

**PLANNED SIGN PROGRAM**  
**FOR**  
**LA FUENTE PLAZA**  
**HIGHLAND WAY AND SAND CREEK ROAD**  
**BRENTWOOD, CALIFORNIA**

October 2004  
Revised January 2005

**APPROVED PLAN**

PERMIT NO. CUP 04-17

RESOLUTION NO. 04-69

ACTION:  APPROVED  DENIED

DATE 1/25/05

**SIGN PROGRAM**  
**FOR**  
**LA FUENTE PLAZA**  
**HIGHLAND WAY AND SAND CREEK ROAD**  
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**A. PURPOSE AND INTENT**

The following criteria has been established for the purpose of assuring a consistent sign design program for the mutual benefit of all occupants. Flexibility of design is encouraged and at the same time over all visual harmony is maintained. Conformity with this criteria will be enforced by the Landlord and the City of Brentwood. Any sign non-conforming or unapproved will be brought into conformity at the expense of the Tenant.

**B. GENERAL CRITERIA**

1. All signs shall comply with Section 17.640 of the City of Brentwood Zoning Ordinance. However, where discrepancies occur, these guidelines shall govern. Prior to manufacture of any sign in the center, the Tenant shall submit to Landlord for approval, four (4) copies of detailed drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and method of attachment. This approval must be obtained prior to submittal to the City of Brentwood.
2. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Landlord,
3. Prior to the installation and manufacture of any sign, the Tenant shall obtain a sign permit from the City of Brentwood.
4. Each Tenant shall pay all costs for its' signs including manufacture, installation, maintenance, and City permits.
5. Each Tenant shall be fully responsible for and repair any damage to any surface caused by the signage or its installation.

6. Landlord reserves the right to periodically hire an independent electrical engineer, at Tenant's sole expense, to inspect the installation of all Tenant's signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within fifteen (15) days of notice, may be corrected by the Landlord at Tenant's expense.
7. Tenant's sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or done by any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. Evidence of this insurance must be provided to Landlord prior to installation naming Landlord as additional insured.
8. Upon vacancy, Tenant shall remove sign and restore fascia to original condition at Tenant's sole cost and expense within fifteen (15) days of expiration of term or earlier termination of Tenant's lease.
9. Maximum total area for all signs of Types 1, 2, 3 and 5 shall not exceed 320 square feet.

## **2. PROHIBITED SIGNS**

1. Temporary signs, window signs, placards, flags, pennants, and banners of any type shall be prohibited.
2. No animated, flashing, audible, off-premise, or vehicle signs are allowed.
3. No exposed raceways, crossovers, conduits, neon tube conductors, transformers are allowed.

## **D. SIGN CONSTRUCTION**

1. All signs and their installation shall comply with all applicable City building and electrical codes, and bear UL label.
2. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location per Landlord's approval. Signs are to be connected to the J-box provided by the Landlord, which is connected to Landlord's house panel for uniform control hours of illumination unless otherwise directed by Landlord.

3. All penetrations of exterior fascia to be sealed watertight, and finish to match adjacent material, subject to Landlord's approval.
4. All signs shall be kept in good condition, be legible, adequately repaired, maintained, and painted by the Tenant thereof at all times. All repairs shall be equal in quality and design to the original signs. The standards for maintenance and repair of signs shall be that which will assure the highest visual quality.
5. All exterior signs shall be secured by concealed fasteners, stainless steel, nickel or cadmium plated.
6. Plastic surfaces to be 3/16" as manufactured for outdoor advertising.
7. All exterior signs shall be mounted a minimum of 1/2" from the building for proper drainage.
8. All exposed letter sheet metal returns shall be of 24 gauge, painted with one coat of primer and two coats enamel to match color of face. All trimcap to match the face and returns, 3/4" in thickness.

**E. SIGN DESIGN**

1. Tenants are required to have a single color illuminated sign on their fascia unless otherwise specified in this criteria or approved by Landlord and City of Brentwood. Location of all signs shall be as directed by Landlord and as approved by the City of Brentwood.
2. Signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complementary to adjacent facades.
3. Logo and letter heights, where specified, shall be determined by measuring the normal capital letter of type font exclusive of swashes, ascenders and descenders.
4. Notwithstanding the maximum square footages specified for copy area allowances, signs and topography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Signs shall be centered horizontally and vertically over each Tenant space unless otherwise directed by Landlord and approved by the City of Brentwood.

**F. SIGN TYPES:**

**1. Type 1 –Business identification Signs- Multi-Shop In Line Tenants Façade Sign.**

Each tenant shall be limited to a maximum of one Type 1 sign regardless of the number of shop spaces leased.

Each shop tenant shall install one set of individual channel letters on the fascia space as directed by Landlord. Each letter/logo will have an opaque face with 4" return. Both shall have an acrylic enamel finish to match building color.

Each sign copy shall be one uniform color throughout and one font/letter style. In registered trademark cases, said Tenant will be allowed the letter style(s) in accordance with their corporate specifications.

Signage lighting shall be consistent for the entire project and may occur in one of two ways:

- a. Opaque letters with internal halo illumination, to outline shape of letter against the building façade.
- b. Opaque non-illuminated letters. Façade illumination provided with surface mounted flood lights.

No can signs shall be allowed except logos not to exceed

10% of allowed sign area. Sign types 1 and 2 shall be 20" high.

Logos and ascending or descending stems may extend 4" above or below the baseline, but not both, provided the stem is attached to the fascia. No part of any sign will be allowed to extend below the fascia. Sign length shall not exceed 75% of the leased linear frontage. Maximum sign area is 2 sq. ft. of sign area for each linear foot of tenant building frontage up to a maximum of 100 square feet. All locations per Exhibits B and C.

**2. Type 2 – Business identification Signage – Second Elevation**

Businesses with a second elevation facing onto Highland Way. May have one additional sign at Landlord's and City of Brentwood's discretion duplicating the primary sign in addition to the maximum square footage as described in sign type 1 above. The type 2 sign shall not be illuminated.

3. Type 3 – Project Identification – Monument Sign

One double –faced internally illuminated monument sign will be located as Shown on the Site Plan. (Exhibit A). 75 square feet maximum area each side.

4. Type 4 – Typical Storefront Vinyl Lettering (Optional).

Each tenant shall be permitted to place upon or adjacent to their entrance, no more than 144 square inches of vinyl Scotchcal #3680-20 White lettering, letter style Helvetica. Application shall not exceed 2” (two inches) in height, indicating hours of business, emergency telephone numbers, etc.

5. Type 5- Service Door Signage

Tenant shall install service door signage. The purpose of this signage is to identify service door for delivery and emergency purposes only. Sign Shall be a 12” (twelve inch) high by 12” (twelve inch) long sheet metal plaque affixed to the rear door with a minimum of 4 (four) self-tapping sheet metal screws. Plaque shall be painted to match door color. Letters may be maximum 4” (four inches) high. Sign is to be centered on the door with bottom edge located 4’-6” (four feet six inches) from floor.

G. Miscellaneous Approved Signage

1. Decorative seasonal banners may be attached to banner poles or parking lot light poles, provided they are not advertising a specific business enterprise or service.
2. ADA approved entrance signage.

H. Approvals

To obtain Landlords approval, submit four (4) copies as outlined in Section B of this criteria, to the Landlord at the following address:

Please allow approximately two (2) weeks for the approval process. Upon approval, a letter shall be provided to tenant by Landlord. This letter must be presented to the city of Brentwood to obtain the tenant’s sign permit.

Prior to manufacture of any sign, the Tenant shall obtain a sign permit from city of Brentwood.

The individual sign area and cumulative Type 1 sign area total shall accompany all Type 1 sign applications. The total cumulative Type 1 sign area shall not exceed 100 square feet.

Ex A

La Fuente Plaza Sign Program

FOR TYPICAL TENANT SIGNAGE  
SEE EXHIBITS B, C & E

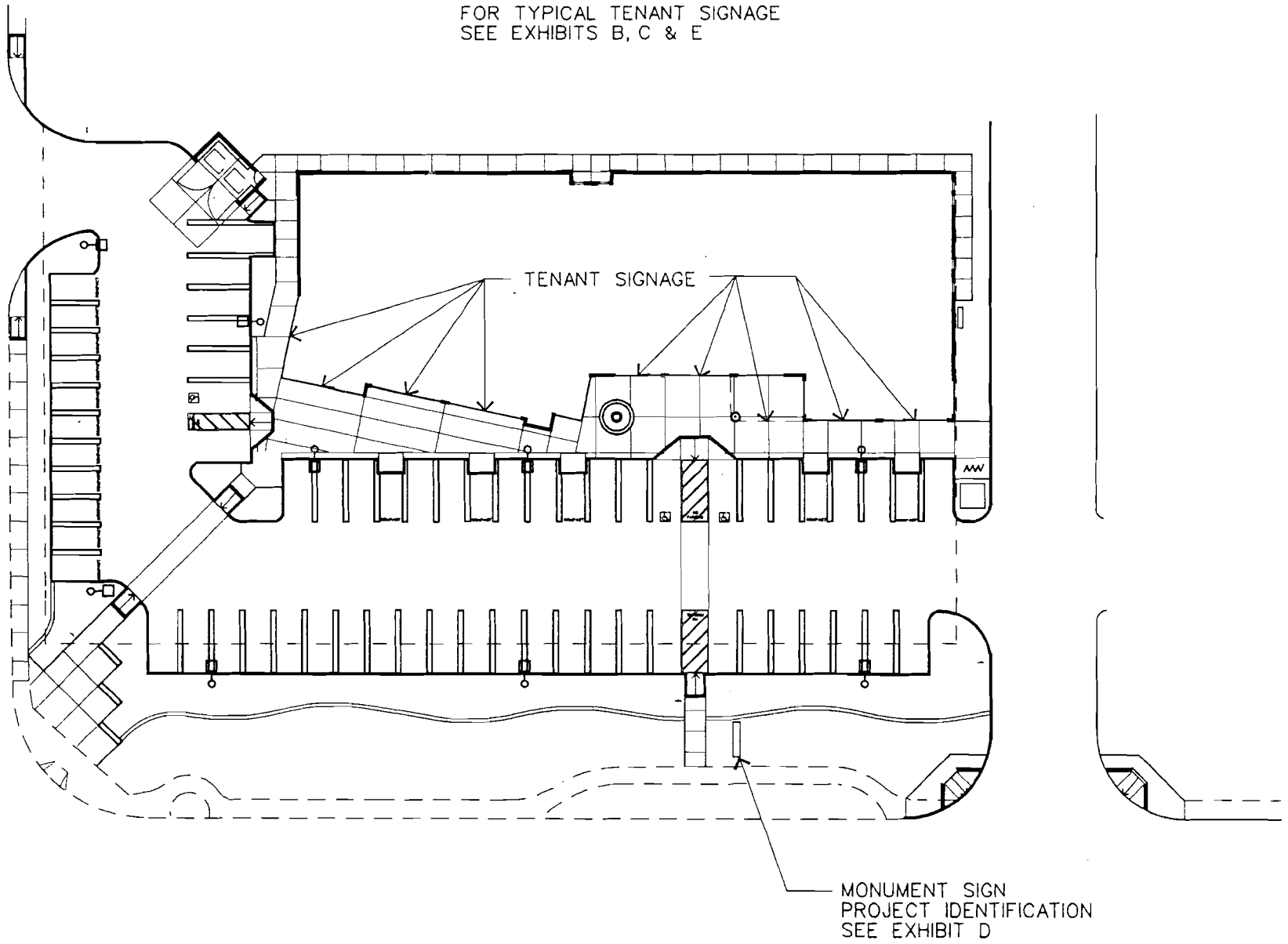


Exhibit B

La Fuente Plaza Sign Program

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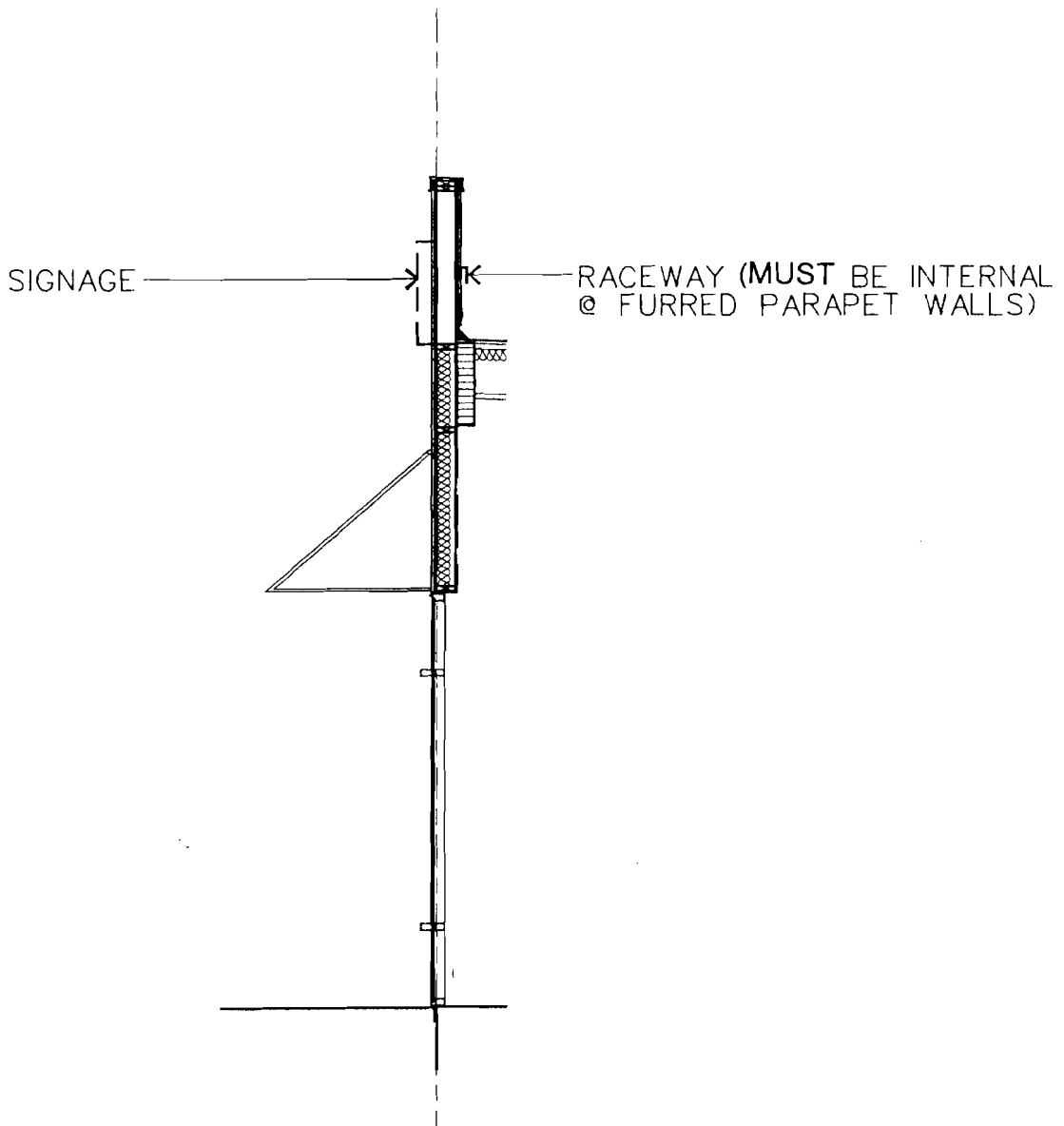
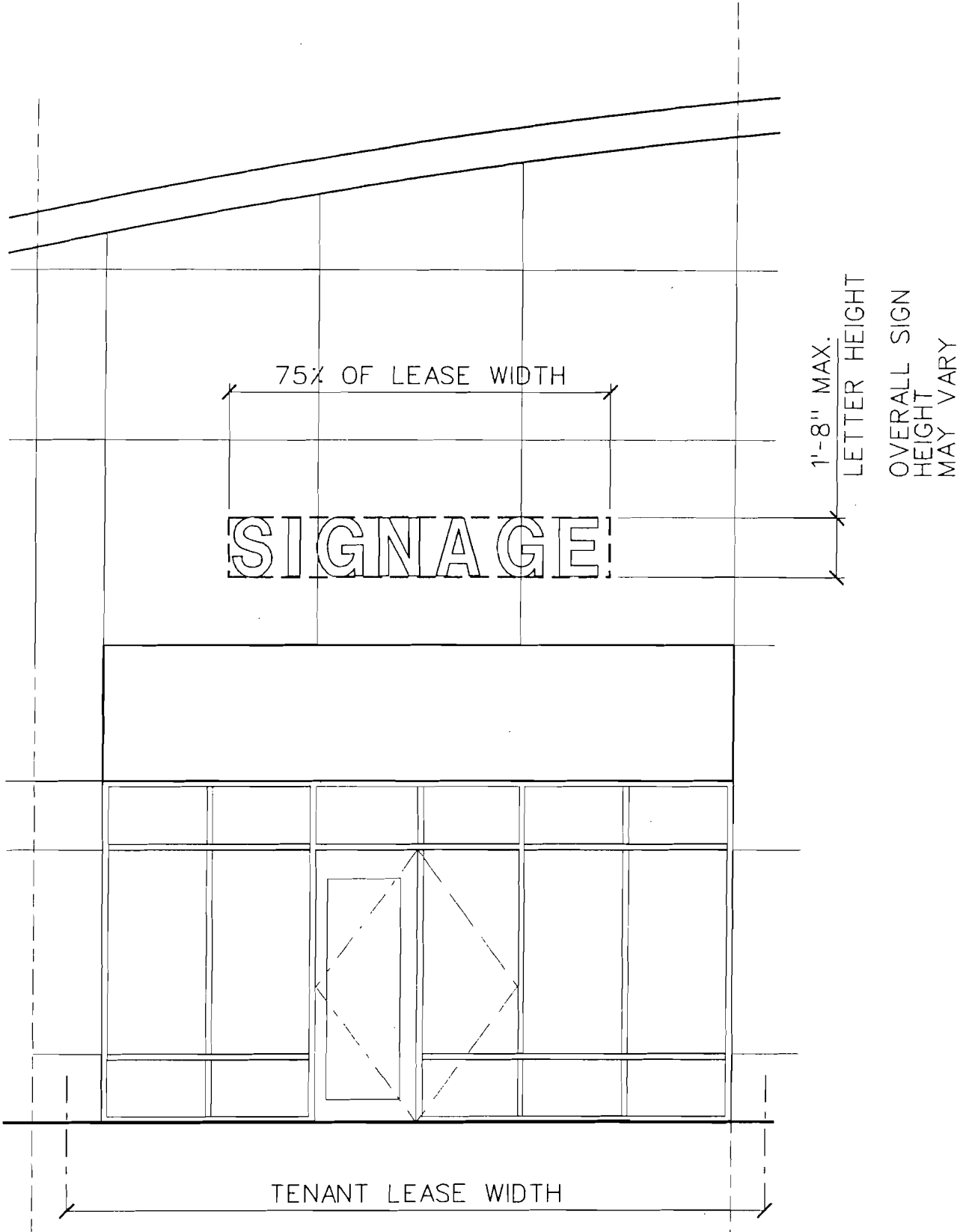
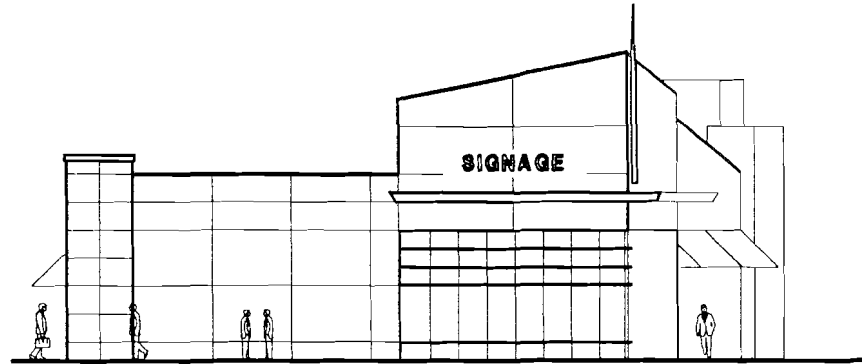




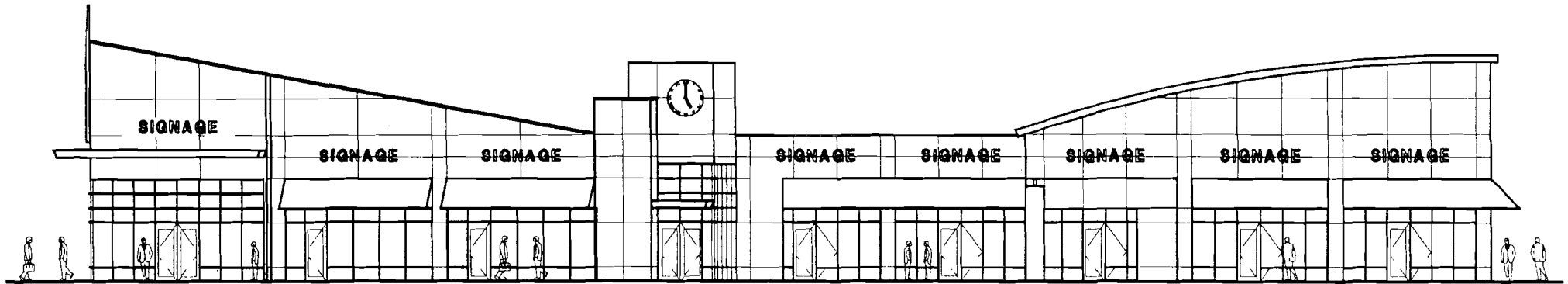
Exhibit C

La Fuente Plaza Sign Program





EAST ELEVATION



NORTH ELEVATION