

Gateway Plaza

EXTERIOR SIGN CRITERIA

484 E Los Angeles Ave. Moorpark CA 98021

ESTABLISHED 1/2017

City of Moorpark
Community Development Department

APPROVED

CASE NUMBER: SP2017-08

APPROVAL DATE: 02/17/2017

APPROVAL AUTHORITY: CD

RESOLUTION NUMBER: 019

CASE PLANNER: DB

INTRODUCTION

In order to establish a consistent and uniform signage environment, these criteria shall call out the basic specifications to create, fabricate and install tenant signs. It is beneficial to all tenants to have and maintain some degree of design continuity in order to achieve a balanced approach to visually appealing signage within the center.

APPROVAL PROCESS

The design and construction of Tenant's exterior sign must receive written approval by Landlord or property management as well as the City of Moorpark Community Development Department ***prior to fabrication.***

Landlord's approval shall be based on:

- a) Conformity to sign criteria established for the center, including fabrication and method of installation.
- b) Harmony of the proposed sign with the design standards of the shopping center.

Landlord has the specific right to refuse approval of any sign which does not conform to the specific criteria set forth herein.

To secure Landlord's approval, three (3) copies of the properly scaled design drawings of the sign shall be submitted directly to the Landlord. The sign drawings are to be prepared by a reputable sign contractor of a sign company. The sign drawings must indicate:

- a) The type and size of all lettering.
- b) The location of the sign in relation to the store facade.
- c) Section through the sign to show its construction.
- d) Colors, finishes and types of all materials.
- e) Illumination type, Wattages and light intensity.
- f) Store Frontage Width

All drawings marked "Approved as Noted" must be re-submitted with proper corrections indicated for Landlord's record. Please note that no sign work will be allowed in any store premise by anyone employed by a Tenant unless both a signed copy of the approved plans from this office and record prints of all corrections made have been shown to the job superintendent. These drawings must be retained at the job site until construction has been completed. Any sign that is installed by a Tenant which is not in conformance to the approved drawings shall be corrected by Tenant within thirty (30) days after written notice by Landlord. In the event Tenant's sign is not brought into

APPROVAL PROCESS (Continued)

conformance within said thirty (30) day period, the Landlord shall have the option to correct said sign at Tenant's expense.

Nothing contained herein shall constitute a representation by Landlord as to any governmental requirements regarding signs and signage, and in the event of a conflict between the criteria set forth in this document and such governmental requirements, such governmental requirements shall control Tenant's signs and signage.

BASIC SIGN SPECIFICATIONS (Design & Square Footage)

1. Each first and second floor tenant shall be permitted one internally illuminated face lit channel letter sign to be located only on the space and on the surface specifically provided for on the building exterior in accordance with the drawings attached hereto (See Exhibits). Corner tenants may apply for an additional sign on separate elevation.

In addition to the front sign, tenant may have an identification plaque located to the right or left of the rear door not to exceed 12" x 24" in dimension. Sign shall be fabricated from 1/4" clear acrylic with second surface vinyl application. (See Exhibit)

The tenant shall pay for all signs, their installation (including final connection, power supplies, and all other labor materials) and maintenance. Tenant must file, pay and obtain any licenses, permits and variances as required for sign installation.

2. Allowable sign area is calculated by measuring the tenant store frontage width. Tenant may utilize up to 1 sq. ft. of sign area per 1 lineal ft. of store frontage. However, all tenant signs shall be contained within the area designated for the placement of the signs and shall not exceed maximum allowed letter height nor 75% of the width of the total frontage area.

3. The advertising of information content on the sign shall be limited to a maximum of two lines of letters designating the store name or establishment trade logotype. Logos may be incorporated into overall design of sign but shall be limited to 8 square feet overall. (See below for additional specifications)

4. Tenant shall have the choice of one of the approved typestyles to be used on the sign. Choices are as follows;

- a. **CALIBRI BOLD**
- b. **TIMES NEW ROMAN**
- c. **CENTURY GOTHIC**
- d. *Script MC Bold*
- e. **Octagon Bold**

5. If tenant's business is part of a nationally recognized company that uses a specific branding, logo or type face that has been trademarked or if sign specification are dictated by corporate standards, said company may use their own type face and logo providing size limitations herein are met.

SIGN SPECIFICATIONS (Fabrication)

1. Tenant signs shall be individual internally illuminating face lit channel letters. For first floor tenants, sign letters shall have a maximum height of 18". Upper case, lower case or a combination of both will be acceptable. If two lines of copy are necessary, the combined height of the two lines shall not exceed 24". Second floor tenants shall have a maximum letter height of 18" but shall not exceed 24 square feet overall. Sign shall not exceed 75% of tenant's overall frontage width (Measured from lease line to lease line).
2. Channel letters shall be fabricated from minimum .040 pre enameled aluminum with a standard return depth of 5".
3. Return color shall be Dark Bronze and shall be consistent throughout center.
4. Letters shall have 3/4" bronze trim capped edges manufactured by 'Jewelite' only.
5. Letter illumination shall be provided by low voltage 6500k LED modules only. No neon illumination shall be allowed.
6. Sign letter faces shall be 3/16" white acrylic #2447 with 3M translucent vinyl overlay. Tenants may choose from (5) different colors allowed.

Poppy Red	#3630-143
White	#3630-20
Vivid Green	#3630-156
Process Blue	#3630-337
Black (dual color)	#3635-222

7. Sign letters shall be flush mounted to building fascia. All penetrations in fascia shall be sealed against potential water intrusion.
8. In the event that the building construction prohibits the flush mounting of the letters, an architectural style wireway may be utilized. Wireway shall have 4" beveled end caps and shall extend above, below and on each side of the letters attached to it with a minimum margin of 3" around all letters or logos. Depth shall not exceed 2" and shall be painted to match the building wall color. (see attached specifications)

PROHIBITED SIGNS

No cabinet type signs.

Wireways shall only be allowed where building construction prohibits flush mounted sign letters and shall be architectural in nature. (See specifications for architectural wireway design)

No Tenant identification sign attached to the exterior of a Building shall be placed on exterior walls, or placed so as to project above the parapet, canopy, or top of the wall upon which it is mounted.

No signs shall be placed at any angle to the Building.

No Painted signs on the surface of any Building

PROHIBITED SIGNS (Continued)

Signs constituting a Traffic Hazard:

No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size or color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any other words, phrases, Symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

Immoral or Unlawful Advertising:

It shall be unlawful for any person to exhibit, post, or display cause to be exhibited, Posted or displayed upon any sign, anything of obscene, indecent or immoral nature or unlawful activity.

Signs on Doors, Windows or Fire Escapes:

No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those sign as required by code or ordinance.

Animated, Audible or Moving Signs:

Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited, except for time and temperature displays.

Off Premise Signs

Any sign, other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located, is prohibited.

Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers or other vehicles, which advertise, Identify, or provide direction to a use or activity not related to its lawful making of Deliveries of sales of merchandise or rendering of service from such vehicles, is Prohibited.

Light Bulb Strings and Exposed Tubing:

External Displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the architect when the display is an integral part of the design character of the activity to which it relates.

Banners, Flags, Pennants, and Balloons Used for Advertising Purposes:

Flags, banners or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to architect and city approval.

Monument Sign Specifications

The monument sign for the center has made accommodations for changeable tenant panels. Each panel is fabricated from aluminum having a painted finish with routed letters and white acrylic backing.

Tenants may inquire with the management as to who may utilize the spaces available.



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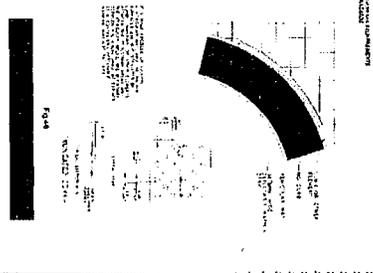
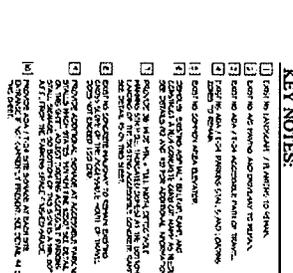
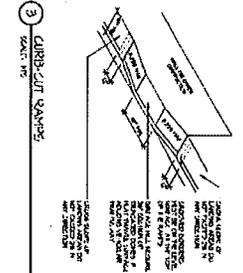
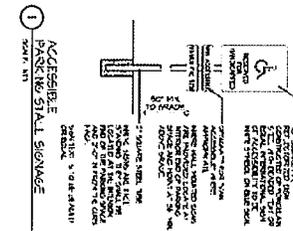
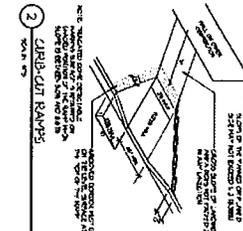
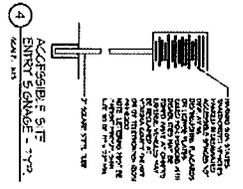
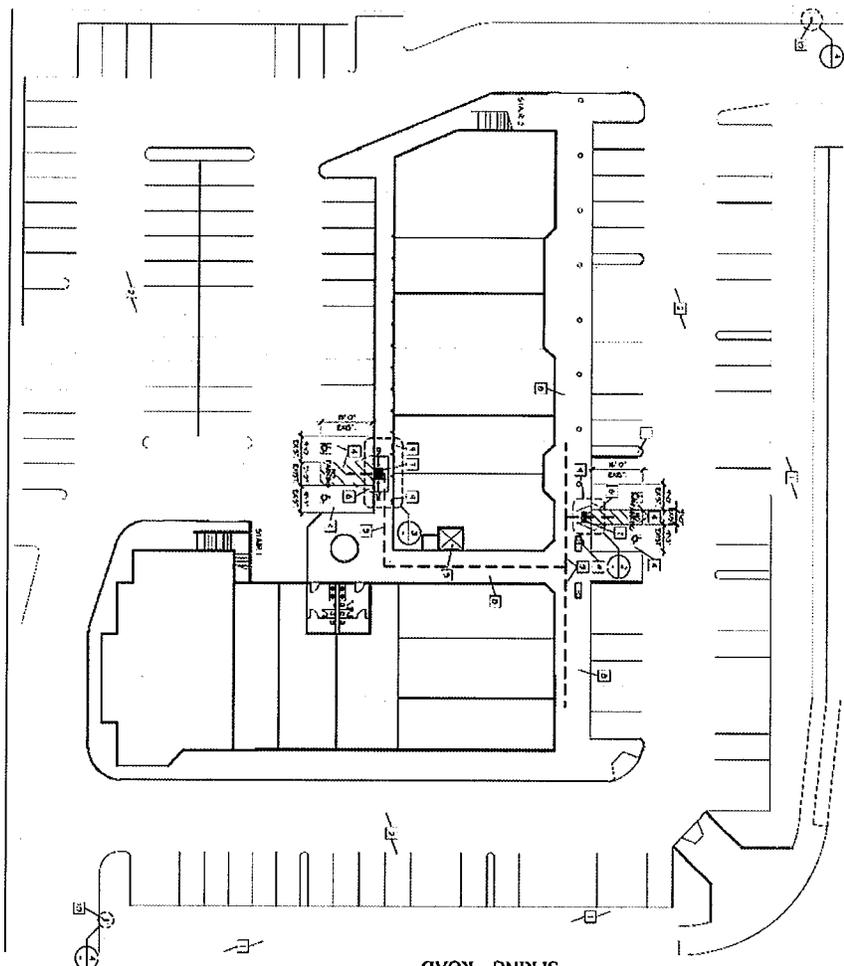
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RESOLUTION NUMBER: n/a

CASE PLANNER: _____



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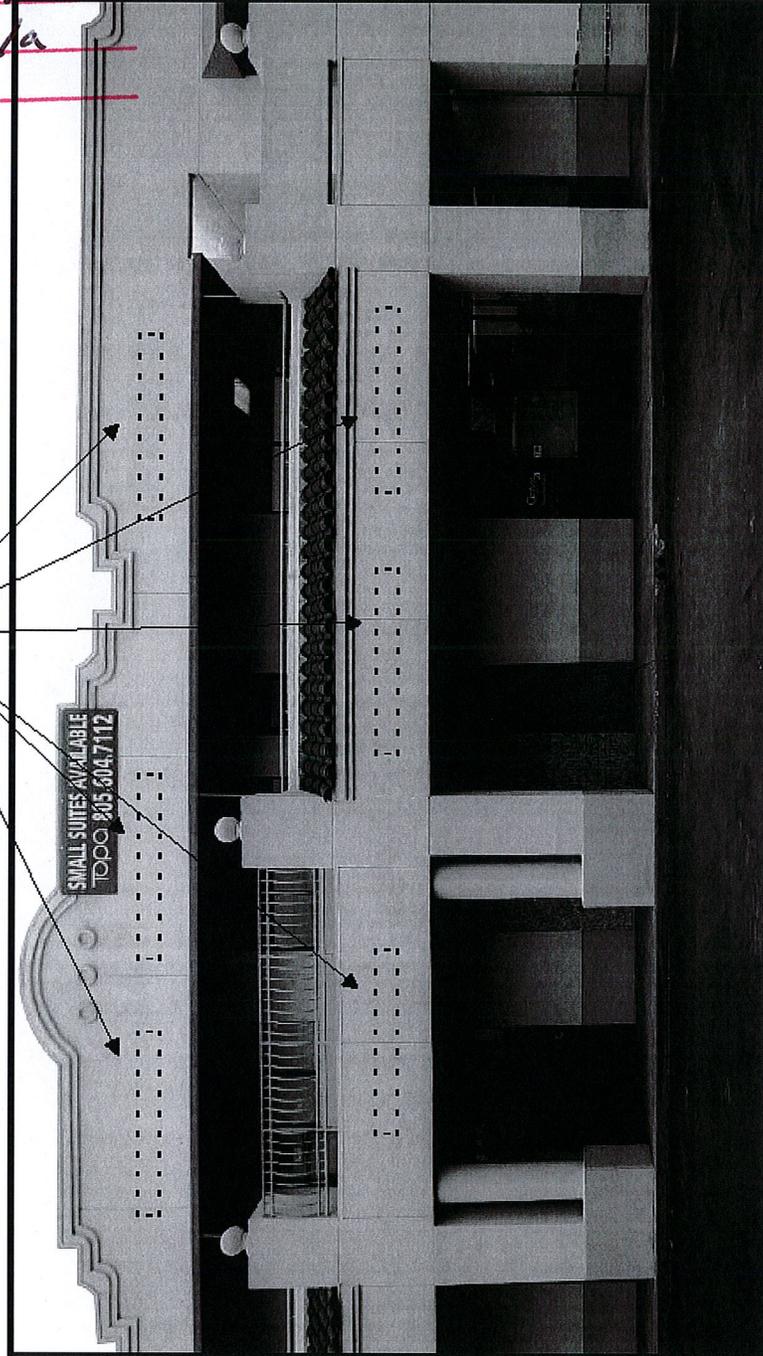
APPROVAL AUTHORITY: CDP

RESOLUTION NUMBER: n/a

CASE PLANNER: JK

SIGNS SHALL BE CENTERED ABOVE TENANT SPACE
NOT TO EXCEED 75% OF STORE FRONTAGE

TYPICAL SIGN LOCATIONS



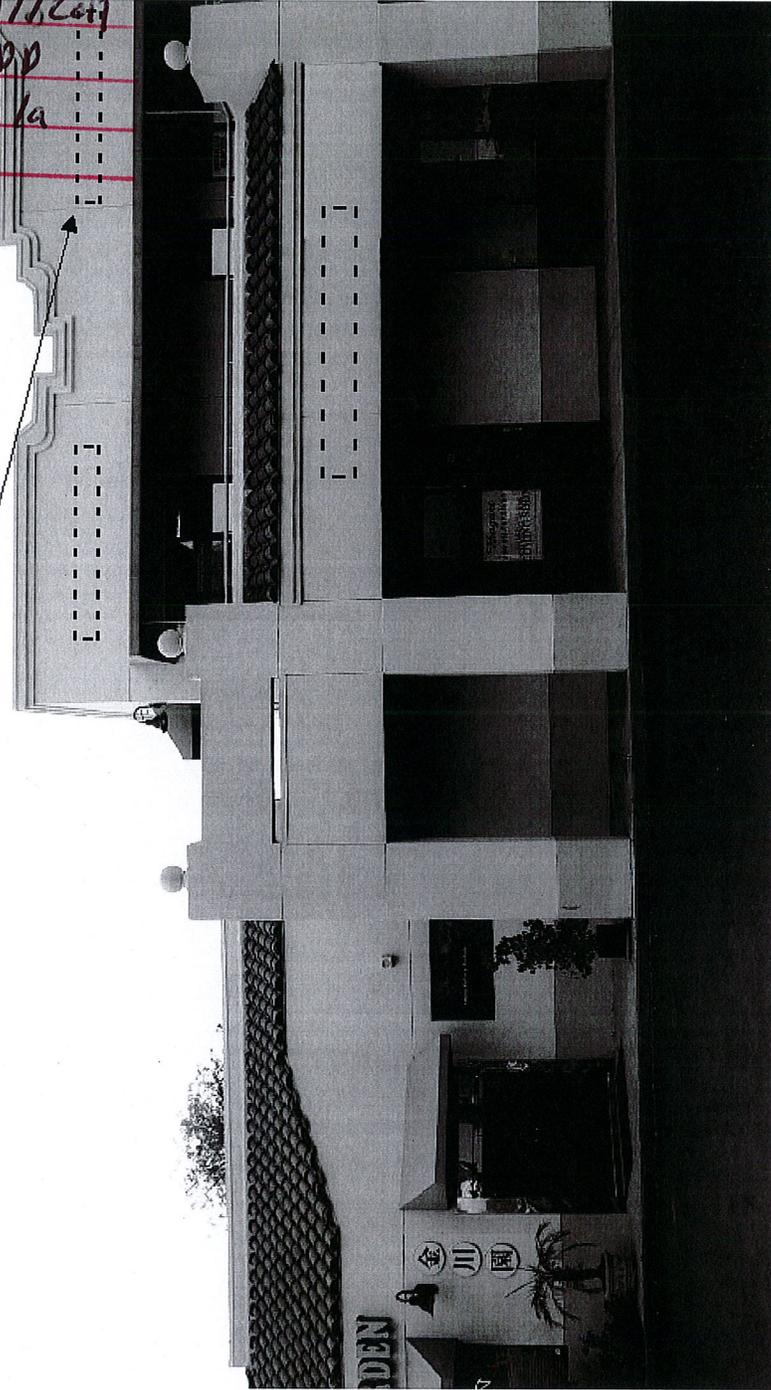
SPRING ST ELEVATION

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APPROVAL AUTHORITY: CDP
RESOLUTION NUMBER: n/a
CASE PLANNER: [Signature]

SIGNS SHALL BE CENTERED ABOVE TENANT SPACE
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TYPICAL SIGN LOCATIONS



SPRING STREET ELEVATION

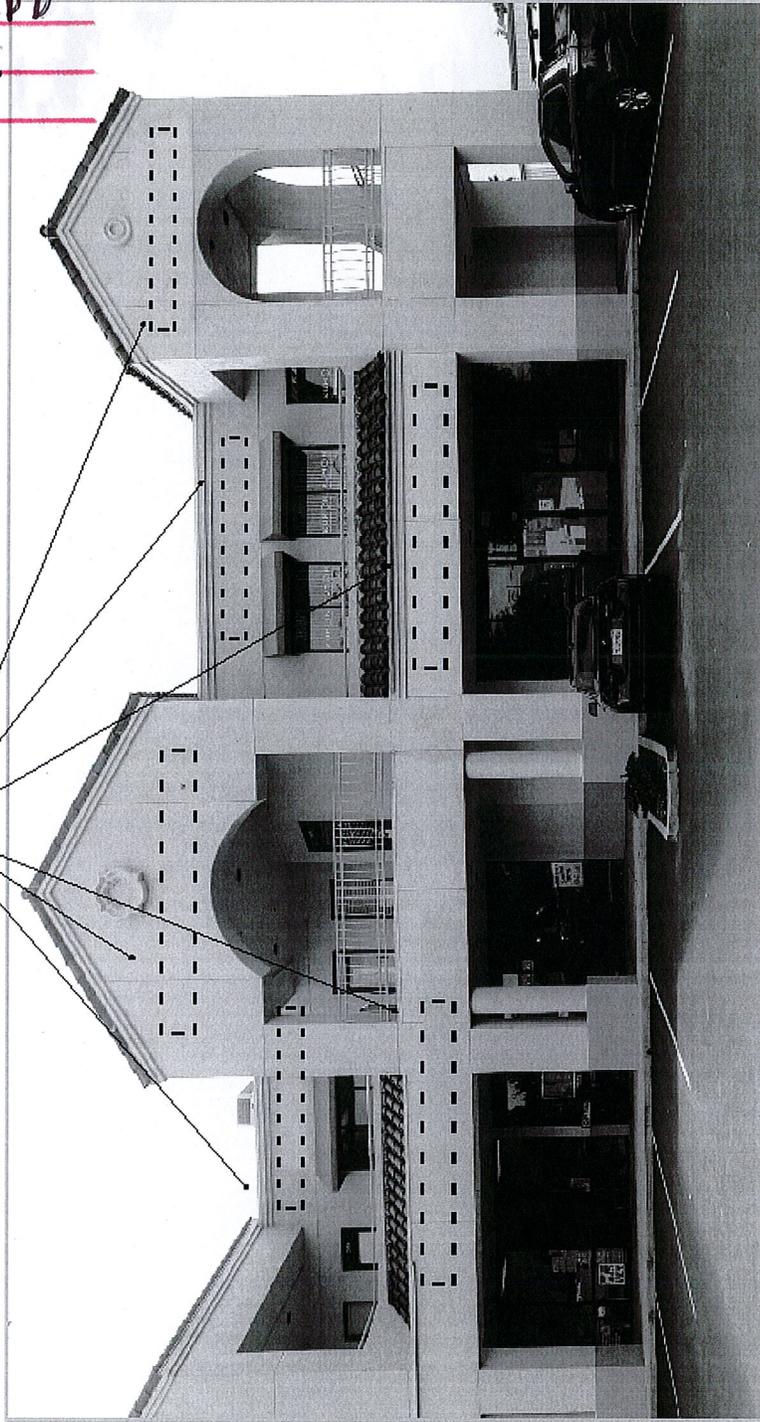
City of Moorpark
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APPROVAL AUTHORITY: CPD
RESOLUTION NUMBER: n/a
CASE PLANNER: AK

SIGNS SHALL BE CENTERED ABOVE TENANT SPACE
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TYPICAL SIGN LOCATIONS



LOS ANGELES AVENUE ELEVATION

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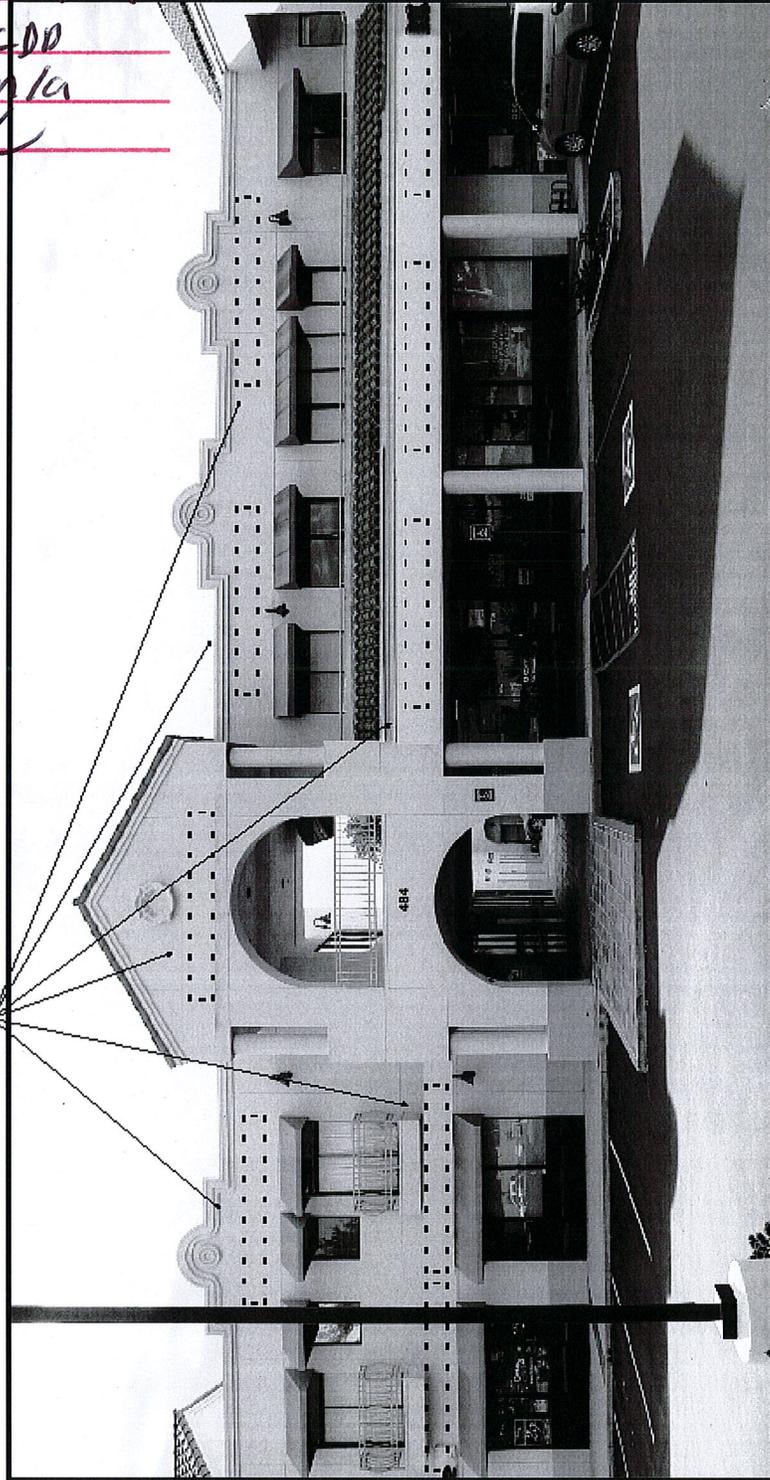
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RESOLUTION NUMBER: n/a

CASE PLANNER: JC

SIGNS SHALL BE CENTERED ABOVE TENANT SPACE
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TYPICAL SIGN LOCATIONS



LOS ANGELES AVENUE ELEVATION

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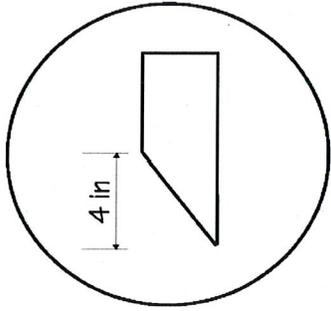
RESOLUTION NUMBER: n/a

CASE PLANNER: [Signature]

ARCHITECTURAL WIREWAY SPECIFICATIONS

ON CERTAIN SUITES BUILDING CONSTRUCTION PROHIBITS THE FLUSH MOUNTING OF SIGN LETTERS TO THE WALL IN THESE SITUATIONS TENANT MAY USE AN ARCHITECTURAL WIREWAY TO MOUNT THE SIGN. THE WIREWAY SHALL FOLLOW THE SPECIFICATIONS HEREIN.

1. WIREWAY SHALL HAVE A MAXIMUM HEIGHT OF 24"
2. LENGTH DETERMINED BY ALLOWABLE SIGN AREA BASED ON FRONTAGE REQUIREMENTS.
3. EXTERIOR SHALL BE STUCCO TEXTURED AND PAINTED TO MATCH BUILDING WALL COLOR
4. WIREWAY SHALL HAVE 4" BEVELED END CAPS



4" BEVELED END CAP

3 in

4 in



MINIMUM 3" CLEARANCE FROM EDGE OF RACEWAY

3 in

3 in

4 in

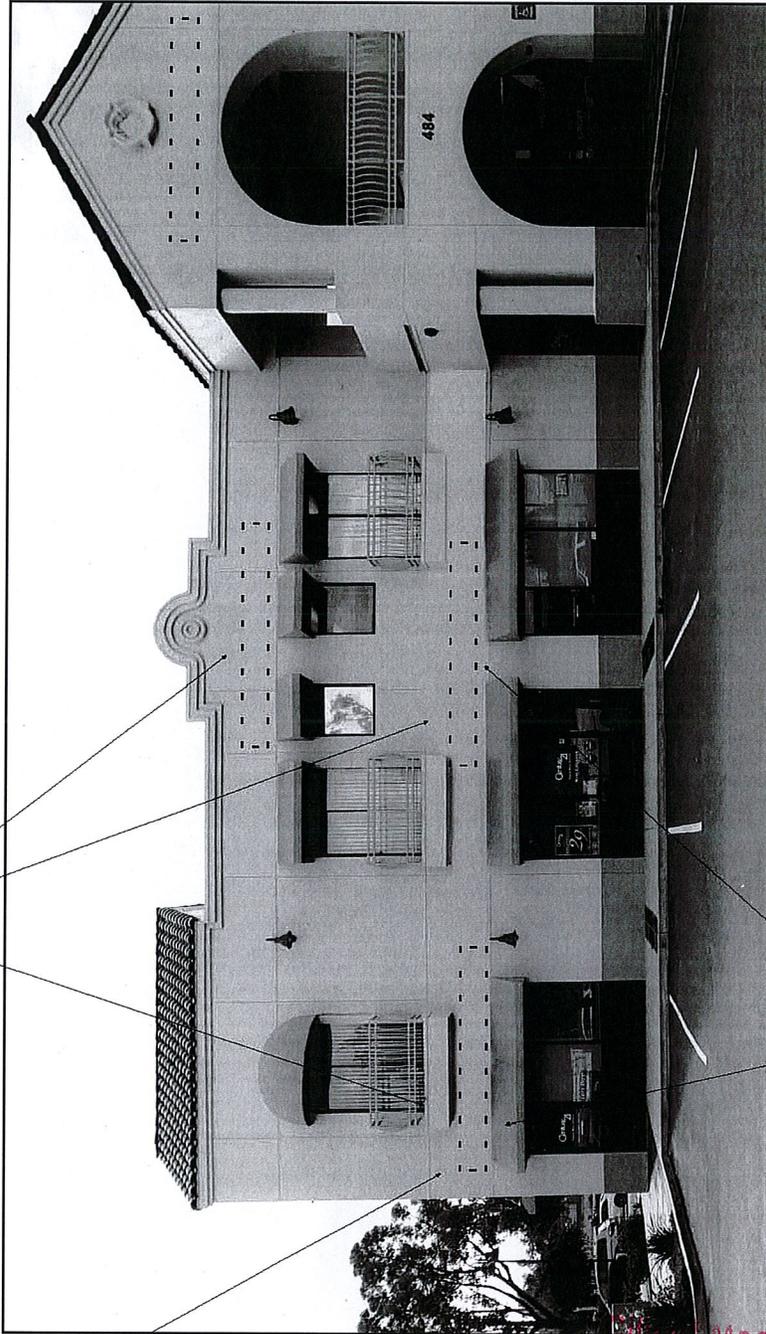


3 in

SIGNS SHALL BE CENTERED ABOVE TENANT SPACE
NOT TO EXCEED 75% OF STORE FRONTAGE

TYPICAL SIGN LOCATIONS

CORNER SUITE MAY
HAVE TWO SIGNS



LOS ANGELES AVENUE ELEVATION

THESE SUITES MAY USE AN ARCHITECTURAL WIREWAY
BEHIND SIGN LETTERS DUE TO INTERNAL CONSTRUCTION OF THE BUILDING

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APPROVAL AUTHORITY: LDP

RESOLUTION NUMBER: n/a

CASE PLANNER: [Signature]

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APPROVAL DATE: 02/17/2017

APPROVAL AUTHORITY: CDD

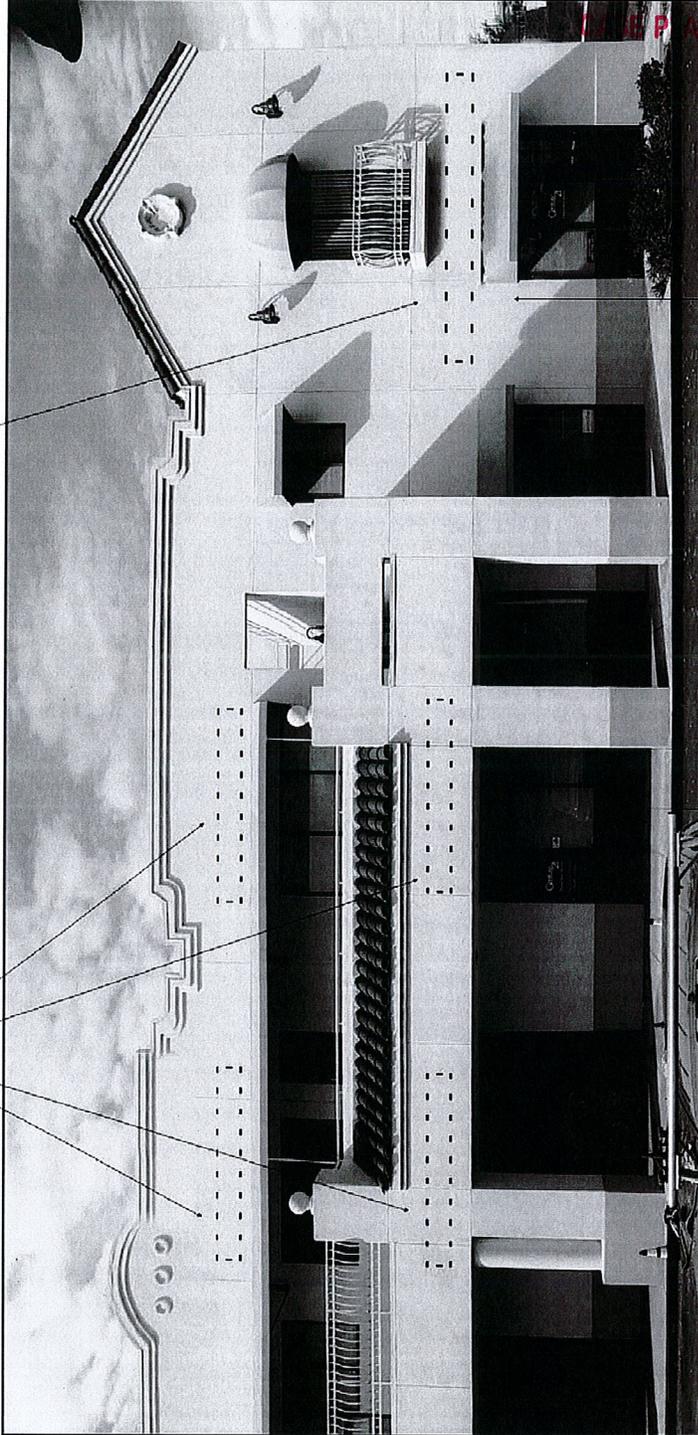
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PLANNING: [Signature]

SIGNS SHALL BE CENTERED ABOVE TENANT SPACE
NOT TO EXCEED 75% OF STORE FRONTAGE

TYPICAL SIGN LOCATIONS

CORNER SUITE MAY
HAVE TWO SIGNS



SPRING STREET ELEVATION

THIS SUITE MAY USE AN ARCHITECTURAL WIREWAY BEHIND SIGN LETTERS
DUE TO INTERNAL CONSTRUCTION OF THE BUILDING