

SIGN CRITERIA

200 W. FIFTH STREET, OXNARD, CA

APPROVED	CS-116-6
BY: <i>A. J. Giddew</i>	
DATE: 4-26-06	
CITY OF OXNARD PLANNING	

I. SUBMITTALS & APPROVALS:

- A. All Tenant signage is subject to the Landlord's written approval. The Landlord's approval shall be based on the following criteria:
1. Design, fabrication and method of installation of all signs shall conform to these sign criteria.
 2. The proposed sign criteria shall conform to the design standards of the plaza and shall be in harmony with adjacent architectural styling and design conditions.
- B. The Tenant agrees to conform to the following procedures and submission requirements to secure the Landlord's approval:
1. Submit two (2) sets of detailed sign design and shop drawings to:
Viola Constructors, Inc.
P.O. Box 5624
Oxnard, CA 93031
Tel: 805-487-3871
 2. Sign drawings are to be prepared by a reputable state licensed sign contractor.
 3. Sign drawings must include a min. 1/4" scaled storefront drawing illustrating the proposed sign design and all dimensions as they relate to the Storefront elevation of the Tenant's premises.
 4. Sign drawings must also include a min. 1" = 1' - 0" sign elevation and section through sign indicating construction and attachment methods.
 5. Letter and logo plaques must be accurately dimensioned and spaced.
 6. Sign colors, paint finishes and types of materials.

Unless the landlord has received the above described plans in the quantities set forth above, the landlord will not approve the Tenant's exterior sign.

- C. All drawings marked "Disapproved" or "Approved as Noted" must be resubmitted as here and above set forth in paragraph B. with the required corrections prior to fabrication. Only after all drawings and samples have been marked "Approved" by the city may the fabricator proceed with fabrication per plans.
- D. The Tenant and the sign contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have occurred:
1. A stamped set of final drawings reflecting the landlord's approval shall be on file in the landlord's Office.
 2. Fabricator/Tenant shall submit an application for sign permit for review and approval by the city Planning & Environmental Services Manager, prior to fabrication of sign. In addition, Fabricator/Tenant shall submit an application to the Building Department. Upon approval the City will issue a sign permit. The City will not issue a permit for sign plans submitted without the landlord's stamped approval.
 3. The fabricator must provide for the landlord a copy of the City issued sign permit and a stamped set of drawings reflecting both the landlord's and the City's approvals prior to sign installation.
 4. The landlord must be notified 48 hours in advance prior to the sign installation.
- E. The landlord reserves the right to revise this Sign Criteria in accordance with the City of Oxnard's Sign Ordinance for up to thirty (30) days before the Tenant's Rent Commencement date. However, this Sign Criteria may be revised at any time if so required by any governmental agency having jurisdiction over its contents.

- F. In the event Tenant changes its exterior sign at anytime during the term of their lease, Tenant must comply with any future modifications, revisions or changes that have been made to the Sign Criteria for the center after the execution of their lease Agreement.
- G. The Tenant shall pay for all signs, their installation and all other labor, materials and future maintenance.
- H. The Tenant and their Sign fabricator are responsible for understanding this Sign Criteria and conforming to the requirements.
- I. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the City of Oxnard.
- J. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or Disapproval of sign submittals based on aesthetics of design shall remain the sole right of the landlord or his authorized representative.

II. GENERAL SIGN CRITERIA:

- A. All signs (size, design, type and color) are subject to landlord's approval, based on aesthetics and relationship to neighboring tenant signs.
- B. The advertising or information content on the signs shall be limited to letters designing the store name or established trade logo as set forth in signed lease documents between Tenant and landlord.
 - 1. Tenant shall display their established trade name(s) only.
 - 2. Registered Trademark Symbols are permitted subject to Fabrication Requirements.
- C. The colors and type styles of all signs shall be subject to landlord's approval. Established trade logos and signage are required to be used, providing they conform to the criteria described herein.
- D. Logo plaque components may be used in conjunction with individual letters if considered an integral part of the store identity and are included in the calculation of allowable sign area, subject to landlord's approval.
- E. All signs shall feature individually mounted letters.
- F. Individual shop address numerals will be installed by the landlord on the storefront of the Tenant space, and are not included in calculation of allowable square footage for wall signage.
- G. No temporary signs of any nature will be accepted without written approval by landlord and any applicable City permits.
- H. For purpose of store identification, tenant shall provide to the landlord the business name, hours of business, emergency contact/phone number, etc. The landlord shall at tenant's expense place store id info on the glass next to each storefront entrance a standard format of vinyl die-cut letters.
- I. The landlord shall provide at tenants expense one (1) sign placed on the rear-loading door, indicating tenant name, suite address and emergency contact/phone number. The material will be vinyl die cut letters.

OVERALL SIGN AREA FOR SITE: 335 SF

MAJOR TENANT: 150 SF

IN-LINE TENANTS: 160 SF

DIRECTORY SIGN: 25 SF

MAJOR TENANT: Major Tenant will have the option to purchase from landlord's designated sign contractor two (2) double-faced overhead blade signs, one (1) single faced parallel hanging sign (hung below the canopy and parallel to the entry storefront at the corner of Fifth and 'A' Street), and two (2) individual lettered wall signs, **OR** two (2) double-faced overhead blade signs, one (1) single faced parallel hanging sign (hung below the canopy and parallel to the entry storefront at the corner of Fifth and 'A' Street), and two (2) parallel hanging signs. The purpose of these sign types is to identify the store entrance to shoppers within the arcade, providing color and interest along with brand identification.

200 West Fifth Street

4000 SF, 60 LF 'A' Street Frontage (120 sq. ft. sign area to be used on A Street & angled entrance), 60 LF Fifth Street Frontage (30 sq. ft. maximum sign area on Fifth Street); Total of 150 sq. ft. sign area for both elevations.

- One individual lettered wall sign on the 'A' Street elevation and one individual lettered wall sign on the Fifth Street elevation, **OR** one single faced sign hung parallel to the storefront on each elevation.
- One double-faced overhead blade sign hung below the canopy and perpendicular to the building on 'A' Street and one on Fifth Street.
- One single faced parallel hanging sign hung below the canopy and parallel to the entry storefront at the corner of Fifth and 'A' Street.

IN-LINE TENANTS: Each In-Line Tenant will have the option to purchase one (1) double-faced overhead blade sign and one (1) single faced sign hung parallel to the storefront. The purpose of these sign types is to identify the store entrance to shoppers within the arcade, providing color and interest along with brand identification. If unit 240 is sub-divided a individual lettered wall sign for the most easterly unit, limited to 24" in height and 24 sq.ft., may be permitted rather than a single faced sign hung parallel to the storefront.

210 West Fifth Street

1200 SF, 20 LF Store Frontage on Fifth Street; 40 sq. ft. maximum sign area allowed.

- One double-faced overhead blade sign hung below the canopy perpendicular to the building
- One single faced sign hung parallel to the storefront.

220 West Fifth Street

1200 SF, 20 LF Frontage on Fifth Street; 40 sq. ft. maximum sign area allowed.

- One double-faced overhead blade sign hung below the canopy perpendicular to the building
- One single faced sign hung parallel to the storefront.

240 West Fifth Street

2400 SF, 40 LF Store Frontage on Fifth Street; 80 sq. ft. maximum sign area allowed.

- One wall sign, not to exceed 24 sq.ft. on the Fifth Street elevation.
- One double-faced overhead blade sign hung below the canopy perpendicular to the building
- One single faced sign hung parallel to the storefront.

In the event 240 West Fifth Street is ever sub-divided into two separate units, each having 20 LF of store frontage, then the eastern most unit shall have the same signage criteria as 210 and 220 West Fifth Street each have. The western most unit, adjacent to the alley, shall have a double-faced overhead blade sign hung below the canopy perpendicular to the building and one individual lettered wall sign with a total maximum sign area of 40 SF.

III. SIGN DEFINITION AND SPECIFICATIONS:

- A. The size of the double-faced overhead blade signs shall be ¾" wide (panel thickness) x 48" wide by 20" high.
- B. All double-faced overhead blade signs panels to be of same material: weather resistant MDO Plywood.
- C. Maximum sign height is 24" (letters and/or wall sign panel).
- D. Maximum area of a individual lettered wall sign is limited to 24 square feet.
- E. The size of the single faced sign hung parallel to the storefront shall be 192" wide by 20" high and a sign area not to exceed 24 sq.ft. **except in the case of the corner entrance elevation at 200 W. Fifth Street, where the size of the single-faced sign hung parallel to the storefront shall be 72" wide and 20" high and a sign area not to exceed 24 square feet.**
- F. All single faced signs hung parallel to the storefront panels shall have a depth of ¼" aluminum (if not illuminated), and up to a 6" depth (if internally illuminated).

- G. The blade sign support bracket will be uniform. Each tenant's sign will be specifically designed to compliment their individual style, emphasizing their corporate identity and/or trade dress.
- H. Lettering: Three-dimensional letters are required for all sign types. See Section IV and V for required materials.
 - 1. **The single-faced sign** hung parallel to the storefront: lettering may be non-illuminated dimensional letters or individual, illuminated channel letters or "push through" illuminated acrylic lettering on an opaque field.
 - 2. **The double-faced overhead blade sign:** lettering is limited to non-illuminated dimensional letters.
 - 3. **The wall sign:** will consist of individual dimensional letters or individual, illuminated channel letters and excluding exposed raceways, panels or cabinets.
- I. All tenants to have uniform background colors on store front signage to match precast concrete details on building.

IV. NON-ILLUMINATED SIGN MATERIALS & LETTERING

Non-Illuminated sign materials are defined as follows:

- A. Burnished Metal-Leafed Prismatic or Radius Face Letter forms, pin mounted 1" from the façade. Metal-leafed finishes could be gold, copper, silver, etc –
- B. Flat-cut aluminum or steel letters ¼" to 3/8" thick with a dark patina finish, pin mounted 1" from the mounting surface. Letter stroke must be 1" minimum
- C. 1" Sintra (PVC), Komacel, and foam sign materials up to 2" thick may also be acceptable with prior landlord approval (pin mounting not required).

V. ILLUMINATED SIGN MATERIALS & LETTERING

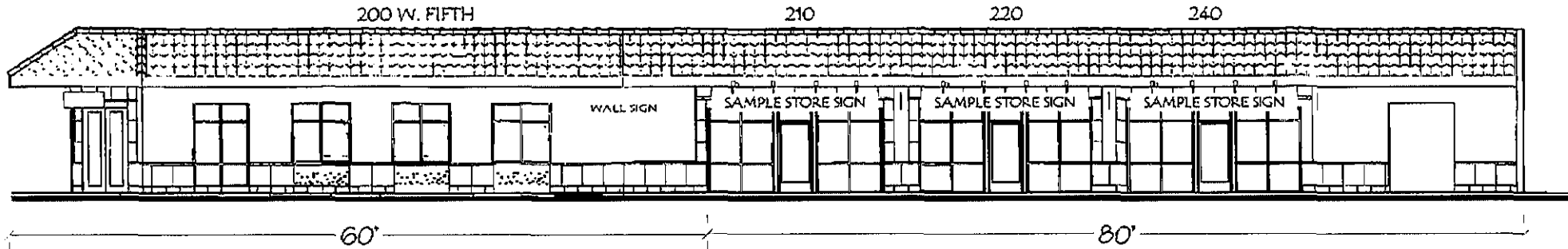
Illuminated sign lettering materials are defined as follows:

- A. Channel letters with transparent 1/8" acrylic faces and aluminum body with internal neon illumination.
- B. Store front sign only: One half inch thickness acrylic "push through" acrylic letters with opaque field.

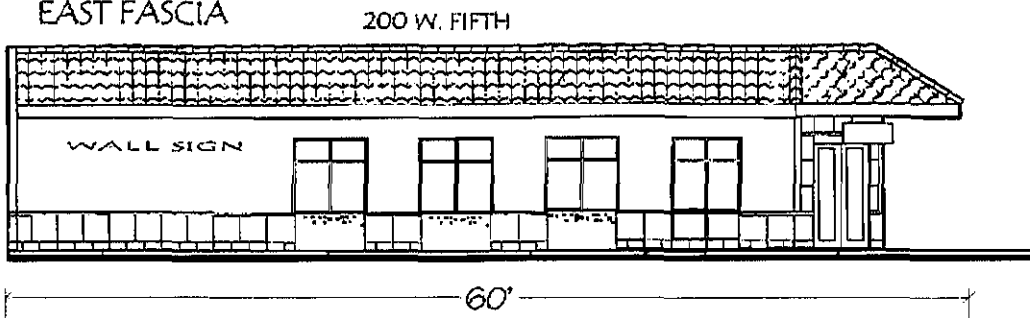
VI. TENANT DIRECTORY SIGN: (see attached rendering)

Landlord will be allowed one (1) internally illuminated tenant directory sign on West elevation, not to exceed 25 sq. ft. in area.

NORTH FASCIA



EAST FASCIA



SINGLE-FACED SIGN HUNG PARALLEL TO STORE FRONT

The single-faced sign hung parallel to the storefront; lettering may be non-illuminated dimensional letters or individual, illuminated channel letters or "push through" illuminated acrylic lettering on an opaque field.

All single-faced signs hung parallel to the storefront panels shall have a depth of 3/4" aluminum (if not illuminated), and up to a 6" depth (if internally illuminated).

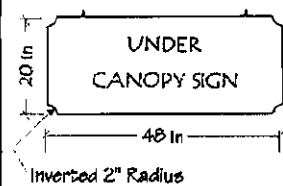
Non-illuminated sign materials are defined as follows:

- Burnished Metal-Leafed Prismatic or Radius Face Letter forms, pin mounted 1" from the facade Metal-Leafed finishes could be gold, copper, silver, etc.
- Flat-cut aluminum or steel letters 1/4" to 3/8" thick with a dark patina finish, pin mounted 1" from the mounting surface. Letter stroke must be 1" minimum
- 1" Sintra (PVC), Korocel, and foam sign materials up to 2" thick may also be acceptable with prior landlord approval (pin mounting not required).

Illuminated sign lettering materials are defined as follows:

- Channel letters with transparent 1/8" acrylic faces and aluminum body with internal neon illumination.
- Store front sign only: One half inch thickness acrylic "push through" acrylic letters with opaque field.

DOUBLE-FACED OVERHEAD BLADE SIGN

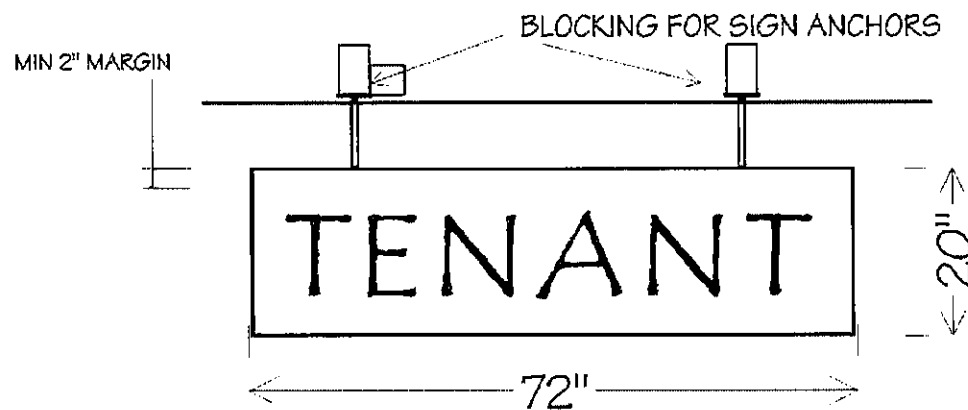


The double-faced overhead blade sign: lettering is limited to non-illuminated dimensional letters.

Non-illuminated sign materials are defined as follows:

- Burnished Metal-Leafed Prismatic or Radius Face Letter forms, pin mounted 1" from the facade Metal-Leafed finishes could be gold, copper, silver, etc.
- Flat-cut aluminum or steel letters 1/4" to 3/8" thick with a dark patina finish, pin mounted 1" from the mounting surface. Letter stroke must be 1" minimum
- 1" Sintra (PVC), Korocel, and foam sign materials up to 2" thick may also be acceptable with prior landlord approval (pin mounting not required).

SINGLE-FACED SIGN HUNG PARALLEL TO ENTRY STORE FRONT AT 5TH & "A" STREETS



The single -faced sign hung parallel to the storefront at 5th & "A" Streets: lettering may be non-illuminated dimensional letters or individual, illuminated channel letters or "push through" illuminated acrylic lettering on an opaque field.

All single faced signs hung parallel to the storefront panels shall have a depth of $\frac{1}{4}$ " aluminum (if not illuminated), and up to a 6" depth (if internally illuminated).

Non-Illuminated sign materials are defined as follows:

- A. Burnished Metal -Leafed Prismatic or Radius Face Letter forms, pin mounted 1" from the façade Metal-leafed finishes could be gold, copper, silver, etc –
- B. Flat-cut aluminum or steel letters $\frac{1}{4}$ " to $\frac{3}{8}$ " thick with a dark patina finish, pin mounted 1" from the mounting surface. Letter stroke must be 1" minimum
- C. 1" Sintra (PVC), Komacel, and foam sign materials up to 2" thick may also be acceptable with prior landlord approval (pin mounting not required).

Illuminated sign lettering materials are defined as follows:

- A. Channel letters with transparent $\frac{1}{8}$ " acrylic faces and aluminum body with internal neon illumination.
- B. Store front sign only: One half inch thickness acrylic "push through" acrylic letters with opaque field.

