

Development Services

Planning Division

214 South C Street
Oxnard, California 93030
(805) 385-7858
Fax (805) 385-7417



November 24, 2014

Jami Leaf
Signature Signs
2635 Lavery Ct., Unit 1
Newbury Park, CA 91320

RE: *Minor Modification (PZ 14-140-26) to PD No. 422
Freemont Square Shopping Center Sign Program Revision*

The City of Oxnard has reviewed your request to modify the above-referenced permit. The requested minor modification includes revisions to the existing sign program for the Freemont Square shopping center. The modifications include the transfer of allowable sign area to accommodate a new anchor tenant. The project will not result in any additional sign area.

Existing Land Use: The 12.1-acre property is currently developed with a 160,944 square foot shopping center, which consists of six single story buildings, four pad buildings, and three multi-tenant retail buildings.

General Plan & Zoning Conformity: The 2030 General Plan designation of the subject property is Commercial Community (CCM). Commercial Community areas are characterized by commercial developments anchored by one or two retailers, located at the intersections of major arterials. The underlying zoning designation is General Commercial – Planned Development (C2-PD), which is consistent with the Commercial Community General Plan designation.

The proposed revision to the existing sign program will be ancillary to the existing commercial retail uses on site, and will therefore not alter any existing permitted uses. Based on the previously approved Planned Development Permit No. 422 and the features of the proposed project, the project conforms to the 2030 General Plan and the zoning for the property.

Environmental Determination: In accordance with Section 15301 of the California Environmental Quality Act (CEQA) Guidelines, projects involving “minor alterations of existing structures” may be found to be exempt from the requirements of CEQA. As the proposal is to modify an existing sign program, staff has determined that consistent with this exemption, there is no substantial evidence that the project may have a significant effect on the environment.

Background: On March 20, 1986, the Planning Commission approved PD No. 422 for the remodel and expansion of the previously developed Freemont Square Shopping Center. Several minor

modifications have since been approved for façade remodels, new buildings, and minor parking layout changes. The last revision to the master sign program occurred on November 17, 2010 when the Planning Manager approved Minor Modification No. 08-140-48.

Analysis: The scope of work covered by this approval includes the transfer of total allowable sign area (3397.5 square feet) to accommodate a new tenant at “Anchor Tenant #2” located at 816 N Ventura Road. Sign area for the shopping center is calculated per pages 4 to 5 of the sign program. The project will not result in any additional sign area over what was previously allowed.

The following is a summary of the proposed revisions:

1. Transfer 24 square feet from “Future Sign Area to be allocated” to the wall sign allotment for “Anchor Tenant #2.” This increases the maximum wall sign allotment for the said tenant space from 189 to 213 square feet.
2. Transfer 4 square feet from “Future Sign Area to be allocated” to allow a new under-canopy blade sign for “Anchor Tenant #2.”
3. Transfer 14.6 square feet from “Future Sign Area to be allocated” to allow two new wall plaques measuring 7.3 square feet each, for “Anchor Tenant #2”.
4. Modify the maximum letter height for all anchor tenants from 4 to 5 feet.

The proposed revisions meets all applicable requirements set forth by Sections 16-595 through 16-612 of the municipal code. The sign program will go into effect for all tenants applying for new signs, or changes to existing signs by the date of this approval letter.

The Planning Division approves the requested minor modification, based upon the following findings and subject to compliance with the following conditions:

FINDINGS

1. The minor modification is consistent with the 2030 General Plan, land use and zone designations on the property, and PD No. 422.
2. The minor modification is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), under Section 15301.

CONDITIONS

1. Applicant shall obtain a building permit for any new construction or modifications to structures, including interior modifications, authorized by this permit.
2. Before the City issues building permits, Developer shall include a copy of this approval letter with all sets of construction documents and specifications for the project.

3. This sign program shall apply for all tenants applying for new signs or changes to existing signs by the date of this letter. New signs shall conform to the provisions of this sign program.
4. Prior to issuance of building permits, Applicant shall pay a document imaging fee for the Planning files in an amount calculated by Planning staff at the time of building permit review based on fees then in effect.
5. Except as modified by this request, all permit conditions of PD No. 422 shall remain in full force and effect.
6. This minor modification shall automatically become null and void 12 months from the date of this approval, unless Applicant has diligently developed the proposed project, as shown by the issuance of a grading, foundation, or building permit, and the construction of substantial improvements.

This letter serves as official approval of your minor modification request, and pertains only to those modifications described herein. Enclosed are three sets of the approved plans, for your use and/or your records. If you have any questions about this approval, please call Vincent Acuna at (805) 385-3923.

11/26/14

Date



ASHLEY GOLDEN
Interim Planning Manager

Attachments: Approved Freemont Square Sign Program dated November 24, 2014
Freemont Square Sign Program Site Plan with Sign Area Calculations

cc: Matthew Winegar, AICP, Development Services Director
Paul Wendt, Supervising Civil Engineer
BGN Freemont Square, Ltd (Property Owner)
3720 S. Susan St., #100, Santa Ana, CA 92704

**FREMONT SQUARE SHOPPING CENTER
SIGN PROGRAM
REVISED 11/24/14**

This sign program has been revised to establish an outstanding shopping center, and for the mutual benefit of all occupants. Conformity will be strictly enforced. The sign program will go into effect for all tenants applying for new signs, or changes to existing signs as of November 24, 2014.

This signage criteria has been designed to give tenants 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 tenant shall submit to ACP Management four (4) copies of a detailed shop drawing of proposed sign, indicating conformance with the sign criteria herein outlined. Drawings of sign and building must be to scale, show the building elevation to which the letters will be attached, letter size, layout and color, including all lettering and graphics.
2. The tenant shall pay for all signs and their installation and maintenance. The tenant or his/her sign contractor shall obtain all necessary permits and approvals from the city or other applicable entities prior to fabrication and installation of the sign. Applicant shall submit to the City of Oxnard at least one color copy of the sign plans showing approval by ACP management.
3. Tenants shall be responsible for fulfillment of all requirements of this sign program.
4. Sign contractor shall repair any damage to any surface caused by his work, including patching and painting wall surfaces.
5. Tenant shall be fully responsible for the operations of tenant's sign contractor.
6. Although the property owner desires to maintain consistent signage criteria for the shopping center, there may be special cases in which the property owner approves special signs which may vary from the sign criteria. Any such approval may be in the best interest of the shopping center, and these variations will only be approved on a case-by-case basis. Such variations shall comply with the Oxnard City Code.

B. GENERAL NOTES

1. No animated, flashing or audible signs will be permitted.
2. All signs and their installation must comply with this sign program, the Oxnard City Code, and all local building and electrical codes.
3. No exposed raceways, cross overs, conduits, neon tube conductors, transformers, etc. shall be permitted.

4. Centerline of all signs shall be centered on the tenant's lease frontage. Signs shall also be centered horizontally. The demised spaces at 706-710 Ventura Rd shall be offset to allow for signage to be granted to the 706 Premises (Retail 5), and any other deviations must be approved by property owner.
5. Temporary signs of any type will not be allowed, except as provided below in this section. No additional advertisement flags, pennants, cloth signs, or similar devices are permitted, either on the building or windows. Temporary signs such as "Grand Opening" or "Coming Soon" shall only be allowed upon written approval of property owner, and upon tenants' acquisition of an approved Temporary Use Permit for a Grand Opening from the City of Oxnard.
6. No decals shall be visible on tenant sign except as required by local codes and ordinances- U.L. label shall be affixed to at least one (1) sign.
7. The sign contractor shall be responsible for the fulfillment of all requirements and specifications; completing the installation in a workman like manner; clean-up, patching and painting all damaged surfaces.
8. Address numbers for delivery and emergency purposes at the rear of Retail 1,2,3,4,5, and Anchor Tenants, shall conform with the following specifications:
 - A. Letter size: 4" high
 - B. Material: Black painted or vinyl letters
 - C. Location: On rear door
 - D. Maximum number of signs: One (1) per tenant
9. Tenant will be permitted to place in the front window panel to the right of each store entrance of its demised premises lettering indicating hours of operation and telephone number. Such sign shall not exceed 144 square inches (12 inches by 12 inches) in Dennison letter style or equal, with letters not to exceed 4 inches in height. Material to be White 3M vinyl (or equivalent), applied to the inside surface of the window panel. This sign type is exempt from the sign area calculation.

C. SIGN DESIGN and AREA ALLOWED PER TENANT

1. All signs shall be internally illuminated aluminum channel or single pan channel letter signs. Cabinet sign logos are allowed only when used in combination with channel letters for a single sign.
2. The "copy" and "logo" criteria for each sign shall be as follows:
 - A. Each tenant may display only their established trade name or names of their basic product, including logo (if requested by tenant), in channel letters and/or a single pan sign for a logo. No brand names of products are allowed.
 - B. The copy (including letter style and color) and logo shall be submitted to the landlord for specific approval. Only approved copy and logos shall be allowed for building signage.
3. Tenant Sign Colors – All colors must be approved by Landlord

4. Sign Area: Individual tenants in Buildings designated on Exhibit A as Retail 1,2,3,4,5,6 and Anchor tenants shall be allowed tenant identification sign not to exceed the signage limits specified in the following sections.
5. Retail Tenant Signs (Retail 1, 2, 3, 4, 5):
 - A. Maximum Letter height of 24 inches for one (1) line of copy, or maximum letter height of 9 inches per line for two (2) rows of copy (separated vertically by no more than 6 inches).
 - B. Logos may not exceed height of letters.
 - C. Sign width may not exceed 70% of building frontage leasehold.
 - D. Each tenant sign shall be located within sign band on fascia. See Exhibit B.
6. Pads 1, 2, 3 and 4:
 - A. Maximum letter height of 4 feet; minimum height of 18 inches.
 - B. Sign area may not exceed the total allowable sign area as shown in Table 1.
 - C. Signs allowed on all building frontages, provided the total area of such signs and the primary sign does not exceed the total allowable sign area for the pad shown in Table 1.
7. Retail 6:
 - A. Maximum letter height of 24 inches for one (1) line of copy, or maximum letter height of 9 inches for (2) rows of copy (separated vertically by no more than 6 inches).
 - B. Sign width on east and west elevations may not exceed 70% of leased building frontage.
 - C. Sign width on north and south elevation not to exceed 35% of leased frontage on that elevation (i.e. only corner tenants are eligible for signs on the respective north and south elevations).
 - D. Each tenant sign shall be located within sign band on fascia of east and west elevations.
8. Anchor Tenant Signs:
 - A. Maximum letter height not to exceed 5'0" in height; minimum height of 18".
 - B. Sign area may not exceed the sign area for each Anchor Tenant as specified in Table 1 (attached).

D. SIGN CONSTRUCTION AND INSTALLATION

1. All signs shall be channel letters constructed from aluminum, 5 inches deep and illuminated with neon tubing powered by 60 ma. transformers with Class 2 transformers or L.E.D. lighting. Letter faces shall be fabricated from translucent acrylic plastic with trim cap edges. No Channelumn or wood backs shall be allowed. All aluminum to be primed and painted with automotive enamel to match building fascia color.
2. Color and style of all letters and logos, and design or sign shall be submitted to and subject to approval of Landlord.
3. Signs shall be attached and installed per City and UL requirements. Fasteners and welds shall not be visible.

Prior to manufacture and installation, all sign plans shall be submitted to landlord in quadruplicate (4 copies, 1 color) and approval in writing received.

ACP MANAGEMENT – (562) 925-8491
 15747 SOUTH WOODRUFF AVENUE
 BELLFLOWER, CA 90706

Sign permits will not be considered by the City of Oxnard without one (1) copy of approved sign drawing signed by the landlord at time of permit request.

TABLE 1 : FREMONT SQUARE SIGN AREA ALLOCATION REVISED 11/24/2014

"IN-LINE" BUILDINGS/ANCHORS	Building Frontage	Sign Area per Building =70% X frontage *	Sign Area Formula For Each Tenant
Retail 1	60	84	2' X 70% lease frontage
Anchor 1	230	300 **	300 sq ft
Retail 2	135	189	2' X 70% lease frontage
Anchor 2	145	213**	213 sq ft
Retail 3	135	189	2' X 70% lease frontage
Anchor 3	120	156	156 sq ft
Retail 4(west elevation secondary)	55	77 ***	2' X 70% lease frontage
Retail 4(south elevation-primary)	90	126	2 X building frontage
Retail 5	175	245	2' X 70% lease frontage
Subtotal (In-line + anchors)		1579	
PAD BUILDINGS			
Pad 1 (Jack in the Box)	65	130	2 X building frontage
Pad 2 (Taco Bell)	30	60	2 X building frontage
Pad 3 (Hollywood Video)	115	230	2 X building frontage
Pad 4 (AutoZone)****	100	200	2 X building frontage
Retail 6 (west elev.)	120	168	2' X 70% lease frontage
Retail 6 (east elev.)	120	168	2' X 70% lease frontage
Retail 6 (north elev.)	90	63	2' X 35% lease frontage

Retail 6 (south elev.)	90	<u>63</u>	2' X 35% lease frontage
Subtotal (pads)		<u>1082</u>	
MONUMENT SIGNS			
Pad 1 (Jack in the Box)	(existing)	47	
Ventura Rd Entry	(existing)	50	
Doris Ave	(existing)	50	
FREESTANDING SIGNS			
HHH Albertsons	(existing) 240	240	
Chase	(existing) 20	20	
QQQ Rite Aid	(existing) 190	190	
Party Depot	(existing) 60	60	
Subtotal Monument & Freestanding		<u>657</u>	
MISCELLANEOUS SIGNS			
Under- Canopy Blade Sign (Anchor #2)		4	
Non-illuminated Wall Plaques (Anchor #2)		14.6	
Subtotal Misc. Signs		<u>18.6</u>	
Total Sign Area (in-line + pads+ monument + freestanding + misc. signage)		3336.60	
Future sign area to be allocated****		60.9	(49.5 sq ft allocated to south elevation of Retail 4 – included in sq ft above for Retail 4-south
TOTAL ALLOWABLE SIGN AREA		<u>3397.50</u>	

Notes:

*Sign width not to exceed 70% of primary lease frontage, except Anchors and single tenant Pad buildings use specified amount, and Building 6 on north and south elevations, sign width not to exceed 35% X leased frontage on north or south side of building (for corner units only).

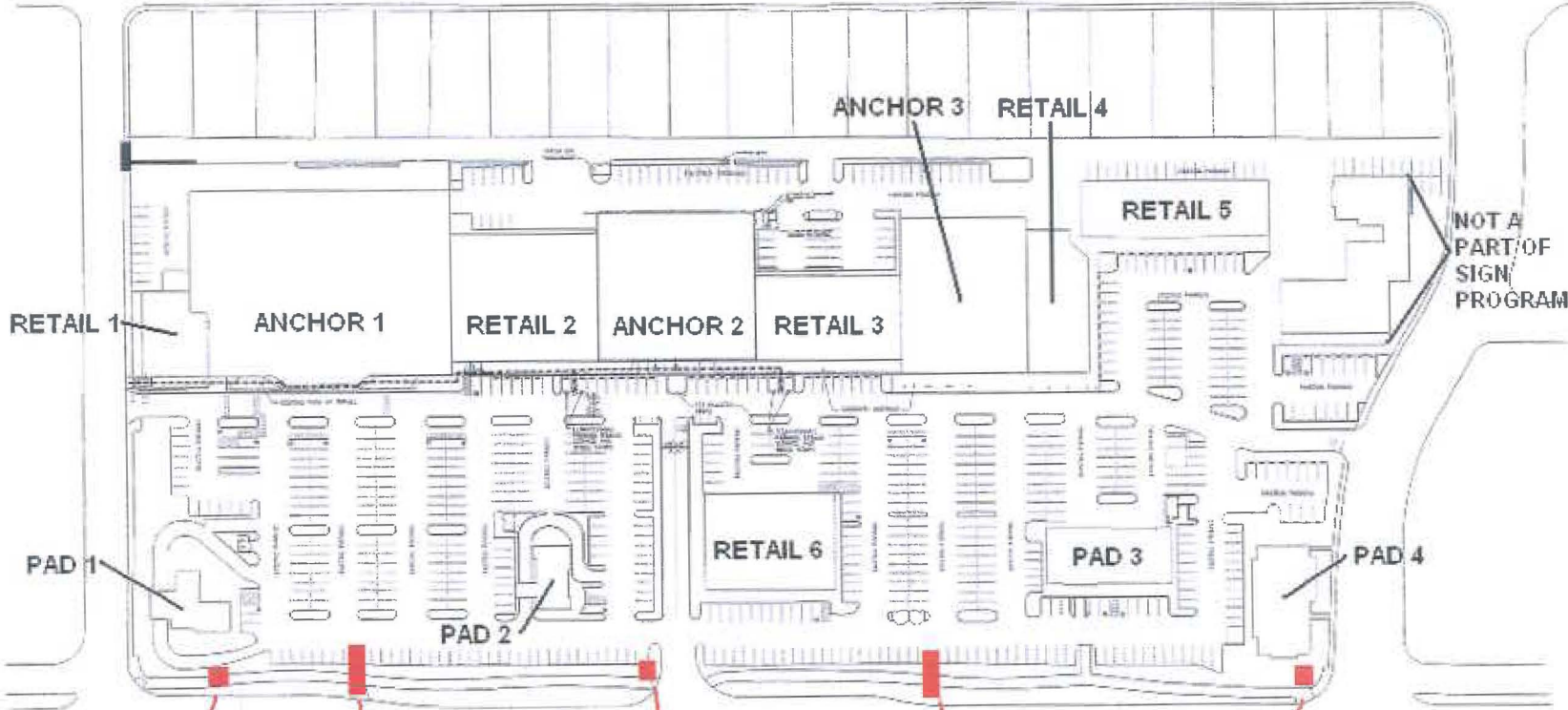
**Sign area not to exceed 300 sq ft on any one business.

*** Doris Avenue is Primary building frontage of Pad 4 and Retail 4 (south elevation.) Sign area reallocated for west elevation of Retail 4.

****Use of the "Future Sign Area" for new monument or freestanding sign requires approval of plans by Planning Manager.

FREEMONT SQUARE SIGN PROGRAM

REV. 11/24/2014



RETAIL 1

ANCHOR 1

RETAIL 2

ANCHOR 2

RETAIL 3

ANCHOR 3

RETAIL 4

RETAIL 5

NOT A PART OF SIGN PROGRAM

PAD 1

RETAIL 6

PAD 2

PAD 3

PAD 4

MONUMENT SIGN
PAD 1
(JACK IN THE BOX)

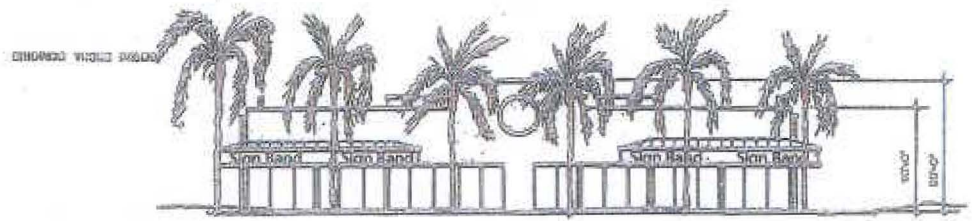
FREESTANDING SIGN
HHH
(ALBERTSONS)
(CHASE)

MONUMENT SIGN
VENTURA RD ENTRY

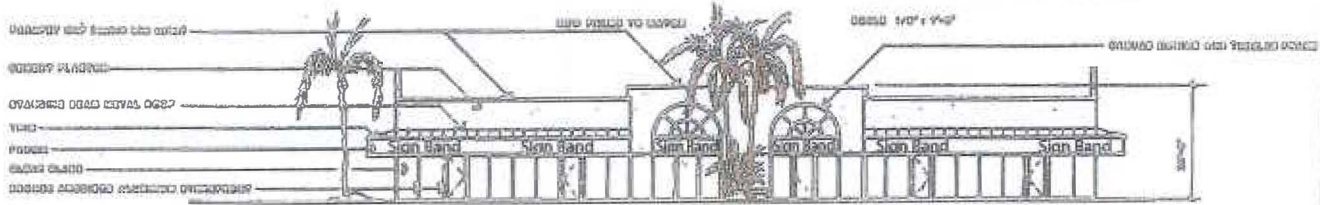
FREESTANDING SIGN
OOO
(RITE AID)
(PARTY DEPOT)

MONUMENT SIGN
DORIS AVE

DATE: 11/24/14	SCALE: 1/4" = 1'-0"
PROJECT: FREEMONT SQUARE SIGN PROGRAM	DRAWN BY: [Signature]
CHECKED BY: [Signature]	DATE: 11/24/14
A0.2a	



NORTH ELEVATION (SOUTH SIDE)



WEST ELEVATION (EAST SIDE)
VENTURA ROAD ELEVATION

Sign Band Location for Retail 1,
2, 3, 4, 4 South, 5 and 6

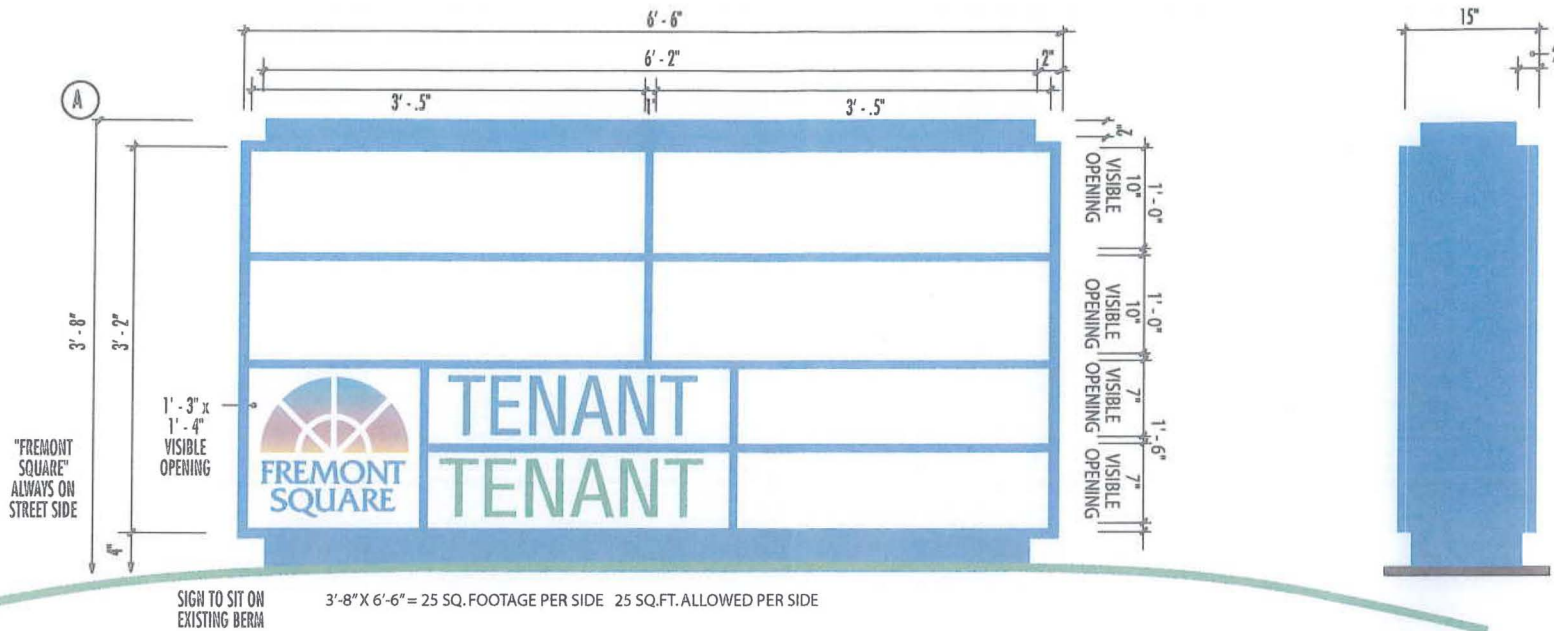
Exhibit B

BUILDING & SHOPPING CENTER
 PRESIDENT JOHN...
 200 Montgomery Ave., ...
 200 Montgomery Ave., ...
 200 Montgomery Ave., ...

REVISIONS		
7/2/01 - REVISED CABINET	DA	
6/26/01	CF	
7/13/01	CF	
06/06/01 - REVISED CABINET	DA	
01/05/01 - REVISED CABINET	DA	

Mr. Owner: FREDERICK PRINCE
 Address: 600 H. VENTURA DRD
 CFS Spools & Hardware Corp.
 San Diego Office: 105 W. Dakota Ave., San Diego, CA 92101 Tel: (619) 594-1110
 California Office: 2107 C. County Ave., San Diego, CA 92106 Tel: (619) 594-1111
 Kansas Office: 7210 S. State St., St. Louis, MO 63105 Tel: (314) 784-1100
 Notice: This is an unpublished drawing, created to your specifications and intended for your use only. It is not to be used for any other project without the written consent of the architect.

CPS
 CONSULTING PROFESSIONALS
 ARCHITECTS
 ENGINEERS
 INTERIORS
 DATE: 06/27/02
 SCALE: NOTED
 DRAWN: DA
 JOB #: 99102



NOTE: TWO (2) SIGNS REQUIRED.

A

DOUBLE-FACED, INTERIOR ILLUMINATED MONUMENT SIGN

1" = 1' - 0"

CABINET AND RETAINERS TO BE .040 ALUMINUM, PRIMED AND PAINTED WITH AUTOMOTIVE ENAMEL TO MATCH THE BUILDINGS AT THE SHOPPING CENTER. CABINET INTERIOR TO BE PRIMED AND PAINTED A REFLECTIVE WHITE TO ASSIST WITH EVEN LIGHTING. ACCESS TO LAMPS, TRANSFORMERS AND WIRING.

TENANT PANELS – CLEAR SOLAR GRADE POLYCARBONATE FACES TO HAVE SECOND SURFACE APPLIED VINYL COPY AND GRAPHICS, COLORS BACKED UP WITH WHITE VINYL. TENANT COPY NOT INCLUDED. POSITIONING TO BE DETERMINED BY LANDLORD.

INTERIOR ILLUMINATED TO BE L.E.D. WHITE LAMPS WITH CLASS 2 TRANSFORMERS.

CABINETS TO BE POLE MOUNTED TO ALLOW ACCESS TO FACES AND TO PROVIDE FOR MAINTENANCE FROM EITHER SIDE.

TOP CAP TO BE FABRICATED .063 ALUMINUM, PRIMED AND PAINTED AUTOMOTIVE ENAMEL TO MATCH THE BUILDINGS AT THE SHOPPING CENTER.

POLE COVER STRUCTURE TO BE FABRICATED .063 ALUMINUM, PRIMED AND PAINTED AUTOMOTIVE ENAMEL TO MATCH BUILDING.

ELECTRICAL TO BE EXISTING AT BASE OF EACH SIGN.

REVISIONS

7/3/02 - RESIZED CABINET	BA
8/24/02	CP
7/13/05	CP
06/06/06 - RESIZED CABINET	BA
01/05/09 - RESIZED CABINET	BA

Job Name: **FREMONT SQUARE**
 Address: **800 N. VENTURA BLVD**
 City: **OXFORD, CA**
 San Dimas Office: 138 W. Bonita Ave., San Dimas, CA 91773 Office: (909) 394-1317 Fax: (909) 599-1363
 Costa Mesa Office: 3187-C Alway Ave., Costa Mesa, CA 92626 Office: (714) 979-7195 Fax: (714) 546-5071
 Menlo Park Office: 9216 Serrano St., Los Vegas, NV 89143 Office: (702) 654-5701 Fax: (702) 784-1993
 Notice: This is an unpublished drawing, created for your personal use, submitted in connection with a project planned for you and is not to be shown outside your organization nor used, reproduced, copied or exhibited in any form unless authorized in writing by CPS Signage & Marketing Corp.

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 SIGNAGE & MARKETING CORP.
 CA Lic. #772992 C-45
 NV Lic. #0062755 C-6

DATE: **06/27/02**
 SCALE: **NOTED**
 DRAWN: **BA**
 JOB #: **99102**