
CONCEPTUAL DESIGN REVIEW

Purpose and Intent

Conceptual Design Review has two objectives: (1) early input with reduced design investment; and (2) design framework formation. It provides potential development applicants, Design Review Committee (DRC) and City staff a process and venue to exchange design ideas during early project development. The setting is informal to ease collaboration and idea exchange of fundamental, design framework components. The end product is DRC consensus direction. Staff will provide advisories to the potential development applicant.

This process does not concern development applications nor does it provide complete technical and/or environmental analysis as it may pertain to the City's General Plan, applicable Community Plan or Specific Plan, or Zoning Regulations. Conceptual Design Review applications are opened, processed and closed. Multiple conceptual review applications (with fee) may be processed. There is no limit. Zoning Regulations Section 24.545.050 provides for the Conceptual Design Review process.

Review Process

1. **Filing** – Applicant submits application form, fee and requisite plans with information requirements noted below.
2. **Timing** – Application will be reviewed at a regular DRC meeting (2nd & 4th Thursdays of each month).
3. **Meeting** – Applications are discussed across a conference room table to facilitate collaborative dialogue and in the following sequence:
 - a. Chair introduces project.
 - b. Applicant presents project (10 minutes max).
 - c. Staff provides advisories.
 - d. Chair opens public hearing for public comment.
 - e. Chair facilitates focused discussion between committee members, applicant and staff. Additional public comment is allowed at the Chair's discretion.
 - f. Chair concludes item by citing consensus direction.
4. **Closing** – Within 21 days of meeting, staff mails letter with attached DRC approved minutes plus any additional advisories.

Minimum Submittal Contents

All plans must be drawn at standard Architect's or Engineer's scale and the scale must be noted on the plans. The Designer's/Architect's/Engineer's name address, phone number, and State license number (if applicable) shall be noted on the plans. All plans shall be folded in sets, to a size no greater than 8 ½ inches x 14 inches. Rolled plans will not be accepted.

_____ **Application Form** – Signed by the Property Owner

_____ **Filing Fee** (concurrent filing with development application not allowed)

CONCEPTUAL DESIGN REVIEW

Existing Context Information

- For all properties located within the subject and opposing block face, a figure ground diagram identifying lot dimensions, building disposition and thoroughfare attributes (sidewalks, parking and roadway dimensions). Projects encompassing more than one lot or substantial portion of a city block(s) need provide context information of adjacent blocks.
- Photographs of project site and all properties located within the subject and opposing block face.

Project Description

- Text description of design rationale (for example, explain how the proposed project is contextually appropriate for the site) in letter format, 8 1/2 x 11 inches.

Site Plan

- North Arrow
- Adjacent streets, including their name and physical attributes (i.e. cross sections)
- Points of access (vehicle and pedestrian) from each street
- All property lines and their dimensions
- All existing and proposed buildings including their dimensions and property line setbacks
- All existing and proposed parking spaces including loading areas and bicycle parking
- Access point and path for each building
- Usable outdoor space

Building Elevations

- All sides of existing and proposed buildings and structures
- Elevations labeled appropriately as north, south, east, and west
- Height from top of curb at front property line to highest point of structure
- Height from adjacent grade to highest point of structure
- General architectural features of buildings, including window and door locations
- Access point (i.e., front door) for each building

City of Ventura • Community Development Department
CONCEPTUAL DESIGN REVIEW

Zoning Regulation

development standard vs. project comparison table (e.g., yes / no table of setbacks, height, parking, building height, etc.), separate sheet, 8.5 x 11 inches.

Zone District Standard	Compliance (yes/no)	If no, explain
Setbacks		
Height		
Parking		
Other		

EXAMPLE

MS PowerPoint Presentation

- Except for application form and text description letter, all submitted materials provided on slides
- Slide order (see Attachment A)
- One hardcopy of slides

Electronic Copies

of all project context information and project description components placed on a CD in .pdf, .jpg and MS PowerPoint format

Optional – Sketch-up models or other three-dimensional project representations.

6 Full size copies + 1 reduced to 11"x17"

INCOMPLETE APPLICATIONS OR POOR QUALITY GRAPHICS WILL NOT BE ACCEPTED.

- HOURS:** Monday, Tuesday, Wednesday and Friday, 8:00 a.m. to 5:00 p.m.
 Thursday 9:00 a.m. to 5:00 p.m.
- LOCATION:** Ventura City Hall, 501 Poli Street, Room 117
- PHONE:** (805) 654-7894 or (805) 654-7893
- MAILING ADDRESS:** P.O. Box 99, Ventura, CA 93002-0099

This document is available in alternate formats by calling the City of Ventura Community Development Department at 805/677-3921 or by contacting the California Relay Service.

CONCEPTUAL DESIGN REVIEW

Attachment A

MS Powerpoint Format

Project Title

Applicant Name

Staff Placeholder Slide

Aerial

Staff Placeholder Slide

General Plan and/or Zoning Map

Staff Placeholder Slide

General Plan and/or Zoning Map

Contextual Slides

Photos or Diagrams

Contextual Slides

Figure Ground Diagram

Text Slide Format:

- Font size 28 or larger
- Black background with yellow text

CONCEPTUAL DESIGN REVIEW

Attachment A

MS Powerpoint Format

Project Slides

Site Plan

Project Slides

Elevations

Requested Zoning Standard Deviations (if applicable)

List out proposed standards in bullet list:

- Front Setback: 7 foot (20 foot required)
- Height: 47 foot (35 foot allowed)
- Etc.

Project Slides

Site Plan

Text Slide Format:

- Font size 28 or larger
- Black background with yellow text