

MASTER SIGN PROGRAM

APPROVED	
BY: _____	<i>[Signature]</i>
DATE: _____	<i>6/16/08</i>
CITY OF OXNARD PLANNING	

PREPARED FOR:
700 South "A" Street, LLC
700 South "A" Street, Suites A-C
Oxnard, CA 93030

PREPARED BY:
Vogue Sign Company
721 Commercial Ave.
Oxnard, CA 93030
805-485-3411



March 20, 2008

OBJECTIVE:

The purpose of this sign criteria is to establish standards that assure tenant signage is harmonious, integrates with the architecture of the building and provides coordinated proportional exposure for all tenants. This sign criteria also describes the responsibilities of the tenants with respect to sign review, approval and installation. All work shall meet or exceed the minimum requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming signs that have been installed will be removed at tenant's expense.

APPLICATION PROCEDURE:

The tenant shall submit two copies of the proposed sign to the landlord and/or its agent for review. Upon receiving landlord's stamped approval, the tenant shall then submit 3 copies to the City of Oxnard. Drawings shall include scaled elevations of proposed sign(s) at tenant location with dimensions of tenant frontage and length of architectural surface on which the sign is installed. Additionally, a detailed, fully dimensioned, shop drawing showing colors and materials, along with a section of the sign showing method of attachment as required by the City of Oxnard shall be included with submittal.

Upon receipt of permits, tenants shall forward copies of permits to landlord prior to installation of signs. All costs associated with the procurement, fabrication and installation of signage are the sole responsibility to the tenant. Finally, any sign contractor working at **700 S. A Street**, must be fully licensed, bonded and have liability insurance. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

Landlord Address: 700-706 S. A Street, LLC
c/o Grand Manor Management
21031 Ventura Blvd #505
Woodland Hills, CA 91364
Attn: Steve Karas
Ph: (818) 712-9944; Fax: (818) 712-9946

GENERAL REQUIREMENTS:

Proposed lettering shall be in a script or “serif-type” font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document).

Sign colors should relate to the building to which the sign will be attached. In most cases, the signage color scheme should draw from the building’s color scheme. Use of building accent colors in the signs generally provides a coordinated look for the building. Fluorescent colors or paints will not be allowed on any sign.

WALL SIGNAGE:

Wall signs shall be designed in a single sign band not to exceed the General Requirements described below and shall not block or cover any significant architectural features or details on the building. Additionally, wall signs shall be individually mounted letters or logos made of wood or metal.

Proposed lettering shall be in a script or “serif-type” font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document).

SUITE A:

Tenants are allowed one (1) wall sign not to exceed 35” in height by 44” in length and centered vertically and horizontally within the 41” x 50” pre-defined sign band.

SUITE B:

Tenants are allowed one (1) wall sign not to exceed 19” in height by 11’ in length and centered vertically and horizontally within the 2’3” x 12’ pre-defined sign band.

SUITE C:

Tenants are allowed one (1) wall sign not to exceed 16” in height by 15’ in length and centered vertically and horizontally within the 1’8” x 16’ pre-defined sign band.

HANGING PEDESTRIAN SIGNAGE:

In addition to the one (1) wall sign, each tenant is allowed one (1) hanging pedestrian sign. These signs are to be attached perpendicularly to the façade and are allowed to extend up to 4' from the façade. Signs shall be made of either wood or metal and hang from a decorative metal bracket with raised lettering of similar material(s). Sign area shall not exceed 2' in height by 3' in length. (Examples of acceptable design styles are provided at the end of this document).

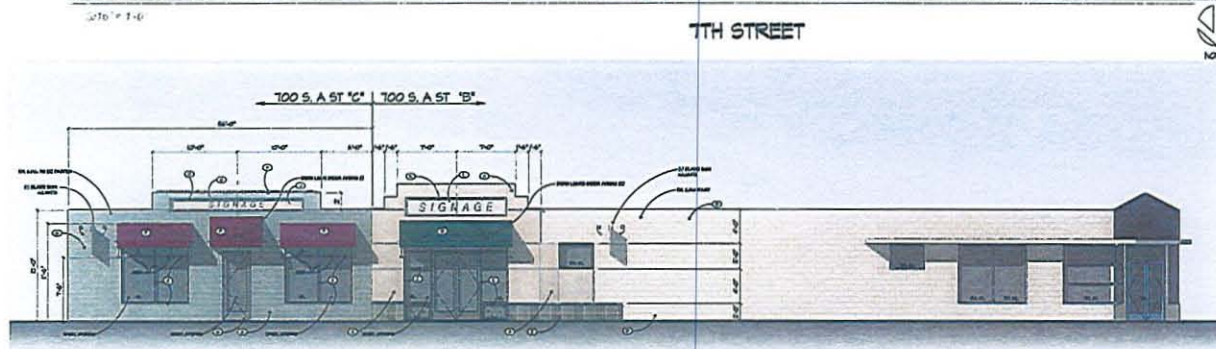
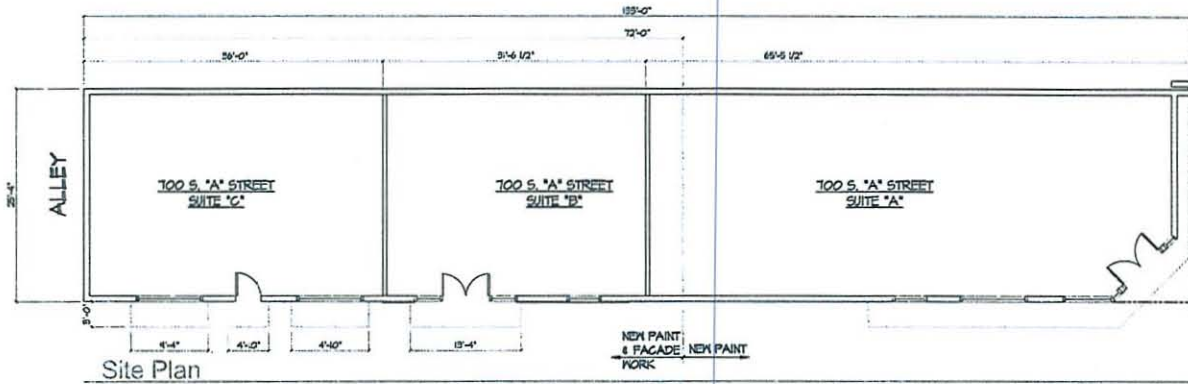
These represent the maximums; the landlord reserves the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded).

All signs shall comply with the requirements of Article IX, Advertising Signs, of the Oxnard Municipal Code Book, the City's Sign Ordinance for the CBD Zone, as well as with the requirements of this sign program.

UNACCEPTABLE SIGNAGE:

1. Letters painted directly onto the building.
2. Illuminated sign cabinets with plastic faces.
3. Signs that flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
4. Banners, posters or window signs, temporary in nature, shall not be considered permanent signage, and shall be removed by the tenant when requested by the Landlord and/or The City of Oxnard.

ELEVATION & SITE PLAN:



- Materials Legend
- 700 "B" S. A Street.
- A. Slates: La Haza X270 Trabuco (light sand)
 - B. Awning: Sunbrella 88037 Forest Green
 - C. Storefront Frames: Dunn Edwards DE 6231 "Shaker Grey"
 - D. Paint (g) block: Dunn Edwards DEC 748 "Oyster"
 - E. Tile (g) base: Dal Tile C552 Cordovan Slate
 - K. Sign Paint: Dunn Edwards DE 6230 "Center Ridge"
 - L. Sign Paint: Dunn Edwards DEC 773 "Heather"
- 700 "C" S. A Street.
- F. Awning: Sunbrella 88031 Burgundy
 - G. Paint (g) block: Dunn Edwards DEC 777 "Meadowood"
 - H. Storefront Frames: Dunn Edwards DEC 778 "Boxwood"
 - J. Sign Paint: Dunn Edwards DEC 752 "Beechwood"

North Facade Remodel
700 S. A St
Oxnard, CA

Calculations- Proposed Signage
 Suite B- 2'3" x 12' = 27' + 2'x3' Blade Sign= 32 Square Feet of Signage
 Suite C- 1'8" x 16' = 26.6 + 2'x3' Blade Sign= 32.6 Square Feet of Signage.
Calculations- Allowed Signage
 Suite B- 31 feet of frontage, x2 square feet= 62 square feet allowable signage.
 Suite C- 36 feet of frontage, x2 square feet. =72 square feet allowable signage

F & A
 FAULCONER
 ASSOCIATES
 ARCHITECTS & PLANNERS

ELEVATION & SITE PLAN (Continued):



SIGN



ACCEPTABLE LETTER STYLES (FONTS):

Central Business District – Times New Roman

Central Business District – Garamond

Central Business District – Book Antiqua

Central Business District – Monotype Corsiva

ACCEPTABLE DESIGNS FOR HANGING PEDESTRIAN SIGNS:

