Master Sign Program
5-25-2012
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DESIGN INTENT
The purpose of this Design Intent Issuance is to provide a consistent and harmonious criteria throughout this project. Also to provide uniform standards for all current and future tenants within 30700 Russell Ranch Road as the Uniform Building Code and the City of Westlake Villages Sign Criteria.

MAINTENANCE
Signs located within 30700 Russell Ranch Road shall be maintained in an "As New Condition". The Owner/s will periodically perform a visible sign inspection looking for but not limited to the following:
1. Material Fading, Cracking and/or Peeling.
2. Improper Illumination
3. Any Damage Caused by Human or Nature
Any said damage repair will be the responsibility of the end user.

APPROVALS
All signage must have written approval from the Landlord, or their designee, and the City of Westlake Village before construction. Before submitting to the city, eligible applicants must first submit (3) three copies of the following to the Landlord or its designee for approval:
1. Dimensioned Site Plan showing proposed sign locations and lease widths (subject to verification).
2. Scaled Elevation Drawings showing proposed sign locations, height to finished grade and placement upon wall (left to right & top to bottom measurements).
3. Sign Construction Details illustrating finish & colors, logo & letter sizes, electrical details and method of attachment.
4. The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s) and need to be illustrated upon submitted by the tenant's contractor.

CONFLICTS W/DRAWINGS OR CONDITIONS
Any conflicts or contradictions either to regards to these drawings or as they relate to other disciplines or contractors shall be described in writing to the Landlord, or their designee, along with any possible solutions. All conflicts are to be resolved and any changes approved by the Landlord, or their designee prior to sign construction and installation.

COMPLIANCE REQUIREMENTS
No tenant or their agents shall erect, reinstall, construct, alter, move, remove, change or equip any sign structure contrary to, or in violation of, this Design Intent Issuance. Conformance will be strictly enforced by the Landlord, or their designee, along with the City of Westlake Village's Planning Department. Any nonconformance or unapproved signs will be the responsibility of the tenant to correct within a period not to exceed 30 thirty days at his/her expense.

DESIGN STANDARDS
Details on these drawings represent the design approach for sign structures and do not necessarily include all fabricating details. It shall be the responsibility of the Tenant and their Contractor to incorporate all reasonable safety factors necessary to protect the Landlord, or their designee against public liability.

DETAILS
1. All "Hard" sign construction shall be fabricated of pre-finished .060 alum. faces & returns. Corner joints are to be filled and/or ground smooth.
2. Sign exterior painting will consist of Matthews paint products or comparable variant as per client color specifications unless otherwise stated in this Master Sign Program:
   a. One (1) coat of 74-734 Metal Pre-treat
   b. One (1) coat of 74-793 Spray Bond
   c. One (1) coat of Polyurethane Acrylic
3. Signs that are to be internally illuminated will utilize energy efficient Light Emitting Diodes as per client color specifications.
4. All mounting hardware are to be stainless steel to avoid rust & wall penetrations are to be sealed against weather elements.
**Tenant Logo & Copy Layout Specifications**

**AREA**
Overall sign area is defined as a single area enclosed by a single square or rectangle. Any trim, backing, frame, structure and or element used to differentiate the sign from its background will be included in the calculation of allowable square footage.

**COPY**
For the purpose of public safety, the name of the business shall be indicated in the English language or English alphabet on at least one location on each business. Tenants are allowed up to (2) two lines of copy.

The entire sign structure shall be considered as sign area.

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**Tenant to Determine Logo & Copy Color along with shapes as per National Recognized Trademarks.**

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**Allowed Sign Area (Copy Logo)**

---

**Tenant Copy**

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**Trying to Bend the Rules**

Descending letter logo elements changed from the intended font will count against allowable copy height and square footage. In such cases the allowed maximum height will be limited to the copy height for that elevation's criteria.

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**Allowed Sign Area Single (4 Total 90 Degree Angles)**

Descending letter elements in certain fonts such as letters f, g, l, p, q, u & z will count against allowable copy height and square footage.

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Irregular shaped icons & logos should be considered in sign design for increased visual impact.
However, flat cut out painted aluminum shapes or elements placed near, in front of or behind logo and/or letters are prohibited.

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**Porte-Cochères 1 & 2**
Halo Illumination Allowed

**WHITE HOUSE | BLACK MARKET | ALDO**

**Elevations West & South**
Illumination NOT Allowed

**MIMA | Madewell**

---

CONCEPTUAL DRAWING ONLY:
Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown may not reflect the final colors. Please refer to written specifications.
Building Color Schedule

NOTE: Color call-outs apply to building surfaces only. However, it is strongly suggested to consider them when choosing tenant sign colors.

**Building Crowns**
- Dunn-Edwards #8705D Barn Rafter

**Main Wall Areas**
- Dunn-Edwards #6190 Ball of String

**Porte-Cochères**
- Dunn-Edwards #5151 Cinnamon Stick

**Window Crown & Base**
- Dunn-Edwards #757 Rincon Cove

**Column Bases**
- Dunn-Edwards #6109 Craft Paper

Color specifications are a close visual match. Tenants and Contractors are not to use these as a reference. A site visit and color sample should be used for building repair/repainting.
North Porte-Cochère Elevation  
Scale: 3/32" = 1'-0"

Approved Sign Area
Manufacture and install reverse faced halo illuminated logo & letters on allowed signboard.

Elevation Photo

Elevation Key

CONCEPTUAL DRAWING ONLY: Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow; always follow editor specifications.
South Porte-Cochère Elevation  

Approved Sign Area  

Manufacture and install reverse faced halo illuminated logo & letters on allowed signboard.

Elevation Photo  

Elevation Key

CONCEPTUAL DRAWING ONLY;  
Dimensions are approximate & may change due to  
construction factors or exist field conditions. Colors  
shown are as close as printing will allow; always  
follow written specifications.

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West Elevation

Scale: 3/32" = 1' - 0"

Approved Sign Area

Manufacture and install reverse non-illuminated logos & letters on allowed signboard.

Elevation Photo

Elevation Key

CONCEPTUAL DRAWING ONLY:
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South Elevation

Approved Sign Area

Manufacturer and install reverse non-illuminated logo & letters on allowed signboard.

Elevation Photo

Elevation Key

NOT TO EXCEED 20'-0'

CONCEPTUAL DRAWING ONLY! Dimension are approximate & may change due to construction issues or on-field conditions. Colors shown are as close as printing will allow. Always follow installer specifications.
TENANT #1
TENANT #2
TENANT #3
TENANT #4
TENANT #5

Monument Elevation
Scale: 1/4" = 1'-0"

Face Layout
Manufacture and install one (1) D/F internally illuminated monument sign with routed out tenant copy and 1st surface vinyl.

Nighttime Simulation
Reverse Side

Monument Specifications

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Description</th>
<th>Specification/Material</th>
<th>Finish</th>
<th>Color</th>
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<tbody>
<tr>
<td>Monument Base</td>
<td>Existing Concrete</td>
<td>Smooth Coated</td>
<td>Existing</td>
<td></td>
</tr>
<tr>
<td>Cabinet &amp; Return</td>
<td>.090 Aluminum</td>
<td>Painted</td>
<td>DE-6190 Ball of String</td>
<td></td>
</tr>
<tr>
<td>Tenant Faces</td>
<td>.080 Aluminum Routed</td>
<td>Painted</td>
<td>DE-6190 Ball of String</td>
<td></td>
</tr>
<tr>
<td>Copy Faces</td>
<td>3M High Performance</td>
<td>Opaque</td>
<td>Deep Mahogany Brown</td>
<td></td>
</tr>
<tr>
<td>Tenant Copy</td>
<td>1/4&quot; Acrylic Push-Thru</td>
<td>Gloss</td>
<td>Clear #0000</td>
<td></td>
</tr>
<tr>
<td>Illumination</td>
<td>Fluorescent Lamps</td>
<td>N/A</td>
<td>H.O. Cool White</td>
<td></td>
</tr>
<tr>
<td>Address Copy</td>
<td>1/4&quot; Sintra (non-illumi.)</td>
<td>Satin</td>
<td>White</td>
<td></td>
</tr>
<tr>
<td>Address Cabinet</td>
<td>.080 Aluminum</td>
<td>Painted</td>
<td>DE-6109 Craft Paper</td>
<td></td>
</tr>
</tbody>
</table>

NOTE: The Landlord shall approve the final tenant placement. Tenants shall be responsible for individual panels.
Monument Panels

Panel Specifications

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Specification/Material</th>
<th>Finish</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faces</td>
<td>Routed out .080 aluminum</td>
<td>Painted</td>
<td>Paint Vendor</td>
</tr>
<tr>
<td>Cover Faces</td>
<td>3M High Performance</td>
<td>Opaque</td>
<td>Deep Mahogany Brown</td>
</tr>
<tr>
<td>Tenant Cover</td>
<td>1/8&quot; Acrylic Push-Thru</td>
<td>Gloss</td>
<td>Clear #0000</td>
</tr>
<tr>
<td>Copy Backer</td>
<td>1/8&quot; Backed Acrylic</td>
<td>Gloss</td>
<td>White #7328</td>
</tr>
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</table>

Exploded View

CONCEPTUAL DRAWING ONLY:
Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow; always follow written specifications.
TS-1

Logo & Letter Layout

Tenant Sign - Illuminated

Scale: 3/8" = 1'-0"

Logo may consist of routed out, push-thru acrylic or 1st surface vinyl graphics or any combination.

NOT TO EXCEED 10'-10"

Tenant to determine copy, color, logo shapes and/or logo placement as per their nationally recognized trademarks. Sign may consist of copy, logo or a combination of both in any layout configuration.

Daytime Simulation

Nighttime Simulation

Internally Face & Halo Illuminated Channel Letter Section

4" threaded stainless steel stud attached to wall w/ wedge anchor (3/4" min. of three per flt.).

Aluminum Clips attached with Rivets & #8 Self-tapping screws.

Rivets for threaded studs.

1/4" x 1 1/4" long PVC Spacers Painted to match wall color.

3/16" Clear Polycarbonate back (prevents nesting).

White LED Illumination

Double Row - Perimeter

14 GA. 12V Wire Between LED Units & Transformers

1/4" conduit pass thru

.060 Aluminum faces

.040 Aluminum return

Disconnect switch

Façade can be painted to client specifications. Return to be Painted a Matte Hue Duranodic Brass

#AMP-4131BG

12 Volt DC LED Transformer

Self contained where possible.

1/8" Volt 20 Amp

Panel Switch 450VDC with 9 of clip location (see 060-5)

Weap box

CONCEPTUAL DRAWING ONLY:

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(805) 499-3343

2835 Lavery Court, Unit 1
Newbury Park, CA 91320
Tel. (805) 499-3343
Fax (805) 448-4636
www Signsigns.com

SHEETS
TS-2

LOGO AREA

TENANT NAME

Tenant to determine copy, color, logo shapes and/or logo placement as per their nationally recognized trademarks. Sign may consist of copy, logo or a combination of both in any layout configuration. Color to be Medium Bronze.

Tenant Sign - Non-Illuminated

Logo & Letter Layout

Scale: 3/8" = 1'-0".

Daytime Simulation
Nighttime Simulation

4" threaded stainless steel studs attached to wall w/ wedge anchors (1/4" min. of three per lb.).
Aluminum Clips attached with Rivets & #6 Self tapping screws.
1/4" x 1 1/2" long PVC Spacers Painted to match wall color.
3/16" Clear Polycarbonate back (prevents nesting).
Fences and Returns to be Painted a Matthews Duranodic Bronze #MAT-41-5125.
.005 Aluminum face .040 Aluminum returns.

Internally Face & Halo Illuminated Channel Letter Section

Standard aluminum construction painted with Matthews Acrylic Polyurethane or equal, satin finish, 12V DC transformer.

NOT TO EXCEED 20'-0" OF DESIGNATED SIGN BAND

Logo may consist of 1st surface vinyl graphics only (non-illumin).
UCLA Health | Westlake Village, CA

NOTE: Renderings below utilize sample dimensions.

EXISTING ELEVATION

PROPOSED SIGNAGE

QTY 1: Non-Illuminated 1/4” “UCLA” Copy on Background Panel and 2” Non-Illuminated “Health” Copy

Color bronze to match MPS6334 Choco Bronze.
Match light tan building color (same color as tenant panel background)

30” 14.25” (“L”)

64.875”

71.375”

17.75”
NOTE: Renderings below utilize sample dimensions.

EXISTING ELEVATION

PROPOSED SIGNAGE

SIGN 2 QTY 2: Push Thru Tenant Panels
Color bronze to match MP5634 Choco Bronze.
NOTE: Renderings below utilize sample dimensions.