

Oxnard Retail Shops Sign Program

APPROVED
BY: _____
DATE: <u>1/29/09</u>
CITY OF OXNARD PLANNING

PZ 08-140-39

OXNARD RETAIL SHOPS

S I G N P R O G R A M

2341-2381 N. Vineyard

Oxnard Retail Shops Sign Program

PROJECT DIRECTORY

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OXNARD, CA 92627

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A. INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the owner.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the city.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

B. GENERAL LANDLORD/TENANT REQUIREMENTS:

1. Each tenant shall submit to landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.

2. The landlord shall determine and approve the availability and position of a tenant name on any ground sign(s).

3. The tenant shall pay for all signs, related materials and installation fees (including final inspection costs).

4. The tenant shall obtain all necessary permits.

5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.

6. It is the responsibility of the Tenants sign company to verify all conduit and transformer locations and service access prior to fabrication.

7. Should a sign be removed, it is the Tenant's responsibility to patch all holes and paint surface to match the existing color.

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C. GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. Label.
3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a semi gloss finish. Only paint containing acrylic polyurethane products can be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles shall not be acceptable. The Owner reserves the right to reject any fabrication work deemed to be below standard .
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or race ways will be allowed.
10. Signs must be made of durable rust -inhibited materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in 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.
13. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing, or neon crossovers of any type are not permitted.

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D. SIGNAGE SPECIFICATIONS:

The intent of this criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project.

The following types of construction will be allowed:

- Acrylic face channel letters
- Through face and halo channel letters
- Reverse pan channel letters
- Open pan channel letters
- Push thru letters and logos in aluminum cabinets
- Logo modules with applied vinyl graphics.
- Flat cut out dimensional shapes and accents
- Metal screen mesh

The use of at least two types of the above to be incorporated into each sign design is encouraged.

The idea of using dissimilar materials and creating signs with varying colors, layers and textures will create an exciting and appealing retail environment.

The use of dimensional and layered icons is also encouraged.

Stacked copy is permitted

Ascending and descending shapes shall not be included in allocated square footage except for the area they occupy.

All tenants who have leased space adjacent to building storefront shall be allocated at least one sign for each building wall face

The length shall not exceed 70% of tenants leased premises adjacent to storefront

See page 14 for allowable square footage for each tenant space

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E. PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard

No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

2. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

3. Painted letters will not be permitted.

4. Wall signs may not project above the top of a parapet, the roof line at the wall, roof line or attached to the building.

5. There shall be no signs that are flashing, moving or audible.

6. Signs must be architecturally compatible with the entire center.

7. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached Exhibit for minor and major tenants.

8. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful activity are prohibited.

9. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

10. Banners used for Advertising Purposes:

Temporary banners, or a combination of same constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Municipal Code requirements, Landlord's, and City approval, and with an approved temporary use permit.

11. Billboard Signs are not permitted.

12. The use of permanent sale sign is prohibited.

F. ABANDONMENT OF SIGNS:

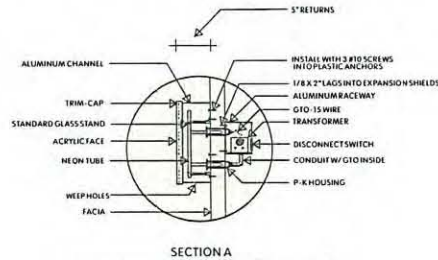
Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

G. INSPECTION:

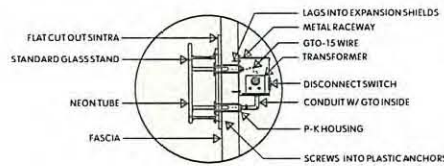
Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

ultrasigns
ELECTRICAL ADVERTISING

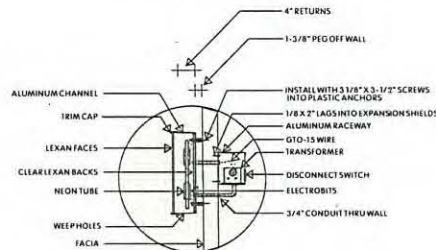
Oxnard Retail Shops Sign Program



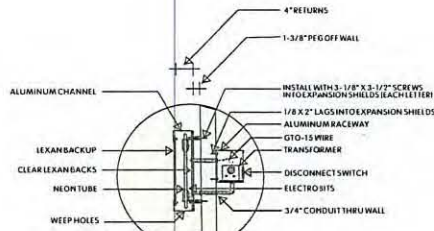
SECTION A
SIGN TO BE UL APPROVED AND BEAR UL LABEL
LEXAN FACED CHANNEL LETTERS
PK HOUSINGS



SECTION B
SIGN TO BE UL APPROVED AND BEAR UL LABEL
EXPOSED NEON WITH SINTRA BACKS



SECTION C
SIGN TO BE UL APPROVED AND BEAR UL LABEL
LEXAN FACED CHANNEL LETTERS
THROUGH FACE AND HALO ILLUMINATION



SECTION D
SIGN TO BE UL APPROVED AND BEAR UL LABEL
REVERSE PAN CHANNELS
THROUGH FACE AND HALO ILLUMINATION

SECTION A

New single faced internally illuminated Lexan faced channel letter display.
Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish.
Faces use translucent Lexan with 3/4" bronze trim cap, illuminate with 30 ma neon.
Paint 5" deep returns duronodic bronze.

SECTION B

New single faced illuminated wall display.
Use multi layered flat cut out 1/2" Sintra graphics with applied neon overlays.
Flush mount Sintra to wall. Paint Sintra Matthews (or equivalent) semi gloss acrylic polyurethane.
Use neon overlays with PK type housings.

SECTION C

New single faced internally illuminated Lexan faced channel letter display with through face and halo illumination.
Use standard aluminum construction with Matthews (or

equivalent) semi gloss acrylic polyurethane finish.
Faces use Lexan with 3/4" trim cap. Illuminate with 30 ma neon through face and halo.
Paint returns duronodic bronze.

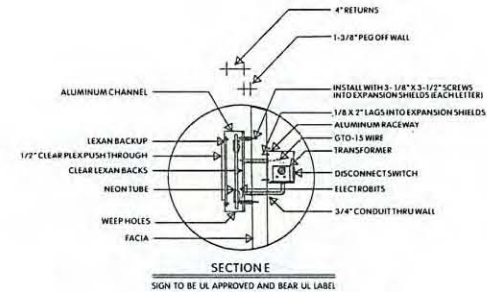
SECTION D

New single faced internally illuminated aluminum faced channel letter display with through face and halo illumination.
Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish.
Route out where graphics occur and back up with Lexan. illuminate with 30 ma neon through face and halo.
Paint aluminum face and returns.

SECTION E

Same as "D" except route out where graphics occur and push through 1/2" clear plex with applied vinyl overlays.

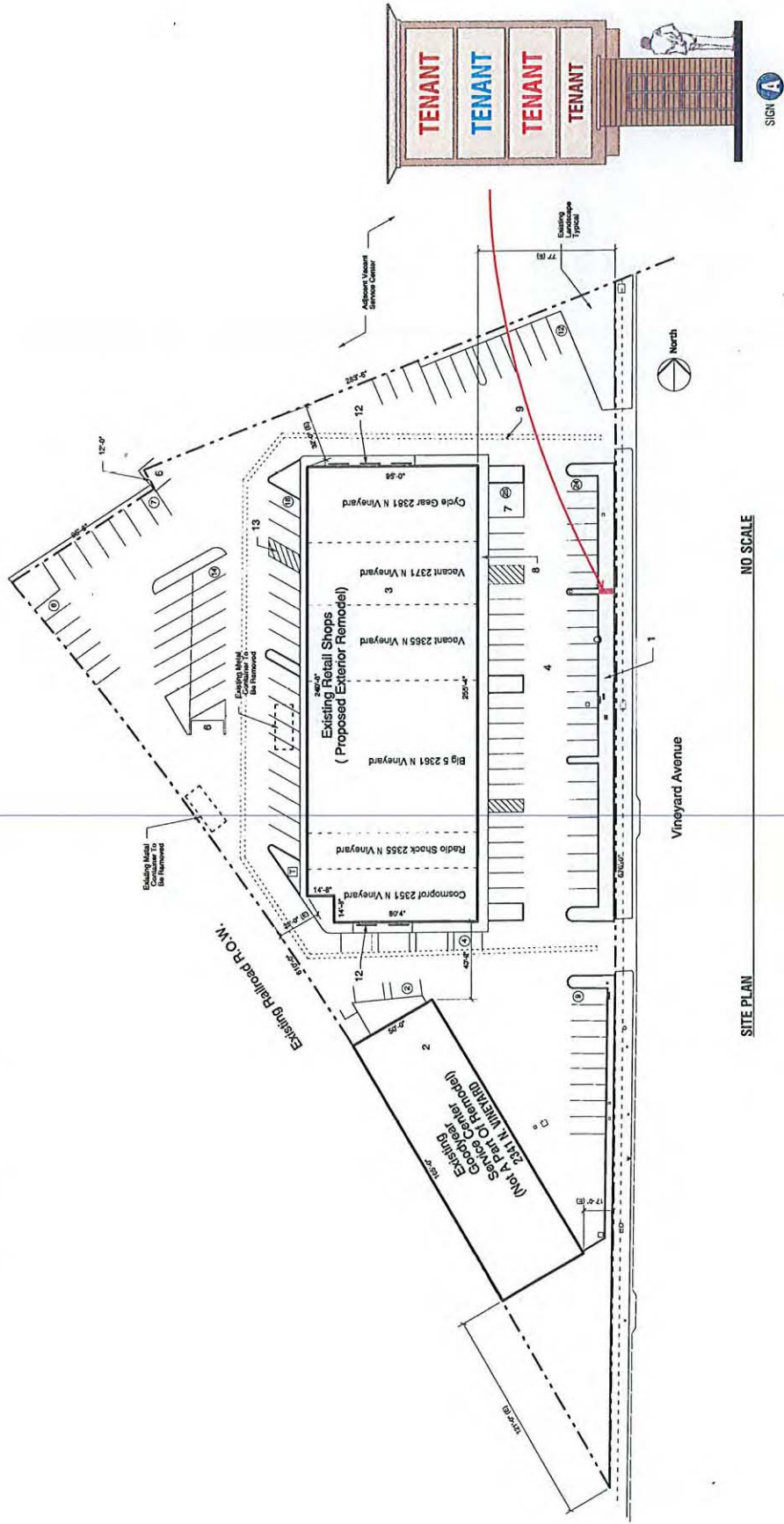
Note: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



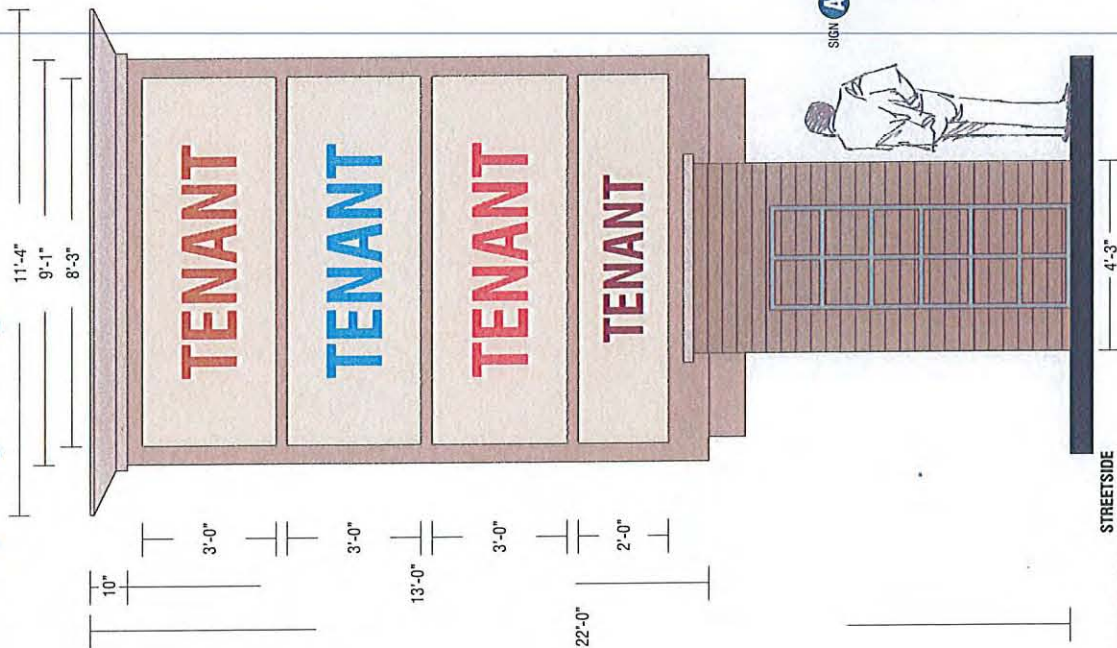
SECTION E
SIGN TO BE UL APPROVED AND BEAR UL LABEL
REVERSE PAN CHANNELS
THROUGH FACE AND HALO ILLUMINATION
PUSH THROUGH GRAPHICS

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Ornard Retail Shops Sign Program



Ormand Retail Shops Sign Program



A SIGN

NEW DOUBLE FACED INTERNALLY ILLUMINATED LEAN FACED PRIMARY
 I.D. GROUND DISPLAY 90 square feet
 SCALE 3/8" = 1'-0"
 USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME.
 EXISTING STEEL PIPE SUPPORT INTO CEMENT FOOTING TO BE RE-USED,
 SIGN TO BE UL APPROVED AND BEAR UL LABEL,
 VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.

NOTE:
 ACTUAL CONDITIONS TO
 BE FIELD VERIFIED.

EXISTING CONDITIONS SCALE: 1/4" = 1'-0"



Oxnard Retail Shops Sign Program

MAXIMUM 75%
OF ADJACENT SURFACE LENGTH

SEE ALLOWABLE
SIGNAGE CHART
ON PAGE 14

SHOP TENANT

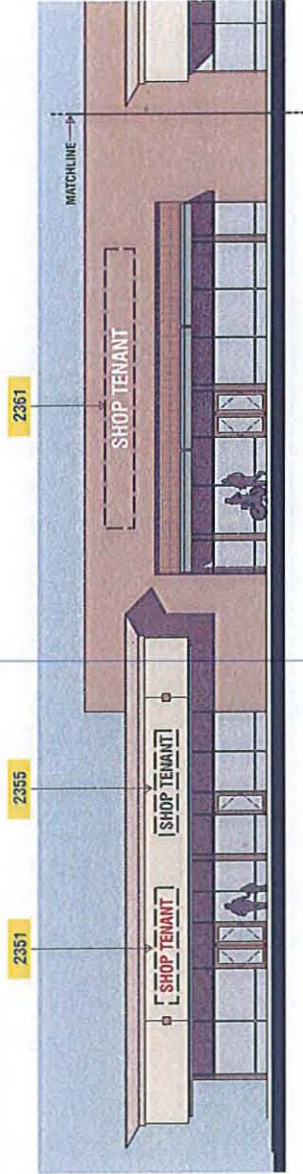
SIZE: SEE PAGE 14 FOR ALLOWABLE SQUARE FOOTAGE
MATERIALS: VARIETY OF TYPE PER SIGN CRITERIA
ILLUMINATION: YES
COPY: TENANT NAME AND / OR LOGO
HEIGHT: SEE ALLOWABLE SIGNAGE CHART ON PAGE 13
LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE
TYPEFACE: CUSTOM LOGO AND TYPE OK
COLORS: CUSTOM COLORS OK
SECONDARY SIGNS: NO



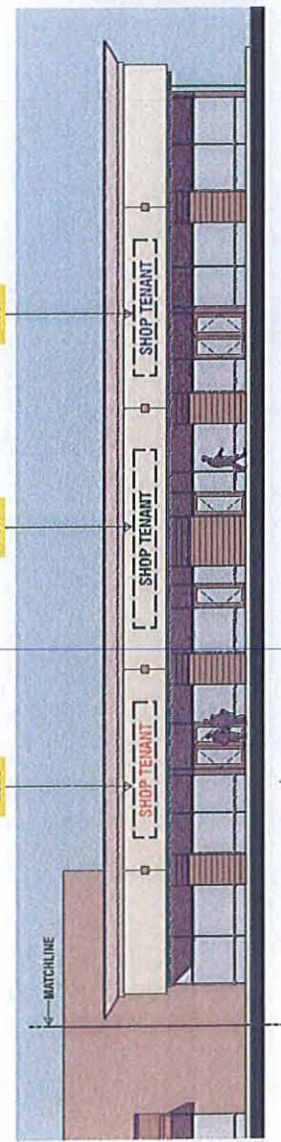
TYPICAL SHOP TENANT ELEVATION SCALE 1/16" = 1'-0"

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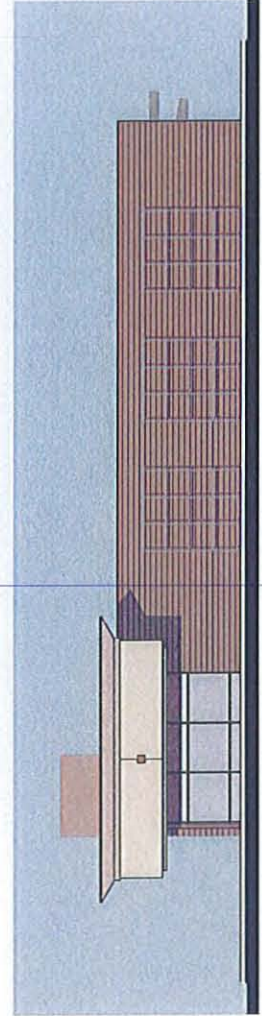
Ormand Retail Shops Sign Program



EAST ELEVATION
SCALE: 1/16" = 1'-0"



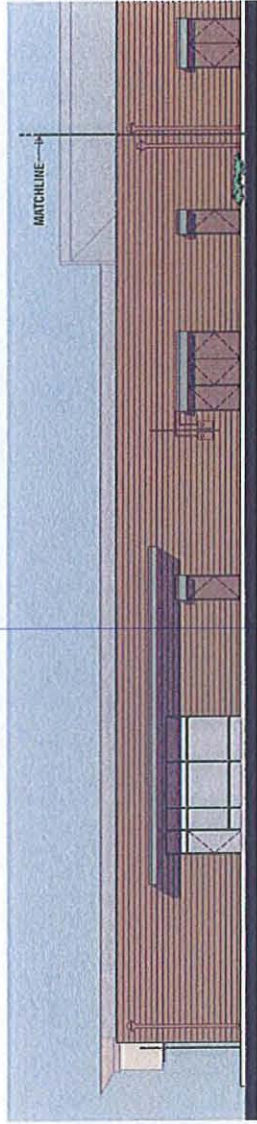
EAST ELEVATION
SCALE: 1/16" = 1'-0"



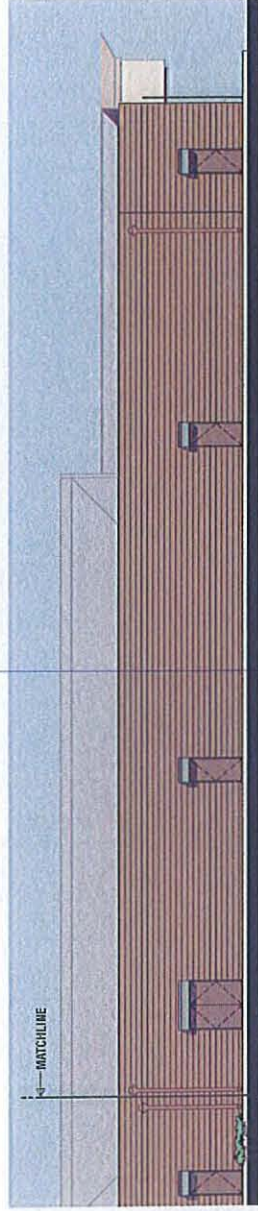
NORTH ELEVATION
SCALE: 1/16" = 1'-0"

NOTE:
NO SIGNAGE ALLOWED ON
NORTH ELEVATION.

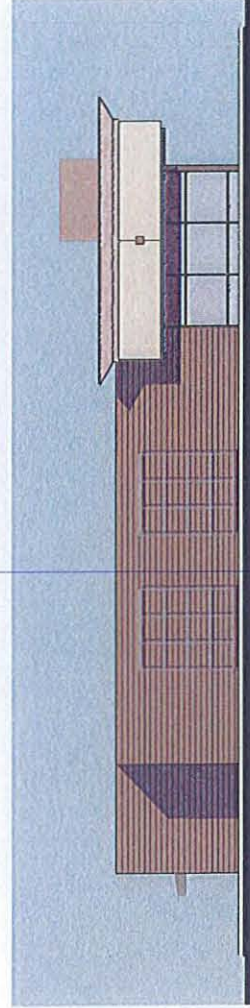
Onward Retail Shops Sign Program



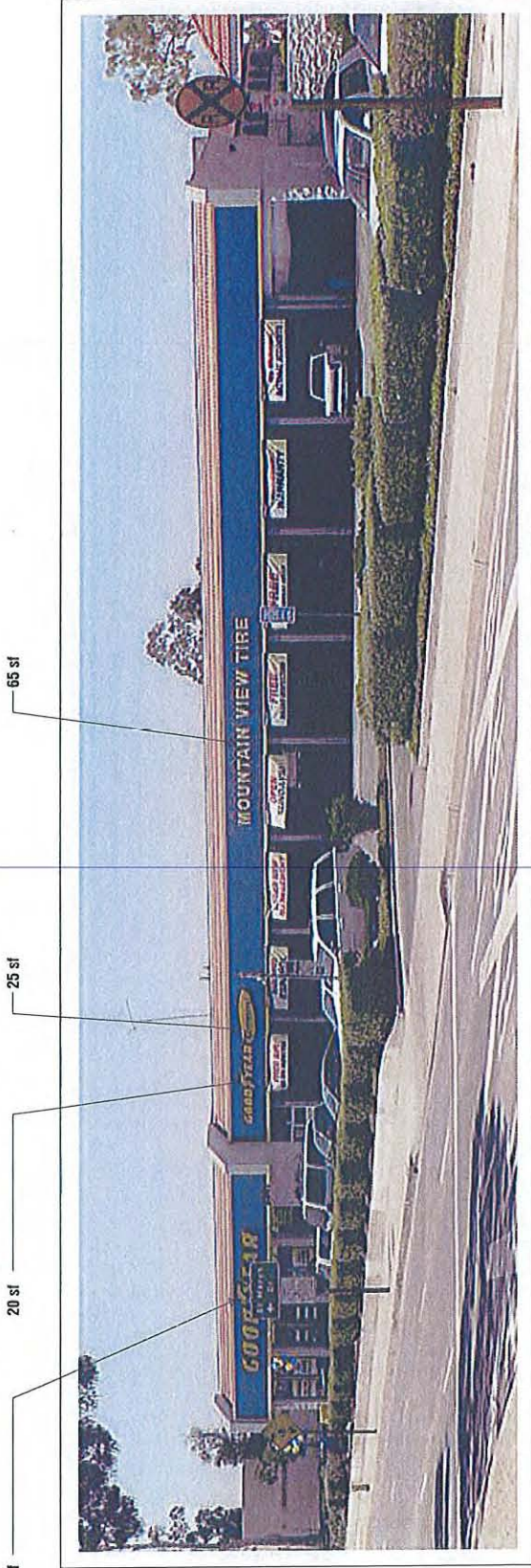
NOTE:
NO SIGNAGE ALLOWED ON
WEST ELEVATION.



NOTE:
NO SIGNAGE ALLOWED ON
SOUTH ELEVATION.



Ormand Retail Shops Sign Program



NO SCALE

FRONT ELEVATION



NO SCALE

LEFTSIDE ELEVATION

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ALLOWABLE SIGNAGE CHART		
2341 N. VINEYARD	4'-0" MAXIMUM SIGN HEIGHT	260.00 SQUARE FEET
2351 N. VINEYARD	3'-0" MAXIMUM SIGN HEIGHT	50.00 SQUARE FEET
2355 N. VINEYARD	3'-0" MAXIMUM SIGN HEIGHT	35.00 SQUARE FEET
2361 N. VINEYARD	4'-0" MAXIMUM SIGN HEIGHT	130.00 SQUARE FEET
2365 N. VINEYARD	3'-0" MAXIMUM SIGN HEIGHT	65.00 SQUARE FEET
2371 N. VINEYARD	3'-0" MAXIMUM SIGN HEIGHT	55.00 SQUARE FEET
2381 N. VINEYARD	3'-0" MAXIMUM SIGN HEIGHT	65.00 SQUARE FEET
	TOTAL SQUARE FOOTAGE	660 SQUARE FEET
	GROUND SIGN SQUARE FOOTAGE	180 SQUARE FEET
	TOTAL SITE SQUARE FOOTAGE	840 SQUARE FEET

TOTAL ALLOWABLE SIGNAGE PER CODE	840 SQUARE FEET
TOTAL ALLOWABLE SIGNAGE PER CRITERIA	840 SQUARE FEET