

FILE COPY
DO NOT REMOVE

BRENTWOOD
TOWNCENTRE

APPROVED PLAN

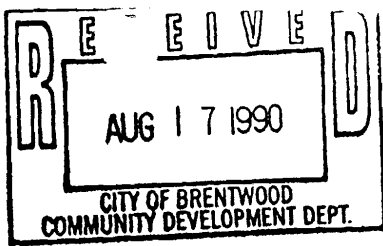
PERMIT NO. CUP 90-4

RESOLUTION NO. 90-55

ACTION: APPROVED DENIED

DATE 9-4-90

Signage Guidelines



Signage Guidelines

Imaging

Identification

Prepared by:
The GNU Group
2200 Bridgeway Boulevard
Sausalito, California 94965

August 1990

Introduction

Brentwood TownCentre's
Visual Image

Sign Standards

Sign Type Specifications

All sign devices at Brentwood TownCentre are controlled by these Signage Guidelines. The Guidelines will contribute to the vitality and value of Brentwood TownCentre, and have been carefully planned to maximize marketing opportunities for tenants, and to respond to the Visual Image Objectives of Brentwood TownCentre and the spirit of the City of Brentwood sign code.

The Sign Hierarchy section reviews the types of signs allowed and their form, materials, colors and placement.

Signage at Brentwood TownCentre must be developed within the Brentwood TownCentre Signage Guidelines and submitted to the Brentwood TownCentre Joint Venture for architectural review and approval prior to City submittal. The Joint

Venture is responsible for final interpretations of the Guidelines, but may, at its discretion, modify them to accommodate unforeseen circumstances. The purpose of this review will be to maintain quality and consistency of signage with building design and compatibility with the Brentwood TownCentre as a whole. Submittal requirements—design drawings depicting letter size, style and color, fabrication, attachment and power supply methods, overall signage area dimensions and building elevations to scale illustrating signage placement (minimum scale 1/8" – 1'0").

It is to everyone's advantage to have appropriate and complimentary signage. Therefore the conformance to the intent as well as the wording of the Guidelines is critical to the success of the program.

Sincerely,

Brentwood TownCentre Joint Venture

Brentwood
TownCentre
Visual Image

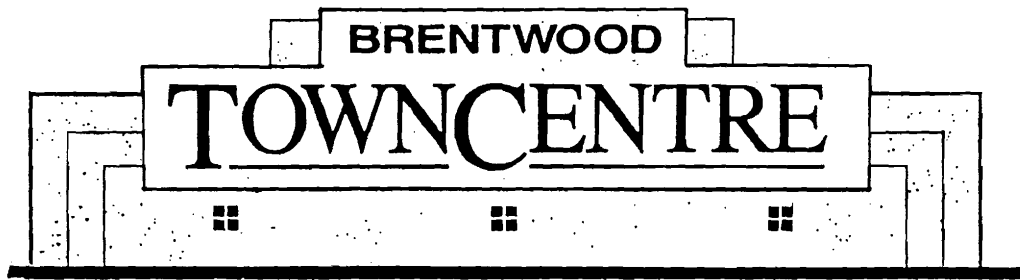
- A.** Portray A Unique Visual Retail Atmosphere
- B.** Provide Effective and Safe Vehicular Circulation
- C.** Provide Strong Identity to Vehicular and Pedestrian Traffic
- D.** Identify Brentwood TownCentre as a Single Unit by the Use of Consistent Color and Material Palettes
- E.** Enhance Property Values Through Quality Fabrication and Installation of All Sign Devices.

All signs, regardless of type or permanency, are affected by eight standards. Each of them is described for every type of sign, in detail, throughout these Guidelines.

These standards are:

- 1. Function:**
The purpose of the sign.
 - 2. Placement:**
The position of the sign relative to roadways and other features.
 - 3. Quantity:**
The number of signs allowable.
 - 4. Size:**
The area of the sign.
 - 5. Materials:**
The range of materials and colors from which the sign can be built.
 - 6. Illumination:**
The method of lighting.
 - 7. Installation:**
Instructions for installing or mounting.
 - 8. Landscaping:**
The treatment of landscaping around the sign.
-

Brentwood TownCentre Identification



Function:

Display Brentwood TownCentre name and logo symbol at TownCentre primary entrances.

Placement:

Per following site plan.

Quantity:

Four (4).

Size:

Sign panel area not to exceed forty (40) square feet per sign face.

Materials:

Aluminum and concrete with paint and stucco finish; 3/4" dimensional copy.

Illumination:

Letters are projected from sign face and are internally illuminated to achieve a halo effect.

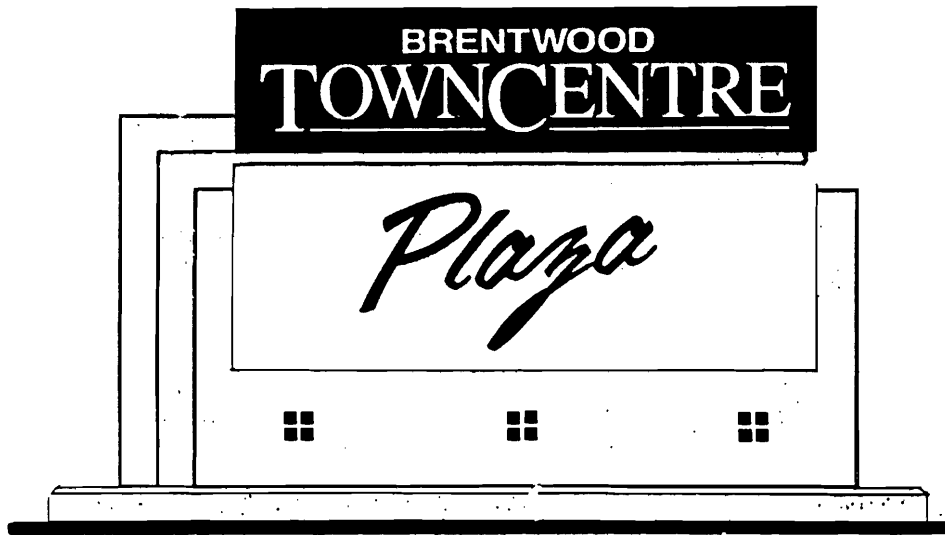
Installation

To meet City of Brentwood approval.

Landscaping:

Colorful ground cover around sign base area.

Sign Type B TownCentre Plaza Identification



Function:

Display TownCentre Plaza name and logo symbol at Second Street entrance into the TownCentre Plaza.

Placement:

Second Street entry.

Quantity:

One (1).

Size:

Sign panel area not to exceed forty (40) square feet.

Materials:

Aluminum and concrete with paint and stucco finish; 3/4" or 1/2" dimensional copy.

Illumination:

Letters are projected from sign face and are internally illuminated to achieve a halo effect.

Installation

To meet City of Brentwood approval.

Landscaping:

Colorful ground cover around sign base.



Retail
Freestanding Building
(PAD) Identification

Function:

Identifies TownCentre Plaza's freestanding buildings by displaying name of primary tenant, or building name.

Placement:

Behind property line and in front of freestanding building (PAD) of tenant whose name is displayed on sign device.

Quantity:

One (1) per PAD.
PAD 1,2,3 and 4.

Size:

Sign panel area not to exceed twenty five (25) square feet and a height of five (5) feet.

Materials:

Aluminum and concrete with paint and stucco finish; dimensional copy.

Illumination:

Internal or ground.

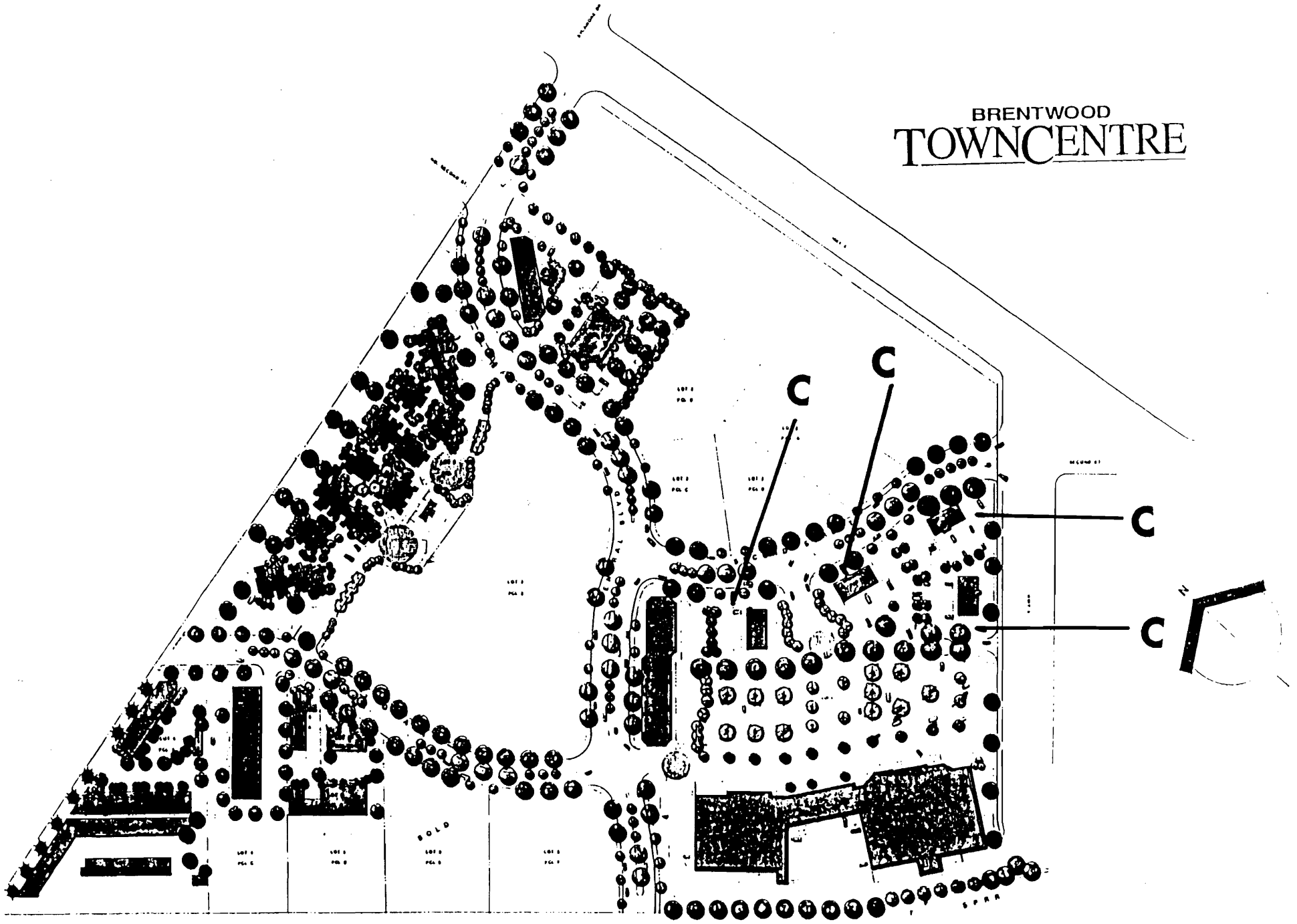
Installation:

To meet City of Brentwood approval.

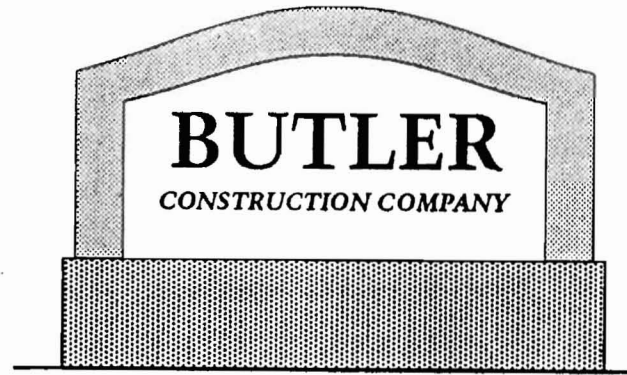
Landscaping:

Colorful ground cover around sign base.

BRENTWOOD TOWNCENTRE



Sign Type D Office Freestanding Building Identification



Function:

Identifies TownCentre Plaza's freestanding buildings by displaying name of primary tenant, or building name.

Placement:

Behind property line and in front of freestanding building whose name is displayed on sign device. Must be a single identification element – building name or tenant name – if single tenant building (no reader boards).

Quantity:

One (1) per parcel.

Size:

Sign panel area not to exceed twenty five (25) square feet and a height of five (5) feet.

Materials:

Sign must feature colors and materials complementary to building architecture.

Illumination:

Internal or ground.

Installation:

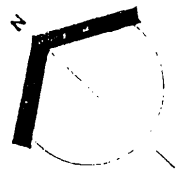
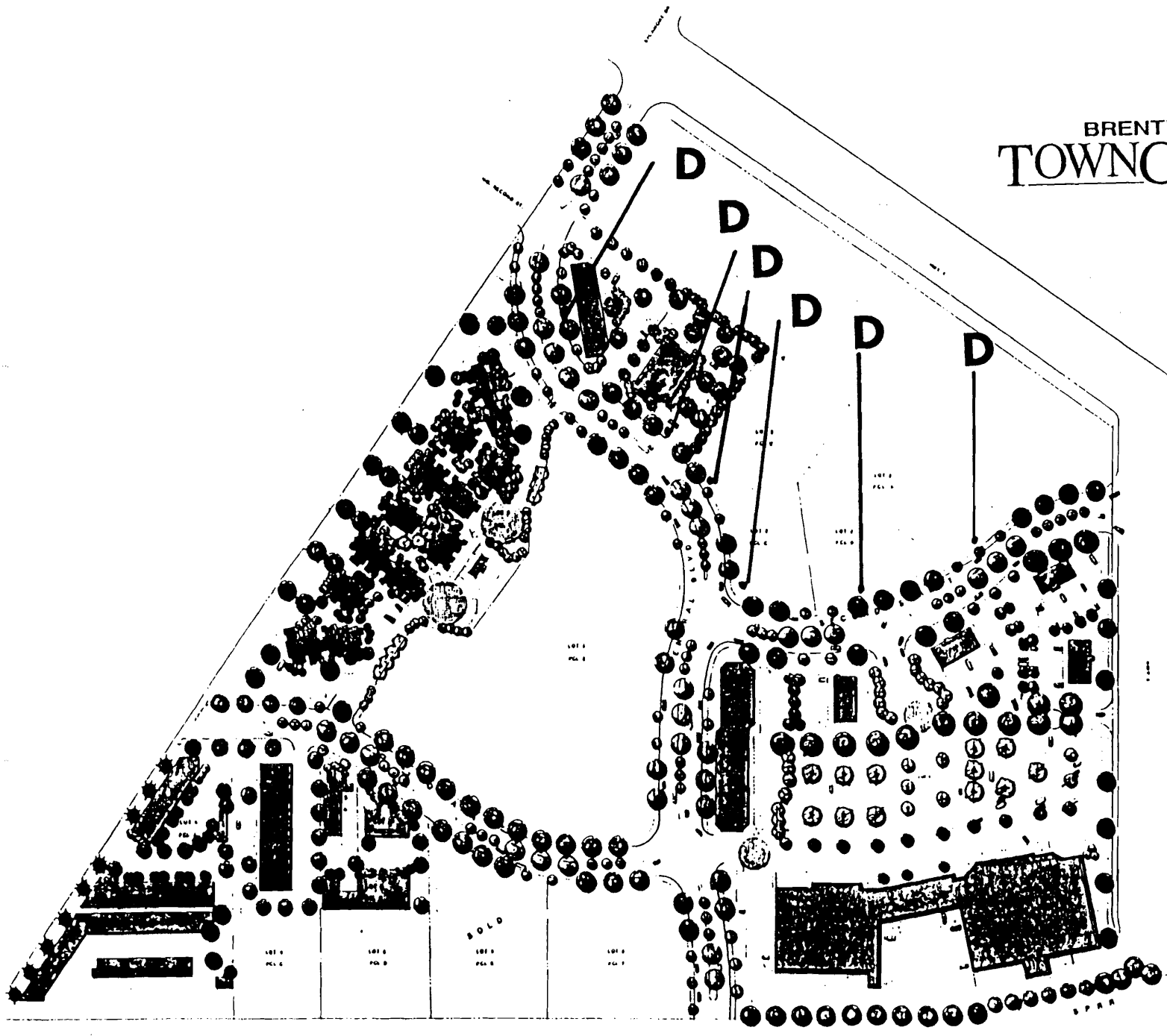
To meet City of Brentwood approval.

Landscaping:

Colorful ground cover around sign base.



BRENTWOOD TOWNCENTRE



Sign type E Industrial Freestanding Building Parcel Identification

Function:

Lists address and building name accessible within a cul de sac. E-1
Identifies industrial buildings by displaying name and/or logo symbol of primary tenant or building name. E-2

Placement:

Per following site plan.

Quantity:

One (1) per cul de sac facing. Total three (3). E-1

One (1) per parcel. E-2

Size:

Sign panel area not to exceed forty square feet (40) or a height of five (5) feet. E-1

Sign panel area not to exceed twenty-five (25) square feet or a height of five (5) feet. E-2

Materials:

Aluminum and concrete with paint and stucco finish or aluminum sign cabinet with acrylic faces.

Illumination:

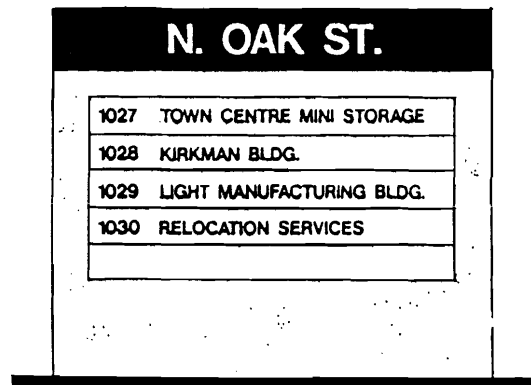
Internal or ground.

Installation

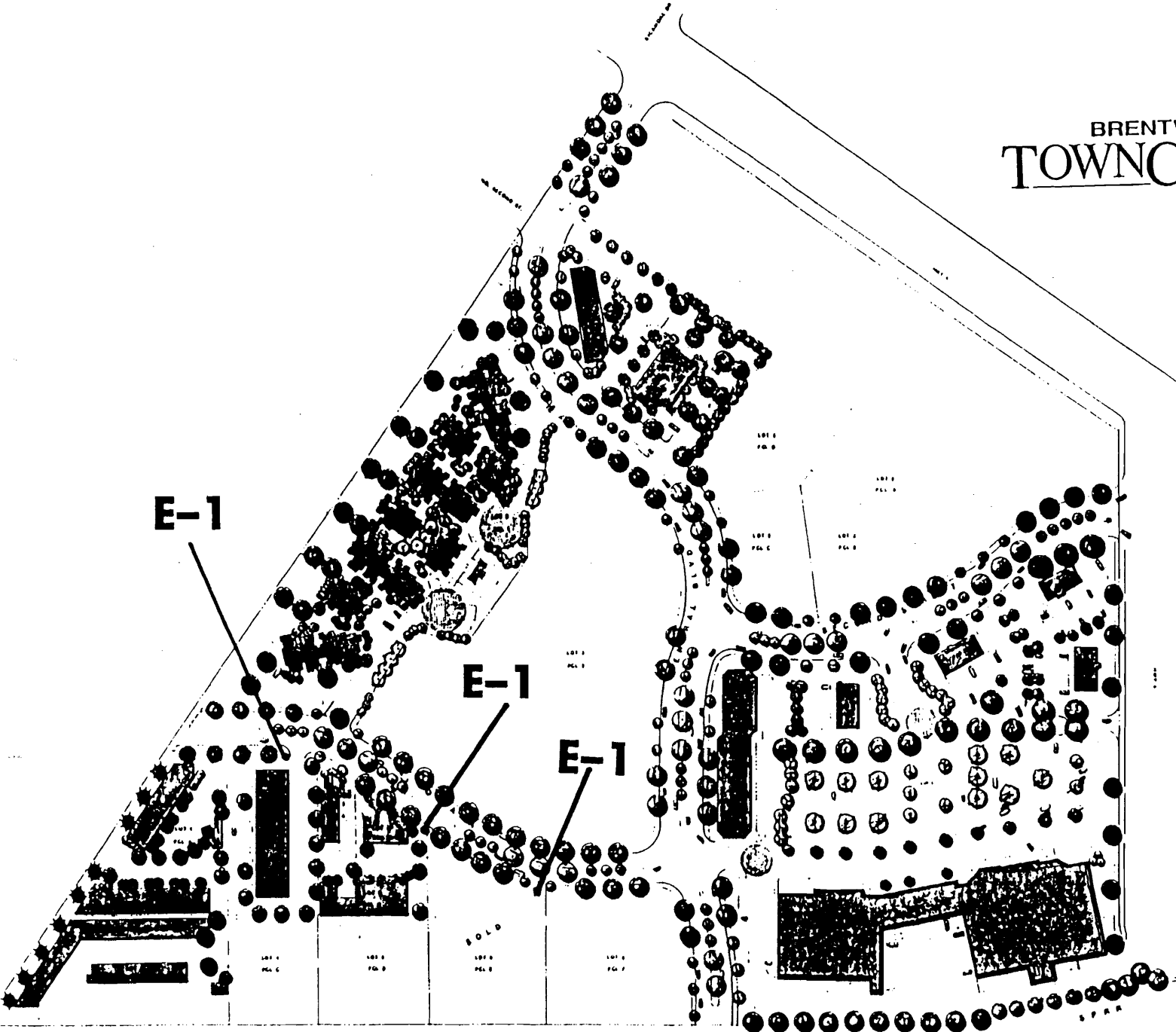
To meet City of Brentwood approval.

Landscaping:

Area around sign to have grass or colorful ground cover.



BRENTWOOD TOWNCENTRE



Sign Type F
Residential
Freestanding Building
Parcel Identification

Function:
Identifies entrance to apartment development by displaying name and address.

Placement:
Flanking entrances on O'Hara Avenue and on Central Boulevard.

Quantity:
One (1) per entrance.

Size:
Sign panel area not to exceed thirty (30) square feet or a height of six (6) feet.

Materials:
Stucco base with aluminum monolith and dimensional copy.

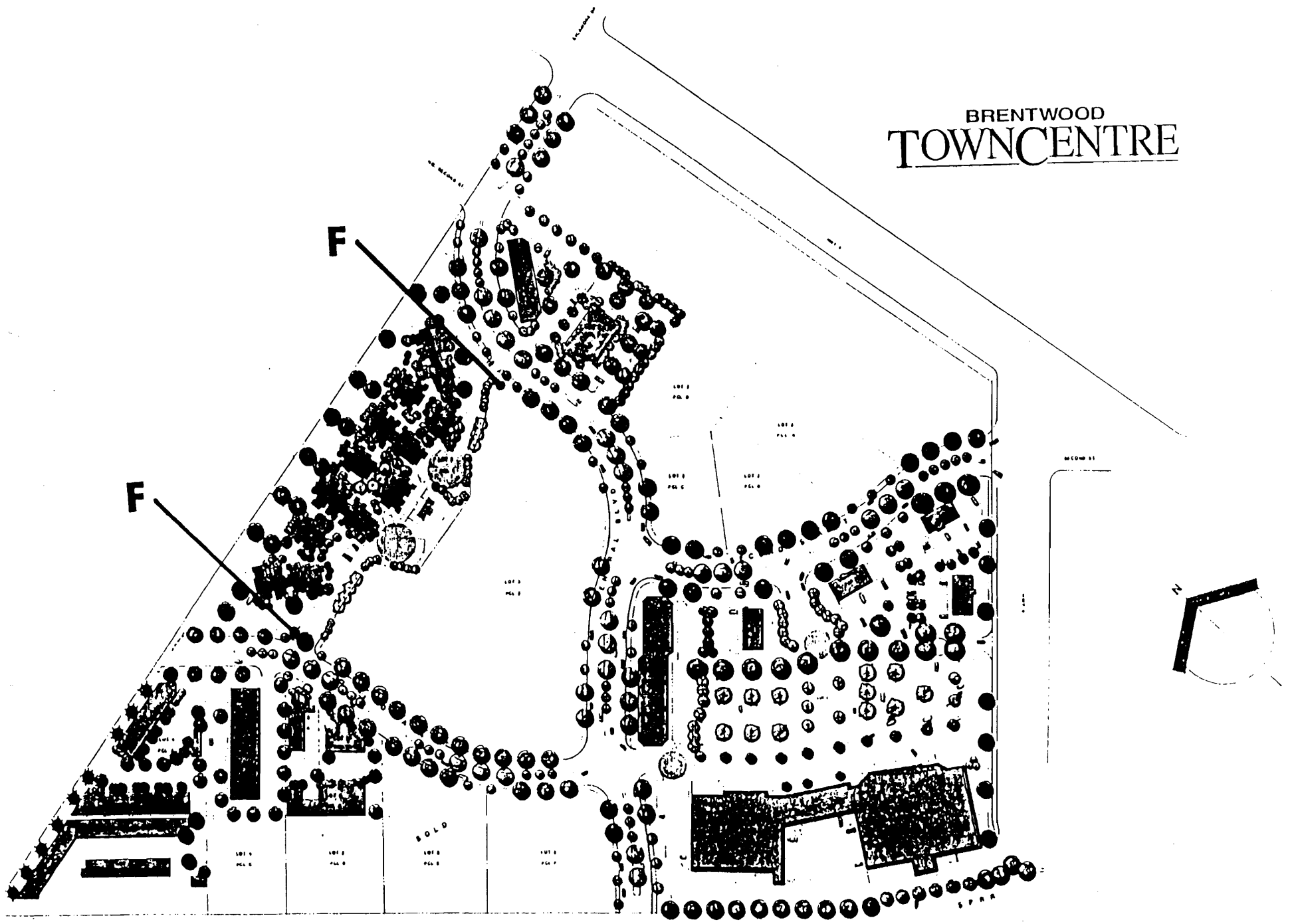
Illumination:
Internal or ground.

Installation
To meet City of Brentwood approval.

Landscaping:
Area around sign to have grass or colorful ground cover.



BRENTWOOD TOWNCENTRE



Sign Type G Retail Tenant Signage Building Fascia

Function:
Display name of tenant.

Placement:
On building fascia of tenant leased space.

Quantity:
One (1) per tenant elevation.

Size:
The maximum sign area allowed each tenant is based on the following specific allocation or formula.

- Safeway 280 square feet consisting of a maximum of seven (7) signs.
- Payless 200 square feet.
- Shops A 1 square foot of signage for each lineal foot of storefront to a building maximum of 150 square feet. The horizontal area of the sign cannot exceed 80% of the tenant storefront.
- Shops B 1.25 square feet of signage for each lineal foot of storefront to a building maximum of 450 375 square feet to be used on the store front only. The horizontal area of the sign cannot exceed 80% of the tenant storefront. Tenants in Shop Building B may have signage on side and/or rear

elevations, at a maximum additional sign area of .75 square feet for each lineal foot of storefront to a building maximum of 225 square feet. The horizontal area of the sign cannot exceed 75% of the store frontage (letter height not to exceed 4" 16"). The color and letter style of any secondary sign shall match that of the primary tenant sign.

PADs 100 square foot/PAD. The allowance includes the square footage used for the freestanding Type C sign. (25 square foot maximum.)

Multi-User PADs.
Major tenant - occupying not less than 60% of the building and is at least 3,000 square feet (100 square feet including optional 25 square foot monument sign).
Minor tenant - occupying less than 60% of the building signage shall be the same as allowed on Shops B for both front, side or rear elevations.

The maximum individual letter heights of any tenant sign, except Safeway and Payless, cannot exceed 18".

Materials:
Individual pan channel letters with acrylic faces. PADs may use individual aluminum reverse pan channel letters if desired. Letterforms cannot exceed 5-1/2" in depth. Color of pan channel and trim cap shall be dark bronze anodized.

Illumination:
Neon tubing behind an acrylic face of a pan channel letterform, or neon tubing behind a reverse pan channel letterform.

Installation:
To meet City of Brentwood approval.

Landscaping:
N/A.

Definition:
Store Frontage - Length of leasable front facing parking area in which primary store entrance is located, measured from center line of demising wall to center line of demising wall (or to building corner in end condition).

Sign type 11

Office Tenant Building Signage

Function:

Display name of tenant.

Placement:

On building fascia of tenant's leased space.

Quantity:

One (1) per tenant.

(Up to 3 signs may be permitted for single tenant buildings.)

Size:

Maximum aggregate sign area per building cannot exceed 100 square feet.

The maximum individual letter height of any tenant sign cannot exceed 12" and/or appropriate proportion to building configuration.

Materials:

Individual dimensional letters. Material must be approved by Brentwood TownCentre Joint Venture.

Single color for each building with possible exception for multi-colored logo.

Illumination:

No internal illumination unless authorized by Brentwood TownCentre Joint Venture and City of Brentwood.

Installation

To meet City of Brentwood approval.

Landscaping:

N/A.

Sign Type I

Industrial Tenant Building Signage

Function:

Display name of tenant.

Placement:

On building fascia of tenant's leased space.

Quantity:

One (1) per tenant.

(Up to 3 signs may be permitted for single tenant buildings.)

Size:

Maximum aggregate sign area per building cannot exceed 100 square feet per acre.

The maximum individual letter height of any tenant sign cannot exceed 12" and/or appropriate proportion to building configuration.

Materials:

Individual letters. Material must be approved by Brentwood TownCentre Joint Venture.

Single color for each building with possible exception for multi-colored logo.

Illumination:

No internal illumination unless authorized by Brentwood TownCentre Joint Venture and City of Brentwood.

Installation

To meet City of Brentwood approval.

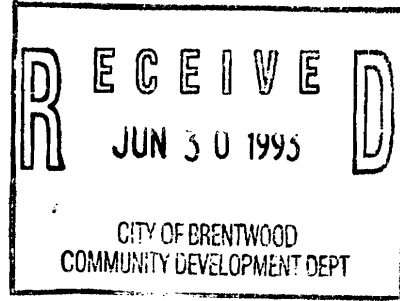
Landscaping:

N/A.



P.O. DRAWER 1088
BRENTWOOD, CA 94513
(510) 634-6023

June 29, 1993



Frank Maggiore
1200 Balfour Road
Brentwood, CA 94513

Re: Signage at Brentwood TownCentre

Dear Mr. Maggiore:

Brentwood TownCentre was developed as a master mixed-use project in the central core of the city of Brentwood, and as such a master signage program was developed for the entire complex and approved by the Brentwood Planning Commission. The TownCentre Plaza, which is the commercial element of the Brentwood TownCentre, has very specific sign guidelines to adhere to. As a property owner of a building within the TownCentre Plaza, you were informed previously that these guidelines were in effect and that an Architectural Review Committee is in place to review all signage prior to approval by the City and installation. This requirement is reinforced through the Conditions, Covenants & Restrictions of the Brentwood TownCentre wherein architectural review is required for all signage and new buildings within the TownCentre.

We have recently become aware of three signs being installed on your building which have not received design review approval. In viewing those signs and the plans submitted to the City, two clearly do not meet the sign criteria as adopted through the master sign program by the City of Brentwood. The signs either exceed the maximum sign area permitted and/or are of a letter size or configuration which is not consistent with the requirements of the master sign program. Please notify your tenants that they are in violation of the CC&R's and the master sign program for the Brentwood TownCentre and have them process their signs through the Architectural Review committee for proper approvals as soon as possible. I will point out that

the two that are clearly in violation of the master sign program will have to be removed and replaced with an approved conforming sign.

If you should have any questions regarding this issue or if we can be of any assistance, please do not hesitate to contact us.

Sincerely,

HAL PORTER HOMES



Robert Selders, Chair
Architectural Review Committee

RS/ec

c: ✓ City of Brentwood, Building Department
Ability Building, Lighting and Signs, P. O. Box 2687, Antioch, CA 94531
Desk Top Office Supply
Sensational Sweets
Frames 'n Things

L-Maggio.Sgn



IMPL provided by Hal Porter Homes 8/25/94

Brentwood TownCentre Plaza Sign Area Breakdown

PC may not have seen this. If any discrepancy w/text, the text prev

ME 8-26-94

	Building Sign	Monument Sign	Total
A	Brentwood TownCentre identification	4 @ 40 sq ft ea	160
B	TownCentre Plaza		
	1. Shopping center identification	1 @ 40 sq ft ea	40
	2. Wall signage:		
	Safeway		280
	PayLess		200
	Shops A (1 sq.ft./lin.ft. store frontage)*		150
	Shops B (1.25 sq.ft./lin.ft. store frontage)*		375
	Pad buildings (4 pads):	*4 @ 100 sq ft/pad (less monument sign if used)	400
	a. Single-user pads (100 sq.ft. including optional 25 sq.ft. monument)		
	b. Multi-user pads	25 sq ft ea	
	1. Major tenant-occupies not less than 60% of building and is at least 3000 sq. ft. (100 sq.ft. including optional 25 sq.ft. monument sign)		
	2. Minor tenant (1.25 sq.ft./lin.ft. primary store frontage ¹)	* May exceed 100 sq ft/pad	
C	Office		
	1. Monument sign (1 per parcel)	6 parcels @ 25 sq ft ea	150
	2. Window/wall signs	100 sq ft/bldg	600
D	Industrial		
	1. Monument sign—building and address (private street parcel identification)	3 private streets @ 40 sq ft ea	120
	2. Monument sign—1 per parcel (owner may use this area for additional wall signage if monument is not desired)	12 existing parcels @ 25 sq ft ea	300
	3. Tenant signage	100 sq ft/parcel acre	1,011
E	TownCentre Commons identity	2 @ 30 sq ft ea	60
F	Discretionary, non-allocated (requires approval of Brentwood TownCentre Joint Venture and City of Brentwood)		825 905
	** TOTAL		4,751

3846
1906

5226 w/10% (36%)

* Note: City ordinance does permit 10 percent area bonus with use of a master sign program. Not utilized in signs shown.

¹ Definition: Store Frontage - Length of leasable frontage facing parking area in which primary store entrance is located, measured from center line of demising wall to center line of demising wall (or to building corner in end condition).

**Brentwood TownCentre
Sign Area Calculations**

TC ident. 162

Retail Area

Total sign area calculated at one square foot per lineal foot of street frontage on Central Boulevard, plus one-half square foot per lineal street frontage on Second Street and Brentwood Boulevard:

697.92 in. ft on Central Boulevard	697.92 sq. ft.
776.21 in. ft. on Second Street	388.11 sq. ft.
866.47 in. ft. on Brentwood Boulevard	<u>433.24</u> sq. ft.
	1,518.67 sq. ft.

1445

Office Area

Total sign area calculated at one square foot per lineal foot street frontage on Second Street plus one-half square foot per lineal foot frontage on Central Boulevard:

565.00 in. ft. on Second Street	565.00 sq. ft.
837.84 in. ft. on Central Boulevard	<u>418.92</u> sq. ft.
	984.01 sq. ft.

78

Industrial Area

Total sign area calculated at one square foot per lineal foot frontage on a public or private street, except corner lots which are calculated at one square foot per lineal foot frontage on the shorter side plus one-half square foot per lineal foot frontage on the longer side adjacent to a public or private street:

1,342.59 in. ft. at one square foot per	1,342.59 sq. ft.
1,798.80 in. ft. at one-half square foot per	<u>899.45</u> sq. ft.
	2,241.98 sq. ft.

1431

Apartment Area

- Calculated per zoning ordinance 6.00 sq. ft.
- Phase II - no sign area calculated 60

Total Brentwood TownCentre Sign Area Permitted 4,750.66 sq. ft.