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CITY OF BRENTWOOD
COMMUNITY DEVELOPMENT DEPT.

BRENTWOOD MEDICAL PLAZA

SIGNAGE CRITERIA



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APPROVED PLAN

PERMIT NO. MSP 13-001

RESOLUTION NO. 13-006

ACTION: APPROVED DENIED

DATE April 2, 2013

1. General

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- 1.2 Design Intent
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General Criteria:

Purpose:

The Brentwood Medical Plaza Signage Criteria has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenant identification, while encouraging creativity, compatibility, and enhancement of the project in the City of Brentwood.

Design Intent:

The guidelines of these criteria are designed to complement architectural elements of the buildings and coordinate the type, placement, and physical dimensions of signs within the project thereby appearing as an integral part of the project and not appearing as an after thought.

In cases not covered by Brentwood Medical Plaza Signage Criteria, the prevailing criteria will follow the City of Brentwood Sign Ordinance in force.

Approvals and Permit:

- a) Each Tenant will be provided with a copy of the Signage Criteria as their first step in obtaining signs within the Brentwood Medical Plaza. Compliance with these signage criteria will be strictly enforced. Any non-conforming or unapproved sign installed by Tenant must be brought into compliance at Tenant's sole expense.
- b) Each Tenant is required to submit to the Landlord for approval before fabrication, at least four (4) copies of detailed design drawings indicating the location, size, copy layout, colors, materials, finishes, and method of attachment.
- c) These criteria shall not imply that any governmental approval will be automatically granted. Tenant is solely responsible for obtaining any and all required approvals and permits from governmental agencies.
- d) The tenant's sign contractor shall submit a sign permit application to the City of Brentwood Community Development Department for review and approval prior to installation of all signs. Three copies must accompany the application, including one copy which has been signed by the property owner or his representative.
- e) All permits for signs and their installation shall be obtained by Tenant, at Tenant's sole expense prior to installation.

General Requirements:

- a) Tenant must meet any owner requirements for minimum occupancy prior to requesting signage on the exterior of the building.
- b) All signs shall be constructed, installed and maintained at Tenant's sole expense.

- c) All signs shall be designed consistent with the City of Brentwoods adopted sign design guidelines for signs, as well as any standards contained herein.
- d) Tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of the City of Brentwood and Uniform Electric Code.
- e) All signs shall be reviewed for compliance with all applicable criteria, as well as overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Brentwood.
- f) All signs should meet or exceed all current applicable codes (i.e. electrical, mechanical, structural, etc)
- g) Signage should meet all requirements of the State of California and the City of Brentwood.
- h) All exterior signs shall be secured by non-corrosive fasteners.
- i) All exposed fasteners to be painted to match the background surface.
- j) All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- k) All identification labels shall be concealed, except where required by code.
- l) Sign contractor shall repair any damage caused by their work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.
- m) Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the Landlord and the City of Brentwood harmless from damages or liabilities on account thereof.
- n) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- o) All exposed welded seams end joints shall be finished smooth.
- p) The general location of wall signs shall be centered vertically and horizontally on fascias, unless otherwise specified within this sign program. Signs shall not cover or interrupt major architectural features.

Administration:

- a) The sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or performed against any and all persons or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence.
- b) At the expiration, or early termination of Tenant's lease term, or sale of unit, Tenant shall be required to remove their signs, cap-off electrical connections, patch the fascia and paint the entire fascia area to match the surrounding areas at Tenant's expense within seven (7) days.

- c) Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by the Landlord. Any deviation from these specifications may result in the rejection of the sign by the Landlord.
- d) In the event any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the Landlord decision shall be final and binding upon the Tenant.

Prohibited Signs:

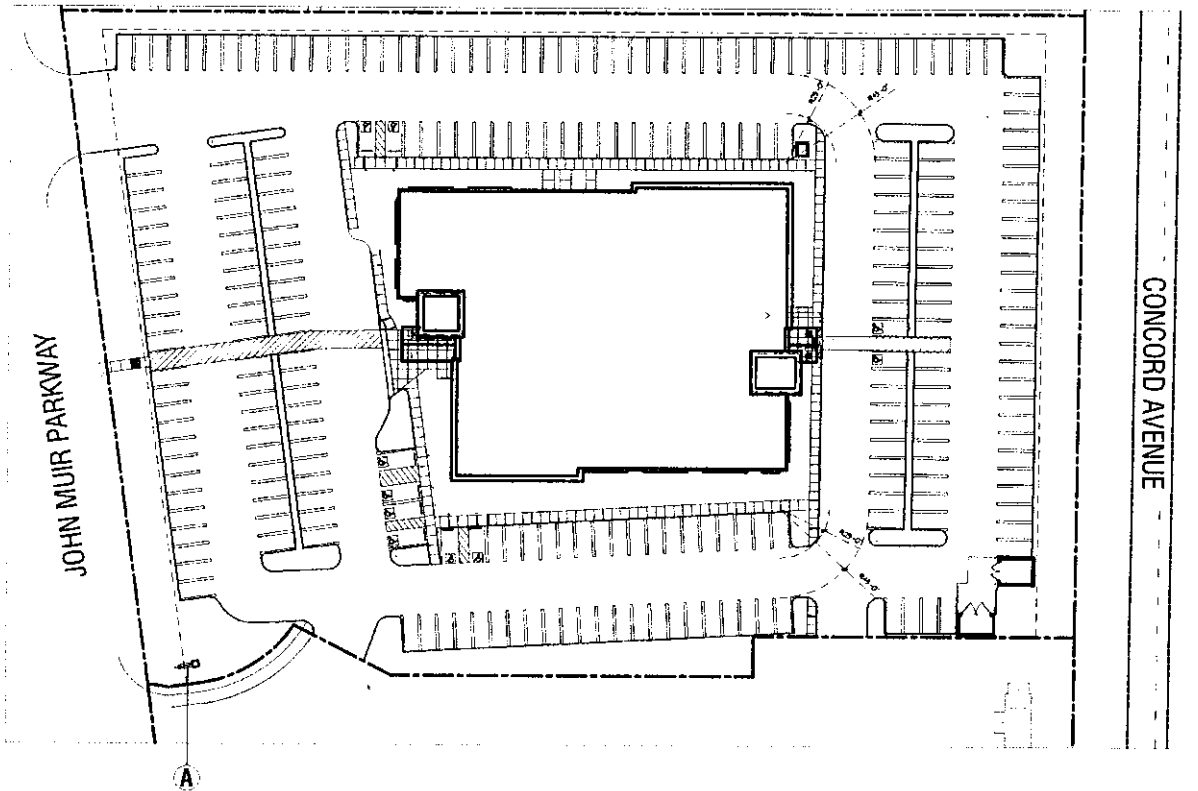
- a) No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door.
- b) No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.
- c) No sign shall be located within a required easement or the public right-of-way, unless an encroachment permit has been authorized by the affected utilities.
- d) No sign shall obstruct access to fire hydrants, fire department connections, or fire department access roads.
- e) Signs on/or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles are prohibited when such vehicles are located on the premises.
- f) Signs, which audibly advertise, identify or provide direction to a use or activity, are prohibited.
- g) It is unlawful for any Tenant to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or of immoral nature or unlawful activity.
- h) Painted wall signs are prohibited.
- i) Cabinet wall signs are prohibited
- j) Permanent advertising devices such as attraction boards, posters, banners and flags, except where approved by the Landlord and the City of Brentwood.
- k) Window signs except where approved by the Landlord.

Temporary Signs:

All temporary signs shall be approved by the Landlord and shall be consistent with provisions in the City of Brentwood Sign Ordinance.

2. Freestanding Signage

2.1 Freestanding Signage plan

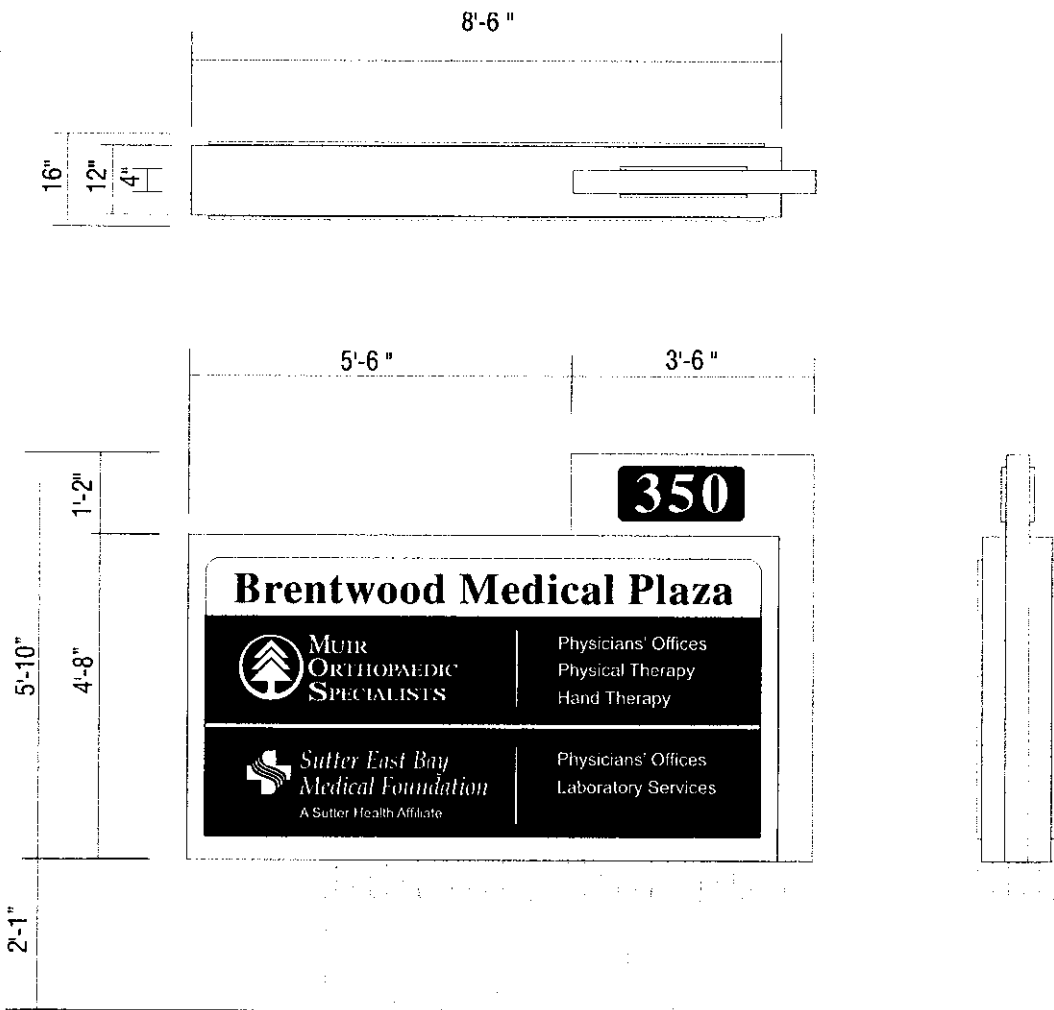


Sign Type A

Primary Identification Monument

2.2 Sign Type A - Primary Identification Monument:

Sign Body: Double-sided, all aluminum construction monument sign
 Color: Painted and texcoated to match building colors (Kelly Moore # KM563 "Fig Cookie" and Kelly Moore # 202 "Doeskin").
 Content: Medical plaza identification, address and anchor tenants
 Address: Aluminum sign panel, black background with white copy
 Tenants: Aluminum sign panel, black background with white copy
 Lighting: Ground Lighting



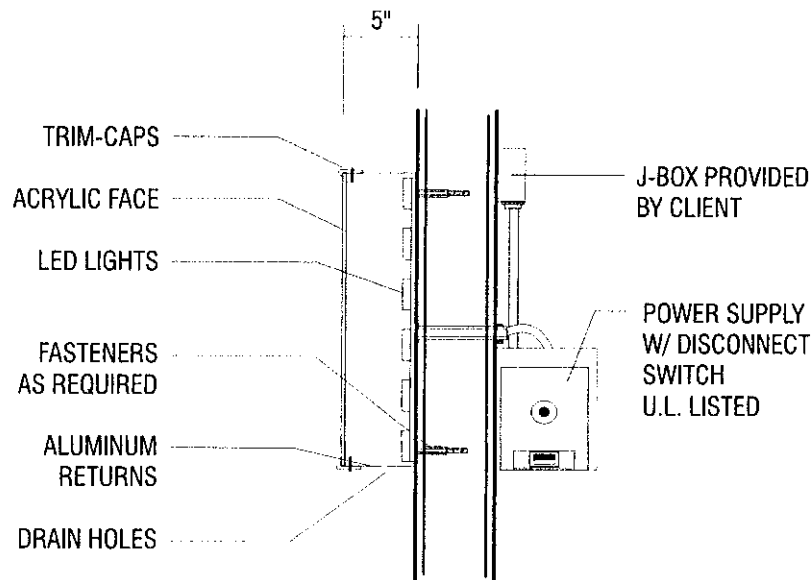
D/F MONUMENT SIGN

3/8" = 1'-0"

3. Tenant Building Signage

3.1 Signage Specifications

Quantity:	Up to two (2) signs per Tenant, Not to exceed more than one (1) sign per elevation
Content:	Tenant business name
Copy Height:	Not to exceed 3'- 0" in height for single-line text, and not to exceed 4'-0" overall height for double-line text
Logo/Icon	Not to exceed 5'- 0" in height, or 80% of the sign band height, whichever is less
Sign Length:	Not to exceed 30 ft
Construction:	Fabricated aluminum pan-channel or reverse channel letters
Colors:	Colors to match Tenant's corporate standards
Font:	Tenant are allowed to use their own fonts or logo
Illumination:	Internally illuminated, halo-illuminated, or non-illuminated

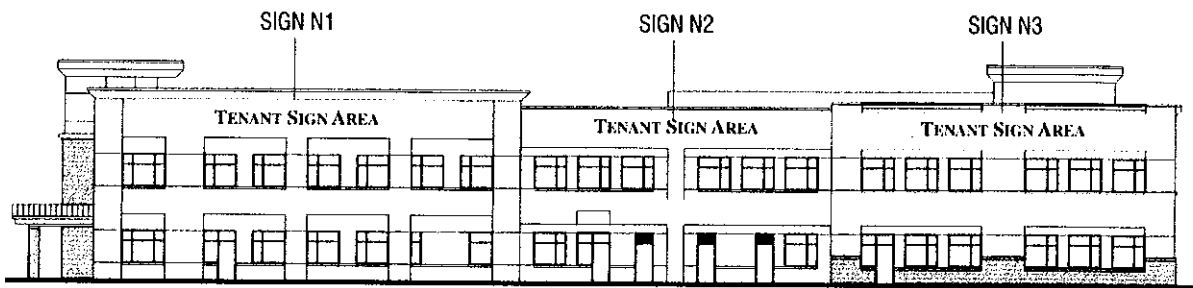


TYPICAL SECTION DETAIL

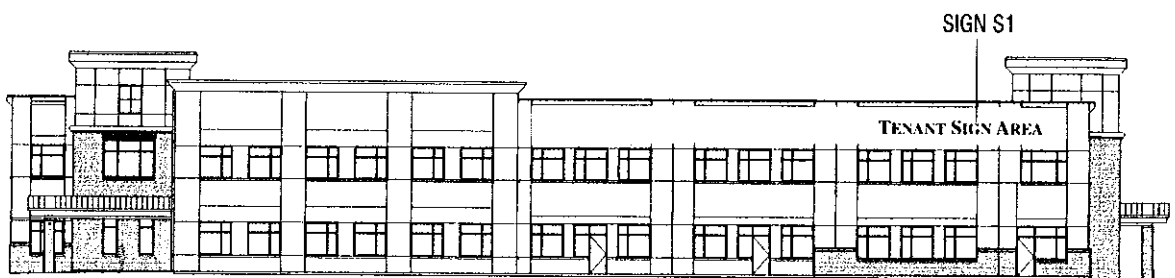
3.2 Allocation of signage – East, North & South Elevations



EAST ELEVATION



NORTH ELEVATION



SOUTH ELEVATION