

Sign Program  
Moorpark Town Center  
Moorpark, CA 93021

---

Lessor:  
Sunbelt Enterprises, LLC  
1801 Solar Dr., Suite 250  
Oxnard, CA 93030  
805-604-0700  
805-485-3899 Fax

---

Prepared by:  
Vogue Sign Company  
715 Commercial Ave.  
Oxnard, CA 93030  
805-487-7222  
805-487-8774 Fax

City of Moorpark  
Community Development Department

**APPROVED**

CASE NUMBER: Sign Program 2014-03

APPROVAL DATE: 9/16/14

APPROVAL AUTHORITY: CDD

RESOLUTION NUMBER: \_\_\_\_\_

CASE PLANNER: [Signature]

**TABLE OF CONTENTS:**

Definition of Terms.....2  
General Requirements.....3  
Construction Requirements.....6  
Prohibited Signs.....7  
Exhibit A.....8  
Exhibit B.....9  
Exhibit C.....10  
Exhibit D.....11  
Site Plan.....12

**DEFINITION OF TERMS:**

- 1) Branding: A recognized name, symbol or design that identifies and differentiates a business from other businesses.
- 2) Center Identification Sign: Consists of any sign which includes the name of the Shopping Center and includes but is not limited to Pylon and Monument Signs.
- 3) End Unit: A building with two primary elevations, usually located at the end of a row of shops.
- 4) Logo/Trademark: A sign which depicts a local, regional, or national symbol, word, or design used by a manufacturer, dealer or retailer to distinguish their products from those of their competitors.
- 5) Freestanding Tenant: A Tenant occupying lease space in a freestanding building on a pad separate and apart from major and other in-line Tenants.
- 6) Hanging Sign: Consists of any sign which is suspended beneath a structure, canopy of building fascia and connected to such structure, canopy or building fascia.
- 7) Major Tenant: A Tenant occupying leased space equal to or greater than 10,000 square feet.
- 8) Minor Tenant: A Tenant occupying leased space equal to or less than 9,999 square feet.
- 9) Monument Sign: A free standing sign other than a pylon sign that is completely self-supporting, has its sign face or base on the ground, and has no air space, columns or supports visible between the ground and the bottom of the sign.
- 10) Primary Sign: Consists of the name of the company, corporation, business or organization doing business at this location. Tenants with County filed dba's may use dba name on signage.
- 11) Pylon Sign: A free standing sign, the supports or uprights and structure of which have received architectural enhancement.
- 12) Secondary Sign: Consists of name of specialized department or services being conducted within a company, corporation, business, organization or dba.
- 13) Sign: Any device or part thereof capable of visual communication or attraction including any announcement, declaration, association, corporation, institution, organization, product, service, event, location or other business entity by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images. "Sign" shall not include any official notice, directional, warning, or information signs or structures issued by any federal, state county or municipal authority.
- 14) Sign Maintenance: The repairs of faded, broken or electrical components of sign.
- 15) Wall Signs: Signs which are in any manner affixed to any building exterior or structure, the exposed face of which is in a plane parallel to the plane of the wall and which projects a maximum of eight inches for major Tenants and a maximum of five inches from the building or structure wall for freestanding and minor Tenants.

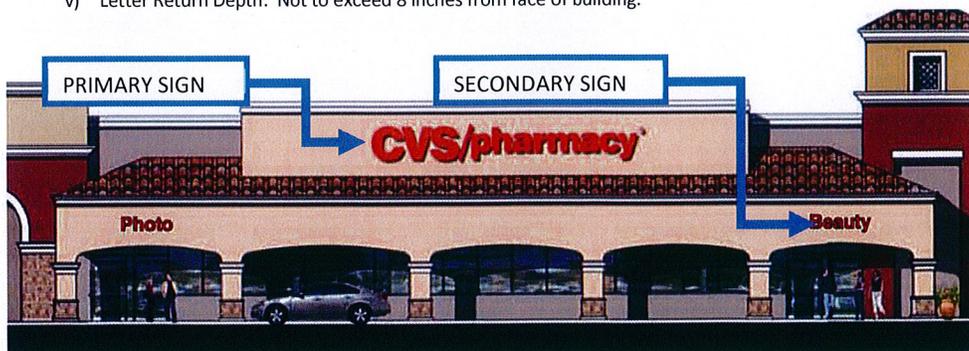
- 16) Window Signs: Signs painted, attached, glued or otherwise affixed to a window or otherwise easily visible from the exterior of the building.

**GENERAL REQUIREMENTS:**

These specifications have been established to ensure an outstanding shopping center for the mutual benefit of each Tenant thereof, and each Tenant and such Tenant's sign contractor shall review these specifications before preparing sign drawings for submittal.

- 1) It is intended that Tenant signage at Moorpark Town Center be consistent in type and location to insure consistency throughout the project. Although previous and current signage practices of Tenant will be considered, they will not govern the signs to be installed at Moorpark Town Center or be the basis for deviation from these specifications.
- 2) Inspection: Prior to acceptance and final payment, each sign shall be inspected by the City of Moorpark for conformance to the Sign Program. Signs installed without such approval are subject to removal at Tenant's expense. Signs installed in violation of the Sign Program may result in Tenant or sign contractor being fined in accordance with Chapter 17.40 of the City of Moorpark Zoning Ordinance.
- 3) Assurances: The Tenant acknowledges that the Lessor gives no assurances that a sign approved by the Lessor will be acceptable to the City of Moorpark.
- 4) City Requirements: Signs, banners, logos, advertisements not specifically discussed within this Sign Program are subject to the sign requirements of Chapter 17.40 of the City of Moorpark Zoning Ordinance, or as amended from time to time. The Lessor shall approve of any sign, in writing, prior to submittal to the City of Moorpark, Department of Community Development.
- 5) Drawings for signs and/or graphics to be installed by Tenant shall be submitted to Lessor for approval. No sign of any type shall be placed anywhere on or about the Premises without the express prior written approval of the Lessor as to design, color, format, layout, typeface and location. Lessor reserves the right to disapprove of any sign design which in its sole opinion is not compatible with these specifications and the esthetics of Moorpark Town Center.
- 6) Approval of preliminary plans or working drawings for any Premises does not constitute approval of any sign work. Concurrently with or promptly after signing a lease, Tenant shall submit to Lessor three (3) sets of drawings and specifications for all proposed sign work. The drawings shall include the following:
  - a) A site plan showing the location of the lease space on the site;
  - b) An elevation of the lease space drawn to scale showing sign placement and lease space width;
  - c) A detailed elevation of the sign drawn to scale and showing all colors, materials, dimensions and copy;
  - d) Fabrication and installation details, including structural and engineering data, U.L. electrical specifications and type and intensity of illumination (for electrical signs);
  - e) Any other drawings, details and information as required by the City of Moorpark.
- 7) Lessor shall return two (2) sets of the sign drawings, as soon as possible, to Tenant. The drawings will either be marked "Approved", "Approved Based on Lessor's Modifications" or "Disapproved". If the sign drawings have been "Approved Based on Lessor's Modifications", within seven (7) days after receipt by Tenant, Tenant shall return one (1) set to Lessor bearing Tenant's approval, or Tenant shall redesign and resubmit the drawing for Lessor's approval. Sign drawings that have been disapproved are to be redesigned and resubmitted to Lessor for approval also within seven (7) days after receipt by Tenant.
- 8) All permits for signs and the installation thereof shall be obtained and paid for by the Tenant or its contractor. All signage must meet all applicable government codes, including zoning, building and electrical codes. In the event the within specifications conflict with any government codes, the government code shall prevail.
- 9) Any Tenant installing signs in violation of this Program may be fined in accordance with Chapter 17.40 of the City of Moorpark Zoning Ordinance, or as amended from time to time, and such signs are subject to removal at the Tenant's expense.
- 10) Time Limit: Signs authorized by permit must be installed and finalized within 6 months of permit issuance or shall become null and void.
- 11) Logos, Trademark Signs, and Pictorial Trademarks (hereinafter collectively referred to as "Logo(s)") that are registered or are intended to identify a recognized business are allowed for Tenant as follows:
  - a) Logos are subject to the approval of the Lessor and the City of Moorpark Department of Community Development.
  - b) One Logo shall be allowed per sign.
  - c) The Logo, may not exceed the allowable size for the tenant type categorized below, with design, construction, height, size and location consistent with the requirements of this Program and the zone in which the sign is located.
  - d) Logos shall be excluded from the letter style and color requirements found in this Sign Program.
- 12) All Tenant Primary Signs must display either Tenant's actual or "doing business as" name.

- 13) Non-Conforming Signs: Any existing storefront cabinet signs or other non-conforming signs shall be considered "grandfathered" until existing Tenant vacates leased space. Replacement Tenant shall adhere to all the requirements to this Sign Program.
- 14) Window Business ID Sign: A business ID sign, if desired, shall be placed on the window to the right or left of the main entrance door. If the ID sign is placed to the right of the main entrance door the first letter shall be 6" from the right of the mullion. If the ID sign is placed to the left of the main entrance door the last letter shall be 6" from the left of the mullion. Letter height shall be 6". The bottom of the letters shall be 60" above concrete floor. White vinyl lettering in Helvetica medium shall be used.
- 15) Window Signs: Business information, hours, credit cards accepted, shall be placed on the window to the right or left of the main entrance door, directly below window business ID sign, if any or with the top of the top line of copy 60" off the concrete floor. Sign area not to exceed 18 square inches. White vinyl lettering in Helvetica medium shall be used. Should there be a window business ID sign; this info shall be placed directly below such business ID sign.
- 16) Delivery Entrance Signs: If applicable, the Tenant may attach a sign consisting of 2 inches high black Helvetica medium letters, identifying the business name and address on a non-customer delivery entrance. The location of the sign will be subject to Lessor and City of Moorpark Department of Community Development approval and shall not exceed two (2) square feet in area.
- 17) Suite No./ Address Sign: The suite number/address shall be centered above the door, using 6 inches high 2 mil premium white cast vinyl letter in Helvetica Bold (or equal).
- 18) Tenant Wall Signs:
  - a) GENERAL REQUIREMENTS:
    - i) All Tenant wall signs shall be composed of illuminated channel letters. Illuminated reverse channel letters, halo illuminated letters, and certain illuminated cloud signs may be considered at the discretion of the Lessor and the City of Moorpark.
    - ii) Sign Area: The area of any sign shall never exceed One (1) square foot per lineal foot of business/tenant lease frontage.
    - iii) Total Sign Width: Not to exceed 75% of the width of Tenant's leased space frontage.
    - iv) Sign Face Material: Acrylic Sheet (i.e. Plexiglas) or Aluminum. Other materials may be considered at the discretion of the Lessor and the City of Moorpark.
    - v) Sign Face Colors: Limited to one color per sign, excluding logos. Approved colors red, blue, green, white, black, and day/night. Other colors will be considered on a case by case basis at the discretion of Lessor and City. Bronze and Ivory are prohibited. Any color can be used on Logos, and any color can be used on sign letters for those tenants who have established branding.
    - vi) Letter Returns: Galvanized sheet metal or aluminum painted #313 Dark Bronze. Letter return colors matching the sign face materials or face of the building may be considered at the discretion of the Lessor and the City of Moorpark.
    - vii) Trim Cap Size: 3/4 inch Bronze Jewelite or equivalent. Trim cap color matching the sign face materials or face of the building may be considered on a case by case basis at the discretion of the Lessor and the City of Moorpark.
    - viii) Channel Letter/Logo Lighting: Light Emitting Diode (LED).
  - b) MAJOR TENANT:
    - i) Letter height: Primary Sign-maximum 72 inches; Secondary Sign -maximum 18 inches
    - ii) Overall sign height shall not exceed 72 inches whether using single line text or stacked text.
    - iii) A maximum of two (2) secondary signs will be allowed for each Major Tenant. Each Secondary Sign may not exceed 20 square feet of total secondary sign area.
    - iv) A maximum of two street facing elevations may contain signage.
    - v) Letter Return Depth: Not to exceed 8 inches from face of building.



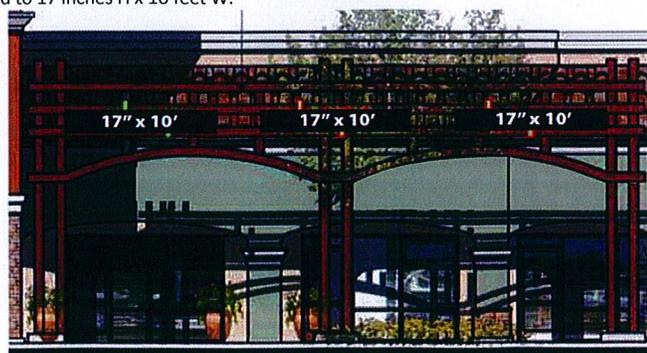
- c) MINOR TENANT:
  - i) Letter height: Primary Sign-maximum 18 inches.
  - ii) Overall sign height shall not exceed 36 inches whether using single line text, stacked text, ascenders, or descenders.
  - iii) Sign area: one (1) square foot per frontage.
  - iv) A maximum of two street facing elevations may contain signage. At the discretion of Lessor and the City of Moorpark exceptions may be made for freestanding Minor Tenant's to allow a maximum of three (3) street facing elevations.
  - v) Letter Return Depth: Not to exceed 5 inches from face of building.



- d) HANGING SIGN:
  - i) One (1) hanging sign will be allowed for Suite 217 and is subject to the elements of the "MINOR TENANT" Program and any additional conditions listed herein.
  - ii) Sign letters are to completely fit onto the background structure, except for any ascenders or descenders provided those elements are not less than 96 inches above grade.



- e) TRELLIS SIGNS:
  - i) Up to three (3) wall signs for the benefit of Tenant's occupying Suites 207, 209 & 211 may be mounted to the Trellis located in front of Suites 207, 209 & 211 and are subject to the elements of the "MINOR TENANT" Program and any additional conditions listed herein.
  - ii) Size is limited to 17 inches H x 10 feet W.



19) Shopping Center Identification Signs:

- a) PYLON SIGN (Exhibit A):
  - i) A maximum of one (1) Pylon Sign shall be allowed for the entire center.
  - ii) Construction Details: Double faced, interior illuminated. The entire structure to be of aluminum, primed, etched and finished with texcote to match building. Pole cover, Architectural elements: Dryvit E.I.F.S., Quarzputz finish. Opaque background with copy of graphics routed out, backed with acrylic or push through with clear acrylic and translucent vinyl face and foam cornice moldings with plaster finish, and stone veneer .
  - iii) Sign area to include center name and may include up to five (5) Tenant names.
  - iv) Pylon Sign Height: 24'
  - v) Pylon Sign Width: 11'
  - vi) Pylon Sign Depth: 2'
  - vii) Type of lighting: Fluorescent or Light Emitting Diode (LED).
- b) CENTER ID ENTRANCE SIGNS: (Exhibit B):
  - i) A maximum of two (2) Center Identification Entrance Signs shall be allowed for the entire center.
  - ii) Lettering limited to center identification and be made of metal with external illumination.
- c) MONUMENT SIGNS: (Exhibit C):
  - i) A maximum of two (2) Monument Signs shall be installed for the entire center.
  - ii) Construction Details: Double faced, interior illuminated. The entire structure to be of aluminum, primed, etched and finished with texcote to match building. Pole cover, Architectural elements: Dryvit E.I.F.S., Quarzputz finish. Opaque background with copy of graphics routed out, backed with acrylic or push through with clear acrylic and translucent vinyl face and foam cornice moldings with plaster finish.
  - iii) Sign shall include center name.
  - iv) Monument Sign Height: 6'
  - v) Monument Sign Area: 36 Sq ft
  - vi) Type of lighting: Fluorescent or Light Emitting Diode (LED).
- d) CENTER ID WALL SIGN (Exhibit D):
  - i) A maximum of one (1) center identification wall sign shall be allowed for the entire center. The sign will be located on the South facing tower elevation of Suite 275.
  - ii) Lettering to be constructed of illuminated channel letters or dimensional letters with external illumination.

**CONSTRUCTION REQUIREMENTS:**

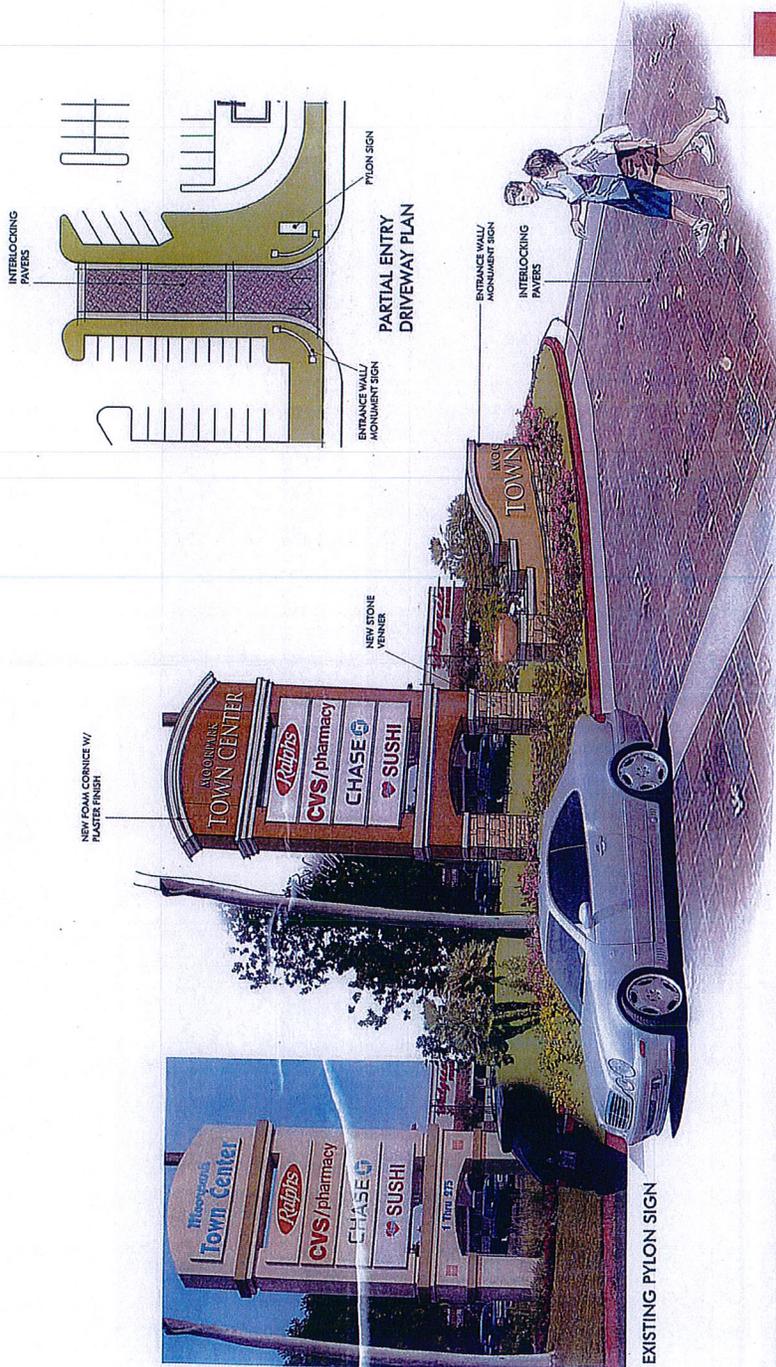
- 1) Fasteners: All exterior signs, bolts, fastenings and clips shall be stainless steel, aluminum, brass or bronze. No iron of any type or other rust prone materials of any type will be permitted.
- 2) Sealing of Openings: All penetrations of the building structure required for sign installation shall be neatly sealed to a water tight condition.
- 3) Labels: All signs must comply with all Underwriters Laboratories ("U.L.") requirements and applicable governmental codes. All components shall bear the U.L. label indicating approval, and be manufactured and installed by a U.L. certified company. Labels must be placed on top of the letters/logo or in a location concealed from public view when possible. No other labels are permitted unless required by governmental code.
- 4) Exposed lamps or tubing will not be permitted.
- 5) Concealment of Mechanical Equipment: Raceways, crossovers, conductors, transformers and other equipment shall be concealed from public view.
- 6) Repair of Damages: The Tenant is responsible for assuring that the sign contractor repairs (in a good and workmanlike manner) any damage caused by the contractor's work within two (2) days after such damage is caused.
- 7) Responsibility for Work: The Tenant shall be fully responsible for the work of its sign contractor. Tenant shall use only licensed and insured contractors and shall supply Lessor with contractor's certificates of insurance for liability naming Lessor as an additional insured and workers' compensation prior to commencement of work.
- 8) Cost of Electricity: Electrical service to all signs shall be on the Tenant's meter and shall be part of Tenant's operational costs. Tenant shall provide time clocks for use in conjunction with the electrical service, and be responsible for all associated costs.
- 9) There shall be no excessive glare or coloration from lighting on surrounding areas or on Tenant facades. The illumination of all sign components shall be uniform in intensity over all illuminated surfaces and shall not exceed that which is approved by the Lessor and the City.
- 10) Removal of Signs: Tenant shall remove all signs within 2 days of vacating the Premises and shall repair any damage there from, including patching and repairing the entire area, plus the repainting of any ghosted, discolored or faded areas as

directed by Lessor. Tenant shall be responsible for the costs incurred to remove such signs should Tenant fail to comply with these requirements.

**PROHIBITED SIGNS:**

- 1) Tenant Wall Signs shall be prohibited on the Park Lane or rear driveway side of the buildings.
- 2) Flashing Signs: Animated, flashing or audible signs.
- 3) Hand written signs, paper signs, and/or signs painted directly on a building surface.
- 4) Portable and/or permanent signs located in the walkway or landscape areas.
- 5) Projections above or below the designated sign area or above the roof line.
- 6) Additional prohibited signs as described in Chapter 17.4 of the City of Moorpark Zoning Ordinance, or as amended from time to time.

**EXHIBIT A – PYLON SIGN:**



DATE: 10/15/14  
 SCALE: 1/8" = 1'-0"  
 PROJECT: MOORPARK TOWN CENTER  
 SHEET: EXISTING PYLON SIGN  
 13155 S. 28th Ave., Suite 100  
 Aurora, CO 80014

**ENTRY DRIVEWAY & PYLON SIGN**  
**MOORPARK TOWN CENTER**  
**MOORPARK, CALIFORNIA**



EXHIBIT C – MONUMENT SIGNS



EXHIBIT D – CENTER IDENTIFICATION WALL SIGN

**TRAJAN PRO**

**VOGUE SIGN**  
C O M P A N Y

715 Commercial Ave., Orem, UT 84057 - (801) 223-5411

Date: 7/23/14  
Scale:  
Drawing:  
Contractor:  
Sales:  
Citation Number:

Project Name: MOORPARK TOWN CENTER  
Address:  
Drawn/Revised:  
Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_

**UL** **CSA**

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 605 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

\* Product Number:  
File Location:  
FIELD JOBS/VOGUE JOBS/

P. 1 of 1

**SITE PLAN:**

**SHOPPING CENTER IDENTIFICATION SIGNS**

**REAR DRIVEWAY NO SIGNS ALLOWED ON NORTH ELEVATION REAR DRIVEWAY**

