



Tenants with Exterior Facade:

CITY REQUIREMENTS FOR ALL TENANTS WITH EXTERIOR FACADE:

On-Building Identification Signs For Cinema as Well as Restaurants and Retail Tenants With Exterior Access -

All on-building identification signs for the cinema, restaurants and retail tenants with exterior access, shall comply with the Architectural Design Guidelines for Commercial Projects (Resolution No. 2005-11) as well as Title 9, Chapter 4, Article 23 of the Thousand Oaks Municipal Code. The design, color and location of all on-building signs as well as address numbers shall be processed under separate sign permit applications. The signs shall comply with the following standards:

- A. No more than five (5) compatible sign colors shall be used:
 - White
 - Red
 - Yellow
 - Stainless/Brushed Aluminum
 - Black
- B. Maximum 19.2 inch (19.2") (including twenty percent (20%) increase) high back-lit, reverse channel letters for the retail tenants and maximum twenty-four inch (24") (including twenty percent (20%) increase) high back-lit or front and reverse channel letters with matching trim, caps and returns for the retail Tenants at Marin Street and Hillcrest Drive, cinema and restaurants. However, final letter heights shall be determined on

Tenants with Exterior Facade: (continued):

the basis of sign proportion to the background wall surfaces and other design features on the building.

- C. Selection of logos is permitted and shall be limited in size to a maximum twenty percent (20%) of the permitted sign area. Unlimited multiple colors in the logo may be permitted. Or, Individual product and/or service identification shall be limited to a maximum of twenty percent (20%) of the permitted sign area.
- D. Maximum sign length shall not exceed sixty-five percent (65%) of the storefront length, in order to provide clear definition between signs and avoid a crowded appearance of 80% of building element.
- E. Security/life safety and address signs shall be located so as to be visible from adjacent streets and shall be illuminated by an indirect source of lighting during the hours of darkness. Size and location of these signs shall be subject to approval by the Community Development, Police Departments & Fire Departments.
- F. A maximum of three (3) signs each on the cinema, the two-story retail building at Marin Street and Hillcrest Drive, and each of the restaurant Buildings A through D.

1. Preface

This document establishes guidelines and standards for the design, implementation and regulation of project and tenant signs for all Tenants with exterior façade..

The purpose of the Sign Program is:

Tenants with Exterior Facade: (continued):

To provide signage that is clear, safe and functional, effectively serving the identification needs of the project and its visitors and tenants.

To allow for creative and tasteful variation in sign design that contributes to the center's overall image of quality and consideration, that compliments the center's architecture and landscape design, and that contributes both to successful retail business operations within the project, and to the quality of the built environment in the surrounding community.

To establish a review and approval process for new signage by providing guidelines and reasonable standards for acceptability for signs at the center.

2. General Provisions

Signs shall be designed in a manner that is imaginative and of high artistic quality. Signs must be compatible with and complementary to adjacent architecture and architectural details. Standards for relative compatibility and aesthetic judgment shall be determined at the sole discretion of the Owner. All signs shall be in compliance with the City of Thousand Oaks signage guidelines. All sign proposals must bear the Owner's signature of approval prior to submittal to the City of Thousand Oaks for permit. All signs must be permitted by the City of Thousand Oaks.

Only those sign types provided for in this Sign Program and or specifically approved in writing by the Owner will be allowed. No temporary

Tenants with Exterior Facade: (continued):

wall signs, window signs, pennants, banners, flags, inflatable displays or sandwich boards will be allowed unless specifically approved by Owner.

Signage that incorporates trademarked logos, business identity and/or images denoting the type of business are encouraged. Notwithstanding trademarked logo designs, sign colors and materials are subject to Owner's approval.

Notwithstanding the maximum square footages specified for copy area allowances herein, signs and typography shall in all cases appear in balance and in scale with the context of the sign space and the building as a whole. Thickness, height, color and sign lettering style shall be visually balance and in proportion to other signs in the building.

Standards for relative balance and proportion shall be determined at the sole discretion of the Owner.

All sign fabrication work shall be of the highest quality. All logo images and typestyles shall be accurately reproduced. The Owner reserves the right to reject any fabrication work deemed below standard or not in accordance with approved drawings.

3. Fabrication and Installation Requirements

A. Fabrication

1. Signs shall be constructed of durable rust

Tenants with Exterior Facade: (continued):

inhibited materials that are appropriate and complementary to the building.

2. All formed metal such as letter forms, shall be fabricated using full weld construction.
3. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
4. Colors and finishes shall be reviewed and approved by the Owner.
5. Surfaces with color mixes and hues prone to fading shall be coated with ultra violet-inhibiting clear coat in a matte gloss or semi gloss finish.
6. Joining of materials shall be finished in such a 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 and finish so as to be unnoticeable, unless intended and integral to the design concept.
7. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel and runs and shall have a uniform surface conforming to the highest standards of the industry.
8. All lighting must match exact specifications of the approved fabrication drawings.
9. Brightness of signs is subject to approval by Owner; however, in no instance may the brightness exceed 30 M.A. Surface brightness. Surface brightness shall be evenly illu-

Tenants with Exterior Facade: (continued):

minated on sign face without light leaks.

10. All illuminated signs and associated fixtures shall bear Underwriter's Laboratory labels or the label of a similar testing laboratory approved by governing authorities. Fabrication and installation of electrical signs shall comply with national and local building and electrical codes.

B. Installation

1. Sign installers shall provide evidence of insurance with correct endorsements and with limits of liability determined by the Owner.
2. Illuminated and non-illuminated sign letters attached directly to the building wall shall be pin set a min. of 1 1/2" from the face of the wall.
3. Wall mounted signs shall be affixed without visible means of attachment, unless the expression of attached of attachment method is an intentional feature of the design.
4. All pin settings shall consist of enameling iron with porcelain enamel finish.
5. All conduits, raceways, crossovers, wiring, ballast boxes, transformers and other equipment necessary for sign connection shall be concealed all fasteners shall be stainless steel, anodized aluminum, brass, bronze or carbon bearing steel with painted finish.
6. Penetrations into building walls, where required, shall be repaired to existing

Tenants with Exterior Facade: (continued):

- finishes and made waterproof.
7. Access panels, if required, shall be approved by the Owner, and shall be installed at approved locations where unnoticeable. Access panels shall be finished to match surrounding materials.
 8. The location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Owner. Sign contractor shall install same in accordance with the approved drawings.
 9. No manufacturers' labels shall be visible from public areas from normal viewing angles.
- 4. Restriction and Prohibited unless approved in writing by the Owner:**
- The following are prohibited unless approved in writing by the Owner:
1. Animated signs, except as specifically approved in writing by Owner and permitted herein.
 2. Permanent advertising devices such as attraction boards, horizontally oriented banners and flags.
 3. Temporary wall signs, pennants, banners, inflatable displays or sandwich boards unless specifically approved by Owner.
 4. Advertising or promotional signs on parked vehicles.
 5. Pre-manufactured signs. Such as fran-

Tenants with Exterior Facade: (continued):

- chise signs that have not been modified to comply with the Sign Program.
6. Wind signs.
7. Signs erected so as to obstruct free and clear vision of other signs, display windows, or residential windows, or obstruct views of vehicular or pedestrian traffic.
8. Portable signs.
9. Signs made of prohibited materials, including paper, styrofoam, vinyl or cardboard.
10. Hand painted signs.
11. Decals, whether affixed to windows or opaque surfaces.
12. Window signs unless approved by Owner or specifically allowed herein.
13. Loose or temporary signs listing hours of operation posted in storefronts of doors.
14. Signs posted, painted, printed, nailed, tacked, erected, placed, fastened or otherwise affixed without the written consent of the Owner.
15. Exposed junction boxes, transformers, conduits, raceway, or neon crossovers of any type.
16. Exposed fasteners unless an integral part of the design.
17. Luminous vacuum formed acrylic signs and letters including pre-manufactured and franchise signs that do not conform to the Sign Program.
18. Unadorned rectangular cabinet signs with translucent or opaque faces.

Tenants with Exterior Facade: (continued):

19. Signs using contrasting color "trim cap" retainers.
 20. Fully illuminated cabinet signs with translucent faces, including logos.
 21. Raceway mounted channel letters.
 22. Roof mounted signs, or signs projecting above roof lines or parapets. Signs or mansard roofs or equipment screens.
 23. Exposed neon signs, or neon signs with clear acrylic faces.
 24. Poorly maintained signs.
 25. Sign erected without owner approvals or proper permits from governing authorities
- 5. Tenant Signs**
- The objective of the tenant sign program is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout the project.
- The program is intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence can best be achieved through open and frequent dialogue between Tenant and Owner.
- Signage at The Oaks Restaurant and Theater Expansion is an integral part of the center's image and appeal, so signs must be carefully placed and proportioned to the individual architectural façade on which they are located.

Tenants with Exterior Facade: (continued):

A. Submittal and Approval Process

Allowing reasonable time for Owner review and tenant revision of submissions in advance of sign fabrication (but not less than 30 days), tenant shall submit for Owner approval three sets of complete and fully dimensioned shop drawings of the tenant's sign.

Shop drawings shall include at least the following:

1. Tenant's entire building facade elevations showing proposed sign, in color, drawn to a minimum scale of 1/8" = 1' 0".
2. Storefront partial building elevation at 1/4"=1' 0" scale, showing the location, size, color and construction and installation details (brackets, braces, etc.) of the tenants proposed signs. Include a calculation of the allowable and actual sign area.
3. A typical section through the letter and or sign panel showing the dimensioned projection of the letter or panel face and the illumination method. Specify neon color and intensity.
4. Color and material samples together with a photograph of a similar installation (if applicable).
5. Site Plans.

The Owner shall review and approve, approve as noted, or reject with comments the tenant's sign design. The tenant must respond to the Owner's comments and resubmit corrected

Tenants with Exterior Facade: (continued):

drawings until all design, installation and fabrication issues have been resolved.

Upon receipt of final approved sign shop drawings, the tenant may submit the proposed sign to the City of Thousand Oaks for required permits. Tenant shall furnish the Owner copies of all permits prior to installation of the tenant's signs.

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in this Sign Program and in the final approved shop drawings and details. Signs shall be inspected upon installation to assure conformance. Any work deemed unacceptable shall be rejected and shall be corrected or modified to the Owner's satisfaction.

The Owner may, at his sole discretion and at the tenant's expense, correct, replace, or remove any sign that is installed without written permission and/or that is deemed not to be in conformance with the approved Sign Program. No temporary or permanent signs may be added to, changed, or altered without review and approval by the owner and the City of Thousand Oaks.

B. Sign Design and Placement Criteria

Tenants are strongly encouraged to consider the architectural style of their building façade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing signs for individual storefronts. There are many acceptable sign treatments. A mixed media approach of several different elements and lighting techniques is also

Tenants with Exterior Facade: (continued):

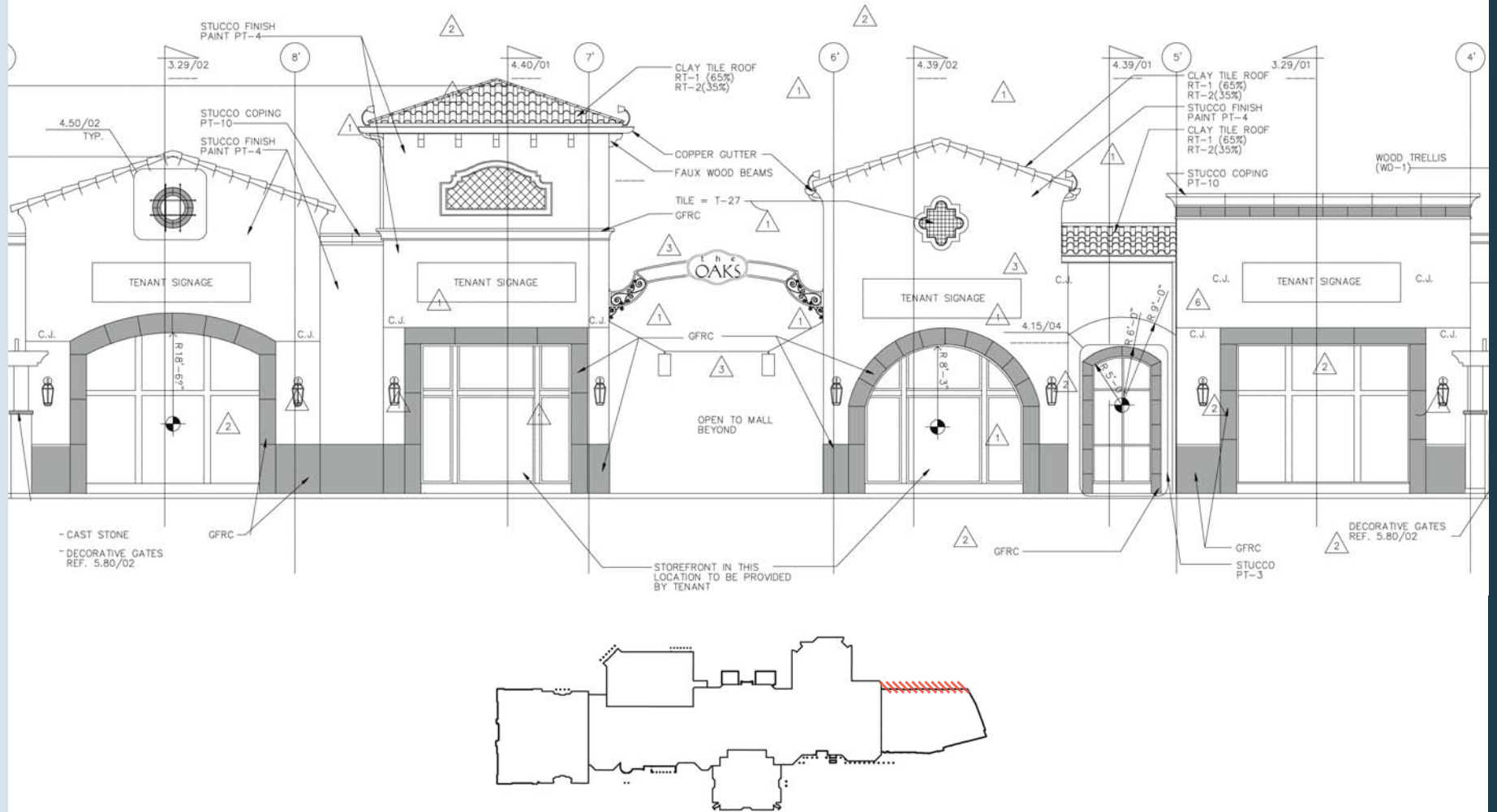
allowed.

Building facades have been designed with consideration for sign locations for individual tenant suites, and with the objective of providing optimum visibility from public circulation paths, as well as variety, scale and consistency. The Landlord has identified sign placement zones for each tenant suite, and for each pad tenant building within which tenant wall-mounted signs may be located. Where applicable and appropriate, Tenant's may propose blade signs. Canopy-mounted signs, including text on an awning, valance, umbrella, etc. are not allowed.

Refer to pages 6-8 for sign location details.

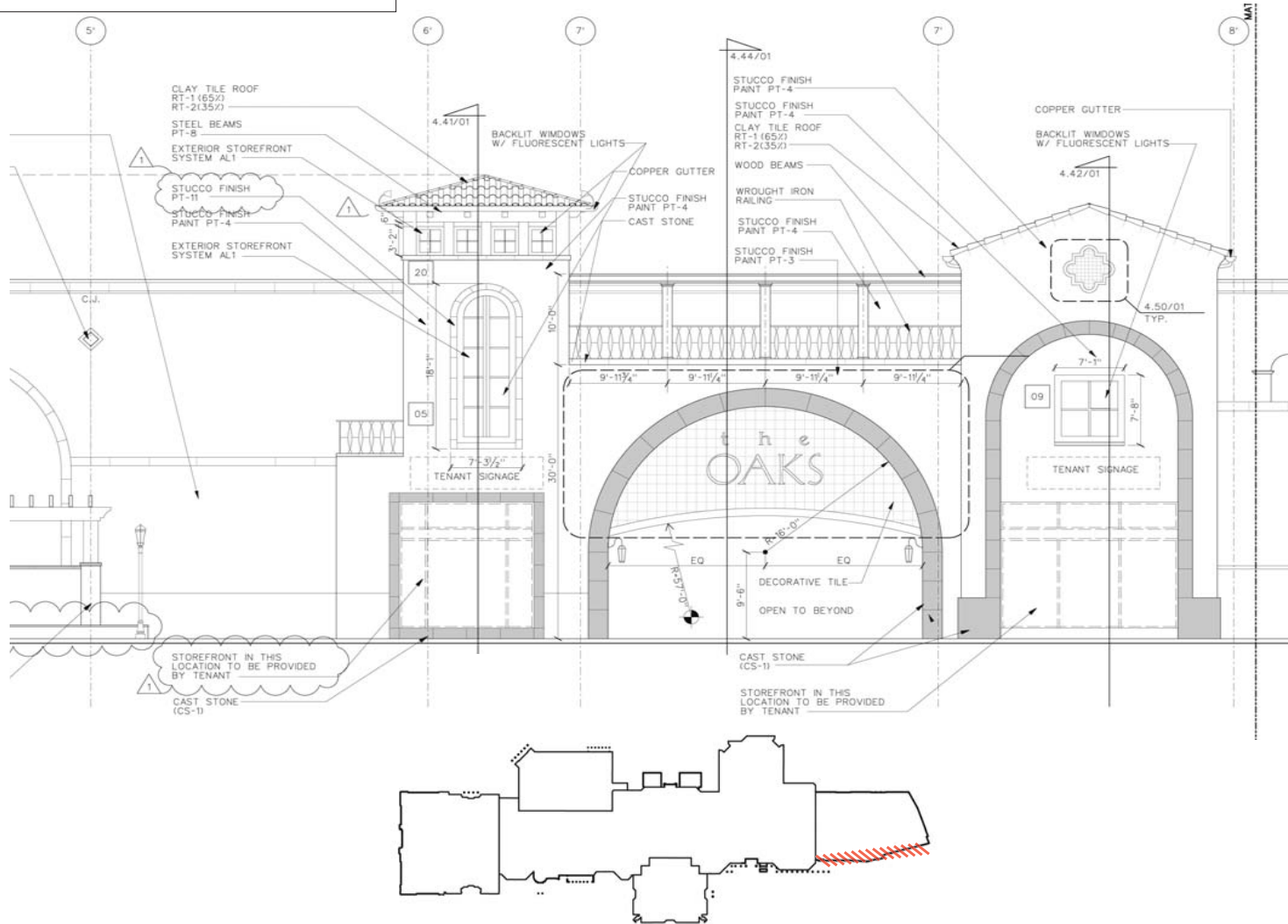
Tenants with Exterior Facade: (continued):

North Expansion Entry



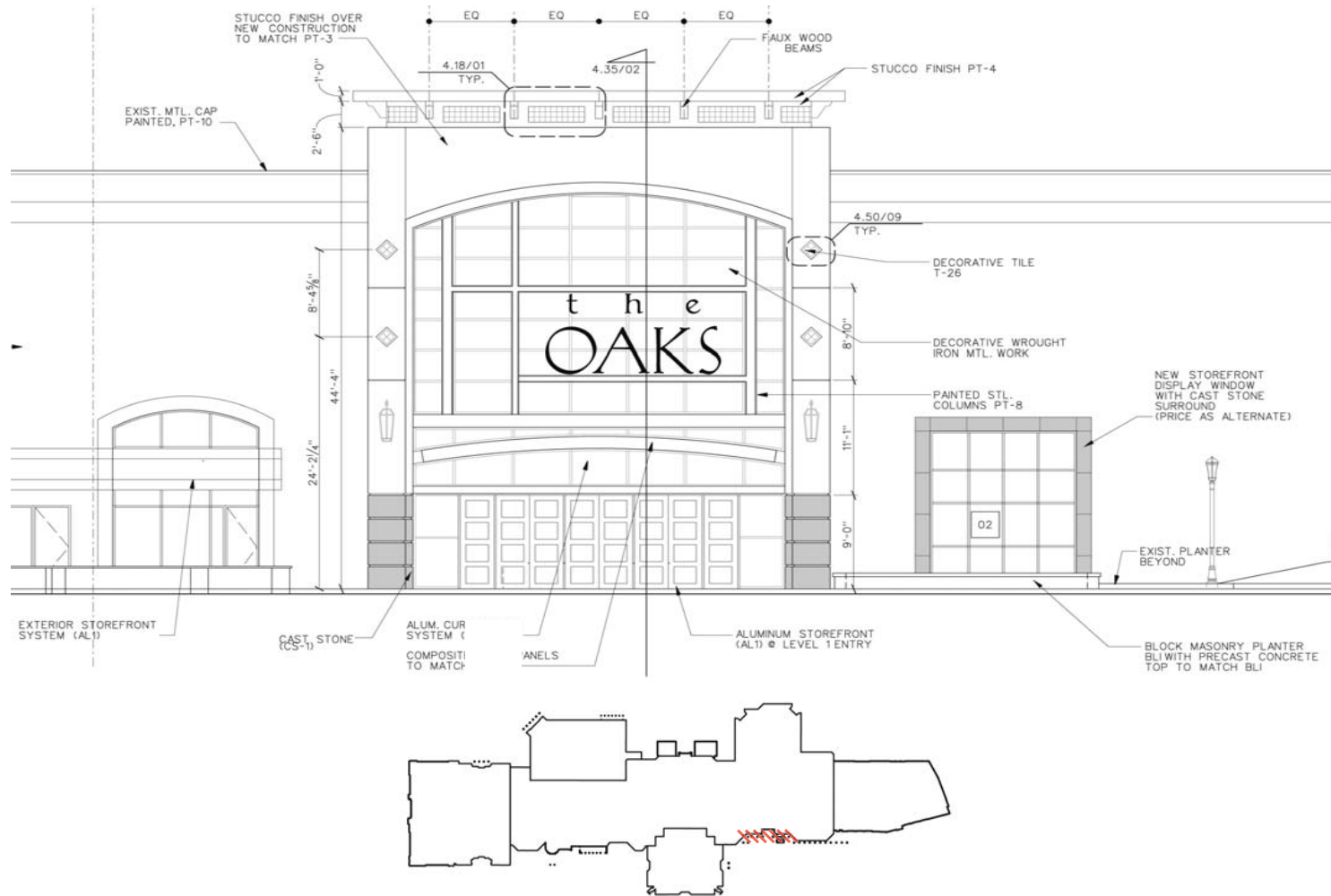
Tenants with Exterior Facade: *(continued)*:

South Expansion Entry



Tenants with Exterior Facade: *(continued)*:

South Existing Entry



Tenants with Exterior Facade: *(continued)*:

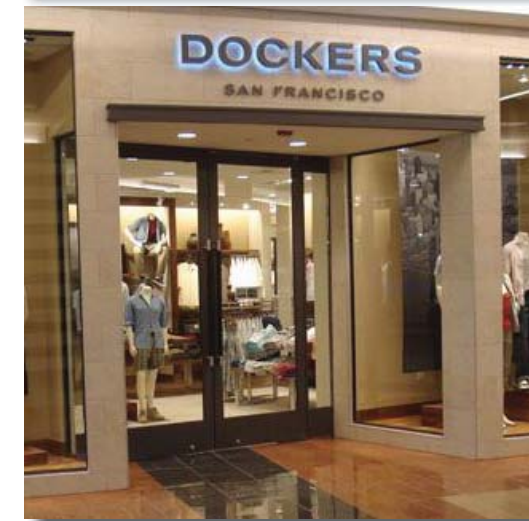
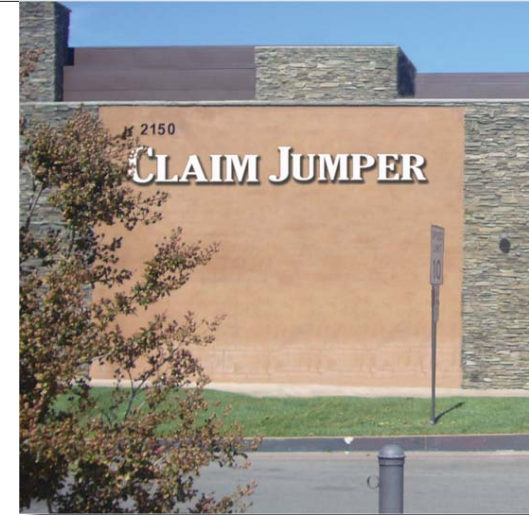
Acceptable sign treatments include:

1. Mixed media, three-dimensional signs.
2. 3" deep halo illuminated letters, white neon or LED halo only.
3. 2" deep channel letter.
4. Dimensional, geometric shapes.
5. Etched, brushed, patina or abraded materials and metals.
6. Sand blasted, textured and/or burnished metal leaf faced dimensional letters, pin mounted from façade.

Tenants with Exterior Facade: *(continued)*:



Tenants with Exterior Facade: *(continued)*:



Tenants with Exterior Facade: *(continued)*:

C. Sign Size Measurement criteria

Tenant Primary Identification Wall Sign

Tenants are allowed one primary identification sign located in the designated sign zone above the primary entrance. Only individual pad Tenant or corner Tenantsuites with secondary frontage may incorporate one additional primary sign. Primary identification signs may identify the business name and a minimum generic word description of the service offered. No product identity, brand name, or specific service descriptions may be displayed.

Blade signs will not be counted against overall allowable tenant sign area. Sign size is based on the tenant's primary leased frontage, as measured in a straight line between centerlines of demising walls. Tenants are allowed up to one square foot of primary sign area per lineal foot of store frontage (maximum copy area per City of Thousand Oaks Sign Guidelines). Sign square footage means the entire area of a square, rectangle, or circle, whichever is smaller, necessary to enclose the extreme limits of the sign face, letters, message, illustration, picture, logo or similar, together with any frame, background area of the sign, structural tri or other material, color or condition which forms an integral part of the display. The sign size must be proportioned to the individual storefront.

The Owner may restrict sign sizes to less than

Tenants with Exterior Facade: *(continued)*:

the permitted maximum at the Owner's sole discretion.

Maximum letter height for Tenant's Primary identification Wall Signs is 16" (sixteen inches). The maximum height may be increased by 20% for internally illuminated reverse channel letters, to 19.2".

D. Other Tenant Signs

1. Blade Signs

Each tenant has the option to have one blade sign. The blade sign program is intended to work in tandem with the tenant's primary signage, and to reflect each tenant's graphic identity and transform kit into a three dimension doublefaces sign. The Owner encourages the tenant to propose unique blade sign designs that enrich the pedestrian environment with creative use of colors and materials combined with strong business name identification which follows the style of The Oaks Spanish colonial influenced architecture.

Blade signs may not be internally illuminated, but require external illumination.

Externally illuminated blade signs must have a decorative external light source that is well integrated into the sign design.

Blade signs may project no more than 3'6" from the building face, and shall be no more than 24" in overall height, with a maximum 5 square feet of area for each face. Blade signs

Tenants with Exterior Facade: *(continued)*:

are generally intended to have a horizontal proportion.

Clearance from the underside of the blade sign to the finished grade shall be a minimum of 8'-0" Blade signs of this size may not be used as the primary identification sign.

2. Suite Identification Signs

Suite identification signs shall be provided by the Owner at the Tenant's expense. Signs shall be centered on the window panel immediately above the primary entrance door. Alternatively, signs may be placed in the lower right hand corner of the storefront adjacent to the primary entrance. Numerals shall be translucent ivory (230-500), four (4) inches in height, Chaparral Semi Bold font.

3. Tenant Storefront Logos and Information Signs

Each tenant will be permitted to place upon the glass doors and or show windows of its premises not more than a total of 144 square inch area of black or white screen printed or dusted crystal or 3M 3635-70 translucent white vinyl lettering indicating the store name, hours of business, emergency phone numbers, accepted credit cards or similar text. Letter height shall be limited to one and onehalf (1 1/2") inches.

4. Service Door Signs

The Oaks Expansion

350 West Hillscresc Dr | Thousand Oaks, CA 91360

Tenants with Exterior Facade: (continued):

Tenants shall be required to identify their service door for delivery and emergency purposes. Tenants shall provide (color TBD) die cut vinyl transfer letters indicating the suite letter or number affixed to service door centered at 5'0 above the threshold. Letter height shall not exceed three (3) inches, Chaparrel Semi Bold font.

APPENDIX A – Definitions

Accessory sign

Any sign which carries advertisement incidental and related only to the primary use of the premises or site on which it is located, including signs or sign devices indicating the business transacted at services rendered, goods sold or produced on the premises by either the owner, occupant or developer of the premises.

Advertising kiosk

Permanent free-standing structure, internally illuminated or nonilluminated, design to carry one or more changeable advertisements of a standard size and format.

Animated sign

A sign which is designed and constructed to give a message through a sequence of progressive changes of parts by either action or motion, flashing or color changes requiring electrical or manual energy.

Area of a sign

Means the entire area within a single continuous

Tenants with Exterior Facade: (continued):

perimeter which encloses the extreme limits of the advertising message, together with any frame, background area of a sign, structural trim or other material, color or condition which forms an integral part of the display, excluding necessary uprights or supports on which the sign is placed.

Awning

A permanent or temporary structure attached to and wholly supported by a wall of a building and installed over and partially in front of doors, windows or other openings in a building and consisting of a frame and a top of canvas or other similar material covering the entire space enclosed between the frame.

Background area of a sign

The entire area in which copy could be placed.

Banner

Any pennant, streamer, flag, picture, figure, or other object, regardless of the material of which it is made, which is suspended or otherwise designed for decoration or advertisement, or to attract the attention of passerby.

Billboard

A non-accessory sign as defined in this section.

Blade sign

Axed projecting sign panel containing copy or imagery, attached perpendicular to the building wall, and designed as a secondary identification sign or accessory sign as defined above, to be read from either side.

Canopy

A fixed shelter of any material and of any length,

Tenants with Exterior Facade: (continued):

projecting from and connected to a building and or columns and/or posts form the ground, or supported by a frame extending from the building and/or columns or posts from the ground.

Changeable copy of sign

An accessory sign which is characterized by changeable copy regardless of method of attachment.

Directional sign

An accessory sign designed to guide pedestrian or vehicular traffic.

Ground sign

A sign supported by a structure, other than the wall of a building, placed in or upon the ground. A monument sign.

Height of a sign

The vertical distance from the ground level to the highest point of such sign or sign structure.

Identification sign

A sign which serves to identify only the name, address or lawful use of the premises upon which it is located and which sets forth no other advertisement.

Illuminated sign

A sign which has characters, letters, figures, designs, logograms, pictures, or outlines illuminated by a source of energy directly or indirectly in order to make visible the message.

Indirectly illuminated sign

The source of the illumination is on the interior of

Tenants with Exterior Facade: (continued):

the sign structure. Internally illuminated sign.

In-line Tenant

A tenant who occupies a space having one or more walls in common with an adjacent tenant.

Directly illuminated sign

The source of the illumination is on the exterior of the sign structure. Externally illuminated sign.

Informational sign

A sign which conveys information such as rest-rooms, no parking, and the like but does not contain advertising, brand or trade name information.

Logo

Aan image composed of a collection of symbols, figures, design elements, and letters which together form a distinct and unique identifying mark.

Marquee sign

Permanent roofed structure attached to and supported by the building and projecting over the property.

Monument sign

A ground sign identifying the project and/or main projects entries, incorporating major tenant identification signs, indirectly or directly illuminated.

Moving sign

Any sign or device which has any visible moving part, visible revolving part, or visible mechanical movement of any description, or other apparent visible movement achieved by electrical, electronic or kinetic means, including intermittent electrical pulsation, or by action of wind currents.

Tenants with Exterior Facade: (continued):

Mural

A sign consisting of a picture, painting, or other art work applied to and made integral with an exterior wall surface of a building, structure, fence, or garden wall which contains no copy, lettering, symbols, or any references directly related to the promotion of any product, business, organization, service, cause or place.

Non-accessory sign

Any sign which carries advertisement other than that of an accessory sign.

Owner

The development company for the project and its officially designated representatives. The party possessing legal title to the property or site or his designated representative.

Pad Tenant

A user who occupies an entire building on the street perimeter of the project.

Portable signs

A sign designed to be transported from place to place while supported or carried by one or more persons and not affixed, anchored, or secured to the ground or a sign structure.

Projecting sign

Any sign the surface or plane of which is not substantially parallel to the surface or plane of the supporting wall, fence, canopy or marquee to which it is attached.

Roof sign

Any sign or portion thereof located on, or extending

Tenants with Exterior Facade: (continued):

over the roof of a building and either supported by the roof or by an independent sign structure. A roof sign shall not mean any sign defined as a wall sign. A roof sign shall not mean a marquee sign which is located on the canopy or marquee which roof is at least three feet lower in elevation than the adjacent roof of the attached building or is at least three feet lower in elevation than the top of the parapet wall of the attached building.

Sign face area

The area of a sign, including margins, potentially available for display of copy and graphics.

Sign structure

Any structure which supports or is designated to support any sign as defined in this document.

String lights

Means and includes series of light bulbs mounted on a flexible cord arrangement such as Christmas lighting or similar lighting when used or displayed on property for the purpose of attracting attention as a sign. String lighting shall not mean permanently installed series lighting when such lighting is used as an architectural feature or a building or exterior space when installed in compliance with the electrical code.

Temporary sign

A sign which is intended to advertise specific community, civic or construction projects, real estate for sale, lease or rent, or other special events for a finite period of time.

Trim

Any molding, battens, cappings, matting strips, lat-



Tenants with Exterior Facade: *(continued):*

Tenants with Exterior Facade: *(continued):*

Tenants with Exterior Facade: *(continued):*

ting, or platforms which may be attached to a sign structure.

Under marquee sign

An accessory sign attached beneath a canopy, awning or marquee.

Wall sign

A sign affixed to or placed on and parallel to a building wall, door, window or between two supporting columns of a building, or affixed to any structure attached to the building.

Wind sign

Any sign or portion thereof or series of signs, banners, flags, or pennants, spinners, streamers, or other objects designed and fastened in such manner as to move upon being subjected to pressure by wind.