

Russell Ranch Road Restaurants
Sign Program Guidelines
30990 Russell Ranch Road
Westlake Village, CA 91362

1. Each tenant is allowed to select (2) signs per lease space, with locations to be approved by the Planning Director, from the locations as shown on attached plans. Signs fronting Lindero Canyon and Russell Ranch Road will have slightly different criteria than signs fronting the interior courtyard.
2. Square footage for each sign is measured as the entirety of the sign including the tagline, and is not to exceed 25 sf. Tenant's logo is not included in square footage but is not to exceed 5 sf.
 - a. Signs facing Lindero Canyon Road, and Russell Ranch Road shall not exceed 25 sf including tag line.
Logo shall not exceed 5 sf.
 - b. Signs facing interior courtyard shall not exceed 20 sf including tag line.
Logo shall not exceed 4 sf.
3. Signs facing Lindero Canyon Road, and Russell Ranch Road are to be constructed as follows:
 - a. Main Sign
 - i. Reverse channel halo-lit letters, with faces and returns are to be completely opaque
 - ii. Faces of letters are to be brushed aluminum and have no additional color.
 - iii. Returns of letters to be dark bronze or city approved "brand" color.
 - b. Tag Line
 - i. White halo-lit (per sample provided) acrylic push thru lettering against dark bronze or city approved "brand" color background per sample submitted to city
 - c. Logo sign
 - i. Reverse channel or push thru acrylic halo-lit
 - ii. Face to be city approved "brand" colors. Absolutely no fluorescent or pastel colors will be allowed.
4. Signs facing internal courtyard are to be constructed as follows:
 - a. Main Sign
 - i. Reverse channel halo-lit letters, with faces and returns are to be completely opaque
 - ii. Faces of letters are to be brushed aluminum and have no additional color.
 - iii. Returns of letters to be dark bronze or city approved "brand" color.
 - b. Tag Line
 - i. White halo-lit (per sample provided) acrylic push thru lettering against dark bronze or city approved "brand" color background per sample submitted to city

c. Logo sign

- i. Reverse channel or push thru acrylic halo-lit
- ii. Face to be city approved "brand" colors. Absolutely no fluorescent or pastel colors will be allowed.

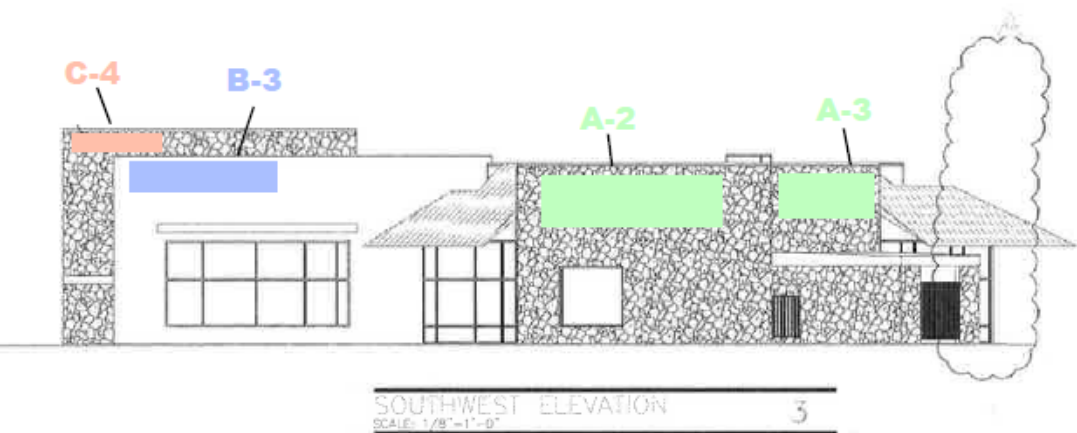
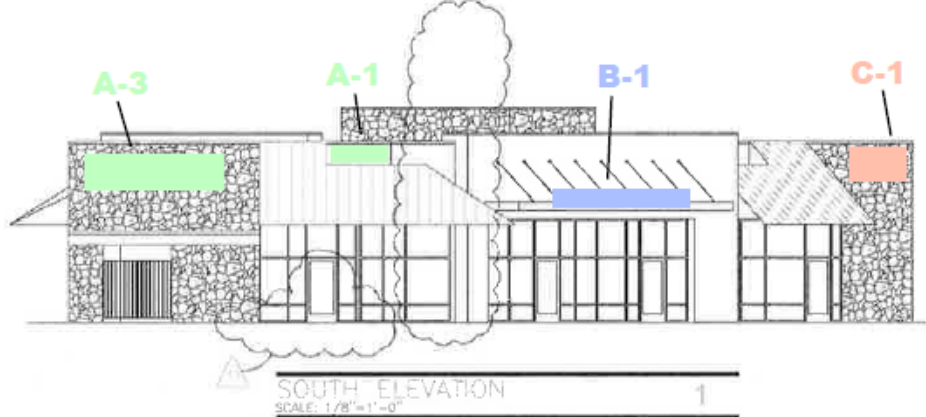
5. Accessory Signs:

a. Vinyl graphics

- i. Maximum of 1 sf
- ii. Qty as necessary to identify entry/exit doors & prevent traffic thru full height storefront glazing
- iii. City approved "brand" colors. No pastels or fluorescents

b. Door Sign to provide pedestrian way finding only to tenant's main entrance, not for additional exposure to streets. Each tenant is allowed one door sign of any type.

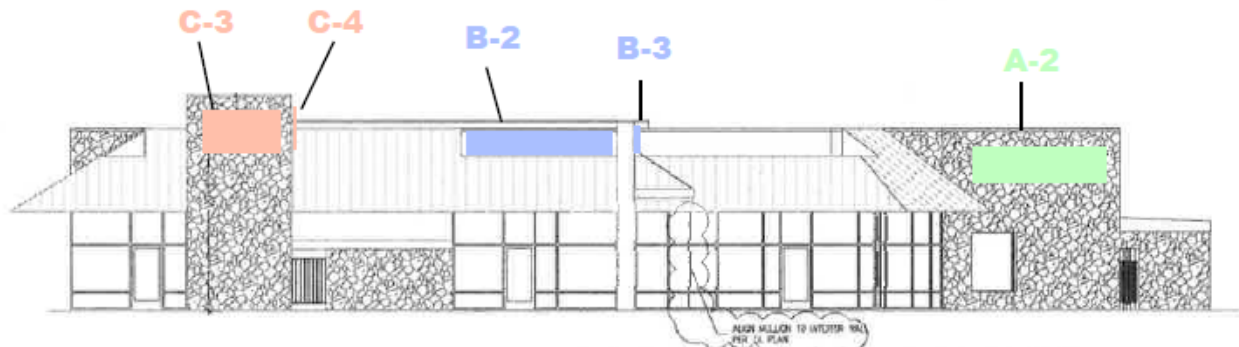
- i. Maximum 9 sf, externally illuminated, individual channel letters. Letters to be brushed aluminum faces with returns dark bronze or city approved "brand" colors. No pastels or fluorescents allowed.
- ii. Maximum 3 sf, externally illuminated blade sign, colors to be approved by city. No pastels or fluorescents allowed.
- iii. Sign to be placed at entrance door of tenant's choice.





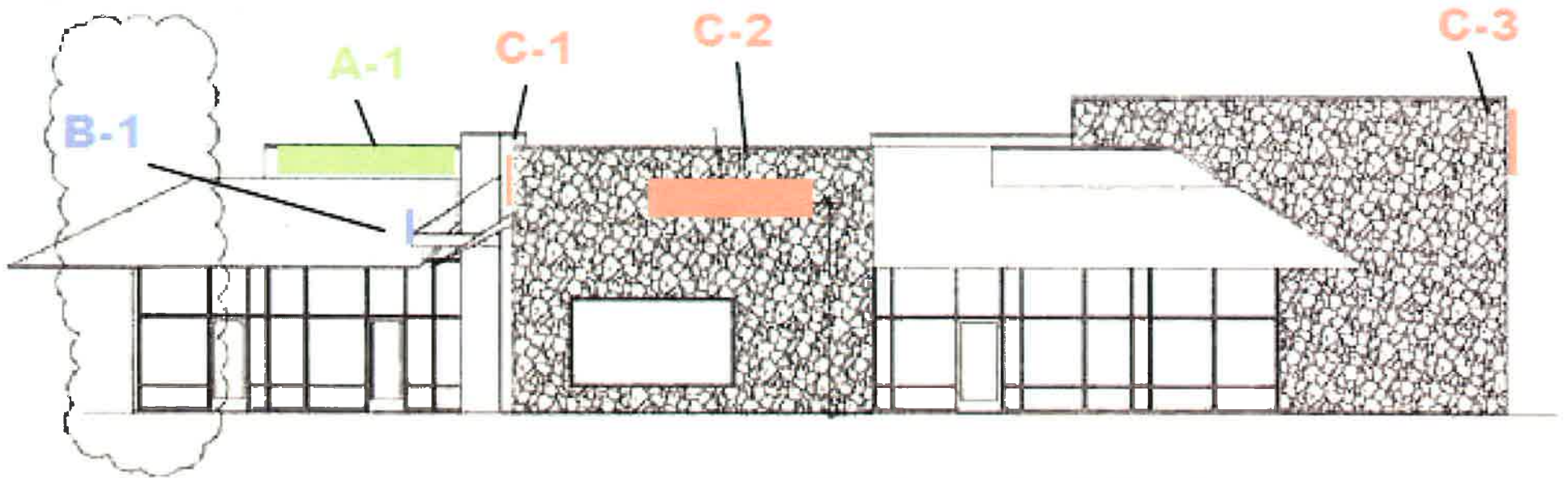
WEST ELEVATION
SCALE: 1/8"=1'-0"

2



NORTH ELEVATION
SCALE: 1/8"=1'-0"

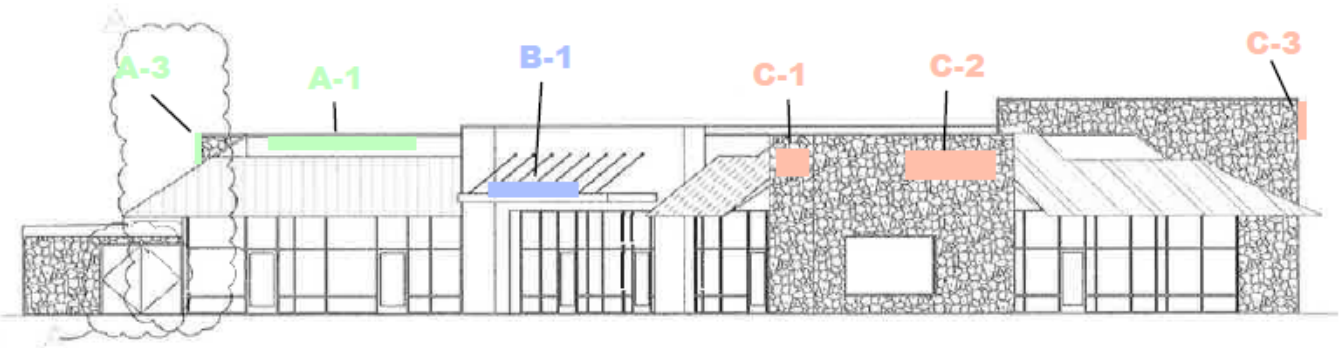
4



NO. 21-4-25 F. J. WATSON
SCALE 1/2" = 1'-0"



NO. 21-4-25 F. J. WATSON
SCALE 1/2" = 1'-0"



SOUTHEAST ELEVATION
SCALE: 1/8" = 1'-0"

