SHOPPES AT WESTLAKE VILLAGE

MASTER SIGN PROGRAM

8/30/2013

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**SHOPPES AT WESTLAKE VILLAGE**
SIGN CRITERIA

DESIGN INTENT
Signage in the Shoppes at Westlake Village is intended to be in scale with adjacent buildings and surrounding development. The message should be easily read and direct. Signage shall be creative and imaginative with emphasis on well-developed theme graphics consistent with high legibility and effectiveness, with sign construction details that support the overall design theme of each sign. Individuality of styles and identity of tenant are encouraged.

SUBMITTALS AND APPROVALS
Prior to commencing sign fabrication, Tenant shall submit to Landlord for approval three (3) sets of complete, fully dimensioned, and detailed shop drawings including:

a. Elevation of sign location showing design, location, size, and layout of sign, drawn to scale, indicating dimensions, attachment devices, and construction detail.
b. Section through sign showing the dimensioned thickness of the letters, wiring and attachment details.
c. Scaled letter patterns for all graphics.
d. Site plan, indicating location of sign on property.

All sign submittals shall be reviewed by Landlord for conformance with the provisions of these criteria.

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these criteria and in the final approved plans and shop drawings.

SIGN CONTRACTOR RESPONSIBILITIES
The Tenant's sign contractor, prior to commencing sign fabrication, shall:

a. Submit to Landlord for approval complete and fully-dimensioned shop drawings.
b. Obtain approved sign permits from the City of Westlake Village and deliver copies of same to Landlord.
c. Provide to Landlord an original certificate of insurance naming the Landlord as an additional insured for liability coverage in the amount of $2,000,000.00.

tenant sign requirements

1. Only the types and numbers of signs listed herein are permitted. No deviation from these requirements will be permitted without specific written Landlord and City approval.

2. City shall review final plans for all signs addressed in the approved sign program and approve such final plans if they comply with and do not deviate in any material respect from the approved sign program. All changes to sign design, dimensions, color, location or other features that do not deviate in any material respect from the approved sign program may be approved by the Planning Director. If the Planning Director determines that a change represents a material deviation from the approved sign program, the City Council’s Land Use Committee shall be consulted to determine whether such change shall require City Council approval and shall be subject to a public hearing.

3. Final sign plans submitted for City approval that comply with the requirements of the approved sign program may nonetheless be disapproved by the City if, in the opinion of the Planning Director, the type, design, dimensions, color, location or other features the sign, as applied to the building façade or elevation in question, taking into account then existing conditions, including signage of adjacent tenant spaces, is inconsistent with the aesthetic requirements of the City. In such case, Landlord and the Planning Director will work together to resolve the Planning Director’s objections and achieve an acceptable solution.

a. Target Wall Signs
   West Elevation - 10’ logo with 2’3” tall letters & 2’ tall PHARMACY letters. Color: Target Red.
   South Elevation - 10’ logo. Color: Dark Brown

b. Storefront Signs
   Tenants occupying leasable area less than 1,400 S.F. shall have a Hanging Panel Sign (see Page 5) as their storefront signage. Spaces less than 1,400 S.F. that do not have a roof overhang, trellis or other architectural element from which a sign can be hung shall have a wall sign with externally illuminated pin-mounted letters as their storefront signage, with sign area limited to one (1) square foot area per linear foot of lease frontage. A request for an exception to these requirements shall be determined as provided in Paragraph 2 above. Except for endcap spaces, one (1) sign is allowed. Endcap spaces may have one (1) sign per facade. Permitted blade signs are in addition to these limits. The permitted length of a Hanging Panel Sign is not to exceed ½ of the linear frontage of storefront of the Tenant named on the sign, subject in all cases to a maximum length of 20’. The maximum height for letters within the hanging sign panel is 14”. The maximum height for pin-mounted letters within the wall sign band is 18”.

For Tenants occupying leasable area 1,400 S.F. to 14,999 S.F., sign area is limited to one (1) square foot area per linear foot of lease frontage and may be either a Hanging Panel Sign or a Wall Sign. Except for endcap spaces, one (1) sign is allowed. Endcap spaces may have one (1) sign per facade. Permitted blade signs are in addition to these limits. For Hanging Panel Signs, the maximum height for letters within the sign panel is 14”. For Wall Signs the maximum height for letters within the sign band is 18” and proportional in size to the sign’s total square footage.

For Tenants occupying leasable area 15,000 S.F. and over, sign area shall be on the building faces above the entrances and as part of the building design. Tenants occupying leasable area 15,000 S.F. and over may have more than one (1) sign per elevation. Sign area is limited to one (1) square foot area per linear foot of lease frontage. The maximum height for letters in the body of the sign is 4’ and proportional in size to the sign’s total square footage.

c. Rear Wall Signage
   Tenants or occupants of space in Buildings C and D occupying leasable area 1,400 S.F. and over may, with Landlord approval, have one (1) sign on the back of their space, in a location determined by Landlord. All rear wall signs on Buildings C and D shall be reverse channel letters with warm white LED illumination. Paint color to be project standard bronze color per Landlord specification. Sign area is limited to one (1) square foot area per linear foot of lease frontage. The sign specifications and maximum letter heights shall be the same as provided in B. above for storefront signs. A request for an exception to these requirements shall be determined as provided in Paragraph 2 above.

SHOPPES AT WESTLAKE VILLAGE
Tenants or occupants of space in Buildings E, F and G may, with Landlord approval, have one (1) sign on the back of their space, in a location determined by Landlord. Signs for spaces less than 1,400 S.F. will have externally illuminated pin-mounted letters, the sign specifications and maximum letter heights for which shall be the same as provided in B. above for storefront signs. For spaces 1,400 S.F. and over the sign specifications and maximum letter heights shall be the same as provided in B. above for storefront signs. Allowable sign area is limited to one (1) square foot area per lineal foot of lease frontage. A request for an exception to these requirements shall be determined as provided in Paragraph 2 above.

D. Freestanding Single-User Pad Tenants

For Tenants occupying freestanding pads sign area is limited to one (1) square foot area per lineal foot of lease frontage, per elevation. The maximum height for letters in the body of the sign is 36” and proportional in size to the sign’s total square footage. A maximum of three (3) wall signs and placement on two sides of one (1) project monument sign is allowed.

E. Building Elevations

The building elevations included as pages 15 - 22 depict alternative locations for Tenant signs. All Tenant signage is subject to the requirements, specifications and letter size and total sign area limitations stated in the Sign Criteria.

ACCEPTABLE SIGN TYPES

Tenant wall signs may consist of a combination of more than one the following allowable sign types. All signs must be made up of individual letters with internal or external lighting; conventional box signs will not be approved.

a. Plex faced channel letters, 5” max. deep letters with closed backs or with combination of white Lexan halo backs (See Section Detail, P. 8).
b. Reverse (halo) channel letters, 2” max. deep with clear Lexan backs. Warm white LED illumination (See Section Detail, P. 8).
c. Painted aluminum pin-mounted lettering on wall or on the project standard hanging background panel (See Section Detail, P. 5-7).
d. Digitally printed vinyl graphics or painted graphics on rigid substrates of aluminum or plastic when included as part of a channel letter or pin-mounted letter sign.
e. Multi-media theme signage where choice of materials and construction specifically relates to the theme concept of the sign. An example would be an “old-fashioned” sign with gold leaf and weathered wood and gooseneck down lighting. Requires Landlord approval of concept and materials.
f. Awnings may display a maximum of one sign, with lettering up to 8 inches in height. However, any awning signage shall be included in the total signage calculations.
g. A blade sign may be required for tenants occupying space in buildings where the primary sign for the space occurs very high on the building, or above a trellis, arcade or roof overhang, or at Landlord’s discretion (See Blade Sign Specifications, P. 9).
h. Window vinyl graphics are allowed for store hours, emergency numbers, etc. (See Window Graphic Specifications, P. 6).
i. Rear door signage is required for all service doors (See Service Door Specifications, P. 9).

GENERAL SIGN PARAMETERS

1. All signage is subject to the approval of Landlord and the local authorities.
2. Lettering on all store signs shall be limited to business or trade name of the premises as it appears in the lease. Logo signs will be reviewed on an individual basis, but in general logos will not be allowed.
3. Signage is allowed only within the boundaries of the Tenant’s space and shall be symmetrically centered in the localized area where it will be installed. Except for approved blade signs, signs shall not extend more than 6” beyond the face of the surface to which the sign is mounted.
4. One tenant/occupant identification sign per façade is allowed. End cap tenants/occupants are allowed a maximum of three (3) signs. Approved blade signs are in addition to these limits.
5. All illuminated signs must be turned on during the shopping center’s normal operating hours. Tenant to provide relay connection to Landlord’s control circuit.

6. All signs must be illuminated and shall derive light from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted.
7. Reverse halo lighting may be acceptable, but shall be reviewed on an individual basis.
8. Double-stacked lettering may be acceptable, but shall be reviewed on an individual basis. Double-stacked letters shall comfortably fit within the architectural area as determined by the Landlord.
9. Tag lines may be acceptable, but shall be reviewed on an individual basis. Any allowable tag lines shall be individual illuminated letters (no box signs). The width of the tag line shall not exceed the width established for the primary sign.

SIGN CONSTRUCTION REQUIREMENTS

1. All sign fabrication work shall be of excellent quality.
2. Seams shall be concealed at tops of letters for returns and face trimcap. No light leaks at seams or edges of letters are permitted.
3. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
4. Finished surfaces of metal shall be free from oil-canning and warping.
5. Paints must be high-quality acrylic polyurethane, Matthews Paint or equivalent. All sign 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 lighting must match the exact specifications of the approved shop drawings. Wiring and assembly details must match provided specifications.
7. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks or hot spots will not be permitted.
8. Penetrations into building walls, where required, shall be made waterproof.
9. All signs and their installation must comply with applicable building and electrical codes.
10. Underwriters Laboratory-approved labels shall be affixed to all letters in discrete locations not visible from normal viewing angles.
SIGN CRITERIA

11. 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.

12. Exposed equipment, such as junction boxes, transformers, lamps, tubing, conduits, etc., is prohibited.

SIGN TYPE SPECIFICATIONS

Plex faced channel letter specifications:
- a. Letters shall be 5" max. deep letters with aluminum backs or with white Lexan combination halo backs.
- b. Warm white LED internal illumination.
- c. All signage returns shall either match face color of sign or blend with adjacent building color.
- d. Trimcap shall match color of the face or sides of the letter.
- e. Plexiglas sign faces shall not be clear and shall conceal the light source without hot or dark spots.
- f. Combination face/halo letters shall have white Lexan backs with 1" spacers.

See Sign Section Details, Page 8

Reverse channel letter specifications:
- a. Letters shall be 2" deep aluminum reverse channel.
- b. Warm white LED halo illumination.
- c. Face and side color shall match.
- d. Clear Lexan letter backs to be attached to wall with screws and 1.5" spacers painted wall color. Angle clips attached to letter sides will not be permitted. All mounting attachments and wiring connections shall be sleeved and painted to match surface behind.

See Sign Section Details, Page 8

Pin-mounted sign specifications:
- a. Minimum aluminum thickness is 1/4".
- b. Minimum spacer length is 1/2".
- c. Pin-mounts shall be welded or tapped studs with spacers painted to match surface color behind.
- d. Edges shall be smooth and free of tool marks.

See Sign Section Details, Page 7

Window Signage specifications:
- a. Letters shall be 3M white vinyl.
- b. Letters shall be computer cut and spaced.
- c. Max area is 2sf
- d. Copy may include store hours, emergency phone number, or other tenant identification information, subject to Landlord approval.
- e. All additional signage shall be submitted to the Landlord for approval.

See Sign Section Details, Page 9

Service Door Sign specifications:
- a. Letters shall be 3M dark bronze vinyl.
- b. Letters shall be computer cut and spaced.
- c. Max area is 1sf.
- d. Copy may include store name only and may be in tenant logotype if it conforms to be size allowance.

See Sign Section Details, Page 9

Address Sign specification:
- Landlord shall install address numerals at each storefront entrance door as required by the local fire marshal.
- Address signs are not included in the wall sign calculation.
- Temporary Sign specifications:
  - a. All Outlot and single tenant buildings will be allowed one temporary construction sign prior tenants opening.
  - b. Sign to be 4' x 8' MDO plywood with paint finish.
  - c. Copy to be computer cut 3M vinyl.
  - d. Coordinate location with Landlord's representative.
  - e. All additional signage shall be submitted to the Landlord for approval.

Special Event Signage:
- a. Temporary signage or banners for events such as grand openings may be permitted with Landlord and City approval.
- b. Limited to two (2) weeks, as established in the City's Sign Ordinance.
- c. Signage material must be durable.
- d. Signage must be "on-building" at the store's location.
- e. No signage will hand-lettered, non-professional signs, or newspaper advertisements be displayed on the storefronts.
- f. No occupant of less than forty thousand (40,000) square feet of Floor Area shall have an exterior sign which identifies leased departments and/or concessionaires operating under such occupant's business or trade name, nor shall such sign identify specific brands or products for sale or services offered within a business establishment, unless such identification is used as part of the occupant's trade name.
- g. Boxed, pillow or cabinet type signs.

See Sign Section Details, Page 9

SIGN NOT PERMITTED

1. Placed on canopy roofs extending above the Building roof, placed on penthouse walls, or placed so as to project above the parapet, canopy or top of the wall upon which it is mounted.
2. Placed at any angle to the building; provided, however, the foregoing shall not apply to any sign if such sign is at least eight (8) feet above the sidewalk.
3. Painted on the surface of any building.
4. Flashing, moving or audible or electronic.
5. Made utilizing (i) exposed neon tubes, (ii) exposed LEDs (light emitting diodes), (iii) exposed ballast boxes, (iv) exposed transformers, or (v) exposed raceways unless such exposed raceways comply with all of the following requirements: (a) the raceways shall not exceed eight inches (8") in depth and/or 12" in height; (b) the color of the raceways are the same color as the materials upon which such raceways are located; (c) all transformers are remote mounted behind the building fascia; and (d) the letters to be installed on the raceways do not exceed a height of 36".
6. Made of paper, cardboard or banner material, or be temporary in nature (exclusive of approved special event or contractor signs), or be a sticker or decal. At no time will hand-lettered, non-professional signs, or newspaper advertisements be displayed on the storefronts.
7. No occupant of less than forty thousand (40,000) square feet of Floor Area shall have an exterior sign which identifies leased departments and/or concessionaires operating under such occupant's business or trade name, nor shall such sign identify specific brands or products for sale or services offered within a business establishment, unless such identification is used as part of the occupant's trade name.
8. Boxed, pillow or cabinet type signs
9. Formed plastic or injection molded plastic signs
10. Additional signage of any kind, other than internal signage.
11. Other than signs permitted by this sign program, no other form of exterior expressions, include, but not limited to, pennants, pictures, notices, flags, seasonal decorations, writings, lettering, designs or graphics, shall be placed on or attached to the exterior of any building.
**HANGING PANEL SIGN DETAIL**

- **TENANT NAME**
- **Wood corbel**
- **1.5” steel square tube with acid rust finish and satin clear coat**
- **2” steel square tube frame with acid rust finish and satin clear coat**
- **.125” aluminum face painted DE6070 Chocolate Chunk**
- **Pin-Mounted Aluminum Tenant Graphics**

**NOTES:**
1. Individual Tenant font styles permitted in Tenant Name area.
2. Letter colors shall be DE5324 Fine Sand.
3. Logos not permitted.

See Lighting Detail Page 7
**Sign Criteria**

- 3/8" base plate
- 1.5" flat bar scroll
- 2" square tube
- Bronze decorative chain
- 1" Thick PVC background per project color
- 1/2" Thick PVC panel, tenant color
- 1/4" PVC letters, tenant color.

Light fixture: BK Sign Star SN-LED-e22-WFL-A9-13-D-18

**Panel Shapes**

- Min 7'6" Above Sidewalk

**End View**

- 4" x 1'-6"
- 1'-9"
- 3'-0"

**Shoppe at Westlake Village Blade Signs**

Southwest Sign Co.
1/4" aluminum flat cutout letters

1/4-20 pin mounts (typ. 3 per letter) with 1/2" spacers painted wall color

Light fixtures per landlord specification
BK Twin Sign Star ST-LED-e22-WFL-A9-13-11-D-18

2" steel tube with rust finish
Light fixtures per landlord specification
BK Twin Sign Star ST-LED-e22-WFL-A9-13-11-D-18

Pin-mounted aluminum tenant lettering
1/2" spacers painted to match aluminum panel
1/8" aluminum panel
.09" aluminum back panel

PIN-MOUNT LETTER DETAIL

HANGING PANEL SIGN DETAIL
1. Remote Transformer With Disconnect Switch (Location TBD)
2. Incoming Dedicated Primary Circuit (By Others)
3. 14g Low Voltage cable
4. Warm White LED Modules
5. 2" Deep Aluminum Reverse Channel Letter with clear Lexan back
6. #10 Screws and shields with 1.5" spacers painted to match storefront (TYP 3 Per Letter)
7. Existing storefront

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1. Remote Transformer With Disconnect Switch (Location TBD)
2. Incoming Dedicated Primary Circuit (By Others)
3. 14g Low Voltage cable
4. Warm White LED Modules
5. 5" Deep Aluminum Channel Letter with white Lexan back
6. #10 Screws and shields with 1" spacers painted to match storefront (TYP 3 Per Letter)
7. Existing storefront

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1. Remote Transformer With Disconnect Switch (Location TBD)
2. Incoming Dedicated Primary Circuit (By Others)
3. 14g Low Voltage cable
4. Warm White LED Modules
5. 5" Deep Aluminum Channel Letter
6. #10 Screws and shields with 1/2" spacers painted to match storefront (TYP 3 Per Letter)
7. Existing storefront

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1. Remote Transformer With Disconnect Switch (Location TBD)
2. Incoming Dedicated Primary Circuit (By Others)
3. 14g Low Voltage cable
4. Warm White LED Modules
5. Existing storefront
**SIGN CRITERIA**

**WINDOW SIGNAGE**

a. Letters shall be 3M white vinyl.
b. Letters shall be computer cut and spaced.
c. Max area is 2 S.F.
d. Copy may include store hours, emergency phone number, or other tenant identification information, subject to landlord approval.

**SERVICE DOOR SIGNAGE**

a. Letters shall be 3M dark bronze vinyl.
b. Letters shall be computer cut and spaced.
c. Max area is 1 S.F.
d. Copy may include store name only and may be in tenant logotype if it conforms to be size allowance.
MONUMENT SIGNS A, B, D, E & F - 67 SF EACH

Aluminum monument sign cabinet with removable tenant panels, painted DE6070 Chocolate Chunk. Signs are double-faced with exception of Sign A which is single-faced.

Individual Tenant font styles permitted on Tenant Name panels. Tenant name lettering to be 3M Translucent Light Beige vinyl on face of clear 1/2” push-thru plex lettering with white diffuser film on back, with internal fluorescent illumination.

Project ID name is gold translucent vinyl on face of clear 1/2” push thru plex lettering with white diffuser film on back, with internal fluorescent illumination.

Stone specification: ‘Malibu Sunrise’ stone veneer, City Of Westlake Village blend. Sizes to vary in height 2" - 6" and widths 2" - 10".

As supplied only by: Sepulveda Building Materials
MONUMENT SIGN C - 70 SF

Project ID sign is pin mounted 1/4” thick aluminum with gold metallic paint finish

Stone specification:
‘Malibu Sunrise’ stone veneer, City Of Westlake Village blend.
Sizes to vary in height 2” - 6’ and widths 2” - 10’.
As supplied only by: Sepulveda Building Materials
Aluminum monument sign cabinet with removable tenant panels, painted DE6070 Chocolate Chunk.

Individual Tenant font styles permitted on Tenant Name panels. Tenant name lettering to be 3M Translucent Light Beige vinyl on face of clear 1/2" push-thru plex lettering with white diffuser film on back, with internal fluorescent illumination.

Project ID name is gold translucent vinyl on face of clear 1/2" push thru plex lettering with white diffuser film on back, with internal fluorescent illumination.

Stone specification:
'Malibu Sunrise' stone veneer, City Of Westlake Village blend.
Sizes to vary in height 2" - 6" and widths 2" - 10".
As supplied only by: Sepulveda Building Materials
MONUMENT SIGN H - 145.5 SF

Double-faced monument sign with tenant panels of 1/4" thick aluminum panels painted DE6070 Chocolate Chunk.

Tenant names are 1/4" thick aluminum letters painted DE5324 Fine Sand, pin mounted 1/4" off face of tenant panel. Individual Tenant font styles permitted on Tenant Name panels.

Lighting provided by ground-mounted light fixtures. Decorative trellis and foliage to match project building materials.

Stone specification:
‘Malibu Sunrise’ stone veneer, City Of Westlake Village blend.
Sizes to vary in height 2" - 6" and widths 2" - 10".
As supplied only by: Sepulveda Building Materials
MONUMENT SIGN G - 258.75 SF
Double-faced monument sign with reverse channel letters with halo or ground lighting.

Stone specification:
‘Malibu Sunrise’ stone veneer, City Of Westlake Village blend.
Sizes to vary in height 2” - 6” and widths 2” - 10”.
As supplied only by: Sepulveda Building Materials
TARGET ELEVATIONS

SOUTH ELEVATION

Color: Target Red

Color: Dark Brown

WEST ELEVATION

Color: Target Red
WEST ELEVATION
BUILDING F

SIGN CRITERIA

NORTH ELEVATION

WEST ELEVATION

EAST ELEVATION

SOUTH ELEVATION

SHOPPES AT WESTLAKE VILLAGE

BUILDING F

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