SIGN PROGRAM
for

Moorpark Family Plaza Partnership

530 Los Angeles Ave.
Moorpark, Ca.

City of Moorpark
Community Development Department
APPROVED

CASE NUMBER: SIGN Permit 2008-07
APPROVAL DATE: 6/20/08
APPROVAL AUTHORITY: CDD
RESOLUTION NUMBER: n/a

For Questions regarding this Criteria Please contact:

Conejo Valley Signs

3200 Corte Malpaso #108

Camarillo, Ca. 93012

Ph. 805 386-0066

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Lic. # 499746 C-45

INDEX

Page #

Purpose of this Criteria..... 1
Approval Process and Guidelines..... 1
Wall Signs..... 1
Sign Sizes, Types, Colors, Fonts and Logos.....2
Under Canopy Signs..... 3
Window Graphics 3
Banners 3
Prohibited Signs..... 3
Example of Typical Sign Elevations..... 4
Example of Signs..... 5
Plot Plan..... 6
Installation Sectional..... 7

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SIGN CRITERIA FOR Moorpark Plaza Family Partnership
530 Los Angeles Ave. Moorpark, Ca.

DATE May 2008

PURPOSE OF THIS CRITERIA

This sign criteria was designed for the purpose of assuring a functional, coordinated and visually attractive sign program for the mutual benefit of all tenants. Conformance will be strictly enforced. Upon demand by the landlord, or the City of Moorpark, any installed non-conforming or unapproved signs must be brought into conformance or removed at the tenants expense. No sign shall extend above the roof eave line or parapet. Signs shall be designed and located so as no to interfere with the unobstructed clear view of the public right-of-way and nearby traffic regulatory signs or any pedestrain, or bicylist. All cabinet signs shall be removed and the new signs shall be installed to give the center a more updated look.

APPROVAL PROCESS AND GUIDELINES

All signage shall comply with these standards set forth. Tenants must get the approval of the landlord and City of Moorpark before any work can be done. No signs shall be fabricated before permits are obtain from the City of Moorpark Planning Department and Building and Safety. Please submit colored drawings to landlord at 805 523-7206. The drawings should include a plot plan showing where the signs are to be located, an elevation plan showing the signs on the building, and a sectional showing how the sign is to be installed. The sign contractor will also need to additionally insure the owner of the property before any signs are installed. Once drawings are back from Landlord, approved plans may be submitted to the City of Moorpark for planning approval and the Building and Safety approval. Please keep one set of approved plans at the job site when installing the signs. No changes to the approved sign plans shall be allowed unless approved by the landlord and City of Moorpark. All sign contractors doing work in the City of Moorpark must have a Business Registration with the City of Moorpark.

WALL SIGNS

All signs shall be fabricated, constructed, erected or installed and maintained in such a manner as will comply with this sign criteria and the City of Moorpark. No exposed neon, LEDs, are allowed. All signs shall be U/L approved and listed. One sign centered on each frontage. Tenant shall pay for all signs and their permits, installation, maintance, and operation of signs. Signs must be on a timmer and may not illuminated past 2 am.

City of Moorpark
Commuity Development Departmer

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SIZES

Each tenant is allowed (1) sign for the front of their store frontage and (1) sign for the Tenants with corner locations. Signs shall not exceed 75% of the tenants frontage. No sign shall exceed 1 sq. ft. per linear foot of store frontage for the first floor tenants and 3/4 sq. ft. per linear for second story tenants. Tenants with a corner location may have a second sign not to exceed 1/2 sq. ft. per linear foot of the tenants frontage. The letters are not to exceed 18" for 1st floor tenants and 14" tall for 2nd story tenants. If more than one line of copy the total heights of all copy shall comply. Every tenant shall be allowed 1 logo per sign not to exceed 3 sq. ft. New free standing buildings tenants and new major tenants in excess of 10,000 sq. ft. of gross floor area letters shall not exceed 30" tall.

TYPES

Halo Reverse Channel Letters with clear lexan backs for halo lighting & 3" deep returns painted to match the face color. Illumination to be white LED or white neon 30 M.A. low out put. See page 7

Channel Letters with Plexiglas faces 3/4" trim capping and 4" deep returns to match face color. Illumination to be white LED or white Neon. 30 M.A. low out put.

Geographic Shapes (See examples on Page 5.)

Each Tenants is encouraged to incorporate into their signage a geographic shape manufactured out of 1/8" thick white or brushed aluminum with computer cut vinyl graphics and/or push thru letters and graphics. These geographic shapes can be either illuminated with LED or non-illuminated. If illuminated the illumination shall not expose the LED's only halo lighting around the geographic shapes shall be allowed. Geographic shapes shall not exceed 16" tall for second story tenants and 20" tall for first story tenants.

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COLORS

Colors of Reverse Channel Letters shall be painted Behr Holly Berry Red ECC-[illegible]3, Jet Black ECC-10-2, Inlet Harbor Blue ECC-16-3 D, or Ultra Pure White. Neon or LED's to be white only. Returns to be 3 1/2" deep painted to match face color.

Colors for Channel Letters shall be 2793 Red, 2051 Blue, 7328 White or Gp 1124 Black/White. Returns to be 5" deep and trim capping to be 3/4" both to be the color of the face of the letters.

FONTS & LOGOS

Fonts for the Center are to be: (Unless you have a national or registered trade mark.)
Tirant Solid, **FUTURA BOLD**, **CLAREDON, Times Roman Bold,** OPTIMA.
Logos shall be allowed not to exceed 3 sq. ft.

UNDER CANOPY SIGNS

All signs shall be fabricated, constructed, erected or installed and maintained in such a manner as will comply with this sign criteria and the City of Moorpark. One sign centered on each frontage above the door. Tenant shall pay for all signs and their installation, maintance, permits, and operation of sign.

Each tenant is allowed (1) one 5 sq. ft. sign under the canopy. The shapes and colors are subject to landlord and City of Moorpark approvals. Each tenant shall use a uniform bracket for attachment. The sign shall not hang lower than 7'4" to grade. The signs shall be double sided and non-illuminated. The material shall be 2" deep sandblasted material to give the sign a 3D dimension. Colors of under canopy sign shall match colors of the on building sign.

WINDOW GRAPHICS

Each tenant shall be allowed to have the name of their business, business hours, address, emergency contact and emergency phone numbers in computer cut vinyl graphics as approved by landlord .Each tenant shall be allowed the same on the rear door. Signs not to exceed 25% of the total window area. Colors are subject to landlord approval. Only posters, vinyl or neon signs are allowed.

BANNERS

Each tenant shall be allowed to have one banner not to exceed 20 sq. ft. Banners are allowed for thirty (30) calendar days for Grand Openings, (15) calender days per calender year for a special event, no more than four times a year with at least 30 days between events. No banner may be hung higher than the eave of the roof of the building and may not attach to trees or posts. Landlord must approve the method of attachment.

PROHIBITED SIGNS

Signs constituting a traffic hazard shall not be allowed. No signs with any traffic signal or that us the words "STOP, LOOK, or DANGER." No signs that are immoral or with unlawful advertising shall be allowed. No signs shall be allowed in walkway areas of the center. No signs which are flashing, blinking, rotating, swinging, animated of fluctuating shall be allowed. No signs off sight in parking area landscaped area of vehicles shall be allowed. Any signs that have been installed by the tenant which are not approved by the landlord shall be removed at tenants expense. No Advertising devices such as attraction boards, and flags. No paper styrofoam signs or cardboards signs shall be allowed. No signs shall be installed, relocated or maintained so as to prevent free ingress and egress from any door. No signs shall be attached to a stand or pipe except those as required by code. No off premises signs will be allowed.

SAMPLE SIGNS PROPOSED STOREFRONT ELEVATIONS

FIRST FLOOR TENANTS

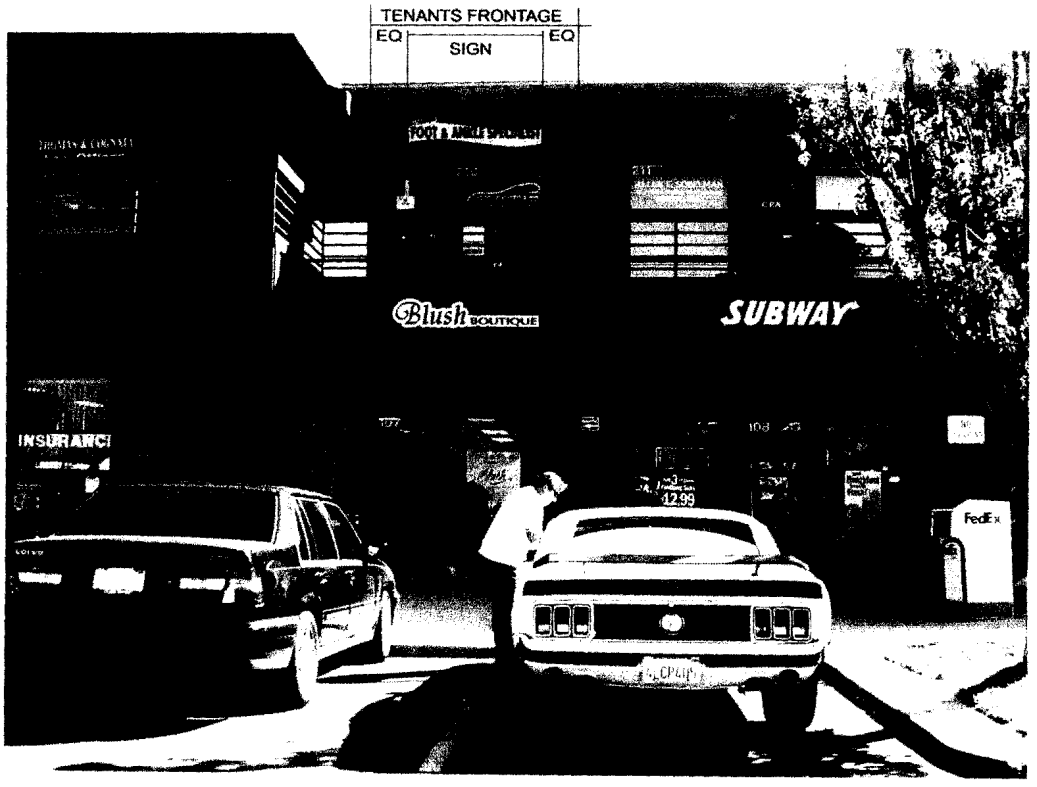
1 Set of 18" tall Jet Black Reverse Channel Letters "Blush"
Font to be Tiranti Solid For "Blush" and Optima for "Boutique"
Geographic shape to be White aluminum
Returns To Be 3" Deep painted jet black
Neon to be 30 M.A. Low out put & U/L approved
Total Sq. Ft. of Sign Area Not to exceed 1 sq. ft. per linear ft for first floor tenants



SECOND FLOOR TENANTS

1 Set of 12" tall Holly Berry Reverse Channel Letters "Foot & Ankle Specalist"
Font to be Futura Bold For "Foot & Ankle Specalist" and Tiranti for "Moorpark"
Geographic shape to be Brushed aluminum with computer cut vinyl graphics for "Moorpark"
Returns To Be 3" Deep painted Holly Berry
Neon to be 30 M.A. Low out put & U/L approved
Total Sq. Ft. of Sign Area not to exceed 3/4 sq. ft. per linear ft. for second story tenants

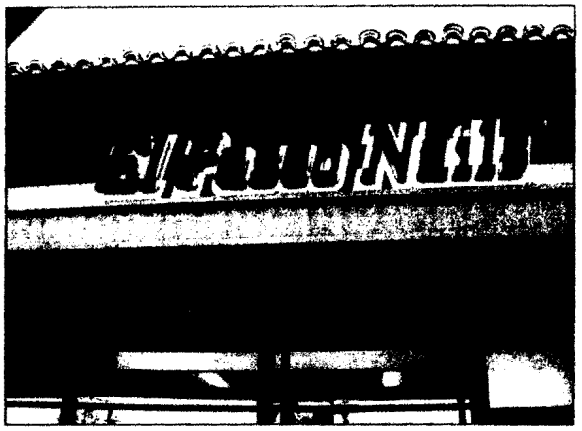




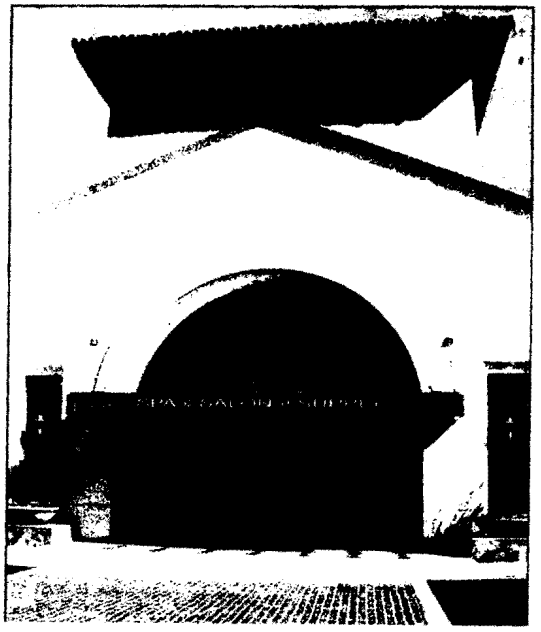
Examples of signs:

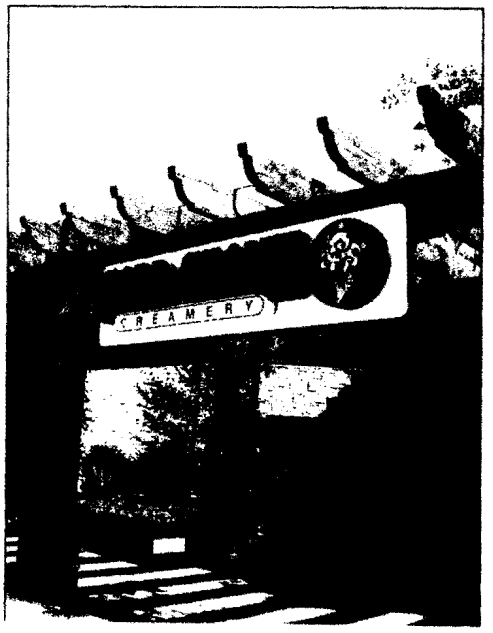












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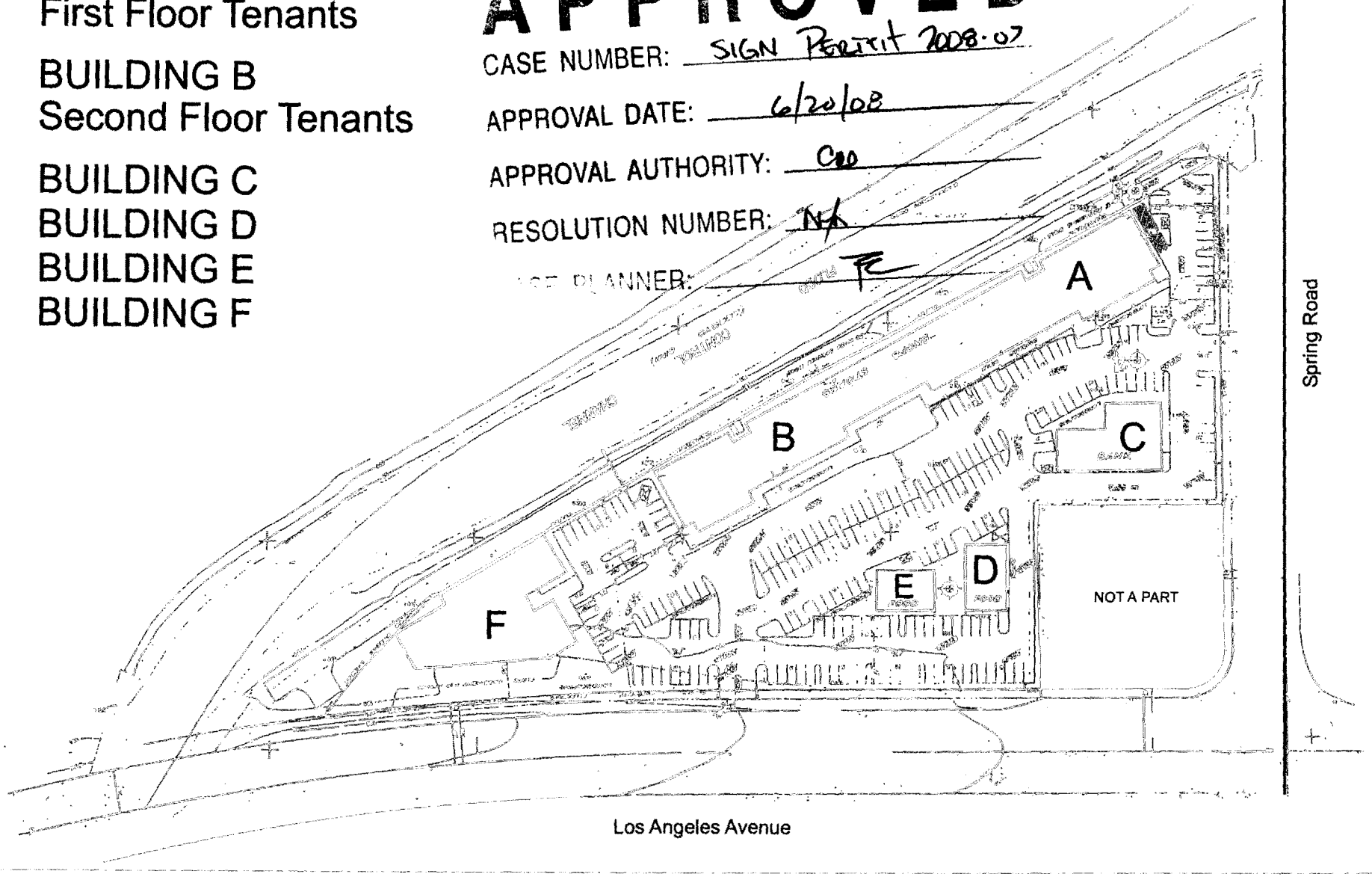
RESOLUTION NUMBER: N/A

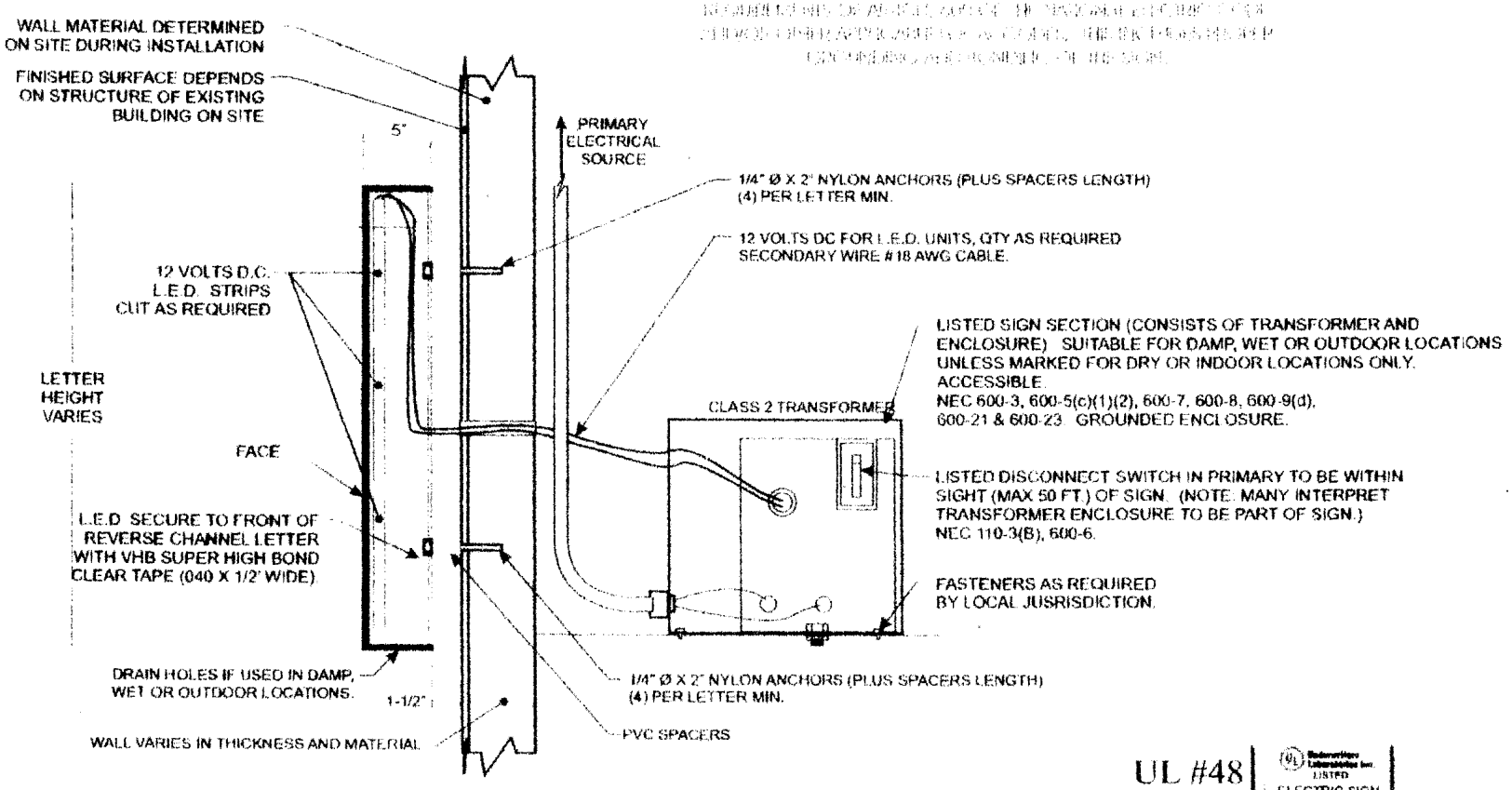
CITY PLANNER:

BUILDING A
First Floor Tenants

BUILDING B
Second Floor Tenants

BUILDING C
BUILDING D
BUILDING E
BUILDING F





SEAL BUILDING PENETRATION(S) TO COMPLY WITH APPLICABLE BUILDING CODE REQUIREMENTS.

- LISTING MARKS
  LISTING MARK SIGN SECTION LABEL BE ON EACH LETTER AND TRANSFORMER ENCLOSURE
- THE FIRST BLANK SPACE IDENTIFIES THE NUMBER OF EACH SIGN SECTION.
- THE SECOND BLANK SPACE INDICATES THE TOTAL NUMBER OF SIGN SECTIONS

L.E.D. CHANNEL LETTER INSTALLATION & WIRING DETAIL

NOT TO SCALE

UL #48 LISTED ELECTRIC SIGN

U.S. & PR - ALL SIGNS WILL BE (U.L.) LISTED (U.L.) 2161 COMPLIANT & CARRY (U.L.) LABELS
CANADA - ALL SIGNS WILL BE CSA COMPLIANT

NOTE: 12 VOLTS SYSTEM DOES NOT CARRY (REQUIRE) A GREEN GROUND WIRE.