

Dexmoor Center

Signage Program

111 & 165 Poindexter Ave
Moorpark, California

May 10, 2012

City of Moorpark
Community Development Department

APPROVED

CASE NUMBER: Sign Program 2012-22

APPROVAL DATE: 9/1/12

APPROVAL AUTHORITY: Community Development Director

RESOLUTION NUMBER:

CASE PLANNER:

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DEXMOOR CENTER GENERAL SPECIFICATIONS SIGN CRITERIA

Purpose

The purpose of the following criteria is to establish a new coordinated sign program that gives each tenant adequate identification and achieves an attractive new unified appearance among all lease spaces. All existing and new tenants will be required to adhere to the sign criteria.

Approvals

A. The design and construction of tenant exterior signs must receive written approval by Landlord prior to fabrication, installation and submission to the City of Moorpark for approval and permitting.

B. To obtain landlord approval tenant must submit digital files or (3) three copies of detailed sign drawings to:

Poindexter Properties, LLC
Ms. Julia Caren
302 N. Crescent Dr., #1
Beverly Hills, CA 90210
Shoffman@hswlaw.com

C. Sign drawings to include the following information:

1. Scaled storefront drawings showing sign design and all dimensions as it relates to the building and the tenant's storefront.
2. Plot plan; showing location of tenant's space.
3. Sign letters must be accurately dimensioned, spaced, and drawn to scale. Fonts are to be identified.
4. Section through sign and fascia to show installation method.
5. Paint finish and type of materials to be called out on drawings.

D. Landlord approved plans must be submitted to the City of Moorpark for approval and permitting. Tenant is responsible for City of Moorpark sign permit fees.

E. Tenant shall be responsible for the removal of their sign within (10) ten days after vacating the site. This includes patching and painting of sign area to restore the building surface to the original condition. Should tenant fail to remove their sign, the Landlord will remove it and restore the building surface at tenant's expense.

Sign Specifications for Wall Signs

A. Each tenant (other than tenants in corner locations) shall be allowed one sign per storefront. Tenants with multiple units shall be allowed one sign per unit. All tenants occupying corner units shall be allowed two signs.

B. Tenant signs shall not exceed 75% of the length of each tenant storefront and be no more than one square foot per linear foot of storefront in area.

C. Tenants occupying corner units may have a second sign located perpendicular to the front of the building. The secondary sign shall be no more than (1/2) one-half square foot per linear foot of side facing storefront in area.

D. Signs shall be centered both vertically and horizontally on fascia in front of each storefront. Signs may not extend above the fascia or be placed on the roof.

E. Each tenant sign (with the possible exception of tenants with national or registered trademarks) to be individual, non-illuminated, 1/2" thick PVC painted letters. Individual letters are to be pin-mounted to building fascia. Letters are not to exceed 15" in height. Two lines of copy are allowed with a maximum overall height of 15". Signage for tenants with national or registered trademark will be evaluated individually.

F. Tenant signs shall not include logos (with the possible exception of logos with national or registered trademarks). Tenant logos with national or registered trademarks must be submitted to Landlord for review and approval. Following Landlord approval, tenant must submit logo and signage design and specifications to the City of Moorpark for approval and permitting.

Sign Color Specifications

A. Individual letters to be painted with building standard color: Benjamin Moore "Bittersweet Chocolate" # 2114-10 (with the possible exception of national or registered trademarks). Color specifications for tenants with national or registered trademarks will be evaluated individually.

Sign Font Specifications

A. Tenant signs shall use the following building standard fonts (with the possible exception of national or registered trademarks). Tenants with national or registered trademark will be evaluated individually.

Helvetica

Avant Garde

Georgia

Rage Italic

Tiranti Solid

Sign Installation

A. No changes shall be made to the approved and permitted sign unless approved by landlord and City of Moorpark

B. All sign contractors doing work in the City of Moorpark must have a business registered with the City of Moorpark.

C. One set of City of Moorpark approved sign plans must be kept at the job site when installing the sign.

D. Sign contractor to additionally insure Poindexter Properties, LLC before installing signs.

Window Graphics

- A. Window graphics shall not cover more than 25% of each tenant's total storefront window area.
- B. Tenant shall comply with Landlord's guidelines for window graphics.
- C. All plans for window graphics including vinyl lettering and logos must be submitted to landlord for approval prior to fabrication and installation.

Banners

- A. Each tenant shall be allowed to have (1) one banner, not to exceed 20 square feet with restrictions as described in this section.
- B. Banners are allowed for (30) thirty calendar days for Grand Openings.
- C. Tenants are allowed to hang a banner for (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 fascia of the of the building and may not attach to trees or posts
- E. Landlord must approve the design and method of attachment prior to installation.
- F. Tenants shall be responsible for any applicable City of Moorpark permit fees.

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 will not be permitted. Signs which simulate or imitate 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 is strictly prohibited.
- C. Signs will not be allowed in public walkways, landscaped areas or located in such a way as to prevent free egress from tenant spaces.

D. Signs consisting of any moving, swinging, rotating, flashing, blinking, fluctuating, or otherwise animated and/or audible signs are prohibited.

E. No portable, sandwich or trailer mounted signs shall be allowed.

F. No signs of any kind may be attached to a standpipe except those signs as required by code or ordinance.

G. Any sign that has been installed by the tenant without approval of the landlord shall be removed at the tenant's expense.

Typical Tenants Signage Examples

All letters

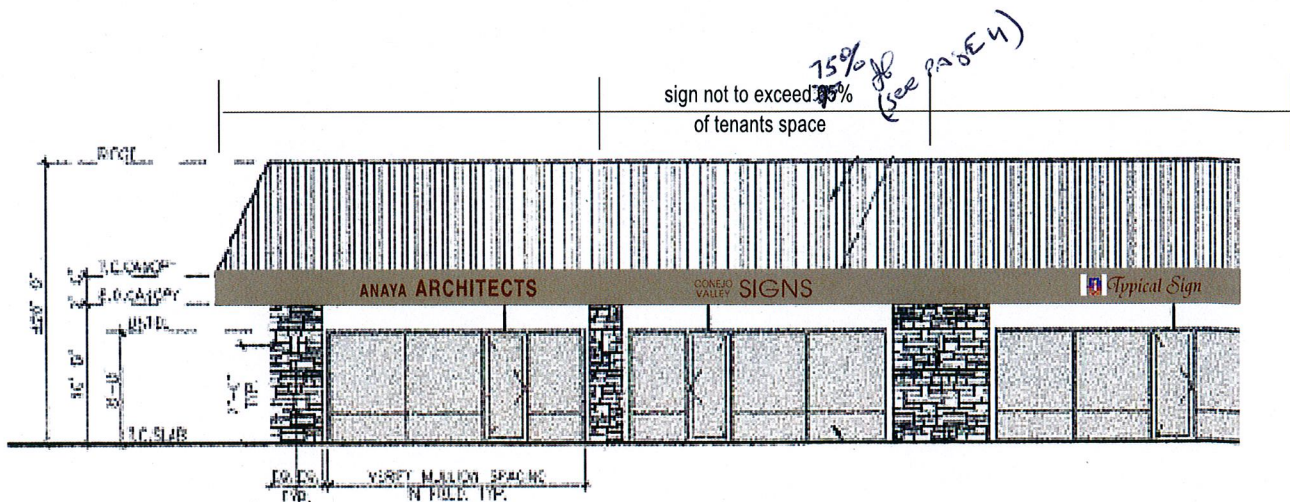
Anaya ARCHITECTS 15"

2 lines of copy not to exceed 15" tall

↓
15" CONEJO VALLEY SIGNS 15"

Logo's allowed only if national or registered trade mark

↓
12"  Typical Sign 14" 17"
80"



[illegible]