

COLONIAL HOUSE MASTER SIGN PROGRAM

I. PURPOSE AND INTENT

This Master Sign Program establishes requirements for the design and fabrication of all building and site signage at the Colonial House 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 Colonial House Center. The intent of this sign program is to ensure that tenant signage in the commercial center is designated 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 these 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 major identification sign per store frontage with public entrance. All signage shall conform to the sign sizes, overall allocations and sign location designated in this program.

B. City Review of Sign Design-

Prior to submittals to the City for DAC review and building permits, Individual tenant owners shall provide the following information to the Planning and Environmental Services Manager for use in reviewing the proposed signage and recommend approval or changes as required to conform to this sign guideline. 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 Drawing and/or other material 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. There after 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 Submittal-

Within thirty days after approval of the Sign Design by the Planning and Environmental Services Manager, the Tenant / Owner shall direct his Sign Contractor to prepare and submit the following to the City for approval:

- Three sets of complete and fully dimensioned shop drawings for all signs ("Shop Drawing") based on the approved Sign Design.
- Colored elevation(s) drawings of the complete structure, delineating the proposed signage and its impact on the building; show all elevations where signage is proposed.
- Three sets of samples of actual paint colors and finishes.
- Full store name, logo images and color.
- Letter of Approval from the Planning and Environmental Services Manager.

D. Fabrication and Installation-

Only after the building permit has been issued for the approved design, Tenant / 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.

The Tenant / 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 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 Tenant / Owner's expense, correct or remove any sign installed without appropriate Planning and Environmental Services Manager and City of Oxnard approvals.

The Tenant / Owner shall pay all costs associated with fabrication, installation of signage and including the costs of all governmental permits, approvals and processing fees.

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 the individual sign letters to create an attractive and uncluttered streetscape.

B. Acceptable Sign Treatments-

1. 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
- a) *Acceptable Sign Letter Materials:* Acrylic, Wood, Aluminum, Fiberglass, Metal, Neon.
- b) *Unacceptable Sign Letter Materials:* Foam, Styrofoam, Vinyl, Plastic, Plastic Laminates, Cardboard, Paper.

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 Manufacturers 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
12. Flashing, moving signs

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 housing 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 the Tenant signage.

1. Sign colors should be selected to provide sufficient contrast against building background colors.
2. Color 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 be painted dark when against light backgrounds
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. Tenant / Owners may adapt established type styles, logos and/or images that are in use on a similar buildings operated by them in California, provided that said images are architecturally compatible and coordinated with the sign program. Type 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 designated and built to the following specifications:

1. Monument, or Ground Signs – this type of signage is not permitted on this project.

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 Occupancy -

The total signage allocation shall not exceed two square feet of sign, for each linear foot of tenant storefront. Single sign per elevation shall not exceed 300 square feet or 10% of the building frontage. One major identification sign is required on the primary elevation.

Where there is a secondary frontage facing a street or the interior site driveway, one additional ½ 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.

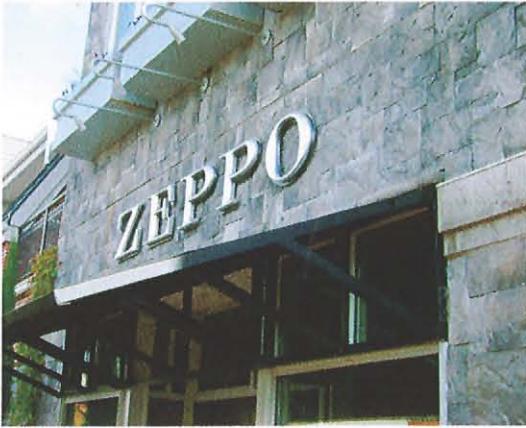
Maximum letter height on the building attached letters shall not exceed 36 inches.

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 approved by Landlord and allowed by the City of Oxnard.
- B. Notwithstanding the maximum square specified for a 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 side. Thickness,

- height and color of sign lettering shall be visually balanced and in portion to other signs of 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 in such a way to be unnoticeable. Visible welds shall be ground smooth and finished with auto body filler. Rivets, crews, and other fasteners that extend to visible surfaces shall be flush, filled so to be unnoticeable.
 - K. Finished surfaces of metal shall be free from oil 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. Plexiglas 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 30 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 2 inches and signs shall have a clear Lexan backing. Double tube neon shall be used where width of letter stroke exceeds 2 ½ inches.
 - N. Depth of open channel letters shall be 2 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 letters read isolidi and shall be installed so that the top surface of neon is flush with front with edges of open channel.
 - O. Brightness of signs is subject to approval by the Planning and Environmental Services Manager. Surfaces 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 code,
- 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.



Applied sign with spot light



Pole sign under canopy



Corner mounted signage



Public Parking Entry Signage



Hung Sign at Canopy

Signage Examples

Colonial House Signage Program

