REGULAR MEETING  
WEDNESDAY, MARCH 20, 2019 - 6:00 P.M.  
COMMUNITY MEETING ROOM, 501 POLI STREET

The public has the opportunity to address the Committee on any item appearing on the agenda. Persons wishing to address the Committee should fill out a “Speaker Form.” If you wish to comment on an item and do not want to speak before the Committee, you may complete the “Comment” portion of the form. This form is located on the table inside the Council Chambers door. The Chairperson will acknowledge comments for the record.

The Design Review Committee has adopted Protocols for how their meetings are run. These Protocols are available at [https://www.cityofventura.ca.gov/DocumentCenter/View/8415](https://www.cityofventura.ca.gov/DocumentCenter/View/8415)

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<th>Written Rebuttal Submissions</th>
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<td>March 18, 2019 5:00 PM</td>
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Page Limitation (Single-sided equivalent)  
- 10 pages maximum, including exhibits  
- 2 pages maximum, including exhibits  

| Number of copies to be submitted | 20 copies | 20 copies | 10 copies |

Pursuant to the Rules of Procedures, the Design Review Committee has adopted a five minutes limit on speaker presentations. The Committee may adjust the time limit if deemed appropriate. A final decision reached by the Committee may be appealed to the City Council by filing required forms and paying the necessary fee to the City Clerk within ten calendar days after the action date.

ROLL CALL

PUBLIC COMMUNICATIONS – Public Communications is the time set-aside during the Committee meetings for members of the public to address the Committee on planning related business other than scheduled agenda items. Persons wishing to address the Committee during the Public Communications period of the meeting should fill out a speaker form prior to the Committee reaching this point on the agenda.

AGENDA MANAGEMENT – The DRC shall be provided a brief overview of the agenda, and the DRC Chair may entertain any requests to continue items and/or to rearrange the order of items appearing on this agenda. Applicants and interested parties are advised that 6:00 PM is the potential starting time for all hearing items.
CONSENT ITEM

1. Approval of the Joint DRC, HPC, and PRC February 6, 2019 and the DRC February 20, 2019 Meeting Minutes.

RECOMMENDED ACTION
Approve, as presented.

CONTINUED FORMAL ITEM

2. PROJ-10662 – Formal Design Review for an Amendment to a previously approved Façade Modification for an existing two-story, 6,262 square foot commercial building on a 0.40-acre parcel located at 2301 South Victoria Avenue; Main Street Architects + Planners, Inc., applicant; Urban General (T4.9), Parkway Overlay zone.

Case No.: DRC-11-18-48014

RECOMMENDED QUASI-JUDICIAL ACTION
Approve, subject to conditions.

CALIFORNIA ENVIRONMENTAL QUALITY ACT
The project is categorically Exempt from the California Environmental Quality Act (CEQA) Guidelines Section 15301 (Existing Facilities).

Staff: Don Nielsen, Associate Planner

CONCEPTUAL ITEM

3. PROJ-12812 – Conceptual Design Review for a new mixed use development consisting of two (2) residential duplexes (4 living units) and four (4) live/work duplexes for a total of eight (8) living units and four (4) commercial units with 17 on-site parking spaces, and ornamental landscaping proposed on a 18,044 square-foot project site located at the corner of Bell Way and Olive Street at 830 North Olive Street in the General Commercial (C-2) Zone.

Case No.: CDRC-8-18-46665

RECOMMENDED ACTION
Provide comments.

CALIFORNIA ENVIRONMENTAL QUALITY ACT
Not require for this action

Staff: Maruja Clensay, Senior Planner
FORMAL ITEMS

4. **PROJ-12758** – Formal Design Review for the demolition of a 15,650 square-foot portion of an existing 153,204 square-foot one-story retail shopping center (Poinsettia Plaza) and construction of a new 19,353 square-foot building in its place to house an ALDI grocery store, resulting in a 156,907 square-foot shopping center. The project includes a concurrent minor variance request to reduce the rear yard setback from 20 feet to 2 feet along the western property line and a variance to allow an 8 foot high wall in the same location to accommodate and screen the new loading dock associated with the ALDI addition. The parking lot would be modified to incorporate pedestrian paths that would reduce the number of vehicle parking spaces from 626 to 615 vehicle parking spaces while providing 54 bike parking spaces. Work also includes comprehensive façade refurbishments for the remaining buildings and comprehensive landscaping improvements throughout the approximately 11.66 acres project site across 4 parcels located at 4250, 4300, 4360 East Main Street and 4673, 4687, 4711, 4731 Telephone Road in the Commercial Planned Development (CPD) Zone.

Case No.: DRC-12-18-48184
PDA-12-18-48186

RECOMMENDED QUASI-JUDICIAL ACTION
Approve, subject to conditions.

CALIFORNIA ENVIRONMENTAL QUALITY ACT
The project is categorically Exempt from the California Environmental Quality Act (CEQA) Guidelines Section 15301 (Class 1, Existing Facilities) and 15302 (Class 2, Replacement or Reconstruction).

Staff: Tim Rosenstein, Associate Planner

5. **PROJ-12937** – Formal Design Review for a new Sign Program and a Sign Variance to increase the maximum allowed sign area from one 20 square-foot per tenant to two 40 square-foot and one 49 square-foot signs the north façade and three 20 square-foot signs on the south façade of an existing two-story, 37,340 square-foot office building on a 77,201 square-foot lot located at 1500 Palma Drive in the Manufacturing Planned Development (MPD) zone.

Case Nos.: DRC-10-18-47344
SV-10-18-47345

RECOMMENDED QUASI-JUDICIAL ACTION
Approve, subject to conditions.
CALIFORNIA ENVIRONMENTAL QUALITY ACT
The project is categorically Exempt from the California Environmental Quality Act (CEQA) Guidelines Section 15301 (Existing Facilities).

Staff: Tim Rosenstein, Associate Planner

STAFF COMMUNICATION

ADJOURNMENT

Staff Reports relating to this agenda are available in the Planning Counter, 501 Poli Street, Room 117, Ventura, during normal business hours as well as on the City’s Web Site – https://ca-ventura.civicplus.com/AgendaCenter/Design-Review-Committee-11. Materials related to an agenda item submitted to the Planning Division after distribution of the agenda packet are available for public review at the Planning Public Counter, 501 Poli Street, Room 117, Ventura CA 93001.

This agenda was posted on Thursday, March 14, 2019 by 6:00 p.m. on the City Hall Public Notices Board and on the Internet.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Office at 654-7894 or the California Relay Service at (866) 735-2929. Notification of 72 hours in advance of meeting will enable the City to make reasonable arrangements for accessibility to this meeting.