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EXHIBIT D  
TO DECLARATION OF EASEMENTS WITH  
COVENANTS AND RESTRICTIONS AFFECTING LAND

**RECEIVED**

MAR -2 2009

CITY OF BRENTWOOD  
COMMUNITY DEVELOPMENT DEPT.

# MASTER SIGN PROGRAM BALFOUR VILLAGE CENTER

August 20, 2002 Amended October 13, 2008 to include:  
Safeway Major tenant Sign Program



Balfour Village Center

Benson & Bohl Architects

A Development of:

McNELLIS PARTNERS  
4Upper Newport Plaza, Suite 101  
Newport Beach, CA 92663

## APPROVED PLAN

PERMIT NO. CUP 02-05-A1

RESOLUTION NO. 09-005

ACTION:  APPROVED  DENIED

DATE February 17, 2009

# BALFOUR VILLAGE CENTER

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## □ PROJECT DIRECTORY

Owner/Developer: McNELLIS PARTNERS  
4Upper Newport Plaza, Suite 101  
Newport Beach, CA 92663  
Attn: Brad Deck  
(949) 851-2474 TEL  
(949) 833-9750 FAX

Project Architect: BENSON & BOHL ARCHITECTS, INC.  
6310 Greenwich Drive, Suite 100  
San Diego, CA 92122-5902  
Attn: Richard H. Benson, AIA  
(858) 455-5771 TEL  
(858) 455-5448 FAX

City Planning: CITY OF BRENTWOOD  
104 Oak Street  
Brentwood, CA 94513-1335  
Attn: Erik Nolthenius, Associate Planner  
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# BALFOUR VILLAGE CENTER

## INTRODUCTION

This Sign Program has been established for the Balfour Village Center to insure that site signage and each Tenant sign will contribute to the quality of the overall center and the community. High quality signage, which reflects the integrity of the Center's architectural design, is the primary objective of this program.

For all signage not specifically covered in this program, the City of Brentwood Design Guidelines and the City of Brentwood Sign Ordinance Code Section 17.640 shall apply.

## SUBMITTALS & APPROVALS

A formal process has been established for the review and approval of Tenant signs at the Balfour Village Center. Prior to submittal of tenant sign drawings for the formal City sign permit approval, all signage is subject to review and approval by the Owner or the Owner's managing agent (hereafter referred to as "Owner"), as follows:

### □ SUBMITTAL TO OWNER

Tenant shall submit three (3) copies of detailed sign shop drawings to Owner for approval prior to City submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. Submittals must include the following:

- **STOREFRONT ELEVATION**  
Scaled elevation of Tenant's storefront and the relevant building facade, depicting the proposed wall or fascia sign design and all dimensions as they relate to the Tenant's leasehold.
- **SHOP DRAWINGS**  
Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors and means of attachment. A section through a typical letter or sign panel is required, to show the dimensioned face of the letter and illumination source.
- **MATERIAL SAMPLES**  
Provide samples of colors, finishes, and materials proposed, including faces, trim cap, returns, and background/plaque materials.

If shop drawing is not approved by the Owner, the Tenant must resubmit revised plans until Owner's approval is obtained.

The Owner may approve signs that do not strictly conform to this Sign Program (subject to approval of the City Community Development Department) in order to encourage exceptional sign design, accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this Sign Program.

# BALFOUR VILLAGE CENTER

## SUBMITTALS & APPROVALS (continued)

### □ SUBMITTAL TO CITY

Once the Tenant receives a full set of approved and stamped sign drawings from the Owner, Tenant shall file for City of Brentwood sign permit. Tenant or his sign contractor must file Owner-approved sign drawings for City Sign Permit processing and complete all applicable applications and forms, pay all required fees, and obtain all necessary approvals and permits.

Tenant and his sign contractor will not be permitted to commence installation of the proposed signs unless all of the following conditions have been met:

- A stamped set of final drawings, reflecting the Owner's and City's approvals shall be on file in the Owner's office.
- Owner must have received the Sign Contractor's certificate of insurance.
- The Owner must be notified 48 hours prior to the scheduled installation.

### □ TENANT RESPONSIBILITIES

2:

The Tenant shall be responsible for all expenses related to the design, fabrication, approval and installation of signage for his store:

- Each Tenant shall be fully responsible for and repair any damage to any surface caused by the signage or its installation.
- Tenant's sign contractor shall carry workers compensation and public liability insurance against all damage suffered or done by any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. Evidence of this insurance must be provided to Owner prior to installation, naming McNellis Partners and Benson & Bohl Architects, Inc. as an additional insured.
- Owner reserves the right to periodically hire an independent electrical engineer, at Tenant's sole expense, to inspect the installation of all Tenant's signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within fifteen (15) days of notice, may be corrected by the Owner at Tenant's expense.
- Upon vacancy, Tenant shall remove sign and restore fascia to original condition at Tenant's sole cost and expense within fifteen (15) days of expiration of term or earlier termination of Tenant's lease.

## **BALFOUR VILLAGE CENTER**

### **DESIGN GUIDELINES**

Signs shall be designed to be imaginative and of a high graphic quality. Tenant sign designs should incorporate a diversity of sign styles, icons, logos and materials to create a unique sense of place for the Balfour Village Center.

### **ENCOURAGED SIGN TREATMENTS**

Tenant signage should include mixed media forms, illumination sources and embellishments:

- Dimensional letter forms are required, with a variety of typestyles, size and upper and lower case encouraged. Copy may be placed on a single line, two stacked lines, or conforming to curve or other geometric shapes.
- Icons or logos representing Tenant's trademark, product or service may be provided independently, or in conjunction with dimensional letters.
- Use of unique materials and finishes are encouraged, including the use of perforated, painted, polished, etched or abraded metals, the use of gold, silver, or copper leaf, and use of oxidized, metallic or patina finishes.
- Bird deterrent spines shall be installed on all major tenant signage.

### **ILLUMINATION & LIGHTING**

Primary signage must incorporate one or more forms of illumination:

- Reverse/halo channel neon.
- Open or exposed channel neon.
- Internally illuminated sign forms utilizing seamless opaque faces with backed up or push through translucent letter forms.
- Opaque sign forms utilizing exterior pin spot or fiber optic illumination.

### **PROHIBITED SIGNS**

The following sign types and forms are prohibited by this Sign Plan and the City of Brentwood Ordinance:

- Roof-mounted signs or illuminated face box signs.
- Changeable letter signs or menu boards.
- Animated, flashing, audible, off-premise, or vehicle signs.
- Signs with exposed raceways.
- Cloth, paper, or fabric signs hung from the building or placed in windows, except as allowed for Temporary Signs under the City's Sign Ordinance.

# BALFOUR VILLAGE CENTER

## DESIGN GUIDELINES (continued)

### □ ALLOWABLE SIGN AREAS

Except for specific Major Anchor and site signage specified under Allowable Sign Types below, all signage provided by the in-line and pad tenants shall conform to the following requirements:

#### ▪ INTERIOR TENANTS (with only front and back exposures)

The Total Sign Area allowed shall be calculated based on 1 1/2 SF of sign area for each 1 LF of the primary storefront leasehold width.

#### ▪ END CAP TENANTS (with front, side, and back exposures)

The Total Sign Area allowed shall be calculated based on 1 1/2 SF of sign area for each 1 LF of the primary storefront leasehold width, plus 3/4 SF of sign area for each 1 LF of secondary leasehold side.

#### ▪ LETTER HEIGHT & PLACEMENT

Maximum letter height for in-line and pad tenants shall be 24", and maximum width of signage shall not exceed 60% of the width of the storefront upon which the sign is placed.

## ALLOWABLE SIGN TYPES

The following sign types have been defined for use at the Balfour Village Center, and include opportunities for both center and tenant identification. See the attached Exhibit Site Plan for locations, and refer to graphic exhibits for specific sign illustrations.

### □ TYPE 1 - CENTER FEATURE SIGN

Free-standing feature archway is to be provided at the corner plaza at Balfour Ave. and Fairview Ave. Center identification is to be incorporated into the archway in general conformance with the design shown on Exhibit "A". Sign shall be individual dimensional letters, maximum 8" high, with a maximum sign area of 12 SF. Archway and sign to be provided with exterior illumination.

### □ TYPE 2 - SITE MONUMENT SIGNS

A maximum of two free-standing monument signs shall be provided in general conformance with the design shown on Exhibit "B". Double sided signage is to be provided on the monument to identify the center and the major anchor in sizes indicated. Center identification to be provided with indirect cove lighting and major tenant logo to be internally illuminated.

## **BALFOUR VILLAGE CENTER**

### **ALLOWABLE SIGN TYPES**

#### **TYPE 2 - SITE MONUMENT SIGNS (continued)**

In addition, up to two secondary tenant signs may be added to the shiplap siding panel on each side of the monument signs. Total secondary tenant sign area will not exceed 10 SF per sign face, assuming maximum 8" high letters. The Owner, at Owner's sole discretion, will determine which Tenant/Tenants are identified on the monument signs.

#### **TYPE 3 - MAJOR ANCHOR PRIMARY SIGNAGE**

Primary signage for the Major Anchor (Safeway) may be provided on both street frontages, and shall include internally illuminated individual channel letter signs provided in general conformance with the design shown on Exhibit "C". Signage allowed includes the following:

- Balfour facing sign shall include copy: "SAFEWAY" approximately 4'-0"H x 23'-10-1/2"W, and Logo "S" 5'-4"H x 5'-9 3/4"W.
- Fairview facing sign shall include copy "SAFEWAY" approximately 16"H x 7'-7-1/2"W, and Logo "S" 2'-10 3/4"H x 3'-2"W.

#### **TYPE 4 - MAJOR ANCHOR SECONDARY SIGNAGE**

Major Anchor may install certain secondary identification signage as well as service and sub-tenant signage, in general conformance with the design shown on Exhibit "C". Secondary signage to include, but not to be limited to:

- Copy to read "SAFEWAY" approximately 16"H x 7'-7-1/2"W, and Logo "S" 2'-10 3/4"H x 3'-2"W centered over south entry. Also other approved secondary logo signage, approximately 5'-5" W x 4'-6" H centered over the north entrance. Neither of which shall not exceed a maximum area of 20 SF.
- Sub-tenant Signage and Department Signage (3), consisting of logos and/or Tenant names, with each sign not to exceed 25 SF in area.

#### **TYPE 5 - IN-LINE TENANT PRIMARY SIGNAGE**

Each Tenant in multi-tenant shop buildings A, B, and Pads 1 through 4 shall be responsible for installing one fascia/wall sign on their primary frontage. Maximum sign area allowed for each tenant shall be their pro-rata share of the maximum aggregate sign area allowed for each building per this Master Sign Program.

Primary Signage provided shall conform generally to the sizes and locations shown on Exhibit-"E" and may be single or double line copy, and incorporate logos and icons.

# BALFOUR VILLAGE CENTER

## ALLOWABLE SIGN TYPES (continued)

### TYPE 6 - IN-LINE TENANT SECONDARY SIGNAGE

In addition to Primary Signage noted above, each Tenant with multiple frontages must install one secondary sign. End cap tenants with three frontages may be allowed a total of two secondary signs so long as the total sign area does not exceed the total allowable.

### OTHER SECONDARY TENANT SIGNAGE

#### BLADE SIGNS - TYPE 7

The provision of under canopy or blade signs is encouraged, and shall be based on the project standard detail provided in this Sign Program. Signs shall be two sided and display the Tenant's name and/or logo. Sign area is limited to 5 SF per tenant, and signs shall be suspended so that they provide 8'-0" clearance from the walking surface. Exterior lighting is optional, but encouraged.

#### WINDOW SIGNS - TYPE 8

Sign content to be limited to business name, business tenant logo, product names offered by business. In addition, the address, hours of operation, emergency telephone numbers, and credit cards accepted may be placed on the window so long as the area of this information does not exceed 1 SF. Window signs may include special graphic design elements with the approval of Owner and City of Brentwood. Area of sign is to be included within in the Tenant's maximum allowable area.

Size of window signs shall not exceed 25% of single window area with no more than 15% of the aggregate frontage window area. Any sign located within five (5) feet of the window will be considered a part of the window signage.

### BUILDING ADDRESS AND SUITE SIGNAGE

#### BUILDING ADDRESS NUMBERS

Owner will provide 12" high building address numbers in the style, color and locations required by the City of Brentwood.

#### REAR DOOR SIGNAGE

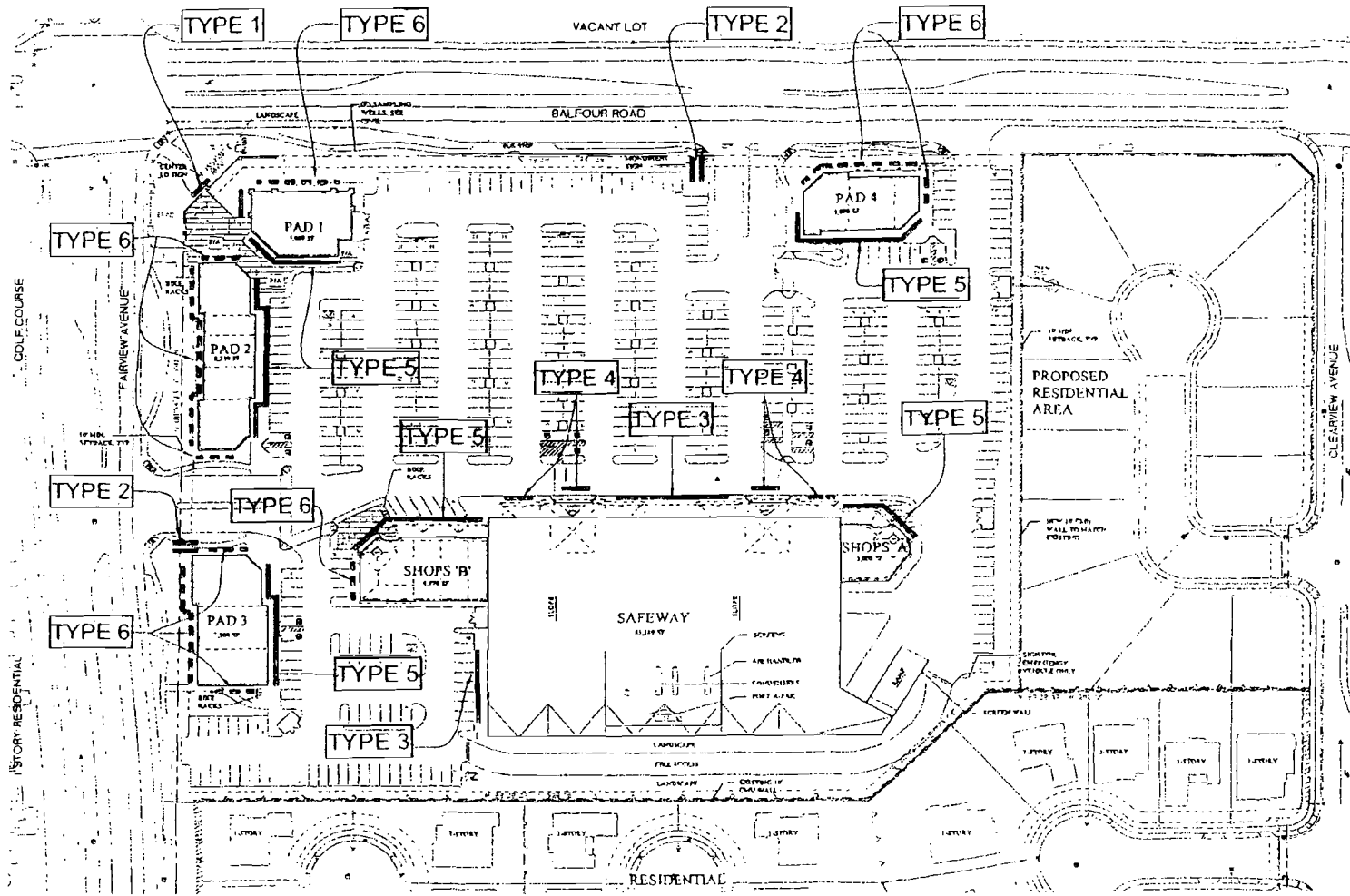
Tenant shall install service door signage. The purpose of this is to identify service door for delivery and emergency purposes only. Sign shall be a 12" (twelve inch) high by 12" (twelve inch) long sheet metal plaque affixed to the rear door with a minimum of 4 (four) self-tapping sheet metal screws. Plaque shall be painted to match door color. Letters may be maximum 4" (four inches) high. Sign is to be centered on the door with bottom edge located 4'-6" (four feet six inches) from floor.



# BALFOUR VILLAGE CENTER

## MASTER SIGN PROGRAM SIGNAGE EXHIBITS

- EXHIBIT SITE PLAN
- EXHIBIT A - CENTER FEATURE SIGN
- EXHIBIT B - ENTRY GROUND SIGNS
- EXHIBIT C - MAJOR ANCHOR SIGNAGE
- EXHIBIT D - IN-LINE TENANT PRIMARY SIGNAGE
- EXHIBIT E - IN-LINE TENANT SECONDARY SIGNAGE
- EXHIBIT F - SECONDARY BLADE SIGNAGE



BALFOUR CENTER - Brentwood, CA

SIGNAGE PLAN

McNellis Partners

BENSON & BOHL

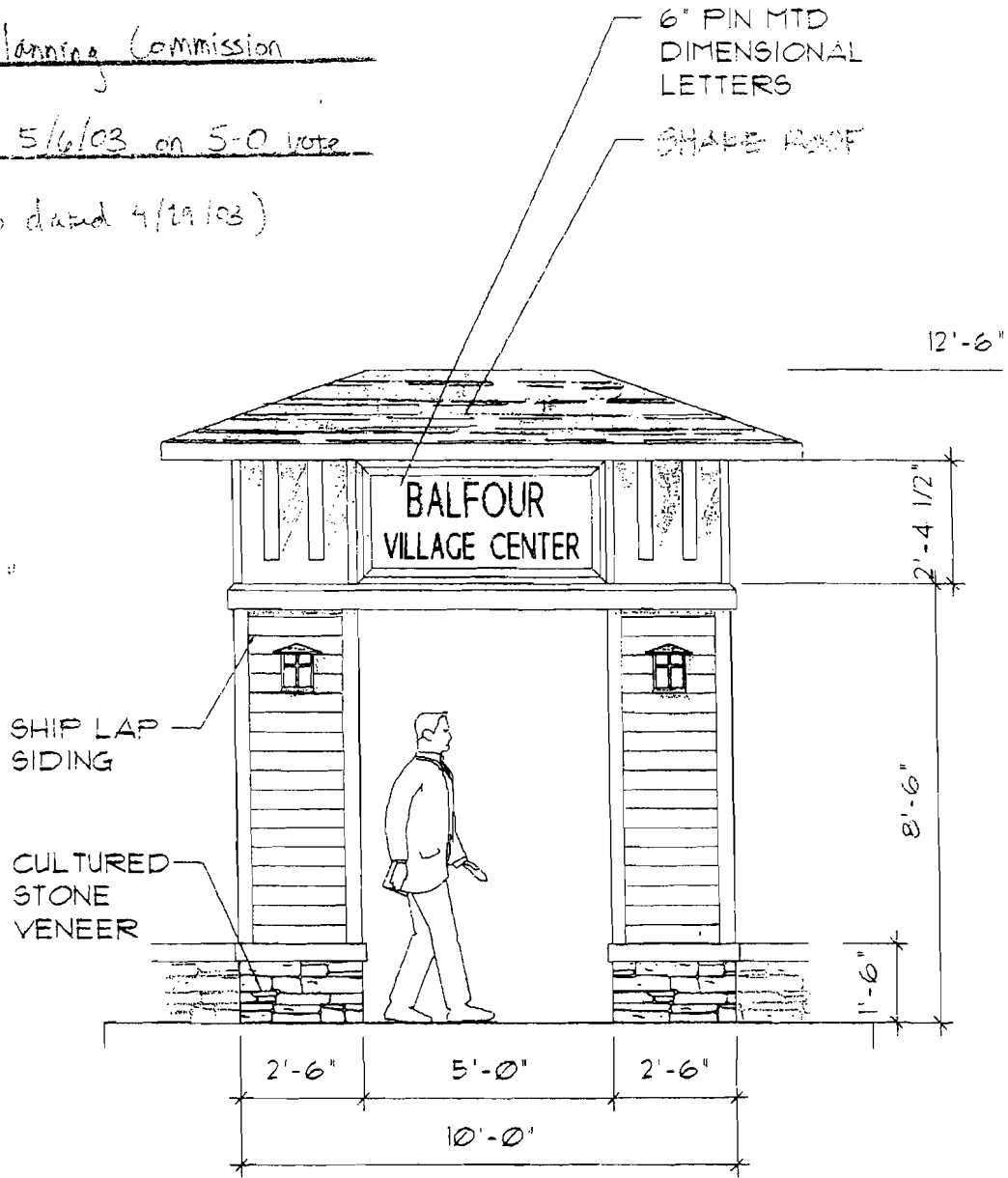
EXHIBIT SITE PLAN

# APPROVED

BY: Planning Commission

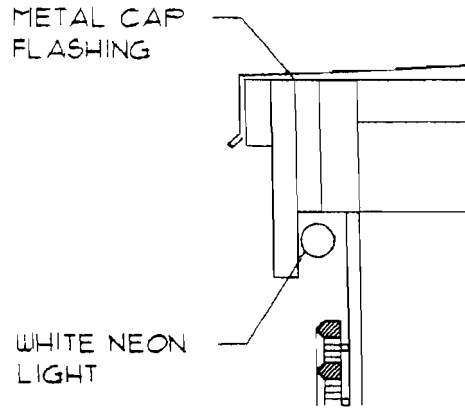
DATE: 5/6/03 on 5-0 vote

(per memo dated 4/29/03)

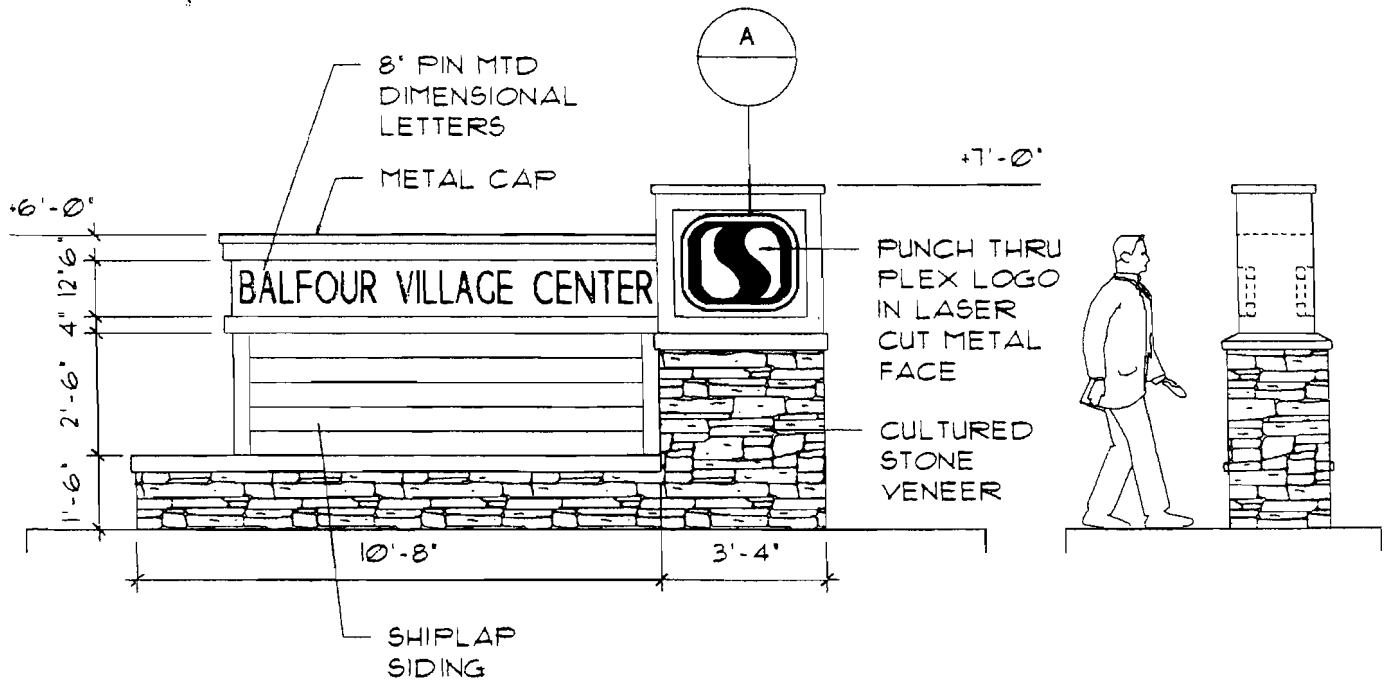


## CENTER I.D. SIGN

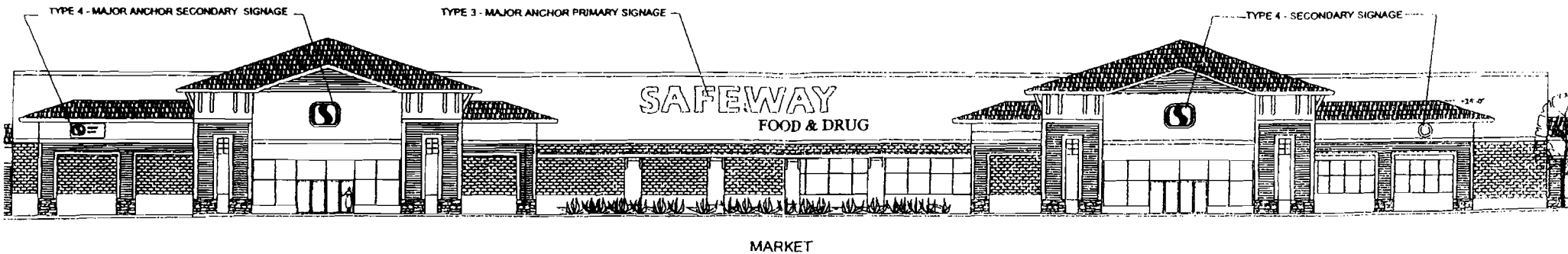
# BALFOUR VILLAGE CENTER



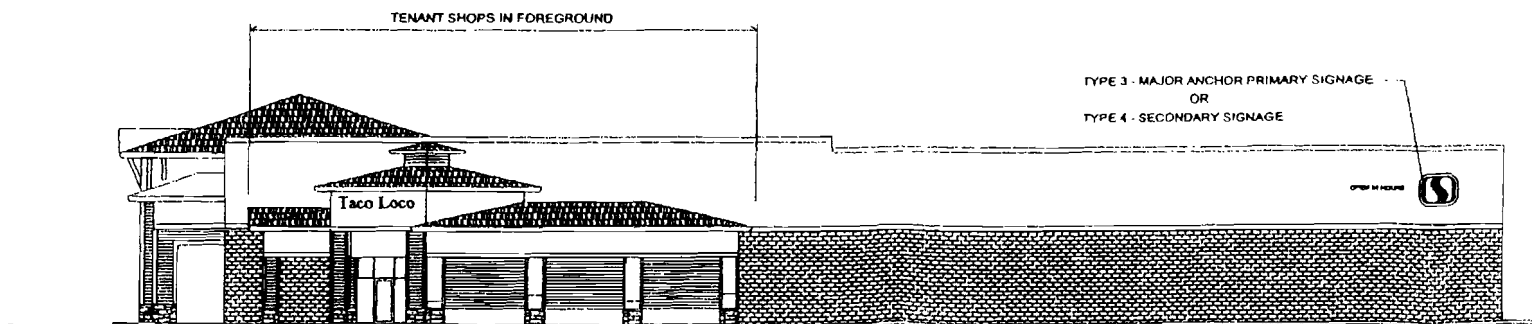
SECTION A



## EXHIBIT 'B' - ENTRY GROUND SIGNS



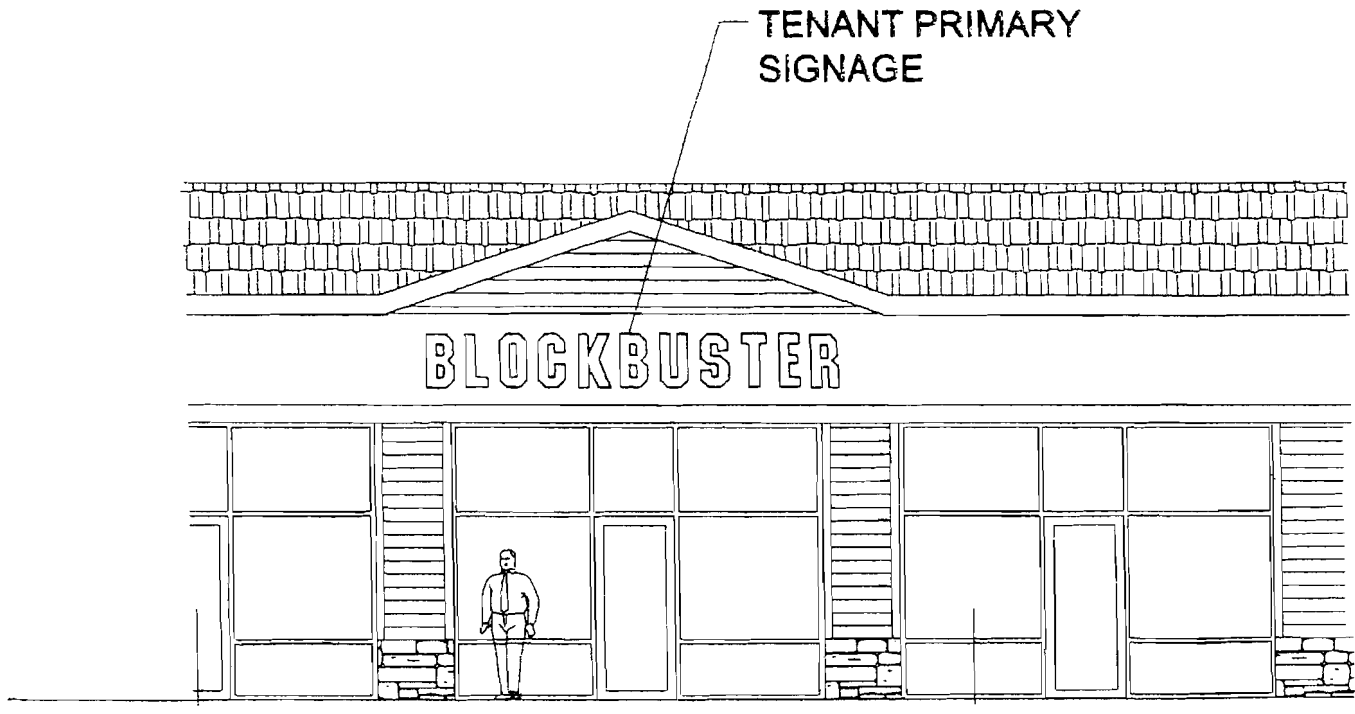
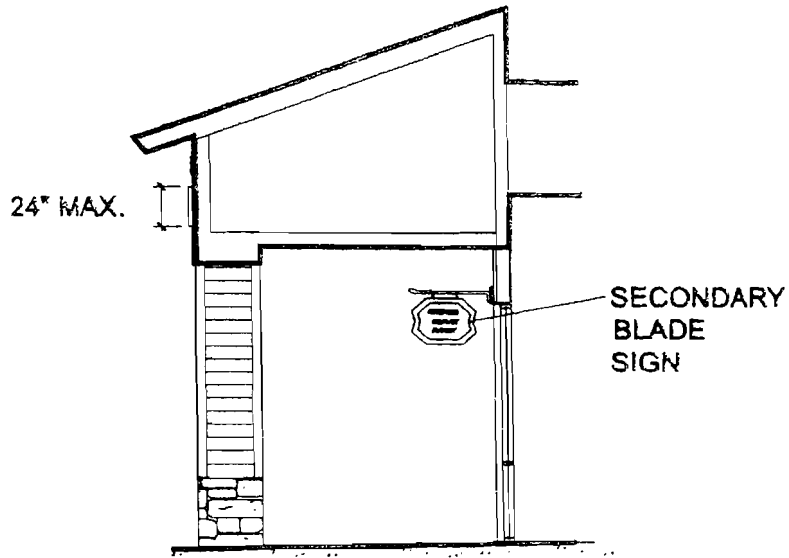
MAJOR ANCHOR - BALFOUR ELEVATION



MAJOR ANCHOR-FAIRVIEW ELEVATION

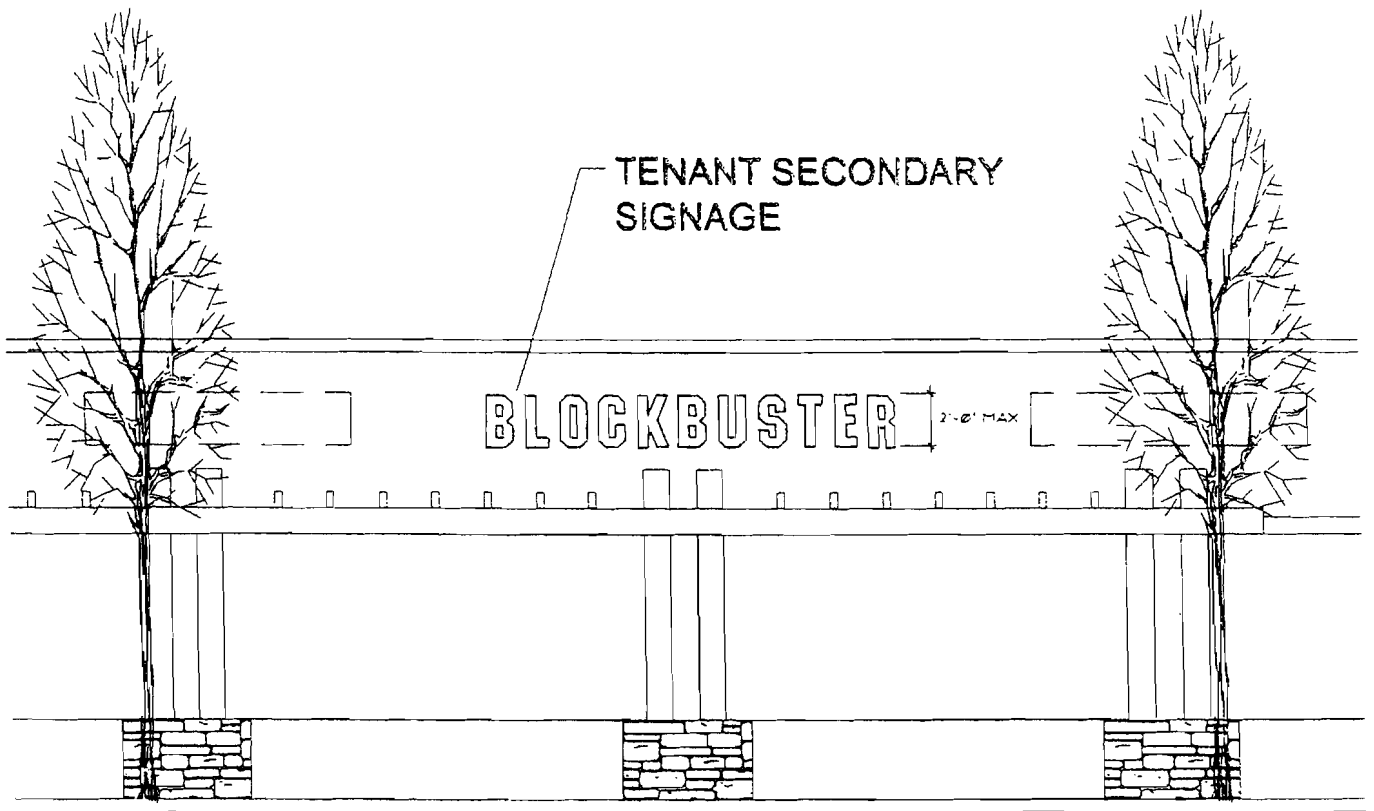
EXHIBIT 'C' - MAJOR ANCHOR SIGNS

# BALFOUR VILLAGE CENTER



## EXHIBIT 'D' - IN-LINE TENANT SIGNS

# BALFOUR VILLAGE CENTER

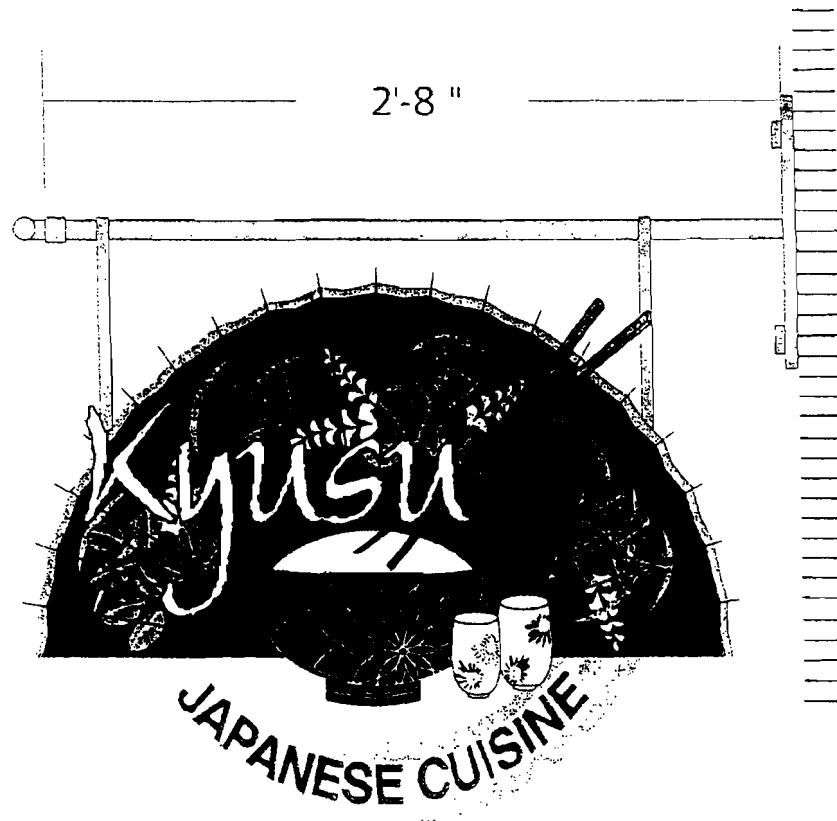


## EXHIBIT 'E' - IN-LINE TENANT SIGNS

# BALFOUR VILLAGE CENTER

## SIGN TYPE 7 – UNDER CANOPY/BLADE SIGNS

- MATERIALS:** A variety of materials can be used to build the blade sign. It is encouraged that blade signs be at least two or three dimensional and iconic as possible.
- COPY:** Tenant Name/Logo
- SIGN AREA:** 5 SF maximum (area not to be included in total allowable sign area)
- TYPE FACE:** Custom tenant log type/name, subject to Owner's approval.
- COLORS:** Custom Colors, subject to Owner's approval



## EXHIBIT 'F' – BLADE SIGNS