

APPROVED

Master Sign Program
Bill Brandt Ford

BY: Planning Commission
*Copy includes project CoAs

DATE: January 17, 2012

INTRODUCTION

The Bill Brandt Ford Master Sign Program has been established to ensure that all signage associated with the business location incorporates professional visual graphics, imagery, and installation methodology in order to benefit the business site, the merchant, customers, and the Brentwood Boulevard corridor. The intent is to institute those sign criteria that are necessary to achieve a visually-harmonious business environment.

Business-related signage is intended to clearly identify the tenants and available services while utilizing designs that are compatible with the overall business location. This sign program is applicable to the area identified below:



TENANT SIGNAGE

The design of the tenant signage clearly identifies the business to vehicular and pedestrian traffic within and around the business setting. This program allows for individual trade/trademark-style graphics within a uniform signage plan. This design benefits commercial endeavors while maintaining the aesthetic environment of both the business site and Brentwood Boulevard. This program includes a description of the overall signage environment allowed by these criteria and specifications for individual signage components and graphic elements applied within the project area.

GENERAL CRITERIA

All commercial signage within the boundaries of the area governed by this master sign program are subject to the criteria set forth in this program and adherence will be strictly enforced. Any non-conforming or unapproved signage that is installed by any tenant after the effective date of this sign program will not be permitted and shall be brought into conformance at the expense of the tenant/business owner.

Any changes proposed to the Bill Brandt Ford Master Sign Program must be approved by the property owner and the City of Brentwood. In accordance with this policy, the property owner must submit a written request to the City of Brentwood for any amendment to this sign program.

Required Signs

Each tenant shall provide a maximum of one primary tenant identification sign per store frontage with a public entrance. All signs shall conform to the sign sizes and locations designated within this sign program.

Procedures for Signage Application

1. The property owner shall provide these criteria (herein) to business tenants.
2. The applicant shall submit a copy of all proposed signage to the property owner for review and approval as well as a copy of the completed City of Brentwood Universal Application Form for signature.
3. The applicant shall submit three color copies of the signage proposal, the Universal Application signed by both the property owner and the applicant, as well as the requisite fees to the City of Brentwood for review and approval. All sign applications will be reviewed for conformance to these sign criteria.

City of Brentwood Sign and Building Permits

All permits required for signage installation shall be obtained by the applicant, or his agent, at the expense of the applicant and the applicant shall be responsible to fulfill all requirements and specifications contained in the master sign program and any applicable electrical, sign, structural, or building codes.

Sign Contractor

Any sign contractor performing work for any tenant of the project site shall have a valid State of California Contractor's License and the property owner reserves the right to exclude any sign contractor from performing work on the site or on the buildings. The sign contractor shall also obtain and/or maintain a valid City of Brentwood Business License while he or she is performing work within the City of Brentwood.

Insurance

All sign contractors performing work in the City of Brentwood shall carry Worker's Compensation and Public Liability Insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction, fabrication, erection, or installation of signs in an appropriate amount as required by the Landlord and the City of Brentwood. The Contractor or the tenant shall indemnify the Landlord and the City of Brentwood from any damages that may arise from the installation, placement, maintenance, or use of all signage erected on the property.

Sign Maintenance

Each tenant will be responsible to maintain and repair signage and lighting associated with their business. Each tenant shall keep any signage associated with the business as well as any related lighting in good repair, appearance and proper operating condition at all times. All maintenance shall be carried out at the expense of the beneficiary of the sign.

Sign Removal at Vacation of Space

At the time that a tenant vacates their space, or in the event that a business located within the boundaries of the project site is closed for a period of more than 60 days, the tenant business shall remove all signage associated with the use and patch, repair, and repaint the surfaces to which the signs were installed so that the original condition of the façade/structure is restored. This removal and restoration shall be carried out at the sole expense of the tenant vacating the site. If the tenant fails to remove their signs and/or does not restore the underlying surface back to the original condition prior to installation, the property owner may have such work performed and charge the former tenant with the cost of removal, disposal, and restoration.

Hours of Illumination

The hours of sign illumination shall be consistent with the business hours of the tenant, except that the hours during which the monument signs may be illuminated are not restricted.

Owner's Right of Refusal

The property owner reserves the right to refuse acceptance of any design for aesthetic compliance with the buildings on the site, or for any reason whatsoever.

Temporary Signage

Temporary banner signs are allowed per the City of Brentwood sign regulations (Municipal Code Section 17.640.007.B). A banner sign permit must first be obtained from the City of Brentwood and all banner signage must be maintained in compliance with the City's Municipal Code or will be subject to removal.

Leasing Signs

All leasing or "for rent" signs must be installed and maintained in accordance with City of Brentwood standards (Municipal Code Section 17.640.005.K).

STANDARD SIGN CRITERIA

Definitions

All terms used within this document shall be consistent with the definitions employed within Section 17.640.004 of the Brentwood Municipal Code.

Prohibited Signage

All signs prohibited within Brentwood Municipal Code Section 17.640.009 shall also be prohibited under the terms of this master sign program.

Allowed Signage

1. Monument Sign

One monument sign shall be allowed per right-of-way frontage and shall be located immediately adjacent and perpendicular to the right-of-way frontage.

Monument signs may incorporate a total area (measured on one side of the sign) of 75 square feet and the overall height of the monument sign is limited to eight feet.

Monument signs may be internally-illuminated and must be of a decorative design intended to compliment the buildings on-site.

The primary tenant name shall be displayed on tenant panels with a height of up to 30 inches. Tenant panels may consist of an aluminum plate with routed-out logos or lettering.

Up to two services offered may also be displayed on panels with a height of 18 inches. Service panels may consist of an aluminum plate with routed-out logos or lettering.

The signable area of a monument sign panel may include 75% of both the height and length of the panel.

Monument signs may not encroach into the public right-of-way.

2. Primary Tenant Identification Signs

One primary tenant identification sign may be allowed per tenant per right-of-way frontage.

The sign shall be mounted on a vertical wall plane and must maintain adequate negative space between the edges of the sign and any decorative elements, building corners, windows, roof lines, etc.

Logos incorporated into a primary tenant identification sign may have a height of up to 30 inches, while letters may have a height of up to 24 inches.

Primary tenant identification signs may not exceed 70% of the length of the wall plane on which they are placed.

Primary tenant identification signs may incorporate the following:

- HALO-illuminated logos and letterforms consisting of reverse pan-channel letters with solid opaque acrylic or aluminum faces and pegged one inch from the building façade and illuminated with LED or neon tube lighting.
- Internally-illuminated logos and letterforms consisting of reverse pan-channel letters with translucent acrylic faces with LED or neon tube lighting.
- A continuous opaque aluminum sign face with cut-out or push-thru logos and lettering illuminated with LED or neon tube lighting.
- Externally-illuminated lettering of a high-quality, high-density material incorporating decorative building-mounted lighting fixtures above the sign.
- Non-illuminated logo or letter forms of a high-quality, high-density material.

Up to two lines of lettering are allowed.

Unless incorporated into a recognized logo or a continuous opaque aluminum sign face, all lettering shall be individually-formed and mounted.



Example of Primary Tenant Identification Signage

3. Secondary Identification Sign

Two secondary identification signs advertising merchandise or services offered on-site may be allowed per tenant per right-of-way frontage.

The signs shall be mounted on a vertical wall plane and must maintain adequate negative space between the edges of the sign and any decorative elements, building corners, windows, roof lines, etc.

Logos incorporated into a secondary identification sign may have a height of up to 24 inches.

Letters incorporated into a secondary identification sign may have a height of up to 18 inches.

Secondary identification signs may not exceed 70% of the length of the wall plane on which they are placed.

Secondary identification signs may incorporate the following:

- HALO-illuminated logos and letterforms consisting of reverse pan-channel letters with solid opaque acrylic or aluminum faces and pegged one inch from the building façade and illuminated with LED or neon tube lighting.
- Internally-illuminated logos and letterforms consisting of reverse pan-channel letters with translucent acrylic faces with LED or neon tube lighting.
- A continuous opaque aluminum sign face with cut-out or push-thru logos and lettering illuminated with LED or neon tube lighting.
- Externally-illuminated lettering of a high-quality, high-density material incorporating decorative building-mounted lighting fixtures above the sign.
- Non-illuminated logo or letter forms of a high-quality, high-density material.

Up to two lines of lettering are allowed.

Unless incorporated into a recognized logo or a continuous opaque aluminum sign face, all lettering shall be individually-formed and mounted.



Examples of Secondary Identification Signage

4. Frontage Signage

Signs that display stock-in-trade or services offered may be displayed on the business site and must be combined with decorative banners.

Individual frontage signs are limited to a maximum size of ten square feet and the overall size when combined with a decorative banner is limited to 20 square feet.

Frontage signage may not be illuminated, except by any existing ambient lighting.

Up to five such sign/banner combinations may be displayed along each public right-of-way frontage.

Frontage signs and decorative banners may not obstruct views of traffic signs, traffic controlling equipment, or permanent on-site signage when viewed from the public right-of-way.

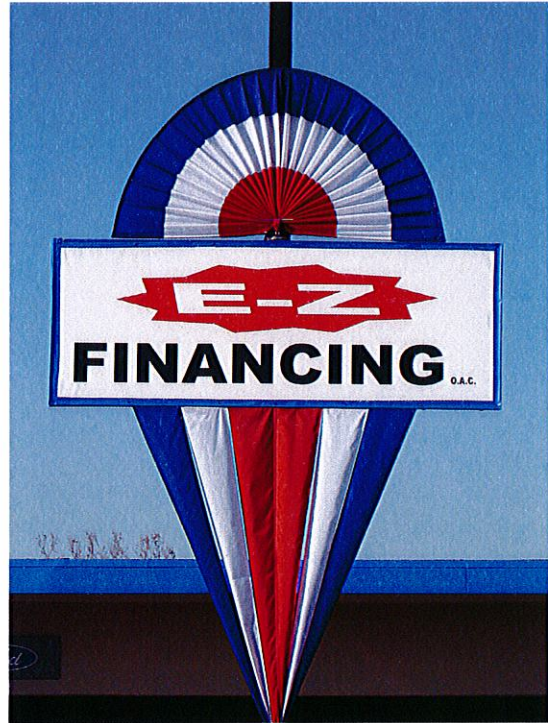
Each frontage sign and decorative banner must be supported by a single support structure.

Each frontage sign and decorative banner must be affixed to existing permanent infrastructure on the project site and new support structures intended to solely support such signs may not be installed to bear such signs and banners.

All frontage signs and decorative banners must be maintained in good repair and shall be removed or replaced in the event of sun, wind, water or other damage.



Example of stock-in-trade Frontage Sign



Example of service Frontage Sign

5. Directional Signage

Directional signs shall be located to best direct motorists to services offered on-site.

Faces of directional signs may include an area of up to four square feet and may not exceed a height of 42 inches above the finished grade of the lot.

Directional signs may incorporate a solid acrylic or aluminum panel face with painted or vinyl lettering.

Directional signs shall be non-illuminated.

Two directional signs may be placed on each parcel incorporated into the business and must direct customers to services offered on the parcel.

Directional signs may not be oriented toward the Brentwood Boulevard frontage.

6. Window Signage

Window signage may be painted on the inside of any window surface or affixed to the inside of any window facing the public right-of-way.

Any sign placed within five feet of any window that is oriented toward the window shall be considered to be a window sign.

Window signs may cover up to 1/3 of any single window opening.

The area of a window sign shall be measured by determining the smallest possible rectangular box around the sign and calculating the area.

Window signs shall be non-illuminated.

7. Promotional Signage

Promotional signage in the form of inflatable balloons with an approximate diameter of 16 inches and an overall height of four feet (including a rigid support pole) may be mounted to the windows of for-sale vehicles displayed on the project site.

Promotional signage may be displayed in conjunction with special sales including President's Day, Memorial Day, Flag Day, the Fourth of July, Labor Day, and Veteran's Day.

The display of all promotional signage shall be maintained to the satisfaction of the Community Development Director.

Legal Non-conforming Signage

Any signage that was legally established prior to the effective date of this master sign program may be maintained in-place, but may not be expanded or otherwise modified.