The City of Oxnard utilizes sign programs to establish guidelines that ensure multi-tenant building signage and certain signage designs are consistent and uniform with the architecture and site design while providing the benefits of a coordinated, proportional approach to advertising exposure. Overall, sign programs help to enhance the image of a business and help meet the aesthetic value of the surrounding location.

Each sign program contains various descriptive information such as letters of approval, conditions, and visual representations. This is used to describe the location, type, size, layout, design, size, color, and letterhead styles of the signs.