

Master Sign Program Revision A

Amendment II


5/31/2022

TRI-CITY PLAZA

Lone Tree Way and Fairview Avenue
Brentwood, California 94513

APPROVED PLAN
PERMIT NO. AMD 22-002/ CUP 06-27 A2
RESOLUTION NO. 22-014
ACTION: APPROVED DENIED
DATE June 21, 2022

Approvals:

Originator:  Date: 5/31/2022

Owner(s)/ Management:  Date: 5-24-22

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Section 1 - Principals

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Section 2 - Introduction

2.1 Preface

The Master Sign Program applies to site and tenant signs. The purpose of this document is to establish guidelines, criteria and regulation for the Sign design of Tri-City Plaza.

Any signs not specifically covered in this Master Sign program shall adhere to the City of Brentwood Design Guidelines and the City of Brentwood Sign ordinance code Section Title 17 Zoning, Chapter 17.640 Signs.

The Owner(s) may implement any or all sign types outlined in this Master Sign Program, subject to approval from the City of Brentwood.

2.2 Design Philosophy

The Tri-City Plaza Master Sign Program has been created to reinforce the City of Brentwood's unique community identity and sense of place. The architecture of the monument signs are to be compatible with the architecture of the buildings, whenever possible the use of materials and details of the primary structures will be implemented.

2.3 Purpose and Intent

The sign design provides pleasing visual and clear identification of the site and tenant location and purpose. Property designed and placed signs will enliven the visual environment and encourage vital business activity.

2.4 Owner(s) / Tenant Requirements

- A. All site signs shall be provided by the Owner(s) at their expense and conform to the Master Sign Program.
- B. All tenant signs shall be provided by the tenant at their expense and conform to the Master Sign Program.
- C. All signs are subject to Owner(s) written approval. The Owner(s) reserve the right to remove any and all signs that have been installed without prior written approval. Tenant will be liable for all costs involved in the removal storage and/or discarding of any such signs. This includes, but is not limited to, hiring a contractor, repairing and repainting the building facade and storage or disposal of any and all signs.
- D. Tenants must obtain all city permits applicable to their specific signs prior to sign installation. Tenants are responsible for all city permit costs when applicable.
- E. Tenant its employees and contractors are responsible and liable for any site of building damage incurred from sign installation and/or removal.

Section 2 - Introduction

2.4 Owner(s) / Tenant Requirements (continued)

- F. Tenants are responsible for all costs in the maintaining and upkeep of their sign. Any inoperable sign must be repaired within an acceptable time frame of 2 weeks. The Owner(s) reserve the right to extend the time frame on a per case basis.
- G. Upon termination of the lease the tenant shall at their expense hire a licensed contractor and remove their signs, secure electrical junction(s), repair the surface of the facade eliminating holes and paint the facade to match the surrounding area, This will be completed within fifteen (15) days of termination of lease.
- H. Any modification to the listed Owner(s) Tenant Requirements must first be secured in writing from from the Owner(s).

2.5 Enforcement

- A. Owner(s) will be responsible for Master Sign Program compliance. The City of Brentwood will be responsible for code compliance. In the event of any dispute over regulation between the two the more stringent shall rule.
- B. Tenant will be responsible for all costs involved in removing their signs that are not compliant with the Master Sign Program or the City of Brentwood code.

Section 3 - General Design Criteria

3.1 Design Objectives

- A. Similar to the Design Guidelines the intent is to extend the City of Brentwood's unique community and sense of place. The signs will create an attractive street edge and provide a clear visual identity of Tri-City Plaza.
- B. The identity signs are to consist of "Trade Name" only, bylines merchandise or service descriptions are not allowed, unless directly tied to "Trade Name".
- C. Any special conditions or deviations from these objectives, keeping within the City of Brentwood Sign Guidelines, must be given to the Owner(s) as a request in writing, The Owner(s) must approve the request in writing before any sign may be installed. All the signs must conform to the maximum square feet allowable within the Master Sign Program.

3.2 Lighting

Lighting for signs must be internally controlled, Signs must be wired to tenant electrical panel and must be on a timer. Signs may be illuminated during general operating hours after dark, but must be turned off by midnight. The illumination for the monument signs must be concealed, no light leaks will be permitted. All conductors, transformers, ballasts, power supplies, and other lighting equipment shall be concealed. No sign lamps shall be exposed, all fixtures are subject to approval from the Owner(s) and the City of Brentwood.

If signs are lit, they must incorporate one or more forms of illumination:

- Reverse pan channel neon or LED with opaque or translucent faces.
- Internally illuminated, individual pan channel letters, utilizing weather resistant metals.
- Internally illuminated, individual pan channel metal/pvc letters with translucent faces.
- Trim & return color is to be subject to approval from Owner(s).
- Internally illuminated sign forms utilizing seamless opaque faces with backed up or push through translucent letterforms (routed/laser cut letters).

3.3 Colors

Tenant sign color schemes must provide sufficient daytime readability contrast between field color of the building and text type. All sign colors are to be included as part of any tenant sign request to the Owner(s) for review and approval.

3.4 Materials

All sign materials are to be included as part of any tenant sign application to the Owner(s) for review and approval. Allowable types include:

- Metal/PVC Pan Channel letters with translucent faces and plastic trim caps.
- Translucent and opaque vinyl on Lexan and/or acrylic.
- Weather resistant metals/PVC/HDU of high quality, seamless edges.

Section 3 - General Design Criteria (cont.)

3.5 Sign Placement

Identity signs shall be centered within architectural feature on which they are placed and above the primary storefront entrances. Unless otherwise indicated or allowed.

3.6 Allowable Sign Types

The following sign types have been defined for use at the Tri-City Plaza project. See section 4.0 page 10 sign hierarchy for allowable sign area and refer to illustrations 4.1 thru 4.12 pages 11 thru 22 for details.

Primary suite signage's area will be limited to 1 square foot for each linear foot of the suite's frontage.

Type 1 All Inclusive Tenant Monument Sign. At the corner of Lone Tree Way & Fairview Sign cabinet and materials are to compliment building design and architecture. This sign will list tenant names. It will be a three (3) sided sign and face traffic in all directions. Tenant names will be cut-out of the alumium faces, with pushed through clear acrylic letters, with black faces. The monument will be internally illuminated by high-output LED tubes. Tenant names must be in Arial Bold, letters not to exceed 3¼" tall. See section 4.1 page 11 for location and drawing 4.2 on page 12 for details.

Type 2 Monument Sign, Type 2 signs are monument signs positioned at driveways into the Plaza. These signs come in two types: Standard and Gas Pricing. Standard Type 2 signs identify select tenants at key entry points, and Gas Pricing signs advertise gas pricing. Cabinet color and materials for both types of Type 2 signs will tie into the building architecture. Each of these versions have large and small sign options, detailed in section 4.3 on page 13.

Standard Type 2 signs are to be internally illuminated with high-output LED tubes. Letters to be pushed through red acrylic, in a font approved by Owner(s). Letters not to exceed 9½" tall.

Gas Pricing Type 2 signs will use digital displays, and use LED tubing to illuminate logo boxes on their faces. See section 4.1 on page 11 for permitted locations, and drawing 4.3 on page 13 for details.

Unless specifically allowed by the Owner(s) and the City Planning Department, the smaller versions of each type of Type 2 Sign is to be used for any future construction.

Type 3 Single Tenant - Gas Station Canopy, Translucent Faces - At the corner of Lone Tree Way & Fairview Gas canopy -Tenant is allowed one (1) Internally illuminated corporate logo on the north side facing Lone Tree Way, not to exceed 3'-0" and one (1) internally illuminated corporate logo on west side facing Fairview Avenue, not to exceed 3'-0" in height. See section 4.1 on page 11 for location and drawings 4.4 on page 14 and drawings 4.7 on page 17 for details.

Section 3 - General Design Criteria (cont.)

Type 4 Primary suite signage- Lighted Channel Letters. Translucent or opaque faces. Tenant is allowed one(1) internally illuminated individual pan channel letter wall sign, per entrance. Cumulative sign area shall not exceed 1 square foot per linear foot of the suite’s frontage. Each letter is not to exceed 24” tall, logo boxes not to exceed 36” tall. Channel letters must be lit with LEDs or Neon Tubes, and have an emergency shut-off switch and photo cell, mounted externally See section 4.1 on page 11 for location and section on 4.5 page 15 for details.

Type 5 Primary suite signage- Non Lighted, Tenant Signage. Formed/solid, metal/acrylic/HDU letters. Tenant is allowed one(1) non illuminated wall sign, per entrance. Cumulative sign area shall not exceed 1 square foot per linear foot of the suite’s frontage. Each letter is not to exceed 24” tall, logos not to exceed 36” tall. Sign Material is to be exterior grade metal/acrylic/HDU, or similar material. See section 4.1 page 11 for location and section 4.6 page 16 for details.

Type 6 Window Graphics. Tenant Secmdary Signs

Temporary- Refer to Chapter 17.640 of the City of Brentwood Municipal Code.

Permanent- Sign content will be limited to business name, business logo, telephone numbers, hours of operation, products, name brands offered by the business and credit cards accepted. The colors shall be selected within the criteria of this Master Sign Program. The size of window signs shall not exceed 25% of a single window.

Building Address & Suite Signs-

- A. Owner(s) will provide 12" high building address numbers in the style, color and location required by the City of Brentwood.
- B. Owner(s) will install service door sign plaques, the purpose is to identify the service door for delivery and emergency uses only. Sign shall be 12" x 12" x .050 aluminum affixed to the rear door with a minimum of four (4) self tapping sheet metal screws. Plaque shall be painted to match door color. Letters to be high performance vinyl with a 75% darker contrasting color to the door and be a maximum of 4" high. Sign is to be centered on the door with bottom edge located 4'- 6" from floor.
- C. Owner(s) will install 8" white vinyl letter/numbers on glass doors identifying suites. Suite identification is to be centered on the door and 1" below upper door frame.

Section 3 - General Design Criteria (cont.)

Type 8 Menus. Total of two (2) menu boards, one located on the sun visor under the AutoSpa canopy and the other mounted on the exterior wall of Auto Spa building. Menus are made of PVC with Vinyl overlay for copy. See Section 4.12 page 22.

3.7 Prohibited Sign Types

- A. Changeable letter signs such as Wagner Zip letters.
- B. Roof mounted signs and signs projecting above a roof line, parapet wall or overhang.
- C. Signs with exposed raceways, conduit junction boxes, transformer lamps, tubing electrical connectors, wires or neon components of any type.
- D. Signs mounted onto raceways.
- E. Pole signs and other signs with exposed structural supports not intended as part of the design element except for code required signs.
- F. Pennants, tassels, or flags hanging directly from buildings.
- G. Business vehicles, with signs permanently or temporarily affixed to them left for time exceeding the City of Brentwood code.
- H. Illuminated sign boxes or cabinet signs, unless for use in company logo.
- I. Illuminated backlit canopies.
- J. Signs placed on exterior building wall, on window, on awning, on fence, on benches, on posts, on trash receptacles, on utility poles, on utility boxes, on storage sheds, on bus benches/shelters, on satellite dish antennas, on power supply lines or any structures.
- K. Signs attached, painted or otherwise affixed to trees, rocks, shrubs or any part of the landscape.
- L. Balloons and inflatable promotional signs or characters such as but not limited to King Kong, Godzilla and Super Chicken.
- M. Signs which emit sound, odor, visible matter or which bear or contain statements, words, or pictures of an offensive or obscene nature.
- N. Fluorescent or reflective sign colors including reflective mirror and hologram type material.
- O. A-Frame sandwich boards, signs that move with the wind and other small portable signs that are designed to be moved from place to place.
- P. Rotating, animated, flashing electrical or mechanical signs.
- Q. Any other signs prohibited by Chapter 17.640 of the Brentwood Municipal Code.

Sign Type

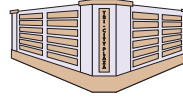
Form

Size

Materials

Type 1 Sign

Master Tenant Sign



72" x 120"
(Tripple Sided)

Aluminum Steel, Lexan,
Vinyl, LED Tubes

Type 2 Sign

Monument Signs



Standard
72" x 84" (small) or 72" x 96" (large)
Gas Pricing
72"x66.5" (small) or 72"x113" (large)

Aluminum Steel, Lexan,
Vinyl, LED Tubes

Type 3 Sign

Internally illuminated gas station logos



36" Diameter
Circles

Acrylic, Vinyl, LEDs

Type 4 Sign

Internally illuminated tenant signs
(Translucent or Opaque Faces)



Max 24" letters, 36" logos
1 sq. ft. per linear ft.
of suite frontage

Aluminum, Vinyl, LEDs

Type 5 Sign

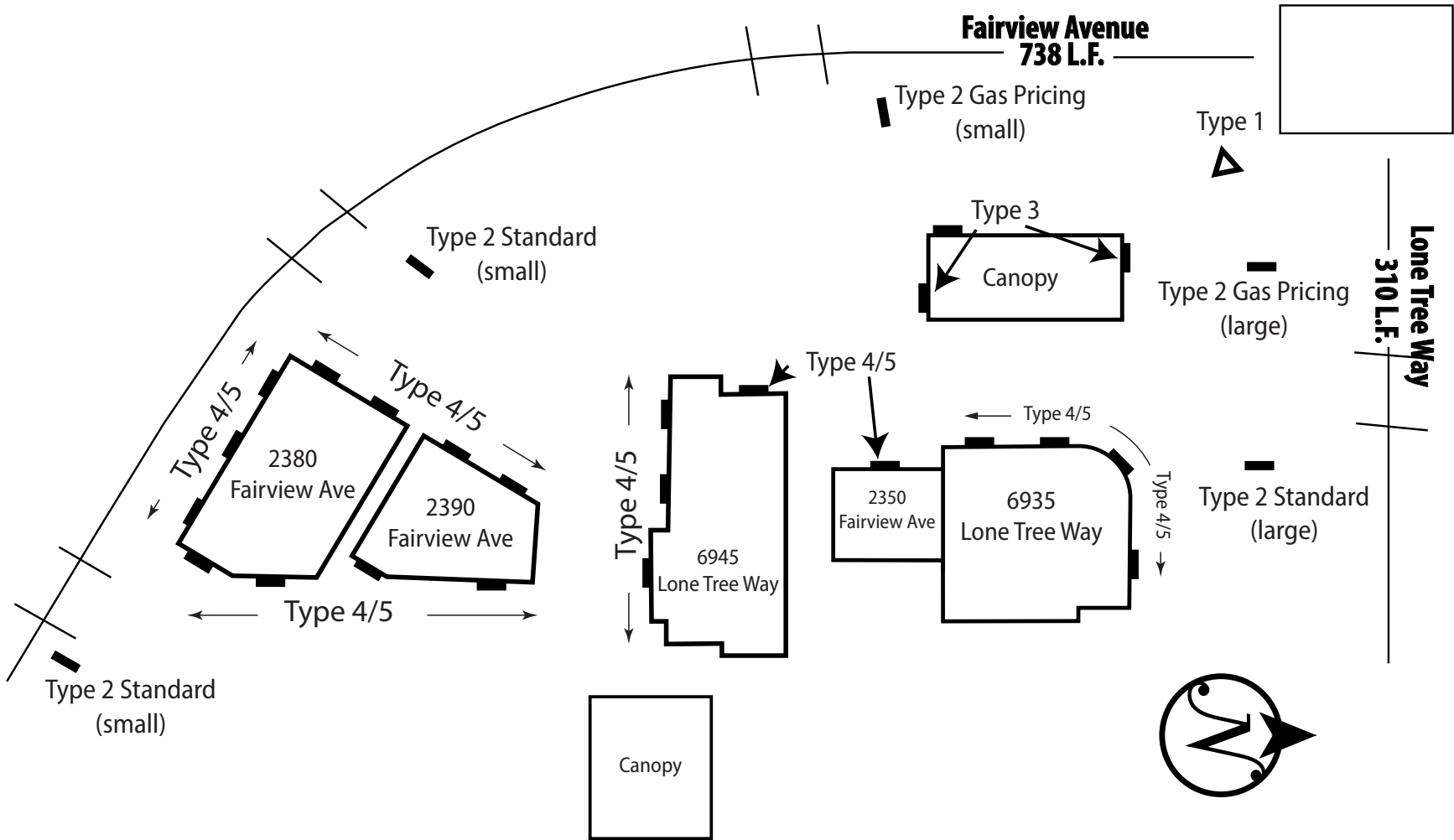
Non-lighted tenant signs



Max 24" letters, 36" logos
1 sq. ft. per linear ft.
of suite frontage

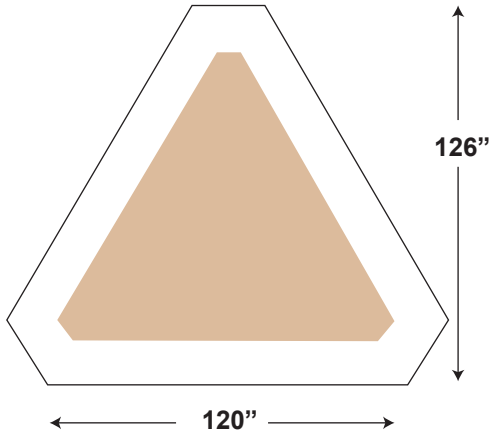
Aluminum, Acrylic, Steel,
Brass, HDU, ECT.

- Type 1 Sign - Three Sided Multi-Tenant Directory Monument
- Type 2 Sign - Monument Sign
- Type 3 Sign - Tenant Corporate Logo
- Type 4 Sign - Primary Suite Channel Letters (Lighted)
- Type 5 Sign - Primary Suite Channel Letters (Non-Lighted)

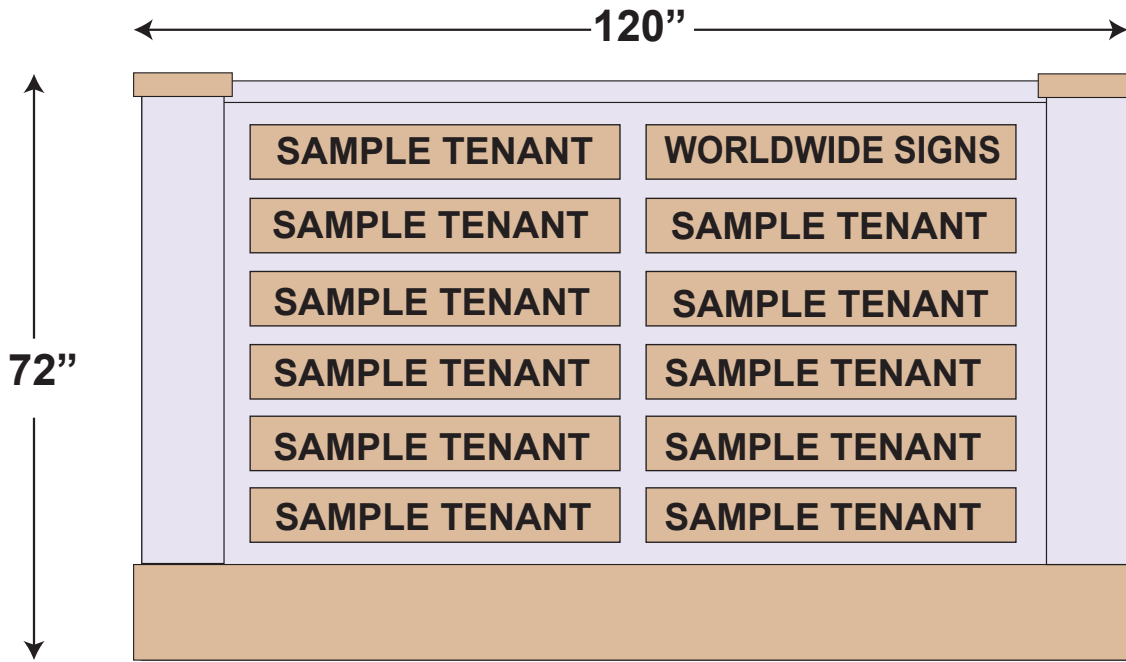
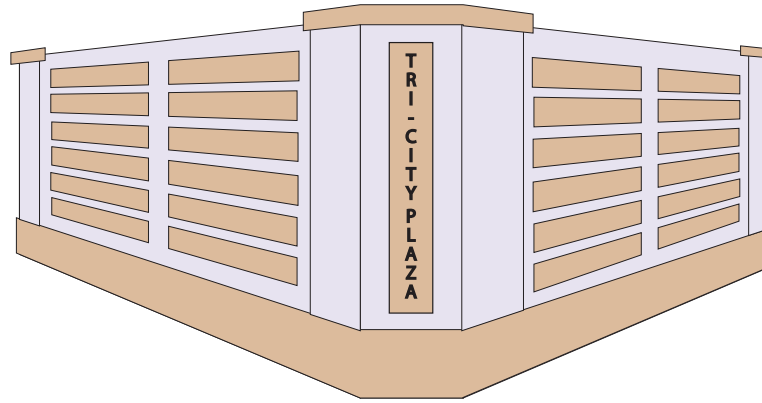


Section 4.1 - Site Plan

Top View



Side View



Front View

Section 4.3 - Type 2 Sign
Tenant Monument Sign

Standard Type 2 (small)

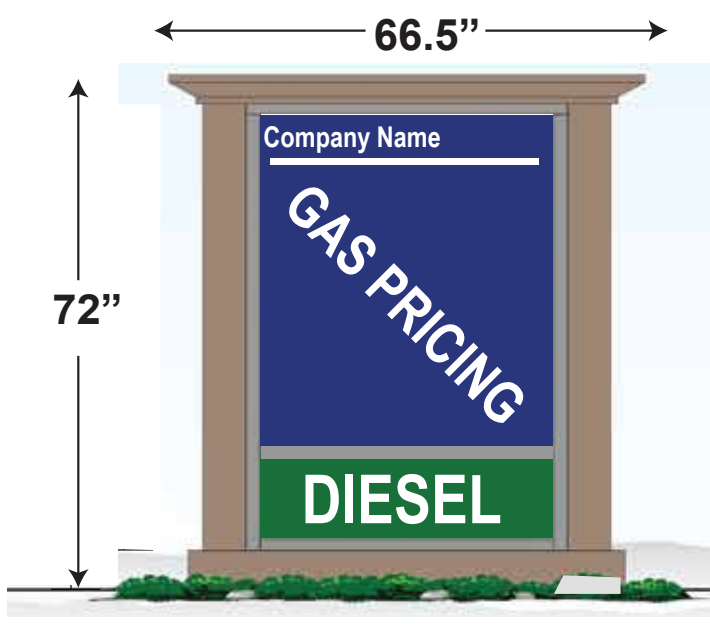


Scale: 1/2" = 1'

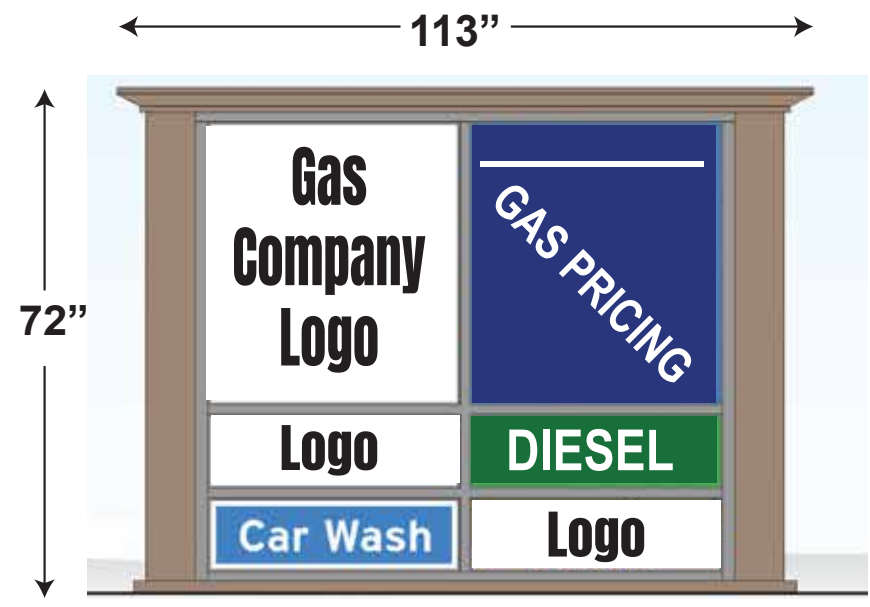
Standard Type 2 (large)



Gas Pricing Type 2 (small)

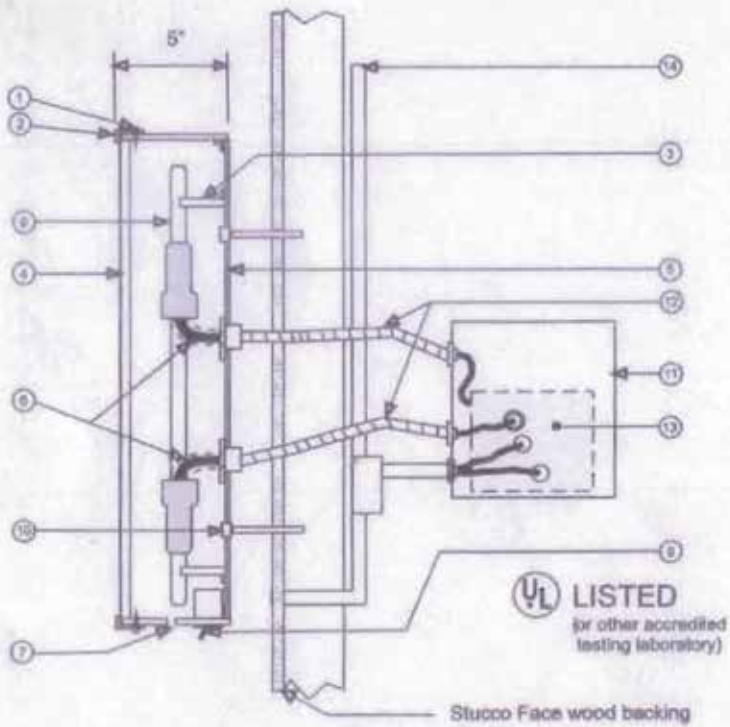


Gas Pricing Type 2 (large)





Dusk to dark rendition (inside detail below).



- 1 CUSTOM FABRICATED ALUMINUM CHANNEL, FULLY STAYED BEAMS & SOLID ALUMINUM BACK, 1/4" WEEP HOLES AT BOTTOMS OF LETTERS, 2 PER LETTER
- 2 3/4" TRIMCAP RETAINER WITH #6 1/4" ALUMINUM SCREWS
- 3 NEON TUBE SUPPORT
- 4 TRANSLUCENT ACRYLIC LETTER FACE
- 5 ELECTRONICS HIGH VOLTAGE 85 300, U.L. APPROVED CONNECTOR & INSULATING BOOT
- 6 GTO INSULATING SLEEVING
- 7 DRAIN HOLES 1/4" DIA.
- 8 SAFETY DISCONNECT SWITCH, ON EXTERNAL LETTER
- 9 NEON TUBE
- 10 FASTENER TO WALL (2-8 PER LETTER)
 - o 1/4" LAG & SHIELD
 - o 1/4" NYLON RICHOP
 - o 1/4" TOSGLE BOLT
 - o 1/4" LAG SCREW
 - o OTHER
- 11 GALVANIZED, VENTED TRANSFORMER BOX
- 12 LISTED FLEX (METAL SHOWN) AND LISTED GTO CABLE (SECONDARY SIDE ONLY)
- 13 30 amp TRANSFORMER, U.L. LISTED
- 14 PRIMARY ELECTRICAL SOURCE

UL LISTED
(or other accredited testing laboratory)

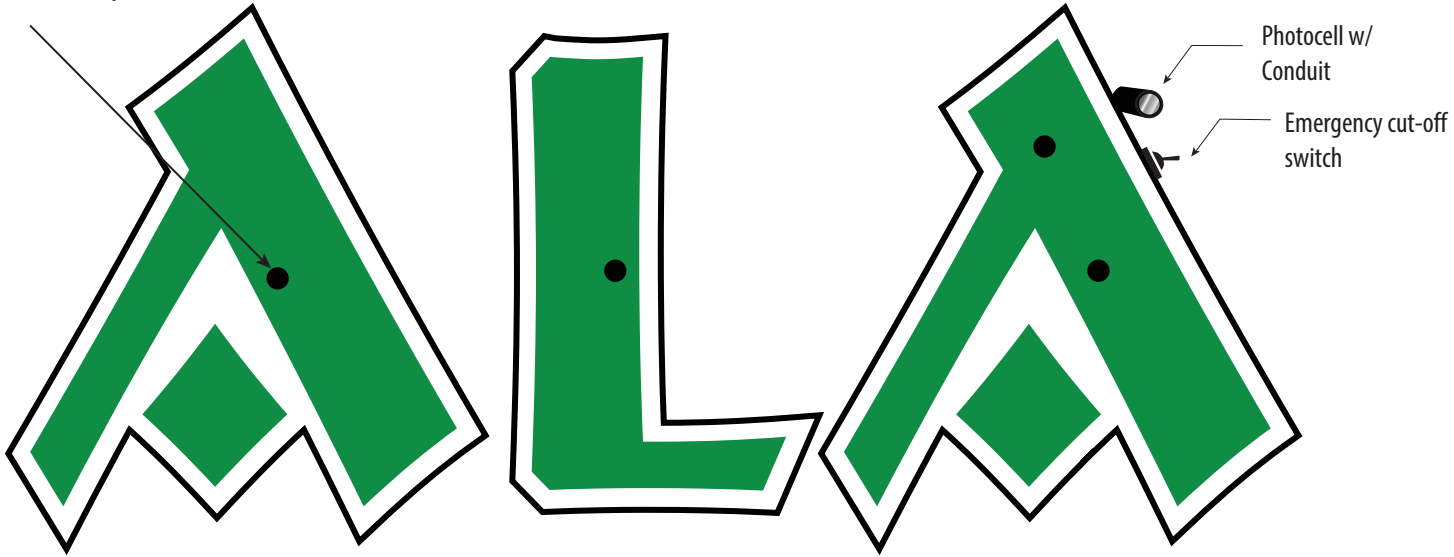
Stucco Face wood backing

4.4

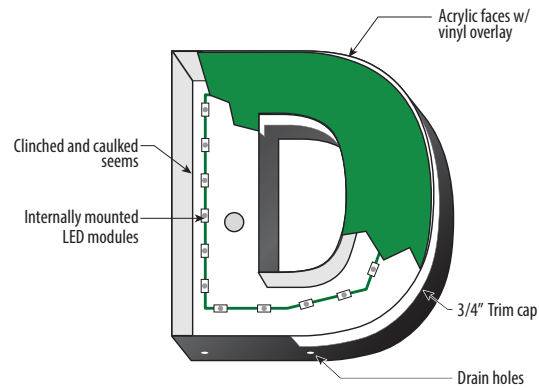
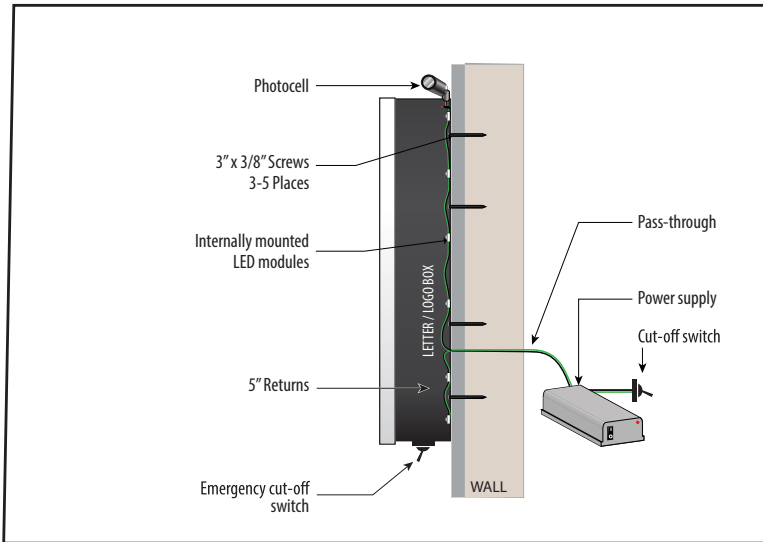
Translucent face corporate logo.

Internally illuminated, halo effect with translucent face.

+/- 12V. D.C. Wire
 1 Penetration per letter (33 total)



LED Front Lit Channel Letter (typical)

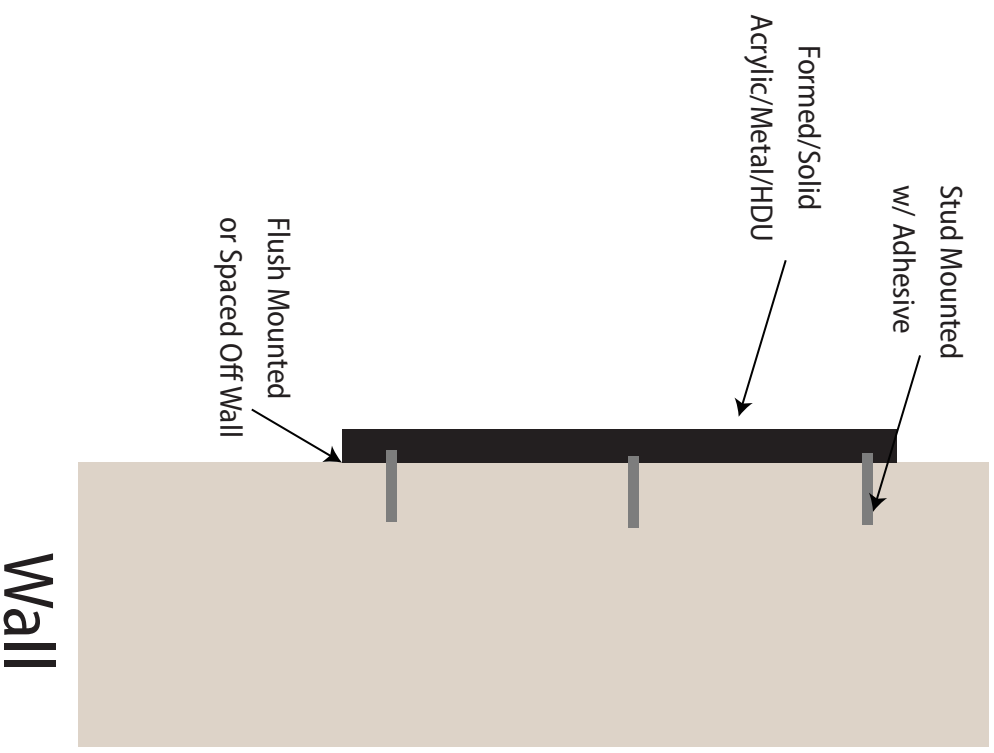


Separate 20 amp sign circuit (600-5NEC)
 provided by C-10 Electrician or a Contractor
 within 6' of the electrical connection to the sign.

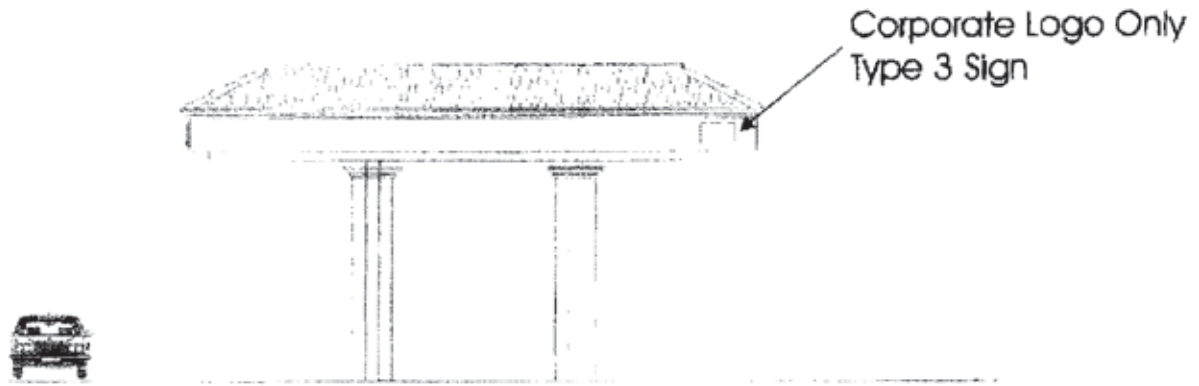


Section 4.6 - Type 5 Sign
Non Lighted Tenant Sign

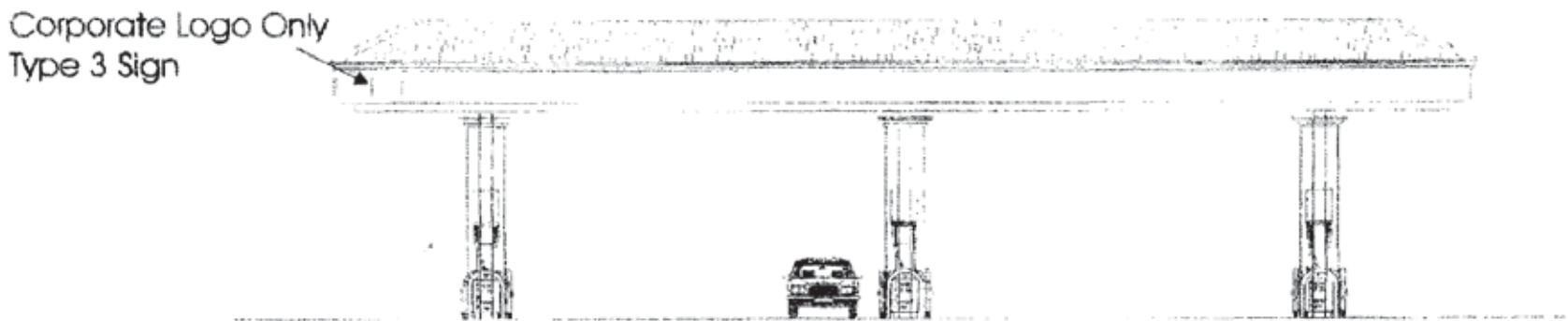
18" Sample Sign 14"



Section 4.7 - Type 3 Sign
Gas Station Canopy Signs



North Elevation - (Lone Tree Way)

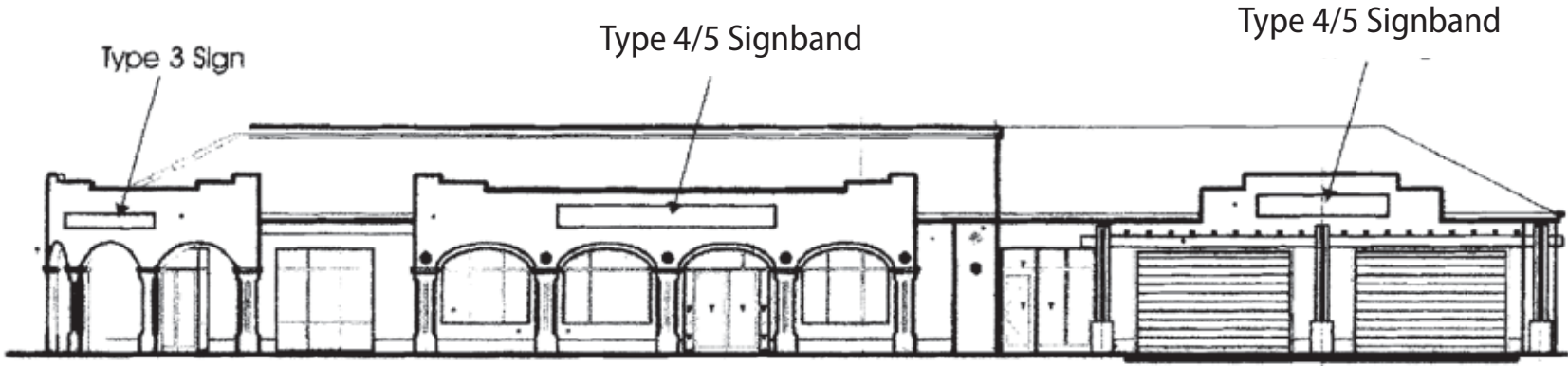


West Elevation - (Fairview Avenue)

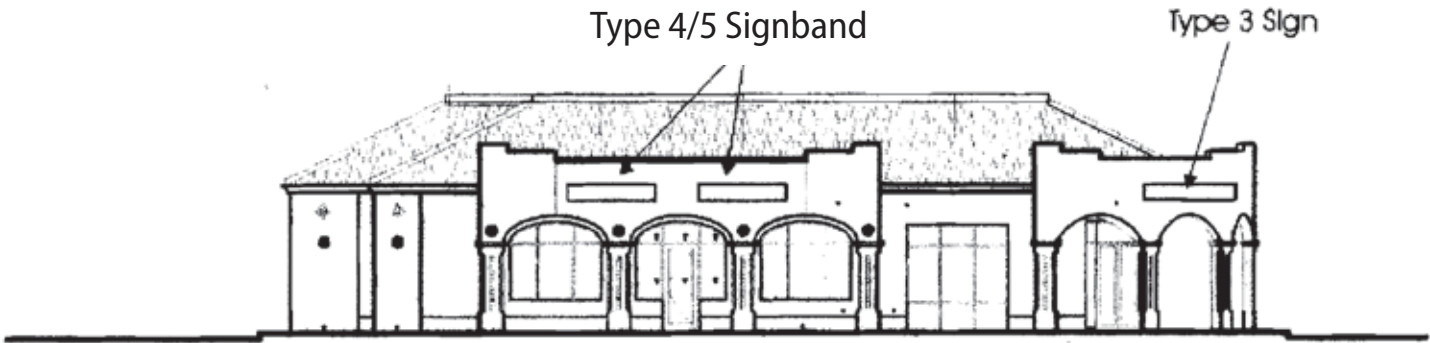
A

GRAPHIC SCALE
543210 5
(IN FEET)
1 INCH = 20 FEET

Section 4.8 - Elevations
2350 Fairview Ave & 6935 Lone Tree Way



West Elevation - (Fairview Avenue)



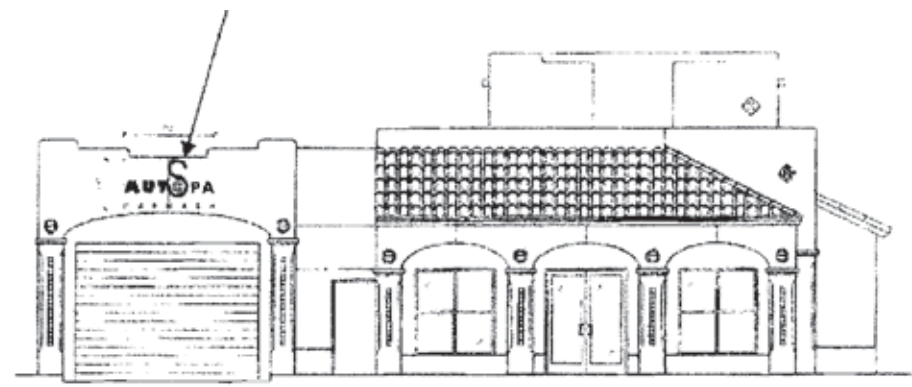
North Elevation - (Lone Tree Way)

B

GRAPHIC SCALE
543210 5
(IN FEET)
1 INCH = 20 FEET

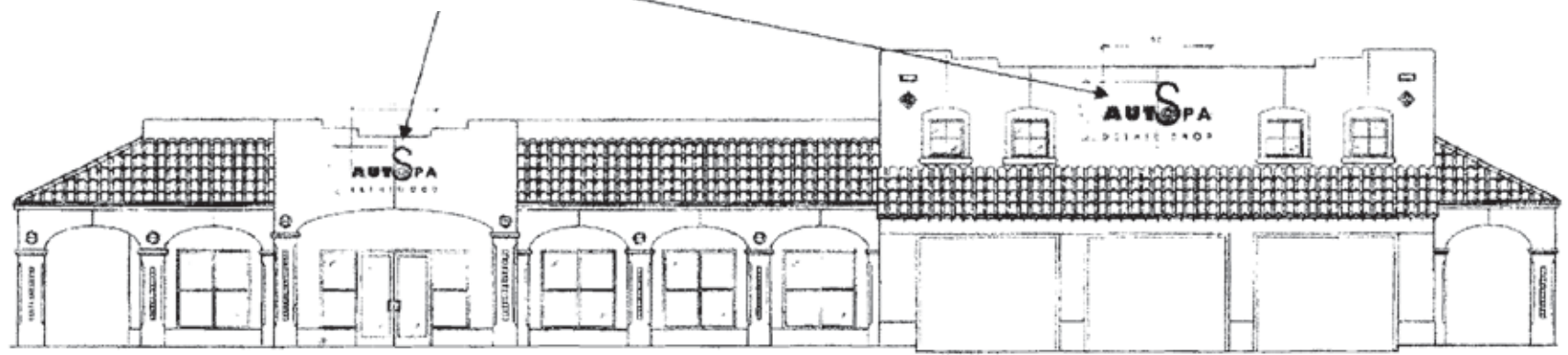
Section 4.9 - Elevations
26945 Lone Tree Way

Type 4/5 Signband



West Elevation - (Fairview Avenue)

Type 4/5 Signband



South Elevation - (Fairview Avenue)

GRAPHIC SCALE

543210 5

(IN FEET)

1 INCH = 20 FEET



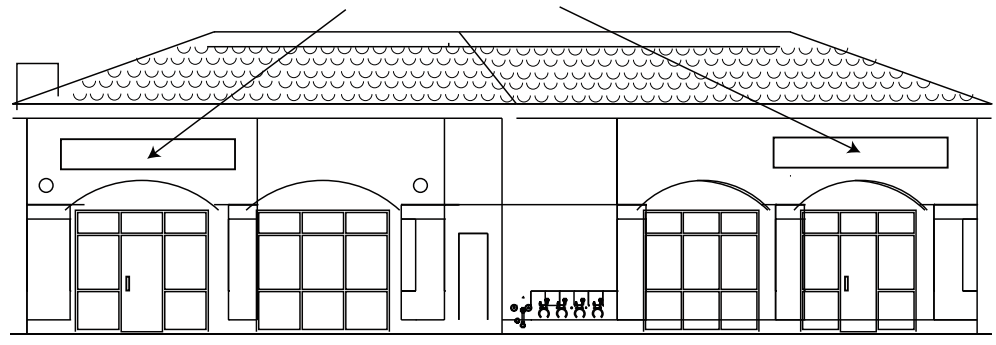
Section 4.10 - Elevations
2380 Fairview Ave

Type 4/5 Signband



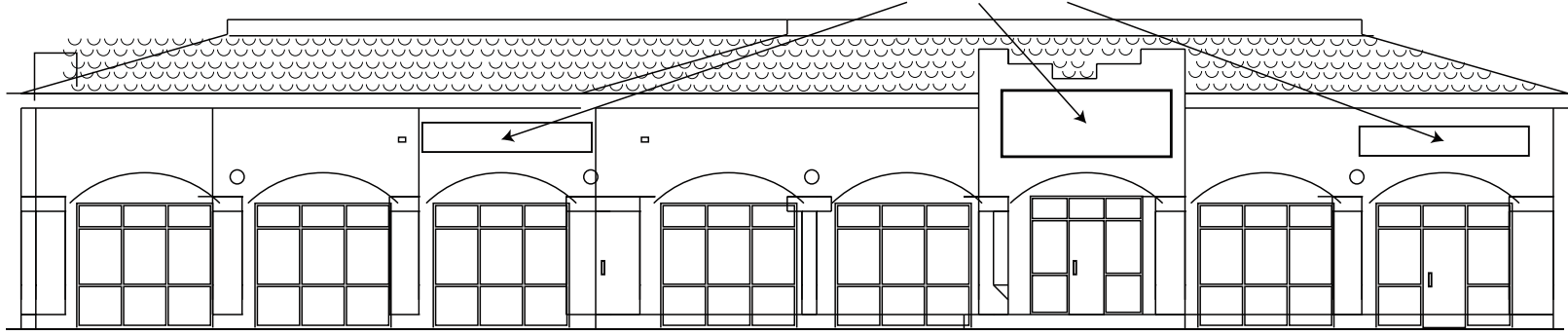
West Elevation (Fairview Ave)

Type 4/5 Signband



East Elevation (Fairview Ave)

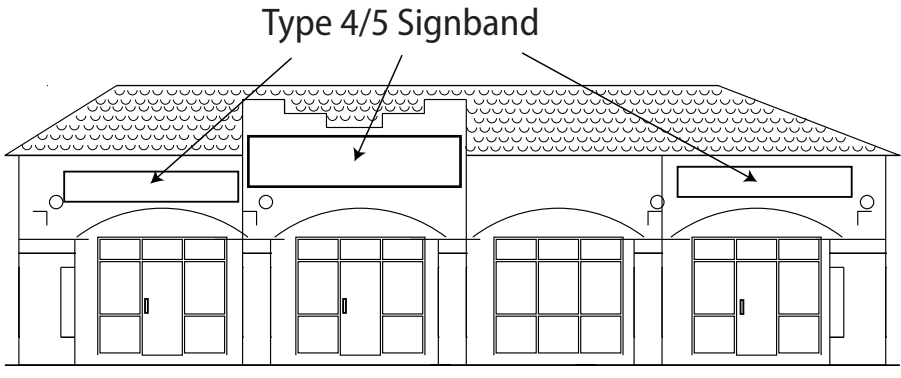
Type 4/5 Signband



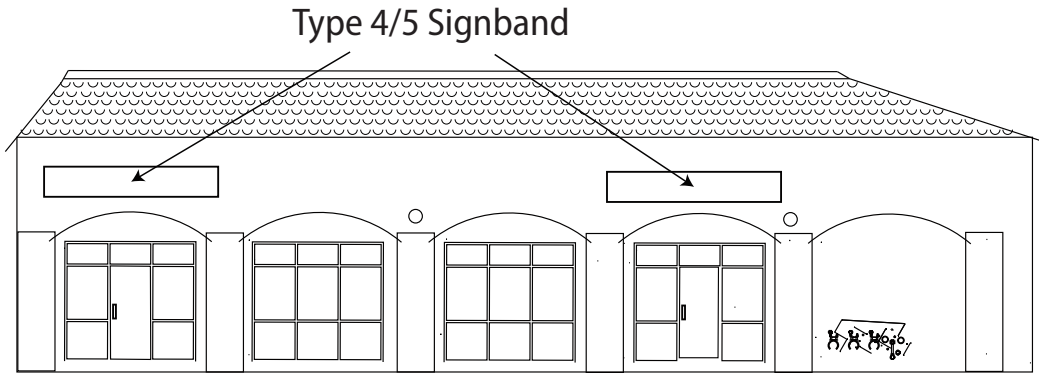
South Elevation (Fairview Ave)

1" = 12'

Section 4.11 - Elevations
2390 Fairview Ave



West Elevation (Fairview Ave)



East Elevation (Fairview Ave)

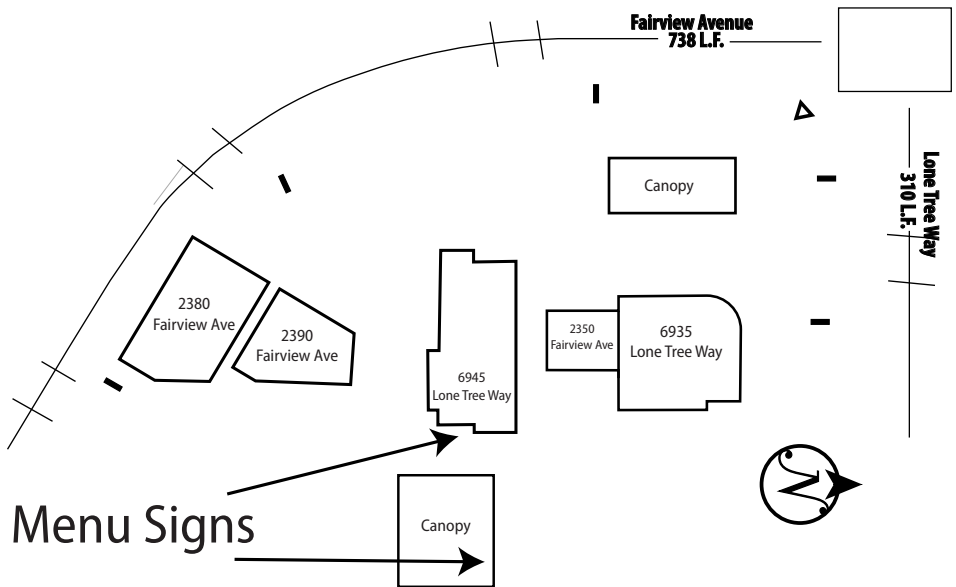
1" = 12'

Section 4.12 - Menus



3' x 5'

4' x 54'



Section 5 - Submitting Requirements

5.1 Requirements

All sign concepts are to be generated by a professional graphic designer and submitted to the Owner(s) for approval prior to sign fabrication.

5.2 Sign Approval

Each tenant is to submit three (3) full color graphics or pdfs of proposed sign(s). These drawings shall indicate sign type, size, location, copy, color, illumination, construction and mounting methods. Plans are to include building elevation, location of proposed sign and site plan.

Each tenant shall include sign contractor name, address, telephone number, e-mail address, contractors license number and insurance documentation.

Upon acceptable documentation submitted by tenant, the Owner(s) will retain one copy for records. Tenant will then be issued a letter of acceptance and then be allowed to apply with the City of Brentwood Building and Planning departments in order to obtain all applicable city permits.

If for any reason the original drawings submitted to the Owner(s) change after the letter of acceptance is issued, tenant must submit final drawings accepted by the City of Brentwood.

5.3 Fabrication

All work is to reflect a high level of style, material selection and workmanship. Any penetrations into the building, where required, must be made water resistant by the sign contractor and finished to blend in with the existing wall color and texture. All logo, font styles and reproduced artwork shall be portrayed accurately. Work to be planned with and carried out by a licenced contractor to ensure all rules and regulations are followed. All finished work is to be an exact replica of what was submitted for approval from both the Owner(s) and the City of Brentwood.

In no instance shall the label of the manufacturer or other identifying information such as but not limited to the sign installer, fabricator or seller be visible from the street or normal viewing angles.

The Owner(s) reserve the right to reject any or all work deemed to be unacceptable.

Section 5 - Submitting Requirements (cont.)

5.4 City of Brentwood Permits

Tenant is advised to obtain a current publication of the City of Brentwood sign criteria. Tenant is advised that there are two departments to satisfy prior to sign approval and prior to final sign off of sign installation. Those two departments are the City of Brentwood Planning Department and the City of Brentwood Building Department. The permitting process can be started by contacting these departments with the bellow phone number and email address.

(925) 516-5405
planning@brentwoodca.gov

The current costs of signs permits can also be obtained from the City of Brentwood Planning and Building Departments.

NOTE: Building addresses not explicitly called out in this document are not covered by it. Construction completed after the submittal of this document will need to be amended into a new version of it. Please contact the city's planning department for more information.