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CITY OF BRENTWOOD
COMMUNITY DEVELOPMENT DEPT.

SAND CREEK PLAZA

SIGN PROGRAM

AMENDED 9-14-07

Prepared By



APPROVED PLAN

PERMIT NO. CU207-01

RESOLUTION NO. 07-039

ACTION: APPROVED DENIED

DATE June 5, 2007

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125 N. Houston Ln.
Lodi CA. 95240
Jim Mog
(209) 334-3337

INTRODUCTION

All sign devices at Sand Creek Plaza are controlled by these Signage Guidelines. The Guideline will contribute to the vitality and thematic nature of Sand Creek Plaza, and have been carefully planned to enhance the marketing opportunities for users, and to respond to the Image Objectives of the Sand Creek Plaza 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 Plaza must be developed within the Sand Creek Plaza Signage Guidelines and submitted by the tenant to the Management of Sand Creek Plaza 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"). The City of Brentwood requires three color copies of each detail for permit review and approval.

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 PLAZA IMAGE OBJECTIVES

The purpose of the signage program is to ensure that the integrity of the signage for Sand Creek Plaza 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 Sand Creek Plaza 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 Plaza.

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 Sand Creek Plaza 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 Sand Creek Plaza 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: Tenant Building Sign.

Each tenant will be allowed one main identification sign to be placed on their primary frontage over the main entrance.

Allowable Ratio for the Primary Frontage is 2 sq. Feet of sign area per 1' of lineal frontage. Sign length not to exceed 60% of leased lineal primary frontage or up to a maximum of 50 sq. Feet. Tenants main entrance will be defined as "Primary Frontage"

A Secondary Frontage is allowed to the two End Cap tenants. Allowable Ratio for the secondary frontage is 2 sq. Feet of sign area per 1' of secondary lineal frontage. Sign length not to exceed 60% of secondary leased frontage. Maximum sign area not to exceed 30 sq. Feet.

The sign design format is specific to the construction of Sand Creek Plaza.
Each tenant will design a sign as specified in the construction details on page (11).

A tenant will design an aluminum pan background with their color of choice.

Background to be in a landscape format (as shown in the example), and may be creatively designed with curves and angles to compliment the tenants objective.

The main copy to be non-illuminated flat cut out acrylic copy. The tenant sign will illuminate the copy from the top and bottom sconce elements designed. Tenant Corporate colors and logo are allowed subject to City of Brentwood approval. The overall length of each tenant sign will be determined by the tenants lineal frontage. The overall height of each sign is not to exceed the height specified in the construction details on page 11 (2'-11½" overall sign height and 2'-0" overall cabinet height) The maximum letter height on a tenant building sign is not to exceed 18".

Copy or logo is not allowed to ascend or descend outside of the background pan.

Copy and logo to maintain a minimum 1" setback from the aluminum pan background perimeter.

Logo's are allowed as well and to be constructed with 1/4" flat cut out acrylic. Logos are not to exceed 20% of building mounted tenant signage. Tenants corporate colors are allowed subject to City of Brentwood approval.

All signs to be indirectly illuminated from the top and bottom designed sconce element.

Sign Type B: 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 3 square 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 corporate colors.



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SAND CREEK PLAZA COMMUNITY SIGN TYPES

Sign Type C: Building Address.

Sand Creek Plaza have 2 sets of 12" tall non-illuminated address numbers.

Addresses will be located on the face of the building.

Each address will be placed on the frontage that faces a street frontage.

Sign Type D: Main Monument Identification.

One 5' tall x 10' wide, double face monument sign will be installed at the properties corner of Sand Creek Rd. And Business Center Dr.

Sign to be fabricated from aluminum and to display with internal illumination.

Tenant logo panels are available to those tenants approved by the Sand Creek Plaza Management



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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 and other advertising devices will not be allowed without a temporary use permit from the City of Brentwood. Such signs will not be allowed in place for more than 3 weeks. Any banners or pennants must conform to the City of Brentwood temporary signage criteria.
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.



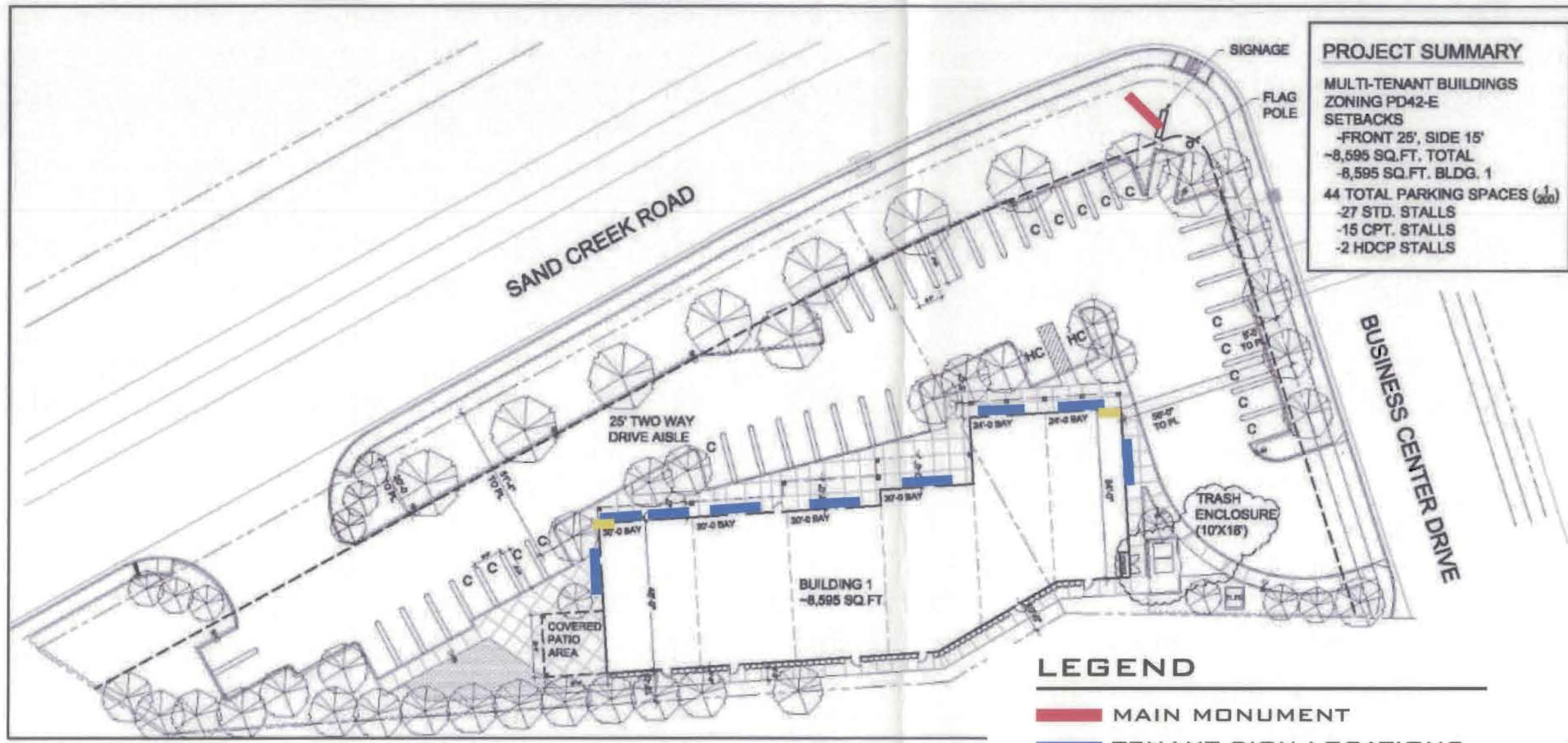
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ADDITIONAL GUIDELINES

1. In order to achieve a degree of uniformity, all building-mounted tenant identification signs shall be illuminated using white neon or LEDs in the reverse channel accent trim only.
2. All building-mounted tenant identification signs shall be centered vertically within the allowed sign band. In the event that a tenant occupies multiple bays, the tenant sign shall be centered on the facade of the tenant bay where the primary entrance is located.
3. Building-mounted tenant identification signage is limited to a single line of copy. Trademarked logos may incorporate multiple lines of text, but the entire logo must conform to the maximum letter/logo height of 18 inches for building-mounted tenant identification signage.
4. The maximum letter height of building-mounted tenant identification signage including ascenders and descenders and logos is 18 inches.
5. The maximum sign sizes called out in the program are not limited to the lettering and logo only, but include the cabinet and the reverse channel accent trim.
6. In order to prevent glare affecting the multi-family residential neighborhood to the south of the project site, under no circumstances is illuminated signage allowed on the rear of the building.
7. Aside from the vinyl tenant identification and emergency contact information allowed on the primary public entrance door, no signage is allowed to be affixed to or painted onto any of the windows. All temporary signage erected within a tenant space must be located a minimum of three feet from any store entrance or window.
8. No signage may be installed within the parking lot, any sidewalks within the project site or the public right-of-way, or within any landscaping areas except the monument sign allowed through this master sign program.
9. Building-mounted addresses shall be mounted on the building prior to the issuance of any permits allowing the installation of signage on the site. Address numerals shall be 12 inches tall and constructed of 1/2" thick acrylic faced with a finish to match the Matthews Paint Brushed Aluminum finish of the tenant sign cabinet structure. The numerals shall be pegged 1/4" from the building facade for a three-dimensional appearance.
10. In the event that a business occupying space within the Sand Creek Plaza is closed for more than 60 days, the related on-building and window signage shall be removed by the owner.



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PROJECT SUMMARY
 MULTI-TENANT BUILDINGS
 ZONING PD42-E
 SETBACKS
 -FRONT 25', SIDE 15'
 ~8,595 SQ.FT. TOTAL
 ~8,595 SQ.FT. BLDG. 1
 44 TOTAL PARKING SPACES (300)
 -27 STD. STALLS
 -15 CPT. STALLS
 -2 HDCP STALLS

LEGEND

- MAIN MONUMENT
- TENANT SIGN LOCATIONS
- BUILDING ADDRESS LOCATIONS
- ADDRESS LOCATIONS



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TENANT SIGN TYPE "A"



TYPICAL WALL SIGNAGE
SCALE: NONE



NIGHTTIME VIEW



FRONT ELEVATION



SIDE ELEVATION

STUCCO CORNICE (TRADITION MOY)
CORNICE CAP (TYP)
STUCCO COLUMN BASE (TYP)
COLOR: SW 2308 (RIVERBOAT)

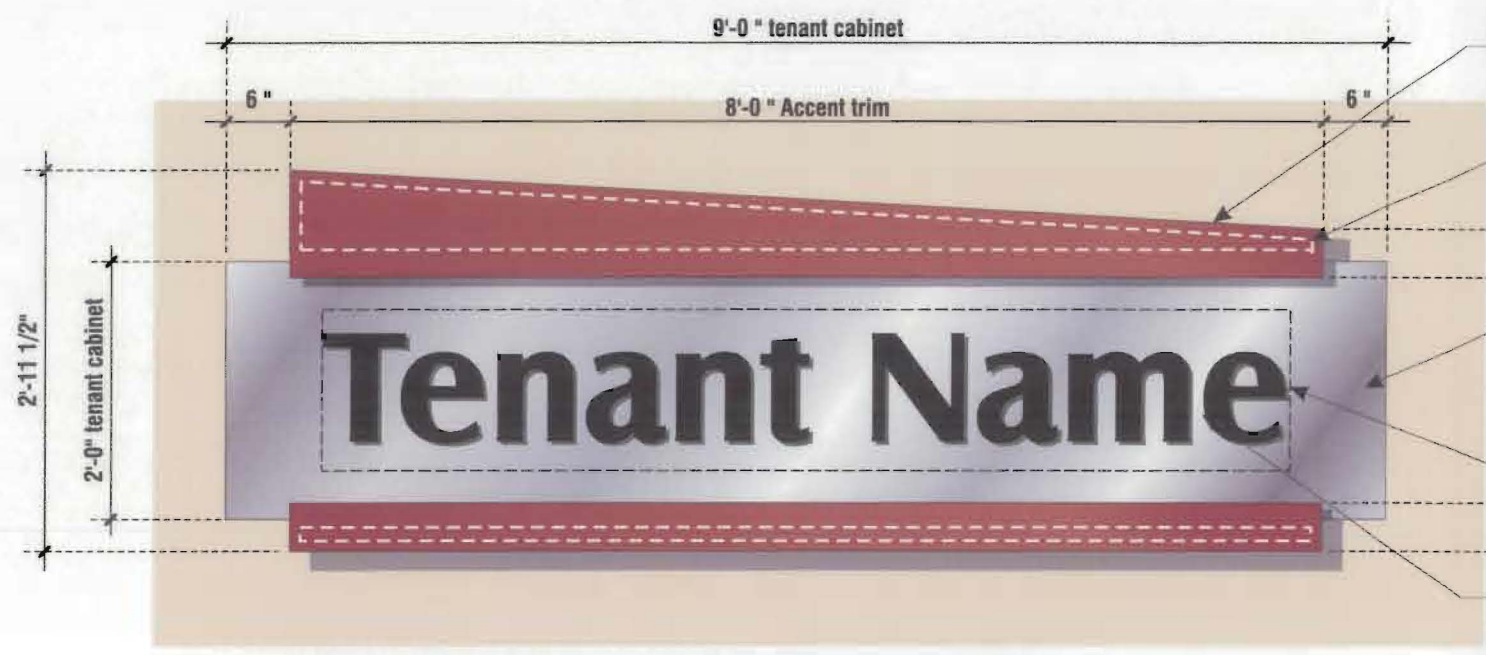


SIDE ELEVATION

TRIM CAP (TYP)
STUCCO COLOR: SW 2178 (DARK CREEK)
CONCRETE TRIM CAP (TYP)



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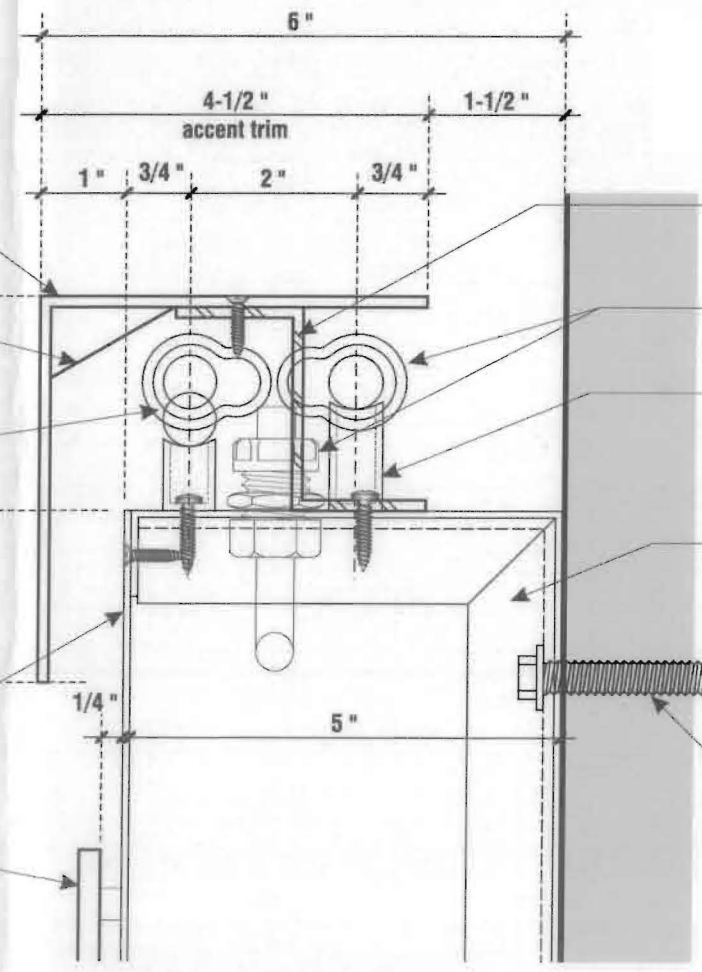


- Custom fabricated .080" thick aluminum reverse channel accent trim (at top & bottom), painted to match PMS #1945 Red, satin finish- exact color to be determined.
- (2) Two rows of 15MM 6500 white exposed neon tubing at top & bottom for halo illumination at front & back against building wall.
- Custom fabricated .080" thick x 5" deep aluminum cabinet with built in aluminum angles frame. Transformers to be inside cabinet (end). Removable ends for electrical service & hook-up.
- Paint aluminum face (removable) and cabinet returns to match Matthews Paint Brushed Aluminum finish.
- 15"x 90" copy area (shown dotted).
- Flat cut out 1/4" thick acrylic plastic letters (exact copy & color to be determined), pegged out 1/4" deep from tenant cabinet face.

A SINGLE FACE NEON HALO ILLUM. TENANT WALL SIGN
 Scale: 3/4" = 1'-0"

NOTES:
 weld all threaded aluminum studs at back of tenant panel (both ends only). Fastened with nuts & washers from inside of cabinet.

- Custom fabricated .080" thick aluminum reverse channel accent trim (at top & bottom) - see elevation. Paint inside (back) white for even illum.
- Custom fabricated .040" thick aluminum reflector (located inside corner) if needed.
- (2) Two rows of 15MM 6500 white exposed neon tubing at top & bottom for halo illumination at front & back against building wall.
- Flat .080" thick aluminum tenant face, fastened with flat head countersunk screws.
- Flat cut out 1/4" thick acrylic plastic letters (exact copy & color to be determined), pegged out 1/4" deep from tenant cabinet face.



- Custom fabricated 1/8" thick aluminum "Z" clips at 24"o.c., Fastened to top of tenant cabinet returns with screws.
- CPA housing with G-cup (typical).
- Tube supports.
- Custom fabricated .080" thick x 5" deep aluminum cabinet with built in aluminum angles frame. Transformers to be inside cabinet (end). Removable ends for electrical service & hook-up.
- Fasteners to suits wall conditions (field verify).

A TYPICAL SECTION DETAIL
 Scale: 1/2" = 1"

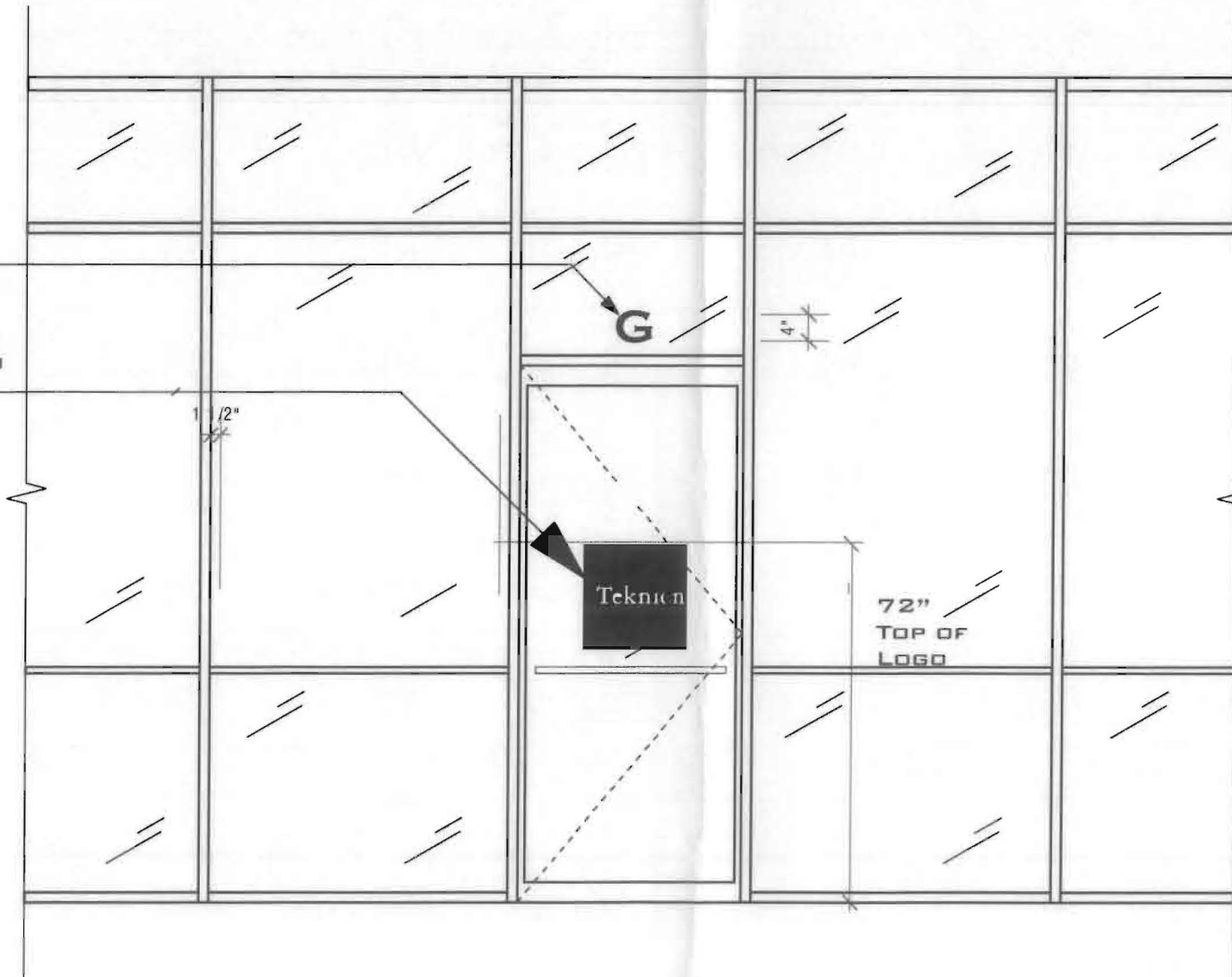


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WINDOW VINYL SIGN TYPE "B"

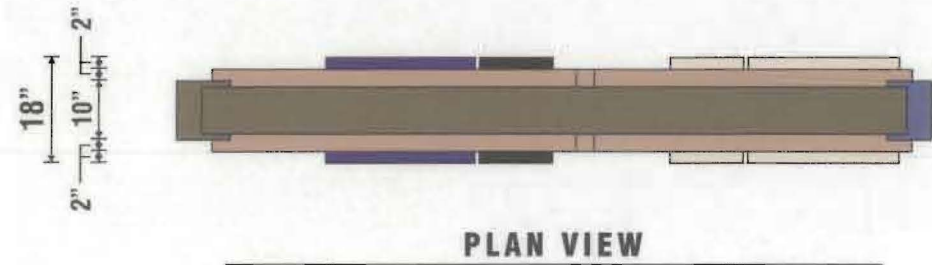
4" TALL WHITE VINYL
FONT TO BE COPPERPLATE
GOTHIC BOLD

ALL COPY AND LOGO'S TO BE
18" WIDE X 2' TALL MAXIMUM
AREA.

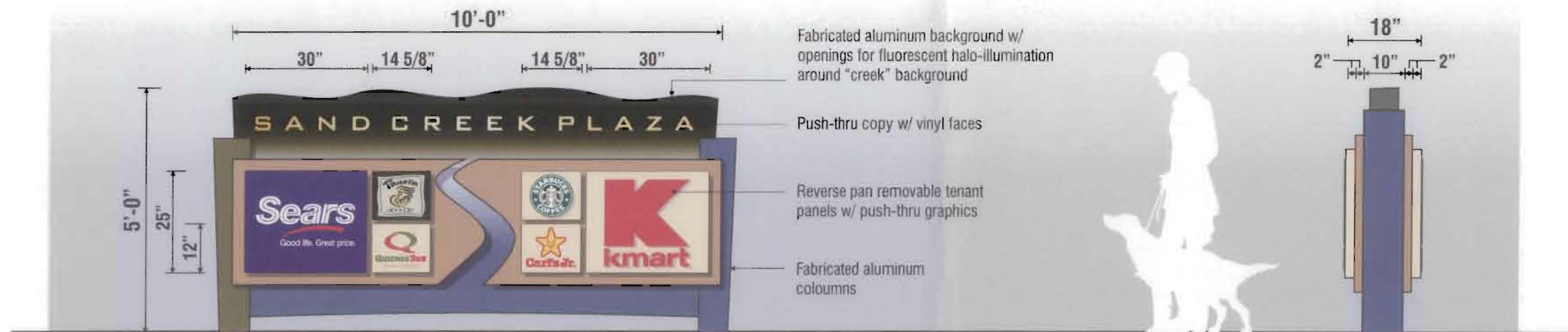


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MAIN MONUMENT SIGN TYPE "C"



PLAN VIEW



MONUMENT SIGNAGE

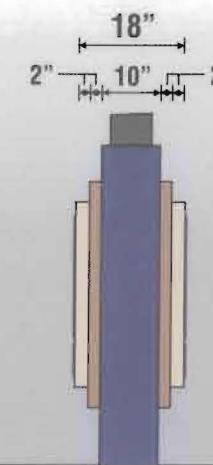
SCALE: NTS

Fabricated aluminum background w/ openings for fluorescent halo-illumination around "creek" background

Push-thru copy w/ vinyl faces

Reverse pan removable tenant panels w/ push-thru graphics

Fabricated aluminum columns



SIDE VIEW



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ADDRESS NUMBERS SIGN TYPE D

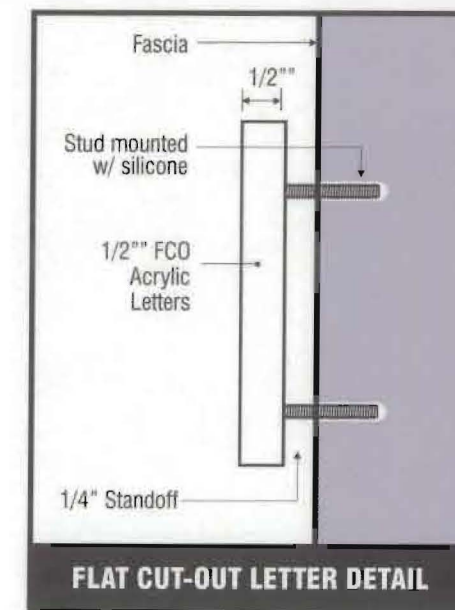
1/2" solid acrylic address numbers. Numbers are to be painted color approved by Sand Creek Plaza Management. Install address numbers on concrete fascia with 1/4" standoff.



1/2" FCO Solid Acrylic painted to match Dunn Edwards #3138 Rim Shot Green

TYPICAL FCO ADDRESS NUMBERS

SCALE: NTS



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PROPOSED RETAIL TENANT SIGNAGE

SCALE 1/4" = 1'-0"

RETAIL TENANT SIGNS: INDIVIDUAL ILLUMINATED LETTERS.

RETAIL TENANT SIGNS SHALL BE U.L. APPROVED, INDIVIDUAL NEON-ILLUMINATED, CONTINUOUS RACEWAY-MOUNTED LETTERS. METAL RACEWAY SUPPORTING LETTERS SHALL BE PAINTED LIGHT GREY TO MATCH BUILDING COLOR. MAXIMUM HEIGHT OF ILLUMINATED LETTERS SHALL BE EIGHTEEN INCHES AND THERE SHALL BE NO RESTRICTION ON LENGTH OF LETTERING HOWEVER THE SIGNS SHALL BE GENERALLY LIMITED TO THE NAME OF THE BUSINESS AS REGISTERED WITH THE CITY OF BRENTWOOD.

TENANTS WILL BE PERMITTED TO INSTALL ONE SIGN OVER THEIR PRIMARY STOREFRONT HOWEVER A TENANT OCCUPYING A BUILDING CORNER SUITE WILL BE ALLOWED TWO SIGNS ONE ON EACH FACADE.

PLACEMENT OF SIGNS SHALL BE LIMITED TO PLACEMENT DIRECTLY ABOVE TENANT'S STOREFRONT. THE SOUTH FACADE OF THE BUILDING WILL BE UNAVAILABLE FOR TENANT SIGNAGE UNLESS OTHERWISE PERMITTED BY SEPARATE DESIGN REVIEW APPLICATION TO THE CITY OF BRENTWOOD. SIGNS SHALL BE CENTERED BETWEEN ELEVATIONS +9'-0" AND +12'-0" WHEN MOUNTED ON STUCCO BUILDING ELEMENTS; BETWEEN +12'-0" AND +15'-0" WHEN MOUNTED ON CONCRETE BUILDING ELEMENTS, AND BETWEEN +12'-0" AND +18'-0" WHEN MOUNTED ON MARBLE BUILDING ELEMENTS.

INDIVIDUAL LETTER STAND-OFFS FROM RACEWAY SHALL BE GLOSS BLACK. FACE COLOR OF LETTERS, LETTER STYLE OR LETTER SPACING SHALL NOT BE LIMITED UNLESS OTHERWISE REGULATED BY THE CITY OF BRENTWOOD. TENANT SIGNS SHALL BE IN ENGLISH EXCEPT THAT FOREIGN LANGUAGE CHARACTERS MAY ACCOMPANY ENGLISH CHARACTERS IN THE SAME SIGN. LETTER ILLUMINATION SHALL BE CONTINUOUS WHEN POWERED AND NOT BLINKING OR OTHERWISE 'MOVING'. LOGOS IN CONJUNCTION WITH TENANT SIGNS SHALL BE ILLUMINATED AND SHALL BE LIMITED TO A HEIGHT OF TWENTY FOUR INCHES.

HEIGHT OF INDIVIDUAL LETTERS OR LOGOS MAY BE INCREASED FOR MAJOR TENANTS BY APPLICATION TO AND APPROVAL FROM THE CITY OF BRENTWOOD.

RETAIL TENANT SIGNS: EXPOSED NEON SIGN OPTION.

RETAIL TENANT SIGNS OF AN EXPOSED NEON TUBE TYPE SHALL BE U.L. APPROVED AND SHALL BE PERMITTED ONLY ON THE THREE PREDOMINANTLY MARBLE FACED FACADES OF THE BUILDING IN LIEU OF INDIVIDUAL ILLUMINATED, RACEWAY MOUNTED LETTERS. THE PROPOSED EXPOSED NEON TUBE SCRIPT, CHARACTERS, LOGOS AND DESIGNS SHALL BE LIMITED TO A RECTILINEAR AREA OF SIX FEET HIGH BY THIRTEEN FEET WIDE CENTERED IN EACH MARBLE FACADE WITH NO SCRIPT BODY MORE THAN TWELVE INCHES HIGH. COLOR OF NEON SHALL NOT BE LIMITED HOWEVER ONE SIGN SHALL NOT HAVE MORE THAN TWO DIFFERING COLORS. MOUNTING OF NEON SHALL BE IN A FASHION THAT WILL PRESERVE THE INTEGRITY OF THE MARBLE FACING. LANGUAGE OF SCRIPT OR CHARACTERS SHALL BE AS THAT REGULATED FOR INDIVIDUAL LETTER SIGNS.

BUILDING ADDRESS:

EIGHTEEN INCH HIGH INDIVIDUAL ILLUMINATED HELVETICA MEDIUM NUMBERS MOUNTED ON BUILDING PARAPET FACE IN LOCATION(S) AS APPROVED BY THE FIRE DEPARTMENT.

TENANT SUITE ADDRESS:

SIX INCH HIGH WHITE VINYL HELVETICA MEDIUM NUMBER APPLIQUES ON GLAZED TRANSOM ABOVE TENANT'S STOREFRONT DOOR.

TENANT SUITE SERVICE DOOR ADDRESS:

SIX INCH HIGH WHITE VINYL HELVETICA MEDIUM NUMBER APPLIQUES ON REAR SUITE SERVICE DOORS MOUNTED AT FIVE FEET ABOVE SILL.

MISCELLANEOUS SITE DIRECTIONAL SIGNS:

PORCELAIN ENAMEL ALUMINUM SIGNS WITH LETTERING AND SYMBOLS ON 4x4 PRESSURE TREATED WOOD POSTS OR MOUNTED ON BUILDING. SIGNS INCLUDE 'STOP' AT CURBCUTS; 'ONE WAY - DO NOT ENTER' AT ONE WAY AISLES; 'RIGHT TURN ONLY' AT NORTHEAST AND SOUTH-EAST CURBCUTS; 'SPEED LIMIT - 5 MPH' AT SOUTH DRIVE AISLE; 'CAUTION - WATCH FOR PEDESTRIANS' AT SOUTH DRIVE AISLE; CALIFORNIA ADMIN. CODE ACCESSIBLE SIGNAGE.

There is no street. Its concrete + marble only.

PLANNED SIGN PROGRAM

50 Sand Creek Rd.

|| GREEN BUILDING ||

*Logos = Capital letters
Lower case*