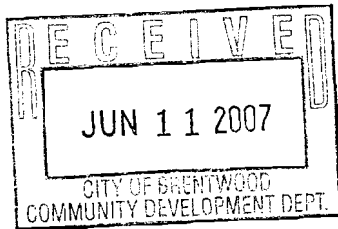


HARVEST CENTER

S I G N G U I D E L I N E S

Brentwood, California



Prepared By



superior
architectural and landscape

APPROVED PLAN

PERMIT NO. CUPOS-17CA1

RESOLUTION NO. 07-049

ACTION: APPROVED DENIED

DATE August 7, 2007

* See Conditions of Approval

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INTRODUCTION

All sign devices at Harvest Center are controlled by these Signage Guidelines. The Guideline will contribute to the vitality and thematic nature of the Harvest Center, and have been carefully planned to enhance the marketing opportunities for users, and to respond to the Image Objectives of the Harvest Center and the spirit of the City of Brentwood sign code.

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

Signage at Harvest Center must be developed within the Harvest Center Signage Guidelines and submitted to the Management of Harvest Center for architectural review and approval prior to city submittal.

The Owner, Management and The City of Brentwood are responsible for final interpretations of the Guidelines, and at their collective discretion, may 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.

Submittal requirements - Drawings are to depict 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 complementary signage. Therefore, conformance to the intent as well as the wording of the Guidelines is critical to the success of the program.



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HARVEST CENTER IMAGE OBJECTIVES

The purpose of the signage program is to ensure that the integrity of the signage for Harvest Center is presented with diversity and creativity while maintaining standards that achieve consistency throughout the project.

These Guidelines are established for Owner, City and Users at Harvest Center to provide a coordinated graphic system that communicates information in a distinctive and aesthetically pleasing manner. The visual consistency created by the criteria minimizes confusion and promotes an image of quality, which unites all of the individual establishments within Harvest Center.

The Guidelines establish minimum standards that are reasonable and equitable while providing sufficient flexibility to accommodate the User's need to be recognized and marketable, to reflect each retail chain User's graphic prototypes, and to encourage tasteful innovation.

It is the responsibility of each Owner and/or User to submit design drawings of the proposed signage to the Harvest Center Management and to the City of Brentwood for approval prior to the installation of any signage. The use of professional environmental graphic designers and professional signage companies to determine design detailing and sign placement is highly encouraged. Deviations from these Guidelines will only be considered if the overall purpose is to exceed the quality standards set forth herein.

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



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SIGN TYPES AND ALLOWANCES

Sign Type A: Internally Illuminated Reverse Channel Letters.

End cap tenants only are allowed one (1) set of internally illuminated reverse channel letters (halo illumination). Letters must be fabricated and installed to illuminate as noted in the general specifications details.

Letter height not to exceed 24".

Allowable Ratio for the Primary Frontage is 2 sq. Feet of signage per 1' of lineal primary lineal frontage. Sign area not to exceed 70% of leased lineal primary frontage or up to a maximum of 70 sq. Feet. Tenants main entrance will be defined as "Primary Frontage"

A Secondary Frontage is allowed only if additional sign if the frontage has visibility from Brentwood Blvd, Guthrie Lane or the North West entrance to the center.

Allowable ratio for the Secondary frontage is 1sq. Feet of signage per 1' leased lineal secondary frontage. Sign area not to exceed 65% of the leased lineal secondary frontage and up to 50 sq. feet.

Tenants are allowed up to a max of 2 lines (stacked) on each frontage. Sign Height not to exceed 46" with stacked copy including ascender and descenders and the space between the stacked letter sets (copy).

All signs to stay within the sign window. This is the area designated within the score lines of the building as shown on the building elevation types.

Sign Type B: Flat Cut-Out Acrylic Letters.

In-line tenants are allowed one set of Solid Acrylic Flat Cut-Out letters for their Primary Frontage.

Letters must be fabricated and installed as noted in the general specification details. Letter height not to exceed 18" for single line format.

Two line format not to exceed 36" in overall height of sign including ascenders, descenders and space between the two lines of text. **Max letter/logo height of 30" per PC Reso No. 07-049**

Allowable Area Ratio is 2 sq. Feet of signage per 1' of leased lineal frontage. Sign area is not to exceed 70% of the leased lineal frontage or up to a maximum of 50 sq. Feet.

~~Signs are to be single line copy only.~~ **Two lines of text allowed per PC Reso No. 07-049**

Signs are to be placed within the designated sign window as designated in the building elevations.

Sign Type C: Back Entrance Identity Plate.

All tenants are allowed a sign plate at their back entrance for service and deliveries. Sign size, color, fabrication and installation requirements are noted in the Back Entrance Identification details. No deviation from these details are allowed.

Sign Type D: Window Vinyl Graphics.

All tenants are allowed one set of vinyl graphics at their storefront as noted in the window graphics specifications.. Maximum area is 4 sq. Feet in an overall 24" wide x 18" tall area. Tenants are allowed to display name logo, store hours and emergency information only. Tenants are allowed White Vinyl Only.

Sign Type E: Building Address.

Each building will have 2 sets of 10" tall non-illuminated address numbers. Addresses will be located below the End Cop tenant signage.

Each address will be placed on the frontage that faces an entrance or street frontage.

Sign Type F: Main Monument Identification.

This sign has been designed to capture the history of Brentwood through it's natural metals and Harvest Icon. It's placement and scale is a purposely designed gateway element to those entering the town of Brentwood from the Valley. Located At the Corner of Brentwood Blvd. And Guthrie Lane. This sign is single face and to face the combined corner.

The sign is 14' 8 5/8" x 5' 9 3/4". Illumination of the sign is to be indirect from the landscape with up to two (2) "B.K. Lighting, Alps Series light fixtures". Fixtures will be installed in the landscape 5' from face of sign. Landscape planned growth to have foliage block fixture from view. Fixture finish to be satin black.

Sign Type G: Directional Monument Sign.

Again designed to fit the Historical Theme of Brentwood, these directional signs are to be placed through the traffic corridors of the center. These signs will guide the traffic throughout the center to the desired address. The first 2 will be located at each entrance to the center. Future directional signs (maximum 4 qty) may be installed pending future necessity. Overall Size is 7' 4" x 2' 10 7/8". If necessary, Illumination of the sign is to be indirect from the landscape with one (1) "B.K. Lighting, Alps Series light fixture". Fixture



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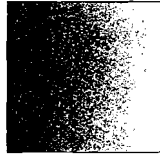
COLOR REQUIREMENTS

End Cap Tenants:

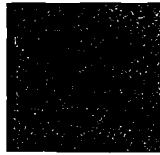
Channel Letter faces and returns to be continuous and to match one of the three following polyurethane colors.
Satin Black, Brushed Aluminum (to match Matthews brushed aluminum) or Copper (to match Matthews copper metallic)



Satin Black
Letter Returns:
Polyurethane Paint
Trim Cap: Standard
Black



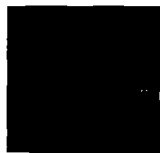
Brushed Aluminum
Letters Face and Edges:
Polyurethane Paint Finish
(Equal to "Matthews
Brushed Aluminum")



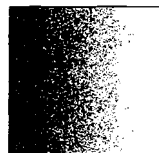
Copper
Letter faces and
returns to match
Matthews Copper
Metallic polyurethane

In-Line Tenants:

Acrylic letters to have Polyurethane painted faces and edges.
Satin Black or Brushed Aluminum paint.
(Brushed Aluminum equal to "Matthews Brushed Aluminum")



Satin Black
Letter Face and
Edges: Polyurethane
Paint



Brushed Aluminum
Letters Face and Edges:
Polyurethane Paint Finish
(Equal to "Matthews
Brushed Aluminum")



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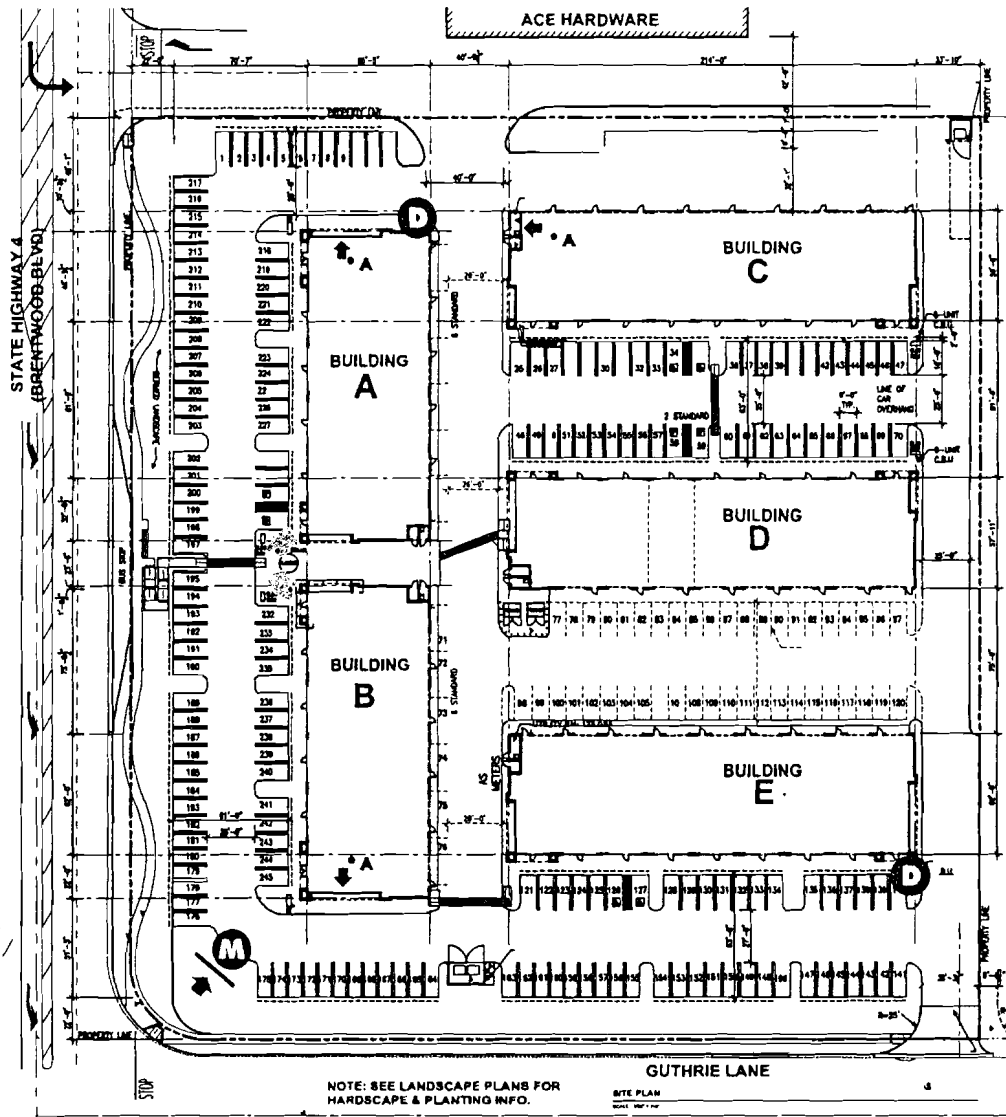
1740 West Anaheim Street
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PROHIBITED SIGNAGE

1. No exposed raceways allowed.
2. No exposed conduit
3. Internally illuminated or non-illuminated cabinets are not permitted.
4. All conductors, transformers and fasteners shall be concealed
5. All penetrations shall be neatly sealed.
6. Sign contractor will be held responsible for any damage done to the building during installation.
7. No manufacturers labels will be allowed on any visual surface of the sign except where the City of Brentwood requires.
8. Banners, pennants, or temporary signs will be allowed without a temporary use permit from the City of Brentwood. Such signs will not be allowed in place for more than 1 week.
9. No exposed neon within the letterset or mounted on the fascia.
10. Sign wording to be limited to the tenants name only.
11. Window graphics are limited to the area detailed in this program. Sale displays or vendor items will not be allowed.
12. Flashing, moving or audible displays such as inflatable sidewalk displays, rooftop balloons or flashing window displays are prohibited.



SITE PLAN



LEGEND

- D** DIRECTIONAL SIGN
- M** MONUMENT SIGN
- A** POTENTIAL SECONDARY SIGN



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SIGN TYPE A

Width of tenant copy not to exceed 70% of leased lineal feet on the Primary Frontage.
 Width of tenant copy not to exceed 65% of leased lineal feet on the Secondary Frontage.

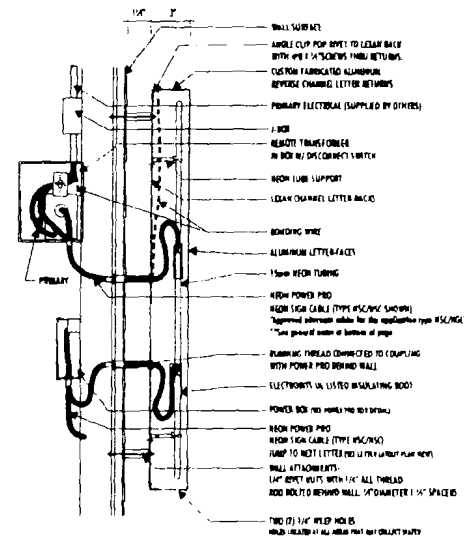
2'
Maximum
Letter Ht.

TENANT NAME

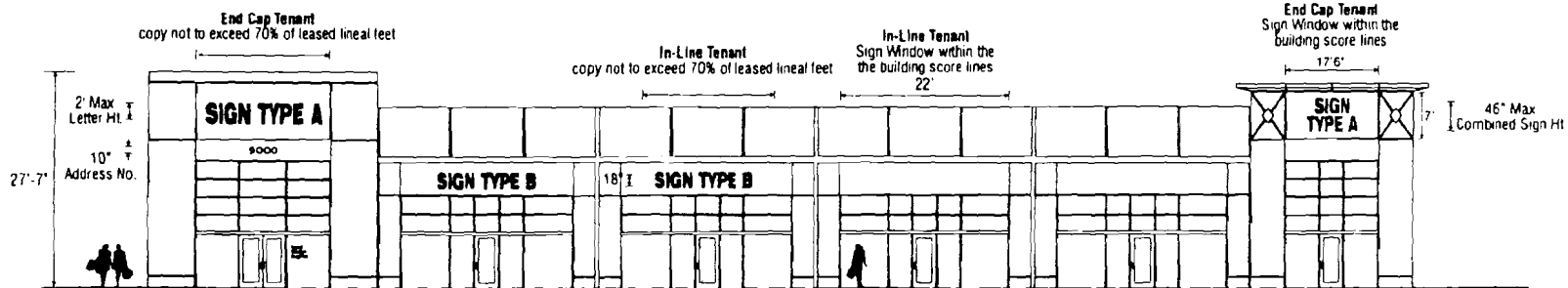
END CAP TENANT - LETTER ELEVATION

GENERAL SPECIFICATIONS

Sign shall be Reverse (Halo) internally illuminated channel letters mounted flush to wall fascia.
 Maximum letter height not to exceed 24" 2 line stacked copy not to exceed 46" including ascenders, descenders and space between the copy.
 Letters shall be 3" deep custom fabricated aluminum channel with and returns with 1/2" standoff. The Channel letter returns are to be painted the same color as the face of the letter. Letters to be painted one of the three required colors.
 Illumination shall be provided by a minimum of 15 mm white neon tubing. Neon tubing shall be powered by 30 mA transformers which shall be remotely installed behind wall fascia.
 All letters shall conform to all UL specifications and bear a UL label.
 Maximum area allowed is for primary frontage is 2 sq. ft. of signage to every 1' lineal store frontage, not to exceed 70% of leased lineal frontage, up to maximum of 70 sq. Ft.
 Maximum area allowed is for secondary frontage is 1 sq. ft. of signage to every 1' lineal store secondary frontage, not to exceed 65% of leased lineal frontage, up to maximum of 50 sq. Ft. (See requirements for secondary frontage in "Sign Types and Allowances")



General Note
 Type HSC/MSL Sign Cable - Use a UL Listed Liquid-Tight Flexible Cord Connector identified for use with a cord of 3/16 to 5/16 inch diameter as specified on the connector or the attached UL listing system. Repeat the 1/2\"/>



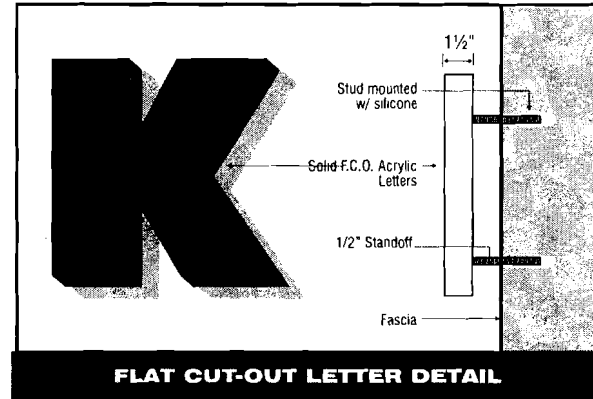
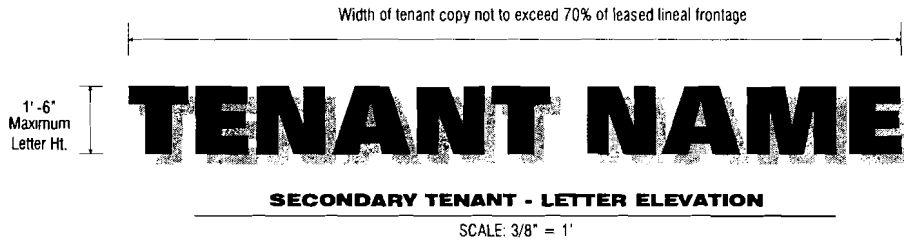
TYPICAL BUILDING ELEVATION
 SCALE NTS



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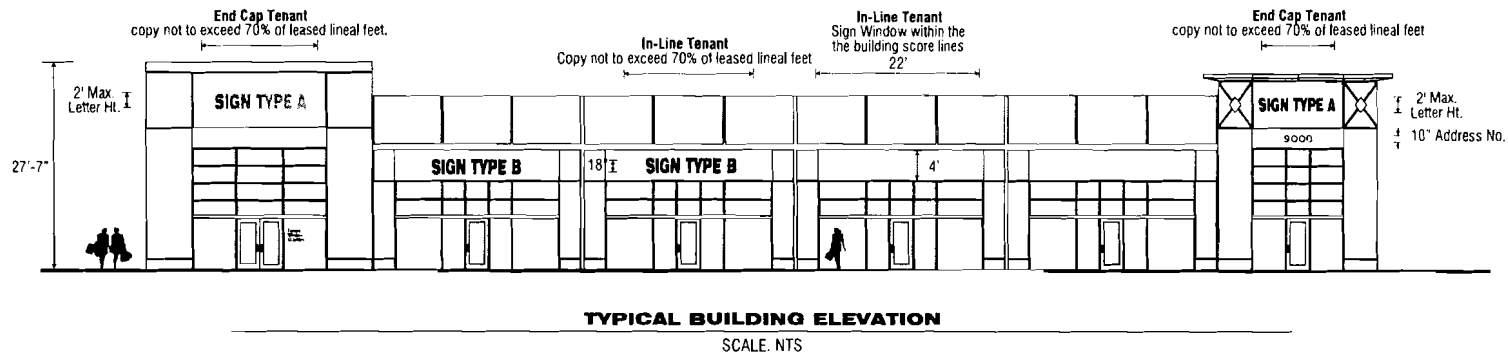
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SIGN TYPE B



GENERAL SPECIFICATIONS

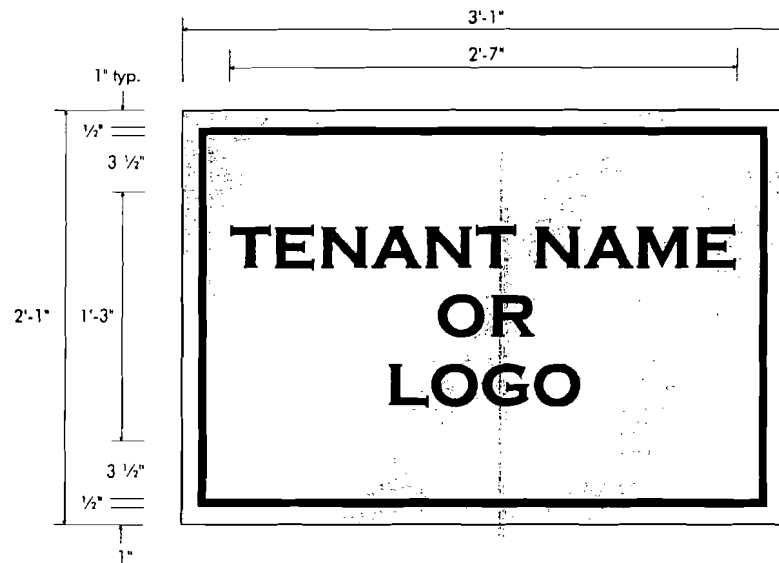
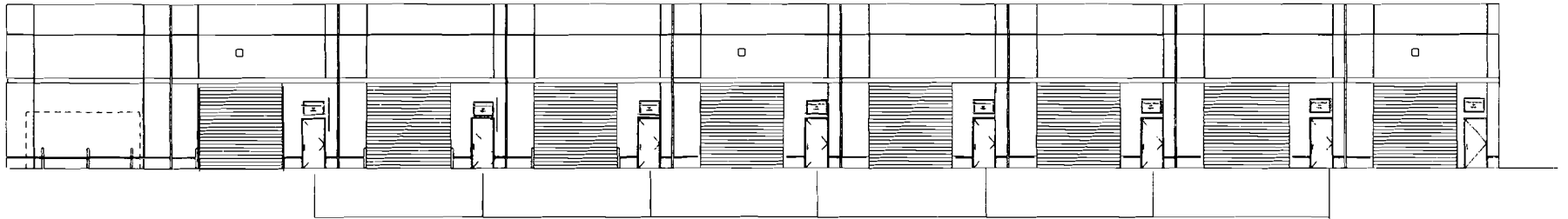
Letters to be 1-1/2" Solid Flat Cut-Out Acrylic. Max letter height 30" for two lines of text per PC Reo 07-049
 Maximum letter height not to exceed 18" for single line format. Two Line stacked format not to exceed 36" in overall height of sign including ascenders, descenders and space between the two lines of text.
 Letters to be painted one of the 2 required colors. Satin Black or Metallic Aluminum as noted in the Color Specifications.
 Install letters with all tread studs and silicon.
 Maximum area allowed is 2 sq. Feet of sign area to every 1' of leased lineal tenant frontage.
 Area not to exceed 70% of the frontage up to a maximum of 50 sq. Feet.



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SIGN TYPE C



BACK ENTRANCE IDENTIFICATION

SCALE: 1-1/2" = 1'-0"

SPECIFICATIONS

Metal Background: 1/8" thick metal panel with a horizontally brushed Aluminum finish
 Logo and Border: Computer cut 3M 3650-12 Block opaque vinyl
 Mounting: 1/8" diameter x 3" long threaded rods welded to back of sign panel and installed into drilled holes in the existing wall fascia. Sign to be located above back entrance door. 3" above door frame to bottom of panel, Center panel from left to right of door frame.
 NOTE: No Illumination Allowed

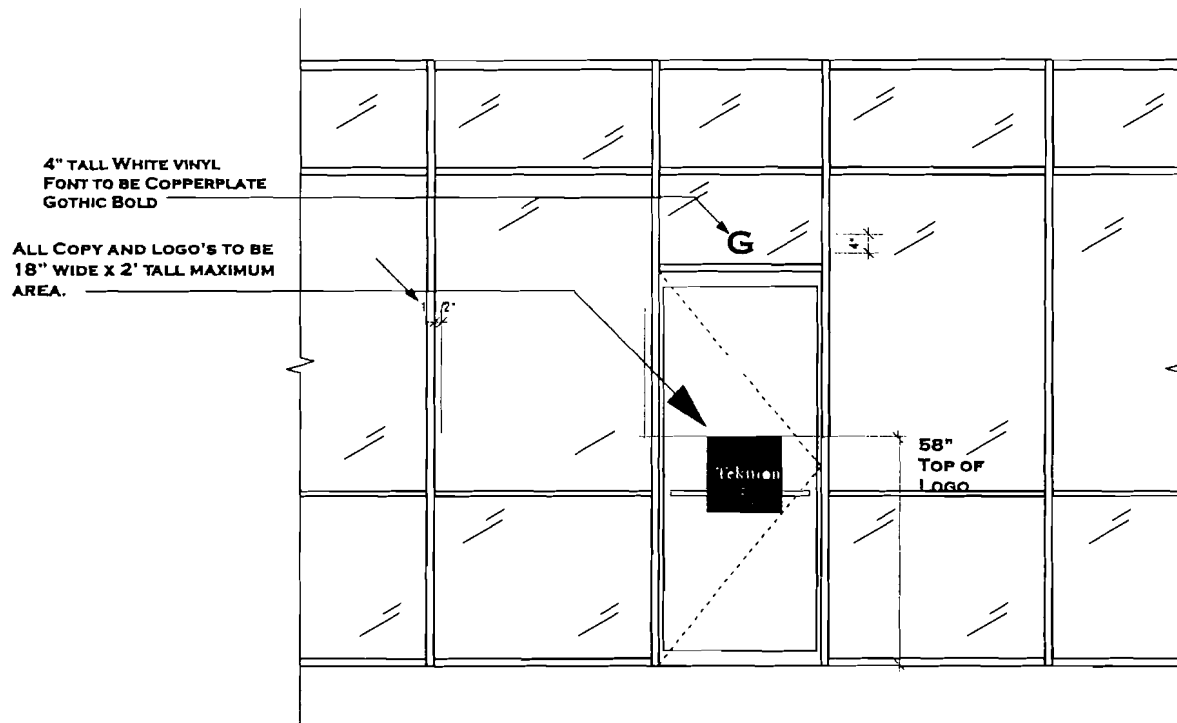


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SIGN TYPE D

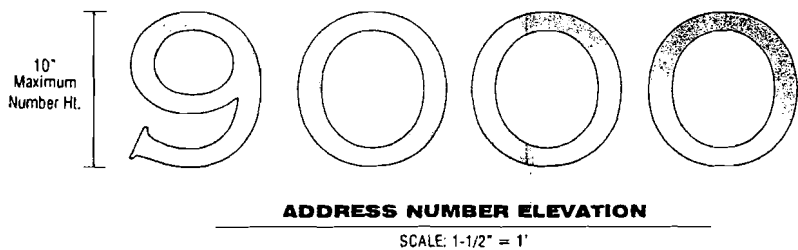
WINDOW VINYL IDENTIFICATION



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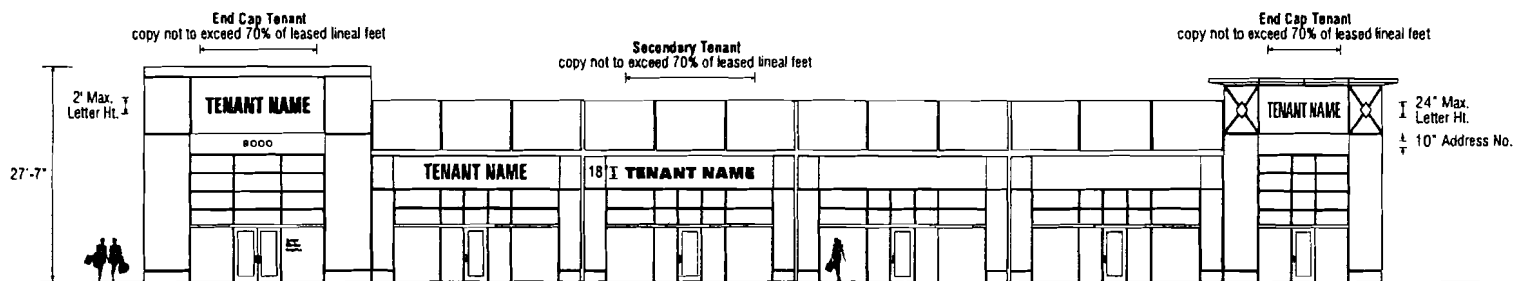
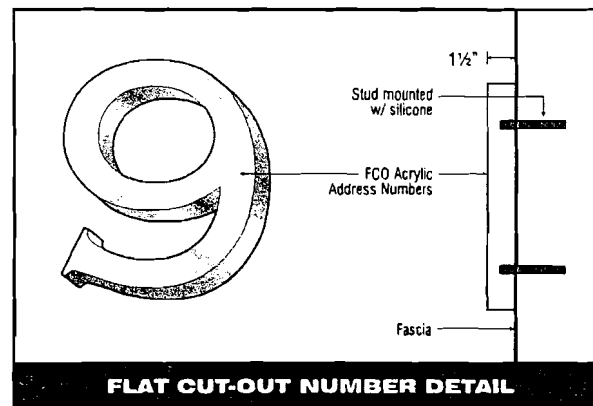
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SIGN TYPE E



GENERAL SPECIFICATIONS

Numbers to be 1-1/2" flat cut out acrylic painted brushed silver & surface mounted fascia



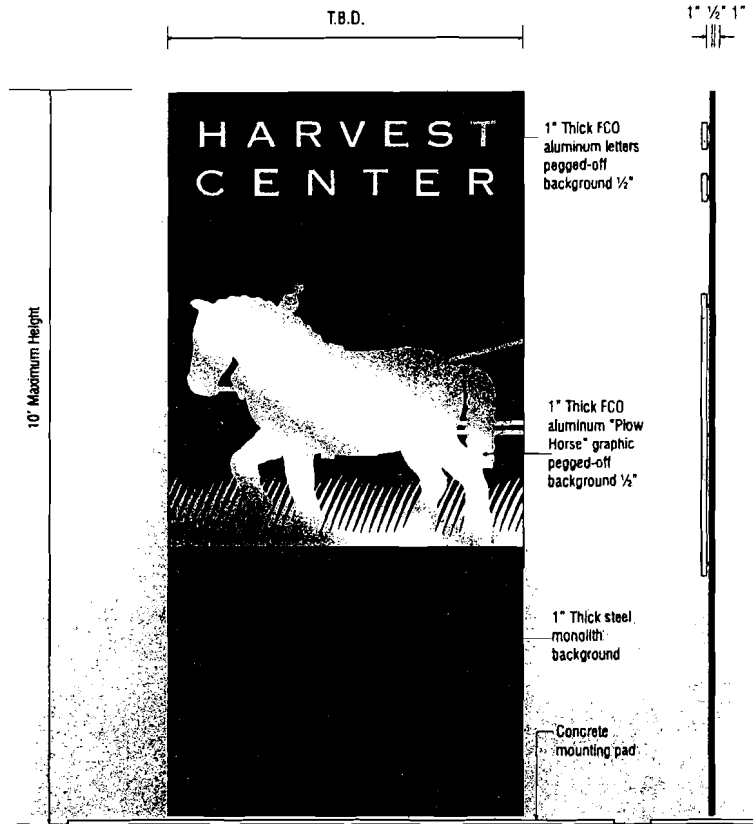
TYPICAL BUILDING ELEVATION

SCALE: NTS'



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SIGN TYPE F

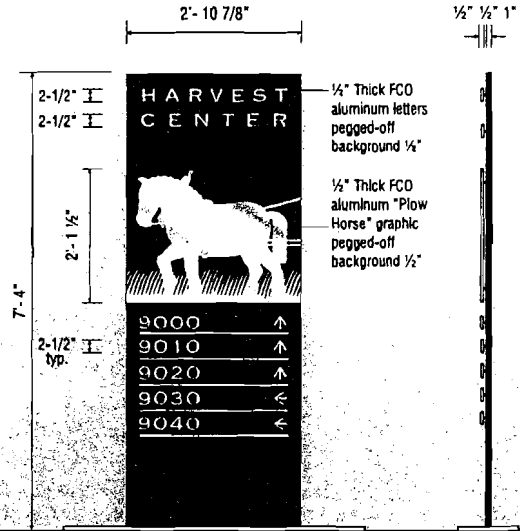


MAIN IDENTIFICATION MONOLITH

SCALE: 1/2" = 1'

SIDE VIEW

SIGN TYPE G



DIRECTIONAL MONOLITH

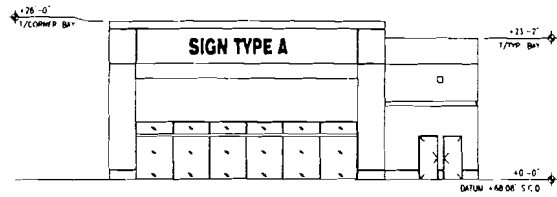
SCALE: 1/2" = 1'

SIDE VIEW

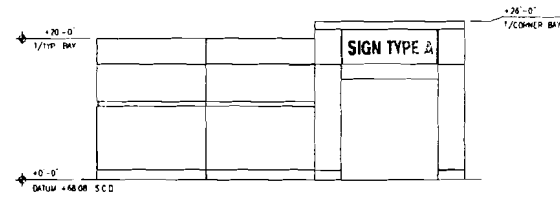


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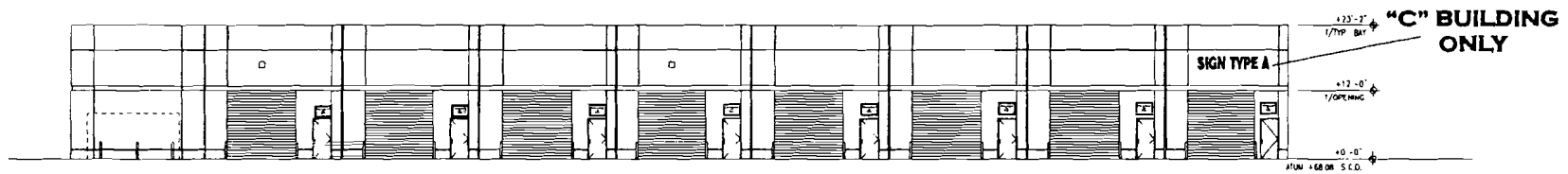
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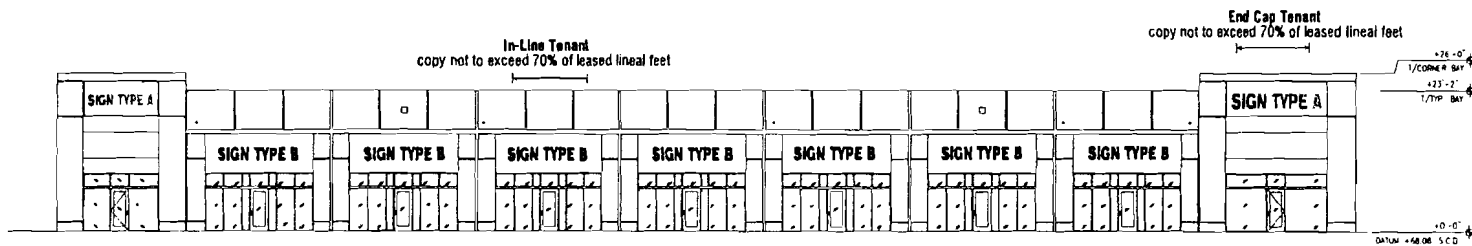
TYPICAL BUILDING ELEVATION



TYPICAL BUILDING ELEVATION



TYPICAL BUILDING ELEVATION



TYPICAL BUILDING ELEVATION



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