



COMMUNITY DEVELOPMENT DEPARTMENT • 305 W. THIRD ST. • OXNARD, CA 93030 • (805) 385-7857
RICHARD J. MAGGIO, DIRECTOR FAX • (805) 385-7417

April 15, 1994

Bob Allen and
Paul Brown
Paul H. Brown Advertising
3617 Thousand Oaks Boulevard, Suite 103
Westlake Village, California 91362

SUBJECT: Model Home Directional Signs

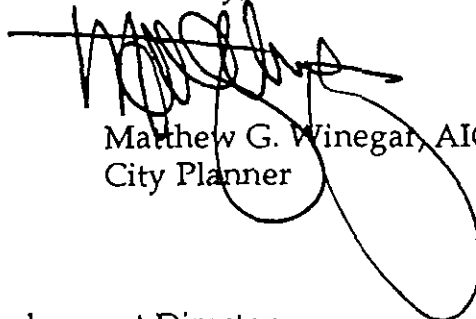
The purpose of this letter is to authorize the placement of model home and directional signs, subject to the issuance by the City of the appropriate temporary use and right of way encroachments permits. Paul Brown Advertising has been assigned the right to erect these signs in accordance with the program, and specifications on file in the Community Development Department and in accordance with the standards outlined in the attached.

This authorization applies to approximately 66 potential locations in the City of Oxnard identified on the attached map, as designated on the general temporary use permit as well as other future sign locations that you may secure in the future.

It is understood that this program is intended to commence on May 6, 1994. After that date, the City will actively enforce regulations which prohibit placement of "bootleg signs."

Should you have any further questions concerning this matter, please don't hesitate to contact me.

Sincerely,



Matthew G. Winegar, AICP
City Planner

MGW:lm

cc: Richard Maggio, Community Development Director
Rob Roshanian, Development Services Manager
Michael Henderson, Parks and Facilities Superintendent
Kevin LoPiccolo, Planner

STANDARDS TO TEMPORARY DIRECTIONAL SIGNS

Temporary directional signs may be permitted for the purpose of providing directions to temporary land uses, subject to the following provisions:

1. Temporary land uses are those which do not operate from permanent or seasonal locations, but which, because of their nature, may occupy a property for a limited period of time. Such an example would be a subdivision model home/sales office complex.
2. Temporary signs providing direction to such uses may be allowed, subject to the following conditions:
 - A. Signs shall be limited to one per quadrant of the intersections of arterial streets or arterials and collector street.
 - B. No more than one sign shall occur between major street intersections.
 - C. Signs shall be limited to intersections of major streets.
 - D. Signs shall be no more than seven feet above grade, nor more than three feet wide.
 - E. All signs shall be subject to temporary use permits and those within the public right-of-way shall be subject to an encroachment permit.
 - F. Sign structures shall be of durable materials, subject to approval of the Planning, Building, and Engineering Divisions.
 - G. All signs shall be mounted in semi-permanent footings, subject to the approval of the Building, Engineering, and Parks Divisions.
 - H. Signs shall not be permitted in street medians and should not be located in parkways whenever alternative locations are feasible.
3. The City reserves the right to require the inclusion of the City logo and information or directions relating to City or local events.
4. Signs shall be limited to placement between the hours of 5:00 p.m. Friday to midnight Sundays. Where a holiday falls upon a Friday or Monday, the signs may be extended to include those days.
- ⑤ Signs shall not be placed within 100 feet of an intersection curb radius, nor shall signs be placed in a manner which constitutes a traffic hazard.
6. Sign contractor shall provide an insurance policy with the City as a named insured in an amount of not less than one million dollars.

REQUEST TO PARTICIPATE FORM
City of Oxnard/Port Hueneme Model Home Tour Directional Sign Program

Paul H. Brown Advertising (herein PHBA) at the request of the city of Oxnard/Port Hueneme has established this program to provide an attractive, consistent and effective system of multi-panel subdivision directional signs.

This program is open to new home builders in and around the city of Oxnard/Port Hueneme who submit this Request to Participate Form, a completed Order Form, and comply with the terms of this program.

TERMS

Participant hereby agrees:

1. To submit number of boards and appropriate direction on the form provided, consistent with the format agreed upon by the City and PHBA.
2. To pay all charges under the Program when ordering and to pay all invoices within thirty (30) days of invoice date.
3. To accept locations of signs. Sign locations have been agreed on by the City and PHBA. Panel position on each individual structure will be determined by signs proximity to development.
4. You may purchase one panel on each available location with a six (6) month contract followed by a month to month contract as necessary. If subdivision sells out within the first six (6) month contract period, no short rate will be charged. Contract can be cancelled with the 30 day clause see item five (5).
5. For cancellation a thirty (30) days written notice is required to PHBA when panels are no longer needed, and to provide written documentation for any changes. (Thirty (30) days notice is not needed for changes.)
6. To notify PHBA promptly of repairs or corrections needed. Participants shall not undertake any repairs or corrections themselves.
7. PHBA will invoice participant monthly. Failure to pay invoices within thirty (30) days of invoice date will result in immediate panel removal without notice. Participant agrees to pay the standard per panel production/ installation charge for re-installation of all panels removed due to nonpayment of invoices per the attached schedule. Participant further agrees to pay the standard monthly rate, per the attached schedule, for all panels removed due to nonpayment until the formal termination of the program, per section #5 hereinabove.
8. To comply with all applicable City Sign Ordinances.
9. Repairs or damage due to normal wear and/or vandalism (theft/destruction) will be participants financial responsibility.

The undersigned acknowledges that she/he has read all the above information on this Program on participant's behalf and understands participants obligation to fully comply with the requirements set forth herein. The undersigned waives any claims for consequential or other demands against PHBA, and the City of Oxnard/Port Hueneme arising out of this Program. In case of error, adjustment of billing at the discretion of PHBA constitutes the sole remedy.

SIGNATURE _____ TITLE _____ DATE _____
On Participants Behalf

DEVELOPER/PROJECT

NAME: _____

ORDER FORM

City of Oxnard/Port Hueneme Model Home Tour Directional Sign Program

Bill To:

_____ Date _____

PROJECT NAME: _____

STREET LOCATION OF PROJECT _____

ORDERED BY _____

TITLE: _____ PHONE: _____ FAX _____

Sales office phone number _____ Person to contact at sales office _____



Production Costs:

Number of Panels ordered _____

Production at \$150.00 each, (x) times each panel ordered (Includes removal charge)

Total \$ _____

Tax (7.25%) \$ _____

Sub Total \$ _____

Total Monthly Rental per Panel per month Ordered:

Number of Panels Ordered _____

Total number of panels at \$30.00 each = Monthly Rental Payment \$ _____

Last Month Rental Payment \$ _____

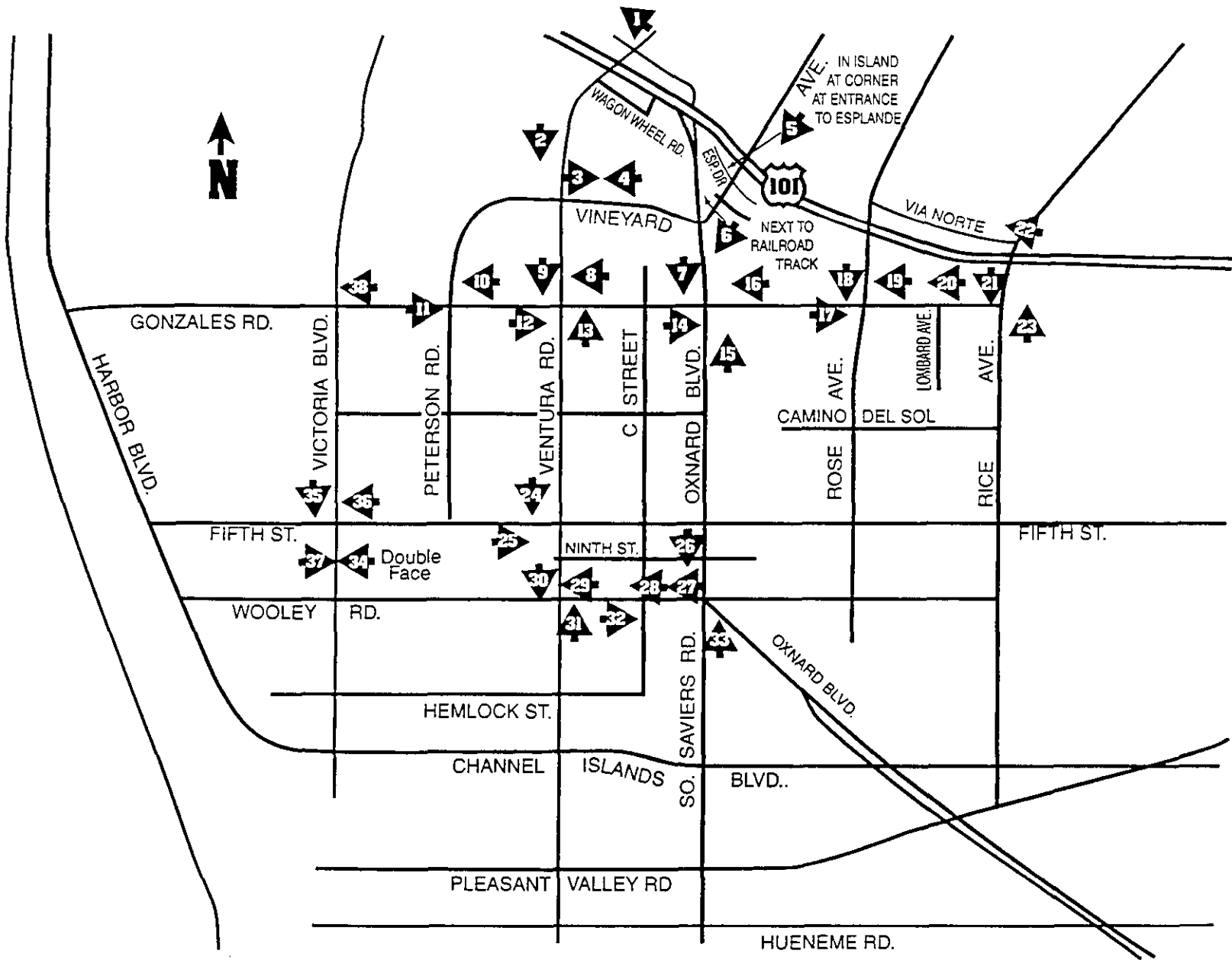
Add Production Costs \$ _____

TOTAL ENCLOSED \$ _____

Projected installation date following receipt of order with check will be approximately fifteen (15) business days.

Submit production/installation costs and final months panel rental with order. Thereafter, billing will be the 15th of each calendar month.

TO COMPLETE THIS FORM SEE MAP AND SIGN LIST. FOLLOW DIRECTIONS CAREFULLY



SIGN LIST

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When ordering signs- Last month rents are due along with the installation fee.

1. Locate your development on the map provided.
2. On order form locate corresponding sign number, circle then check box to indicate direction you wish the arrow to point. Please order carefully, as you are responsible for the accuracy of the direction on your order.
3. Billing will be the 15th of each calendar month.

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SIGN#	READ BY CARS DRIVING	INDICATE ARROW			
		AHEAD	RIGHT	LEFT	U-TURN
1	NORTH WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	EAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	SOUTH WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	SOUTH WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	EAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	EAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	NORTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	EAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	NORTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	EAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	NORTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

INDICATE ARROW
AHEAD RIGHT LEFT U-TURN

SIGN#	READ BY CARS DRIVING				
25	EAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	NORTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	EAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	NORTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	NORTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	SOUTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	WEST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>