

STATHAM BOULEVARD CENTER SIGN CRITERIA

Oxnard, California

Prepared for:

SULTAN FINANCIAL CORPORATION

June 12, 1989

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Prepared by:

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**SIGN CRITERIA**  
Statham Blvd Center  
Oxnard, California

**A. INTRODUCTION**

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment.

Compliance with this Sign Criteria shall be rigorously enforced and any installed nonconforming or unapproved signs shall be removed by the applicable Tenant or his sign contractor at their expense, upon demand by Landlord, City or Architect if non-conforming.

**B. GENERAL REQUIREMENTS**

1. Each Tenant shall submit to Architect for written approval, three (3) copies of detailed shop drawings of his proposed sign, indicating conformance with the Sign Criteria therein outlined. Architect shall recommend acceptance of the signs if he finds them in conformance.
2. No sign shall be installed without the written approval of Landlord. The Tenant shall submit the sign drawing approved by Landlord to the appropriate City Authority for approval prior to the start of any sign construction.
3. The Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. The Tenant shall obtain all necessary permits.
5. Tenant's sign contractor shall repair any damage to any portion of the structure and finish caused by his work for installation, maintenance or removal.
6. Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show window and doors or upon the exterior walls or building, without the prior written consent of Owner and governing agencies.
7. The Tenant shall be responsible for all requirements of this Sign Criteria.

8. Landlord shall provide primary electrical service terminations for signs. All signs will be on the Landlord's time clock.
9. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
10. The location of all signs shall be per the accompanying design criteria.
11. Tenant shall verify his sign location and size with Landlord's Architect prior to fabrication.
12. All retail shop tenants are required to have a sign band sign per the accompanying design criteria.
13. Address numbers shall be applied to each store by the Tenant's sign company during regular course of construction per the accompanying design criteria.
14. Special signs which vary from this Sign Criteria must first be approved by Landlord's Architect and respective City Authority.
15. The maximum allocated sign area for the aggregate of all permanent signs ~~(except exempt and convenience signs)~~ shall be as noted herein.
16. All signage illumination shall terminate at or by 11:00 p.m. each day.

C. GENERAL SIGN SPECIFICATIONS

1. No exposed crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. All lettering shall be restricted to the "net sign area." See accompanying design criteria for specific information.
3. No projections above or below the "net sign area" will be permitted.
4. Each tenant who has a non-customer door for receiving merchandise may have uniformly applied on said door in location, as directed by the Project Architect, in two inch (2") high, white helvetica medium letters, the tenant's name and address.
5. All signs and their installation must comply with all local building and electrical codes.

6. For the purpose of store identification, Tenant shall be permitted to place upon each entrance to its demised premises not more than 144 square inches of white helvetica medium lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone, etc. Exempted from the restrictions in C.6. herein are signs required by Tenant's regulatory authority.
7. Sign specifications:
  - a) Shop sign shall be attached in designated areas only.
  - b) Tenant signs shall be individual interior illuminated channel letters with plexiglass faces and five (5) inch sheet metal returns with approved grey finish. Signs shall be installed on the provided sign band raceway.
  - c) The face of the sign shall be constructed of acrylic plastic (1/8" thick Minimum) and fastened to the metal can in an approved manner.
  - d) The color of the letter faces shall be "Plexiglas" yellow, blue, white or other as approved by Architect.
  - e) The "copy" (letter type) shall be helvetica medium.
  - f) Letter height shall be 18". See building elevation.
  - g) Individual shop logos may not be located anywhere.
  - h) No more than one (1) row of letters are permitted.
  - i) "Net sign are" not to exceed 2 sf per linear foot of shop street frontage.
  - j) Tenant shall display only their established trade names or their basic product name, e.g., "Sam's Shoes," or combination thereof.
  - k) Internal illumination to be neon tube lamps installed and labeled in accordance with the underwriters laboratory. Intensity shall be as approved by the City and Architect.
  - l) Individual Tenant's signs shall be located as per exhibit 1.

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**D. PROHIBITED SIGNS:**

**1. 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.

**2. Immoral or Unlawful Advertising:**

No person shall exhibit, post, or display or cause to be exhibited, posted, or displayed upon any sign, anything of an obscene, indecent, immoral, or unlawful nature of activity.

**3. Signs on Doors, Windows or Fire Escapes:**

No window signs shall be permitted, except as provided in C.6. herein. No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a standpipe except those signs as required by Code or Ordinance.

**4. Animated, Audible or Moving Signs:**

Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited.

**5. Off-premises Sign:**

Any sign, other than a directional sign, 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.

**6. Vehicle Signs:**

Signs on or affixed to trucks, automobiles, trailers or other vehicles, which advertise, identify, or provide direction to a use of activity not related to its lawful making of deliveries of sales or merchandise or rendering of service from such vehicles, are prohibited.

**7. Light Bulb Strings and Exposed Tubing:**

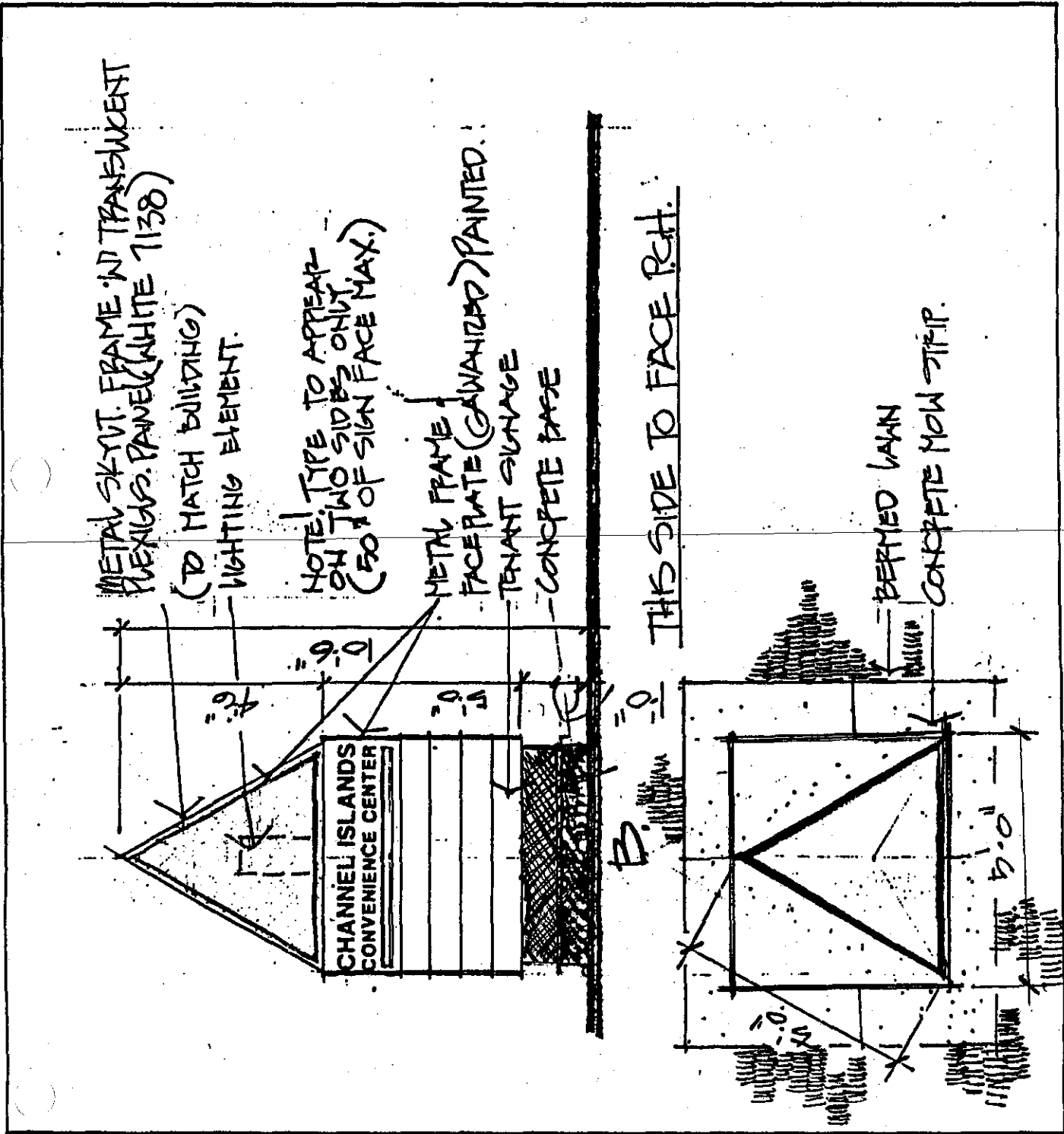
External displays, other than temporary decorative holiday lighting, which consists of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by Landlord when the display is an integral part of the design character or the activity to which it relates.

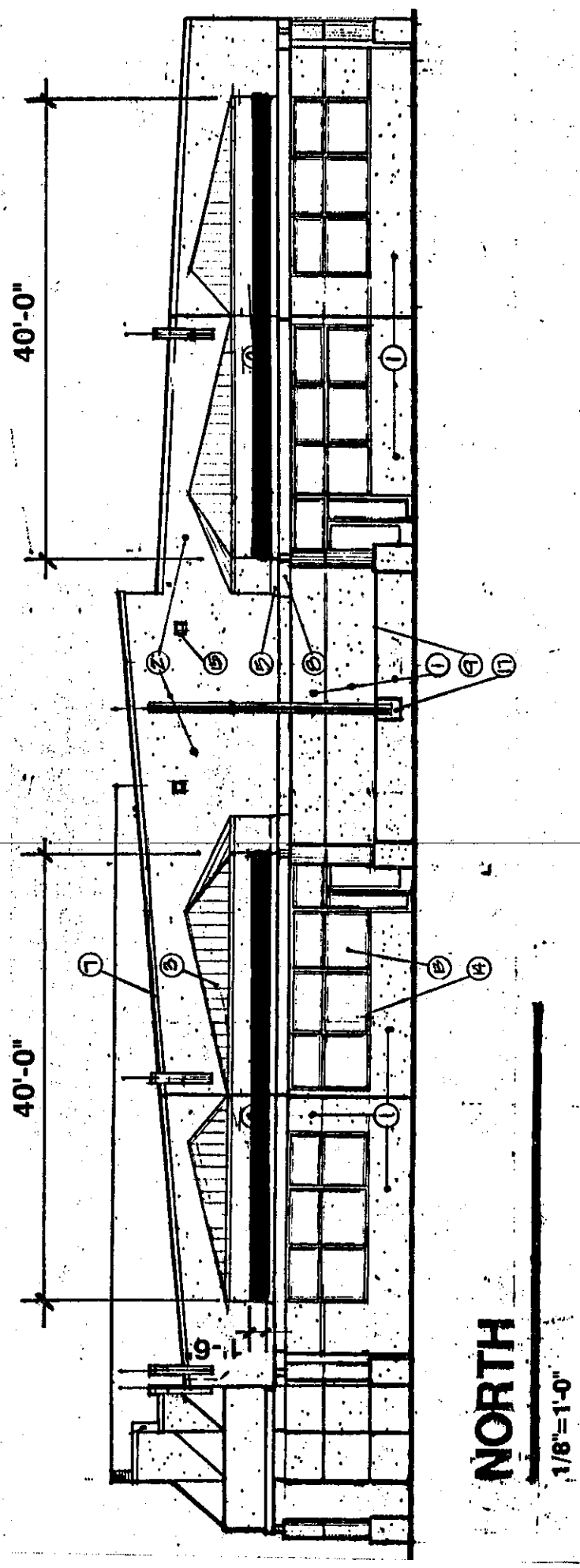
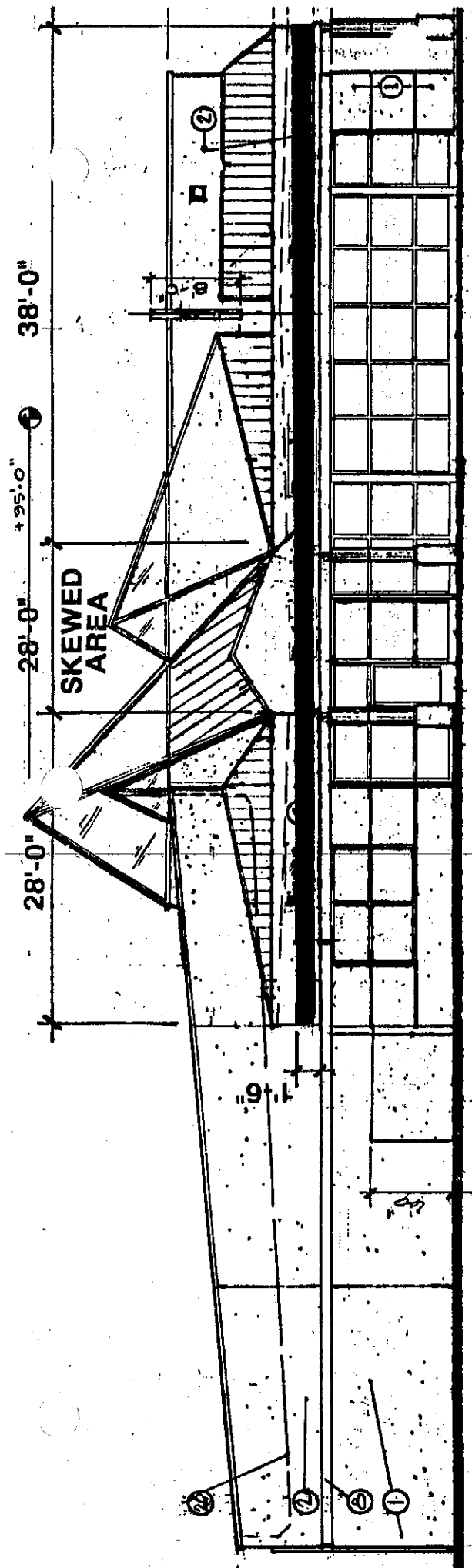
**8. Banners, Flags and Pennants Used for Advertising Purposes:**

Banners, flags 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's and City approval.

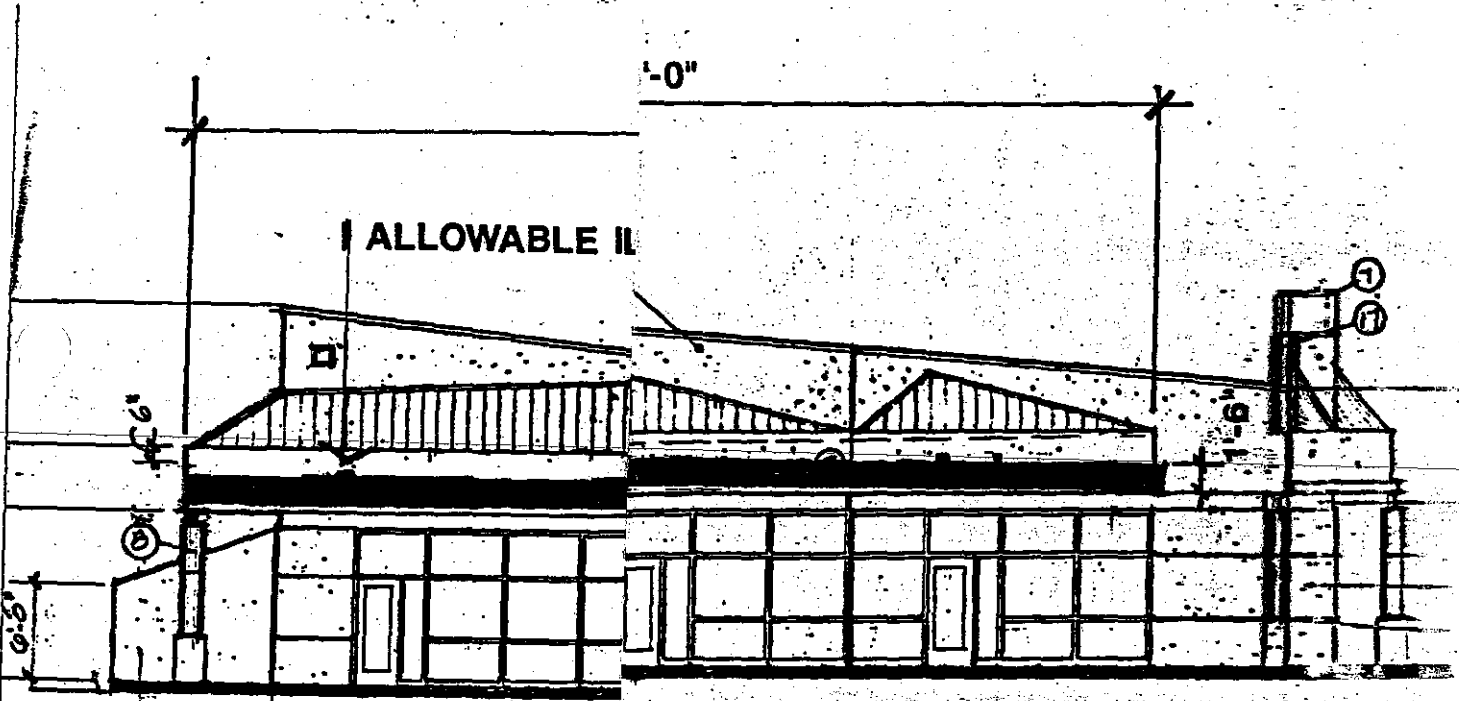
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PROJECT	STATHAM BLVD	MONUMENT SIGN
DATE 2.13.89 SK	REVISION	JOB NO. 8833
1		









**EAST**

**1/8"=1'-0"**