

City of Oxnard Central Business District
Design Criteria
For
Over-The-Counter Downtown Design Review Permits



Adopted by
City Council Resolution No. 12,097
February 26, 2002

Introduction

Background: In January 2002, the City Council adopted Ordinance 2587 that amended the Central Business District Zoning Ordinance. Section 34-105.7(1) requires a Downtown Design Review Permit for all exterior changes to a building or property. Such changes include, but are not limited to, repainting or changing exterior finishes, installing new doors or windows, installing new roof material, constructing new structures or additions to existing structures, new walls or fences, lighting, landscaping, trash enclosures, installing new signs and changing existing signs.

Over-The-Counter Downtown Design Review Permits: Section 34-105.7(1)(e) allows the Planning and Environmental Services Manager to approve minor exterior changes that are consistent with the design criteria in this document that has been adopted by the City Council. The purpose of the over-the-counter downtown design review permit is to provide a shorter time period for permit review by deleting the required review by the Downtown Design Review Committee. Many Over-The-Counter downtown design review permits may be approved on the day that they are submitted to the city. Others may take a day or two to process, depending on the level of existing file information for the property and the necessity for a site visit by city staff.

Projects Eligible for Over-The-Counter Permits: The Planning and Environmental Services Manager may approve an application for the following minor exterior changes when they are found to be consistent with Municipal Code requirements, the “Early Oxnard” design theme and the design criteria outlined in this document:

1. Open-End Awnings/Canopies Made of Fabric.
2. Signs on Awning/Canopy Valances.
3. Signs Hanging Under Canopies or Awnings.
4. Window Signs.
5. Wall Signs with Individual Letters made of Wood or Metal.
6. Signs Consistent with an Approved Sign Program.
7. Decorative Lighting Mounted on a Building Façade.
8. Walls and Fencing.

An application for the projects listed above may not be submitted if they are part of a larger project proposed for the building or property.

Examples of design criteria for each of these categories are presented on the following pages.

Required Application Materials: Applications shall contain pertinent information as outlined in the Central Business District zoning ordinance Section 34-105 and Section 34-181 of the sign ordinance. The application requirements include:

1. Color rendering of the proposed project (sign, awning, wall, etc);
2. A full rendering or color photograph showing the project location on site or on a building, including heights above the sidewalk where appropriate;
3. The size and dimensions of the project and the materials to be utilized;
4. If project is a sign, a statement of whether the sign will be illuminated, and if so, whether illumination will be direct or indirect. A drawing of the lighting fixture shall also be provided;
5. If the project is a sign, dimensions of all other signs on the building;
6. Color and material samples for project; and
7. Drawings of electrical connections for any proposed sign.

Note, that a separate building permit may be required for the project.

Open-End Awnings/Canopies

The Planning and Environmental Services Manager may approve an over-the-counter downtown design review permit for proposed awning(s)/canopies that meet the following design criteria:

1. Awning/canopy shall be made of fabric that is flame retardant.
2. Awning/canopy shall be supported with metal brackets. Rigid horizontal awning supports shall be no less than 8-feet above the sidewalk. Decorative supports may be lower if they are angled down to attach to the building.
3. Fabric valances shall not hang lower than 7-feet 6-inches from the sidewalk.
4. The awning/canopy color shall compliment or coordinate with the building color. No fluorescent colors shall be allowed.
5. The awning/canopy shall be sized to match the opening that it is shading.
6. The awning/canopy shall not project more than 8-feet from the building façade.
7. Awnings may extend over public property no more than 8-feet, but no portion shall extend nearer than 2-feet to the face of the nearest curb line measured horizontally. A license agreement with the City is required for any projection over the public right-of-way.

Examples of Acceptable Open-End Awnings



Signs on Awning Valances

The Planning and Environmental Services Manager may approve an over-the-counter downtown design review permit for proposed signs on awning/canopy valances that meet the following design criteria:

1. The overall signage on the building including the awning valance sign shall meet the requirements of the City's Sign Ordinance for the CBD Zone.
2. The valance sign shall cover no more than 20 percent of the surface area of the awning on the ground floor level and 10 percent of the surface area of an awning located above the ground floor.
3. Lettering style shall be a script or "serif-type" font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document.)
4. Sign design shall be pedestrian-oriented and contribute to the "Early Oxnard" theme. The lettering, location, size, and color of signs shall be contemporary to the period in which the building or structure was built and shall complement the building façade.

Examples of Acceptable Signs on Awning Valances



Examples of Acceptable Signs on Awning Valances



Signs Hanging Under Canopies or Awnings

The Planning and Environmental Services Manager may approve an over-the-counter downtown design review permit for proposed signs hanging under awning/canopies that meet the following design criteria:

1. The overall signage on the building including the under awning sign shall meet the requirements of the City's Sign Ordinance for the CBD Zone.
2. Lettering style shall be a script or "serif-type" font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document.)
3. Sign design shall be pedestrian-oriented and contribute to the "Early Oxnard" theme. The lettering, location, size, and color of signs shall be contemporary to the period in which the building or structure was built and shall complement the building façade.
4. Awning pedestrian identification signs hanging perpendicular to the building and no more than 5 inches by 12 inches in size are not included in the total sign area allocation for the building.
5. Signs shall be made of wood or metal and are encouraged to be figurative in design.
6. No fluorescent colors shall be approved.
7. A decorative hanging bracket shall be used.

Examples of Acceptable Under Canopy Signs



Window Signs

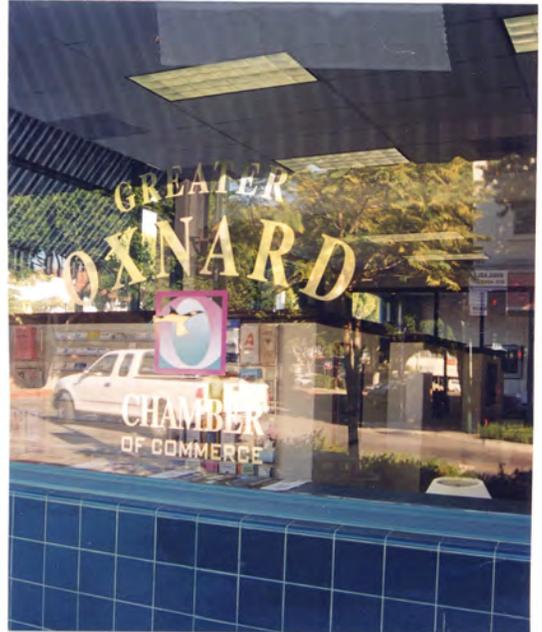
The Planning and Environmental Services Manager may approve an over-the-counter downtown design review permit for proposed window signs that are permanently painted or applied to the inside of windows when they meet the following design criteria:

1. The applicant demonstrates that the overall signage on the building including the window sign(s) meets the requirements of the City's Sign Ordinance for the CBD Zone.
2. A window sign may cover up to 20 percent of a window on the first floor of a building and up to 10% of the window on each floor above the first floor.
3. Neon signs within the size limitations listed in No. 2 above may be placed in windows but may not flash or blink. The use of neon shall be compatible with the building's character.
4. Window signs shall not include fluorescent paint colors.
5. Lettering style shall be a script or "serif-type" font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document.)
6. Sign design shall be pedestrian-oriented and contribute to the "Early Oxnard" theme. The lettering, location, size, and color of signs shall be contemporary to the period in which the building or structure was built and shall complement the building façade.

Examples of Acceptable Window Signs



Examples of Acceptable Window Signs



Wall Signs with Individual Letters

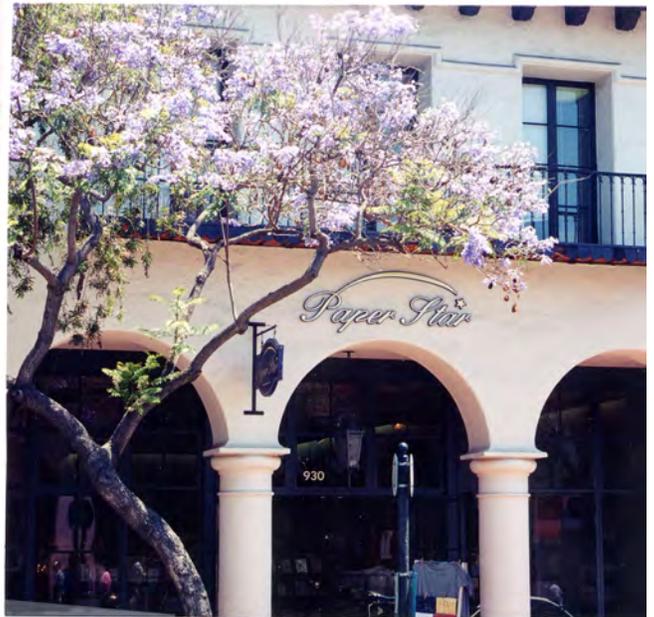
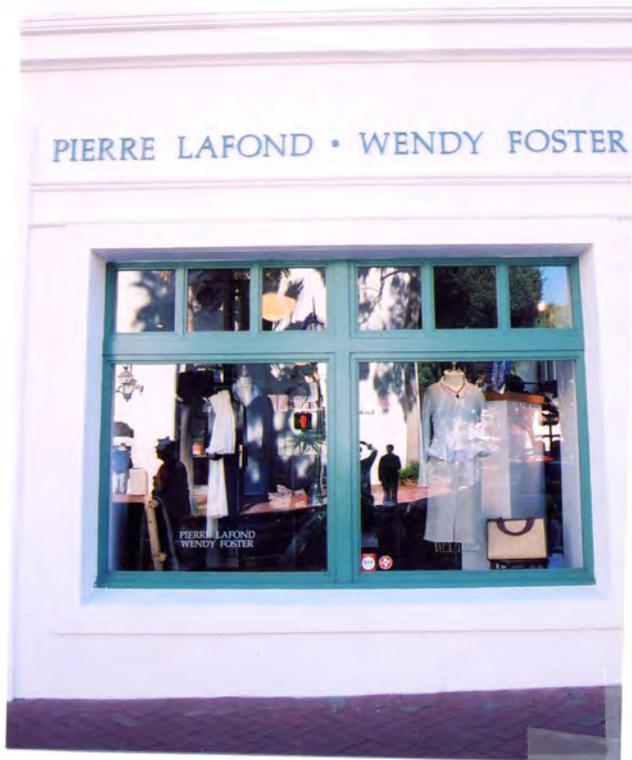
The Planning and Environmental Services Manager may approve an over-the-counter downtown design review permit for proposed wall signs that are composed of individual letters permanently applied to the building façade, when they meet the following design criteria:

1. The applicant demonstrates that the overall signage on the building including the wall sign(s) meets the requirements of the City's Sign Ordinance for the CBD Zone.
2. Sign design shall be pedestrian-oriented and contribute to the "Early Oxnard" theme. The lettering, location, size, and color of signs shall be contemporary to the period in which the building or structure was built and shall complement the building façade.
3. Wall signs shall not include fluorescent colors.
4. Lettering style shall be a script or "serif-type" font unless a logo or trademark is used. (Examples of acceptable fonts are provided at the end of this document.)
5. Wall signs shall be designed in a single sign band not to exceed two feet high by any length. No letter or logo shall be more than 2 feet in height.
6. Wall signs shall be individually mounted letters or logos made of wood or metal. An attached panel sign may not be approved with an over-the-counter permit.
7. Wall signs shall not block or cover any significant architectural features or details on the building.
8. Backlighting of individual letters or logos is permitted if it is consistent with the building's character.

Examples of Acceptable Wall Signs with Individual Letters



Examples of Acceptable Wall Signs with Individual Letters



Signs Consistent with a City-Approved Sign Program

The Planning and Environmental Services Manager may approve an over-the-counter downtown design review permit for proposed signs on a building that has a City-approved sign program when the sign meets the following design criteria:

1. The applicant demonstrates that the overall signage on the building including the proposed sign(s) meets the requirements of the City's Sign Ordinance for the CBD Zone.
2. The proposed sign is designed to be consistent with the colors, style, fonts, and size approved with the sign program for the building.

Example of Acceptable Sign Program



Examples of Acceptable Decorative Lighting
Mounted on Building Facades



Walls and Fencing

The Planning and Environmental Services Manager may approve an over-the-counter downtown design review permit for proposed walls and fences when they meet the following design criteria:

1. Wall and fence design shall contribute to the “Early Oxnard” theme.
2. The color of a proposed wall/fences shall complement the building façade.
3. Walls and fences shall be constructed of red brick, painted stucco/plaster or metal railing. Pilasters of brick or plaster/stucco that match or complement the building may be used with the metal railings.
4. Metal railings shall be black or gray in color.
5. Solid walls shall have a cap-type trim on the top surface.
6. Fence and wall heights are limited to those permitted by the City of Oxnard zoning code.

Examples of Acceptable Walls and Fencing



Examples of Acceptable Walls and Fencing



Examples of Acceptable Fonts for Sign Lettering

Central Business District - Times New Roman

Central Business District – Garamond

Central Business District – Book Antiqua

Central Business District – Cheltenham BT

Central Business District – Windsor Lt

Central Business District - Tribune

Central Business District - Kaufmann BT

Central Business District - Monotype Corsiva

Central Business District – StageCoach

Central Business District -
UniversityRoman BD