MASTER SIGN PROGRAM

PREPARED FOR:
Espino Plaza
544 – 550 So. A Street
Oxnard, CA 93030

PREPARED BY:
Vogue Sign Company
721 Commercial Ave.
Oxnard, CA 93030
805-485-3411

December 18, 2009
The purpose of this sign program is to establish standards that assure tenant signage is harmonious, integrates with the architecture of the building and provides coordinated proportional exposure for all tenants. This sign criteria also describes the responsibilities of the tenants with respect to sign review, approval and installation. All work shall meet or exceed the minimum requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming signs that have been installed will be removed at tenant’s expense.

The tenant shall submit two copies of the proposed sign to the landlord and/or its agent for review. Upon receiving landlord’s stamped approval, the tenant shall then submit 3 copies to the City of Oxnard. Drawings shall include scaled elevations of proposed sign(s) at tenant location with dimensions of tenant frontage and length of architectural surface on which the sign is installed. Additionally, a detailed, fully dimensioned, shop drawing showing colors and materials, along with a section of the sign showing method of attachment as required by the City of Oxnard shall be included with submittal.

Upon receipt of permits, tenants shall forward copies of permits to landlord prior to installation of signs. All costs associated with the procurement, fabrication and installation of signage are the sole responsibility to the tenant. Finally, any sign contractor working at Espino Plaza, must be fully licensed, bonded and have workers compensation and liability insurance. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

Landlord Address: Espino Plaza
c/o ESL Properties
2411 Hill Rose Place
Oxnard, CA 93036
Ph: (805) 432-2575
<table>
<thead>
<tr>
<th>ELEVATION</th>
<th>FRONTAGE</th>
<th>MULTIPLIER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Street</td>
<td>60</td>
<td>x2</td>
<td>120</td>
</tr>
<tr>
<td>Alley</td>
<td>60</td>
<td>x.5</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total allowed per code</strong></td>
<td></td>
<td></td>
<td><strong>150</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>ATTACHED A St</th>
<th>ATTACHED Alley</th>
<th>WINDOW</th>
<th>PEDESTRIAN</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>544</td>
<td>20</td>
<td>2.5</td>
<td>5</td>
<td>10</td>
<td>37.5</td>
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<tr>
<td>546</td>
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<td>37.5</td>
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<tr>
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<td>2.5</td>
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<td>10</td>
<td>37.5</td>
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<tr>
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<td>2.5</td>
<td>5</td>
<td>10</td>
<td>37.5</td>
</tr>
<tr>
<td><strong>Total allowed per sign program</strong></td>
<td><strong>80</strong></td>
<td><strong>10</strong></td>
<td><strong>20</strong></td>
<td><strong>40</strong></td>
<td><strong>150</strong></td>
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</tbody>
</table>

All numbers represent the maximum square footage allowable per sign type.
ATTACHED FASCIA SIGNAGE (A Street ELEVATION):
- Primary Copy: Must be black in color.
- Subordinate Copy: Must be Dunn Edwards #6091 “Red Hook” or Dunn Edwards #5020 “Mahogany Cherry” with white copy.
- Logos: Colors are limited to black, Dunn Edwards #6091 “Red Hook”, Dunn Edwards #5020 “Mahogany Cherry” and white.
- Manufactured of:
  - ¼” aluminum with ½” spacers or
  - 1” Signfoam, Sintra (PVC) or equivalent mounted flush.
- Limited to 20” in height and 20 sqft.

HANGING PEDESTRIAN SIGNAGE (BLADE SIGN):
Each tenant is allowed one (1) double-faced hanging pedestrian sign. These signs are to be attached perpendicularly to the façade where shown. See detail page for additional information.

WINDOW SIGNAGE
Window signage is limited to 5 square feet per tenant and must not exceed 20% of the window. Window signage may not include phone numbers.

TENANT IDENTIFICATION SIGNAGE (Alley):
- Manufactured of 1” routed Signfoam or sandblasted wood with raised border and copy mounted flush.
- Black border and sides, with a Dunn Edwards #6091 “Red Hook” or Dunn Edwards #5020 “Mahogany Cherry” background and white copy.
- Text is limited to address and tenant name.
- Limited to 12” in height and 2.5 sqft.
ACCEPTABLE LETTER STYLES (FONTS)
Proposed lettering shall be in a script or “serif-type” font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document).

UNACCEPTABLE SIGNAGE
• Awnings signage and/or letters painted directly onto the building.
• Sign cabinets.
• Signs that flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
• Banners unless otherwise approved through a Temporary Use Permit
• Telephone numbers.
• Fluorescent colors or paints.
• Phone numbers.

These represent the maximums; the landlord reserves the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded). **See allocation table for maximum allowable square footage per tenant per sign type.**

All signs shall comply with the requirements of Article IX, Advertising Signs, of the Oxnard Municipal Code Book, the City’s Sign Ordinance for the CBD Zone, as well as with the requirements of this sign program.
All wall signs to be centered vertically and horizontally as shown.
ATTACHED FASCIA SIGNAGE (A Street ELEVATION):

- Primary Copy: Must be black in color
- Subordinate Copy: Must be Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" with white copy.
- Logos: Color are limited to black, Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" and white.
- Manufactured of:
  - 1/4" aluminum with 1/2" spacers or 1" Signfoam, Sintra (PVC) or equivalent mounted flush.
- Limited to 20" in height and 20 sqft
TENANT IDENTIFICATION SIGNAGE (Alley):

- Manufactured of 1" Routed Signfoam or sandblasted wood with raised copy and border mounted flush.
- Black border and sides, with a Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" background and white copy.
- Text is limited to address and tenant name.
- Limited to 12" in height and 2.5 sqft
Hanging Pedestrian Signage (Blade Sign)

Each tenant is allowed (1) hanging sign. These signs are to be attached perpendicularly to the facade and centered above column supports as shown in WEST ELEVATION diagram. Signs shall be made of 3/4" MDO wood painted Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" with black or white vinyl graphics and attached to the sign bracket using eye bolts and "S" hooks with a maximum drop of 4".
ACCEPTABLE LETTERS STYLES (FONTS)

Central Business District - Times New Roman
Central Business District – Garamond
Central Business District – Book Antiqua
Central Business District – Cheltenham BT
Central Business District – Windsor Lt
Central Business District - Tribune
Central Business District – Kaufmann BT
Central Business District – Monotype Corsiva
Central Business District – StageCoach
Central Business District – University Roman BD
Espino Plaza
544-550 S. A St
Oxnard, CA 93030