

MASTER SIGN PROGRAM

701 Del Norte Blvd. Oxnard, CA
(PZ 97-5-89)

The purpose of establishing these design guidelines is to ensure that each tenant sign will contribute to the Center's success. This sign programs shall encourage exceptional, imaginative, unique and tastefully designed signs of the highest quality. Proposed signs shall capture the spirit and intent of this sign program while minimizing implementation problems.

General Conditions

1. Sign design, fabrication and method of installation shall conform to this sign program. All signs not specifically addresses in this sign program shall conform to the City of Oxnard's sign standards.
2. All proposed signs and drawings are to be prepared by a California licensed sign contractor.
3. All Tenants' signage is subject to the Owner's, or the managing agent's written approval.
4. Three (3) full sets of plans must be approved and signed by the Owner prior to City permit application. The tenant or his sign contractor must submit the owner approved plans to the City of Oxnard, and shall be responsible for filing all applications and related permit fees.
5. A stamped set of drawings reflecting the Owner and City approval shall be on file with the owner or managing agent.
6. The owner or managing agent must be notified 24 hours prior to sign installation.
7. Tenant's sign contractor shall install required signage within 45 days after approval of shop drawings by the City. If the proposed sign is not in place by that date, Owner may order sign fabrication and installation on the Tenant's behalf and at the Tenant's expense.
8. The Owner may, (at the Tenant's expense), correct, replace, or remove any sign that is installed without written approval and/or not in compliance with this sign program.
9. If the Tenant chooses to change his exterior sign at anytime during the term of his lease, then the Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this Center after the execution of his

lease agreement

APPROVED	
BY:	<i>[Signature]</i>
DATE:	<i>Nov 8, 2000</i>
CITY OF OXNARD PLANNING	

TR# 02-6-0

*Minor Mod.
97-5-89*

Submittals Requirements

Storefront Elevation: Scaled color elevations of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront. Photo simulations are encouraged for a better understanding of the proposed sign design.

Shop Drawings: Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, timesteps, materials, colors, means of attachment and all other details of construction.

Fabrication Requirements

- Signs shall be made of durable materials that are appropriate and complementary to the building.
- Non-illuminated signs shall be fabricated from 1 1/2' high impact polystyrene and finished in a white face.
- All sign finishes shall be free of dust, orange peel drips and runs. Finish should have uniform coverage and be of high quality.
- Letter returns shall be painted to match the building trim

Design Standards

Illumination

Tenant signage will be non-illuminated only.

Sign and Color Finish

The Owner prior to fabrication must approve all sign color. Colors shall be White for all tenant signs with the letter returns painted to match the building trim.

Type Style

Tenants shall use the project typestyle Friz Quadrata or a style of their choice with the approval of the Owner or Owner's agent. Signs may have 1,2, or 3 lines of text. See Exhibit "B"

Graphics and business logos are subject to approval by the Owner or Owner's agent. All graphics and logos shall be part of the total sign area and must be located in the designated sign bands.

Sizes and Locations

Sign location shall consider the background areas around the proposed sign so that the sign appears balanced and in scale in relation to the building facade and architectural features.

All tenants shall be allowed a sign area of 11/2 square foot of sign area for each linear foot of building frontage. Frontage calculation shall be considered the primary entrance facade. See Exhibit "A" for frontage

Sign Areas By Suite

Each Tenant may have one primary sign above, or near, their main entrance.

Suite	Suite Frontage	Sign Area Allowed	Suite	Suite Frontage	Sign Area Allowed
100			210		
105			215		
110			220		
115			225		
120			300		
125			305		
130			310		
135			315		
140			320		
145			340		
150			345		
155			350		
160			355		
200			360		
205					

Monument Signs

- **Project Monument Sign:** The Center shall be allowed one Project monument sign. See Exhibit "C" for design specifications.
- **Off Street Directional Signs** The Center shall be allowed one Project monument sign. See Exhibit "D" for design specifications.

Tenant Information Signs

- **Tenant Information signs at entries and address:** Each tenant shall be allowed one address sign and an area for business hours. See Exhibit "E" for design specifications.
- **Delivery entrance Sign:** Each tenant shall be allowed one address sign and an area for business hours. See Exhibit "F" for design specifications.

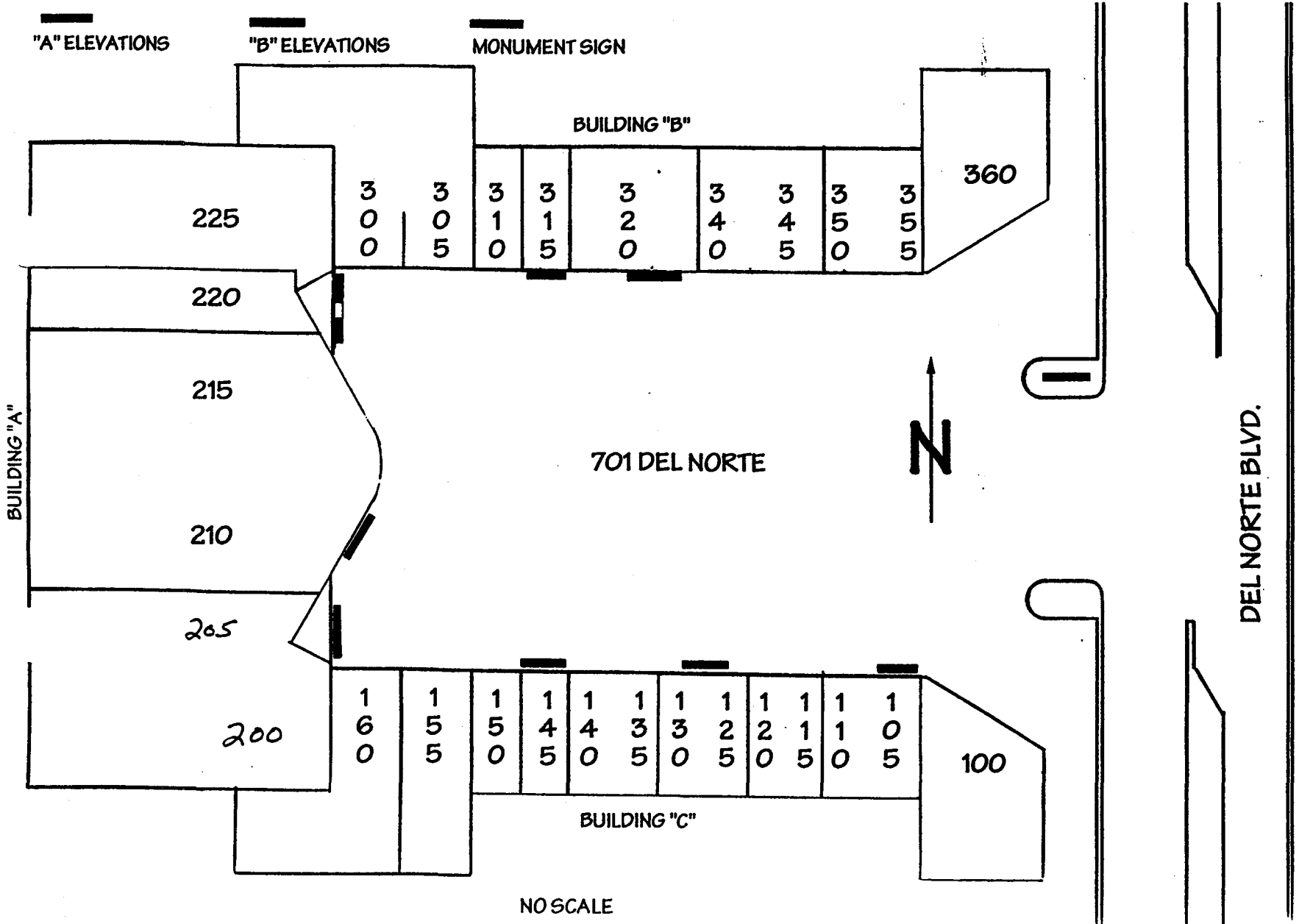
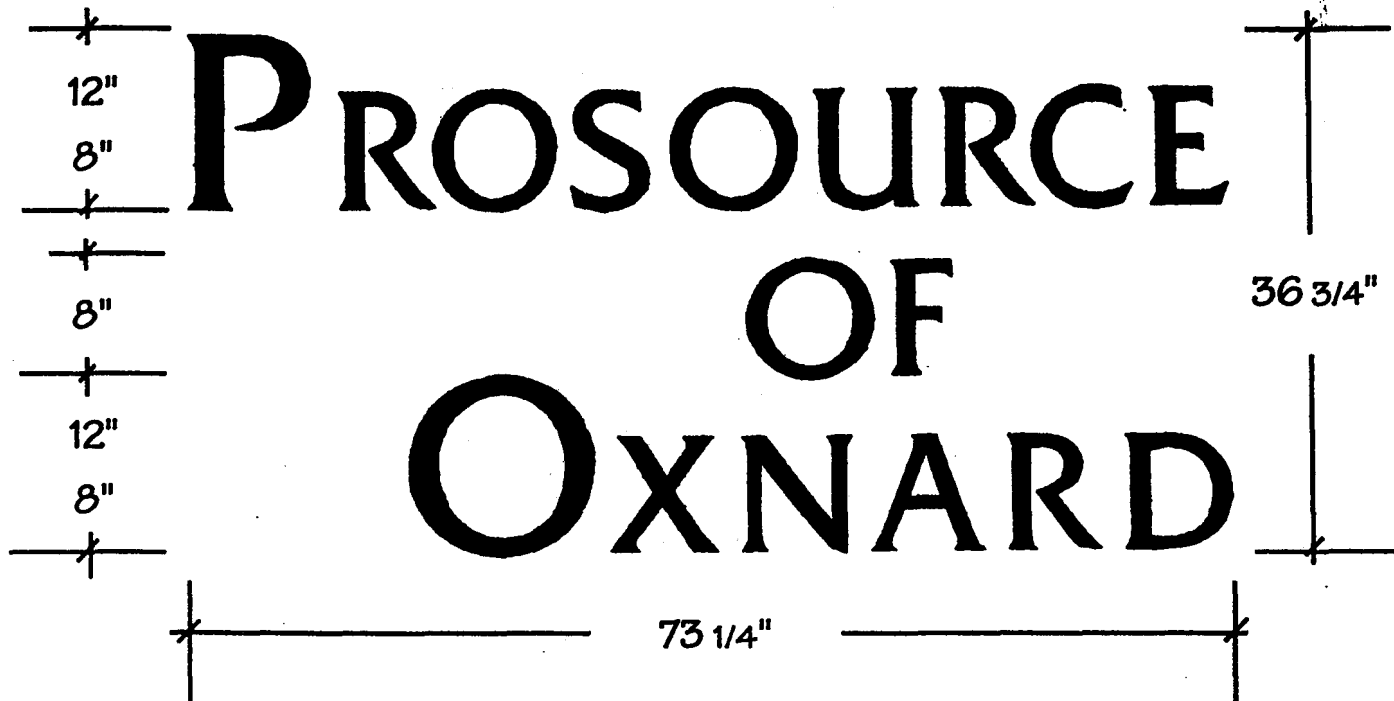


EXHIBIT "A"

EXHIBIT "B"



MFG. & INSTALL (1) SET OF
NON-ILLUM. FOAM LETTERS

1 1/2" FOAM LETTERS
FACES PAINTED WHITE

RETURNS PAINTED TO
MATCH BUILDING



TYPICAL "A" ELEVATION - SEE ATTACHED

SCALE: AS SHOWN

18.25 SQ.FT.

Member:
CEBA

These plans are the exclusive property of VOGUE SIGN CO. and are the result of the original work of its employees. They are submitted to your Company for the sole purpose of your consideration of whether to purchase these plans or to purchase from VOGUE SIGN CO. signs manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your Company, or use of these plans to construct a sign similar to the ones embodied herein, is expressly forbidden. In the event that such exhibition occurs, VOGUE SIGN CO. expects to be reimbursed \$500.00 in compensation for time and effort entailed in the surveying, research and creation of these plans.

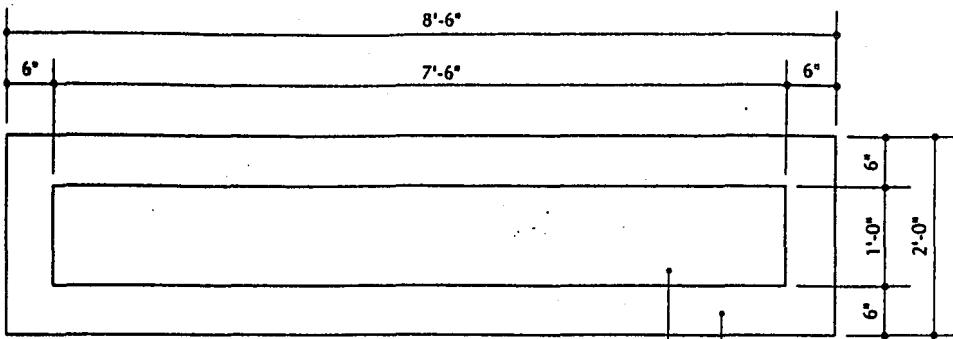
Name PROSOURCE OF OXNARD SUITE 225
Location 701 DEL NORTE
OXNARD, CA.

Account Rep. TIM W.
Designer MWM
Date 9-6-00
Drwg. No.
File No.

Vogue Sign Company
721 Commercial Ave.
Oxnard, CA 93030-7233
(805) 485-9411 Fax (805) 487-8774



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PLAN VIEW

6" CONTINUOUS
CONCRETE
MOW STRIP

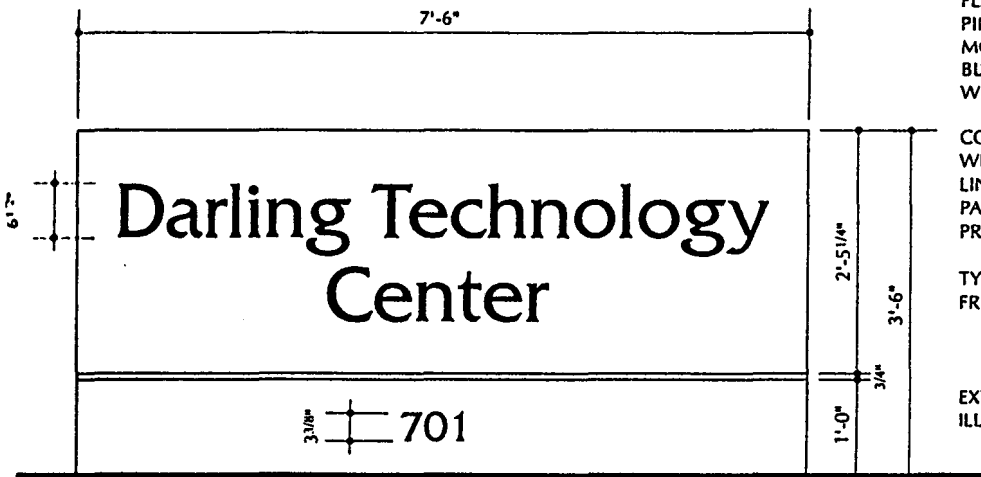
MONUMENT AND BASE
TO BE NATURAL COLOR
CONCRETE WITH
LIGHT SAND BLASTED
FINISH

COPY TO BE 3/4" THK.
FLAT CUT ALUMINUM
PIN MOUNTED TO
MONUMENT FACE WITH
BLIND ANCHOR STUDS
WITH 1/8" STAND OFF

COPY TO BE PAINTED
WITH SATIN FINISH
LINEAR POLYURETHANE
PAINT OVER PROPER
PRIMER.

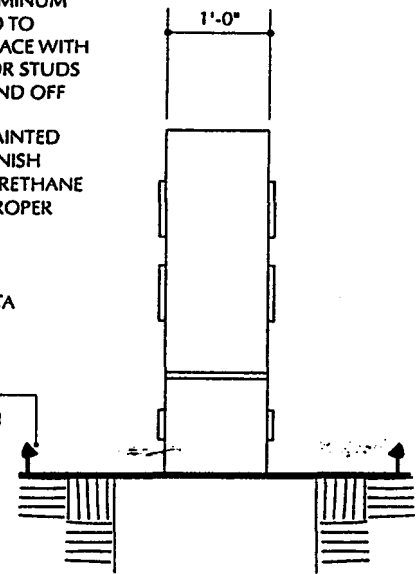
TYPE STYLE:
FRIZ QUADRATA

EXTERNAL
ILLUMINATION



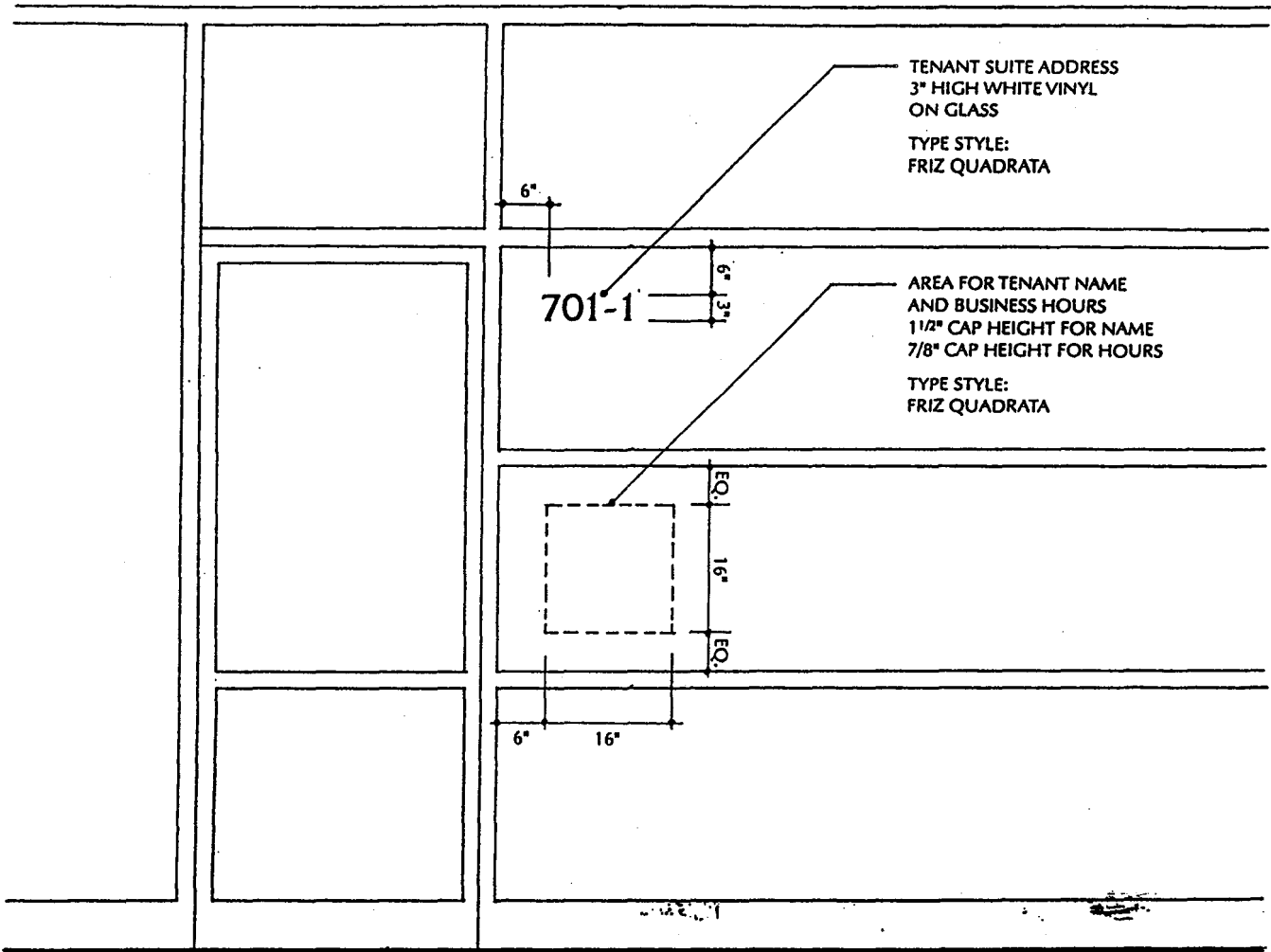
ELEVATION

1/2"=1'-0"



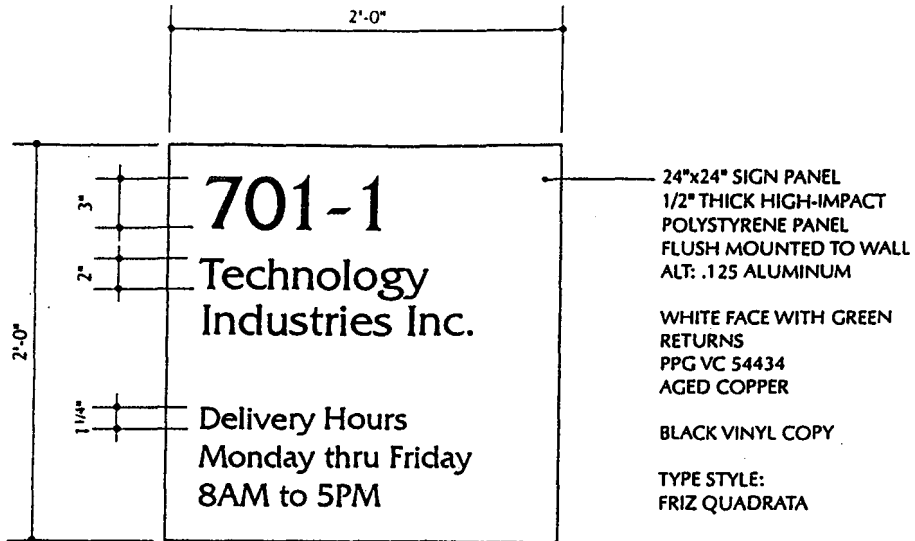
SIDE VIEW

EXHIBIT "C"

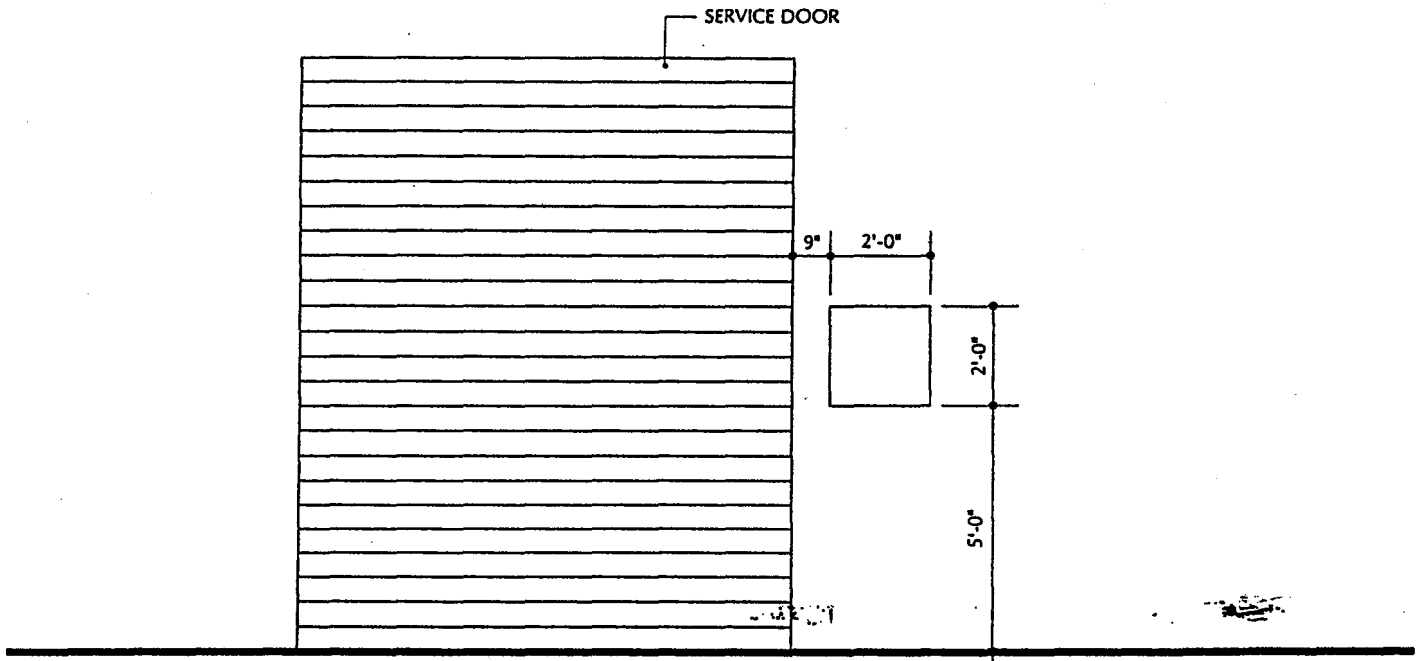


ELEVATION
 1/2"=1'-0"

EXHIBIT "E"



SIGN DETAIL ELEVATION
1"=1'-0"



PARTIAL ELEVATION
1/4"=1'-0"

EXHIBIT "F"