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## SIGN CRITERIA

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With the goal of interesting sign variety and strict design control, this sign criteria allows each store tenant to have the option of signs Type A, B, C, or D, as their main identification sign, and in addition, a Type E sign for close-in pedestrian identification and storefront interest.

All signs must meet the City code requirements and receive the architect's approval. Tenants with more than one front may have more than one sign.

### SIGN TYPES:

Type A Sign: individual letters sign, mounted on fascia or wall

Type B Sign: wood panel sign, mounted over awning

Type C Sign: individual letters sign, mounted to storefront

Type D Sign: painted white letters on awning

Type E Sign: wood sign suspended from canopy or wall bracket

**TYPE A SIGN:** Individual letters of two standard colors: white or ~~charcoal~~<sup>BURGUNDY</sup> letter style may vary but be limited to 15" maximum height for capitals and 21" for capital script letters. Signs shall be limited to one square foot of sign area per one lineal foot of storefront. Signs may not encroach closer than 19 inches from lease line unless authorized by architect. Lettering shall be positioned on one line (without stacking) unless Architect approves the design.

Signs may be illuminated or non-illuminated in three designs:

- A-1 Internally illuminated letters with white plexiglas face and ~~charcoal green~~<sup>BURGUNDY</sup> metal return. See details for dimensions and profile. The A-1 sign shall be limited to 30% of all Type A signs.
- A-2 Internally illuminated letters with metal channel frame and open back for "halo light" illumination. Charcoal green or white finish. (Brass or gold finish will be considered) The A-2 sign shall be limited to 40% of all Type A signs.
- A-3 Non-illuminated. Letters wood or metal painted white or charcoal green. (Brass or gold finish will be considered) The A-3 sign shall be limited to 30% of all Type A signs.

Note: The major tenants and pad buildings will have the A-1 Type of signs, but size and color of signs will vary from this sign criteria in accordance with the tenant's trade, style and individual approval by the City.

**TYPE B SIGN:** Wood panel sign illuminated from below. Panel size, shape, detail and letter size shall be standard as shown. Letter type shall be tenant trade style. Colors shall be burgundy background and white letters. This sign shall be used only above awnings or where approved by Architect. They shall not occur on the fascia.

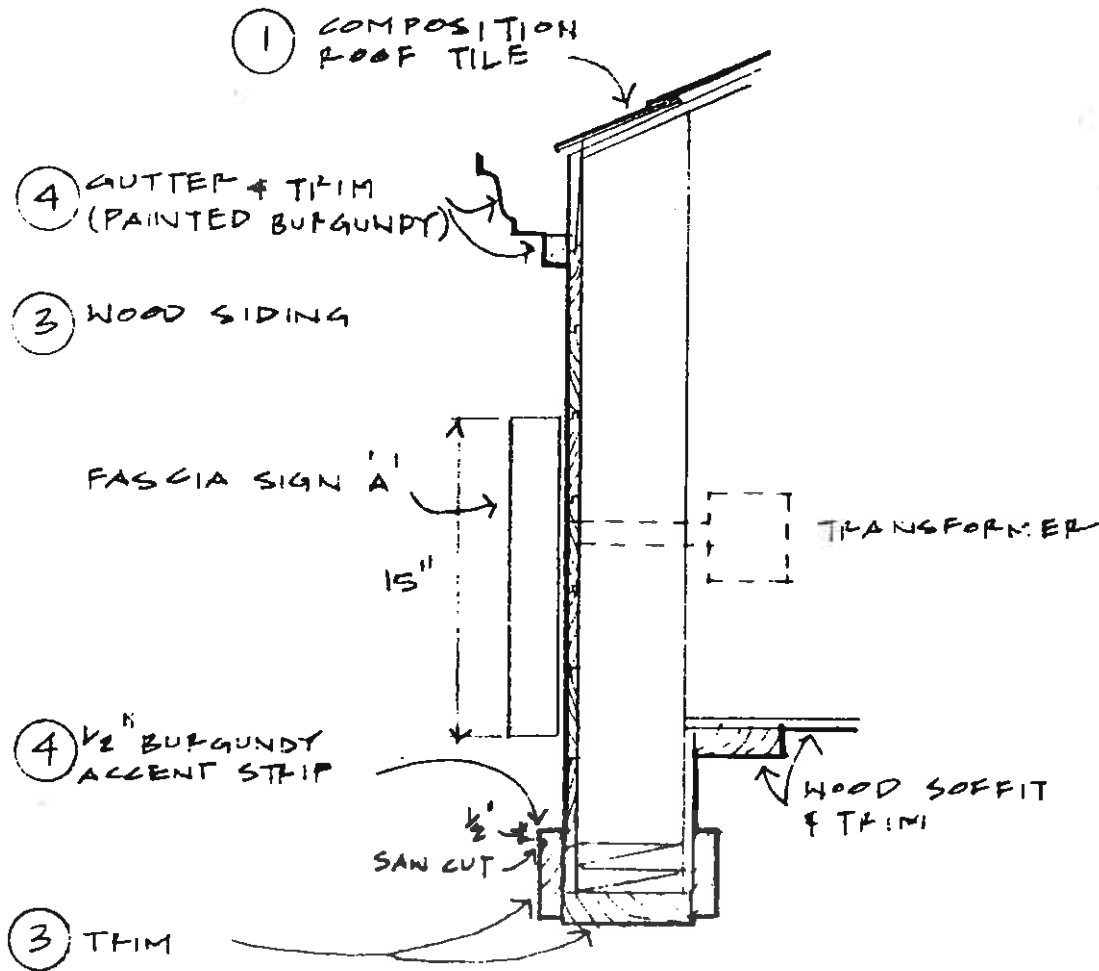
**TYPE C SIGN:** (typically non-illuminated, but may be illuminated if used in lieu of Sign A) Signs mounted to the storefront 11' maximum height and a maximum area of 16 square feet. Non-illuminated letters wood or metal painted white or burgundy. (Brass or gold finish will be considered) Letter style may be tenant's trade style.

**TYPE D SIGN:** In lieu of the Type B sign above awnings, Type D signs may be white painted letters on green awnings. (Tenant shall not be allowed a main sign on awnings and a Type B sign) Letters shall be 11' maximum height and a maximum area of 14 square feet.

**TYPE E SIGN:** (Non-illuminated) A wood sign with a maximum of 5 square feet each face and mounted a minimum of 7'-0" from walkway below. Signs may be varied colors, shapes, mounting and graphic style. An extremely high quality sign will be required and design must be consistent with the character of the store. Details and mounting must conform to sign criteria.

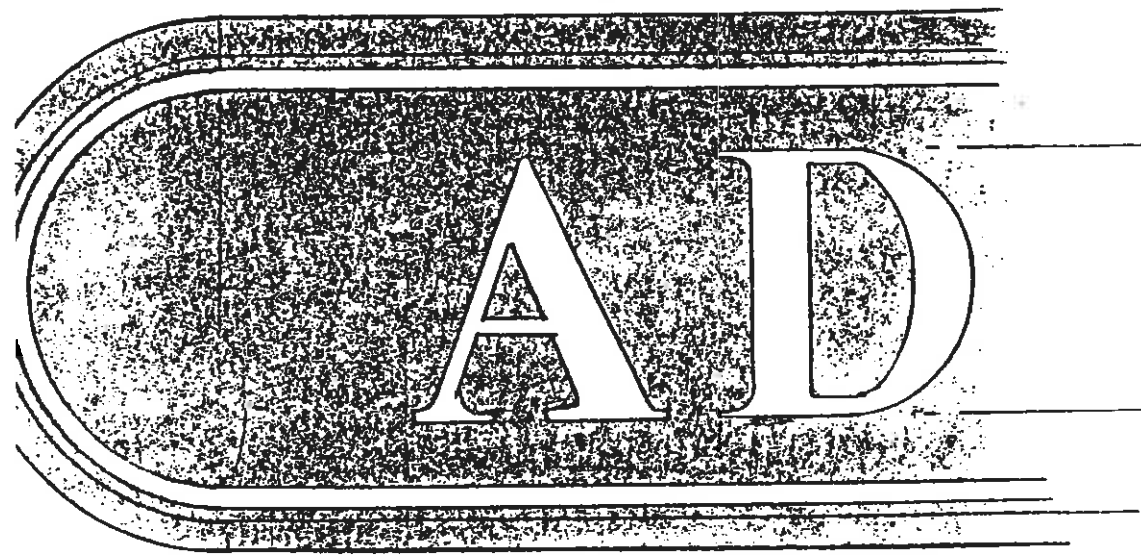
NOTE: A wood sign inside the storefront may be used in lieu of a wood Type E sign.

Source: Sheet PR-11, revised 9/13/88, Hammarberg, Herman, Johnson

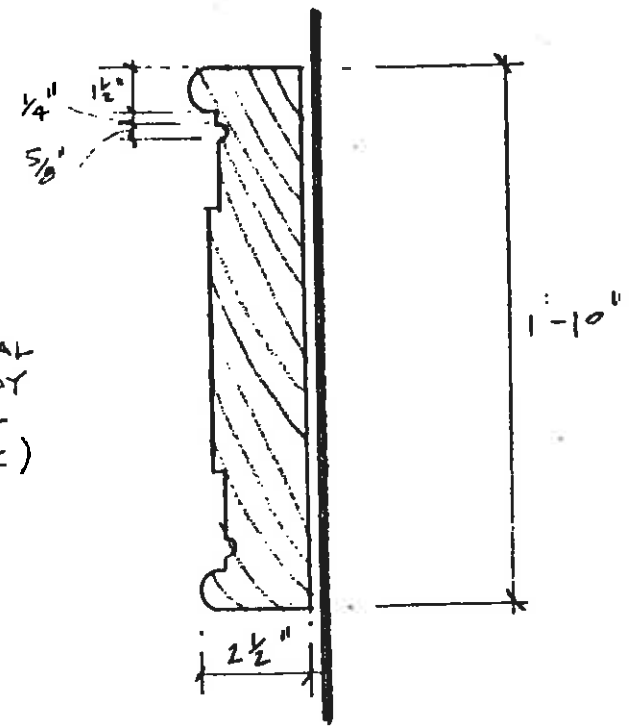


**SIGN A**

**FASCIA SIGN**



11" MAX.  
LETTERS  
(SCRIPT CAPITAL  
LETTERS MAY  
BE 14" MAX -  
PAINT WHITE)

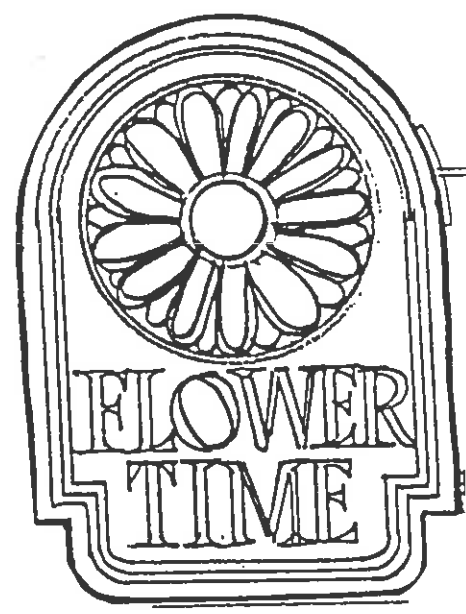
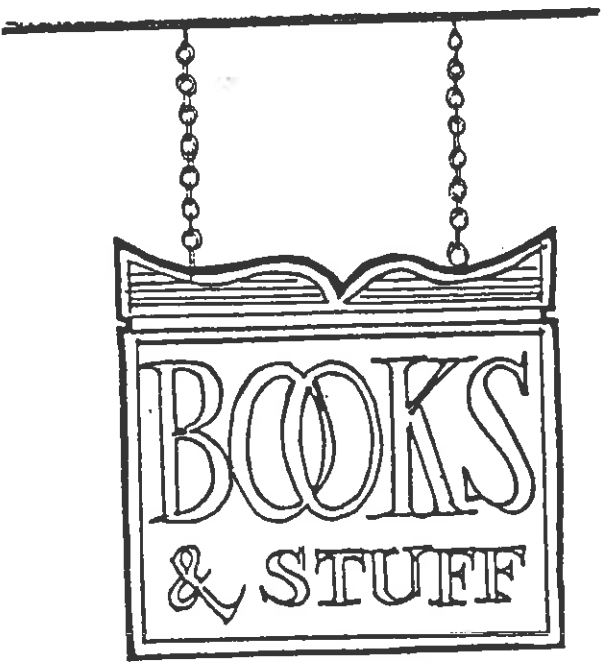


**SIGN B**

**PANEL SIGN**

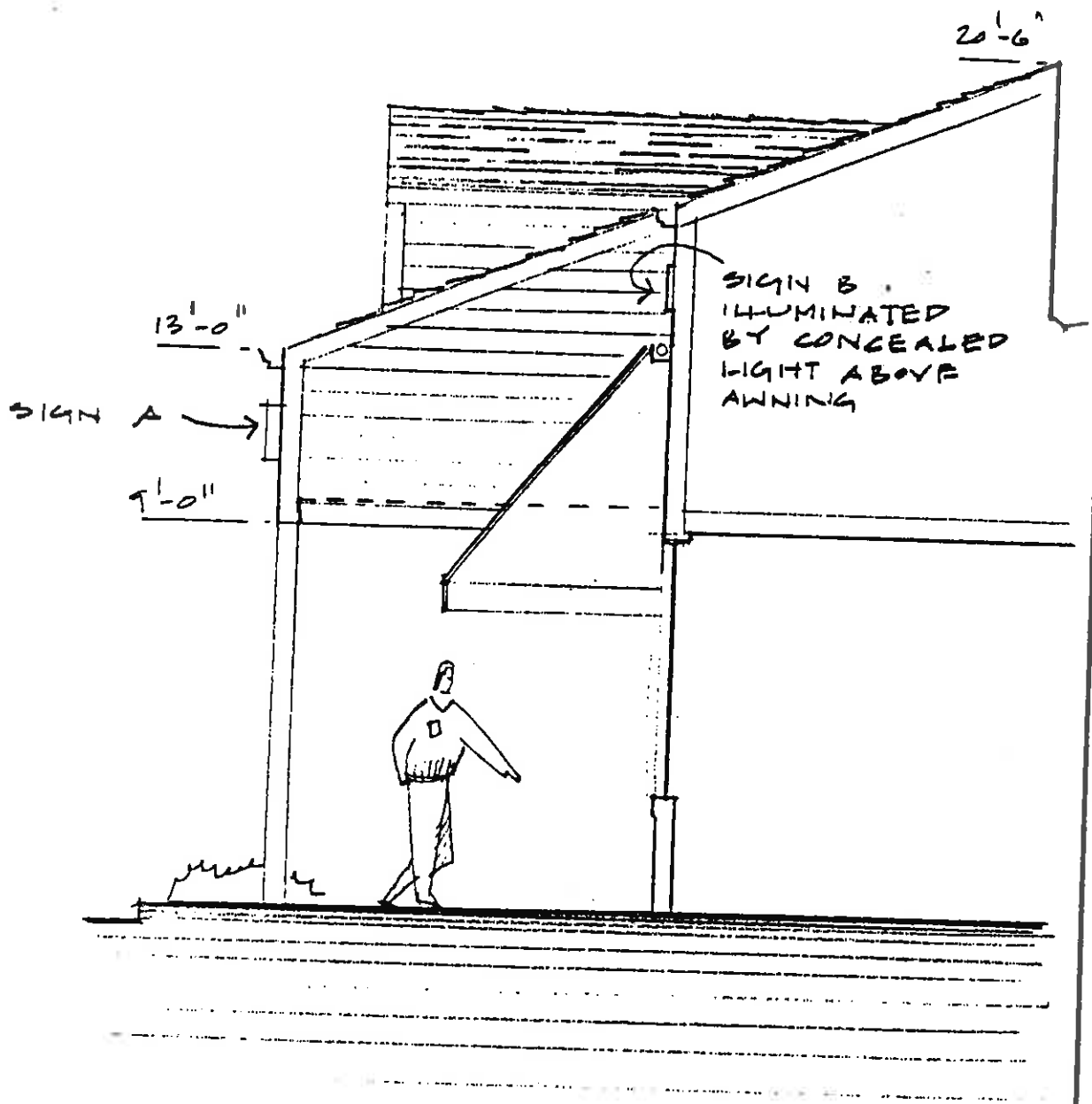


**EXAMPLES**



**SIGN E**

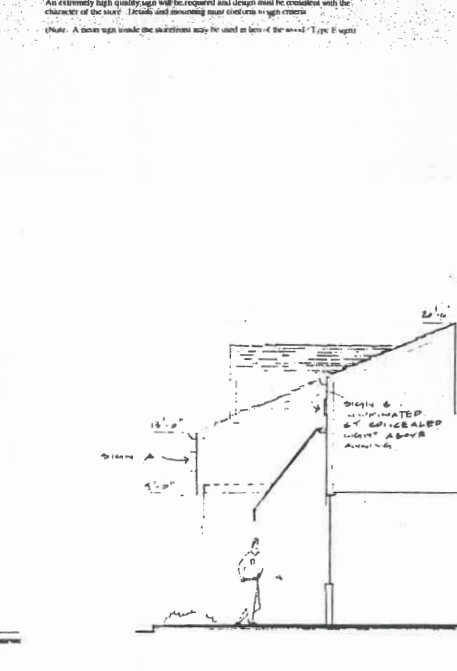
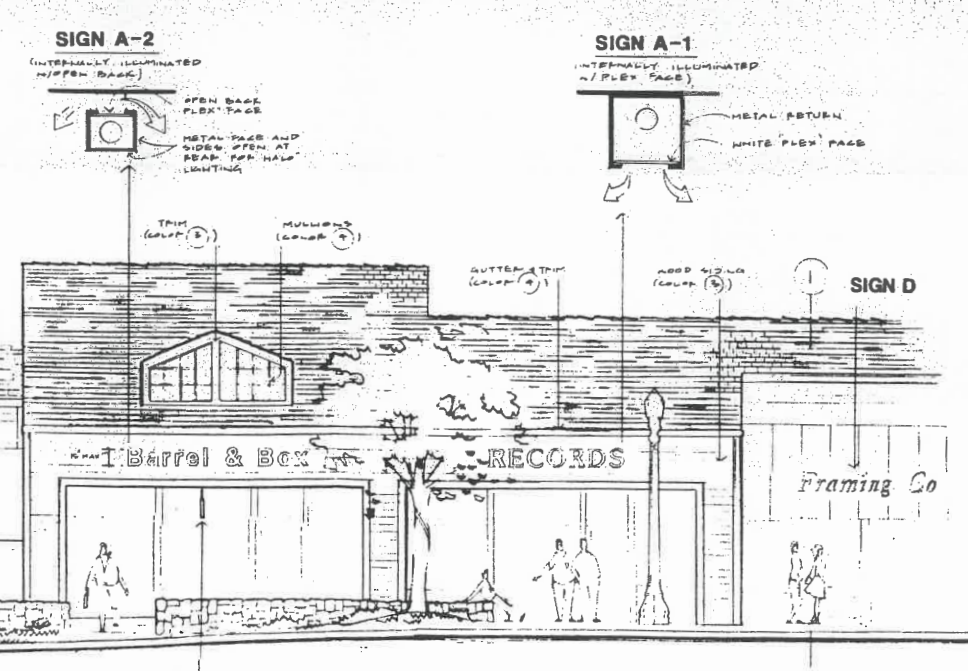
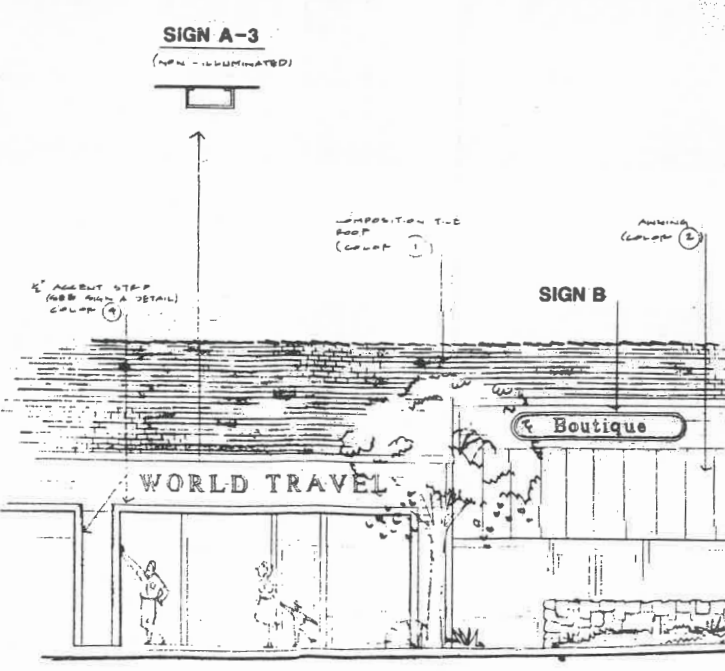
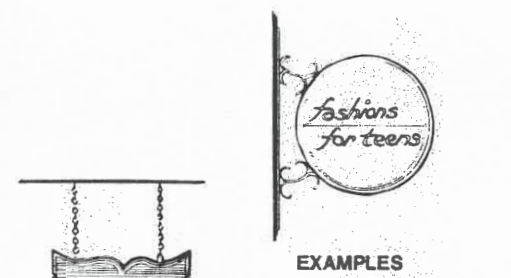
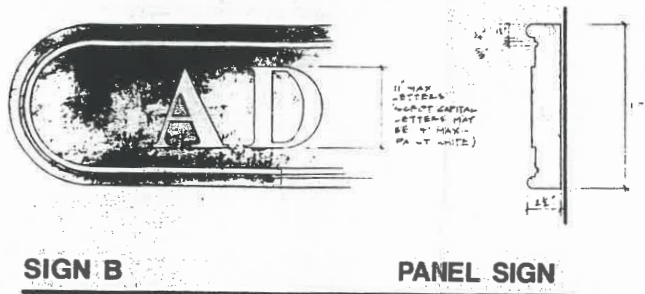
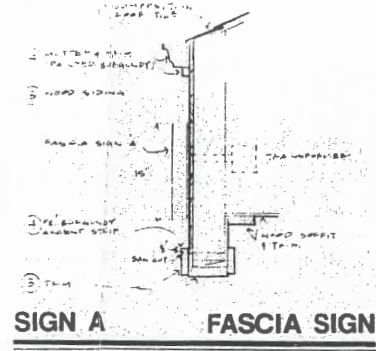
**UNDER CANOPY SIGN**



SECTION

**MATERIALS AND COLOR SCHEDULE**

1	PAINT
2	WOOD
3	METAL
4	GLASS
5	PLASTER
6	CONCRETE
7	BRICK
8	STONE
9	ROOFING
10	LANDSCAPE
11	UTILITIES
12	MECHANICAL
13	ELECTRICAL
14	TELEPHONE
15	PLUMBING
16	PAVING
17	CONCRETE
18	BRICK
19	STONE
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498	TELEPHONE
499	PLUMBING
500	PAVING



**SIGN CRITERIA**

CLAYTON STATION SIGN CRITERIA FOR TYPE A SIGN (ILLUSTRATED)

**SIGN TYPES**

TYPE A SIGN - individual letters sign, mounted on fascia or wall

TYPE B SIGN - wood panel sign, mounted over awning

TYPE C SIGN - individual letters sign, mounted on storefront

TYPE D SIGN - panel sign, mounted on awning

TYPE E SIGN - wood sign suspended from canopy or wall bracket

With the goal of increasing sign variety and sign design, this sign criteria allows, with some exceptions, the use of signs type A, B, C, D, and E. There may be no combination signs and in addition, a type B sign for a storefront entrance and a wood sign for a canopy.

All signs must meet the City code requirements and receive the architect's approval. Signs with more than one font must have no more than one sign.

**TYPE A SIGN**

Individual letters of two standard colors, white or charcoal letter style may vary but be limited to 1/2" maximum height for letters and 2 1/2" for a wood sign. Signs shall be limited to one square foot of sign area per one linear foot of storefront. Signs may not exceed a height of 18 inches from the base and shall be mounted to the wall. Lettering shall be positioned in one line (with no stacking unless Architect approves the design).

Signs may be illuminated or non-illuminated in three ways:

SIGN A-1 Internally illuminated signs with white plexiglass and charcoal green metal return. See detail for dimensions and profile. The A-1 sign shall be limited to 10% of all Type A signs.

SIGN A-2 Internally illuminated letters with metal bracket in one color, open back for "Thin Light" illumination. Charcoal green or white metal. The use of gold finish will be considered. The A-2 sign shall be limited to 10% of all Type A signs.

SIGN A-3 Non-illuminated letters with metal bracket in one color, charcoal green, brass or gold finish will be considered. The A-3 sign shall be limited to 10% of all Type A signs.

**NOTE:** The major tenants and pad buildings will have the A-1 type of sign, but size and color of signs will vary from this sign criteria in accordance with tenants' trade style, and individual approval by the City.

**TYPE B SIGN**

Wood panel sign illuminated from within. Panel size, shape, detail and color shall be standard as shown. Letter type shall be script trade style. Colors shall be burgundy, background and white color. The sign shall be used only above awnings or where approved by Architect. They shall not occur on the facade.

**TYPE C SIGN:** (1) locally non-illuminated, but may be illuminated as used in Sign A-1.

Signs mounted to the storefront (1) maximum height and a maximum area of 12 square feet. Non-illuminated letters shall be metal painted white or burgundy. (2) Non-illuminated finish will be considered. Letter style may be script trade style.

**TYPE D SIGN:**

In lieu of the Type B sign above awnings, Type D signs may be white painted letters on burgundy awning. (1) Sign shall not be illuminated from within and a Type B sign. Letters shall be 1 1/2" maximum height and a maximum area of 12 square feet.

**TYPE E SIGN:** (Non-illuminated)

A wood sign with a maximum of 5 square feet each face and a maximum of 75% from walkway below. Signs may be varied colors, shapes, mounting and graphic style. An extremely high quality sign will be required and design must be consistent with the character of the street. Details and mounting must conform to sign criteria.

(Note: A wood sign inside the awning may be used in lieu of the wood Type E sign.)

**CLAYTON STATION CALIFORNIA**

CLAYTON CALIFORNIA

WHITNEY DESIGN GROUP

ARCHITECTS - INCORPORATED  
1000 WILSON WAY, SUITE 100, CLAYTON, CA 94520  
PHONE: (925) 291-1100

SHEET PR-11 OF 11  
DATE 1/17/98  
REG. NO.