

Trolley Plaza

\* 421 S. VENTURA RD. #110

OXNARD

Bronze Returns  
trim-cap

TROLLEY/H&R BLOCK

EXHIBIT "F"  
SIGN CRITERIA

Real faces #2793

30% of storefront  
storefront  
18" max height

I. INTRODUCTION AND CONCEPT

- 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 identify when designed in conformance with the design standards.
- C. Conformance will be strictly enforced, and any installed non-conforming 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) Two copies of the detailed sign design drawing submitted to Landlord at:

Sandblasted  
12" x 4" D/E  
1/2" thick  
see drawings  
pg. 36

TROLLEY PLAZA  
c/o Raznick & Sons, Inc.  
5525 Oakdale Avenue, Suite 200  
Woodland Hills, CA 91364  
Attention: Robert J. Raznick  
Phone: 818/884-7770  
Fax: 818/884-6769  
E-Mail: raznicksons@hotmail.com

Small sign  
mon. sign  
directory sign  
20' storefront

- 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:

**EXHIBIT "F"**  
**(Page 1 of 6 Pages)**

## EXHIBIT "F"

- 1) A stamped set of the final sign drawings reflecting Landlord'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

- X A. Each Tenant shall be required to install one illuminated wall sign and one sandblasted wood under-canopy 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 be in accordance with attached Exhibit "F-2". These signs to be consistent with attached exhibits. Sign to be centered on storefront unless approved by Landlord.
- 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 attached Exhibit "F-2". 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 attractive 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 Trolley Plaza.
- H. Each Tenant shall be responsible for the performance of its sign contractor.
- I. Tenant shall be responsible for removal of his sign within ten (10) 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 store address numerals will be installed by Landlord.
- L. Each occupant shall be responsible for keeping all sign or graphics on its premises in a state of good repair, in sole judgment 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.

EXHIBIT "F"  
(Page 2 of 6 Pages)

**EXHIBIT "F"****IV. FABRICATION AND INSTALLATION****ILLUMINATED CHANNEL LETTERS**

The fabrication and installation of all signs shall be subject to the following restrictions:

- 1) Internally illuminated, individually mounted channel letters; maximum height to be eighteen inches (18") and minimum letter height to be twelve inches (12"). Length of entire sign to be in accordance with attached Exhibit "A".
- 2) 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).
- 3) 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.
- 4) Neon tubing will be 15 millimeter, 6500 white.
- 5) 30 MA. transformers shall be used.
- 6) PK Housings or Hage connectors shall be used for all neon tube systems. Letters shall have U.L. labels.
- 7) All sign letters shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated.
- 8) No exposed lamps will be permitted.
- 9) All penetrations of the building structure required for sign installation shall be sealed in a watertight condition.
- 10) 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.
- 11) 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.
- 12) The Tenant shall be responsible for providing primary electrical service terminations to the signage area on the rear side of the fascia wall.
- 13) All signs shall conceal all necessary wiring, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
- 14) 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 ATTACHED EXHIBIT "F")**

- A. Sandblasted wood under-canopy sign in accordance with the attached Exhibit "F" specifications 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.

**EXHIBIT "F"**

- 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.

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 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 AND WINDOWS - 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.

VII. MISCELLANEOUS NOTES

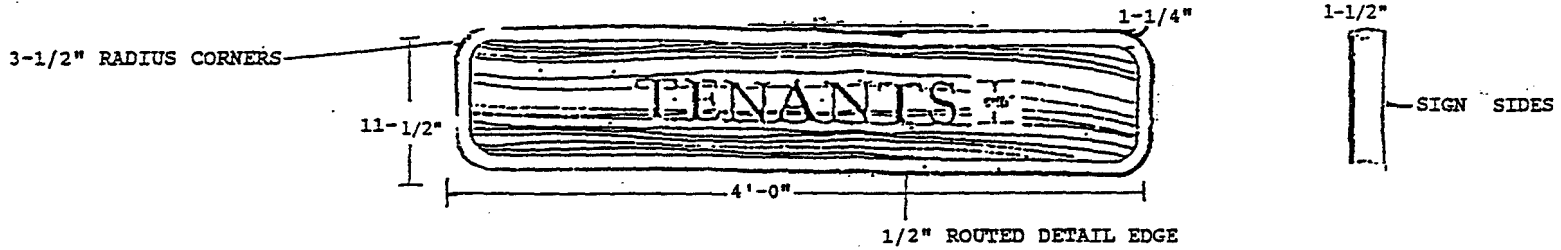
1. Illuminated signage shall be maintained by Tenant and continuously illuminated from dusk to the later of:
  - a) 12:00 Midnight daily, or
  - b) A standard hour established by Landlord.

**EXHIBIT "F"**  
**(Page 4 of 6 Pages)**

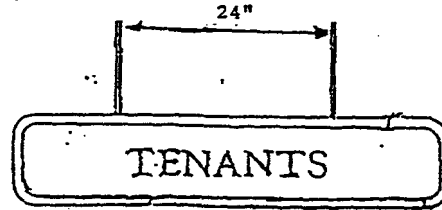
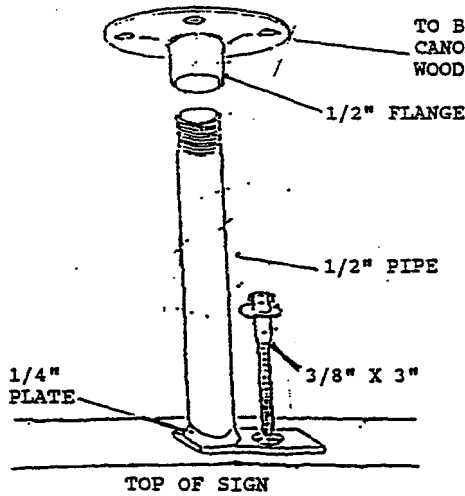


EXHIBIT "F"  
(Page 6 of 6 Pages)

TROLLEY PLAZA SPECIFICATIONS  
FOR SANDBLASTED WOOD SIGNS



ROD FOR HANGING SIGN



COLOR KEY

LETTERS AND BORDER - FOREST GREEN  
 FRAZEE # 4835A

BACKGROUND COLOR - WHITE SHADOW  
 FRAZEE #5760W

COPY AREA TO COMPLY WITH THE FOLLOWING REQUIREMENTS:

- \* ONE SINGLE LINE OF COPY
- \* SIGNS FABRICATED WITH KILN DRIED CLEAR HEART REDWOOD
- \* SIGNS DOUBLEFACED; SANDBLASTED 3/4" DEEP
- \* COPY TYPEFACE GOUDY (BOLD). ALL CAPS (3-7/8" HIGH)

LOCATION: AT CENTER OF ENTRANCE DOOR IN LINE WITH EXISTING SIGNS (NOT TO BE CLOSER THAN 6' FROM AN ADJ. UNDER CANOPY SIGN.)

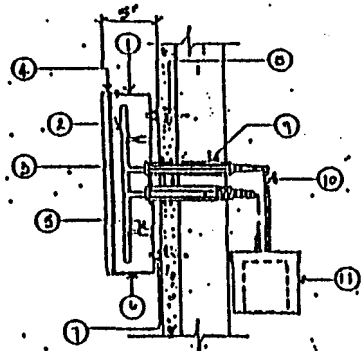
EXHIBIT "F"  
(Sandblasted sign)

TROLLEY/HR BLOCK

EXHIBIT "F-2"

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

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"  $\phi$  Drain holes
7. 1/2" Spacer
8. 1/4"  $\phi$  Nylon anchors or 5/16"  $\phi$  or 3/8"  $\phi$  lag screws (3 per letter minimum)
9. PK type electrode housings
10. 1/2"  $\phi$  EMT or Aluminum flex
11. Remote concealed transformer
12. Electrical feed (by others)

**Recommended Copystyles and Colors**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Optima Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Gill Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Gill Sans Bold Condensed**

<u>Face colors:</u>	<u>Returns:</u>	<u>Trim cap:</u>	<u>Illumination:</u>
Red 2793	.063 aluminum	3/4" bronze	15 mm 6500
Green 2108	5" deep, paint		white neon
Orange 2119	bronze		30ma
Turquoise 2308			
Yellow 2016			

Optional letter treatments:

<u>Transparent face colors:</u>	<u>Neon:</u>
Yellow 2208	Yellow
Amber 2422	Orange
Green 2092	Veep green
Light blue 2069	Clear blue
Dark blue 2424	Clear Blue
Red 2423	Clear red
Bronze 2412	White

INITIAL	INITIAL
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**EXHIBIT "F"  
SIGN CRITERIA**

9.2. Illuminated signage shall be maintained by Tenant and continuously illuminated from dusk to the later of:

- (a) 12:00 Midnight daily, or
- (b) a standard hour established by Landlord.

9.3. No other signage visible from the exterior shall be allowed, other than as delineated herein.

9.4. Landlord further reserves the right to allow exceptions to this sign criteria for Tenants with more than one space, to Tenants renting corner spaces and to Tenants with established logos or name styles.

Tenant has read the foregoing provisions and hereby acknowledges and accepts them as evidenced below by Tenant's initials:

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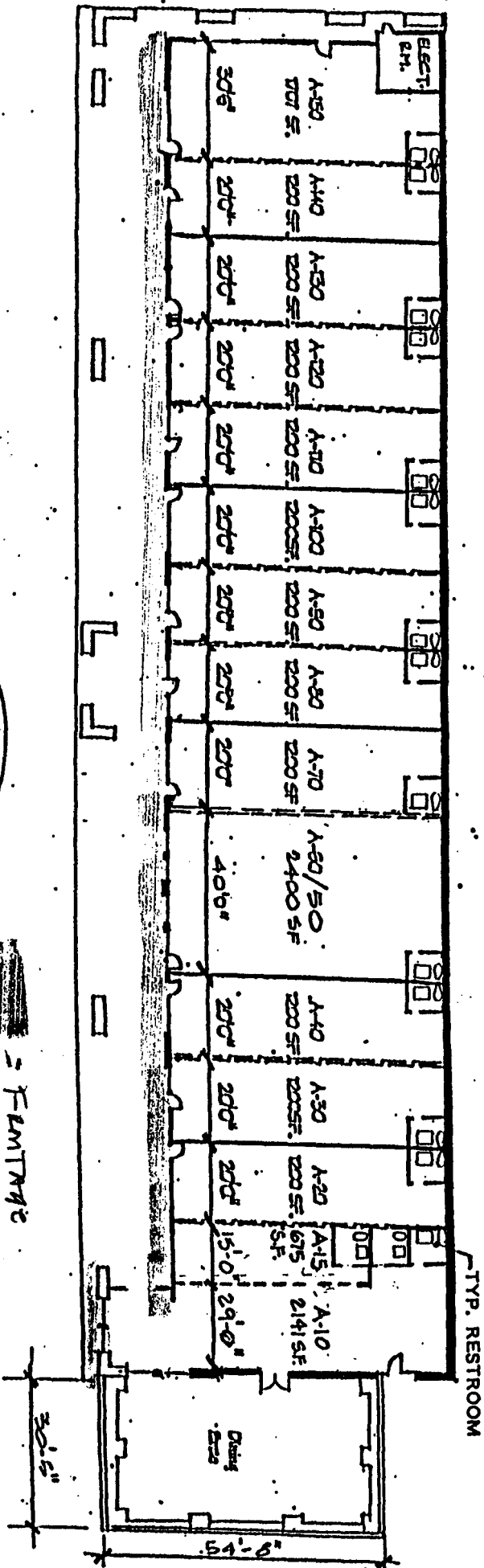
TENANT(S)  
INITIALS







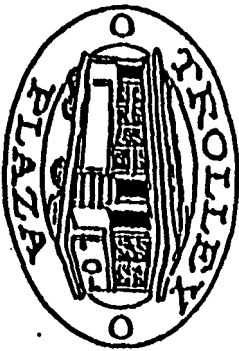
# Building A



**LEGEND:**

Proposed Partition Wall

Removes Fire Walls



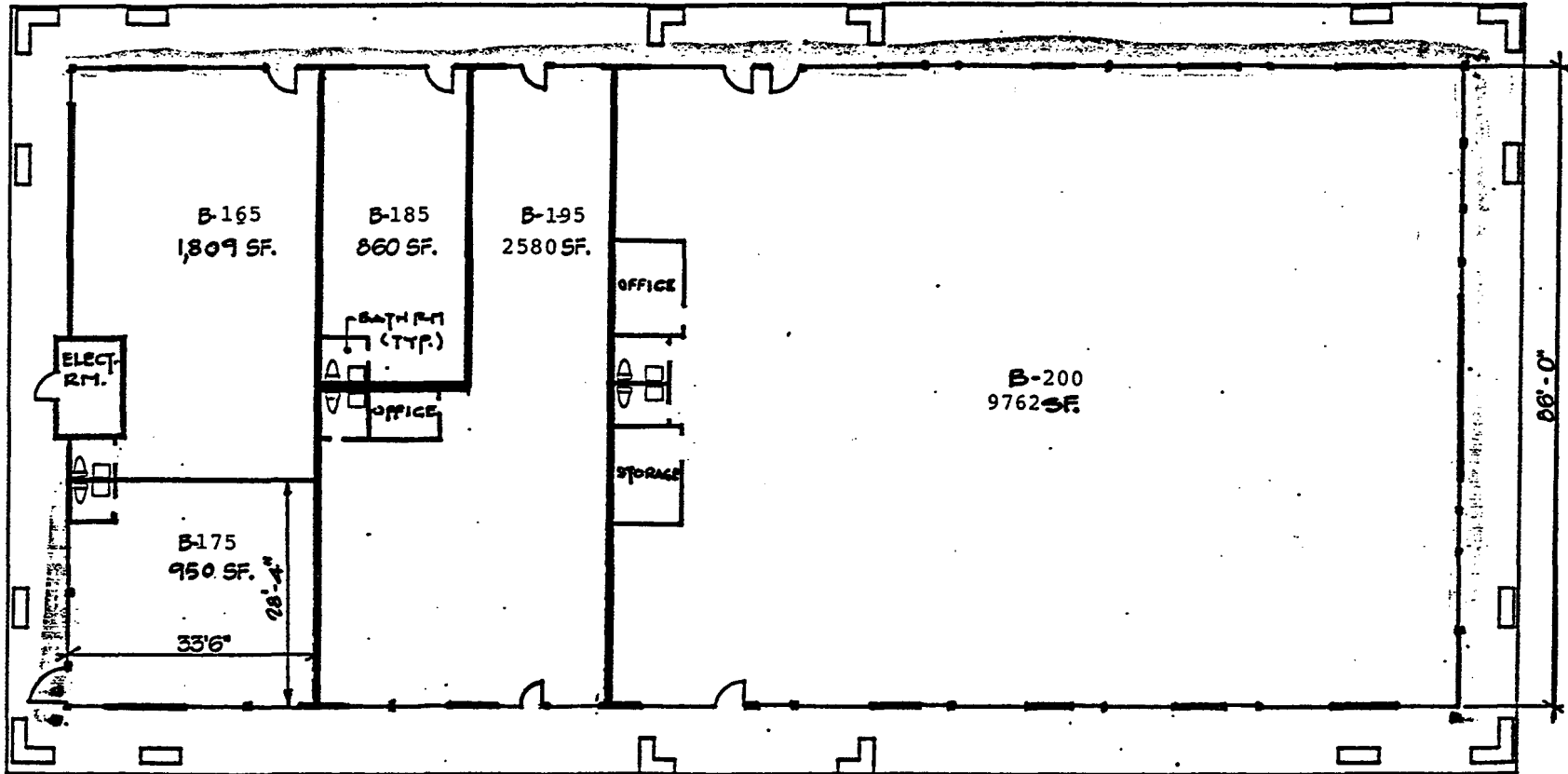
For leasing information, contact agent  
 Arts Realty, Telephone (818) 884-7955

██████████ = FEMTWAY  
 ===== = SIDE YARD



10/16/45

# Building B



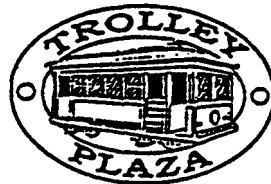
VENTURA ROAD

\* Clear span building without any interior shear (structural) walls

**LEGEND:**

Proposed Partition Wall

Permanent Fire Walls



For leasing information, contact agent  
Arco Realty, Telephone (818) 884-7955

= FRONTAGE  
 = SIDE OR REAR



10/16/95







PLANNING & ENVIRONMENTAL SERVICES • 305 W THIRD ST • OXNARD CA 93030 • 805-385-7858 • FAX 385-7417

February 1, 1996

Aaron Raznick  
Raznick & Sons, Inc.  
5525 Oakdale Avenue, Suite 200  
Woodland Hills, CA 91364-2695

Subject: Minor Modification to Planned Development Permit No. 476  
*Sign Program*

Thank you for your request for a modification to Planned Development Permit No. 476.

This letter serves as official approval of your sign program. I have enclosed a signed copy of the sign program with this letter and placed a copy of the plans in our files. You must apply for your building permits and other approvals separately.

Matthew G. Winegar, AICP  
Public Services Director

cc: Richard J. Maggio, Community Development Director

Enclosure