Attachment C

Sign Program

FOOD 4 LESS GATEWAY PLAZA

MASTER SIGN PROGRAM

SWC of Vineyard & Esplanade,
Oxnard, CA

NOVEMBER 6, 2012

CUMMINGS
Customer creation through brand innovation.

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

1) 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.

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.

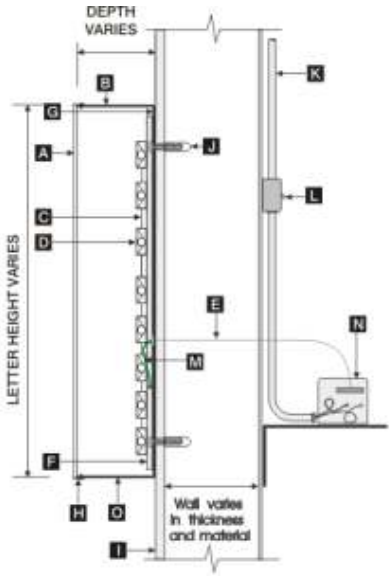
3) Building Signs
   a. (2) Two sq. ft. per lineal foot of building on Principle Street.
   b. Signs shall consist of LED internally illuminated channel letters with acrylic faces.
   c. Logos shall be permitted with landlord approval. The logo width shall not exceed (2) two times the logo height. Logos 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” depth.
   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.

4) Banners, Special Events, and Prohibited Signs
   a. Temporary signs (grand opening banners, posters, balloons and flags) associated with special events may be allowed with landlord authorization and in conjunction with a Temporary Use Permit from the City of Oxnard.

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.

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”
   e. 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.
   l. 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
D L.E.D
E 14 AWG WIRE
F OPTIONAL SINTRA
G ALUMINUM LETTER BACK
H TRIM CAP
I WALL/FASCIA
J FASTENERS AS REQUIRED
K PRIMARY ELECTRICAL
L 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

BLDG. FRONTAGE X 2 = 2002 SQ.FT
TOTAL ALLOCATED: 1949.25 SQ.FT.

BUILDING A

PRIMARY FRONTAGE LENGTH	**LINEAL FEET**	**SQ. FT. ALLOWED**	**ALLOCATED**
Facing Esplanade Dr.	94'-8" L.F.	189 SQ.FT.	160 SQ.FT.

MULTI-TENANT BUILDING B

PRIMARY FRONTAGE LENGTH - (Set back 285')	**LINEAL FEET**	**SQ. FT. ALLOWED**	**ALLOCATED**
Tenant 1 - Facing Esplanade Dr.	88' L.F.	176 SQ.FT.	160 SQ.FT.
Tenant 2 - Facing Esplanade Dr.	162' L.F.	324 SQ.FT.	240 SQ.FT.

MULTI-TENANT BUILDING C

PRIMARY FRONTAGE LENGTH - (Set back 285')	**LINEAL FEET**	**SQ. FT. ALLOWED**	**ALLOCATED**
Tenant 1 - Facing Esplanade Dr.	21'-10" L.F.	44 SQ.FT.	44 SQ.FT.
Tenant 2 - Facing Esplanade Dr.	20' L.F.	40 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.	243.5 SQ.FT.*
* Includes main ID & secondary sign areas.			
North Elev.			68 SQ. FT.
West			38 SQ. FT.
Attached Recycle Center Bldg. @ Rear			50 SQ.FT.
(Balance can be used for Food 4 Less South elevation)			

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

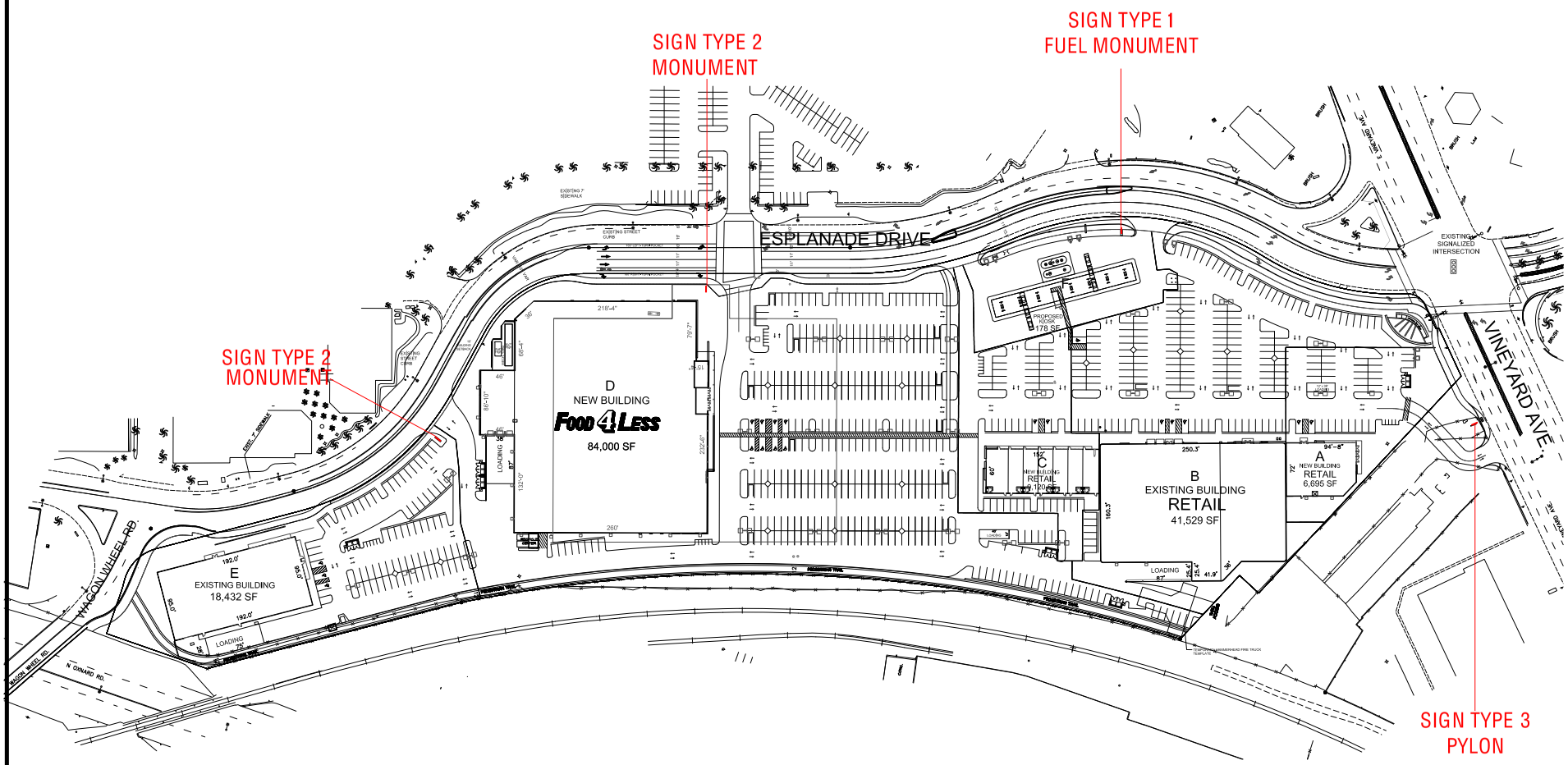
ALLOWABLE GROUND SIGN SQ.FT.

	QUANTITY	**ALLOCATED**
Sign Type 1 - Fuel Monument Sign	(1) ONE	80.5 SQ.FT.
Sign Type 2 - Multi-tenant Monument Sign	(2) TWO	59.50 SQ.FT.
Sign Type 3 - Multi-tenant Pylon Sign w/Fuel Pricing	(1) ONE	172 SQ.FT.

TOTAL ALLOCATED: 1949.25 SQ. FT.

NOTE: SQ. FT. BALANCE CAN BE ALLOCATED FOR WINDOW SIGNS, NOT TO EXCEED 50 SQ.FT. OR 20% OF WINDOW AREA, WHICHEVER IS LESS.
BALANCE CANNOT BE TRANSFERRED FROM ONE TENANT TO ANOTHER.

SITE PLAN

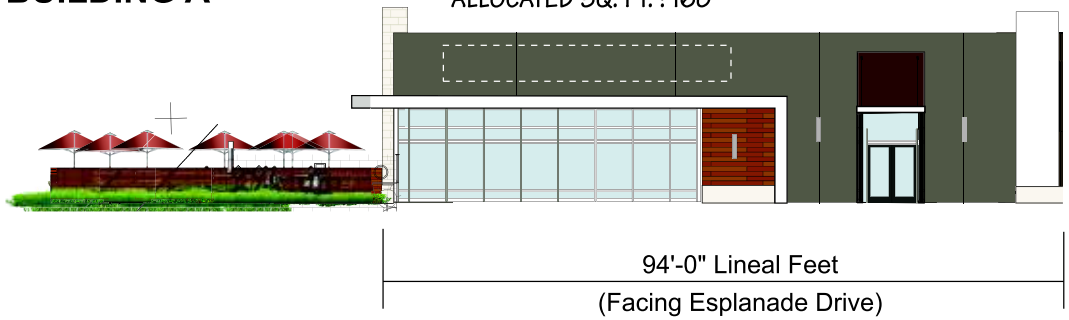

SIGN TYPE 2
MONUMENT
SIGN TYPE 1
FUEL MONUMENT
SIGN TYPE 2
MONUMENT
SIGN TYPE 3
PYLON
ESPLANADE DRIVE
VINEYARD AVE.
WAGON WHEEL RD.
D
NEW BUILDING
FOOD 4 LESS
84,000 SF
E
EXISTING BUILDING
18,432 SF
B
EXISTING BUILDING
RETAIL
41,529 SF
A
NEW BUILDING
RETAIL
6,695 SF
C
NEW BUILDING
RETAIL
PROPOSED
KIOSK
178 SF
EXISTING
SIGNALIZED
INTERSECTION
LOADING

MULTI-TENANT

CONNECTED BUILDINGS A, B, C

BUILDING A

ALLOCATED SQ. FT. : 160

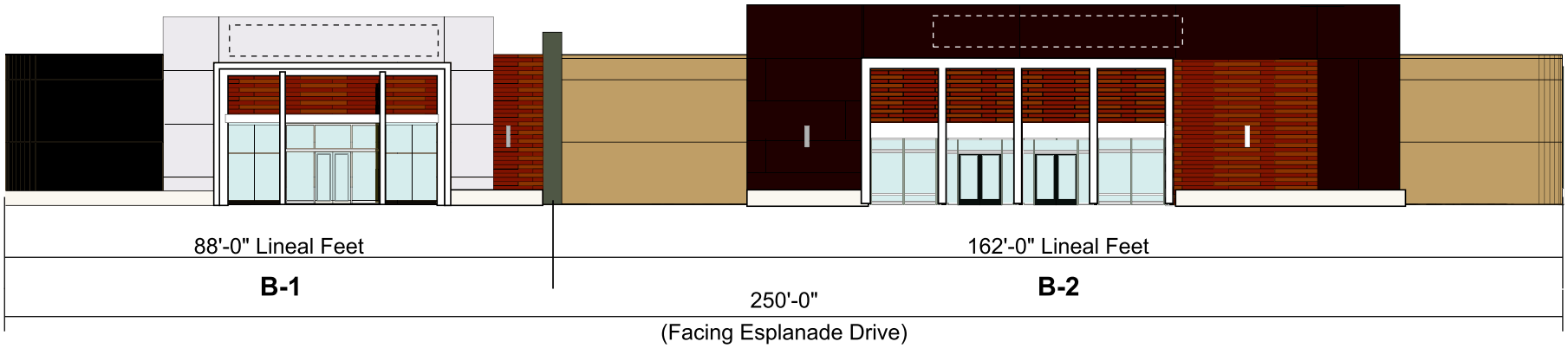


BLDG. A - TOTAL ALLOCATED SQ. FT. : 160
BLDG. B-1 - TOTAL ALLOCATED SQ. FT. : 160 BLDG. B-2 - TOTAL ALLOCATED SQ. FT. : 240
BLDG. C-1 - TOTAL ALLOCATED SQ. FT. : 44 BLDG. C-2 - TOTAL ALLOCATED SQ. FT. : 40 BLDG. C-3 - TOTAL ALLOCATED SQ. FT. : 40 BLDG. C-4 - TOTAL ALLOCATED SQ. FT. : 40 BLDG. C-5 - TOTAL ALLOCATED SQ. FT. : 40 BLDG. C-6 - TOTAL ALLOCATED SQ. FT. : 40 BLDG. C-7 - TOTAL ALLOCATED SQ. FT. : 80

BUILDING B

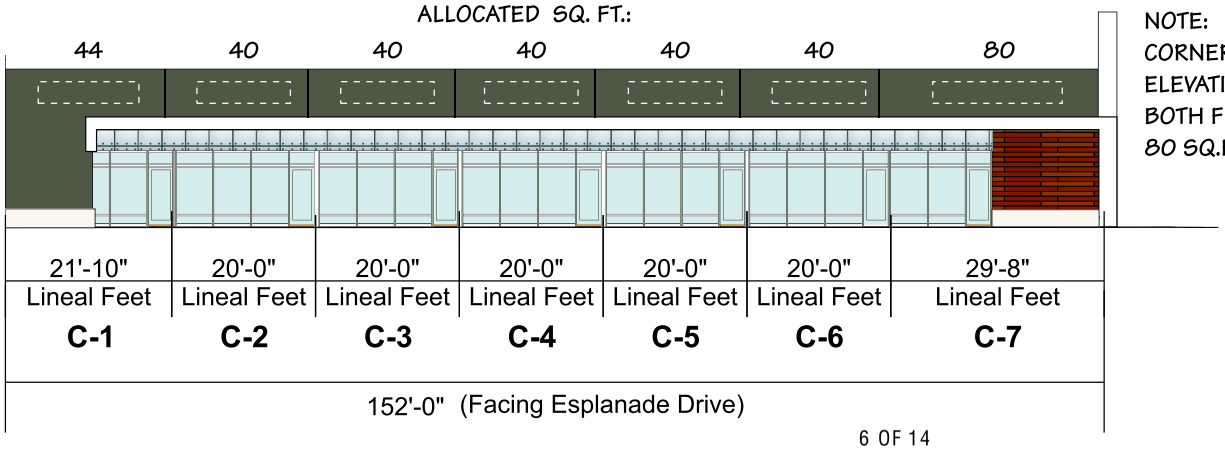
ALLOCATED SQ. FT. : 160

ALLOCATED SQ. FT. : 240



BUILDING C

ALLOCATED SQ. FT.:



NOTE:
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

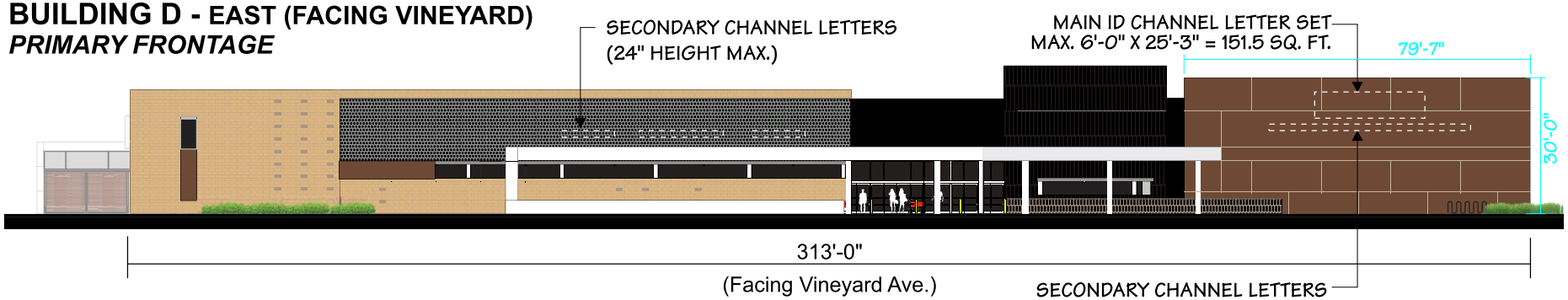
BUILDING D

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

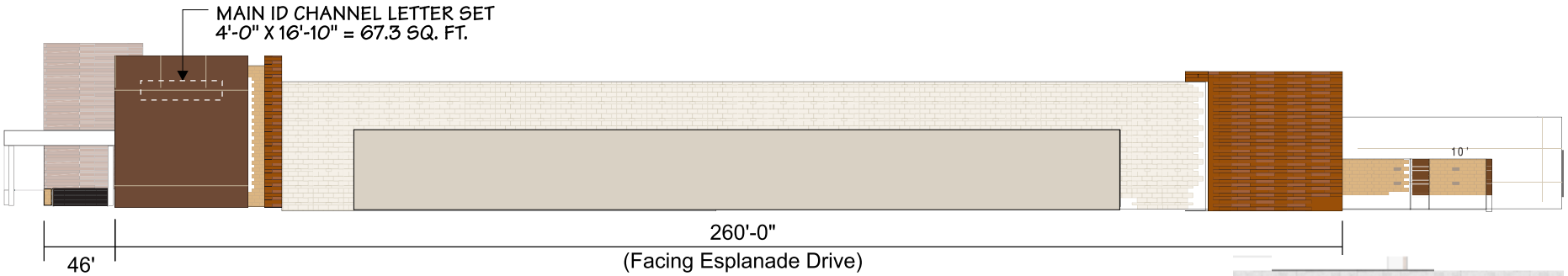
TOTAL ALLOCATED SQ. FT. : 349.5
TOTAL MAIN ID SIGN SQ. FT. : 256.5
TOTAL SECONDARY SIGN SQ. FT. : 69.25

MAIN ID & SECONDARY LETTER SETS TOTAL: 220.75 SQ. FT.
SHALL NOT EXCEED 10% OF SIGNABLE AREA: 238.75 SQ. FT..

BUILDING D - EAST (FACING VINEYARD)
PRIMARY FRONTAGE

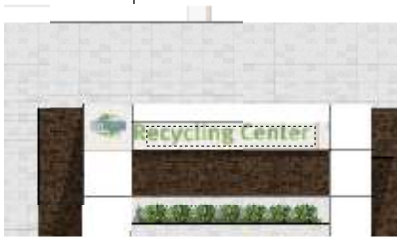


BUILDING D - NORTH (FACING ESPLANADE)

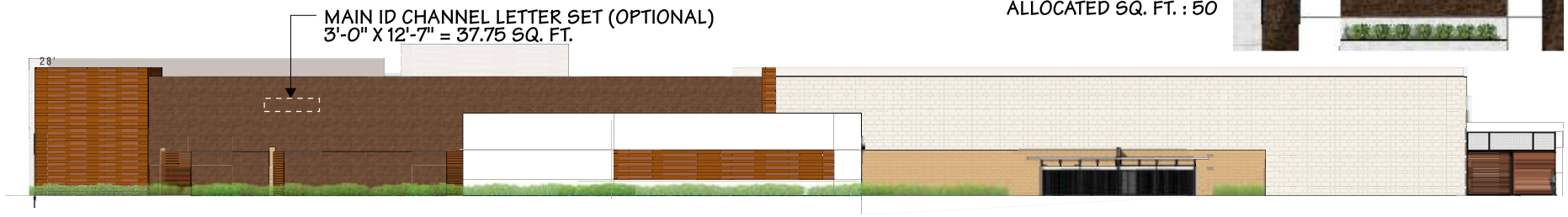


ATTACHED RECYCLE CENTER @ SOUTH (REAR)

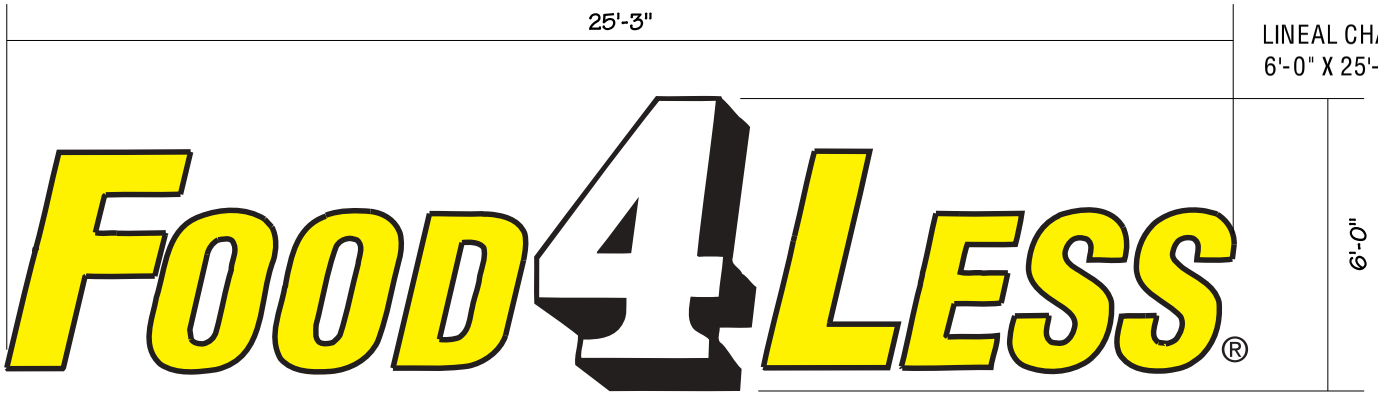
ALLOCATED SQ. FT. : 50



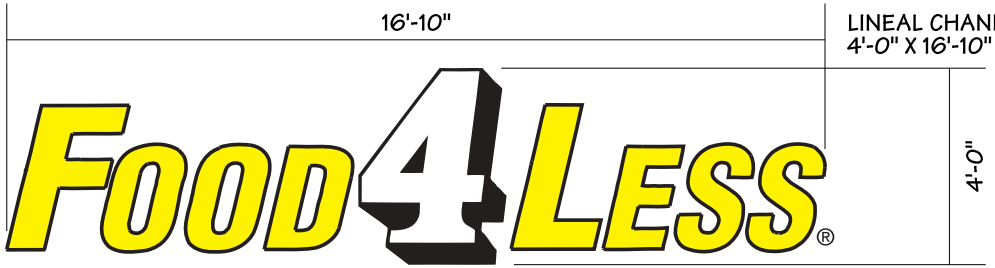
BUILDING D - WEST (FACING BLDG. E)



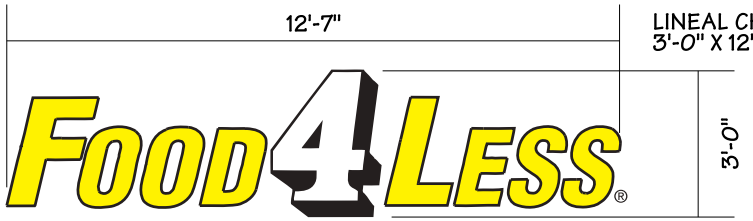
CHANNEL LETTER SETS



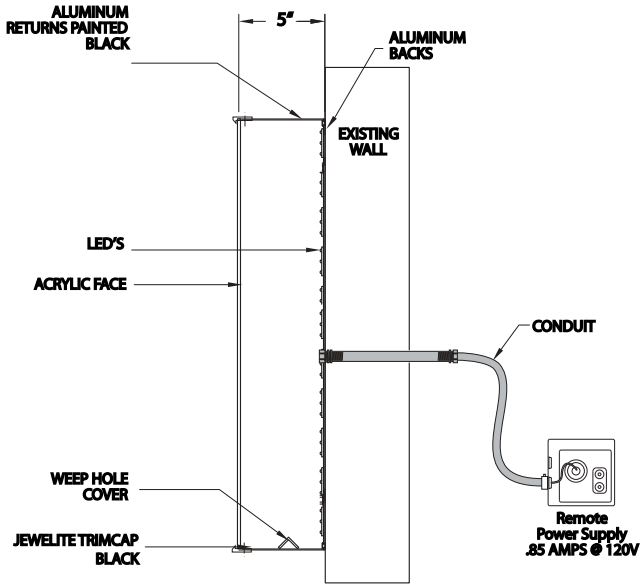
LINEAL CHANNEL LETTER SET
6'-0" X 25'-3" = 151.5 SQ. FT.



LINEAL CHANNEL LETTER SET
4'-0" X 16'-10" = 67.3 SQ. FT.



LINEAL CHANNEL LETTER SET (OPTIONAL)
3'-0" X 12'-7" = 37.75 SQ. FT.



LETTER DETAIL

- 2465 YELLOW ACRYLIC
- BLACK ALUMINUM RETURNS & BACKS
- BLACK TRIM CAP

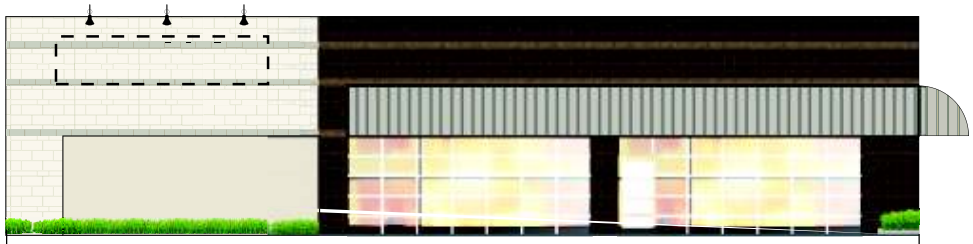
- WHITE ACRYLIC WITH BLACK DROP SHADOW
- BLACK ALUMINUM RETURNS & BACKS
- BLACK TRIM CAP

TOTAL ALLOCATED SQ. FT. : 220

BUILDING E - North

192'-0" Lineal Feet
(Facing Esplanade Drive)

BUILDING E - East



95'-0" Lineal Feet
(Facing Parking Lot & Bldg. D)

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 & KIOSK

Fuel Station

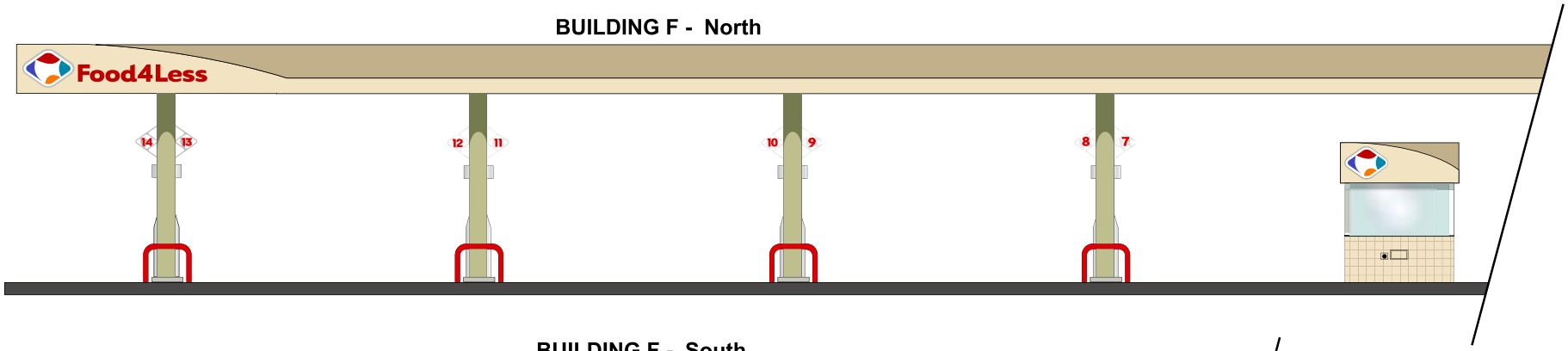
a. Tenant identification, kiosk & canopy frontage

I. Kiosk flush mount

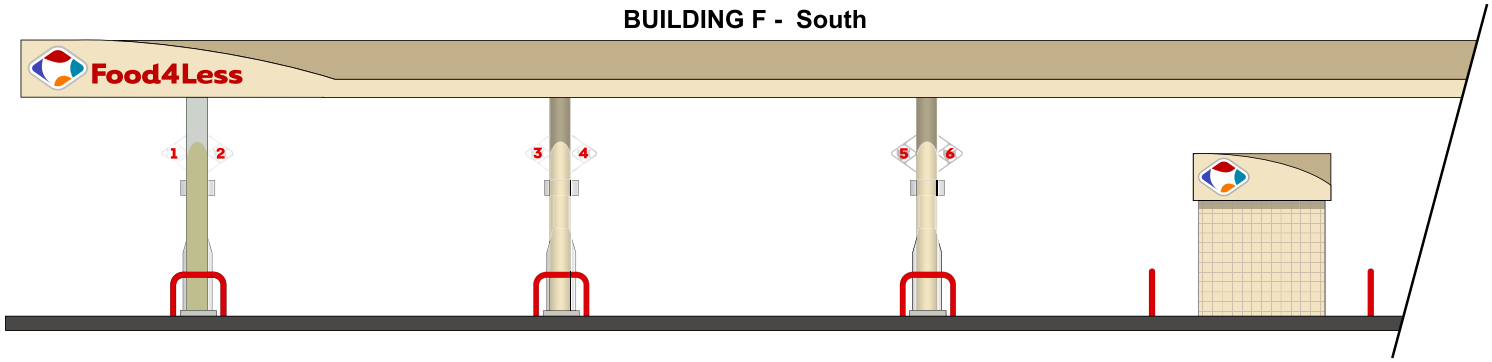
ii. Canopy flush mount

TOTAL ALLOCATED SQ. FT. : 74.25
TOTAL PROPOSED SQ. FT. : 74.2

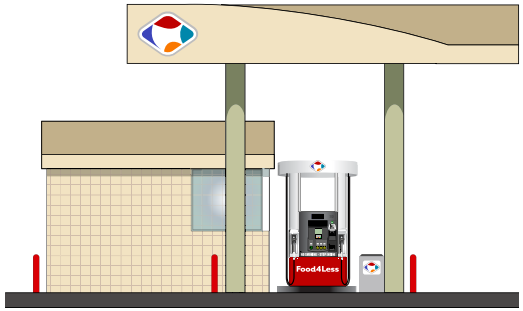
BUILDING F - North



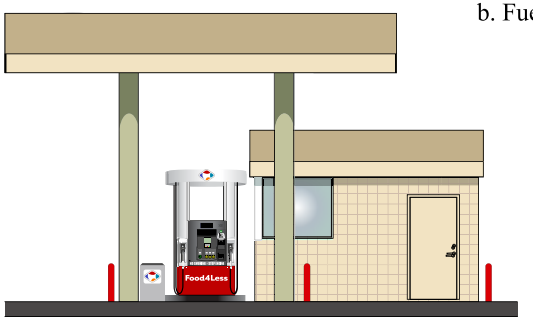
BUILDING F - South



BUILDING F - East



BUILDING F - West



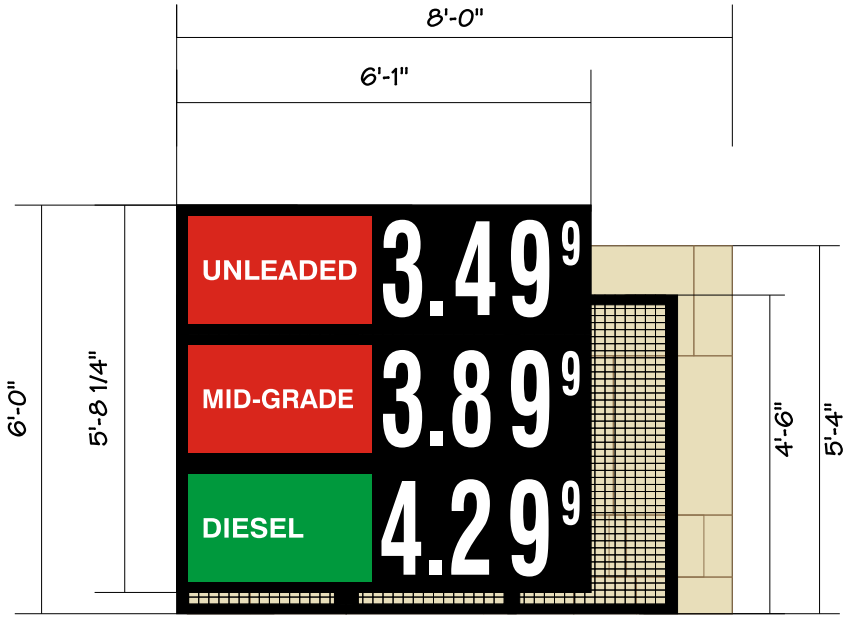
b. Fuel Center Signs on Canopy and Kiosk

a. Channel letters and logo to be centered on canopy fascia and shall not exceed 3' in height (existing canopy fascia height 42").
b. Signs shall be LED internally illuminated.
c. Faces may be vacuum formed or flat retained with 1” trim cap.
d. Signs must be fabricated using non-rusting /non-ferrous materials.
e. No more than one logo per elevation.
f. Placement of canopy signage to be approved by landlord.
g. Kiosk to allow (2) two channel constructed logos, either illuminated or non-illuminated.
h. Kiosk logos are not to exceed sizes of logos on canopy.

CHANNEL LOGO & LETTERS

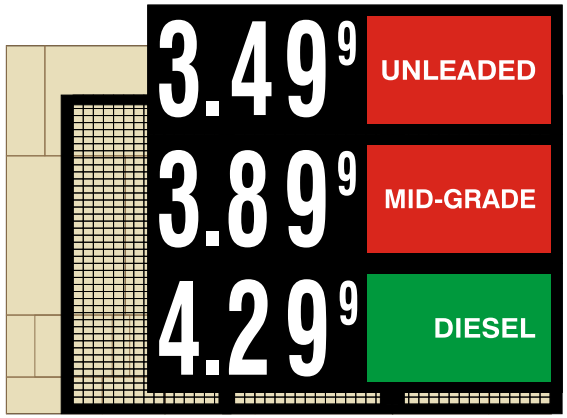
TOTAL ALLOCATED SQ. FT. : 80.5
TOTAL PROPOSED SQ. FT. : 73

SIGN 1 - Fuel Station Main ID, fuel grade & pricer, freestanding on site monument



SIDE A

Standard Kroger Item# 060-00013355



SIDE B

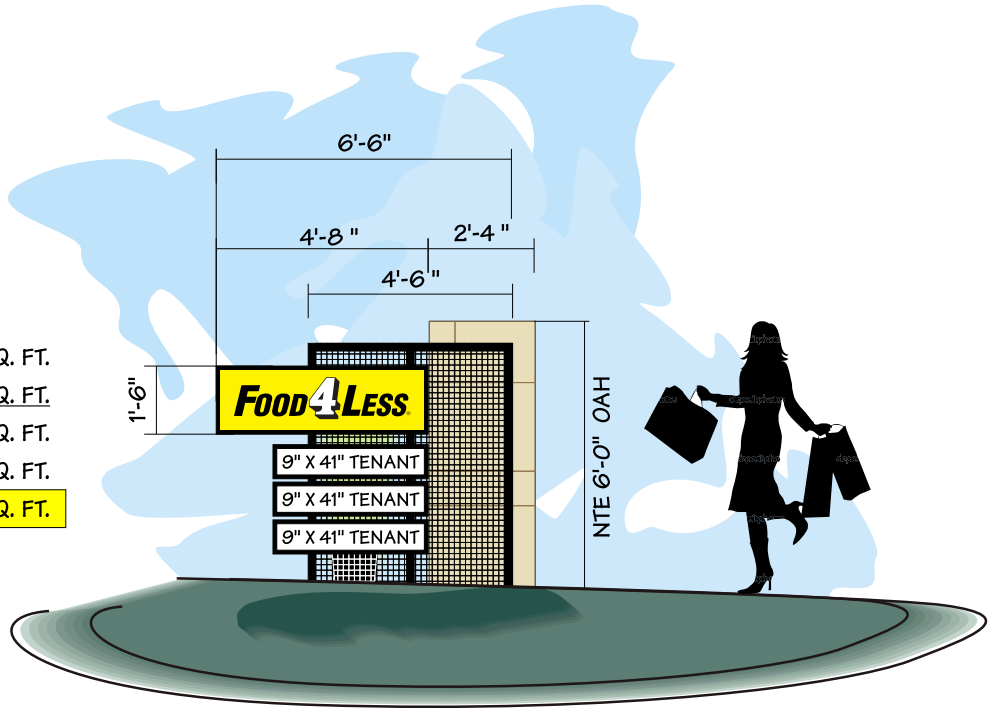
NOTE: "UNLEADED" TO BE STREET SIDE ON BOTH PANELS

SPECIFICATION – SIGN TYPE 1
(1) One internally illuminated 6'-0"(h) x 6'-1" '(w) monument display to be constructed using non-rusting/non-ferrous materials. Tenant panel/brand identification to be separate from electric led pricing. Food 4 Less faces to be decorated polycarbonate.

MONUMENT SIGN 2

TOTAL ALLOCATED SQ. FT. : 59.50
TOTAL PROPOSED SQ. FT. : 58.72

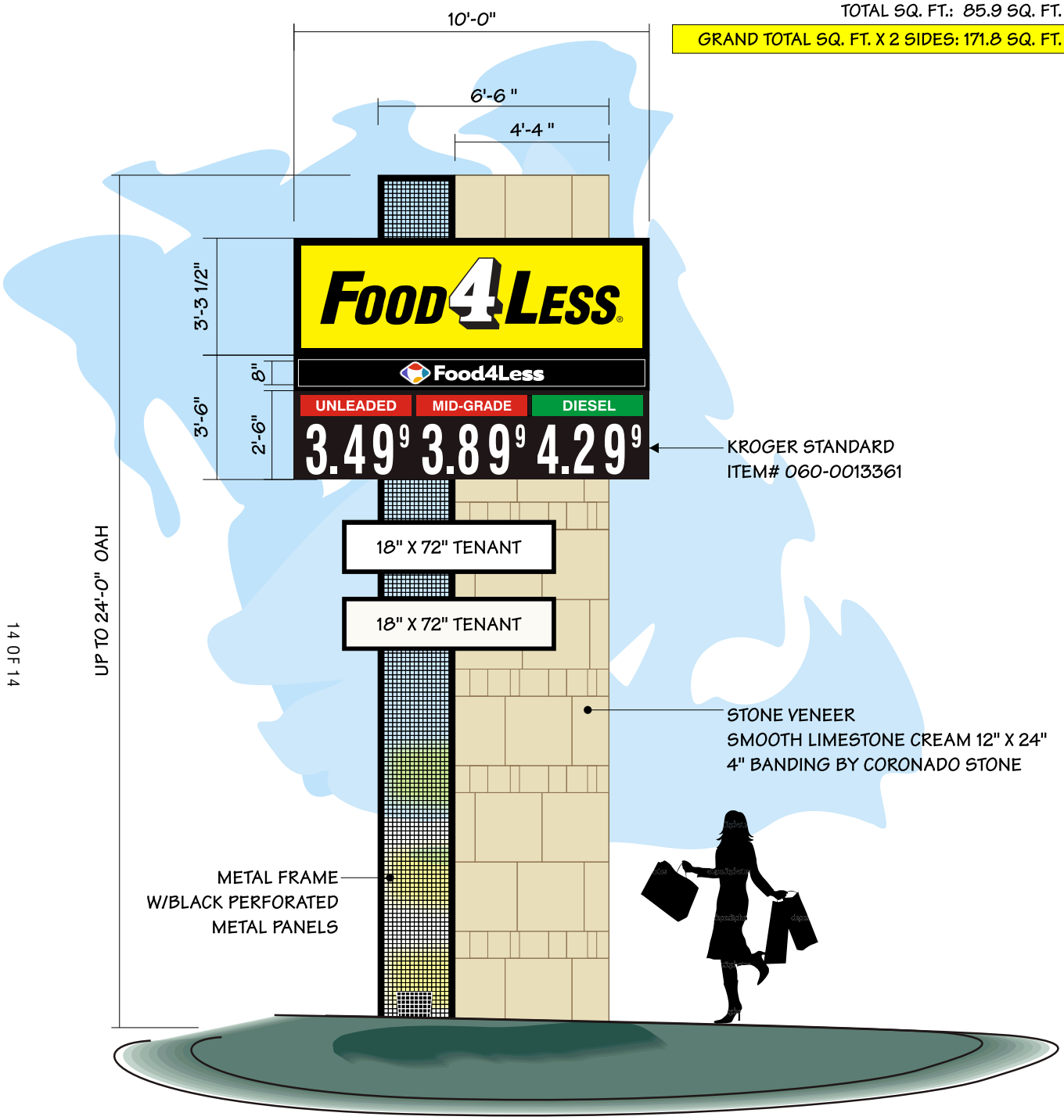
MAIN ID CABINET 1'-8" X 4'-8" = 7 SQ. FT.
TENANT PANELS 9" X 41" = 2.56 X 3 = 7.68 SQ. FT.
TOTAL SQ. FT.: 14.68 SQ. FT.
TOTAL SQ. FT. X 2 SIDES: 29.36 SQ. FT.
GRAND TOTAL SQ. FT. X 2 SIGNS: 58.72 SQ. FT.



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 decorated flat polycarbonate faces. All single face cabinets to be shrouded on open end to appear as one double face (DF) singular cabinet.

TOTAL ALLOCATED SQ. FT. : 172
TOTAL PROPOSED SQ. FT. : 171.8

MAIN ID CABINET 3'-3 1/2" X 10'-0" = 32.9 SQ. FT.
FUEL SIGN 3'-6" X 10'-0" = 35 SQ. FT.
TENANT PANELS 18" X 72" = 2.56 X 2 = 18 SQ. FT.
TOTAL SQ. FT.: 85.9 SQ. FT.
GRAND TOTAL SQ. FT. X 2 SIDES: 171.8 SQ. FT.



SPECIFICATION – SIGN TYPE 3 - (1) ONE DF SIGN
Up to 24' OAH x 10'-0" maximum width, freestanding pylon sign with internally illuminated architectural elements. Anchor tenant signs to be a maximum of 3'-4"(h) x 10'(w). (2) Three additional tenant panels to be a max. 18"(h) x 72"(w). All tenant cabinets are internally illuminated, single face (SF) displays with decorated flat polycarbonate faces. 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.

MULTI-TENANT

PYLON SIGN 3