Revision	Date	Description Revise per city comments		
9	7-1-09			
2	11-23-10	Revise per city comments		
3	12-2-10	Ravise monument designations		
4	1-7-11	Revise square footage afotments		
5	1-11-11	Rovise square footage allotments		
6	1-14-11	Revise per city comments		
7	1-18-11	Revise per city communits		
8	1-19-11	Revise per city communis		
9	1-20-11	Revise per city comments		

Revisions 2-14-11: Page 13 concoled (LW) 12-28-11: Pages 104 \$ 10B (LW) added for Buildings (LW)

Carriage square

Revisions

3-5-2016 Page 8, 19, 20, 21, 22, 26

3-15-2017 Page 12a

MNMD -OTC 17-143-05



	PROJECT	TABLE		
	DIRECTORY	OF CONTENTS		
LANDLORD:	UPSIDE OXNARD, LLC 23875 VENTURA BLVD, SUITE 101 CALABASAS, CA 91302 TEL (818) 224-1544	TITLE PROJECT DIRECTORY INTRODUCTION CONSTRUCTION REQUIREMENTS SIGNAGE SPECIFICATIONS PROHIBITED SIGNS	1 2 3 4 5	
CONSULTANT:	AD ART SIGN COMPANY 2670 W. SHAW LANE, STE 102 FRESNO, CA 93711	ALLOWED SIGNS SITE PLAN ALLOCATION TABLE		
	TEL (559) 225-2183 FAX (559) 225-2186 ATTN: DAVID ESAJIAN	WALL SIGNS ANCHOR TENANTS PAD TENANTS	9-10 11-22	
	EXCEL SIGN COMPANY 1229 HOBLITT AVE.	GROUND SIGNS MONUMENTS	23-2	
	CLOVIS, CA 93612 559-298-6028 FAX 559-298-6478 ATTN: DAVID BOOTHE	ADDENDUMS SHOPPING CENTER SIGN ALLOTMENTS COLOR AND MATERIALS PALETTE	27 28	



A

INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the City.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.



LANDLORD/TENANT REQUIREMENTS

- 1. Each tenant shall submit to Lanlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria, prior submitting to the city.
- 2. The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s).
- 3. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
- 4. The Tenant shall obtain all necessary permits.
- 5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
- 6. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
- 7. Should a sign be removed and/or replaced with a new sign it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition. If for whatever reason the Tenant does not patch, repair holes, and repaint the Landlord will do so and back charge the Tenant accordingly.







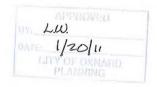












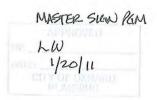




GENERAL SIGN CONSTRUCTION REQUIREMENTS:

- 1. All signs and their installation shall comply with all local building and electrical codes.
- 2. All electrical signs will be fabricated by a U.L. Approved sign company, according to U.L. Specifications and bear U.L. Label.
- 3. Sign Company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
- 4. All penetrations of building exterior surface are to be sealed waterproof in color and finish to match existing exterior.
- Internal illumination to be 30 milliamp neon or LED, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
- 6. Painted surfaces to have satin finish. Only paint containing acrylic polyurethane products my be used.
- 7. All sign fabrication work shall be of excellent quality. All logo inages and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
- 8. All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.

- 9. Signs must be made of durable rust-inhibiting materials that are appropriate complimentary to the building.
- 10. Color coating shall exactly match the colors specified on the approved plans.
- 11. Joining of materials (e.g., Seams) shall be finished in way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticable.
- 12. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
- 13. In no case shall any manufacturers label be visible from the street from normal viewing angles.
- 14. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.







TENANT SIGNAGE SPECIFICATIONS:

The intent of this criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project. Signs must be architecturally compatible with the entire center.

STOREFRONT SIGNAGE

The following types of construction will be allowed:

- Illuminated Lexan Face Channel Display with face Illumination
- Illuminated Reverse Channel display with halo illumination
 Illuminated Lexan Face Channel Display with face and halo illumination

The idea of using dissimilar materials and creating signs with varying colors, layers, and textures will create an exciting and appealing retail environment.





E PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard:

No person shall install or maintain, or cause to be installed or maintained, any sign which simulated or imitates in size, color lettering or design any traffic sign or signal, or which makes use of the words "STOP". "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

2. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

- 3. Signs painted directly on a building surface are prohibited.
- 4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.
- 5. Flashing, moving or audible signs are prohibited by Oxnard City Code.
- 6. No sign shall project above or below the sign-able area. The signable area is defined in the attached exhibit for tenants.
- 7. Vehicle Signs:

Signs on or affixed to trucks, automobile, trailers, or other vehicles which are use for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited. (I.e. Delivery trucks with tenant signage are OK)

8. Light Bulb Strings:

Decorative holiday lighting must be approved by the Landlord prior to install.

- 9. Billboard Signs are not permitted.
- 10. The use of permanent "sale" signs are prohibited.
- 11. No standard plex faced cabinet or foam signs allowed.
- 12. No window signs allowed except for a address identification.
- 13. No hanging signs allowed.
- 14. Banners are prohibited except as approved by a City of Oxnard temporary use permit for a Grand Opening or as part of an outdoor sale approved by a City of Oxnard temporary use permit and Landlord.





ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.



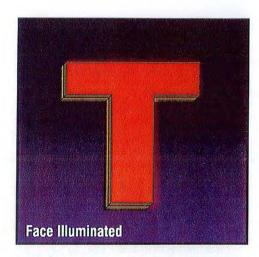
INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

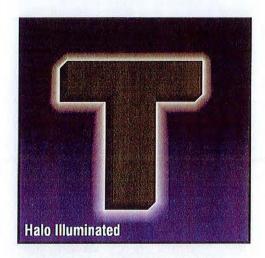


ALLOWED SIGNS:

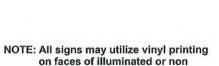




Illuminated Lexan Faced Channel Letter display with through face illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with 30 ma neon or LED. Paint trim caps and returns any color.



Illuminated Reverse Pan Channel Letter display with halo illumination.
Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Illuminate with 30 ma neon or LED.



illuminated surfaces.

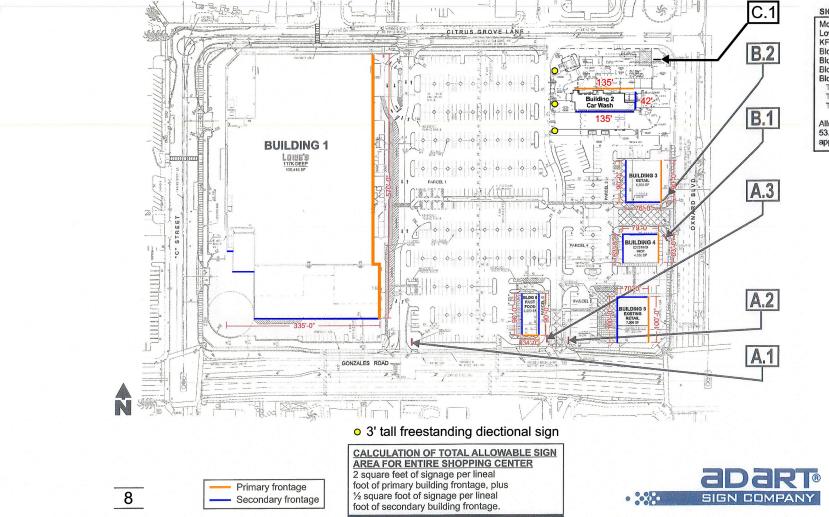


Illuminated Lexan Faced Channel Letter display with through face and halo illumination.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with 30 ma neon or LED. Paint trim caps and returns any color.



FOR REFERENCE ONLY



SIGN AREA ALLOCATION

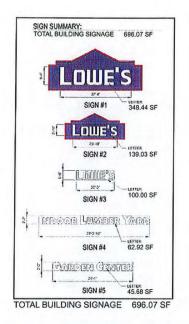
Monument sign area = 312.92 sq. ft.
Lowe's (Anchor Tenant) sign area = 696.07 sq. ft.
KFC (Pad Tenant) sign area = 127.50 sq. ft.
Bldg. 2 (Car Wash) sign area = 291.00 sq. ft.
Bldg. 3 (Pad Tenant) sign area = 291.00 sq. ft.
Bldg. 4 (Pad Tenant) sign area = 337.50 sq. ft.
Bldg. 5 (Pad Tenant) sign area = 375.00 sq. ft.
Tenant 1 not to exceed 150.00 sq. ft.
Tenant 2 not to exceed 150.00 sq. ft.

Tenant 3 not to exceed 160.00 sq. ft.

Allowable sign area for center =2751.24 sq. ft. 53.26 square feet of remaining sign area to be applied to office building 2 as needed.

Allowable sign area for center = 2751.24 sq. ft.

BUILDING	PRIMARY FRONTAGE (x2)	SECONDARY FRONTAGE (x1/2)	TOTAL ALLOWED	SIGN AREA Allocated	UNUSED
1	570	570	1425	696.07	728.93
2	135	177	358.5	358.5	0
3	90	166	263	337.5	-74.5
4	63	142	197	236.25	-39.25
5	100	170	285		285
BLDG 5 - Tenant 1				55	-55
BLDG 5 - Tenant 2				160	-160
BLDG 5 - Tenant 3				160	-160
6	34	180	158	127.5	30.5
Monument signs					
A 1				70.5	-70.5
A2				70.5	-70.5
А3				70.5	-70.5
B1				50.71	-50.71
B2	_			50.71	-50.71
C 1				40	-40
TOTAL			2686.5	2483.74	202.76



Maximum Sign Area for Bldg. 1 = 696.07 SF

Illumination: Yes

Copy: Tenant name and / or logo Typeface: Custom logo and type OK

Colors: Custom colors OK Secondary signs: Yes

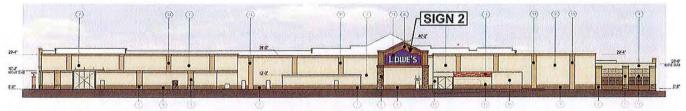
NOTE: Lowe's is permitted to have colored field behind sign. Colored field not to be included in sign area.



Anchor Tenant - Building 1 East Elevation = Scale: 1/64" = 1'-0"

ALLOWABLE SIGN AREA = 696.07 Square Feet NOTES:





Anchor Tenant - Building 1 West Elevation = Scale: 1/64" = 1'-0"





Anchor Tenant - Building 1 South Elevation = Scale: 1/64" = 1'-0" NOTES:



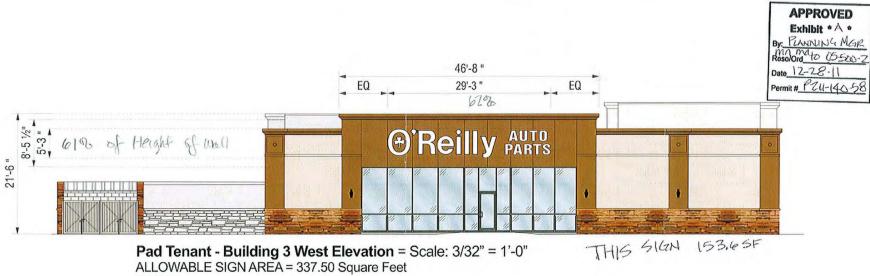


Maximum Sign Area for Bldg. 3 = 337.50 SF

Illumination: Yes

Copy: Tenant name and / or logo Typeface: Custom logo and type OK

Colors: Custom colors OK Secondary signs: No



NOTES:

*Tenant signs shown subject to change upon formal submittal.

*All signs must maintain a minimum of 3" from any architectural element.

RECEIVED DEC 15 2011 CITY OF OXNARD



Maximum Sign Area for Bldg. 3 = 337.50 SF Illumination: Yes

Copy: Tenant name and / or logo Typeface: Custom logo and type OK Colors: Custom colors OK

Secondary signs: No



THIS 51.53.58

Pad Tenant - Building 3 East Elevation = Scale: 3/32" = 1'-0" ALLOWABLE SIGN AREA = 337.50 Square Feet NOTES:



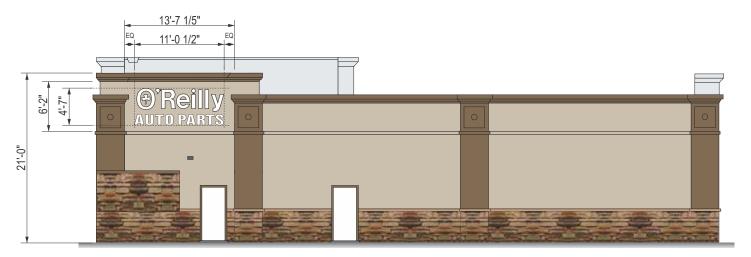
Maximum Sign Area for Bldg. 3 = 337.50 SF

This sign: 50.38 SF

Illumination: Yes

Copy: Tenant name and / or logo **Typeface:** Custom logo and type OK

Colors: Custom colors OK Secondary signs: No



Pad Tenant - Building 3 North Elevation = Scale: 3/32 = 1'-0" ALLOWABLE SIGN AREA = 337.50 Square Feet NOTES:

*Tenant signs shown subject to change upon formal submittal.

*All signs must maintain a minimum of 3" from any architectural element.

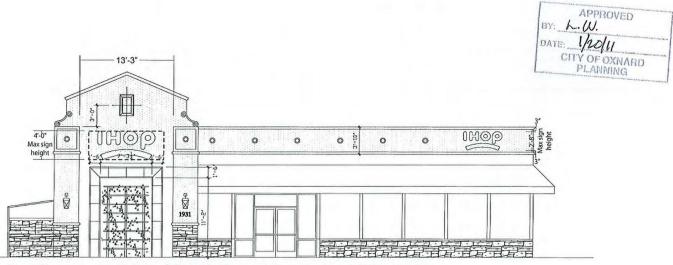


Maximum Sign Area for Bldg. 4 = 236.25 SF

Illumination: Yes

Copy: Tenant name and / or logo Typeface: Custom logo and type OK

Colors: Custom colors OK Secondary signs: Yes

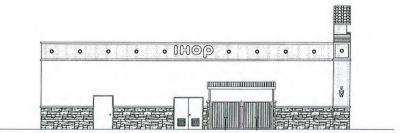


Pad Tenant - Building 4 South Elevation = Scale: 3/32" = 1'-0"

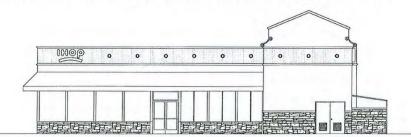
ALLOWABLE SIGN AREA = 236.25 Square Feet

NOTES:



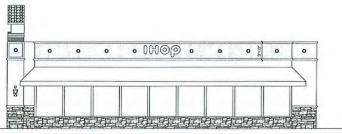


Pad Tenant - Building 4 West Elevation = Scale: 1/16" = 1'-0"



Pad Tenant - Building 4 North Elevation = Scale: 1/16" = 1'-0"





Pad Tenant - Building 4 East Elevation = Scale: 1/16" = 1'-0" NOTES:

^{*}Tenant signs shown subject to change upon formal submittal.
* All signs must maintain a minimum of 3" from any architectural element





Maximum Sign Area for Bldg. 5 = 375.00 SF

Tenant 1 not to exceed 55.00 sq. ft.
Tenant 2 not to exceed 160.00 sq. ft.

Tenant 3 not to exceed 160.00 sq. ft.

Illumination: Yes

Copy: Tenant name and / or logo **Typeface:** Custom logo and type OK

Colors: Custom colors OK Secondary signs: Yes

APPROVED

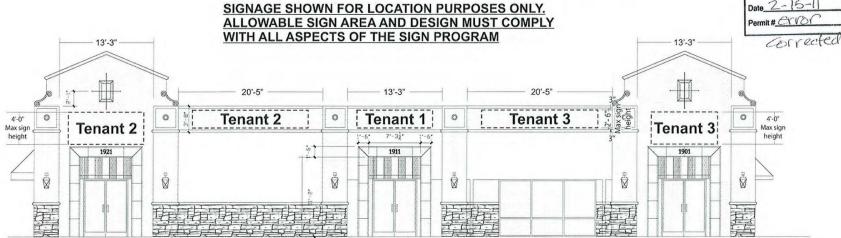
Exhibit *A *

By: L. Woodow

Reso/Ord D5-500-2

Date 2-15-11

Permit # CVOC



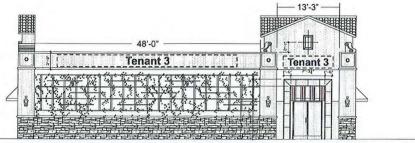
Pad Tenant - Building 5 West Elevation = Scale: 3/32" = 1'-0"

ALLOWABLE SIGN AREA = 375.00 Square Feet

NOTES:

* All signs must maintain a minimum of 3" from any architectural element



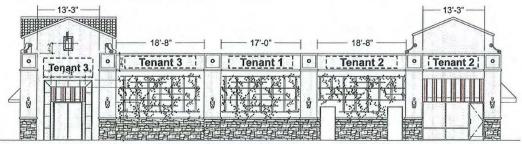


Pad Tenant - Building 5 South Elevation = Scale: 1/16" = 1'-0"





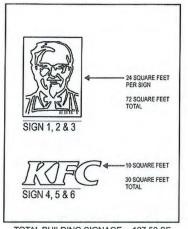
Pad Tenant - Building 5 North Elevation = Scale: 1/16" = 1'-0"



Pad Tenant - Building 5 East Elevation = Scale: 1/16" = 1'-0" NOTES:

^{*} All signs must maintain a minimum of 3" from any architectural element





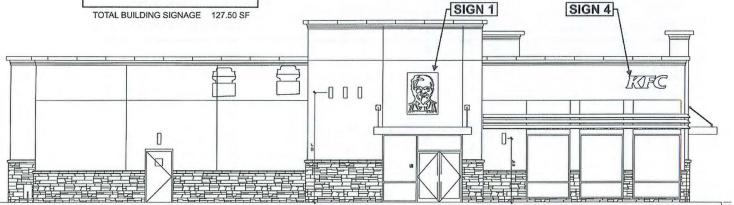
Maximum Sign Area for Bldg. 6 = 127.50 SF

Illumination: Yes

Copy: Tenant name and / or logo Typeface: Custom logo and type OK

Colors: Custom colors OK Secondary signs: Yes

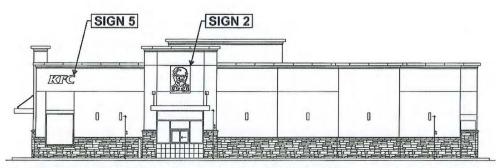




Pad Tenant - Building 6 West Elevation = Scale: 3/32" = 1'-0" ALLOWABLE SIGN AREA = 127.50 Square Feet

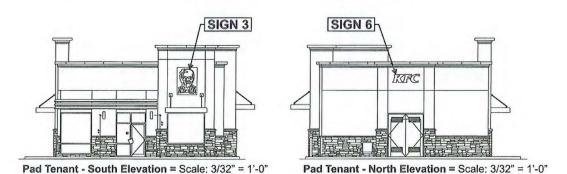
NOTES:







Pad Tenant - East Elevation = Scale: 3/32" = 1'-0"



NOTES:







NORTH ELEVATION

Pad Tenant - Building 2 North Elevation Allowable sign area - 291.00 SF

* All Signs must maintain 3" distance from all building elements

Maximum Sign area for Bldg. 2 = 291.00

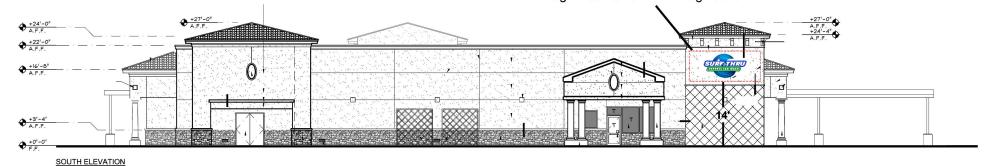
Illumination: Optional

Copy: Tenant name and or logo **Typeface:** Custom logo and type OK

Colors: Custom colors OK Secondary signs: Allowable



Allowable sign placement sign must remain within sign band 15' x 7'



Pad Tenant - Building 2 South Elevation Allowable sign area - 291.00 SF

* All Signs must maintain 3" distance from all building elements

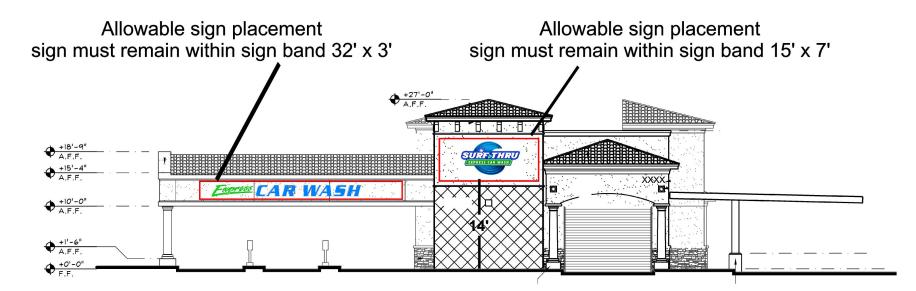
Maximum Sign area for Bldg. 2 = 291.00 Illumination: Optional

Copy: Tenant name and or logo
Typeface: Custom logo and type OK Colors: Custom colors OK

Secondary signs: Allowable







Pad Tenant - Building 2 East Elevation Allowable sign area - 291.00 SF

* All Signs must maintain 3" distance from all building elements

Maximum Sign area for Bldg. 2 = 291.00

Illumination: Optional

Copy: Tenant name and or logo **Typeface:** Custom logo and type OK

Colors: Custom colors OK Secondary signs: Allowable

CASHIER

MEMBERS & SELF PAY

MEMBERS ONLY



Pad Tenant - Building 2 WEST Elevation Allowable sign area - 291.00 SF

* All Signs must maintain 3" distance from all building elements

Maximum Sign area for Bldg. 2 = 291.00

Illumination: Optional

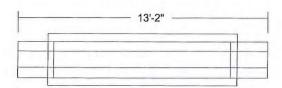
Copy: Tenant name and or logo

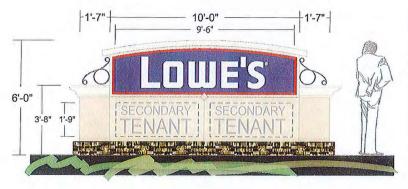
Typeface: Custom logo and type OK

Colors: Custom colors OK

Secondary signs: Allowable







NEW DOUBLE FACE INTERNALLY ILLUMINATED ALUMINUM FACES GROUND DISPLAY (MAKE THREE) SCALE 1/4" = 1'-0"

USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING.
ROUTE OUT WHERE GRAPHICS OCCUR AND PUSH THROUGH ½*
PLEX WITH APPLIED VINY. OVERLAYS.
TENANT COLORS AND LOGO STYLES ARE ACCEPTABLE.
PAINT REMOVABLE ALUMINUM PAN FACES MATTHEWS ACRYLIC
POLYURETHANE COLORS WITH BACKGROUND COLORS TO MATCH

BUILDING AND STUCCO FINISH.

USE STO SIMULATED STUCCO FINISH ON CORNICES AND LOWER

USE S TO SIMULATED STUCCO FINISH ON CORNICES AND LOV PANELS.
DECORATIVE METAL PIECES TO HAVE SATIN BLACK FINISH.
USE SIMULATED STONE BASE TO MATCH BUILDING STONE.
ILLUMINATED WITH CWHO FLUORESCENT TUBES AT 1-0° ON CENTER.

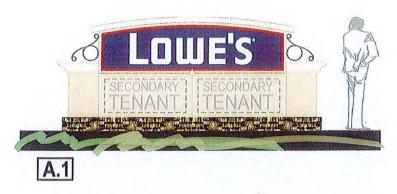
SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS.
VERIFY EXACT LOCATION OF SIGNS PRIOR TO INSTALLATION.

SIGNS A1, A2 & A3

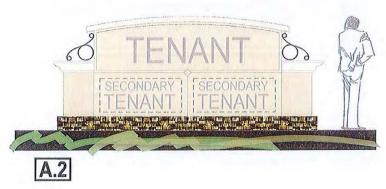
Sign Area Primary Tenant Panel 2'-1" x 9'-6" = 19.79 sq. ft. Secondary Tenant Panels (x2) 1'-9" x 4'-5" = 7.73 sq. ft.

35.25 sq. ft. x 3 signs x 2 sides 211.50 sq. ft.



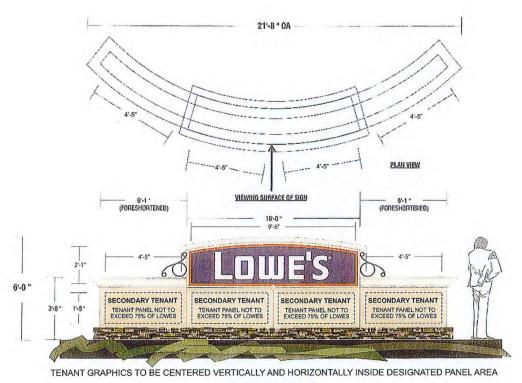












APPROVED LW 1/20/11 DATE: CITY OF OXNARD PLANNING

B1 B2

NEW SINGLE FACE INTERNALLY ILLUMINATED ALUMINUM FACES GROUND DISPLAY (MAKE TWO) SCALE 1/4" = 1'-0"

USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING. ROUTE OUT WHERE GRAPHICS OCCUR AND PUSH THROUGH ½* PLEX WITH APPLIED VINYL OVERLAYS. TENANT COLORS AND LOGO STYLES ARE ACCEPTABLE. PAINT REMOVABLE ALUMINUM PAN FACES MATTHEWS ACRYLIC POLYURETHANE COLORS WITH BACKGROUND COLORS TO MATCH POLYURETHANE COLORS WITH BACKGROUND COLORS TO MATCH

BUILDING AND STUCCO FINISH.

USE STO SIMULATED STUCCO FINISH ON CORNICES AND LOWER

PANELS.

DECORATIVE METAL PIECES TO HAVE SATIN BLACK FINISH.
USE SIMULATED STONE BASE TO MATCH BUILDING STONE.
ILLUMINATED WITH CWHO FLUORESCENT TUBES AT 1'-0' ON
CENTER.
SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS.
VERIFY EXACT LOCATION OF SIGNS PRIOR TO INSTALLATION.

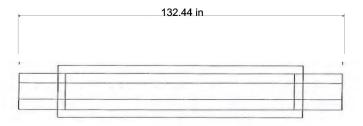
SIGNS B1 & B2

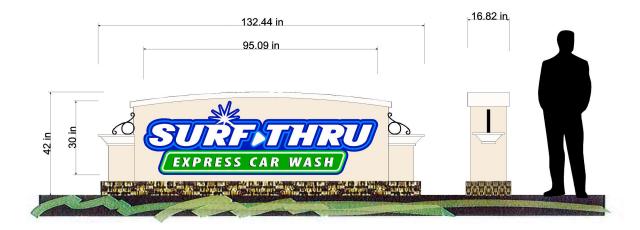
Sign Area Primary Tenant Panel 2'-1" x 9'-6" = 19.79 sq. ft. Secondary Tenant Panels (x4) $1'-9" \times 4'-5" = 7.73 \text{ sq. ft.}$

50.71 sq. ft. x 2 signs 101.42 sq. ft.



25





40 SQ. FT.

NEW DOUBLE FACE INTERNALLY ILLUMINATED ALUMINUM FACES GROUND DISPLAY (MAKE THREE) SCALE 1/4" = 1'-0"

USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING.
ROUTE OUT WHERE GRAPHICS OCCUR AND PUSH THROUGH 1/2*
PLEX WITH APPLIED VINYL OVERLAYS.
TENANT COLORS AND LOGO STYLES ARE ACCEPTABLE.
PAINT REMOVABLE ALUMINUM PAN FACES MATTHEWS ACRYLIC POLYURETHANE COLORS WITH BACKGROUND COLORS TO MATCH BUILDING AND STUCCO FINISH.
USE STO SIMULATED STUCCO FINISH ON CORNICES AND LOWER PANFIS

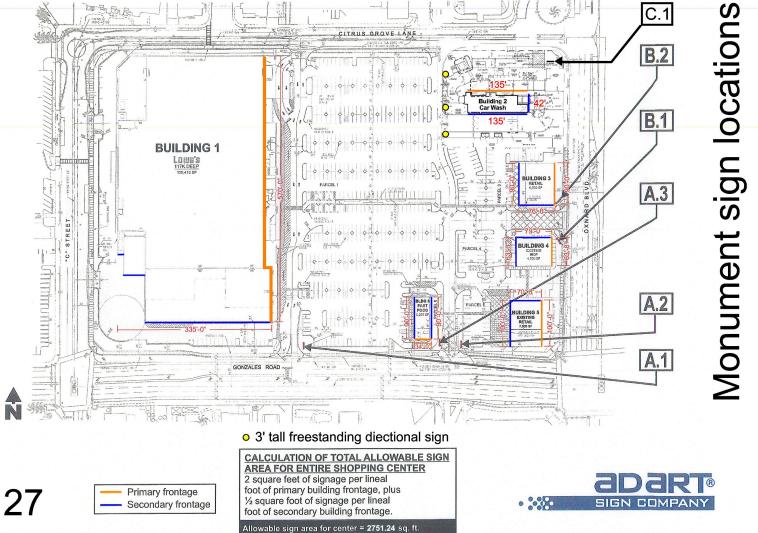
PANELS.

DECORATIVE METAL PIECES TO HAVE SATIN BLACK FINISH, USE SIMULATED STONE BASE TO MATCH BUILDING STONE. ILLUMINATED WITH CWHO FLUORESCENT TUBES AT 1'-0" ON CENTER.

SIGN C1

Sign Area Building 2 Tenant logo area 2.5' x 8' = 20 sq. ft. (x2 sides) 20 sq. ft. x 2 = 40 sq. ft

FOR REFERENCE ONLY





MATERIALS

- MISSION TILE ROOF
 COLOR: SUNRISE DLEND
 BY: EAGLE ROOFING PRODUCTS
- STONE VENEER COLOR: WISCONSIN BLEND CORONADO STONE PRODUCTS
- ALUMINUM STOREFRONT
 COLOR: CLEAR ANODIZED
- (1) EIFS COLOR, LOWE'S LIGHT BEIGE
- (5) EIF8
 COLOR: LOWE'S LIGHT BEIGE
- (o) EIFS
 COLOR: LOWE'S LIGHT BEIGS
- (1) CONCRETE WALL PAINTED COLOR: LOWE'S LIGHT BEIGE
- (A) CONCRETE WALL PAINTED
 COLOR: LOWE'S MEDIUM BEIGE
- CONCRETE WALL PAINTED
 COLOR: LOWE'S DARK BEIGE
- ACRYLIC FINISH ON CMU
 COLOR: LOWE'S LIGHT BEIGE
- ACRYLIC FINISH ON CMU
 COLOR: LOWE'S MEDIUM BEIGE
- TUBE STEEL FENCE WITH SECURA MESH BACKING BLACK VINYL COATED CHAIN LINK FENCE ABOVE
- 6"x6" DALTILE CERAMIC TILE
 "COSALT" DM14 WITH MATCHING BLUE GROUT



LW APPROVED

E: PO(11 CITY OF OXNARD PLANNING





