



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

December 12, 2006

Christian Muldoon
Vogue Sign Company
721 Commercial Ave
Oxnard, CA 93030

RE: *Minor Modification (PZ 05-140-71) to Planned Development Permit No. 447
To establish a new sign program.*

The City of Oxnard has reviewed your request to modify the above-referenced permit. This minor modification includes the removal of an existing monument sign, the addition of a new eighteen foot high freestanding sign and the establishment of a new sign program at the Sycamore Plaza shopping center located at 2631 N. Vineyard Avenue.

Existing Land Use: The project site (1.1 acres) is located within the El Rio West neighborhood and is developed with a 17,280 square foot neighborhood shopping center.

General Plan & Zoning Conformity: The 2020 General Plan designates the subject parcel as *Commercial General*. According to the 2020 General Plan *Commercial General* "land uses include older established one-story retail centers and free-standing commercial uses along thoroughfares." The underlying zoning designation is C2PD (General Commercial - Planned Development), which is consistent with the *Commercial General* 2020 General Plan land use designation. The establishment of a sign program does not alter the existing land use and is consistent with the goals and policies of the General Plan and zoning requirements.

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. Therefore, staff has determined that there is no substantial evidence that this project may have a significant effect on the environment.

Background: In December 1987, the Planning Commission granted Planned Development Permit No. 447 allowing construction of a 17,280 square foot retail building and sign program. In March 2004, a minor modification was approved to allow the addition of a roll-up door. As part of the original approval, a landscape plan was approved for the subject site. It is noted that the current landscaping does not reflect that of the approved plan.

Analysis: This minor modification request includes the removal of an existing monument sign, the addition of a new 18' high freestanding sign, and the establishment of a new sign program.

The City Code allows two square feet of signage for each lineal foot of building frontage. The shopping center has 289 lineal feet of building frontage; therefore, the maximum sign area permitted for the entire shopping center is 578 square feet (including window signage).

The new sign program proposes 1.5 square feet of sign area per 70% of unit frontage for building and window signs, which totals 304.48 square feet. The proposed freestanding sign allows for a maximum panel size of 17" x 57 3/4" per tenant with 12 panels per side. The freestanding sign is 230 square feet including both sides and will be 18 feet in height. Tenant channel letter building signs have a maximum letter height of 18" and a maximum height of 24" for stacked copy. The new freestanding sign meets all setback and location requirements, and will be located in a landscaped area. The proposed location is in conflict with the landscape plan of PD 447. The landscape plan of PD 447 will be modified to accommodate the new freestanding sign.


The City Code allows a freestanding sign not to exceed 24 feet in height for lots with 300 lineal feet of street frontage. The subject site has 300.17 lineal feet of street frontage. The freestanding sign and allocated tenant signage total 534.48 square feet. The remaining allowable signage is 43.52 square feet. All existing permitted signs comply with the sign program of PD 477. All future tenant signs must meet the requirements of the attached sign program.

The Planning and Environmental Services Division 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.

CONDITIONS

1. Developer shall obtain a building permit for any new construction or modifications to structures, including interior modifications, authorized by this permit.
 2. Prior to issuance of building permits, Developer 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.
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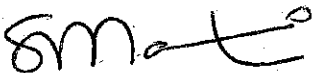
3. Within 30 days of the date of this letter the applicant shall remove all non-conforming signs which are considered to be in violation of the City Code. Specific items include:

- i. Applicant shall remove all banners at 2643 and 2675 Vineyard Avenue;
- ii. Applicant shall remove all non-permitted signage at 2643 Vineyard Avenue;
- iii. Applicant shall obtain a building permit for the tenant signage at 2635 Vineyard Ave. Signage shall comply with the attached sign program;
- iv. Applicant shall remove all non-conforming window signage at 2647, 2651, 2655, 2659, 2663 and 2675 Vineyard Ave. to be in conformance with section 16-608(B)(6).
- v. Prior to approval of any building permits for any signs, applicant shall install and maintain landscaping to comply with the intent of the approved landscape plan of PD 447. The landscaping plan shall be submitted to Building and Engineering for review, and shall be to the satisfaction of the Planning and Environmental Services Manager.

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4. No building permits for new signs shall be issued until Planning staff has received verification that all signs on site are legal and comply with the City Code.
 5. Except as modified by this request, all permit conditions of PD 447 shall remain in full force and effect.

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 Justin Beranich at (805) 385-7863.

Sincerely,



Susan L. Martin, AICP

Planning and Environmental Services Manager

cc: Matthew Winegar, AICP, Development Services Director
Rob Roshanian, Development Services Manager
Dirk Voss, Code Compliance Manager

RECEIVED

NOV 22 2006

PLANNING DIVISION
CITY OF OXNARD

SYCAMORE PLAZA
2631-2675 N. Vineyard Ave
SIGN CRITERIA

A. GENERAL REQUIREMENTS:

1. Tenant shall submit two (2) copies of scaled drawings to the Landlord for approval, showing the sign layout to scale, and include the sizes, colors, materials, and sign locations on the building. One (1) copy (with Landlord's name, date and signature) will be returned to the applicant to submit to the City to obtain a Sign Permit. Send plans for approval to:

Thomas Associates
4125 Market St. Suite #12
Ventura, CA 93003

2. Landlord approval must be obtained prior to obtaining City Planning and building permits.
3. Only tenants with authorized sign rights are allowed signs. No sign is to be erected in violation of tenant lease agreements, or City Ordinance restrictions. Non-conforming signs will be removed at the expense of the tenant.
4. Signs shall be designed and fabricated in accordance with all State and City codes and regulations.
5. City permits are required for all changes to tenant signage.

B. PERMITTED SIGNS AND DESIGN REQUIREMENTS:

1. Each Tenant is allowed one (1) set of illuminated channel letters located above the Front entrance and one (1) pair of sign panels on the Sycamore Plaza main pylon identification sign, (if allocated by the Landlord).
2. Tenant channel letter signs shall be a maximum 18" in height, and an overall horizontal length of no more than 70% of the tenants occupied store frontage. Stacked copy is acceptable, provided it not exceed two lines of copy and a maximum overall height of 24". Signs located at the 2631, 2643, 2663 & 2675 Vineyard Ave, may receive exceptions, as approved by the Landlord and subject to the City of Oxnard, because of specific architectural or design considerations. Pan-channel letters shall be internally illuminated from the front and have translucent plastic faces,

3/4" trim-cap, and painted metal returns. Shaped cabinets may be accepted in certain circumstances for subordinate copy, logos, or because of architectural or design considerations, as long as their overall size does not exceed the size allotment for that tenant.

3. Tenant panel location(s) on the main pylon directory sign shall be allotted by the Landlord at his discretion. Maximum panel size shall be 17" X 57/4". Tenant panels must be routed from an aluminum background with a light texcote finish and painted PMS 467 (light beige) with 3/4" clear push-thru acrylic and 3M Translucent 3630-33 red vinyl overlay. Font style is limited to "Cocker Bold".

C. CONSTRUCTION AND INSTALLATION REQUIREMENTS:

1. All work to fabricate and install signs shall be contracted and paid for by the tenant using a State of California licensed Sign Contractor.
2. Signs shall be manufactured and installed in accordance with all applicable City Codes and Ordinances. All electrical signs must be UL approved and labeled.
3. No exposed raceways will be approved, unless an integral part of the sign design. Raceways, transformers, connections, wiring and electrical components shall be located behind the building fascia. Bolts, fasteners, and clips shall be made of non-corrosive materials. Building penetrations shall be properly sealed and waterproofed to prevent water or moisture damage to the building.
4. Tenant Channel letter signs are to be centered horizontally and vertically on the building fascia over the front entrance to the tenants, unless the Landlord grants an exception based on architectural or design considerations.
5. Tenant is responsible for the proper installation of the sign on the building, and remains responsible to maintain the sign in a serviceable condition. Tenant is also responsible for the sign removal and restoration of the building to its original condition at the end of the tenants lease period. Any holes or penetrations of the building are to be patched and the fascia repainted to match the existing fascia color.
6. Licensed sign contractors working on the building are required to carry property and liability insurance as well as Worker's Compensation Insurance. Current "Certificates of Insurance" provided by the Sign Contractor, shall be provided to the landlord prior to any work approved at the building.

D. NON PERMITTED SIGNS:

1. No painted letters on the building are permitted. Non-illuminated letters or sign elements can only be approved by the Landlord.
 2. Illuminated sign cabinets are not allowed, unless an integral part of the sign design, and/or are a part of the tenant subordinate copy, and specifically excepted by the Landlord.
 3. A sign shall not flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
 4. Signs shall not be installed or suspended from the ceiling or anywhere not approved by the Landlord.
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SIGNAGE TABULATIONS

Maximum Allowed Signage Tabulation

Total building Frontage:	289 SqFt
Maximum Allowable Signage (289x2):	578 SqFt

Signage Allocation Tabulation

Tenant Directory Pylon (115x2) 230 SqFt

Tenant Allotment:

ADDRESS	UNIT FRONTAGE	70%	1.5'	=	ALLOCATED SIGNAGE
2631	30' 6"	21.35'	x 1.5'	=	32.02
2635	15' 6"	10.85'	x 1.5'	=	16.27
2639	29'	20.3'	x 1.5'	=	30.45
2643	20'	14'	x 1.5'	=	21.00
2647	17'	11.9'	x 1.5'	=	17.85
2651	29'	20.3'	x 1.5'	=	30.45
2655	20'	14'	x 1.5'	=	21.00
2659	17'	11.9'	x 1.5'	=	17.85
2663	25' 6"	17.85'	x 1.5'	=	26.77
2667	15' 6"	10.85'	x 1.5'	=	16.27
2671	29'	20.3'	x 1.5'	=	30.45
2675	42'	29.4'	x 1.5'	=	44.10

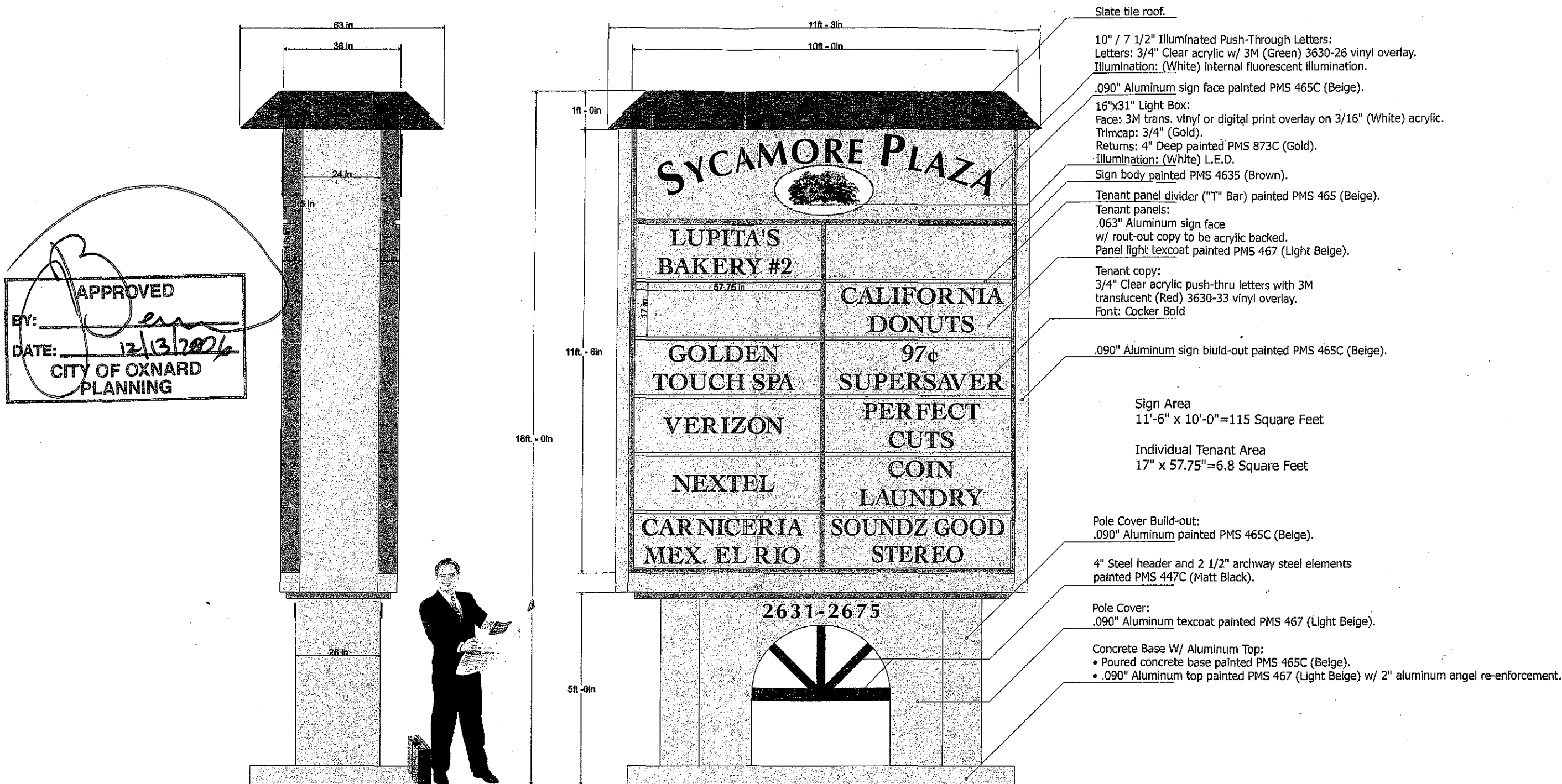
**Tenant
Total 304.48**

ALLOCATED SIGNAGE (304.48+230): 534.48 sqft

Maximum Allowed Signage: 578.00 sqft

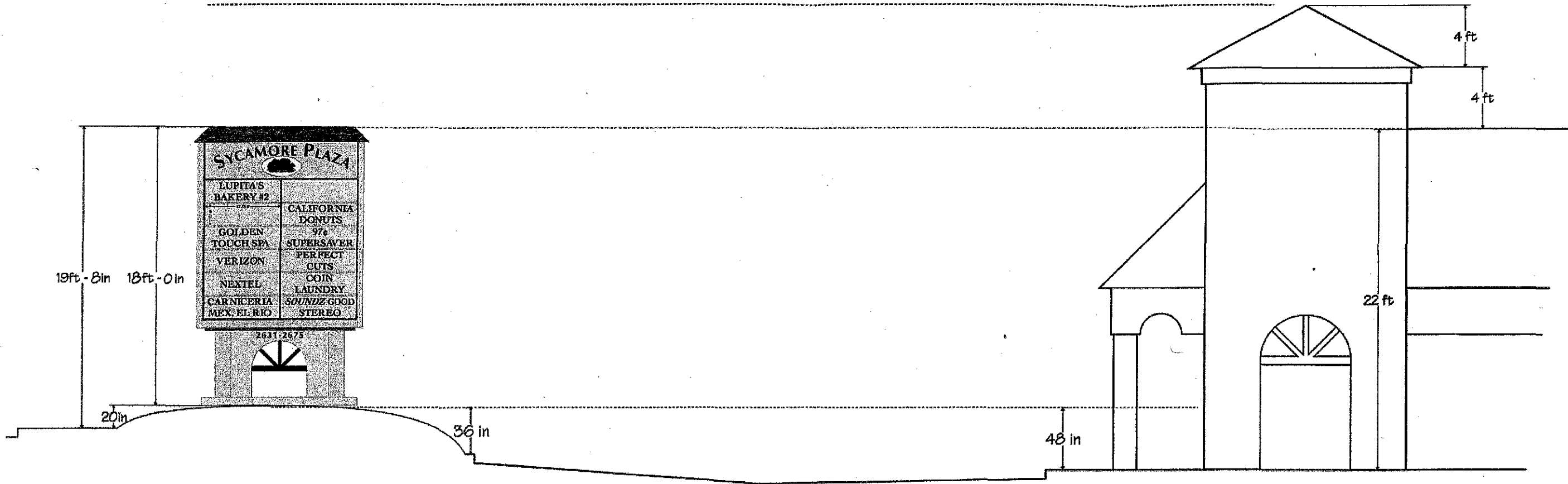
REMAINING ALLOWABLE SIGNAGE: 43.52 sqft



Manufacture and Install (1) Double-Faced Internally Illuminated Pylon Directory Display.



<p>MEMBERS OF CSA California Sign Association WSA Western Sign Association UL UL LISTED</p>	<p>These plans are exclusive property of VOGUE SIGNS INC. and are the result of the original work of its employees. They are submitted to your Company for the sole purpose of your consideration of whether to purchase these plans or to purchase from VOGUE SIGNS INC. signs manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the ones embodied herein, is expressly forbidden. In the event that such exhibition occurs, VOGUE SIGNS INC. expects to be reimbursed \$500.00 in compensation for time and effort in the surveying, research and creation of these plans.</p> <p>INSTALL IN ACCORDANCE WITH N.E.C.</p>	<p>CUSTOMER APPROVAL COPY, COLORS & SIZE</p> <p>Signature _____ Date _____</p> <p>VOGUE SIGN INC. does NOT provide primary electrical to sign location RESPONSIBILITY OF OTHERS</p>	<p>Vogue SIGN COMPANY</p> <p>721 Commercial Ave. - Oxnard, CA 93050 (805) 485-3411 FAX (805) 4878774 www.voguesigns.com</p>	Job Name: Sycamore Plaza	REVISION
				Address: 2631 - 2675 Vineyard Avenue	Date: 7-13-06
City, State: Oxnard, Ca	Salesperson: Ron Wilkinson	Scale: 1/4" to 8'			
Drawn by: Rocco ³					

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MEMBERS OF

 California Sign Association


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 INSTALL IN ACCORDANCE WITH N.E.C.

CUSTOMER APPROVAL
 COPY, COLORS & SIZE

Signature _____ Date _____

VOGUE SIGN INC. does NOT provide primary electrical to sign location RESPONSIBILITY OF OTHERS

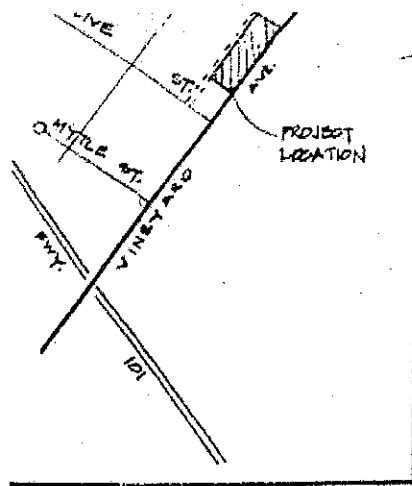
Vogue
 SIGN COMPANY

21 Corporate Ave. Oxnard, CA 93030
 (805) 685-3411 FAX (805) 457-7774
 www.voguesign.com

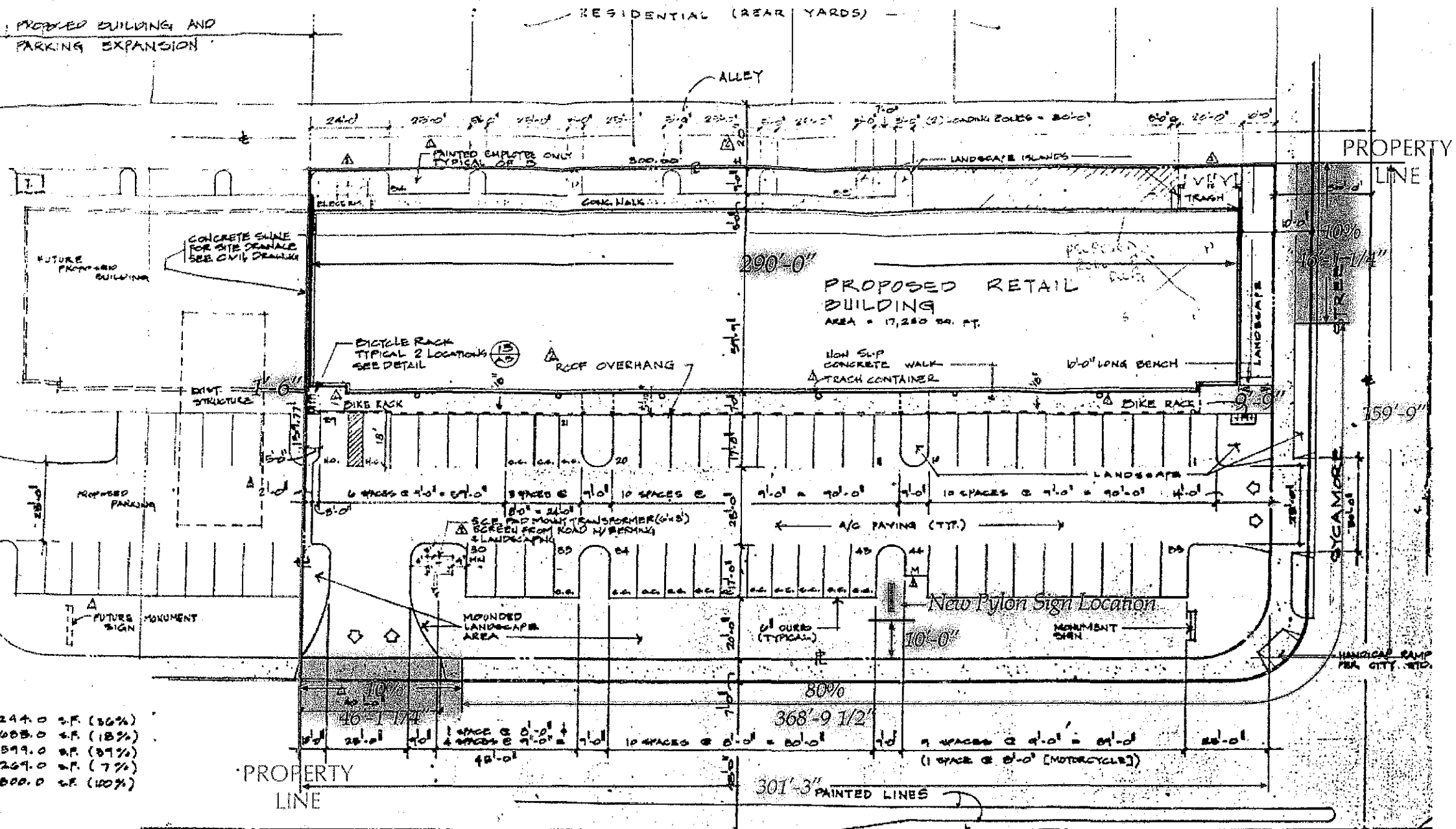
Job Name: Sycamore Plaza
 Address: Vineyard Ave. and Sycamore Ave.
 City, State: Oxnard, Ca Date: 09-12-05
 Salesperson: Ron Wilkinson
 Drawn by: *Rocco III* Scale: 1" to 7'

REVISIONS	
Δ10-14-05	Δ
Δ07-18-06	Δ
Δ	Δ
FINAL	

Drawing # 05-144
 Sheet: _____
 of: _____



VICINITY MAP



ANALYSIS

REQUIRED (17,000 S.F.) RETAIL

PROVIDED:

- RECURRING CONTACT
- LANDSCAPE
- BIKE RACK
- TOTAL

87.0 SPACES

41.0 SPACES

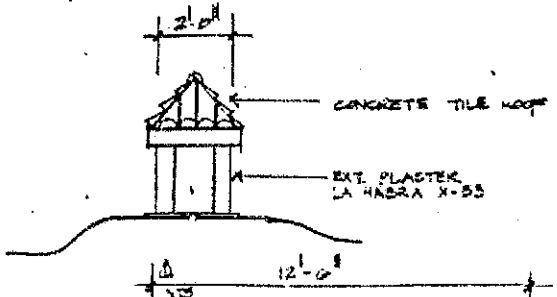
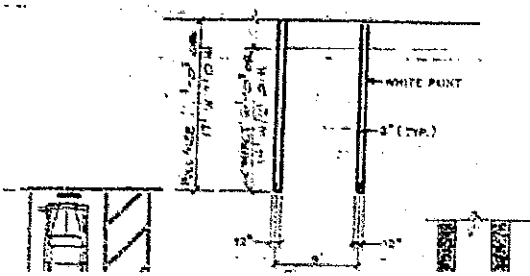
11.0 SPACES

3.0 SPACES

32.0 SPACES

YSIS

BUILDING COVERAGE	17,244.0 S.F. (50%)
LANDSCAPE COVERAGE	2,688.0 S.F. (18%)
PAVING COVERAGE	18,579.0 S.F. (87%)
ASPH. (TRASH, SIDEWALK, ETC.)	8,269.0 S.F. (7%)
TOTAL SITE	47,800.0 S.F. (100%)



SITE PLAN

APPROVED
 BY: [Signature]
 DATE: 09-12-05
 CITY OF OXNARD
 PLANNING

APPROVED
 BUILDING DEPT.
 CITY OF OXNARD
 This set of plans and specific
 kept on the job at all times and
 shall be changed or altered
 and without permission from
 Building Division. The stamping
 specifications SHALL NOT be to
 be in the approval of the plans
 unless of any City Ordinance.

	<p>These plans are exclusive property of VOGUE SIGN INC. and are the result of the original work of its employees. They are submitted to your Company for the sole purpose of your consideration of whether to purchase these plans or to purchase from VOGUE SIGN INC. signs manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your Company, or use of these plans to construct a sign similar to the ones embodied herein, is expressly forbidden. In the event that such exhibition occurs, VOGUE SIGN INC. expects to be reimbursed \$500.00 in compensation for time and effort in the surveying, research and creation of these plans.</p> <p>© Copyright 2005, by Vogue Sign Inc.</p>	<p>INSTALL IN ACCORDANCE WITH N.E.C.</p>	<p>CUSTOMER APPROVAL COPY, COLORS & SIZE</p> <p>Signature: _____ Date: _____</p> <p>VOGUE SIGN INC. does NOT provide primary electrical to sign location RESPONSIBILITY OF OTHERS</p>	<p>(805) 485-3411 FAX (805) 497-7774 www.vogue-signs.com</p>	<p>Job Name: Sycamore Plaza</p>	<p>REVISIONS</p>	<p>Drawing #05-144</p>
					<p>Address: Vineyard Ave. and Sycamore Ave.</p> <p>City, State: Oxnard, Ca</p> <p>Salesperson: Ron Wilkinson</p> <p>Drawn by: Rocco III</p>	<p>Date: 09-12-05</p> <p>Scale:</p>	