VENTURA
HARBOR VILLAGE

Painting Project
Preliminary Design Presentation by Coastal Architects
AGENDA

I. Architect’s Scope of Work Review
II. Process & Approach
III. Study of Existing Materials & Elements
IV. Study of Adjacent Properties & Elements
V. Color Inspiration: Preliminary Concepts & Palette Selection
VI. Proposed Rendering Exhibits
VII. 3D Model Fly-Through
VIII. Way-finding Signage Discussion
SCOPE OF WORK

3 KEY AREAS

PAINT
- BUILDINGS
- DOORS
- WINDOW TRIM
- RAILINGS
- STAIRCASES & ACCESSORIES

AWNING & PATIO COVERS
- MATERIALS
- COLORS
- STYLES

SIGNAGE
- TENANT DIRECTORIES
- WAYFINDING
PROCESS & APPROACH

Previous Discussion Points

VPD BOARD / STAKEHOLDER COMMENTS

Uniformity with Portside Partners Project
Architectural similarities / differences?
Color selections

Accent & signage colors per building

Standardized basic shape of awnings
Serve different purposes.
Styles: Awnings vs Trellis
Consider corrugated metals

Colors
NO 2008 DRC approved colors??

Harbor village needs a “facelift”
Clean, Classic & Modern
Andria’s request “blue, white & grey”
EXISTING MATERIALS / PATTERNS

STONE VENEER
WOOD SIDING
WOOD TRIM
DASH FINISH PLASTER
SPANISH TILE ROOFING

LARGE VARIETY
LACKS OVERALL COORDINATION
NO COHESIVENESS
NO DESIGN STATEMENTS
EXISTING AWNING STYLES

FABRIC AWNINGS / COLORS
CANVAS, CANVAS AND MORE CANVAS!
VARIETY OF FONTS
VARIETY OF COLORS
VARIETY OF STYLES
EXISTING AWNING STYLES
FABRIC AWNINGS / COLORS
STUDY OF AWNING STYLES

METAL
- STANDING SEAM
- DECORATIVE PERFORATIONS
- SHADE SLATS

CANVAS
- TRADITIONAL SHED SHAPE
- RETRACTABLE WAVE STYLE
STUDY OF TRELLIS STYLES
WOOD (IPE) / WAVE SAIL / ARCADE LATTICE
STUDY OF ADJACENT PROJECTS

AWNINGS  METAL ROOFING  EXTERIOR MATERIAL CHANGES  TRELLIS
STUDY OF ADJACENT ELEMENTS / MATERIALS
COLOR INSPIRATIONS
FROM THE LANDSCAPE & SEA
COLOR CONCEPTS

- COLOR INSPIRATION - THE SEA: SHORE, DUNES, STORM, SAIL

- MAIN BUILDING MASSING - DOVE'S WING

- BUILDING Accent - CRASHING WAVES

- BUILDING Accent - INDUSTRIAL AGE

- WINDOWS / DOORS & FASCIA BOARD / TRIM - COVER OF NIGHT

PROPOSED PALETTE
COLORIZED EXHIBIT IMAGES
EXISTING SIGNAGE

Wayfinding

Lacks Graphic Consistency
Font style
Materials
Colors
Design

Need Design
Criteria package
PROPOSED WAYFINDING SIGNAGE LOCATIONS

Need more wayfinding signage
Need more overall directories
CONCEPTUAL WAYFINDING & SIGNAGE IDEAS

CONCEPT OPTION
Way Finding Signage

- Corten Steel Vertical Sign, 3/8" thick, natural rust
- Semi-transparent acrylic backing, sandblasted image engrained, attached to steel sign with 3/8" thick stainless steel hold-downs
- Interchangeable tenant signs, 1/8" acrylic
- Directional arrow discs, 1/8" acrylic
- Durable acrylic vertical sign, laser cut lettering, acrylic to edge of steel sign
- Laser cut "flowing leaf"
- Sandblasted concrete base, 1" charred edging, 3.5" wide, 24" long x 10" tall

**Wayfinding signs to be strategically located into planted areas with native plants, grasses and other natural, drought tolerant plant species**
Summary

Priority 1: Building Colors: Option 1 & 2
Maybe 3 & 4?

Priority 2: Awnings / Trellis / Canopies
Design Criteria

Priority 3: Signage Design Guidelines
Thank you!

Comments, Thoughts & Next Steps