

MASTER SIGN PROGRAM

PREPARED FOR:
Espino Plaza
544 – 550 So. A Street
Oxnard, CA 93030



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



December 18, 2009

The purpose of this sign program 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.

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 Espino Plaza, must be fully licensed, bonded and have workers compensation and liability insurance. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

Landlord Address: Espino Plaza
 c/o ESL Properties
 2411 Hill Rose Place
 Oxnard, CA 93036
 Ph: (805) 432-2575

ELEVATION	FRONTAGE	MULTIPLIER	TOTAL
A Street	60	x2	120
Alley	60	x.5	30
Total allowed per code			<u>150</u>

ADDRESS	ATTACHED	ATTACHED	WINDOW	PEDESTRIAN	TOTAL	
	A St	Alley				
544	20	2.5	5	10	37.5	
546	20	2.5	5	10	37.5	
548	20	2.5	5	10	37.5	
550	20	2.5	5	10	37.5	
Total allowed per sign program		80	10	20	40	<u>150</u>

All numbers represent the maximum square footage allowable per sign type.

ATTACHED FASCIA SIGNAGE (A Street ELEVATION):

- Primary Copy: Must be black in color.
- Subordinate Copy: Must be Dunn Edwards #6091 “Red Hook” or Dunn Edwards #5020 “Mahogany Cherry” with white copy.
- Logos: Colors are limited to black, Dunn Edwards #6091 “Red Hook”, Dunn Edwards #5020 “Mahogany Cherry” and white.
- Manufactured of:
 - ¼” aluminum with ½” spacers or
 - 1” Signfoam, Sintra (PVC) or equivalent mounted flush.
- Limited to **20” in height and 20 sqft.**

HANGING PEDESTRIAN SIGNAGE (BLADE SIGN):

Each tenant is allowed one (1) double-faced hanging pedestrian sign. These signs are to be attached perpendicularly to the façade where shown. See detail page for additional information.

WINDOW SIGNAGE

Window signage is limited to 5 square feet per tenant and must not exceed 20% of the window. Window signage may not include phone numbers.

TENANT IDENTIFICATION SIGNAGE (Alley):

- Manufactured of 1” routed Signfoam or sandblasted wood with raised border and copy mounted flush.
- Black border and sides, with a Dunn Edwards #6091 “Red Hook” or Dunn Edwards #5020 “Mahogany Cherry” background and white copy.
- Text is limited to address and tenant name.
- Limited to **12” in height and 2.5 sqft.**³

ACCEPTABLE LETTER STYLES (FONTS)

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).

UNACCEPTABLE SIGNAGE

- Awnings signage and/or letters painted directly onto the building.
- Sign cabinets.
- Signs that flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
- Banners unless otherwise approved through a Temporary Use Permit
- Telephone numbers.
- Fluorescent colors or paints.
- Phone numbers.

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). **See allocation table for maximum allowable square footage per tenant per sign type.**

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.

West Elevation



All wall signs to be centered vertically and horizontally as shown.

Window Sign
Each 5sf



721 Commercial Ave. Oxnard, CA
Office 805-485-3411 Fax 805-487-8774
www.VogueSigns.com

GRAPHIC SKETCH

Job Name:	Esapino Plaza
Date:	
Address:	544-550 S. A St.
City, State:	Oxnard, CA 93030
Scale:	1/8" = 1'-0"
Salesperson:	
Drawn by:	JASON K. HAMPTON
Page:	

rev 3

CUSTOMER APPROVAL
COPY, COLORS & SIZE

SIGNATURE _____ DATE _____

LANDLORD APPROVAL

SIGNATURE _____ DATE _____

VOGUE SIGN INC. WILL ONLY CONNECT TO EXISTING DEDICATED SIGN CIRCUIT PER ARTICLE 600 OF THE NEC. PRIMARY ELECTRICAL TO SIGN LOCATION IS THE RESPONSIBILITY OF CUSTOMER.

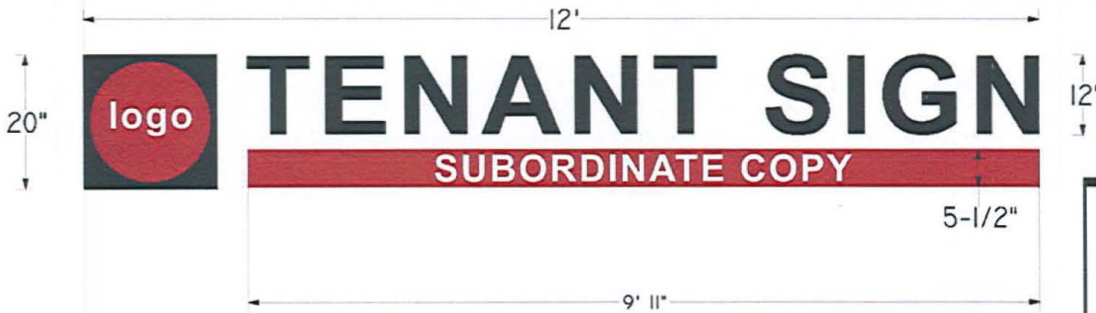




Surveying - Research - Creation of Plan
These Plans Are Exclusive Property of Vogue Signs Inc. And Are The Result of Original Work of Its Employees. They Are Submitted To Your Company For The Sole Purpose Of Your Consideration Of Whether To Purchase From Vogue Signs Inc. Signs Manufactured According 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 One Embodied Herein, is Expressly Forbidden. In The Event That Such Event or Exhibition Occurs, Vogue Signs Inc. Will Charge \$1,500 In Compensation For Time And Effort In The Surveying, Research and Creation Of Plans.

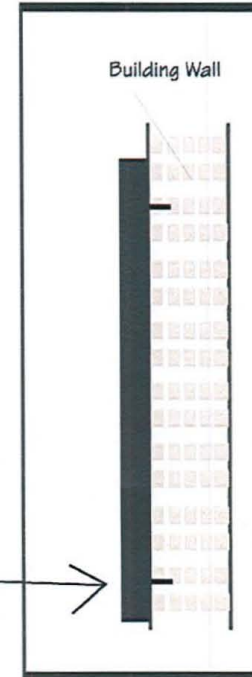
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West Elevation



ATTACHED FASCIA SIGNAGE (A Street ELEVATION):

- Primary Copy: Must be black in color
- Subordinate Copy: Must be Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" with white copy.
- Logos: Color are limited to black, Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" and white.
- Manufactured of:
 - o 1/4" aluminum with 1/2" spacers or
 - o 1" Signfoam, Sintra (PVC) or equivalent mounted flush.
- Limited to 20" in height and 20 sqft



Vogue
SIGN COMPANY
721 Commercial Ave. Oxnard, CA
Office 805-485-3411 Fax 805-487-3774
www.VogueSigns.com

GRAPHIC SKETCH

Job Name: Espino Plaza
Date:
Address: 544-550 S. A St.
City, State: Oxnard, CA 93030
Scale: N15
Salesperson:
Drawn by: JASON K. HAMPTON
Page:

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CUSTOMER APPROVAL COPY, COLORS & SIZE

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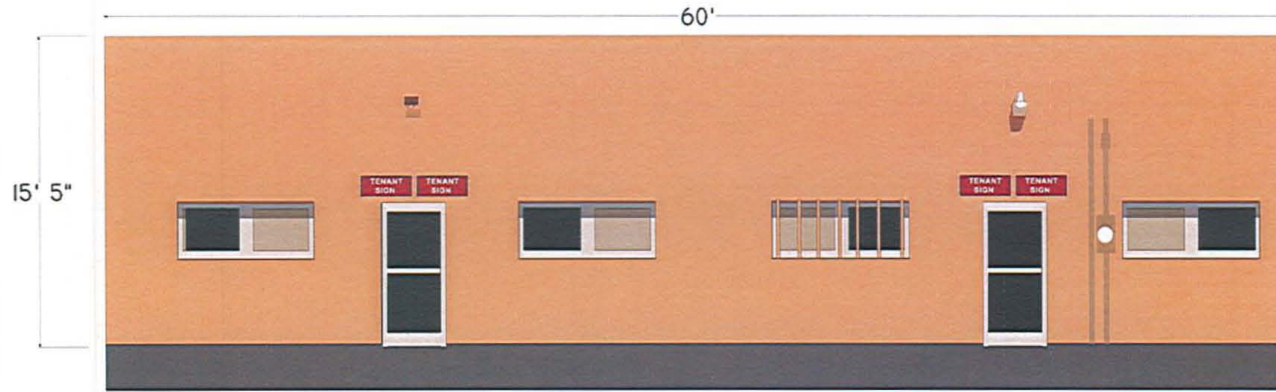
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East Elevation



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Office: 805-485-3411 Fax: 805-487-8774
www.VogueSigns.com

GRAPHIC SKETCH	
Job Name:	Egipso Plaza
Date:	
Address:	544-860 S. A St.
City, State:	Oxnard, CA 93030
Scale:	NTS
Salesperson:	
Drawn by:	JASON K. HAMPTON
Page:	

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CUSTOMER APPROVAL
COPY, COLORS & SIZE

SIGNATURE _____ DATE _____

LANDLORD APPROVAL

SIGNATURE _____ DATE _____

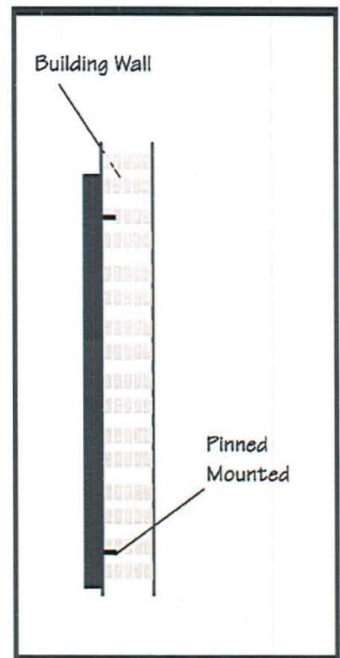
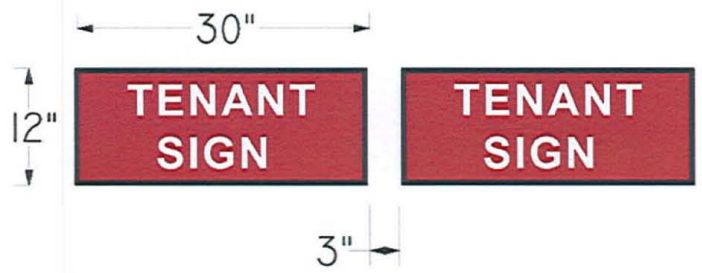
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East Elevation



TENANT IDENTIFICATION SIGNAGE (Alley):

- Manufactured of 1" Routed Signfoam or sandblasted wood with raised copy and border mounted flush.
- Black border and sides, with a Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" background and white copy.
- Text is limited to address and tenant name.
- Limited to 12" in height and 2.5 sqft

721 Commercial Ave. Oxnard, CA
Office: 805-485-3411 Fax: 805-487-8774
www.VogueSigns.com

GRAPHIC SKETCH

Job Name:	Espino Plaza
Date:	
Address:	544-560 S. A St.
City, State:	Oxnard, CA 93030
Scale:	NIS
Salesperson:	
Drawn by:	JASON K. HAMPTON
Page:	

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COPY, COLORS & SIZE

SIGNATURE _____	DATE _____
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LANDLORD APPROVAL

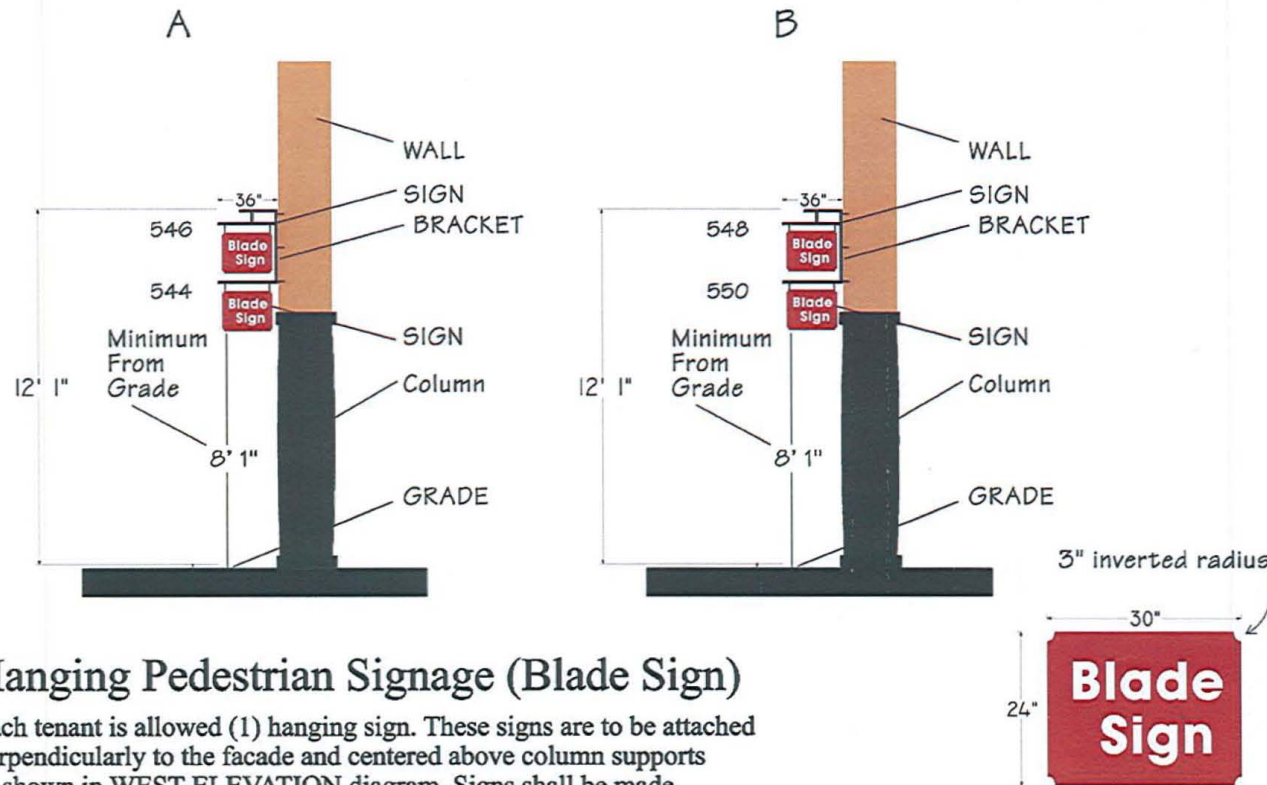
SIGNATURE _____	DATE _____
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Hanging Pedestrian Signage (Blade Sign)



Hanging Pedestrian Signage (Blade Sign)

Each tenant is allowed (1) hanging sign. These signs are to be attached perpendicularly to the facade and centered above column supports as shown in WEST ELEVATION diagram. Signs shall be made of 3/4" MDO wood painted Dunn Edwards DE6091 "Red Hook" or Dunn Edwards DE5020 "Mahogany Cherry" with black or white vinyl graphics and attached to the sign bracket using eye bolts and "S" hooks with a maximum drop of 4".

Vogue SIGN COMPANY
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GRAPHIC SKETCH

Job Name: Espino Plaza
 Date:
 Address: 544-550 S. A St.
 City, State: Oxnard, CA 93030
 Scale: NTS
 Salesperson:
 Drawn by: JASON K. HAMPTON
 Page:

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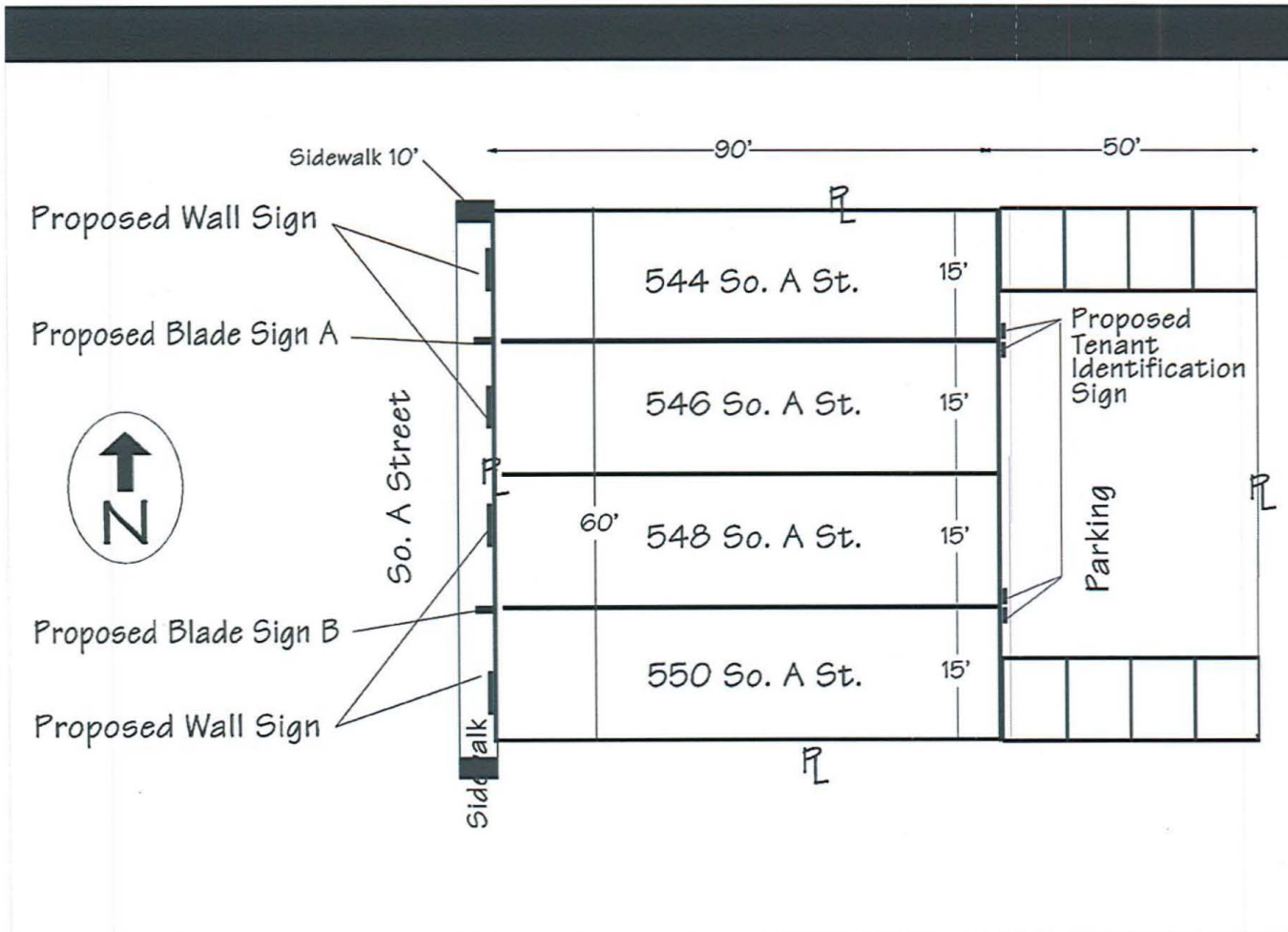
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SA UL WSA
 INSTALL IN ACCORDANCE WITH E.C.

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ACCEPTABLE LETTERS STYLES (FONTS)

Central Business District - Times New Roman

Central Business District – Garamond

Central Business District – Book Antiqua

Central Business District – Cheltenham BT

Central Business District – Windsor Lt

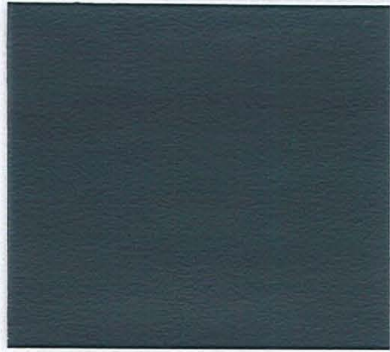
Central Business District - Tribune

Central Business District – Kaufmann BT

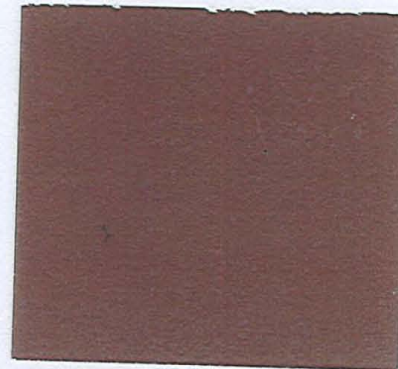
Central Business District – Monotype Corsiva

Central Business District – StageCoach

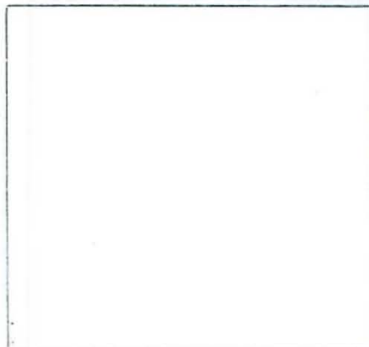
Central Business District –
UniversityRoman BD



Matthews Satin Black



Dunn Edwards DE# 6091 "Red Hook"



White



Dunn Edwards DE# 5020 "Mahogany Cherry"



PZ 09-110-18

Espino Plaza
544-550 S. A St
Oxnard, CA 93030

