Master Sign Plan

Palm West Plaza

2891 N Vineyard

multi-tenant center

Sign minor mod: PZ 04-140-24
Project: PZ 99-5-134

Do not issue Pylon (A1) or monument (A2) permit without determining that landscaping has been tastefully relocated and the swale under sign A2 is not compromised.

Chris Williamson
July 8, 2004
August 2, 2004

Mr. Ed Vidales
Donco and Sons Inc.
1410 N. Daly Street
Anaheim, CA 92806

RE: Minor Modification (PZ 04-140-24) to PZ 99-5-134, 2891 N. Vineyard (Palm West Plaza) Master Sign Program – sign substitution approval

The Manager of Planning and Environmental Services has approved substituting two Type E (tenant) signs for the two center ID signs on the corner tower (nearest to Vineyard) of Building ‘B’ only for the use occupying the corner lease space in Building ‘B.’

Marilyn Miller, AICP
Planning and Environmental Services Manager
Analysis: The proposed master sign plan includes 18 signs totaling approximately 388.5 sq. ft. of sign area as shown in the table below:

<table>
<thead>
<tr>
<th>Description</th>
<th>Type</th>
<th>height</th>
<th>width</th>
<th>quantity</th>
<th>copy area</th>
<th>total area</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Main center ID, gas prices</td>
<td>Pylon</td>
<td>8'</td>
<td>5'1&quot;</td>
<td>1</td>
<td>100 X 2</td>
<td>200</td>
</tr>
<tr>
<td>A2 Secondary ID, tenants</td>
<td>Ground</td>
<td>42&quot;</td>
<td>6'</td>
<td>1</td>
<td>18 X 2</td>
<td>36</td>
</tr>
<tr>
<td>B Circle K logo</td>
<td>Wall</td>
<td>5'</td>
<td>5'1&quot;</td>
<td>1</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>C 76 logo</td>
<td>Wall</td>
<td>5'</td>
<td>5'1&quot;</td>
<td>1</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>D Canopy 6 circle 30' logo</td>
<td>Wall</td>
<td>3'</td>
<td>3'</td>
<td>1</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>E Tenant signs</td>
<td>Wall</td>
<td>3'</td>
<td>6'</td>
<td>2</td>
<td>18</td>
<td>36</td>
</tr>
<tr>
<td>F Center ID sign, Bldg A</td>
<td>Wall</td>
<td>2'</td>
<td>8'</td>
<td>1</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>496.5</td>
</tr>
</tbody>
</table>

Total sign area: The principal street frontage is on Vineyard Avenue with a total length of 360 feet for an allowed maximum sign area of 360 square feet. The two principal buildings total 230 linear feet of frontage on Vineyard Avenue for an allowed sign area of 460 square feet. The Retail 'B' building has 144.8 feet of secondary frontage which results in an additional 72 square feet of area for the secondary frontage only. As the code allows for the larger number, the proposed master sign program of 496.5 square feet is below the maximum allowed signage of 532 square feet, with a maximum of 72 square feet for the Building B secondary frontage.

On-site Freestanding sign (sign A1): A freestanding pylon sign proposed at 24 feet in height does not exceed the allowed 24 foot height limit. The signage area of 200 square feet (counting both sides of 100 sq. ft. each) does not exceed the allowed 300 square feet. Sign A1 is located in a landscaped setback area that exceeds the area of the proposed sign. Sign A1 will displace some of the required and approved setback landscaping: condition #1 requires that landscaping be relocated within the same setback area. This sign meets code requirements.

On-site ground sign (sign A2): The master site plan proposes a ground sign located in the Vineyard Avenue landscaped setback area within the 80% requirement of the Vineyard Avenue frontage. Sign A2 allows for up to four tenant signs per side with an area of 18 square feet on each side, totaling 36 square feet total which is less than the allowed 50 square feet, and at an allowed height of 42 inches. The sign is located over a swale in the setback designed for stormwater retention. Sign A2 will displace some of the required and approved setback landscaping: condition #1 requires that landscaping be relocated within the same setback area. Condition #2 requires that the approved functionality of the swale be retained by the design of Sign A2. This sign meets code requirements.

Wall signs (B to F): The proposed wall signs on Building A, Building B, service island canopy, and the car wash structure are of a consistent design utilizing either the same font and color scheme or utilizing a qualifying corporate logo. Building B has three tenant signs totaling 48 square feet, which is less than the allowed 72 square feet allowed for a secondary frontage. These signs meet code requirements.
NEW WALL SIGN

5' X 5' CIRCLE K WALL SIGN  
25 SQ FT  
INTERNALLY ILLUMINATED  
QTY: ONE (1)  
WEST BUILDING ELEVATION OVER FRONT ENTRANCE

FUTURE TENANT SIGN

INTERNALLY ILLUMINATED  
QTY: ONE PER TENANT

ON BUILDING A AND BUILDING B FRONT ELEVATIONS  
COLORS TO BE IN ACCORDANCE WITH BUSINESS CORPORATE LOGOS

MATERIALS TO BE REVIEWED BY CITY PER CITY STANDARD

ALUMINUM CABINET SIGNS OR CHANNEL LETTER TYPE NEON SIGNS

U. L. APPROVED REMOTE TRANSFORMER OR SELF CONTAINED  
WITH EXTERNAL DISCONNECT SWITCHES

FUTURE TENANT SIGN

FUTURE TENANT SIGN

FUTURE TENANT SIGN

Palm West Plaza Signage

New Circle K Wall Sign

Front Building Elevation

Project No. 050729

Sheet Number 2 of 6

Sign plan_5.cdr
NEW CANOPY SIGNS

76 CANOPY LOGO SIGNS
INTERNALLY ILLUMINATED
QTY: THREE (3)
ON NEW CANOPY FASCIA STRUCTURE

- 36" LOGO ON SIDE CANOPY ELEVATION: (1) ONE
- 24" LOGO ON ENDS ON CANOPY: (2) TWO

SIDE CANOPY ELEVATION

FRONT CANOPY ELEVATION

Q: CD
DATE: 01-21-04
REVISION: 04-08-04
PROJECT NO. 050729
PROJECT ADDRESS
CIRCLE K, 76, SERVICE STATION
2981 N. VINEYARD AVE
OXNARD, CA

SIGN PLAN
Danco & Sons, Inc.
(714) 294-0000
ST.LD. # 1450/16
GUARD-RUT

FRONT CANOPY ELEVATION

SIDE CANOPY ELEVATION

FRONT CANOPY ELEVATION
A1 PROPOSED ID / PRICE SIGN

ANCHOR BOLT DETAIL ATTACHMENT SEE CALC. SHEET

SIDE VIEW FRONT VIEW

NEW 8' TWIN POLE ID PRICE SIGN ILLUMINATED
IN NEW PLANTER AREA ON NEW CONCRETE FOOTINGS TO ADDRESS VINEYARD

A1 SECONDARY TENANT SIGN ILLUMINATED
WITH ARCHITECTURAL TREATMENT TO MATCH BUILDING AND SERVICE STATION MONUMENT SIGN

A2 PROPOSED TENANT SIGN