THE STREETS OF BRENTW OOD Master Sign Program

Brentwood, California



G&I VII Brentwood Operating, LP 4717 Central Street Kansas City, MO 64112 Revised December 2014

APPROVED PLAN

PERMIT NO. CUP OB - 19-A6 (AMD 15-00)

RESOLUTION NO. 15-OIL

ACTION: MAPPROVED DENIED

DATE Action 12-2015

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A. City of Brentwood Sign Ordinance

For all signage requirements not specifically covered in these guidelines, refer to the City of Brentwood Sign Ordinance Code Section 17.640.

Minor deviations from the Master Sign Program below shall be permitted administratively through city staff with developer/landlord assistance.

1. Maximum Sign Area

Total sign area for all Tenants shall be limited to one (1) square foot of area for each one (1) lineal foot of building façade on the front façade of each tenant. Sign area for side and rear exterior facades shall be limited to ½ square foot per lineal foot (awning, blade and window signage does not count toward this signage area total).

2. Total Number of Signs

- a. The total number of monument, wall, fascia, and projecting signs will be limited to four (4) for the theater building and three (3) for each remaining business. For outlot buildings fronting on Sand Creek Road or Shady Willow Lane, one of the three (3) signs permitted may be a monument or freestanding sign (awning, blade and window signage does not count toward this signage total).
- b. Specified tenants, as designated by G&I VII Brentwood Operating, LP, shall be permitted to have three (3) wall/fascia signs in addition to a panel on each side of the project pylon sign.

B. General Project Master Sign Program

- 1. Signage should be limited to the following types:
- a. Monument signs
- Directional signs
- b. Wall/Fascia signs
- 22x28 signs holders
- c. Awning signs
- Wall Scape Signs
- d. Window signs
- Banners
- e. Blade signs
- 2. The following sign types shall not be permitted:
- a. Changeable letter signs except for cinemas
- b.Roof mounted signs
- c. Cloth, paper or fabric signs hung from the building or placed in windows (except as allowed for temporary signs under the City's Sign Ordinance)
- d. A-Frame Signs
- e. Non-integrated exposed raceway signage (see Exhibit 1a)
- f. Acrylic faced, flat monolithic box/cabinet signage (see Exhibit 1b)
- g. Exposed neon window signs

3. Pylon Sign

- a. Pylon sign criteria:
- Project is limited to two (2) pylon signs, with panel details as shown on attached exhibits
- Graphic content is limited to project name, logo and major tenants' name and logo.
- Signs should be designed to relate to the architecture of the complex.
- Pylon sign maximum height: 63 Feet.
- Pylon is limited to a maximum of 12 tenant sign panels per side (See Exhibit 4a).

4. Monument (Outlots) Signs

- a. Maximum one monument sign per outlot tenant (see Exhibit 6)
- b. Maximum length: 10 feet
- c. Maximum height: 5 feet
- d. Maximum thickness: 18 inches
- e. Monument signs are to be designed and illuminated as shown on Exhibit 5
- f. No addresses are permitted on monument signs

5. Drive-Thru (Outlots) Signage

- a. Menu/Preview signage shall be allowed as follows:
- One (1) Preview display may be placed in the drive-thru aisle approach lane.
 The Preview display may contain up to 12 square feet of signage area and is limited to a maximum height of six feet.
- One (1) Menu display may be placed in the drive-thru aisle approach lane.
 The Menu display may contain up to 32 square feet of signage area and is limited to a maximum height of six feet.
- b. Up to three (3) free-standing directional signs not exceeding three feet in height may be placed on the same outlot as the benefitting tenant. These signs are limited to a maximum display area of three feet and must indicate the flow of traffic into and out of the drive aisle.

6. Wall and Fascia Signs

- a. Sign content:
- Limited to the name of the business and graphic logos. Other elements (e.g. text underlining) may be utilized for brand purposes.
- b. Wall signs must fit within a Signable Area not to exceed 15% of the building facade. The Signable Area should be relatively flat, and should not contain doors, window or projecting molding or trim, unless integrated into overall sign design (see Exhibit 2 for building elevations and Signable Area of each).
- c. Maximum sign width: 65% of the Signable Area
- d. Maximum sign height: 2/3 height of the Signable Area
- e. Maximum letter height: 96 inches for primary façade and 72 inches for secondary façades for tenants 65,000 SF or greater; 48 inches for tenants between 10,000 SF and 64,999 SF; 30" for tenants between 5,000 SF and 9,999 SF; 26 inches for tenants less than 5,000 SF. Multiple or stacked lines of text within the stated criteria are allowed.
- f. Individual letters mounted on the wall face or on a backing material applied to the building wall are recommended. Letters, logos, backgrounds and other sign elements may not be painted directly onto building walls.
- g. Maximum logo size:
- 48" x 48" or equivalent area for tenants of 10,000 SF or more
- 30" x 30" or equivalent area for tenants between 5.000 SF and 9.999 SF
- 26" x 26" of equivalent area for tenants less than 5,000sf
- h. Sign illumination may include any of the following:
- Halo illumination (preferred)
- · Channel letters with interior neon and acrylic faces
- · Reverse channel letters with neon halo backlighting
- Externally lit
- Exposed neon
- i. Conceal all raceways and other connections not an integral part of the sign design
- j. Rear building signage shall be mounted to a tenant-provided background panel per the signage criteria (see Exhibit 3).

7. Window Signs

- a. Sign content:
- Limit to the business name, business tenant logo, products address, hours
 of operation, emergency telephone numbers, and credit cards accepted.
- b. Window signs may include special graphic design elements.
- c. Maximum area:
 - 25% of any single window area with no more than 15% of the aggregate frontage window area. Any signs located within five (5) feet of the window will be considered a part of the window signage.
- d. Restrictions on doors and door transoms: Address and business name only.
- e. Maximum letter size: 12 inches.
- f. Materials permitted:
- Individual vinyl letters
- · Professionally painted individual letters and designs
- · Gold leaf individual letters and designs
- g. Letters and graphics are to be applied directly to interior side of glazed surfaces except for non-exposed neon signs which may be suspended from above with metal rods or wires. Signs taped to windows, suction cupped to windows, or painted on windows are not allowed.

8. Awning Signs

- a. All awnings may have a vertical valance for the application of signage.
- b. Sign content
- · Limit awning signs to business name, business logo, address.
- No products or brand names allowed as building signage.
- c. Maximum letter height on awning valance:
 - 2/3 height of vertical valance height or 12 inches, whichever is less

- d. Maximum number of awning signs:
- One per awning
- e. Business logos or graphics suitable to the business may be placed on the sloped face of awnings, but may not exceed 15% of the sloped surface area.
- 9. Blade Sign Standards
- a. General:
- All exposed edges must be finished (e.g., no exposed rough edges).
- Minimum clearance in pedestrian areas to be 8 feet.
- Minimum clearance in vehicular areas to be 15 feet.
- · All blade signs shall be non-illuminated
- · Hanging signs shall conform to these standards
- b. Blade signs are strongly encouraged.
- c. Maximum number of blade signs:
- One sign per streetfront elevation
- d. Maximum sign area:
 - 8 square feet
- e. Maximum projection:
- Five feet from building face with a minimum of six inches maintained between the building face and closest projecting sign edge.
- f. Brackets shall be designed to relate to the design character of the building.
- g. Permitted materials:
- Wood
- Metal
- Fabric with top and bottom bracket supports
- High density urethane or resin

9 Monument Signs

- a Monument sign criteria:
- Project is limited to 3 monument signs locations shown on exhibit 7
- b. Graphic content is limited to project name, logo and major tenants' name and logo.
- c. Signs should be designed & related to the architecture of the complex

10. Mini-Monument/Directional

- a. Mini-Monument- directional sign criteria:
 - Project is limited to 3 monument signs -locations shown on exhibit 7
- Graphic content is limited to project name, logo and major tenants' name and logo.
- c. Signs should be designed & related to the architecture of the complex

11. 3-Sided Directory/Advertising

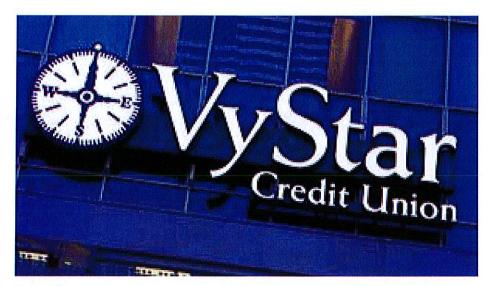
- a. 3-Side Directory/advertising criteria:
- Project is limited to 10 3-sided directory/advertising signs locations shown on exhibit 7
- Graphic content is advertising opportunities, tenant directory and special, targeted sections throughout the year.

12. Wall Scape Advertising

- a. Wall Scape Advertising criteria:
- Project is limited to 2 8'x12' and 8 4'x8' horizontal and 4- 8'x4' vertical signs locations shown on exhibit 7 vertical
- Graphic content is advertising opportunities, tenant directory and special, targeted sections throughout the year.

13. 22"x28" Free Standing Advertising

- a. Free standing advertising criteria:.
- Project is limited to 16 free standing advertising signs locations shown on exhibit 7
- Graphic content is advertising opportunities, tenant directory and special, targeted sections throughout the year.



Acceptable



Not Acceptable

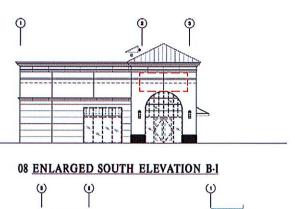


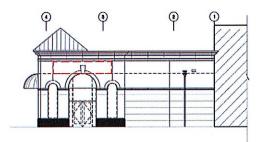
Acceptable



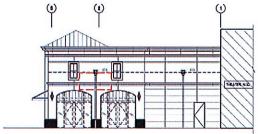
Not Acceptable

RED Legacy

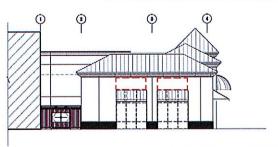




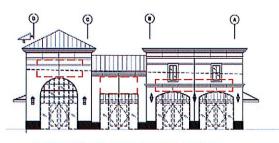
SIGNABLE AREA LOCATIONS



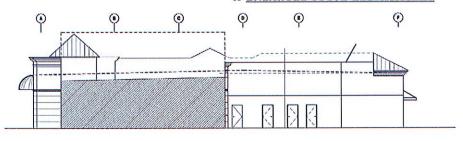
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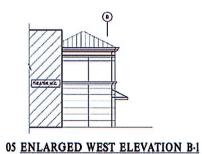
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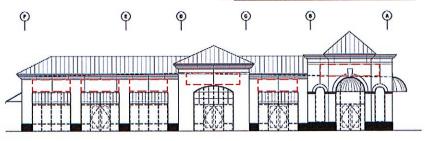
03 ENLARGED SOUTH ELEVATION B-2



06 ENLARGED EAST ELEVATION B-1



02 ENLARGED WEST ELEVATION B-2



01 ENLARGED EAST ELEVATION B-2

Exhibit 2 - Signable Area Elevations Building B-1 & Building B-2

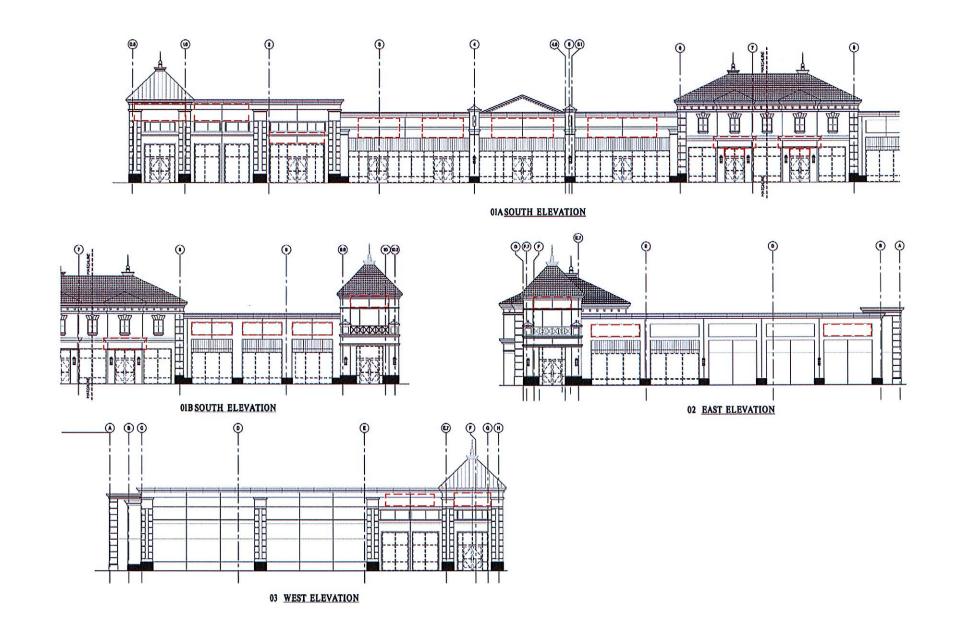
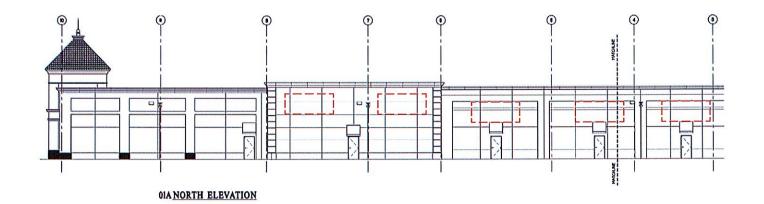


Exhibit 2 - Signable Area Elevations Building C



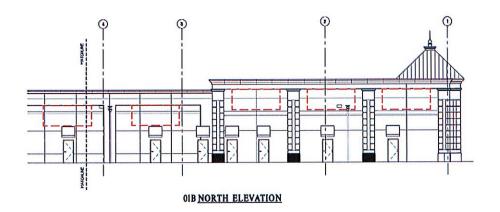


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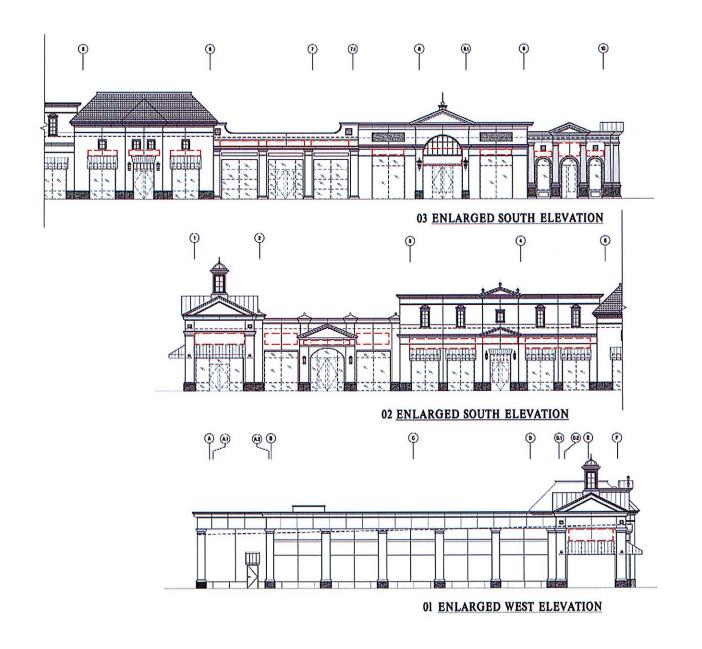


Exhibit 2 - Signable Area Elevations Building D

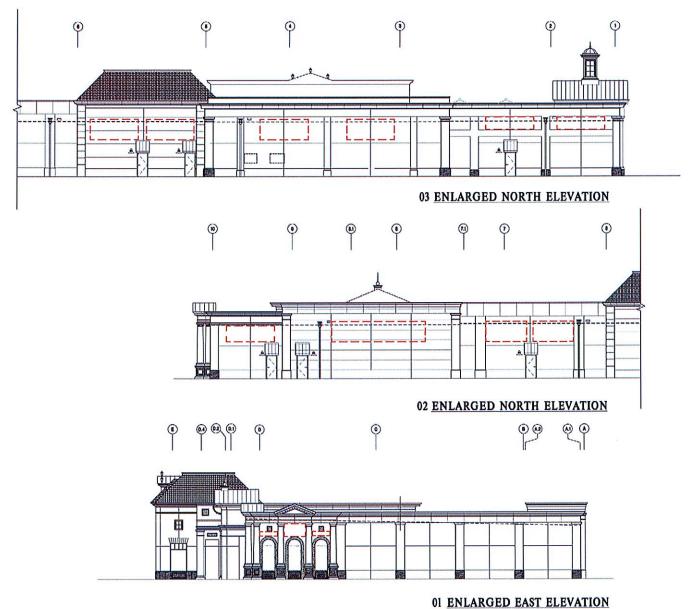


Exhibit 2 - Signable Area Elevations Building D

RED Legacy

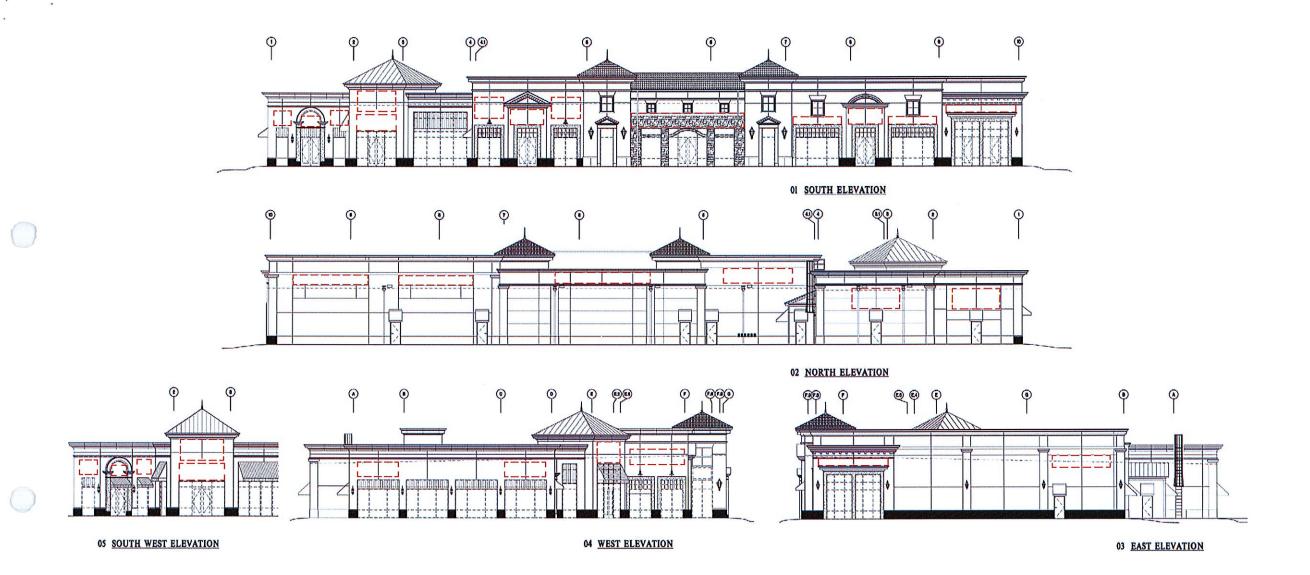


Exhibit 2 - Signable Area Elevations Building E

RED Legacy

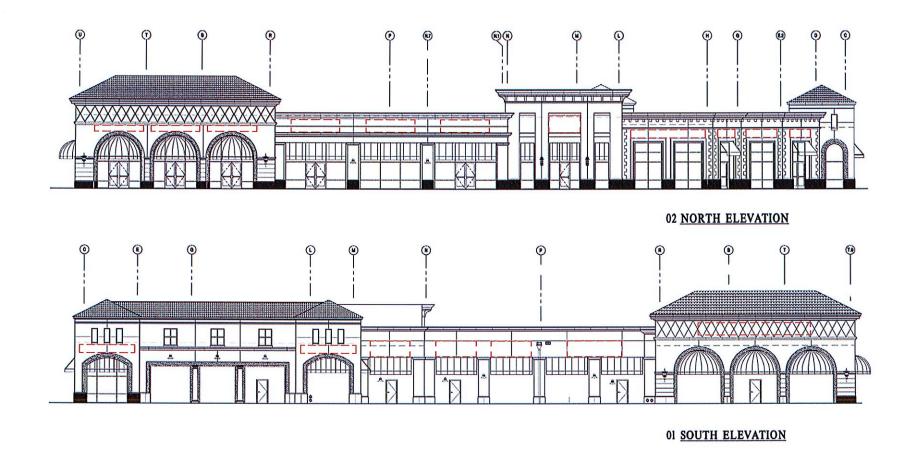
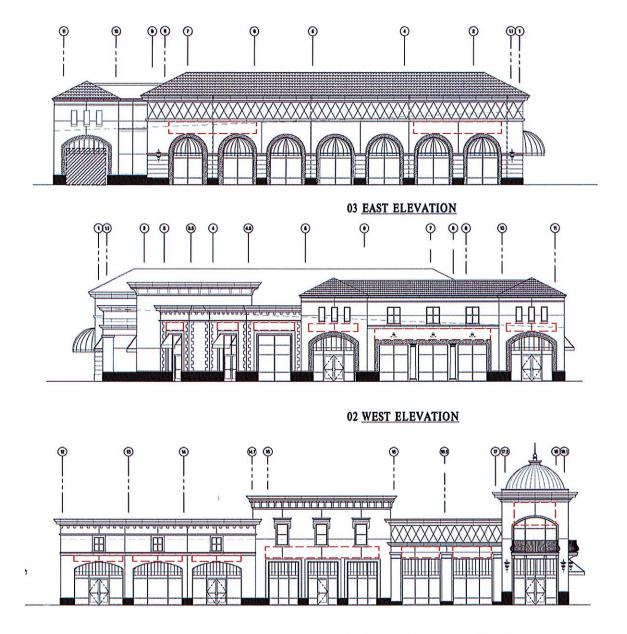
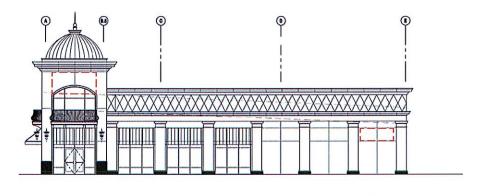


Exhibit 2 - Signable Area Elevations Building F-1

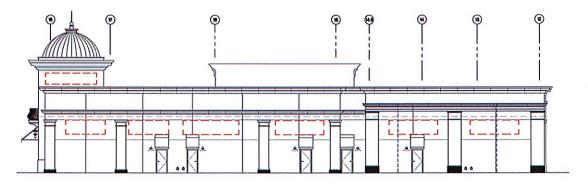


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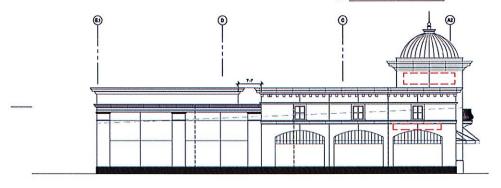
Exhibit 2 - Signable Area Elevations Building F-1 & Building F-2



03 SOUTH ELEVATION

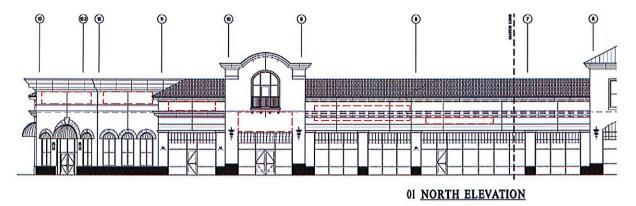


02 EAST ELEVATION

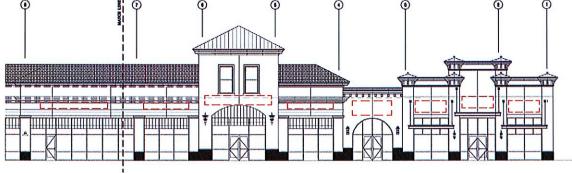


01 NORTH ELEVATION

Exhibit 2 - Signable Area Elevations Building F-2







02 NORTH ELEVATION

Exhibit 2 - Signable Area Elevations Building G

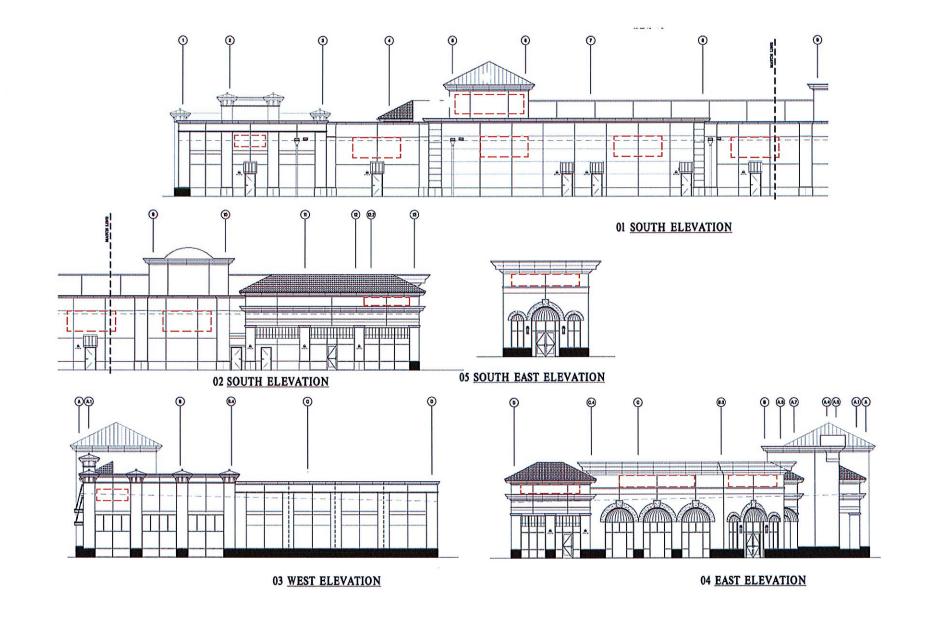
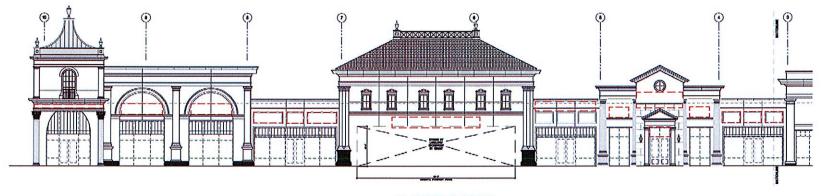
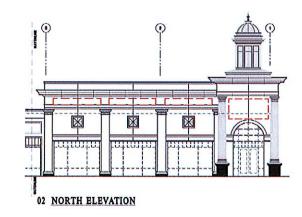


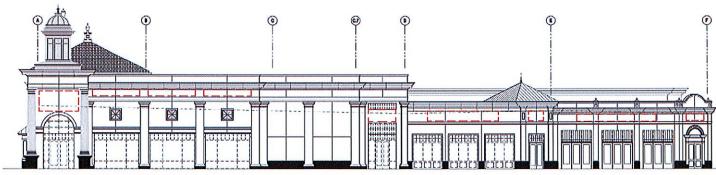
Exhibit 2 - Signable Area Elevations Building G

RED Legacy



03 NORTH ELEVATION





01 WEST ELEVATION

Exhibit 2 - Signable Area Elevations Building H

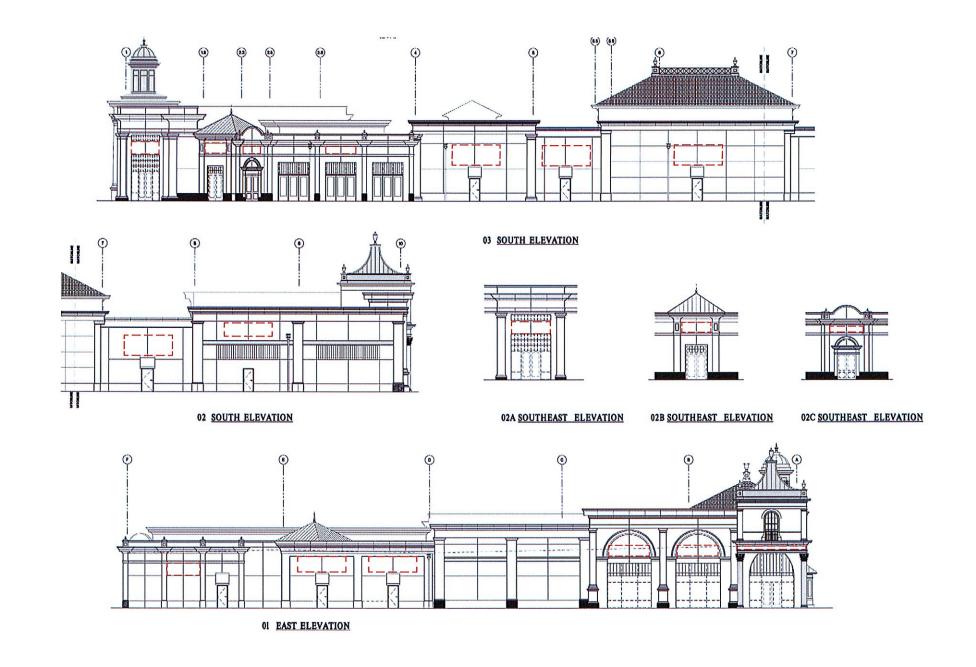
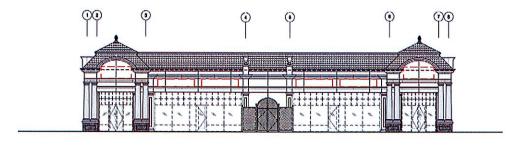
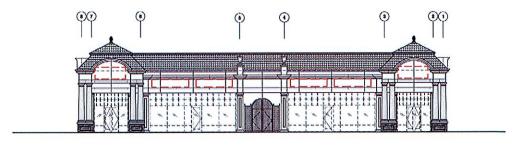
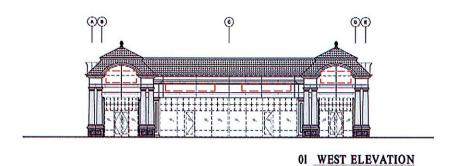


Exhibit 2 - Signable Area Elevations Building H

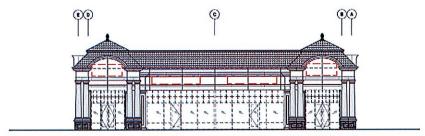




02 SOUTH ELEVATION



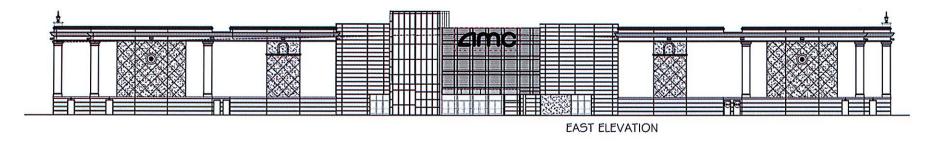
04 NORTH ELEVATION



03 EAST ELEVATION

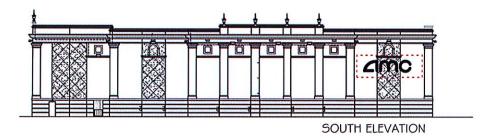
RED Legacy

19



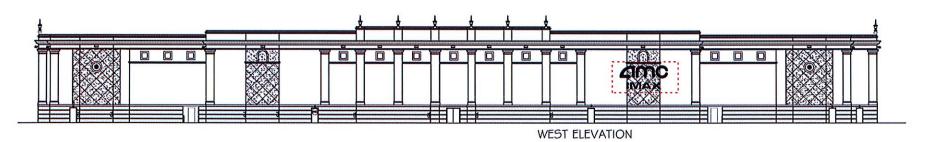


EAST ELEVATION





SOUTH ELEVATION





WEST ELEVATION

Exhibit 2 - Signable Area Elevations AMC Theatre



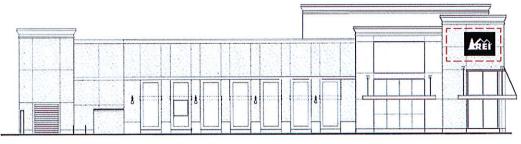


Exhibit 2 - Signable Area Elevations
DSW









NORTH ELEVATION

WEST ELEVATION

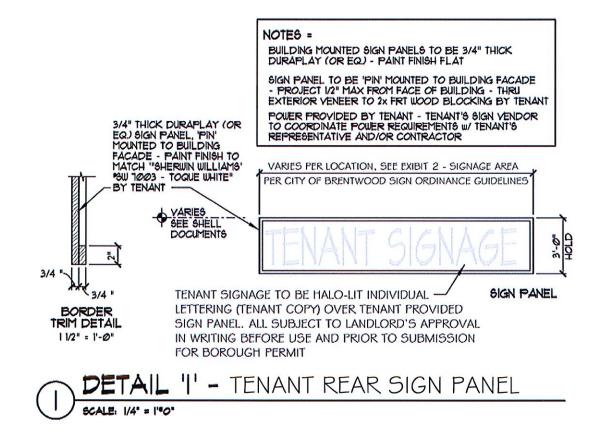
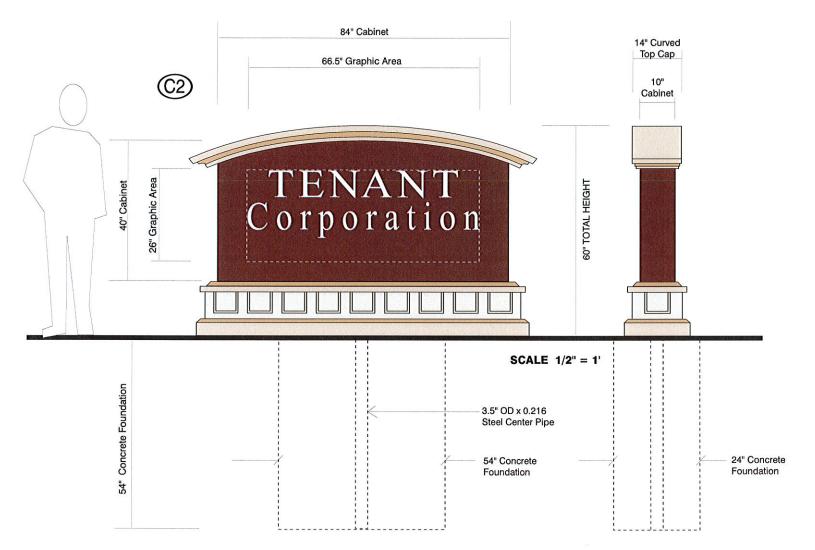


Exhibit 3 - Tenant Rear Sign Panel



DOUBLE FACE TENANT CABINETS -

SIGNS TO REFLECT GENERAL TUSCAN /
MEDITERRANEAN STYLE OF BUILDING ARCHITECTURE

OVERALL ALUMINUM CONSTRUCTION, WITH WELDED SUPPORT FRAMING. ADDITIONAL PVC, ACRYLIC, &/OR ALUMINUM ACCENT PIECES ADDED AS NEEDED.

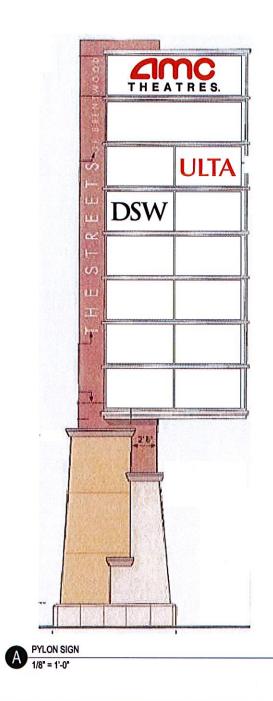
GRAPHICS ARE ROUTED THRU ALUMINUM FACE PANELS & BACKED UP WITH TRANSLUCENT ACRYLIC.

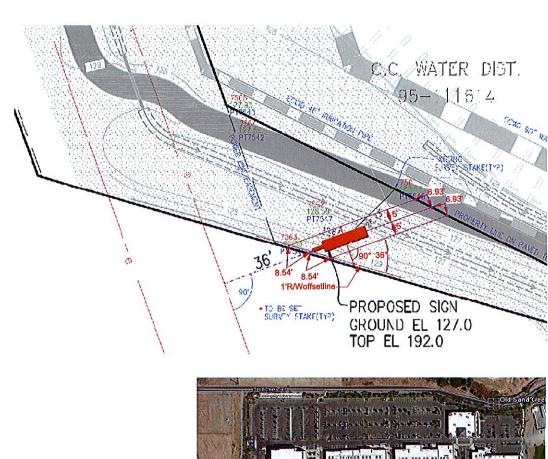
GRAPHICS ARE TO BE CONTAINED WITHIN DOTTED LINE AREA ON CABINET FACE & ARE NOT TO EXCEED 60% OF CABINET.

TENANT GRAPHICS ARE ILLUMINATED WITH FLUORESCENT LAMPS HOUSED INSIDE CABINET OR ALTERNATE EXTERNAL GROUND MOUNTED LIGHTING WITH PIN MOUNTED SOLID LETTERING.

CABINET SECURED TO CENTER SUPPORT PIPE, 3.5"OD x .0216, SET IN SUBGRADE CONCRETE FOUNDATION - 54" x 54" x 24"

COLORS ------ TO COMPLIMENT EXISTING PALETTE.
CABINET - DARK BROWN
GRAPHICS - ILLUMINATED WHITE
TOP CAP & DETAILED BASE - DIFFERENT SHADES OF
COMPLIMENTARY LIGHT TO MEDIUM BROWNS &
SANDSTONE.







Pylon Location

Exhibit 4a - Pylon Sign

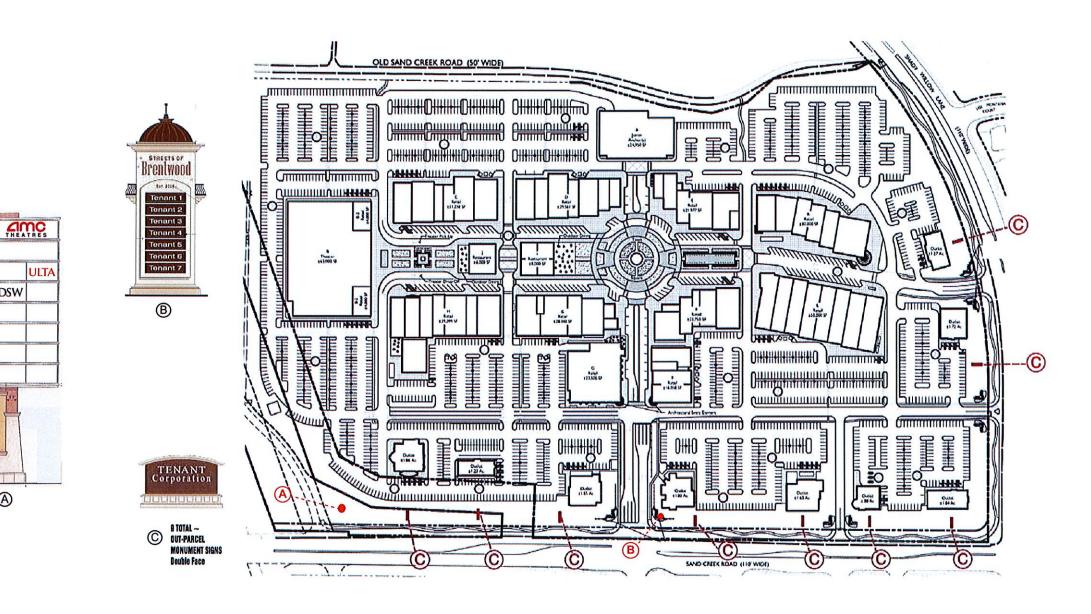
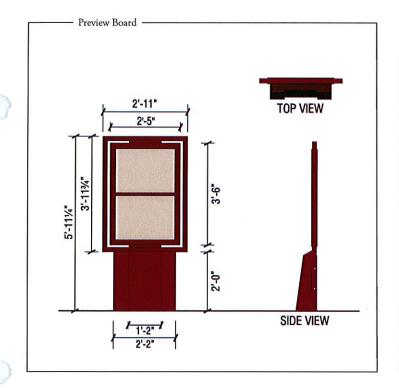
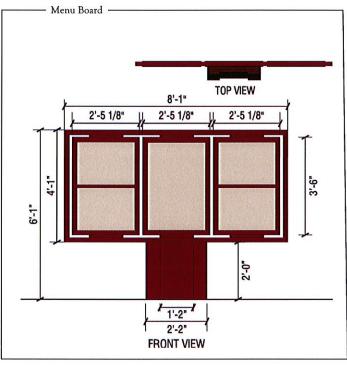


Exhibit 6 - Pylon & Monument Sign Plan

DSW

(A)





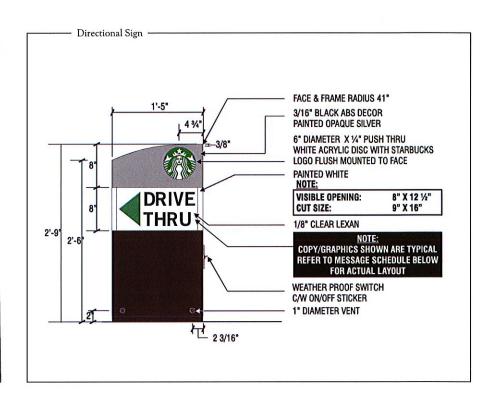


Exhibit 7 - Preview, Menu, and Directional Signage



7'-4"+- (reface)
Sign B

52"

7'-4"+- (reface)

Sign C

DSW

ALL SIGNS:

3/4" deep painted white aluminum "shoe-box" bkgd (r/o for copy) panels

1/2" clear acrylic "push-thru" copy a) red #33 & perforated black vinyl b) poppy red #143 vinyl c) perforated black vinyl

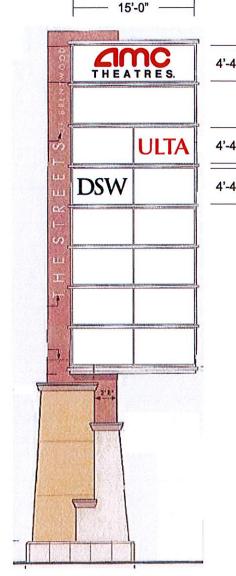
Signs A,B,C: (reface) mfg & install three (3) d/f tenants signs Scale 3/8"=1'-0"

two (2) each tenant panels reg'd



End View (all typ.)

ITEM	DESCRIPTION	VENDOR	SPECIFICATION
ID name Cabinet	Aluminum	Kelly Moore/textcoat	KM 605-M Sothbby
The Streets of Brentwood" copy	Rout out	Acrylic	White #015-2
Horizontals	Aluminum sq. tube	Matthews	Silver Metallic #281-342 satir
Tenant Cabinet and Base Caps	Metal	Kelly Moore/texcoat	14 Frost
Base Structure A	Metal	Kelly Moore/texcoat	14 Frost
Base Structure B	Metal	Kelly Moore/texcoat	KM 545-M Golden Rule with painted reveals KM 546-D Gold Reward
Base	Precast stone	Kelly Moore/texcoat	4" thick, color to match bldg



Existing D/F Pylon Sign nts

SIGN SYSTEMS

5201 Pentecost Drive Modesto, Celif. 95356 1-800-481-SIGN FAX (209) 543-1326 JOB #: 000 CLIENT: STREETS OF BRENTWOOD CONTACT: DATE: 11-3-14 PROJECT LOCATION: SALESPERSON: BRIAN CAMPBELL
DRAWN BY: BAM
PAGE 1 OF 1

CLIENT APPROVAL

LANDLORD APPROVAL

DATE

REVISIONS: SCALE: NOTED 277 Volt 277 Volt 00ther STREETS OF BRENTWOOD tenants 400 the MUST be checked MUST be checked

prior to any mfg.

SPECIFICATIONS

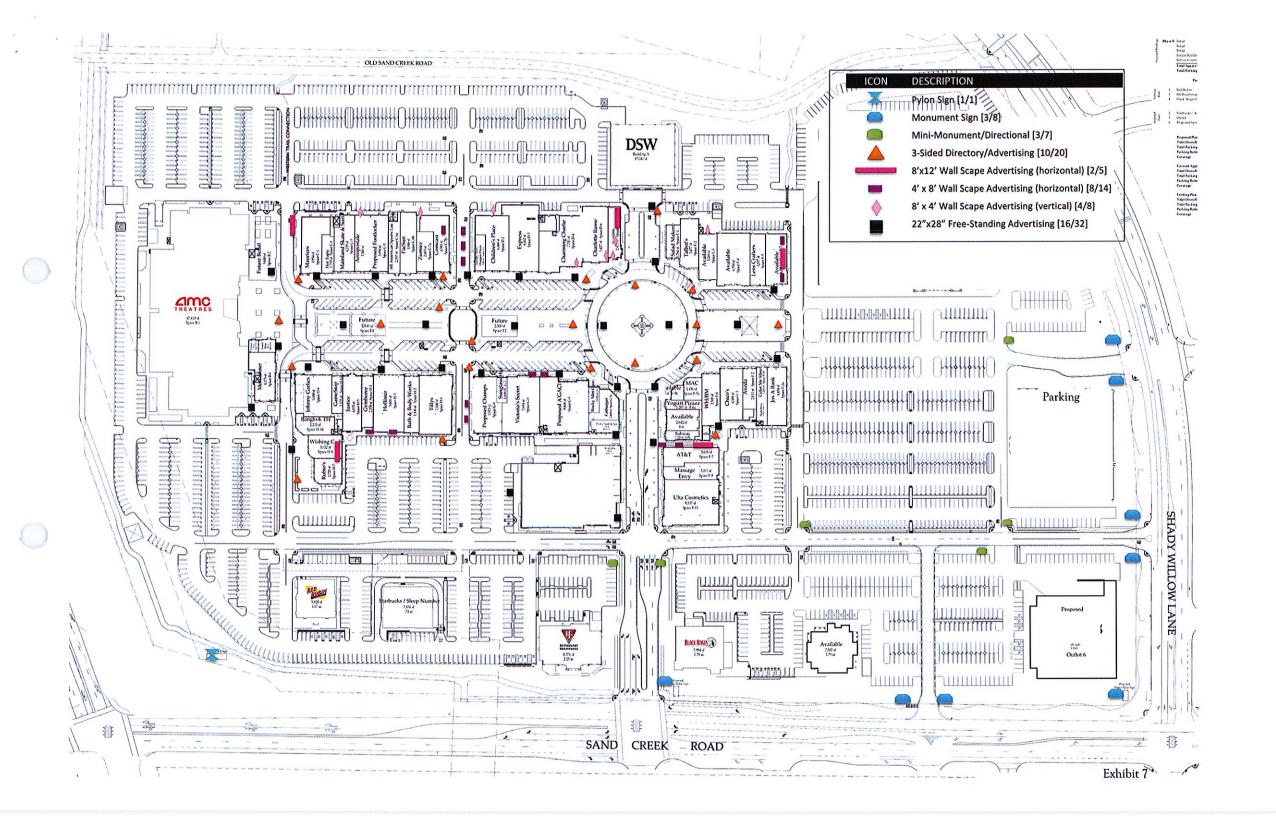
See Drawing for Specifications

This Design Lapout is specific to 130 with destrictal power for approved Burnheisted signages, Any other wideage at job after their requires additional install Virgs will be an extra dauge (Copyright 2000 USUs Virted Spr. Systems This antendividesjon is aside property of USU Virted Spr. Systems and cancel be reproduced without written permission of intends of property.

C.S.C.L. # 718965

DESIGN MANUFACTURING INSTALLATION MAINTENANCE

BRENTWOOD, CA





Sign A: S/F Illuminated Monument Sign Scale 3/8"=1'-0"



APPROVED

new proposed monument signs to match color

USSUNITED SIGN SYSTEMS

C.S.C.L. # 718965

5201 Pentecost Drive Modesto, Calif. 95356 1-800-481-SIGN

FAX (209) 543-1326

CLIENT: THE STREETS OF BRENTWOOD CONTACT: **DATE: 10-2-14** PROJECT LOCATION: BRENTWOOD, CA

JOB #: 000

SALESPERSON: BRIAN CAMPBELL DRAWN BY: BAM PAGE 1 OF 3

JOB INFO

CLIENT APPROVAL LANDLORD APPROVAL DATE

FILE SCALE: NOTED REVISIONS: 00-00-00 **FILE NAME:** STREETS OF BRENTWOOD

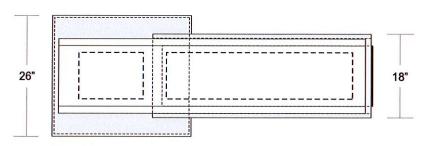
ELECT. 120 Volt ____ 277 Volt Other one box above

MUST be checked

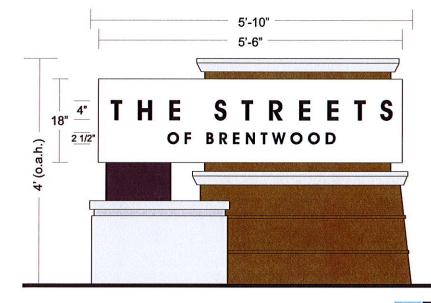
prior to any mfg.

SPECIFICATIONS See Drawing for Specifications This Design Layout is specific to 120 wolt electrical power for approved illuminated signage. Any other valtage at job site that requires additional install trips will be an extra charge Copyright 2000 USS United Sign Systems This antworklesign is sole peoperty of USS United Sign Systems and cannot be reproduced without written permission of Johnson Sign System

DESIGN MANUFACTURING INSTALLATION MAINTENANCE



Plan View



Sign B: D/F Illuminated Monument Sign

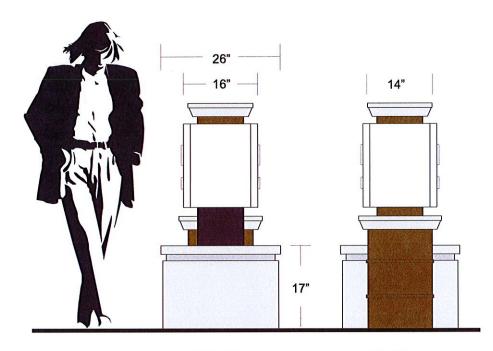
Scale 3/4"=1'-0"

all structure: aluminum construction paint t.b.d. (fine texture)

i.d. panel: aluminum "shoe-box" paint white

i.d. copy: typ. "push-thru" acrylic copy (day-night vinyl)

stone base: aluminum sub-structure w/ stone to match existing



End View

End View

SPECIFICATIONS



photo of existing pylon sign @ site: new proposed monument signs to match color

USSUNITED SIGN SYSTEMS

C.S.C.L. # 718965

DESIGN MANUFACTURING INSTALLATION MAINTENANCE

5201 Pentecost Drive Modesto, Calif. 95356 1-800-481-SIGN FAX (209) 543-1326

JOB #: 000 **CLIENT: THE STREETS OF BRENTWOOD** CONTACT: **DATE: 10-2-14** PROJECT LOCATION: BRENTWOOD, CA

SALESPERSON: BRIAN CAMPBELL DRAWN BY: BAM PAGE 2 OF 3 CLIENT APPROVAL

JOB INFO

FILE NAME: STREETS DATE OF BRENTWOOD LANDLORD APPROVAL DATE

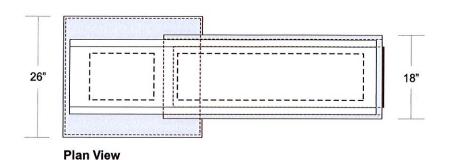
ELECT. 120 Volt ____ See Drawing for Specifications 277 Volt ____ Other

FILE

SCALE: NOTED

REVISIONS: 00-00-00

one box above MUST be checked This Design Layout is specific to 120 volt electrical power for approved illuminated signage, Any other voltage at job site that requires additional install trips will be an extra charge Copyright 2000 USS United Sign Systems and cannot be reproduced without written permission of Johnson Sign Systems prior to any mfg.

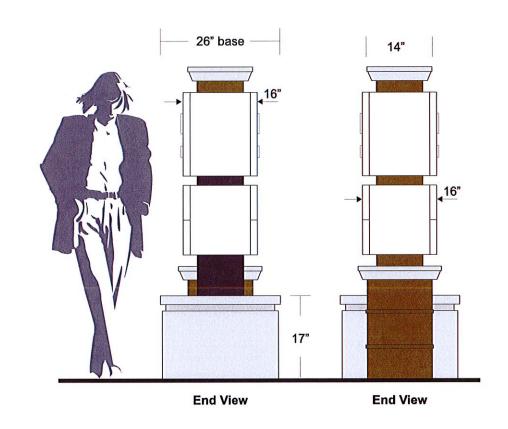






Sign B: D/F Illuminated Monument Sign Scale 3/4"=1'-0"

SIGN "B" OPTION





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DATE

LANDLORD APPROVAL

REVISIONS: 1-30-15 bam NOTED FILE NAME: STREETS OF BRENTWOOD

FILE

ELECT.

120 Volt ____

277 Volt ____

Other

one box above

MUST be checked

prior to any mfg.

SPECIFICATIONS

See Drawing for Specifications

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