

# 2441 Vineyard Oxnard LLC

2441 N. VINEYARD AVE. OXNARD, CA 93036

OXNARD SHOE CITY PLAZA



MASTER SIGN PROGRAM

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### SIGN CRITERIA

Signs at Oxnard Shoe City Plaza are used to create a lively atmosphere, to establish the identities of the Tenants, and to give clear functional information. Graphic design, materials, construction and installation of all Tenant signs must be reviewed and approved by the Landlord according to the procedure outlined in the Tenant Submission Requirements section of this handbook.

Signs will be reviewed on the basis of how well they integrate into the architectural storefront elements to form an attractive composition.

Each Tenant shall have one Primary Sign, and a sign for the common ground sign installed per the standards detailed below.

The primary sign shall be illuminated and mounted on the building façade directly above the shop entrance.

All tenants with frontage on the pedestrian arcade shall be allowed 1/2 square foot of sign area per linear foot of store frontage for their primary sign.

- The ground sign is per the ground design standards.
- Graphic design should be lively, simple and clear. Signage shall be limited to Tenant's Legal name.
- Tenants shall select typestyles which are clearly legible but also enhance the identity of the individual Tenant and his/her merchandise.
- All signs must be controlled/operated from Tenant's own circuit breaker panel via a seven (7) day time clock.
- Signage should not overpower the Tenants storefront, but should be used in conjunction and integrated into the storefront for maximum identity.
- Illumination may be achieved by frontal illumination, concealed halo lighting, light cove washes, internal illumination, or remote illumination (provided source is an integral part of the store design).
- Fabrication and installation shall comply with all applicable local, state and national electric codes, and all signage materials shall be UL rated.
- Sign fabricator labels may not be visible from any part of the public access, unless required by code.
- Conformance to detailed sign drawings and specifications which have obtained the prior approval of the Landlord, will be strictly enforced and any nonconforming sign must be brought into conformance at the sole expense of the Tenant erecting the sign.

### PRIMARY SIGN DESIGN

The following requirements apply:

1. Sign shop drawings for all signs, logos and graphics visible from the public are to be submitted to the Landlord for final approval prior to fabrication/installation.
2. Sign wording shall be Tenant's trade name and merchandise sold or services rendered. Corporate crests, logos or insignia may be acceptable pending the Landlord's approval and provided they are part of the Tenant's name.
3. One (1) sign is permitted per storefront entrance. Tenant occupying corner space with multiple building frontage may utilize an additional sign not to exceed total allowable sign area for the pedestrian arcade. The tenant with frontage on Vineyard Avenue is allowed an additional signage total of 200 square feet of sign area on the façade(s) facing Vineyard Avenue.
4. Signs shall be designed as an integral part of the storefront, with letter size and location proportional to the overall storefront design, and in compliance with sign criteria.

5. Standing channel letter type is recommended but other design is permitted upon Landlord's approval.
6. Sign location is on the finished face of the façade overhang or surface mounted.
7. Majority of signs should not project beyond the plane of the finished face of the façade overhang.
8. Size: 1/2 square foot of sign area per linear foot of tenant's building frontage facing pedestrian arcade.

9. Signs are to remain on during the business hours. Signs are to be on Tenant's own circuit breaker panel.
10. Illuminating components must be contained wholly within the depth of the letter. Lighting used with signs shall be focused and minimal. Maximum brightness may not exceed one hundred (100) foot-candles.
11. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceway conduits and other mechanisms are to be concealed from public view.
12. Electrical raceways are to be concealed.
13. Signs must comply with all codes and regulations. Signs must bear UL label and must have current signage permits.



### SIGN TYPES

The following sign types are acceptable at Oxnard Shoe City Plaza:

- Illuminated Channel Letters –  
The use of individual solid channel letters lit from inside, provided which are properly integrated into the storefront design.
- Non-illuminated Channel Letters –  
Letters for non-illuminated signs shall be made from painted or polished metal or injection molded plastic. Remote illumination from lights mounted on the top of the overhead may be required.
- Reverse Halo Letters –  
The use of reverse channel letters lit from behind, provided which are properly integrated into the storefront design.
- Push Thru with Cabinet –  
Cabinet must be fully recessed, cut around the letters, or an integral part of the storefront design. Push-thru plex must have a minimum a three quarter inch (3/4") thick projection.



The following types of signs are NOT permitted at any location in the storefront:

- Signs made from paper, fabric or sheet polyethylene.
- Moving, rotating, flashing, or audible signs.
- Credit card signs or symbols.
- Signs with exposed lamps or tubes, other than neon.
- Names, stamps or decals of the sign manufacturer displayed on any portion of the sign.
- Exposed, non-ornamental hardware used for sign attachment.
- Any other materials and/or designs deemed unsuitable by the Landlord.
- Any other NOT permitted sign types and descriptions

## MISCELLANEOUS SIGNAGE REQUIREMENTS

- The Tenant is fully responsible for the actions of their sign contractors, including the repair of any damage caused by the contractors.
- Sign face color must contrast with background color.
- All illuminated signs shall be fabricated and installed in compliance with all applicable building and electrical codes and shall bear a UL label.
- All illuminated signs must be on during the hours of Oxnard Shoe City Plaza. The signs shall be controlled by a time clock on a separate circuit.

## SIGN DRAWINGS SUBMITTALS

The Tenant's sign fabricator must submit shop drawings electronically to the Landlord for approval.

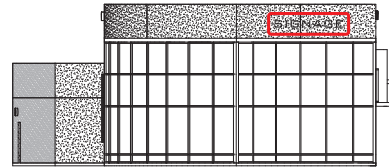
Complete signage shop drawing must include the following:

- Material designation and color sample
- Lighting specifications
- Actual letter style, type and dimensions
- Detail drawings of all ornamental hardware
- A drawing indicating the precise location on the storefront, overall dimensions and the location of all concealed hardware and equipment including transformers and access panels.

### WINDOW SIGNAGE REQUIREMENTS

- Window signs are allowed with the following conditions:
  - \* The signs must be on the inside of the building
  - \* No more than 20% of any window pane on the ground floor will be covered by the sign.
  - \* No window signs are allowed above the ground floor (0' to 10' above finished grade).
  - \* The area of the window sign will not exceed the total window signage allowed for the unit. If all allocated signage was used by the unit for the primary sign then no window signage will be allowed.
  - \* All window signage must be approved by the landlord.

### SIGNAGE LOCATIONS



EAST ELEVATION



NORTH ELEVATION - EAST



NORTH ELEVATION - WEST

### TENANT GROUND SIGN

One (1) ground sign is located for Oxnard Shoe City Plaza along E. Vineyard Ave.

Landlord will allow one space per Tenant per side provided the design of the ground sign meets all the requirements below:

- Signs shall be designed as an integral part of the overall architecture of Oxnard Shoe City Plaza, utilizing the accent materials of the architecture.
  - Base shall be internally illuminated with landscape options along the side of the sign fixture.
  - Internally illuminated letters are required and must meet illumination requirements.
  - Allowed space should have Thru-the-Face type sign with painted metal background to match the body color of freestanding sign.
  - Letter size: maximum allowed by City of Oxnard.
  - Animated and flashing components are prohibited.
- Exposed bulbs are prohibited.
  - Sign shop drawings for all signs, logos and graphics must be submitted to the Landlord for final approval prior to fabrication/installation.



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