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**DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT  
MEMORANDUM**

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**ACTION DATE:** November 18, 2010

**TO:** Planning Commission

**APPLICANT:** Whizin Market Square, LLC  
5010 N. Parkway Calabasas, Suite 105  
Calabasas, CA 91203-3913

**CASE NOS.:** 10-SP-053

**LOCATION:** 28914 Roadside Drive (Whizin Market Square)

**REQUEST:** Request for approval of a Sign Program for the Whizin Market Square retail center.

**ENVIRONMENTAL ANALYSIS:** Exempt from CEQA per Section 15311

**RECOMMENDATION:** Staff recommends that the Planning Commission approve Sign Program Case No. 10-SP-053, subject to conditions.

**ZONING DESIGNATION:** SP (Specific Plan)

**GENERAL PLAN DESIGNATION:** PD (Planned Development District)

**I. PROJECT BACKGROUND AND DESCRIPTION**

In 2008, Tucker Investment Group, LLC filed two separate development applications for the renovation and remodel of the Whizin Center (later named Whizin Market Square) located at the southeast corner of Roadside Drive and Cornell Road. A Site Plan/Architectural Review

application was approved by the Planning Commission in November of 2008 for the interior and exterior remodel of the Arcade/Atrium area of the center. The project also included the renovation of the vacant restaurant space for Hugo's Restaurant and the renovation of the north half of the Cornell Road parking lot.

Plans for the parking lot improvements were approved in September of 2010, but work has not started. Tenant improvement plans for Hugo's Restaurant are approved by the Building and Safety Department, but the applicant has not obtained the building permit. The interior and exterior tenant improvement plans for the Arcade/Atrium are in plan check with the Building and Safety Department.

An Agoura Village Development Plan application was submitted in July of 2008. The proposal includes the remodel of approximately 100,000 square feet of existing floor area; 14,850 square feet of new retail and restaurant floor area; the expansion and reconfiguration of the parking lot; and 5,800 square feet of outdoor courtyard area.

The plans have been reviewed by staff, the Architectural Review Panel, the Agoura Village Policy Committee, and the Economic Development Committee, and staff is awaiting the submittal of revised plans based on the comments given. Meanwhile, the property owner has met with staff and the Economic Development Committee regarding the possible phasing of future improvements. In April, the property owner submitted preliminary plans to the Planning Department for the repair and cosmetic upgrades of the retail buildings fronting Roadside Drive and the former Gun Range tenant space areas. The repair and cosmetic upgrades include fascia repair and repaint, repair to the roof equipment screen, repair and cosmetic improvement to the storefront windows, and landscape improvements. The plans were reviewed administratively by Planning staff and additional information was requested prior to the property owner's submittal into plan check for items that require building permits with the Building and Safety Department.

To coincide with the most current phase of the center's remodel, the applicant has submitted a new Sign Program application, which will amend the current sign program, for the Planning Commission's consideration. Specifically, the Sign Program includes new tenant signage for the two retail buildings fronting Roadside Drive, new signage fronting on Cornell Road, and new signage for tenant spaces fronting Agoura Road. Monument/entry signage to serve the center is also proposed. The Planning Commission's review of the request is strictly related to signage, however conceptual renderings of the owner's desired remodel of the center are provided within the proposed Sign Program plans for reference.

## II. STAFF ANALYSIS

A total of five monument /entry signs are proposed (reference Sign Program Sheet Nos. 12, 13, 1, and 3). Two are proposed for the westerly driveway serving Roadside Drive; two are proposed

for the driveway entrance serving Agoura Road; and one is proposed at the intersection of Cornell Road and Agoura Road, facing Cornell Road. The signs are proposed to be consistent in design, with each including the name "Whizin Market Square" made of individual 1.5" thick, light green colored, aluminum lettering mounted on new wood plank fences. Each sign would be up-lit from a 6" high detached runner mounted below the sign and painted to match the fence. The total maximum sign area for each sign allowed per the Zoning Ordinance is 48 square feet, which the applicant is proposing to achieve. The fences themselves would be excluded from the sign area calculations as they also serve as separate architectural amenities within the project site.

Staff would note, however, that the Sign Ordinance allows for only one monument sign per street frontage to serve the center. In this instance, one monument/entry sign would be allowed on Roadside Drive, Cornell Road, and Agoura Road. If the applicant desires to have more than the three monument signs allowed per the Sign Ordinance, or desires more than one sign on a particular street frontage, he will need to file a separate Variance application for the Planning Commission's consideration. Staff has, therefore, included a condition of approval for this Sign Program which requires compliance with the Sign Ordinance relative to the number of allowed monument signs.

No changes to the dormer signs serving Wood Ranch Restaurant are proposed. The applicant is proposing to match the existing dormer-style signage with four (4) new dormer signs facing Cornell Road that will serve individual tenants located within the Atrium area (reference Sign Program Sheet Nos. 5, 6, and 8). Wall-mounted signs are also proposed to replace the cabinet "can" signs for the two buildings fronting Roadside Drive; for two tenant signs facing Cornell Road; and new signs for the tenant spaces fronting on Agoura Road. No changes are proposed at this time for the tenant signs that are oriented toward the main parking lot.

The wall-mounted signs would consist of halo-lit, aluminum reverse channel letters mounted on an aluminum, off-white sign face. The face of the signs would be framed in a steel trim border that would be mounted on a new wood fascia. The proposed dormer signs would include the same material, but would have a wood frame around the face of the sign. The color of the letters has not been specified, but staff is recommending the Director of Planning and Community Development approve the proposed sign colors for the center.

Tenant signs within the atrium are also proposed (reference Sign Program Sheet Nos. 9, 10, and 11). Ceiling hung signs are proposed within the first floor of the atrium, and wall-mounted blade signs are proposed within the second floor area. The typical size of the signs is 2'9" x 0'.9". The signs are proposed to include metal mounted in white-washed wood surfaces with a steel frame. Although the colors have not been specified by the applicant, the style of these signs is proposed to match the style of the dormer and wall-mounted signs.

The size of the primary tenant signs will be predicated on the amount of frontage each tenant space has. The Sign Ordinance allows for one square foot of sign area for each linear foot of tenant space frontage, not to exceed 50 square feet. A secondary sign of 10 square feet is also allowed for tenants which front a street and a parking lot or second street.

Similar to the recently constructed Shops at Oak Creek retail center on Canwood Street, the Whizin Market Square includes street frontage and interior parking lot frontage. The applicant is requesting that for tenant spaces with this dual frontage, that the street frontage be considered the primary frontage for sign purposes. The Planning Commission's decision of whether streets or the parking lot is considered the primary frontage dictates, by Code, on which building elevation the larger, primary business signs would be located.

Staff finds the proposed Sign Program to be an upgrade of the existing sign cabinets and to be consistent with the City Sign Guidelines and the Agoura Village Specific Plan, which calls for signs that coordinate with the building design, materials, color, size, and placement; encourages hanging signs, and discourages internally-illuminated sign cabinets. One of the purposes of the City Sign Ordinance is to support and promote viable businesses by allowing signage that provides adequate identification while also promoting and enhancing the quality of the visual environment of the city. The design of the tenant signs and monument/entry signs match the quality architectural style of the buildings they serve. The monument/entry signs will allow for the identification of the center from the three separate streets serving the center. Also, the placement of the signs will allow for proper visibility of vehicles and pedestrians. The construction of the signs will meet City Building Code requirements and the proposed illumination, as conditioned, will provide for adequate visibility without negatively impacting views from the 101 Freeway or surrounding parcels. The sign material and colors, as conditioned, will match the buildings they serve and will not detract from the surrounding neighborhood.

The Sign Program request was reviewed under the requirements of the California Environmental Quality Act (CEQA). The signs are considered to be minor accessory sign structures to the approved retail center and are therefore exempt from CEQA per Section 15311, and a negative declaration or environmental impact report is not warranted for this project.

Planning Commission  
November 18, 2010

Case Nos. 10-SP-053 (Whizin Market Square)

### **III. RECOMMENDATION**

Staff recommends that the Planning Commission approve Sign Program Case No. 10-SP-053, subject to conditions.

### **IV. ATTACHMENTS**

- \* Draft Resolution and Conditions of Approval
- \* Sign Program

Case Planner: Doug Hooper, Assistant Director of Community Development



RESOLUTION NO. 987

A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF AGOURA HILLS  
APPROVING A SIGN PROGRAM  
FOR THE WHIZIN MARKET SQUARE RETAIL CENTER  
(CASE NO. 10-SP-053)

THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS HEREBY FINDS, RESOLVES AND ORDERS AS FOLLOWS:

Section 1. An application was duly filed by Whizin Market Square, LLC, with respect to the property located at 28914 Roadside Drive (A.P.N. 2061-007-041, 052, 054), requesting approval of a new sign program for the Whizin Market Square retail center (Case No. 10-SP-053). A public hearing was duly held on November 18, 2010, at 6:30 p.m. in the Council Chambers of City Hall, 30001 Ladyface Court, Agoura Hills, California; and that notice of time, date and place and purpose of the aforesaid was duly given.

Section 2. Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid Public Meeting.

Section 3. The Planning Commission finds, pursuant to the Agoura Hills Zoning Ordinance, that:

- A. The sign program is consistent with the General Plan and the provisions of the Sign Ordinance. The sign program fosters business activity and incorporates signage that is integrated with the buildings' architectural character and provides meaningful identification, as called for in Goal LU-13 and Policy LU-13.2 of the General Plan Community Conservation and Development Element.
- B. The location of the proposed signs and the design of their visual elements are legible under normal viewing conditions prevailing where the signs are to be installed. Each sign is proposed to be illuminated and will be legible to pedestrians and motorists visiting the center, and will adequately identify each business tenant.
- C. The location and design of the proposed signs, their size, shape, illumination, and color are compatible with the visual characteristics of the surrounding area so as not to cause significant depreciation of the value or quality of adjacent properties. The signs are proportionate for the sizes of the buildings and the proposed sign colors and materials are compatible with the buildings they serve.
- D. The proposed sign program is consistent with the standards required of the Sign Ordinance in that the number of colors, the proposed materials and the illumination of the signs are consistent with the standards specified in the Sign Ordinance.

- E. The proposed sign program is consistent with the City's adopted sign design guidelines. The signs are compatible with the architectural design of the buildings through the use of the proposed colors, materials, size and proportions of the signs.

Section 4. The project includes the placement of accessory sign structures which serve an approved retail center, and are exempt from the California Environmental Quality Act (CEQA), per Section 15311, and does not require adoption of an environmental impact report or negative declaration.

Section 5. Based on the aforementioned findings, the Planning Commission hereby approves Sign Program Case No. 10-SP-053, subject to attached Conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 18<sup>th</sup> day of November, 2010, by the following vote to wit:

AYES: (0)  
NOES: (0)  
ABSTAIN: (0)  
ABSENT: (0)

\_\_\_\_\_  
Steve Rishoff, Chairperson

ATTEST:

\_\_\_\_\_  
Mike Kamino, Secretary



## CONDITIONS OF APPROVAL (CASE NO. 10-SP-053)

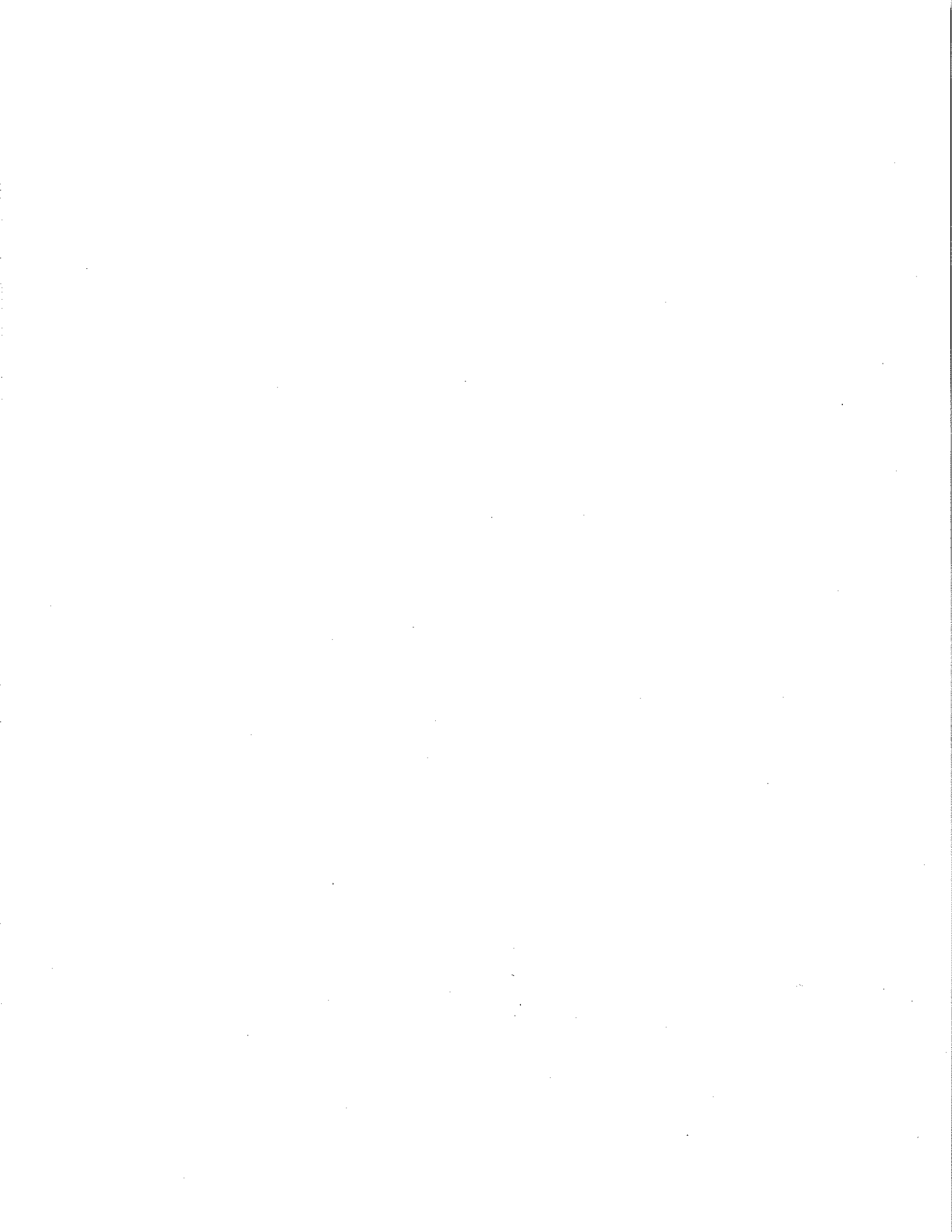
### STANDARD CONDITIONS

1. This decision for approval of the Sign Permit application, or any aspect of this decision, can be appealed to the City Council within fifteen (15) days from the date of Planning Commission action, subject to filing the required forms and related fees with the City.
2. The approval of this permit shall not be effective for any purpose until the applicant and property owner have agreed in writing that they are aware of, and accept all Conditions of this Permit with the Department of Planning and Community Development.
3. Except as modified herein, the approval of this action is limited to and requires the complete conformation to the approved Sign Program.
4. It is hereby declared to be the intent that if any provision of this Permit is held or declared invalid, the Permit shall be void and the privileges granted hereunder shall lapse.
5. It is further declared and made a Condition of this action that if any Condition herein is violated, the Permit shall be suspended and the privileges granted hereunder shall lapse; provided that the applicant has been given written notice to cease such violation and has failed to do so for a period of thirty (30) days.
6. Unless this approval is used within two (2) years from the date of City approval, Case No. 10-SP-053 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
7. The applicant or property owner shall obtain a Building Permit from the Department of Building and Safety prior to construction of any sign.

### SPECIAL CONDITIONS

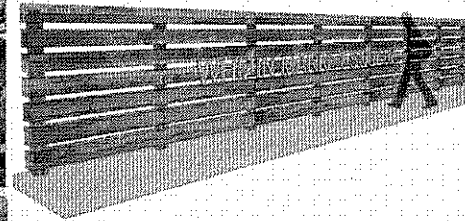
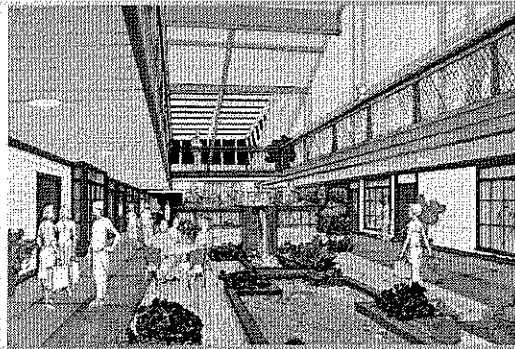
8. The signs shall comply with the requirements of the City Sign Ordinance. Deviations from the Sign Ordinance requirements will require the City's consideration of a Variance or Modification application.
9. Each tenant sign and each monument/directory tenant sign shall be subject to approval of a Sign Permit from the Planning Department. The proposed colors of each tenant sign shall be subject to approval by the Director of Planning and Community Development.
10. The Planning Commission has determined that the street frontage is considered the primary frontage for business tenant spaces that have dual frontages with the street and the internal parking lot serving the center.

END



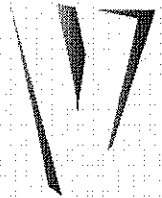
# WHIZIN MARKET SQUARE

AGOORA HILLS, CA  
November 1, 2010



NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN

8943 Fullbright Avenue, Chatsworth, California 91311  
T 800.525.5019 · F 610.787.0115 · [www.vsb@legraphica.com](http://www.vsb@legraphica.com)



VISIBLE GRAPHICS

# WHIZIN MARKET SQUARE

## Signage Guidelines

### GENERAL

THE FOLLOWING CRITERIA HAS BEEN ESTABLISHED FOR THE PURPOSE OF ASSURING A CONSISTENT SIGN DESIGNED PROGRAM FOR THE MUTUAL BENEFIT OF ALL OCCUPANTS. FLEXIBILITY OF DESIGN IS ENCOURAGED AND AT THE SAME TIME OVERALL VISUAL HARMONY IS MAINTAINED. CONFORMITY WITH THIS CRITERIA WILL BE ENFORCED BY THE DEVELOPER / LANDLORD & CITY. ANY SIGN NON-CONFORMING OR UNAPPROVED WILL BE BROUGHT INTO CONFORMITY AT EXPENSE OF THE TENANT.

### SUBMITTAL TO OWNER

TENANT SHALL SUBMIT FOUR (4) COPIES OF DETAILED SHOP DRAWINGS TO OWNER FOR APPROVAL PRIOR TO CITY SUBMITTAL OR SIGN FABRICATION. SIGN DRAWINGS ARE TO BE PREPARED BY A STATE LICENSED SIGN CONTRACTOR. ALL SIGNS MUST CONFORM TO THE CITY REQUIREMENTS OF CITY OF AGOURA HILLS PLANNING & BUILDING DEPARTMENT.

### SUBMITTALS SHALL INCLUDE THE FOLLOWING:

TENANT ELEVATIONS:  
SCALED ELEVATION OF TENANTS SIGN  
DEPICTING THE PROPOSED SIGN DESIGN  
AND ALL THE DIMENSIONS AS THEY RELATE  
TO THE TENANT'S SIGN.

SHOP DRAWINGS  
FULLY DIMENSIONED AND SCALED SHOP  
DRAWINGS SPECIFYING EXACT DIMENSIONS,  
COPY LAYOUT, TYPE STYLES, MATERIALS,  
COLORS, MEANS OF ATTACHMENT, ILLUMINATION,  
ELECTRICAL SPECIFICATIONS, AND ALL OTHER

### SUBMITTAL TO CITY

THREE (3) FULL SETS OF PLANS MUST BE APPROVED BY OWNER PRIOR TO PERMIT APPLICATION. TENANT TO HAVE HIS OR HER SIGN CONTRACTOR TO SUBMIT TO THE CITY AND WILL BE RESPONSIBLE FOR ALL APPLICABLE APPLICATION, PERMIT FEES AND THE PLANNING AND BUILDING DEPARTMENTS.

### TENANT'S RESPONSIBILITY

1. TENANT'S SIGN CONTRACTOR SHALL CARRY WORKMANS COMPENSATION AND PUBLIC LIABILITY INSURANCE AGAINST ALL DAMAGE SUFFERED OR DONE BY ANY AND ALL PERSONS AND/OR PROPERTY WHILE ENGAGED IN THE AMOUNT OF \$1,000,000 PER OCCURRENCE. EVIDENCE OF THIS INSURANCE MUST BE PROVIDED TO DEVELOPER / LANDLORD PRIOR TO INSTALLATION.

2. THE OWNER MAY, AT HIS DISCRETION AND AT THE TENANT'S EXPENSE CORRECT, REPLACE, OR REMOVE ANY SIGN THAT IS INSTALLED WITHOUT WRITTEN APPROVAL.

3. TENANT SHALL BE RESPONSIBLE FOR THE FOLLOWING EXPENSES RELATING TO THE SIGNAGE AT HIS OR HER STORE:

- 100% APPROVAL AND PERMIT PROCESSING COSTS AND APPLICATION FEES.

- 100% OF COSTS FOR SIGN FABRICATION AND INSTALLATION.

4. UPON VACANCY, TENANT SHALL REMOVE SIGN AND RESTORE FASCIA TO ORIGINAL CONDITION AT TENANT'S SOLE COST AND EXPENSE WITHIN FIFTEEN (15) DAYS OF EXPIRATION OF TERM OR EARLIER TERMINATION OF TENANT'S LEASE.

- TENANT TO PROVIDE WIRING, POWER AND FINAL HOOK UP FROM LANDLORDS HOUSE PANEL TO J-BOX.

### SUBMITTAL & APPROVALS

THERE IS A FORMAL PROCESS FOR THE DEVELOPMENT, REVIEW, AND APPROVAL OF BUSINESS IDENTIFICATION SIGNS AT THE CENTER. ALL TENANT SIGNAGE IS SUBJECT TO THE DEVELOPER / LANDLORD WRITTEN APPROVAL. APPROVAL WILL BE GRANTED BASED UPON THE FOLLOWING:

1. DESIGN, FABRICATION, METHOD OF INSTALLATION OF ALL SHALL CONFORM TO THIS SIGN PROGRAM.

2. PROPOSED SIGNAGE IS IN HARMONY WITH ADJACENT SIGNAGE CONDITION.



# WHIZIN MARKET SQUARE

## Signage Guidelines

### **ROADSIDE DR. BUILDINGS (FRONT AND REAR ELEVATIONS) DORMER SIGNS FACING CORNELL RD., LAST TWO SIGNS AT THE SOUTH WEST CORNER OF THE BUILDING FACING CORNELL RD. AND FIRST THREE SIGNS AT SOUTH WEST CORNER OF PROPERTY FACING AGOURA RD.**

#### **DESIGN GUIDELINES**

THE PROPOSE OF ESTABLISHING THESE DESIGNS GUIDELINES IS TO ENSURE THAT EACH TENANT SIGN WILL CONTRIBUTE TO THE CENTERS SUCCESS. HIGH QUALITY SIGNAGE, WHICH REFLECTS THE INTEGRITY OF THE ARCHITECTURE, WILL BE ENCOURAGED. TENANT INDIVIDUAL SIGNS SHOULD INCORPORATE A DIVERSITY OF SIGN STYLES, AND ICONS, AND MATERIALS.

#### **A. MATERIALS**

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE MATERIALS SUBJECT TO OWNER AND CITY APPROVALS. ALL TENANT SIGNS SHALL CONSIST OF:

- ILLUMINATED HALO LIT CHANNEL LETTERS

#### **B. ILLUMINATION**

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE LIGHTING METHOD SUBJECT TO OWNER AND CITY APPROVAL.

- WARM WHITE LED

#### **C. TYPE STYLES AND LOGOS**

THE USE OF LOGOS DISTINCTIVE TYPESTYLES ARE ENCOURAGED FOR ALL TENANT SIGN. TENANTS MAY ADOPT ESTABLISHED TYPESTYLES AND LOGOS. THESE IMAGES MUST BE ARCHITECTURALLY COMPATIBLE AND APPROVED BY DEVELOPER / LANDLORD.

#### **D. SIGN COLORS AND FINISHES**

ALL TENANT SIGN COLORS MUST BE APPROVED BY THE DEVELOPER / LANDLORD AND CITY PRIOR TO FABRICATION. TO ASSIST IN ACHIEVING A HARMONIOUS BLEND OF COLOR THROUGHOUT THE CENTER, THE FOLLOWING GUIDELINES ARE TO BE ADHERED TO:

##### **SIGN COLORS:**

- BACKGROUND COLOR TO BE PAINTED BENJAMIN MOORE "WHITE DOVE" OC-17.
- LETTERS TO BE PAINTED BENJAMIN MOORE BM 2134-30 "IRON MOUNTAIN" UNLESS OTHERWISE APPROVED BY LANDLORD.

#### **E. TENANT SIGN ALLOCATION**

SIGN QUANTITIES AND AREAS AS SET FORTH IN THIS PROGRAM ARE DEEMED FAIR AND APPROPRIATE FOR THE CURRENT TENANT OCCUPANCIES. IN THE EVENT THAT TENANT LEASEHOLD SPACES ARE DIVIDED OR COMBINED IN THE FUTURE, SIGN LOCATIONS, AREAS, AND QUANTITIES MAY CHANGE, PROVIDED THAT THE OVERALL SIGN AREA AND OTHER SIGN SIZE LIMITATIONS AS SET FORTH BY THIS PROGRAM ARE NOT TO EXCEED.

#### **F. SIZE AND QUANTITY**

FOR SIGNS AT FRONT & REAR OF ROADSIDE DR., 2 SIGNS AT SOUTH WEST PORTION OF CORNELL BUILDING AND FIRST 3 SIGNS AT SOUTH WEST CORNER FACING AGOURA RD.

SIZES AND QUANTITIES FOR TENANT SIGNS SHALL BE OUTLINED IN THIS CRITERIA FOR EACH SIGN TYPE. ALL COPY TO FIT WITHIN 26" X 10'-0" FABRICATED STOREFRONT SIGN. FOR ROADSIDE TENANTS, ONE SIGN AT FRONT AND REAR ELEVATIONS SHALL BE ALLOWED:

FOR TENANTS WITH DORMER SIGNS ON CORNELL RD: ALL COPY TO FIT WITHIN DORMER FACADES PROVIDED AND SHALL NOT EXCEED 40 SQ FEET.

#### **G. PROHIBITED SIGNS**

THE FOLLOWING SIGNS ARE PROHIBITED BY OWNER:

- TEMPORARY SIGNS, WINDOW SIGNS, PLACARDS, FLAGS PENNANTS, AND BANNERS OF ANY TYPE SHALL BE PROHIBITED, EXCEPT AS OTHERWISE PREVIOUSLY APPROVED BY THE OWNER AND THE COUNTY OF RIVERSIDE PRIOR TO INSTALLATION.
- NO ANIMATED, FLASHING, AUDIBLE, OFF-PREMISE, OR VEHICLE SIGNS ARE ALLOWED.
- NO EXPOSED RACEWAYS, CROSS-OVERS, CONDUITS, NEON TUBE CONDUCTORS, TRANSFORMERS ARE ALLOWED. THE ONLY ACCEPTABLE WIREWAYS ARE THE WIREWAYS (SIGN BACKGROUND) AS DRAWN ON APPROVED SIGN DRAWINGS IN THE MASTER SIGN PLAN.



# WHIZIN MARKET SQUARE

## Signage Guidelines

### ATRIUM TENANTS FIRST FLOOR

#### DESIGN GUIDELINES

THE PROPOSE OF ESTABLISHING THESE DESIGNS GUIDELINES IS TO ENSURE THAT EACH TENANT SIGN WILL CONTRIBUTE TO THE CENTERS SUCCESS . HIGH QUALITY SIGNAGE, WHICH REFLECTS THE INTEGRITY OF THE ARCHITECTURE, WILL BE ENCOURAGED. TENANT INDIVIDUAL SIGNS SHOULD INCORPORATE A DIVERSITY OF SIGN STYLES, AND ICONS, AND MATERIALS.

#### A. MATERIALS

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE MATERIALS SUBJECT TO OWNER AND CITY APPROVALS. ALL TENANT SIGNS SHALL CONSIST OF:

- DOUBLE SIDED RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER CUT ALUMINUM LETTERS PIN MOUNTED TO SURFACE WITH 1/2"-1" RELIEF.
- 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD, SUSPENDED BY 1" HIGH ALUMINUM TO MATCH.

#### B. ILLUMINATION

SIGN TO BE NON-ILLUMINATED

#### C. TYPE STYLES AND LOGOS

THE USE OF LOGOS DISTINCTIVE TYPESTYLES ARE ENCOURAGED FOR ALL TENANT SIGN. TENANTS MAY ADOPT ESTABLISHED TYPESTYLES AND LOGOS. THESE IMAGES MUST BE ARCHITECTURALLY COMPATIBLE AND APPROVED BY DEVELOPER / LANDLORD.

#### D. SIGN COLORS AND FINISHES

ALL TENANT SIGN COLORS MUST BE APPROVED BY THE DEVELOPER / LANDLORD AND CITY PRIOR TO FABRICATION. TO ASSIST IN ACHIEVING A HARMONIOUS BLEND OF COLOR THROUGHOUT THE CENTER, THE FOLLOWING GUIDELINES ARE TO BE ADHERED TO:

##### SIGN COLORS:

- BACKGROUND COLOR TO BE PAINTED BENJAMIN MOORE "WHITE DOVE" OC-17.
- LETTERS TO BE PAINTED BENJAMIN MOORE BM 2134-30 "IRON MOUNTAIN" UNLESS OTHERWISE APPROVED BY LANDLORD.

#### E. TENANT SIGN ALLOCATION

SIGN QUANTITIES AND AREAS AS SET FORTH IN THIS PROGRAM ARE DEEMED FAIR AND APPROPRIATE FOR THE CURRENT TENANT OCCUPANCIES. IN THE EVENT THAT TENANT LEASEHOLD SPACES ARE DIVIDED OR COMBINED IN THE FUTURE, SIGN LOCATIONS AREAS, AND QUANTITIES MAY CHANGE, PROVIDED THAT THE OVERALL SIGN AREA AND OTHER SIGN SIZE LIMITATIONS AS SET FORTH BY THIS PROGRAM ARE NOT TO EXCEED.

#### F. SIZE AND QUANTITY

SIZES AND QUANTITIES FOR TENANT SIGNS SHALL BE OUTLINED IN THIS CRITERIA FOR EACH SIGN TYPE. EACH TENANT SHALL BE ALLOWED (1) DOUBLE SIDED SIGN TO HANG OUTSIDE OF STOREFRONT INSIDE OF ATRIUM FROM UNDERSIDE OF WALK WAY CEILING SIZE TO BE 9"H X 2'-9"L X 2" DEEP

#### G. PROHIBITED SIGNS

THE FOLLOWING SIGNS ARE PROHIBITED BY OWNER:

- TEMPORARY SIGNS, WINDOW SIGNS, PLACARDS, FLAGS PENNANTS, AND BANNERS OF ANY TYPE SHALL BE PROHIBITED, EXCEPT AS OTHERWISE PREVIOUSLY APPROVED BY THE OWNER AND THE COUNTY OF RIVERSIDE PRIOR TO INSTALLATION.
- NO ANIMATED, FLASHING, AUDIBLE, OFF-PREMISE, OR VEHICLE SIGNS ARE ALLOWED.
- NO EXPOSED RACEWAYS, CROSS-OVERS, CONDUITS, NEON TUBE CONDUCTORS, TRANSFORMERS ARE ALLOWED.



# WHIZIN MARKET SQUARE

## Signage Guidelines

### ATRIUM TENANTS SECOND FLOOR

#### DESIGN GUIDELINES

THE PROPOSE OF ESTABLISHING THESE DESIGNS GUIDELINES IS TO ENSURE THAT EACH TENANT SIGN WILL CONTRIBUTE TO THE CENTERS SUCCESS . HIGH QUALITY SIGNAGE, WHICH REFLECTS THE INTEGRITY OF THE ARCHITECTURE, WILL BE ENCOURAGED. TENANT INDIVIDUAL SIGNS SHOULD INCORPORATE A DIVERSITY OF SIGN STYLES, AND ICONS, AND MATERIALS.

#### A. MATERIALS

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE MATERIALS SUBJECT TO OWNER AND CITY APPROVALS. ALL TENANT SIGNS SHALL CONSIST OF:

- DOUBLE SIDED RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER CUT ALUMINUM LETTERS PIN MOUNTED TO SURFACE WITH 1/2"x1" RELIEF.
- 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD, SUSPENDED BY 1" HIGH ALUMINUM TO MATCH.

#### B. ILLUMINATION

SIGN TO BE NON-ILLUMINATED

#### C. TYPE STYLES AND LOGOS

THE USE OF LOGOS DISTINCTIVE TYPESTYLES ARE ENCOURAGED FOR ALL TENANT SIGN. TENANTS MAY ADOPT ESTABLISHED TYPESTYLES AND LOGOS. THESE IMAGES MUST BE ARCHITECTURALLY COMPATIBLE AND APPROVED BY DEVELOPER / LANDLORD.

#### D. SIGN COLORS AND FINISHES

ALL TENANT SIGN COLORS MUST BE APPROVED BY THE DEVELOPER / LANDLORD AND CITY PRIOR TO FABRICATION. TO ASSIST IN ACHIEVING A HARMONIOUS BLEND OF COLOR THROUGHOUT THE CENTER, THE FOLLOWING GUIDELINES ARE TO BE ADHERED TO:

SIGN COLORS:

- BACKGROUND COLOR TO BE PAINTED BENJAMIN MOORE "WHITE DOVE" 0C-17.
- LETTERS TO BE PAINTED BENJAMIN MOORE BM 2134-30 "IRON MOUNTAIN" UNLESS OTHERWISE APPROVED BY LANDLORD.

#### E. TENANT SIGN ALLOCATION

SIGN QUANTITIES AND AREAS AS SET FORTH IN THIS PROGRAM ARE DEEMED FAIR AND APPROPRIATE FOR THE CURRENT TENANT OCCUPANCIES. IN THE EVENT THAT TENANT LEASEHOLD SPACES ARE DIVIDED OR COMBINED IN THE FUTURE, SIGN LOCATIONS AREAS, AND QUANTITIES MAY CHANGE, PROVIDED THAT THE OVERALL SIGN AREA AND OTHER SIGN SIZE LIMITATIONS AS SET FORTH BY THIS PROGRAM ARE NOT TO EXCEED.

#### F. SIZE AND QUANTITY

SIZES AND QUANTITIES FOR TENANT SIGNS SHALL BE OUTLINED IN THIS CRITERIA FOR EACH SIGN TYPE. EACH TENANT SHALL BE ALLOWED (1) DOUBLE SIDED SIGN, SIGN TO BE A WALL MOUNTED BLADE SIGN, TO BE PLACED ON SECOND FLOOR.  
SIGN SIZE TO BE 9"H X 2'-9"L X 2" DEEP

#### G. PROHIBITED SIGNS

THE FOLLOWING SIGNS ARE PROHIBITED BY OWNER:

- TEMPORARY SIGNS, WINDOW SIGNS, PLACARDS, FLAGS PENNANTS, AND BANNERS OF ANY TYPE SHALL BE PROHIBITED, EXCEPT AS OTHERWISE PREVIOUSLY APPROVED BY THE OWNER AND THE COUNTY OF RIVERSIDE PRIOR TO INSTALLATION.
- NO ANIMATED, FLASHING, AUDIBLE, OFF-PREMISE, OR VEHICLE SIGNS ARE ALLOWED.
- NO EXPOSED RACEWAYS, CROSS-OVERS, CONDUITS, NEON TUBE CONDUCTORS, TRANSFORMERS ARE ALLOWED.



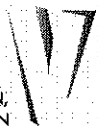
# WHIZIN MARKET SQUARE

## Signage Guidelines

### FABRICATION REQUIREMENTS

FABRICATION AND INSTALLATION OF ALL SIGNS SHALL BE SUBJECT TO THE FOLLOWING RESTRICTIONS:

- A. ALL SIGNS SHALL BE FABRICATED AND INSTALLED WITH UL APPROVED COMPONENTS AND BE IN COMPLIANCE WITH ALL BUILDING AND ELECTRICAL CODES.
- B. ALL SIGNS SHALL BE FABRICATED AND INSTALLED WITH NO VISIBLE SCREWS, SEEMS, RIVETS, OR FASTENING DEVICES.
- C. SIGNS SHALL BE MADE OF DURABLE RUST INHIBITED MATERIALS THAT ARE APPROPRIATE AND COMPLEMENTARY TO THE BUILDING.
- D. SIGN MANUFACTURE SHALL SUPPLY A UL LABEL IN AN INCONSPICUOUS LOCATION.
- E. PAINT COLORS AND FINISHES MUST BE REVIEWED AND APPROVED BY THE OWNER.
- F. ALL LED TO BE WARM WHITE. ALL OTHER FORMS OF ILLUMINATION ARE NOT PERMITTED.
- G. LETTER FACES SHALL BE ATTACHED TO RETURNS USING A CONTINUOUS WELD. LIGHT LEAKS BETWEEN FACES AND RETURNS WILL NOT BE PERMITTED.
- H. ALL HALO ILLUMINATED SIGNS WILL HAVE LETTER BACKS THAT ARE 3/16" THICK CLEAR LEXAN.
- I. ALL HALO LETTERS SHALL BE INSTALLED PIN-MOUNTED 1-1/2" OFF BUILDING FASCIA USING THREADED RODS OR ANCHOR BOLTS. SPACERS SHALL BE NON-CORROSIVE, AND PAINTED TO MATCH BACKGROUND COLOR. ALL BOLTS AND MOUNTED DEVICES SHALL CONSIST OF PORCELAIN FINISHED IRON, STAINLESS STEEL, ALUMINUM OR CARBON BEARING STEEL WITH PAINTED FINISH. ANGLE CLIPS ATTACHED TO LETTER SIDES WILL NOT BE PERMITTED.
- J. ALL SIGN FINISHES SHALL BE FREE OF DUST, ORANGE PEEL, DRIPS, AND RUNS. FINISHES SHOULD HAVE UNIFORM COVERAGE AND BE OF THE HIGHEST QUALITY.

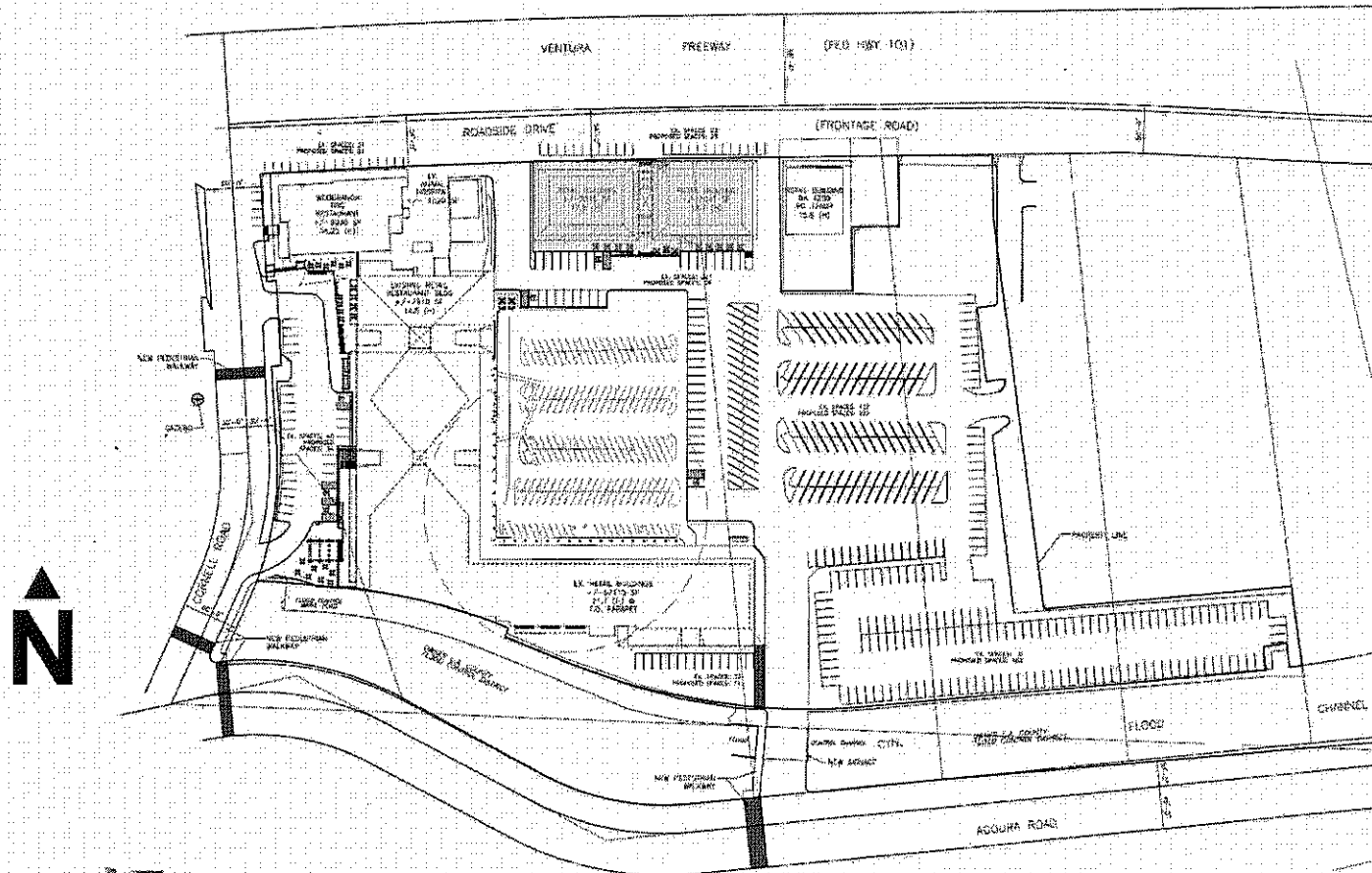




# WHIZIN MARKET SQUARE

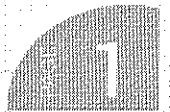
Site Plan

ROADSIDE BUILDINGS SIGNAGE



**VISIBLE GRAPHICS**  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN

THIS CRITERIA IS OWNED AND MAINTAINED BY VISIBLE GRAPHICS INC. 14732 CALVERT STREET VAN NUYS, CA 91411



# WHIZIN MARKET SQUARE

*Front Elevation*

ROADSIDE BUILDINGS SIGNAGE



**VISIBLE GRAPHICS**  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN



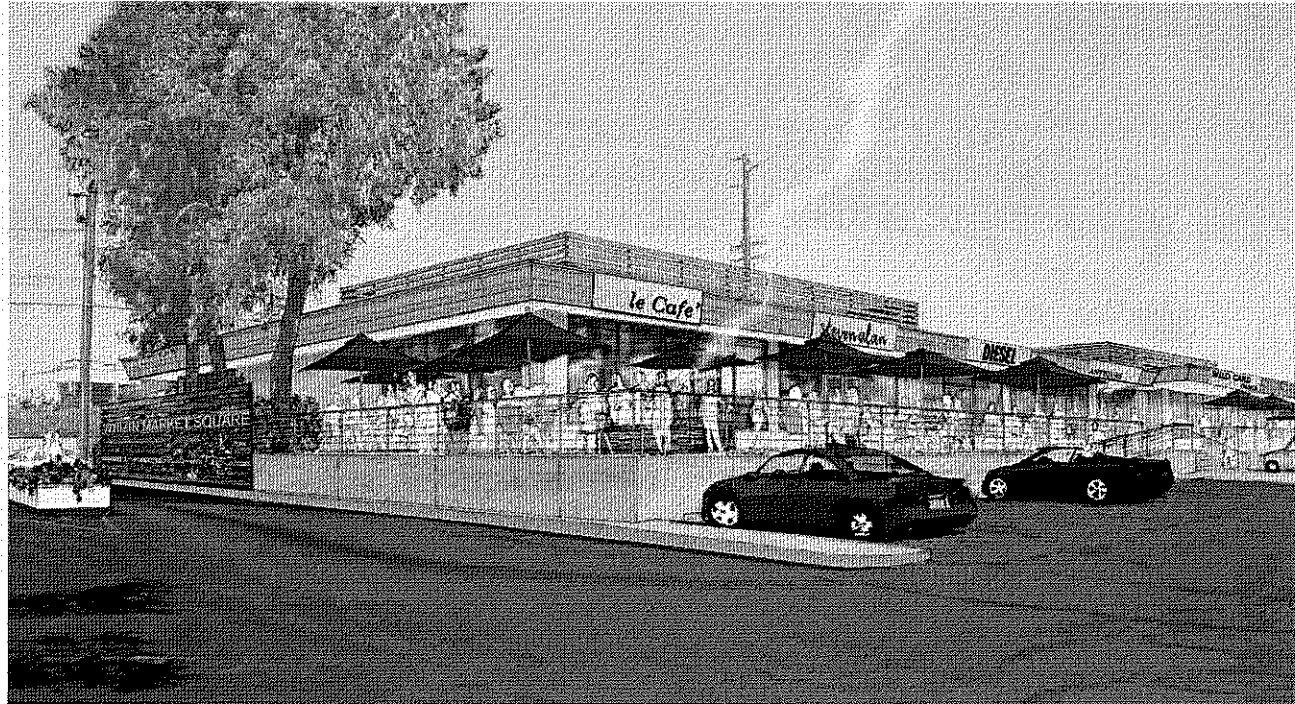
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# WHIZIN MARKET SQUARE

Rear Elevation

ROADSIDE BUILDINGS SIGNAGE



**BUILDING ELEVATION SHOWN IS CONCEPTUAL. DRAWINGS ARE FOR SIGNAGE REFERENCE ONLY**

**VISIBLE GRAPHICS**  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN



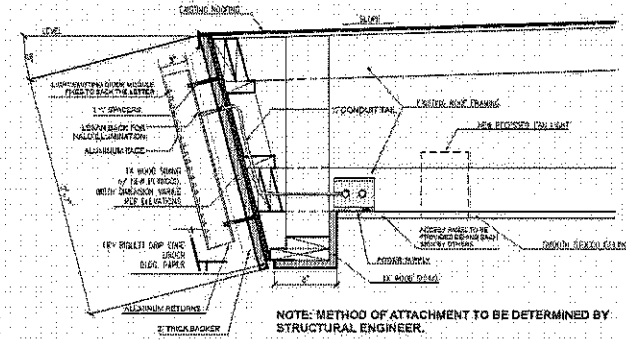
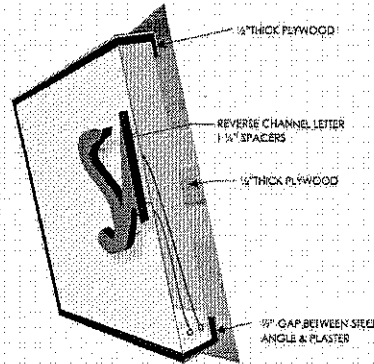
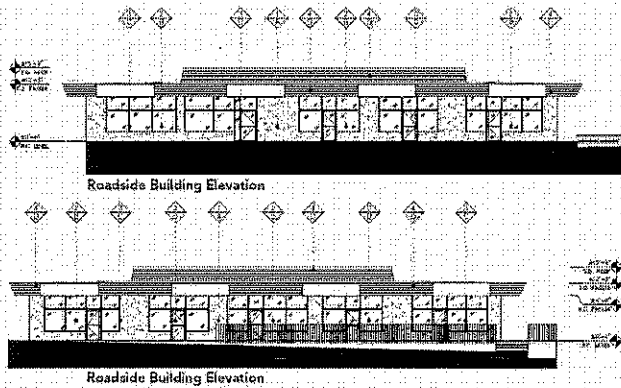
THIS CRITERIA IS OWNED AND MAINTAINED BY VISIBLE GRAPHICS INC., 14732 CALVERT STREET VAN NUYS, CA 91411



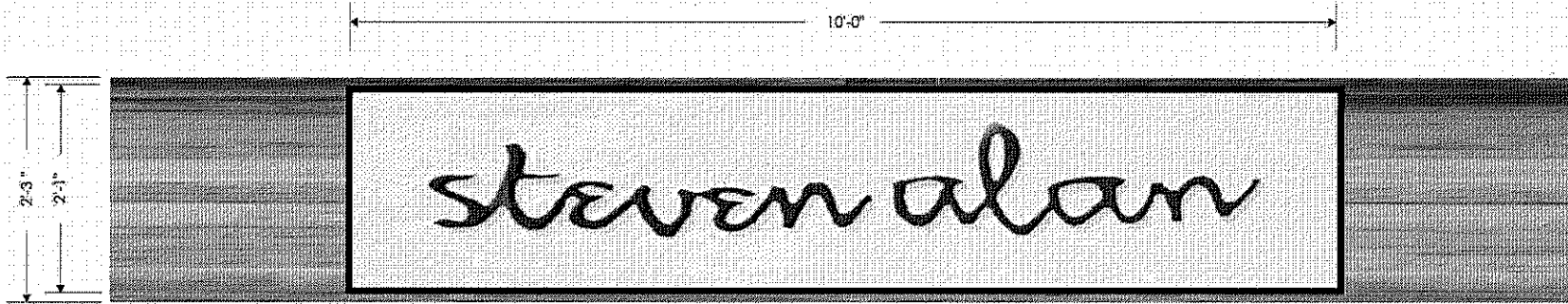
# WHIZIN MARKET SQUARE

## ROADSIDE BUILDINGS SIGNAGE

### Detail Section



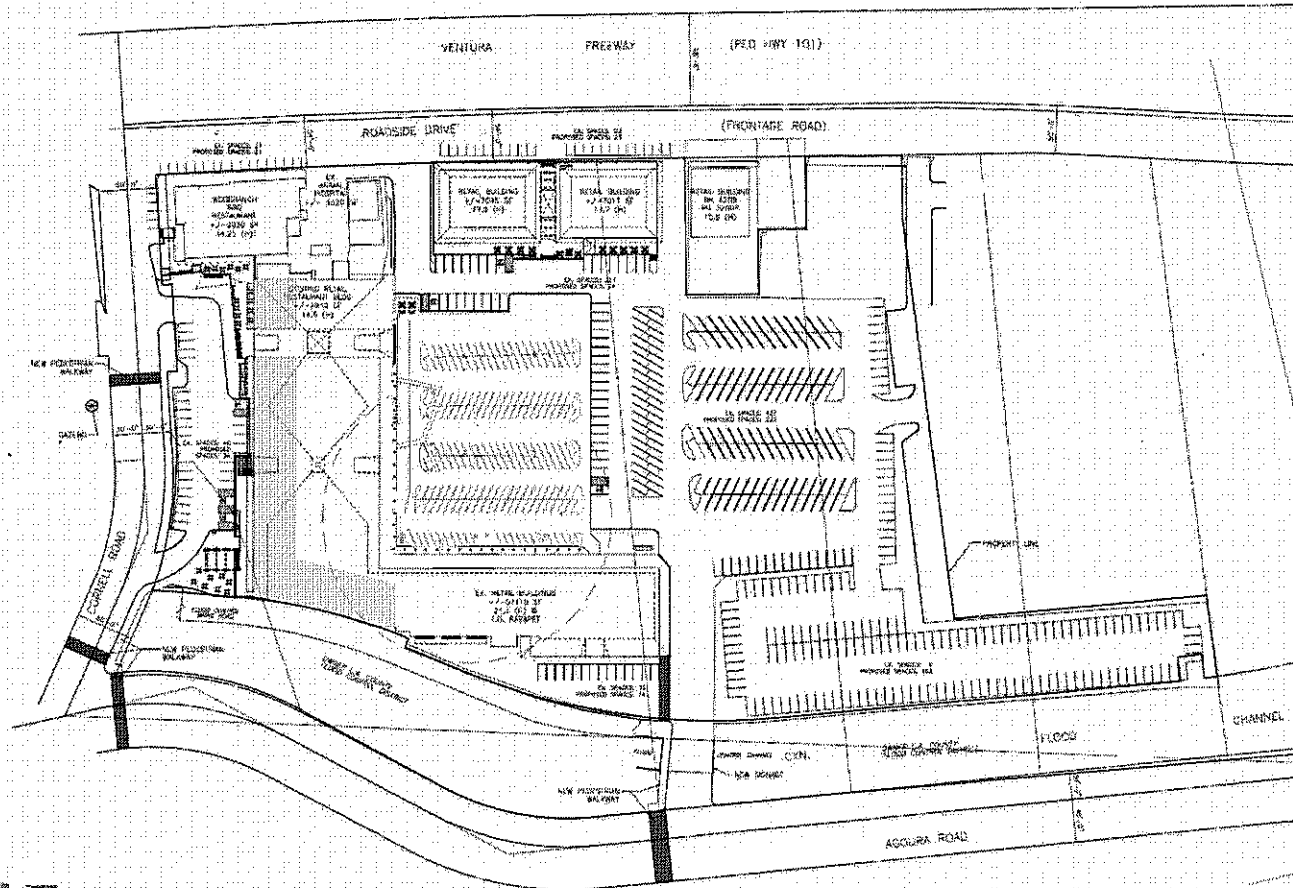
NOTE: METHOD OF ATTACHMENT TO BE DETERMINED BY STRUCTURAL ENGINEER.



# WHIZIN MARKET SQUARE

Site Plan

CORNELL RD. AND SOUTH WEST CORNER FACING AGOURA RD. BUILDING SIGNAGE



**VISIBLE GRAPHICS**  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN



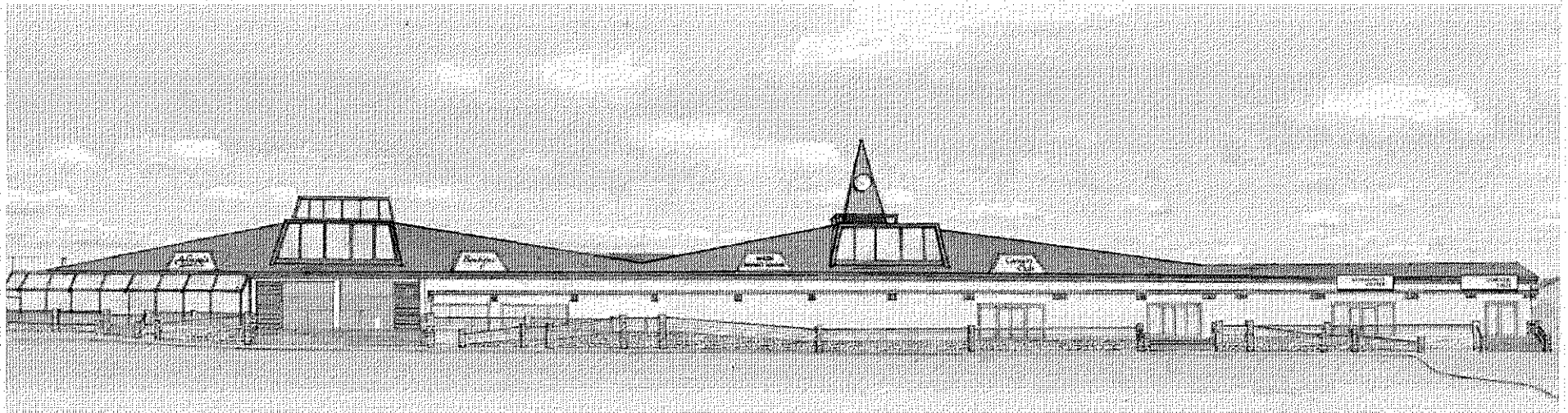
THIS CRITERIA IS OWNED AND MAINTAINED BY VISIBLE GRAPHICS INC. 14792 CALVERT STREET VAN NUYS, CA 91411



# WHIZIN MARKET SQUARE

*Cornell Rd. Building*

CORNELL RD. BUILDING SIGNAGE

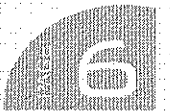


**BUILDING ELEVATION SHOWN IS CONCEPTUAL. DRAWINGS ARE FOR SIGNAGE REFERENCE ONLY**

**VISIBLE GRAPHICS**  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN



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# WHIZIN MARKET SQUARE

*South West Corner of Cornell Rd & Agoura Rd*

SOUTH WEST CORNER BUILDING SIGNAGE



VISIBLE GRAPHICS  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN



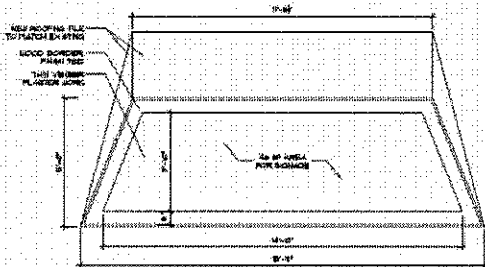
THIS CRITERIA IS OWNED AND MAINTAINED BY VISIBLE GRAPHICS INC. 14792 CALVERT STREET VAN NUYS, CA 91411



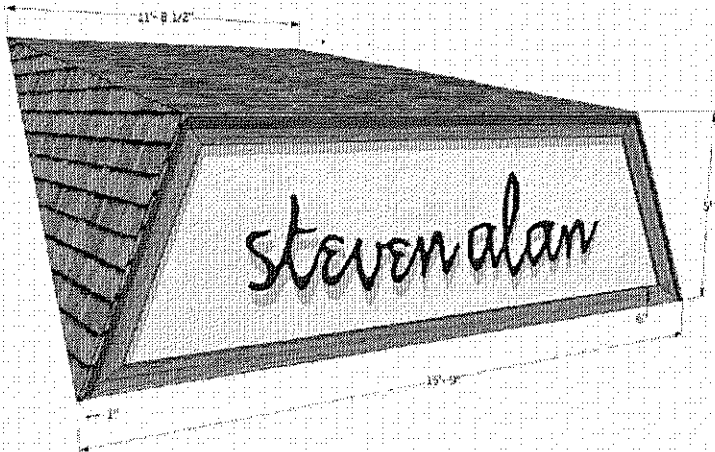
# WHIZIN MARKET SQUARE

Cornell Rd. Building

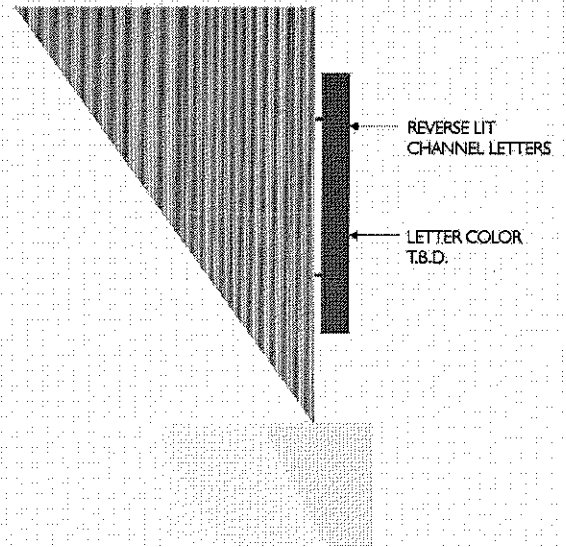
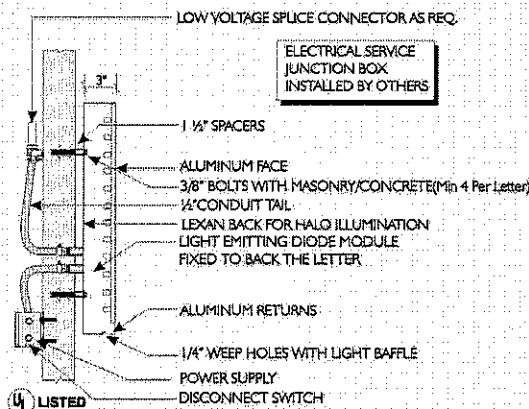
CORNELL RD. BUILDING (DORMER SIGNS)



1 DORMER FRONT ELEVATION  
SCALE: 1/4\"/>



QTY: 6



## Reverse Channel Letters

NOTE: METHOD OF ATTACHMENT TO BE DETERMINED BY STRUCTURAL ENGINEER.

VISIBLE GRAPHICS  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN



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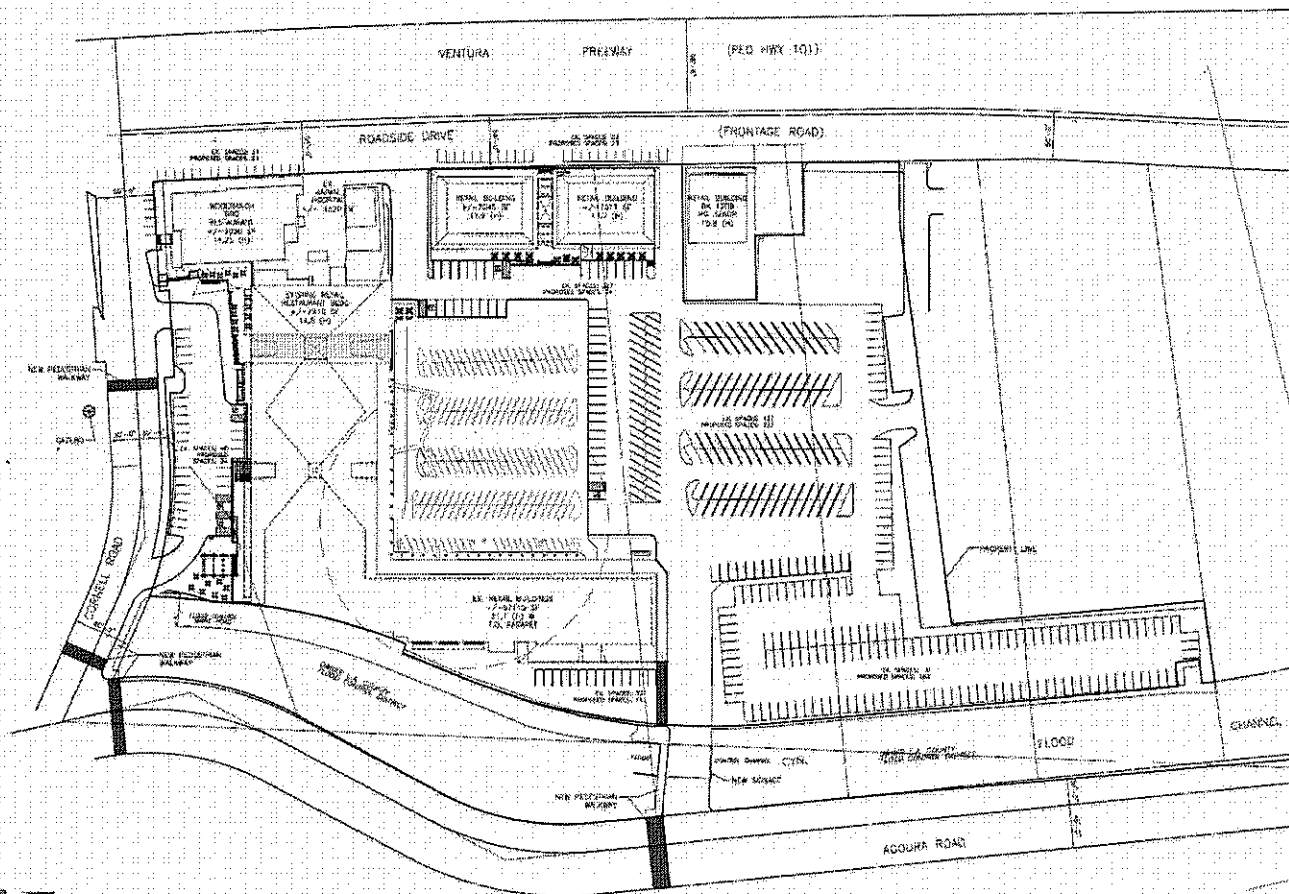




# WHIZIN MARKET SQUARE

Site Plan

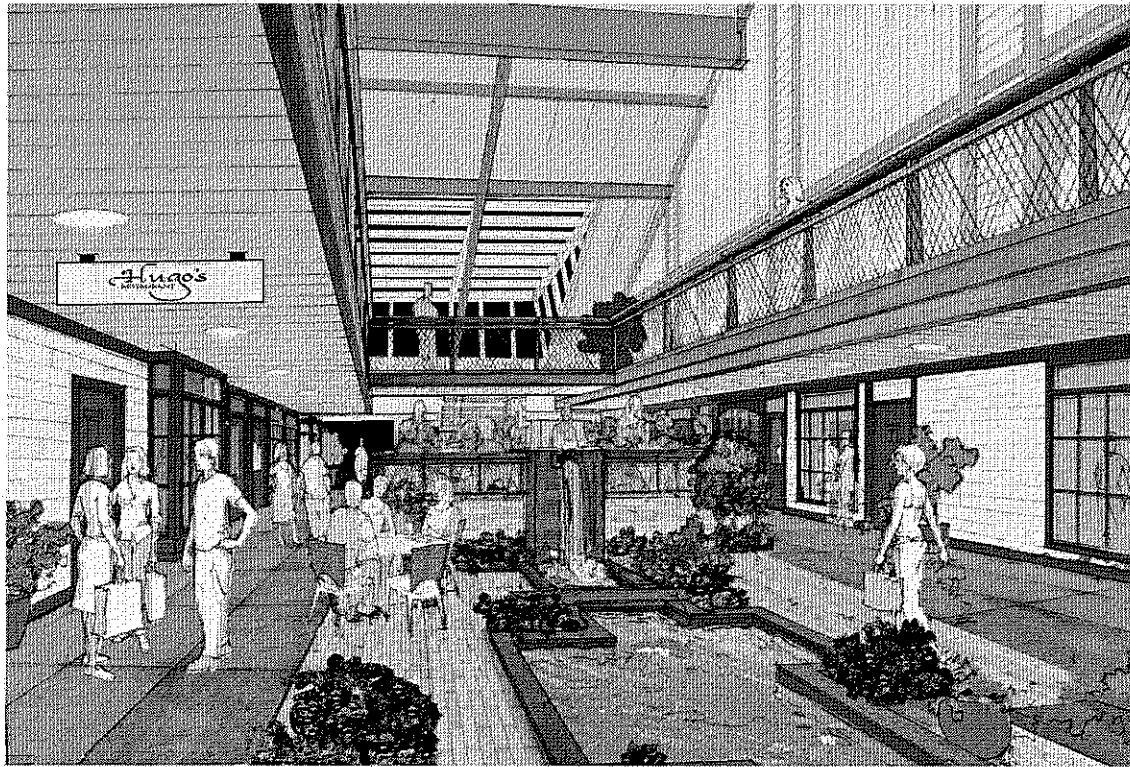
## ATRIUM BUILDING SIGNAGE



# WHIZIN MARKET SQUARE

Atrium Signage- First Floor

ATRIUM BUILDING SIGNAGE



FIRST FLOOR



SECOND FLOOR

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PROJECT MANAGEMENT AND DESIGN



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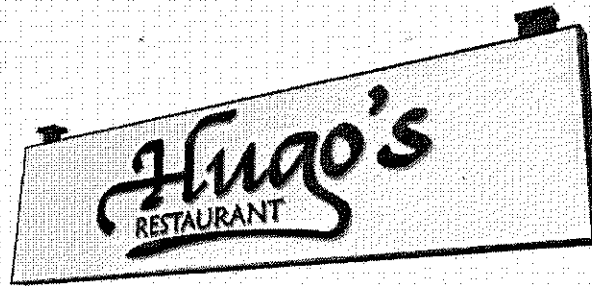
# WHIZIN MARKET SQUARE

## Atrium Signage- Details

### ATRIUM BUILDING SIGNAGE

#### ATRIUM\_SIGNAGE

- FIRST FLOOR



ATRIUM SIGNAGE-CEILING HUNG  
2"D x 2'-9"W x 0'-9"H

#### ATRIUM SPACE SIGNAGE

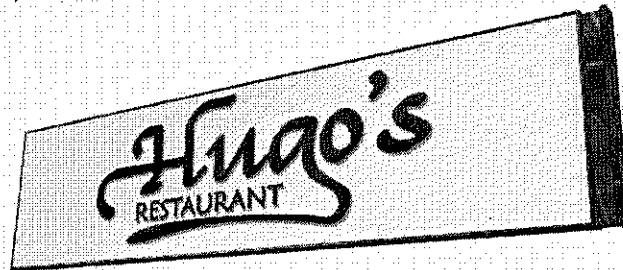
##### CEILING HUNG SIGN - FIRST FLOOR

RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER-CUT METAL LETTERS PIN-MOUNTED TO SURFACE, WITH 1/2"-1" RELIEF. 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD, SUSPENDED BY 1" HIGH METAL MOUNTING TO MATCH.

##### WALL-MOUNT BLADE SIGN - SECOND FLOOR

RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER-CUT METAL LETTERS PIN-MOUNTED TO SURFACE, WITH 1/2"-1" RELIEF. 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD. 1" HIGH METAL MOUNTING TO MATCH, RUNS ENTIRE HEIGHT OF SIGN.

- SECOND FLOOR



ATRIUM SIGNAGE-WALL MOUNT BLADE  
2"D x 2'-9"W x 0'-9"H

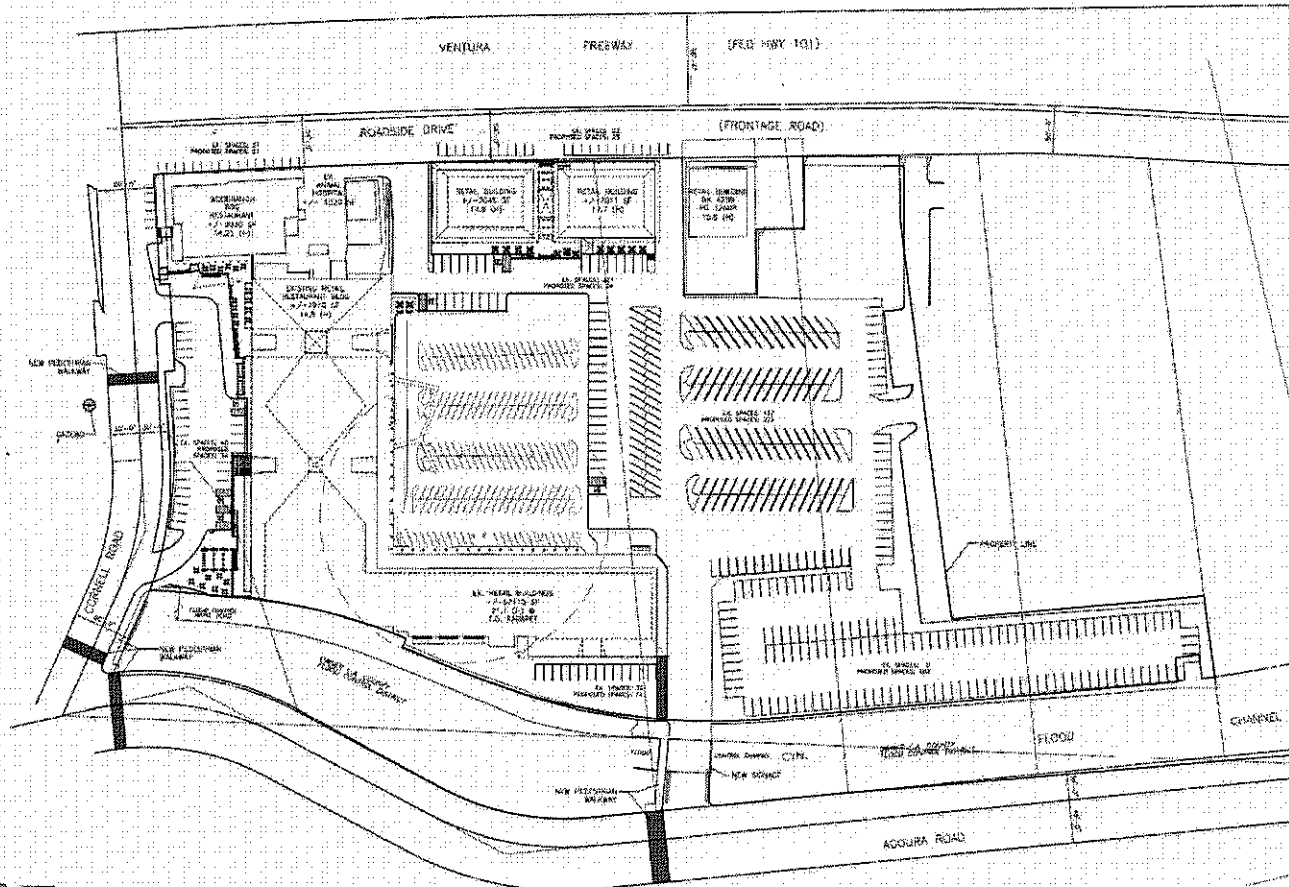
Atrium Signage: Suspended Signage Study\_1



# WHIZIN MARKET SQUARE

Site Plan

MONUMENT SIGNAGE



VISIBLE GRAPHICS  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN

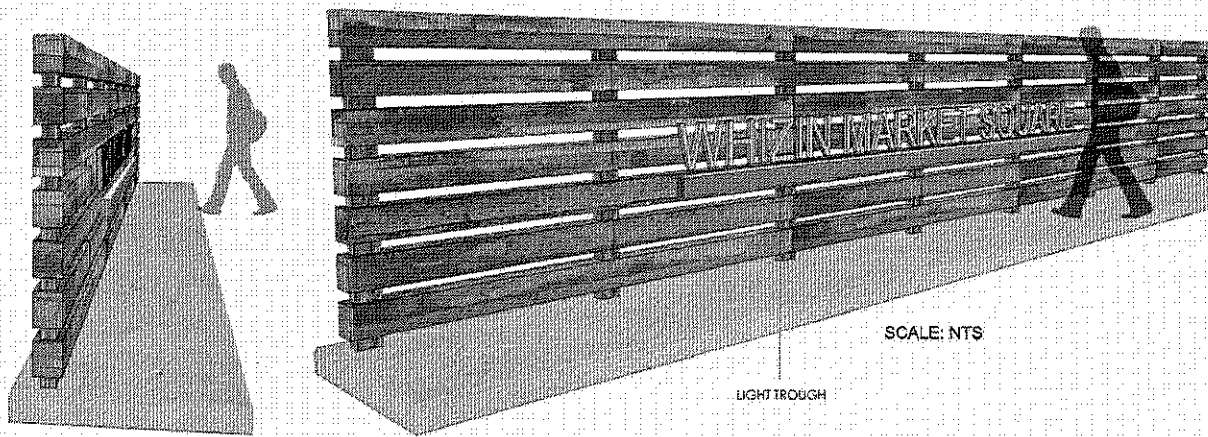
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# WHIZIN MARKET SQUARE

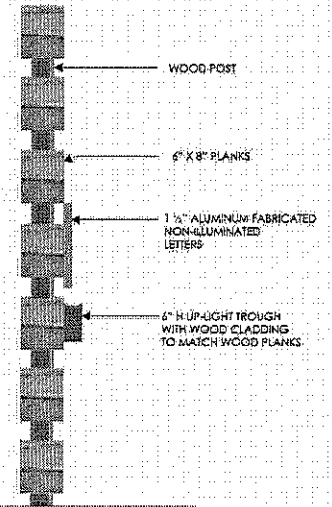
## MONUMENT SIGNAGE

### Signage Details



SCALE: NTS

LIGHT TROUGH



SIDE VIEW DETAILS

SCALE: NTS

6" x 8" WIDE PLANKS/POSTS, 3" GAP

27'-7"

1'-7"

# WHIZIN MARKET SQUARE

COLOR OF LETTERS TO BE PMS 377C  
FONT TO BE ARIAL

SCALE: 1/2"=1'-0"

VISIBLE GRAPHICS  
NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN



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# WHIZIN MARKET SQUARE

AGOORA HILLS, CA  
November 1, 2010



NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN

8943 Fullbright Avenue, Chatsworth, California 91311  
T 800.525.5519 F 818.787.0415 [www.visiblegraphics.com](http://www.visiblegraphics.com)



# WHIZIN MARKET SQUARE

## Signage Guidelines

### GENERAL

THE FOLLOWING CRITERIA HAS BEEN ESTABLISHED FOR THE PURPOSE OF ASSURING A CONSISTENT SIGN DESIGNED PROGRAM FOR THE MUTUAL BENEFIT OF ALL OCCUPANTS. FLEXIBILITY OF DESIGN IS ENCOURAGED AND AT THE SAME TIME OVERALL VISUAL HARMONY IS MAINTAINED. CONFORMITY WITH THIS CRITERIA WILL BE ENFORCED BY THE DEVELOPER / LANDLORD & CITY. ANY SIGN NON-CONFORMING OR UNAPPROVED WILL BE BROUGHT INTO CONFORMITY AT EXPENSE OF THE TENANT.

### SUBMITTAL TO OWNER

TENANT SHALL SUBMIT FOUR (4) COPIES OF DETAILED SHOP DRAWINGS TO OWNER FOR APPROVAL PRIOR TO CITY SUBMITTAL OR SIGN FABRICATION. SIGN DRAWINGS ARE TO BE PREPARED BY A STATE LICENSED SIGN CONTRACTOR. ALL SIGNS MUST CONFORM TO THE CITY REQUIREMENTS OF CITY OF AGOURA HILLS PLANNING & BUILDING DEPARTMENT.

### SUBMITTALS SHALL INCLUDE THE FOLLOWING:

TENANT ELEVATIONS  
SCALED ELEVATION OF TENANTS SIGN  
DEPICTING THE PROPOSED SIGN DESIGN  
AND ALL THE DIMENSIONS AS THEY RELATE  
TO THE TENANTS SIGN.

SHOP DRAWINGS  
FULLY DIMENSIONED AND SCALED SHOP  
DRAWINGS SPECIFYING EXACT DIMENSIONS,  
COPY LAYOUT, TYPE STYLES, MATERIALS,  
COLORS, MEANS OF ATTACHMENT ILLUMINATION,  
ELECTRICAL SPECIFICATIONS, AND ALL OTHER

### SUBMITTAL TO CITY

THREE (3) FULL SETS OF PLANS MUST BE APPROVED BY OWNER PRIOR TO PERMIT APPLICATION. TENANT TO HAVE HIS OR HER SIGN CONTRACTOR TO SUBMIT TO THE CITY AND WILL BE RESPONSIBLE FOR ALL APPLICABLE APPLICATION, PERMIT FEES AND THE PLANNING AND BUILDING DEPARTMENTS.

### TENANT'S RESPONSIBILITY

1. TENANTS SIGN CONTRACTOR SHALL CARRY WORKMANS COMPENSATION AND PUBLIC LIABILITY INSURANCE AGAINST ALL DAMAGE SUFFERED OR DONE BY ANY AND ALL PERSONS AND/OR PROPERTY WHILE ENGAGED IN THE AMOUNT OF \$1,000,000 PER OCCURRENCE. EVIDENCE OF THIS INSURANCE MUST BE PROVIDED TO DEVELOPER / LANDLORD PRIOR TO INSTALLATION

2. THE OWNER MAY, AT HIS DISCRETION AND AT THE TENANTS EXPENSE CORRECT, REPLACE, OR REMOVE ANY SIGN THAT IS INSTALLED WITHOUT WRITTEN APPROVAL.

3. TENANT SHALL BE RESPONSIBLE FOR THE FOLLOWING EXPENSES RELATING TO THE SIGNAGE AT HIS OR HER STORE:

- 100% APPROVAL AND PERMIT PROCESSING COSTS AND APPLICATION FEES.

- 100% OF COSTS FOR SIGN FABRICATION AND INSTALLATION.

4. UPON VACANCY, TENANT SHALL REMOVE SIGN AND RESTORE FASCIA TO ORIGINAL CONDITION AT TENANTS SOLE COST AND EXPENSE WITHIN FIFTEEN (15) DAYS OF EXPIRATION OF TERM OR EARLIER TERMINATION OF TENANTS LEASE.

- TENANT TO PROVIDE WIRING, POWER AND FINAL HOOK UP FROM LANDLORDS HOUSE PANEL TO J-BOX.

### SUBMITTAL & APPROVALS

THERE IS A FORMAL PROCESS FOR THE DEVELOPMENT, REVIEW, AND APPROVAL OF BUSINESS IDENTIFICATION SIGNS AT THE CENTER. ALL TENANT SIGNAGE IS SUBJECT TO THE DEVELOPER / LANDLORD WRITTEN APPROVAL. APPROVAL WILL BE GRANTED BASED UPON THE FOLLOWING:

1. DESIGN, FABRICATION, METHOD OF INSTALLATION OF ALL SHALL CONFORM TO THIS SIGN PROGRAM.
2. PROPOSED SIGNAGE IS IN HARMONY WITH ADJACENT SIGNAGE CONDITION.



# WHIZIN MARKET SQUARE

## Signage Guidelines

### **ROADSIDE DR. BUILDINGS (FRONT AND REAR ELEVATIONS) DORMER SIGNS FACING CORNELL RD., LAST TWO SIGNS AT THE SOUTH WEST CORNER OF THE BUILDING FACING CORNELL RD. AND FIRST THREE SIGNS AT SOUTH WEST CORNER OF PROPERTY FACING AGOURA RD.**

#### **DESIGN GUIDELINES**

THE PROPOSE OF ESTABLISHING THESE DESIGNS GUIDELINES IS TO ENSURE THAT EACH TENANT SIGN WILL CONTRIBUTE TO THE CENTERS SUCCESS . HIGH QUALITY SIGNAGE, WHICH REFLECTS THE INTEGRITY OF THE ARCHITECTURE, WILL BE ENCOURAGED. TENANT INDIVIDUAL SIGNS SHOULD INCORPORATE A DIVERSITY OF SIGN STYLES, AND ICONS, AND MATERIALS.

#### **A. MATERIALS**

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE MATERIALS SUBJECT TO OWNER AND CITY APPROVALS. ALL TENANT SIGNS SHALL CONSIST OF:

- ILLUMINATED HALO LIT CHANNEL LETTERS

#### **B. ILLUMINATION**

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE LIGHTING METHOD SUBJECT TO OWNER AND CITY APPROVAL.

- WARM WHITE LED

#### **C. TYPE STYLES AND LOGOS**

THE USE OF LOGOS DISTINCTIVE TYPESTYLES ARE ENCOURAGED FOR ALL TENANT SIGN. TENANTS MAY ADOPT ESTABLISHED TYPESTYLES AND LOGOS. THESE IMAGES MUST BE ARCHITECTURALLY COMPATIBLE AND APPROVED BY DEVELOPER / LANDLORD.

#### **D. SIGN COLORS AND FINISHES**

ALL TENANT SIGN COLORS MUST BE APPROVED BY THE DEVELOPER / LANDLORD AND CITY PRIOR TO FABRICATION. TO ASSIST IN ACHIEVING A HARMONIOUS BLEND OF COLOR THROUGHOUT THE CENTER, THE FOLLOWING GUIDELINES ARE TO BE ADHERED TO:

SIGN COLORS:

- BACKGROUND COLOR TO BE PAINTED BENJAMIN MOORE "WHITE DOVE" OC-17.
- LETTERS TO BE PAINTED BENJAMIN MOORE BM 2134-30 "IRON MOUNTAIN" UNLESS OTHERWISE APPROVED BY LANDLORD.

#### **E. TENANT SIGN ALLOCATION**

SIGN QUANTITIES AND AREAS AS SET FORTH IN THIS PROGRAM ARE DEEMED FAIR AND APPROPRIATE FOR THE CURRENT TENANT OCCUPANCIES. IN THE EVENT THAT TENANT LEASEHOLD SPACES ARE DIVIDED OR COMBINED IN THE FUTURE , SIGN LOCATIONS AREAS, AND QUANTITIES MAY CHANGE, PROVIDED THAT THE OVERALL SIGN AREA AND OTHER SIGN SIZE LIMITATIONS AS SET FORTH BY THIS PROGRAM ARE NOT TO EXCEEDED.

#### **F. SIZE AND QUANTITY**

FOR SIGNS AT FRONT & REAR OF ROADSIDE DR., 2 SIGNS AT SOUTH WEST PORTION OF CORNELL BUILDING AND FIRST 3 SIGNS AT SOUTH WEST CORNER FACING AGOURA RD.

SIZES AND QUANTITIES FOR TENANT SIGNS SHALL BE OUTLINED IN THIS CRITERIA FOR EACH SIGN TYPE. ALL COPY TO FIT WITHIN 26" X 10 -0" FABRICATED STOREFRONT SIGN. FOR ROADSIDE TENANTS. ONE SIGN AT FRONT AND REAR ELEVATIONS SHALL BE ALLOWED.

FOR TENANTS WITH DORMER SIGNS ON CORNELL RD: ALL COPY TO FIT WITHIN DORMER FACADES PROVIDED AND SHALL NOT EXCEED 40 SQ FEET.

#### **G. PROHIBITED SIGNS**

THE FOLLOWING SIGNS ARE PROHIBITED BY OWNER:

- TEMPORARY SIGNS, WINDOW SIGNS, PLACARDS, FLAGS PENNANTS, AND BANNERS OF ANY TYPE SHALL BE PROHIBITED, EXCEPT AS OTHERWISE PREVIOUSLY APPROVED BY THE OWNER AND THE COUNTY OF RIVERSIDE PRIOR TO INSTALLATION.
- NO ANIMATED, FLASHING, AUDIBLE, OFF-PREMISE, OR VEHICLE SIGNS ARE ALLOWED.
- NO EXPOSED RACEWAYS, CROSS-OVERS, CONDUITS, NEON TUBE CONDUCTORS, TRANSFORMERS ARE ALLOWED. THE ONLY ACCEPTABLE WIREWAYS ARE THE WIREWAYS (SIGN BACKGROUND) AS DRAWN ON APPROVED SIGN DRAWINGS IN THE MASTER SIGN PLAN.





# WHIZIN MARKET SQUARE

## Signage Guidelines

### ATRIUM TENANTS FIRST FLOOR

#### DESIGN GUIDELINES

THE PROPOSE OF ESTABLISHING THESE DESIGNS GUIDELINES IS TO ENSURE THAT EACH TENANT SIGN WILL CONTRIBUTE TO THE CENTERS SUCCESS . HIGH QUALITY SIGNAGE, WHICH REFLECTS THE INTEGRITY OF THE ARCHITECTURE, WILL BE ENCOURAGED. TENANT INDIVIDUAL SIGNS SHOULD INCORPORATE A DIVERSITY OF SIGN STYLES, AND ICONS, AND MATERIALS.

#### A. MATERIALS

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE MATERIALS SUBJECT TO OWNER AND CITY APPROVALS. ALL TENANT SIGNS SHALL CONSIST OF:

- DOUBLE SIDED RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER CUT ALUMINUM LETTERS PIN MOUNTED TO SURFACE WITH 1/2"-1" RELIEF.
- 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD, SUSPENDED BY 1" HIGH ALUMINUM TO MATCH.

#### B. ILLUMINATION

SIGN TO BE NON-ILLUMINATED

#### C. TYPE STYLES AND LOGOS

THE USE OF LOGOS DISTINCTIVE TYPESTYLES ARE ENCOURAGED FOR ALL TENANT SIGN. TENANTS MAY ADOPT ESTABLISHED TYPESTYLES AND LOGOS. THESE IMAGES MUST BE ARCHITECTURALLY COMPATIBLE AND APPROVED BY DEVELOPER / LANDLORD.

#### D. SIGN COLORS AND FINISHES

ALL TENANT SIGN COLORS MUST BE APPROVED BY THE DEVELOPER / LANDLORD AND CITY PRIOR TO FABRICATION. TO ASSIST IN ACHIEVING A HARMONIOUS BLEND OF COLOR THROUGHOUT THE CENTER, THE FOLLOWING GUIDELINES ARE TO BE ADHERED TO:

SIGN COLORS:

- BACKGROUND COLOR TO BE PAINTED BENJAMIN MOORE "WHITE DOVE" OC-17.
- LETTERS TO BE PAINTED BENJAMIN MOORE BM 2134-30 "IRON MOUNTAIN" UNLESS OTHERWISE APPROVED BY LANDLORD.

#### E. TENANT SIGN ALLOCATION

SIGN QUANTITIES AND AREAS AS SET FORTH IN THIS PROGRAM ARE DEEMED FAIR AND APPROPRIATE FOR THE CURRENT TENANT OCCUPANCIES. IN THE EVENT THAT TENANT LEASEHOLD SPACES ARE DIVIDED OR COMBINED IN THE FUTURE , SIGN LOCATIONS AREAS, AND QUANTITIES MAY CHANGE, PROVIDED THAT THE OVERALL SIGN AREA AND OTHER SIGN SIZE LIMITATIONS AS SET FORTH BY THIS PROGRAM ARE NOT TO EXCEEDED.

#### F. SIZE AND QUANTITY

SIZES AND QUANTITIES FOR TENANT SIGNS SHALL BE OUTLINED IN THIS CRITERIA FOR EACH SIGN TYPE. EACH TENANT SHALL BE ALLOWED (1) DOUBLE SIDED SIGN TO HANG OUTSIDE OF STOREFRONT INSIDE OF ATRIUM FROM UNDERSIDE OF WALK WAY CEILING SIZE TO BE 9"H X 2'-9"L X 2" DEEP

#### G. PROHIBITED SIGNS

THE FOLLOWING SIGNS ARE PROHIBITED BY OWNER:

- TEMPORARY SIGNS, WINDOW SIGNS, PLACARDS, FLAGS PENNANTS, AND BANNERS OF ANY TYPE SHALL BE PROHIBITED, EXCEPT AS OTHERWISE PREVIOUSLY APPROVED BY THE OWNER AND THE COUNTY OF RIVERSIDE PRIOR TO INSTALLATION.
- NO ANIMATED, FLASHING, AUDIBLE, OFF-PREMISE, OR VEHICLE SIGNS ARE ALLOWED.
- NO EXPOSED RACEWAYS, CROSS-OVERS, CONDUITS, NEON TUBE CONDUCTORS, TRANSFORMERS ARE ALLOWED.



# WHIZIN MARKET SQUARE

## Signage Guidelines

### ATRIUM TENANTS SECOND FLOOR

#### DESIGN GUIDELINES

THE PROPOSE OF ESTABLISHING THESE DESIGNS GUIDELINES IS TO ENSURE THAT EACH TENANT SIGN WILL CONTRIBUTE TO THE CENTERS SUCCESS . HIGH QUALITY SIGNAGE, WHICH REFLECTS THE INTEGRITY OF THE ARCHITECTURE, WILL BE ENCOURAGED. TENANT INDIVIDUAL SIGNS SHOULD INCORPORATE A DIVERSITY OF SIGN STYLES, AND ICONS, AND MATERIALS.

#### A. MATERIALS

TENANT SIGNAGE SHOULD INCORPORATE THE FOLLOWING ACCEPTABLE MATERIALS SUBJECT TO OWNER AND CITY APPROVALS. ALL TENANT SIGNS SHALL CONSIST OF:

- DOUBLE SIDED RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER CUT ALUMINUM LETTERS PIN MOUNTED TO SURFACE WITH 1/2"-1" RELIEF.
- 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD, SUSPENDED BY 1" HIGH ALUMINUM TO MATCH.

#### B. ILLUMINATION

SIGN TO BE NON-ILLUMINATED

#### C. TYPE STYLES AND LOGOS

THE USE OF LOGOS DISTINCTIVE TYPESTYLES ARE ENCOURAGED FOR ALL TENANT SIGN. TENANTS MAY ADOPT ESTABLISHED TYPESTYLES AND LOGOS. THESE IMAGES MUST BE ARCHITECTURALLY COMPATIBLE AND APPROVED BY DEVELOPER / LANDLORD.

#### D. SIGN COLORS AND FINISHES

ALL TENANT SIGN COLORS MUST BE APPROVED BY THE DEVELOPER / LANDLORD AND CITY PRIOR TO FABRICATION. TO ASSIST IN ACHIEVING A HARMONIOUS BLEND OF COLOR THROUGHOUT THE CENTER, THE FOLLOWING GUIDELINES ARE TO BE ADHERED TO:

SIGN COLORS:

- BACKGROUND COLOR TO BE PAINTED BENJAMIN MOORE "WHITE DOVE" OC-17.
- LETTERS TO BE PAINTED BENJAMIN MOORE BM 2134-30 "IRON MOUNTAIN" UNLESS OTHERWISE APPROVED BY LANDLORD.

#### E. TENANT SIGN ALLOCATION

SIGN QUANTITIES AND AREAS AS SET FORTH IN THIS PROGRAM ARE DEEMED FAIR AND APPROPRIATE FOR THE CURRENT TENANT OCCUPANCIES. IN THE EVENT THAT TENANT LEASEHOLD SPACES ARE DIVIDED OR COMBINED IN THE FUTURE , SIGN LOCATIONS AREAS, AND QUANTITIES MAY CHANGE, PROVIDED THAT THE OVERALL SIGN AREA AND OTHER SIGN SIZE LIMITATIONS AS SET FORTH BY THIS PROGRAM ARE NOT TO EXCEEDED.

#### F. SIZE AND QUANTITY

SIZES AND QUANTITIES FOR TENANT SIGNS SHALL BE OUTLINED IN THIS CRITERIA FOR EACH SIGN TYPE. EACH TENANT SHALL BE ALLOWED (1) DOUBLE SIDED SIGN. SIGN TO BE A WALL MOUNTED BLADE SIGN, TO BE PLACED ON SECOND FLOOR. SIGN SIZE TO BE 9"H X 2'-9"L X 2" DEEP

#### G. PROHIBITED SIGNS

THE FOLLOWING SIGNS ARE PROHIBITED BY OWNER:

- TEMPORARY SIGNS, WINDOW SIGNS, PLACARDS, FLAGS PENNANTS, AND BANNERS OF ANY TYPE SHALL BE PROHIBITED, EXCEPT AS OTHERWISE PREVIOUSLY APPROVED BY THE OWNER AND THE COUNTY OF RIVERSIDE PRIOR TO INSTALLATION.
- NO ANIMATED, FLASHING, AUDIBLE, OFF-PREMISE, OR VEHICLE SIGNS ARE ALLOWED.
- NO EXPOSED RACEWAYS, CROSS-OVERS, CONDUITS, NEON TUBE CONDUCTORS, TRANSFORMERS ARE ALLOWED.



# WHIZIN MARKET SQUARE

## Signage Guidelines

### FABRICATION REQUIREMENTS

FABRICATION AND INSTALLATION OF ALL SIGNS SHALL BE SUBJECT TO THE FOLLOWING RESTRICTIONS:

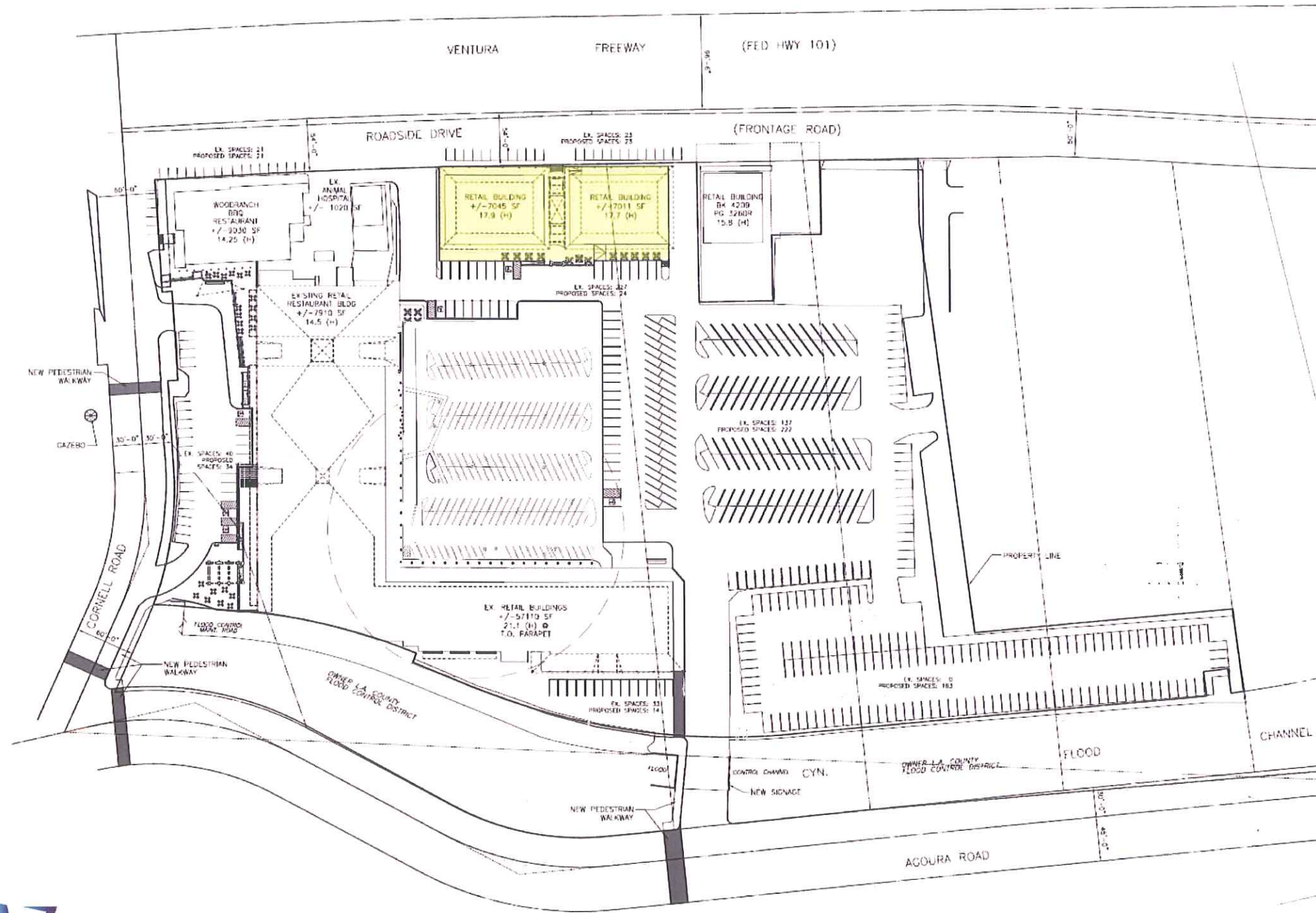
- A. ALL SIGNS SHALL BE FABRICATED AND INSTALLED WITH UL APPROVED COMPONENTS AND BE IN COMPLIANCE WITH ALL BUILDING AND ELECTRICAL CODES.
- B. ALL SIGNS SHALL BE FABRICATED AND INSTALLED WITH NO VISIBLE SCREWS, SEAMS, RIVETS, OR FASTENING DEVICES.
- C. SIGNS SHALL BE MADE OF DURABLE RUST INHIBITED MATERIALS THAT ARE APPROPRIATE AND COMPLEMENTARY TO THE BUILDING.
- D. SIGN MANUFACTURE SHALL SUPPLY A UL LABEL IN AN INCONSPICUOUS LOCATION.
- E. PAINT COLORS AND FINISHES MUST BE REVIEWED AND APPROVED BY THE OWNER.
- F. ALL LED TO BE WARM WHITE. ALL OTHER FORMS OF ILLUMINATION ARE NOT PERMITTED.
- G. LETTER FACES SHALL BE ATTACHED TO RETURNS USING A CONTINUOUS WELD. LIGHT LEAKS BETWEEN FACES AND RETURNS WILL NOT BE PERMITTED.
- H. ALL HALO ILLUMINATED SIGNS WILL HAVE LETTER BACKS THAT ARE 3/16" THICK CLEAR LEXAN.
- I. ALL HALO LETTERS SHALL BE INSTALLED PIN-MOUNTED 1-1/2" OFF BUILDING FASCIA USING THREADED RODS OR ANCHOR BOLTS. SPACERS SHALL BE NON-CORROSIVE, AND PAINTED TO MATCH BACKGROUND COLOR. ALL BOLTS AND MOUNTED DEVICES SHALL CONSIST OF PORCELAIN FINISHED IRON, STAINLESS STEEL, ALUMINUM OR CARBON BEARING STEEL WITH PAINTED FINISH. ANGLE CLIPS ATTACHED TO LETTER SIDES WILL NOT BE PERMITTED.
- J. ALL SIGN FINISHES SHALL BE FREE OF DUST, ORANGE PEEL, DRIPS, AND RUNS. FINISHES SHOULD HAVE UNIFORM COVERAGE AND BE OF THE HIGHEST QUALITY.



# WHIZIN MARKET SQUARE

Site Plan

## ROADSIDE BUILDINGS SIGNAGE



# WHIZIN MARKET SQUARE

Front Elevation

ROADSIDE BUILDINGS SIGNAGE



# WHIZIN MARKET SQUARE

Rear Elevation

ROADSIDE BUILDINGS SIGNAGE



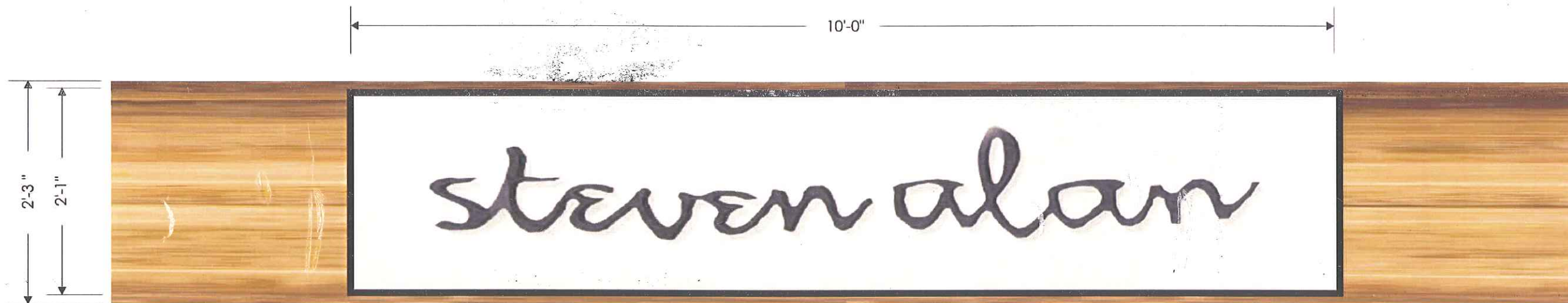
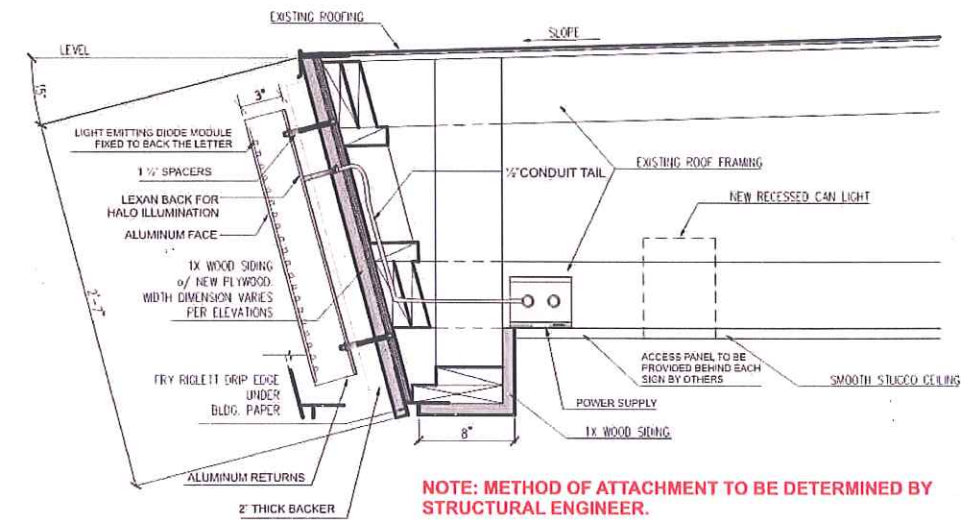
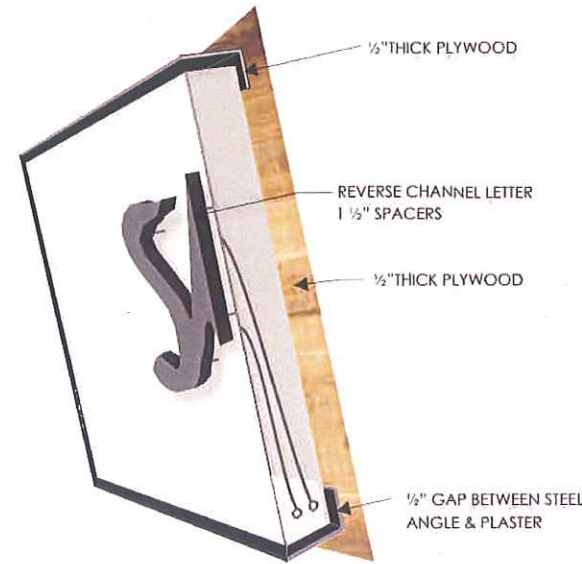
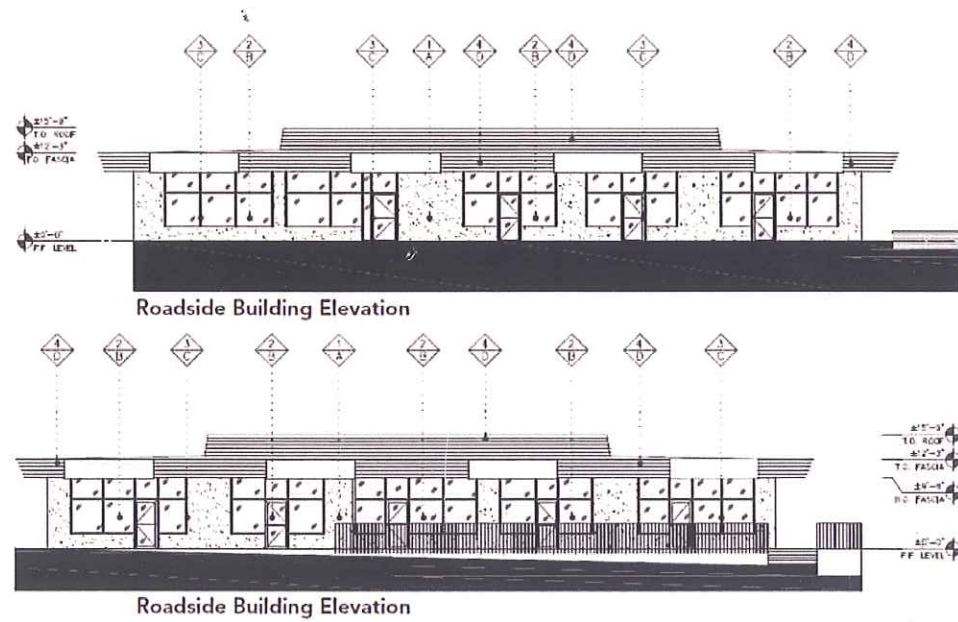
**BUILDING ELEVATION SHOWN IS CONCEPTUAL. DRAWINGS ARE FOR SIGNAGE REFERENCE ONLY.**



# WHIZIN MARKET SQUARE

Detail Section

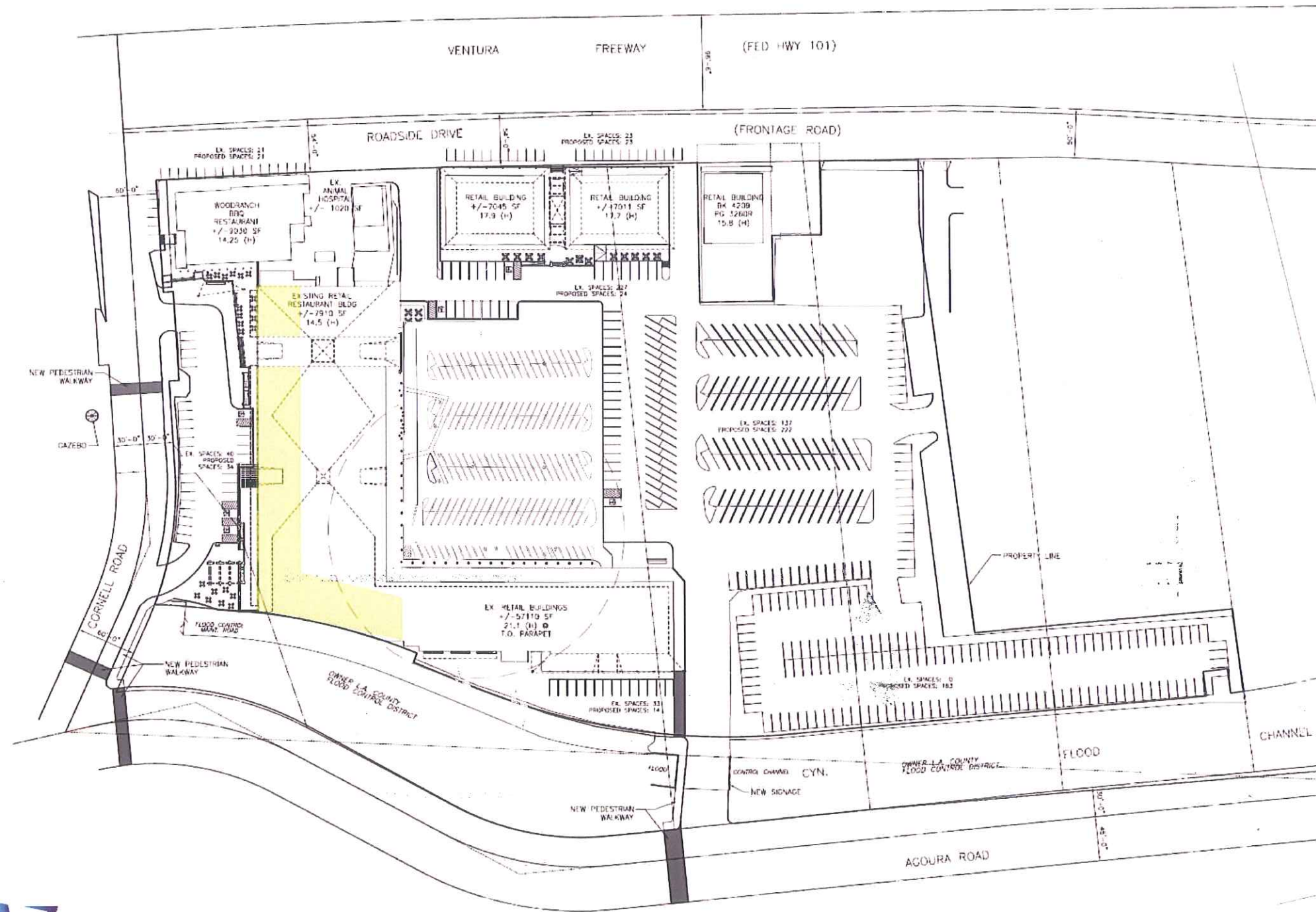
## ROADSIDE BUILDINGS SIGNAGE



# WHIZIN MARKET SQUARE

Site Plan

CORNELL RD. AND SOUTH WEST CORNER FACING AGOURA RD. BUILDING SIGNAGE

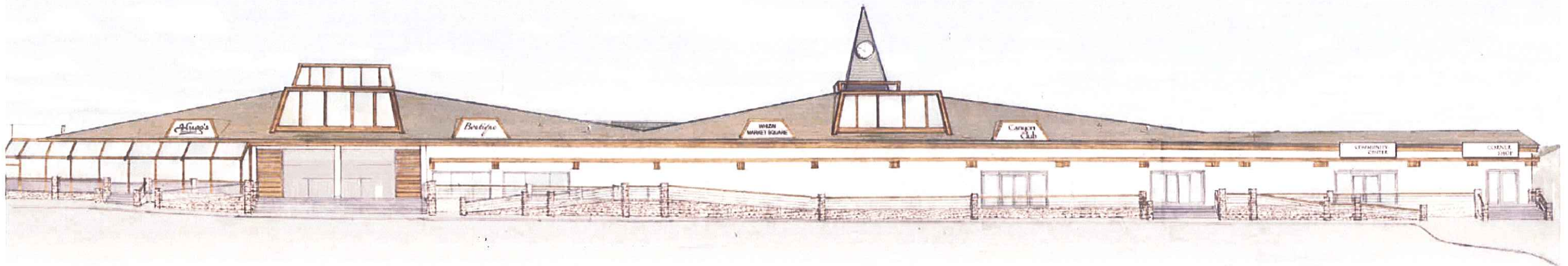




# WHIZIN MARKET SQUARE

*Cornell Rd. Building*

CORNELL RD. BUILDING SIGNAGE



**BUILDING ELEVATION SHOWN IS CONCEPTUAL. DRAWINGS ARE FOR SIGNAGE REFERENCE ONLY.**



# WHIZIN MARKET SQUARE

*South West Corner of Cornell Rd & Agoura Rd*

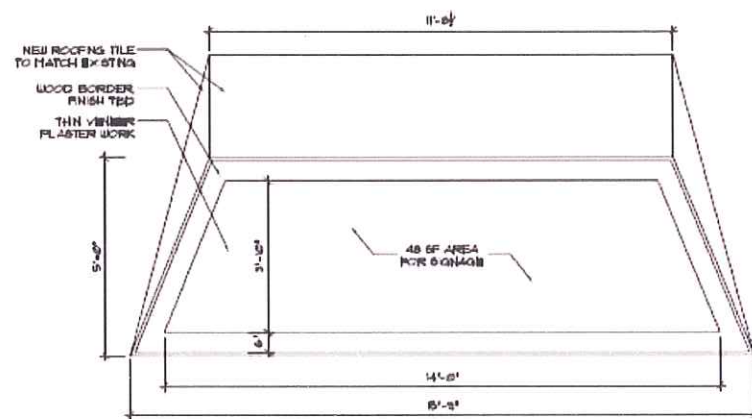
SOUTH WEST CORNER BUILDING SIGNAGE



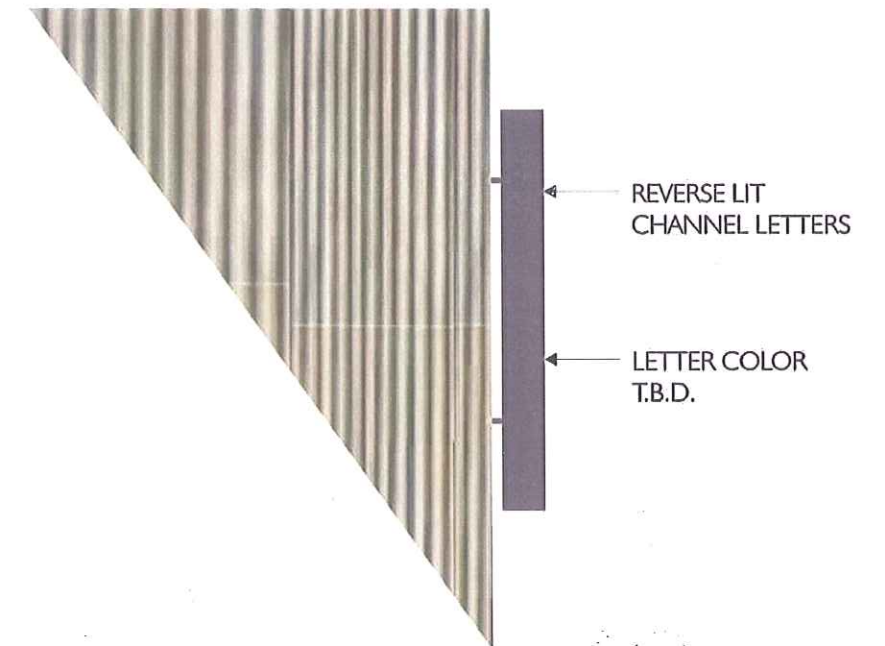
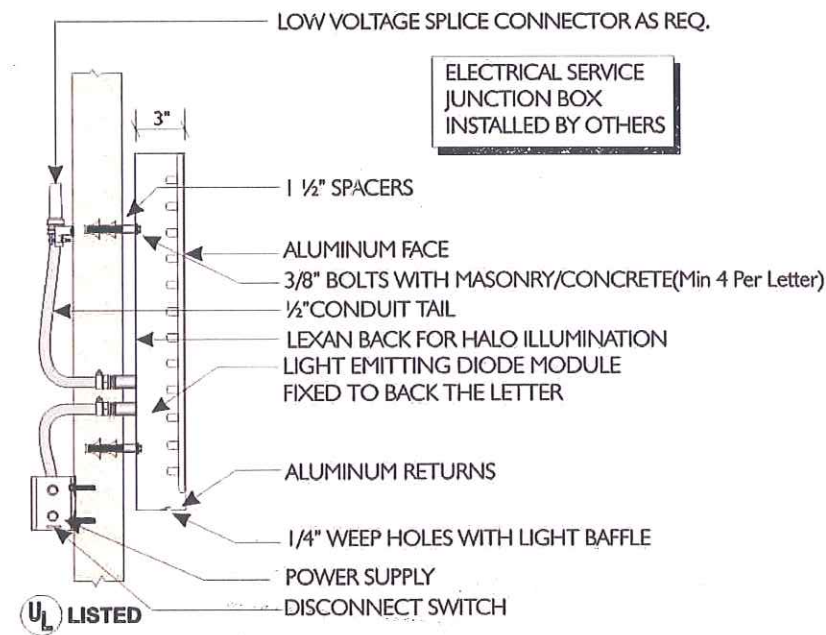
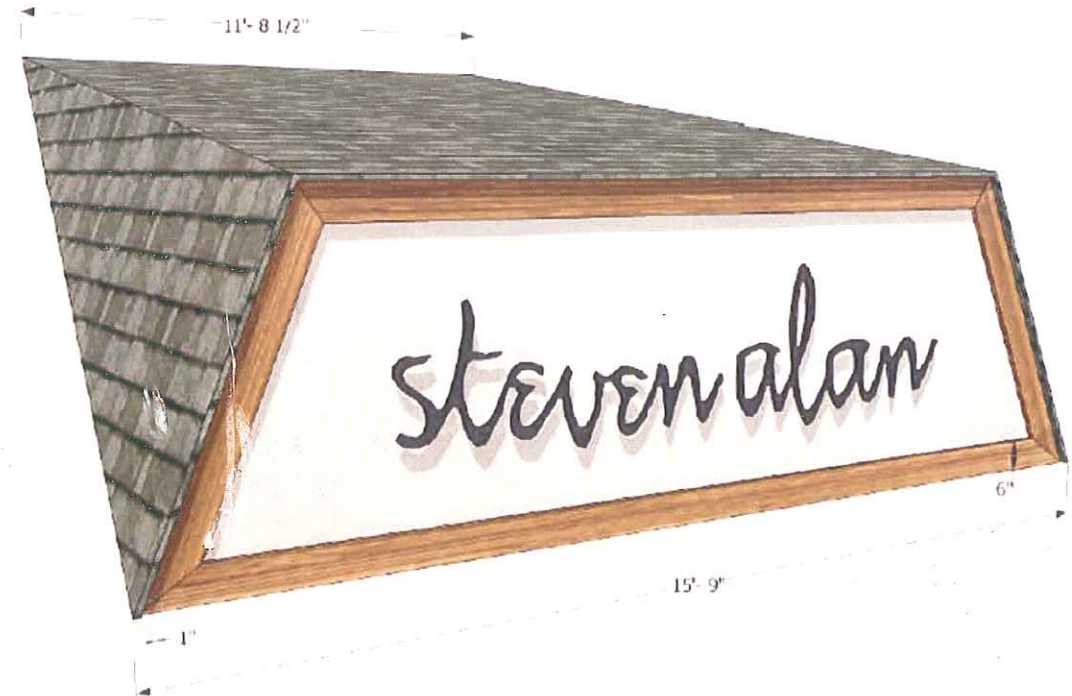
# WHIZIN MARKET SQUARE

Cornell Rd. Building

CORNELL RD. BUILDING (DORMER SIGNS)



1 DORMER FRONT ELEVATION  
SCALE: 1/2"=1'-0"



## Reverse Channel Letters

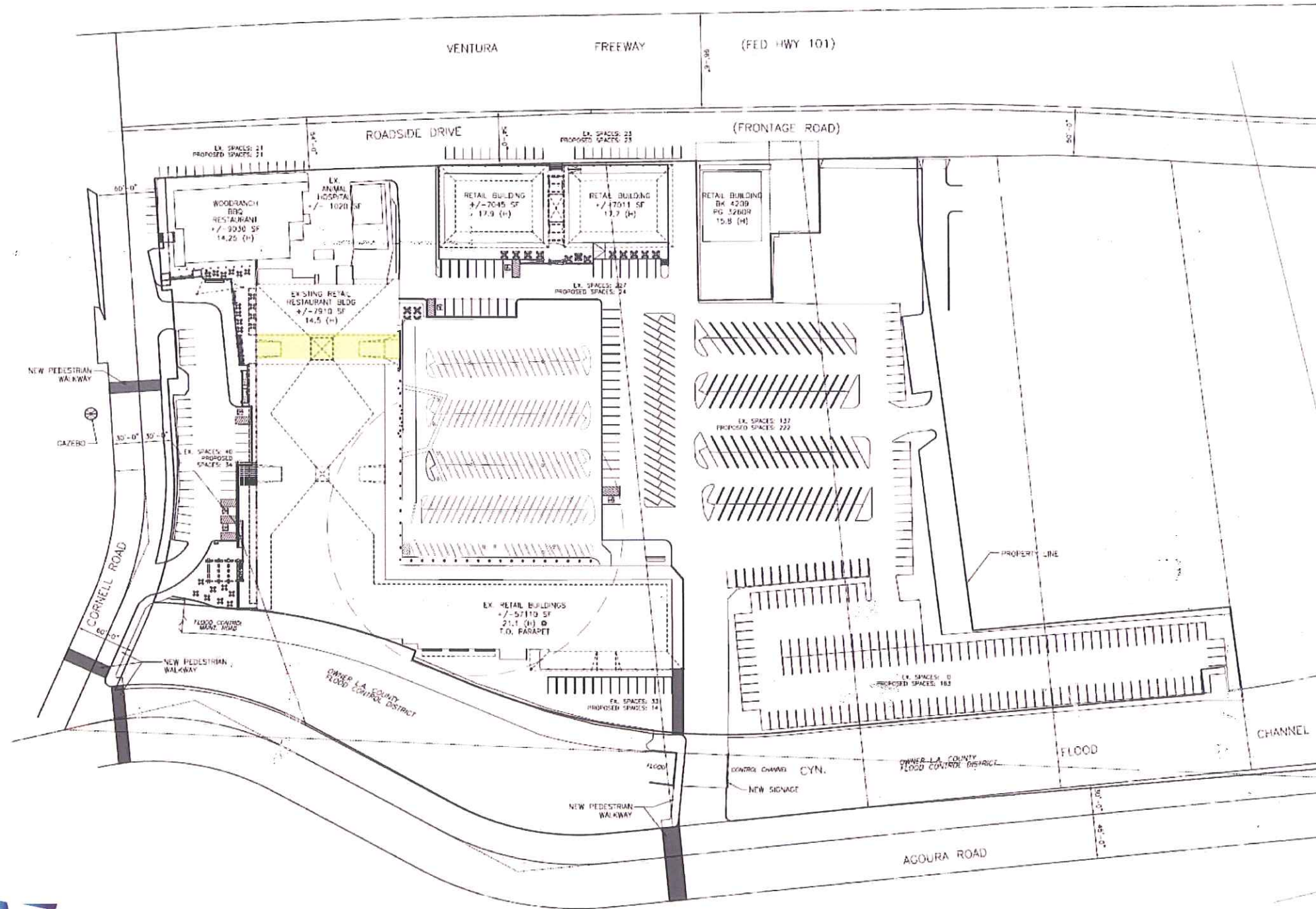
**NOTE: METHOD OF ATTACHMENT TO BE DETERMINED BY STRUCTURAL ENGINEER.**

QTY: 6

# WHIZIN MARKET SQUARE

Site Plan

## ATRIUM BUILDING SIGNAGE



# WHIZIN MARKET SQUARE

## ATRIUM BUILDING SIGNAGE

### Atrium Signage- First Floor



FIRST FLOOR



SECOND FLOOR

# WHIZIN MARKET SQUARE

## Atrium Signage- Details

### ATRIUM BUILDING SIGNAGE

#### ATRIUM\_SIGNAGE

- FIRST FLOOR



ATRIUM SIGNAGE-CEILING HUNG  
2"D x 2'-9"W x 0'-9"H

- SECOND FLOOR



ATRIUM SIGNAGE-WALL MOUNT BLADE  
2"D x 2'-9"W x 0'-9"H

Atrium Signage: Suspended Signage Study\_1

#### ATRIUM SPACE SIGNAGE

##### CEILING HUNG SIGN - FIRST FLOOR

RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER-CUT METAL LETTERS PIN-MOUNTED TO SURFACE, WITH 1/2"-1" RELIEF. 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD, SUSPENDED BY 1" HIGH METAL MOUNTING TO MATCH.

##### WALL-MOUNT BLADE SIGN - SECOND FLOOR

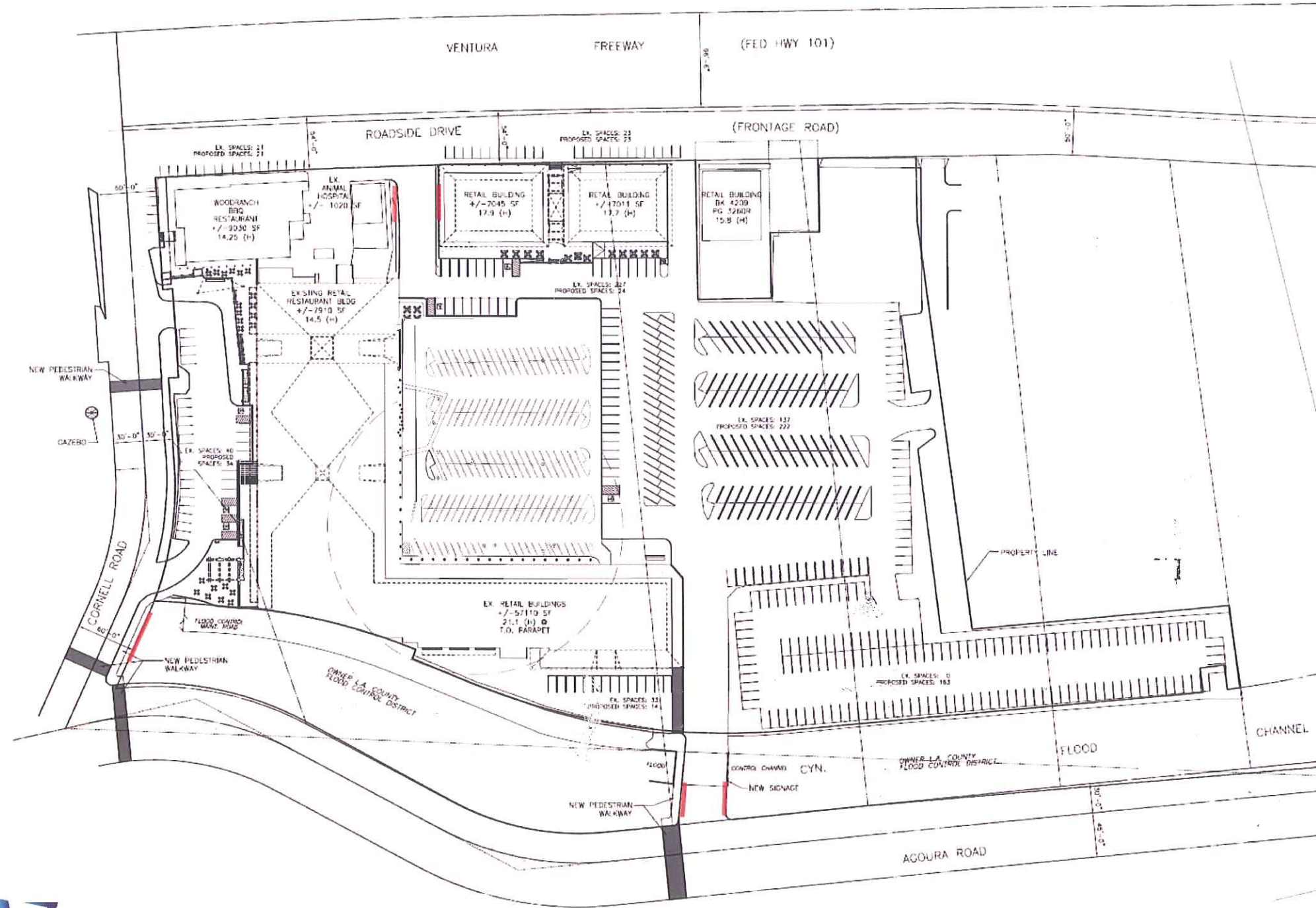
RECTANGULAR WHITE WASHED WOOD SIGNAGE WITH LASER-CUT METAL LETTERS PIN-MOUNTED TO SURFACE, WITH 1/2"-1" RELIEF. 3/32" MATCHING STEEL TO WRAP THE EDGES OF WOOD. 1" HIGH METAL MOUNTING TO MATCH, RUNS ENTIRE HEIGHT OF SIGN.



# WHIZIN MARKET SQUARE

Site Plan

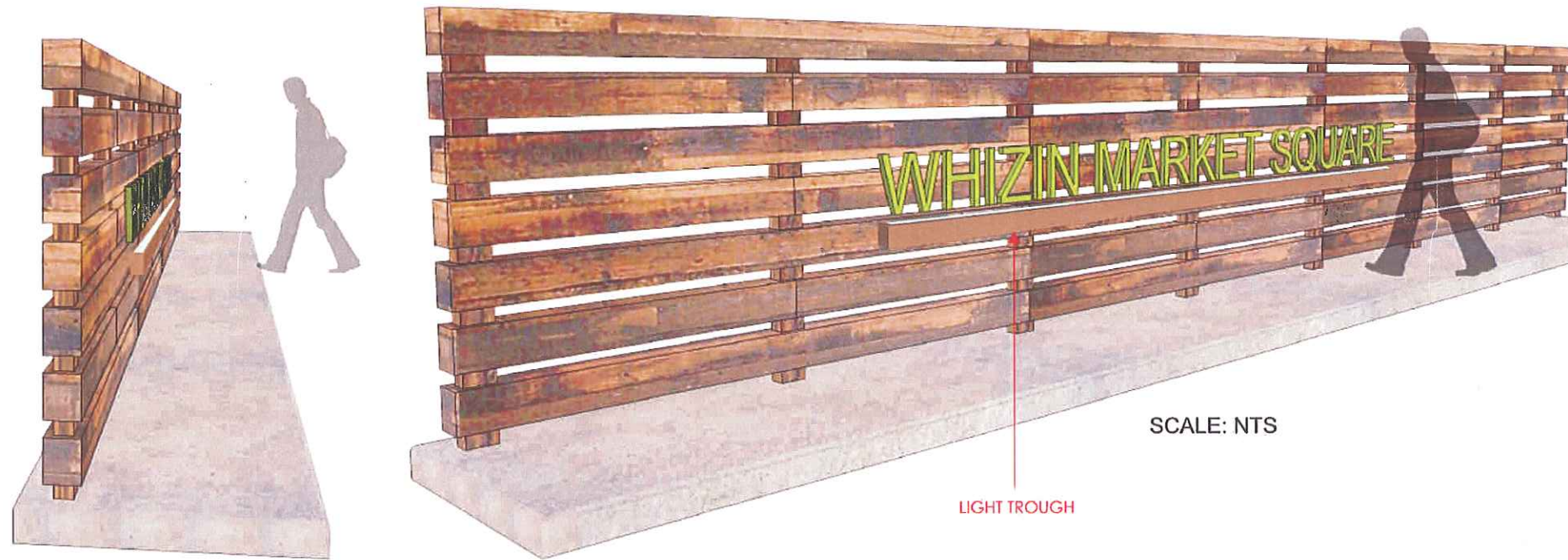
## MONUMENT SIGNAGE



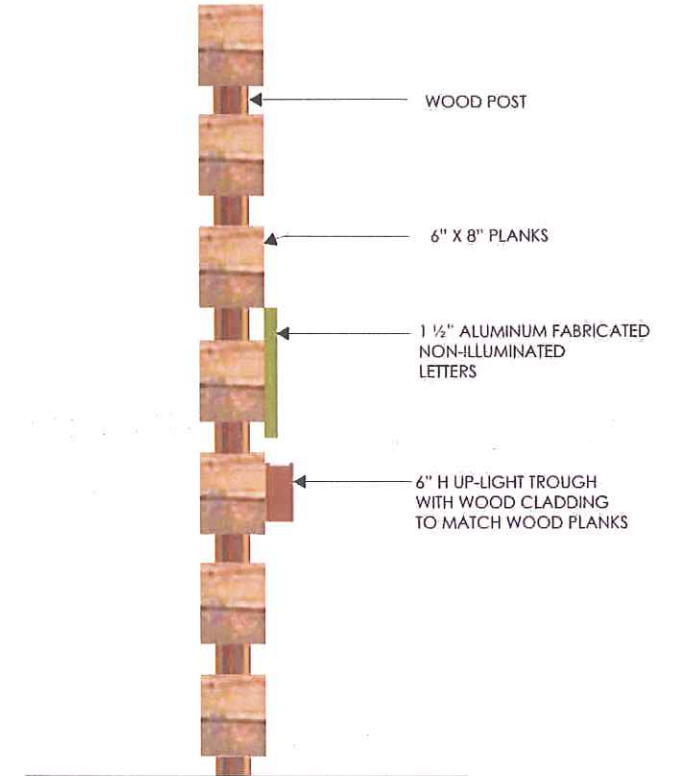
# WHIZIN MARKET SQUARE

## Signage Details

### MONUMENT SIGNAGE



SCALE: NTS



SIDE VIEW DETAILS  
SCALE: NTS

6" x 8" WIDE PLANKS/POSTS, 3" GAP



COLOR OF LETTERS TO BE PMS 377C  
FONT TO BE ARIAL

SCALE: 1/2"=1'-0"