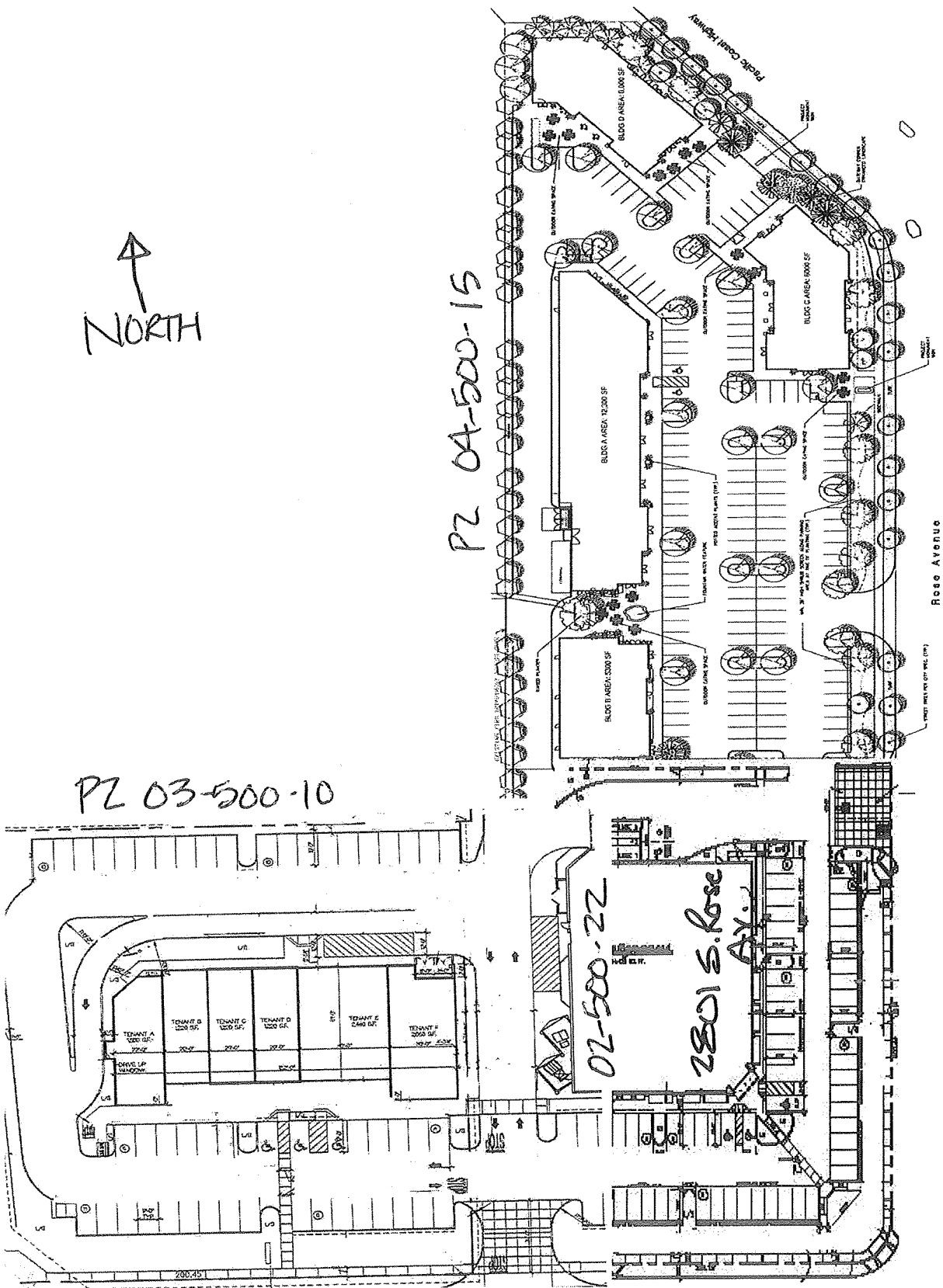


NORTH  
↑

PZ 04-500-15

PZ 03-500-10



# TENANT SIGN CRITERIA

Channel Pointe Shopping Center  
1611-1691 Channel Islands Blvd.

Oxnard, CA 93033

PZ 03-500-10

**A. Introduction**

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the above mentioned project, and in accordance with the City of Oxnard and its adopted sign requirements, and the Master Design Guidelines for the tract.

Adherence to this sign criteria shall be rigorously enforced. Any non-conforming signs shall be removed by the tenant or his sign contractor at their expense, upon demand by the owner.

The owner and architect shall review exceptions to these standards, which would also require review and approval by the City of Oxnard Planning & Environmental Services Division. Accordingly, the Owner, through the architect, will retain full right of approval of any sign used in the center.

**Precedent of Requirement**

If there is any conflict between the Tenant Sign Program, the Master Sign Guidelines, the City of Oxnard Municipal Code and all applicable building codes, the most narrowly tailored and most restrictive code will prevail. Tenant may propose to modify the Tenant Sign Criteria only if the proposed modification is still in compliance with all of the other codes.

**Measurement of sign areas**

In applying the sign area standards of this article, the periphery of the sign shall be established by circumscribing either a rectangle or circle which encompasses the words of the sign. In the case of wall signs, the background area shall be included in the sign area measurements only if it is of a distinctive color, material, texture, or shape, the primary purpose of which is to enhance the advertising value of the sign, as determined by the Planning & Environmental Services Division.

**B. GENERAL OWNER/TENANT REQUIREMENTS**

1. Each tenant shall submit to the owner for written approval, three (3) copies of the detailed shop drawings of his proposed sign, in full color identifying proposed signage areas and letter heights, indicating conformance with the sign criteria here in outline form. Send to:

**Lot 5 (1611 through 1671 Channel Islands Blvd):**

Sansome Pacific Properties Inc.:  
Attention: David McDowell  
500 Washington Street, Suite 700  
San Francisco, California 94111

**Lots 1-3 (2701-2801 South Rose Avenue):**

See Channel Pointe Plaza Sign Program (by SMI)

2. The tenant shall submit a sign drawing approved by the owner to the City of Oxnard, Planning Department, and obtain all necessary permits for the sign prior to the start of any sign construction.

3. The tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.

4. The tenant shall be responsible for fulfillment of all requirements of the sign criteria.

5. Allowable sign types: Tenants shall provide internally or externally illuminated signs utilizing creativity and individuality see details and drawings. Tenants may use one of the following types:

- A. Internally illuminated channel letter signs with optional logo box. (Sign A)
- B. Reversed channel letters or halo illuminated letters with neon illum. (Sign B)
- C. Open-Faced Neon illuminated Channel letter sign with optional logo box.
- D. Mixed media 3-dimensional signs using images, icons, etc. Mixed media signs are signs using two or more fabrication or illumination methods.
- E. Neon accents signs. Neon accents must be approved by the landlord and City Planning & Environmental Services Manager.

6. It is the responsibility of the tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication for illuminated signs. Exterior illuminated signs and all small tenant signs shall be under the control of the landlord and be fed from the house panel on a Building/Site signage circuit(s).

7. The location of all signs shall be per the accompanying design criteria.

**C. GENERAL SIGN SPECIFICATIONS**

1. No exposed crossovers, conduits, conductors, transformers, etc., shall be permitted. No exposed raceways except where necessary for mounting the sign on a canopy or when it forms a creative element of the sign. The use of exposed raceways are subject to approval by the Owner/Landlord and Planning Manager.

2. No projections above or below the "net sign area" (section D.7.) will be permitted (except as otherwise approved in writing by owner and City of Oxnard). Refer to the attached exterior elevation for approved sign locations.

3. Typical **Illumination** Criteria:

- (a) The following materials/technologies are permitted based on integration of the sign concept and execution with the total storefront design.
  - (1) Internally illuminated channel letters standard with plastic faces with internal neon or fluorescent illumination.  
(Sign Type A)
  - (2) Reverse channel or halo illuminated letters with neon.  
(Sign Type B)
  - (3) Internally illuminated channel letters standard with open faces with internal neon or fluorescent illumination.  
(Sign Type C)
- (b) Internal illumination to be 30 milli-amp for neon or 800 milli-amp for fluorescent installed and labeled in accordance with the National Board of Fire Underwriters Specifications.
- (c) All illumination shall be fixed, steady and directed so as to prevent glare on the street or walkway. There shall be not blinking, twinkling, scintillation, cyclic vibration, motion, or appearance of motion in any sign.

4. All signs and their installation must comply with all local building and if electric, bear a U.L. label placed in an inconspicuous location.

5. For purposes of store identification and hours of business, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of decal application lettering not to exceed 2 inches in height. The number and letter typeface shall be subject to owner's approval. Placement shall conform to Item D.7.b below.

**D. GENERAL SIGN AREA REQUIREMENTS**

**1. End Cap Retail Tenants**

End Cap space #1611 and #1671 shall be entitled to display a logo box in addition to the signage defined below. A logo box shall not exceed the maximum 3' in any one direction and contain only a bona-fide company logo being a stylized characteristic symbol for sustained identification of the tenant. Any use of a logo box must have prior written approval from the City of Oxnard.

1611: Maximum Letter Height: 24" one line text, or 14" per line, separated by a maximum of 6" between lines, if two line text. (See attachment) plus one logo box on the East elevation.

1671: Maximum Letter Height: 24" one line text only plus one logo box on the East elevation.

## **2. In-Line Retail Tenants**

Maximum Letter Height: 24" one line text or 14" per line if two line text separated by not more than a 6" space between lines. (See attachment)

## **3. Temporary Signage:**

Temporary window signs may not be displayed for more than 29 consecutive days, and may not exceed more than 20% of window area.

## **4. Menu Boards**

Menu Boards for Drive Thru uses are exempt from sign area calculations provided that they are not visible from a public street and are less than 28 s.f. in area.

## **5. Neon/illuminated window signs:**

- a. One neon "Open" sign with a maximum of 300 square inches is permitted per tenant.
- b. One light box centered in storefront window maximum 3'6" in any one direction, maximum 12.25 square feet..
- c. Window signs are located inside the tenant space and are included in the sign area calculation for each tenant.

## **6. Address Numerals:**

Minimum numeral height is eight inches (8") per fire code, installed by Landlord.

## **7. Storefront graphics:**

- a. Horizontal window graphics may be located above mullion or sill, whichever is at +2'-6" above finish floor or higher. Graphics may not exceed 4" in height.
- b. Store Hours graphics: cut vinyl letters shall be located as follows: 3" above push-pull bar, right justified 6" from strike edge of door.

8. Maximum allowable signage per Tenant or whatever lesser amount is approved by the City of Oxnard:

Signage Calculations: Linear frontage (lf) X Multiplier/Code = Sq. Ft. of signage

**1611 – 1671 Channel Islands Blvd**

Street Frontage 152.5 (lf) X 2 = 305.5 sq. ft. Gross signage  
-50.0 Less Monument Sign  
 255.5 Allowable South Elevation

Multiplier/Space 255.5/152.5 = 1.675

End Cap Frontage #1611 71.66 (lf) X .5 = 35.82 Must be used on West elevation  
 End Cap Frontage #1671 73.00 (lf) X .5 = 36.50 Must be used on East elevation  
**327.82 Total Allowable Signage**

<u>Tenant (South Elevation)</u>	<u>LF</u>	<u>Multiplier</u>	<u>Sign Area</u>	<u>Logo</u>	<u>Total S.F.</u>
#1611 South Elevation	22.66	1.675	37.95 sf		
Logo West Elevation	71.66	.05		35.82 sf	73.77
#1621 South Elevation	21.37	1.675	35.79 sf		35.79
#1631 South Elevation	18.33	1.675	30.70 sf		30.70
#1641 South Elevation	20.00	1.675	33.50 sf		33.50
#1651 South Elevation	23.00	1.675	38.52 sf		
#1661 South Elevation	16.54	1.675	27.70 sf		66.22
#1671 South Elevation	30.66	1.675	51.35 sf		
Logo East Elevation	73.00	.05		36.50	87.85
<b>TOTAL</b>	152.5		255.51	72.50	327.83

**E. GROUND SIGN IDENTIFICATION**

(Note: Ground sign also referred to as Monument sign)

1. Ground Signage Limitations:

Each tenant will be allowed to install one panel on each of the two faces of the approved ground sign per the attached "Monument Sign" exhibit. A tenant leasing multiple suite addresses in the center may (in the landlord's sole discretion, and otherwise subject to all other terms of the lease) be permitted to have two panels on each of the two faces of the monument sign. Approved text shall not encroach into a 1" offset from the reveal or edge that surrounds the tenant sign area. Maximum lettering area of 38" wide x 10" high (See attached plan for location). All tenant signs shall have raised white enamel finished metal letters (1/4 inch thick) that are individually cut and applied.

**F. PROHIBITED SIGNS**

1. Signs constituting a Traffic Hazard:

No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size, or color, lettering, or design any traffic sign or signal, or which makes use of the words, "STOP", "LOOK", "DANGER." Or use any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

2. Immoral or Unlawful Advertising:

It shall be unlawful for any person to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.

3. Signs on Doors, Windows or Fire Escapes:

No window signs will be permitted on the windows. No sign shall be installed, relocated, or maintained to as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.

4. Animated Audible, or Moving Signs:

Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited

5. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles, is prohibited.



6. Light Bulb Strings and Exposed Tubing:

External displays, other than temporary decorative holiday lighting, which consists of unshielded light bulbs, and open exposed neon or gaseous light tubing, are prohibited on all tenant shops. Temporary holiday lighting shall be allowed from 11/15 to 1/15 each year and shall be reviewed and approved by the shopping center for conformity to that season's uniform holiday decoration theme.

7. Banners, Sandwich Boards & Balloons Used for Advertising Purposes:

None allowed

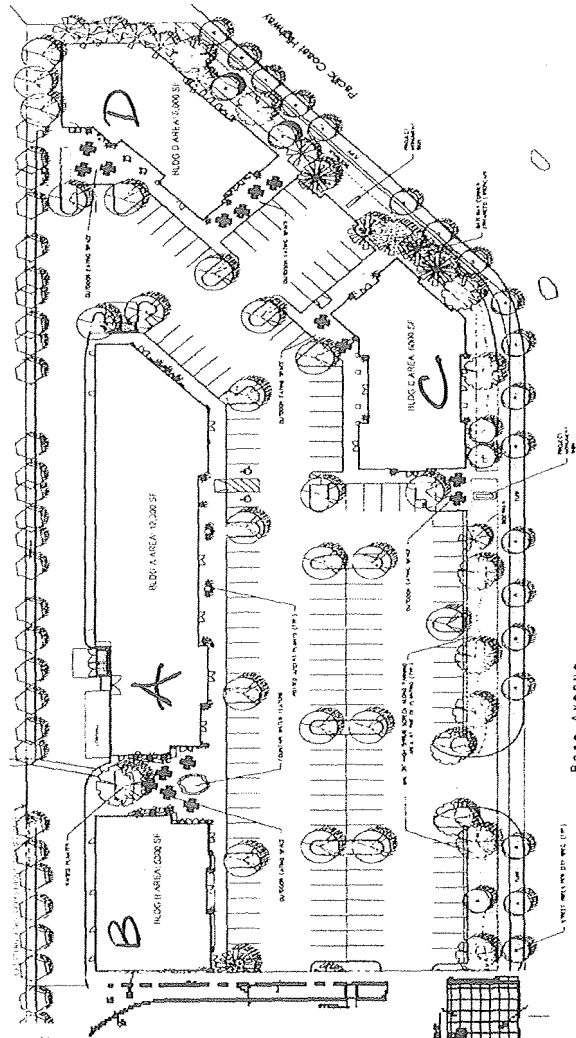
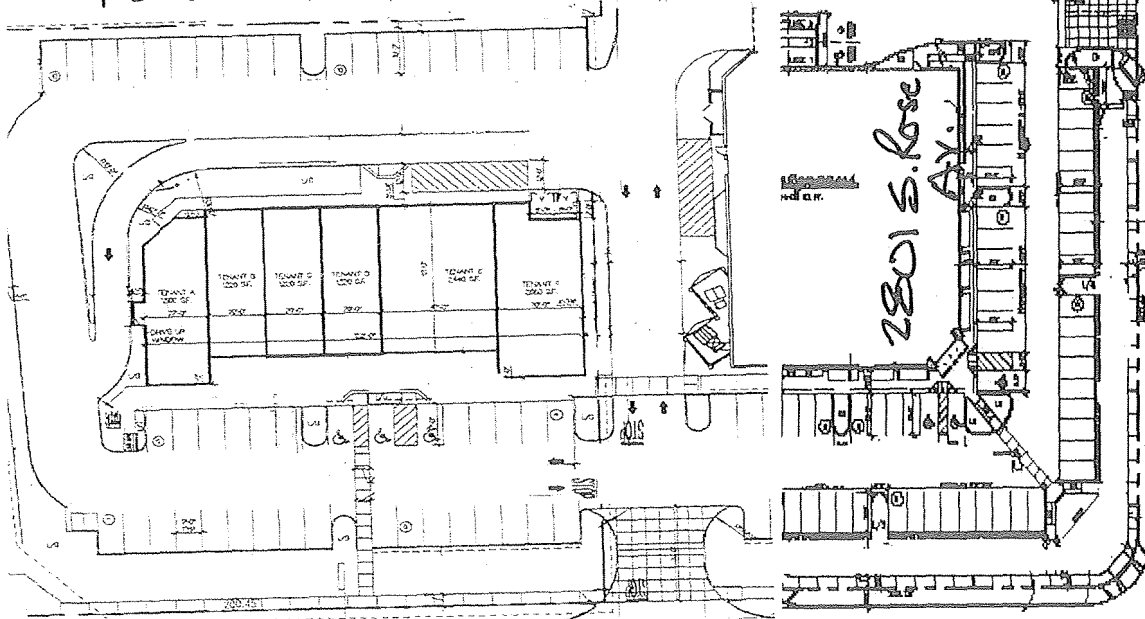
8. Internally Illuminated Can Signs:

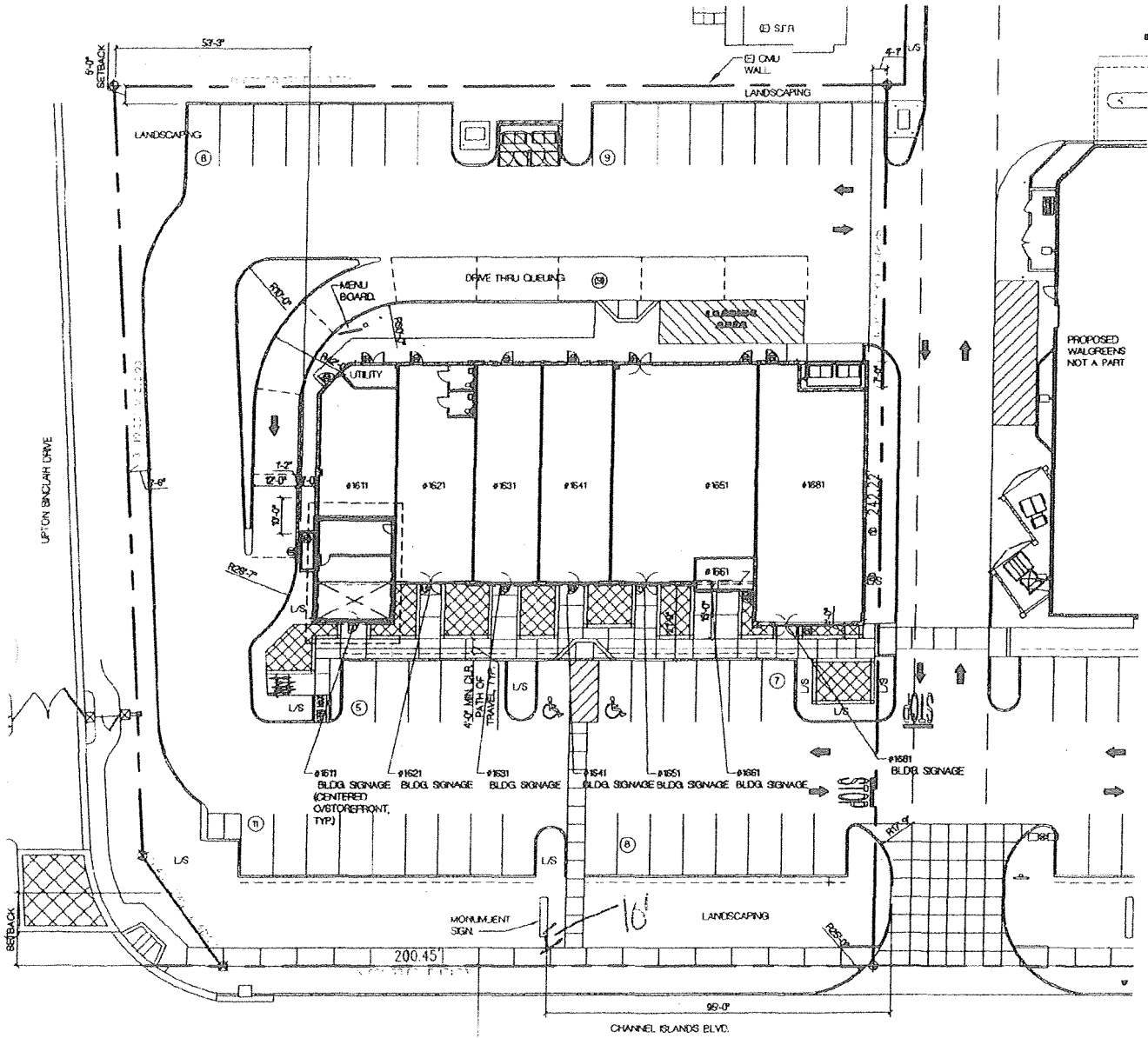
No internally illuminated can signs are allowed, except as otherwise permitted in this sign program for logos type signs.

NORTH ↑

PZ 04-500-15

PZ 03-500-10





SITE PLAN  
 1611-1691 CHANNEL ISLANDS BLVD, OXNARD, CA

1 SITE PLAN  
 T - 20'0"



6/23/05

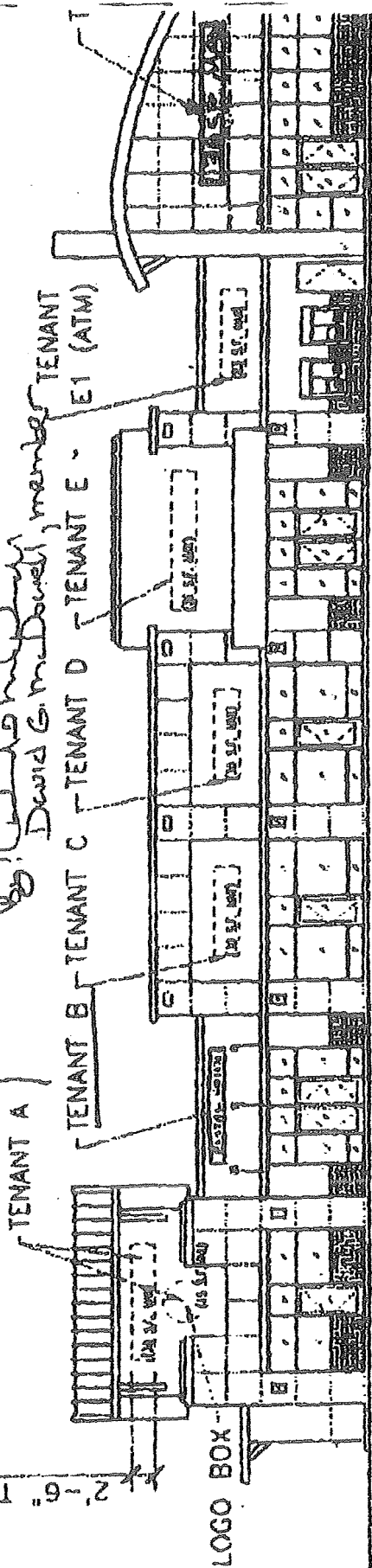
6-Winwood  
7/20/05

# BUILDING SIGN LOCATIONS

Relocation approved  
Subject to City of Newark's  
approval.

By: *David G. McDowell*  
David G. McDowell, member

2'-6" TP.



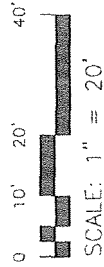
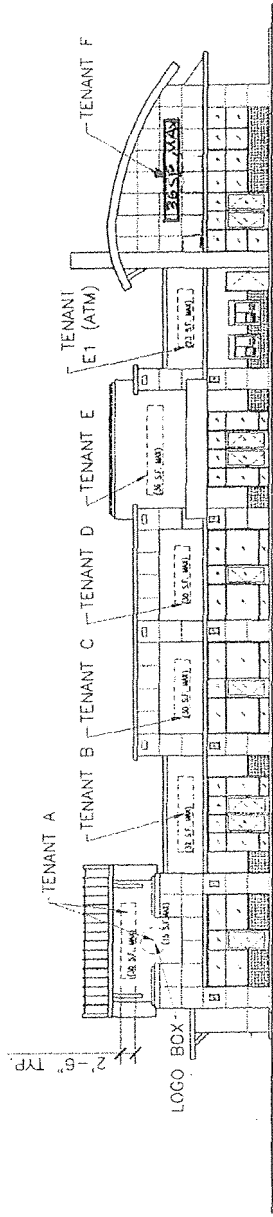
0 10' 20' 40'



OK

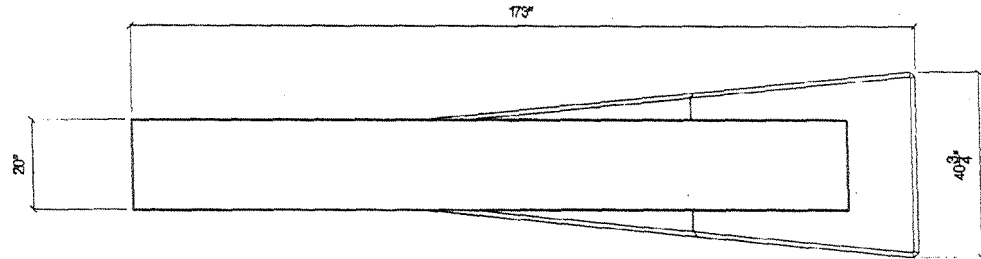
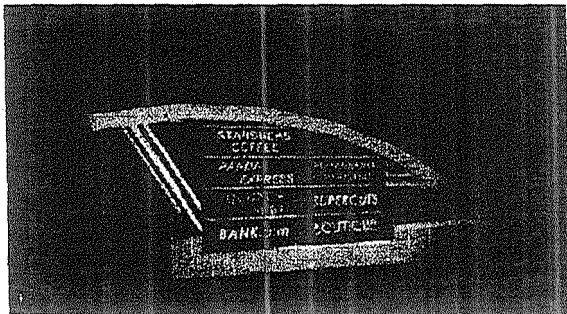
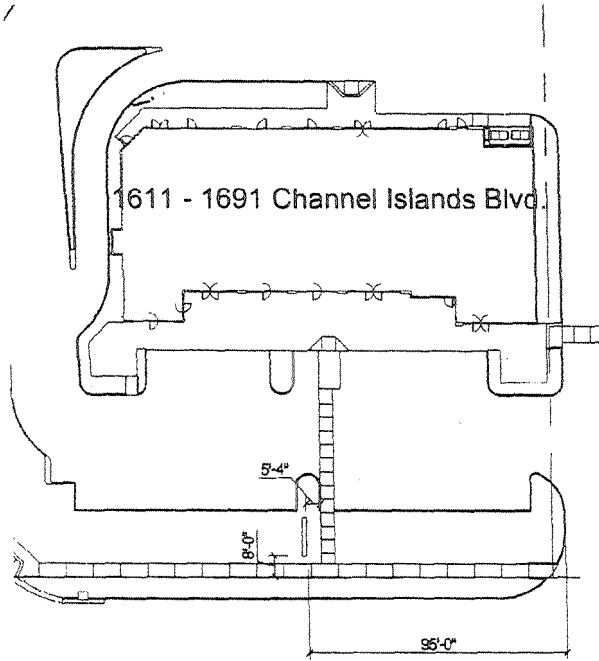
SCALE: 1" = 20'

# BUILDING SIGN LOCATIONS

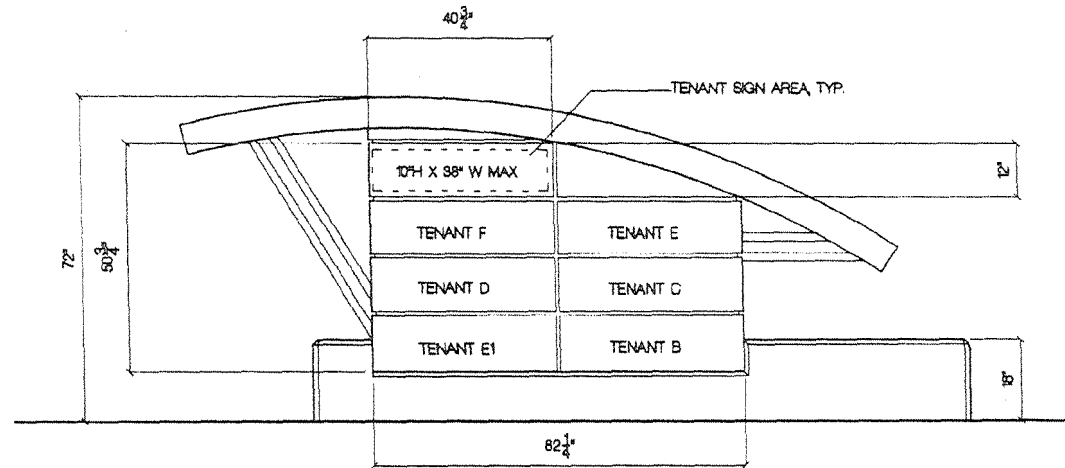


South (Front) Elevation

Paul Politer + Michael David  
 156 West Alhambra Ave. • Suite C • San Gabriel, CA 91105  
 Fax (626) 998-9943 Telephone (626) 982-1654



TOP VIEW



FRONT VIEW

**STATISTICS**

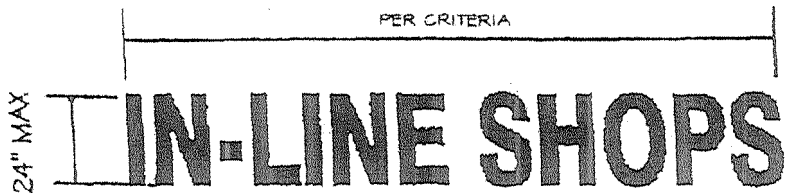
MAXIMUM ALLOWABLE HEIGHT: 6'-0" @ min 35' FROM CORNER. MUST BE LOCATED MIN. 150' AWAY FROM WALGREENS MONUMENT SIGN.  
 MAXIMUM ALLOWED SIGN AREA 50 sq. ft.

PROVIDED SIGN AREA FOR EACH TENANT: 12' H X ~~48' W~~ **38" WIDE**  
 PROVIDED TOTAL SIGN AREA ON EACH SIDE 25 SF.

Paul Poirier + Michael David

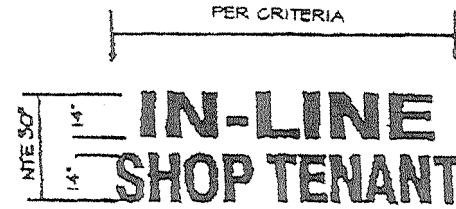
156 West Alhambra Ave. Suite C Santa Barbara, CA 93105  
 Fax (805) 898-9681 Telephone (805) 662-8854

**MONUMENT SIGN**



MAXIMUM HEIGHT OF COPY IN ONE LINE - 24"

IN-LINE TENANT SIGNS      1/4" = 1'-0"

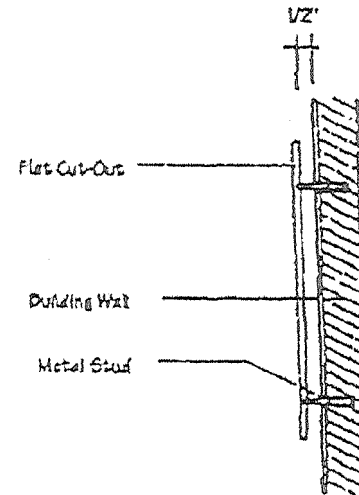


MAXIMUM HEIGHT OF COPY IN TWO LINES - 14"

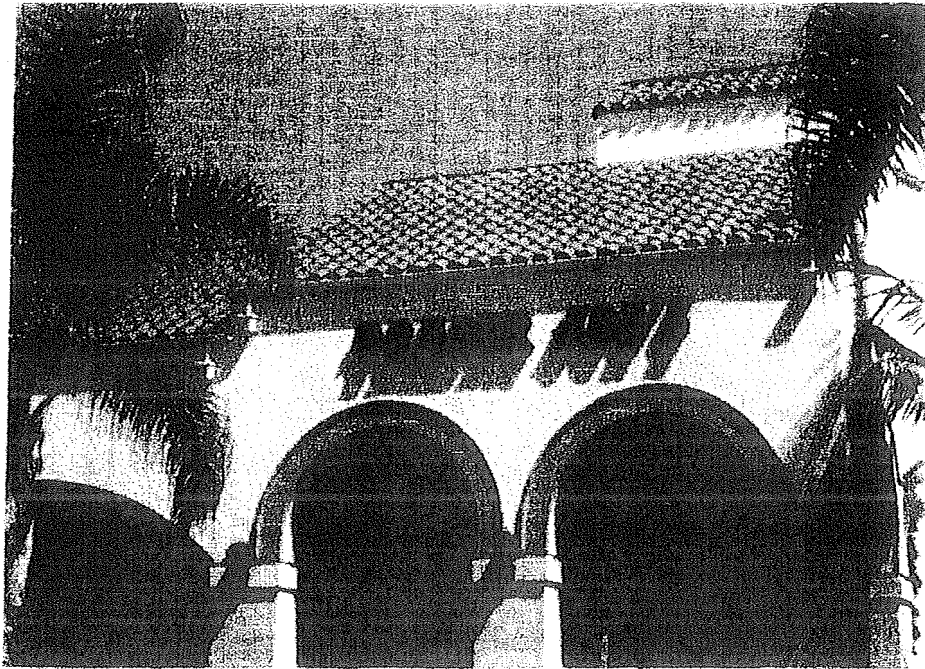


ADDRESS NUMERALS      3/4" = 1'-0"

1/4" ALUMINUM PLATE, ROUTED AND POWDER COATED TO MATCH (COLOR AS PER FINISH SCHEDULE ATTACHED).  
NUMERALS TO BE STUD-MOUNTED 1/2" OFF THE WALL.



FLAT CUT-OUT LETTERS MOUNTING DETAIL      N.T.S.



Internally Illuminated Channel Letters      SIGN A

1

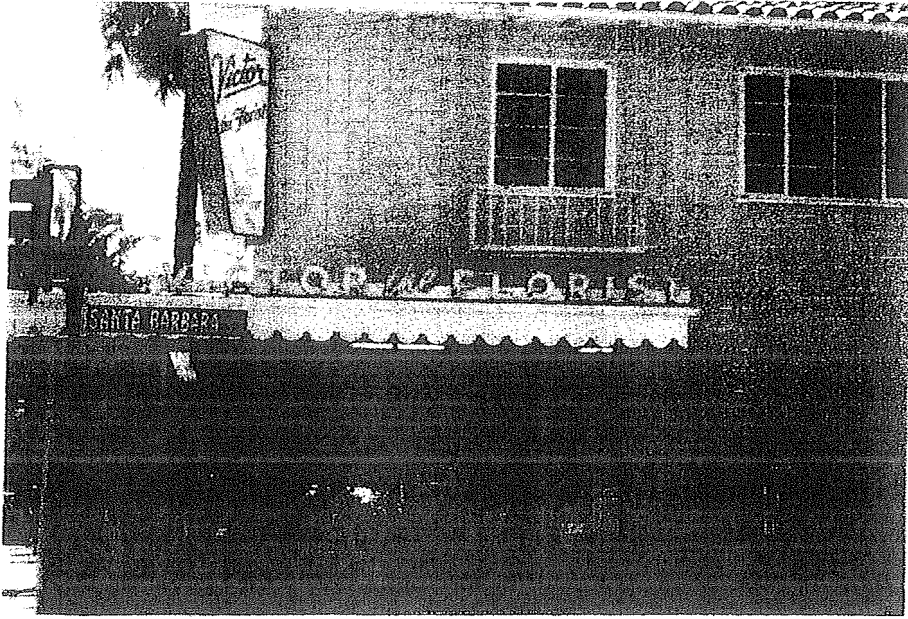


Reverse Lit Channel Letter      SIGN B

2

Paul Poirier + Michael David  
ARCHITECTS





Front Channel Neon

SIGN C