

RHEEM VALLEY SHOPPING CENTER

MASTER SIGN PROGRAM

MORAGA, CALIFORNIA

PREPARED BY



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REVISION 4
DATE: 10.21.2025

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OBJECTIVE

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project. This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project’s graphic design consultant. Signage at “Rheem Valley Shopping Center” in Moraga, CA is an integral part of the center’s image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer’s appreciation.

OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and Town relationship.

The Landlord will be responsible to:

- Provide base building design and construction information requested by Tenant’s sign design consultant.
- Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:

- Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.
- Obtaining the necessary approvals for all signage from the Moraga Planning Department and the Contra Costa County Building Department.

PROPERTY SIGNS

PROJECT IDENTIFICATION MONUMENTS

Two (2) single-sided freestanding project identification signs shall be allowed: one (1) on Moraga Road and one (1) on Rheem Boulevard. The signs shall not exceed four feet (4’-0”) in height, twenty-five feet (25’-0”) in width, and one-hundred (100) square feet of sign area. A minimum of four (4) feet of ornamental, drought-tolerant landscaping shall be provided around the base of each sign.

See page 21 for details.

MULTI-TENANT MONUMENT SIGNS

Four (4) double-sided multi-tenant monument signs shall be permitted for this center, with no more than three (3) along Moraga Road and one (1) along Rheem Boulevard. Signs shall not exceed eight feet (8’-0”) in height, eight feet nine inches (8’-9”) in width, and seventy (70) square feet of sign area. A minimum of four (4) feet of ornamental, drought-tolerant landscaping shall be provided around the base of each sign.

Routed-backed-up copy with internal illumination permitted, however, all sources of internal illumination shall be turned off by 10:00 PM nightly.

Tenant fonts and logos are permitted, however, the use of tenant colors is not permitted.

See pages 22-24 for details.

VEHICULAR DIRECTIONAL SIGNS

Three (3) vehicular directional signs shall be allowed for this center. The signs shall not exceed six feet (6’-0”) in height and four feet (4’-0”) in width, and twenty-three (23) square feet of sign area.

See page 25 for details.

DIRECTORIES

Three (3) double-sided directories shall be allowed within the center, not to exceed seven feet (7’-0”) in height, and three feet (3’-0”) in width, and twenty-one (21) square feet of sign area.

See page 26 for details.

BUILDING ADDRESS NUMBERS

- 10” tall (minimum) address numbers per building.
- Address numbers shall be fabricated out of 1/2” deep painted acrylic and pin mounted into fascia.
- Color to be contrasting to the fascia it is installed on.
- (Note: stroke of number may not be less than 1/2” in accordance to CBC section 501.2)

TENANT SIGNS

WALL SIGNS

- Sign area allowed for each Tenant shall be calculated as follows: One (1) square foot of sign area per each linear foot of store frontage, up to one-hundred (100) square feet per tenant.
- Due to the height limitation of the inline tenants' fascia band, only one line of copy is permitted. Up to two lines of copy is permitted for pad tenants. Copy may consist of upper and/or lower case letters, not to exceed the allowable sign area permitted by the Tenant's leased storefront.
- Signage is permitted on one elevation for inline tenants, with the exception of tenants occupying a corner space. Pad tenants are permitted signage on each elevation, provided that the allowable sign area is not exceeded on each elevation.
- Secondary sign copy is permitted for pad tenants but shall not exceed the total square footage of sign area permitted by the Tenant's leased storefront, and will be included as part of the overall allowable sign area.
- The maximum width of any Tenant's storefront sign may not exceed seventy-five percent (75%) of the Tenant's leased storefront.
- In no case may a sign extend beyond the roof parapet or adjacent building eave line. Signs are not permitted on or against any roof structures.
- All signs shall be measured for area by drawing a shape (rectangular or other) around each element of the individual signs. For example, measure the area of letters and area of icon and/or logo separately. The sign height shall be the total height of all letter and graphics combined. Ascenders and descenders will not be calculated in the overall sign area except capital letters.

CALCULATING SQUARE FOOT :



Deviation from requirements:

When it is found that the strict or literal interpretation of the provisions set forth in this criteria would cause undue difficulties and unnecessary hardship inconsistent with the purpose and intent of this criteria, a minor deviation may be granted subject to specific requirements and findings as set forth below.

- The sign is in proportion to the structure or use to which it relates.
- The sign's external features are in balance and unity, and present a harmonious appearance.
- The sign is consistent with the objectives of the overall general plan.

SIGN STYLES

Creative and imaginative signage is strongly encouraged and will be the standard for Landlord review/approval of all sign design submittals.

There are many acceptable sign treatments, however a Mixed Media * three-dimensional approach combining several different fabrication and lighting techniques is preferred.

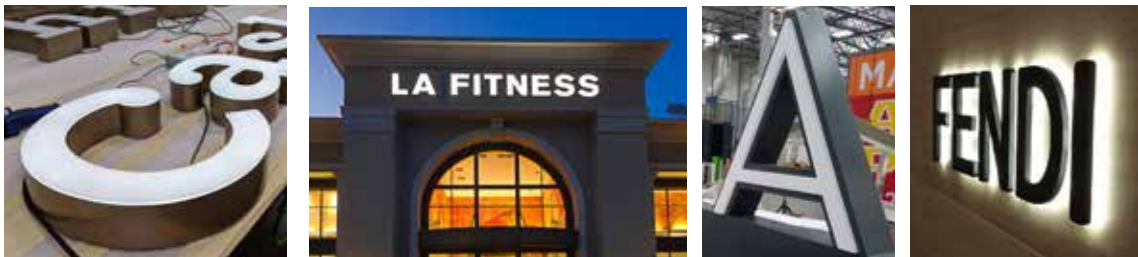
Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

* Mixed Media signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with exposed neon accents. Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet. With the Landlord approval, complex shaped (i.e Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.

Acceptable sign styles include:

1. Front-illuminated channel letters.
2. Halo-illuminated letters, 3" deep minimum.
3. Halo-illuminated channel letters with countour cabinet or backer panel.
4. Halo-illuminated, reverse channel letters.
5. Mixed media / dimensional signs using images, icons, logos, etc.
6. Exposed neon if used as an accent, subject to approval by the Landlord and the Town of Moraga, California as applicable.
7. Signs mounted to hard canopies, eyebrows or other projecting architectural elements.



TYPE STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business.

The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord. The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

COLORS

The following guidelines are for selecting colors of Tenant’s signage. The project and the individual building facade will consist of a variety of colors and materials.

- Signs may incorporate regionally and nationally recognized logo colors.
- Sign colors should be selected to provide sufficient contrast against building background colors.
- Sign colors should be compatible with and complement building background colors.
- Sign colors should provide variety, sophistication and excitement.
- Neon accent colors should complement related signing elements.
- Fluorescent and similar colors shall not be used.

LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques.
All illuminated signage shall be dark-sky compliant to the satisfaction of the Planning Department.
One or more of the following are allowed:

- Light Emitting Diodes (LED’s)
- Cove Lighting (Indirect Illumination)
- Incandescent light bulb
- Neon contained in letters and panel cabinets

Internally illuminated signage at each establishment shall be turned off at the close of business.
Internally illuminated multi-tenant monument signs shall be turned off by 10:00 PM each night.

If it is determined by Landlord at any time that the primary lighting of Tenant’s wall sign or blade sign is too intense, the Landlord may require at Tenant’s expense to install a dimmer switch.

MENU BOARDS & DRIVE-THRU DIRECTIONALS

Tenants featuring a drive-thru service, as approved by the Town and the Landlord, shall be allowed signs necessary for the safe use and operation of the drive-thru. These signs shall be designed to easily and safely identify, navigate, and use the drive-thru, while maintaining a clean design which is in keeping with the Tenant’s brand.

One (1) preview menu board and one (1) menu board is allowed, per the tenant’s established standard menu board dimensions, not to exceed 9’-0” in height.

One (1) digital order screen system is allowed, per the tenant’s established standard sign dimensions.

One (1) clearance canopy system is allowed, per the tenant’s established standard dimensions.
The canopy system may not project more than 4’-0” from the curb.

Directional and wayfinding signs within the center identifying the drive-thru are permitted. These may be double-faced and internally illuminated, at a maximum of 3’-0” in height and 6 square feet of sign area.

Audio for menu boards and interactive display boards shall be able to be remotely programmed and kept to a reasonable volume as approved by the Landlord, and in compliance with the Town’s Noise Ordinance.

Drive-thru signs’ square footage calculations and totals shall not be counted towards the Tenants’s allowable wall sign area.



BLADE SIGNS / UNDER CANOPY SIGNS

Each Tenant is permitted one (1) blade / under canopy sign per customer entrance. The blade sign program requires that each Tenant’s graphic identity be transformed into a dimensional double-face sign. The Landlord encourages the Tenant to propose blade / under canopy sign design, which enrich the pedestrian environment with a creative use of color and material combined with a strong store name identification.

The blade sign may not be the Tenant’s primary store identification sign and will not be included in the calculation for the overall area permitted.

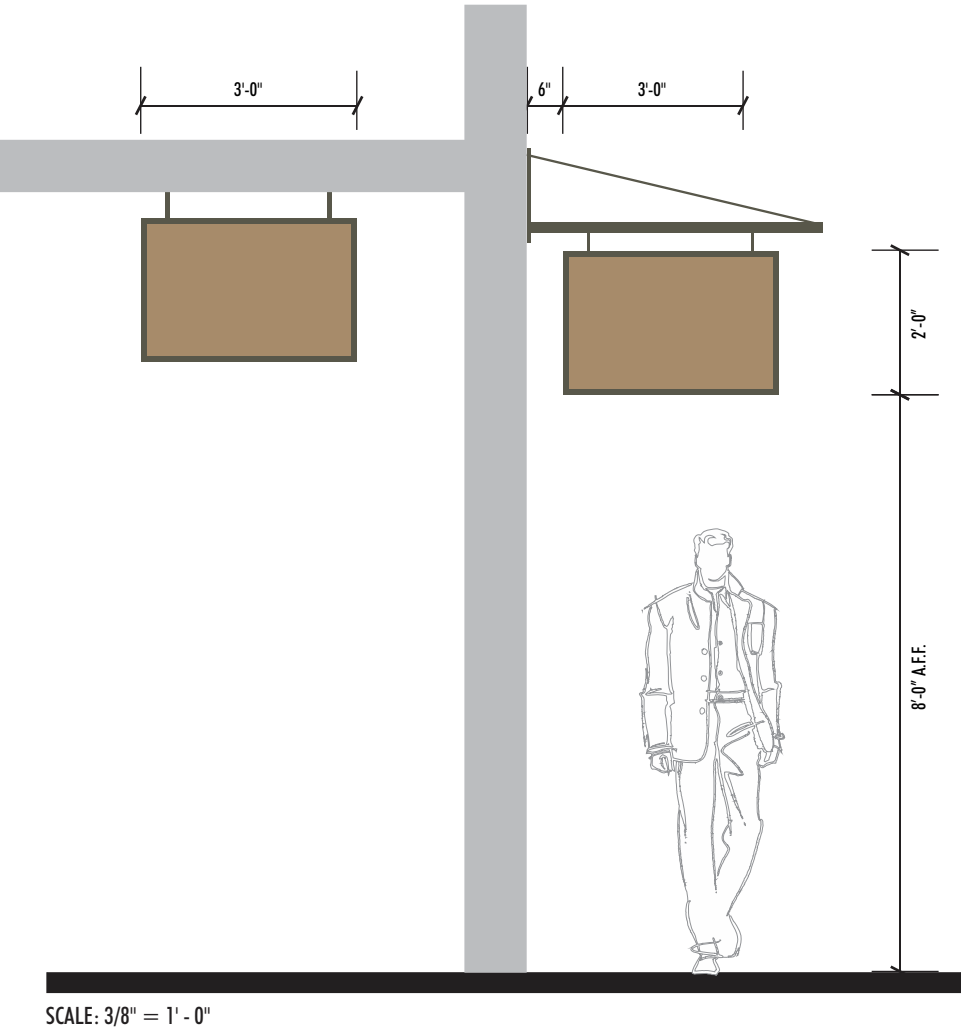
Blade / under canopy signs may be illuminated or non-illuminated. Illuminated signs must have an external light source.

The blade sign may use creative shapes and be three-dimensional.

Blade / under canopy signs shall project no more than three feet six inches (3’-6”) from the building face, and shall be no more than 2’-0” in height, with a maximum of six (6) square feet of area for each face. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight (8’-0”) feet.

Proposals for blade / under canopy sign designs will be reviewed at the time of the Tenant’s overall sign design submission. It is the responsibility of the Tenant to ensure that his fabrication and installation contractor includes adequate support for the blade sign and all required electrical services and connections.

Note: Tenant reserves the right to choose blade sign style but not location. Each location to be determined by Landlord.



WINDOW DISPLAY GRAPHICS

Each Tenant is allowed a limited amount of window signage on their storefront windows.

- Window signs may not cover more than twenty percent (20%) of the window area.
- Two (2) square feet of company vinyl name and/or logo in each storefront window and Nine (9) square feet of a company logo (illuminated or non-illuminated) in any one (1) window of a Tenant’s storefront permitted.
- One and one-half (1½) square foot of company store hours, to be white vinyl non lit copy.
- Alcohol & tobacco advertisements will not be permitted, unless specifically approved by Landlord.
- Any and all signage required by the American with Disabilities Act is permitted.
- Tenants are permitted to display accepted credit card companies.

NOTE: All of the above requires approval from the Landlord and the content will be at the sole discretion of the Landlord.



REAR ENTRY SIGNS

- 4" tall vinyl address numbers
- 2" tall vinyl tenant name
- 2 square feet maximum sign area
- Vinyl to be applied to door and to be contrasting to door color.

PORTABLE SIGNS

Each Tenant is permitted one (1) portable sign, such as a sandwich board or A-frame sign to be displayed outside their storefront in accordance with the Moraga Municipal Code.

- Maximum allowable sign area is six (6) square feet per side and four feet (4'-0") in height
- Signs shall be non-illuminated
- Signs to be displayed only during an establishment’s hours of operation

PROHIBITED SIGNS & ELEMENTS

1. A sign that consists of only an unadorned rectangular cabinet signs with translucent or opaque faces.
2. Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit, or standpipe, or obstruct a required ventilator, door, stairway, or window above the first story.
3. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord’s written approval. Note: Approval is at Landlord’s discretion. Off the shelf signs are discouraged.
4. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
5. Signs using trim-cap that is polished gold, polished silver or chrome are NOT permitted.
6. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
7. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts (Except those required by governmental agencies).
8. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
9. Simulated materials such as wood grained plastic laminates or wall coverings.
10. Flashing, oscillating, animated lights or other moving sign components.
11. Signs emitting audible sounds, odors, or visible matter.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Signs on mansard roofs or equipment screens.
14. Advertising or promotional signs on parked vehicles.
15. Sign company decals in full view (limit to one placement only).
16. Painted signs.
17. Temporary wall signs, pennants, sale/promotional banners, inflatable displays or sandwich boards, unless with specific prior approval from Landlord and in accordance with Town of Moraga, California as applicable
18. Wind-activated and balloon signs.
19. Outdoor advertising structures (billboards).
20. Abandoned and/or dilapidated signs and sign structures.
21. Obscene or offensive signs
22. Signs on public property or projecting within the public right-of-way, except with an encroachment permit issued by the Town of Moraga, California.
23. Non-compliant signs to be removed immediately upon request.

APPROVAL PROCESS

At least thirty (30) days prior to the Landlord’s scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

- Store Name;
- Store Logo (in color with colors identified);
- Store exterior materials, colors and finishes.

Allowing reasonable time for Landlord’s review and Tenant’s revision of submission in advance of sign fabrication, Tenant shall submit for Landlord’s approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant’s sign to the Landlord’s Tenant Development Director.

Shop drawings shall include at least the following: Tenant’s entire building facade elevation, showing the proposed sign, in color drawing to scale, plus a site plan with the marked locations of the proposed sign(s).

Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant’s proposed sign. Typical “section-through” letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.

Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant’s sign design. Tenant must respond to the Landlord’s comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord’s satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits. Tenants are required to provide one (1) set of the Landlord approved drawings to the Town of Moraga, California as applicable when submitting for building and electrical permits.

FABRICATION

The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication. The Tenant’s sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel.
3. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.

INSTALLATION

The Tenant’s sign installer will provide the following:

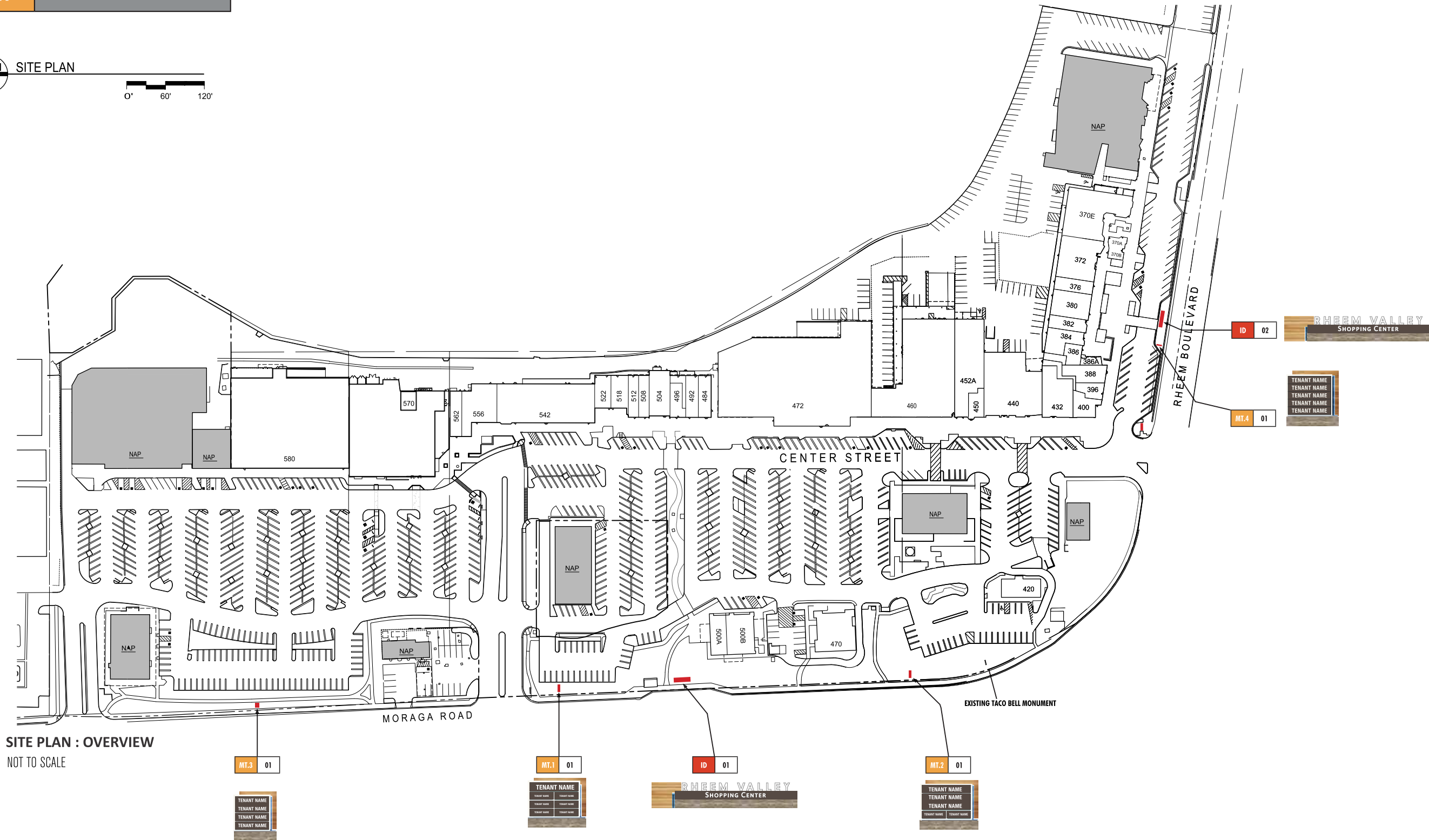
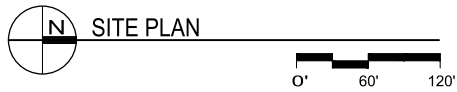
1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
2. Obtain all required sign permits from the Town of Moraga, California as applicable and deliver copies to the Landlord before installing the sign(s).
3. Keep a Landlord approved set of sign drawings on site when installing the sign(s).
4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

SIGN MAINTENANCE

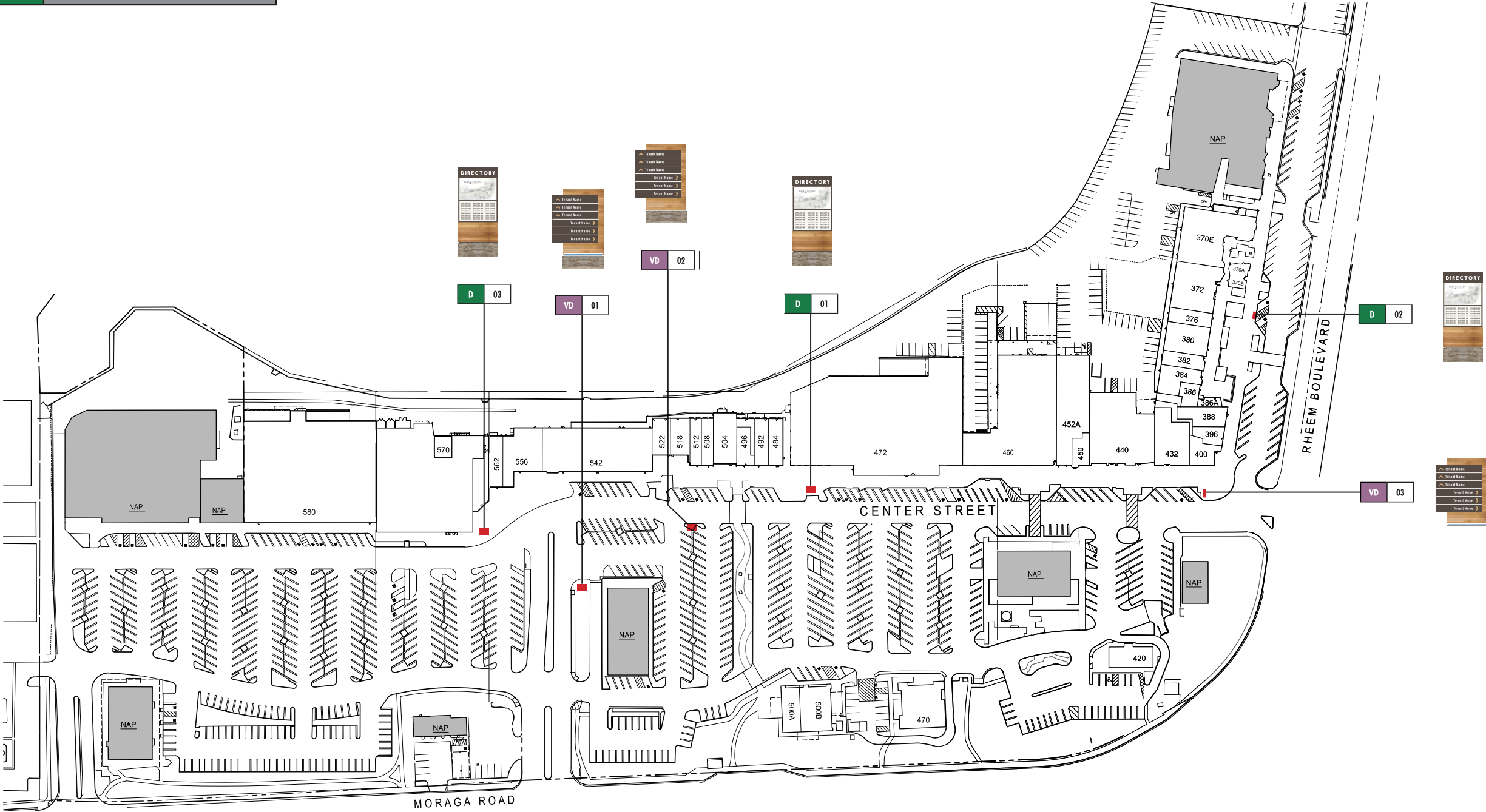
The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this “Rheem Valley Shopping Center” Master Sign Program. Only those sign types provided for and specifically approved by the Landlord in Tenant’s sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant’s expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord’s written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation. It will be the responsibility of the Tenant to satisfactorily repair and patch holes of their storefront sign area should the Tenant vacate these premises.

ID	PROJECT ID
MT	MULTI-TENANT MONUMENT

PROJECT & TENANT MONUMENTS & WAY FINDING SIGNS



VD	VEHICULAR DIRECTIONAL
D	DIRECTORY



SITE PLAN : OVERVIEW
NOT TO SCALE



INLINE EAST ELEVATION - PART 1



STOREFRONT ELEVATION



INLINE EAST ELEVATION - PART 2



INLINE EAST ELEVATION - PART 3



INLINE EAST ELEVATION - PART 4



INLINE EAST ELEVATION - PART 5



INLINE EAST ELEVATION - PART 6



INLINE EAST ELEVATION - PART 7



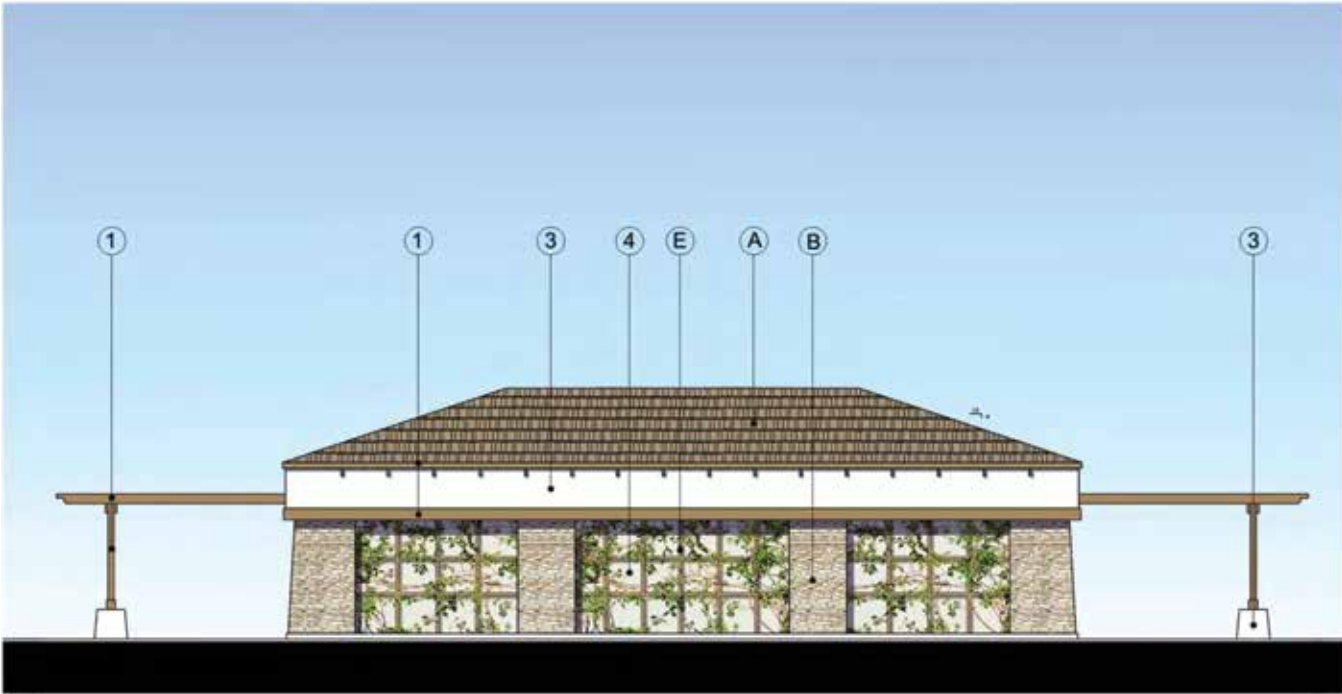
INLINE NORTH ELEVATION - PART 1



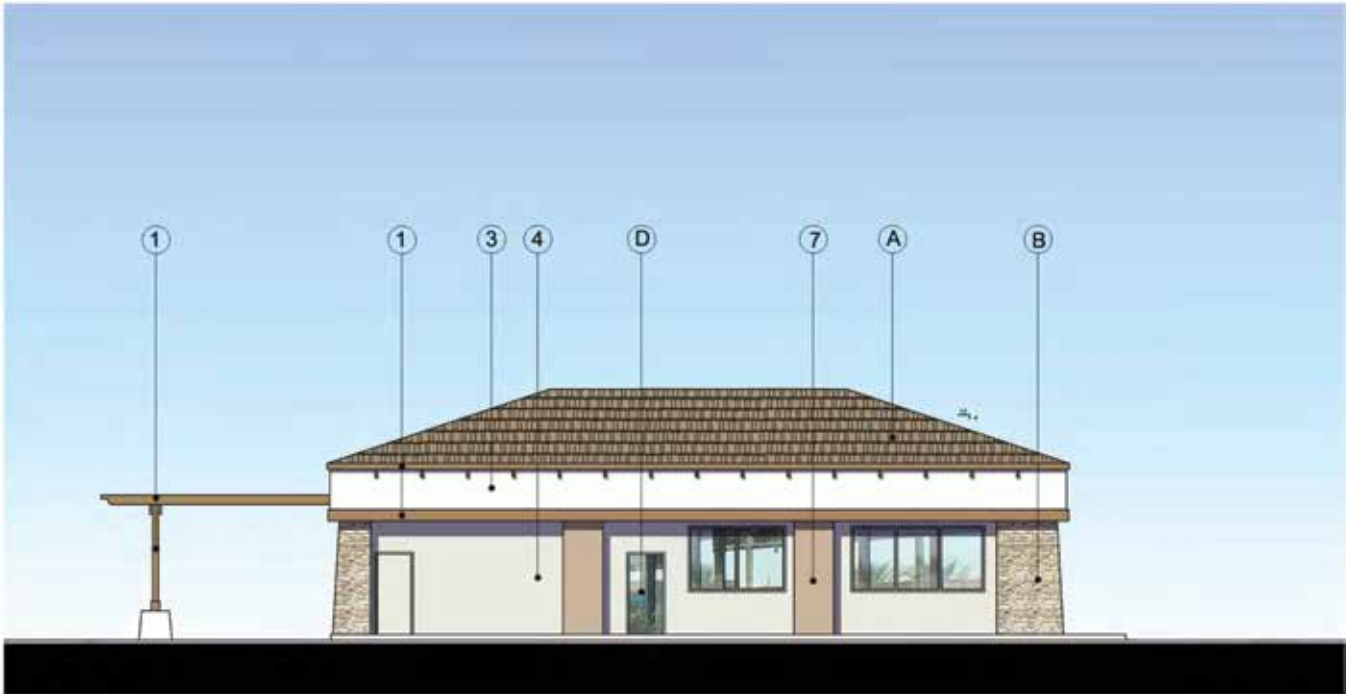
INLINE NORTH ELEVATION - PART 2



PAD 1A WEST ELEVATION



PAD 1A EAST ELEVATION



PAD 1A NORTH ELEVATION



PAD 1A SOUTH ELEVATION

PROJECT IDENTIFICATION MONUMENT

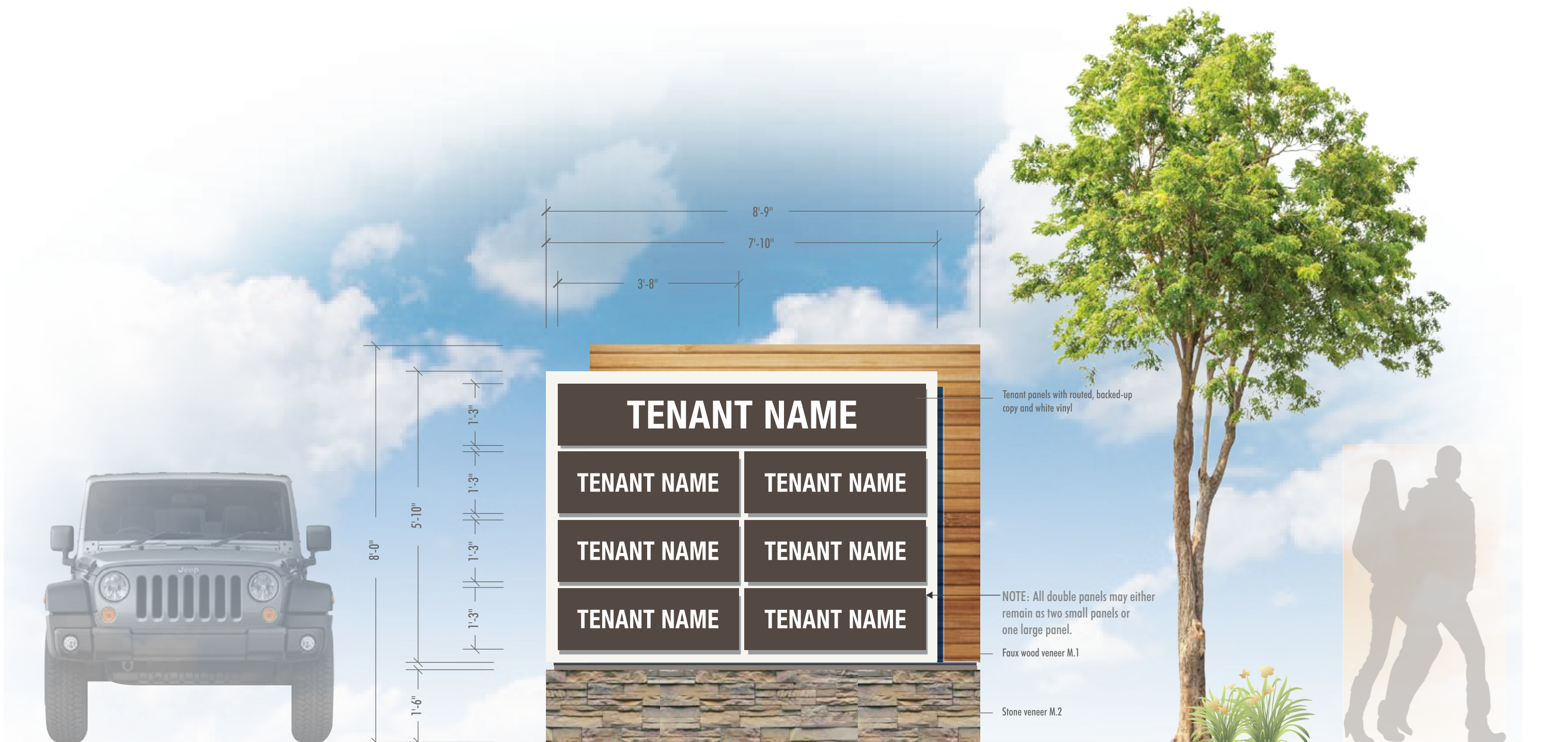


Scale: 3/8" = 1'-0"

Sign Copy Area: 49.9 S.F.
Base: 26.6 S.F.
Architectural Wood Element: 19 S.F.

ID	PROJECT ID
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MULTI-TENANT MONUMENT

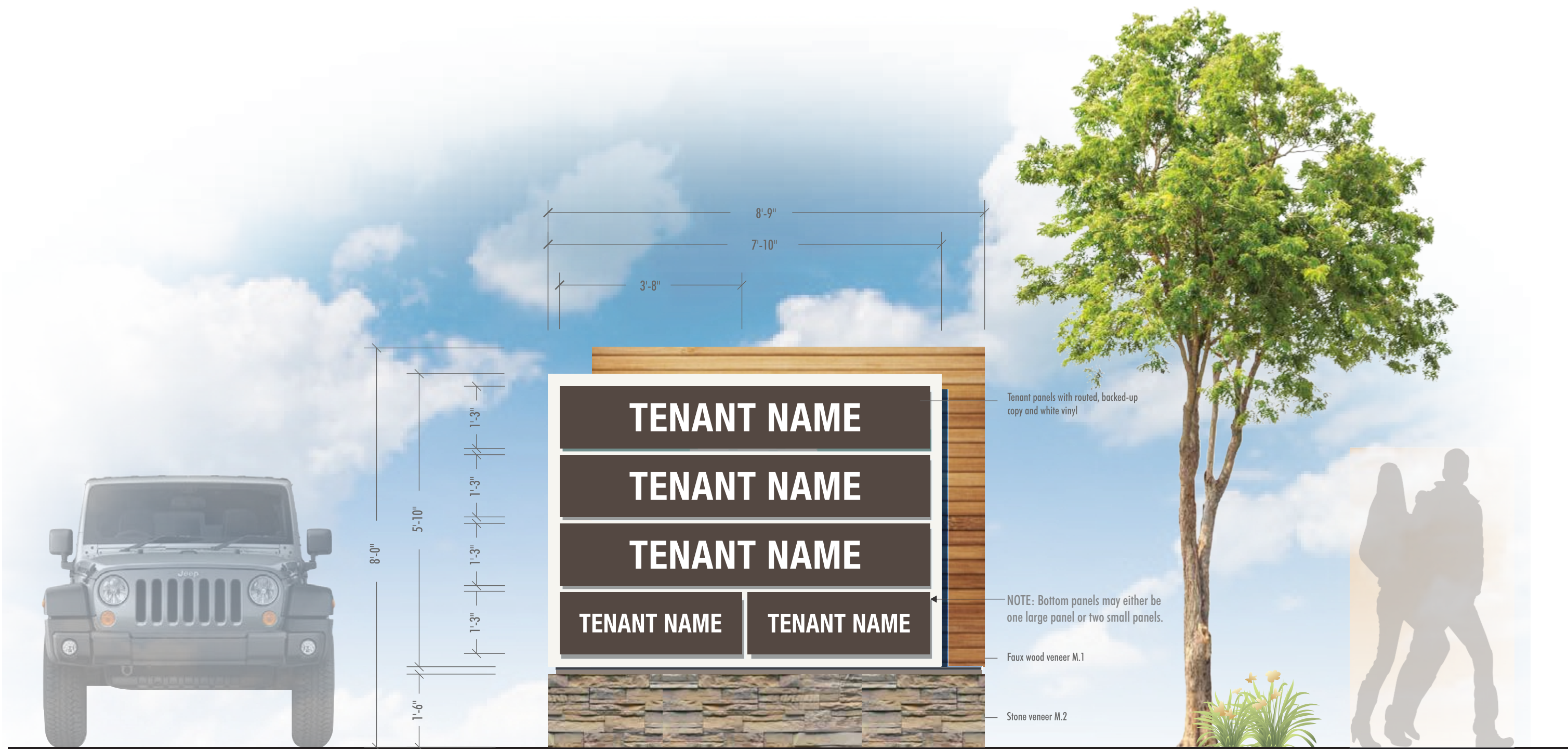


Scale: 1/2" = 1'-0"

Overall Sign Area: 70 S.F.
Sign Copy Area: 45.7 S.F.

MT.1 MULTI-TENANT MONUMENT

MULTI-TENANT MONUMENT

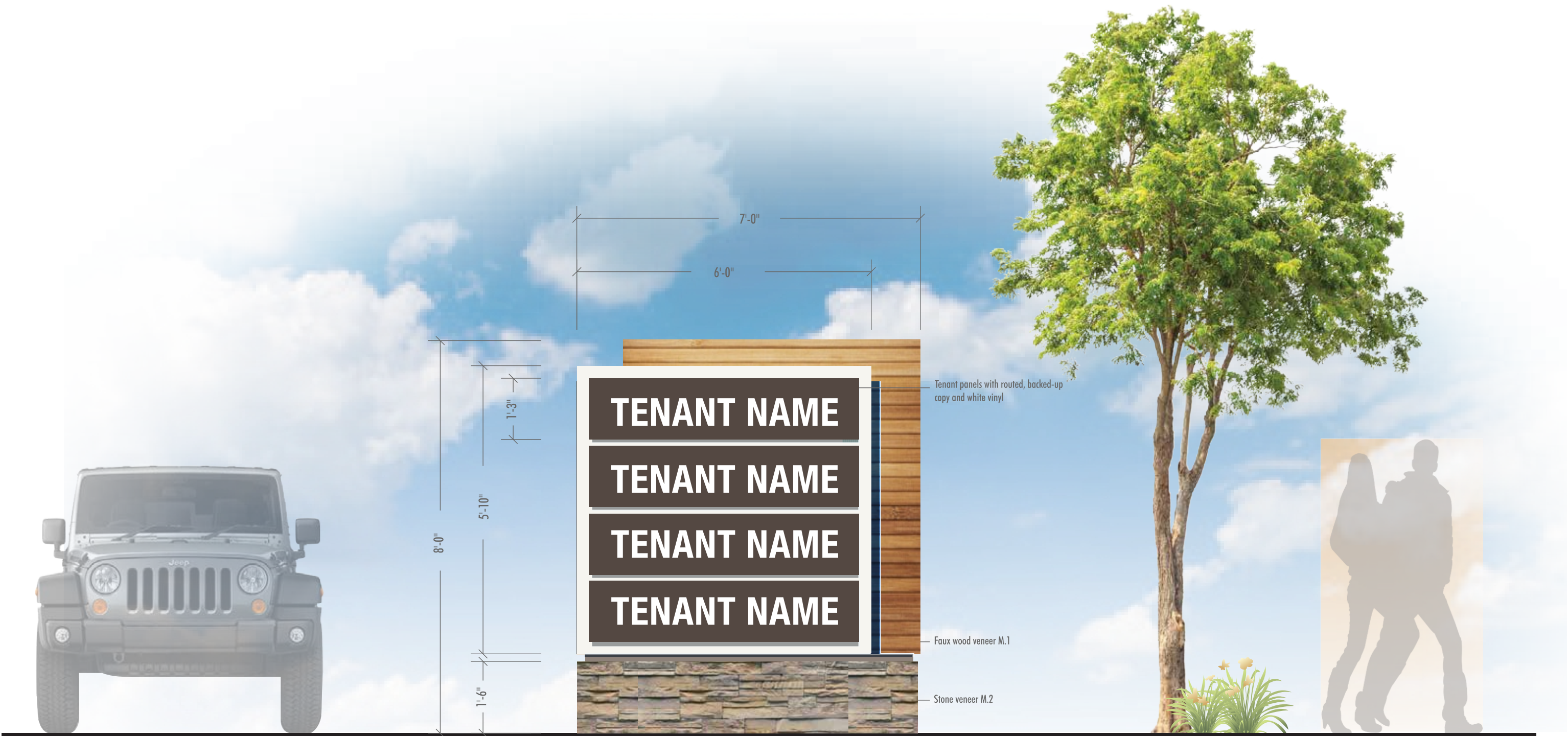


Scale: 1/2" = 1'-0"

Overall Sign Area: 70 S.F.
Sign Copy Area: 45.7 S.F.

MT.2 MULTI-TENANT MONUMENT

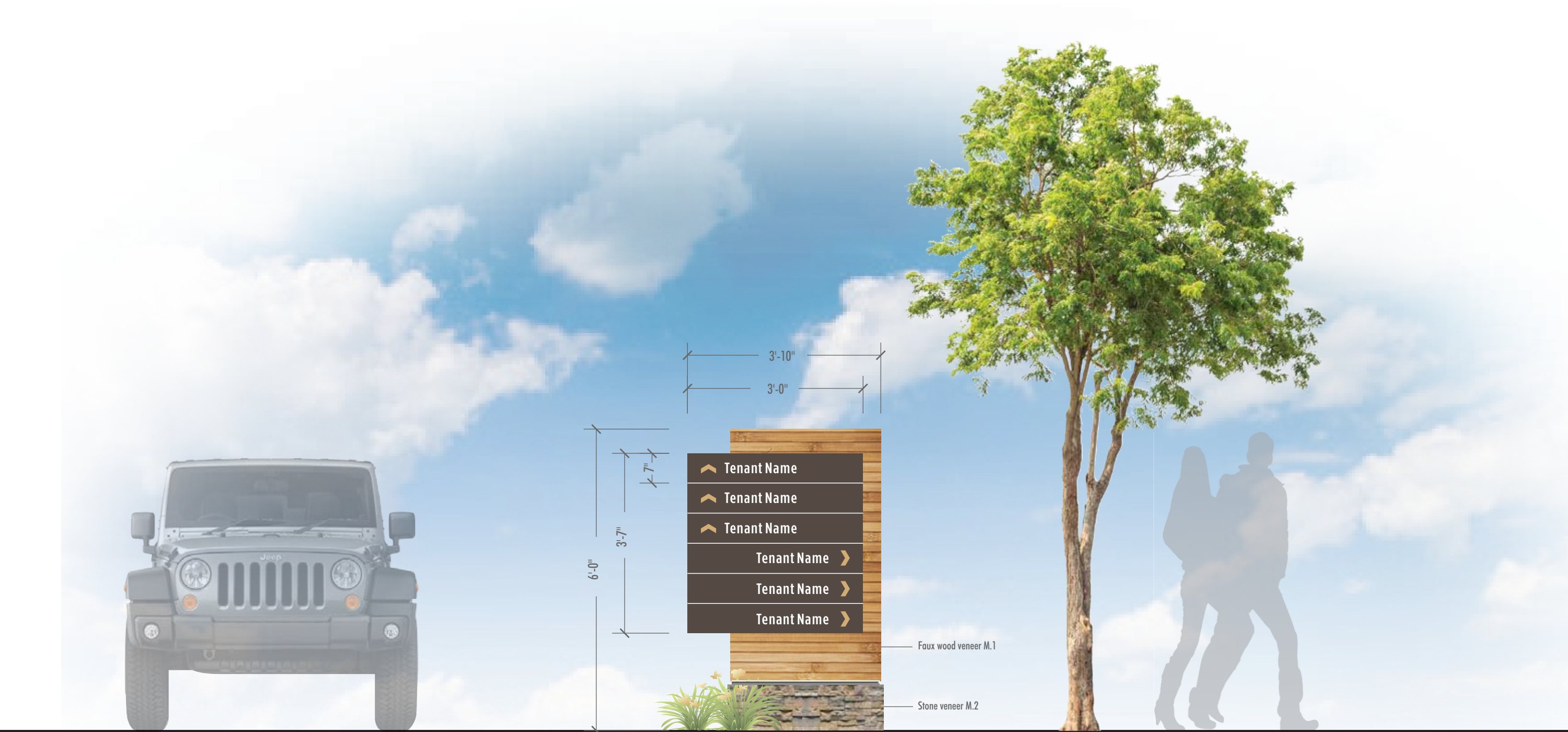
MULTI-TENANT MONUMENT



Scale: 1/2" = 1'-0"

Overall Sign Area: 56 S.F.
Sign Copy Area: 35 S.F.

MT.3	MULTI-TENANT MONUMENT
MT.4	MULTI-TENANT MONUMENT



Scale: 1/2" = 1'-0"

Overall Sign Area: 23 S.F.
Sign Copy Area: 10.75 S.F.

VD

VEHICULAR DIRECTIONAL

