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June 28, 2012

Mr. Simon Eching
California Department of Water Resources
Water Use and Efficiency Branch
P.O. Box 942836
Sacramento, California 94236-001

Subject: Model Water Efficient Landscape Ordinance

Dear Mr. Eching,

Ventura Water and our Community Development Department Planning Division have reviewed the State Model Water Efficiently Landscape Ordinance and determined the City's current regulations and oversight for citywide water use is adequately served for water efficiency.

Specifically, please find attached the City of Ventura's Landscape Design Guidelines adopted by City Council Resolution 97-97. The City of Ventura's Design Guidelines are substantially in compliance with the California Model Water Efficient Landscape Ordinance. Demonstrating and attesting to the guidelines' effectiveness, the City has already met its 2020 20% water reduction goals and now is focusing on continued sustainability. The Design Guidelines have proven to be an efficient tool, and "at least as effective" as the California Model Water Efficient Landscape Ordinance.

Should you have any questions or require further information, please contact me directly by email at sepstein@venturawater.net or telephone at 805-652-4518.

Sincerely,



Shana Epstein
Ventura Water Department

cc: Jeffrey Lambert, Community Development Director
Dave Ward, Planning Manager

Attachment: City of San Buenaventura Design Guidelines
City Council Resolution No. 97-97

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City of San Buenaventura
Department of Community Services
Planning Division
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Ventura, CA 93001
(805) 654-7893

DESIGN GUIDELINES

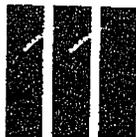
August, 1997

Prepared by:

Crawford Multari & Clark Associates

planning • economics • public policy

and



RRM Design Group
San Luis Obispo • Oakdale

Architecture • Planning • Engineering • Surveying • Interiors • Landscape Architecture



❖ Landscaping

Landscaping plays a key role in new development by providing shade and protection from the elements, by helping to soften the transition between the street and developed areas, by providing color and texture, by providing privacy and buffers between buildings and by providing relief from the more developed urban environment in the form of open space and parks.

Landscape materials must be appropriate to the local climate and soil conditions, and should be drought tolerant so that scarce water resources are preserved. Street trees must be capable of withstanding sea breezes and should be inexpensive to maintain. Landscaping in public places should be ornamental and not produce undesirable by-products such as nuts and fruits that will add to maintenance and liability costs.

Guidelines

1. Landscaping should achieve the following objectives as relevant to a particular project.
 - Enhance the aesthetic appearance of development.
 - Help buffer the transition between residential and abutting non-residential development.
 - Help control erosion.
 - Screen incompatible land uses
 - Preserve the visual integrity of neighborhoods and commercial districts, and enhance pedestrian and vehicular traffic and safety by clearly distinguishing walkways and access points.
2. Landscaping and other open spaces should be integrated into the overall site design for a project. Landscaping should enhance and complement the design of the building(s), preserve and enhance views, provide buffers, transition areas and screening.
3. All areas not occupied by buildings, parking and access and other features should be landscaped.
4. Landscaping should employ drought-tolerant varieties of plants.
5. Native and other mature trees should be preserved and incorporated into the design of a project, to the extent practical.
6. Landscaped areas should incorporate a hierarchy of plantings from grasses and ground covers to shrubs to trees.



7. Some commonly used planting design concepts include:

- *Grouping specimen trees and providing rows at major focal points and entries.*
- *Flowering vines on walls and arbors.*
- *Pots, vases, window boxes and raised planters.*
- *Trees to create canopy and shade, especially in parking areas and along pedestrian ways.*
- *Flowering trees or seasonal flowers to provide color.*
- *Berms, plantings and low walls to screen parking areas.*

8. Turf areas are water intensive and require a high degree of maintenance. For these reasons, turf areas should be minimized and used primarily to provide usable open space areas. The design and location of turf areas should consider such factors as accessibility, ease of maintenance and water conservation. Guidelines for turf use include the following:

- *Limit turf to 10%-20% of the total landscaped area of a site.*
- *Do not use turf in areas narrower than about 4 feet.*
- *Locate turf in active play areas such as common areas, play fields and other usable open space areas.*

CITY COUNCIL RESOLUTION NO. 97-97

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN BUENAVENTURA ADOPTING DESIGN GUIDELINES FOR GENERAL CITY-WIDE APPLICATION AND THEMATIC FEATURES PARTICULAR TO THE SEAWARD AVENUE AND THOMPSON BOULEVARD CORRIDORS

BE IT RESOLVED by the City Council of the City of San Buenaventura as follows:

SECTION 1: The Community Design Element of the City's Comprehensive Plan recommends the preparation of Design Guidelines that prescribe "best practice" design principles for City-wide application and thematic features particular to specific geographic areas. The over-riding goal of Design Guidelines is to foster "quality development" and provide project proponents and decision-makers with clearer direction in the course of design review.

SECTION 2: A subcommittee of the Planning Commission and Design Review Committee initiated preparation of Design Guidelines in May 1996, with selection of RRM Design Group as project consultant. In addition to City-wide standards, the subcommittee segmented the City into nine study areas and selected Seaward Avenue (from Harbor Boulevard to its southerly terminus at the beach) and Thompson Boulevard (from Sanjon Road to Main Street) as the areas of initial focus.

SECTION 3: After 16 months of extensive public involvement, the Planning Commission and Design Review Committee jointly endorsed the Design Guidelines on September 9, 1997, and recommended adoption of same by the City Council. In addition to City-wide standards, the Design Guidelines encourage maintenance of the Seaward Corridor as a unique beach community with an eclectic mix of uses and casual styles. The theme for the Thompson Corridor calls for maintenance and enhancement of a nostalgic 50's era motif.

SECTION 4: Based on the foregoing, the City Council hereby:

- a. Adopts that certain document entitled "City of San Buenaventura Design Guidelines" prepared by RRM Design Group and dated August 1997, incorporated by this reference herein, and directs that said Guidelines be employed as a matter of policy to be practiced by staff and decision-makers throughout of the design review process.

- b. Directs staff commence review of the City's Zoning Ordinance and relevant design-development policies and initiate amendment of said Ordinance to achieve internal consistency, as necessary, and implement the Design Guidelines through the discretionary permit approval process.
- c. Authorizes preparation of Landscape Development Standards, Building Construction Standards and Design Review Template within the funding constraints of the FY 1997/98 Planning and Redevelopment Division Operating Budget as follows:
- **Landscape Development Standards** that integrate and reconcile City policies and current design practices, articulate expectations regarding assessment district formation for new development, and provide an overall landscape design theme for the community through a unified plant palette, installation standards, construction practices, inspection procedures and post-installation maintenance.
 - **Building Construction Standards** that transcend minimum building code requirements and prescribe standards of workmanship, integrity of building materials, caliber of fixtures, equipment and finished wall surfaces, construction management practices, inspection procedures and post-installation maintenance to be conditioned as part of the discretionary approval process.
 - **Design Review Template** that translates the Design Guidelines into succinct criteria for the purpose of communicating City expectations in graphic and narrative form, providing a standardized methodology for evaluating development proposals, formatting staff reports, framing the scope of design review to be conducted by decision makers, and providing the lawful basis for discretionary actions.

SECTION 5: The City Council hereby determines that this Resolution is exempt from review under the California Environmental Quality Act (California Public Resources Code Section 21000, et seq.) as an action which can be seen with certainty to have no possibility of having a significant effect on the environment because the Design Guidelines adopted hereby would not cause a direct or indirect physical effect on the environment. The City Council hereby directs the Director of Community Services or his designee to prepare a Notice of Exemption indicating that this Resolution is exempt pursuant to Section 15061 (b)(3) of Title 14 of the California Code of Regulations and to file the Notice of

Exemption with the County Clerk of the County of Ventura within five days of the date of adoption of this Resolution.

PASSED AND ADOPTED this 27TH day of October, 1997.

Mahi Covarrubias Plisky
Deputy City Clerk

STATE OF CALIFORNIA)
COUNTY OF VENTURA)
CITY OF SAN BUENAVENTURA)

I, MABI COVARRUBIAS PLISKY, Deputy City Clerk of the City of San Buenaventura, California, do hereby certify that the foregoing Resolution was passed and adopted by the San Buenaventura City Council at a regular meeting held on the 27th day of October 1997, by the following vote:

AYES: Councilmembers Friedman, Di Guillio,
 Bennett, Monahan, Measures, and Tingstrom.

NOES: None.

ABSENT: Councilmember Tuttle.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of San Buenaventura this 28th day of October 1997.

Mabi Covarrubias Plisky
Deputy City Clerk