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MAY - 1 2012

CITY OF BRENTWOOD
COMMUNITY DEVELOPMENT DEPT.

Brentwood Station
Master Sign Program

Prepared By:



JSJ Electrical Display Corporation
167 Grobric Court
Fairfield, CA 94534
(707) 747-5595
www.jsjdisplay.com

APPROVED PLAN

PERMIT NO. CUP04-20-A2/AMD

RESOLUTION NO. 12-010

ACTION: APPROVED DENIED

DATE April 3, 2012

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1 Overview

The following is the rationale, purpose and guidelines for this Master Sign Program. Signage is an important element in the identity of this project. Our purpose, with the Master Sign Program, is to set forth guidelines, as well, minimum and maximum exterior advertising exposures for each individual business, to ensure a consistency in signage that reinforces the collective image of this project as an upscale commercial/retail center.

Our intention is to enhance the overall appearance of the center by standardizing each individual sign type. Additionally, our purpose is to assist each business by providing a means for adequate exposure to their customers and the visiting public in order to benefit all parties involved and the community as a whole.

It is the primary purpose of this program to be a forward-thinking road map for "way-finding" to effectively and safely navigate vehicular traffic from the roads of travel to various shopping, eatery, fueling, banking destinations once parked while the signs attached to the buildings can bring pedestrian oriented shoppers to individual businesses. Thus, various types of signs have been designed, encouraged and prescribed therein.

2 General Sign Types

2.1 Pylon Sign

- 2.1.1 Pylon sign (D) has been designed and developed to assist access to the Shopping Center on Jeffrey Way.
- 2.1.2 The shopping center identifier is internally illuminated individual lettering (white) reading "Brentwood Station". The major retail advertisement is also internally illuminated, lighting has been limited to only the readable area (whether it be logos or word sets).

2.2 Monument Signs

- 2.2.1 Monument signs have been designed and developed as the primary exposure to further assist vehicular traffic to primary ingress and egress points of the Shopping Center.
- 2.2.2 The two (2) monument signs are approximately 23'-6" feet tall and approximately 10 feet wide. The shopping center identification is internally illuminated individual letters reading "**Brentwood Station**" and approximately 100 square feet of advertisement area for shopping center occupants. These signs are located on Lone Tree Way.

2.3 Tenant Signage

Brentwood Station encourages the use of various letter styles and colors to achieve a unique and individual look. However, these signage guidelines limit the number of signs, sign sizes (including total area and overall letter heights). Each building pad is allowed a maximum of 100 square feet of signage per building pad.

There are three tenant types identified for this center, the major retail tenant, shop tenants and the freestanding building tenant.

2.3.1 Retail Tenants

- 2.3.1.1 All retail tenant signage to be fabricated with individual pan channel letters constructed of 5" deep aluminum returns with a translucent acrylic face and trim cap. Exceptions to this will be made on a case by case basis at the discretion of the landlord. The 3/16" (minimum thickness) acrylic face is available in a variety of colors and illuminated with neon or LED from inside. Company logos may not exceed 15% of the overall signage area and may not exceed the height requirement for the tenant space. Again, various letter styles and colors are encouraged; however, all tenant signage is subject to final landlord and the City of Brentwood approval.

2.3.1 Retail Tenants (Continued)

- 2.3.1.2 Tenants occupying more than 10,000 square feet are allowed one (1) sign per tenant frontage, located within the designated sign area. Signs are allowed to occupy a maximum of 75% of the tenant's storefront or architectural feature on which the sign is placed, whichever is less, and shall not exceed a maximum letter height of 48 inches.
- 2.3.1.3 Tenants occupying less than 10,000 square feet are allowed one (1) sign per tenant frontage, located within the designated sign area. Signs are allowed to occupy a maximum of 75% of the tenant's storefront or architectural feature on which the sign is placed, whichever is less, and shall not exceed a maximum letter height of 36 inches.
- 2.3.1.4 Tenant signs other than those specified here are not allowed except for temporary window banner signs, which may be allowed by the landlord on a case by case basis to announce special events.
- 2.3.1.5 Window banner signs shall not exceed 25% of the total window area.
- 2.3.1.6 Blade signs have been designed and developed to be located perpendicular to the entry of each store front tenant. These sign type's further assist shoppers while standing in front of a retailer to look left or right and see other retailers within the Center. These signs are double-sided and project away from individual storefronts.

2.3.2 Single User Pad or Single Tenant Building Signage

- 2.3.2.1 Single user pad or single tenant buildings are allowed a maximum of three (3) signs and shall be the same construction to those allowed for the other buildings in the Brentwood Station Center. Sign locations are to be determined, as shown in the proposed Master Sign Program. Logo size shall not exceed 36 inches in height; letter size shall not exceed 24 inches in height. All signs are subject to approval by the landlord and the City of Brentwood. A maximum of 100 square feet of building-mounted signage shall be allowed per building pad.

2.3.3 Gasoline/Auto Service Tenant

- 2.3.3.1 Tenant is allowed one (1) sign on two elevations of the gasoline canopy and the letter size shall not exceed 20" in height.
- 2.3.3.2 Tenant is allowed three (3) wall signs, one per elevation for the primary tenant elevation and two (2) wall signs, one (1) per elevation for the uses associated with the tenant (i.e. food mart, car wash, etc).
- 2.3.3.3 Cumulative sign area per elevation shall be limited to one square foot per linear foot of building elevation on which sign(s) will be placed. Letterform/logo height for primary tenant shall not exceed 36" and uses associated with the tenant are not to exceed 18" in height.

2.3.4 Vertically-oriented signage

- 2.3.4.1 All text incorporated into such signs shall conform to the height limits otherwise imposed by the sign program.
- 2.3.4.2 Such signs must be placed on tower elements and are limited to one such sign per pad building
- 2.3.4.3 Such signs may not exceed $2/3$ the height of the architectural feature on which they are placed.

2.3.5 Blade Signage

- 2.3.5.1 Blade signs are limited to one such sign per business located in the multi-tenant building and may be allowed in conformance with the following:
 - 2.3.5.1.a Blade signs must maintain a minimum clearance of eight feet between the lowest edge of the sign and the surface of the sidewalk beneath it.
 - 2.3.5.1.b They may not project more than four feet from the face of the building.
 - 2.3.5.1.c Such signs are limited to a maximum sign area of 10 square feet.
 - 2.3.5.1.d Blade signs may not be internally illuminate and must be composed of high quality materials such as metal, wood, stone or tempered glass.

3 Electrical and Illumination

- 3.1 Fabrication and installation shall comply with all Underwriters Laboratories requirements and applicable state and local codes. All components shall bear the U.L. label indicating approval, and be manufactured and installed by a U.L. certified company.
- 3.2 All wiring, conductors, transformer, ballasts and other equipment shall be concealed from public view. The use of any raceway is prohibited.
- 3.3 Primary electrical service to all tenant's signs shall be tied to tenant's electrical service. Tenant shall provide time clocks for use in conjunction with the electrical service and be responsible for all associated costs.
- 3.4 The illumination of all sign components shall be uniform in intensity over all the illuminated surfaces. No noticeable hot spots or shadows will be allowed.
- 3.5 Illumination and electrical specifications must appear on all shop drawings submitted for approval.
- 3.6 The use of any external illumination of signs shall be subject to review and approval of the landlord and Community Development Department. Appropriate techniques would include but not be limited to downward-wash, cut-off and full cut-off fixtures.

4 Construction

- 4.1 All bolts, fasteners, clips and conduits shall be generally hidden from public view. Where externally mounted, all sign parts shall be painted to match the exterior color of the surfaces on which they are mounted.
- 4.2 All manufacturers and installers are advised that prior to final acceptance, each unit may be inspected for conformance by an authorized representative of the landlord. Any sign, before or after installation, found not to be in conformance with these Guidelines will be rejected and required to be removed immediately by the tenant or tenant's contractor.
- 4.3 Shop drawings are required to be submitted to, and approved by, landlord prior to the start of any work, detailing all specifications and methods of construction, see the submittal procedures that follow.

5 Installations and Removals

- 5.1 All penetration of any building structure required for sign installations shall be neatly sealed and continuously maintained in a watertight condition.
- 5.2 All Contractors used by tenants for installation removal or service calls on signage must be fully licensed, and must provide landlord with certificates of insurance prior to the commencement of any work.
- 5.3 All methods of attachment to any structure must be detailed on shop drawings and be approved by the landlord.
- 5.4 Sign removals shall include the patching and repairing of the entire work area, plus the repainting of "ghosted" areas as directed by the landlord.

6 General Requirements and Submittal Procedures

- 6.1 No signs shall be fabricated or installed unless the following approvals have been obtained:
 - 6.1.1 All permits required by the City of Brentwood and any associated fees, shall be obtained and paid for by tenant. All signs shall be constructed and installed at tenant's expense. Tenants shall be responsible for the fulfillment of all requirements and specifications mandated by these Signage Guidelines and applicable state and local codes including the Uniform Building Codes. In case of a discrepancy between the requirements of these Signage Guidelines and any City of Brentwood codes or ordinances, the provisions of these Guidelines shall prevail.
- 6.2 Tenant shall submit two (2) sets of professionally prepared sign designs for Landlord's review and approval prior to application to the City of Brentwood or fabrication of any display. Designs shall include the following:
 - 6.2.1 Dimensioned, scaled drawings showing the sign(s) in elevation and section.
 - 6.2.2 Storefront elevations to scale and dimensioned showing the sign(s) in place, clearly indicating exact size, type and placement of each display.
 - 6.2.3 Specifications of materials, color, finishes, lighting and method(s) of attachment.

7 Tenant Responsibilities

- 7.1 Tenants shall be responsible for the fulfillment of all requirements of these Signage Guidelines and all applicable codes and ordinances. Each tenant is responsible for the cost of design, fabrication, installation, maintenance and electricity for their own sign(s). Tenants shall be responsible for the immediate electricity for their own sign(s). Tenants shall be responsible for the immediate repair of illumination source (neon/LED), which is damaged or not illuminating properly and the proper maintenance of all tenant signs. All permits required by the City of Brentwood and associated fees, shall be obtained and paid for by the tenant or tenant's representative. Tenants shall be required to perform or cause to have performed such necessary action to correct or repair signage with 10 days of written notice from landlord.
- 7.2 All sign contractors employed or retained by tenant must carry Worker's Compensation and Public Liability insurance providing coverage against damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs, in an amount deemed appropriate by lessor. Tenants shall indemnify and hold harmless the landlord and the City of Brentwood from any damages that arise from the installation, maintenance or use of tenant's signage.
- 7.3 Upon the termination or conclusion of tenant's lease, the tenant is responsible at their sole cost for the removal of all signs. All signs must be removed within 30 days of the lease's termination. The storefront fascia shall be patched, touch-up painted and otherwise repaired as detailed in previous section of these guidelines.

8 Promotional and Temporary Signs

- 8.1 Promotional/Temporary such as but not limited to banners, streamers and inflatable advertising devices or balloons, except for Grand Opening signs as permitted by the City of Brentwood through the Banner Sign Permit Process (BMC Section 17.640.070 C) are prohibited.

**** This is the end of the written Master Sign Program ****

brentwood station retail

brentwood, ca

03 Aug 05

master sign program criteria

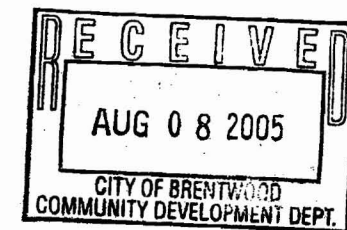
APPROVED PLAN

PERMIT NO. COP 04-20

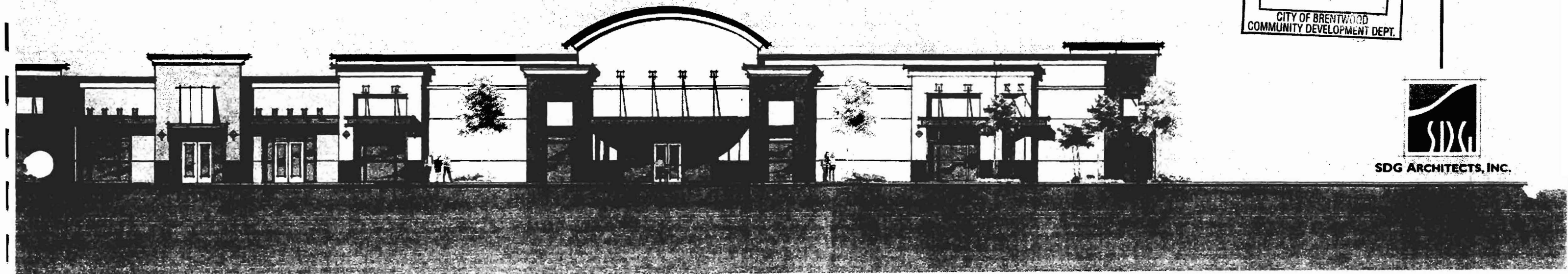
RESOLUTION NO. 05-16

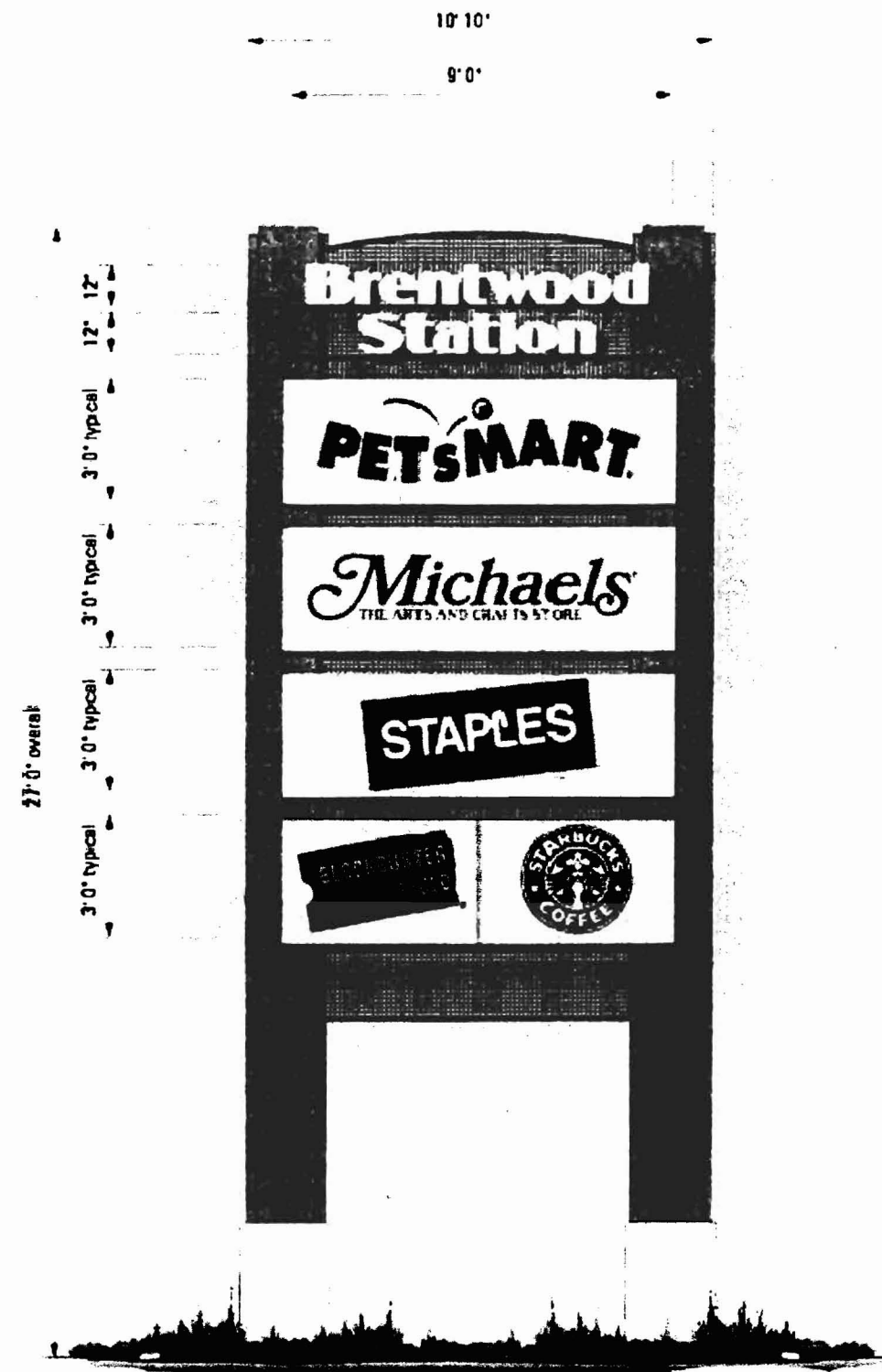
ACTION: APPROVED DENIED

DATE 9.20.05



SDG ARCHITECTS, INC.





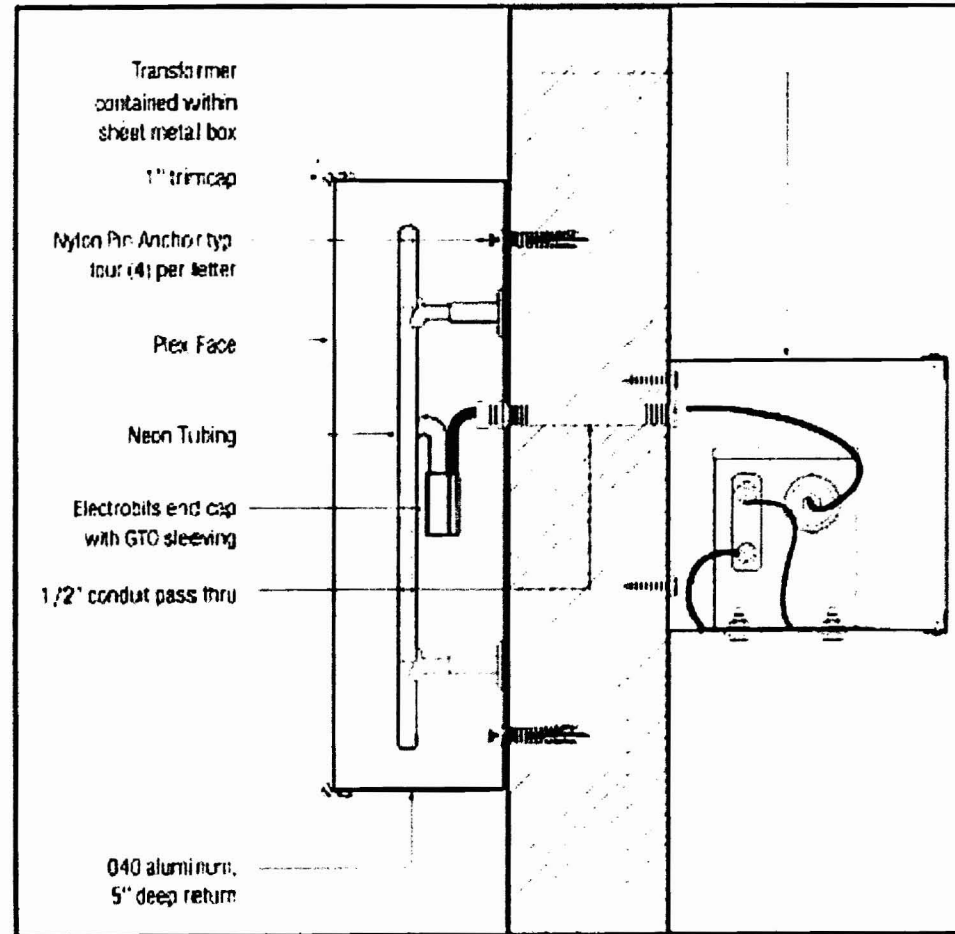
Total square footage = 125 sq. ft. (each side)

D PYLON SIGN ELEVATION SCALE - 1/4"

Pylon Sign Specifications

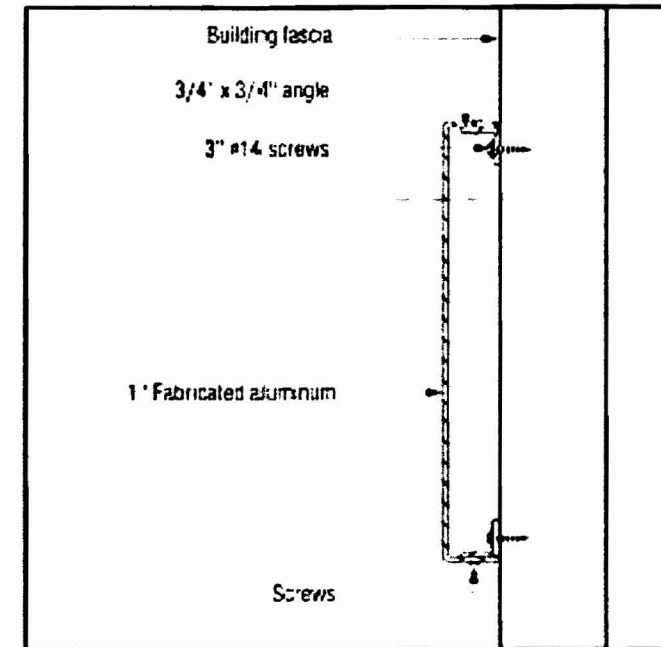
Manufacture and install one (1) single faced internally illuminated pylon sign as shown

Item	Description	Vendor	Specification
Pole Supports	16" square tube	Kelly Moore w/ texcoat	"Brombridge" KM 6000 Alternate Color: "Coffee Ole" KM 5640
Trim	Aluminum	Kelly Moore w/ texcoat	Color TBD
Base	Aluminum	Kelly Moore w/ texcoat	Color TBD
Tenant Faces	Aluminum	Kelly Moore w/ texcoat	Color TBD
Tenant Copy	1/2" push thru	3M	Per tenant colors
"Brentwood" Returns	3" deep aluminum	Alliance	Raven Black
"Brentwood" Faces	3/16" acrylic	Acrylite	White #315-9
"Brentwood" Outline	Vinyl	3M	Gold Nugget #3630-141
"Brentwood" Trimcap	1"	Svaltram	Black
"Brentwood" & Station Illumination	LED	Premight	White as required
Center Panel	Perforated alum. with 1" square tube frame	Matthews	Color TBD



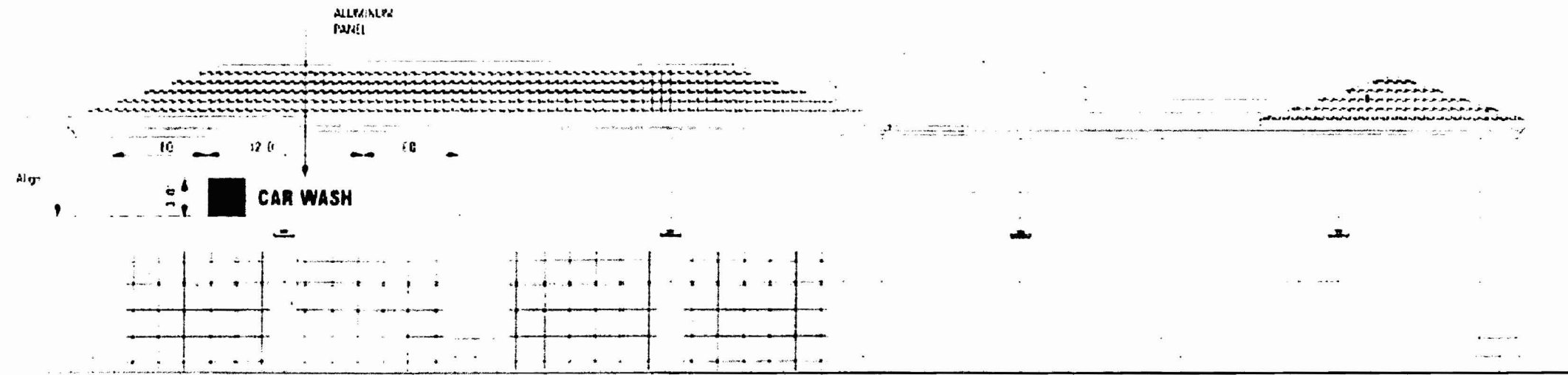
Mounting Detail

not to scale



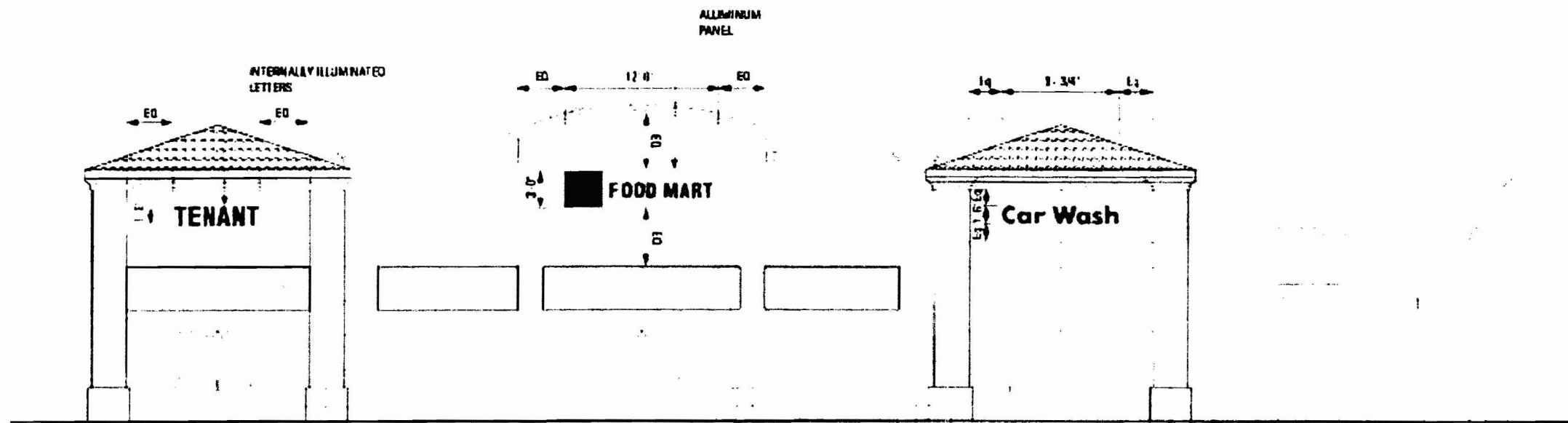
Mounting Detail

not to scale



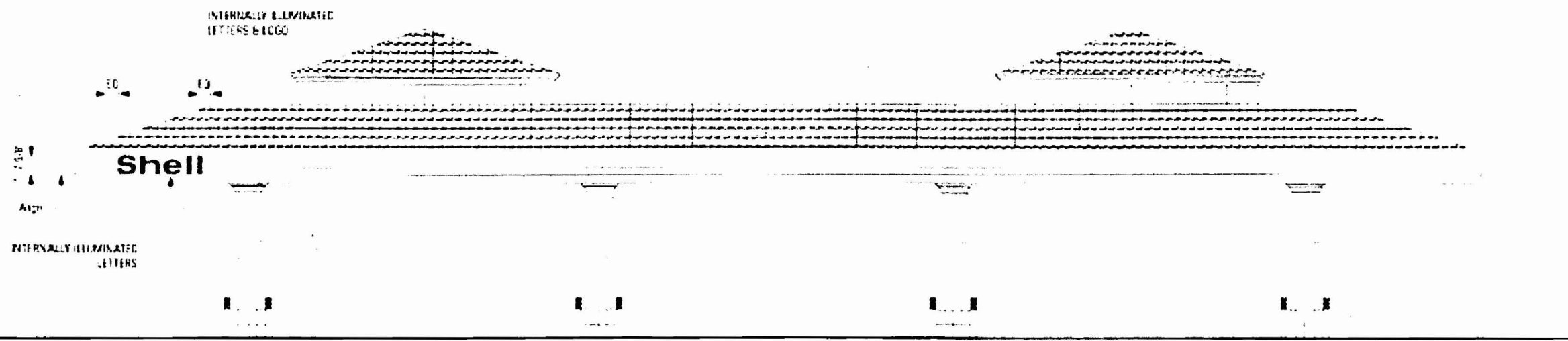
Shell Food Mart/Carwash - South Elevation - Parcel 1

SCALE: 3/32" = 1' 0"



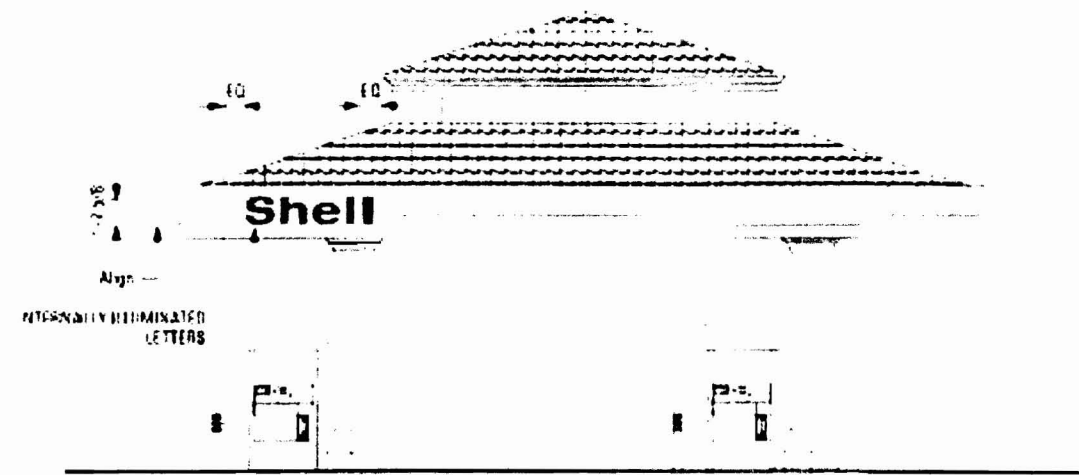
Shell Food Mart/Carwash - North Elevation - Parcel 1

SCALE: 3/32" = 1' 0"



Shell Canopy - North Elevation - Parcel 1

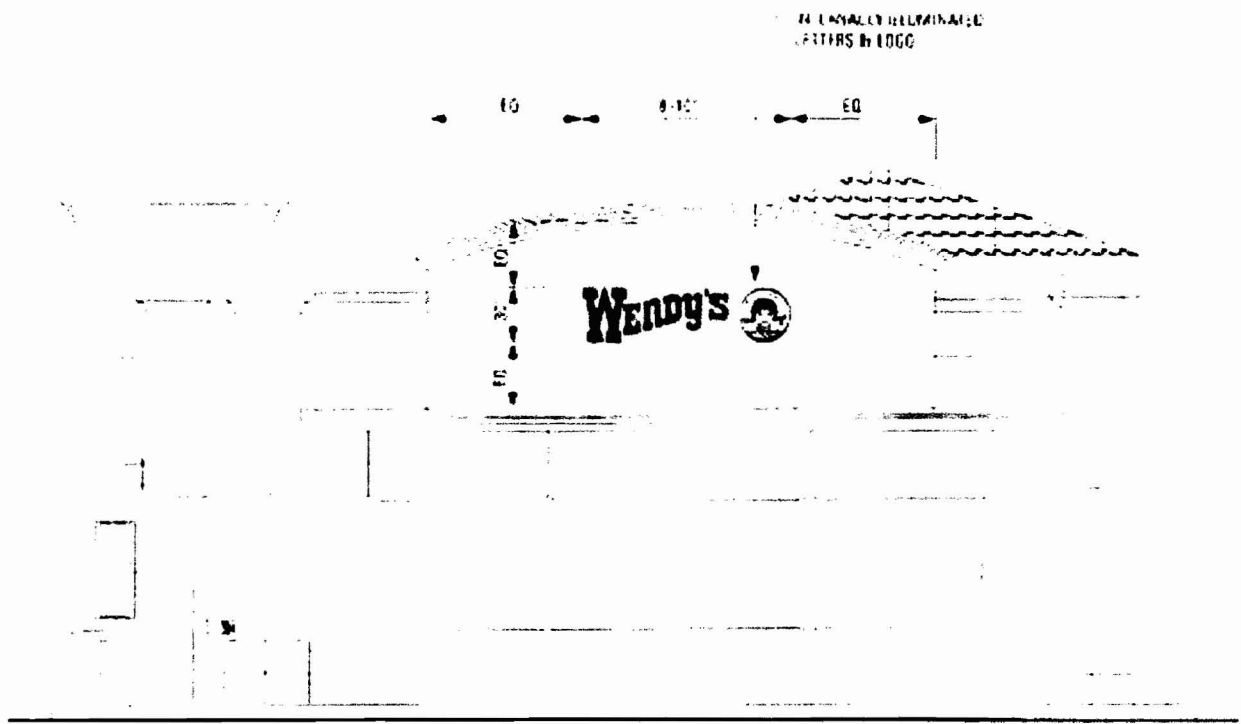
SCALE 3/32" = 1'-0"



Shell Canopy - West Elevation - Parcel 1

SCALE 3/32" = 1'-0"

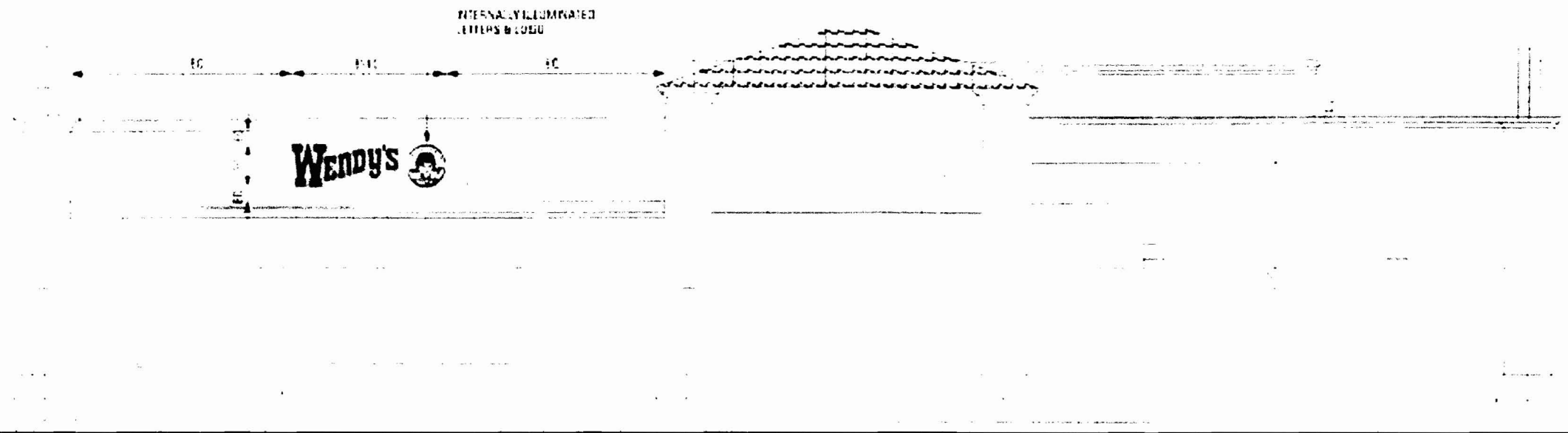
01-11-2020
01-11-2020



Wendy's - North Elevation - Parcel 1

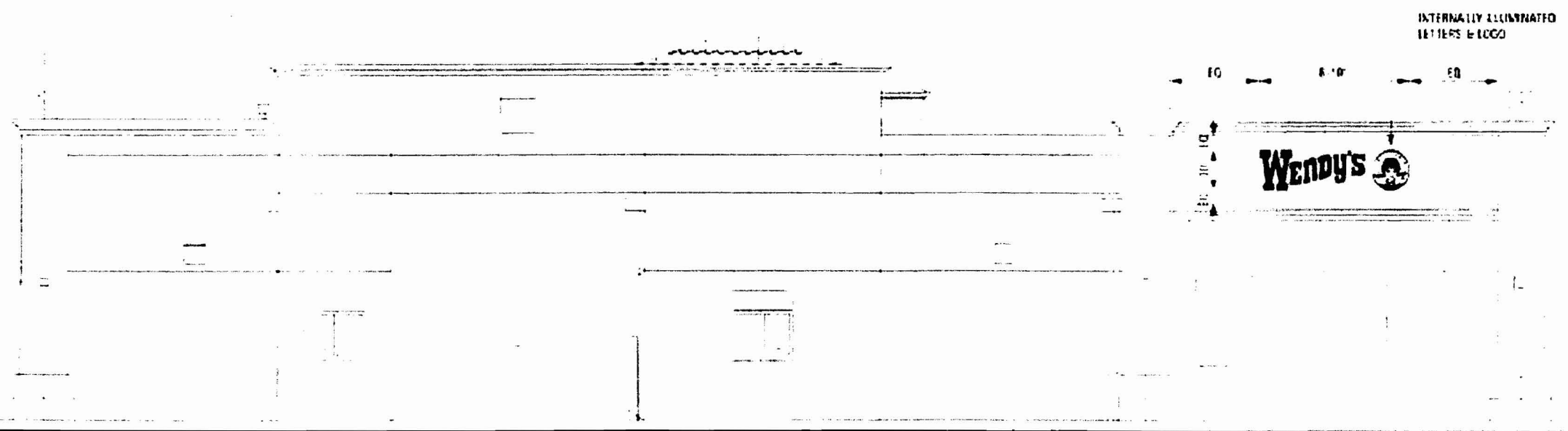
SCALE: 1" = 1'-0"

10/11/2004
10/11/2004



Wendy's - West Elevation - Parcel 1

SCALE 1/8" = 1'-0"

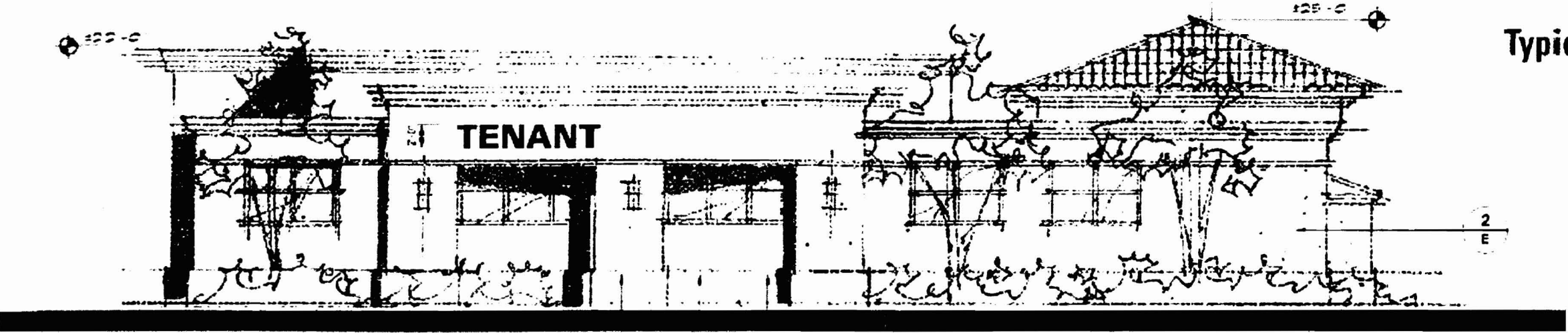


Wendy's - East Elevation - Parcel 1

SCALE 1/8" = 1'-0"

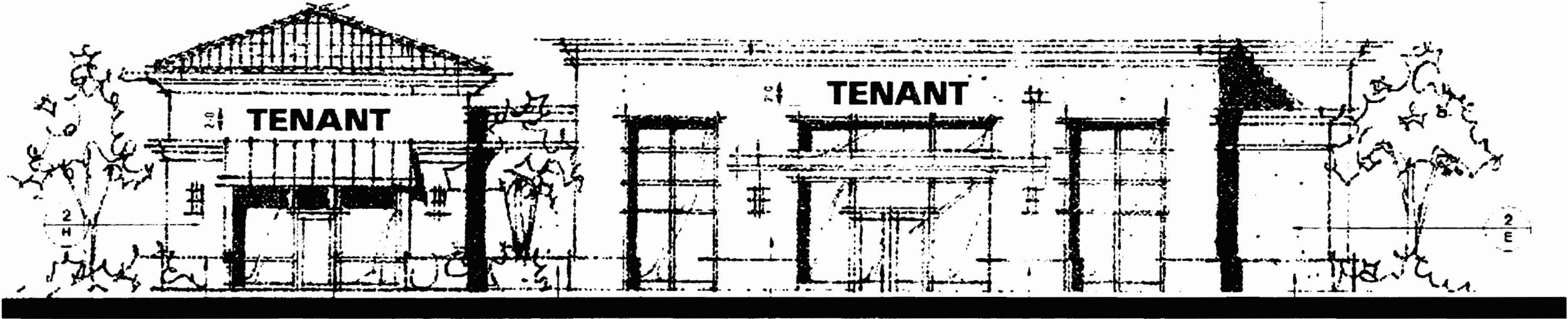
DATE: 11/11/01
 DRAWN BY: J. J. J.

Typical Multi Tenant



West Elevation - Parcel 2

SCALE: 3/32" = 1'-0"



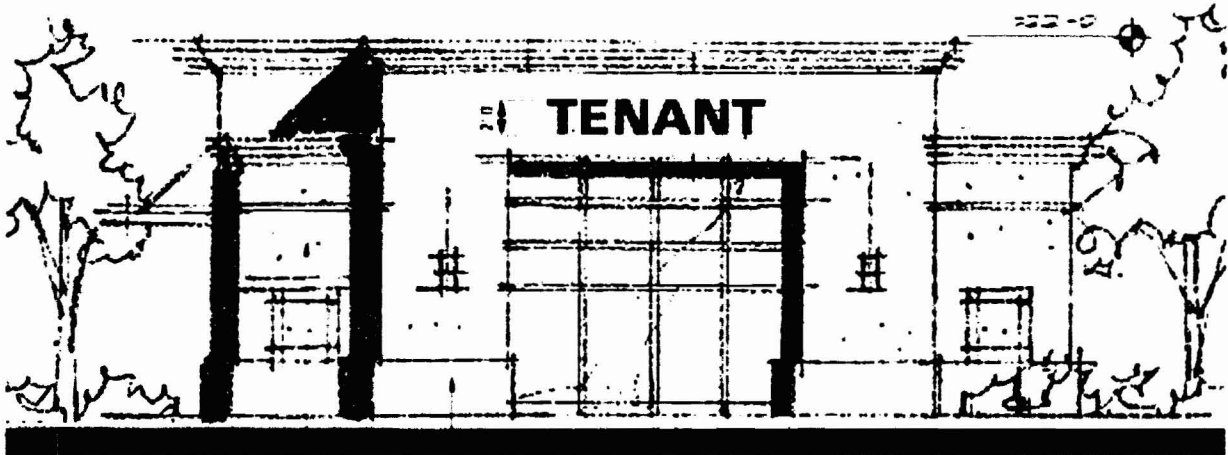
East Elevation - Parcel 2

SCALE: 3/32" = 1'-0"



South Elevation - Parcel 2

SCALE: 3/32" = 1'-0"



North Elevation - Parcel 2

SCALE: 3/32" = 1'-0"



Partial North Elevation

SCALE: 1/16" = 1'-0"



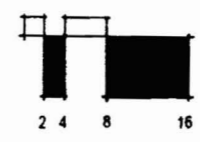
Partial North Elevation

SCALE: 1/16" = 1'-0"



BUILDING A WEST ELEVATION

SIGN LOCATION EXHIBIT



Brentwood Station Retail

sdg architects

925.634.7000

03 August 2005
Schematic Design



JSJ ELECTRICAL DISPLAY CORPORATION

JSJ Electrical Display Corporation
 167 Grobic Court
 Fairfield, CA 94534
 Phone (707)747-5595
 Fax (707)747-5599
 www.jsjdisplay.com

Client: Brentwood Station
 Address: 6061 Lone Tree Way
 SC Name: Brentwood Station
 City/State: Brentwood, CA
 Account Rep: B. Schneider / S. West

Design No. 11-4349
 Designer: R. Cardinio
 Sheet: 2 of 4
 Scale: Noted
 Date: August 25, 2011

Landlord Approval / Date

Customer Approval / Date

REVISIONS

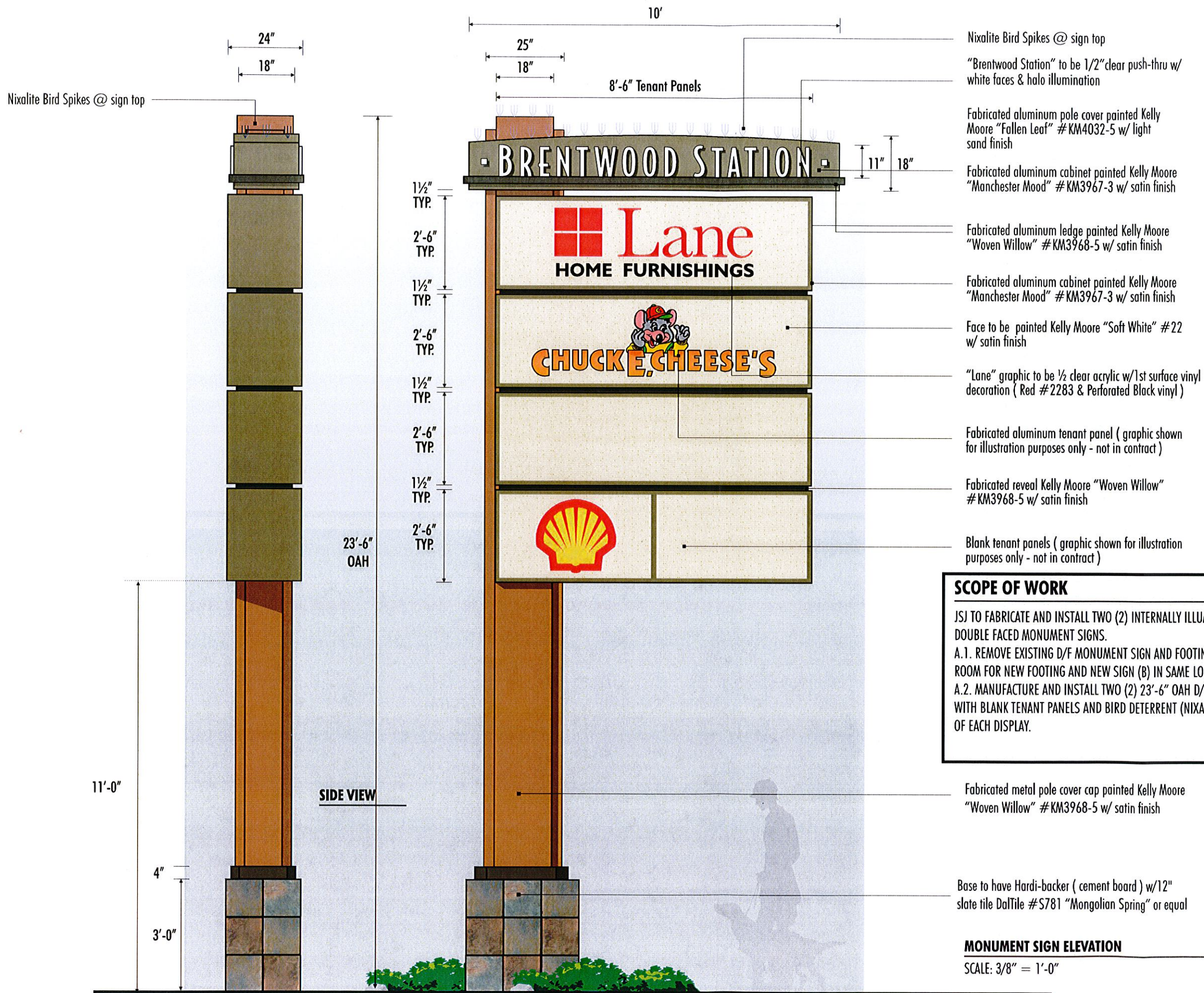
- 8.30.2011 Reduce tenant cabinets sq.ft.
- 8.31.2011 Change construction monument
- 2.16.2012 Revise Site Plan
- 2.17.2012 Add Shell Logo
- 4.4.2012 Increase OAH to 23'-6"



California Sign Association

The intent of this drawing is to show a conceptual presentation of the proposed signage. Due to variation in printing devices and devices and substrates, the finished product may differ slightly from drawing.

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SCOPE OF WORK

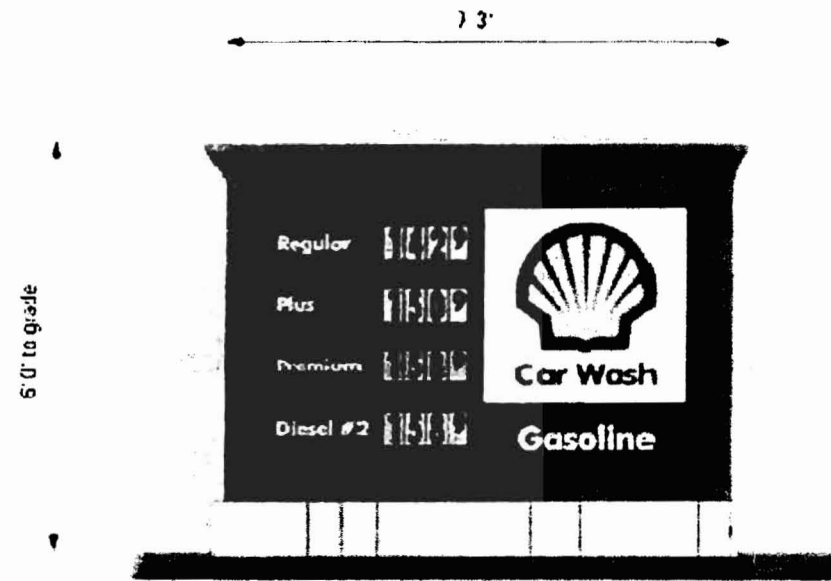
JSJ TO FABRICATE AND INSTALL TWO (2) INTERNALLY ILLUMINATED DOUBLE FACED MONUMENT SIGNS.

A.1. REMOVE EXISTING D/F MONUMENT SIGN AND FOOTING, MAKING ROOM FOR NEW FOOTING AND NEW SIGN (B) IN SAME LOCATION.

A.2. MANUFACTURE AND INSTALL TWO (2) 23'-6" OAH D/F DISPLAYS WITH BLANK TENANT PANELS AND BIRD DETERRENT (NIXALITE) ON TOP OF EACH DISPLAY.

MONUMENT SIGN ELEVATION

SCALE: 3/8" = 1'-0"

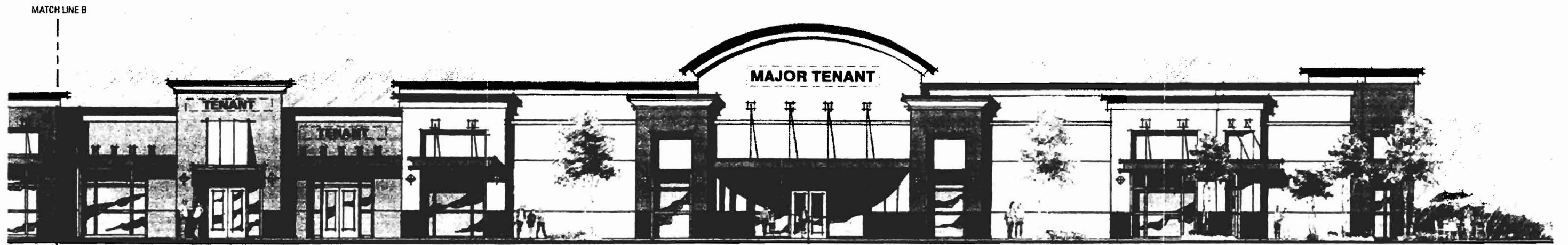


B.1 B.2 MONUMENT SIGN ELEVATION SCALE 3/4" = 1'-0"

B.2 B.2 SHELL MONUMENT SIGN SCALE 3/8" = 1'-0"

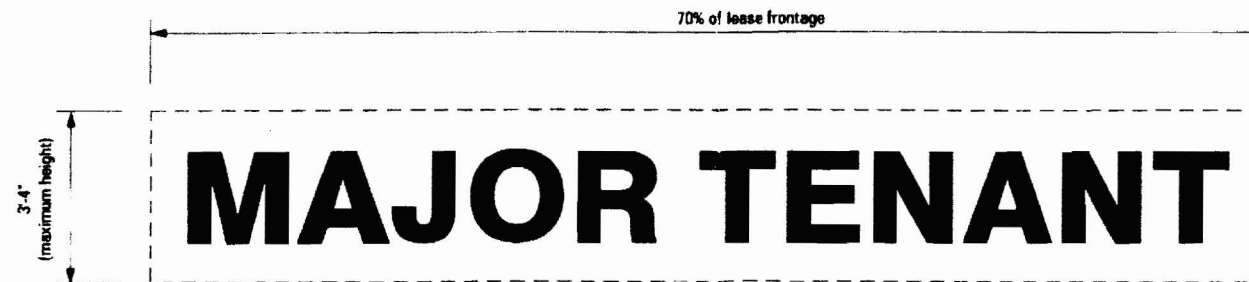
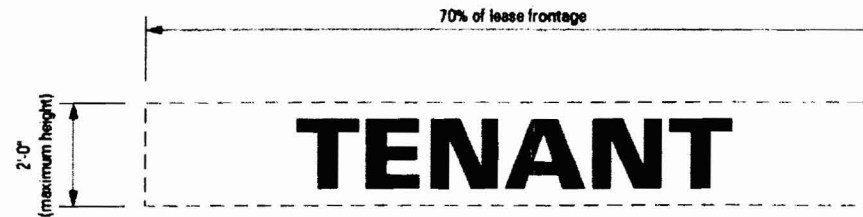
Manufacturer to install two (2) double faced externally illuminated monument signs

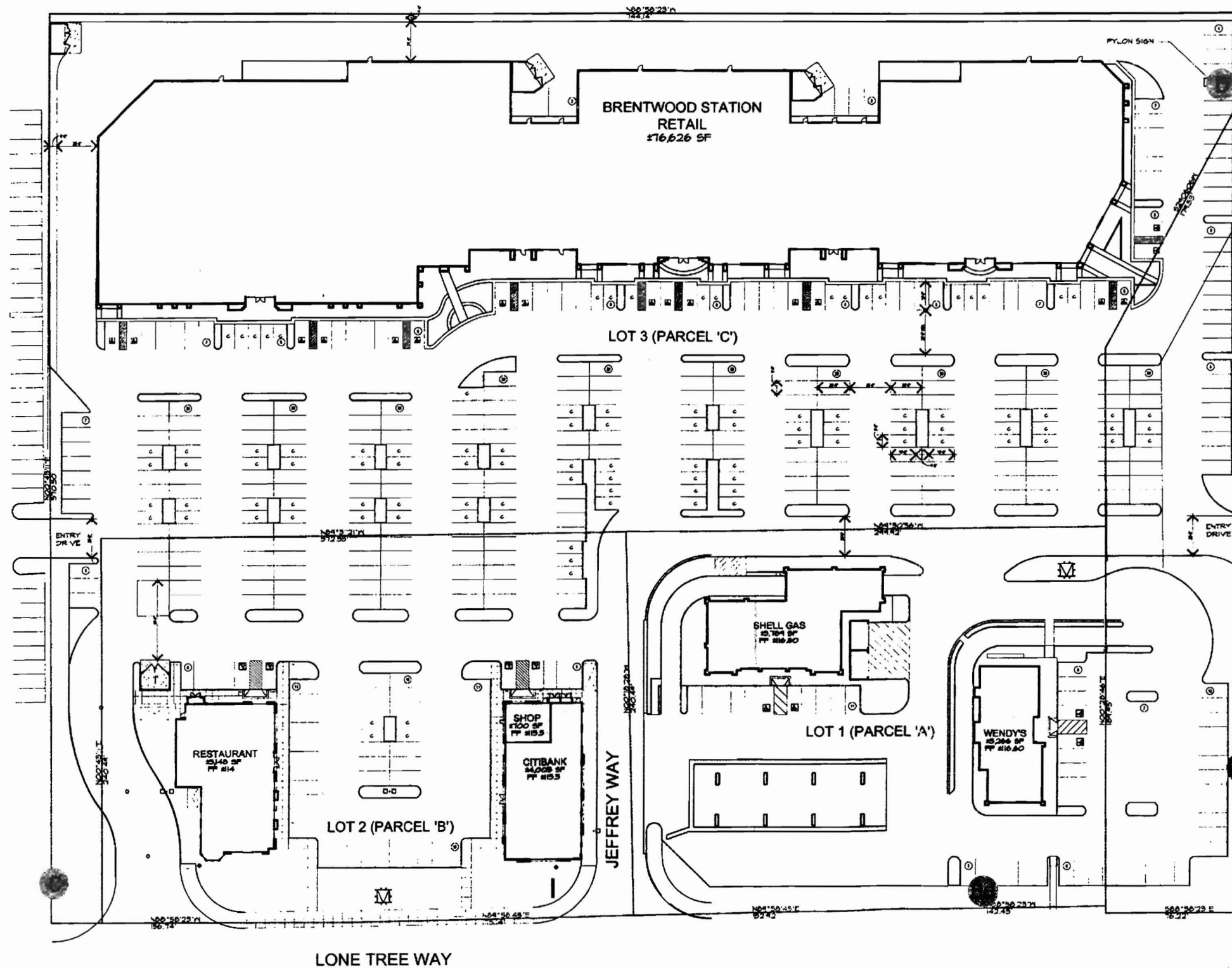
ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Shell sign panel	2" Deep Aluminum Pan	Matthews	To match Shell Grey, same
Main Structure	Aluminum	Kelly Moore w/ texcoat	Sotheby #KM606-M
Trim and Cap	Aluminum	Kelly Moore w/ texcoat	Woodstock #KM582-D
Shell panel copy and Shell window	Routed out Aluminum backed w/ Lexan	Polycarbonate	White Lexan
Shell window background	Vinyl	3M	White Blockout (No Illumination)
Gas Prices background	Routed out Aluminum backed w/ Acrylic	Acrylite	Yellow #407 2 GP
Gas Prices	Mutual Track	Wagner Zip Change	Four (4) Single Lines of 6" Copy
Shell Pecten	Vinyl	3M	Shell Yellow #VCC9642 Shell Red #VCC2516
Car Wash	Vinyl	3M	Shell Red #VCC2516
Base	Aluminum	Kelly Moore with texcoat	TBD



Partial North Elevation

SCALE: 1/16" = 1'-0"





Project Statistics

OWNER: LARRY KRAMER
 APN: 019-032-022, 023 AND 024
 ZONING: RC REGIONAL COMMERCIAL

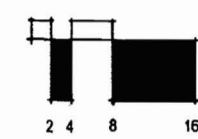
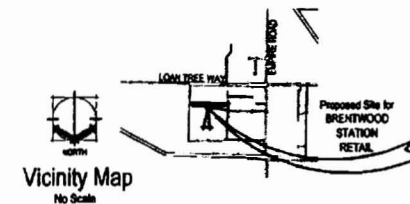
Project Description:

PHASE II:
 THE DEVELOPMENT OF PARCEL 'C' AS A SINGLE
 STORY, CONCRETE TILT-UP RETAIL BUILDING OF
 APPROXIMATELY 76,918 sq. ft.

Site Analysis

Category	Area / Count	Stalls	Parking Provided
SITE AREA:	385,506 SQ. FT. / 8.85 ACRES		
BUILDING AREA:			PARKING PROVIDED
PARCEL A:	WENDY'S 3,286 SQ. FT. / 100 = 33 STALLS SHELL GAS 3,789 SQ. FT. / 200 = 19 STALLS	52 STALLS	54 STALLS
PARCEL B:	CITIBANK 4,705 SQ. FT. / 200 = 24 STALLS RESTAURANT 5,648 SQ. FT. / 100 = 56 STALLS	80 STALLS	105 STALLS
PARCEL C:	BRENTWOOD STATION RETAIL 76,918 SQ. FT. / 200 = 385 STALLS	385 STALLS	321 STALLS
TOTAL BLDG.'S AREA:	84,978 SQ. FT.	517 STALLS	480 STALLS
TOTAL BLDG.'S AREA:	84,978 SQ. FT.	517 STALLS	480 STALLS
LESS CITY APPROVED VARIANCE		- 82 STALLS	434 STALLS

Category	Count
PARKING REQUIRED:	434 STALLS
PARKING PROVIDED:	
STANDARD STALLS =	304 STALLS
8'-0" x 20'-0" (70% MIN REQUIRED)	
COMPACT STALLS =	105 STALLS
8'-0" x 18'-0" (30% MAX PERMITTED = 130)	
TOTAL PROVIDED =	480 STALLS
HANDICAP STALLS =	25 STALLS
8'-0" x 18'-0"	(INCLUDED IN STANDARD)



Brentwood Station Retail

sdg architects

925.634.7000

03 August 2005

Schematic Design



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Design No. 11-4349
Designer: R. Cardinio
Sheet: 3 of 4
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REVISIONS

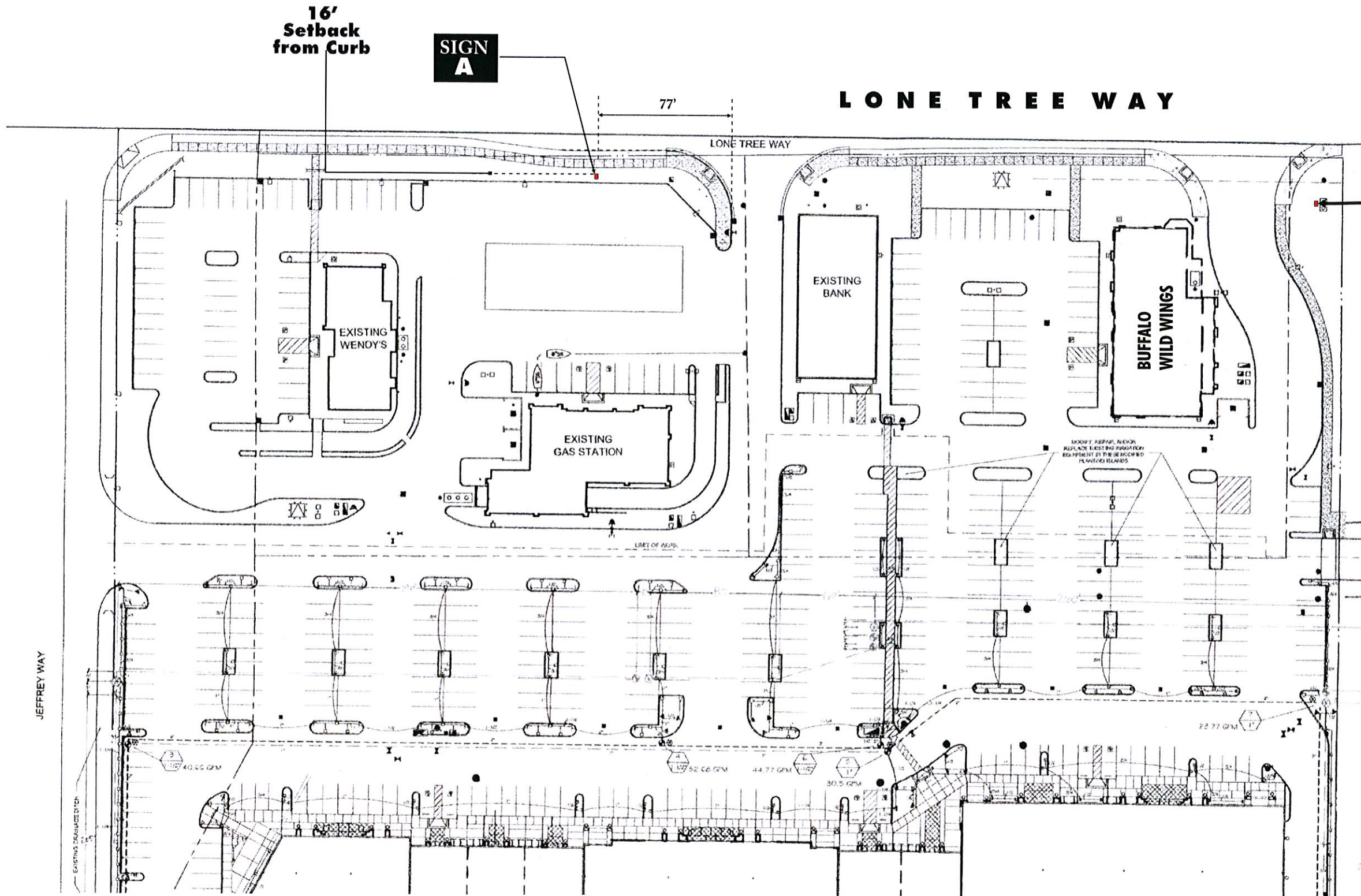
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- 2.16.2012 Revise Site Plan
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SITE PLAN

SCALE: 1/64" = 1'



JSJ ELECTRICAL DISPLAY CORPORATION

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Fairfield, CA 94534
Phone (707)747-5595
Fax (707)747-5599
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Design No. 11-4349
Designer: R. Cardinio
Sheet: 4 of 4
Scale: Noted
Date: August 25, 2011

Landlord Approval / Date

Customer Approval / Date

REVISIONS

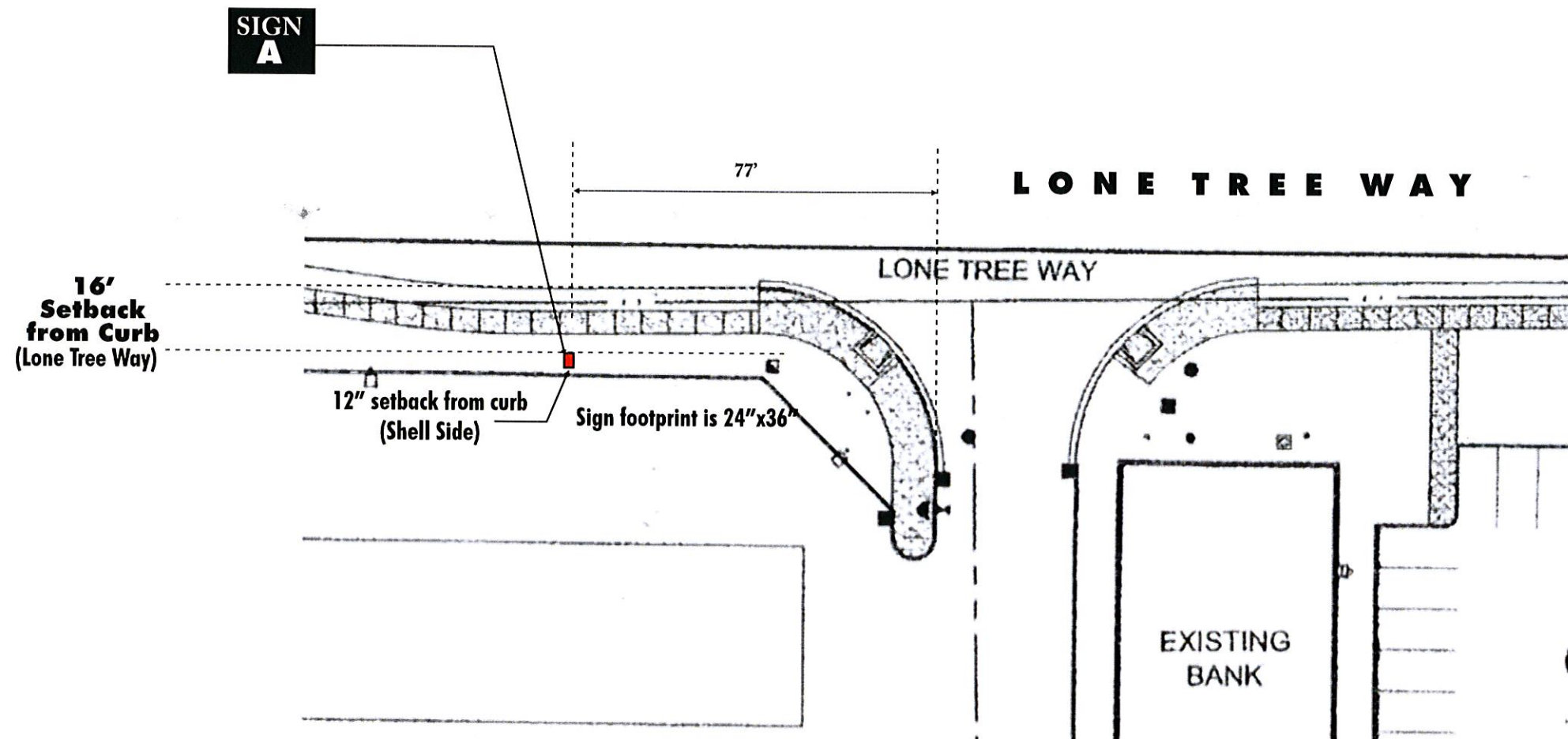
- 8.30.2011 Reduce tenant cabinets sq. ft.
- 8.31.2011 Change construction monument
- 2.16.2012 Revise Site Plan
- 2.17.2012 Add Shell Logo
- 4.4.2012 Increase OAH to 23'-6"



California Sign Association

The intent of this drawing is to show a conceptual presentation of the proposed signage. Due to variation in printing devices and devices and substrates, the finished product may differ slightly from drawing.

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SITE PLAN
SCALE: 1/32" = 1'



CHUCK E. CHEESE'S

Brentwood Station Retail Center

**FILE COPY
DO NOT REMOVE
FILE # CUP 06-08**



APPROVED

BY: PC

DATE: 7/18/2006

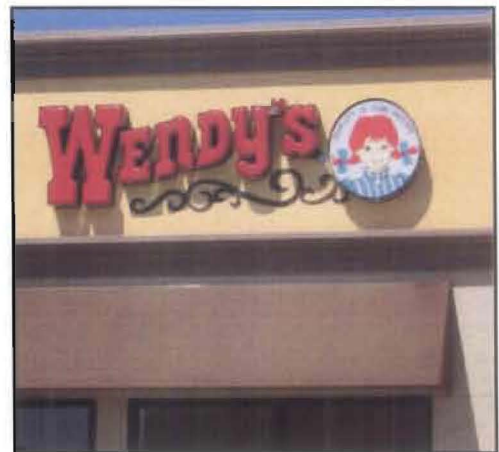


Attachment 3 - Color Building Elevations showing Awnings and 5 Ft. Logo Height

NOTE: MODIFIED BY
NCA ARCHITECTURE
FOR LANDLORD'S
ARCHITECT REVIEW
JUNE 29, 2006



Brentwood Station
August 14, 2007



Brentwood Station
August 14, 2007



Brentwood Station
August 14, 2007