

ROSE-SANTA CLARA SPECIFIC PLAN

6.7 SIGN GUIDELINES AND STANDARDS

6.7.1 Purpose and Intent

The purpose of this section is to establish standards for the uniform regulation of signs throughout the Rose-Santa Clara Corridor Specific Plan area. The intent of this section is to permit adequate signing while preventing unnecessary and unsightly signs that would disrupt the aesthetic character of the project. These guidelines address categories of signs, including: (1) project entry signs, (2) freestanding signs, (3) individual site identity signs, (4) directional signs, and (5) temporary signs. In addition, general sign regulations and the requirements related to sign programs are specified.

Signs shall be established as part of an approved site plan or building design through the design review process. All signs shall be integrated with the landscape and architectural treatment of the area or individual project where the sign is located. The following standards shall apply unless an approved sign program permits a sign or signs. The requirements of the Oxnard Sign Ordinance shall apply unless otherwise indicated below.

6.7.2 Project Entry Signs

- A. Purpose: Project entry signs will serve to identify the project area, as a whole, to passing motorists.
- B. Type: Ground Sign
- C. Location: Project entry signs are allowed at the following four locations:
 - The northwest and southwest corners of the intersection of Santa Clara Avenue and Via Del Norte
 - The northeast and southeast corners of the intersection of Rose Avenue and Via Del Norte
 - The northwest and northeast corners of the intersection of Paseo Mercado and Ventura Boulevard
 - The north and south sides of Ventura Boulevard at the boundary of the Auto Sales and Service Land Use area.

- D. Text: The sign text shall be limited to the display of the name of the project.
- E. Height: The sign height shall not exceed 8 feet (96 inches).
- F. Size: The sign area shall not exceed 150 square feet.

6.7.3 Freestanding Signs

The use of freestanding signs will be limited to enhance the aesthetic character of the area. Freestanding signs are allowed as specified below:

A. Auto Sales and Service Land Use Area

1. Location: Two freestanding signs shall be allowed for the auto sales and service land use area. One freestanding sign shall be allowed to identify the auto center area from the freeway and one sign shall be allowed to identify the area from Rose Avenue.
2. Text: The sign text shall be limited to the common name of the auto center and a list of the brands of vehicles sold in the center.
3. Height: The maximum height of the sign on the freeway shall be 32 feet. The maximum height of the sign on Rose Avenue shall be 24 feet.
4. Size: The sign area shall not exceed 300 square feet (150 square feet for each sign face).

B. Retail Center Site Located West of Paseo Mercado and North of Ventura Boulevard

1. Location: One freestanding sign shall be allowed to identify the retail center.
2. Height: The maximum height of the sign shall be 32 feet.
3. Size: The sign area shall not exceed 300 square feet (150 square feet for each sign face).

C. Parcels Located East of Paseo Mercado on Ventura Boulevard

Each parcel located east of Paseo Mercado and having 250 lineal feet of frontage on Ventura Boulevard shall be allowed one freestanding sign subject to the following standards:

1. Location: Freestanding signs shall be located within the center 80 percent of the property as measured from the side property lines. On a corner lot the owner may consider the corner to be the center of the property. Freestanding signs shall be located in a planted, landscaped area that is at least equal in area to the sign but need not exceed 200 square feet.
2. Text: The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.
3. Height: The maximum height of the sign shall be 24 feet.
4. Size: The sign area shall not exceed 300 square feet (150 square feet for each sign face). In no case shall a single-faced freestanding sign exceed 50 percent of the total permitted sign area.

6.7.4 Individual Site Identity Signs

A. All Uses in the Retail Commercial, Business Park and Commercial/Manufacturing Land Use Areas and Uses Other Than Auto Dealerships in the Auto Sales and Service Land Use Area

1. Total Permitted Sign Area - Except as provided below, the total aggregate sign area for individual site identity signs shall not exceed 2 square feet of sign area for each lineal foot of building on its principal street, or 1 square foot of sign area for each lineal foot of lot frontage on its principal street, whichever is larger. Except as otherwise provided in this section, the maximum aggregate sign area for any individual project site shall be 1,200 square feet.
2. Ground Signs
 - a. Location: Ground signs shall be located within the center 80 percent of the property frontage as measured from the side property lines. On a corner lot the property owner may consider the corner to be the center of the lot. Ground signs shall also be set back a minimum of 10 feet from the public right-of-way and located in a landscaped area.
 - b. Text: The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.

- c. Height: Sign height shall not exceed 3 feet 6 inches (42 inches), except that a sign not exceeding 6 feet in height shall be permitted if located 35 feet or more from the center of a curb return at any intersection of a street with a public or private street, private drive or alley.
- d. Size: The sign area shall not exceed 50 square feet (25 square feet each side).
- e. Number Allowed: For a shopping center, one ground sign shall be permitted for each street frontage on different streets provided that each frontage is 100 lineal feet or greater. For those businesses not located in a shopping center, one ground sign shall be permitted for any parcel having at least 100 feet of contiguous street frontage.
- f. Special Provision: For any one parcel or group of contiguous parcels under one ownership and intended for a single use located east of Paseo Mercado and permitted a freestanding sign under Section 6.7.3(C) above, a ground sign may be permitted in lieu of, but not in addition to, the allowed freestanding sign unless the parcel has a street frontage of 500 lineal feet or greater and the ground and freestanding signs are separated by 150 feet or more.

3. Building Signs

- a. Location: All building signs shall be located on the ground floor or in an area located above the first story specifically designed to display signs, provided that the bottom of the sign is located within 15 feet of ground level, except that building or primary tenant identification signs may also be located on the uppermost story, provided that the sign does not project above the top of the building face.
- b. Text: The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.
- c. Size: The sign area shall not exceed 1 square foot in area for each lineal foot of building frontage on the principal street and shall not exceed a maximum area of 50 square feet.
- d. Construction: Building signs shall consist of channel can plex-faced internally lit individual letters mounted directly to the face of a building. Neon may be approved subject to design review.

3. Wall Signs

- a. Location: Where walls or solid fences exist, one wall sign is permitted, provided that the sign does not project above the top of the wall or fence.
- b. Text: The sign text shall be limited to identification of the building and tenants and may include a logo but no other advertising.

- c. Size: The sign area shall not exceed 50 square feet.
- d. Construction: Wall signs shall consist of channel can plex-faced internally lit individual letters mounted directly to the face of a building. Neon may be approved subject to design review.

4. Canopy Signs

In a retail shopping center an undercanopy sign may be permitted for each business in accordance with the following standards:

- a. Location: Canopy signs may be located either perpendicular to the face of the building or parallel to the face of the building under the canopy. Canopy signs shall observe an 8 foot clearance between the bottom of the sign and the sidewalk or other pedestrian way.
- b. Text: The sign text shall be limited to identification of the business.
- c. Size: The sign size shall be limited to 5 feet in length and 1 foot in height.

5. Window Signs

Window signs are permitted in a retail shopping center only in accordance with the following standard:

- a. Location: Window signs shall be placed entirely within the building and shall not cover more than 20 percent of any window.

B. Auto Dealerships Located in the Auto Sales and Service Land Use Area

- 1. Total Permitted Sign Area - Except as provided below, the total aggregate sign area for individual site identity signs shall not exceed 2 square feet of sign area for each lineal foot of building on its principal street, or 1 square foot of sign area for each lineal foot of lot frontage on its principal street, whichever is larger. Except as otherwise provided in this section, the maximum aggregate sign area for any individual auto dealer shall be 550 square feet.

2. Ground Signs

- a. Location: Ground signs shall be located within the center 80 percent of the property frontage as measured from the side property lines. On a corner lot the property owner may consider the corner to be the center of the lot. Ground signs shall also be set back a minimum of 10 feet from the public right-of-way and located in a landscaped area.
- b. Text: The sign text shall be limited to identification of the dealer and manufacturer and display of the manufacturer's logo.
- c. Height: The sign height shall not exceed 7 feet (84 inches).

- d. Size: The sign area shall not exceed 100 square feet (50 square feet each side).
- e. Number Allowed: 1 ground sign is allowed per individual dealer or dealership facility.

3. Building Signs

- a. Location: All building signs shall be located on the ground floor or in an area located above the first story specifically designed to display signs, provided that the bottom of the sign is located within 15 feet of ground level.
- b. Text: The sign text shall be limited to identification of the dealer and manufacturer and display of the manufacturer's logo.
- c. Size: The sign area shall not exceed 250 square feet.
- d. Construction: Building signs shall consist of channel can plex-faced internally lit individual letters mounted directly to the face of a building. Neon may be approved subject to design review.

4. Wall Signs

- a. Location: Where a wall or solid fence exists a wall sign is permitted, provided that the sign does not project above the top of the wall or fence.
- b. Text: The sign text shall be limited to identification of the dealer and manufacturer and display of the manufacturer's logo.
- c. Size: The sign area shall not exceed 90 square feet.
- d. Construction: Wall signs shall consist of channel can plex-faced internally lit individual letters mounted directly to the face of a building. Neon may be approved subject to design review.

5. The Following Signs are Permitted in Addition to the 550 Square Foot Maximum Sign Area for Auto Dealerships Allowed Above

a. Directional

- (1) Type: Ground sign.
- (2) Location: At each vehicular entrance
- (3) Text: The sign text shall be limited to identification of the dealer and the words "Body Shop" or "Service" and an arrow or symbol for body shop or service.
- (4) Size: The sign area shall not exceed 15 square feet.

(5) Number Allowed: 2 per individual dealer or dealership facility.

b. Used Cars

(1) Type: Ground or wall sign to be located apart from other permitted ground or wall signs.

(2) Text: The sign text shall be limited to the words "Used Cars."

(3) Height: The sign height shall not exceed 6 feet (72 inches).

(4) Size: The sign area shall not exceed 20 square feet.

(5) Number Allowed: 1 per individual dealer or dealership facility.

c. Leasing and Parts

(1) Type: Wall sign.

(2) Location: On wall near leasing and/or parts departments.

(3) Text: The sign text shall be limited to the words "Leasing" or "Parts."

(4) Size: The sign area shall not exceed 10 square feet.

(5) Number Allowed: 2 signs of this type are allowed per individual dealer or dealership facility.

d. Service

(1) Type: Wall sign.

(2) Location: On wall above or near entrance to service area.

(3) Text: The sign text shall be limited to the word "Service."

(4) Size: The sign area shall not exceed 10 square feet.

6.7.5 Directional Signs

A. Type: Ground sign.

B. Location: 1 double faced permanent directional sign per vehicle entrance.

C. Size: The sign area shall not exceed 3 square feet.

6.7.6 Temporary Signs

- A. **Purpose:** Temporary signs are intended to advertise the sale, lease or rental of the property upon which the sign is located or to announce the location of a planned project.
- B. **Text:** The sign text for a temporary for sale/lease sign shall be limited to a brief description of the property for sale or lease and the broker or agent's name and telephone number. The sign text for a future facility sign shall be limited to the name of the facility or project, the architect, engineer and contractor's names and the developer or owner's name and telephone number.
- C. **Dimensions:** The sign shall not exceed a dimension of 8 feet in height or width.
- D. **Size:** The sign area shall not exceed 64 square feet.

6.7.7 Sign Programs

A master sign program shall be required for all individual projects within the Rose-Santa Clara Corridor specific plan area. To provide incentive and flexibility, a sign program may propose alternative standards to those listed above. All sign programs shall be submitted when site and building plans are submitted for design review. A proposed sign program shall include the following items:

- A. **Coverage Area:** A map, drawn to scale, delineating the site proposed to be served by the sign program.
- B. **Building Elevations:** Drawings and/or sketches indicating the exterior surface details and colors of all structures on the site.
- C. **Signing:** Drawings of a uniform scale shall be used to indicate the sign copy, size, method and intensity of illumination, materials, height, sign area and general location of all signs.
- D. **Total Sign Area:** A summary of the total sign area proposed.

6.7.8 General Sign Regulations

- A. A sign shall not flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment that does the same.
- B. Banner, pennants, flags and captive balloons are not permitted except that, subject to the issuance of a temporary use permit, any or all of the above may

be authorized by the Community Development Director for a period not to exceed 1 month for the purpose of a grand opening.

A grand opening occurs when an existing permanent business changes ownership or a new permanent business opens. Grand opening signs shall only be permitted for a period of 3 months following the issuance of a business license by the City License Division.

- C. Except as otherwise provided herein, portable, movable signs are not permitted. Paper, cloth or similar temporary signs are not permitted on the exterior of any building, unless placed within a glassed showcase or permanent framed area designed for that purpose.
- D. No roof signs shall be permitted.
- E. No illuminated signs shall be permitted within 100 feet of, and facing any, property containing residential uses.