

Mike Rathbun Superior Electrical Advertising 125 N. Houston Lane Lodi, CA 95240

Re: CUP 02-11 Gallyan Liberty Plaza Master Sign Program

Dear Mr. Rathbun:

I am in receipt of your most recent rendition of the master sign program for Gallyan Liberty Plaza.

After my letter to you of December 19, 2002, indicating comments on your *preliminary* submittal, I expected that this most recent submittal would be acceptable and was surprised that all of the issues had not been addressed, as follows:

In regard to references to "Liberty Gasoline", the Planning Commission was very clear that the name be specifically different from Liberty. As I indicated in my letter to you of December 19, on Page 15 (on the previously submittal this was page 14) the name "Liberty Gasoline" needs to be changed to "Gallyan Liberty Plaza" or "Gallyan Liberty Gasoline", either one would be acceptable to us. I do understand that "Liberty Gasoline" is a brand name, however, it is not acceptable to place this name on the canopy above the pumps.

On Page 4 please eliminate the reference to "Beverly Center" and change this to "Gallyan Liberty Plaza" on the site plan.

Finally, throughout the master sign program, please alter the logo to state "Gallyan Liberty" in place of 'Liberty" in all instances.

Please resubmit the sign program with <u>ALL</u> of the above required changes. If you have any questions regarding the above, please feel free to contact me.

Sincerely

Debbie Hill

Assistant Planner

CC:

Atiq

# Gallyan Liberty

# 6700 & 6670 BRENTWOOD DR. BRENTWOOD, CA.

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## APPROVED PLAN

PERMIT NO. CUP 02-RESOLUTION NO. 02-79

ACTION: APPROVED



Revisions:

R3 10-04-02 atv Remove Beverly Center to all pages and put copy in Canopy The O.A.H. of sign A1 to be 17' R4 10/10/02 AV Change bkgd o 3 cabinets in sign A1. R5 12/10/02 Change Pylon to Monument Sign and add name of Gallyan Liberty Plaza.

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1700 West Anaheim Street Long Beach, California 90813-1195 phone: 562,495,3808 facsimile: 562.435.1867

www.superiorsigns.com design@superiorsigns.com

Project: **Gallyan Liberty Plaza** 

Address: 6550 & 6700 **BRENTWOOD DRIVE** BRENTWOOD, CA.

Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

Design No.: 01-05-1760-02

05-08-01

Reg. No.:

Of:

### Introduction

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

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

Signage at Gallyan Liberty Plaza must be developed within the Signage Guidelines and submitted to the Developer/Landlord for architectural review and approval prior to city submittal.

Developer/Landlord is responsible for final interpretations of the Guidelines, but may, at its discretion, modify the to accommodate unforseen circumstances. The purpose of this review will be to maintain quality and consistency of signage with building design and compatibility with the Gallyan Liberty Plaza which is comprised of Two (2) parcels at 6670 and 6700 Brentwood Drive and 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.



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# **Gallyan Liberty Plaza 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 Gallyan Liberty Plaza 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.



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# Sign Standard

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.
- Placement: The position of the sign relative to roadways and other features.
- Quantity: The number of signs allowed.
- 4. Size: The area of the sign.
- Material:
   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.



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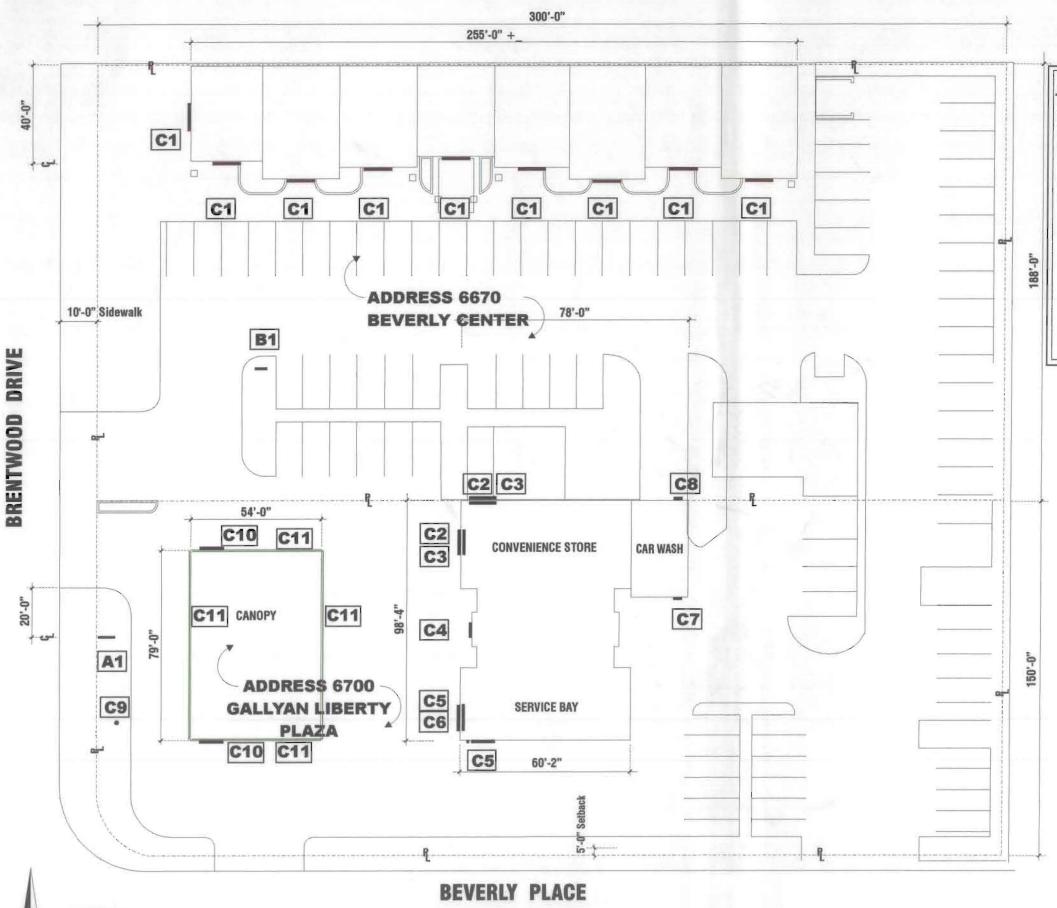
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Scale: NTS

		Sign Schedule / Master Plan				
Sign No.:	Qty:	Description:	Height: Sq	.Footage		
I. Freest	andi	ng Signs				
A1 - 6700	1	Monument Sign	11'-3"	60		
B1	1	Directional Signs	5'-0"	1		
II. Retai	l Ten	ant Wall Signs				
C1 - 6670		Retail Tenant Wall Signs	TBD	TBD		
C2	2	Food Court 20,55 sq. ft ea.	1'-6"	41.11		
C3	2	Carwash 17.50 sq. ft. ea.	1'-6"	35.00		
C4	1	Food Mart & Logo (2 sq. ft.)	1'-0"	12.40		
C5A	1	Auto Care & Logo	1'-6"	21.71		
C5B	1	Auto Care	1'-6"	18.57		
C6	1	Tire Center	1'-6"	17.40		
C7	1	Exit Directional Sign				
C8	1	Enter Directional Sign				
C9	1.	Flag Pole	20'-0"			
C10	2	Liberty Gasoline w/ Logo (15.7	sq ft) 1'-0"	31.40		
C11	4	L.E.D. Lights strips Lighting				

- 1. 79.9 sq. ft. Addresing Brentwood Drive
- 2. 34.6 sq. ft. on North Elevation
- 3. 15.5 sq. ft. on South Elevation



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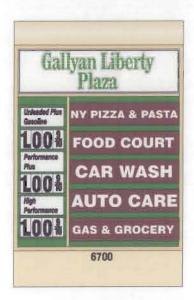
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Sign A1

For Address 6700 Brentwood Drive

# Sign Type A Gallyan Liberty Plaza

Function: Gallyan Liberty Plaza

Placement: Brentwood Blvd. , Ca

Quantity:0 One (1)

Size: Sign panel area not to exceed Seventy-five (75) square feet per sign face.

Material: Texcoated to match the building. Plastic faces for sign panels.

Illumination: 800mA Fluorescent Lamps.

Installation:
To meet City of Brentwood approval.

Landscaping: Signs to be in planter areas.

Height: Maximum Height 11'-0".



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# Sign Type B Directional Signs Gallyan Liberty Plaza

**Function:** 

For Businesses with a Drive Thru area.

Placement:

Per following site plan.

Quantity:

One (1) at entrance of Car Wash

Size:

Maximum 3 square feet per sign..

Material:

Aluminum with paint and stucco finish. Plastic faces for sign panels.

Illumination:

800mA Fluorescent Lamps or neon.

Installation:

To meet City of Brentwood approval.

Landscaping:

Signs to be in planter areas.

Height:

Maximum Height 4'-0".



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# Sign Type C Gallyan Liberty Plaza

**Function:** 

Display name of tenant.

Placement:

On building fascia of tenant leased space of canopy.

Quantity:

One (1) per tenant elevation, canopy elevation or One (1) for each business in a co-branded building.

Size:

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

#### Tenants:

1.00 square feet of signage for each lineal foot of storefront. The horizontal area of the sign cannot exceed 60% of the tenant storefront. Tenants in end of buildings spaces may have signage on the side and/or rear elevations, at a maximum additional sign area of .75 square feet for each lineal foot of storefront. The horizontal area of the sign cannot exceed 60% of the store frontage. The color and letter style of any secondary sign shall match that of the primary tenant sign.

The maximum individual letter or logo heights of any tenant sign cannot exceed 18". Logo may be up to 24" high with city approval..

Material:

Individual pan channel letters with acrylic faces.

Illumination:

Neon tubing behind on acrylic face of pan channel form, exposed neon.

Installation:

To meet City of Brentwood approval.

Use of exposed raceways for any signs is prohibited.



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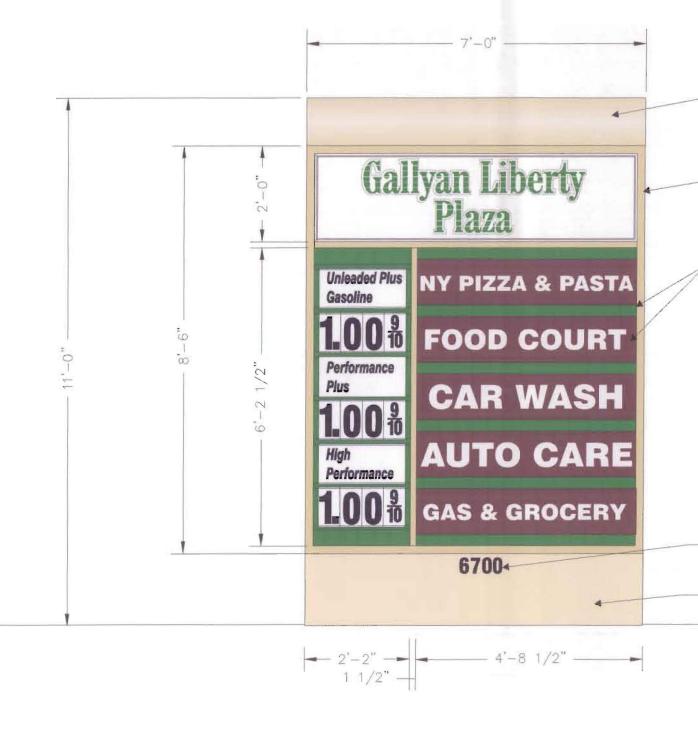
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Aluminum cornice painted to match building with medium textured finish.

Fabricated aluminum "Mark 10" double face cabinet 11'-0" h. x 7'-0" w. painted medium textured finish, with tenant and price panels to be formed faces. (See following sheets for specifications)

Background to be SW2306 Light Rust Brown to match building color

Background painted to match building with a medium texture finish. Address "6700" to be 1/2" thick sintra painted green.

Aluminum base painted to match building with a medium textured finish.



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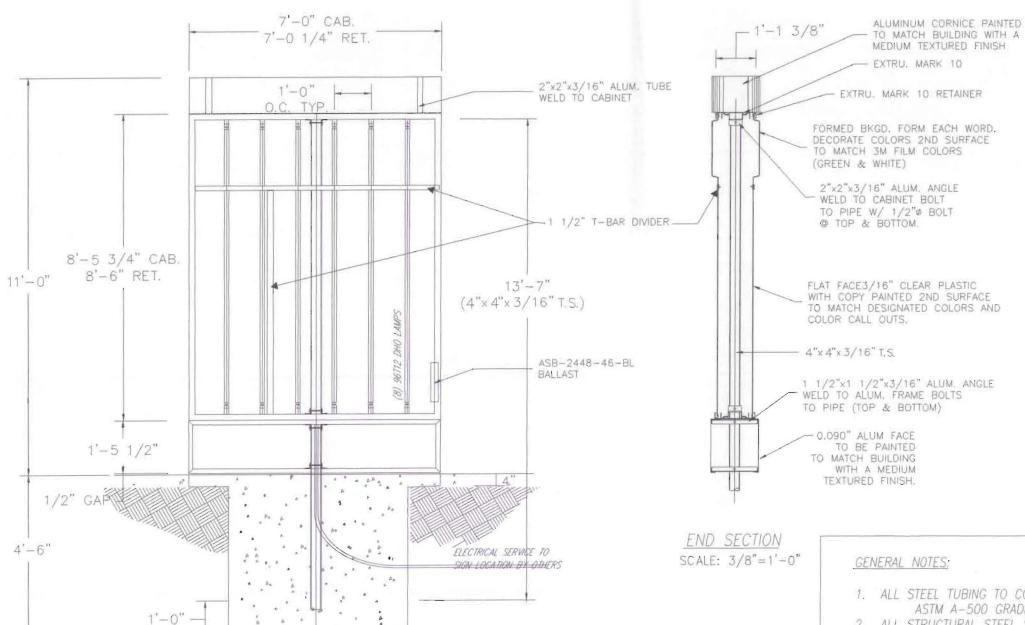
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ELEVATION SCALE: 3/8"=1'-0"

5'-0"x1'-6"-

TRENCH, FOOTING

-8-6 -

ELECTRICAL LOAD = 5.19 AMPS. @ 120V

- 1. ALL STEEL TUBING TO CONFORM TO ASTM A-500 GRADE B
- 2. ALL STRUCTURAL STEEL SHAPES AND PLATE TO BE ASTM A-36
- 3. ALL STEEL BOLTS TO BE ASTM A-307 UNLESS OTHER NOTED
- 4. WELDING TO CONFORM TO LOCAL CODES AND PERFORMED BY CERTIFIED **OPERATORS**
- 5. CONCRETE TO DEVELOP 2500 PSI MINIMUM COMPRESSIVE STRENGTH AT 28 DAYS
- 6. SIGNS TO HAVE U.L. LABEL AND FINAL ELECTRICAL HOOK-UP IN FIELD TO BE PER NATIONAL ELECTRICAL CODE



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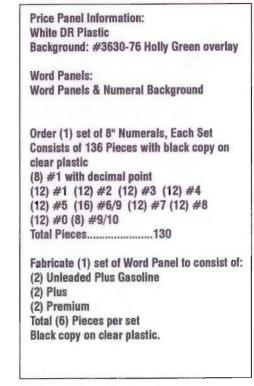
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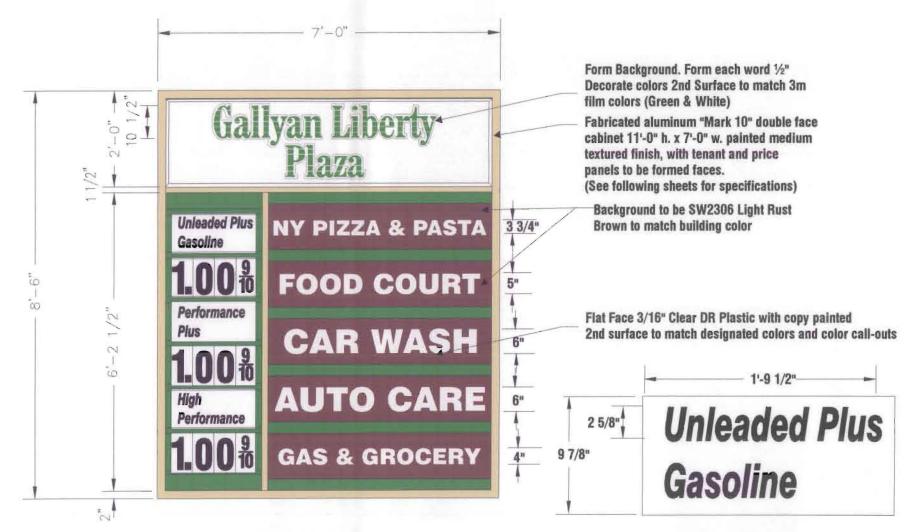
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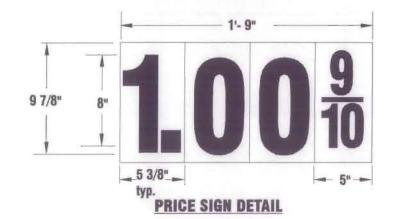
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**FACE ELEVATION** 

### **PRICE SIGN DETAIL**



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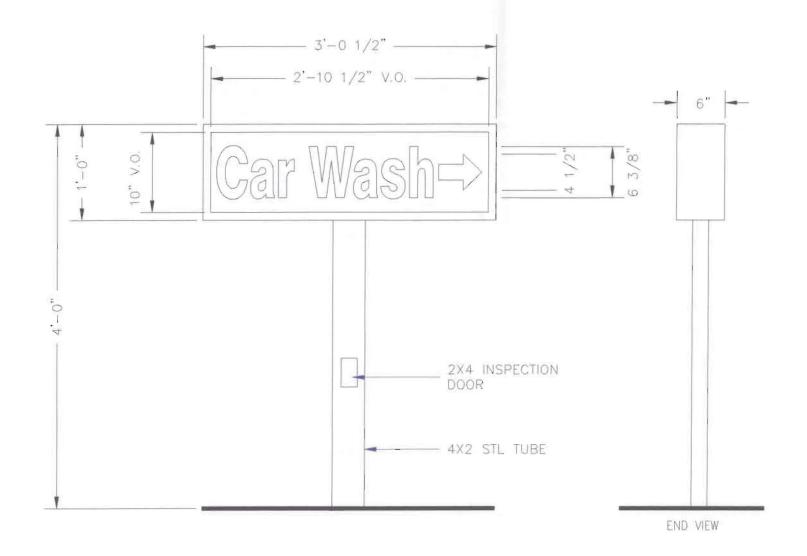
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MANUFACTURE AND INSTALL
(1) DOUBLE FACE INTERIOR ILLUMINATED DIRECTIONAL SIGN

ALUMINUM MARK 6 CABINET PAINTED TO MATCH THE BUILDING WHITE PLASTIC WITH 3630-76 HOLLY GREEN FILM OVERLAY. COPY TO BE SHOW THRU WHITE



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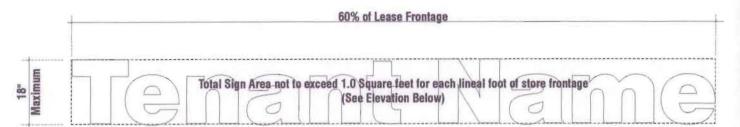
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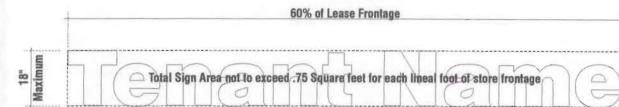


### **CUSTOM FABRICATED ALUMINUM CHANNEL LETTERS - FRONT SIGNS**

Scale: NTS

Wall signs to be flush against the face of the building and not projecting more than sixteen inches (16") therefrom may be permitted a total sign area, not to exceed 1.00 square feet of signage for each lineal foot of storefront. Letters not to exceed 18" in height. Logo may be up to 24" high with city approval.

Maximum sign length not to exceed eighty percent (60%) of storefront area.

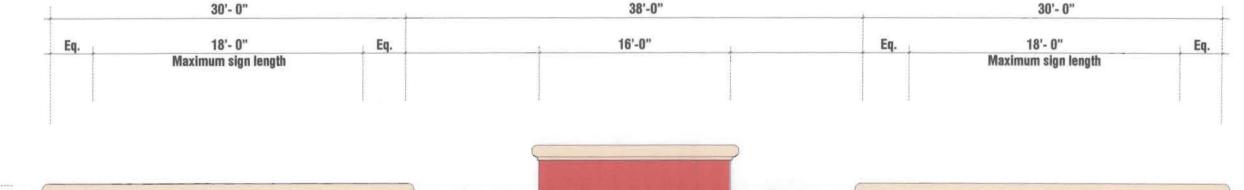


#### **CUSTOM FABRICATED ALUMINUM CHANNEL LETTERS - SIDE SIGNS C1**

Scale: NTS

Wall signs to be flush against the face of the building and not projecting more than sixteen inches (16") therefrom may be permitted a total sign area, not to exceed .75 square feet of signage for each lineal foot of storefront. Letters not to exceed 18" in height.

Maximum sign length not to exceed eighty percent (60%) of storefront area.





PARTIAL RETAIL TENANT BUILDING ELEVATION Scale: 1/8" = 1'-0"



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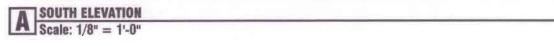
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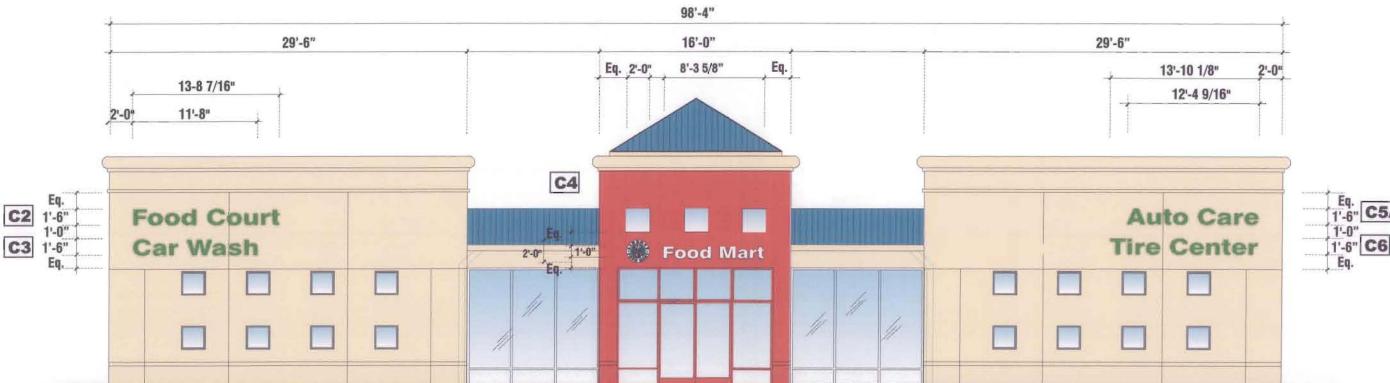
R3 10-04-02 atv Remove Beverly Center to all pages and put copy in Canopy The O.A.H. of sign A1 to be 17' R4 10/10/02 AV Change bkgd o 3 cabinets in sign A1. R5 12/10/02 Change Pylon to Monument Sign and add name of Gallyan Liberty Plaza.

Page: Of: 12 22

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A WEST ELEVATION
Scale: 1/8" = 1'-0"



1700 West Anaheim Street Long Beach, California 90813-1195 phone: 562.495.3808 facsimile: 562.435.1867

www.superiorsigns.com design@superiorsigns.com

Project: Gallyan Liberty Plaza

Address: 6670 & 6700 BRENTWOOD DRIVE BRENTWOOD, CA.

Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

Design No.: 01-05-1760-02

Date: 05-08-01

Reg. No.:

Revisions:

Eq. C5A

1'-6"

C6

R3 10-04-02 atv
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The O.A.H. of sign A1 to be 17'
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NORTH ELEVATION
Scale: 1/8" = 1'-0"



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Project: Gallyan Liberty Plaza

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Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

Design No.: 01-05-1760-02

Date: 05-08-01

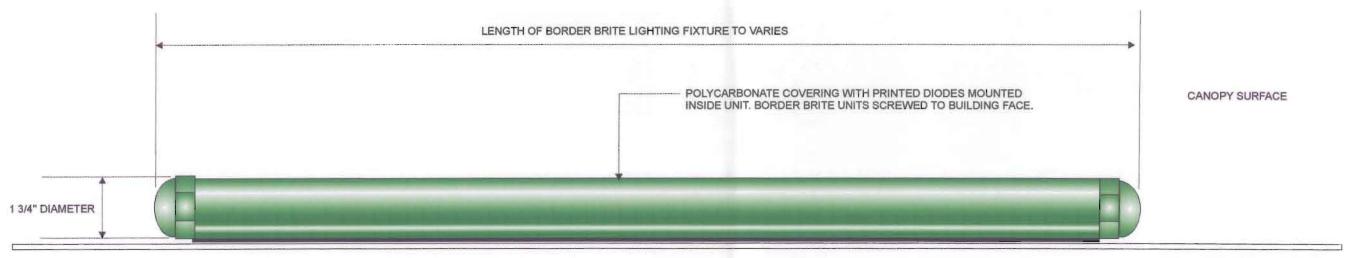
Reg. No.:

Revisions:

R3 10-04-02 atv Remove Beverly Center to all pages and put copy in Canopy The O.A.H. of sign A1 to be 17' R4 10/10/02 AV Change bkgd o 3 cabinets in sign A1. R5 12/10/02 Change Pylon to Monument Sign and add name of Gallyan Liberty Plaza.

Page: Of: **14 22** 

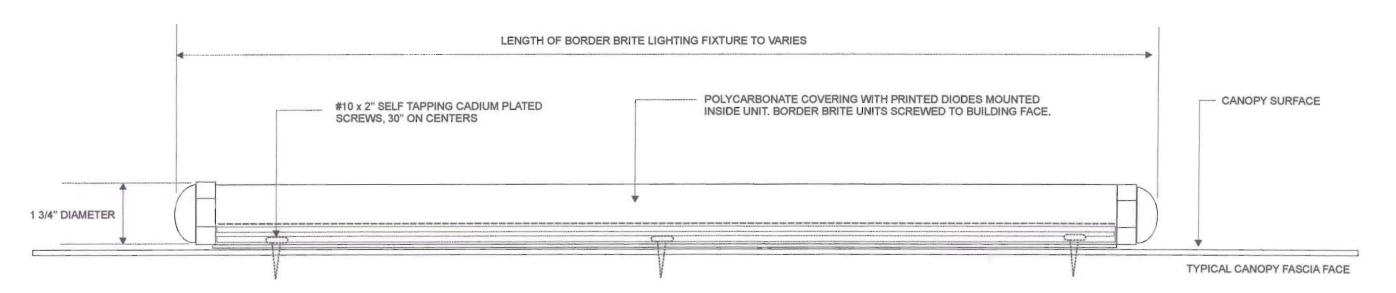
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TYPICAL CANOPY FASCIA FACE

### DURA L.E.D. LIGHTING / LUMILEDS TYPICAL L.E.D. LOW VOLTAGE LIGHTING FIXTURE

POLYCARBONATE COLORED EXTERIOR COVERING OVER A LINEAR ARRAY OF SOLID STATE LIGHT EMITTING DIODES ( LED )
MOUNTED ON A ELONGATED PRINTED CIRCUIT BOARD
BORDER BRITE UNITS ARE MOUNTED END TO END FOR CONTINUOUS LENGTHS, WITH LOW 40 VOLT, VOLTAGE POWER SUPPLY
LOCATED AT THE END OF THE SERIES. ONE POWER CONTROLLER, POWERS 100 FEET OF BORDER BRITE LIGHTING FIXTURES, WITH A
SEVEN ( 7 ) AMP POWER LOAD. LIGHTING MODULES OPERATE WITH 120 VOLTS, WITH A 40 VOLT SECONDARY ELECTRICAL
POWER REQUIREMENT.



DURA L.E.D. LIGHTING / LUMILEDS TYPICAL L.E.D. LOW VOLTAGE LIGHTING FIXTURE INSTALLATION DETAIL



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Project:

Gallyan Liberty Plaza

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Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

Design No.: 01-05-1760-02

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Reg. No .:

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R3 10-04-02 atv Remove Beverly Center to all pages and put copy in Canopy The O.A.H. of sign A1 to be 17: R4 10/10/02 AV Change bkgd o 3 cabinets in sign A1. R5 12/10/02 Change Pylon to Monument Sign and add name of Gallyan Liberty Plaza.

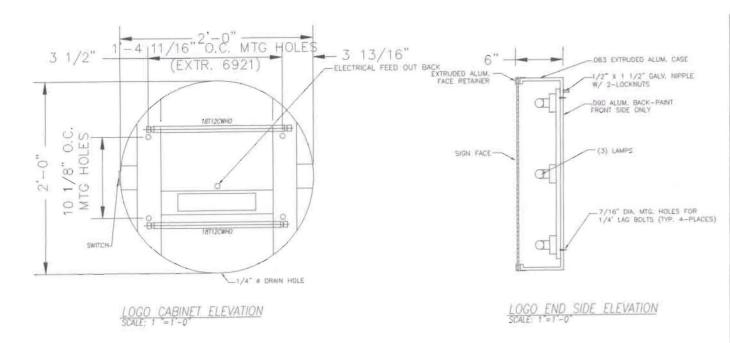
Page: Of: **16 22** 

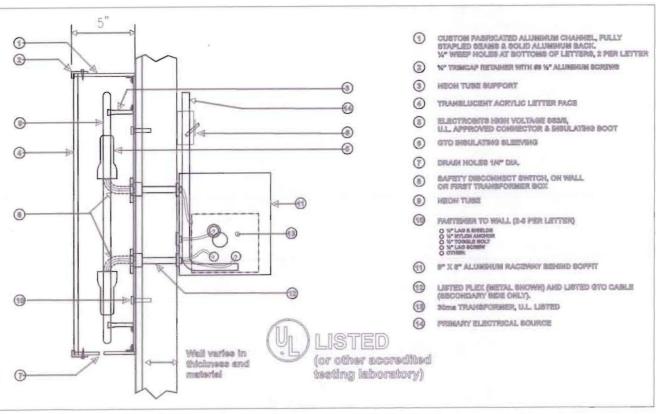
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# C4 LETTER ELEVATION AND LOGO ELEVATION SCALE: 1"=1'-0"

MFR. & INSTALL ( 1 ) S/F INTER. ILLUM, LOGO SIGN FACE MAT'L. TO BE CLEAR POLYCARBONATE DECOR 2ND SURFACE BKG'D. OF INNER CIRCLE TO BE #3630—76 HOLLY GREEN AND THE OUTER CIRCLE TO BE WHITE. TORCH TO BE WHITE WITH BLACK OUTLINE. COPY TO BE #3630—76 HOLLY GREEN WITH BLACK OUTLINE RETURN TO BE PAINTED TO MATCH BUILDING RETAINERS TO BE PAINTED TO BLACK

MANUFACTURE AND INSTALL "FOOD MART" (1) SET EACH INTERIOR NEON ILLUMINATED PAN CHANNEL LETTERS 5" DEEP FACE TO BE WHITE PLEX #7328
TRIMCAP AND RETURNS TO BLACK





"FOOD MART" LETTER DETAIL

SCALE: NTS



1700 West Anaheim Street Long Beach, California 90813-1195 phone: 562.495.3808 facsimile: 562.435.1867

www.superiorsigns.com design@superiorsigns.com

Project: Gallyan Liberty Plaza

Address: 6670 & 6700 BRENTWOOD DRIVE BRENTWOOD, CA.

Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

Design No.: 01-05-1760-02

Date: 05-08-01

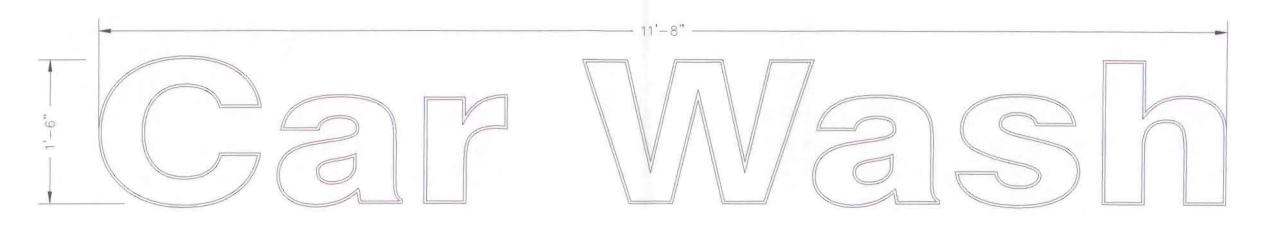
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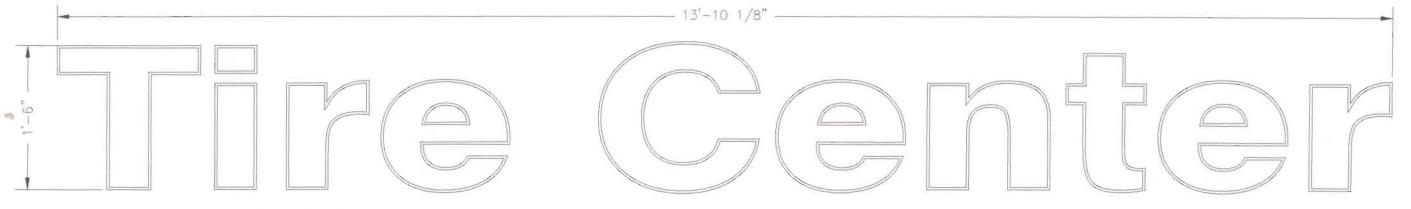
R83 10-04-02 atv
Remove Beverly Center to all
pages and put copy in Canopy
The O.A.H. of sign A1 to be 17
R4 10/10/02 AV Change bkgd o
3 cabinets in sign A1.
R5 12/10/02 Change Pylon to
Monument Sign and add name
of Gallyan Liberty Plaza.

Page: Of: 22

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C3 LETTER ELEVATION

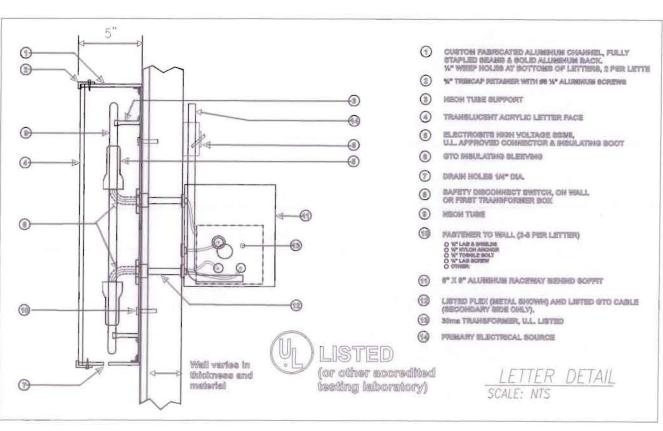


MANUFACTURE AND INSTALL: (2) SETS "CAR WASH"

LETTER ELEVATION

(1) SET "TIRE CENTER"

INTERIOR NEON ILLUMINATED PAN CHANNEL LETTERS 5" DEEP FACE TO BE WHITE PLEX #7328 W/ FILM APPLIED 1st SURFACE. COPY TO BE #3630-76 HOLY GREEN W/ WHITE OUTLINE. TRIMCAP AND RETURNS TO BE BLACK.





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Project: Gallyan Liberty Plaza

Address: 6670 & 6700 BRENTWOOD DRIVE BRENTWOOD, CA.

Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

Design No.: 01-05-1760-02

> Date: 05-08-01

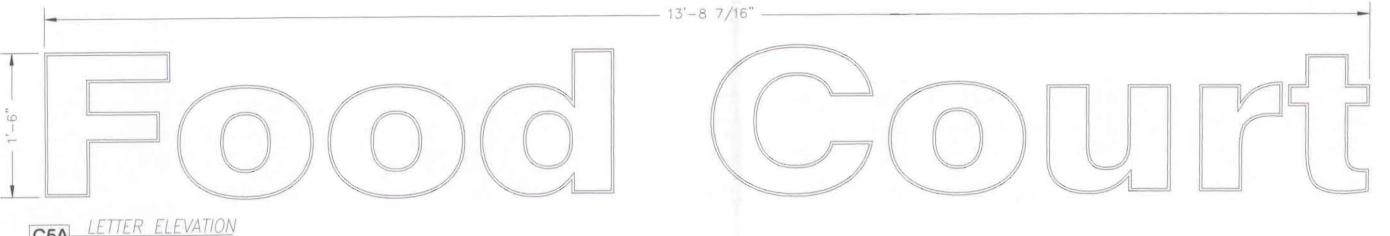
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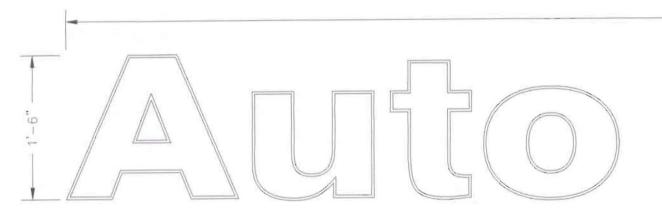
Revisions:

R3 10-04-02 atv
Remove Beverly Center to all
pages and put copy in Canopy
The O.A.H. of sign A1 to be 17'
R4 10/10/02 AV Change bkgd o
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Page: Of: **18 22** 

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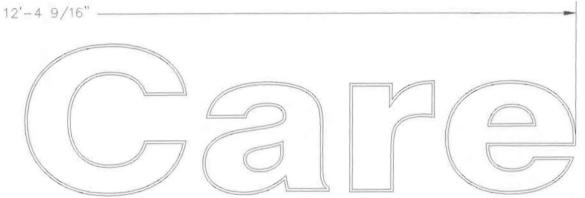


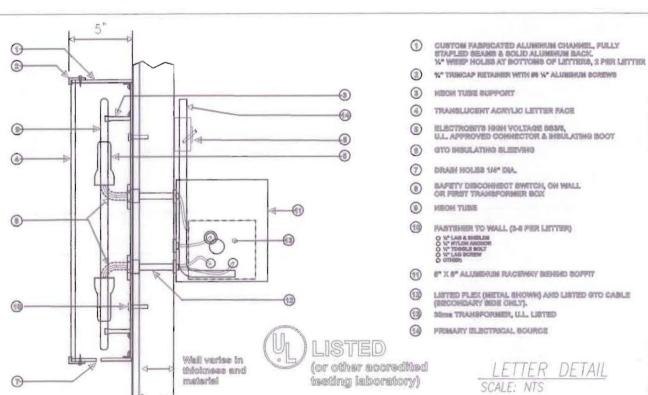


LETTER ELEVATION

MANUFACTURE AND INSTALL: (2) SETS <u>"FOOD COURT"</u>
(1) SET <u>"AUTO CARE"</u>

INTERIOR NEON ILLUMINATED PAN CHANNEL LETTERS 5" DEEP FACE TO BE WHITE PLEX #7328 W/ FILM APPLIED 1st SURFACE. COPY TO BE #3630-76 HOLY GREEN W/ WHITE OUTLINE. TRIMCAP AND RETURNS TO BE BLACK.







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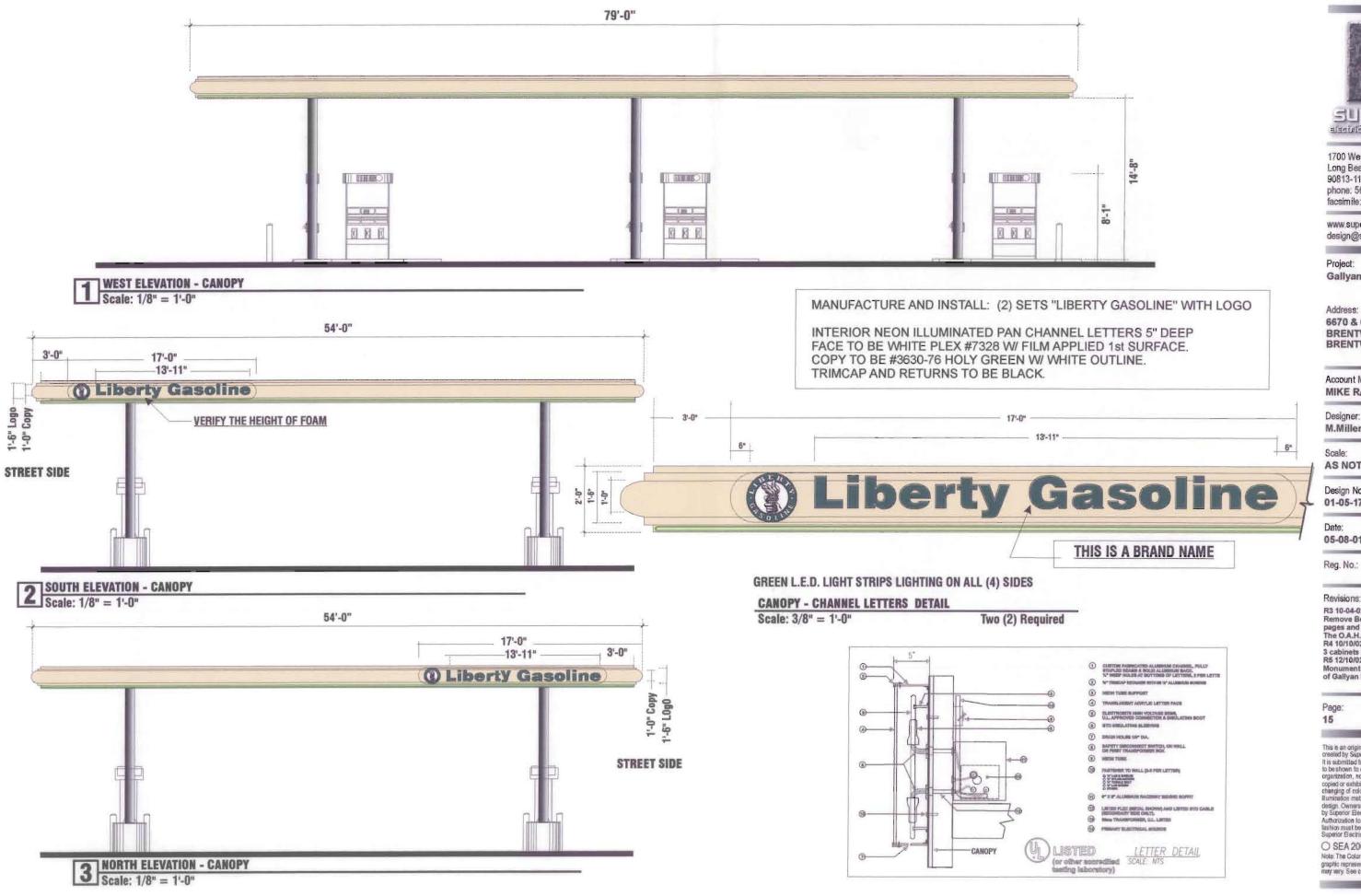
Revisions:

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Remove Beverly Center to all
pages and put copy in Canopy
The O.A.H. of sign A1 to be 17R4 10/10/02 AV Change bkgd o
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Project:

**Gallyan Liberty Plaza** 

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Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

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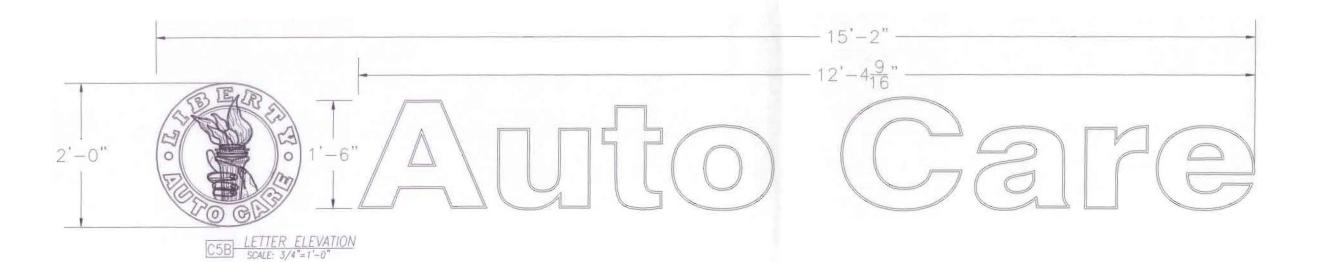
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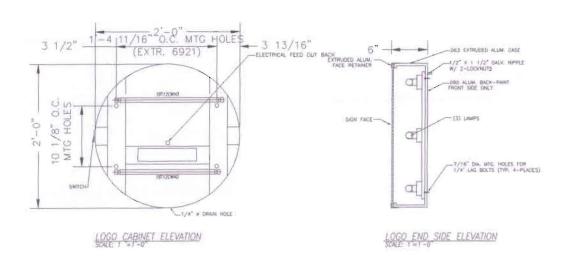
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Of: Page: 22

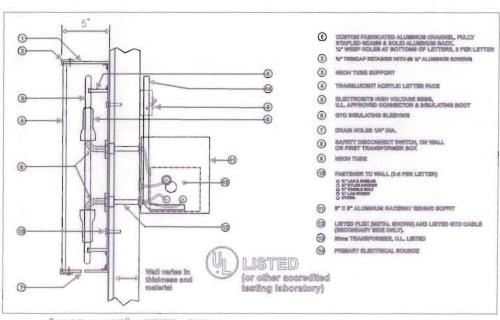
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MFR. & INSTALL ( 1 ) S/F INTER. ILLUM. LOGO SIGN
FACE MAT'L. TO BE CLEAR POLYCARBONATE DECOR 2ND SURFACE
BKG'D. OF INNER CIRCLE TO BE #3630—76 HOLLY GREEN AND
THE OUTER CIRCLE TO BE WHITE.
TORCH TO BE WHITE WITH BLACK OUTLINE.
COPY TO BE #3630—76 HOLLY GREEN WITH BLACK OUTLINE
RETURN TO BE PAINTED TO MATCH BUILDING
RETAINERS TO BE PAINTED TO BLACK



MANUFACTURE AND INSTALL (1) SET EACH INTERIOR NEON ILLUMINATED PAN CHANNEL LETTERS 5" DEEP FACE TO BE WHITE PLEX #7328 W/ FILM APPLIED 1ST SURFACE. COPY TO BE #3630-76 HOLLY GREEN W/ WHITE OUTLINE. TRIMCAP AND RETURNS TO BE BLACK



"FOOD MART" LETTER DETAIL



1700 West Anaheim Street Long Beach, California 90813-1195 phone: 562.495.3808 facsimile: 562.435.1867

www.superiorsigns.com design@superiorsigns.com

Project: Gallyan Liberty Plaza

Address:

Account Manager: MIKE RATHBUN

Designer: M.Miller/AViolenta 18.5

Scale: AS NOTED

Design No.: 01-05-1760-02

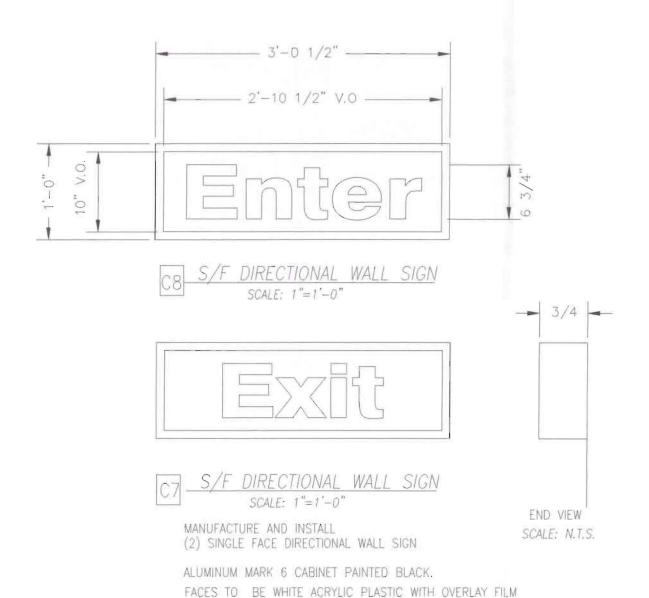
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BACKGROUND TO BE #3630-76 HOLLY GREEN

COPY TO BE SHOW THRU WHITE

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**Gallyan Liberty Plaza** 

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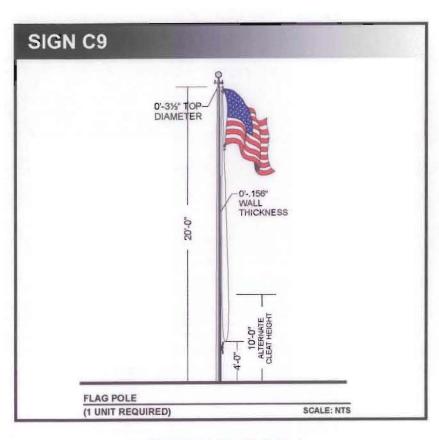
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Remove Beverly Center to all pages and put copy in Canopy The O.A.H. of sign A1 to be 17'
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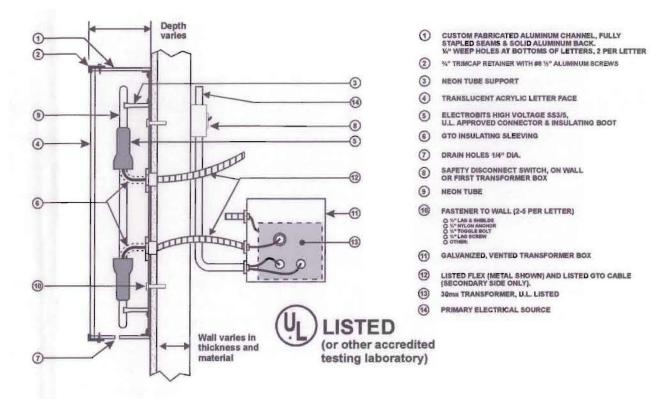
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\* FOOTING BY G.C. \*



### **CHANNEL LETTER SECTION DETAIL - ELECTROBITS**

DETAIL = UL48-T1D N.T.S.



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