

MAINE AVENUE MKKT PLC.



**GEOVEST CORPORATION**  
INTERNATIONAL REAL ESTATE INVESTMENTS & MANAGEMENT

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# facsimile transmittal

**To:** Larry Onaga, Baldwin Park Planning      **Fax:** (818) 962-2625  
**From:** Nicholas J. Kallins      **Date:** October 23, 1996  
**Re:** Sign Criteria For Maine Ave. Marketplace      **Pages:** 2  
**CC:**

Urgent       For Review       Please Comment       Please Reply       Please Recycle



At our discussion enclosed please find the sign criteria for the Maine Avenue Marketplace.  
Refer to these criteria when Tenants or Potential tenants of the Shopping Center talk to  
planning about the Signs.

**CONFIDENTIAL**



## SIGN CRITERIA FOR SHOPPING CENTER

These criteria have been established for the purpose of assuring an outstanding shopping center, and for the mutual benefit of all occupants. Conformity will be strictly enforced and any installed nonconforming or unapproved signs shall be brought into conformity at the expense of the Lessee.

The criteria has been designed to give Lessees a considerable amount of flexibility in personalizing their own store and at the same time allow maximum creativity in sign design.

### A. General Criteria

1. Each Lessee shall submit to lessor four (4) copies of a detailed shop drawing of his proposed sign, indicating conformance with the sign criteria herein outlined. Drawings must indicate the building elevation to which the letters are attached, letter size, layout and color, including all lettering and graphics. See Section D-2 for approval process.
2. The Lessee shall pay for all signs and their installation and maintenance. The Lessee or his sign contractor shall obtain all necessary City of Oxnard permits and approvals.
3. Lessees shall be responsible for fulfillment of all requirements of these criteria.
4. Sign contractor shall repair any damage to any surface caused by his work.
5. Lessee shall be fully responsible for the operations of Lessee's sign contractor.

### B. General Notes

1. No animated, flashing or audible signs will be permitted.
2. All signs and their installation must comply with all local building and electrical codes.
3. No exposed raceway, crossovers, conduits, noon tube conductors, transformers, etc., shall be permitted.
4. Individual Lessees shall be allowed one sign not to exceed two square feet of sign space for each linear front foot lease frontage.
5. Center line of all signs shall be centered on the lease frontage. Signs shall also be centered horizontally.
6. Temporary signs of any type will not be allowed. No additional advertisement, i.e., flags, pennants, cloth signs, banners, or similar devices are permitted, either on the building or on windows.
7. No decals shall be visible except as required by local codes and ordinances - U. L. label shall be affixed to at least one (1) sign.
8. The sign contractor shall responsible for: the fulfillment of all requirements and specifications, completing the inatallation in a workmanlike manner, clean-up, patching and painting all damaged surfaces.
9. Signs which are located at the rear of the shops which designate individual shop locations for delivery and emergency purposes only shall be in conformance with the following specifications:
  - A. Letter Size: Four inches high.
  - B. Material: Black printed letters
  - C. Location: On rear door.
  - D. Maximum Number of Signs: One per tenant.

10. Lessee will be permitted to place in the upper window panel to the right of each entrance of its demised Premises not more than 144 square feet of roman steno lettering by Dennison or equal not to exceed two inches in height, indicating hours of business, telephone, etc.
11. Special signs which vary from the sign criteria must be approved by the Lessor.
12. All signs shall otherwise conform to City Code.

#### C. Sign Design

1. Metal Channel Letters: Internally Illuminated 60M.A. neon.
2. Sign Copy: Twenty-four inches (24") maximum height in letters, limit two (2) rows of copy with maximum letter height of each row nine inches (9"). Sign width may not exceed 70% of building frontage.
3. Colors: May be picked by Lessee and approved by Lessor.
4. Cabinet: All exposed sheet metal shall be (24-gauge) painted with one coat of lead primer and two coats of enamel, to match existing facia.
5. Attachment: Shall be done as per City requirements and normal installation practices.
6. Signs for anchor tenants such as "Luckys, Clothworld, and "Thrifty's" shall be allowed as shown on the approved elevation drawings.

#### D. Construction For Signs

1. The "copy" and "logo" criteria for each sign shall be as follows:
  - A. Lessee shall display only their established trade names or their basic product name including logo if requested. No brand names of products allowed.
  - B. The copy (letter type) and logs for use shall be submitted to Lessor for specific approval. Only approved copy and logos shall be incorporated in the signs.

2. All signs shall consist of individual illuminated letter constructed from paint-loc sheet metal five inches (5") deep and illuminated with 15M H neon tubing powered by 30 MA transformers. Letter faces shall be fabricated from plexiglass with trim cap edges.

The colors of all letters and logos to be used on any signs shall be subject to approval of the Lessor's representative.

**ALL SIGNS SHALL BE SUBMITTED IN QUADRUPLE (4) FOR WRITTEN APPROVAL PRIOR TO MANUFACTURE AND INSTALLATION TO:**

Geovest Corporation  
15747 South Woodruff Ave.  
Suite G  
Bellflower, CA 90706

**SIGN PERMITS WILL NOT BE CONSIDERED BY THE CITY**

- (1) COPY OF THE OWNER APPROVED SIGN DRAWINGS ARE PRESENTED AT TIME OF PERMIT REQUEST IN ADDITION TO SUCH NUMBER OF PLAN COPIES AS REQUIRED BY THE CITY.