

Moorpark Marketplace

ZELMAN RETAIL PARTNERS, INC.

515 S. Figueroa St., Suite 1230, Los Angeles, CA 90071

MASTER SIGN PROGRAM



Prepared by

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CITY COUNCIL APPROVED (DATE: 10.17.02)

City of Moorpark
Community Development Department

APPROVED

CASE NUMBER: PL 2022-0220

APPROVAL DATE: 12/02/2022

APPROVAL AUTHORITY: CDD

RESOLUTION NUMBER: N/A

CASE PLANNER: PN

Master Sign Program Amendment

Moorpark Marketplace

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(pages 24-25
not included)

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Tenant Signage Criteria

OBJECTIVE:

The purpose of this sign criteria is to establish standards that assure tenant signage is harmonious, integrates with shopping center architecture, and provides coordinated proportional exposure for all tenants. This sign criteria also describes the responsibilities of the tenants with respect to sign review, approval, and installation. All work shall meet or exceed the minimum design intent and fabrication requirements shown in this document. Conformance will be enforced. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. However, any non-conforming or disapproved signs will be brought into conformance at the expense of the tenant.

REQUIREMENTS FOR SIGNAGE IMPLEMENTATION:

Each Tenant shall provide a minimum of one primary identification wall sign in accordance with the approved Master Sign Plan herein provided.

Tenant shall be responsible for the following expenses relating to signage for tenant's store:

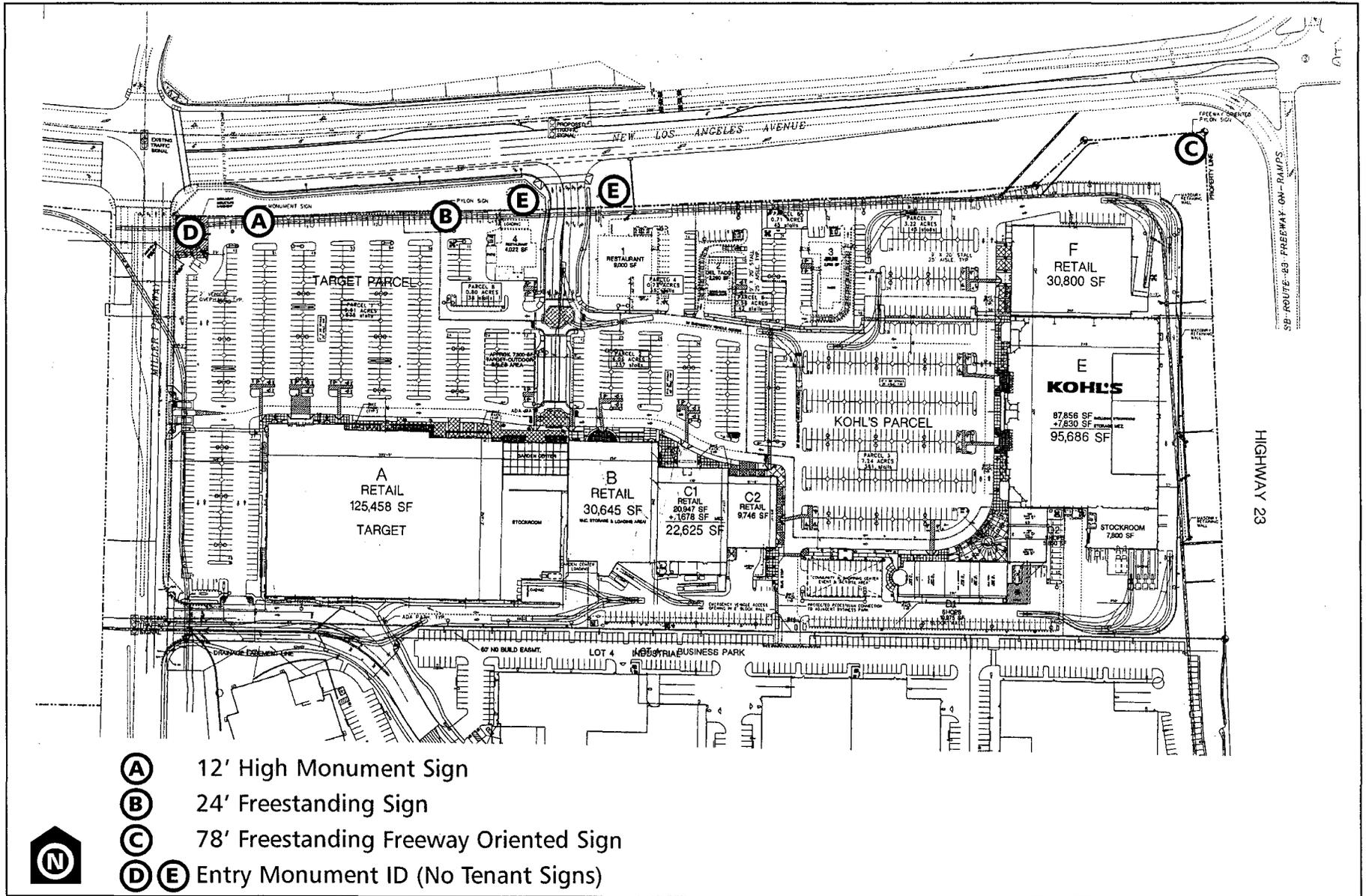
- Plan check, permit processing ,and application fees,
- Fabrication and installation of signage, and final electrical connections.
- Maintenance and repair, to include; all costs relating to signage removal, including repair of any damage to the building, or any portion of the shopping center.

There is a formal process for the creation, review and approval of Tenant signs (see "Submittals and Approvals" section of this document). The tenant shall provide the following information: store name, logo image and colors, intended sign dimensions, materials, colors, finishes, and electrical connections.

Only those sign types provided for and specifically approved in writing by the Landlord and the City of Moorpark will be allowed. The Tenant will be required, at his expense, to correct, replace or remove any sign that is installed without City or Land Lord's approval and/or that is deemed not to be in conformance with the plans as submitted and with requirements and documents referenced herein.

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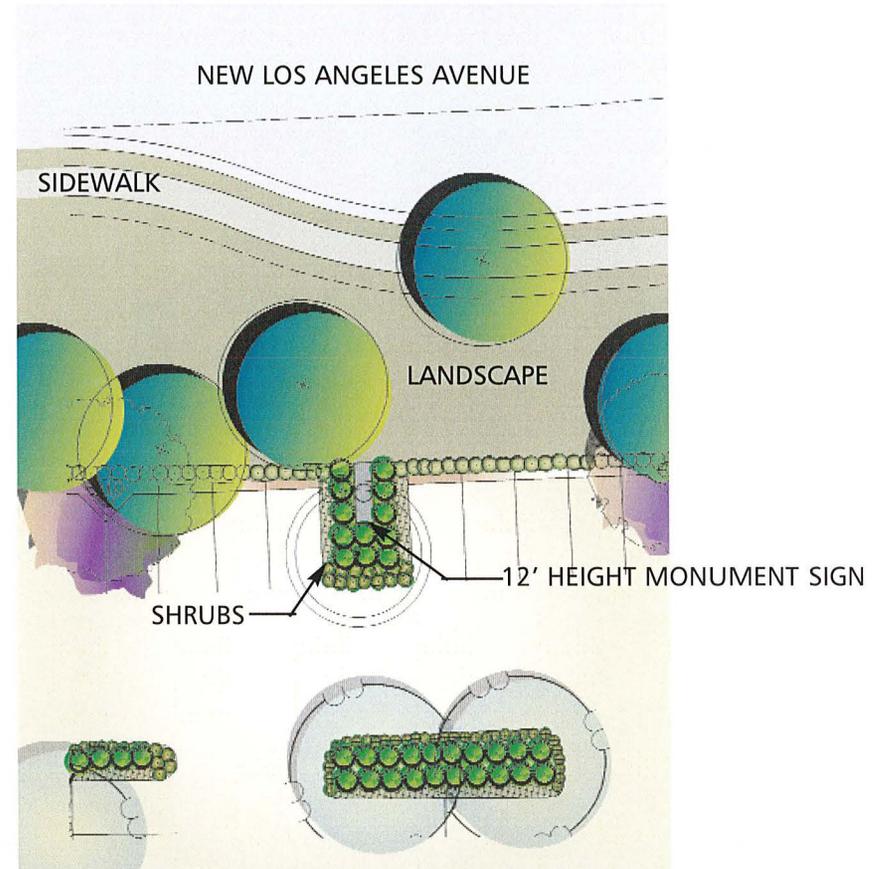
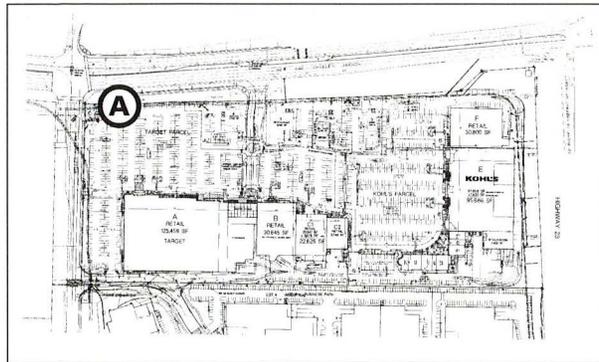
Site Plan



Moorpark Marketplace

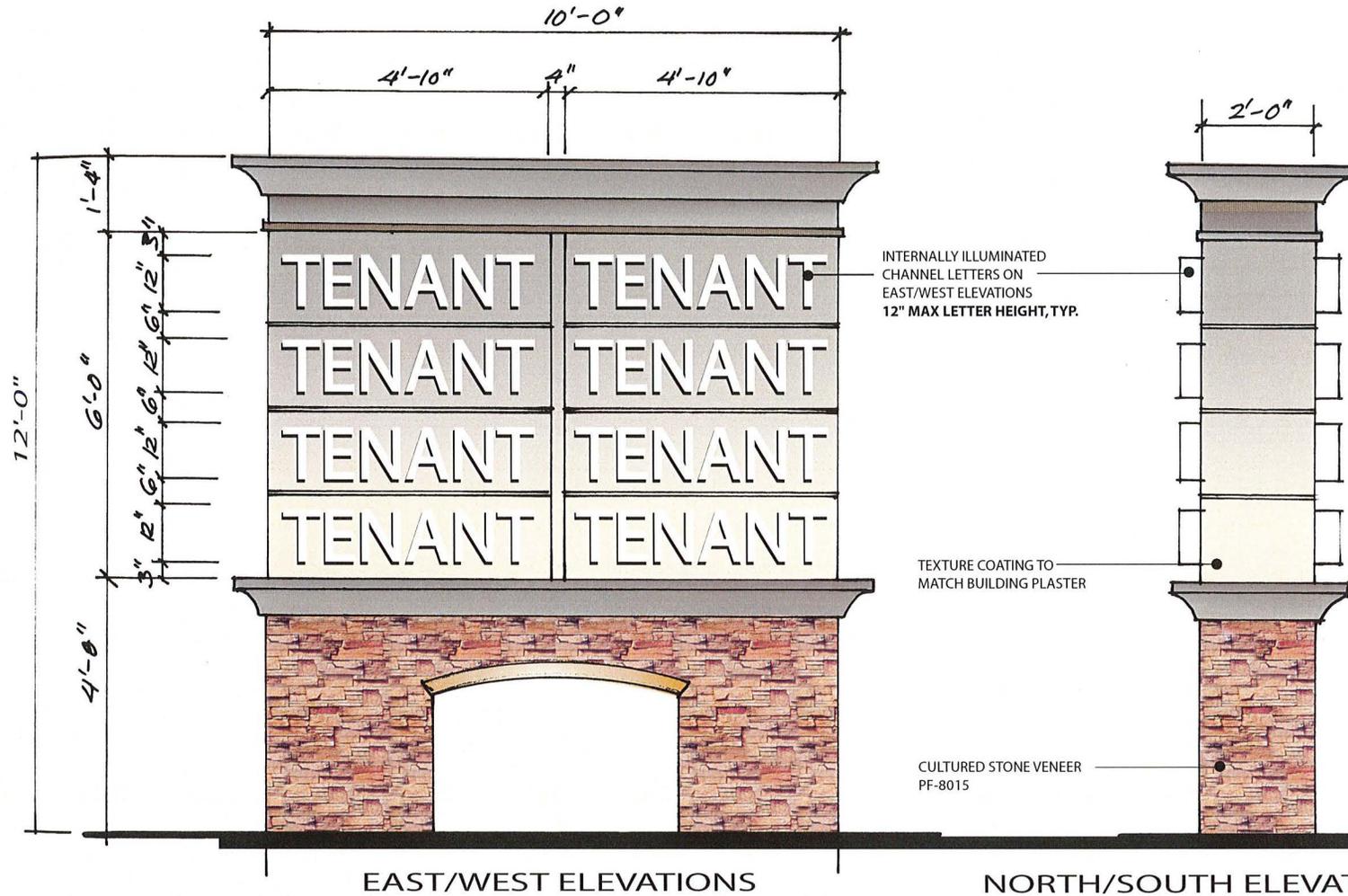
A Double Faced — illuminated
12' Height Monument Sign
Along New Los Angeles Ave.

Note: Sign may encroach into 1/2 of
the setback area.
Min. landscaping setback is 4
feet on all sides.



Moorpark Marketplace

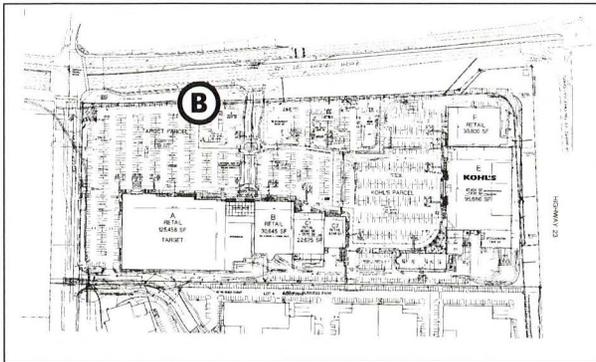
- (A)** Double Faced — illuminated
12' Height Monument Sign
Along New Los Angeles Ave.



Note: Maximum Letter Height 12 inches.

Max. Sign Area : 54 SF. (each side)
Total of Both Sides = 108 SF.

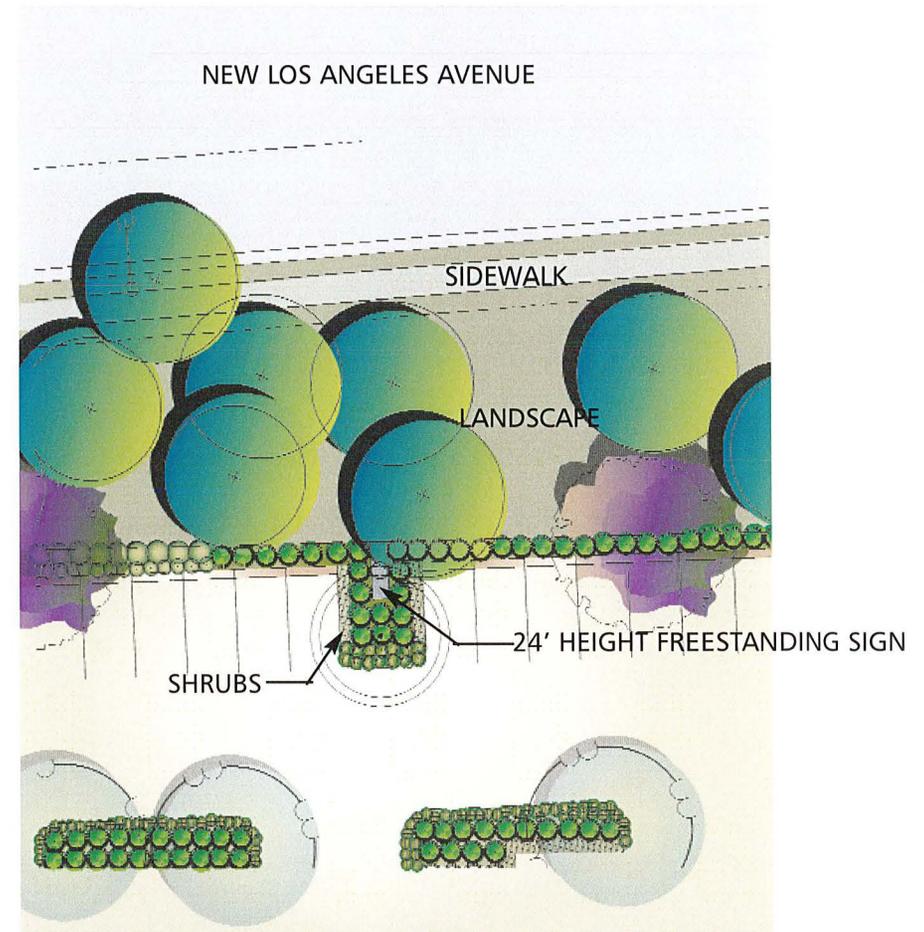
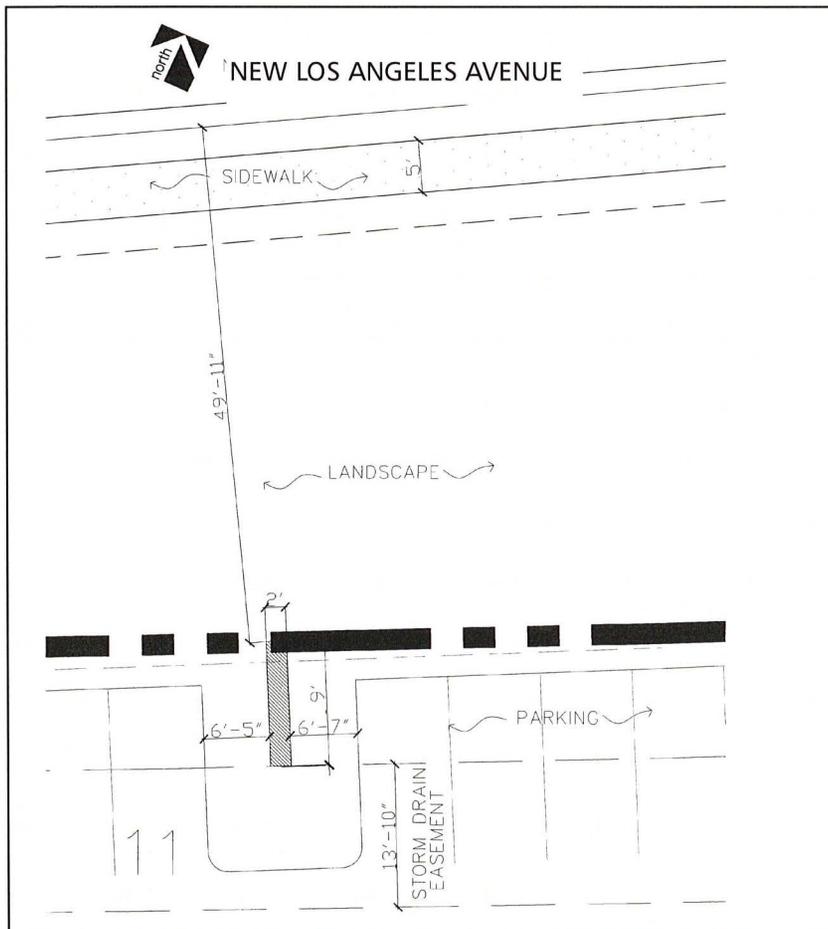
Moorpark Marketplace



B Double Faced — illuminated
20' Height Freestanding Sign
Along New Los Angeles Ave.

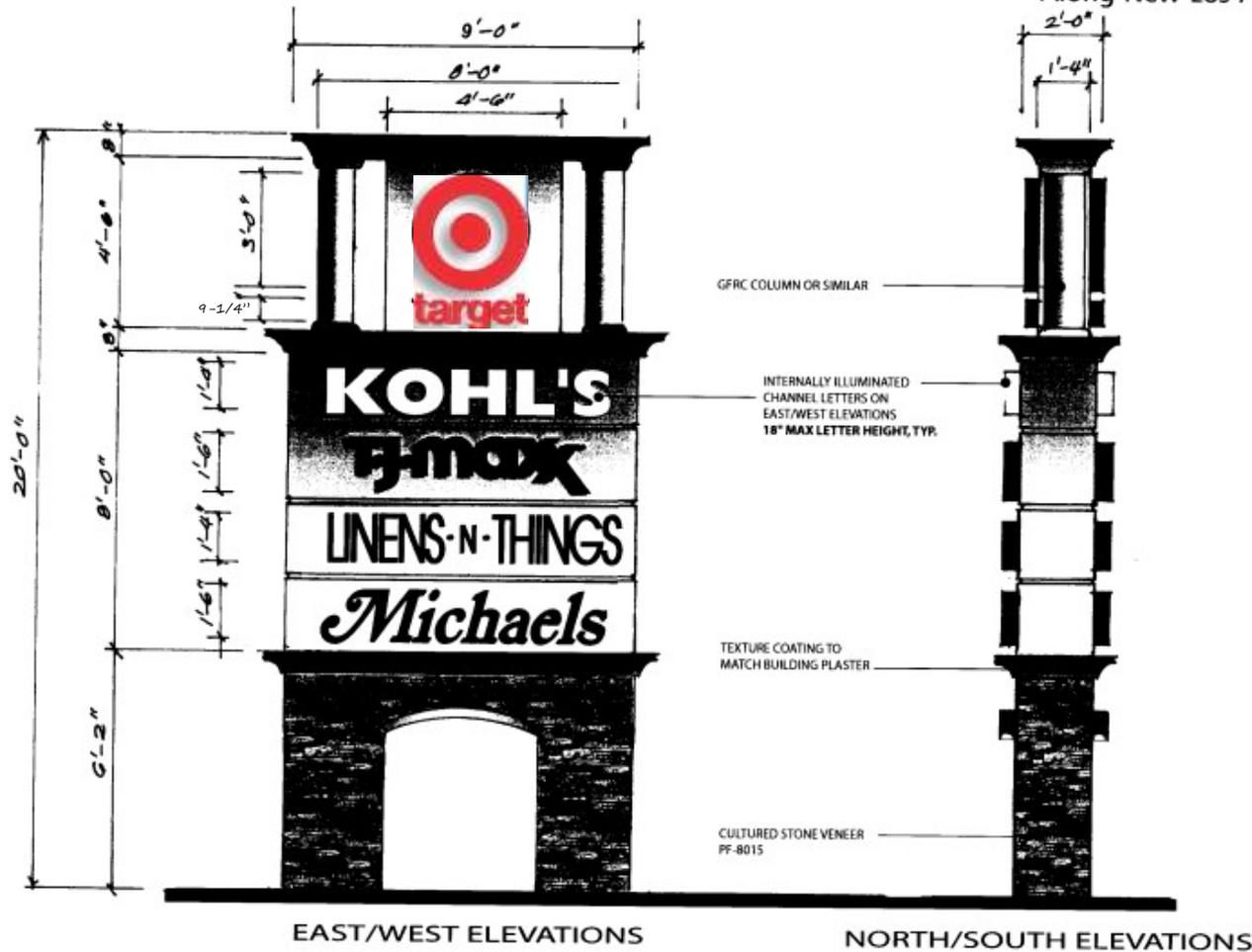
Note: Sign may encroach into 1/2 of
the setback area.

Min. landscaping setback is 4
feet on all sides.



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(B) Double Faced — illuminated
20' Height Freestanding Sign
Along New Los Angeles Ave.

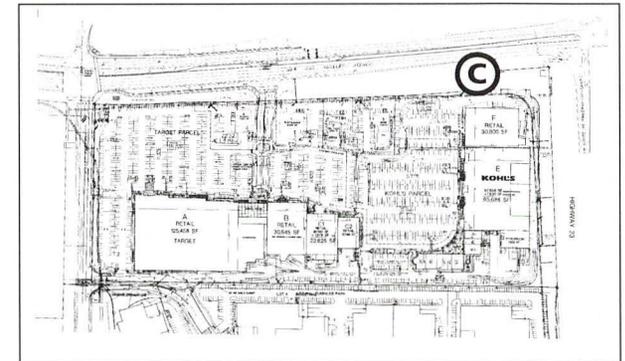
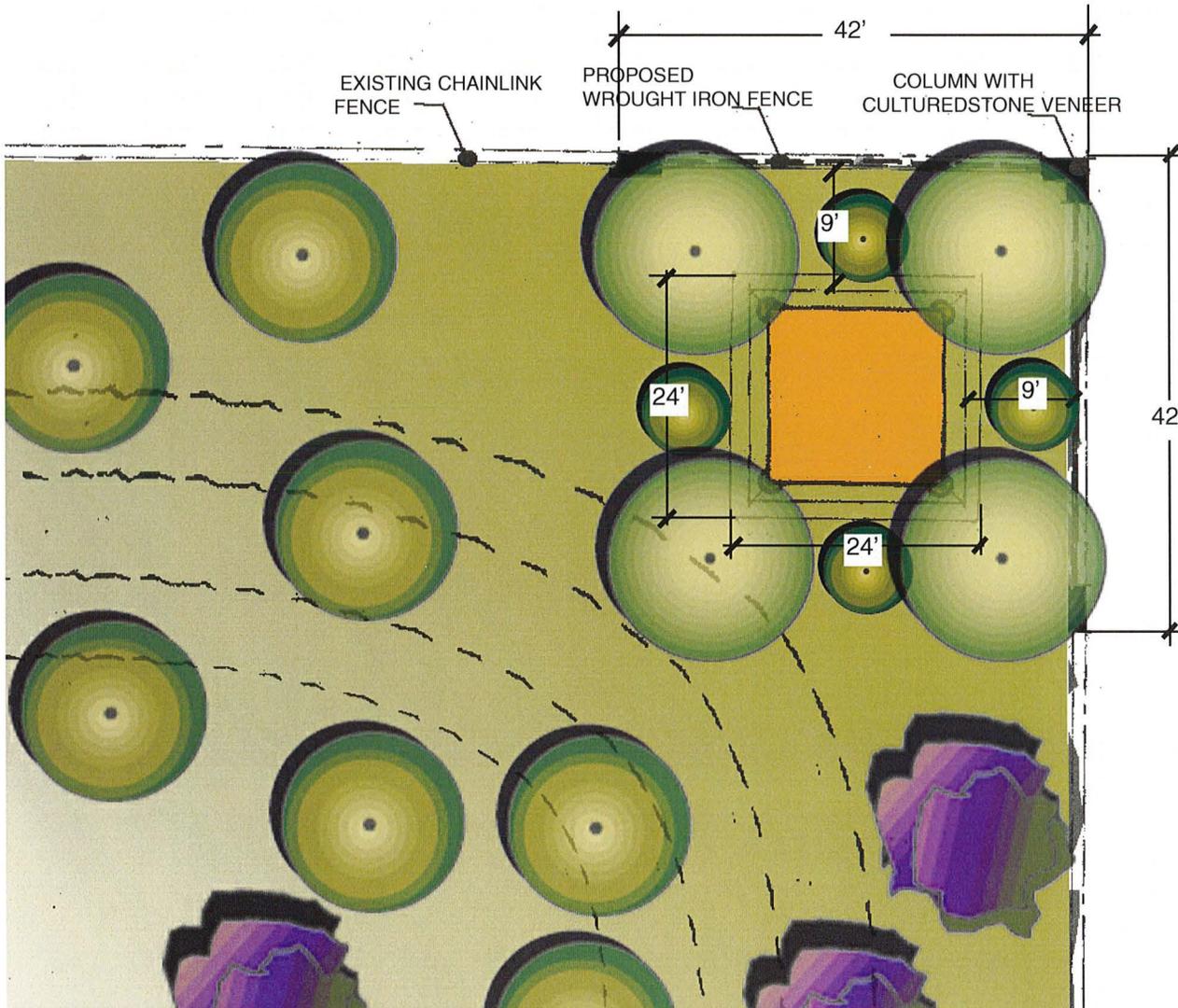


Note: Maximum Letter Height 18 inches. (Major Tenant Panels)

Total sign area: 84 S.F. (each side)
Total of Both Sides = 168 SF.

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© Four Faced — internally illuminated channel letters
66' Freeway Oriented Sign
(Location Plan)

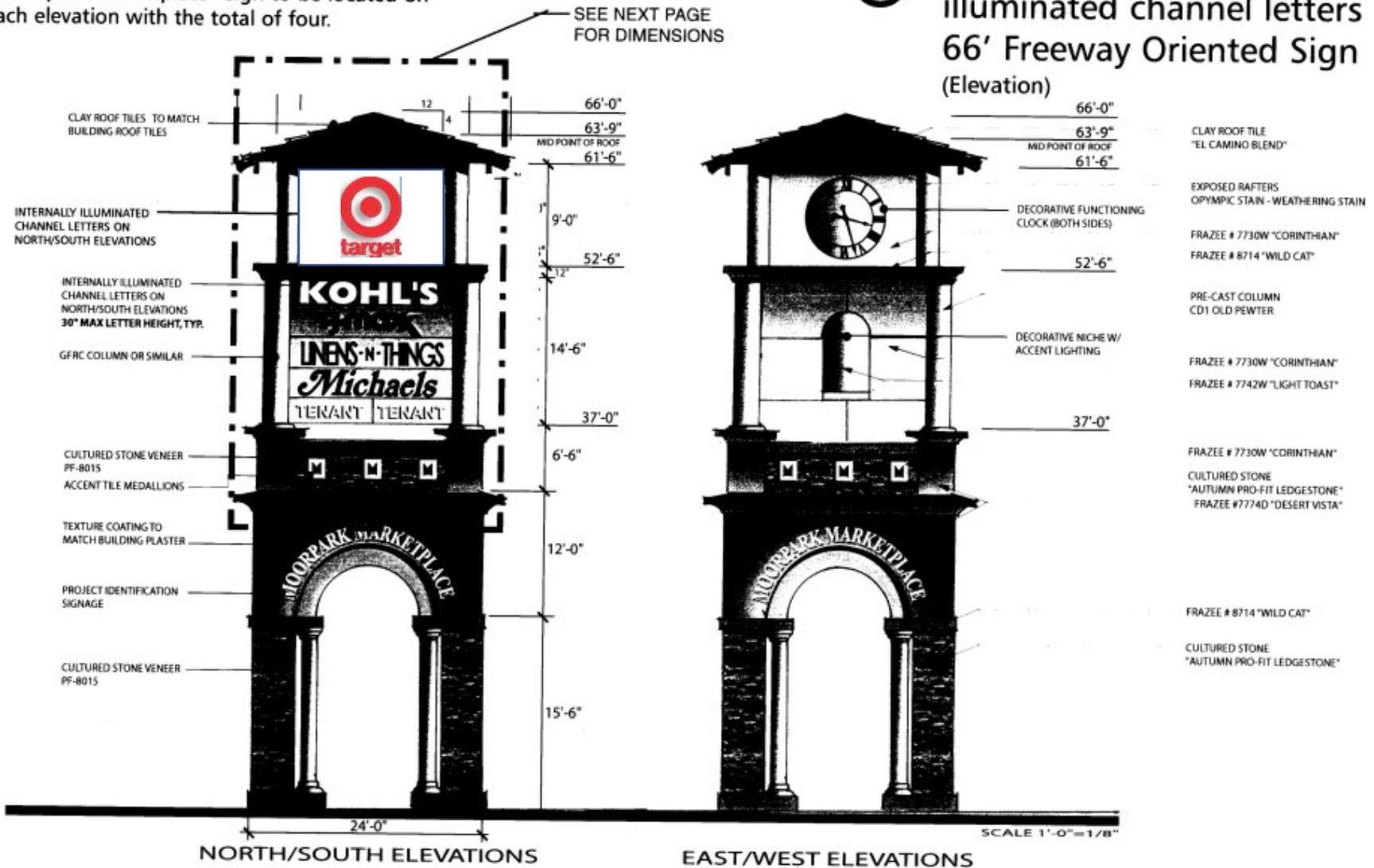


plan

Moorpark Marketplace

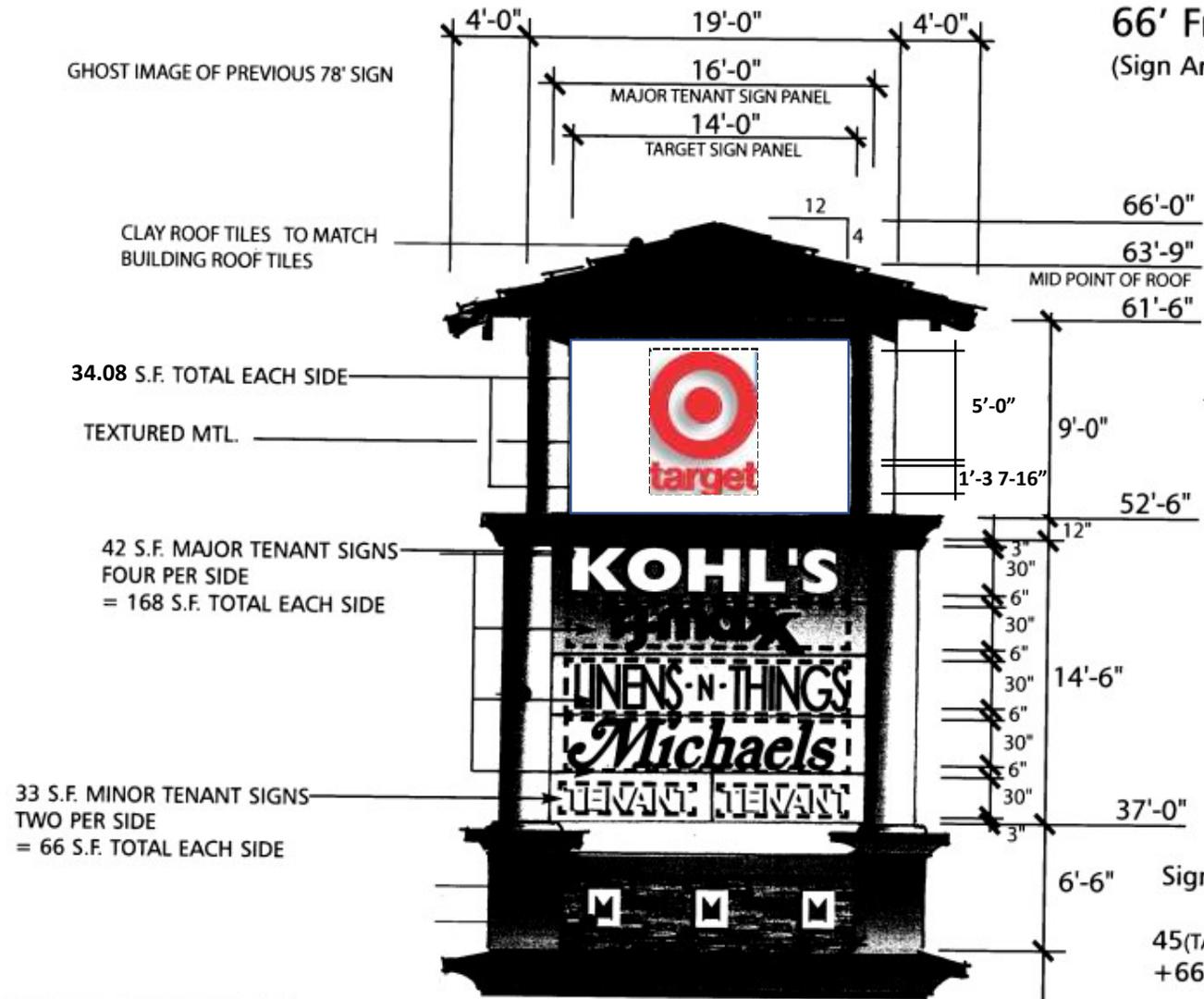
Note: tenant names are for illustrative purposes only
 "Moorpark Marketplace" sign to be located on each elevation with the total of four.

© Four Faced — internally illuminated channel letters
 66' Freeway Oriented Sign
 (Elevation)



Moorpark Marketplace

© Four Faced — internally illuminated channel letters
 66' Freeway Oriented Sign
 (Sign Area & Dimension)



GHOST IMAGE OF PREVIOUS 78' SIGN

34.08 S.F. TOTAL EACH SIDE

TEXTURED MTL.

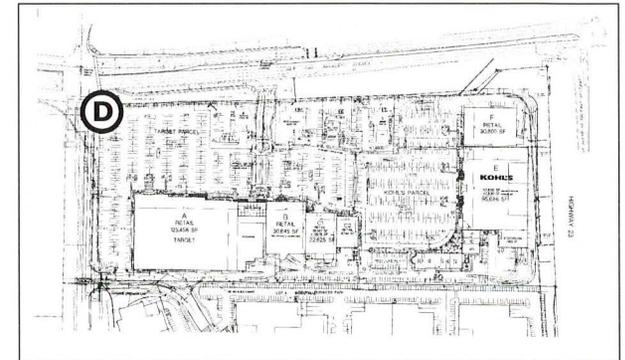
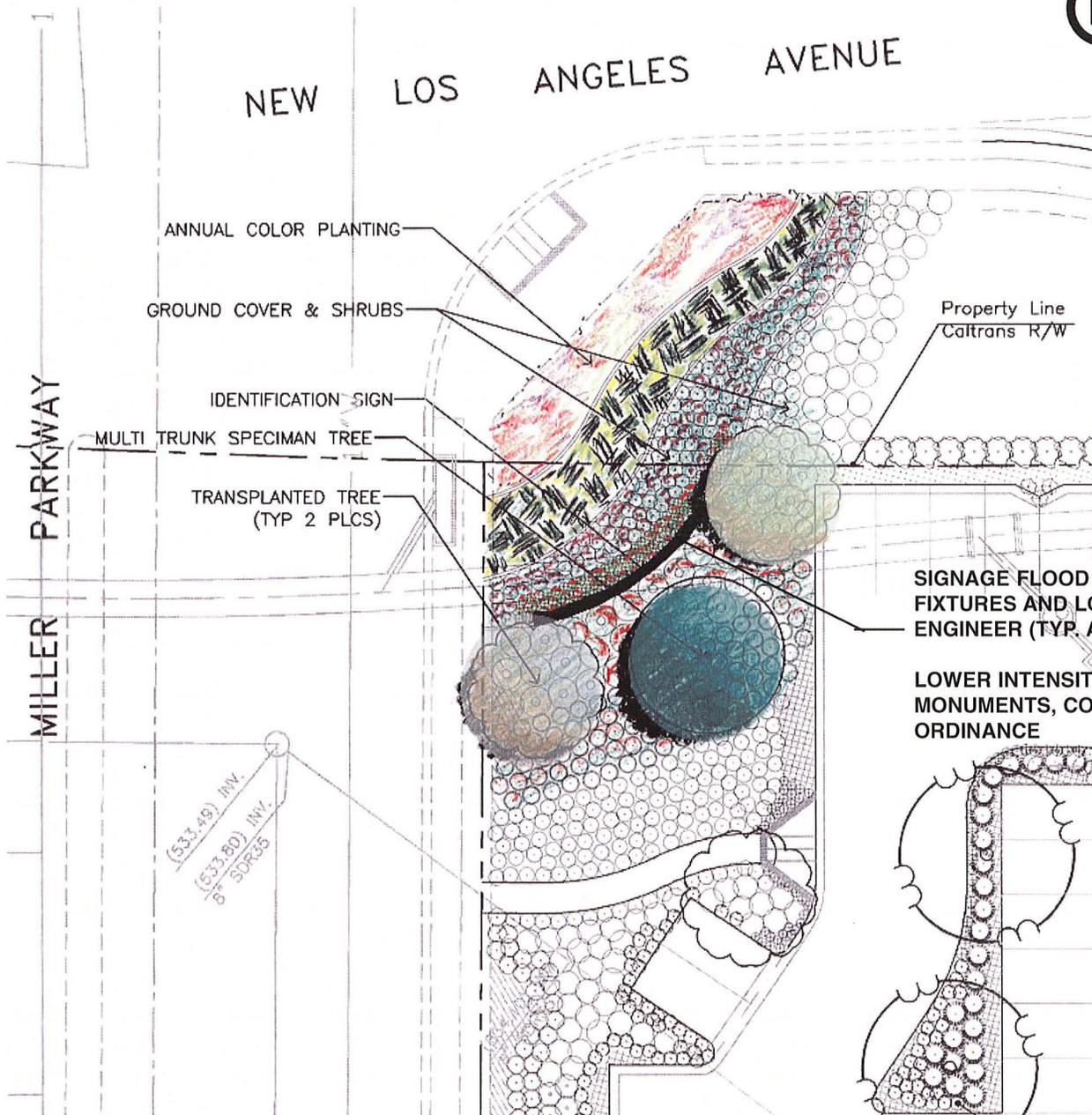
42 S.F. MAJOR TENANT SIGNS
 FOUR PER SIDE
 = 168 S.F. TOTAL EACH SIDE

33 S.F. MINOR TENANT SIGNS
 TWO PER SIDE
 = 66 S.F. TOTAL EACH SIDE

Sign Area Per Side:
 45(TARGET) + 168(MAJOR)
 + 66(MINOR) = 279 S.F. Total Per Side

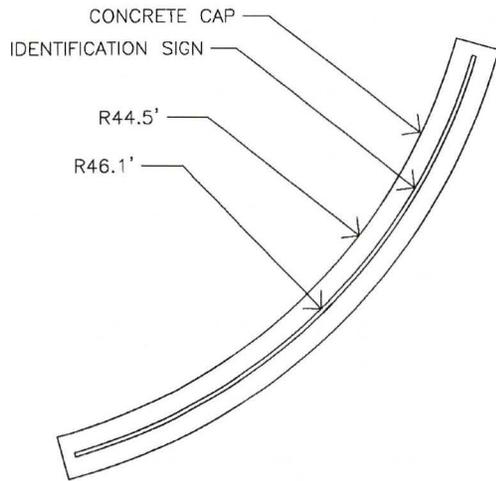
Moorpark Marketplace

D Corner of Miller Parkway & New Los Angeles Ave
Entry Monument I.D. Sign
(No Tenant Signs)



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ⓓ Corner of Miller Parkway & New Los Angeles Ave Entry Monument I.D. Sign (No Tenant Signs)

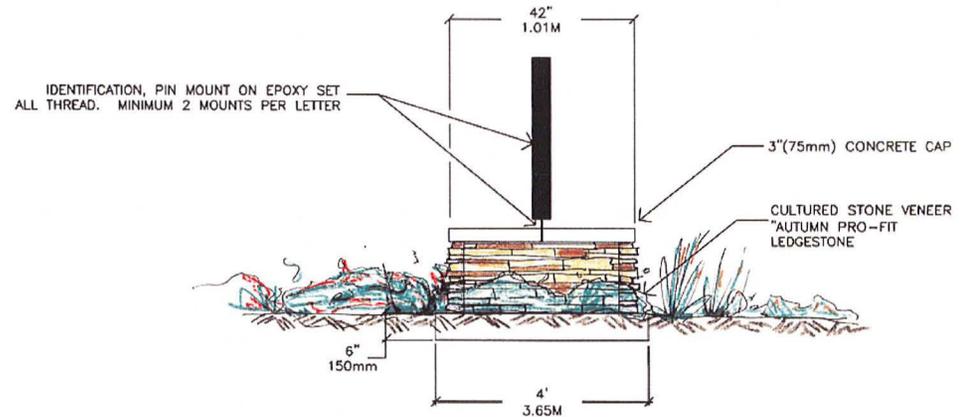


IDENTIFICATION SIGNAGE - PLAN VIEW

NOT TO SCALE

A

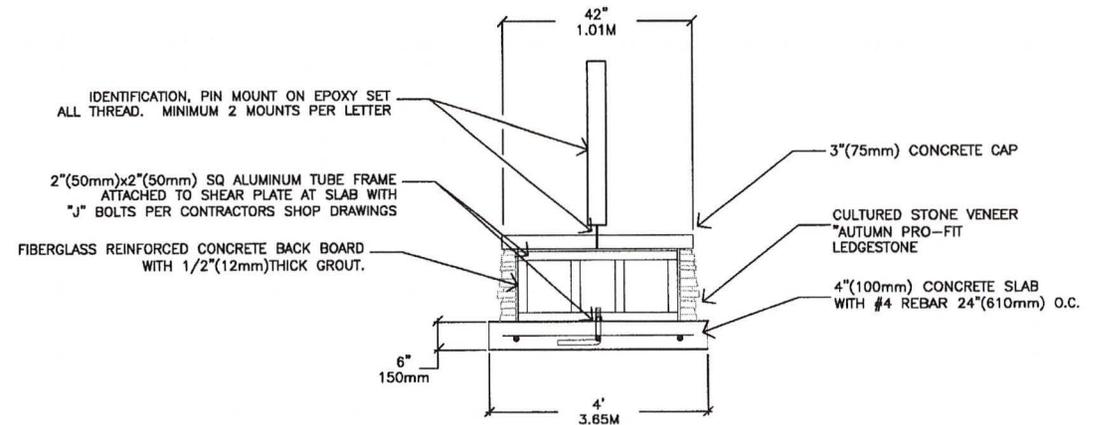
ELEVATION



SCALE 1/2" = 1'-0"

D

SECTION

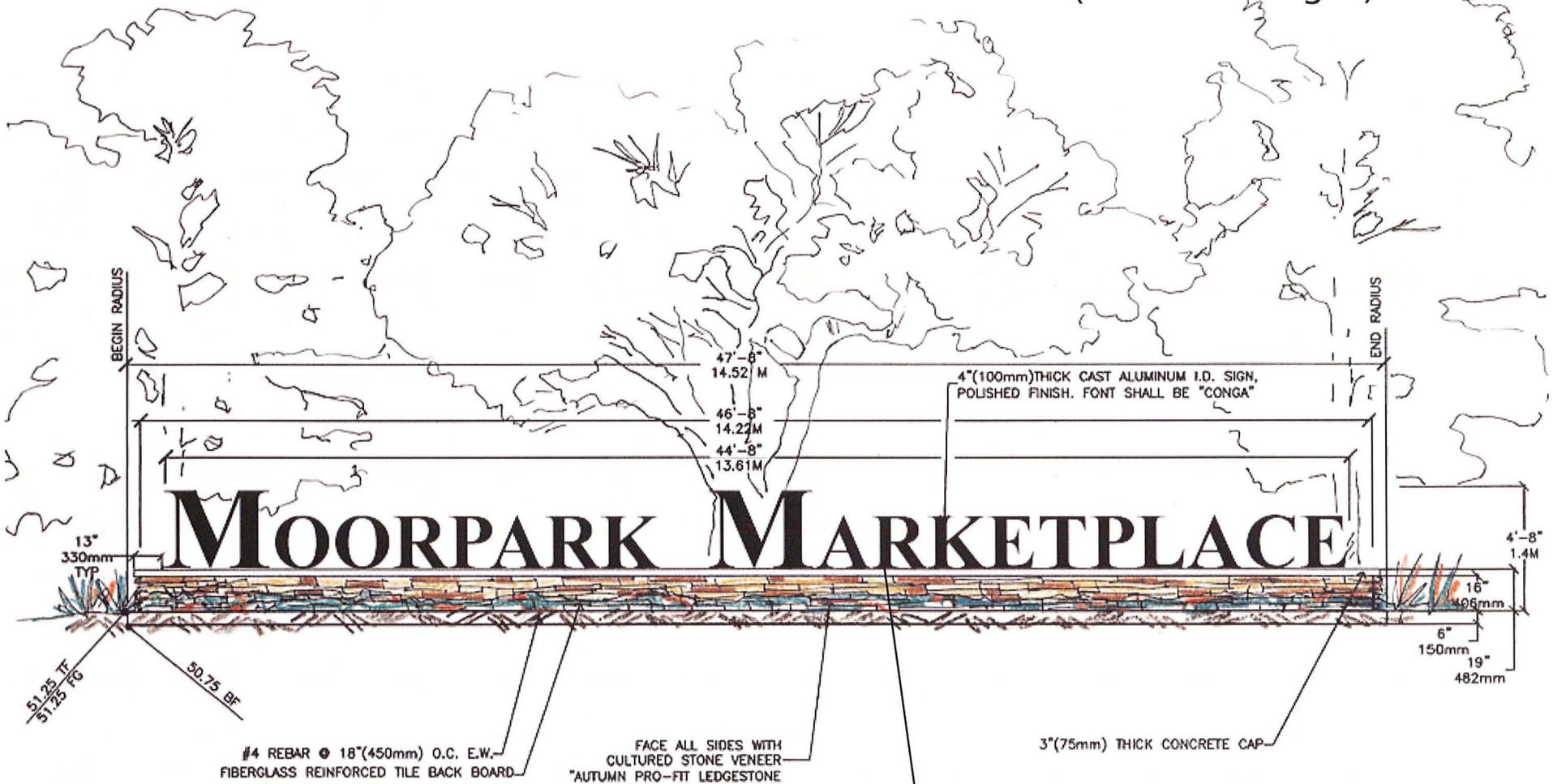


NOT TO SCALE

C

Moorpark Marketplace

- ⓓ Corner of Miller Parkway & New Los Angeles Ave
Entry Monument I.D. Sign
(No Tenant Signs)

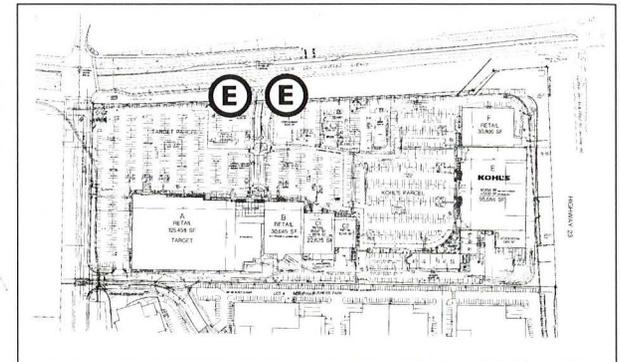


Font: Times New Roman

PROFILE

Moorpark Marketplace

E Main Entry Monument I.D. Sign. (No Tenant Signs)



NEW LOS ANGELES AVE

SIGN FLOOD LIGHTING, ACTUAL LOCATION AND QUANTITY
PER ELECTRICAL ENGINEER (TYP.)
LOWER INTENSITY LIGHTS TO BE USED AT MONUMENTS,
COMPLIANT WITH THE CITY ORDINANCE

MULTI TRUNK SPECIMAN TREE
(TYP 2 PLCS)

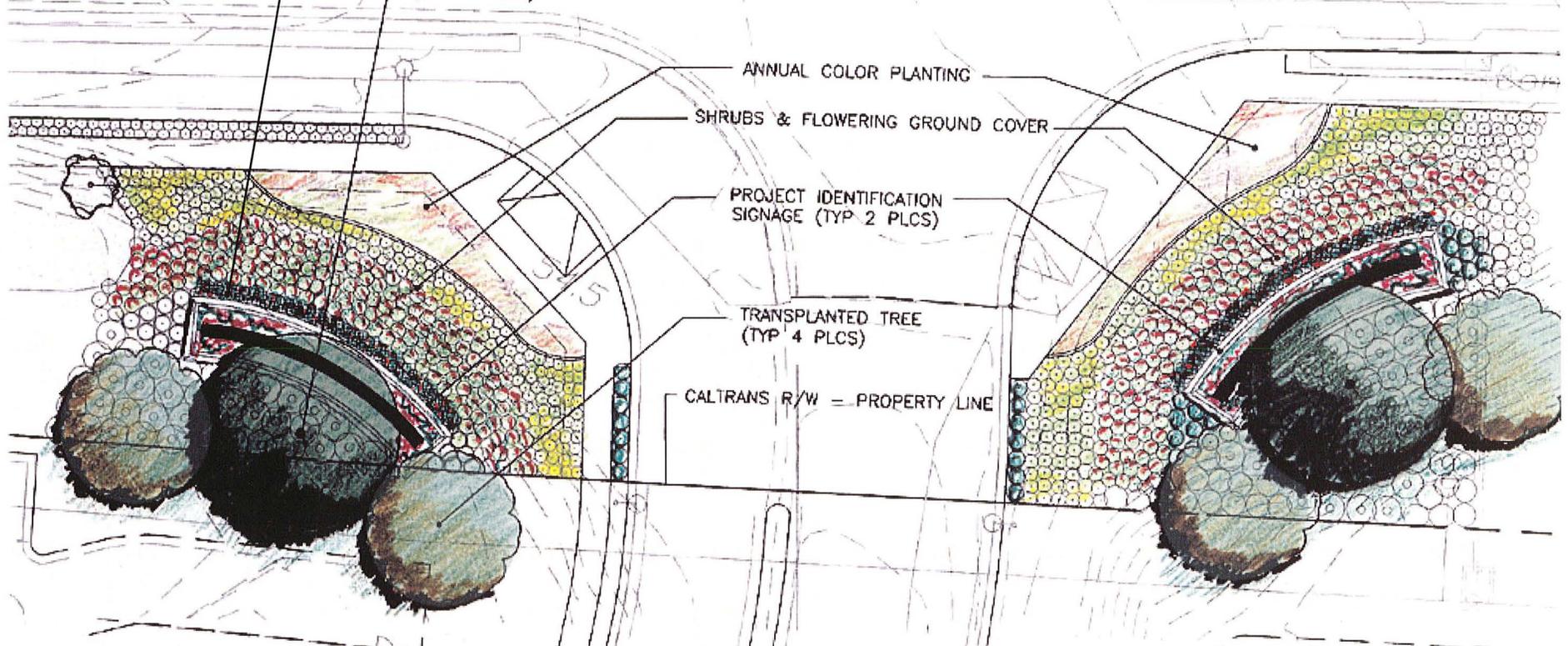
ANNUAL COLOR PLANTING

SHRUBS & FLOWERING GROUND COVER

PROJECT IDENTIFICATION
SIGNAGE (TYP 2 PLCS)

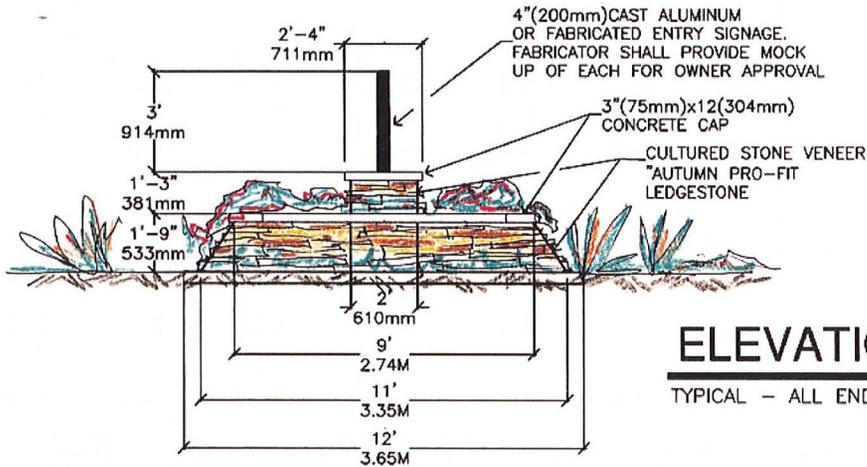
TRANSPLANTED TREE
(TYP 4 PLCS)

CALTRANS R/W = PROPERTY LINE



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E Main Entry Monument I.D. Sign. (No Tenant Signs)

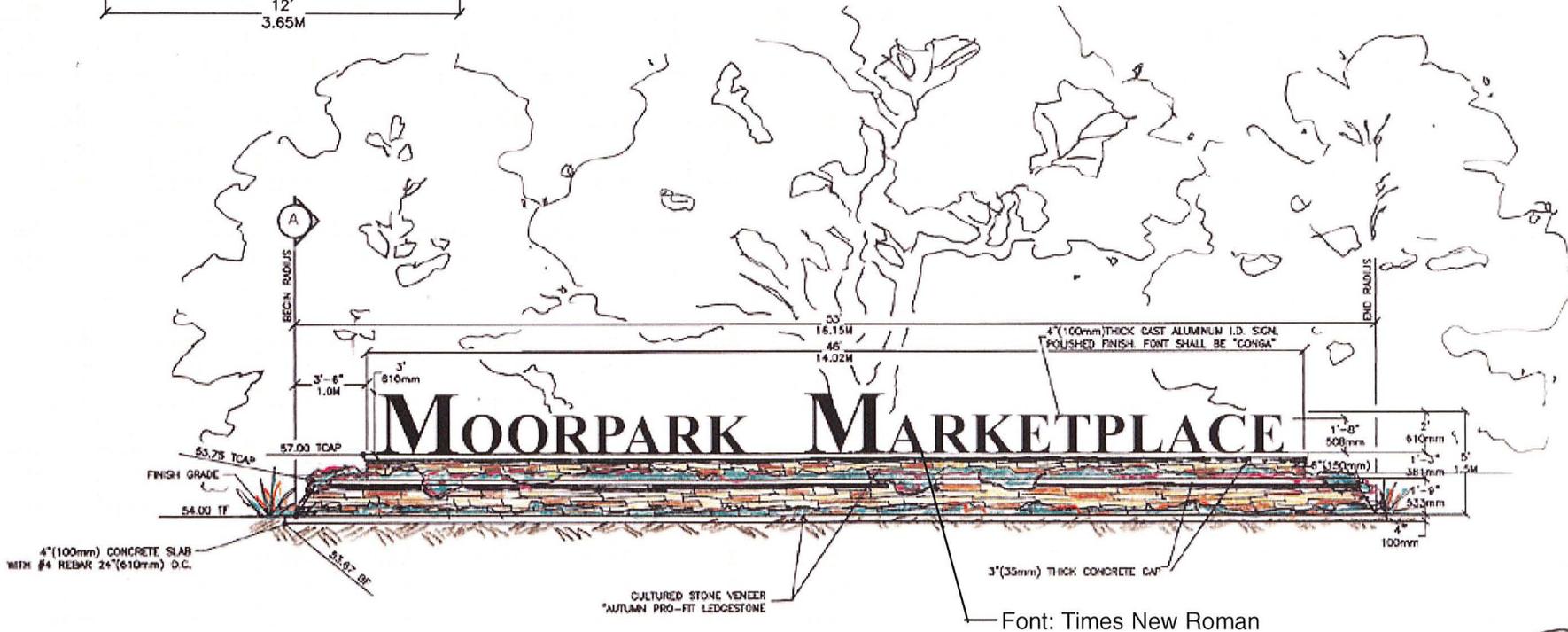


ELEVATION

TYPICAL - ALL ENDS OF SIGNS

SCALE 1/4" = 1'-0"

A



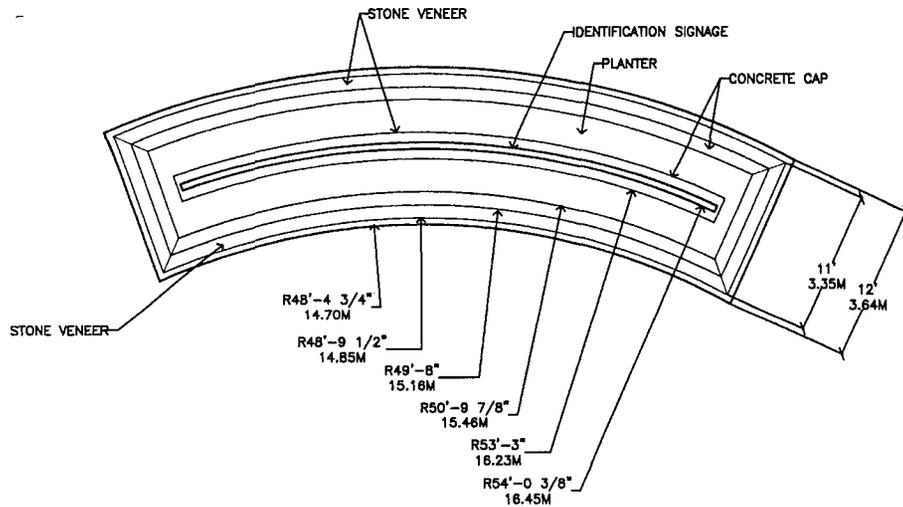
EASTERLY & WESTERLY ENTRY SIGN PROFILE

NEW LOS ANGELES ENTRY

SCALE 3/16" = 1'-0"

B

Ⓔ Main Entry Monument I.D. Sign

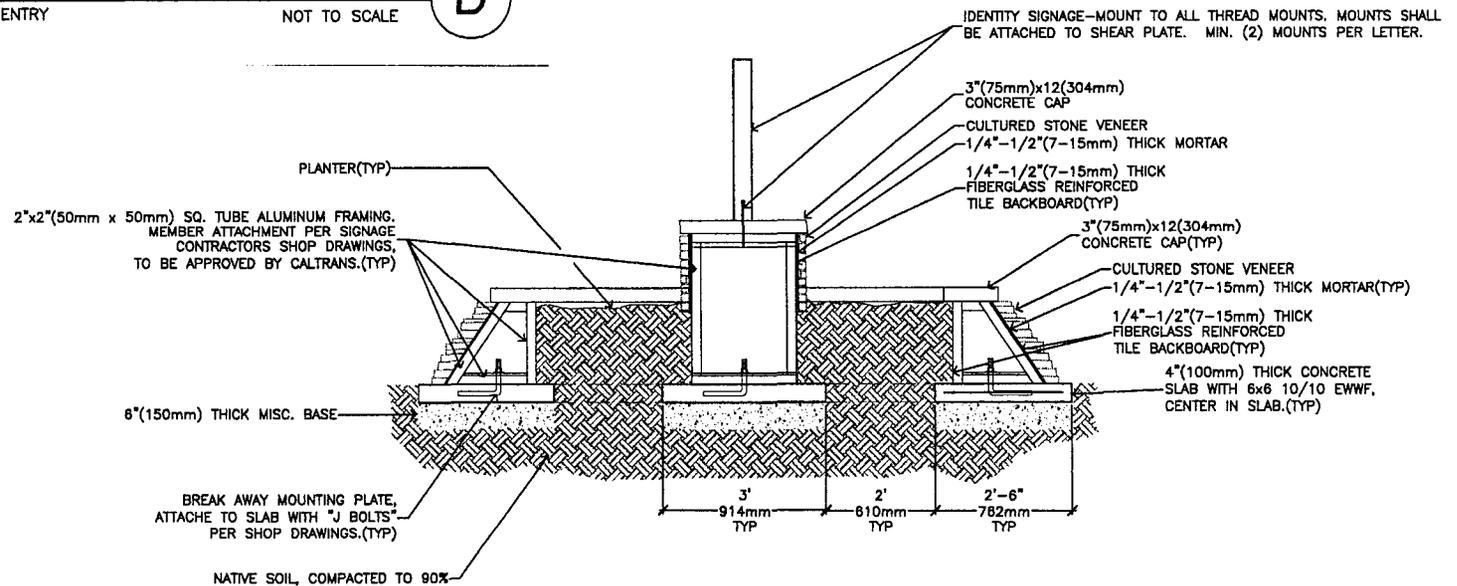


IDENTIFICATION SIGNAGE - PLAN VIEW

TYPICAL EAST AND WEST SIDES - NEW LOS ANGELES ENTRY

NOT TO SCALE

Ⓓ



SECTION

NOT TO SCALE

Ⓒ

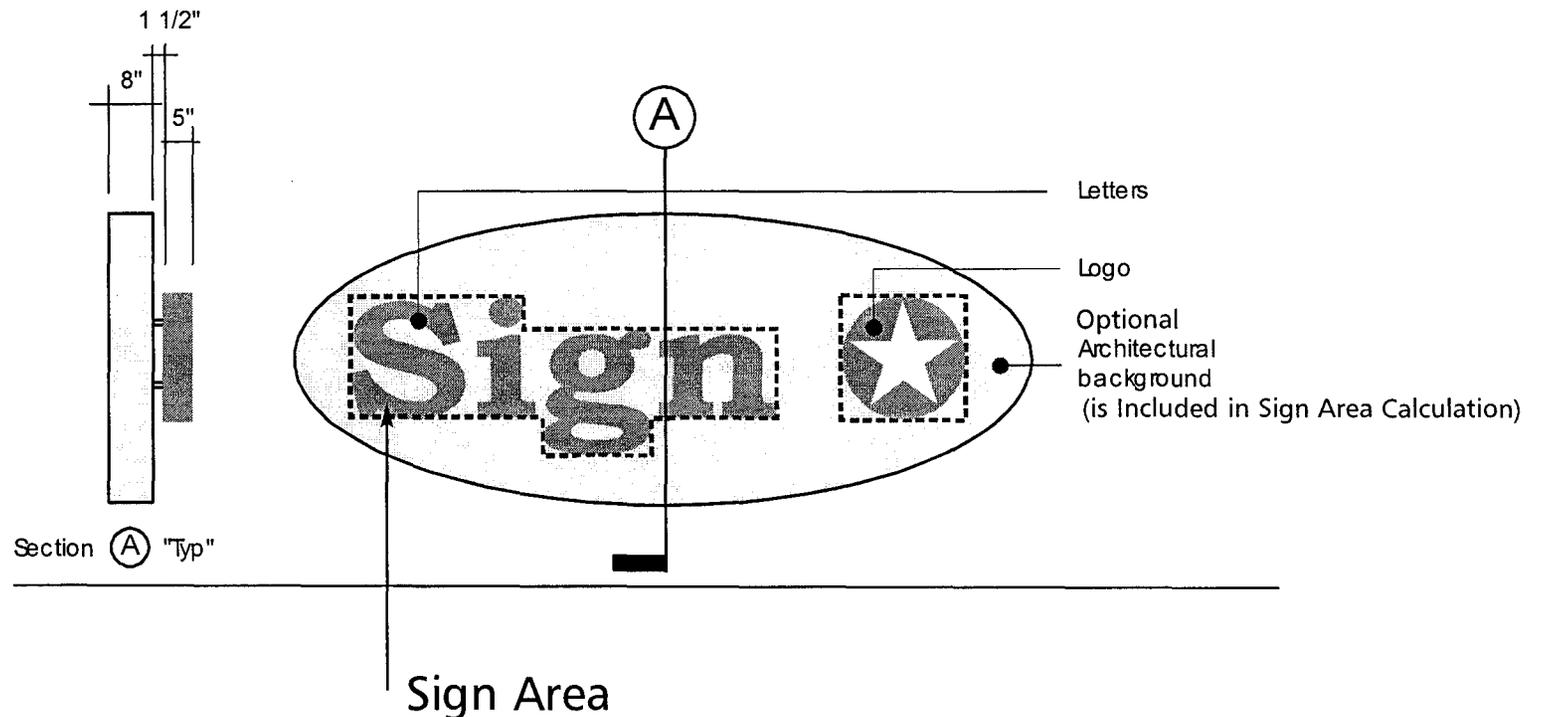
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Buildings: D1,D2,Pads 1,2,3,4.

ALLOWABLE WALL SIGNS & SIGN AREA:

Method of Sign Area Calculation:

Sign Area shall be determined by the total area of a box, or multiple boxes, containing all letterforms comprising the sign. Architectural backgrounds are allowed and are subject to landlords review and approval. Area of architectural backgrounds are not included in sign area calculation.



Note: Letter Strokes May Exceed Max. Allowed Letter Height, Typical.

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ALLOWABLE WALL SIGNS, UNDER CANOPY SIGNS, & SIGN AREA:

Major Tenants (Greater Than 8,000 S.F. Buildings A, B, C1, C2, E, and F):

Building A:

- a) Signs on Front Building Elevation: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage. Architectural background, if any, not included in sign area.
- b) Signs on Side Building Elevations: Tenant is allowed two signs total. Additional ancillary signs allowed. Maximum size of signs is One-and-one half (1.5) square feet of sign area (excluding architectural backgrounds) per one (1) lineal foot of building frontage to a max. of 220 s.f. per sign.

Buildings B, C1, C2, E, and F:

- a) Signs on Front Building Elevations: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage. Architectural background, if any, not included in sign area.
- b) Signs on Side Building Elevations: Each tenant is allow one sign total. Additional ancillary signs allowed. Maximum size of signs is One-and-one half (1.5) square feet of sign area (excluding architectural backgrounds) per one (1) lineal foot of building frontage to a max. of 220 s.f. per tenant per sign.

Foodcourt Tenant Arcade (Building D1, D2):

- a) Signs on Front Arcade Elevation: Two (2) square feet of sign area (excluding architectural backgrounds) per one (1) lineal foot of building frontage to a max. of 36 s.f. per tenant per sign.

Foodcourt Storefront (Building D1, D2):

- a) Signs on Front Arcade Elevation: Two (2) square feet of sign area (excluding architectural backgrounds) per one (1) lineal foot of building frontage to a max. of 36 s.f. per tenant per sign.

Under Canopy signs (Building D1, D2) (Optional):

Sign area determined by the total area of a box, or multiple boxes, containing all letterforms comprising the sign. (See example; 'Method of Sign Area Calculation') max. of 20 s.f. per tenant. One sign per tenant.

Pad (Buildings 1, 2, 3, and 4):

- a) Signs on Front Building Elevation: Two (2) square feet of sign area (excluding architectural backgrounds) per one (1) lineal foot of building frontage to a max. of 40 s.f. per sign.
- b) Signs on Side and Rear Building Elevations (Optional): Each tenant is allowed three signs in addition to front elevation, max. 40 s.f. each.
- c) Pad/Drive-Thru Restaurant and Other Restaurant: Drive-thru restaurant and other restaurant pads are permitted to have approved illuminated menu boards, directional signs, speaker pedestals, take-out window signs, and other minor identification signs, max. 25 s.f. per sign.

Retail Shop Tenants (Garden Center Redevelopment Building):

- a) Signs on Front Building Elevation: Two (2) square feet of sign area (excluding architectural backgrounds) per one (1) lineal foot of building frontage.

Retail Shop Tenants (Building D1, D2):

- a) Signs on Front Building Elevation: Two (2) square feet of sign area (excluding architectural backgrounds) per one (1) lineal foot of building frontage to a max. of 36 s.f. per tenant per sign.
- b) Signs on Side Building Elevation (Optional): Same as front.

Signage Design, Materials, Attachment (All Buildings):

Creativity and quality are encouraged in the design of tenant wall signs.

Sign design will be evaluated on the basis of compatibility with the overall project architectural theme. However, at a minimum tenant wall signs will be internally illuminated individual pan-channel letters. (Raceways not permitted) Minimum .040 aluminum with 3/16" plastic face; no cross-over neon or wiring permitted.

Sign canisters may be allowed for tenant logos only when any such logo constitutes a registered trademark or is part of the D.B.A.

All sign colors, lettering styles, graphics treatments, and mounting attachments will be considered against overall compatibility with the development and architectural theme. Specialty background panels are encouraged and will be calculated as part of sign area.

Minor tenants to be limited to three (3) colors (#7328 WHITE, #2050 BLUE, #2793 RED), with the exception of nationally-recognized logos.

The final design and size of signs will be approved or disapproved at the discretion of the Landlord and must be approved by the City. All decisions will be based on architectural compatibility.

Miscellaneous Tenant Building Signage:

Each tenant shall be permitted to place upon each entrance of its store (inside storefront glass) not more than 144 square inches of gold leaf or decal application lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone numbers, etc. (see page 36).

No advertising place cards, banners, pennants, names, insignias, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of buildings without the written previous approval of the Landlord and the City, and must be in compliance with City Codes. No permitted banners shall be affixed to the front, rear or sides of the buildings unless approved by landlord and the City. A maximum twenty percent (20%) of interior window area may be used for temporary promotional and sales signage, subject to Landlord and City review and approval.

Receiving doors may have a two inch (see page 35) high block letter sign identifying the Tenants' name. Landlord shall install addresses above the door in six (6) inch high block letters. Letters shall be Dark Bronze applied directly to the door. No white or other background color allowed.

Landlord shall install addresses numbers for each building on the front building wall, 12 inches clear to the parapet or cornice and top-right of the main building wall. Letter style to be Helvetica Regular, height to be six (6") inches, securely mounted to the wall, and approved by the Building and Fire Departments (see page 37).

Signage Construction and Installation:

Letter fastening and clips are to be concealed and be galvanized, stainless steel, aluminum, brass or bronze metals.

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Major A Wall Sign – Target

Partial North Elevation
 Building Frontage: 397' Lineal Feet
 Maximum Letter Ht.: 54"
 Maximum Logo Ht.: 108"
 Maximum Total Allowed Sign Area: 595.5 S.F.
 Total Proposed Sign Area for North Elevation
 245.0 (Bullseye & "target") + 77.1 ("drive up") + 79.94 ("CVSpharmacy Clinic") + 28.2 (Bullseye) + 18.34 ("order pickup")
 = 448.58 S.F.
 Maximum Allowed Total Sign Area based upon: One and one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

Sign Specifications:

The standard identification package for the P type stores is an interior illuminated channel letter display at the main entrance as shown, that consists of a 9'-0" bullseye combined with a set of 4'-6" target letters. It is proposed to include an interior illuminated channel letter display, that consists of a set of 1'-2" order pickup letters. The preferred location for the sign is east side of the main entrance as shown.

However, alternative locations for the signs may be considered on cases of unusual visibility requirements. Consistency of Brand image is critical to Target's success, therefore, any variation must be approved by Target.

Window signage may occupy no more than twenty-five percent (25%) of the total window area. Window sign area may occupy no more than fifty-five percent (55%) of an individual window segment area or pane. A window segment is a smaller pane of glass separated by a frame or mullion.



North Elevation

SIGN AREA:
 BULLSEYE & TARGET LETTERS – 245.0 S.F.
 ORDER PICKUP – 18.34 S.F.
 TOTAL – 263.34 S.F.

COLORS:
 FACES – #7328 WHITE ATUGLAS ACRYLIC
 RETURNS – WHITE
 MOULDING – WHITE

CONSTRUCTION:
 ALUMINUM RETURNS & BACKS
 ALUMINUM MOLDINGS
 NOTE: Bullseye is comprised of two pieces; outer ring and inner dot.

ILLUMINATION:
 SLOAN WHITE LED
 NOTE: Transformers are located inside letters. (see detail)

ELECTRICAL: 120V 20A

Moorpark Marketplace

Major A Wall Sign – Target

Partial North Elevation

Building Frontage: 397' Lineal Feet

Maximum Letter Ht.: 54"

Maximum Logo Ht.: 108"

Maximum Total Allowed Sign Area: 595.5 S.F.

Total Proposed Sign Area for North Elevation

245.0 (Bullseye & "target") + 77.1 ("drive up") + 79.94

("CVSpharmacy Clinic") + 28.2 (Bullseye) + 18.34 ("order pickup")

= 448.58 S.F.

Maximum Allowed Total Sign Area based upon: One and one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

Sign Specifications:

The standard identification package for the P type stores is an interior illuminated channel letter display at the main entrance as shown, that consists of a 9'-0" bullseye combined with a set of 4'-6" target letters. It is proposed to include an interior illuminated channel letter display, that consists of a set of 1'-2" order pickup letters. The preferred location for the sign is east side of the main entrance as shown.

However, alternative locations for the signs may be considered on cases of unusual visibility requirements. Consistency of Brand image is critical to Target's success, therefore, any variation must be approved by Target.



North Elevation

SIGN AREA:

6' BULLSEYE – 28.2 S.F.
DRIVE UP – 77.1 S.F.
CVS PHARMACY CLINIC – 79.94 S.F.
TOTAL – 185.24 S.F.

CONSTRUCTION:

ALUMINUM RETURNS & BACKS
ALUMINUM MOLDINGS
NOTE: Bullseye is comprised of two pieces; outer ring and inner dot.

BULLSEYE COLORS:

FACES – #7328 WHITE ATUGLAS ACRYLIC
RETURNS – WHITE
MOULDING – WHITE

CVS PHARMACY COLORS:

FACES – #2793 LD RED MODIFIED ACRYLIC (ATUGLAS OR EQUIV)
RETURNS – MP #82074LVG (FULL GLOSS)
MOULDING – RED

ILLUMINATION:

SLOAN WHITE LED
NOTE: Transformers are located inside letters. (see detail)

ELECTRICAL: 120V 20A

Moorpark Marketplace

Major A Wall Sign – Target

West Elevation

Building Frontage: 300' Lineal Feet

Maximum Logo Ht.: 96"

Maximum Total Allowed Sign Area: 450 S.F.

Total Proposed Sign Area for North Elevation

28.2 (Bullseye) + 50.2 (Bullseye)

= 78.4 S.F.

Maximum Allowed Total Sign Area based upon: One and one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

Sign Specifications:

An identification sign for the P type stores is an interior illuminated bullseye. The preferred location for the 6'-0" bullseye is near the north side of the west elevation. The preferred location for the 8'-0" bullseye is near the south side of the west elevation.

However, alternative locations for the signs may be considered on cases of unusual visibility requirements. Consistency of Brand image is critical to Target's success, therefore, any variation must be approved by Target.



West Elevation

SIGN AREA:

6' BULLSEYE – 28.2 S.F.
8' BULLSEYE – 50.2 S.F.
TOTAL – 78.4 S.F.

CONSTRUCTION:

ALUMINUM RETURNS & BACKS
ALUMINUM MOLDINGS
NOTE: Bullseye is comprised of two pieces; outer ring and inner dot.

COLORS:

FACES – #7328 WHITE ATUGLAS ACRYLIC
RETURNS – WHITE
MOULDING – WHITE

ILLUMINATION:

SLOAN WHITE LED
NOTE: Transformers are located inside letters. (see detail)

ELECTRICAL: 120V 20A

Moorpark Marketplace

Site Sign – Target

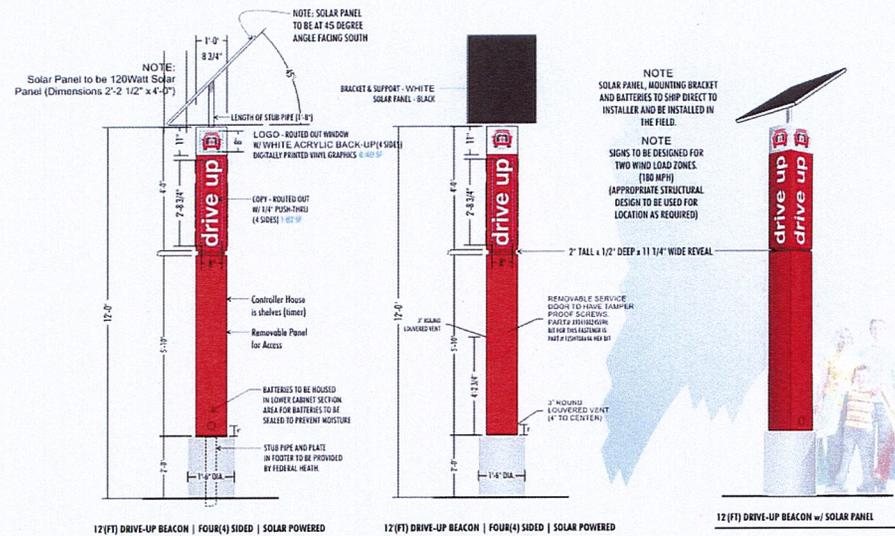
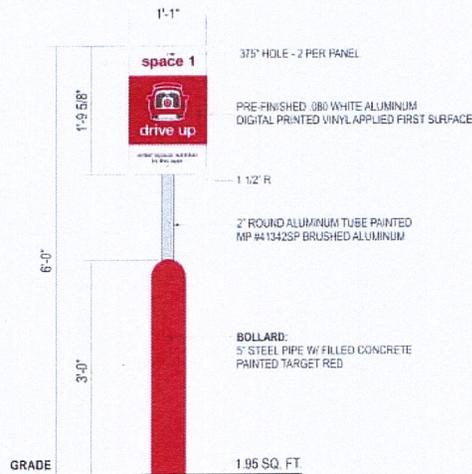
Sign Specifications:

An identification sign for the P type stores is an interior illuminated beacon. The preferred location for the 12'-0" beacon is near the Target Drive-Up stalls. Each Drive Up stall is identified with a standard 6' bollard post and panel sign. The preferred location for the bollard post and panel in between each stall.

However, alternative locations for the signs may be considered on cases of unusual visibility requirements. Consistency of Brand image is critical to Target's success, therefore, any variation must be approved by Target.

Total Proposed Sign Area within Parking Lot
 2 x 4 x 1.82 (Drive Up Beacon) + 12 x 2 x 1.95 ("Bollard Post and Panel")

= 61.36 S.F.



Parking Lot

SIGN AREA:

Drive Up Beacon – 1.82 S.F.
 Bollard Post and Panel – 1.95 S.F.
 TOTAL – 61.36 S.F.

DRIVE UP BEACON COLORS:

FACES – TARGET RED
 HEADER/SUPPORTS – WHITE
 LOGO FACE – WHITE

ILLUMINATION:

WHITE LED
 NOTE: Solar panel to have 70 Watt located on top of the sign. (see detail)

CONSTRUCTION:

ALUMINUM SKIN AND FRAME
 ALUMINUM TUBE, STEEL PIPE WITH
 FILLED CONCRETE, STEEL MOUNTING
 HARDWARE

BOLLARD POST AND PANEL COLORS:

FACES – TARGET RED
 BOLLARD – TARGET RED

City of Moorpark
 Community Development Department

APPROVED

CASE NUMBER: SP 2022-19 (MSP Amendment)

APPROVAL DATE: 07/21/23

APPROVAL AUTHORITY: CDD

REGISTRATION NUMBER: 24A N/A

CASE PLANNER: PA

Moorpark Marketplace

Retail Shop Tenants (Garden Center Redevelopment Building) Revised 7/19/2019

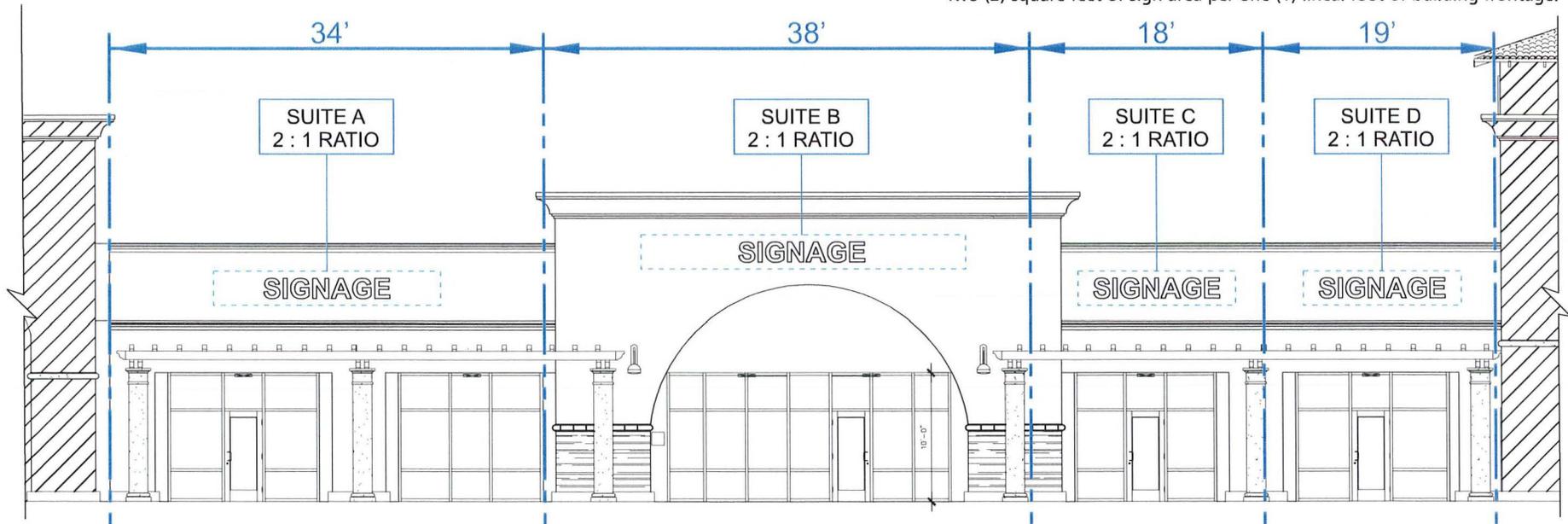
North Elevation

Building Frontage: 108'-6" overall

Maximum Letter Ht: 18"

Maximum Total Allowed Sign Area based upon:

Two (2) square feet of sign area per one (1) lineal foot of building frontage.



North Elevation

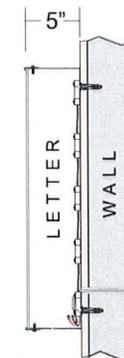
CONSTRUCTION:

INDIVIDUAL FRONT-LIT CHANNEL LETTERS
ALUMINUM RETURNS & BACKS
FLAT ACRYLIC LETTER FACES
3/4" TRIM CAP / RETAINERS
ILLUMINATION LED MODULES

LETTERS FLUSH-MOUNTED TO SIGN FACADE ONLY
LOGOS MAY BE CONSIDERED AT LANDLORDS DISCRETION

CHANNEL LETTER CROSS SECTION

ELECTRICAL: 120V



Moorpark Marketplace

Major B Wall Sign — T.J.Maxx

North Elevation

Building Frontage : 150' Lineal Feet

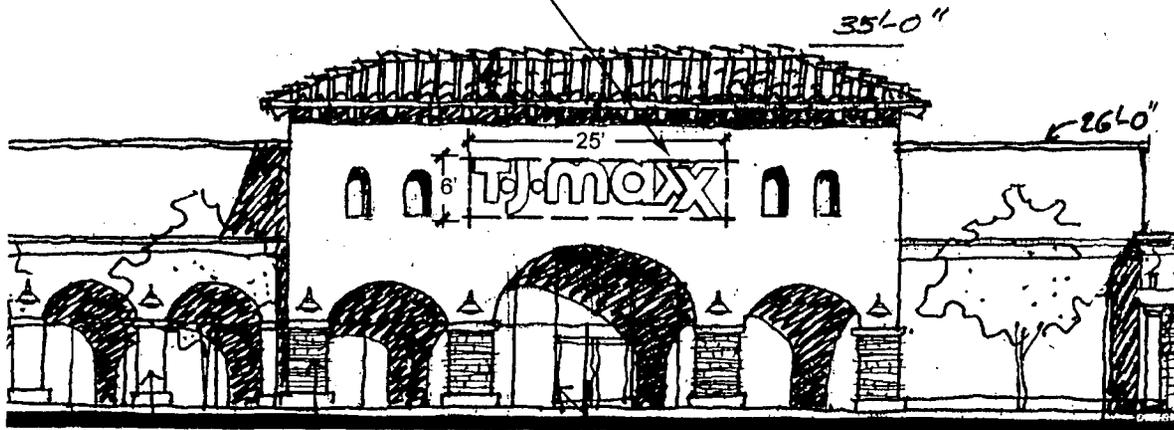
Maximum Letter Ht: 72"

Maximum Total Allowed Sign Area: 225 S.F

Proposed Total Sign Area: 150 S.F.

Maximum Allowed Total Sign Area based upon: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

PROPOSED SIGN AREA 150 S.F.



North Elevation

Major Tenants (Greater Than 8,000 S.F. Buildings A, B, C1, C2, E, and F):

a: Signs on Front Building Elevation: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

b: Signs on Side Building Elevations: Each tenant with a side building elevation which exceeds fifty (50) feet allowed one signs total. Additional ancillary signs allowed, provided maximum allowable sign area is not exceeded.

Moorpark Marketplace

Major C-1 Wall Sign — Michaels

North Elevation-Building C-1

Building Frontage: 118' Lineal Feet

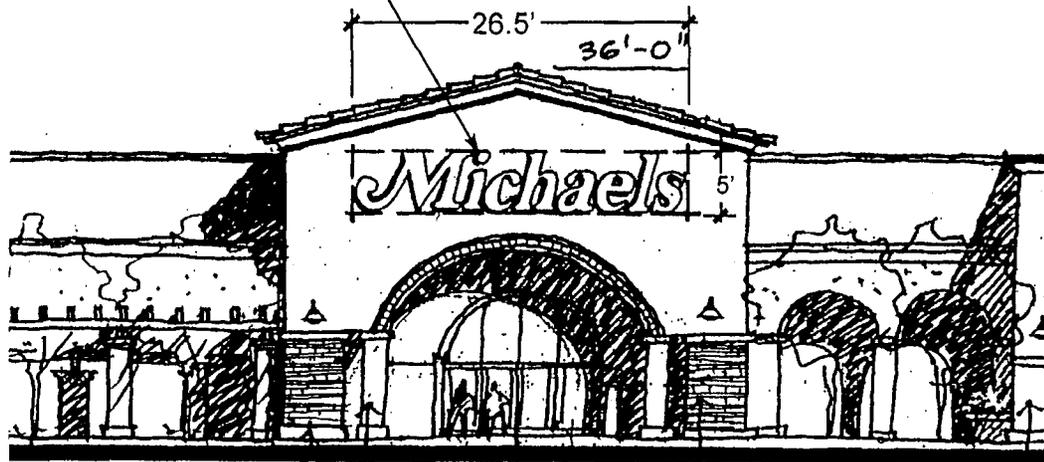
Maximum Letter Ht.: 72"

Maximum Total Allowed Sign Area: 177 S.F

Proposed Total Sign Area: 132.5 S.F.

Maximum Allowed Total Sign Area based upon: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

PROPOSED SIGN AREA 132.5 S.F.



North Elevation

Major Tenants (Greater Than 8,000 S.F. Buildings A, B, C1, C2, E, and F):

a: Signs on Front Building Elevation: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

b: Signs on Side and Rear Building Elevations: Each tenant with a side building elevation which exceeds fifty (50) feet allowed two signs total. Additional ancillary signs allowed, provided maximum allowable sign area is not exceeded.

Moorpark Marketplace

Major C-2 Tenant Wall Sign - Famous Footwear

Building C-2

Building Frontage : 82' Lineal Feet (North)

119' Lineal Feet (East)

Maximum Letter Ht: 60"

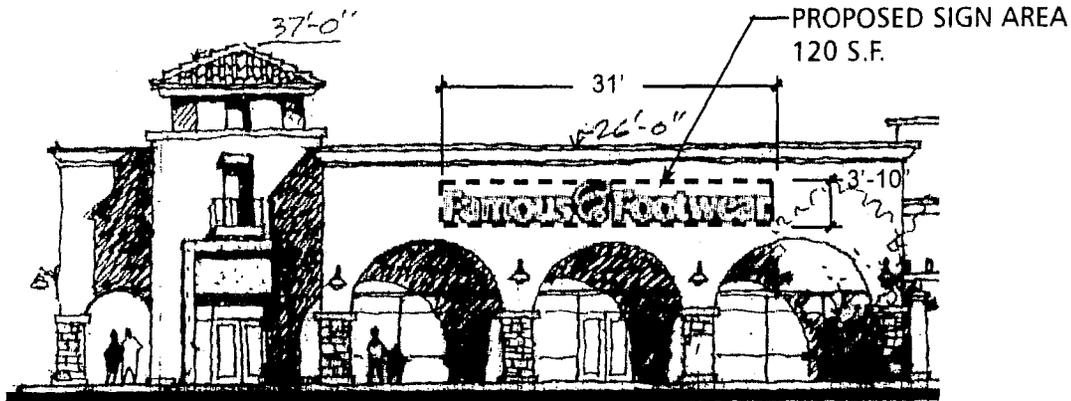
Maximum Total Allowed Sign Area: 123 S.F (North)

179 S.F (East)

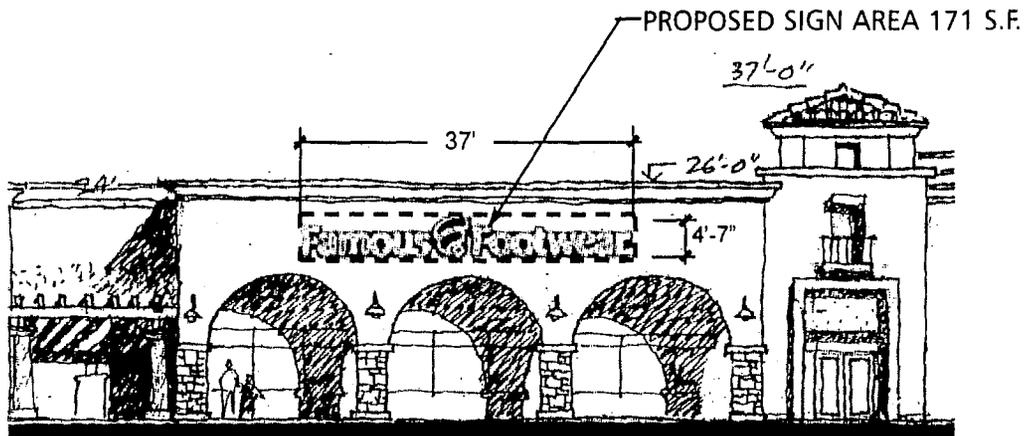
Proposed Total Sign Area: 120 S.F.(North)

171 S.F.(East)

Maximum Allowed Total Sign Area based upon: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.



North Elevation



East Elevation

Major Tenants (Greater Than 8,000 S.F. Buildings A, B, C1, C2, E, and F):

a: Signs on Front Building Elevation: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

b: Signs on Side Building Elevations: Each tenant with a side building elevation which exceeds fifty (50) feet allowed two signs total. Major A allowed three signs total. Additional ancillary signs allowed, provided maximum allowable sign area is not exceeded.

Moorpark Marketplace

Major Tenants (Greater Than 8,000 S.F. Buildings A, B, C1, C2, E, and F):

- a: Signs on Front Building Elevation: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.
- b: Signs on Side Building Elevations: Each tenant with a side building elevation which exceeds fifty (50) feet allowed two signs total. Major A allowed three signs total. Additional ancillary signs allowed, provided maximum allowable sign area is not exceeded.

Major E Wall Sign — Kohl's

Partial West Elevation

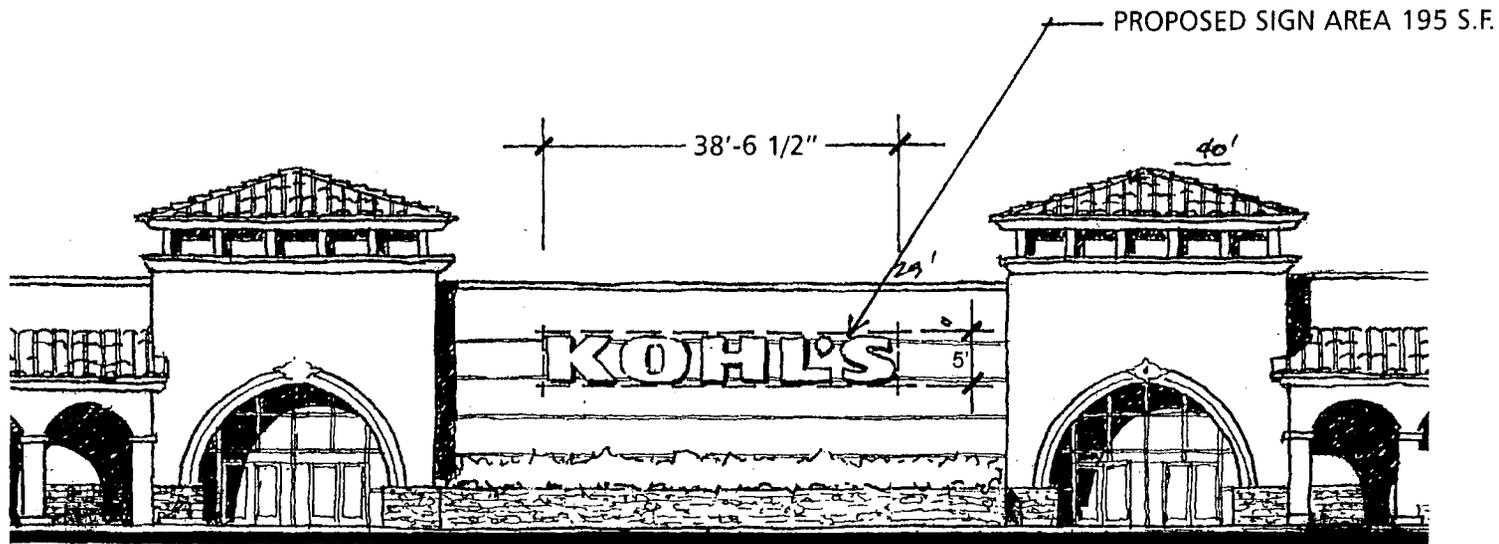
Building Frontage : 320' Lineal Feet

Maximum Letter ht: 72"

Maximum Total Allowed Sign Area: 234 S.F

Proposed Total Sign Area: 193 S.F.

Maximum Allowed Total Sign Area based upon: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.



West Elevation

Moorpark Marketplace

Major E Wall Sign — Kohl's

Building Letter Installation

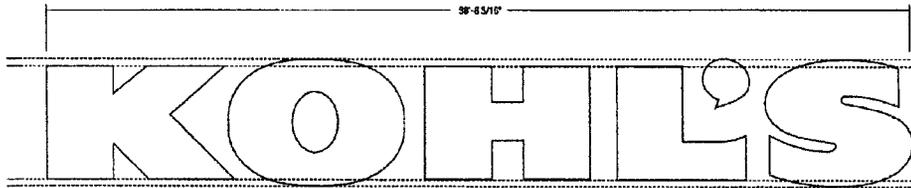
The following information is a step-by-step procedure for installing KOHL'S letters. Please follow this procedure at all times. A copy of this drawing, the construction detail drawing of the letters manufactured by Federal Sign and a copy of the building elevation drawing must be onsite when doing the installation. If you arrive on site for a scheduled install and a problem arises, you must call V.Munch at 630-887-6814 to resolve prior to leaving site. If not available call Jackie Rosiak, 262-703-1895 or Bill Schwalbach, 262-548-0627 or Natalie Martin, 262-703-1697 before leaving site.

1. When letters are delivered to your shop, test light all letters prior to truck leaving. There are 12' whips on the back of each letter. The method we use to crate the letters allow you to test light them without entirely uncrating the letters.
2. Contact Federal Sign at 630-887-6814 immediately if you suspect any internal or hidden damage to the letters that would have occurred during shipping. Any damage not noted on the freight way bill will be your responsibility to repair.
3. To begin installing the letters, determine what type of wall you will be mounting to. Concrete block, masonry, dryvit, etc. This will determine what type of mounting hardware you will need to use. Wall anchors, through bolts, sleeved, etc.
4. Per the design drawing and building elevation drawings supplied, be sure letters are centered between the brick accent bands, if mounting on a brick wall. Do not deviate from this placement unless you have prior approval. Occasionally, a roof scupper or light may not appear on the building elevation drawings and we would have to move placement of the letter set, but you would still need prior approval.
5. Layout your mounting and electrical lead holes using the running dimensions shown on the Federal Sign construction detail drawing. Fastening and electrical holes are in horizontal lines with all measurements from left to right. Before drilling the electrical lead hole for the apostrophe, make sure that the hole is below the roof line. If hole is not below roof line, contact Federal Sign immediately for further instructions. Do not breach the roofing membrane. Be sure when positioning the apostrophe, its point is directed to the inside corner of the "L", not pointed toward the ground.
6. Once holes are set-up and drilled, mount the wall clips sent with the letters. Make sure orientation of clips is correct, this will be important when doing your final adjustments to the letters once they are on the wall. See Federal Sign construction detail drawing showing proper orientation of the clips.
7. Before putting letters on the wall, determine what the local code allows for the type of conduit you can use to place wires through the wall. Connect conduit to nipple connector provided on letter back, put wire whips in conduit and prepare letters to lift into place. Federal Sign provides lift rings on each letter.
8. Lift letters into place and put electrical leads thru wall. Do not completely tighten bolts on clips, a final adjustment must be made. Completely seal ELECTRICAL LEAD holes with clear silicone caulk.
9. ****Note****When mounted properly, the top of the letter will be spaced 4" from the building and the bottom will be 4-1/4" from the building. This is done so that the water will run off towards the back of the letter instead running toward the front and under the retainer pushing dirt down on the inside of the letter faces.
10. Once all letters are in place and adjusted, if possible, test light the letters. Take photographs of completed installation. Have job site supervisor sign the installation completed form.
11. The on-site electrician for Kohl's will do the final electrical connection to the letters.
12. With the UL 2161 ruling regarding GFI transformers, to operate properly, each letter set must have a separate ground and neutral wire. No other equipment is to be connected to this letter set.

Moorpark Marketplace

Major E Wall Sign — Kohl's

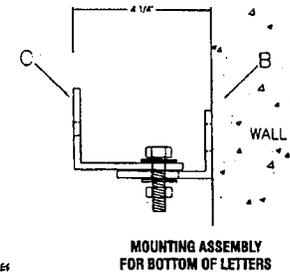
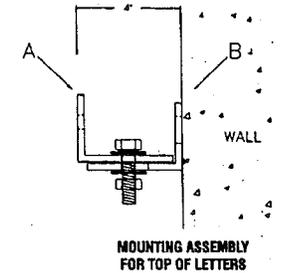
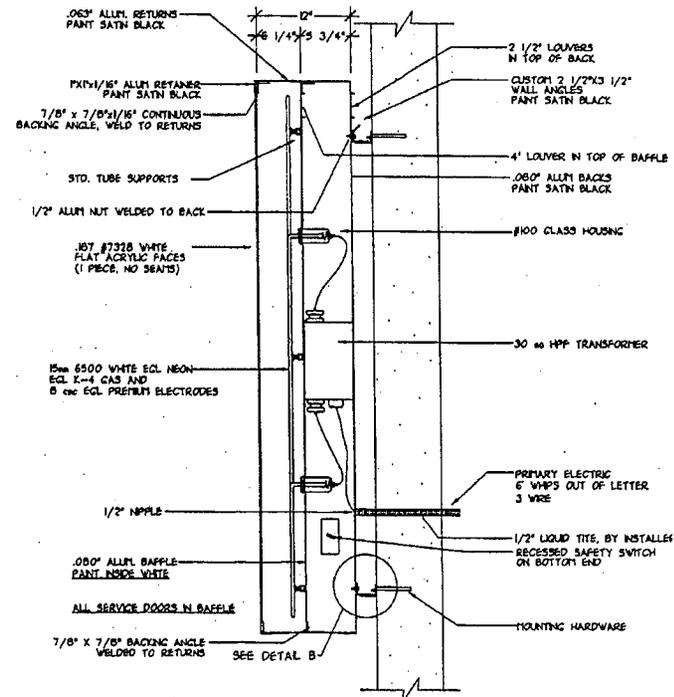
- "A" & "C" CLIPS WILL BE ATTACHED TO THE BACK OF THE LETTERS IN THE PLANT.
- "B" CLIPS WILL BE SHIPPED WITH LETTER TO BE INSTALLED ON WALL.
- "C" CLIP WILL HOLD BOTTOM OF LETTER OUT TO ALLOW WATER TO RUN OFF THE TOP OF LETTER AND DOWN THE BACK INSTEAD OF THE FACE.



A 2 SETS OF INTERIOR ILLUMINATED CHANNEL LETTERS

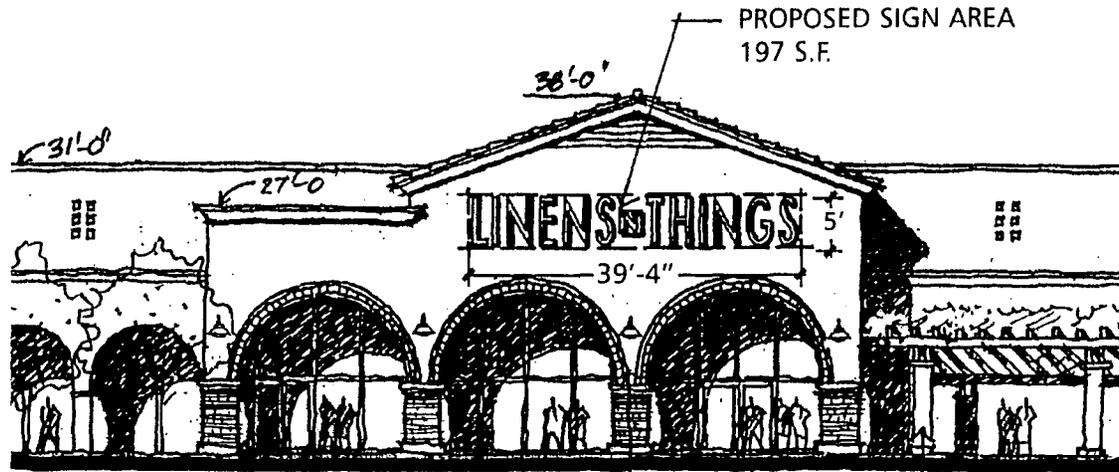
- Self contained, interior illuminated channel letters
- White plex faces
- Aluminum returns painted Black with Black trim cap
- UL approved, 120V

Scale 1/4"=1'-0"

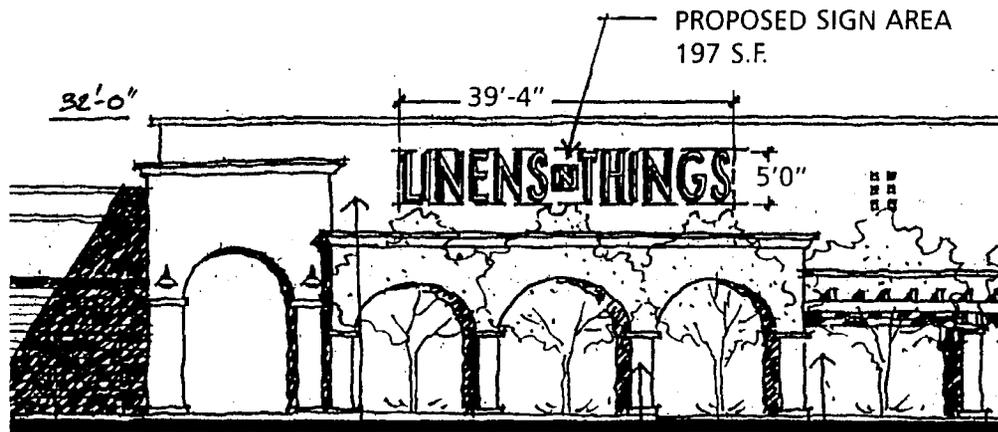


Moorpark Marketplace

Major F Wall Sign — Linens N Things



West Elevation



North Elevation

West Elevation
 Building Frontage :150' Lineal Feet
 North Elevation
 Building Frontage :200' Lineal Feet
 Maximum Letter Ht.: 72"
 Maximum Total Allowed Sign Area : 225 S.F (West)
 300 S.F (North)
 Proposed Total Sign Area: 197 S.F. (West)
 197 S.F. (North)

Maximum Allowed Total Sign Area based upon: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.

Major Tenants (Greater Than 8,000 S.F. Buildings A, B, C1, C2, E, and F):

- a: Signs on Front Building Elevation: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage.
- b: Signs on Side Building Elevations: Each tenant with a side building elevation which exceeds fifty (50) allowed two signs total. Additional ancillary signs allowed.

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Retail And Foodcourt Tenant Wall Sign

Building D-1

Partial North and West Elevations

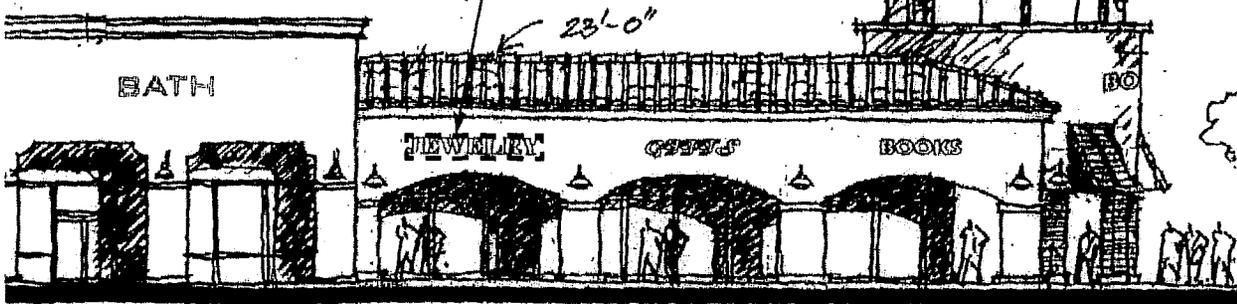
Maximum Letter ht: 24"



West Elevation

MAX. SIGN AREA 36 S.F. PER TENANT
PER BUILDING ELEVATION
MAX. LETTER HEIGHT 24"

29'-0"



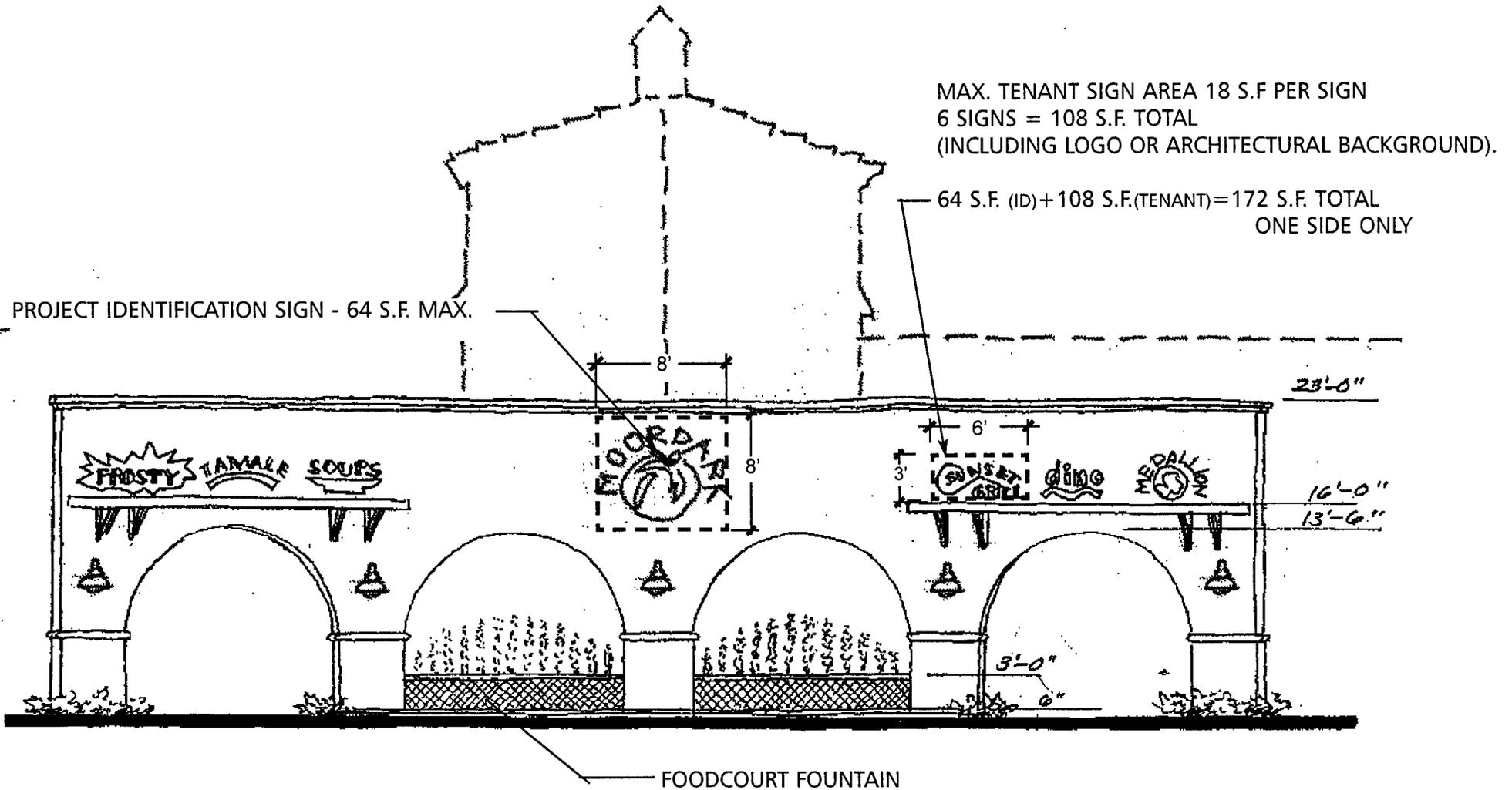
North Elevation

Retail and Foodcourt Tenants (Building D1):
a: Signs on Front Building Elevation: Two (2) square feet of sign area (excludes architectural background) per one (1) lineal foot of building frontage to max. area of 36 s.f. per tenant.

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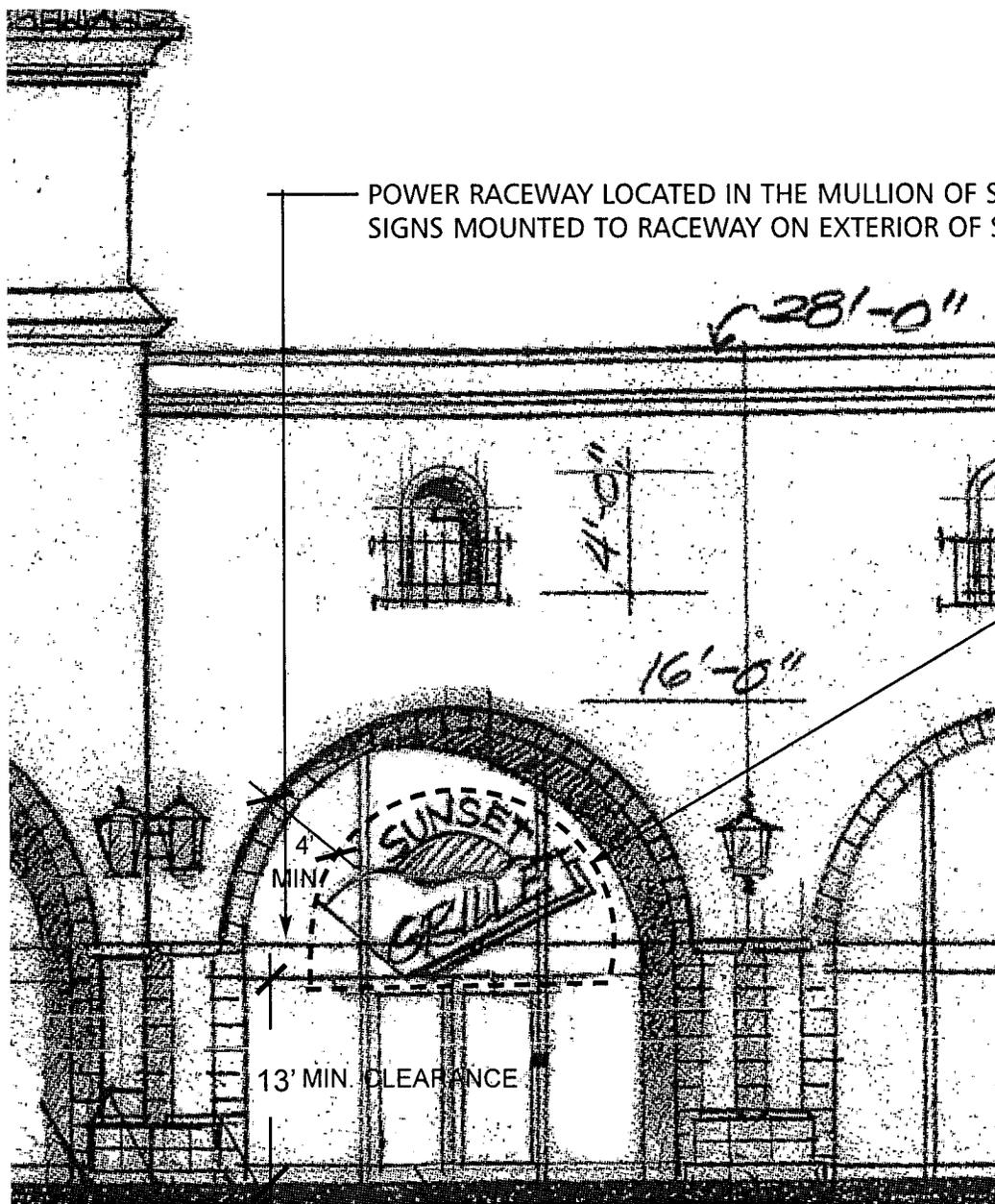
Foodcourt Tenant Arcade Signs

Buildings D-1 & D- 2
North West Elevation



Moorpark Marketplace

Retail & Foodcourt Tenant Window Signs - Building D-1&D-2



MAX. SIGN 30 S.F. PER TENANT. MAX. LETTER HEIGHT 24"
(NOT INCLUDING LOGO OR ARCHITECTURAL BACKGROUND
LOGO, INDIVIDUAL LETTER STROKES AND BACKGROUND
MAY EXCEED 24" HEIGHT

Retail & Foodcourt Tenant Window Signs (Building D1, D2):

a: Signs on Store Front Windows: One-and-one-half (1.5) square feet of sign area per one (1) lineal foot of building frontage to a max. of 30 s.f. per tenant per sign.

North Elevation D1 & West Elevation D2

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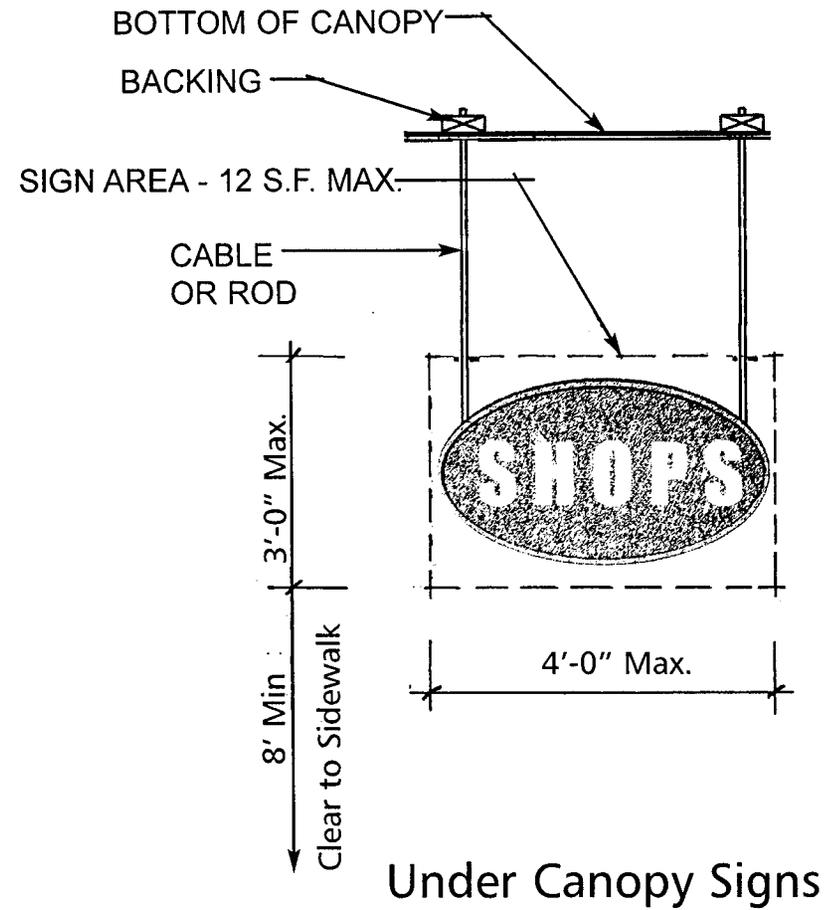
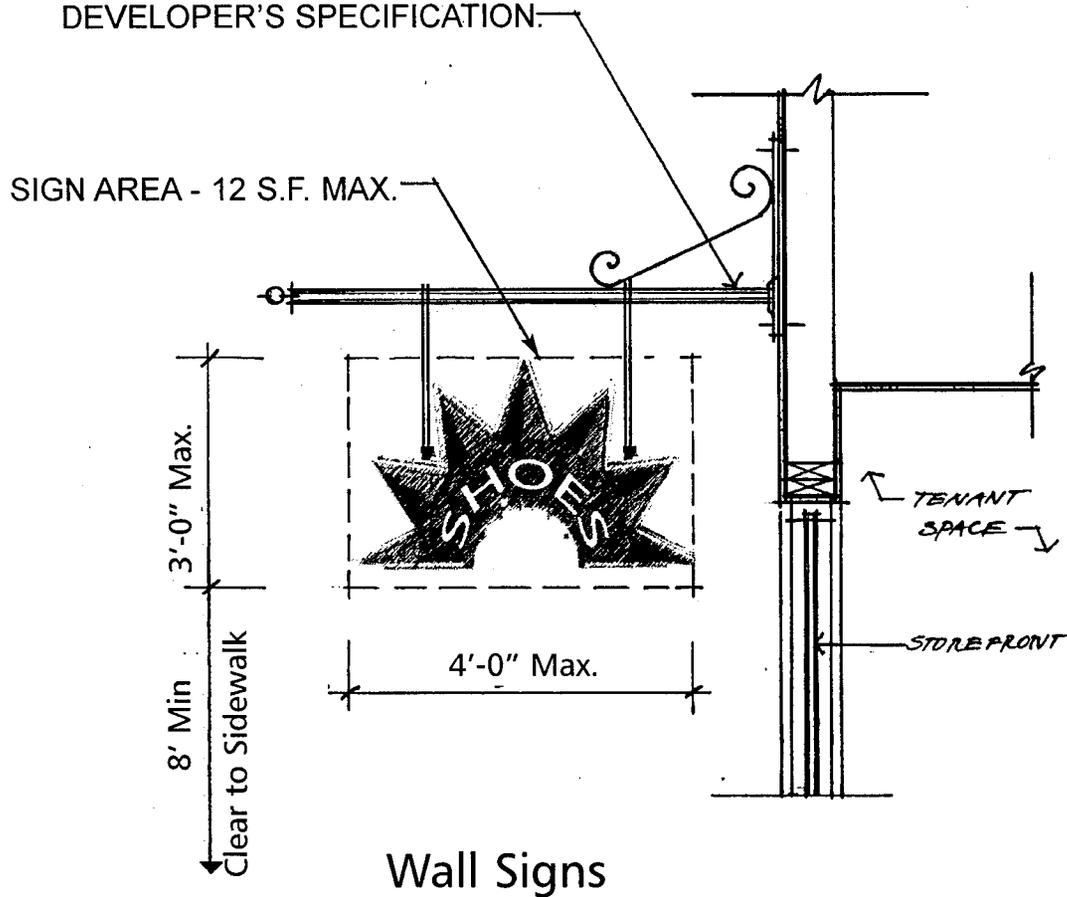
Under Canopy Signs (Building D1, D2):

Signs area determined by the total area of a box, or multiple boxes, containing all letterforms comprising the sign. (see example; 'Method of Sign Area Calculation') max. of 12 s.f. per tenant. One sign per tenant.

Under Canopy Signs And Wall Signs (Optional)

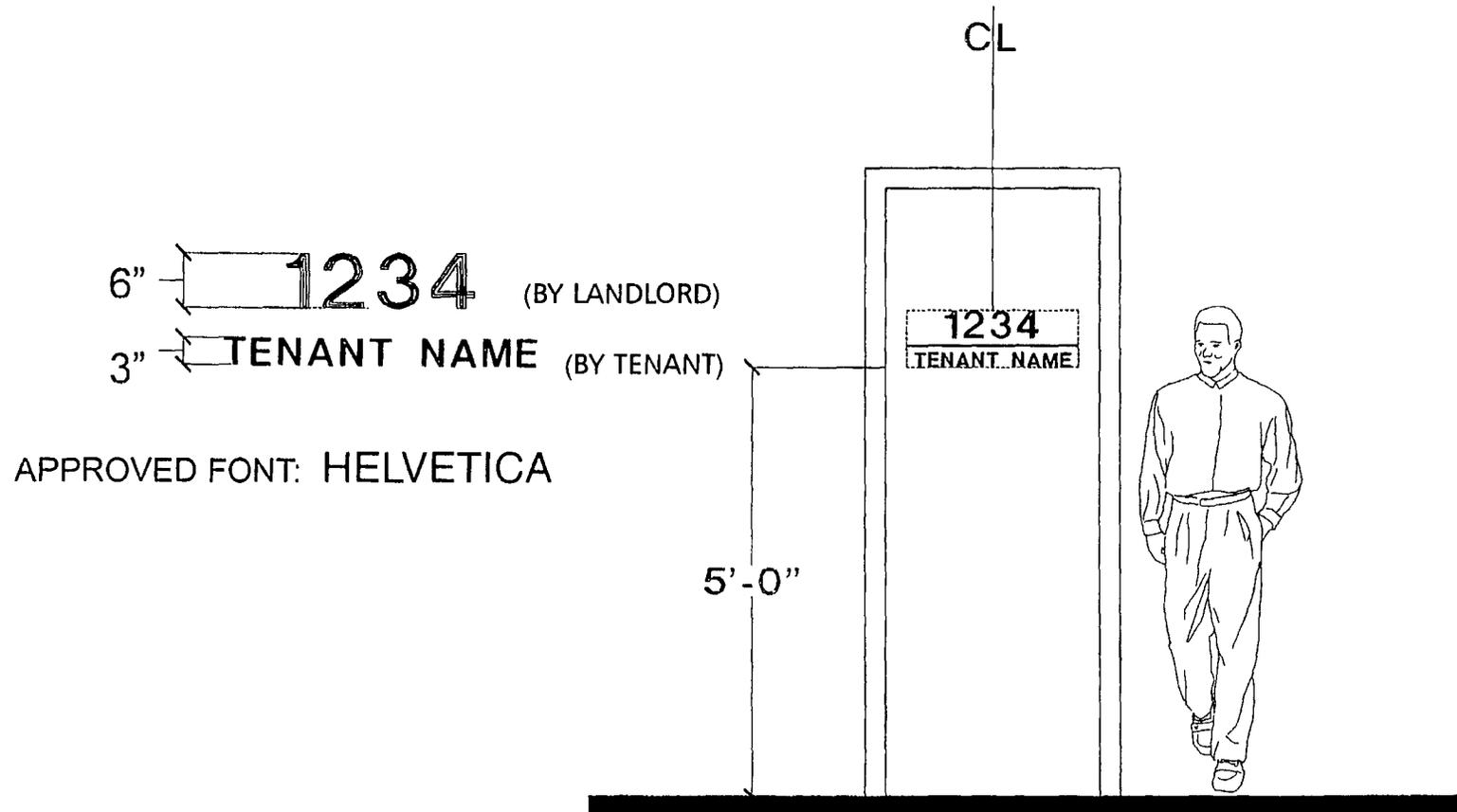
Non-illuminated

TENANT TO PROVIDE PAINTED BLACK METAL BRACKET, PER DEVELOPER'S SPECIFICATION.



Moorpark Marketplace

Shop & Foodcourt Tenant Delivery Door
Buildings D-1 & D- 2



APPROVED FONT: HELVETICA

DESCRIPTION:

All letters and number's color shall distinctly contrast with their background, either light on dark or dark on light

NOTE:

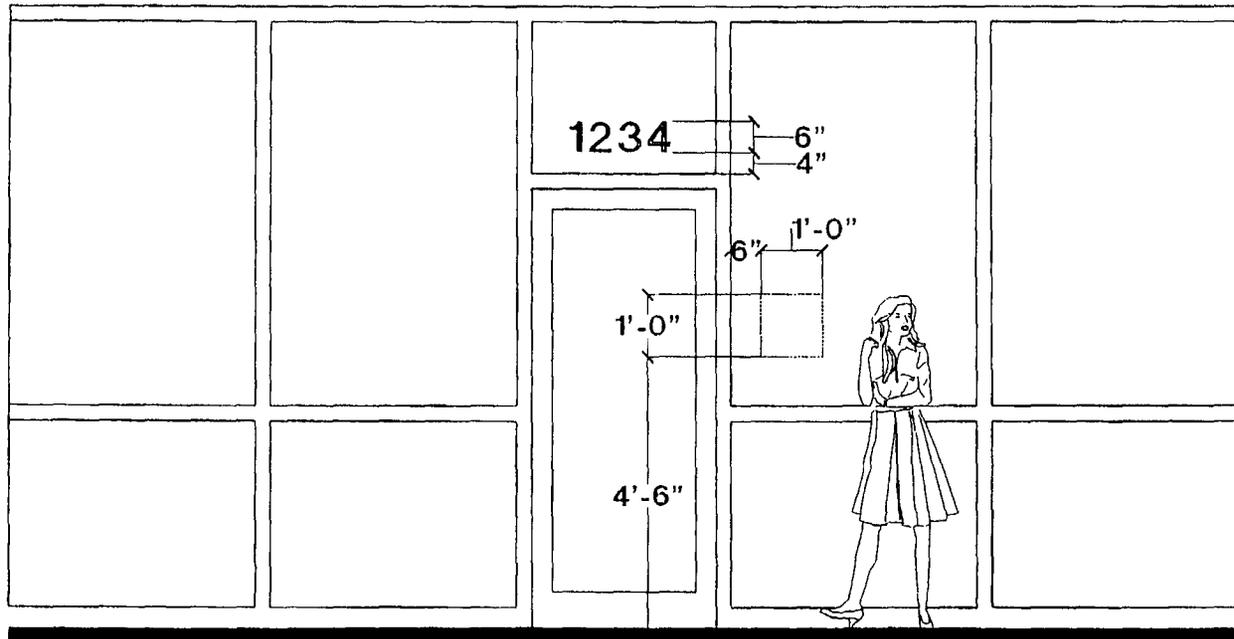
No other signage is allowed on delivery side of building

Moorpark Marketplace

Shops — Store frontage Sign

Buildings D-1 & D- 2

APPROVED FONT: HELVETICA



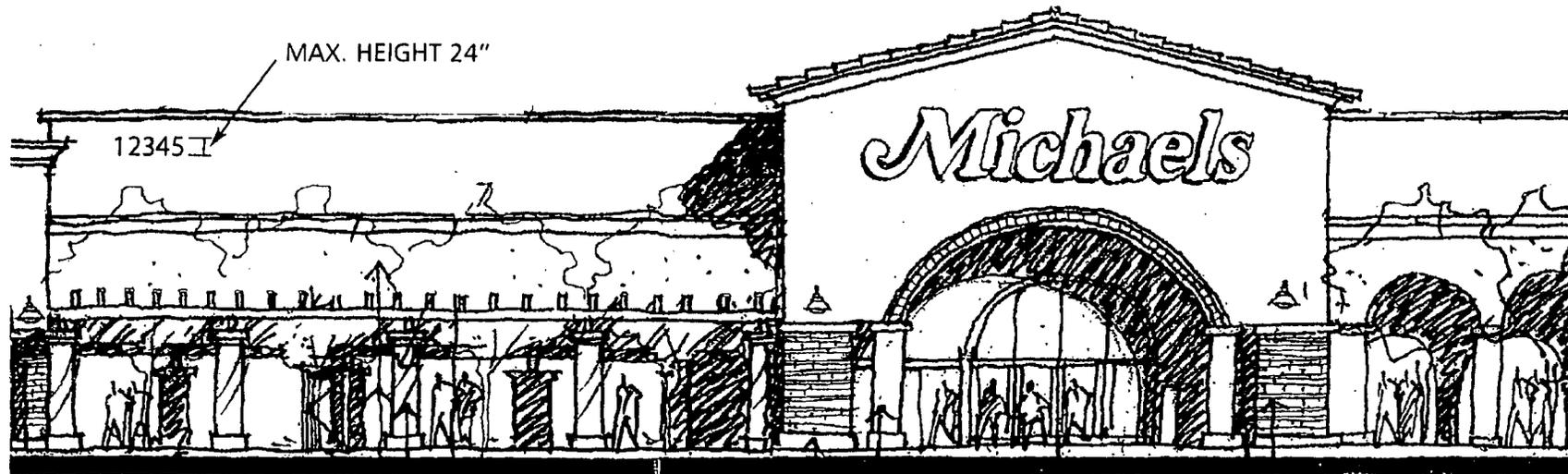
DESCRIPTION:

6" height tenant suite number in white vinyl above glass door
tenant entry information sign to be white vinyl applied to glass
with 12" x12" max. area. To be installed by the Landlord.

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Major Tenant Address Location
(Typical)

APPROVED FONT: HELVETICA



North Elevation

DESCRIPTION:

Individual high impact polystyrene address numbers. 1/8" acrylic faces laminated to face. To be painted contrasting colors. To be installed by the Landlord.

SUBMITTALS AND APPROVALS:

Prior to submittal to the City for plan check and Tenants sign fabrication, Tenant or his sign contractor shall submit for Landlord approval three (3) sets of complete and fully dimensioned and detailed sign drawings. These drawings shall include:

- Elevation of storefront showing design, location, size and layout of sign, drawn to scale, indicating materials, colors, and dimensions, attachment devices and construction detail.
- Section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.

Drawings (3 sets) should be mailed to:

ZELMAN RETAIL PARTNERS, INC.
515 South Figueroa St., Suite 1230
Los Angeles, California 90071
Phn: (213) 533-8100
Fax: (213) 533-8118
Attn: Bob Exel / Sandy Kopelow

All Tenant sign submittals shall be reviewed by Landlord and/or its agent for conformance with the provisions of the City approved Master Sign Program Plan. Within ten (10) business days after receipt of Tenant's drawings Landlord shall either approve the submittal, contingent upon any required modifications, or disapprove Tenant's sign submittal. Approval or disapproval shall remain at the sole right and discretion of Landlord. A full set of final plans must be approved in writing by Landlord prior to permit application to the City or sign fabrication.

Following Landlord's approval of proposed signage, Tenant or his agent shall submit to the City sign plans signed by Landlord and applications for all permits for fabrication and installation by sign contractor. Tenant shall be solely responsible for the cost of City plan check fees and permits, and shall furnish Landlord with a copy of said permits prior to installation of Tenant's sign(s).

Fabrication and installation of all signs shall be performed in accordance with standards and specifications outlined in these criteria and in the final plans and shop drawings approved by Landlord and the City. Any work deemed unacceptable shall be rejected and shall be promptly corrected or modified at Tenant's expense as required by the City, Landlord or its agent.

SIGN CONTRACTOR RESPONSIBILITIES:

The Tenant sign contractor is responsible to do the following:

- Provide to the Landlord, prior to commencing sign fabrication and installation, an original certificate of insurance naming the Landlord as 'Additional Insured'.
- Submit to Landlord and City for approval prior to fabrication complete and fully-dimensioned shop drawings.
- Obtain approved sign permits (stamped as approved by the City)from the City prior to sign fabrication and deliver ... copies of same to Landlord.
- Repair and/or replace any damage or destruction to any portion of the shopping center (i.e.; buildings and site improvements caused by contractor, its employees, or agents during the installation, repair, or removal of tenants sign(s).
- Promptly remove any equipment, debris, and unused sign materials after installation, repair, or removal of tenants sign(s).

Moorpark Market, Inc

Approved Sign Section Details

