

**Proposed Draft
A TENANT'S GUIDE TO THE**

**BRISBANE VILLAGE
SHOPPING CENTER**

SIGN PROGRAM



**CITY OF BRISBANE
50 PARK PLACE
BRISBANE, CA 94005
(415) 508-2120**

Adopted: 5/12/11

BRISBANE VILLAGE SHOPPING CENTER SIGN PROGRAM

The Brisbane Village Shopping Center has an approved program for the design and installation of signage. The program is intended to enhance the attractiveness of the Center as a business location by maintaining a unified architectural character. All signs displayed at the Brisbane Village must conform to this program, which regulates sizes, locations, colors and type of signs. All signs are subject to property owner approval and most signs also require approval of a sign review permit by the City of Brisbane, Planning Director before they are installed. Whether or not a sign review permit is required, all signs shall be maintained in good repair.

This sign program is organized as follows:

- Types of Signs Permitted
- Sign Area Limits
- Prohibited Signs
- Approval Process
- Performance Standards

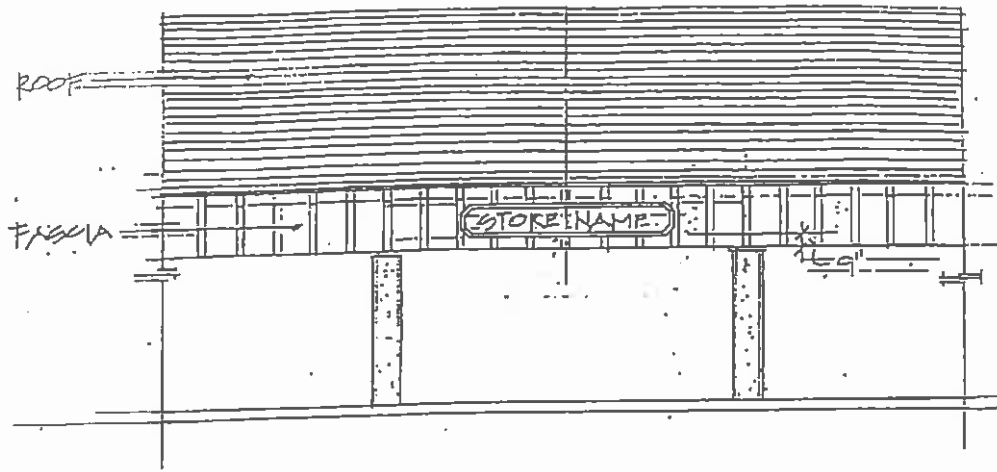
Types of Signs Permitted

1. Sign Review Permit Required

The following signs require approval of a sign review permit by the Planning Director:

A. Fascia-mounted canister wall signs.

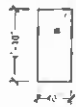
These signs may only be constructed of dark bronze casings with ivory, brown or registered trademark Plexiglas backgrounds with colors integral to the Plexiglas. Stick-on film, painted letters and other materials are not allowed. Text is to identify the business and shall not include the product sold except as a part of the occupant's trade name or insignia. Canisters may only be installed on the fascia of the building, as shown in the illustration below. The Planning Director may approve changes to the Plexiglas face and replacement or addition of canisters. The number of canisters is limited to one per tenant. A Building Permit is also required to install a canister, but not to change the Plexiglas face of an existing canister. The standard length for all canister wall signs is 12 ft. Optional designs for the outline of the canister are shown on the following page.



EXISTING

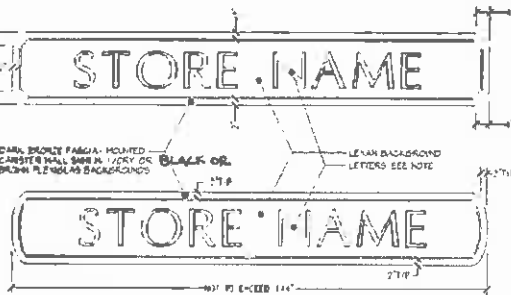


OPTION 2



END ELEVATION

PARTIAL TYPICAL ELEVATION



FRONT ELEVATION

OPTION 1



OPTION 3



FRONT ELEVATION

NOTE: 1. LETTER STYLE AND COLOR TO BE SELECTED BY TENANT AND APPROVED BY BEST MANAGEMENT, ALSO BY GOVERNMENTAL AGENCIES IF SO REQUIRED.
 2. THE ONLY CHANGES PROPOSED FOR THE CANISTER SHALL SIGN IS THE SHAPE OF THE ENDS OF THE CANISTERS. NO CHANGES IN COLORS OF CANISTERS OR SIGN FACES.

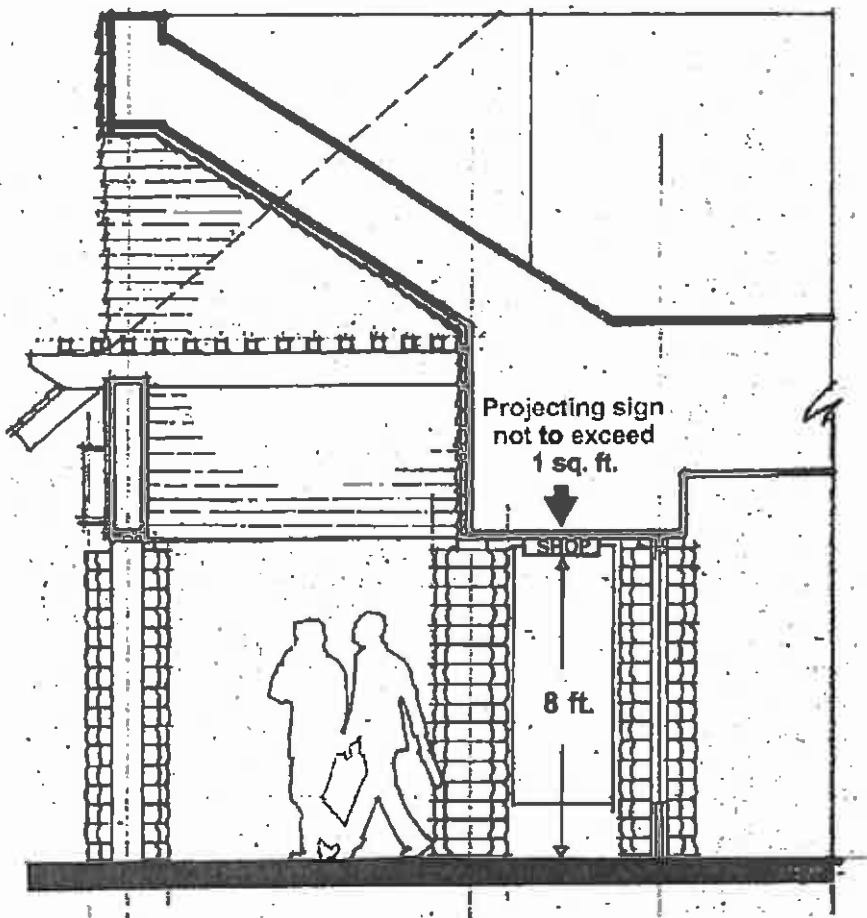
BRISBANE SHOPPING CENTER - STORE SIGN

SIGN AREA LIMITS IS REFERRED TO TABLE 1.1.A

D:\98102\STORESIGN.DWG

B. Projecting signs in the arcade overhang.

Projecting signs may only be hung perpendicularly to the store frontage and entirely beneath the arcade overhang. Only 1 sign, not to exceed 1 square foot (sq. ft.) in area, may be permitted per tenant. In addition to the sign review permit, a Building Permit is required for installation. A minimum of 8 feet of clearance over the walkway is required. The sign is to be located so as not to interfere with fire protection sprinklers.



C. Permanent window signs.

Permanent signs may be placed in shop windows, with a sign review permit required for those signs that are greater than 1 sq. ft. in area. The maximum amount of such window signage is based on the length of store frontage. See Table 1 in the Sign Area Limits section to determine the maximum amount of window signage that may be permitted for your storefront.

D. Temporary banner signs.

On occasion, a business may want to display a banner to announce a grand opening, special event or product. The following shall apply to tenant banner signs:

1. A tenant may display a banner sign for no more than 45 days during any single calendar year, except that new businesses may keep a banner on display for 90 days.
2. Banners may only be placed on the first floor windows, walls, or fascia facing the interior of the shopping center. If hung on the fascia the banner shall not extend below the bottom edge of the fascia. Banners that are located on a wall or the fascia shall be in front or adjacent to the business location. They may not be placed on the roof or on the walls of the buildings facing Bayshore Boulevard.
3. The banner shall not exceed 1 sq. ft. per lineal foot of store frontage minus the square footage of any permanent window signs (See Table 1 in the Sign Area Limits section to determine the combined maximum size of a banner and window signage for your storefront.)
4. The banner shall have a background of ivory, brown or the business's registered trademark color.
5. If the banner is hung over 6 feet in height a Building Permit is required.

E. Clock Tower Mounted Sign.

Modifications to the Clock Tower mounted sign at the southeast corner of the Shopping Center are subject to a sign review permit.

2. No Permit Required

The following signs do not require a sign review permit through the City of Brisbane, but do require property owner approval.

A. Freestanding Sign Nameplates

Each tenant is allowed one nameplate on each side of the freestanding sign on Bayshore Boulevard. The nameplates shall be 1 ft., 2 in. wide and 5 ft., 5 in. long. The text on each nameplate shall be set in at least 3 in. from all sides of the nameplate. The nameplates shall all be "Medium Bronze" (dark brown) with "Rawhide" (tan) lettering. The lettering style is subject to approval by the property manager. Please refer to the attached illustration.

COLOR 101 PATINA GREEN

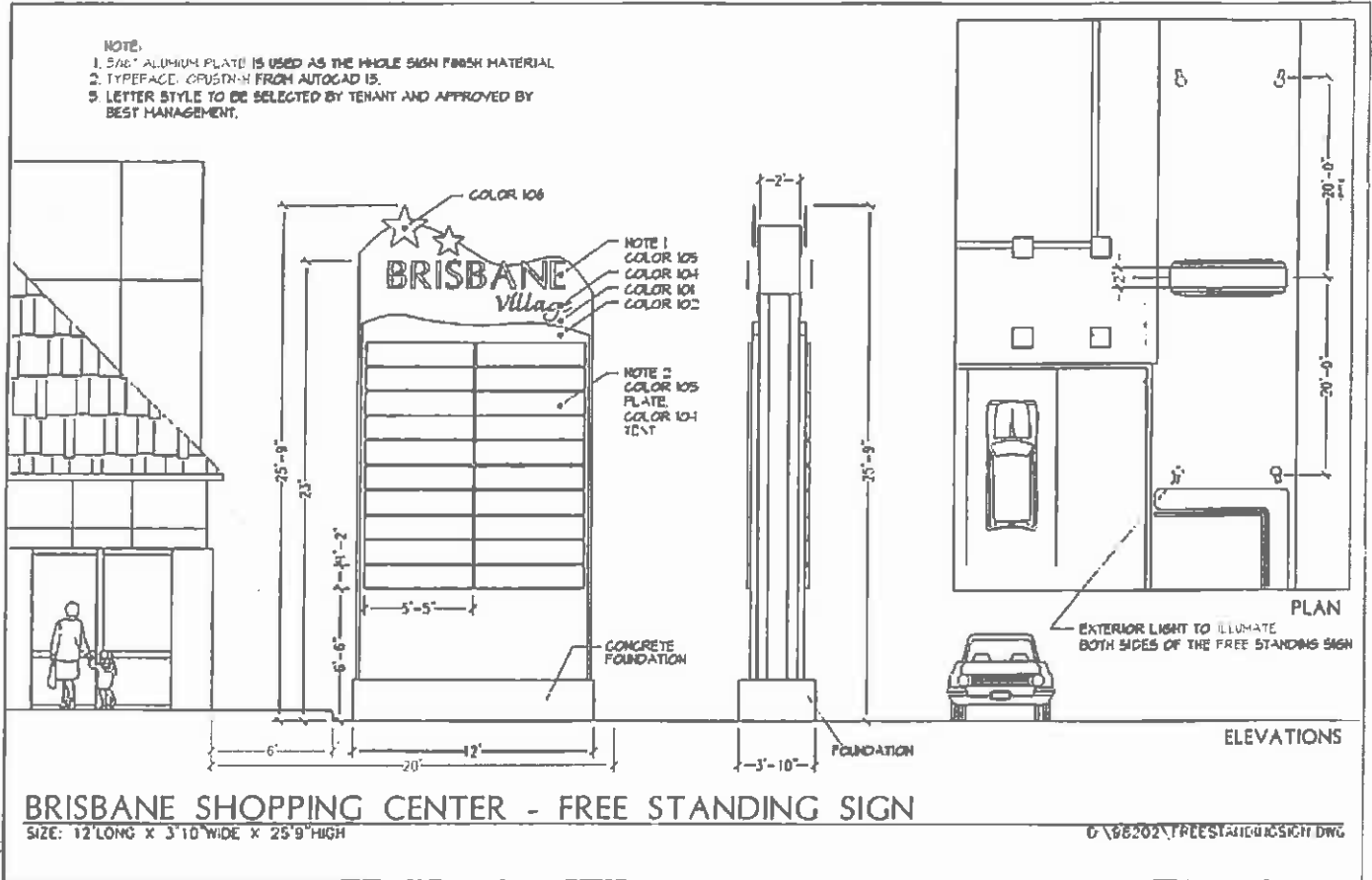
COLOR 103 MEDIUM BRONZE

COLOR 105 TERRA COTTA

COLOR 102 FOREST GREEN

COLOR 104 RAWWHITE

COLOR 106 (DG) BRITE YELLOW



B. Temporary Window Signs

Signs may be temporarily displayed in or on windows for up to 90 days, but may not cause the total sign area limit shown on Table 1 to be exceeded.

C. Small Permanent Window Signs

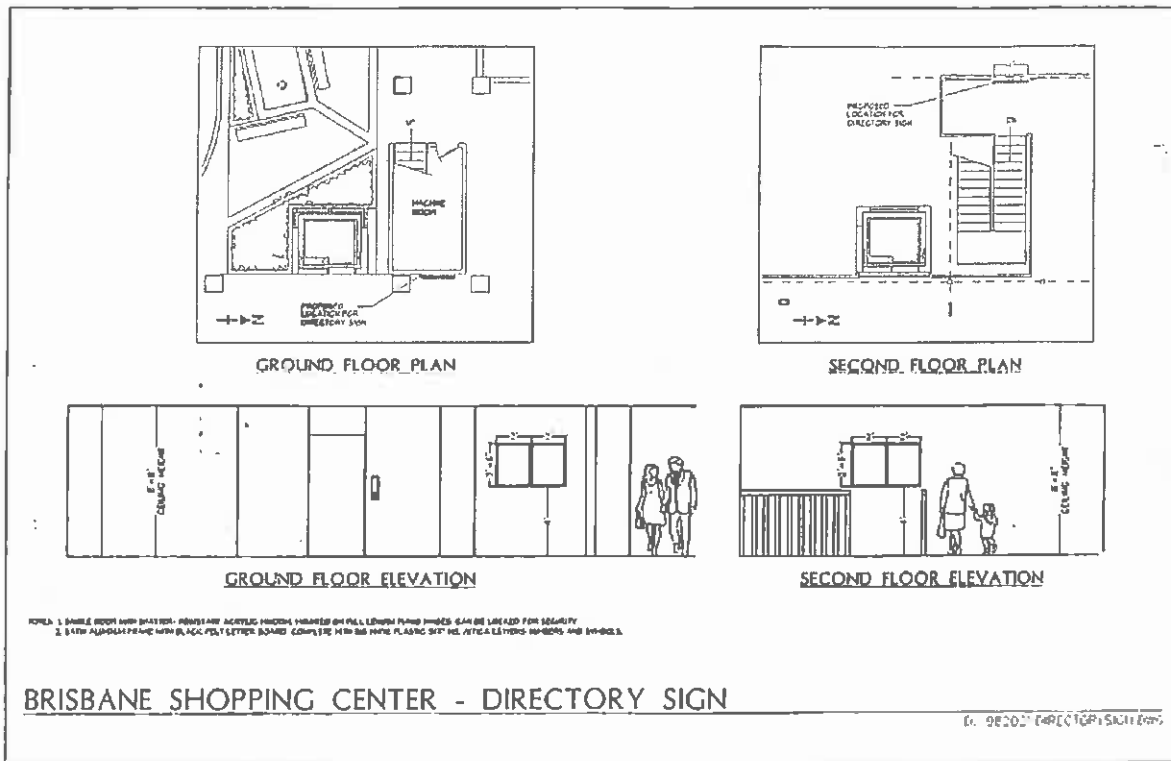
One sign per unit that is up to 1 sq. ft. in area may be permanently displayed in or on windows.

D. Interior Signs

Interior signs that are not affixed to a window nor within a window frame are exempt.

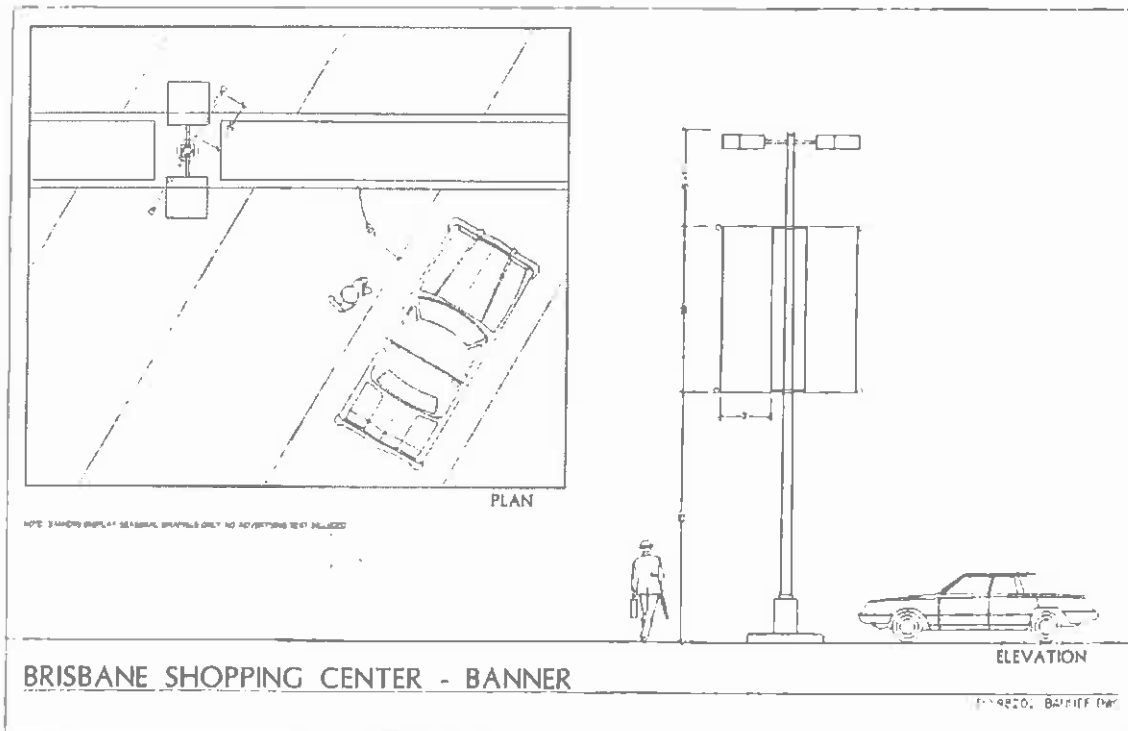
E. Directory Sign Listings

Second-floor tenants are allowed one listing on each of the directory signs located on the ground floor next to the elevator and at the top of the central stairway, using standardized lettering per the attached. Please refer to the attached illustration.



F. Seasonal Banner Signs

The shopping center is allowed 4 non-advertising seasonal banners mounted on the parking lot light standards, as shown below.

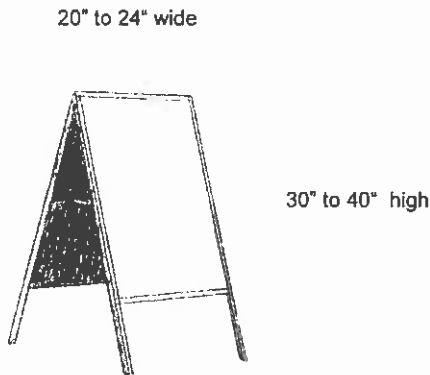


G. Portable Promotional Signs

Portable promotional signs are allowed, up to one per tenant for promotional events, for up to 90 days per year. In order to promote a uniform appearance and to prevent the use of signs that may present hazards the following standards will apply:

- Only A-frame style signs are allowed, as shown;
- Sign dimensions shall be between 20 to 24 inches wide by 30 to 40 inches high;
- The sign background shall be ivory or brown;
- Each sign shall be safely secured during and after business hours;
- During business hours placement shall be on the sidewalk in front of the tenant's store (not off-site) and displaying the sign after business hours is not permitted;
- The sign shall not present a hazard or impede pedestrian access and shall maintain Americans with Disabilities Act (ADA) compliance.

Modifications may be made via sign review permit, subject to Planning Director approval.



A-frame style portable sign

Sign Area Limits

This sign program limits how much total signage each tenant may have, based upon the frontage of each store (see Table 1). The total signage is the combination of the areas of canister wall signs, projecting signs, permanent window signs and temporary banners. Window signs, that are less than 1 sq. ft. in area, and portable promotional signs, as defined above, are excluded from the sign area limits shown in Table 1.

**TABLE 1
Sign Area Limits**

Old County Road Address	Store Frontage (lineal feet)	Maximum Total Permanent Window and Banner Signage* (sq. ft.)	Maximum Sign Area for Canister Wall Sign(s) (sq. ft.)	Maximum Area for Hanging Sign (sq. ft.)	Maximum Total Signage Based on Store Frontage (sq. ft.)
2 nd Floor SE	98	98	22	1	100*
2 nd Floor NW	46	46	22	1	69
#110	135	100*	22	1	100*
#114	20	20	22	1	43
#118	20	20	22	1	43
#120	20	20	22	1	43
#126	19	19	22	1	42
#130	23	23	22	1	46
#138	20	20	22	1	43
#140	20	20	22	1	43
#142	20	20	22	1	43
#146	11	11	22	1	34
#150	20	20	22	1	43
#152	21	21	22	1	44
#154	20	20	22	1	43
#156	10	10	22	1	33
#158	20	20	22	1	43
#160	11	11	22	1	34
#174	31	31	22	1	54
#182	96	96	22	1	100*

Note:

*One (1) square feet (sq. ft.) of window and banner signage may be permitted per lineal ft. of frontage, up to 100 sq. ft. However, the total signage, including canister and hanging signs, must also not exceed 100 sq ft.

Prohibited Signs

Signs which do not fall within the above categories are prohibited, including but not limited to the following:

1. Roof signs
2. Permanent Banners
3. Freestanding Signs, other than the one on Bayshore Boulevard approved by the Planning Commission

Approval Process

1. Sign Review Application

All signs require approval by the property owner prior to installation. In addition, a sign review permit, approved by the City of Brisbane, is required for certain signs as outlined above. An application form may be obtained from the City Brisbane Building and Planning Department counter at City Hall or from the City's website (see contact information below). The application must be signed by the property owner and must be accompanied by plans drawn to scale (including one set at either 8.5x11 or 11x17 inches) with depictions of the proposed colors, materials, text, font size, location, etc. For the Sign Review application fee, see Line P19 ("without hearing") in the current Master Fee Schedule.

2. Findings

Sign review permits are subject to the approval of the Planning Director, who must find that the proposed signage complies with all of the requirements of this sign program. Also, the applicable Findings for Approval from BMC Section 17.36.060.D will be applied.

3. Appeals

The Planning Director's determination can be appealed to the Planning Commission by filing a written statement of the reasons for the appeal, along with the fee (see Line P46 in the current Master Fee Schedule), within 7 calendar days of the decision.

4. Other Requirements

Certain types of signs also require a Building Permit for installation. These are electrical signs and signs located 6 ft. or more above grade, except for painted signs or decals. A Building Permit is not required to replace the face of an existing fascia-mounted canister wall sign. Three sets of plans drawn to scale with details for construction and installation must be submitted, along with the plan check and permit

fees, which are based upon the valuation (materials and labor) of the proposed signage. Building Permits can be obtained after sign review approval.

Performance Standards

All signs shall be subject to the BMC Section 17.36.030.F, Construction and Maintenance provisions. In addition, upon vacancy of a unit the canister sign and nameplate on the freestanding nameplate sign, along Bayshore Boulevard, shall be replaced with a blank, ivory Plexiglas plate and the name shall be removed from the directory signs. Turning previously approved signs backwards is not permitted, since text shows through these signs.

For more information contact the City of Brisbane, Community Development Department at 50 Park Place, or by phone (415) 508-2120. This program, the planning application form (the same form as the sign permit application) and fee schedule are also provided on the City's website, www.brisbaneca.org.