

CITY OF VENTURA

DESIGN REVIEW COMMITTEE MINUTES

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

Dave Ward, Interim Community Development Director
Scott Kolwitz, Principal Planner
Julie Stuva, Recording Secretary

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

Chair Brodersen called the meeting to order at 6:03 pm in the Community Meeting Room.

ROLL CALL

PRESENT: Members Antelman, Cline, Ferrin, Vice-Chair Dunne and Chair Brodersen

ABSENT: None

STAFF: Dave Ward, Interim Community Development Director
Scott Kolwitz, Principal Planner
Don Nielsen, Associate Planner
Tim Rosenstein, Associate Planner
Maruja Clensay, Senior Planner
Julie Stuva, Recording Secretary

PUBLIC COMMUNICATIONS: None

AGENDA MANAGEMENT: None

CONSENT ITEM

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

RECOMMENDED ACTION

Approve, as presented.

Member Ferrin made a motion to approve the February 6, 2019 Joint DRC, HPC and PRC Meeting Minutes with the following edits:

Item 1, page 4:

1. Incorporate Father Serra ~~Landscaping~~ landscape area;
2. Design as a Passive space;
3. Simplicity of the plant pallet is better to highlight the building;

4. Concern over street trees, ~~any selected trees should be shade trees~~; Concern over views to and from City Hall being impacted;
5. Support the use of California Coastal native plants and some drought tolerant plants;
6. Native Oaks should be highlighted;
7. Explore coordination with the Botanic Gardens;
8. Generally prefer Design Concept 2 with naturalistic details;
 - a) Small amount of structure would be helpful to organize the garden;
9. Seating areas need to be included;
10. Explore opportunities for public art;
11. Incorporate water conservation design elements;
12. Keep the Bird of Paradise;
13. Support Palms ~~should be removed~~ as proposed by applicant; and
14. ~~Lawn~~ Alternative plating for lawn areas to be consistent ~~pallet~~ throughout the design.

Item 6, page 12:

1. Text letter height reduced to 24" on south elevation;
2. Reduce all symbols by 15% or more;
3. Utilize LEDs with a rating of 2700 lumens Kelvins;
4. Update all Findings, Finding #3 in particular, to accommodate the above changes.

Member Antelman seconded the motion.

Upon call of the roll the vote was as follows:

AYES: Members Antelman, Ferrin, Vice-Chair Dunne and Chair Brodersen
NOES: None
RECUSED: Member Cline
ABSTAIN: None
ABSENT: None

Chair Brodersen declared the motion carried 4 – 0, with Member Cline recused.

Member Cline made a motion to approve the DRC February 20, 2019 Meeting Minutes as presented.

Member Antelman seconded the motion.

Upon call of the roll the vote was as follows:

AYES: Members Antelman, Cline, Vice-Chair Dunne and Chair Brodersen

NOES: None

RECUSED: None

ABSTAIN: Member Ferrin

ABSENT: None

Chair Brodersen declared the motion carried 4 – 0, with Member Ferrin abstained.

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

SPEAKERS:

Staff: Scott Kolwitz, Principal Planner; Don Nielsen, Associate Planner

Applicant: Nick Deitch (Main Street Architects & Planners, Inc., Architect)

Members of Public: None

Documents: PowerPoint by Staff and Applicant

Ex-Parte Communication: Chair Brodersen recused himself as he has a business relationship with the architectural firm representing this project. Member Cline received a phone call from the Architect, and they discussed the project. Member Ferrin was the liaison on this project; therefore, he had discussed the project with the applicant team after the DRC had originally approved the project.

Member Cline made a motion to continue the project to a date certain of April 17, 2019 subject to the following comments:

1. Applicant did not propose a paint solution that was suggested by the DRC from the March 6, 2019 hearing;
2. DRC supports the climbing vines proposed on the west elevation. Details for the trellis, building attachment, and cable/trellis design need to be provided;
3. The applicant should provide a revised design that deals with the field conditions and results in a unified artistic expression; and
4. Architectural details are required.

Member Antelman seconded the motion.

Upon call of the roll the vote was as follows:

AYES: Members Antelman, Cline, Ferrin, and Vice-Chair Dunne

NOES: None

RECUSED: Chair Brodersen

ABSTAIN: None

ABSENT: None

Vice-Chair Dunne declared the motion carried 4 – 0, with Chair Brodersen recused.

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

SPEAKERS:

Staff: Scott Kolwitz, Principal Planner; Maruja Clensay, Senior Planner

Applicant: N.G. Patel (N.G. Patel Architects, Architect); Punam Prajapati (Owner)

Members of Public: Ray Deon (Ventura); Colin Lipscomb (Ventura); Laura Lipscomb (Ventura)

Documents: PowerPoint by Staff

Ex-Parte Communication: None

Member Ferrin made a motion to continue the project to a date uncertain subject to the following comments:

1. Overall Comments:
 - a. Support for live/work project at this particular location; and
 - b. Provide a design intent. Study neighborhood built environment for context and possibilities.
2. Site Plan
 - a. Suggest shifting driveway and parking apron to the East; utilize the 20-foot rear yard setback for parking;
 - b. Activate driveway; make more people oriented;
 - c. Study setbacks of neighborhood; and
 - d. Provide usable open space.
3. Variance
 - a. No support for parking reduction setback; however, support for parking type variance (uncovered); no support for rear yard setback reduction.
4. Architecture
 - a. Simplify and provide four-sided architecture; increased height is an option, but placement matters; and
 - b. Study commercial space entry.
5. Landscaping
 - a. Incorporate native and regionally adapted plants designed by licensed Landscape Architect and in compliance with the Model Water Efficient Landscape Ordinance (MWELO).

Vice-Chair Dunne seconded the motion.

Upon call of the roll the vote was as follows:

AYES: Members Antelman, Cline, Ferrin, Vice-Chair Dunne and Chair Brodersen

NOES: None

RECUSED: None

ABSTAIN: None

ABSENT: None

Chair Brodersen declared the motion carried 5 – 0.

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

SPEAKERS:

Staff: Dave Ward, Interim Community Development Director; Scott Kolwitz, Principal Planner; Tim Rosenstein, Associate Planner

Applicant: Frank Coba (Applicant/Principal); Jay Gangwal (IRA Capital, LLC); Kirk Keller (Owner/Applicant); Daniel Site (IRA Capital, LLC); Sean Unsell, (Retail Design Collaborative, Program Manager / Associate Principal)

Members of Public: None

Documents: PowerPoint by Staff

Ex-Parte Communication: None

Member Ferrin made a motion to approve the project as submitted finding the project to be Categorically Exempt from CEQA, and approve the Notice of Decision for a Design Review Permit (Case No. DRC-12-18-48148) based on the Findings and subject to conditions in the Notice of Decision with the following edits to Condition No. 2:

2. The location of all buildings, fences, parking areas, and other facilities or features shall be located and maintained substantially as shown on the plans labeled Case Nos. DRC-12-18-48184, dated March 20, 2019, Exhibit “A” through “Q” attached hereto and incorporated herein subject to refinements as authorized by the Design Review Committee Liaison appointed by the Design Review Committee on March 20, 2019:
 - a. The Design Review Committee appoints Chair Brodersen to be the Design Review Committee Liaison to City Staff to confirm the following comments are satisfied:
 - i. The space between the loading dock wall and the sidewalk is to be a consistent 2 feet for the length of loading dock wall with a minimum of 12--inches of soil on top of footings. The soil is to be level with the sidewalk;
 - ii. Addition of trees;
 - iii. Mixed plantings along Telephone Road complementary to adjacent street landscaping;
 - iv. Addition of planting areas near ALDI trash enclosure;
 - v. Study addition of planting at front of ALDI;
 - vi. Study addition of tree in clearance triangle on Donlon entrance;
 - vii. The design details of the Ross façade are to match the Office Depot façade; and
 - viii. Modify the parking area to incorporate the drive aisle design per sheet SP-7 exhibit E.

Additionally, staff is to revise Finding number 2 to incorporate the drive aisle design per sheet SP-7 exhibit E.

Member Antelman seconded the motion.

Upon call of the roll the vote was as follows:

AYES: Members Antelman, Cline, Ferrin Vice-Chair Dunne, and Chair Brodersen

NOES: None

RECUSED: None

ABSTAIN: None

ABSENT: None

Chair Brodersen declared the motion carried 5 – 0.

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

SPEAKERS:

Staff: Scott Kolwitz, Principal Planner; Tim Rosenstein, Associate Planner

Applicant: Bruce Rokos (Vogue Sign Company, Applicant)

Members of Public: None

Documents: PowerPoint by Staff and Applicant

Ex-Parte Communication: None

Vice-Chair Dunne made a motion to approve the sign program with the following content changes:

Page 7, Sign Type 1:

- a) The Primary Tenant, as selected by the landlord in writing, shall be allowed the one Type 1 exterior sign mounted to the center Rotunda of the North elevation frontage, centered vertically and horizontally in the architectural feature above the windows. This tenant cannot have a Sign Type 2.
- b) In no case shall one sign exceed forty ~~nine~~ square feet (40-49 sq.ft) in overall size in this area that measures 102" tall by 52" long.
- c) The sign's length shall not exceed 75% of the width of the fascia to which it is attached.
- d) The Channel letter sign can be up to 2 rows, each not to exceed ~~20"~~ 18" tall. One line of lettering cannot exceed ~~42"~~ 24" in height. Internally illuminated channel or halo lit letters only are allowed.
- e) The sign will consist of LED illuminated individual dimensional letters and can have one colorized shaped illuminated logo. ~~Logo may not be greater than 30% of the~~

~~sign's total area. Logo cannot be greater than 30" in height. Logo may not exceed 120% of the letter height.~~ Sign cannot be animated. Letter/Logo depth cannot exceed 5".

Page 7, Sign Type 2:

- a) The Tenants, as allowed by the landlord in writing, shall be allowed one exterior wall sign mounted to the North elevation at the East and West end architectural features above the pillars, centered vertically and horizontally in the architectural feature of the area. No tenant can have more than one sign per eligible elevation.
- b) In no case shall one sign exceed ~~forty~~ thirty (40 30 sq. ft) in overall size.
- c) Each sign's length shall not exceed 75% of the width of the fascia to which it is attached.
- d) The Channel letter sign can be up to 2 rows, each not to exceed ~~45"~~ 12" tall. One line of lettering cannot exceed ~~24"~~ 18" in height. Internally illuminated channel or halo lit letters only are allowed.
- e) Each sign will consist of LED illuminated individual dimensional letters and can have one colorized shaped illuminated logo. Sign cannot be animated. Letter/Logo depth cannot exceed 5".
- f) ~~Logo may not be greater than 40% of the sign's total area. Logo cannot be greater than 24" in height.~~ Logo may not exceed 120% of the letter height.

Page 8, Sign Type 3:

- a) The Tenants, as allowed by the landlord in writing, shall be allowed one exterior wall sign mounted to the South elevation first floor architectural feature. Each sign shall be centered vertically and horizontally within the individual architectural feature to which they are assigned. No tenant can have more than one sign per eligible elevation.
- b) Each sign is allowed twenty square feet (20 sq. ft) in overall size.
- c) Each sign's length shall not exceed 75% of the width of the fascia to which it is attached.
- d) The Channel letter sign can be up to 2 rows, each not to exceed ~~45"~~ 12" tall. One line of lettering cannot exceed ~~24"~~ 18" in height. Only internally illuminated channel letters, halo lit letters and non-illuminated dimensional letters are allowed.
- e) Each sign will consist of individual dimensional letters and can have one colorized shaped illuminated logo. Sign cannot be animated. Letter/Logo depth cannot exceed 5".
- f) ~~Logo may not be greater than 40% of the sign's total area. Logo cannot be greater than 24" in height.~~ Logo may not exceed 120% of the letter height.
- g) Each sign will be placed in the predetermined location on the building and will be assigned its location by the Landlord, to achieve balance to the signage on the building.
- h) Sign area A is 17' long by 5' tall; sign area B is 11' long by 5' tall; sign area C is 17' long by 5' tall.

No signs are allowed on the East or West Elevations.

Member Ferrin seconded the motion.

Upon call of the roll the vote was as follows:

AYES: Members Antelman, Cline, Ferrin, Vice-Chair Dunne, and Chair Brodersen

NOES: None

RECUSED: None

ABSTAIN: None

ABSENT: None

Chair Brodersen declared the motion carried 5 – 0.

STAFF COMMUNICATION

Scott Kolwitz, Principal Planner:

- Announced the next regular meeting of the Design Review Committee will be on April 17, 2019, at 6:00 P.M. in Community Meeting Room. The Design Review Committee's meeting on April 3, 2019 has been cancelled.
- Reminded the Design Review Committee members that Statement of Economic Interest (Form 700) must be filed by April 2, 2019.

ADJOURNMENT:

There being no further agenda items to discuss, Chair Brodersen adjourned the meeting at 10:39 P.M.