

SAND CREEK

BUSINESS CENTER

S I G N G U I D E L I N E S
Brentwood, California

Prepared By



SUPERIOR
SIGNS AND GRAPHICS

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APPROVED PLAN

PERMIT NO. CUP 03-05

RESOLUTION NO. CC 2891

ACTION: APPROVED DENIED

DATE 6/10/03

Minor changes approved
as substantial conformance
WIK 5/19/05

Introduction

All sign devices at Sand Creek Business Center are controlled by these Signage Guidelines. The Guideline will contribute to the vitality and thematic nature of the Sand Creek Business Center, and have been carefully planned to enhance the marketing opportunities for users, and to respond to the Image Objectives of the Sand Creek Business 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 Sand Creek Business Center must be developed within the Sand Creek Business Center Signage Guidelines and submitted to the Architectural Committee (the "Committee") of the Sand Creek Business Center Owners Association (the "Association") for architectural review and approval prior to city submittal.

The Board of Directors of the Association is responsible for final interpretations of the Guidelines, and at their discretion, may modify them to accommodate unforeseen circumstances subject to the provisions of the Declaration of Covenants, conditions and restrictions of Sand Creek Business Center and any amendment thereof. The purpose of this review will be to maintain quality and consistency of signage with building design and compatibility with Sand Creek Business Center.

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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Sand Creek Business Center Center Image Objectives

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

These Guidelines are established for Owner, Committee and Users at Sand Creek Business 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 Sand Creek Business 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 Committee 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 Sand Creek Business 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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signage

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Sign Factors

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

These 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 allowed.
 4. **Size:**
The area of the sign.
 5. **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.
1. User names or logo or both are allowed.
 2. All User signs will be individual letter construction. Each letter, numeral or unit will be attached, structurally and electrically, individually to the fascia and or wall. Combined letters and logo may not occupy an area greater than 80% of the length or height of a wall.
 3. Each letter, numeral or unit will be internally illuminated.
 4. The height of each sign character letters on the primary frontage will not exceed 24" and logo plaques will not exceed 24" except as . No letter or logo height will be more than 60% of the horizontal and vertical dimensions, between other architectural features, of the flat wall area where the signage is placed.
 - 4.A Tenants with a secondary frontage, The height of each character letters will not exceed 18" and logo plaques will not exceed 24".
 5. To assure architectural integrity to the building facade, the use of all sign colors, details and materials will be subject to Committees approval. Complete shop drawings, indicating dimension, materials and colors as well as a building elevation drawing, in color, with the signs shown in place and to scale. These must be submitted to the Committee and the City of Brentwood for written approval prior to installation.
 6. **Miscellaneous:**
NO RACEWAYS WILL BE ALLOWED.
 - A. Flashing, moving or audible signs will not be permitted.
 - B. No exposed conduit or raceways will be permitted.
 - C. No box signs will be permitted.
 - D. All conductors, transformers and other equipment shall be concealed.
 - E. Location of all openings for conduit and sleeves in fascia panels and/or building walls shall be indicated by the sign contractor on drawings submitted to the Landlord's architect. All penetrations of building structure required for sign installation shall be neatly sealed in a watertight condition.
 - F. Sign contractor shall repair any damage caused by his work and User shall be fully responsible for the operations of his sign contractor(s).
 - G. No signmaker's labels or other identification will be permitted on the exposed surface of signs, excepting where required by Brentwood Sign Code.
 - H. Wording of signs shall limited to the name of the tenant
 - I. If the fascia is ever removed for replacement or because of termination of Lease, User shall leave the fascia panel in good condition, normal wear and tear excepted. Without limitation, User shall specifically be required to fill in a workmanlike manner any holes left in the fascia panel by removal of the sign and conduit.
 - J. Sign contractor must obtain a city permit and obtain a final inspection from the city.
 - K. All users must submit One (1) set of colored and Two (2) sets of Black and White drawings for proposed new signage to the owner's representative for approval prior to submitting to the city. Signs must be shown to scale on the building elevations. Also include construction, installation details and electrical loads.
 - L. In addition to signage, any architectural elements that you may wish to add to the building must included with the sign submittal.
 - M. No sign shall be painted directly onto a wall or surface of any building.
 - N. Banners, pennants, or temporary signs may not be displayed in any manner in or on any building or in the parking area, temporary signs may not be placed on the inside surface window or hung closer than six (6) inches behind the inside window.
 - O. All neon signs must be approved by the Committee and the City of Brentwood. Neon signs shall not be attached to window frames and must be at least six (6) inches behind inside window.
 - P. Cooperative User seasonal promotions signing will be permitted only upon review and approval of the Committee and City of Brentwood.
 - Q. Logos to be installed on front windows must be approved by landlord.
 - R. Users are allowed one (1) information sign of the entry to their occupied space. The copy for this sign is limited to pertinent business information such as store hours, telephone numbers, emergency information or other business instruction.
This sign is to be white vinyl machine-cut in the project type style, applied to the store window adjacent to the entry door. The maximum area allowed for this sign is 144 square inches and a maximum letter height shall not exceed one inch (1").
 - S. Upon removal of signs, user will bring building fascia back to original condition.

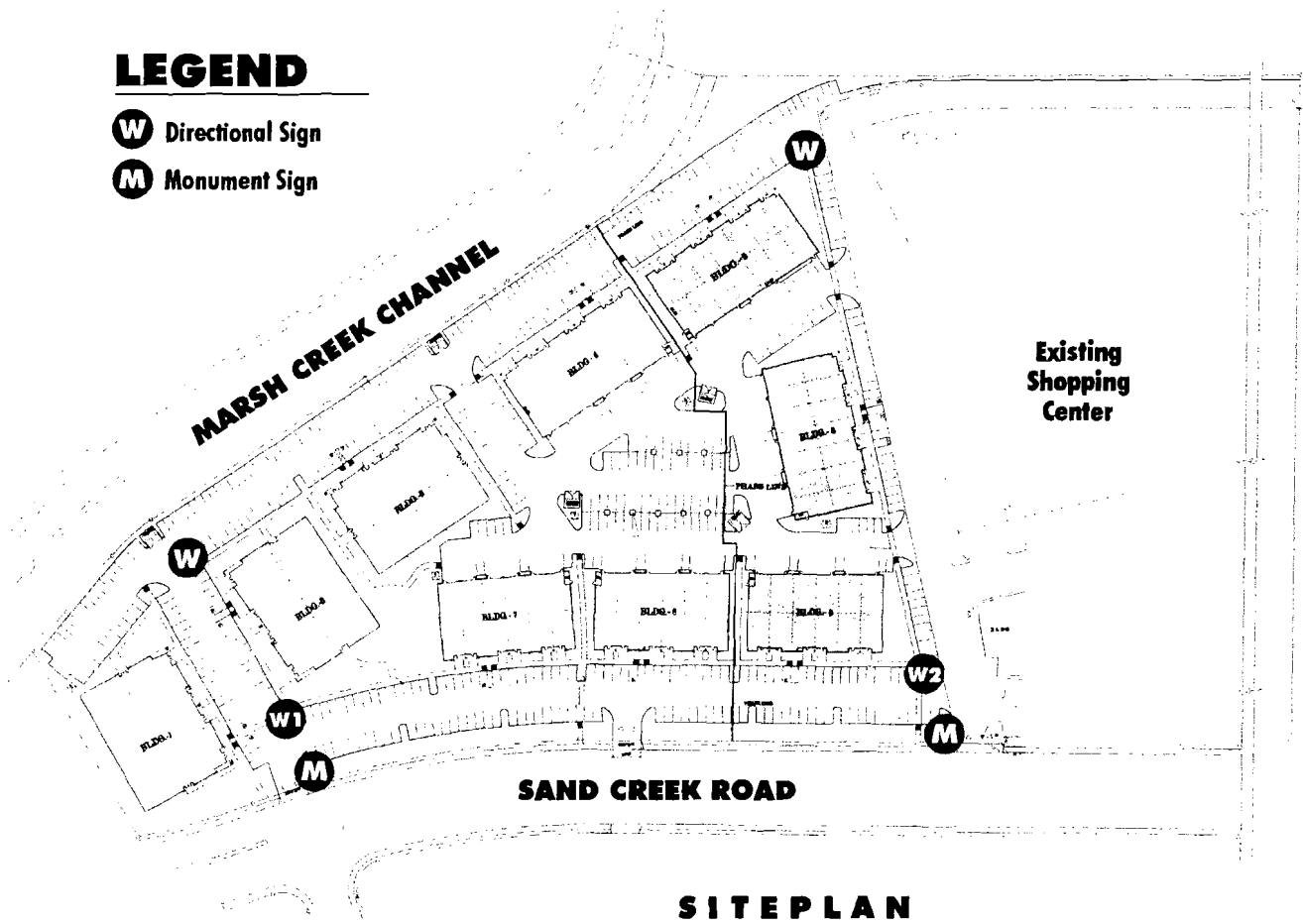


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LEGEND

- W** Directional Sign
- M** Monument Sign



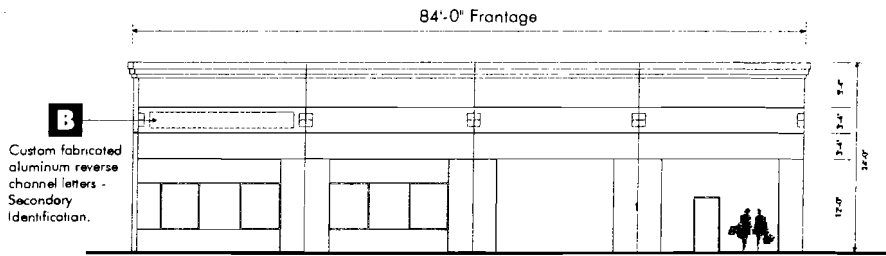
BRENTWOOD BLVD - HWY 4

SITE PLAN



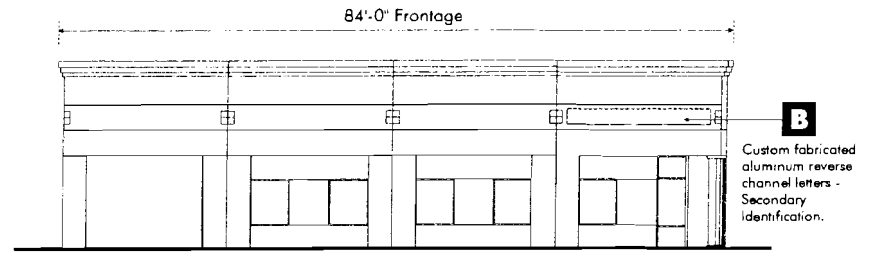
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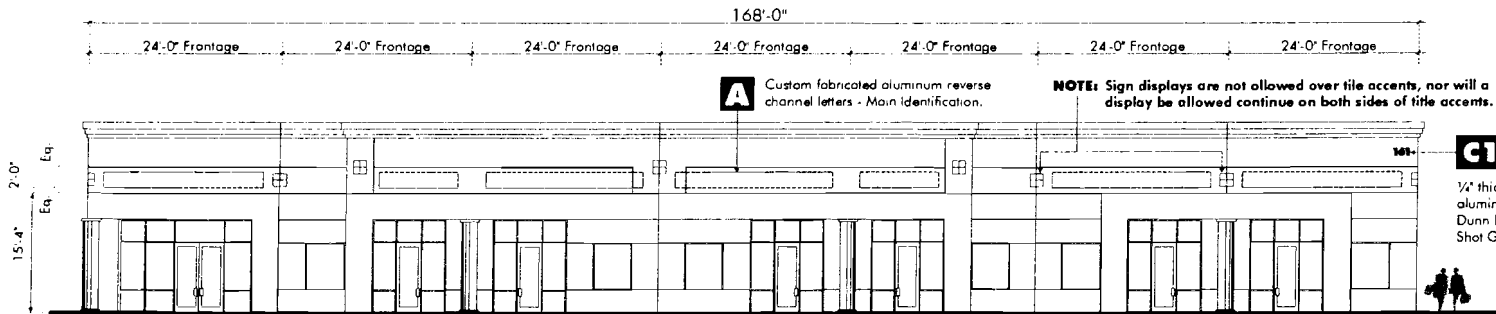
1 BUILDING ELEVATION - RIGHT SIDE

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



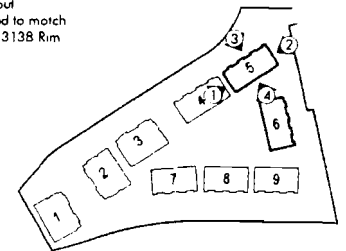
2 BUILDING ELEVATION - LEFT SIDE

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

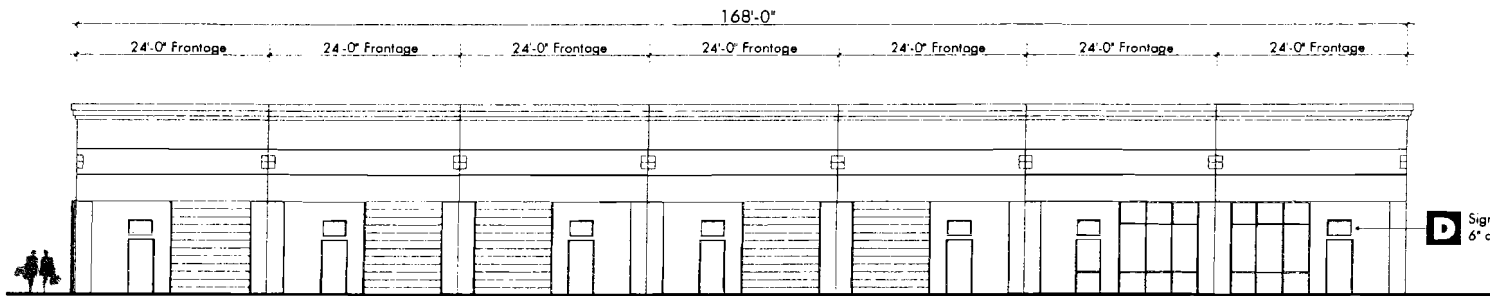


3 BUILDING ELEVATION - FRONT

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



KEY MAP 



4 BUILDING ELEVATION - REAR

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



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24" Logo
Maximum

80% of Lease Frontage

Primary Frontage

24" Letter
Maximum

A SIGN LAYOUT FOR USER IDENTIFICATION

SCALE: 1/4" = 1'-0"

Sign Type A - Main Tenant Identification Signage

Front wall signs mounted against the face of the building and not projecting more than Eight inches (8"). Letters not to exceed 24" in height and Logos not to exceed 24" in height.

Maximum sign length not to exceed eighty percent (80%) of storefront.

One (1) shop user storefront identification sign is allowed.

Placement:
On building fascia of tenant-leased space or canopy.

Quantity:
One (1) per user elevation.

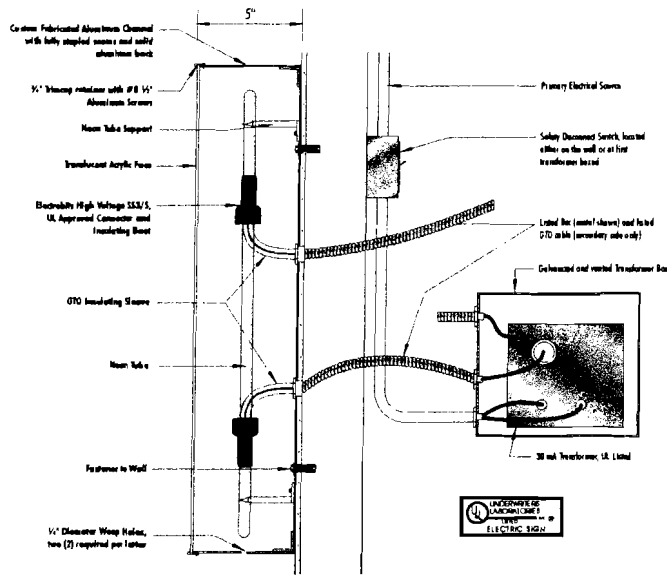
Letters:
Custom fabricated 3" deep reverse channel letters with halo illumination.

All letter returns and faces can be finished in ~~one of three colors~~ *gold anodized or brushed gold to match building*. Horizontal grain brushed aluminum, horizontal grain brushed gold, or painted to match Dunn Edwards #3138 Rim Shot Green

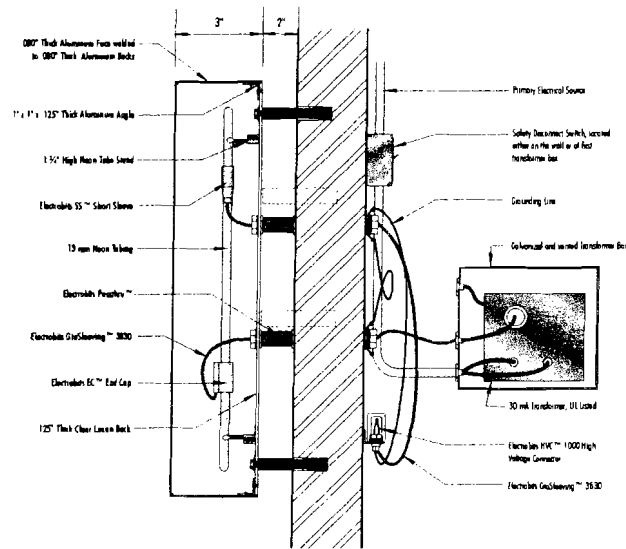
Users will be allowed to use their corporate font.

Users will be allowed a logo plaque with Lexan faces and vinyl graphics.
Logo plaque not to exceed 35% of the total sign area.

Note: Letters fabricated without electrical or neon are allowed as "Non-Illuminated Dispolys"



LOGO PLAQUE DETAIL



INDIVIDUAL LETTER DETAIL - HALO



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80% of Lease Frontage

24" Logo
Maximum

Secondary Frontage

18" Letter
Maximum

B SIGN LAYOUT FOR USER IDENTIFICATION

SCALE: 1/4" = 1'-0"

Sign Type B - Side Elevation Signage

Front wall signs mounted against the face of the building and not projecting more than Eight inches (8"). Letters not to exceed 18" in height and Logos not to exceed 24" in height.

Maximum sign length not to exceed eighty percent (80%) of storefront.

One (1) shop user storefront identification sign is allowed.

Placement:

On building fascia of tenant-leased space or canopy.

Quantity:

One (1) per user elevation.

Letters:

Custom fabricated 3" deep reverse channel letters with halo illumination.

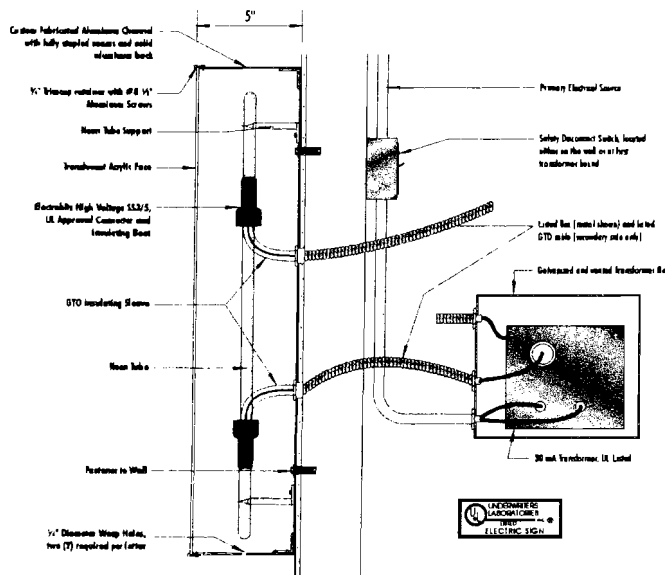
All letter returns and faces can be finished in ~~one of gold color~~ *three colors-* Horizontal grain brushed aluminum, horizontal grain brushed gold, or painted to match Dunn Edwards #3138 Rim Shot Green

Users will be allowed to use their corporate font.

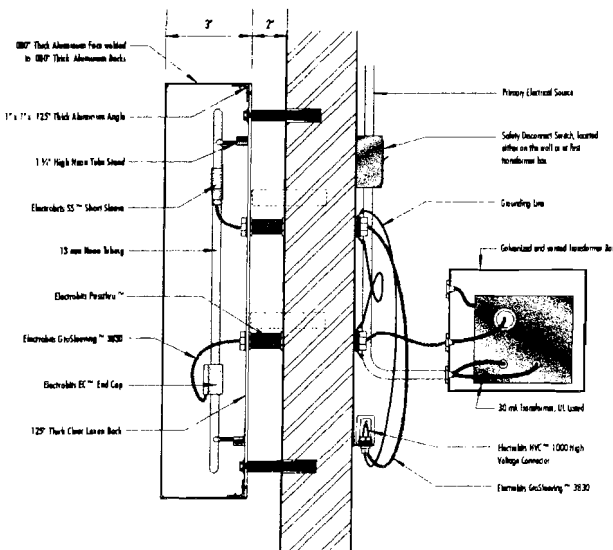
Users will be allowed a logo plaque with Lexan faces and vinyl graphics.

Logo plaque not to exceed 35% of the total sign area.

Note: Letters fabricated without electrical or neon are allowed as "Non-Illuminated Displays"



LOGO PLAQUE DETAIL



INDIVIDUAL LETTER DETAIL - HALO



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12" Maximum
161

G1 ADDRESS NUMBERS FOR BUILDING 5
 Scale: 1" = 1'-0"

12" Maximum
151

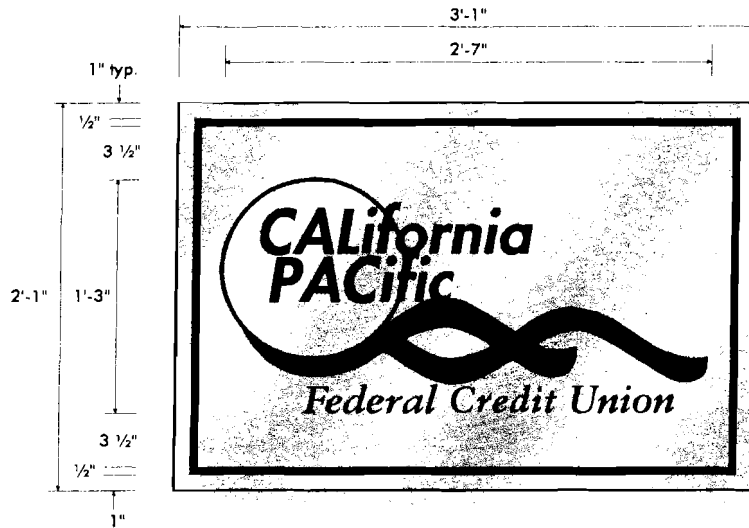
G2 ADDRESS NUMBERS FOR BUILDING 6
 Scale: 1" = 1'-0"

12" Maximum
121

G3 ADDRESS NUMBERS FOR BUILDING 7
 Scale: 1" = 1'-0"

Sign Type C Specifications

½" FCO Acrylic painted Dunn Edwards " Rim Shot Green" #3138



D USER IDENTIFICATION SIGNAGE
 Scale: 1-1/2" = 1'-0"

Sign Type D Specifications

Metal Background: 1/8" thick metal panel with a horizontally brushed bright gold finish

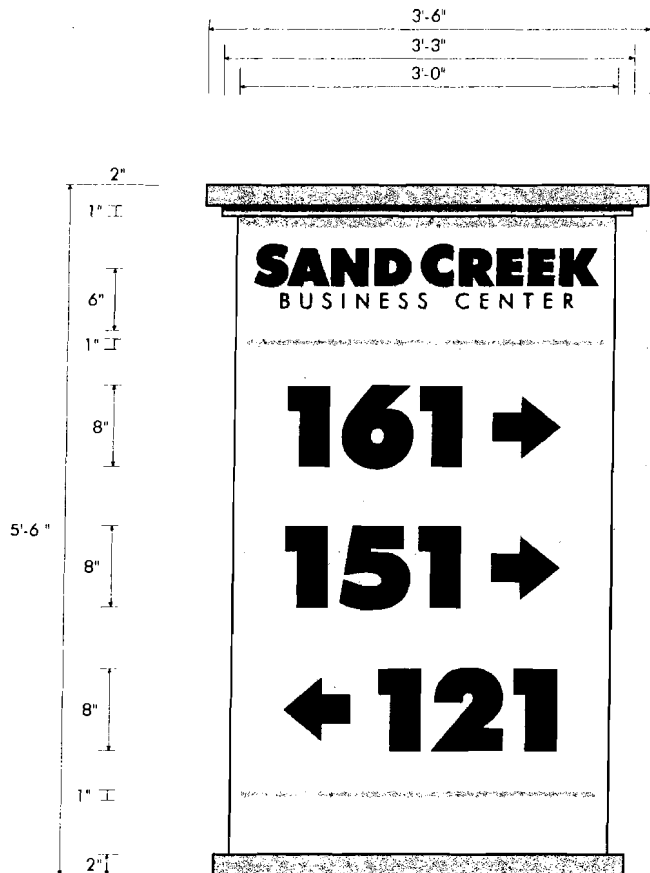
Logo and Border: Computer cut 3M 3650-12 Black opaque vinyl

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

NOTE: No Illumination Allowed



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Sign Type E Specifications

Sign shall be fabricated from welded 1" x 1" x 1/8" thick wall aluminum tube frame with aluminum skin with a light textured finish. Sign is non-illuminated. Colors shall be verified prior to production of signage.

Sand Creek Letters: 1/4" FCO Acrylic painted to match Dunn Edwards #3138 Rim Shot Green

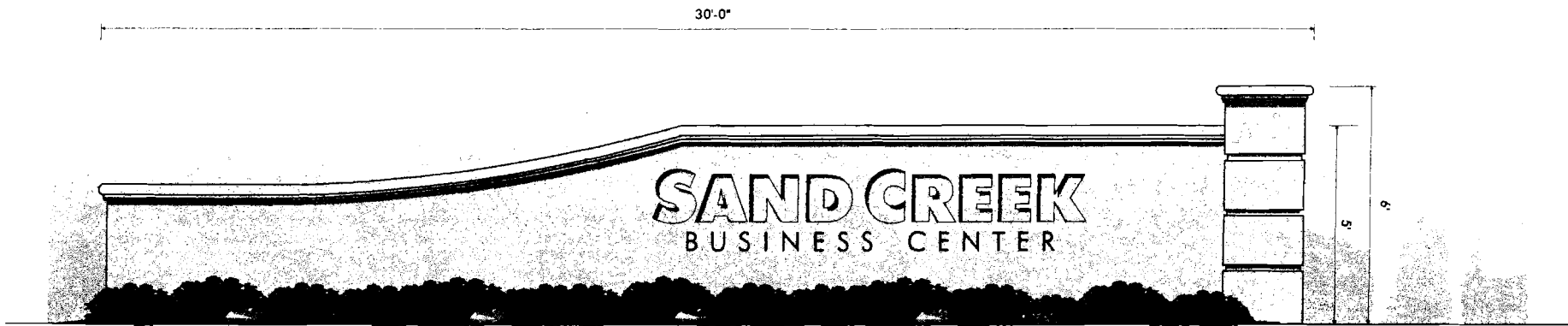
Numbers & Arrows: Opaque vinyl to match Dunn Edwards #3138 Rim Shot Green

E SIGN TYPE E - NON ILLUM. DIRECTIONAL
Scale: 1" = 1'-0"



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SIGN WALL ELEVATION

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

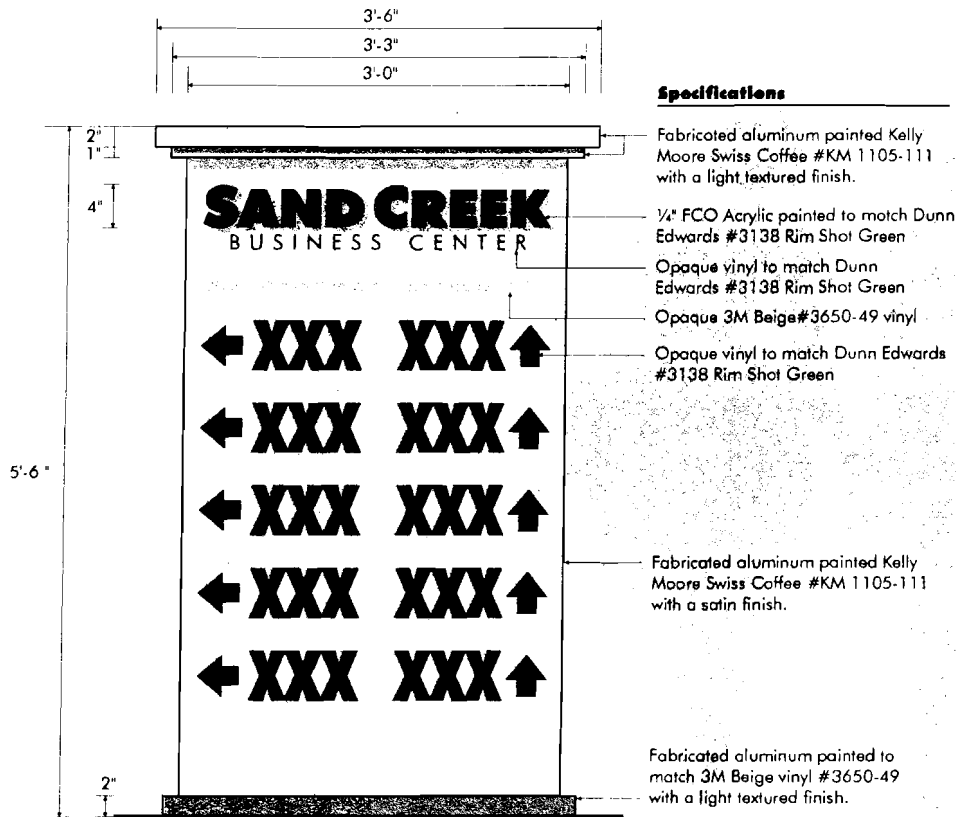
SIGN WALL SPECIFICATIONS

- Column: 24" w/ stucco finish
- Column Cap: Styrofoam w/ stucco finish
- Wall: Styrofoam w/ stucco finish to match architecture
- Graphics: Recessed into wall



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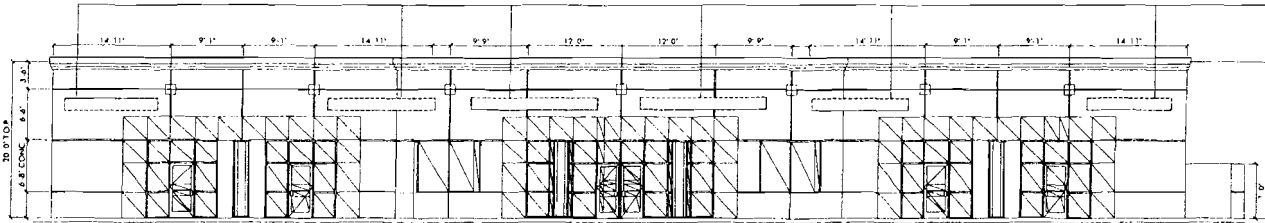
TYPICAL SIGN TYPE E - NON ILLUM. DIRECTIONAL

SCALE: 1" = 1'-0"



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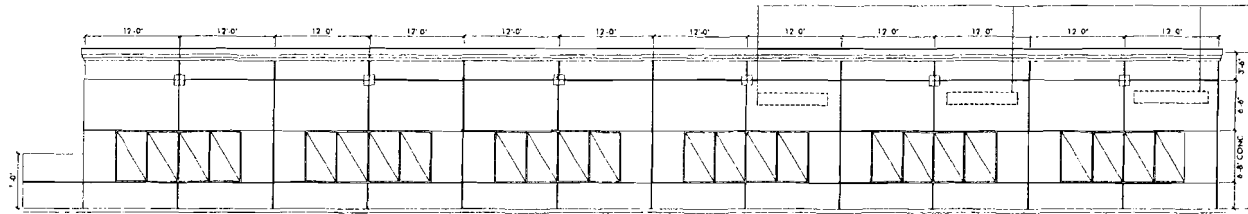
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A Custom fabricated aluminum reverse channel letters - Main Identification.

1 EAST ELEVATION (BLDG-1)

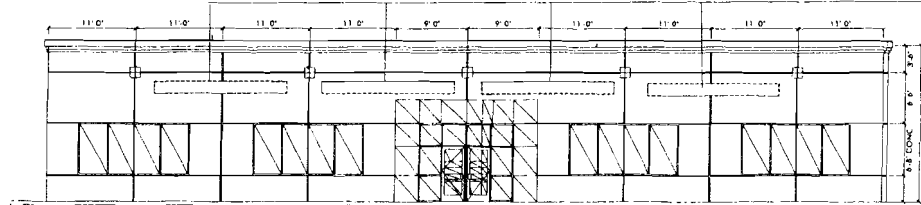
SCALE: 1/16" = 1'-0"



A Custom fabricated aluminum reverse channel letters - Main Identification.

2 WEST ELEVATION (BLDG-1)

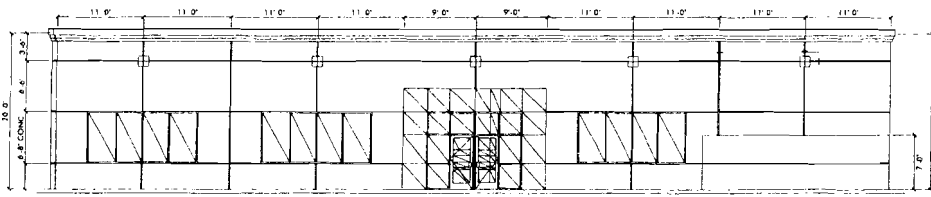
SCALE: 1/16" = 1'-0"



A Custom fabricated aluminum reverse channel letters - Main Identification.

3 SOUTH ELEVATION (BLDG-1)

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



4 NORTH ELEVATION (BLDG-1)

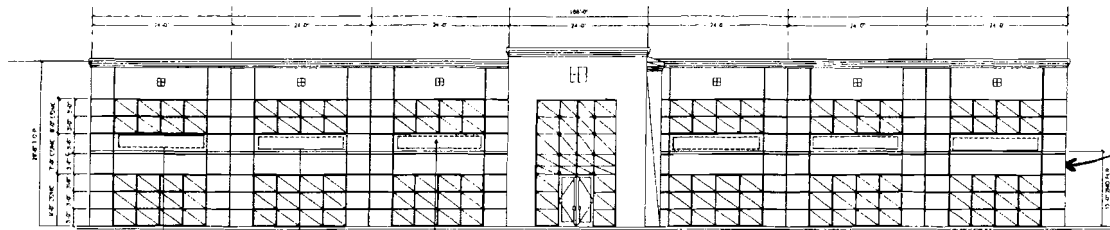
SCALE: 1/16" = 1'-0"



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NP

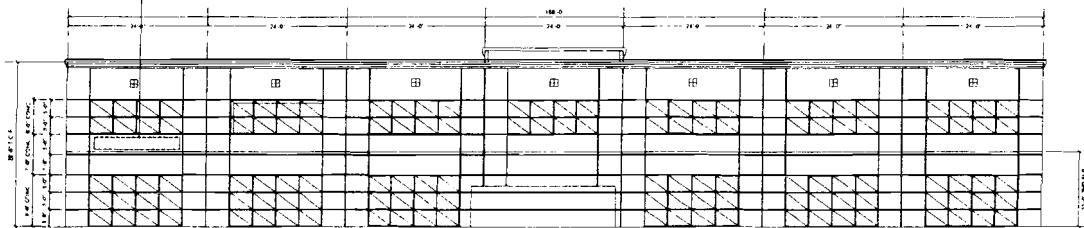


A Custom fabricated aluminum reverse channel letters - Main Identification.

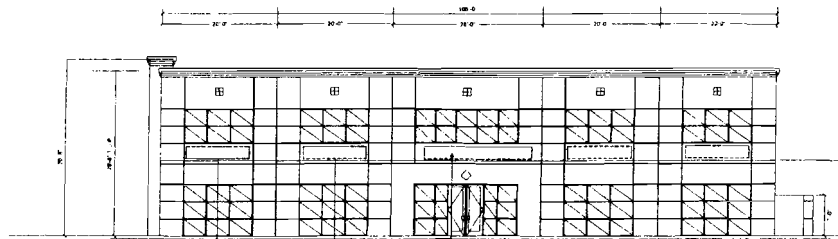
WEST ELEVATION (BLDG. 2)

Actual sign band to ensure internal sign equipment is not within tenant spaces on second floor.

NOTE: Sign displays are not allowed over tile accents, nor will a display be allowed continue on both sides of tile accents

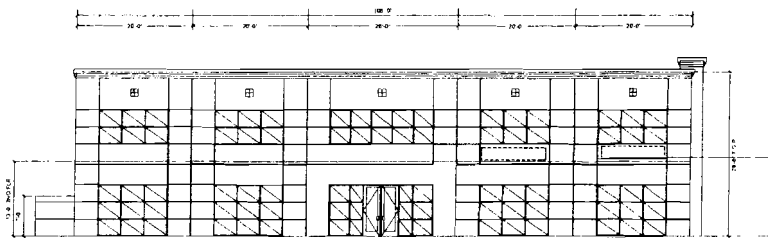


EAST ELEVATION (BLDG. 2)



A B Custom fabricated aluminum reverse channel letters - Main Identification or Secondary Identification

SOUTH ELEVATION (BLDG. 2)



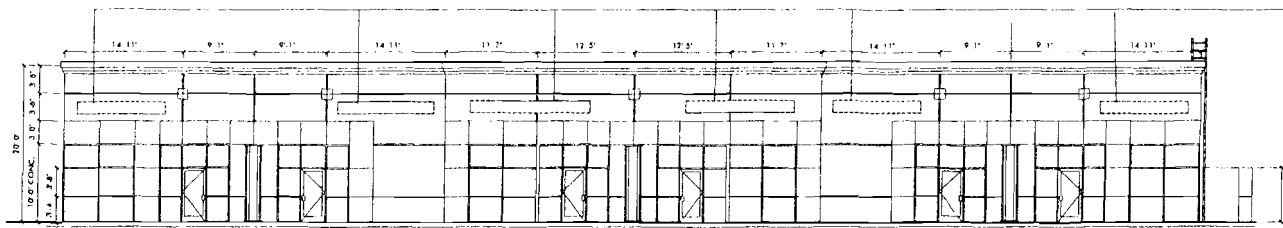
NORTH ELEVATION (BLDG. 2)

A

Custom fabricated aluminum reverse channel letters



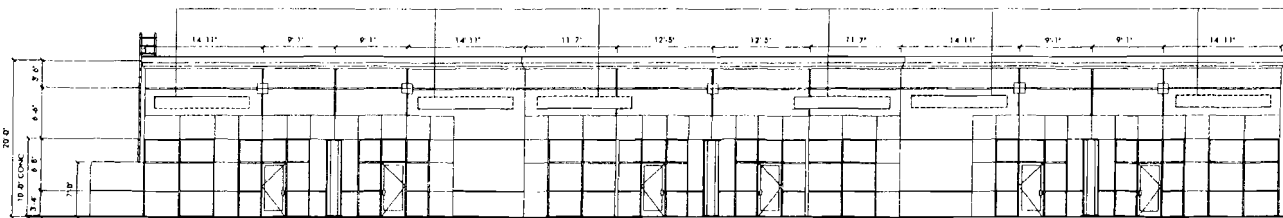
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SIGN SYSTEMS
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A Custom fabricated aluminum reverse channel letters - Main Identification.

1 NORTH ELEVATION (BLDG-3)

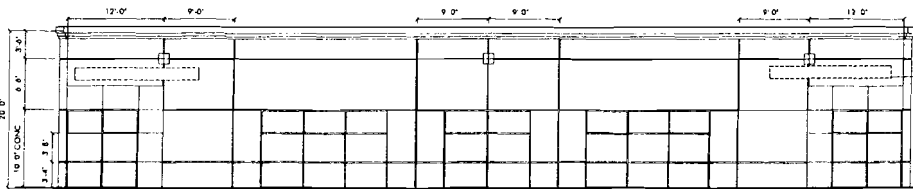
SCALE: 1/16" = 1'-0"



A Custom fabricated aluminum reverse channel letters - Main Identification.

2 SOUTH ELEVATION (BLDG-3)

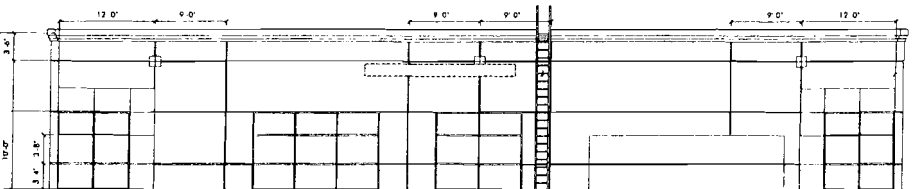
SCALE: 1/16" = 1'-0"



A Custom fabricated aluminum reverse channel letters - Main Identification.

3 EAST ELEVATION (BLDG-3)

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

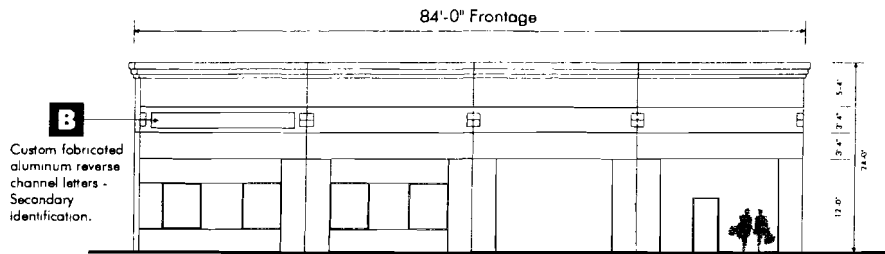


4 WEST ELEVATION (BLDG-3)

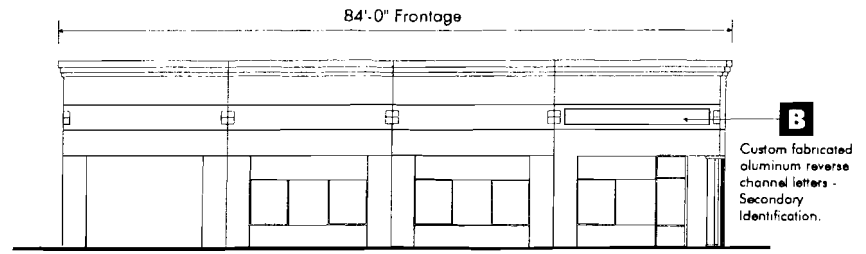
SCALE: 1/16" = 1'-0"



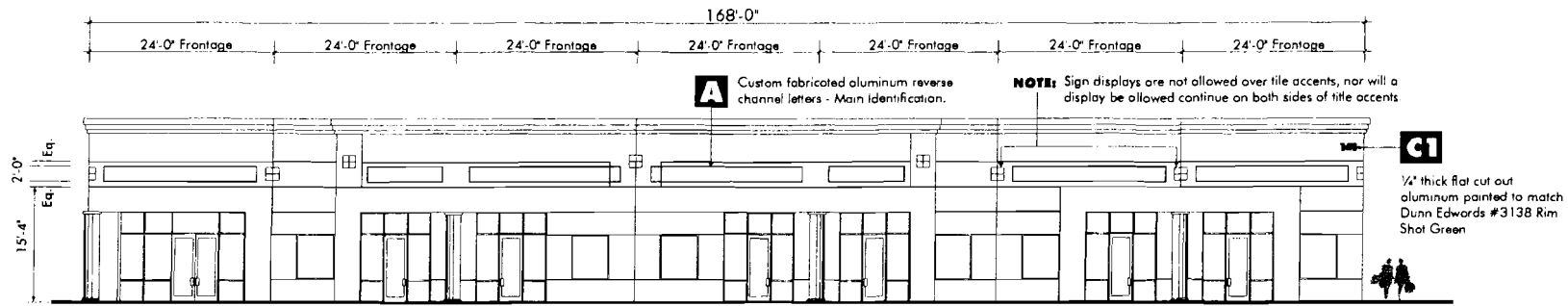
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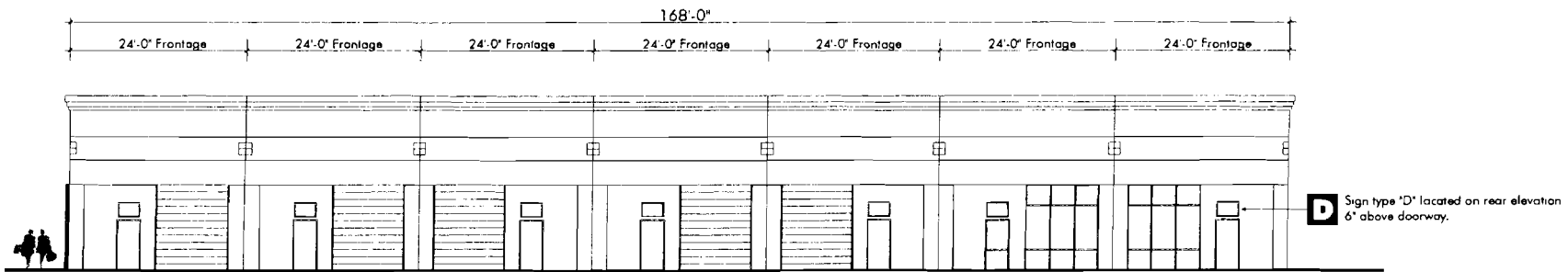
1 RIGHT SIDE ELEVATION (BLDG-5)
SCALE: 1/16" = 1'-0"



2 LEFT SIDE ELEVATION (BLDG-5)
SCALE: 1/16" = 1'-0"



3 FRONT ELEVATION (BLDG-5)
SCALE: 1/16" = 1'-0"



4 REAR ELEVATION (BLDG-5)
SCALE: 1/16" = 1'-0"



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