

APPROVED:

FILE NO: CUP03-16 A1

DATE: 12-5-07

Walnut Center

Signage Program and Guidelines

Walnut Boulevard & Contiente Avenue
Brentwood, CA

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 of the individual establishments within the two phases of the project.

Design Specifications and Guidelines

All signs shall be reviewed for conformance with these guidelines and overall design quality. Approval or disapproval of sign submittals and locations shall remain the right of the Landlord and/or the City of Brentwood. Each tenant shall have a maximum of 1 primary and 1 secondary exterior sign. 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 for the monument sign allowed through the master sign program. In the event that a business occupying space within the Walnut Center closes, all tenant signage for the business shall be removed immediately by the owner.

PHASE I SIGNAGE

There are two (2) types of allowable signage for the Phase I building:

Monument Sign

Allows for a maximum of six (6) tenant signs located on one side of the monument sign. Only one font type and color will be allowed by the landlord. The individual tenant signs shall be constructed with any color schemes and flat-mounted vinyl lettering mounted to the background panel. Letter height shall be 5 inches for a single line and 2 ¼ inches for a double line of signage. The Monument sign shall be floodlight illuminated and contain the street address and center name. The architectural design of the monument sign shall match the design of the building.

Tenant Signs

Tenant signage shall be located on the freestanding architectural wall only. Said sign shall be a non-illuminated 2'-6" x 6'-0" brushed aluminum sign panel having 3 lines of text or 2 lines of text with a logo. Tenants are allowed to use logos or trade fonts and the signs shall be designed to fit the center and its unique features. The Landlord shall approve all sign colors.

PHASE II SIGNAGE

There are three (3) types of allowable signage for the Phase II building:

Monument Sign

Allows for a maximum of six (6) tenant signs located on both sides of the monument sign. Font type and color to be approved by the landlord. The sign shall have 8" high push-through letters with routed out aluminum panels and no more than 6 tenant panels per side. The aluminum sign panels shall match that of the adjacent metal frame, shown as color scheme "D". Maximum letter height for any tenant shall be ten (10) inches. The overall height of the sign shall not exceed six (6) feet and the width shall not exceed six (6) feet. Illumination shall be internal and shall be managed by a time clock to turn on at dusk at off no later than midnight. The building address shall be displayed prominently on the base of the display.

Primary Tenant Signs (Halo Illuminated Letters Facing Walnut Blvd.)

Allows for individual tenants to have halo-illuminated letters mounted to the fascia area above the tenant's space. All signage on this elevation shall be internally illuminated halo letters with a maximum combined letter height of 18" as well as a logo not to exceed 24" in height. Tenants shall not have more than two (2) lines of copy. Signs mounted on the north part of the building(not on the architectural wall) shall have a maximum combined letter height of no more than 24". All final sign locations shall be approved by the Community Development Dept., prior to the issuance of a permit. Maximum length of any display shall not exceed seventy percent (70%) of the tenants lease space. Reverse pan channel (halo) letters shall be fabricated to a depth of 3 ½" and shall maintain a 1 ½" stand off from the wall to maintain consistent illumination. All letters to be illuminated with 6500 white neon tubing or white LED lighting to maintain a consistent color at night. Landlord to make the decision as to which light source is appropriate. In no case can both sources be used once the determination is made. Tenant letter colors shall be at the landlord's discretion. All letters shall be U.L. approved and labeled and shall be permitted by the City of Brentwood.

Secondary Tenant Signs (All signs on West Elevation facing Phase I Building)

The Secondary tenant signage shall be located on the freestanding architectural wall only. Said sign shall be a non-illuminated 2'-6" x 6'-0" brushed aluminum sign panel having eighteen (18) inch raised letters for a single line format sign and fourteen (14) inch raised letters for a double line format sign. Tenants are allowed to use logos or trade fonts and the signs shall be designed to fit the center and its unique features. The Landlord shall approve all sign colors.

Permanent Window Graphics

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

Tenants shall display on their main entry (either door or side panel) the businesses days and hours of operation in conjunction with tenant identification and emergency contact information. This will be achieved using vinyl copy and shall not exceed 2 square feet in size and may go on the primary public entrance door(per COA #5) .No signage is allowed

to be painted or affixed onto any of the windows. All temporary signage erected within a tenant space must be located a minimum of 3 feet from any store entrance or window. .

Prohibited Signs/Banners

Flashing, moving or scintillating light bulbs or effects

Cabinet signs

Visible raceways

Neon "OPEN" signs

Sidewalk sandwich boards

Exposed conduit

Window advertisements

Sale advertisements

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

Inflatable marketing display

General Construction Specifications

Signs must be constructed and installed by a licensed sign 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.

Electrical and Illumination

Fabrication and installation shall comply with all 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 Tenant's electrical service. Sign installation drawings shall indicate specific locations of transformer and 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.

Installation and Removals

All penetrations of any building structure required for sign installation 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 and 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 damaged 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 Workmen'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.

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 ten (10) days of written notice from Landlord.

All sign contractors employed or retained 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. In no case shall the Liability Insurance be less than One Million dollars (\$1,000,000). 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.

Walnut Center

Sign Guideline

Walnut & Continente, Brentwood, CA

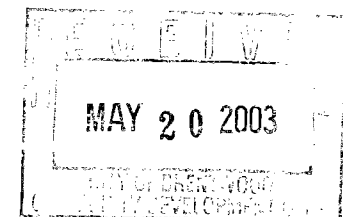
Presented by:
Jim Mog
Superior Electrical Advertising
(707) 643-5800

APPROVED

BY: Z/m

DATE: 7-15-03

CUP 03-18



Introduction

All sign devises at Walnut Center are controlled by the Sign Guideline. The Guideline will contribute to the vitality and the thematic nature of Walnut Center and have been carefully planned to enhance the marketing opportunities for the user, in coordination with the Brentwood City Code.

The Sign standard sections, review the types of signs allowed and their form, materials, colors and placement.

Signs at Walnut Center must be developed within the Walnut Center Sign Guideline and submitted to the Landlord or agent for review prior to city submittal.

The Landlord or agent is responsible for the final interpretations of the Guideline, and at their discretion, may modify them to accommodate unforeseen circumstances. The purpose of this review will be to maintain quality and consistency throughout the center.

WALNUT CENTER SIGN GUIDELINES

Signage placement will be based on the location and size of the tenant. For example; tenants with Contiente Avenue frontage will be allowed signage on the free standing architectural wall while tenants with Walnut Boulevard frontage will be allowed signage on the free standing architectural wall or building façade. Tenants located on the south side of the building having limited street frontage exposure shall be limited to space on the monument sign only. The Landlord reserves the right to determine the proper signage for each tenant.

The Walnut Center signage has been designed with the following sign standards:

There are three (3) types of allowable signage:

1. MONUMENT SIGN

Allows for a maximum of six (6) tenant signs, located on one side of the monument sign. Only one font type and color will be allowed by the landlord. The individual tenant signs shall be constructed with ½ inch thick FCO acrylic letters painted brilliant gold and surface mounted to the background panel. Letter height shall be 5 inches for a single line and 2 1/4 inches for a double line of signage. The Monument sign shall be flood light illuminated and contain the street address and center name. The architectural design of the monument sign shall match the architectural design of the building.

2. PRIMARY TENANT SIGNS

Only one Primary or Anchor tenant sign will be allowed. Said sign shall be located either on the building façade or on the free standing architectural wall facing Walnut Boulevard. The building façade sign shall be internally illuminated individual channel letters with a letter height of eighteen (18) inches for a single line format sign and fourteen (14) inches for a double line format sign. The free standing architectural wall sign shall be a non-illuminated 2.5 foot by 6 foot brushed aluminum sign panel having eighteen (18) inch raised letters for a single line format sign and fourteen (14) inch raised letters for a double line format sign. Tenants are allowed to use logos or trade fonts.

3. SECONDARY TENANT SIGNS

The Secondary tenant signage shall be located on the free standing architectural wall only. Said sign shall be a non-illuminated 2.5 foot by 6 foot brushed aluminum sign panel having eighteen (18) inch raised letters for a single line format sign and fourteen (14) inch raised letters for a double line format sign. Tenants are allowed to use logos or trade fonts and the signs shall be designed to fit the center and its unique features. The Landlord shall approve all sign colors.

4. OTHER GUIDELINES

- All sign submittals shall depict letter size, style and color, fabrication, attachment, overall sign area dimension and building elevations. All details to be submitted to scale (minimum 1/16 inch scale).
- Only one window logo per tenant. All window displays shall contain the business logo and or title of the business only, no secondary messages or trades allowed.
- Vinyl decals showing the hours of operation shall be limited to a 2 foot by 2 foot area around the main entrance.
- The tenant is responsible for all permits, fees, engineering, coordination, and contracting of the sign vendor. The sign contractor is responsible for maintaining a clean environment during site work and shall leave the site in a clean condition removing any waste resulting from the site work.
- If a sign is to be removed, changed or damaged the tenant is responsible for returning the sign site back to its original condition.
- The following shall not be allowed:

Flashing displays
Box signs
Neon Open signs
Sidewalk sandwich boards
Exposed conduit

Window advertisements
Sale advertisements
Additional Banners
Inflatable marketing displays

*NO INTERNALLY ILLUMINATED SIGN AWARDS
CONTRIBUTORS ALLOWED*

- Tenants are urged to get all approvals from the Landlord and the City of Brentwood prior to fabrication of any signs. Failure to do so may result in non-conformance and the sign will not be allowed.



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**WALNUT
TECHNOLOGY**

Address:
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BRENTWOOD, CA**

Account Manager:
JIM MOG

Designer:
R. Cardinio

Scale:
AS NOTED

Design No.:
02-11-3364-01

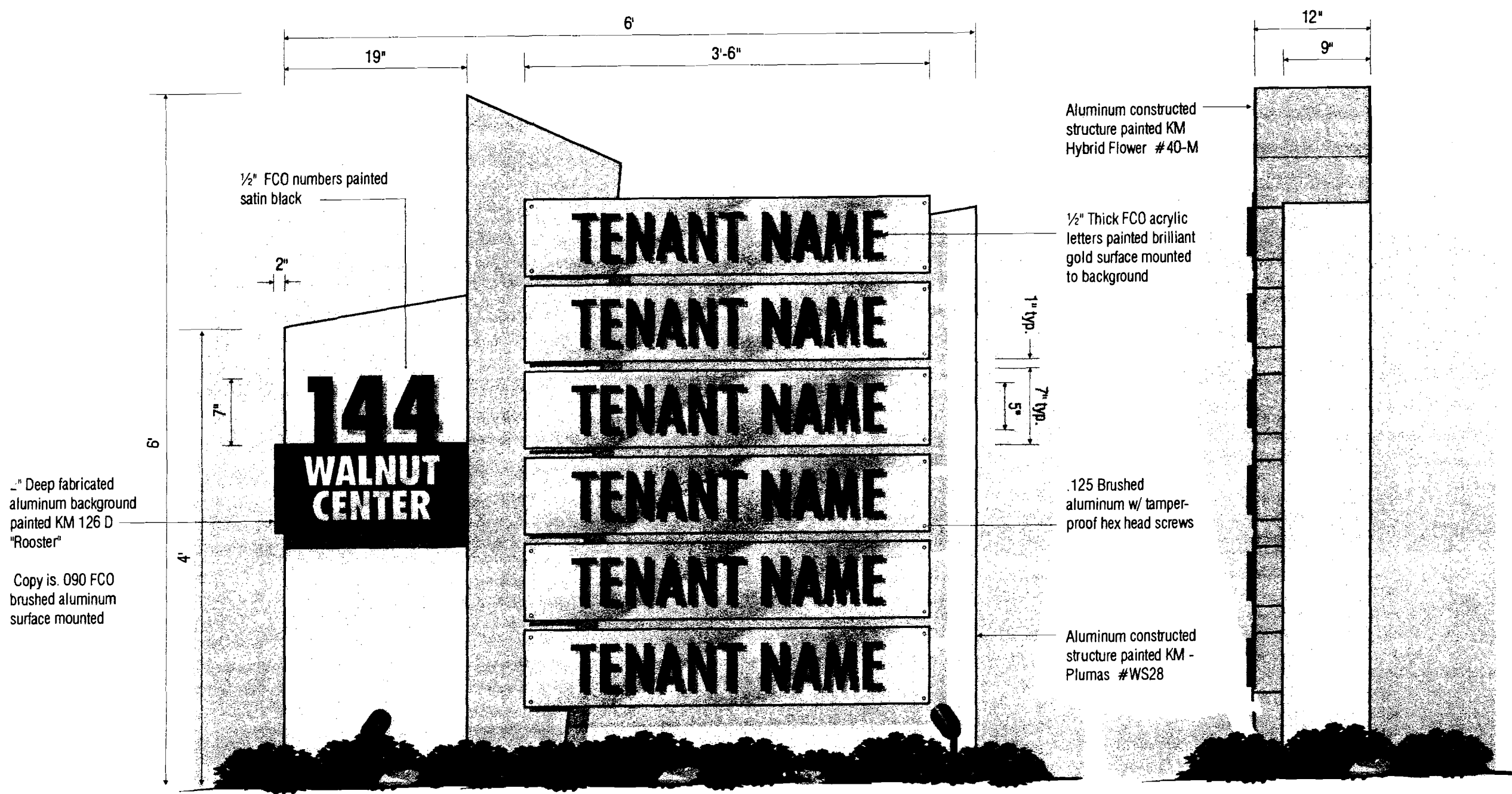
Date:
11-21-02

Revisions:
r1 1/2/02 wbc - changes per customer
r2 3/05/03 atv - changes the monument design and tenant panel 3'-0"X5'-0". Add Building Address.
R3 4.14.03 Chg. colors, address numbers

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FRONT VIEW
FLOOD ILLUM. - PYLON DISPLAY

A

SCALE: 1" = 1'-0"

SIDE VIEW

Sign shall be installed as required per job check which shall be done prior to commencement of production.



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Account Manager:
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Designer:
R. Cardinio

Scale:
AS NOTED

Design No.:
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Date:
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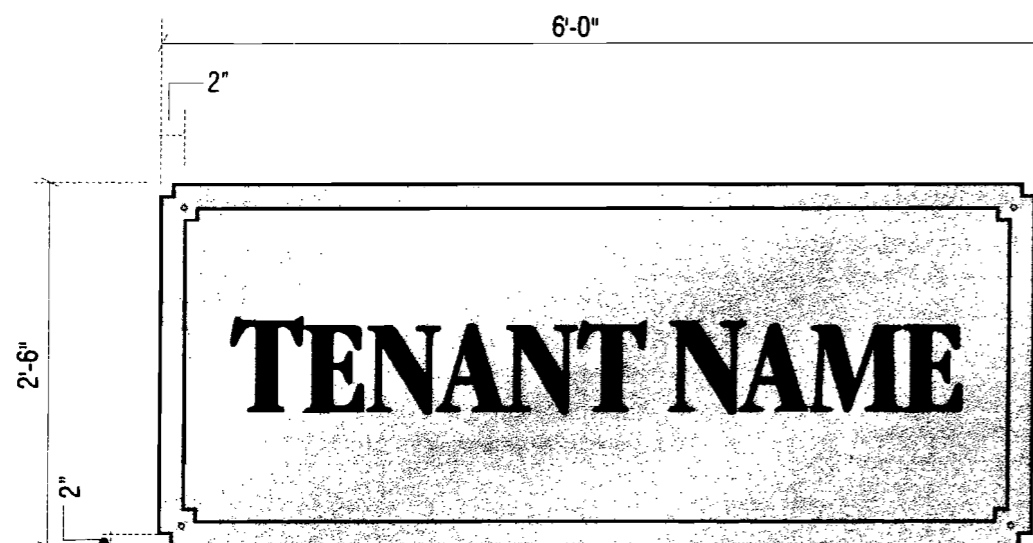
Revisions:
r1 1/2/02 wbc - changes
per customer
r2 3/05/03 atv -changes
the monument design
and tenant panel 3'-0"x5'-0".
Add Building Address.
R3 5.7.03 move address numt
change to black

Page: 02 Of: 03

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B S/F NON ILLUM. TYPICAL TENANT SIGN

Scale: 3/4" = 1'-0"

Quantity: Two (2) S/F Required

SPECIFICATIONS

Single face sign panel is .125 brushed aluminum
Copy is black vinyl applied 1st surface to sign panel.
Sign panel shall be mounted to wall as required per job check which shall be done prior to
commencement of production.



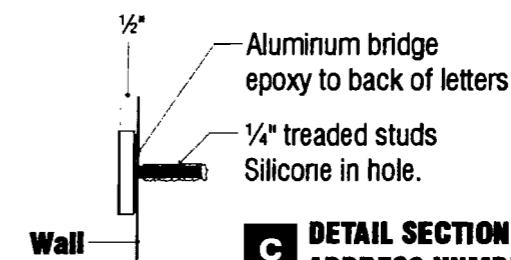
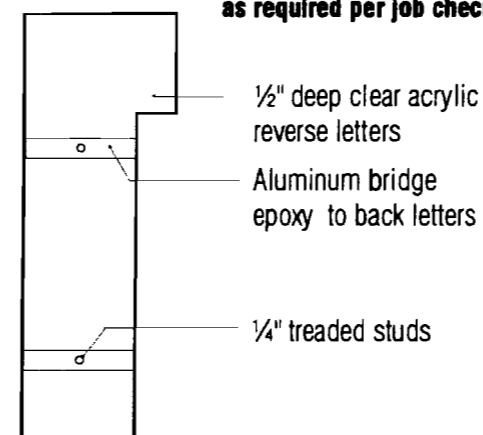
C ADDRESS NUMBERS

Scale: 1 1/2" = 1'-0"

Quantity: One (1) Set Required

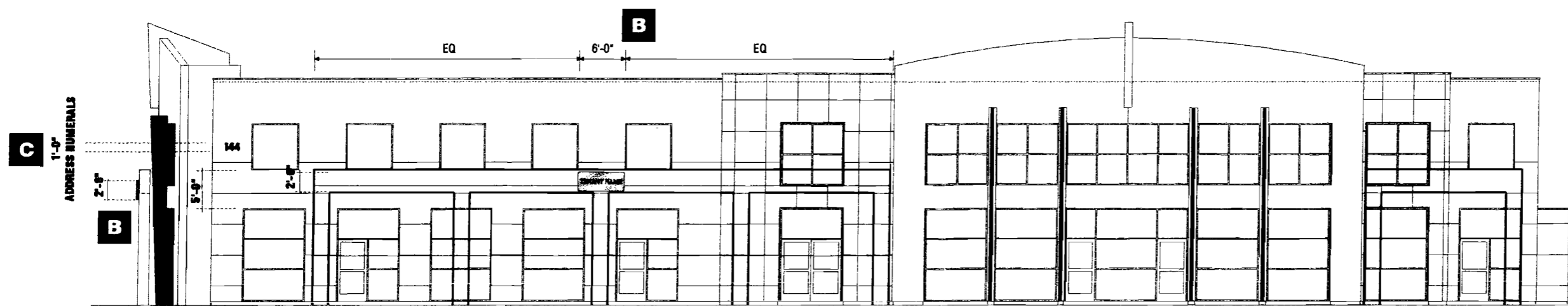
SPECIFICATIONS:

Copy to be 1/2" thick acrylic letters painted satin black and peg mounted to wall
as required per job check which shall be done prior to commencement of production.



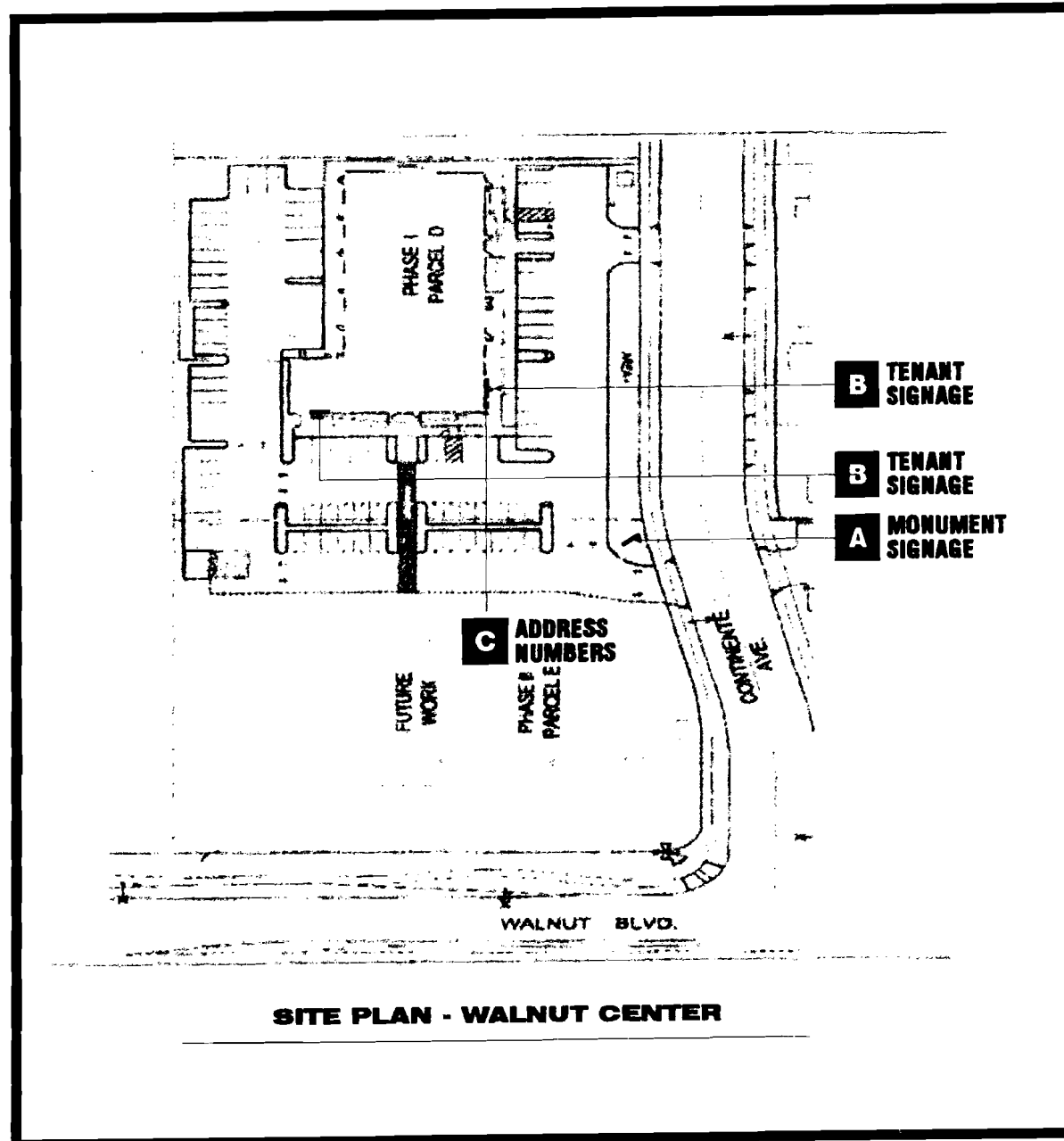
**C DETAIL SECTION
ADDRESS NUMBERS**

**C MOUNTING DETAIL
ADDRESS NUMBERS**



FRONT ELEVATION (NORTH)

SCALE: 1/16"-1'-0"



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