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Development Services Department  
Planning Division  
214 South C. Street • Oxnard, CA 93030 • (805) 385-7858 • Fax (805) 385-7417

June 29, 2009

Agustin Bravo  
Vogue Sign Company  
721 Commercial Avenue  
Oxnard, CA 93030

RE: *Minor Downtown Design Review Permit (DDRP) No. 09-110-05  
548-560 South "C" Street/ Applicant: Agustin Bravo on behalf of Richard Devericks.*

The City of Oxnard, Downtown Design Review Committee (DDRC) has reviewed your request for a Master Sign Program at the multi-tenant commercial building. The subject site was designated a 6Z resource status code (not eligible for historic designation) in the 2005 Downtown Oxnard Historic Resources Survey Report. This request is part of the Downtown Façade and Paint Program.

This project qualifies for a Categorical Exemption under the CEQA Guidelines Section 15301, Existing Facilities.

At their April 9<sup>th</sup> meeting, DDRC recommended that the project be approved with the following changes for Staff to facilitate with the Applicant:

- a. Provide a sign area allocation spreadsheet with the maximum square footage listed by tenant space for attached, window, directory, and pedestrian (blade) signage, as well as the building as a whole;
- b. Provide a more descriptive illustration and details for blade sign including attachments, colors, illumination, etc;
- c. Provide materials sample for the colors noted for attached signs;
- d. Call out where and how blade signs will be attached on elevations;
- e. Revise temporary banners section of program to prohibit banners without an approved Temporary Use Permit;
- f. If a directory sign is proposed, incorporate a more pedestrian friendly design similar to the sign programs for the Viola Building and/or Paseo Azteca. The design as proposed simply appears to be an additional band of attached signage;
- g. Change "Illuminated sign cabinets with plastic faces" within the "unacceptable signage" section to read, "Sign cabinets";
- h. Add examples of mid-century typefaces to be consistent with the building's architectural style; and
- i. Final sign program will reflect these changes to Staff's approval.

The submitted program (attached) reflects these changes.



The Planning Manager approves this project with the conditions/changes listed in the Committee's recommendation, based upon the following findings set forth by Section 16-154 items F and G of the City Code and subject to compliance with the following conditions:

1. Applicant shall obtain a building permit for any new construction or modifications to structures, including interior modifications, authorized by this permit.
2. Prior to issuance of building permits, Applicant shall correct all violations of the City Code existing on the project property.
3. Prior to issuance of building permits, Applicant shall pay a document imaging fee for the Planning files in an amount calculated by Planning staff at the time of building permit review based on fees then in effect.
4. This permit shall automatically become null and void 12 months from the date of this approval, unless Applicant has diligently developed the proposed project, as shown by the issuance of a building permit and the construction of substantial improvements.
5. The fonts "Avant" and "Futura" shall be removed from the "Acceptable Letter Styles" section (page 8) of the program as the letter thickness is not consistent with the intent of pedestrian signage within the CBD.

This letter serves as official approval of your DDRP request, and pertains only to those requests described herein. If you have any questions about this approval, please call Douglas Spondello at (805) 385-3919.

6/29/09  
Date

  
Susan L. Martin AICP  
Planning Manager

cc: Maureen Hooper, Community Development  
Project File

Attachments:  
Sign Program



# MASTER SIGN PROGRAM

PREPARED FOR:  
Folcke Building  
548 – 560 So. C Street  
Oxnard, CA 93030

PREPARED BY:  
Vogue Sign Company  
721 Commercial Ave.  
Oxnard, CA 93030  
805-485-3411

-- APPROVED --  
CITY OF OXNARD

City Council  
 Planning Commission  
 Development Services Director  
 Planning Manager

**EXHIBIT** \_\_\_\_\_

Reso/Ord No. \_\_\_\_\_  
Permit # \_\_\_\_\_  
Date \_\_\_\_\_



June 4, 2009



## ALLOCATION TABLE

The purpose of this sign program is to establish standards that assure tenant signage is harmonious, integrates with the architecture of the building and provides coordinated proportional exposure for all tenants. 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 two copies of the proposed sign to the landlord and/or its agent for review. Upon receiving landlord's stamped approval, the tenant shall then submit 3 copies to the City of Oxnard. Drawings shall include scaled elevations of proposed sign(s) at tenant location with dimensions of tenant frontage and length of architectural surface on which the sign is installed. Additionally, a detailed, fully dimensioned, shop drawing showing colors and materials, along with a section of the sign showing method of attachment as required by the City of Oxnard shall be included with submittal.

Upon receipt of permits, tenants shall forward copies of permits to landlord prior to installation of signs. All costs associated with the procurement, fabrication and installation of signage are the sole responsibility to the tenant. Finally, any sign contractor working at **Folcke Building**, must be fully licensed, bonded and have liability insurance. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

Landlord Address: Folcke Building  
c/o Ventura Pacific Capital Company  
340 Rosewood Ave., Suite D  
Camarillo, CA 93010  
Ph: (805) 987-6921; Fax: (805) 987-0152





<b>ADDRESS</b>	<b>ATTACHED</b>	<b>WINDOW</b>	<b>PEDESTRIAN</b>	<b>TOTAL</b>
548	20	5	10	35
552	20	5	10	35
556	20	5	10	35
560	50	10	10	70
<b>Total allowed per sign program</b>				<b><u>175</u></b>
<b>Total allowed per code</b>				<b><u>175</u></b>

All numbers represent the maximum square footage allowable per sign type.



## GENERAL REQUIREMENTS

Proposed lettering shall be consistent with examples in this document unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document).

### **ATTACHED FASCIA SIGNAGE (WALL SIGN):**

Wall signs shall be designed and constructed of individually mounted letters or logos made of wood or metal. Materials shall be at least ¼" in depth and no greater than 1" and mounted to the building flush or with ½" spacers. Individually illuminated channel letter are an acceptable alternative to wood or metal letters, subject to Landlord and City approval, and shall not exceed 5" in overall depth. Acceptable colors include but are not limited to Red, Black, Blue & Green. See detail B.

#### **548 So. C:**

Tenants are allowed a maximum of two (2) wall signs, one on the North Elevation and one on the West Elevation. Each not to exceed 24" in height by 13' (75%) in length. The wall sign on the West elevation shall be centered vertically and horizontally within the upper parapet. The wall sign on the North elevation shall be centered vertically. Proposed attached signage shall not exceed **20 sqft.**

#### **552 So. C:**

Tenants are allowed one (1) wall sign not to exceed 24" in height by 13' (75%) in length and centered vertically and horizontally within the upper parapet. Proposed attached signage shall not exceed **20 sqft.**

#### **556 So. C:**

Tenants are allowed one (1) wall sign not to exceed 24" in height by 13' (75%) in length and centered vertically and horizontally within the upper parapet. Proposed attached signage shall not exceed **20 sqft.**

#### **560 So. C:**

Tenants are allowed a maximum of two (2) wall signs. The wall sign on the West elevation shall be placed over the entrance, centered vertically within the upper parapet and not exceed 24" in height by 26' (75%) in length. The



wall sign on the South elevation shall be centered vertically and not exceed 24" in height by 13' in length. Proposed attached signage shall not exceed **50 sqft.**

### **HANGING PEDESTRIAN SIGNAGE (BLADE SIGN):**

Each tenant is allowed one (1) hanging pedestrian sign. These signs are to be attached perpendicularly to the façade, centered within the overhang and adjacent to the store entrance. Signs shall be made of ¾" white MDO wood and attached to the undercanopy using eye bolts and S hooks with a maximum of 4" drop. Hanging Pedestrian Signs shall not exceed 20" in height by 3' in length. See Detail A for additional information.

### **WINDOW SIGNAGE**

Window signage is limited to 20% of the window area and will be counted against the allowable sign area.

### **UNACCEPTABLE SIGNAGE**

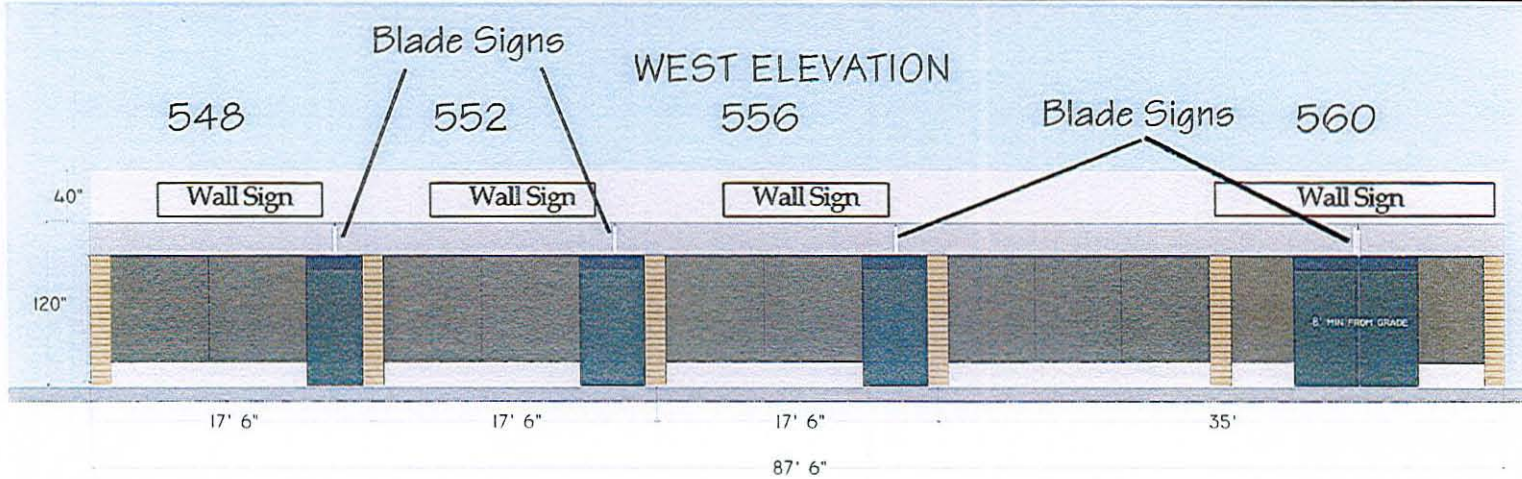
- Awnings signage and/or letters painted directly onto the building.
- Sign cabinets.
- Signs that flash, scintillate, move, change color, appear to change color or change intensity or contain any part or attachment which does the same.
- Banners unless otherwise approved through a Temporary Use Permit
- Telephone numbers.
- Fluorescent colors or paints.

These represent the maximums; the landlord reserves the right to deny any submissions where these parameters are overstated in the context of the architecture (i.e. too crowded). **See allocation table for maximum allowable square footage per tenant per sign type.**

**All signs shall comply with the requirements of Article IX, Advertising Signs, of the Oxnard Municipal Code Book, the City's Sign Ordinance for the CBD Zone, as well as with the requirements of this sign program.**



# WEST ELEVATION

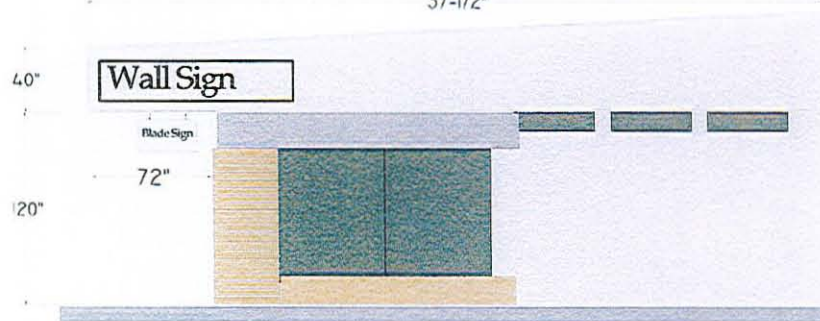


### CALCULATIONS ALLOWED SIGNAGE

- 548: 17.5' OF FRONTAGE X 2 SQUARE FEET = 35 SQUARE FEET OF ALLOWABLE SIGNAGE
- 552: 17.5' OF FRONTAGE X 2 SQUARE FEET = 35 SQUARE FEET OF ALLOWABLE SIGNAGE
- 556: 17.5' OF FRONTAGE X 2 SQUARE FEET = 35 SQUARE FEET OF ALLOWABLE SIGNAGE
- 560: 35' OF FRONTAGE X 2 SQUARE FEET = 70 SQUARE FEET OF ALLOWABLE SIGNAGE

# NORTH AND SOUTH ELEVATIONS:

SOUTH ELEVATION (560)  
37-1/2"



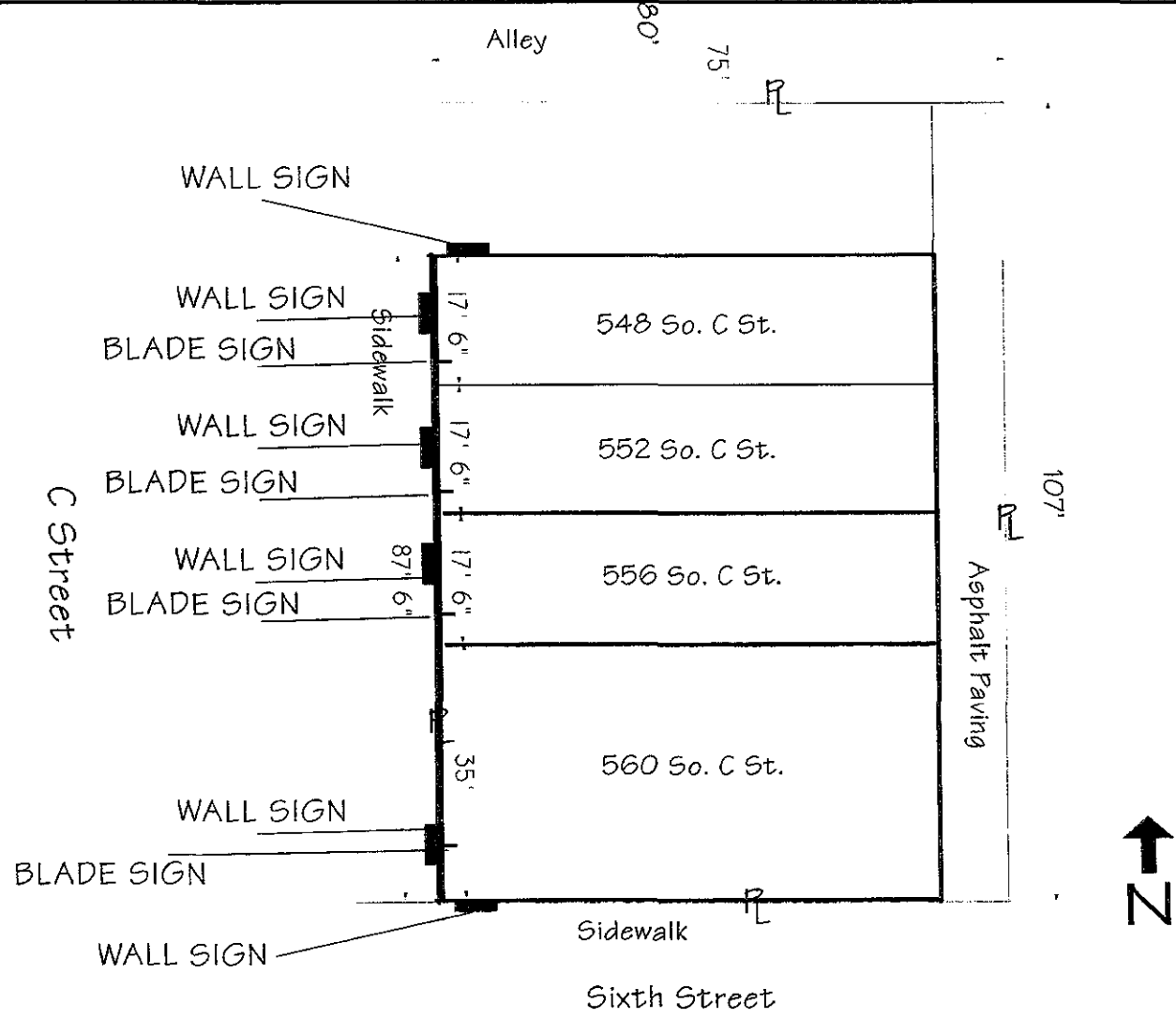
(548) NORTH ELEVATION







SITE PLAN





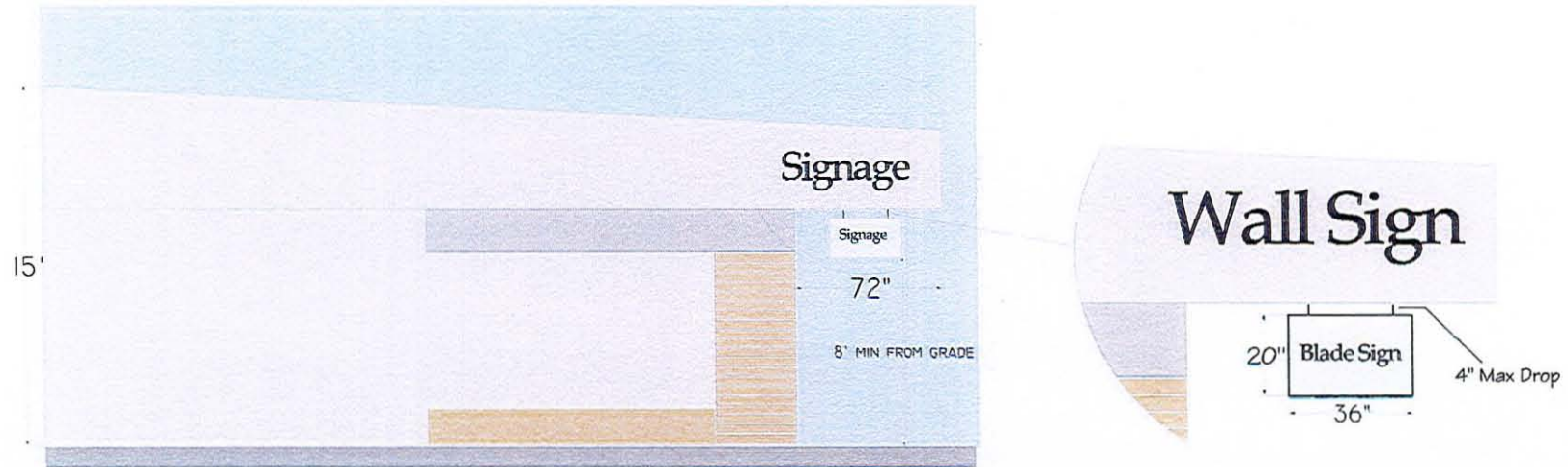
ACCEPTABLE LETTER STYLES (FONTS)

<u>NAME</u>	<u>FONT</u>
<i>Devericks Building</i>	SF Americana Dreams
Devericks Building	Fontdinerdotcom
Devericks Building	Swansea
<i>Devericks Building</i>	Yoxall Italic
<i>Devericks Building</i>	Rocket Script
* <del>Devericks Building</del>	<del>Avant</del>
Devericks Building	Book Antiqua
* <del>Devericks Building</del>	<del>Futura</del>

\* Fonts "Avant" and "Futura" removed.



## DETAIL A:



## Hanging Pedestrian Signage (Blade Sign)

Each tenant is allowed (1) hanging sign. These signs are to be attached perpendicularly to the facade, centered within the overhang and adjacent to the store entrance. Signs shall be made either of 3/4" White MDO wood and attached to the under canopy using eye bolts and "S" hooks with a maximum drop of 4". Hanging pedestrian signs shall not exceed 20" in height by 3' in length.



# ATTACHED FASCIA SIGNAGE

