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PLEASANT VALLEY PLAZA SIGNING CRITERIA  
PARCEL A & PARCEL B

Prepared for:

The Rolston Development Corp.  
9665 Wilshire Boulevard, Suite 700  
Beverly Hills, California 90212

Prepared by:

John Ash A.I.A. Associates  
8800 Venice Boulevard  
Los Angeles, California 90034

SIGN CRITERIA  
FIRST PLEASANT VALLEY CENTER, LTD.  
OXNARD, CALIFORNIA

A. INTRODUCTION

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the First Pleasant Valley Center ("the Shopping Center").

Compliance with this Sign Criteria shall be rigorously enforced and any installed nonconforming or unapproved signs shall be removed by the applicable Tenant or his sign contractor at their expense, upon demand by Landlord (or City, if non-conforming).

Exception to these standards shall be reviewed by Landlord. However, based upon field experience, deviations will generally result in serious inequities between Tenants. Accordingly, Landlord shall retain full rights of approval of any sign used in the Shopping Center.

B. LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of his proposed sign, indicating conformance with the Sign Criteria therein outlined. Send to both:

THE ROLSTON DEVELOPMENT CORPORATION  
9665 Wilshire Boulevard - Suite 700  
Beverly Hills, California 90212

JOHN ASH & ASSOCIATES  
8800 Venice Boulevard  
Los Angeles, CA 90034

2. No sign shall be installed in the Shopping Center without the written approval of Landlord. The Tenant shall submit the sign drawing approved by Landlord to the appropriate City Authority for approval prior to the start of any sign construction.
3. The Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. The Tenant shall obtain all necessary permits.

5. The Tenant shall be responsible for all requirements of this Sign Criteria.
6. Landlord shall provide primary electrical service terminations for signs at the Shopping Center of the allowed signage area on the interior of the canopy.
7. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
8. The location of all signs shall be per the accompanying design criteria.
9. One "Sign Space" shall be allowed for each Tenant (except as otherwise approved in writing). Tenant shall verify his sign location and size with Landlord prior to fabrication.
10. All shop Tenants are required to have a sign band sign per the accompanying design criteria.
11. Address numbers shall be applied to each store by the Tenant's sign company during regular course of construction.
12. Special signs which vary from this Sign Criteria must first be approved by Landlord and respective City Authority.
13. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and convenience signs) shall be as noted herein.
14. Signs to be used at this Shopping Center are to be individual letters with acrylic plastic faces, internal illumination and dark bronze sides and trim.
15. All illumination shall terminate at or by 10:00 p.m. each day.

C. GENERAL SIGN SPECIFICATIONS

1. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. All lettering shall be restricted to the "net sign area". See accompanying design criteria for specific information. All signs shall be compatible with building colors.
3. No projections above or below the "net sign area" will be permitted (except as otherwise approved in writing).

4. All signs and their installation must comply with all local building and electrical codes.
5. For the purpose of store identification, Tenant shall be permitted to place upon each entrance to its demised premises not more than 144 square inches of gold leaf or decal application lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone, etc. The number and letter type face shall be subject to Landlord's approval. (See door signage design criteria, Sheet No. SC-2). Exempted from the restrictions in C.5. herein are signs required by Tenant's regulatory authority.
6. Typical internally illuminated sign specifications:
  - a) Shop sign shall be attached in designated areas only and may not exceed 60% of the shop's lease frontage in length. The maximum length regardless of length of frontage is set at 17'-0".
  - b) The face of the sign shall be constructed of acrylic plastic (1/8" thick minimum) and fastened to the metal can in an approved manner.
  - c) The color of the letter faces may be selected by the Tenant from the list in the accompanying Sign Criteria. All colors shall have a matte finish.
  - d) The "copy" (letter type) shall be submitted to Landlord for written approval prior to fabrication.
  - e) Individual shop logos may be located anywhere within the "net sign area" provided their height does not exceed the height of the "net sign area". Canopy signs for Tenant's shops shall be made up of individual letters with a maximum height of 24 inches.
  - f) No more than two (2) rows of letters are permitted, provided their maximum total height does not exceed the height of the "net sign area" (24").
  - g) "Net sign area" not to exceed thirty-four (34) square feet.
  - h) Tenant shall display only their established trade names or their basic product name, e.g., "Sam's Shoes", or combination thereof.
  - i) Internal illumination to be neon tube lamps installed and labeled in accordance with the under-

writers laboratory. Intensity as approved by the City.

**D. 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 other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

**2. Immoral or Unlawful Advertising:**

No person shall exhibit, post, or display or cause to be exhibited posted, or displayed upon any sign, anything of an obscene, indecent, immoral, or unlawful nature or activity.

**3. Signs on Doors, Windows or Fire Escapes:**

No window signs shall be permitted, except as provided in C.5. herein. No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by Code or Ordinance.

**4. Animated, Audible or Moving Signs:**

Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited, except for time and temperature displays.

**5. Off-premises Sign:**

Any sign, other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located, is prohibited.

**6. Vehicle Signs:**

Signs on or affixed to trucks, automobiles, trailers or other vehicles, which advertise, identify, or provide direction to a use of activity not related to its lawful making of deliveries of sales or merchandise or rendering of service from such vehicles, are prohibited.

7. Light Bulb Strings and Exposed Tubing:

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

8. Banners, Flags and Pennants Used  
for Advertising Purposes:

Banners, flags or pennants, 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 Landlord's and City approval.

9. Exclusions:

Tenant signage and gas price signage for Circle K is not part of this permit. However, Circle K signage will be limited to the provisions of the aforementioned signage criteria and applicable City codes.

# JOHN ASH A-I-A ASSOCIATES

## TENANT SIGNAGE ON BUILDING SIGN BAND

PARCEL A, ~~XXXXXX~~ sq.ft.

The following list represents the maximum allowable signage areas per tenant:

<u>Address</u>	<u>Area</u>	<u>Sign Sq.ft.</u>	<u>Maximum Length</u>
No. 400	2,952	64	32'-0"
No. 410	1,404	32	16'-2"
No. 420	1,404	32	16'-2"
No. 430	1,404	32	16'-2"
No. 440	1,404	32	16'-2"
No. 460	1,404	32	16'-2"
No. 470	1,404	<u>32</u>	16'-2"

256 sq.ft.

Parcel B, 306 maximum sq.ft.

No. 300	1,285	37	18'-6"
No. 310	1,285	37	18'-6"
No. 320	1,285	37	18'-6"
No. 330	1,285	37	18'-6"
No. 340	1,285	<u>37</u>	18'-6"

185 sq.ft.



# CITY OF OXNARD

## MEMORANDUM

March 17, 1976

*NW  
Saviers & Pleasant  
Valley*

**To:** Planning Commission  
**From:** Planning Staff  
**SUBJECT:** Special Use Permit 668

Total sign area permitted:  
With the Service Station: 2368 sq./ft.  
Without the Service Station: 2228 sq./ft.

Total sign area requested:  
With the Service Station: 2701 sq./ft.  
Without the Service Station: 2561 sq./ft.

Total sign area existing with and without permits:  
With the Service Station: 1996 sq./ft.  
Without the Service Station: 1809 sq./ft.

Total existing sign area proposed to be removed immediately:  
With the Service Station:  
Without the Service Station: 333 sq./ft.

If all signing without permits are removed the following businesses in the arcade along "C" Street will have no signing at all:

- Golden State Reality & Income Tax Service
- Hydra Lift
- Westall & Associates
- Wentzel Reality
- Viva Dress Shop
- Mod Fashions
- Herndon Reality
- CB Insurance Inc.
- Reserve Life Ins.
- Action Reality





# CITY OF OXNARD

## MEMORANDUM

March 17, 1976

**To:** Planning Commission

**From:** Planning Staff

**SUBJECT:** Special Use Permit No. 668

On March 11, 1976, the Planning Commission continued this item to allow the staff to verify several of the figures quoted in the staff analysis dated March 5, 1976.

The staff has remeasured the buildings and determined that this shopping center is permitted a total sign area of 2,228 square feet (see attachment number one for calculations).

The staff also rechecked the area of existing signs as of March 12, 1976, and would agree that the following signs are smaller than originally described in the staff analysis.

<u>Business</u> <u>Advertise</u>	<u>Type</u>	<u>Approximate</u> <u>Area</u>
Rexall/Billiards, etc.	Freestanding	226 sq. ft.
A & W Rootbeer	Freestanding	64 sq. ft.
Safeway	Wall	8 sq. ft.
Kings T.V.	Wall	removed
Rexall	Wall	removed
Eddies Billiards	Wall	removed

The applicant also disagreed with the size of the Safeway/Bank of A. Levy freestanding sign, however, the area given in the staff analysis is correct. The Safeway sign is 7' x 31' double face, 424 sq. ft. and the Bank of A. Levy sign is 4.3' x 23' double face, 197.8 sq. ft. for a total of 631.8 sq. ft. of sign area.

Planning Commission  
March 17, 1976  
Page Two

At the meeting of March 11, the applicant indicated that the service station is a separate lease and should not be considered as part of this signing program. If this station is in fact a separate land lease then the property owner is in violation of the State Subdivision Map Act and a parcel map would have to be recorded. Also if a parcel map is recorded separating this parcel, then the shopping center would not have adequate street frontage along Saviers Road to permit a freestanding sign along that street in accordance with Section 34-186, C-1 of the City Code.

The applicant has indicated that he will remove all signing that does not currently have permits, which is approximately 183 sq. ft. However, the staff would point out that this would completely eliminate signing for several of the small businesses facing the arcade in the building along "C" Street. In addition, the applicant has indicated that he will remove all signing on the freestanding sign located along Saviers Road just north of the service station except for the Rexall/Eddies Billiards sign. This will remove another approximate 150 sq. ft. of sign area.

The total sign area that will be existing at the shopping center after adjusting the areas by removing the approximate 333 sq. ft. of sign area as indicated by the applicant, is approximately 1,322 sq. ft.

The applicant has submitted sign plans for those businesses listed in attachment number two for a total area of 562 sq. ft. of sign area. In addition to this, those businesses listed in attachment number three would be permitted a total area of 312 sq. ft. in accordance with the proposed master signing program. The total sign area at this center if this request is approved would be approximately 2,196 sq. ft. which is 32 sq. ft. less than the maximum sign area permitted.

The staff would also point out that applicant has not submitted a building permit for the Pleasant Valley Village/Rexall freestanding sign along Pleasant Valley Road and unless proof of a permit is submitted this sign will have to be removed. If the sign area on the freestanding signs advertising Rexall Drug is retained (approximately 86 sq. ft.), then a maximum of 54 sq. ft. of sign area is permitted on the building for Rexall.

Planning Commission  
March 17, 1976  
Page Three

In conclusion, the staff would recommend that the following conditions be imposed if the Planning Commission chooses to approve this permit:

1. The SUP is granted for the land as described in the application and shall not be transferable.
2. The SUP will become null and void within twelve months from the date of its issuance, unless the proposed development or use has been substantially developed or diligently pursued.
3. Minor changes may be approved by the Planning Director, but any substantial revision will require the filing of an amended special use permit for consideration by the Planning Commission.
4. The total sign area for this shopping center shall not exceed 2,228 sq. ft. of which 446 sq. ft. of sign area shall be for freestanding signs, and 1,782 sq. ft. of sign area shall be for wall signs.
5. That all signs without permits and all signs on the freestanding sign along Saviers Road except for the Rexall/Eddies Billiards sign shall be removed before any new sign permits are issued.
6. That the property owner sign an agreement and post a \$800 bond to insure removal or compliance of all freestanding and roof signs on or before May 10, 1978. This agreement and bond shall be submitted prior to the issuance of any new permits.
7. That a parcel map shall be submitted to separate the service station site as a separate parcel for approval and recorded within six months.
8. That if the property owner maintains that the service station is not a land lease and therefore a parcel map is not required, then an additional approximate 15 sq. ft. of sign area must be removed from the existing signing.
9. That the freestanding sign advertising the Pleasant Valley Village and Rexall located on Pleasant Valley Road shall be removed prior to issuance of any new permits unless the applicant provides proof of a building permit for said sign.

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March 17, 1976  
Page Four

10. That the Rexall Drug Store shall be permitted a maximum of 54 sq. ft. of sign area on the building untill such time as one or both of the Rexall signs are removed from the two freestanding signs.

Planning Staff

March 17, 1976

BS:gam

ATTACHMENT NO. 2

Liquor	2' x 18'	72 sq. ft.
Western Auto	2' x 28'	56 sq. ft.
Eddies Billiards	2' x 15'	30 sq. ft.
Laundrymat	2' x 20'	40 sq. ft.
Cleaners	2' x 20'	40 sq. ft.
Donuts	2' x 16'	32 sq. ft.
Sportswear	2' x 12'	24 sq. ft.
Hardware	2' x 28'	56 sq. ft.
Sporting Goods	2' x 18'	36 sq. ft.
Safeway	3' x 36' 1' x 8' 6' dia.	144 sq. ft.
Pleasant Pants	2' x 16'	32 sq. ft.

ATTACHMENT NO. 3

Permitted

Rexall Drug	112 sq. ft. less 86 sq. ft. = 26 sq. ft.
Kings T.V.	32 sq. ft.
Beauty Shop	24 sq. ft.
Variety Store	88 sq. ft.
205 Pleasant Valley	32 sq. ft.
215 Pleasant Valley	24 sq. ft.

RS:gam

ATTACHMENT NO. 1

SIGN AREA

Frontage

Main Building:

		@ 2 sq. ft./	
on Saviers	108'	ln. ft.	216 sq. ft.
on Pleasant Valley	517'	"	1,034 sq. ft.
on "C" Street	83'	"	166 sq. ft.

Medical Office Buildings

on "C" Street	78'	"	156 sq. ft.
on Saviers	10'	"	20 sq. ft.
with out frontage	68'	@ 1/2 sq. ft./	34 sq. ft.
		ln. ft.	

Professional

Offices and Bank

		@ 2 sq. ft./	
on "C" Street	136'	ln. ft.	272 sq. ft.
on Saviers	30'	"	60 sq. ft.
on Mall	180'	@ 1/2 sq. ft./	90 sq. ft.
		ln. ft.	

A & W

on Pleasant Valley	90'	@ 2 sq. ft./	180 sq. ft.
		ln. ft.	

TOTAL 2,228 sq. ft.

RS:gam

RESOLUTION NO. 4942

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF OXNARD GRANTING SPECIAL USE PERMIT NO. 668, APPLIED FOR BY AZTEC SIGNS FOR THE APPROVAL OF A MASTER SIGN PROGRAM IN ACCORDANCE WITH SECTION 34-181.1(b)(2) OF THE OXNARD CITY CODE, TO PERMIT A MODIFICATION OF THE INDIVIDUAL TENANT SIGN AREA FOR AN EXISTING SHOPPING CENTER IN A C-2 (GENERAL COMMERCIAL) ZONE, LOCATED AT THE NORTHWEST CORNER OF PLEASANT VALLEY ROAD AND SAVIERS ROAD, ON THAT APPROXIMATE 8 ACRE PARCEL SHOWN AS PARCEL "A" OF THE PLEASANT VALLEY VILLAGE SUBDIVISION AND COMMONLY KNOWN AS THE PLEASANT VALLEY SHOPPING CENTER, SUBJECT TO CERTAIN CONDITIONS.

WHEREAS, the Planning Commission of the City of Oxnard has considered an application for a special use permit filed by Aztec Signs in accordance with Sections 34-146 through 34-157.1 of the Oxnard City Code; and

WHEREAS, the Planning Commission finds that the project is categorically exempt as defined in Title 14, Division 6, Article VIII (commencing with Section 15100) of the California Administrative Code and does not require an Environmental Impact Report or Negative Declaration as established in the California Environmental Quality Act; and

WHEREAS, the Commission finds that after due study, deliberation and public hearing, the following circumstances exist:

1. That the proposed use is in conformance with the General Plan and other adopted standards of the City of Oxnard.
2. That the proposed use will not adversely affect or be materially detrimental to the adjacent uses, buildings or structures or to the public health, safety or general welfare.
3. That the site for the proposed use is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other items as required.
4. That the site for the proposed use will be served by streets and highways adequate in width and structure to carry the kind and quantity of traffic such use will generate.

5. That the site for the proposed use will be provided with adequate sewage, water, fire protection and storm drainage facilities.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Oxnard hereby grants said special use permit, subject to the following conditions. The decision of the Planning Commission is final unless appealed in accordance with the provisions of Section 34-155 of the Oxnard City Code.

1. The special use permit is granted for the land as described in the application and shall not be transferable.
2. The special use permit will become null and void within twelve months from the date of its issuance, unless the proposed development or use has been substantially developed or diligently pursued.
3. Minor changes may be approved by the Planning Director, but any substantial revision will require the filing of an amended special use permit for consideration by the Planning Commission.
4. The total sign area for this shopping center shall not exceed 2,000 square feet. The service station and A & W Rootbeer shall not be part of this application.
5. That all signs without permits and all signs on the freestanding sign along Saviers Road, except for the Rexall/Eddies Billiards sign, shall be removed before any new sign permits are issued.
6. That the freestanding sign advertising the Pleasant Valley Village and Rexall, located on Pleasant Valley Road, shall be removed or brought into conformance within six months.
7. If the parcels are separate land leases, then a parcel map shall be submitted for approval to separate the A & W Rootbeer site and the service station site as separate parcels, and shall be recorded within six months.



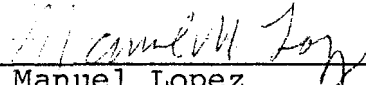
8. Additional signing for those businesses along "C" Street shall be limited to a total of 29 square feet, until such time as existing non-conforming signs are removed. Then signing may be permitted as per Section 34-186 of the Oxnard City Code.

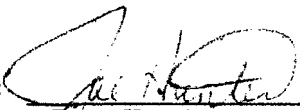
PASSED AND ADOPTED by the Planning Commission of the City of Oxnard on this 25th day of March, 1976, by the following vote:

AYES: Commissioners: John, Stoll, Flores, Maron, Duff, Lopez

NOES: Commissioners: None

ABSENT: Commissioners: None

  
\_\_\_\_\_  
Manuel Lopez  
Chairman

ATTEST:   
\_\_\_\_\_  
Joe Hunter  
Acting Secretary

## STAFF ANALYSIS

SPECIAL USE PERMIT NO. 668

## APPLICANT

Aztec Signs  
 705 Ventura Boulevard  
 Oxnard, California 93030

## REQUEST

For the approval of a Master Sign Program in accordance with Section 34-181.1(b)(2) of the Oxnard City Code to permit a modification of the individual tenant sign area for an existing shopping center in a C-2 (General Commercial) zone, located at the northwest corner of Pleasant Valley Road and Saviers Road, on that approximate 8 acre parcel shown as Parcel "A" of the Pleasant Valley Village subdivision and commonly known as the Pleasant Valley Shopping Center.

## HISTORY

1. The subject property was part of Annexation No. 56-3 (Brucker), which was approved in January, 1957 and zoned C-2 (General Commercial) at that time.
2. The subject parcel is Lot "A" of the Pleasant Valley Village Tract Unit No. 1, which was approved in February, 1957.
3. Special Use Permit No. 602 to permit the construction of a 145 square foot automated electronic teller was approved for the Bank of A. Levy in November, 1974.

FINDINGS

1. The subject property is currently zoned C-2 and developed with a community shopping center. Adjacent zoning and land uses are as follows:

North (Across alley)	R-1	Residential
South (Across Pl. Valley Rd.)	C-2-PD	Commercial & Undeveloped
East (Across Saviers Road)	C-2 & R-2	Commercial & Residential
West (Across "C" Street)	C-2 & R-4	Commercial & Residential

2. The subject shopping center has 655 lineal feet of principal building frontage on Pleasant Valley Road, 45 lineal feet of building frontage on Saviers Road, and 295 lineal feet of building frontage on "C" Street, for a total of 995 lineal feet of principal building frontage. In addition, there are several businesses at the west end of the center which have approximately 90 lineal feet of building frontage within an arcade. Based on 1/2 square feet of sign area per lineal foot of building frontage on an arcade and 2 square feet of sign area per lineal foot of building frontage on the principal streets, the total allowable sign area, in accordance with Section 34-186(a)(1) and (a)(3), is 2037.5 square feet.

Building frontage - 995 lineal feet x 2 = 1,990 square feet  
Arcade frontage - 90 lineal feet x .5 = 47.5 square feet

Total sign area permitted = 2,037.5 square feet

3. On March 1, 1976, the shopping center had seven freestanding signs, one roof sign and numerous wall signs. Many of the wall signs had already been removed to allow the proposed remodeling. The total existing sign area as of March 1, 1976 was approximately 2,561 square feet. However, the applicant will be removing approximately 400 square feet of this sign area in the process of remodeling the center. (See attachment no. 1 for signs with and without permits.)
4. The applicant is proposing a Master Signing Program which will permit each business to have a sign two feet high and 80% of the length of the business frontage. All signs would be on a white plexiglass background, with brown letters trimmed in gold. The national chain stores would have different letter colors only.
5. In accordance with the proposed Master Signing Program, there would be 1,630 square feet of sign area on the buildings and 407.5 square feet of sign area for freestanding signs, for a total of 2,037.5 square feet of sign area.
6. The applicant is proposing to change the signs on the main building only at this time, and would like to retain all nonconforming signs until May 10, 1978, when they are required by Section 34-188(b)(3) to be brought into conformance.
7. If the applicant retains the existing signing and places new signing on the main building as proposed, then the total sign area utilized would be approximately 3,370 square feet, or approximately 1,330 square feet over the maximum sign area permitted.

8. The shopping center has sufficient street frontage to allow one freestanding sign on each of the three street frontages in accordance with Section 34-186(c)(3) of the City Code. The center currently has seven freestanding signs, two of which are small reader boards adjacent to the office buildings along "C" Street.
9. Three of the seven freestanding signs do not have building permits. These three signs are the two small reader boards adjacent to the office buildings and the Pleasant Valley Village and Rexall Drug sign along Pleasant Valley Road. In addition to these three freestanding signs without permits, there are a number of wall signs without permits (see attachment no. 1). The total sign area existing without permits is approximately 650 square feet.

#### DETERMINATION

Before a special use permit may be granted, the applicant must show and the Planning commission must find that the proposed use is in conformance with the General Plan and other adopted standards and that the following conditions are met:

- a. The nature, condition and development of adjacent uses, buildings and structures shall be considered, and no proposed special use permit shall be granted where the Commission finds such use will adversely affect or be materially detrimental to such adjacent uses, buildings or structures or to the public health, safety or general welfare.
- b. The site for the proposed special use permit shall be adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and items which may be required by Section 34-148.
- c. The site for a proposed special use permit shall be served by highways adequate in width and improved as necessary to carry the kind and quantity of traffic such use would generate.
- d. The site will be provided with adequate sewerage, water, fire protection and storm drainage facilities.

#### RECOMMENDATION

The staff feels that the 80% wall sign/20% freestanding sign distribution of the sign area reflects the intent of the sign ordinance and at the same time provides equitable and adequate signing for all of the tenants. However, in order for the Planning Commission to grant the proposed Master Signing Program, it will be necessary to remove or modify the freestanding signs to provide the necessary sign area to accommodate the proposed wall signs.

Therefore, the staff recommends that all signs without building permits be removed, that the freestanding signs be either modified or removed to reduce the sign area utilized by the freestanding signs so as not to exceed 20% of the total permitted sign area or 407.5 square feet.

If the Planning Commission chooses to approve the special use permit application, then the following conditions should apply:

1. The special use permit is granted for the land as described in the application and shall not be transferable.
2. The special use permit shall become null and void within twelve months from the date of its issuance, unless the proposed development or use has been substantially developed or diligently pursued.
3. Minor changes may be approved by the Planning Director, but any substantial revision will require the filing of an amended special use permit for consideration by the Planning Commission.
4. All nonconforming freestanding signs shall be removed or modified to conform to the sign ordinance and a maximum of three freestanding signs are permitted for this shopping center, not to exceed 20% of the permitted sign area.
5. The total sign area shall not exceed 2,037.5 square feet for the shopping center.
6. All signs attached to the face of the buildings shall be as shown on the elevation plans submitted labeled Exhibit "A" and shall not exceed 80% of the total permitted sign area.

Planning Staff  
March 5, 1976

RS:afm

The following is a list of existing signs as of March 1, 1976:

<u>Business Advertised</u>	<u>Type</u>	<u>Size</u>	<u>Area</u>	<u>Permit Issued</u>
a. Safeway & Bank of A. Levy	F.S.	7' x 31' x 48' high	631.8 sq. ft.	11-24-59 3-27-67
b. Rexall/Billiards Hardware & 6 reader boards	F.S.	9'6" x 51' high (no permit for attach- ments)	Approximately 300 sq. ft.	3-19-63
c. Exxon Service Station	F.S.	6.1' x 11.2' x 26.1' high original permit copy change	136.64 sq. ft.	2-03-67 3-13-73
d. Pleasant Valley Village & Rexall Drug	F.S.	appr. 40' high	Approximately 300 sq. ft.	No permit
e. A & W Rootbeer	F.S.	6' x 9' x 25' high original permit relocate & chg. copy	108 sq. ft.	3-29-62 3-24-70
f. Bank of A. Levy	Roof Sign	4.3' x 23' x 40' high	98.9 sq. ft.	12-15-66
g. Safeway	Wall Signs	3' x 36' 6' x 8' 6' diameter circle	108 sq. ft. 48 sq. ft. 28.3 sq. ft.	6-27-73 6-27-73 6-27-73
h. Pleasant Pants	D/F under canopy; wall sign not in- stalled	1.6' x 3.3' 2.2' x 16'	10.6 sq. ft. 35.2 sq. ft.	9-12-75 11-12-75
i. Bank Auto Teller	Wall Signs	8.0' x 8.6' (two) .75' x 4.6'	13.76 sq. ft. 3.45 sq. ft.	5-29-75 5-29-75

j.	Kings T.V.	Wall Sign	5' x 15'	45 sq. ft.	8-20-68
k.	(Drugstore) 309 Pl. Valley Road	Wall Sign	5' x 65'	325 sq. ft.	9-20-63
l.	(Billiards) 4920 S. "C" St.	Wall Sign	4' x 8'	24 sq. ft.	9-24-63
m.	5010 S. "C" St.	2 Wall Signs D/F under canopy	6' x 6' x 4' 6' x 4'	4.8 sq. ft. 4.8 sq. ft.	10-21-75 10-21-75
n.	5020 S. "C" St.	Wall Sign	2' x 24'	48 sq. ft.	4-21-75
o.	(Auto Parts) 5024 S. "C" St.	Wall Sign	2' x 18'	36 sq. ft.	11-22-74

All the following existing signs are without permits:

a.	Exxon Service Station	Wall Sign	appr. 4' x 6'	24 sq. ft.	
		Wall Sign	appr. 1.5' x 15'	22.5 sq. ft.	
		2 under canopy	appr. 1' x 2'	4 sq. ft.	
b.	Under Canopy Signs:				
1.	Western Auto	D/F	appr. 1' x 4'	8 sq. ft.	
2.	Sporting Goods	D/F	appr. 1' x 4'	8 sq. ft.	
3.	Variety Store	D/F	appr. 1' x 4'	8 sq. ft.	
4.	Kings T.V.	D/F	appr. 1' x 3'	6 sq. ft.	
5.	Paulines Sportswear	D/F	appr. 1.5' x 3'	9 sq. ft.	
6.	Hardware	S/F	appr. 1.5' x 4'	6 sq. ft.	

- |   |                        |                           |               |
|---|------------------------|---------------------------|---------------|
| c. Two freestanding reader boards for businesses along "C" Street | S/F                    | appr. 6' x 8' x 12' high  | 96 sq. ft.    |
| d. Reader board at 5010 S. "C" Street                             | Wall Sign              | appr. 2' x 3'             | 6 sq. ft.     |
| e. Bank of A. Levy  | Wall Sign              | appr. 1' x 10'            | 10 sq. ft.    |
| f. Medical building   | Wall Sign              | appr. 2,5' x 5'           | 12,5 sq. ft.  |
| g. A & W Rootbeer   | Logo -<br>5 Wall Signs | appr. 1,5' x 3' oval each | 23,25 sq. ft. |
| h. There are also numerous window signs in many of the stores.    |                        |                           |               |