

CAMPUS PLAZA

CITY OF MOORPARK

By Dr. G. BA
Date 10/6/04

CITY OF MOORPARK
OCT 01 2004
RECEIVED

M & M Development
66 Alviso Dr.
Camarillo, Calif. 93010

RECEIVED
OCT 01 2004
CITY OF MOORPARK

MASTER SIGN PROGRAM

Signature
SIGNATURE
INCORPORATED
801 Mitchell Road # 102
Newbury Park, CA 91320
(805)498-1123 • Fax 498-4636
CL # 767621

Sept 20, 2004

OBJECTIVE:

The purpose of this sign criteria is to establish standards that assure tenant signage is harmonious, integrates with the architecture of the center 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 requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming signs that have been installed will be removed at owners expense.

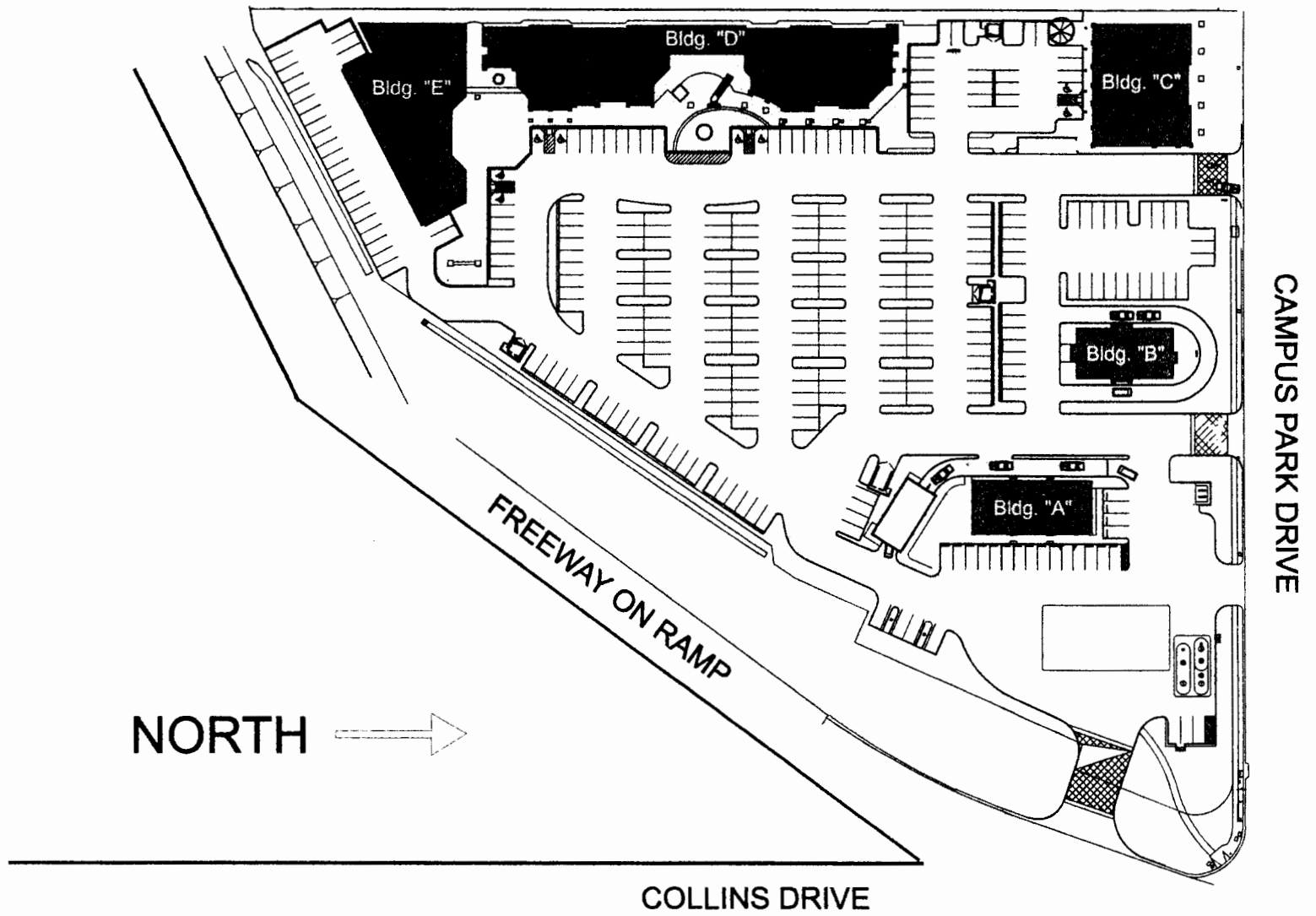
APPLICATION PROCEDURE:

The tenant shall submit two copies of the proposed sign design to the landlord and/or its agent for review. Upon receiving landlord's stamped approval, the tenant shall then submit 3 copies to the City of Moorpark. Drawings shall include scaled elevations, showing the sign at the proposed location over the tenants frontage. Landlord's stamped approval on at least one of the copies. Additionally a detailed, fully dimensioned, landlord stamped, shop drawing showing colors and materials, along with a section of the sign showing illumination source and method of attachment shall be included with submittal.

Upon receipt of permits, tenant shall forward copies of permits to landlord prior to installation of signs. All costs associated with the procurement, fabrication, and installation of signage are the sole responsibility to the tenant. Finally, any sign contractor working at Moorpark Campus Plaza, must be fully licensed, bonded, and have liability insurance with M & M Development named as additional insured. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

Landlord address: M & M Development
66 Alviso Dr.
Camarillo, Ca 93010

Site Plan



General Size Requirements (Inline Tenants):

Tenants are allowed up to 2 sq ft of sign area per linear foot of frontage up to a maximum sign area of 36 sq ft for inline units. The frontage is the elevation containing the public access. Additionally the sign cannot be longer than 75% of the architectural surface on which it is installed subject to review by the landlord. Architectural backgrounds are permitted subject to review and are not calculated as part of the net sign area.

Sign area is determined by the aggregate total of boxes that contain all letter forms and logo (graphic elements) comprising the sign. This does not include lower case swashes, descenders, or ascenders of normal stroke width which are not included in the calculation (See diagram).

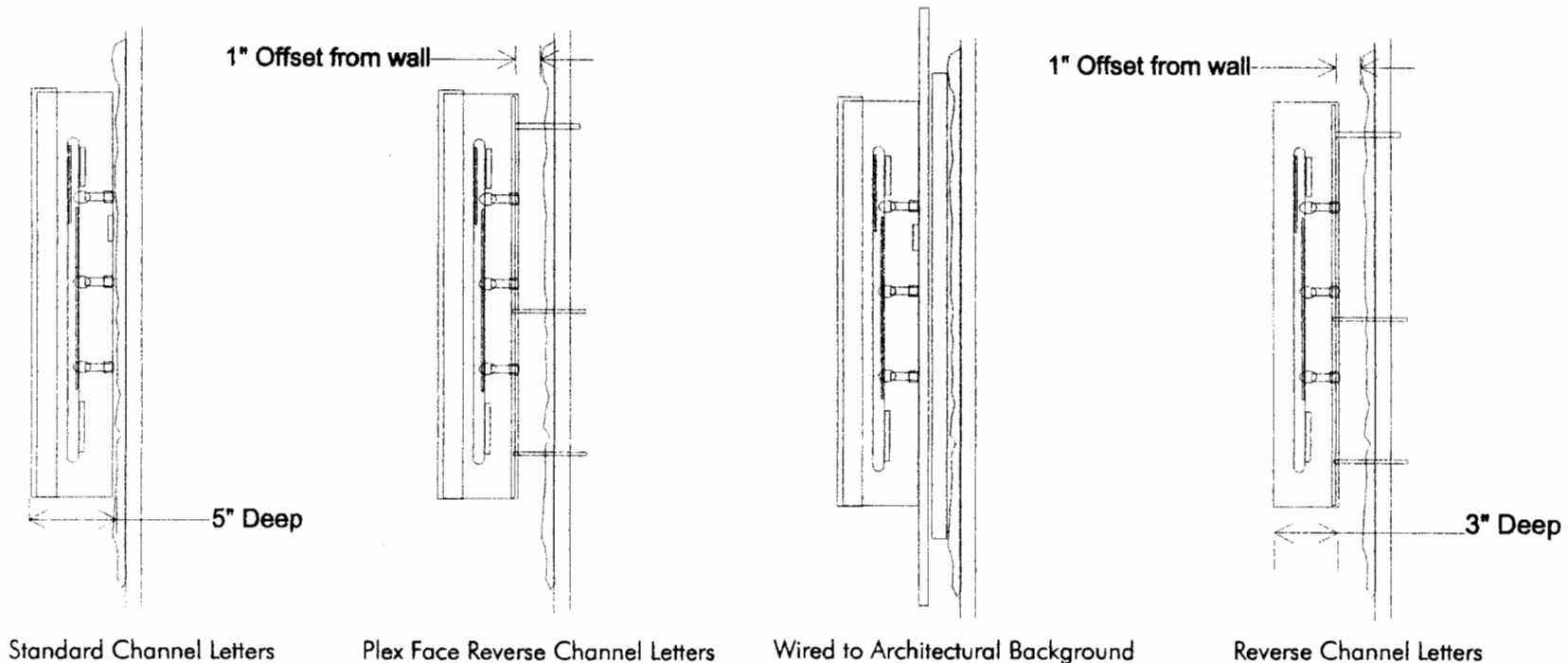
Maximum letter height shall not exceed 24" as measured by the largest upper case letter in the sign. Logos may be up to 15% taller than letter height. Letters shall have returns not exceeding 5" in depth.



General Fabrication Requirements:

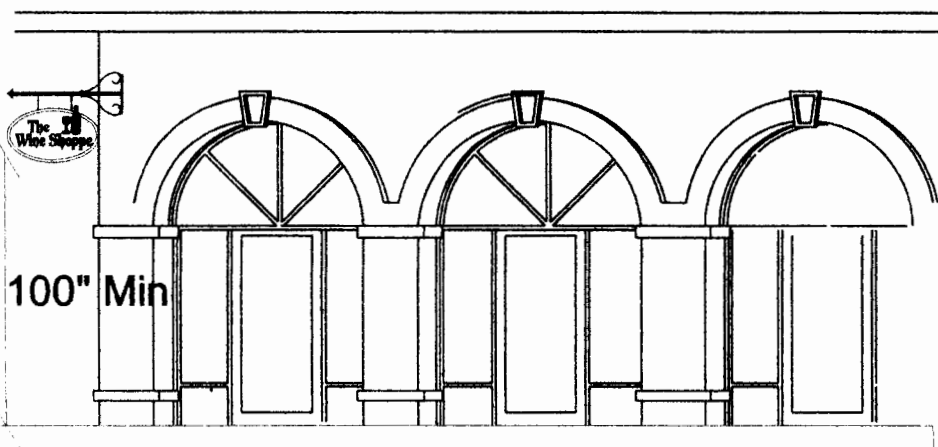
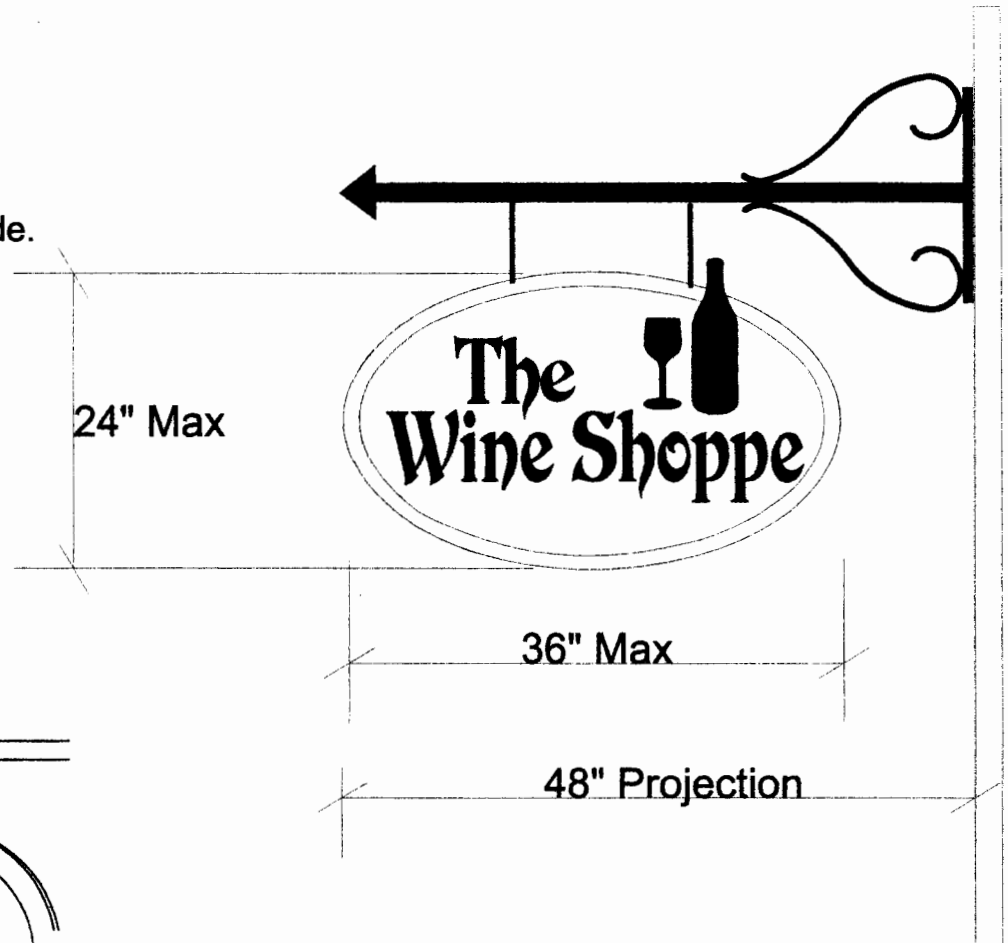
Individual channel letters are the primary sign format for Moorpark Campus Plaza. Letters are to be constructed from aluminum or Paintlok sheet metal with 4" - 5" deep returns. Clear Lexan backs to provide halo illumination are an acceptable alternate if desired by tenant. Illumination to be provided by internal neon or argon tube. Double back electrode with U.L. approved housings must be used. Letters may be prewired to an approved architectural background design element subject to landlord approval. Tenants may also opt for standard reverse channel letters with 3" deep returns. In the case where the letters are too small or stroke width too narrow to accommodate neon, LED's may be used as the light source.

Tenants on freestanding pads and those with nationally recognized logos will be allowed to use their own colors, all other in line tenants will be limited to a choice of four colors (#7328 White, #2050 Blue, #2793 Red, or #2108 Green). Letters shall be trim capped with 3/4" trim copy in color to match letter face. Returns shall be painted with an oil base or urethane paint to match the stucco color of the surface on which the sign is mounted or face color when mounted on an architectural background.



Blade Signs (Inline Tenants)

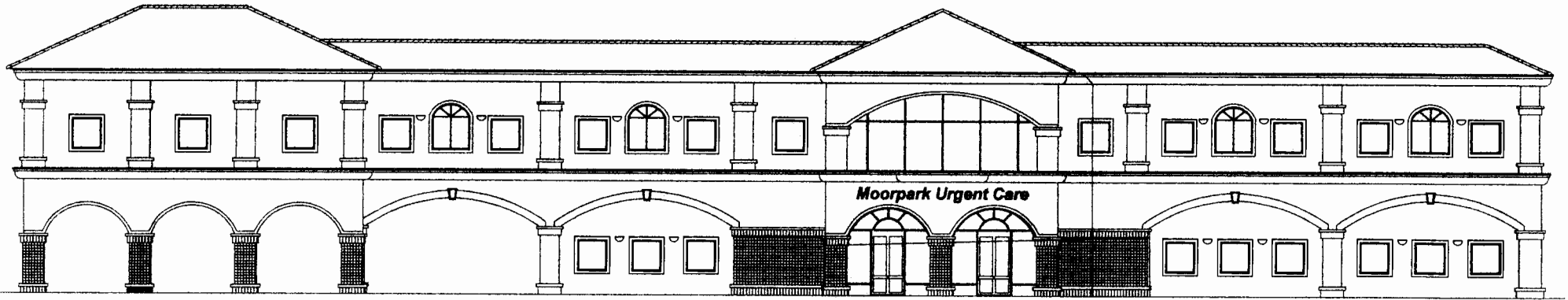
Double sided blade sign for perpendicular orientation to inline store fronts. Dimensional letters pin mounted to both sides of Aluminum/Ply background. Sign to be suspended by uniform wrought iron hanger supplied by landlord. 100" clearance from bottom of sign to grade. Sign Area: 5.5 sq ft



Moorpark Urgent Care Signage:

Total allowable sign area for building: 340 sq ft

Sign area as shown : 26 sq ft



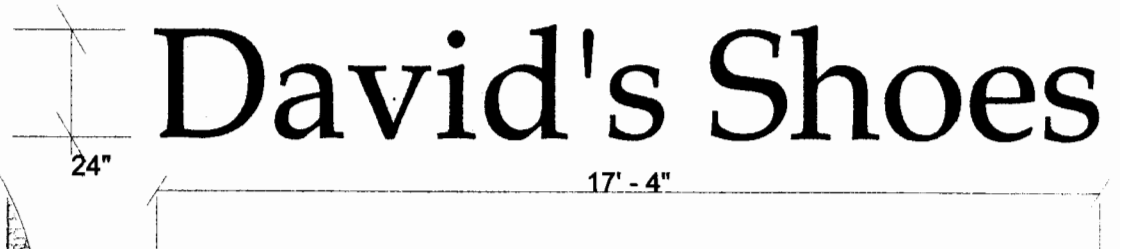
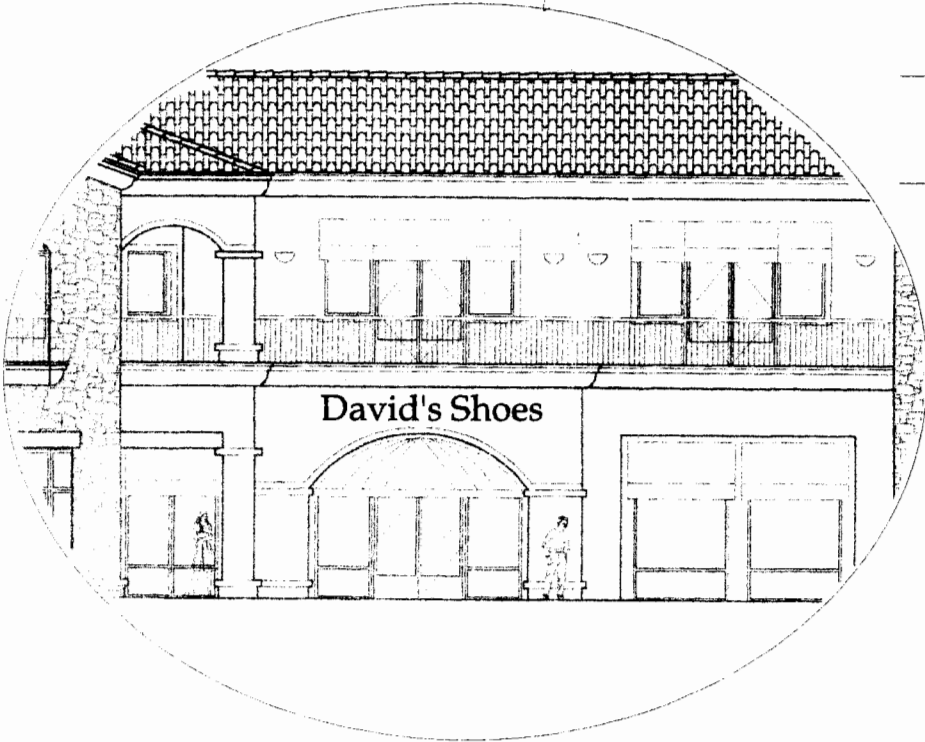
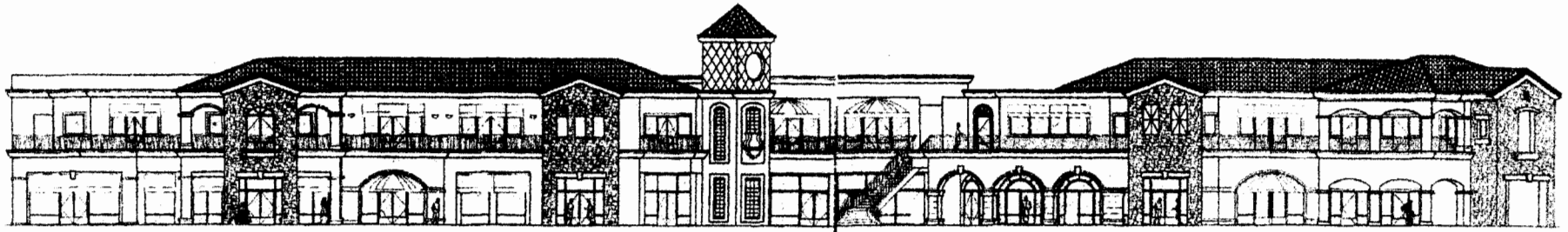
190' Frontage

16"

Moorpark Urgent Care

19' - 6"

Building "D" Signage:



As it is not possible to show all sign locations without knowing how the building will be finally leased out, depicted is an example of a typical condition and it's accompanying sign.

Frontage: 28" Sign Area: 34.6 sq ft

Building "C" Signage:



Frontage: 70' - 0" Sign Area: 53 sq ft

Building "C" Signage:



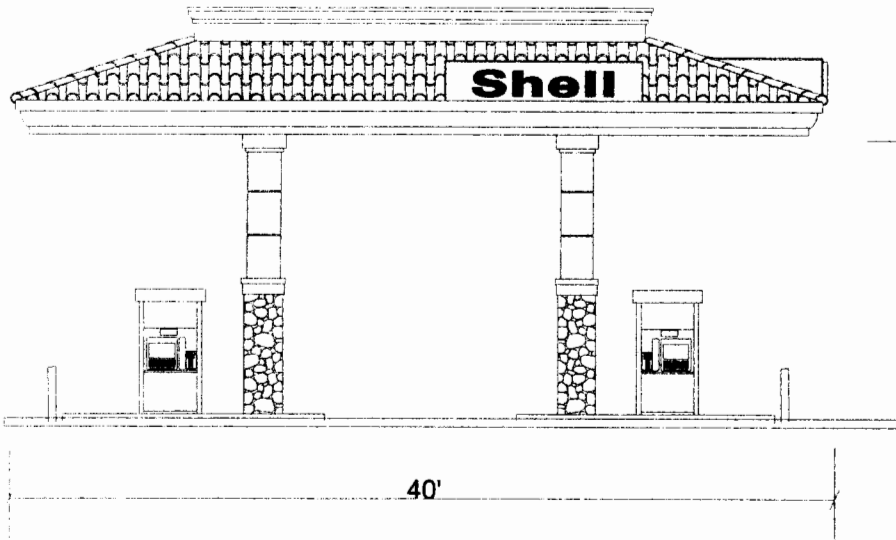
20' - 0"

South Elevation

Frontage: 20' - 0"
Sign Area: 31.5 sq ft

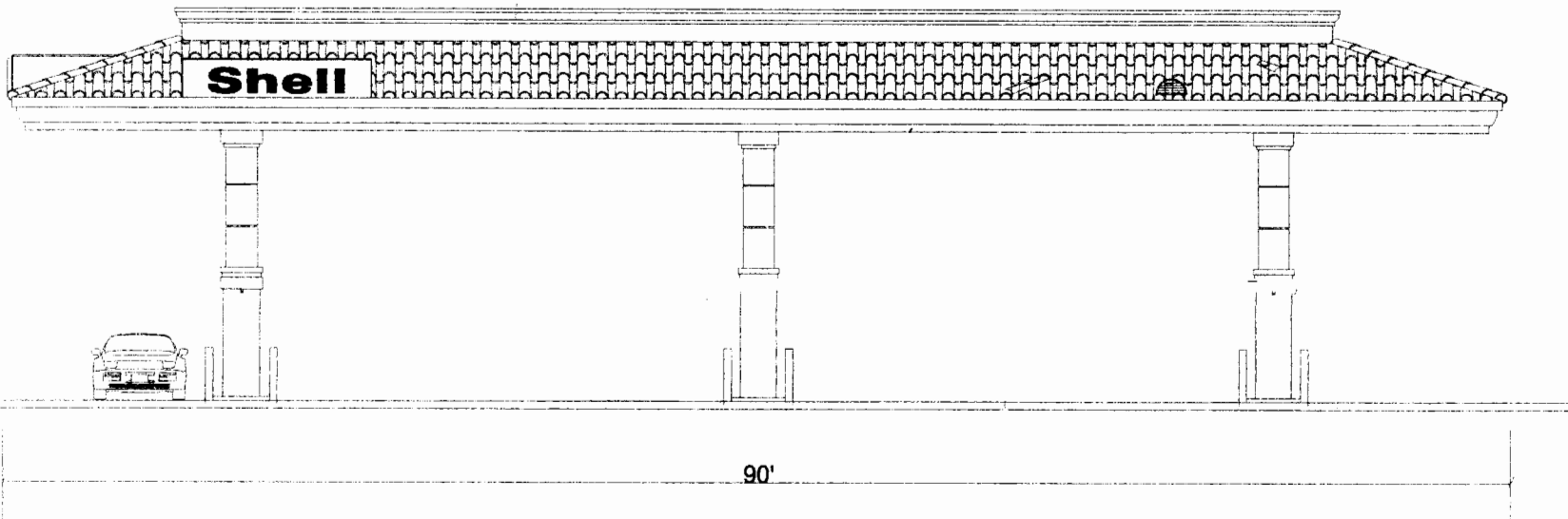


Shell Station Awning Signage:

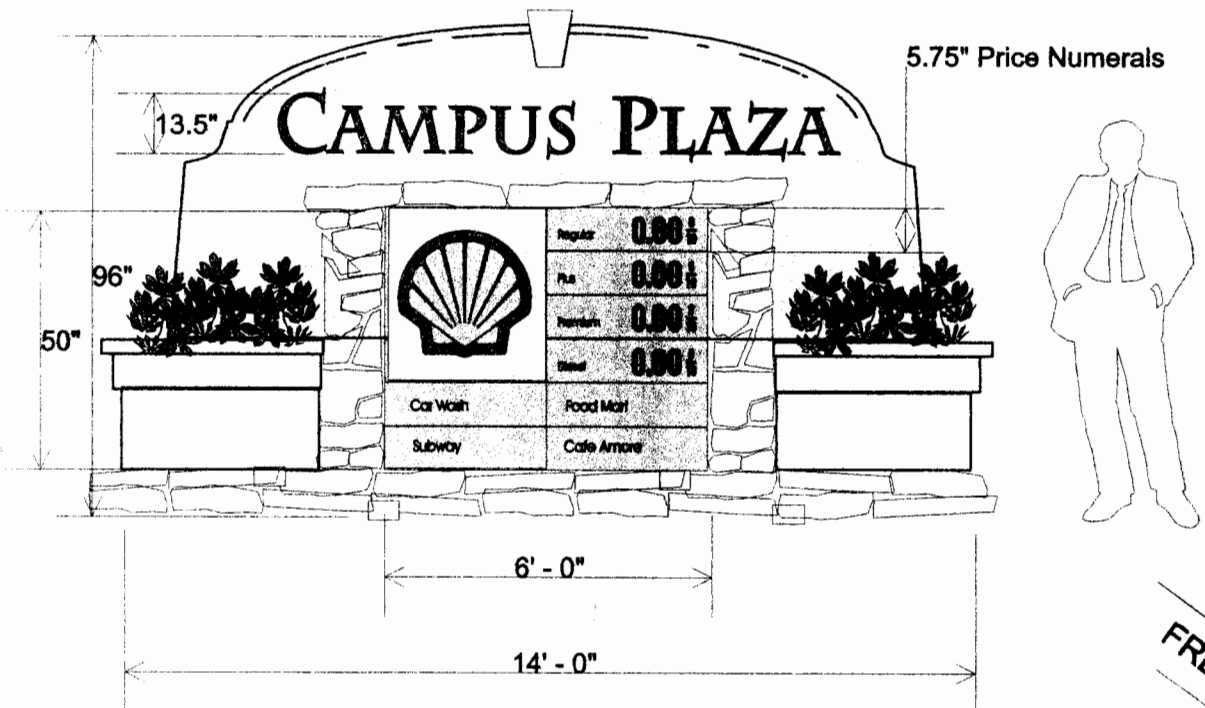


Internally illuminated channel letters mounted on architectural background.

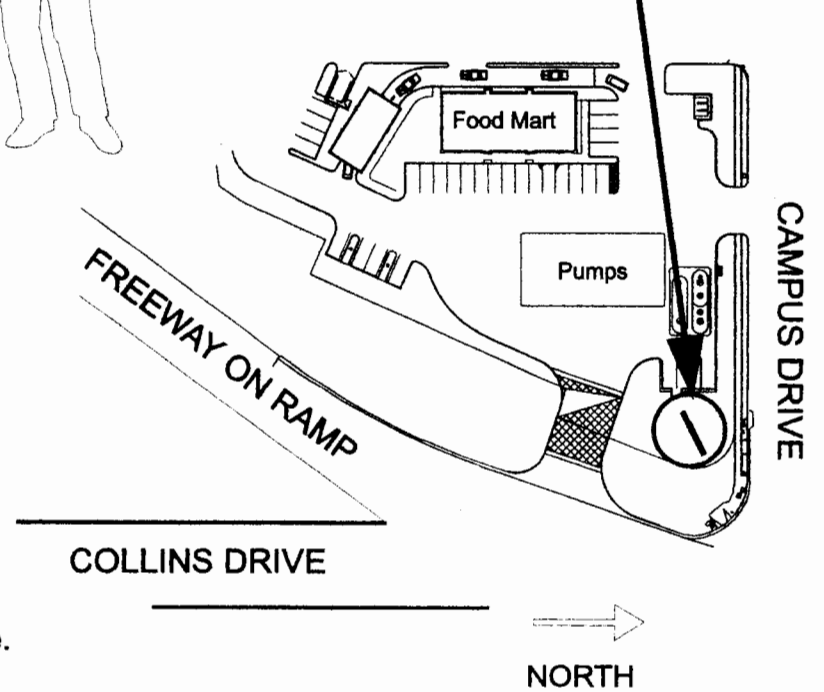
Face color = Shell Corporate Red
Return color = Shell Corporate Yellow
Background = to Match Canopy Eave



Primary Monument Sign with Shell Price Signs:



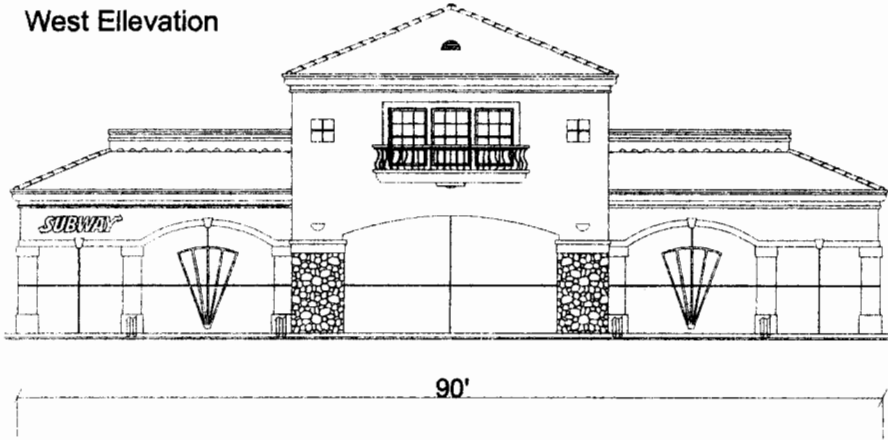
Proposed Location



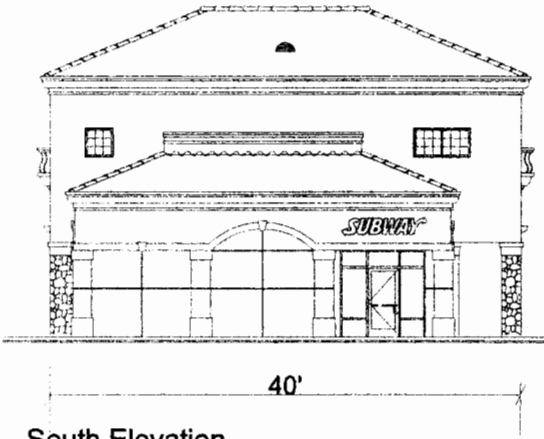
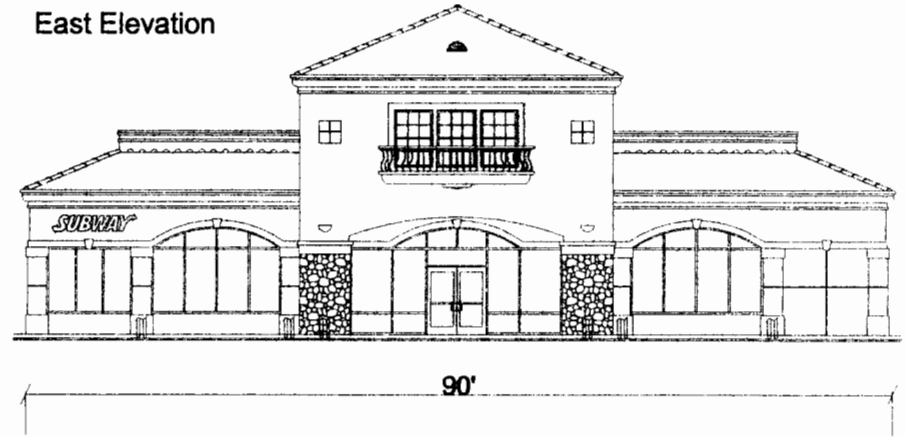
Double sided internally illuminated monument /price sign. Shell Logo colors on icon, Shell Corporate Yellow with Shell Corporate Red Outline on White background. Opaque Silver price panels with routed copy and changable price numerals. Stone base and plaster body to match architecture. "Campus Plaza" executed in pin mounted metal letters with external illumination. Total Sign Area: 30 sq ft.

Subway Signage:

West Elevation



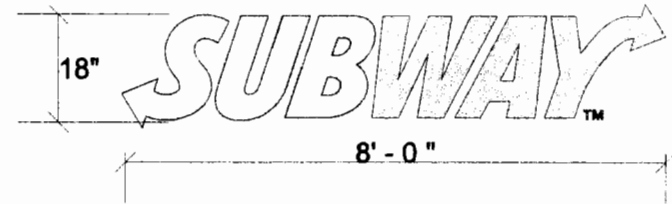
East Elevation



South Elevation



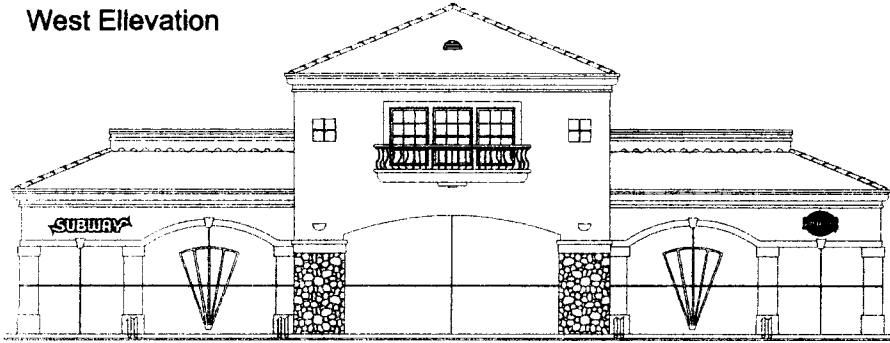
East Elevation



Individual internally illuminated channel letters with White #7328 and Yellow #2037 faces. Black returns with 1" black trim cap. Sign Area : 12 sq ft per sign.

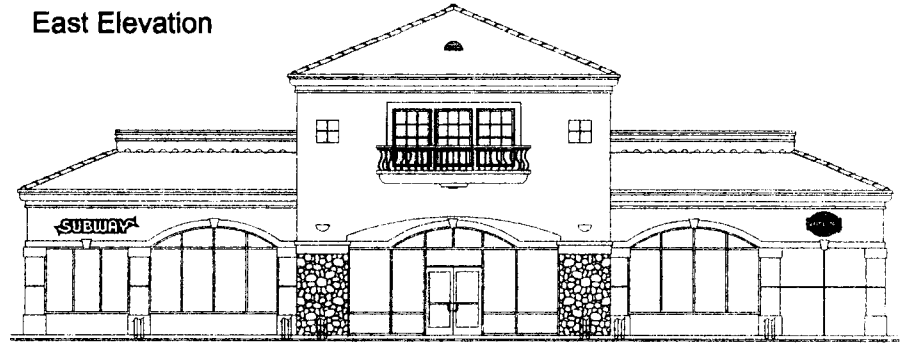
Seattle's Best Signage:

West Ellevation

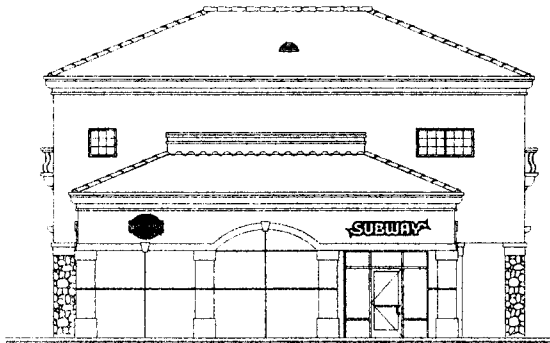


90'

East Elevation

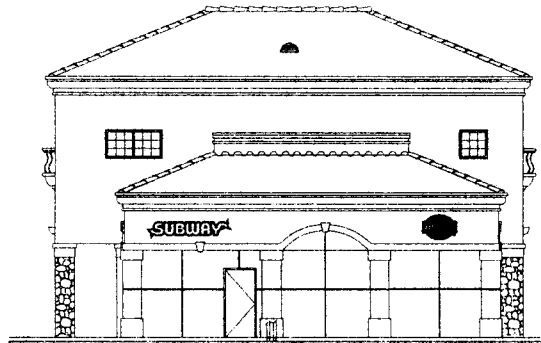


90'



40'

South Elevation



40'

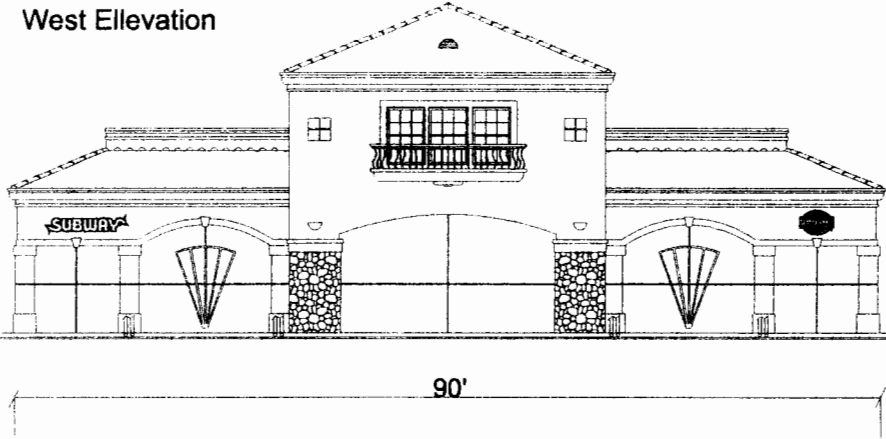
East Elevation



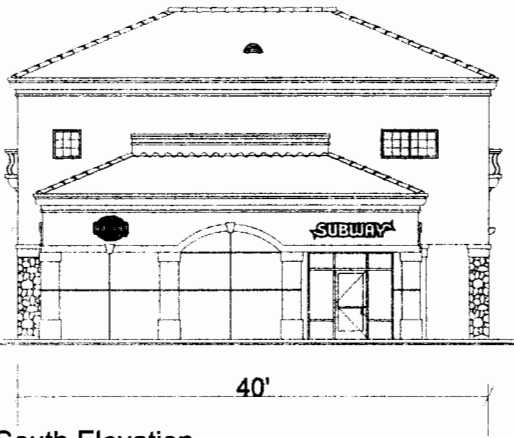
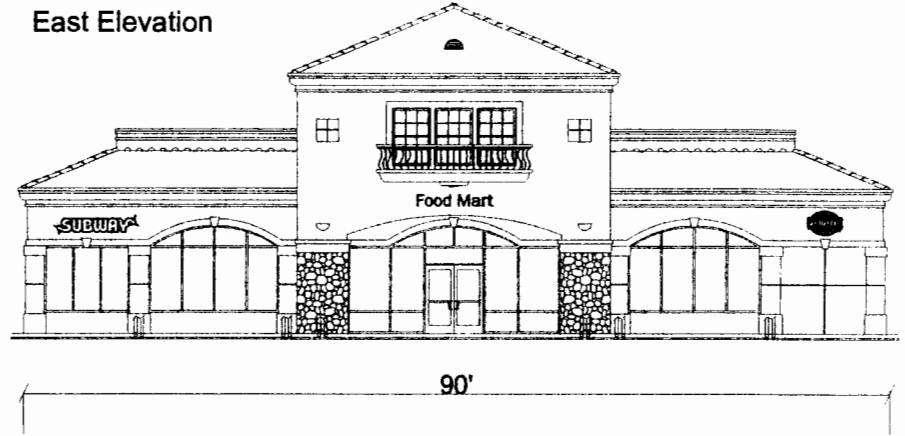
Internally illuminated channel logo as per Seattle's Best corporate logo colors. Burgundy PMS #188, Gold #873 with black and white accent colors. Sign Area: 8.75 sq ft

Food Mart Signage:

West Ellevation



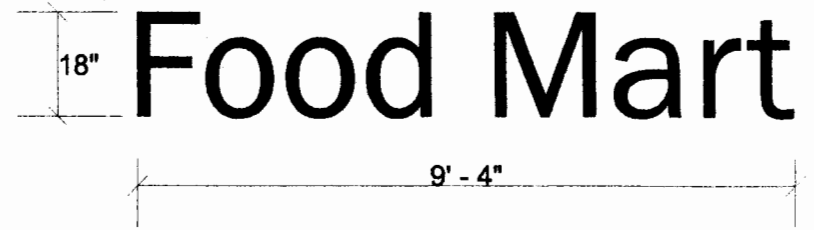
East Elevation



South Elevation



East Elevation



Individual internally illuminated channel letters with Shell Corporate Red faces and Shell Yellow Returns.

Total Sign Area: 14 sq ft

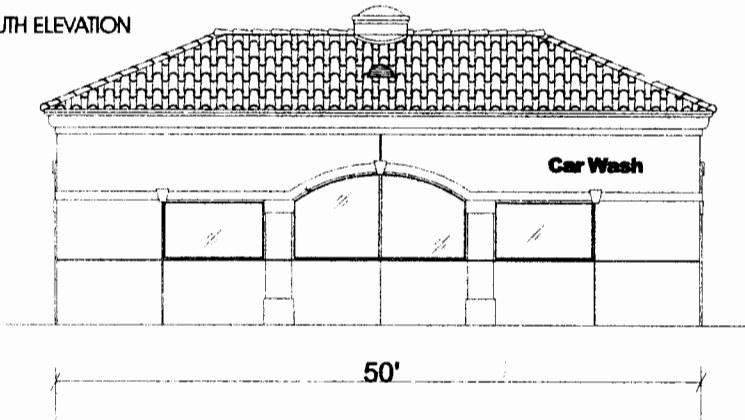
Car Wash Signage:

12" **Car Wash**
7' - 3"

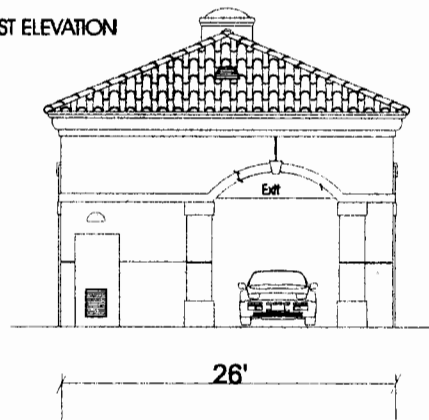
8" **Entrance**
42"

8" **Exit**
15"

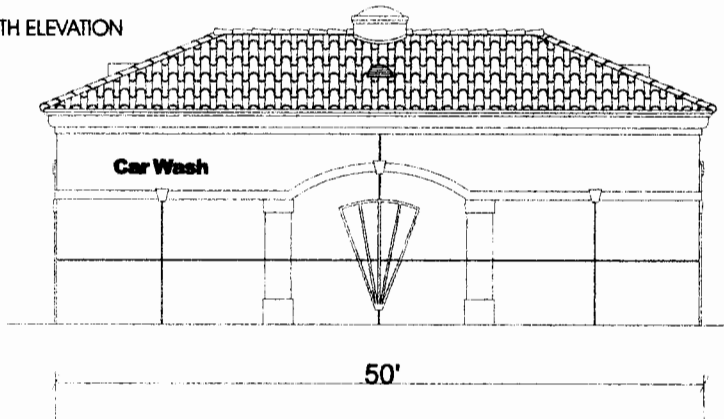
SOUTH ELEVATION



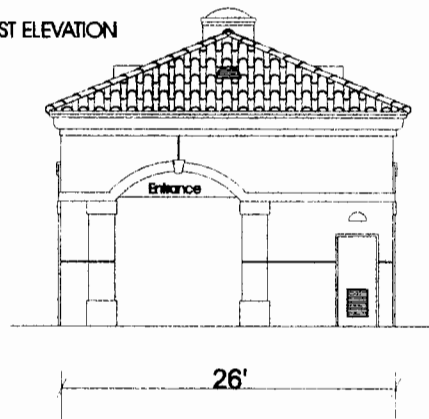
WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION



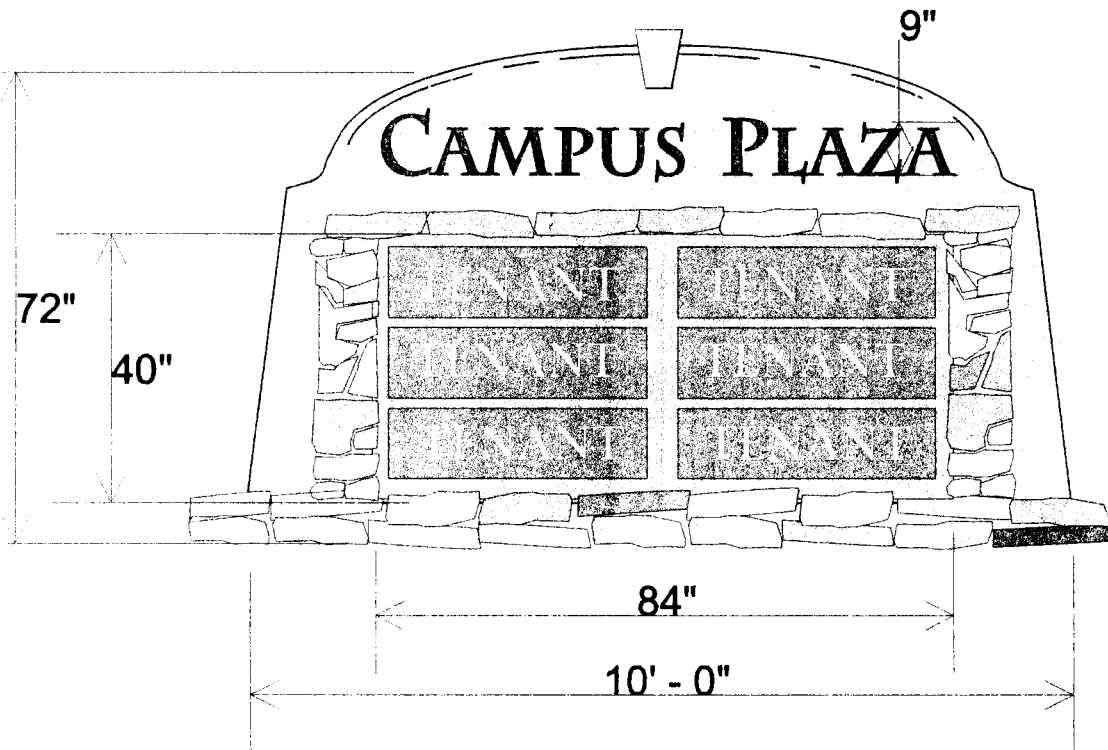
Individual internally illuminated channel letters with Shell Corporate Yellow faces and Shell Red Returns.

Total Sign Area: 22.2 sq ft

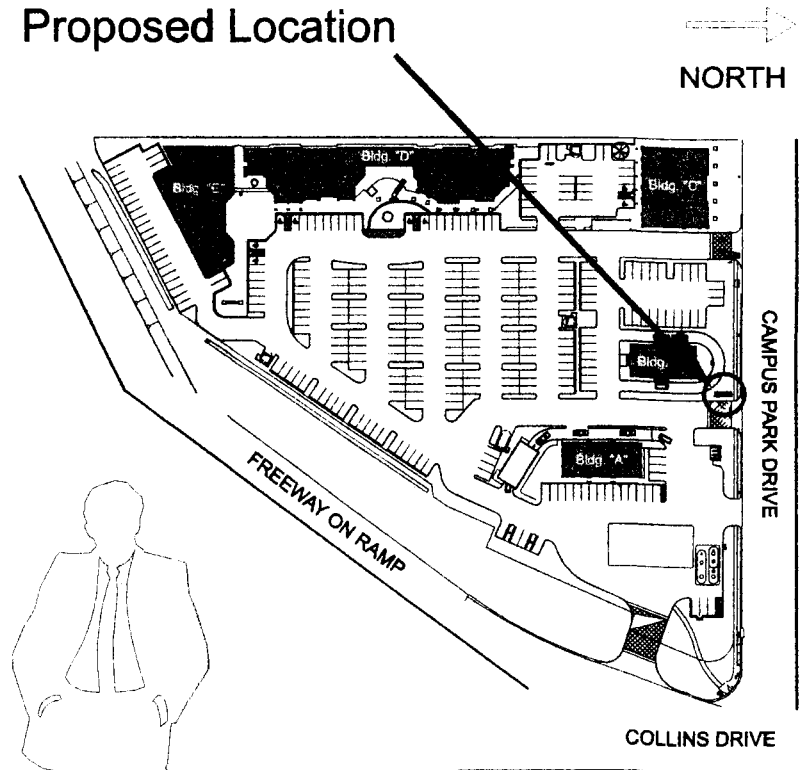
Monument for Main Plaza Entry:

Double sided Internally illuminated monument sign.
 Stone base and plaster body to match architecture.
 "Campus Plaza" executed in pin mounted metal letters with
 external illumination. Tenant signage to be routed
 from aluminum panels with push thru copy.

SIGN AREA = 23.33 sq ft

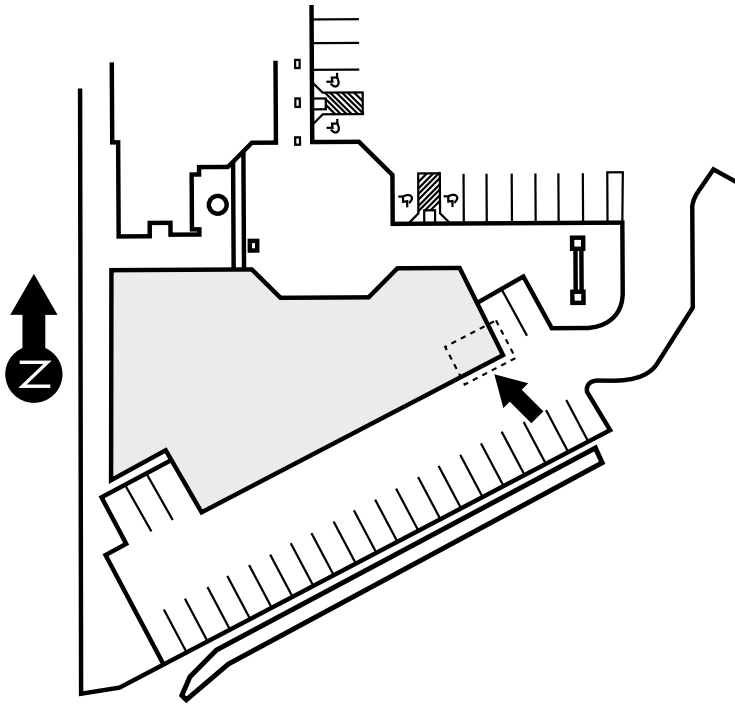
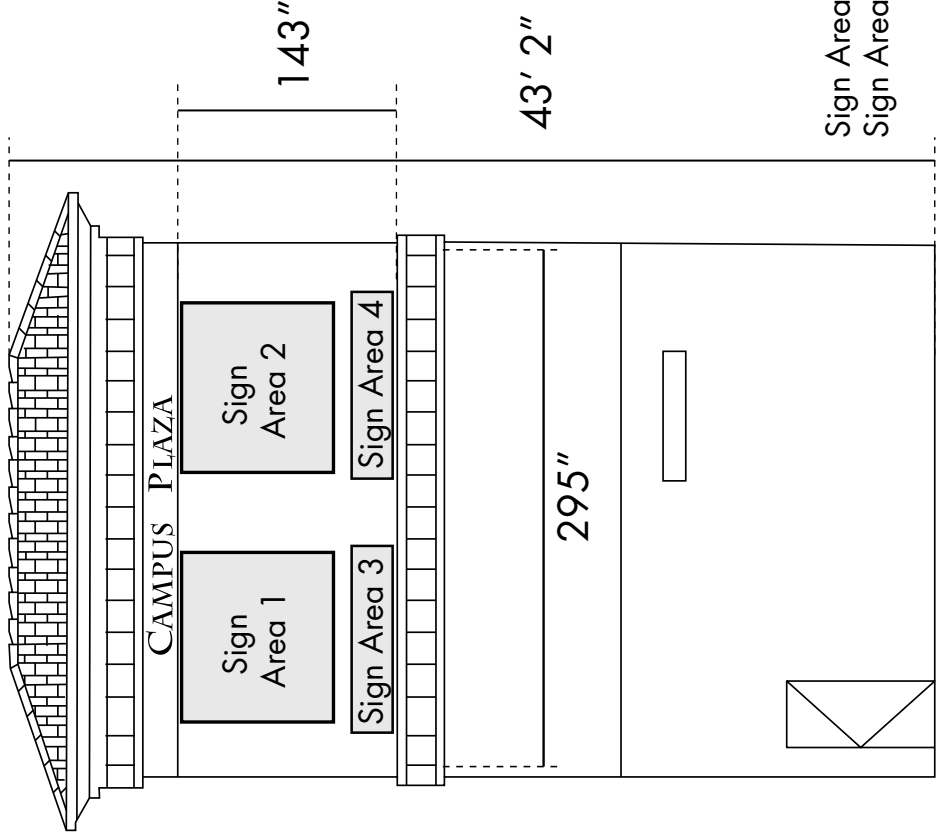


Proposed Location



South Face of Tower

A maximum of four signs are allowable on the South Face of the Campus Plaza tower, for a total maximum square footage of 252 square feet. Signs on the South Face must be duplicated to the East Face of the tower. All signs must be illuminated channel letters or vacuformed dimensional pan channel letters. Maximum individual letter height to be 27". "Campus Plaza" to be no taller than 16", and fabricated out of 1/4" PVC.

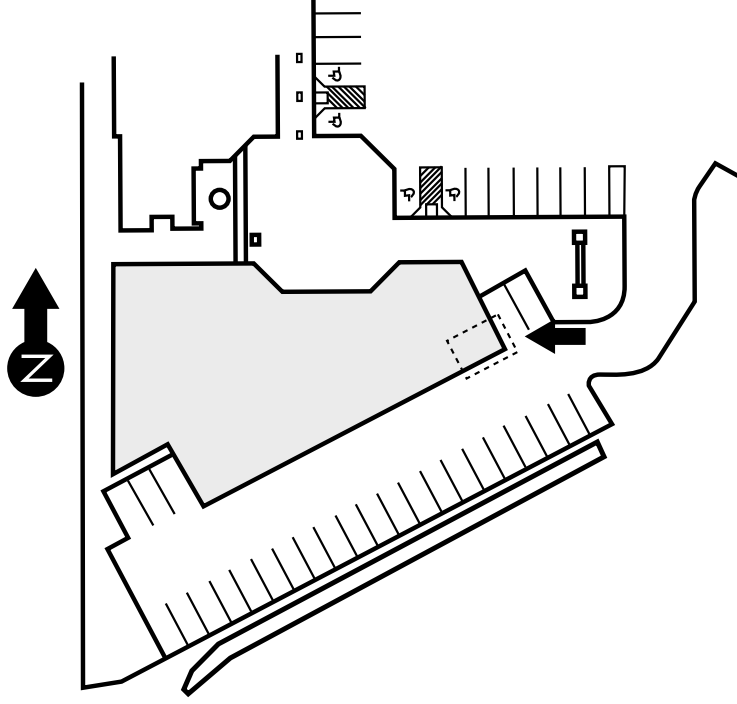
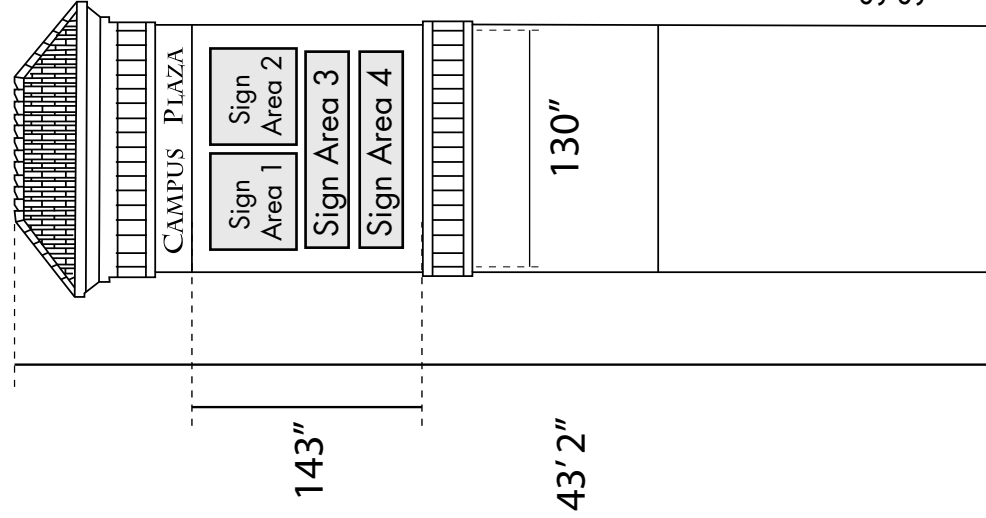


Sign Areas
 Sign Area 1 - 70 sq. ft
 Sign Area 2 - 70 sq. ft
 Sign Area 3 - 21.5 sq. ft
 Sign Area 4 - 21.5 sq. ft
 Total Gross Square Footage: 252'

Sign Areas 1 and 2 not to exceed 106" wide and 95" tall
 Sign Areas 3 and 4 not to exceed 115" wide and 27" tall

East Face of Tower

A maximum of four signs are allowable on the East Face of the Campus Plaza tower, for a total maximum square footage of 120 square feet. Signs on the East Face must be duplicated to the South Face of the tower. All signs must be illuminated channel letters or vacuformed dimensional pan channel letters. Maximum individual letter height to be 14". "Campus Plaza" to be no taller than 12", and fabricated out of 1/4" PVC.



Sign Areas

- Sign Area 1 - 25 sq. ft
- Sign Area 2 - 25 sq. ft
- Sign Area 3 - 28 sq. ft
- Sign Area 4 - 28 sq. ft

Total Gross Square Footage: 120'

Sign Areas 1 and 2 not to exceed 60" wide and 53.5" tall
 Sign Areas 3 and 4 not to exceed 123" wide and 16.5" tall