

Gold Coast Plaza Sign Program

Approved
Building Sign
Program

Design Objectives

The primary objective of the sign program is to generate high quality tenant signage that reflects a sophisticated environment. A coordinated sign program that provides a coherent commercial center look, yet allows for some individual diversity is encouraged.

It is also the objective of the sign program to limit the overall signage allocations and size of individual sign letters to create an attractive and uncluttered commercial center.

Acceptable Sign Treatments. A coordinated approach where signage is composed of several different but related elements and lighting techniques is encouraged. Signs are limited to the following treatments:

- Dimensioned geometric shapes
- Painted metals
- Screens, grids or mesh
- Polished metals
- Cut or fabricated steel
- Neon
- Wall signs composed of individual letters
- Carved wood
- Dimensional letter forms with seamless edge treatment

All signage shall be coordinated through either color, style, construction materials or placement on the buildings. The signage should provide a cohesive commercial center look and not appear to be a series of unrelated buildings. Individual channel letters shall be used for all signage attached to building walls.

Prohibited Signs. The following signs are prohibited:

- Permanent advertising devices such as attraction boards, posters, banners and flags
- Exposed junction boxes, transformers, lamps, conduits

- Sign Manufacturer's names, stamps or decals
- Vacuum formed type plastic letters
- Paper, cardboard or styrofoam signs
- Flat plywood signs
- Exposed fastenings unless fastenings make an intentional statement
- Simulated materials (i.e., wood grained plastic laminates, etc.)
- Animated lights or other moving sign components
- Conventional internally illuminated box/can type signs
- All other signs prohibited by the City Sign Ordinance

Sign Lighting. In keeping with the sophisticated character of the project, identity signs for tenants should be illuminated using one of the following techniques:

- Reverse channel neon
- Open face channel neon
- Individual letter internal illumination
- Silhouette illumination
- Front lighting
- Down lighting with fixtures compatible with the building's architecture.
- Area lighting

All front lighting should be obscured in channels where possible. Where fixtures, shades, or other elements are exposed, they should contribute to the design of the storefront. All exposed or skeletal neon must be backed with an opaque coating. All housings and tube supports for exposed neon signs must be painted out to match the building background immediately behind and adjacent to the sign. In no event shall sign lighting create a public nuisance or jeopardize public safety.

Colors. The following guidelines shall be adhered to in selecting colors for tenant signage:

- Sign colors should be selected to provide sufficient contrast against building background colors
- Colors within each sign should be harmoniously blended
- Sign colors should be compatible with building background colors
- Signage colors should be coordinated with other on-site signs

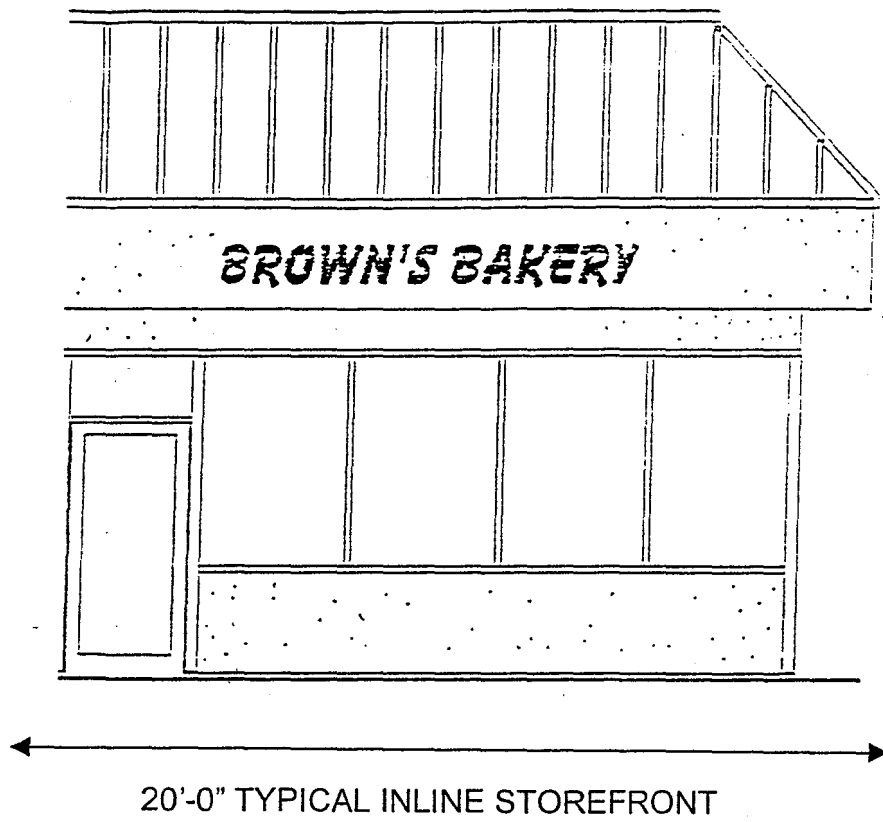
- Letter color should contrast with face color for good daytime readability
- Interior or open channel letter should be painted dark when against light backgrounds
- Fluorescent colors are prohibited
- Neon colors should complement related signage elements.

All sign colors are subject to review and approval by the city as part of the sign submittal.

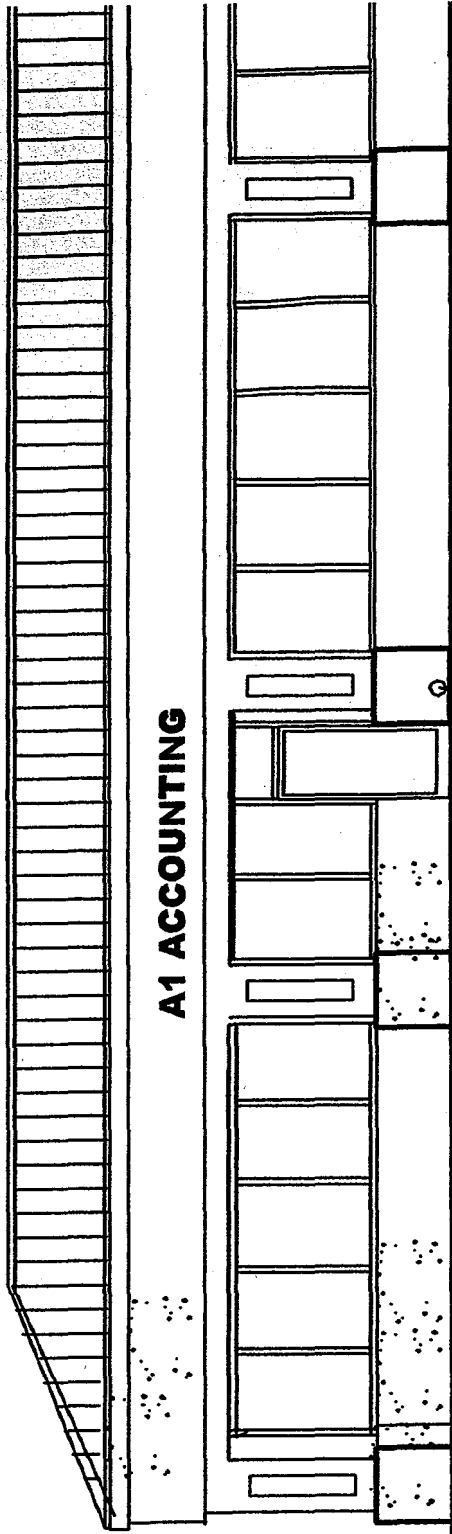
Type Styles. The use of logos and distinctive type styles is allowed for all tenant signs. Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in California, provided that said images are architecturally compatible and coordinated with the commercial center sign program. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters depending on sign area.

Signage Allocations. No sign letter, logo, emblem or symbol shall be more than 24 inches tall. The amount of signage permitted for each tenant shall be consistent with the City's sign ordinance. All signs shall be placed on the building's fascia below the roof line as shown in the attached graphic.

STOREFRONT SIGNS

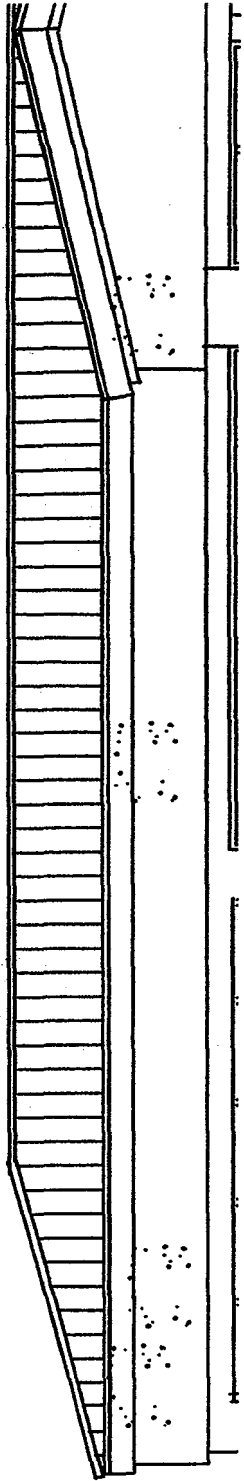


NOT TO SCALE



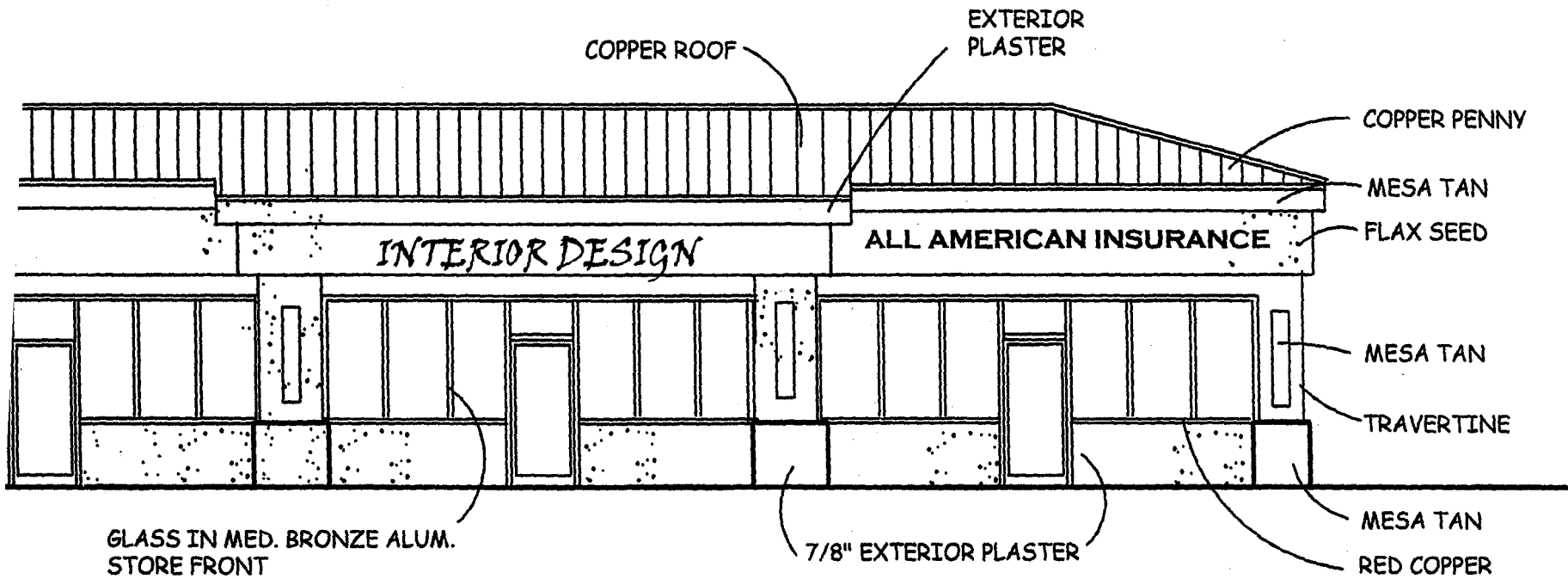
A1 ACCOUNTING

ROOF OVERFLOW - SEE
ROOF PLAN



EAST ELEVATION

1/8"=1'-0"



WEST ELEVATION

1/8"=1'-0"

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PLANNING
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April 3, 2002

Raznick Realty Group
Mr. Aaron Raznick
5525 Oakdale Avenue, Suite 200
Woodland Hills, CA 91364

Subject: Gold Coast Plaza, Second Street and Ventura Road, Pylon Sign.

Dear Mr. Raznick:

On November 1, 2001 the Oxnard Planning Commission approved the 14,000 square foot commercial building at the corner of Second Street and Ventura Road known as "Gold Coast Plaza." There was no approval given for signage on the site.

Your application contained a sign program that addressed building signs and a pylon sign. I have approved a sign program for wall sign design as a part of the approval of revised building elevations, in response to Planning Commission Condition No. 56 in Resolution 2001-74.

I have reviewed the proposed 18-foot high pylon sign and find that it is incompatible with the residential neighborhoods that exist on two sides of the project site. This size and style sign is not justified for a 14,000 square foot neighborhood commercial building on a small site. A lower ground sign would be more appropriate.

Please call Stephanie Diaz if you have any questions regarding this issue.

Sincerely,

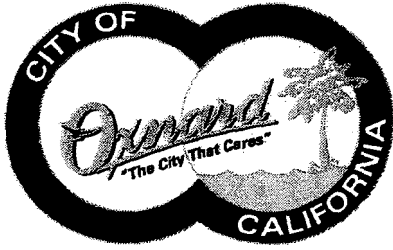

Marilyn Miller, AICP

Planning and Environmental Services Manager

Gold Coast Plaza Signage Program

Tenant	Signage Amount
Monument Sign (11 tenants)	25x2= 50 s.f.
1. Quiznos	62 s.f.
2. My Nails	30 s.f.
3. Five * Market	36 s.f.
4. Tenant 4 <i>Remax Gold Coast</i>	Approximately 27 s.f. <i>26.26φ</i>
5. Tenant 5 <i>Grub occasional</i>	Approximately 27 s.f. <i>25.7φ</i>
6. Tenant 6 <i>200-5 Ventura Rd BURRITO EXPRESS 04-1285 04-1001</i>	Approximately 27 s.f. <i>23φ</i>
7. Tenant 7 <i>Remax Escrow</i>	Approximately 27 s.f. <i>25φ</i>
8. Tenant 8 <i>GOLD COAST HOME MORTGAGE</i>	Approximately 27 s.f. <i>26.6φ</i>
9. Tenant 9 <i>OPTOMETRY</i>	Approximately 27 s.f. <i>19φ</i>
10. Tenant 10 <i>CINGULAR</i>	Approximately 27 s.f.
11. Tenant 11	Approximately 27 s.f.
Total	Total Allowed: 310 lineal feet plus 171 x 0.5 = 395.5 s.f.

*SLD
2/2/04*



December 7, 2004

TO: Gold Coast Plaza Sign File
FROM: Stephanie Diaz, Contract Planner *SLD*
SUBJECT: Signage Allocations.

On November 30, 2004 I met with Mr. Rob Raznick regarding the signage program for Gold Coast Plaza. We reviewed the tenant allocations in the sign program and the signs that have been approved. The signage allocation is an issue as the building has two frontages on public streets plus a third frontage on the parking lot. At this time, I have made the following determinations:

1. According to the original sign allocation plan, there are 27 square feet of unused sign allocations for tenant number 11 that Mr. Raznick would like to allocate to a new beauty shop.
2. Also, there are 17 square feet of sign allocations unused by the other tenants. This square footage could be used by another tenant as approved by the shopping center owner. Such tenant shall not already have signs on two sides of the building. This will avoid a unaesthetic/crowded appearance due to sign coverage.
3. Two tenants, the Burrito Express and the Optometrist have a second frontage/entrance on an interior arcade/hallway. Both businesses have 24 feet of frontage on the interior arcade/hall way. According to the sign ordinance Sec. 34-186(2), such businesses may provide one half square foot of sign area per linear foot of building frontage to be used on the arcade frontage. Under this provision, both businesses could have 12 square feet of signage. Since the interior hallway is not a suitable place for signage, the signs could be placed on the exterior of the building, above the entry to the interior arcade/hallway. This determination is based on the fact that these two businesses have a secondary frontage in an interior space and does not apply to the building as a whole.
4. The overall sign program allocation will be increased by 24 feet, from 395 s.f. to 419 s.f.

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