

AIRPORT MARINA SHOPPING CENTER

5TH STREET @ VICTORIA AVENUE
OXNARD, 93030

SIGN PROGRAM

#89



APPROVED	
BY:	<i>J. Kessler</i>
DATE:	<i>2/5/14</i>
CITY OF OXNARD PLANNING	

13-140-41

*Supersedes all
other sign programs.*

Sign Program: Airport Marina Center

Individual Tenant Signs (Building Signs) - Sign Type A

1. Internally illuminated metal channel letters with no exposed raceways.
2. The length of each tenant's building sign shall not exceed 70% of the store lease frontage.
3. Registered logos are permitted and not to exceed a height of 18" and a width of 18".
Registered logos are permitted and not to exceed a height of 28" and a width of 31" on Building F only.
4. The height of the letters shall not exceed 18" (one line of letters) or 8" (two rows of letters, with maximum 2" between rows).
5. Signs to be centered horizontally and vertically on sign band or arch element. (See elevation drawing)
6. Signs on tower elements allowed with landlord approval.
7. Letter faces: White with translucent vinyl overlay (if other than white letters) or colored acrylic.
8. Trimcap: 3/4"
9. Letter style: Tenant's choice.
10. Awning signs allowed on Building C only (as part of allowable building sign area), as approved by PZ 09-140-51.

Location	Sign area on Awnings (number of awnings & location)	Total area (sq ft)
West elevation (principal)	8 sq ft (1 @ window below arch) (+ Existing 30 sq ft sign)	38
NW Tower	6 sq ft (1; above center window)	6
North elevation	8 sq ft (1 @ window below arch)	8
East elevation	30 sq ft (1 above main entry)	30
South elevation	6 sq (2 @ 3 sq ft above windows + 4 w/o signs)	6
SW Tower	6 sq ft (1; above center window)	6
Total area of signs for Pirales		94

Note: A business with second building frontage facing a pedestrian walkway (as designated below) may have signs on that frontage. Sign area for secondary frontage is calculated at 1/2 square foot of sign area per foot of building frontage, and the sign length may not exceed 70% of the lease frontage. Sign area calculated from the secondary frontage can only be used on the secondary frontage and not carried over to another elevation.

Primary frontage:

Building B - West elevation
 Building C - West elevation
 Building D - South elevation
 Building E - South elevation
 Building F - South elevation

Secondary frontage:

Building B - North, South and East elevations
 Building C - North, South and East elevations
 Building D - West elevation
 Building E - West elevation
 Building F - North elevation

Freestanding signs shall be as shown on Exhibits A & B, with the locations as shown on site plans for parcels 1 and 3, respectively.

**Sign Program:
Airport Marina Center**

Individual Tenant Signs (Tower Signs) - Sign Type B

1. Internally illuminated metal channel letters with no exposed raceways.
2. The length of each tenant's building sign shall not exceed 70% of the tower fascia.
3. Registered logos are permitted and not to exceed a height of 18" and a width of 18".
4. The height of the letters shall not exceed 30" (one line of letters) or 15" (two rows of letters, with maximum 2" between rows).
5. Signs to be centered horizontally and vertically on tower. (See elevation drawing)
6. Signs on tower elements allowed with landlord approval.
7. Letter faces: White with translucent vinyl overlay (if other than white letters) or colored acrylic.
8. Trimcap: 3/4"
9. Letter style: Tenant's choice.
10. Awning signs allowed on Building C only (as part of allowable building sign area), as approved by PZ 09-140-51.

Location	Sign area on Awnings (number of awnings & location)	Total area (sq ft)
West elevation (principal)	8 sq ft (1 @ window below arch) (+ Existing 30 sq ft sign)	38
NW Tower	6 sq ft (1; above center window)	6
North elevation	8 sq ft (1 @ window below arch)	8
East elevation	30 sq ft (1 above main entry)	30
South elevation	6 sq (2 @ 3 sq ft above windows + 4 w/o signs)	6
SW Tower	6 sq ft (1; above center window)	6
Total area of signs for Pirales		94

Note: A business with second building frontage facing a pedestrian walkway (as designated below) may have signs on that frontage. Sign area for secondary frontage is calculated at 1/2 square foot of sign area per foot of building frontage, and the sign length may not exceed 70% of the lease frontage. Sign area calculated from the secondary frontage can only be used on the secondary frontage and not carried over to another elevation.

Primary frontage:

- Building B - West elevation
- Building C - West elevation
- Building D - South elevation
- Building E - South elevation
- Building F - South elevation

Secondary frontage:

- Building B - North, South and East elevations
- Building C - North, South and East elevations
- Building D - West elevation
- Building E - West elevation
- Building F - North elevation

Freestanding signs shall be as shown on Exhibits A & B, with the locations as shown on site plans for parcels 1 and 3, respectively.

SIGN AREA CALCULATION: AIRPORT MARINA CENTER

	BLDG FRONTAGE (ft)	X	ALLOWABLE SIGN AREA	BLDG FRONTAGE (ft)	MAX LENGTH 70%	MAX SIGN AREA 1.5'	REMAINING FOR FREESTANDING SIGN (sq ft)^
PARCEL 2 FACING VICTORIA AVE.							
BUILDING C Primary Elevation*	75	x2=	150	75	52.5	78.75	71.25
BUILDING C Secondary Elevation*	235	x1/2=	117.5	235	164.5	246.75	
BUILDING B Primary Elevation	115	x2=	230	115	80.5	120.75	109.25
BUILDING B Secondary Elevation	210	x1/2=	105	210	147	220.5	
TOTALS (SQUARE FEET)	635		602.5				
FREESTANDING SIGN A						79.78 per side x2	159.56
PARCEL 4 FACING 5TH ST.							
BUILDING D Primary Elevation	388	x2=	776	388	271.6	407.4	368.6
BUILDING D Secondary Elevation	61	x1/2=	30.5	61	42.7	64.05	
BUILDING E Primary Elevation	154	x2=	308	154	107.8	161.7	146.3
BUILDING E Secondary Elevation	82	x1/2=	41	82	57.4	86.1	
BUILDING F Primary Elevation	180	x2=	360	180	126	189	171
BUILDING F Secondary Elevation	180	x1/2=	90	180	126	189	
TOTALS (SQUARE FEET)	1045		1605.5				
FREESTANDING SIGN B						90.31 per side x2	180.62

*Awning signs for Building C approved by PZ 09-140-51, part of Building C sign total area.

^Allowable sign area minus max sign area.

Notes: Secondary elevations' sign area is calculated at 1/2 sq ft per linear foot of building frontage.

Secondary sign area can only be used on the secondary elevation from which it is calculated.

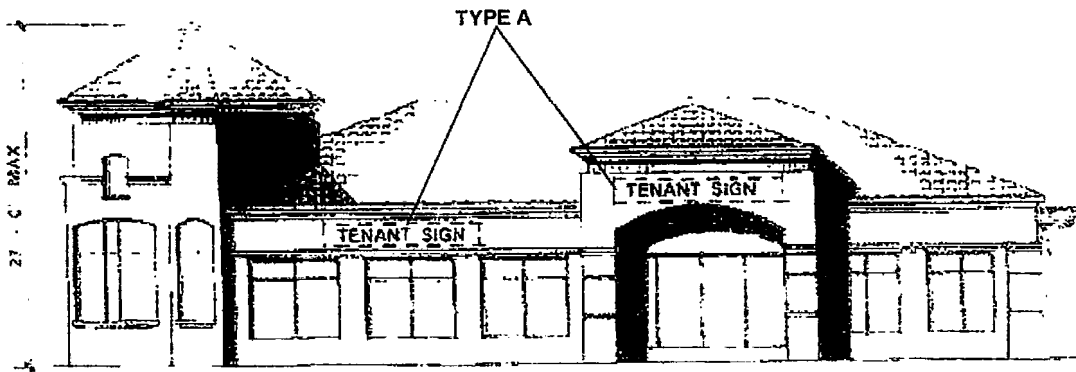
Since the allowable sign area of the secondary signs is less than the length of the building, no "unused" sign area is available from these elevations.

MAX 70% OF SHOP FRONT FOOTAGE

SHOES GALORE!

MAX 18" (ONE LINE)
OR 8" (TWO LINES)

30" FASCIA



TENANT SIGNS TYPE A

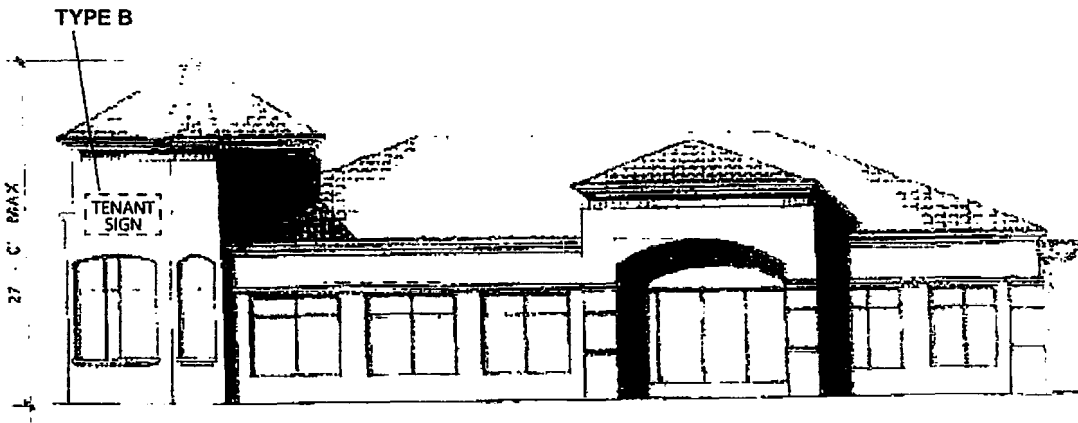
Airport Marina Shopping Center Sign Program

MAX 70% OF TOWER FASCIA

SHOES GALORE

MAX 30" (ONE LINE)
OR 15" (TWO LINES)

32" FASCIA

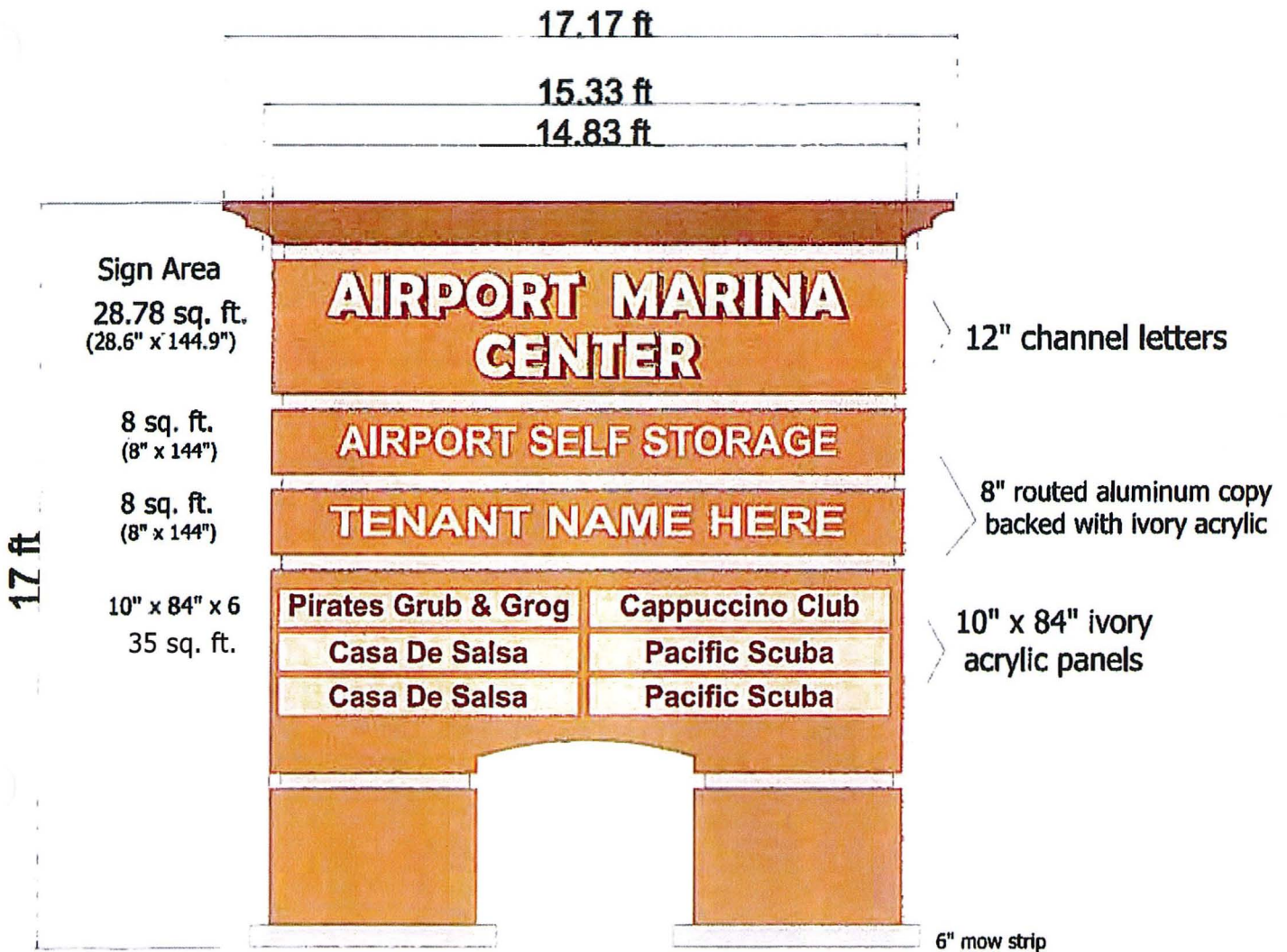


TENANT SIGNS TYPE B



**AIRPORT MARINA
SHOPPING CENTER**

SIGNPROGRAM: | FREESTANDING SIGN



Sign A
(Victoria Ave.)

Internally illuminated, aluminum 2-sided monument sign with 2 sets of channel letters (AIRPORT MARINA CENTER), routed aluminum panels backed with plex, (AIRPORT SELF STORAGE AND TENANT NAME HERE), and ivory acrylic panels with vinyl copy, (Pirates, Cappuccino etc...), Specifications are as follows:

"Airport Marina Center" will be in individual channel letters ivory acrylic faces (acrylite # 047), burgundy 3/4" trim cap and 4" burgundy returns (pantone #188C).

The two major tenants will have routed copy backed with ivory acrylic (acrylite #047) with copy height and length not to exceed 8" x 144" in a single line of text.

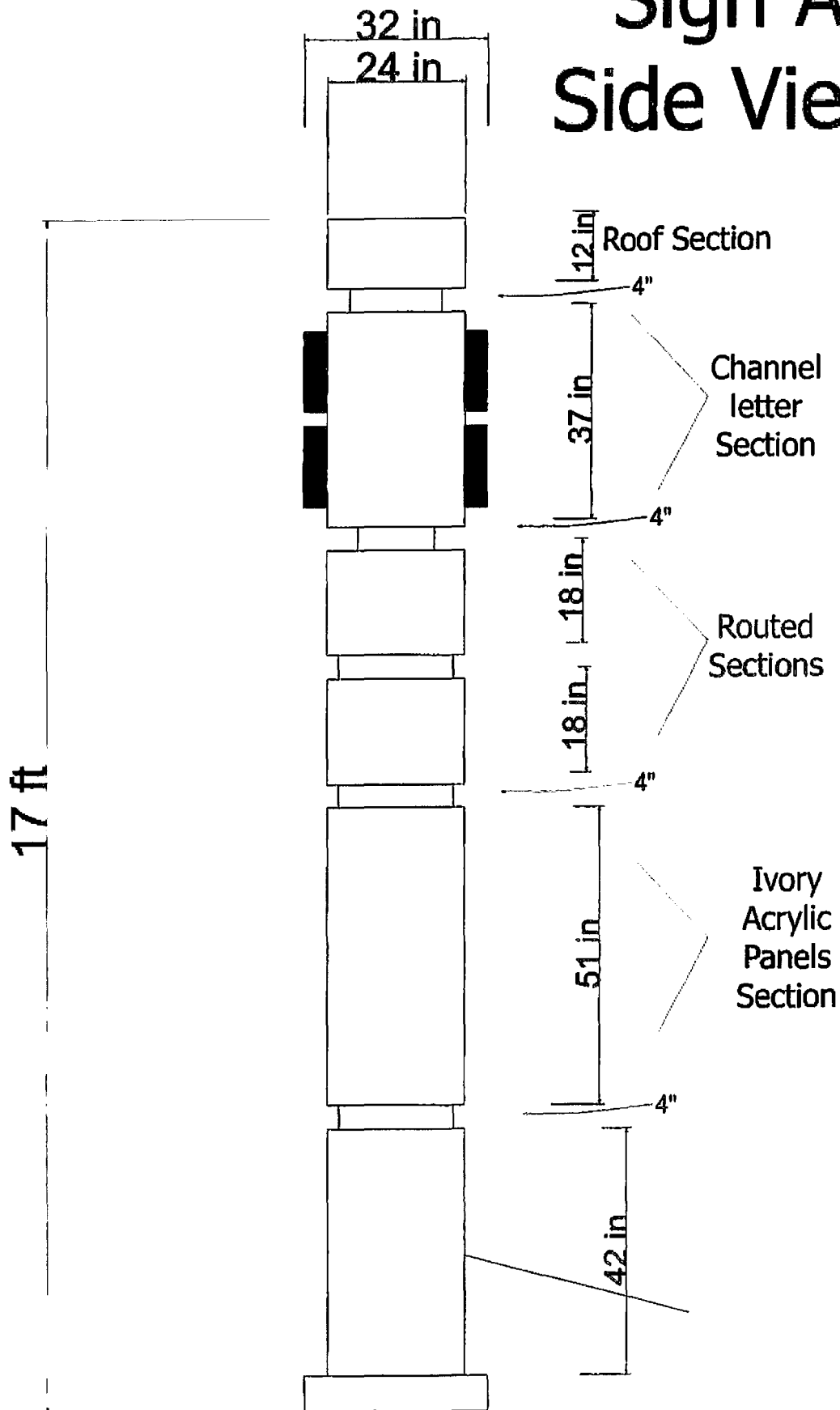
The minor tenants will have ivory acrylic panels measuring 10" x 84" with a first surface mounted 3M burgundy translucent vinyl (pantone #188C) overlay. All copy height is not to exceed 6" in a single line of text and not exceed 80" in length.

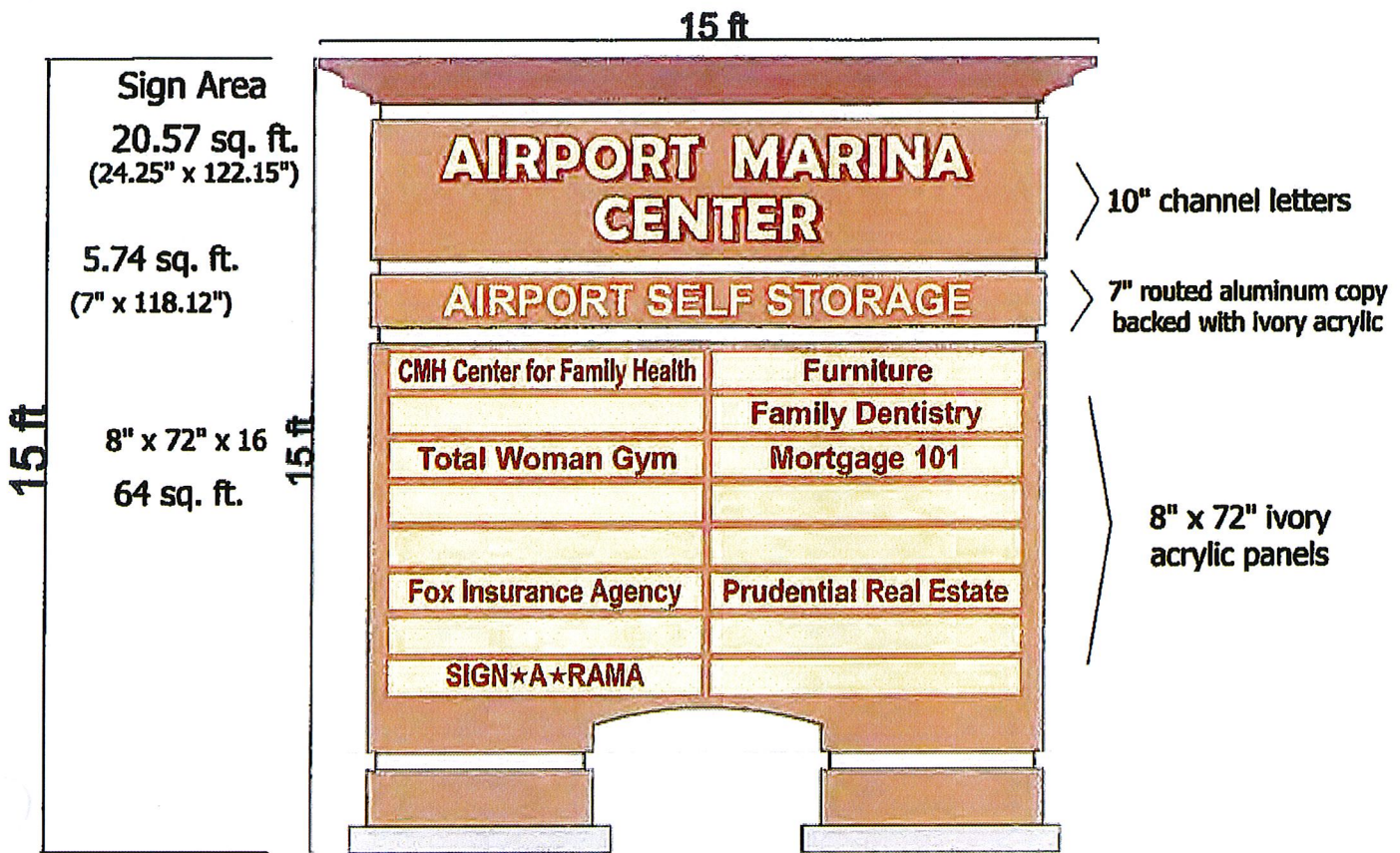
Overall size of each pylon sign is 17' tall x 17.17' wide. The signs have a stucco finish with all colors and architectural elements to match the existing center.

Total square footage of each structure is 291.89 sq. ft.

Total square footage of Sign A sign area only is 79.78 sq. ft per side.

Sign A Side View





Sign B
(Facing West on 5th Street)

Internally illuminated, aluminum 2-sided monument sign with 2 sets of 10" channel letters (AIRPORT MARINA CENTER), routed aluminum panels backed with plex, (AIRPORT SELF STORAGE) and Ivory acrylic panels with vinyl copy, (Furniture, Family Dentistry etc...), Specifications are as follows:

"Airport Marina Center" will be in individual channel letters ivory acrylic faces (acrylite # 047), burgundy 3/4" trim cap and 4" burgundy returns (pantone #188C).

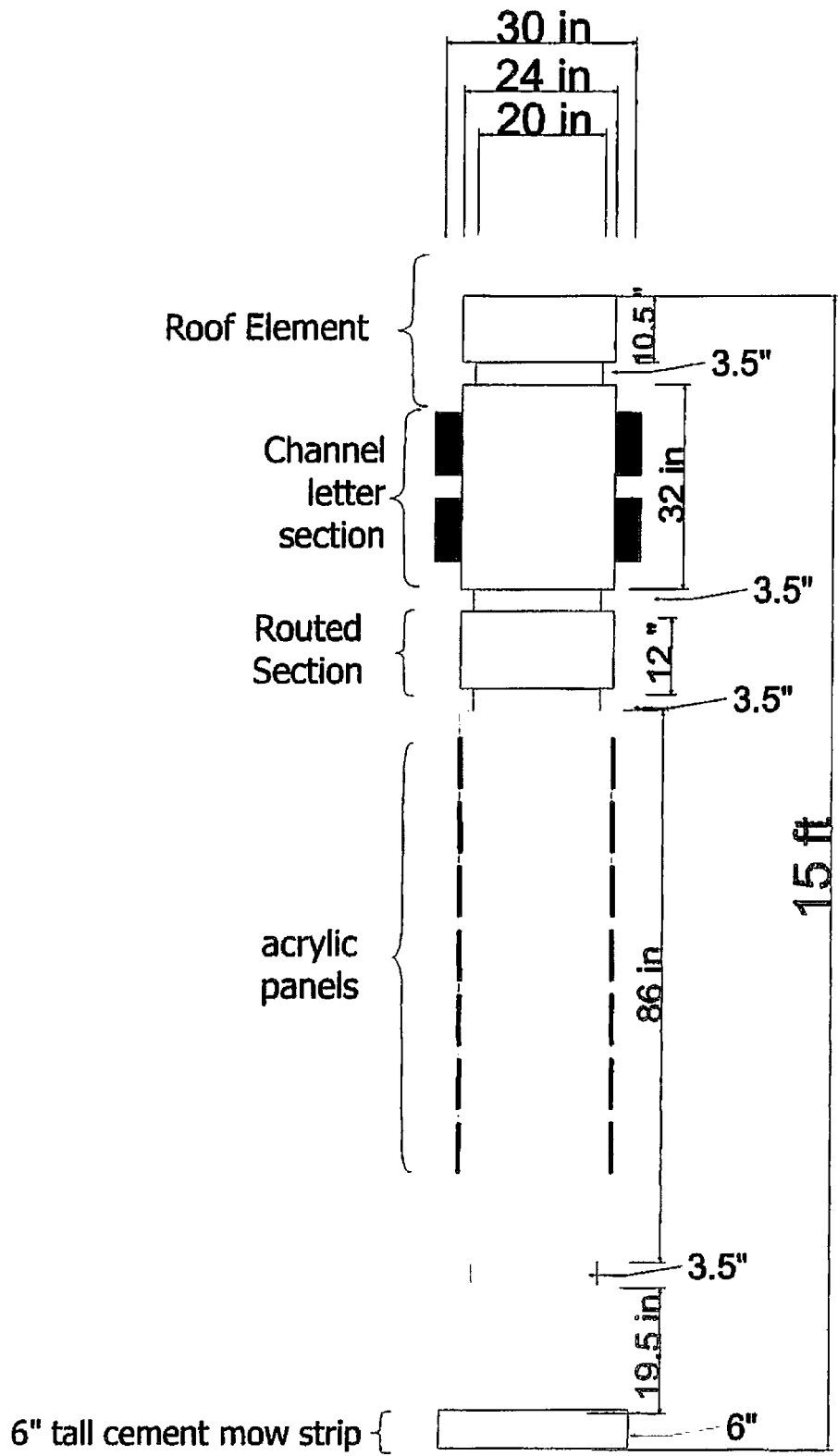
The major tenant will have routed copy backed with ivory acrylic (acrylite #047) with copy height not to exceed 7" in a single line of text.

The minor tenants will have ivory acrylic panels measuring 8" x 72" with a first surface mounted 3M burgundy translucent vinyl (pantone #188C) overlay. All copy height is not to exceed 5" in a single line of text.

Overall size of each pylon sign is 15' tall x 15' wide. The sign have a stucco finish with all colors and architectural elements to match the existing center.

Total square footage of each structure is 225 sq. ft.

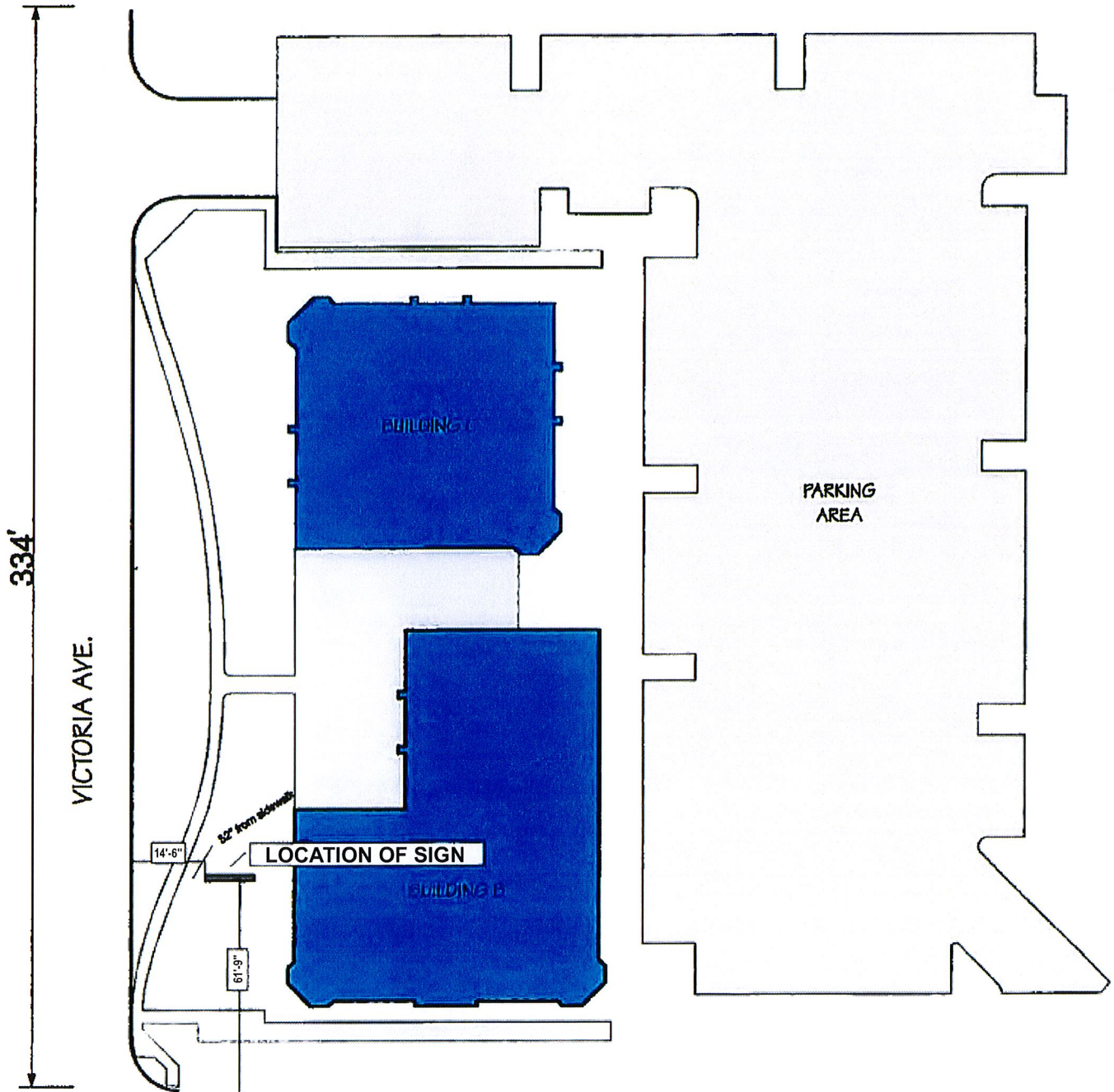
Total square footage of the sign area only is 90.31 sq. ft per side



Sign B Side View
 (Facing West on 5th Street)

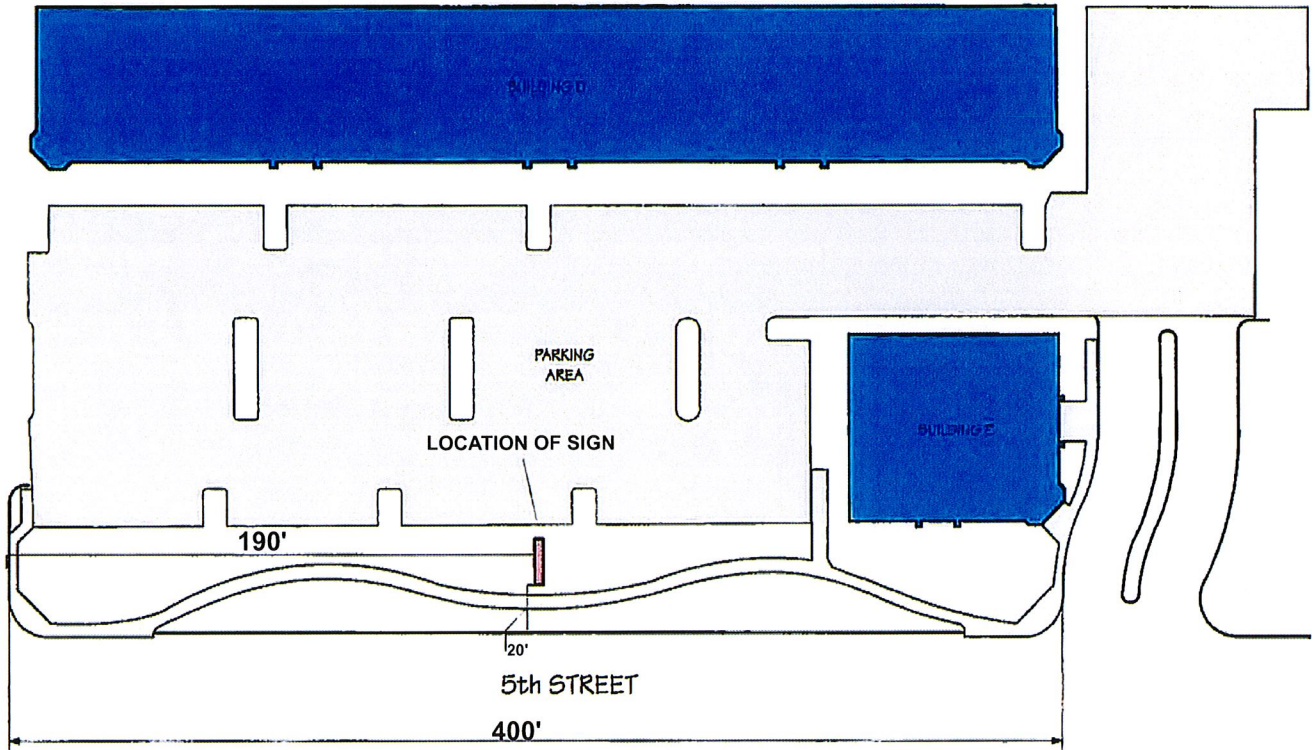
Site Plan for Sign A

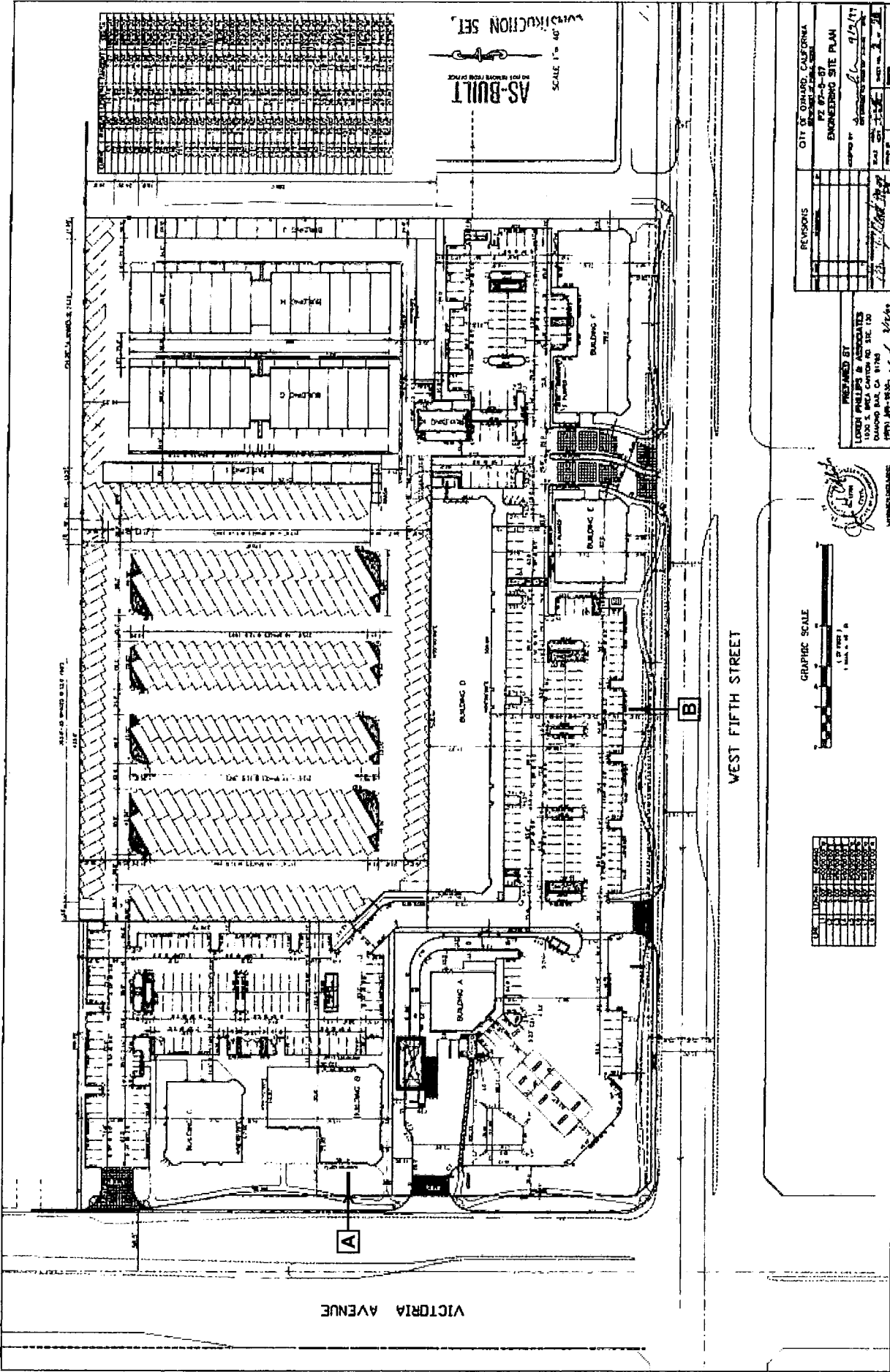
PARCEL 1



Site Plan for Sign B

PARCEL 3





Sign A (Facing South on Victoria Ave.)



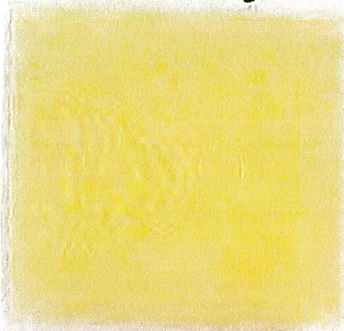
Sign B (Facing West on 5th Street)



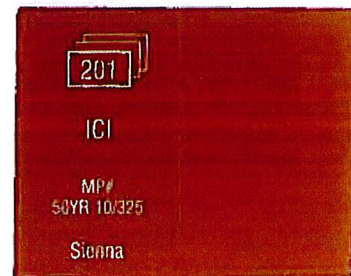
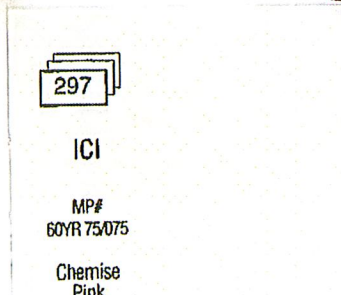
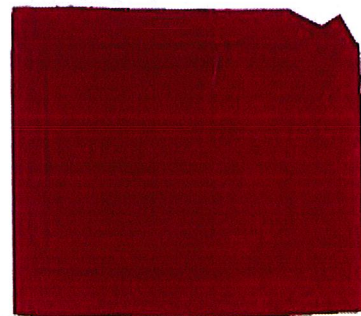
AIRPORT MARINA CENTER

SAMPLE BOARD

Acrylite #47
Ivory



3M Translucent
vinyl



Paint colors