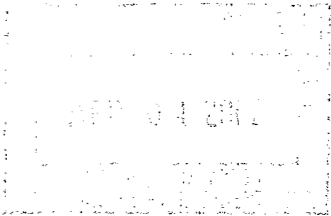




Master Sign Program

BALFOUR PLAZA

Brentwood, California



APPROVED PLAN

PERMIT NO. Cup 01-23/DR 01-27

RESOLUTION NO. 02-01

ACTION: APPROVED DENIED

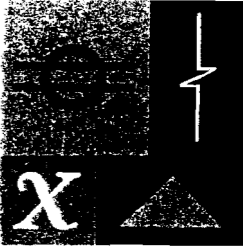
DATE 2/19/02 -/conditions

BLAIR SIGN PROGRAMS

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Contents

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	Purpose General Information
II	COMMON SIGNS
	Center Identification Display Entry Monument Signs Building Address Numerals Site Plan
III	TENANT SIGNS
	Tenant Sign Criteria Tenant Signs/Exhibits

A. Purpose

This comprehensive sign program has been established to provide a professional sign and graphics program for *Balfour Plaza* that is mutually beneficial for the City of Brentwood, the *Balfour Plaza* tenants and the public that is served by the center. In support of this objective the following qualities were blended into the design and scope of work presented by this document:

Creation and display of project identification

Designs congruent with project architecture

Construction methods in harmony with design

High quality workmanship and materials

This program is divided into two general sections. The first section pertains to the common signs. The common signs are those that serve to identify the project and selected tenants within. The common signs consist of the corner wall display and the two entry monuments.

The tenant sign section will define tenants by type and specify the individual tenant sign types allowed. The tenant signs consist of wall signs (internally illuminated channel letters), under-canopy or projecting signs, and incidental signage.

B. General Information

This document will help ensure that the signage for *Balfour Plaza* clearly identifies each of the tenants and provides a sustainable criteria for use by the City of Brentwood, the tenants and the developer. Also, certain standards will be established for quality of workmanship and materials. This document will specify the type, size, location, color, typestyle and illumination of all tenant exterior signs describe in the following pages. Minor variations may be approved by the landlord and the City of Brentwood.

Each tenant will be provided with a copy of the tenant sign criteria as their first step toward obtaining permission for signs within the project. A copy of this document is provided for the reader in the "Exhibits" section of this program.

A. *Center Identification Display*

1. *Purpose:* The corner display is designed to identify the project and to establish a connection with the community served vis-à-vis the use of the Balfour name within the title of the project. Also, this display softens the commercial use of the land by decorating the corner of Balfour and Rockwell with an estate style display.

2. *Description:* The center identification display is constructed with masonry elements and is non-illuminated. The "Balfour Plaza" letters and "fan" logo element are to be powder coated aluminum plate elements as shown on the exhibits section of this document. The entire display is therefore a rustproof and low maintenance object. Ground mounted lighting shall provide indirect illumination during business hours at night.

3. *Location:* This display will be located at the corner of Balfour and Rockwell. Please refer to the plot plan in the "Exhibits" section of this document.

4. *Design/Layout/Specifications:* Please see the "Exhibits" section of this document.

B. *Entry Monument Signs*

1. *Purpose:* The monument signs are designed to identify designated tenants within the project. Also, the project entrances are marked by the location of the displays for the benefit of surface street vehicle traffic on both Balfour and on Rockwell.

2. *Description:* The monument signs are low profile display clad with the finishes and colors used with the construction of the project architecture. The active sign area is fabricated aluminum with route-out and show-through copy and graphics. The illumination is internal. This method of construction method limits illumination to the copy and graphics only. The overall height shall not exceed 8'.

3. *Location:* These displays will be located within the allowable setbacks and placed with landscaped surrounds. Please refer to the plot plan in the "Exhibits" section of this document.

4. *Design/Layout/Specifications:* Please see the "Exhibits" section of this document.

C. *Building address numerals*

1. *Purpose:* These numeral displays are designed to identify the individual addresses of each building located within the project.

2. *Description/Size:* The address numeral displays are non-illuminated. The construction is all aluminum plate with a powder coat finish. The numeral height shall be 12".

3. *Location:* These displays will be installed on the building fascia most visible for the vehicle traffic lanes. Please refer to the plot plan in the "Exhibits" section of this document.

4. *Design/Layout:* Please see the "Exhibits" section.

A. Anchor Tenants

Tenants occupying a total of 10,000 square feet or more shall be defined as an "Anchor Tenant".

1.

The anchor tenant signs are to be individual, internally illuminated channel letters. The wording of each sign shall be the Tenant name and/or logo. An anchor tenants may display secondary copy.

2.

The use of illuminated corporate logos and trade style shall be permitted(subject to Landlord's approval) provided such logos or trade styles are within the allowable sign guidelines.

3.

The sign width for each anchor tenant sign shall not exceed 60% of the frontage facing public right-of-ways and parking areas. The maximum height of the primary ID signs shall be 36". The maximum height for secondary copy signs shall be 24".

B. Major Tenants

Tenants occupying a total of 4,500 square feet or more, or are a single occupant of a pad building, shall be defined as a "Major Tenant".

1.

The major tenant signs are to be individual, internally illuminated channel letters and/or logo box. The wording of each sign shall be the tenant name and/or logo only.

2.

The use of illuminated corporate logos and trade style shall be permitted (subject to Landlord's approval) provided such logos or trade styles are within the allowable sign guidelines.

3.

The sign width for each major tenant sign shall not exceed 60% of the frontage facing public right-of-ways and parking areas. The overall sign height shall not exceed 30" for one-line layouts or 36" for two-line layouts. Please see the "exhibits" section of this document for sample layouts.

4.

The colors to be used shall be considered on a case by case basis and shall be monochromatic within each work except in the case of logo boxes.

C. In-Line Shop Tenants

Tenants occupying a total of less than 4,499 square feet shall be defined as an "In-Line Shop Tenant".

1.

In-line shop tenant signs are to be individual, internally illuminated channel letters. The wording of each sign shall be the Tenant name and/or logo only.

2.

The overall width of signs for shop tenants shall not exceed 60% of the width of the storefront. The overall sign height shall not exceed 24" for one-line layouts or 30" for two-line layouts. Please see the "exhibits" section of this document for sample layouts.

3.

The letter style for in-line shop tenants shall be compatible with adjacent signage and shall be considered on a case by case basis by the landlord.

4.

The colors to be used shall be considered on a case by case basis and shall be monochromatic within each work except in the case of logo boxes.

Use of the same color of an adjoining tenant is to be discouraged (i.e.; red letters next to red letters).

5

The use of illuminated corporate logos and trade style shall be permitted (subject to Landlord's approval) provided such logos or trade styles are within the allowable sign area.

D. Incidental Tenant Signage

1.

Tenant addresses are to be fabricated and installed on the entrance door using 4" high Helvetica style numeral using Scotch Cal vinyl or equal. Color shall be opaque white.

2.

Rear entry signs shall be upper Helvetica style numerals and letters. Materials shall be Scotch Cal vinyl or equal, color opaque white. Letter height shall be 6 and 4 inches, and centered horizontally from top of each door with 4" space between address numbers and Tenant name.

E. Temporary or Promotional Signs

It is intended that temporary advertising and promotional signage will advertise or promote a Tenant's "Grand Opening" or a special event within the shopping center. All promotional signs will require a Temporary Use Permit from the City of Brentwood prior to the display of same. All tenants shall refer to the City of Brentwood sign codes pertaining to the approval and use of temporary signs and comply with those codes. Also, all tenants desiring to display a temporary or promotional sign shall obtain landlord approval before making an application for same with the City of Brentwood.

IV. CONSTRUCTION INFORMATION AND GUIDELINES

A. Electrical and Illumination

1. All fabrication and installation shall comply with all Underwriter's Laboratories requirements and specific state and local codes. All components shall bare the U.L. label indicating approval and be manufactured and installed by licensed contractors.

2. All conductors, transformers, ballasts and other equipment shall be concealed.
3. Primary electric service to all Tenant signs shall be placed on the Tenant's electric service. Tenant will provide time clocks and photo cells for use in conjunction with the electric service.
4. The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable spots or shadows will be allowed.
5. Illumination and electric specifications must appear on all shop drawings.
6. All glass housing, electrodes, tube supports, glass tubing, high voltage cable and all miscellaneous components shall be of first quality industry standard and U.L. listed.

7.

Illumination of all Tenant signs shall not exceed that as specified in the lighting description for each of the individual signs described in this document.

B. Construction

1.

All bolts, fastenings, clips, conduits, etc., shall be hot-dipped galvanized iron or equal. Where externally mounted, all items shall be painted to match the exterior color of the surrounding surface.

2.

All manufacturers installers are advised that prior to final acceptance, each unit may be inspected for conformance by an authorized representative of the Landlord. Any signs, before or after installation, found not to be in conformance will be rejected and removed immediately by the Tenant or Tenant's contractor.

3.

No substitutes will be accepted by the Landlord unless so indicated in the specifications and approved by both the Landlord and the City of Brentwood.

4.

Shop drawings are required prior to start of any work detailing all specifications and methods of construction and must be approved by the Landlord.

5.

No manufacturer or sign company decals may be visibly displayed.

C. Installation/Removals

1.

Tenant shall not be allowed to open for business prior to the installation of proper signage. In the event that the Tenant is not able to install said signs prior to the opening of the business, Tenant shall provide the Landlord with a signed contract from the sign contractor evidencing installation of said signage within 30 days of the opening date. In

such an event, the Tenant may open for business with the landlord's consent.

2.

All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.

3.

All contractors for installation, removal or service must be fully licensed and provide the Landlord with certificates of insurance prior to commencing any work.

4.

All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord.

5.

Sign removals shall include the patching and repairing of entire work areas plus the repainting of any "ghosted" areas or as directed by the Landlord. Tenant shall reimburse the Landlord if removal and/or repair is done by the Landlord or it's agent.

D. Prohibited Signs

1.

Conformance to the guidelines for signs at Balfour Plaza will be strictly enforced. Any non-conforming or unapproved signs are strictly forbidden,

2.

Tenant shall not place, construct, or maintain on the premises any advertisement media, including, without limitation, searchlights, flashing lights, loudspeakers, sound systems, or any other similar visual or audio media without Landlord's and City staff consent. Tenant shall not solicit business in, on, or about the common areas, or distribute handbills or other advertising or promotional media in, on, or about the common areas.

3.

Tethered balloons and inflatable signs are prohibited.

4.

All roof signs are specifically prohibited.

5.

Any sign on a parked vehicle parked for a duration of time which in the Landlord's sole judgment indicates its use for the purpose of advertising a particular Tenant, service or product is prohibited.

6.

Signs that are movable or transportable or placed in vehicular or pedestrian traffic areas are prohibited.

7.

Window signs are limited to the provisions found in the "Tenant Sign" section of this document.

8.

The use of raceways for installation of any tenant sign is specifically prohibited.

E. Designs/Submittals

1.

It is required that professional designers will prepare art work for all tenants and that such art work will include scaled schematic drawings, specifications and color drawings.

2.

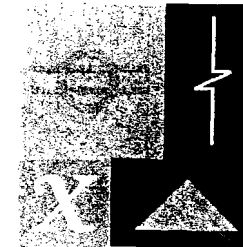
Submittals will be made to the Landlord and to the City of Brentwood for approval. Work started without approval will be considered non-conforming and subject to removal.

3.

All applications made to the planning department of the City of Brentwood shall be signed by the landlord.

G. EXCEPTIONS

Exceptions must be submitted to landlord in advance for consideration. Landlord reserves the right to make specific exceptions that it deems will enhance the quality of Balfour Plaza and is in keeping with the purpose and intent of this document. Requests for exceptions that are denied approval by the landlord may be resubmitted for consideration after a period of six months from date of notification of denial. All exceptions must be submitted to the landlord and the City of Brentwood planning department for approval.



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SIGN A Center ID Sign

CLIENT
AMB/BTS
PROJECT
Balfour Plaza

ADDRESS
Brentwood, CA

DATE BY
12-4-01 Pavel Soltys

REVISIONS

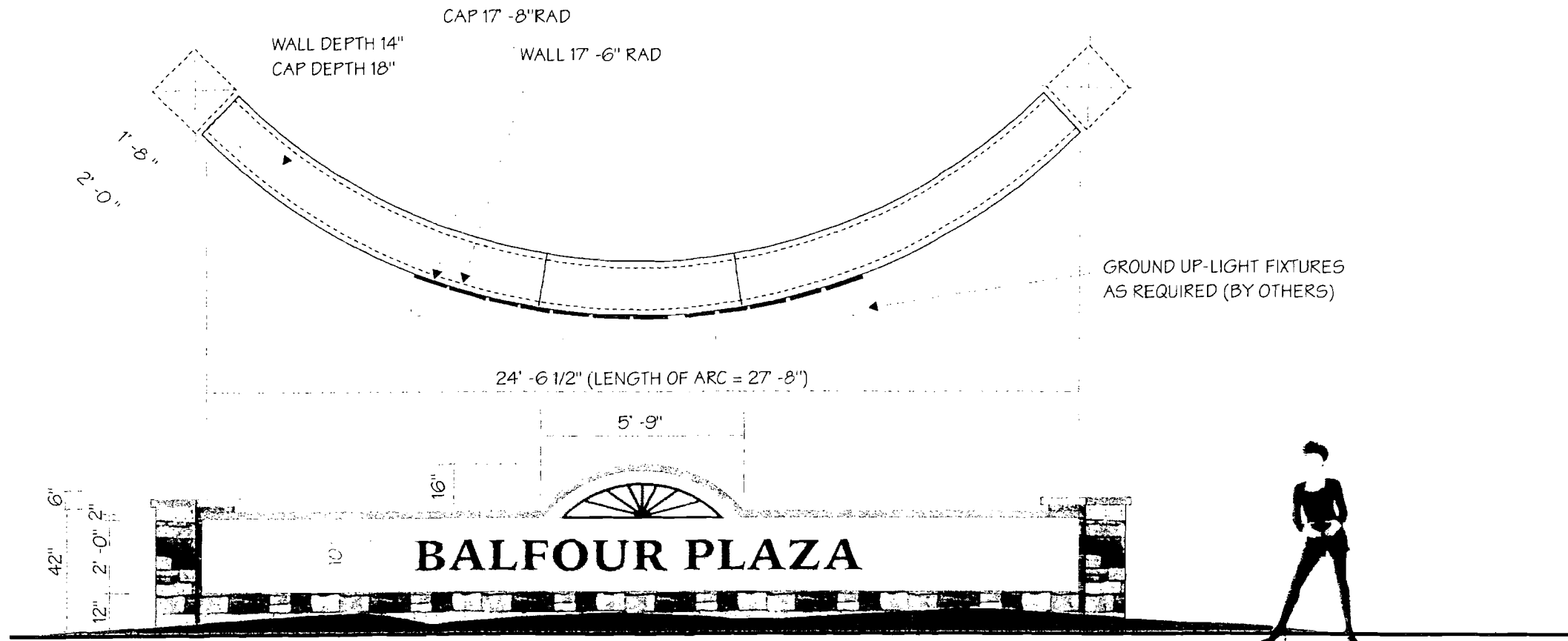
A: 12-26-01
B: 1-15-02
C: 3-20-02
D:
E:

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B1204-1
Sheet 1



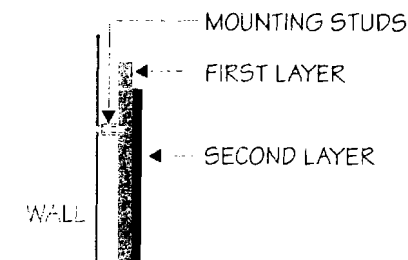
SIGN A - NON-ILLUMINATED CENTER ID DISPLAY

1/4" = 1'-0"

MANUFACTURE AND INSTALL ONE (1) DISPLAY AS SHOWN.
 ALUMINUM CONSTRUCTION CURVED WALL, TEXCOATED TO MATCH SW2165 ROCOCO BEIGE
 COLUMNS AND BASE TO BE CLAD WITH ELDORADO STONE VENEER (MOUNTAIN LEDGE COPPER).
 COLUMN CAPS AND WALL CAP TO BE FABRICATED ALUMINUM, TEXCOATED TO MATCH SW2247 WAYFARER GREY.
 ARCH DESIGN TO BE ALUMINUM WITH PAINTED FIELDS.
 COPY TO BE TWO-LAYER 1/4" ALUMINUM FCO'S, PAINTED IRONSTONE BLACKBERRY F-3141B AND PMS 322, FLOATED 1/2".
 GROUND UP-LIGHT FIXTURES AS REQUIRED (BY OTHERS)



LETTER DETAIL NTS



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APPROVALS:

BY CLIENT: _____ DATE: _____
 BY LANDLORD: _____ DATE: _____

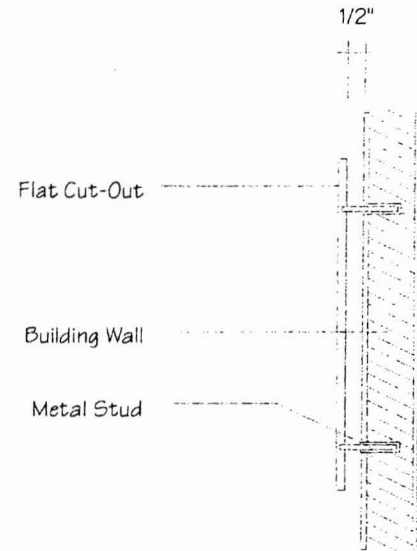
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3005

12"

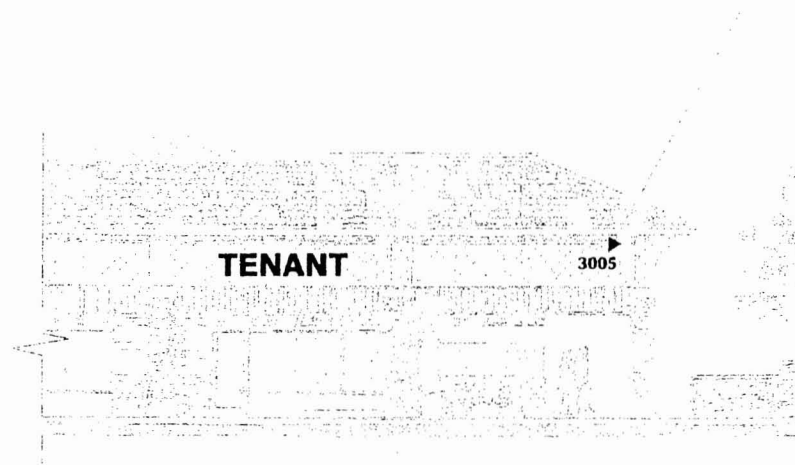
ADDRESS NUMERALS $3/4" = 1' - 0"$

1/4" ALUMINUM PLATE, ROUTED AND POWDER COATED TO MATCH (COLOR AS PER FINISH SCHEDULE ATTACHED). NUMERALS TO BE STUD-MOUNTED 1/2" OFF THE WALL.

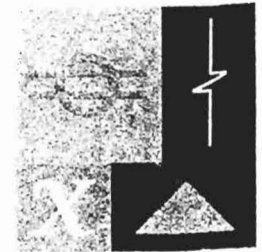


FLAT CUT-OUT LETTERS MOUNTING DETAIL N.T.S.

ADDRESS NUMERALS (TYPICAL PLACEMENT)



BLDG ADDRESS - TYP. ELEVATION $1/16" = 1' - 0"$



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Common Signs Site Plan

CLIENT
AMB/BTS
PROJECT
Balfour Plaza
ADDRESS
Brentwood, CA
DATE 12-4-01 BY Pavel Soltys

REVISIONS
A: 12-26-01
B:
C:
D:
E:

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Sheet 3



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DATE: _____

DATE: _____

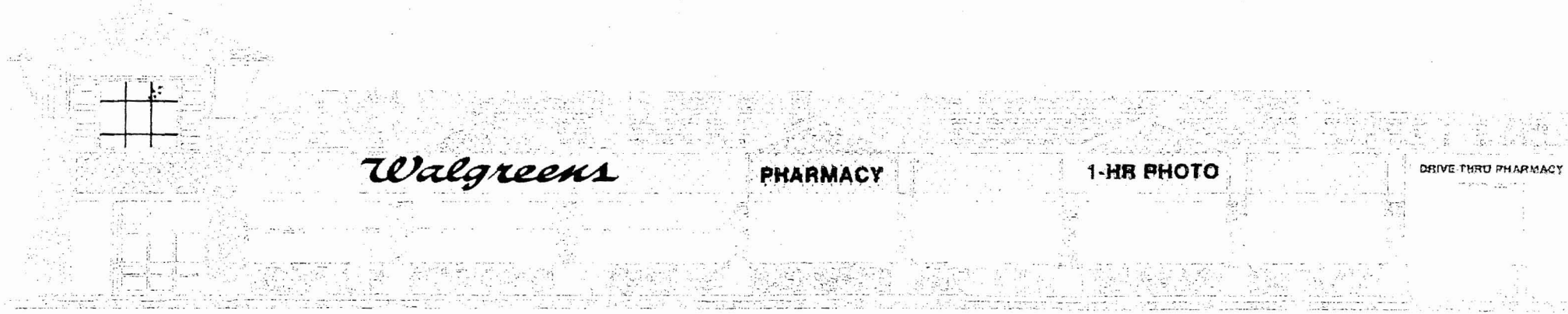
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27' -10"
 36"
Walgreens

13' -3"
 20"
PHARMACY

14' -0"
 20"
1-HR PHOTO

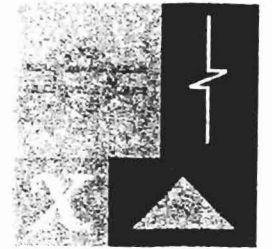
15' -4"
 10"
DRIVE-THRU PHARMACY



WEST AND EAST ELEVATION (TYP.) 1/16" = 1' -0"



NORTH ELEVATION (TYP.) 1/16" = 1' -0"



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ANCHOR TENANT Sign Criteria

CLIENT
 AMB/BTS
 PROJECT
 Balfour Plaza
 ADDRESS
 Brentwood, CA
 DATE BY
 12-4-01 Pavel Soltys

REVISIONS
 A: 12-26-01
 B: 1-15-02
 C:
 D:
 E:

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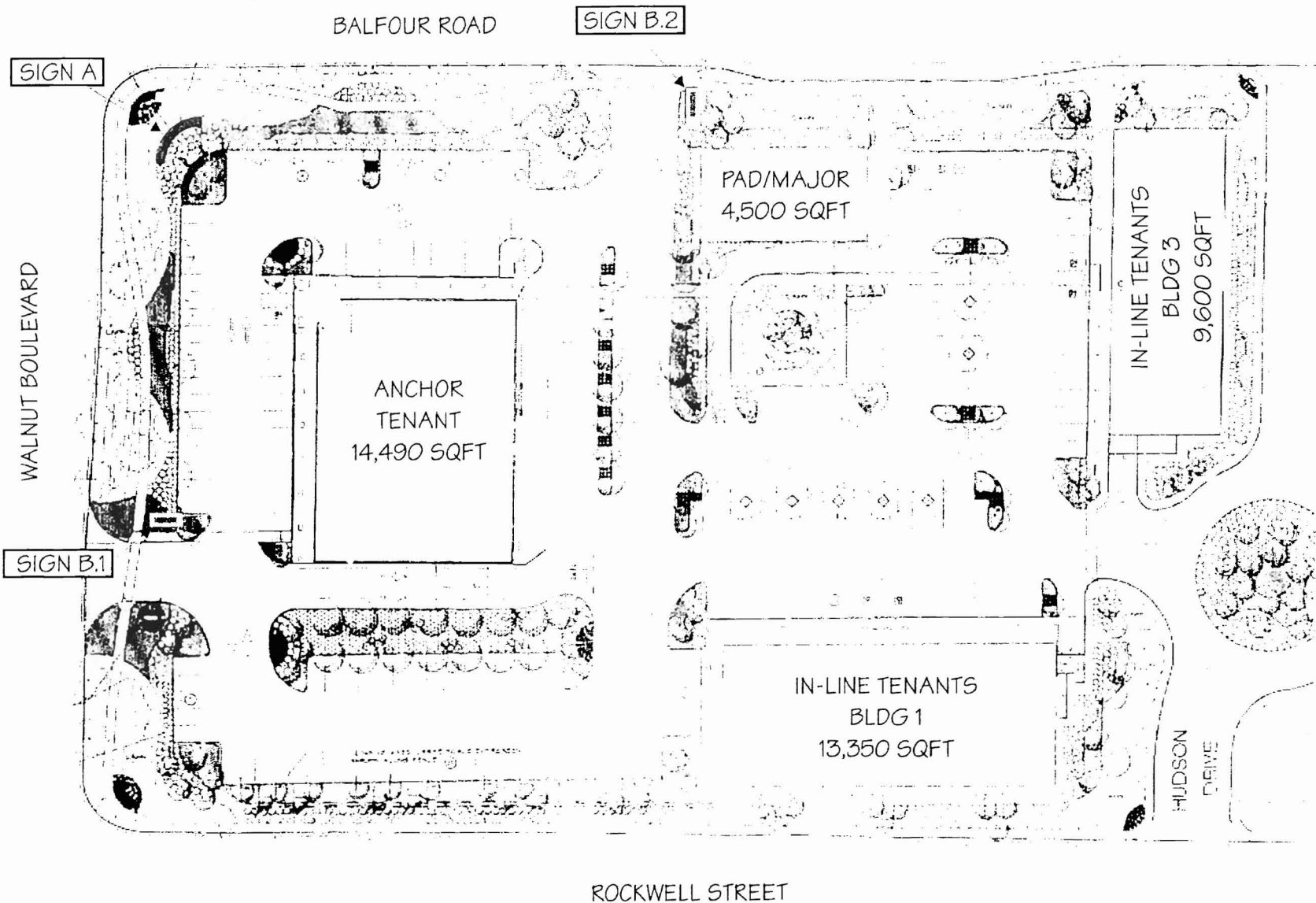
B1204-1
 Sheet 1

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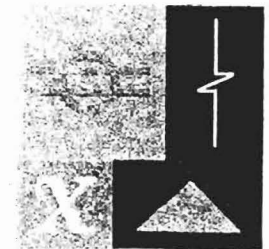
APPROVALS:
 BY CLIENT: _____ DATE: _____
 BY LANDLORD: _____ DATE: _____

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SITE PLAN NTS



BLAIR SIGN PROGRAMS

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**Common Signs
Site Plan**

CLIENT
AMB/BTS
PROJECT
Balfour Plaza
ADDRESS
Brentwood, CA
DATE BY
12-4-01 Pavel Soltys

REVISIONS
A: 12-26-01
B:
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Sheet 4



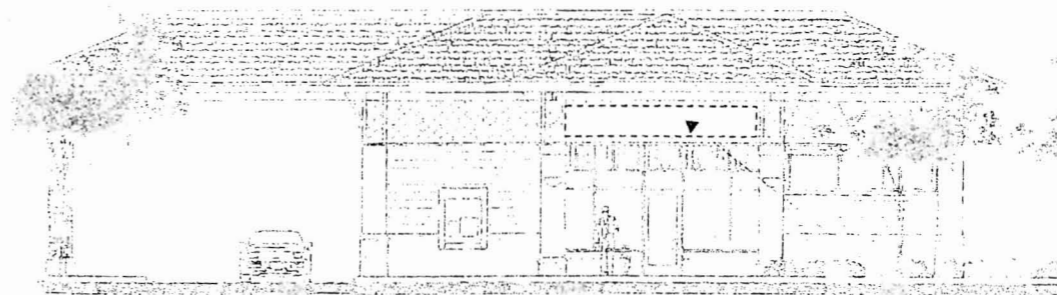
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NTE 60% OF FRONTAGE

MAJOR

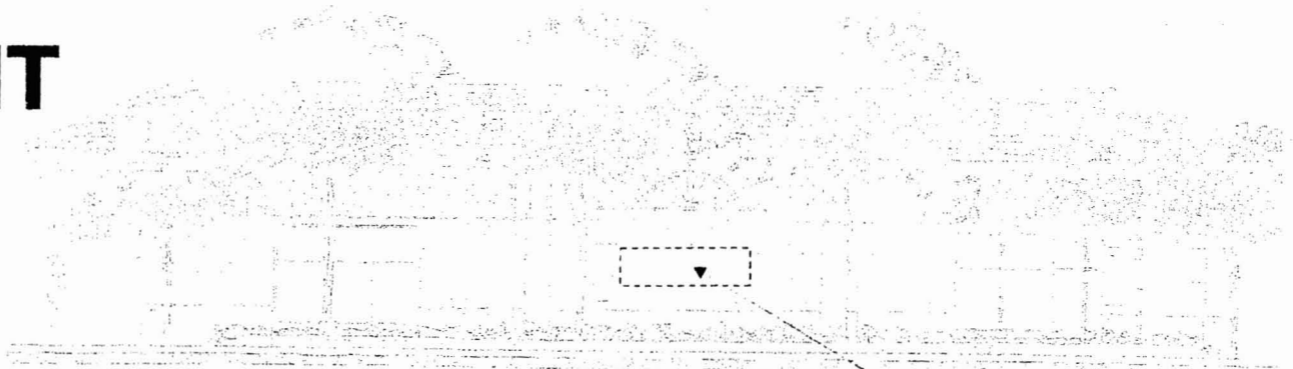


EAST ELEVATION

1/16" = 1' - 0"

PREFERRED DISPLAY AREA

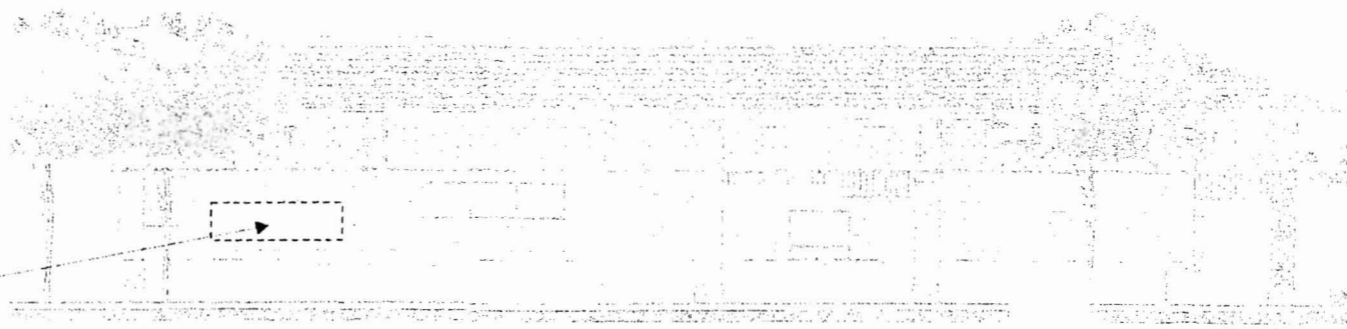
MAJOR TENANT TWO LINES



BLDG 2 - NORTH ELEVATION

1/16" = 1' - 0"

PREFERRED DISPLAY AREA



SOUTH ELEVATION

1/16" = 1' - 0"

PREFERRED DISPLAY AREA

MAJOR TENANT - MAIN IDENTIFICATION

1/4" = 1' - 0"



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PAD/MAJOR TENANT Sign Criteria

CLIENT
AMB/BTS
PROJECT
Balfour Plaza
ADDRESS
Brentwood, CA
DATE 12-4-01 BY
Pavel Soltys

REVISIONS
A: 12-26-01
B: 1-15-02
C: 3-15-02
D:
E:

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Sheet 2

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Tenant Signs Site Plan

CLIENT
AMB/BTS
PROJECT
Balfour Plaza
ADDRESS
Brentwood, CA
DATE
12-4-01 BY
Pavel Soltys

REVISIONS
A: 12-26-01
B: 1-15-02
C:
D:
E:

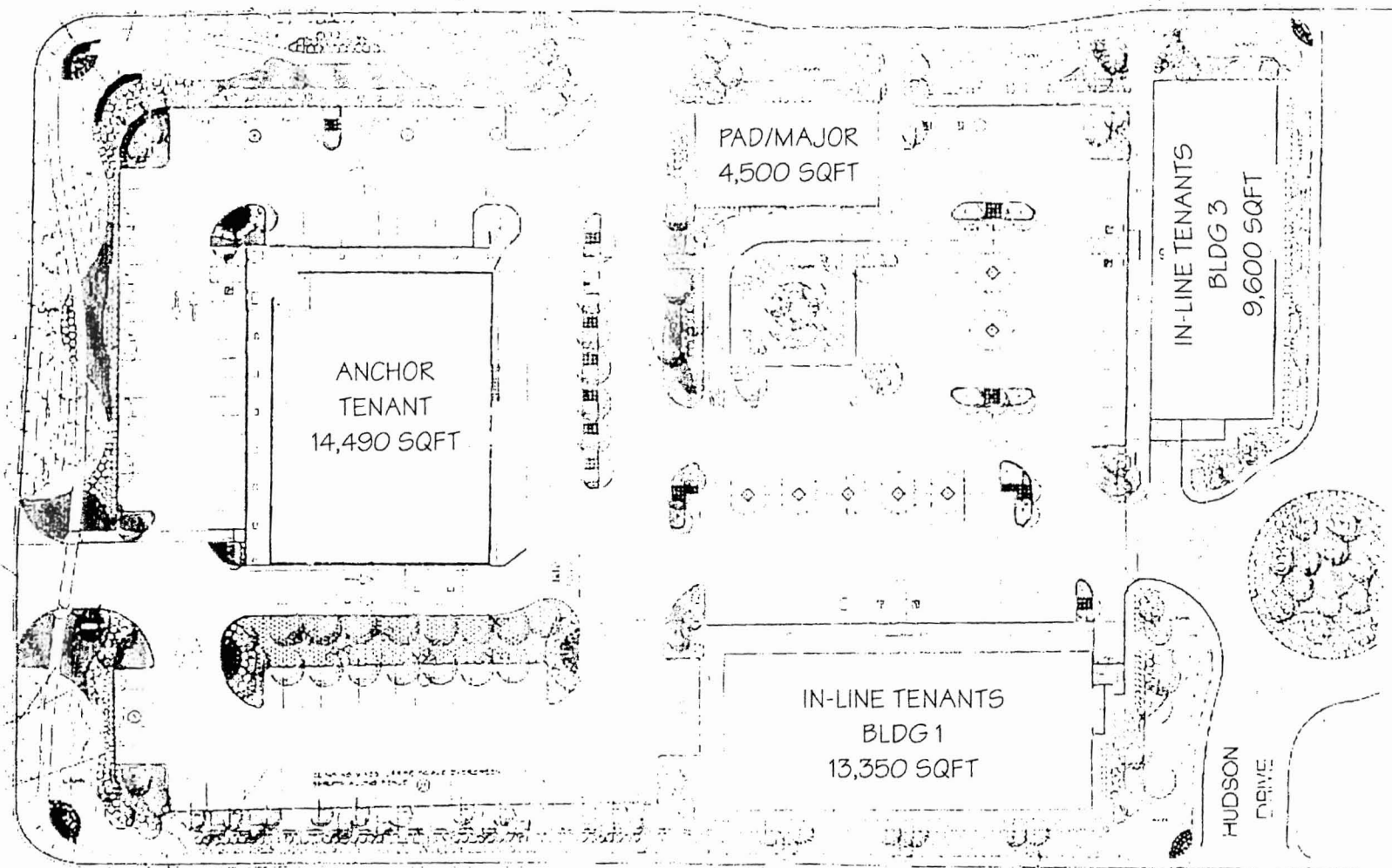
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B1204-1
Sheet 4



BALFOUR ROAD

WALNUT BOULEVARD



ROCKWELL STREET

SITE PLAN NTS

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BY CLIENT: _____ DATE: _____
BY LANDLORD: _____ DATE: _____

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NTE 60% OF FRONTAGE

24" MAX

IN-LINE SHOPS

MAXIMUM HEIGHT OF COPY IN ONE LINE - 24"

IN-LINE TENANT SIGNS 1/4" = 1' - 0"

TENANT

IN-LINE
SHOP TENANT

TENANT

BLDG 1 - NORTH ELEVATION 1/16" = 1' - 0"

TENANT

NTE 60% OF FRONTAGE

NTE 30"
12" 12"

IN-LINE SHOP TENANT

MAXIMUM HEIGHT OF COPY IN TWO LINES - 12"



**BLAIR SIGN
PROGRAMS**

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Emeryville, CA 94608

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e-mail: Blairsign@earthlink.net

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IN-LINE TENANT Sign Criteria

CLIENT
AMB/BTS
PROJECT
Balfour Plaza
ADDRESS
Brentwood, CA
DATE BY
12-4-01 Pavel Soltys

REVISIONS

A: 12-26-01
B: 1-15-02
C: 3-15-02
D:
E:

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Exact match is not guaranteed.

B1204-1
Sheet 3



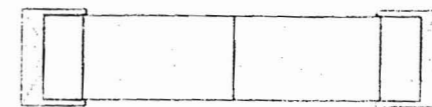
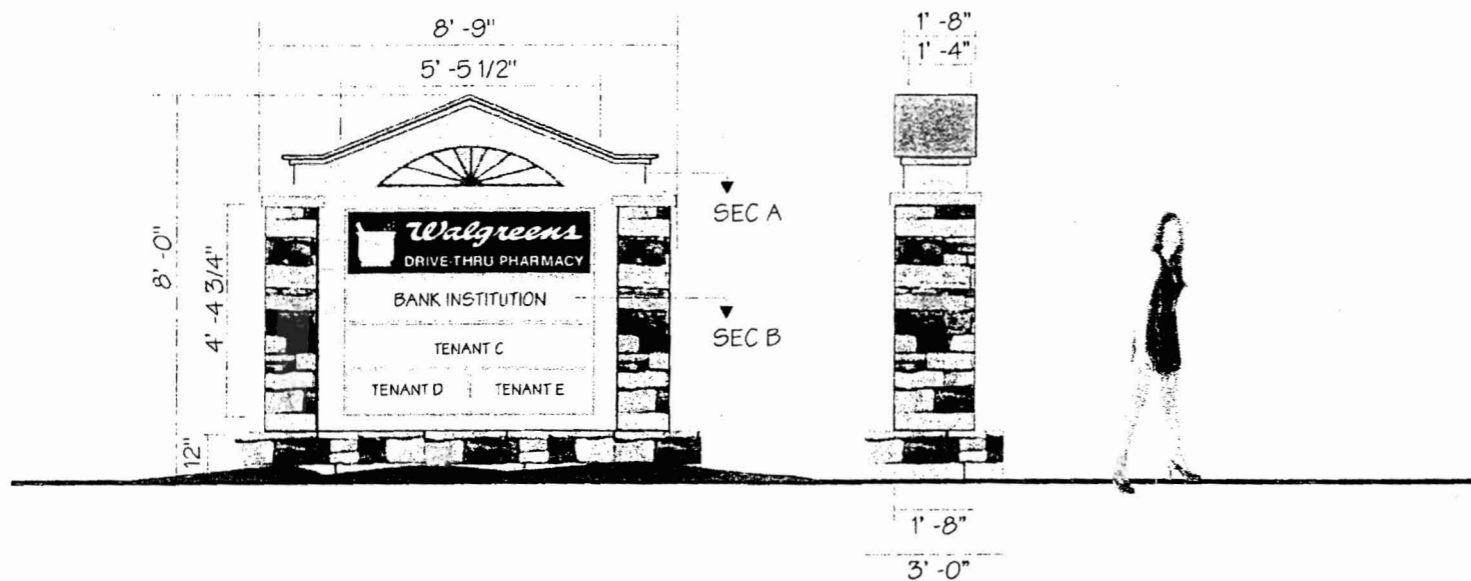
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APPROVALS:

BY CLIENT: _____ DATE: _____

BY LANDLORD: _____ DATE: _____

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TOP VIEW



SEC A



SEC B

SIGN B.1 AND B.2 - ENTRY MONUMENT 1/4" = 1'-0"

MANUFACTURE AND INSTALL TWO (2) D/F ENTRY MONUMENTS AS SHOWN.
 ALUMINUM CONSTRUCTION CABINET WITH ROUTED FACES BACKED WITH ACRYLIC AND TRANSLUCENT OVERLAYS AS PER TENANT COLORS.
 MONUMENT BODY TO BE CLAD WITH SIDING, PAINTED TO MATCH SW2163 GOTHIC ROSE
 TENANT PANELS TO BE PAINTED TO MATCH SW2165 ROCOCO BEIGE.
 ROOF ELEMENT AND COLUMN CAPS TO BE FABRICATED ALUMINUM PTD TO MATCH SW 2247 WAYFARER GREY.
 COLUMNS AND BASE TO BE CLAD WITH ELDORADO STONE VENEER (MOUNTAIN LEDGE COPPER).
 MONUMENT TO BE INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS.
 INCOMING POWER BY OTHERS.



WALGREENS COLOR SPECS:
 1) BACKGROUND - OPAQUE TO MATCH 3M 3630-53 CARDINAL RED
 2) MORTAR & PESTLE - TRANSLUCENT TO MATCH 3M 3630-36 BLUE
 3) COPY, STARS - SHOW THRU WHITE PLEX



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**SIGN B
 Monument Sign**

CLIENT
 AMB/BTS
 PROJECT
 Balfour Plaza
 ADDRESS
 Brentwood, CA
 DATE BY
 12-4-01 Pavel Soltys

REVISIONS
 A: 12-26-01
 B: 3-20-02
 C:
 D:
 E:

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 Sheet 2

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