

### 3.4 SIGN PROGRAM

All signs in this Sign Program shall conform to the work, spirit and intent of the Oxnard City Code, unless stated otherwise.

#### 3.4.1 Purpose and Intent

The purpose of this Planned Sign Program is to provide for adequate and attractive directional information along with identification of buildings and businesses by ensuring proper design, location and maintenance of all signs and graphics within McInnes Ranch Business park.

The intent of this program is to produce uniform standards for all exterior signing to establish continuity, consistency and overall harmony with the visual quality of McInnes Ranch Business park.

Signing setbacks will be required at all intersections and curb cuts in conformance with the Caltrans Highway Design Manual as acceptable to the Public Works and Planning Departments. Driveways will be treated as private roads for sight distance purposes. All traffic control signs in public streets shall conform to the applicable Caltrans and City of Oxnard standards in construction, erection and placement.

#### 3.4.2 Maintenance

All signs within McInnes Ranch Business Park shall be maintained in an as-new condition. Project management shall make periodic inspections of all signs on site. Any deficiencies shall be immediately corrected by the person(s) or business responsible for the maintenance of said sign or signs.

#### 3.4.3 Approvals

A master sign program shall be submitted to the City for approval of the Community Development Director prior to occupancy of a development. All individual signing must have the written approval of both the McInnes Ranch Business Park Design Review Committee or its designee and the City of Oxnard in order to be implemented. Tenants eligible for exterior signing shall be determined by the McInnes Ranch Business Park Design Review Committee or its designee. Prior to city review, eligible sign applicants shall first obtain the approval by submitting the following:

##### A. Preliminary Approval

For Preliminary Approval submit the following in triplicate to the McInnes Ranch Business Park Design Review Committee or its designee.

1. Site plan and building elevations showing the proposed sign locations and sizes with dimensions.

2. Notations as to the proposed materials, finishes and colors.

B. Final Approval

1. Final site plan and building elevations showing the proposed sign locations and sizes by dimensions.

2. Details, materials, finishes and colors.

3. Proposes method of attachment to building and waterproofing at any building penetrations.

4. Electrical power requirements, if any.

C. City Approval

For City Approval submit shop drawings as approved by the McInnes Ranch Business park Design Review Committee or its designee to the City to obtain the approval of the Community Development Director, and all sign and building permits.

3.4.4 Compliance Required

No person shall erect, construct, enlarge, alter, move, improve, remove, convert or equip any sign or sign structure, or cause or permit the same to be done contrary to or in violation of the provisions of this Planned Sign Program. Conformance will be strictly enforced by the McInnes Ranch Business Park Design Review Committee and the City of Oxnard. All such nonconforming or unapproved sign(s) must be brought into conformance at the expense of the persons responsible for the installation of said sign(s).

3.4.5 Supplemental Exhibits

The attached exhibits are intended as a graphic aid in interpreting the intent of this Planned Sign Program.

In conjunction with the text of this Planned Sign Program, these graphic exhibits have been prepared indicating the permitted number, size and location of exterior signs. Said exhibits are on file at the City to facilitate the plan check process.

3.4.6 General Sign Standards

A. Sign Types

Signs are grouped into three categories: Monument Signs, Ground Mounted Legal Displays and On-Building Signs. The size, location and design of each sign shall not exceed the specific maximum limitations for each group. All signage shall meet the minimum requirements of the Oxnard City Code.

B. Letterstyles

The McInnes Ranch Business Park Project letterstyle shall be upper and lower case Friz Quadrata. See Exhibit 3.4A. Any other letterstyle, logo or trademark used within the Project must be approved by the McInnes Ranch Business Park Design Review Committee or its designee for aesthetic compatibility with the quality of the Park. All other elements (colors, etc.) are standardized and are to be strictly followed.

C. Color Standards

1. *Monument Signs* - All concrete used in sign fabrication throughout the Project shall be natural color, smooth and/or medium sandblasted finish. All aluminum applied letterforms used in fabrication of signs throughout the Project shall be finished in white, linear polyurethane paint over proper primer or approved equal.
2. *Ground Mounted Legal Displays (stop signs, etc.)* - All pole mounted signs are to be fabricated from aluminum with legally required graphic and background colors with supports finished in white, semi-gloss, linear polyurethane.
3. *On-Building Signs* - All graphics (lettering, logos, trademarks, etc.) mounted on buildings shall be white with the returns (sides) of the graphics finished in the predominate building trim color.

D. Sign Area Definition

Sign area means the sum of the area enclosed within a geometric form or forms drawn around all writing, representations, emblems or designs of all surfaces of the sign which contains or is designed to contain the advertising copy.

3.4.7 Approved Sign Materials

- A. *Monument Signs shall be formed from concrete.*
- B. *Graphics on Monument Signs shall be white aluminum.*
- C. *Ground Mounted Legal Displays shall be all aluminum with laser or die-cut, self-adhesive vinyl graphics.*
- D. *On-Building Graphics:*

*Internally illuminated - Aluminum or sheet metal with white Plexiglas No. W-7328 faces.*

*Non-illuminated - Aluminum, sheet metal or high-impact polystyrene.*

- E. *All illumination shall be white:*
  - 1. *Optional flood illumination of monument signs shall be accomplished with ground mounted fluorescent fixtures. Such fixtures shall be controlled to ensure that no light shall interfere with drivers, pedestrians or adjacent properties.*
  - 2. *White neon tubing shall be utilized within on-building graphics.*
- F. *All installation hardware to be stainless steel to prevent rust staining of building surface.*

#### **3.4.8 Prohibited Sign Materials**

*The following sign fabrication materials are prohibited because of their inherent inconsistency with the objectives of quality, durability, economy and maintenance ease as applied to project signage.*

- A. *Plastic faced monument signs.*
- B. *Spot, floor or colored lights except for fluorescent fixtures at externally illuminated signs.*
- C. *Wood.*
- D. *Colored plastic or acrylic.*

#### **3.4.9 Illegal and Non-Conforming Signs**

- A. *Blinking, flashing or moving signs.*
- B. *Advertising displayed on vehicles to attract attention to a specific business location or sale.*
- C. *Signs located or sized as to impede views of neighboring signs, businesses, traffic or pedestrians.*
- D. *Pole signs (exception: legally required displays).*
- E. *Can or box type signs.*
- F. *Hand painted signs.*

#### **3.4.10 Specific Design Standards**

- A. *Site Identity Signs - Exhibits 3.4B and 3.4C*

*This sign type shall clearly identify McInnes Ranch Business park entry and exit*

points along the public streets. It shall be set back from the public right-of-way a minimum of 10'-0", and shall be constructed entirely of natural color concrete with applied aluminum graphics finished in white, linear polyurethane paint over proper primer. The letterforms shall be in the Project typestyle of Friz Quadrata. Optional flood illumination shall be round mounted fluorescent fixtures. Maximum dimensions shall be fourteen feet (14'-0") in length, one foot six inches (1'-6") in depth and three feet six inches (3'-6") in overall height. Capital letter height is ten inches (10").

The Site Identity Monuments will be located as indicated on Exhibit 3.4B and as follows:

1. On both sides of Colonia Road at the western boundary of the Project at Rice Avenue.
2. On the northeast corner off the intersection of Rice Avenue and Sturgis Road.
3. On both sides of Del Norte Boulevard at the northern boundary of the Del Norte Industrial Park Project.
4. On both sides of Del Norte Boulevard at the southern boundary of the site at the intersection of Sturgis Road.

B. Off Street Directional Monuments - Exhibit 3.4D

This sign type shall be constructed entirely of natural color concrete with applied aluminum graphics finished in white, linear polyurethane paint over proper primer. The letterforms shall be in the Project typestyle of Friz Quadrata. Sign dimensions shall be three feet (3'-0") minimum to four feet six inches (4'-6") maximum in length, one foot (1'-0") in depth and three feet (3'-0") in overall height. Quantity as required to clearly inform and direct drivers.

C. Individual Tenant Identity Monuments - Exhibit 3.4E

This sign type shall be located a minimum of 10'-0" from public right-of-way and signs shall be spaced a minimum of 150' apart. This sign type will identify a building occupied by a single tenant, and in no instance can there be more than one (1) sign per building. It shall be constructed entirely of natural color concrete with applied aluminum graphics finished in white, linear polyurethane paint over proper primer. The letterforms shall be in the Project typestyle of Friz Quadrata unless a specific company, firm or corporate typestyle is approved by the McInnes Ranch Business Park Design Review Committee or its designee. Maximum dimensions shall be seven feet six inches (7'-6") in length, one foot (1'-0") in depth and three feet six inches (3'-6") in overall height.

D. Ground Mounted Legal Displays - Exhibits 3.4F and 3.4G

1. *On-site Traffic Control Signs (stop signs, yield signs, etc.) - All pole mounted signs are to be fabricated from aluminum with legally required graphic and background colors with 3" diameter steel posts supports finished in white. Sizes and quantities as required to adequately and legally inform the public.*
2. *One (1) additional sign shall be posted at each handicap parking stall displaying standard text with citation of Police Department phone number and address displayed at seventeen inches (17") x twenty-two inches (22") minimum size at eighty inches (80") to bottom of sign above grade or if placed on a wall at thirty-six inches (36") above grade.*

E. On-Building Tenant Identification - Exhibits 3.4H and 3.4I

*These signs shall be individual letterforms of logos mounted directly to the building facade. NOTE: No On-Building Signs shall have "raceways" or any visible means of attachment to the building. Internally illuminated signs shall be fabricated from aluminum or sheet metal with white Plexiglas No. W-7328 faces. Non-illuminated signs shall be fabricated from aluminum or sheet metal finished in white linear polyurethane paint over proper primer, or high-impact polystyrene finished in white, semi-gloss alkyd enamel. Both illuminated and non-illuminated letterforms and logos shall have the returns (sides) finished in the predominate building trim color. The letterforms shall be in the Project typestyle of Friz Quadrata unless a specific company, firm or corporate letterstyle is approved by the McInnes Ranch Business Park Design Review Committee or its designee.*

1. *Top-of-Building-Face Signs are limited to two (2) elevations per building. A single tenant may not have more than on (1) sign per building elevation.*

<u>Stories</u>	<u>Maximum Letter Height</u>	<u>Logo Maximum Height/Width</u>	<u>Maximum Square Feet</u>
1	1'-6"	2'-0"/3'-0"	40
2	2'-0"	2'-6"/3'-6"	60
3	2'-4"	3'-0"/4'-3"	80
4	2'-8"	3'-6"/4'-9"	100
5 & above	3'-0"	4'-0"/5'-6"	120

2. *Secondary Tenant Identity Signs (no logos allowed)*

- a. *Two (2) per tenant per building maximum.*
- b. *One (1) per tenant per elevation.*
- c. *Eighteen (18") maximum letterform height.*
- d. *Forty (40) square feet maximum sign area.*

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2470

- e. *Sign length cannot exceed forty percent (40%) of the horizontal dimension of the building elevation, but shall not exceed 20 linear feet, whichever is less.*
- f. *Individual letterforms only; no "can" signs allowed.*

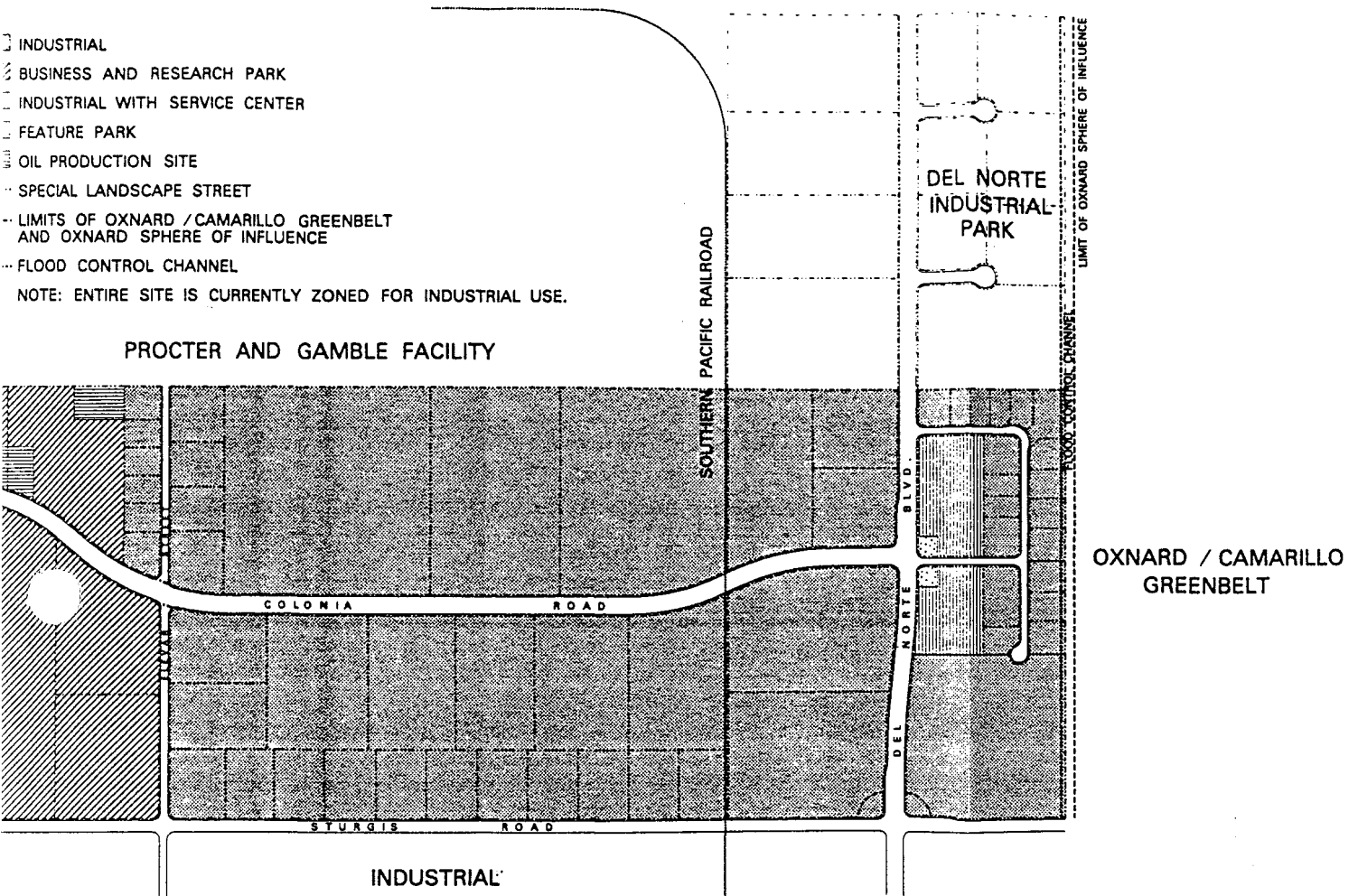
3. *On-Building Addressing - Exhibit 3.4J*

*These signs shall be individual numerals and shall be fabricated from aluminum, sheet metal or high-impact polystyrene. Aluminum or sheet metal to be finished in white linear polyurethane paint over proper primer. High-impact polystyrene to be finished in white, semi-gloss alkyd enamel. Returns (sides) to be finished in the predominate building trim color. Numerals are to be in the Project typestyle of Friz Quadrata and are to be ten inches (10") in height. NOTE: No On-Building Signs shall have "raceways" or any visible means of attachment to the building.*

# MC INNES RANCH SPECIFIC PLAN

- INDUSTRIAL
  - BUSINESS AND RESEARCH PARK
  - INDUSTRIAL WITH SERVICE CENTER
  - FEATURE PARK
  - OIL PRODUCTION SITE
  - SPECIAL LANDSCAPE STREET
  - LIMITS OF OXNARD / CAMARILLO GREENBELT AND OXNARD SPHERE OF INFLUENCE
  - FLOOD CONTROL CHANNEL
- NOTE: ENTIRE SITE IS CURRENTLY ZONED FOR INDUSTRIAL USE.

PROCTER AND GAMBLE FACILITY



*D streets mislabeled*

**LAND USE MAP**

Park

Leason Pomeroy Associates

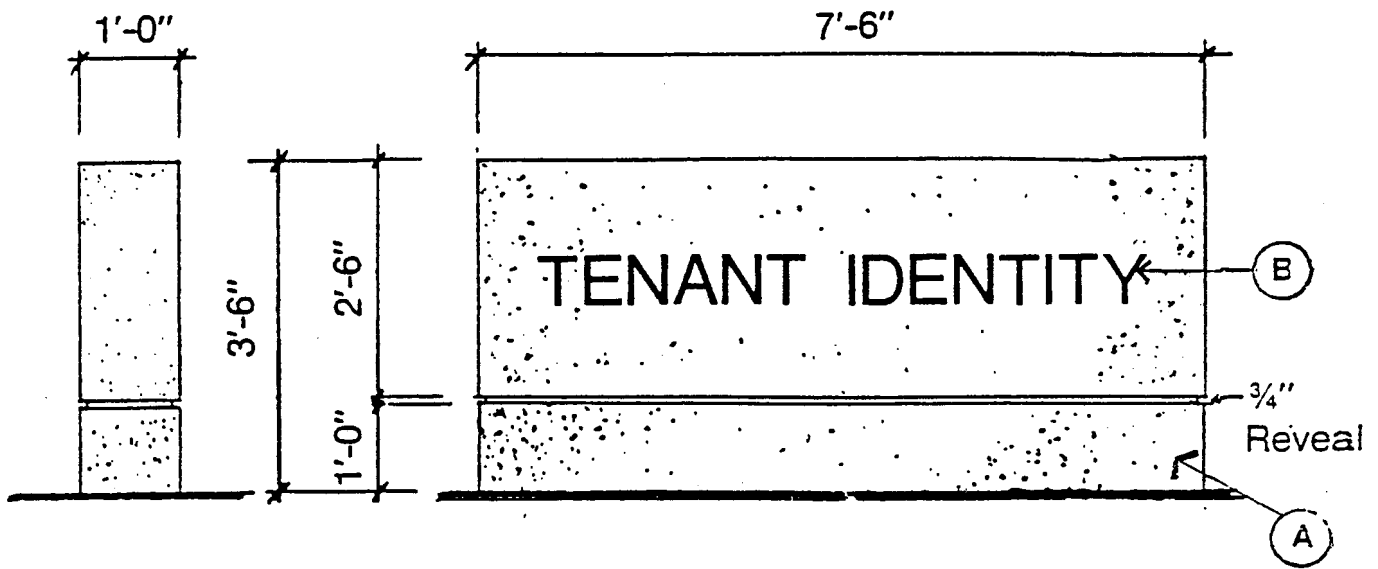
Architect  
Planning  
Survey Design

11 First Street  
Oxnard, California 93026  
Tel: 805-461-1111

Exhibit **2.2A**





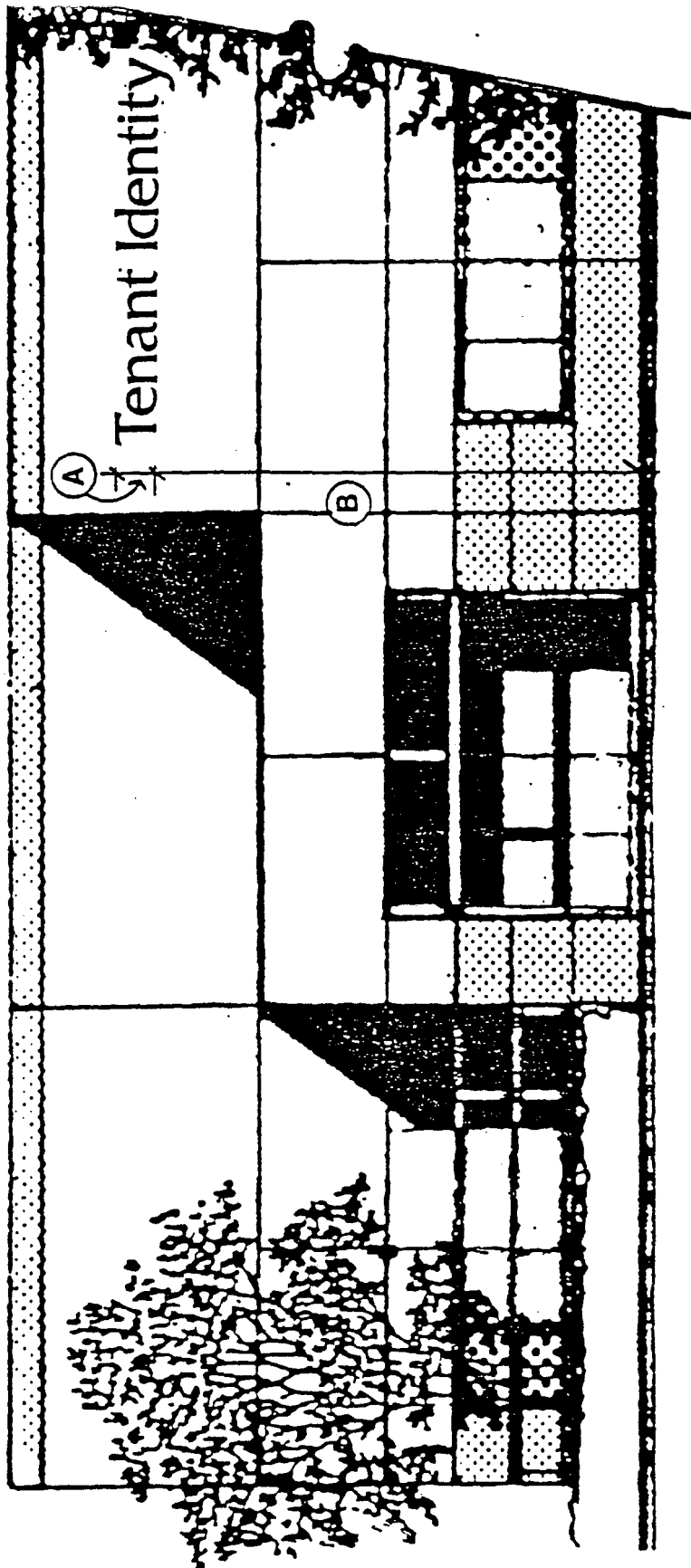


- (A) Sandblasted Concrete Sign
- (B) Aluminum Letters

*INDIVIDUAL TENANT IDENTITY MONUMENT*

McInnes Ranch Business Park

Exhibit **3.4E**



(A) 2'-0" Maximum Letter Height

(B) Distance to Finished Grade, Vertically Centered in Panel as shown.

**TOP-OF-BUILDING-FACE TENANT IDENTITY**

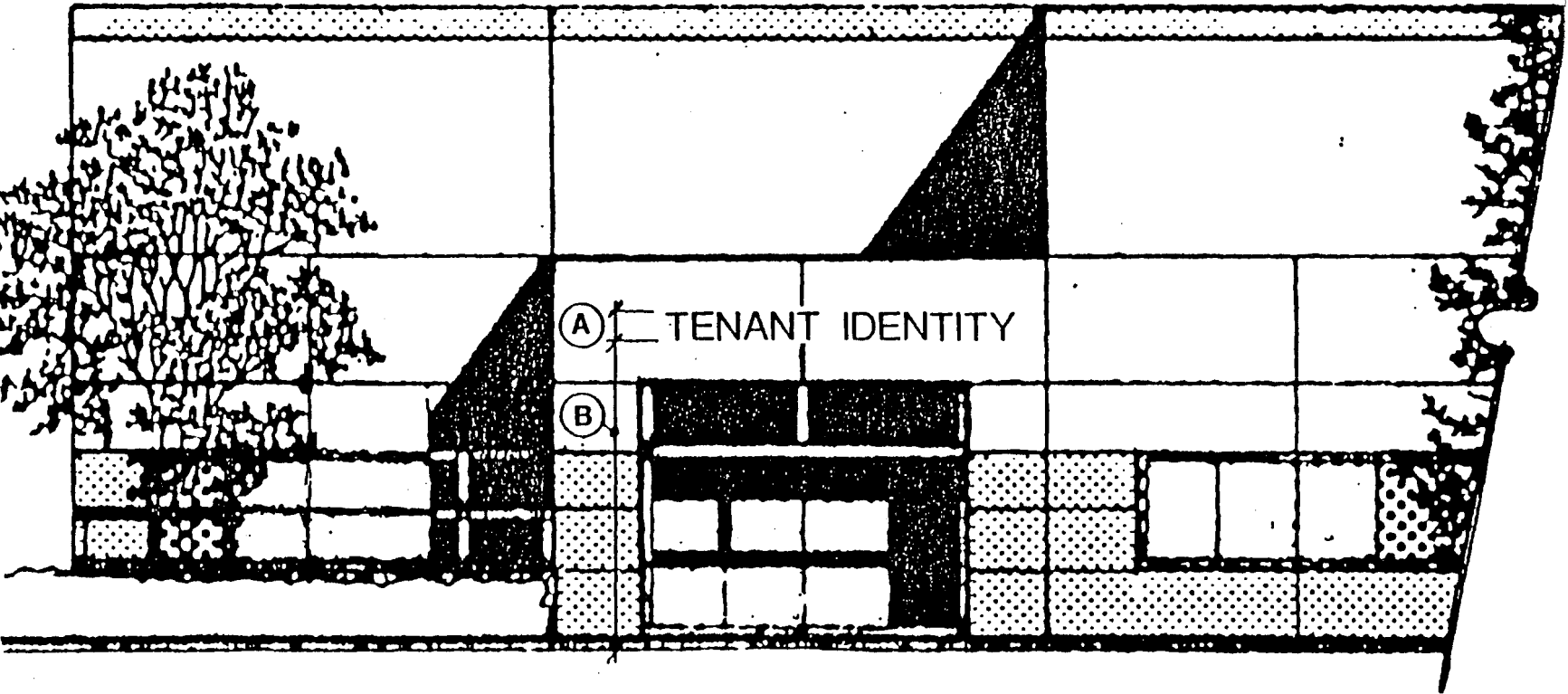
McInnes Ranch Business Park

Exhibit  
**3.4H**

Leason Pomeroy Associate

McInnes Ranch Business Park

SECONDARY TENANT IDENTITY



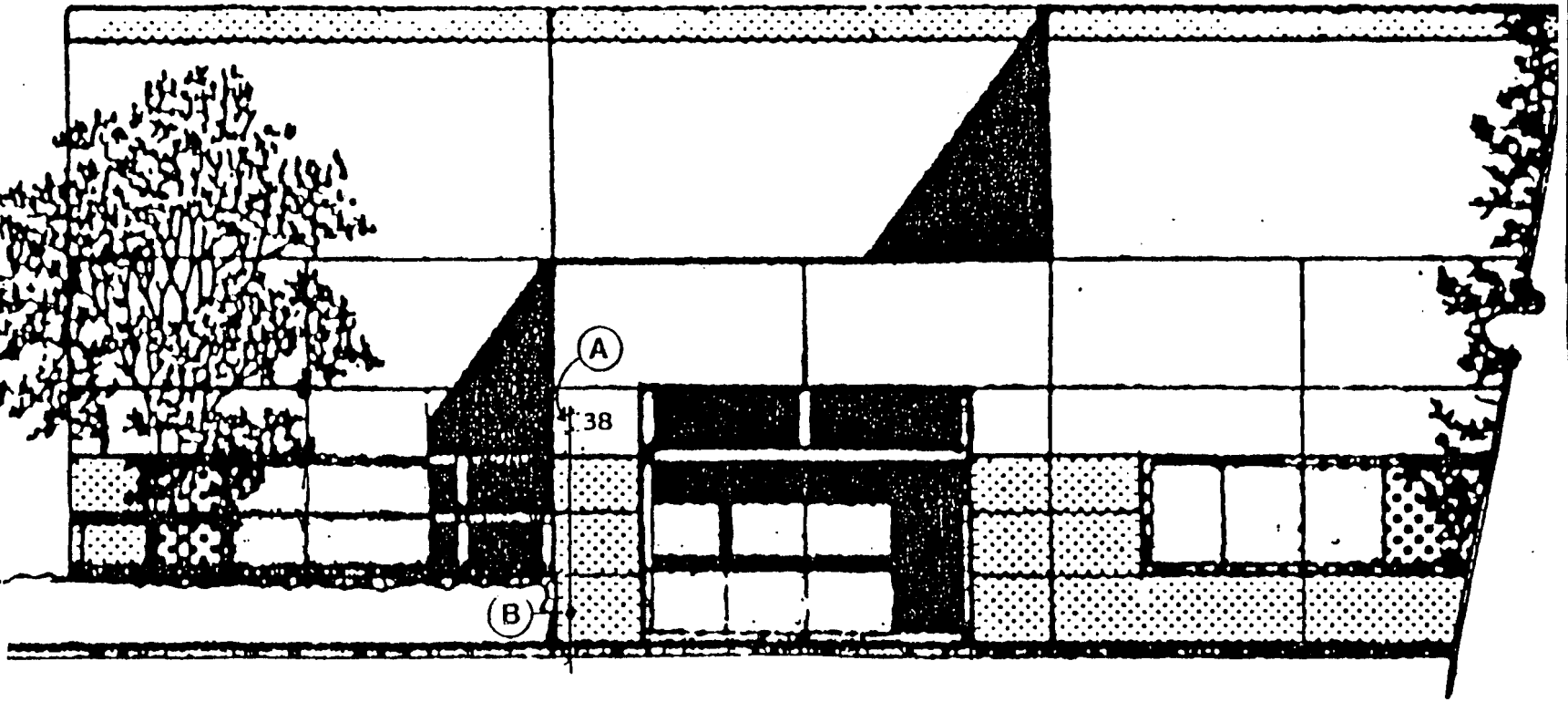
- (A) 18" Maximum Letter Height
- (B) 13'-6" Minimum to Finished Grade w/Copy Vertically Centered in Panel as shown.

Exhibit

3.41

McInnes Ranch Business Park

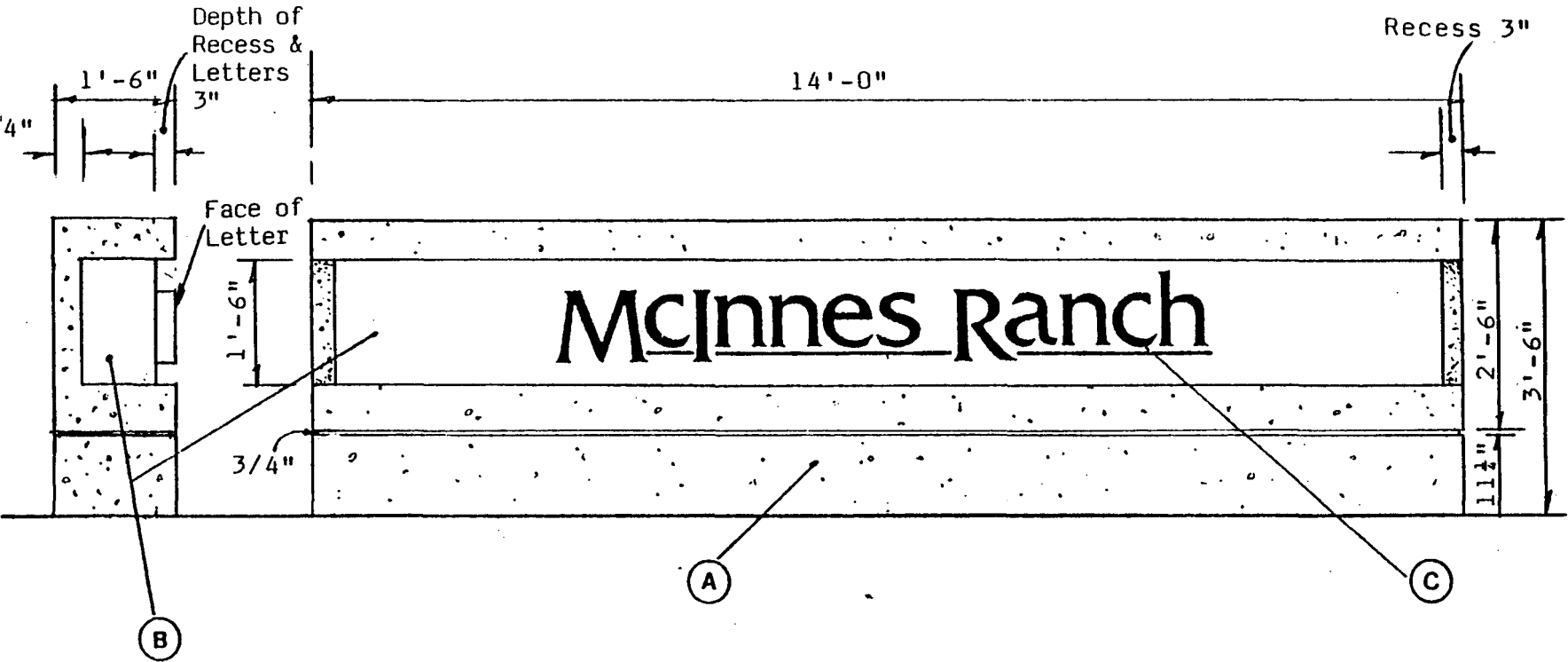
TYPICAL BUILDING ADDRESS



- (A) 10" Address Numeral
- (B) Distance to Finished Grade w/Numerals Vertically Centered in Panel as shown.

Exhibit 3.4J

Larson Pommeroy / Lancaster

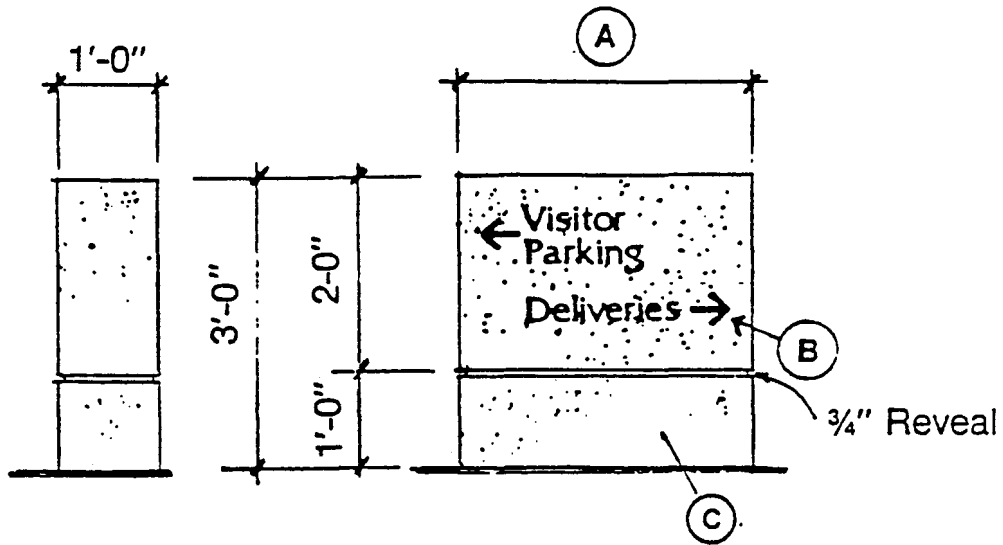


- (A) Medium Sandblasted Concrete
- (B) Smooth Finished Concrete Recess
- (C) Aluminum Letters (10" capital height)

McInnes Ranch Business Park

SITE IDENTITY MONUMENT

Exhibit 3.4C

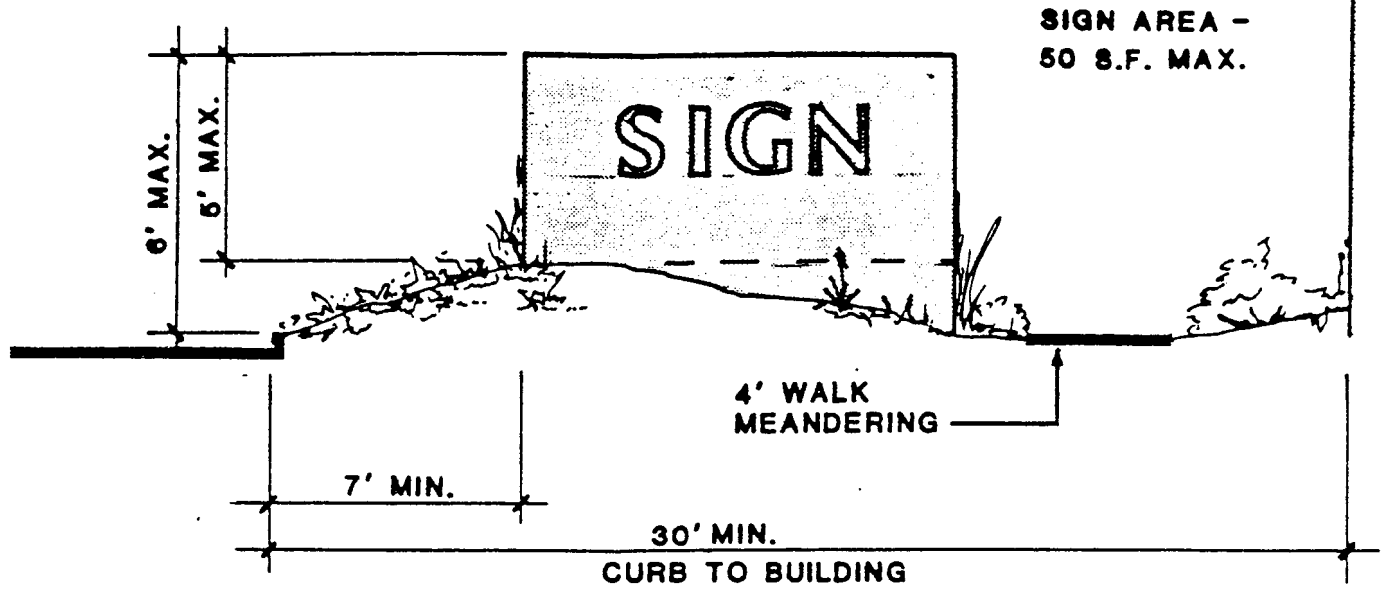


- (A) 3'-0" Minimum to 4'-6" Maximum Length
- (B) Aluminum Letters
- (C) Sandblasted Concrete Sign

**OFF-STREET DIRECTIONAL MONUMENTS**

**McInnes Ranch Business Park**

Exhibit **3.4D**



# MONUMENT SIGN REQUIREMENTS

SEE EXHIBIT XXI FOR TYPICAL MATERIALS

## CITY COUNCIL OF THE CITY OF OXNARD

ORDINANCE NO. 2470

ORDINANCE OF THE CITY COUNCIL OF THE CITY OF OXNARD  
APPROVING PZ NO. 98-5-38, REVISING THE MCINNES RANCH BUSINESS PARK  
SPECIFIC PLAN FOR PROPERTY BOUNDED BY CAMINO DEL SOL, RICE AVENUE,  
STURGIS ROAD AND ELEVAR STREET. FILED BY JIM JANUARY FOR SEMINIS,  
INC., 2901 N. VENTURA ROAD, SUITE 250, OXNARD, CA 93030

WHEREAS, on December 20, 1988 the City Council adopted Ordinance No. 2184,  
approving the McInnes Ranch Business Park Specific Plan ("the Specific Plan"); and

WHEREAS, the Specific Plan provides plans, regulations, conditions and programs for  
the development of the McInnes Ranch Business Park ("the Park"), consisting of approximately  
235 acres, primarily zoned Light Manufacturing Planned Development (M-1-PD); and

WHEREAS, 32 acres in the Park are zoned Business and Research Park (BRP), including  
approximately 32 acres bounded by Camino del Sol, Rice Avenue, Sturgis Road and Elevar  
Street ("the 32 acres"); and

WHEREAS, Seminis, Inc. has applied for approval of a project that would require that  
the 32 acres be rezoned M-1-PD; and

WHEREAS, M-1-PD zoning for the 32 acres would be consistent with the zoning of most  
of the Park; and

WHEREAS, in accordance with the California Environmental Quality Act, the Planning  
and Environmental Services Manager has provided public notice of the intent of the City to adopt  
a mitigated negative declaration for this project, and the City Council has considered the  
proposed mitigated negative declaration, as amended, for the project before adopting this  
ordinance, together with any comments received during the public review process, and finds on  
the basis of the initial study and any comments received that with the imposition of mitigation  
measures as conditions of approval there is no substantial evidence that the project will have a  
significant effect on the environment, further finds that the mitigated negative declaration reflects  
the independent judgment of the City, and approves the mitigated negative declaration.

NOW, THEREFORE, the City Council of the City of Oxnard does ordain as follows:

Part 1. Exhibits 2.2A and 2.2B of the Specific Plan are revised to appear as shown on  
Exhibits 2.2A and 2.2B, attached hereto and incorporated herein by this reference.

Part 2. In the fourth line of subpart E of section 3.4.10 ("Specific Design Standards") on  
page 29 of the Specific Plan, the word "white" is deleted.



Ordinance No. 2470  
Page 2

Part 3. The following sentence is added at the end of subsection 1 ("Top-of-Building Face Signs") of subpart E of section 3.4.10 ("Specific Design Standards") on page 29 of the Specific Plan, after the chart:

"Provided, however, that the top-of-building face signs on buildings containing over 200,000 square feet may have twice the maximum letter height, maximum height/width and maximum square feet per story set out above."


Part 4. In the first line of subpart E.1 of section 3.4.10 ("Specific Design Standards") on page 29 of the Specific Plan, the word "two (2)" is changed to "three (3)".

Part 5. Within fifteen days after passage, the City Clerk shall cause this ordinance to be published one time in a newspaper of general circulation within the City. Ordinance No. 2470 was first read on July 14, 1998, and finally adopted on July 21, 1998, to become effective thirty days thereafter.

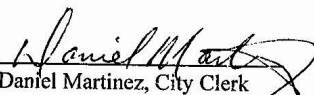
AYES: Councilmember Holden, Lopez, Maulhardt, Pinkard, and Zaragoza.

NOES: None.

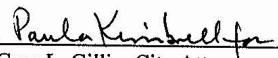
ABSENT: None.

  
\_\_\_\_\_  
Dr. Manuel M. Lopez, Mayor

ATTEST:

  
\_\_\_\_\_  
Daniel Martinez, City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Gary L. Gillig, City Attorney