FOOD 4 LESS GATEWAY PLAZA



MASTER SIGN PROGRAM

SWC of Vineyard & Esplanade, Oxnard, CA

JULY 15, 2015



AMENDMENTS

Amendments to the sign program

04/30/19 - Master Sign Package has been modified to add additional tenant signage. There will now be signage for Building B-1, Building B-2 and Building B-3. Their respective Lineal Feet, Square Feet Allowed and Allocated values have also been updated. The Food 4 Less Gateway drawings have been updated to show these changes.

OBJECTIVE, GUIDELINES, & REQUIREMENTS

A OBJECTIVE

This Master Sign Program establishes sign design guidelines that comply with the City of Oxnard Zoning Code. In addition, it provides standards and specifications to assure continuity in quality and placement for The Food 4 Less Gateway Plaza.

B GENERAL GUIDELINES

- Each tenant shall submit a detailed drawing of their proposed sign to the management company. Indicate conformance with the sign criteria herein outlined. (3) Three sets of detailed drawings shall be submitted to the landlord for approval.
- 2) Tenant shall submit the sign drawings approved by the management to the City of Oxnard Planning and Building Divisions for plan review and all required permits prior to start of any sign construction.
- 3) Tenant shall pay for all signs, installation, cleaning, maintenance, and repairs.
- 4) Tenant shall provide repair service within five (5) days of any malfunction, vandalism, or breakage. Unsafe conditions to be addressed immediately.
- 5) Tenant shall pay for electrical service / connection(s) to tenant' sign(s) as required.
- 6) Tenant shall obtain all necessary approvals and permits prior to installation of any and all signs.
- 7) The tenant shall be responsible for fulfillment of all requirements of his/her criteria.
- 8) Tenant's sign contractor shall repair any damage to landlord's building caused by his/her work. Damage that is not repaired by the sign contractor shall become the tenant's responsibility to correct to landlord's satisfaction.
- 9) Tenants are responsible for the removal of all signs, repair to building including patch & paint to match within ten (10) days of vacating.

C REQUIRED SUBMITTALS

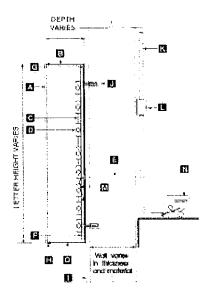
- 1) Within 30 days after approval of the concept design by landlord, tenant shall cause tenant's sign contractor to prepare and submit to landlord's representative for approval of the following:
 - a. Three (3) sets of complete detailed shop drawings based on the concept drawings.
 - b. Drawings shall include building and structural (where needed) calculations, details of required building penetrations for signage attachment and methods of patching / weatherproofing such penetrations.
 - c. Site plan showing store location, proposed signs and lineal building frontage.
 - d. Architectural elevations to scale showing all sign related dimensions.
 - e. A colored elevation drawing of the proposed signage showing dimensions, materials, color, sufficient to verify compliance with sign program.
 - f. Construction details of typical sections of all applicable signs.
 - g. Method of attachment & wiring.
 - h. Grounding method.
 - i. Tenants are required to provide a copy of permits and final permit inspection sign off for the signs.
 - j. Insurance certificate naming the landlord and its representatives as additional insured. Minimum of 3,000,000.00 aggregate for general liability, workers compensation and auto.
- 2) Landlord's representative and its consultants shall review and provide tenant with written approval, conditional approval or disapproval of the shop drawings within 15 days after receipt thereof from tenant's sign contractor.
- 3) If landlord's representative disapproves or conditionally approves the shop drawings, landlord's representative shall note on a set of the shop drawings or separately by reasons for such disapproval or conditional approval, and thereafter landlords representative, tenant and tenant's sign contractor shall consult and or meet as necessary to achieve approvable shop drawings.

D DESIGN GUIDELINES

- 1) Freestanding Plaza Pylons & Monument (sign type 2 & 3)
 - a. Landlord shall supply two (2) plaza monuments (sign 2) & one (1) freestanding pylon sign for eligible tenants.
 - b. Eligible tenants shall be provided with (2) two panels (one on each side) on the sign.
 - c. Landlord shall designate tenant location on monument & pylon signs.
 - d. The design copy should only be their trade name as it appears on the business license.
 - e. Tenants shall be responsible for the fabrication and installation of such panels.
 - f. 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.
 - g. Height of freestanding sign (pylon #3) shall not exceed 24 feet and the sign area shall not exceed 300 sq. ft.
 - h. Onsite freestanding signs shall be located in a planted landscape island, which is at least equal in area to the sign but not to exceed 200 sq. ft.
- 2) Window Signs (Any sign printed, attached, glued, or affixed to or located behind and within two feet of a window and designated to be viewed from adjoining streets, sidewalks, malls or parking lots available for public use.)
 - a. Window signs shall not cover more than 20% of any window of the ground floor.
 - b. Window sign shall be in good taste and must be approved by landlord.
 - c. Neon signs are allowed as long as permitted by the landlord and comply with City of Oxnard sign regulations.
 - d. Other window treatments shall be approved by the landlord and must be in keeping with City of Oxnard sign code.
 - e. Window signs are included in each tenant's total allowable signs area.
- 3) Building Signs
 - a. (2) Two sq. ft. per lineal foot of building on Principle Street.
 - b. Signs shall consist of LED internally illuminated channel letters with acrylic faces.
 - c. Logos shall be permitted with landlord approval. The logo width shall not exceed (2) two times the logo height. Logos shall be channel construction similar to letters.
 - d. Signs shall consist of single face, individual channel letters with 1" trim caps. The channel shall not exceed 5" dcpth.
 - e. Plastic face colors shall be subject to landlord's discretion.
 - f. Tenants shall display their established trade names or their basic product name. No tagline shall be used unless approved by the landlord in writing..
 - g. Regionally and nationally registered trademarks and name which require deviation from the outlined sign criteria shall be approved on a case by case by the landlord. This will be subject to city of Oxnard zoning code.
 - h. Signs may not exceed 10% of any building wall.
 - I. No individual sign or group of signs on one building face or canopy face of any business shall exceed 300 sq. ft., except as provided below.
 - j. Attached signs may exceed 300 sq.ft. in accordance with the graph (see attachment city ordinance, Sec. 16-608(B)(1), (B)(2) below where major buildings have in excess of 40,000 sq.ft. of floor area where such building is set back more than 150 ft. from the street; and where the bottom of the attached sign is at least 16 ft. above the average finish grade.
- 5) General
 - a. Sign area shall not be allocated between tenants, except in the case where tenant lineal frontage is amended in bldg.C. In those cases signs area shall be allocated @ 2 sq.ft, of sign area per lineal front of the new tenant space.
- 6) Gasoline Service Signs These signs are exempt from sign permits
 - a. Gasoline service stations may be permitted the following signs: 1) A red, yellow or green availability flag, 2) Gasoline price panels on gasoline pumps provided that the panels do not exceed 8 inches by 12 inches in size; and 3) not more than two signs which are either a portable, ground-mounted or landscaped monument type sign. The total combined sign area for all such signs shall not exceed 08 square feet. Such signs shall be used exclusively for displaying grades of motor fuel, prices and hours of operation. No such sign shall have a greater width than five feet or a greater height than five feet as measured from the ground. 4) The signs referred to in subsections (3) above shall be made of weather-resistant materials and not of paper, cloth or similar materials. The permitted portable ground-mounted, or landscaped ground monument sign shall not be located so as to create an obstruction to traffic visibility, shall be adequately anchored or supported to prevent overturning, and shall not be located upon or within public right-of-way. A ground-mounted or monument sign requires building permit approval.

E CONSTRUCTION GUIDELINES

- 1) Building Signs
 - a. Channel letter and returns shall be constructed of non-ferrous metal, preferably aluminum. No sheet metal letters which will rust shall be allowed.
 - b. Trim cap will be 1"
 - c. Trim cap and return color to be matching
 - d. Returns shall be 5"
 - c. Channel letter illumination to be UL recognized LED.
 - f. Illumination shall be evenly distributed not to show any "hot spots".
 - g. Tenants are responsible for all permits, fabrication and installation of the tenant's signs. In addition, tenant is responsible for any damage done by its contractor to the building.
 - h. All electrical conduits, j-box and power supply shall be made water-tight where required.
 - i. Channel letters and logos shall be affixed without visible means of attachment. In addition, stainless steel fasteners shall be used.
 - j. Underwriters Laboratory approved labels shall be affixed to all electrical fixtures.
 - k. Fabrication and installation shall comply with all national and local building and electrical codes.
 - 1. Main wiring and timer shall be the responsibility of the tenant unless otherwise specified by the landlord.
 - m. Signs shall be removed within 10 days after lessee's lease has expired and it will be the responsibility of the tenant to patch and paint the sign area and repair it to its original condition.



- A ACRYLIC FACE
- **B** ALUMINUM LETTER RETURN
- C 14 AWG POWER SUPPLY LEADS
- DLE.D
- E 14 AWG WIRE
- OPTIONAL SINTRA
- G ALUMINUM LETTER BACK
- TRIM CAP
- WALL/FASCIA
- **T** FASTENERS AS REQUIRED
- K PRIMARY ELECTRICAL
- DISCONNECT SWITCH
- M GROUND WIRE
- N L.E.D. POWER UNIT
- O DRAIN HOLES

L.E.D. CHANNEL LETTER SECTION DETAIL

ALLOWABLE SIGN AREA

ALLOWABLE SIGN AREA PER BUILDING

Sign Type 1 - Fuel Monument Sign

Sign Type 2 - Multi-tenant Monument Sign Sign Type 3 - Multi-tenant Pylon Sign w/Fuel Pricing BLDG. FRONTAGE X 2 = 2002.00 SQ.FT TOTAL ALLOCATED: 1954.02 SQ.FT.

			TOTALA	
BUILDING A PRIMARY FRONTAGE LENGTH	LINEAL FEET	SQ. FT. ALLOWED	ALLOCATED	
Facing Esplanade Dr.	94'-8" L.F.	189 SQ.FT.	160 SQ.FT.	
MILL TO TENANT BUILDING B				
MULTI-TENANT BUILDING B PRIMARY FRONTAGE LENGTH - (Set back 285')	LINEAL FEET	SQ. FT. ALLOWED	ALLOCATED	
Tenant 1 - Facing Esplanade Dr.	22' L.F.	44 SQ. FT.	40 SQ. FT.	
Tenant 2 - Facing Esplanade Dr.	22' L.F.	44 SQ. FT.	40 SQ. FT.	
Tenant 3 - Facing Esplanade Dr.	206' L.F.	412 SQ. FT.	320 SQ. FT.	
MULTI-TENANT BUILDING C				
PRIMARY FRONTAGE LENGTH - (Set back 285')	LINEAL FEET 21'-10" L.F.	SQ. FT. ALLOWED 44 SQ.FT.	ALLOCATED 44 SQ.FT.	
Tenant 1 - Facing Esplanade Dr. Tenant 2 - Facing Esplanade Dr.	20' L.F.	44 SQ.FT. 40 SQ.FT.	44 SQ.FT. 40 SQ.FT.	
Tenant 3 - Facing Esplanade Dr.	20' L.F.	40 SQ.FT	40 SQ.FT.	
Tenant 4 - Facing Esplanade Dr.	20' L.F.	40 SQ.FT	40 SQ.FT.	
Tenant 5 - Facing Esplanade Dr.	20' L.F.	40 SQ.FT	40 SQ.FT.	
Tenant 6 - Facing Esplanade Dr.	20' L.F.	40 SQ.FT	40 SQ.FT.	
Tenant 7 - Facing Esplanade Dr.	29'-8" L.F.	59 SQ.FT.	80 SQ.FT.	
BUILDING D - FOOD 4 LESS				
PRIMARY FRONTAGE (VINEYARD AVE.) LENGTH	LINEAL FEET	SQ. FT. ALLOWED	ALLOCATED	
East Elev Facing Vineyard Ave. (Set back 310')	313 L.F.	626 SQ.FT.	71110 07111110	
Main ID			193.75 SQ. FT.	
Secondary signs			122.5 SQ. FT.	
North Elev.			68 SQ. FT.	
West Attached Recycle Center Bldg. @ Rear			38 SQ. FT. 50 SQ.FT.	
(Balance can be used for Food 4 Less South elevation)			50 SQ.F1.	
(Balance can be used for 1 ood 4 2005 could dievation)				
BUILDING E				
PRIMARY FRONTAGE LENGTH	LINEAL FEET	SQ. FT. ALLOWED	ALLOCATED	
Facing Esplanade Dr.	192' L.F.	384 SQ.FT.	220 SQ.FT.	
(Balance can be used for East and/or West elevations)				
BUILDING F - FUEL STATION				
PRIMARY FRONTAGE LENGTH			ALLOCATED	
Facing Esplanade Dr.			74.25 SQ.FT.	
ALLOWABLE GROUND SIGN SQ.FT.	QUANTITY		ALLOCATED	

(1) ONE

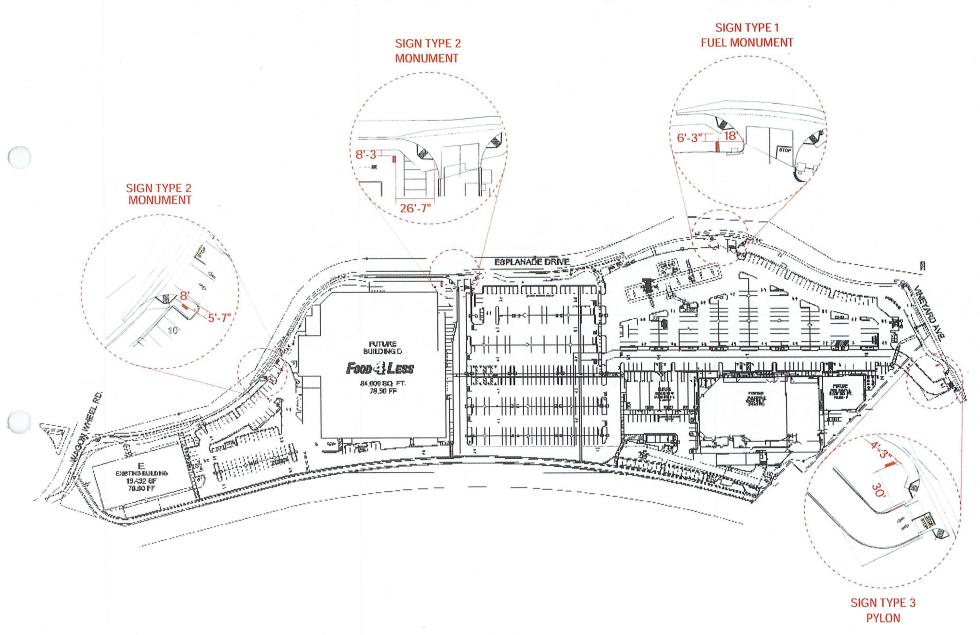
(2) TWO

(1) ONE

27.4 sq.ft. x 2 sides = 54.80 SQ.FT.

14.68 sq.ft. x 4 sides = 58.72 SQ.FT.

95 sq.ft. x 2 sides = 190.0 SQ.FT. TOTAL ALLOCATED: 1954.02 SQ. FT.



MULTI-TENANT

CONNECTED BUILDINGS A, B, C



BLDG. A - TOTAL ALLOCATED SQ. FT.: 160

BLDG. B-1 - TOTAL ALLOCATED SQ. FT.: 40

BLDG. B-2 - TOTAL ALLOCATED SQ. FT.: 40

BLDG. B-3 - TOTAL ALLOCATED SQ. FT.: 320

BLDG. C-1 - TOTAL ALLOCATED SQ. FT.: 44

BLDG. C-2 - TOTAL ALLOCATED SQ. FT.: 40

BLDG. C-3 - TOTAL ALLOCATED SQ. FT.: 40

BLDG. C-4 - TOTAL ALLOCATED SQ. FT.: 40

BLDG. C-5 - TOTAL ALLOCATED SQ. FT.: 40

BLDG. C-6 - TOTAL ALLOCATED SQ. FT.: 40

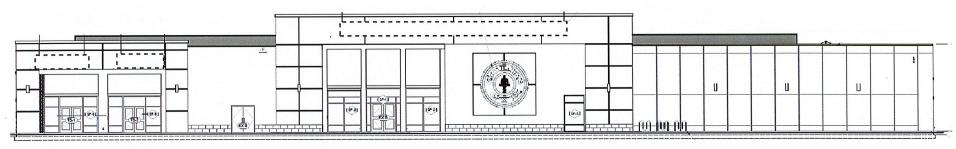
BLDG. C-7 - TOTAL ALLOCATED SQ. FT.: 40

BUILDING B

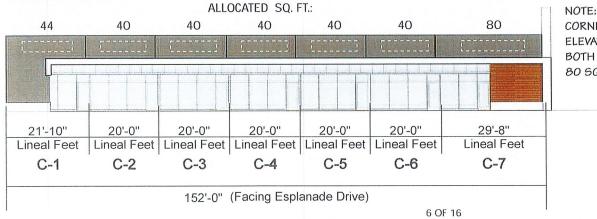
ALLOCATED SQ. FT.: 40

ALLOCATED SQ. FT.: 320

ALLOCATED SQ. FT.: 40



BUILDING C



CORNER TENANT (C-7) MAY HAVE ADDITIONAL WEST ELEVATION SIGN FACING FOOD 4 LESS PARKING LOT.

BOTH FRONT AND SIDE SIGNS SHALL NOT EXCEED 80 SQ.FT. TOTAL.

SIGNAGE AREA SHOWN FOR LOCATION PURPOSES ONLY.
ALLOWABLE SIGN AREA AND DESIGN MUST COMPLY
WITH ALL ASPECTS OF THE SIGN PROGRAM

FOOD 4 LESS BUILDING D **TOTAL ALLOCATED SQ. FT.: 399.5** SIGNAGE AREA SHOWN FOR LOCATION PURPOSES ONLY. ALLOWABLE SIGN AREA AND DESIGN MUST COMPLY **TOTAL MAIN ID SIGN SQ. FT.: 298.8** WITH ALL ASPECTS OF THE SIGN PROGRAM **TOTAL SECONDARY SIGN SQ. FT.: 122.5** SECONDARY CHANNEL LETTERS MAIN ID LETTER SETS TOTAL: 193.75 SQ. FT. (24" HEIGHT MAX.) SHALL NOT EXCEED 10% OF SIGNABLE AREA: 238,75 SQ. FT. 2'-0" X 22'-4" = 44.6 SQ. FT. **BUILDING D - EAST (FACING VINEYARD)** 2'-0" X 22'-5" = 44.8 SQ. FT. MAIN ID CHANNEL LETTER SET-PRIMARY FRONTAGE 6'-0" X 32'-3.5" = 193.75 SQ. FT. 2'-0" X 16'-7" = 33.1 SQ. FT. 79'-7' TOTAL: 122.5 SQ. FT. Food 4 Less III 313'-0" (Facing Vineyard Ave.) **BUILDING D - NORTH (FACING ESPLANADE)** MAIN ID CHANNEL LETTER SET 4'-0" X 16'-10" = 67.3 SQ. FT. Food Less 260'-0" (Facing Esplanade Drive) 46' ATTACHED RECYCLE **CENTER @ SOUTH (REAR)** Secveling Center BUILDING D - WEST (FACING BLDG. E) ALLOCATED SQ. FT.: 50 MAIN ID CHANNEL LETTER SET (OPTIONAL) $3'-0'' \times 12'-7'' = 37.75 \text{ SQ. FT.}$

MAIN ID CHANNEL LETTER SETS

32'-3 1/2"

LINEAL CHANNEL LETTER 9ET
6'-0" X 32'-3 1/2" = 193.75 9Q. FT.

LINEAL CHANNEL LETTER SET 4'-0" X 16'-10" = 67.3 SQ. FT. 16'-10" 4'-0" RETURNS MAINTED BLACK EXISTING VOLL 12'-7" LINEAL CHANNEL LETTER SET (OPTIONAL) 3'-0" X 12'-7" = 37.75 SQ. FT. LED'S **ACRYLICIPACE** 3'-0" TRACEMODI-WEEP HOLE COVER 2465 YELLOW ACRYLIC WHITE ACRYLIC WITH BLACK DROP SHADOW JEWELITETRIMCAP MLACK BLACK ALUMINUM RETURNS & BACKS **BLACK ALUMINUM RETURNS & BACKS** LETTER DETAIL **BLACKTRIM CAP BLACKTRIM CAP**

22'-4"

LINEAL CHANNEL LETTER SET 2'-0" X 22'-4" = 44.6 SQ. FT.

SERVICE MEAT 1.0.2

22'-5"

LINEAL CHANNEL LETTER SET 2'-0" X 22'-5" = 44.8 SQ. FT.

FRESH BAKERY

16'-7"

LINEAL CHANNEL LETTER SET 2'-0" X 16'-7" = 33.1 SQ. FT.

FRESH DEL 10-12



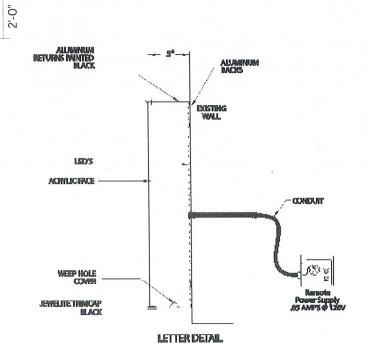
.177 2793 RED ACRYLIC FACE



1" RED JEWELITE



BLACK RETURNS



TOTAL ALLOCATED SQ. FT.: 220

BUILDING E - North



BUILDING E - East



BUILDING E - West Facing Wagon Wheel (elevation not shown)

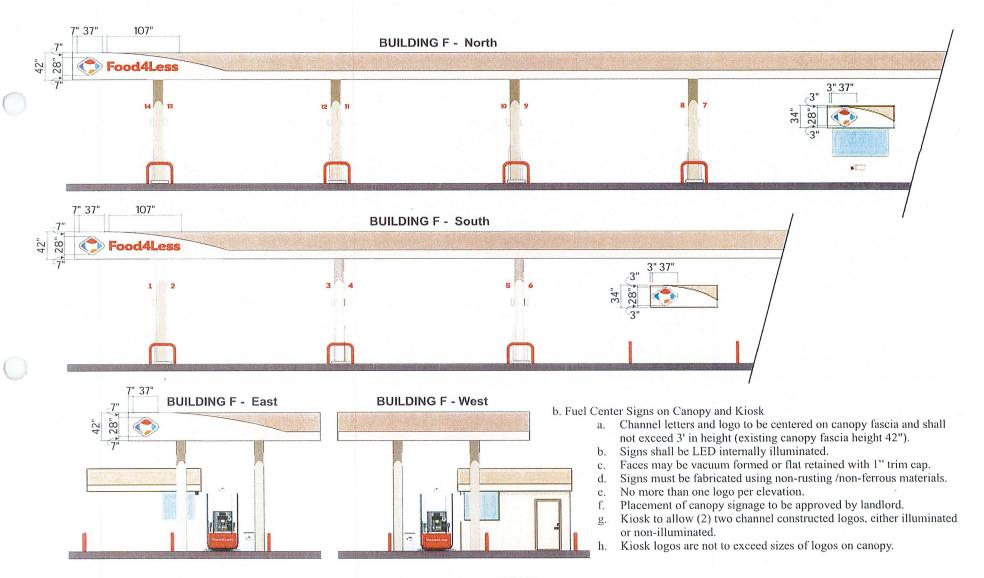
SIGNAGE AREA SHOWN FOR LOCATION PURPOSES ONLY.
ALLOWABLE SIGN AREA AND DESIGN MUST COMPLY
WITH ALL ASPECTS OF THE SIGN PROGRAM

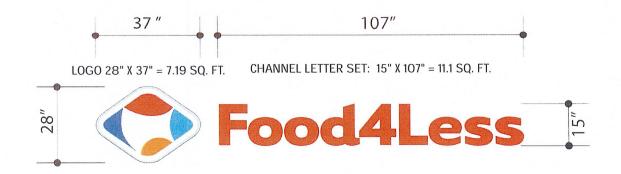
FUEL STATION CANOPY & KINSK

Fuel Station

- a. Tenant identification, kiosk & canopy frontage
 - I. Kiosk flush mount
 - ii. Canopy flush mount

TOTAL ALLOCATED SQ. FT.: 74.25 TOTAL PROPOSED SQ. FT.: 58.15





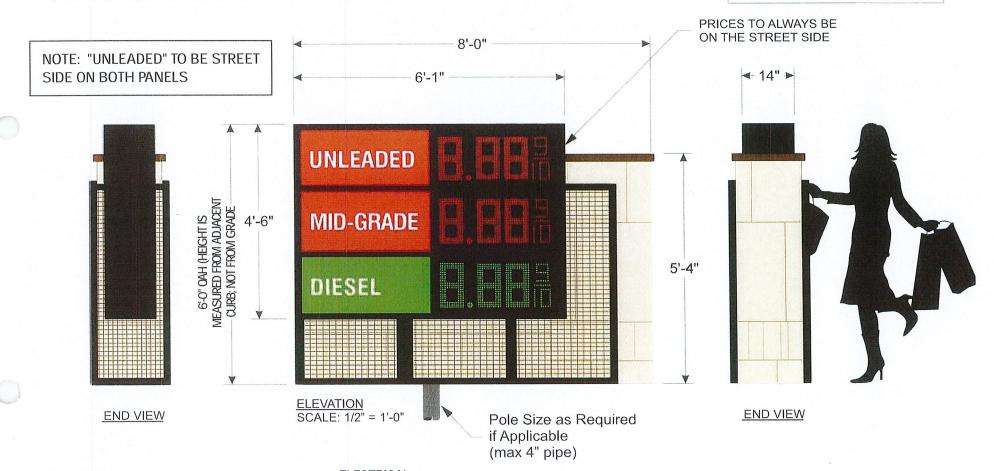
FUEL STATION - ON SITE

MONUMENT SIGN 1

FUEL PRICER CABINET 4'-6" X 6'-1" = 27.4 SQ. FT.

GRAND TOTAL SQ. FT. X 2 SIDES: 54.8 SQ. FT.

TOTAL ALLOCATED SQ. FT.: 55
TOTAL PROPOSED SQ. FT.: 54.8



CONSTRUCTION:

- Fabricate a triple product D/F LED price sign; using LED pricer units, (4x) red & (2x) green.
- Illumination: 24VDC LED backlighting.
- Cabinet: painted black.
- Commodity panels:

.177" white acrylic decorated with 3M 3630 scotchcal film 1st surface

- Red, 3630-33
- Green, 3630-26

ELECTRICAL:

120 VAC, Total circuits 2, 10A recommended Circuit 1 (LIGHTS) 2A
Circuit 2 (LED price) 3A

SPECIFIC

SPECIFICATION - SIGN TYPE 1

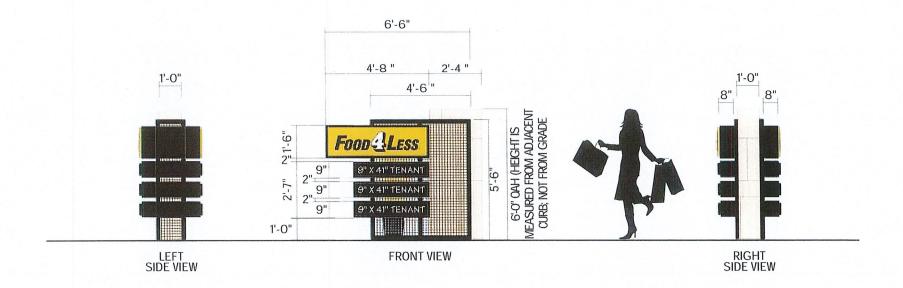
(1) One internally illuminated 6'-0"(h) x 6'-1" '(w) fuel monument display to be constructed using non-rusting/non-ferrous materials with LED pricing.

MULH-TENANT

MONUMENT SIGN 2

MAIN ID CABINET 1'-8" X 4'-8" = 7 9Q. FT.
TENANT PANELS 9" X 41" = 2.56 X 3 = <u>7.68 9Q. FT.</u>
TOTAL 9Q. FT.: 14.68 9Q. FT.
TOTAL 9Q. FT. X 2 9IDE9: 29.36 9Q. FT.
GRAND TOTAL 9Q. FT. X 2 9IGN9: 58.72 9Q. FT.

NOTE: DEPTHS SIZES APPROX. EXISTING PLANTER/INSTALL AREA SIZES AND ENGINEERING REQUIRED PRIOR TO MANUFACTURING. TOTAL ALLOCATED SQ. FT.: 59.50 TOTAL PROPOSED SQ. FT.: 58.72



SPECIFICATION - SIGN TYPE 2 - (2) TWO DF SIGNS

NTE 6'-0" OAH x 6'-6" maximum width, freestanding monument sign with internally illuminated architectural elements. Anchor tenant signs to be a maximum of 1'-6"(h) x 4'-8"(w). (3) Three additional tenant panels to be a max. 9"(h) x 41"(w). All tenant cabinets are internally illuminated, single face (SF) displays with pan-formed aluminum faces with push thru copy. All single face cabinets to be shrouded on open end to appear as one double face (DF) singular cabinet. Construction of display cabinets and shrouds to be non-rusting/non-ferrous metal painted black.

FACE DECORATION

Anchor Tenant: Alum. panned face routed for push thru acrylic copy: "FOOD LESS": White acrylic topped with black perforated vinyl for day/night effect (black in day/white at night). "4": White acrylic with black(opaque) center, outline & drop shadow.

Additional Tenants: Alum. panned face routed for push thru white acrylic copy. (same construction as anchor tenant but tenant specific in copy)

GRAND TOTAL SQ. FT. X 2 SIDES: 190. SQ. FT.

SPECIFICATION – SIGN TYPE 3 - (1) ONE DF SIGN as one double face (DF) singular cabinet. Construction of additional tenant panels to be a max. 18"(h) x 72"(w). All tenant signs to be a maximum of 3'-4"(h) x 10'(w). (3) Three sign with internally illuminated architectural elements. Anchor metal painted black. display cabinets and shrouds to be non-rusting/non-ferrous All single face cabinets to be shrouded on open end to appear displays with panned aluminum with push thru acrylic copy. tenant cabinets are internally illuminated, single face (SF) Up to 24' OAH x 10'-0" maximum width, freestanding pylon

Anchor Tenant: Alum. panned face routed for push thru acrylic copy: "FOOD LESS": White outline & drop shadow. day/night effect (black in day/white at night).
"4": White acrylic with black(opaque) center, acrylic topped with black perforated vinyl for FACE DECORATION for push thru white acrylic copy. (same Additional Tenants: Alum. panned face routed

construction as anchor tenant but tenant specific

PRIOR TO MANUFACTURING. SIZES AND ENGINEERING REQUIRED EXISTING PLANTER/INSTALL AREA 2'-0" ω UP TO 24'-O" OAH FROM ADJACENT CURB (NOT GRADE) 8'-3' 8" 1'-6" 8" 1'-6" 1'-0" 3'-6" 3'-3 1/2" PERFORATED METAL PANELS METAL FRAME 2'-6" 8" W/BLACK UNLEADED 18" X 72" TENANT 18" X 72" TENANT 18" x 72" TENANT Rood4Less MID-GRADE 10'-0" 6'-6" 4'-4 NE BANDING BY CORONADO *JNE VENEER, SMOOTH* **IESTONE CREAM 12" X 24"** FOLLOWING PAGE SIGN. SEE DETAILS ON LED ILLUMINATED PRICE

TOTAL SQ. FT.: 94.9 SQ. FT.

TENANT PANELS 18" X 72" = 9 X 3 = 27 <u>SQ. FT.</u> FUEL SIGN 3'-6" X 10'-0" = 35 SQ. FT.

MAIN ID CABINET 3'-3 1/2" X 10'-0" = 32.9 SQ. FT.

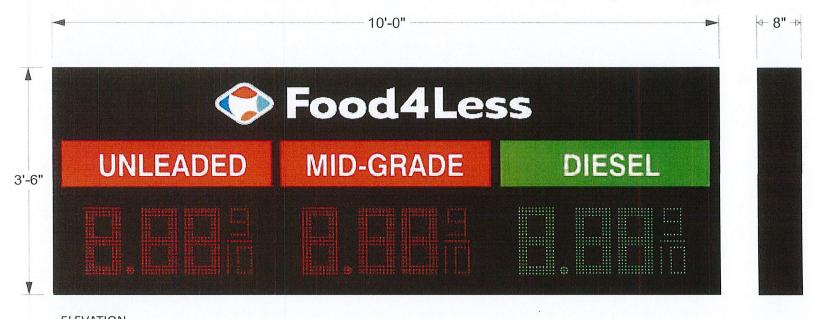
TOTAL ALLOCATED SQ. FT.: 190

TOTAL PROPOSED SQ. FT.: 189.8

NOTE: DEPTHS SIZES APPROX.

12 OF 16

END VIEW



ELEVATION

SCALE: 3/4" = 1'-0"

SIGN AREA: 35 sqft

CONSTRUCTION:

- Fabricate a triple product S/F LED price sign;
 using LED pricer units
- Illumination: 12VDC LED backlighting.
- Cabinet: Aluminum, painted black.
- Commodity panels:
- .177" white acrylic decorated with 3M 3630 scotchcal film 1st surface
- Red, 3630-33
 - Green, 3630-26

ELECTRICAL:

120 VAC, Total circuits 2, 10A recommended Circuit 1 (LIGHTS) 1.5 A Circuit 2 (LED price) 1.5 A