

THE STREETS OF BRENTWOOD  
*Master Sign Program*

*Brentwood, California*

Attachment 2



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

**APPROVED**  
**PERMIT NO. CUP 03**  
**RESOLUTION NO. 15-**  
**ACTION:  APPROVE**  
**DATE April 7, 2015**

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# The Streets of Brentwood Master Sign Program

## 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 façades 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    | f. Directional signs   |
| b. Wall/Fascia signs | g. 22x28 signs holders |
| c. Awning signs      | h. Wall Scape Signs    |
| d. Window signs      | i. 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 attached exhibits.
  - Graphic content is limited to project name and logo.
  - Signs should be designed to relate to the project.
  - Pylon sign maximum height: 63 Feet
  - Pylon is limited to a maximum of 12 feet (See Exhibit 4a).

### 4. Monument (Outlots) Signs

- a. Maximum one monument sign per outlot
- b. Maximum length: 10 feet
- c. Maximum height: 5 feet
- d. Maximum thickness: 18 inches
- e. Monument signs are to be designed and placed to enhance the project.
- f. No addresses are permitted on monument signs.

### 5. Drive-Thru (Outlots) Signage

- a. Menu/Preview signage shall be allowed:
  - One (1) Preview display may be placed on the building. The Preview display may contain up to 12 characters and be limited to a maximum height of six feet.
  - One (1) Menu display may be placed on the building. The Menu display may contain up to 12 characters and be limited to a maximum height of six feet.
- b. Up to three (3) free-standing directional signs may be placed on the same outlot. The signs are limited to a maximum display height of 12 feet and must be placed to enhance the flow of traffic into and out of the project.

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### 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 sloped face of awnings, but may not exceed

### 9. Blade Sign Standards

- a. General:
  - All exposed edges must be finished (e.g. beveled)
  - Minimum clearance in pedestrian areas
  - Minimum clearance in vehicular areas
  - 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 clearance between the building face and closest adjacent building
- f. Brackets shall be designed to relate to the building facade
- g. Permitted materials:
  - Wood
  - Metal
  - Fabric with top and bottom bracket
  - High density urethane or resin

## *The Streets of Brentwood Master Sign Program*

### 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
- 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

### 11. 3-Sided Directory/Advertising

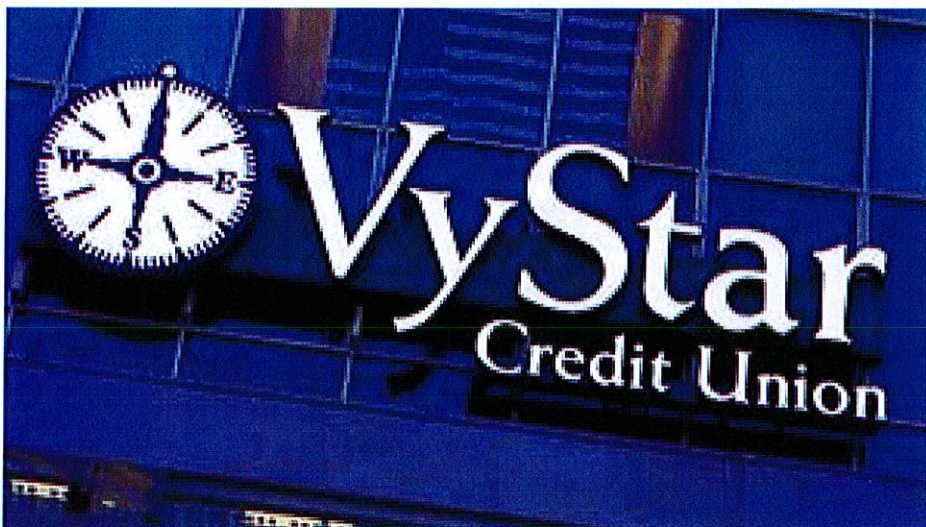
- a. 3-Side Directory/advertising criteria:
  - Project is limited to 10 3-sided directory/advertising signs - locations shown on exhibit 7
  - Graphic content is advertising opportunities, tenant directory and special, targeted sections throughout the year.

### 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



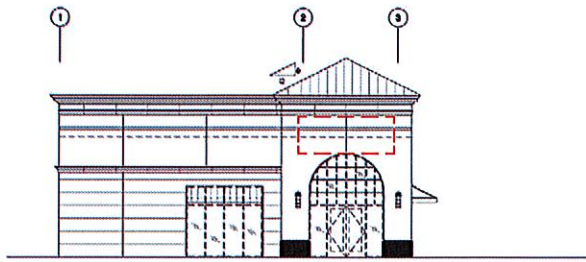
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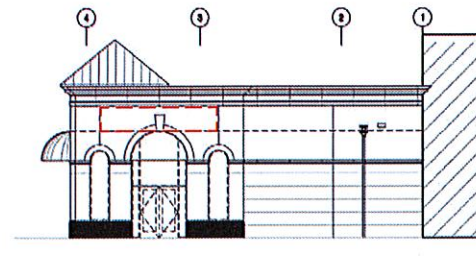
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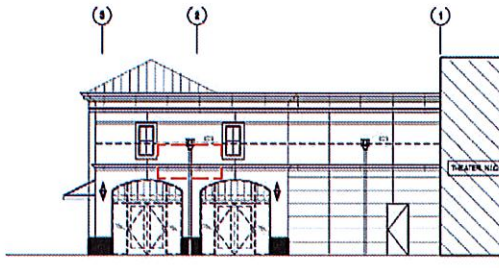
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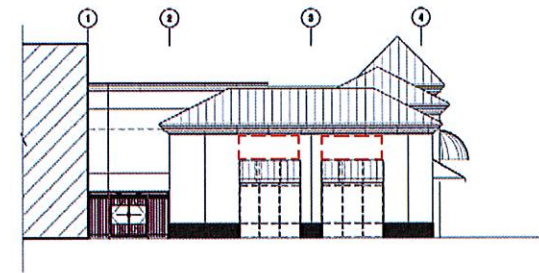
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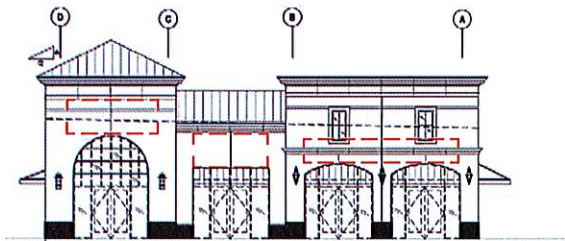
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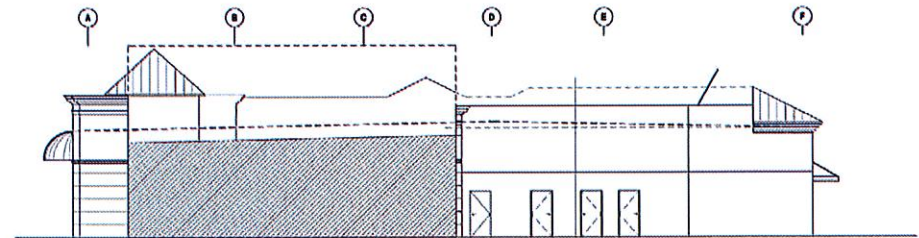
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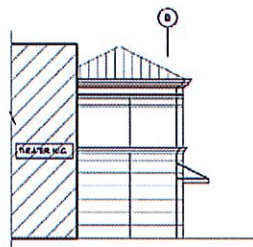
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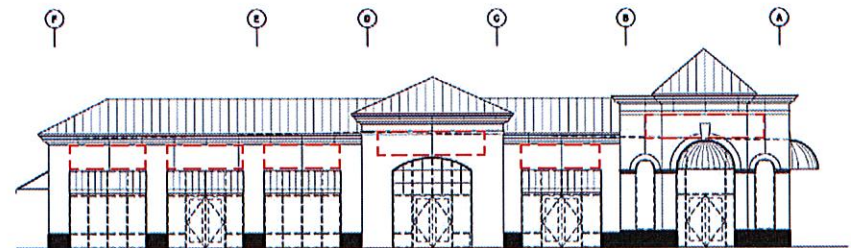
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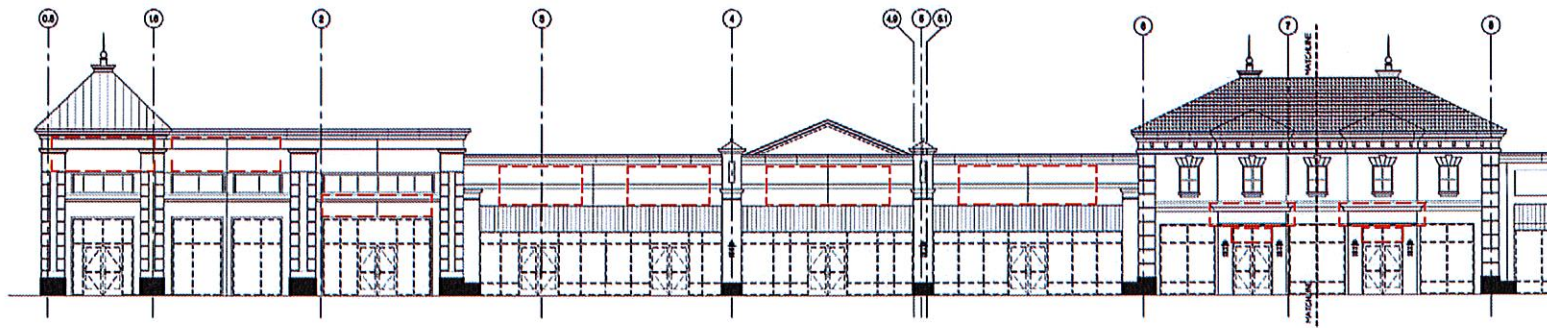


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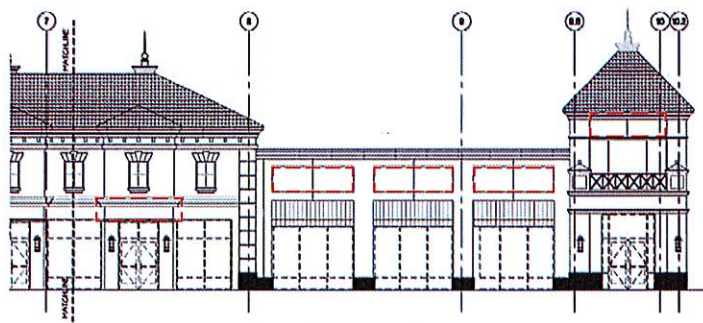


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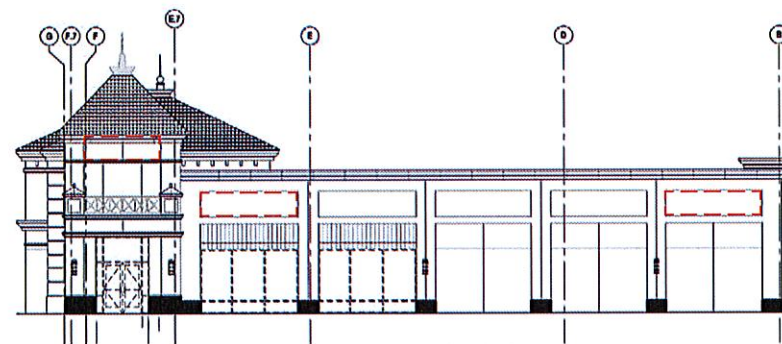
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Building B-1 & Building B-2



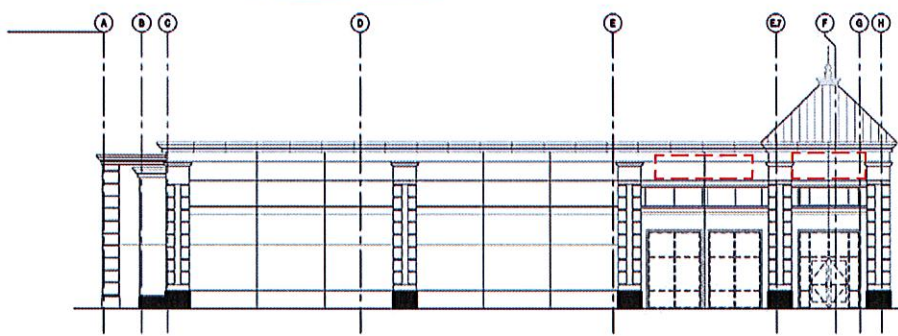
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01B SOUTH ELEVATION



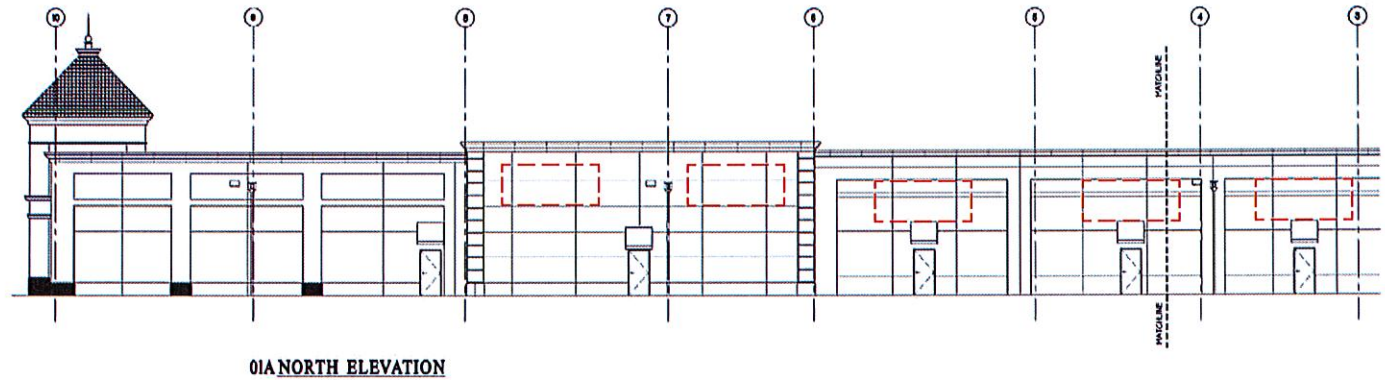
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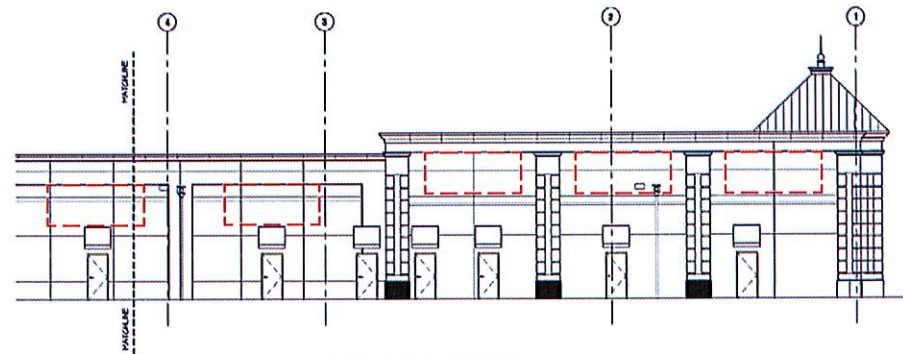
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Exhibit 2 - Signable Area Elevations  
Building C



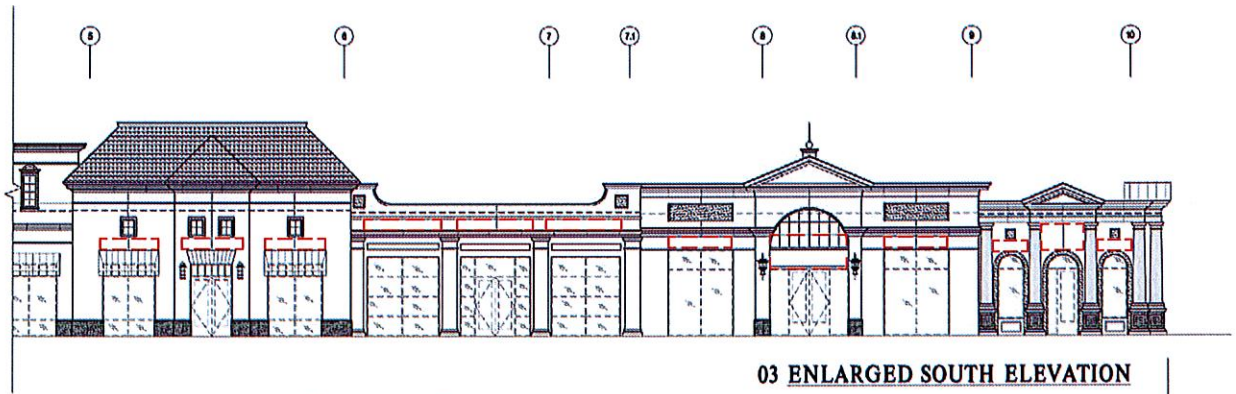


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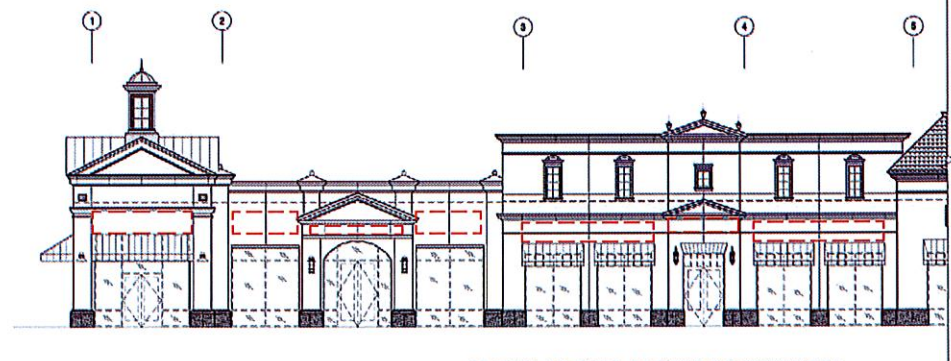


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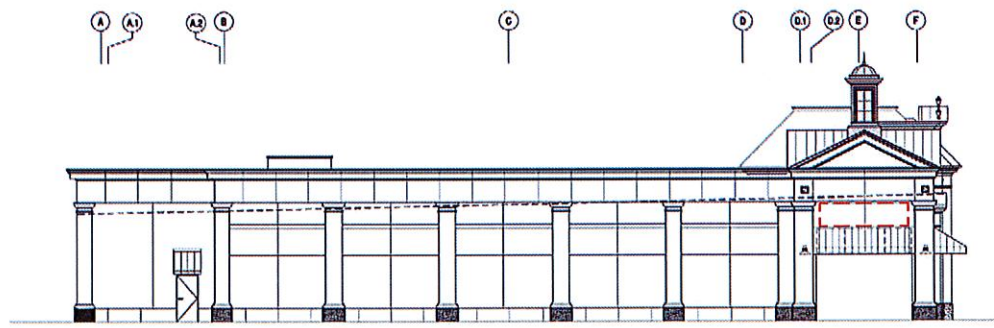
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Building C



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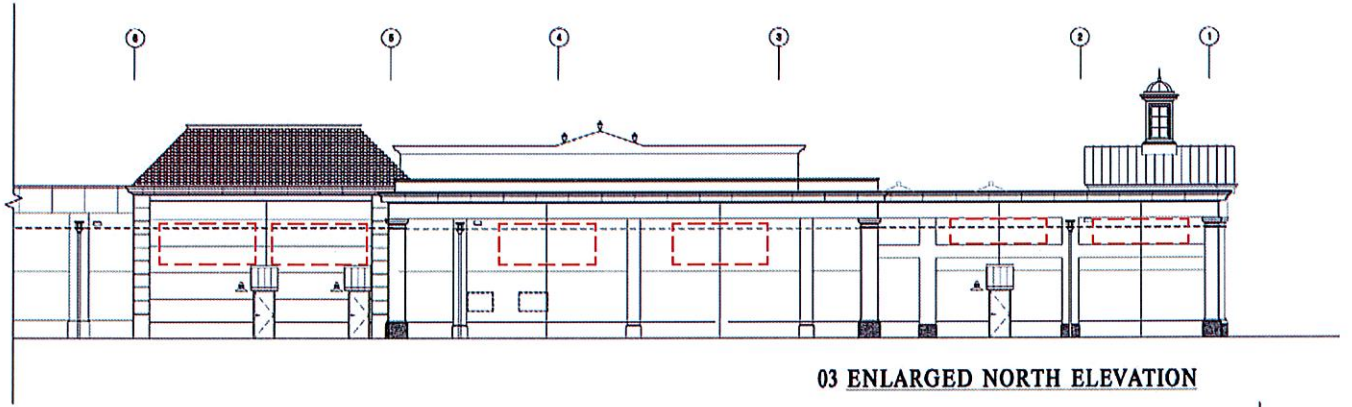


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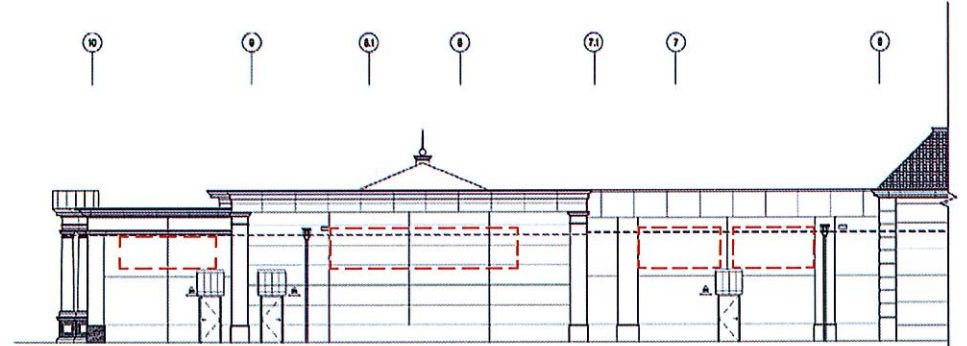


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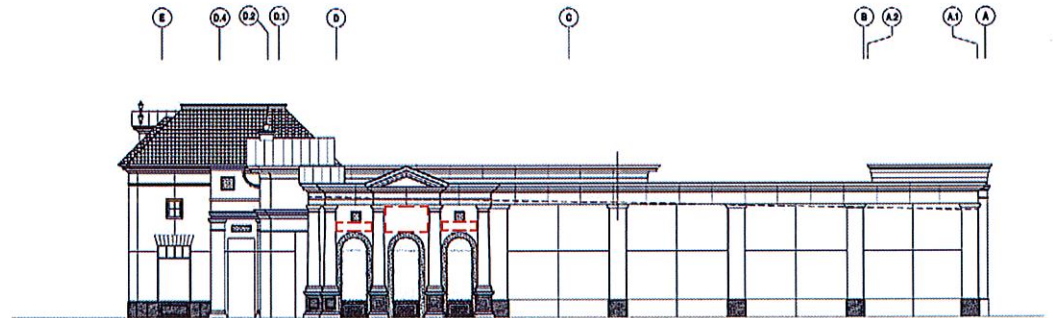
Exhibit 2 - Signable Area Elevations  
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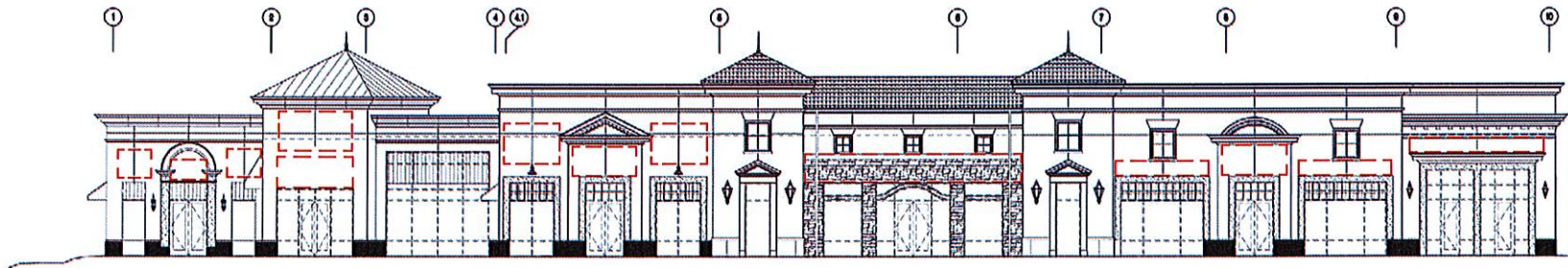


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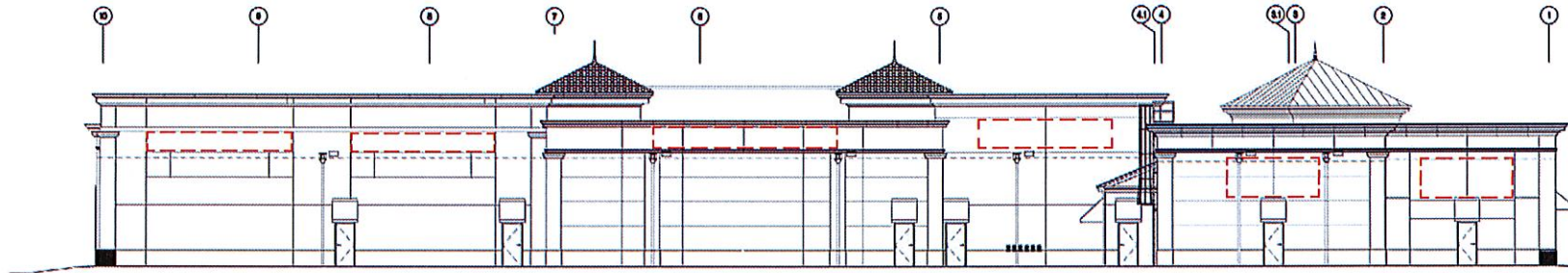


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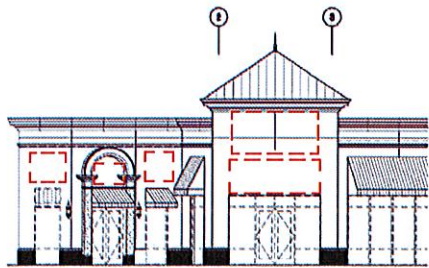
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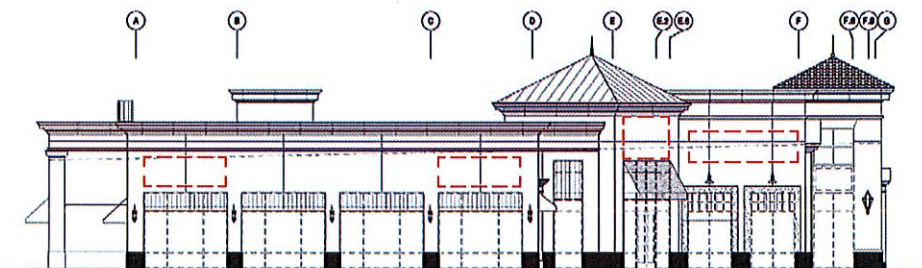
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02 NORTH ELEVATION



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04 WEST ELEVATION

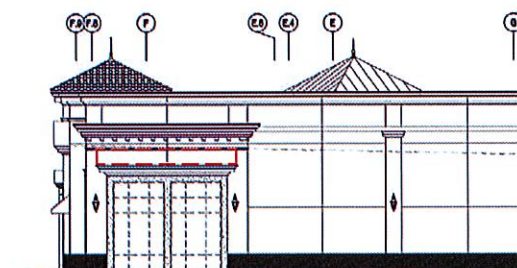
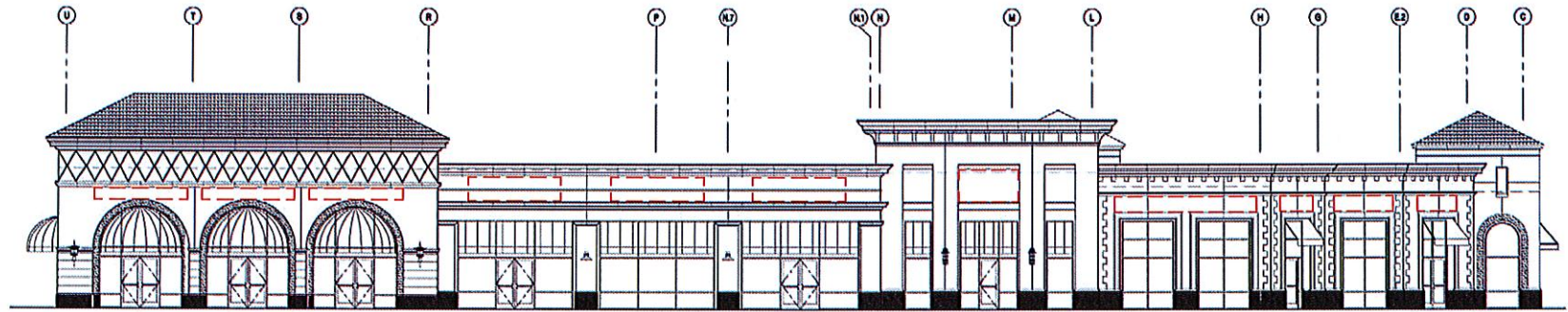
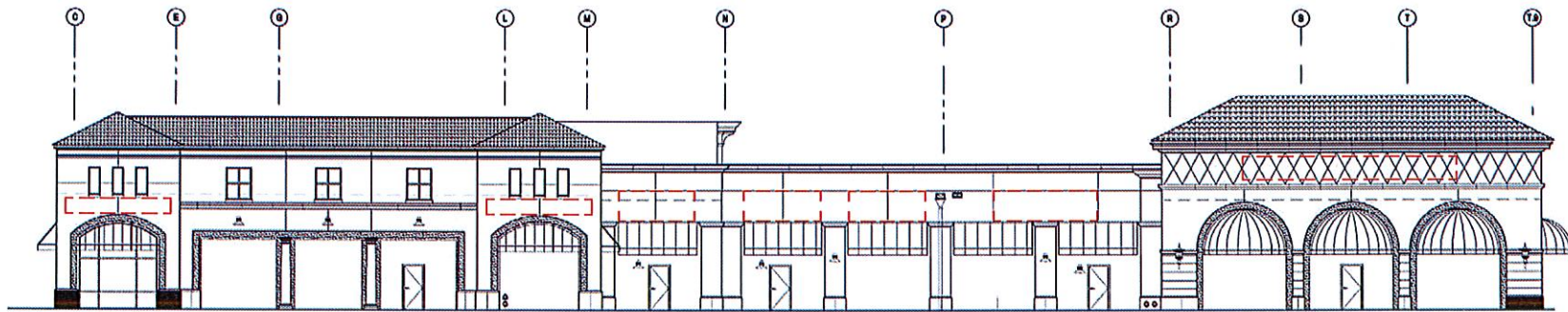


Exhibit 2 - Signable Area Elevations  
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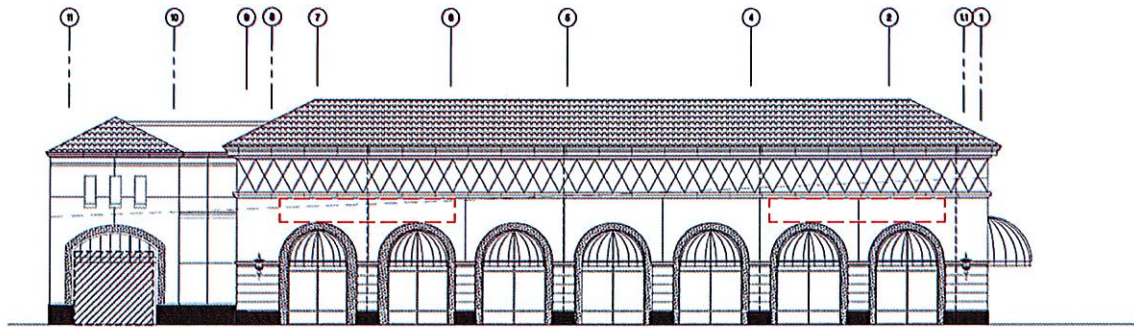


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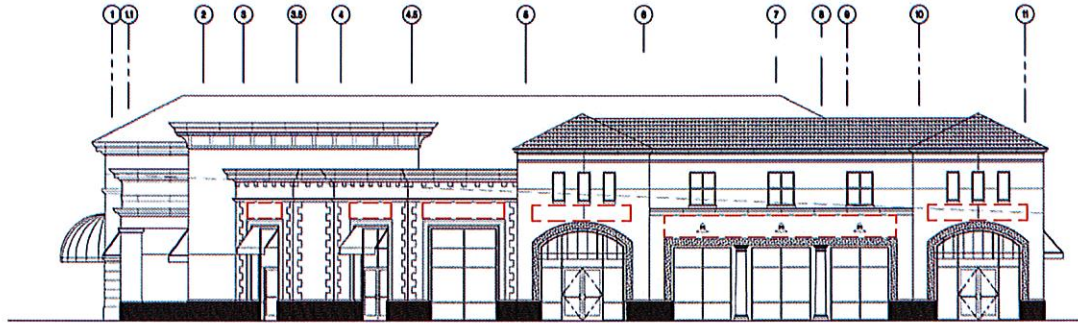


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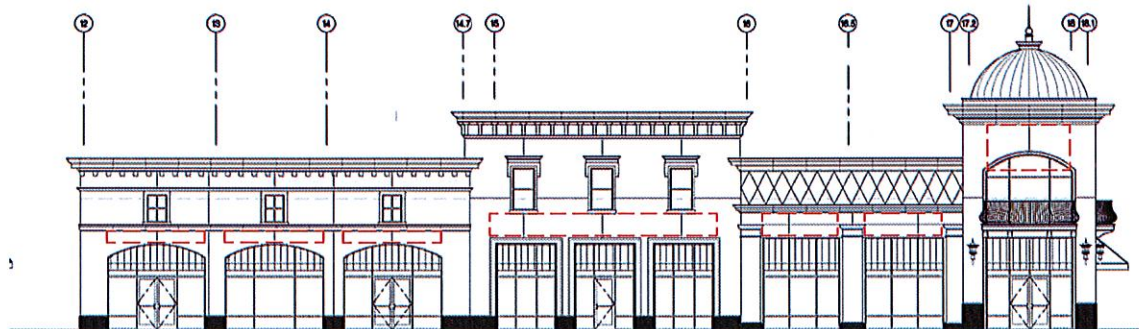
Exhibit 2 - Signable Area Elevations  
Building F-1



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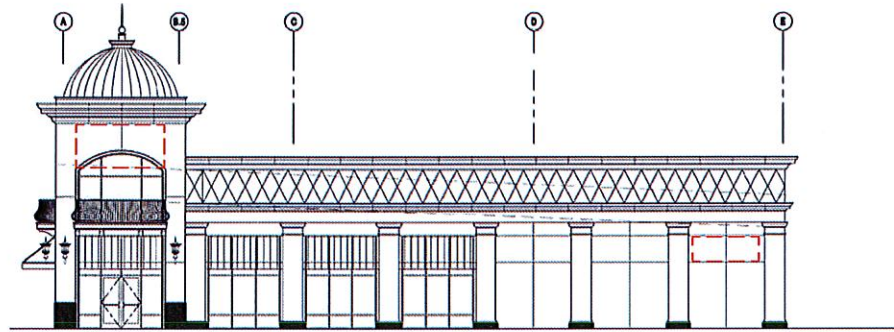


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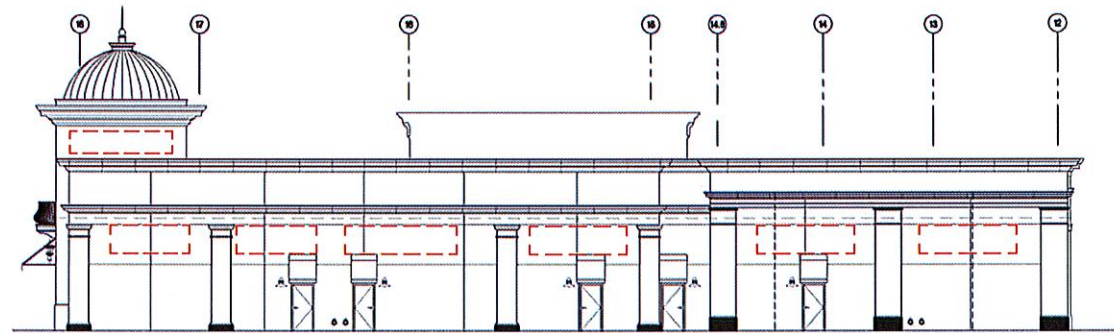


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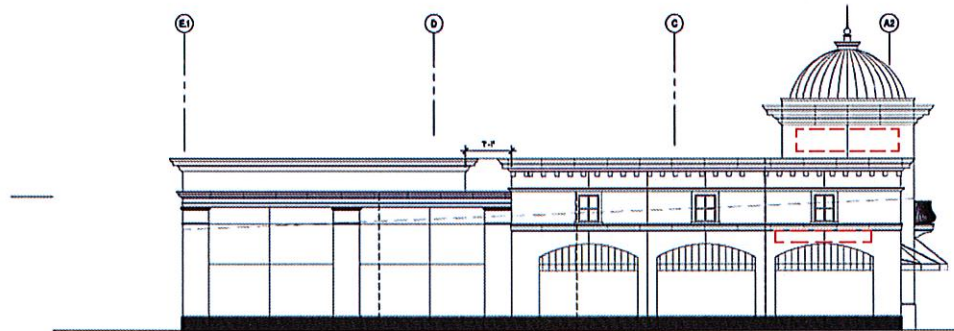
Exhibit 2 - Signable Area Elevations  
 Building F-1 & Building F-2



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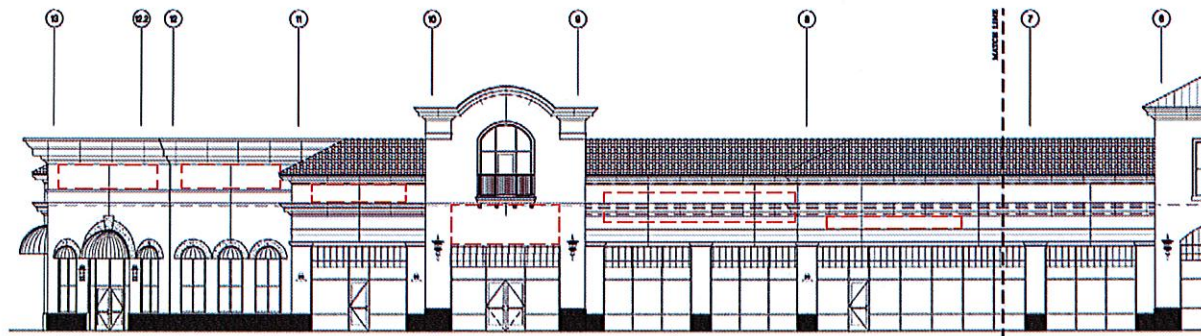


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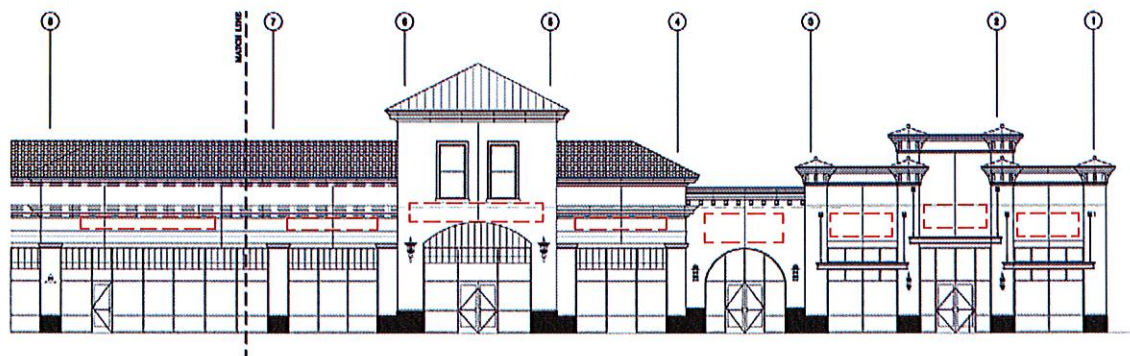


**01 NORTH ELEVATION**

Exhibit 2 - Signable Area Elevations  
Building F-2



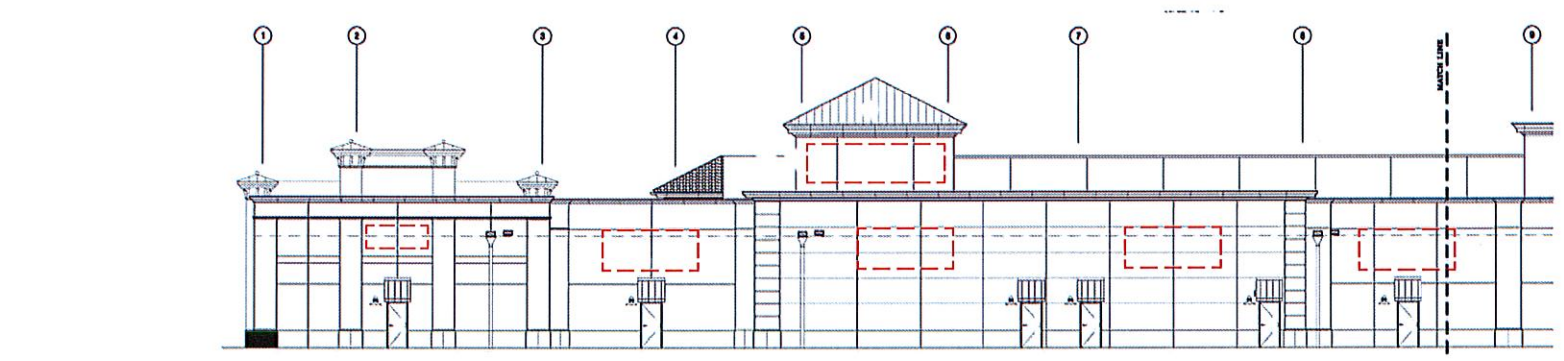
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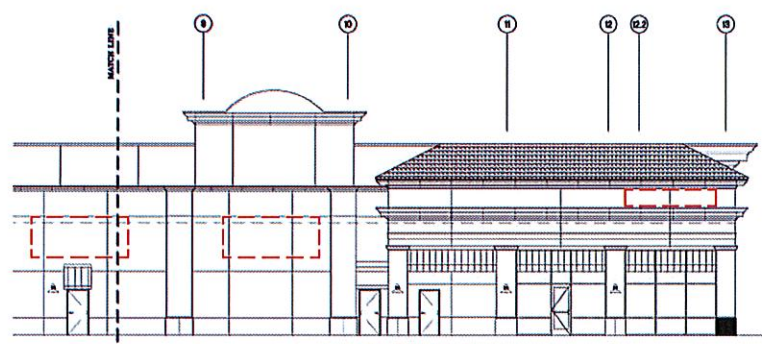
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Exhibit 2 - Signable Area Elevations  
Building G

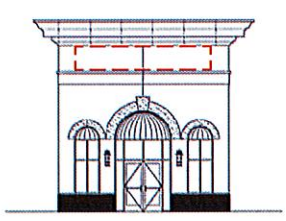




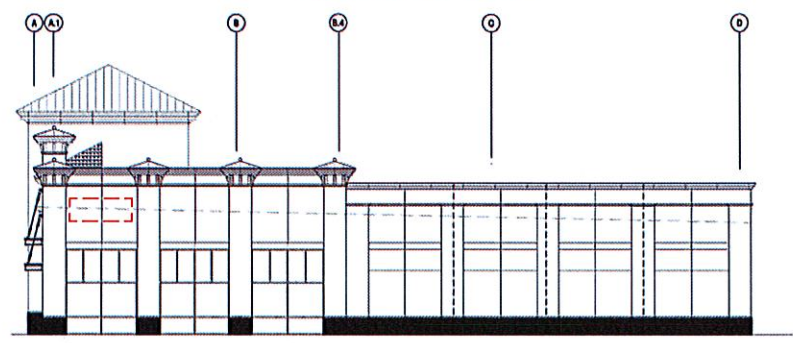
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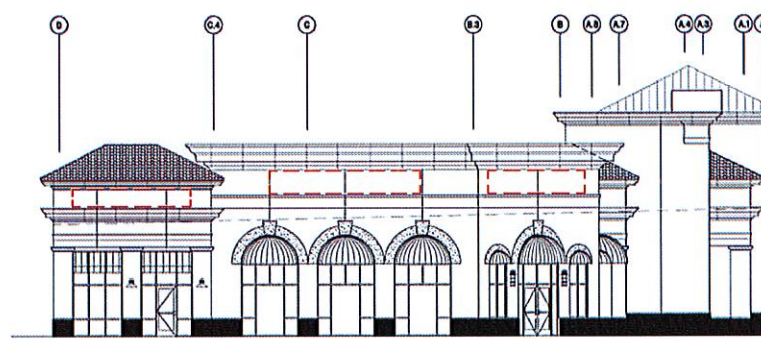
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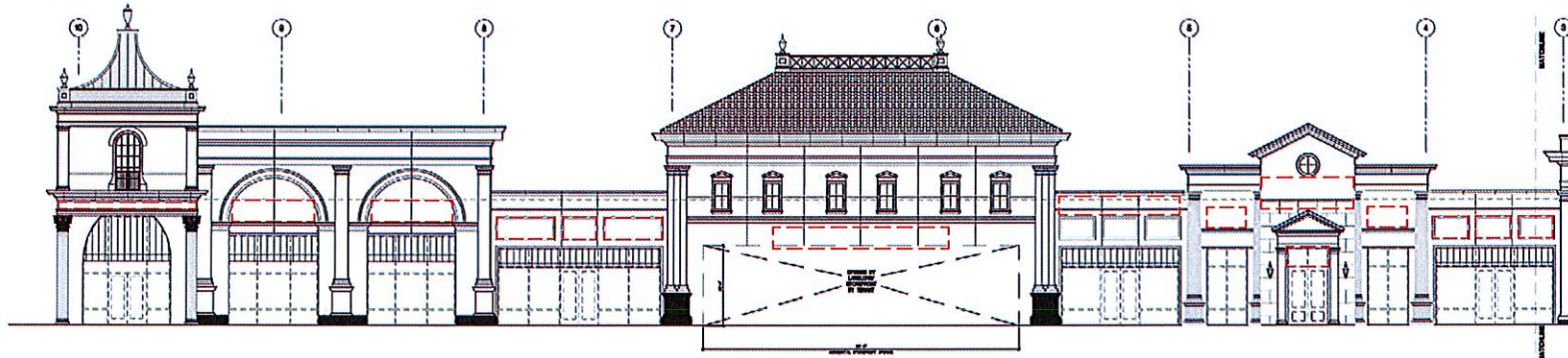


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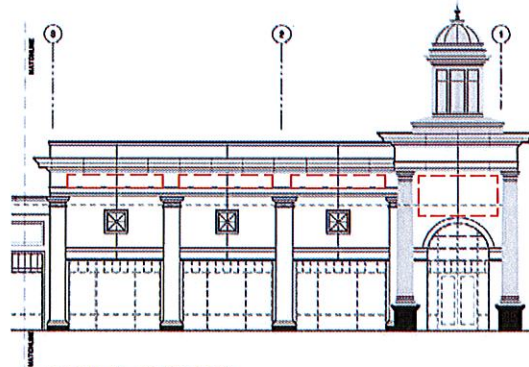


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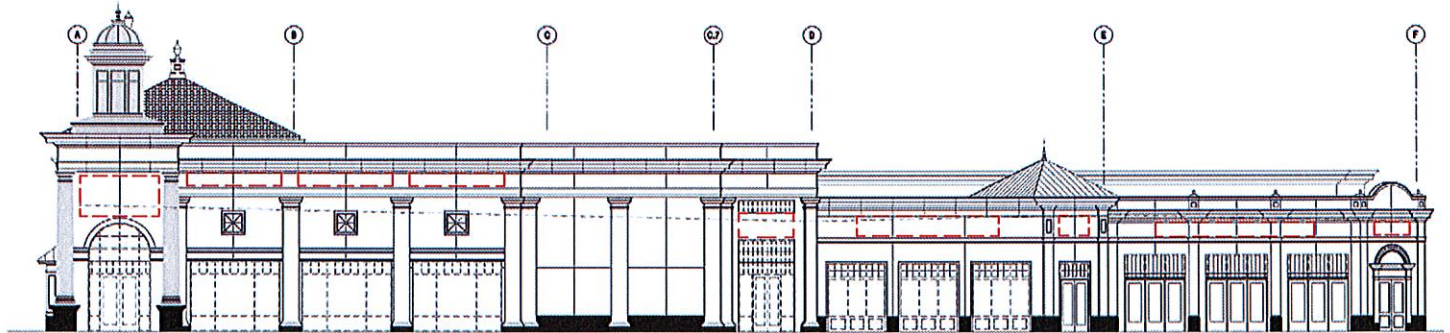
Exhibit 2 - Signable Area Elevations  
Building G



03 NORTH ELEVATION

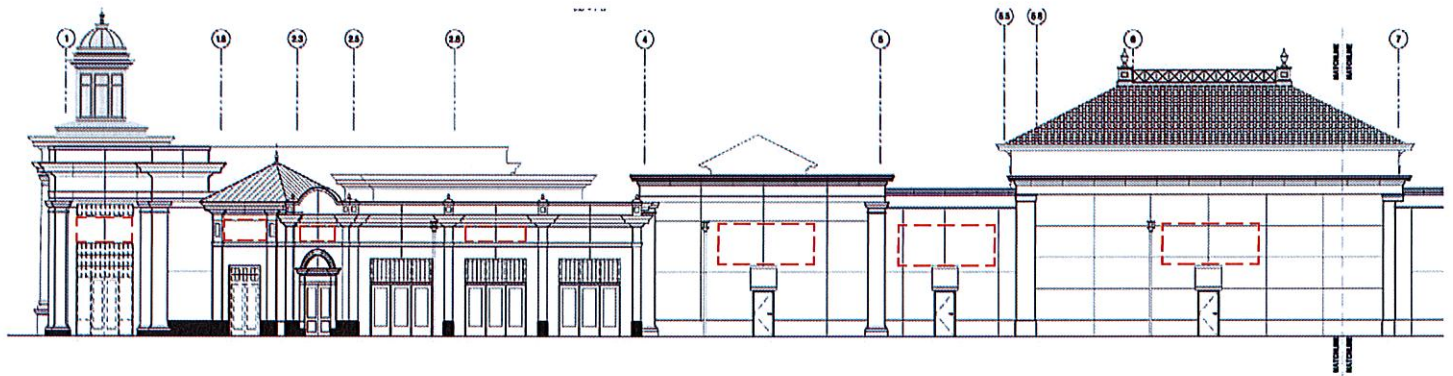


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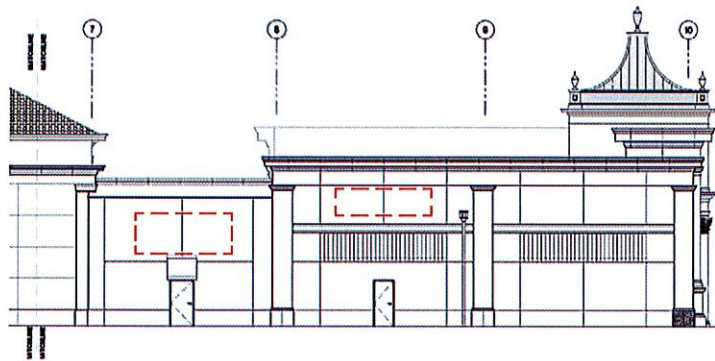


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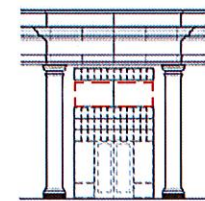
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Building H



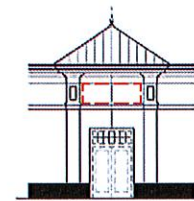
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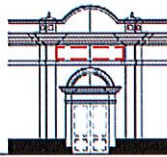
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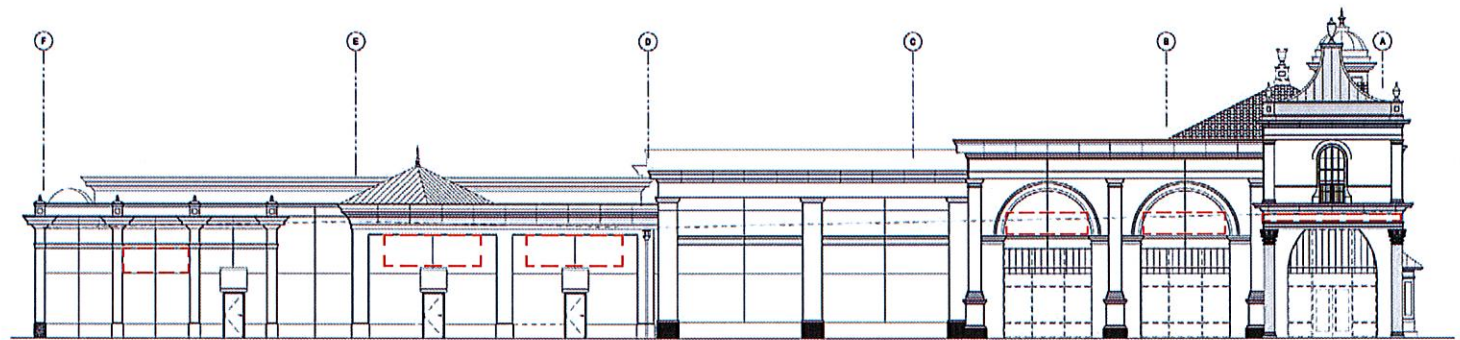
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02B SOUTHEAST ELEVATION

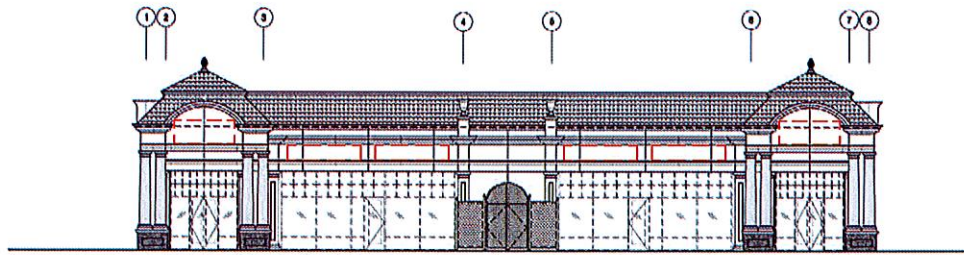


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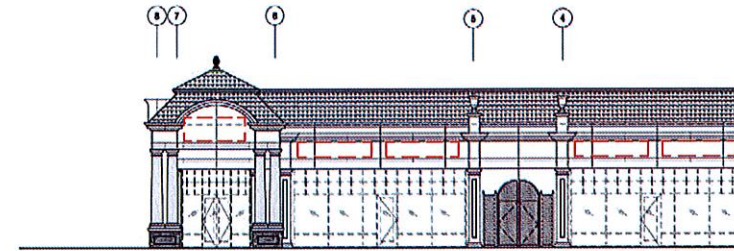


01 EAST ELEVATION

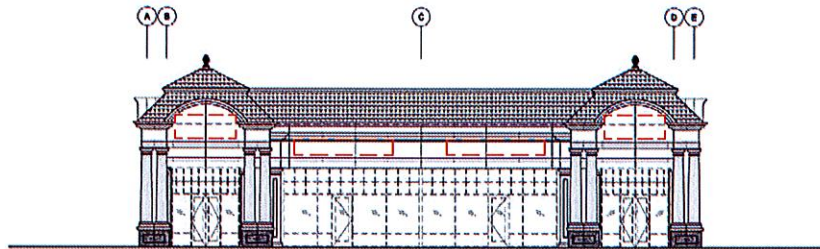
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Building H



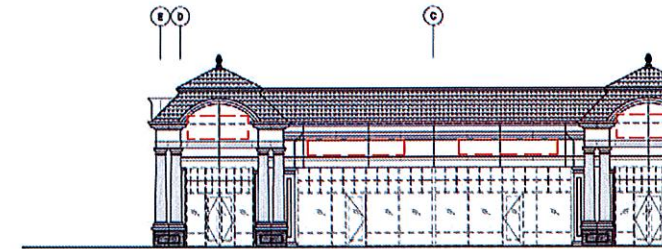
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04 NORTH ELEVATION

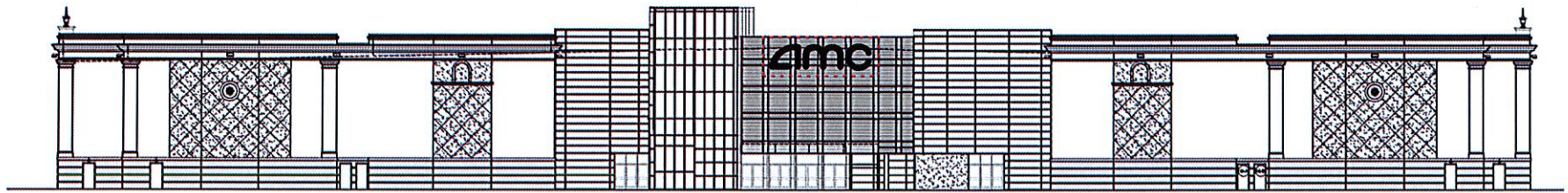


01 WEST ELEVATION

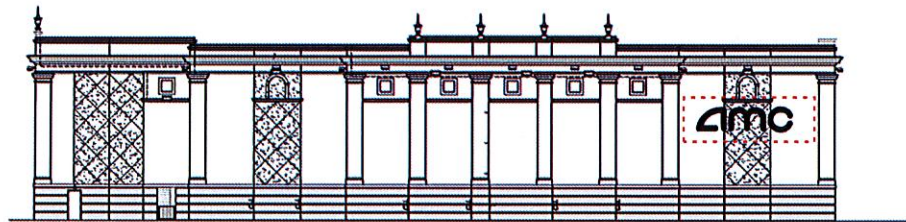


03 EAST ELEVATION

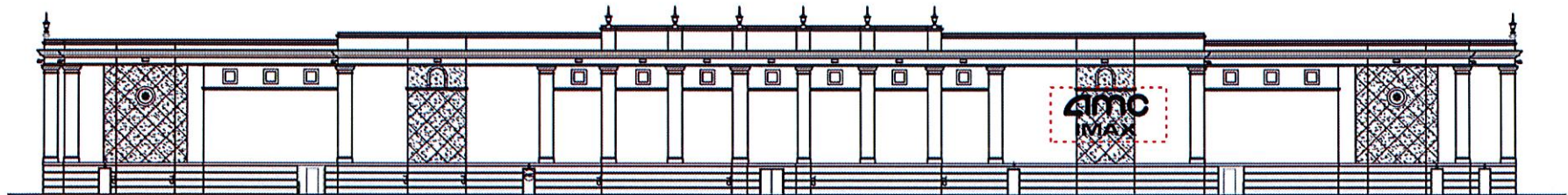
Exhibit 2 - Signable Area Elevations  
Building I



EAST ELEVATION



SOUTH ELEVATION



WEST ELEVATION



Exhibit 2 - Signable Area Elevations  
AMC Theatre



SOUTH ELEVATION

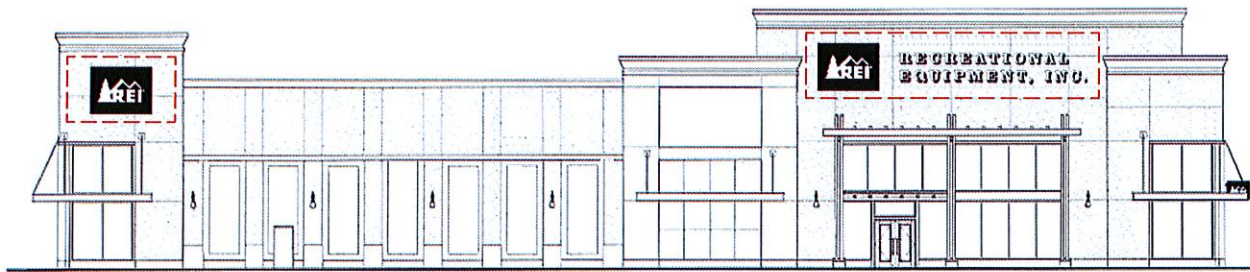


EAST ELEVATION

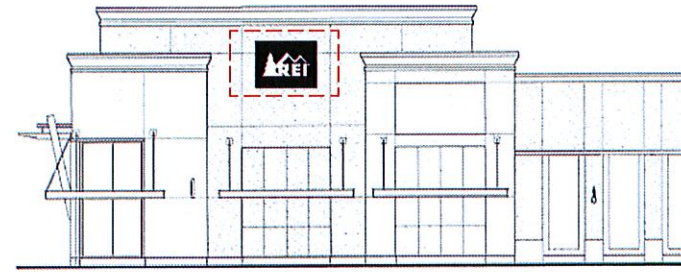


WEST ELEVATION

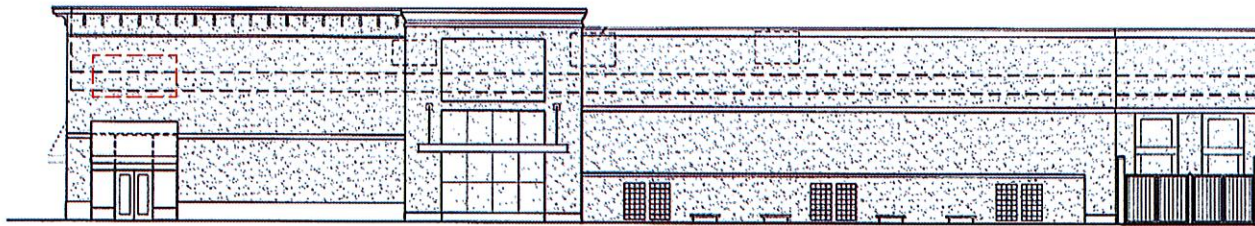
Exhibit 2 - Signable Area Elevations  
DSW



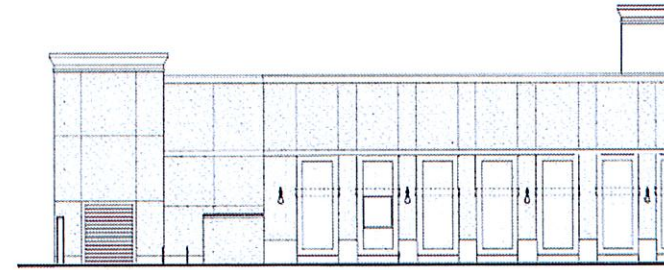
SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION

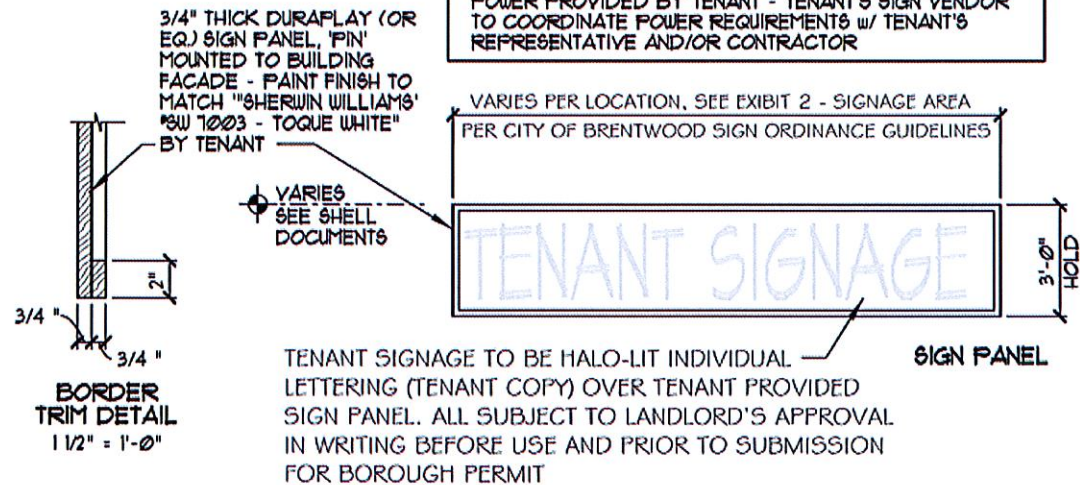
Exhibit 2 - Signable Area Elevations  
REI

**NOTES =**

BUILDING MOUNTED SIGN PANELS TO BE 3/4" THICK DURAPLAY (OR EQ.) - PAINT FINISH FLAT

SIGN PANEL TO BE 'PIN' MOUNTED TO BUILDING FACADE - PROJECT 1/2" MAX FROM FACE OF BUILDING - THRU EXTERIOR VENEER TO 2x FRT WOOD BLOCKING BY TENANT

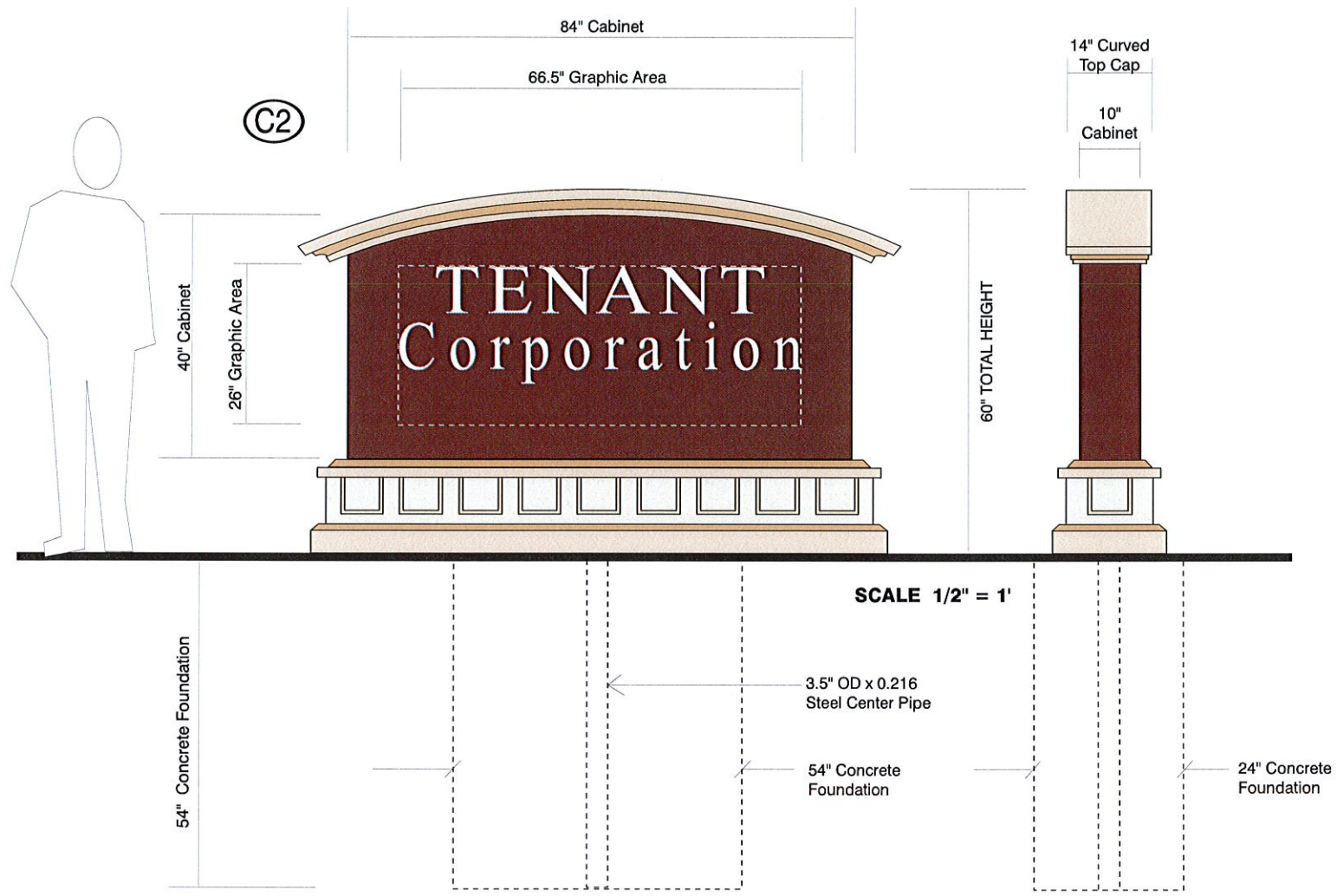
POWER PROVIDED BY TENANT - TENANT'S SIGN VENDOR TO COORDINATE POWER REQUIREMENTS w/ TENANT'S REPRESENTATIVE AND/OR CONTRACTOR



**1** **DETAIL "1" - TENANT REAR SIGN PANEL**  
SCALE: 1/4" = 1'-0"

Exhibit 3 - Tenant Rear Sign Panel





**DOUBLE FACE TENANT**

SIGNS TO REFLECT GENERAL  
MEDITERRANEAN STYLE

OVERALL ALUMINUM COM  
SUPPORT FRAMING. ADD  
ALUMINUM ACCENT PIECE

GRAPHICS ARE ROUTED TO  
& BACKED UP WITH TRANSPARENT

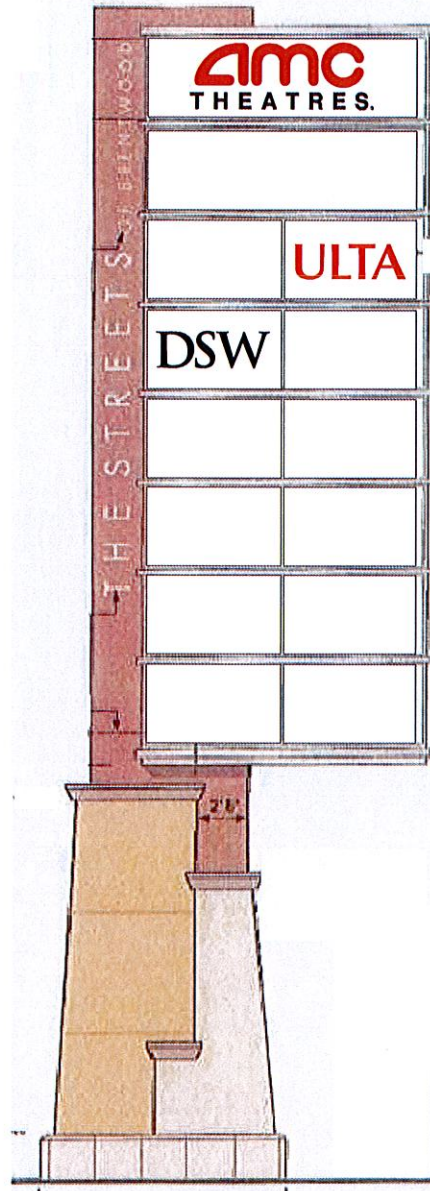
GRAPHICS ARE TO BE CO  
AREA ON CABINET FACE  
CABINET.

TENANT GRAPHICS ARE ILLUMINATED  
FLUORESCENT LAMPS HOUSING  
ALTERNATE EXTERNAL GRAPHIC  
WITH PIN MOUNTED SOLID

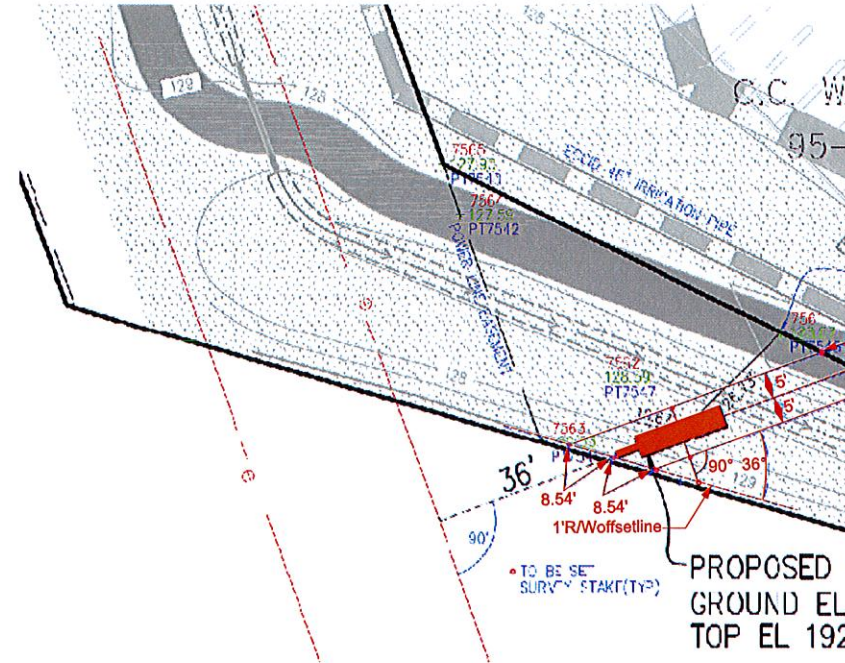
CABINET SECURED TO CONCRETE  
3.5" OD x .0216, SET IN SURFACE  
FOUNDATION - 54" x 54" x 24"

COLORS ----- TO COMPLEMENT  
CABINET - DARK BROWN  
GRAPHICS - ILLUMINATED  
TOP CAP & DETAILED BASE  
COMPLIMENTARY LIGHT TINT  
SANDSTONE.

Exhibit 5 - Monument Sign Example

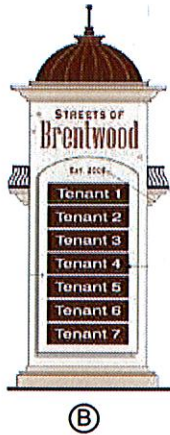
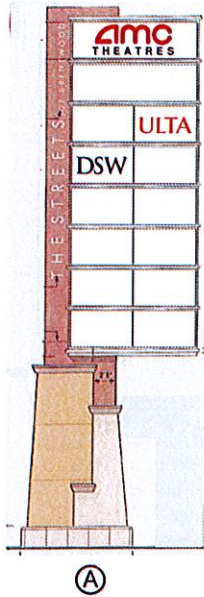


**A** PYLON SIGN  
1/8" = 1'-0"



Pylon Location

Exhibit 4a - Pylon Sign



**C** TOTAL --  
OUT-PARCEL  
MONUMENT SIGNS  
Double Face

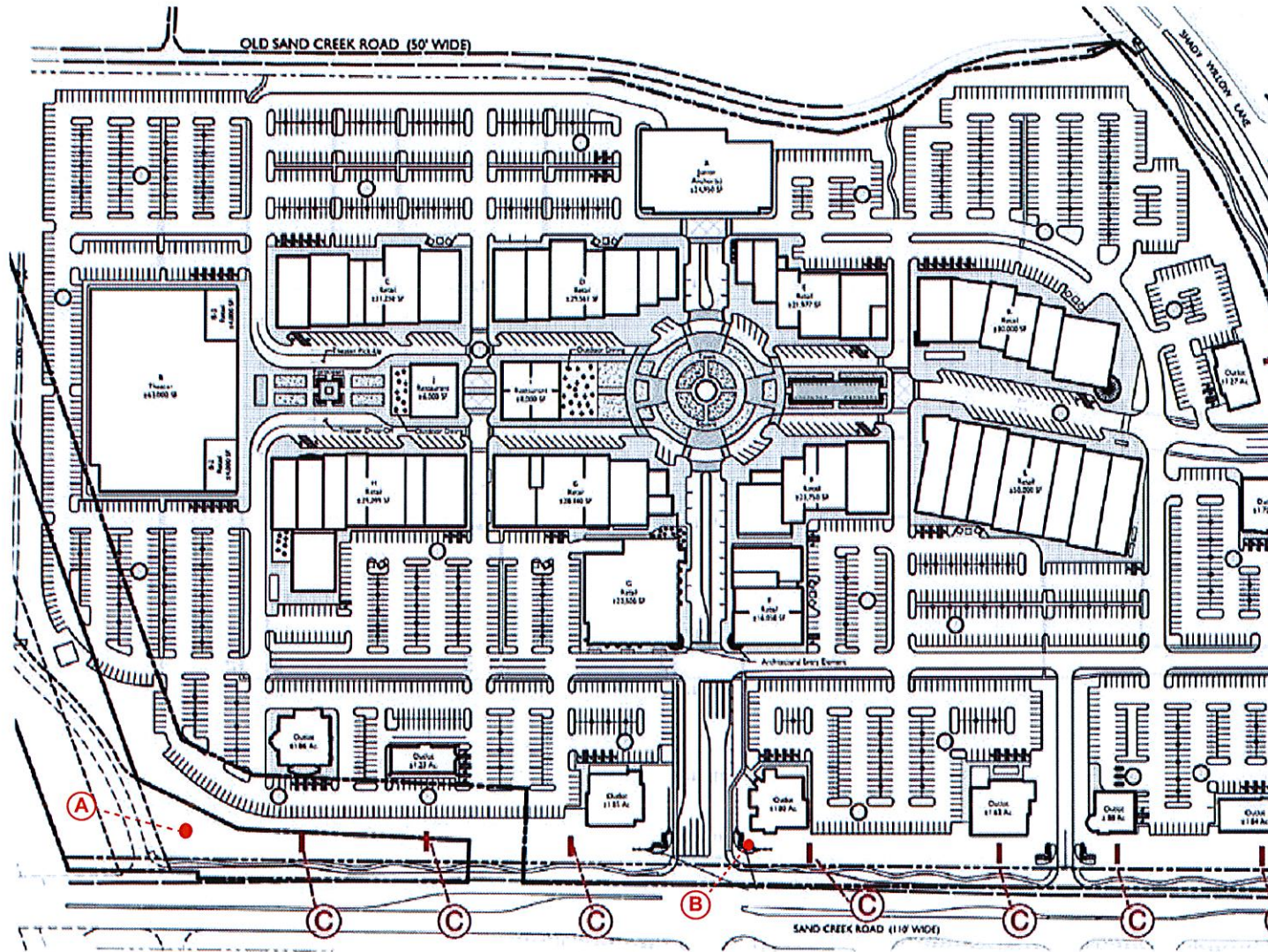


Exhibit 6 - Pylon & Monument Sign Plan

*The Streets of Brentwood Master Sign Program*

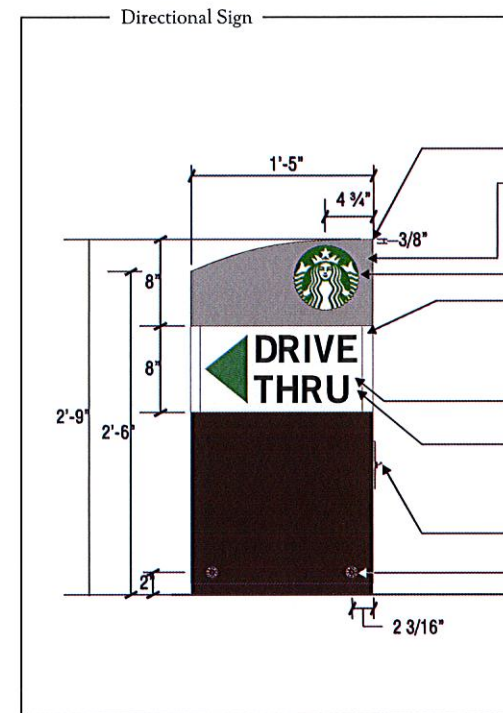
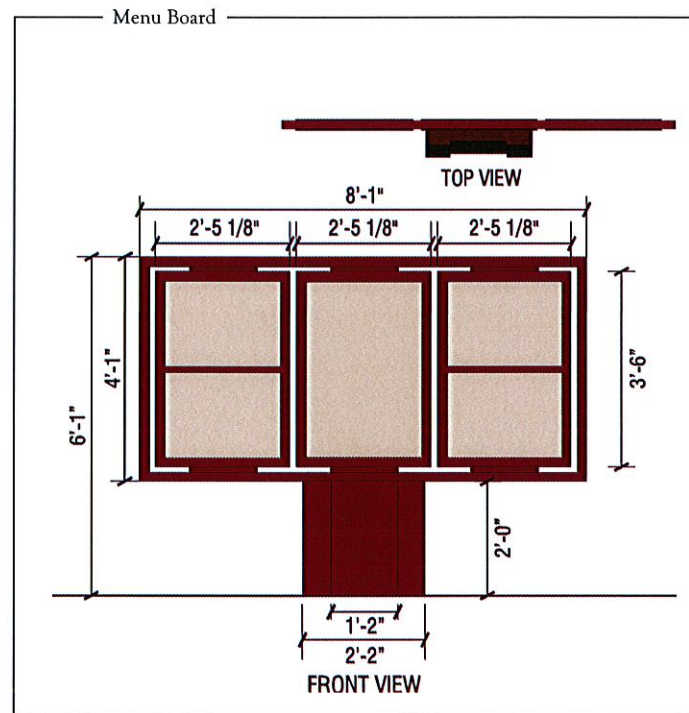
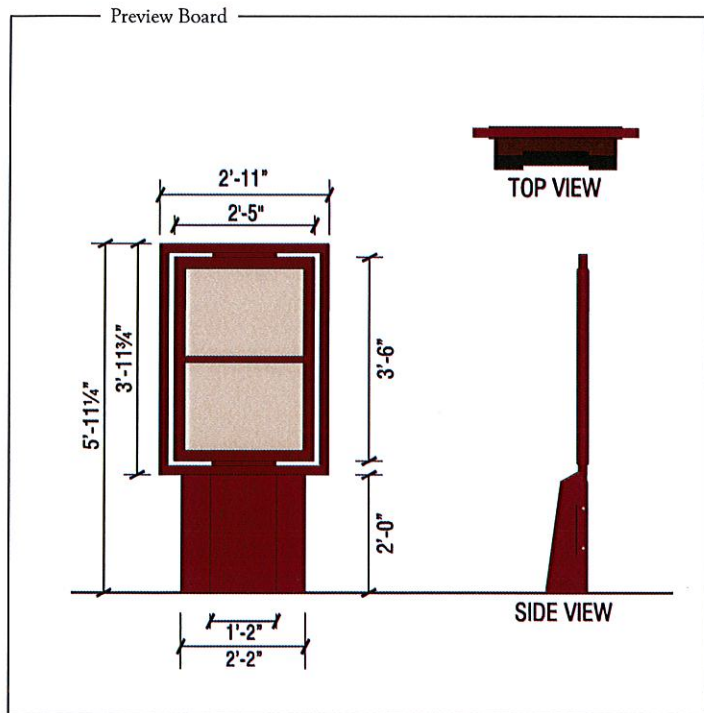
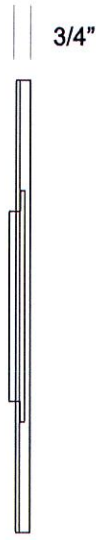
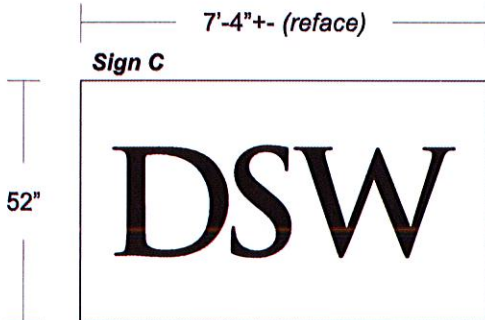
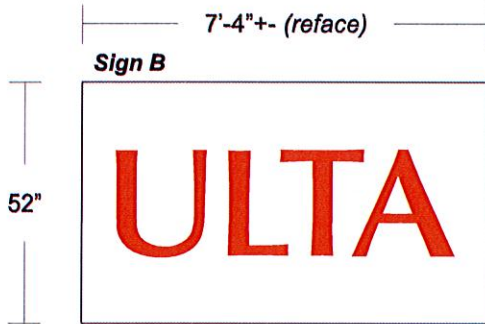
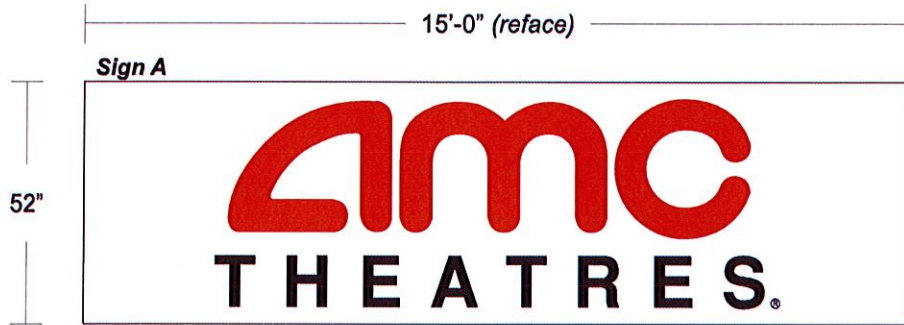


Exhibit 7 - Preview, Menu, and Directional Signage



End View  
(all typ.)

**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 req'd

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



Existing  
nts

**USS UNITED SIGN SYSTEMS**  
 5201 Pentecost Drive  
 Modesto, Calif. 95356  
 1-800-481-SIGN  
 FAX (209) 543-1326  
 C.S.C.L. # 718965  
 DESIGN MANUFACTURING INSTALLATION MAINTENANCE

**JOB INFO**  
 JOB #: 000  
 CLIENT: STREETS OF BRENTWOOD  
 CONTACT:  
 DATE: 11-3-14  
 PROJECT LOCATION:  
 BRENTWOOD, CA  
 SALESPERSON: BRIAN CAMPBELL  
 DRAWN BY: BAM  
 PAGE 1 OF 1  
 CLIENT APPROVAL \_\_\_\_\_ DATE \_\_\_\_\_  
 LANDLORD APPROVAL \_\_\_\_\_ DATE \_\_\_\_\_

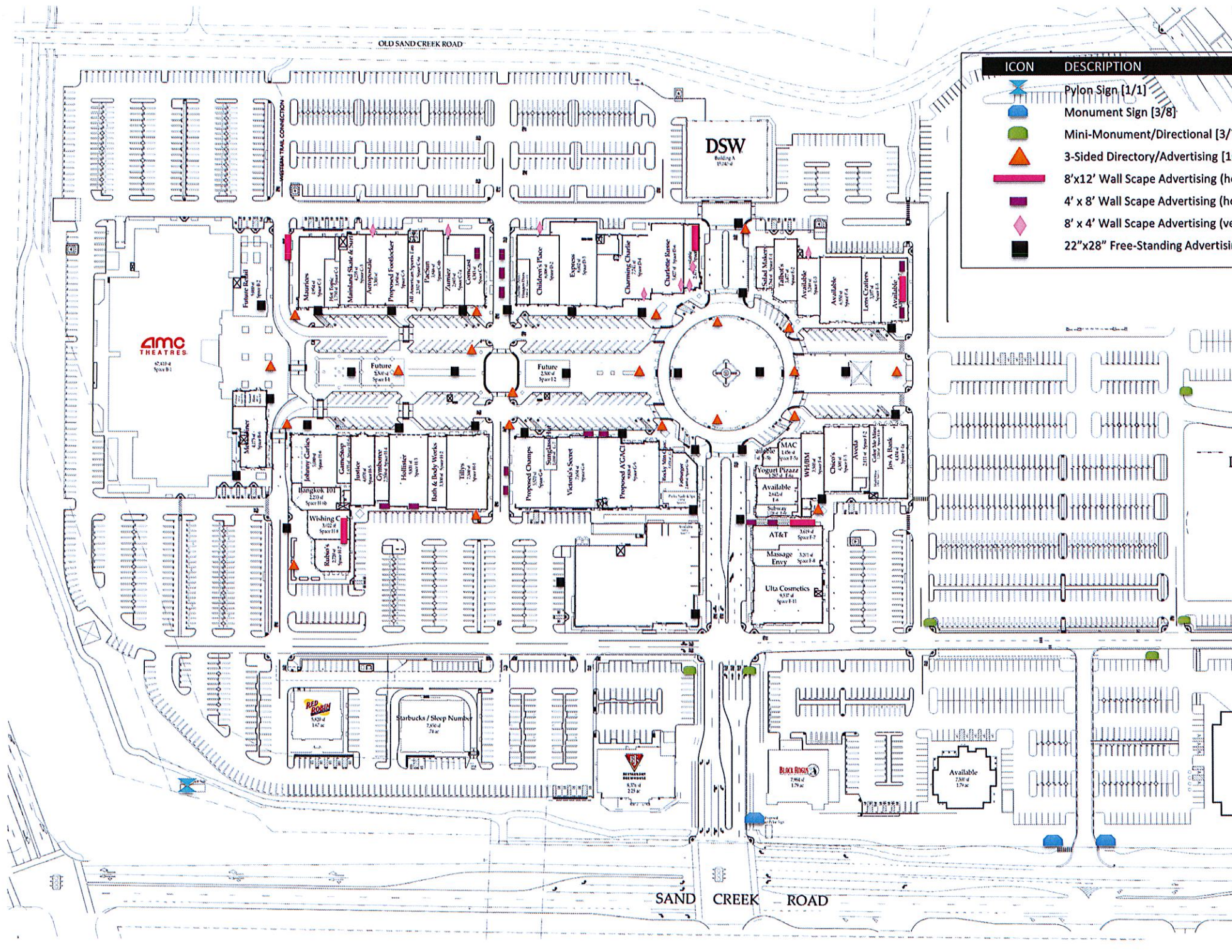
**FILE**  
 REVISIONS:  
 11-5-14 bam  
 SCALE:  
 NOTED  
 FILE NAME:  
 STREETS OF BRENTWOOD tenants

**ELECT.**  
 120 Volt   
 277 Volt   
 Other   
 one box above MUST be checked prior to any mfg.

See Drawing for Specifications  
 This Design Layout is specific to 120 volt electrical power for approved illustration.  
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OLD SAND CREEK ROAD

ICON	DESCRIPTION
	Pylon Sign [1/1]
	Monument Sign [3/8]
	Mini-Monument/Directional [3/7]
	3-Sided Directory/Advertising [10]
	8'x12' Wall Scape Advertising (hor)
	4' x 8' Wall Scape Advertising (hor)
	8' x 4' Wall Scape Advertising (ver)
	22"x28" Free-Standing Advertising



AMC THEATRES

DSW

RED ROBIN

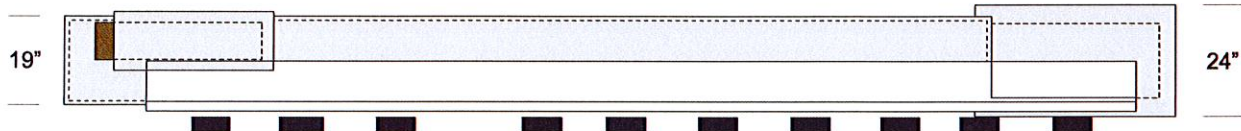
Starbucks / Sleep Number

RESTAURANT

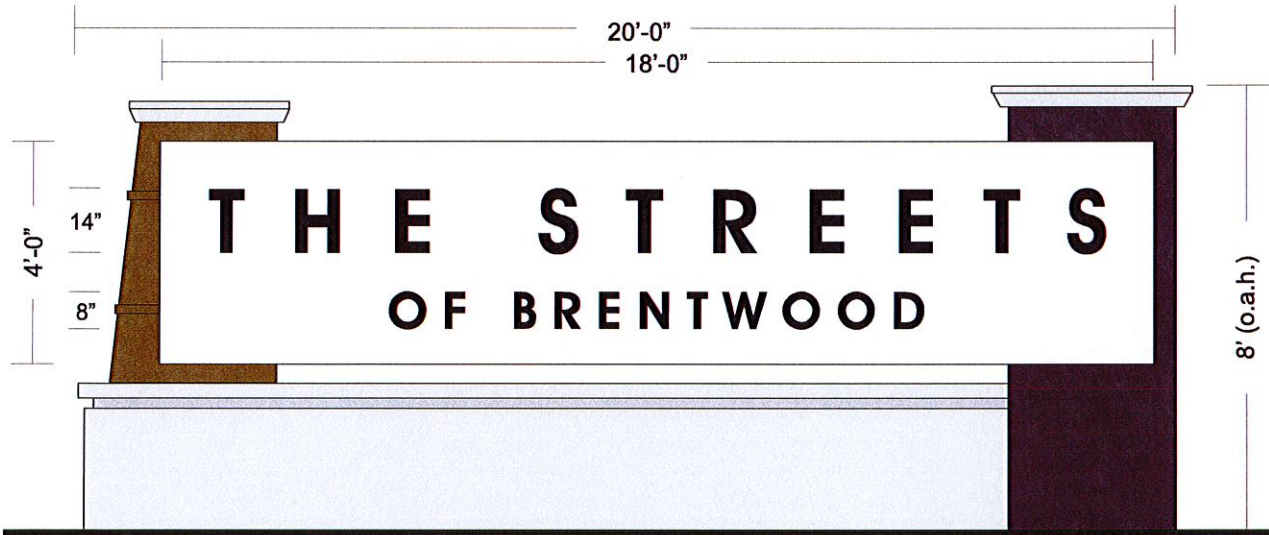
BLACK ROBIN

Available

SAND CREEK ROAD



Plan View



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

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

*i.d. copy:  
typ. reverse pan "halo"  
Led letters*

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



End View

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



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

APP

BY: Design

DATE: M

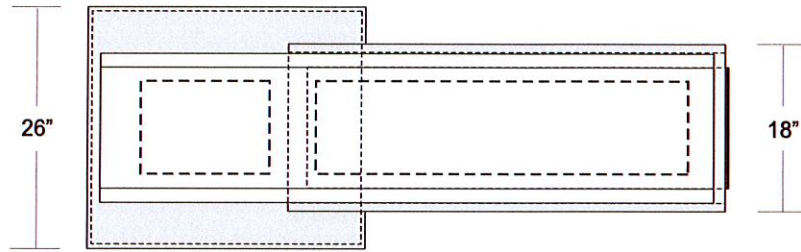
**USS UNITED SIGN SYSTEMS**  
C.S.C.L. # 718965  
5201 Pentecost Drive  
Modesto, Calif. 95356  
1-800-481-SIGN  
FAX (209) 543-1326  
DESIGN MANUFACTURING INSTALLATION MAINTENANCE

**JOB INFO**  
JOB #: 000  
CLIENT: THE STREETS OF BRENTWOOD  
CONTACT:  
DATE: 10-2-14  
PROJECT LOCATION:  
BRENTWOOD, CA  
SALESPERSON: BRIAN CAMPBELL  
DRAWN BY: BAM  
PAGE 1 OF 3  
CLIENT APPROVAL \_\_\_\_\_ DATE \_\_\_\_\_  
LANDLORD APPROVAL \_\_\_\_\_ DATE \_\_\_\_\_

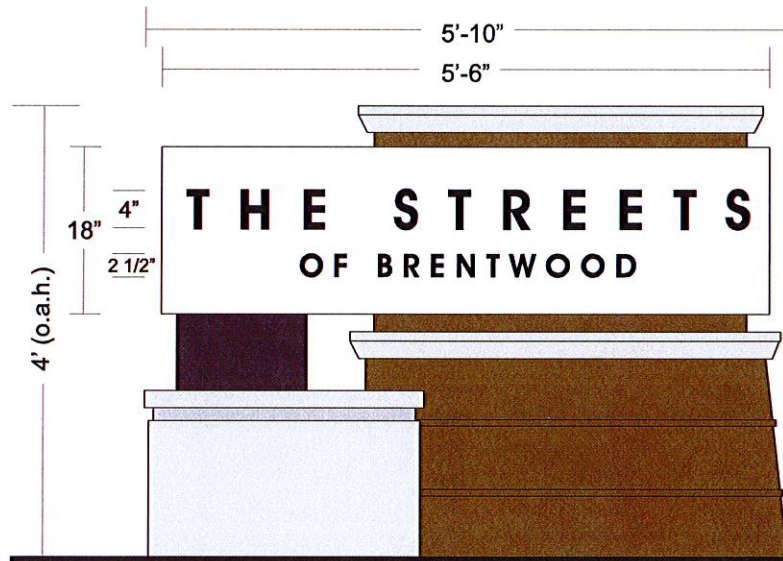
**FILE**  
REVISIONS:  
00-00-00  
SCALE:  
NOTED  
FILE NAME:  
STREETS OF BRENTWOOD

**ELECT.**  
120 Volt   
277 Volt   
Other   
one box above  
MUST be checked  
prior to any mfg.

See Drawing for Specifications  
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Plan View

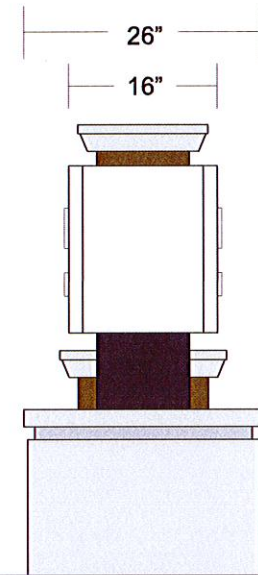


*all structure:  
aluminum construction  
paint t.b.d. (fine texture)*

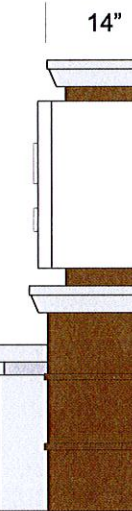
*i.d. panel:  
aluminum "shoe-box"  
paint white*

*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

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



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

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DESIGN MANUFACTURING INSTALLATION MAINTENANCE

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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 \_\_\_\_\_ DATE \_\_\_\_\_  
LANDLORD APPROVAL \_\_\_\_\_ DATE \_\_\_\_\_

**FILE**

REVISIONS: 00-00-00

SCALE: NOTED

FILE NAME:  
STREETS  
OF BRENTWOOD

**ELECT.**

120 Volt   
277 Volt   
Other

one box above  
MUST be checked  
prior to any mfg.

See Drawing for Specifications

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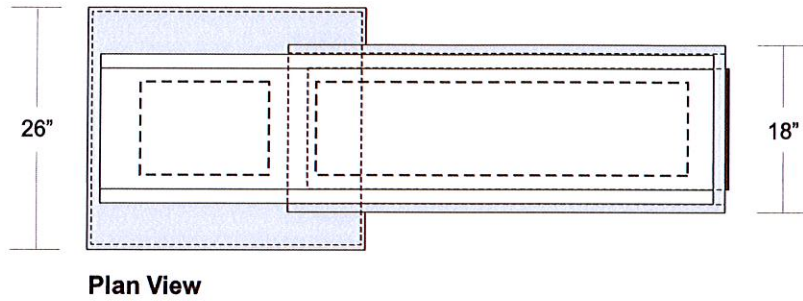


photo of existing pylon sign @ site:  
new proposed monument signs to match color



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

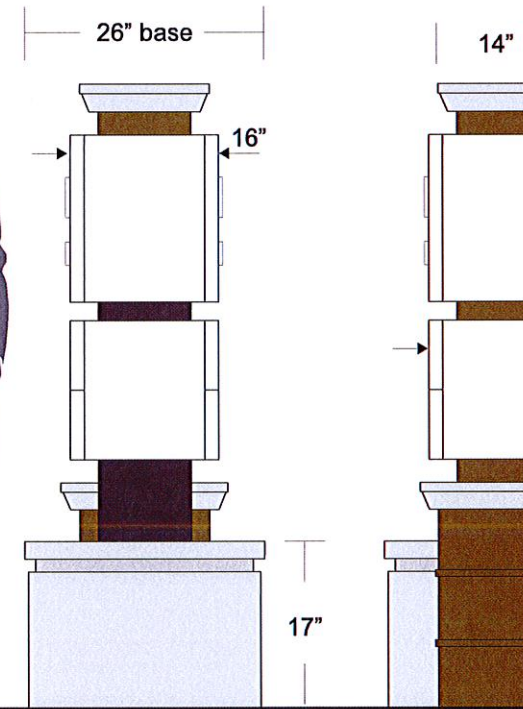
**i.d. panel:**  
aluminum "shoe-box"  
paint white

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

**tenant panel(s):**  
aluminum "shoe-box"  
paint white

**tenant copy:**  
typ. "push-thru" acrylic  
copy (day-night vinyl)

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



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

**SIGN "B" OPTION**

End View

End View

**JOB INFO**



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

C.S.C.L. # 718965

DESIGN MANUFACTURING INSTALLATION MAINTENANCE

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

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

CLIENT APPROVAL DATE

LANDLORD APPROVAL DATE

REVISIONS:  
1-30-15 bam

SCALE:  
NOTED

FILE NAME:  
STREETS  
OF BRENTWOOD

**ELECT.**

120 Volt   
277 Volt   
Other  
one box above  
MUST be checked  
prior to any mfg.

See Drawing for Specifications

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