

General Plan Advisory Committee: Meeting #11

February 15, 2022



Opening of Meeting Doug Halter (Vice-Chair)

February 15, 2022



GPAC Members

- Lorrie Brown, Chair
- Doug Halter, Vice-Chair
- Philip Bohan
- Nicholas Bonge
- Stephanie Caldwell
- Kyler Carlson
- David Comden
- Joshua Damigo
- Nicholas Deitch
- Peter Freeman
- Kacie Goff
- Kelsey Jonker
- Stephanie Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Bill McReynolds
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Abagale Thomas
- Dana Worsnop

Use of the “Chat” Feature

- GPAC Members
 - We want to hear from you directly during the meetings
 - Please use Chat only to share your ideas during the discussion
 - Please do not engage in dialogue with each other or members of the public during the meeting
- Public
 - Please, no inflammatory language, personal insults or derogatory statements
 - During the presentation, please refrain from using the Chat function – we want to be sure everyone is paying attention and getting the information
 - Use Chat for individual comments and questions – please avoid having separate discussions and dialogue as it takes away from meeting content
- Reminder: Public Comment will occur at the end of the meeting

Tonight's Meeting

Agenda

- Staff updates/Engagement updates
- Citywide Framework and Areas of Discussion Direction
- Vision, Core Values and Strategies (*if time*)
- Public Comment

Outcomes

1. Feedback on a proposed citywide framework for Ventura's evolution
2. Ideas to consider in the land use alternatives for each area of discussion
3. Finalize the Vision



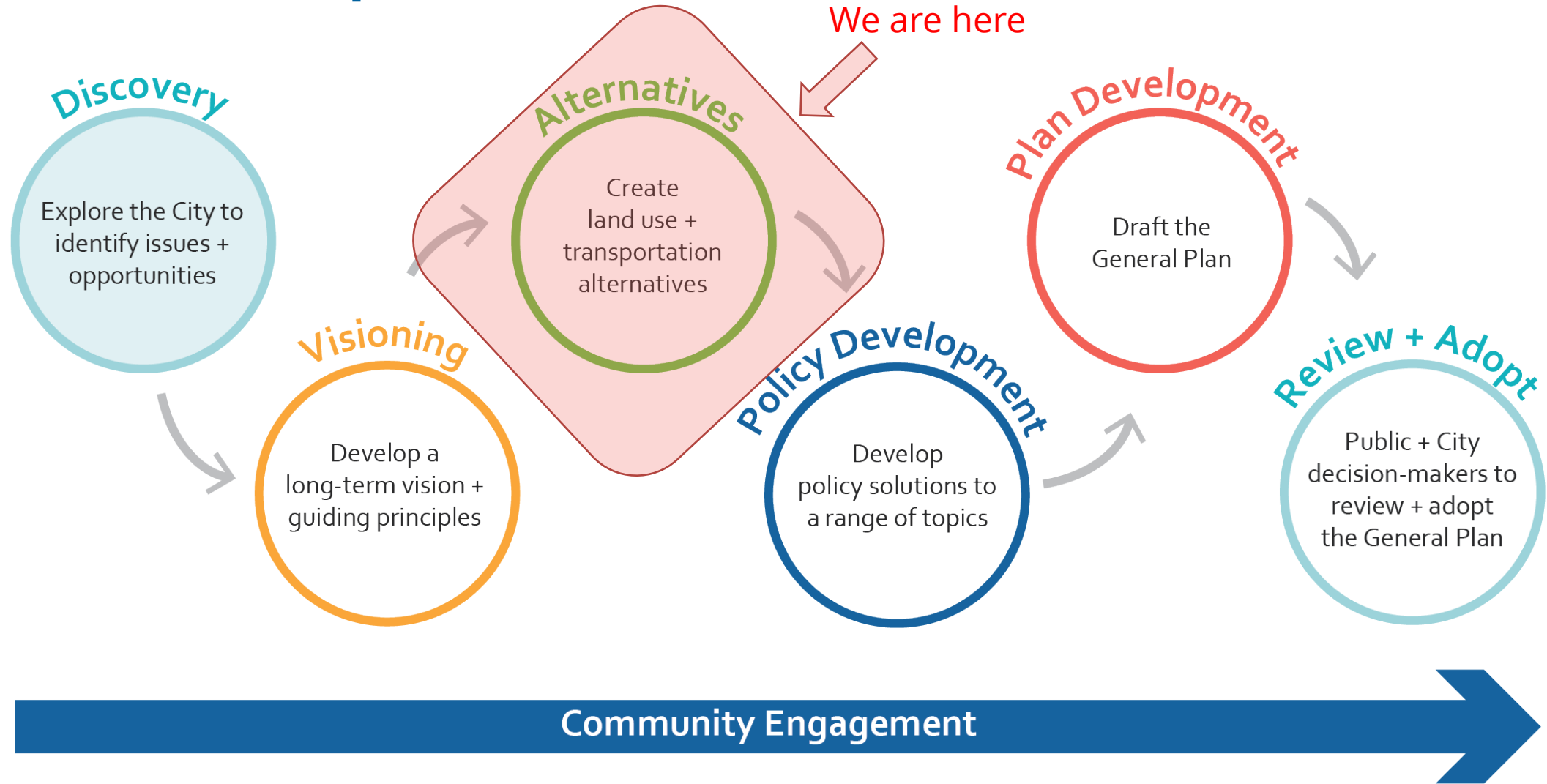


Staff Updates

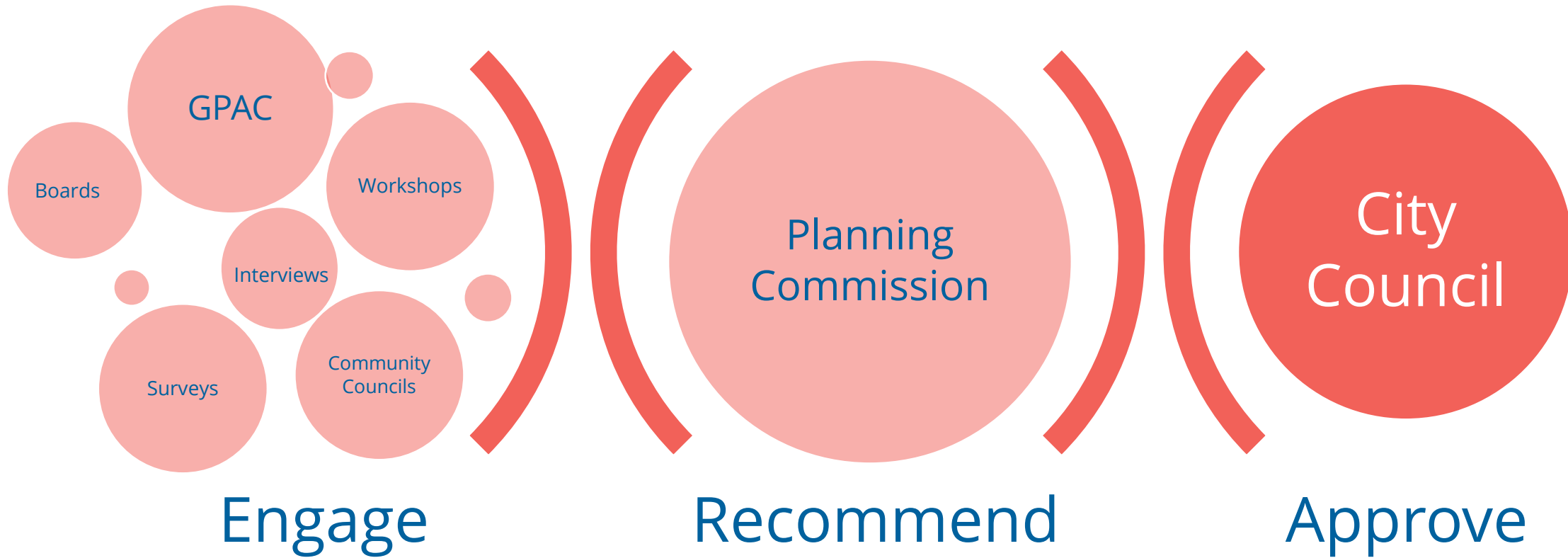
Staff Updates

- Housing-related Tasks
 - City Council adopted (Jan 31)
 - Inclusionary Housing Ordinance

General Plan Update Process



Decision-Making Structure



Engagement Efforts To Date

- **Newsletters:** shared and cross-marketed to more than **20,000** subscribers
- **Social Media:** City and GPU platforms reached more than **60,000** friends and followers and garnered over **200,000** impressions
- **Videos:** GPU videos on YouTube have over **2,000** total impressions
- **Community Events:**
 - **10** GPAC meetings
 - **5** educational forums
 - **1** Community Workshop and online engagement
 - **12** Community Council meetings
 - **7** Summer pop-up events
 - **23** Stakeholder interviews
 - **1** Environmental Justice focus group
 - City Council meetings
- **Community Surveys:**
 - **Issues & Opportunities (Nov 2020 – Jan 2021): 2,425** responses
 - **Visioning (Aug - Oct 2021): 1,505** responses
- **Advertising**
 - **Parks and Recreation Activity Guide:** mailed to **42,000 residents**
 - **Digital Screens** inside City Hall
 - **Auto Center Billboard Signs**
 - **Ventura Breeze Ads: 11,000** copies circulated in over 600 locations
 - **Water bill mailer insert:** mailed to **32,000 residents** in both English/Spanish
 - **Flyers/ Posters: 15,000** distributed to local businesses and community partners
 - **Coasters: 10,000** distributed to local businesses and community partners
 - **Stickers: 25,000** distributed to local businesses and community partners

Upcoming Engagement

- GPAC
 - Written comments on the Vision – Friday, Feb 18th at 5 pm
 - GPAC Meetings – March 15th and April 9th
- Public Comments on the Vision (online) – late Feb to mid March
- Environmental Justice Focus Groups - March
- City Council review of Vision – March 28th (tentative)
- Community Workshop – April
- Community Council Presentations – May/June

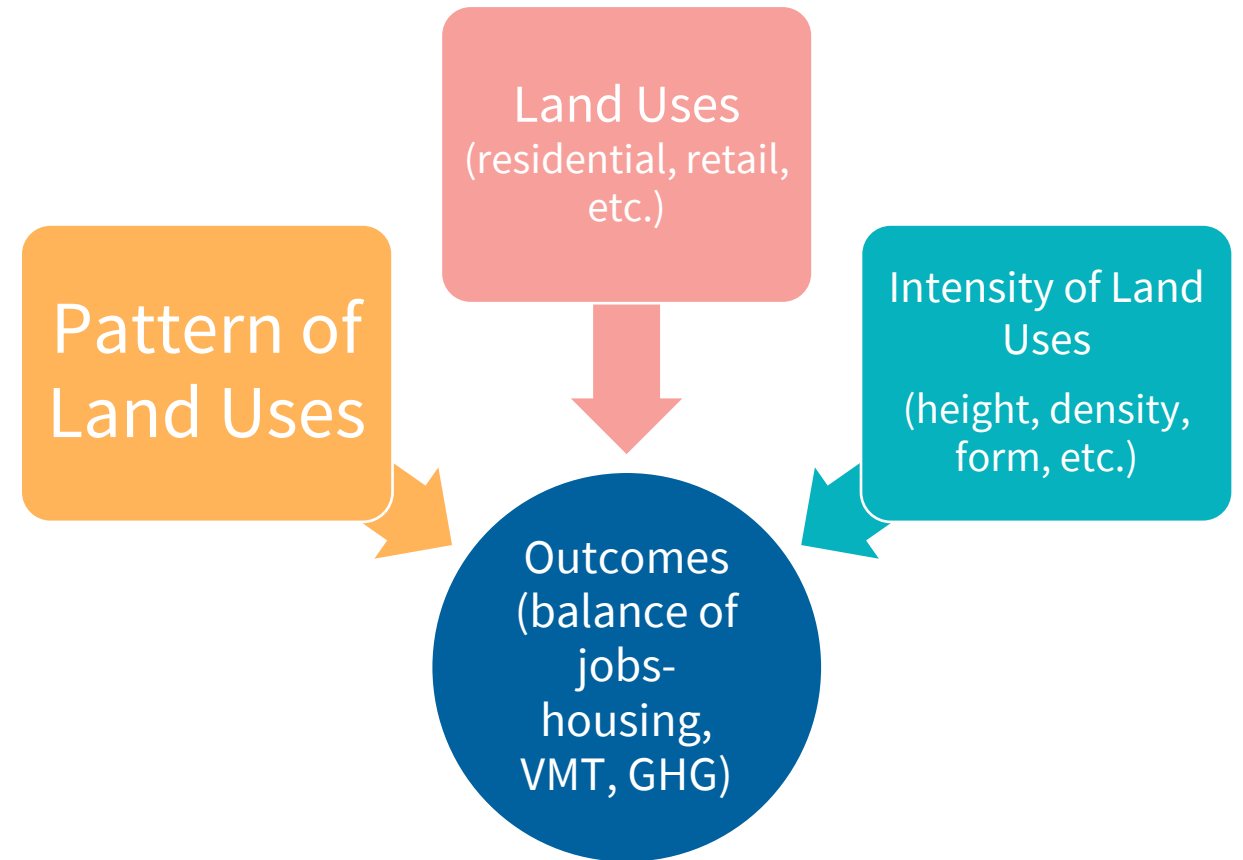
Questions?



Background

Purpose of “Land Use Alternatives”

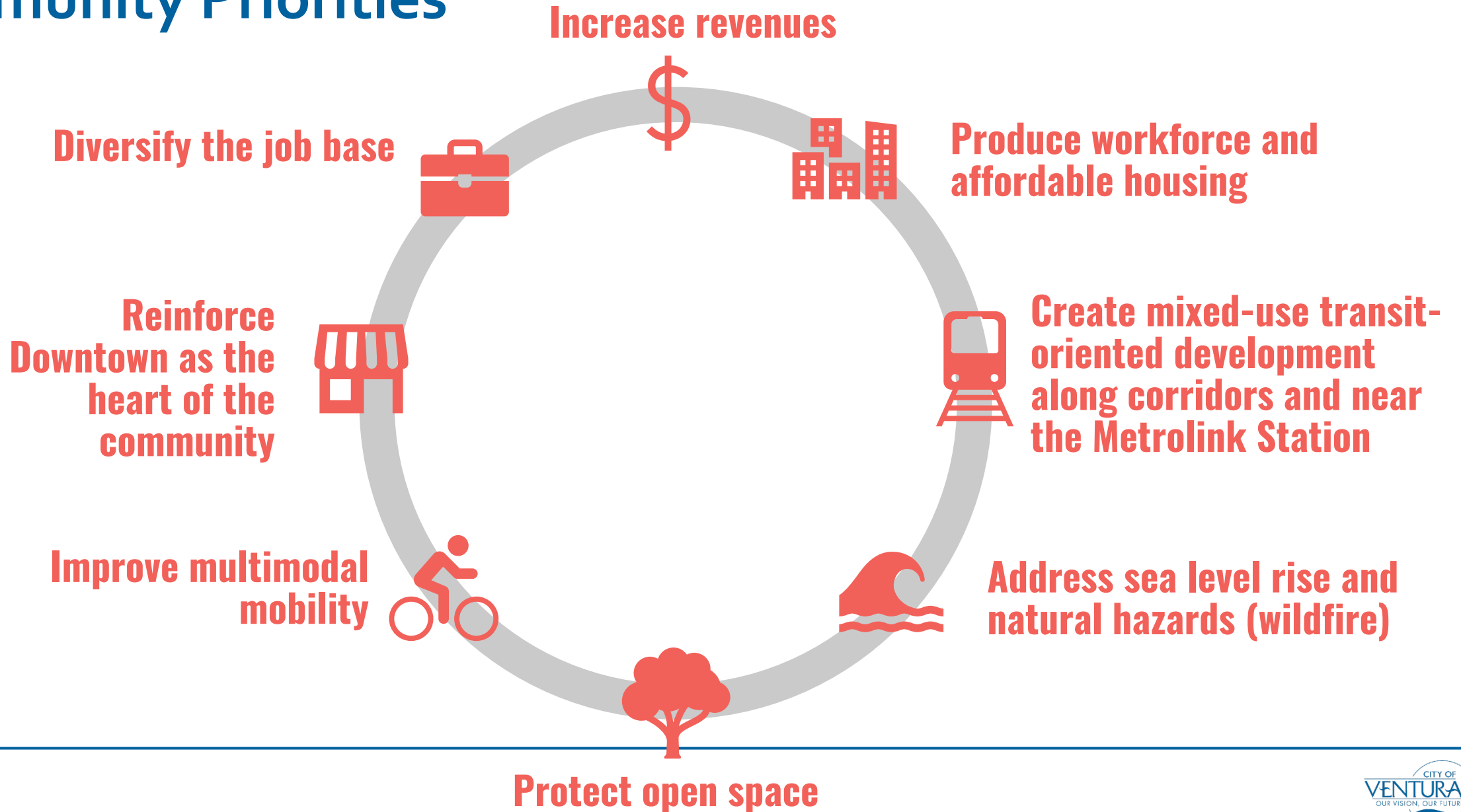
- Test different land use and urban design patterns
- Understand the trade-offs between the alternatives
- Make informed choices about the future
- Pivot towards the policies and implementation mechanisms needed to make these happen



Path to Land Use Alternatives



Community Priorities



Characteristics of Great Places

WALK TO SHOPS



SAFE STREETS



GET AROUND EASILY



HOUSING CHOICES



GATHERING PLACES



CITY SERVICES



SPECIAL CHARACTER



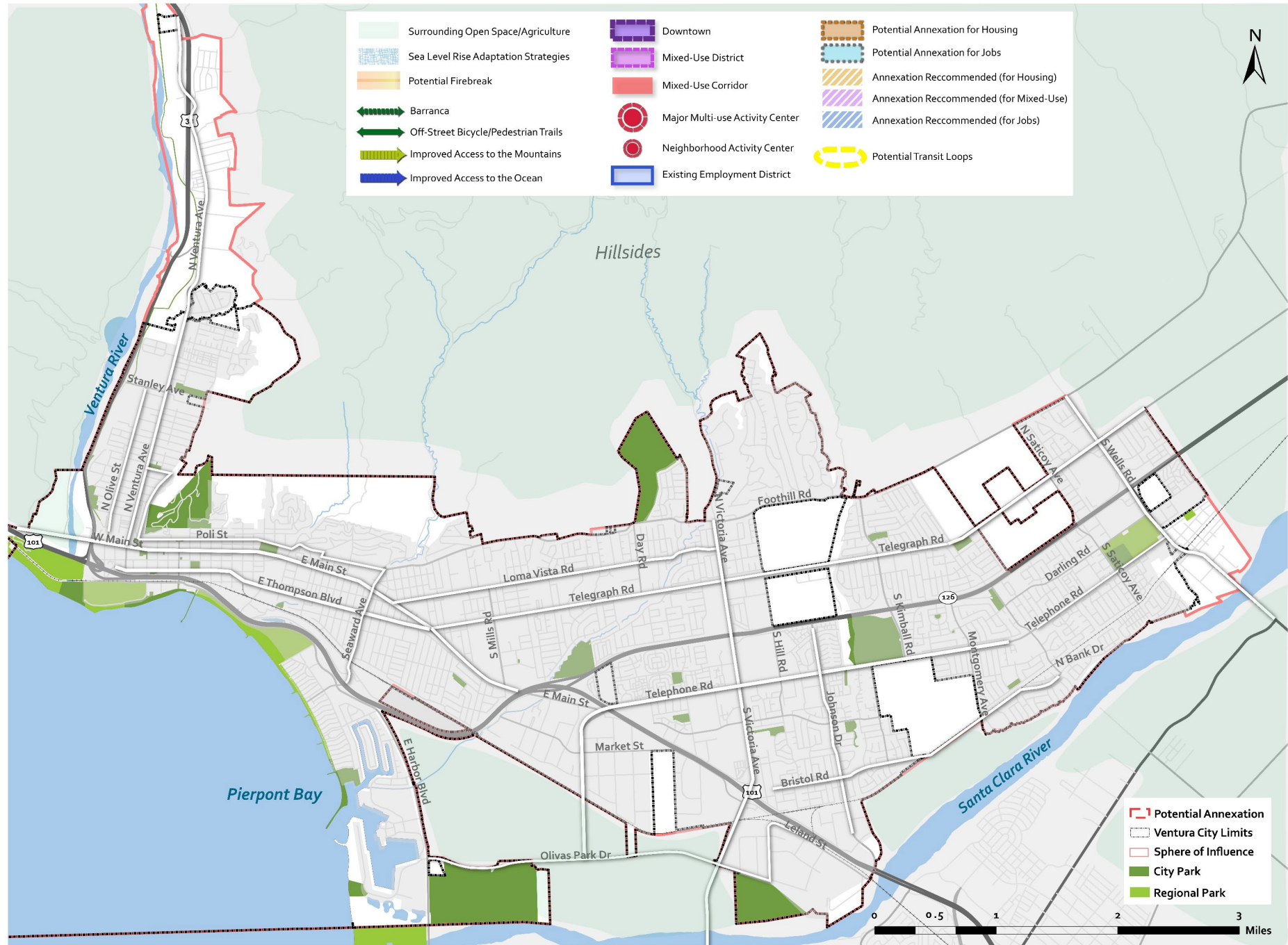
PART OF THE WHOLE



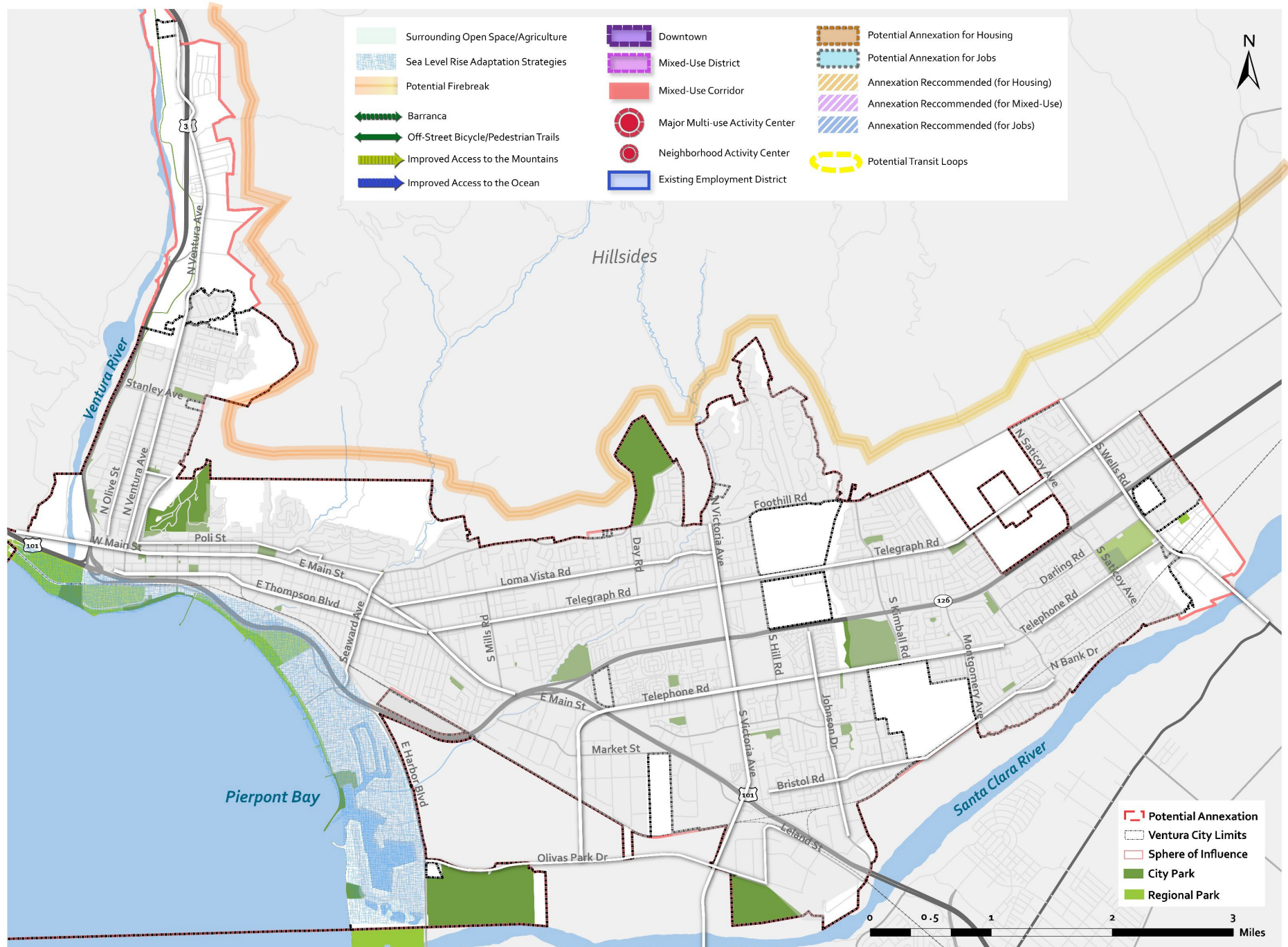
San Francisco
Planning

Citywide Framework: The Evolution of the City

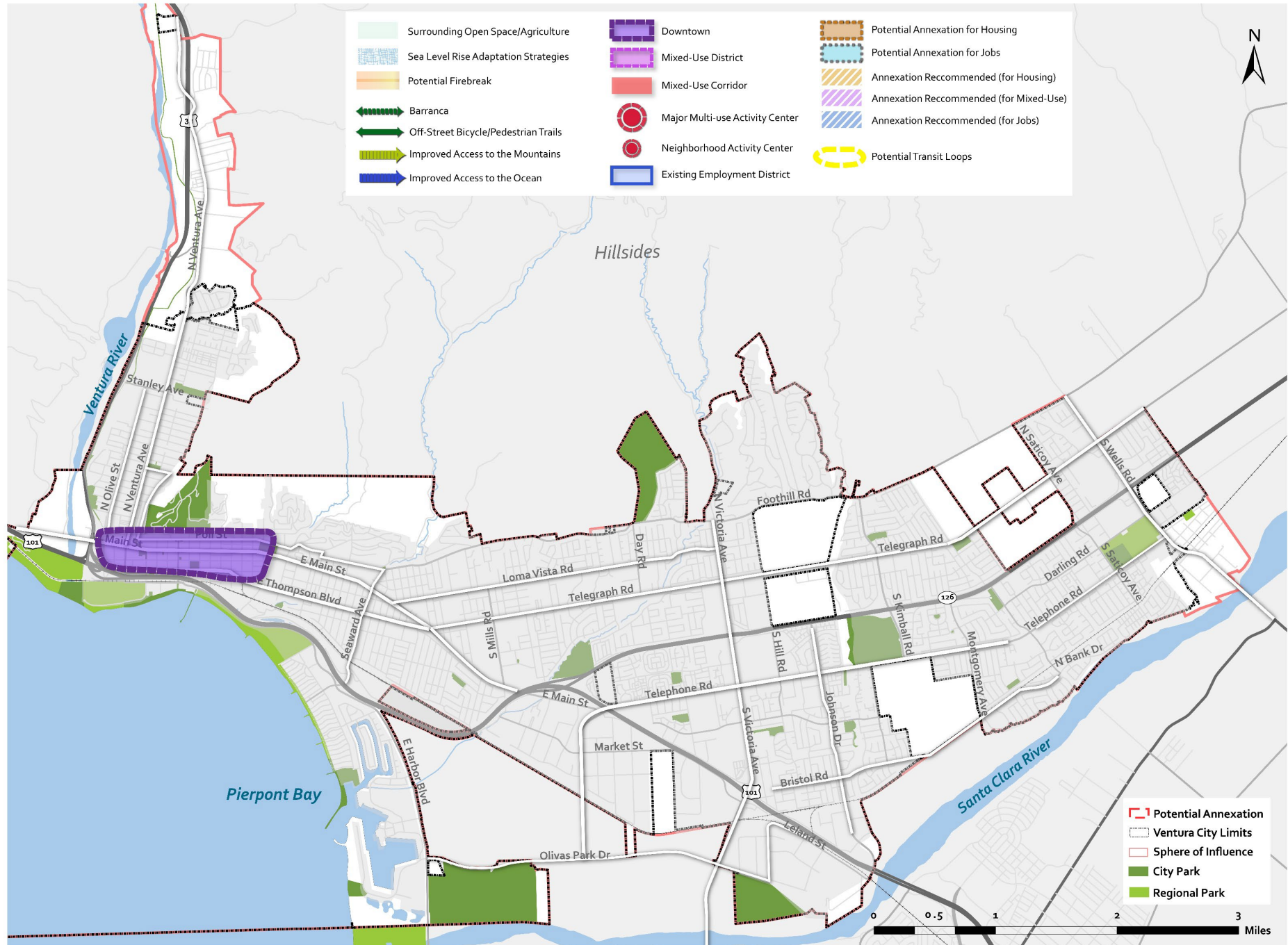
Open Space Buffer



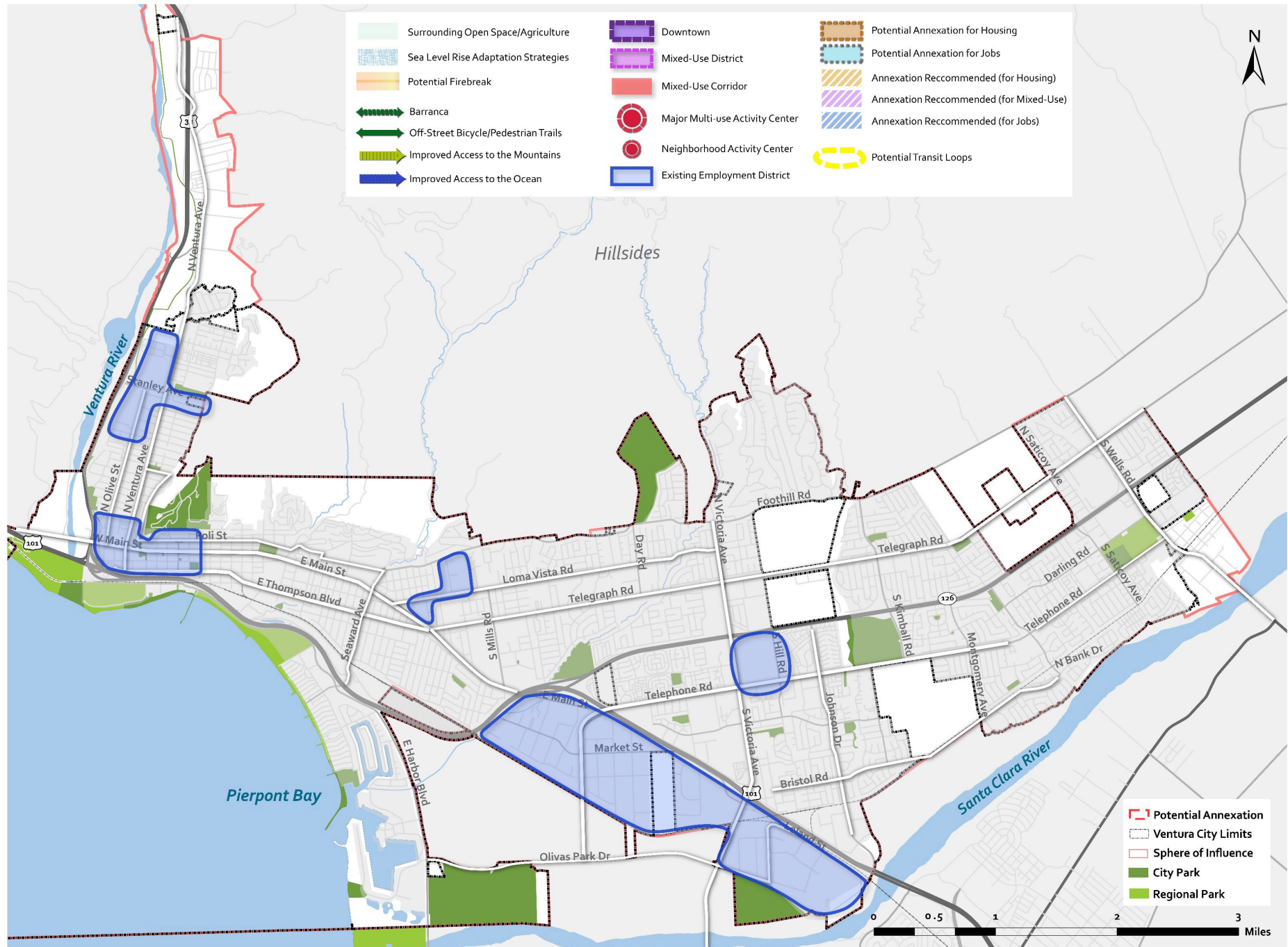
Sea Level Rise and Wildfires



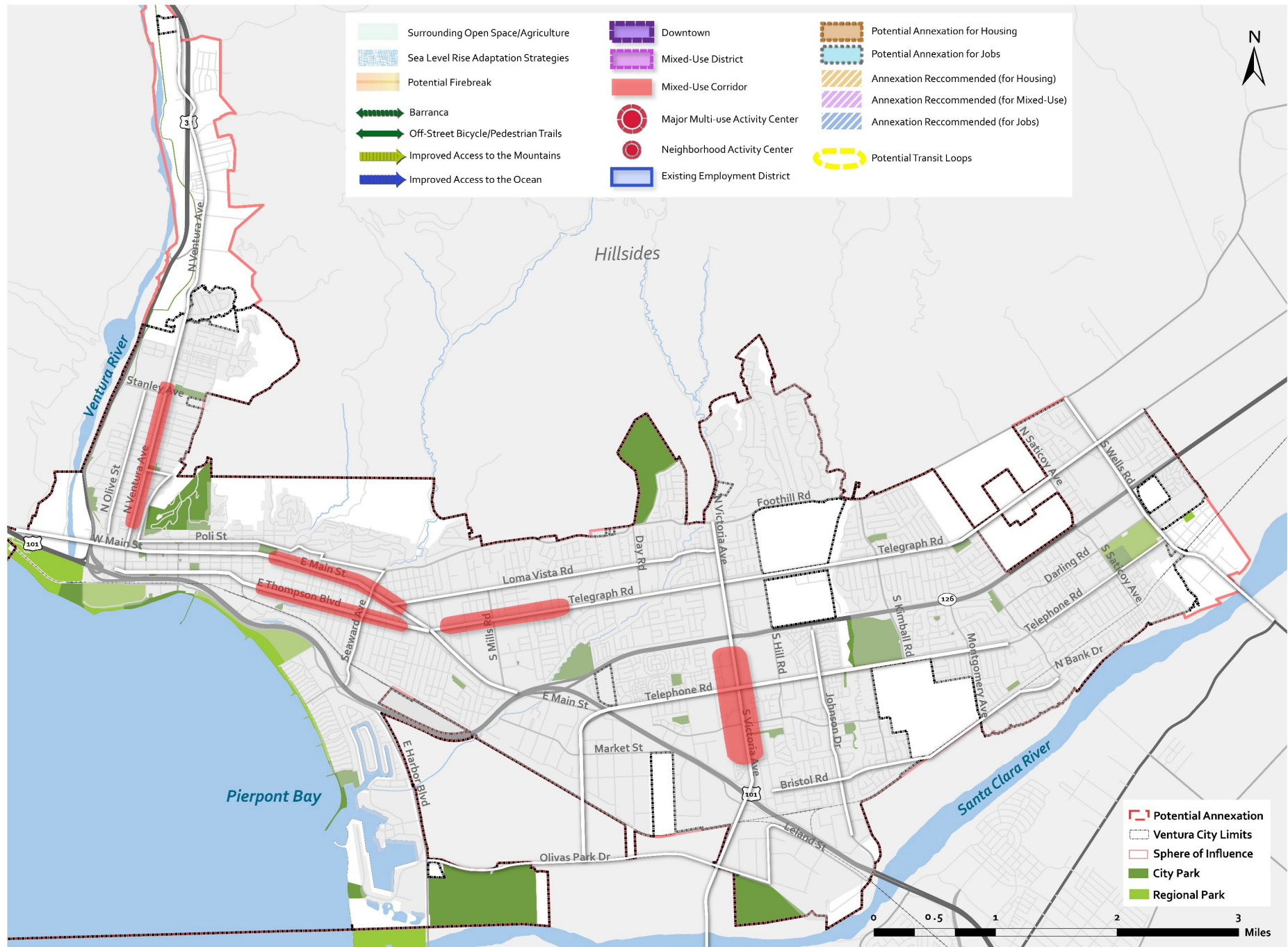
Downtown



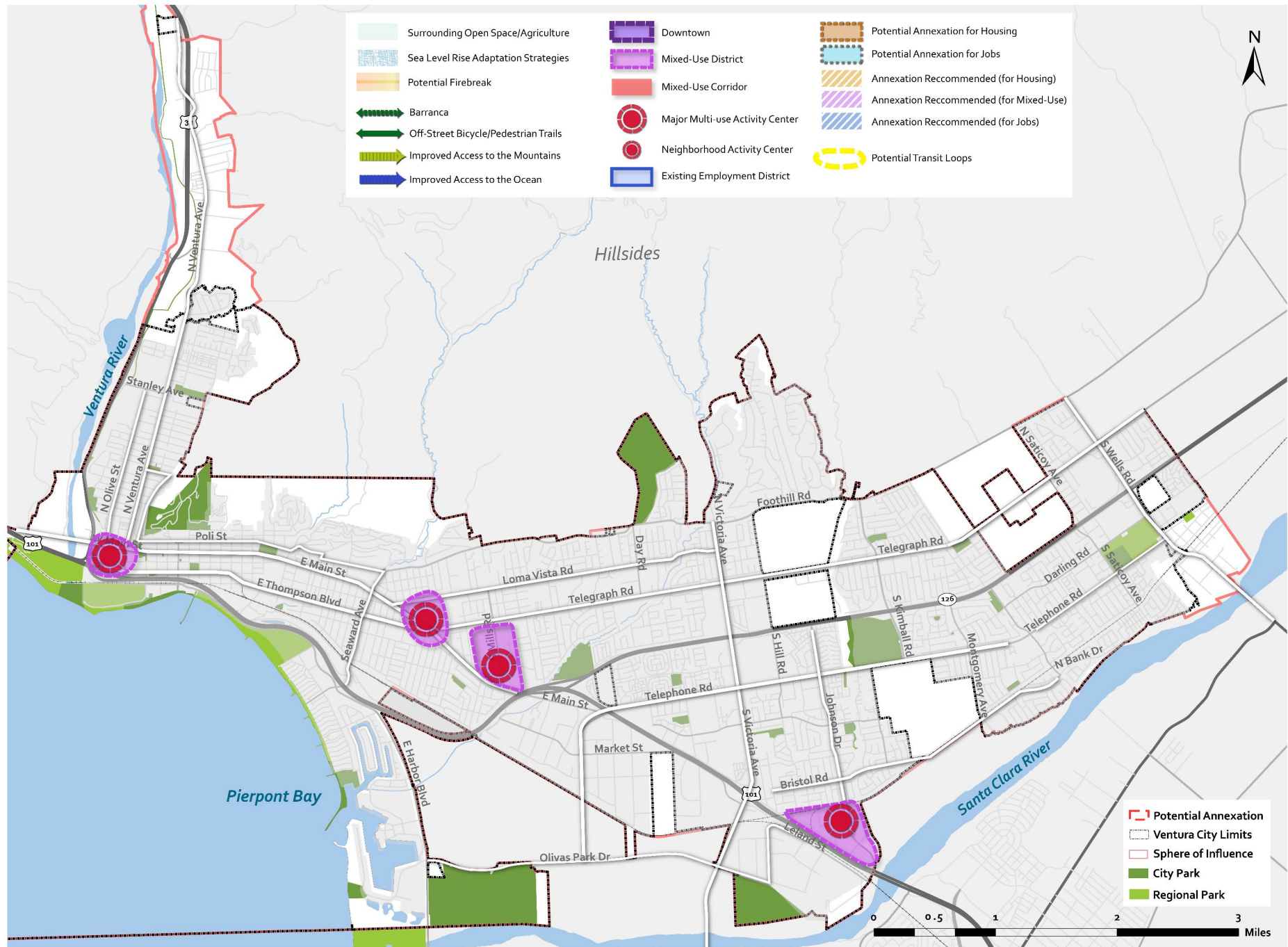
Jobs



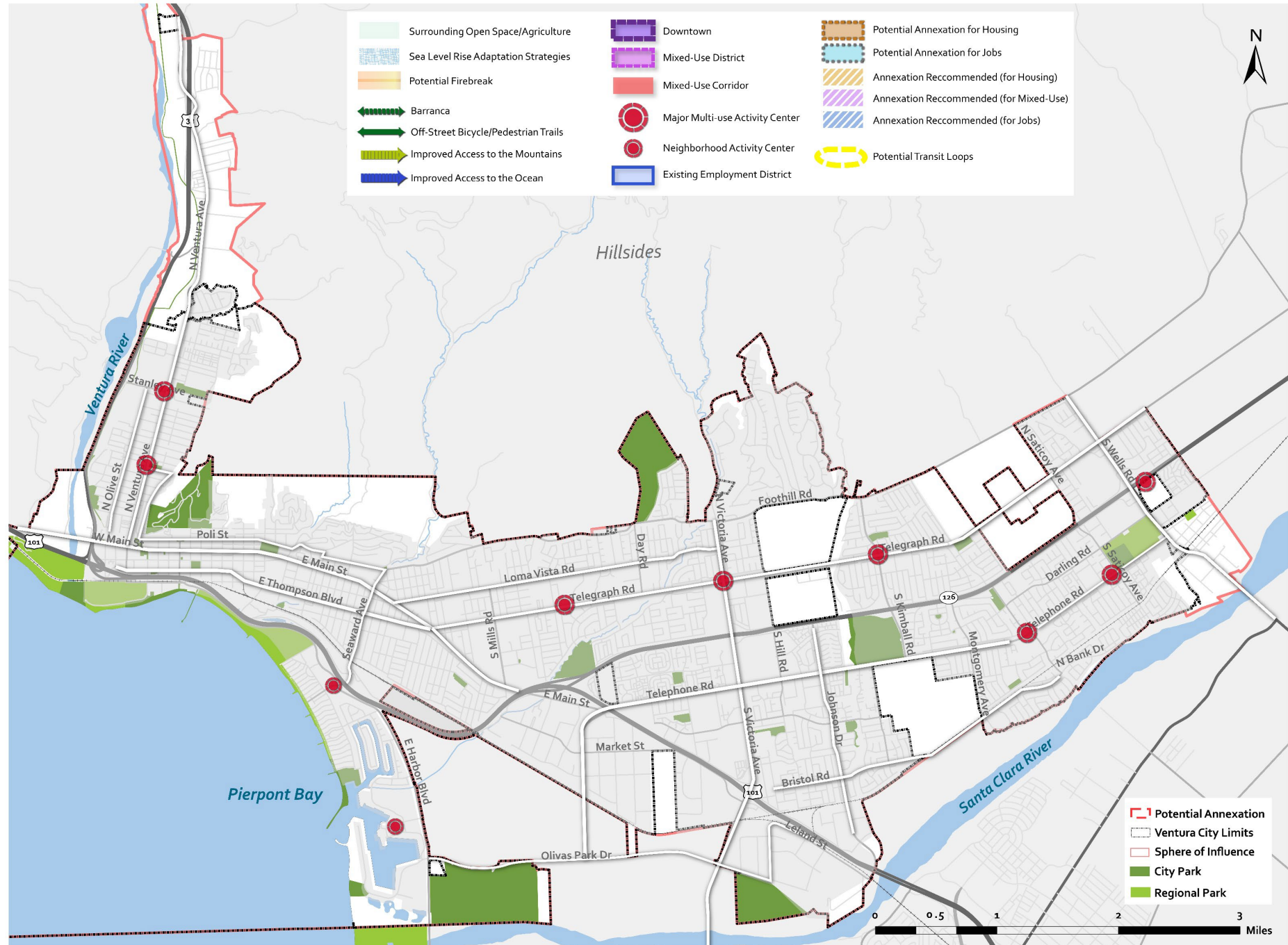
Mixed Use Corridors



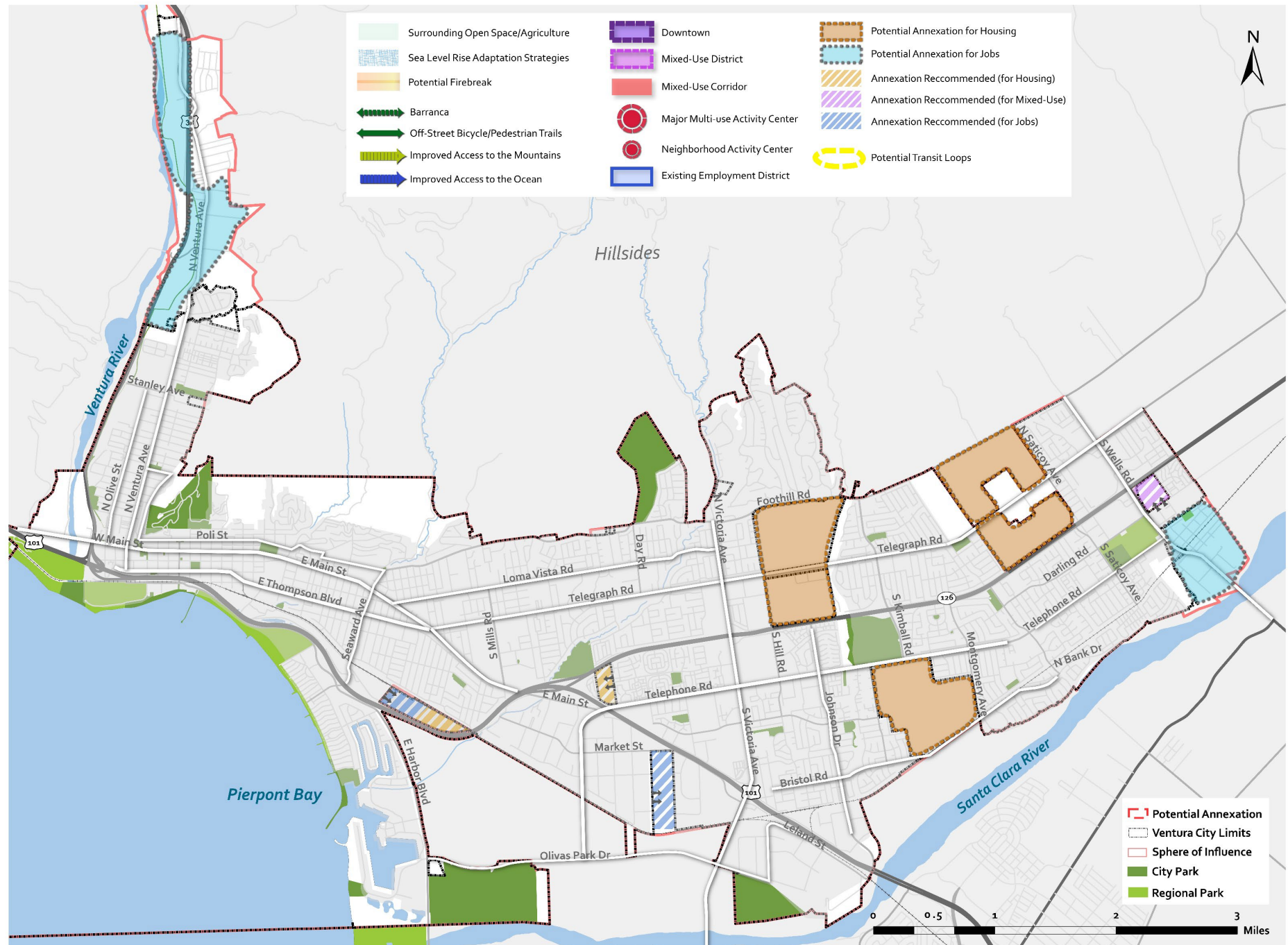
Major Activity Centers



Neighborhood Activity Centers



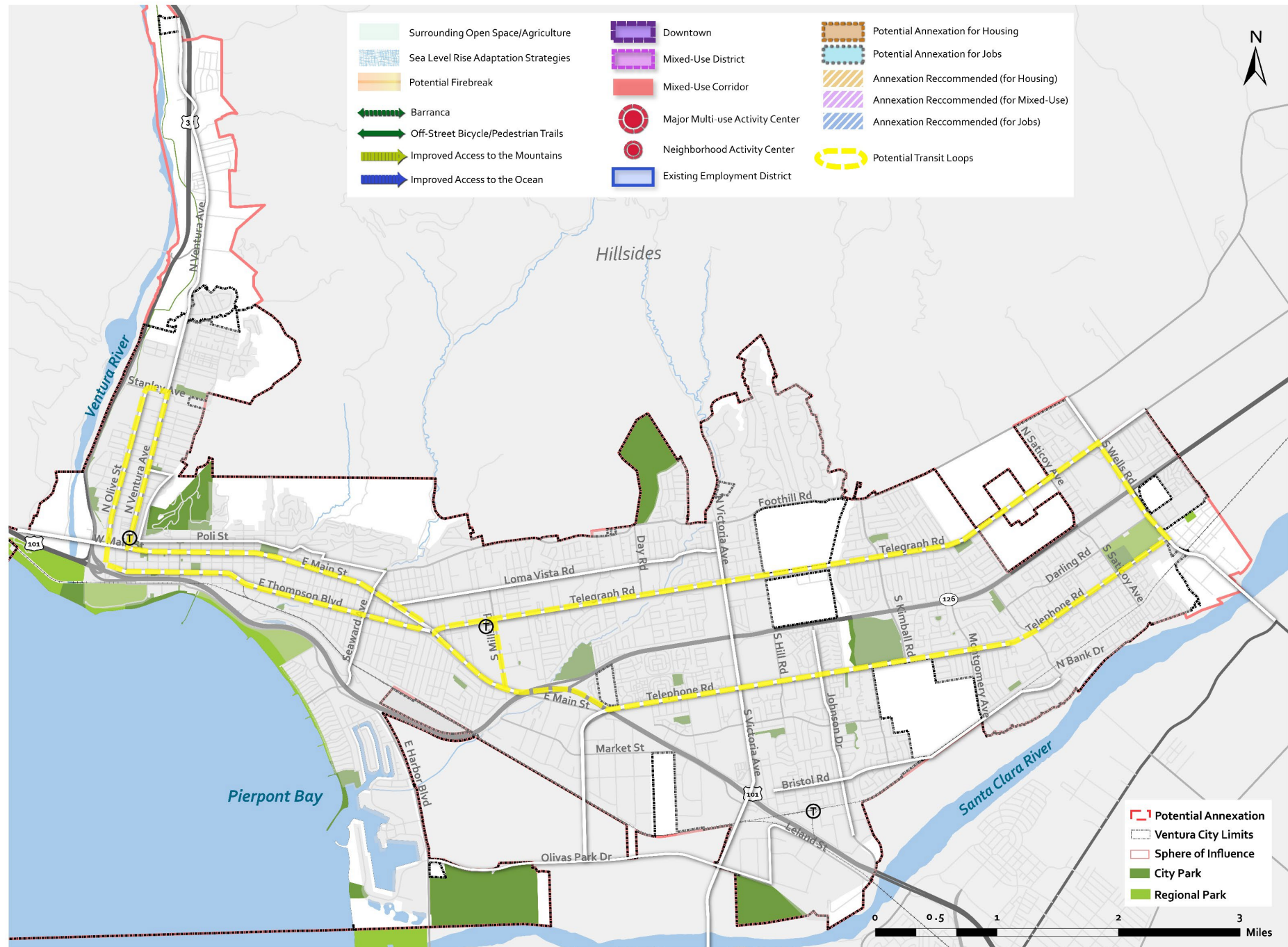
Annexation



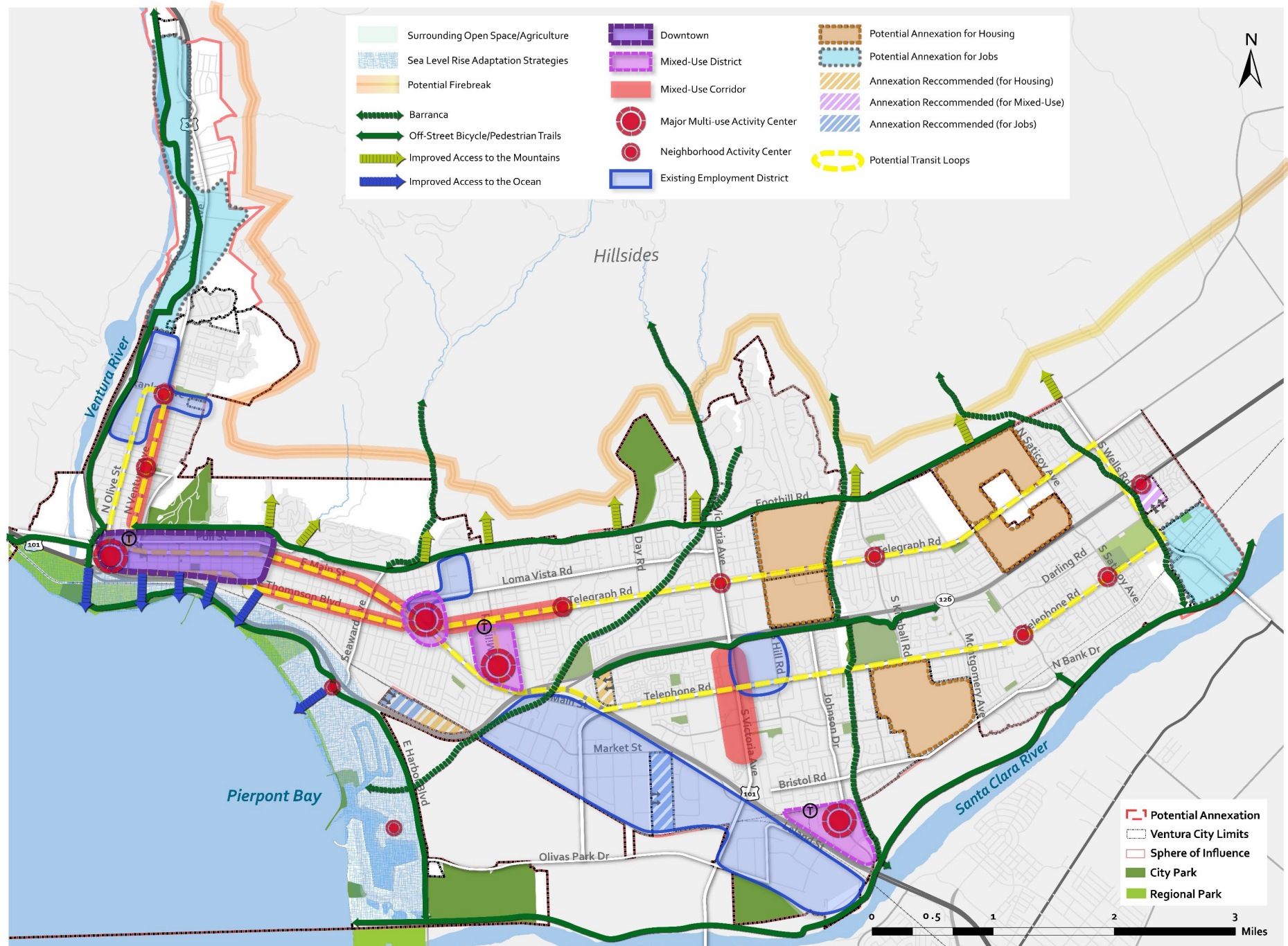
Open Space/ Trail Network



Transit Network



Framework Map



Poll Question

How comfortable are you with the Citywide Framework?

1= Very Uncomfortable

2 = Uncomfortable

3 = Neutral

4 = Comfortable

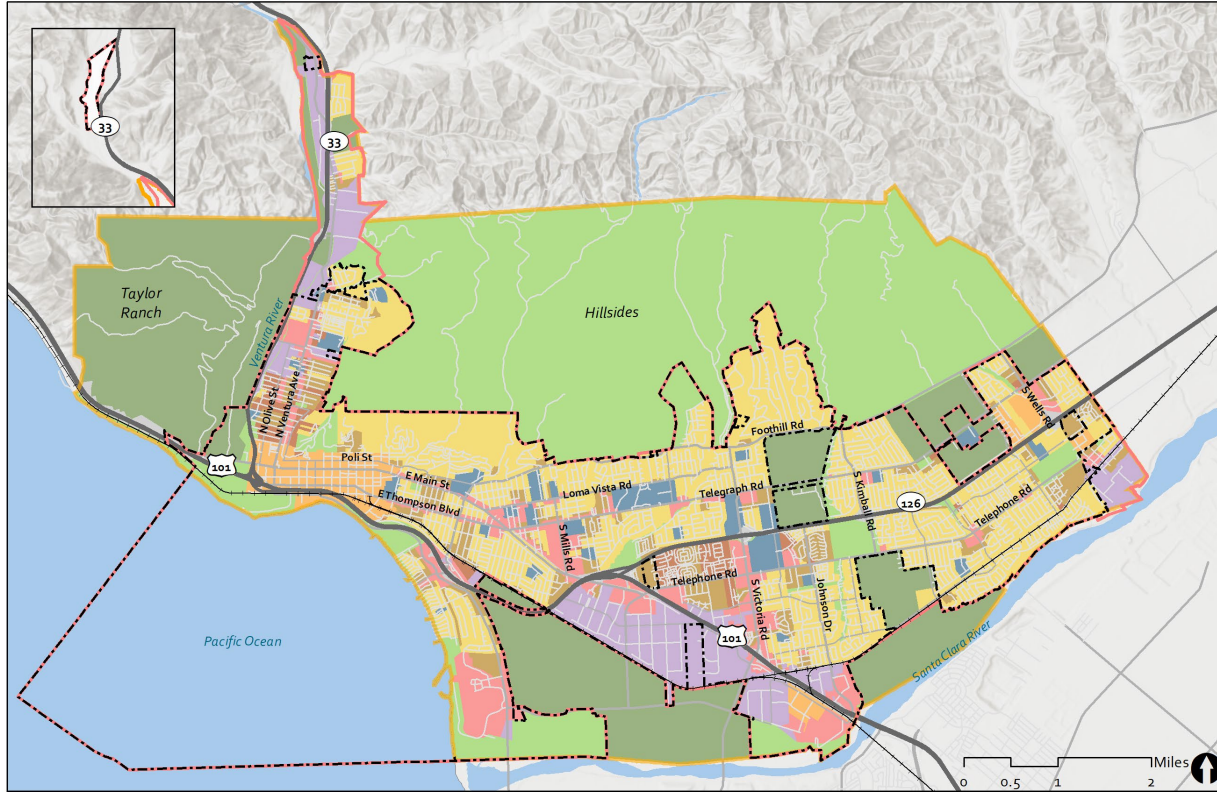
5 = Very Comfortable



Areas of Discussion

Land Use Regulations

General Plan Land Use Designations

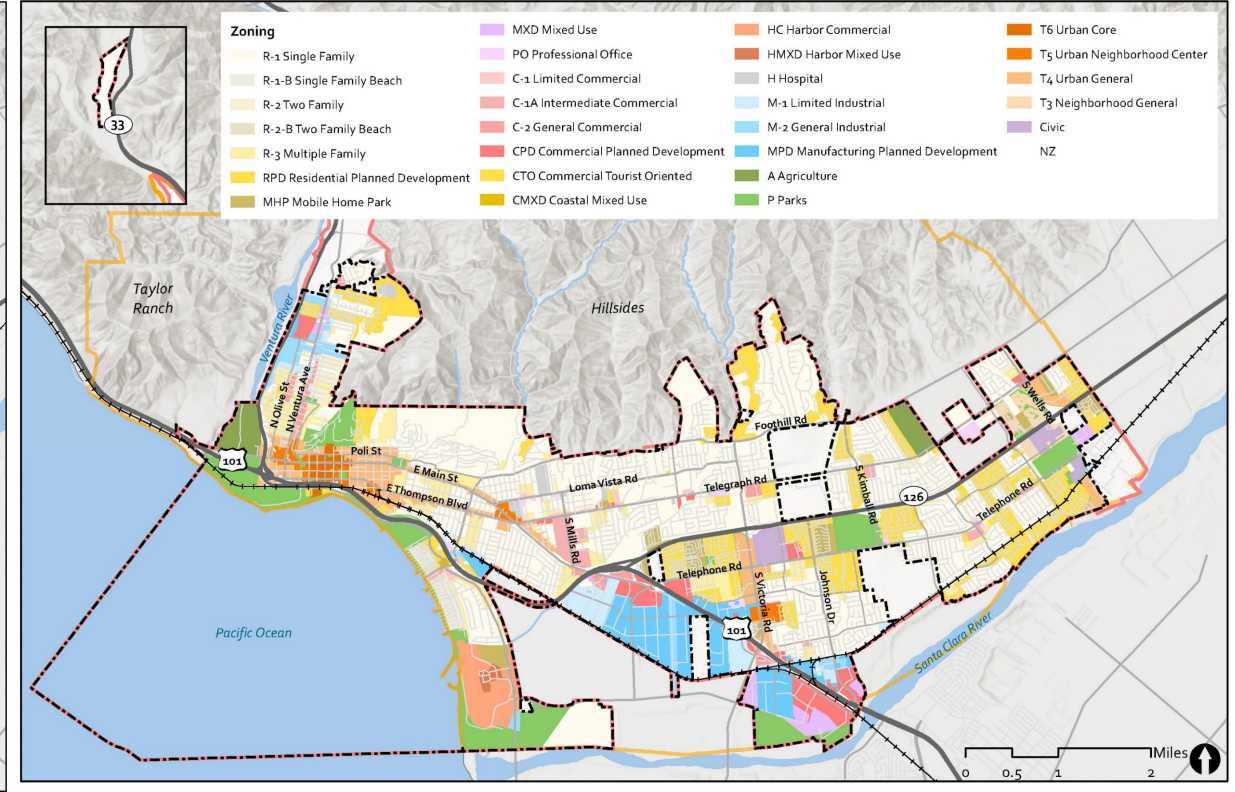


- Ventura City Limits
- Railroad
- Sphere of Influence
- Freeway
- Neighborhood Low
- Neighborhood Medium
- Neighborhood High
- Commerce
- Industry
- Public / Institutional
- Parks and Open Space
- Agriculture
- Specific Plan
- Right of Way

Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)



Zoning Districts



- | | | | |
|-------------------------------------|------------------------------------|---------------------------------------|------------------------------|
| R-1 Single Family | MXD Mixed Use | HC Harbor Commercial | T6 Urban Core |
| R-1-B Single Family Beach | PO Professional Office | HMXD Harbor Mixed Use | T5 Urban Neighborhood Center |
| R-2 Two Family | C-1 Limited Commercial | H Hospital | T4 Urban General |
| R-2-B Two Family Beach | C-1A Intermediate Commercial | M-1 Limited Industrial | T3 Neighborhood General |
| R-3 Multiple Family | C-2 General Commercial | M-2 General Industrial | Civic |
| RPD Residential Planned Development | CPD Commercial Planned Development | MPD Manufacturing Planned Development | NZ |
| MHP Mobile Home Park | CTO Commercial Tourist Oriented | A Agriculture | |
| | CMXD Coastal Mixed Use | P Parks | |



Feedback Needed for Land Use Alternatives

- What **land uses** should be the primary focus of each area?
- What should the **character** of the area be? (e.g., walkable, auto-oriented)
- What should the **intensity or scale** of the area be? (e.g., 2-3 story buildings, 6-7 story buildings, etc.)

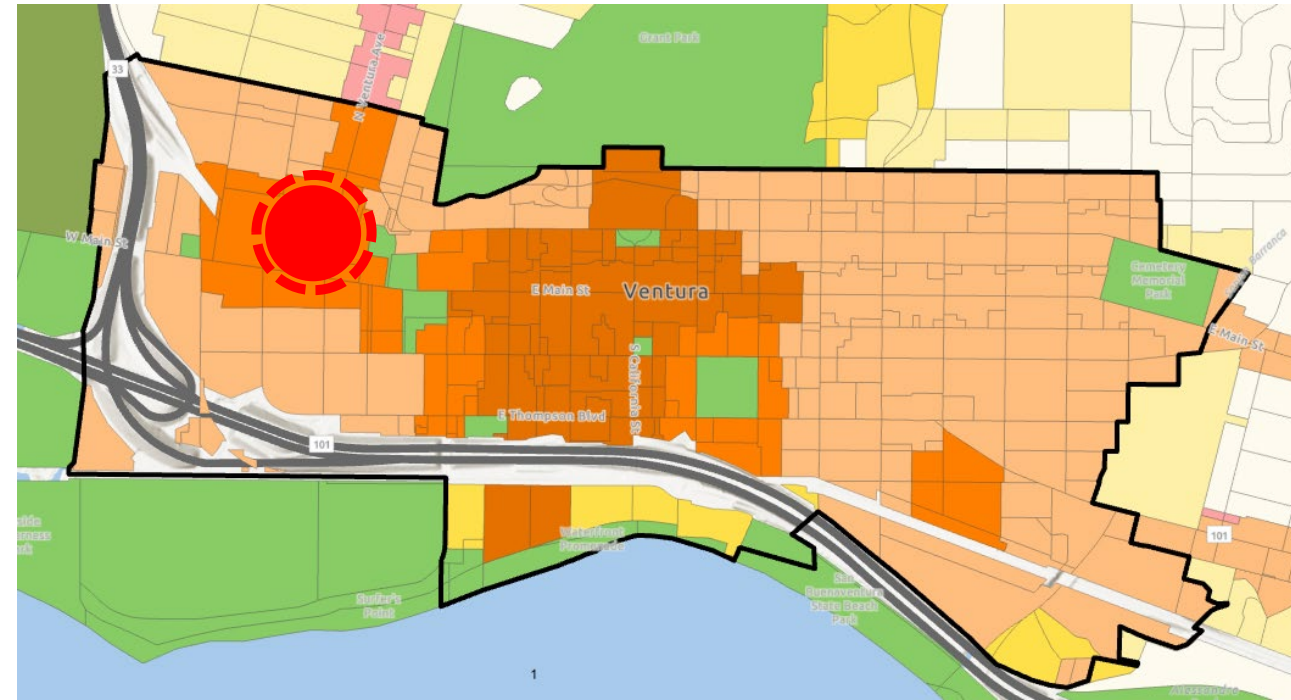
Downtown

Recommendations

- Heart of the City with diverse mix of uses
- Focus area for new development
- Allow higher density/height in some areas
- Encourage historic preservation and reuse of quality buildings
- Preserve N/S view corridors from public streets

Ideas for Alternatives

- Where should higher density be explored in the alternatives?
- Should some areas only focus on jobs and allow limited residential?



Downtown Specific Plan Zoning

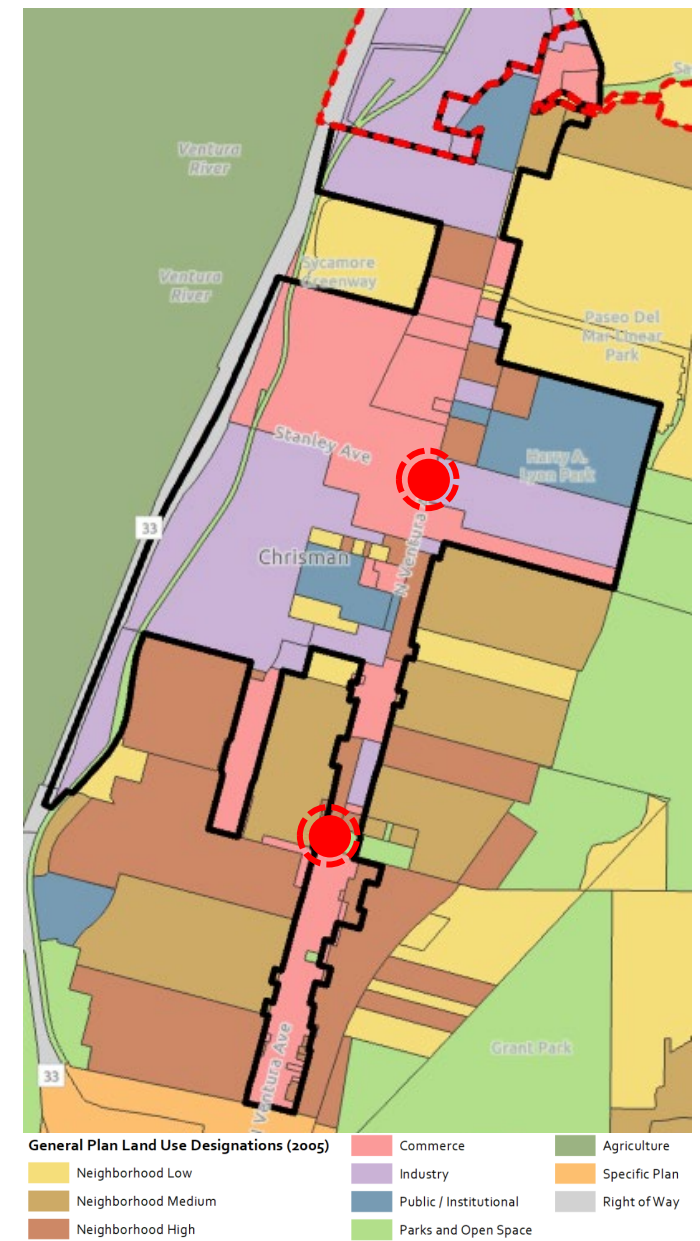
Westside

Recommendation

- Implement overall vision Westside Community Plan: unique neighborhood with diversity of housing
- Continue infill residential and mixed use (3-4 stories)
- Phase out “noxious” uses
- Evolve as a job center focusing on small, light industrial uses

Ideas for Alternatives

- What uses should be allowed on Ventura Avenue? (residential, retail/commercial/mixed use)
- Should industrial areas should allow residential or remain as jobs?
- What type of jobs should be encouraged? Remain as industrial or allow office/R&D?



Poll Questions

How comfortable are you with the recommendations for Downtown?

How comfortable are you with the recommendations for the Westside?

Scale

1= Very Uncomfortable

2 = Uncomfortable

3 = Neutral

4 = Comfortable

5 = Very Comfortable

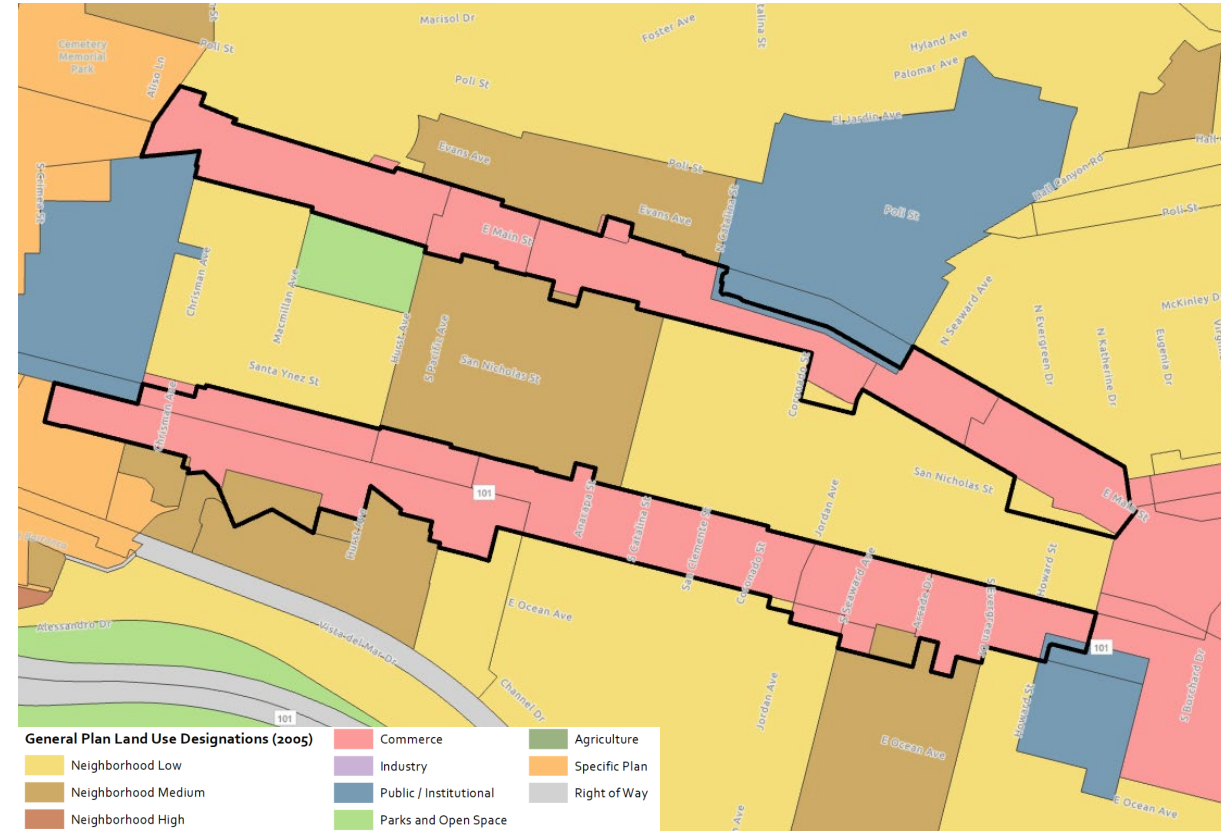
Midtown Corridors

Recommendation

- Enhance as urban, mixed-use corridors
- Allow higher heights and densities
- Identify retail/commercial “activity centers”
- Create attractive, pedestrian-oriented streetscapes

Ideas for Alternatives

- Should higher density/height be allowed? Where?
- Where should “activity centers” be located?

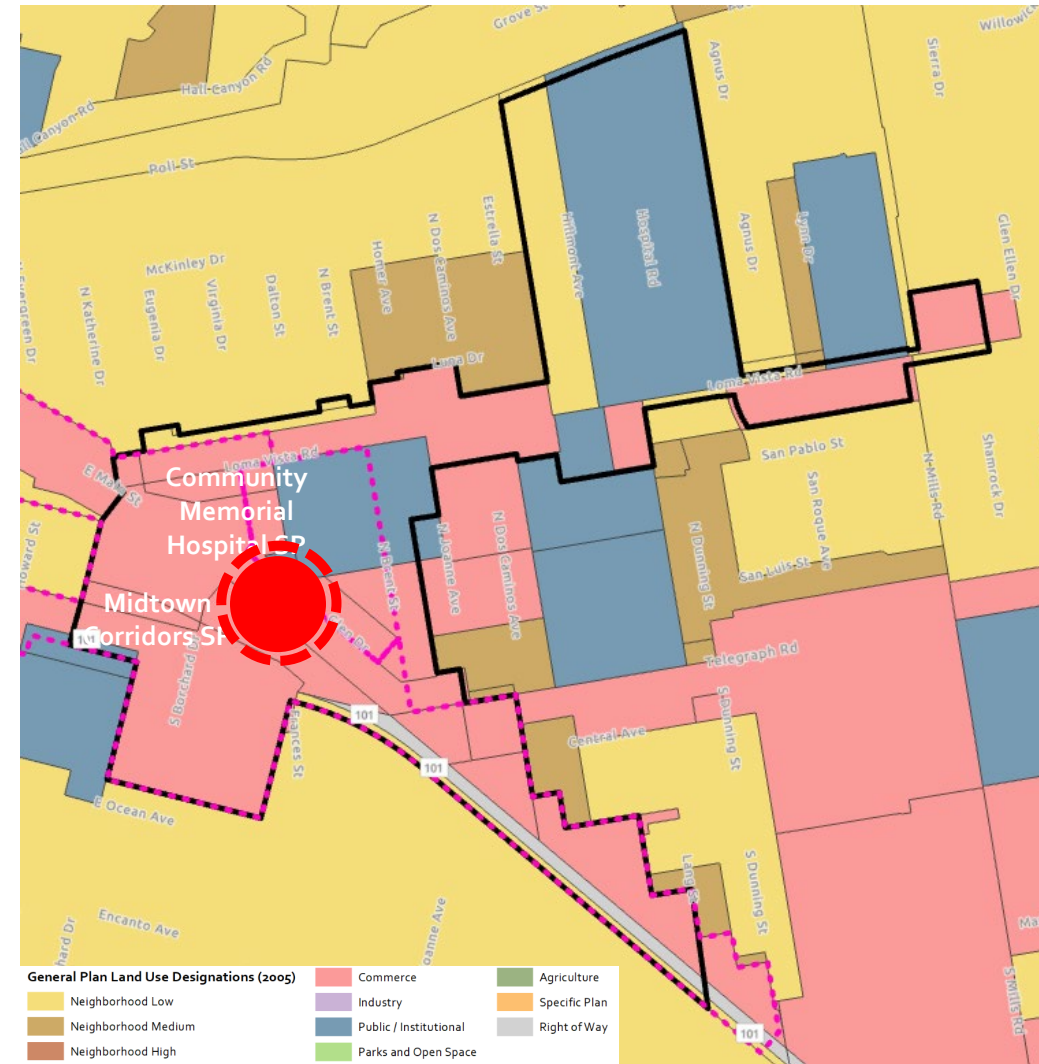


Five Points/ Loma Vista Corridor

- Recommendations
 - Expand to be a major mixed use/job center
 - Capitalize on healthcare to attract supporting uses/businesses
 - Allow taller/denser commercial/office and housing

Ideas for Alternatives

- Should this area be a focus for new housing or continue as a job center?
- What height/density should be allowed to support the areas continued evolution?



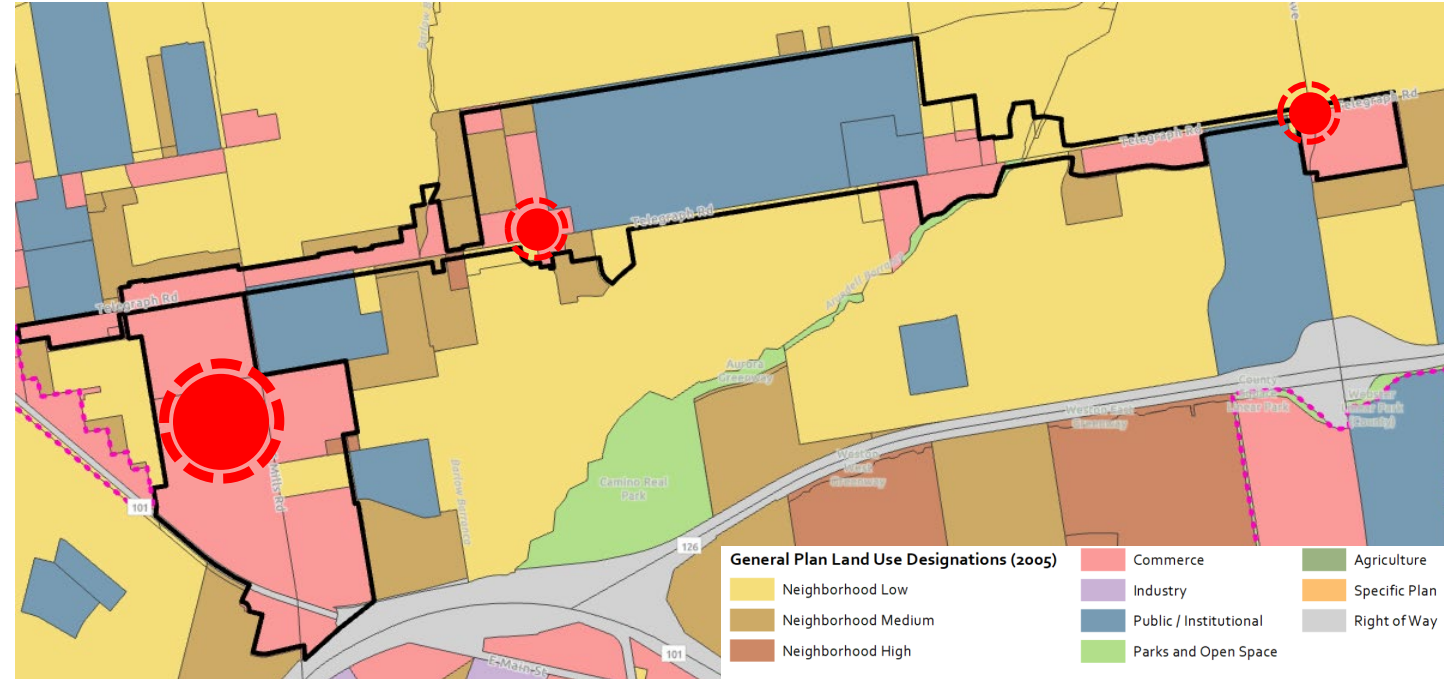
Telegraph Corridor (Pacific View Mall/Community College)

Recommendation

- Redevelop the mall into a high-intensity mixed-use center
- Create smaller mixed-use “activity centers”
- Pursue retail, office and housing to support VCC, the hospitals, and neighborhoods

Ideas for Alternatives

- What should the mix of uses and intensities be for the Mall?
- What scale of development should be considered along Telegraph, especially in the “activity centers”?



Poll Questions

How comfortable are you with the recommendations for Midtown Corridors?

How comfortable are you with the recommendations for Five Points/Loma Vista?

How comfortable are you with the recommendations for Telegraph Corridor (Pac View Mall)?

Scale

1= Very Uncomfortable

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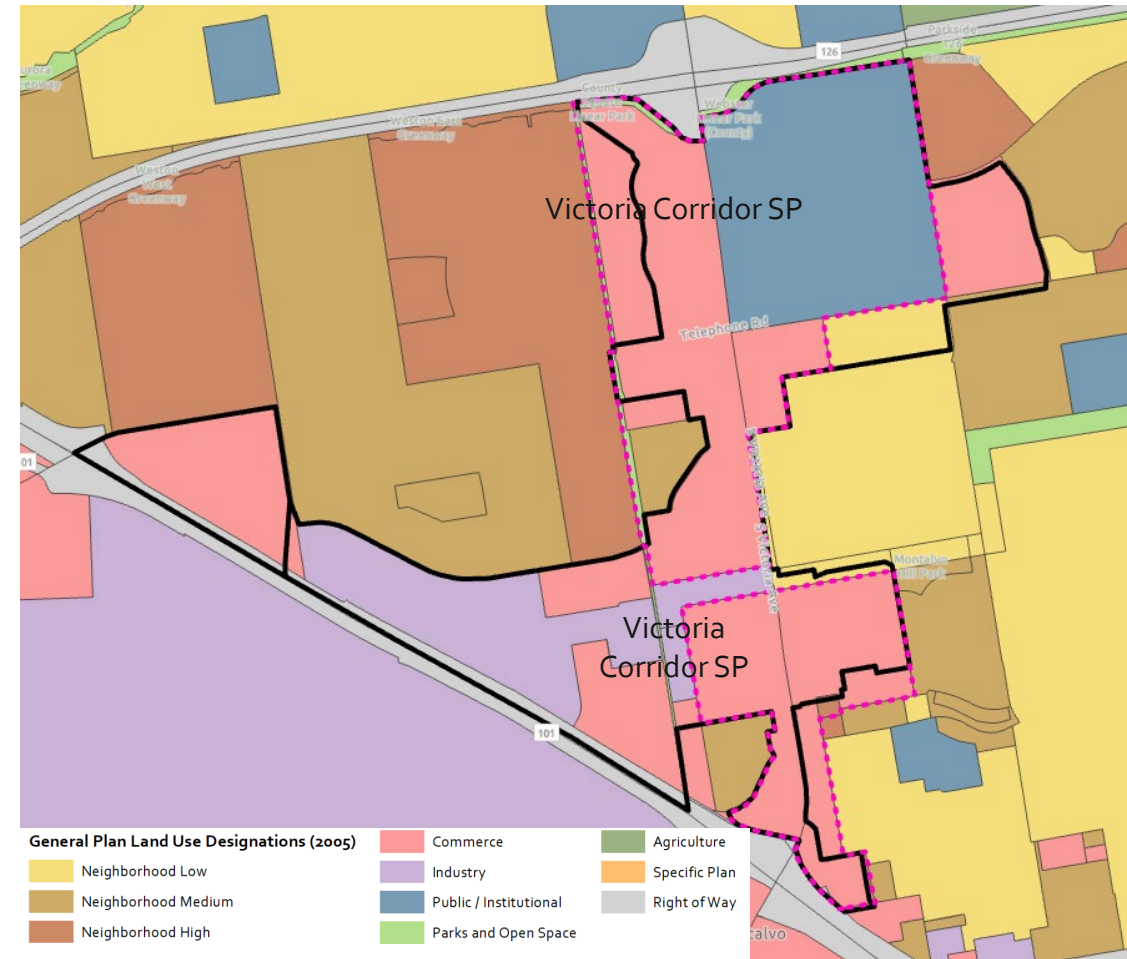
Victoria Corridor

Recommendations

- Opportunity to redevelop the area into a walkable, urban office and residential corridor
- Expand jobs and employment
- Redevelop shopping centers with multifamily/mixed use
- Preserve some neighborhood-serving uses

Ideas for Alternatives

- Should the industrial transition to office/R&D?
- What mix of uses and scale of development be allowed along Victoria?



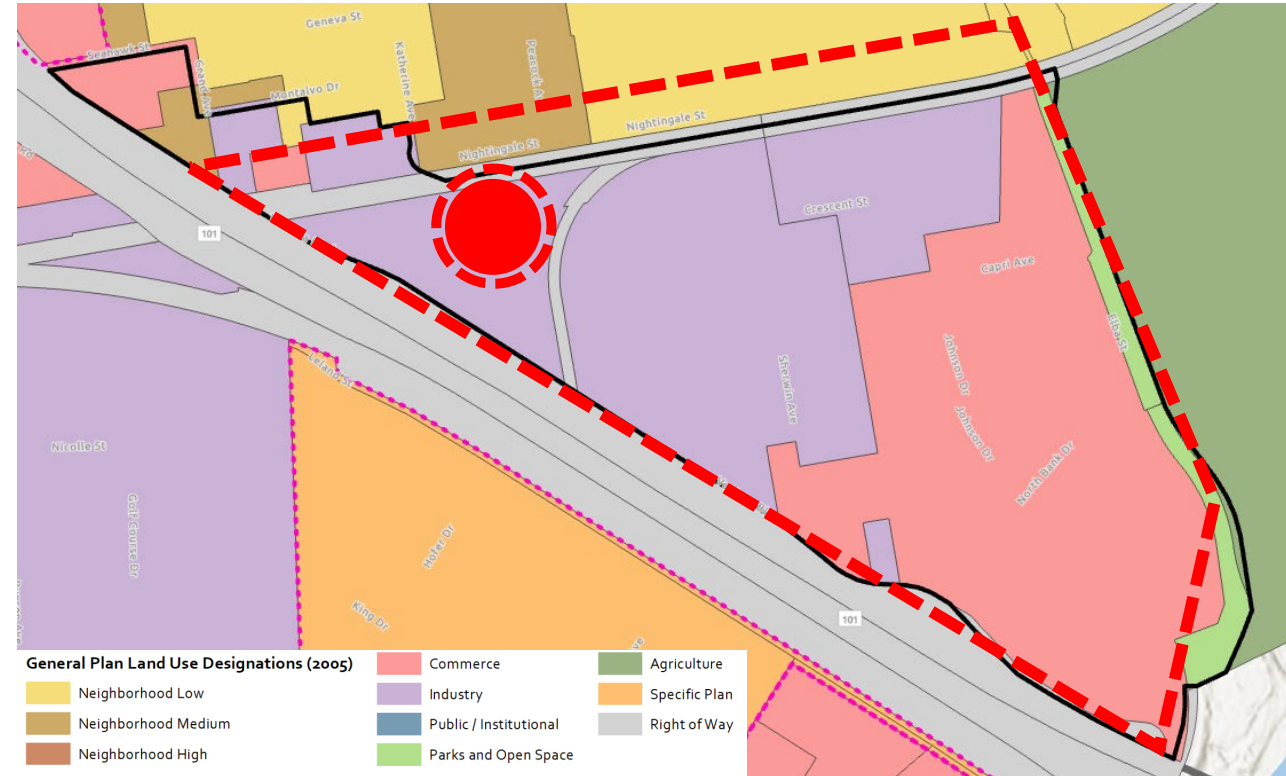
Johnson Corridor/Metrolink

Recommendations:

- Convert area into a residential/office district that capitalizes on Metrolink and US-101 access
- Transition industrial uses to high density residential and office

Ideas for Alternatives

- Should the focus be more on jobs or housing?
- Should industrial uses be zoned out?
- What scale of development is most appropriate for the area?



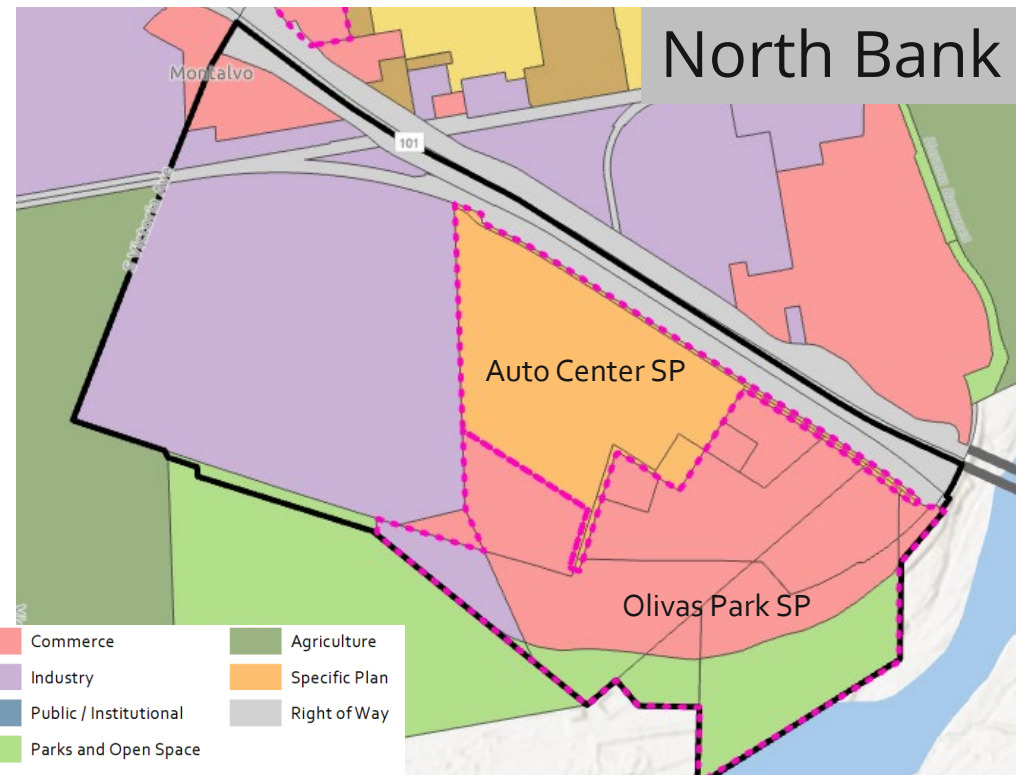
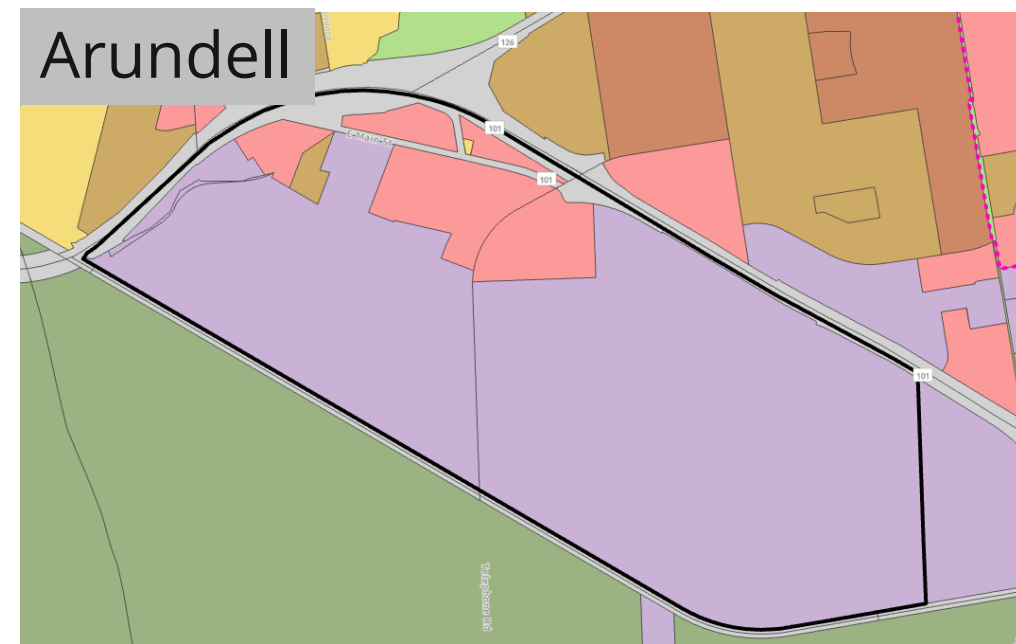
Arundell and North Bank

Recommendations

- Expand employment with office/R&D
- Annex the “McGrath property”
- Consider limited residential mixed use
- Support auto dealers

Ideas for Alternatives

- Should Office/R&D be pursued? Where, how much and what scale?
- Should residential or mixed be allowed in this area? If so, where?



General Plan Land Use Designations (2005)

- Neighborhood Low
- Neighborhood Medium
- Neighborhood High

- Commerce
- Industry
- Public / Institutional
- Parks and Open Space
- Agriculture
- Specific Plan
- Right of Way

Poll Questions

How comfortable are you with the recommendations for the Victoria Corridor?

How comfortable are you with the recommendations for the Johnson Corridor/MetroLink?

How comfortable are you with the recommendations for Arundell and North Bank?

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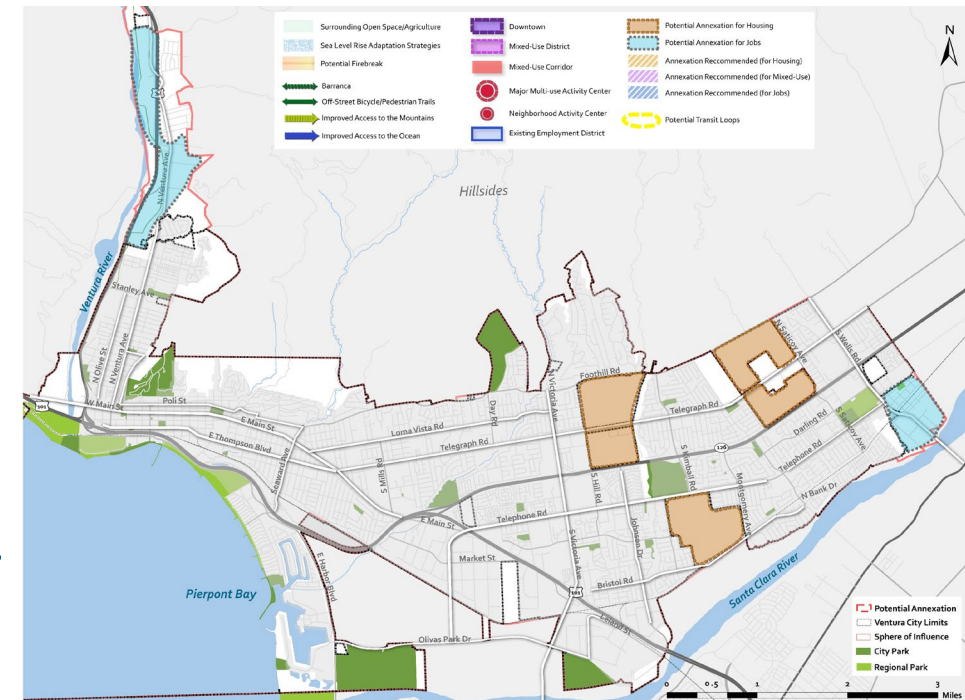
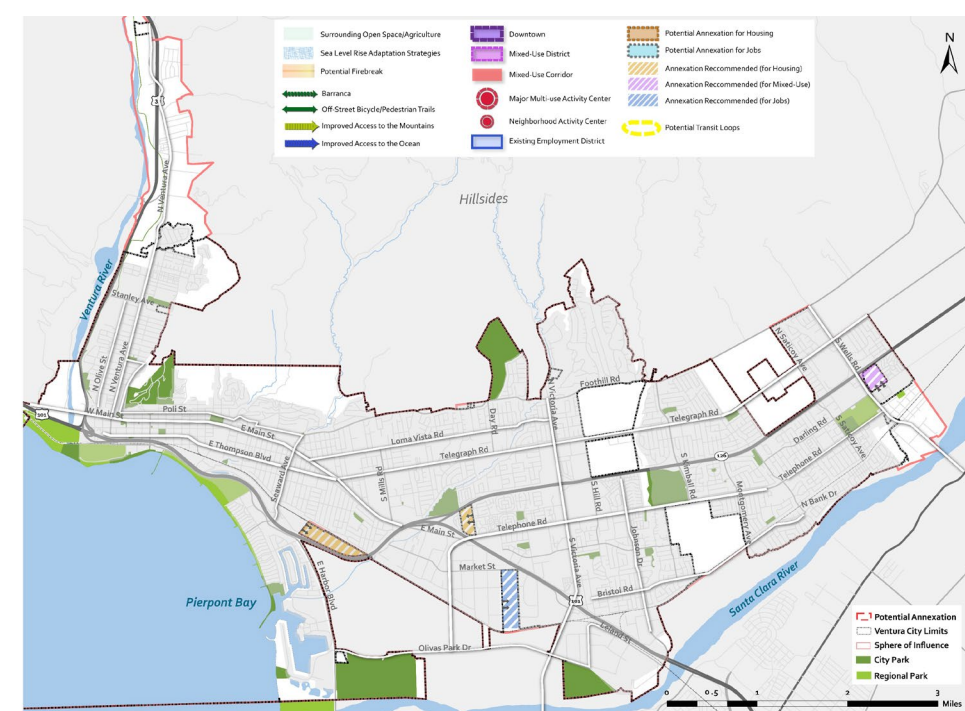
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Annexation

- “Infill” - Annex for jobs, housing, mixed use
- **Westside** - Annex in the long-term future; cover to job center
- **Saticoy** - Annex; expand services
- **SOAR Areas** - Consider annexation over the long-term for strategic reasons (jobs; housing; revenues, etc.)

Ideas for Alternatives

- What densities and mix of uses should be considered for the “infill” annexations and the SOAR areas?

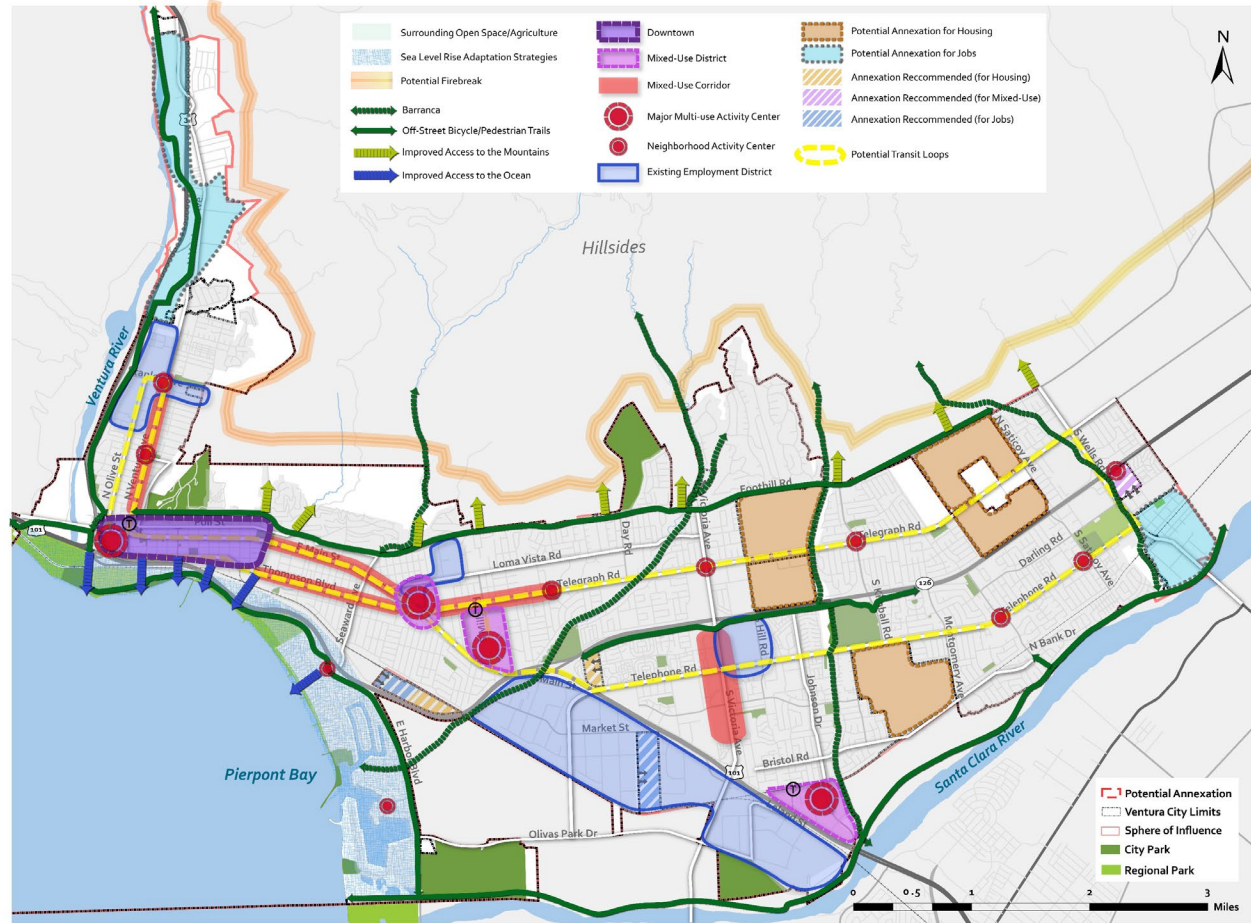


Recommendation for Other Areas

- **Eastside** – Create a series of “neighborhood centers”
- **Harbor** – Continue current land use direction; address SLR
- **Pierpont**
 - Revitalize Seaward (1-2 story retail)
 - Add hotels and multifamily housing along E. Harbor Blvd
 - Consider managed retreat due to SLR
- **Golf Courses** – Add visitor-serving amenities
- **Fairgrounds** – Work with State to move fairgrounds to another location; convert to public spaces and visitor uses

Ideas for Alternatives

- Exclude these areas from land use alternatives; focus on policy direction during the GP



Summary

Evolve

- Downtown
- Midtown Corridors
- Arundell/North Bank
- Westside

Transform

- Mall
- Johnson Corridor/TOD
- Victoria Corridor
- Infill annexation areas

Limited Change

- Eastside activity centers
- Pierpont
- Harbor
- Telephone Corridor

GPAC Discussion

Discussion Questions

Citywide Framework

Poll:

- What is overall reaction to the Citywide Framework? (poll question)

Questions:

- What resonated?
- What ideas or components are missing?

Areas of Discussion (for each area)

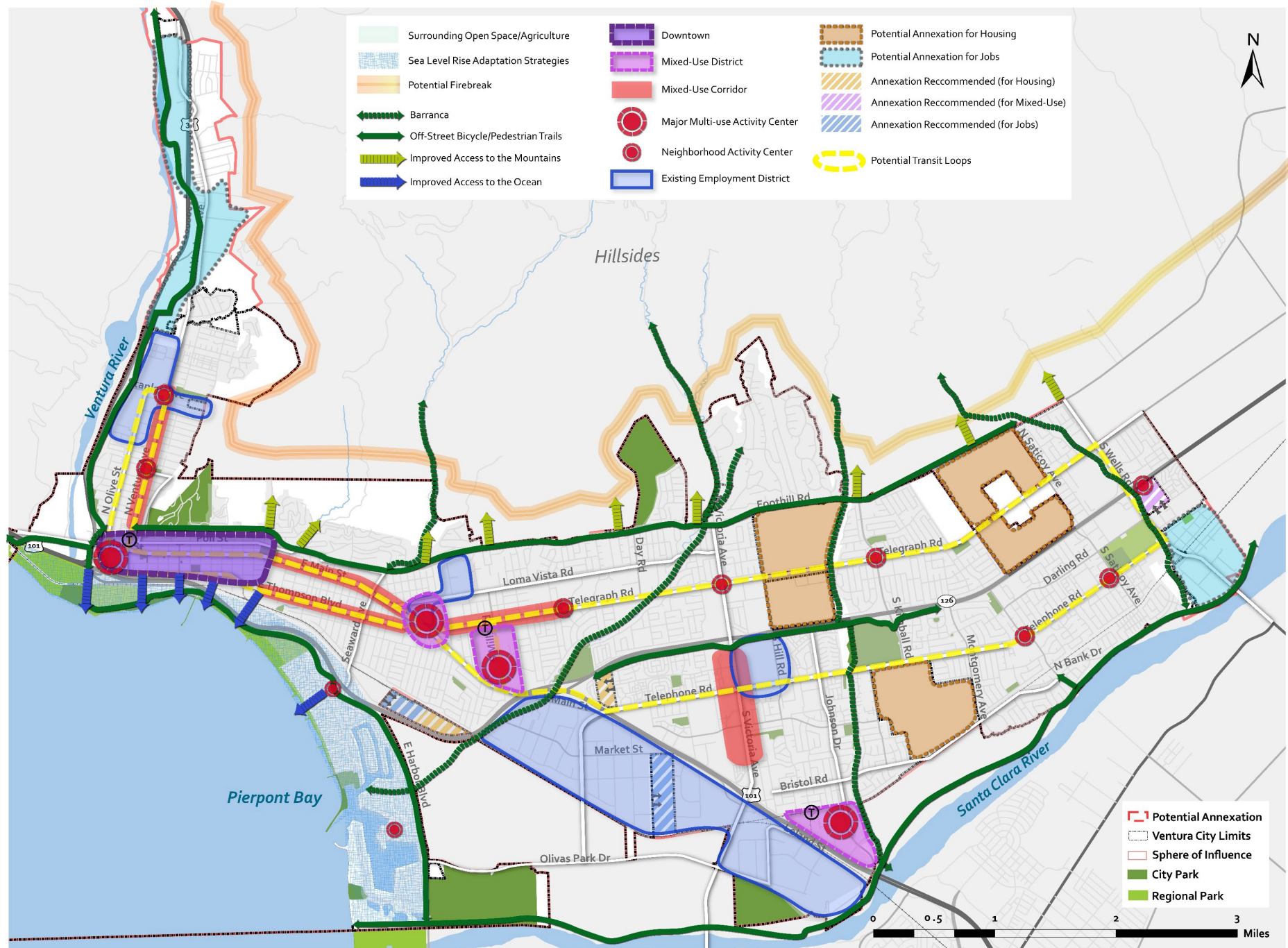
Poll:

- What is your reaction to the “recommendations” for each area? (poll question)

Questions:

1. What land uses should be the primary focus of each area?
2. What should the character of the area be? (e.g., walkable, auto-oriented)
3. What should the intensity of scale of the area be? (e.g., 2-3 story buildings, 6-7 story buildings, etc.)

Citywide Framework



Discussion

What resonated?

What components are missing?

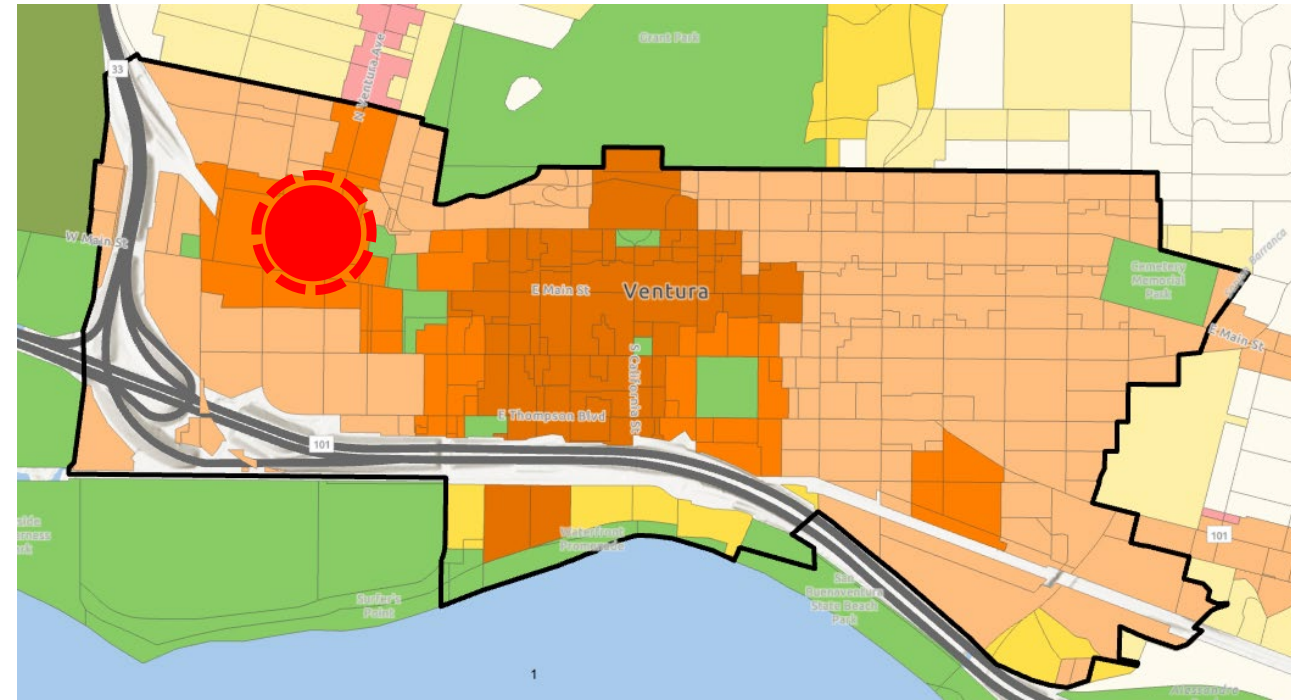
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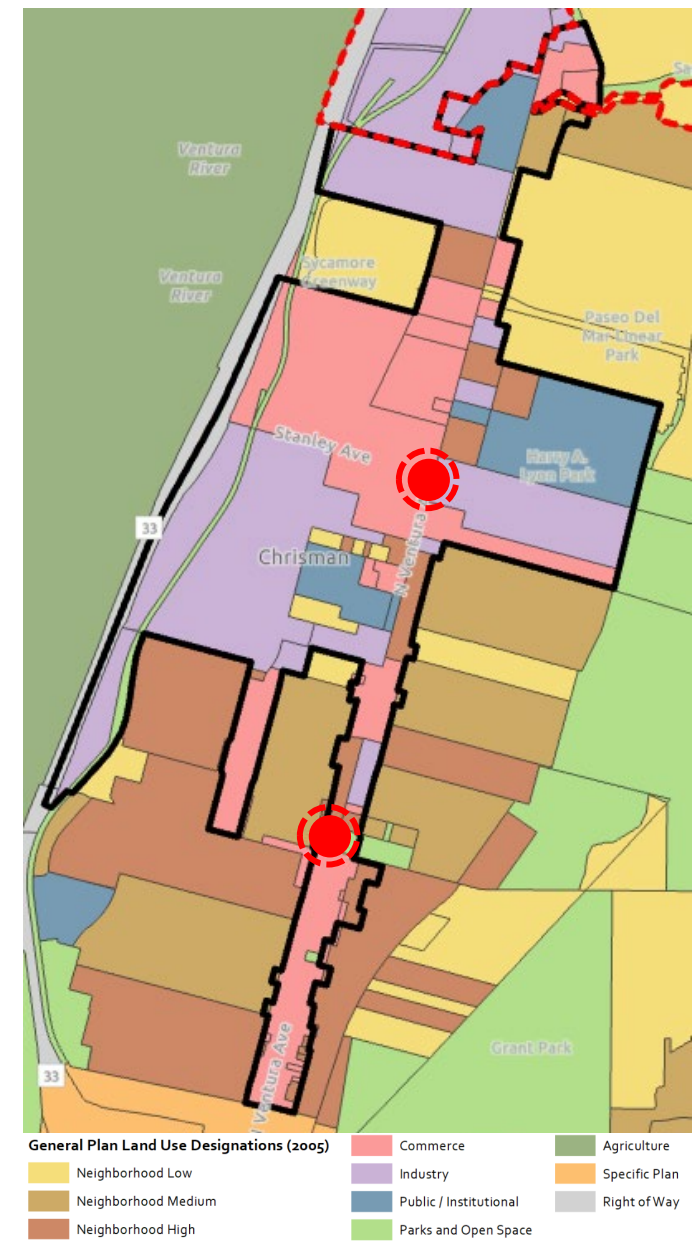
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Discussion

Land Uses

Character

Scale and Intensity

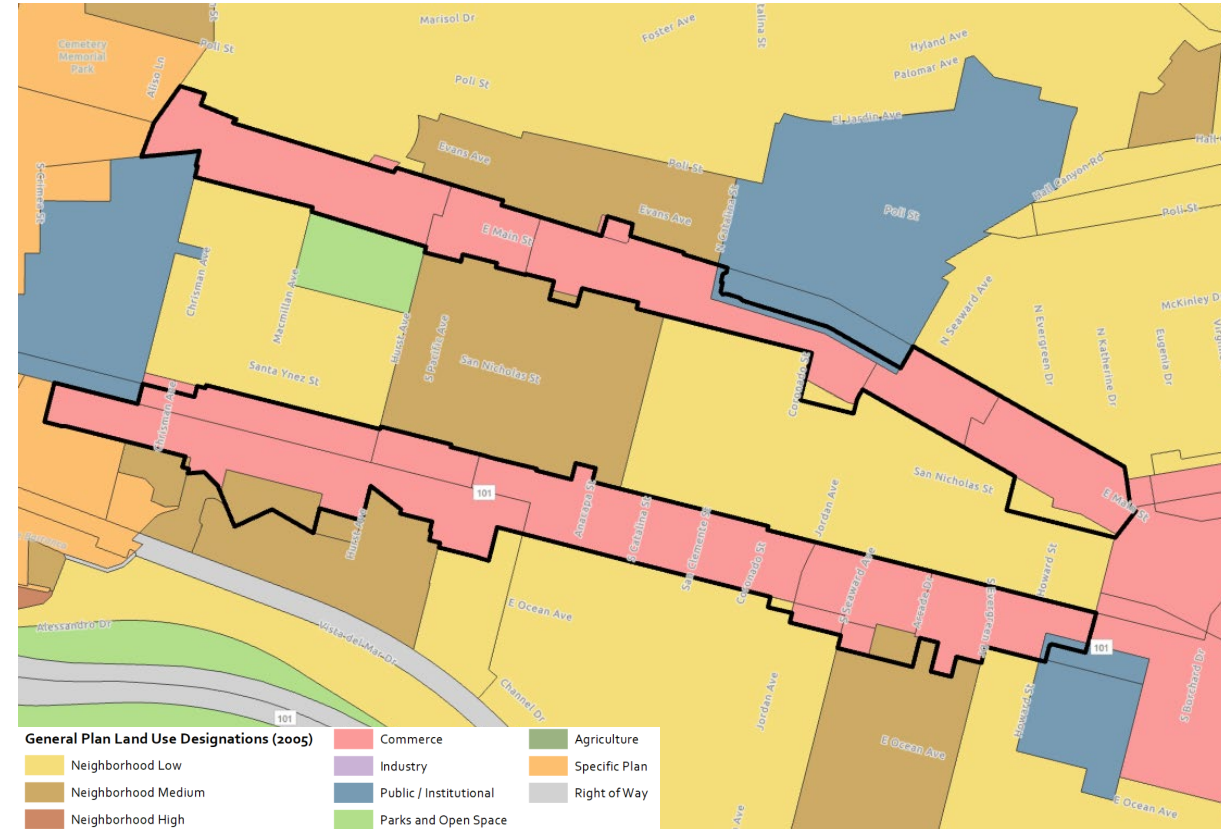
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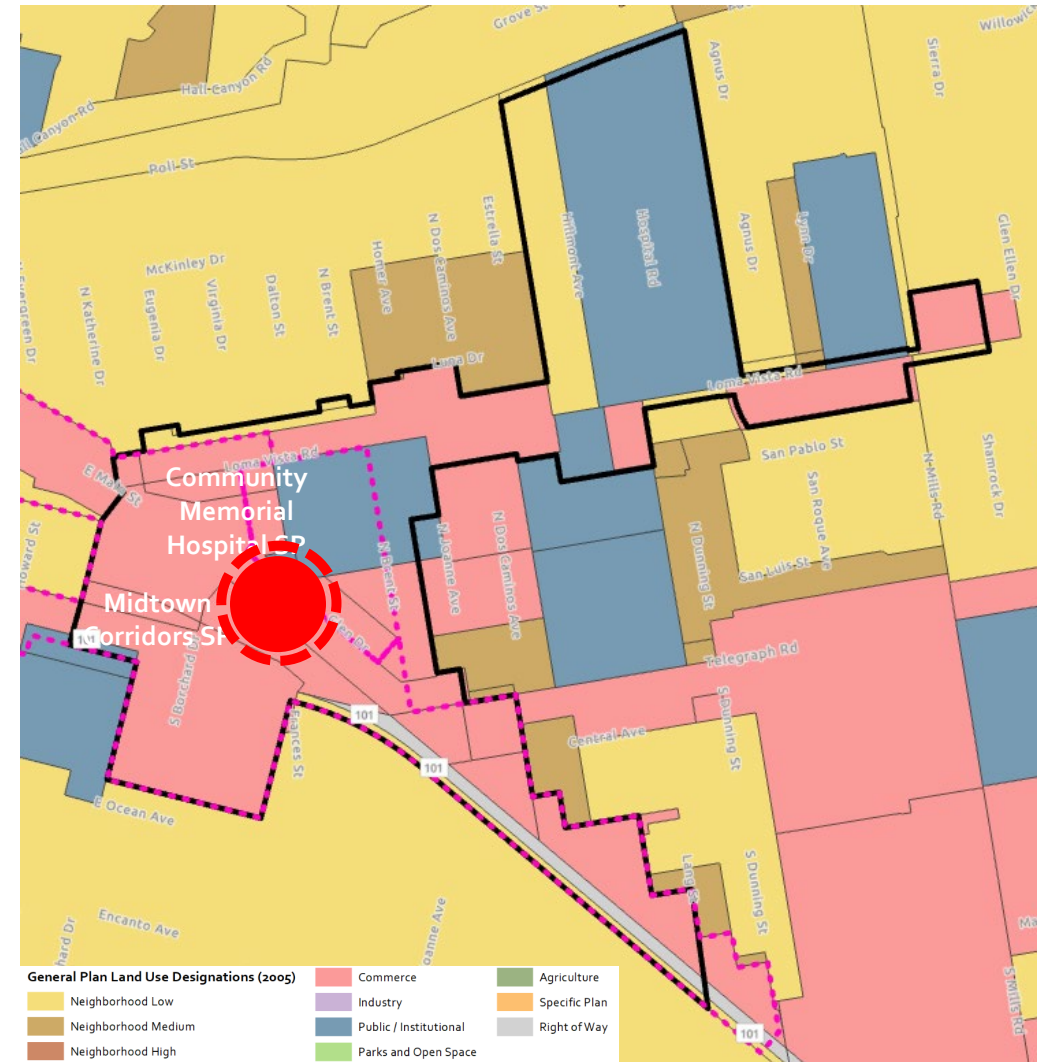


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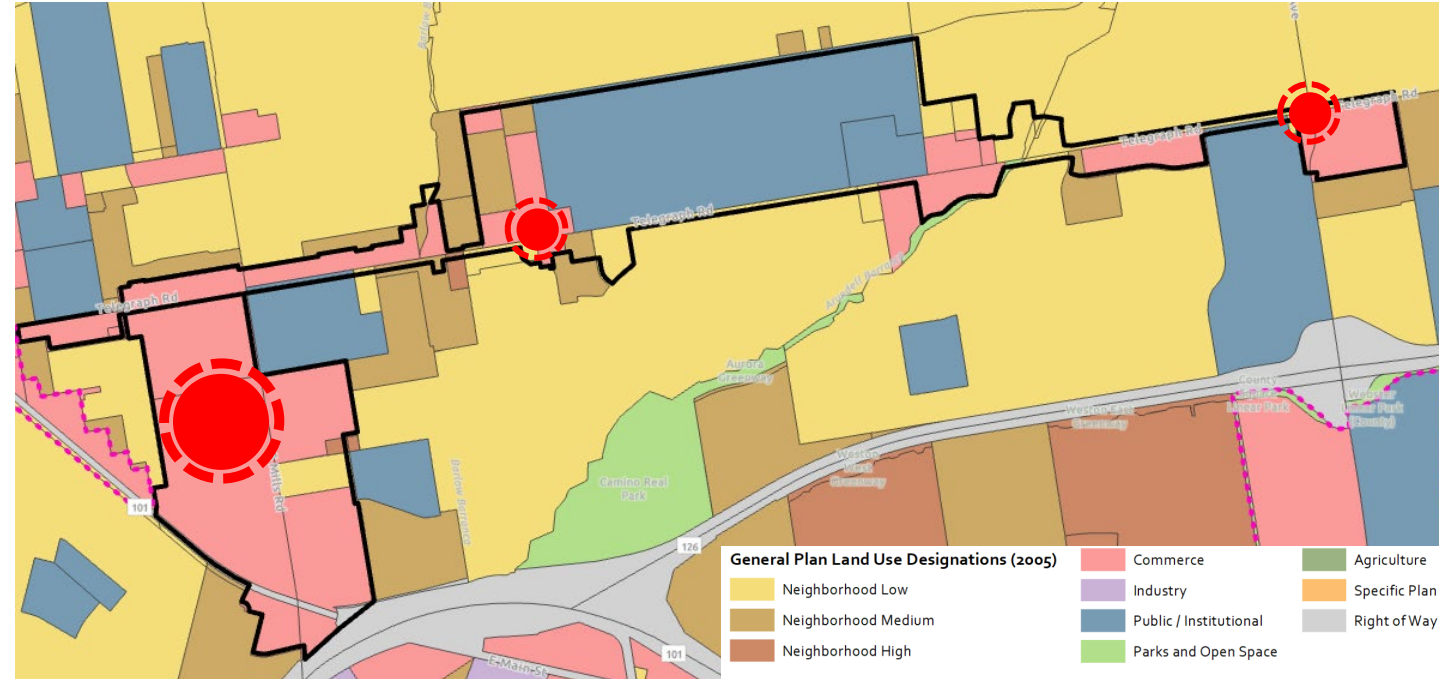
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Discussion

Land Uses

Character

Scale and Intensity

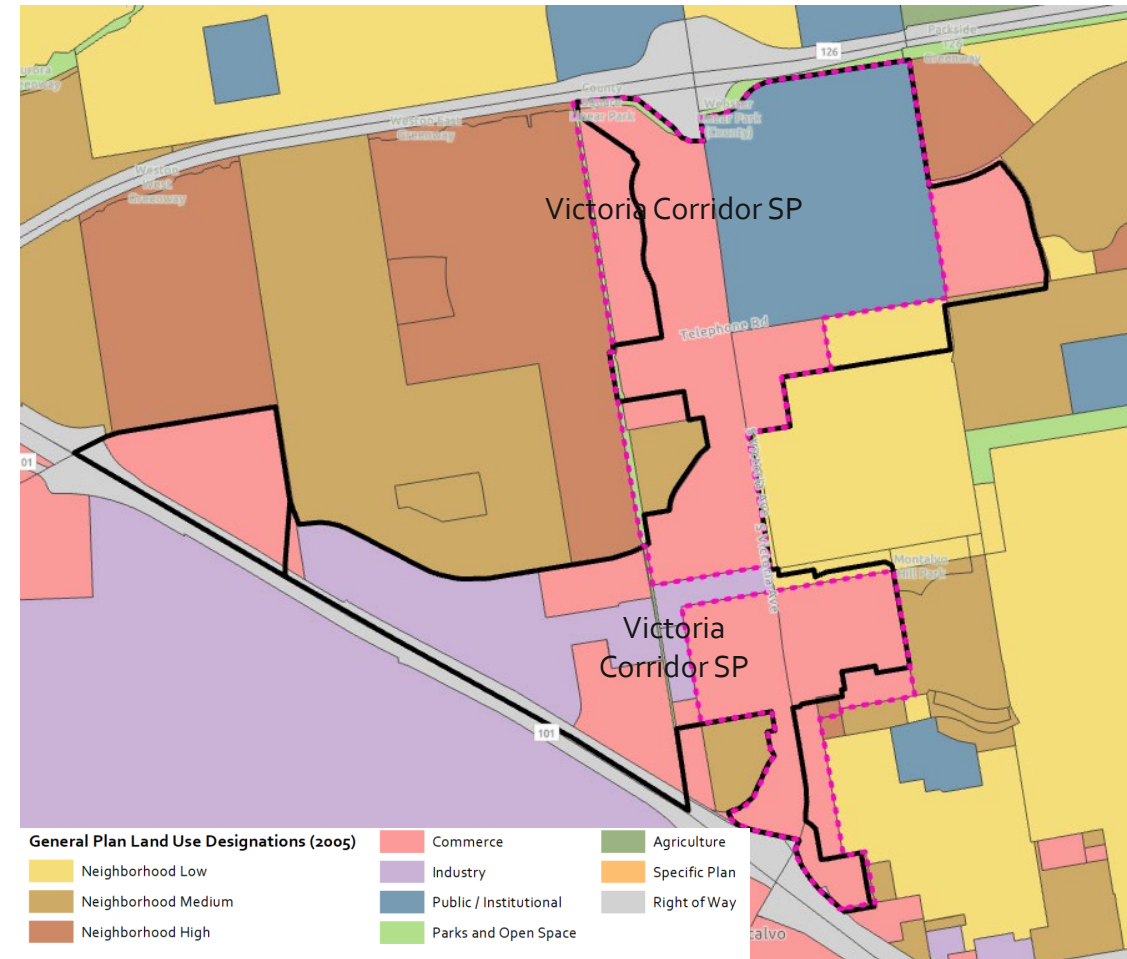
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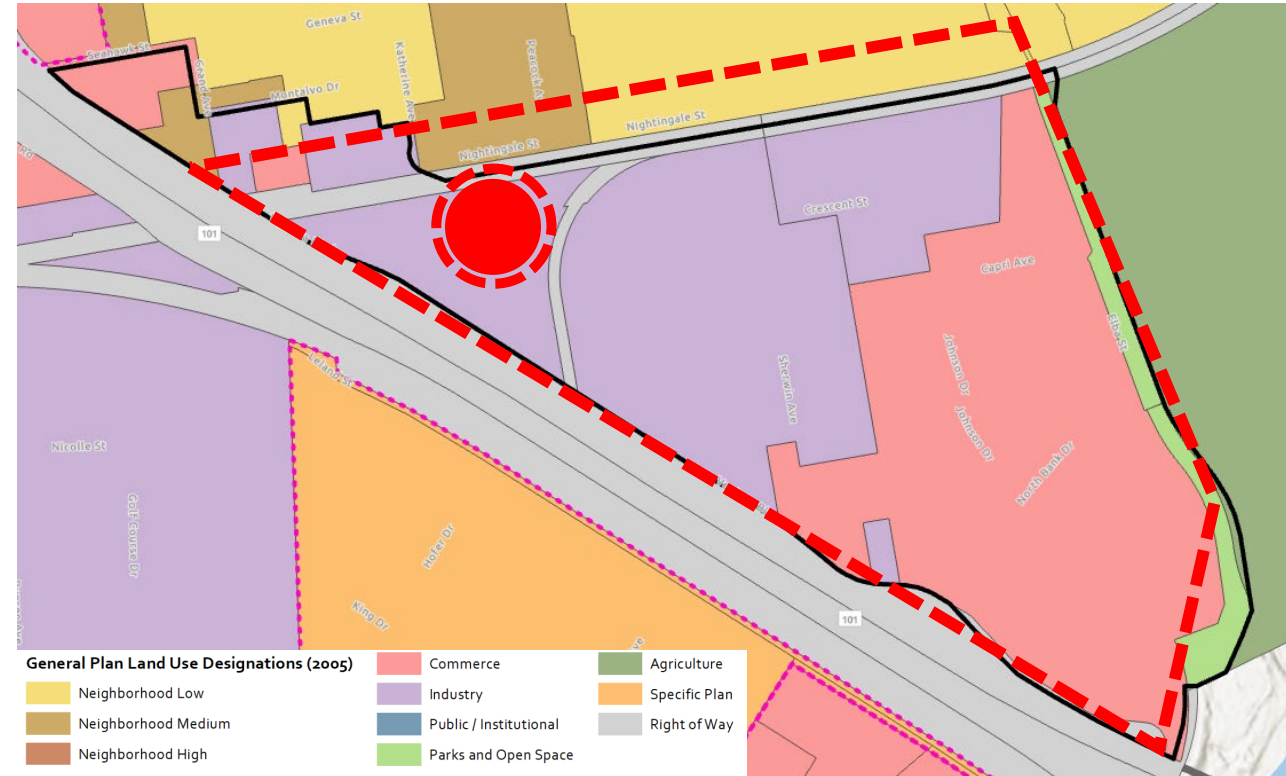
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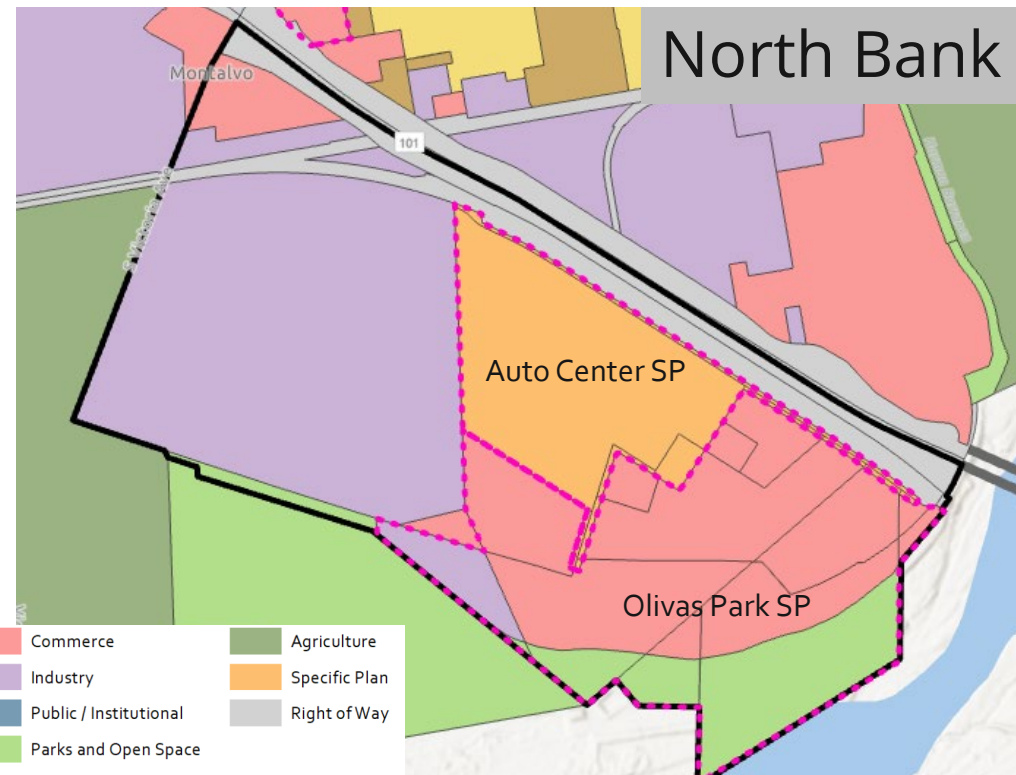
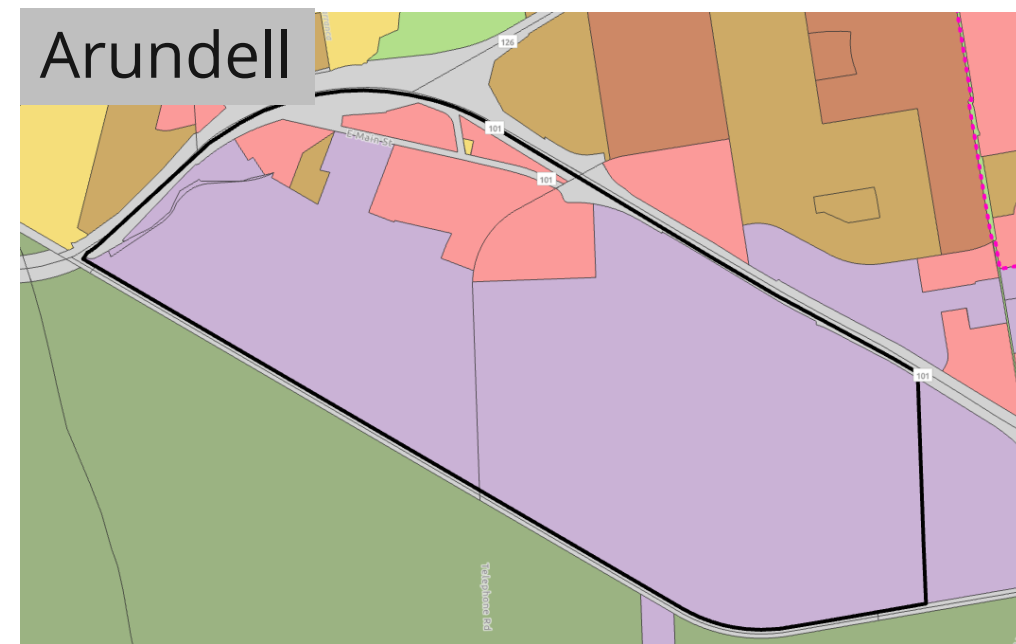
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Discussion

Land Uses

Character

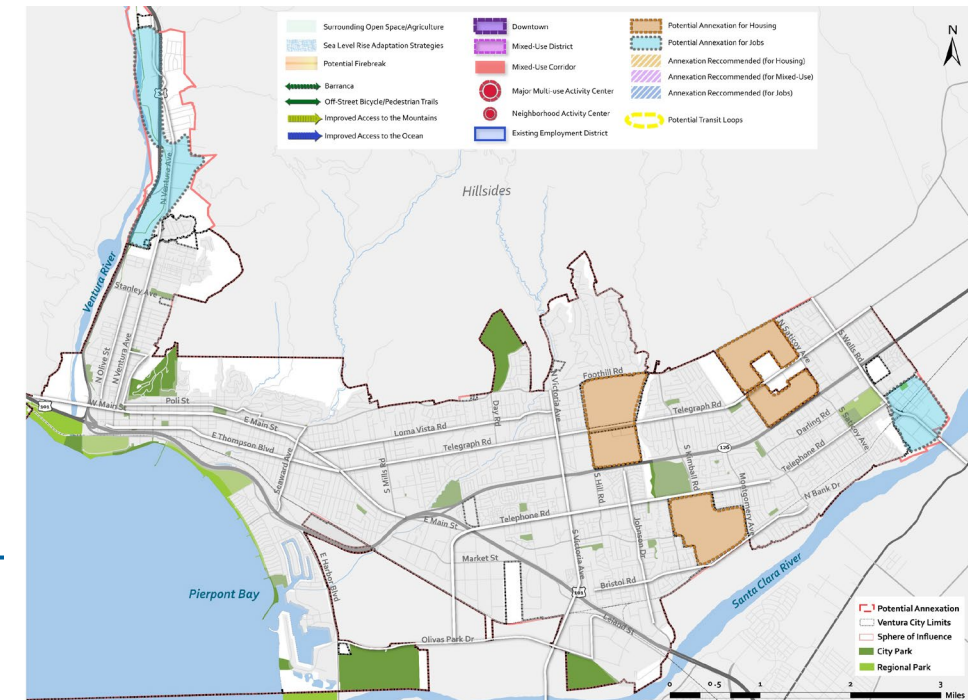
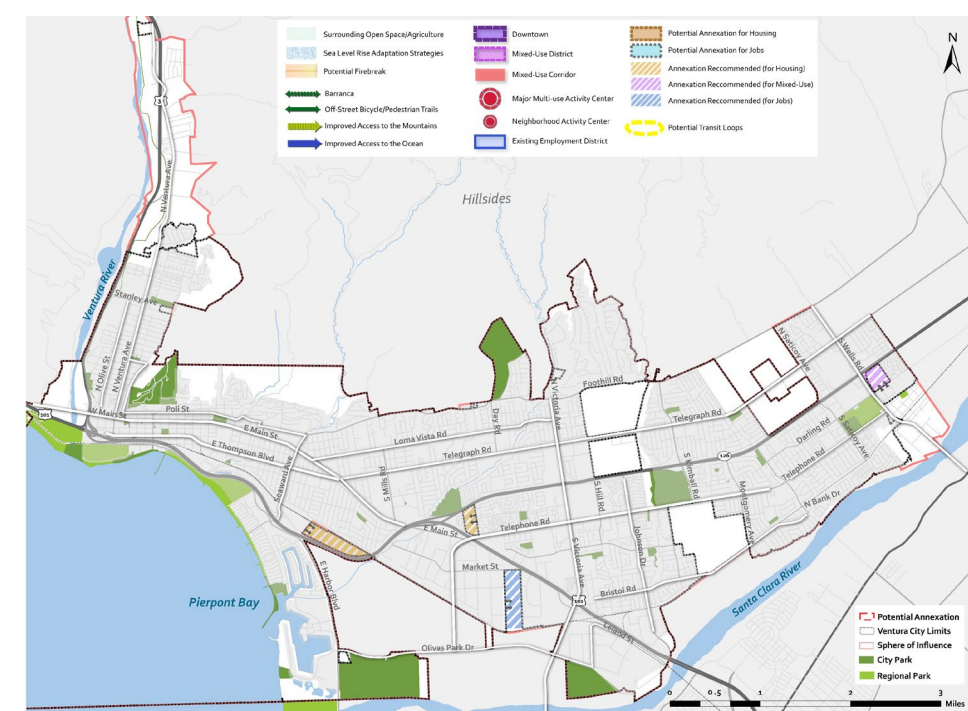
Scale and Intensity

Annexation

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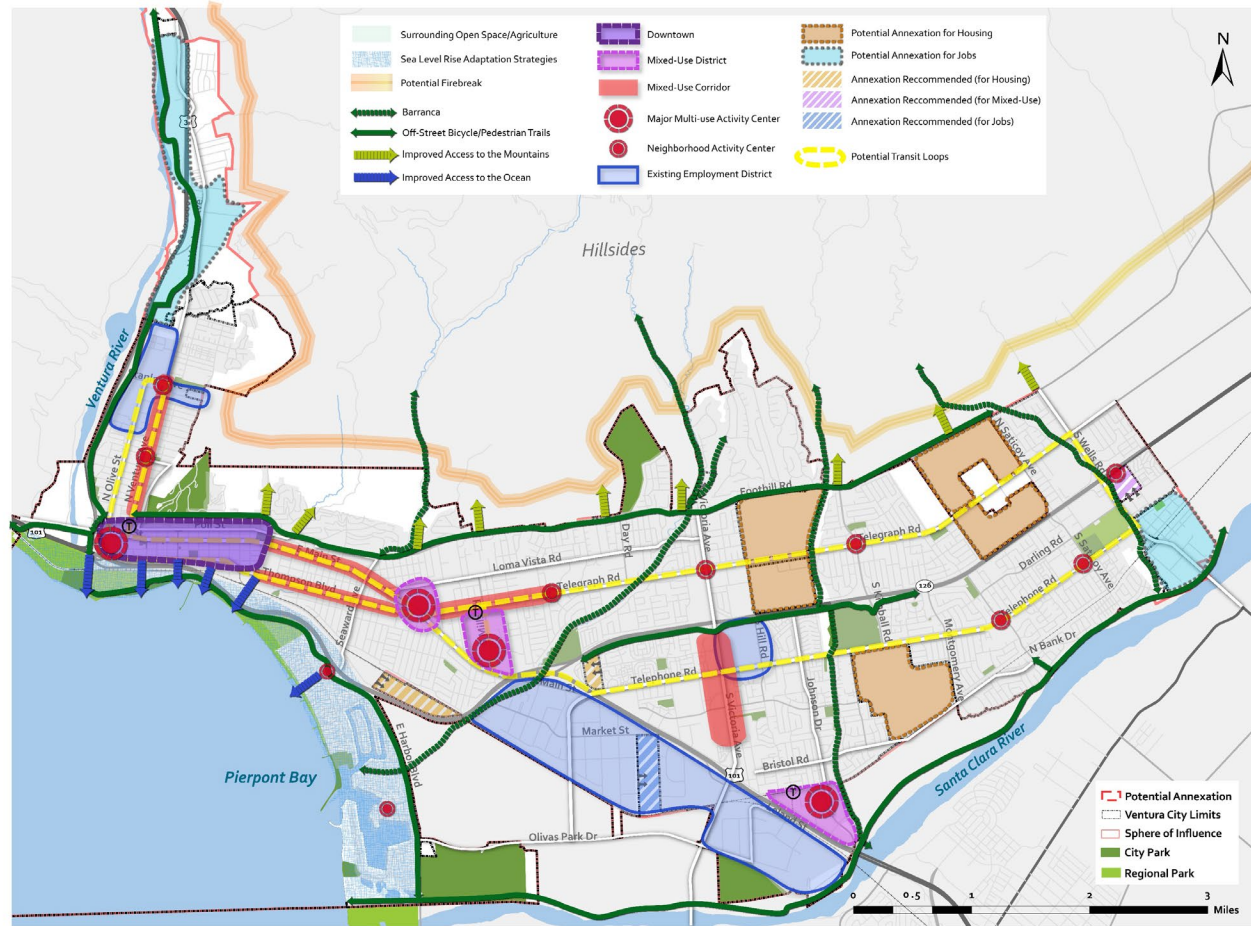


Recommendation for Other Areas

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Ideas for Alternatives

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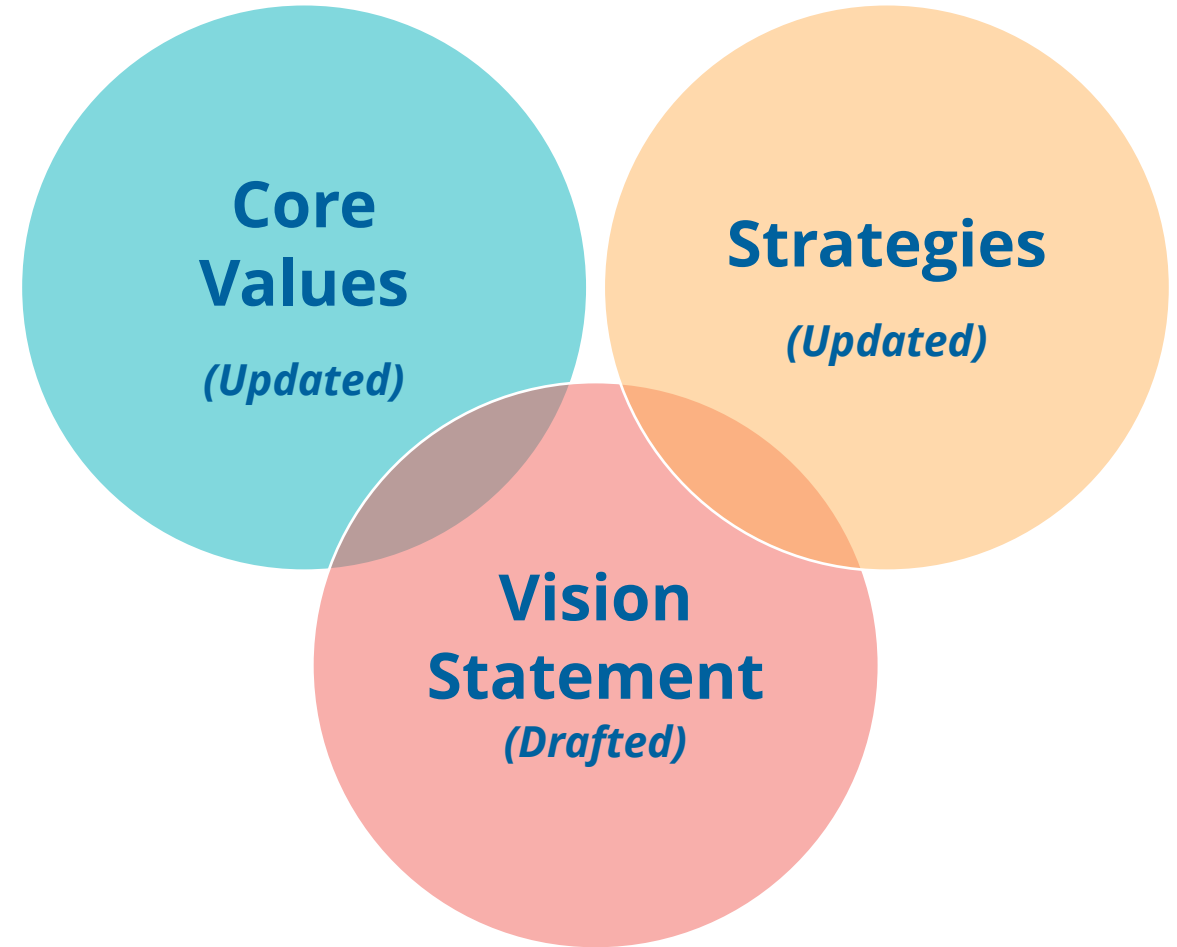


Discussion

Vision, Core Values, and Strategies

What is the “Vision”?

- **Vision Statement:** describes where the city aspires to be in 2050
- **Core Values:** define Ventura’s culture and priorities; form the basis for the goal, policies, and programs included in the General Plan
- **Strategies:** provide specific benchmarks or actions for achieving the vision/core values and implementing the General Plan



Public Comments



Next Steps



Next Steps

- GPAC
 - Written comments on the Vision – Friday, Feb 18th at 5 pm
 - GPAC Meetings – March 15th and April 9th
- Public Comments on the Vision (online) – late Feb to mid March
- Environmental Justice Focus Groups - March
- City Council review of Vision – March 28th (tentative)
- Community Workshop – April
- Community Council Presentations – May/June

Close of Meeting

February 15, 2022

