

MASTER SIGNAGE PROGRAM

THE SHOPS AT FAIRVIEW
BALFOUR ROAD & FAIRVIEW AVENUE
BRENTWOOD, CALIFORNIA

RESUBMITTAL 12-07-05

REVISED 05-12-10



APPROVED PLAN

PERMIT NO. CUP 04-18-A2

RESOLUTION NO. 10-022

ACTION: APPROVED DENIED

DATE 5/4/10

PREPARED BY:

ARC INC. ARCHITECTS

Standard Sign Criteria

1. This Sign Program has been established for the purpose of providing guidelines and procedures for Tenant signage for the mutual benefit of the shopping center and all of its Tenants. It has been designed to give each Tenant flexibility in personalizing its own store and allowing maximum creativity in signage design. Conformity with the Sign Program shall be strictly adhered to by each Tenant and enforced by the Owner and the City of Brentwood. Any nonconforming signage shall be brought into conformity at the sole expense of the applicable Tenant.

DEFINITIONS:

2. **Monument Sign:** There will be two monument signs on the site, one at the Balfour Road entrance and at the Fairview Ave. access. Design of the monument signs shall incorporate routed-out metal tenant panels, uniform in color for all panels, and backed with colored plexiglass. Monument signs are subject to the approval of the Community Development Director.

3. **Building Wall Sign:** The combination of a Tenant's Logotype and/or Logo and/or Secondary Identification Sign, displayed on the upper portion of the building wall in which the Tenant's premises are located. See sheet SN-1.

4. **Logotype:** A standardized representation of a company or business trade name, comprised of a particular typeface, graphic layout, and color(s), which is consistently used on signs, letterhead, business cards, etc.

5. **Logo:** A distinctive trademark recognizable to the public as a symbol of an established company or business. A logo is usually displayed in conjunction with a Logotype.

6. **Secondary Identification Sign:** A sign identifying a generic type of merchandise or service, such as "ATM". Financial institutions shall have the right to install a Secondary Identification Sign indicating the presence of an automatic teller machine and/or the network associated with such machines. All other Secondary Identification Signs shall require the approval of the Owner and City of Brentwood.

SUBMITTALS:

7. All signs must comply with the Brentwood Land Use Development Code, Title 14, Sign Ordinance.

8. Prior to submittal to the City of Brentwood and prior to installation of any signage, the applicable Tenant shall submit two sets of plans to the Owner for review and written approval. The signage submittal shall include detailed shop drawings showing building elevation(s) with signage, letter size, layout, and color, including all copy and graphics, sign area calculations, and color samples. Submit packages to the following:

Brentwood Balfour Investors, LP
675 Hartz Avenue #300
Danville, CA 94526

Attn: William A. Drummond

9. After receiving written approval from the Owner, sign proposals shall be submitted to the City of Brentwood for review and approval prior to installation of any signage. Final approval of all signage, including maximum allowable sign area, location, colors, and character, is subject to the review and approval of the City of Brentwood.

10. As City of Brentwood requirements and standards change over time, conformity with this sign program does not in and of itself assure conformity with all City of Brentwood standards and requirements. Tenant shall be responsible for the fulfillment of all requirements and specifications.

GENERAL:

11. Tenant shall pay all costs associated with its own signage, including installation and maintenance. Tenant, or Tenant's sign contractor, shall apply for and obtain all necessary approvals and permits.

12. Signage shall be installed in a professional manner, including cleanup, patch and repair of any adjacent surfaces, and verify that surface remains weather-tight.

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Standard Sign Criteria (cont.)

13. Tenant is responsible for repair of any damaged surfaces resulting from signage installation and maintenance, to the satisfaction of the Owner.
14. Tenant is fully responsible for the work of the Tenant's sign contractor and shall indemnify, defend, and hold the owner harmless from damage or liabilities resulting from the Tenant's sign contractor's work.
15. Sign contractor must provide Owner with evidence of sign contractor's public liability insurance (\$1,000,000 minimum) and workers' compensation insurance policies prior to installation of Tenant's signage.
16. All signs and their installation shall comply with all applicable building and electrical codes.
17. Electrical signs shall bear the UL, or comparable, label affixed to signage stating that sign is listed and is installed in conformance with that listing.
18. All bolts, fasteners, clips, etc., shall be painted to match the adjacent surface.
19. All conductors, transformers, and other equipment shall be concealed.
20. When any Tenant sign is removed, the Tenant shall leave the building exterior in good condition. Any holes caused by the removal of said sign shall be filled, sealed, and painted to match the adjacent building surface.
21. The Tenant is responsible to ensure that all Tenant signs are removed from a Tenant space within five (5) days of being vacated.

PROHIBITED SIGNAGE:

22. Animated, flashing, or audible signs are prohibited.
23. Exposed conduit, neon tube conductors, transformers, raceways, etc. are prohibited.
24. Temporary signs, flags, banners, cloth signs, or similar devices are prohibited, except as otherwise approved by the Owner and the City of Brentwood.
25. Decals shall not be visible, except as required by local codes and ordinances.
26. Sign cabinets are not allowed except for logos and secondary identification signage.
27. Signage may not be painted directly on the building.

ALLOWED SIGNAGE:

28. Signs may be constructed of plastic, aluminum, or other durable, weather-resistant material.
29. Signs may consist of individual channel letters that are internally illuminated with neon or equivalent options as approved by owner.
30. All sign copy shall be limited to the Tenant's established trade name, business name, or basic product name. Brand names of products, merchandise, services, etc. are not allowed.
31. Location of Building Wall Sign shall be as generally shown on the attached drawings, SN-1 through SN-11, pending approval from the City of Brentwood and the Owner.
32. Each Tenant is allowed to display business hours that do not count against maximum sign area, in the following manner: Upper window panel directly adjacent to Tenant entrance, one hundred forty-four square inches maximum area and two inches maximum letter height indicating business hours, telephone number, etc.
33. Window signs are allowed but are counted against the total allowed sign area. Area of window signs may not exceed 25% of total Tenant window area.

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Standard Sign Criteria (cont.)

34. One (1) sign per tenant on each eligible building elevation.

35. For all tenants with less than 7,400 square feet, signage shall be a maximum of 24" channel letters and logos or up to a 48" x 48" maximum logo constructed with an opaque background with push-thru illuminated lettering and logo, and a maximum of 30" channel letters or up to a 48" x 48" maximum logo constructed as above for tenants with more than 7,400 square feet; with the following exceptions:

Signage at the main entrance to the drug store shall be no higher than 36".

Signage at the sides of the drug store and the front facing signs on Majors 1, 2 and 3 shall be no higher than 30".

Signage at the West elevation of Major 2, East elevation of Major 3 and for in-line tenants shall be no higher than 24".

Signage for Pad 3 shall be a maximum of 24" channel letters or 48" x 48" maximum internally illuminated logo cabinet.

Remainder as approved by landlord on case by case basis.

36. Pads 1, 2 and 3 can allow up to 3 building mounted signs per tenant, all other "in-line" shop tenants with multiple center-facing or street facing frontages shall be allowed a maximum of 2 building-mounted signs subject to the approval of the Community Development Director.

37. Sign length limited to 60% of the leased building frontage, in accordance with the attached elevations, including logos.

38. All letter faces shall be colored plexiglass with aluminum returns.

39. Drive thru Signage.

Pad 3:

Menu board - Single face internally illuminated preview/menu board, maximum cabinet size shall be 4'-0" x 7'-0".

Optional combo menu - internally illuminated, maximum cabinet size shall be 4'-0" x 1'-0".

Maximum Height shall be 5'-8" above finish grade.

Total number of menu boards allowed for Pad 3: One (1).

40. Directional Signage.

Pad 3:

Double faced internally illuminated directional signage shall be placed at drive-thru entrance and egress.

Maximum Size shall be 1'-8" x 1'-8".

Maximum Height shall be 4'-0" above finish grade.

Total number of directional signs allowed for Pad 3: Two (2).

41. Any future on-site directional signage shall be submitted to the Community Development Department for review and approval by the Community Development Director prior to installation.

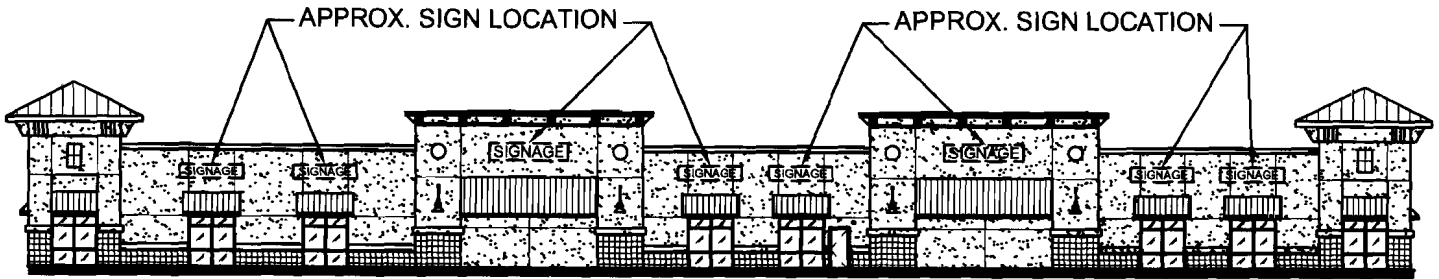
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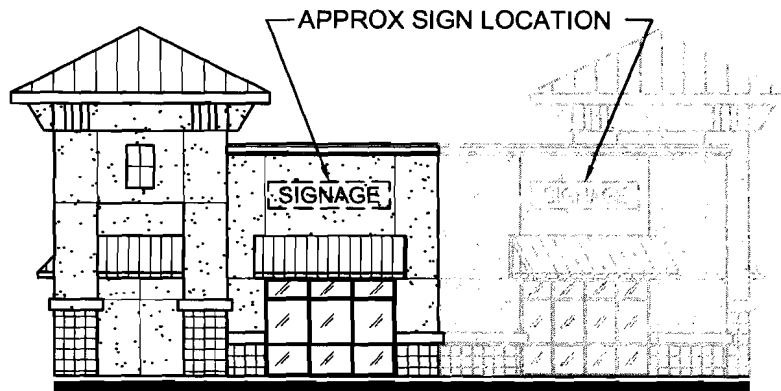
DWG NO:
SN-4



24" MAXIMUM HEIGHT LETTERS

BUILDINGS 'A' & 'B' FRONT ELEVATION

SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS

BUILDINGS 'A' & 'B' SIDE ELEVATION

SCALE: N.T.S.

Typical wall signs must adhere to standard sign criteria set forth on pages SN-2 and SN-3 in addition to the following notes and size constraints.

1. One (1) per tenant on each eligible building elevation.
2. Only "halo lit" signs may be used on the rear elevation. Halo lit signs are comprised of opaque metal faces with internal backlighting.

MAXIMUM DIMENSIONS		COMMENTS
HEIGHT	SEE ELEVATIONS.	
AREA	ONE SQUARE FOOT OF SIGN AREA FOR EACH LINEAL FOOT OF BUILDING FRONTAGE.	TABLE 17.640.008 (1a), SIGN REGS.
	TOTAL ALLOWABLE AREA OF A WALL OR PROJECTING SIGN SHALL NOT EXCEED 10% OF THE FACE OF A BUILDING	TABLE 17.640.008 (2b), SIGN REGS.

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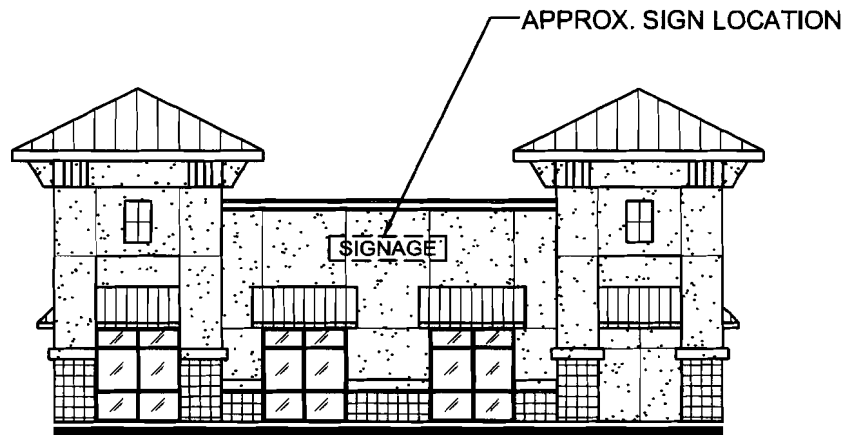
DWG NO:
SN-5



24" MAXIMUM HEIGHT LETTERS

BUILDINGS 'A' & 'B' REAR ELEVATION

SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS

BUILDINGS 'A' & 'B' SIDE ELEVATION

SCALE: N.T.S.

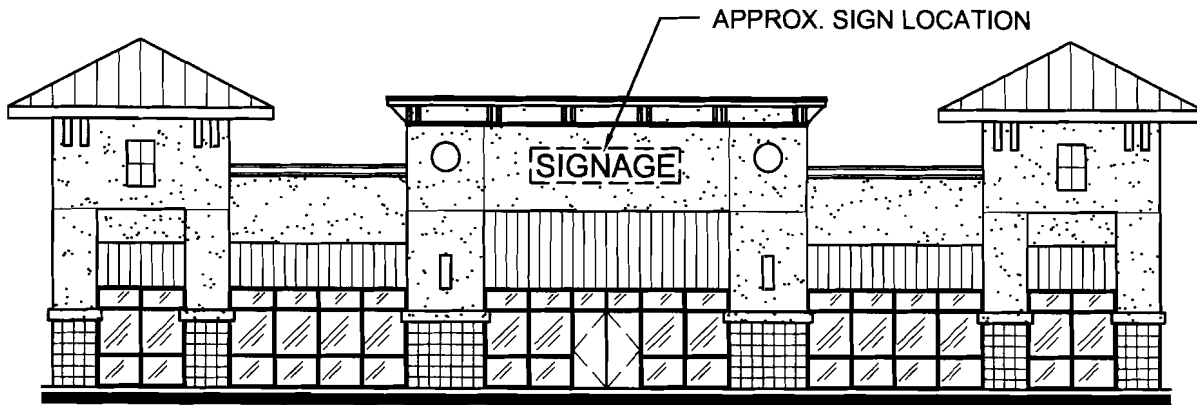
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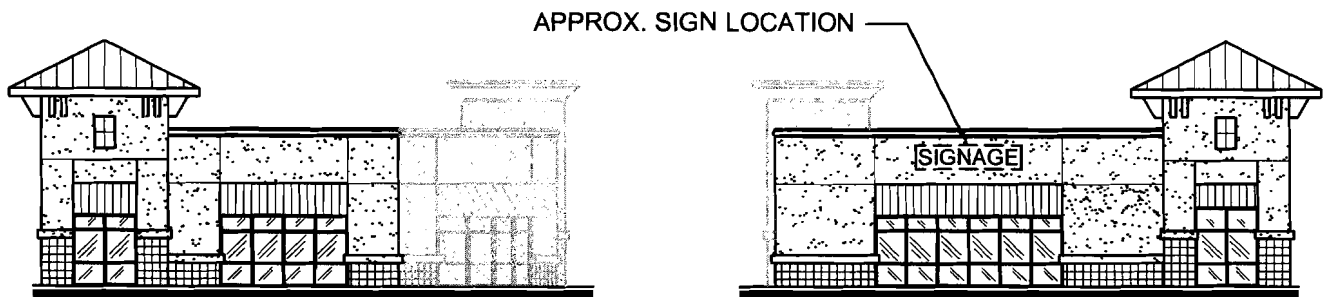
DWG NO:
SN-6



24" MAXIMUM HEIGHT LETTERS

PAD - 1 FRONT ELEVATION

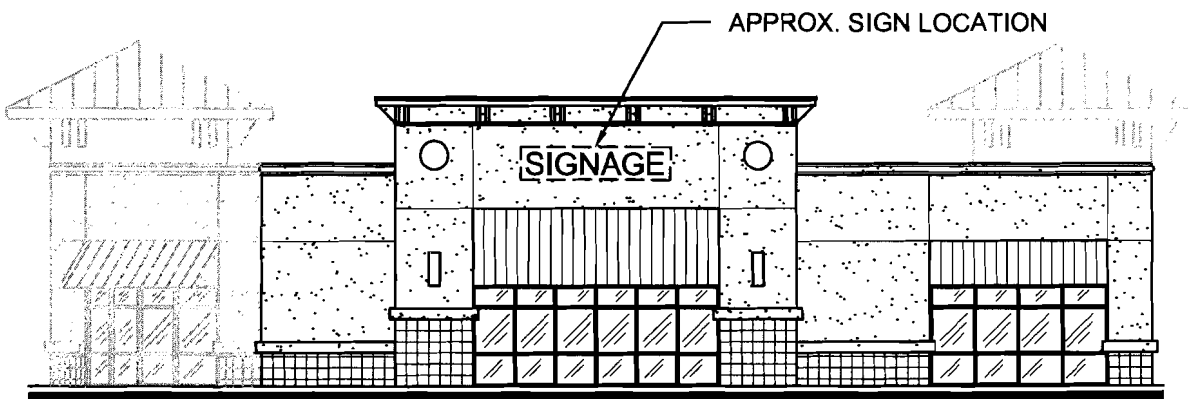
SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS

PAD - 1 SIDE ELEVATION

SCALE: N.T.S.

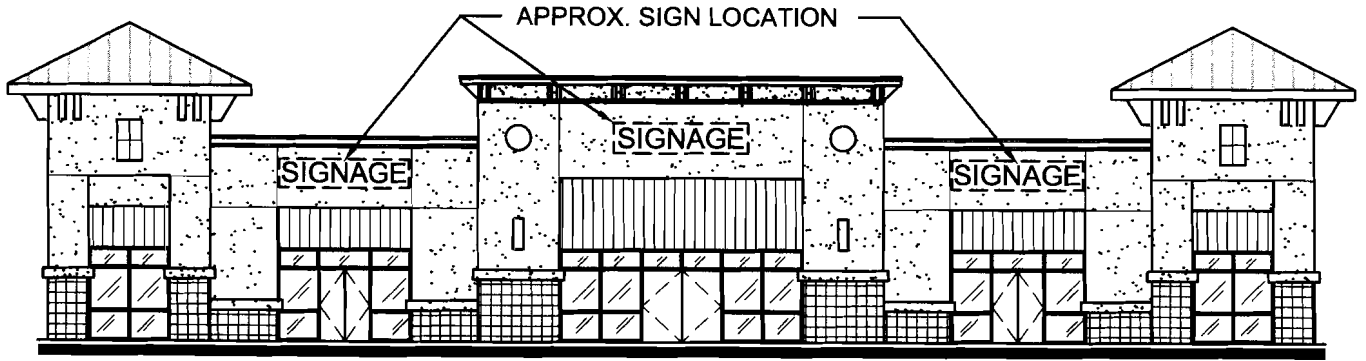


24" MAXIMUM HEIGHT LETTERS

PAD - 1 REAR ELEVATION

SCALE: N.T.S.

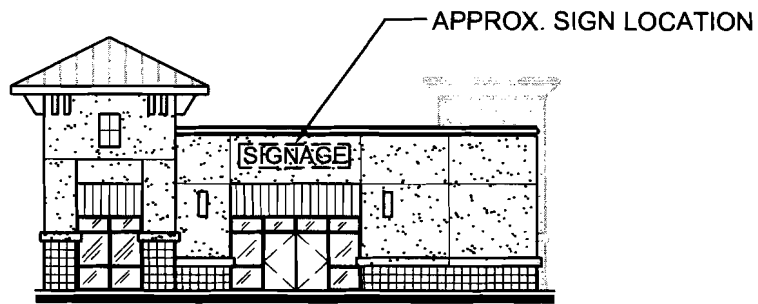
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24" MAXIMUM HEIGHT LETTERS

PAD - 2 FRONT ELEVATION

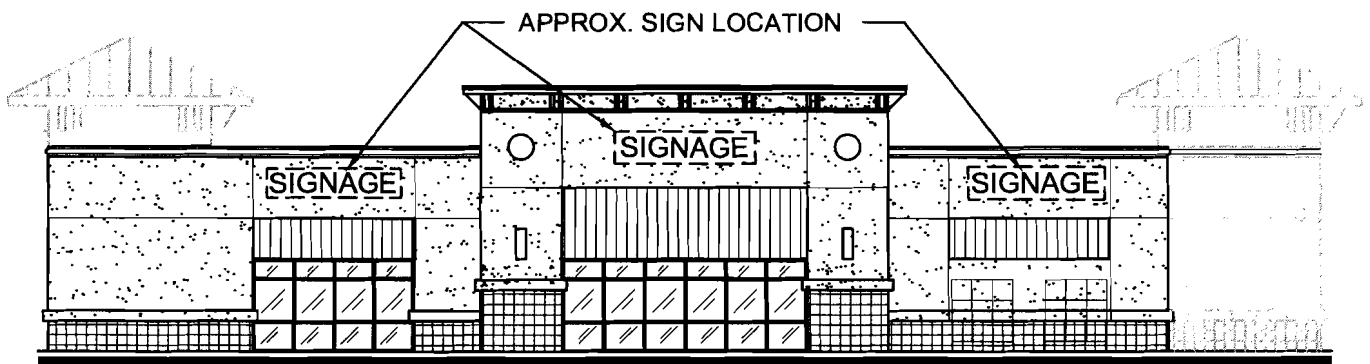
SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS

PAD - 2 SIDE ELEVATIONS

SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS

PAD - 2 REAR ELEVATION

SCALE: N.T.S.

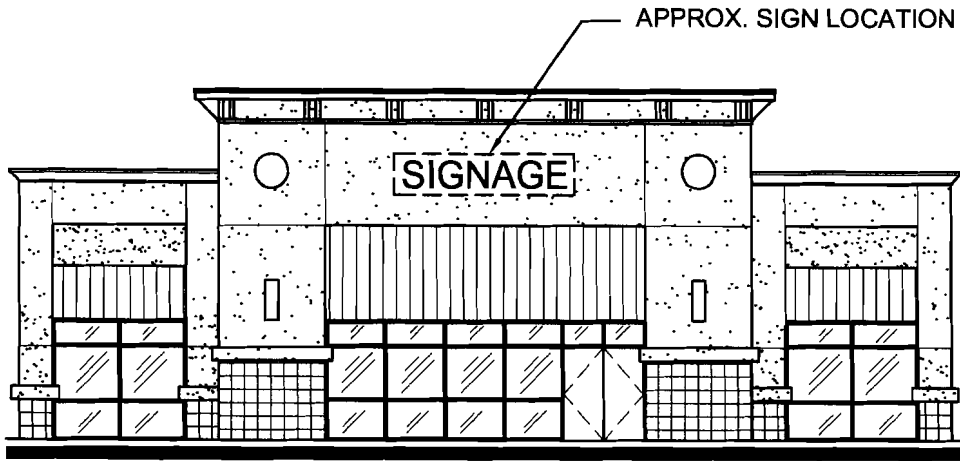
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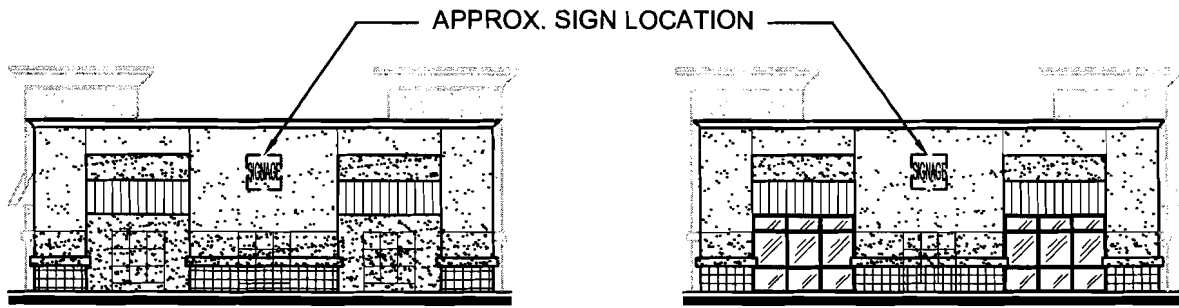
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24" MAXIMUM HEIGHT LETTERS OR 48" X 48" MAXIMUM LOGO SIGNAGE

PAD - 3 FRONT ELEVATION

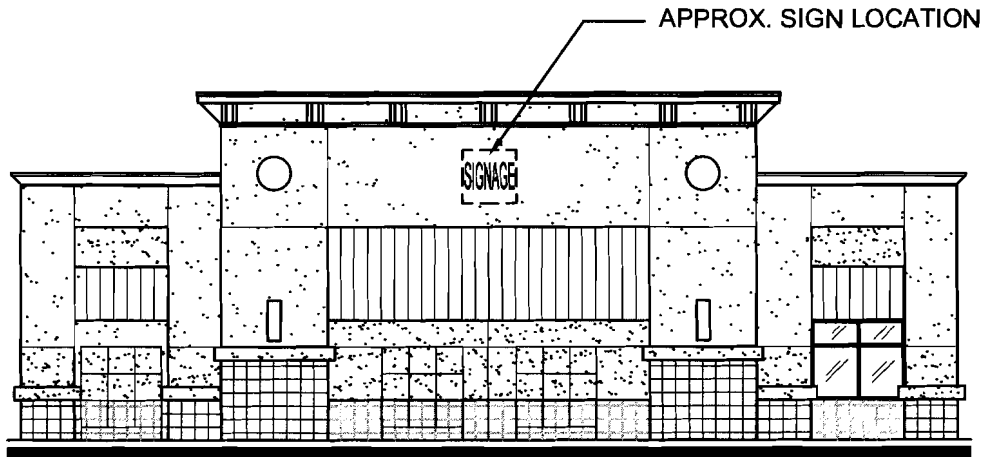
SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS OR 48" X 48" MAXIMUM LOGO SIGNAGE

PAD - 3 SIDE ELEVATIONS

SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS OR 48" X 48" MAXIMUM LOGO SIGNAGE

PAD - 3 REAR ELEVATION

SCALE: N.T.S.

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36" H. LETTERS AT ENTRY AND 30" H. LETTERS AT OTHER ELEVATIONS

DRUG STORE FRONT ELEVATION

SCALE: N.T.S.

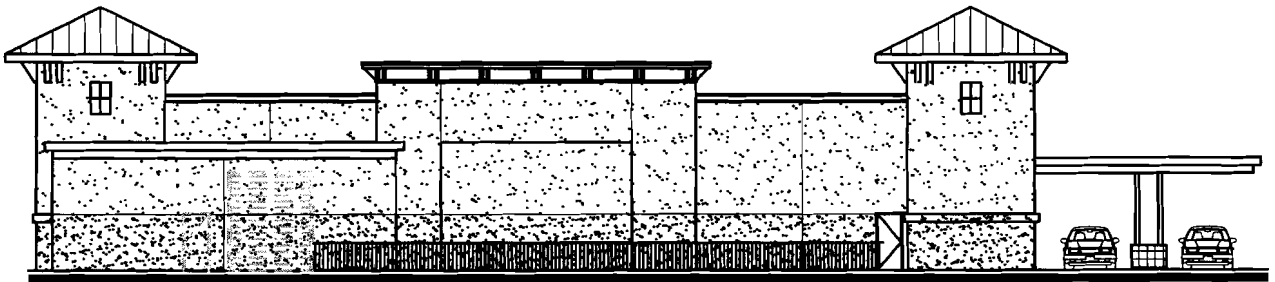


NORTH NO SIGNAGE ALLOWED

SOUTH 30" H. LETTERS

DRUG STORE SIDE ELEVATIONS

SCALE: N.T.S.

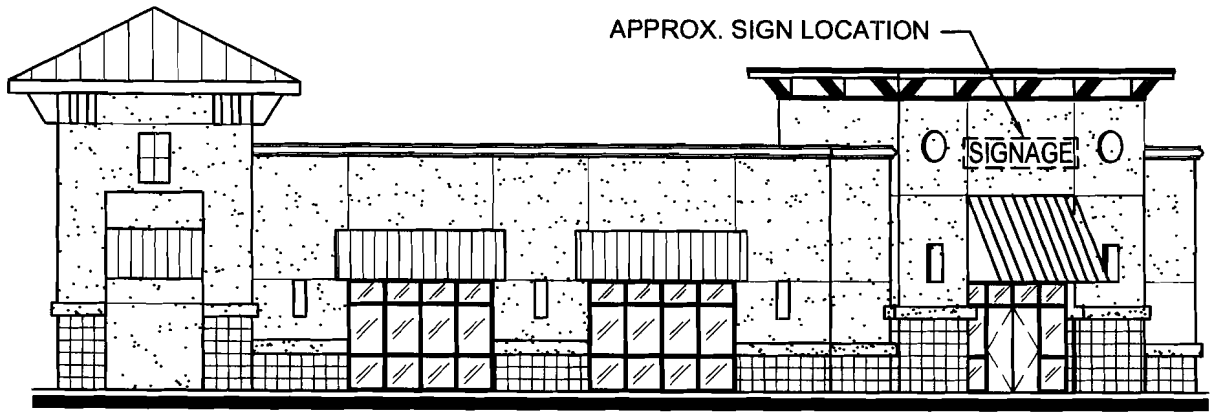


NO SIGNAGE ALLOWED

DRUG STORE REAR ELEVATION

SCALE: N.T.S.

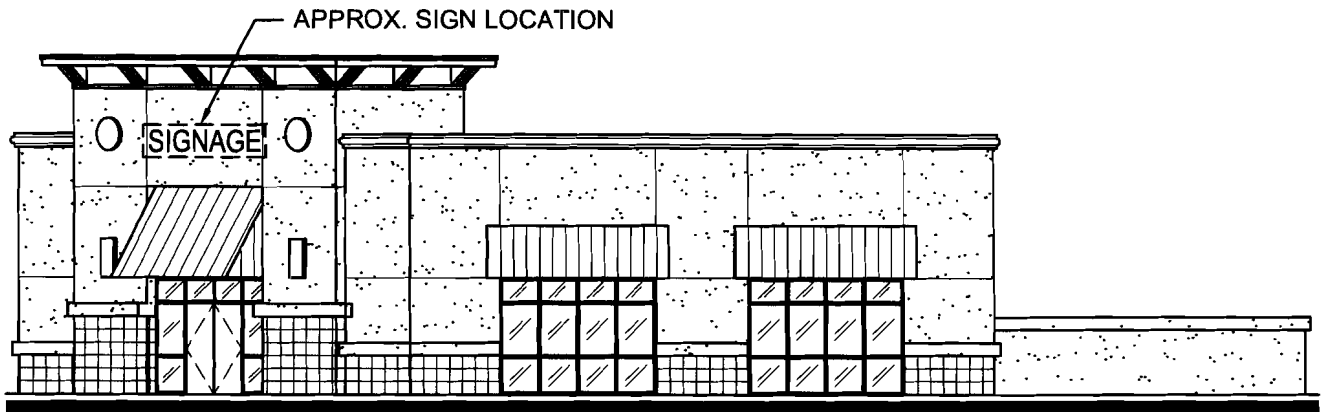
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24" MAXIMUM HEIGHT LETTERS

PAD 4 FRONT ELEVATION

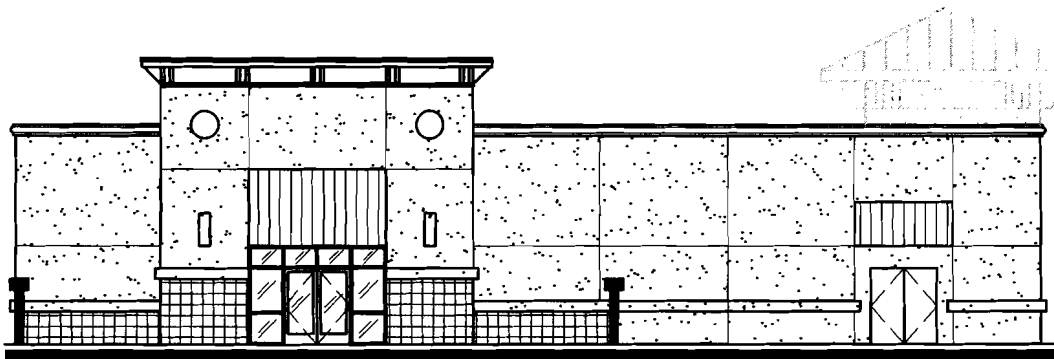
SCALE: N.T.S.



24" MAXIMUM HEIGHT LETTERS

PAD 4 SIDE ELEVATION

SCALE: N.T.S.

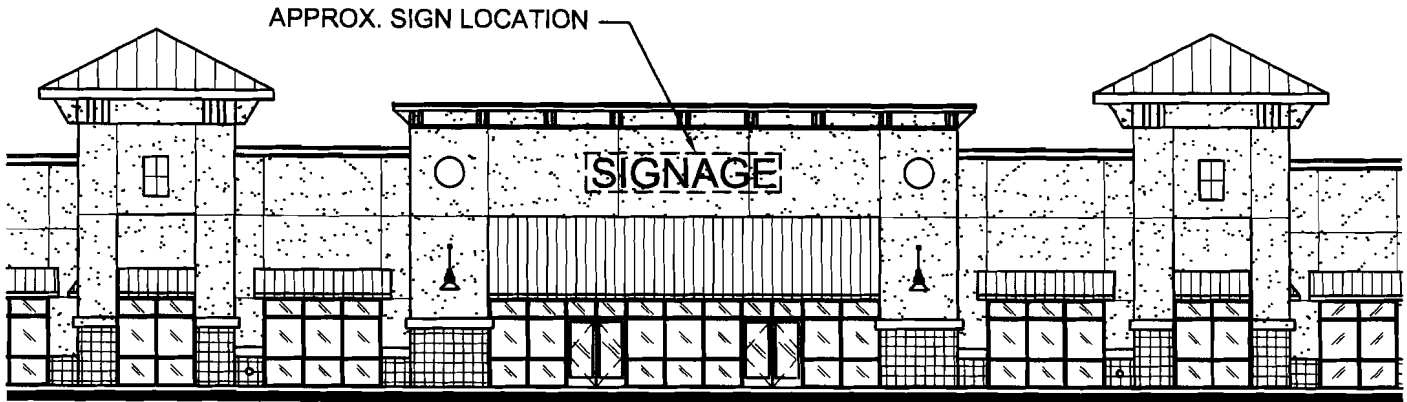


NO SIGNAGE ALLOWED

PAD 4 REAR ELEVATION

SCALE: N.T.S.

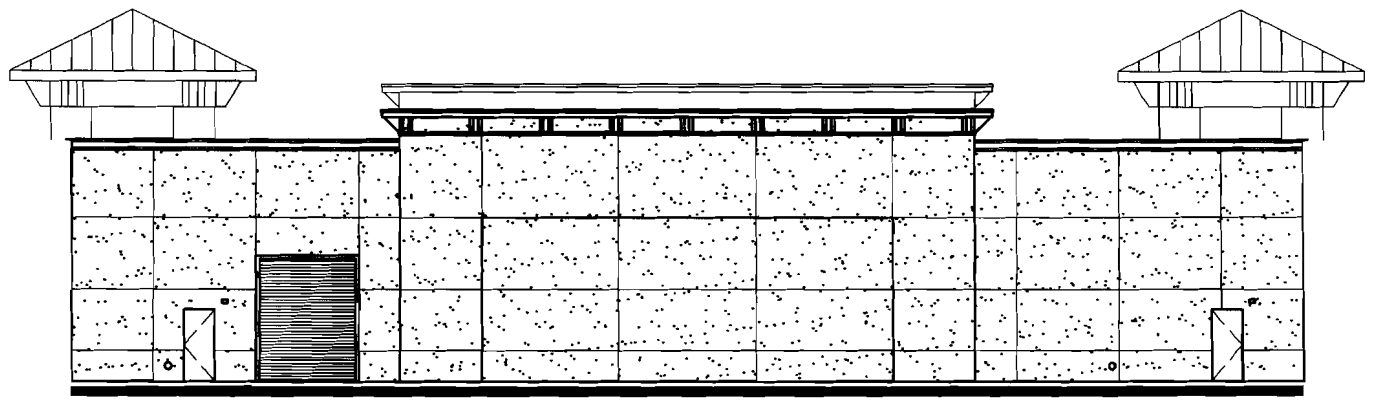
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30" MAXIMUM HEIGHT LETTERS

MAJOR 1 FRONT ELEVATION

SCALE: N.T.S.

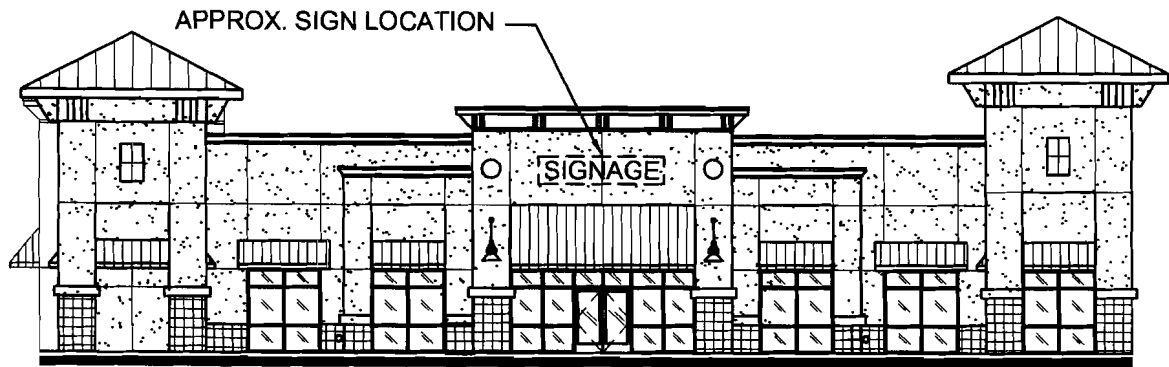


NO SIGNAGE ALLOWED

MAJOR 1 REAR ELEVATION

SCALE: N.T.S.

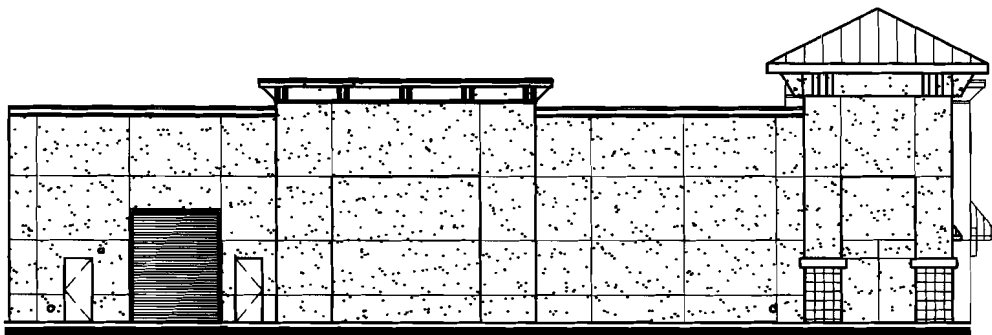
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30" MAXIMUM HEIGHT LETTERS

MAJOR 2 FRONT ELEVATION (MAJOR 3 SIMILAR)

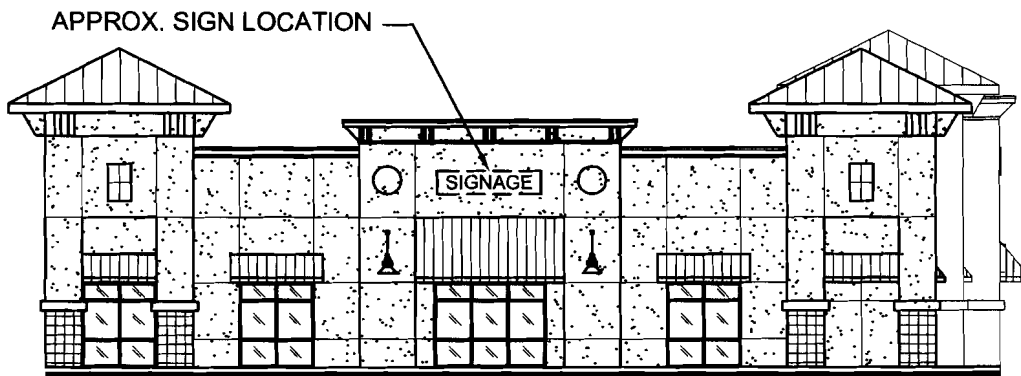
SCALE: N.T.S.



NO SIGNAGE ALLOWED

MAJOR 2 REAR ELEVATION (MAJOR 3 SIMILAR)

SCALE: N.T.S.

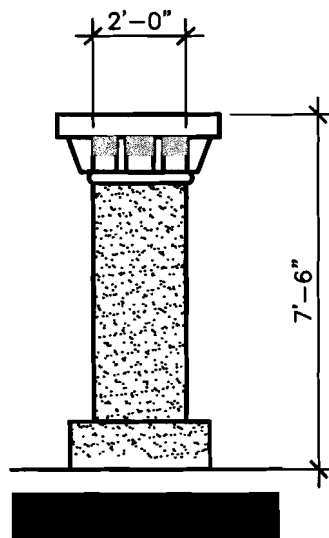
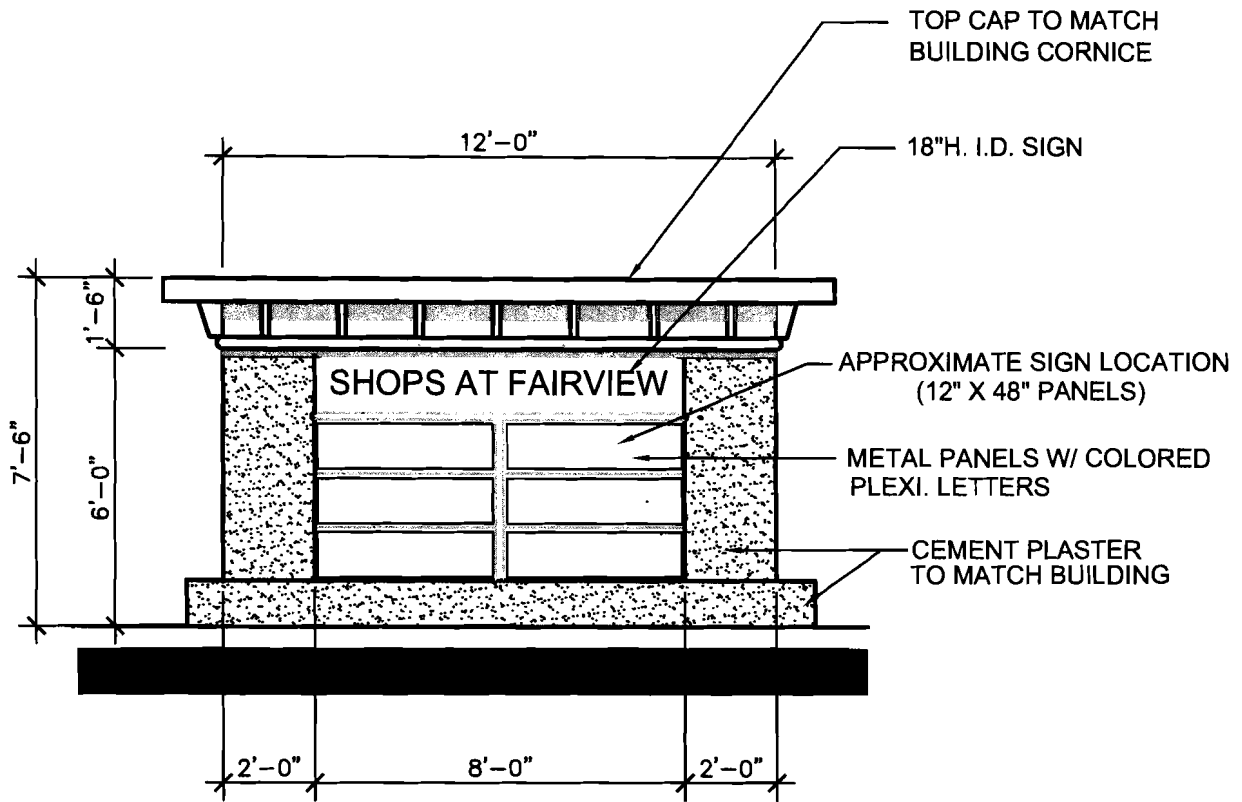


24" MAXIMUM HEIGHT LETTERS

MAJOR 2 SIDE ELEVATION (MAJOR 3 SIMILAR)

SCALE: N.T.S.

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MONUMENT SIGN

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

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