Exhibit " "

Counter

# **OXNARD & SAVIERS SHOPPING CENTER**

### OXNARD, CA

# **MASTER SIGN PROGRAM**

MAY 7, 2008 UPDATED DECEMBER 8, 2010 (RELATED TO THE APPROVED BUILDING EXTERIOR DESIGN )

> LESSOR HERITAGE EQUITIES, LLC

> > LESSEE

O. PLNG SDiaz CVS Pharmacy Soviers & Oxn Bl Sign Program Master Sign Word Doc 12-10 doc

APPROVED BY: DATE: 12/22/10 CITY OF OXNARD PLANNING toaddress revised architecture

#### I. INTRODUCTION

- A. The intent of this sign program is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the Oxnard & Saviers Shopping Center.
- B. Performance of this sign program shall be rigorously enforced and any non-conforming signs shall be removed by the Lessee, or its sign contractor at their expense, upon demand by Lessor or the City of Oxnard. The City shall utilize these criteria in review and approval of proposed signs.
- C. Exceptions to these standards shall be reviewed by the Lessor and its representative. However, in order to maintain the integrity of the criteria and equity of the sign criteria among tenants, deviations will not generally be approved. Accordingly, the Lessor, through its representative, will retain full rights of approval of any sign used in the center in consultation with the City. In no case however, shall the proposed sign violate any provision of the City Sign Ordinance. Signs that do not conform to the criteria set here may be required by the City to go through a more extensive design review process. The Planning Manager has the authority to consider alternative sign size, appearance and location in a Minor Modification request.

#### II. GENERAL OWNER/TENANT REQUIREMENTS

A. Each tenant shall submit to the Lessor for written approval, detailed shop drawings of his proposed signs, indicating the location, size, layout, design and color of the proposed signs, including all lettering or graphics in conformance with the sign criteria herein outlined.

The plans to be submitted to the Lessor shall, as a minimum, include the following:

- a) A site plan illustrating the leased premises on the site.
- b) An elevation of the leased premises drawn to scale and showing sign placement and the location of the demising walls.
- c) A detailed elevation of the sign, drawn to scale, and specifying all colors, materials, dimensions and copy.
- Fabrication and installation details, including structural and engineering data, "UL" electrical specifications and type and intensity of illumination for electrically lit signs.
- Any other drawings, details and information required of the applicable governmental agencies as a condition of a permit for construction and installation.
- f) Dimension of lease frontage.
- g) Dimension from proposed sign to existing signs.
- B. The Lessee shall submit the sign drawing approved by the Lessor or its representative to the City of Oxnard for approval prior to the start of any sign construction. City of Oxnard requires that a copy of the plans approved by the landlord be included when sign plans are submitted to the city.
- C. The Lessee shall pay for all signs, their installations (including final connecting transformers and all other labor and materials), the cost of all governmental agency approvals and all maintenance.
- D. The Lessee shall obtain all necessary governmental agency approvals and permits and shall insure that all signs and the installation thereof complies with all applicable zoning, building and electrical codes.
- E. The Lessee shall be responsible for fulfillment of all requirements of this sign criteria.
- F. The Lessor shall provide a single electrical service termination at the center of the allowed signage area and located on the interior of the building wall or canopy.
- G. It is the responsibility of the Lessee's sign company to verify all conduit and transformer locations and service prior to fabrication.

Lessor Initial:

Lessee Initial:\_

#### III. GENERAL SIGN SPECIFICATIONS

- A. The location of all signs shall be per the accompanying design criteria in Attachments B through E. Signs shall be placed within the dashed lines shown on the building elevations per the standards and restrictions set in this program. The area of individual dashed sign boxes may not be combined to create a larger sign than intended within the dashed lines or allowed by this program.
- B. For each of the three buildings, allowable sign space shall be calculated for each building frontage facing a public street and a mall area. Some buildings may have signage on both areas per the standards of this program. Buildings that face a public street may have 2 square foot of signage based on their linear dimension along the primary frontage. Buildings with elevations that face the interior mall area may have 0.5 square feet of signage based on the building's linear dimension along the mall areas. (This signage shall only be used on the elevation facing the mall lot.) The total signage allowance for the building shall not exceed that allowed by Table 1 or as otherwise approved in writing by the City based on signage assigned to pylon or monument signs. Lessee shall verify the sign location and size with Lessor prior to commencing fabrication drawings for submittal to the City for a Sign Permit. Any tenant signage permitted on the pylon and ground signs shall be deleted from the building or site's total allowable signage square footage.
- C. For each in-line tenant, one "sign space" shall be allowed for each tenant space that faces a public street and one sign may be added for a tenant space facing a mall area. One sign for each tenant space shall be located over the door to the tenant space.
- D. Address numbers shall be applied to the each store by the Lessee's sign company during regular course of construction pursuant to the City Sign Ordinance (but in no event less than 5" high white Arabic numerals) at the front of the business centered above the primary entrance), and the rear of the building if public access is available.
- E. Special signs which vary from this sign program must first be approved by the Lessor and the City.
- F. The maximum allocated sign area per building or tenant space shall be the aggregate of all permanent signs (except exempt and convenience signs) as noted below.
- G. Signs to be used at this center shall be individual channel letters unless otherwise approved by the Lessor and the City. Channel letter signs may be modified somewhat to be consistent with corporate identity, as approved by the Planning Manager.
- H. Lessee shall erect their signage on the storefront not later than the date Lessee opens for business.
- I. Lessees located on a corner shall be required to provide one sign at each storefront in a manner consistent with this Sign Program.
- J. No exposed raceways, crossovers, conduits, conductors, transformers, lamps etc. shall be permitted.
- K. Signage design shall be restricted as follows.
  - (1) The total allowable sign area for all signs within the center is 1,103.5 S.F., calculated based on primary street frontage on Oxnard Blvd. & Saviers Road and secondary building frontage for the three buildings facing the mall area see Attachment "A".
  - (2) The allowable sign area on each elevation for tenants shall be calculated based on each tenant's store length based on 2 linear foot of tenant frontage on a primary public road and 0.5 square feet on the mall, not to exceed the total square footage allocation for the building as shown in Attachment 2. If space is provided on the freestanding or monument signs, that square footage shall be deleted either from the building's overall sign area or the tenant's signage at the Lessor's discretion as shown in Attachment "A".

#### IV. BUILDING A (CVS Pharmacy):

A. Sign Location: The business identification signs shall be placed on the building elements in the dashed areas as illustrated on Attachment C. Lessor shall approve the placement of signs prior to submittal to the City for a sign permit. Signs shall have a minimum of 4 inches clear from the top and 4 inches clear from the bottom of the sign as measured from the edge of the architectural sign space.

Page 3 of 6

Lessor Initial:

Lessee Initial:

- B. Sign Area: The total sign area, including Lessee's sign area on pylon center signs, shall not exceed 200 square feet which includes 100 Sq. Ft. of sign area on each of the pylon signs as shown on Attachment "A." If space is provided on the freestanding or monument signs, that square footage shall be deleted either from the building's overall sign area or the tenant's signage at the Lessor's discretion.
- C. Sign Height: The attached wall signage format shall not exceed forty-eight inches (48") in height, unless otherwise restricted by applicable City Sign Ordinance standards.
- D. Sign Projection: The signs shall not project more than 8" from the face of the building

#### V. BUILDINGS B & C:

- A. Sign Location: The main business identification sign shall be placed on the building fascia elements in the dashed areas as illustrated on Attachments D and E, subject to sign area limitations in this program. Tenant signs on the Building C elevation facing Oxnard Boulevard shall be placed on the ledgestone arches, not the spaces in-between. One tenant sign shall be placed over the main entrance to the tenant space. No sign shall be located on the Building C rotunda facing the Five Points intersection. Lessor shall approve the placement of signs prior to submittal to the City for a Sign Permit.
- B. Sign Area: The sign area for Buildings B is 290 square feet which includes 40 square feet on the monument sign. The sign area for Building C is 377.5 square feet which includes 160 square feet on the pylon, as shown in Attachment A. Building sign area shall be divided by tenants' linear feet on the building (2 s.f. per linear frontage or 0.5 square feet on the mall per Item III(K) above.
- C. Sign Types: Attached wall signs are permitted for Building B and C tenants. A blade sign or under-canopy sign may be substituted for attached sign area or a portion thereof for a specific tenant in the area of a pedestrian walkway, upon approval of the City.
- D. Sign Height: No sign shall exceed twenty-four inches (24") in height, unless otherwise restricted by the City Sign Ordinance. Logos on signs may exceed the 24" height limit (to a maximum 36" height) subject to Lessees and City approval. Each sign shall maintain a minimum of 4 inches from the top and bottom of the architectural element where the sign will be placed. Maximum allowable sign area per tenant may not be exceeded.
- E. Sign Width: Individual tenant sign width shall be coordinated with the building's architectural elements associated with the Lessee's lease space and shall not extend two feet (2'-0") or less from each demising wall, depending on the length of the tenant space. Additionally, each tenant sign width shall end 6 inches on both sides from the edge of the architectural element.
- G. Sign Separation: A minimum four-foot (4'-0") clearance shall be maintained between different adjacent tenant store signage.
- H. Sign Projection: The sign shall not project more than 8" from the face of the building.

#### VI. FREESTANDING SIGNS:

- A. Two free-standing pylon signs with a sign area of 180 SF each (90 SF per face) and a monument sign with sign area of 40 SF (20 SF per face) are permitted and shall be constructed of materials and colors to match buildings. Sign area shall be allocated at Lessor's discretion. However, the total sign area of each Lessee, including the freestanding sign area, shall not exceed the maximum area allowed for each tenant per Attachment B.
- B. Directional Signs: Directional signs that meet the City Sign Ordinance definition and are not counted towards the total sign allowance for the center are allowed subject to Lessor's and City of Oxnard's approval.
- C. All signs and their installation must comply with local zoning, building and electrical codes.
- D. For purposes of store identification, Lessee will be permitted to place upon each entrance door or adjacent glass panel to its demised premise not more than 144 square inches of gold leaf or decal application lettering not to exceed two inches (2") in height, indicating hours of business, emergency telephone, etc. The number and letter typeface shall be subject to the Lessor's approval.

Lessor Initial:

Lessee Initial:\_

E. Delivery Signs: Delivery entrance signs on the rear of Lessee's premises may be installed consisting of 2" high Helvetica medium letters identifying the business name and address on a non-customer delivery entrance. The location of this sign shall be subject to Lessor and City approval and shall not exceed four (4) square feet in area.

#### VII. LETTER AND SIGN SPECIFICATIONS:

- A. Signs shall be individual channel letters. Cororate logos may be added as approved by the City. The face of the individual letters and logos shall be constructed of acrylic plastic (3/16" thick minimum), and fastened to the channeled metal can in an approved manner. Acrylic retainers used at the perimeter of sign letter faces shall match in color and finish the face or sides of the signs.
- B. The "Copy," letter type, logos, and their respective colors shall be submitted to the Lessor's representative for written approval prior to submittal to the City for a Sign Permit and final fabrication.
- C. No more than two rows of letters are permitted.
- D. Lessees shall display only their established trade name or their basic product name, e.g., "John's Jeans", or combination thereof.
- E. Internal illumination shall be LED or, if exposed neon is used, 30 milliamps installed and labeled in accordance with "National Board of Fire Underwriters Specifications".

#### VIII. PROHIBITED SIGNS

- A. Signs Constituting a Traffic Hazard: No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size or color, lettering or design of any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.
- B. Immoral or Unlawful Advertising: It shall be unlawful for any person to exhibit, post, or display cause to be exhibited, posted or displayed upon any sign, anything of obscene, indecent or immoral nature or unlawful activity.
- C. Signs on Doors, Windows or Fire Escapes: No window signs will be permitted except as noted herein. No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.
- D. Animated, Audible, or Moving Signs: Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited, except for time and temperature displays.
- E. Off-Premise Signs: Any sign installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located, is prohibited.
- F. Vehicle Signs: Signs structurally affixed to trucks, automobiles, trailers or other vehicles, which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales of merchandise or rendering of service from such vehicles, is prohibited.
- G. Light Bulb Strings and Exposed Tubing: External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. The Lessor's representative and the City may grant an exception when the display is an integral part of the design character of the activity to which it relates.
- H. Banners, Flags, Pennants, and Balloons Used for Grand Opening Purposes: Flags, banners or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project may be permitted for grand openings, not exceeding one month, only and are subject to Lessor's representative and City of Oxnard approval, and shall not be erected in violation of their ordinances regulating signs.
- I. Signs in Proximity to Utility Lines: Signs that have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California are prohibited.
- J. Painted Signs: Lettering painted directly on a building or other material, which is then attached to a building, will not be permitted except as noted herein.

Lessor Initial:

Lessee Initial:

K. Those signs prohibited by the City of Oxnard ordinances.

#### IX CONSTRUCTION REQUIREMENTS

- A. All exterior signs, bolts, fasteners, and clips shall be of enameling iron with porcelain enamel finish, stainless, steel, aluminum, brass or bronze. No black iron materials of any type will be permitted.
- B. Interior signs only may be fabricated of carbon bearing steel with painted finish.
- C. All exterior letters or signs exposed to the weather shall be mounted at least three quarters of an inch (3/4") and no more than one and one half inch  $(1\frac{1}{2}")$  from the building wall to permit proper dirt and water drainage.
- D. All letters shall be fabricated using full welded construction.
- E. Locations of all openings for conduit and sleeves in sign installation shall be neatly sealed in a watertight condition.
- F. No labels will be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- G. A "UL" label must be placed on every separate electrical sign element (i.e. every sign cabinet or channel letter.
- H. Sign contractor shall repair any damage to any work caused by his work.
- I. Lessee shall be fully responsible for the operations of Lessee's sign contractor.
- J. Lessee shall remove all signs within 15 days of vacating the premises and shall repair any damage there from including and painting any damaged surfaces to new condition.

#### X CONTRACTOR REQUIREMENTS

- A. Inspection: Prior to acceptance and final payment for the Work by Lessee, Lessor's representative shall inspect each sign for conformance to the criteria set forth herein. Signs installed without such approval are subject to removal at the Lessee's expense.
- B. Guarantee: Lessee's sign fabrication and Installation contractor shall carry Workmen's Compensation and Public Liability Insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction and/or erection of the signs in the amount of One Million (\$1,000,000.00) Dollars.

#### XII NO ASSURANCES

A. Lessee acknowledges that the Lessor and its representatives give no assurances that the sign approved by the Lessor or its representative, which is in accordance with the provisions of this criteria, will be acceptable to the applicable governmental regulating authorities.

B. Lessee shall be solely responsible for bringing its sign into compliance with all applicable rules, ordinances and building codes.

Lessor Initial:

Lessee Initial:

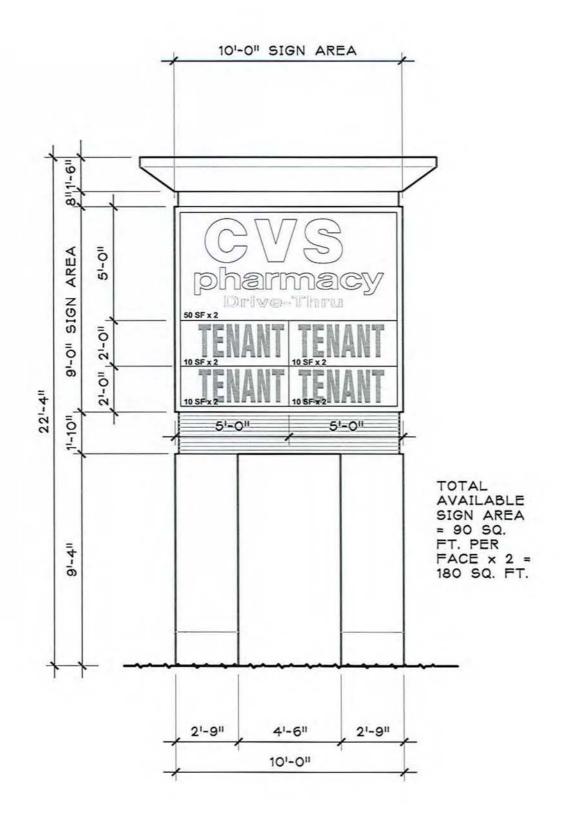
#### Table 1 - Allowable Sign Area Calculation for the Center:

Building #	Primary Building Frontage	Building Frontage on Primary Street and sign allowance	Secondary Building Frontage	Secondary Building Frontages and sign allowances	Total Sign Area allowed (Sq. Ft.) = Primary Frontage + 1/2 Secondary Frontage
A	Oxnard Bl.	136 x 2 = 272 s.f.	S, E, N	328 x 0.5 = 164 s.f.	436 s.f.
в	Saviers Rd.	116 x 2 = 232 s f.	North	116 x 0.5 = 58 s.f.	290 s.f.
С	Oxnard/Saviers	145 x 2 = 290 s. f.	West/South	175 x 0.5 = 87.5	377.5 s.f.
				Total Sign Area for the Center: 1,103.5 s.f	

#### Table 2 - Allocation Between Buildings Based on Floor Area:

	Wall Sign Area (Sq.Ft.)	Pylon Sign Area (Sq.Ft.)	Monument Sign Area (Sq.Ft.)	Total Sign Area (Sq.Ft.)
Bldg A				
Total Sign Area	236 s.f.	200.0	0.0	436 s.f.
Bldg B				
Total Sign Area	250.0	0.0	40.0	290 s.f.
Bidg C				
Total Sign Area	217.5	160.0	0.0	377.5 s.f.
Center Total	703 s.f.	360.0	40.0	1,103.5 s.f.

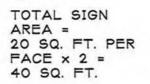
# Attachment "B" - Page 1 of 2

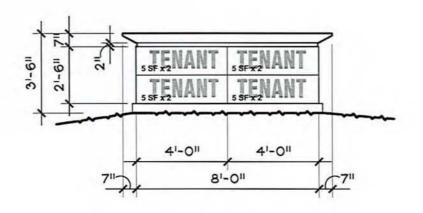


PYLON SIGN (TYPICAL FOR 2)

#### OXNARD & SAVIERS SHOPPING CENTER

Attachment "B" - Page 2 of 2





MONUMENT SIGN SCALE: 1/4" = 1'-0"

#### OXNARD & SAVIERS SHOPPING CENTER

PRELIMINARY DESIGN, SUBJECT TO GOVERNMENTAL AGENCY REVIEW. 2



Attachment "C" - Page 1 of 4

BUILDING A - EAST TOTAL FOR THIS SIDE = 100 S.F.

**OXNARD & SAVIERS SHOPPING CENTER** 



BUILDING A - WEST TOTAL FOR THIS SIDE = 16 S.F.

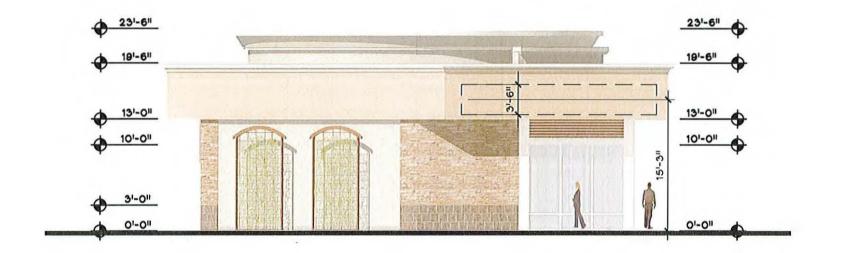




BUILDING A - SOUTH TOTAL FOR THIS SIDE = 73 S.F.

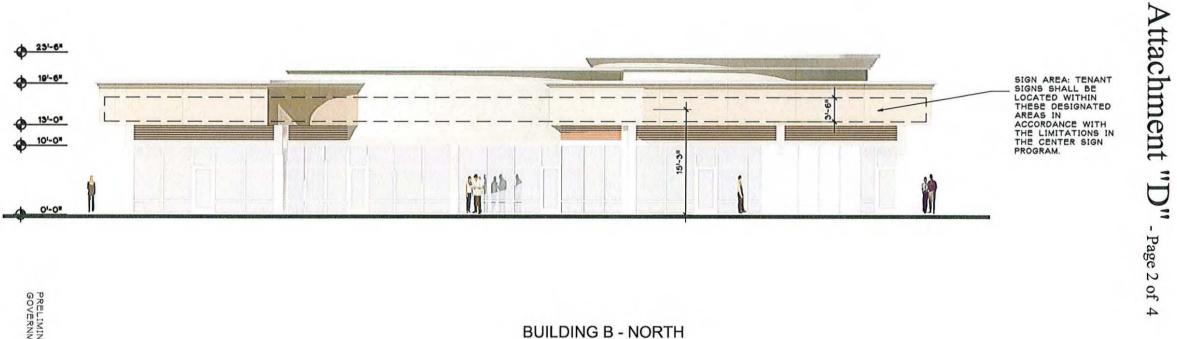
**OXNARD & SAVIERS SHOPPING CENTER** 

Attachment "C" - Page 4 of 4



**BUILDING B - EAST** 

.



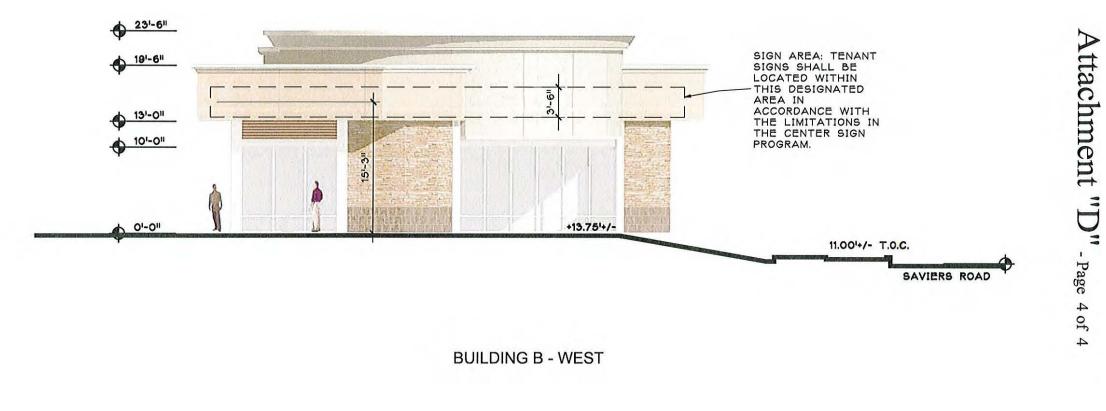
# BUILDING B - SOUTH

Attachment "D" - Page 3 of 4



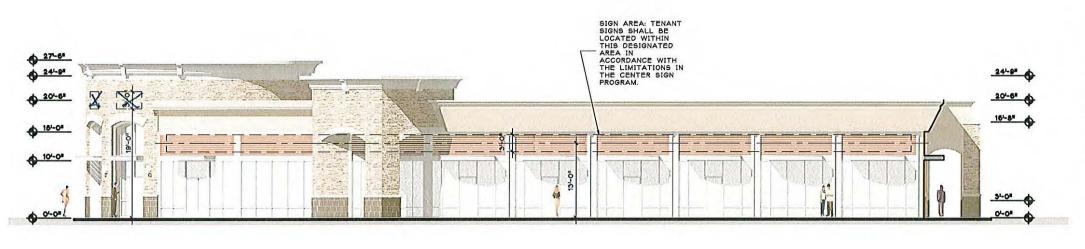


•









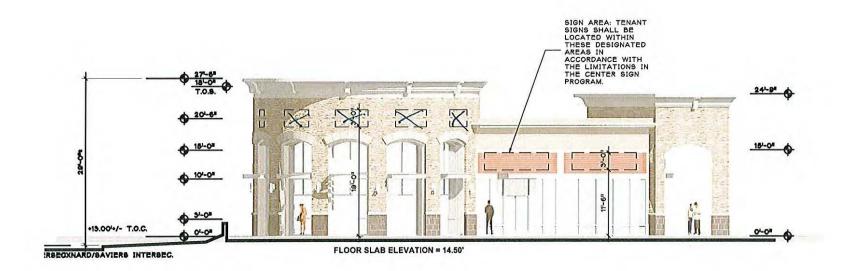
Attachment "E" - Page 2 of 4

#### 

**BUILDING C - EAST** 



Attachment "E" - Page 3 of 4



**BUILDING C - WEST** 

