

# MASTER SIGN PROGRAM

PREPARED FOR:  
Folcke Building 2  
338 – 344 W. Fifth St. & 544/544-A S. C St  
Oxnard, CA 93030

PREPARED BY:  
Vogue Sign Company  
721 Commercial Ave.  
Oxnard, CA 93030  
805-485-3411



PZ 10-110-05



August 25, 2010

The purpose of this sign program is to establish standards that assure tenant signage is harmonious, integrates with the architecture of the building and provides coordinated proportional exposure for all tenants. This sign criteria also describes the responsibilities of the tenants with respect to sign review, approval and installation. All work shall meet or exceed the minimum requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming signs that have been installed will be removed at tenant's expense.

The tenant shall submit two copies of the proposed sign to the landlord and/or its agent for review. Upon receiving landlord's stamped approval, the tenant shall then submit 3 copies to the City of Oxnard. Drawings shall include scaled elevations of proposed sign(s) at tenant location with dimensions of tenant frontage and length of architectural surface on which the sign is installed. Additionally, a detailed, fully dimensioned, shop drawing showing colors and materials, along with a section of the sign showing method of attachment as required by the City of Oxnard shall be included with submittal.

Upon receipt of permits, tenants shall forward copies of permits to landlord prior to installation of signs. All costs associated with the procurement, fabrication and installation of signage are the sole responsibility to the tenant. Finally, any sign contractor working at **Folcke Building 2**, must be fully licensed, bonded and have workers compensation and liability insurance. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

Landlord Address:           Folcke Building 2  
                                      c/o Ventura Pacific Capital Company  
                                      340 Rosewood Ave., Suite D  
                                      Camarillo, CA 93010  
                                      Ph: (805) 987-6921   Fax: (805) 987-0152

ELEVATION	FRONTAGE	MULTIPLIER	TOTAL
5th Street	75	x2	150
C Street	41.3	x2	82.6
Total allowed per code			<b><u>232.6</u></b>

ADDRESS	ATTACHED	WINDOW	PEDESTRIAN	TOTAL
338 W. Fifth St.	20	5	10	35
340 W. Fifth St.	22.5	5	10	37.5
342 W. Fifth St.	22.5	5	10	37.5
344 W. Fifth St.	25	5	10	40
544 S. C St.	27.5	5	10	42.5
544-A S. C St.	25	5	10	40
Total allowed per sign program				<b><u>232.5</u></b>

All numbers represent the maximum square footage allowable per sign type.

### **ATTACHED FASCIA SIGNAGE-TYPE A (HALO-LIT):**

- Background: Fabricated raceway mounted between two pieces of .125 aluminum painted as per color schedule
- Manufactured of:
  - Halo-lit Channel letters with 3-1/2" returns all painted white and spaced 1" from background
- Size: See allocation table and elevations

### **ATTACHED FASCIA SIGNAGE-TYPE B (FACE-LIT):**

- Background: Fabricated raceway mounted between two pieces of .125 aluminum painted as per color schedule
- Manufactured of:
  - Face-lit Channel letters not to exceed 5" in depth painted white with white trim-cap and white acrylic faces
- Size: See allocation table and elevations

### **ATTACHED FASCIA SIGNAGE-TYPE C (NON-ILLUMINATED):**

- Background: Fabricated raceway mounted between two pieces of .125 aluminum painted as per color schedule
- Manufactured of:
  - 1/2" – 1" thick dimensional letters made of wood or metal painted white
- Size: See allocation table and elevations

### **HANGING PEDESTRIAN SIGNAGE (BLADE SIGN):**

Each tenant is allowed one (1) double-faced hanging pedestrian sign. These signs are to be attached perpendicularly to the façade where shown. See detail page for additional information.

## **WINDOW SIGNAGE**

Window signage is limited to 5 square feet per tenant and must not exceed 20% of the window. Window signage may not include phone numbers.

## **ACCEPTABLE LETTER STYLES (FONTS)**

Proposed lettering shall be in a script or “serif-type” font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document).

## **UNACCEPTABLE SIGNAGE**

- Awnings signage and/or letters painted directly onto the building.
- Sign cabinets.
- Signs that flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
- Banners unless otherwise approved through a Temporary Use Permit
- Telephone numbers.
- Fluorescent colors or paints.

These represent the maximums; the landlord reserves the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded). **See allocation table for maximum allowable square footage per tenant per sign type.**

**All signs shall comply with the requirements of Article IX, Advertising Signs, of the Oxnard Municipal Code Book, the City’s Sign Ordinance for the CBD Zone, as well as with the requirements of this sign program.**

## ACCEPTABLE LETTERS STYLES (FONTS)

Central Business District - Times New Roman

Central Business District – Garamond

Central Business District – Book Antiqua

Central Business District – Cheltenham BT

Central Business District – Windsor Lt

Central Business District - Tribune

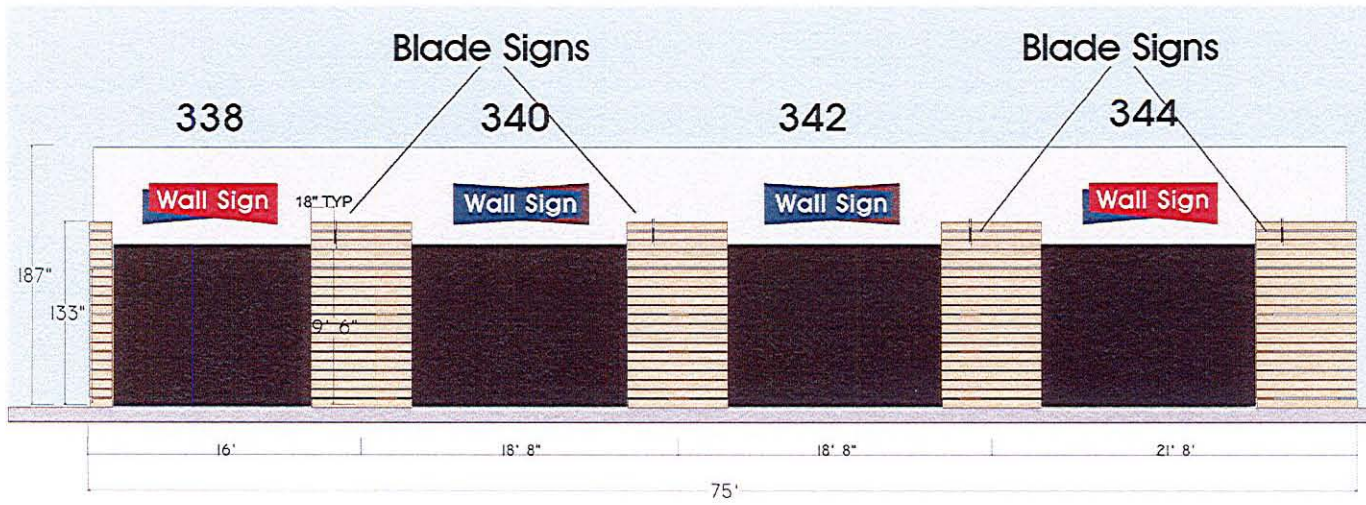
*Central Business District – Kaufmann BT*

*Central Business District – Monotype Corsiva*

Central Business District – StageCoach

Central Business District –  
UniversityRoman BD

# North Elevation



## CALCULATIONS - ALLOWED SIGNAGE

- 338 • 16' OF FRONTAGE = 20 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30"x8')
- 340 • 18'8" OF FRONTAGE = 22.5 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30"x9')
- 342 • 18'8" OF FRONTAGE = 22.5 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30"x9')
- 344 • 21'8" OF FRONTAGE = 25 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30"x10')



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 Office 805-486-3411 Fax 805-487-8774  
 www.VogueSigns.com

### GRAPHIC SKETCH

Job Name:	Folcke Building 2 MSP
Date:	8-24-10
Address:	338-344 W. Fifth &
City, State:	544-544a S. C St. Oxnard, CA
Scale:	NTS
Salesperson:	Christian Muldoon
Drawn by:	Genaro Gomez
Page:	1

REV. 4

### CUSTOMER APPROVAL COPY, COLORS, & SIZE

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### LANDLORD APPROVAL

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

VOGUE SIGN INC. WILL ONLY CONNECT TO EXISTING DEDICATED SIGN CIRCUIT PER ARTICLE 600 OF THE NEC. PRIMARY ELECTRICAL TO SIGN LOCATIONS IS THE RESPONSIBILITY OF CUSTOMER



CALIFORNIA SIGN ASSOCIATION

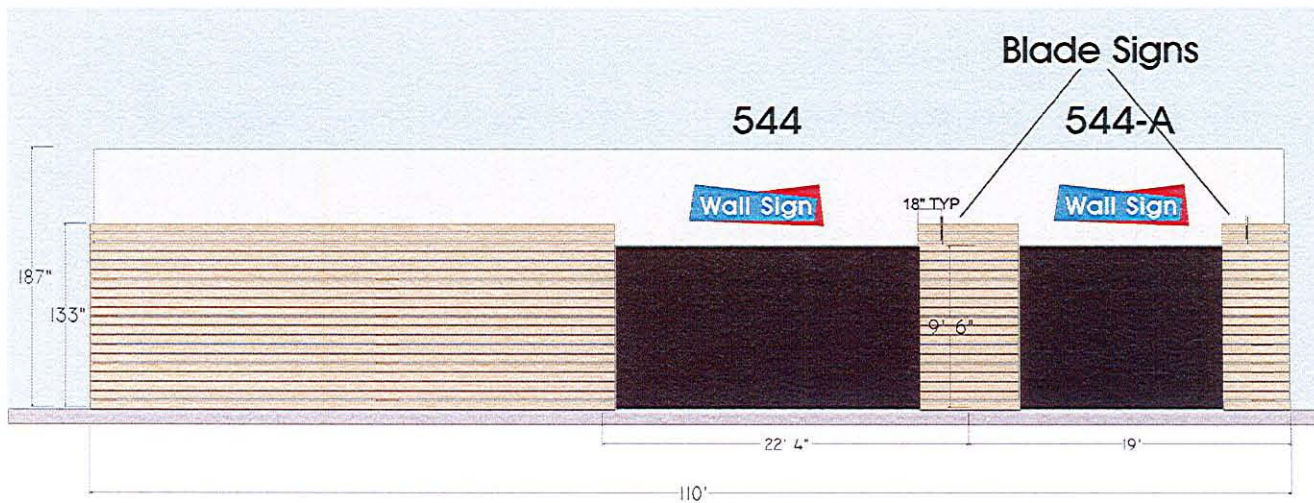
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# West Elevation



## CALCULATIONS - ALLOWED SIGNAGE

544 • 22' 4" OF FRONTAGE = 27.5 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30"x11')

544-A • 19' OF FRONTAGE = 25 SQUARE FEET OF ALLOWABLE SIGNAGE (SIGN SIZE 30"x10')



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### GRAPHIC SKETCH

Job Name:	Folcke Building 2 MSP
Date:	8-24-10
Address:	338-344 W. Fifth &
City, State:	544-544a S. C St. Oxnard, CA
Scale:	1/8" = 1'-0"
Salesperson:	Christian Muldoon
Drawn by:	Genaro Gomez
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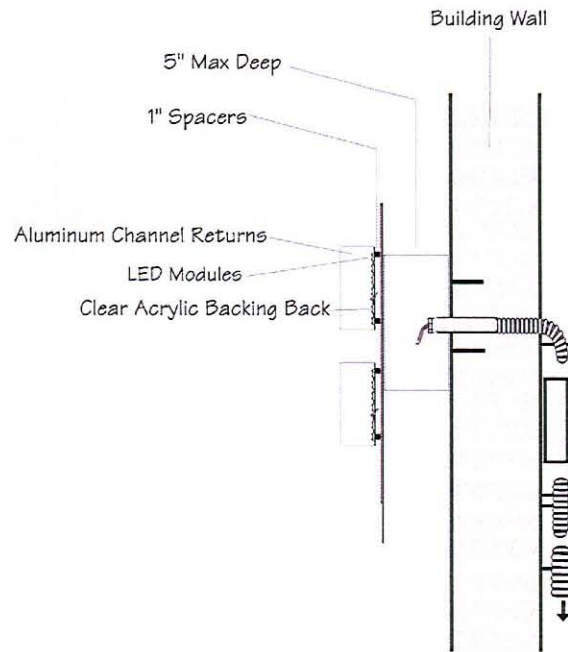


# Type A Halo Lit



Primary Tenant Identification

- HALO LIT CHANNEL LETTERS
- 3-1/2" RETURNS
- SPACED 1" FROM BACKGROUND
- FACES & RETURNS PAINTED WHITE



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GRAPHIC SKETCH

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Date:	8-24-10
Address:	336-344 W. Fifth &
City, State:	544-544a S. C St. Oxnard, CA
Scale:	NTS
Salesperson:	Christian Muldoon
Drawn by:	Genaro Gomez
Paac:	3 A

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**CUSTOMER APPROVAL**  
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**LANDLORD APPROVAL**

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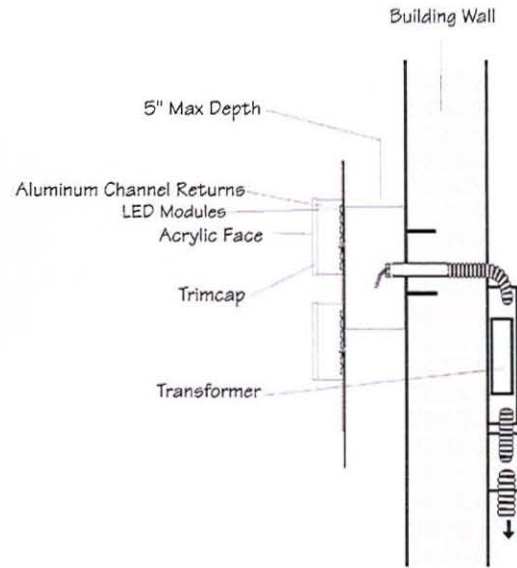
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# Type B Face Lit



Primary Tenant Identification

- FACE LIT CHANNEL LETTERS
- WHITE ACRYLIC FACES
- WHITE TRIM CAP
- 5" RETURNS PAINTED WHITE
- MOUNTED FLUSH TO BACKGROUND



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Date:	8-24-10
Address:	338-344 W. Fifth &
City, State:	544-544a S. C St. Oxnard, CA
Scale:	NTS
Salesperson:	Christian Muldoon
Drawn by:	Genaro Gomez
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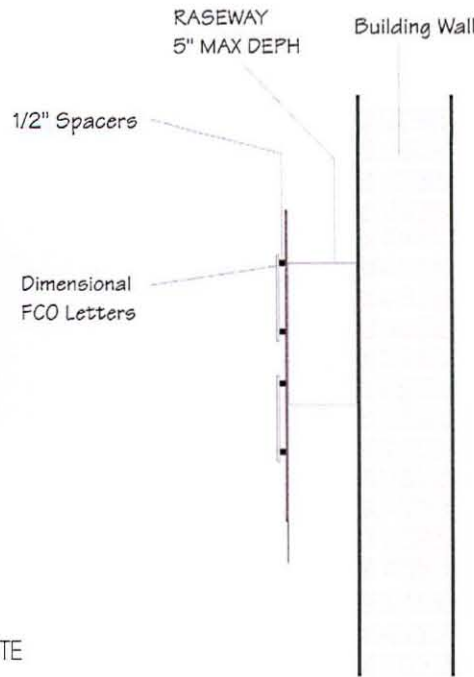


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# Type C Non-Illuminated



Primary Tenant Identification

- NON ILLUMINATED DIMENSIONAL LETTERS.
- 1/2" - 1" THICK LETTERS MODE OF WOOD OR METAL PAINTED WHITE
- SPACED 1/2" FROM BACKGROUND



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Date:	. 8-24-10
Address:	. 338-344 W. Fifth &
City, State:	. 544-544a S. C St. Oxnard, CA
Scale:	. NTS
Salesperson:	. Christian Muldoon
Drawn by:	. Genaro Gomez
Page:	. 3 C

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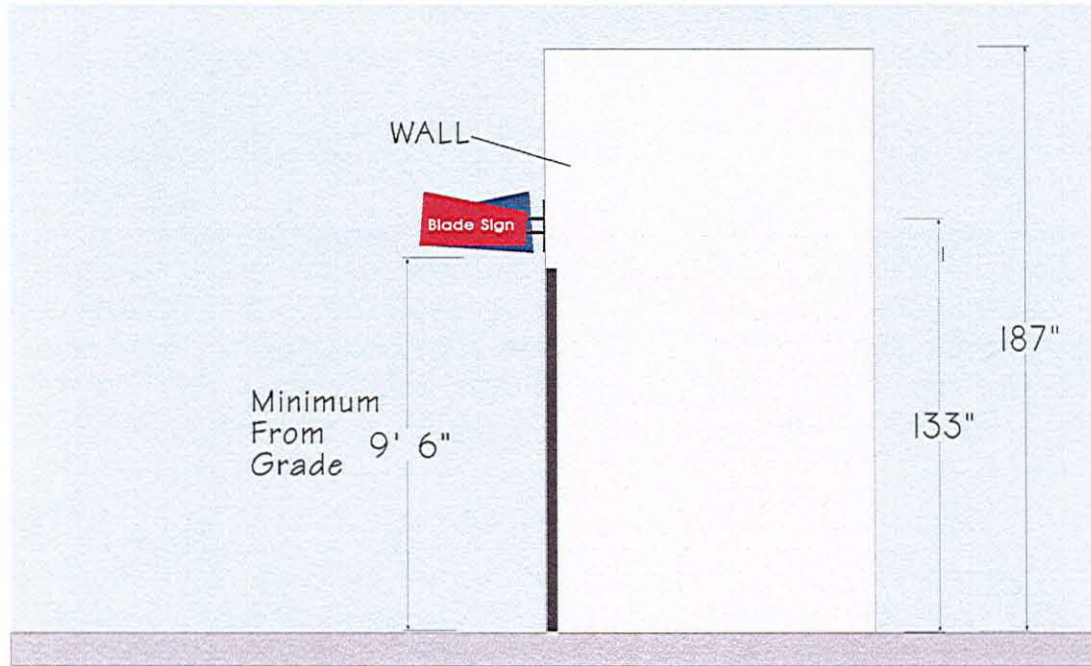
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# Blade Sign



## Hanging Pedestrian Signage (Blade Sign)

Each tenant is allowed (1) hanging sign attached perpendicularly to the facade as shown above. Signs shall be made of 1" square tube frame and bracket painted black with two pieces of .090 aluminum cut to shape painted as per schedule with white vinyl graphics.



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### GRAPHIC SKETCH

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Date:	8-24-10
Address:	336-344 W. Fifth &
City, State:	544-544a S. C St. Oxnard, CA
Scale:	NTS
Salesperson:	Christian Muldoon
Drawn by:	Genaro Gomez
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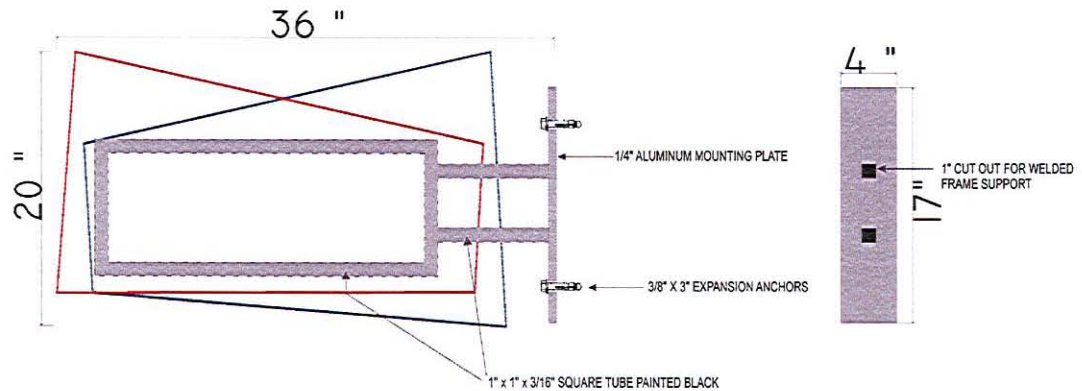
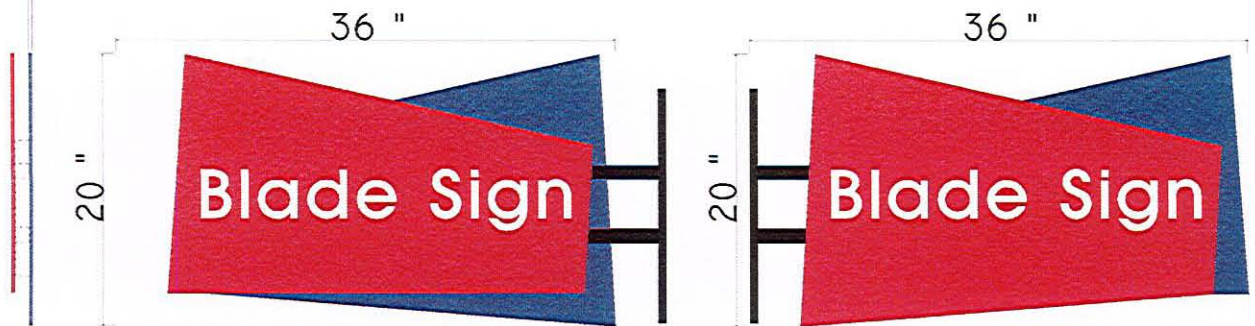
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# Blade Sign

.125 ALUMINUM



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City, State:	544-544a S. C St. Oxnard, CA
Scale:	NTS
Salesperson:	Christian Muldoon
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### CUSTOMER APPROVAL

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# Colors

**Wall Sign**  
 Pantone 281c Pantone 485c

**Wall Sign**  
 Pantone 4625c Pantone 2945c

**Wall Sign**  
 Pantone 1655c Pantone 281c

**Wall Sign**  
 Pantone 188c Pantone 877c

**Wall Sign**

**Wall Sign**

**Wall Sign**

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Salesperson:	Christian Muldoon
Drawn by:	Genaro Gomez
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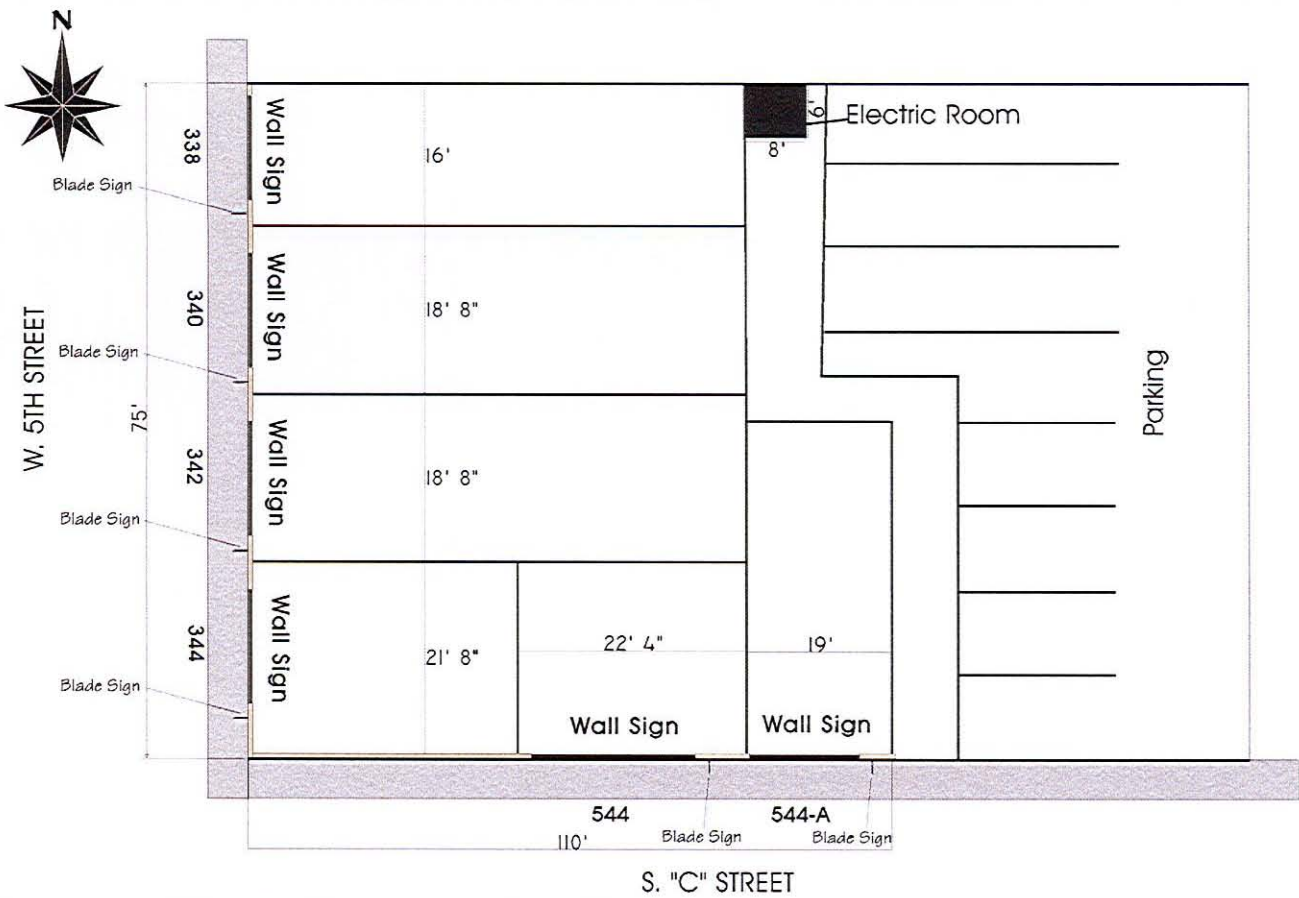
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# Plot Plan



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GRAPHIC SKETCH

Job Name:	Folcke Building 2 MSP
Date:	8-24-10
Address:	338-344 W. Fifth &
City, State:	544-544a S. C St. Orland, CA
Scale:	1:15
Salesperson:	Christian Muloon
Drawn by:	Genaro Gomez
Page:	7

REV. 4

### CUSTOMER APPROVAL

COPY, COLORS, & SIZE

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### LANDLORD APPROVAL

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

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