Tenants may have signs within strict limitations based on the following factors: their individual location within the center, the size of their storefront, and the facade design of their location. Not all sign types are available to all Tenants. In addition to these limitations, Tenant signs must be designed in such a way as to harmonize with their facade and neighboring Tenant signage.

In general, Tenants are allowed one primary sign per façade. This primary sign is intended to be seen from the parking lot. Tenants will also be permitted one smaller secondary sign, perpendicular to the building façade. These pedestrian-oriented signs will be easily seen by shoppers from the walkway in front of the Tenant.

In addition to the above, all Tenants are allowed small window graphics, also within strict limits.

If signage is illuminated, only spot lights or halo lighting is allowed. No front-illuminated letters are allowed.

Each sign type has its own maximum size requirements. Square footage for all signs must be added together and fall within the minimum and maximum total sign area, specified below.

### Total Allowable Sign Area Per Tenant

- The Total Allowable Sign Area is 1.0 square feet per linear foot of total store front width.
- A minimum of 25 square feet and a maximum of 100 square feet are permitted per tenant. Please note that for some tenants, the sum total of each of their permitted signs’ maximum areas may be less than the minimum of 25 SF of signage permitted per tenant. In this case, tenants must apply the requirement that is more restrictive.
- If a tenant occupies two frontages, the Total Allowable Sign Area, as defined above, may be applied to each frontage up to a maximum of 100 square feet.
- For double sided signs, such as blade signs, only the area of one side of the sign is included in the calculation.

Tenants may have signs within strict limitations based on the following factors: their individual location within the center, the size of their storefront, and the facade design of their location. Not all sign types are available to all Tenants. In addition to these limitations, Tenant signs must be designed in such a way as to harmonize with their facade and neighboring Tenant signage.

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In addition to the above, all Tenants are allowed small window graphics, also within strict limits.

If signage is illuminated, only spot lights or halo lighting is allowed. No front-illuminated letters are allowed.

### Sign Materials
All sign materials must be consistent with the design theme, enhancing the storefronts and retail image. Due to the variety of architectural facade treatments, each storefront sign must be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another.

Signage is expected to be fabricated from high quality durable materials that can withstand the elements. Dimensional letters and logo forms should have a painted, gilded or metal finish. Letters and logos may also be painted, screen printed or vinyl applied to a sign panel where permitted. The panels must be layered or have relief to give the sign more visual interest and three-dimensional quality.

In cases when the building color and tenant signage color do not sufficiently contrast, the following options are available:
1. Change the sign to a contrasting color.
2. Change the returns of the sign to a contrasting color.
3. Add outlines to the individual letters of the sign in a contrasting color.

### Sign Construction Requirements
1. All electrical devices must be concealed and/or located within the tenant’s space.
2. Raceways cannot be exposed.
3. All conduits must be rigid metal and concealed.
4. Fasteners and attachment connections must be concealed from view.
5. Mounting pins and brackets must be as streamlined as possible and painted to match the adjacent building or sign, where applicable.
6. Suspended signs must have a ring or loop connection when possible to allow for sign movement.
7. In no case shall any manufacturer’s label, stamp, or decal be visible from normal viewing angles. Only that portion of a permit sticker that is legally required to be visible shall be exposed.

### Sign Illumination
Sign illumination may be achieved by one of the following methods, unless otherwise noted. Not all options are available at all locations - see specific sign types for details.

A) Externally illuminated with spotlights per Spotlight Specification.  
B) Halo-illuminated reverse channel letters and logos.

#### Spotlight Specification
For sign types requiring illumination by spotlights, the tenants must utilize the existing spotlights.

**Buildings A, C & D**
- Light Fixture: Cooper Lighting, Cambria, 922-CRS
- Lamp: 10 Watt LED 2741
- Finish: Either City Silver or Bronze, based on location

**Building C Arcade**
- Light Fixture: Cooper Lighting, Cambria, 922
- Lamp: 10 Watt LED 2741
- Finish: Bronze
BUILDINGS A \& C

BUILDING A ELEVATION

BUILDING C ELEVATIONS

BUILDING A - SOUTH ELEVATION

BUILDING C - SOUTH ELEVATION

BUILDINGS A \& C PERMITTED SIGNS

Primary Signs
One Permitted per Tenant per Facade
Wall Sign
Building A South
Building C South (Except at Arcade) and East
Suspended Sign
Building C South at Arcade

Secondary Signs
Two Permitted per Tenant
One Blade Sign
Building A South
Building C South
One Window Graphic
Building A South
Building C South

BUILDING C - EAST ELEVATION
BUILDINGS B & D

BUILDING B ELEVATIONS

BUILDING B - NORTH ELEVATION

BUILDING B - SOUTH ELEVATION

BUILDING B - EAST ELEVATION

BUILDING B - WEST ELEVATION

BUILDING D ELEVATIONS

BUILDING D - NORTH ELEVATION

BUILDING D - EAST ELEVATION

BUILDING D - SOUTH ELEVATION

BUILDINGS B & D PERMITTED SIGNS

Primary Signs
One Permitted per Tenant per Facade
- Wall Sign
  - Building B West and East
  - Building D East
- Edge Sign
  - Building B North and South
  - Building D North and South

Secondary Signs
One Permitted per Tenant per Facade
- Window Graphic
  - Building B North
  - Building D East
BUILDING E

BUILDING E ELEVATION

BUILDING E - WEST ELEVATION

BUILDING E PERMITTED SIGNS

Primary Signs
One Permitted per Tenant
Wall Sign
Building E West

Secondary Signs
One Permitted per Tenant
Window Graphic
Building E West
WALL SIGNS

Description
Wall Signs consist of individual letters and logos mounted directly to the facade wall. They may be pin mounted. Wall Signs must be generally centered, with appropriate spacing from all edges.

Allowed Locations
Refer to the Building Elevations for allowable Wall Signs locations. In the allowed locations, one Wall Sign is permitted per Tenant per facade.

Maximum Sizes
Refer to the Sign Dimensions Chart on page 8 for maximum allowable sizes. A minimum of 3'-0" clearance between columns/pilasters and Wall Signs is required. Apply the sign length requirement that is more restrictive.

Illumination
Wall Signs at Buildings A, C, and D are externally illuminated by spotlights. At some specific locations at Buildings A & C, halo-illuminated signs are required (refer to the Building Elevations). Wall Signs at Buildings B & E are reverse channel letters and logos which are halo-illuminated.
SIGN TYPES - PRIMARY SIGNS

SUSPENDED SIGNS

Description
Suspended Signs consist of letters, logos, or iconography on a panel of a required shape (refer to the Arcade Elevation on the right). They are mounted to the overhead beam of the arcade in the same bay as the tenant’s entry.

Allowed Locations
Suspended Signs are allowed at the Building C arcade (Refer to the Building C South Elevation). In the allowed locations, one Suspended Sign is permitted per Tenant.

Maximum Sizes
Refer to the Sign Dimensions Chart on page 8 for maximum allowable sizes. A minimum of 1'-6” clearance between columns/pilasters and Suspended Signs is required. Apply the sign length requirement that is more restrictive. The maximum thickness of the sign panel is 3 inches.

Illumination
Suspended Signs are externally illuminated by spotlights.

EDGE SIGNS

Description
Edge Signs consist of individual letters and logos mounted directly to the top of the canopy edge. They may be pin mounted.

Allowed Locations
Refer to the Building Elevations for allowable Edge Sign locations. In the allowed locations, one Edge Sign is permitted per Tenant per facade.

Maximum Sizes
Refer to the Sign Dimensions Chart on page 8 for maximum allowable sizes.

Illumination
Edge Signs are halo-illuminated and will require a background panel, cut out in the shape of the letters and/or logo, attached to the edge.
**SIGN TYPES - SECONDARY SIGNS**

### BLADE SIGNS

**Description**
Blade Signs are mounted perpendicular to the building facade. They may be a variety of shapes or three dimensional. Blade Signs must be suspended from the overhangs above at all buildings, except at the Building C arcade, where they are attached to the columns.

**Allowed Locations**
Refer to the Building Elevations for allowable Blade Sign locations. In the allowed locations, one Blade Sign is permitted per Tenant.

**Maximum Sizes**
Refer to the Sign Dimensions Chart on page 8 for maximum allowable sizes. A minimum of 8'-0" vertical clearance is required, except at the Building C arcade, where a minimum of 8'-6" vertical clearance is required.

**Illumination**
Blade Signs are non-illuminated.

### WINDOW GRAPHICS

**Description**
Window Graphics are located within the storefront glass area. Copy may include store hours, emergency phone number, or other tenant identification information, subject to landlord and City planning approval. Window Graphics may be applied directly to the glass, using silkscreen, sandblasting, or film. Window Graphics must be non-colored frosted film.

**Allowed Locations**
Refer to the Building Elevations for allowable Window Graphics locations. In the allowed locations, one Window Graphic is permitted per Tenant per facade.

**Maximum Sizes**
The maximum area per Window Graphic is 4 SF, except at Building E, where the maximum area per Window Graphic is 6 SF.

**Illumination**
Window Graphics are non-illuminated.
### ALLOWABLE SIGNS & DIMENSIONS

#### SIGN TYPES:

<table>
<thead>
<tr>
<th></th>
<th>Building A South</th>
<th>Building B North</th>
<th>Building B West</th>
<th>Building B East</th>
<th>Building C South</th>
<th>Building C East</th>
<th>Building D North</th>
<th>Building D East</th>
<th>Building D South</th>
<th>Building E West</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wall Sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Max. Letter Size</td>
<td>15 IN</td>
<td>18 IN</td>
<td>18 IN</td>
<td>18 IN</td>
<td>15 IN</td>
<td>12 IN</td>
<td>20 IN</td>
<td>14 FT</td>
<td>14 FT</td>
<td>36 IN</td>
</tr>
<tr>
<td>Max. Sign Length</td>
<td>13 FT</td>
<td>14 FT</td>
<td>14 FT</td>
<td>13 FT</td>
<td>10 FT</td>
<td>14 FT</td>
<td>14 FT</td>
<td>20 FT</td>
<td>20 FT</td>
<td>20 FT</td>
</tr>
</tbody>
</table>

| Edge Sign |                      |                  |                 |                 |                  |                 |                  |                 |                 |                 |
| Max. Letter Size | - | 15 IN | 15 IN | - | - | - | 18 IN | 18 IN | - | - |
| Max. Sign Length | 13 FT | - | 13 FT | - | - | - | 12 FT | - | 12 FT | - |

| Suspended Sign |                  |                  |                 |                 |                  |                 |                  |                 |                 |                 |
| Max. Letter Size | - | - | - | - | - | 15 IN | - | - | - | - |
| Max. Sign Length | - | - | - | - | - | 11 FT - 6 IN | - | - | - | - |
| Panel Height | - | - | - | - | - | 20 IN | - | - | - | - |

| Blade Sign |                  |                  |                 |                 |                  |                 |                  |                 |                 |                 |
| Max. Area | 5 SF | - | - | - | - | 5 SF | - | - | - | - |
| Max. Projection | 4 FT | - | - | - | - | 4 FT | - | - | - | - |

**Notes:**
1. Refer to page 1 for instructions on Total Sign Area Calculation per Tenant.
2. Refer to detailed requirements for each Sign Type on the previous pages.
3. Refer to Building Elevations to determine allowable sign types for each Tenant.
4. Window Tag Lines are excluded from Total Sign Area Calculation.
5. Letter sizes shown in chart are for Predominant Letters.
6. Light fonts may be increased in size by 20% (example: 20" to 24")
7. If sign is less than 4' long, letters may increase to 27" maximum.

### DEFINITIONS

**Sign Area:**
The sign area is calculated by measuring the simple-most geometric frame that can be placed around the sign design.

**Accent Letters:**
Usually the first letter of a business name that is larger than the other sign letters for emphasis. Allowable accent letter sizes will be determined on a case by case basis.

**Predominant Letters:**
Letters that make up the majority of the name of the tenant. They can be lower or uppercase letters, depending on the font and logo.

**Heavy Font/Light Font:**
Typeface comes in a variety of styles and weights. The weight of the font determines the maximum allowable height of the letter.

### PROHIBITED SIGNAGE

The following types of signs and signage details are not permitted:

1. Signs with descriptions of products/services, phone numbers and websites
2. Internally illuminated box ("can") signs
3. Vacuum-formed or injection molded plastic signs
4. Individual front lip pan channel letters
5. Signs with plain block ‘generic’ lettering
6. Flashing or moving lights, graphics or other imagery
7. Signs employing luminous or day-glow paint
8. Generic ‘open’ or ‘closed’ signs (printed or illuminated)
9. ‘Going Out of Business’ banners
10. Large ‘Sale’ signs
11. Exposed Neon
12. A-frame signs
13. Banners
14. Any other sign prohibited per Section 9.18.130 of the Westlake Village Municipal Code

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