

SEVEN • SIGN CRITERIA

 shea.workshop-mg.com/the-collection/07-sign-criteria



7.1 Signage Design & Guidelines

Tenant signing is expected to enhance and extend the spirit of the architectural character of The Collection, expressing clearly the retail name and function, while also serving as an expression of the high quality of the commercial and dining environments within. The Collection's architectural style is that of California Coastal Casual, with trellised canopies, intimate pedestrian spaces and an emphasis on landscape and graphic details.

Graphic design shall be imaginative, simple and clear. Creative and expressive signage solutions using a variety of materials are strongly encouraged as a means of enhancing visitor experience. Signage shall be limited to the logo and/or name of the Tenant. Additional icon/imagery will be considered, at the sole discretion of the Landlord, provided it contributes to the overall identity and design of the store. Tenants shall retain the services of a professionally trained graphic designer to create their identity and sign program. The design of signs shall be harmonious with the materials, color, texture, size, scale, shape, height, placement and design of Tenant premises and the Landlord buildings. Strict adherence to these sign design criteria shall insure that the character of the shopping center is maintained and that a lively and evocative environment is created.

Purpose of Tenant Signage Design Criteria

This Signage Design Criteria is provided to guide designers, architects, and Tenants in the development of Tenant identity signs at The Collection.

A. The objectives of this Signage Design Criteria are:

1. To generate varied and creative Tenant signage through application of imaginative design treatments and distinctive logos and typestyles.
2. To establish signage as a design element that contributes to a “shopping district” environment unique to The Collection.
3. To provide standards of acceptability for signs in order to facilitate the review and approval process.

B. A map of designated areas is located on the Tenant Signage Area Plan. Tenants and their designers are to refer to that map and select a combination of at least two sign types, and no more than four, from the designated area assigned to their store.

C. Any signs fabricated and installed without prior approval in writing from the Landlord will be removed by the Landlord. All costs for removal, including but not limited to patch and repair of the building, will be at the Tenant’s expense.

D. The Tenant Signage Design Criteria is part of the Tenant’s Lease and the Tenant is required to comply with these requirements.

Tenant Signage Within The Collection

The Tenant signage for The Collection is divided into three distinct “areas” to assist the Tenant in choosing the appropriate signage type, location, and quantity for their identity. All stores and their corresponding elevations fit within a particular area. Please refer to the included map for the location. These areas are defined by the character and/or site orientation.

The Collection is divided into the following signage areas:

- A. Pedestrian Focused Tenant Signage Area
- B. Parking Focused Tenant Signage Area
- C. Out Parcel Tenant Signage Area

Tenant Signage Allowed Within Each Area

The Tenants in each area must have the required sign types, as indicated below. In addition to these two signs, Tenants are allowed to have signs, selected from the “optional” signage. A maximum selection of four (4) signs are allowed per Tenant, as noted in each area.

Primary signage located on the rear elevation is prohibited, unless the Tenant designs an entrance exclusively for public use in that elevation. Service entries or fire exits are not considered public entries, therefore are prohibited from having primary Tenant identity signage.

Variations from these designated areas require approval from the Landlord prior to submittal to the City for permits. The maximum allowable square footage area (maximum sign area and dimensions) of each sign is determined based on the lineal frontage of the store front, its location in The Collection, and the City of Oxnard signage ordinances (except where superseded by the River Park specific plan and this sign program).

The overall quantity of the brand or trademark identities used per Tenant, through the primary, secondary and optional signage, will be taken under consideration by landlord on a case-by-case basis.

Note: Prior to fabrication, applicant shall receive approval of a separate sign permit from the City of Oxnard.

A. Pedestrian Focused Tenant Signage Area Guidelines

The primary viewing of the Tenant signage will be from the pedestrian areas and streets. As such, Tenant signage should respond to the appropriate scale to both the vehicular and pedestrian views. Tenant logos will be encouraged and are recommended. To ensure variety in the Pedestrian Focused area, adjacent Tenants will be required to use different sign types, materials, and colors. The Park View Court Pedestrian Signage Area, falls under the Pedestrian Focused Tenant Signage, and will follow all requirements of this area with the exception that Tenants will be required to suspend all blade signs from the canopy.

Allowable Sign Types:

1. Primary Signage: REQUIRED

- a. Reverse pan channel halo lit individual dimensional letters
- b. Dimensional letters, externally illuminated with external fixtures

2. Secondary Signage: REQUIRED (except at Pad buildings)

- a. Blade sign

External illumination of blades will be considered on a case-by-case basis.

3. Optional Signage: (choose up to two sign options)

- a. Vertical Marquee Sign

- b. Signage sitting on Steel Canopy
- c. Loggia Suspended Signs
- d. Wall Mounted Plaques
- e. Applied Window Graphics
- f. Awning Sign
- g. Inlaid Entry Vestibule Floor Signs

Sign Area Calculation:

The maximum sign area for each Tenant shall be 1 square foot (aggregate total of all sign faces) for each lineal foot of each store frontage, but signage is limited by the maximum sizes as noted on the sign matrix.

B. Parking Focused Tenant Signage Area Guidelines

The primary viewing of the Tenant signage within the Parking Focus Tenant Signage Area will be from vehicular areas and streets. As such, Tenant signage should respond to the appropriate scale of the vehicular vantage point. Tenant logos are encouraged and are recommended.

Allowable Sign Types:

1. Primary Signage: REQUIRED

- a. Reverse pan channel halo lit individual channel letters
- b. Dimensional letters, externally illuminated with external fixtures

2. Secondary Signage: REQUIRED (Not required for any Pad building)

- a. a. Blade Sign

External illumination of blades will be considered on a case-by-case basis.

3. Optional Signage: (choose up to two sign options)

- a. Vertical Marquee Sign
- b. Signage sitting on Steel Canopy
- c. Loggia Suspended Signs
- d. Wall Mounted Plaques
- e. Applied Window Graphics
- f. Awning Sign
- g. Inlaid Entry Vestibule Floor Signs

Sign Area Calculation:

The maximum sign area for each Tenant shall be 1.5 square feet (aggregate total of all sign faces) for each lineal foot of each store frontage, but signage is limited by the

maximum sizes as noted on the sign matrix.

C. Out Parcel Tenant Signage Area Guidelines

The primary viewing of the Tenant signage will be from vehicular areas and streets. As such, Tenant signage should respond to the appropriate scale. Tenant logos will be encouraged and are recommended.

Allowable Sign Types:

1. Primary Signage: REQUIRED

- a. Reverse pan channel halo lit individual channel letters
- b. Dimensional letters, externally illuminated with external fixtures

2. Secondary Signage: REQUIRED

- a. Blade sign External illumination of blades will be considered on a case-by-case basis.

3. Optional Signage: (choose up to two sign options)

- a. Vertical Marquee Sign
- b. Signage sitting on Steel Canopy
- c. Loggia Suspended Signs
- d. Wall Mounted Plaques
- e. Applied Window Graphics
- f. Awning Sign
- g. Inlaid Entry Vestibule Floor Signs

Sign Area Calculation:

The maximum sign area for each Tenant shall be 2.0 square feet (aggregate total of all sign faces) for each lineal foot of each store frontage, but signage is limited by the maximum sizes as noted on the sign matrix.

Number of Primary Signage Options

- A. Inline Tenants: One primary sign
- B. Corner Tenants: Two primary signs*
- C. Freestanding Tenants: Three primary signs

** Corner Tenants 25k sq. ft. or larger will be reviewed on a case-by-case basis.*

Signage Details and Specifications

A. Address Signage:

The suite number or building address shall to be applied to the exterior façade as determined by the Landlord. The numbers must be visible to the street and color contrast to the façade for visibility.

1. Letters to be dimensional metal with a “Berthold Akzidenz-Grotesk BE Medium Condensed” font.
2. Flush to the architecture.
3. Mounted on the furthest forward pier or other building element closest to the entrance with the bottom between 6’ and 6’-4” AFF, centered on the finished material.
4. Vinyl letters applied to glass not allowed.
5. Address signs are required for each Tenant and not included in sign area calculations or not counted towards the maximum number of signs.
6. Contrast color to background using a black finished metal on light colored background, and silver finished metal on dark colored background.
7. 4” number height is the standard size.

B. Applied Window Graphics (excluding “Operational Signs”, which are addressed below):

1. Only trade name or graphic logo may be used. Store description, advertisements, or tag lines not allowed.
2. Metallic or colored or “etch-look” vinyl graphics are to be used.
3. The entire graphic to be mounted no higher than 48” above the finished floor.
4. All applied graphics to be adhered to interior side of glass.
5. Applied window graphics not to exceed 20% of the window area.
6. Large graphic “statements” can be applied to the glass at doors or other key locations on a case by case basis.
7. Applied window graphics are to be submitted to the Landlord and approved in writing prior to installation.

C. Awning Graphics (Where Permitted):

Made of canvas, the awning projects perpendicular from the storefront façade above the entrance doors and windows and acts as a protection against the elements or as a decorative feature. The name of the Tenant is applied to the awning valance, on the lower, vertical portion of the canopy only.

1. Letters to be silkscreen, printed or sewn on the vertical surface of the awning valance only and contrast with awning color.
2. Only the trade name and/or logo may be on awning valance. No tag lines, merchandise descriptions, services or advertisements allowed.

3. Light fixtures to illuminate the awning are prohibited, as well as back lit awnings.
4. Only one logo/brand name per awning.
5. Size will be limited based on the height of the valance, to be reviewed on a case-by-case basis.

D. Back Door Signs:

Signs placed on the back entrance of Tenant's space for purposes of delivery and employee access.

1. Landlord will provide design for all back door signs.
2. Maximum 1 square foot.
3. Vinyl applied name, charcoal grey (1" high), and address number only (2" high). No tag lines or slogans allowed. Use Sackers Heavy Gothic Regular font for name and the Serif Regular Expert font for address numerals.
4. Mounted to access door or immediate adjacent wall.

E. Blade Signs:

A double-sided sign mounted perpendicular to the building facade and suspended on a decorative metal bracket. Usually placed near the storefront entrances.

1. Each tenant is required to have one double-faced hanging sign per building entrance.
2. The creative use of logos and shapes is encouraged in the design of the blade sign.
3. Tenants are encouraged to utilize a variety of colors and graphic elements along with typestyle to create an energetic signing solution. Painted flat forms layered to give a 3-dimensional effect are encouraged.
4. Blade signs and decorative components are to be fabricated of painted metal. Applied acrylic lettering or shapes are not allowed.
5. Signs are to be wall mounted from a metal bracket, or suspended from the trellis with metal supports.
6. Placement to be reviewed with consideration of all adjacent signs.
7. External illumination of blade signs will be considered on a case by case basis.
8. Signs to be mounted with bottom of sign at a minimum of 8' from finished floor.
9. Unless suspended from canopy, signs to project a maximum of 3' from facade, inclusive of bracket.

10. Trade name or logo only, no taglines, slogans, registration, trademarks, or advertising allowed.

Tenants within the Park View Court - (within the Pedestrian Focused Tenant Signage), will be required to suspend all blade signs from the canopy. The bottom edge of blade signs suspended from canopy should have a clearance from the finished floor of at least 8'-6".

F. Canopy Signs (as an "optional sign"):

Made from metal, the canopy projects perpendicular from the storefront façade above the entrance doors and/ or display windows and acts as protection against the elements. The name and/or logo of the tenant is applied to the canopy with individual dimensional letters either on the face of the canopy, resting on top of the canopy, or suspended below the canopy.

1. Letters to be non-illuminated.
2. Letters to be made of die cut metals.
3. Criteria applies only if sign is secondary to a primary sign located on fascia.

G. Corner Treatments:

1. One sign is permitted per store frontage. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two (2) signs or one sign on a diagonal corner.
2. Vertical marquees are encouraged if allowed in specified area.

H. Inlaid Entry Vestibule Floor Signs:

A pattern, medallion, individual letters, or sign recessed into the floor, located solely within tenant lease line at the entry vestibule of the store and integrated flush into the surrounding flooring system.

1. Signage is required to be within the Tenant's lease line and may not extend beyond the storefront.
2. Sign must be fabricated out of durable, non-slip materials.
3. When vacating tenant space, tenant is to replace flooring to appear as new.

I. Loggia Suspended Signs:

The loggia is an arcaded or roofed structure that projects over the storefront. The tenant under the loggia has the choice of a "loggia suspended sign" as an optional sign.

1. Signs to be suspended at the edge of the loggia.
2. If signs are illuminated, to be external illumination only.

3. Signs to be mounted with bottom of sign at a minimum of 8' from finished floor.

J. Operational Signs:

Operational signage indicating hours of operation, telephone numbers, specialty rules and regulations is specific to each Tenant. Operational signs are optional. No tag lines or slogans allowed.

1. Maximum letter height of 3/4".
2. Mounted to interior surface of glass, on or adjacent to entrance door and mounted no higher than 48" from finished floor.
3. Total area of sign shall not exceed 4 square feet.
4. Tenant graphics on storefront glass shall be computer cut flat vinyl graphics (text/letter/logos).

K. Storefront Signs - Primary Signs

Primary signs can be located on either the building fascia or at the edge of the Landlord supplied canopies. The recommended primary sign locations are noted on the architectural plans. The criteria parameters for the primary signs are applicable to signage located on the fascia or the canopy.

1. Individual letters — Reverse channel — halo illumination
 - a. Reverse channel letters are to be fabricated out of aluminum with a minimum metal thickness of .060 with a painted finish.
 - b. All seams are to be welded and ground smooth.
 - c. Channel depth to be no more than 4".
 - d. Letter channels are to be stud mounted 2" maximum from face of wall.
 - e. Stud mounts are to be threaded anchor bolts with round sleeves and are to be painted the color of the fascia.
 - f. Interior face of channel should be painted Spraylat Star Bright White Lacryl Reflective.
 - g. The channels are to have clear Lexan backs and LED modules should be mounted to that.
 - h. LED modules should be GE Mini Max or approved equivalent.
2. Individual letters - External illumination
 - a. External illumination to be provided by a separate light fixture(s) of a design that is complimentary to the overall sign design concept and the building architecture.
 - b. Fixtures with arm extensions or gooseneck extensions are encouraged.
 - c. "Light-bars" are prohibited.

- d. Pre-manufactured square or rectangle light boxes are not allowed.
- e. Individual letters to be at least 1/2" thick metal. Letter thickness is subject to Landlord approval and based on thickness-to-height proportion.
- f. If stud-mounted, the individual letters are to be stud mounted minimum 1 1/2" from face of wall.
- g. All light fixture designs are to be submitted to the Landlord for approval prior to purchase, submittal to the City of Oxnard for permits and installation.

L. Tenants Located in Multiple Sign Areas

When a tenant's façade is located in multiple signage "areas", each particular façade is dictated by the regulations for that area.

M. Wall Mounted Plaque

1. Wall mounted plaques shall have concealed fasteners. Exposed fasteners designed as a feature treatment require approval by Landlord.
2. Allowable materials are cast metal, glass, or durable hard surface material.
3. No plastics, acrylics or PVC materials.
4. Non-illuminated or externally illuminated only.
5. Size of plaque is subject to Landlord approval, per the sign matrix.
6. Location to be adjacent to entry doors.
7. No taglines, slogans, service or product descriptions allowed in text.

N. Vertical Marquee Signs / Open Space Corner Focused Tenant Signage

Shall be used only at specific locations to identify and emphasize visually prominent Tenants. In light of the significant visual impact that is achieved through such signs, the Tenant is required to provide a very high quality design and presentation to the Landlord for review and approval. Any additional structural requirements shall be coordinated with Landlord at Tenant's expense. Vertical Marquee Signs may be mounted at a prominent corner of a Tenant building on the diagonal to provide visibility from several directions and shall be integral to building architecture. Views of the sign shall not be obstructed by awnings or other architectural elements. These signs are permitted at commercial spaces that border designated open space to add to the vitality of the area and highlight the prominence of the Tenant. In such cases, Landlord shall work with the Town Planner and City to ensure the purpose and intent of this unique opportunity is executed in the highest possible manner. Such signs shall have at least 13 feet of clearance above finished grade and may extend as high as the highest point of the building. The Landlord strongly encourages such sign types as:

1. Letter and logo forms painted, gilded or screen printed onto a sign panel.
2. Reverse pan channel letters and logos with halo illumination.
3. Three-dimensional artistically sculpted object signs.

O. Back of House Signage Area Guidelines:

Tenants that have two primary entrances for pedestrians are allowed signage over the second entrance, or “back of house” entrance. The primary viewing of this second tenant signage will be from the parking lots, but since it is a secondary sign, the signs are to be smaller in scale to the primary entrance of the tenant.

Allowable Sign Type:

1. Primary Signage:
 - a. Reverse pan channel halo lit individual channel letters
 - b. Dimensional letters, externally illuminated with external fixtures
2. Secondary Signage: Not permitted
3. Optional Signage: Not permitted

Sign Area Calculation:

Signage is limited by the maximum sizes as noted on the sign matrix however the maximum sign area for each tenant shall be limited to the square feet (aggregate total of all sign faces) allowed for each lineal foot of the primary (street facing) store frontage.

Linear frontages of the tenant cannot be combined. Each linear calculation and zone shall stand alone.

P. Signage behind tenant storefront glass:

All signage behind glass, to be viewed by the pedestrian, is to be approved on a case by case basis. Signage to have the following criteria:

1. Signage to be no closer to glazing than 5”
2. Signage to be non-illuminated
3. Signage shall not limit the pedestrian view into the storefront
4. Signage shall maintain the limits of visual opening set forth in the tenant criteria for architecture designation is based on the elevation on which the primary entrance resides. These signs are limited to an area no greater than 20% of the window area.

Prohibited Sign Types

A. The following sign types and finishes shall be prohibited at The Collection:

1. Illuminated sign boxes (can signs).

2. Signs with tag lines, slogans, phone numbers, service description, or advertising of products.
3. Monument style signage.
4. Temporary signage.
5. Signs located on the rear elevation. (except those signs required for delivery)
6. Illuminated canopies.
7. Signs with exposed raceways, conduit, junction boxes, transformers visible lamps, tubing, or neon crossovers of any type.
8. Rotating, animated and flashing signs.
9. Pole signs and other signs with exposed structural supports not intended as a design element, except for code-required signs.
10. Pennants, banners, or flags identifying individual tenants.
11. A-frame sandwich boards.
12. Vehicle signs, except for the identification of a business enterprise or advertisement upon a vehicle used primarily for business purposes, provided the identification is affixed in a permanent manner.
13. Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
14. Any sign designed to be moved from place to place.
15. Signs attached, painted or otherwise affixed to awnings (other than those indicated in criteria), tents or umbrellas, however, such signs may be permitted in conjunction with special design review by the Landlord.
16. Balloons and inflatable signs.
17. Any signs, including freestanding signs, advertising the availability of employment opportunities.
18. Signs which emit sound, odor or visible matter, or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
19. Roof top signs for tenants.
20. Signs made with plastic, lexan, or acrylic, translucent or opaque. Clear faces are allowed if used to protect neon.
21. Back plates behind signage are only allowed when reasonable proportions are maintained, subject to the Landlord's sole discretion, and must be an integral part of the sign design. The back plate is considered part of the sign for the purpose of calculating signage area or determining sign height.

Calculating Signage Area:

Copy area shall be computed by surrounding each graphic element with a rectangle or square, calculating the area contained within the square, and then computing the sum of the areas. Elements such as swashes, simple lines, back plates or other decorative touches must be included within limits of the geometric shape shall be included as part of the copy area. Area shall include the entire name, not individual letters or words.

Letter height shall be determined by measuring the tallest letter of a tenant's identity, inclusive of swashes, ascenders, and descenders.

General Signage Design Guidelines

A. Design Objective

1. The primary objective of the sign design criteria is to generate high quality, creative tenant signage. Tenants are encouraged to combine a variety of materials, lighting methods, colors, typestyles, and graphic elements for unique storefront signage at The Collection.
2. Primary and secondary signs shall be located above or adjacent to entries or storefronts only; exceptions will be considered for corner tenants.
3. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to concept development of any sign.
4. Signs that incorporate creative logos or graphic elements along with the business identity are encouraged.
5. Tenant signs to consist of "Trade Name" and logo only. Tag lines, bylines, merchandise, registration marks, or service descriptions are not allowed.
6. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In all cases, the copy area shall maintain a margin at least 6" from any edge of the sign face area.
7. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are approved by the Landlord.
8. Any special conditions or deviations from the guidelines in the sign criteria are to be approved in writing after submittal to the Landlord.

B. Typestyles

Tenants may adapt established typestyles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

C. Lighting

The use of creative signage lighting is expected and encouraged with the following criteria:

1. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
2. Only letters and logos shall transmit light while the back plate or background remains solid opaque.
No illuminated backgrounds or boxes are allowed.
3. Lighting for all tenant signs shall be turned off after closing or reduced between the hours to be determined by Landlord.
4. Exposed fixtures, shades, or other elements are to contribute to the design of the sign
5. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.
6. Light baffles are required to all weep holes to prevent light leaks.

D. Colors

1. Signs should be limited to a maximum of two colors per sign, but will be reviewed by the Landlord for approval on a case by case basis.
2. The color of the letter face and letter return shall be the same and no multi-colored letter faces allowed.
3. Color of letter face and returns are to contrast with building colors for good daytime readability.
4. The interior of open channel letters is to be painted dark when against light backgrounds.
5. All sign colors are subject to review and approval by the Landlord as part of the tenant signage submittal. Variations from these standards must be approved by the Landlord.

E. Materials

1. Acceptable sign material treatments are:
 - a. Dimensional geometric shapes coated or burnished for variety in color and texture
 - b. Painted metal at a minimum of .090 thickness

- c. Screens, grids, or mesh
 - d. Etched or brushed metal
 - e. Cut, abraded, or fabricated steel or aluminum
 - f. Dimensional letter forms with seamless edge treatments
 - g. Glass
2. The following materials are prohibited on all signs:
- a. Sintra
 - b. Cardboard
 - c. Plastics or acrylics
 - d. Fluorescent or reflective materials such as polished mirror
 - e. Simulated materials, i.e. wood-grained plastic laminate and wall covering
 - f. Trim cap retainers

Construction Requirements

A. General

1. All signs shall be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in these regulations and all other applicable codes and ordinances.
2. All signs must meet all standards set forth by The Collection Tenant Sign Criteria and must be approved by the Landlord before permit submittal.
3. The tenant must submit one set of plans, with Landlord approval signature, to City for approval prior to receiving permits for fabrication.
4. The Landlord does not accept the responsibility of checking for compliance with any codes having jurisdiction over The Collection nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.
5. All signage work shall be performed and completed using a contractor licensed by the State of California.

B. Fabrication Requirements

1. All sign fabrication work shall be of excellent quality and identical of Class A workmanship. All logo images and tpestyles shall be accurately reproduced. Lettering that approximates tpestyles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
2. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of The Collection.
3. All formed metal, such as letterforms, shall be fabricated using full-weld construction with all joints ground smooth.

4. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
5. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel and must be finished to blend with the adjacent surface. Angle clips will not be permitted.
6. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
7. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
8. Joining of materials (e.g., seams) shall be finished in such a 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.
9. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
10. All lighting must match the exact specifications of the approved working drawings.
11. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
12. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron material will be allowed.
13. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes.
14. Penetrations into building walls, where required, shall be made waterproof by the tenant's sign contractor.
15. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on the above shop drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.
16. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.

17. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps will be single pin (slimline) with 12" center-to-center lamp separation maximum.
18. Signage raceways must be "roofed" into the parapet by a Landlord approved roofing contractor with a sheet metal cap and Carlisle TPO approved caulking.

Approvals of Tenant Signage

A. Artwork Submittals

1. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to development of any signage.

B. Preliminary Drawing Submittal

1. Prior to shop drawings and sign fabrication, tenant shall submit for Landlord approval three sets of Preliminary drawings reflecting the design of all sign types.
2. Sign preliminary drawing shall show sign and building colors.
3. Sign preliminary drawings are to be submitted concurrently with storefront design and awning design. Partial submittals will not be accepted.

C. Shop Drawing Submittal

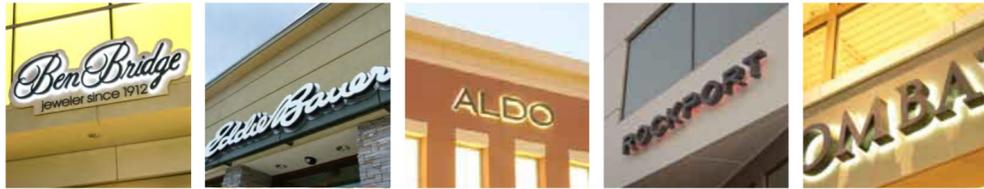
1. Upon approval of concept plans in writing from Landlord, three complete sets of shop drawings are to be submitted for Landlord approval, including:
 - a. Fully-dimensioned and scaled shop drawings @ 1/2"=1'-0" specifying exact dimensions, copy layout, typestyles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
 - b. Elevations of storefront @ 1/2"=1'-0" showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction detail.
 - c. Sample board showing colors and materials including building fascia, letter faces, returns, and other details as requested by the Landlord.
 - d. Section through letter and/or sign panel @ 1/2"=1'-0" showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
 - e. Cut-sheets of any external light fixtures, including color.

- f. Full-size line diagram of letters and logo may be requested for approval if deemed necessary by the Landlord.
 - g. Colored elevations showing representation of actual signage colors as well as actual building colors. Color call outs to be provided.
2. All Tenant sign shop drawing submittals shall be reviewed by the Landlord for conformance with the sign criteria and with the concept design as approved by the Landlord.
3. Within fifteen (15) working days after receipt of Tenant's working drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Landlord. The Tenant must continue to resubmit revised plans until approval is obtained. A full set of final shop drawings must be approved and stamped by the Landlord prior to permit application or sign fabrication.
4. Requests to establish signs that vary from the provisions of this sign criteria shall be submitted to the Landlord for approval. The Landlord may approve signs that depart from the specific provisions and constraints of this Sign Plan in order to:
 - a. Encourage exceptional sign design and creativity.
 - b. Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign criteria.
5. Following Landlord's approval of sign shop drawings and with a wet signature approval attached, Tenant or his agent shall submit to the City of Oxnard sign plans signed by the Landlord and applications for all permits for fabrication and installation by Sign Contractor. Tenant shall furnish the Landlord with a copy of said approved permits prior to installation of Tenant's sign.
6. Signs shall be inspected upon installation to assure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.

7.2 Suggested Restrictions & Permissions

Specifying criteria that eliminates the use of plastic face letters, and promotes illuminated reverse channel letters, pin-mounted cut metal letters or indirectly illuminated dimensional letters will enhance the quality of the project as a whole.

ILLUMINATED REVERSE CHANNEL LETTERS



PIN-MOUNTED CUT METAL LETTERS



INDIRECTLY ILLUMINATED DIMENSIONAL LETTERS



The use of blade signs promotes a pedestrian friendly environment.

BLADE SIGNS



BANNER INSPIRED BLADE SIGNS



LOGGIA SUSPENDED SIGN



LARGE GRAPHIC STATEMENT



*VERTICAL MARQUEE
SIGNS*



*SIGNAGE SITTING ON
STEEL CANOPY*



*WALL MOUNTED
PLAQUES*



WINDOW GRAPHICS



AWNING SIGNS



INLAID ENTRY VESTIBULE FLOOR SIGNS



7.3 Sign Size & Location Matrix

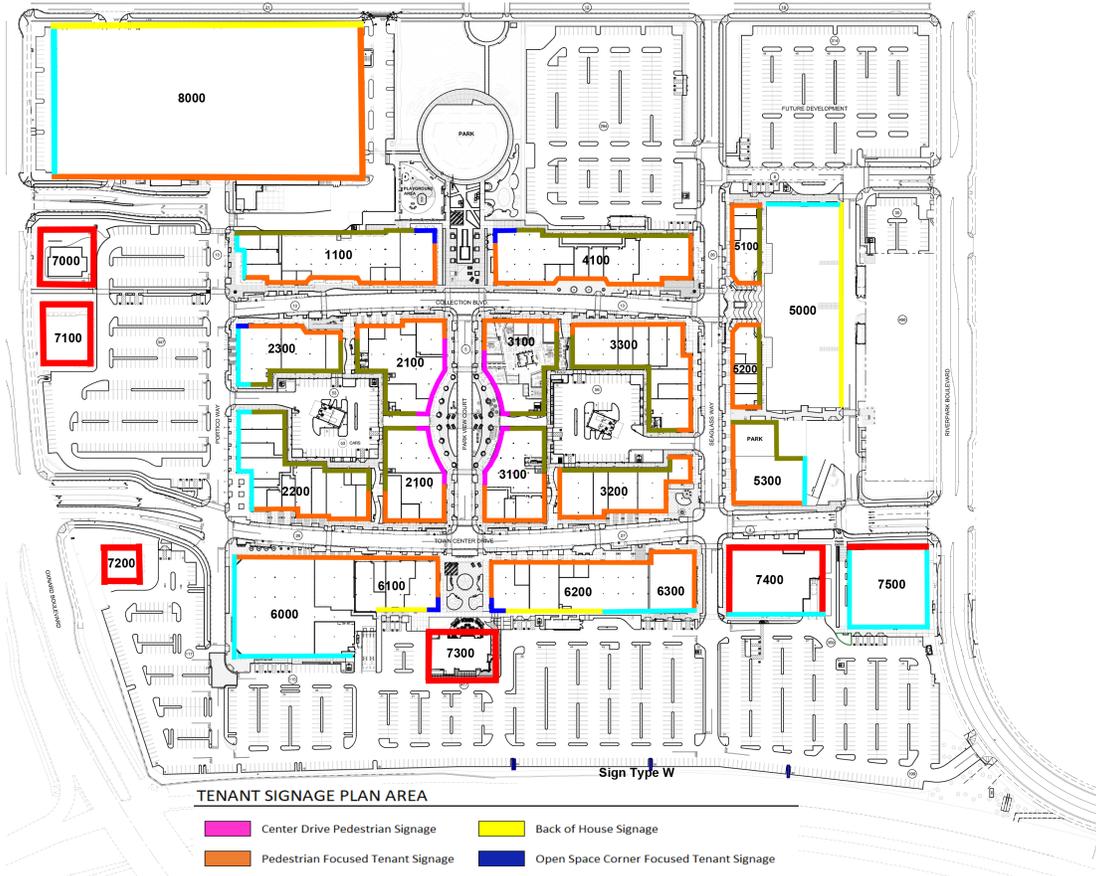
SIGN TYPE	Pedestrian Focused Tenant Signage*	Parking Focused Tenant Signage *			Out Parcel Signage	Back of House Signage	Open Space Corner Focused Tenant Signage
		<25k	25k>	45k>			
Leaseable Tenant Sq. Feet							
PRIMARY							
Fascia Sign*							
Sign Letter Max Height	24"	32"	48"	72"	32"	18"	Not Permitted
Sign Logo Max Height	28"	36"	52"	72"	36"	18"	Not Permitted
Max Sign Height, if letter stacked	36"	40"	60"	72"	48"	24"	Not Permitted
SECONDARY							
Blade Sign	6 sq ft	6 sq ft	6 sq ft	6 sq ft	8 sq ft	Not Permitted	Not Permitted
OPTIONAL							
Vertical Marquee Sign	20 sq ft	30 sq ft	50 sq ft	50 sq ft	40 sq ft	Not Permitted	Not Permitted
Steel Canopy							
Sign Letter Max Height (stacking letter not allowed)	8"	10"	12"	12"	12"	Not Permitted	Not Permitted
Loggia Suspended Signs							
Sign Max Height	14"	14"	14"	14"	18"	Not Permitted	Not Permitted
Wall Mounted Plaque	3 sq ft	3 sq ft	3 sq ft	3 sq ft	4 sq ft	Not Permitted	Not Permitted
Window Graphics							
Sign Letter & Logo Height	4"	6"	6"	6"	6"	Not Permitted	Not Permitted
Awning Sign							
Sign Letter Max Height	TBD	TBD	TBD	TBD	TBD	Not Permitted	Not Permitted
Back of House Sign (tenant name and address only)	1 sq ft	1 sq ft	1 sq ft	1 sq ft	1 sq ft	N/A	N/A
Inlaid Entry Vestibule Floor Signs	20 sq ft	20 sq ft	40 sq ft	40 sq ft	20 sq ft	N/A	N/A
Max. Sign Area Calculation (Sign Area = Linear Store Front)	1.0 sq ft /1 linear ft	1.5 sq ft /1 linear ft	2.5 sq ft /1 linear ft	2 sq ft /1 linear ft	1.0 sq ft /1 linear ft	1.0 sq ft /1 linear ft	1.0 sq ft /1 linear ft

**Excluded from area calculation formula

* Note: All tenants over 25,000 square feet will be reviewed on a case by case basis.

SIGN MATRIX

7.4 Site Criteria Key Plan & Sign Location Elevations



TENANT SIGNAGE PLAN AREA

- | | |
|--|---|
| Center Drive Pedestrian Signage | Back of House Signage |
| Pedestrian Focused Tenant Signage | Open Space Corner Focused Tenant Signage |
| Parking Focused Tenant Signage | No Signage |
| Outparcel Signage | |
| Large* Tenant Signage | |

* Signage allowed on any 3 sides only.
 * 25,000 sq. ft. or greater

* No signage allowed visible from freeway.
 * No signage will be allowed, unless tenant has entry or show window.

* Sign locations are subject to Landlords final review and approval. These are suggested locations only and subject to change.

* Refer to matrix for size and dimensions.