

THE SHOPS AT COUNTRY CLUB

Balfour Road & West Country Club Drive
Brentwood, CA

SIGN PROGRAM & GUIDELINES

APPROVED PLAN

PERMIT NO. CUP 07-02

RESOLUTION NO. 07-038

ACTION: APPROVED DENIED *w/conditions*

DATE 4/17/07

The Equus Group

April 17, 2007

COUNTRY CLUB RETAIL Brentwood, CA
Retail Signage Design Guidelines

CONTENTS

- 1.0 Purpose**
- 2.0 Design Specifications:
All Tenants**
- 3.0 General Construction
Specifications**
- 4.0 Electrical and Illumination**
- 5.0 Installation and Removals**
- 6.0 General Sign Provisions**
 - 6.1 Center Identification Signs**
 - 6.2 Tenant Signage**
 - 6.3 Permanent Window Graphics**
- 7.0 Submittals & Review**
 - 7.1 Landlord Approval**
 - 7.2 City of Brentwood Approval**
- 8.0 Prohibited Signs/Banners**
- 9.0 Tenant Responsibilities**

1.0 Purpose

Signage is a crucial element for the identity of this project and its merchants. The purpose of this sign program is to ensure that the signage for this project is presented with diversity and creativity while maintaining standards that achieve consistency throughout the center.

The guidelines established will provide a coordinated sign system to communicate information in a distinctive and aesthetically pleasing manner. The visual consistency that this criterion creates will minimize confusion and confirm an image of quality, uniting all the individual establishments within the retail buildings.

It shall be the responsibility of each Tenant to submit design drawings of the proposed signage to the Landlord and the City of Brentwood for approval prior to the installation of any signage. The use of professional designers and/or sign companies to prepare these drawings is highly encouraged. The guidelines and requirements for the submittal process is located in section 7.0 "Submittals and Review".

2.0 Design Specifications/All Tenants

All signs shall be reviewed for conformance with these guidelines and overall design quality. Approval or disapproval of sign submittals shall remain the right of the Landlord and/or the City of Brentwood.

The square footage of individually applied letters for primary Tenant identification is defined as the area contained within the smallest rectangles that will enclose each letter or logo.

Sign content shall be limited to the Tenant's name and primary graphic logo unless specifically provided for herein.

Notwithstanding the following Sign Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, if used in a majority of the Tenant's Bay Area stores subject to approval of the Landlord and the City of Brentwood.

All signage on the building fascia, with exception of certain logo/graphics, shall be of individual pan-channel letters or equivalent appearance (subject to the approval of the landlord and the City of Brentwood), minimum two (2") inches deep, internally illuminated with LED lights (neon subject to landlord and City of Brentwood approval, exposed neon is strongly discouraged), halo-lit and non illuminated pan-channel letters are a permitted option. All illuminated signs shall be internally illuminated. Exterior up or down spot lights are prohibited. No cabinet signs will be permitted. Signage illumination shall not include flashing, moving or scintillating effects. All letter or logo returns and trim caps shall be black.

All signs must be dimensional. Signs painted directly onto the building will not be permitted.

Fascia signs shall be located in the zones designated on the building elevation figures in these Guidelines. Signs must be located within the areas designated for signage by the Landlord and as reflected on Exhibit A-1 and A-2. If Tenant spaces are combined, signage may be centered equidistant over the length of the combined façade, subject to the approval of the Landlord. All signage should be placed to provide appropriate balance & proportion related to the building architecture, to the discretion of the Landlord & City of Brentwood. In no case may a sign extend beyond the roof parapet or adjacent building eave line. Signs are not allowed on or against any roof structures

3.0 General Construction Specifications

Signs must be constructed and installed by a licensed contractor to meet or exceed all applicable codes and City of Brentwood requirements. All signs shall be constructed, installed and maintained at the Tenant's expense.

All exterior signs shall be secured by concealed fasteners; bolts, fasteners, clips, and conduits shall be generally hidden from public view. If exposed, all sign parts shall be painted to match the exterior color of the surfaces on which they are mounted.

All building fascia signs shall be attached and mounted directly to the wall. All penetrations of the building structure required for sign installation shall be neatly sealed and watertight. Color and finish of attachments and sealant shall match adjacent exterior finishes.

Surfaces of all signage are intended to be flat without bulges, oil canning or other imperfections.

4.0 Electrical and Illumination

Fabrication and installation shall comply with all Underwriters Laboratories (U.L.) requirements and applicable state and local codes. All components shall bear the U.L. label indicating approval, and be manufactured and installed by a licensed contractor and U.L. certified company.

All wiring, raceways, conductors, transformers, ballasts and other equipment shall be concealed from public view. Primary electrical service to all Tenants' signs shall be tied to

Tenant's electrical service. Sign installation drawings shall indicate specific location of transformer & other electrical equipment. Tenant shall provide time clocks for use in conjunction with the electrical service. The Tenant shall be responsible for all associated costs.

The illumination of all sign components shall be uniform in intensity over all the illuminated surfaces.

Illumination and electrical specifications must appear on all shop drawings submitted for approval.

The external illumination of all Tenant signs shall not exceed that which is approved by the Landlord during the submission process. There shall be no excessive glare or coloration from lighting on surrounding areas or on Tenant facades.

5.0 Installation and Removals

All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition.

All contractors used by Tenants for installation, removal or service calls on signage must be fully licensed, and must provide Landlord with certificates of insurance prior to the commencement of any work.

All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord.

Sign removals shall include the patching and repairing of the entire work area, and must include the repainting of any "ghosted" areas as directed by the Landlord. Texture & paint color of patched area must be consistent with the adjacent surface. All costs of sign removal and repair to the sign area are the responsibility of the Tenant.

Tenant's Sign Contractor shall repair any damage caused by his work. Damage to any structure that is not repaired by the Contractor shall become the Tenant's responsibility to correct.

The Tenant's Sign Contractor shall be completely licensed by the state of California, carry workman's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs.

6.0 General Sign Provisions

6.1 Center Identification Sign

There will be one Center Identification sign on the southeast corner of the property at the intersection of Balfour Road and West Country Club Drive identifying “The Shops at Country Club”. The architectural style of the center identification sign incorporates an architectural stucco column and base matching the style, color and tile trim of the center. The monument wall will be approximately four feet high with approximately five and one half foot columns at each end. The sign letters will be twelve inches in height and over all length approximately twenty feet. It will be constructed at the southeast corner of the property so that it can be easily read by the east bound Balfour Road traffic and the north bound West Country Club Drive traffic.

No individual Tenant signage shall be installed on the Center Identification Sign.

Landscaping at the sign base shall be designed to integrate the sign with the ground plane and to visually screen any low level flood lighting. Irrigation systems shall be designed so as not to spray on or damage the sign.

6.2 Tenant Signage

This project encourages the use of various letter styles and colors to achieve a unique and individual look, subject to review & approval of the landlord and City of Brentwood. However, these signage guidelines limit the number of signs, sign sizes (including width) and overall letter heights. The width to height ratio has been calculated to provide the appropriate proportion and size for the building facade and also allow appropriate visibility of the signs from the streets. Building-mounted signage for the Individual Tenants shall allow halo-lit construction and internally illuminated individual pan-channel letter construction using LED or neon (subject to Sec. 2 above) illumination. A non-illuminated decorative background may be permitted subject to the approval of the Landlord and the City of Brentwood Community Development Director.

Notwithstanding the following Specific Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, if used in a majority of Tenant’s Bay Area stores subject to approval of the landlord and local governing entity. All tenant signage is subject to Landlord approval.

Shop Tenants are allowed one (1) sign per every store frontage with a maximum of two (2) signs. Shop tenants located in one of the two corner spaces with three frontages within Building B, may have up to a maximum of three (3) signs, subject to the approval of the landlord. The shop Tenants have the option of non-illuminated or internally illuminated signs as noted in the section(s) above. Additional criteria below:

- Maximum Length – not to exceed 70% of store frontage
 - Maximum Sign Area – 1.25 sq. ft. per lineal foot of store frontage*
 - Maximum Letter Height

Sign Type A	1’- 6”	Maximum Logo Height	2’0”
Sign Type B	2’- 0”	Maximum Logo Height	2’6”
Sign Type C	0’- 4”	Overall Sign Size	1’ x 1’ attached to rear door
Sign Type D	See Section 6.1 Center Identification Sign		
- Maximum Signage Area 100 sq. ft. for any single tenant
 Logo’s should be limited to a maximum of 25% of the signage length.
 Double lines of text for individual Tenant Signage may be utilized subject to the approval of the Landlord and the City of Brentwood

Refer to Exhibit A for location of sign types identified above. See General Construction Specifications for measurement of signage area, including logos. National and regional tenants may utilize standard corporate sign packages and/or prototypical signage graphics subject to approval of the Landlord and City of Brentwood.

* Store frontage shall be the narrowest dimension, as defined in the lease, and typically where the primary customer entrance is located. In the case of an irregularly shaped lease area, the landlord may consider an alternative more equitable method of calculating sign area, such as using an average width of the leased area for calculation purposes.

6.3 Permanent Window Graphics

Permanent Window Graphics are those signs affixed to a storefront window.

A standard format shall be used for the Permanent Window Graphics that indicates hours of operation, suite or street address, open/closed and relevant information.

Signage is applied to the surface of door or window glass using vinyl graphics in one of the following colors: gold, aluminum, silver or copper leaf or white.

All Tenants shall affix suite or street address on at least one business store front window.

Maximum cap height for permanent identification letters shall be 4" with the exception for open/closed sign and suite/address identification which shall not exceed a 6" cap height.

The aggregate square footage of all window signs shall not exceed twenty five (25) percent of the surface area of the window on which it is placed.

Window signs shall not be illuminated.

Some flexibility may be provided to the above criteria for a national or regional tenant for their standard signage colors, etc. subject to Landlord and City approval.

All window signs shall be approved in writing by the Landlord and City of Brentwood.

7.0 Submittals & Review

No signs shall be fabricated or installed unless the following approvals have been obtained.

7.1 Landlord Approval

Submit three (3) sets of plans, to scale, showing the sign elevation. This drawing must have all materials and colors specified. At least one drawing of the sign must be in color. Also provide material and color samples if requested by the Landlord. The plans must also include the building elevation and the location(s) of the signs on the building, and a site plan indicating the location of the store in the shopping center.

Once these plans are stamped and approved, one set shall be retained by the Landlord, one set shall be the Tenant's copy, and the last set shall be submitted to the City of Brentwood.

If the plans submitted to the Landlord are not acceptable or require revisions, they must be resubmitted unless they are approved "with conditions".

7.2 City of Brentwood Permit Process

All signs are required to have a sign permit issued from the City of Brentwood. Four (4) sets of plans, including the stamped and approved set from the Landlord, are to be submitted to the Planning Division for approval. The next approval must be obtained from the Building Department, including all mounting details for the sign. All illuminated signs require an electrical permit

8.0 Prohibited Signs/Banners

No Flashing, moving or scintillating light bulbs or effects are permitted.

No cabinet signs will be allowed.

Visible raceways are prohibited.

Wall-pak type lighting is prohibited.

Window signs, other than the Permanent Window Graphics identified in Section 6.3, will not be allowed. These signs include neon signs, fiber optic/neon simulated plastic signs and border neon.

The Landlord reserves the right to determine the acceptability of signs. Noncompliant signs are to be removed immediately upon request at tenant's expense.

Promotional signs or banners will not be permitted without written Landlord approval and must be in accordance with City of Brentwood ordinances. (Written proof of prior City of Brentwood approval must be submitted to the Landlord prior to installation).

Portable "A" frame signs are prohibited.

Only Sign Type "C" is permitted on the northerly wall (the wall contiguous to the residential units) of Building A.

9.0 Tenant Responsibilities

Tenants shall be responsible for the fulfillment of all requirements of these Signage Guidelines and all applicable codes and ordinances. Each Tenant is responsible for the cost of design, fabrication, installation, maintenance and electricity for their sign(s). Tenants shall be responsible for the immediate repair of any sign, which is damaged or not illuminating properly, and the proper maintenance of all tenant signs. All permits required by the City of Brentwood and associated fees, shall be obtained and paid for by the tenant or tenant's representative. Tenants shall be required to perform or cause to have performed such necessary action to correct or repair signage within 10 days of written notice from Landlord.

All sign contractors employed or retained by Tenant must carry Workmen's Compensation and Public Liability insurance providing coverage against damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs, in an amount deemed appropriate by Landlord. Tenants shall indemnify and hold harmless the Landlord and the City of Brentwood from any damages that arise from the installation, maintenance or use of Tenant's signage.

Upon the termination or conclusion of Tenant's lease, the Tenant is responsible at their sole cost for the removal of all signs. All signs must be removed within 30 days of the lease's termination. The storefront fascia shall be patched, touch-up painted and otherwise repaired as detailed in previous section of these guidelines.

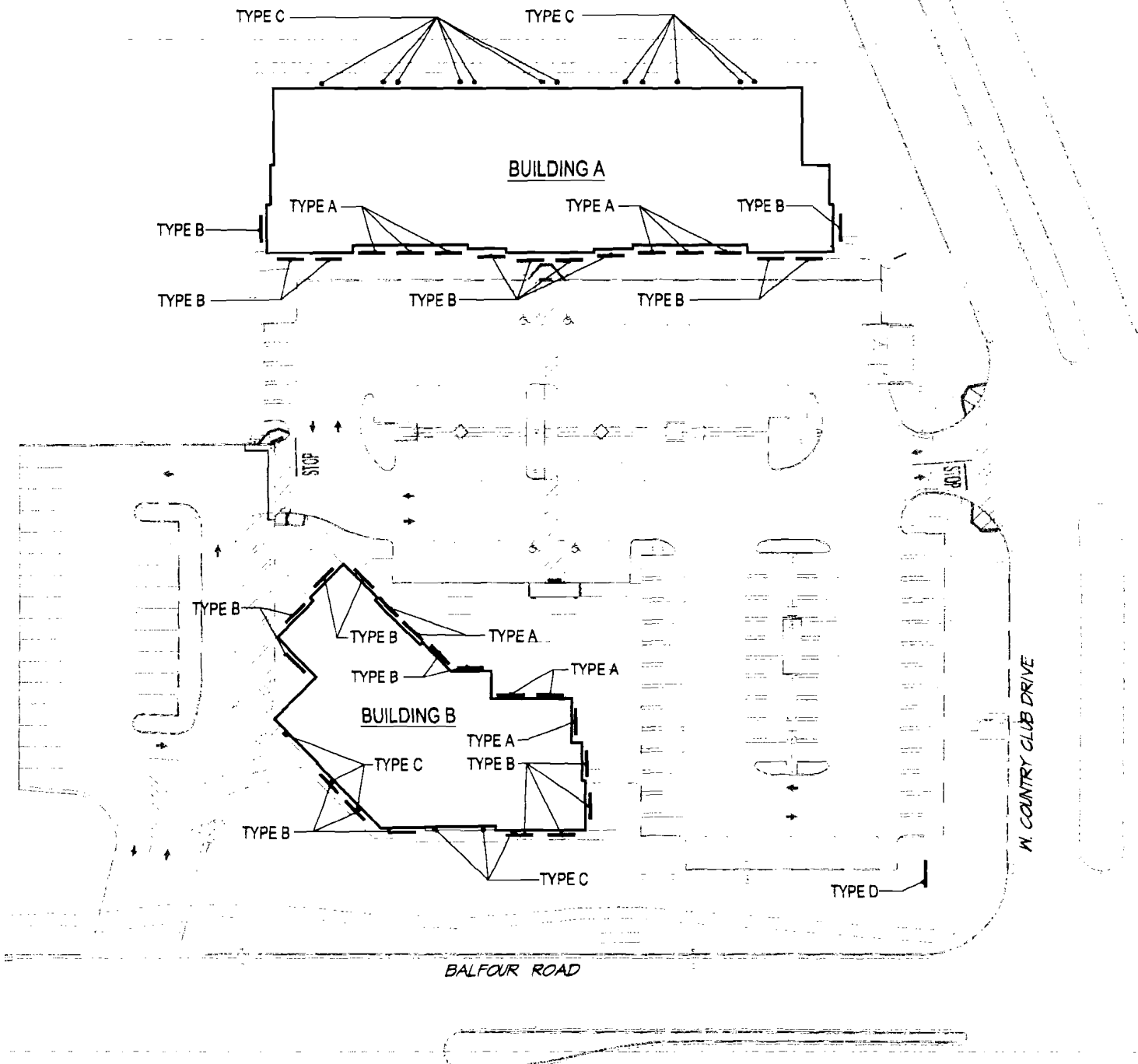
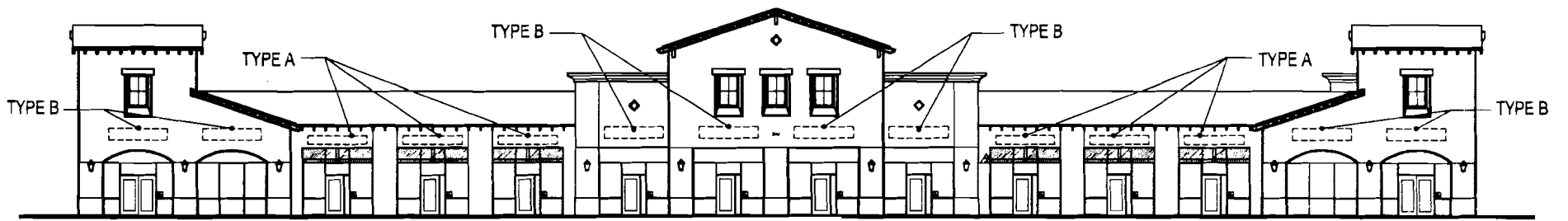
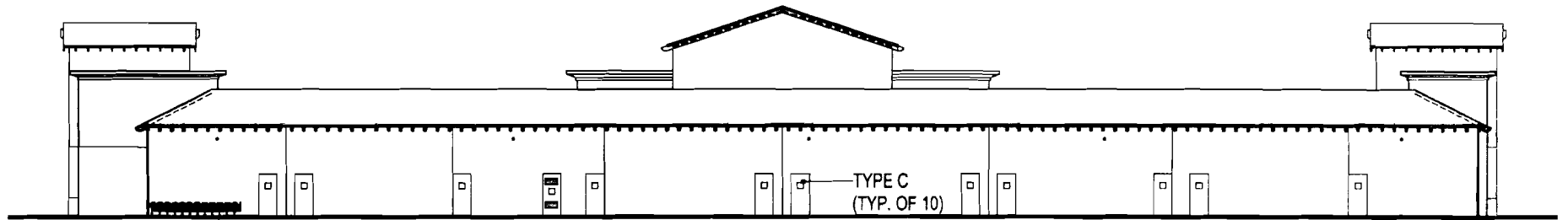


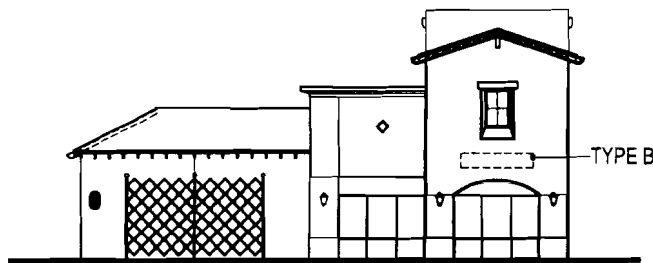
EXHIBIT A - SITE PLAN



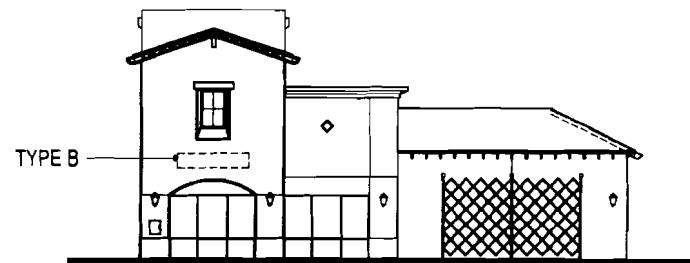
SOUTH ELEVATION



NORTH ELEVATION

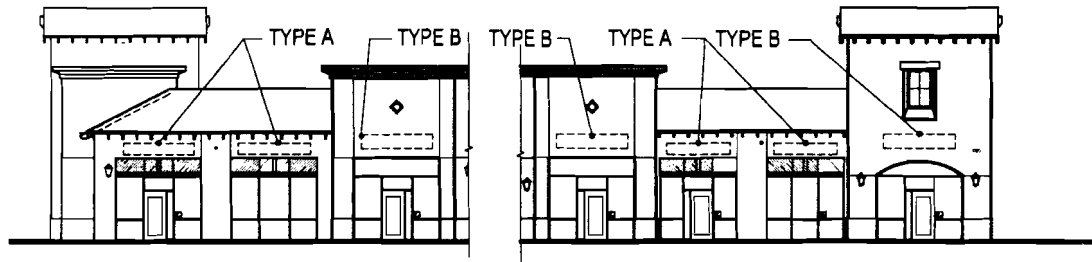


WEST ELEVATION

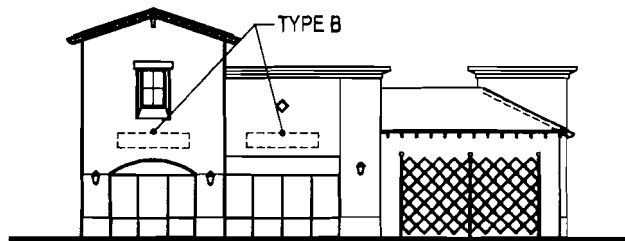


EAST ELEVATION

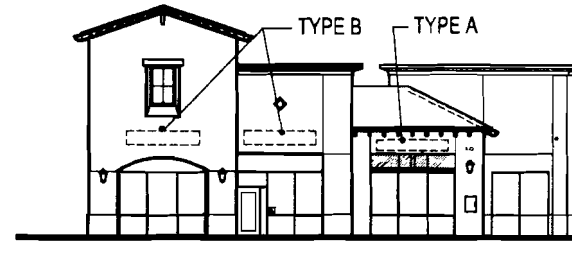
EXHIBIT A-1 BUILDING A ELEVATIONS



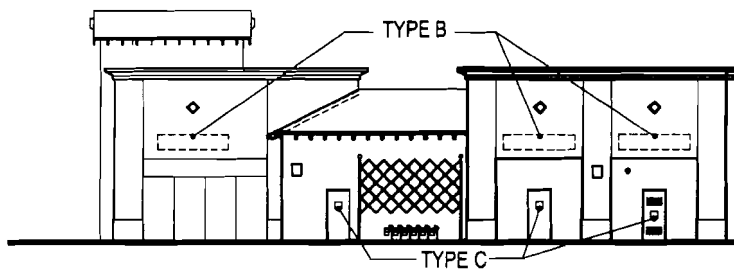
NORTH ELEVATION



WEST ELEVATION



EAST ELEVATION



SOUTH ELEVATION

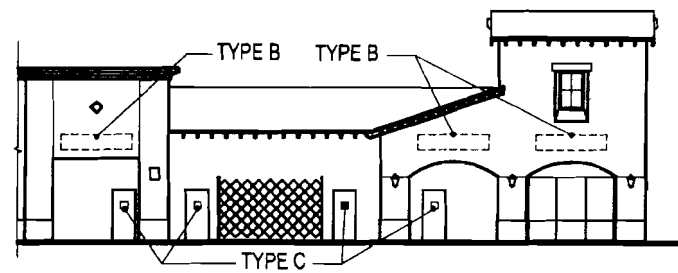
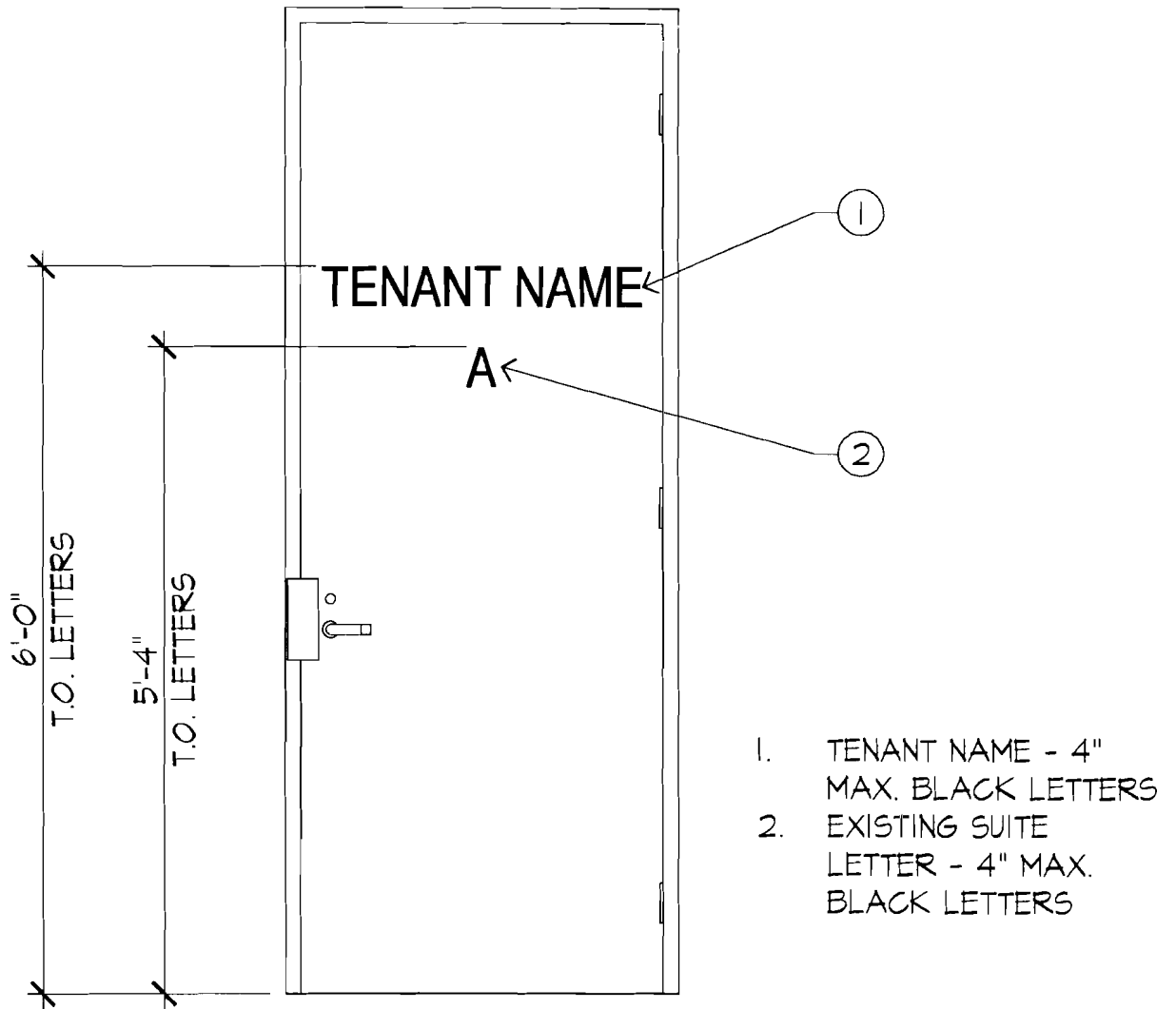
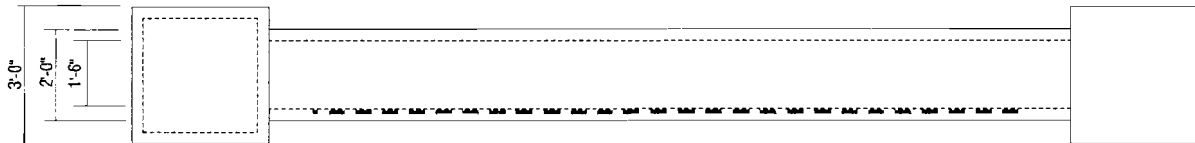


EXHIBIT A-2 BUILDING B ELEVATIONS

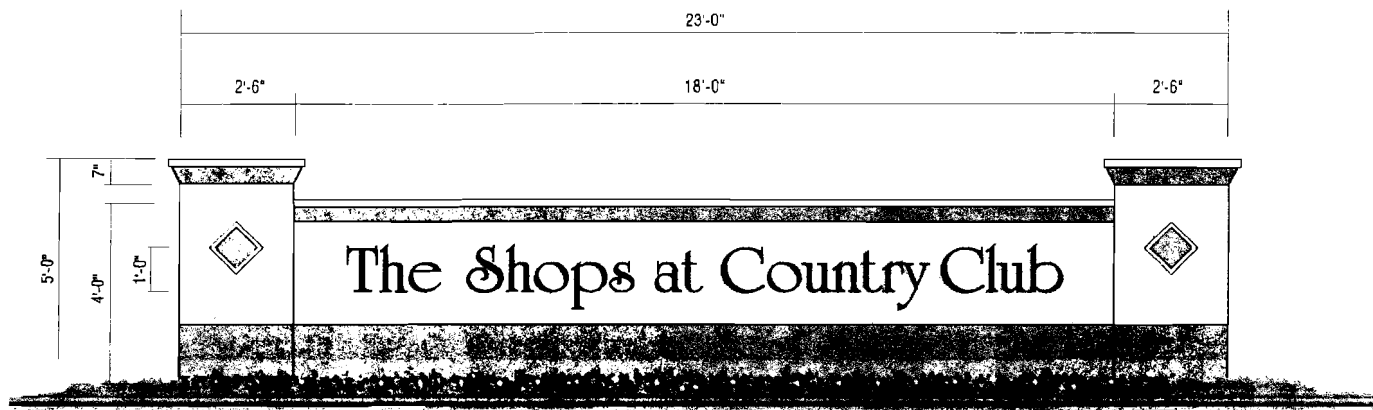


SIGN TYPE "C" - REAR DOOR
THE SHOPS AT COUNTRY CLUB



MONUMENT SIGN - PLAN VIEW

3/8" = 1'-0"



S/ F MONUMENT SIGN - ELEVATION

3/8" = 1'-0"

ALL ALUMINUM CONSTRUCTION. PRIMED AND PAINTED TO MATCH BUILDING, TEXCOATED
 COPY TO BE 1/2" THICK ROUTED OUT PUSH THRU LETTERS
 1/2" THICK SINTRA DIAMOND MEDALLIONS TO MATCH BUILDING DECORATIONS



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Project:
 Country Club
 Retail Center
 Brentwood, CA

- Conceptual
- Design Development
- Construction Drawing

Date: 1-23-07

Drawn by: P.S.

Scale: As Noted

Dwg #: _____

Revision: _____

Title: _____

Page #: **G.1**