

SRG

City of Moorpark
Community Development Department
APPROVED

**MISSION BELL
PLAZA**

CASE NUMBER: Sign Program 2006-50

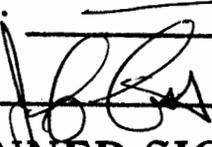
301~401 W. Los Angeles Ave.
Moorpark, CA 93621

APPROVAL DATE: 4/9/07

455~593 W. Los Angeles Ave.
Moorpark, CA 93621

APPROVAL AUTHORITY: CDD.

RESOLUTION NUMBER: _____

CASE PLANNER: 

PLANNED SIGN PROGRAM

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I. INTRODUCTION

The intent of this Sign Program is to provide the criteria necessary to achieve a visually coordinated, balanced, and appealing signage environment for the mutual advantage of all merchants and their customers at Mission Bell Plaza.

Exceptions to these criteria shall be reviewed by the Landlord. However, based upon our professional experience, deviation generally results in serious inequities between Tenants. Accordingly, the Landlord will retain full right of approval of any sign used in the center.

Adherence to this Sign Program shall be rigorously enforced. The Tenant or his sign contractor shall remove any nonconforming signs upon demand by the Landlord at Tenant's expense.

II. GENERAL LANDLORD APPROVALS / TENANT REQUIREMENTS

- A. 1. The Tenant shall be responsible for the fulfillment of all requirements of these sign criteria.
2. Each Tenant shall submit, or cause to be submitted, to the Landlord for their written approval, a copy of detailed drawings indicating conformance with the sign criteria herein, including the precise location, size, layout, design, and color of any proposed sign.
3. All signs shall be in accordance with State and Local sign code regulations and all permits for signs and their installation shall be obtained by the Tenant or its representative.
4. All signs shall be fabricated and installed at the Tenant's expense (including final connection transformers and all other labor and materials) and shall be properly maintained.
5. The Tenant shall be fully responsible for the operation of Tenant's sign contractors. Tenant's sign contractor shall repair any damage to any property caused by his/her work.
6. It is the responsibility of the Tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication.
7. The location of all signs shall be per the accompanying following specifications. Only one "sign space" per elevation shall be allowed for each tenants (except as otherwise approved in writing).

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8. Sign contractor shall provide necessary fasteners and braces to securely install the sign.
 9. The Landlord and respective City authority must first approve special signs, which vary from these sign criteria.
 10. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and convenience signs) shall be as noted herein.
 11. No sign shall be constructed until Landlord approval and approved building permits from City Planning and Building and Safety Departments are received.
 12. Landlord shall have the right to remove, at Tenant's expense upon seven (7) days written notice, any signs installed contrary to these Criteria.
 13. Business signs shall be attached in designated areas only.
- B. To secure Landlord's approval Tenant agrees to conform to the following procedures:
1. Two copies of the detailed sign design drawings in color submitted to Landlord at:

**MISSION BELL PLAZA
C/O SAFCO CAPITAL CORP.
1850 S. SEPULVEDA BLVD.
LOS ANGELES, CA 90025**

- C. Unless the Landlord has received the above described plans in the quantities set forth above, Landlord will not approve Tenant's exterior sign

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4. No tenant shall affix any type of illuminated or painted window signs, placards; or temporary window signage unless written approval is received by the Landlord and City of Moorpark.
5. **SIGNS CONSTITUTING A TRAFFIC HAZARD**
No person shall install or maintain, or cause to be installed or maintained, 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", "LOOK", "DANGER", or any other words, phrases, symbols or characters in such a manner to interfere with, mislead or confuse traffic.
6. **IMMORAL OR UNLAWFUL ADVERTISING**
It shall be unlawful for any person to exhibit, post or display, cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
7. **SIGNS ON DOORS, WINDOWS OR FIRE ESCAPES**
No window signs will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress and egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.
8. **ANIMATED, AUDIBLE OR MOVING SIGNS**
Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited.
9. **OFF-PREMISE SIGNS**
Any signs, others, other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located, is prohibited.
10. **VEHICLE SIGNS**
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making or deliveries of sales or merchandise or rendering of services from such vehicle is prohibited
11. **LIGHT BULB STRINGS AND EXPOSED TUBING**
External displays, other than temporary decorative holiday lighting, which consist of unshielded bulbs, and open, exposed neon or gaseous light tubing are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

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- D. The sign drawings are to be prepared by a reputable STATE licensed sign contractor. The sign drawings must indicate the following information:
1. A scaled storefront drawing reflecting the proposed sign design and all dimensions as it relates to the storefront elevation of Tenant's premises (SEE EXHIBIT 1 FOR SUBMITTAL DETAIL)
 2. A plot plan and elevation indicating location of Tenant's sign.
 3. Sizes of sign letters must be accurately dimensioned, spaced and drawn at a minimum of $\frac{1}{16}'' = 1'0''$ scale.
 4. Section through sign and fascia to show its construction method.
 5. Plexiglass colors, paint finishes and type of materials.
 6. Neon tubing sizes, colors and intensity.
- E. All drawings marked "Disapproved" or "Approved as Noted" must be resubmitted as here and above set forth in paragraph "B" with required corrections. Tenant or its sign consultant will not be permitted to commence installation of the exterior sign unless the following conditions have occurred:
1. A stamped set of final sign drawings reflecting Landlord's approval are received and retained at Tenant's premises at all times during the installation of sign and for a period of thirty (30) days thereafter.
 2. NOTE: No sign shall be constructed until approved installation permits from the City of Moorpark are received by the Sign Contractor.

III. PROHIBITED SIGNS

1. NO BOX-TYPE SIGNS WILL BE PERMITTED. NO animated flashing or audible signs will be allowed. No exposed lamps will be permitted.
2. No signs will be permitted on awnings.
3. No temporary signs of any nature will be accepted without prior written approval by the Landlord and City of Moorpark.

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5. Finished surfaces of metals shall be free from canning and warping. All signs finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
6. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.
7. Tenants shall maintain all storefront signage in a like-new condition. Landlord may, at its store discretion and the Tenant's expense, replace, refurbish, or remove any sign that has become deteriorated.
8. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.
9. All conduit, raceways, crossovers, wiring, ballast, boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings, and clips shall consist of enameling iron with porcelain enamel finish, stainless steel, anodized aluminum, brass or bronze or carbon-bearing steel with painted finish.

V. GENERAL SIGN CRITERIA

1. Each In-Line Tenant shall provide one sandblasted under canopy sign and one illuminated Pan Channel Letter sign to be located only on the space and on the surface specially provided for the same on the building exterior in accordance with the drawings attached hereto. No other signage is permitted on the exterior of the premises. Tenants with more than one frontage MAY BE allowed additional signage with Landlord approval. No wall sign shall be permitted without an under canopy sign.
2. Channel letter sign length shall not exceed 70% of leasehold width; sign square footage shall not exceed leasehold width multiplied by 1.0 factor. Sign shall be centered on the facia Vertically and Horizontally. Maximum and minimum letter heights are reflected on Exhibit 1 attached hereto. Logo plaques are allowed with size and limitation as reflected on Exhibit 1.

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3. The advertising or information content on the sign shall be limited to letters designating the store name or established trade logo, as set forth in signed lease documents between Tenant and Landlord. Tenant shall display their established trade names only. The trade name may be used only one time per permitted sign location. No additional advertising will be permitted, i.e.: "Discount Sales," "Quality Shoes," "Ladies Wear," prices, phone numbers, etc. or miscellaneous brand names included in their operation.
4. The face colors of all signs shall be limited to four colors. These colors are Red PMS 187C, Blue PMS 2935C, Yellow PMS123C and Green PMS 348C. No other colors are allowed except for logos. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.
5. Logo plaques used in conjunction with individual letters will be considered a part of the sign area, and are subject to Landlord's approval.
6. The Tenant shall pay for all signs, their installation (including final connections to transformers and all other labor and materials) and maintenance. Tenant sign contractor must file, pay for and obtain any licenses, permits and variances as required for sign installation by the City of Moorpark.
7. Each Tenant or its sign contractor shall be responsible for the cost of repair by the Landlord of any damage to the building caused by the installation of said Tenant's sign.
8. Each Tenant shall be responsible for the performance of its sign contractor.
9. Tenant shall be responsible for removal of his/her sign within (30) thirty days after vacating the site. Removal of the sign shall include the repair and repaint of the wall surface back to the original condition.
10. Installing sign company must provide a photocopy of final inspection approval by the City inspector to the Landlord prior to payment of contract balance by Tenant.
11. Individual shop address numerals will be installed by the Landlord.
12. No individual free standing building shall be allowed to have more than two sides with wall or canopy signage. Logo signage may be allowed on the other two exterior sides.

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13. Each occupant shall be responsible for keeping all signage or graphics on its premises in a state of good repair, in sole judgement of Landlord and City of Moorpark. Landlord shall inform occupant, in writing, of non-compliance with the sign criteria. Remedy of specified non-acceptance condition(s) shall be made by occupancy within (30) thirty days from receipt of such written notification.
14. NOTE: The following exhibits are an integral part of this criteria. Please refer to these pages for additional information, location, and fabrication.
15. Tenants that are specifically denoted by company name in this Sign criteria are hereby a part of this Signage Criteria.

VI. FABRICATION AND INSTALLATION

ILLUMINATED CHANNEL LETTERS / REVERSE CHANNEL LETTERS

1. All channel letters and reverse channel letters are to be fabricated with 20 to 22 GA. Sheet metal or aluminum. Channelume, Channel Classic, and Channel Let-r edge type letters will not be permitted due to rapid deterioration factor (no exceptions).
2. For channel letters, faces shall be 3/16" thick, flat surface, colored plexiglass as manufactured by Rhom & Haas or approved equal. Painted plexiglass will not be permitted.
3. For channel letters, retainer trim cap shall be 3/4" "Plasco" brand trim cap edge or approved equal.
4. Letter returns shall be painted minimum of two (2) coats acrylic enamel semi gloss finish manufactured by Dupont or approved equal. Channel letter returns shall match retainer trim cap in color.
5. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications"
6. All sign letters shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated.
7. No exposed lamps will be permitted.

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9. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition.
10. No sign company labels will be permitted on the exposed surfaces of the sign except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location on the first letter only.
11. All Channel Letters must have a 3/16" diameter drain hole at the bottom of every letter. All signs shall be fabricated and installed with U.L. approval in compliance with all applicable building and electric codes.
12. The Tenant shall be responsible for providing primary electrical service terminations to the signage area on the rear side of the fascia wall.
13. All signs shall conceal all necessary wiring, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
14. It is the responsibility of the Tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication.

NON-ILLUMINATED UNDER CANOPY SIGNS

1. All under canopy signs are to be fabricated of 1-3/4" x 5'0" clear redwood with sandblasted background on both sides. Depth is variable from 1/4" to 1/2" depending on grain characteristics.
2. Stain on background to be Frazee #5210 Vanilla cream, border to be Frazee #4333 Adobe.
3. Raised logo and letter of sandblasted background to be painted to match channel letter faces.
4. 1" square tubing will be painted dark bronze acrylic enamel as manufactured by Dupont (semi gloss finish). See Exhibit 4 for method of attachment.
5. Bottom of sign shall be 8' from grade.

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NON CONFORMANCE

1. No field installation changes are permitted without first notifying Landlord in writing. If in the event any sign is changed as to placement and location which differs from plan, sign company will be responsible to remove and relocate to proper placement at sign company's expense.

2. Any sign that is installed by Tenant which is not in conformance to the approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct said sign at Tenant's expense.

VII. MISCELLANEOUS NOTES

The provisions of this Exhibit, except as otherwise expressly provided by this Exhibit, shall not be applicable to the identification signs of Anchor or Chain Tenants or other occupancy designated by the Landlord as a "Regional" or "Special" Tenant that may be located in the Shopping Center, except as incorporated and approved as a part of the attached City approved Tenant Signage Exhibits. It being understood and agreed that these occupants may have their usual signage on similar buildings operated by them in California; provided, however, there shall be no rooftop signs.

Store Name

By

Date

70% LEASE HOLD LINE

TENANT SIGN

- SIGN DESIGN, COLOR, AND LETTER STYLE MUST BE APPROVED BY LANDLORD.
- SIGN SHALL BE CENTERED ON FACIA HORIZONTALLY AND VERTICALLY.
- SIGN FACE SHALL BE 3/16" PLEXIGLASS AS MANUFACTURED RHOM & HAAS OR APPROVED EQUAL.
- RETAINER TRIM CAP SHALL BE 3/4" THICK.
- 5" DEEP LETTER RETURN SHALL BE PAINTED MINIMUM OF TWO COATS ACRYLIC ENAMEL SEMI GLOSS FINISH MANUFACTURED BY DUPONT OR APPROVED EQUAL. RETURNS SHALL MATCH RETAINER TRIM CAP IN COLOR.

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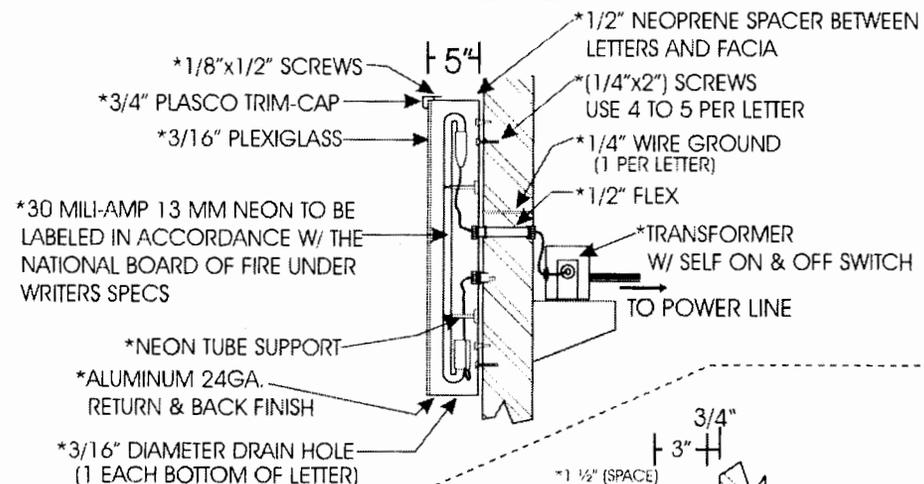
PRIMARY ON BUILDING IDENTIFICATION NOTES:

- EACH BUSINESS IN MULTIPLE OCCUPANT BUILDING MAYBE ALLOWED (1) PRIMARY "ON BUILDING IDENTIFICATION SIGN AND TENANTS LOCATED AT THE ENDS OF MULTIPLE TENANT BUILDING MAY BE ALLOWED A SECOND PRIMARY "ON BUILDING IDENTIFICATION SIGN" IF THE ELEVATION FACES A STREET OR ENTRY DRIVEWAY AND IT IS APPROVED BY THE LANDLORD AND THE CITY OF MOORPARK PLANNING DEPARTMENT.
- MAXIMUM LETTER HEIGHT ON A PRIMARY "ON BUILDING SIGN SHALL NOT EXCEED 4'-0", IF THE BUSINESS NAME IS IN (2) LINES OR IF THERE IS A LOGO INCORPORATED, THE MAXIMUM OVERALL HEIGHT SHALL NOT EXCEED 5'
- THIS DIMENSION SHALL BE DETERMINED BY THE LENGTH OF THE INDIVIDUAL BUSINESS STOREFRONT THAT THE SIGN WILL BE ATTACHED TO. OCCUPANTS WILL BE ALLOWED (1) SQUARE FEET OF SIGNAGE FOR EACH (1) LINEAR FOOT OF STOREFRONT.

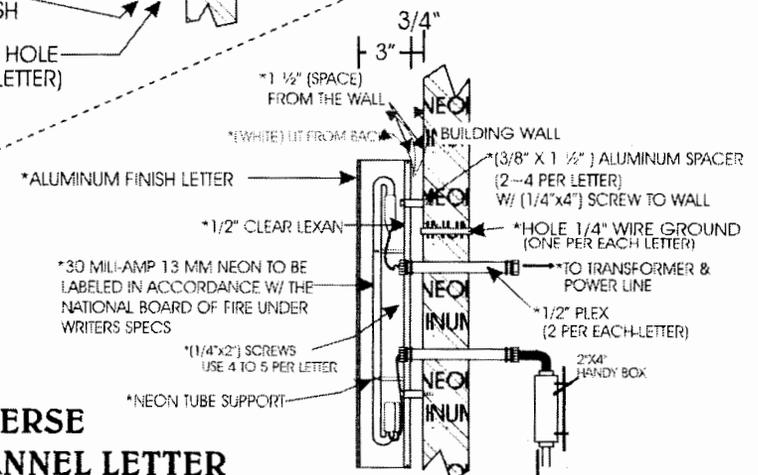
SECONDARY ON BUILDING IDENTIFICATION NOTES:

- EACH BUSINESS IN MULTIPLE OCCUPANT BUILDING MAYBE ALLOWED (1) PRIMARY "ON BUILDING IDENTIFICATION SIGN AND TENANTS LOCATED AT THE ENDS OF MULTIPLE TENANT BUILDING MAY BE ALLOWED A SECOND PRIMARY "ON BUILDING IDENTIFICATION SIGN" IF THE ELEVATION FACES A STREET OR ENTRY DRIVEWAY AND IT IS APPROVED BY THE LANDLORD AND THE CITY OF MOORPARK PLANNING DEPARTMENT.
- MAXIMUM LETTER HEIGHTS SHALL NOT EXCEED 2'-0", IF THE BUSINESS NAME IS IN (2) LINES OR IF THERE IS A LOGO INCORPORATED, THE MAXIMUM OVERALL HEIGHT SHALL NOT EXCEED 3'-6".
- THIS DIMENSION SHALL BE DETERMINED BY THE LENGTH OF THE INDIVIDUAL BUSINESS STOREFRONT THAT THE SIGN WILL BE ATTACHED TO. OCCUPANTS WILL BE ALLOWED (1) SQUARE FEET OF SIGNAGE FOR EACH (1) LINEAR FOOT OF STOREFRONT.

CHANNEL LETTER



REVERSE CHANNEL LETTER

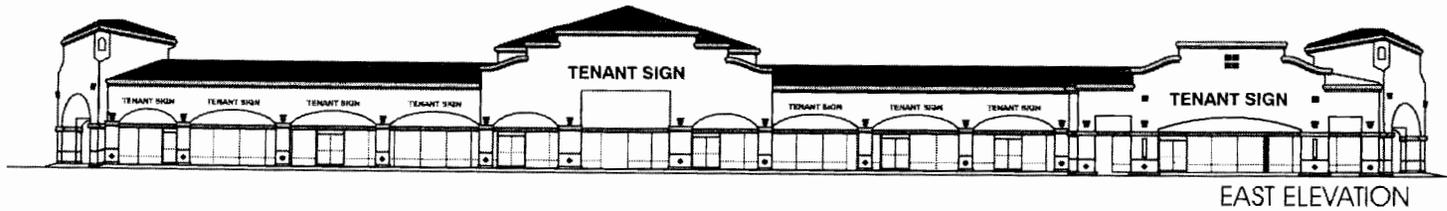
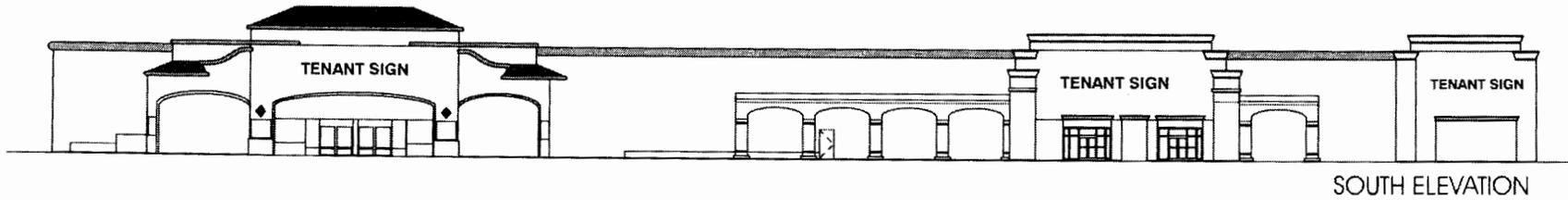
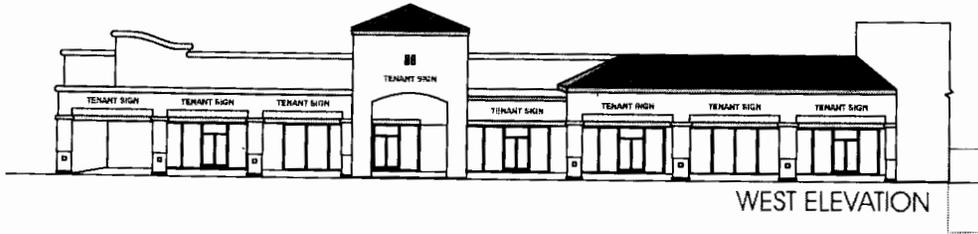


BUILDING ELEVATIONS

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Moorpark, CA 93621

455~593 W. Los Angeles Ave.
Moorpark, CA 93621



***SHOWN IN BLACK FOR EXAMPLE ONLY, EACH TENANT MUST SUBMIT COLORS WHEN GETTING SIGN APPROVAL.

! SIGN DESIGN, COLOR, AND LETTER STYLE MUST BE APPROVED BY LANDLORD.

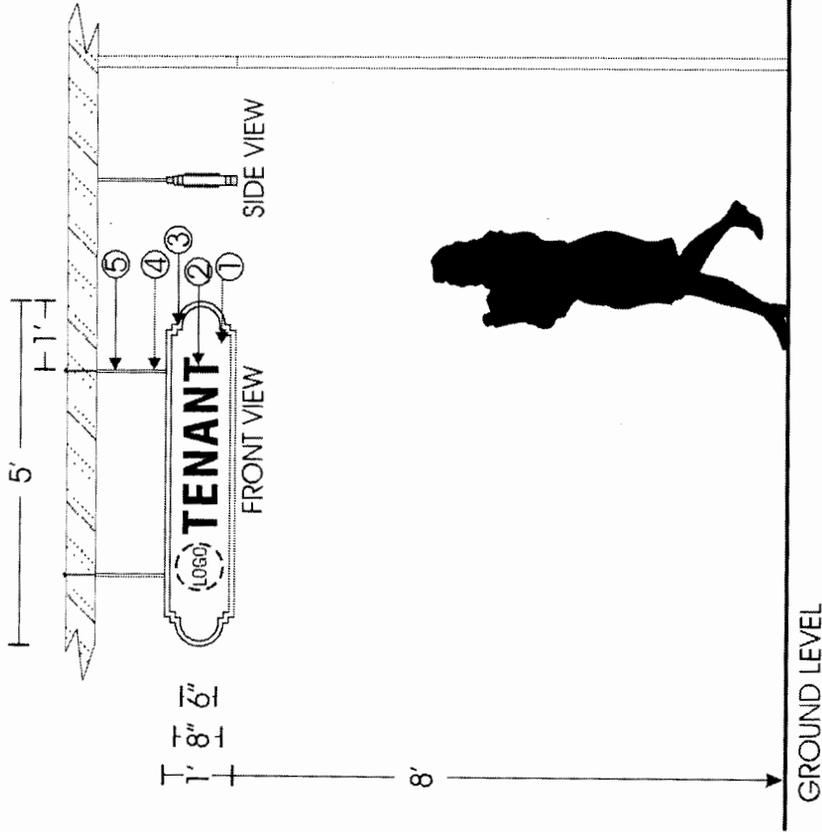
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**REQUIRED SIGNAGE FOR IN-LINE TENANTS

TYPICAL DOUBLE FACE SANDBLASTED WOOD UNDER CANOPY SIGN



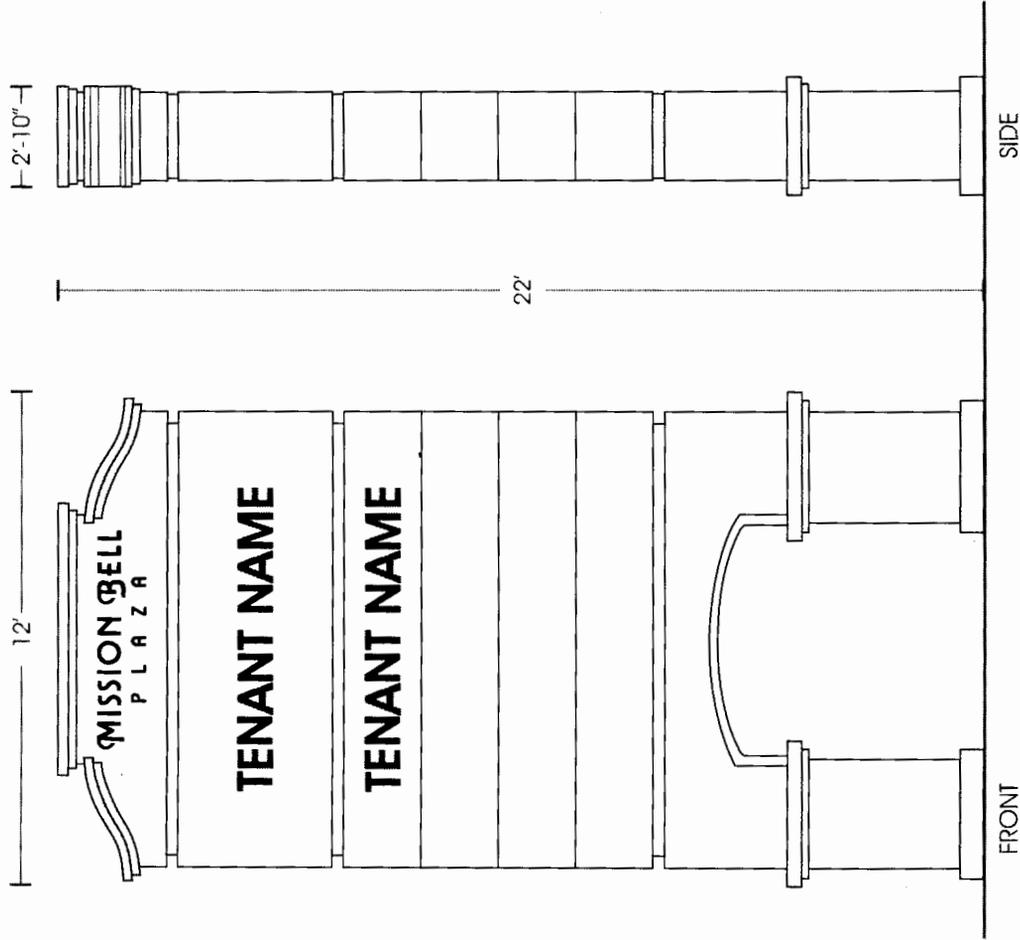
- [1] BACKGROUND TO BE FRAZEE #5210 VANILLA CANOPY SIGN
- [2] TENANT NAME AND LOGO COLOR TO CORRESPOND TO CHANNEL LETTER.
- [3] TRIM TO BE FRAZEE #4333 ADOBE.
- [4] 1"x1" ALUMINUM SQUARE TUBE PAINTED DARK BRONZE.
- [5] 1/2" TREAD THRU BOLT.

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Moorpark, CA 93621

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ILLUMINATED DOUBLE FACE PYLON SIGN



PYLON SIGN #1 & #2 / LOCATED AT LOS ANGELES AVE.
(SIZES AND DETAILS OF BOTH PYLON SIGNS ARE SAME)

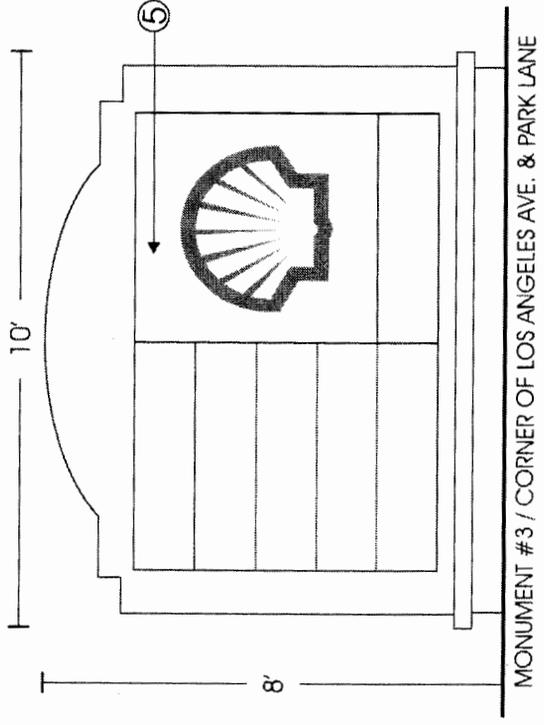
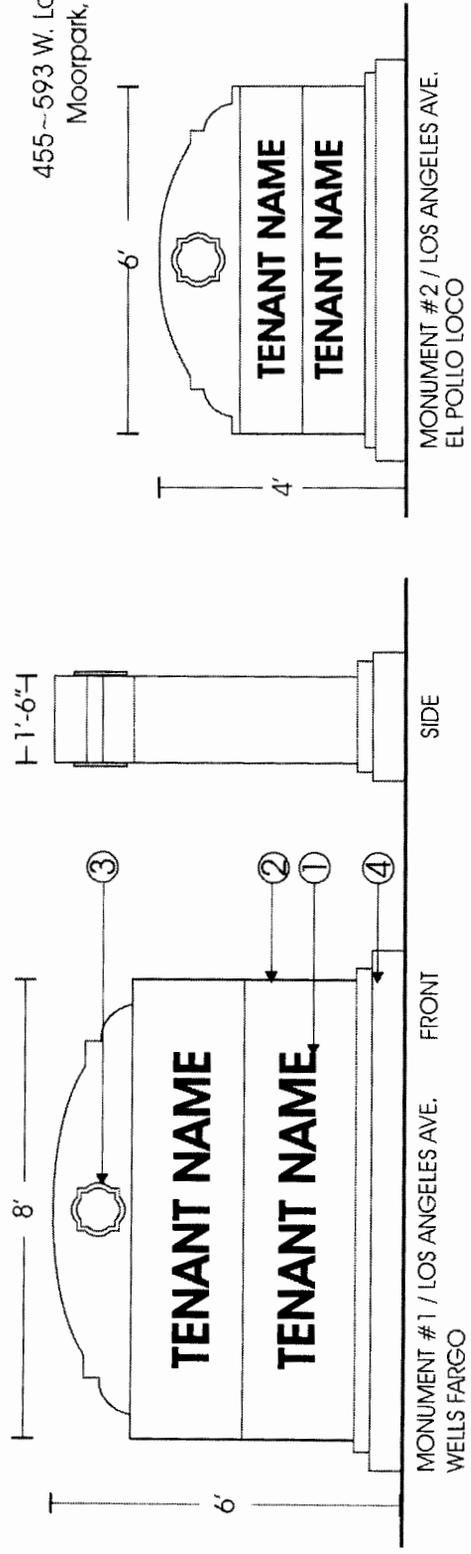
- [1] ROUTED OUT COPY FROM ALUMINUM CABINET FACE WITH ACRYLIC PLASTIC BACKING OVERLAID WITH TRANSLUCENT VINYL FILM.
- [2] CABINET TO BE SIMULATED STUCCO TEX-COATED FINISH TO MATCH FRAZEE #5210 VANILLA CREAM AND INTERIOR ILLUMINATION BY FLUORESCENT LAMPS.
- [3] REVEALS ARE SIMULATED TILE TO MATCH BUILDING TILE.
- [4] CORNICE DETAIL ARE PAINTED FRAZEE #4333 ADOBE.

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ILLUMINATED DOUBLE FACE MONUMENT SIGN



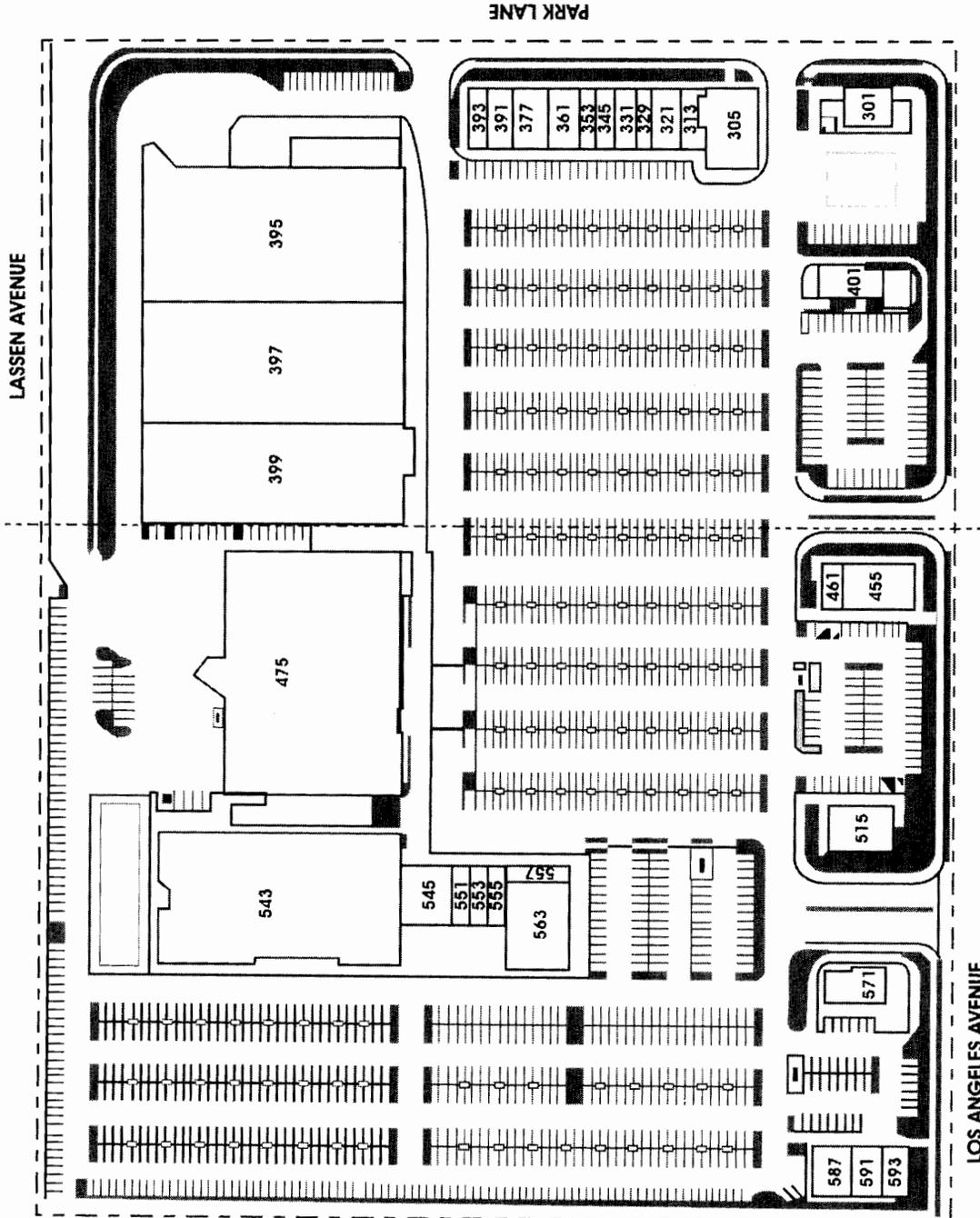
- [1] ROUTED OUT COPY FROM ALUMINUM CABINET FACE WITH ACRYLIC PLASTIC BACKING OVERLAID WITH TRANSLUCENT VINYL FILM.
- [2] CABINET TO BE SIMULATED STUCCO TEX-COATED FINISH TO MATCH FRAZEE #5210 VANILLA CREAM AND INTERIOR ILLUMINATION BY FLUORESCENT LAMPS.
- [3] DECORATIVE ADDER CUT OUT OF 1" SYNTRA PANEL AND PAINTED FRAZEE #4333 ADOBE.
- [4] CONCRETE BASE FOR MOWING LAWN PAINTED FRAZEE #4333 ADOBE.
- [5] FOAMED LEXAN FACE WITH LOGO.

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PLOT PLAN



LOS ANGELES AVENUE

Mission Bell West
455-593 W. LOS ANGELES AVENUE,
MOORPARK, CA 93201



Mission Bell East
455-593 W. LOS ANGELES AVENUE,
MOORPARK, CA 93201

PARK LANE

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12. BANNERS, PENNANTS, AND BALLOONS USED FOR ADVERTISING PURPOSES

Flags, banners, or pennants, or a combination of same constituting an architectural feature which is an integral part of the design character of a project may be permitted to subject to Landlord and city approval.

13. SIGNS IN PROXIMITY TO UTILITY LINES

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California are prohibited.

IV. GENERAL SIGN AND CONSTRUCTION REQUIREMENTS

A. General Requirements:

1. No exposed raceway, crossovers, conduits, conductor, transformers, etc., shall be permitted.
2. No projection above or below the net sign area will be permitted, except where approved in writing, for reasonable ascending or descending graphic, logo, or character.
3. Tenant signs shall be centered, both horizontally and vertically, in the "net sign area" in location indicated in the following.
4. Approved sign permits shall be obtained from the City of Moorpark prior to commencing any sign fabrication.

B. Construction Requirements

1. Prior to commencing any fabrication work, sign contractors shall provide to Landlord a certificate of insurance naming owner as additional insured(s) for liability coverage in the amount of \$1,000,000.00.
2. Underwriters Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with all national and local electrical codes.
3. Electrical service for tenant signs shall be connected to individual tenant panel and timer.
4. Joining of material (e.g. seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flushed, filed, and finished as to be unnoticeable.