Sign Criteria
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SIGN CRITERIA

Westlake Village Marketplace
Westlake Village, CA

**General Specifications**

1. **Purpose:** The purpose of the following criteria is to establish a coordinated sign program that gives each occupant adequate identification, while achieving a unified, attractive appearance among all lease spaces. In order to maintain the integrity of the criteria and equity among all occupants, deviations from the criteria will not generally be approved.

2. **Exceptions:** All exceptions to these criteria must be approved by the City of Westlake Village Planning Department and major occupants of 20,000 square feet or greater.

3. **City Approval:** Prior to sign fabrication, the occupant shall submit three (3) copies of drawings of the proposed signs to the City of Westlake Village Planning Department for approval. Such drawings must include all of the items listed below under "City Approval and Permits".

4. **Permits:** The occupant's contractor shall secure a sign permit from the City of Westlake Village Planning department by submitting three (3) copies of fully dimensioned scaled drawings as follows:
   
   a. A site plan showing the location of the occupant space on the site.
   
   b. An elevation of the occupant space drawn to scale and showing sign placement and occupant 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 specification, and type and intensity of illumination (for electrical signs).
   
   e. Any other drawings, details and information as required by City.

5. **Cost of permits:** All permits for signs and the installation thereof shall be obtained by the occupant's contractor and paid for by the occupant.

6. **Compliance with Code:** All signs and the installation thereof shall comply with all local zoning,
building and electrical codes.

B.1. Location of Wall Signs (Major Occupants)  

See Exhibits "D,E,F"

1. Approval Required: All signs shall be attached to the building only at a location specified by these criteria and approved by the City of Westlake Village Planning Department.

2. Main Business ID Sign: The main business identification sign shall be centered on the building fascia, both vertically and horizontally, above the occupant space.

3. Secondary Service Identification Signs: A maximum of two secondary service identification signs may be permitted subject to Planning Department approval.

4. Delivery Entrance Sign: If applicable, the occupant may attach a sign consisting of 2" high Helvetica Medium letters, identifying the business name and address on a non-customer delivery entrance. The location of this sign will be subject to approval of the occupants on premises and shall not exceed four (4) square feet in area.

5. Window Sign: The business identification window sign shall be centered on the storefront glass nearest the main pedestrian entrance. The sign shall not exceed four (4) square feet and shall be composed of white vinyl lettering (Helvetica Medium letter style). The window signs are limited to providing the name of the business, hours of operation and emergency information only.

B.2. Location of Wall Signs (Shop Building Occupants)  

See Exhibit "C"

1. Approval Required: All signs shall be attached to the building only at a location specified by these criteria and approved by the City of Westlake Village Planning Department.

2. Main Business ID Sign: The main business identification sign shall be centered on the building fascia, both vertically and horizontally, above the lease space.

3. Delivery Entrance Sign: If applicable, the occupant may attach a sign consisting of 2" high Helvetica Medium letters, identifying the business name and address on a non-customer delivery entrance. The location of this sign will be subject to property owner approval and shall not exceed four (4) square feet in area.

4. Window Sign: The business identification window sign shall be centered on the storefront glass nearest the main pedestrian entrance. The sign shall not exceed four (4) square feet and shall be composed of white vinyl lettering (Helvetica Medium letter style). The window signs are limited to providing the name of the business, hours of operation and emergency information only.

C.1. Design Of Wall Signs (Major Occupants)  

See Exhibit "B,D,E,F"

Main Business Identification Signs

1. Sign Type: All occupant signs shall be composed of channel letters, mounted directly on the building facia (no background field/colors permitted) with the sign area not to exceed 10%
of the wall area or 150 square feet, whichever is less. Sandblasted or painted signs are not permitted.

2. Sign Size: Occupant signs shall be dimensioned as follows:
   a. Letter height: Maximum 48"
   b. Logo height: Maximum 60"
   c. Sign Width: Not to exceed 75% of the occupant's lease space

3. Sign Colors: All sign colors are subject to approval by the City of Westlake Village Planning Department. Occupant must provide color samples.

4. Logos: Logos will be considered on a case by case basis; at the discretion of the City of Westlake Village.

5. Materials:
   a. Sign Face Material: Acrylic Sheet (i.e.: Plexiglas)
   b. Letter Return Material: Sheet metal or aluminum
   c. Letter Return Depth: 8" maximum
   d. Trim Cap Size: 3/4"

6. Interior Illumination:
   a. Type of Illumination: Neon (30 Milliamperes, no exposed tubing)

Secondary Service Identification Signs

1. Sign Type: All Secondary Service Identification signs shall be composed of channel letters, with the sign area not to exceed 36 square feet. Sandblasted or painted signs are not permitted. Major tenants shall not exceed two Secondary Service Identification Signs per tenant.

2. Sign Size: Secondary Service Identification signs shall be dimensioned as follows:
   a. Letter height: Maximum 24"
   b. Sign Width: Not to exceed 18 feet.

3. Sign Colors: All sign colors are subject to approval by the City of Westlake Village Planning Department. Occupant must provide color samples.

4. Materials:
   a. Sign Face Material: Acrylic Sheet (i.e.: Plexiglas)
   b. Letter Return Material: Sheet metal or aluminum
   c. Letter Return Depth: 8" maximum
   d. Trim Cap Size: 3/4"

5. Interior Illumination:
   a. Type of Illumination: Neon (30 Milliamperes, no exposed tubing)
C. 2. Design of Wall Signs (Shop Building Occupants)  

See Exhibits "C"

1. Sign Type: All occupant signs shall be composed of channel letters. The sign area is not to exceed 10% of the individual occupant wall area or 36 square feet, whichever is less. One sign allowed per frontage (either a public way or center parking lot). Sandblasted or painted signs are not permitted.

2. Sign Size: Occupant signs shall be dimensioned as follows:
   a. Sign height: Maximum 24" overall using one or two lines of copy.
   b. Sign Width: Not to exceed 75% of the occupant's store frontage.

3. Sign Copy: Wording of signs shall not include the product sold or services offered, except as part of Occupant's trade name or insignia.

4. Sign Colors: Sign copy is to be (green, reference manufacturer and #, or equivalent), subject to approval by the City of Westlake Village Planning Department. Occupant must provide color samples.

5. Logos: Logos will be considered on a case by case basis, at the discretion of the City of Westlake Village Planning Department. Logo size may be no more than 25% of the permitted sign area.

6. Materials:
   a. Sign Face Material: Acrylic Sheet (i.e.: Plexiglas)
   b. Letter Return Material: Sheet metal or aluminum
   c. Letter Return Depth: 5"
   d. Trim Cap Size: 3/4"

7. Interior Illumination:
   a. Type of Illumination: Neon (30 Milliamperes, no exposed tubing)

C. 3. Design of Wall Signs (Individual Pad Occupants)  

See Exhibit "G"

1. Sign Type: All occupant signs shall be composed of channel letters. The maximum sign area shall not exceed 36 square feet. One sign allowed per elevation, with a maximum of two signs per occupant. Sandblasted or painted signs are not permitted.

2. Sign Size: Occupant signs shall be dimensioned as follows:
   a. Sign height: Maximum 24" overall using one or two lines of copy
   b. Sign Width: Not to exceed 75% of the occupant's store frontage

3. Sign Copy: Wording of signs shall not include the product sold or services offered, except as part of Occupant's trade name or insignia.

4. Sign Colors: Sign copy is to be (green, reference manufacturer and #, or equivalent), subject to approval by the City of Westlake Village Planning Department. Occupant must provide color samples.
5. Logos: Logos will be considered on a case by case basis, at the discretion of the City of Westlake Village Planning Department. Logo size shall be no more than 25% of the permitted sign area.

6. Materials:
   a. Sign Face Material: Acrylic Sheet (i.e.: Plexiglas)
   b. Letter Return Material: Sheet metal or aluminum
   c. Letter Return Depth: 5"
   d. Trim Cap Size: 3/4"

7. Interior Illumination:
   a. Type of Illumination: Neon (30 Milliamperes, no exposed tubing)

D. Center Monument Sign

See Exhibit "A"

1. Sign Type: Single faced, exterior (ground) or interior illuminated monument sign. One monument sign is permitted on each side of entry driveways on Linderon Canyon Road and Thousand Oaks Boulevard.

2. Sign Size: Monument signs shall be dimensioned as follows:
   a. Sign Height: 6'-6" maximum.
   b. Sign Area: 24 square feet (excluding architectural structure and center identification).

3. Sign Copy: The name of the commercial center (i.e., "Westlake Village Marketplace") and the names of two anchor tenants shall be the sole permissible copy on each monument sign.

4. Sign Colors: All sign colors are subject to approval by the City of Westlake Village Planning Department.

5. Materials:
   a. Sign Structure Material: masonry with textured finish to match commercial buildings.
   b. Copy: Interior illuminated, individual routed letters or exterior illuminated, individual metal or coated foam core letters.

E. Construction Requirements

1. Fasteners: All exterior signs, bolts, fastenings and clips shall be cadmium plated steel, stainless steel, aluminum, brass or bronze. No black iron or other rust prone materials of any type will be permitted.

2. Conduit Openings: Location of all openings for conduits in the walls of the building shall be indicated by sign drawings submitted to and approved in writing by the property owner of the occupants premises.

3. Sealing of Openings: All penetrations of the building structure required for sign installation
and which shall have been approved in writing by the property owner of the occupants premises, shall be neatly sealed in a water tight condition.

4. Labels: A "U.L." label must be placed on every separate electrical sign element (e.g.: every sign cabinet or channel letter). All required labels must be placed in a conspicuous location. No other labels are allowed.

5. Exposed lamps or tubing will not be permitted.

6. Concealment of Mechanical Equipment: Raceways, crossovers, conductors: transformer.-, and other equipment shall be concealed.

7. Repair of Damages: The occupant is responsible for assuring that the sign contractor repairs (in a good and workman like manner) any damage caused by the contractor's work within two (2) days after such damage is caused.

8. Responsibility for Work: The occupant shall be fully responsible for the work of its sign contractors.

9. Cost of Electricity: Electrical service to all signs shall be on the occupant's meters and shall be part of the occupant's operational costs.

F. Miscellaneous Restriction

1. Hours of Business and Telephone Numbers: Limited to no more than 180 square inches for each business frontage with a customer entrance.

2. Flashing Signs: Animated, flashing or audible signs will not be permitted.

3. Lettering painted directly on a building surface will not be permitted.

4. Projections above or below the designated sign area will not be permitted.

5. Temporary Signs: All banners, balloons, streamers, placards, pennants, or portable signs which direct, promote, attract, service, or which are otherwise designed to attract attention are prohibited.

G. All Companies Bidding To Manufacture

1. Substitutions: All companies bidding to manufacture and install an occupant's signs are advised that no substitutes will be accepted by the property owner whatsoever, unless so indicated in the specifications which are approved in writing by the property owner, the occupant and City of Westlake Village planning Department. Signs that deviate from these criteria without such approval must be removed at the occupant's expense.

2. Inspection: Prior to acceptance and final payment, each sign will be inspected for conformance to these criteria and without such approval must be removed at the occupant's expense.

3. Guarantee: The entire sign display shall be guaranteed for one (1) year against defects in material and workmanship.
4. Insurance: The occupant's sign fabrication and installation company shall carry Workmen's Compensation and Public Liability Insurance against all damage suffered to any and all persons and/or property while engaged in the construction or erection of signs in the amount of One Million Dollars ($1,000,000.00), combined single limit.

5. Erection: The occupant's sign company shall completely erect and connect (including all wiring) the subject sign in accordance with these criteria.

H. No Assurances

1. The occupant acknowledges that the property owner gives no assurances that a sign approved by the property owner, which is in accordance with the provision of these criteria, will be acceptable to the City of Westlake Village Planning Department.

2. The occupant shall be solely responsible for bringing its sign into compliance with all local rules and ordinances.
PROPERTY OWNER APPROVAL OF CRITERIA

Signature: ____________________________ Date: __________
Printed Name: _________________________ Title: __________

OCCUPANT ACKNOWLEDGMENT*

I have read, understand, and agree to abide by the above Sign Criteria.

Signature: ____________________________ Date: __________
Printed Name: _________________________ Title: __________

*Each occupant must be supplied with a copy of these criteria and sign the above acknowledgment.
SIGN TYPE:

Individual, interior illuminated sheet metal channel letters with acrylic faces. Standard corporate colors are to be used.
SIGN TYPE:
Individual, interior illuminated sheet metal channel letters with acrylic faces.
Tenant signs are not to exceed 75% of the leasehold frontage.
Colors are to be determined.
SIGN TYPE:

Individual, interior illuminated sheet metal channel letters with acrylic faces. Standard corporate colors are to be used.
SIGN TYPE:
Individual, interior illuminated sheet metal channel letters with acrylic faces. Standard corporate colors are to be used.
**NORTH ELEVATION (PARTIAL)**

**SIGN TYPE:**
Individual, interior illuminated sheet metal channel letters with acrylic faces. Standard corporate colors are to be used.
SIGN TYPE:

Individual, interior illuminated sheet metal channel letters with acrylic faces. Standard corporate colors are to be used.