

MASTER SIGN PROGRAM

860 & 870 Pacific Avenue, Oxnard CA

REVISED: February 11, 2008



OVERVIEW

The purpose of this sign program is to establish standards that ensure tenant signage is compliant with Municipal Codes, integrates with the architecture and provides coordinated, proportional exposure for all tenants. This document also describes the responsibilities of the tenants with respect to sign review, approval and installation. All work installed at Subject Property described above shall meet or exceed the requirements discussed in this document.

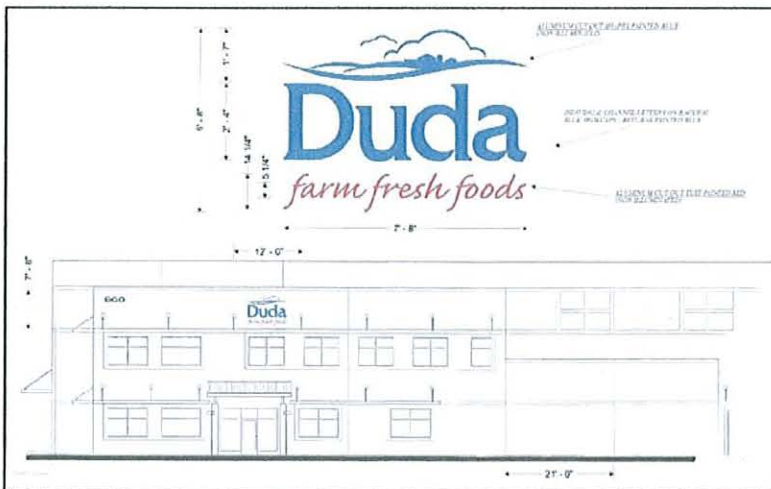
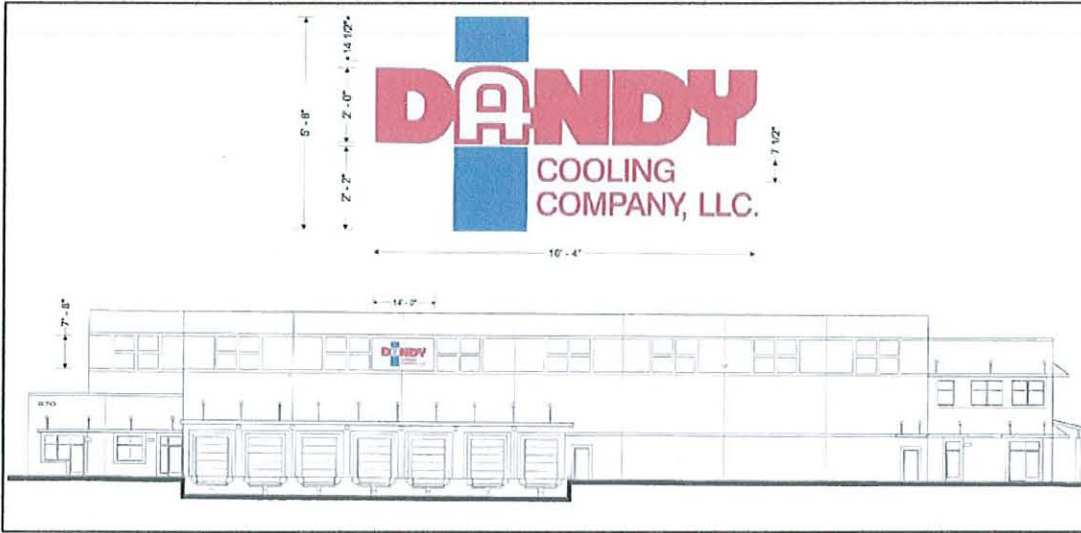
GENERAL SIGN CRITERIA: DESIGN & FABRICATION

ON-BUILDING SIGN(S)

1. Each Tenant shall be allowed up to two permanent illuminated or non-illuminated signs on the subject property. Signage for different tenants may be displayed on the same elevation, within the maximum size limits as described below.
2. "Sign area" is defined as square footage of the sign when four contiguous lines are drawn to encompass the design.
3. The aggregate size of tenant signs shall be no greater in area than twice the lineal footage of the building "frontage" (2:1 ratio) on the principal street, or one square foot for each lineal foot (1:1) of lot frontage on the principal street, whichever is greater.
4. No individual tenant sign shall be greater than 100 square feet in area.
5. Permanent building signs shall be limited to the business name and related artwork/logos.
6. If illuminated, each sign shall consist of UL-listed, acrylic-faced, internally illuminated channel letters mounted directly to the building fascia. Neon or LED illumination may be used.
7. Signs may incorporate non-illuminated elements, such as logos or embellishments, provided these are fabricated from 1/4" thick painted aluminum, mounted with aluminum studs and silicon adhesive to the building fascia.
8. Channel letter trim caps must match the face colors; returns may be painted to match the face and trim cap, or painted to match building color where sign is to be mounted.
9. Non-illuminated signs may consist of non-electrified channel letters or must be fabricated from 1/4" thick aluminum, fabricated and installed as specified in Item 9.
10. Font and color selection shall be the choice of the tenant but must be approved by the Owner or Owner's Agent.
11. All permanent building signs must be permitted by the City of Oxnard prior to installation.
12. Installation shall be performed only by a qualified and licensed sign company, which shall maintain Workers' Compensation and General Liability insurance in the amount of \$1 million or greater. Each Sign shall be installed according to fire & safety standards and shall bear UL listing labels.

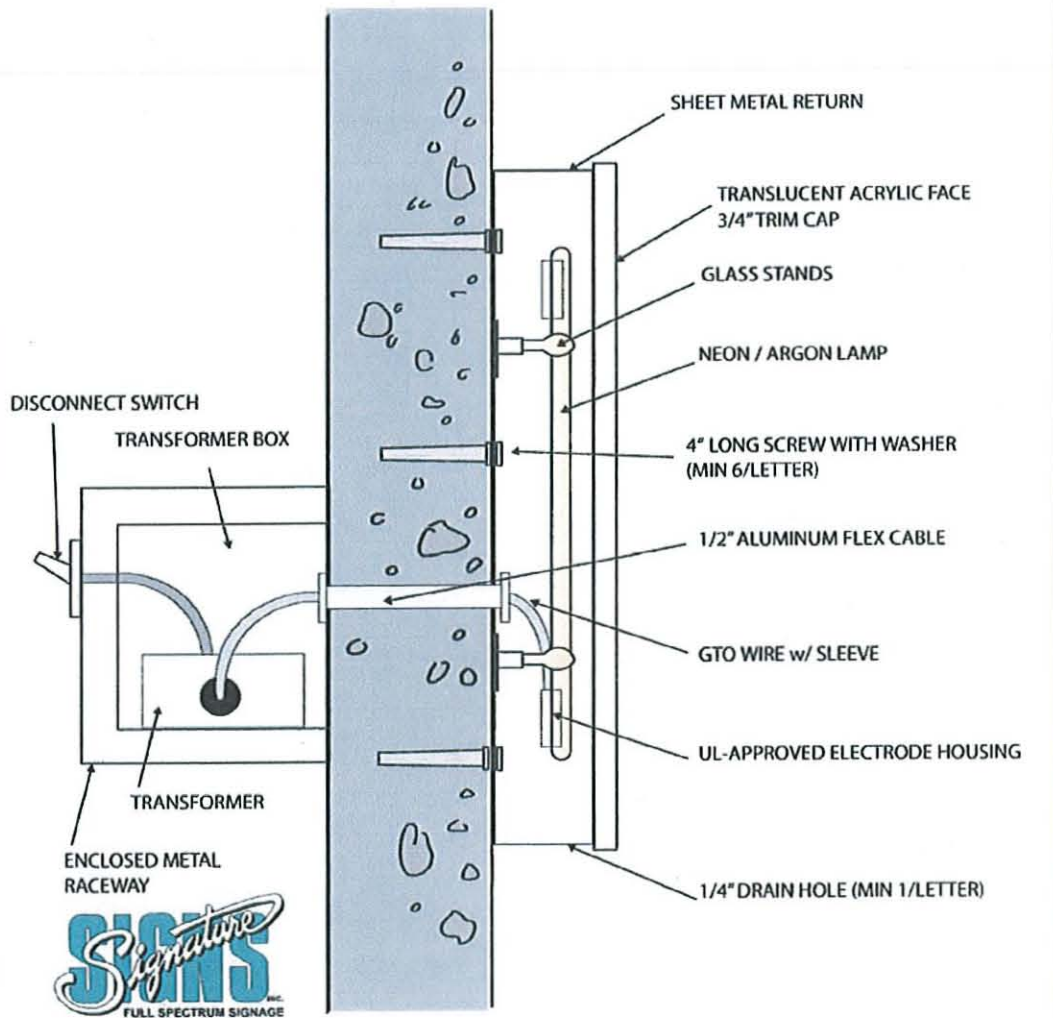
13. Tenant shall pay for all signs, their installation, including final connection, transformers, and all other labor, materials and maintenance, as well as removal. Tenant must file, pay and obtain any licenses, permits or variances as required for sign installation.
14. Tenant signs shall also comply with any and all Codes established by the City of Oxnard not referenced herein. In any instance where this Sign Program appears ambiguous or contradictory, City Municipal Codes will prevail.

TYPICAL BUILDING SIGNAGE



BUILDING SIGN INSTALLATION/FABRICATION DETAIL

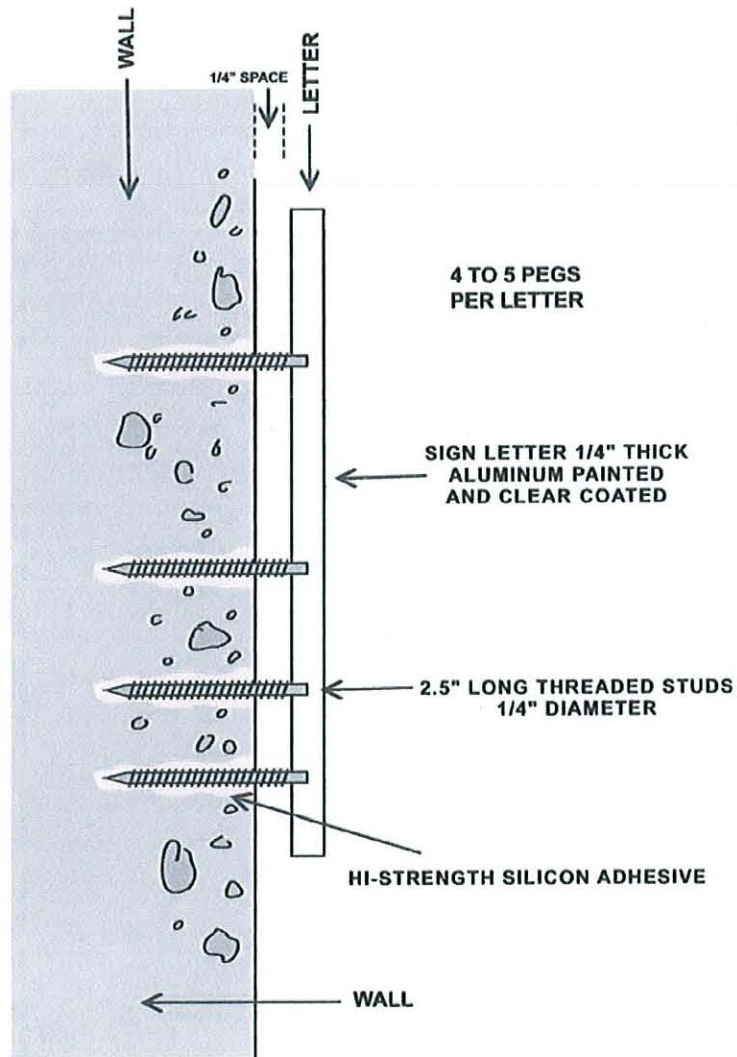
ACRYLIC-FACED CHANNEL LETTER WITH NEON ILLUMINATION MOUNTED TO CONCRETE WALL



801 MITCHELL RD, SUITE 102
NEWBURY PARK, CA 91320
CALIF. LIC. # 891120
PHONE (805)499-3343
FAX (805)499-4636
FILE: 8000003 ACRYLIC CHANNEL LETTERS DL.f
DOC # 000003

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ALUMINUM PIN-MOUNT TO CONCRETE FASCIA



801 MITCHELL RD, SUITE 102
NEWBURY PARK, CA 91320
CALIF. LIC. # 891120
PHONE (805)499-3343
FAX (805)499-4636

FILE: #000005 ALUMINUM PIN MOUNT LETTERS.rls
DOC # 000005

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APPROVAL PROCESS

The design and construction of Tenant's exterior sign must receive written approval by Building Owner or Authorized Agent and the City of Oxnard prior to fabrication. Owner or Agent has the specific right to refuse approval of any sign which does not conform to the specific criteria set forth herein. Approval shall be based on:

1. Conformity with the established sign criteria, including fabrication and method of installation, and
2. Harmony of the proposed sign with the design standards of the subject property.

The sign drawings are to be provided by a licensed sign company. The sign drawings must indicate:

- A. The font, size and construction of all lettering and logos (if applicable).
- B. The location of the sign in relation to the store facade.
- C. Section through the sign to show its construction.
- D. Colors, finishes and types of all materials.

To secure Owner or Agent's approval, copies of the design drawings of the sign and a completed sign permit application shall be submitted directly to the Building Owner/Agent.

All drawings returned to tenant marked "Approved with Changes" must be re-submitted with proper corrections indicated for Owner/Agent's records. Any sign that is installed by a tenant that does not conform to the approved drawings shall be corrected by tenant within thirty (30) days after written notice. In the event Tenant's sign is not brought into compliance within this period, the Owner/Agent shall have the option to correct said sign at tenant's expense.

Nothing contained in this sign program shall constitute a representation by Owner/Agent as to any municipal requirements regarding signs and signage, and in the event of a conflict between the criteria set forth in this document and such requirements, the municipal requirements shall control Tenant's allowable signs and signage.

For questions regarding this sign program, contact building owner/agent, or:



SIGNATURE SIGNS, INC

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