

Signage Guidelines

Imaging

Identification

APPROVED PLAN
 PERMIT NO. CUP 98-01
 RESOLUTION NO. 2021
 ACTION: APPROVED DENIED
 DATE 2-8-00

Prepared by:
 FORTNEY Associates, Inc.
 6052 North 16th Street
 Phoenix, Arizona 85016

Amended: February 8, 2000 by action of the
 City Council

TABLE OF CONTENTS

Introduction

Albertsons Sav-on Shopping Center

Sign Standards

Sign Type Specifications

INTRODUCTION

All sign devices within the Albertsons Sav-on Center are controlled by these Signage Guidelines. The Guidelines will contribute to the vitality and value of the Albertsons Sav-on Center and have been carefully planned to maximize marketing opportunities for tenants. They respond to the Visual Image Objective of the Albertsons Sav-on Center and the spirit of the City of Brentwood sign code.

The sign hierarchy section reviews the types of signs allowed and their form, materials, colors and placement.

Signage at the Albertsons Sav-on Center must be developed with the Guidelines and submitted to American Stores Properties, Inc. and Pacific Development Group II for architectural review and approval prior to City submittal. American Stores Properties, Inc. and Pacific Development Group II are responsible for final interpretations of the Guidelines, but may, at its discretion, modify them to accommodate unforeseen circumstances. The purpose of this review

will be to maintain quality and consistency of signage with building design and compatibility with the Albertsons Sav-on Center as a whole. Submittal requirements shall include design drawings depicting letter size, style and color, fabrication, attachment and power supply methods, overall signage area dimensions and building elevations to scale illustrating signage placement (minimum scale 1/8" = 1").

It is to everyone's advantage to have appropriate and complimentary signage. Therefore, the conformance to the intent as well as the wording of the Guidelines is critical to the success of the program.

ALBERTSONS SAV-ON CENTER VISUAL IMAGE

- A. Portray a Unique Visual Retail Atmosphere.
- B. Provide Strong Identity to Vehicular and Pedestrian Traffic.
- C. Identify Albertsons Sav-on Center as a Single Unit by the Use of Compatible Colors and Material Palettes.
- D. Enhance Property Values Through Quality Fabrication and Installation of All Sign Devices.

SIGN STANDARDS

All Signs, regardless of type or permanency, are affected by eight standards. Each of them is described for every type of sign, in detail, throughout these Guidelines.

These standards are:

1. **Function:**
The position of the sign relative to roadways and other features.
2. **Placements:**
The position of the sign relative to roadways and other features.
3. **Quality:**
The number of signs allowable.
4. **Size:**
Maximum sign area is determined by height limits as well as overall tenant floor area.
5. **Materials:**
The range of materials and colors from which the sign can be built.
6. **Illumination:**
The method of lighting.
7. **Installation:**
Instructions for installing.
8. **Landscaping:**
The treatment of landscaping around the sign.

Definitions:

Build façade area, calculated by multiplying building height from finished floor to top of parapet by total building width.

SIGN TYPE A

Albertsons Sav-on Center Free Standing Identification

Function:

Display Albertsons Sav-on name and logo symbol at primary entrances. Along with one tenant name.

Placement:

Per following Site Plan.

Quantity:

Two (2)

Size Allowed:

Sign panel area not to exceed seventy-five (75) square feet per sign face. No freestanding sign shall exceed 20' in height per City of Brentwood sign code.

Size Proposed:

73.5 sq. ft. per sign. Sign height is proposed at 10'0".

Materials:

Individual pan channel letters with acrylic faces. Color of pan channel and trip cap shall be compatible with architectural theme.

Illumination:

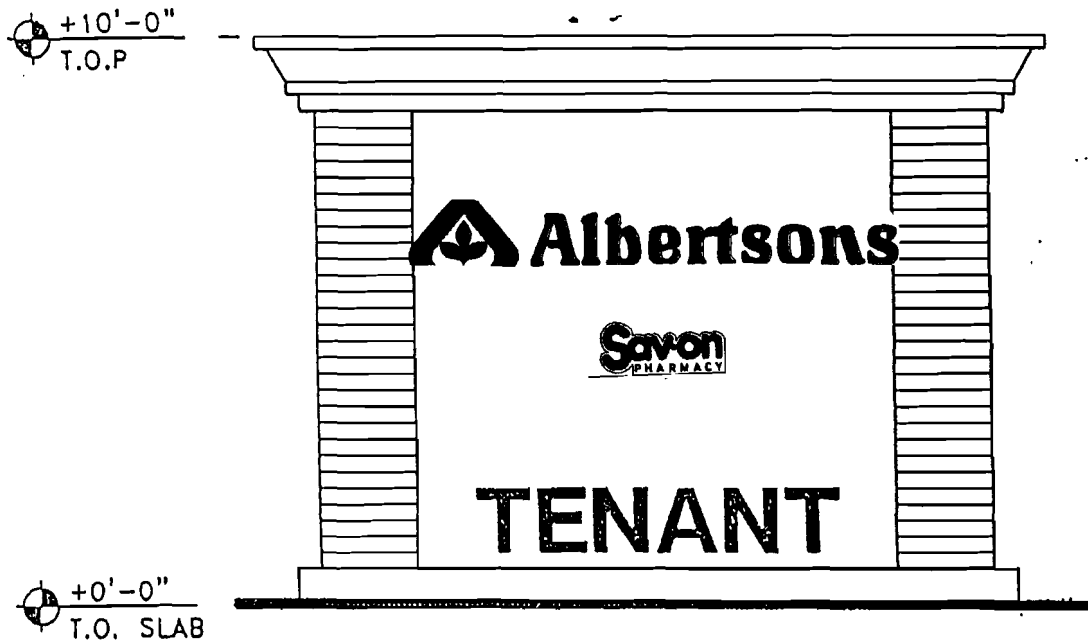
Neon tubing behind an acrylic face of a pan channel letterform.

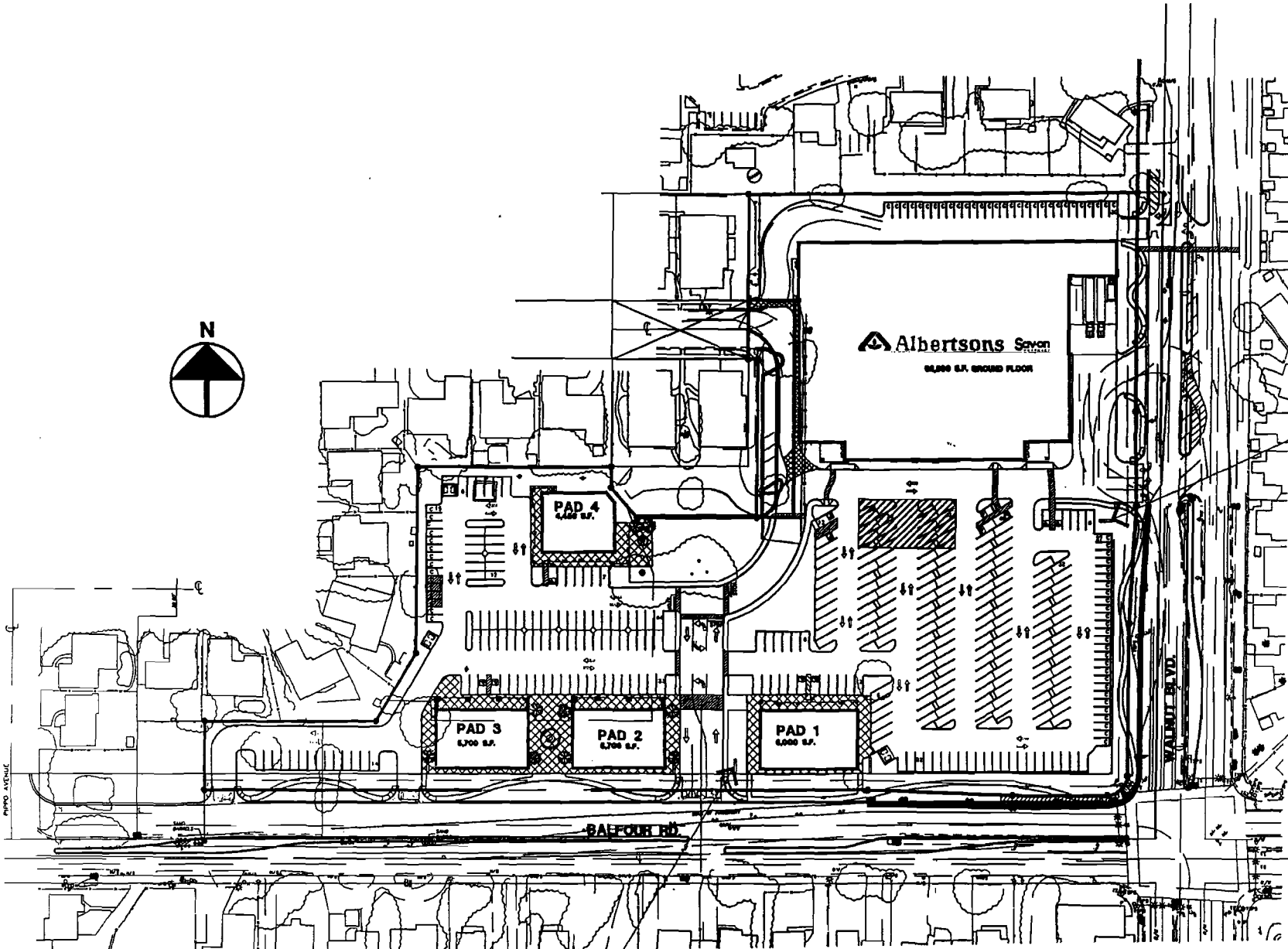
Installation:

To meet City of Brentwood approval.

Landscaping:

Colorful ground cover around sign base area.





Albertsons Supercenter

90,000 S.F. GROUND FLOOR

PAD 4
2,000 S.F.

PAD 3
6,700 S.F.

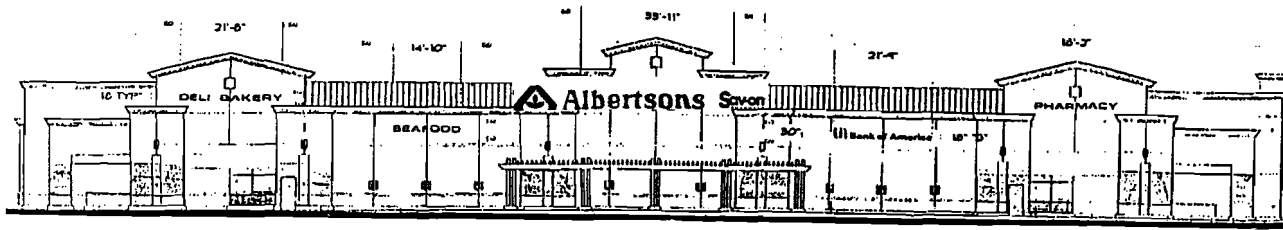
PAD 2
6,700 S.F.

PAD 1
6,000 S.F.

BALFOUR RD.

A

A



SOUTH ELEVATION

SIGN TYPE B
Albertsons Sav-on
Primary Building Signage

Function:
 Display Albertsons Sav-on Logo & Name to identify the building.

Placement:
 Front & side building (South & East)

Quantity:
 Two (2)

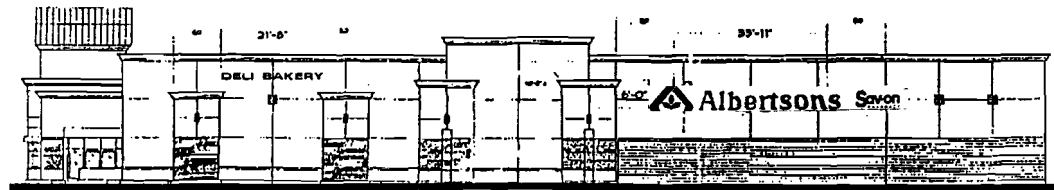
Size Proposed:
 Total combined area of both Albertsons Sav-on signs is proposed to be 388 sq. ft.

Materials:
 Individual pan channel letters with acrylic faces. Color of pan channel and trip cap shall be compatible with architectural theme.

Illumination:
 Neon tubing behind and acrylic face of a pan channel letterform.

Installation:
 To meet City of Brentwood approval.

Landscaping:
 N/A

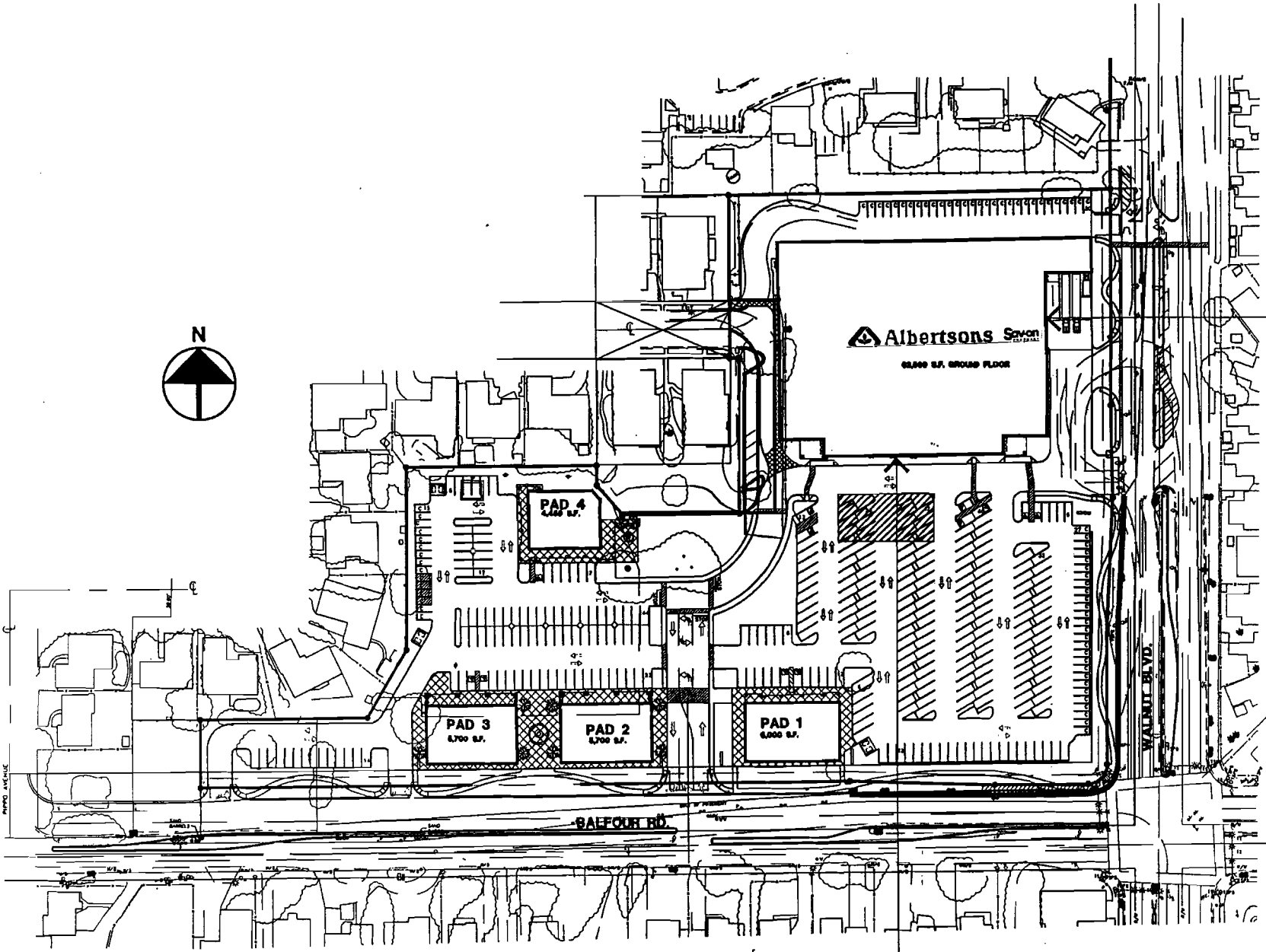


EAST ELEVATION

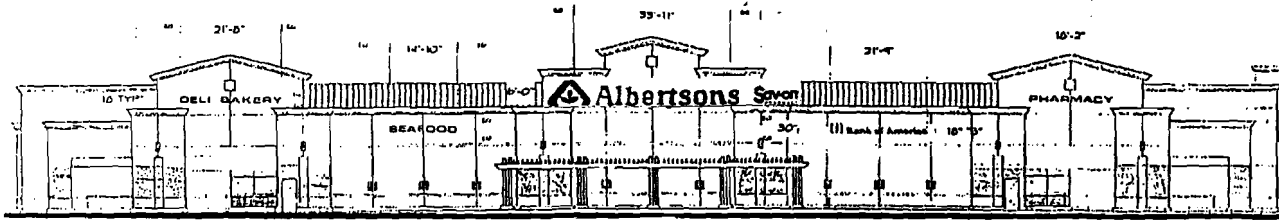




B



B



SOUTH ELEVATION

SIGN TYPE C
Albertsons Sav-on
Secondary Building Signage

Function:
 Identifies conveniences found inside the building which sets it apart from other grocery stores.

Placement:
 Front & Side of Building (South, East)

Quantity:
 Five (5)

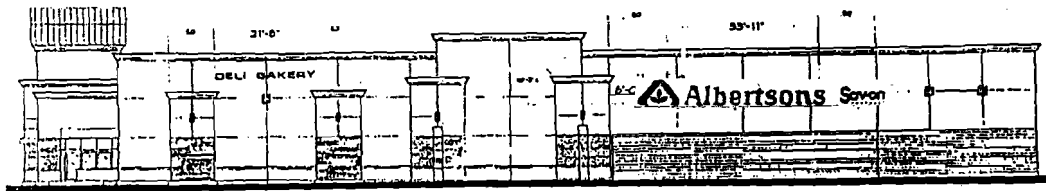
Size Proposed:
 Total combined secondary signage square footage is proposed to be 150 sq. ft.

Materials:
 Individual pan channel letters with acrylic faces. Color of pan channel and trim cap shall be compatible with architectural theme.

Illumination:
 Neon tubing behind an acrylic face of a pan channel letterform.

Installation:
 To meet City of Brentwood approval.

Landscaping:
 N/A

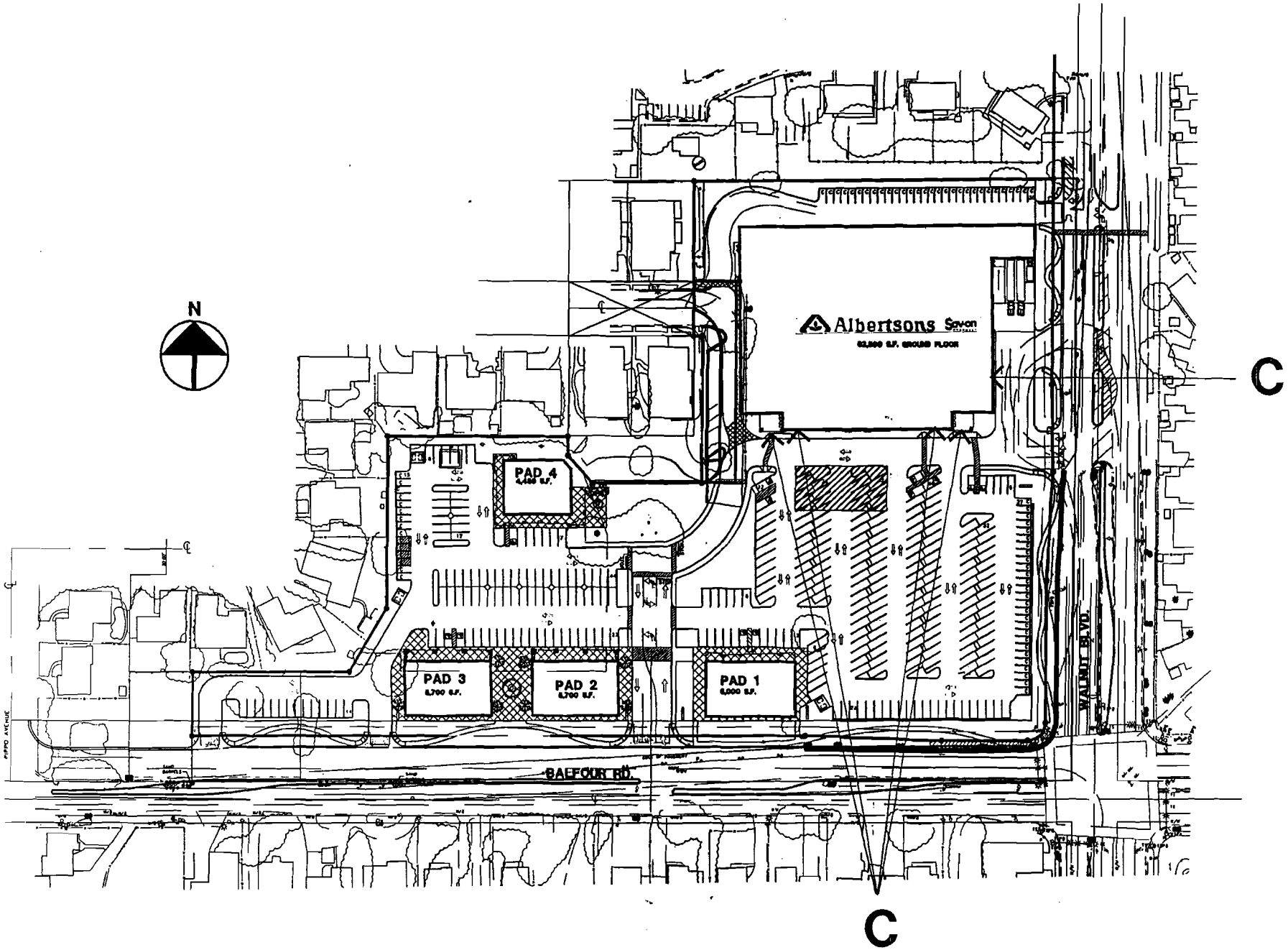


EAST ELEVATION

DELI BAKERY

PHARMACY SEAFOOD

Bank of America



SIGN TYPE D

Shops Identification

Function:

Identify tenant shops on pads in the shopping center.

Placement:

Buildings on pads 1, 2, & 3 may have signage on all 4 (north, south, east, & west) building faces. Building on Pad 4 may have signage on 3 (south, east & west) building faces.

Quantity:

Pads 1, 2 and 3 may have two (2) for interior tenants, one facing north, one facing south. Three (3) are proposed for end tenants, including one additional sign each on the side elevations. Pad 4 may have one (1) for each interior tenant. Two (2) are proposed for end tenants, including one additional sign each on the side elevations.

Size Allowed:

Maximum sign width not to exceed 75% of the width of leased space.

Size Proposed:

Maximum area proposed is 600 sq. ft. for pads 1, 2 and 3 and 300 sq. ft. for pad 4. The maximum height of shop signage shall be 18 inches for tenant spaces below 4,000 square feet in area, and 30 inches for tenant spaces 4,000 square feet or larger. Tenant signs shall have a maximum sign width not to exceed 75% of the width of their leased space.

Signage consisting of combined upper and lower case lettering shall be allowed upper case letters exceeding the above height only as approved by Planning staff. Maximum upper case height shall be 30 inches.

Company logos incorporated with a sign may exceed the above heights only as approved by Planning staff. Maximum logo height shall be 36 inches.

Materials:

Tenant lettered signage will be constructed using channel lettering with an acrylic or plastic sign face. Logo and/or trademark signage is restricted to allowed sign area above. Sign types dependent upon registered logo and/or trademark, that are not channel letters, will be subject to landlord and City approval. Color of pan channel and trip cap shall be compatible with architectural theme and subject to City and Landlord approval.

Illumination:

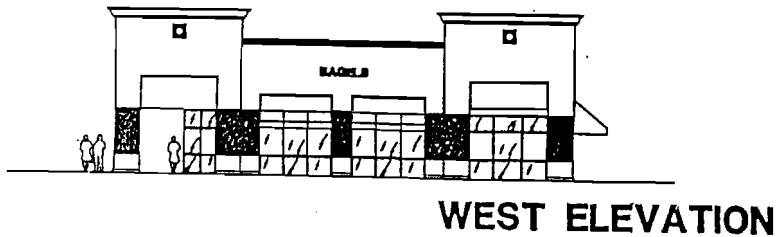
Neon tubing behind an acrylic face of a pan channel letterform.

Installation:

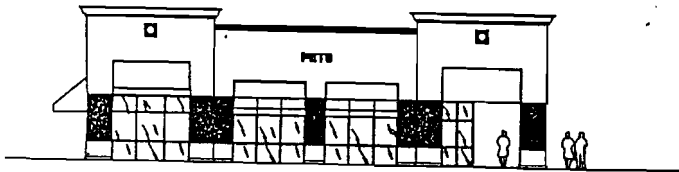
To meet City of Brentwood and Landlord approval.

Landscaping:

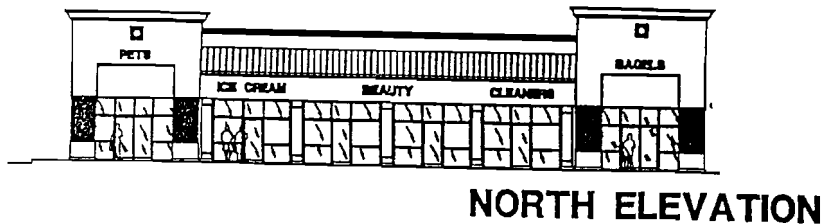
N/A



WEST ELEVATION

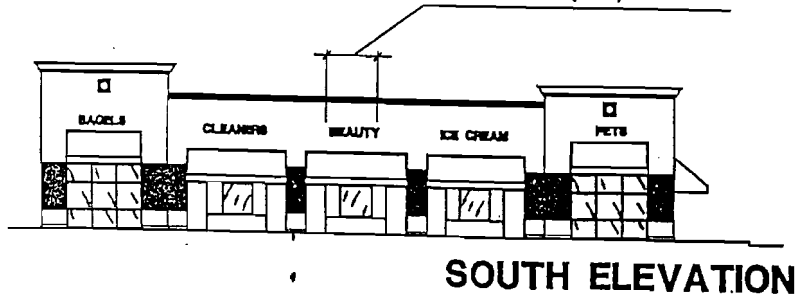


EAST ELEVATION

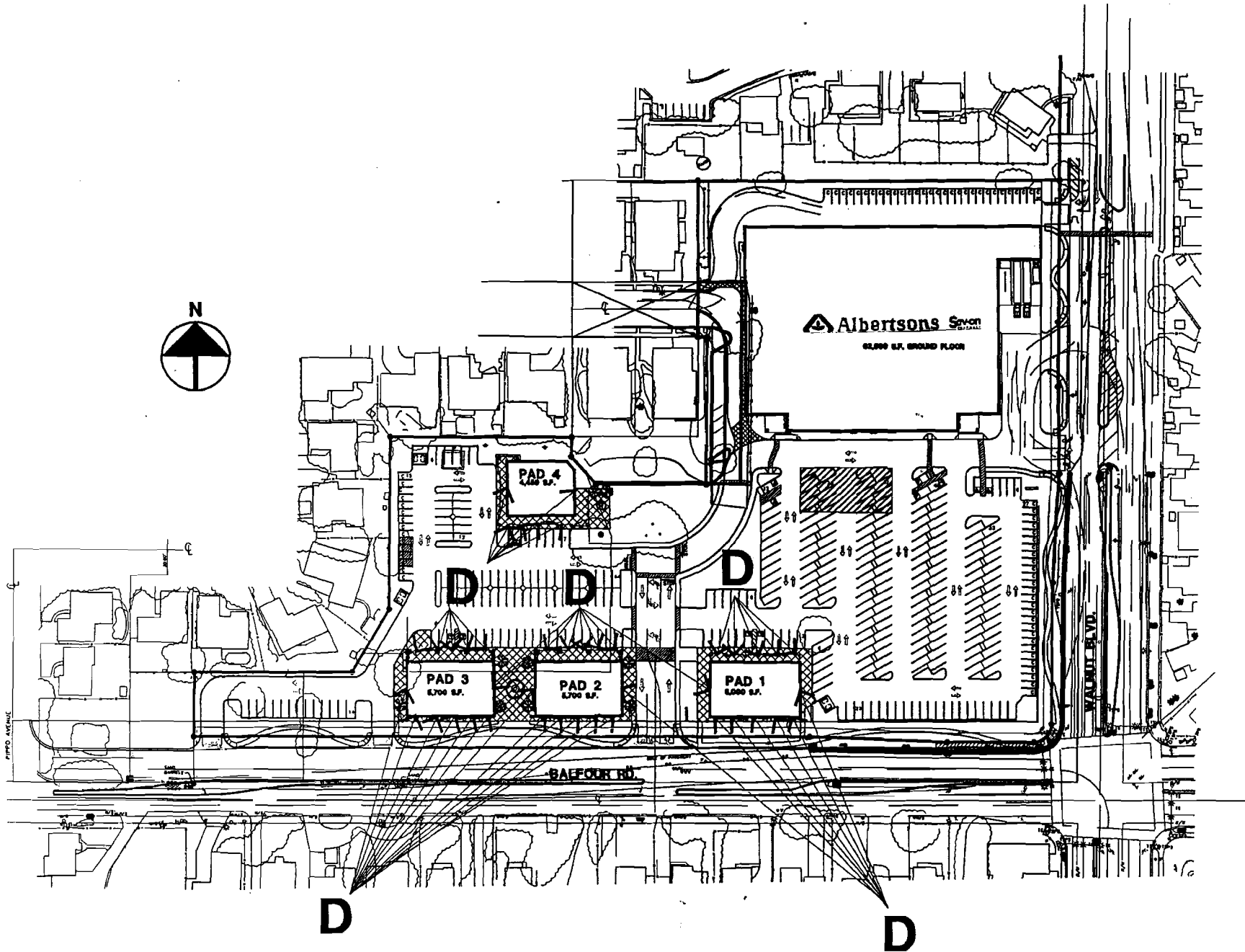


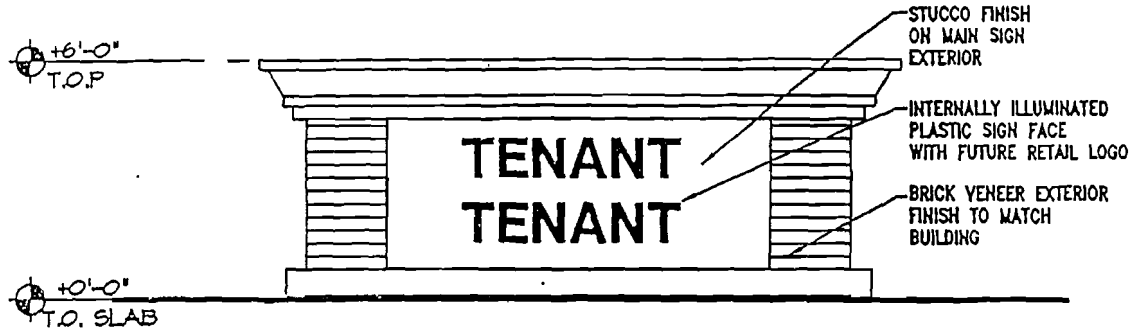
NORTH ELEVATION

SIGN WIDTH NOT TO EXCEED
75% OF THE TOTAL WIDTH OF
LEASED AREA (TYP.)



SOUTH ELEVATION





SIGN TYPE E

Tenant Free Standing Identification

Function:

Display two tenant names and logo symbol at primary entrances.

Placement:

Per following site Plan.

Quantity:

Three (3)

Size Allowed:

Sign panel area not to exceed seventy-five (75) square feet per sign face. Sign shall not exceed 10' in height.

Size Proposed:

38 sq. ft. per sign. Sign height is proposed at 6'-0".

Materials:

Individual pan channel letters with acrylic faces. Color of pan channel and trim cap shall be compatible with architectural theme and subject to City and Landlord approval.

Illumination:

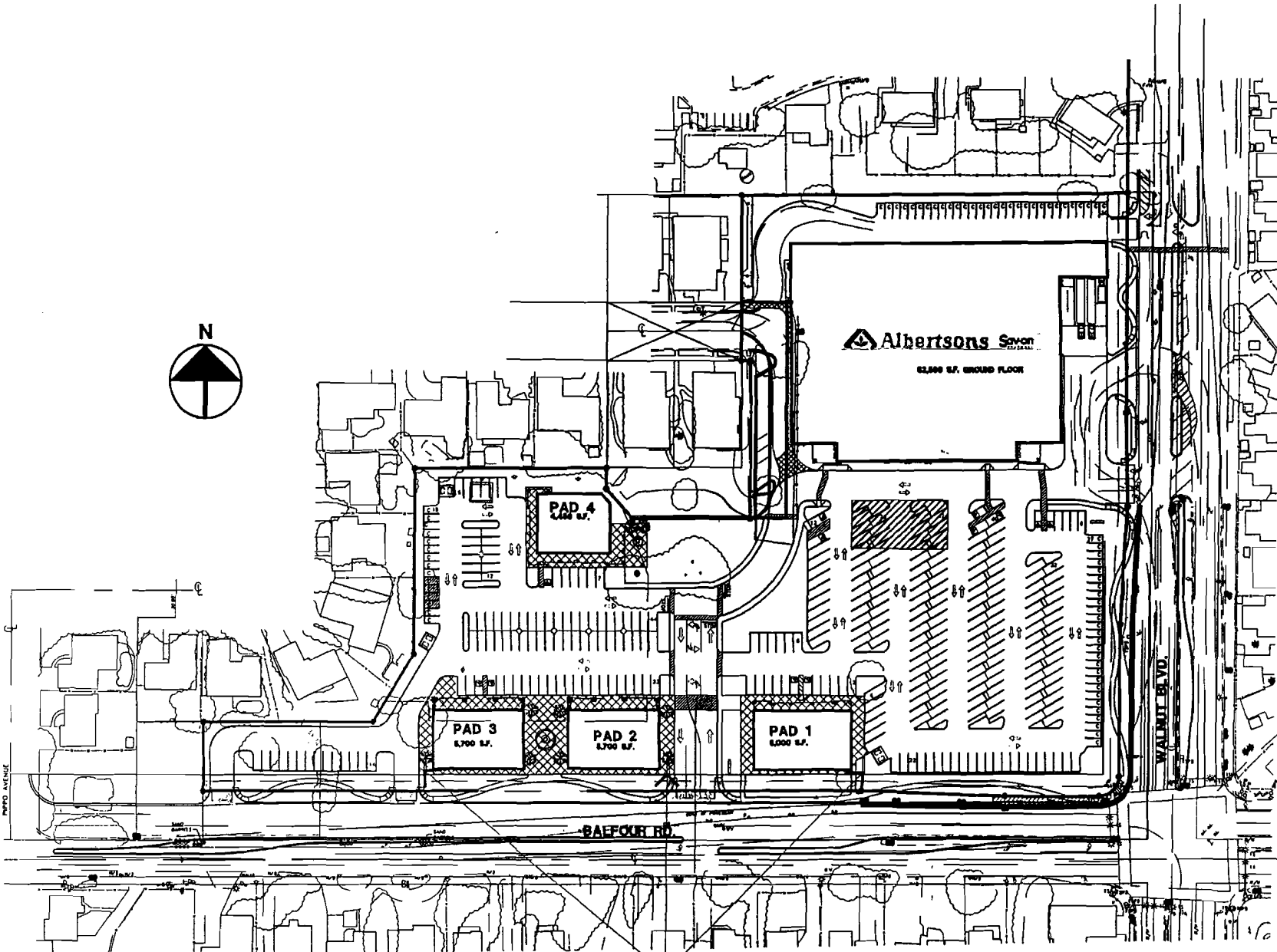
Neon tubing behind an acrylic face of pan channel letterform.

Installation:

To meet City of Brentwood and Landlord approval.

Landscaping:

Colorful ground cover around sign base area.



1" = 100'

PAD 3
8,700 S.F.

PAD 2
8,700 S.F.

PAD 1
8,000 S.F.

PAD 4

Albertsons Seven
62,400 S.F. GROUND FLOOR

BAIFOUR RD.

WALNUT RD.

E

		BUILDING SIGNS PROPOSED	MONUMENT SIGNS PROPOSED	TOTAL AREA PROPOSED
A.	Shopping Center Identification Freestanding Monument		2 signs @73.5 sq. ft. each	147 sq. ft.
B.	Primary Building Wall Signage	2 @ 192 sq. ft.		388 sq. ft.
C.	Secondary Wall Signage	5 @ various sizes, 18 inch height		150 sq. ft.
D.	Shops Identification, Wall Signage	3 for end shops 2 for interior shops 12 total		600 sq. ft.
	1. Pad 1			
	2. Pad 2	3 for end shops 2 for interior shops 12 total		600 sq. ft.
	3. Pad 3	3 for end shops 2 for interior shops 12 total		600 sq. ft.
	4. Pad 4	2 for end shops (east) 1 for interior shops 6 total		300 sq. ft.
E.	Monument Signs at Pads		3 signs @ 38 sq. ft. each	114 sq. ft.
	TOTAL			2,899 sq. ft.

TABLE A