

PZ 13-300-02



# RANCHO VICTORIA PLAZA

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SIGN PROGRAM

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Oxnard, California

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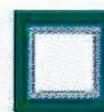
PLANNING DIVISION  
CITY OF OXNARD

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RANCHO VICTORIA PLAZA SIGN PROGRAM

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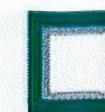


## PROJECT DIRECTORY

**LANDLORD:** INVESTEC REAL ESTATE  
200 E. CARRILLO STREET  
SANTA BARBARA, CA  
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**ARCHITECT:** LAUTERBACH & ASSOCIATES.  
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OXNARD, CA 93036  
TEL:(805) 988-0912

**CONSULTANT:** ULTRASIGNS ELECTRICAL ADVERTISING  
9025 BALBOA AVENUE, STE 150  
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## A INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the City.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

Landlord approval should be obtained prior to city permit. Check with the City for permit application requirements and fees.

## B LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.
2. The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s).
3. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
7. Should a sign be removed, it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition.
8. Applicant or sign contractor shall submit a detailed inventory of all existing signs on the applicable structure , and shall include sign copy dimension and sq ft calculations. Sign proposals shall comply with Table 1 on pg. 8



**C**

## GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. Label.
3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.
10. Signs must be made of durable rust -inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
13. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
17. Placement and/or location of tenants on the pylon sign or monument signs is at the discretion of the landlord. Tenants may have placement on a monument sign or the pylon sign, but not both.

## **D** SHOP TENANT SIGNAGE SPECIFICATIONS:

The intent of this criteria is to insure a standardized uniform style throughout the center while encouraging the creativity of typographical and iconic elements to develop interest and style. Signs must be architecturally compatible with the entire center.

### **STOREFRONT SIGNAGE**

The following types of construction will be allowed:

- Acrylic face channels letters, logos or icons with through face illumination.  
Maximum depth 5" Minimum depth of 3"
- Acrylic face channels letters, logos or icons with through face and halo illumination.  
Maximum depth 3.5" Minimum depth of 3"

### **DEFINITIONS:**

**PAD TENANT**- OCCUPIES ENTIRE BUILDING

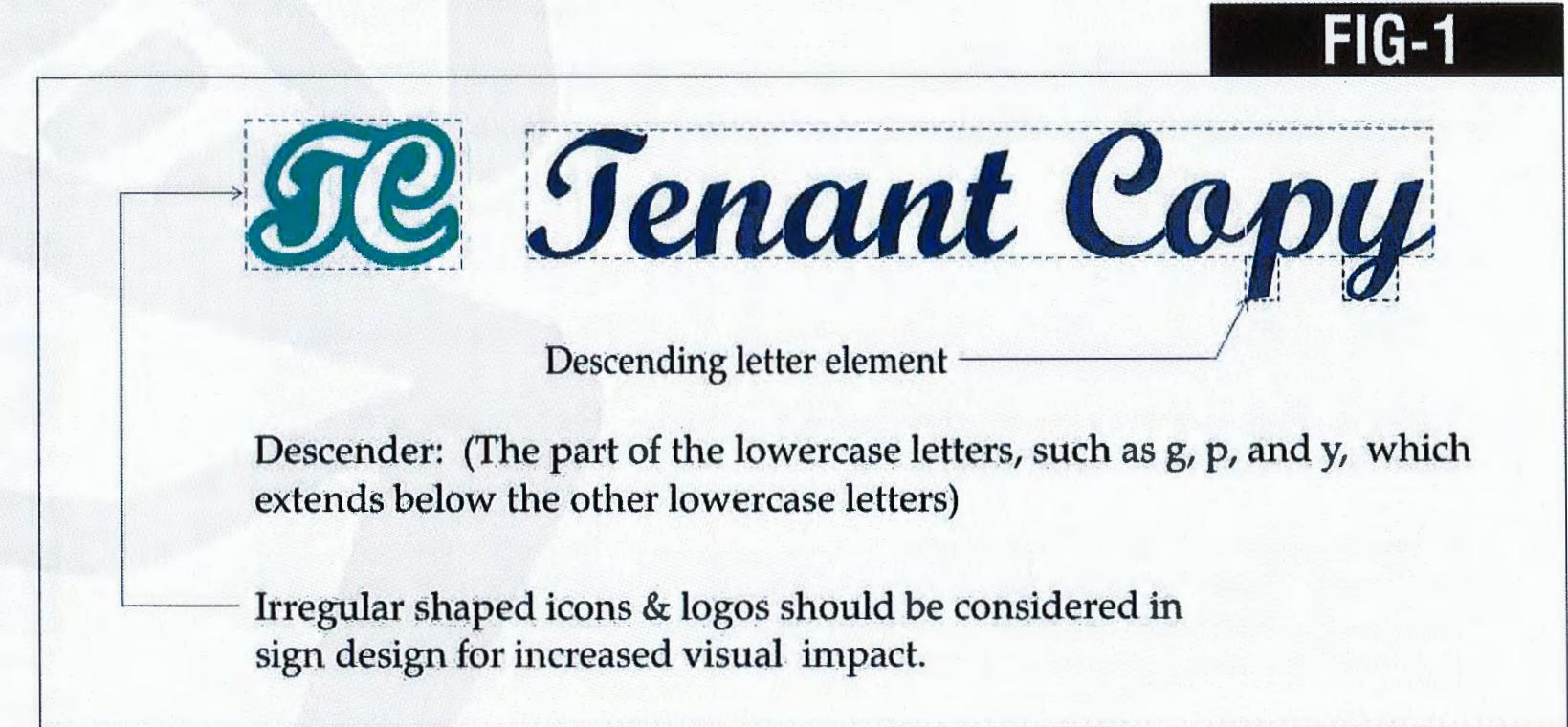
**SHOP TENANT**- ONE OF MULTIPLE TENANTS IN A BLDG.

**PRIMARY SIGN**- FACING PUBLIC STREET (STREET SIDE)

**SECONDARY SIGN**- SIDE WITH A PUBLIC ENTRANCE , NOT  
FACING A STREET

In order to allow creativity and artistic designs, ascending and descending shapes will be allowed to extend beyond the envelope limits provided that the overall allocated square footage is not exceeded. In other words, these areas shall be calculated individually and added to the "boxed" area for the main sign body. (See diagram below)

**FIG-1**



## **E 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 words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

### **2. Signs in Proximity to Utility Lines:**

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

### **3. Signs painted directly on a building surface will not be permitted.**

### **4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.**

### **5. There shall be no signs that are flashing, moving, audible portable or movable.**

### **6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached exhibit for tenants.**

### **7. Vehicle Signs:**

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are used for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited. (I.e. Delivery trucks with tenant signage is OK!)

### **8. Light Bulb Strings:**

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

### **9. Window signs placed within a building shall not cover more than 10% of any window of the ground floor. Landlord approval is required for the size and type of construction of any window sign prior to installation. No window signs allowed above the ground floor.**

### **10. Banners, Pennants & Balloons Used for Advertising Purposes:**

Temporary flags, banners, 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 Municipal Code requirements, Landlord's, and City approval.

### **11. Billboard Signs are not permitted.**

### **12. The use of permanent "sale" signs are prohibited.**

### **13. Temporary signs are limited to a thirty-day period and are restricted to banners and signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs or banners per calendar year, three three-day events at least ninety days apart.**

### **14. No standard plex faced cabinet construction allowed.**

### **15. No illuminated signs within one hundred (100) feet and/or facing residential property. SEE PG. 15**

## **F ABANDONMENT OF SIGNS:**

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

## **G INSPECTION:**

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

## **H MAINTENANCE:**

It is the Tenant's responsibility to maintain their signs in proper working and clean conditions at all times. Otherwise, landlord reserves the right to hire his own contractor, make the necessary corrections, and bill tenant should it be deemed necessary.

## SIGN CONSTRUCTION

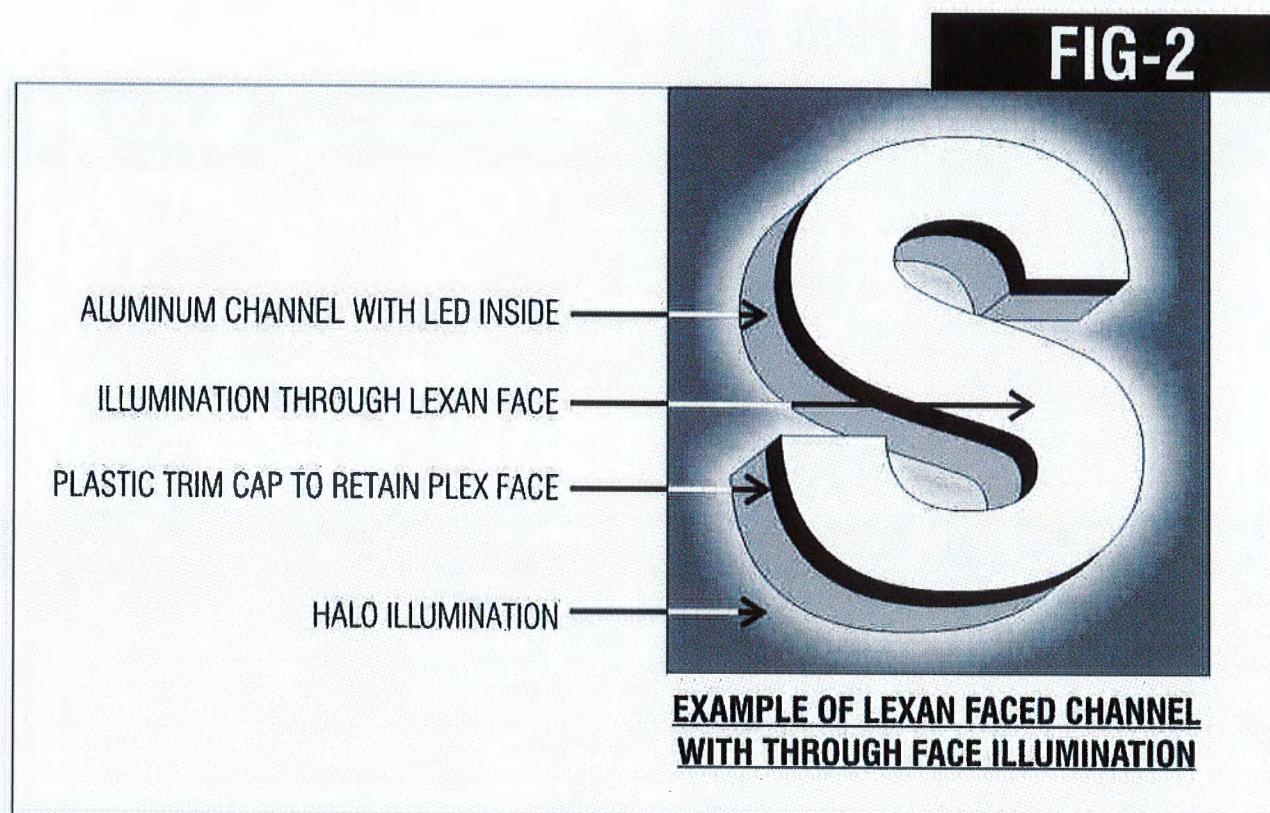
**Illuminated LEXAN FACED CHANNELS with THROUGH FACE OR THROUGH FACE AND HALO ILLUMINATION.**  
Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces use any color of translucent Lexan with any color of trim cap.

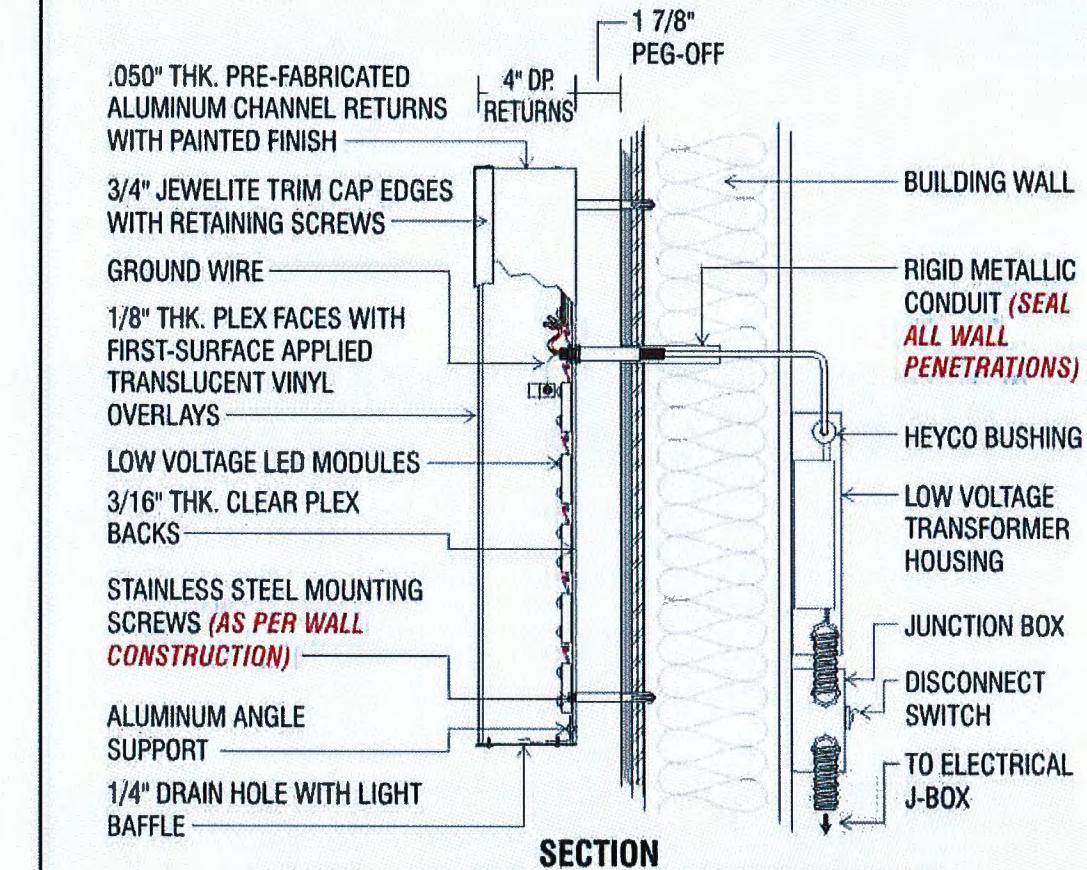
**Illuminate with LED'S.**

**Paint aluminum channel any color.**

**NOTE:** All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



**FIG-3**



SIGN TO BE UL APPROVED AND BEAR UL LABEL

### PLEX FACED CHANNEL LETTERS WITH THROUGH FACE & HALO LED ILLUMINATION

**NOTE:**  
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

# TABLE 1

## BLDG. A1 & A2

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 110		<u>55 SQ FT</u>	88
	EAST-74	<u>37 SQ FT</u>	48
	WEST-74	<u>37 SQ FT</u>	48
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>129 SQ FT</b>	<b>184</b>

## BLDG. B1

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 61		<u>122 SQ FT</u>	48
	EAST-80	<u>40 SQ FT</u>	48
	WEST-80	<u>40 SQ FT</u>	22
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>202 SQ FT</b>	<b>118</b>

## BLDG. B2

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 61		<u>122 SQ FT</u>	48
	EAST-80	<u>40 SQ FT</u>	48
	WEST-80	<u>40 SQ FT</u>	22
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>202 SQ FT</b>	<b>118</b>

## BLDG. C

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 49		<u>24 SQ FT</u>	48
	EAST-74	<u>37 SQ FT</u>	22
	WEST-74	<u>37 SQ FT</u>	48
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>98 SQ FT</b>	<b>118</b>

## BLDG. D1

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 61		<u>122 SQ FT</u>	48
	EAST-96	<u>48 SQ FT</u>	48
	WEST-96	<u>48 SQ FT</u>	22
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>218 SQ FT</b>	<b>118</b>

## BLDG. D2

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 61		<u>122 SQ FT</u>	48
	WEST-80	<u>40 SQ FT</u>	22
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>162 SQ FT</b>	<b>70</b>

## BLDG. E1 & E2

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 126		<u>252 SQ FT</u>	88
	EAST-97	<u>48 SQ FT</u>	48
	WEST-97	<u>48 SQ FT</u>	48
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>348 SQ FT</b>	<b>184</b>

## BLDG. F

PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 85		<u>42 SQ FT</u>	48
	EAST-83	<u>37 SQ FT</u>	48
	WEST-83	<u>37 SQ FT</u>	24
	<b>TOTAL SIGN AREA ALLOWED</b>	<b>116 SQ FT</b>	<b>120</b>

## BLDG. G

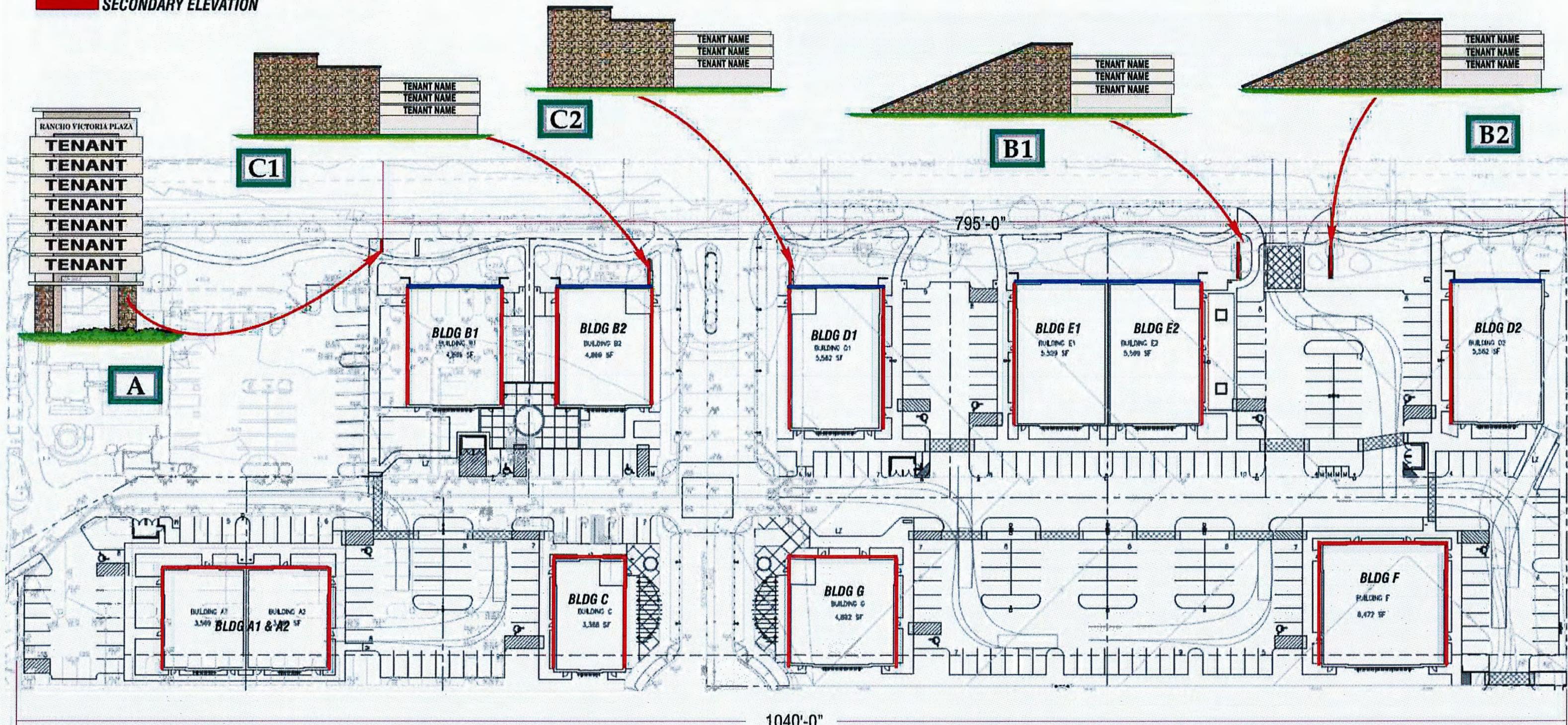
PRIMARY FRONTAGE (LINEAL FEET)	SECONDARY FRONTAGE (LINEAL FEET)	MAXIMUM SIGN AREA ALLOWED BUILDING (SQ. FT.)	ALLOCATED
NORTH 73		<u>36 SQ FT</u>	44
	EAST-75	<u>37. SQ FT</u>	22
	WEST-75	<u>37 SQ FT</u>	44
TOTAL SIGN AREA ALLOWED		<u>110 SQ FT</u>	110

	MAX ALLOWED	PROPOSED
TOTAL BUILDING SIGN AREAS	<u>1,585 SQ FT</u>	<u>1140 SQ FT</u>

## TABLE 2

FREESTANDING SIGN	TOTAL SIGN AREA
SIGN "A" PYLON SIGN	285 SQ. FT
SIGN "B1" MONUMENT SIGN	40 SQ. FT
SIGN "B2" MONUMENT SIGN	40 SQ. FT
SIGN "C1" MONUMENT SIGN	40 SQ. FT
SIGN "C2" MONUMENT SIGN	40 SQ. FT
TOTAL SIGN AREA	<u>445 SQ FT</u>

**PRIMARY STREET ELEVATIONS (STREET SIDE)**  
**SECONDARY ELEVATION**



**FIG-4**

**SITE PLAN**

**SCALE: 1/64" = 1'-0"**



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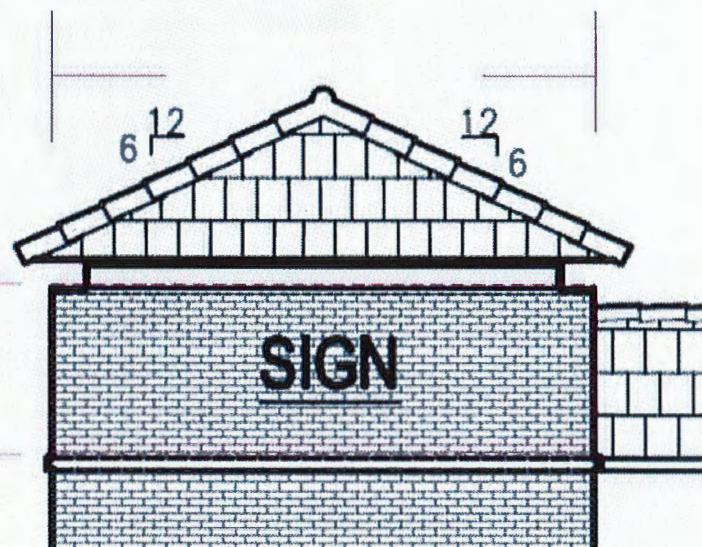
**RANCHO VICTORIA PLAZA SIGN PROGRAM**

**NOTE:**

- ALL BUILDINGS MAY BE CONFIGURED AS A PAD TENANT OR SHOP TENANT

**MAXIMUM 70%  
OF ADJACENT SURFACE**

**70% OF ADJACENT  
SURFACE OR 2'-6" MAX  
LETTER HEIGHT  
(WHICHEVER IS LESS)**



## PAD TENANT

**SIZE:** SEE SIGN AREA ALLOCATION TABLE ON PAGE 8.

**CONSTRUCTION:** HALO AND FACE LIT PLEX FACED CHANNELS.

**ILLUMINATION:** YES

**COPY:** TENANT NAME AND / OR LOGO

**HEIGHT:** THIRTY INCH MAXIMUM.

**LENGTH:** SEVENTY PERCENT OF ADJACENT SURFACE

**TYPEFACE:** CUSTOM LOGO AND TYPE OK

**COLORS:** CUSTOM COLORS OK

**SECONDARY SIGNS:** TENANT WILL BE ALLOWED SECONDARY SIGN IF IT OCCUPIES ENTIRE BUILDING.

SIGN MUST NOT EXCEED 25% OF TOTAL ALLOWABLE SIGN AREA.  
ONLY MAJOR SERVICES/DEPARTMENTS ALLOWED.  
NO ADVERTISING OR SLOGANS.

**MAXIMUM 70%  
OF ADJACENT SURFACE**

**70% OF ADJACENT  
SURFACE OR 2'-6" MAX  
LETTER HEIGHT  
(WHICHEVER IS LESS)**

**MAXIMUM 70%  
OF ADJACENT SURFACE**

**70% OF ADJACENT  
SURFACE OR 2'-6" MAX  
LETTER HEIGHT  
(WHICHEVER IS LESS)**

PAD TENANT TYPICAL ELEVATION

SCALE: 3/32"=1'-0"

**FIG-5**

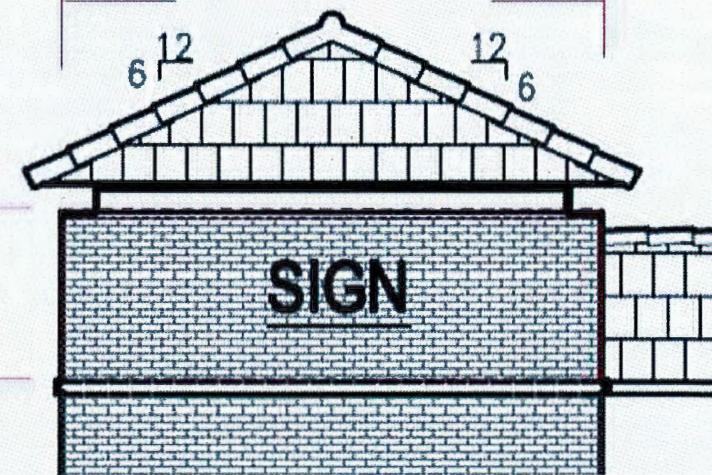
**RANCHO VICTORIA PLAZA SIGN PROGRAM**

**NOTE:**

- ALL BUILDINGS MAY BE CONFIGURED AS A PAD TENANT OR SHOP TENANT

**MAXIMUM 70%  
OF ADJACENT SURFACE**

**70% OF ADJACENT  
SURFACE OR 2'-6" MAX  
LETTER HEIGHT  
(WHICHEVER IS LESS)**



## **SHOP TENANT**

**SIZE:** SEE SIGN AREA ALLOCATION TABLE  
ON PAGE 8.

**CONSTRUCTION:** HALO AND FACE LIT PLEX FACED CHANNELS.

**ILLUMINATION:** YES

**COPY:** TENANT NAME AND / OR LOGO

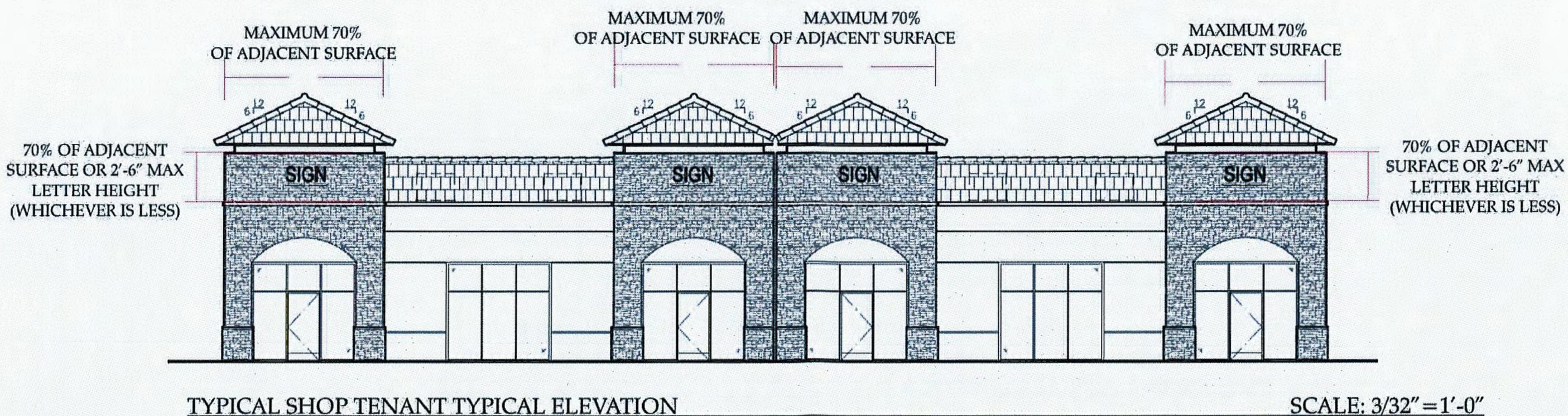
**HEIGHT:** THIRTY INCH MAXIMUM

**LENGTH:** SEVENTY PERCENT OF ADJACENT SURFACE

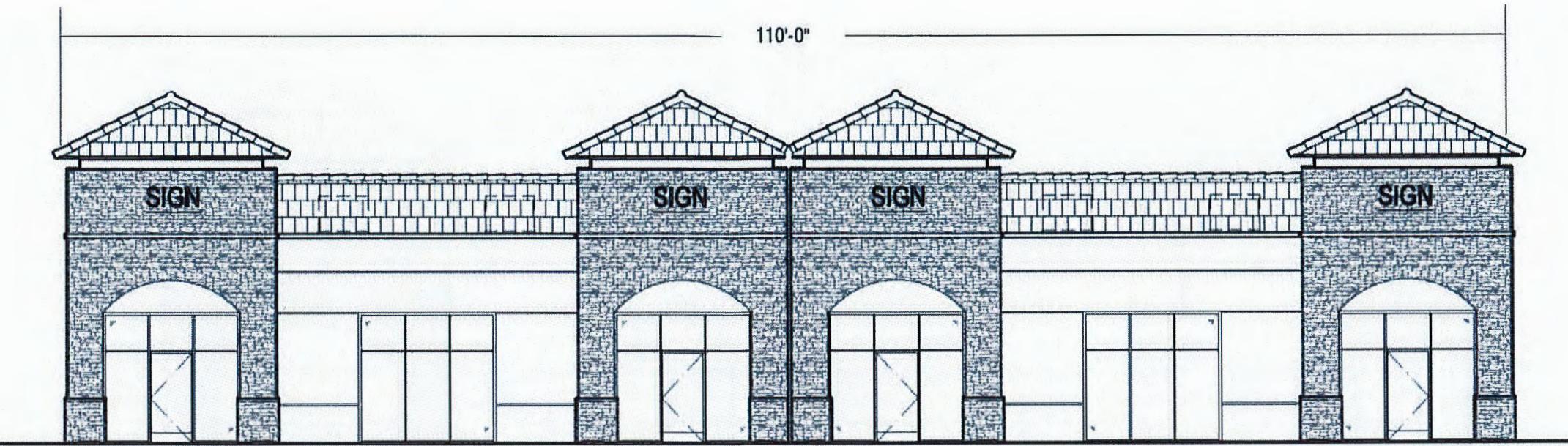
**TYPEFACE:** CUSTOM LOGO AND TYPE OK

**COLORS:** CUSTOM COLORS OK

**SECONDARY SIGNS:** NO



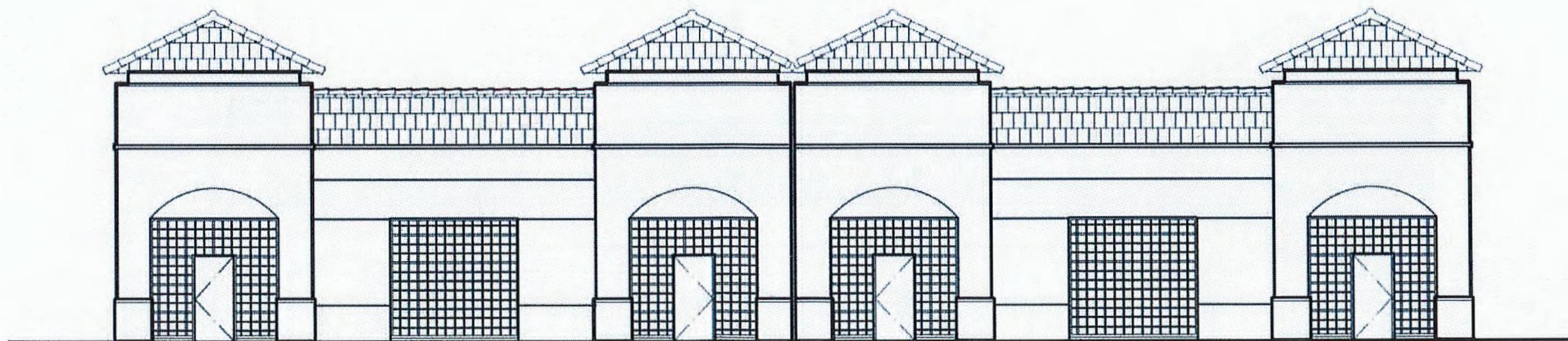
**FIG-6**



SHOP TENANT (BUILDING A1 & A2 NORTH ELEVATION)

SCALE: 3/32"=1'-0"

*NO SIGNAGE THIS ELEVATION*



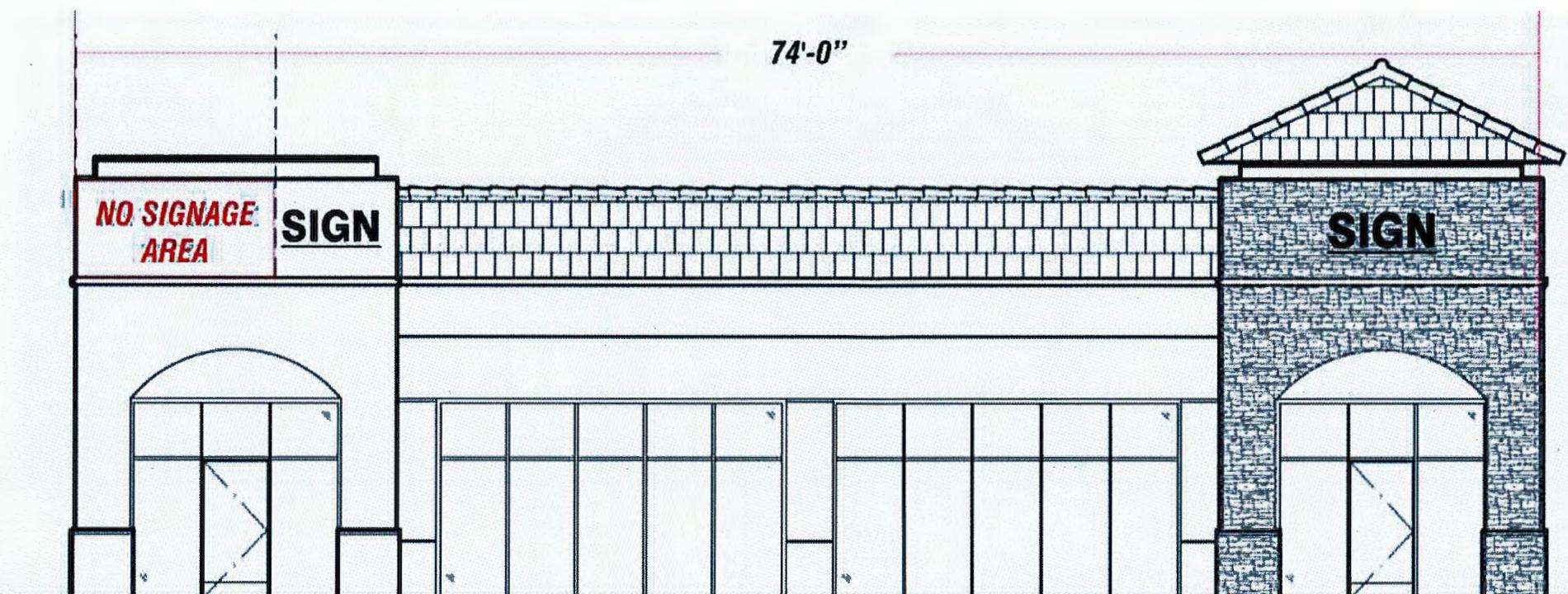
SHOP TENANT (BUILDING A1 & A2 SOUTH ELEVATION)

SCALE: 3/32"=1'-0"

**FIG-7**

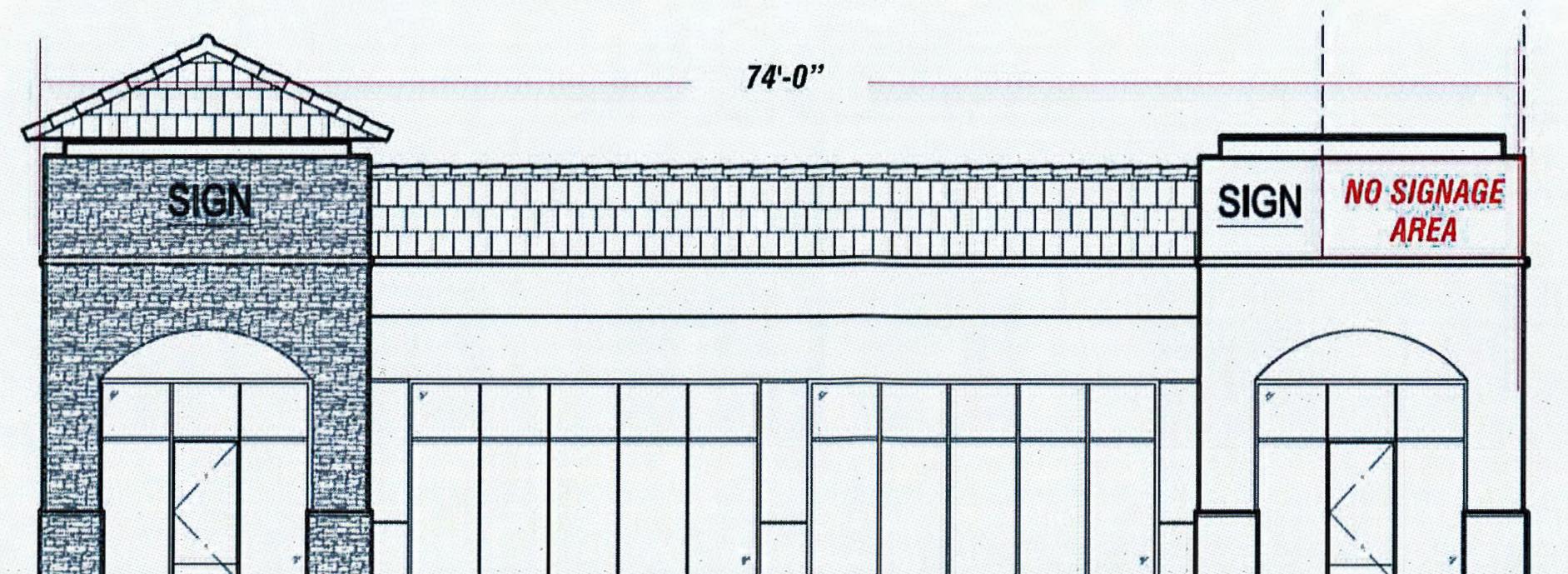
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SHOP TENANT (BUILDING A1 & A2 EAST ELEVATION)

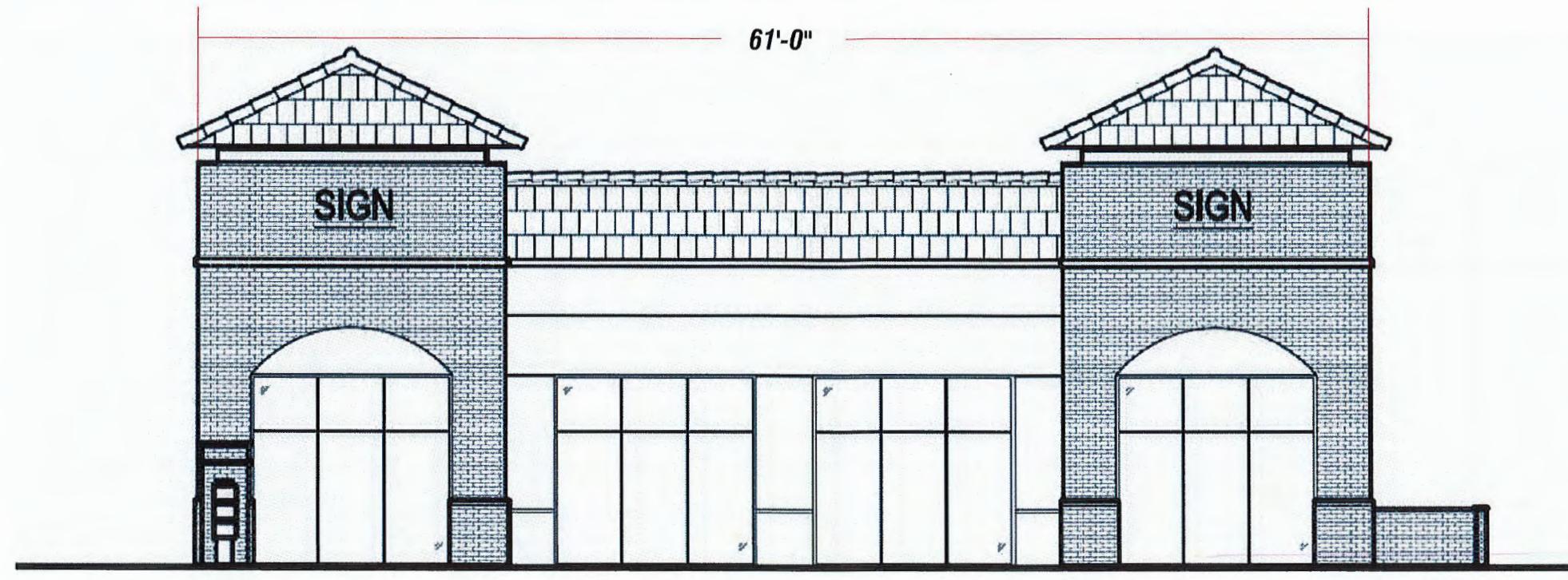
SCALE: 3/32"=1'-0"



SHOP TENANT (BUILDING A1 & A2 WEST ELEVATION)

SCALE: 3/32"=1'-0"

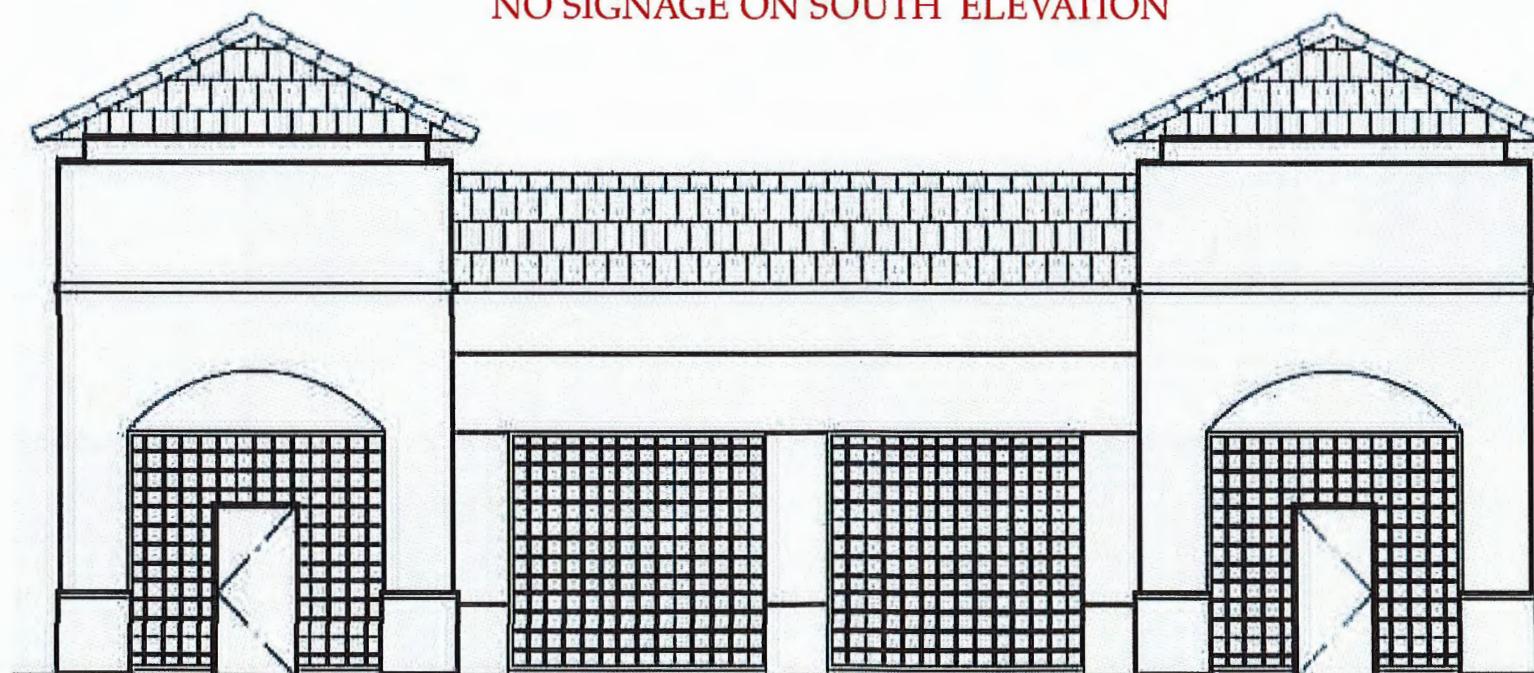
**FIG-8**



BUILDING "B1 & B2" (NORTH ELEVATION)

SCALE: 1/8"=1'-0"

NO SIGNAGE ON SOUTH ELEVATION



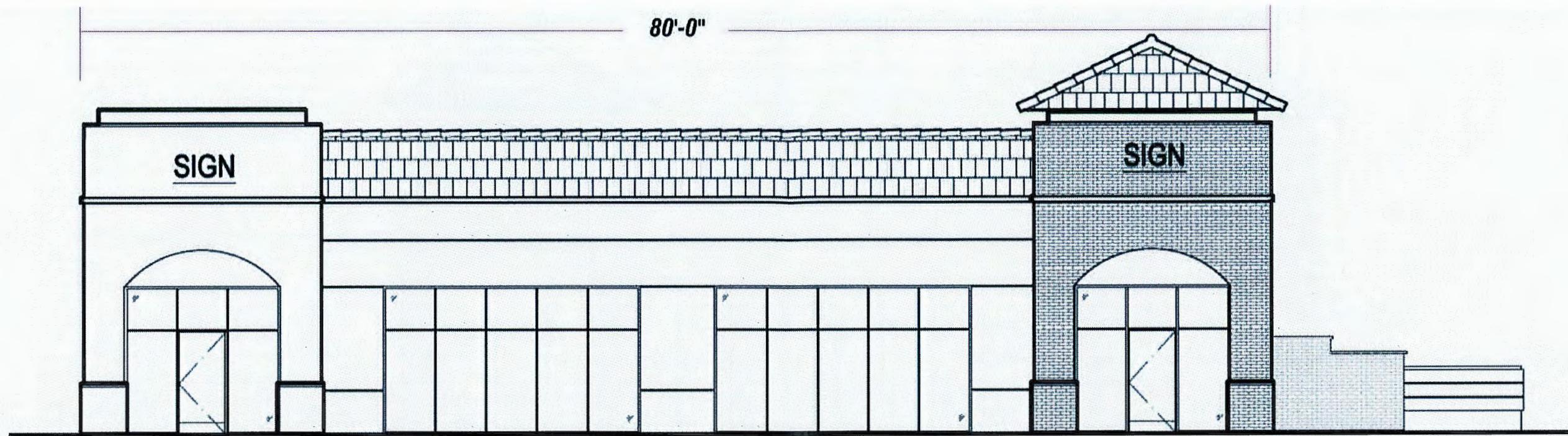
BUILDING "B1 & B2" (SOUTH ELEVATION)

SCALE: 1/8"=1'-0"

**FIG-9**

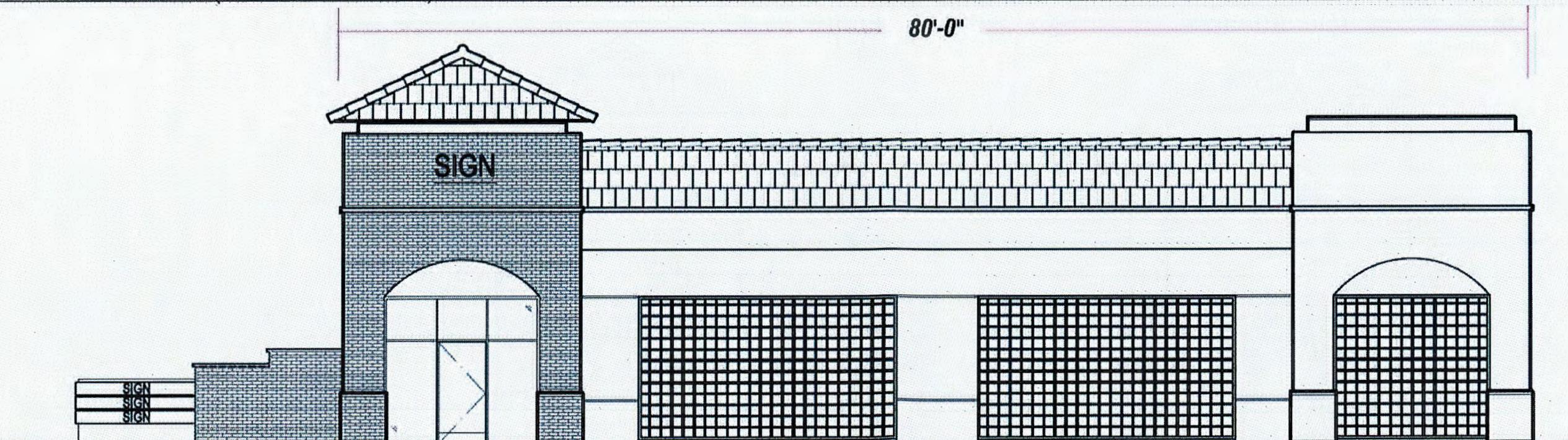
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## RANCHO VICTORIA PLAZA SIGN PROGRAM



BUILDING "B1 & B2" (EAST ELEVATION)

SCALE: 1/8"=1'-0"



BUILDING "B1 & B2" (WEST ELEVATION)

SCALE: 1/8"=1'-0"

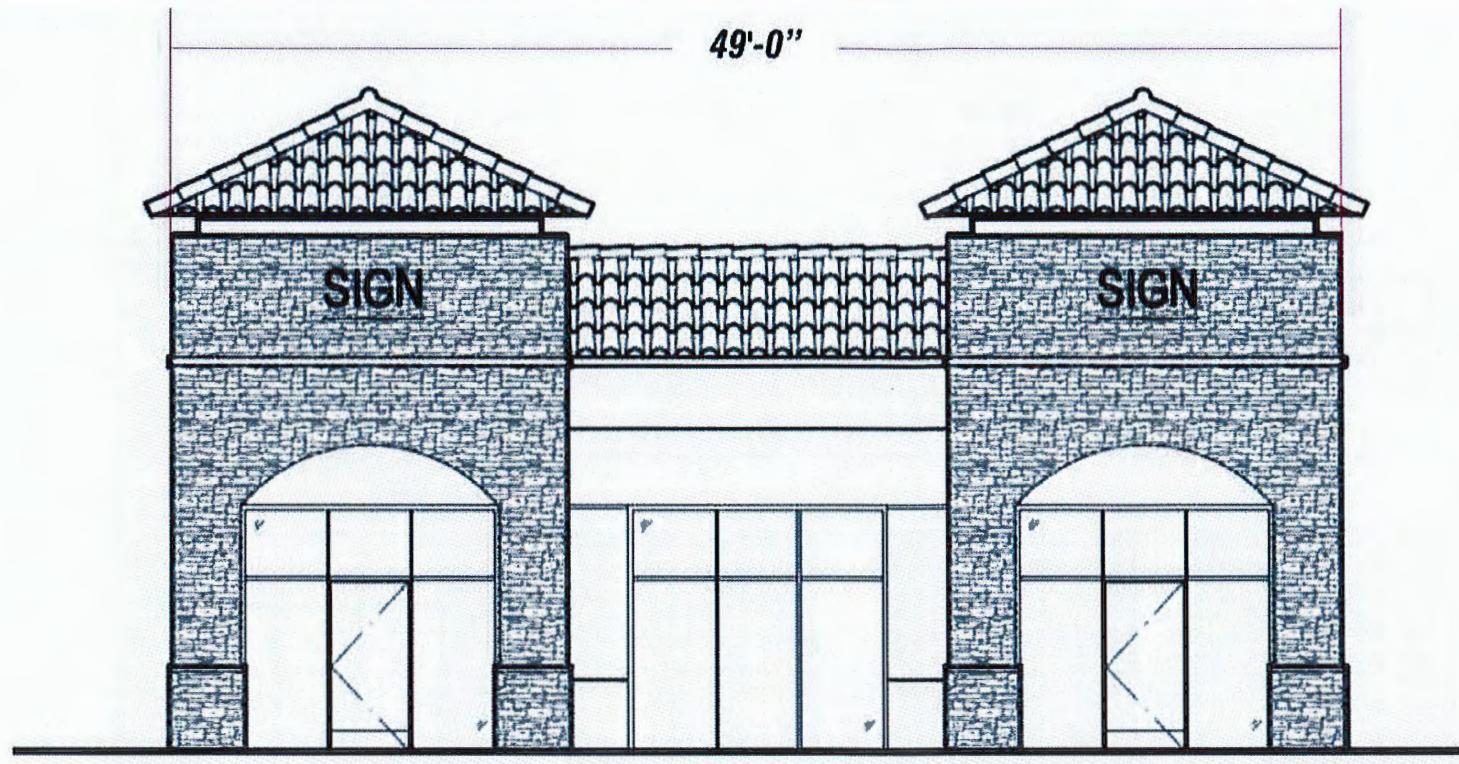
**FIG-10**

## RANCHO VICTORIA PLAZA SIGN PROGRAM

DEC 17, 2013 AT LS

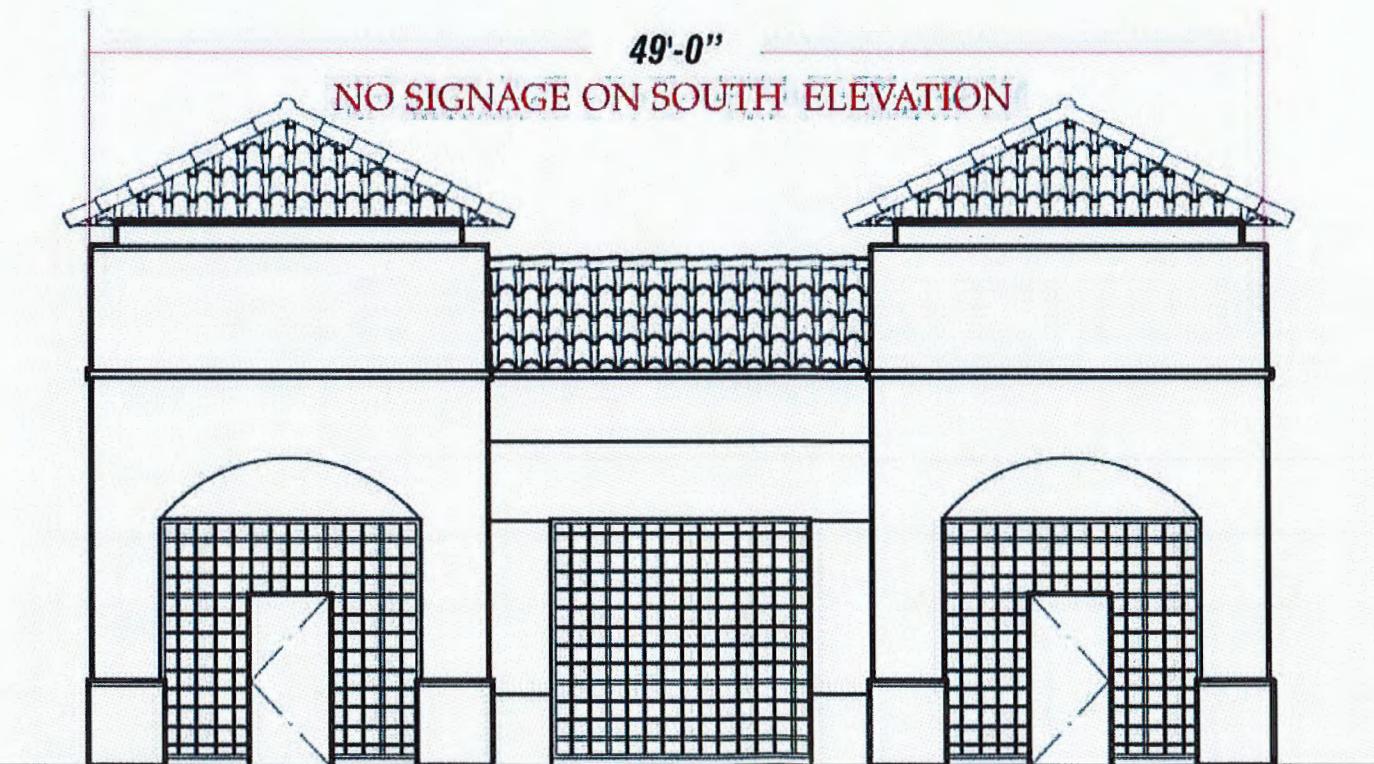
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PAGE 16



BUILDING "C" (NORTH ELEVATION)

SCALE: 1/8"=1'-0"

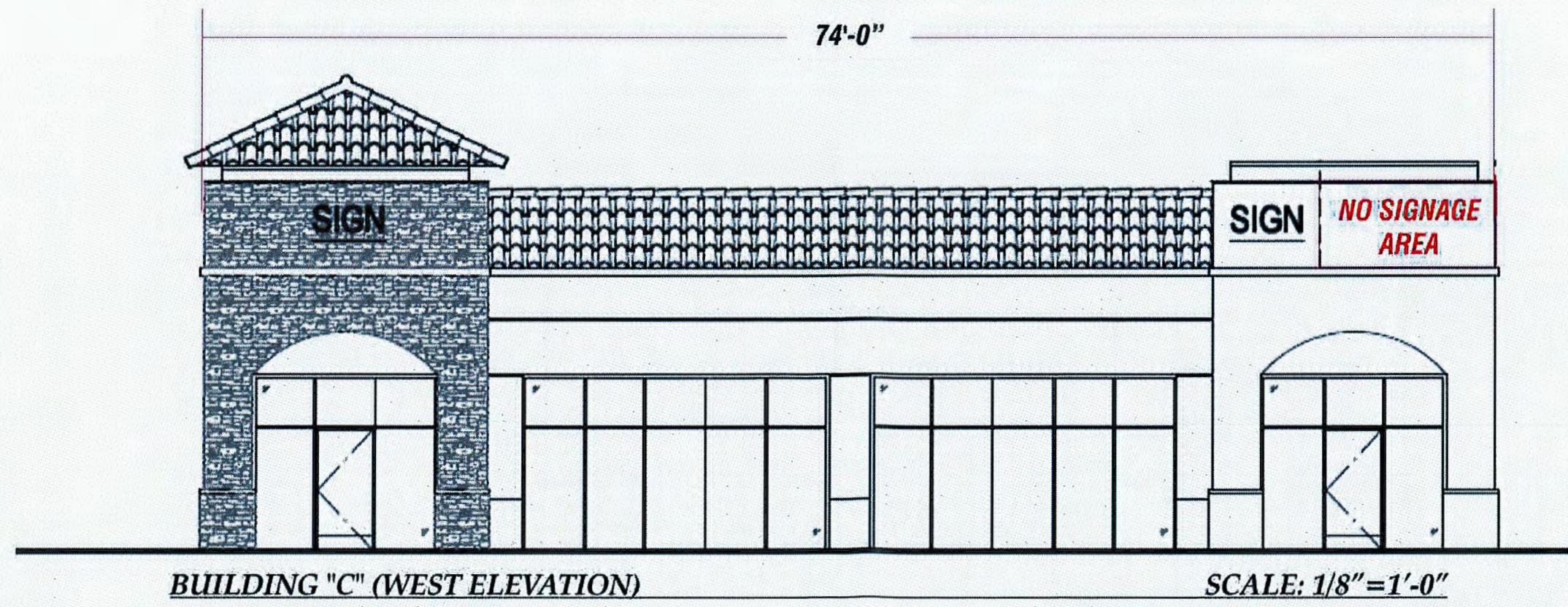
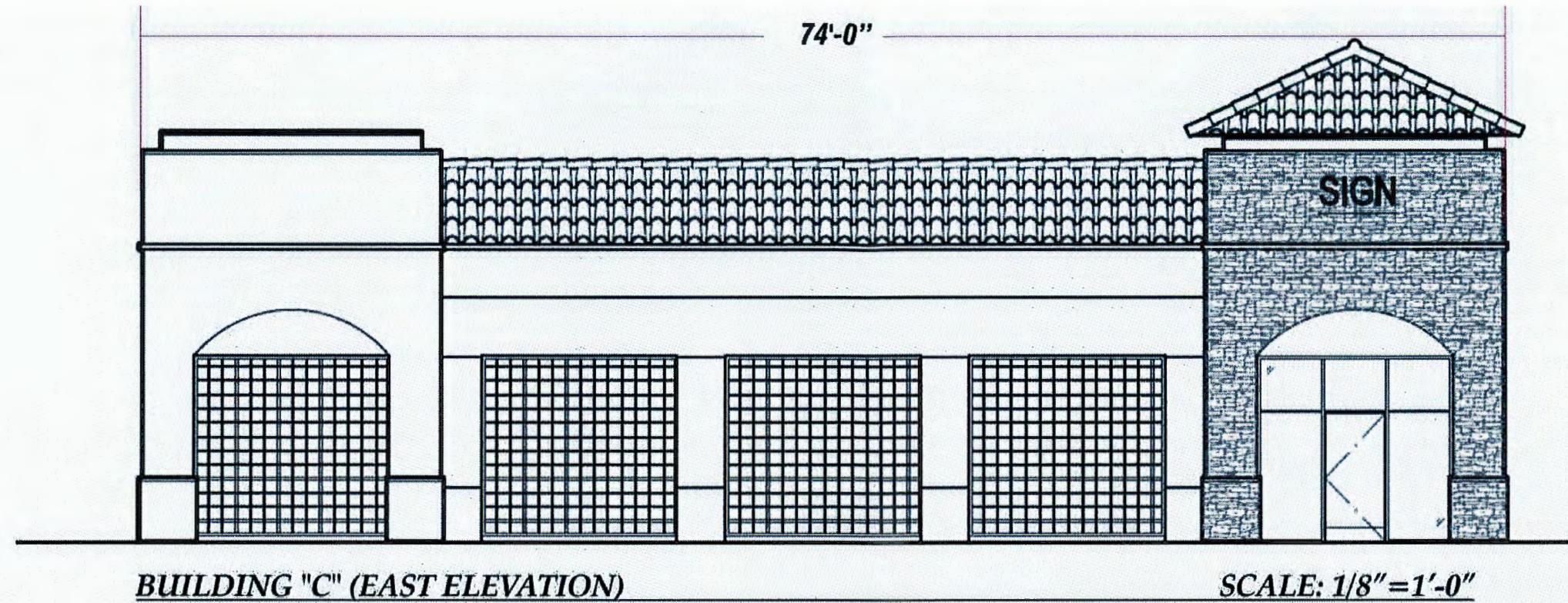


BUILDING "C" (SOUTH ELEVATION)

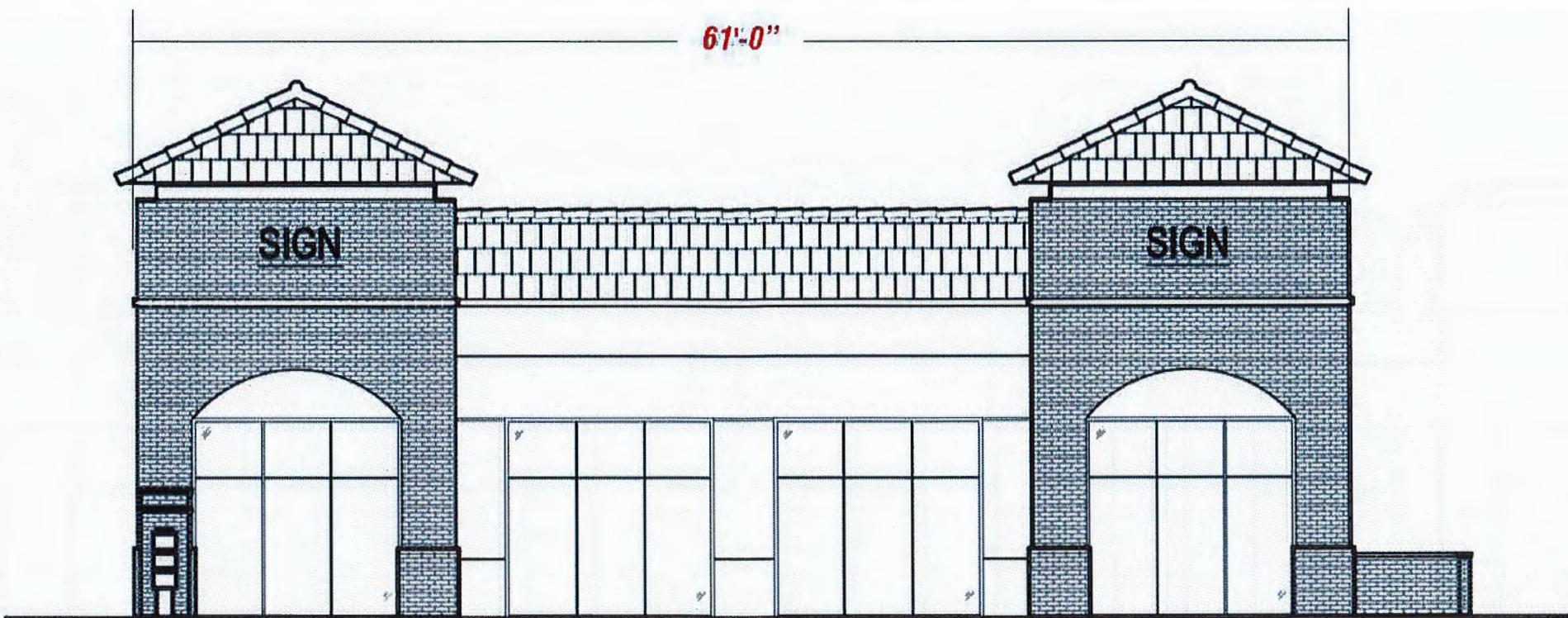
SCALE: 1/8"=1'-0"

**FIG-11**

**RANCHO VICTORIA PLAZA SIGN PROGRAM**

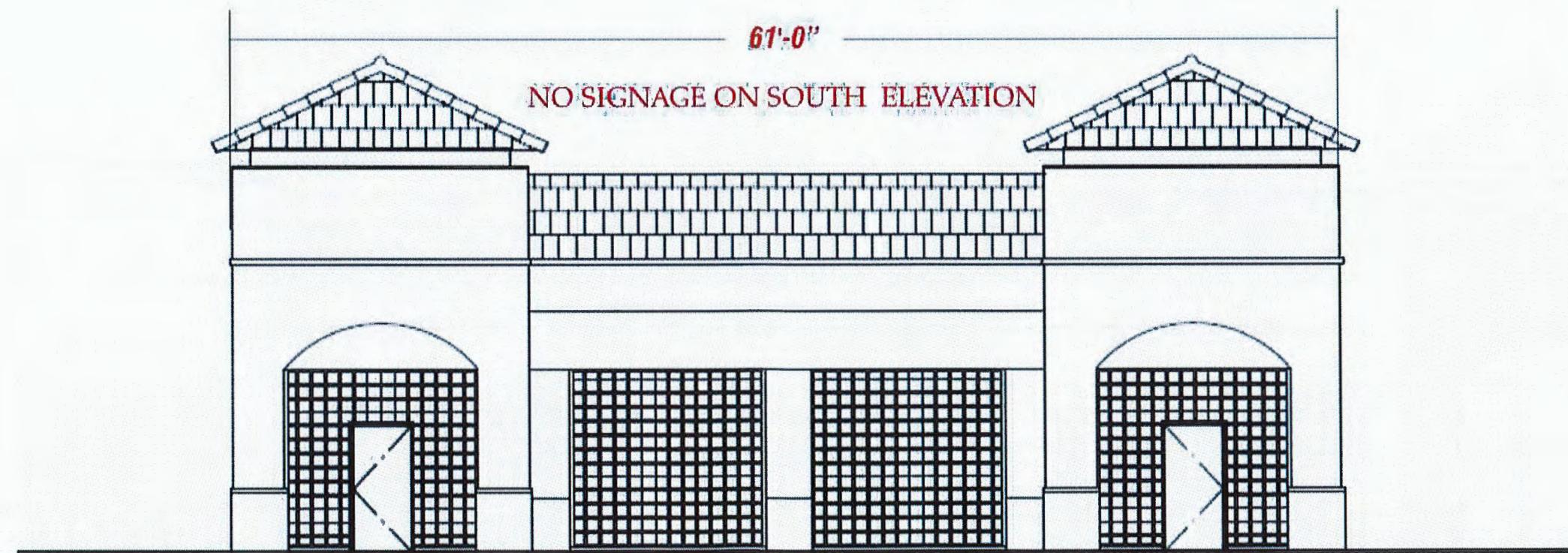


**FIG-12**



BUILDING "D1 & D2" (NORTH ELEVATION)

SCALE: 1/8"=1'-0"

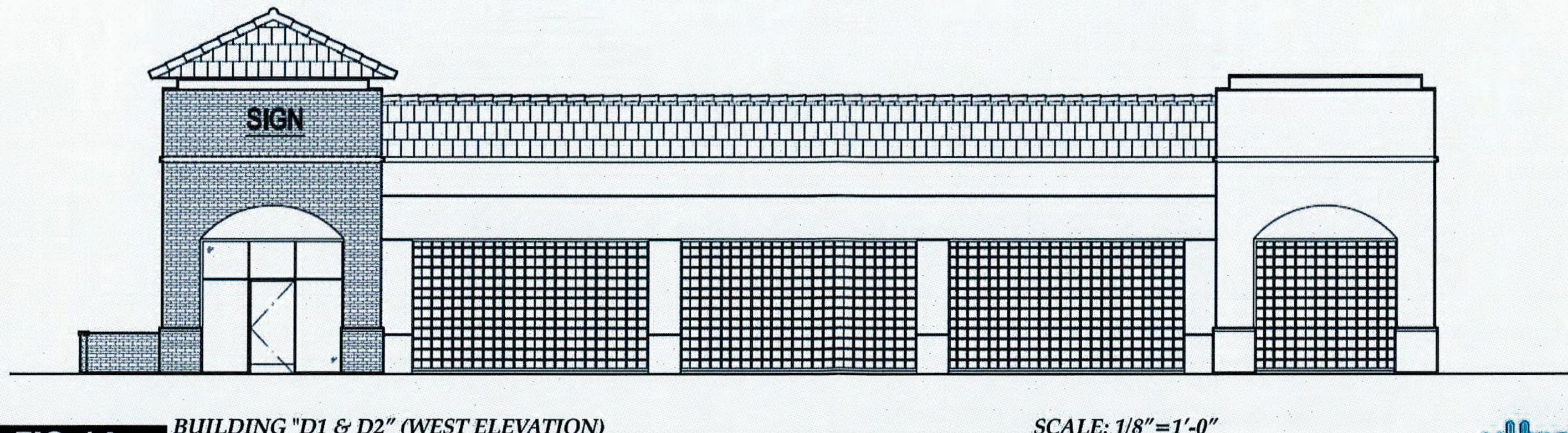
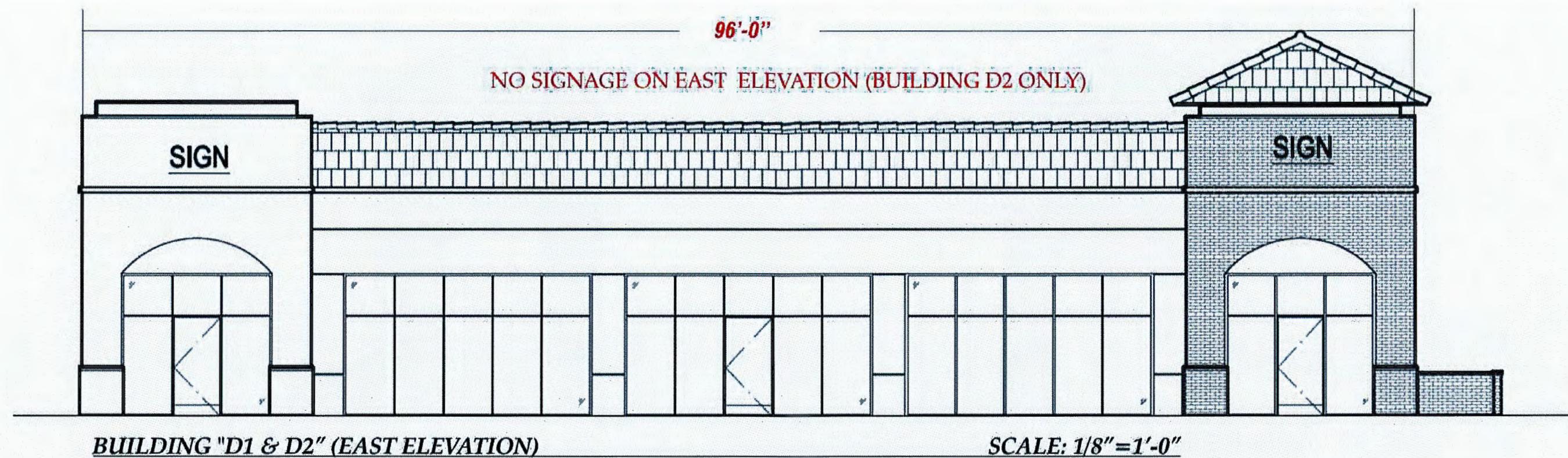


BUILDING "D1 & D2" (SOUTH ELEVATION)

SCALE: 1/8"=1'-0"

**FIG-13**

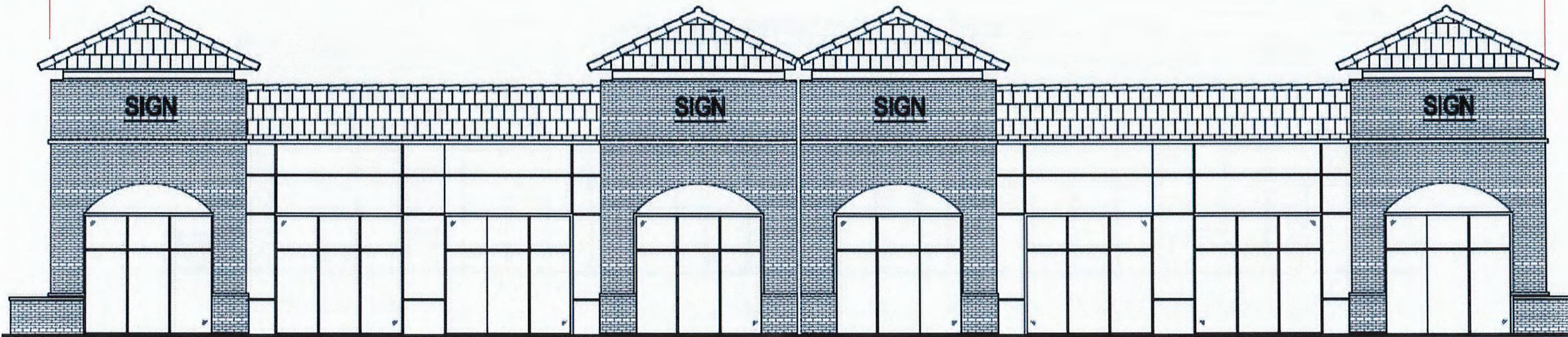
## RANCHO VICTORIA PLAZA SIGN PROGRAM



**FIG-14**

## RANCHO VICTORIA PLAZA SIGN PROGRAM

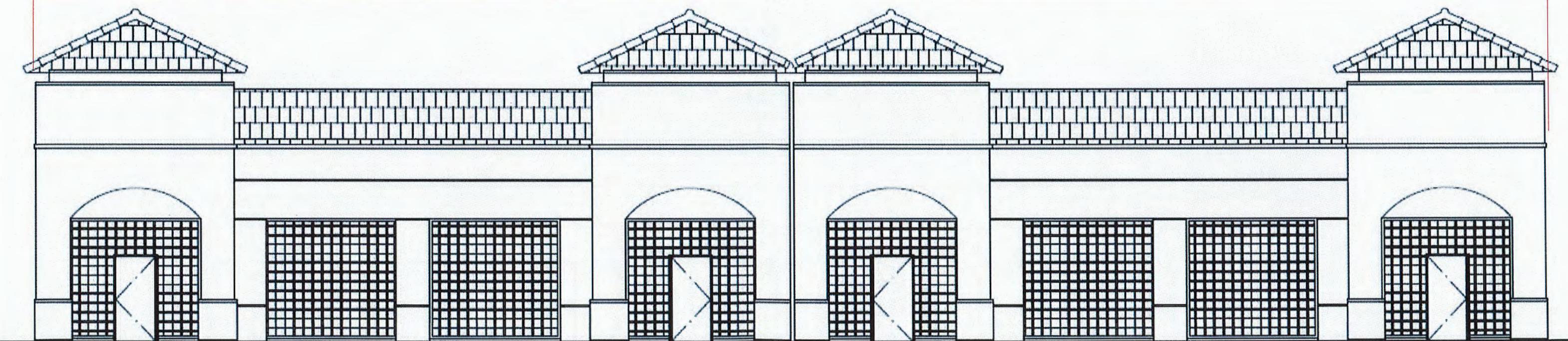
126'-0"



TENANT (BUILDING E1 & E2 NORTH ELEVATION)

SCALE: 1/8"=1'-0"

126'-0"



TENANT (BUILDING E1 & E2 SOUTH ELEVATION)

SCALE: 1/8"=1'-0"

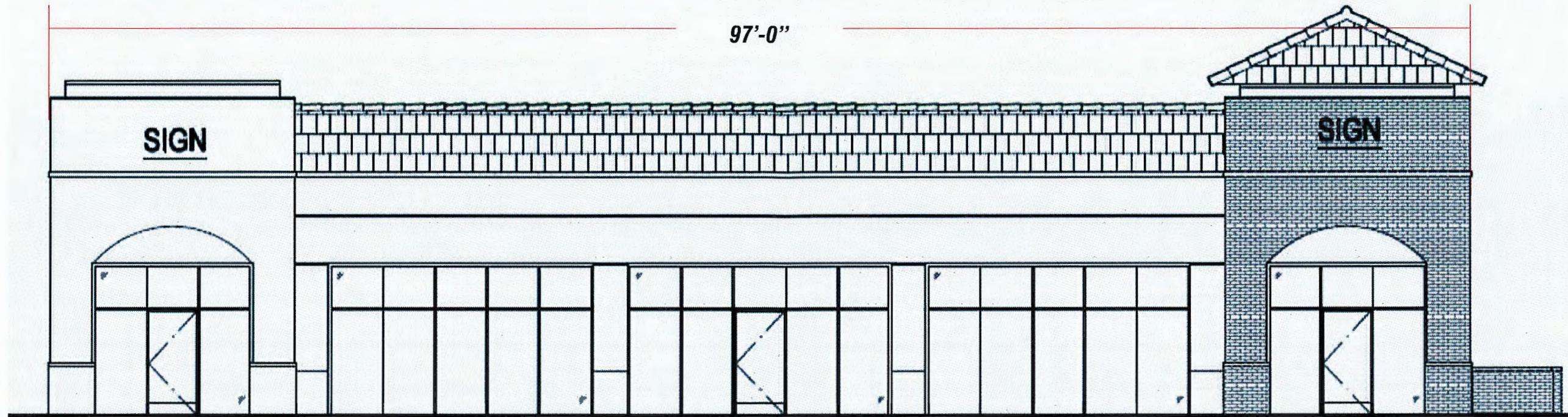
**FIG-15**

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DEC 17, 2013 AT LS

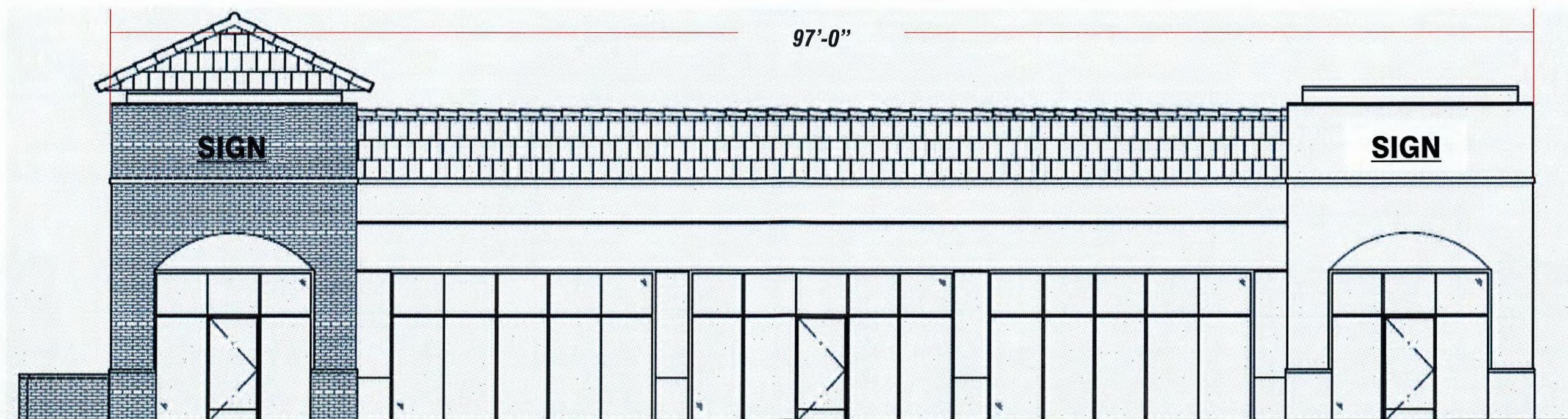
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TENANT (BUILDING E1 & E2 EAST ELEVATION)

SCALE: 1/8"=1'-0"

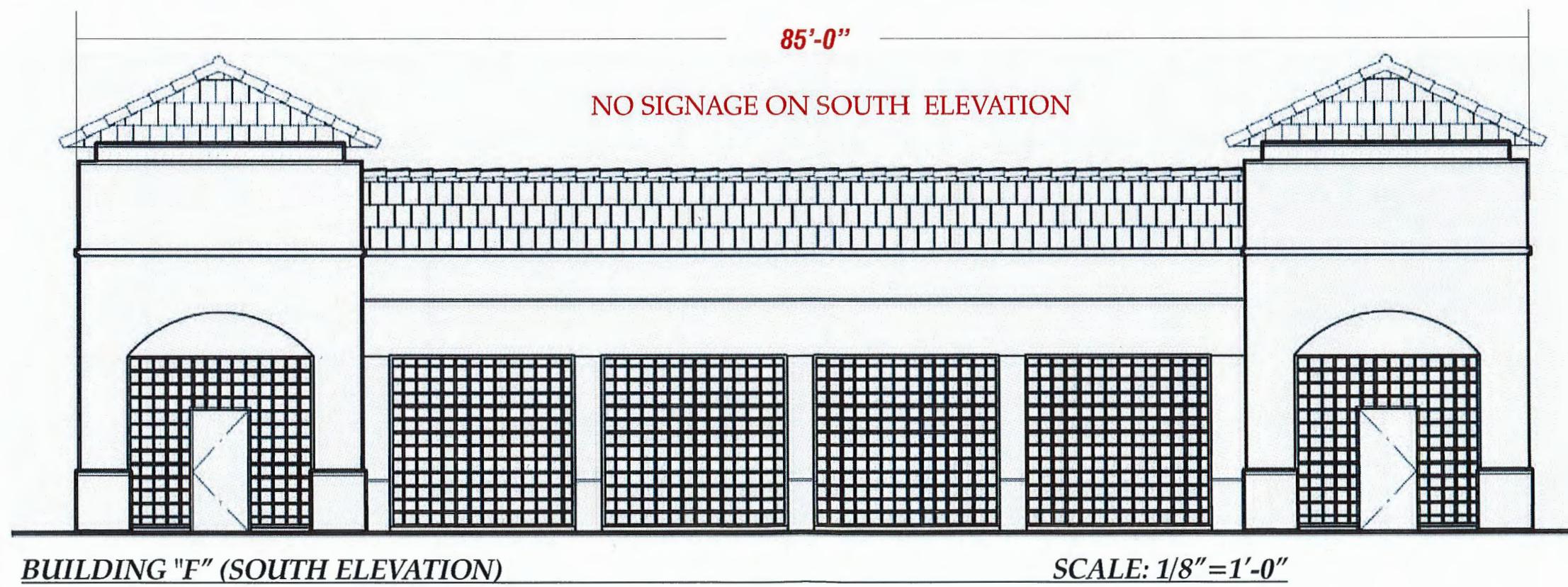
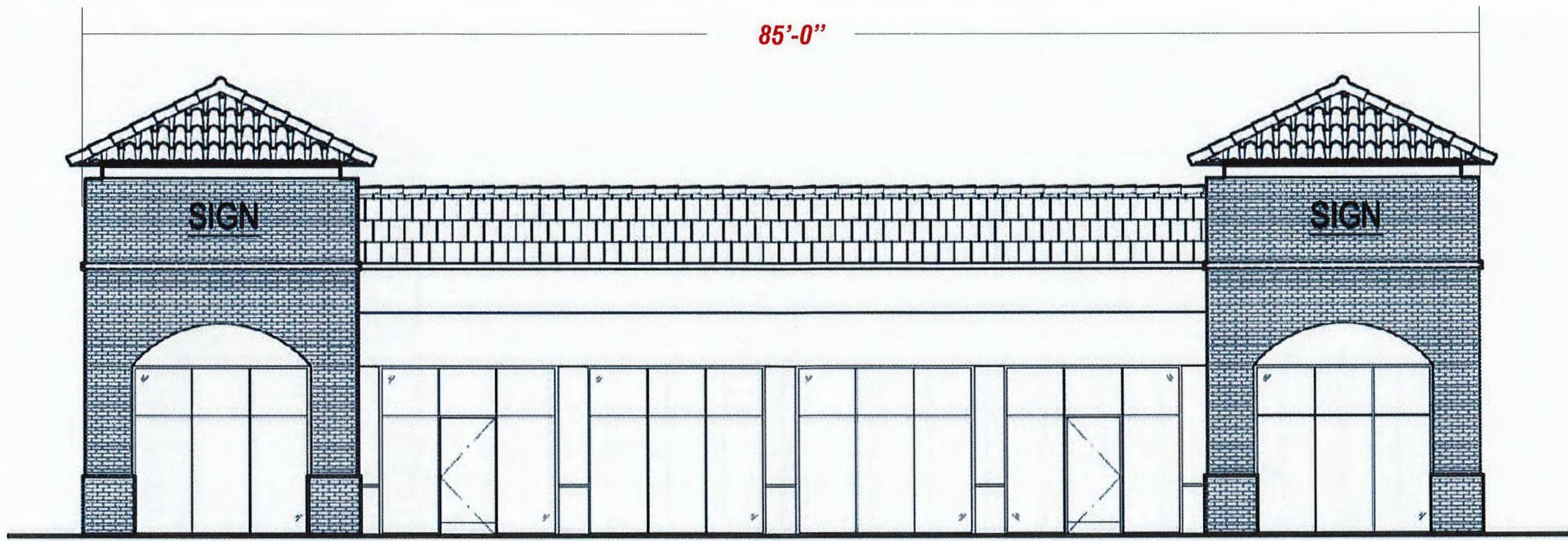


TENANT (BUILDING E1 & E2 WEST ELEVATION)

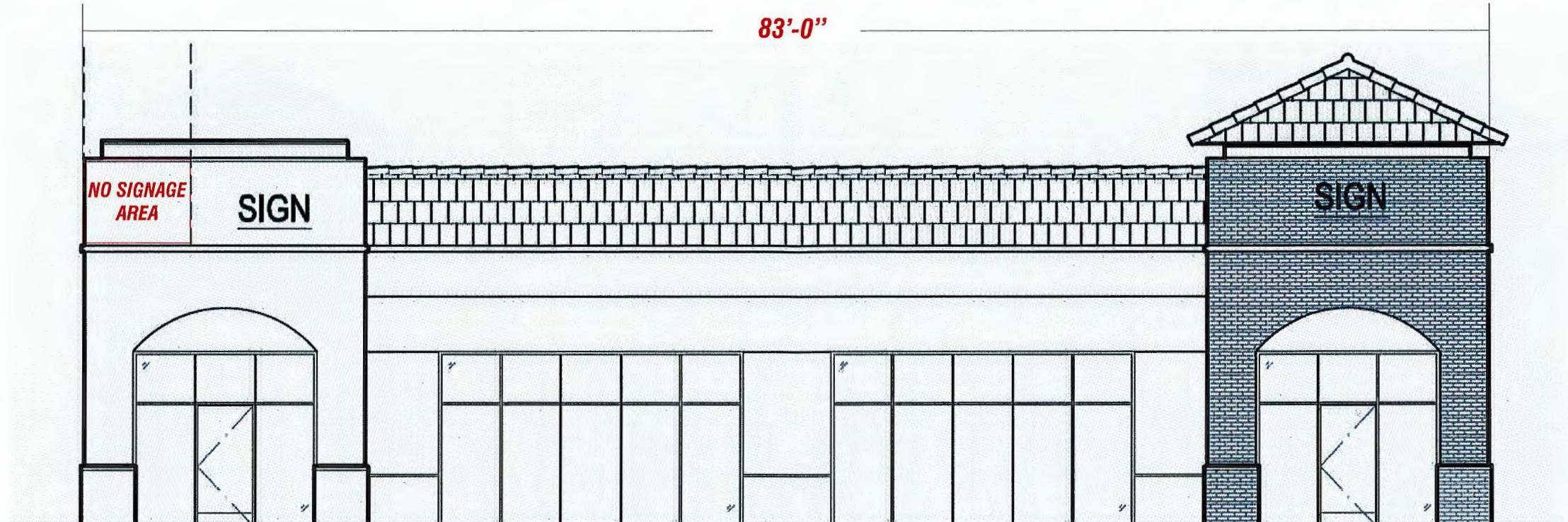
SCALE: 1/8"=1'-0"

**FIG-16**

## RANCHO VICTORIA PLAZA SIGN PROGRAM

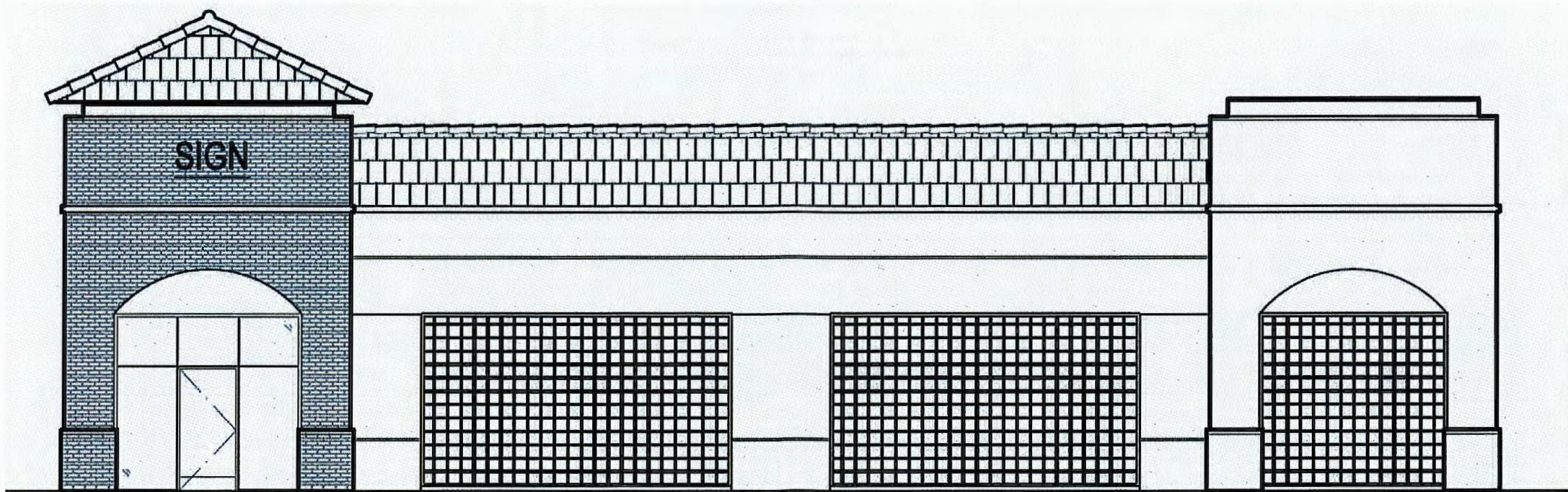


**FIG-17**



BUILDING "F" (EAST ELEVATION)

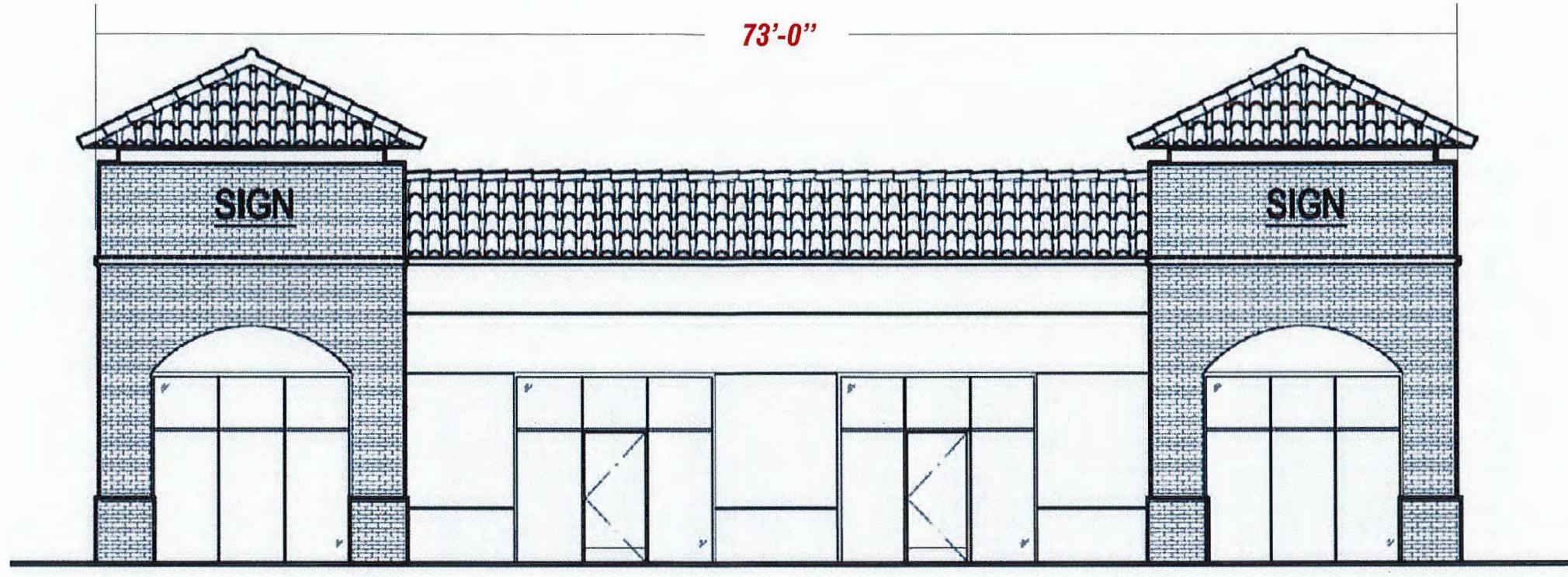
SCALE: 1/8"=1'-0"



BUILDING "F" (WEST ELEVATION)

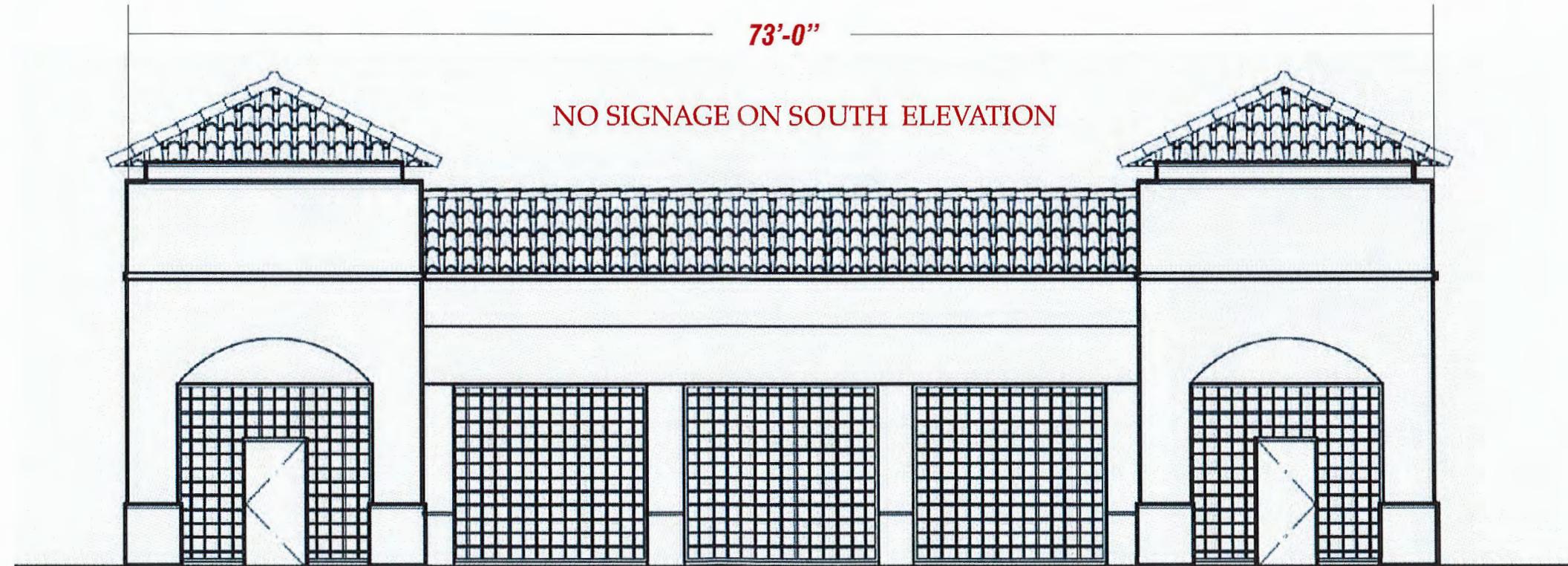
SCALE: 1/8"=1'-0"

**FIG-18**



BUILDING "G" (NORTH ELEVATION)

SCALE: 1/8"=1'-0"

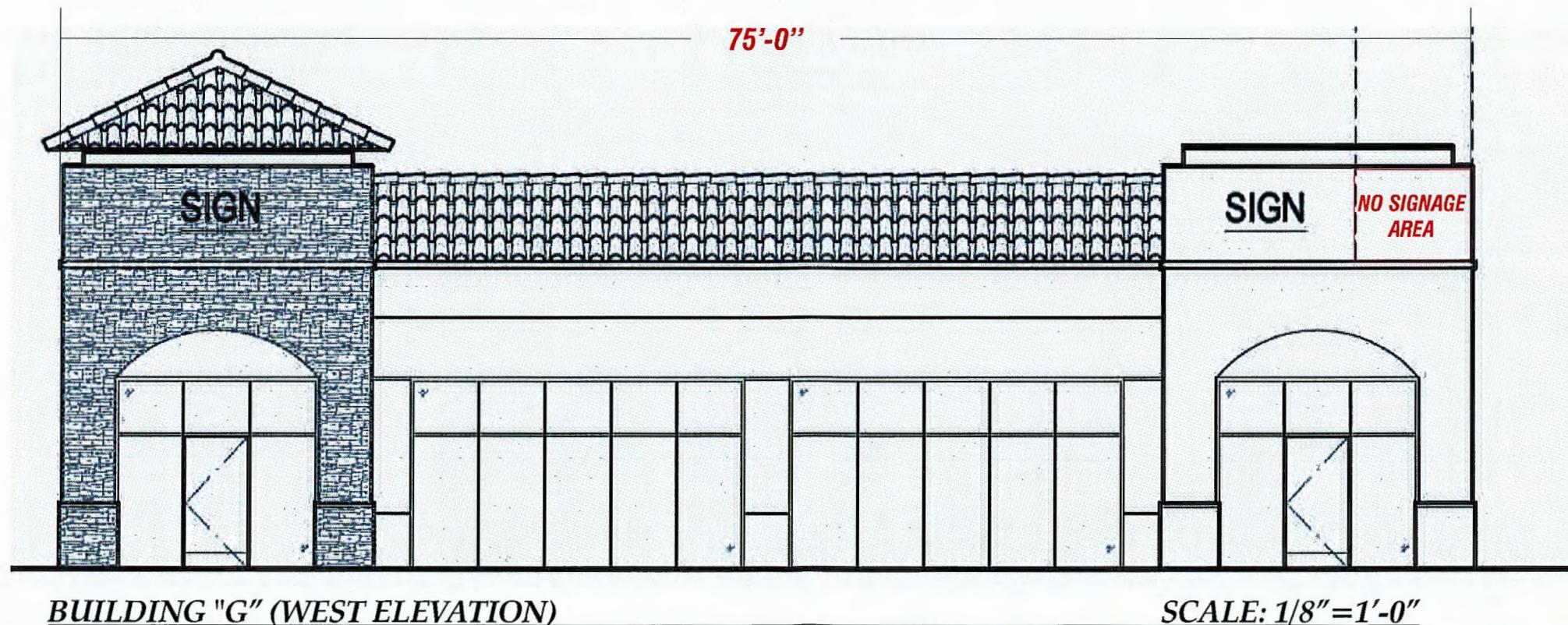
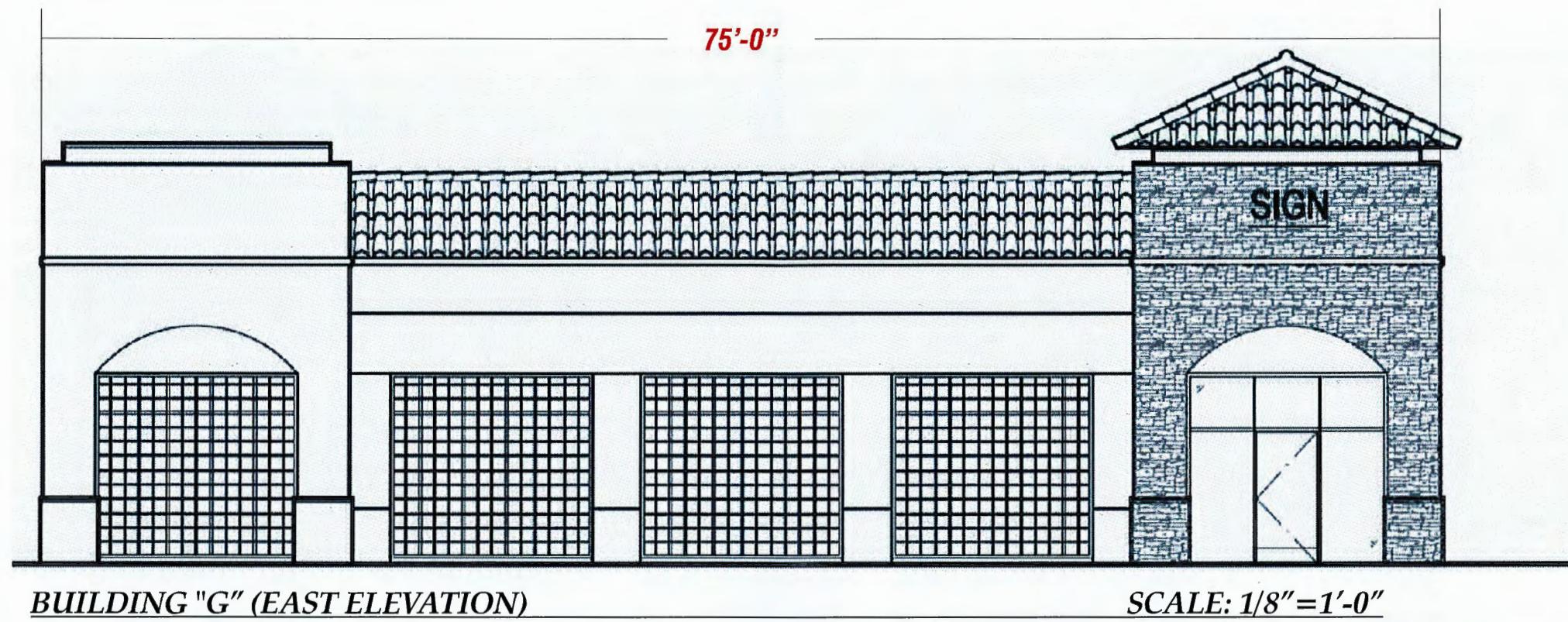


BUILDING "G" (SOUTH ELEVATION)

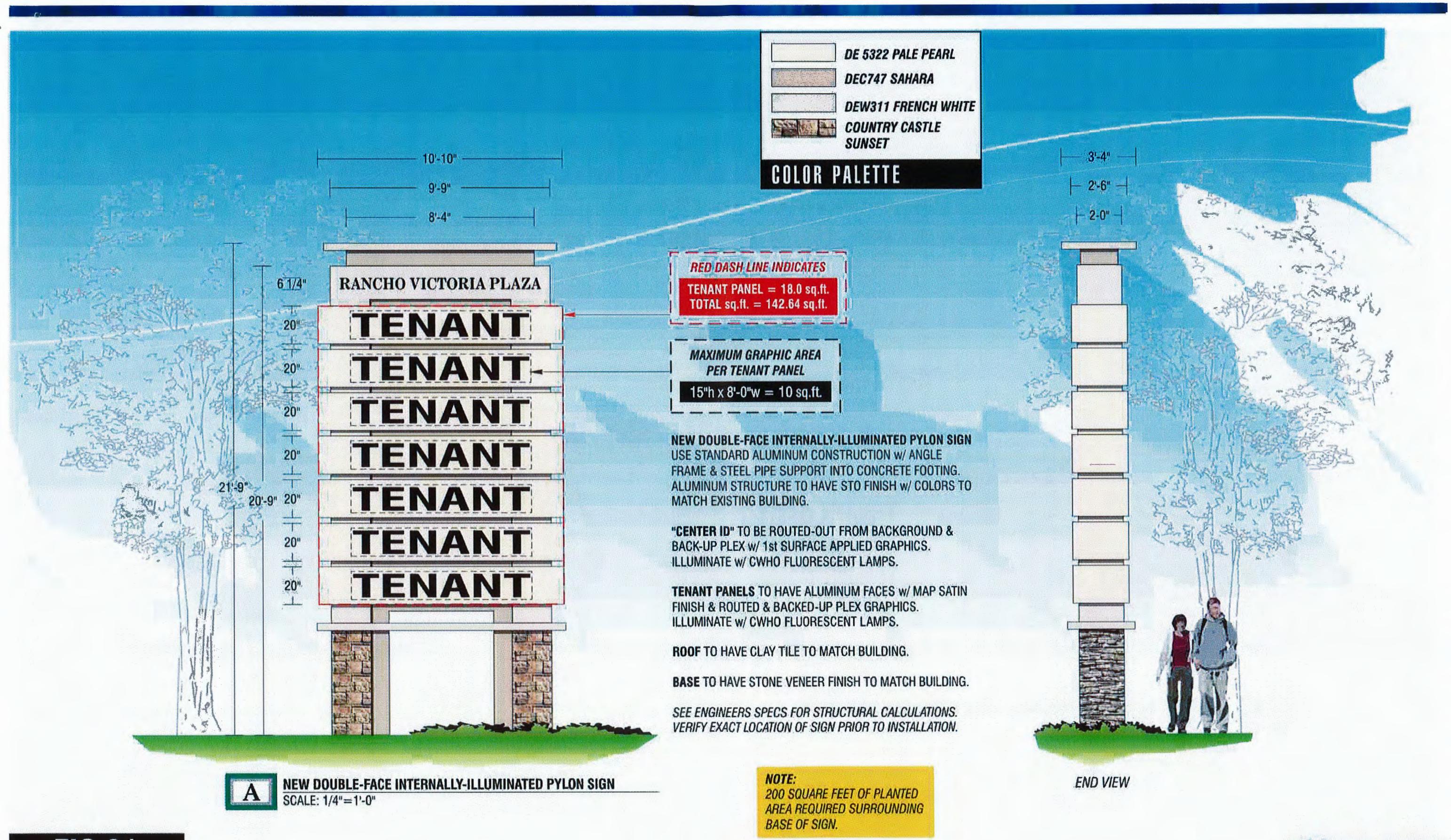
SCALE: 1/8"=1'-0"

**FIG-19**

## RANCHO VICTORIA PLAZA SIGN PROGRAM



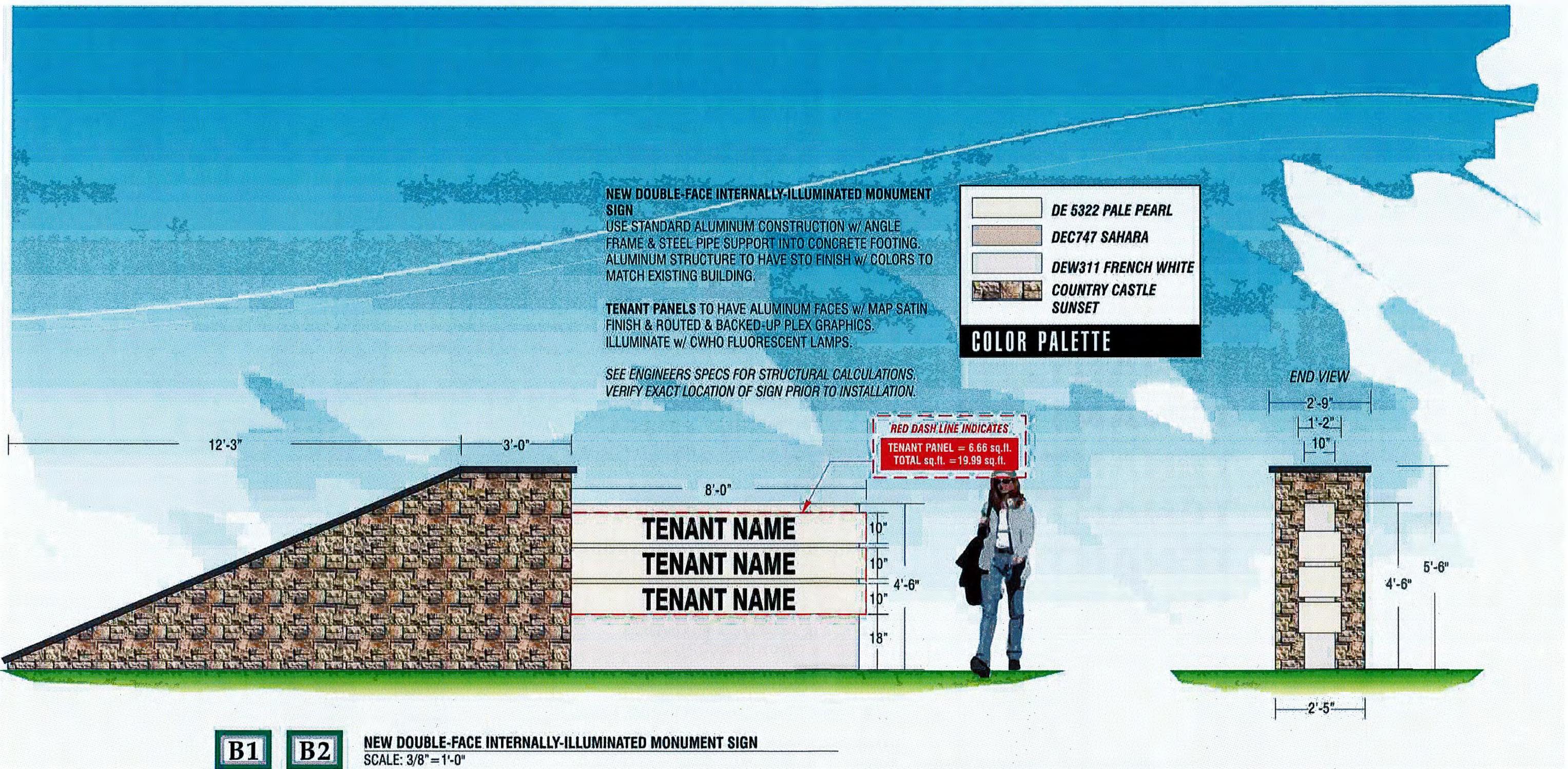
**FIG 20**



**FIG 21**  
PYLON DISPLAYS

DEC 17, 2013 AT LS

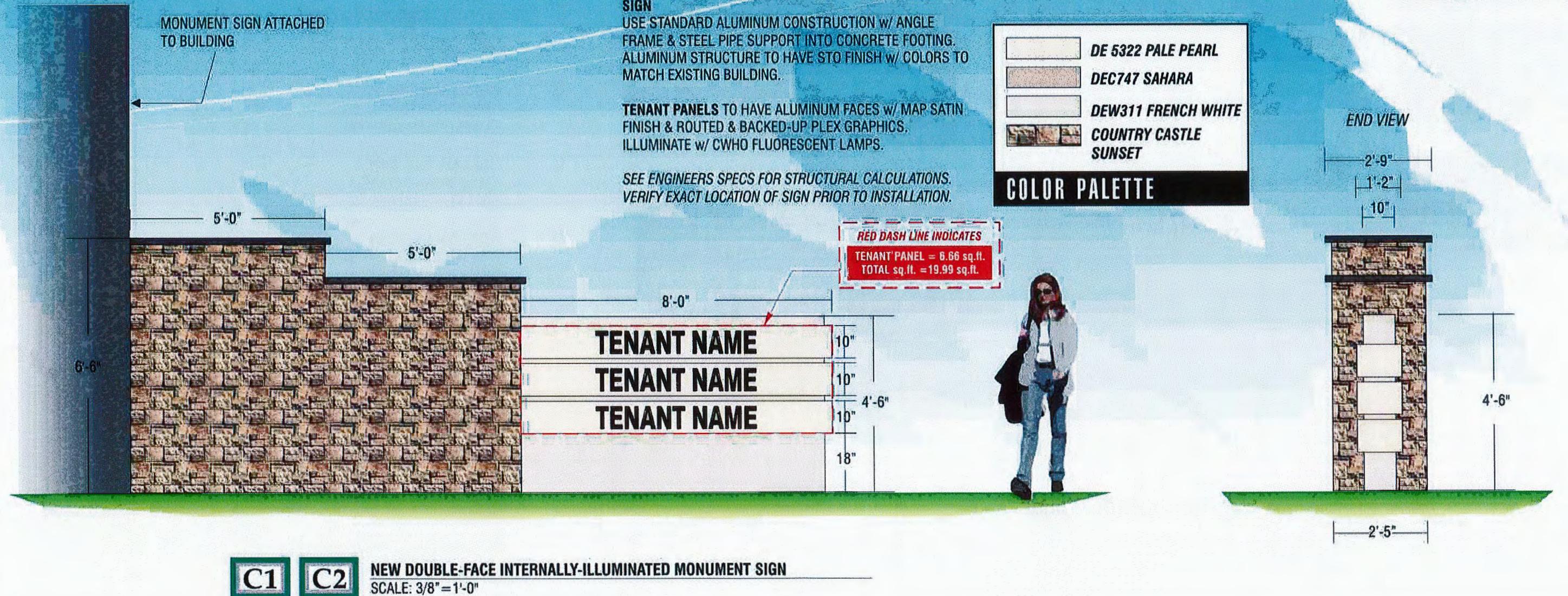
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**FIG 22**  
MONUMENT DISPLAYS

## RANCHO VICTORIA PLAZA SIGN PROGRAM

DEC 17, 2013 AT LS



**FIG 23**  
MONUMENT DISPLAYS

**RANCHO VICTORIA PLAZA SIGN PROGRAM**

DEC 17, 2013 AT LS

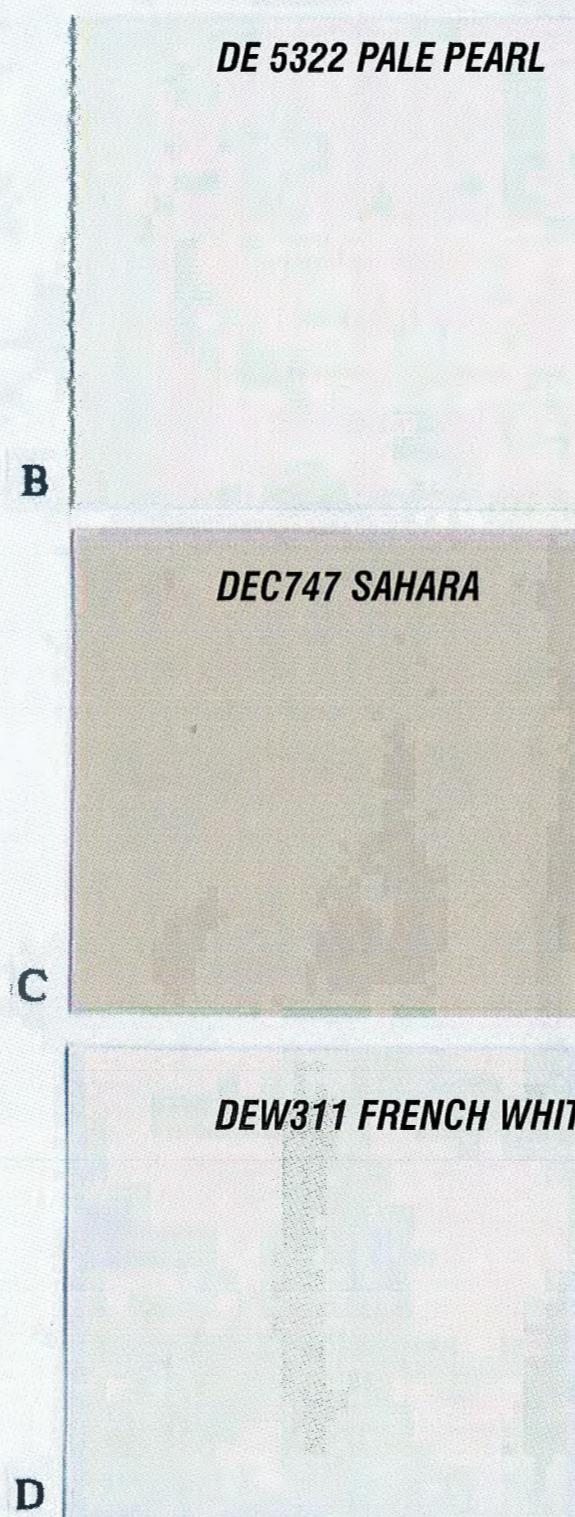
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A



B

C

D

DE 5322 PALE PEARL

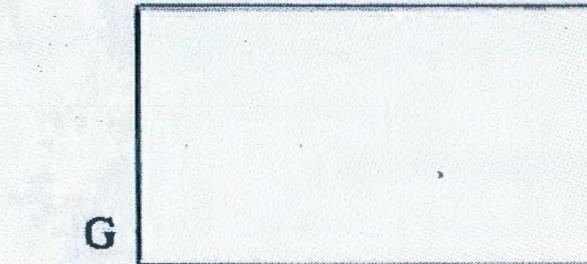
DEC747 SAHARA

DEW311 FRENCH WHITE

E



F



G

## COLORS / MATERIALS

- A PARAPET & WALL BAND FINISH  
COLOR OPTIONS - TERRA COTTA, EVERGREEN OR REGAL BLUE BY SMARTKOTE
- B STUCCO WALL FINISH:  
15 BIRCH WHITE BY OMEGA (SAMPLE COLOR SIMILAR)
- C STUCCO WALL FINISH:  
133 MESA TAN BY OMEGA (SAMPLE COLOR SIMILAR)
- D STUCCO WALL FINISH:  
56 PEARL GRAY BY OMEGA (SAMPLE COLOR SIMILAR)
- E BRICK VENEER WALL FINISH:  
SPECIAL USED BRICK WITH CLINKER RUSTIC BLEND BY CORONALDO
- F STONE VENEER WALL FINISH:  
COUNTRY CASTLE SUNSET BLEND BY CORONALDO
- G CORNICE & COLUMN FINISH:  
DEW380 WHITE BY DUNN-EDWARDS PAINTS  
  
STOREFRONTS: LOW E CLEAR GLASS IN DARK ANNODIZED ALUMINUM FRAMES (NOT SHOWN)

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