

**THE ESPLANADE**  
Oxnard, California

**MASTER SIGN PROGRAM**

PREPARED BY:

VOGUE SIGN COMPANY  
721 Commercial Avenue  
Oxnard, California 93030  
(805) 485-3411

SUBMITTED TO:

CITY OF OXNARD  
305 West Third Street  
Oxnard, California 93030

**December 23, 2014**  
Sign Program

#### A. INTRODUCTION:

This Master Sign Program has been established for the purposes of assuring a functional, coordinated and visually attractive sign program for the mutual benefit of all tenants at The Esplanade Shopping Center. Conformance will be strictly enforced. Upon demand by the Landlord or the City, any installed non-conforming or illegal sign must be brought into conformance or removed at the non-conforming tenant's expense.

The project signs shall adhere to these guidelines. Any changes to these guidelines may only be requested by the Property Owner and must be approved by the City of Oxnard as a Major Modification to the Center's Planned Development Permit (PZ00-5-75).

#### B. SCOPE:

The Esplanade Master Sign Program sets forth requirements for all signs attached to tenants' frontage or building, including Tenant Identification signs, Secondary Identification signs, entry signs, window signs, under canopy signs, standards for freestanding signs and center identification signs.

#### C. APPROVALS:

All signage shall comply with the standards of The Esplanade Master Sign Program. A sign permit application must be submitted to the City for any proposed sign. Sign permit applications and instructions concerning required exhibits are available from the City. No sign shall (either permanent or temporary) be fabricated or installed without applicable permit(s) from the City or without prior written approval from the Landlord. The Landlord's approval on proposed sign permits indicates that the Landlord has reviewed the sign elements and that such elements conform to the requirements of The Esplanade Master Sign Program.

#### D. DEFINITIONS:

These definitions are intended to be consistent with the City Code. In case of any discrepancy, the City of Oxnard Code shall apply.

- 1) **Advertising Message:** A display on a sign face by either written or graphic form which calls attention to products, events, services or a business.
- 2) **Awning Signs:** A tenant name, logotype or logo which is displayed on an awning attached to a tenant space.
- 3) **Building Frontage:** Those building elevations which face upon a public street or parking area between such building and said street where access to the building is provided from said frontage. If a building is curved or triangular, the building frontage shall be the shortest distance between the measured parallel to the public street or parking area upon which said building fronts.

- 4) **Building Sign:** Any sign which is fastened, attached, painted upon, connected or supported in whole or in part to any exterior wall face of a building.
- 5) **City:** The City of Oxnard, including any of its applicable departments.
- 6) **Directional or Informational Sign:** A sign containing words, arrows or other characters indicating the traffic direction and containing no advertising or trade name identification, except that subdivision directional signs may include tract identification.
- 7) **Exterior Wall:** All walls of a structure which can be viewed from the exterior of the structure but not through openings in any other wall.
- 8) **Fascia Sign:** A sign shall be considered to be a fascia sign if the sign would fall without support from the building wall or other structure. Additionally, these signs shall be mounted flush against or parallel to the surface of the building facade. These signs typically consist of either, individual letters, or in the case of logos, signage enclosed within a cabinet box.
- 9) **Freestanding Sign:** Any sign permanently supported by one or more uprights, braces, poles, or other similar structural components when utilizing earth, rock, the ground, or any foundation set in the ground as a primary holding base and not attached to or enclosed by any building.
- 10) **Internally Illuminated Sign:** Any sign whose illumination originates from within the structure of the sign and the source of which is not visible from the exterior of the sign.
- 11) **Landlord:** The party responsible for the management of The Esplanade's common area.
- 12) **Logo:** A distinctive trademark recognizable to the public as a symbol of an established company or business. A logo is usually displayed in conjunction with a logotype.
- 13) **Logotype:** A standardized representation of a company or business, comprised of a particular typeface, graphic layout and color(s), which is consistently used on signs, letterhead, business cards et al.
- 14) **Maximum Fascia Sign Horizontal Dimension:** The maximum allowable horizontal dimension for a fascia sign shall be 80% of the length of the tenant fascia upon which it is mounted.
- 15) **Maximum Fascia Sign Vertical Dimension:** The maximum allowable vertical dimension for a sign varies depending on the tenant location.
- 16) **Maximum Sign Height:** The maximum allowable vertical dimension for a sign varies depending on the tenant location.

- 17) **Monument Sign:** An independent structure supported from grade to the bottom of the sign with the appearance of having a solid base.
- 18) **Net Sign Area:** The total square footage of any given sign. This area can be determined by enclosing the perimeter of the sign with a four-sided geometric form or forms that surround all writing, representations, emblems or designs of all surfaces of the sign which contains or is designed to contain the advertising copy. If the frame or backing of the letters, design or borders of a sign, form an integral part of the sign, then the sign area shall be the total of the face of the sign, including such frame or backing.
- 19) **Pad Tenant:** A tenant occupying a freestanding building.
- 20) **Parapet Wall:** An exterior wall which extends vertically above the roof line.
- 21) **Portable Sign:** A sign which is capable of being carried or moved by manual or mechanical means from one location to another and which is not affixed to the ground, a structure, or a vehicle. Portable signs also include blimps and balloons which may or may not contain advertising messages.
- 22) **Projecting Sign:** A sign, other than a wall sign, which is attached to a building or other structure and extends beyond the line of the building or structure to which it is attached.
- 23) **Roof Line:** The highest point of a parapet wall or the main roof structure or the highest point of a parapet wall other than such architectural features as cupolas, pylons, projections or minor raised portions of the roof.
- 24) **Secondary Identification Sign:** A sign identifying a generic type of merchandise or service, such as a pharmacy, garden center or bakery. Anchor or major tenants (those exceeding 30,000 SF) only are allowed secondary identification signs set forth under Sign Allowances below.
- 25) **Sign:** Any structure, device or materials which, whether directly or indirectly, advertises, informs or identifies persons, businesses, commodities, services or ideas, including painted wall signs and all forms of flags, streamers, pennants, banners and balloons. Any words or symbols used for visual communication including its structure and component parts intended to be used to attract activity.
- 26) **Sign Structure:** Any structure which supports or is capable of supporting any sign. A sign structure may or may not be an integral part of the building. For the purposes of a freestanding sign, the sign structure shall include the aggregate area of the sign including the sign copy and all structural elements of the sign.
- 27) **Temporary Sign:** Any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light materials with or without frames, intended to be displayed for a short period of time.

- 28) **Tenant:** The word "Tenant" in this criteria refers to occupants of space within The Esplanade, whether the occupant owns or leases the space.
- 29) **Under Canopy Sign/Blade Sign:** A pedestrian-scale sign mounted perpendicular to the storefront attached to the bottom of a canopy or similar architectural feature at the main entry to a major tenant or shop tenant space. An under canopy sign/blade sign is not included as part of the maximum number of signs or maximum allowable square feet of sign area permitted for a tenant space. Under canopy sign/blade sign shall not exceed three square feet in area on each of its two (2) faces.
- 30) **Wall Sign:** A sign attached to or erected against the wall of a building or other structure with the exposed face of the sign in a plane parallel to the face of the wall or solid fence.
- 31) **Window Sign:** Any sign printed, attached, glued or otherwise affixed to or located behind and within two (2) feet of a window and designed to be viewed from adjoining streets, sidewalks, malls or parking lots available for public use. Window signs are included as part of the maximum sign area for a tenant space.

**E. GENERAL TENANT REQUIREMENTS:**

- 1) Tenant shall be responsible for fulfillment of all requirements stated in this sign criteria.
- 2) Tenant shall verify all sign location(s) and size(s) with Landlord and obtain Landlord approval, prior to submittal of any building permit application to the City of Oxnard.
- 3) Tenant shall pay for all signs, their installation including electrical connection(s) and all related labor and materials and maintenance.
- 4) Tenant shall obtain all necessary approvals and permits prior to installation of any and all signs.
- 5) Electrical service to Tenant's sign(s) shall be paid for by the Tenant.
- 6) Tenants shall be responsible for the care and maintenance of Tenants' exterior signs. Regularly scheduled maintenance shall include cleaning, servicing and repairing as required to maintain sign(s) in good working condition.
- 7) Tenant shall provide repair service within five (5) days of any malfunction, vandalism or breakage. Unsafe conditions, resulting from damage shall be attended to immediately.
- 8) Landlord has the right to repair or remove (at Tenant's expense) any sign(s) which are not maintained in good operating condition.

- 9) Installation of any sign shall be done in a prompt and safe manner with as little disruption to business and traffic as possible and with minimum inconvenience to the Landlord and other tenants.
- 10) Sign contractor shall, prior to installation, submit to Landlord for Landlord's approval certificates of insurance naming Landlord as additional insured, protecting contractor, Tenant and Landlord against any property damage or liability claim caused or connected with the installation, use or structural sufficiency of the sign(s).
- 11) Tenant's sign contractor shall repair any damage to Landlord's building caused by his work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct to Landlord's satisfaction.
- 12) Tenant shall be fully responsible for the work of Tenant's sign contractor and shall indemnify, defend and hold the Owner harmless from damages or liabilities.
- 13) It shall be the responsibility of the Tenant to ensure that all signs are removed from a tenant space within ten (10) days of its being vacated.

**F. GENERAL SIGN DESIGN REQUIREMENTS:**

- 1) All signs shall be fabricated, constructed, erected or installed and maintained in such a manner as will comply with all ordinances of the City and approved permit.
- 2) Illuminated Signs. Lighting for externally illuminated signs shall be so arranged and maintained so that the light source is not directly visible from a public right-of-way or adjacent property. Internally illuminated signs shall be designed with an opaque, semi-opaque, or matte finish background on the sign face.
- 3) Signs may be internally-illuminated or externally-illuminated. External illumination of sign elements shall be with approved architectural lighting fixtures designed for exterior use. Location and design of fixtures shall be subject to Landlord approval.
- 4) No portion of a building sign shall exceed the height of the roof line or parapet wall upon which it is mounted. The horizontal dimension of a building sign shall not exceed eighty percent (80%) of the surface upon which it is mounted.
- 5) Direction and/or information signs bearing no advertising message may be erected, subject to Landlord and City approval, when necessary to facilitate circulation within the site, facilitate egress and ingress or facilitate a public need, such as identification of rest rooms, public telephones, walkways, and similar features.

- 6) Each commercial use which has direct pedestrian access through an exterior building wall which is visible from public right-of-way, shall be allowed at least sixteen (16 SF) square feet of building sign area, regardless of building occupancy frontage.
- 7) Banner signs are subject to an approved Temporary Use Permit issued by the City of Oxnard and may be displayed a maximum total of thirty (30) days during a calendar year.
- 8) Power will be provided from the Tenant's electrical panel to a junction box at all sign locations. Power hookup shall be the responsibility of the Tenant. Photocell shall be provided by Tenant to turn signage on at dusk and off at dawn.
- 9) All electrical signs, their electrical components and their electrical assemblies shall be UL labels (not visible to public), and their installation shall comply with all local building and electrical codes.
- 10) All penetrations of the building structure required for sign installation shall be neatly sealed in a water-tight condition with silicone sealant and shall be patched to match adjacent finish.
- 11) All lettering shall be restricted to the "net sign area". No projection above or below the "net sign area" will be permitted (except as otherwise approved in writing). See accompanying design criteria for specific information.
- 12) All bolts, fastenings, clips, etc., shall be painted to match the adjacent surface.
- 13) No sign maker's label or other identification shall be permitted on the exposed surface of the sign, except for those required by local ordinance, and these shall be placed in inconspicuous locations and shall be colored so as to remain inconspicuous against the surface on which they are placed.
- 14) No exposed conduit, tubing light source, or raceways shall be permitted. No exposed neon lighting shall be used in signs, symbols or decorative elements, unless otherwise approved by the Landlord and the City of Oxnard.
- 15) All conductors, transformers, and other equipment shall be concealed.
- 16) Building wall and fascia signs shall be customer fabricated individual letters of non-corrosive metal or other proven durable material, such as Aluminum, Plastic, Wood.
- 17) Translucent faces of internally-illuminated channel letters shall be constructed of acrylic plastic (3/16" minimum thickness, fastened with trim cap in an approved manner.) Plastic joint seams shall be electric weld only.
- 18) No painted wall signs or awning signs are allowed. Cabinet signs are only allowed for ancillary graphic elements.

- 19) Signs shall have a maximum of three (3) rows of copy.
- 20) All fascia signs shall be centered left to right on the fascia or tenant frontage, and generally centered top to bottom between fascia reveals. (The vertical position will vary depending on the configuration of the sign and the locations of the reveals on the sign fascia. Proposed sign locations for tenant logo types and/or symbols with unusual configurations shall be submitted to the Landlord for review prior to the filing of an application with the City.
- 21) The copy letter style, color and logo design for all tenant owned signs shall be determined by the Tenant, and approved by Landlord.
- 22) Sign color shall be complimentary to the storefront architectural color palette, approved by Landlord.
- 23) Temporary window signs for special or seasonal sales shall be subject to Landlord and City of Oxnard approval.
- 24) All signs shall be restricted to the maximum allowed, "net sign area" as calculated per the attached guidelines.
- 25) Internal illumination may be 60 milli-amp neon lamps installed and labeled in accordance with the "National Board of Fire Underwriters Specifications."
- 26) Channel letters shall have service access to neon, transformers and wiring.
- 27) Tenant's sign company shall verify all conduit and electrical service transformer locations prior to fabrication.

**G. LANDLORD SUBMITTAL REQUIREMENTS:**

- 1) Landlord Review and written approval of signs is required before submittal to the City of Oxnard. Each tenant shall submit or cause to be submitted at least two(2) copies of detailed and scaled drawings to the Landlord for approval, before fabrication, including all lettering and/or graphics, one (1) in full color with exposed material samples of the proposed. Submittals shall be on 8½ " x 14" paper.
  - a. Address of sign location.
  - b. Name and phone number of tenant.
  - c. Name, address and phone of contractor or erector.
  - d. Site plan showing location of proposed signs and linear building frontage (Ft).
  - e. Elevation showing sign location on the building or other structure including heights of signs and any projection from building.



- f. Elevation of sign showing dimensions, materials, colors, sufficient to verify compliance with this sign program.
- g. Construction details of typical sections of all applicable signs. In some cases, the Building Inspector will require that the details are accompanied by a California licensed engineer or architect's approval.
- h. The number of transformers.
- i. Milli-amp rating, color and diameter of neon or other type of illumination.
- j. Method of penetrating walls with wiring (PK housings, etc.)
- k. Grounding method.
- l. 6" x 5" blank area on each sheet for Landlord's approval stamps.
- m. Method of attaching signs.

Landlord's Approval:

Centro-Watt

Attn: Property Manager

195 W. Esplanade Drive

Oxnard, California 93036

(805) 485-1146

**H. PROHIBITED SIGNS:**

- 1) Signs so located as to prevent free ingress and egress from any door, window or fire escape.
- 2) Signs erected at or near the intersection of public and/or private right-of-way in such a manner as to create a safety hazard by obstructing clear view of pedestrian and vehicular traffic. Signs which by color, wording, design, location or illumination resemble or conflict with any traffic control device.
- 3) Nonconforming signs and sign structures associated with an activity, business, product or service which has not been sold, produced, provided or conducted on the premises for a period of ten (10) days.
- 4) Flags, banners, streamers, balloons, etc. shall not be allowed on tenant leased space or frontage except as temporary special event advertising with the prior approval of the Owner and City and in keeping with the City Sign Ordinance. Each tenant may display one (1) temporary "Grand Opening" banner and accompanying flags/banners for a maximum of thirty (30) days after Tenant's opening of store.
- 5) No signs of any sort shall be permitted on building roofs.
- 6) All animated signs except public service signs, such as time and temperature units.
- 7) Revolving signs except for barber poles.

- 8) Signs containing statements, words or characters of an obscene, indecent, or immoral character such as will offend public morals or decency.
- 9) Signs emitting sound.
- 10) Portable signs.
- 11) Murals which contain advertising copy or which function as advertisement.
- 12) Vehicle signs: Signs, parking lot fliers on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles.

**I. CONSTRUCTION NOTES:**

Tenant shall be fully responsible for the operations of his sign contractor. The Sign Contractor shall repair damage to any site or building elements which occurred during sign installation.

**J. GUARANTEE:**

Tenant's sign contractor shall guarantee the entire display for one (1) year from the date of installation against defects in material and workmanship, wherein defective parts shall be replaced without charge.

**K. INSURANCE:**

Sign Company shall carry worker's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in construction or erection of signs in the amount of \$1,000,000 per occurrence.

**L. SIGN CATEGORIES:**

The Master Sign Program shall be grouped into two categories: Freestanding Ground Signs and Storefront Signs. Size, color, location, and design of each sign type shall not exceed maximum limitations for each category. The Landlord and the City of Oxnard shall be the final authority in determining specific limitations for each individual sign.

**Freestanding Ground Signs**

1. Primary Shopping Center Identification, Freestanding On-Site Pylon. (Sign Type A)
2. Primary Shopping Center Identification On-Site Monuments. (Sign Type B)
3. Freestanding Tenant Identification Sign at Site Entrances. (Sign Type C)

### Storefront Signs

1. Tenant Identification, Building/Storefront Wall Sign (S).
  - In-Line Tenant Identification, Wall Sign.
  - Tenant Identification, Freestanding Pad & In-line Tenant Wall Sign.
  - Tenant Identification, Freestanding Multiple Pad, Wall Sign.
  - Tenant Identification, Interior Mall Tenant with no Exterior Frontage.
  - Tenant Identification, Second Story Tenant Identification.
2. Tenant Identification, Under Canopy Sign (U).
3. Tenant Identification, Storefront Window Sign. (V).
4. Tenant Identification, Service Entrance Sign (W).

### M. PRIMARY SHOPPING CENTER, ON-SITE PYLON SIGN (SIGN TYPE 'A'):

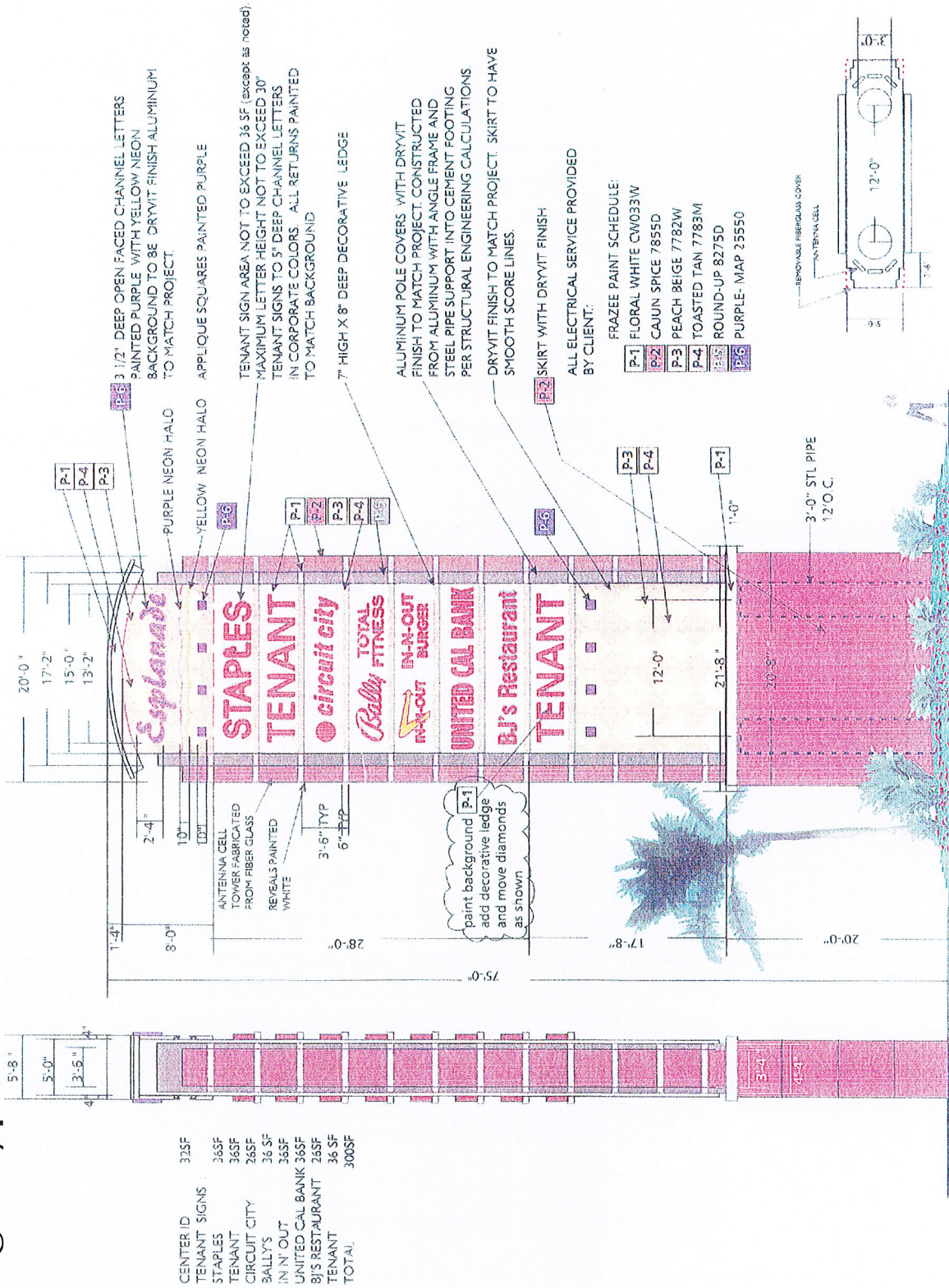
One Freestanding Pylon Sign has been approved adjacent to the Freeway to aid in Shopping Center identification and provide tenant identifications. Eligible Tenants shall be provided two panels (one on each side) on the sign. All Tenant names shall be limited to the pre-determined size and be typographically set, in the approved project typestyle, unless otherwise approved by the Landlord.

Tenants shall be responsible for the fabrication cost and installation of such panels which must conform to the established design standard and specifications and which shall be fabricated by a sign contractor of the Tenant's choosing.

The Landlord shall be the sole determiner of Tenant eligibility for the sign type, including the locations and number of signs which shall display the Tenant's name.

- A. Maximum Sign Area shall be limited to 300.0 square feet of sign copy per face and the sign shall not exceed an overall height of 75'-0" unless otherwise approved by the City of Oxnard. A maximum of eight tenant signs shall be installed on each sign face. Each tenant sign shall not exceed 36 square feet per face.

# Sign Type A



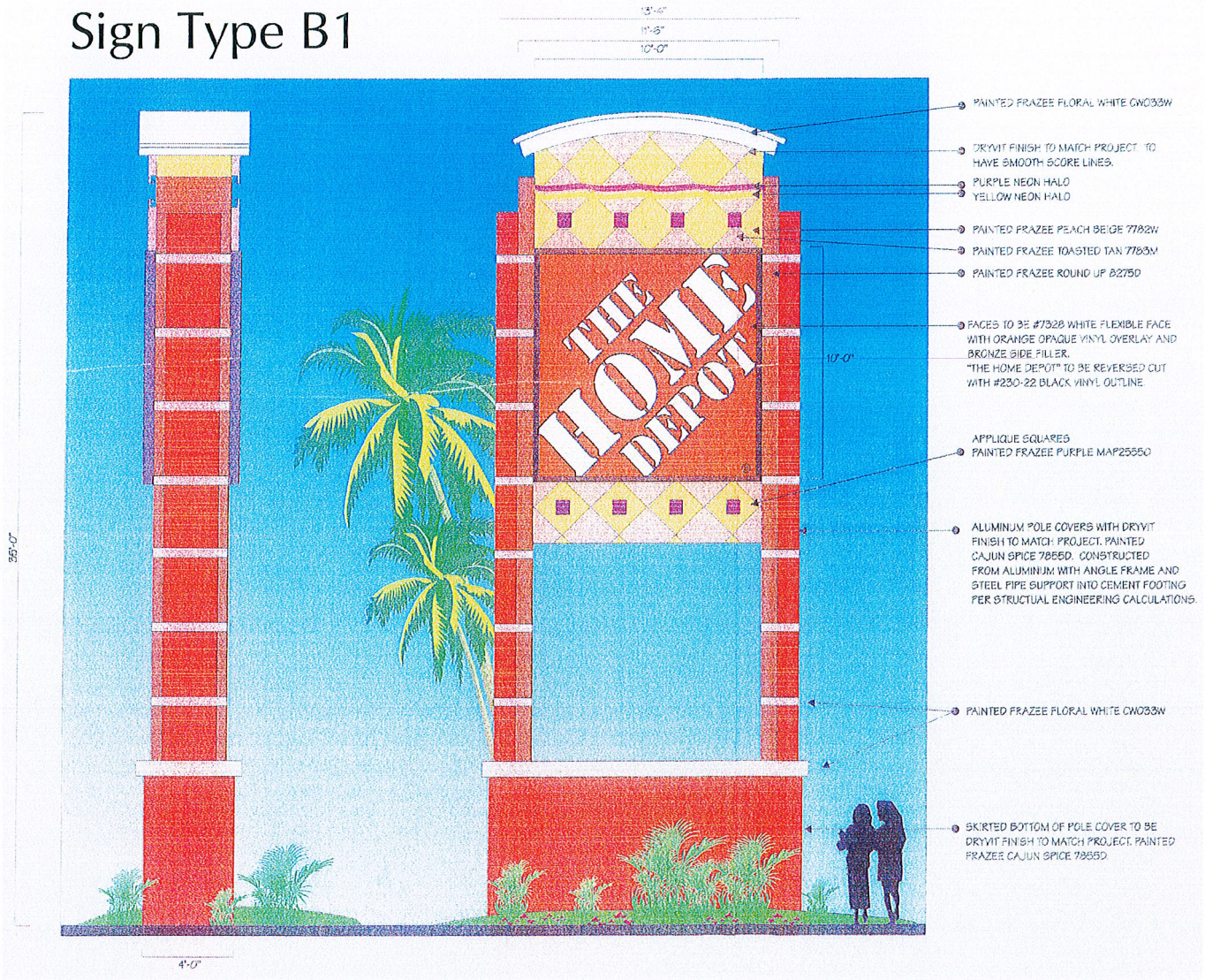
CENTER ID	TENANT SIGNS	32SF
STAPLES	TENANT	36SF
CIRCUIT CITY	TENANT	36SF
BALLY'S	TENANT	28SF
IN N' OUT	TENANT	36 SF
UNITED CAL BANK	TENANT	36SF
BJ'S RESTAURANT	TENANT	28SF
TOTAL		300SF

**N. PRIMARY SHOPPING CENTER AND TENANT IDENTIFICATION SIGN (SIGN TYPE 'B'):**

Two Primary Shopping Center Identification signs may be provided to identify the site. This sign shall be owned by the Landlord and shall include tenant identification.

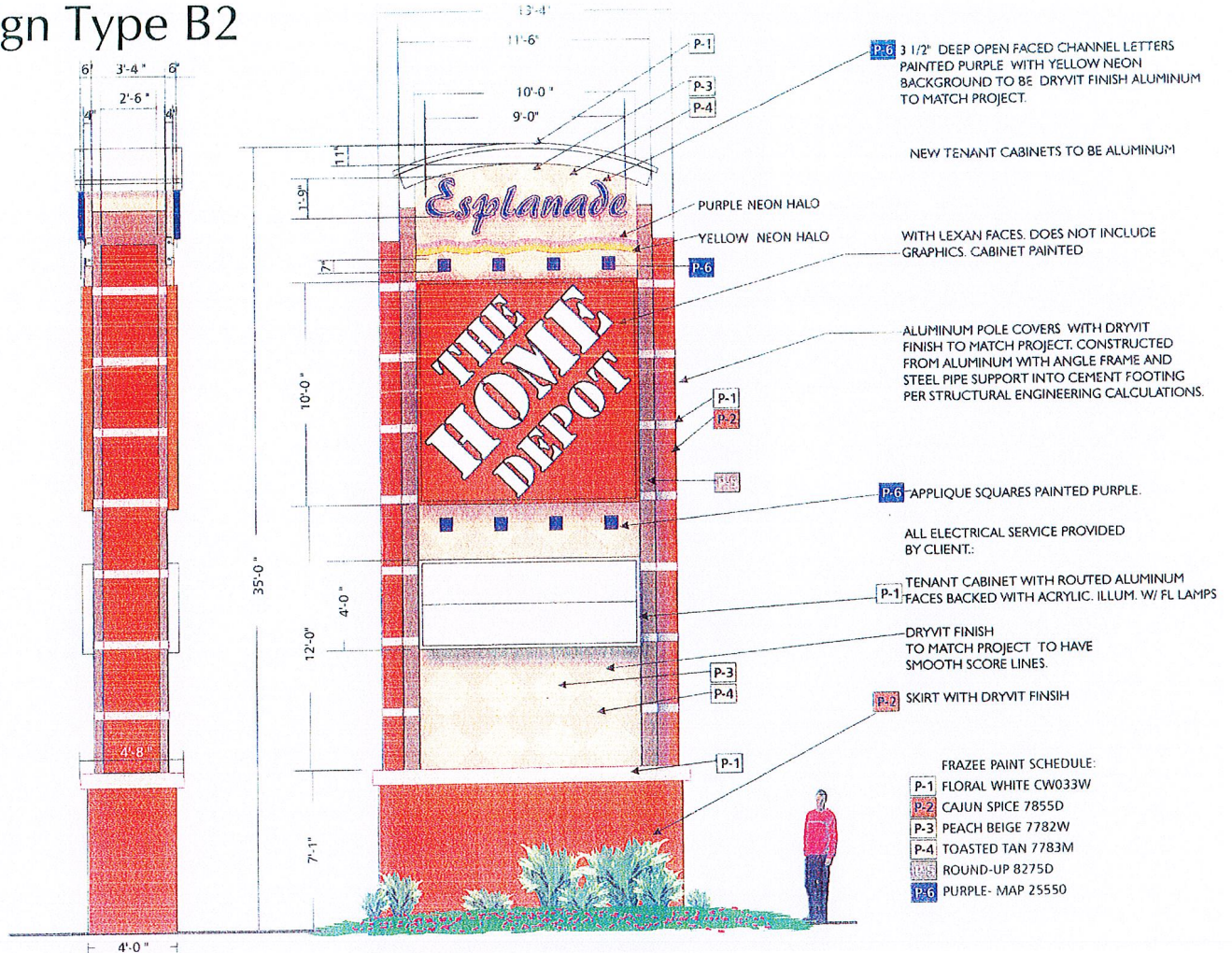
B1 Maximum Sign Area shall be limited to 100.0 square feet of sign copy per face.  
The Freestanding Sign shall not exceed a height of thirty-five (35) feet.

**Sign Type B1**



B2 Maximum Sign Area shall be limited to 140.0 square feet of sign copy per face.  
 The Freestanding Sign shall not exceed a height of thirty-five (35) feet.

### Sign Type B2



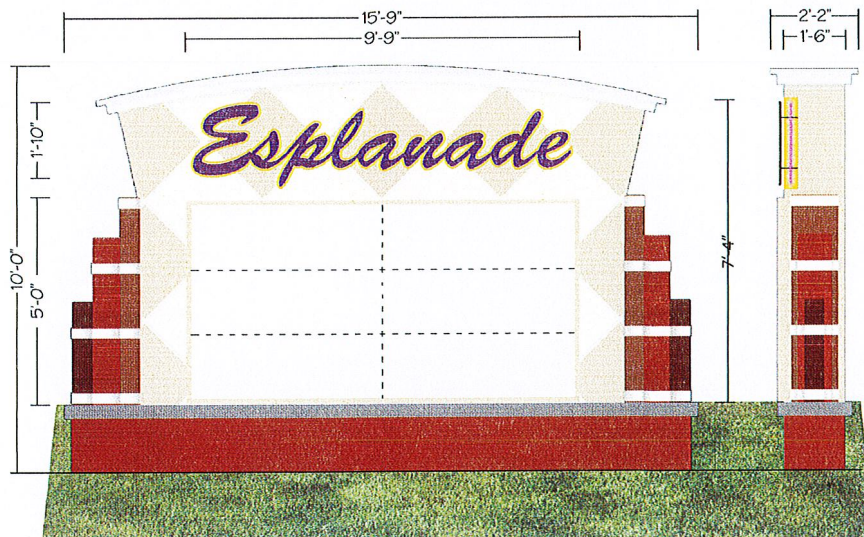
**O. FREESTANDING TENANT IDENTIFICATION SIGN AT SITE ENTRANCES (SIGN TYPE 'C'):**

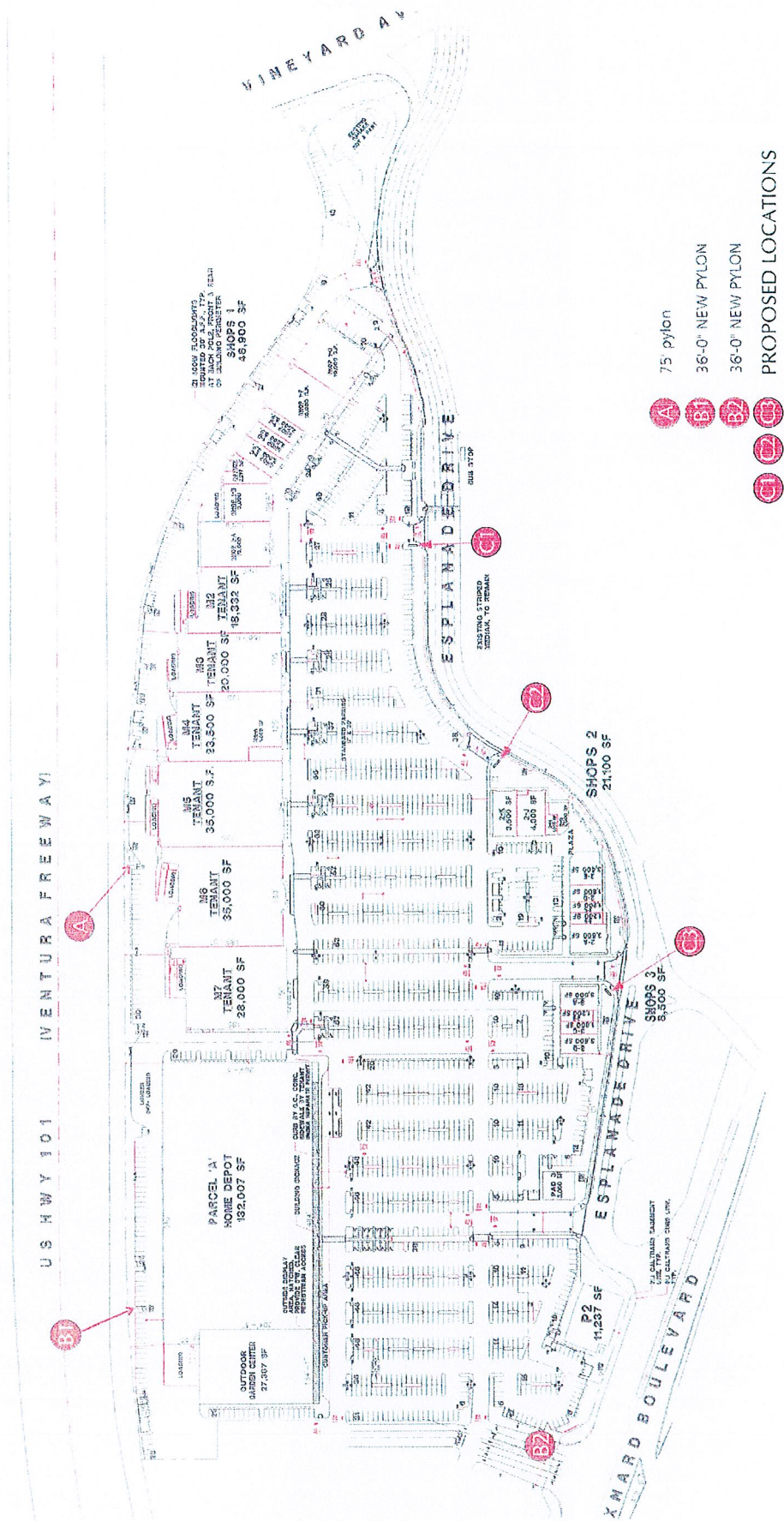
Freestanding Vehicular Directional Signs will be provided at each major entrance to the site. These signs are intended to provide Tenant direction information to all visitors entering the site. Eligible Tenants shall be provided one panel on the sign to display their name. All Tenant names shall be limited to a pre-determined size and be typographically set in the approved project typestyle, unless otherwise approved by the Landlord. Where double-faced signs may be deemed practical, eligible Tenants shall be provided with one panel for each sign face. Tenants shall be responsible for the fabrication cost and installation of such panels, which must conform to the established design standards and specifications, and which shall be fabricated by a sign contractor of the Tenant's choosing.

The Landlord shall be the sole determiner of Tenant eligibility for this sign type, including the location and number of signs which shall display a Tenant's name.

1. Maximum Sign Area shall be limited to 120.0 square feet per sign face and the sign shall not exceed an overall height of 15'-0" unless otherwise approved by the City of Oxnard. One (1) sign is allowed at each major site entrance unless already identified by a Primary Shopping Center Identification Sign (Type B). The sign shall be set back 10.0 feet from the property line unless otherwise determined by the City of Oxnard.
2. The sign(s) shall be either single-faced or double-faced. Single-faced signs shall have a 45 degree orientation to the adjacent street. Double-faced signs shall be perpendicular to the adjacent street.
3. The total combined sign area for all Sign Type C signs shall not exceed 350 square feet.
4. Sign Design shall be complimentary to that of Sign Type A and Sign Type B as approved by the City of Oxnard.

**NOTE: The design below is preliminary. Final design will require modification to this sign program.**





- A 75' pylon
- B1 36'-0" NEW PYLON
- B2 36'-0" NEW PYLON
- C1 PROPOSED LOCATIONS
- C2 PROPOSED LOCATIONS
- C3 PROPOSED LOCATIONS
- C4 PROPOSED LOCATIONS
- C5 PROPOSED LOCATIONS
- C6 PROPOSED LOCATIONS
- C7 PROPOSED LOCATIONS
- C8 PROPOSED LOCATIONS
- C9 PROPOSED LOCATIONS
- C10 PROPOSED LOCATIONS
- C11 PROPOSED LOCATIONS
- C12 PROPOSED LOCATIONS
- C13 PROPOSED LOCATIONS
- C14 PROPOSED LOCATIONS
- C15 PROPOSED LOCATIONS

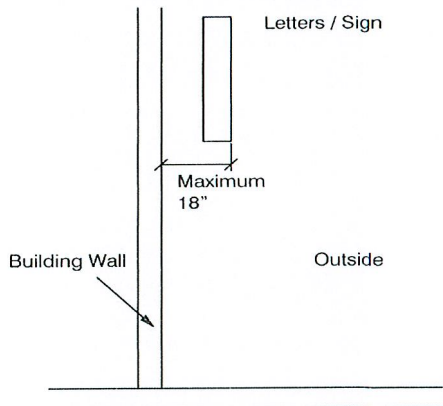


**P. TENANT IDENTIFICATION, BUILDING/STOREFRONT WALL SIGN:**

Building wall signs shall be permitted to identify Tenant names in the corporate signature (logo style and/or symbol) trademark of the business, subject to the provisions below.

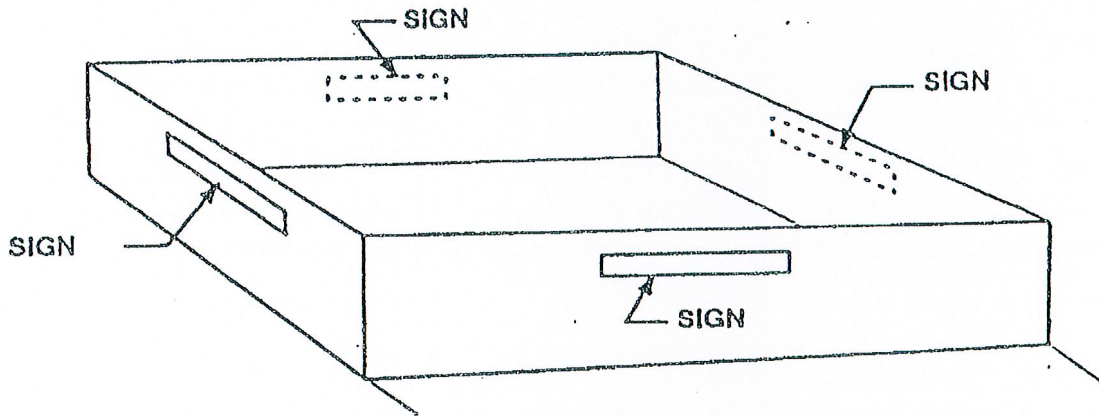
Sign may be composed of individual custom fabricated letters or custom fabricated internally-illuminated sign cabinets with laser cut copy treatments. Individual letters, including the letter sides may have painted, gold-leafed or faux-finishes, subject to Landlord and City approval.

- 1) Net Sign Area shall be limited to the "TENANT ALLOCATION TABLE". Except as otherwise provided by this sign program, the maximum sign area for any individual business shall not exceed 800 square feet.
- 2) No individual sign or group of signs on one building face shall exceed 300 square feet, nor shall it exceed 80% of the surface on which it is mounted. Maximum letter height is 6'-0".
- 3) An under canopy sign may be permitted for each business, provided it shall not exceed three square feet in area on each of its two (2) faces. Such under canopy signs may be located either perpendicular to the face of the building or parallel to the face of the building under the canopy. Under canopy signs shall observe an eight foot clearance between the bottom of the sign and the sidewalk or other pedestrian way.
- 4) Window signs placed entirely within a building shall not cover more than twenty percent (20%) of any window of the ground floor. None shall be permitted above the ground floor.
- 5) The Landlord reserves the right to restrict the Net Sign Area allowed for any Tenant building wall sign to less than the maximum area permitted herein at his sole discretion. The Landlord shall be the sole determiner of Tenant eligibility for this sign type.
- 6) Building signs shall be mounted flush against or be oriented parallel to the wall of the structure in which it is located. No part of the sign shall extend more than eighteen inches (18") from the surface of the structure.

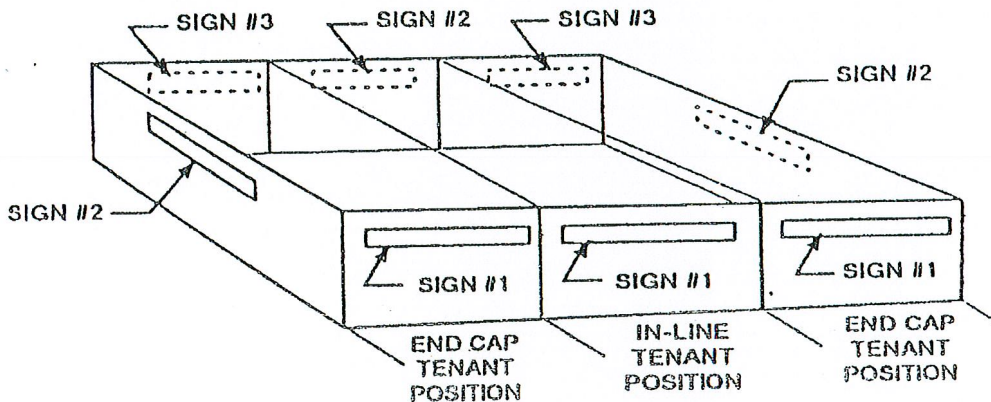


**Q. NUMBER OF BUILDING WALL AND FASCIA SIGNS PERMITTED:**

- 1) Free Standing Building: Free-standing Buildings which are occupied by a single Tenant may have signage on four sides of the building.



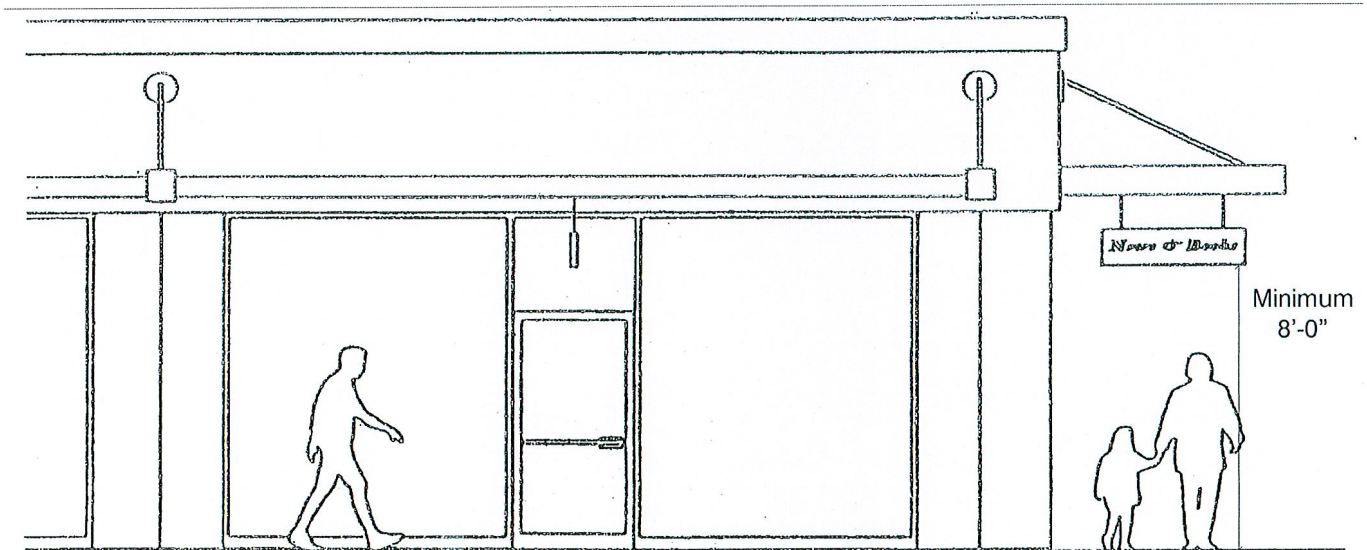
- 2) Multiple Tenant In-Line Position: Multiple Tenants in Free-Standing Buildings may have three wall signs; one building wall sign per elevation when the Tenant is located on the end cap position of the building. If the Tenant is not located at the end cap position, Tenant is eligible to have only two building wall sign locations.



**R. TENANT IDENTIFICATION, UNDER CANOPY SIGN:**

Under-canopy signs may be used to provide identification for Tenants at building storefront entrances. Such signs shall be located under the canopy, perpendicular to the building storefront and the pedestrian path of travel.

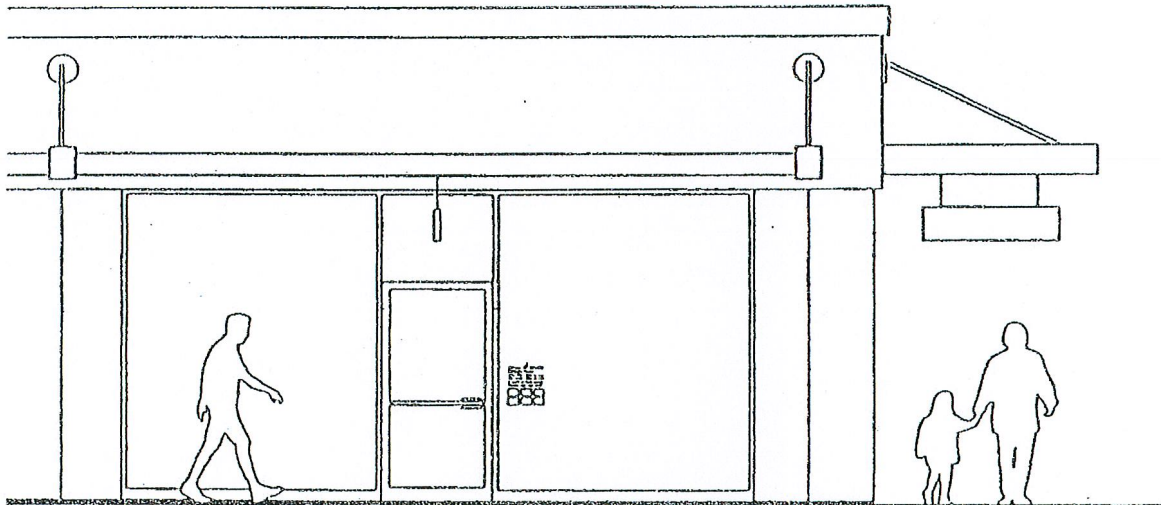
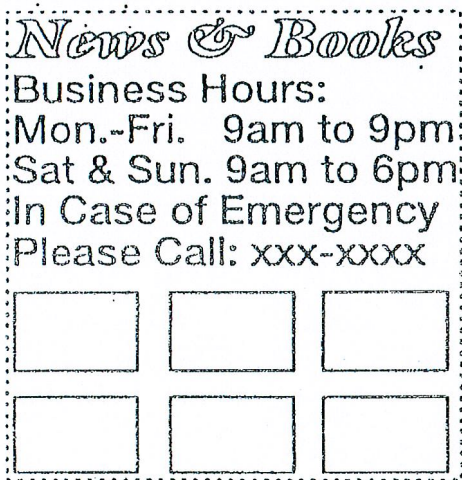
Creative design for this sign type is encouraged in order to achieve a pedestrian friendly, village atmosphere. Signs may be electrified from internal or external illumination. No exposed flood lamping accepted. Each sign design shall be reviewed on a case-by-case basis by the Landlord. Tenant shall submit a sign drawing to be approved by the Landlord and the City prior to start of any sign construction or fabrication.



S. TENANT INFORMATION, STOREFRONT WINDOW SIGNS:

Tenants may have signs showing store names and logos, business hours and credit card accepted emblems, if so desired. The sign shall be of white machine cut vinyl letters, hand-painted, gold-leafed or surface screen-printed on the inside of the glass. The storefront window sign shall not exceed dimensions of 12" x 12".

The standard letter style shall be Helvetica Medium and shall be set in a standard copy format to be used throughout the Shopping Center. Any deviation from this copy format must first be approved by the Landlord.

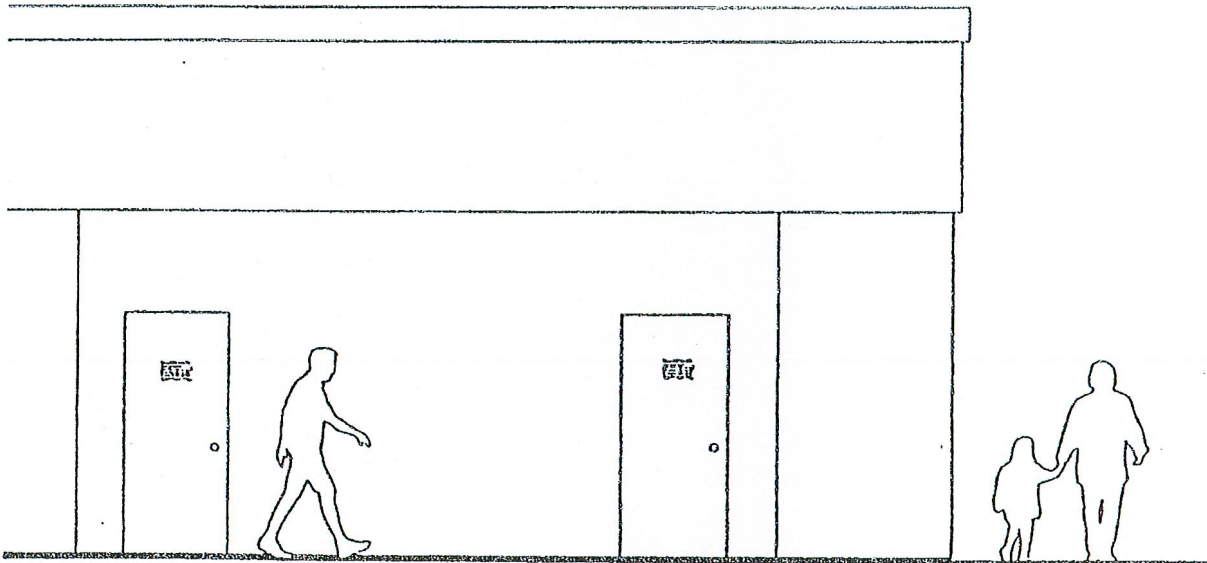


**T. TENANT INFORMATION, SERVICE ENTRANCE SIGN:**

Service entry doors shall have signs showing store name, logo and hours of operation. The sign shall be of white machine cut vinyl letters, hand-painted, gold-leafed or surface screen-printed on the service door or on a glass sidelight immediately adjacent to the door. The service entry sign shall not exceed dimensions of 12" x 12".

Signs on doors without glass shall be white machine cut vinyl applied permanently to the face of the door. The approved typestyle shall be Helvetica Medium and all copy shall be set in a standard format to be used throughout the Shopping Center.

*News & Books*  
Business Hours:  
Mon.-Fri. 9am to 9pm  
Sat & Sun. 9am to 6pm  
In Case of Emergency  
Please Call: xxx-xxxx



**U. SUMMARY:**

The Sign Standards and Guidelines set forth in this document have been established to regulate all signs throughout The Esplanade Shopping Center for the purpose of maintaining and preserving a quality shopping experience for all visitors.

Creativity in such design for Tenant identification signs is encouraged and all proposed designs will be considered on a case-by-case basis.

The Landlord reserves the right to determine Tenant eligibility for any sign type addressed herein.

<b>TENANT ALLOCATION TABLE</b>
--------------------------------

WEST ESPLANADE	CURRENT TENANT	ALLOWED SIGNAGE (SF)				
		FRONTAGE	FRONT	REAR	END	TOTAL
151	Ragdolls	90	180	90	90	360
161	Tily's	90	180	90		270
171	Bath and Body Works	32	64	32		96
181	Payless Shoes	32	64	32		96
191	Euphoria Nails & Spa	38	76	38		114
195	LIZA Threading	9	18	0		18
201	Wet Seal	69	138	69		207
211	Party City	80	160	80		240
221	Cost Plus	120	240	240		480
231	Dick's Sporting Goods	230	300	300		600
251	Bed, Bath and Beyond	154	300	300		600
261	Nordstrom Rack	180	300	300		600
271	TJ MAXX	150	300	300		600
301	Casual Male	44	88	44		176
311	Catherine's	50	100	50		150
321	L & L Hawaiian BBQ	22	44	22		66
331	Starbucks	45	45	22	22	89
341	Pick Up Stix	37	74	37	37	148
343	Jamba Juice	23	46	23		69
347	Nextel - T-Mobile - Verizon	30	60	30		90
349	Ozeki Noodle	20	40	20		60
353	Subway	20	40	20		60
355	Bright Now Dental	53	106	53	53	212
361	Sprint	43	86	43	43	172
365	GNC	20	40	20		60
367	Sports Clips	23	46	23		69
369	Chipotle	36	72	36	36	144
371	Bank Of The West	60	120	60	60	240
381	In-N-Out	80	120	60	60	240
401	Home Depot	648	300	200		500
411	Staples	134	268	268		536
421	Walmart N.M.	160	300	300		600
431	Temp Tenant	80	160	160		320
441	Golfsmith	60	160	160		320
451	LA Fitness	154	300	150	300	750
461	Bj's Chicago Pizza	120	240	60	60	360
<b>Subtotal Allocated Tenant Signage</b>						<b>10107</b>
<b>PRIMARY SHOPPING CENTER - FREESTANDING SIGNS</b>						
<b>Pylon (Sign Type A)</b>			<b>300</b>	<b>300</b>		<b>600</b>
<b>Monument (Sign Type B1) Home Depot Freeway Sign</b>			<b>100</b>	<b>100</b>		<b>200</b>
<b>Monument (Sign Type B2) Oxnard Blvd.</b>			<b>140</b>	<b>140</b>		<b>280</b>
<b>Freestanding Tenant Identification (C1)</b>			<b>120</b>			<b>120</b>
<b>Freestanding Tenant Identification (C2)</b>			<b>120</b>			<b>120</b>
<b>Pylon (Sign Type A)</b>			<b>300</b>	<b>300</b>		<b>600</b>
<b>Monument (Sign Type B1) Home Depot Freeway Sign</b>			<b>100</b>	<b>100</b>		<b>200</b>
<b>Monument (Sign Type B2) Oxnard Blvd.</b>			<b>140</b>	<b>140</b>		<b>280</b>
<b>Freestanding Tenant Identification (C1)</b>			<b>120</b>			<b>120</b>
<b>Freestanding Tenant Identification (C2)</b>			<b>120</b>			<b>120</b>
<b>Freestanding Tenant Identification (C3)</b>			<b>110</b>			<b>110</b>
<b>Subtotal Monument Signs</b>						<b>1430</b>
<b>Total Allocated Site Signage</b>						<b>11537</b>
<b>Maximum Allowable Signage</b>						<b>11537</b>
<b>Remaining Allowable Signage</b>						

**NOTE: Total signage allowances are subject to total site signage allowance of 11,537 sq. ft. as approved by the City of Oxnard.**

# Esplanade Shopping Center Oxnard, CA - 93036

