

DESIGN REVIEW COMMITTEE AGENDA

Brian Brodersen, Chair
 Fiona Dunne, Vice-Chair
 Albert Antelman, Member
 Tyson Cline, Member
 Vacant, Member

Peter Gilli, Community Development Director
 Neda Zayer, Assistant Community Development Director
 Andy Heglund, Senior Assistant City Attorney
 Julie Stuva, Recording Secretary

SPECIAL MEETING

TUESDAY, OCTOBER 22, 2019 - 6:00 P.M.

SANTA CRUZ CONFERENCE 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>

	Written Rebuttal Submissions	Written Day of Hearing Submissions	PowerPoint Presentations
Submittal Date & Time	October 18, 2019 5:00 PM	October 22, 2019 5:00 PM	October 21, 2019 Noon (to test compatibility) October 21, 2019, 5 PM
Page Limitation (Single-sided equivalent)	10 pages maximum, including exhibits	2 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 DRC September 4, 2019 Meeting Minutes.](#)

RECOMMENDED ACTION

Approve, as presented.

FORMAL ITEMS

2. [PROJ-12580 – City Hall front yard landscaping and irrigation system – Formal Design Review for the removal of the existing front yard landscaping and replacement with a new sustainable water wise demonstration landscape and irrigation system on a combined 2.74-acre project site located at 501 Poli Street; City of Ventura Water Department, applicant; Urban core \(T6.1\) zone.](#)

Case No.:

HPDR-6-18-45666

RECOMMENDED ACTION

To be continued to a date uncertain.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

No required for this action.

Staff: Elizabeth Richardson, Senior Planner

3. [PROJ-13726 – Target Beacon Sign and Drive-up Parking Sign Variance – Sign Variance to install an “Order Pick-up” beacon sign for Target near the southeast entrance of the parking lot adjacent to the drive-up parking spaces. The directional sign will be 12 square feet \(12 feet tall by 1 foot wide\), which exceeds the requirements for total square footage \(4 square feet\) and maximum height \(4 feet\) and on a 13.2 acre parcel lot that contains a portion of the parking \(474 uncovered parking spaces and 4 drive-up spaces\) located at 245 South Mills Road; Kacie Won, applicant; Limited Commercial \(C-1\) zone.](#)

Case No.:

SV-7-19-51265

RECOMMENDED 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: Monique Gil, Associate Planner

4. [PROJ-12651 – Horizon Veterinary Sign Variance – Formal Design Review of a new Sign Program and a Sign Variance to increase the maximum allowed sign area from 40 square-feet per building to up to 240 square-feet of wall signage per building and one message board with monument sign and one monument sign for two, two-story, commercial office buildings of 56,120 square feet and 50,486 square feet on 6.4 acres located at 5200 and 5280 Valentine Road; Vogue Sign Company, applicant; Manufacturing Planned Development \(MPD\) zone.](#)

Case Nos.:

DRC-6-19-50711
SV-6-18-45759

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

5. [PROJ-12758 – Poinsettia Plaza Master Sign Program – Formal Design Review of a new Sign Program for Poinsettia Plaza shopping center and Sign Variance to allow anchor tenant signs larger than code allows, secondary façade signs larger than the code allows, an additional monument sign, and monument signs larger than code allows with additional tenant signage. The proposed Sign Program is for a 157,010 square-foot shopping center on 12 acres lot located at 4250, 4300, 4360 East Main Street and 4673, 4687, 4711, 4731 Telephone Road; Daniel Sitz, applicant; Commercial Planned Development \(CPD\) zone.](#)

Case Nos.:

DRC-5-19-50301
SV-5-19-50300

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

6. [PROJ-13189 – 76 Gas Station Sign Variance – Formal Design Review of a Sign Variance amendment for a new monument sign that is 46.8 square- feet in size instead of the allowed 40 square-feet, and 10 feet tall instead of the allowed 6 feet, at an approximately 4,600 square-foot 1 and 2 story 76 gas](#)

[station convenience store with attached car wash on 1.07 acre lot located at 2757 Johnson Drive; Perry Builders, Inc., applicant; Manufacturing Planned Development \(MPD\) zone.](#)

Case No.:

SV-12-18-48381

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

CONFIRMATION OF DETAILS

7. [PROJ-06811 – The Willows at Ventura \(formerly known as Ravello project\) Confirmation of Details to conduct a 50% review for an approved mixed use development consisting of 306 residential apartment units and 5,000 square feet of commercial space on 8.03 acre parcel located at the southeast corner of North Bank Drive and Johnson Drive; Palmer Ventura Properties, LP, applicant; Mixed-Use Development \(MXD\) zone.](#)

Case No.:

COD-9-19-52025

RECOMMENDED ACTION

Provide feedback and direction.

California Environmental Quality Act

Not required for this Action.

Staff: Jared Rosengren, AICP, Senior 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, October 18, 2019 by 5:00 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.