

**CONCORD GATEWAY
ONE & TWO
MASTER SIGN PROGRAM**

(Date Prepared: March 7, 2007)

APPROVED

DATE 3-7-07

CITY OF CONCORD PLANNING DEPT.

Regan Lehardt

PLANNING OFFICIAL

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A. PURPOSE

The purpose of the sign criteria and regulations set forth in these guidelines are to establish standards to preserve and enhance the appearance of the Concord Gateway One and Two Office Complex. In addition, this document serves to safeguard and enhance property values, to avoid excessive and confusing sign displays, and to protect the public and private investment in the buildings.

These criteria have been established for the purpose of a coordinated sign program for the mutual benefit of the tenants. Conformance will be strictly enforced. Any non-conforming or unapproved sign will be brought into conformance with these criteria by the Landlord at the tenant's expense.

The criteria contained in this document shall govern all exterior building signage placed on the buildings after the date of this Sign Program. All signage shall be furnished, installed, and maintained and removed by the tenant at his/her sole expense. The City of Concord Sign Ordinance and local building and electrical codes shall govern all exterior tenant signage not addressed by this sign program.

All signage shall comply with this criterion. Sign manufacturers are advised that prior to the acceptance of any sign installation, the Landlord's authorized representative will inspect the tenant sign for conformance with these guidelines. Any signs found to be non-compliant will be rejected and required to be removed at the tenant's expense.

B. DEFINITIONS

All sign definitions, unless otherwise described herein, shall be the same as those defined in the City of Concord Sign Ordinance including any and all subsequent amendments and/or special provisions adopted by the City of Concord.

C. GENERAL

1. In order to establish a uniform appearance as outlined in these guidelines. All building signage shall be similarly designed with respect to materials, colors, and size.
2. The size, location, design, color, texture, lighting, and materials of all signs shall in no way detract from the design of the project or surrounding area as determined by the Landlord and the City of Concord.
3. In all cases, regulations and approvals shall be in accordance with this document, the Landlord, and the City of Concord.

D. PERMITS

All tenants shall comply with the requirements governing the issuance and enforcement of building and/or sign permits established by the City of Concord.

1. All permits for temporary signage (such as banners) and/or permanent signage and installation shall be applied for at the City of Concord and obtained by the Landlord, Tenant, or Tenant's agent in accordance with the City of Concord Sign Ordinance.

E. SIGN CRITERIA

➤ **Building Signage at First Three Floor Levels**

Location and Size

Tenants located on the first, second, or third floors are entitled to signage located on the spandrel as determined by the Landlord. A tenant may have no more than one (1) sign per elevation, two (2) signs maximum on the building. Signs may be a maximum of 24" in height and a maximum of 70% of the spandrel length assigned to the tenant. Signs shall be centered on the spandrel. Two (2) lines of 12" copy will be allowed when necessary at 70% maximum of each spandrel length assigned to the tenant. Maximum logo height to match maximum letter height or in the case of two (2) lines of copy, the logo shall match the height of the copy (Example 4A, 4B). The sign shall not exceed 100 sq. ft. per tenant, per floor, per elevation.

Materials

- Reverse pan channel letters.
- Face and returns brushed aluminum or equal.
- Registered trademark fonts allowed or Helvetica for any tenant without registered trademark font.
- Logo: Same specification as letters.
- Illumination: Neon or LED.

➤ **Minor Tenants 30,000 Square Feet to 49,999 Square Feet**

Location and Size

Any permitted tenant sign shall be on the two (2) upper spandrels in a location determined by the Landlord and the City of Concord. A tenant may have no more than one (1) sign per elevation and a maximum of two (2) signs on the building. Signs may be a maximum of 36" in height and a maximum of 70% of the spandrel length assigned to the tenant. Signs shall be centered on the spandrel. Two (2) lines of 18" copy will be allowed when necessary as determined by the Landlord and the City of Concord. Maximum logo height to match maximum letter height or in the case of two (2) lines of copy, the logo shall match the height of the copy

(Example 7A, 7B). The sign shall not exceed 150 sq. ft. per tenant, per floor, per elevation.

Materials

- Pan channel letters no corporate colors are permitted.
- Copy font to be corporate registered trademark and approved by Landlord and City of Concord.
- Sign returns 5” deep brushed aluminum or equal.
- Letter Backs: Brushed aluminum or equal.
- Letter Faces: 3/16” thick silver/white Plexiglas with 3/4” trim cap painted silver.
- Logo: Same specification as letters.
- Illumination: Neon or LED.

➤ **Major Tenants 50,000 Square Feet and Greater**

Location and Size

Any permitted tenant sign shall be on the top floor level glass façade in a location determined by the Landlord and the City of Concord. A tenant may have no more than one (1) sign per elevation and a maximum of two (2) signs on the building. Signs may be a maximum of 5’ in height and a maximum of 70% of the glass facade length assigned to the tenant. Signs shall be centered in the three (3) top glass panels of the façade. Two (2) lines of 24” copy will be allowed when necessary, as determined by the Landlord and the City of Concord. Maximum logo height to match maximum letter height or in the case of two (2) lines of copy, the logo shall match the height of the copy (Example 6A, 6B). The sign shall not exceed 200 sq. ft. per tenant, per floor, per elevation. Major Tenants may utilize Minor Tenant sign criteria as an alternative if approved by Landlord and the City of Concord.

Materials

- Copy font to be corporate registered trademark and approved by Landlord and City of Concord.
- Returns .063 aluminum corporate color.
- Faces 3/16” Plexiglas corporate color.
- Logo: Same specification as letters.
- Illumination: Neon or LED.
- To be mounted on square tube frame in front of mullions.

F. APPROVAL PROCESS

1. Prior to submitting a sign permit application to the City of Concord, the tenant or tenant’s representatives shall submit 3 scaled color drawings illustrating the proposed sign locations(s) and details regarding the manufacturing, electrical design, and mounting details for each sign. The Landlord will either approve the sign(s) or provide comments for revision.

At no time shall the tenant or the tenant's representative submit a permit application to the City of Concord or manufacture or install signage without the written approval of the Landlord. Landlord shall sign all plan sets submitted to the City of Concord for permit.

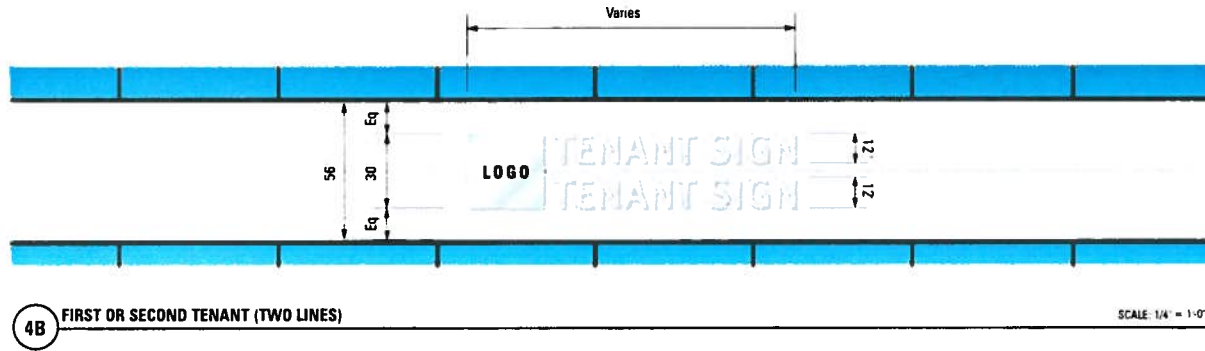
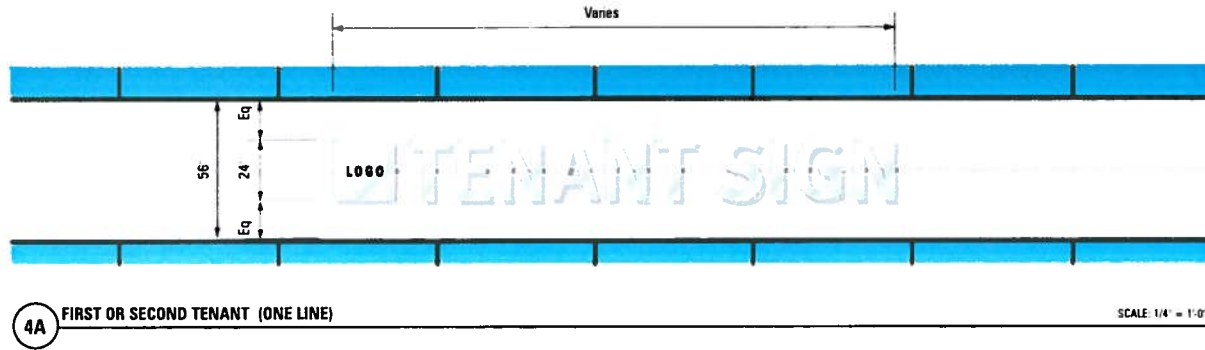
2. Signage shall be the responsibility of the tenant. The tenant will be responsible for permitting, manufacturing, installation, compliance with the sign criteria, penetration, weatherproofing, removal, and restoration of fascia surface and all City, State, and Federal regulations and laws.

G. TENANT SIGNAGE AND CONTRACTOR APPROVAL

The Landlord has the right to review and approve the tenants sign contractors. All contractors shall carry all necessary City, State, and Federal business licenses and contractor's license as applicable. They shall conform to all tenant lease requirements, including naming the Landlord as an additional insured in amounts specified. They shall operate in a professional and safe manner at all times.

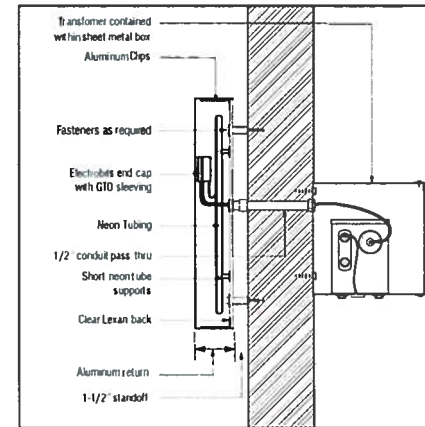


1051 46th Avenue
 Oakland, CA 94601
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 Fax: 510.533.0815
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 www.arrowsigncompany.com



SIGN SPECIFICATIONS (REVERSE PAN CHANNEL LETTERS)

ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Letter & Logo	Brush Aluminum		Per standard corporate fonts
Illumination	LED or Neon		White



TYPICAL MOUNTING DETAIL

NOT TO SCALE

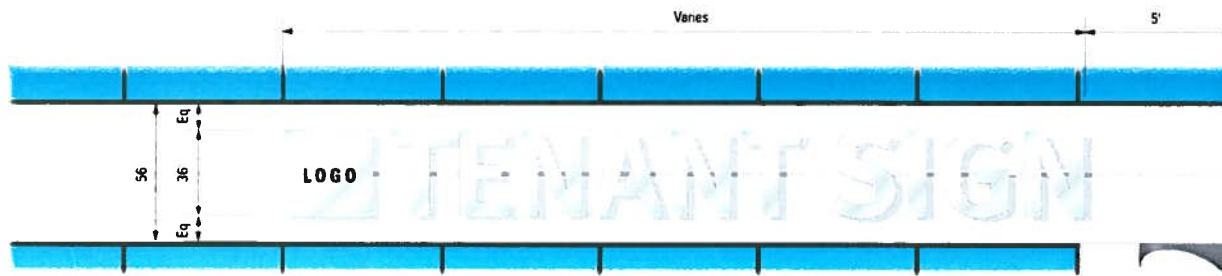
Job Name: Concord Gateway
 Address: 1850 Gateway Blvd.
 City: Concord, CA
 Date: 11-30-05
 Sales: Mark Gostineau
 Design: Mel E
 Design: 51067
 Filename: 2006/C/Concord Gateway

Customer Approval:

Revision	Date	Description

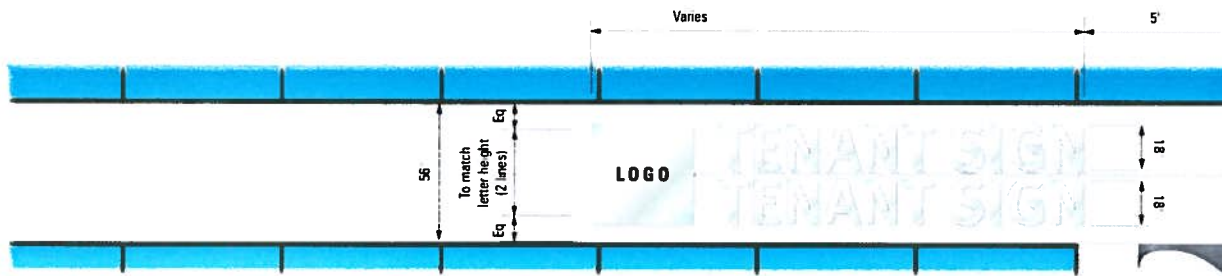
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 3.7.07
 CITY OF CONCORD PLANNING DEPT.
 MANNING OFFICIAL



7A MINOR TENANT (ONE LINE)

SCALE 1/4" = 1'-0"



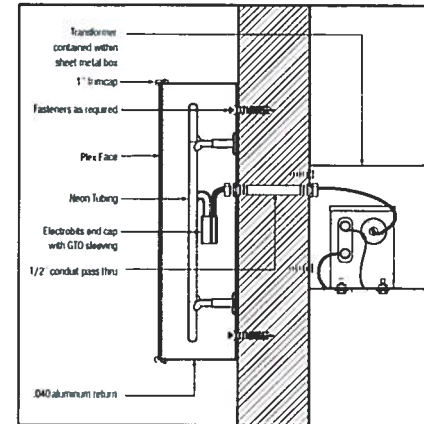
7B MINOR TENANT (TWO LINES)

SCALE 1/4" = 1'-0"

SIGN SPECIFICATIONS

ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Faces	Acrylic		Silver/White
Trimcaps	1" trimcaps		Silver
Returns	Aluminum		Brush Aluminum
Illumination	LED or Neon		White

Note One (1) sign per spandrel elevation (Only top three spandrel's)
Two (2) signs per tenant maximum



TYPICAL MOUNTING DETAIL

NOT TO SCALE



1051 46th Avenue
Oakland, CA 94601
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PHOTO OVERLAY

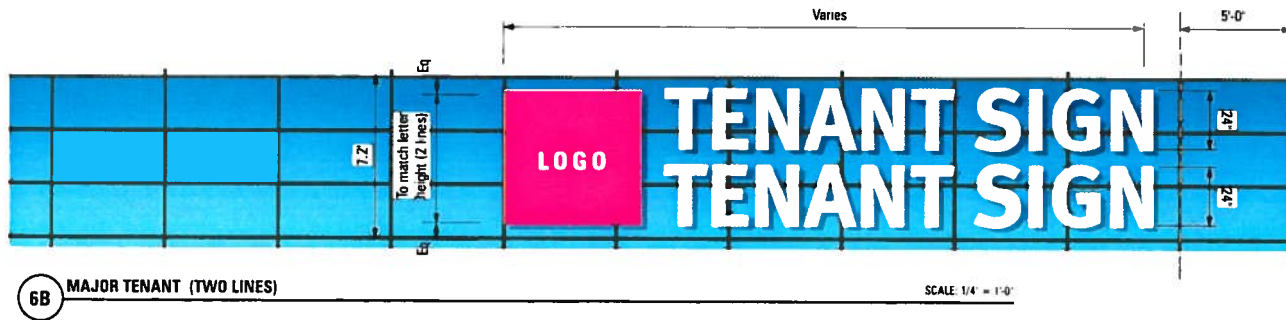
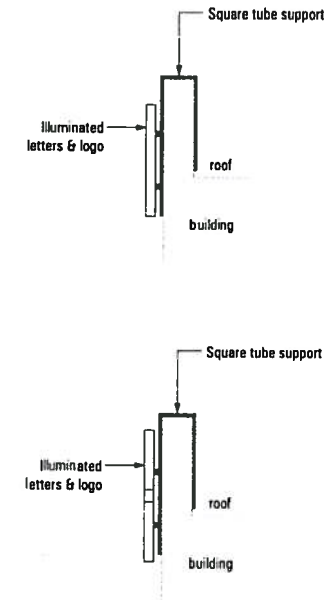
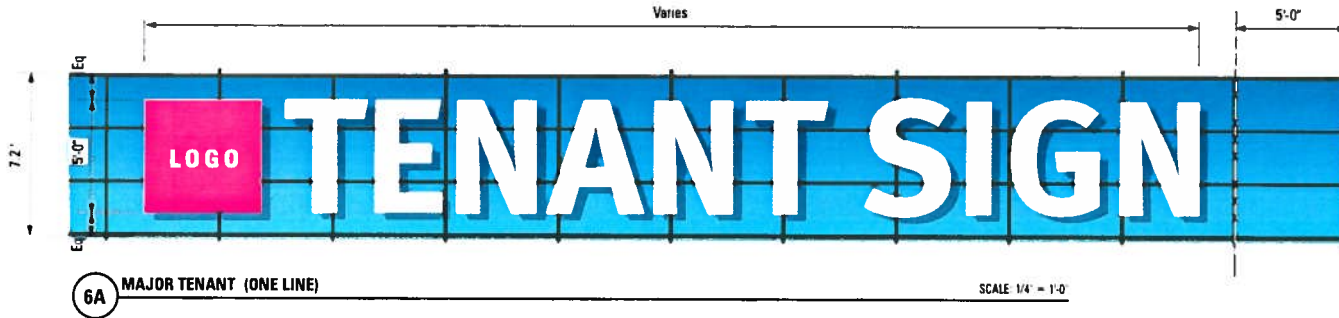
Job Name: Concord Gateway
Address: 1850 Gateway Blvd.
City: Concord, CA
Date: 11-30-05
Sales: Mark Gastineau
Design: Mel E
Design #: S1067
Filename: 2006/C/Concord Gateway

Customer Approval:

Revision	Date	Description
A	12-29-06	Add notes
B	3-1-07	Revise color, add mounting detail

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CITY OF CONCORD PLANNING DEPARTMENT
 APPROVE
 DATE 3.7.07
 [Signature]



SIGN SPECIFICATIONS

ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Letters & Logo Faces	Acrylic		Per standard corporate colors and fonts
Letters & Logo Truncaps	1" truncaps		Per standard corporate colors
Letters & Logo Returns	Aluminum		Per standard corporate colors
Illumination	LED or Neon		White

Note: One (1) set per elevation
Two (2) signs per tenant maximum

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 DATE 3.7.07
 CITY OF CONCORD PLANNING DEPT
 Helen Kim Kelly
 PLANNING OFFICIAL



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Job Name: Concord Gateway
 Address: 1850 Gateway Blvd,
 City: Concord, CA
 Date: 11-30-05
 Sales: Mark Gostineau
 Design: Mel E
 Design: 51067
 Filename: 2006/C/Concord Gateway

Customer Approval:

Revisions	Date	Description
A	12-23-06	Add notes
B	2-1-07	Revised callout (for private color)

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