



Date: November 13, 2007

To: Susan Martin, AICP, Planning Manager

From: Downtown Design Review Committee

Re: Project No. and Address: PZ 07-110-08, 401 South "A" Street
Woolworth's Master Sign Program

The project is described below:

The applicant, Catherine Von Burg, representing David Feigin, proposed the following master sign program for the Woolworth multi-tenant building located at 401 South "A" Street.

The Committee hereby makes the following recommendations (5/0):

Approved Master Sign Program with the following recommendation: Over the counter permits to be issued by one staff person, Nicole Doner.

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



Date: November 13, 2007

To: Catherine Von Burg, representing Woolworth Building

From: Susan L. Martin, AICP, Planning Manager

Re: PZ07-110-08, 401 South "A"- Woolworth Master Sign Program

Based on the attached recommendation from the Downtown Design Review Committee, I hereby take the following action regarding the subject project:

The project is approved with the conditions/changes listed in the Committee's recommendation (attached) and making the findings, as recommended by the Committee. ✓

A handwritten signature in cursive script, appearing to read 'S. Martin', written over a horizontal line.

Susan L. Martin, AICP
Planning Manager

You or any interested party may request that this decision be reviewed by the Development Services Director by filing a written request within ten calendar days from the date of this notice. Such request should be addressed to the Development Services Director at 305 W. Third Street, Oxnard, CA 93030.



DOWNTOWN DESIGN REVIEW COMMITTEE MINUTES

Meeting November 08, 2007

9:00 A.M.

Planning and Environmental Services
Conference Room
305 W. Third Street, Oxnard

A. ROLL CALL Present: Michael Faulconer, (chair), Patrick Behrens (vice-chair), Gary Blum (member), Linda Calderon (member), Juan Moreno (member), and Nicole Doner (staff person).

B. PUBLIC COMMENTS – On items not on the Agenda

At this time, a person may address the Downtown Design Review Committee on matters within the jurisdiction of the Committee, including information/consent items and any item not appearing on the agenda. The Chair shall limit public comments to three minutes. The Committee cannot enter into detailed discussion or take action on any item presented during public comments that is not on the agenda and such item may only be referred to staff for administrative action or scheduled on a subsequent agenda for discussion. Persons wishing to speak on agenda items should do so at the time the Committee considers the agenda item.

C. COMMITTEE BUSINESS

1. Approval of October 25, 2007 minutes APPROVED 4/0/1; Blum abstained because he was absent from the meeting)

D. CONTINUED ITEMS

1. PZ 07-110-16, 143 West Fifth Street, Signage Color Change, Banco Buenaventura. Applicants: Dave's Signs on behalf of Logue Family Trust. APPROVED MEDIUM ANODIZED BRONZE (3120 GEMINI CATALOG) SIGNAGE 4/0/1 (Gary Blum abstaining) with the following recommendation: Applicant to provide staff with a sample of the medium bronze finish for the file.
2. PZ 07-110-08, 401 South "A" Street, Woolworths Master Sign Program. Applicants: Catherine Von Burg/David Feigin. APPROVED MASTER SIGN PROGRAM 5/0 with the following recommendation: Over the counter permits to be issued by Nicole Doner.
3. PZ 07-110-17, 335 West Fourth Street, El Oaxaco Restaurant, Signage. Applicants: Ron Smith of Signs Pacific on behalf of Faustina Garcia. APPROVED SIGNAGE 5/0 with the following recommendations: a) Applicant to install blade sign of 24" x 24" with PVC schedule 80 covering chain; b) Applicant/owner to complete the painting of the fascia board trim in "Cellar Door"(DEA157) for the rest of the building and repaint the eave diagonal trim of the overhang (currently painted "cellar door") to "sheepskin" (DE5372) color; c) Comply with the City code's sign requirements of 20% maximum window coverage; and d) Obtain City license agreement for blade sign over public right of way.

11/1/07

The Woolworth Building

401 South "A" Street
Oxnard CA. 93030



Master Sign Program

Updated With Changes 11-1-07

Sign Area Calculation: The Woolworth's Building

401 South "A" Street, Oxnard

Building Frontage: 140 Linear Feet x 2 = Allowable Sign Area: 280 Squ. Ft.

Principle Street Entrance
Fourth Street
North Face

Building Frontage: 60 Linear Feet x 1/2 = Allowable Sign Area: 30 Squ. Ft.

Secondary Street Entrance
South "A" St.
East Face

Total Allowable Sign Area for The Woolworth's Building: 310 Squ. Ft.

Break Down of All Exterior Woolworth Building Signs

Window Decals:

Woolworth's DELI

Woolworth's circular red "DELI" over entrance...6' x 18" = 9.00 SF

Woolworth's door logo..... 12 ½" x 18" x 2 = 3.12 SF

Woolworth's Deli windows: 7 different decals...

average size of all decals...38.28" x 10" = 2' 6" x 7 = 18.6 SF

South Shore Real Estate

South Shore logo on side window..... 33" x 5" = 1.14 SF

Fresh & Fabulous Bakery

F & F logo over entrance..... 62" x 13" = 5.59 SF

F & F logo on windows..... 6" x 53" = 2.2 SF x 2 = 4.4 SF

TOTAL WINDOW DECALS..... 41.85 SF

Attached Signs:

Maximum 16 SF each

#7 & #8 16 SF x 2 = 32.00 SF

Blade Signs:

#1 & #9

Maximum..... 8' 6" x 3' 3" = 27.62 SF x 2 x 2 = 110.48 SF

#5

Maximum..... 4' 6" x 3' 3" = 15.18 SF x 2 = 30.36 SF

Marquee Sign:

#4

Maximum 11' x 4' 3" x 2 = 94.6 SF

Total for Exterior Signs in Square Feet:

Decals.....	41.85 SF
Attached Signs.....	32.00 SF
Blade Signs.....	110.48 SF
.....	30.36 SF
Marquee Sign.....	94.60 SF

TOTAL Square Feet..... 309.29 SF

TOTAL Available..... 310.00 SF

Objective:

The purpose of this Sign Program is to establish criteria that facilitates tenants located in The Woolworth Building to design and erect exterior commercial signs that are consistent with or complementary to the overall architecture and theme of the Woolworth Building. In addition, the Sign Program is intended to provide the basis upon which city personnel can accurately assess and ultimately approve individual Over the Counter Sign Applications from Woolworth Building tenants.

Owner:

Because the interior floor plan of The Woolworth Building was designed to be flexible, individual tenant offices and other types of business spaces expand and contract depending on the needs of the existing and/or incoming tenant(s). Because of this flexibility, the accurate calculation and specific placement of exterior signs is not necessarily based solely on the linear feet of building frontage or the interior square feet of a particular business. The owner of The Woolworth Building has full discretion to determine on an ad hoc basis the amount and placement of signage for any particular business per their lease agreement. Therefore, it is imperative that any Over the Counter Sign Application submitted by a tenant from The Woolworth Building be accompanied by a copy of the page in the tenant's lease agreement that specifies the location and square footage allotted for

each sign to that tenant, or a letter from The Woolworth's Building owner or owner's representative.

Every exterior sign on the façade of The Woolworth Building has been assigned a number or letter (refer to scale rendering of building with signs). Each tenant will be provided with specific sign types and locations according to these numbers and letters in their lease agreement and/or a letter from The Woolworth's Building owner or owner's representative.

However, a general guideline for tenant signage will be: for every square foot of rental space, a total of 2.80 square inches will be accrued for signage.

City:

Plans for an Over the Counter Sign Permit submitted to the City of Oxnard for Planning and Building & Engineering permits shall comply with requirements in place at the time of submittal. Additionally, applicant shall submit copy of approval from the building owner.

Application Procedure for Tenant Over The Counter Sign Permits:

Prior to submitting an Over the Counter Sign Application to the City of Oxnard, every tenant of The Woolworth Building must submit a color rendering and detailed description of the proposed sign to the owner or owner's representative for review. It is only when a written letter of approval and a signed copy of the drawing have been obtained from The Woolworth's Building owner or owner's representative that a tenant may consider their application complete and submit it to the City of Oxnard.

Each individual tenant's sign proposal must include drawings that 1) accurately depict scaled elevations of the sign on the buildings façade; 2) provide the total square footage of the sign; 3) provide a detailed image of the sign showing color(s), fonts, finish (matte); 4) samples of materials to be used; 5) and the lighting source, if any.

In addition, a page with a detailed written description of all the elements utilized in the sign as described above must accompany the drawing(s). Finally, a detailed description of how the sign will be affixed to the building must be included in the proposal. All of this information is to be prepared by the tenant according to the specifications delineated by the City of Oxnard, as well

as the terms articulated in this Sign Proposal and the lease agreement with The Woolworth Building.

Upon receipt of an approved sign permit, the tenant must forward copies to The Woolworth's Building owner or owner's representative prior to the installation of any window or building façade sign. Any and all costs associated with the design, procurement, fabrication, and installation of a sign are the sole responsibility of the tenant.

Finally, any contractor utilized in the fabrication and attachment of a sign on The Woolworth Building must be fully licensed, bonded, and have liability insurance with the owner named as additionally insured. Proof of license, bonding, and liability insurance must be presented to The Woolworth's Building owner or owner's representative before any work commences on The Woolworth Building property.

Color Palette, Fonts. & Finish

Color and font choice should be consistent with and/or complementary to the overall architecture and theme of The Woolworth Building. Because drawings for signs must be submitted to the owner or the owner's representative of The Woolworth Building for approval prior to being submitted to the City of Oxnard, any color scheme or font submitted to the City will have already met this first criterion.

Palette:

- Primary colors compatible with the character of the Woolworth Building have been selected from the Benjamin Moore color pallet: Heritage Red, Abstracta Yellow, Absolute Green, Bold Blue, Bone White, China White, Black, Wrought Iron Gray, Trout Gray, Deep Silver. Color chips for each shade are provided on a separate page (pg. 17).
- Other non-traditional colors, including but not limited to teal, turquoise, pink, purple, and florescent colors, may be used with the express written permission of the Woolworth Building owner or owner's representative, but are not included in the over the counter permit process and will therefore require design review permit approval.

Fonts:

Standard and custom fonts are subject to the approval of The Woolworth Building owner or owner's representative. However, custom fonts are not included in the over the counter permit process and therefore will require design review permit approval. For over the counter permits, the lettering style shall be a script or serif font unless a logo or trademark is used. The following custom fonts are approved for use by the "Woolworth's Experi-Mental Café & Deli" only.

FEATURED ITEM

Fontdinerdotcom Sparkly

Fontdinerdotcom Loungy

Rocket Script

Finish:

The finish on any given sign must be a matte finish.

Color Palette - Primary Color's:

Benjamin Moore Paints

“Abstracta” yellow # 322 – accent color for borders
and/or lettering only.

“Bold Blue” # 2064-10

“Heritage Red”

“Absolute Green” # 2043-10

“Black”

“Bone White”

“China White”

“Wrought Iron”

“Trout Gray”

“Deep Silver”

"Attached" Signs:

Total: Two Signs

- # 7
- # 8

Materials:

- Wood
- MDF – medium density fiberboard (exterior grade)
- Metal
- Plastic – for lettering only
- Vinyl – for lettering only
- Paint
- Finish – matte

Other material than wood or metal will require design review permit approval.

Dimensions:

- No more than 16 SF total sign area
- No more than 24" high – unless approval from the Woolworth's Building owner or owner's representative is obtained.
- An "attached" sign that is over 24" high will also require design review permit approval.

Shape:

- Any configuration that is equal to or less than 16 SF
- However, “attached” signs on the buildings’ North façade must fit within the rectangular, grooved cement detail located between the second story windows.

Lighting:

- None, unless approval from the Woolworth’s Building owner or owner’s representative is obtained. In addition, lighting requires design review permit approval and a photometric plan to be submitted by the tenant.

Blade Signs:

Total: Three Signs

- # 1
- # 5
- # 9

Materials:

- Wood
- MDF – medium density fiberboard (exterior grade)
- Metal
- Plastic – for lettering only
- Vinyl – for lettering only
- Paint
- Finish – matte

Other material than wood or metal will require design review permit approval.

Dimensions:

Signs #1 & #9

- 8'6" X 3' 3" or a comparable configuration
- Total SF must be equal to or less than 27.62 SF

Signs #5,

- 4'6" X 3'3" or a comparable configuration
- Total SF must be equal to or less than 15.18 SF

Shape:

- Any configuration that is equal to or less than 28.38 SF.
- Projection into the public right-of-way cannot be more than 3 feet unless a City license agreement is approved by the City Council.

Lighting:

- #1 & #9 – lights mounted on either side of bracket
- None for #5 unless approval from the Woolworth's Building owner or owner's representative is obtained. In addition, lighting requires design review permit approval and a photometric plan to be submitted by the tenant.

Bracket:

- Must be black metal
- See attached drawing for bracket detail
- All brackets must be designed according to detail, regardless of sign shape

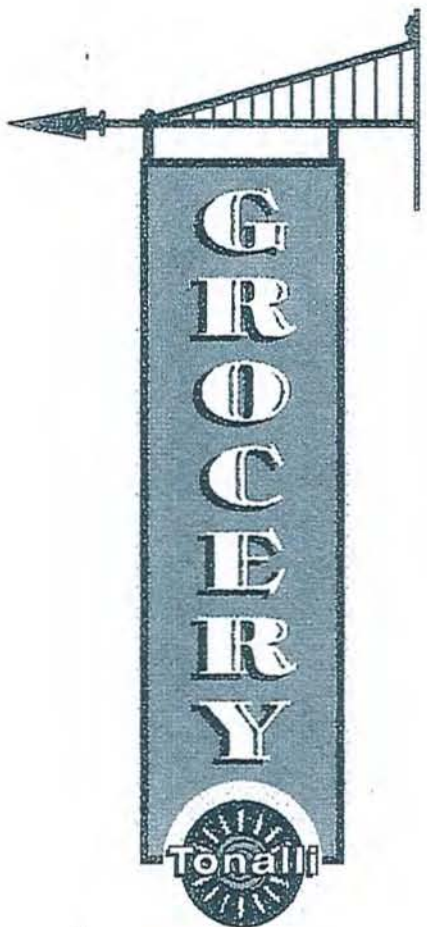
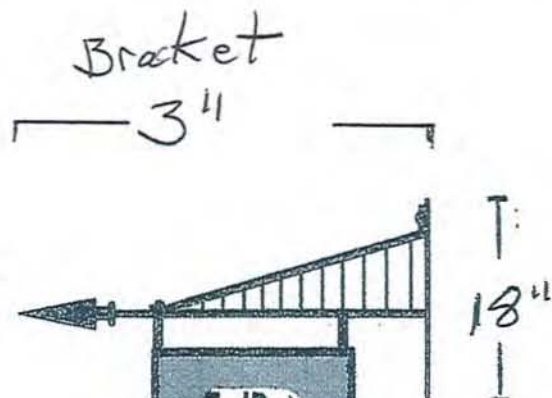
Any blade sign that projects into the public right of way requires a City license agreement.

Two-sided blade panel signs with custom iron hanging brackets
Signs fabricated of 1/2" thick MDO sign board
painted and vinyl graphics

II] + # 9

Sign Weight : 10 lbs.

Sign Size : 72" x 20" (10 sq. ft.)



- 3'3" -

14A

Dave Tilsner Signs
1982 E. Thompson Blvd.
Ventura, Ca. 93001
(805) 641-1387
fax (805) 641-0397
e-mail: dtsigns@venturalink.net

Color Pallet - Chips:

china white

bone white

black

BENJAMIN MOORE®
COLOR PREVIEW® INT. RM

bold blue

4B P-300 W 2064-10

BENJAMIN MOORE®
COLORPREVIEW™ 2064

heritage red

BENJAMIN MOORE®
COLOR PREVIEW® EXT. RM

absolute green

4B P-200 W 2043-10

BENJAMIN MOORE®
COLORPREVIEW™ 2043

4B Δ abstracta 322

BENJAMIN MOORE® 033

deep silver

3B 2124-30

trout gray

4B 2124-20

wrought iron

4B 2124-10

BENJAMIN MOORE®
COLOR PREVIEW® 2124

Under-Awning Blade Signs:

Under awning pedestrian signs shall be perpendicular to the building and limited to 5” in height and 12” in width and shall use a decorative bracket to hang under awning.

Total: five Signs

- # 1a – tenant
- # 1b – tenant
- # 1c – tenant
- # 1d – tenant
- # 1e – tenant

Materials:

- Wood
- Vinyl – for lettering only
- Paint
- Finish – matte

Dimensions:

- 5” X 12” – two sided

Shape:

- Rectangular

Lighting:

- Lighting requires design review permit approval, as well as a photometric plan submitted by the Woolworth's Building owner or owner's representative.

Bracket:

- Black metal bar – 8" long – hinged for movement
- Signs will hang perpendicular to the building's façade, under the awning to enable pedestrians to identify businesses while walking on the sidewalk under the awning.

Any projection into the public right of way will require a City license agreement. Signs may not hang lower than 8' from the ground.

Marquee Sign:

Total: One

- # 4

Materials:

- Wood
- MDF – medium density fiberboard (exterior grade)
- Metal
- Glass
- Plastic – for lettering only
- Vinyl – for lettering only
- Paint
- Neon
- Finish – matte

Other material than wood or metal will require design review permit approval.

Dimensions:

- 11 X 4'3" or comparable configuration

Shape:

- Any configuration that is equal to or less than 11' X 4'3"

Lighting Options:

- Neon – not to exceed 9 SF
- Backlight
- Overhead
- Side to Side
- None

On-site lighting shall be theme coordinated and be shielded from public streets and provide down lighting. All other types of lighting will require design review permit approval and a photometric plan.

Bracket/Mount:

- Must be brushed aluminum or other similar metal

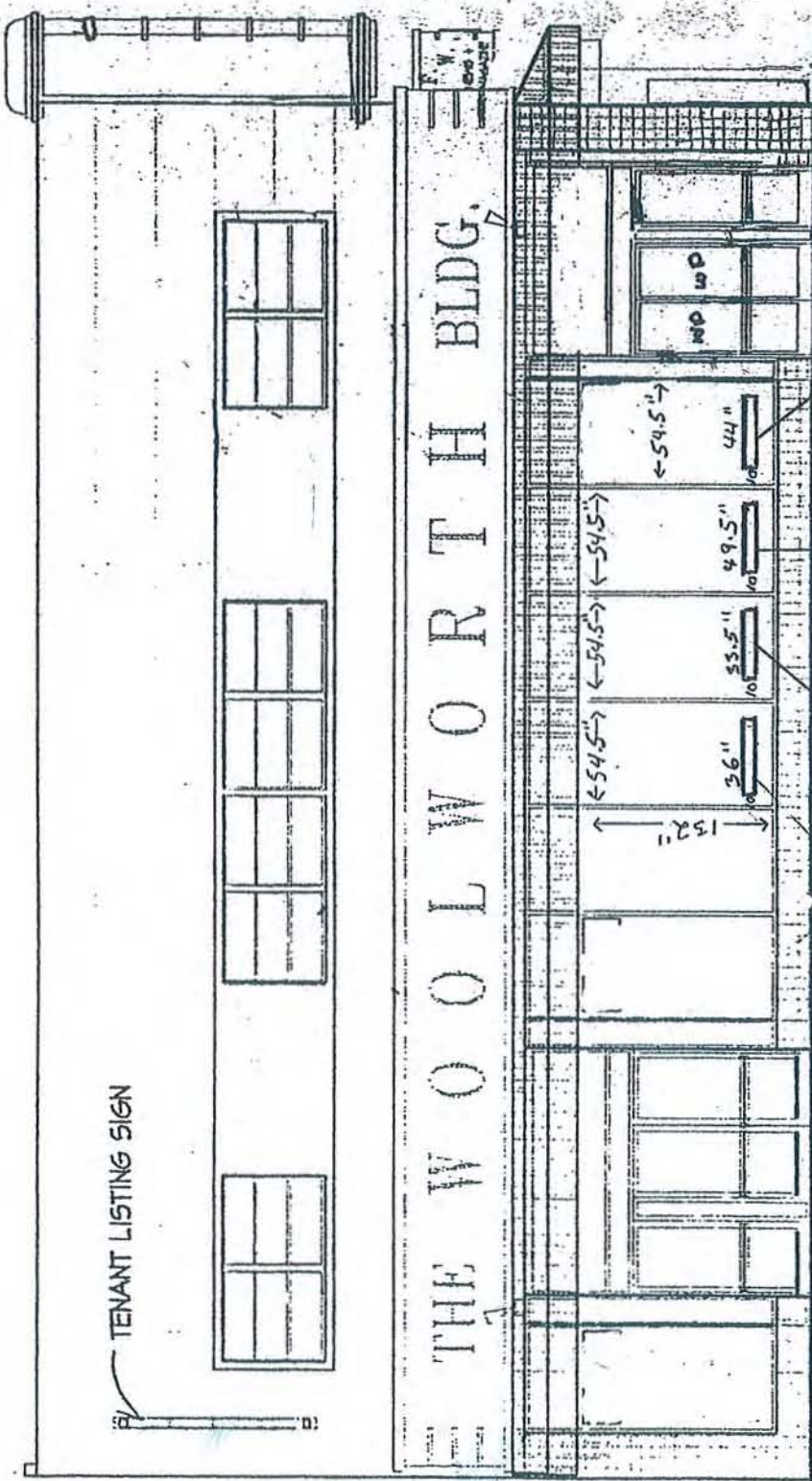
Window Decals:

Materials:

- Vinyl
- Paint
- Finish-matte

TENANT LISTING SIGN

THE W O L W O R T H BLDG.



% of "Ice Cream" Windows $36" \times 10" = 360"$ = 5%
 "Desserts" $33.5" \times 10" = 335"$ = 4.6%
 "Soup Salad" $49.5" \times 10" = 495"$ = 6.8%
 "Sandwiches" - or etc.

EAST ELEVATION

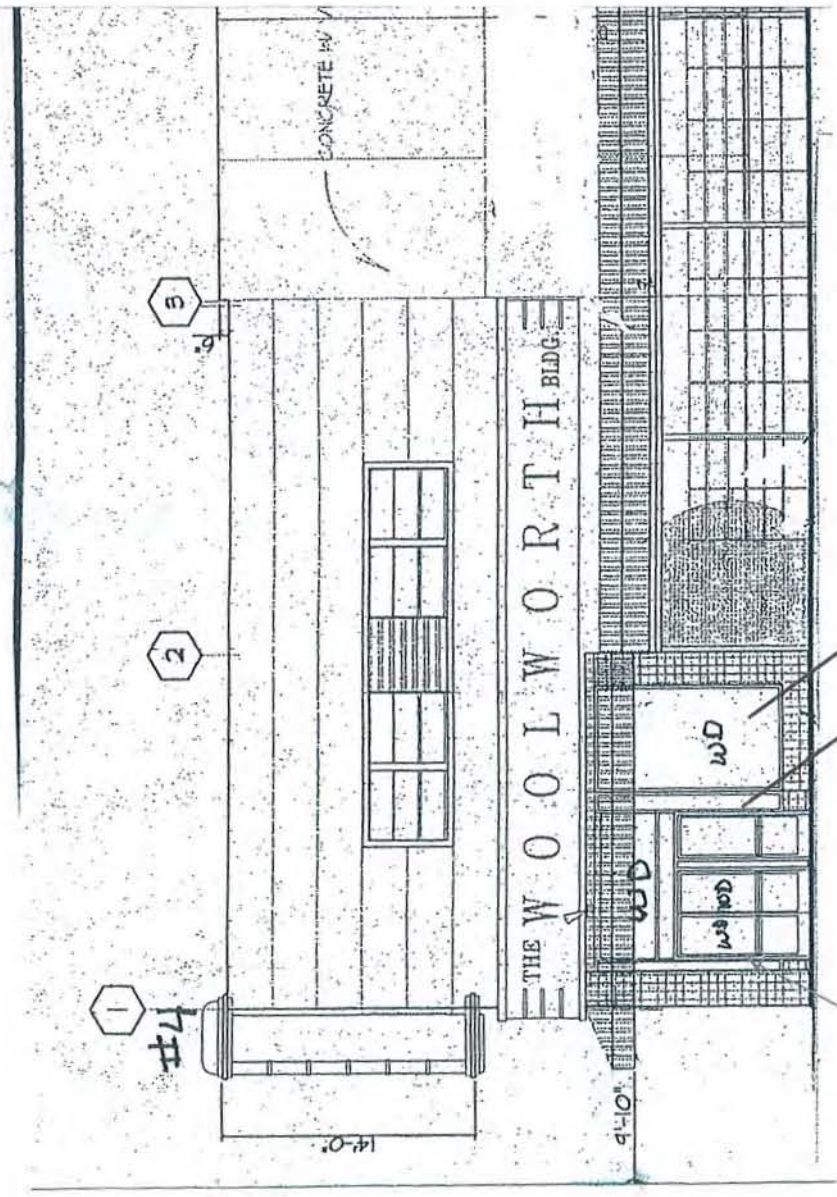
SCALE: 1/8" = 1'-0"

None of the W.D.'s exceed 20% of window

Each Window = $132" \times 54.5" = 7194 \text{ Squ. In.}$

NORTH ELEVATION

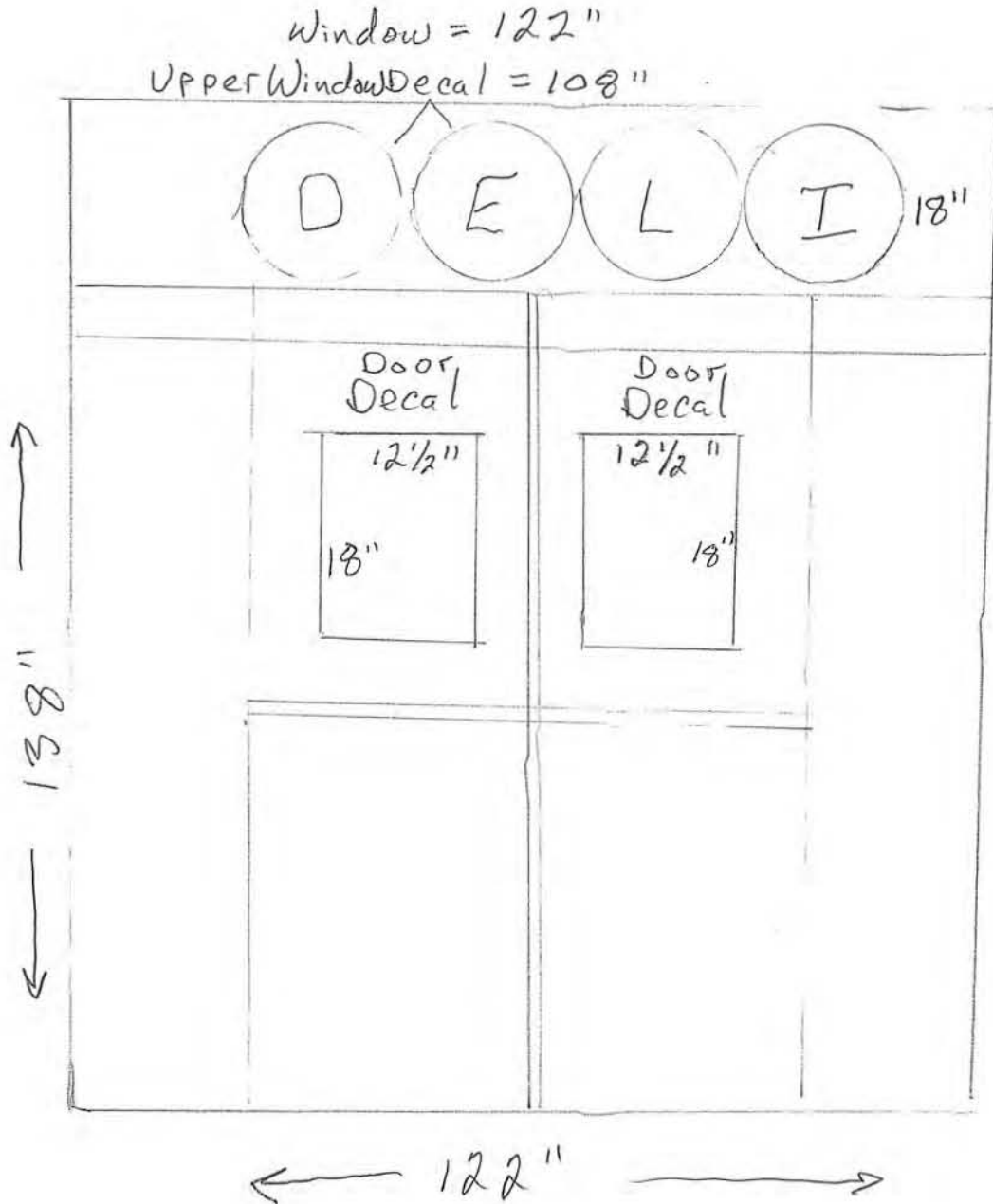
SCALE: 1/8" = 1'-0"



"Candy"
24 x 10
"Fun & Games"
45" x 10"

"Coffee"
24 x 10

Woolworth's Deli : Front Door Decal signs



Doors: $69\frac{1}{2} \times 29\frac{1}{2} = 29.95 \text{ sq} = 29.95 = 1$

Decal: $18 \times 12\frac{1}{2} = 225$

$225 \div 29.95 = 7.5\%$ of window

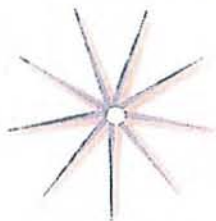
Door Logo - clear background

THE WOOLWORTH BLDG.



Famous

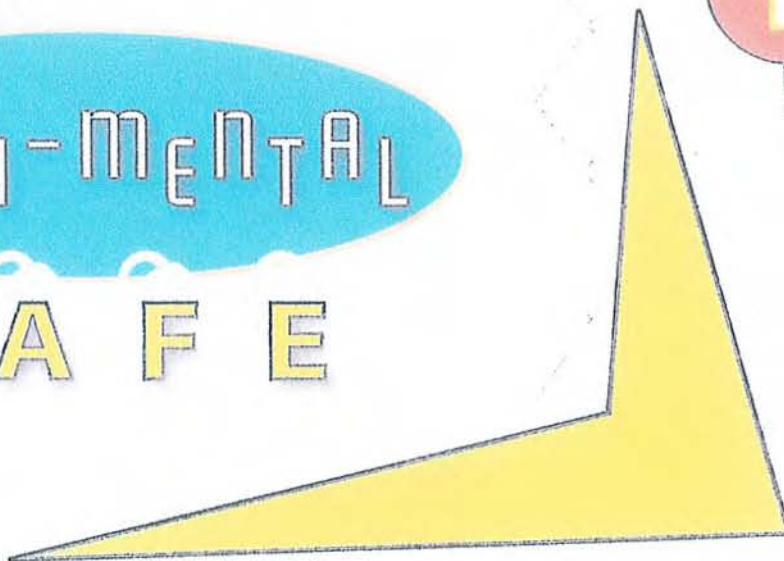
Lunch
Counter



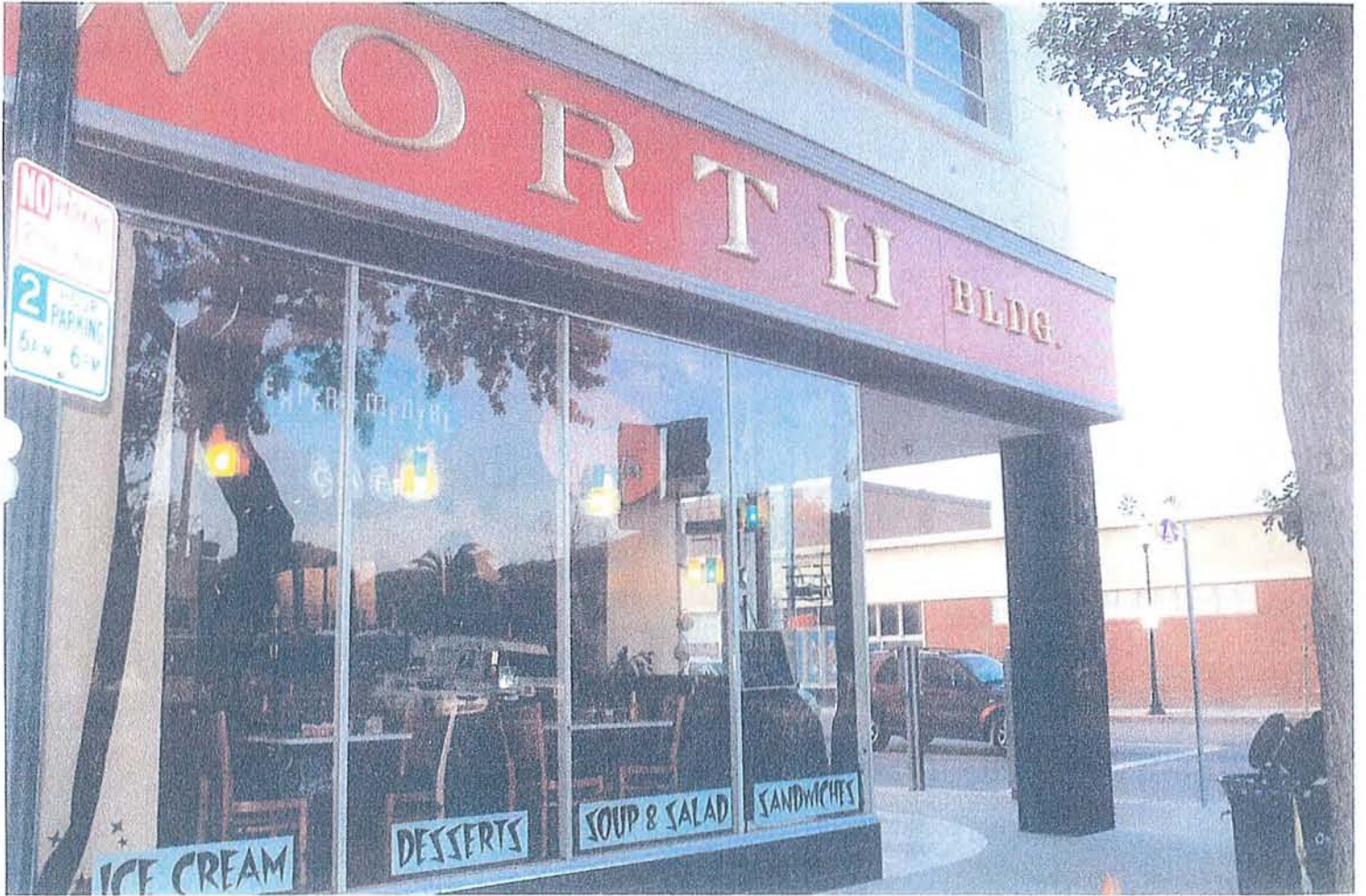
and

EXPERI-MENTAL

CAFE









"South Shore" #210

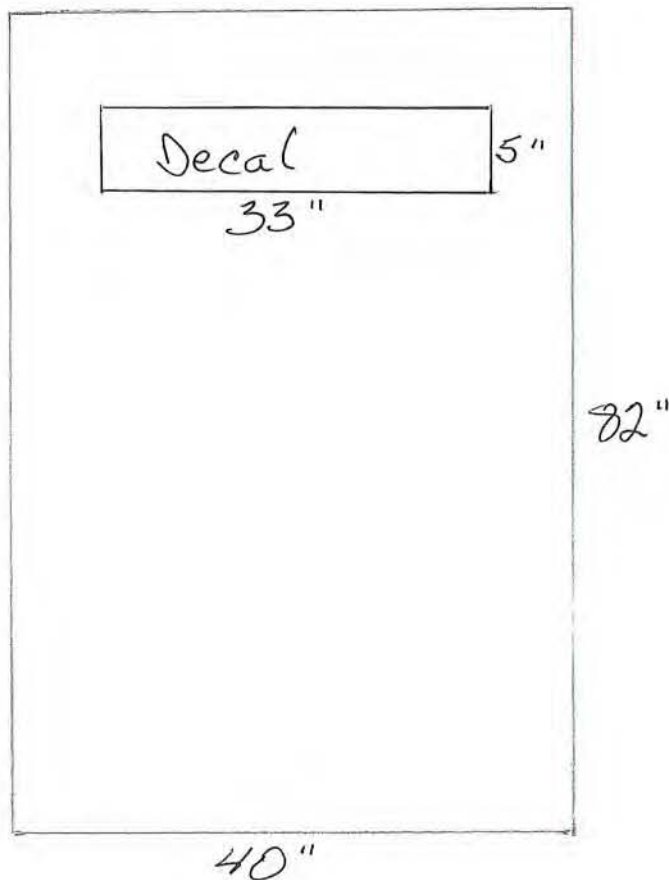


SOUTHSHORE

"South Shore" - Decal on

Front Window Next to Door

= 5% of window



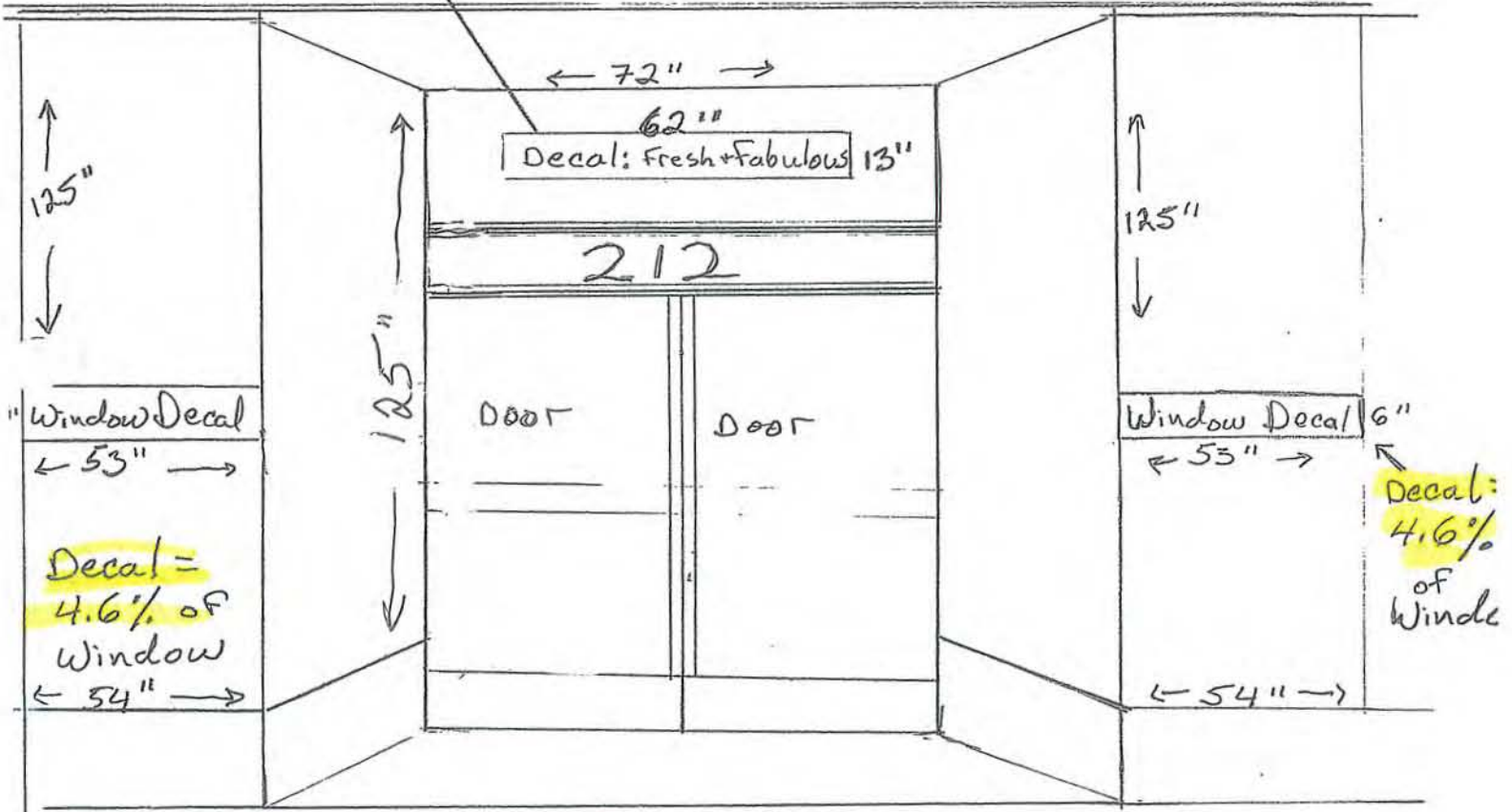
$$\begin{aligned}40'' \times 82'' &= 3280'' \\1\% \text{ of } 3280'' &= 32.80 \\ \text{decal: } 33'' \times 5'' &= 165'' \\ 165 \div 32.80 &= 5\%\end{aligned}$$

Fresh + Fabulous Bakery: Decals

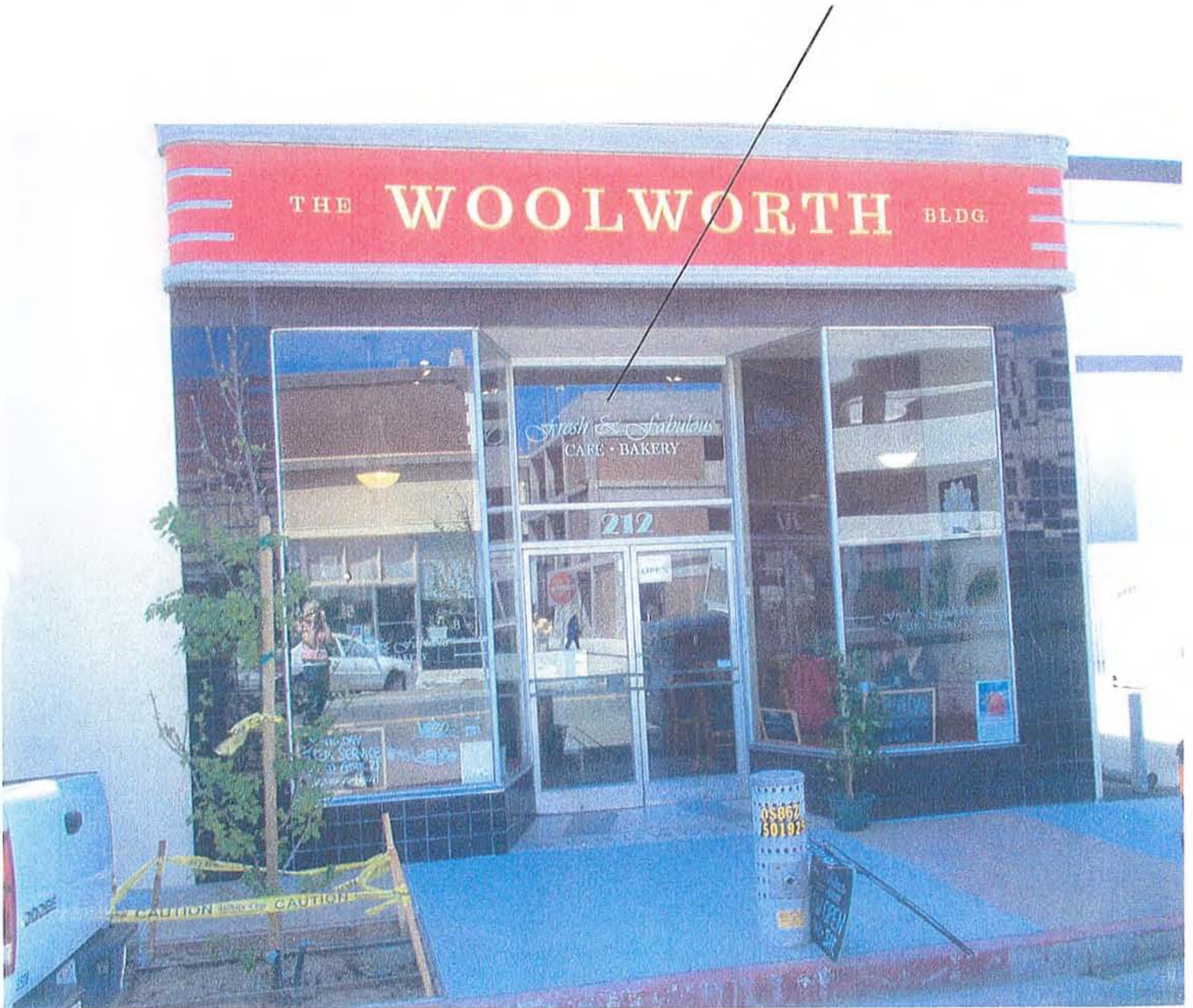
% of Windows

THE WOOLWORTH BLOG.

Decal = 19.3% of window



Fresh & Fabulous: Decal = 19.3 %
of upper entrance window

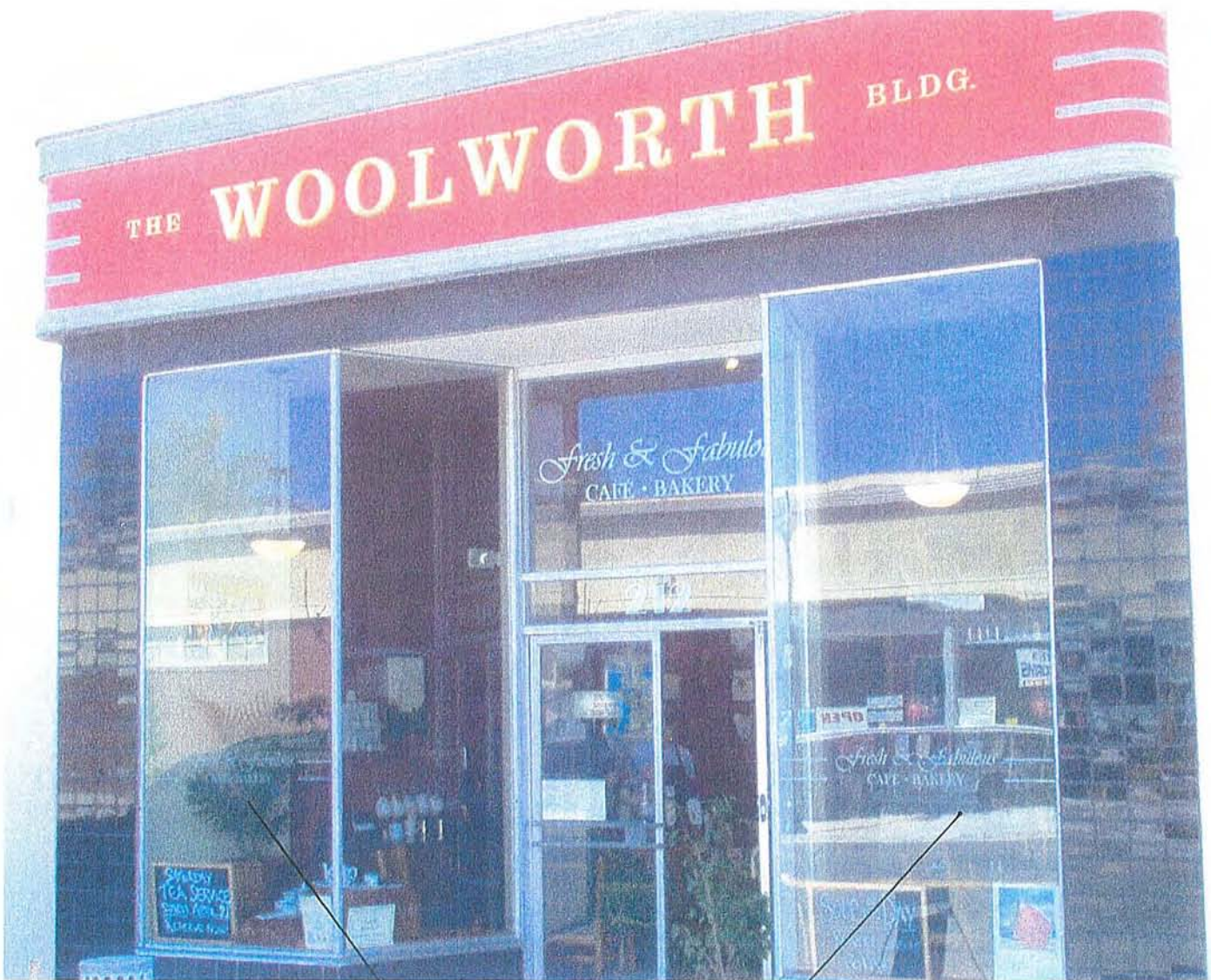


$$72" \times 58" = 4176 \text{ sq"}^2$$

$$1\% \text{ of } 4176 = 41.76$$

$$\text{Decal} = 806 \text{ sq"}^2 \div 41.76 = 19.3 \%$$

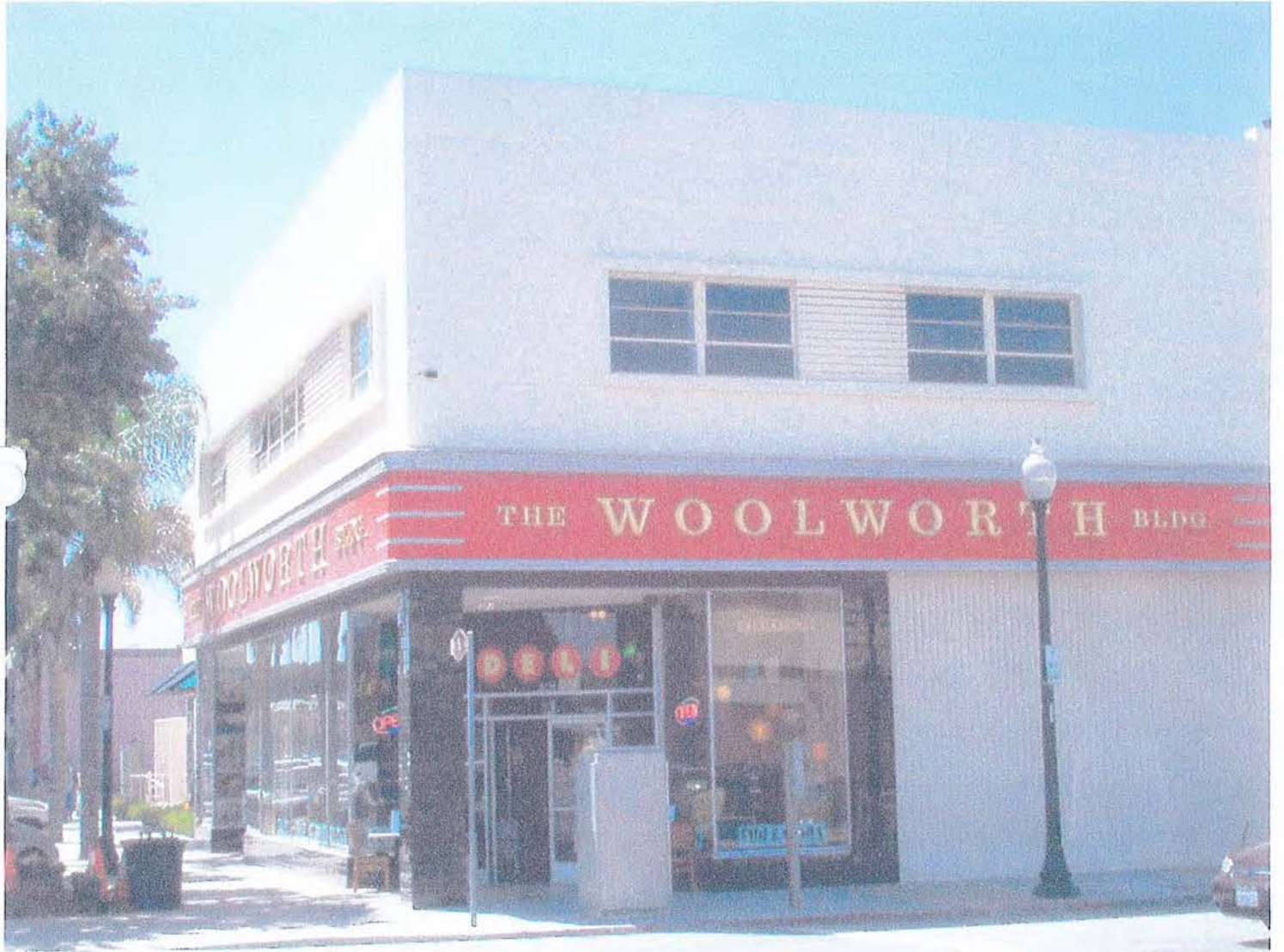
Fresh + Fabulous



Logo Decals : 4.6 % of each window

Fresh + Fabulous: Decal = 4.6% of windows
on either side of bakery entrance







BAKERY

THE WOOLWORTH BLDG

Fresh & Fabulous
CAFE • BAKERY

212

