

DRAFT SIGNAGE PROGRAM

COSTCO BRENTWOOD

RECEIVED

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CITY OF BRENTWOOD
COMMUNITY DEVELOPMENT DEPT**COSTCO BRENTWOOD MASTER SIGNAGE PROGRAM**

Consistent application of sign criteria will be utilized throughout the Costco Brentwood site. The guidelines below establish a hierarchy of criteria to regulate and control the size, location, type, and quality of signage. The intent of these guidelines is to create a consistent identity and branding that provides uniform signage, wayfinding, and vehicle circulation with clear points of entry to the warehouse and fuel facility.

General Guidelines

- Signage shall be of professional quality, utilizing high quality and durable materials and finishes.
- All signs shall be maintained in good condition, including the display surface. Signage shall be legible and kept clean and free of graffiti and/or other disfigurement.
- All signage shall be designed free of bracing, angle-iron, guy wire, cables and/or similar devices.
- Color palettes shall match the material and colors shown for the various signage types to achieve project consistency.
- The height and width of all signs shall be measured from the highest and widest point of the sign and the area of signs shall be calculated from the height and width of the sign surface.
- Corporate logos and font styles with multiple colors are allowed for all signage.

Costco Brentwood Signage Program

The guidelines below shall regulate the location, design and maintenance of wall and fuel facility signage. The hierarchy of signs are as follows:

Costco Warehouse Wall Signs

The signage package for the warehouse will consist of wall signage placed typically at the corners of the building and at the main entry to the warehouse; see Figure 1.

- A wall sign shall not project above any roof line or parapet.
- The sign area of a single wall sign shall not exceed ten percent of the face of the building on which it is located.
- One 195.5 S.F. Costco sign will be located at the entry to the warehouse, see Figure 2.
- Four 280 S.F. Costco signs will be located on each of the four building elevations, see Figure 3.
- One 30.33 S.F. Tire Center sign will be located on the south elevation, see Figure 4.

Building Face	Building Face Area	Allowed Signage Area (10% of Building Face)	Total Proposed Signage Area
North Building Face	7,510 S.F.	751 S.F.	280 S.F. - One (B) Sign
East Building Face	14,745 S.F.	1,474.5 S.F.	280 S.F. - One (B) Sign
South Building Face	10,650 S.F.	1,065 S.F.	210.33 S.F. - One 280 S.F. (B) Sign + One 30.33 S.F. (C) Sign
West Building Face	12,660 S.F.	1,266 S.F.	475.5 S.F. - One 195.5 S.F. (A) Sign + One 280 S.F. (B) Sign

Table 1, Warehouse Sign Areas

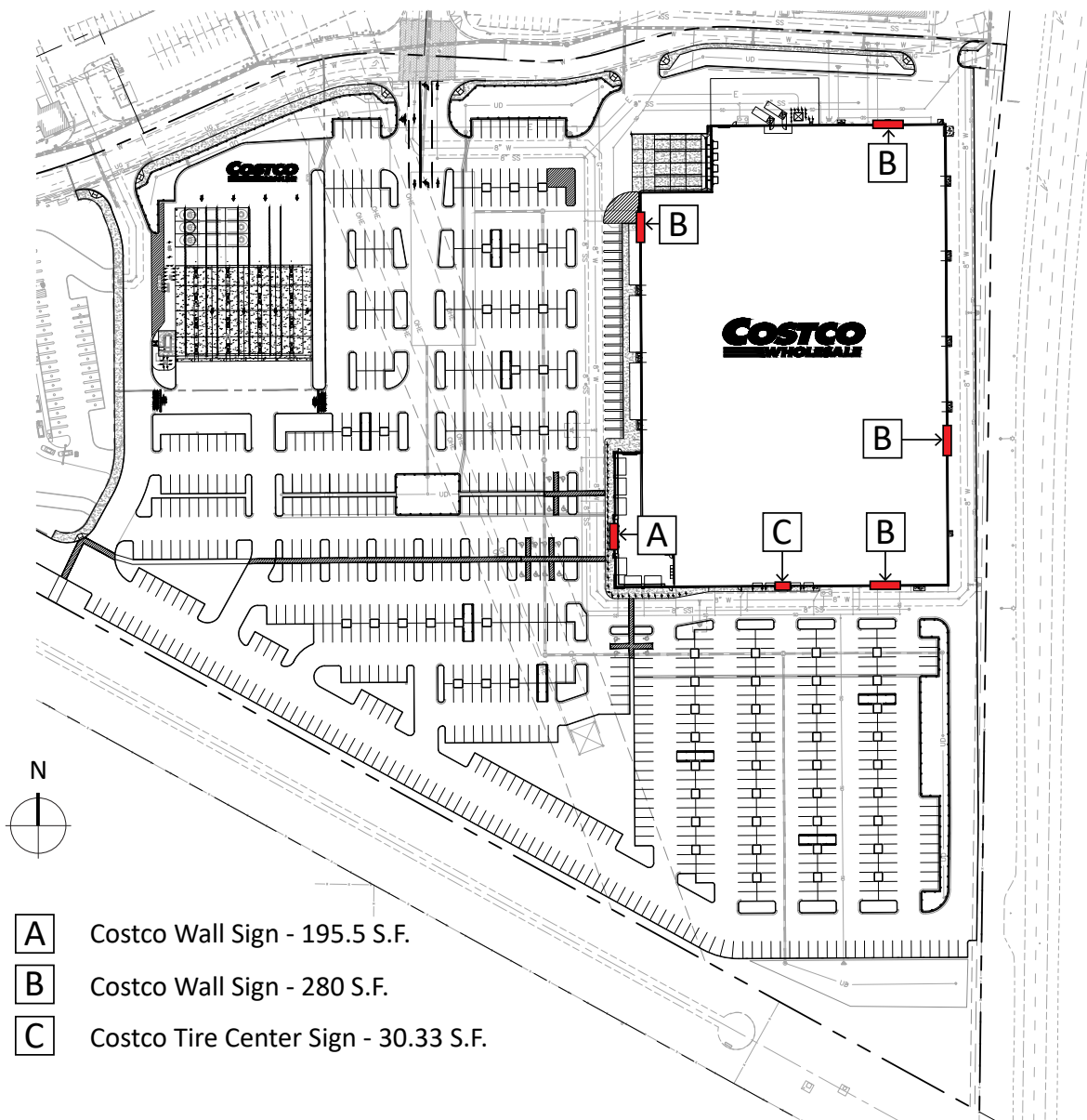


Figure 1, Warehouse Sign Locations



Figure 2, Costco Wall Sign (A) - 195.5 S.F.



Figure 3, Costco Wall Sign (B) - 280 S.F.

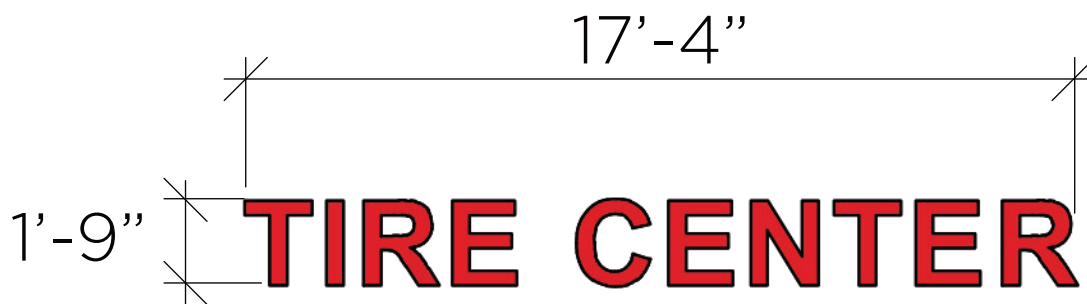


Figure 4, Costco Tire Center Sign (C) - 30.33 S.F.

Costco Fuel Facility Canopy Signage

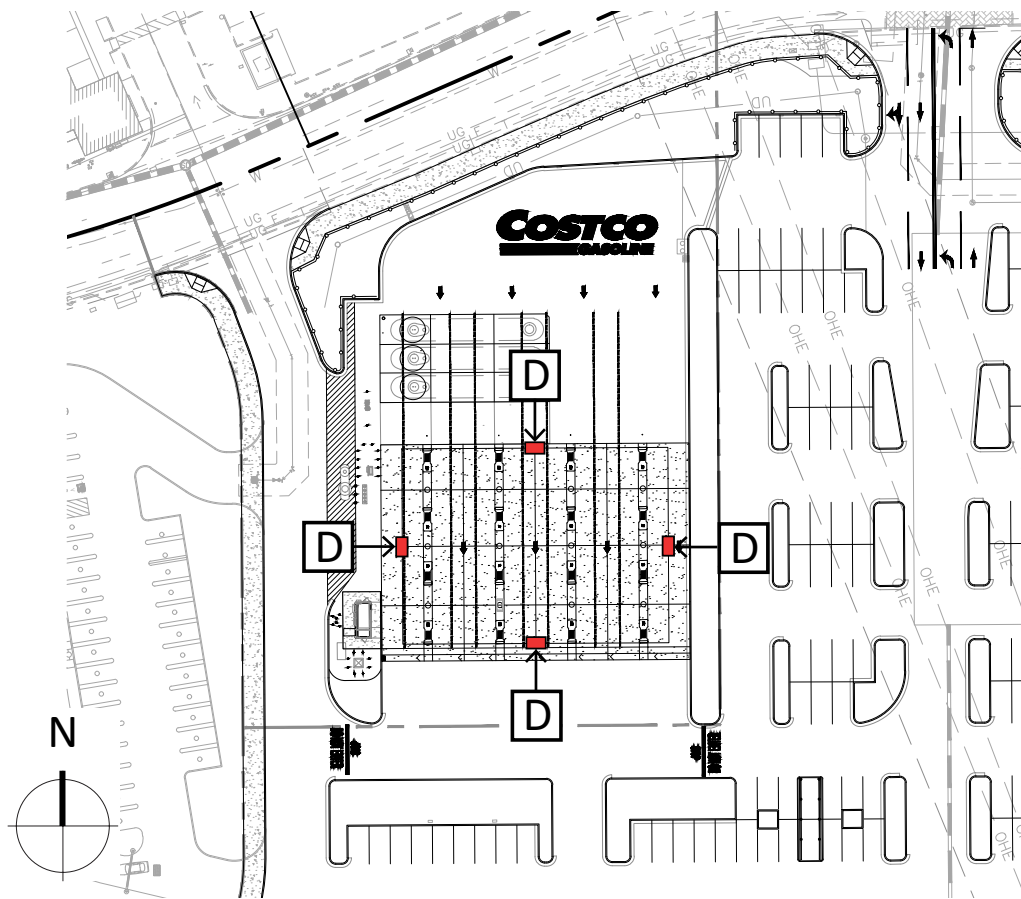
- Fuel facility signage will consist of four canopy signs at 20.5 S.F. each located on all four canopy elevations, see Figure 5.

<u>Building Face</u>	<u>Building Face Area</u>	<u>Allowed Signage Area (10% of Building Face)</u>	<u>Total Proposed Signage Area</u>
North Building Face	378 S.F.	37.8 S.F.	20.5 S.F.
East Building Face	277.5 S.F.	27.75 S.F.	20.5 S.F.
South Building Face	378 S.F.	37.8 S.F.	20.5 S.F.
West Building Face	277.5 S.F.	27.75 S.F.	20.5 S.F.

Table 2, Fuel Facility Sign Areas

Building Address Signs

- Address signage shall be required by the Building Department, Fire and Sheriff Department. Building wall signs shall not be included in the signage square footage.



D Costco Fuel Facility Canopy Sign - 20.5 S.F.

Figure 5, Costco Fuel Facility Sign Locations



Figure 6, Costco Fuel Facility Canopy Sign (D) - 20.5 S.F.