

August 17, 2005

2500 VINEYARD BUILDING SIGN CRITERIA

General Requirements:

- 1 Tenant shall submit two copies of scale drawings for proposed sign to the Landlord for approval, showing the sign layout to scale, and include the sizes, colors, materials, and sign locations on the building. One copy (with Landlord name, signature and date) will be returned to the applicant to submit to the City to obtain Sign Permits. Send plans for approval to:
Dan Frederickson
2500 Vineyard, L.L.C.
2151 Alessandro Dr. #145
Ventura, CA 93001
- 2 Landlord approval must be obtained prior obtaining City permits. Applicant shall provide one set of plans approved by the Landlord with plans submitted to the City for Permits. Landlord reserves the right to administer and interpret these Criteria for his building, with any changes or exceptions to be submitted by the Landlord to the City for review and approval.
3. Landlord shall allow two signs (for up to two separate tenants) on the building's South upper fascia and two signs (for up to two separate tenants) on the West upper fascia, to approved eligible tenants. Signs will not be approved for the North or East fascias. Overall square footage for signs on both fascias shall not exceed 410 square feet, as approved by the City of Oxnard Planning Department.
- 4 Only tenants with sign rights authorized by lease agreement are to be allowed signs. Non-conforming signs will be removed at the tenant's expense. Signs approved by the Landlord, shall not be in violation of tenant lease agreements or City Ordinance restrictions.
5. Landlord may provide one (1) Monument identification sign upon which selected tenants may be identified. A 48 square foot (24SF X 2) monument sign listing approved major tenants may be approved for the Ventura Blvd. location (as indicated on the site plan). See attached detail for proposed size, materials, and details of construction.

Non Permitted Items

1. No signs of any kind shall be installed or suspended from ceilings or where not approved by the Landlord.
2. No flashing, moving or animated signs are permitted. Signs incorporation electronic message panels will require special approval.
- 3 Signs are not permitted on the lower fascias of the building or on windows.

BY:	<i>Smartu</i>
DATE:	8/19/05
CITY OF OXNARD	

Design Standards/Requirements for Tenant Signs

1. Building signs shall consist of individual internally illuminated channel letters installed directly onto the upper building fascias only. Letters shall be centered on the fascia at approved locations. Sign letters shall be face illuminated in colors and materials as approved by the landlord, according to tenant lease agreements. Landlord may make exceptions to allow non-illuminated letters, logos or other portions of the sign, if a design warrants it. On the South fascia, external raceways integrally designed for the sign(s) may be utilized, because of accessibility problems at this location. Such raceways at this location shall be designed to integrate with the sign design itself, where possible.
2. Sign Text on the building channel letters shall normally be no larger than 36" in height, and confined to one line of text, unless Landlord deems an exception. Landlord reserves the right to allow tenant special branding which may include logos, integrated raceways or logo elements and /or registered copyrighted lettering and colors, providing the sign does not exceed the overall square footage allowed per tenant lease agreement and City code, and can be properly installed and serviced.

Construction and Installation requirements:

1. All work to fabricate and install signs shall be contracted and paid for by the tenant using a State of California licensed Sign contractor.
2. Signs shall be manufactured and installed in accordance with all applicable City Codes and Ordinances. Electrical signs must be UL approved.
3. Building penetrations through the face of the building shall be properly sealed and waterproofed to prevent water or moisture infiltration.
4. Tenant is responsible for the proper installation of the sign on the building, and remains responsible to maintain the sign in serviceable condition. Tenant is also responsible for sign removal and restoration of the building fascia to its original condition and the end of the tenant's lease period.
5. Licensed sign contractors working on the building are required to carry proper property and public liability insurance as well as worker's compensation insurance. Certificates of insurance provided by the Sign Contractor are required prior to any work approved on the building.

Landlord

Tenant

SIGNAGE TABULATION

Allowed Signage Tabulations: (subject to Landlord distribution)

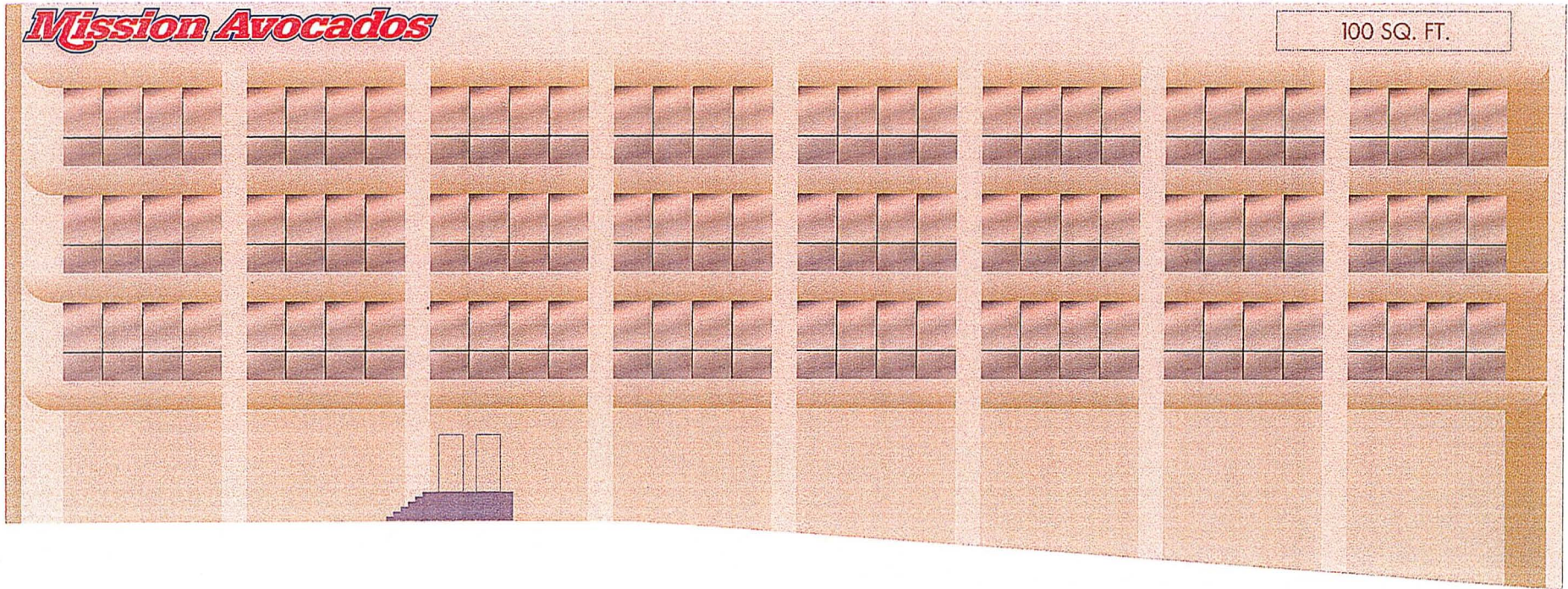
South (Freeway) Frontage	250SF
West (Vineyard) Frontage	112SF
1 25 ²⁴ Square Foot Monument Sign	48SF
TOTAL SIGNAGE ALLOWED	410SF

Proposed Signage Allotment (subject to Landlord distribution)

West Fascia (along Vineyard)	Future tenant up to	112SF
South Fascia (facing Freeway)		
Mission Avocados		150SF
Future tenant	Future tenant up to	100SF
East Fascia (facing Ventura Blvd.)		0SF
North Fascia (facing mountains)		0SF
Monument Sign along Ventura Blvd.		48SF
Address numbers		(exempt)
TOTAL SIGN ALLOTTMENT		410 SF

SOUTH ELEVATION

250 SQ.FT. TOTAL
 For South Fascia
 CENTERED ON UPPER FACIA
 AT BOTH ENDS OF BUILDING

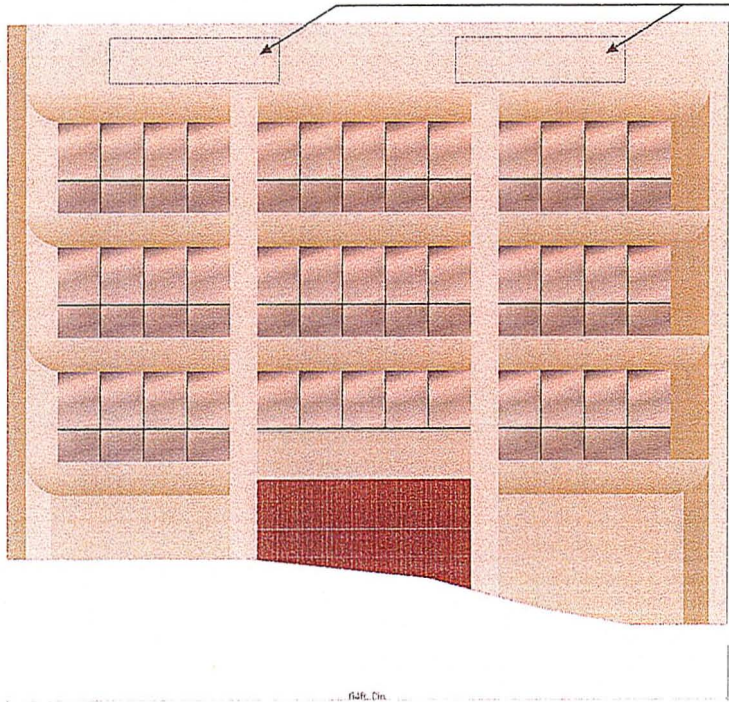


MEMBERS OF 	These plans are exclusive property of VOGUE SIGN INC. and are the result of the original work of its employees. They are submitted to your Company for the sole purpose of your consideration of whether to purchase these plans or to purchase from VOGUE SIGN INC. signs manufactured according to these plans. Duplication 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 prohibited. In the event that such exhibition occurs, VOGUE SIGN INC. reserves the right to be reimbursed \$500.00 as compensation for time and effort in the surveying, research and creation of these plans. © Copyright 2005, by Vogue Sign Inc.	 INSTALL IN ACCORDANCE WITH N.E.C.	CUSTOMER APPROVAL COPY, COLORS & SIZE Signature _____ Date _____ VOGUE SIGN INC. does NOT provide primary electrical to sign location RESPONSIBILITY OF OTHERS	 721 Commercial Ave. - Oxnard, CA 91305 (095) 485-3411 FAX (095) 4073774 www.voguesigns.com	Job Name: Mission Avocado	REVISIONS Δ 7-05-05 Δ Δ 7-12-05 Δ Δ Δ	Drawing # 05-012
					Address: 2500 Vineyard		Date: 5-01-05
				City, State: Oxnard, Ca		of:	
				Salesperson: Ron Wilkinson		CITY OF OXNARD	
				Drawn by: <i>Rocco III</i>		DATE:	
				Scale: 1" to 12.54"		BY:	

APPROVED
 BY: *S. M. F. D.*
 DATE: *6/10/05*
 CITY OF OXNARD
 PLANNING

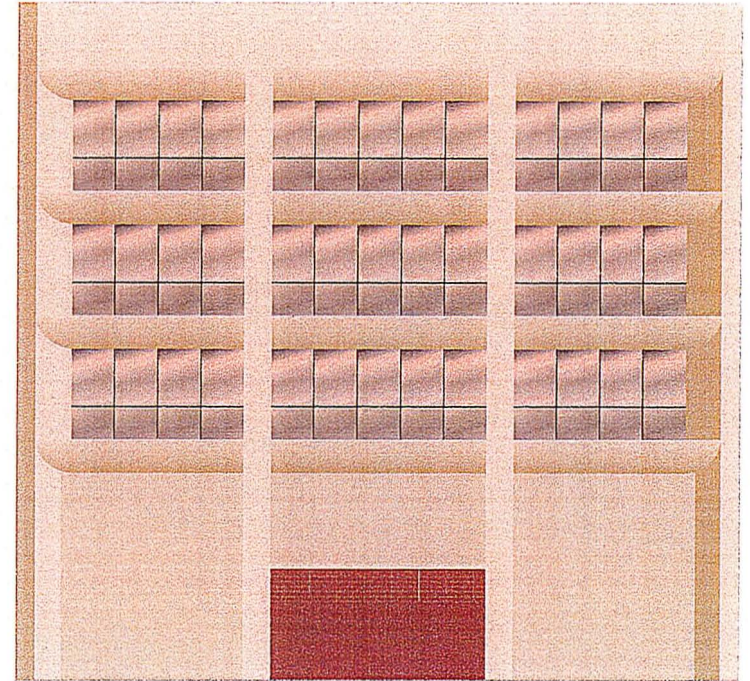
APPROVED
 CITY OF OXNARD
 PLANNING

WEST ELEVATION

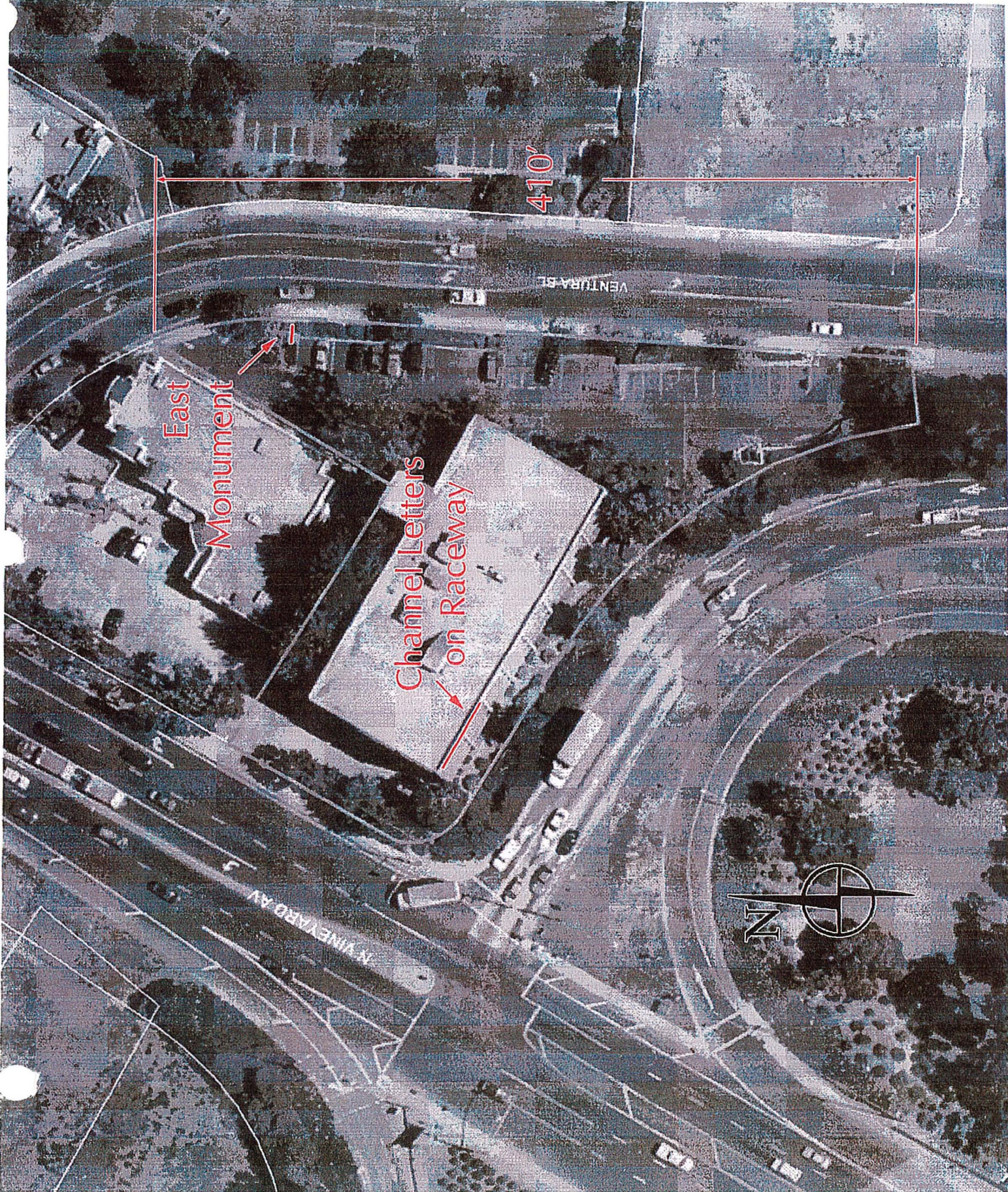


SIGN LOCATIONS
 UP TO TWO SIGNS
 112 SQ. FT. TOTAL
 (WEST ELEVATION ONLY)
 CENTERED VERTICALLY ON
 UPPER FACIAS

EAST ELEVATION



MEMBERS OF ISA WISA INTERNATIONAL SIGN ASSOCIATION	These plans are exclusive property of VOGUE SIGN INC. 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 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 ones embodied herein, is expressly forbidden. In the event that such violation occurs, VOGUE SIGN INC. expects to be reimbursed \$500.00 in compensation for time and effort in the surveying, research and creation of these plans. © Copyright 2005, by Vogue Sign Inc.	INSTALL IN ACCORDANCE WITH N.E.C.	CUSTOMER APPROVAL COPY, COLORS & SIZE Signature _____ Date _____ VOGUE SIGN INC. does NOT provide primary electrical to sign location RESPONSIBILITY OF OTHERS	VOGUE SIGN COMPANY 751 Commercial Ave., Oxnard, CA 93022 (805) 359-3411 FAX (805) 4370773 www.voguesigns.com	Job Name: Mission Avocado Address: 2500 Vineyard City, State: Oxnard, Ca Salesperson: Ron Wilkinson Drawn by: <i>Rocco III</i>	Date: 5-01-05 Scale: 1" to 12.54'	REVISIONS Δ 7-03-05 Δ Δ 7-12-05 Δ Δ Δ	Drawing # 05-012 Sheet: _____ of _____
					FINAL APPROVED BY: <i>S. Wilkes</i> DATE: <i>8/19/05</i> CITY OF OXNARD PLANNING			



410'

East Monument

Channel Letters on Raceway



VENTURA ST

KIMMELARD AV