

UNIFORM SIGN PLAN
FOR
THE SHOPS AT COLLEGE PARK
OXNARD, CA

APPROVED
BY: *Kathleen Mallery*
DATE: *10-2008*
CITY OF OXNARD
PLANNING

Churchyard Development, LLC
C/O Tom Davies
2225 Glastonbury Road
Westlake Village, CA 91361

Table of Contents

- I. General Provisions**
- II. Construction Requirements**
- III. Restrictions**
- IV. Center Identification Signage**
 - Free Standing Signs**
 - Project Identity Sign**
- V. Sign Area Calculations**
- VI. Design Guidelines for Tenant Signs**
- VII. Exhibits**
 - A. – Site Plan**
 - B. – Free Standing Sign**
 - C. – Project Identity Sign**
 - D. - Fresh & Easy Attached Sign**

APPROVED	
BY:	<i>KN</i>
DATE:	

I. - GENERAL PROVISIONS:

1. Signs shall be designed in a manner that is imaginative and of high graphic quality. Signs shall be compatible with and complementary to adjacent facades. All signs shall be in compliance with the Municipal Code Sign Ordinance except as modified by this sign program and are subject to City of Oxnard review and approval.
2. Only those sign types provided for in the sign plan and/or specifically provided in writing by the Owner will be allowed. No temporary attached signs, pennants, banners, flags, inflatable displays, or sandwich boards will be allowed unless specifically noted.
3. Signage that incorporates logos, business identity, and/or images denoting the type of business shall be encouraged. Logo design and colors to be approved by Owner. All tenant signage must be sent to the Owner's Agent for formal signature of approval prior to submittal to the City of Oxnard
4. 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. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
5. All sign fabrication work shall be of excellent quality. All logo images and tpestyles shall be accurately produced. The Owner reserves the right to reject any fabrication work deemed to be below standard or not in accordance with the approved shop drawings.
6. Attached signs shall be affixed without visible means of attachment, unless attachments make an intentional statement.

KN

II. - CONSTRUCTION REQUIREMENTS:

1. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
2. All formed metal, such as letter forms, shall be fabricated using full-weld construction.
3. All ferrous and non-ferrous materials shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
4. Sign Letters to be pin set reverse channel letters.
5. All pin settings shall consist of enameling iron with porcelain enamel finish.
6. Colors and finishes must be reviewed and approved by the Owner. Color coatings shall exactly match the colors specified on the approved plans.
7. Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows, and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte, gloss, or semi-gloss finish.
8. Joining of materials (e.g. seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
9. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs, and shall have a uniform surface conforming to the highest standards of the industry.
10. All lighting must match the exact specifications of the approved working drawings.



II. - CONSTRUCTION REQUIREMENTS, CON'T:

11. Brightness of signs is subject to approval by Owner. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
12. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be completely concealed from public view. All fasteners shall be stainless steel, anodized aluminum, brass, bronze, or carbon-bearing steel with painted finish. No black iron materials will be allowed.
13. Penetrations into building walls, where required, shall be made waterproof.
14. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by sign contractor on drawings submitted to the Owner. Sign contractor shall install same in accordance with the approved drawings.
15. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.
16. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.
17. Local sign ordinances shall be consulted for requirements not covered in this sign plan.

KM

III. – RESTRICTIONS :

The following are prohibited:

1. Permanent advertising devices such as banners, posters, attraction boards, and flags.
2. Window signs except where specifically approved by the Owner.
3. Exposed junction boxes, transformers, conduits and neon crossovers of any type.
4. Sign manufacturer's names, stamps, or decals visible from the street or from normal viewing angles.
5. Luminous-vacuumed formed acrylic signs and letters including pre-manufactured and franchise signs that have not been modified to meet the criteria.
6. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around, on, or behind storefronts.
7. Exposed fastenings, unless fastenings make an intentional statement.
8. Simulated materials (i.e., Wrisco, wood grained plastic laminates) or wall covering.
9. Hand lettered signs.
10. Flashing or animated signs.
11. Fully illuminated boxed sign cabinets except for logos.
12. Roof mounted signs.



IV. - CENTER IDENTIFICATION SIGNAGE:

The center identification signage described in this section has been designed to enhance the image of the project as a retail center. The design of all project signage has been carefully considered in relation to the site architecture and landscaping.

Allowable sign types are described herein. The Owner may implement any or all of the sign types outlined in accordance with these criteria.

Free Standing Signs with Tenant Listings (See Exhibit B)

- One double faced free-standing sign on each major street with one oriented to Channel Islands Boulevard and one oriented to Rose Avenue, located at driveway entrances as shown on Site Plan as FS on Exhibit A.
- Maximum sign area of proposed sign is 49.58 sq. ft. for both sides of the sign with a maximum height of 12' 6".
- Sign to be integrated with project building materials
- Lettering for project and tenant identification shall comply with tenant signage requirements and shall be in scale with the sign as a whole
- Internally illuminated "pop-thru" letters on finished aluminum background within the area on the sign designated "Tenant Sign Area (4 Tenants)" on the attached Exhibit B
- Pin set letters and/ or back /front lighted channel letters for the Fresh & Easy name and clock logo and the Neighborhood Market on the attached Exhibit B

Project Identity Sign (See Exhibit C)

- Sign to be located at the corner of Rose Avenue and Channel Islands Avenue within the site as identified on the Site Plan (as ID on Exhibit A).
- Maximum sign area of proposed sign is 27 square feet on one side facing the corner with a maximum height of 4' 10".
- Sign to be integrated with project building materials
- Lettering for project and tenant identification shall comply with tenant signage requirements and shall be in scale with the sign as a whole
- Internally illuminated "pop-thru" letters on finished aluminum background indicating tenant names
- Pin set letters and/or back /front lighted channel letters indicating the Shops at College Park



IV. - CENTER IDENTIFICATION SIGNAGE:

The center identification signage described in this section has been designed to enhance the image of the project as a retail center. The design of all project signage has been carefully considered in relation to the site architecture and landscaping.

Allowable sign types are described herein. The Owner may implement any or all of the sign types outlined in accordance with these criteria.

Free Standing Signs with Tenant Listings (See Exhibit B)

- One double faced free-standing sign on each major street with one oriented to Channel Islands Boulevard and one oriented to Rose Avenue, located at driveway entrances as shown on Site Plan as FS on Exhibit A.
- Maximum sign area of proposed sign is 49.58 sq. ft. for both sides of the sign with a maximum height of 12' 6".
- Sign to be integrated with project building materials
- Lettering for project and tenant identification shall comply with tenant signage requirements and shall be in scale with the sign as a whole
- Internally illuminated "pop-thru" letters on finished aluminum background within the area on the sign designated "Tenant Sign Area (4 Tenants)" on the attached Exhibit B
- Pin set letters and/ or back /front lighted channel letters for the Fresh & Easy name and clock logo and the Neighborhood Market on the attached Exhibit B

Project Identity Sign (See Exhibit C)

- Sign to be located at the corner of Rose Avenue and Channel Islands Avenue within the site as identified on the Site Plan.
- Maximum sign area of proposed sign is 27 square feet on one side facing the corner with a maximum height of 4' 10".
- Sign to be integrated with project building materials
- Lettering for project and tenant identification shall comply with tenant signage requirements and shall be in scale with the sign as a whole
- Internally illuminated "pop-thru" letters on finished aluminum background indicating tenant names
- Pin set letters and/or back /front lighted channel letters indicating the Shops at College Park

APPROVED
KIM

V. - SIGN AREA CALCULATIONS :

Total site signage allowable for the project calculated pursuant to the City of Oxnard Municipal Code Section 16-608 item A-1. is (2) square feet of signage per lineal foot of building on principal street

Principal street building frontage = 229 Linear feet
(Channel Islands Blvd.)

Total allowable sign area for site = 458 Square feet

Proposed Signage Area Calculations

Major In Line tenant proposed wall signage = 200 Square feet

In-Line tenants (up to 5 tenant) total allowable = 131 Square feet

Free-standing signs - 2 total = 100 Square feet
(Exhibit B)

Project Identity Sign = 27 Square feet
(Exhibit C)

Total proposed sign area for the site 458 Square feet



VI. – DESIGN GUIDELINES FOR TENANT SIGNS:

1. Design Objective

The primary objective of the sign criteria is to generate high quality of signage that creates an exciting, high-energy image for the center. Treatments for tenant signs should be upbeat and lively. Signs may be incorporated with varied background shapes that are designed to interplay with the building architecture. Signs should be eye-catching yet in harmony with the overall center.

2. Acceptable Sign Treatments

- Back-lighted reverse channel letters or combo front/back lit channel letters shall be used.
- Sign cabinet logos only may be used with Owner and City of Oxnard approval.

3. Lighting

- Signs shall be illuminated with neon using 30 milliamp transformers and/or LED illumination

4. Colors

The following guidelines are to be adhered to in selecting colors for tenant signage:

- Sign colors should be selected to provide sufficient contrast against building background colors
- Colors within each sign should be harmoniously blended
- Sign colors should be compatible with building background colors
- Sign colors should provide variety and excitement
- Color of letter returns shall match sign face or as approved by landlord

All sign colors are subject to review and approval by the Owner as part of the Tenant sign submittal.



VI. – DESIGN GUIDELINES FOR TENANT SIGNS, CON'T:

5. Typetypes

The use of logos and distinctive typetypes is encouraged for all tenant signs. Tenants may adapt established typetypes, logos and/or images that are in use on similar buildings operated by them in California, provided that said images are architecturally compatible and approved by the Owner. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. All typetypes are subject to review and approval by the Owner as part of the Tenant sign submittal.

Sign Type Criteria for Tenant Signs

Only those sign types outlined below will be allowed unless specifically approved in writing by the Owner and the City of Oxnard through an amendment to this sign program. The types of signs allowed will vary in accordance with architectural configurations and other building/site conditions based on square footage limitations outlined below. Signage shall conform to the criteria specific to each sign type, as well as the design guidelines for sign treatments, colors and lighting as outlined herein.

Type A1: Attached Signs for Major In-Line Tenant (See Exhibit D)

- (1) sign per tenant elevation
- Maximum copy area is 200 square feet including any logo panel I.D. sign
- Letter Heights shall typically be 36" maximum
- Maximum area for main logo panel I.D. sign not to exceed 135 sq. ft. area

Type A2: Attached Signs for Non-Major In-line Tenants

- (1) sign per tenant building elevation
- Maximum copy area 1.26 sq. feet of signage per linear foot of storefront
- Letter heights shall be 24" maximum.
- Total allowable area for up to 5 tenants not to exceed 131 Sq. Ft. of signage
- The center of the sign shall be mounted at the mid point of the sign band or building façade between the upper glass line and the top of the parapet.
- Sign length shall not exceed 75% of the length of each tenant's frontage or 80% of the width of an architectural element on which it is mounted, whichever is less.

KM

VII. Exhibits:

- A. – Site Plan
- B. - Free Standing Sign
- C. – Project Identification Sign
- D. – Fresh & Easy Attached Signs

KM

Exhibit A. – Site Plan

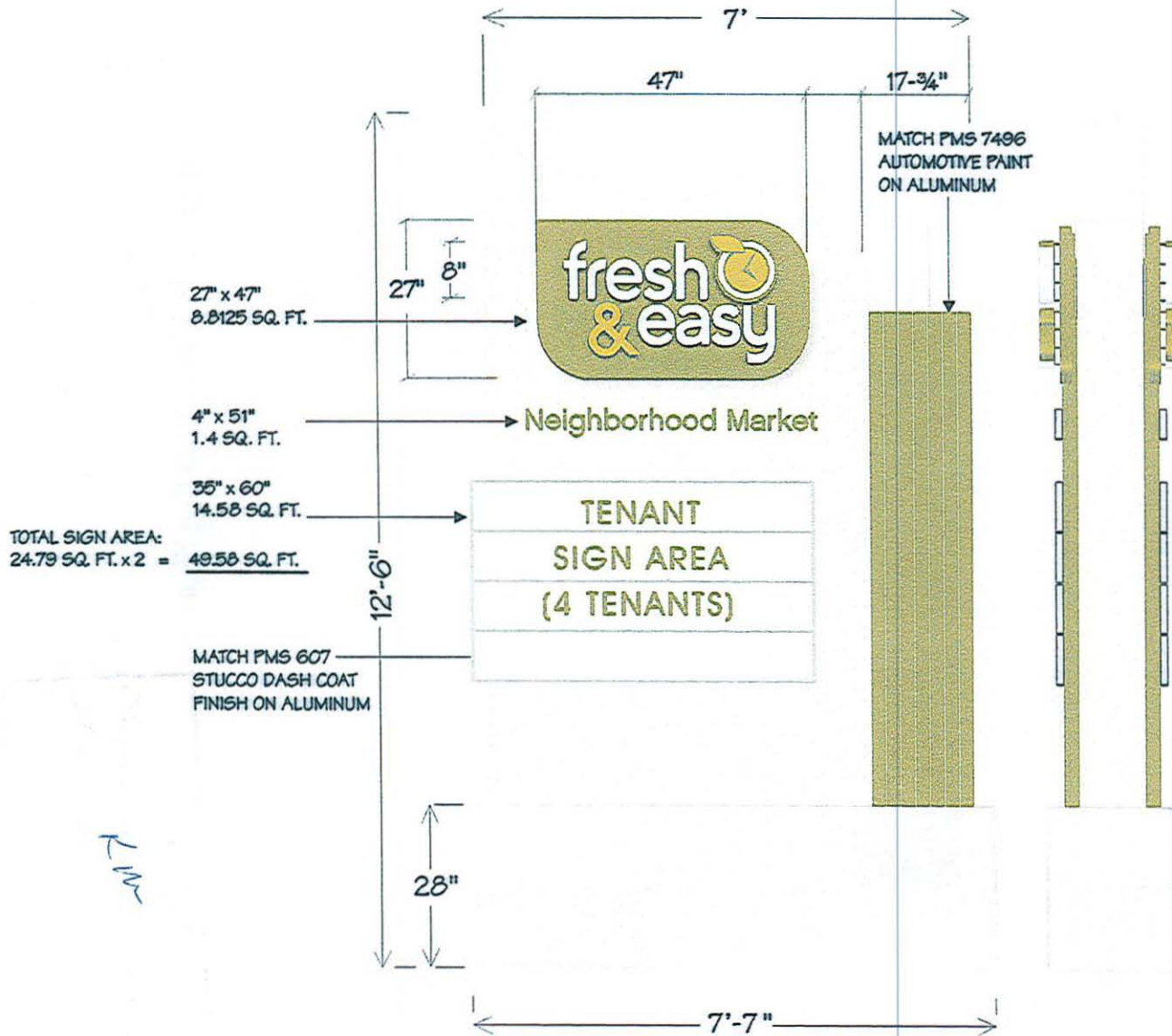


Km

Exhibit B. – Free Standing Sign

KW

FREESTANDING SIGN



PUSH-THRU PLEX LOGO & 'NEIGHBORHOOD MARKET'
FOR FACE AND HALO ILLUMINATION -
DOWNWARD LIGHT ONTO REVEAL FOR REVEAL/
HOURS ILLUMINATION

LETTERS 'FRESH EASY'
FACES: 3/16" WHITE SG MODIFIED ACRYLIC
TRIMCAP: 1" WHITE
RETURNS: .040 ALUMINUM PAINTED PMS 7496
BACKS: .177 CLEAR POLYCARBONATE
W/ 2ND SURFACES GREEN CAST VINYL (26)
ILLUMINATION: WHITE GELCORE ULTRA LED'S

LETTERS 'E'
FACES: 3/16" WHITE SG MODIFIED ACRYLIC
TRIMCAP: 1" GREEN PAINTED PMS 7496
RETURNS: .040 ALUMINUM PAINTED PMS 7496
BACKS: .177 CLEAR POLYCARBONATE
W/ 2ND SURFACES GREEN CAST VINYL (26)
ILLUMINATION: WHITE GELCORE ULTRA LED'S

CLOCK LOGO
FACES: 3/16" WHITE SG MODIFIED ACRYLIC
WITH APPLIED GREEN CAST VINYL (136) AND
VMD CAST GREEN VINYL (156)
TRIMCAP: 1" GREEN PAINTED PMS 7496
RETURNS: .040 ALUMINUM PAINTED PMS 7496
BACKS: .177 CLEAR POLYCARBONATE
W/ 2ND SURFACE GREEN CAST VINYL (26)
ILLUMINATION: WHITE GELCORE ULTRA LED'S

BACKGROUND PANEL
PANEL FACE: .125 ALUMINUM PAINTED PMS 7496 SATIN FINISH
PANEL RETURNS: .063 ALUMINUM PAINTED PMS 7496
ILLUMINATION: GREEN EXCEL LED SYSTEM HALO AROUND
PERIMETER HIDDEN IN FABRICATED CHANNEL W/ .177 CLEAR
LEXAN COVER

STONE VENEER TO MATCH BUILDING

TENANT SIGN PANELS - QTY (4)
APPROXIMATELY 8" x 60" (FIELD VERIFY)
OPAQUE .063 ROUTED ALUMINUM FACES
1/2" THICKNESS "PUSH THROUGH" ACRYLIC LETTERING
MAXIMUM LETTER SIZE: 5 INCHES

LM

Exhibit C. – Project Identification Sign

KW

page 16

page 17

PROJECT IDENTIFICATION SIGN

3.11 SQ. FT.	"SHOPS" 7" x 64"
12.05 SQ. FT.	"COLLEGE PARK" 14" x 124"
<u>+11.61 SQ. FT.</u>	"TENANT DIRECTORY 8" x 209"
27 SQ. FT.	TOTAL PROJECT IDENTITY SIGN SQUARE FOOTAGE



"SHOPS" 7" ALUMINUM "TRAJAN" REVERSE CHANNEL LED WITH OPAQUE FAUX PATINA FACES
 "COLLEGE PARK" 14" ALUMINUM "TRAJAN" REVERSE CHANNEL LED WITH OPAQUE FAUX PATINA FACES
 8" x 209" ALUMINUM ILLUMINATED TENANT DIRECTORY CABINET WITH
 1/2" "PUSH THROUGH" ACRYLIC LETTERING / OPAQUE FAUX PATINA FACE
 STUCCO AND TAN SANDSTONE VENEER (TO MATCH BUILDING) OVER CONCRETE BLOCK

Km

Exhibit D. - Fresh & Easy Attached Signs

KM

Page 18

