
A. Intent

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the Shores Commercial Center project. Conformance with this sign criteria shall be rigorously enforced and any non-conforming signs shall be removed by the tenant or his sign contractor at their sole expense, upon demand by Owner.

All proposed sign designs shall be reviewed by the Owner, and shall be subject to approval and acceptance by the City of Oxnard's Planning and Environmental Services Division, prior to any installation. Exceptions to these standards may be considered. However, based upon Owner's field experience, deviations will generally result in serious inequities between tenants. Accordingly, the Owner, through the architect, will retain full rights of final approval, and reserves the right to reject or deny any proposed sign for use in the center.

B. General Requirements (applies to all Tenants)

1. Each tenant shall submit to the Owner for written approval, two (2) copies of the detailed shop drawings of the proposed sign(s), (one in full color) indicating conformance with the sign criteria herein outlined.
2. The tenant shall submit sign plans and drawings approved by the Owner, along with other City required documents and fees, to the City of Oxnard's Building Division for approval prior to the start of any sign construction or fabrication.
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 pay for and obtain all necessary permits associated with the installation of the signs.
5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. The location of all signs shall be per the accompanying exhibits.
7. One "primary sign" shall be allowed for each tenant, sign to be designed and installed in accordance with these criteria and other applicable requirements (except as otherwise approved in writing). The tenant shall obtain approval and acceptance by the City of Oxnard's Planning and Environmental Services Division and shall verify the sign location and size with Owner prior to fabrication.
8. One double-sided "under canopy sign" shall be allowed for each tenant no to exceed 8" x 30" per face, sign to be designed and installed in accordance with these criteria and other applicable requirements (except as otherwise approved in writing). The tenant shall obtain approval and acceptance by the City of Oxnard's Planning and Environmental Services Division and shall verify the sign location and size with Owner prior to fabrication.

Oxnard Shores
SIGN PROGRAM

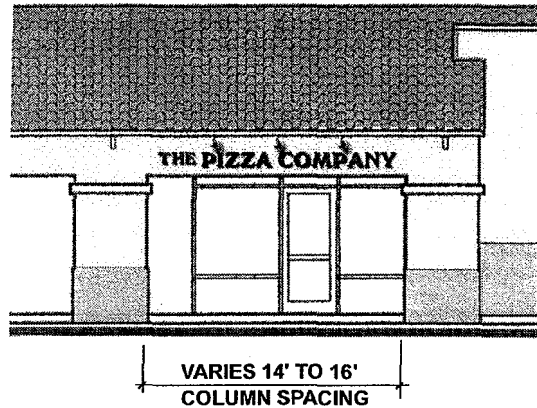
- 9. Address numbers shall be applied to each store by the tenant's sign company during regular course of construction.
- 10. Special signs which vary from this sign criteria must first be approved by the Owner, in writing, and must then receive written approval by the City of Oxnard's Planning Department prior to any fabrication or installation.
- 11. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and required signs) shall be approved by the City of Oxnard's Planning and Environmental Services Division, and as amended from time to time through the appropriate City permitting process.

General Sign Specification

All signs within the center shall conform to the following specifications:

- 12. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
- 13. All lettering shall be restricted to the "net sign area" and have a matte finish. See accompanying design criteria for specific information.

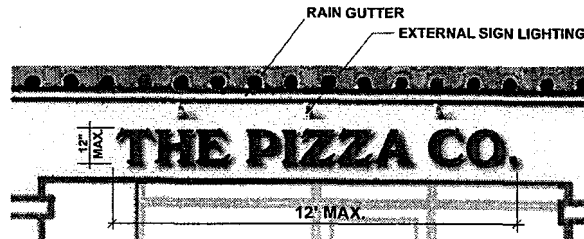
- 14. No projections above or below the "Net sign area" will be permitted except as otherwise indicated herein and approved in writing. Projections of up to 25% above or below the "net sign area" may be allowed for natural font extensions (such as the letter "y" or "g") when such extension is consistent with good design practice.



- 15. All signs and their installation must comply with all local building and electrical codes and bear a U.L. label place in an inconspicuous location.
- 16. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of gold leaf of decal application lettering with type face not to exceed 2 inches in height, indicating store name, hours of business, emergency telephone, etc. The number and letter typeface shall be subject to Owner's approval.

17. Typical specifications:

- A. Shop signs shall be attached in designated areas only and may not exceed 12 feet in length or 12" in height, except for Major Tenants, which may have letters up to 24" in



Oxnard Shores Shopping Center

SIGN PROGRAM

- height or two lines of text not to exceed 24" in height overall.
- B. Sign "copy" (Letter type) and logos, (illustrated to scale, with accurate depiction of font style) including actual material samples, shall be submitted to the Owner and City of Oxnard's Building Division for written approval prior to fabrication.
- C. Signs are to be externally illuminated and constructed of a solid core material, such as high density foam, with finished surface color and material consistent with this program.
- D. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent building material finish

PROHIBITED SIGNS (applies to all Tenants)

- 18. Signs Constituting a Traffic Hazard:
No person shall install or maintain a cause to be installed or maintained any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words, "STOP", "LOOK", "DANGER", or any other words, phases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.
- 19. Immoral or Unlawful Advertising:
It shall be unlawful for any person to exhibit, post or display cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature of unlawful activity.
- 20. Signs or Doors, Windows or Fire Escapes:
No window signs, permanent or temporary, will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress to egress from any door. No sign of any kind shall be attached to a standpipe except those signs as required by code or ordinance.
- 21. Animated, Audible or Moving Signs:
Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited, except for time and temperature displays, unless specifically approved, in writing by both the Owner and The City of Oxnard's Planning Department.
- 22. Off-Premise Signs:
Any signs, other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located is prohibited.
- 23. Vehicle signs:
Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide directional to a use of activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, is prohibited.
- 24. Light Bulb Strings and Exposed Tubing:

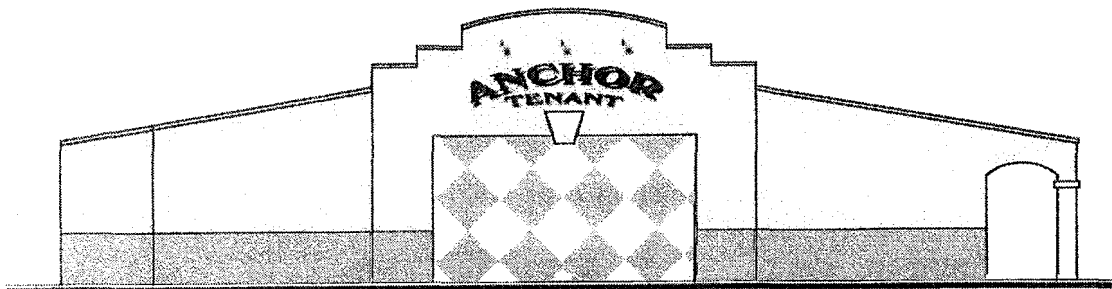
Oxnard Shores
SIGN PROGRAM

External displays which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the Owner when the display is an integral part of the design character of the activity to which it relates.

- 25. Banners, Pennants, and Balloons Used for Advertising Purposes:
Flags, banners, or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Owner and City approval.
- 26. Signs in Proximity to Utility Lines:
Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California are prohibited.

MISCELLANEOUS NOTES

The provisions of this Program, except as otherwise expressly provided in this Program, shall not be applicable to the identification signs of occupancies designated by the Landlord as a "Major" or "Special" Tenant that may be located in the Shopping Center, it being understood and agreed that these occupants may have their usual sign as on similar buildings operated by them in California; provided, however, that said sign is architecturally compatible with the center and has been approved in writing by the Owner and the City of Oxnard's Planning Department. The sign may not exceed the allowable sign area as prescribed by the Oxnard Sign Ordinance for this location.



SOUTH ELEVATION

Oxnard Shores
SIGN PROGRAM

Submittal Requirements for Signs and Awnings

Submittals should be of professional quality, clearly depicting the character of the existing building and the character and design of the proposed sign for the requested approval. Submittal documents, including drawings, photographs, photomontages or computer-generated images shall meet the following criteria in order to be considered for approval:

- Scale drawings, typically at 1" = 1/4" or 1" = 1/8" , showing location and size and configuration of proposed signs.
- Scale Section drawings, typically at 1" = 1/4" or 1" = 1/8", shall include the sign attachment detail.
- Letter Font sample (exact type face and color as specified herein).

The drawings include a perspective view of a building facade with a sign for 'THE PIZZA COMPANY' above the entrance, with a note 'VARIES 14' TO 16' COLUMN SPACING'. To the right is a detailed cross-section of the sign installation showing a 'RAIN GUTTER' at the top, 'EXTERNAL SIGN LIGHTING' below it, and the sign itself. The sign is 12" high with a 6" minimum clearance above and below. The sign face is 18" deep, with a 6" minimum clearance on the sides. A note indicates 'CLEAR VISIBLE FASCIA'.

SOUTH ELEVATION

EAST ELEVATION

THE SHORES NEIGHBORHOOD CENTER

ANCHOR TENANT

THE SHORES RESTAURANT

THE PIZZA COMPANY

HEAVENLY CARES

STANDARD TENANT SIGN:
 FONT: "PRODIGAL"
 COLOR: PANTONE 1676 CVC
 SINGLE TEXT LINE
 12" MAXIMUM LETTER HEIGHT
 SURFACE MOUNTED, SOLID CORE MATERIAL 2" THICKNESS
 - "High Density Foam" or approved equal.

ANCHOR TENANT SIGN:
 FONT: "PRODIGAL"
 COLOR: MAY VARY
 TWO LINES OF TEXT PERMITTED
 24" MAXIMUM INDIVIDUAL LETTER HEIGHT
 SURFACE MOUNTED, SOLID CORE MATERIAL 2" THICKNESS
 - "High Density Foam" or approved equal.

ALL SIGNS EXTERNALLY ILLUMINATED, SURFACES MATT FINISH, PRIMED AND PAINTED TO FILL ALL PORES, RESIST FADING, CRACKING AND PEELING OF FINISHED SURFACE.

SIGN PROGRAM
 ALL SIGNS REQUIRE LANDLORD AND CITY OF OXNARD APPROVAL WITH REQUIRED PERMITS PRIOR TO INSTALLATION.

EXHIBIT "A"
 REVISED 3.6.02



Oxnard Shores Shops
NW corner
(Harbor & Wooley)

March 14, 2002

Mr. Hobbs Marlow
Oxnard Shores Company
11520 San Vicente Blvd. # 108
Los Angeles CA 90049

Subject: *Minor Modification to Special Use Permit No. 97-5-1
Changes to exterior building colors and sign program, the Shores Shops
Northwest corner Wooley Road and Harbor Blvd.*

Dear Mr. Marlow:

The Planning and Environmental Services Division received your minor modification application on March 8, 2002. I have reviewed your request to make minor changes to the approved colors and sign program for the project identified above.

The requested change consists of:

1. Change colors from approved colors to the following (all Benjamin Moore paint), as shown on Exhibit B, dated March 6, 2002
 - a. Field Color- Cascade White (2127-70)
 - b. Accent colors-Lighthouse (2018-60) & Morning Star (2018-50)
 - c. Base/trim- Stardust (2108-40)
 - d. Cornice molding-Brown Horse (2108-30)
2. Change sign program
 - a. Delete monument sign
 - b. Change shop signs from internally illuminated channel letters to externally illuminated solid core material (2" thick, High Density Foam, or approved equal), with other specifications and dimensions per Exhibit A.
 - c. External illumination to be provided by developer, as shown on Exhibit A.

No additional parking is required for these proposed changes. The changes meet all applicable standards of the R-B-1 zone and other Zoning Ordinance requirements.

The Planning and Environmental Services Division approves the requested minor modification with the following findings and condition.

Findings

1. The minor modification is consistent with the General Plan and zoning on the property.
2. The minor modification is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), under section 15303 (Class 3).
3. No additional parking is required for this change.

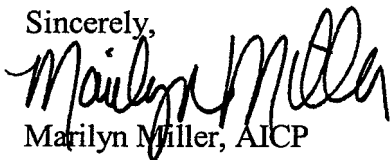
Mr. Hobbs Marlow, Oxnard Shores Company
Minor Modification to PZ 97-5-1
March 14, 2002
Page 2

Condition

1. Developer (or developer's representative, such as the project architect) shall submit a catalog cut for the external sign lighting fixtures, and a specification for spacing of these fixtures to Planning & Environmental Services prior to issuance of any sign permits for this project.

This letter serves as official approval of your minor modification request, and pertains only to the modifications described herein. Changes applied for but not referenced in this letter are not subject to Planning & Environmental Services approval. Enclosed are two approved copies of the plans. Please note that you must apply for necessary building permits and other approvals separately. Approval of this minor modification will expire on March 14, 2002, one year from the date of this letter, but this approval does not affect the expiration date of the Special Use Permit No. 97-5-1. If you have any questions about this letter, please call Linda Windsor at (805) 385-7858.

Sincerely,



Marilyn Miller, AICP
Planning and Environmental Services Manager

enclosures

cc w/o encl: Matthew Winegar, Development Services Director
Randa Gill, Development Services
Nick Deitch, MainStreet Architects
Pete Weeger, (by Fax- 310-455-3361)