

The Palms

MASTER SIGN PROGRAM

Silagi Development & Management
101 Hodencamp Rd # 200
Thousand Oaks, CA 91360

PZ 05-140-39

APPROVED
BY: <u>L. Windsor / M. Miller</u>
DATE: <u>8/12/04</u>
CITY OF OXNARD PLANNING

Signature
INCORPORATED
801 Mitchell Road # 102
Newbury Park, CA 91320
(805)496-1123 • Fax 499-4636
CL # 817637

Revised PZ 05-140-32

APPROVED
BY: <u>S. Martin / L.W.</u>
DATE: <u>8/17/05</u>
CITY OF OXNARD PLANNING

pages
3, 24
25, 26
28

Mn/Med U1505

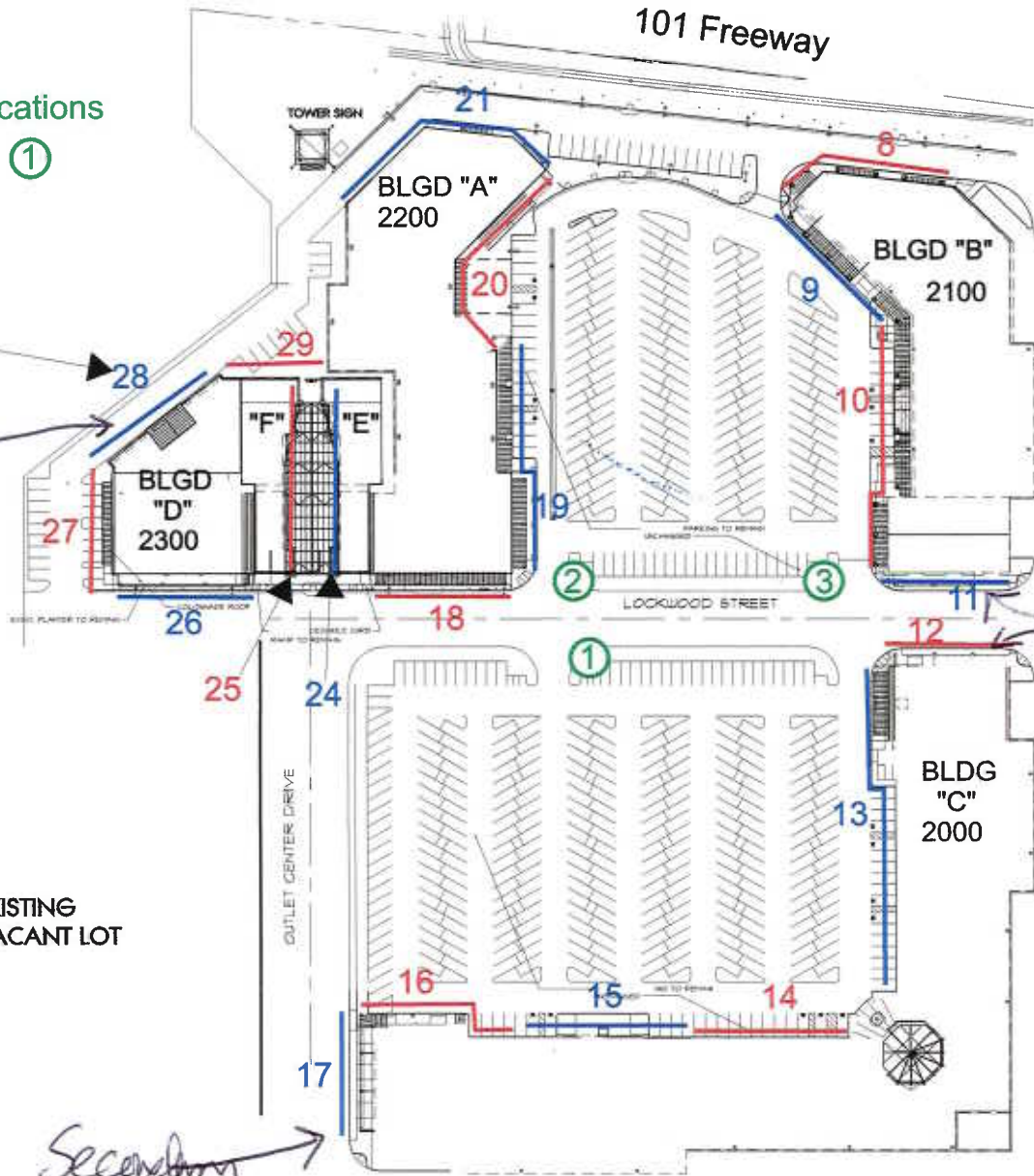
August 6, 2004

Palms Site Plan :

Directional Monument Locations
3 Total (See Page 21) ①

Elevation Page

Secondary Frontage



Secondary Frontage

North



EXISTING VACANT LOT

Secondary Frontage

MN MD 05-140-32
 APPROVED
 BY: S. Marti (LW)
 DATE: 8/17/05
 CITY OF OXNARD
 PLANNING
 TO SUP 1505

General Size Requirements (In line Tenants):

Tenants are allowed up to 2 sq ft of sign area per linear foot of primary frontage and 1/2 sq ft of sign area per linear foot of secondary frontage. Sign areas are not transferable and can only be used on elevations from which the measurements are derived. The primary frontage is the elevation containing the public access. The secondary elevation is applicable only to those tenants having two or more exterior walls designated as sign locations. Additionally, the aggregate sign area of all signs on each elevation cannot exceed the maximums indicated on the elevation pages outlined in this criteria (pages 8 - 21). Sign length is restricted to 60% of the tenants frontage or 75 % of the architectural surface on which it is installed, whichever is less.

Sign area is determined by the aggregate total of boxes that contain all letter forms and logo (graphic elements) comprising the sign. This does not include lower case swashes, descenders, or ascenders of normal stroke width and length which are not included in the calculation (See diagram).

Maximum letter height shall not exceed 30" as measured by the largest upper case letter in the sign. 32" letter heights may be considered on gable or tower elements, subject to landlord review. Stacked copy may have an aggregate height of up to 32" on standard soffit locations. **Governmental offices and their contractors may have an aggregate height of up to 42" on standard soffit locations.** Taller aggregate heights on towers and gables will be considered on a case by case basis. Logos may be up to 15% taller than letter height. Letters shall have returns not exceeding 5" in depth.

These represent the maximums, the landlord reserves the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded).

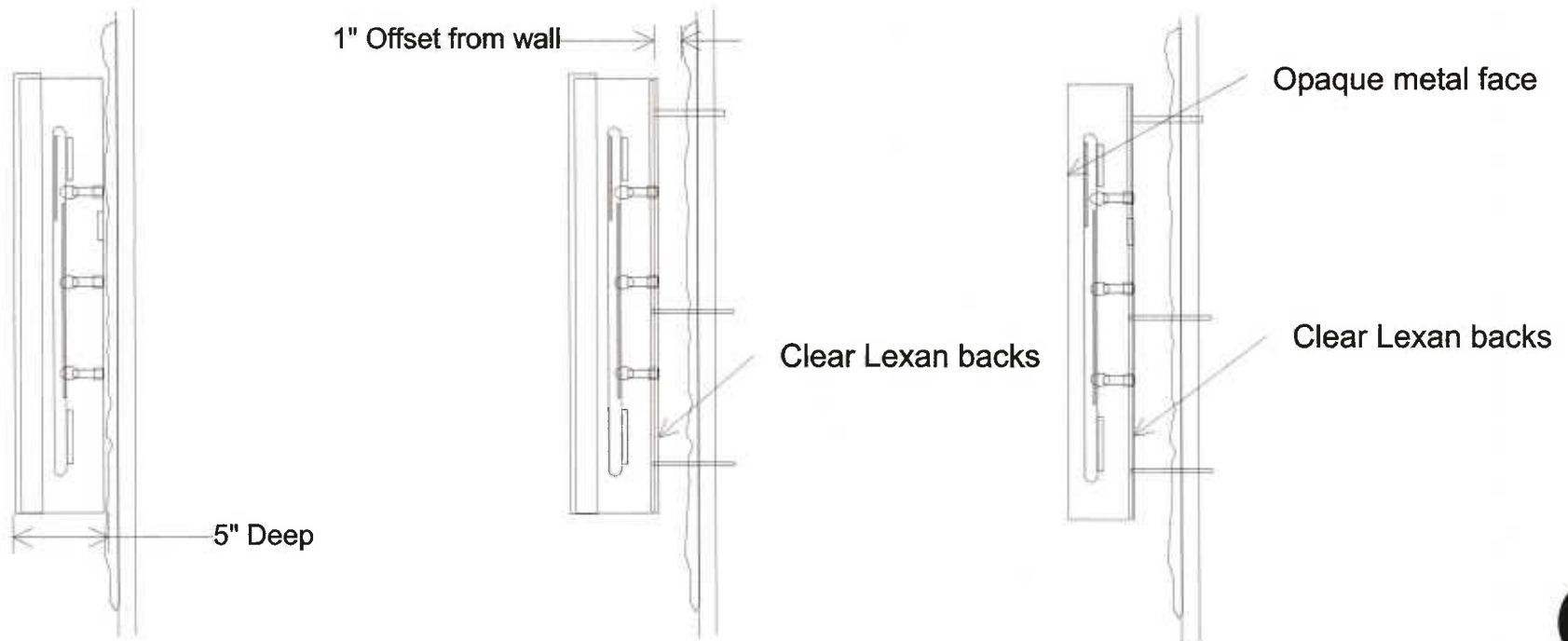


General Fabrication Requirements:

Individual channel letters are the primary sign format for The Palms. Letters are to be constructed from Paintlok sheet metal or aluminum with 4" to 5" deep returns for standard or plex face reverse channel letters and 3" to 4" deep for reverse channel letters. Illumination to be provided by internal neon or argon tube. Double back electrodes with U.L. approved housings must be used. L.E.D's are also acceptable as a light source and may be used in smaller letters or those with smaller returns.

Tenants may choose any letter face color subject to landlord review. Letters shall be trim capped with 3/4" trim cap in color to match letter face. Returns shall be painted with an oil base or urethane paint to match the stucco color of the surface on which they are installed. This will be one of the following Dunn-Edwards colors. DE 3195 "Pieces of Gold", DE 3184 " Fool's Fossil", or DE 165 "Greinella". Field verify before painting.

Three Types of Channel Letters



Standard Channel Letters

Plex Face Reverse Channel Letters

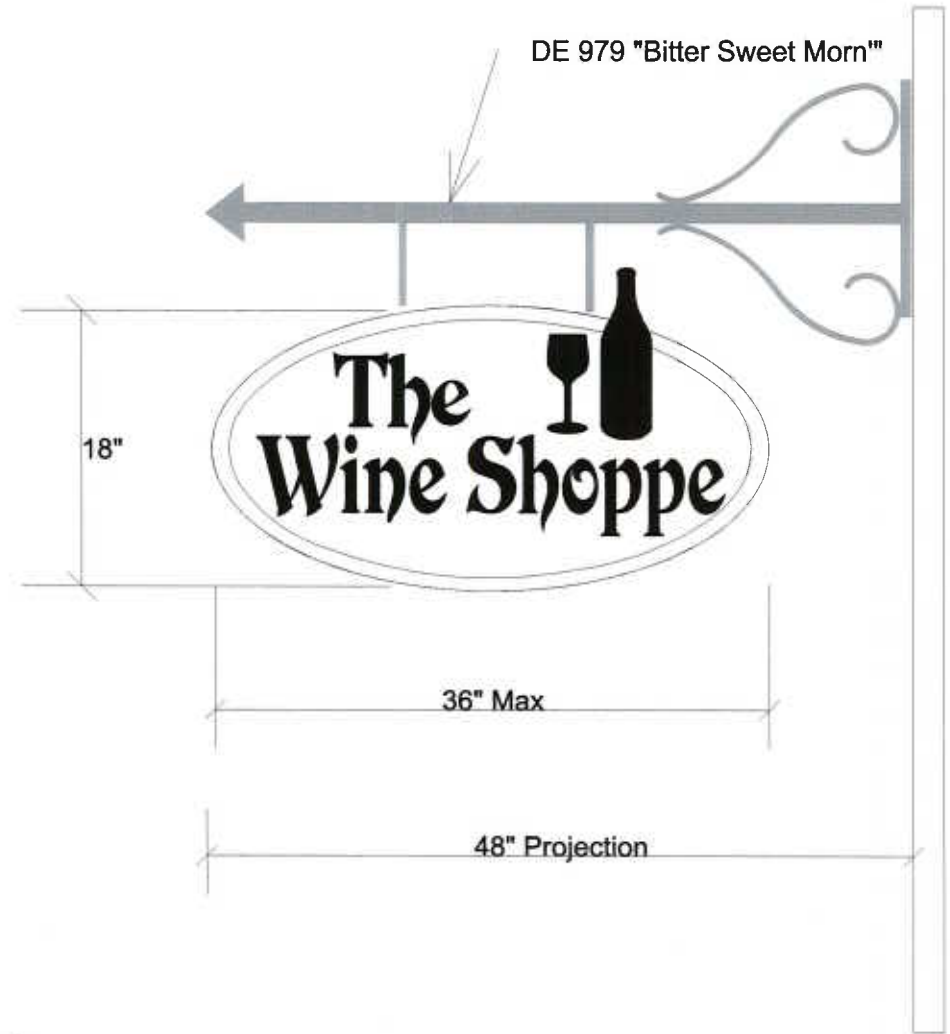
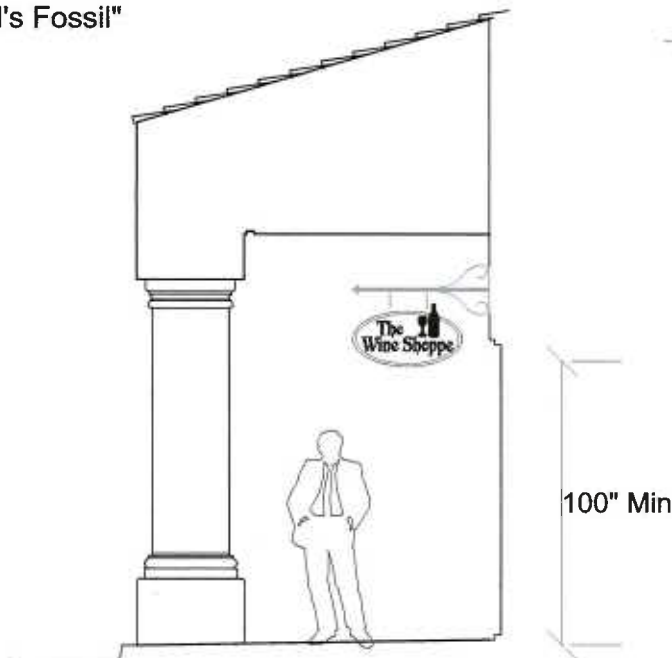
Reverse Channel Letters

Blade Signs (In line Tenants)

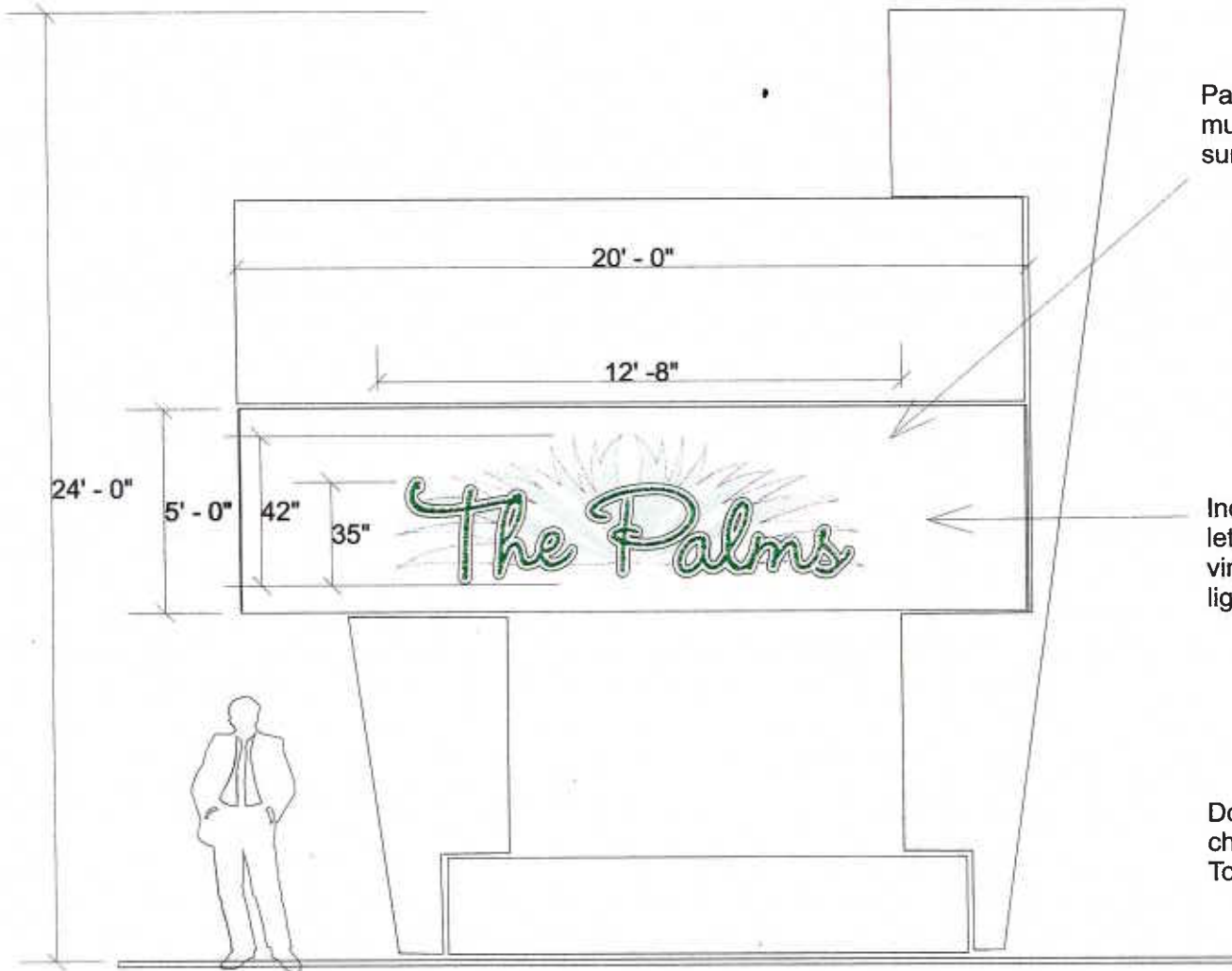
Double sided blade sign for perpendicular orientation to in line store fronts under the walkway colonnade. Dimensional letters pin mounted to both sides of Aluminum/Ply background. Sign to be suspended by uniform wrought iron hanger supplied by landlord. 100" clearance from bottom of sign to grade. Sign Area: 4.5 sq ft

Sign backgrounds to be painted with choice of one of following Dunn Edwards colors:

- DE 3195 'Pieces of Gold'
- DE 165 'Geinella'
- DE 836 'Swiss Coffee'
- DE 3184 'Fool's Fossil'



Street Sign at Entry Drive (Gonzales):

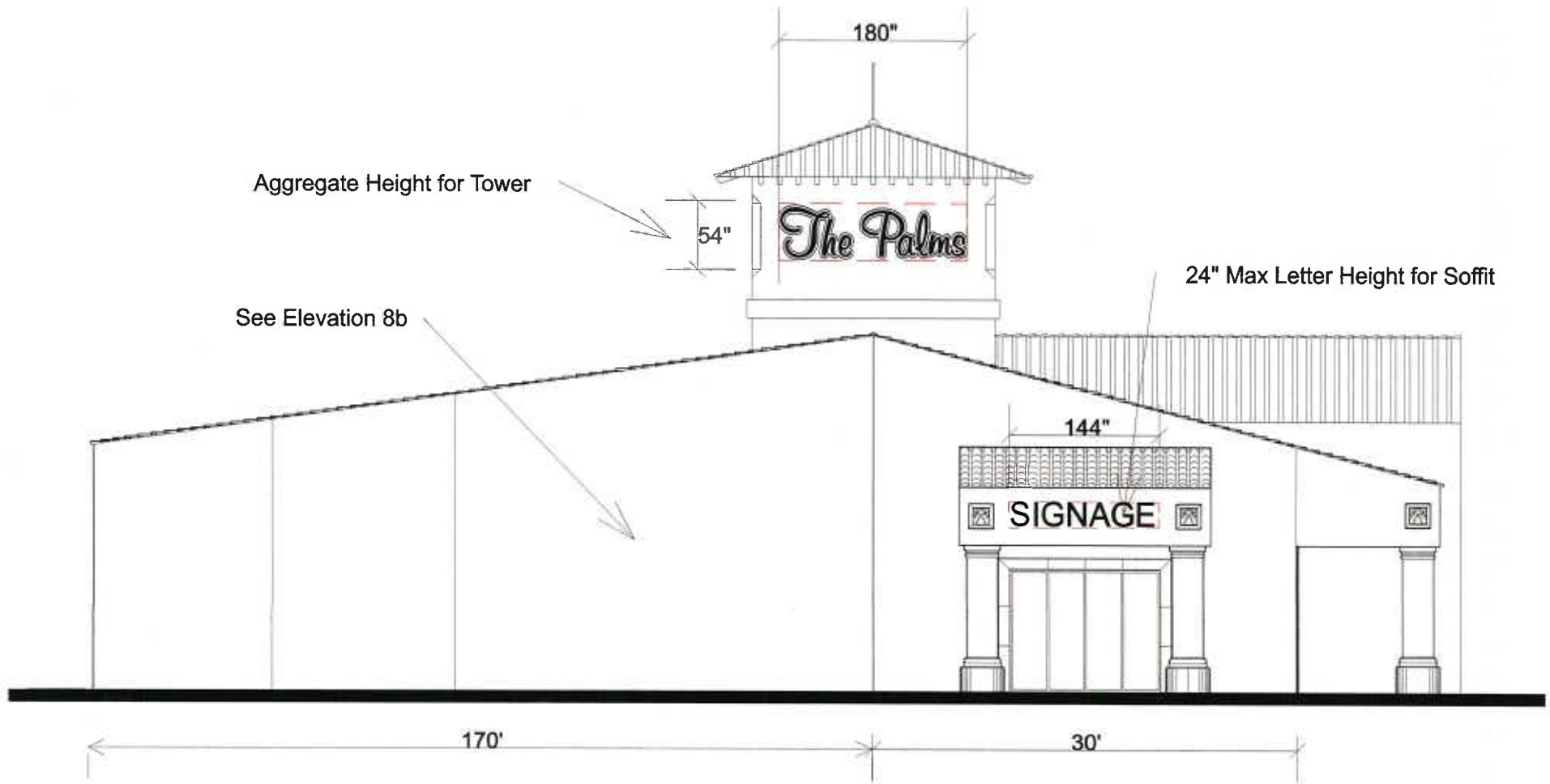


Palm frond cut out of flat aluminum painted multigreen and mounted flat against the surface of brushed silver cabinet.

Individual internally illuminated reverse channel letters. White acrylic faces with translucent Green vinyl film. Clear Lexan backs to provide halo back-lighting. White returns.

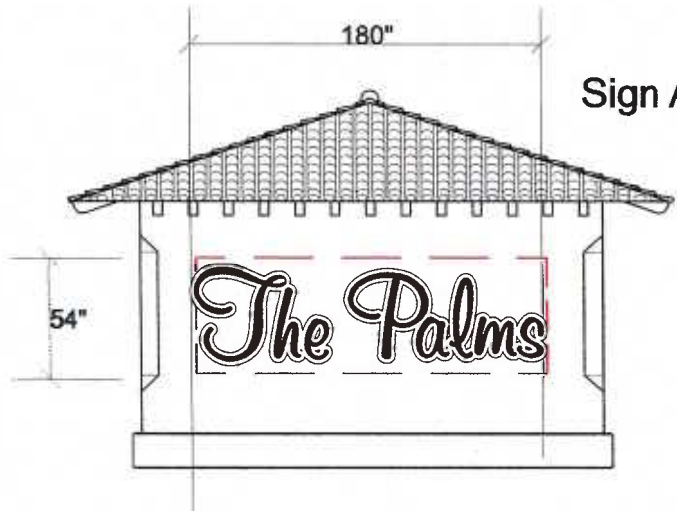
Double sided pylon - Two sets of plex faced reverse channel letters.
Total Sign Area: 42 sq ft on 100 sq ft panel.

Building "B" - Northwest Elevation:



Total Sign Area as shown = 91 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign area for this elevation not to exceed 150 sq ft.

Building "B" - North Elevation:

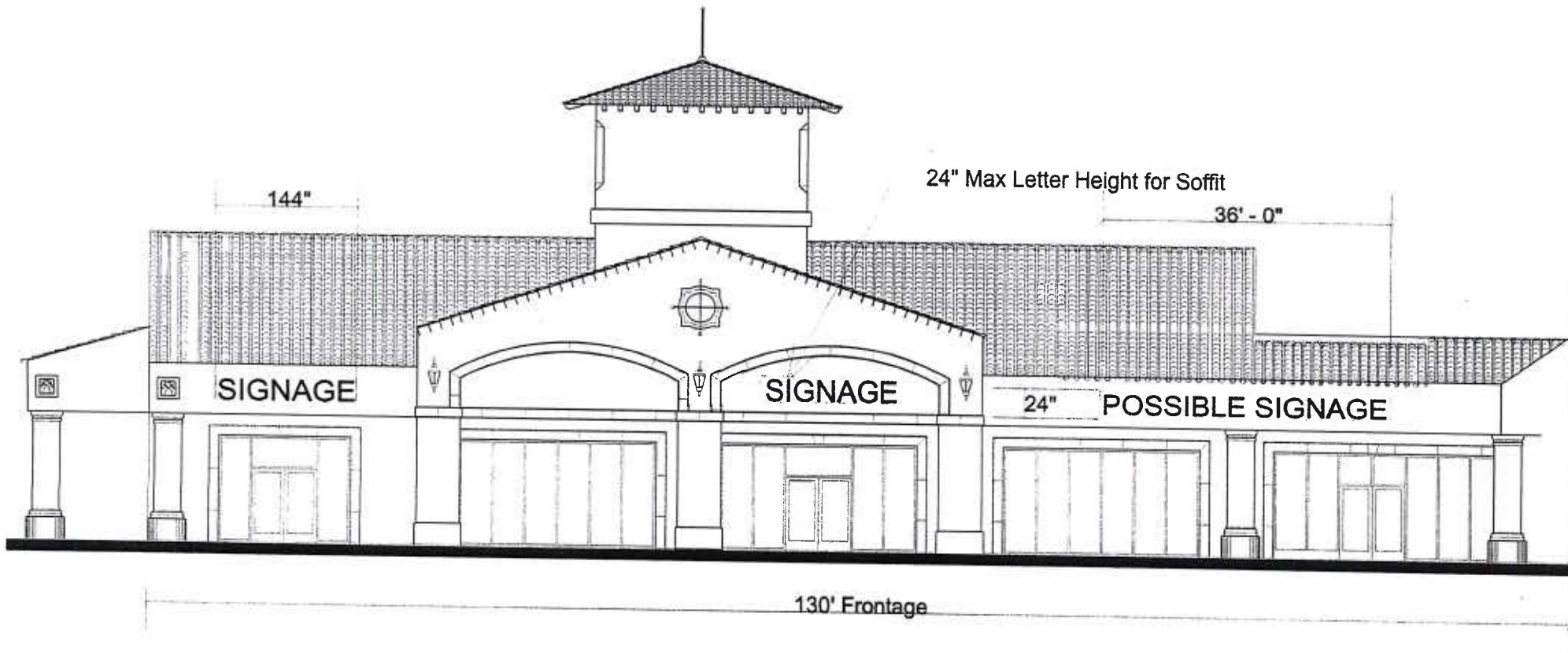


Sign Area: 67.5 (Not a part of Tenant Calculations)



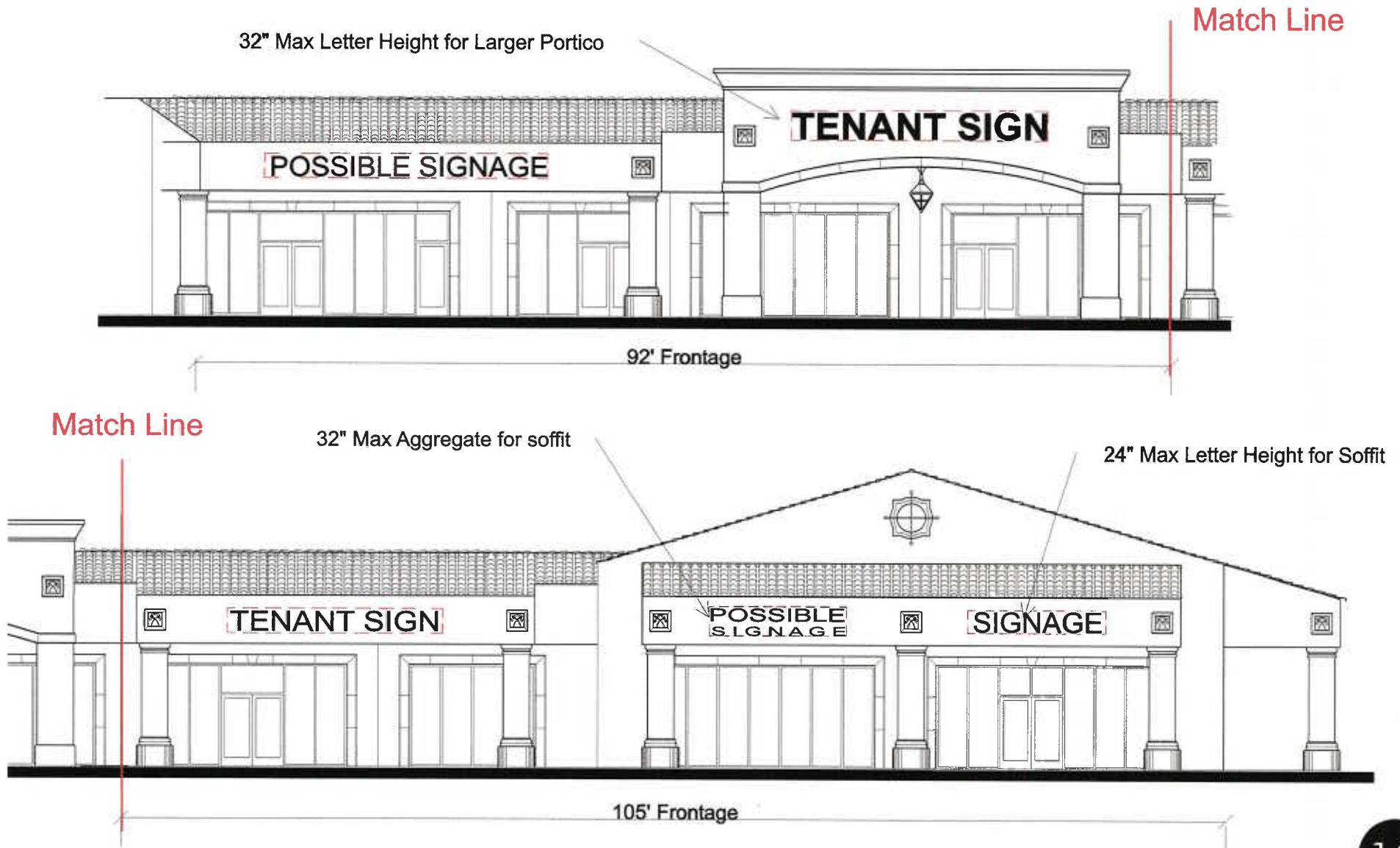
Total Sign Area as shown = 71 sq ft. Actual sign locations determined by final leasing. Aggregate Sign area for this elevation not to exceed 90 sq ft.

Building "B" - Southwest Elevation:



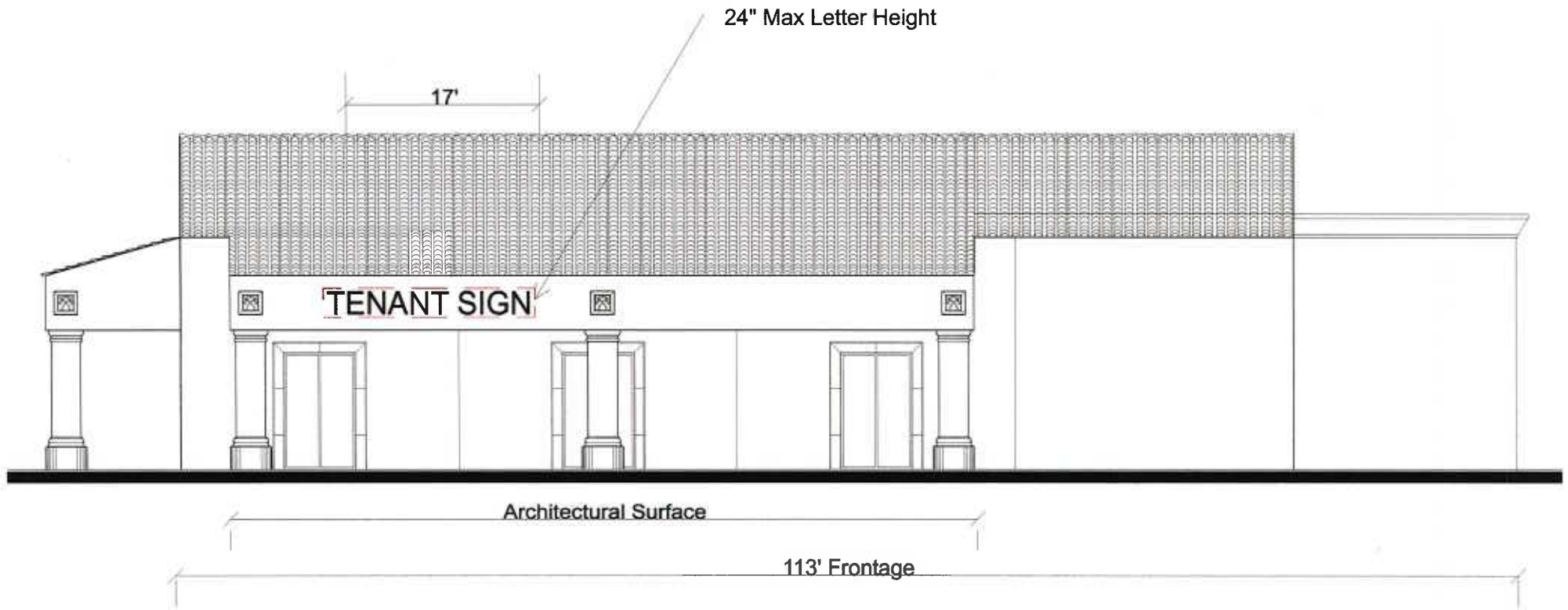
Total Sign Area as shown = 144.5 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign area for this elevation not to exceed 260 sq ft.

Building "B" - West Elevation:



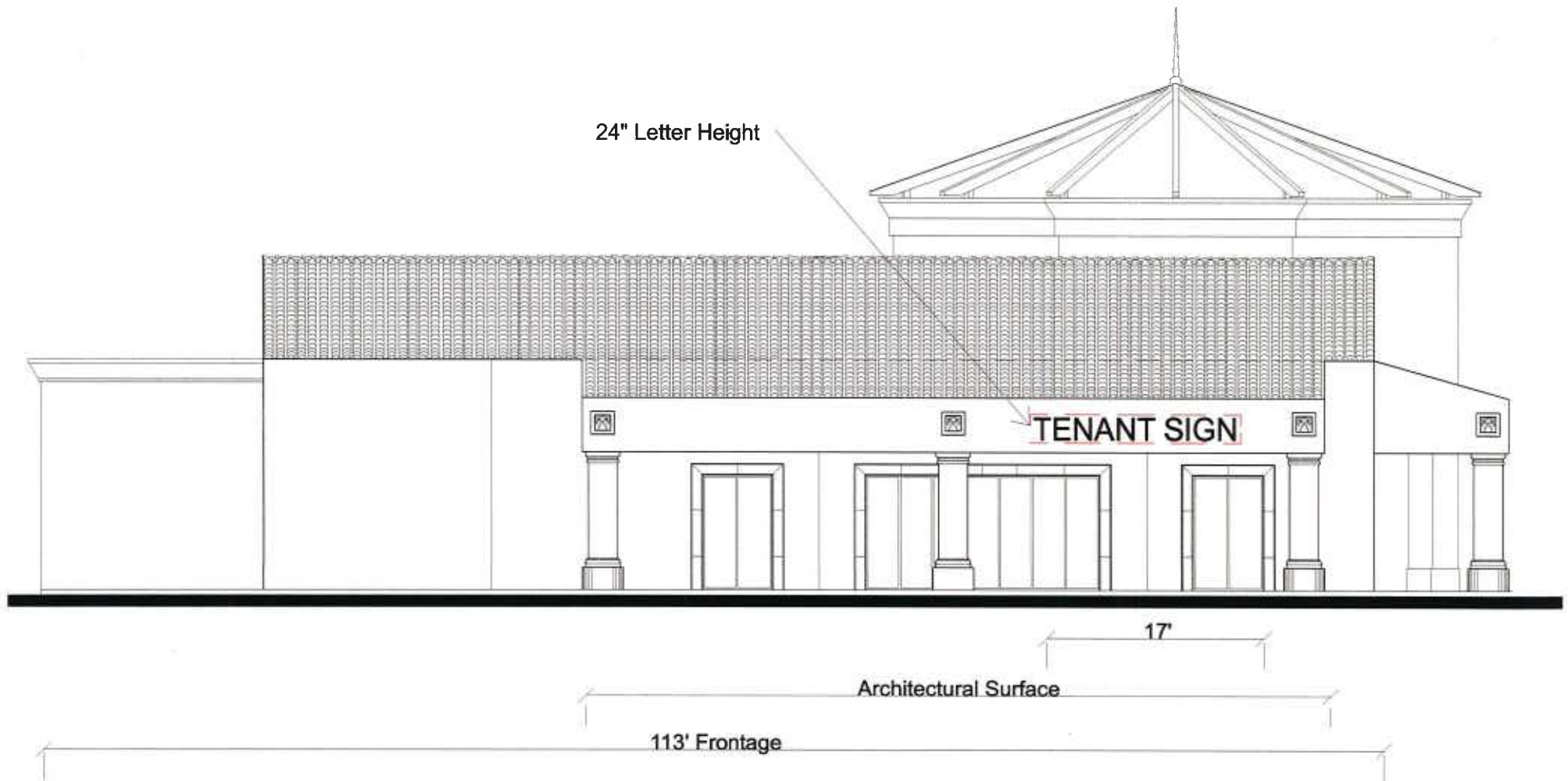
Total Sign Area as shown = 208 sq ft. Actual sign locations determined by final leasing. Aggregate Sign area for this elevation not to exceed 250 sq ft.

Building "B" - South Elevation:



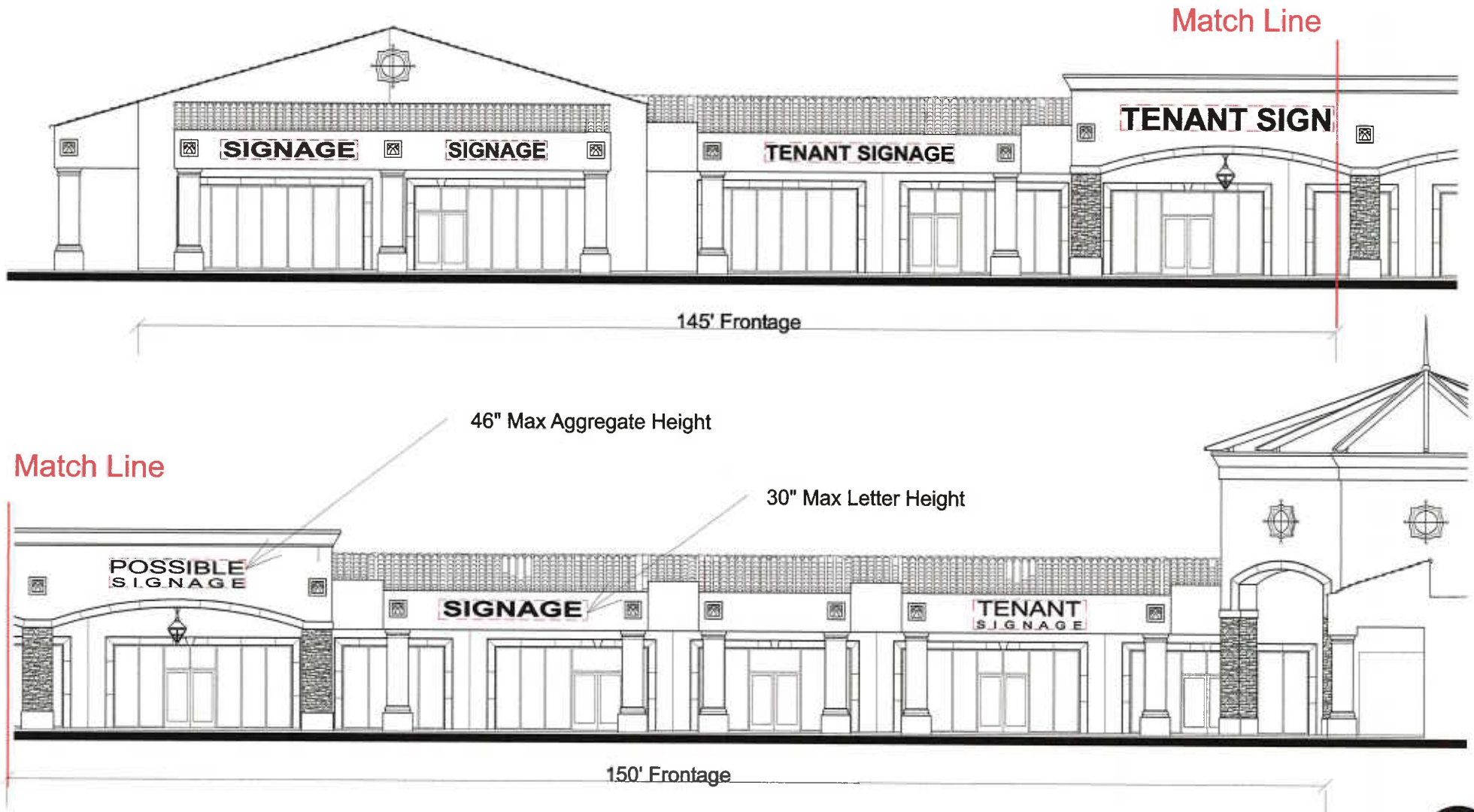
Total Sign Area as shown = 34 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign area for this elevation not to exceed 56.5 sq ft.

Building "C" - North Elevation:



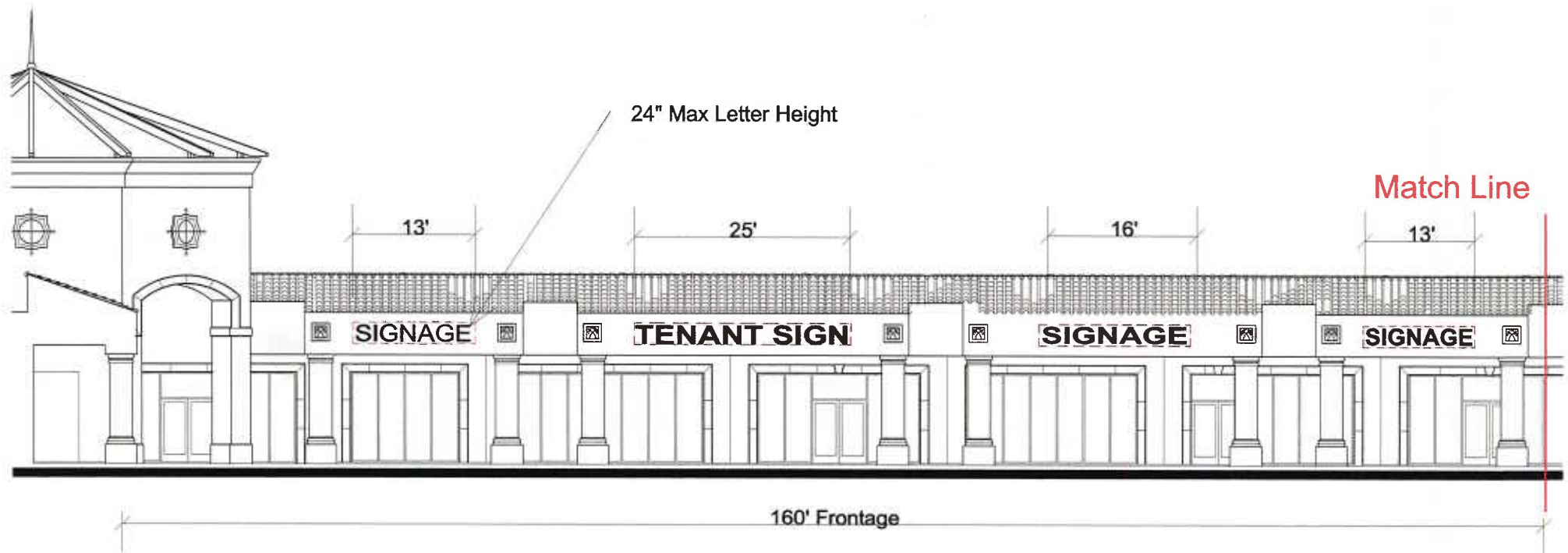
Total Sign Area as shown = 34 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign area for this elevation not to exceed 56.5 sq ft.

Building "C" - West Elevation:



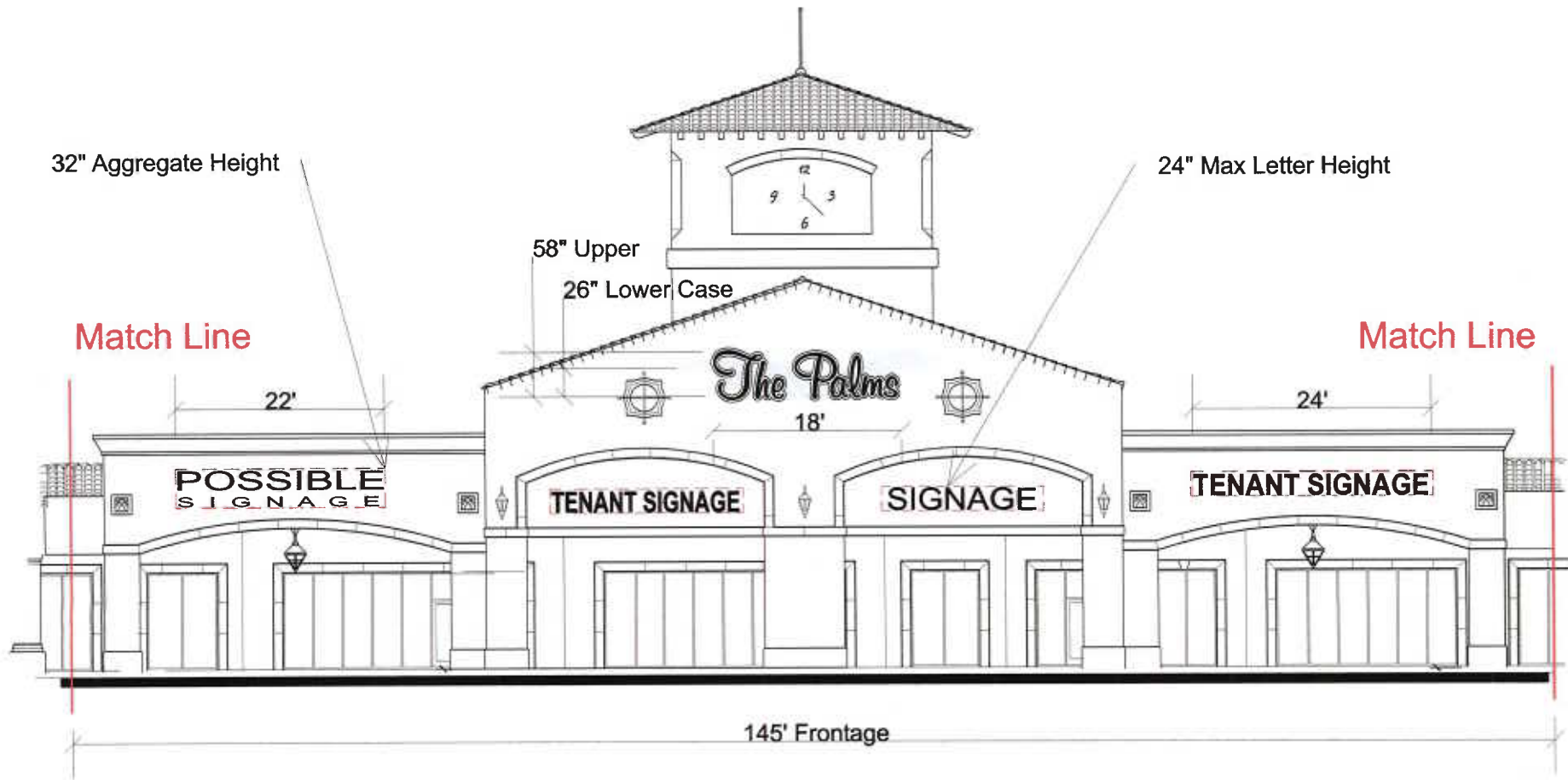
Total Sign Area as shown = 274.5 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign Area for this elevation not to exceed 300 sq ft.

Building "C" - North Elevation:



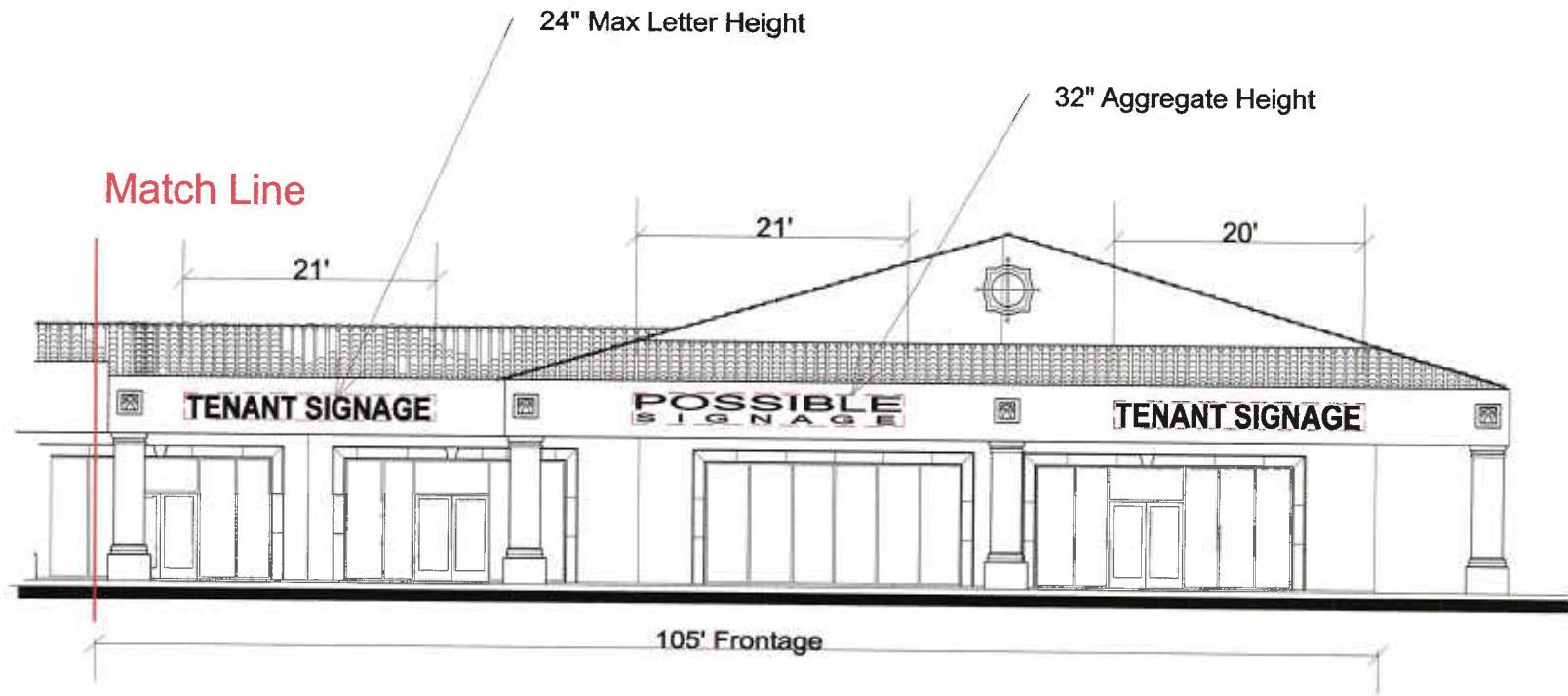
Total Sign Area as shown = 134 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign Area for this elevation not to exceed 200 sq ft.

Building "C" - North Elevation:



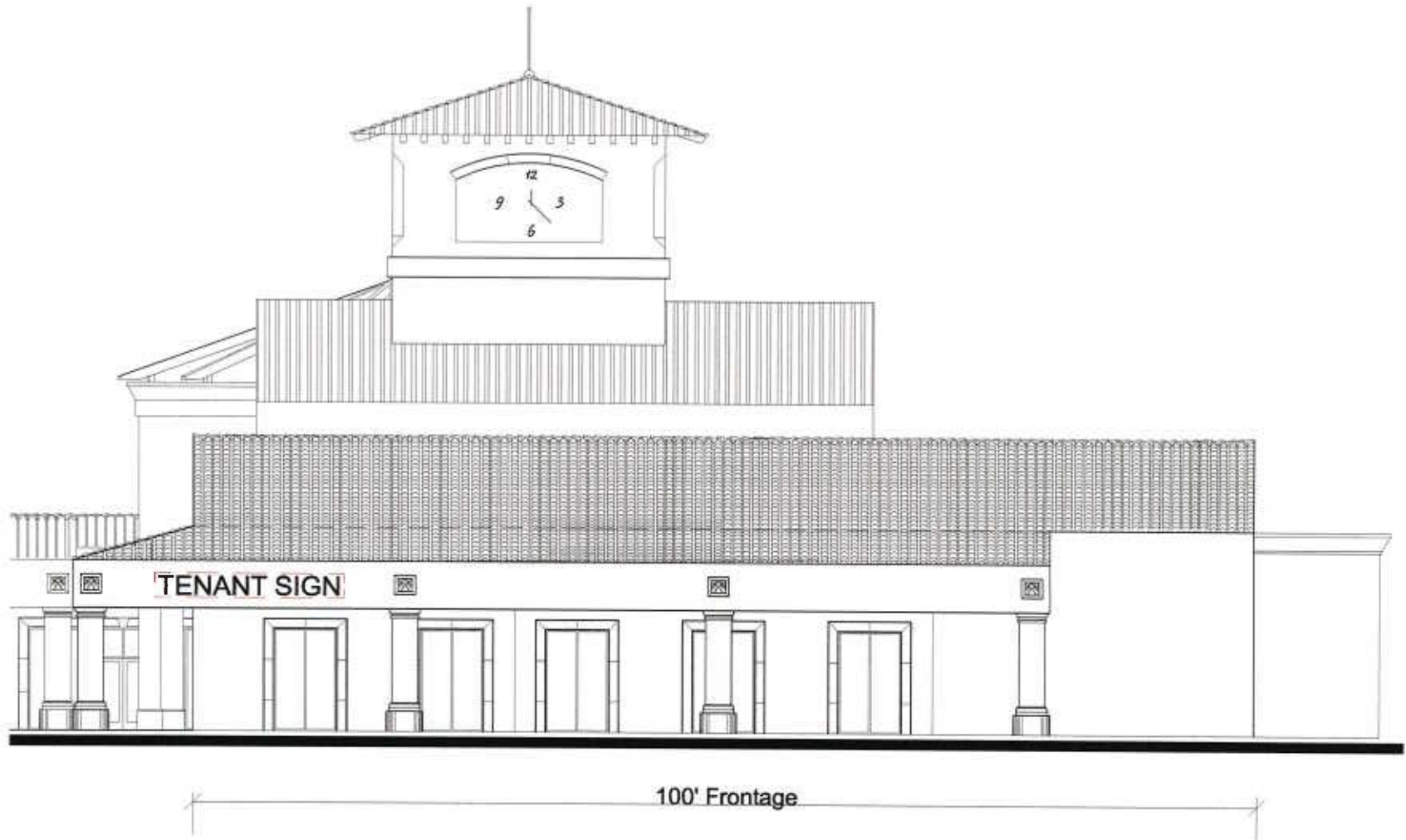
Total Sign Area as shown = 282 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign Area for this elevation not to exceed 290 sq ft.

Building "C" - North Elevation:



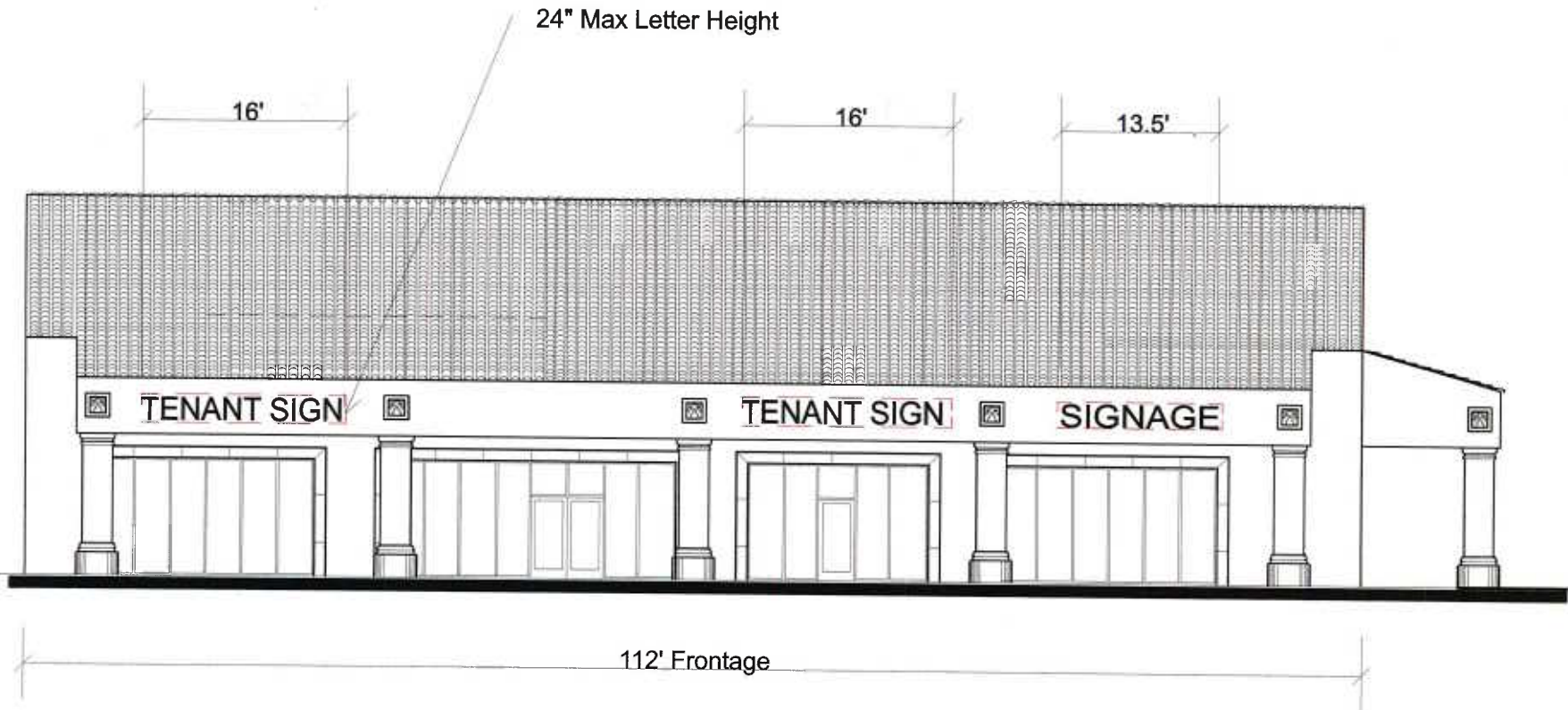
Total Sign Area as shown = 138 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign Area for this elevation not to exceed 200 sq ft.

Building "C" - West Elevation:



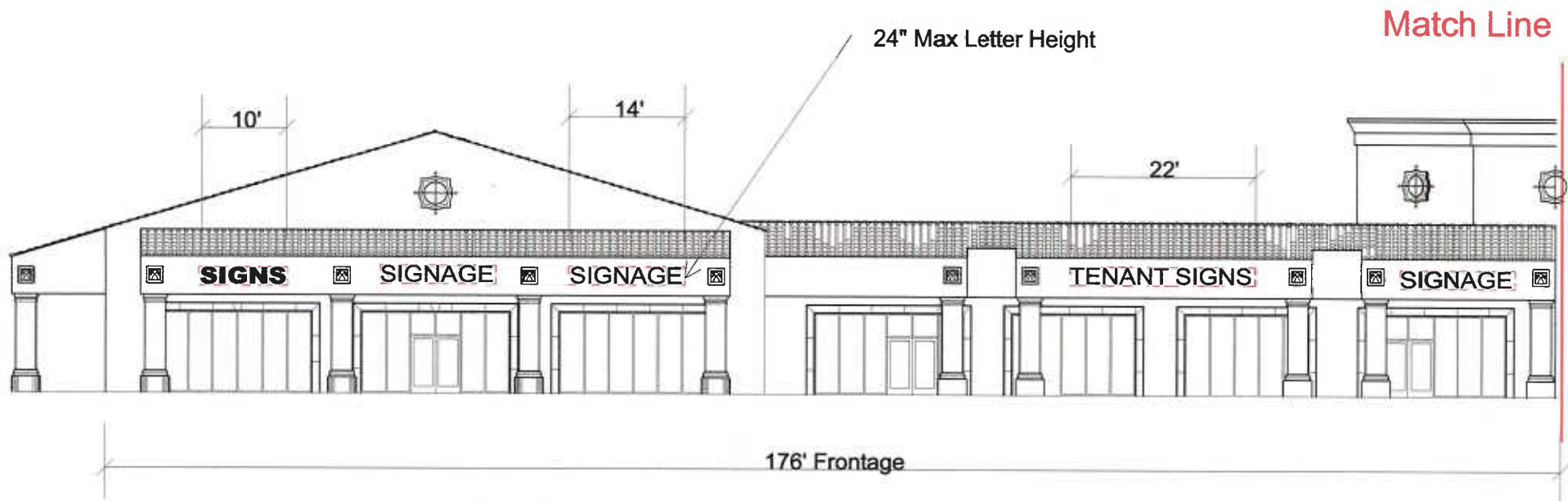
Total Sign Area as shown = 34 sq ft. Actual sign locations determined by final leasing.
Aggregate Sign area for this elevation not to exceed 50 sq ft.

Building "A" - South Elevation:



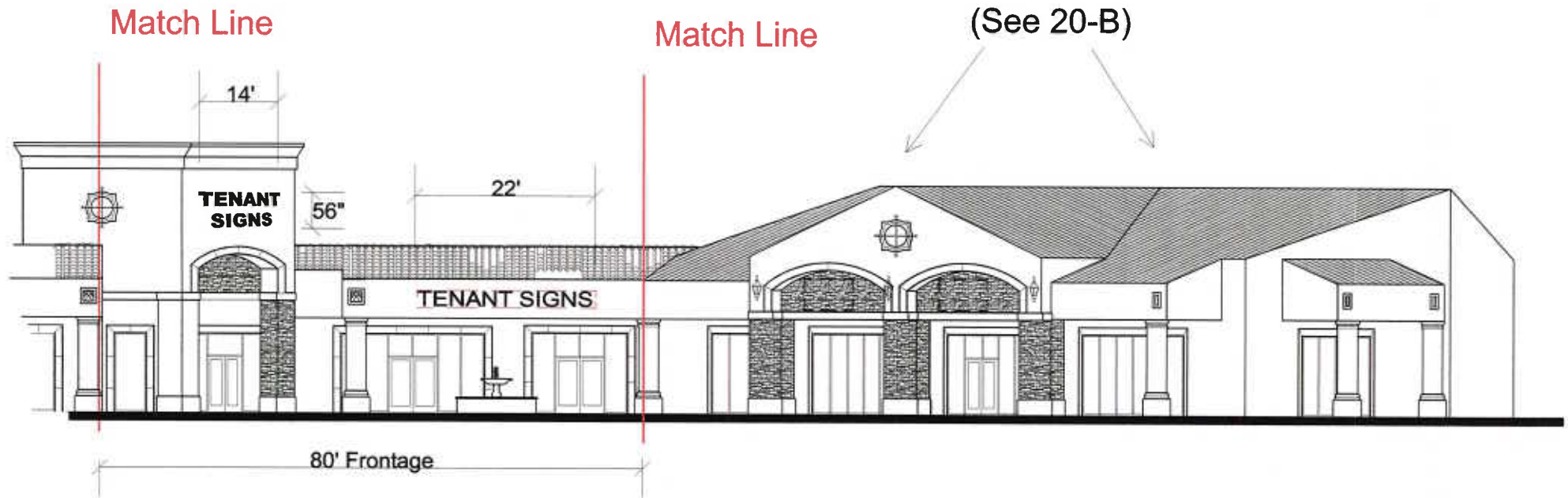
Total Sign Area as shown = 92 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this elevation not to exceed 180 sq ft

Building "A" - East Elevation:



Total Sign Area as shown = 148 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this elevation not to exceed 200 sq ft

Building "A" - East Elevation:



Total Sign Area as shown = 112 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this elevation not to exceed 160 sq ft

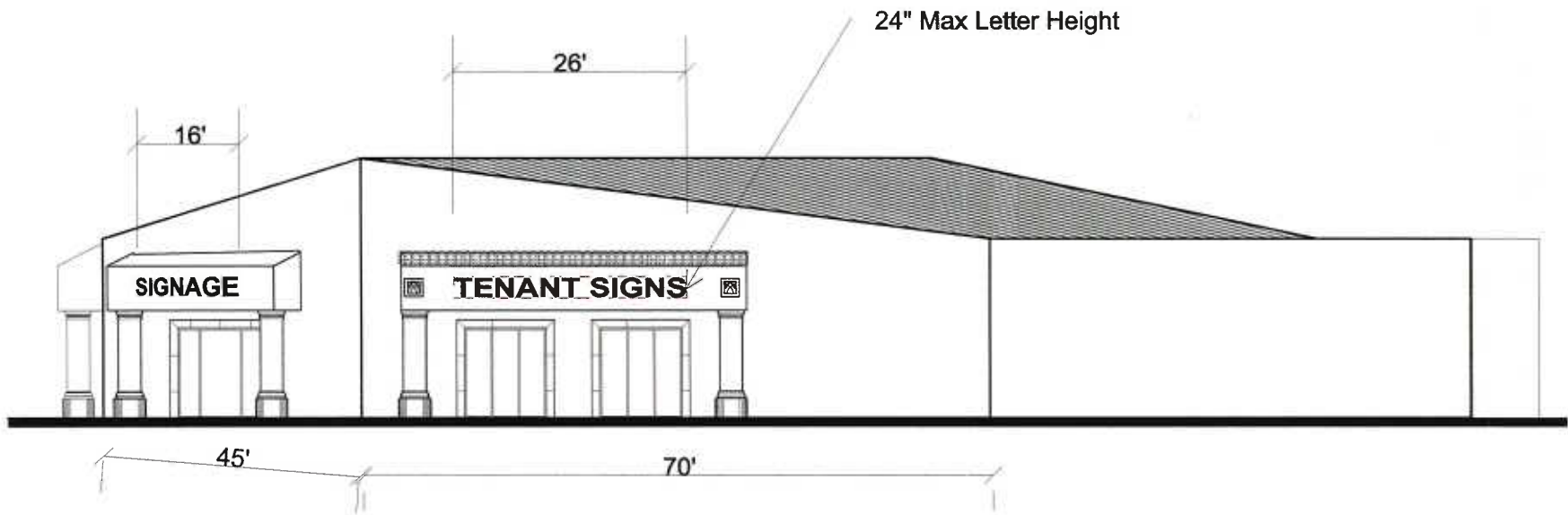
Building "A" - South East Elevation (20-B):

Match Line



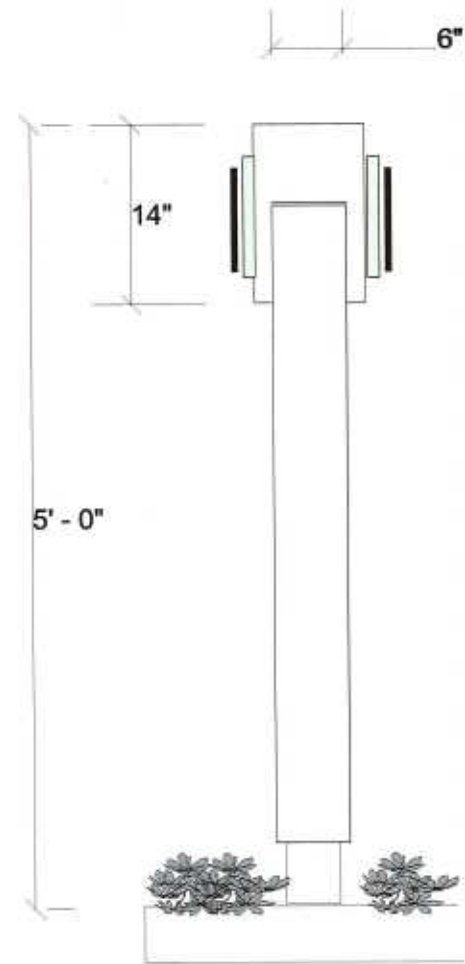
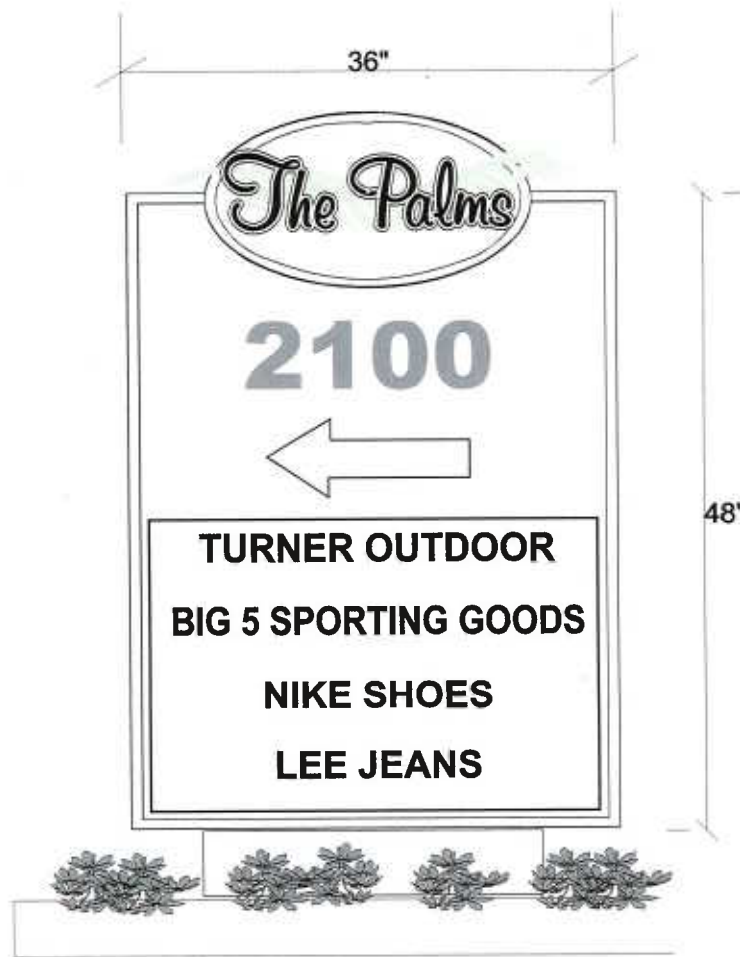
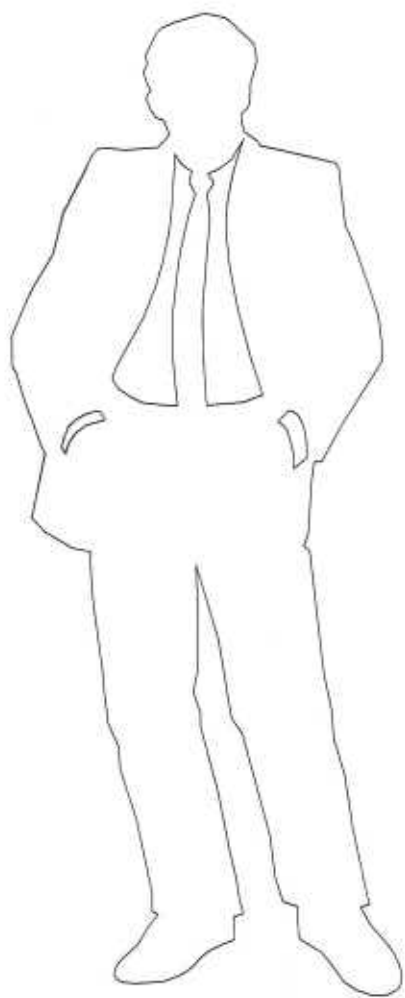
Total Sign Area as shown = 136 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this elevation not to exceed 200 sq ft

Building "A" - North Elevation :



Total Sign Area as shown = 82 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this elevation not to exceed 200 sq ft

Directional Monument Signs:



Double sided non-illuminated directional monument sign installed in three locations (See Pg 3)
All aluminum construction. Individual cut-out letters and logo pin mounted to surface.

Window Signage:

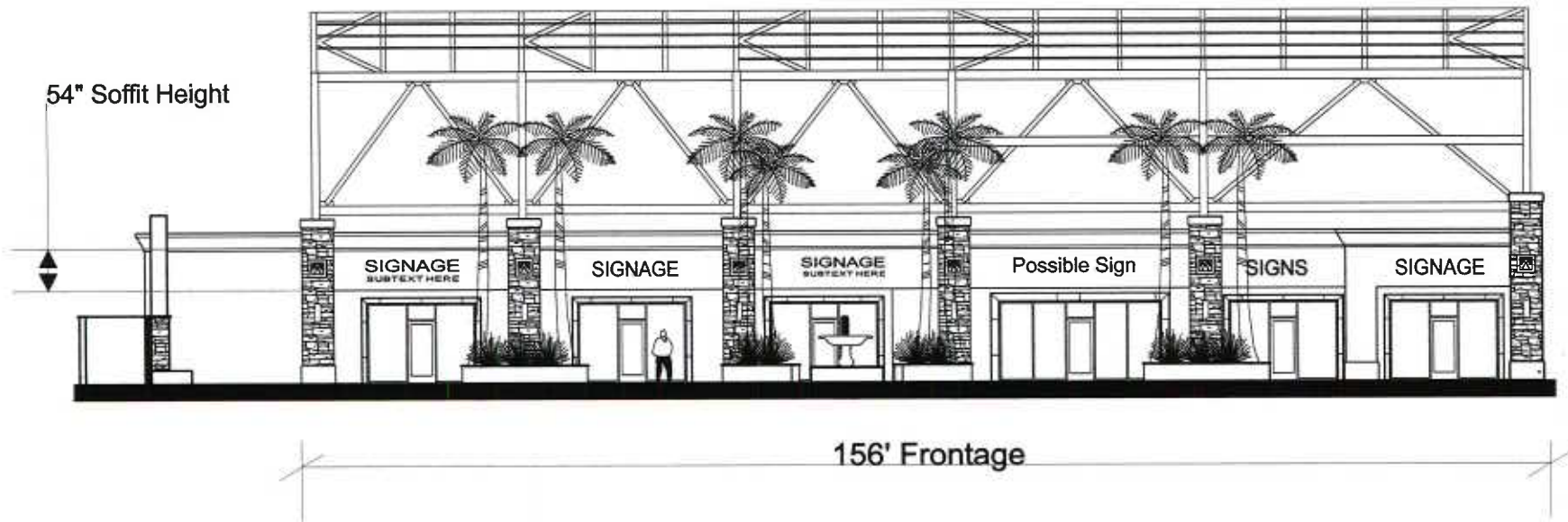
Tenants may install a custom script neon Open Sign in glass panel above doors as shown. No block letters will be allowed. Tenants can choose from Aqua, Coral, or White neon. Sign not to exceed 36' in Length.



Scale : 3/8" = 12"

Tenants may put store name and/or store logo in glass doors above handle as shown above. Store hours are to be located below handle on right side door. All door signage must be cut from 2 mil high performance Ivory, Off White, or Light Beige vinyl. No permanent signage is allowed in store windows. See diagram for sign area.

Building "E" - West Elevation :



Signs shown for example and location only.
Refer to Page 4 for specific size restrictions

rev. 8/17/05
LW

Building "F" - East Elevation :

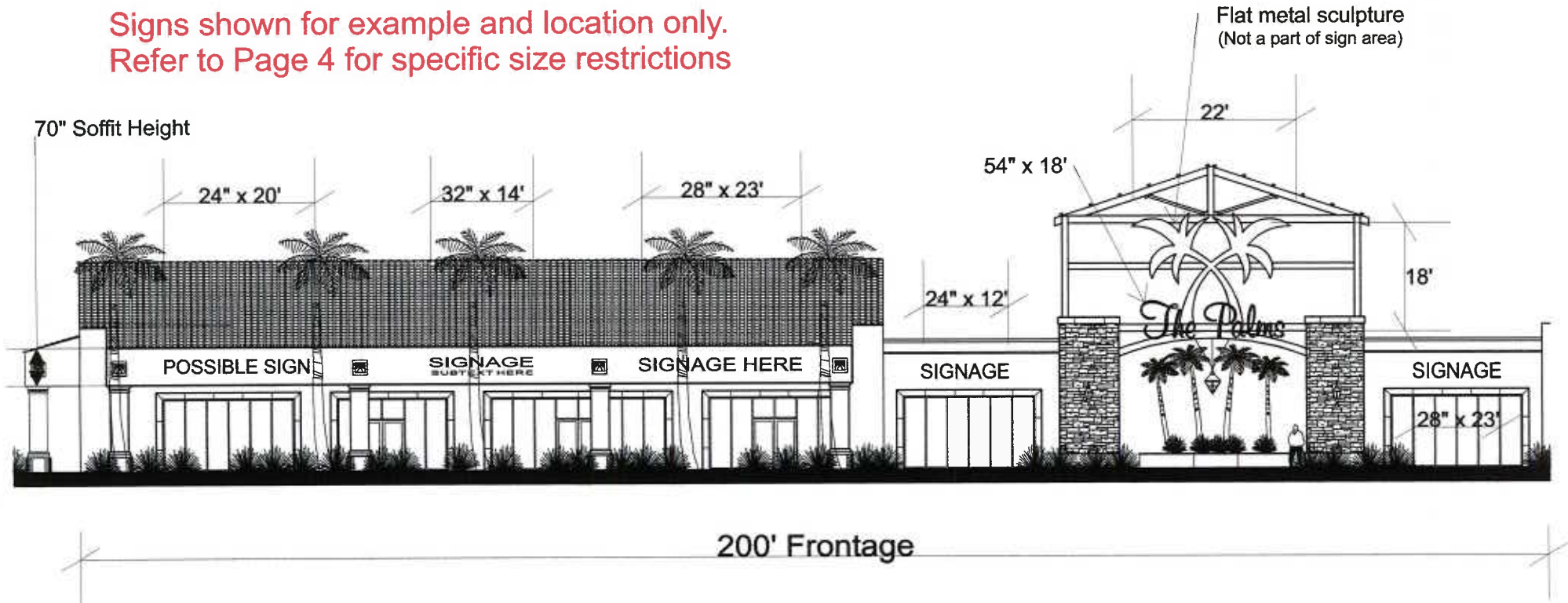


Signs shown for example and location only.
Refer to Page 4 for specific size restrictions

REV.
8/17/05

Buildings "D", "E" & "F"- South Elevation :

Signs shown for example and location only.
Refer to Page 4 for specific size restrictions



Total Sign Area as shown = 261 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this elevation not to exceed 400 sq ft

rev.
8/17/05

Building "D" - West Elevation :

Signs shown for example and location only.
Refer to Page 4 for specific size restrictions

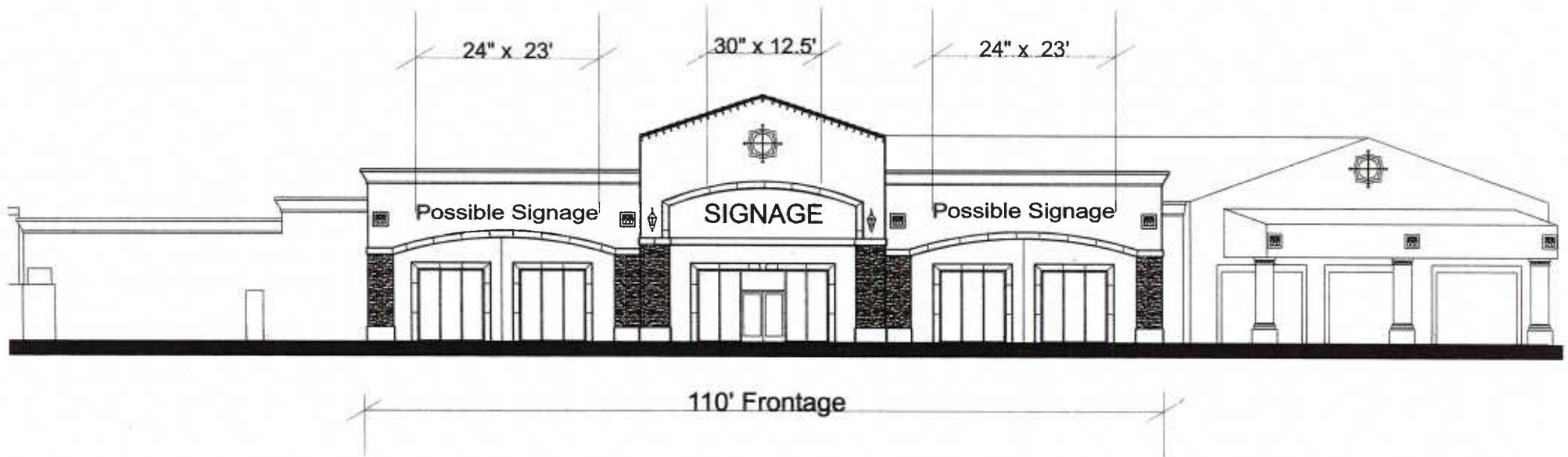


Total Sign Area as shown = 40 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this Secondary elevation not to exceed 40 sq ft

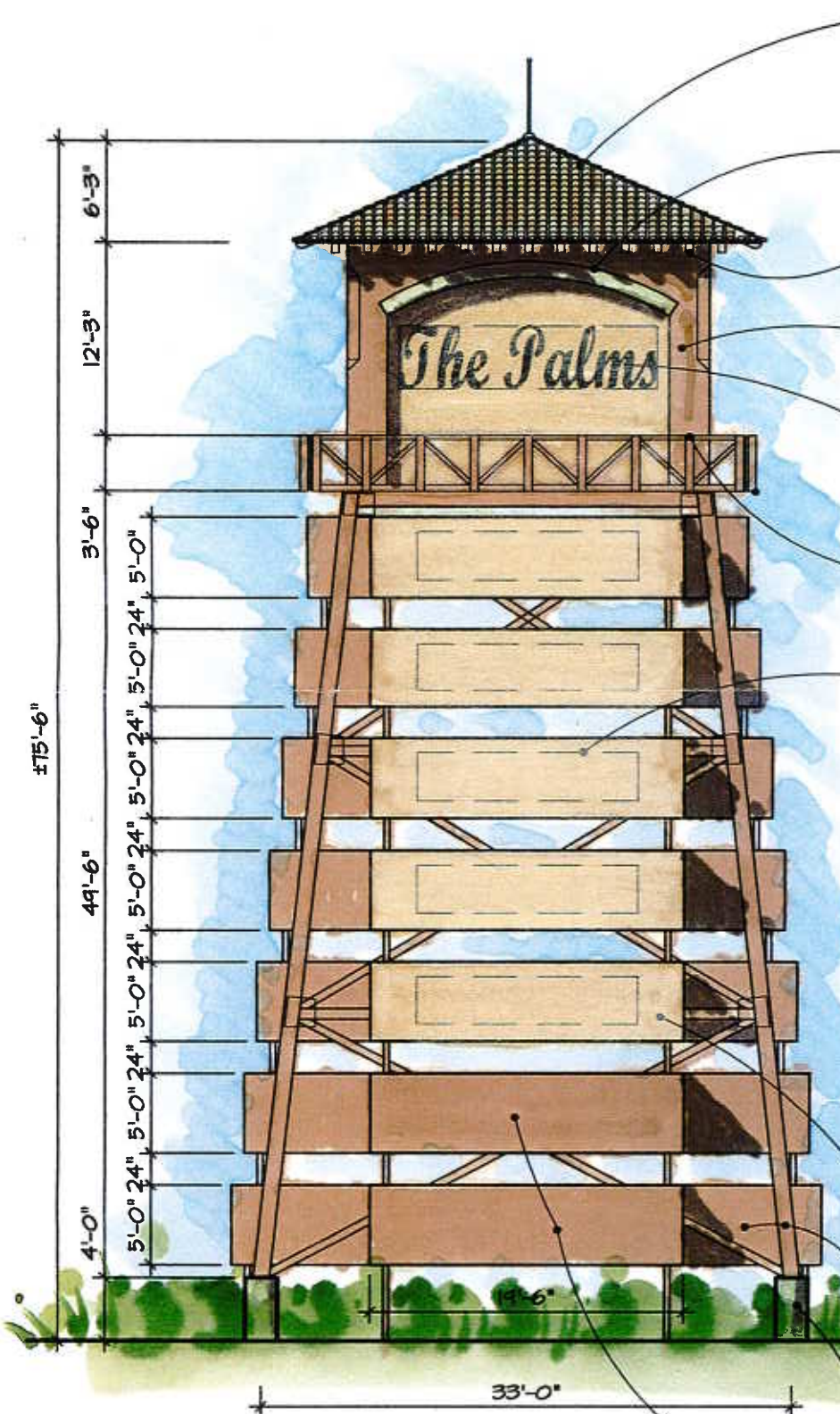
rev.
8/17/05

Building "D" - Northwest Elevation :

Signs shown for example and location only.
Refer to Page 4 for specific size restrictions

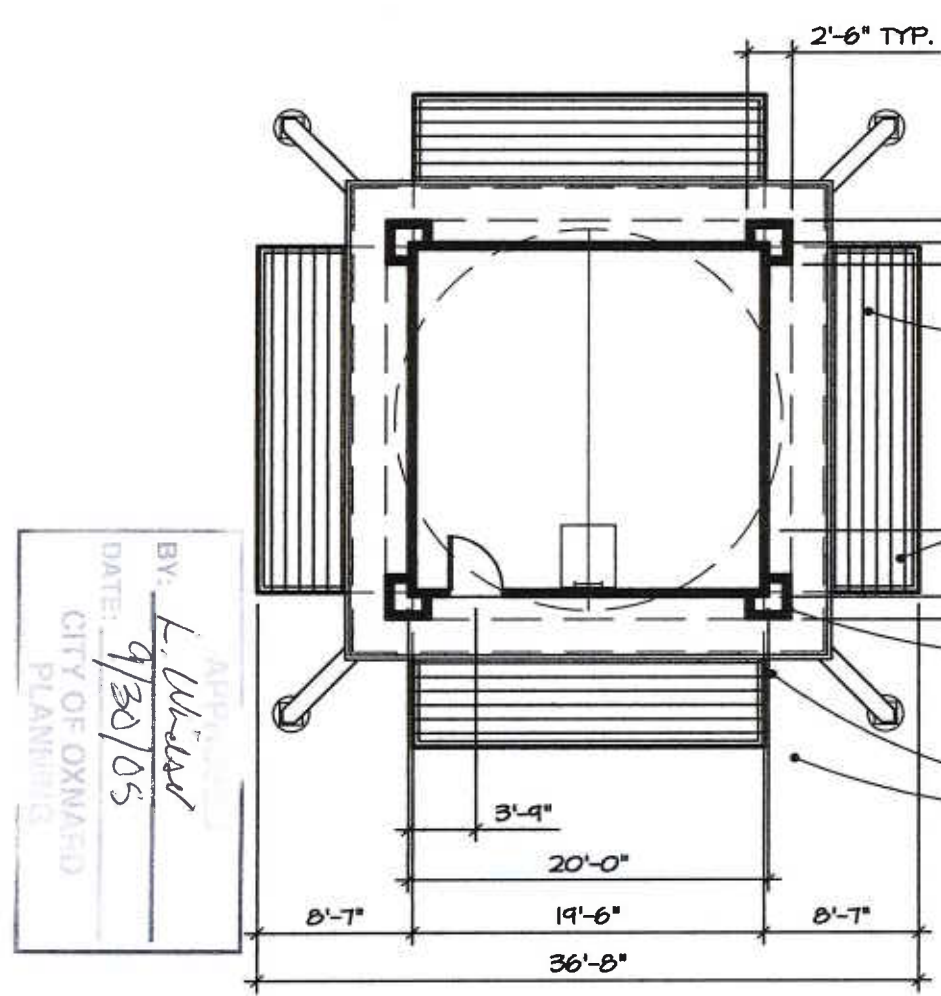


Total Sign Area as shown = 124 sq ft. Actual sign locations determined by final leasing.
Aggregate sign area for this elevation not to exceed 220 sq ft



- 'S' CONG. TILE, MONIER LIFETILE ESPANA, FOREST GREEN MATCH EXIST. BUILDINGS
- 12" DIA. HALF ROUND, STUCCO COVERED FOAM TRIM. PAINT DUNN-EDWARDS "DONNA'S DELIGHT".
- PAINTED ROOF RAFTERS DUNN-EDWARDS "FOOLS FOSSIL".
- PAINTED STUCCO WALL DUNN-EDWARDS "PIECES OF GOLD".
- "THE PALMS" SIGNAGE, NORTH, EAST, WEST FACES ONLY, (64 SF EA.), MATCH (E) LETTER STYLE PAINT RECESSED STUCCO WALL "FOOLS FOSSIL".
- EXIST. "CELL" SITES TO REMAIN. PAINT RAILING "PIECES OF GOLD."
- SIGNAGE AREA, TYP. 3 SIDES. THE DESIGNATED SIGNAGE FORMAT FOR THE TENANT PANELS ARE INDIVIDUAL INTERNALLY ILLUMINATED CHANNEL LETTERS AS PER THE MASTER SIGN PROGRAM APPROVED BY THE CITY OF OXNARD. LETTER SIZES MAY VARY FROM SIGN TO SIGN BUT MUST FIT ON THE 60" X 19'-6" PANEL WITH A COMFORTABLE MARGIN AROUND THE ENTIRE PERIMETER OF THE SIGN COPY. EACH SIGN APPLICATION WILL BE REVIEWED ON A CASE BY CASE BASIS BY THE OWNER. THE OWNER RESERVES THE RIGHT TO DECIDE THE FINAL LOCATION OF EACH SIGN. EACH SIGN AREA IS 41.2 SF X 15 = 618 SF.
- PREFINISHED METAL PANELS, PAINT FACE DUNN-EDWARDS "FOOL'S FOSSIL"
- PAINT EXISTING TOWER STRUCTURE & PRE-FINISHED METAL PANEL SIDES DUNN-EDWARDS "PIECES OF GOLD"
- PAINT EXISTING CONG. PIERS DUNN-EDWARDS "DONNA'S DELIGHT"
- NO SIGNAGE BOTTOM TWO PANELS, PAINT FACE DUNN-EDWARDS "PIECES OF GOLD".

ELEVATION



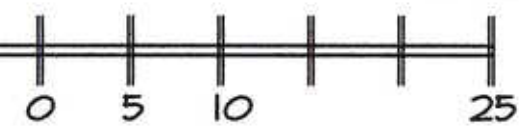
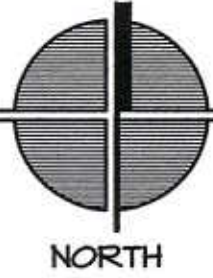
- EXISTING TOWER STRUCTURE
 - PRE-FINISHED METAL PANELS
 - EXISTING TANK REMOVED
 - STUCCO FACED WALLS
- SIGNAGE AREA**
- | | |
|------------------|---------------|
| " THE PALMS" = | 192 SF |
| TENANT SIGNAGE = | 618 SF |
| TOTAL = | 810 SF |

BY: *L. Whelan*
 DATE: *9/30/05*
 CITY OF OXNARD
 PLANNING

PLAN

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

The Palms
 JOHNSON + MULLER ARCHITECTS #2003-38



09/28/05 REV.



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Planning and Environmental Services Division
305 West Third Street • Oxnard, CA 93030 • (805) 385-7858 • Fax (805) 385-7417

January 24, 2005

Nils Johnson
Johnson + Muller Architects
1451-D Rice Avenue
Oxnard, CA 93030

RE: *Minor Modification (PZ 05-140-2) to SUP 1505
2200 Outlet Center Drive; Changes to "Water tower" along freeway*

The City of Oxnard has reviewed your request to modify the above-referenced permit for the former decorative water tower at The Palms. The requested minor modification includes modifying the top of the water tower to more closely match the renovated buildings of the shopping center and adding sign panels to the lower portion of the structure.

Existing Land Use: Specialized shopping center (The Palms, formerly Oxnard Factory Outlet), including parking and landscaping.

General Plan & Zoning Conformity: The Land Use Element of the *Oxnard 2020 General Plan* designates this property as Business and Research Park, and specifically allows specialized retail and service uses. The Land Use element (Policy A) also encourages commercial development along the freeway. The BRP (Business & Research Park) zone allows specialized commercial retail centers as conditionally permitted uses in the BRP zone, provided they are oriented toward "major transportation corridors," such as the freeway. In approving the Factory Outlet Center, the Planning Commission and City Council determined that this shopping center is consistent with the General Plan and zoning designations on this site. The changes to this sign does not change the basic retail use as a shopping center or change its orientation toward the freeway. The project therefore remains in conformance with the General Plan and Zoning.

Environmental Determination: In accordance with Section 15301 of the California Environmental Quality Act (CEQA) Guidelines, projects involving "minor alteration of existing...structures" may be found to be exempt from the requirements of CEQA. The proposal involves materials and façade treatment changes, and no increases in square footage. Therefore, staff has determined that there is no substantial evidence that the project may have a significant effect on the environment.

Background: This project is located south of the Ventura Freeway, between Rose and Rice Avenues, north of Gonzales Road at Outlet Center Drive. The project site is not within a specific plan area. The Planning Commission approved Special Use Permit No. 1505, and the City Council approved Tract No. 4881, and a Development Agreement for the Factory Outlet in 1992. The entire project was approved as approximately 284,000 square feet of retail floor area. Phase I of the Factory Outlet (approximately 147,000 square feet) was built, but the remaining portion was not constructed and the property was later sold. The City Council approved changing the format to the Home and Lifestyle Center in 2003. The property was recently sold to the current owner.

The Planning and Environmental Services Manager approved a Minor Modification on March 1, 2004 for the remodeling of Buildings B and C (PZ 04-140-6), and that work is completed. On August 12, 2004, Minor Modifications to revise the project's Sign Program was approved (PZ 04-140-39) and to remodel Building A (also completed).

Analysis: As noted above, this Minor Modification involves changing the decorative water tower to more closely match the project's new architecture. The upper portion of the tower will be changed from a water tank look to a square structure with a stucco finish and "S" tile matching the colors of the buildings. This portion of the tower would have a shopping center identification sign ("The Palms") on the north elevation. The support structure of the tower would also be painted to match the new color scheme (Dunn Edwards "Pieces of Gold").

Seven pre-finished metal panels would be added to the north, west and east sides of the tower. Each panel would be 5 feet high by 19.5 feet long, and signs would be allowed within a maximum 41.2 square foot area (approximately 3 feet by 13.75 feet) within each of 5 panels on each side. Signs would not be installed on the lowest two panels on each side. The maximum sign area for this sign is 810 square feet, allocated as shown below.

Sign Description	Type of sign	Area (sq. ft.)	# of signs	Total/type	Remaining
					810
Water tower (north elev)	Shopping Ctr Name	64.00	3	192	620
Sign panels	Tenant name	41.2	15	618	0

The signs are to be individual internally illuminated channel letters consistent with the specifications for channel letters contained in the approved sign program for this shopping center.

The Planning and Environmental Services Director approves the requested minor modification, based upon the following findings:

FINDINGS

- A. The minor modification is consistent with the 2020 General Plan and zone designation on the property.

- B. The minor modification is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), under Section 15301.
- C. Except as modified by this request, all permit conditions of Special Use Permit 1505 and subsequent modifications shall remain in full force and effect.

CONDITIONS

1. Applicant shall apply for necessary building permits and other approvals separately.
2. A separate Minor Modification shall be submitted and approved by the Planning and Environmental Services Director for the remaining buildings to be remodeled.

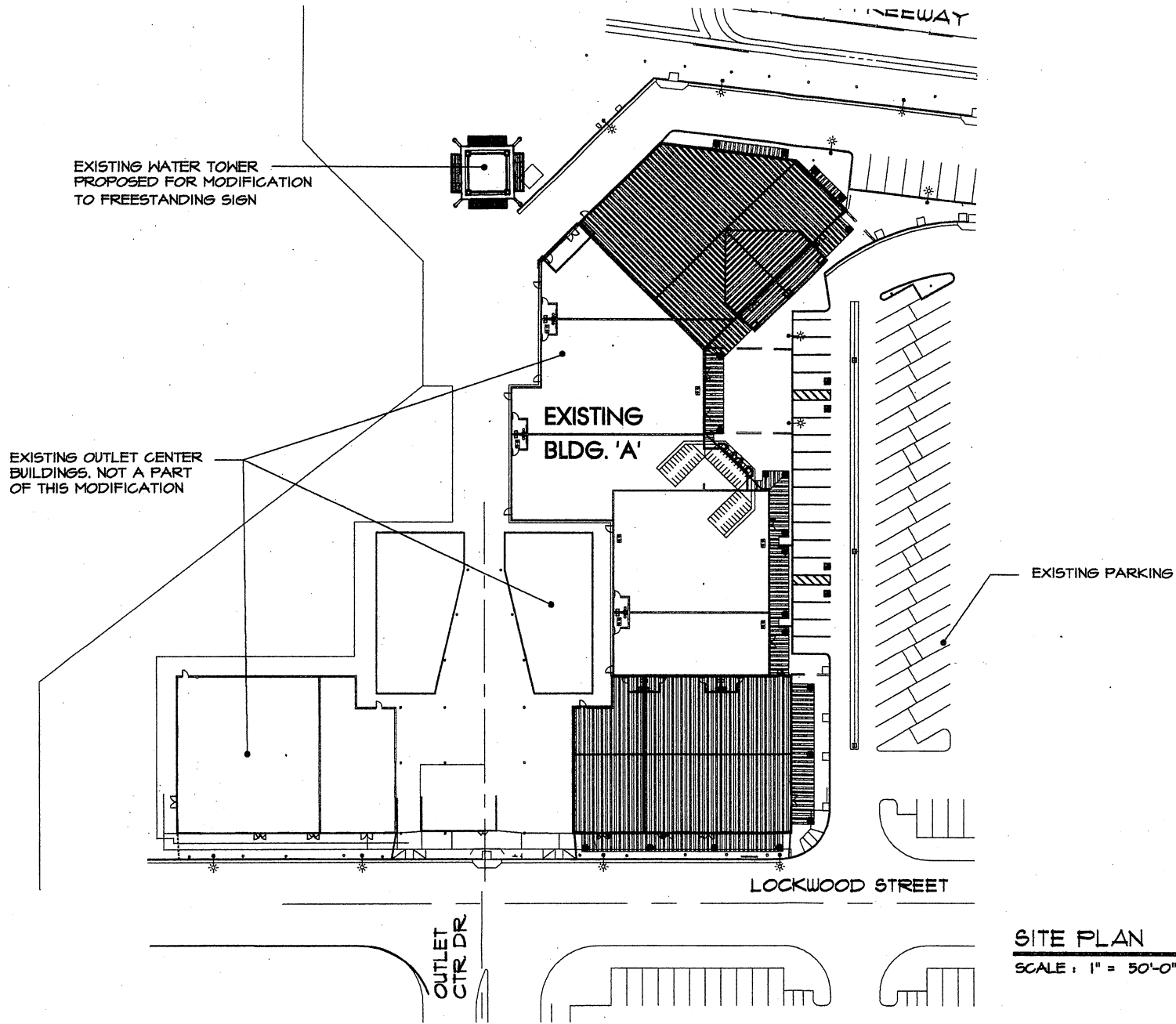
This letter serves as official approval of your minor modification request, and pertains only to those modifications described herein. Enclosed are three sets of the approved plans for your use and/or your records. Approval of this minor modification will expire one year from the date of this letter. If you have any questions about this letter, please call Linda Windsor at (805) 385-7858.

Sincerely,



Susan L. Martin AICP
Acting Planning and Environmental Services Manager

cc w/ reductions: Matthew Winegar, AICP, Development Services Director
Rob Roshanian, Development Services Director
Brian Pendleton, Community Development Department



MIN MOD 05140-2
 APPROVED
 BY: *S. Martin (LW)*
 DATE: *1/24/05*
 CITY OF OXNAI
 PLANNING
 MIN MOD TO SUP 1505

SITE PLAN
 SCALE: 1" = 50'-0"
 NORTH
 0 50 100

The Palms Sign Area Calculation

	Building frontage	Formula	Total Allowed Sign Area	Sign Area Allocated	Remaining Allowable Sign Area
Building B					
North					
	8	30 X 2 sq ft	60	24	36
	8b	180 X 2 sq ft	360	150	210
West					
	9	130 X 2 sq ft	260	260	0
	10	197 X 2 sq ft	394	250	144
South					
	11	113 X .5	56.5	56.5	0

Building C					
North					
	12	113 X .5	56.5	56.5	0
	14	160 X 2 sq ft	200	120	80
	15	145 X 2 sq ft	290	290	0
	16	105 X 2 sq ft	210	200	10
West					
	13	295 X 2 sq ft	590	300	290
	17	100 X .5	50	50	0

Building A					
North					
	21	115 X 2 sq ft	230	200	30
East					
	20	80 X 2 sq ft	160	160	0
	20B	128 X 2 sq ft	256	200	56
	19	176 X 2 sq ft	358	250	108
South					
	18	112 X 2 sq ft	224	180	44

Total Allowable Sign Area	3755		
Total Allocated Sign Area		2747	
Total Available Sign Area (Allowable minus Allocated)			1008

Shopping Center ID Signs

Building B Tower signs			
	Northeast		67.5
	Northwest		67.5
	Total tower signs		135
Gonzales Road Entry signs			
	31.65 sq ft/side X 2 sides		63
Total Shopping Center ID Signs			198
Remaining sign area			810

Freeway Identification sign

"The Palms" sign on upper portion: N, E & W sides only	192	618
Tenant Identification sign panels 41.2 sq ft X 15 panels*	618	0