



DOWNTOWN DESIGN REVIEW COMMITTEE MINUTES

Meeting June 28, 2007

9:00 A.M.

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

A. ROLL CALL – Present: Behrens, Blum, Moreno and Calderon; **Absent:** Michael Faulconer; **Staff:** Windsor

B. PUBLIC COMMENTS – NONE

C. COMMITTEE BUSINESS

1. Approval of June 14, 2007, minutes *APPROVED* (4/0)

D. CONTINUED ITEMS

1. PZ 07-110-07, 529 thru 539 South “A” St., Barroco’s Restaurant, review signage changes proposed. Applicant: Joe Yniguez
Approval of sign as submitted, with colors from previous approval.

E. CONCEPT REVIEW

1. Façade Improvements to 434 S “A” Street, concept review of two designs, Applicant/Owner: Janie Lai *Continue to next meeting, July 12, 2007*
2. PZ 07-110-08, 401 S “A” Street, concept review of master sign program for Woolworth Building, Applicants: Catherine Von Burg/David Feigin
Accept staff recommendations with the following additions/changes:
 - i. *Reduce the number of options for signs on the second floor*
 - ii. *Page 6 Color Palette: (note spelling): Use Pantone Matching System and provide color samples.*
 - iii. *Page 7: Fonts: Reduce to 5 fonts; include serif fonts (appropriate to the building period). Recommend using 3 “fun” fonts and 2 simple fonts.*
 - iv. *Attached Signs: Dimensions/Shape: Clarify second comment for applicant.*
 - v. *Page 12: Blade Sign: Delete Option A.*
 - vi. *Page 12: Blade Sign Dimensions/Shape: Applicant will change to CBD standard*
 - vii. *Page 12: Blade Sign: Dimensions/Shape (cont’d): Blade sign may also be landscape rather than portrait orientation.*
 - viii. *Page 14- Marquee: last comment: leave in “shape” to allow for future tenant(s).*
 - ix. *Page 16 Awnings: Change title to “Under-Awning Blade Signs”*
 - a. *Move description of sign to beginning of this section*
 - b. *Reduce to maximum five signs (from ten proposed)*

- c. *Committee recommends allowing “Telephone” sign as a decorative sign (for antique booth in store)*
- d. *Remove references to awning construction, size; awning signs and awning material, since these are not awning signs. Awnings to be considered separately.*
- e. *Dimensions: Committee recommends 12” tall X 24” wide, but they might be larger or different shape depending upon space available under the awning and location of awning frame.*
- f. *Provide a detail for the sign bracket and where it will attach.*
- g. *Committee requests clarification on if under-awning blade signs require lighting (will building provide enough light under the awning?)*
- x. *Page 18 Window Art: Committee requests staff (**Nicole**) investigate if Window Art can be counted toward the maximum 20% window coverage, but not counted as sign area for current Major Tenant only. Distinction: not part of business name*

B. NEW ITEMS

1. PZ 07-110-11, 300 S. “A” Street, review new non-illuminated Focil Med signage at north side of building facing 3rd Street, Applicant: Signs Pacific
Staff recommends applicant return with a sign program for the whole building, including addressing replacement of all existing signs (especially front sign) and creating a unified identity for the building.

C. STAFF BUSINESS -NONE

D. ADJOURNMENT *Adjourned at 10:40 am.*

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a meeting, you should contact the planning office at 385-7858. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.