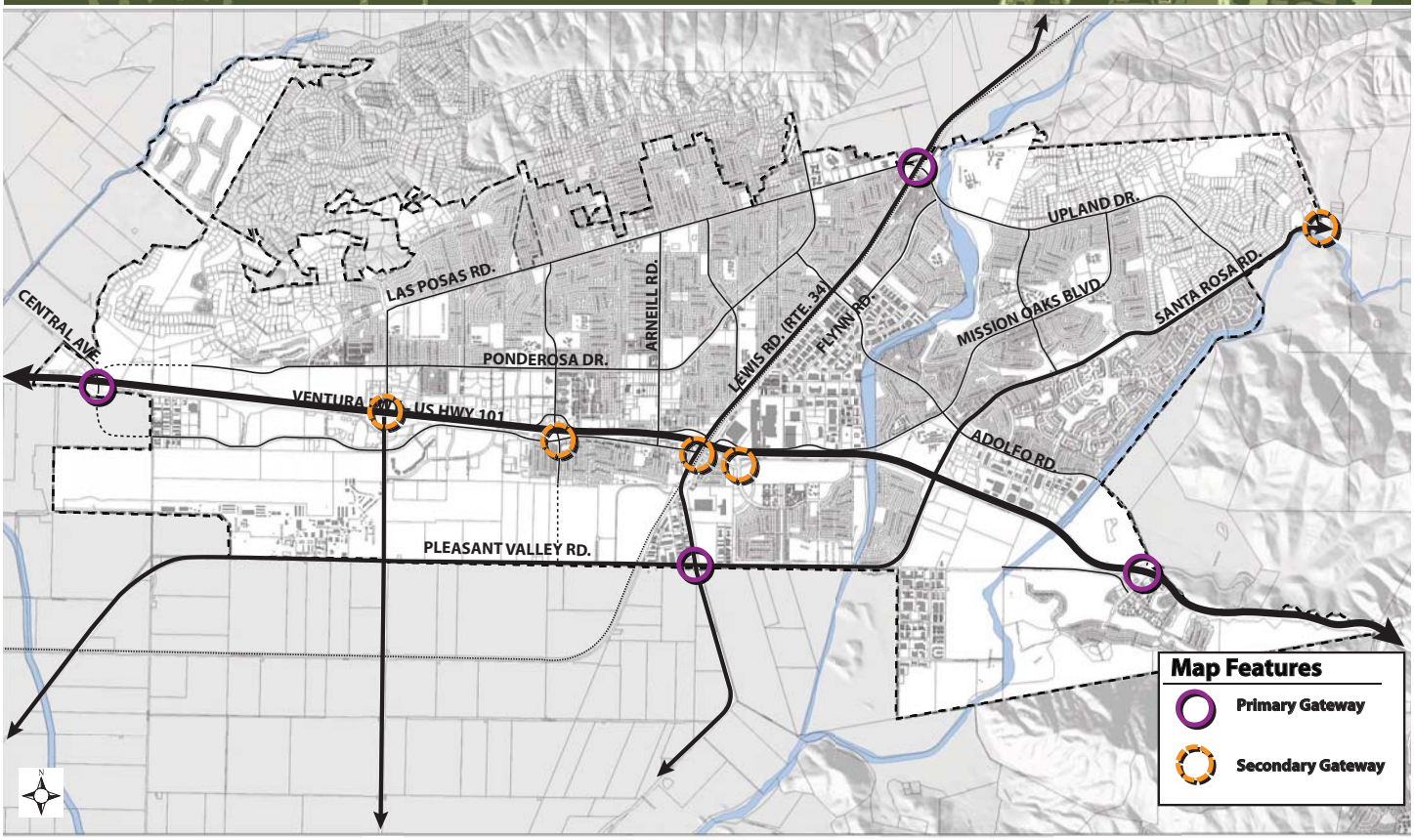

Figure 10.11 - Gateway Locations

Example of a City monument sign

10.8.5 Gateways

Gateways are intended to identify primary entrances into the city of Camarillo with "gateway scenes." Gateway scenes will not only signify entry into the city, but enhance and announce the identity of Camarillo as a whole. The composition of elements and materials in the gateway monumentation should function as a visual anchor. The specific design may vary at different gateways; however, the elements of the design scene should be repeated. Refer to Section 10.8.2 and 10.8.3 for gateway goals, objectives, policies and design guidelines.

Gateway Design Guidelines

a. The gateway designs should reflect natural elements and materials found within the Camarillo Valley and the surrounding area.

b. The gateways should be of significant scale to clearly identify these areas as major city entries and should be easily legible to motorists.

c. Monument signs should be lighted and have well-maintained landscape surroundings.

d. The following gateway locations have been identified in Figure 10.11 and have been categorized as primary and secondary gateways. Gateway designs and improvements at the following locations should be coordinated with the California Department of Transportation (Caltrans), relevant Specific Plan(s) or private landowners as appropriate.

Gateway Sketch
Highway 101 at Central Avenue

Primary Gateways

Primary gateways provide city identification signage:

1) Central Avenue at Highway 101
2) Lewis Road at Las Posas Road/Upland Drive
3) Camarillo Springs Road at Highway 101
4) Lewis Road at Pleasant Valley Road

Example of existing City monument sign

Secondary Gateways

Secondary gateways announce special districts or neighborhoods:

1) Ventura Boulevard at Carmen Drive
2) Las Posas Road at Highway 101
3) Petit Street at Highway 101
4) Lewis Road at Ventura Boulevard and Highway 101
5) Santa Rosa Road at eastern city limits

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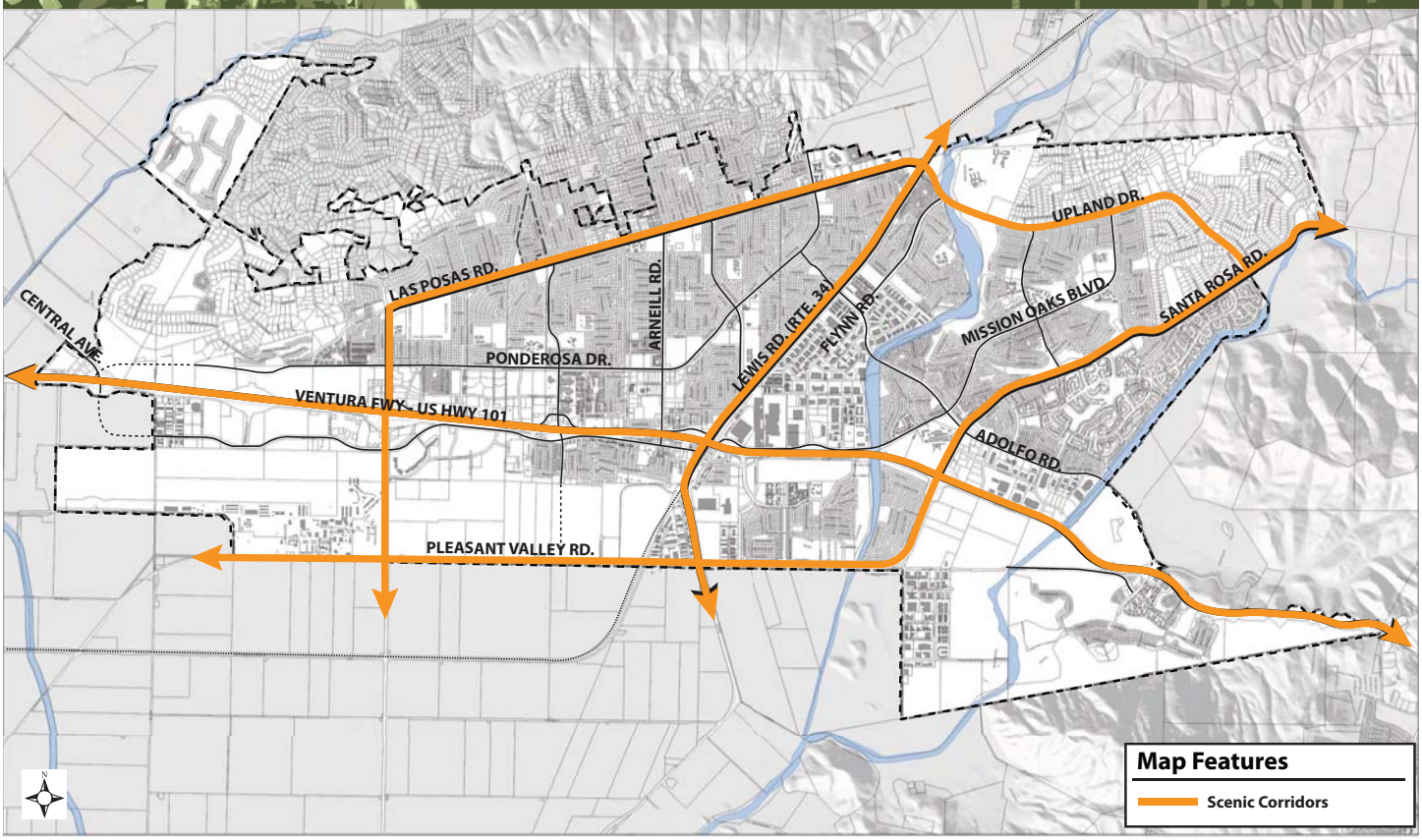


Figure 10.12 - Scenic Corridors

10.9 SCENIC CORRIDORS

A scenic corridor consists of land that is visible from, adjacent to and outside the highway right-of-way, and is comprised primarily of scenic and natural features.

Much of what forms the visual image of Camarillo comes from what is seen from motor vehicles. The city's primary corridors provide a variety of views including commercial centers, residential neighborhoods, industrial developments, open space, agriculture, and mountain ridgelines.

The intent of establishing scenic corridors is the preservation of public views of important scenic resources. Four scenic corridors have been identified as described and shown on Figure 10.12. The following routes have been recognized for their contributions towards Camarillo's high quality of life and are intended to highlight, promote and preserve the community's scenic and environmental characteristics and help reflect the community's character:

- Highway 101
- Lewis Road
- Las Posas Road/Upland Drive
- Pleasant Valley Road/Santa Rosa Road

Landscaping on berm

View of Calleguas Mountains

View South on Las Posas Road

Santa Rosa Road

Upland Drive

10.9.1 Scenic Corridors Goals, Objectives and Policies

GOAL SC-1
MAINTAIN THE VISUAL QUALITY AND SCENIC VIEWS ALONG DESIGNATED CORRIDORS WHERE THEY CONTRIBUTE AND BECOME AN ESSENTIAL PART OF THE COMMUNITY'S URBAN FABRIC.

Objective SC-1.1

Enhance existing view corridors along scenic corridors. Maintain the visual quality and scenic views along designated corridors.

Policy SC-1.1.1

The following roadways shall be maintained and preserved as major or minor scenic corridors with key entry points as shown in Figure 10.12:

a. Highway 101

b. Lewis Road

c. Las Posas Road/Upland Drive

d. Pleasant Valley Road/Santa Rosa Road

Policy SC-1.1.2

Bridges, culverts, drainage ditches and other roadway ancillary elements shall be of an appropriate design quality for visual corridor functions.

Policy SC-1.1.3

Side slopes, walls, and earthen berms adjacent to roadways shall be natural in appearance to minimize visual impacts along scenic corridors.

Policy SC-1.1.4

All landscaping located within designated scenic corridors shall be designed in accordance with established design guidelines herein as well as the Street Median and Parkway Master Plan.

Objective SC-1.2

Ensure that development is sited and designed to protect scenic corridors and open space/landscape areas, blending man-made and man-introduced features with the natural environment.

Policy SC-1.2.1

Development shall provide compatible landscaping themes with the visual character of the designated scenic corridors.

Policy SC-1.2.2

Review the heights and setbacks of all structures to ensure the preservation of visual corridors and the maintenance of an open, scenic quality within each corridor.

Policy SC-1.2.3

Review the size, height, numbers and type of on-premise signs to minimize their impact to scenic corridors.

Policy SC-1.2.4

Locate new and relocated utilities underground when possible. All others should be placed and screened when feasible to minimize public viewing.

10.9.2 Scenic Corridor Design Guidelines

In addition to the design guidelines identified in Section 10.8.3 (Street and Corridor Guidelines), the following design guidelines shall apply to scenic corridors:

a. There should be increased vegetation and attention to wall and fence design along scenic corridors.

b. The planting of climbing vines is encouraged along fences and walls.

c. Existing native vegetation should be retained and enhanced to the greatest extent possible, except to provide proper sight distance.

d. Plant species and densities should be consistent with the surrounding landscape character of the specific location.

e. Encourage landscaping at the street edge and adjacent to large buildings to reduce the visibility of commercial and industrial structures.

f. Encourage the use of landscaped berms where feasible along Highway 101 when adjacent to residential development.

g. Encourage fencing that does not interfere with public views.

h. Chain link fences along scenic corridors should be discouraged.

i. Straight, uninterrupted walls should not exceed 150 feet in length. Walls greater than 150 feet in length should be jogged, provide landscape pockets and include pilasters.

j. Trash containers, loading docks, transformers and large mechanical and/or electrical equipment should be screened from view with materials and/or colors that are compatible with primary structures.

k. Vehicle entrances and exits along scenic corridors should be limited. Encourage the use of shared driveways and parking for commercial development wherever possible.

l. Wireless communication facilities, such as cell towers, are to be hidden and blend in with the surrounding environment. Stealth-mounted applications should be used whenever possible.

m. Preserve distant views by discouraging development on ridge tops and encouraging landform grading.

Conceptual Lewis Road improvements including landscaping, additional travel lanes, separated sidewalk, and bike lanes

Lewis Road Improvements

The Lewis Road corridor is one of the most important visual corridors in the city as it is the primary north/south route through town. However, it currently is one of the least visually appealing corridors in the city due to excessive pavement/right-of-way, overhead utilities, intermittent pedestrian facilities, incompatible fencing, poorly screened walls and unarticulated industrial structures.

The City should work with Caltrans to beautify and enhance the street edges with improved sidewalks, gateway signage, utility undergrounding, elimination of paved street right-of-way where possible, full paveout of street right-of-way where required, creation of a linear park and multi-use path in excess right-of-way areas, landscaping, wall screening and provision of street furnishings.

Lewis Road - Before

Lewis Road improvements should include the following:

- Four (4) travel lanes
- Landscaped median
- Class II bike lanes on both sides of Lewis Road
- Multi-use path on north side that is separated from the vehicle ROW with landscaping
- Enhanced landscaping adjacent to railroad tracks

McGrath Farm, Camarillo

Drip Irrigation

10.10 SUSTAINABLE DESIGN

The City is committed to leading by example through its ability to design and construct environmentally friendly public buildings and public streets. The following core policies identify the overall sustainable design goals rooted in New Urbanism and Smart Growth policies, and the Green Building and Sustainable Design Concepts developed by the United States Green Building Council (USGBC) for the LEED (Leadership in Energy and Environmental Design) rating system. The policies and guidelines in this chapter are designed to guide a project from early site planning stages through building design and construction.

10.10.1 What is Sustainable Design and How Can it be Measured?

Sustainable design refers to design and construction practices that significantly reduce or eliminate the negative impacts of development on the environment and its inhabitants. A sustainable design approach can be defined by a variety of green building practices and the availability of

pedestrian-oriented amenities. The essential components that make up a successful sustainable development have been identified by various green building organizations as well as the California Green Building Code. These programs recognize that the layout and design of the built environment influences the way residents and visitors experience a neighborhood, and it can impact their quality of life and sense of community.

The following sustainable design criteria should be employed to examine future development proposals within the community and to ensure that low impact alternatives are integrated into projects.

Village at the Park mixed-use

10.10.2 Sustainable Design Goals and Policies

GOAL S-1
ENCOURAGE DEVELOPMENT LOCATIONS THAT ARE CONNECTED WITH GOODS, SERVICES, NEIGHBORING USES AND TRANSIT.

Developments should incorporate pedestrian linkages

Policy S-1.1

Encourage development within and near existing communities or public transportation infrastructure to reduce vehicle trips and induce pedestrian activity.

Policy S-1.2

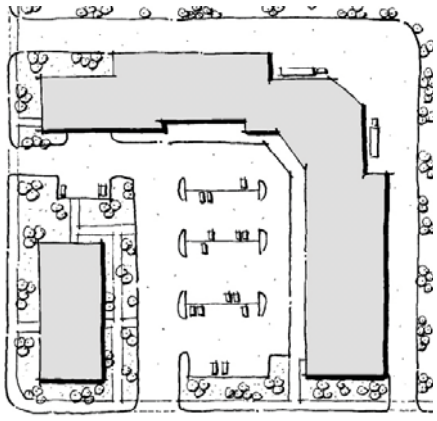
Promote neighborhoods that are physically connected to each other to foster community and connectedness beyond the individual project.

Policy S-1.3

Minimize erosion to protect habitat and reduce stress on natural water systems by preserving steep slopes in a natural, vegetated state.

Policy S-1.4

Design parking to increase the pedestrian orientation of projects and minimize the adverse environmental effects of parking facilities (locate parking at the side or rear of buildings leaving building frontages and streetscapes free of parking facilities where feasible).



Buildings should be oriented toward the street with loading behind

Projects should encourage pedestrian connectivity and recreational areas

Policy S-1.5

New development should consider the natural and financial resources required for construction and maintenance of infrastructure.

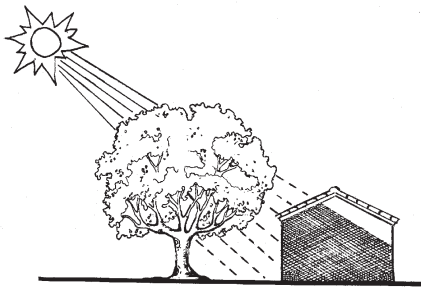
GOAL S-2
PROMOTE THE USE OF GREEN BUILDING PRACTICES IN NEIGHBORHOOD PATTERN AND DESIGN.

Policy S-2.1

Encourage the design of projects that incorporate high levels of internal connectivity and connections to surrounding development to promote a variety of travel options.

Policy S-2.2

Provide direct and safe connections for pedestrians, bicyclists and drivers to key components of a project, local destinations and neighborhood centers.



Tree helps shade in summer

Policy S-2.3

Encourage the design and construction of buildings to utilize green building practices.

Policy S-2.4

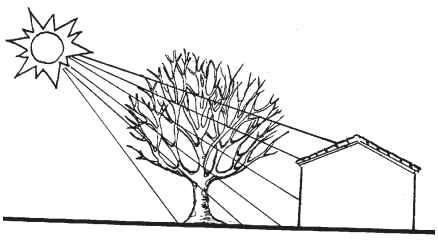
Preserve existing tree canopy, native vegetation and pervious surfaces.

Policy S-2.5

Preserve community livability, transportation efficiency and walkability.

Policy S-2.6

Provide appealing and comfortable pedestrian street environments in order to promote pedestrian activity.



Deciduous tree allows solar gain in winter

Policy S-2.7

Promote bicycling and transportation efficiency.

GOAL S-3
PROMOTE DEVELOPMENT TO USE GREEN CONSTRUCTION AND TECHNOLOGY PRACTICES. THIS REFERS TO STRUCTURES THAT USE ENVIRONMENTALLY RESPONSIBLE PROCESSES AND THAT ARE RESOURCE-EFFICIENT THROUGHOUT A BUILDING'S LIFE-CYCLE; FROM SITING TO DESIGN, CONSTRUCTION, OPERATION, MAINTENANCE, RENOVATION AND DEMOLITION.

Solar shade structure

Policy S-3.1

Encourage the design and construction of energy-efficient buildings to reduce air, water and land pollution and environmental impacts from energy production and consumption.

Policy S-3.2

Reduce the impact of "heat islands" by providing shade structures and trees that can produce large canopies to provide shade. In addition, choose roof and paving materials that possess a high level of solar reflectivity.

Policy S-3.3

Achieve enhanced energy efficiency by creating the optimum conditions for the use of passive and active solar strategies.

Policy S-3.4

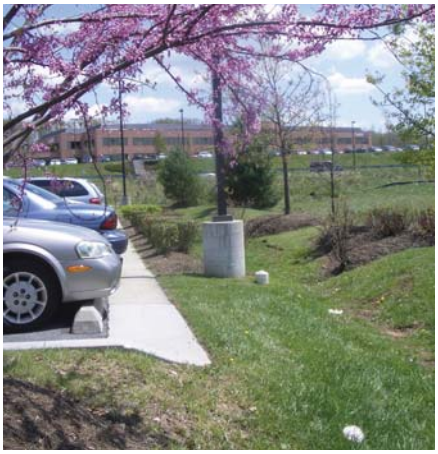
Use recycled and other environmentally-friendly building materials whenever possible.

10.10.3 Sustainable Design Guidelines

The efficient layout of the built environment presents an opportunity to enhance the quality of life within the Plan Area while reducing the development's ecological footprint to help protect the environment. Both compact neighborhood design and infill developments are strongly encouraged. In general, compact neighborhood design refers to a development that offers a diverse mix of land uses that are well-connected, both internally and to surrounding neighborhoods. Infill development includes building in a previously developed area or an area adjacent to existing development. Infill development also preserves the need for extending expensive and resource-depleting infrastructure to remote areas.

The following guidelines examine the potential impacts related to site planning and building design and the corresponding sustainable solutions that should be implemented to reduce those impacts.

Solar panels



Swales help infiltrate pollutants

Sustainable Site Planning Guidelines

a. The project site should be designed to maintain natural stormwater flows by promoting infiltration. Pervious paving and other measures to minimize impervious surfaces are encouraged. Stormwater should be reused for non-potable uses such as landscape irrigation.

b. Impervious paving should be minimized, increasing on-site infiltration and reducing or eliminating pollution from stormwater runoff and contaminants.

c. Reduce pollution from construction activities by controlling soil erosion, waterway sedimentation and airborne dust generation.

d. Minimize the impact of light pollution through the use and placement of appropriate lighting technology.

e. Building placement should be sensitive to site topography and should be integrated seamlessly with minimal impact.

f. Site drainage should be designed integrating a decentralized system that distributes stormwater across a project site to replenish groundwater supplies. In addition, various devices that filter water and infiltrate water into the ground should be considered.

g. Constructed surfaces on the site should be shaded with landscape features and utilize high-reflectance materials and other materials to reduce the heat absorption of hardscape.

h. Ensure consistency with the Ventura County Municipal Stormwater Permit ("MS4 Permit") which requires specified new development and redevelopment projects to control pollutants, pollutant loads and runoff volume emanating from impervious surfaces by specifying an Effective Impervious Area (EIA) site limitation and a fixed runoff volume to be retained on-site.

i. Low Impact Development (LID) techniques that emphasize conservation and use of on-site natural features to protect water quality should be utilized. These features replicate the pre-development water flows through infiltrating, filtering, storing, evaporating, and detaining runoff.

10.10.4 Streetscape/Landscape Design

The following guidelines discuss the importance of a project's relationship to the streetscape and integration of landscape features.

Sustainable Streetscape/Landscape Design Guidelines

a. Limit the use of potable water or other natural surface or subsurface water resources available on or near the project site for landscape irrigation.

b. Drought-tolerant landscaping is encouraged. Plant selection should be based on the climate and environment of the area as well as site characteristics such as exposure, light intensity, soil analysis, site drainage and irrigation. Proper plant selection based on site characteristics should enhance the plants' likelihood of becoming established in the site and reduce potential incidences of low vigor, excessive maintenance, disease or death. Native species are preferred for natural landscapes.

c. Permeable paving should be used in parking lanes, alleys and paving surfaces in plazas where feasible.

d. All permeable paving surfaces must be ADA-accessible.

e. Swales to convey stormwater should be provided along the edges of streets along parkways where feasible.

f. Where infiltration is possible, swales should be designed with a subsurface infiltration trench to allow infiltration.

Porous concrete has a higher reflectance than porous asphalt

Non-potable water can be utilized for irrigation

10.10.5 Description of Sustainable Techniques

Cool Roofs

Cool roofs are roofs consisting of materials that effectively reflect the sun's energy from the roof surface.

Cool roofs reduce the roof surface temperature, thereby reducing the heat transferred into the building below. This helps to reduce energy costs (by keeping attics and ducts cooler), improve occupant comfort, cut maintenance costs, increase the life cycle of the roof and reduce urban "heat islands."

Utilize low water-requiring plants

Reflective material on buildings reduces heat absorption

Solar Panels

Solar panels make use of the sun's energy by harvesting sunlight and actively converting it to electricity. Solar cells, or photo voltaic cells, are arranged in a grid-like pattern on the surface of the solar panels and collect sunlight during the daylight hours. Solar power provides consistent, low maintenance electricity and any excess solar power from a home or business can potentially be sold into local electricity grids, further reducing a building's electricity costs. Unlike non-renewable energy sources, solar power does not pollute the air or water. It replaces electricity generated from facilities powered by coal, natural gas and other non-renewable fuels, eliminating threats to public health such as carbon monoxide, particulate and toxic chemical emissions from those facilities. The design, construction, and installation of solar photo voltaic systems on buildings shall be regulated by Title 24 of the California Building Standards Codes.

Solar panels transfer sunlight into energy

Permeable Paving

Permeable paving typically refers to pavers, porous concrete or, in some cases, a pathway material such as decomposed granite. These materials are generally effective for stormwater infiltration to help prevent excess runoff. Depending on soil types, recommended permeable materials may include pervious concrete, which has a permeability rate of 12 inches per hour and has the appearance of exposed aggregate concrete; unit pavers/ bricks/stone that provide a durable and attractive surface, have been spaced to expose a permeable joint and placed on a permeable base; crushed aggregate that provides a wide variety of aggregate types and which must be bounded by a rigid edge; turf blocks; and flagstone which is suited for low traffic areas.

Permeable paving may be used in appropriate locations including sidewalks, plazas, pedestrian paseos, parking spaces, and driveways. This method will allow water to infiltrate the ground where it lands and will help to mitigate new development impacts.

Permeable paving

Bio-swales

The use of bio-swales represents an evolution in the conventional civil engineering solutions addressing stormwater runoff. While acting as a functional stormwater management system, the bio-swales redesign traditional curbs and gutters to redirect stormwater into planter strips, rather than capturing runoff in pipes and diverting it to a remote location. These low impact techniques maximize efficiency by irrigating landscaping and filtering and reducing stormwater runoff.

Subsurface Irrigation Systems

Subsurface irrigation systems may be used as an alternative to sprinkler and other types of mainstream irrigation systems. These irrigation systems employ "green" technology that uses gravity and a concept called "capillary rise" to irrigate, while using approximately 60 percent less water on average that traditional sprinklers. Beneath the turf lies a special layer of sand and gravel, and below this layer are multiple plastic liner pans. Water is stored in these pans and the system relies on capillary flow to wet the root zone of the plants. The pans maintain a level of approximately three inches of water, either from harvested rain water or another non-pressurized water irrigation source. When the water level in the pans drops too low, a sensor automatically refills the water in all of the chambers. Through this technique, water is not lost into the subsoil and is only used when needed.

Bio-swale

Anticipated benefits using a subsurface irrigation system include:

- Reduced water use of approximately 60 percent
- Increased drainage capacity
- Generally lower maintenance costs compared to sprinkler irrigation
- Lower operational costs
- Effluent use without public exposure issues
- Reduction of environmental pollution
- The capture and recycling of water

Subsurface irrigation system

Subsurface liner

Irrigation systems should have efficient flow and coverage

Water Efficient Irrigation

Employing water-efficient irrigation techniques is a simple and effective way to conserve water. A drip irrigation system should be used to water trees, shrub beds and areas of groundcover to eliminate evaporation losses. Plants should be grouped based upon similar water requirements into common zones to match precipitation heads and emitters. Controllers should be selected that offer adjustable watering schedules and moisture sensors to account for seasonal variations, and should be calibrated appropriately. Automatic water controllers should be scheduled for night irrigation to reduce losses due to evaporation and wind drift. If efficient irrigation techniques are implemented, water use can be reduced significantly.

Landscaping

Trees are an effective means to reducing the heat island effects. They help to keep areas cool by providing shade and consequently keeping streets, parking areas and building surfaces cooler. In addition, trees use evapotranspiration to cool themselves and the surrounding air. Evapotranspiration is the process by which trees "perspire" from both their leaves and the root systems. The result: as the water evaporates, it dissipates the heat in and around the tree which leads to cooler air in the area encompassing the tree.

Plants help cool the environment around them

The leaves on a tree can also help reduce air pollution by "capturing" airborne particles, such as nitrogen dioxide (NO2), nitrogen oxide (NO), and sulfur dioxide (SO2), while at the same time releasing oxygen (O2). In addition, trees intercept and absorb rain through their leaves and roots, thus reducing the amount of water falling on the pavement and hard surfaces, thus reducing stormwater runoff.

Leaves capture airborne particles and convert them into oxygen

Dawson Drive Area Concepts and Design Guidelines

10.11 EXISTING REGULATIONS AND DOCUMENTS

10.11.1 Introduction

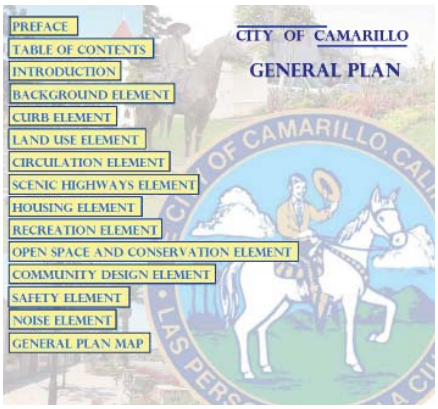
The goals, objectives and guidelines detailed in the Community Design Element guide citywide development, creating a consistent, unified image to enhance and preserve the overall character of Camarillo.

There are existing regulations and documents that also guide and regulate future development and improvements. These documents and regulations include the following:

General Plan, Zoning Ordinance, Sign Ordinance, Grading Ordinance, CURB Ordinance, planned development permits, architectural review, Subdivision Ordinance, Specific Plans, historical preservation, environmental review, Hillside Ordinance and the Street Median and Parkway Landscape Master Plan.

The various development standards and controls promote the application of the General Plan goals including its various elements.

Springville Specific Plan



City of Camarillo
General Plan Elements

10.11.2 City of Camarillo Planning Commission Design Review Guidelines

The purpose of the Planning Commission Design Review Guidelines is to assist the implementation of Specific Plans and other design guidelines when reviewing projects. They support the preservation and enhancement of the character of the city of Camarillo consistent with the Community Design Element.

The Architectural Review Committee shall interpret the guidelines and recommend approval, conditional approval, modification, or denial if the design does not comply with the established standards.

Old Town Camarillo
Ventura Boulevard Design Guidelines

10.11.3 Old Town Camarillo Ventura Boulevard Design Guidelines

Adopted in 1997, the Old Town Camarillo Ventura Boulevard Design Guidelines encourage and guide improvements, both public and private, within the area of the city commonly known as “Old Town.” These guidelines illustrate the design objectives of the community, including business and property owners within the Old Town area.

All proposed structural or façade changes, as well as new public or private construction within the Old Town area should be designed to be consistent with these Design Guidelines.

Public and private investments along Ventura Boulevard have rejuvenated Old Town, creating an inviting, pedestrian-oriented commercial district that is home to restaurants and specialty retailers.

Old Town Camarillo
Ventura Boulevard Design Guidelines

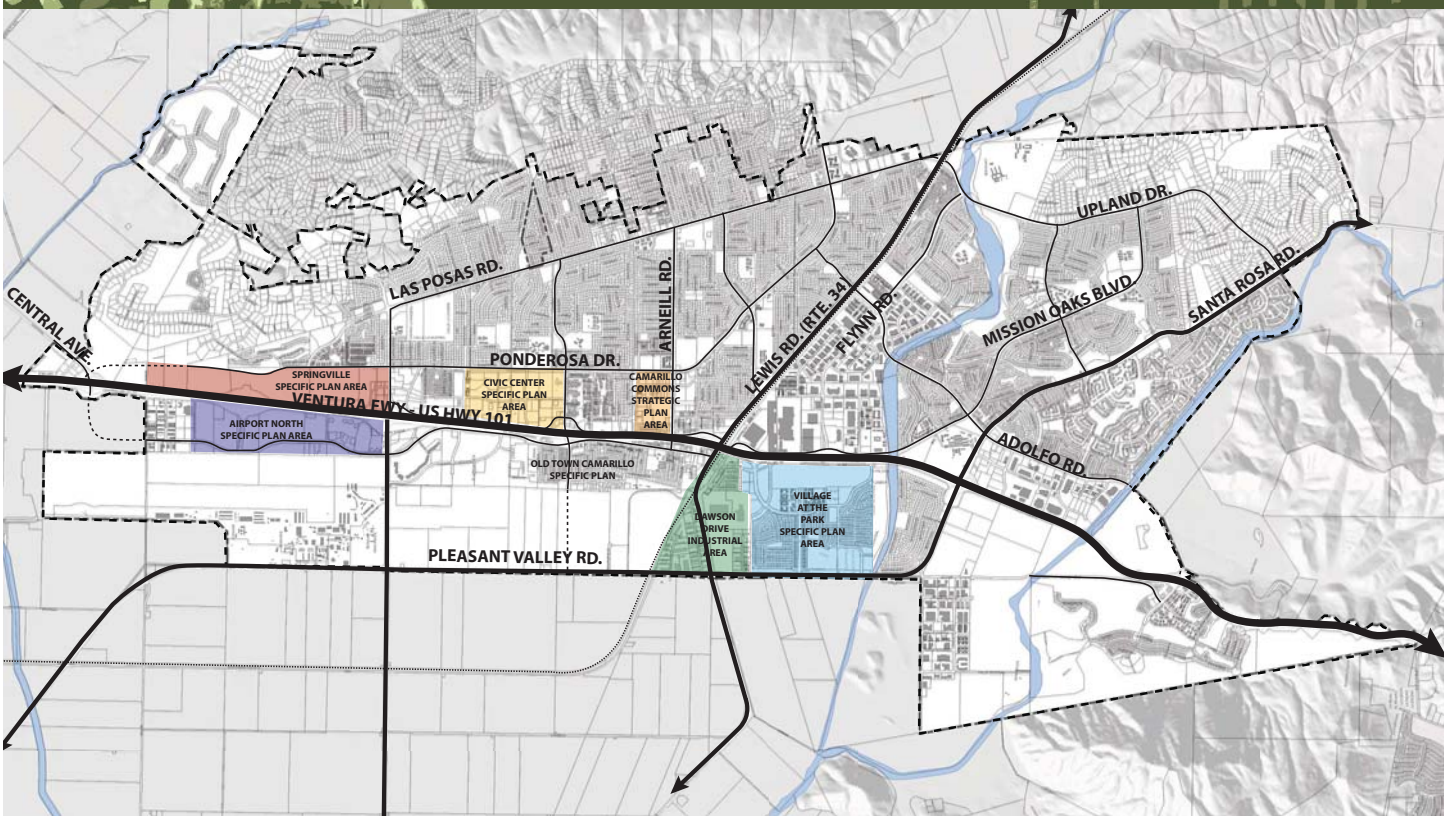


Figure 10.13 - Specific Plan Area Map

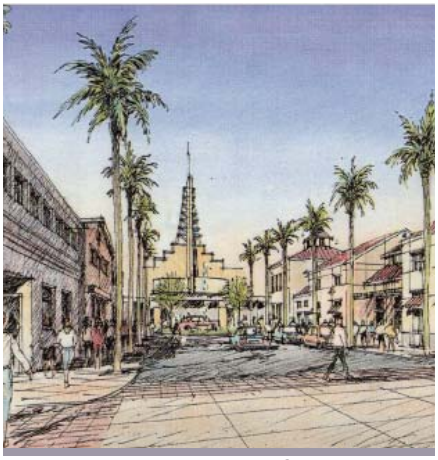
10.11.4 Village at the Park Specific Plan

The Village at the Park Specific Plan, provides the City of Camarillo with a comprehensive planning program to direct the orderly development of the Village at the Park site. The Specific Plan provides a conceptual land use plan, regulations, guidelines and programs to ensure that this area of the city is developed in a manner consistent with the goals, objectives, principles and policies of the City of Camarillo General Plan.

This Specific Plan allows development of a wide variety of residential, commercial, recreational and institutional uses within the 330-acre Specific Plan Area.

The majority of this Plan Area is built out. Remaining development areas should be constructed consistent with the goals, objectives, policies and design guidelines found in the Specific Plan.

Village at the Park development



Springville Specific Plan sketch

10.11.5 Springville Specific Plan

The Springville Specific Plan provides the City of Camarillo with a comprehensive planning program to direct the orderly development of the Springville site located at the western gateway to the city. The Specific Plan provides a conceptual land use plan, regulations, guidelines and programs to ensure that this area of the city is developed in a manner consistent with the goals, objectives, principles and policies of the City of Camarillo General Plan.

The Specific Plan allows development of a variety of uses, including residential, mixed use and recreational, within the 173-acre Specific Plan Area. As this area develops, special consideration should be given to the following:

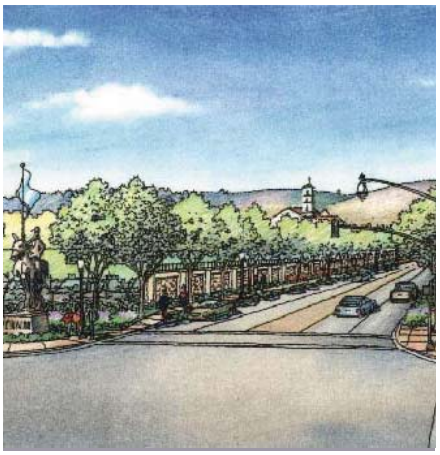
Springville Specific Plan Village Center Master Plan Layout

- Interface with Highway 101 – Provide an attractive sound berm with landscaping
- Consider providing a city gateway monument at the western boundary of the project area
- Ensure architectural compliance with the Heritage Zone
- Incorporation of public art and enhanced bridge treatment into bridge design
- Enhance on-ramp and off-ramp with landscaping

Dawson Drive Industrial Area Concepts and Design Guidelines

10.11.6 Dawson Drive Industrial Area Concepts and Design Guidelines

The approximately 180-acre Dawson Drive Industrial Area houses many of the city's industrial businesses, in addition to large parcels of vacant and underutilized land such as the Imation and EJM properties. While centrally located, the area is not easily accessible by vehicle, foot or bicycle. Lewis Road, Highway 101, Dawson Drive and the railroad tracks crisscross the area, making it very difficult to navigate, particularly from east to west.



Dawson Drive Industrial Area Concepts and Design Guidelines

The Dawson Drive Industrial Area Concepts and Design Guidelines establish a set of design standards and improvements that will guide its redevelopment into a vibrant district. Key components of the plan are to:

- Enhance signage
- Improve circulation and access
- Improve existing properties
- Create new infill development
- Create unity within the Plan Area through quality design

10.11.7 Camarillo Commons Strategic Plan

The Camarillo Commons Strategic Plan establishes a long range plan for the revitalization of the 55-acre Camarillo Commons Plan Area. The plan articulates a vision for the Plan Area and provides development standards and guidelines for new development and redevelopment. It establishes a framework for development within the area with a new system of circulation and parking, and a cohesive set of streetscape improvements that will create a pedestrian-friendly environment and sense of place in the heart of Camarillo. The plan includes a mixed-use component to infuse a vibrant atmosphere on a more continuous 24/7 basis. This plan supports the goals and objectives of the City's General Plan.

Camarillo Commons Strategic Plan

10.11.8 City of Camarillo Landscape and Irrigation Guidelines

The purpose of the guidelines is to assist in the preparation of landscape plans and water conservation measures to ensure that they satisfy the City of Camarillo landscape requirements and State of California water conservation requirements. It is also the intent of the guidelines to provide the landscape architect with as much latitude as possible when designing the project landscaping, while at the same time meeting water conservation requirements and the City's landscaping standards.

10.11.9 Street Median and Parkway Landscape Master Plan

The Street Median and Parkway Landscape Master Plan was adopted in April of 2001. The purpose of the Master Plan is to develop a unique streetscape theme for the major streets and intersections of the city. All recommendations of the Master Plan are restricted to the space within the boundaries of the city street rights-of-way. The major entrances to the city and certain key intersections are designated as "focal points" which are areas that include enhanced landscaping, paving materials and street furniture to accent these key areas. The following streets are included in the Master Plan:

- Las Posas Road
- Ponderosa Drive
- Carmen Drive
- Adolfo Road
- Arneill Road
- Temple Avenue
- Santa Rosa Road
- Upland Drive

10.11.10 Camarillo Municipal Code

Stormwater Quality Ordinance (Title 9)

The Stormwater Quality Ordinance implements the Federal Clean Water Act and California Water Code by prohibiting the discharge of pollutants to the city's stormdrain system and local waterways. The Ordinance implements requirements established in the city's Municipal Stormwater Permit, including standards for new development and redevelopment.

Zoning Ordinance (Title 19)

The Zoning Ordinance is the most comprehensive tool in establishing development standards. The Zoning Ordinance establishes permitted uses, building coverages, lot areas, setbacks, height limitations and similar restrictions. The standards contained in the Zoning Ordinance work together with other Municipal Code requirements to ensure the appropriate development and proper use of land in accordance with the General Plan.

Parking Code (Chapter 19.44)

The Parking Ordinance establishes development standards for the minimum amount of parking required for various types of uses. The Parking Code (Chapter 19.44) also addresses the development standards for parking lot landscaping. In conjunction with the requirements for loading spaces, the parking and loading ordinances address the minimum number of loading zones, their location and their minimum size.

Sign Ordinance (Title 17)

The Sign Ordinance for the City of Camarillo establishes controls to regulate the location, type and number of signs, colors, materials and the design of signs. It sets forth the permitted types of signs within the various land uses and contains principles for effective sign programs. The maintenance and the abatement of nonconforming signs has been effective in removing signs which were classified as nonconforming. The City should continue with the provisions of the Sign Ordinance to restrict both on-site and offsite advertising signs and to ensure that signs are appropriate and aesthetically pleasing.

Hillside Development Standards (Chapter 18.100)

The Hillside Development Standards regulates changes in the topography of the land, development of the hills, mountains and natural land forms within the city. It also ensures the maintenance of open space, the retention of scenic resources and addresses grading design. Grading design includes cut-and-fill slopes, soil stabilization and drainage to enhance development in hillside areas.

Any cutting or filling of land requires review by the City. The review considers the existing topography, existing facilities or features, existing vegetation and proposed changes. The proposed grading can be required to retain existing features such as rock outcroppings or mature vegetation.

The grading should also incorporate features to blend into the existing environment through design of the grading plan. Preliminary grading information should accompany proposed development plans at the time of consideration by the Planning Commission.

Subdivisions (Title 18)

It is the purpose of this title to regulate and control design and improvement of subdivisions within the city and to implement and supplement the provisions of the Subdivision Map Act concerning the design, improvement and survey data of subdivisions, the form and content of all maps provided for by the Subdivision Map Act and the procedure to be followed in securing approval (from the City Council, Planning Commission, Director of Engineering Services/City Engineer, Director of Planning and Community Development and Planning Department) regarding such maps. To accomplish this purpose, the regulations outlined in this title are determined to be necessary for the preservation of the public health, safety and general welfare, to promote orderly growth and development, to provide for housing needs of the region, to promote open space, conservation, protection and proper use of land, and to ensure provision for adequate traffic circulation, utilities and services.

10.11.11 Development Controls

Accessibility Standards

Title 24 of the State of California Administrative Code sets forth regulations known as the Architectural Barriers Law. The regulations affect the development of building through standards for buildings and site development and are enforced by the Department of Building and Safety. The Architectural Barriers Law promotes the use of ramps and other facilities to encourage accessibility for handicapped persons. The City's development standards also promote the use of ramping and handicapped parking facilities.

Planned Development Permit

The Zoning Ordinance requires Planning Commission review and approval of planned development permits for developments in most zones. The exceptions are the open space and agricultural zones and the rural and R1 single-family residential zones. The zones that require Planning Commission review set forth precise findings in approving projects so that they are adequately served by streets and utilities, consistent with the General Plan and surrounding uses, and are not detrimental to the environment. The review by the Planning Commission involves the site planning of projects, their relationship to adjoining uses and the design and style of the proposed buildings. In approving planned development permits, the Planning Commission should not only consider them with regard to ordinance requirements, but the project should also be compatible with the principles contained in the General Plan and its elements.

Architectural Review

The purpose of an architectural review committee is to review development plans for the parameters of architectural design, exterior building materials, landscape materials, graphics and signage. The Architectural Review Committee is comprised of two Planning Commissioners. The Review Committee aids in the review of projects to ensure that buildings conform to design standards, such as in Specific Plans and the Community Design Element, so that they are complementary to surrounding buildings and environmental features.

Public Lands and Easements

The City has the opportunity and the directive to ensure that lands under public ownership be properly managed and that they complement the area and the character of the community. In the management of public lands, unique qualities within the community should be protected and provide for public purposes, such as park lands, viewscapes or other environmental purposes. Should any public land be sold or exchanged, appropriate restrictions should be considered to carry out the intent of the Community Design Element. The acquisition of lands should be considered for public use for lands which would enhance the character of the community.

Maintenance Controls

The maintenance of both developed and undeveloped lands is important in promoting a positive image and quality environment. There are a variety of maintenance controls including housing code, fire prevention programs, litter controls, weed and insect controls and water pollution controls. These are in addition to the Municipal Code requirements which set forth standards for the maintenance of lands in conformance with the ordinance provisions. The enforcement of these provisions with mandatory abatement of persistent violations should be of primary importance.

Specific Plans

Specific Plans generate more precise land use patterns, development standards, street alignments, utility improvements and design themes for particular areas. Specific Plans can be utilized to coordinate planning among various parcels. Specific Plans can also be beneficial in coordinating development of new areas which may have otherwise been restricted from development because of access, property lines, lack of utilities, etc.

Public Improvements

Public improvements, such as streets, public buildings and utilities, should be reviewed in terms of their design, location, function and surrounding areas to ensure that the projects are compatible with the existing environment and surrounding land uses. In addition, they should be of a high quality design and promote the character of the city.

Environmental Guidelines

The City of Camarillo has adopted guidelines for the preparation of environmental impact reports which are consistent with the California Environmental Quality Act. The first policy of the state legislature in requiring environmental review of development is to develop and maintain a high-quality environment now and in the future, and to take all action necessary to protect, rehabilitate and enhance the environmental quality of the state. Additionally, actions necessary to provide the people of the state with clean air and water, enjoyment of aesthetic, natural scenic and historic environmental qualities and freedom from excessive noise should be taken.

The application of the environmental guidelines is to identify any and all potentially significant environmental impacts and to identify various alternatives and mitigating measures that could be required in the approval of a project. The intent is to provide decision makers more information to render a decision on a project to ensure that the highest quality environment will result.

SOAR

In an effort to help control development within its sphere of influence, Camarillo amended the City's General Plan in 1998 by adding the SOAR (Save Open space and Agricultural Resources) Ordinance. The ordinance created the Camarillo Urban Restriction Boundary (CURB) line to encourage efficient growth patterns and protect agriculture, natural resources and other open space uses by confining development within urban limits. A SOAR ordinance has been adopted by the County of Ventura and other neighboring cities to help prevent the loss of watershed, subdivision of prime agricultural land and exploitation of resources of lands in the county.

Camarillo Urban Restriction Boundary (CURB)

The City of Camarillo General Plan CURB element discusses the unique character of the city of Camarillo and the quality of life that city residents depend on, as well as the protection of a substantial amount of open space, natural resources and agricultural lands. The protection of such lands not only ensures the continued viability of agriculture, but also contributes to flood control and the protection of wildlife, environmentally sensitive areas and irreplaceable natural resources. The adoption of the CURB around the city of Camarillo promotes the formation and continuation of a cohesive community by defining the boundaries and by helping to prevent urban sprawl. The CURB promotes efficient municipal services and facilities by confining urban development to defined development areas. CURB restrictions remain in effect until December 31, 2020.

Ventura County Municipal Storm Sewer System Permit (MS4 Permit)

Camarillo is subject to the Ventura County Municipal Stormwater Permit (MS4 Permit) for stormwater discharges and urban runoff. The Ventura County Watershed Protection District is the principal permitter and the City of Camarillo is a co-permittee along with the County of Ventura and all of the other cities within the county. In addition to the MS4 Permit requirements, the Countywide Stormwater Technical Guidance Manual and related Countywide Stormwater Quality Urban Impact Mitigation Plan (SQUIMP) were prepared to describe in detail all activities subject to regulation, management measures, schedules for implementation of measures and specific standards against which success is measured within Ventura County.

Camarillo Airport Master Plan

Owned and operated by Ventura County, Camarillo Airport serves as a vital economic asset for Ventura County and the region. As such, the Camarillo Airport Master Plan (February 2010) ensures the careful and thoughtful planning of development in a manner which matches the developmental goals of the community. An important result of the Master Plan is to ensure a comprehensive development plan that is tailored to meet future facility needs. A comprehensive and proactive development plan protects surrounding development areas and ensures that they will be readily available when required to meet future needs.

Historic Preservation

The preservation of buildings having historical significance and other environmental features helps to tie generations together and fit into the fabric of the community. They are also beneficial in promoting the theme and character of the area and offer a richness that often cannot be duplicated. Attempts should be made to preserve and properly maintain those significant features. Surrounding developments should be a complement to historical buildings.

10.12 IMPLEMENTING ACTIONS

The following list identifies physical improvements and recommended actions that the City, private property owners, or non-profit organizations can pursue in order to implement the Community Design Element.

a. Continue to look for opportunities to provide public art.

b. Update the Street Median and Parkway Landscape Master Plan.

c. Select appropriate plant materials so higher levels of maintenance are not required. Where plants require less pruning this can reduce maintenance costs, green waste and allow plants to grow healthier.

d. Construct gateway monuments consistent with Figure 10.11.

e. Prepare a study regarding the potential location for enhanced parkway focal points within the community.

f. Update Citywide Wayfinding Signage Program.

g. As a major corridor through the city, improve Lewis Road to its full right-of-way section as a complete street with landscaping, bike and pedestrian paths.

h. Improve the following scenic corridors:

    1) Lewis Road

    2) Highway 101 interchanges

    3) Highway 101 median and shoulders

i. Prepare a street furniture program to adopt criteria for selecting street furniture within the city.

j. Develop an incentive program to encourage the renovation of outdated commercial shopping centers.

k. Explore redevelopment opportunities that may be available to further enhance Camarillo.

l. As the city matures, additional events that further the city's character and agricultural heritage should be promoted.

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