

INTRODUCTION TO THE DESIGN PRIMER

The guidelines presented in this Design Primer reflect the vision, intentions and standards of the City of Ventura and its Design Review Committee by emphasizing pedestrian orientation and treatment of streetscape as community living space. They implement General Plan Policy 3E, Ensure the Appropriateness of Urban Form Through Modified Development Review, and are meant to ensure a high quality to the various architectural and urban design dimensions and details of ongoing and future developments within the city.

By City Council directive, these guidelines are implemented by the City's Community Development Director. They are guidelines rather than standards, in that they are flexible rather than authoritative, providing the basic preferences and orientations of the City, left for discretionary design interpretation by the various architects and urbanists, as well as the various City staff that will collaborate with them in these processes. They are not intended to supersede adopted City standards and ordinances, but rather clarify the adopted standards and ordinances.

While primarily intended to provide design guidance to applicants for projects requiring design review approval, such as new commercial or residential subdivisions, the guidelines should also be used for all new development where applicable.

These guidelines are crafted to support the City's goals by:

1. Establishing a measure of urban and architectural harmony across the City.
2. Encouraging a pedestrian-friendly urbanism.
3. Supporting the historical vernacular of the city and the region.
4. Encouraging sustainability at all levels.
5. Facilitating the review process that makes the architectural expectations of the community more predictable.

The Design Primer is organized around distinct topics, each of which is elaborated as a 2-4 page spread. The various guidelines under each topic are structured under four categories: general, size, location and character. Each spread is accompanied by photographs and diagrams that clarify the ideas while additionally serving as precedents to architects and developers.

The Design Primer is an evolving document that can both be amended on a regular basis, as well as added on to with newer topics. The following 12 topics comprise the current Primer:

Porches	Street Trees
Alleys	Front Fences
Sidewalks	Street Intersections
Utility Structures and Mechanical Equipment	Street Widths
Parkways	Balconies
Street Lighting	Trash Enclosures