

RIVERPARK PROFESSIONAL CENTER

2901 N. VENTURA ROAD
OXNARD, CA 93036

MASTER SIGN PROGRAM

VOGUE SIGN
C O M P A N Y
S I N C E 1 9 6 2

715 Commercial Ave. Oxnard, CA 93030 • (805) 487-7222
www.voguesigns.com

APPROVED	
BY:	
DATE:	5/25/17
CITY OF OXNARD PLANNING	

16-140-30

objective

The purpose of this sign criteria is to establish standards that assure tenant signage is harmonious and integrates with the architecture of the building to provide coordinated proportional exposure for all signs. This sign criteria also describes the responsibilities of the tenants with respect to sign review approval and installation. All work shall meet or exceed the minimum requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant signage. Any non-conforming signs that have been installed will be removed at tenant's expense.

application procedure

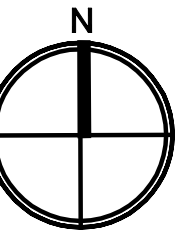
The tenant shall submit an Electronic Copy of the proposed sign to the landlord for review. Upon receiving landlord's signed approval, the tenant shall submit 4 copies to the city of Oxnard, including one copy with landlord's signature. Renderings shall include a site plan identifying location of sign on the property, scaled elevations of proposed sign(s) at tenant location with dimensions of sign, tenant frontage, length of architectural surface on which the sign is to be installed and any other submittal documents requested by The City of Oxnard. Additionally, a detailed, fully dimensional shop rendering depicting colors and materials, along with a section of the sign showing illumination source and method of attachment, as required by the City of Oxnard, shall be included with the submittal.

All Signs must conform to the Riverpark Specific Plan signage standards section 5.9

All costs associated with the acquisition, fabrication and installation of signage are the sole responsibility of the tenant. All sign contractor's working at Riverpark Professional Center must be fully licensed, bonded, and have liability insurance.

Preferred Sign Vendor: Vogue Signs · 715 Commercial Ave. · Oxnard, CA 93030 · (805) 487-7222

site plan



----- PROPERTY LINE

size requirements

One on building sign allowed per authorized tenant unless otherwise noted. The term "sign" refers to all lettering and logo elements to be placed on the building for the individual tenants. "Sign area" refers to the sum of the area enclosed in a square or rectangular form drawn around the lettering and logo of all surfaces of each sign.

Each individual sign is allowed only the name of the primary tenant or the name of the building/development which shall be identified on the building sign. Products offered for sale or name brands of products shall not be included on the building sign unless they are part of the registered business name.

For Commercial Top of Building Wall Identification signs S-1 and W-1, the maximum letter height is 32", with a maximum individual sign square footage of 160 sq. ft. (Per 5.9.3.4.)

For all other Commercial Tenant Identification on-building signs (Per 5.9.3.6.), the maximum letter and logo height is 28" and the maximum square footage is 22 sq. ft. except sign N-1 which is 30 sq.ft. Two lines of text may be stacked provided they do not exceed 34" in overall height and adhere to the maximum percentages of space within an architectural feature.

Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 75% of the total width and 75% of the total height of the architectural feature. Maximum of 2 lines of text and one logo element per sign. Width of a logo may not exceed 2^{1/2} times the logo height, and shall not occupy more than 25% of the building sign area. Letters/logo elements shall have returns not exceeding 5" in depth. Each elevation is unique, please refer to the individual elevation pages for detailed size and location information.

Signs are required to fit the soffit/fascia of the building upon which they are installed and are not to interfere with the windows or any dimensional structures of the buildings.

The size requirements represent the maximums, the landlord/owner reserves the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded).

Area of sign is determined by the aggregate total area of rectangles that contain all letter forms and logo (graphic elements) comprising the sign. The total sign area for the site shall include the aggregate sign area of all buildings and monument signs on the site. Sign area SHALL NOT INCLUDE pole-mounted, legally required traffic control signs and directional signs.

All signs shall comply with the requirements of the Riverpark Specific Plan signage standards (section 5.9) as amended, Advertising Signs in the Oxnard Municipal Code Book, as well as with the requirements of this Sign Program.

fabrication requirements

ON BUILDING WALL SIGNS

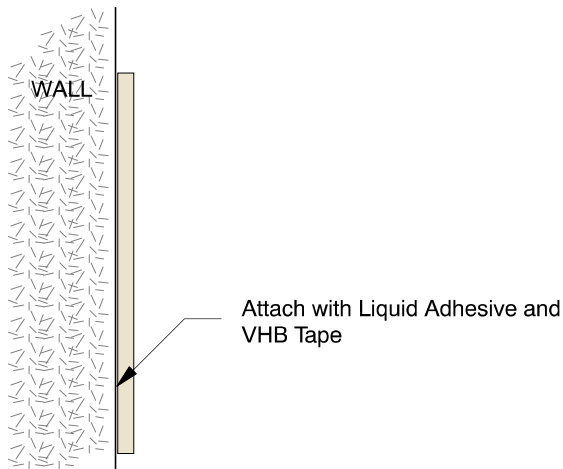
Allowable signage includes:

1. Non-illuminated dimensional letters fabricated from Painted Plastic or Metal,
2. Individual halo lit LED channel letters

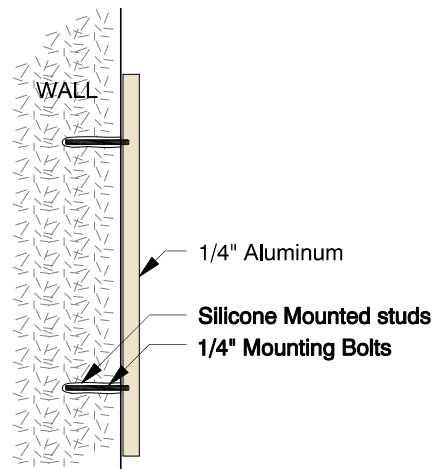
Letters are to be constructed from sheet metal or aluminum with 3" deep returns for halo lit channel letters. Illumination to be provided by internal LEDs. All electrical fabrication requires U.L. approval. No exposed raceways are permitted. All installation hardware shall be aluminum or stainless steel with silicone adhesive to prevent rusting or staining of building surface.

All Halo lit letters are to have a 1" standoff with white illumination only.

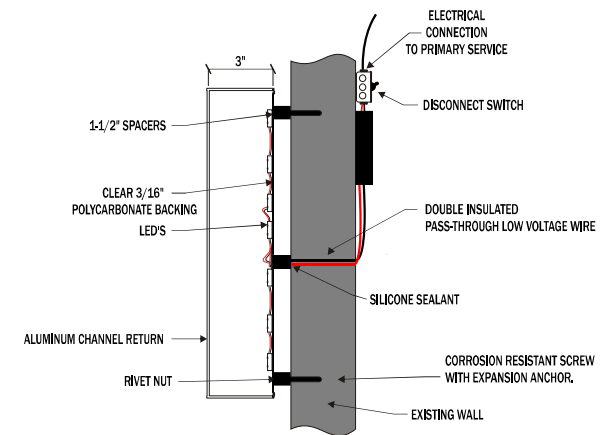
Dimensional letters are to be flush mounted.



SECTION DETAIL @ FCO FLUSH MOUNTED:



SECTION DETAIL @ FCO STUD MOUNTED:



SECTION DETAIL @ REVERSE HALO LIT:

non-permitted signs

1. Illuminated sign cabinets are not allowed.
2. Foam Dimensional Letters.
3. No sign shall flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
4. Banners, posters or window signs, temporary in nature, shall not be considered permanent signage, and shall be removed by the tenant when requested by the Landlord.
5. Signs shall not be installed or suspended from the ceiling or anywhere not approved by the Landlord.
6. No signs on elevations not depicted in this program.
7. All prohibitions called out under Division 4, Section 16-610 of City Code and RPSP 5.9.2.3. (EXCEPT CHANNEL LETTERS)

signage removal

1. Each tenant responsible for removal of their own signage and restoring their former sign area to its original condition by patching all holes in a neat, workmanlike manner, and by repainting the entire panel to precisely match the existing building color paint scheme.
2. All signs must be removed within 15 days of termination of lease.

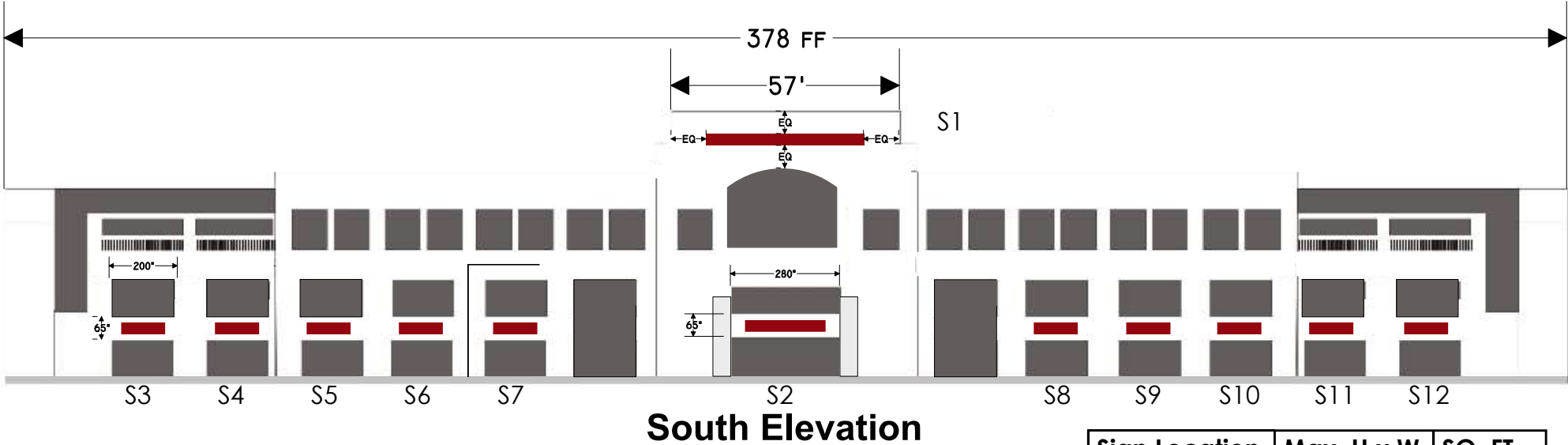
signage allocation

At the sole discretion of the owner or landlord, allowable signage will be allocated the permission to have an exterior sign and the allowable location on the building.

south elevation

Address: 2901 N. Ventura Road

Sign locations are indicated by solid burgundy boxes. Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 75% of the total width and 75% of the total height of the architectural feature. See table below for maximum height and width of each allowable sign.



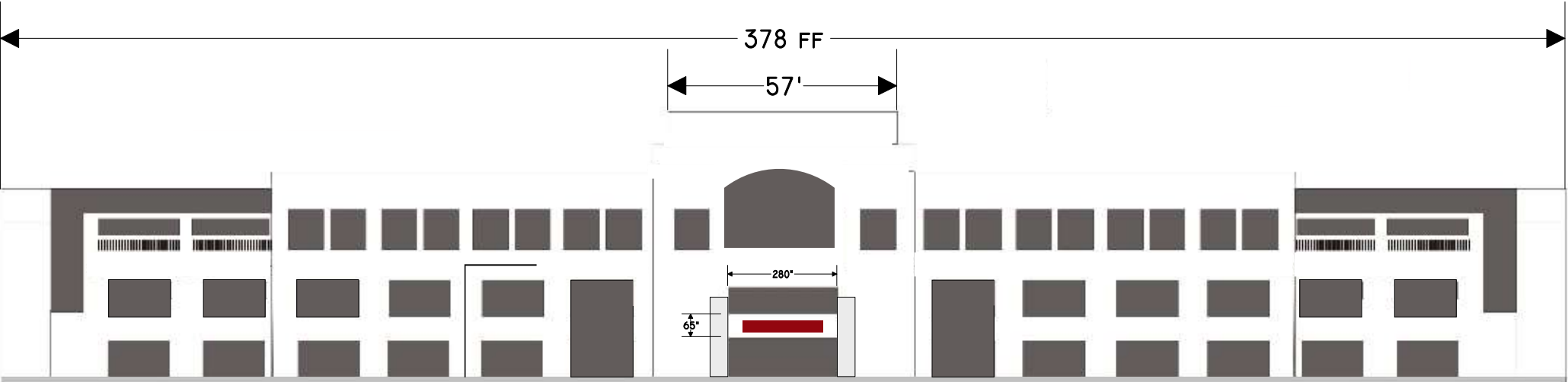
Sign Location	Max. H x W	SQ. FT
S1	32" x 513"	160
S2	36" x 210"	22
S3 - S6	34" x 150"	22
S7 - S10	34" x 150"	22
S11 - S12	34" x 150"	22
Total sq. ft. for elevation		88

*S-2 thru S-12 are potential sign locations. Only [4] total signs will be allowed on these [11] potential locations.

north elevation

Address: 2901 N. Ventura Road

Sign locations are indicated by solid burgundy boxes. Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 75% of the total width and 75% of the total height of the architectural feature. See table below for maximum height and width of each allowable sign.



N1
North Elevation

— POTENTIAL SIGN LOCATION

Sign Location	Max. H x W	SQ. FT
N1	36" x 210"	22
Total sq. ft. for elevation		22

* This unique situation does not count toward the aggregate sign area of the building.

east elevation

Address: 2901 N. Ventura Road

Sign locations are indicated by solid burgundy boxes. Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 75% of the total width and 75% of the total height of the architectural feature unless otherwise noted. See table below for maximum height and width of each allowable sign.



East Elevation

————— POTENTIAL SIGN LOCATION

EAST ELEVATION

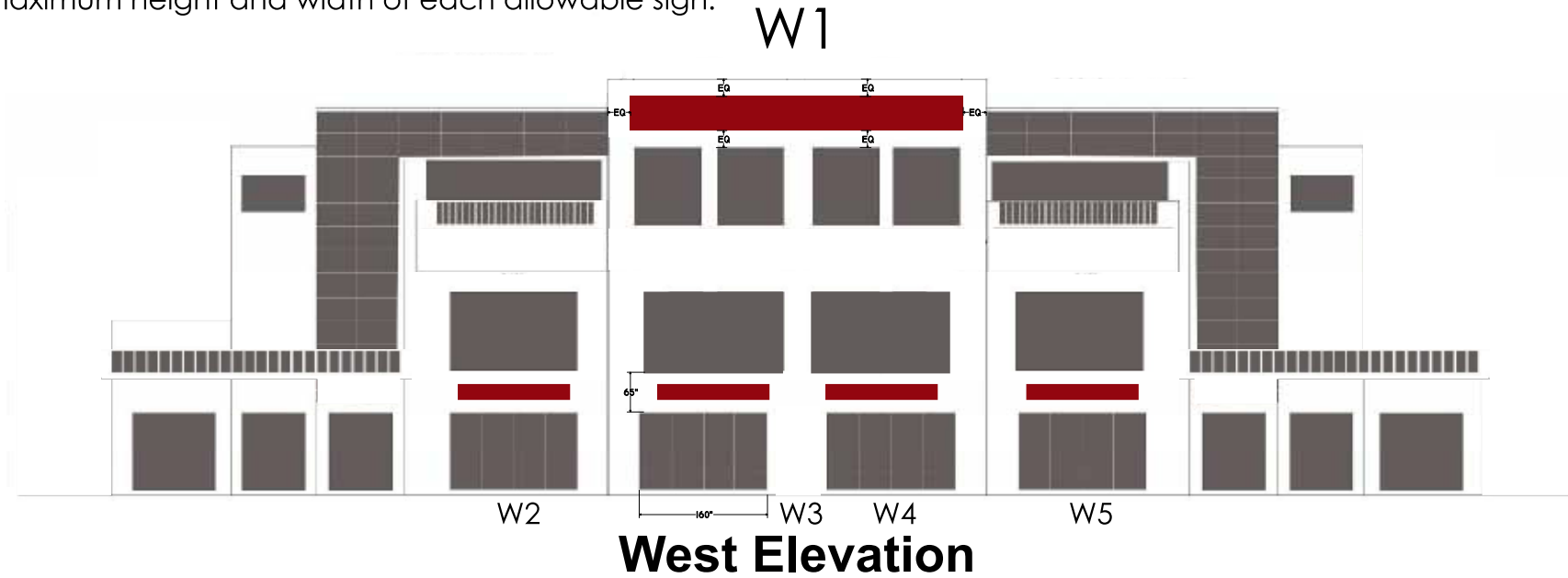
Sign Location	Max. H x W	SQ. FT
E1 - E2	34" x 144"	22
E3 - E4	34" x 144"	22
Total sq. ft. for elevation		44

*E-1 thru E-4 are potential sign locations. Only [2] total signs will be allowed on these [4] potential locations.

west elevation

Address: 2901 N. Ventura Road

Sign locations are indicated by solid burgundy boxes. Each sign shall be centered horizontally and vertically within defined signage location and is not to exceed 75% of the total width and 75% of the total height of the architectural feature unless otherwise noted. See table below for maximum height and width of each allowable sign.



POTENTIAL SIGN LOCATION

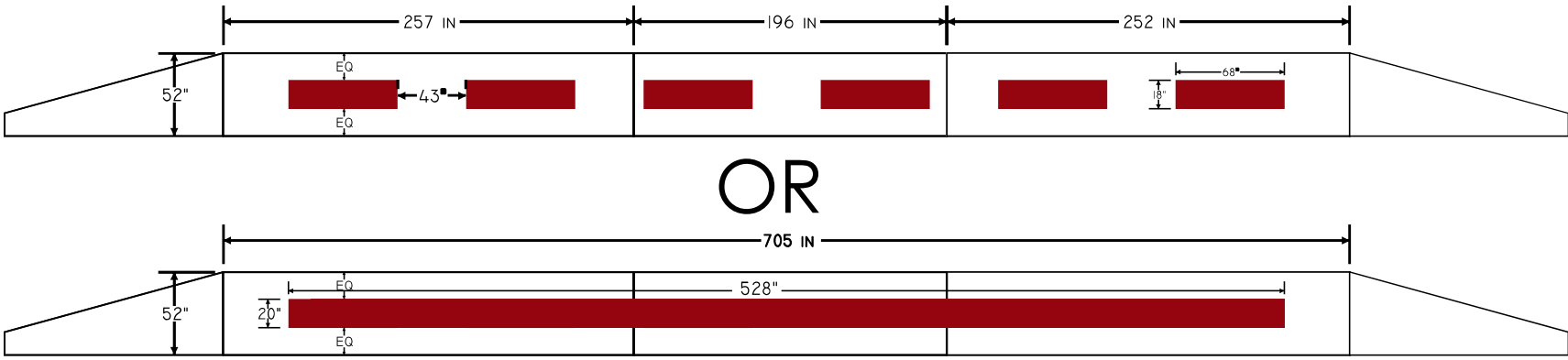
WEST ELEVATION

Sign Location	Max. H x W	SQ. FT
W1	32" x 396"	160
W2	34" x 144"	22
W3	34" x 144"	22
W4	34" x 144"	22
W5	34" x 144"	22
Total sq. ft. for elevation		88

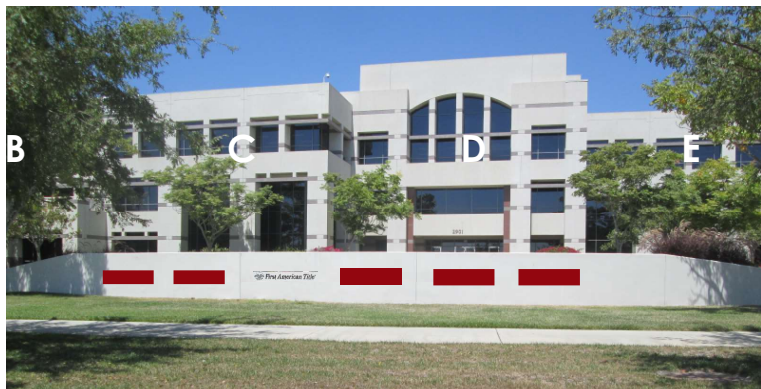
*W-2 thru W-5 are potential sign locations. Only [4] total signs will be allowed on these [4] potential locations.

monument wall sign

This site shall be permitted [1] one monument wall. Per 5.9.3.2 Individual tenant signs will be mounted to the existing wall. Wall will be allowed up to [6] six tenant signs. Each sign area to be 18" tall x 68" long. All signs must be center on the same plane with the center of the sign, 26" down from top of wall and equal spacing down from the top and up from the bottom of the wall OR [1] tenant sign NTE 50 sq.ft. centered in sign area below. Letters NTE 18" tall on one line. All signs shall be non illuminated, flat cut 1/4" thick aluminum letters or logo, affixed to the wall with liquid adhesive. Total sign area on this wall not to exceed 50 sq. ft.



OR



NOTE:
if this becomes a single tenant sign
then all sign elements must fit within
the denoted potential sign area.

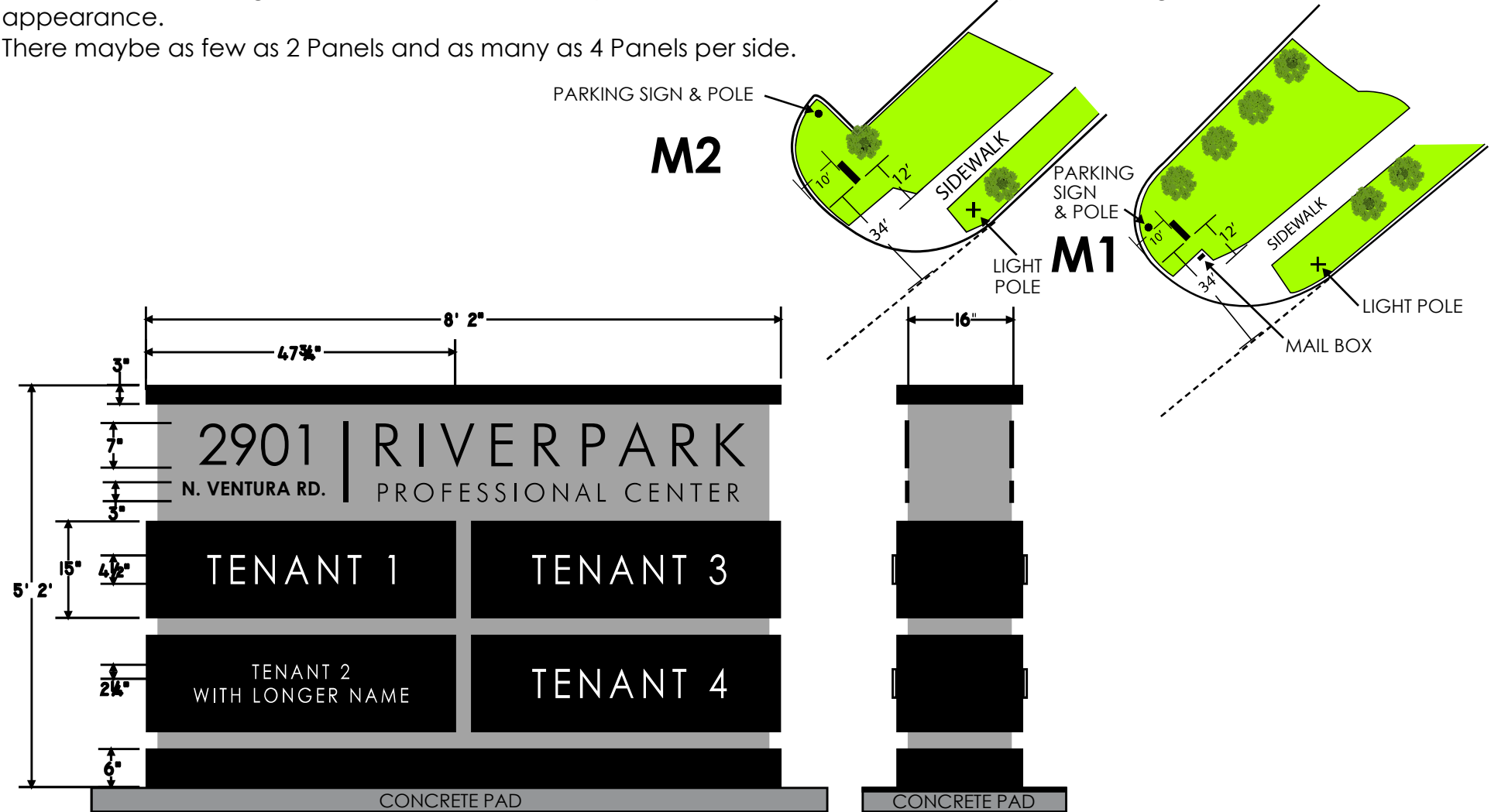
Monument Wall Sign

■ POTENTIAL SIGN LOCATION
Each 18" T x 68" L

free standing monuments

This site shall be permitted up to [2] free standing monument signs per 5.9.3.2 The sign area shall not exceed twenty four square feet on each side, and (6) six feet in height. Sign will be 62" tall x 98" wide non illuminated aluminum structure painted PMS cool gray #3 to match building, with 15" x 47.75" black aluminum background panels with flat cutout 1/8" aluminum clear natural satin finish letters, mounted flush. Tenant lettering to be 4.5" tall for single lines, and 2.25" tall for 2 line text. Site identification lettering to be 1/4" thick aluminum painted black. Font to be Century Gothic Regular, to maintain a unified appearance.

There maybe as few as 2 Panels and as many as 4 Panels per side.



allocation table

Sign Type	QTY.	North Elevation (Sq. Ft.)	East Elevation (Sq. Ft.)	South Elevation (Sq. Ft.)	West Elevation (Sq. Ft.)	Aggregate Sign Area (Sq. Ft.)
Top of Building (5.9.3.4)				160	160	N/A
Commercial Tenant Identification Sign (5.9.3.6)		22	44	88	88	242
Free Standing Monuments (5.9.3.2)	2				Signage Area 24 sq.ft. each	48
Monument Wa ll	1	Either [1] 50 sq. ft. Sign OR [6] Signs each 8.3 sq.ft.				50
Aggregate Signage						340
Total Sigange Proposed						340
Maximum Allowable Signage						378