

# Sign Program

for

# Moorpark Center

481-495 E. High Street

# Moorpark, CA

City of Moorpark  
Community Development Department  
Created: November 2010

**APPROVED**

CASE NUMBER: SIGN Permit No. 2010-15

APPROVAL DATE: 11/4/10

APPROVAL AUTHORITY: COO

RESOLUTION NUMBER: NA

CASE PLANNER: [Signature]

Contact Information: 22033 Clarendon Street  
Woodland Hills, CA 91367  
(818) 225-1300

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# **SIGN CRITERIA FOR MOORPARK CENTER**

## **High Street, Moorpark, CA**

November 2010

### **PURPOSE OF THIS CRITERIA**

This sign criterion was designed for the purpose of assuring a functional, coordinated and visually attractive sign program for the mutual benefit of all tenants. Conformance will be strictly enforced. Upon demand by the Landlord, or the City of Moorpark, any installed non-conforming or unapproved signs must be brought into conformance or removed at the Tenants' expense. No sign shall extend above the roof eave line or parapet. Signs shall be designed and located so as not to interfere with the unobstructed clear view of the public right-of-way and nearby traffic regulatory signs or any pedestrian, or bicyclist.

### **APPROVAL PROCESS AND GUIDELINES**

All signage shall comply with these standards set forth. Tenants must get the approval of the Landlord and City of Moorpark before any work can be done. No signs shall be fabricated before permits are obtained from the City of Moorpark Planning Department and Building and Safety. Please submit colored drawings to Landlord at 22033 Clarendon Street, Woodland Hills CA 91367. All drawings should include a plot plan showing where the signs are to be located, dimensions, an elevation plan showing the signs on the building, and a sectional showing how the sign is to be installed. The sign contractor will also need to additionally insure the Owner of the property before any signs are installed. Once drawings are back from Landlord, approved plans may be submitted to the City of Moorpark for planning approval and the Building and Safety approval. Please keep one set of approved plans at the job site when installing the signs. No changes to the approved sign plans shall be allowed unless approved by the Landlord and City of Moorpark. All sign contractors doing work in the City of Moorpark must have a Business Registration with the City of Moorpark.

### **SIGNS (FRONT)**

Signs hung from beneath the supporting beam of the porch shall be illuminated in a manner subject to the approval of the Director of Community Development and shall be consistent with the method conceptually approved by the Planning Commission. No limit shall be placed on the amount of copy within each individual sign.

### **WALL SIGNS (SIDE & REAR)**

All building signs must be constructed of wood; all text to be 3/4" thick Sintra material. Letter height shall not exceed eighteen (18) inches. Signs on the Spring Road elevation shall be illuminated by use of gooseneck lamps. Mounting shall be parallel to the wall and not projecting more than eight (8) inches.

### **EXISTING SIGNS**

Tenants shall have the right to utilize the previous Tenant's signs provided they modify the face pursuant to the criteria contained herein, and install them in a similar fashion. A zoning clearance from the planning department will be required before a change of face is completed.

## **PROHIBITED SIGNS**

Signs constituting a traffic hazard shall not be allowed. No signs with any traffic signal or that use the words "STOP, LOOK, or DANGER." No signs that are immoral or with unlawful advertising shall be allowed. No signs shall be allowed in walkway areas of the center. No signs which are flashing, blinking, rotating, swinging, animated or fluctuating shall be allowed. No signs off sight in parking area landscaped area of vehicles shall be allowed. Any signs that have been installed by the tenant which are not approved by the landlord shall be removed at tenant's expense. No advertising devices such as attraction boards, and flags. No paper Styrofoam signs or cardboard signs shall be allowed. No signs shall be installed, relocated or maintained so as to prevent free ingress and egress from any door. No signs shall be attached to a stand or pipe except those as required by code. No off premises signs will be allowed.

## **BANNERS**

Each tenant shall be allowed to have one banner not to exceed 20 sq. ft. Banners are allowed for thirty (30) calendar days for Grand Openings, (15) calendar days per calendar year for a special event, no more than four times a year with at least 30 days between events. No banner may be hung higher than the eave of the roof of the building and may not attach to trees or posts. Landlord must approve the method of attachment. A banner permit will be required from the planning department.

## **SIZES**

Each tenant is allowed (2) signs, one (1) for their store frontage (front elevations may not exceed twenty (20) square feet), and (1) sign for the rear or side for corner units (a maximum of ten (10) square feet for side and rear elevations). Signs shall not exceed 75% of the length of the wall for front elevations nor be higher than the wall on which it is located. No sign shall exceed 1 sq. ft. per linear foot of store frontage for each tenant. Side elevations may not exceed ½ sq. ft. per linear foot of the tenants' frontage. The letters are not to exceed 18" in height within each sign.

## **FONTS & LOGOS**

Fonts of the Center are to be Palatino, unless you have a national or registered trademark. Logos shall be allowed not to exceed 2 sq. ft

## **COLORS (DUNN EDWARDS)**

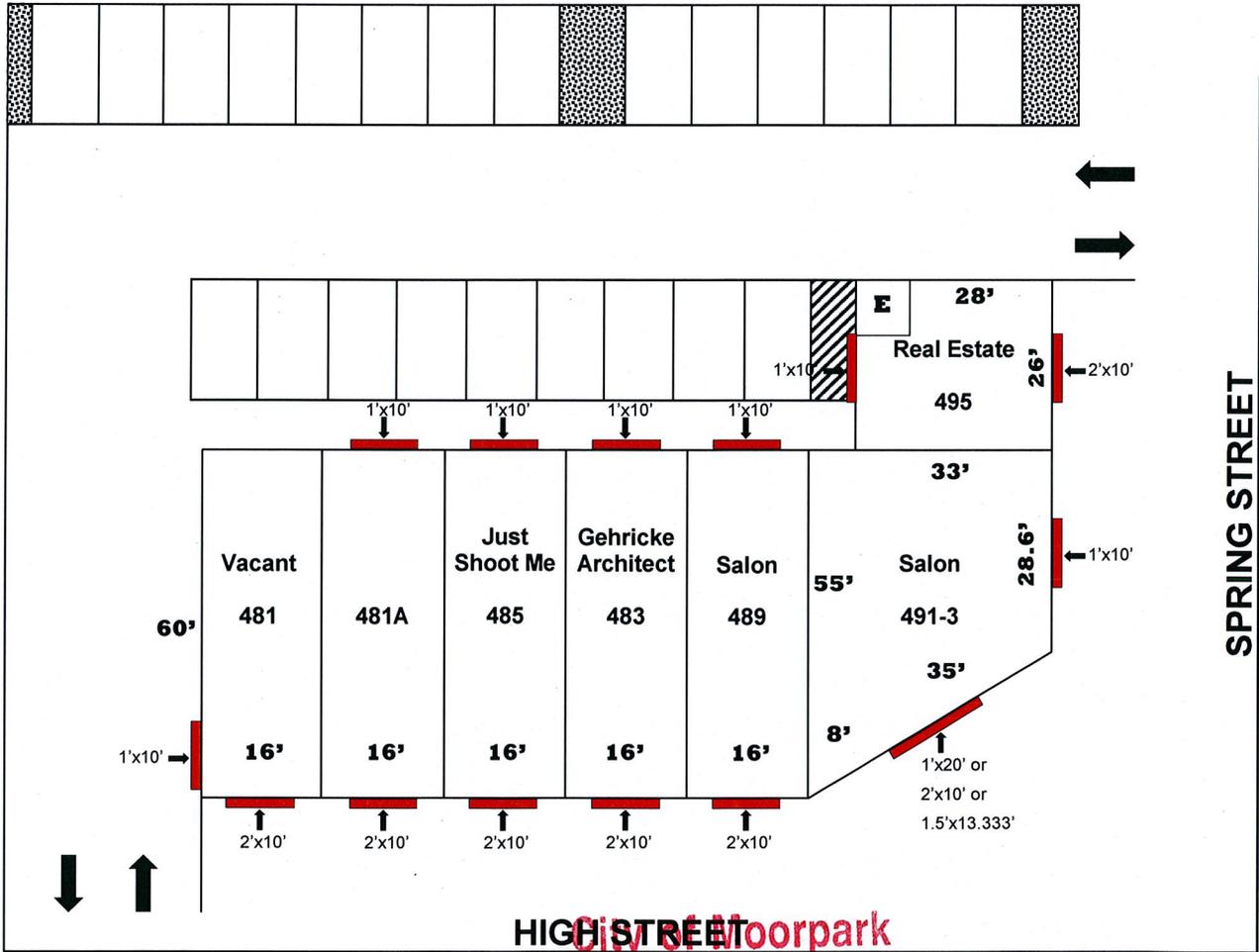
Colors shall be limited to Swiss Coffee DEW 341 for the background and Cedar Chest DE 6112 for the letters, unless you have a national or registered trademark.

## **WINDOW GRAPHICS**

Each tenant shall be allowed to have the name of their business, business hours, address, emergency contact and emergency phone numbers in computer cut vinyl graphics as approved by landlord. Each tenant shall be allowed the same on the rear door. Signs not to exceed 25% of the total window area. Colors are subject to landlord approval. Signs attached to the exterior surfaces of windows are not allowed.

# Plot Plan

481 - 497 E. HIGH STREET  
MOORPARK, CA 93021



City of Moorpark  
Community Development Department

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## Front Sign Elevation



### Sign Materials

- ⇒ All backboards to be made of wood; size 2'x10' maximum for front, 1'x20' or 2'x10' or 1.5'x13.333' for the front corner unit. Rear units permissible up to 1'x10'
- ⇒ Lettering and graphics to be made out of 3/4" sintra.
- ⇒ Logo not to exceed 2 sq ft.
- ⇒ Lettering Height- no to exceed 18" inches

### Types of Faces

- ⇒ Palatino

### Colors

Background Color

- ⇒ Swiss Coffee DEW341



Letter Colors

- ⇒ Cedar Chest DE6112.



# Rear Sign Elevation

## Sign Materials

- ⇒ All backboards to be made of wood; size 2'x10' maximum for front, 1'x20' or 2'x10' or 1.5'x13.333' for the front corner unit. Rear units permissible up to 1'x10'
- ⇒ Lettering and graphics to be made out of 3/4" sintra.
- ⇒ Logo not to exceed 2 sq ft.
- ⇒ Lettering Height- no to exceed 18" inches

## Types of Faces

- ⇒ Palatino

## Colors

Background Color

- ⇒ Swiss Coffee DEW341



Letter Colors

- ⇒ Cedar Chest DE6112

