

VARSITY PARK PLAZA

14711 Princeton Avenue
Moorpark, CA 93021

Created: August 2009



Approved by Landlord

City of Moorpark
Community Development Department
Approved by City of Moorpark

9/2/09

APPROVED

CASE NUMBER: SIGN PROGRAM 2009-23

APPROVAL DATE: 9/2/09

APPROVAL AUTHORITY: CDD

RESOLUTION NUMBER: ns

CASE PLANNER: TC

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VARSITY PARK PLAZA—GENERAL SPECIFICATIONS SIGN CRITERIA

I. Purpose:

The purpose of the following criteria is to establish a new coordinated sign program that gives each tenant adequate identification, while achieving a new unified, attractive appearance among all lease spaces. All new tenants will be required to adhere to these changes in the sign criteria. In order to maintain the integrity of the criteria and balance among all Tenants, deviation from the criteria will generally not be approved.

II. Approvals

A. The design and construction of tenant exterior signs must receive written approval by Landlord and City prior to fabrication and installation.

B. To secure approval tenant must submit (3) three copies of detailed signed drawings to:

MOSS & CO.
15300 VENTURA BLVD. SUITE #405
SHERMAN OAKS, CA 91403
ATTN: VIVIAN BURKE
(818) 986-4230 x.107
(818) 986-4122 FAX
VIVANBURKE@MOSSCOMPANY.COM

C. Sign drawings are to be prepared by a state licensed sign contractor and contain the following information:

1. A scaled storefront drawing reflecting sign design and all dimensions as it states to the storefront of tenant premises.
2. Plot plan indicating location of tenant's store
3. Sizes of sign letters must be accurately dimensioned, spaced, and drawn to scale.
4. Section thru sign and fascia to show installation method
5. Plex colors, paint finish and type of materials to be called out on drawing

D. Once drawings are back from Landlord, approved plans may be submitted to the City of Moorpark for Planning and Building & Safety approval. No changes to approved sign plan shall be allowed, unless approved by Landlord and City.

III. General Sign Criteria

A. Each tenant shall provide (1) one "Channel Letter" sign to be located on their storefront, and consist of only flush mounted or halo mounted letters. No external raceways or cabinet signs are allowed.

B. Type styles of all signs shall be subject to the styles allowed in this sign program.

C. Signs shall not exceed 75% of leasehold width and with a maximum area of (1) one square foot per leasehold width.

D. Tenant shall pay for all signs, their installation, and maintenance. Tenant sign contractor must file and obtain any licenses, permits, and variances as required for installation for the City of Moorpark.

VARSITY PARK PLAZA—GENERAL SPECIFICATIONS

E. Tenants shall be responsible for removal of its sign within (30) thirty days after vacating the site. This includes patching and painting of sign area. If tenant fails to remove their sign, the Landlord will remove for them at tenant's expense.

IV. Sign Specifications for Wall Signs

A. Sign shall not exceed 75% of frontage and be no more than (1) one square foot per (1) one foot of store frontage in area.

B. Sign shall be centered both vertically and horizontally on sign fascia above storefront, and in no way can sign be placed on roof.

C. Illuminated letters to be 18" maximum in height for all uppercase letters and a minimum of 12" for lowercase letters. Only (2) two lines of copy are allowed with a maximum overall height of 24"

D. Signs shall have only (1) one line of illuminated letters. Small non-illuminated, PVC type letters will be allowed as a tag line, with a maximum height of 6".

E. Logo sign area shall count towards the total sign area. The maximum size is (4) four square feet and not to exceed 24" in height. Tenants wishing to initiate a logo graphic for their business, which are not concurrent with the fabrication techniques stipulated within this sign program, must submit a professionally prepared design drawing (in scale and in color) of the proposed sign for review by the Landlord (in writing). The tenant must also submit the design to the City of Moorpark for approval and decision.

F. All channel letters to be fabricated using .040 aluminum backs and returns.

G. Plex colors to be used are: 2793 RED, 2030 GREEN, 2051 BLUE, or 7328 WHITE

H. Letter returns to be gloss black and 5" deep with trimcap to match face.

I. Illumination to be provided by LEDs or neon, using 30MA low output transformers. For halo type signs, white neon or LEDs to be used, unless otherwise approved by the Landlord. For regular channel letters, lighting colors can match plex colors. No exposed neon will be permitted.

J. Letters shall have UL Labels on signs

K. All letters must have (2) two .25" diameter drain holes at bottom of every letter. Halo letters to be backed with clear lexan. All signs shall be fabricated and installed with UL approval in compliance with all applicable building and electrical codes.

L. Letter fonts for the center shall consist of the following (5) five styles (unless you have a national or registered trademark):

1. Avant Garde Bold

Sample Text

2. Cooper Black BT

Sample Text

3. Futura Medium ST

Sample Text

4. Brush 738BT

Sample Text

5. Clarendon

Sample Text

Varsity Park Plaza—General Specifications

V. Sign Specifications for Freestanding Building

- A. On the (2) two freestanding buildings, (2) two wall signs will be permitted.
- B. Specifications of style, color, and height of signage to be the same as the inline tenants' wall sign criteria.

VI. Banners

- A. Each tenant shall be allowed to have (1) one banner, not to exceed 20 square feet.
- B. Banners are allowed for (30) thirty calendar days for Grand Openings.
- C. Tenants are allowed to hang a banner (15) fifteen calendar days per calendar year for special events, no more than (4) four times per year with at least (30) thirty days between events.
- D. No banner may be hung higher than the eave of the of the building and may not attach to trees or posts
- E. Landlord must approve the method of attachment prior to installation

VII. Prohibited Signs

- A. No temporary signs of any nature will be accepted without prior written approval by Landlord and City of Moorpark.
- B. Signs constituting a traffic hazard—No person shall or maintain any sign, which simulates or imitates in size, color, lettering or design, any traffic sign or signal, or which makes use of the words "STOP", "DANGER", "LOOK", or any other words, phrases, symbols or characters in such a manner to interfere with, mislead, or confuse traffic.
- C. Animated, audible, or moving signs—Signs consisting with any moving, swinging, rotating, flashing, blinking, fluctuating, or otherwise animated lights are prohibited.
- D. Banners, pennants, and balloons, or a combination of same, may be permitted only subject to Landlord and City approval.
- E. Window signs greater than 25% of window area
- F. No signs of any kind shall be attached to a stand pipe, except those signs as required by code or ordinance
- G. Portable, sandwich or trailer mounted signs

16'

DOG GROOMING

INDIVIDUAL CHANNEL LETTERS - FACE ILLUMINATED - COOPER BLK 8T FONT

PROPOSED SIGN SPECIFICATION

- 1) Set of 16" x 16' Illuminated Channel Letters
Plexiglas face to #2030 Green

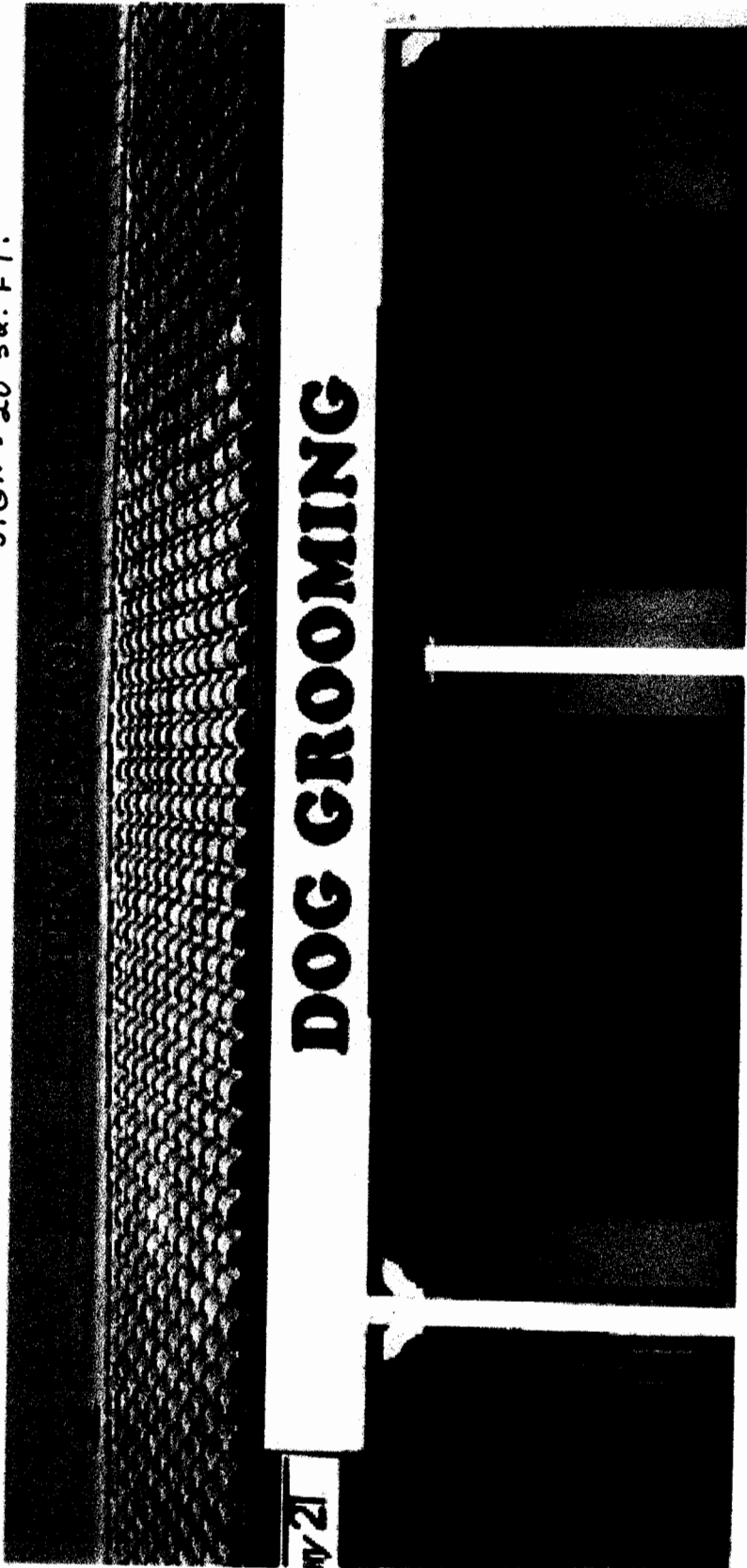
Trim capping to be 3/4" bronze

Returns to be 22 GA aluminum 5" deep painted gloss black

All letters to have 1/4" drain holes

All letters be sealed in water tight condition

SIGN - 2.0 sq. FT.



Since 1978
CXS
 COMMERCIAL SIGN SYSTEMS
 Electrical Sign Construction
 L.C. # 497245 C-41
 ph 909-306-0000 fax 909-306-0055
 cxs@csxsigns.com

DATE : 1/08/09
 DESIGNER : LGB
 SALES REP : SMB
 SCALE:
 TOTAL SQ. FT.
 APPROVAL:

THIS IS AN ORIGINAL UNPUBLISHED DESIGN
 CREATED BY COMMERCIAL SIGN SYSTEMS. IT IS
 NOT TO BE REPRODUCED OR COPIED IN ANY
 MANNER WITHOUT THE WRITTEN PERMISSION OF
 COMMERCIAL SIGN SYSTEMS. ANY REPRODUCTION
 OR COPIING OF THIS DESIGN WITHOUT THE
 WRITTEN PERMISSION OF COMMERCIAL SIGN SYSTEMS
 IS STRICTLY PROHIBITED. ANY VIOLATION OF
 THESE TERMS WILL BE PROSECUTED TO THE FULL
 EXTENT OF THE LAW.



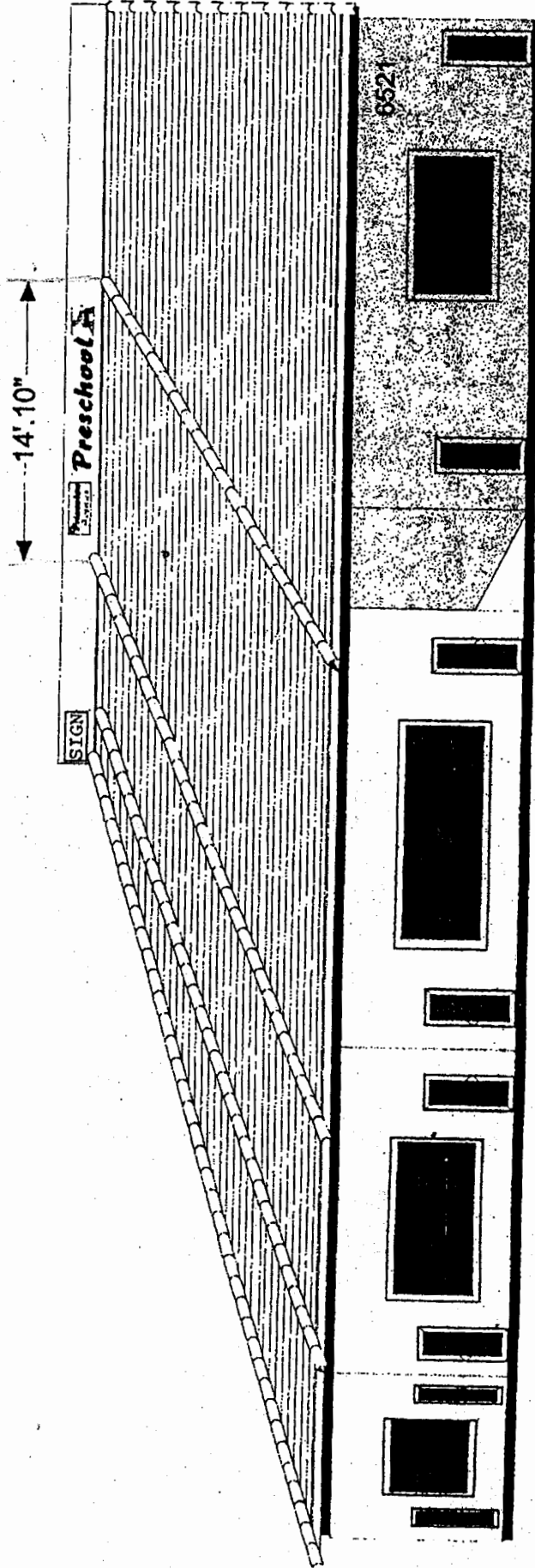
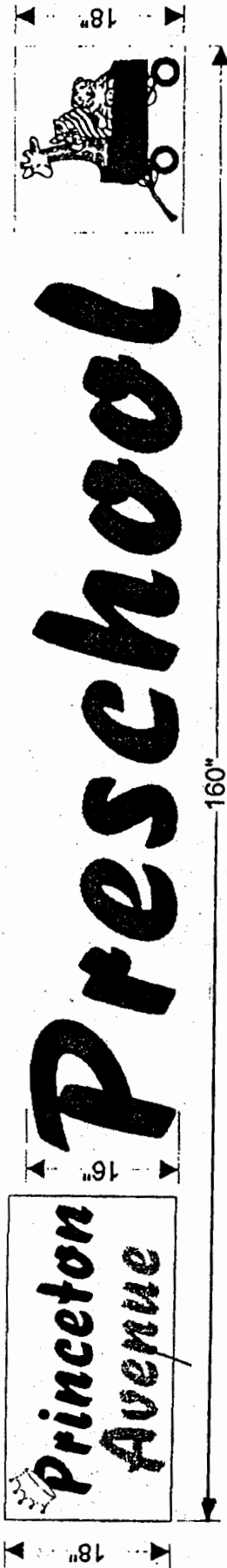
JOB ADDRESS:
 Varsity Park Plaza
 14711 Princeton Ave #4
 Moorpark, CA.



TENANT FRONTAGE 35'

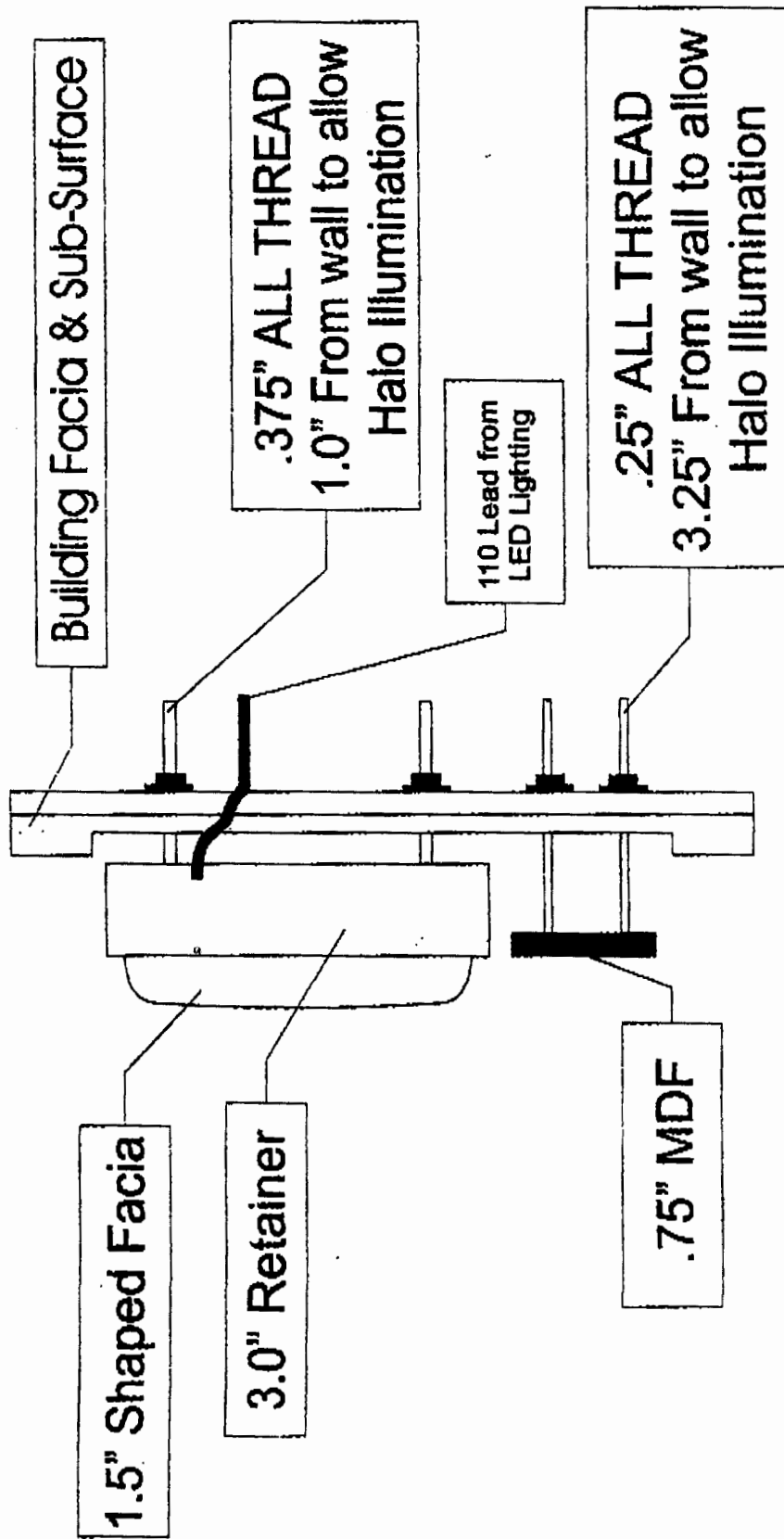
SIGN AREA 20 SQ. FT.

LOGOS MAY NOT EXCEED 4 SQ. FT. TOTAL



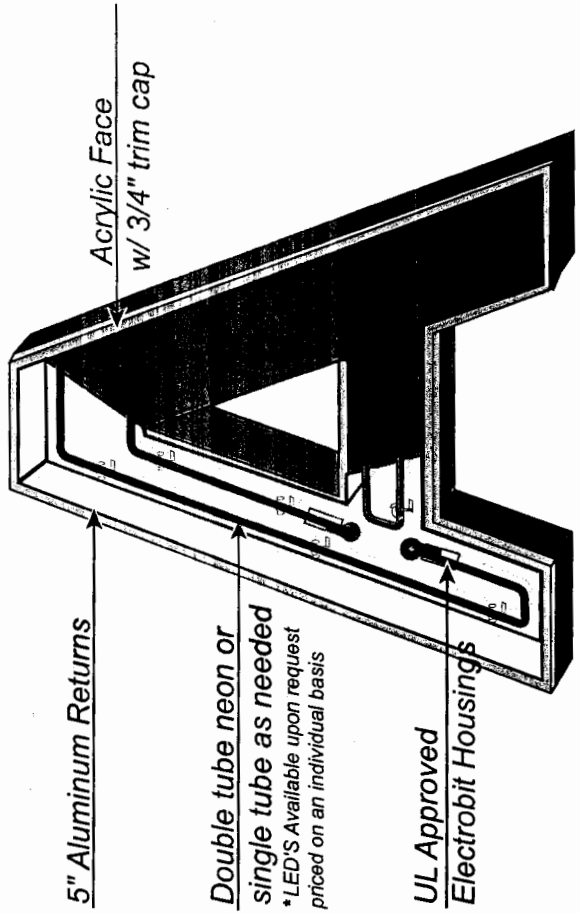
EAST ELEVATION

PROPOSAL: Grotta Azzurra / Dodos Design Method of Attachment



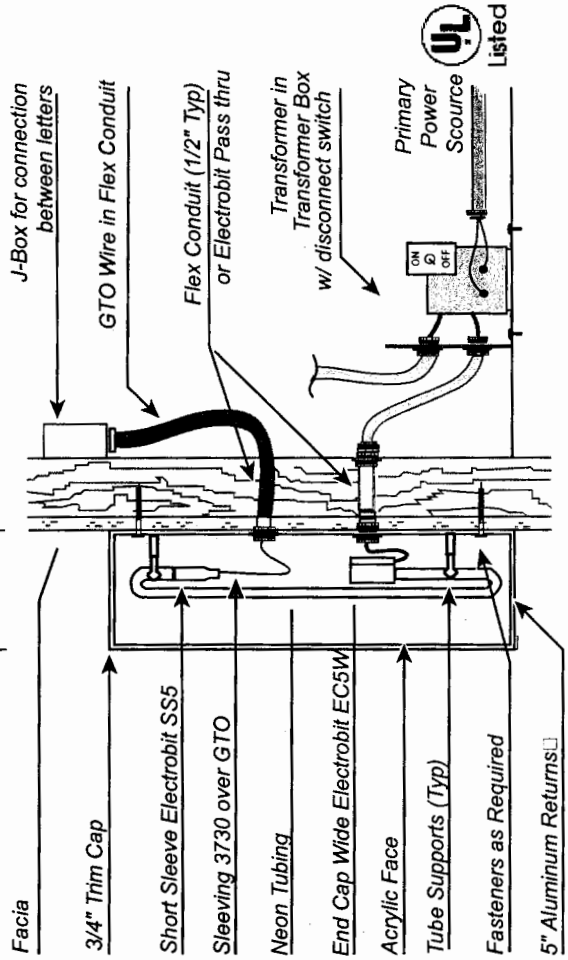
STANDARD CHANNEL LETTER INSTALLATION

GENERAL SPEC SHEET



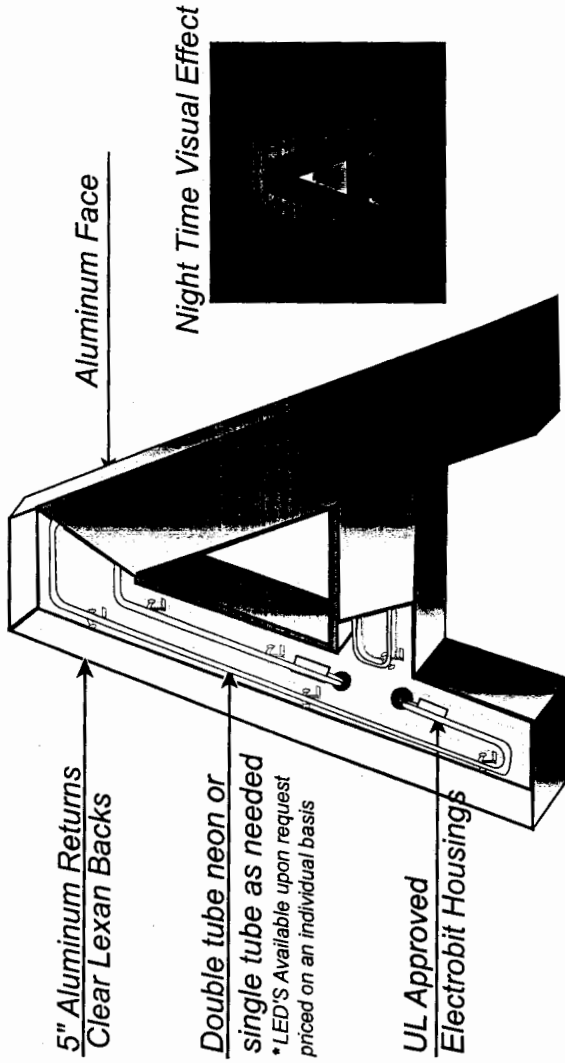
Check your local jurisdiction for further requirements

Mounting Detail



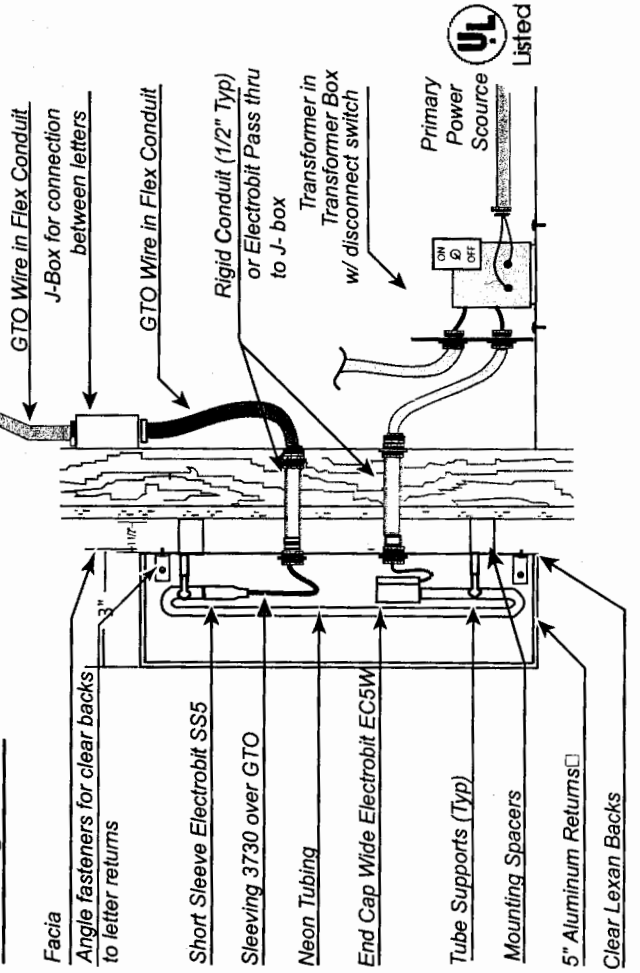
REVERSE CHANNEL LETTER METHOD OF INSTALLATION

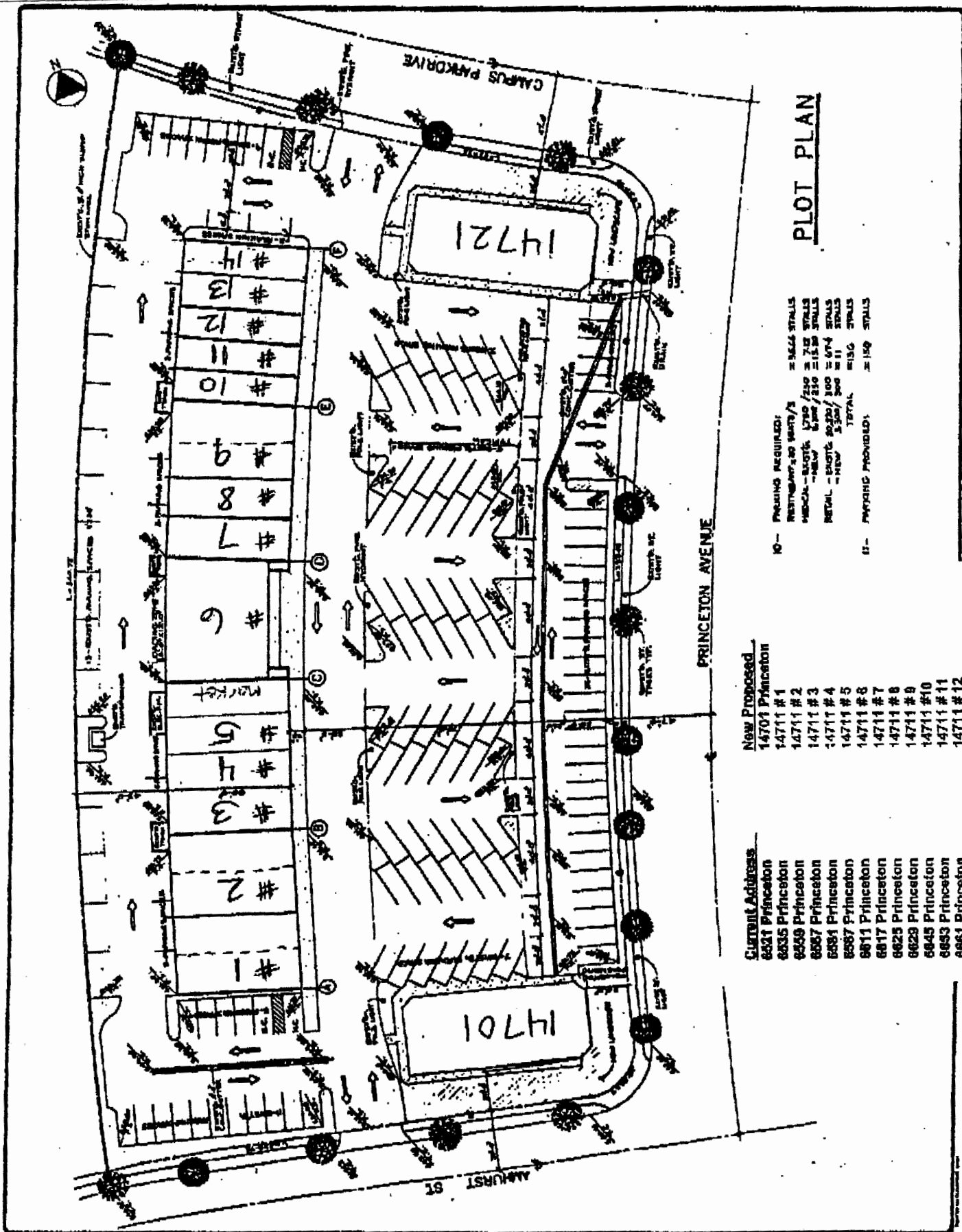
GENERAL SPEC SHEET



Check your local jurisdiction for further requirements

Mounting Detail





PLOT PLAN

10- PARKING REQUIRED:
 RESTAURANT - 20 SPOTS / 3 = 1625 STALLS
 MEDICAL - 1200 / 250 = 720 STALLS
 RETAIL - 2000 / 250 = 1600 STALLS
 TOTAL = 3945 STALLS
 11- PARKING PROVIDED:
 TOTAL = 150 STALLS

New Proposed

- 14701 Princeton
- 14711 # 1
- 14711 # 2
- 14711 # 3
- 14711 # 4
- 14711 # 5
- 14711 # 8
- 14711 # 7
- 14711 # 8
- 14711 # 9
- 14711 # 10
- 14711 # 11
- 14711 # 12
- 14711 # 13
- 14711 # 14
- 14721 Princeton

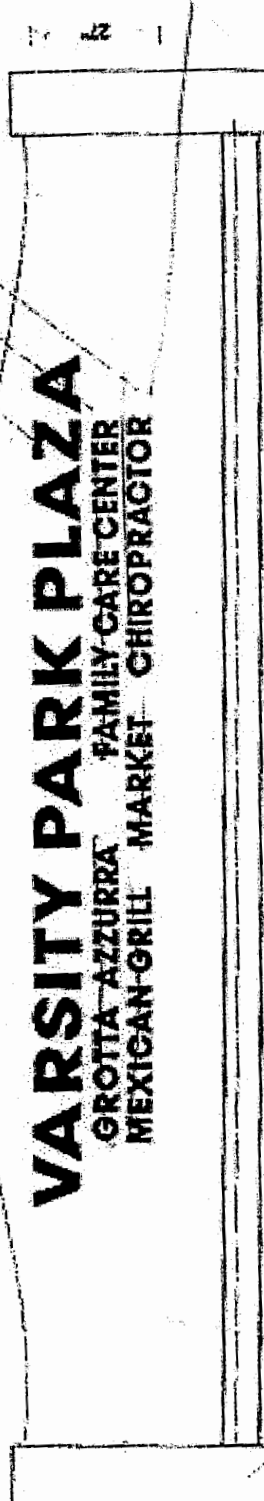
Current Address

- 6621 Princeton
- 6635 Princeton
- 6659 Princeton
- 6667 Princeton
- 6681 Princeton
- 6687 Princeton
- 6611 Princeton
- 6617 Princeton
- 6625 Princeton
- 6629 Princeton
- 6645 Princeton
- 6653 Princeton
- 6661 Princeton
- 6669 Princeton
- 6685 Princeton
- 6693 Princeton

EXISTING MONUMENT SIGN (SOUTH - EAST Corner.)

Avant Garden Extra Bold to be used for the individual Plexiglas Letters.
Minimum area for the writing shall not exceed (50) fifty square feet.
Silicone Adhesive shall be used for mounting the letters to the existing wall.

3/4" depth of letters
10" PLEXIGLAS LETTERS (DARK BROWN COLOR.)
3/4" depth of letters
5" PLEXIGLAS LETTERS (DARK BROWN COLOR.)
3/4" depth of letters
5" PLEXIGLAS LETTERS (DARK BROWN COLOR.)



13'3"

To be the same color

NEEDS DECORATIVE MODIFICATION,
ORGANIZE TENANT NAMES BY COLUMNS,
NO MORE THAN (6) SIX TENANTS ALLOWED.