

SUP 10-500-7
TSM 10-300-3
Rancho Victoria

-- APPROVED --
CITY OF OXNARD

City Council
 Planning Commission
 Development Services Director
 Planning Manager

EXHIBIT

Reso/Ord No. 13,955 #13956
Permit # 10-500-7 #10-300-3
Date 4/5/2011

RANCHO VICTORIA PLAZA

SIGN PROGRAM

Oxnard, California

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PLANNING DIVISION
CITY OF OXNARD

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ELECTRICAL ADVERTISING

RANCHO VICTORIA PLAZA SIGN PROGRAM

OCTOBER 22, 2010 AT / JC

PAGE 1

 **PROJECT
DIRECTORY**

LANDLORD: INVESTEC REAL ESTATE
200 E. CARRILLO STREET
SANTA BARBARA, CA
TEL: (805) 962-8989

ARCHITECT: LANET / SHAW ARCHITECTS, INC.
11741 WEST PICO BLVD.
LOS ANGELES, CA
TEL: (310) 479-4775

CONSULTANT: ULTRASIGNS ELECTRICAL ADVERTISING
9025 BALBOA AVENUE, STE 150
SAN DIEGO, CA 92123-1520
TEL (858) 569-1400 x4106
FAX (858) 569-1453
ATTN: REID COOPER

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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 approval should be obtained prior to city permit. Check with the City for permit application requirements and fees.

B LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.
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, it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition.





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 surfaces are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images 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.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.
10. Signs must be made of durable rust -inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. 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 unnoticeable.
13. 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.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
17. Placement and/or location of tenants on the pylon sign or monument signs is at the discretion of the landlord. Tenants may have placement on a monument sign or the pylon sign, but not both.

D SHOP TENANT SIGNAGE SPECIFICATIONS:

The intent of this criteria is to insure a standardized uniform style throughout the center while encouraging the creativity of typographical and iconic elements to develop interest and style. Signs must be architecturally compatible with the entire center.

STOREFRONT SIGNAGE

The following types of construction will be allowed:

- Acrylic face channels letters, logos or icons with through face illumination. Maximum depth 5"
- Acrylic face channels letters, logos or icons with through face and halo illumination. Maximum depth 3.5"

In order to allow creativity and artistic designs, ascending and descending shapes will be allowed to extend beyond the envelope limits provided that the overall allocated square footage is not exceeded. In other words, these areas shall be calculated individually and added to the "boxed" area for the main sign body. (See diagram below)



Descending letter element

Descender: (The part of the lowercase letters, such as g, p, and y, which extends below the other lowercase letters)

Irregular shaped icons & logos should be considered in sign design for increased visual impact.



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 simulates 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 will not be permitted.

4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.

5. There shall be no signs that are flashing, moving, audible portable or movable.

6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached exhibit for tenants.

7. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are used 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 is OK!)

8. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

9. Window signs placed within a building shall not cover more than 10% of any window of the ground floor. Landlord approval is required for the size and type of construction of any window sign prior to installation. No window signs allowed above the ground floor.

10. Banners, Pennants & Balloons Used for Advertising Purposes:

Temporary 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 subject to Municipal Code requirements, Landlord's, and City approval.

11. Billboard Signs are not permitted.

12. The use of permanent "sale" signs are prohibited.

13. Temporary signs are limited to a thirty-day period and are restricted to banners and signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs or banners per calendar year, three three-day events at least ninety days apart.

14. No standard plex faced cabinet construction allowed.

15. No illuminated signs within one hundred (100) feet and/or facing residential property.

F ABANDONMENT OF SIGNS:

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

G 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.

H MAINTENANCE:

It is the Tenant's responsibility to maintain their signs in proper working and clean conditions at all times. Otherwise, landlord reserves the right to hire his own contractor, make the necessary corrections, and bill tenant should it be deemed necessary.



SIGN CONSTRUCTION

Illuminated LEXAN FACED CHANNELS with THROUGH FACE OR THROUGH FACE AND HALO ILLUMINATION.

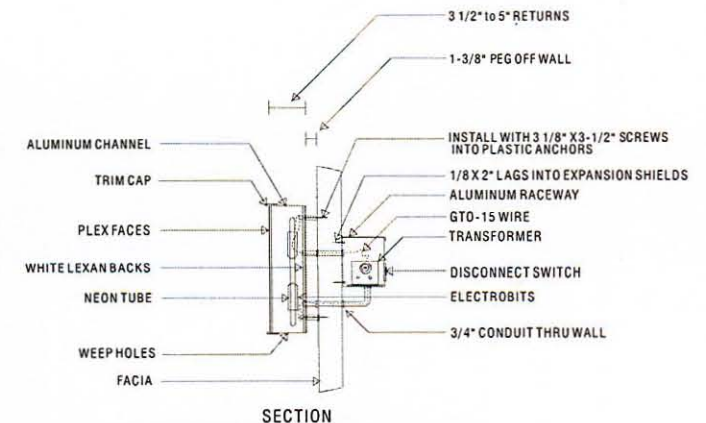
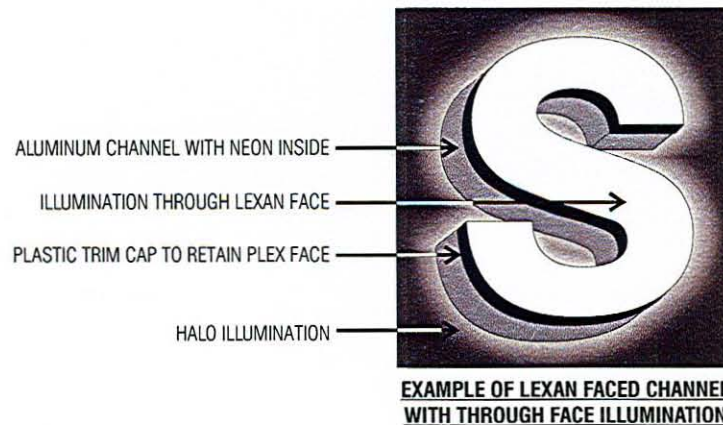
Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces use any color of translucent Lexan with any color of trim cap.

Illuminate with 30 ma neon.

Paint aluminum channel any color.

NOTE: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



SIGN TO BE UL APPROVED AND BEAR UL LABEL

LEXAN FACED CHANNEL LETTERS THROUGH FACE AND HALO ILLUMINATION

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BUILDING	STREET FRONTAGE (LINEAL FEET)	PEDESTRIAN FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED PER ELEVATION / BUILDING (SQ. FT.)	TOTAL SIGN AREA ALLOWED (SQ. FT.)
"1"	65	79	130 OVERALL + 39.5 ON WEST ELEVATION	169.5
"2"	65	79	130 OVERALL + 39.5 ON EAST ELEVATION	169.5
"3"	79	65 EAST / 65 WEST	152 OVERALL + 32.5 EAST + 32.5 WEST	217
"4"	65	79	130 OVERALL + 39.5 ON WEST ELEVATION	169.5
"5"	65	0	130 OVERALL	130
"6"	58	0	116 OVERALL	116
"7"	58	0	116 OVERALL	116
"8"	65	0	130 OVERALL	130
"9"	65	0	130 OVERALL	130
"10"	58	0	116 OVERALL	116
"11"	65	0	130 OVERALL	130
"12"	58	0	116 OVERALL	116
"13"	58	0	116 OVERALL	116
"14"	65	0	130 OVERALL	130

NOTE:

- NO TENANT WALL SIGN MAY EXCEED 50.0 SQ.FT. / SIGN PER CODE 16-608(B)(7)(b).
- SIGN AREA CALCULATED FROM ONE BUILDING OR BUSINESS FRONTAGE, EVEN IF UNUSED, SHALL NOT BE ALLOCATED TO ANOTHER BUILDING OR BUSINESS 16-601(B)(2)

SIGN AREA

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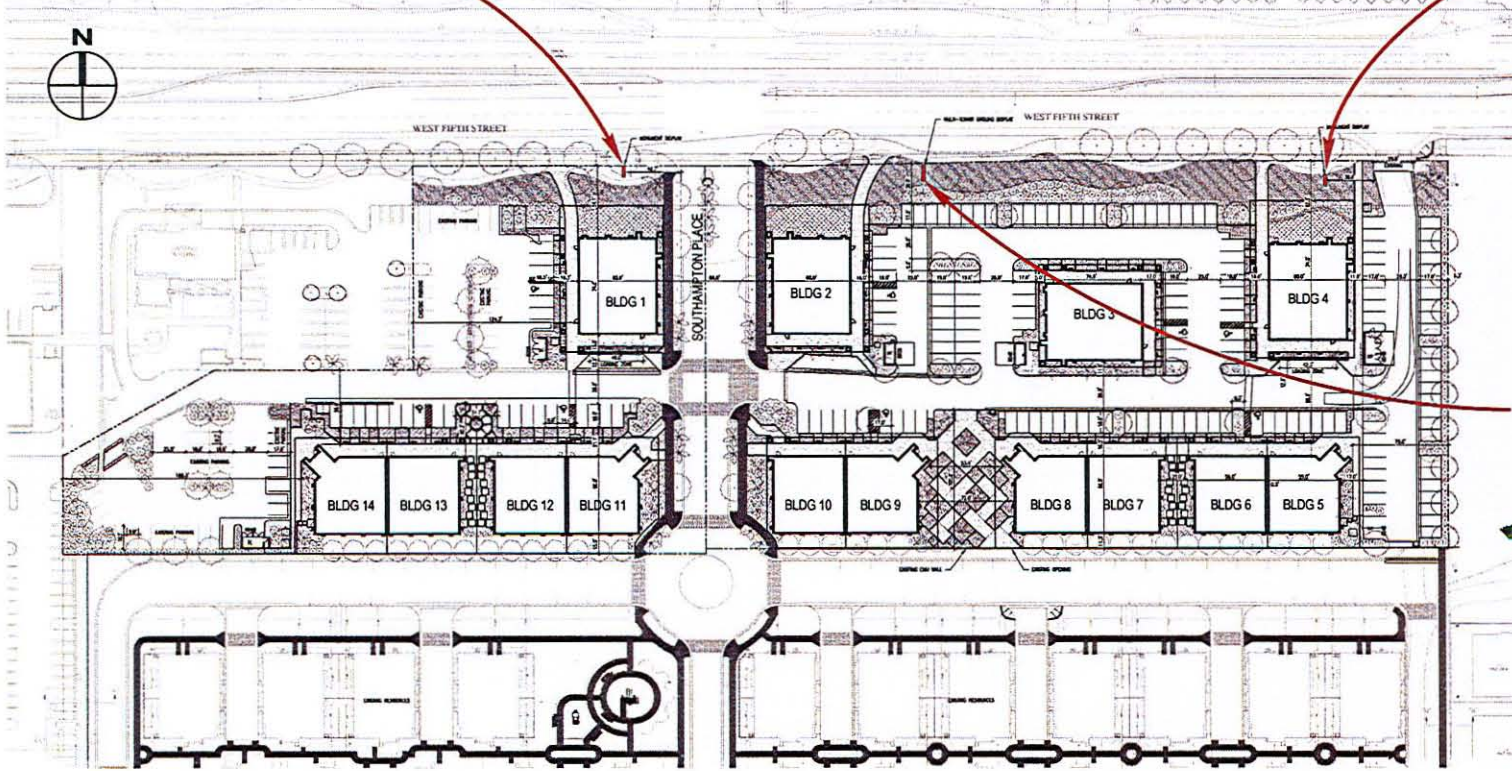




B1



B2



A

SITE PLAN

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70% OF ADJACENT SURFACE OR 2'-6" MAX LETTER HEIGHT (WHICHEVER IS LESS)

MAXIMUM 70% OF ADJACENT SURFACE

PAD TENANT



SIZE: 2.0 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES. SEE SIGN AREA ALLOCATION TABLE ON PAGE 8.

CONSTRUCTION: HALO AND FACE LIT PLEX FACED CHANNELS.

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

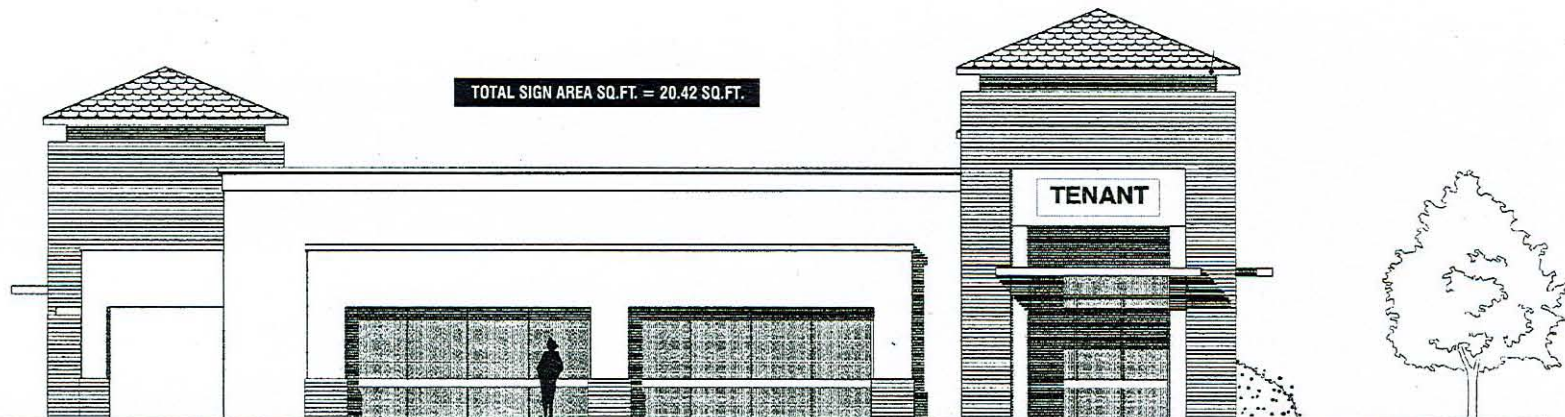
HEIGHT: TWENTY FOUR INCH MAXIMUM.

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: YES (NOT TO EXCEED 25% OF TOTAL ALLOWABLE SIGN AREA). ONLY MAJOR SERVICES/DEPARTMENTS ALLOWED. NO ADVERTISING OR SLOGANS.



BUILDING "1" (EAST ELEVATION)

SCALE: 1/8" = 1'-0"

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TOTAL WALL AREA SQ.FT. = 1262.57 SQ.FT.
MAX SIGN SQ.FT. = 126.26 SQ.FT.

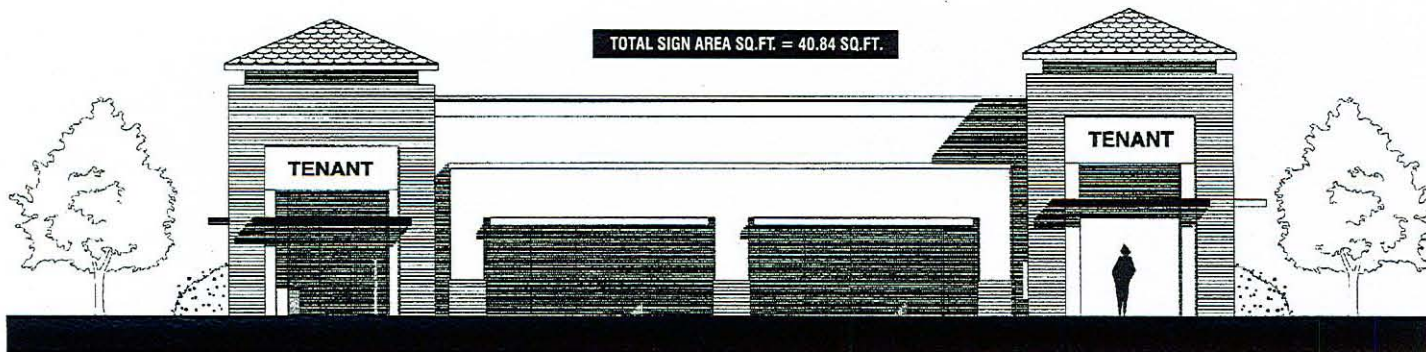
TOTAL SIGN AREA SQ.FT. = 81.68 SQ.FT.



BUILDING "1" (NORTH ELEVATION)

SCALE 3/32" = 1'-0"

TOTAL SIGN AREA SQ.FT. = 40.84 SQ.FT.



BUILDING "1" (WEST ELEVATION)

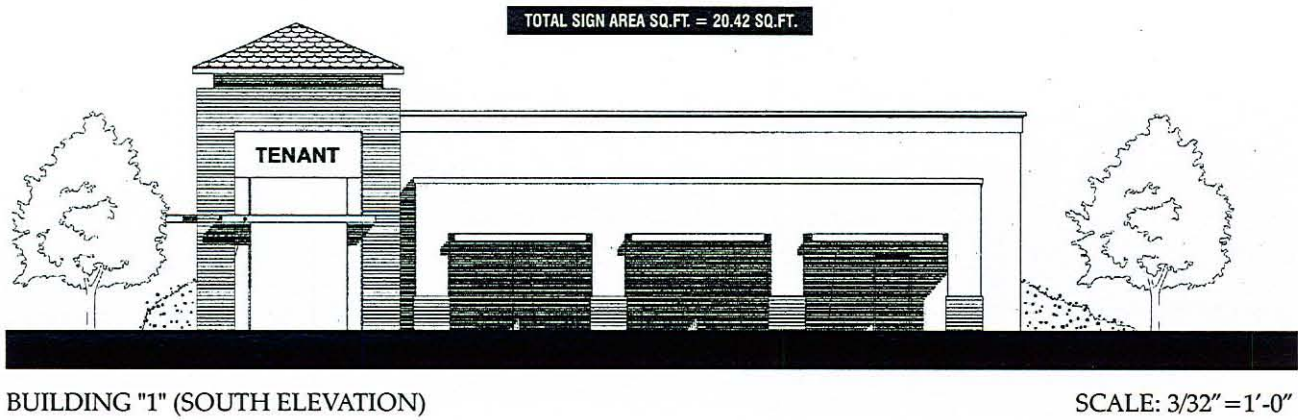
SCALE: 3/32" = 1'-0"

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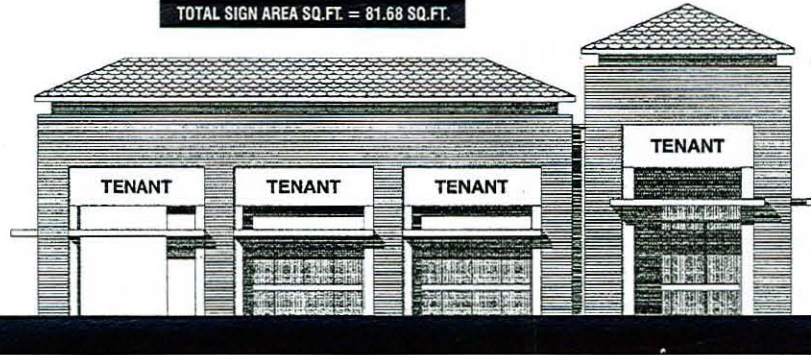
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TOTAL WALL AREA SQ.FT. = 1262.57 SQ.FT.
MAX SIGN SQ.FT. = 126.26 SQ.FT.

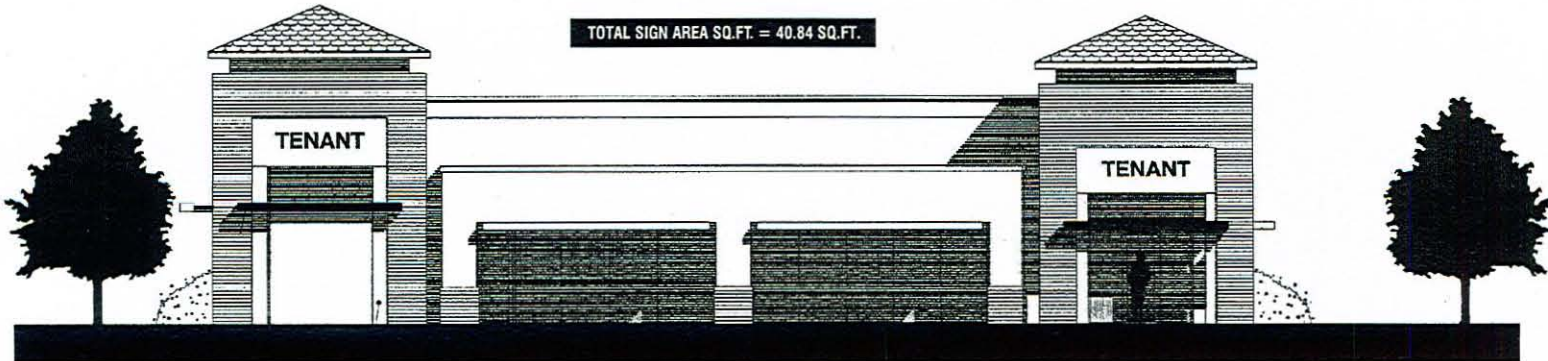
TOTAL SIGN AREA SQ.FT. = 81.68 SQ.FT.



BUILDING "2" (NORTH ELEVATION)

SCALE 3/32" = 1'-0"

TOTAL SIGN AREA SQ.FT. = 40.84 SQ.FT.

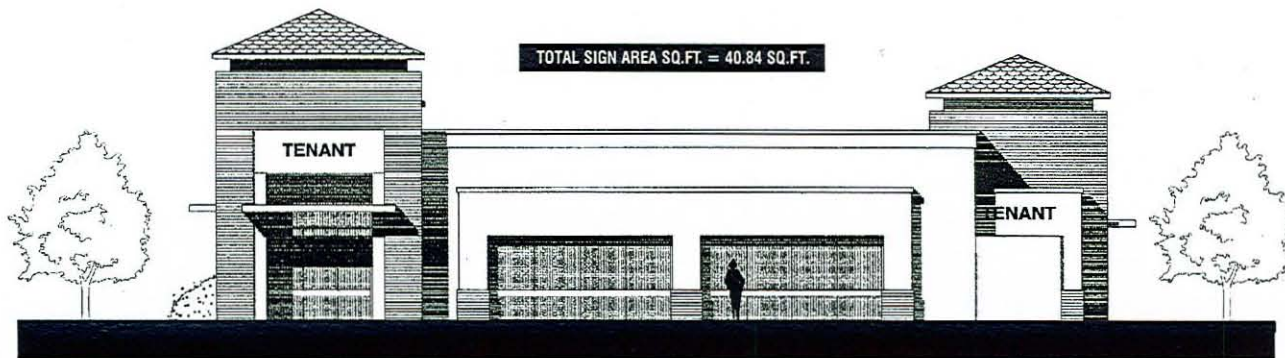


BUILDING "2" (EAST ELEVATION)

SCALE: 3/32" = 1'-0"

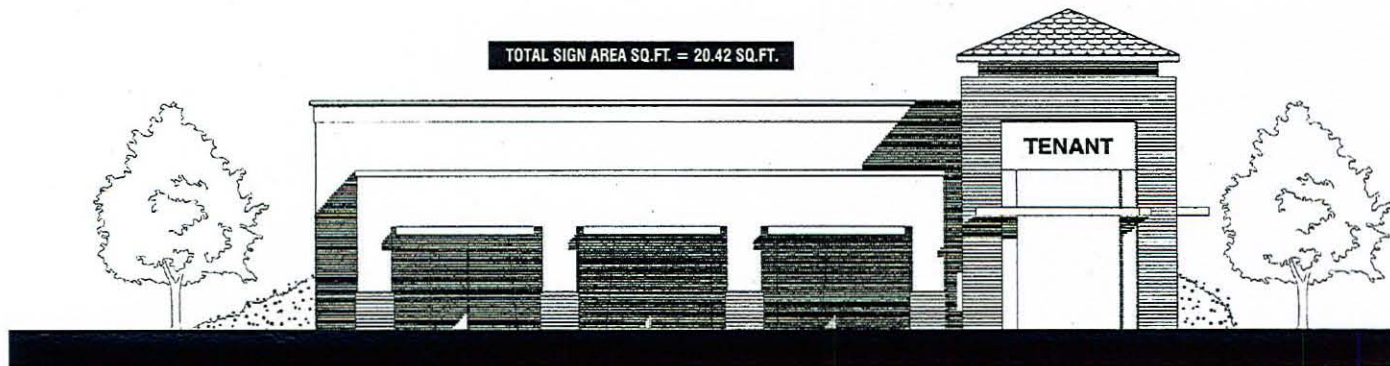
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BUILDING "2" (WEST ELEVATION)

SCALE 3/32" = 1'-0"



BUILDING "2" (SOUTH ELEVATION)

SCALE: 3/32" = 1'-0"

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TOTAL WALL AREA SQ.FT. = 1262.57 SQ.FT.
MAX SIGN SQ.FT. = 126.26 SQ.FT.

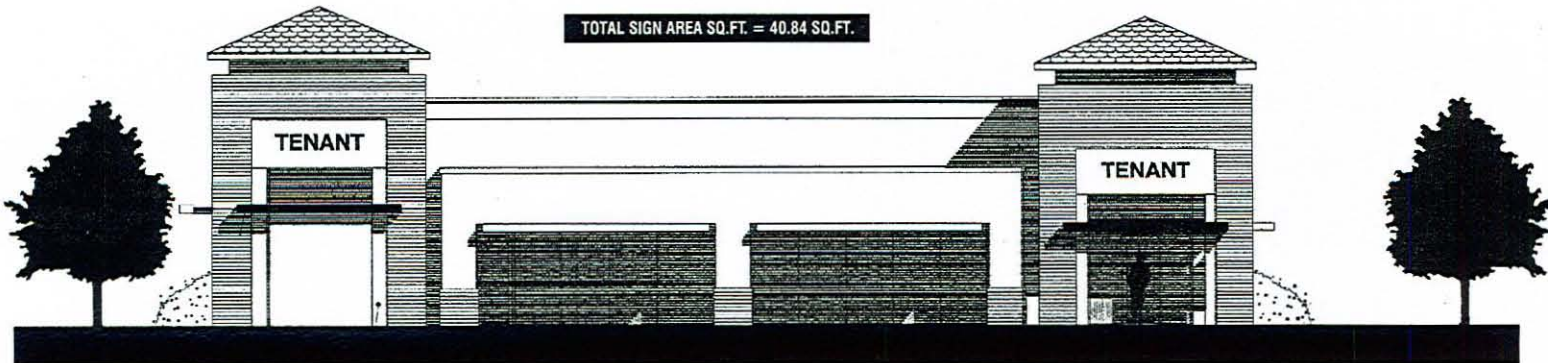
TOTAL SIGN AREA SQ.FT. = 81.68 SQ.FT.



BUILDING "3" (WEST ELEVATION)

SCALE 3/32" = 1'-0"

TOTAL SIGN AREA SQ.FT. = 40.84 SQ.FT.



BUILDING "3" (NORTH ELEVATION)

SCALE: 3/32" = 1'-0"

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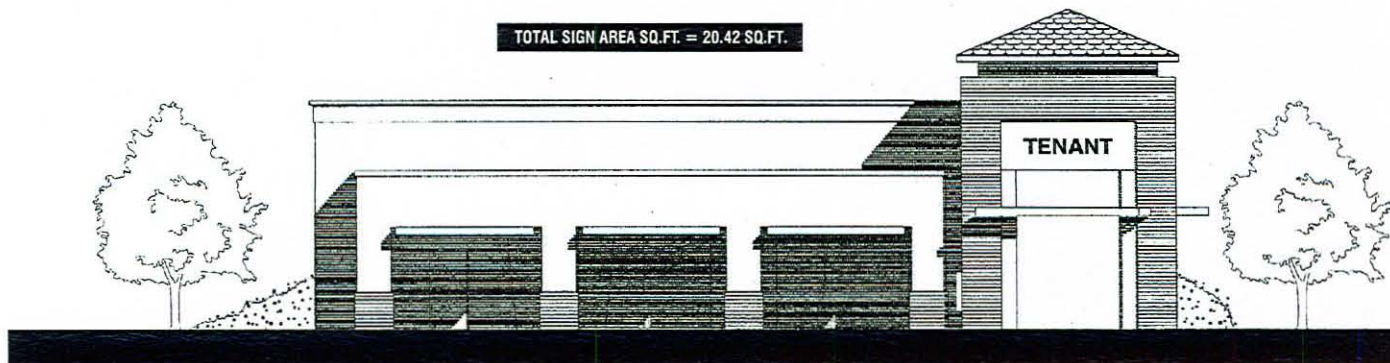
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BUILDING "3" (SOUTH ELEVATION)

SCALE 3/32" = 1'-0"



BUILDING "3" (EAST ELEVATION)

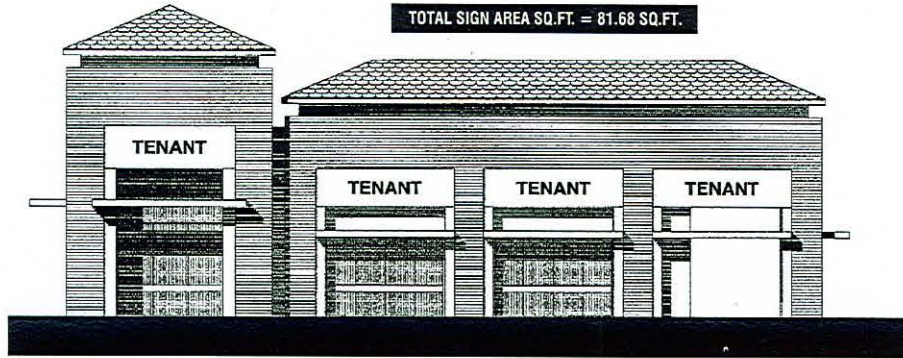
SCALE: 3/32" = 1'-0"

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TOTAL WALL AREA SQ.FT. = 1262.57 SQ.FT.
MAX SIGN SQ.FT. = 126.26 SQ.FT.

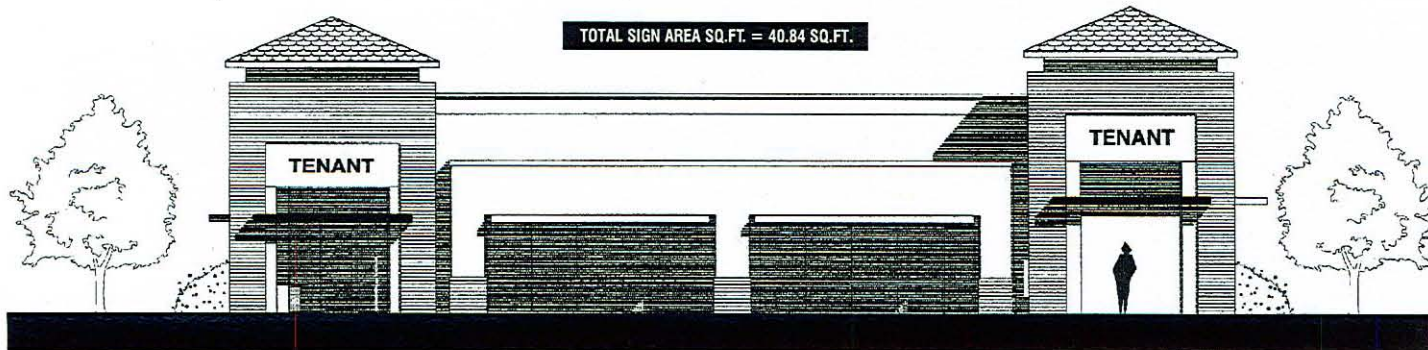
TOTAL SIGN AREA SQ.FT. = 81.68 SQ.FT.



BUILDING "4" (NORTH ELEVATION)

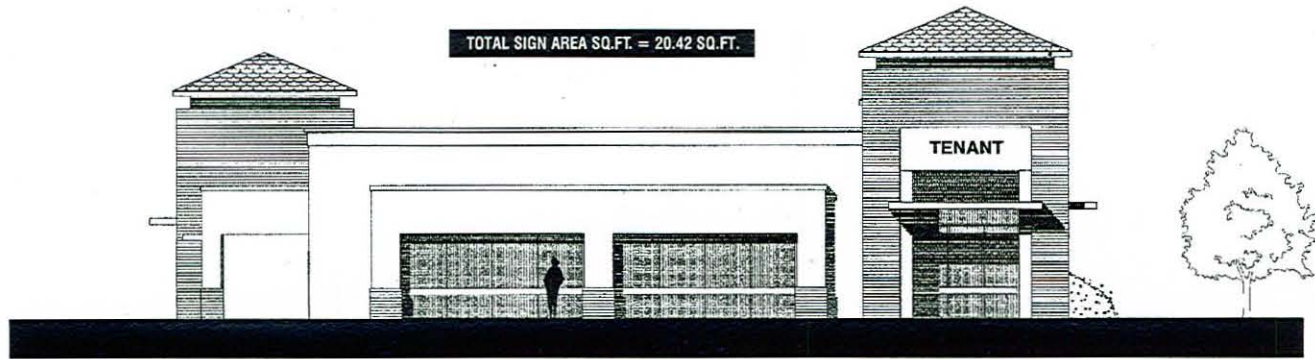
SCALE 3/32" = 1'-0"

TOTAL SIGN AREA SQ.FT. = 40.84 SQ.FT.



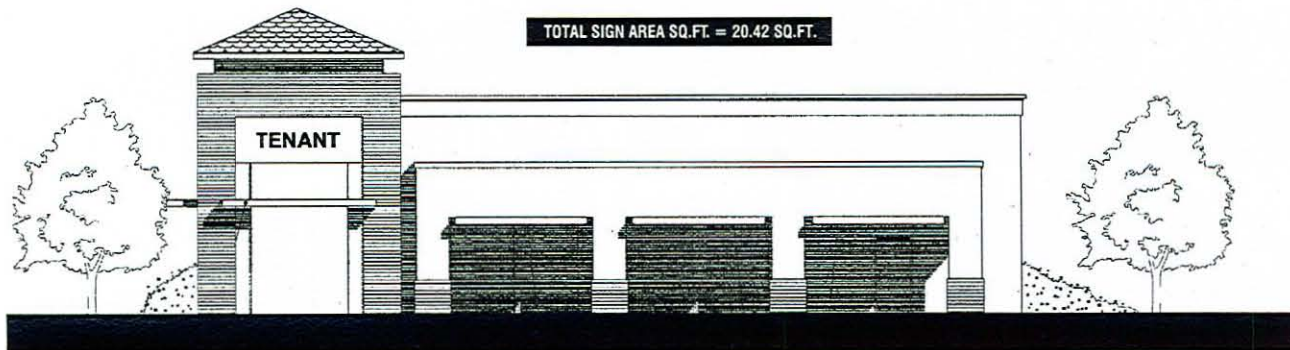
BUILDING "4" (WEST ELEVATION)

SCALE: 3/32" = 1'-0"



BUILDING "4" (EAST ELEVATION)

SCALE: 3/32" = 1'-0"



BUILDING "4" (SOUTH ELEVATION)

SCALE: 3/32" = 1'-0"

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70% OF ADJACENT
SURFACE OR 2'-6" MAX
LETTER HEIGHT
(WHICHEVER IS LESS)

MAXIMUM 70%
OF ADJACENT SURFACE

SHOP TENANT



SIZE: 2.0 SQUARE FOOT OF SIGN AREA PER LINEAR
FOOT OF FRONTAGE SEE SIGN AREA ALLOCATION TABLE
ON PAGE 8.

CONSTRUCTION: HALO AND FACE LIT PLEX FACED CHANNELS.

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

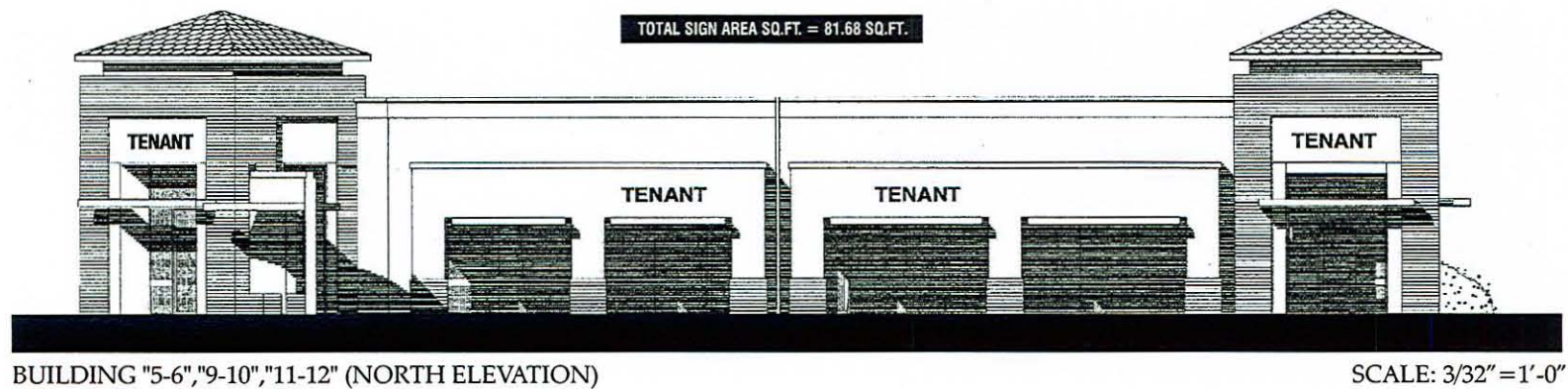
HEIGHT: TWENTY FOUR INCHES

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: NO



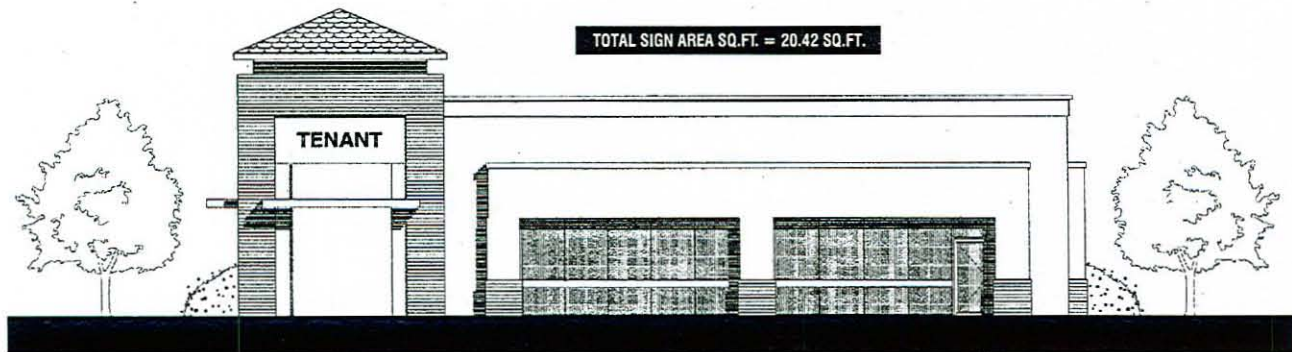
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BUILDING "5","9","11" (EAST ELEVATION)

SCALE 3/32" = 1'-0"



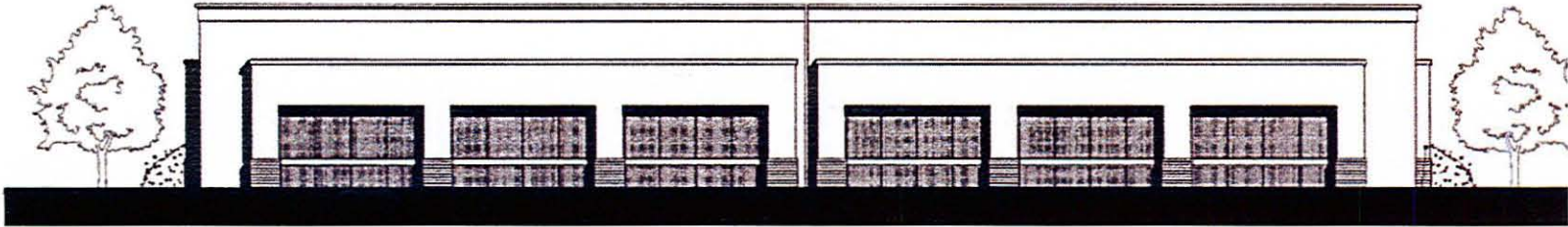
BUILDING "6","10","12" (WEST ELEVATION)

SCALE: 3/32" = 1'-0"

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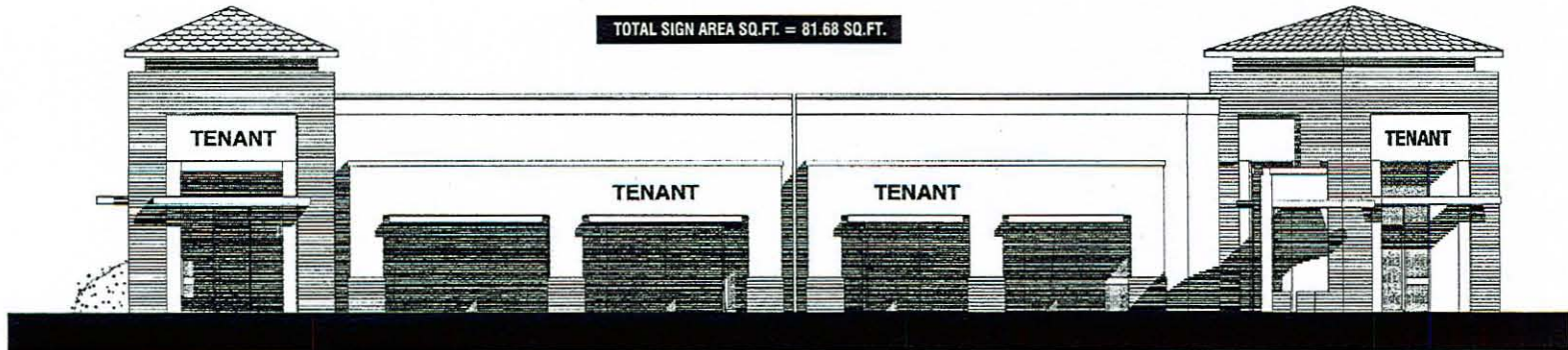
NO SIGNAGE THIS ELEVATION



BUILDING "5-6","7-8","9-10","11-12","13-14" (SOUTH ELEVATION)

SCALE: 3/32" = 1'-0"

TOTAL SIGN AREA SQ.FT. = 81.68 SQ.FT.

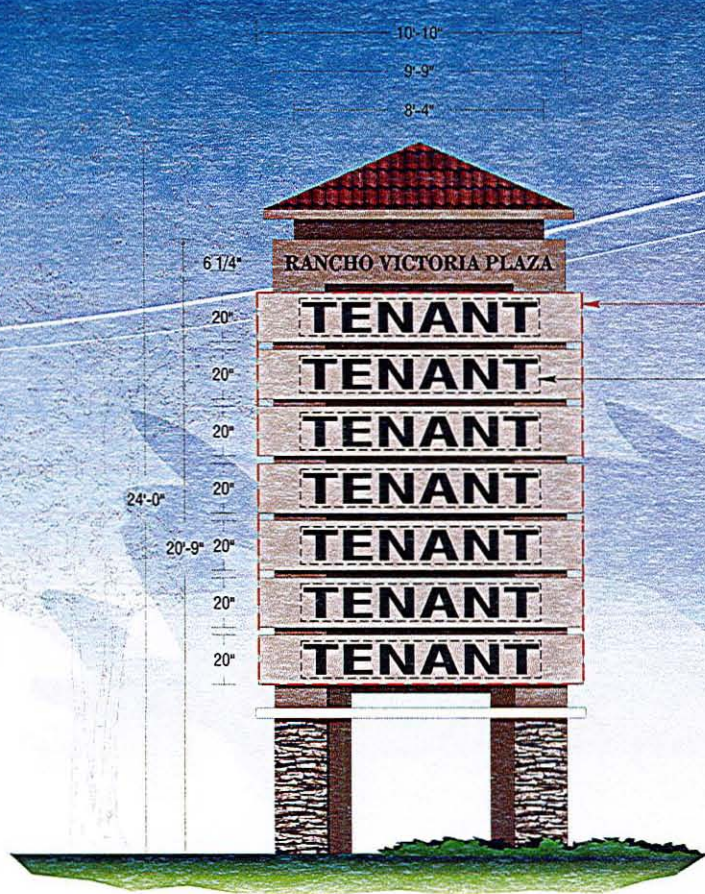


BUILDING "7-8","13-14" (NORTH ELEVATION)

SCALE: 3/32" = 1'-0"

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	BENJAMIN MOORE 1035 DARK TAN
	BENJAMIN MOORE 1033 MEDIUM TAN
	BENJAMIN MOORE 1030 LIGHT TAN
	CAROLINA LEDGESTONE SILVER SAND

COLOR PALETTE

RED DASH LINE INDICATES
 TENANT PANEL = 18.0 sq.ft.
 TOTAL sq.ft. = 142.64 sq.ft.

MAXIMUM GRAPHIC AREA PER TENANT PANEL
 15" h x 8'-0" w = 10 sq.ft.

NEW DOUBLE-FACE INTERNALLY-ILLUMINATED PYLON SIGN
 USE STANDARD ALUMINUM CONSTRUCTION w/ ANGLE FRAME & STEEL PIPE SUPPORT INTO CONCRETE FOOTING. ALUMINUM STRUCTURE TO HAVE STO FINISH w/ COLORS TO MATCH EXISTING BUILDING.

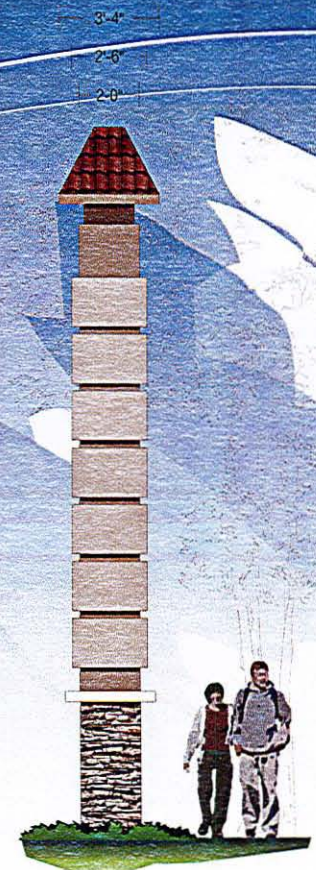
CENTER ID TO BE ROUTED-OUT FROM BACKGROUND & BACK-UP PLEX w/ 1st SURFACE APPLIED GRAPHICS. ILLUMINATE w/ C/WHO FLUORESCENT LAMPS.

TENANT PANELS TO HAVE ALUMINUM FACES w/ MAP SATIN FINISH & ROUTED & BACKED-UP PLEX GRAPHICS. ILLUMINATE w/ C/WHO FLUORESCENT LAMPS.

ROOF TO HAVE CLAY TILE TO MATCH BUILDING.

BASE TO HAVE STONE VENEER FINISH TO MATCH BUILDING.

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



END VIEW

A NEW DOUBLE-FACE INTERNALLY-ILLUMINATED PYLON SIGN
 SCALE: 1/4" = 1'-0"

NOTE:
 200 SQUARE FEET OF PLANTED AREA REQUIRED SURROUNDING BASE OF SIGN.

	BENJAMIN MOORE 1035 DARK TAN
	BENJAMIN MOORE 1033 MEDIUM TAN
	BENJAMIN MOORE 1030 LIGHT TAN

COLOR PALETTE

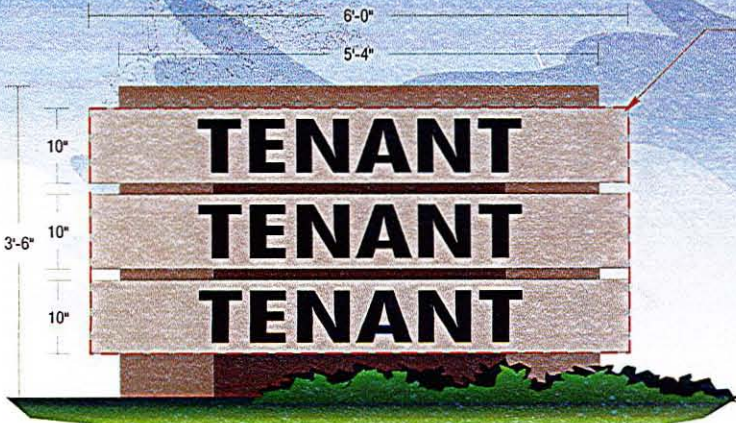
RED DASH LINE INDICATES
TENANT PANEL = 5.0 sq.ft.
TOTAL sq.ft. = 16.5 sq.ft.

NEW DOUBLE-FACE INTERNALLY-ILLUMINATED MONUMENT SIGN

USE STANDARD ALUMINUM CONSTRUCTION w/ ANGLE FRAME & STEEL PIPE SUPPORT INTO CONCRETE FOOTING. ALUMINUM STRUCTURE TO HAVE STO FINISH w/ COLORS TO MATCH EXISTING BUILDING.

TENANT PANELS TO HAVE ALUMINUM FACES w/ MAP SATIN FINISH & ROUTED & BACKED-UP PLEX GRAPHICS. ILLUMINATE w/ CWHO FLUORESCENT LAMPS.

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



B1 B2 NEW DOUBLE-FACE INTERNALLY-ILLUMINATED MONUMENT SIGN
 SCALE: 3/4"=1'-0"

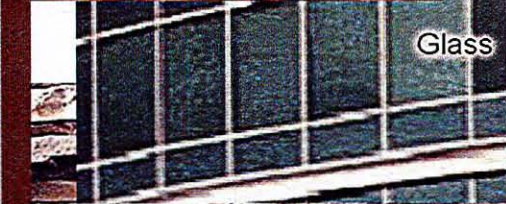
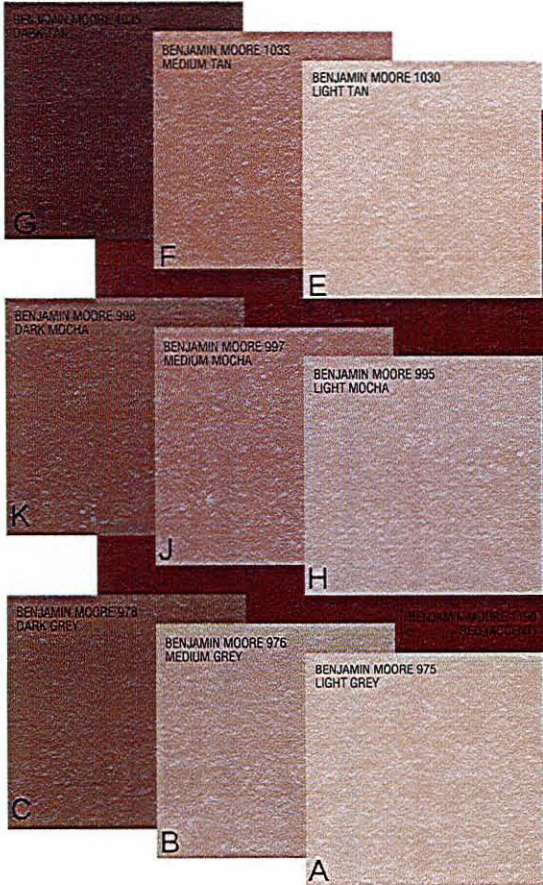


END VIEW

Rancho Victoria

3600 & 3700 West Fifth Street
Oxnard, CA 93030

See Elevations for locations and description of materials



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