

# PORT PLACE SHOPPES

## SIGN CRITERIA / PROGRAM

1345 W Channel Islands Blvd.  
Oxnard, CA 93033

Revised 05/02/19

BY:	
DATE:	5/8/19
APPROVED CITY OF OXNARD PLANNING	

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### TABLE OF CONTENTS:

RECORD OF AMENDMENTS	i
APPROVAL PROCESS	1
DESIGN GUIDELINES	2
FABRICATION REQUIREMENTS	3
PROHIBITED SIGNS	4
SITE PLAN - MONUMENT & FREESTANDING	5
SITE PLAN - SIGN ALLOWANCE	6
SIGN ALLOWANCE TABLE	7
ELEVATIONS	8-11
EXHIBIT A: MAJOR TENANT (SUITE A1)	12
EXHIBIT B: MAJOR TENANT (SUITE A2)	13
EXHIBIT C: MAJOR TENANT (SUITE A3)	14
EXHIBIT D: INLINE & MINOR TENANT	15
EXHIBIT E: WALL SIGNS - SECONDARY (SUITE A2)	16
EXHIBIT F: WALL SIGN ATTACHMENT DETAIL	17
EXHIBIT G: M1 - 24' TALL FREESTANDING SIGN	18
EXHIBIT H: M2 - 24' TALL FREESTANDING SIGN	19
EXHIBIT I: N - 4' TALL MONUMENT SIGN	20

## APPROVAL PROCESS

There is a formal process for the creation, review and approval of Tenant signs at Port Place Shoppes. All Tenant's signage is subject to the Owner's, or their managing agent's (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for Port Place Shoppes.

### A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to permit submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to the requirements of City of Oxnard Planning and Building Department.

Submittals shall include the following:

#### 1. STOREFRONT ELEVATION:

Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.

#### 2. SHOP DRAWINGS:

Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specifications, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the

provisions of this sign program will be submitted to the Owner for approval and then submitted to City of Oxnard Planning Department for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- c. Mitigate problems in the application of this sign program.

### B. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or their Sign Contractor must submit to City of Oxnard Planning Department, and will be responsible for all applicable applications, permit fees for the Planning and Building departments.

Tenant and their Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be on file in the Owner's office.
2. All sign contractors must be fully insured and approved by Owner prior to installation. Owner must receive the Sign Contractor's Certificate of Insurance.
3. The Owner must be notified 48 hours in advance prior to sign installation.

### C. INSTALLATION:

Tenant's Sign Contractor shall install required signage within 45 days after approval of shop drawings. If signage is not in place by that date,

Owner may order sign fabrication and installation on Tenant's behalf and at the Tenant's expense.

### D. TENANT'S RESPONSIBILITY:

The Owner may, at their sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.

If the Tenant chooses to change their exterior sign at anytime during the term of their lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of their lease agreement.

Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

Tenant shall be responsible for the following expenses relating to signage for their store:

- Design consultant fees (if applicable).
- 100% of permit processing cost and application fees.
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, including repair of any damage to the building.



## DESIGN GUIDELINES

The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the center's success. High quality signage, which reflects the integrity of the architecture, will be encouraged. Tenant individual signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the restaurant, entertainment and retail visitors. Encouraged sign treatments include:

1. In general, natural construction such as wood, metals, ceramic, glass and stone should be used for visible components of signs. Synthetic materials should only be used if they are designed to be indistinguishable from the recommended natural materials, or if they have a secondary, or minor visual presence. Large plastic panels should be avoided. Materials subject to yellowing from exposure to sunlight or heat such as a polycarbonate should not be used.

2. Recommended exposed and non-exposed illumination types include halogen, warm white encapsulated compact fluorescent, warm white encapsulated induction lamps, and LED light sources.

3. For legibility, contrasting colors should be used for the color of the background and the color of the letters or symbols. Light letters on a dark background or dark letters on a light background are most legible.

4. Color or color combinations that interfere with the legibility of the sign copy should be avoided.

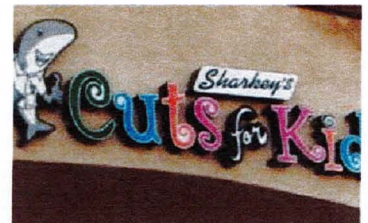
5. Sign design, including color, should be appropriate to the establishment, conveying a sense of what type of business is being advertised.

6. The location of all permanent building mounted signs should be incorporated into the architectural design and composition of the building. Placement of signs should be considered an integral part of the overall facade design.

7. Storefront signage should help create architectural variety.

8. All signs (including temporary signs) should present a neat and aligned appearance.

9. Directional signs containing words, arrows, or other characters indicating the traffic direction and containing no advertising or trade name identification are allowed.



## FABRICATION REQUIREMENTS

The fabrication and installation of all signs shall be subject to the following restrictions:

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes and permits.
- B. Sign manufacturer shall supply a UL label, as required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- C. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building.
- D. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- E. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices. Finished surfaces shall be free from "oil canning" or warping.
- F. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- G. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No black iron will be permitted. Angle clips attached to letter sides will not be permitted.
- H. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- I. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.
- J. All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company (800) 323-6593).
- K. Letter returns shall be painted to contrast with color of letterfaces.
- L. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps shall be single pin (slimline) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- M. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.



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## PROHIBITED SIGNS

All signs not specifically addressed in this criteria are prohibited unless approved in writing by the Owner and or his authorized agent. Each special sign which varies from this criteria shall be evaluated on an individual basis, and approval shall be at the City and Owner's discretion. The following signs are prohibited:

- No projections beyond the sign area will be permitted.
- Immoral or Unlawful Advertising: It shall be unlawful for any person to exhibit, post or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
- Portable or moveable signs are not permitted, and paper, cloth or similar temporary signs are not permitted on the exterior of any building.
- Awning signs and lettering on awning.
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use, are prohibited.
- Signs consisting solely of an internally illuminated metal cabinet or box.
- Painted wooden signs.
- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.

! Front lighting fixtures that compete with storefront design.

□ Roof Signs

# SITE PLAN - MONUMENT & FREESTANDING



**M1** Reference pages 13-15 for details



Existing legal non-conforming monument sign. No alterations or reface allowed. Developer shall file a demolition permit in the event that this sign is altered or refaced. Developer shall bring the sign into compliance with the city's sign ordinance prior to city approval of any alteration/reface, or by no later than 1/1/2023.

## SIGN AREA ALLOCATION

### 24' TALL

Sign Area = 145.6 Sq. Ft. Per Face

145.6 Sq. Ft. x 2 Faces = 291.2 Sq. Ft. Per Sign

### 4' TALL

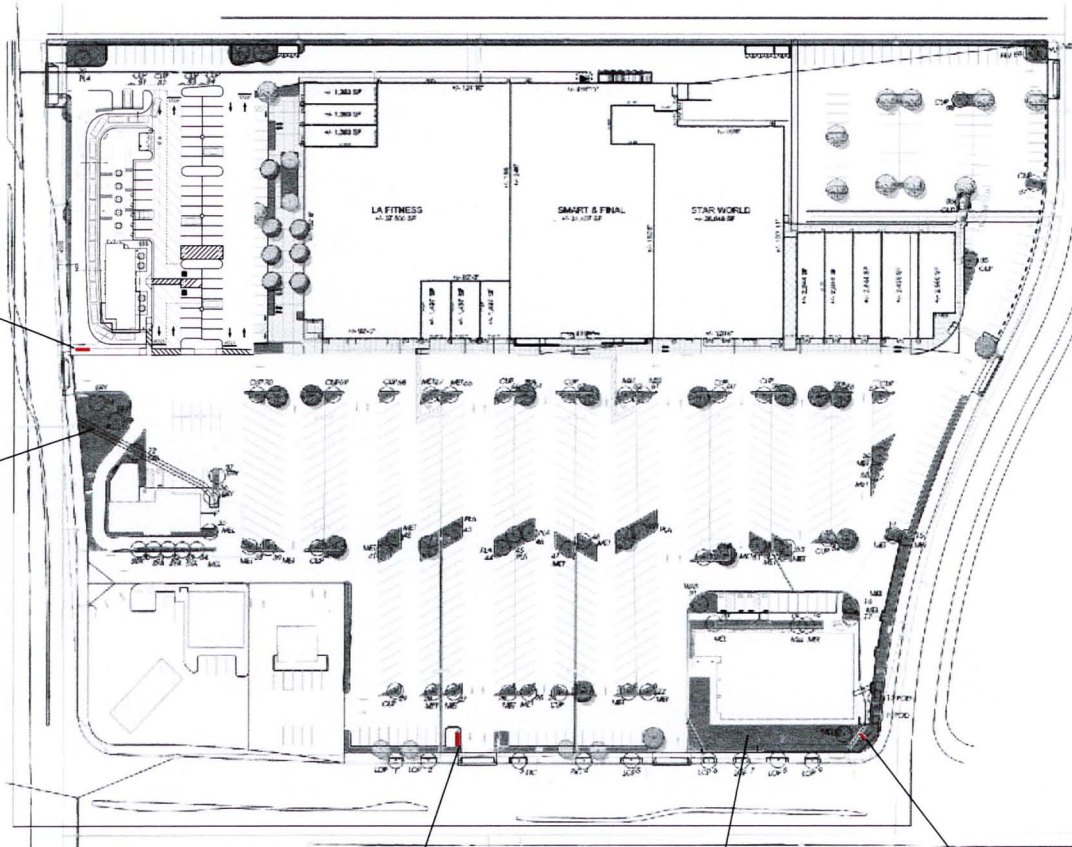
Sign Area = 24.8 Sq. Ft. Per Face

24.8 Sq. Ft. x 2 Faces = 49.6 Sq. Ft. Per Sign

## Sign Legend

**M** 24' Tall Freestanding Sign

**N** 4' Tall Monument Sign



Reference pages 13-15 for details

**M2**



Existing legal non-conforming monument sign. No alterations or reface allowed. Developer shall file a demolition permit in the event that this sign is altered or refaced. Developer shall bring the sign into compliance with the city's sign ordinance prior to city approval of any alteration/reface, or by no later than 1/1/2023.



Reference page 16 for details

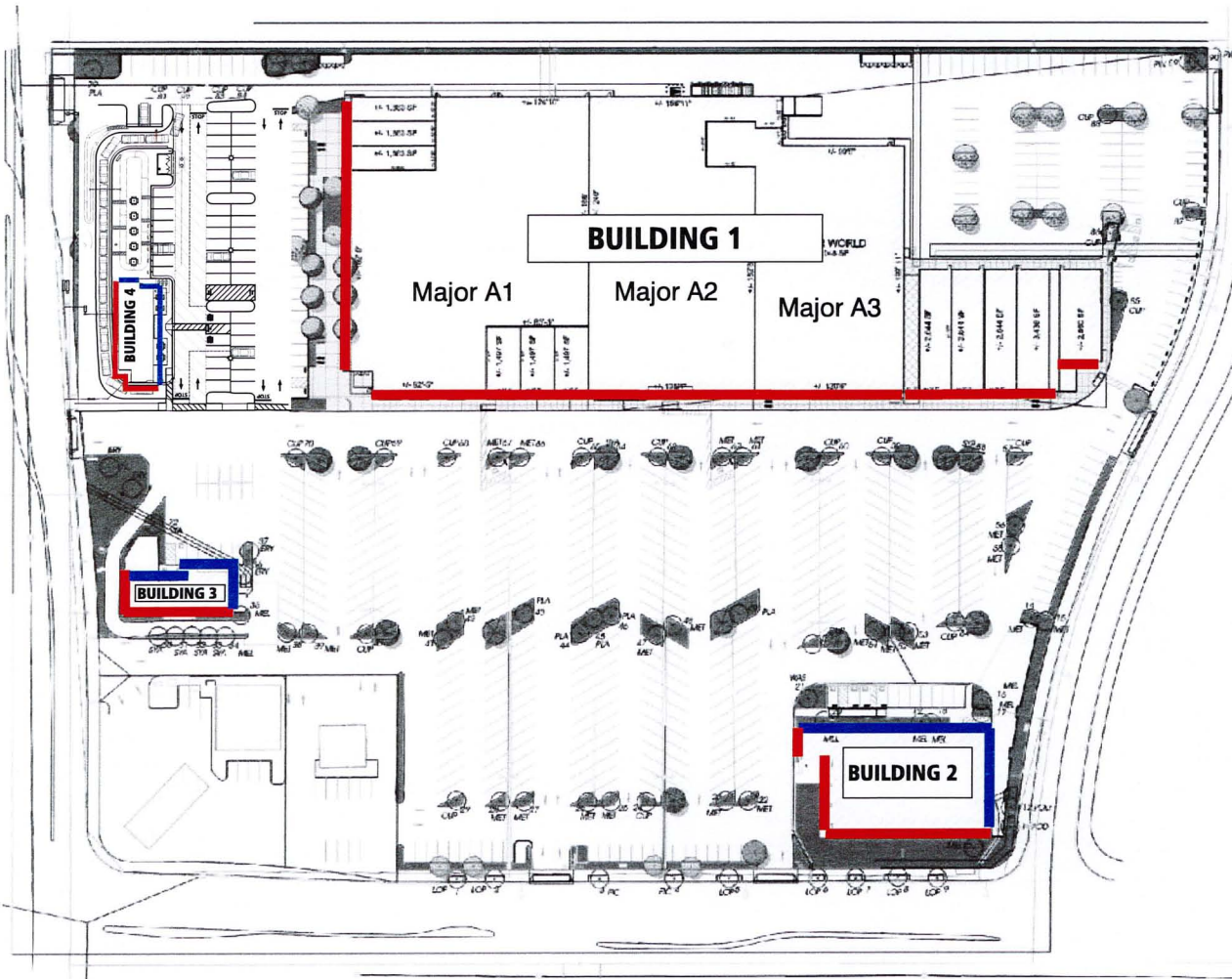
**N**

**AMENDMENT PAGE**

Change #	Permit #	Approval Date	Comments
Change #1	19-140.06		



## SITE PLAN - SIGN ALLOWANCE



## SIGN AREA ALLOCATION

### Building 1

**Primary South Elevation:**

Frontage = 860ft x 2 = 1720 Total Sq. Ft.

**Primary West Elevation:**

Frontage = 240ft x 2 = 480 Total Sq. Ft.

### Building 2

**Primary South Elevation:**

Frontage = 210ft x 2 = 420 Total Sq. Ft.

**Primary West Elevation:**

Frontage = 110ft x 2 = 220 Total Sq. Ft.

**Secondary North Elevation:**

Frontage = 210ft x .5 = 105 Total Sq. Ft.

**Secondary East Elevation:**

Frontage = 110ft x .5 = 55 Total Sq. Ft.

### Building 3

**Primary South Elevation:**

Frontage = 120ft x 2 = 240 Total Sq. Ft.

**Primary West Elevation:**

Frontage = 40ft x 2 = 80 Total Sq. Ft.

**Secondary North Elevation:**

Frontage = 120ft x .5 = 60 Total Sq. Ft.

**Secondary East Elevation:**

Frontage = 50ft x .5 = 25 Total Sq. Ft.

### Building 4

**Primary South Elevation:**

Frontage = 28ft x 2 = 56 Total Sq. Ft.

**Primary West Elevation:**

Frontage = 77ft x 2 = 154 Total Sq. Ft.

**Secondary North Elevation:**

Frontage = 28ft x .5 = 14 Total Sq. Ft.

**Secondary East Elevation:**

Frontage = 77ft x .5 = 38.5 Total Sq. Ft.

**Primary Frontage Sign Area**  
**Secondary Frontage Sign Area**



## SIGN ALLOWANCE TABLE

	Frontage	Multiplier	SF
<b>Building 1</b>			
Primary South Elevation	860	2	1720
Primary West Elevation	240	2	480

<b>Building 2</b>			
Primary South Elevation	210	2	420
Primary West Elevation	110	2	220
Secondary North Elevation	210	0.5	105
Secondary East Elevation	110	0.5	55

<b>Building 3</b>			
Primary South Elevation	120	2	240
Primary West Elevation	40	2	80
Secondary North Elevation	120	0.5	60
Secondary East Elevation	50	0.5	25

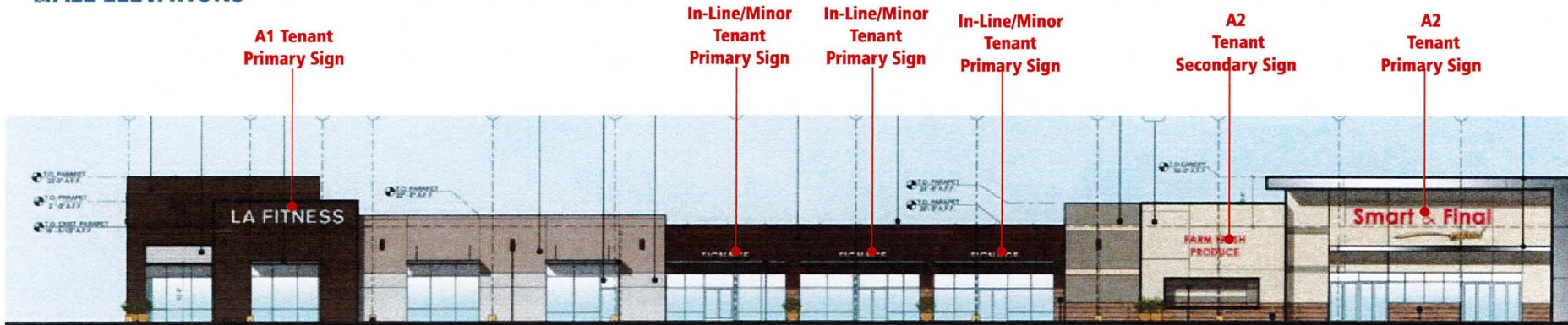
<b>Building 4</b>			
Primary South Elevation	28	2	56
Primary West Elevation	77	2	154
Secondary North Elevation	28	0.5	14
Secondary East Elevation	77	0.5	38.5

Total Square Feet:	3667.5	Total Sign Area allowed for Shopping Center
Less Freestanding & Monument:	672	Total Sign Area allowed for Pylon and Monument Signs
	2995.5	Total Sign Area allowed for Wall Signs

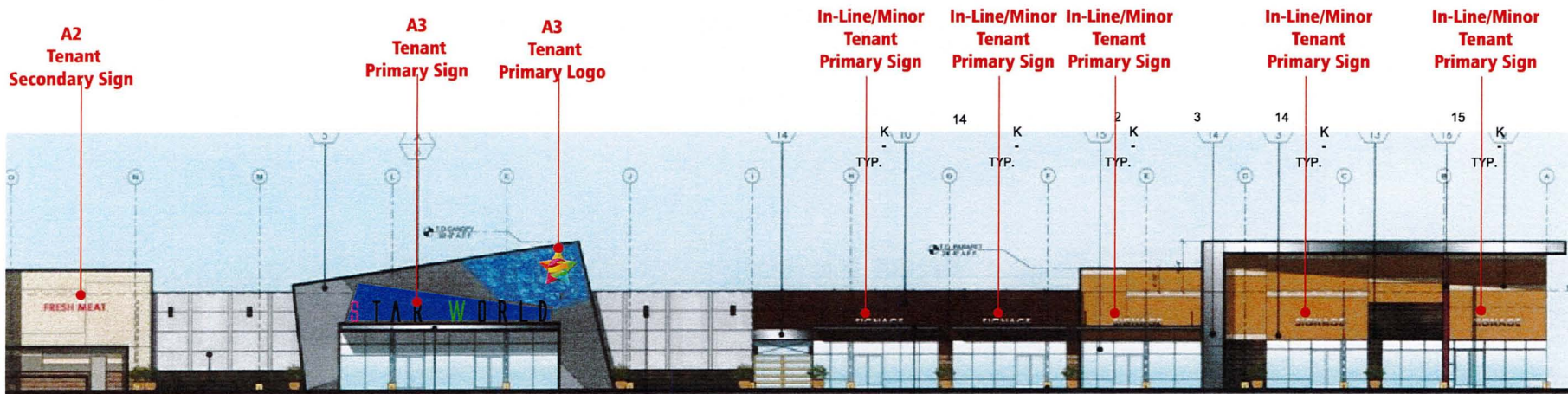
Monument uses 18.3% of overall allowable signage

Suite A1:	0.76
Suite A2:	2.25
Suite A3:	2.35
Minor / Inline:	1.20

## WALL ELEVATIONS



Partial South Elevation



Partial South Elevation



## WALL ELEVATIONS

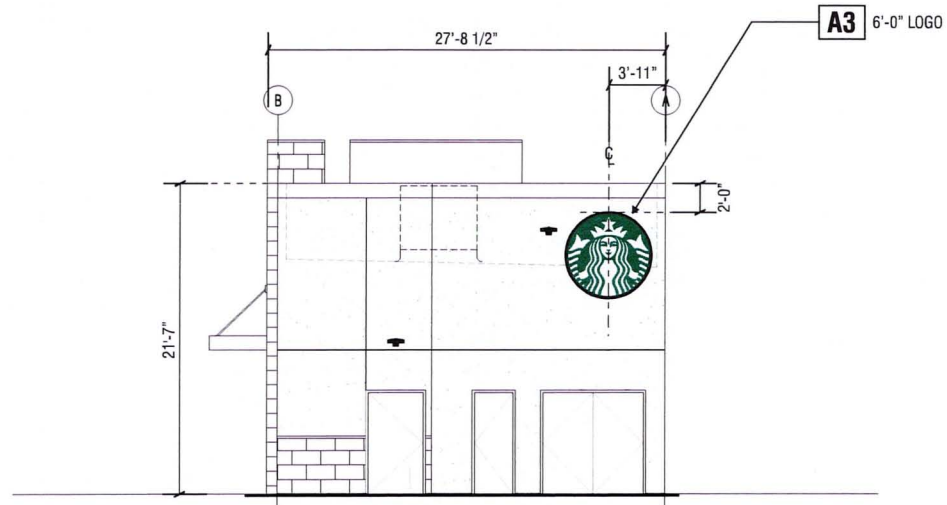


West Elevation

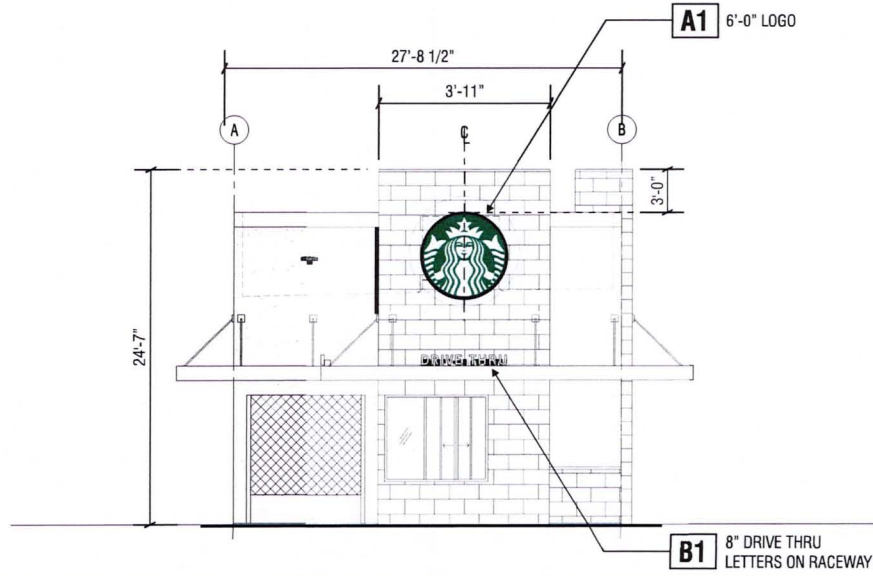


East Elevation

## WALL ELEVATIONS



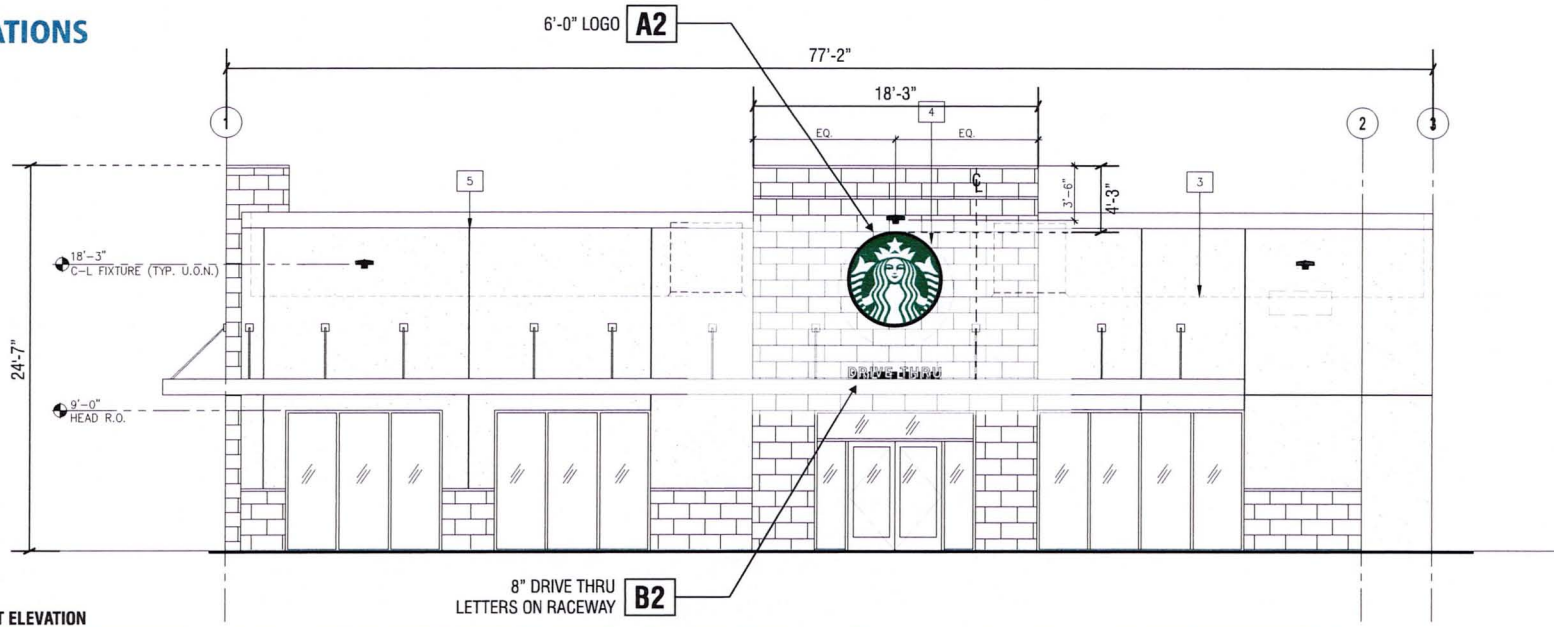
**1** NORTH ELEVATION



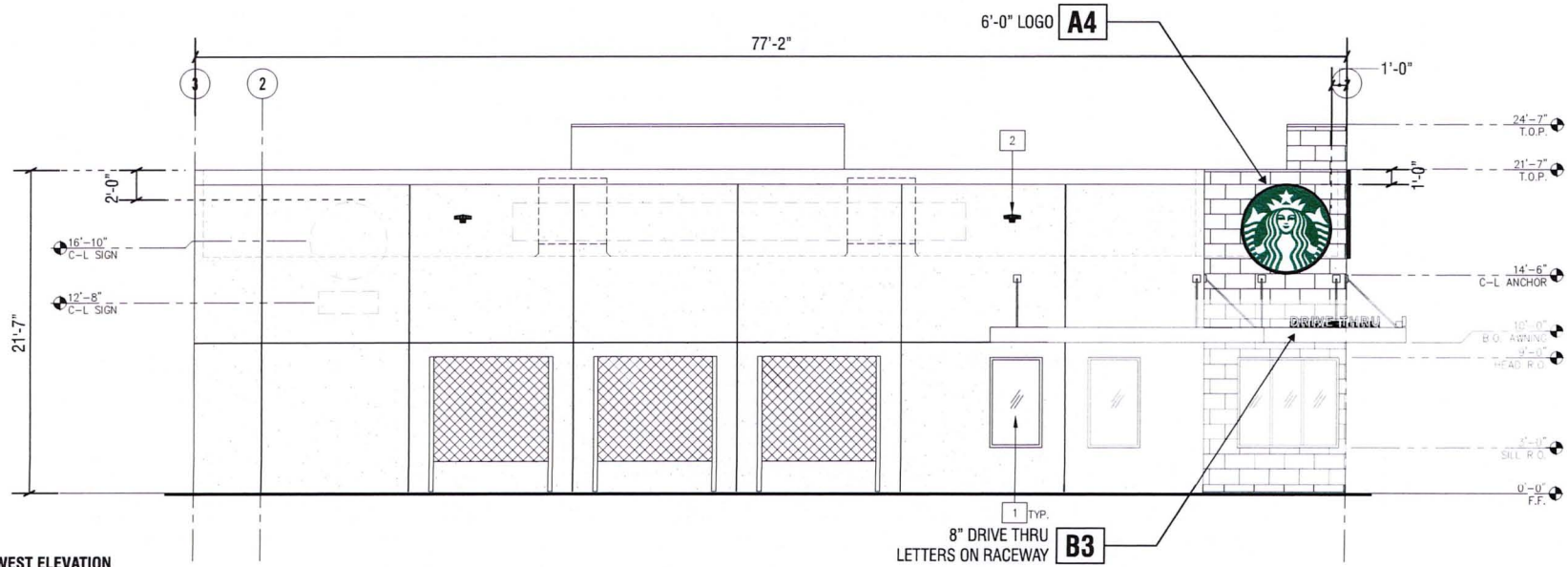
**2** SOUTH ELEVATION



# WALL ELEVATIONS



**3** EAST ELEVATION



**4** WEST ELEVATION





**EXHIBIT B - TENANT SIGNAGE - PRIMARY WALL SIGNS (SEE PAGE 8 AND 9 FOR WALL ELEVATION DETAILS)**  
**Major Tenant over 25,000 Sq. Ft. (Suite A2)**

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- QUANTITY:** One (1) primary sign allowed per elevation per tenant.
- COPY:** Tenant name/ logo.
- SIGN AREA:** Signs are not to exceed 2.25 square feet per lineal foot of leasehold frontage. In cases where total sign area for building is not maximized, Landord may approve additional square feet as long as all building signs are within the total allowable square feet, subject to review by the city. Letters with descenders or ascenders are not included in calculated sign area.
- SIGN HEIGHT:** The max. Logo Height is 8'-0" tall. The maximum Letter height is 6'-6" tall. Two rows of copy is allowed as long as the total height does not exceed 7'-6".
- SIGN LENGTH:** The sum of the lengths of all signs on any given elevation is not to exceed seventy (70) percent of the leasehold frontage of that elevation.
- SIGN DEPTH:** Sign shall not project more than 8" from face of building.
- TYPE FACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.

**See Oxnard Major Tenant Allocation Table:**

Major Tenant: A2 To be allowed 2.25 square feet per linear foot of frontage.  
2.25 x 135 = 303.75

**EXHIBIT C - TENANT SIGNAGE - PRIMARY WALL SIGNS (SEE PAGE 8 AND 9 FOR WALL ELEVATION DETAILS)**

**Major Tenant over 25,000 Sq. Ft. (Suite A3)**

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- QUANTITY:** One (1) primary sign allowed per elevation per tenant.
- COPY:** Tenant name/ logo.
- SIGN AREA:** Signs are not to exceed 2.35 square feet per lineal foot of leasehold frontage. In cases where total sign area for building is not maximized, Landord may approve additional square feet as long as all building signs are within the total allowable square feet, subject to review by the city. Letters with descenders or ascenders are not included in calculated sign area.
- SIGN HEIGHT:** The max. Logo Height is 8'-0" tall. The maximum Letter height is 6'-6" tall. Two rows of copy is allowed as long as the total height does not exceed 7'-6".
- SIGN LENGTH:** The sum of the lengths of all signs on any given elevation is not to exceed seventy (70) percent of the leasehold frontage of that elevation.
- SIGN DEPTH:** Sign shall not project more than 8" from face of building.
- TYPE FACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.

**See Oxnard Major Tenant Allocation Table:**

Major Tenant:	A3	To be allowed 2.35 square feet per linear foot of frontage.
		2.35 x 120 = 282

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**EXHIBIT D - TENANT SIGNAGE - UNDER 25,000 SQ. FT. PRIMARY WALL SIGNS (SEE PAGE 8 AND 9 FOR WALL ELEVATION DETAILS)**  
**Inline & Minor Tenant under 25,000 Sq. Ft.**

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- QUANTITY:** One (1) primary sign allowed per elevation per tenant.
- COPY:** Tenant name/ logo.
- SIGN AREA:** Signs are not to exceed 1.2 square feet per lineal foot of leasehold frontage. In cases where total sign area for building is not maximized, Landlord may approve additional square feet as long as all building signs are within the total allowable square feet, subject to review by the city. Letters with descenders or ascenders are not included in calculated sign area.
- SIGN HEIGHT:** The max. Logo Height is 8'-0" tall. The maximum Letter height is 6'-6" tall. Two rows of copy is allowed as long as the total height does not exceed 7'-6".
- SIGN LENGTH:** The sum of the lengths of all signs on any given elevation is not to exceed seventy (70) percent of the leasehold frontage of that elevation.
- SIGN DEPTH:** Sign shall not project more than 8" from face of building.
- TYPE FACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.

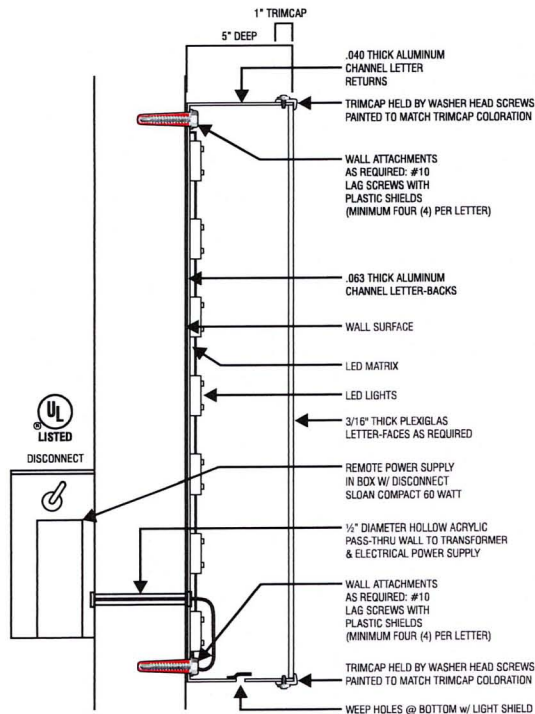


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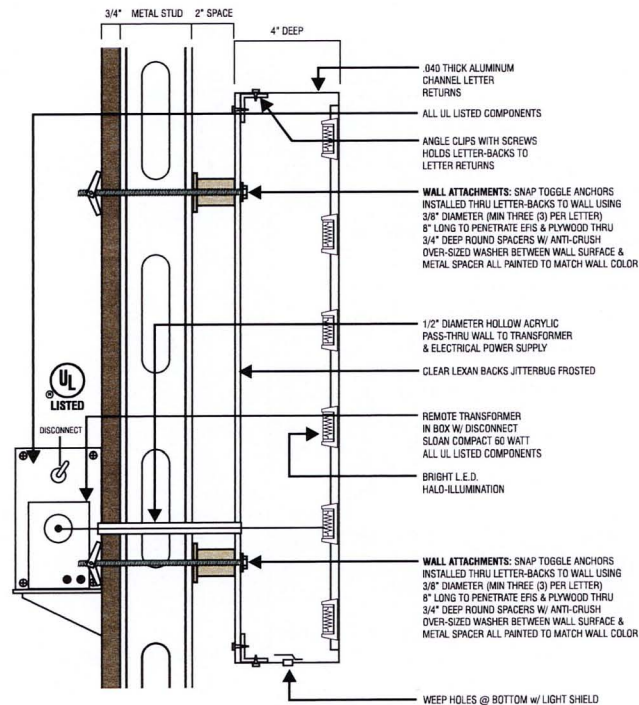
## EXHIBIT E - TENANT SIGNAGE - SECONDARY WALL SIGNS (SEE PAGE 8 AND 9 FOR WALL ELEVATION DETAILS)

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- QUANTITY:** Major Tenant A2 only, see wall elevations for details.
- COPY:** Copy to be designation for departments or other functional offerings of tenant (Ex. 24 Hour Drive Thru, Pharmacy).
- SIGN AREA:** Not to exceed .48 square feet per lineal foot of leasehold frontage (300 s.f. max.). Letters with descenders or ascenders are not included in calculated sign area.
- SIGN HEIGHT:** The maximum Letter height is 48" tall. Two rows of copy is allowed as long as the total height does not exceed 48"
- SIGN LENGTH:** The sum of the lengths of all signs on any given elevation is not to exceed seventy (70) percent of the leasehold frontage of that elevation.
- SIGN DEPTH:** Sign shall not project more than 8" from face of building.
- TYPE FACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.

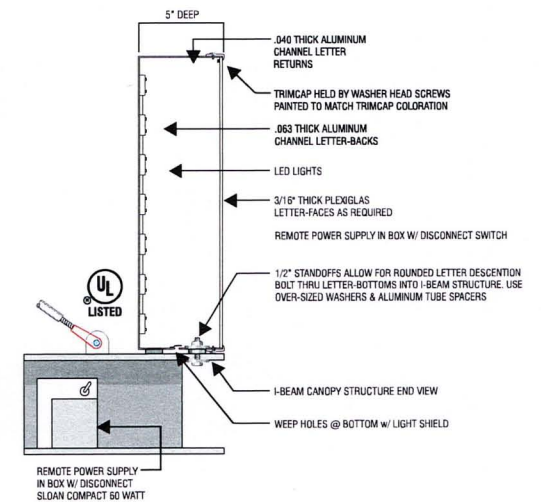
## EXHIBIT F - WALL SIGN ATTACHMENT DETAILS



**FACE-LIGHTING CHANNEL LETTERS  
FLUSH-TO-WALL MOUNTED  
(LED ILLUMINATION)**



**REVERSE-PAN HALO CHANNEL LETTERS  
SPACER-MOUNTED FOR SPILL OF HALO-LIGHT  
(LED ILLUMINATION)**



**FACE-LIGHTING CHANNEL LETTERS  
TOP-OF-CANOPY-MOUNTED  
(LED ILLUMINATION)**

## EXHIBIT G - M1 - 24' TALL FREESTANDING SIGN

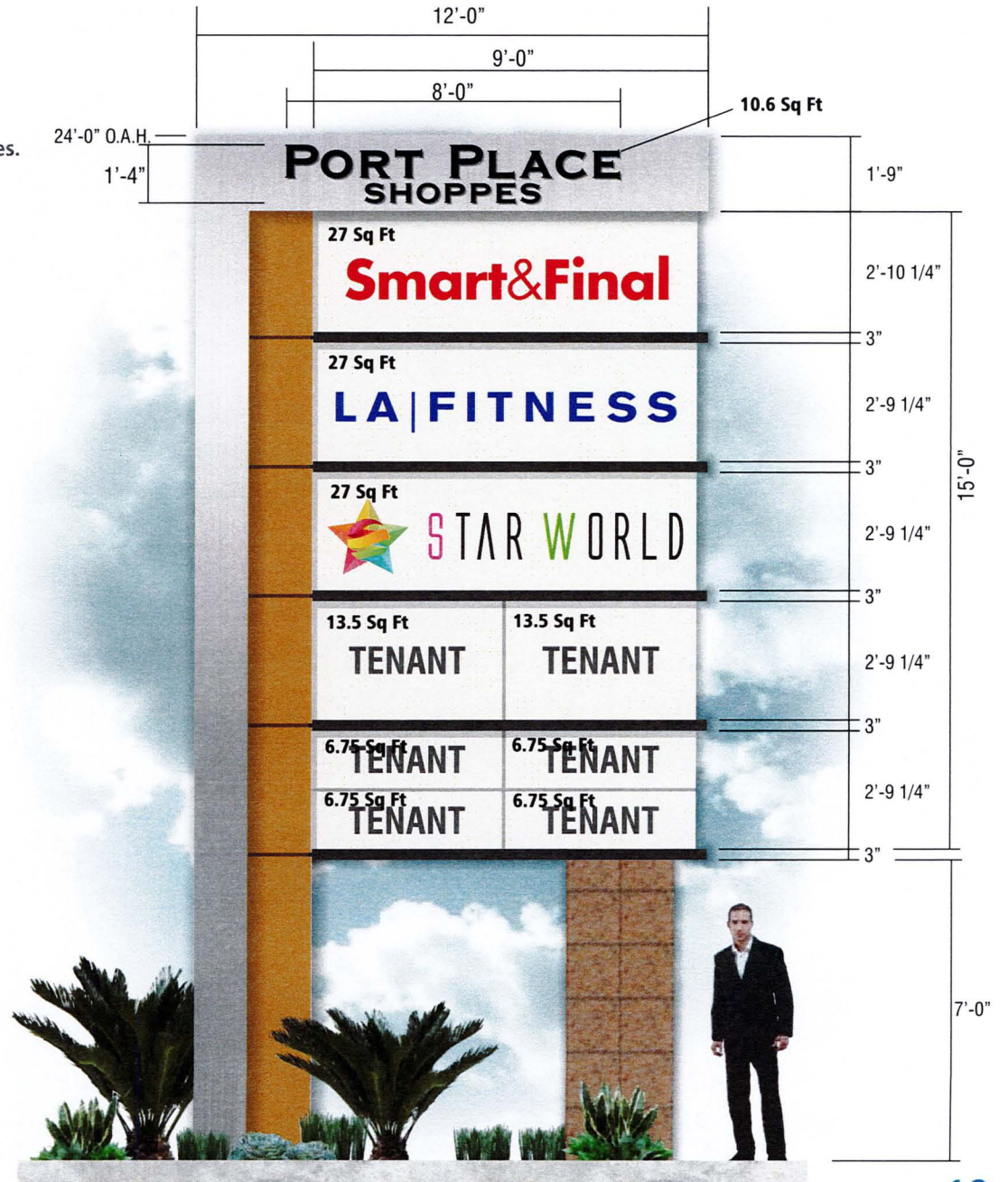
**MATERIALS:** Metal panel with routed letters and push thru acrylic copies.  
Panel color shall be as designated and illustrated here.

**COPY:** Tenant name/ logo.

**TYPE FACE:** Custom tenant logotype/ name with Owner approval.

**COLORS:** Custom colors logotype/ or colors with Owner approval.

**TOTAL SQUARE FOOTAGE:** 311 TOTAL SQ. FT. FOR SIGN





**EXHIBIT H - M2 - 24' TALL FREESTANDING SIGN**

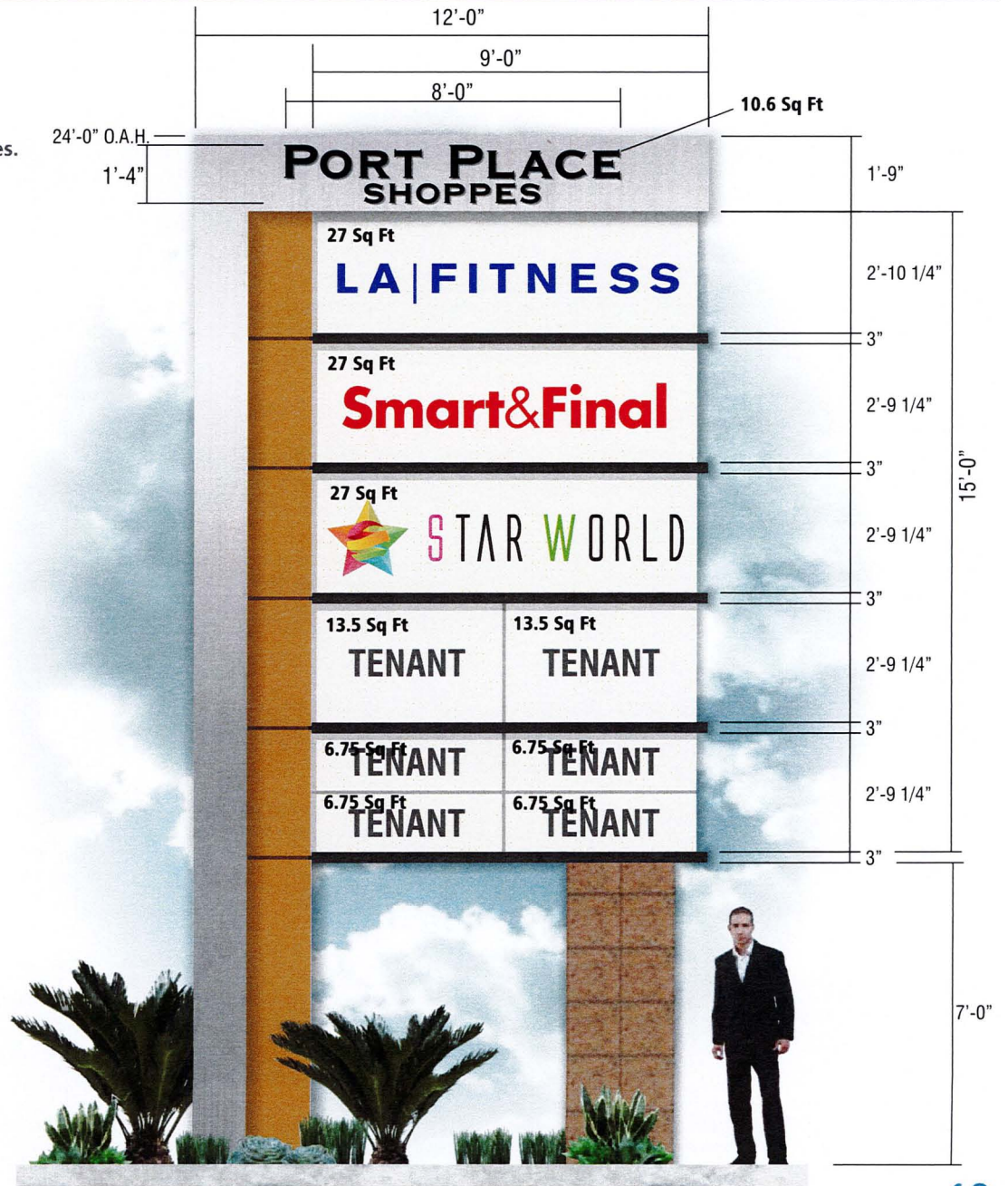
**MATERIALS:** Metal panel with routed letters and push thru acrylic copies.  
Panel color shall be as designated and illustrated here.

**COPY:** Tenant name/ logo.

**TYPE FACE:** Custom tenant logotype/ name with Owner approval.

**COLORS:** Custom colors logotype/ or colors with Owner approval.

**TOTAL SQUARE FOOTAGE:** 311 TOTAL SQ. FT. FOR SIGN



## EXHIBIT I - N - 4' TALL MONUMENT SIGNS

**MATERIALS:** Metal panel with routed letters and push thru acrylic copies.  
Panel color shall be as designated and illustrated here.

**COPY:** Tenant name/ logo.

**TYPE FACE:** Custom tenant logotype/ name with Owner approval.

**COLORS:** Custom colors logotype/ or colors with Owner approval.

**TOTAL SQUARE FOOTAGE:** 50 TOTAL SQ. FT. FOR SIGN

