

**-- APPROVED --**  
**CITY OF OXNARD**

City Council  
 Planning Commission  
 Development Services Director  
 Planning Manager

**EXHIBIT** A

Reso/Ord No. 2000-73  
 Permit # MAJOR MOD TO SUP 1427  
 Date 11-16-2000

*(1700), (1720 & 1740) VENTURA BL.*



**Lot #18 -  
 Plaza Del Norte  
 Building D, E, & Red Lobster**

**I. GENERAL**

1. The purpose of this criteria is to establish the minimum sign standards necessary to insure coordinated, proportional exposure for all tenants. Performance shall be strictly enforced and any non-conforming signs shall be removed by the tenant or his sign contractor at their expense.
2. Each tenant shall submit to the landlord for approval five (5) copies of detailed shop drawings of proposed sign indicating conformance to these criteria. Sub submittals shall include but not be limited to pertinent dimensions, details, materials and colors.
3. Landlord must indicate written approval and initial one (1) copy and submit to City of Oxnard.
4. The tenant shall submit landlord-approved drawings to all agencies requiring approval and shall pay for the required approvals and permits.
5. Tenant shall submit three (3) copies of landlord-approved plans to City of Oxnard Department of Building and Safety; one (1) copy shall be retained by Planning Division.
6. The tenant shall pay for all signs and their installations and maintenance.
7. All work shall be of excellent quality. Landlord reserves the right to reject any work determined to be of insufficient quality by landlord or the project architect.
8. All signs and their installation must comply with local; building and electrical codes. Local sign ordinances should be consulted for requirements not covered in this criteria.
9. Tenant shall be responsible for penetrations, leaks, and/or defacement caused by his sign contractor.
10. No animated, flashing, or audible signs will be permitted.

11. No exposed tubing lamps will be permitted.
12. No exposed raceways, cross overs, conduits, conductor, transformers, etc., shall be permitted.
13. Sign contractor shall provide necessary fastenings and bracings to securely install the sign.

## II. SPECIFICATIONS

### Building Signs

Tenant shall be required to install one (1) sign comprised of internally illuminated channel letters per the attached drawing. Letter edges to match the color of the storefront. Face sign face to be plexiglass color as selected by Tenant subject to approval by the Landlord. Letters and graphics to be a maximum 24" in height and length not exceed 45% of the width of Tenant's leased space, except where Major Tenant sign areas allow 36" high letters. Where the larger letters are used (For a full building Tenant only), the length allowable shall be reduced so that the total sign area does not exceed the area as otherwise calculated. Each tenant shall be allowed no more than its proportionate share of the total allowable sign area as calculated below, based upon Tenants floor area of the Premises to the floor area of the entire building. The entire sign design shall be reviewed and approved by Landlord before submission to the City of Oxnard for sign permit.

### Window Signs

Tenant shall be allowed to place in the upper window panel adjacent to the door, not more than 144 square inches of hand painted, decal or stick-on lettering or graphics, indicating hours of business, telephone numbers for emergencies, approved credit cards, etc. No other window signage shall be allowed, including, but not limited to temporary signs, sale banners, posters, and product information, without written approval of Landlord.

### Rear Service Door Signage

Tenant may identify service door for delivery and emergency purposes only. Sign shall be 8 inches high by 18 inches long, sheet metal plaque affixed to the rear door with a minimum of 4 self -

tapping sheet metal screws. Plaque shall be painted to match building. Letters may be 4 inches high, black block print.

### III. SIGN AREA DISTRIBUTION

#### Building "D"

North Elevation (facing Ventura Blvd.)

105 lineal feet X 45% x 24" ..... 94.5 sq. ft.

East Elevation

180 lineal feet X 45% x 24" ..... 162 sq. ft.

South Elevation

85 lineal feet X 45% x 24" ..... 76.5 sq. ft.

West Elevation

Special Allowance at North End of Building 30 sq. ft.

**Total Building Signs..... 363 sq. ft.**

--OR--

#### Using Major Sign Locations

40' X 36" Letters..... 120 sq. ft.

X3 Locations

360 sq. ft.

### IV. LOT #18 – SIGN AREA DISTRIBUTION

#### Building Signage

Parcel 1: Building "D" (See attached breakdown) . 363 sq. ft.

Parcel 2: Building "E"

Fresh Choice Restaurant (approved) ..... 168 sq. ft.

Parcel 3: Red Lobster Restaurant (approved) ..... 181 sq. ft.

**Total Building Signage..... 712 sq. ft.**

Freeway Signage

One Double Faced Internally Illuminated Pylon Sign not to exceed 35' overall height with a maximum sign area of 120 Sq. Ft. per side / 240 Sq. Ft Total

Monument Signage

BUILDING "D"  
1700



Parcel 1: Ventura Blvd. Frontage ..... 50 sq. ft.

BUILDING "E"  
1710



Parcel 2: Ventura Blvd. Frontage (Existing) ..... 25 sq. ft.

Parcel 3: Ventura Blvd. Frontage (Existing) ..... 25 sq. ft.

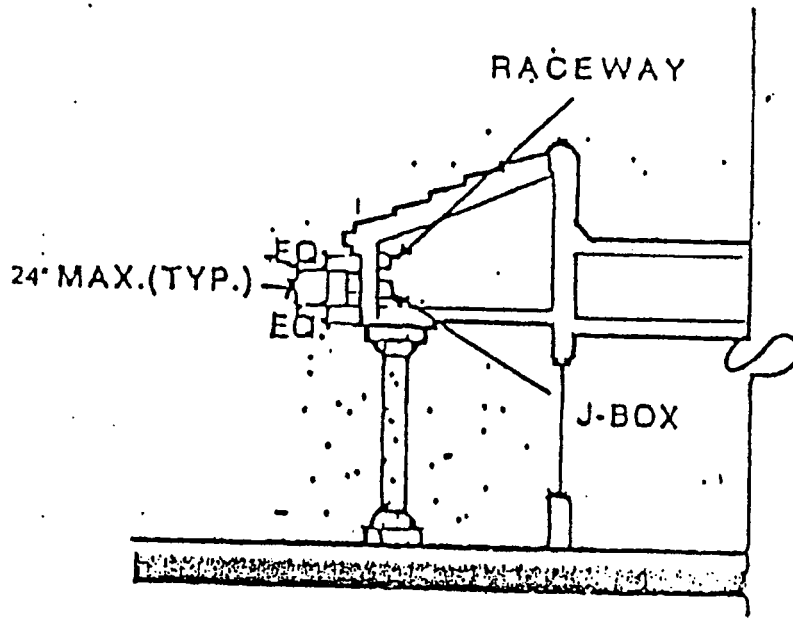
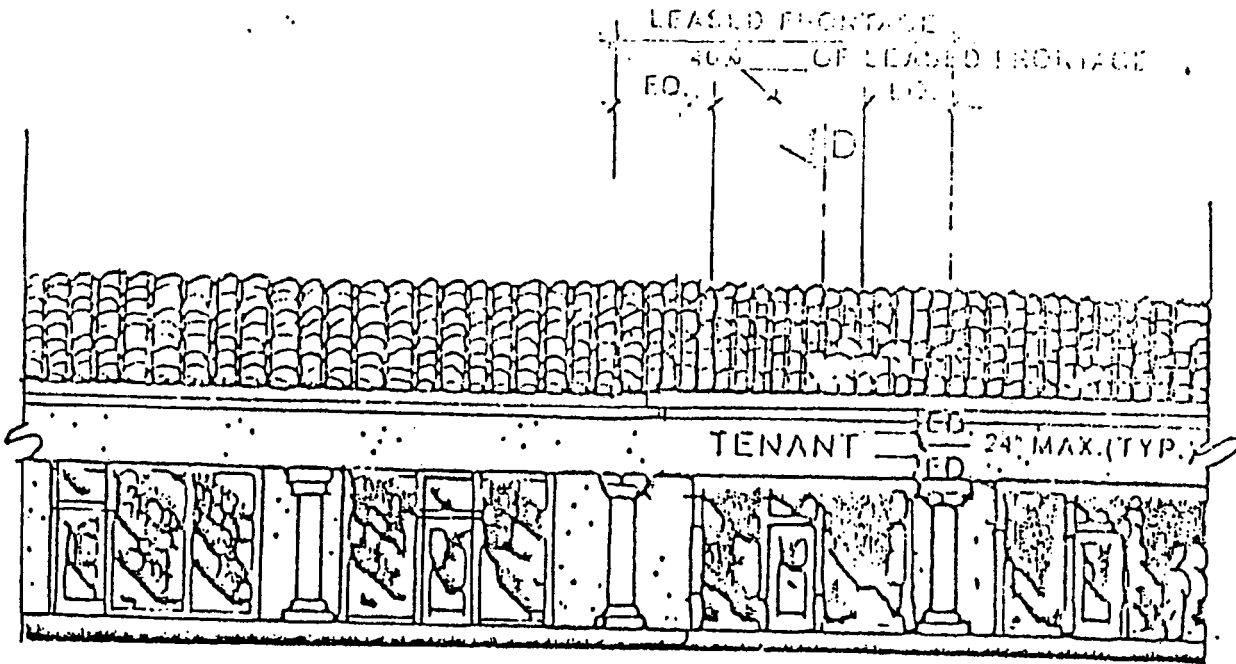
BUILDING "F"



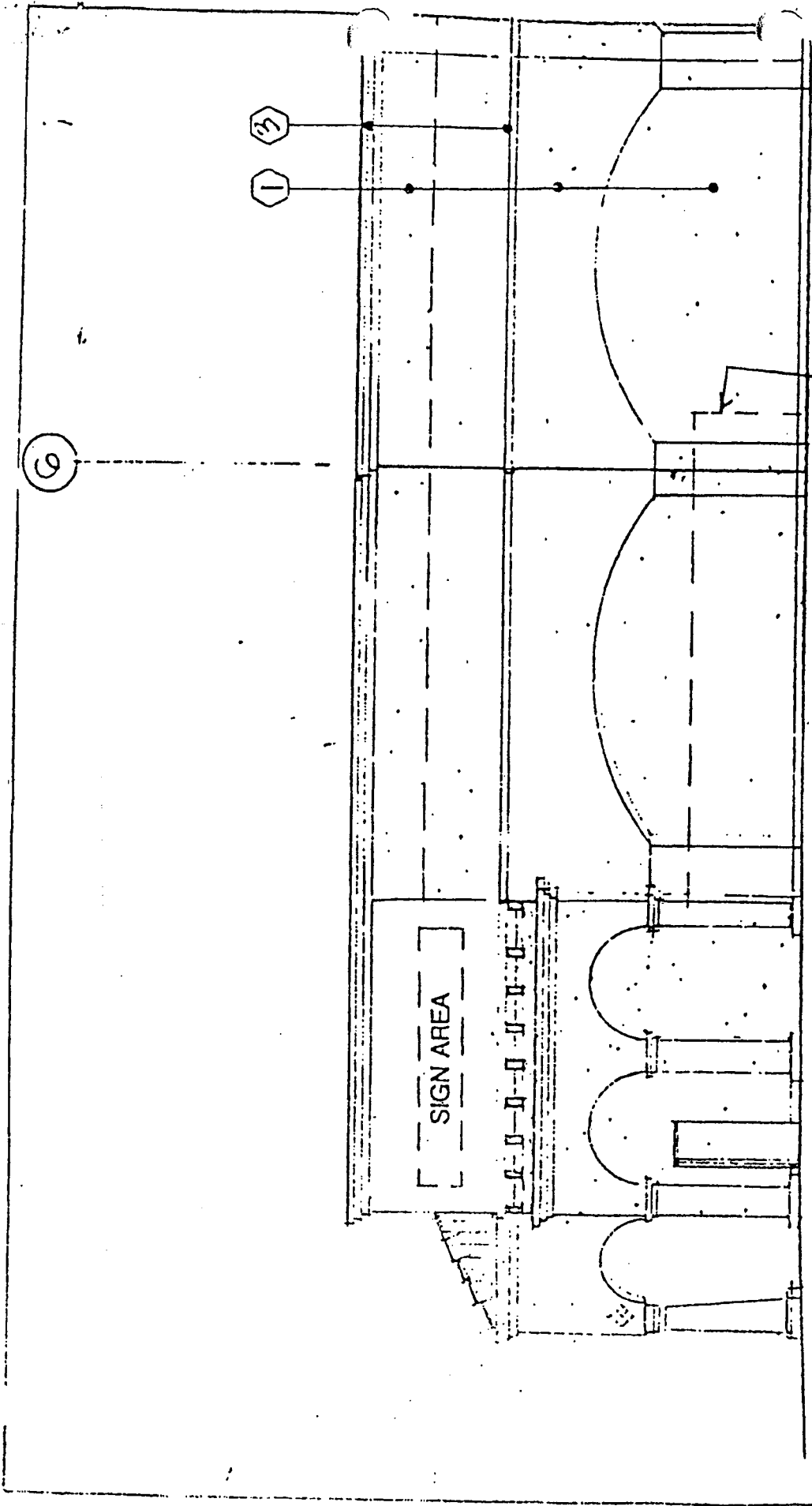
1740 VENTURA BL

**Total Monument Signage ..... 100 sq. ft.**

**TOTAL PROJECT SIGNAGE..... 1052 SQ. FT.**



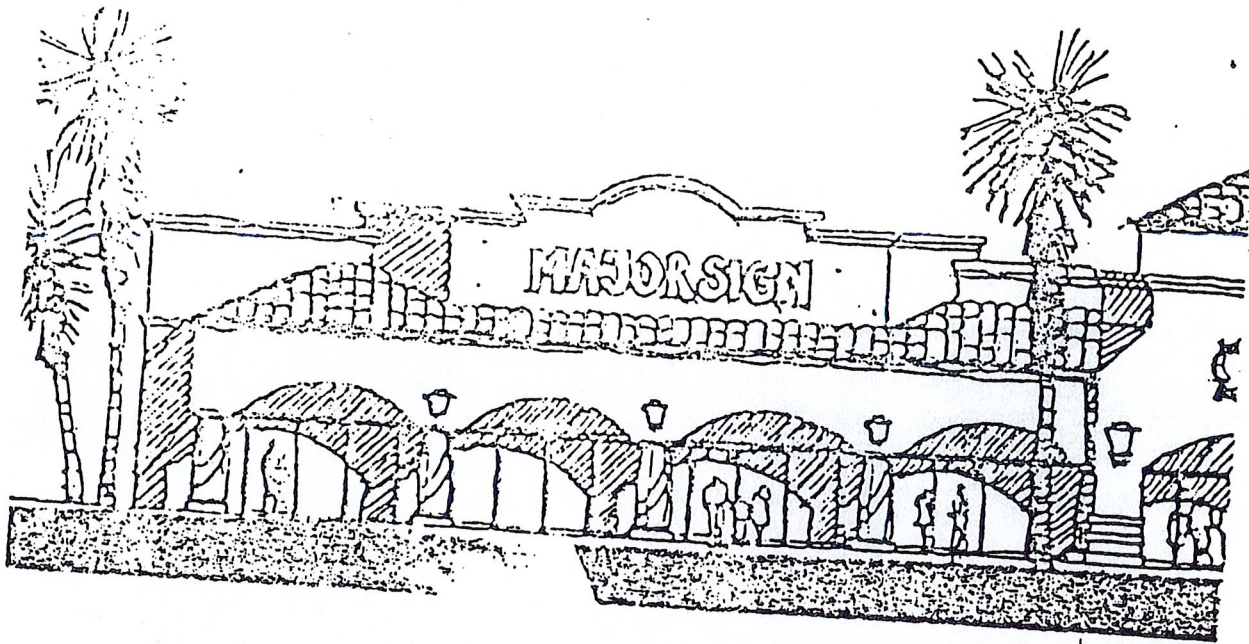
# BUILDING SIGN



WEST ELEVATION      SPECIAL SIGN AREA

NOT TO EXCEED 30 SQUARE FEET





# BUILDING SIGNS

MAJOR TENANT OPTION



## FREEWAY SIGNAGE

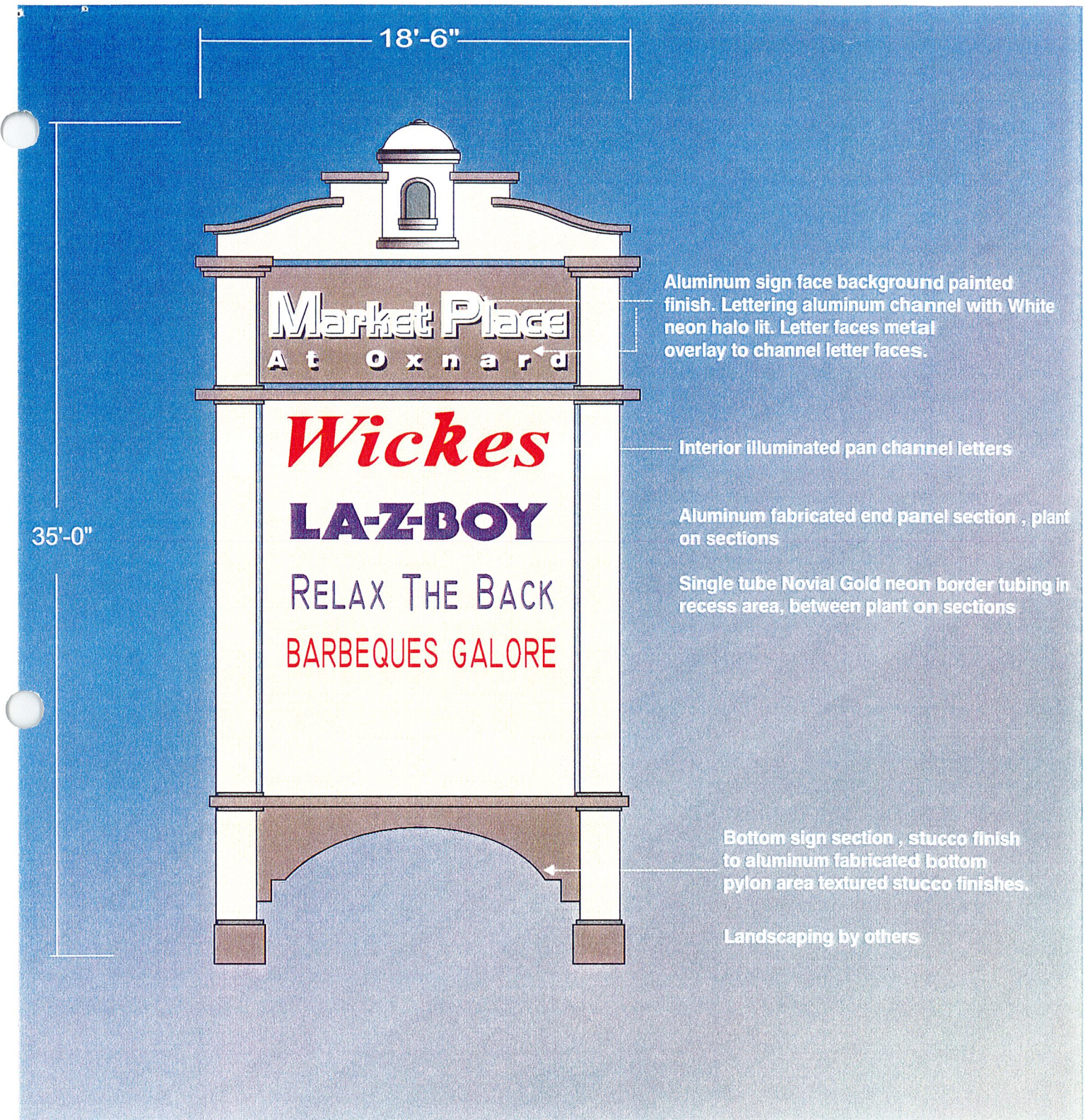


**superior**  
 electrical advertising  
 562.495.3808  
 562.435.1867 FAX  
 1700 West Anaheim Street  
 Long Beach, CA 90813-1195

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Project		Design No.
Address		Reg. No.
Contact	Phone	Customer Approval
Acct. Mgr.	Designer	
Scale	Date	





Double Face Illuminated Free Standing Sign -

AS PER SECTION 6.7.3-B OF THE ROSA - SANTA CLARA CORRIDOR SPECIFIC PLAN

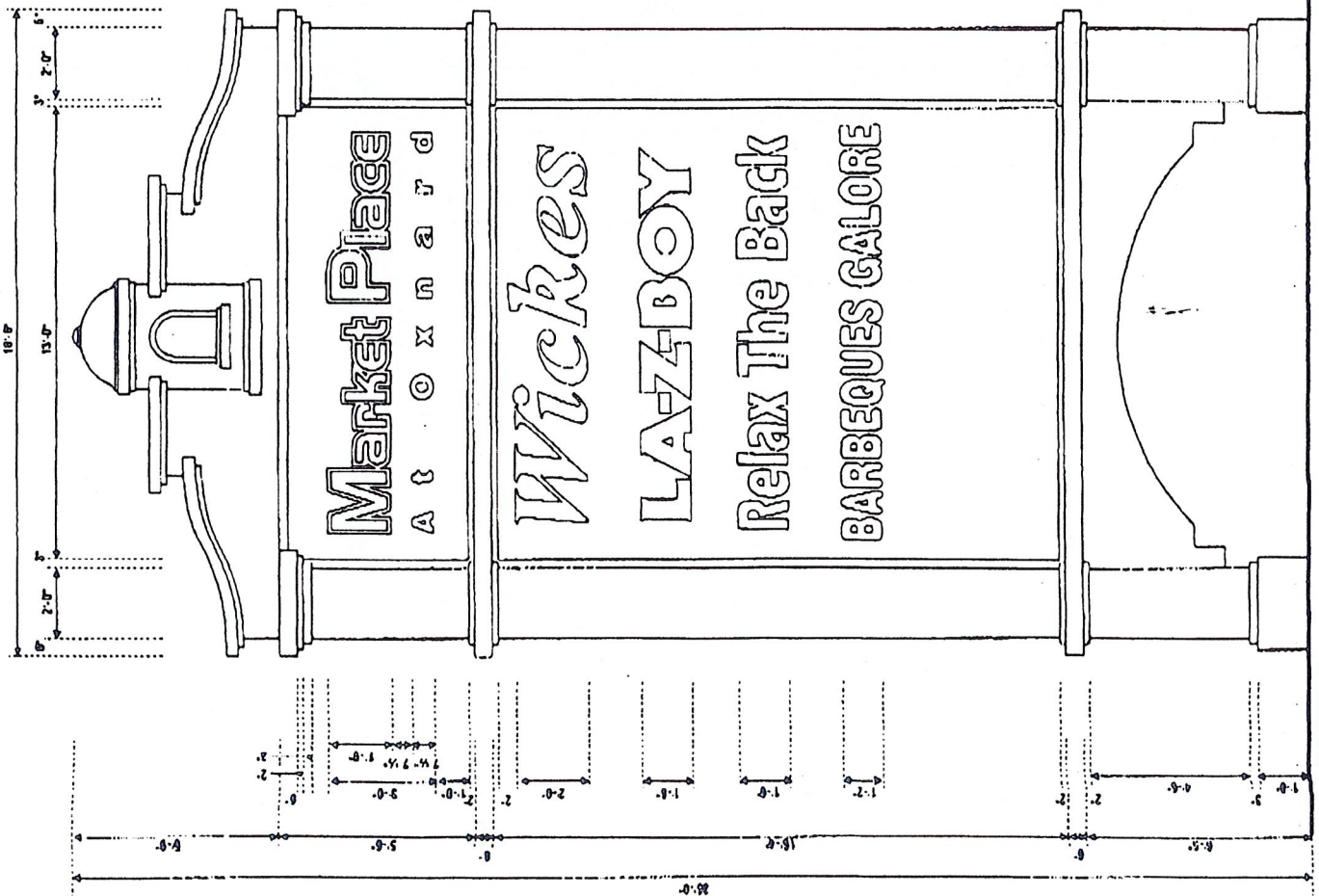


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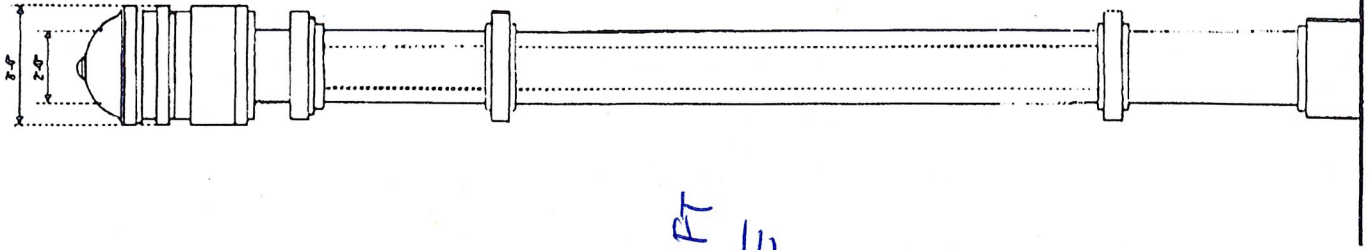
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MAXIMUM  
SIGN AREA = 120 SQ. FT  
PER SIDE



**SIGN A**

NEW - CUSTOM FABRICATED ALUMINUM DOUBLE FACE MONUMENT SIGN

Quantity: Make One (1) Sign

Scale: 1/4" = 1'-0"

**A** SIDE VIEW  
Scale: 1/4" = 1'-0"



**SIGN C** Front View of New Monument Sign to be Installed

Existing double face interior illuminated monument sign, to be replaced, with new aluminum sign face cabinet. New sign face backgrounds to have removable tenant panels. The top section of the sign faces to have new graphics for the center.

Full size paper patterns to be taken, with full measurements of existing sign cabinet all sizes to be determined from field survey.

*25ft/side*

**Color Specification Call Out Guide**

- ① Benjamin Moore 267 - Cream
- ② Benjamin Moore 684 - Green
- ③ Benjamin Moore 1427 - Blue
- ④ Benjamin Moore 1385 - Purple
- ⑤ Benjamin Moore 1168 - Clay
- ⑥ Benjamin Moore 1169 - Clay

*FOR  
COLORS  
ONLY  
(NOT SIGN SIZE)*

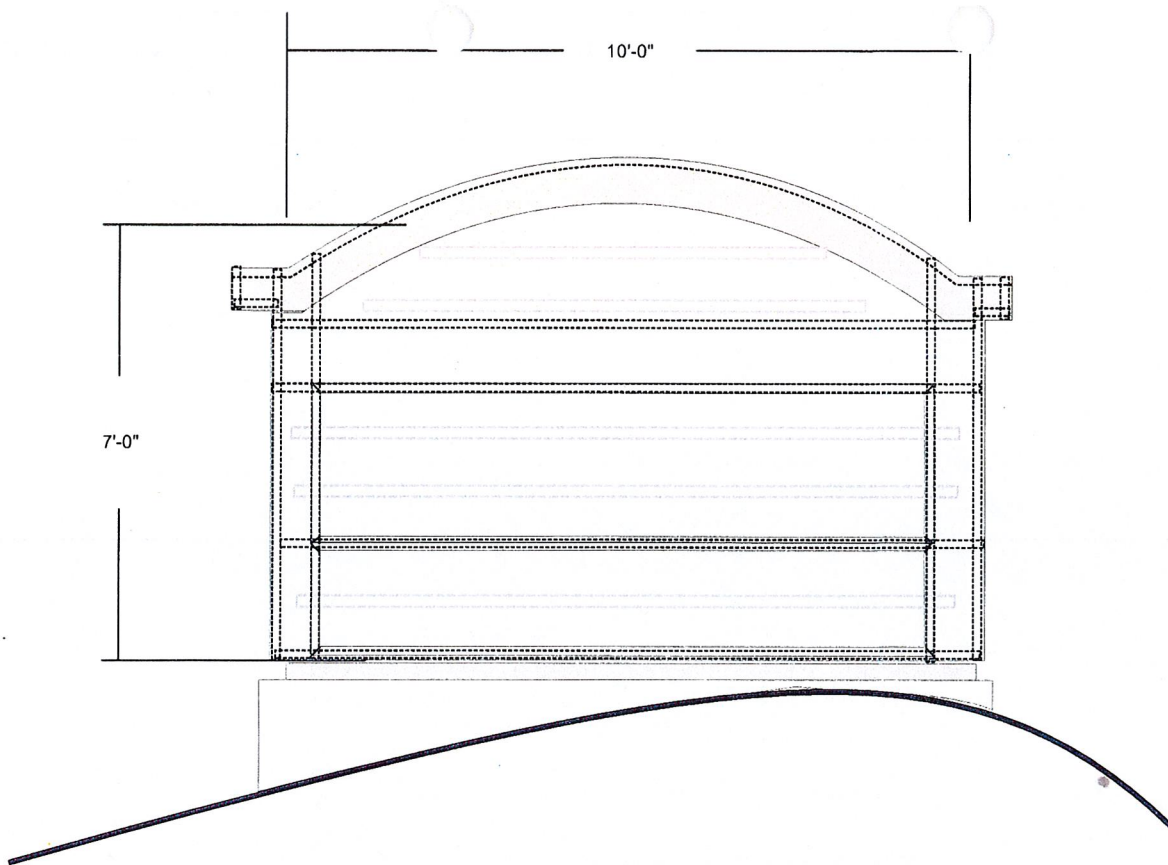


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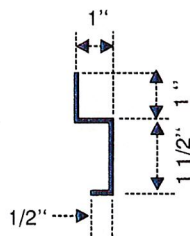
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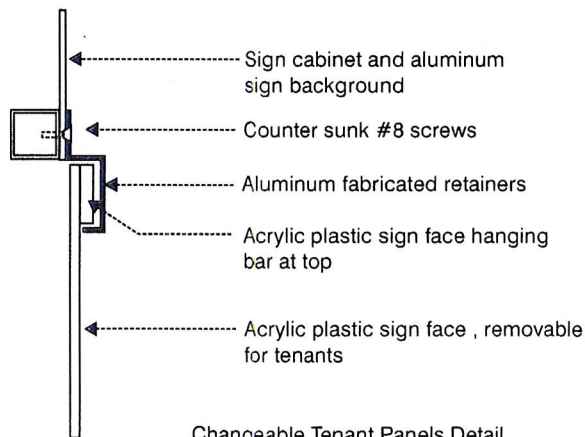


**SIGN C** Front View of New Monument Sign to be Installed

New aluminum constructed monument sign to be installed on the existing concrete footing and steel sign support column.  
 New double face sign display to be patterned after the existing sign cabinet field survey to be taken for top sign cabinet arch and cabinet sizes.  
 Existing electrical power supply to be connected to new sign display.



Aluminum fabricated retainers  
 All retainer corners to be miter



Changeable Tenant Panels Detail  
 Scale 3" = 1'-0"



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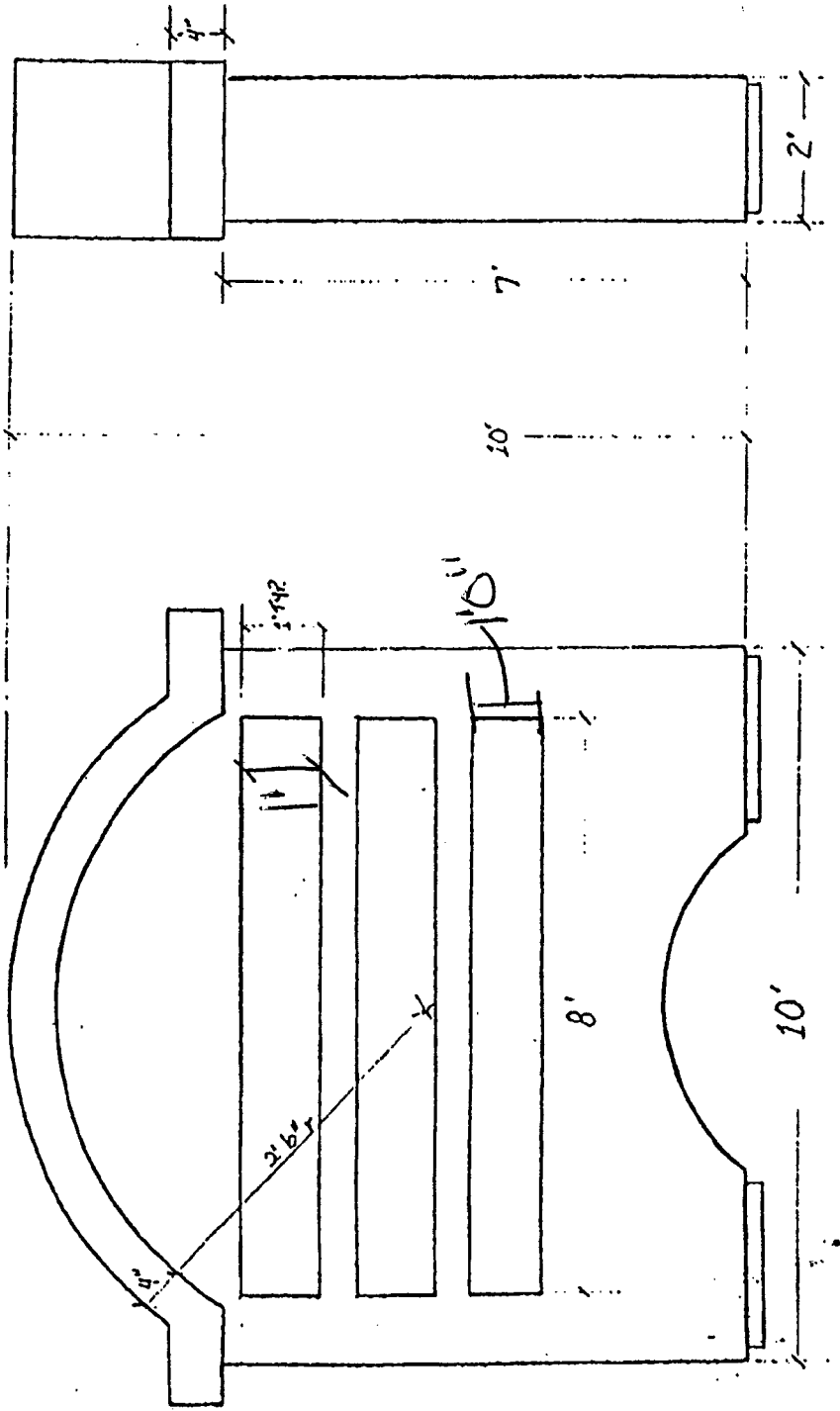
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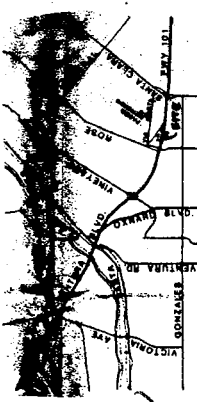
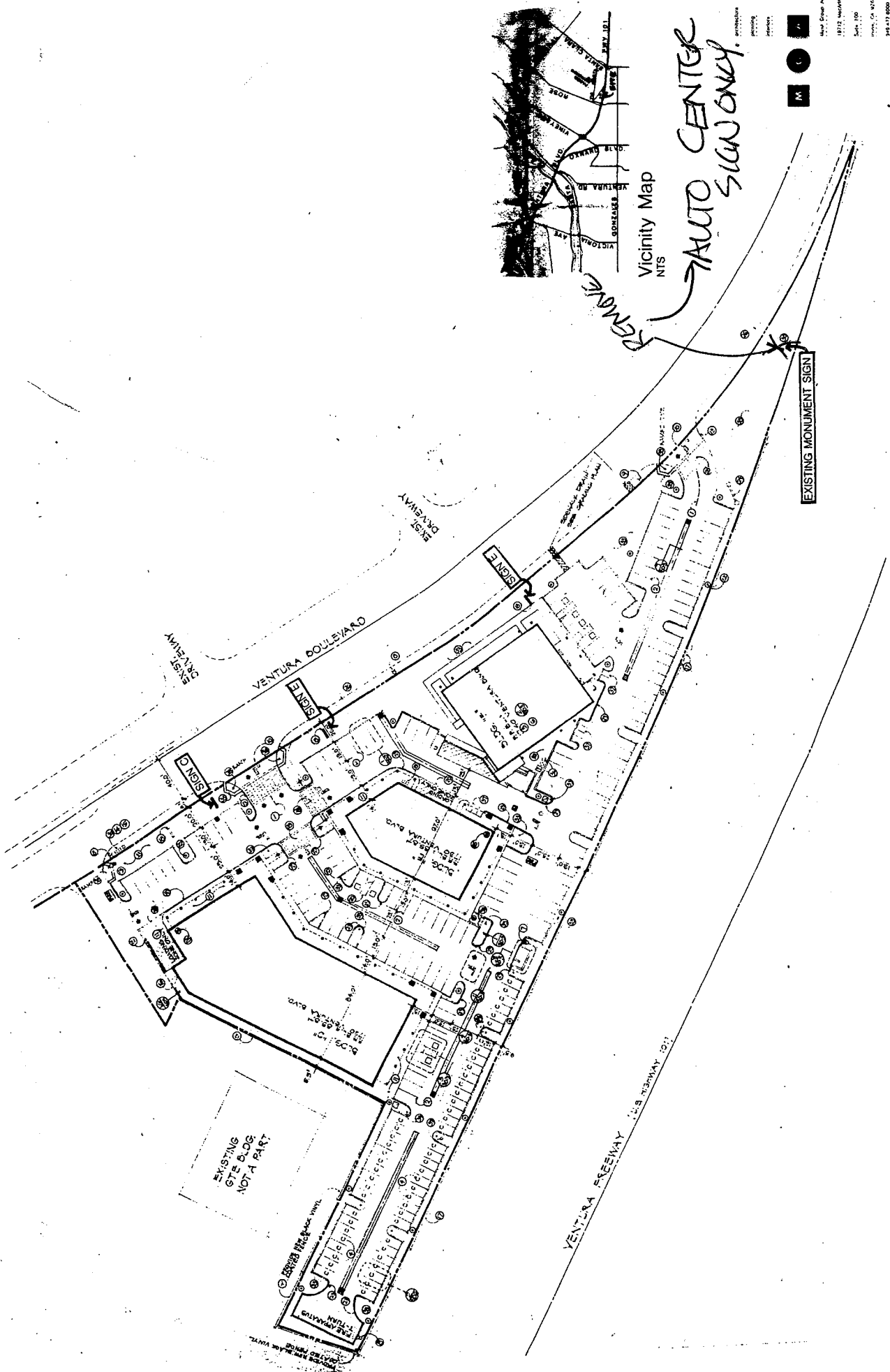


# Area Calc for Sign E

1/8" = 1'



PLAZA DEL NORTE LOT # 18  
 MONUMENT SIGN  
 BUILDING D ; VENTURA FREEWAY FRONTAGE



Vicinity Map  
NTS

REMOVE  
AUTO CENTER  
SIGN ONLY.

EXISTING MONUMENT SIGN



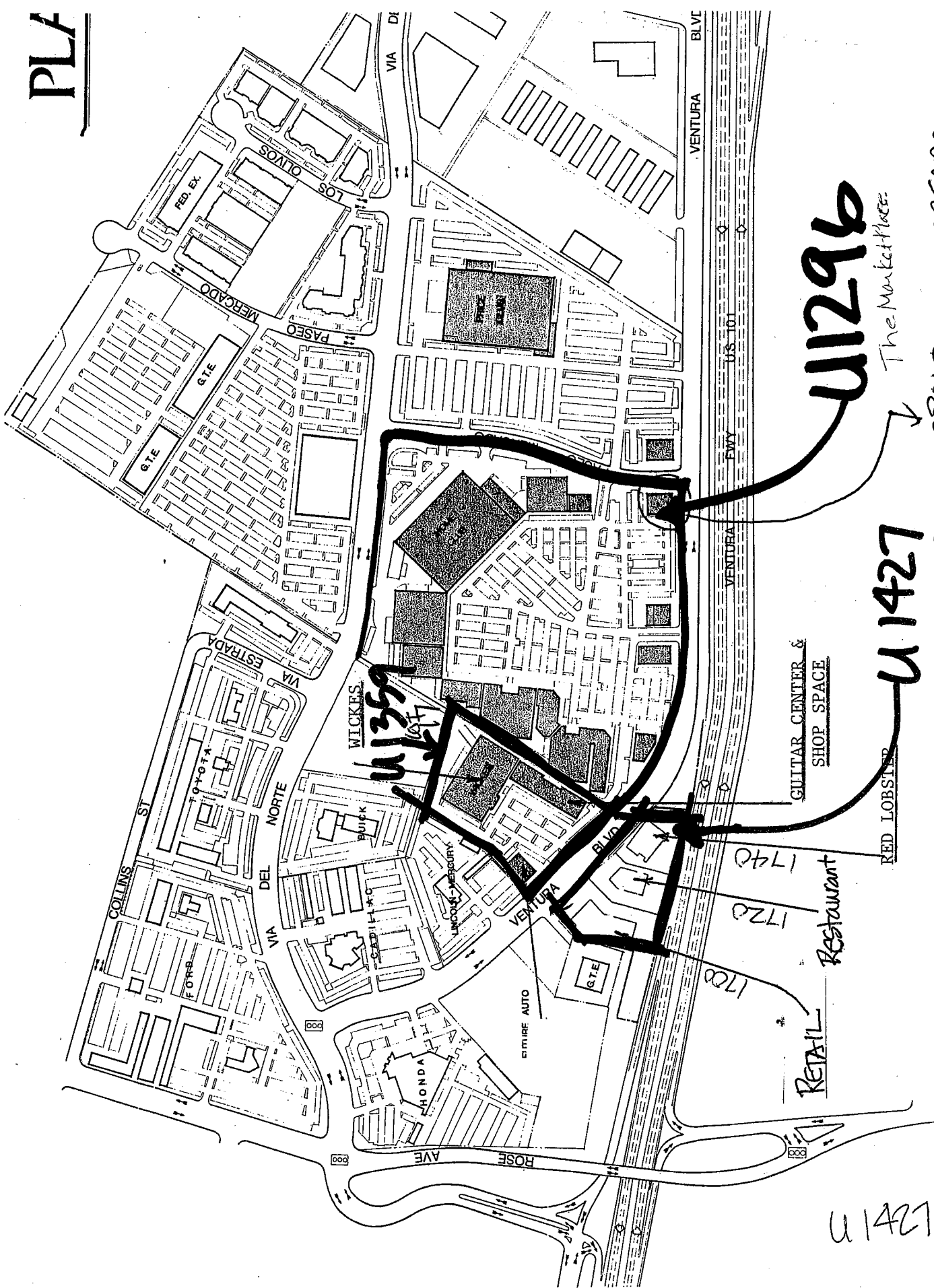
Site Plan

Project: Laguna Pacific Development  
 1096 Coast Village Road  
 Santa Barbara, CA 93108  
 Ph. 805-565-6969

Project: Plaza Del Norte, Building D, E, and Red Lobster  
 Orange, California  
 Laguna Pacific Development

Architect: [Firm Name]  
 Date: [Date]  
 Scale: [Scale]

PLA



U1296

The MarketPlace

2801 PASSEO MERCADO  
(NOT PART OF U1296 SIGN PGM)

U1427

LOT 18

GUITAR CENTER &  
SHOP SPACE

RED LOBSTER

RESTAURANT

RETAIL

U1427

INFORMATION - LEAVE IN  
SIGN PGM LW 6/22/11