



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 COHESIVNESS
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

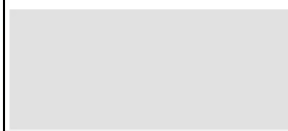
FROM THE LANDSCAPE & SEA

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

OPT1



VENTURA HARBOR VILLAGE - VENTURA PORT DISTRICT - COASTAL ARCHITECTS

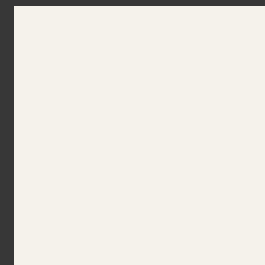
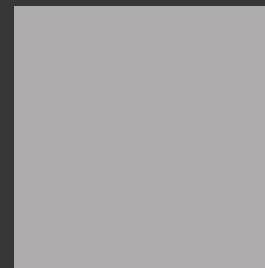


BUILDING / COLOR
ACCENT -
CRASHING WAVES

BUILDING ACCENT -
INDUSTRIAL AGE

MAIN BUILDING
MASSING -
DOVE'S WING

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



COLOR CONCEPTS

PROPOSED PALETTE

COLORIZED EXHIBIT IMAGES

















EXISTING SIGNAGE

Wayfinding

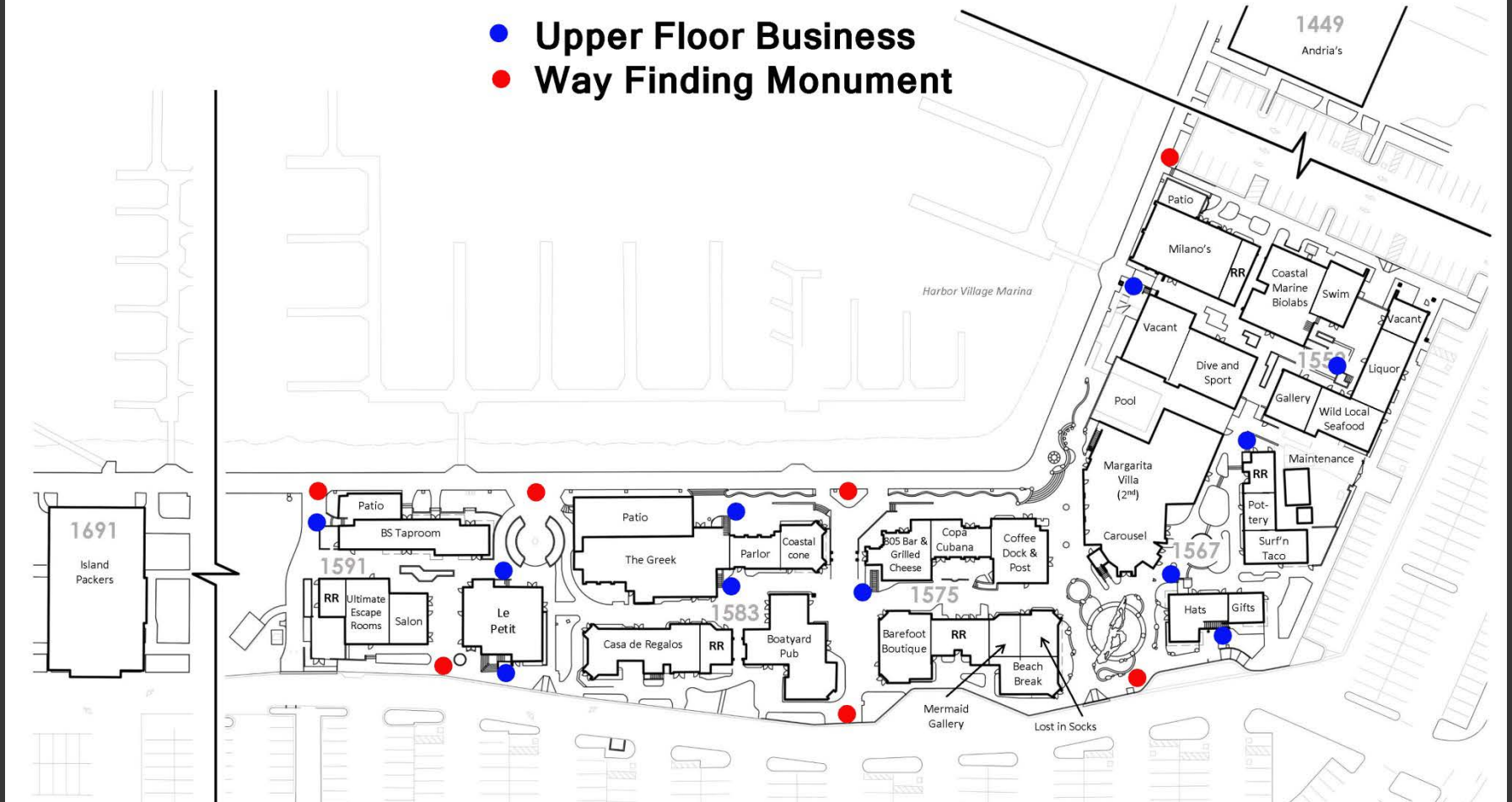
Lacks Graphic
Consistency

Font style
Materials
Colors
Design

Need Design
Criteria package



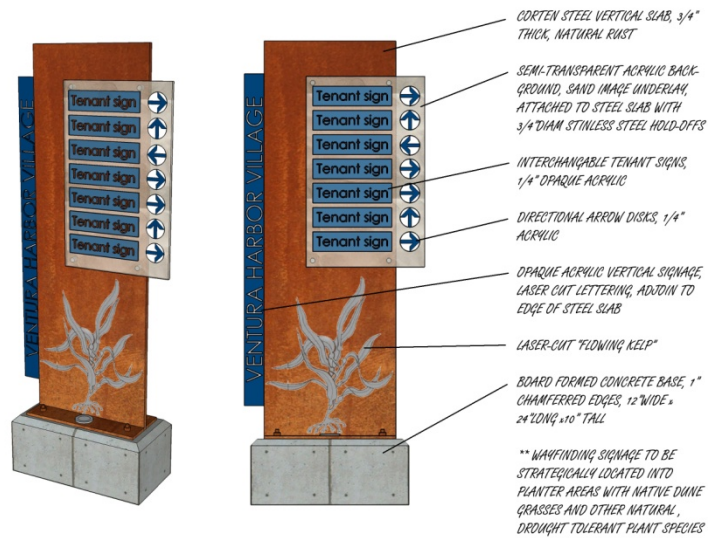
- Upper Floor Business
- Way Finding Monument



PROPOSED WAYFINDING SIGNAGE LOCATIONS

Need more wayfinding signage
Need more overall directories

CONCEPTUAL WAYFINDING & SIGNAGE IDEAS



CONCEPT OPTION Way Finding Signage

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