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Revisions
2-14-11: Page B control (LW)
12-28-11: Pages 10A & 10B
added for buildings (LW)

Revisions
3-5-2016 Page 8, 19, 20, 21, 22, 26
3-15-2017 Page 12a
PROJECT DIRECTORY

LANDLORD: UPSIDE OXNARD, LLC
23875 VENTURA BLVD, SUITE 101
CALABASAS, CA 91302
TEL (818) 224-1544

CONSULTANT: AD ART SIGN COMPANY
2670 W. SHAW LANE, STE 102
FRESNO, CA 93711
TEL (559) 225-2183
FAX (559) 225-2186
ATTN: DAVID ESAIJAN

EXCEL SIGN COMPANY
1229 HOBART AVE.
CLOVIS, CA 93612
559-298-6028
FAX 559-298-6478
ATTN: DAVID BOOTHE

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Revised 3-5-2016
**A INTRODUCTION**

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the City.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

**B LANDLORD/TENANT REQUIREMENTS**

1. Each tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria, prior submitting to the city.

2. The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s).

3. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).

4. The Tenant shall obtain all necessary permits.

5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.

6. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.

7. Should a sign be removed and/or replaced with a new sign it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition. If for whatever reason the Tenant does not patch, repair holes, and repaint the Landlord will do so and back charge the Tenant accordingly.
GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.

2. All electrical signs will be fabricated by a U.L. Approved sign company, according to U.L. Specifications and bear U.L. Label.

3. Sign Company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.

4. All penetrations of building exterior surface are to be sealed waterproof in color and finish to match existing exterior.

5. Internal illumination to be 30 milliamp neon or LED, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".

6. Painted surfaces to have satin finish. Only paint containing acrylic polyurethane products may be used.

7. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.

8. All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.

9. Signs must be made of durable rust-inhibiting materials that are appropriate complimentary to the building.

10. Color coating shall exactly match the colors specified on the approved plans.

11. Joining of materials (e.g., Seams) shall be finished in way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.

12. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.

13. In no case shall any manufacturers label be visible from the street from normal viewing angles.

14. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
**TENANT SIGNAGE SPECIFICATIONS:**

The intent of this criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project. Signs must be architecturally compatible with the entire center.

**STOREFRONT SIGNAGE**

The following types of construction will be allowed:

- Illuminated Lexan Face Channel Display with face illumination
- Illuminated Reverse Channel display with halo illumination
- Illuminated Lexan Face Channel Display with face and halo illumination

The idea of using dissimilar materials and creating signs with varying colors, layers, and textures will create an exciting and appealing retail environment.
E 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 words, phrases, symbols, or
characters in such a manner as to interfere with, mislead or confuse
traffic.

2. Signs in Proximity to Utility Lines:
Signs which have less horizontal or vertical clearance from authorized
communication or energized electrical power lines that are prescribed
by the laws of the State of California are prohibited.

3. Signs painted directly on a building surface are prohibited.

4. Wall signs may not project above the top of a parapet, the roof line
at the wall, or roof line.

5. Flashing, moving or audible signs are prohibited by Oxnard City
Code.

6. No sign shall project above or below the sign-able area. The sign-
able area is defined in the attached exhibit for tenants.

7. Vehicle Signs:
Signs on or affixed to trucks, automobile, trailers, or other vehicles
which are use for advertising, identity, or provide direction to a specific
use or activity not related to its lawful activity are prohibited. (i.e.
Delivery trucks with tenant signage are OK)

8. Light Bulb Strings:
Decorative holiday lighting must be approved by the Landlord prior to
install.

9. Billboard Signs are not permitted.

10. The use of permanent "sale" signs are prohibited.

11. No standard plex faced cabinet or foam signs allowed.

12. No window signs allowed except for a address identification.

13. No hanging signs allowed.

14. Banners are prohibited except as approved by a City of Oxnard
temporary use permit for a Grand Opening or as part of an outdoor
sale approved by a City of Oxnard temporary use permit and Landlord.

F ABANDONMENT OF SIGNS:
Any tenant sign left after thirty (30) days from vacating premises shall
become the property of Landlord.

G INSPECTION:
Landlord reserves the right to hire an independent electrical engineer
at the Tenant's sole expense to inspect the installation of all Tenant's
signs and to require the Tenant to have any discrepancies and/or
code violations corrected at the Tenant's expense.

ADART
SIGN COMPANY
ALLOWED SIGNS:

**Face Illuminated**
Illuminated Lexan Faced Channel Letter display with through face illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with 30 ma neon or LED. Paint trim caps and returns any color.

**Halo Illuminated**
Illuminated Reverse Pan Channel Letter display with halo illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Illuminate with 30 ma neon or LED.

**Face & Halo Illuminated**
Illuminated Lexan Faced Channel Letter display with through face and halo illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with 30 ma neon or LED. Paint trim caps and returns any color.

**NOTE:** All signs may utilize vinyl printing on faces of illuminated or non-illuminated surfaces.
FOR REFERENCE ONLY

SIGN AREA ALLOCATION

Monument sign area = 312.92 sq. ft.
Lowes (Anchor Tenant) sign area = 696.07 sq. ft.
KFC (Pad Tenant) sign area = 127.50 sq. ft.
Bldg. 2 (Car Wash) sign area = 291.00 sq. ft.
Bldg. 3 (Pad Tenant) sign area = 337.53 sq. ft.
Bldg. 4 (Pad Tenant) sign area = 236.25 sq. ft.
Bldg. 5 (Pad Tenant) sign area = 375.00 sq. ft.
Tenant 1 not to exceed 55.00 sq. ft.
Tenant not to exceed 160.00 sq. ft.
Tenant 3 not to exceed 160.00 sq. ft.

Allowable sign area for center = 2751.24 sq. ft.
63.26 square feet of remaining sign area to be applied to office building 2 as needed.

3' tall freestanding directional sign

CALCULATION OF TOTAL ALLOWABLE SIGN AREA FOR ENTIRE SHOPPING CENTER
2 square feet of signage per lineal foot of primary building frontage, plus
½ square foot of signage per lineal foot of secondary building frontage.

Allowable sign area for center = 2751.24 sq. ft.

Revised 3-5-2016
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<th>PRIMARY FRONTAGE (x2)</th>
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Maximum Sign Area for Bldg. 1 = 696.07 SF
Illumination: Yes
Copy: Tenant name and / or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: Yes

NOTE: Lowe's is permitted to have colored field behind sign. Colored field not to be included in sign area.

Anchor Tenant - Building 1 East Elevation = Scale: 1/64" = 1'-0"
ALLOWABLE SIGN AREA = 696.07 Square Feet
NOTES:
* Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3" from any architectural element
Anchor Tenant - Building 1 West Elevation = Scale: 1/64" = 1'-0"

NOTES:
* Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3" from any architectural element
Pad Tenant - Building 3 West Elevation = Scale: 3/32" = 1'-0"

ALLOWABLE SIGN AREA = 337.50 Square Feet

NOTES:
* Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3" from any architectural element.
Maximum Sign Area for Bldg. 3 = 337.50 SF
Illumination: Yes
Copy: Tenant name and / or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: No

Pad Tenant - Building 3 East Elevation = Scale: 3/32" = 1'-0"
ALLOWABLE SIGN AREA = 337.50 Square Feet
NOTES:
*Tenant signs shown subject to change upon formal submittal.
*All signs must maintain a minimum of 3" from any architectural element.
**PAD TENANT**

Maximum Sign Area for Bldg. 3 = 337.50 SF

Illumination: Yes

Copy: Tenant name and / or logo

Typeface: Custom logo and type OK

Colors: Custom colors OK

Secondary signs: No

---

**Pad Tenant - Building 3 North Elevation = Scale: 3/32 = 1'-0"**

ALLOWABLE SIGN AREA = 337.50 Square Feet

NOTES:

*Tenant signs shown subject to change upon formal submittal.

*All signs must maintain a minimum of 3" from any architectural element.

This sign: 50.38 SF
PAD TENANT

Maximum Sign Area for Bldg. 4 = 236.25 SF
Illumination: Yes
Copy: Tenant name and / or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: Yes

Pad Tenant - Building 4 South Elevation = Scale: 3/32" = 1'-0"
ALLOWABLE SIGN AREA = 236.25 Square Feet
NOTES:
* Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3' from any architectural element

13
Pad Tenant - Building 4 West Elevation = Scale: 1/16" = 1'-0"

Pad Tenant - Building 4 North Elevation = Scale: 1/16" = 1'-0"

Pad Tenant - Building 4 East Elevation = Scale: 1/16" = 1'-0"

NOTES:
* Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3" from any architectural element
Maximum Sign Area for Bldg. 5 = 375.00 SF
Tenant 1 not to exceed 55.00 sq. ft.
Tenant 2 not to exceed 160.00 sq. ft.
Tenant 3 not to exceed 160.00 sq. ft.
Illumination: Yes
Copy: Tenant name and/or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: Yes

SIGNAGE SHOWN FOR LOCATION PURPOSES ONLY.
ALLOWABLE SIGN AREA AND DESIGN MUST COMPLY
WITH ALL ASPECTS OF THE SIGN PROGRAM

Pad Tenant - Building 5 West Elevation = Scale: 3/32" = 1'-0"
ALLOWABLE SIGN AREA = 375.00 Square Feet
NOTES:
* All signs must maintain a minimum of 3" from any architectural element
NOTES:
* All signs must maintain a minimum of 3” from any architectural element

SIGNAGE SHOWN FOR LOCATION PURPOSES ONLY. ALLOWABLE SIGN AREA AND DESIGN MUST COMPLY WITH ALL ASPECTS OF THE SIGN PROGRAM
Pad Tenant - Building 6 West Elevation = Scale: 3/32" = 1'-0"
ALLOWABLE SIGN AREA = 127.50 Square Feet

NOTES:
* Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3" from any architectural element
Pad Tenant - East Elevation = Scale: 3/32" = 1'-0"

Pad Tenant - South Elevation = Scale: 3/32" = 1'-0"

Pad Tenant - North Elevation = Scale: 3/32" = 1'-0"

NOTES:
* Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3" from any architectural element
Pad Tenant - Building 2  North Elevation
Allowable sign area - 291.00 SF

* All Signs must maintain 3” distance from all building elements

Maximum Sign area for Bldg. 2 = 291.00
Illumination: Optional
Copy: Tenant name and or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: Allowable
Pad Tenant - Building 2   South Elevation
Allowable sign area - 291.00 SF

* All Signs must maintain 3" distance from all building elements

Allowable sign placement
sign must remain within sign band 15’ x 7’

Maximum Sign area for Bldg. 2 = 291.00
Illumination: Optional
Copy: Tenant name and or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: Allowable
Pad Tenant - Building 2   East Elevation
Allowable sign area - 291.00 SF

* All Signs must maintain 3” distance from all building elements

Maximum Sign area for Bldg. 2 = 291.00
Illumination: Optional
Copy: Tenant name and or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: Allowable
Pad Tenant - Building 2  WEST Elevation  
Allowable sign area - 291.00 SF

* All Signs must maintain 3" distance from all building elements

Maximum Sign area for Bldg. 2 = 291.00
Illumination: Optional
Copy: Tenant name and or logo
Typeface: Custom logo and type OK
Colors: Custom colors OK
Secondary signs: Allowable

Allowable sign placement
sign must remain within sign band 32' x 3'
SIGN A1, A2 & A3

Sign Area

Primary Tenant Panel
2'-1" x 9'-6" = 19.79 sq. ft.

Secondary Tenant Panels (x2)
1'-9" x 4'-5" = 7.73 sq. ft.

Total
35.25 sq. ft. x 3 signs x 2 sides
211.50 sq. ft.
SIGN B1 & B2

**Sign Area**

- **Primary Tenant Panel**
  - 2'-1" x 9'-8" = 19.79 sq. ft.
- **Secondary Tenant Panels (x4)**
  - 1'-8" x 4'-9" = 7.73 sq. ft.

**Total**

50.71 sq. ft. x 2 signs

101.42 sq. ft.
C.1  40 SQ. FT.

NEW DOUBLE FACE INTERNALLY ILLUMINATED ALUMINUM FACADE GROUND DISPLAY (MAKE THREE)
SCALE 1/4" = 1'-0"

USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING.
ROUTE OUT WHERE GRAPHICS OCCUR AND PUSH THROUGH 1/2" PLEX WITH APPLIED VINYL OVERLAYS.
TENANT COLORS AND LOGO STYLES ARE ACCEPTABLE.
PAINT REMOVABLE ALUMINUM PAN FACES MATTHEWS ACRYLIC POLYURETHANE COLORS WITH BACKGROUND COLORS TO MATCH BUILDING AND STUCCO FINISH.
USE STUFSIMULATED STUCCO FINISH ON CORNICES AND LOWER PANELS.
DECORATIVE METAL PIECES TO HAVE SATIN BLACK FINISH.
USE SIMULATED STONE BASE TO MATCH BUILDING STONE.
ILLUMINATED WITH CW/HO FLUORESCENT TUBES AT 1'-0" ON CENTER.

SIGN C1

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MATERIALS

1. MISSION TILE ROOF
   COLOR: SUNRISE BLEND
   BY: PAGANE ROOFING PRODUCTS

2. STONE VINCERI
   COLOR: WISCONSIN BLEND
   BY: CORONADO STONE PRODUCTS

3. ALUMINUM STOREFRONT
   COLOR: CLEAR ANODIZED

4. EPS
   COLOR: LOWE'S LIGHT BEIGE

5. EPS
   COLOR: LOWE'S LIGHT BEIGE

6. EPS
   COLOR: LOWE'S LIGHT BEIGE

7. EPS
   COLOR: LOWE'S LIGHT BEIGE

8. CONCRETE WALL - PAINTED
   COLOR: LOWE'S LIGHT BEIGE

9. CONCRETE WALL - PAINTED
   COLOR: LOWE'S MEDIUM BEIGE

10. CONCRETE WALL - PAINTED
    COLOR: LOWE'S DARK BEIGE

11. ACRYLIC FINISH ON CAN
    COLOR: LOWE'S LIGHT BEIGE

12. ACRYLIC FINISH ON CAN
     COLOR: LOWE'S MEDIUM BEIGE

13. TUBE STEEL FENCE WITH SECURITY MESH BACKING
    BLACK VINYL, COPPER CHAIN LINK FIXTURE ABOVE

14. 6" X 6" CALIFORNIA STYLE "BOXSET" BRICK WITH MATCHING BLUE CROUCH