WHITESAILS

IN WESTPORT AT MANDALAY BAY

TENANT

SIGN CRITERIA

APPROVED

PERMIT CENTER CITY OF OXNARD

THIS SET OF PLANS AND SPECIFICATIONS MUST BE KEPT ON THE JOB SITE AT ALL TIMES AND IT IS UNLAWFUL TO MAKE ANY CHANGES OR ALTERATIONS ON SAME WITHOUT WRITTEN PERMISSION FROM THE PERMIT CENTER THE STAMPING OF THIS PLAN AND SPECIFICATIONS. SHALL NOT BE HELD APPROVED FOR BE AN APPROVAL OF THE PERMIT OF THE PERMIT

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MAY 10, 2006



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Developer:

Name

John Laing Homes

Address

5805 Sepulveda Blvd., Ste. 800

Van Nuys, Ca. 91411

Tel.

(818) 267-3700

Fax

(818) 373-0039

Contact:

Robert Megna

Project
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Name

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Soderburgh, AIA

Address

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Contact:

Gustaf Soderbergh

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Oxnard

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Tel.

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Fax

(805) 385-7417

Contact:

Linda Windsor

Signage Consultant: Name

Outdoor Dimensions

Address

5325 Hunter Ave.

Anaheim, CA. 92807

Tel.

(714) 578-9555 (714) 693-9578

Fax Contact:

Christy Whittaker

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GENERAL REQUIREMENTS

There is a formal process for the creation, review and approval of Tenant signs at Whitesails inWestport at Mandalay Bay. All Tenant signage is subject to the Owner, or managing agent's (hereinafter referred to as "Owner") written approval. Approval will be granted based on the following:

- All signage must be architecturally consistent with the overall building theme, and if lighted, shall be internally illuminated via LED Display.
- Design, fabrication and method of installation of all signs shall conform to this sign program.
- Proposed signage is in harmony with adjacent signage conditions and with the Design standard for Westport.

A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to city submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to the city requirements of The Oxnard Planning Environmental Services.

Owner has the right to have consultant review and approve sign plans for colors, creativity and overall adherence to the Center's sign criteria. The review fee will be a Tenant expense.

Submittals shall include the following:
1. STOREFRONT ELEVATION:
Scale elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to Tenant's storefront.

2. SHOP DRAWINGS:

Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specification, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

Approval of sign submittals shall remain the sole right and discretion of the Owner. If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the provisions of this sign program will be submitted to the Owner for approval and then submitted to the City of Oxnard for approval. The Owner may approve signs that depart form the specific provisions and constraints of this sign program in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- c. Mitigate problems in the application of this sign program.

B. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or his sign contractor, must submit to the City of Oxnard, and will be responsible for all applicable permit fees and applications for the Planning and Building departments.

 A stamped set of final drawings reflecting the Owner's and City's approval shall be file in the Owner's office.

- D. The Owner may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.
- E. If Tenant chooses to change his exterior sign at anytime during the term of his lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of his lease agreement.
- F. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

TENANT'S RESPONSIBILITY

Tenant shall be responsible for the following expenses relating to signage for his store:

- Design consultant fees (if applicable)
- 100% of permit processing cost and application fees.
- 100% of costs for pign fabrication and installation including review of shop drawipg ក្នុក្សាក្នុ patterps
- All costs relating to sign to the must be touthe amidings site at all times and it is
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DESIGN GUIDELINES

The purpose of establishing these design quidelines is to ensure that each Tenant's sign will contribute the center's success. High quality signage which reflect the integrity of the architecture will be encouraged. individual Tenant signs should incorporate a diversity of sign styles, icons. Encouraged sign treatments include:

A) MIXED MEDIA FORMS AND EMBELLISHMENTS

- Dimensional, geometric shapes or icons representing a tenant's product or service.
- Sculpted, metal or Sign foam forms.
- Painted, polished, etched, or abraded metals.
- Etched or sandblasted glass or acrylic.
- Screens, grids or mesh.
- Cut or fabricated steel.
- Dimensional leterforms with seamless edges.
- Opaque acrylic materials with matte finishes.
- Gold, silver or copper leaf or metallic paint finish.
- Oxidized and patina finished.

B) ILLUMINATION

Tenant signage should incorporate one or more of the following acceptable lighting methods:

- Reverse/halo channel.
- Open and/or exposed channel.
- Silhouette illumination.
- No cabinet signs allowed. Nor may the main. portion of sign be internally illuminated with push through letters.

The following are prohibited:

- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surround or crossbars.
- Front lighting fixtures that compete with storefront design.

C) SIGN COLORS AND FINISHES

All Tenants' colors must be approved by the Owner prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- Color must be selected from Tenant Color Palette.
- Sign colors should be selected to provide sufficient contrast against building background color and be compatible with building background colors.
- Colors within each sign should be compatible.
- Sign colors should provide variety and excitement
- Color of letter returns should contrast with face colors for optimum daytime readability. Interior of open channel letters should be painted dark when against light background.

D) TYPE STYLES

The use of logos and distinctive type styles is encouraged for all tenant signs. Tenants may adapt established type styles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. Logos must be registered Trade Mark. These images must be architecturally compatible and approved by Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

Recommended FONT IS:

THE FUTURA FAMILY Other fonts subject to approval by owner.

E) SIZES AND QUANTITIES

Sizes and quantities for tenant signs shall be outlined in this criteria for each sign type. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that they appear balanced and in scale in relation to their background.

F) WINDOW & INTERIOR SIGNAGE

Window & interior signs are encouraged with this quideline:

All window signs put together shall not exceed 20% of the window area of that unit.

G) AREA OF SIGN

For signs without a border or frame (channel letters), the area shall be determined with a rectangle around the extreme outer limits of the sign message, including all figures and any back ground or color which is an integral part of sign.

H) REQUIRED IDENTIFICATION SIGNAGE

Each retail Tenant shall, at his own expense provide and install a minimum of one primary identification sign in accordance with the criteria outlined herein for Tenant's specific building location. Signs that incorporate custom logos and creative design elements are encouraged.

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I) OPTIONAL IDENTIFICATION, SIGNAGE In additional to required signate. Tenants may also in bless control of the signature of th such as under Can bisy Then ame identification MUST BE Signs as outlineed in the exhibits that collinges or SAME WITHOUT WRITTEN PERMISSION FROM THE PERMIT CENTER. THE

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All tenants are encouraged to use concealed LED with (reverse) channel letters. These letters are to be a minimum 3.5" thick and not to exceed 6" Pegged off wall 1.5" with standoff painted to match wall color. Approved LED colors are Red, Amber, White, and Blue. Other techniques will be considered on an individual basis.

SIGN AREA:

Tenant name and/or logo: Maximum of 1 square foot per linear foot of store frontage or the allowable sign area per space per the criteria elevations, whichever is greater. Length of signs is Maximum 60% of leasehold width.

MAXIMUM HEIGHT:

Maximum letter height is 18" for the first character and 14" Maximum there after with a 24" maximum overall height of graphics or multiple lines.

LIGHTING:

Multiple lighting techniques are allowed and encouraged. Internal LED is the preferred method. External lighting used to illuminate a sign must be hooded, shielded or in a channel so that it is not visible from public streets, alleys or highways, or any "residentially" zoned property.

COLORS:

All sign colors are to be approved by the owner. Other colors will be subject to approval by owner.

Patina finishes, brushed metal & other finishes not typically considered colors, are acceptable.

The standard colors to be used are Map Dark Bronze and PMS 726.



MATHEWS AUTOMOTIVE PAINT DARK BRONZE



PMS 726

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OF ANY CITY ORDINANCE OR STATE LAW.

OUTDOOR

DIMENSIONS

714-578-9555 FAX: 714-693-9578

Only those signs types provided herein and specifically approved in writing by the Owner will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures.
- Roof Signs.
- Freestanding signs, except as provided in this text.
- Animated, flashing, audible or moving signs: signs which move, swing, rotate, signs which change colors or give the appearance to change colors.
- Vehicle Signs: signs affixed to or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to use or activity.
- Off premise signs (other than directional signs): signs installed for the purpose of advertising a project, event, person or subject not located upon the same premises as the sign.
- A-Frame signs
- Banners, Pennants, Flags & Captive Balloons.
- Externally lit signs except as described in previous Sign Specifications.

Outdoor Dimensions 5325 Hunter ave. Anaheim, ca 92807 Tel. (714) 578-9555 Fax (714) 693-9578 Contact: Christy Whittaker

C & C Signs 11622 Anabel Garden Grove, Ca. 92843 Tel. (714(537-8175 Contact: Chris Canzone

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PERMIT CENTER
CITY OF OXNARD

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Construction requirements should include:

- A) Lags, fasteners, or screws are to be rust proof plated or stainless steel and installed in a concealed manner.
- B) Full weld construction.
- () Building penetrations are to be watertight sealed.
- D) UL labeling required.
- 8) No labeling or other identification is to be exposed.
- F) Contractors shall repair all damages caused by their work.
- (i) Illumination must use minimum 15 millimeter or 60 milliamp tubing.
- H) Letter depth not to exceed (4) inches.
- i) Plexiglass thickness of 3/16 inch minimum.
- Sheet metal to be primed inside and out.
- K) Sheet metal to be 24-gauge minimum.
- Electrical service is from tenant power source on automatic time clock synchronized with business hours, turning on at dusk.
- M) No exposed conduits, raceways, or crossovers.
- No exposed illumination and no external lighting, except as described in the Sign Specifications and Design Guidelines, above.

The purpose of this sign program shall be to integrate signs with building and landscaping design into a unified architectural unit. This shall be achieved by:

- 1) Using the same background color on all signs.
- Using not more than three (3) different colors for sign lettering unless otherwise approved by the owner.
- 3) Using the same type of sign supports, or method of mounting for all signs of the same type, or by using the same type of construction material for components, such as sign copy, cabinets and supports, or by using dissimilar signing determined compatible by the owner. Individual channel letters to be utilized rather than cabinet signs.
- 4) Using the same form of illumination for all signs or by using varied forms of illumination determined compatible by the owner.
- 5) Allowing the use of different colors for logos.

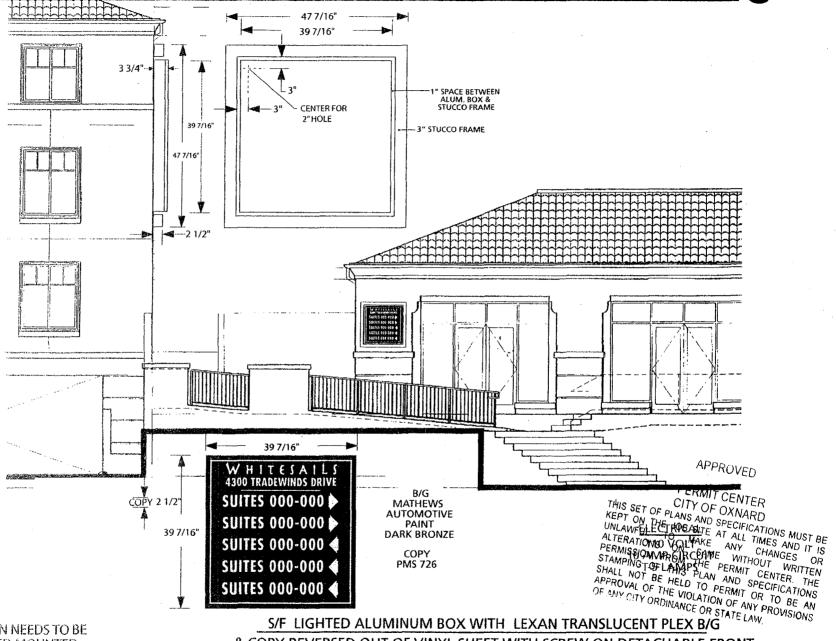
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SUITE DIRECTIONAL (BACKLIT)

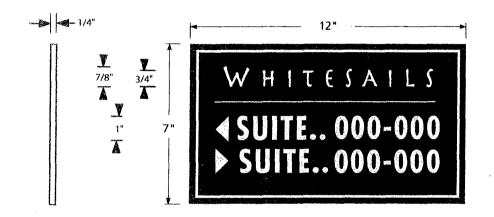


*THIS SIGN NEEDS TO BE SURFACED MOUNTED

& COPY REVERSED OUT OF VINYL SHEET WITH SCREW ON DETACHABLE FRONT

1/2" SCALE





B/G MATHEWS AUTOMOTIVE PAINT DARK BRONZE

COPY PMS 726

S/F 1/4" PLEX WITH REV. VINYL AND BACK PAINT

3" SCALE

TBD
ONCE OFFICE LOCATIONS
ARE DETERMINED

*THIS SIGN NEEDS TO BE SURFACED MOUNTED

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TENANT FRONT ENTRY DOOR WHITE VINYL LETTERS TO BE USED ON ALL DOORS QUANTITY....TBD SIZING OF LETTERS ARE AS FOLLOWS: - COMPANY NAME = 3" HIGH - HOURS = 2" HIGH **COPY TO BE SUPPLIED** - DAYS & TIME = 1 1/4" HIGH **BY TENANT AND** - "SUITE" = 1 1/2" HIGH APPROVED BY OWNER - TENANT SUITE NUMBER = 3" HIGH 70" 60° THIS SET OF PLANS AND SPE KEPT ON THE JOB SITE AT ALTERATIONS PERMISSION FROM THE PE STAMPING OF THIS PLAN AN APPROVAL OF THE VIOLATION OF ANY DI OF ANY CITY ORDINANCE OR STATE LAW S/F VINYL ON GLASS ENTRY DOOR

3/4' SCALE

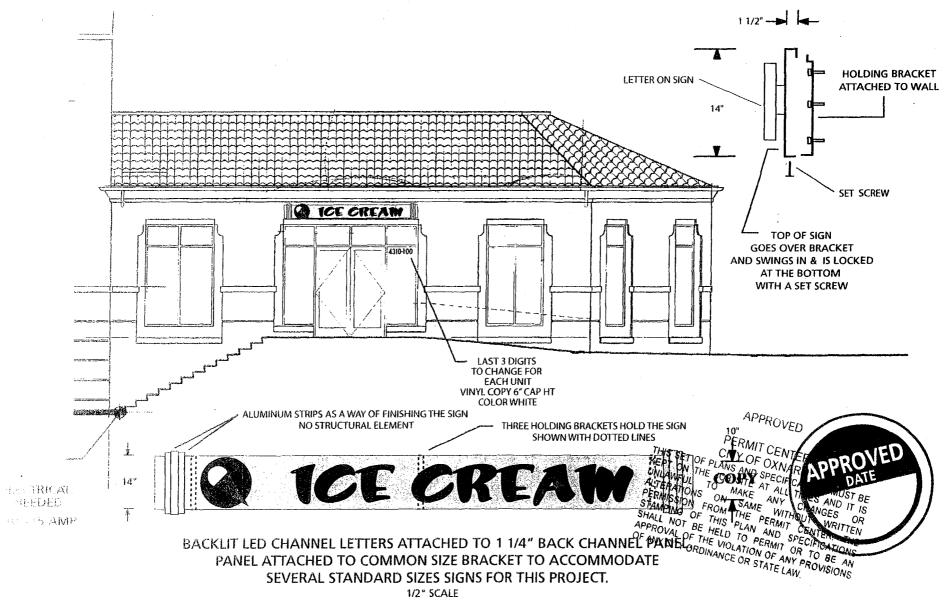
5325 E. HUNTER AVENUE ANAHEIM, CA. 92807 714-578-9555 FAX: 714-693-9578 DIMENSIONS

TENANT REAR ENTRY DOOR

→ WHITE VINYL LETTERS ON DOOR QUANTITY.....TBD * 3" HIGH SUITE LETTERS OR ADDRESS **⋄** 2"HIGH TENANT NAME **COPY TO BE SUPPLIED** BY TENANT AND APPROVED BY OWNER 125 TENANT NAME THIS SET OF PLANS AND SPE KEPT ON THE JOB SITE AT UNLAWFUL TO MAKE ALTERATIONS ON SAME, PERMISSION FOM THE STAMPING OF THIS PLAN ADDRIVAL OF THE VIOLATI, APPROVAL OF THE VIOLATION
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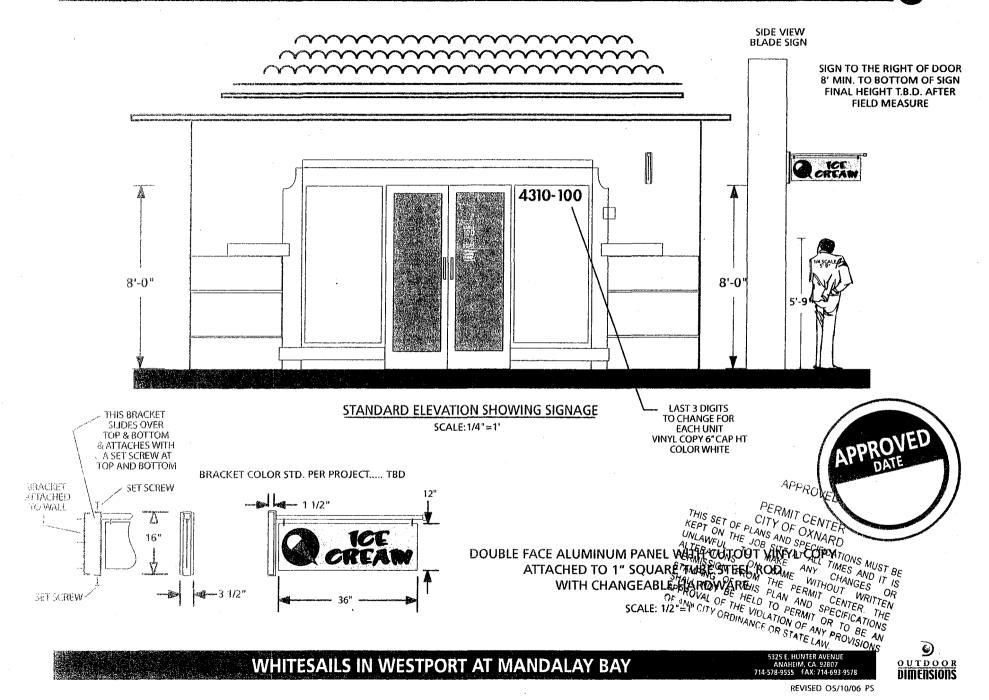


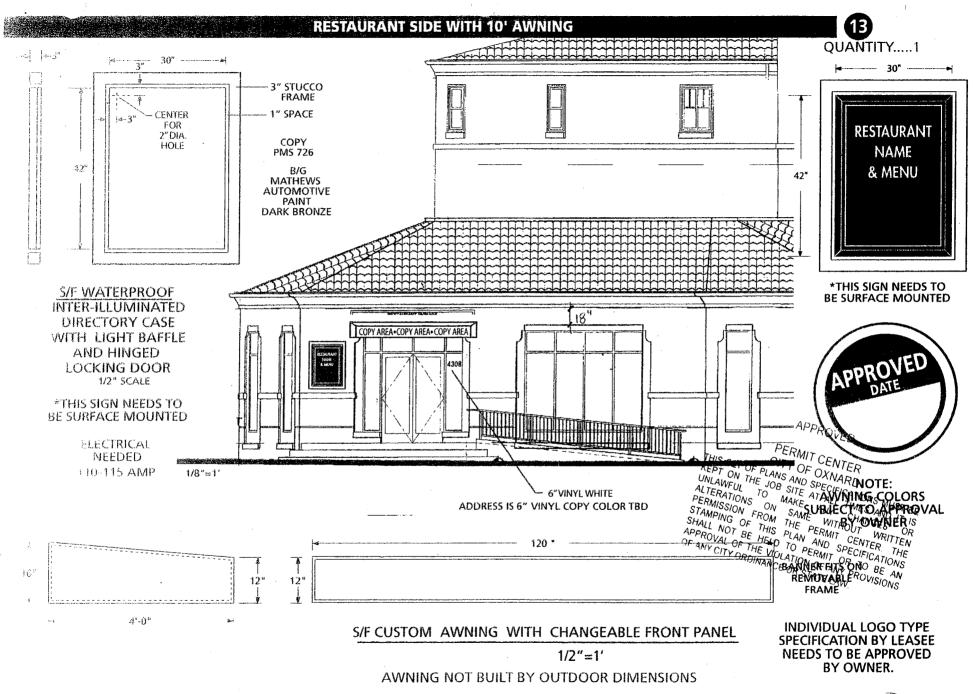


SURFACE MOUNT

WHITESAILS IN WESTPORT AT MANDALAY BAY

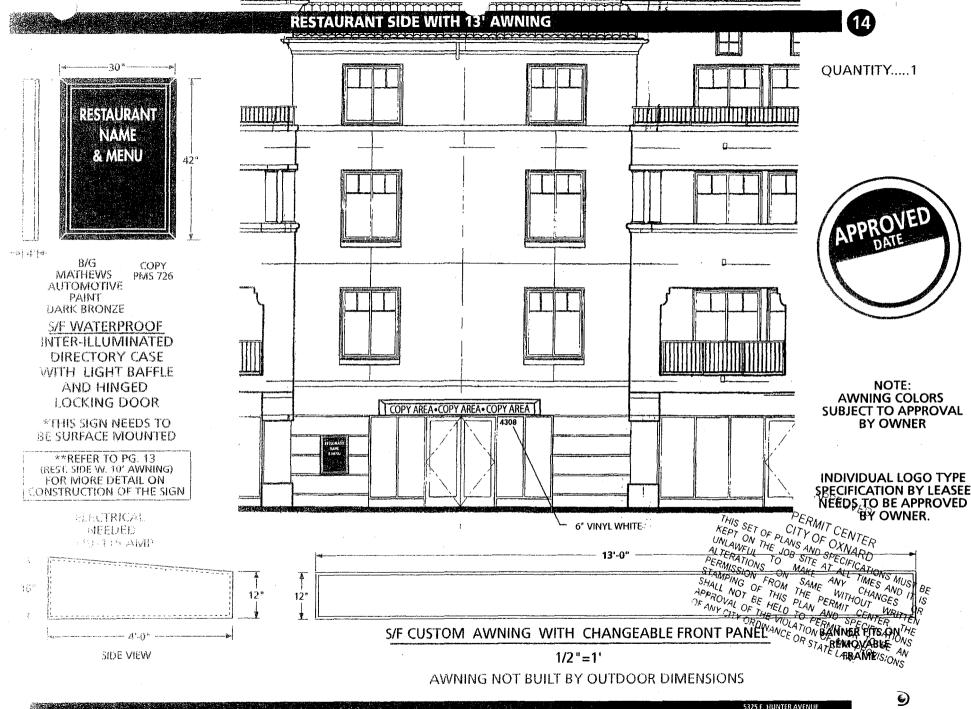






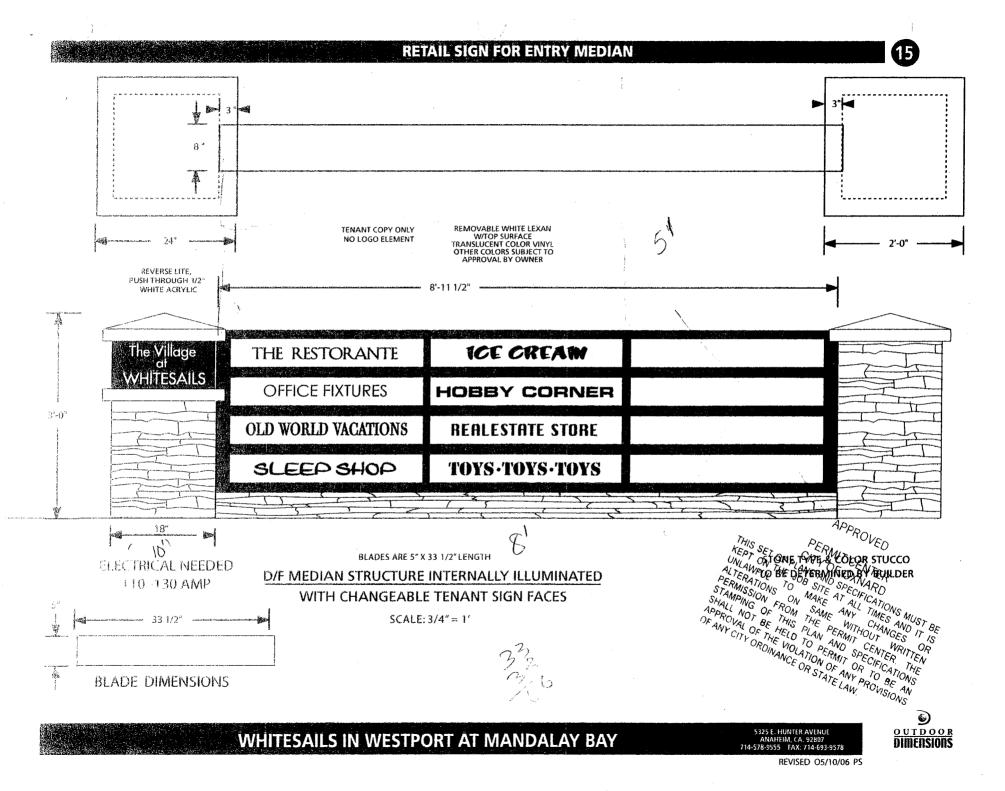
ANAHEIM, CA. 92807 714-578-9555 FAX: 714-693-9578

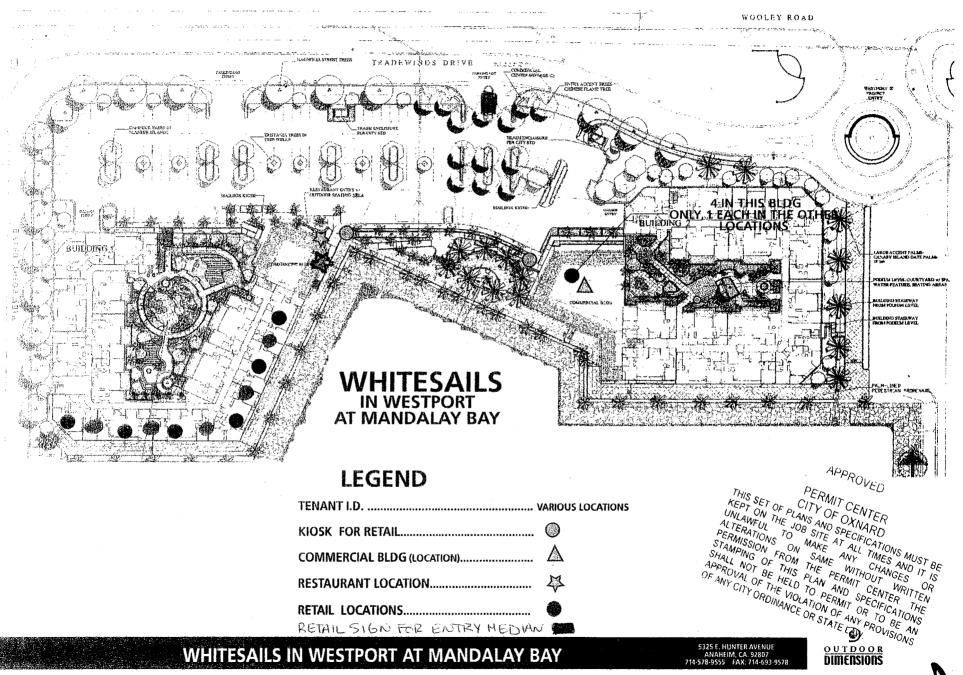




WHITESAILS IN WESTPORT AT MANDALAY BAY







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Commercial Tenant Sign Criteria

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|---|--|--|
| Sign Name | Location | Square Feet |
| Suite Directional | Eulding 2 | 10.9 |
| Tenant Identification (each sign is 12.9 sq. ft 11 units total) | Building 1 | 141.9 |
| Restaurant Side - West Facing | Building 1 | 12.9 |
| Restaurant Site = West Facing Menu Sign | Building 1 | |
| Tenant Identification - Blade Sign | | CONTRACT BOTTOM, 4440 TOURNE CONTRACT C |
| (each sign is 3 sq. ft 11 units total) | Building 1 | 33 |
| Restaurant Side - North Facing | Building 1 | 12.9 |
| Restaurant Site = North Facing Menu Sign | Building 1 | 8.8 |
| Retail Sign for Entry Median | West | 20.25 |
| Retail Sign for Entry Median | East | 20.25 |
| Total Approved Sign Area (Square Feet) | | 269.7 |
| Total Allowable Sign Area (Building Frontage x 2) | | 493 |

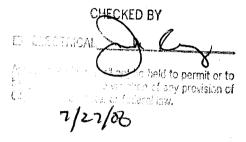
Residential Sign Criteria

| | | Total of Sig |
|---|-------------|--------------------|
| Sign Name | Location | Square Feet |
| Monument Wall - At Entry | West Side | 10.7 |
| Monument Wall - At Entry | East Side | 10.7 |
| Residence Sign | Building 1 | 19.7 |
| Residence Sign | Building 2 | 13.9 |
| Kiosk | West Facing | 11.2 |
| Kiosk | East Facing | 11.2 |
| Total Approved Sign Area (Square Feet) | | 77.4 |
| Total Allowable Sign Area (Building Frontage x 2) | | 85 |



OUTDOOR DIMENSIONS

CITY OF OXNARD BUILDING INSPECTIONS





IN WESTPORT AT MANDALAY BAY

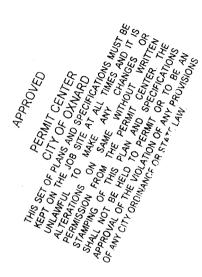


SITE SIGNAGE

MAY 10, 2006

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- 1 MONUMENT WALL
- 2 BUILDING RESIDENCE SIGN (Building 1)
- 2A BUILDING RESIDENCE SIGN (Building 2)
- 3 PUBLIC PARKING / PUBLIC PROMENADE SIGNS
- 4 KIOSK DIRECTIONALS
- 5 RESERVED PARKING
- 6 SITE PLAN WITH PLOTTED ITEMS
- 7 TOTAL SIGN AREA
- **8 CONSTRUCTION REQUIREMENTS**



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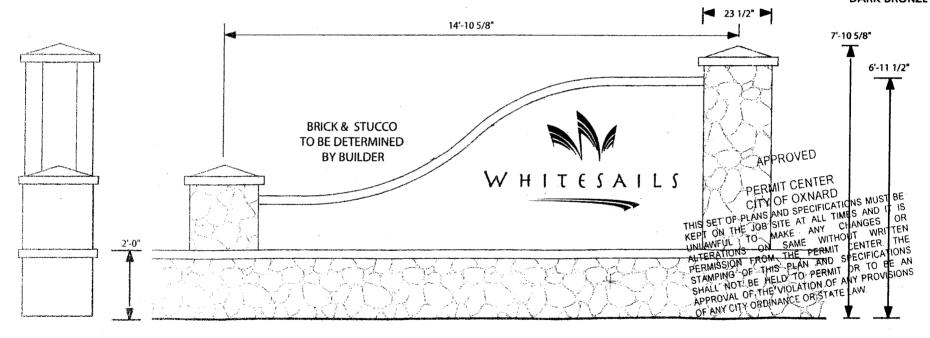
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S/F CUT-OUT COPY, LOGO AND ELEMENT

DETAIL DRAWINGS
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MATHEWS AUTOMOTIVE PAINT DARK BRONZE



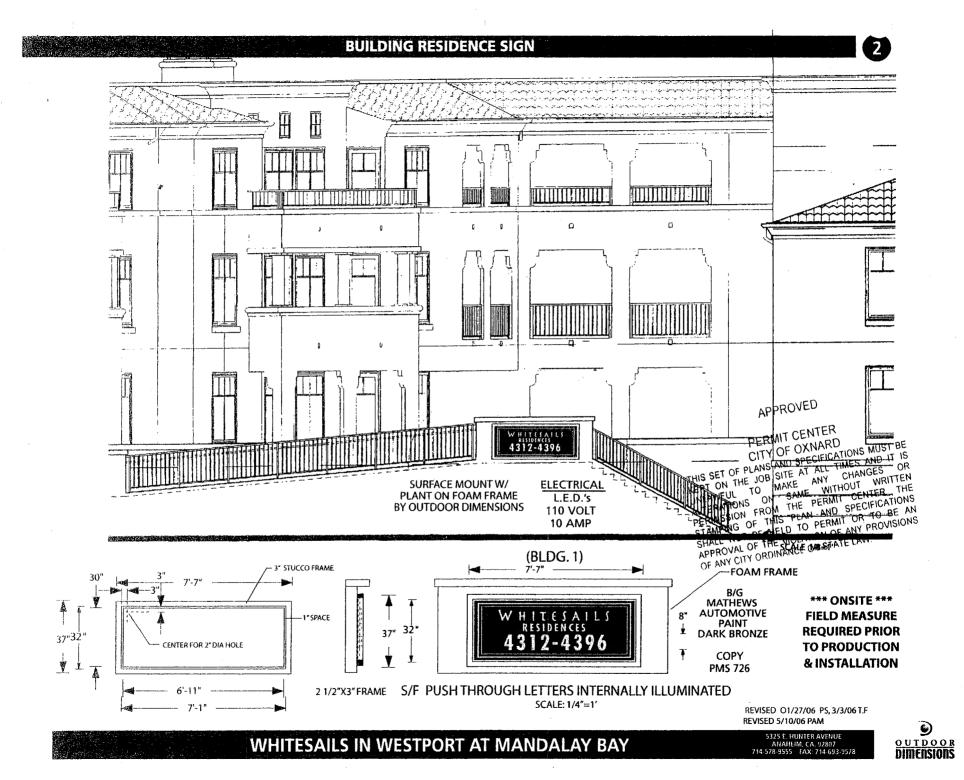
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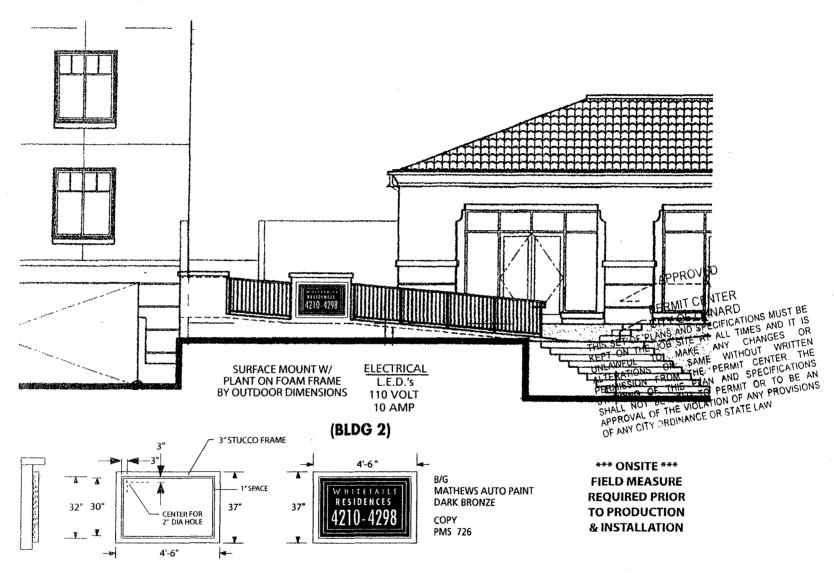
ENLARGED FROM 1/4" SCALE

NOTE: UPLIGHTING BY BUILDER

CUT OUT PAINTED 1/4" ALUMINUM COPY PIN MOUNTED WITH 1/4" STAND-OFF SCALE: 3/8"=1'





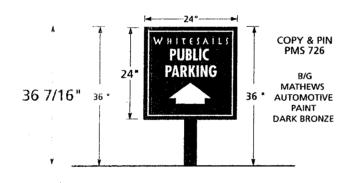


S/F PUSH THROUGH LETTERS INTERNALLY ILLUMINATED

SCALE: 1/4*=1'

03/14/06 PS 5/12/06 PAM

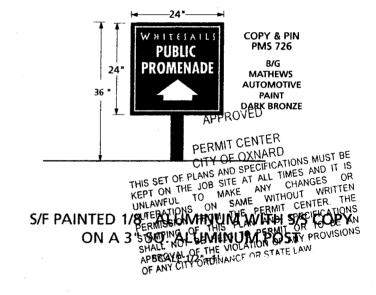


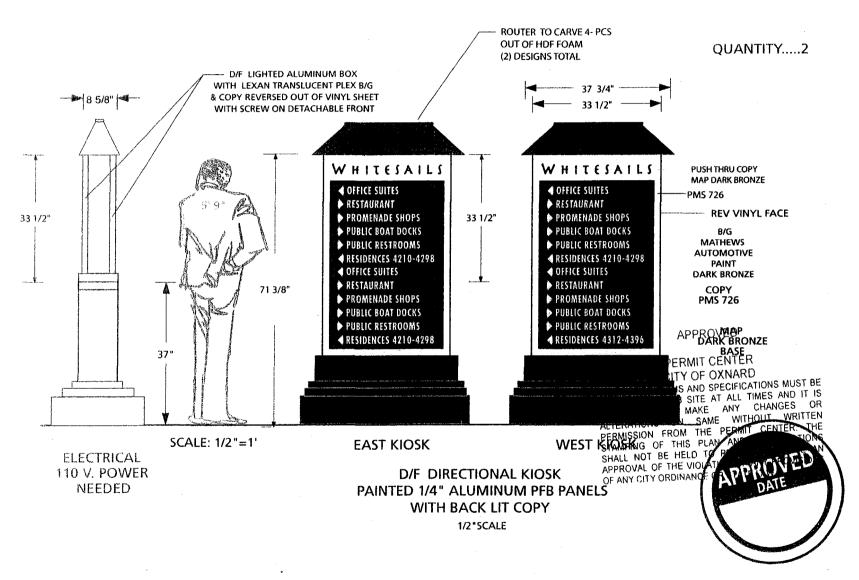


S/F PAINTED 1/8" ALUMINUM WITH S/S COPY ON A 3" SQ. ALUMINUM POST

SCALE 1/2"=1"

MATHEWS AUTOMOTIVE PAINT DARK BRONZE







RESIDENTIAL GUEST PARKING

(STENCIL ONLY)

S/F RESIDENTIAL GUEST PARKING S/S ON CONCRETE WHEEL BLOCK

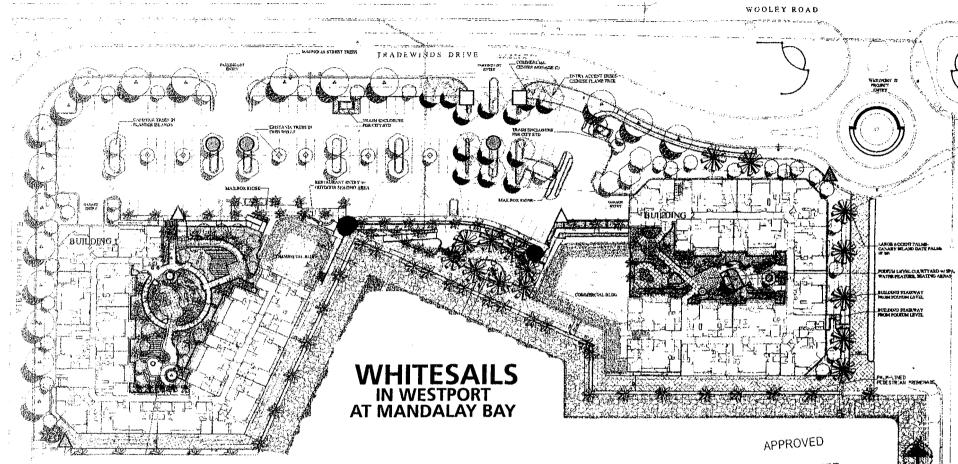
1" SCALE

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CITY OF OXNARD

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LEGEND

PERMIT CENTER CITY OF OXNARD

PUBLIC PARKING.

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REVISED 01/27/06 PS REVISED 05/15/06 PAM



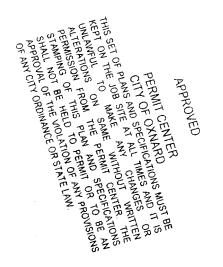
Whitesalls at Westport in Mandaley Bay

Commercial Tenant Sign Criteria

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|---|---|----------------|
| Sign Name | Location | Square Feet |
| Suite Directional | Building 2 | 10.9 |
| Tenant Identification (each sign is 12.9 sq. ft 11 units total) | Building 1 | 141.9 |
| Restaurant Side - West Facing | Building 1 | 12.8 |
| Restaurant Site = West Facing Menu Sign | Building 1 | 8.8 |
| Tenant Identification - Blade Sign | | |
| (each sign is 3 sq. ft 11 units total) | Building 1 | 33 |
| Restaurant Side - North Facing | Building 1 | 12.9 |
| Restaurant Site = North Facing Menu Sign | Building 1 | 8.8 |
| Retail Sign for Entry Median | West | 20.25 |
| Retail Sign for Entry Median | East | 20.25 |
| Total Approved Sign Area (Square Feet) | | 269.7 |
| Total Allowable Sign Area (Building Frontage x 2) | | 493 |

Residential Sign Criteria

| | | Total of Sign |
|---|-------------|--------------------|
| Sign Name | Location | Square Feet |
| Monument Wall - At Entry | West Side | 10.7 |
| Monument Wall - At Entry | East Side | 10.7 |
| Residence Sign | Building 1 | 19.7 |
| Residence Sign | Building 2 | 13.9 |
| Kiosk | West Facing | 11.2 |
| Kiosk | East Facing | 11.2 |
| Total Approved Sign Area (Square Feet) | | 77.4 |
| Total Allowable Sign Area (Building Frontage x 2) | | 85 |



CONSTRUCTION REQUIREMENTS

Construction requirements should include:

- A) Lags, fasteners, or screws are to be rust proof plated stainless steel and installed in a concealed manner.
- B) Full weld construction.
- C) Building penetrations are to be watertight sealed.
- D) UL labeling required.
- E) No labeling or other identification is to be exposed.
- F) Contractors shall repair all damages caused by their work.
- G) Illumination must use minimum 15 millimeter or 60 milliamp tubing.
- H) Letter depth not to exceed (4) inches.
- l) Plexiglass thickness of 3/16 inch minimum.
- Sheet metal to be primed inside and out.
- k) Sheet metal to be 24-guage minimum.
- L) Electrical service is from tenant power source on automatic time clock synchronized with business hours, turning on at dusk.

M) No exposed conduits, raceways, or crossovers.

CITY OF UNINFOLD

ON No exposed illumination and no external lighting, except as described in the Store plans and specifications must be
KEPT ON THE JOB SITE AT ALL TIMES AND IT IS
KEPT ON THE JOB SITE AT ALL TIMES AND IT IS
KEPT ON THE JOB SITE AT ALL TIMES AND IT IS
KEPT ON THE JOB SAME WITHOUT WRITTEN
UNLAWFUL TO MAKE ANY CHANGES OR
UNLAWFUL TO SAME WITHOUT WRITTEN

APPROVED

PERMIT CENTER
CITY OF OXNARD

THE STOP PLANS AND SPECIFICATIONS MUST BE
KEPT ON THE JOB SITE AT ALL TIMES AND IT IS
UNLAWFUL TO MAKE ANY CHANGES OR
ALTERATIONS ON SAME WITHOUT WRITTEN
ALTERATIONS FROM THE PERMIT CENTER. THE
PERMISSION FROM THE PERMIT CENTER. THE
STAMPING OF THIS PLAN AND SPECIFICATIONS
SHALL NOT BE HELD TO PERMIT OR TO BE AN
SHALL NOT BE HELD TO PERMIT OR TO BE AN
APPROVAL OF THE VIOLATION OF ANY PROVISIONS
OF ANY CITY ORDINANCE OR STATE LAW.

05/15/06 PAM

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