SIGN PROGRAM
FOR THE
VEHICLE DEALERSHIP

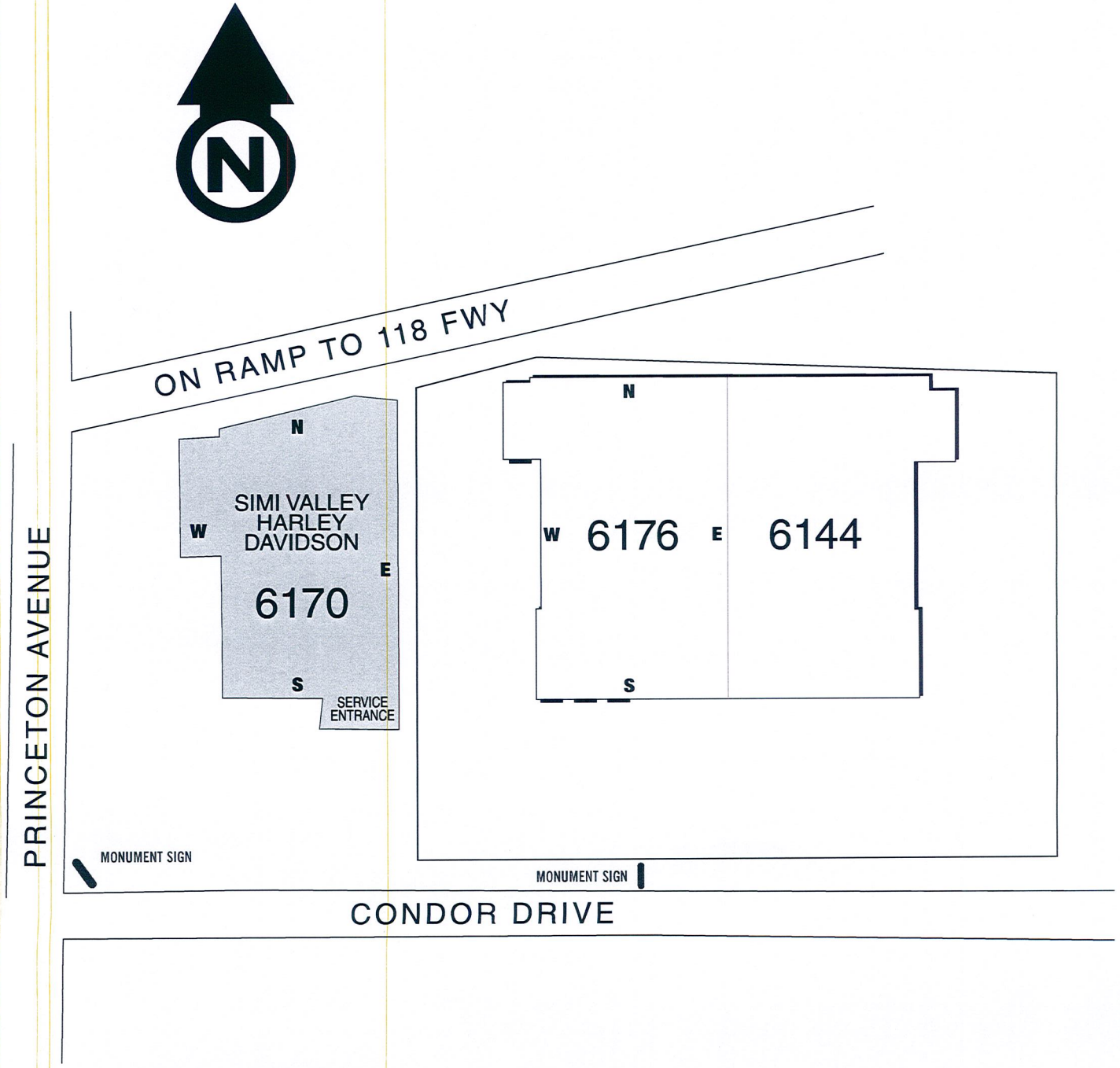
6176-6190 CONDOR DR.
MOORPARK, CA 93021

City of Moorpark
Community Development Department
APPROVED
CASE NUMBER: Sign Program 2015-03
APPROVAL DATE: 2/26/15
APPROVAL AUTHORITY: STAFF/CDD
RESOLUTION NUMBER:
CASE PLANNER:

FEB. 20, 2015

VOGUE SIGN
COMPANY
SINCE 1962

715 COMMECIAL AVE., OXNARD, CA 93030 • 805.487.7222 FAX 805.487.8774


N
ON RAMP TO 118 FWY
PRINCETON AVENUE
N
W
SIMI VALLEY
HARLEY
DAVIDSON
6170
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SERVICE
ENTRANCE
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6176
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6144
S
MONUMENT SIGN
MONUMENT SIGN
CONDOR DRIVE

CONDITIONAL Sign Program for Vehicle Dealership at 6176-6190 Condor Dr.

In 2 years....

- Within 90 days of the end of the 2 year Temporary Sign Program, all signs must have been Permitting and Installed with the upgrades as follows:

- Sign type must be individual Channel Letter and shaped logo signs or Cloud signs with dynamic contoured structures

- Fascia's must be repaired and repainted to uniform appearance with all holes professionally finished and textured prior to repainting.

- No rectangular can signs of any type will be allowed.

- All on building signs must meet criteria except non- illuminated Directional Service signs

Purpose:

To Establish a Sign Criteria for the vehicle dealerships located at these addresses.

Temporary Sign Program boundaries

The rules for this Sign Program will only be in effect for a 2 year period from the date of acceptance by the City of Moorpark. At the end of 2 years, the signage must be removed and replaced to meet the permanent Sign Program requirements as noted below.

6190 Condor Dr. building (Current Tenant Harley Davidson)

Definition:

- A Sign shall be considered any portion of the lettering or logo used to represent the business's Trade Name. All elements together will be considered the "sign".

- No web addresses, email addresses, telephone numbers or product lists to be used

- Trademarked colors are acceptable with proof of Trademark

Location:

- Signs will be allowed on the uppermost panel of the building referred to as the "sign band".

- Sign must be centered vertically in the sign band

- Sign must be no less than 2 feet away from the edge of the building.

- No signs on the East Elevation

- North elevation sign must be centered on the panel horizontally

Quantity:
West Elevation
- Up to one sign

South Elevation
- Up to one sign

South Elevation Service Entrance
- Up to one illuminated sign
- Up to one directional sign, non-illuminated.

North Elevation
- Up to one sign

East Elevation
No signs allowed

Size:
- Each sign can be at a ratio of one square foot of signage for each frontage foot of the elevation to which it is attached.
- The logo element will be calculated by drawing a 4 sided box around the sign and adding its size to the lettering element whose size is calculated by drawing a 4 sided box around it.
- Up to two lines of text.
- Stacked sign text and logo cannot exceed 70% of the length and/or height of the sign band

Service Entrance signs
- Up to one illuminated sign no greater than 4' tall at any point and 6' wide at any point
- Up to one set of directional lettering, non-illuminated dimensional letters in one line indicating "Service Entrance" or similar, not to exceed 12" in height and 8 feet in length.

Type:

- *Internally Illuminated individual Channel Letters*
- *Shaped "Cloud Signs" with dynamic faces with lettering*
- *Logos with shaped cans in contour with logo*
-

Disallowed types

- *Internally illuminated "can" signs with 4 straight sides*
- *Exposed neon or faux neon signs (aka "Skeleton neon" signs)*
- *Signage permanently mounted to the upper windows.*

Monument sign:

- *One monument sign per building*
- *Monument sign must be internally illuminated*
- *Sign to have upgrades to base to allow for changes. Example: Add rock to the base and sides*
- *Multiple brands can be on the same structure.*
- *Panels must have opaque background with translucent lettering.*

6176 Condor Dr. building (Current Tenant: Husqvarna, adding Honda & CanAm/Seadoo)

Definition:

- A Sign shall be considered any portion of the lettering or logo used to represent the business's Trade Name. All elements together will be considered the "sign".

- No web addresses, email addresses, telephone numbers or product lists to be used

- Trademarked colors of lettering are acceptable with proof of Trademark as long as the background is a neutral light color.

Location:

- Signs will be allowed on the uppermost panel of the building referred to as the "sign band".

- Each sign to be centered in the sign band portion of each pillar opening feature on the south elevation

- Sign must be no less than 3 feet away from the edge of the building.

- No signs in the neutral areas between attached buildings to the east.

- North elevation sign must be centered on the panel horizontally

- One Service sign will be allowed directly above the bay doors which faces south on the West elevation

a. This sign may be on the 'sign band" or may be placed in the 5' tall panel directly above the door.

b. Limited to a maximum of one sign although several brands can be represented on it.

Quantity:

South Elevation:

- Up to three sign

West Elevation

- Up to one sign

South facing Service entrance on West elevation

- Up to one illuminated sign

- Up to one directional non-illuminated sign

North Elevation

- Up to three signs

East Elevation

- non existant

Size:

- Each opening between the pillars is 12' long. It is desireable to have each sign not exceed 12' in length, although a maximum length of 15' is acceptable as long as there is a minimum separation of 3' between adjacent signs.

- Each sign must be no greater than 36" tall

- Total combined square footage of the signs cannot exceed 100 sq. ft.

- No one sign can be greater than 45 sq. ft.

- The logo element will be combined with the lettering element and the size is calculated by drawing a 4 sided box around all elements together.

- Up to two lines of text

Sign on the South facing portion of the West elevation

- Up to one illuminated sign no greater than 4' tall at any point and 6' wide at any point

- Up to one set of directional lettering, non-illuminated dimensional letters in one line indicating "Service Entrance" or similar, not to exceed 12" in height and 8 feet in length.

Type:

- Internally Illuminated individual Channel Letters are preferred

- Shaped "Cloud Signs" with dynamic faces with lettering

- Logos with shaped cans in contour with logo

*****Acceptable sign types for a 2 year period commencing with approval of this sign program*****

- Internally illuminated rectangular shaped sign boxes with pan formed faces with raised letters, router cut faces with translucent letters and opaque backgrounds or reversed translucent letter panels with opaque backgrounds.

- Signs of a uniform Size, Scale, Appearance are desired.

Disallowed types

- Internally illuminated "can" signs with 4 straight sides and light colored translucent backgrounds with colored letters.

- Exposed neon or faux neon signs (aka "Skeleton neon" signs)

- Signage permanently mounted to the upper windows.

Monument sign:

- One monument sign per building

- Must meet setback requirements

- Monument sign must be internally illuminated

- Sign to have architectural features to tie into building or a rock base and dynamically shaped sides

- Multiple brands can be on the same structure.

- Panels must have opaque background with translucent lettering.

- Only brands matching represented on-building signage will be allowed

All Buildings:

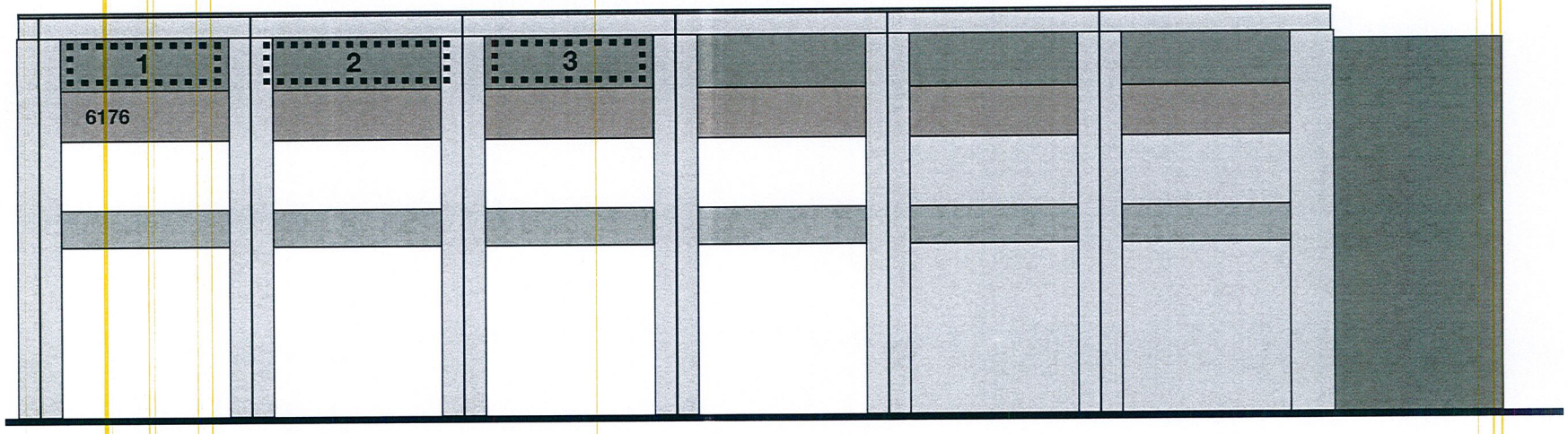
Approval.

- Owner sign off and all city forms.

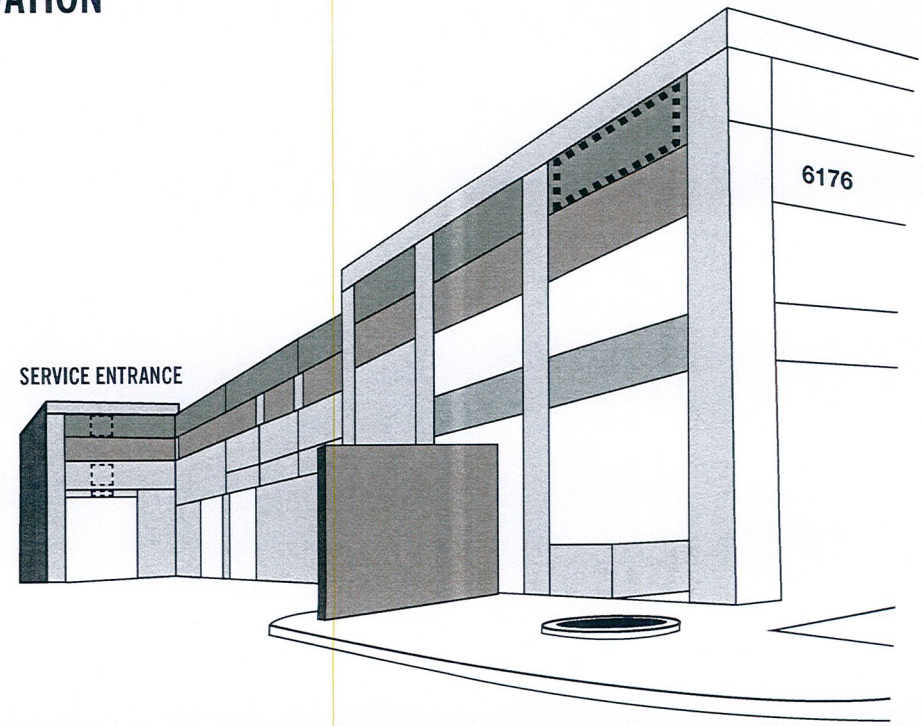
- Licensed Contractor to pull Building permit

- UL Listed

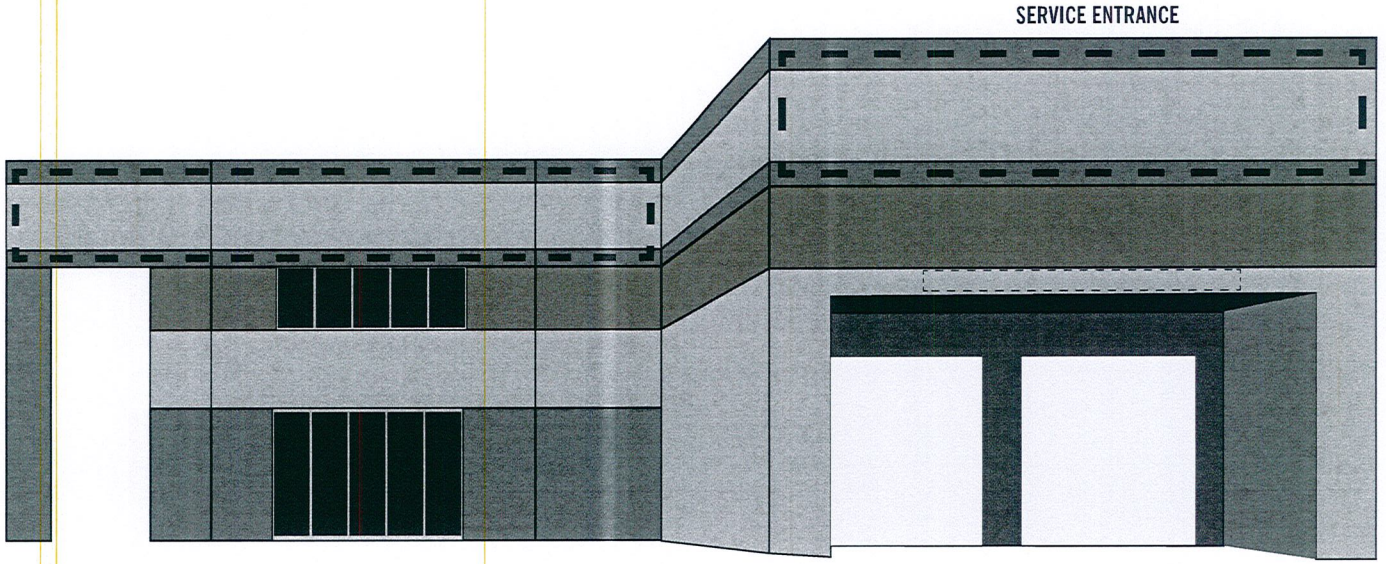
- Meet all other City Sign Ordinance qualifications



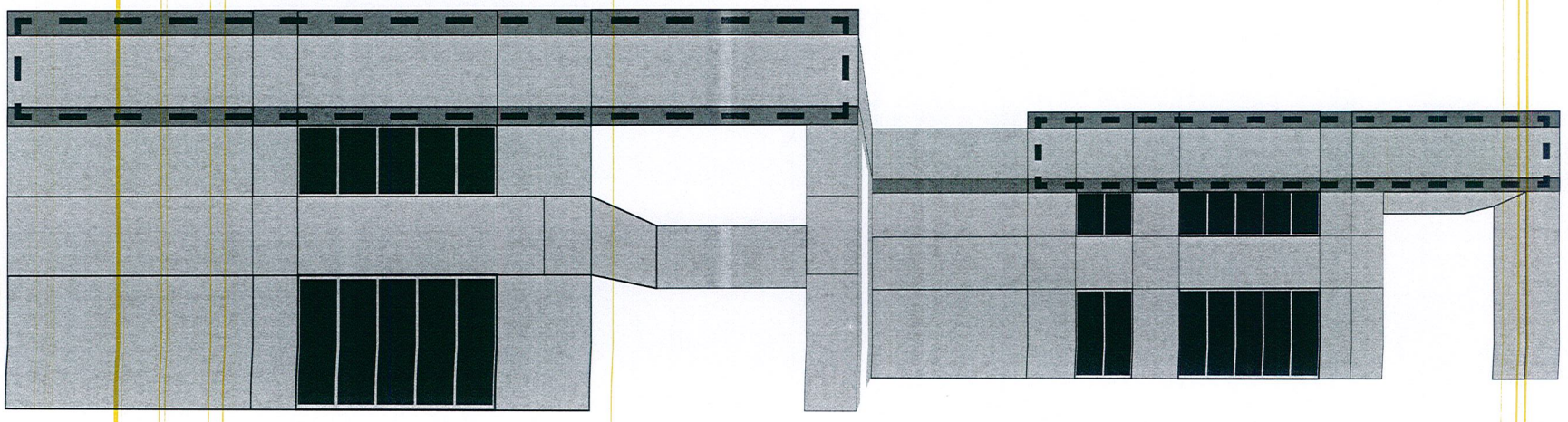
6176 - SOUTH ELEVATION



6176 - WEST ELEVATION



6190 - SOUTH ELEVATION



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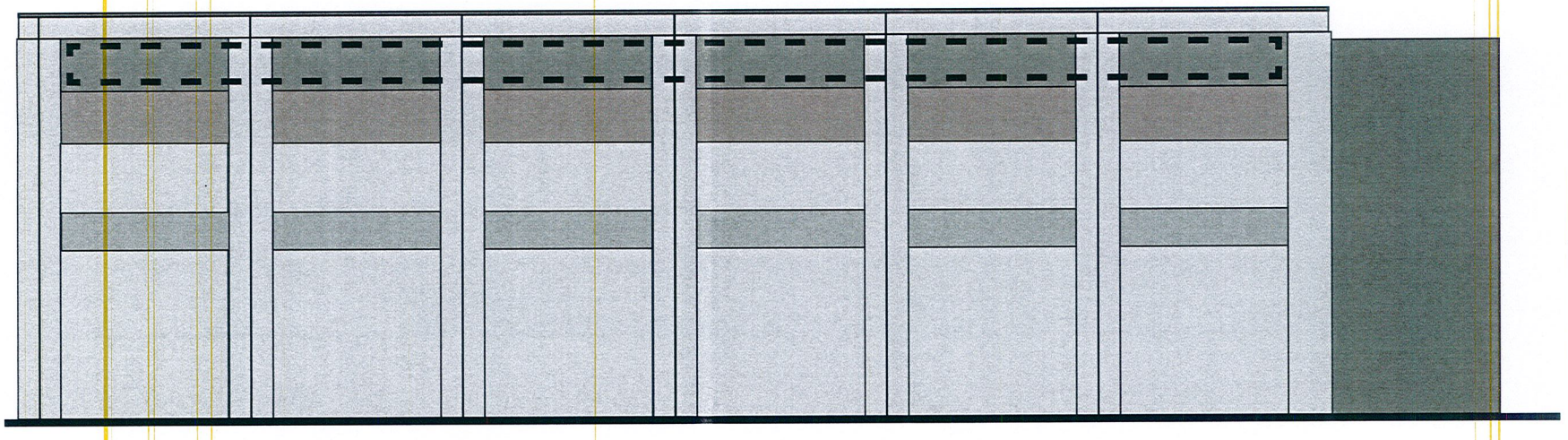
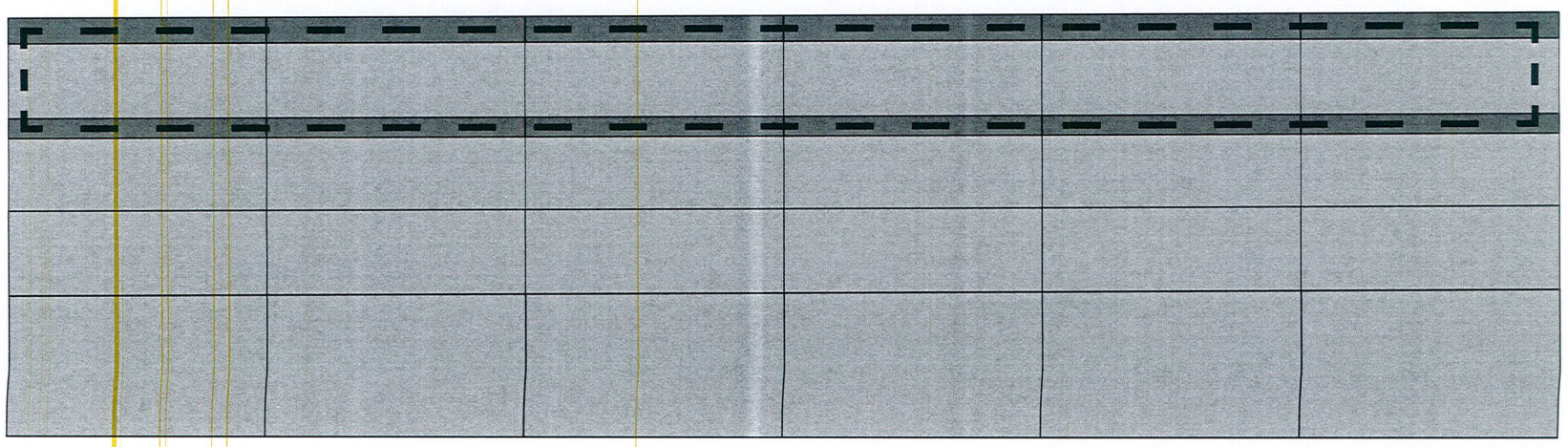
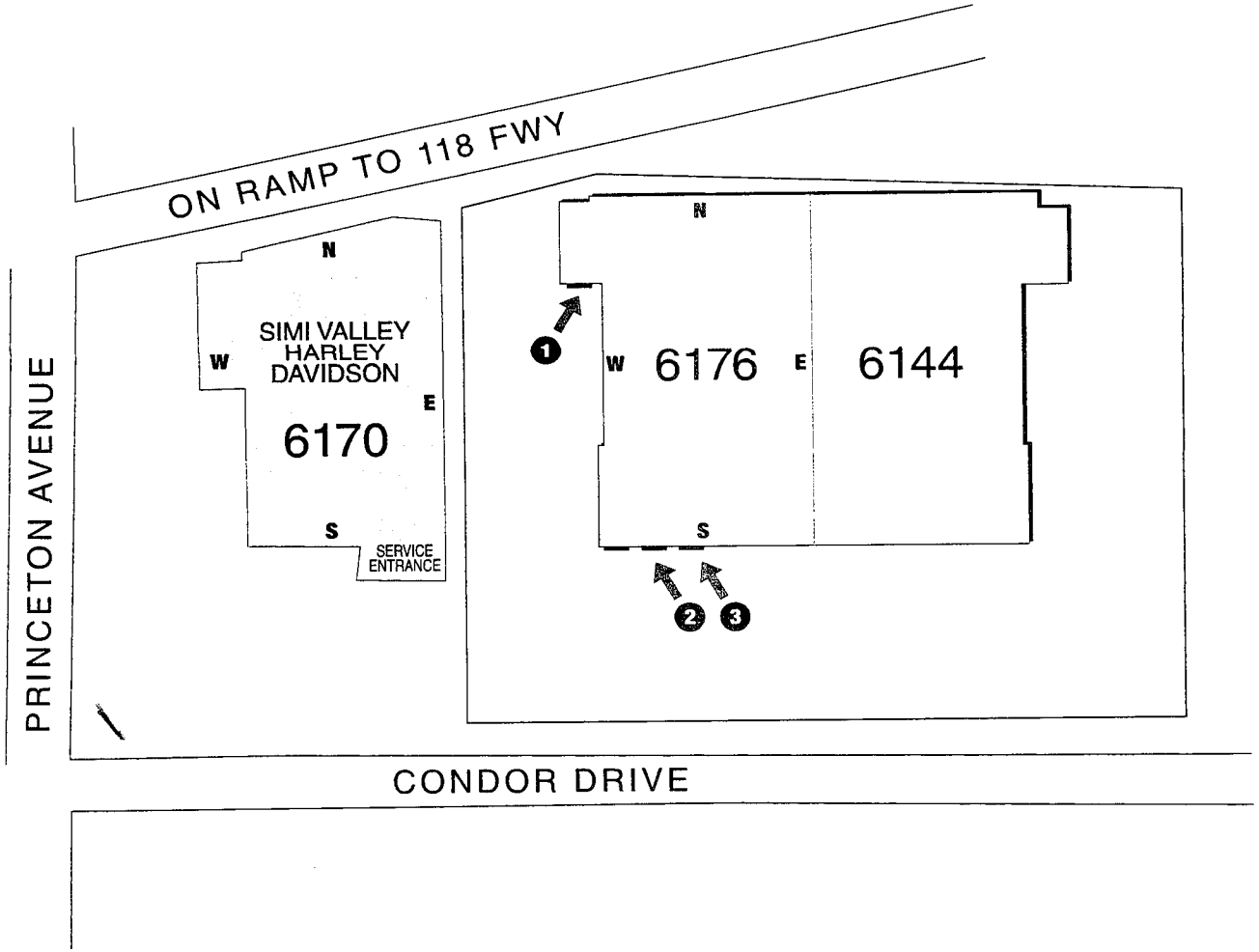


6176 - NORTH ELEVATION



6190 - NORTH ELEVATION



VOGUE SIGN
715 Commercial Ave. Oxnard, CA 93030 • (805) 485-3411

Date: 2/18/15	Project Name: SIMI VALLEY HARLEY DAVIDSON / HONDA / HUSQVARNA / CAN-AM / SEA • DOO
Scale:	Address: 6176 - 6190 CONDOR DR., MOORPARK, CA
Drawn: Genaro Gomez	Draft/Revision
Sales: Bruce Rokos	Client Approval: Date:

These plans are exclusive property of Vogue Signs, Inc. and are the rest of original work of it's employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase from Vogue Signs, Inc. Signs manufacture according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the ones embodied herein, is expressly forbidden. In the event that such event or exhibition occurs, Vogue Sign, Inc. will charge $1,500 in compensation for the time and effort in the surveying, research, and creation of Plans.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

UL CSA

Product Number:

File Location: ELEXI JOBS/VOGUE JOBS

100' FRONTAGE FEET

VOGUE SIGN

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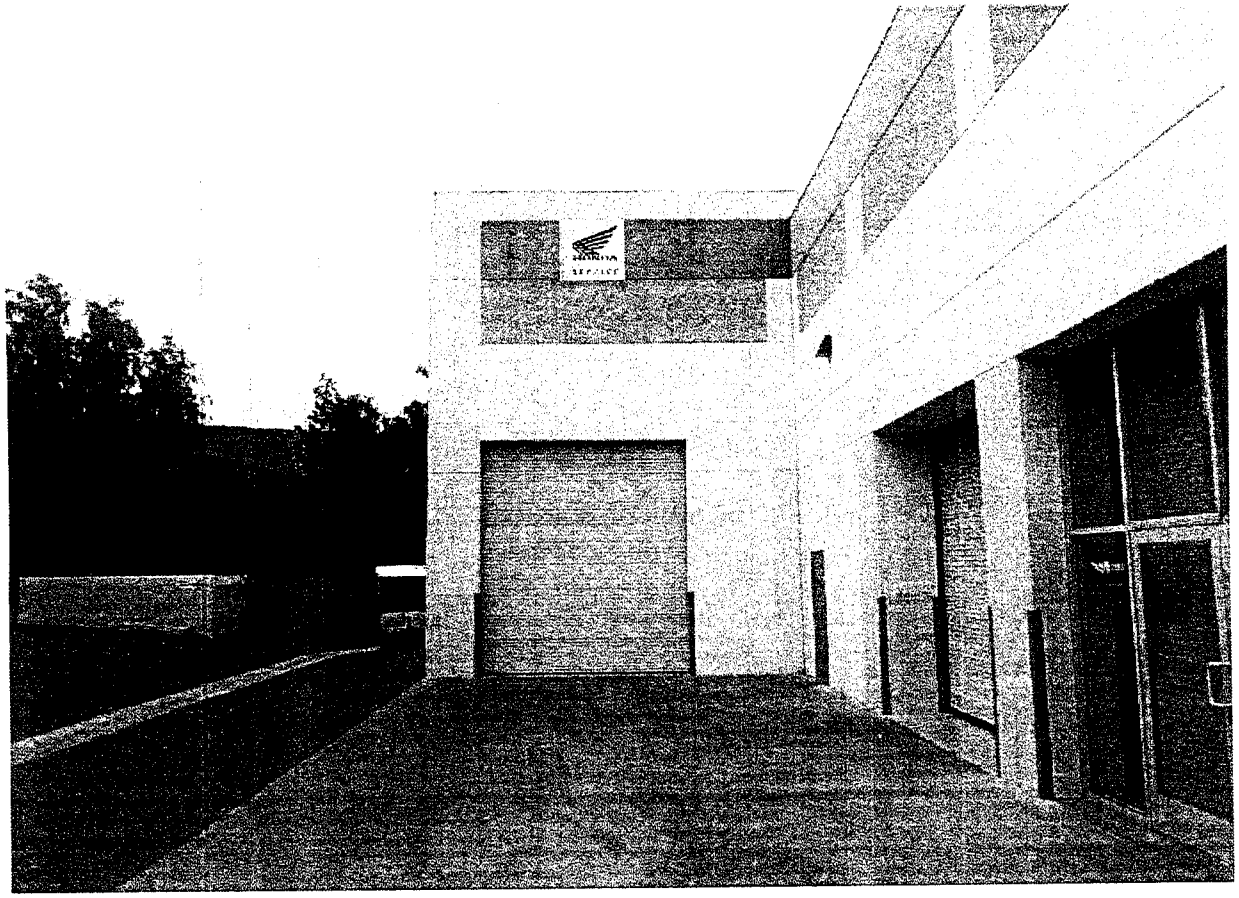
Product Number:

File Location: FILES JOBS, VOGUE JOBS



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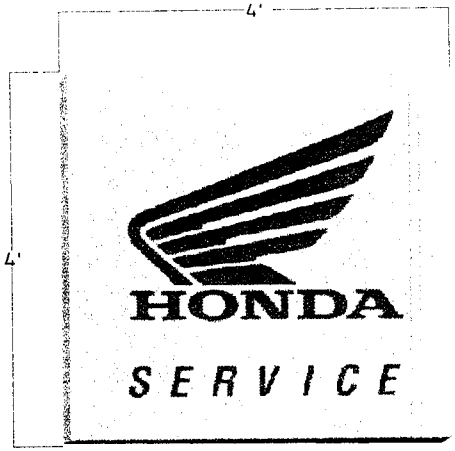

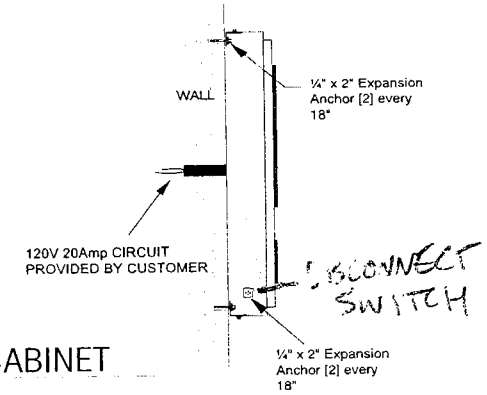

21' FRONTAGE FEET

RELOCATE EXISTING CABINET

NOT TO SCALE

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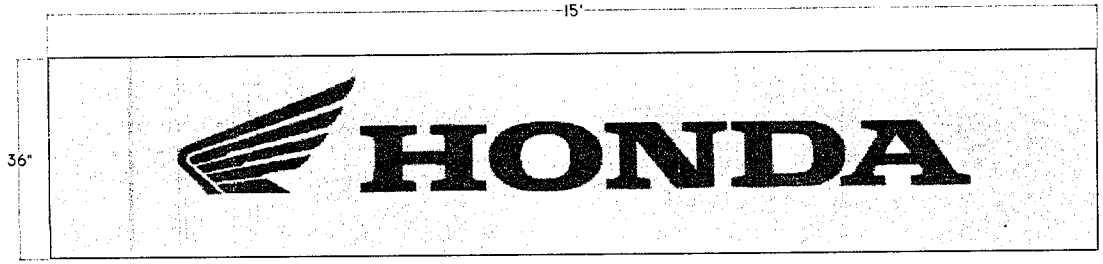
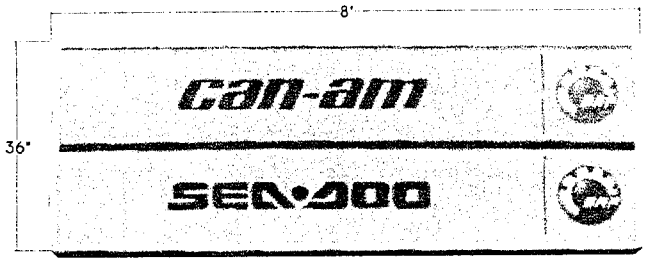


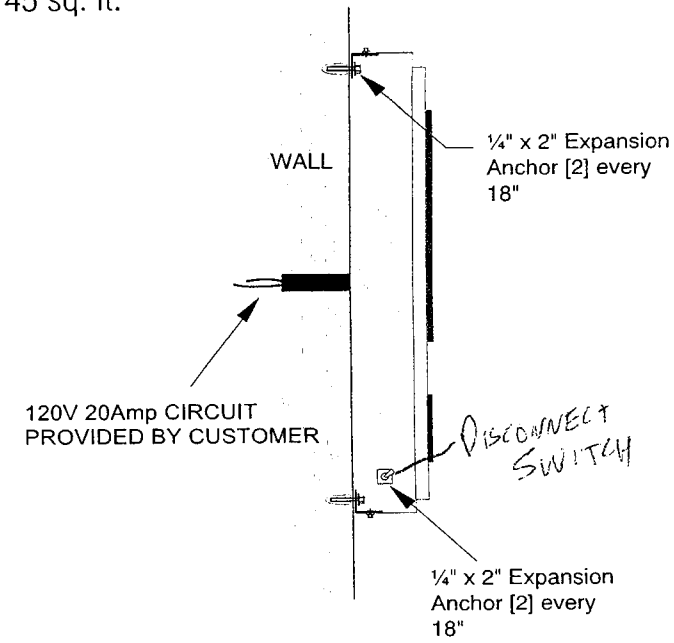
2

45 sq. ft.



3

24 sq. ft.



RELOCATE EXISTING CABINETS

NOT TO SCALE

VOGUE SIGN COMPANY
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