



front of
Arcade

ARCADE DESIGN GUIDELINES

Adopted by City Council 12-09-08

Conceptual Overview

The Ojai Arcade represents the visual, historical, economic and geographic center of Ojai. The Arcade is one of the earliest examples of urban renewal projects and one of the major projects initiated by Edward Drummond Libbey. In addition, the Arcade is a significant example of work by the noted architects Frank Mead and Richard Requa, and was designated as the City of Ojai's Fifth Landmark in 1993. The Arcade is unquestionably a major landmark of local and national importance.

These Guidelines have been created to maintain the visual and historical integrity of the Arcade. In implementing the Guidelines, merchants, designers and planners should consider that the primary function of the Arcade is to serve as a pedestrian walkway. This function implies that storefronts, signage and displays should be directed to pedestrian traffic rather than vehicular travel on Ojai Avenue. When viewed from Libbey Park or across the street, the Arcade should always be the primary visual element with little or no competition from background storefronts.

General Exterior Elements

Exterior building surfaces and the primary architectural elements including but not limited to windows and doorways, walls, window display cases and other permanent components of the storefront should reflect both the Mission Revival architectural style (San Juan Capistrano) origin of the Arcade and the date (1917) when it was built. In consideration of these factors, the overall design of new construction should emphasize simple forms and details, and convey a "craftsman" or handmade quality. The selection of building materials and construction methods appropriate to the late 19th and early 20th century is important. New building or physical changes will be evaluated for the effect on the Arcade. The integrity of the Arcade as a series of shops of equal visual importance should be maintained.

- **Walls:** Surface plaster, paint or color should blend with the wall color of the Arcade. The wall surface above the top of the windows and the adjoining vertical columns that extend to the sidewalk between storefronts shall remain smooth or flat stucco. No artificial

roofline or roofing materials may be used in the design of storefronts. Wood siding should be used to a limited extent as an accent or for a special effect. Tile, ceramic or Mexican-type brick may be used as an accent.

- **Color:** The wall color of the main Arcade wall structure shall be Benjamin Moore Navajo White. Color for window trim, doors and signage should be selected from the architectural color palette that is available at the Community Development Department. These colors harmonize with the historic nature of the building and the architectural integrity of the Arcade.
- **Lighting:** All Arcade lighting should be Mission Revival style in a black or rust finish. All lighting should reflect a handcrafted quality. Lighting for shop windows, interior pedestrian traffic and showroom display should not shine out onto the Arcade area or be visible from the street. Fluorescent fixtures are not permissible, nor are backlit fluorescent signs or neon lights visible from the street.
- **Windows:** The bottom of all windows should begin approximately 16" (+ or - 4") from the sidewalk immediately in front of the storefront and extending no higher than 96". Glass shall be maintained in a clear condition at all times and not to be obstructed by any element such as shades, curtains or paper. All new or replacement windows should be painted or anodized a color that is compatible with the architectural integrity of the Mission Revival style.
- **Doors:** All doors should complement the design of the rest of the storefront. If doors are constructed of metal, they must be painted or anodized a color that is compatible with the architectural integrity of the Mission Revival style and coordinated with the overall design of the storefront. All hardware must reflect or convey the handmade (craftsman) quality of the Arcade storefronts. No chrome, polished brass or exposed aluminum hardware is allowed. Hand-hammered iron or patina brass or bronze is preferred.

Pedestrian/Customer Elements

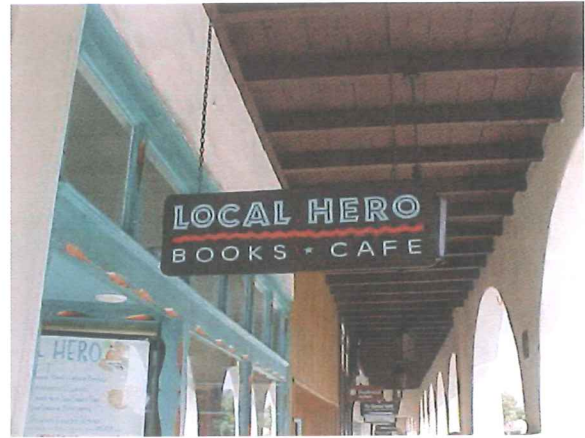
- **Awnings/Sunshades:** Awnings and/or sunshades are not permitted in the Arcade.
- **Planters:** Planters may be considered as an exterior element to storefronts. They must contain live foliage and be regularly maintained. A planting plan must be submitted for review by the Historic Preservation Commission.
- **Exterior Signage:** One projecting sign and one wall mounted sign are permitted for each storefront. All signs must be constructed of wood and conform to the City of Ojai Sign Ordinance. The Ordinance states that "Colors shall be harmonious with the building and adjacent areas and shall otherwise be compatible with the aesthetic goals of the community" which include "backgrounds of earth colors, browns and natural or stained woods." Total combined sign area for all signs shall not exceed 10 square feet. Projecting signs utilizing symbolic representation of a product, trade or service that does not include

lettering shall not be counted against any single store's allocation of total sign surface area. Signs painted or lettering applied directly on the wall, windows or architectural elements are not permitted. Signage must be submitted for review to the Historic Preservation Commission.

Projecting signs must be no larger than 15" by 48" and be rigidly suspended to extend no more than 50" from the face of the storefront. The bottom of the sign must be exactly 96" from the surface of the sidewalk directly under the sign.

The wall-mounted sign must be no larger than 12" high nor 10' in length and be mounted directly above the storefront. Whenever possible, signs should be centered on Arcade arches. Signs should not hide or obscure the architectural elements of the building. Exterior signs should be flat against the surface of the building.

- **Outdoor Seating:** Certain spaces along the Arcade storefronts have been determined to be appropriate for pedestrian seating. Benches in the Arcade are available to purchase consistent with the Arcade Bench Program. The Arcade Bench Program information, including bench type and locations, is available at the Community Development Department.



Approval Process

Applicant building owners or merchants who wish to change their Arcade storefront(s) may apply at the City of Ojai Planning Division counter. An application must be completed for a Design Review Permit by the Historic Preservation Commission. A fee is charged as per the City published fee schedule. In addition to the completed application form, the applicant must submit:

- An elevation or sketch of the proposed storefront changes including (as appropriate) planting plan, signage, lighting plan and/or other material changes; and
- A sample of the proposed paint color(s) (manufacturer's paint chip(s) will suffice); and
- Photos of the existing building/storefront.

The Historic Preservation Commission must approve all proposed changes, including changes in color. The review by the Commission will be scheduled at their next regular meeting. Historic Preservation Commission routinely meets on the second Monday of the month. Planning staff will assist the applicant throughout the process. The applicant is advised to submit the application in a timely manner. Staff must review the application for completeness prior to scheduling the item before the Historic Preservation Commission. In general, an application should be submitted at least 30 days prior to the Historic Preservation Commission meetings to ensure that the application is complete, otherwise more time may be needed.