

APPROVED
BY: PLANNING MNGR
DATE: 11/19/2015
CITY OF OXNARD
PLANNING

MNMD 15-140-28



Shopping at the Rose

Sign Program

Prepared by

SIGN ADVANTAGE

**SIGN CRITERIA
SHOPPING AT THE ROSE
OXNARD, CALIFORNIA**

I. PURPOSE AND INTENT

- A. This criteria has been established for the purpose of maintaining a continuity of quality and aesthetics throughout the shopping center for the mutual benefit of all Tenants, and to comply with the regulations of the City of Oxnard.
- B. The intent of the sign criteria is to offer the Tenant design flexibility and to incorporate common design elements. The signs specified will offer optimum Tenant identity when designed in conformance with the design standards.
- C. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be removed at Tenant's expense.

II. APPROVALS

- A. The design and construction of Tenant's exterior sign **MUST** receive written approval by Landlord prior to fabrication and installation.

Landlord has the specific right to refuse approval of any sign which does not conform to the specific criteria set forth herein.

- B. To secure Landlord's approval, Tenant agrees to conform to the following procedures:

- 1) Three copies of the detailed sign design drawing submitted to Landlord at:

Rothbart Development
10990 Wilshire Blvd.
Suite 1000
Los Angeles, CA 90024
(310) 277- 6288

- 2) Submit one signed copy to City of Oxnard.

- C. Unless Landlord has received the above described plans in the quantities set forth above, Landlord will not approve Tenant's exterior sign.

The sign drawings are to be prepared by a reputable STATE licensed sign contractor. The sign drawings must indicate the following information:

- 1) A scaled storefront drawing reflecting the proposed sign design and all dimensions, as it relates to the storefront elevation of Tenant's premises.
 - 2) A plot plan and elevation indicating location of Tenant's sign.
 - 3) Sizes of sign letters must be accurately dimensioned, spaced and drawn at a minimum of 1/2" = 1'0" scale.
 - 4) Section through sign and fascia to show its construction methods.
 - 5) Plexiglass colors, paint finishes and types of materials.
 - 6) Neon tubing sizes, colors, intensity.
- D. All drawings marked "Disapproved" or "Approved as Noted" must be resubmitted as here and above set forth in paragraph "B" with required corrections. Tenant or its sign contractor will not be permitted to commence installation of the exterior sign unless the following conditions have occurred:
- 1) A stamped set of the final sign drawings reflecting Landlord's design consultant's approval are received and retained at Tenant's premises at all times during the installation of design and for a period of thirty (30) days thereafter.
 - 2) NOTE: No sign shall be constructed until approved building permits from the City of Oxnard Community Development Department are received by the sign contractor.

III. GENERAL SIGN CRITERIA AND RESTRICTIONS - SEE EXHIBITS

- A. Each Tenant shall be required to install one canvas under canopy sign and one illuminated wall sign to be located only on the space and on the surface specially provided for same on the building exterior in accordance with the drawings attached hereto. No other signage is permitted on the exterior of the premises. Tenants with more than one frontage MAY BE allowed additional signage with Landlord approval.
- B. Channel letter sign length shall not exceed 80% of leasehold width . Sign to be centered on storefront unless approved by landlord.

In addition to the signage on attached exhibits, additional signage shall include: Buildings 2A, 2B, 3, 4, F, to have four sides of signage. Major 5 to have three sides of signage, the north side of Building C and the south side of Major 1 to have signage.

These signs to be consistent with attached exhibits.

- C. The advertising or information content on the sign shall be limited to letters designating the store name or established trade logo, as set forth in signed lease documents between Tenant and Landlord. Tenant shall display their established trade names only.
- D. The face colors and type styles of all signs shall be subject to Landlord's approval. See Exhibit H for recommended face colors. In the event the Tenant does not have an established exterior sign identity, the Landlord recommends that the lettering style be designed by the sign contractor to reflect a visually exciting look. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.
- E. Logo plaques used in conjunction with individual letters will be considered a part of the sign area, and are subject to Landlord's approval.
- F. The Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance. Tenant sign contractor must file, pay for and obtain any licenses, permits and variances as required for sign installation by the City of Oxnard.
- G. Each Tenant or its sign contractor shall be responsible for the repair and any damage to the building caused by the installation of said Tenant's sign. Only STATE LICENSED sign contractors shall perform installations at Shopping at The Rose.
- H. Each Tenant shall be responsible for the performance of its sign contractor.
- I. Tenant shall be responsible for removal of his sign within thirty (30) days after vacating the site. Removal of the sign shall include the repair and repaint of the wall surface back to original condition.
- J. Installing sign company must provide a photocopy of final inspection approval by City Inspector to the Landlord prior to payment of contract balance by Tenant.
- K. Individual shop address numerals will be installed by the Landlord.
- L. Each occupant shall be responsible for keeping all sign or graphics on its premises in a state of good repair, in sole judgement of Landlord. Landlord shall inform Tenant, in writing, of non-compliance with the sign criteria. Tenant shall remedy such non-compliance within thirty (30) days of notification.
- M. Window signs shall be permitted, provided they are professionally designed and prepared; occupy no more than twenty percent (20%) of an individual store's aggregate window area; and are in place no longer than thirty (30) days.

IV. FABRICATION AND INSTALLATION

ILLUMINATED CHANNEL LETTERS

- A. The fabrication and installation of all signs shall be subject to the following restrictions:
- 1) All Channel Letters are to be fabricated from .063 aluminum 5" deep. Channelume, Channel Classic, and Channel LET-R-edge type letters will not be permitted due to rapid deterioration factor (no exceptions).
 - 2) Letter faces shall be 1/8" thick, flat surface colored plexiglass as manufactured by Rohm & Haas or approved equal. Painted plexiglass will not be permitted. See Exhibit H for recommended copy styles, colors and letter details.
 - 3) Neon tubing will be 15 millimeter, 6500 white.
 - 4) 30 MA transformers shall be used.
 - 5) PK Housings or Hage connectors shall be used for all neon tube systems. Letters shall have U.L. labels.
 - 6) All sign letters shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated.
 - 7) No exposed lamps will be permitted.
 - 8) All penetrations of the building structure required for sign installation shall be sealed in a watertight condition.
 - 9) No sign company labels will be permitted on the exposed surfaces of the signs except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location on first letter only.
 - 10) All Channel Letters must have a 3/16" diameter drain hole at bottom of every letter. All signs shall be fabricated and installed with U.L. approval in compliance with all applicable building and electrical codes.
 - 11) The Tenant shall be responsible for providing primary electrical service terminations to the signage area on the rear side of the fascia wall.
 - 12) All signs shall conceal all necessary wiring, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
 - 13) It is the responsibility of the Tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication.

V. NON-ILLUMINATED UNDER CANOPY SIGNS - (See Exhibit J for details)

An under-canopy sign shall be installed by Tenant.

VI. NON-CONFORMANCE

- A. No field installation changes are permitted without first notifying Landlord in writing. If in the event any sign is changed as to placement and location which differs from plan, sign company will be responsible to repair and relocate sign to proper placement at sign company's expense.**
- B. Any sign that is installed by Tenant which is not in conformance to the approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct said sign at Tenant's expense.**
- C. SEE BELOW FOR "PROHIBITED SIGNS".**

PROHIBITED SIGNS

- 1. NO BOX - TYPE SIGNS WILL BE PERMITTED. No animated, flashing or audible signs will be allowed. No exposed lamps will be permitted.**
- 2. No temporary signs of any nature will be accepted without prior written approval by Landlord.**
- 3. No Tenant shall affix any type of illuminated or painted window signs, placards, or temporary window signage unless specific written approval is received by the Landlord.**
- 4. 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, color, lettering or design, any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER", or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.**
- 5. 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 or unlawful activity.**
- 6. SIGNS ON DOORS, WINDOWS OR FIRE ESCAPES - No sign shall be installed, relocated, or maintained so as to prevent free ingress and 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.**
- 7. ANIMATED, AUDIBLE OR MOVING SIGNS - Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited.**
- 8. OFF-PREMISES SIGNS - Any sign, other than a directional sign as defined by The Sign Program, 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.**

9. **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 of sales or merchandise or rendering of services from such vehicles are prohibited.
10. **LIGHT BULB STRINGS AND EXPOSED TUBINGS** - External displays, other than temporary decorative holiday lighting, and promotional which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.
11. **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 Landlord and approval.
12. **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

Except as otherwise expressly provided by this Exhibit, the provisions of this Exhibit shall not be applicable to the identification signs of Department Stores or other occupancy designated by the Landlord as a "Major" or "Special" Tenant that may be located in the Shopping Center. It is understood and agreed that these occupants may have their usual signage on similar buildings operated by them in California; provided, however, there shall be no rooftop signs which are flashing, moving or audible, and provided said sign is architecturally compatible and has been approved by the Landlord and the City of Oxnard.

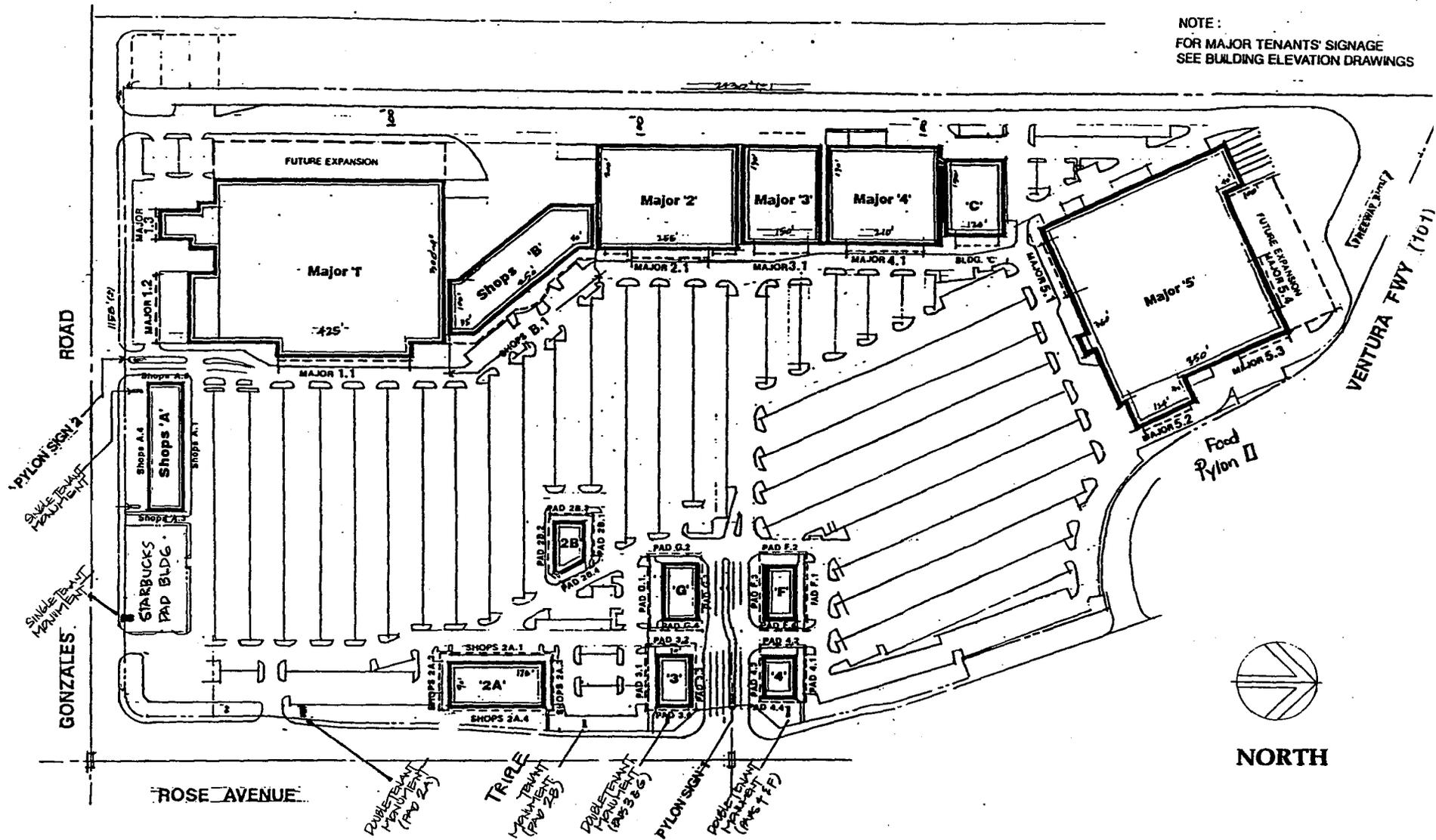
Allocation Chart

To the extent that Building Area Signage is not utilized for the Building to which it is allocated, it may be used for another Building provided that all the other requirements are adhered to.

Building	Building Frontage	Total Building Sign Area
Major 1	472	776
Retail B	390	975
Major 2	275	189
Major 3	150	157
Major 4	210	317
Building C	100	192
Major 5	1345	528
Shops A	329	1060
Pad 2a	178	591
Pad 2b	90	349.5
Pad 3	70	242
Pad 4	70	225
Building F	70	270
Build G	70	280
Starbucks	73	189
<i>Total Proposed Building Sign Area</i>		6340.5
<i>Total Monument and Freestanding Sign Area</i>		1588.5
<i>Total Allowable Project Sign Area</i>		7929

Exhibit: D

NOTE:
FOR MAJOR TENANTS' SIGNAGE
SEE BUILDING ELEVATION DRAWINGS



Plot Plan

D/F Pylon Display:

- Background:** .187 aluminum texcoted as noted on working drawing
- Tenant Panels:** .125 aluminum texcoted Shell White (match Frazee 5770W)
Note: All panels to be removable, no visible fasteners on faces
- Tenant Copy:** Rout out copy, returns are .063 aluminum 2" deep, faces are acrylic with 3/4" trim capped edges.
- Center ID Copy:** Rout out and back with red acrylic 2793
- Rose Graphics:** Rout out and back with white acrylic with first surface translucent vinyl detail as noted on working drawing
- Illumination:** Internal, fluorescent lamps 800m.a.



D/F PYLON DISPLAY ELEVATION

Exhibit: A

D/F Pylon Display:

- Background:** .187 aluminum texcoted as noted on working drawing
- Tenant Panels:** .125 aluminum texcoted Shell White (match Frazee 5770W)
Note: All panels to be removable, no visible fasteners on faces
- Tenant Copy:** Rout out copy, returns are .063 aluminum 2" deep, faces are acrylic with 3/4" trim capped edges
- Center ID Copy:** Rout out and back with red acrylic 2793
- Rose Graphics:** Rout out and back with white acrylic with first surface translucent vinyl detail as noted on working drawing
- Illumination:** Internal, fluorescent lamps 800m.a.

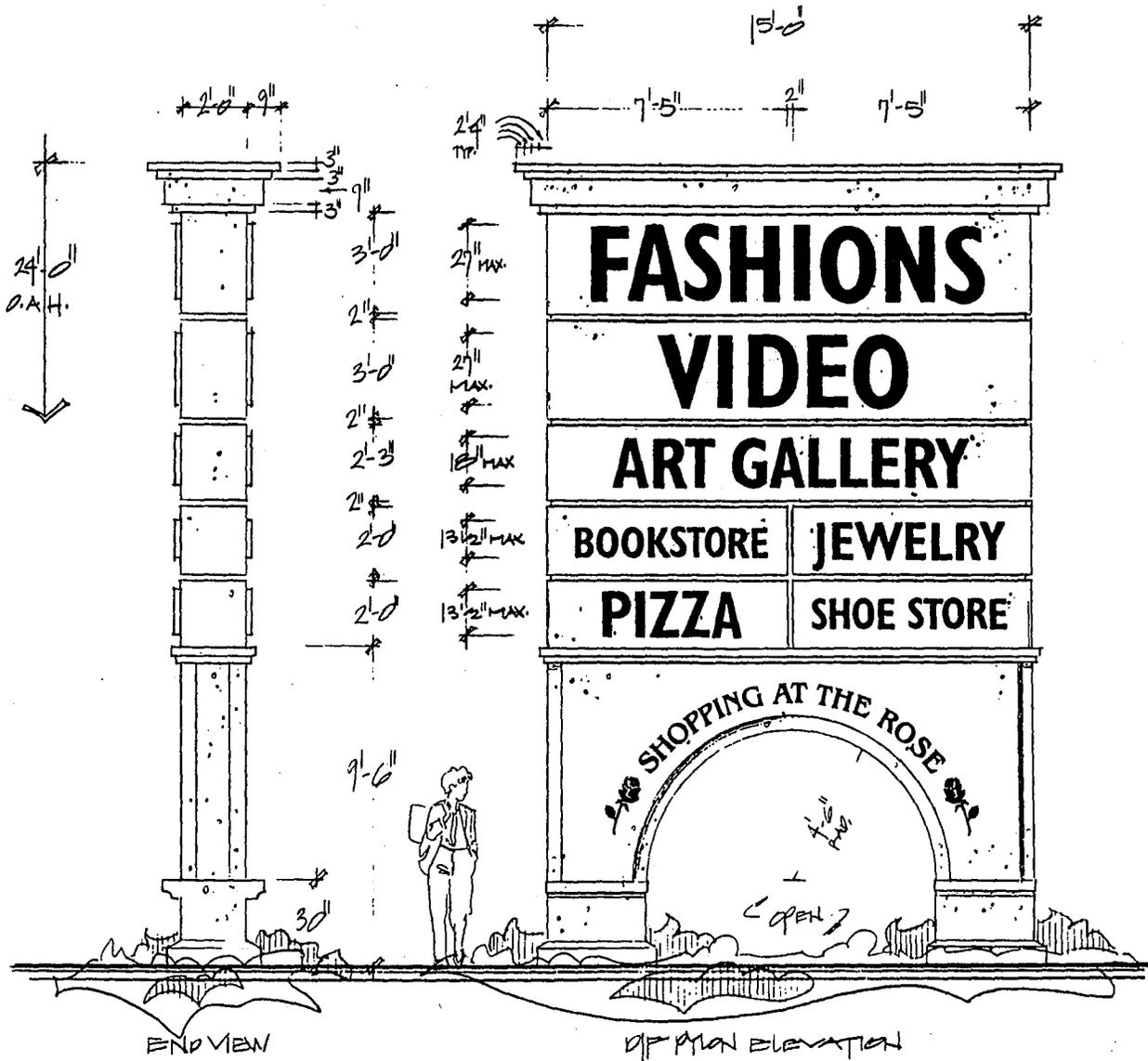
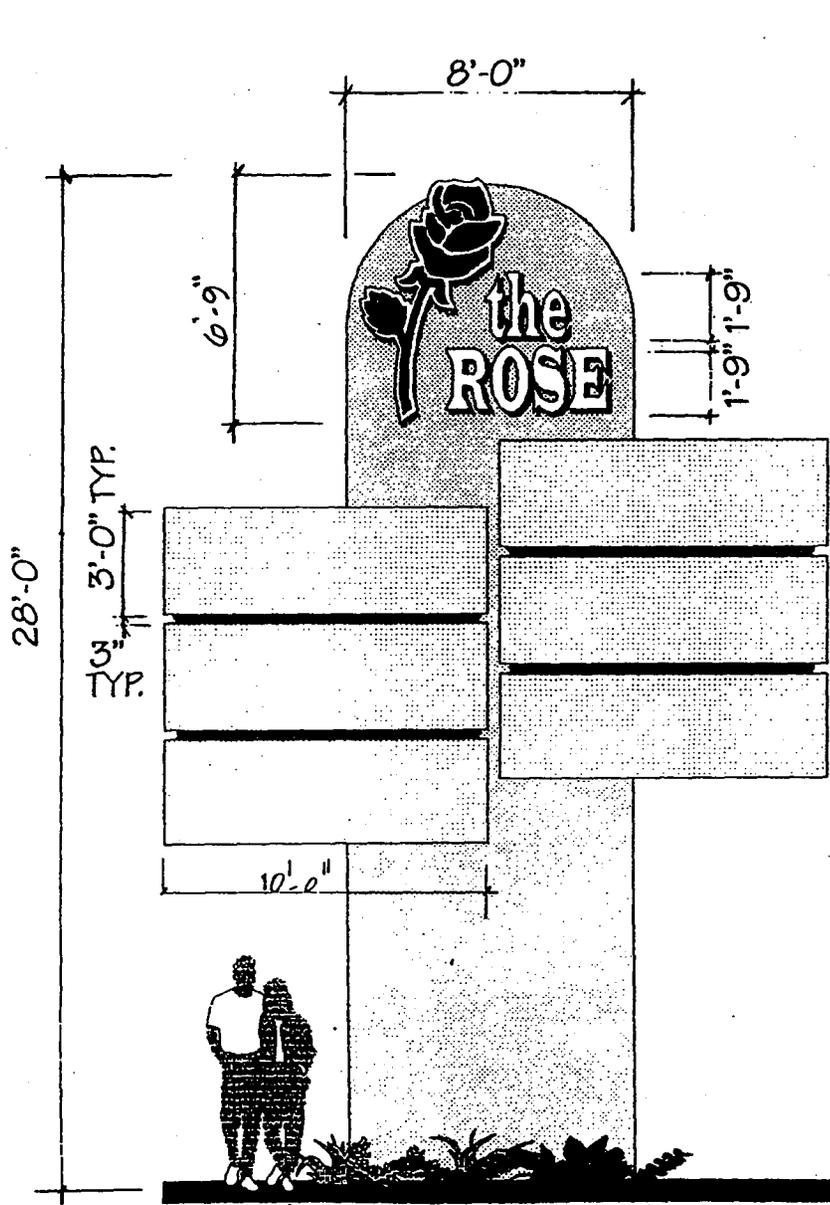


Exhibit: B

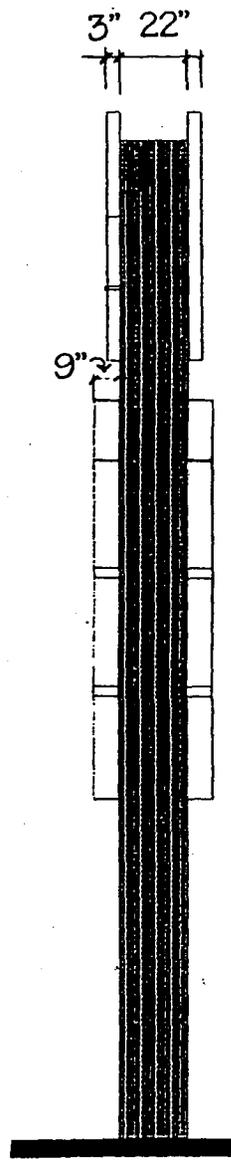


"ROSE LOGO" = OPEN FACED CHANNEL WITH EXPOSED NEON
 FLOWER PNTD RED WITH DBL. TUBE
 RED/ PINK NEON. STEM AND LEAVES
 PNTD GREEN WITH DBLE TUBE
 VEEP GREEN NEON

"THE ROSE" = OPEN FACED CHANNEL
 LETTERS PNTD RED WITH DBL. TUBE
 RED NEON

EXTRUDED ALUM. TENANT CABINET
 PNTD DUNN-EDWARDS SWISS COFFEE
 #201336. 3/16" WHITE PLEX FACES WITH
 VINYL GRAPHICS. DIVIDER BARS PNTD.
 CUSTOM GREY (TO ORDER REFER TO DUNN-
 EDWARDS VENTURA STORE. FILE:
 "SHOPPING AT THE ROSE GRAY")

TEXCOATED POLE COVERS PAINTED
 FRAZEE OATMEAL #57...



Single Tenant Monument Display:

Background: .125 Aluminum texcoted Pearl White (match Frazee 5840W)

Cap & Base: Fabricated aluminum texcoted Dunn Edwards Vons Gray

Tenant Faces: Aluminum texcoted Pearl White (match Frazee 5840W)

Note: Faces to be removable, no visible fasteners on faces

Tenant Copy: Rout out and push thru 1/8" thick FCO acrylic letters with 1 1/2" trim capped returns (Copy color per Landlord and City approval)

Illumination: Internal, fluorescent lamps 800m.a.

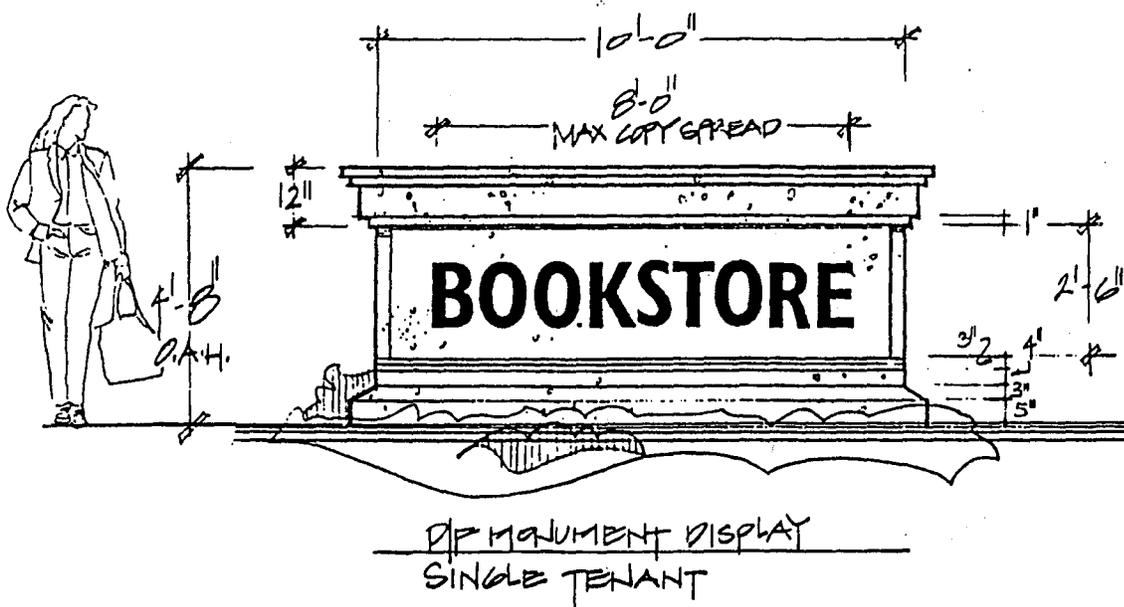


Exhibit: C-1

Double Tenant Monument Display:

Background: .125 Aluminum texcoted Pearl White (match Frazee 5840W)

Cap & Base: Fabricated aluminum texcoted Dunn Edwards Vons Gray

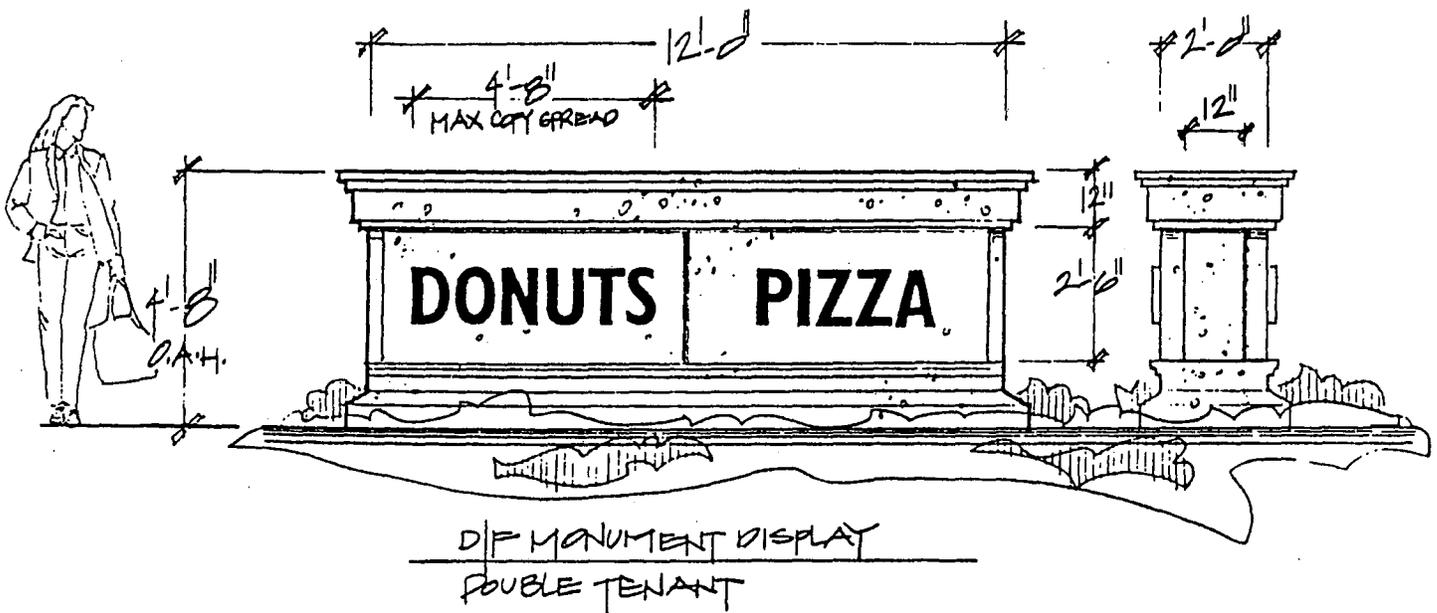
Tenant Faces: Aluminum texcoted Pearl White (match Frazee 5840W)

Note: Faces to be removable, no visible fasteners on faces

Tenant Copy: Rout out and push thru 1/8" thick FCO acrylic letters with 1 1/2" trim capped returns (Copy color per Landlord and City approval)

Illumination: Internal, fluorescent lamps 800m.a.

Reveal: Aluminum texcoted Pearl White (match Frazee 5840W)



Starbucks Pad

Maximum sign length 80% of leasehold frontage
Total Sign Area for Starbucks Pad not to exceed 189 sq ft

Space Frontage	Lineal Frontage	Square Footage	Sign Area	
South	71	1836	142	
East	23	1836	11.5	
North	71	1836	35.5	
Total		1836	189	

Pad 2a:

Maximum square footage allowed: 1.53 sq. ft. per lineal foot of frontage.
Maximum sign length: 80% of leasehold frontage.

Pad 2a

Space #	Lineal Frontage	Square Footage	Sign Area
500			
Total Sign Area for Pad 2a not to exceed 591 sq ft (All Elevations)			

Shops 2b:
Maximum sign length: 80% of leasehold frontage.

Shops 2b

	Space #	Lineal Frontage	Square Footage	Sign Area	Total
PANDA EXPRESS	480/S	60'	1555 sq ft	55.5 sq ft	75 sq ft
	480/E	13'	1555 sq ft	7 sq ft	
	480/N	16'	1555 sq ft	12.5 sq ft	
MARIO'S BISTRO	440/N	45.5'	2000 sq ft	22.5 sq ft	112.5 sq ft
	440/S	45.5'	2000 sq ft	90 sq ft	
GREENHOUSE CAFE	400/N	42.5'	1072 sq ft	68 sq ft	112 sq ft
	400/S	42.5'	1072 sq ft	22 sq ft	
	400/W	13'	1072	22 sq ft	
	Newstand			50 sq ft	50 sq ft
Total Sign Area for Shops 2b not to exceed 349.5 sq ft					

Buildings A, 2A, 2B, 3, 4, F and G:

Maximum square footage allowed: 2 1/2 sq. ft. per lineal foot of frontage.

Maximum sign length: 80% of leasehold frontage.

Building B

Allowable Sign Area	Space #	Lineal Frontage	Square Footage	Sign Area
3.25 sq ft: 1	B-18*	70'	10,603 sq ft	227.5 sq ft
2.5 sq ft: 1	B-26	30'	3,000 sq ft	75 sq ft
2.5 sq ft: 1	B-28	57' 7"	5758 sq ft	144 sq ft
2 sq ft:1	B-30	20'	2000 sq ft	40 sq ft
2.5 sq ft:1	B-16	25'	2500 sq ft	62.5 sq ft
2.5 sq ft:1	B-12	40'	4000 sq ft	100 sq ft
2.5 sq ft:1	B-10	35'	3500 sq ft	87.5 sq ft
2.5 sq ft:1	B-8	30'	3000 sq ft	75 sq ft
2 sq ft:1	B-6	20'	1890 sq ft	40 sq ft
2 sq ft:1	B-4	41'	1123 sq ft	82 sq ft
2 sq ft:1	B-2	20'	1438 sq ft	40 sq ft

*Major Tenant (Fashion Bug, Space# B-18) = 3.25 sq ft:1 lineal foot of frontage

2500 sq ft or more= 2.5 sq ft:1 lineal foot of frontage

Under 2500 sq ft= 2 sq ft:1 lineal foot of frontage

Total Sign Area for Building B not to exceed 975 sq ft

Shops A:

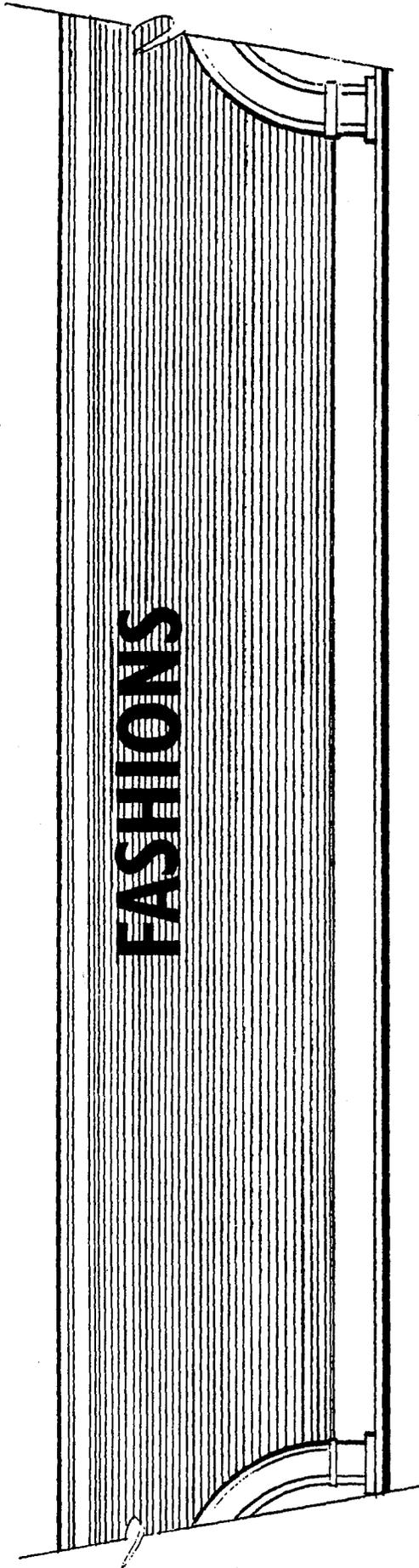
Maximum square footage allowed: 2 sq. ft*. per lineal foot of frontage.

Maximum sign length: 80% of leasehold frontage.

* Space 820 West Elevation allowed .5 sq. ft. per lineal foot of frontage.

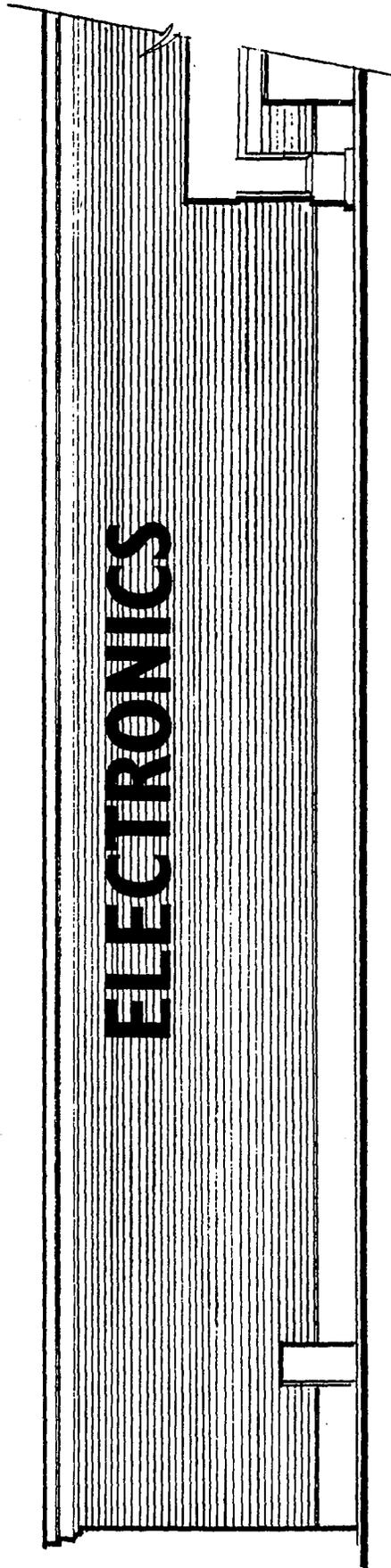
Shops A

Space #	Lineal Frontage	Square Footage	Sign Area (per side) North & South
600	19'	1240 sq ft	38 sq ft
620	19'	1240 sq ft	38 sq ft
640	15'	950 sq ft	30 sq ft
660	16'	1050 sq ft	32 sq ft
680	26'	2000 sq ft	52 sq ft
700	32'	1104 sq ft	64 sq ft
720	27'	1104 sq ft	54 sq ft
740	17'	1104 sq ft	34 sq ft
760	15'	928 sq ft	30 sq ft
780	15'	992 sq ft	30 sq ft
800	15'	920 sq ft	30 sq ft
820	40'	2520 sq ft	80 sq ft
820*	64'	2520 sq ft	32 sq ft
Total Sign Area for Shops A not to exceed 1060 sq ft			



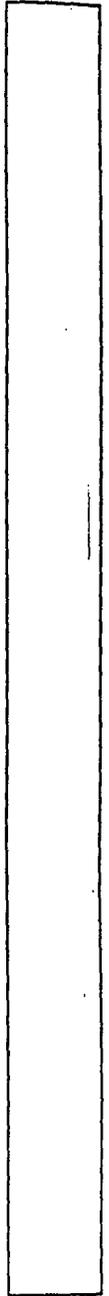
MAJOR 1 PARTIAL STOREFRONT
SCALE: 1/16" = 1'-0"

E-1

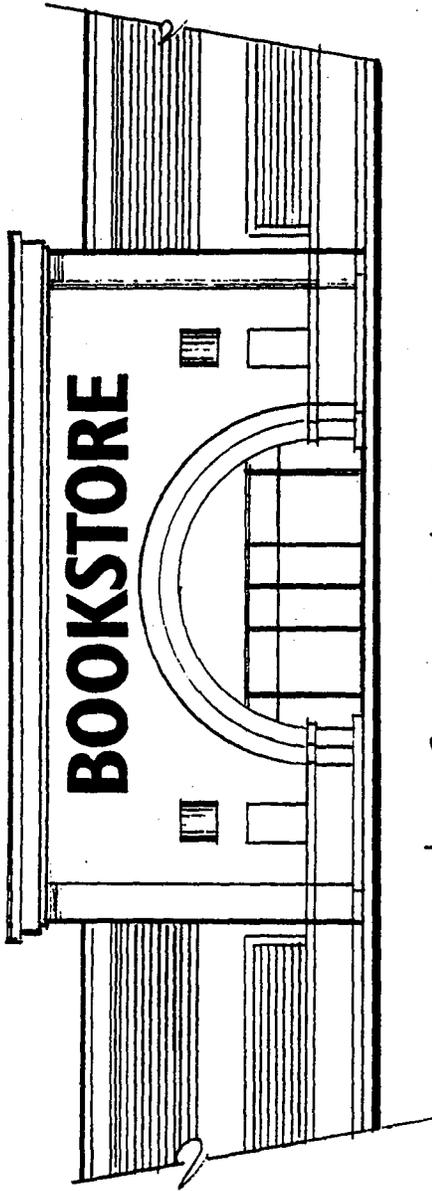


MAJOR 5 PARTIAL STOREFRONT
SCALE: 1/16" = 1'-0"

E-5

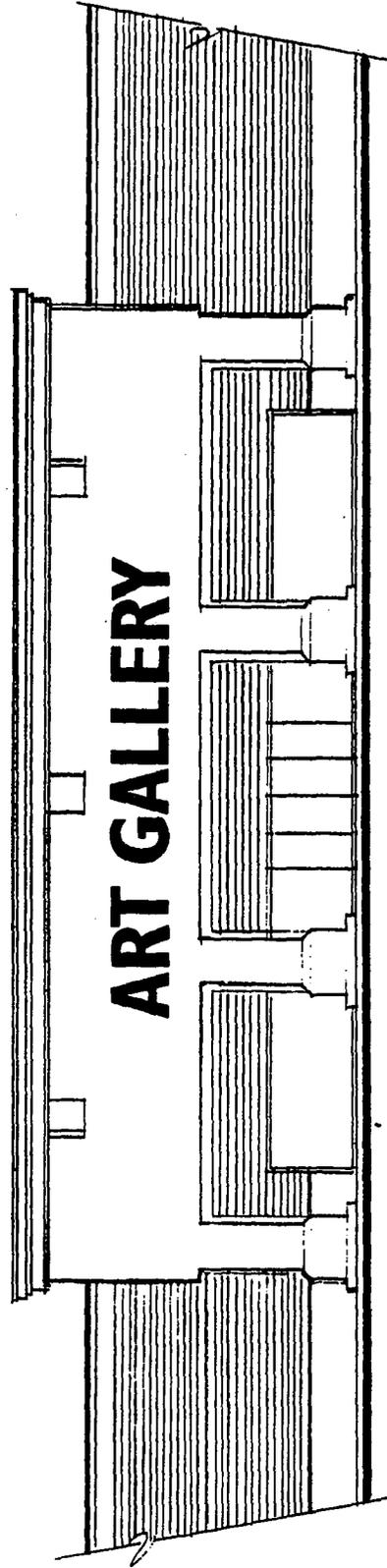


Exhibits: E-1 and E-5



MAJOR 3 PARTIAL STOREFRONT
SCALE: 1/16" = 1'-0"

E-3

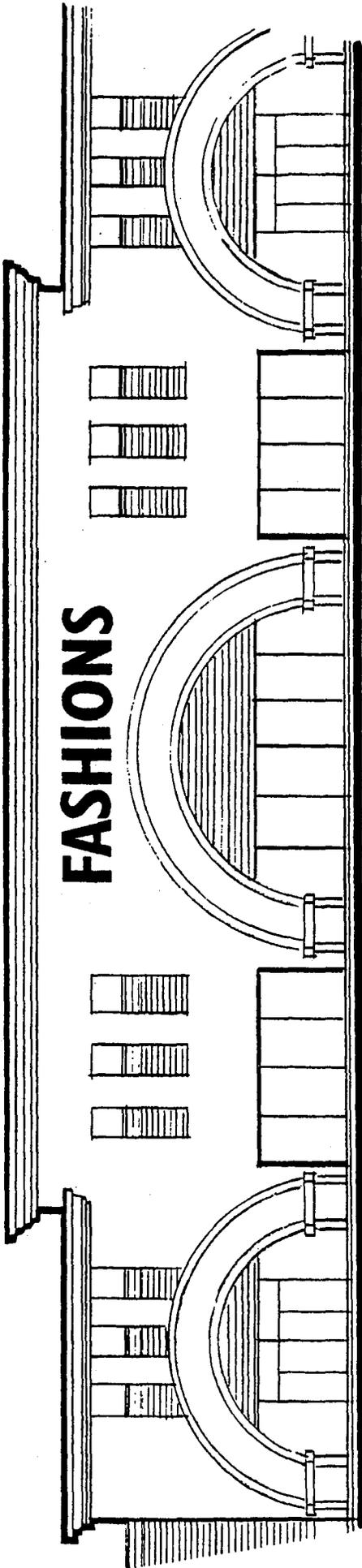


MAJOR 4 PARTIAL STOREFRONT
SCALE: 1/16" = 1'-0"

E-4



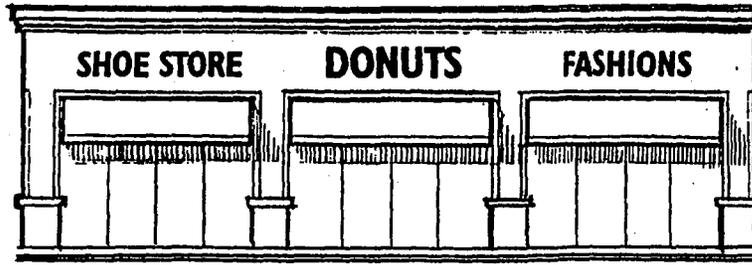
Exhibits: E-3 and E-4



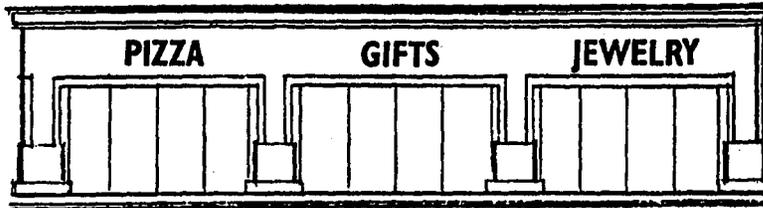
E-2 MAJOR 2 PARTIAL STOREFRONT
SCALE: 1/8" = 1'-0"



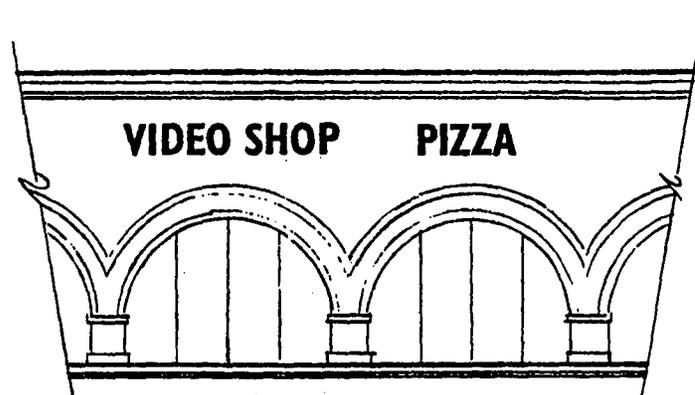
Exhibit: E-2



E-6 TYPICAL STOREFRONTS
 SCALE: 1/16" = 1'-0"



E-7 TYPICAL STOREFRONTS
 SCALE: 1/16" = 1'-0"



E-8 TYPICAL STOREFRONTS
 SCALE: 1/16" = 1'-0"

Maximum square footage allowed: 2 1/2 sq. ft. per lineal foot of frontage
 Maximum sign length: 80% of leasehold frontage

Exhibits: E-6, E-7 and E-8



E-9 BUILDING C PARTIAL STOREFRONT
SCALE: 1/16" = 1'-0"



Stop sign:

- Structure:** 3" Square aluminum tube painted Shell White (Frazee 5770W)
- Stop sign:** 30" Western Highways standard mounted onto 3" square aluminum tube frame painted Shell White
- Back:** .125 Aluminum painted Shell White
- Rose graphic:** Red and green vinyl as noted on working drawing
- Attachment:** Suspend sign from square tube structure with threaded rod painted Shell White

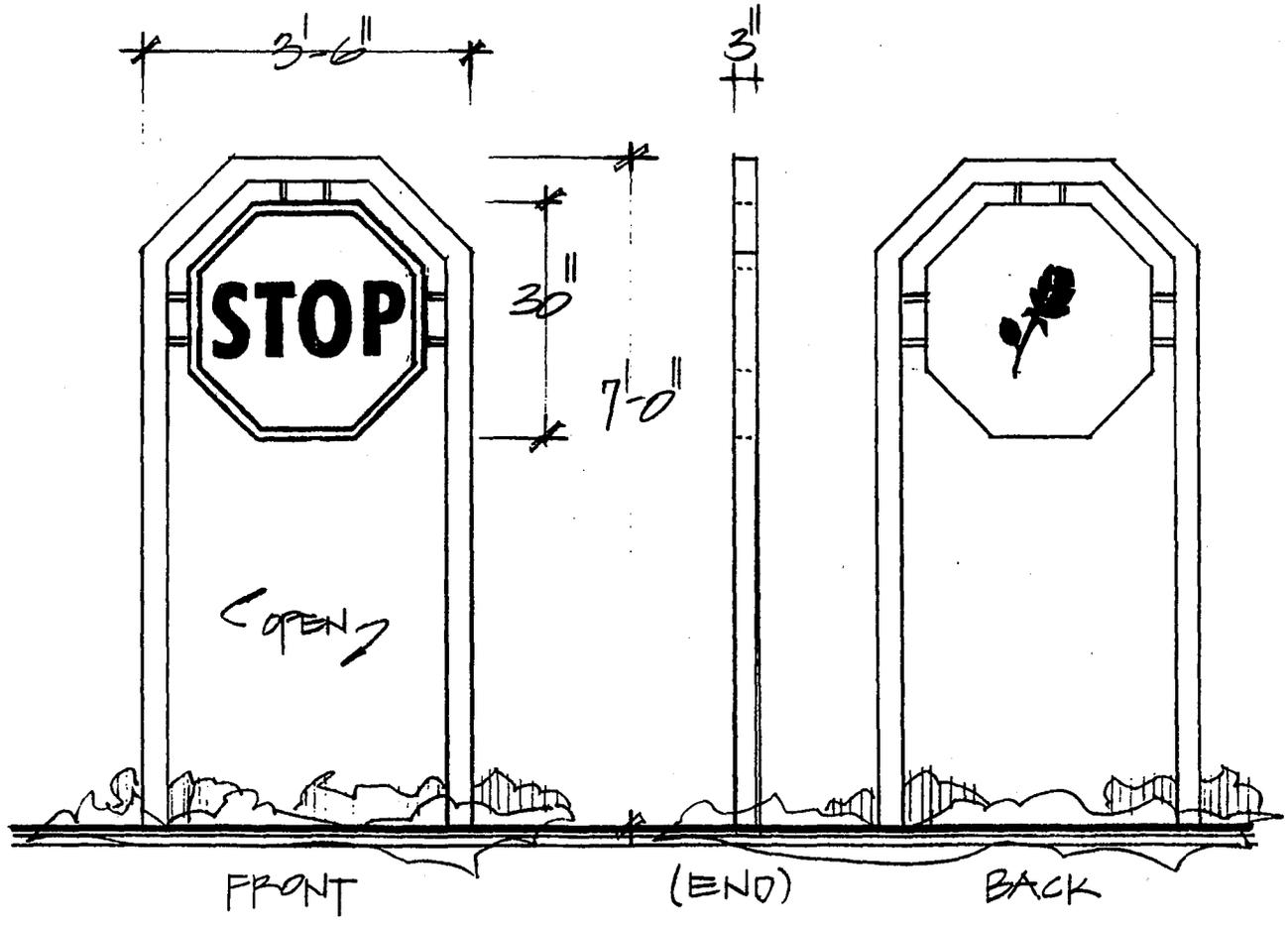
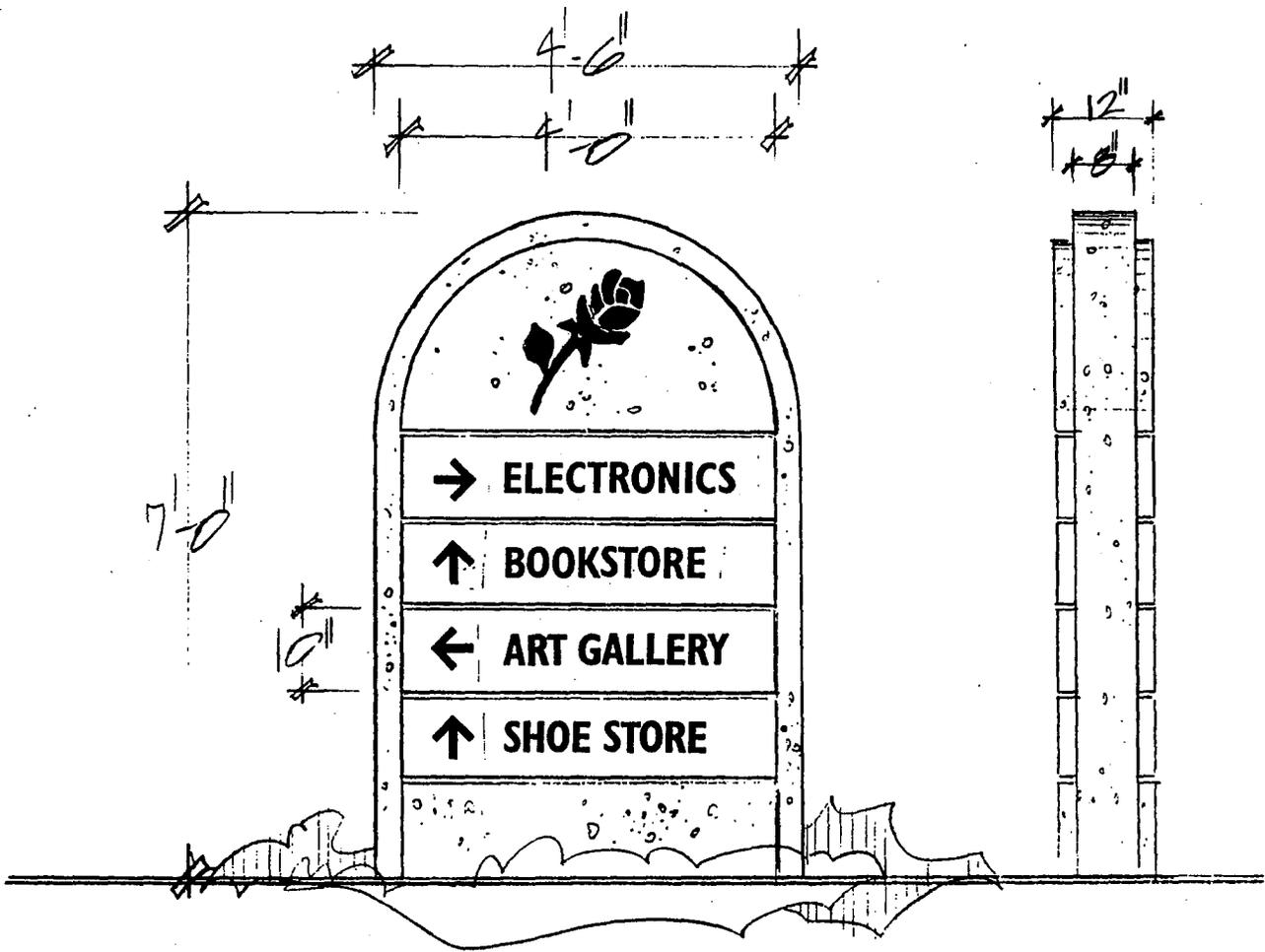


Exhibit: G

D/F Non-illuminated Directional Display:

- Background:** .125 fabricated aluminum texcoted as noted on working drawing
- Rose graphic:** FCO red and green acrylic as noted on working drawing
- Directional panels:** .125 aluminum painted bronze
- Copy/arrows:** White scotchlite reflective vinyl



F DIRECTIONAL DISPLAY
SCALE: 1/2" = 1'-0"

Optional
Exhibit: F

Recommended Copystyles and Colors

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Bold Condensed

Face colors:

Red 2793
Green 2108
Orange 2119
Turquoise 2308
Yellow 2016

Returns:

.063 aluminum
5" deep, paint
bronze

Trim cap:

3/4" bronze

Illumination:

15 mm 6500
white neon
30ma

Optional letter treatment:

**Transparent
face colors:**

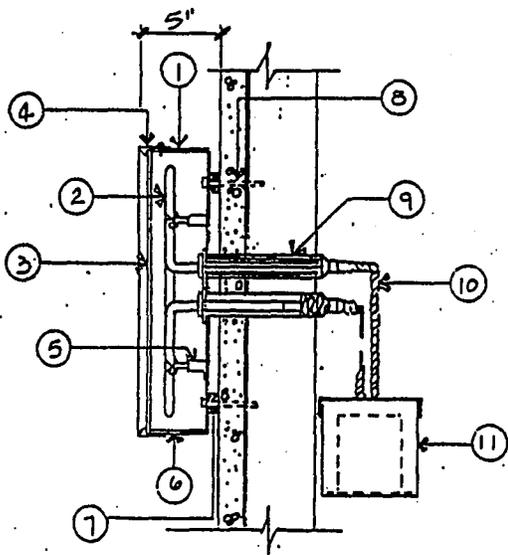
Yellow 2208
Amber 2422
Green 2092
Light blue 2069
Dark blue 2424
Red 2423
Bronze 2412

Neon:

Yellow
Orange
Veep green
Clear blue
Clear Blue
Clear red
White

Exhibit: H

Channel Letter Detail



Letter Section

Not to scale

1. Letter return
2. Neon tubing
3. Acrylic face
4. Trim cap
5. Glass supports
6. 1/4" ϕ Drain holes
7. 1/2" Spacer
8. 1/4" ϕ Nylon anchors or 5/16" ϕ or 3/8" ϕ lag screws (3 per letter minimum)
9. PK type electrode housings
10. 1/2" ϕ EMT or Aluminum flex
11. Remote concealed transformer
12. Electrical feed (by others)

Exhibit: I

D/F Non-illuminated Undercanopy Display:

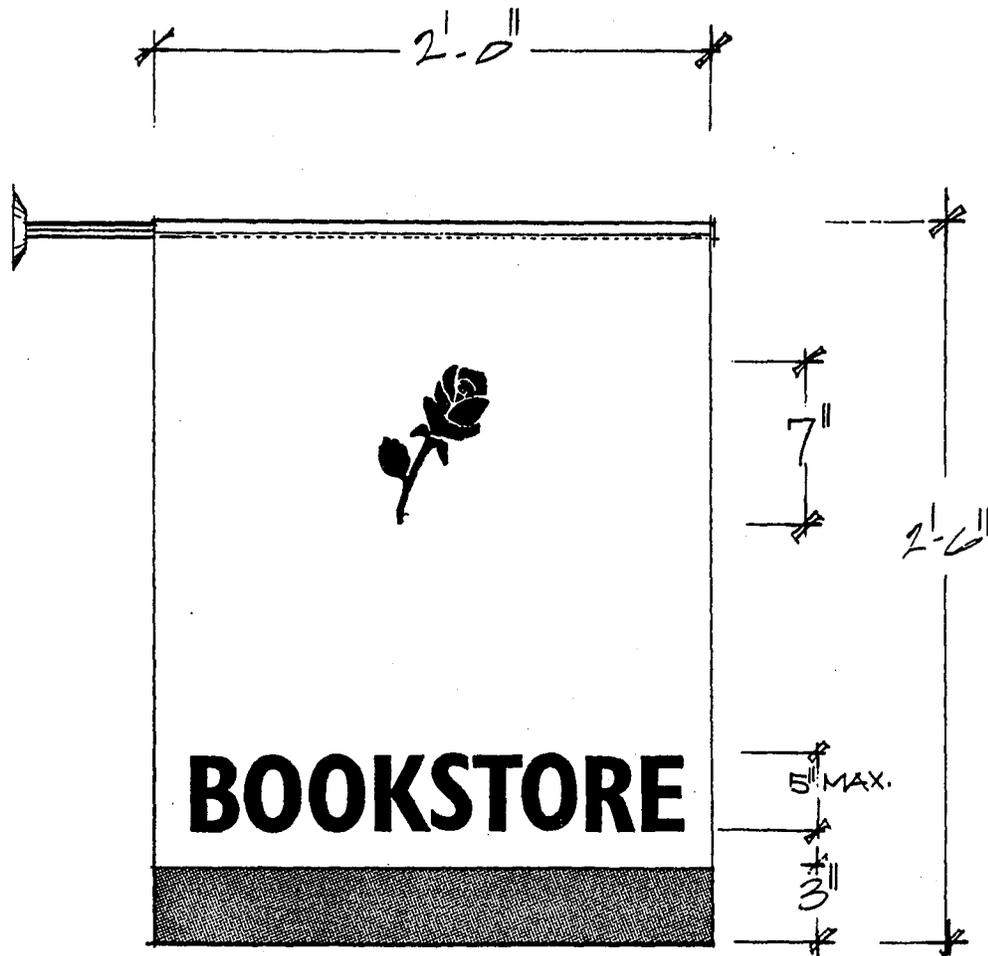
Background: White canvas banner, weight down bottom of banner with sewn-in 1" dia. galvanized metal rod

Rose graphic: Screen red and green as noted on working drawing

Color bar: Screen green

Tenant copy: Hand painted or screened, color to match tenant storefront signage

Installation: Flag mount or suspend as noted on working drawing



J D/F UNDERCANOPY DISPLAYS
SCALE: 1/2" = 1'-0"

Exhibit: J