

City of Oxnard
 Planning
 Department
 (805) 385-7858

Overview

Section
 I

The Oxnard Downtown District Master Plan

History

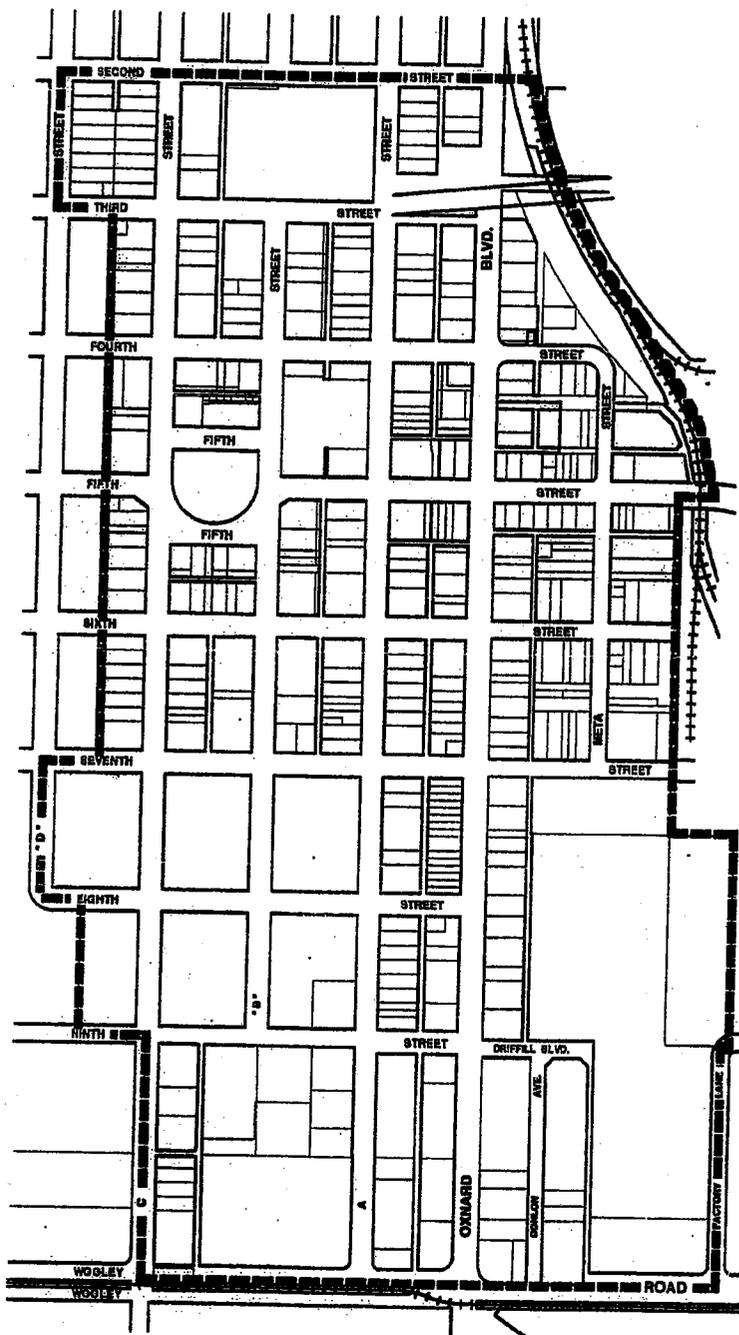
In 1996, the City of Oxnard approved the *Oxnard Downtown District Master Plan* to foster downtown revitalization. The District boundaries which are the same as the Central Business District zone, are shown at right.

Intent

The intent of the *Oxnard Downtown District Master Plan* is to "...create a District of great buildings and streets, scaled and oriented particularly to the pedestrian. All urban and architectural design within the District must contribute to the accommodation and delight of people outside their cars walking around, exploring, shopping and meeting their neighbors in a public place." To accomplish this, design review is required for building changes and new signs.

Envisioned Character

The *Master Plan* envisions retail buildings along specific street frontages to create an outdoor "room" of pedestrian interest and excitement. Retail store fronts are called for on both sides of Fifth Street in the Downtown and along Meta Street, Oxnard Blvd, as well as A, B and C Streets from Fourth to Sixth Street. City design review will ensure quality improvements.



Central Business District Zone and the Downtown District Boundaries

Implementing the Vision: Guidelines for Design

This series of design guides has been created to translate the vision and urban design standards contained in the *Oxnard Downtown District Master Plan* for application to remodels, additions and signs. The mini-guides provide for exterior building improvements that support the historical ambiance of the Downtown, that provide quality improvements and encourage

pedestrian-oriented design. Only architecture and design have been addressed in these mini-guides. New uses within an existing building and the placement of new buildings should be discussed with City Planning Staff.

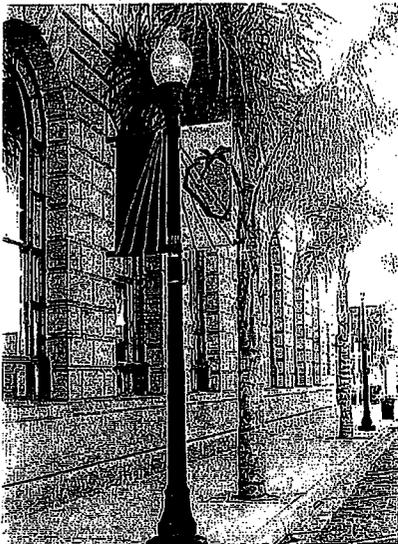
The City wishes to encourage Downtown property owners and business tenants to upgrade building

facades as a step toward revitalizing business in the Downtown. It is hoped that these design guides will provide clear guidance for quality facade renovations and business signage that is affordable and reflects Oxnard's motto:

"The City that Cares."



Examples of Friendly Downtown Places



Permit Process

Making Facade Changes & Minor Improvements

Facade renovations and minor exterior building improvements require permit approvals from the City of Oxnard. Changes including repainting, replastering, new awnings, window changes, exterior lighting changes or landscaping renovations will require City review as follows:

1. An application for a CBD Design Review Permit must be submitted to the Planning and Environmental Services Division.
 - Downtown Design Review Committee. This committee makes recommendations on the project's consistency with the design standards in the *Oxnard Downtown District Master Plan* and this document.
 - Environmental Services Manager is appealable to the Planning Commission.
2. The Planning Staff will schedule the project for review by the City's Development Advisory Committee. This committee makes recommendations on structural, safety, public works, building code and design issues.
3. The Planning Staff will schedule the project for review by the
 - 4. After receiving input from the committee review, the Planning and Environmental Services Manager will consider the project for approval, approval with modifications or denial. Any action of the Planning and
 - 5. Building, electrical or plumbing permits may be needed from the Development Services Dept
 - 6. Improvements such as awnings that extend over the public sidewalk may need a license agreement from the City.

Getting Your Sign Permit

All permanent signs to be constructed, painted, posted or printed must be issued a building permit.

Temporary signs such as "Grand Opening" banners or "Holiday Sales" are required to have a "Temporary Use Permit" issued by the City Planning and Environmental Services Division.

Prior to submitting an application for a permanent sign, it is recommended that you and your sign company or architect discuss the proposal with the Planning Staff, who will determine conformity with the Zoning and the Design Guidelines.

The approval process for a permanent sign includes the following steps:

1. Submit sign drawings to Planning Staff for design and code review.
2. The Planning Staff will schedule the project for review by the Downtown Design Review Committee. This committee makes recommendations on the project's consistency with the design standards in the Downtown District.
3. After receiving input from the committee review, the Planning and Environmental Services Manager will consider the project for approval, approval with modifications or denial. Any action of the Planning and Environmental Services Manager is appealable to the Planning Commission.
4. Building, electrical or other permits may be needed from the Development Services Department.

Adding to Existing Buildings

Adding new square footage to an existing building will require review and approval by the City of Oxnard:

1. The land use proposed for the building addition must be a permitted use in the CBD zone. If the use is a conditionally permitted use, a Special Use Permit must be approved by the City Planning Commission.
2. An application for a CBD Design Review Permit must be submitted to the Planning Division.
3. The Planning Staff will schedule the project for review by the City's Development Advisory Committee. This committee makes recommendations on structural, safety, public works, building code and design issues.
4. The Planning Staff will schedule the project for review by the Downtown Design Review Committee. This committee makes recommendations on the project's consistency with the design standards in the *Oxnard Downtown District Master Plan* and these mini-guides.
5. After receiving input from the committee review, the Planning and Environmental Services Manager will consider the project for approval, approval with modifications or denial. Any action of the Planning and Environmental Services Manager is appealable to the Planning Commission.
6. Building, electrical or plumbing permits may be needed from the Development Services Dept.



A few words about... Enforcement

The City requires a permit for changes to building facades, additions to buildings and for new or temporary signs. For enforcement, the City has adopted civil fines for violations. The types of violations that are covered by Chapter 21 of the City Code include the following:

- Building Code violations such as structural building changes done without permits.
- Code violations such as installing a sign without a permit and making building facade changes without a permit.
- Violating conditions of approval that have been attached to a permit issued by the City.

If a violation occurs, a request for compliance will be made. An enforcement officer may issue a civil citation, if necessary, to insure compliance with the City Code. The person receiving the civil citation shall be liable for and shall pay to the City the fine imposed in the civil citation. A fine can be imposed for every day that the violation continues.

When a person is issued a civil citation for a Building Code violation, the enforcement officer shall provide

a 30-day correction period to allow time to correct the violation. An extension may be requested to correct a Building Code violation.

If a Building Code violation has not been corrected by the end of the correction period, an enforcement officer may issue a second civil citation. The person receiving the second civil citation shall be liable for and shall pay to the City the fine imposed in the civil citation. A fine can be imposed for every day that the violation continues.

Enforcement will improve the Downtown for all businesses.

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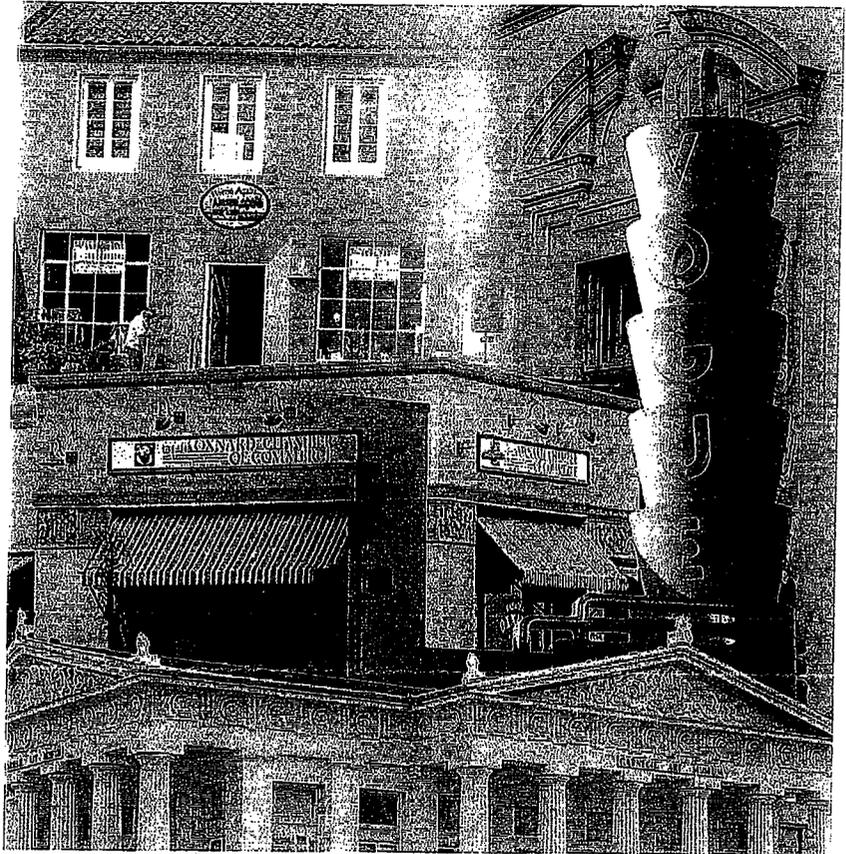
Architectural Styles

Section
 III

The Architectural Character of the Downtown District

A rich built environment is encouraged in the Downtown District. No specific architectural style is mandated. Rather, downtown buildings should be "great buildings" that are generally formal in style while relating to the pedestrian at the sidewalk level. A variety of building shapes, sizes and styles is allowed to encourage diversity, however, there are design similarities in the manner by which buildings should address the street, the floor-to-floor height and the rhythm established in the pattern of openings from store fronts, doors, and windows.

Enhancement plans for new buildings should correlate to and draw from existing neighborhood buildings with strong appropriate character.



The Variety of Styles in Downtown Provides a Rich Cultural and Historical Character

Appropriate Architectural Styles for the Downtown

Facade renovations and additions to existing buildings should be done with consideration for adjacent and/or nearby buildings and how new work will relate to remaining materials and structure. This is especially true for adjacent buildings having historical significance or finely crafted architectural elements.

Appropriate architectural styles that

are currently found in the Downtown District are shown on the following page. Renovations to existing buildings exhibiting these styles should be authentic and appropriate to the style or demonstrate a thoughtful architectural response in contemporary terms. Renovations of existing buildings that lack a classic style are encouraged to consider modifications that reflect

one of the styles shown on the following page.

The main intent is achieving overall quality and attention to detail. You are encouraged to contact a design professional to assist in accomplishing your goals and the intent of these guidelines.

continued on Page 2

Early Twentieth Century Commercial

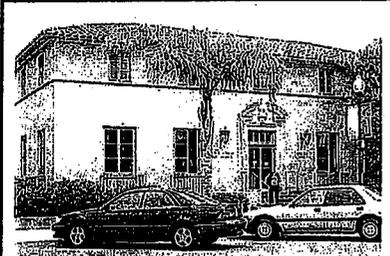
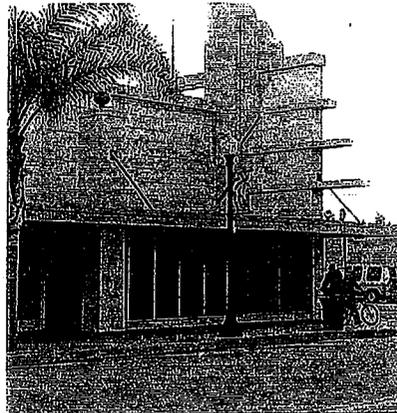
This style should be emphasized in the Downtown District. This architecture started in the late 1800's and grew into the twentieth century in many of the nation's urban centers. This style is marked by emphasis on street façade, pedestrian-friendly elements such as storefronts, recessed entries,

canopies and awnings. Materials include brick, steel, stone, and wood. Quite a few examples of this style are found in the Downtown District including the old Woolworths building on A Street and the row of shop on Fifth street just north of Oxnard Boulevard.



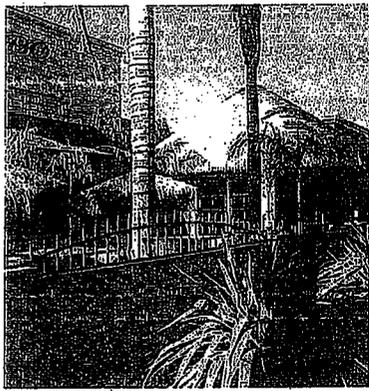
Eclectic

These buildings "bend the rules" in order to affect an architectural statement that is unique and often whimsical. These buildings be a welcome visual change in an urban setting. Design success is dependent upon the degree to which it is carefully executed.



Spanish Revival

This style is marked by use of exterior stucco or plaster, red clay tile roof, an informal use of classical elements (arches, columns). An excellent example of Spanish revival style i.e. found in Oxnard Post Office on A Street at Fourth Street.



Moderne

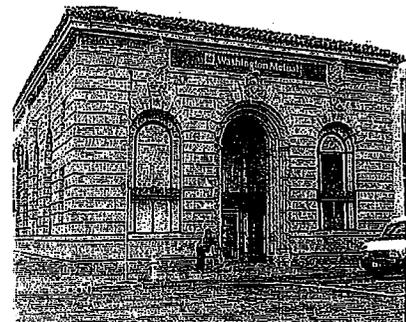
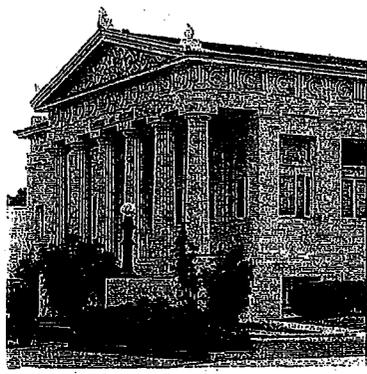
This is a streamline, clean style popular in the forties and fifties. It uses sleek lines with minimal ornamentation. Materials include stucco and metals such as stainless steel. Two examples of the moderne style are found in the marquees of the Vogue Theater on B Street and the Billiard Hall at Seventh and A Street.

Early Renaissance Revival

This style is accentuated by heavy massing and may have some decorative classical elements. The bank building on the northeast corner of A Street and Fifth Street is of this style.

Classical Revival

Buildings in this style are generally symmetrical, utilize simple massing forms and rely on careful proportions and decorative elements such as columns, arches, and friezes. The Carnegie Art Museum building on C Street is an example of Classical Revival.



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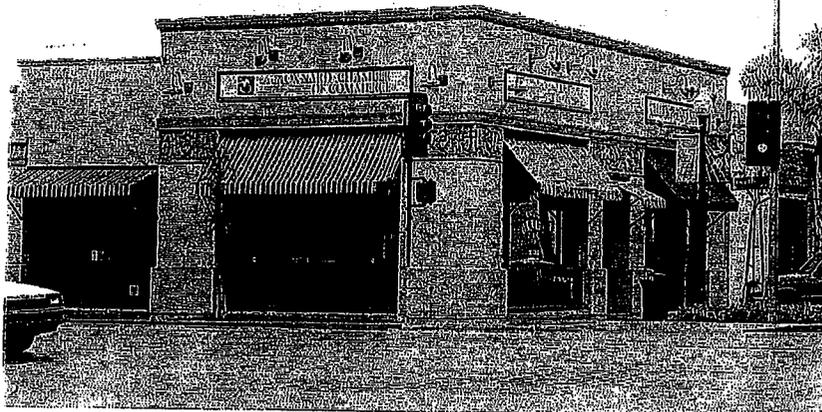
Renovations

Section
 IV

Components of Quality Renovations

Renovating building facades should provide pedestrian-oriented opportunities and provide quality architectural style with quality materials. Typical renovations address the following:

- Simplify the front elevation.
- Reduce the number of exterior materials.
- Modify a complex roof line.
- Remove contemporary or extraneous elements.
- Add display windows.
- Create an appealing entrance.
- Provide pedestrian-oriented signs.



Successful Renovations Enhance the Street and Attract Shoppers

Remodels and Additions

Remodeling and additions should be done with care to assure compatibility between the old and new. In general, any addition to an existing building should reflect one of two basic approaches, unless the entire building character is being reinvented by the project:

1. Replication of Existing Character: The design incorporates the proportions, details and features

of the existing building or adjacent buildings in a manner very similar or identical to the original construction;

2. Interpretation of Existing Character: The new design responds to the existing building "sympathetically." For example, using like proportions in combination with stylized or simplified details inspired by the original.



Key Elements of Good Design

Corner Conditions

A corner provides a unique opportunity to announce a building's presence and establish a memorable point of reference for the pedestrian. Building corners may be configured in different ways including a tower element, a projecting turret or a recessed entrance.

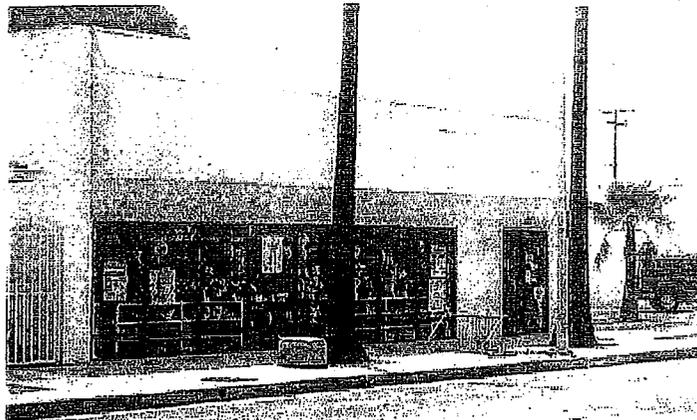
Balconies

Balconies add 'life' to the street. They should be substantial in design and use details found elsewhere in the facade. Balconies should not cantilever more than 3 feet from the building facade, except adjacent to Plaza Park, where balconies can cantilever 6 to 8 feet.

Upper Stories

Upper story design should correspond to lower level and street level facade design through alignment of openings, similar window patterns, etc. Similar materials and ornamentation should give visual unity to the whole facade. Horizontal elements from adjacent

continued on Page 2



Existing



Minimal Renovation



More Extensive Renovation

This example shows how alterations made to a building from the 1970's can be undone. The oversized wood fascia is removed and replaced with simple architectural details, such as cornice (at the top) and cast-stone base (at the bottom) along the sidewalk. Awnings are used to punctuate and decorate the storefront openings, and add a friendly character to the building. New signage is placed to balance the facade composition and to subtly emphasize the shop's entrance.

Key Elements

continued from Page 1

buildings, such as mouldings or cornices can be used as design cues. Visible roof elements should be designed consistent with the general building character. Materials and colors should complement the style of the architecture. A second story balcony is required on buildings facing Plaza Park.

Roofs

Visible roof elements should be designed consistent with the general building character. Materials and colors should complement the style of the architecture. All roof mounted mechanical equipment shall be screened from view of abutting roadways and ground level residential areas.

Mansard type roofs should be avoided, unless specifically related to the architectural style of the building (as in the "Victorian" style). Also, plain and unadorned stucco eave soffit should be avoided. Flat roofs should be detailed and of a material to provide a clean, uniform appearance from public areas and windows of adjacent buildings and should also be designed to screen rooftop equipment. Roofs without overhang shall be finished with a profiled cornice.

Acceptable roof materials include: clay, ceramic or concrete tile, as well as slate. It should be a commercial grade, of a color and style complimentary to the building design.

Building Sides and Rears

Where entries at the side and rear of a building are intended to serve the general public, they should receive design treatment similar to the front facade. Where such entries are intended only as service or emergency access points, they should be designed consistent with service entries described below, except that any entry which faces onto a public street or right-of-way should be enhanced, though to a lesser extent than a main entry.

The service entry should be designed to complement the surrounding building facade and provide simple detailing, trim and finish consistent with the character of the building, such that it should not draw particular attention to itself, but should remain attractive and easy to identify. Where trash and/or storage areas are provided in conjunction with service entries, such areas should be completely enclosed and screened from public view by the use of walls, doors and gates designed in a manner and with materials consistent with the architecture of the buildings.

Walls and Fences

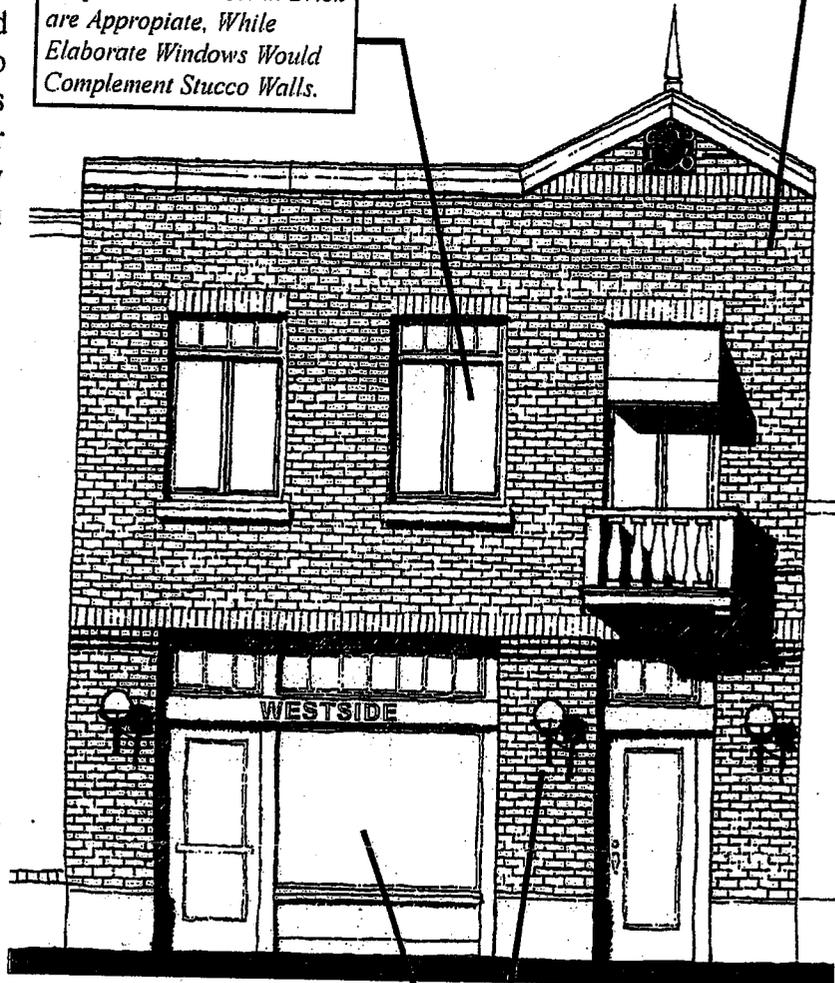
Walls and fences shall be finished in textures and/or colors to match or compliment architectural features of the primary structure. Landscaping shall abut any exterior building wall where there is no opening for loading or building entry.

Seismic Retrofitting

Where structural improvements for seismic retrofitting are to affect the

Simple Windows Set in Brick are Appropriate, While Elaborate Windows Would Complement Stucco Walls.

Detailed Materials and Textures Provide Richness.



Storefronts Opening Directly to the Sidewalk Enliven the Street Scene and are a Hallmark of Successful Downtowns.

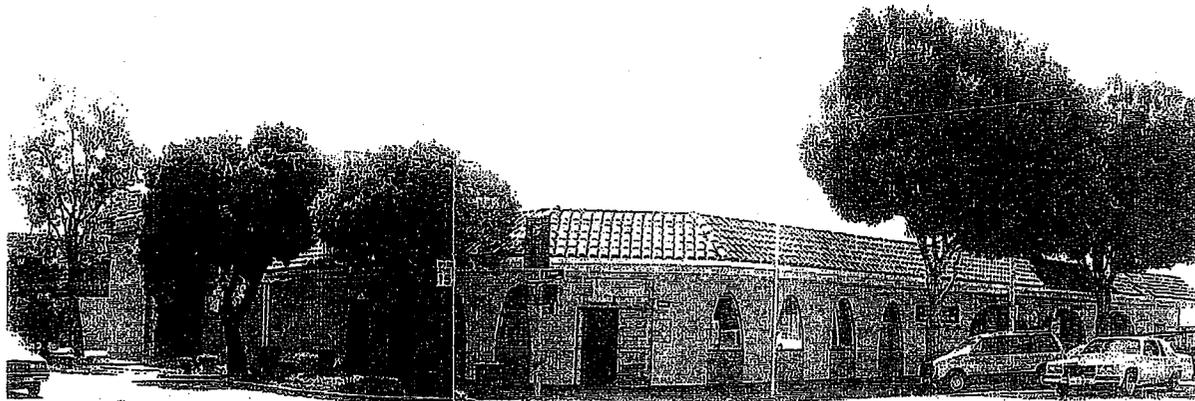
Carefully Placed Details such as Balconies, Awnings and Lighting Provide Visual Interest.

building exterior, such improvements should be done with care and consideration for the impact on the appearance of the building. Where possible, such work should be concealed; where not possible or practical, the improvements should be planned to carefully integrate into the existing building design. Seismic tie straps, to secure floor and roof framing to the adjacent walls, are

one of the most common improvements made today. However, the straps are often installed with no guidance about the careful placement of the ties. Often the tie holes are drilled without alignment or through key features or details, resulting in a haphazard and destructive placement which can permanently scar the building.

Examples of Potential Renovation Concepts:

Adding a Second Story and Changing the Facade



Before



After

Facade Renovation Involving Multiple Storefronts



Before



After

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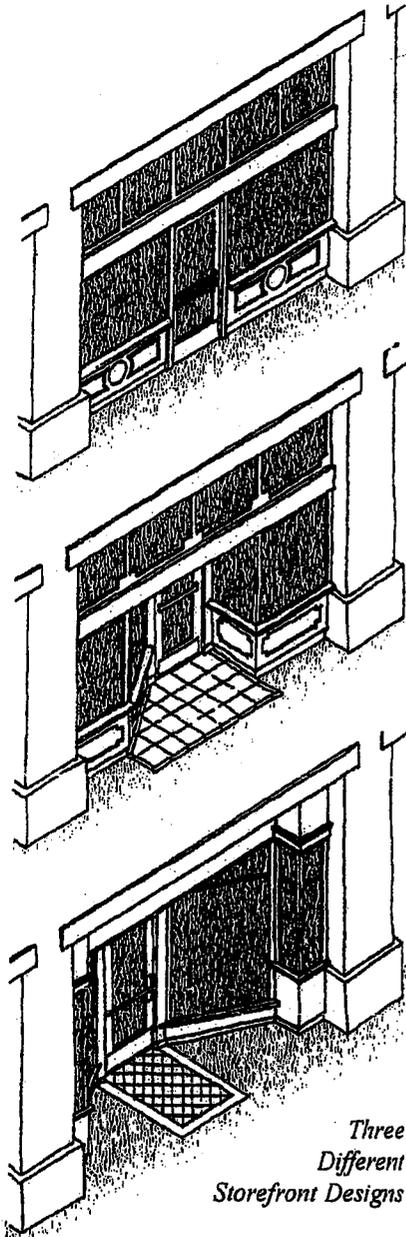
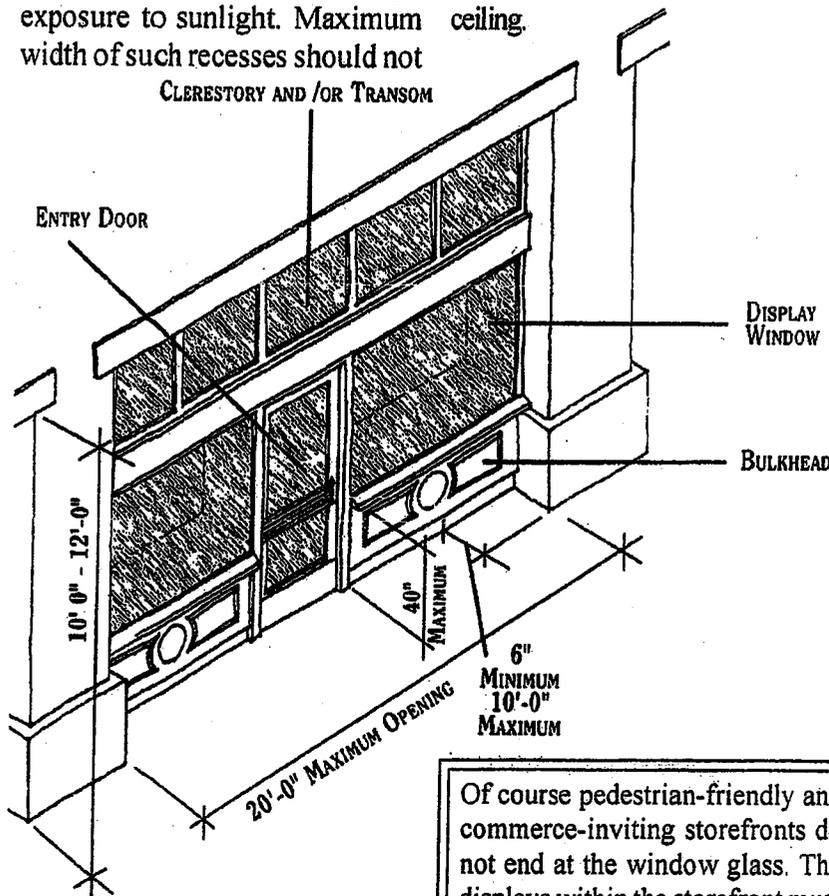
Storefront Design

Section
 V

Recessed Storefront Area

The common feature in traditionally designed storefronts is the recessed display and entry area. This recess serves several valuable purposes: it provides weather protection at the entry; it expands the linear feet of window display that a shop may present to passersby; and, along with awnings, it helps protect displayed merchandise from costly damage by direct and prolonged exposure to sunlight. Maximum width of such recesses should not

exceed sixty (60) percent of the storefront opening and maximum depth of such recesses should not exceed ten (10) feet. Where the entry is recessed, a decorative paving material, such as tile, marble or slate, may be used adjoining at the sidewalk edge. To punctuate an entry, decorative lighting may be incorporated, either wall-mounted or suspended from an ornamental ceiling.



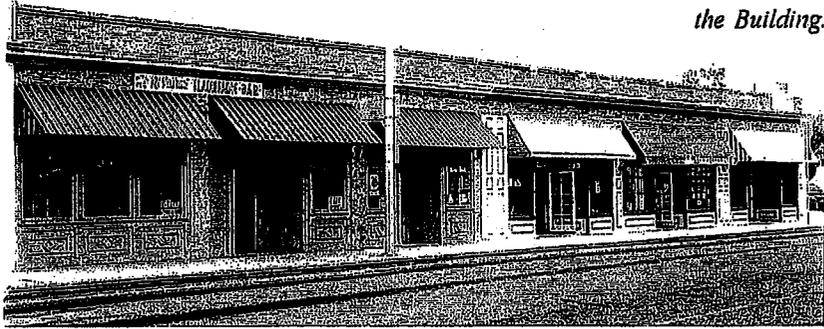
Three
 Different
 Storefront Designs

Of course pedestrian-friendly and commerce-inviting storefronts do not end at the window glass. The displays within the storefront must entice both the casual and the purposed shopper. Rotating displays regularly, and dusting and cleaning often signal to potential customers that the retailer has a vital shop eager for business. Display racks and product storage should not back up to a storefront window.

Elements of a Good Storefront

Pedestrian Scale Storefronts are the Most Important Element of the Building.

Windows should be generous and highly transparent. Each storefront must have transparent glazed glass areas, no less than 70% of the first story facade, between 2 and 8 feet from the ground. At second floor levels and above, no more than 30%, depending upon building style and other architectural criteria. Multi-pane windows may be used, but are not encouraged for the majority of display windows serving retail shop space. Dark tinted windows or windows of reflective "mirrored" glass will not be approved, as they hinder pedestrian "window shopping." For sun control, windows should be recessed and/or provided with an awning. Bay windows shall be habitable spaces to the floor or shall be supported by brackets. Office uses (e.g. professional, medical, data



processing, veterinarians) that are located on A Street between Third Street and Sixth Street shall have transparent street level windows unobstructed by window coverings.

Transom windows above the display windows are recommended for street-level shop space and should be an integral part of the building's storefront system. Transoms may be of transparent glass or translucent glass types that will admit light while reducing heat gain and glare.

Main entries to the street level shops should be emphasized in one or more of the following ways:

- Flanked by columns, decorative fixtures or other details;
- Recessed within a larger arched or cased decorative opening;
- Covered by means of a portico (formal porch) projecting from or set into the building face;
- Punctuated by means of a change in roof line, a tower, or a break in the surface of the subject wall.



Individuality Provides Variety that Enhances the Shopping Experience.

Building walls without openings are strongly discouraged at the street front. Where a building abuts a side property line at the interior of a block, and where that building's side wall is likely to remain visible for an extended period of time, the wall should reflect a design treatment consistent with the building's established street-front design. Corner buildings are considered to have two "street-front" facades. Thus windows on the side are strongly encouraged to be interesting and inviting.

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Design Details

Section
 VI

Building Materials: First Impressions are Important

Building exteriors should incorporate two aspects - color and texture. If the building's exterior design is complicated with many "ins and outs," columns, and design features, the wall texture should be simple and subdued. However, if the building

design is simple, a finely textured material, such as patterned masonry, can greatly enrich the building's overall character. Different wall materials shall be combined only vertically - lighter weight materials above those more substantial. The

materials described here are considered appropriate for buildings within the Downtown District. However, the number of different wall materials used on any one building should be kept to a minimum, ideally three or less.

Brick Masonry

Brick surfaces may be patterned by combining different colors and coursework. Traditional brickwork incorporates a wide array of detail applications expressive of structural and functional building components, such as beams, headers, arches, sills, bases, trim, etc. In new

construction, brick will almost always be used as a veneer or finish material over a frame of wood or steel, or as a facing for concrete masonry. Care should be taken to properly detail the veneer application in an authentic manner consistent with traditional masonry design.

Edges and openings, such as windows, should receive special care to assure that the masonry appears solid and substantial. Exposed mortar joints shall be struck and no wider than 3/8 inches. Brick arches shall be no less than 12 inches in depth. Seismic safety must be addressed for older masonry buildings.



Stucco or Exterior Plaster

Stucco is a very versatile material. With proper detailing, a stucco building can achieve elegance. The stucco building should convey a sense of mass and sturdiness. Stucco shall be smooth sand finish. Stucco arches shall be no less than 12 inches in depth.



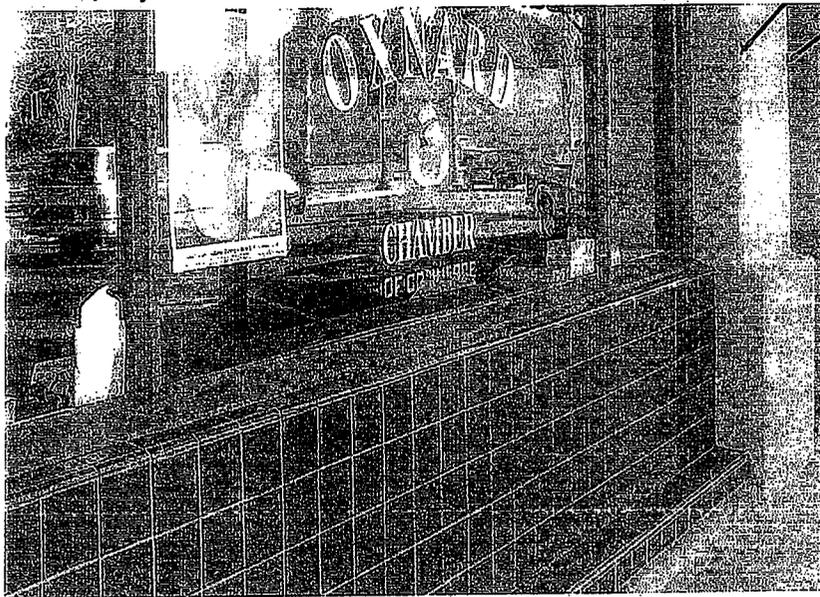
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Building Materials *(continued from Page 1)*

Terra Cotta and Glazed Tile

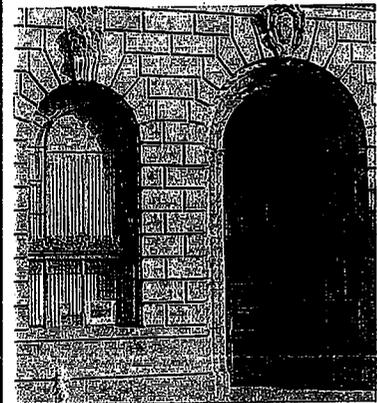
Tile was a common finish material for urban buildings in the early part of this century and has staged a recent "comeback" owing to its lasting beauty, timeless appearance and quality. Other glazed ceramic materials, such as glazed tile, block or brick, may also be considered for

use as an exterior wall finish. These types of materials have a hard, stain-resistant surface which makes an excellent base material. Only glazed materials graded for commercial use should be considered for use as an exterior finish material.



Stone Masonry and Veneer

Stone masonry, especially cut stone, provides a very heavy and somewhat formal appearance. Stone also works well in combination with brick, providing a base with visual mass to "support" walls of brick masonry. Stone may be used as an inset detail on brick facades for sills, headers or other accent features, such as keystones or wall caps.



The Wonderful World of Colors

Exterior colors play an important role in the way we perceive a building and its details. Color can be used to draw attention to specific parts of a building, such as entries. Color can also be used to mask or diminish the visual importance of a particular feature, for instance a service area, simply by altering colors, or the contrast between surfaces and details, in a certain area.

Main Building and Accent Colors: Generally, main building colors should be muted, while trim

and detail colors should provide a contrasting accent. Exceptions may be made where justified by specific design intent, particularly if drawing on the area's rich cultural diversity or artistic background. Colors should also represent the architectural character of the building. Several paint manufacturers provide historic color palettes as a reference for period color design. Bright or intense colors should be used sparingly, and should be reserved for more refined or delicate detailing, such as grillework,

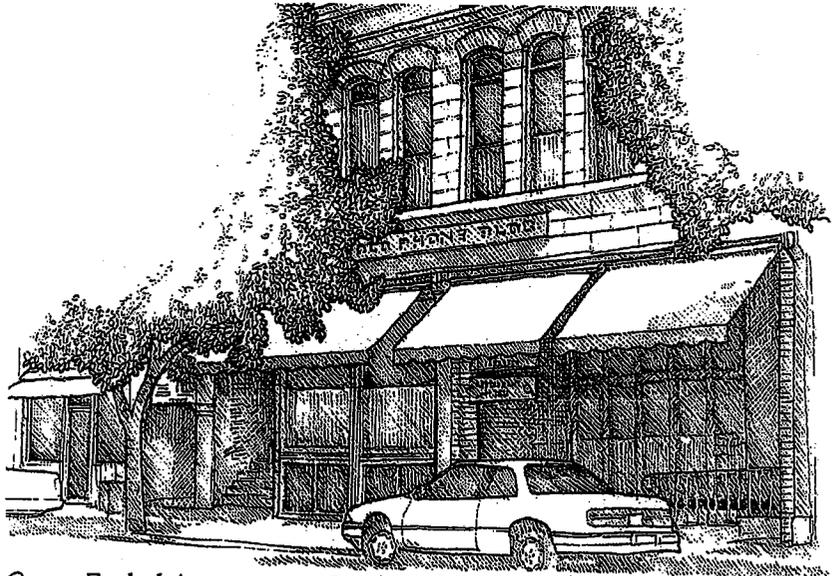
as well as awnings and signs. Avoid trendy or garish colors that may be incompatible with the consistency of the architectural character of the area. Neutral or light colored walls should be contrasted with a darker more intense trim color, while dark colored walls should be contrasted with light colored accents and details.

Natural Materials as Accents: Materials such as brick, stone, copper, etc. should be used where practical and left in their natural colors.

Awnings

Awnings provide the opportunity for color and visual relief on building facades. However, because of their essentially temporary nature, awnings should not be the dominant design feature. All awnings shall have open ends (not boxed in) and may not be a quarter sphere or quarter cylinder configuration. The City Code allows awnings to extend over public property a maximum of 4 feet but no portion shall extend nearer than 2 feet to the curb face. Also, all portions of an awning shall have a minimum of 8 feet clearance above the sidewalk. Design guidelines for awnings include the following:

- Awnings should be intermittent, limited to the width of the protected opening
- Awnings serve a very functional purpose by protecting shop windows from intense direct sunlight. The most functional awnings are "retractable," having a frame and support structure with the ability to be adjusted up or down depending upon lighting conditions.
- Awnings should be of a durable, commercial grade fabric, canvas or similar material having a matte finish. Awning frames and supports should be of painted or coated metal or other noncorroding material.
- Brackets and supports should be decorative, preferably of wrought iron, and designed to



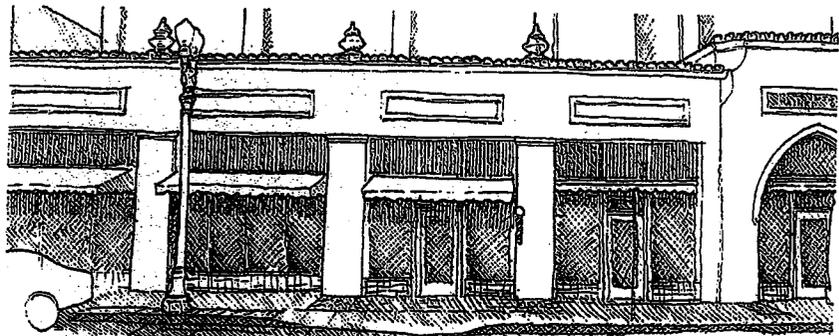
Open-Ended Awnings are Preferred as they Appear Less Massive

visually compliment the architecture.

- Glossy or shiny plastic or similar awning material is not recommended.
- Open ended awnings are recommended as they provide a more inviting appearance.
- Awnings meant to be "traditional" looking should not be made with metallic or other hard material that imitates canvas. However, such material may be acceptable in a more modern setting.



Retractable Awnings Adjust to Allow More or Less Light.



Awning Should be Limited to the Width of the Window

Lighting

Lighting should be considered an integral part of building design. Proper lighting design will have a positive effect on the building and its users, as well as help to promote a safe and enjoyable nighttime pedestrian environment. All on-site lighting systems shall use theme-coordinated architectural standards and devices that provide up-lighting or down-lighting. Ornamental lighting plays an important role in bringing visual life to streets at night. Colors, finishes and design of ornamental lighting should be compatible with the design characteristics of the architecture.

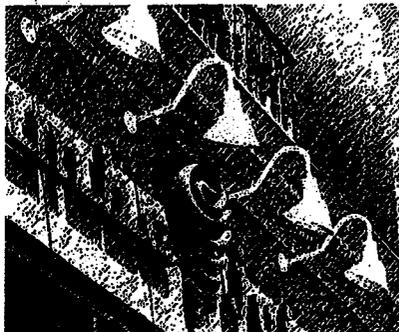
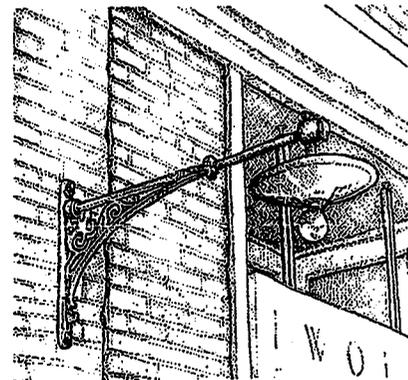
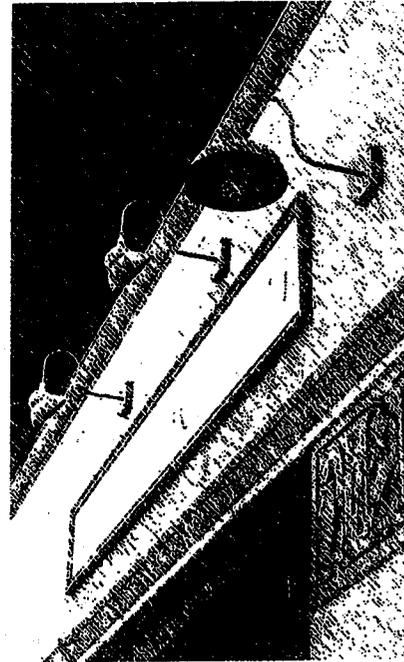
For certain prominent architectural features, hidden source lighting can be used to create dramatic effects, illuminating towers or other unique architectural characteristics. Such lighting can be concealed in soffits, behind ledges or parapets, or even set into landscape areas with the light directed at the desired element to be highlighted.

It is recommended that a lighting design professional be consulted as an integral part of the design process for determining types and intensities of lighting to be used. In addition, the following "rules of thumb" should apply:

- Use the minimum brightness necessary for illumination of large areas.
- Use brighter, more intense lighting to highlight architectural features

and focal points.

- Where lighting is mounted to a building, its materials, finishes and colors should complement and coordinate with those of the building. Recommended lighting glass and globes include clear acrylic or polycarbonate with fresnel patterns, borosilicate glass, translucent clear-frosted or white acrylic or polycarbonate globes.
- Glass and globes which will not be approved include clear or tinted smooth finish acrylic or polycarbonate globes as well as any dark-tinted or mirrored glass diffusers.
- Required lamp types include color corrected high pressure sodium, color corrected metal halide, and color corrected standard fluorescent.
- Lamps which will not be approved include standard "peach" high pressure sodium, low pressure sodium, standard mercury vapor, and non-color-corrected, standard fluorescent.



Signs

Good Signs are Good Business

Signage communicates more than just the name of a business. A well designed sign plays an important economic role while contributing significantly to the aesthetics of the area. In general, quality signs are characterized by some or all of the following design components:

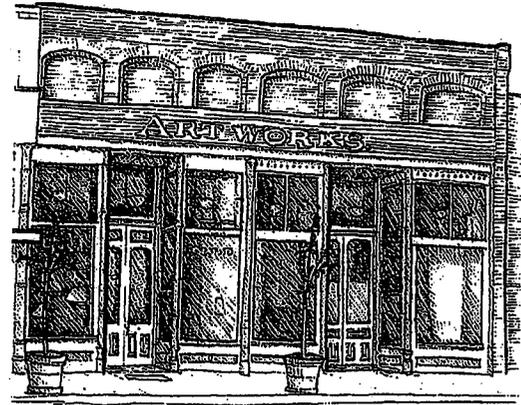
- A limited number of colors.
- The use of traditional lettering styles (fonts)
- Shadowed letters and/ or three dimensional (raised) letters.
- Raised or three dimensional borders for a flat wall or hanging sign.
- Only the business name, and possibly some general product or service text.

Sign Colors

Sign colors should relate to the building to which the sign will be attached. In most cases, the signage color scheme should draw from the building's color scheme in most cases. Use of building accent colors in the signs generally provides a coordinated look for the building. Fluorescent colors or paints are not allowed on any sign, either temporary or permanent.

Sign colors and materials should be selected to contribute to "readability." Avoid too many different colors on a sign. The colors will compete with the content for the viewers' attention. It is recommended that signs contain no more than two or three colors.

Quality signs at the pedestrian level can add significantly to the pedestrian experience. Signs should be considered as "calling cards," expressive of the spirit and enthusiasm of the business within, and should be positioned in close proximity to the business entry wherever possible.



Simple, Well-designed Signage is often Visually the Most Striking.



Sign Illumination

Lighting should be an integral part of sign design with the following considerations:

- Where signs are externally illuminated and light fixtures are visible, they must be compatible in character with both the sign and the building design.
- Outside lighting must be directional, and must be positioned such that no glare or hazard is created for onlookers.
- External signs on A Street may include neon elements up to 9 s.f.

Recommended Sign Materials

A variety of materials are recommended to provide high quality signage within the Downtown District as listed below:

- Wood that is carved, sand-blasted, etched and sealed.
- Metal that is formed, etched, cast, engraved and painted or sealed.
- The valance on canvas awnings.
- High density preformed foam or similar material if properly designed and painted or otherwise finished to complement the architecture.

Build These! Allowed and Encouraged Sign Types

Commercial buildings may have a sign program that is composed of signs from the following list of sign types. Mixed use buildings are limited to hanging signs that are attached perpendicular to the facade. Exterior signs require City approval and permits.

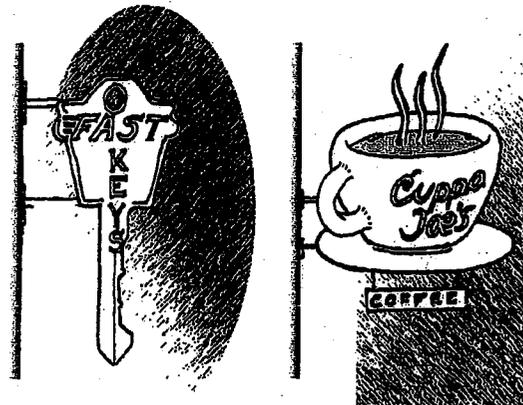
Canopy/Awning Signs: The amount of signage on an awning can be no more than 20% of the front of the awning for first floor awnings and up to 10% for upper floors. Signage should be located on the valance only. The lettering, illumination and color of awning signs shall be consistent with the building's architecture or time period or shall compliment the facade improvements.

Wall Signs: These signs may be mounted on a building wall in a single

sign band on the facade, not to exceed 2 feet in height by any length. Wall-mounted signs are attached panel or individually mounted letters. These signs are attached to or painted directly onto the facade. Wall signs shall not be translucent, but should be opaque and front-lit. Storefront buildings on "A" Street may have signs with neon elements not to exceed 9 s.f. In general, the City will not allow the use of flat plywood signs and the use of can or cabinet signs with plastic faces. The use of individual channel letters is preferred if it is appropriate to the building style

Window Signs: Signs that are permanently painted or applied to the inside of windows, limited to 20% of the window area on the first floor and 10% on the upper floors. Neon signs may be placed inside windows, but shall not flash or blink.

Hanging Pedestrian Signs: These signs are attached perpendicularly to a facade or hanging under a canopy/awning or roof projection are allowed to extend up to 4 feet from the facade and be up to 2 feet in height. They are referred to as "bracket," "blade," "under canopy" or "marquee" signs.



Figurative Signs are not only Effective for the Pedestrian, but for Passing Motorists as well.

Figurative signs that convey by their profile or graphics the nature of the business are encouraged. Storefronts on "A" Street may have signs with neon elements not to exceed 9 square feet.

Ground Signs: Where a building is setback from the sidewalk by 15 feet or more, placed on a foundation or ornamental wall may be allowed provided it is no more than 42 inches high.

Murals: Painted art may be placed on blank building walls provided no lettering is included.

Holiday Signs: Temporary signs may be painted on the inside of storefront windows, covering up to 20% of the of the window for up to 30 consecutive days.

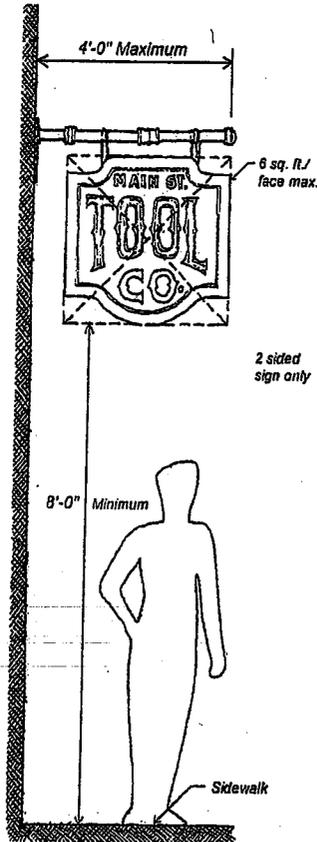
Permit Requirements: All permanent signs require review of drawings by the Planning Division and Downtown Design Committee, plus a building permit. Temporary signs require a "Temporary Use Permit" from the Planning Division.



A Variety of Signs Provide Pedestrians with Visual Interest as well as Information.

Overall Sign Allowance

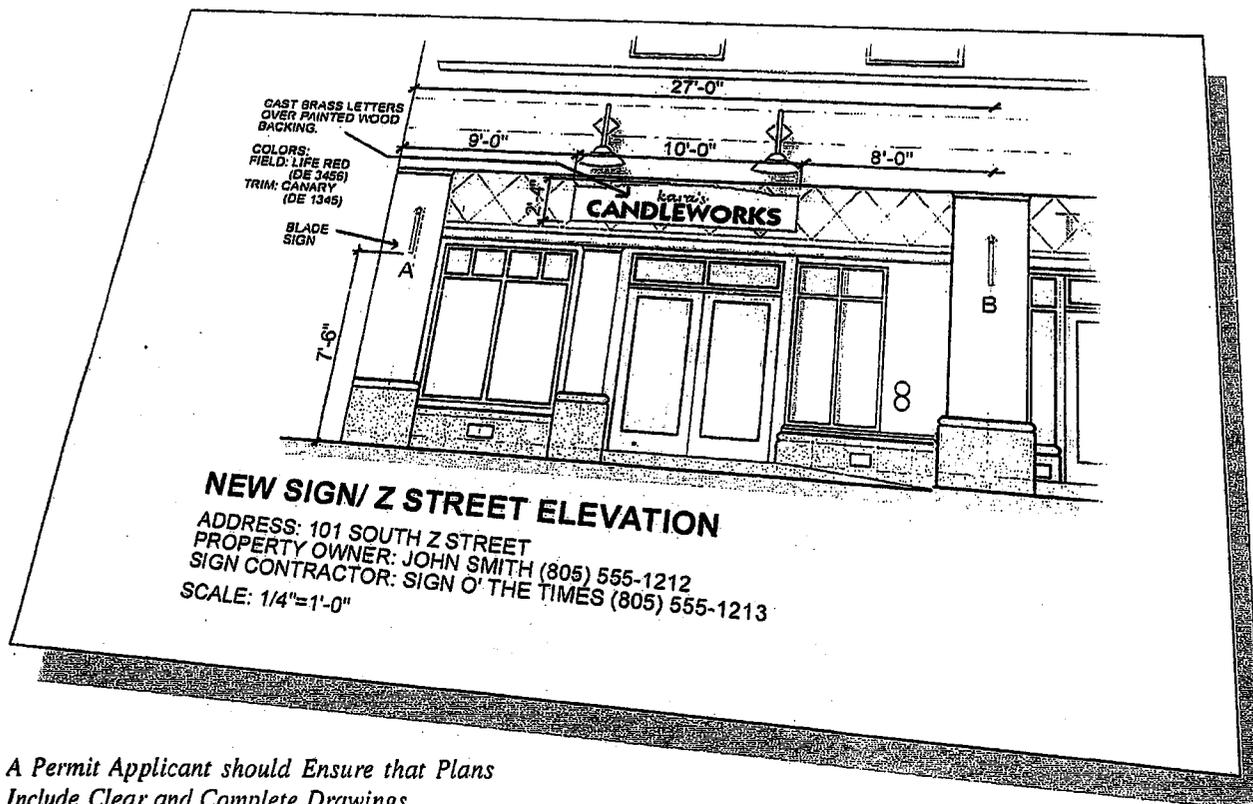
The total sign allowance for commercial buildings in the CBD may not exceed 2 square feet for each lineal foot of building on the principal street or one square foot for each lineal foot of lot frontage, which ever is larger (not to exceed a total of 1,200 s.f.). Secondary building frontages with entrances that face a public street, mall or arcade are allowed ° square foot of sign area per lineal foot of building secondary frontage to be used on the secondary frontage. The signage on any one side of a building shall not exceed 300 s.f.



Check List

The City of Oxnard has materials that can be useful in preparing your submittal for approval by the planning department. At the least, an elevation drawing should be prepared showing the following:

1. Address where work is to be completed.
2. Name and telephone number of property owner and sign contractor.
3. Location of sign on building.
4. Sign dimensions.
5. Sign materials (wood, metal, paint)
6. Sign colors.
7. Construction details.
8. Electrical Connections.



A Permit Applicant should Ensure that Plans Include Clear and Complete Drawings.

Prohibited Signs

The following types of signs are prohibited in the Downtown District/ Central Business District.

Flashing/Moving Signs: No sign shall move, change color or intensity, scintillate or flash.

Banners, Pennants, Flags and Balloons: These objects are not permitted except when approved by a Temporary Use Permit for a period not to exceed one month for the purpose of a grand opening or special event.

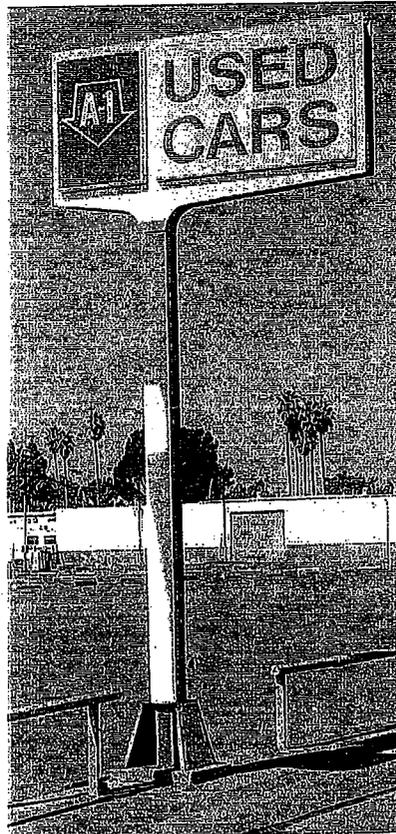
Cloth and Paper Signs: These types of temporary signs are not permitted on the exterior of any building unless placed within glassed showcase or permanent framed area designed for that purpose.

Portable or Movable Signs: Signs that are not permanently affixed and are movable or capable of being moved from place to place, are not allowed, except as may be approved under the CBD Portable Sign Pilot Program.

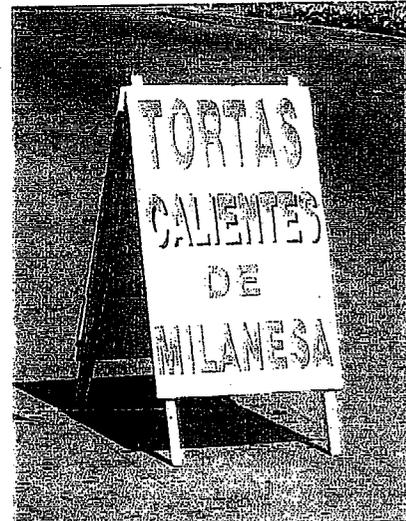
Roof Signs: Any sign attached within or above the roof area is prohibited.

Translucent Signs: Internally illuminated signs are prohibited except neon signs located on the inside of a store front window and as allowed on "A" Street.

Freestanding Signs: A sign permanently supported by one or more uprights or poles that are set in the ground, and not attached to a building, are not permitted.



Free Standing Sign



Portable A Frame



Roof Sign



Moveable Sign



Cloth/Paper Sign

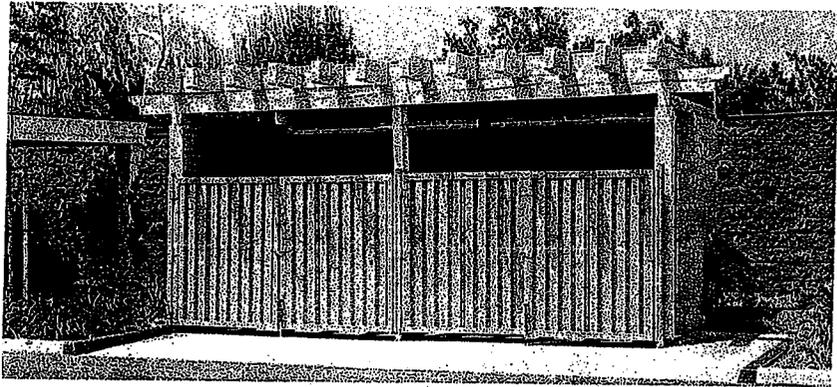
City of Oxnard
 Planning
 Department
 (805) 385-7858

Trash Enclosures

Section
 VIII

Trash Aesthetics

An attractive, vital and appealing downtown involves more than good-looking storefronts. Many businesses have entries or customer parking at the side or rear. These areas and the views from side streets can be greatly diminished by a blighted trash collection area. A well designed trash area helps provide an aesthetic welcome to customers and improves the views from alleys and side streets.



A Simple, Well-designed Enclosure Integrates into its Surroundings.

How Many Trash Containers are Needed?

The City Solid Waste Division will determine the size and number of trash containers or dumpsters that will be necessary to serve a business. Most often, the City will provide one four-yard container and arrange for more frequent pick-ups if a business has a high trash generation. Also, a business can apply for an agreement to share a container between several businesses, if there is no on-site space for a trash enclosure.

A communal dumpster is provided for all downtown businesses located on A Street between Third and Sixth. A fee is charged for use of the community dumpsters located in City parking lots. These dumpsters are maintained by the City and their use is administered through the Downtown Oxnard Merchants Association. The City Planning staff can provide information to contact the Merchants Association, if your business needs to join this program.

New Enclosure Requirements

To determine if your business should provide a new trash enclosure to conceal trash containers, contact the City Planning and Environmental Services Division at 385-7858. A new enclosure may be required if your business is not located on A Street between Third and Sixth Streets and any of the following circumstances exist:

- A significant change of use is proposed within an existing building that would increase trash amounts.
- Fifty percent or more of a building's exterior is renovated or the parking lot is modified.
- Fifty percent or more is added to an existing building.
- A new building is to be built.

A City permit is required to build a trash enclosure. The City strongly encourages businesses to build new or renovate outdated enclosures, even though it may not be required. This will enhance the overall Downtown image.

Recycling is Encouraged!

An option available to all businesses is to join the City's recycling program. A separate container will be provided by the City for co-mingled recyclable materials including paper, plastic, aluminum, metal cans and cardboard. The recycling can must be stored in the trash enclosure that serves your business. If you wish to take part, call the City Solid Waste Division at 385-8060.

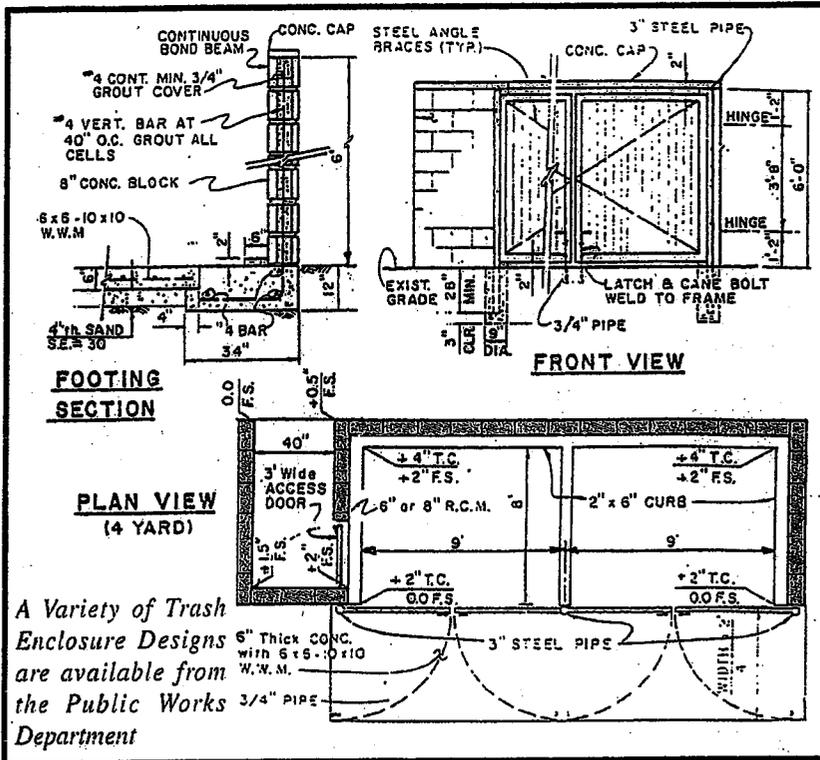
Report Illegal Trash Dumping!

Views of exposed trash containers surrounded by illegally dumped trash lowers the quality of an entire neighborhood. Illegal dumping should be reported immediately to the City Solid Waste Division at 385-8060.

Locations for Trash Enclosures

Trash enclosures must be located in an area easily accessed by large trash trucks. Direct access to an alley is best; if the enclosure is oriented to an alley, it must be set back five-feet from the alley way. If it cannot be set back five-feet, then roll-up doors must be provided on the enclosure.

An enclosure located within six feet of the main building must meet fire-rated standards and be equipped with a fire sprinkler system. If an enclosure is placed in a parking lot, a 48-foot turning radius is necessary between the parking stalls to accommodate trash trucks. In a parking lot, either bollards or a five-foot side separation from parking spaces may be necessary to prevent the enclosure doors from hitting a parked car.



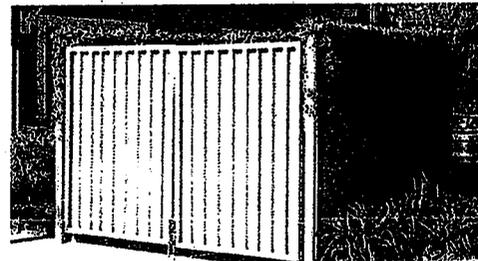
A Variety of Trash Enclosure Designs are available from the Public Works Department

Enclosure Design

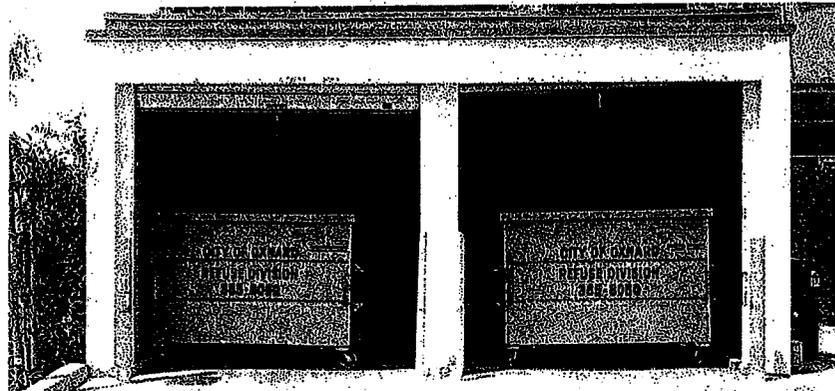
The City requires minimum standards for commercial trash enclosures. Generally, a double-bin enclosure with solid sides, solid gates and a solid roof are required. The double enclosure accommodates one trash and one recycling container. The standard dimensions are shown above; these can be modified as long as a one-foot clearance is maintained around each trash/recycling container that will be placed in the enclosure.

The trash enclosure should be finished with materials and colors that match or are compatible with the major design elements of the main building. Masonry walls and metal doors are encouraged. Special graffiti resistant paints can also be used.

Landscaping around the enclosure or vines on the walls are encouraged for the sides and back of the enclosure. The landscaping helps to screen the structure and often deters graffiti.



Integrating Free-standing Trash Enclosures into the Site can be Based on Materials and Details (Right); or Using Landscape Elements such as the Creeping Ivy Above, or Vines.



Roll-up Doors neatly Secure and Hide Trash Bins.