

MARINA VILLAGE

A L A M E D A C A L I F O R N I A

November 29, 2000

RECEIVED

DEC 01 2000

Dia Swan
Planner
City of Alameda
2263 Santa Clara Avenue, Room 120
Alameda, CA 94501

PLANNING DEPARTMENT
CITY OF ALAMEDA

Subject: Marina Village - Revision to Shopping Center Signage Criteria

Dear Dia:

As a follow-up to our meeting this morning regarding the revisions to our shopping center signage criteria, in particular as it pertains to Alameda Credit Union, Alameda Real Estate Investments would like to formally amend the retail signage portion of the signage criteria for Marina Village as follows:

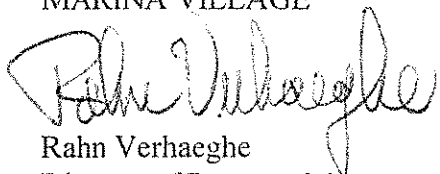
Delete Section (e.) on Page 35 which states that stacking of letters is not permitted in any sign.

Deleting this section will not only allow the Planning Department to approve the Alameda Credit Union signage permit but will also make the signage criteria more consistent with signage that has been previously approved by the Planning Department at the Shopping Center. I have included copies of the amended text for your insertion into the City's copy of the Marina Village Signage Program.

I understand that this is a staff level approval and look forward to your timely response. If you have any questions or need additional information, please call me at (510) 337-7404.

Sincerely,

MARINA VILLAGE



Rahn Verhaeghe
Director of Property Management

RV:ls
gcvcitysignage.ltr

Enclosure

cc: Edward Avalos

11/30/00
STEVE HANSEN
11/30/00
CITY OF ALAMEDA

Exhibit 2
Item 6-B, 4/27/15
Planning Board Mtg.

1150 Marina Village Parkway, Suite 100
Alameda, CA 94501
510 523-9555
FAX 510 523-1638

EXHIBIT C

TENANT SHOP SIGN CRITERIA FOR MARINA VILLAGE RETAIL CENTER

These criteria have been established for the purpose of assuring a coordinated sign program. Conformance will be strictly enforced. Any non-conforming or unapproved sign installed by Tenant must be brought into conformance at Tenant's expense.

The Landlord shall administer and interpret these sign criteria. ALL DEPARTURES FROM THESE CRITERIA MUST BE APPROVED BY LANDLORD.

These criteria shall not imply that any governmental approvals will automatically be granted.

Tenant is solely responsible for obtaining any and all required approvals from governmental agencies and shall obtain approval of the Central Permit Department of the City of Alameda for each sign.

A. General Requirements:

1. Background color, sign trim color, and shape of signs shall be approved by Landlord.
2. EACH TENANT SHALL SUBMIT OR CAUSE TO BE SUBMITTED TO LANDLORD FOR APPROVAL, BEFORE FABRICATION, AT LEAST THREE (3) COPIES (OF WHICH ONE (1) COPY IS FULLY COLORED) OF DETAIL DRAWINGS INCLUDING ALL LETTERING AND/OR GRAPHICS.
3. All permits for signs and their installations shall be obtained by Tenant or his representative at Tenant's expense.
4. Tenant shall be responsible for the fulfillment of all requirements and specifications and compliance with all applicable governmental laws and ordinances.
5. Plans shall be on 18" x 24" to scale sheets and shall be submitted to the Landlord for approval prior to submittal to the City for Permit.

Marina Village Retail Center Sign Program –

Short Facts (p34-42)

General:

- Landlord must approve signs and enforce the sign program.
 - Plans must be 18"x24"
 - Total area of each tenant's fascia and hanging signs shall be limited to a maximum area equal to one square foot for each lineal foot of the tenant's store frontage, (1f lineal frontage = 1sf sign area), letters shall be maximally 18" (maximally 35sf), but at a minimum 25square feet.
 - One or more letters can be between 18" and 24" high, but:
 - for tenants with less than 2,999 sf of retail space the total sign area will be reduced to 75% of the tenant's allowed 1sf per each lineal foot of frontage - maximally 26.25sf
 - for tenants with more than 3,000 sf of retail space the total sign area will be reduced to 85% of the tenants allowed 1sf per each lineal foot of frontage - maximally 29.75sf
 - for tenants with more than 4,999 sf: maximally 29.75 sf
 - for tenants with more than 5,000 sf: maximally 50 sf
 - Store frontage is any wall with a minimum of 10% show window
-

Fascia Signs:

- One fascia and one hanging sign per shop are allowed
 - Signs are only allowed within areas between the green band and the top of the lintel
 - Fascia signs must be individual, internally illuminated letters
 - Letter style and colors selected by tenant and approved by landlord
 - Letters shall be fabricated from aluminum painted Marina Green and shall project 6" maximum
-

Hanging Signs

- One hanging sign per store, located suspended from canopy soffit and centered on the entrance door.
 - Two signs allowed for two sided frontage (ie corner store)
 - Signs must be double faced fabric design, color must match awnings, tenants name on it, approved by landlord and City of Alameda
-

Storefront Signs

- Maximally 2 sf of letters of 2" in height
- One neon sign per storefront glazing

6. No signs shall be installed until both Landlord approval and City Permits have been obtained by Tenant and copies submitted to Landlord.

B. Design Requirements:

1. General:

- a. The total area of each Tenant's fascia and hanging signs shall be limited to a maximum area equal to one square foot for each lineal foot of the Tenant's store frontage, provided all letters in the sign have a height less than or equal to 18". As an alternative for a Tenant who desires to have one or more letters with a height greater than 18" up to a maximum of 24", the total area of the Tenant's sign will be reduced to 75% of the Tenant's allowed one square foot for each lineal foot of the Tenant's store frontage for spaces up to 2,999 square feet and 85% of the allowable area for spaces 3,000 square feet and larger. Store frontage shall be considered as any wall with a minimum of 10% show window.
- b. Unless the floor area of a Tenant's premises is greater than 4,999 square feet, the total area of Tenant's sign is limited to a maximum of 35 square feet for a sign with all letters less than or equal to a height of 18", and 26.25 square feet for a sign with any letters greater than a height of 18" for spaces up to 2,999 square feet, and 29.75 square feet for spaces 3,000 square feet up to 4,999 square feet, regardless of the size of the frontage. For a Tenant whose floor area is greater than 4,999 square feet, the total area of Tenant's sign shall be, subject to approval of the resulting sign by Landlord, limited to a maximum of 50 square feet.
- c. Regardless of the Tenant space area or frontage, each Tenant will be permitted a minimum of 25 square feet total for the fascia and hanging sign.
- d. Fascia signs will not be permitted on the towers or the mall walls.
- e. Tenants with two (2) frontages at the corner of the building will be allowed a maximum of four (4) signs (two for each frontage - one fascia sign and one hanging sign) according to the total area allowed for the sign on each frontage, as described in Section B.1.a.

6. No signs shall be installed until both Landlord approval and City Permits have been obtained by Tenant and copies submitted to Landlord.

B. Design Requirements:

1. General:

- a. The total area of each Tenant's fascia and hanging signs shall be limited to a maximum area equal to one square foot for each lineal foot of the Tenant's store frontage, provided all letters in the sign have a height less than or equal to 18". As an alternative for a Tenant who desires to have one or more letters with a height greater than 18" up to a maximum of 24", the total area of the Tenant's sign will be reduced to 75% of the Tenant's allowed one square foot for each lineal foot of the Tenant's store frontage for spaces up to 2,999 square feet and 85% of the allowable area for spaces 3,000 square feet and larger. Store frontage shall be considered as any wall with a minimum of 10% show window.
- b. Unless the floor area of a Tenant's premises is greater than 4,999 square feet, the total area of Tenant's sign is limited to a maximum of 35 square feet for a sign with all letters less than or equal to a height of 18", and 26.25 square feet for a sign with any letters greater than a height of 18" for spaces up to 2,999 square feet, and 29.75 square feet for spaces 3,000 square feet up to 4,999 square feet, regardless of the size of the frontage. For a Tenant whose floor area is greater than 4,999 square feet, the total area of Tenant's sign shall be, subject to approval of the resulting sign by Landlord, limited to a maximum of 50 square feet.
- c. Regardless of the Tenant space area or frontage, each Tenant will be permitted a minimum of 25 square feet total for the fascia and hanging sign.
- d. Fascia signs will not be permitted on the towers or the mall walls.
- e. Stacking of letter is not permitted in any sign.
- f. Tenants with two (2) frontages at the corner of the building will be allowed a maximum of four (4) signs (two for each frontage - one fascia sign and one hanging sign) according to the total area allowed for the sign on each frontage, as described in Section B.1.a.

Superseded

6. No signs shall be installed until both Landlord approval and City Permits have been obtained by Tenant and copies submitted to Landlord.

B. Design Requirements:

1. General:

- a. The total area of each Tenant's fascia and hanging signs shall be limited to a maximum area equal to one square foot for each lineal foot of the Tenant's store frontage, provided all letters in the sign have a height less than or equal to 18". As an alternative for a Tenant who desires to have one or more letters with a height greater than 18" up to a maximum of 24", the total area of the Tenant's sign will be reduced to 75% of the Tenant's allowed one square foot for each lineal foot of the Tenant's store frontage for spaces up to 2,999 square feet and 85% of the allowable area for spaces 3,000 square feet and larger. Store frontage shall be considered as any wall with a minimum of 10% show window.
- b. Unless the floor area of a Tenant's premises is greater than 4,999 square feet, the total area of Tenant's sign is limited to a maximum of 35 square feet for a sign with all letters less than or equal to a height of 18", and 26.25 square feet for a sign with any letters greater than a height of 18" for spaces up to 2,999 square feet, and 29.75 square feet for spaces 3,000 square feet up to 4,999 square feet, regardless of the size of the frontage. For a Tenant whose floor area is greater than 4,999 square feet, the total area of Tenant's sign shall be, subject to approval of the resulting sign by Landlord, limited to a maximum of 50 square feet.
- c. Regardless of the Tenant space area or frontage, each Tenant will be permitted a minimum of 25 square feet total for the fascia and hanging sign.
- d. Fascia signs will not be permitted on the towers or the mall walls.
- e. Tenants with two (2) frontages at the corner of the building will be allowed a maximum of four (4) signs (two for each frontage - one fascia sign and one hanging sign) according to the total area allowed for the sign on each frontage, as described in Section B.1.a.

- g. No signs of any sort shall be permitted on the building roof or above the parapet walls.
- h. Wording of any sign shall not include the product sold (except as part of the Tenant's trade name) or Tenant's logo or insignia, except with the written approval of Landlord.

2. Fascia Sign:

- a. Each tenant shall be permitted one (1) fascia sign and shall be located, as the division on the fascias permit, centered as practicable on their respective storefront frontage as indicated on Exhibit Plan C.
- b. Signs shall be permitted only within the area as shown as "Max. Sign Height Limit" on Exhibit Plan A attached hereto. "Max. Sign Height Limit" is defined as either an 18" or 24" band as centered between the Marina Green accent band and the top of the lintel (shown on Exhibit Plan "A").
- c. Height of each letter in a sign shall be determined by measuring from the lowest point on the letter at the bottom to the highest point on the letter at the top including any periods, dots, apostrophes, or other forms of punctuation over, under, or adjacent to the letter.
- d. Total area of the sign shall be the rectangular area around all words. Refer to Exhibit Plan "A".
- e. Fascia signs shall be comprised of individual internally illuminated letters (characters).
- f. Letter style and colors to be selected by Tenant and approved by Landlord and governmental agencies.
- g. Letters shall be fabricated from aluminum painted Marina Green and shall project 6" maximum. Letters shall have UL Label affixed 30 M.A. maximum; secondary transformation.

3. Hanging Signs:

- a. Each Tenant shall be permitted one (1) hanging sign as indicated on Exhibit Plan B and shall be located suspended from the canopy soffit and centered on the entrance door.

- b. Tenant's with two (2) frontages at the corner of the building will be allowed a maximum of two (2) signs (one for each frontage).
- c. Each hanging sign shall be a double-faced fabric sign, color to match awnings, with the Tenant's name and logo, as approved by Landlord and governmental agencies.
- d. Sign supports and assembly shall comply with the requirements of the Alameda Building Inspector.
- e. Sign will be provided by Landlord and paid by Tenant.

4. Storefront Signs:

- a. Tenant will be permitted to place upon each entrance of the premises not more than 2 square feet of painted or decal application lettering not to exceed 2" in height, indicating hours of business, emergency telephone number, etc.
- b. Tenant may install the street address numbers of the premises on the store front only if required by the U.S. Postal Service or local fire authorities. If required, street address numbers shall be 3" high numbers with the bottom of the number 6' above the finished floor and centered on the glass entrance door. Numbers shall match lettering in Section B.3.a.
- c. Tenant may apply to the interior of glass the Tenant's logo of a size not to exceed 8" x 8" and shall be approved by Landlord.
- d. One (1) neon Tenant sign will be permitted behind the storefront glazing and shall be approved by the Landlord. Neon to be fastened to clear plexiglass with transformer above ceiling.

5. Receiving Doors:

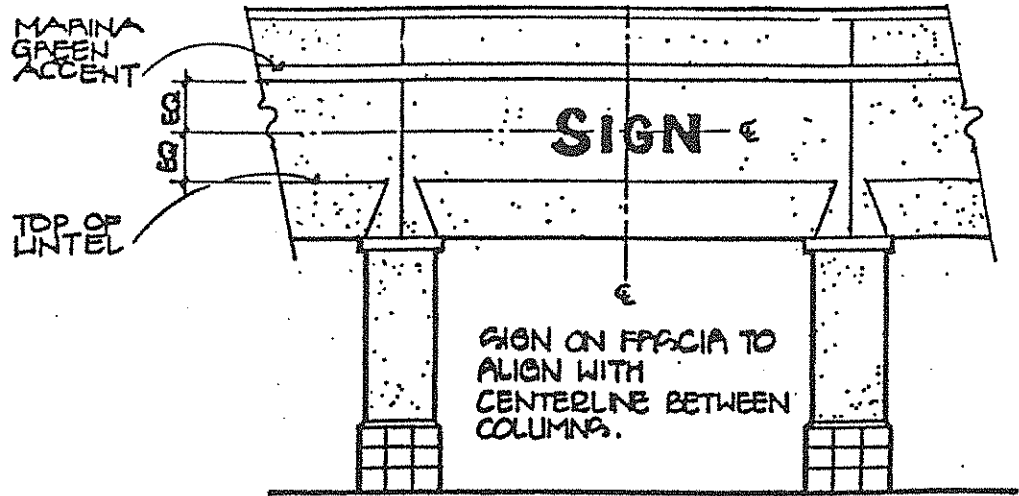
- a. If Tenant has a non-customer door for receiving merchandise, Tenant may have uniformly applied on said door, in the location specified by Landlord, in 2" high block letters, Tenant's name and address. In the case that more than one (1) Tenant uses the same door, each Tenant's name and address shall be applied. Color of letter will be selected by Landlord.

C. General Specifications:

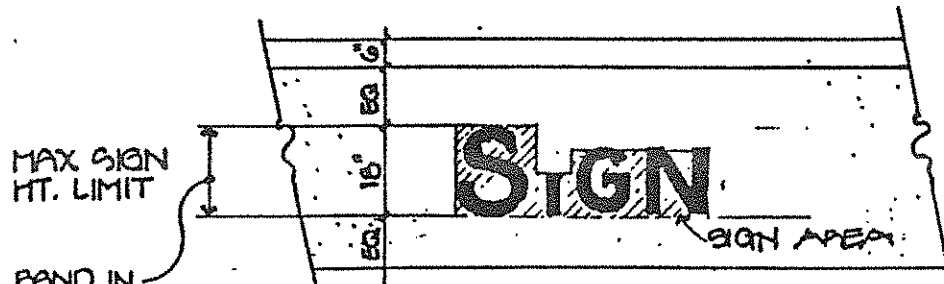
1. Painted lettering will not be permitted.
2. Flashing, moving, or audible signs will not be permitted.
3. All electrical signs shall bear the UL Label, and their installation must comply with all local building and electrical codes. Location of disconnect shall be indicated on submittals and approved by Landlord.
4. No exposed conduit, tubing, or raceways will be permitted except as approved by Landlord prior to installation.
5. No neon lights other than storefront signs shall be used on signs, symbols, or decorative elements; and the transformer secondary shall be 30 M.A. maximum unless expressly approved by Landlord and Landlord's Architect.
6. All conductors, transformers, and other equipment shall be concealed.
7. Electrical service to all signs shall be on Tenant's meters and shall be part of Tenant's construction and operation costs.
8. All bolts, fastenings, clips, etc., shall be hot-dipped galvanized iron, stainless steel, aluminum, brass, or bronze. No black iron materials of any type will be permitted.
9. No signmaker's label or other identification will be permitted on exposed surfaces of sign, except for those required by local ordinance; in which case, shall be placed in an inconspicuous location.
10. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition. No structural or framing members shall be cut for sign installation.
11. Tenant's sign contractor shall repair any damage caused by this work. Damage to structure that is not repaired by Tenant's sign contractor shall be Tenant's responsibility to correct at Tenant's sole cost.
12. Tenant shall be fully responsible for the operations of Tenant's sign contractor.

D. Temporary Signs:

Temporary signs not permitted unless approved by Landlord and governmental agencies.

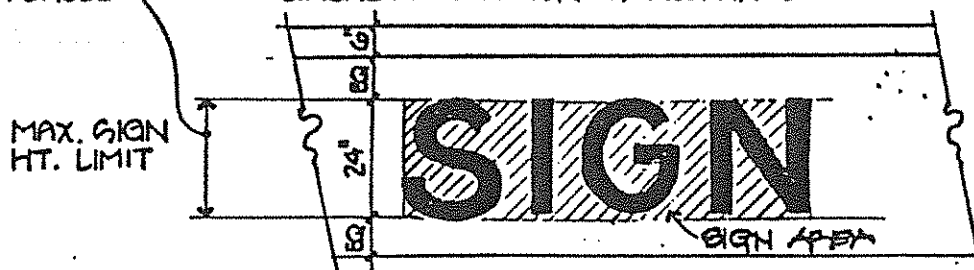


① STOREFRONT ELEVATION



② TYPICAL SIGN ELEVATION "A"

- AREA OF SIGN IS LIMITED TO ONE SQUARE FOOT FOR EACH LINEAL FOOT OF TENANT FRONTAGE

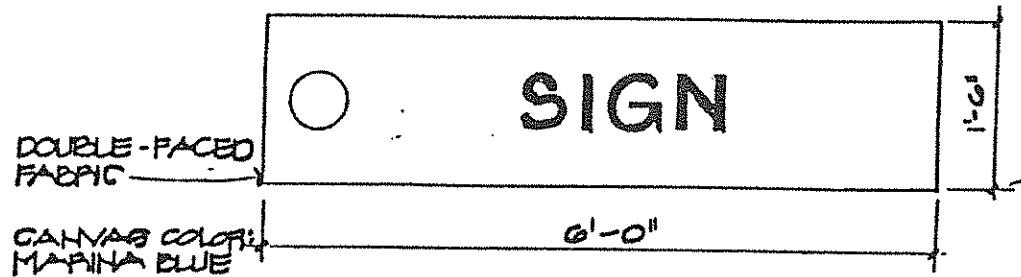
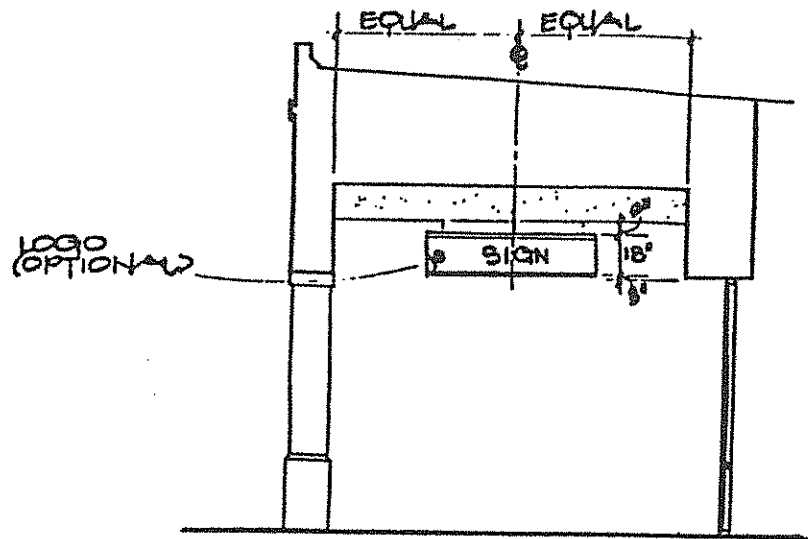


③ TYPICAL SIGN ELEVATION "B"

- AREA OF SIGN IS LIMITED TO 75% OF ONE SQUARE FOOT FOR EACH LINEAL FOOT OF TENANT FRONTAGE.

NOTE:

1. Letter style and colors to be selected by Tenant and approved by Landlord and governmental agencies, if so required.
2. Letters shall be fabricated from aluminum painted Marina Green color and shall project 6" maximum. Letters shall have UL Label affixed 30 M.A. maximum; secondary transformation.
3. Sign designer must review total Exhibit "F" and indicate how submittal complies.



TYPICAL SIGN ELEVATION

NOTE:

1. Letter style and colors to be selected by Tenant and approved by Landlord and governmental agencies, if so required.
2. Sign designer must review total Exhibit "F" and indicate how submittal complies.

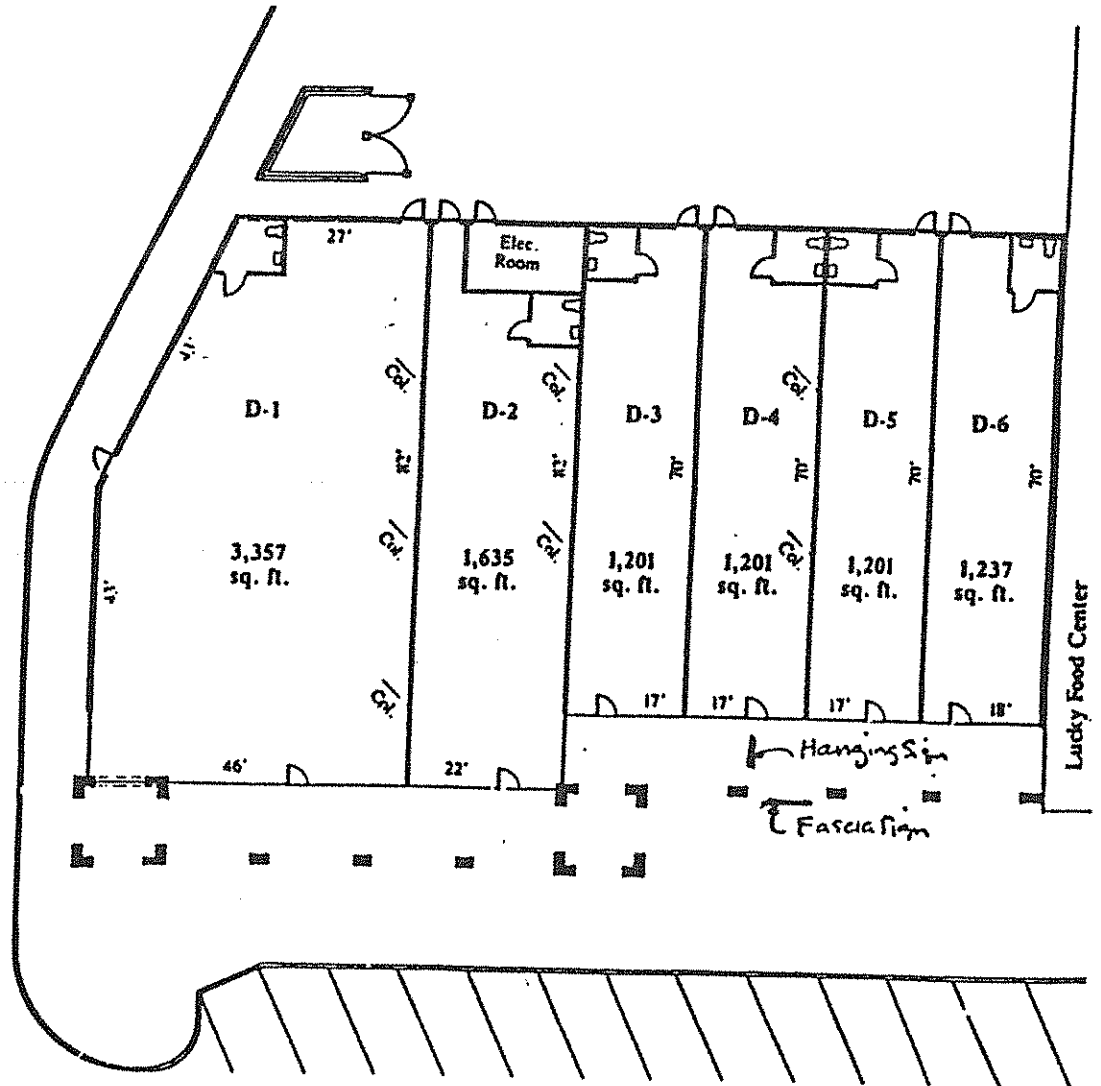
PSM ARCHITECTS, INC.
11-12-87

PLAN B

MARINA VILLAGE

ALAMEDA CALIFORNIA

Shops D—9,832 sq. ft.



..... = Shear Wall
 Col. = Column
 (4" diameter)

..... = Shear Wall

Col. = Column
 (4" diameter)

1/4" = approx. 16'



PSM ARCHITECTS, INC.
 11-12-87

PLAN C