

# **Rose Crossing**

APPROVED
BY: CITY COUNCIL
DATE: 10/15/00
CITY OF OXNARD
PLANNING

Sign Program

\* FREESTANDING SIGNS TO BE PERJUGD TO 7' IN HEIGHT

1







#### **Musil Group Architects, Inc**

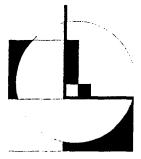
19712 MacArthur Blvd. Suite 100 Irvine, CA. 92612 ph. 949.477.6000 f. 949.477.6011

#### **McGaelic Group**

in conjunction with

#### **Parkstone Companies**

890 Hampshire Road, Suite T Westlake Village, CA 91360 ph. 805.373.8808 f. 805.379.1219



**Rose Crossing Sign Program** 

#### A. PURPOSE AND INTENT

The following criteria has been established for the purpose of assuring a consistent sign design program for the mutual benefit of all occupants. Flexibility of design is encouraged while maintaining overall visual harmony.

#### B. GENERAL CRITERIA

Prior to manufacture of any sign in the center, the Tenant shall submit to Landlord for approval, four (4) copies of detailed drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and methods of attachment. This approval must be obtained prior to submittal to the City of Oxnard.

All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Landlord.

Prior to the manufacture and installation of any sign, the Tenant shall obtain a sign permit from the City of Oxnard.

Each Tenant shall pay all costs for its' signs including manufacture, installation, maintenance, and City permits.

Each Tenant shall be fully responsible for and repair any damage to any surface caused by the signage or its installation.

Conformity with this criteria will be enforced by the Landlord and the City of Oxnard. Any non-conforming or unapproved sign will be brought into conformity at the expense of the Tenant

Landlord reserves the right to periodically hire an independent electrical engineer, at tenant's sole expense, to inspect the installation of all tenant's signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not adhered to within fifteen (15) days of notice, may be corrected by the Landlord at Tenant's expense.

Tenant's sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or done by any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. Evidence of this insurance must be provided to Landlord prior to installation naming the McGaelic Group and the Parkstone Companies as additional insured.

Upon vacancy, Tenant shall remove sign and restore fascia to original condition at Tenant's sole cost and expense within fifteen (15) days of expiration of term or earlier termination of Tenant's lease.

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#### C. PROHIBITED SIGNS

Temporary signs, window signs, placards, flags, pennants, and balloons of any type shall be prohibited, except as otherwise previously approved by the Landlord and the City of Oxnard prior to installation.

Awning signs.

Animated, flashing, audible, off-premise, or vehicle signs.

Exposed raceways, cross-overs, conduits, neon tube conductors, transformers.

Murals containing signage.

Exposed neon. (Except as allowed for Pad Tenants)

Roof signs.

Billboards.

#### D. SIGN CONSTRUCTION

All signs and their installation shall comply with all applicable City Building and electrical codes, and bear UL label.

Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location per Landlord's approval. Signs are to be connected to the J-box provided by the Landlord, which is connected to Landlord's house panel for uniform control of hours of illumination unless otherwise directed by Landlord.

All penetrations of exterior fascia to be sealed, watertight, and finished to match adjacent material, subject to Landlord's approval.

All signs shall be kept in good condition, be legible, adequately repaired, maintained, and painted by the Tenant thereof at all times. All repairs shall be at least equal in quality and design to the original signs. The standards for maintenance and repair of signs shall be that which will assure the highest visual quality.

All exterior signs shall be secured by concealed fasteners, constructed of: stainless steel, nickel or cadmium plated steel.

Plastic surfaces to be minimum 3/16" as manufactured for outdoor advertising.

All exterior wall signs shall be mounted ½" from the building for proper drainage.

Internal illumination shall be 60-milli-amp neon installation labeled in accordance with the "National Board of Fire Underwriters Specifications". No other labels or identification will be permitted on the exposed surfaces of the sign except those required by local ordinances.

All exposed letter sheet metal returns shall be of minimum 24 gauge, painted with one coat of primer and two coats enamel. All trim caps to match returns, minimum ¾" in thickness.



#### E. TENANT WALL SIGN DESIGN

Tenant wall signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complementary to adjacent facades. Signs shall be internally illuminated, individual channel letters on the fascia space as directed by the sign type designation with the exception of Pad Tenants which will be allowed to have can signs in accordance with their corporate logos subject to Landlords approval. Individual letters should be placed on fascia without background trim or color. Returns to be 5" deep with an acrylic enamel finish and 34" trim caps painted black. All sign copy for each individual sign shall be one uniform color throughout and one font/letter style, as specified below, except in cases where Tenant sign is part of a national or regional chain (4 or more stores. In such case, said Tenant will be allowed letter colors and letter styles in accordance with their corporate specifications. Landlord, at Landlord's discretion, will review signs with the intention of varying the sign colors of adjacent Tenant signs so that adjacent signs are an appropriate color. For those tenants that are not part of a national chain, the acceptable font styles and colors are as follows:

Fonts:

Heletica

## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

or

Garmond

## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Colors:

COLOR A: 3m Film #3630 - 73 - "Dark Red" COLOR B: 3m Film #3630 - 25 - "Sunflower"

Height of sign shall be determined by measuring the normal letter of type font exclusive of ascenders, descenders and logos (See Exhibit A).

Area of sign shall be calculated as described in Exhibit A.

Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole.

Tenant wall signs shall be located within the defined sign area as described in the sign type designation.



#### F. CENTER IDENTIFICATION SIGN DESIGN

Ground Signs, Freestanding Signs and Center Identification Sign design shall be as designated in Sign Type 7, Sign Type 8, and Sign Type 9.

#### G. SIGN TYPES:

#### Type 1 - Small Shop Wall Sign

Each Shop Tenant (9,999 sq. ft. or less) shall be allowed one wall sign per entrance frontage. No can signs shall be allowed except one logo not to exceed 20% of the allowed area. Maximum sign height shall be 3-0" with a 6" extension allowed for, ascenders and descenders for 15% of the length of the sign and a 6" extension above and below for logos. Maximum sign area shall be 1.5 sq. ft. per linear foot of building frontage not to exceed 90 sq. ft. Sign shall be located within allowed sign area envelope which is;

- 1. The length equal to 80% of the plaster section of the entrance canopy.
- 2. The height equal to the maximum sign height centered vertically on the plaster section of the entrance canopy. (SEE EXHIBIT C-1)

#### Type 2 - Small Shop Wall Sign - Side Elevation

Each Shop Tenant (9,999 sq. ft. or less) with a second or third elevation facing onto a street frontage or parking area shall be allowed an additional sign at the Landlord's discretion. No can signs shall be allowed except one logo not to exceed 20% of the allowed area. Maximum sign height shall be 2'-6" with a 6" extension allowed for, ascenders and descenders for 15% of the length of the sign and a 6" extension above and below for logos. Maximum sign area shall be 1 sq. ft per linear foot of building frontage not to exceed 70 sq. ft. Sign shall be located within the allowed sign area envelope which is;

- 1. The length equal to 80% of the plaster section designated for signage on approved elevations.
- 2. The height equal to the maximum sign height in the location designated on approved elevations. (SEE EXHIBIT C-2)

#### Type 3 - Large Shop Wall Sign

Each Major Tenant (10,000 sq. ft. or more) shall be allowed one wall sign for entrance frontage. No can signs shall be allowed except one logo not to exceed 20% of the allowed area. Maximum sign height shall be 4'-0" with a 6" extension allowed for, ascenders and descenders for 15% of the length of the sign and a 6" extension above and below for logos. Maximum sign area shall be 1.5 sq. ft. per linear foot of building frontage not to exceed 150 sq. ft. Sign shall be located within the allowed sign area envelope which is;

- 1. The length equal to 80% of the plaster section of the entrance canopy.
- 2. The height equal to the maximum sign height centered vertically on the plaster section of the entrance canopy. (SEE EXHIBIT D-1)



#### Type 4 - Large Shop Wall - Side Elevation

Each Major Tenant (10.000 sq. ft. or move) with a second or third elevation facing onto a street frontage or parking area shall be allowed an additional sign at Landlord's discretion. No can signs shall be allowed except one logo not to exceed 20% of the allowed area. Maximum sign height shall be 3'- 0" with a 6" extension allowed for ascenders and descenders for 15% of the length of the sign and a 6' extension above and below for logo. Maximum sign area shall be I sq. ft. per linear foot of building frontage not to exceed 100 sq. ft. Sign shall be located within the allowed sign area envelope which is:

- 1. The length equal to 80% of the plaster designated for signage on approved elevations.
- 2. The height equal to the maximum sign height in the location designated on approved

(SEE EXHIBIT D-2)

#### Type 5a - Wall Signs - Pad Tenants I

Pad Tenants 1, shall be allowed one wall sign for the east elevation, two wall signs for the west and north elevation, and three wall signs for the south elevation. Can signs with exposed neon trim will be allowed for Tenants that are part of a national or regional chain (4 or more stores) subject to landlords approval. Pad Tenants will also be allowed exposed neon trim and neon design sign height of 6 ft. shall be allowed subject to the sign conforming to the allowed area and width limitation defined herein and in the city code. Maximum sign area shall be 1.5 sq. ft. per linear foot of building frontage not to exceed 80 sq. ft. per building elevation. Signs shall be located within the allowed sign area envelope which is:

1. The length equal to 80% of the plaster section designated for signage on approved elevations.

2. The height equal to the maximum sign height in the location designated or expected. elements integrated with their cornice elements, design subject to landlords approval. Maximum

2. The height equal to the maximum sign height in the location designated on approved elevations. (SEE EXHIBIT E)

#### Type 5b - Wall Signs - Pad Tenant 2 &3

Pad Tenants 2 & 3 shall be allowed on wall sign for each building elevation. Can signs will be allowed for Tenants that are part of a national or regional chain (4 or more stores) subject to landlords approval. Pad Tenants will also be allowed exposed neon trim and neon design elements integrated with their cornice elements, design subject to landlords approval. Maximum sign height shall be 3'-0" with a 6" extension above and below for logos. Maximum sign area shall be 1.5 sq. ft. per linear foot of building frontage not to exceed 80 sq. ft. per building elevation. Sign shall be located within the allowed sign area envelope which is:

- 1. The length equal to 80% of the plaster section designated for signage on approved elevations.
- 2. The height equal to the maximum sign height in the location designated on approved elevations. (SEE EXHIBIT E)

Pad Tenant 4 signage shall be as described in EXHIBITS G-2a through G-2d.

#### Type 5b - Wall Signs - Pad Tenant 4

Pad Tenant 4 signage shall be as described in EXHIBIT G-2a through G-2d.

APPROVED
CITY OF OXNARD
☐ City Council
☐ Planning Commission
Development Services Director
Planning Manager
EXHIBIT_A
Reso/Ord No. Mn. Md to 99-5-128
Permit #_ 06-140-39
Date_ 12-21-06

Rose Crossing Oxnard, California



7 (Rev 9/21/06)

#### Type 6 - Under Canopy Signs

Tenants may install one double faced under canopy sign maximum 1'-0" high and 5'-0" in length where designated by the Landlord. All signs shall be purchased from Landlords designated sign company. Support Bracket as designated by Landlord. Signs shall be non-illuminated, painted metal construction. Signs shall be mounted so that 8'-0" is clear from bottom of sign to sidewalk in all cases and centered on store frontage so as not to interfere with fire sprinklers or light fixtures. (SEE EXHIBIT F)

#### Type 7 - Ground Signs

- A. One double-sided ground sign shall be permitted for Pad 1, Pad 2 and Pad 3 signage and one double sided ground sign shall be permitted for Shops C signage (see location plan, EXHIBIT B). Sign wall shall be 12'-0" in height and 9-6" in length. Sign design and area shall be as designated in Exhibit G-1.
- B. One double-sided ground sign shall be permitted for each street frontage for Pad 4 (total of 2 (see location plan, EXHIBIT B). Sign design and area shall be as designated in EXHIBITS G-2a through G-2d.

#### Type 8 - Freestanding Signs

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Two double-sided freestanding signs shall be permitted (see location plan, exhibit B) and shall have only shop tenant signs. Lettering shall be a maximum 1'-0" high and a maximum of 5'-6" in length. Sign wall shall be a maximum 12'-0" in height and 8'-0" in length. Sign design and area shall be as designated in Exhibit H-1.

#### Type 9 - Center Identification Signs

Two center identification signs shall be required (See location plan, Exhibit B). Sign wall shall be a maximum 6'-0" in height and 30'-0" in length. Sign copy will be limited to Center name and logo only. Tenant signage will be prohibited. Sign design and area shall be as designated in Exhibit I.

#### Type 10 - Typical Storefront Vinyl Lettering (Optional)

Each Tenant shall be permitted to place upon or adjacent to their entrance, no more than 144 square inches of vinyl Scotchal #3680-20 White Lettering, letter style Helvetica. Application shall not exceed 2" (two inches) in height, indicating hours of business, emergency telephone numbers, etc.



#### Type 11 - Service Door Signage

Tenant shall install service door signage. The purpose of this signage is to identify service door for delivery and emergency purposes only. Sign shall be a 12" (twelve inch) high by 12" (twelve inch) long sheet metal plaque affixed to the rear door with a minimum of 4 (four) self-tapping sheet metal screws. Plaque shall be painted to match door color. Letters may be maximum 4" (four inches) high. Sign is to be centered on the door with bottom edge located 4'-6" from floor.

#### Type 12 - Drive-through Restaurant Menu Boards

Pad Tenant with drive-through facilities shall be allowed one menu-board per drive though entrance. A forty-five (45) sq. ft. maximum sign area is allowed (including tenant logo) and shall be an internally illuminated box sign set flush into wall. Wall shall not exceed 9'-8" in height or 9'-6" in length. (See Exhibit J)

#### Type 13 - Directional Signs

Each Pad Tenant shall be allowed two (2) directional signs, each not exceeding six (6) square feet in area and a height of 4'-6" and a width of 4'-0". Said directional sign shall contain only that information necessary for on-site circulation, parking and site information without any advertising with the exception of corporate logos subject to landlord/owner approval. All costs associated with the installation of these signs including any electrical requirements shall be at the sole cost of the Occupant of the pad (See Exhibit K).

#### Type 14 - Address Numbers

Each tenant shall install over the entrance door, 4" high vinyl letters indicating the address numerals for their space. Numeral colors shall be white.

#### H. MISCELLANEOUS

**Banners** 

Seasonal banners attached to the parking lot light poles will be subject to the approval of the Landlord and the City of Oxnard.

#### I. APPROVALS

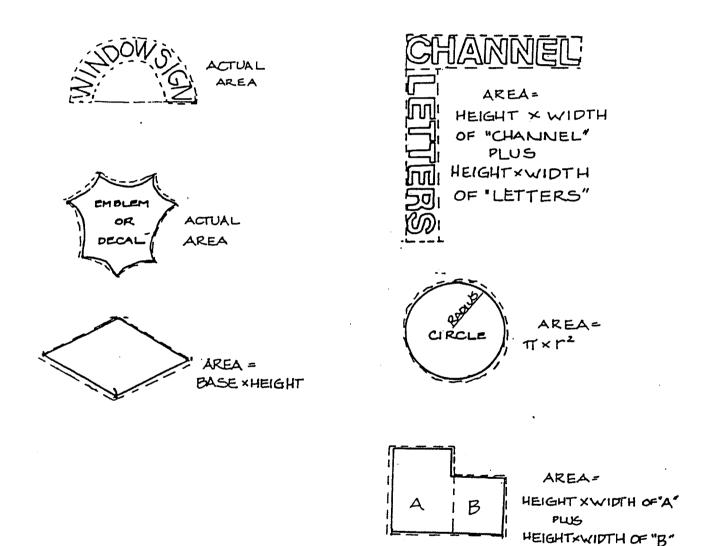
Each tenant must obtain landlords approval before submittal for sign permit to the city. To obtain Landlord's approval, submit four (4) copies as outline in Section B of this criteria to the Landlord at the following address:

The McGaelic Group in conjunction with The Parkstone Companies 890 Hampshire Road, Suite T Westlake Village, Ca 91360

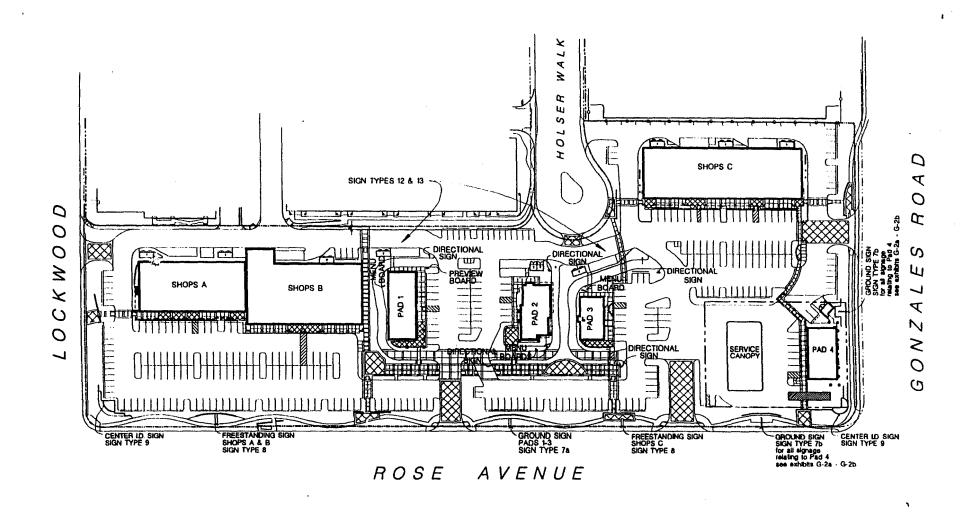
Please allow approximately the (2) weeks for the approval process. Upon approval, a letter shall provided to Tenant by Landlord. This letter must be presented to the City of Oxnard to obtain the Tenant's sign permit. Landlord approval is not a guarantee of obtaining approval from City Agencies.

Prior to manufacture and installation of any sign, the Tenant shall obtain a sign permit from City of Oxnard.

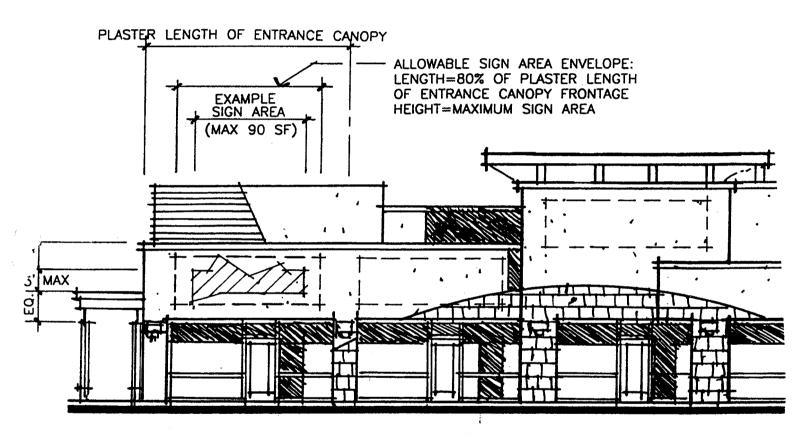
#### **Examples of Sign Area Computation**



# SIGN AREA COMPUTATION EXHIBIT A

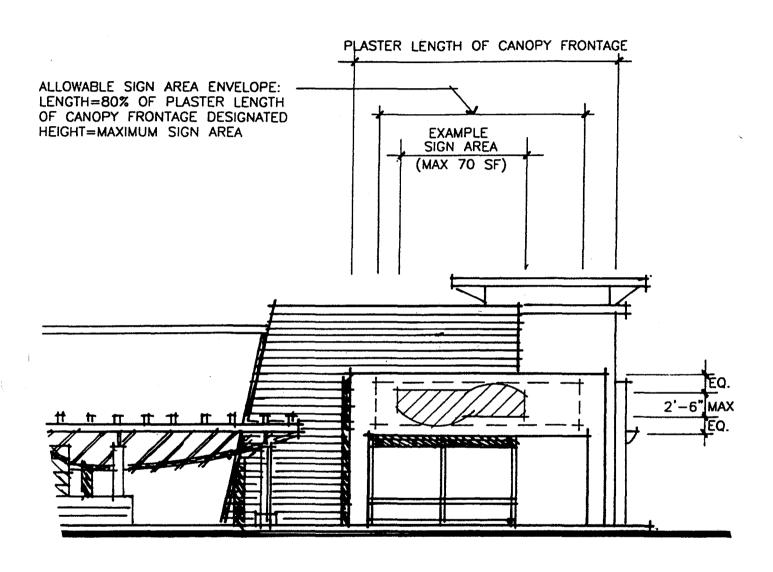


## LOCATION PLAN EXHIBIT B



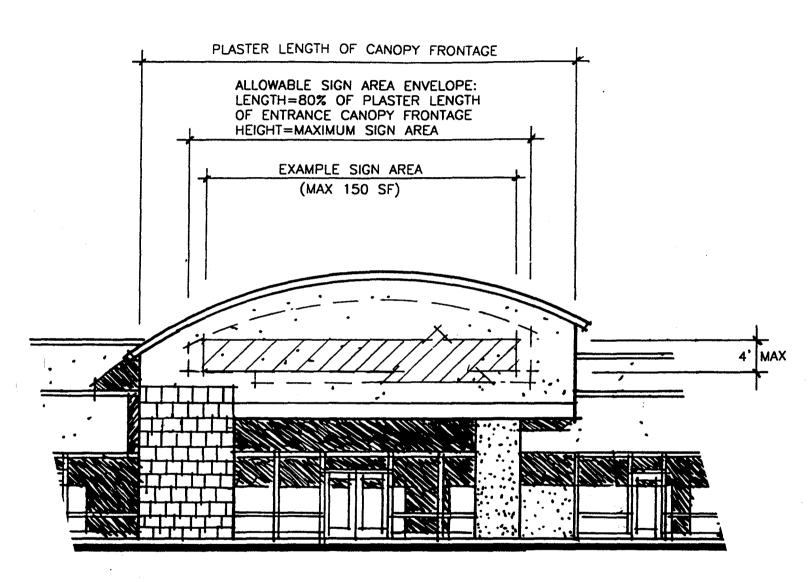
FRONT ELEVATION

### BUSINESS IDENTIFICATION SIGN SHOP TENANT SIGN TYPE 1 EXHIBIT C-1



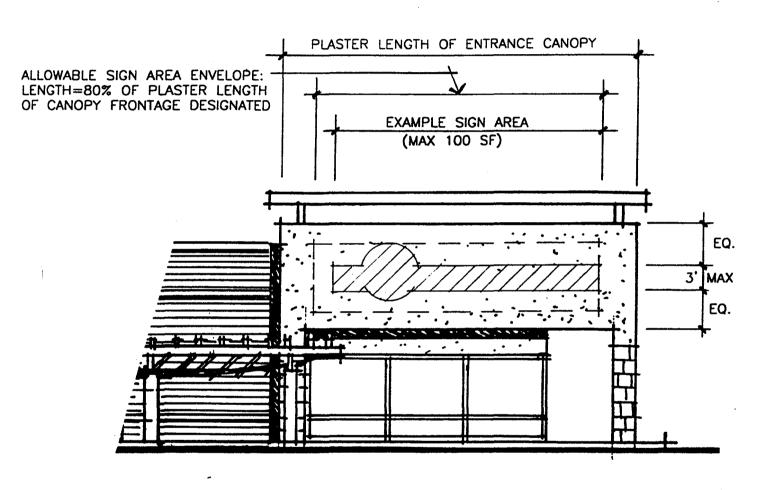
SIDE ELEVATION

### BUSINESS IDENTIFICATION SIGN SHOP TENANT-SECOND ELEVATION SIGN TYPE 2 EXHIBIT C-2



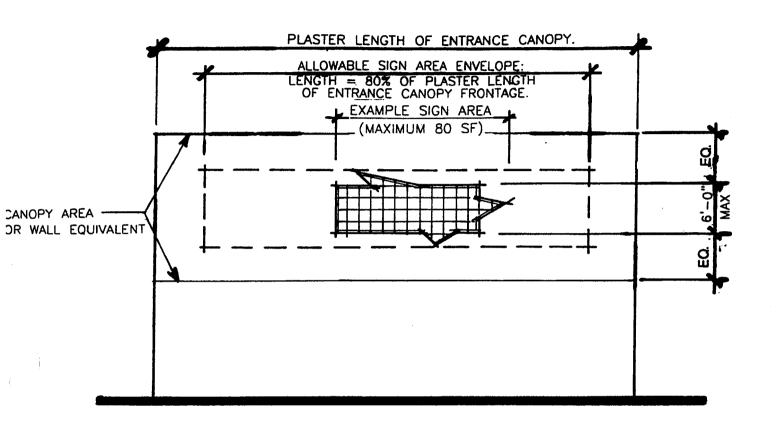
FRONT ELEVATION

### BUSINESS IDENTIFICATION SIGN MAJOR TENANT SIGN TYPE 3 FXHIBIT D-1



SIDE ELEVATION

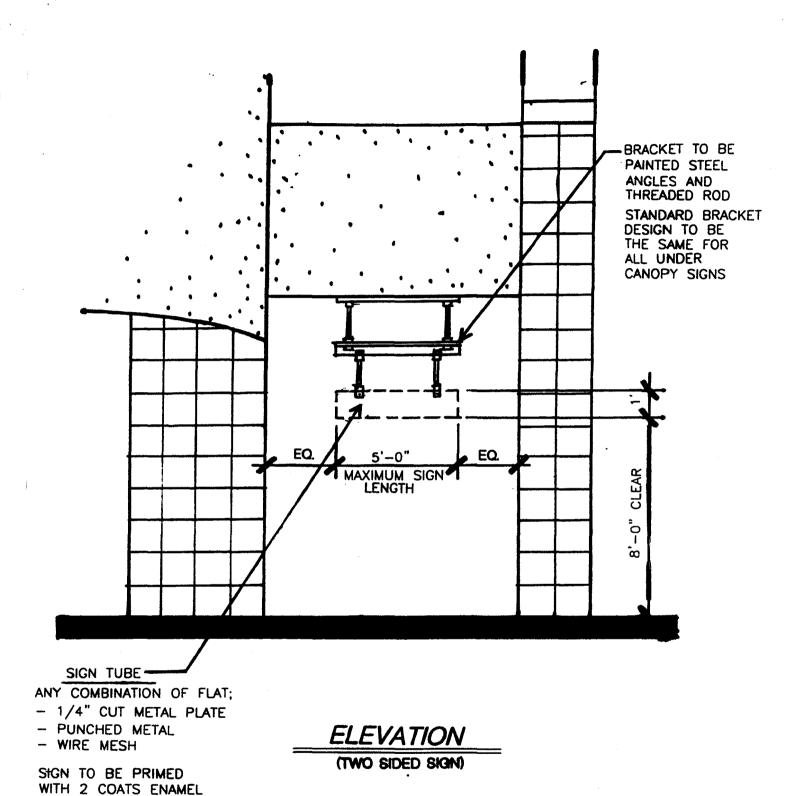
# BUSINESS IDENTIFICATION SIGN AJOR TENANT-SECOND ELEVATION SIGN TYPE 4 EXHIBIT D-2



ELEVATION

BUILDING SHOWN IN OUTLINE ONLY
BUILDING DESIGN TO BE APPROVED SEPARATELY

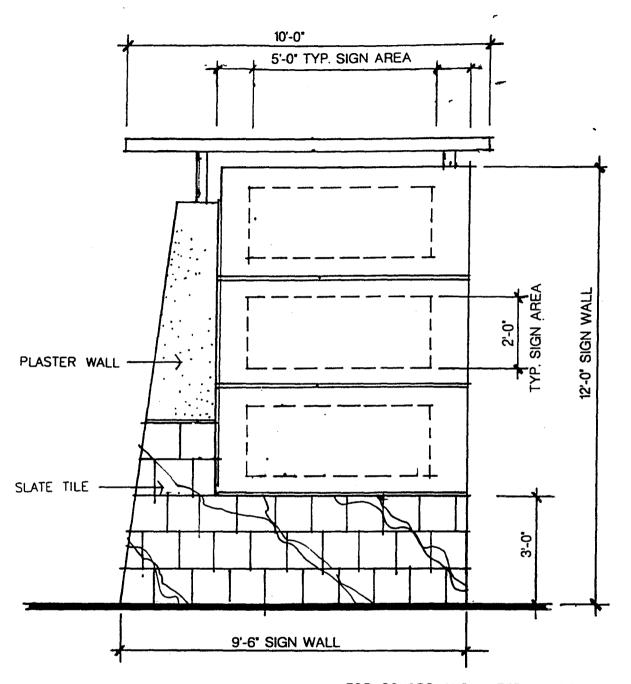
# BUSINESS IDENTIFICATION SIGNS PAD TENANTS SIGN TYPE 5 EXHIBIT E



## UNDER CANOPY SIGNS SIGN TYPE 6 EXHIBIT F

-1

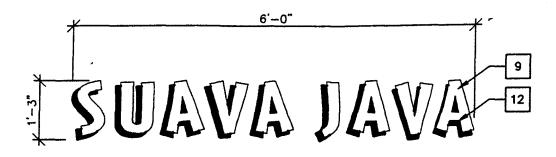
PAINTED METAL COLOR: ICI-WITH PUSH THROUGH LETTERS, COLOR FACE WITH CLEAR SIDES FOR HALO EFFECT. SEE SIGN CRITERIA FOR STANDARD FONTS AND COLORS.



ELEVATION (TWO SIDED SIGN)

FOR COLORS AND MATERIAL SPECIFICATIONS REFER TO APPROVED COLOR BOARD

GROUND SIGNS SIGN TYPE 7A EXHIBIT G-1



BACK LITE & HALO CHANNER LETTERS

## SIGN 10 'SUAVA JAVA' SIGN 1/2"=1'-0" DIV\CH\SIGNS\WALL&CANOPY\SJ15

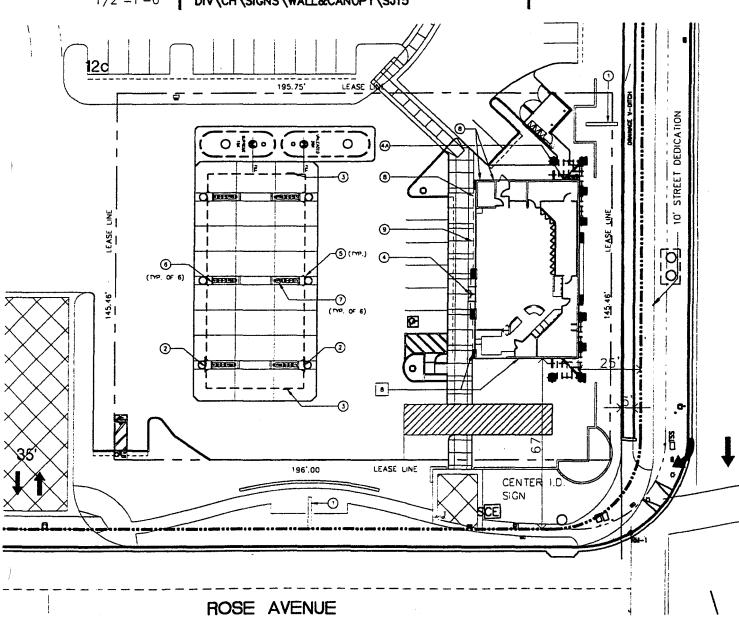
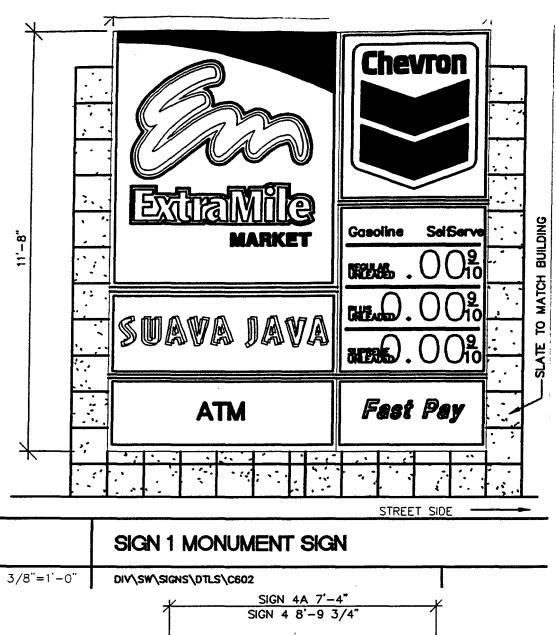
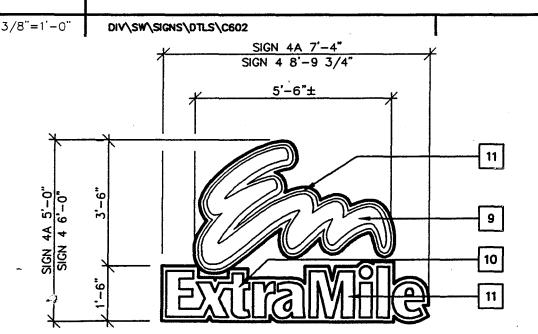
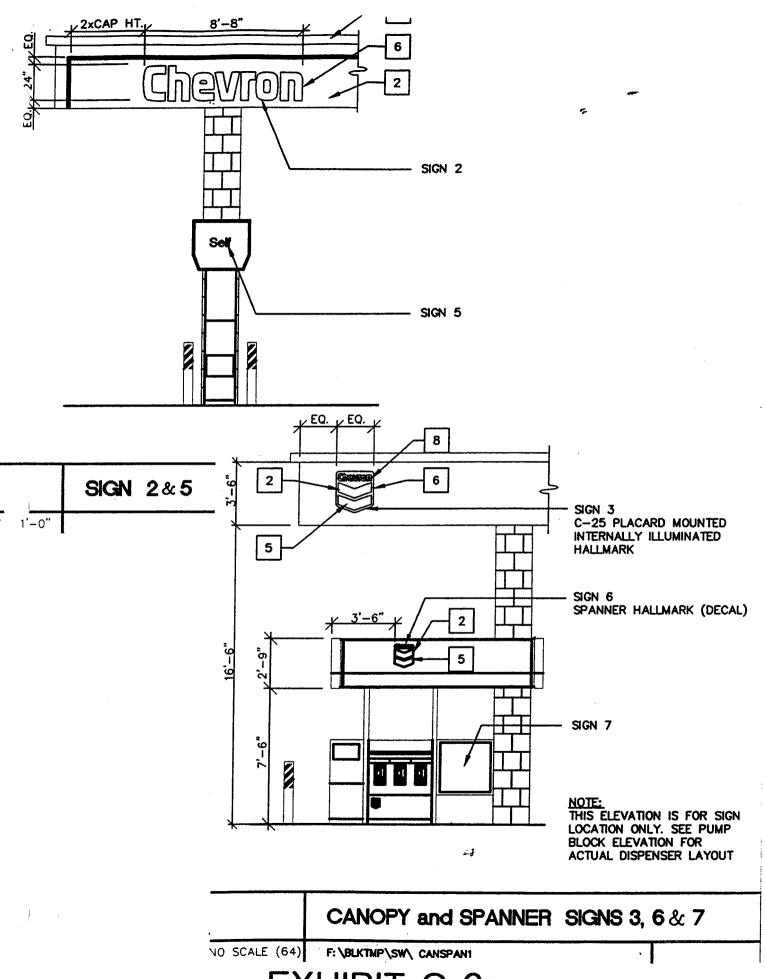


EXHIBIT G-2a





BACK LITE & HALO CHANNEL LETTERS



**EXHIBIT G-2c** 

SIGN	SCHED	ULE
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Di∨	ATADNDIZ/SNDIZ/VSHD/WZ					
		ILLUM.	STAT.	AREA	QUAN.	TOTAL
i	C-45 MONUMENT SIGN "	YES	Р	121.5	2	243.0
2	"CHEVRON" WORDMARK 24" LETTERS	YES	Р	17.1	2	34.2
3	C-25 HALLMARK	YES	Р	4.3	2	8.6
4	MAIN I.D.	YES	Р	43.4	1	43.4
4A	REAR I.D.	YES	Р	36.65	1	36.65
5	ISLAND MODE SIGN "Self" DECAL	YES	Р	0.75	6	**
	("EXEMPT" NOT PART OF SIGN TOTAL)					
6	SPANNER HALLMARK DECAL (D.F.)	YES	Р	1.9	12	22.8
7	P.O.S PUMP ISLAND SIGN (D.F.)	NO	Р	9.0	6	54.0
8	P.O.S. ON BLDG.	NO	Р	9.0	7	63.0
9	SUAVA JAVA ON BLDG.	YES	P	7.5	1	7.5

STATUS LEGEND:

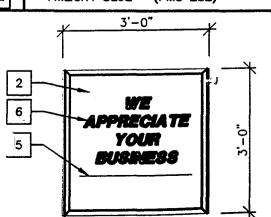
P = PROPOSED

\*\* = EXEMPT

NEW PROPOSED = 513.15

#### MATERIAL and COLOR LEGEND

1	OFF-WHITE	(WH740)			
2	8LUE	(BL370)			
	LIGHT GRAY	(GY450)			
,	DARK GRAY	(GY210)	PLEXIGLASS		
5	RED	(RE360)	PLEXIGLASS		
6	WHITE	(WH835)	PLEXIGLASS		
7	"INDIAN PAINTING" I.C.F. # 428				
8	BLACK	BL10			
9	BUTTERSCOTCH	(PMS 137)	PLEXIGLASS		
10	CRANBERRY	(PMS 221)	PLEXIGLASS		
11	PLUM (PMS	669)	PLEXIGLASS		
12	TWLIGHT BLUE	(PMS 282)	PLEXIGLASS		



NOTE: FOR MGD'S, ALIGN TOP OF CANTILEVERED P.O.S. WITH TOP OF DISPENSER.

**EXHIBIT G-2d** 

PAINTED METAL COLOR: ICI-WITH PUSH THROUGH LETTERS, COLOR FACE WITH CLEAR SIDES FOR HALO EFFECT. SEE SIGN CRITERIA FOR STANDARD FONTS AND COLORS. 11'-0" 9'-6" (SIGN WALL) 5'-6" ALLOWABLE SIGN AREA PLASTER WALL: SLATE TILE .

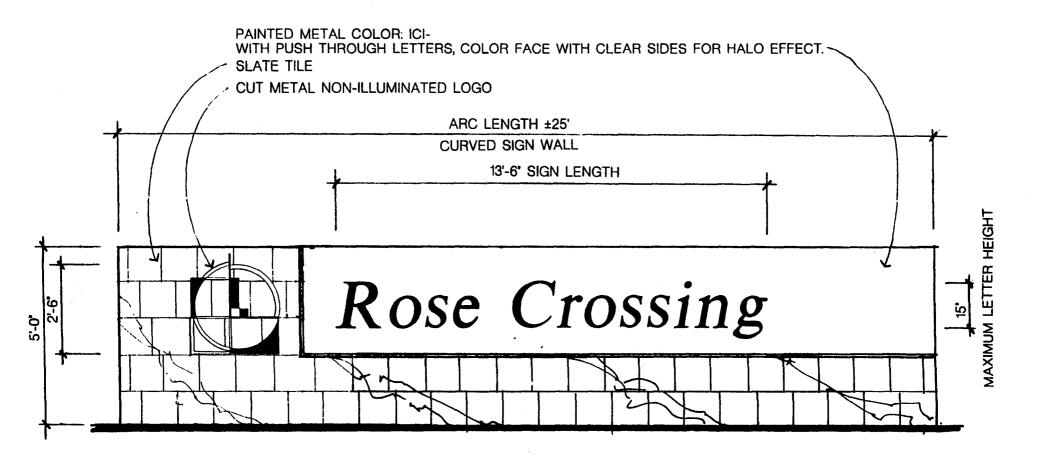
ELEVATION (TWO SIDED SIGN)

FOR COLORS AND MATERIAL SPECIFICATIONS REFER TO APPROVED COLOR BOARD

4

## FREESTANDING SIGNS SIGN TYPE 8 EXHIBIT H-1

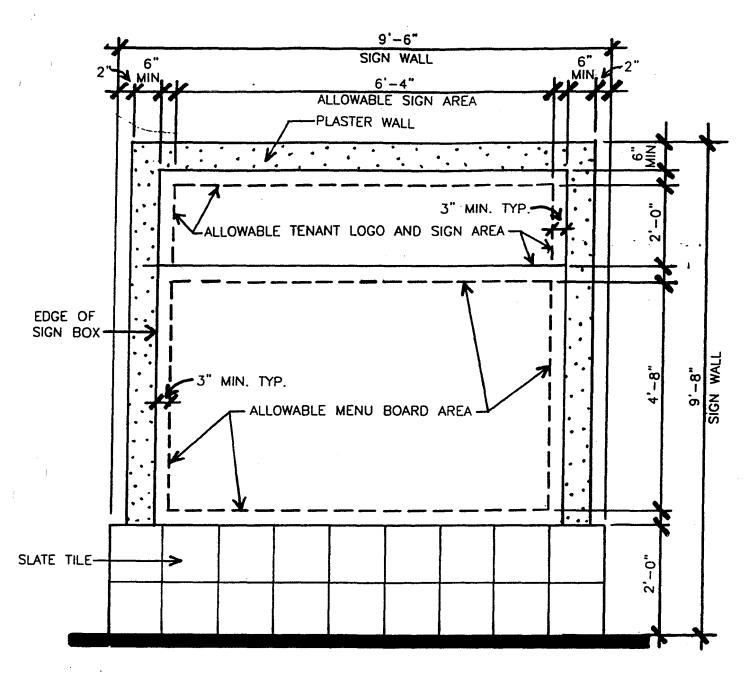
8'-0" SIGN WALL



FOR COLOR AND MATERIAL SPECIFICATIONS REFER TO APPROVED COLOR BOARD

## CENTER IDENTIFICATION SIGN SIGN TYPE 9 EXHIBIT I



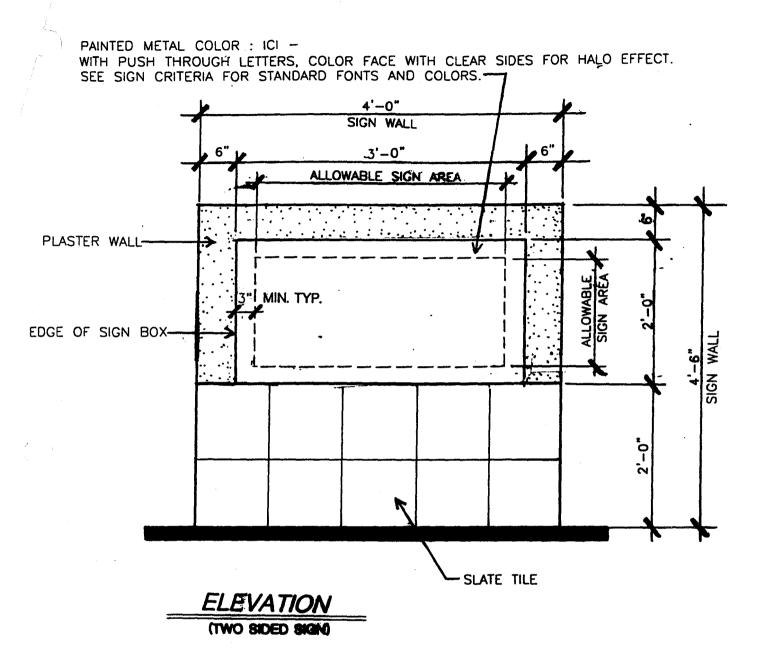




FOR COLORS AND MATERIALS SPECIFICATIONS REFER TO APPROVED COLOR BOARD

PAINTED METAL COLOR: ICI — WITH PUSH THROUGH LETTERS, COLOR FACE WITH CLEAR SIDES FOR HALO EFFECT. SEE SIGN CRITERIA FOR STANDARD FONTS AND COLORS.

# DRIVE-THRU RESTAURANT MENU BOARDS SIGN TYPE 12 EXHIBIT J



FOR COLORS AND MATERIALS SPECIFICATIONS REFER TO APPROVED COLOR BOARD

## DIRECTIONAL SIGNS SIGN TYPE 13 EXHIBIT K