

SEAGATE BUSINESS CENTER

201 N. RICE AVENUE and
2400 & 2420 CELSIUS AVENUE and
OXNARD, CA 93030

master sign program

PREPARED FOR:

Sunbelt Enterprises
1801 Solar Drive, Suite 250
Oxnard, CA 93030

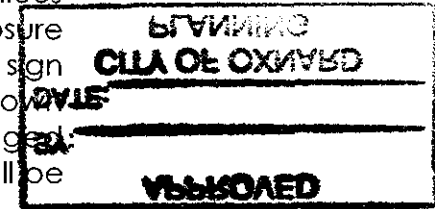
PREPARED BY:

SIGNSPACIFIC
311 Hearst Drive
Oxnard, CA 93030

APPROVED	
BY:	
DATE:	1-27-2011
CITY OF OXNARD PLANNING	

objective

The purpose of this sign criteria is to establish standards that assure tenant signage is harmonious and integrates with the architecture of the center to provide coordinated proportional exposure for all buildings. This sign criteria also describes the responsibilities of the tenants with respect to sign review approval and installation. All work shall meet or exceed the minimum requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming signs that have been installed will be removed at tenant's expense.



application procedure

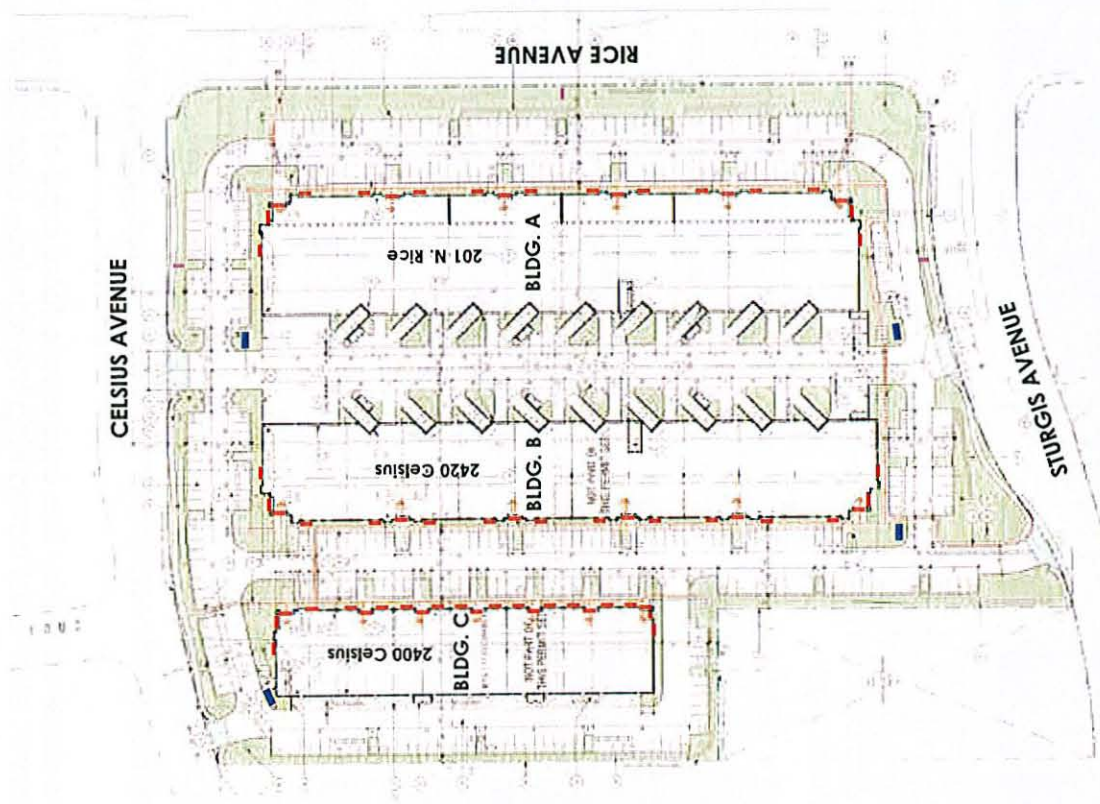
The tenant shall submit two copies of the proposed sign to the landlord for review. Upon receiving landlord's signed approval, and approval from the Northfield Seagate Architectural Control Committee, the tenant shall submit 3 copies to the city of Oxnard, including one copy with landlord's signature. Renderings shall include scaled elevations of proposed sign(s) at tenant location with dimensions of sign, tenant frontage and length of architectural surface on which the sign is to be installed. Additionally, a detailed, fully dimensional shop rendering depicting colors and materials, along with a section of the sign showing illumination source and method of attachment, as required by the City of Oxnard, shall be included with the submittal.

All costs associated with the acquisition, fabrication and installation of signage are the sole responsibility of the tenant. All sign contractor's working at Sunbelt Enterprises, LLC must be fully licensed, bonded, and have liability insurance.

Preferred Sign Vendor: Signs Pacific · 311 Hearst Drive · Oxnard, CA 93030 · (805) 983-7446

site plan

- = Eligible signage areas
- = Directional sign locations
- = Monument sign locations



size requirements

One sign allowed per tenant with the exception of corner units. Corner units of a building are allowed a total of (2) signs, one on each elevation. The term "sign" refers to all lettering and logo elements to be placed on the building for the individual tenants. "Sign area" refers to the sum of the area enclosed in a square or rectangular form drawn around the lettering and logo of all surfaces of each sign.

Each building is allowed up to a total of (2) two square feet of sign area per linear foot of building frontage. Products offered for sale or name brands of products shall not be included on the building sign unless they are part of the registered business name.

Each sign shall be centered horizontally and vertically within defined signage location. Each sign must be a minimum of 6" away from the top, bottom, left or right edge of any panel. The precise placement of the signage within a defined signage location is at the sole discretion of the Northfield Seagate Architectural Control Committee. Maximum of 2 lines of text and one logo element per sign. Width of a logo may not exceed $2^{1/2}$ times the logo height, and shall not occupy more than 25% of the building sign area. Letters/logo elements shall have returns not exceeding 4" in depth. Each building may be unique, please refer to the individual building pages for detailed size and location information.



Signs are required to fit the soffit/fascia of the building upon which they are installed and are not to interfere with the windows or any dimensional structures of the buildings.

The size requirements represent the maximums, the landlord and Northfield Seagate Architectural Control Committee reserve the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded).

Sign areas are not transferable and can only be used on elevations from which the measurements are derived.

Area of sign is determined by the aggregate total area of rectangles that contain all letter forms and logo (graphic elements) comprising the sign (see example on right). The total sign area for the site shall include the aggregate sign area of all building and monument signs on the site. Sign area SHALL NOT INCLUDE pole-mounted, legally required display signs and directional signs.

All signs shall comply with the requirements of Northfield Seagate Sign Plan, as amended, and with the requirements of this sign program.

fabrication requirements

Allowable signage includes:

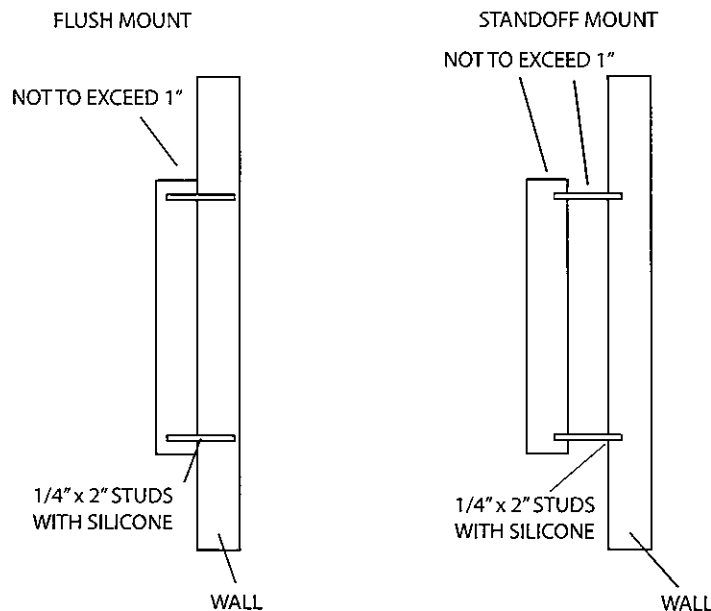
1. Non-illuminated dimensional letters fabricated from Painted Plastic or Metal,
2. Individual Halo-lit channel letters.

No acrylic faced channel letters or foam letters are to be used. Letters are to be constructed from sheet metal or aluminum with 3" to 4" deep returns for halo lit channel letters. Illumination to be provided by internal LEDs or neon. All electrical fabrication requires U.L. approval. No exposed raceways are permitted. All installation hardware shall be aluminum or stainless steel with silicone adhesive to prevent rusting or staining of building surface.

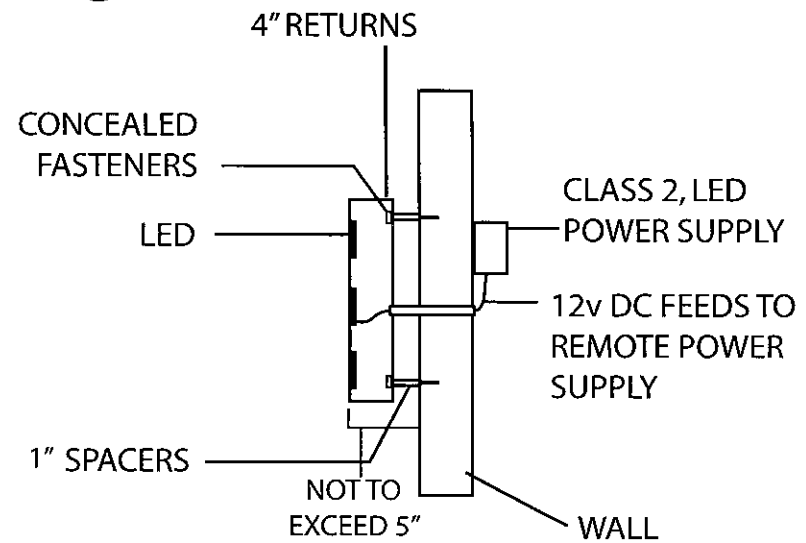
All Halo lit letters are to have a 1" standoff with white illumination only.

Dimensional letters can be flush mounted or mounted with a 1" standoff.

① Non-Illuminated Dimensional Letters



② Halo Lit Channel Letters



non-permitted signs

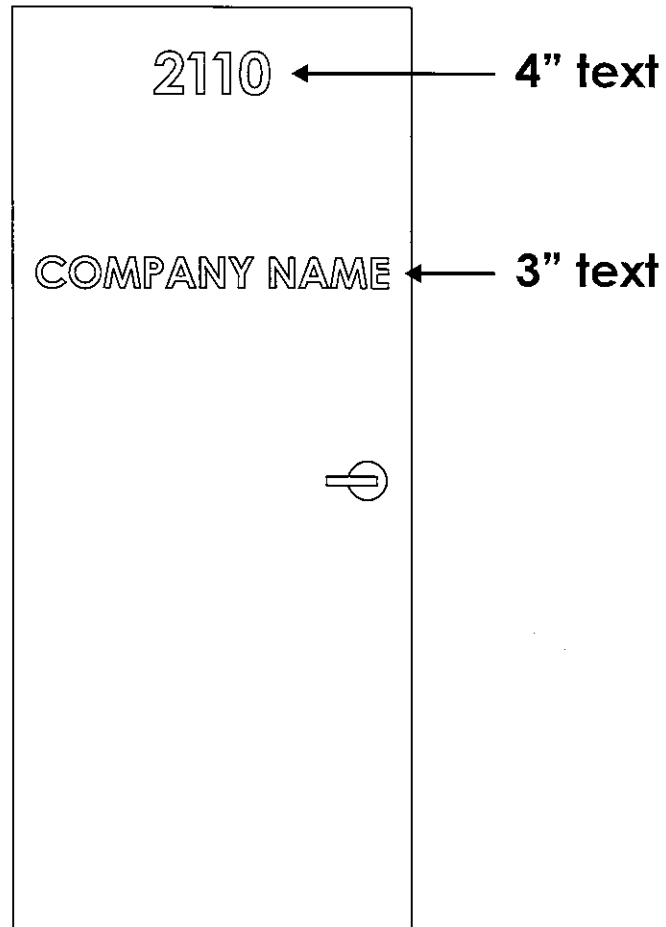
1. Illuminated sign cabinets or internally illuminated channel letters with plastic faces are not allowed unless they are an integral part of the sign design, and/or are a part of the tenant subordinate copy, and specifically accepted by the Landlord. Recessed individual letters are permitted.
2. Foam Dimensional Letters
3. No sign shall flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
4. Banners, posters or window signs, temporary in nature, shall not be considered permanent signage, and shall be removed by the tenant when requested by the Landlord.
5. Signs shall not be installed or suspended from the ceiling or anywhere not approved by the Landlord.
6. No signs on elevations not depicted in this program.
7. All prohibitions called out under Division 4, Section 16-610 of City Code.

signage removal

1. Each tenant is responsible for removal of their own signage and restoring their former sign area to its original condition by patching all holes in a neat, workmanlike manner, and by repainting the entire panel to precisely match the existing building color paint scheme.
2. All signs must be removed within 15 days of termination of lease.

back door lettering

Tenants in buildings A and B will be allowed lettering on their back door identifying the address number and the name of the business. Address number to be 4" white vinyl text centered horizontally and vertically at 78". Name of business to be 3" white vinyl text, a maximum of 2 lines, centered horizontally and vertically at 60". All text to be Century Gothic Bold.



building A

Address: 201 N. Rice Ave.

Sign locations are indicated by solid green boxes. Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 95% of the total width and 95% of the total height of the defined sign location unless otherwise noted. See table below for maximum height and width of each allowable sign. All signs must be a minimum of 6" away from all sign panel edges.

East Elevation: Each tenant is eligible for a single sign on the east elevation. If a tenant occupies more than one unit, they are allowed a single sign over the main entrance.

North & South Elevation: Any tenant occupying a corner unit is allowed a sign on the north or south elevation in addition to their main (east elevation) signage.

Regarding All Elevations:

Due to the flexibility in tenant spaces, the sign program has to anticipate variations in tenant occupancy. The quantity of signage is directly related to the frontage footage of occupied space.

A. With the exception of the corner units, each set of doors accesses two different tenant suites. Therefore, the signage area above any set of double doors is reserved for a tenant who has occupancy on BOTH sides of the doorway. The tenant would have the OPTION to have signage on one of the two sides of the signage panels directly adjacent to the doorway or above the doorway.

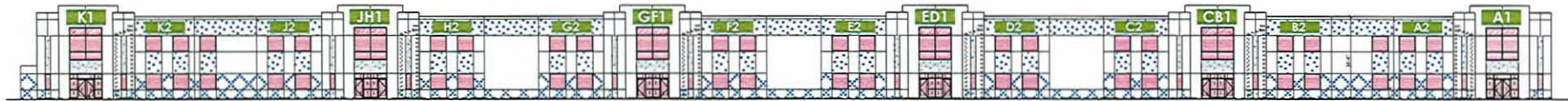
B. Should a tenant only have occupancy on one side of one doorway, their sign can only be assigned to the signage panel directly above their occupied suite and cannot be mounted above the doorway.

C. The "center panel" of the three panels between doorways shall remain blank to create space between signs. A Minor Modification of the Sign Program may be applied for by the tenant in which utilization of the "center panel" will be considered.

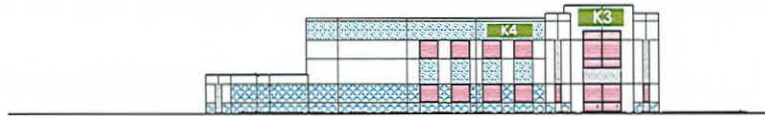
building A

Address: 201 N. Rice Ave.

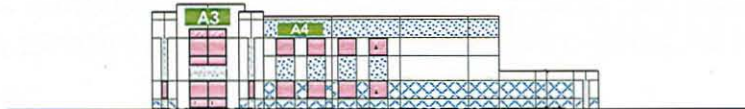
East Elevation



South Elevation



North Elevation



BUILDING A

Sign Location	Max. H x W	SQ. FT
A1 or A2	67.5" x 171"	80
A3 or A4	67.5" x 171"	80
CB1 or B2 and C2	67.5" x 171"	CB1 = 80 -OR- B2 and C2 = 40 each
ED1 or D2 and E2	67.5" x 171"	ED1 = 80 -OR- D2 and E2 = 40 each
GF1 or F2 and G2	67.5" x 171"	GF1 = 80 -OR- F2 and G2 = 40 each
JH1 or H2 and J2	67.5" x 171"	JH1 = 80 -OR- H2 and J2 = 40 each
K1 or K2	67.5" x 171"	80
K3 or K4	67.5" x 171"	80
Total sq. ft. for building		640

building B

Address: 2420 Celsius Ave.

Sign locations are indicated by solid green boxes. Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 95% of the total width and 95% of the total height of the defined sign location unless otherwise noted. See table below for maximum height and width of each allowable sign. All signs must be a minimum of 6" away from all sign panel edges.

West Elevation: Each tenant is eligible for a single sign on the west elevation. If a tenant occupies more than one unit, they are allowed a single sign over the main entrance.

North & South Elevation: Any tenant occupying a corner unit is allowed a sign on the north or south elevation in addition to their main (west elevation) signage.

Regarding All Elevations:

Due to the flexibility in tenant spaces, the sign program has to anticipate variations in tenant occupancy. The quantity of signage is directly related to the frontage footage of occupied space.

A. With the exception of the corner units, each set of doors accesses two different tenant suites. Therefore, the signage area above any set of double doors is reserved for a tenant who has occupancy on BOTH sides of the doorway. The tenant would have the OPTION to have signage on one of the two sides of the signage panels directly adjacent to the doorway or above the doorway.

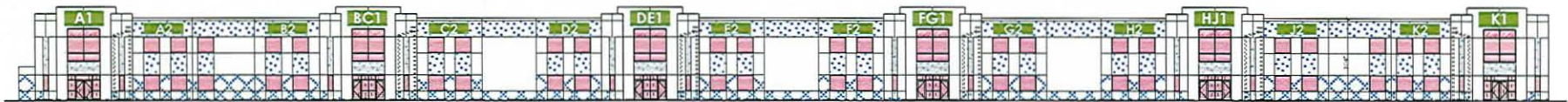
B. Should a tenant only have occupancy on one side of one doorway, their sign can only be assigned to the signage panel directly above their occupied suite and cannot be mounted above the doorway.

C. The "center panel" of the three panels between doorways shall remain blank to create space between signs. A Minor Modification of the Sign Program may be applied for by the tenant in which utilization of the "center panel" will be considered.

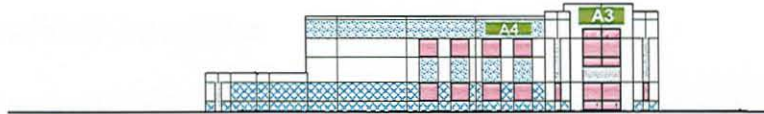
building B

Address: 2420 Celsius Ave.

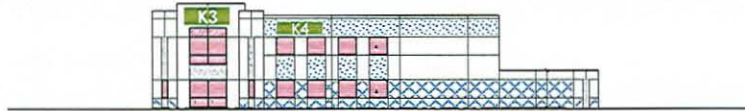
West Elevation



North Elevation



South Elevation



BUILDING B

Sign Location	Max. H x W per Panel	Allowable Square Footage
A1 or A2	60" x 144"	60
A3 or A4	60" x 144"	60
BC1 or B2 and C2	60" x 144"	BC1 = 60 -OR- B2 and C2 = 30 each
DE1 or D2 and E2	60" x 144"	DE1 = 60 -OR- D2 and E2 = 30 each
FG1 or F2 and G2	60" x 144"	FG1 = 60 -OR- F2 and G2 = 30 each
HJ1 or H2 and J2	60" x 144"	HJ1 = 60 -OR- H2 and J2 = 30 each
K1 or K2	60" x 144"	60
K3 or K4	60" x 144"	60
Total sq. ft. for building		480

building C

Address: 2400 Celsius Ave.

Sign locations are indicated by solid green boxes. Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 95% of the total width and 95% of the total height of the defined sign location unless otherwise noted. See table below for maximum height and width of each allowable sign. All signs must be a minimum of 6" away from all sign panel edges. No back door signage is allowed.

East Elevation: Each tenant is eligible for a single sign on the east elevation. If a tenant occupies more than one unit, they are allowed a single sign over the main entrance.

North & South Elevation: Any tenant occupying a corner unit is allowed a sign on the north or south elevation in addition to their main (east elevation) signage.

Regarding All Elevations:

Due to the flexibility in tenant spaces, the sign program has to anticipate variations in tenant occupancy. The quantity of signage is directly related to the frontage footage of occupied space.

A. With the exception of the corner units, each set of doors accesses two different tenant suites. Therefore, the signage area above any set of double doors is reserved for a tenant who has occupancy on BOTH sides of the doorway. The tenant would have the OPTION to have signage on one of the two sides of the signage panels directly adjacent to the doorway or above the doorway.

B. Should a tenant only have occupancy on one side of one doorway, their sign can only be assigned to the signage panel directly above their occupied suite and cannot be mounted above the doorway.

C. A Minor Modification of the Sign Program may be applied for by any tenant which requires the utilization of the space that has not been covered in the sign program.

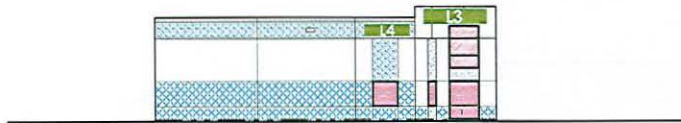
building C

Address: 2400 Celsius Ave.

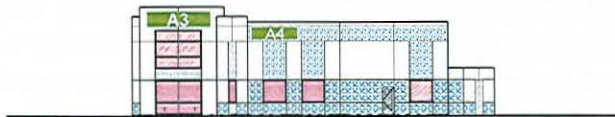
East Elevation



South Elevation



North Elevation

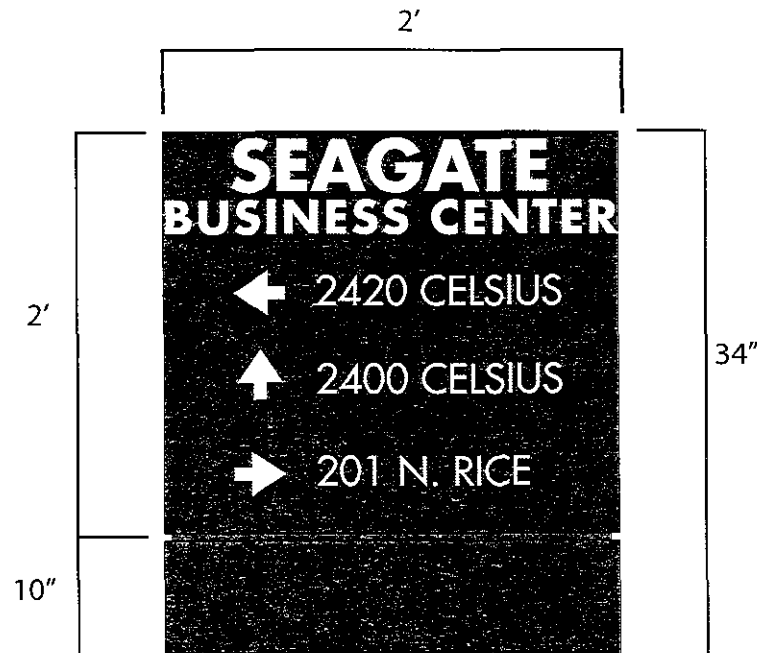


BUILDING C

Sign Location	Max. H x W	SQ. FT
A1 or A2	54" X 120"	45
A3 or A4	54" X 120"	45
CB1 or B2 and C2	54" X 120"	CB1 = 45 -OR- B2 and C2 = 22.5 each
ED1 or D2 and E2	54" X 120"	ED1 = 45 -OR- D2 and E2 = 22.5 each
GF1 or F2 and G2	54" X 120"	GF1 = 45 -OR- F2 and G2 = 22.5 each
IH1 or H2 and I2	54" X 120"	IH1 = 45 -OR- H2 and I2 = 22.5 each
KJ1 or J2 and K2	54" X 120"	KJ1 = 45 -OR- J2 and K2 = 22.5 each
L1 or L2	54" X 120"	45
L3 or L4	54" X 120"	45
Total sq. ft. for building		405

directional signs

Each parcel shall be permitted directional signs to promote smooth traffic flow. No directional sign shall exceed (4) four square feet in area max or (6) six feet in height. Signs to be flat cut 1/4" aluminum clear natural satin finish letters pin mounted with a 1/2" standoff. Sign is 24" x 24" with 10" base, pour in place cement structure with metal letters. No specific tenant information to appear on this sign. The number and type of directional sign shall be subject to review by the Northfield or Seagate Business Park Architectural Control Committee as defined by the CC & Rs, of which this Specific Plan is a part.

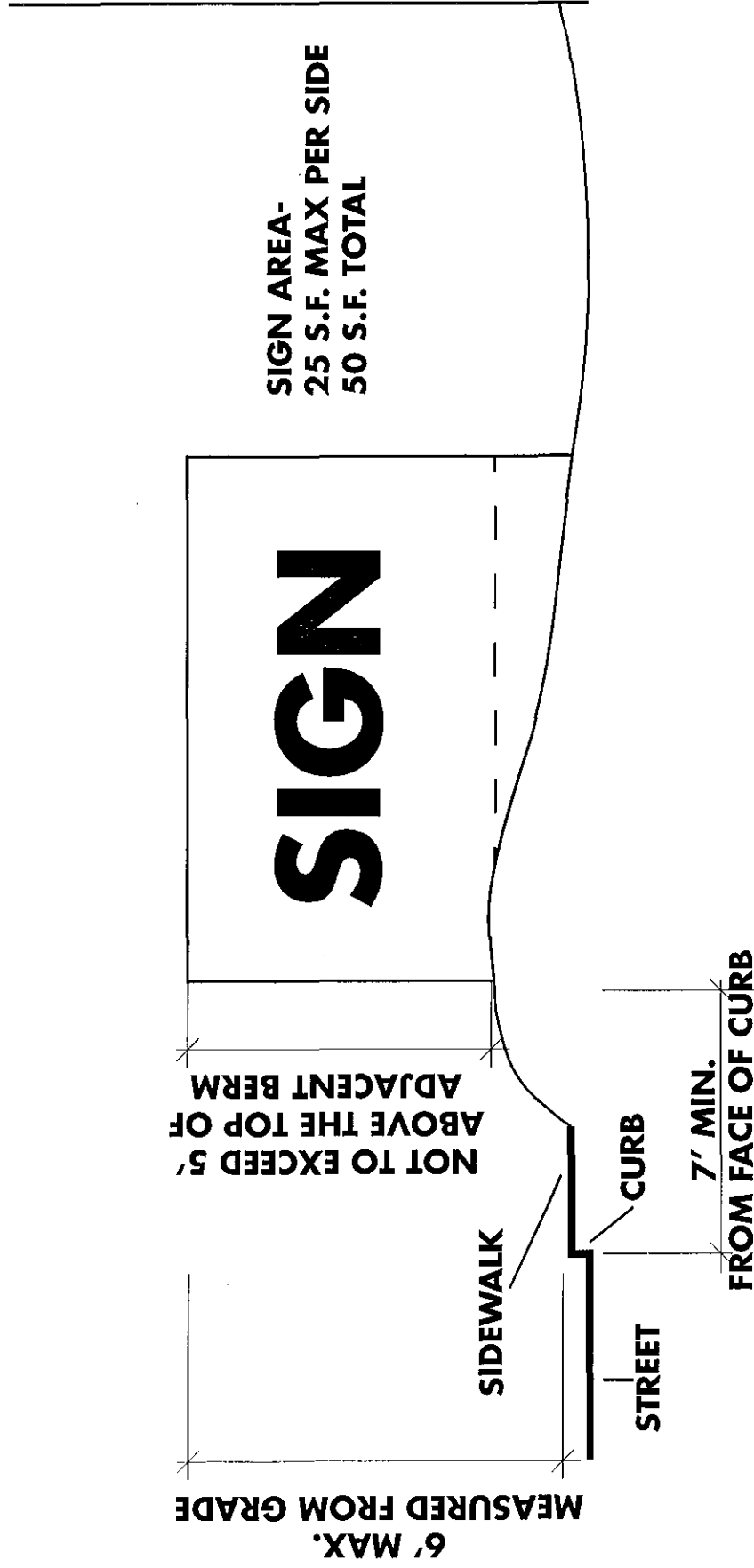


monument sign

1. One monument sign shall be allowed per street frontage, as indicated on the allocation table on page 16.
2. Monument signs on a single lot or adjoining lots shall be spaced a minimum of 150 feet apart.
3. Signs shall be located a minimum of 7 feet from the public right of way.
4. Only the name of the primary tenant and the address of the building, or the name of the building or development, and/or address of the building shall be identified on the sign.
5. Sign material shall be formed concrete, with color and design to match the design of the building. No wood, plastic, or acrylic faced monument signs shall be allowed. Lettering to be individual recessed letters or clear finished or enamel painted aluminum or stainless steel letters. Colors shall be approved by the Seagate Business Park Architectural Control Committee.
6. Illumination is optional, and shall be ground mounted fluorescent illumination, with light fixtures and bulbs not visible from adjacent streets, and not illuminating adjacent property.
7. Installation hardware shall be stainless steel or aluminum with silicone adhesive to prevent rusting or staining of building surface.
8. Sign height shall not exceed six feet above the average height of the adjacent public street or five feet above the top of the adjacent berm.

The property Management company or owner, at their sole discretion, will decide on the tenant's eligibility and will choose the street frontage on which the monument sign is placed pursuant to the rules above.

monument sign



NOT TO SCALE

allocation table

Address	Building	North Elevation (Sq. Ft.)	East Elevation (Sq. Ft.)	South Elevation (Sq. Ft.)	West Elevation (Sq. Ft.)	Aggregate Sign Area (Sq. Ft.)
201 N. Rice	A	80	480	80	0	640
2420 Celsius	B	55	0	55	330	480
2400 Celsius	C	20	140	20	0	405
	Qty.	Sq. Footage Per Sign	Total Sq. Footage		Maximum Allowable Sq. Footage	Aggregate Sign Area (Sq. Ft.)
Directional Signs	3	4	12		12	12
Monument Signs	3	50	150		150	150
Back Door Signage	20	2	40		40	40
Aggregate Signage						1727
Total Signage Proposed						1727
Maximum Allowable Signage						1732

