

APPROVED  
DESIGN GUIDELINES

FOR  
SIGNAGE

FOR THE  
GATEWAY SOUTH  
COMMERCIAL CENTER  
EAST SIDE OF ROSE AVE.

ADOPTED: 5/22/01

PREPARED BY:

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ARCHITECT

HERITAGE SQUARE

OXNARD, CALIFORNIA

REV. 13 December, 2000

ATTACHMENT 5  
PAGE 31 OF 76

# GATEWAY SOUTH MASTER SIGN PROGRAM

ADOPTED -

## I. PURPOSE AND INTENT

This Master Sign Program establishes requirements for the design and fabrication of all building and site signage at the Gateway South project sites, including primary identification signs, secondary identification signs and informational signs. Unique and high quality signage is an integral part of the design, image and success of Gateway South. The intent of this sign program is to ensure that tenant signage in the commercial center is designed and executed in a manner which will achieve these objectives while providing superior identification of tenants and tenant's business, including incorporation of corporate identification where consistent with this program.

## II. COMPLIANCE

All signage shall be subject to the City's Development Advisory Committee prior written approval as provided in this Criteria. The City of Oxnard shall review, approve and issue building permits for all signage prior to fabrication and installation. The requirements of the Oxnard Sign Ordinance shall apply unless otherwise indicated below.

## III. PROCESS

A. Required Signage. Each structure shall provide a minimum of one (1) major identification sign per store frontage with public entrance. All signage shall conform to the sign sizes, overall allocations and sign locations designated in this program.

B. City Review of Sign Design. Prior to submittals to the City for DAC review and building permits, individual building owners shall provide the following information to the Planning and Environmental Services Manager for use in reviewing the proposed sign designs. Planning and Environmental Services Manager shall review all proposed signage and recommend approval or changes as required to conform to this sign guideline. Said review will be made in the context of the architectural features of the individual structures and how the proposed signage is compatible with said architectural style and features. Signs that detract from the aesthetic character

of the architecture will be rejected. As a part of the permit submittal package to the City, a letter of approval from the Planning and Environmental Services Manager will be required. Sign design submittal package shall include: full store name, logo images and colors, and samples of interior material finishes. If Planning and Environmental Services Manager disapproves or conditionally approves the Shop Drawings and/or other materials submitted, Planning and Environmental Services Manager shall note on a set of the Shop Drawings and building elevations or separately the reasons for such disapproval or conditional approval. Thereafter Planning and Environmental Services Manager and Sign Contractor shall consult and/or meet as necessary to achieve approval of Shop Drawings and materials consistent with this sign program.

**C. Required Submittals.** Within thirty (30) days after approval of the Sign Design by the Planning and Environmental Services Manager, the Building Owner shall direct his Sign Contractor to prepare and submit the following to the City for approval:

Three (3) sets of complete and fully dimensioned shop drawings for all signs ("Shop Drawing") based on the approved Sign Design.

Colored elevation(s) drawing of the complete structure, delineating the proposed signage and its impact on the building; show all elevations where signage is proposed.

Three (3) sets of samples of actual paint colors and finishes.

Full store name, logo images and colors.

Letter of Approval from the Planning and Environmental Services Manager

**D. Fabrication and Installation.** Only after building permits are issued for the approved design, Building Owner shall cause its Sign Contractor to fabricate and install signage in conformance with the Shop Drawings and other materials as approved by the Planning and Environmental Services Manager and the City. Planning and Environmental Services Manager shall have the right to perform an in-shop inspection of signage prior to installation.

Building Owner shall cause its signage to be installed so that it is operative on or before the date the proposed building (or portion of space therein) is required to open its store for business to the public. The Planning and Environmental Services Manager may, at the Building Owner's expense, correct or remove any sign installed without appropriate Planning and Environmental Services Manager and City of Oxnard approvals.

All costs associated with fabrication and installation of signage, including the costs of all governmental permits, approvals and processing fees, shall be paid by the Building Owner.

#### IV. DESIGN GUIDELINES

##### A. Design Objectives

1. The primary objective of the Design Guidelines is to generate high quality Tenant signage that reflects a sophisticated, contemporary environment. A coordinated sign program that provides for harmony with adjacent structures, yet allows for some individual diversity is encouraged.
2. It is also the objective of the Design Guidelines to limit the overall signage allocations and size of individual sign letters to create an attractive and uncluttered streetscape.

**B. Acceptable Sign Treatments.** A coordinated approach where signage is composed of several different but related elements and lighting techniques is encouraged. The following treatments are considered appropriate:

- Dimensioned geometric shapes
- Painted metals
- Screens, grids or mesh
- Polished metals
- Cut or fabricated steel
- Neon
- Under canopy signs
- Dimensional letter forms with seamless edge treatment

Individual channel letters shall be used for all signage attached to store fronts on these parcels. No internally illuminated can signs shall be placed on any structure on any of these parcels.

**C. Prohibited Signs.** The following are prohibited:

1. Permanent advertising devices such as attraction boards, posters, banners and flags
2. Window signs except where specifically approved by Planning and Environmental Services Manager and permitted by the City Sign Ordinance.
3. Exposed junction boxes, transformers, lamps, conduits
4. Sign Manufacturer's names, stamps or decals
5. Vacuum formed type plastic letters
6. Paper, cardboard or styrofoam signs
7. Exposed fastenings unless fastenings make an intentional statement
8. Simulated materials (i.e., wood grained plastic laminates, etc.)
9. Animated lights or other moving sign components
10. Conventional internally illuminated box/can type signs
11. All other signs prohibited by the City Sign Ordinance.

**D. Lighting.** In keeping with the sophisticated character of the project, identity signs for Tenants should be illuminated using one of the following techniques:

1. Reverse channel neon
2. Open face channel neon
3. Internal illumination
4. Silhouette illuminated
5. Front lighting
6. Area lighting

All front lighting should be obscured in channels where possible. Where fixtures, shades, or other elements are exposed, they should contribute to the design of the storefront. All exposed or skeletal neon must be backed with an opaque coating, unless otherwise approved by the Planning and Environmental Services Manager. All housings and tube supports for exposed neon signs must be painted out to match the building background immediately behind and adjacent to the sign. In no event shall sign lighting create a public nuisance or jeopardize public safety.

**E. Colors.** The following guidelines shall be adhered to in selecting colors for Tenant signage:

1. Sign colors should be selected to provide sufficient contrast against building background colors
2. Colors within each sign should be harmoniously blended
3. Sign colors should be compatible with building background colors
4. Signage colors should be coordinated with other on-site signs
5. Color or letter returns should contrast with face color for good daytime readability
6. Interior or open channel letter should be painted dark when against light backgrounds
7. Neon colors should complement related signage elements.

All sign colors are subject to review and approval by the Planning and Environmental Services Manager as part of the sign submittal process.

**F. Type Styles.** The use of logos and distinctive type styles is allowed for all signs. Building Owners may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in California, provided that said images are architecturally compatible and coordinated with the sign program. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters depending on sign area. No logo (emblem or symbol e.g. Texaco Star or Golden Arches) shall be more than 36 inches tall.

**G. Required Sign Design.** On-site signs shall be designed and built to the following specifications:

1. Monument, or Ground Signs - Signs shall be located in landscaped areas. These signs may be one or two sided. These signs shall not be more than 42 inches in height, except they may be up to 6 feet in height if the sign is located 35 feet or more from a curb at any street intersection or driveway. A ground sign shall not exceed 50 square feet in size. Ground sign colors, except for individual tenant name/logo shall be coordinated with the architecture of the adjacent structure and compatible with the signage on said structure. Attachments 3 and 4 illustrate these sign styles. No ground sign shall be located within 150 feet of another ground sign.

2. Location. Signs shall be located as identified on the typical elevations and the site plan, Exhibits 2 and 1, respectively. No signs or any part thereof shall be roof mounted.

## **V. MERCHANT SIGNAGE AND ALLOWABLE SQUARE FOOTAGE**

The following signage allocations are based upon City of Oxnard Sign Ordinance standards and are maximums that may not be exceeded.

### **A. Individual Structures on Separate Parcels**

The total signage allocation shall not exceed two (2) square feet of sign, for each linear foot of storefront. No single sign per elevation shall exceed 300 square feet or 10% of building frontage.

One major identification sign is required on the primary elevation.

Where there is a second or third building frontage facing a street or the interior site driveway, one additional 1/2 square foot of sign area per lineal foot of building frontage facing said arcade or mall is allowed. This signage shall be placed on the wall facing the street or interior driveway.

Maximum letter height on building attached letters shall not exceed 36 inches.

## **VI. GENERAL PROVISIONS AND CONSTRUCTION REQUIREMENTS**

A. No temporary wall signs, window signs, pennants, flags, inflatable displays or sandwich boards will be allowed except those signs specifically approve by Landlord and allowed by the City of Oxnard.

B. Notwithstanding the maximum square footage 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. All signs shall fit comfortably into designated architectural spaces, leaving sufficient margins and negative space on all sides. Thickness, height and color of sign lettering shall be visually balanced and in proportion to other signs on the building.

C. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement.

D. 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. Planning and Environmental Services Manager reserves the right to reject any fabrication work deemed to be below standard.

E. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.

F. All ferrous and nonferrous metals shall be separated with nonconductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to nonferrous metals.

G. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel. Angle clips attached to letter sides will not be permitted.

H. Paint colors and finishes must be reviewed and approved by Landlord and City. Color coating shall exactly match the colors specified on the approved plans.

I. 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 inhibitive clear coat in a semi-gloss finish.

J. Joining of materials (e.g., seams) shall be finished in such a way to be unnoticeable. Visible welds shall be ground smooth and finished with autobody filler. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled and finished so to be unnoticeable.

K. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs, and shall have uniform surface conforming to the highest standards of the industry.



L. Plexiglass faced channel letters shall have a minimum return depth of 5 inches. Return finish shall have a contrasting color from the face color. Double tube neon shall be used where letter stroke exceeds 3½ inches. Letters installed on raceways will not be permitted unless specifically approved by the Planning and Environmental Services Manager.

M. Reverse channel letters shall be pinned 2 inches off building wall. Return depth shall be 2¼ inches and signs shall have a clear Lexan backing. Double tube neon shall be used where width of letter stroke exceeds 2-1/2 inches.

N. Depth of open channel letters shall be 2¼ inches. All hardware and neon tube supports inside open channel letters shall be painted to match interior letter color. Neon shall be sufficient to make letter read "solid" and shall be installed so that the top surface of neon is flush with front edges of open channel.

O. Brightness of signs is subject to approval by the Planning and Environmental Services Manager. Surface brightness of illuminated materials shall be consistent in all letters and components of the signs. Light leaks will not be permitted.

P. All conduit, raceways, crossovers, ballast boxes, transformers and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall be finished with a rust inhibitive finish.

Q. Underwriter's Laboratory approved labels shall be affixed to all electrical fixtures. Fabrications and installation of electrical signs shall comply with all national and local building codes.

R. Penetrations into building walls, where required, shall be made waterproof. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the Sign Contractor on the Shop Drawings submitted to the Planning and Environmental Services Manager. The Sign Contractor shall install same in accordance with the approved Shop Drawings.

S. In no case shall any manufacturer's label be visible from the street from normal angles.

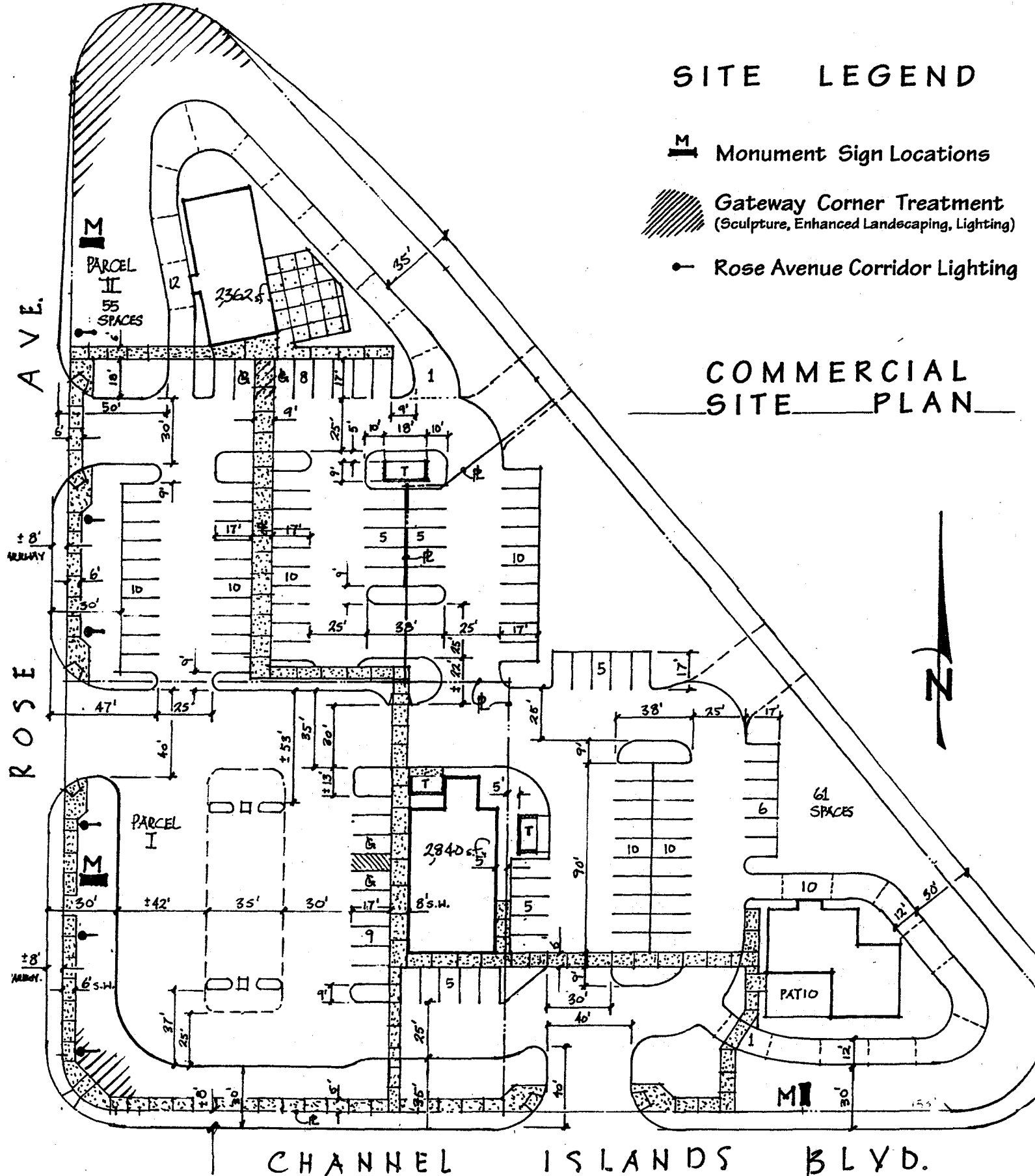
# SITE LEGEND

**M** Monument Sign Locations

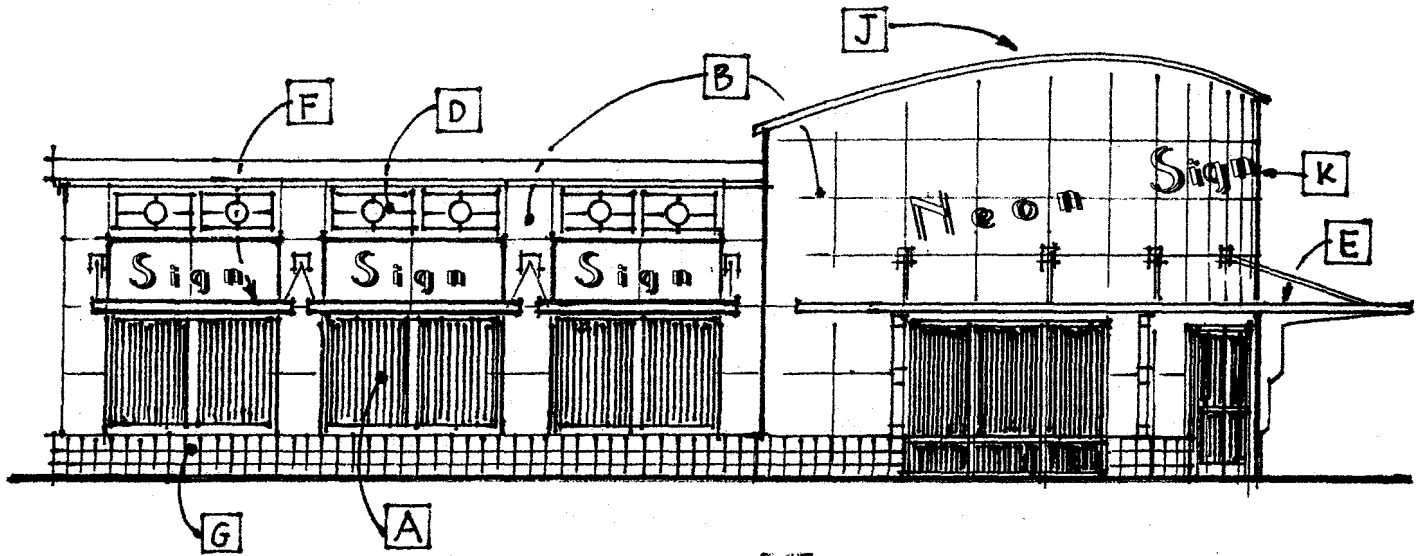
 Gateway Corner Treatment  
(Sculpture, Enhanced Landscaping, Lighting)

 Rose Avenue Corridor Lighting

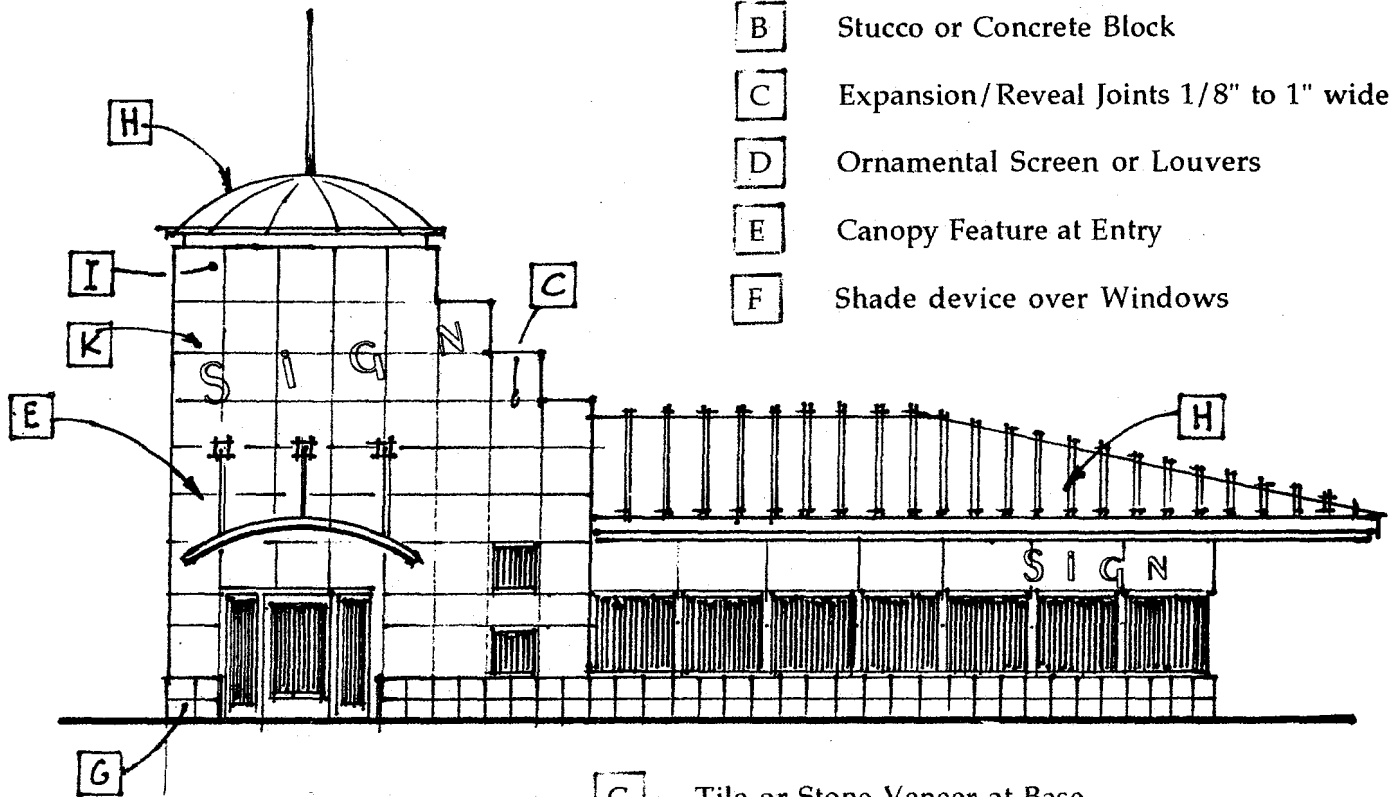
# COMMERCIAL SITE PLAN



CHANNEL ISLANDS BLYD.

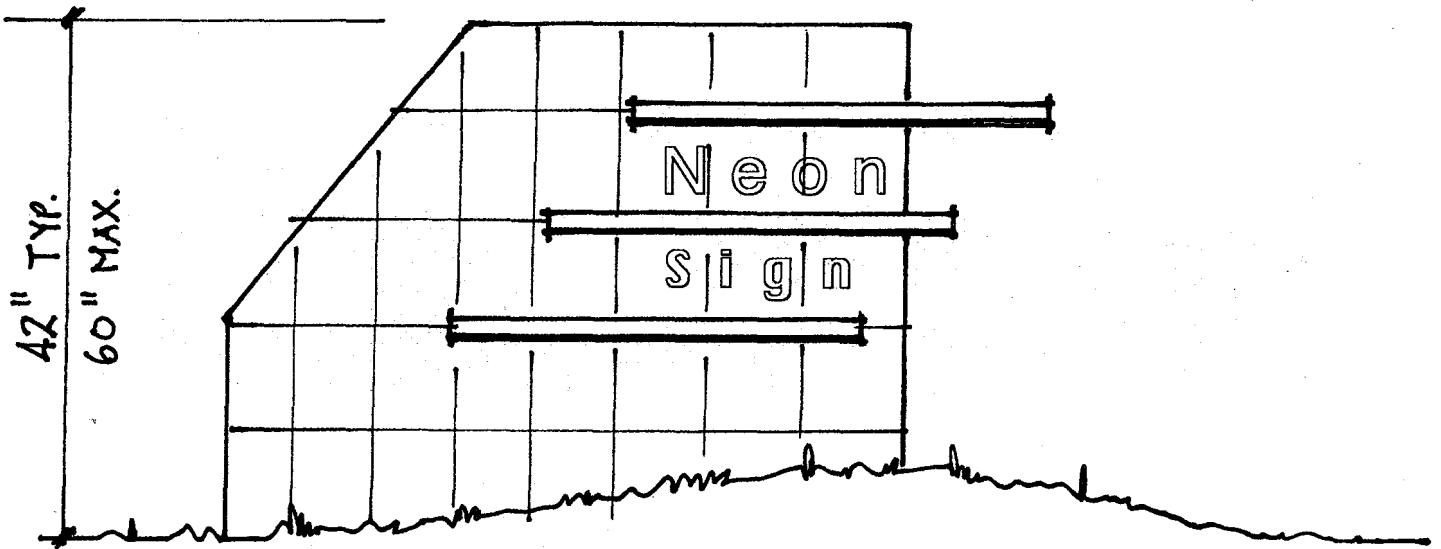


- A** Clear or Blue/Green Glazing
- B** Stucco or Concrete Block
- C** Expansion/Reveal Joints 1/8" to 1" wide
- D** Ornamental Screen or Louvers
- E** Canopy Feature at Entry
- F** Shade device over Windows



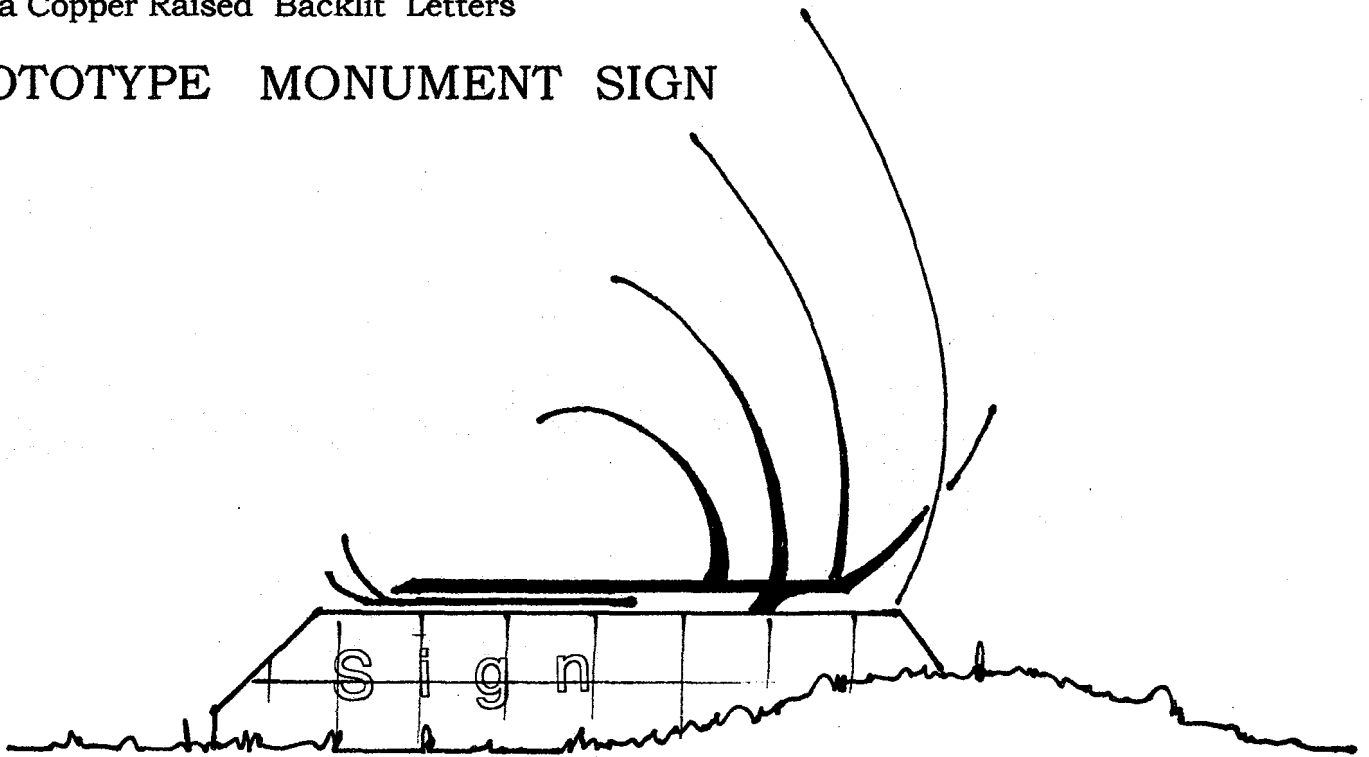
- G** Tile or Stone Veneer at Base
- H** Metal Standing Seam Roof
- I** Tower Element
- J** Accent Roof Emphasis
- K** Neon Signage over Entry

## BUILDING PROTOTYPES



Patina Copper "Shelf" Sculpture Element with Concealed Strip Lighting  
 Marble or Granite Tile Veneer (24" x 24") with 1/8" max. Grout Joints  
 Patina Copper Raised Backlit Letters

**PROTOTYPE MONUMENT SIGN**



Patina Copper Sculpture  
 Marble or Granite Tile Veneer (24" x 24") with 1/8" max. Grout Joints  
 Patina Copper or Stainless Steel Raised Backlit Letters

**PROTOTYPE CORNER "GATEWAY" SIGN**

<b>Master Sign Program</b>					
<b>Sign Allocation Chart</b>					
<u>Parcel</u>	<u>Bldg. Frontage</u>	<u>Frontage</u>	<u>Total Area</u>	<u>Recommended</u>	<u>Ground</u>
	1) Primary	<u>Orientation</u>	<u>Allowed per</u>	<u>Area at Each</u>	<u>Sign</u>
	2) Secondary		<u>Ordinance</u>	<u>Frontage</u>	
<b>1</b>	1) 70'	West	140 s.f.	100 s.f.	Allowed
	2) 32'	N or S	16 s.f.	56 s.f.	
<b>2</b>	1) 85'	West	170 s.f.	140 s.f.	Allowed
	2) 40'	South	20 s.f.	50 s.f.	
<b>3</b>	1) 68'	South	176 s.f.	140 s.f.	Allowed
	2) 45'	West	23 s.f.	60 s.f.	

