

General Plan Advisory Committee: Meeting #10

January 18, 2022



Opening of Meeting Doug Halter (Vice-Chair)

January 18, 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

Meeting Agenda

- Staff updates/Engagement updates
- Vision, Core Values and Strategies
 - Overview
 - Discussion
- Areas of Discussion
 - Review revised map
 - Discuss existing land use regulations for each area of discussion
- Next steps
- Public Comment



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



Staff Updates

Staff Updates

- Draft Housing Element
 - Planning Commission (occurred Jan 12)
 - City Council (Jan 31)
- Recent Engagement
 - Meeting with Environmental Justice organizations
- Upcoming Engagement (in person postponed due to Omicron surge)
 - Focus groups with Housing Authority residents (mainly Spanish-speaking residents) and Environmental Justice organization members (Feb or March)
 - Land use alternatives engagement
 - Workshop (April)
 - Pop-ups, survey, and Community Councils (May and June)

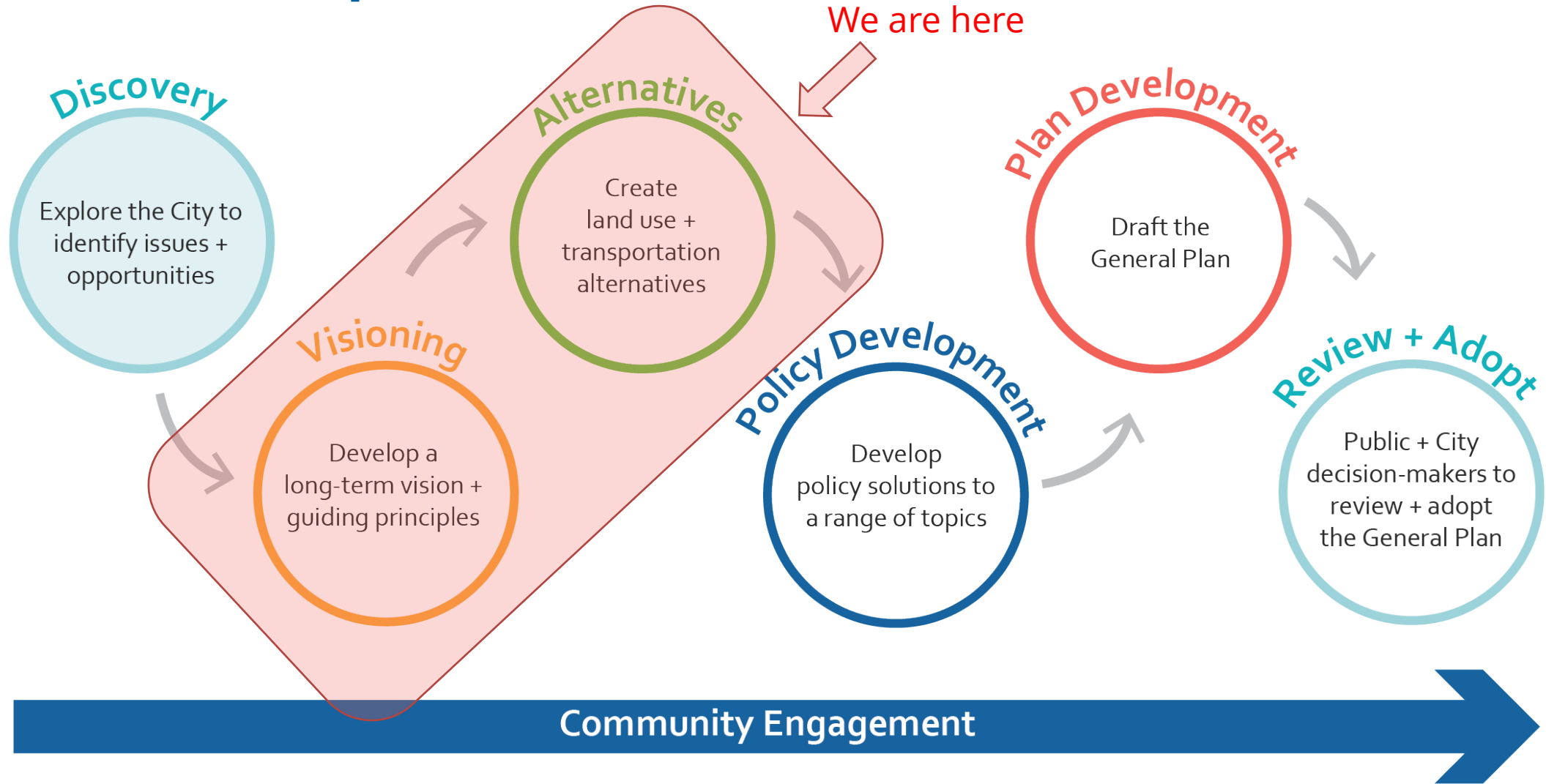
Engagement Efforts To Date

- **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

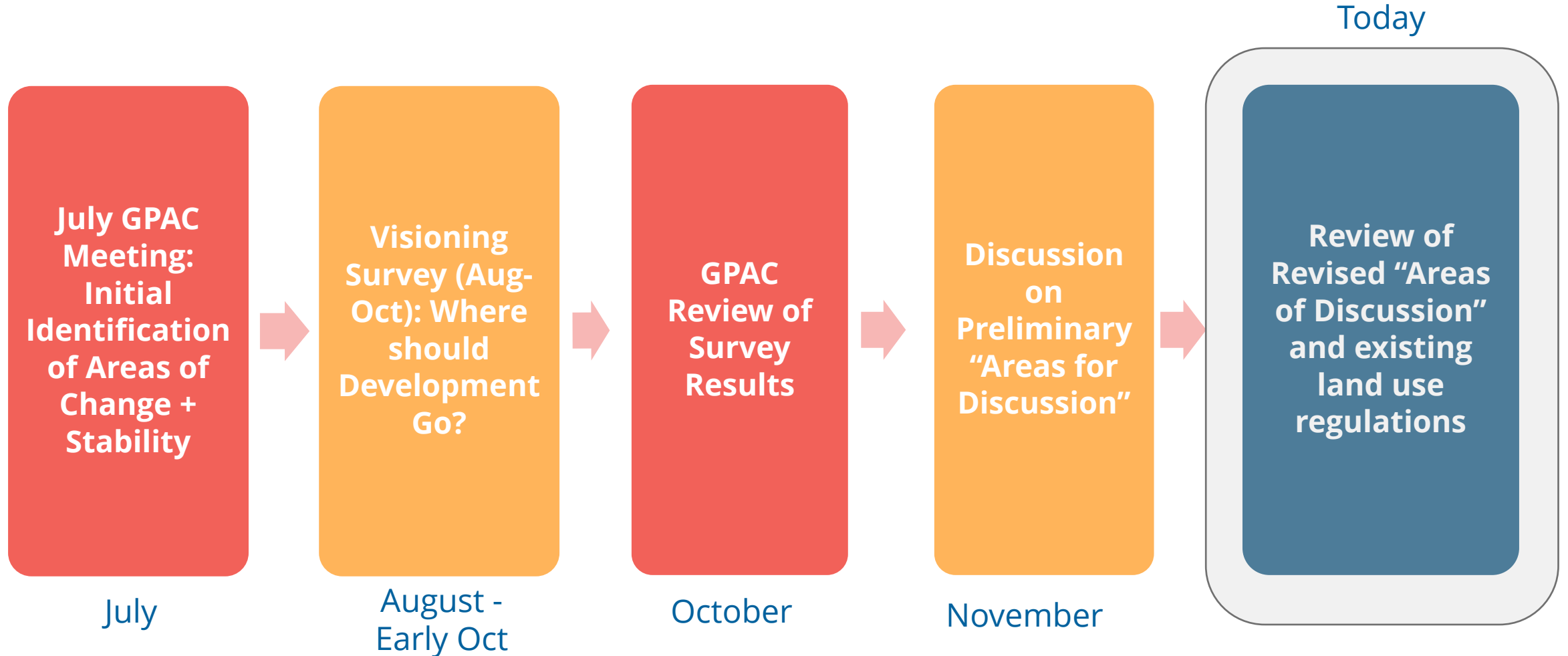
GPU Engagement Recap Video

Process and Schedule Update

General Plan Update Process



Path to Land Use Alternatives



Path to Land Use Alternatives

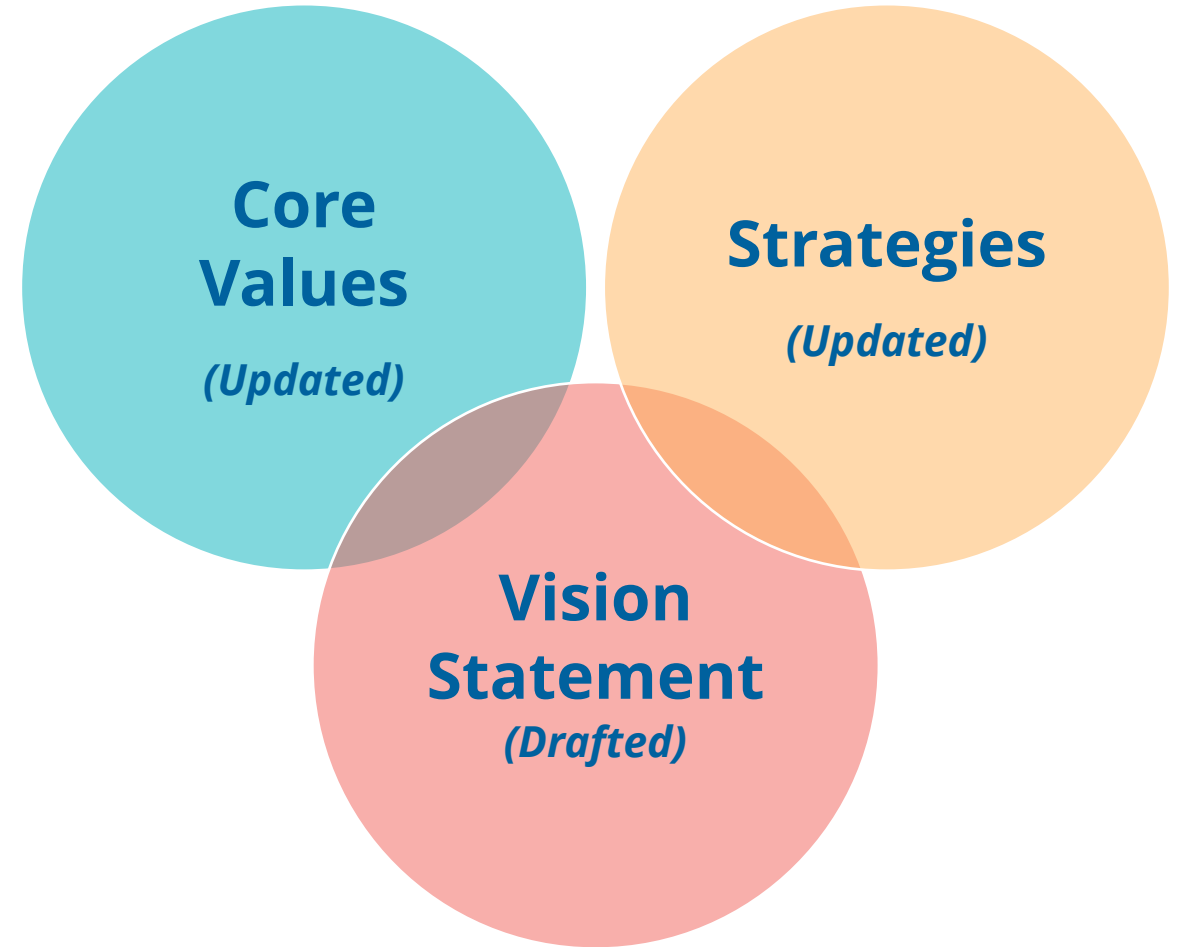


Questions?

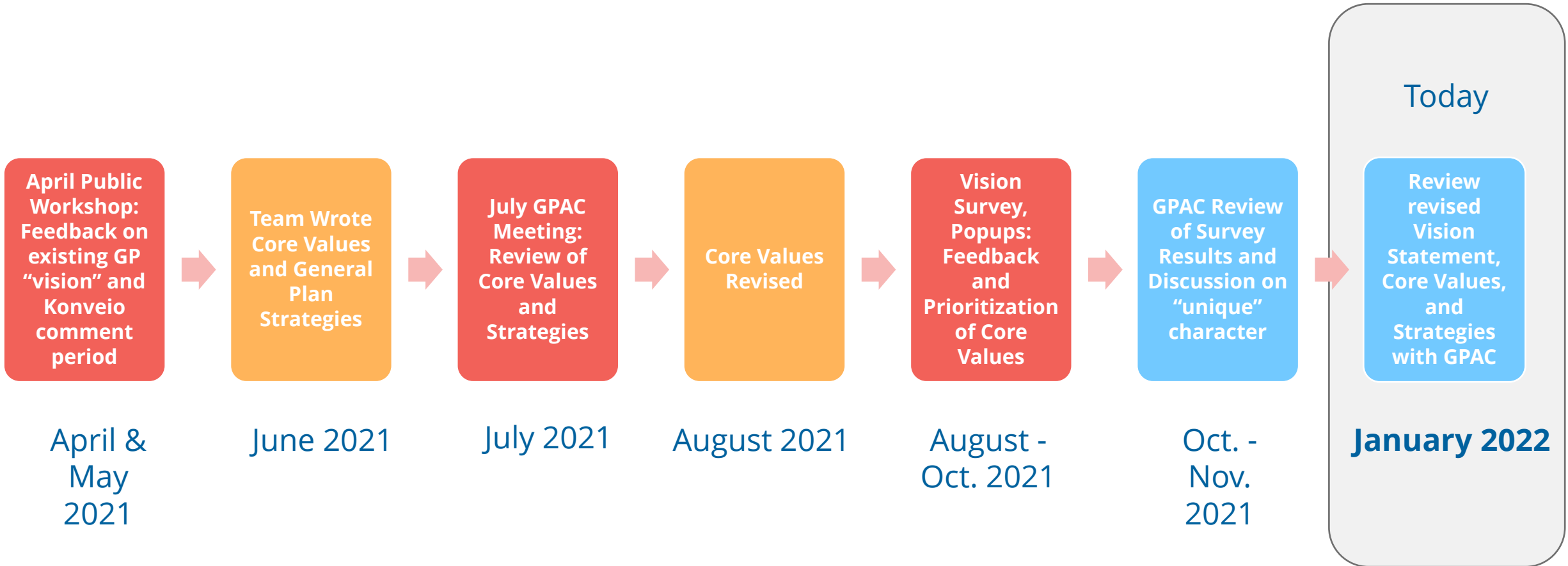
Vision, Core Values, and Strategies

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



Process of Developing the Vision



Engagement to Develop the Vision

- All GPAC meetings (especially July, Oct, and November)
- Community workshop #1 (April 29, 2021) and online engagement
- Pop-up workshops
- Visioning survey
- Neighborhood Community Council meetings
- One-on-ones with City Council members

Vision Statement

We, the residents of Ventura, will implement a bold, new, shared vision for the city that will guide us to a more environmentally sustainable, equitable, and resilient future. This vision will maintain the city's quintessential California **beach town character, close-knit community feel, and diverse neighborhoods**. We will work collectively to develop innovative solutions to address challenges facing our community including climate change, wildfires, inequities, housing affordability, and a stagnant regional economy.

While Ventura is “almost perfect,” we recognize that change is inevitable, and should be embraced and molded to enhance the city's identity. Over time, the physical form of the city will evolve to accommodate new jobs, retail, tourism, entertainment, and housing that together complement the city's strong neighborhoods and diverse housing stock and pave the way to a more sustainable jobs-housing balance. The Downtown, commercial corridors, and employment districts will be vibrant, and the city will have a wide diversity of housing options so that everyone, regardless of income, race, or physical ability, can enjoy the benefits of living in Ventura. Likewise, the transportation system will evolve to take advantage of new mobility solutions and to allow everyone to safely and efficiently walk, bike, or take transit around the City.

As this evolution occurs, we will always protect the characteristics that we cherish the most: our strong and vibrant Downtown; our views of and access to the hills, open spaces, and natural areas from public spaces; the diverse neighborhoods; the history of our community; the diversity of our cultures, races, and ethnicities; the commitment to arts, creativity, and innovation; and, most importantly, the desire to remain a community where neighbors look out for each other and feel a sense of belonging because they are compassionate, connected, active, and engaged.

We, the residents of Ventura, believe that the future is bright. We are committed to working together as a community to preserve what is unique and special about our city and to change and adapt what is needed to address existing and future challenges.

Core Values

Unique Character

Community

Quality of Life

Diversity and Equity

Balanced Growth

**Housing for All
People**

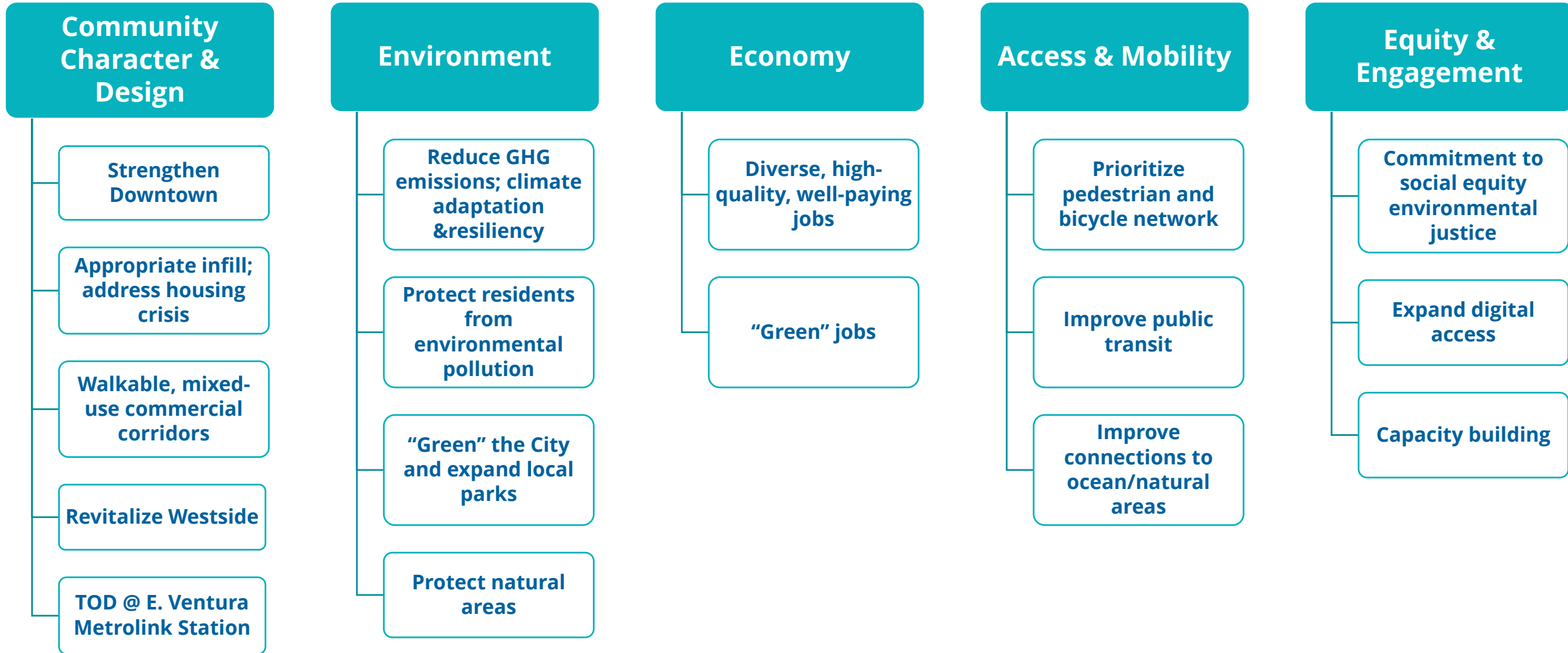
**Nature and Open
Spaces**

**Innovation and
Creativity**

**Accessible
Government/Robust
Civic Engagement**

Thriving Economy

Strategies



Note: the Strategies will be further updated in the General Plan to reflect new ideas developed during the process

Discussion

Discussion

- **Vision Statement and Core Values**

- *Did the vision reflect your understanding of what was expressed by the community through engagement?*
- *What rang true about the Vision and Core Values?*
- *Did anything feel off the mark? What should change?*

- **Strategies**

- *Do the strategies reflect the range of ideas expressed during the process?*
- *Are any major strategies missing?*

- **Overall**

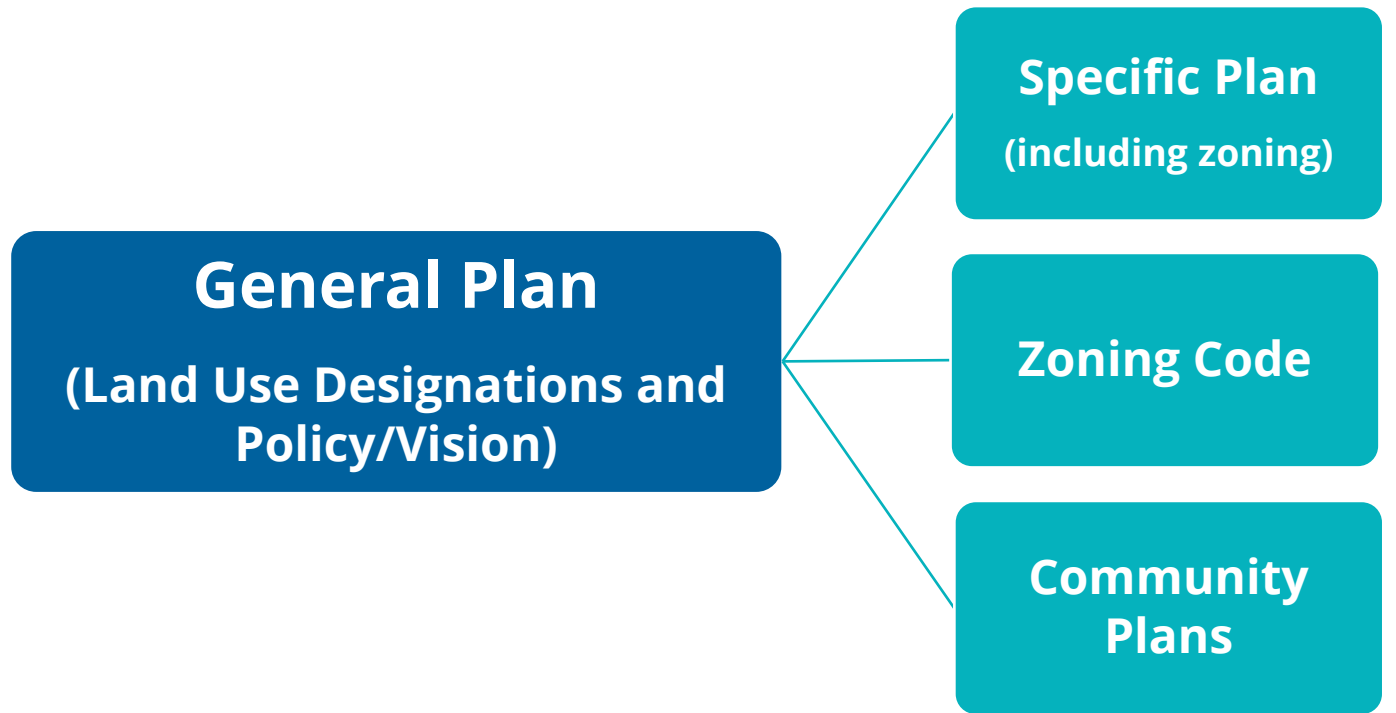
- *Any other comments on the vision, core values, and/or strategies?*

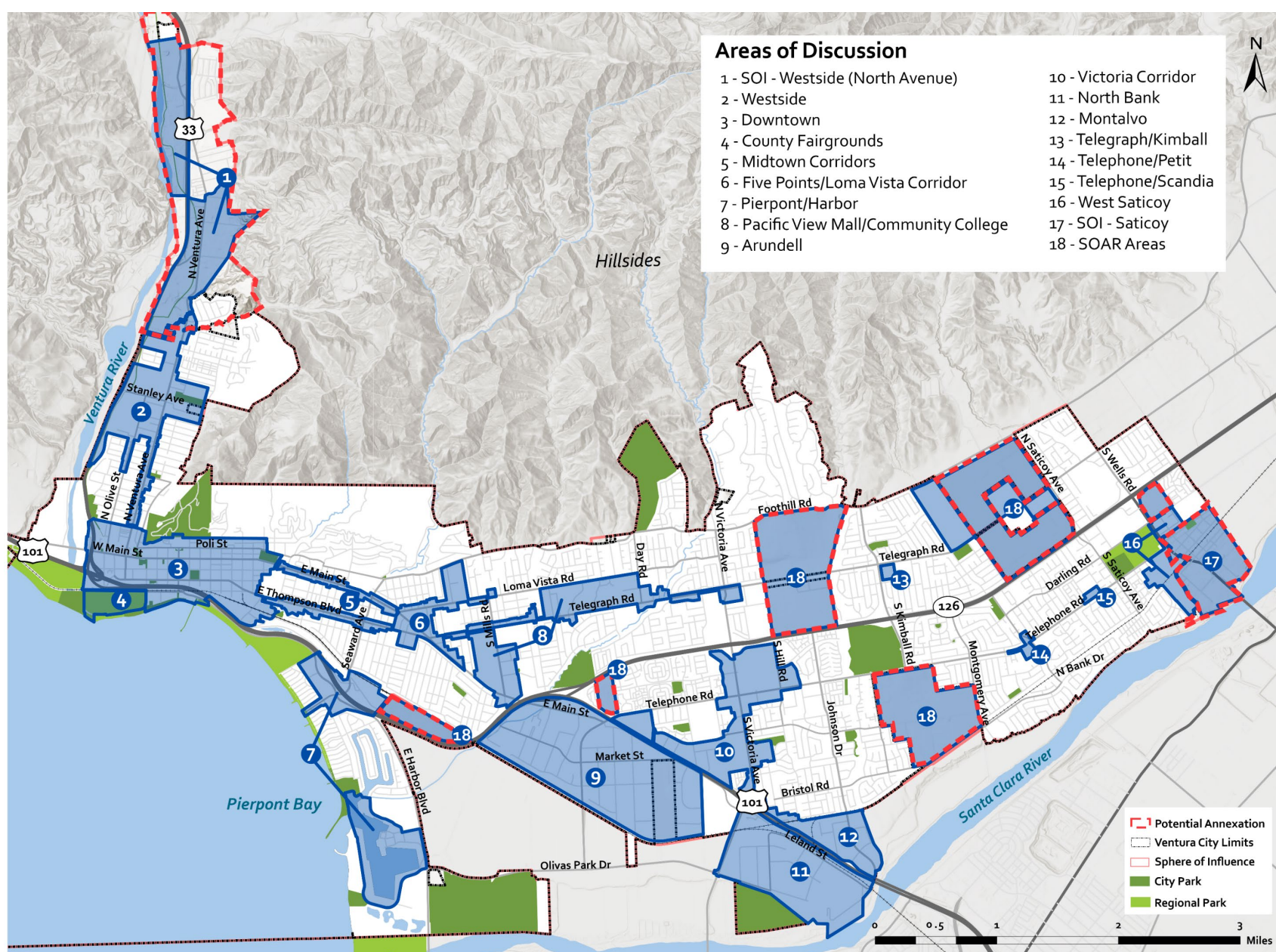


Areas of Discussion

Background – Areas of Discussion

- Basis for the land use alternatives
- Need to review existing “vision” prior to developing a “new” vision for an area:
 - Vision described in the General Plan and/or any Specific or Community Plans
 - Land use and zoning regulations, including uses, density/intensity and character
 - Other guidance, as needed





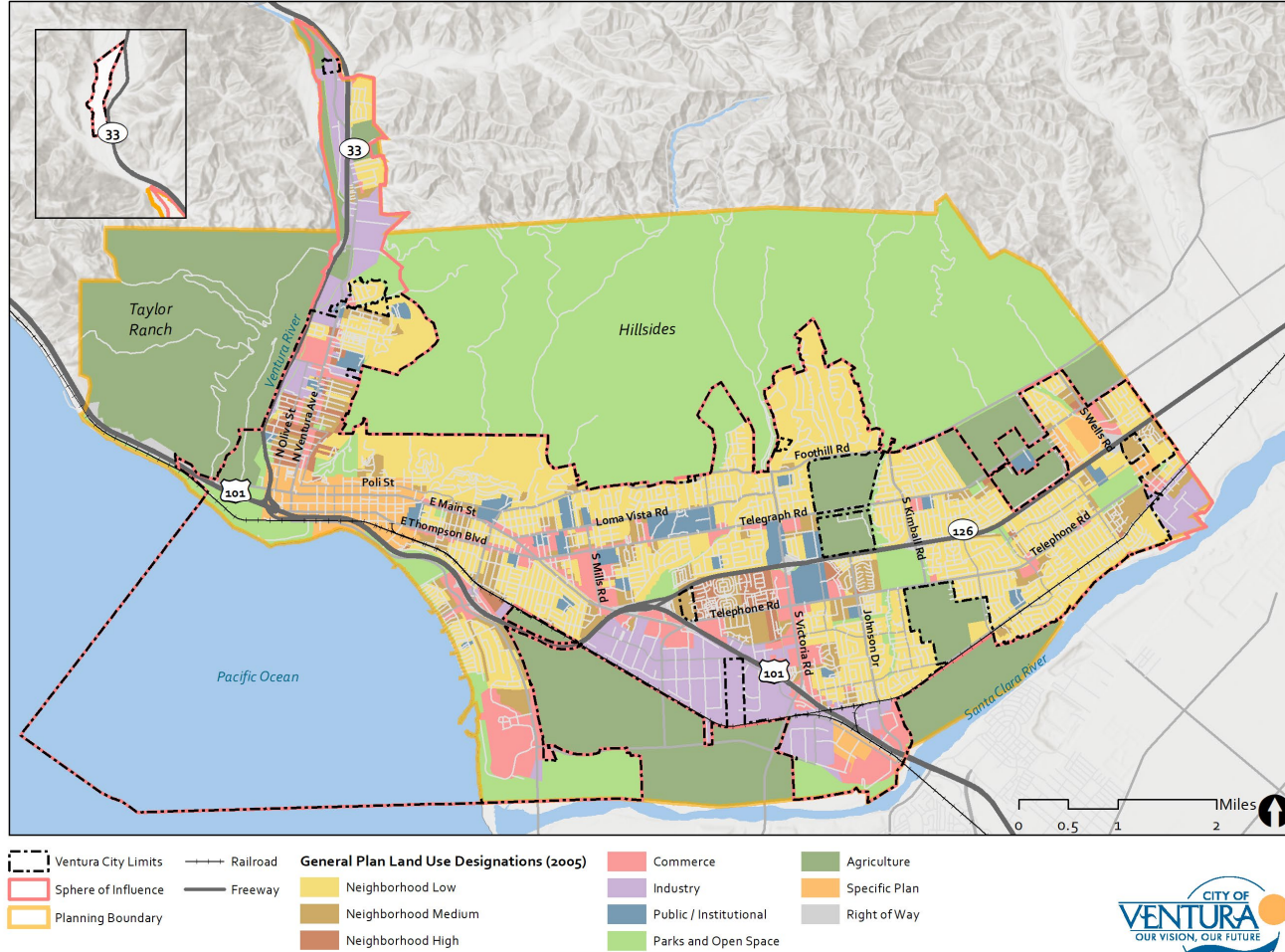
Areas of Discussion Map

Questions or Comments?

Regulatory Background and Existing Vision for Areas of Discussion

General Plan Land Use Designations

General Plan Land Use Designations (2005)



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



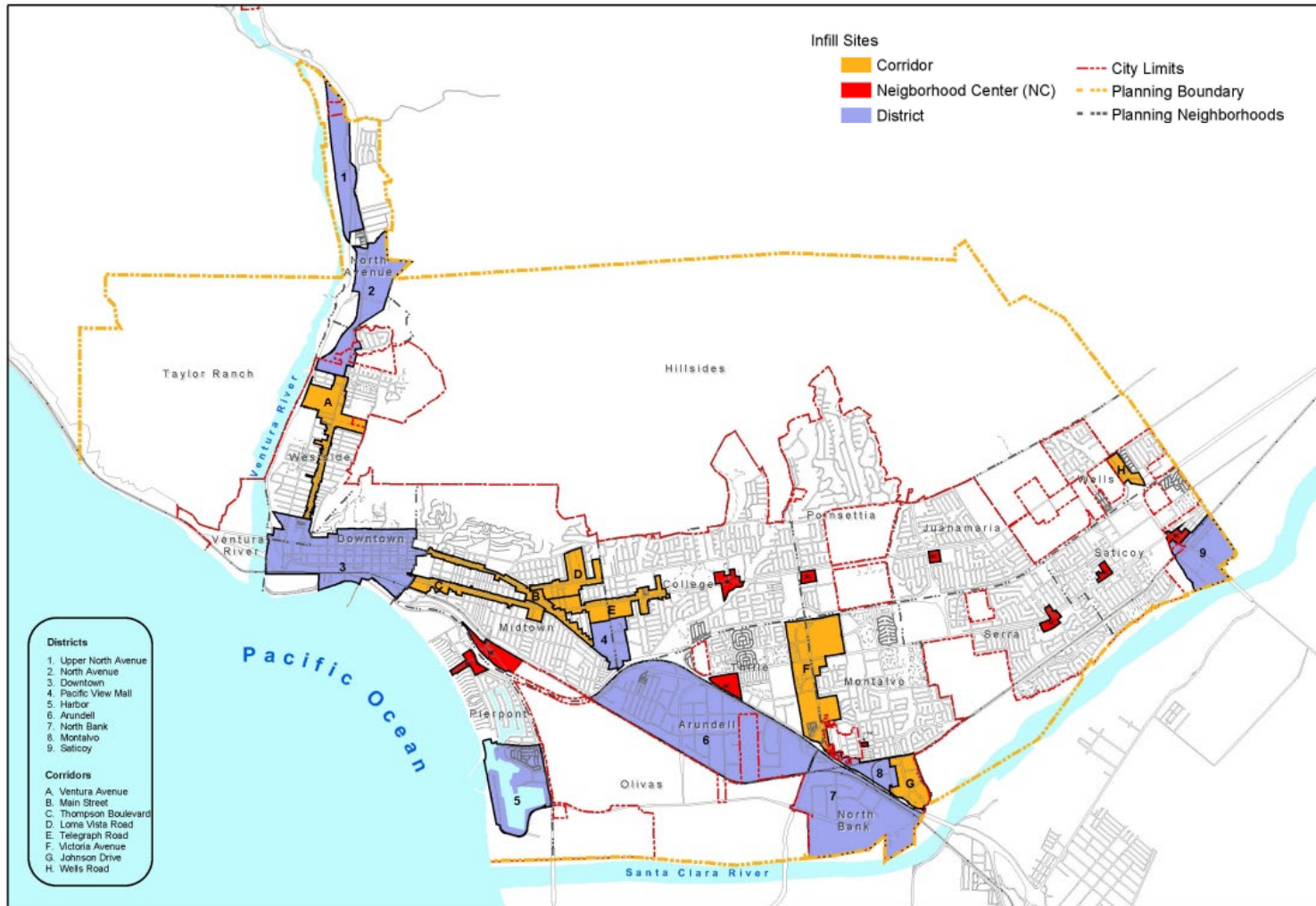
| Land Use Designation | Allowed Density (du/ac) |
|---|-------------------------|
| Agriculture (A). Predominantly accommodates the commercial cultivation of food crops and plants and raising of animals. | - |
| Commerce (C). Encourages a range of building types supporting a mix of functions, including commercial, entertainment, office, and housing. | - |
| Industry (I). Encourages intensive manufacturing, processing, warehousing, and light industries housed mainly in large-scale buildings. | - |
| Neighborhood Low (NL). Provides for a predominantly low-density residential character, emphasizing detached houses with some attached units. Includes opportunities for limited home-based occupations and neighborhood services in certain locations. | 0-8 |
| Neighborhood Medium (NM). Provides for a low-to-medium density residential character, including a mixture of detached and attached dwellings. Includes small-scale commercial at key locations, such as at intersections and along corridors. | 9-20 |
| Neighborhood High (NH). A broader mix of building types, including higher-density attached residential, commercial, office, entertainment, and mixed-use. | 21-54 |
| Public & Institutional (PI). Accommodates civic function including government offices, hospitals, libraries, schools, and public green space. | - |
| Parks & Open Space (POS). Dedicates land to public recreation and leisure, ranging from neighborhood playgrounds and mini parks to large regional parks and natural preserves. | - |
| Downtown Specific Plan (SP). Accommodates land uses and building types highlighted in the Downtown Specific Plan. | 21-54 |

Note: The General Plan does not provide building intensity ranges for non-residential uses.

Note: there have been public comments made on making more residential categories



Existing General Plan: Infill Areas

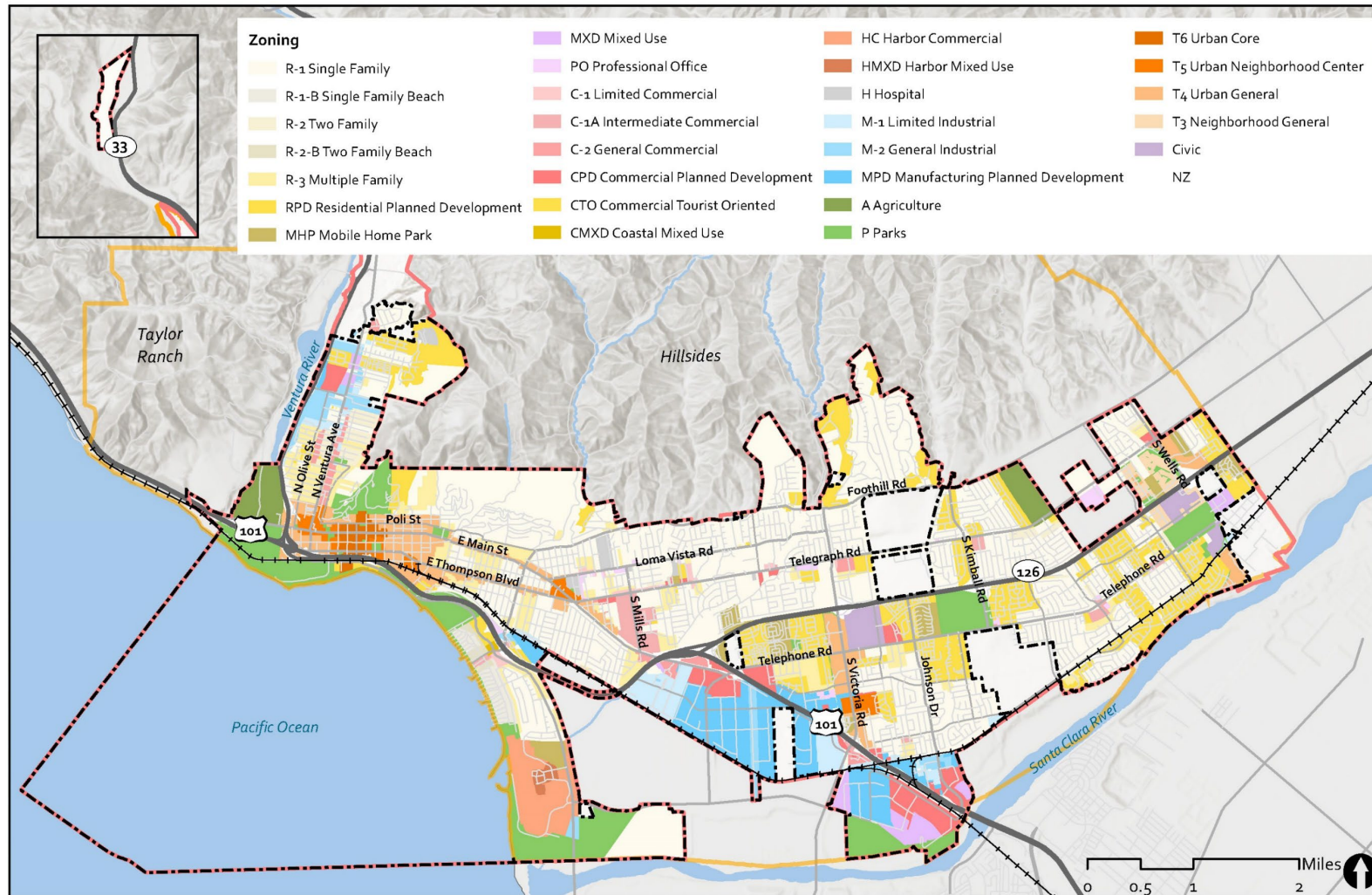


SOURCE: City of Ventura

Figure 3-1

- General Plan pursues an “Infill First” strategy
 - Concentrates new developments in select districts, corridors, and neighborhood centers (see map)
 - Provides direction on potential opportunities for new uses in each infill area
- *General Plan direction for each area is described in the presentation below*

City Zoning Code

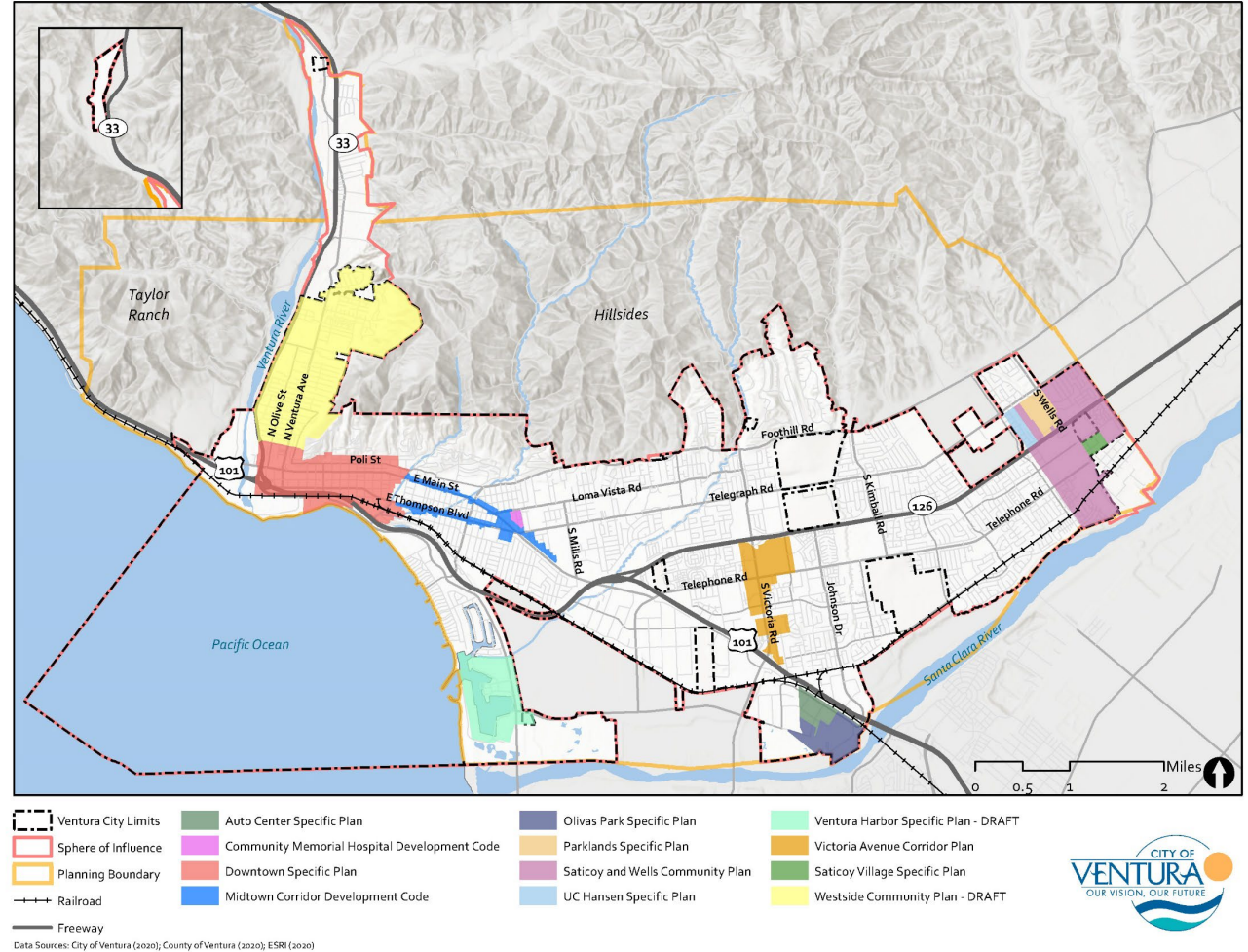


- Regulates use, density/intensity, building form and placement
- Comprised of Euclidean (use-based) districts and form-based districts (form and character)
- Form Based Districts
 - Downtown, Midtown Corridors, Hospital District, Victoria Corridor, and West Saticoy
 - Regulated by design criteria (i.e., building type, frontage type, streetscape standards)

Specific Plans and Vision Plans

| Plan Name | Year | Acres |
|----------------------------------|------|-------|
| Specific Plans | | |
| Downtown Specific Plan | 2007 | 514 |
| UC Hansen Specific Plan | 2008 | 35.7 |
| Parklands Specific Plan | 2009 | 66.7 |
| Ventura Harbor Specific Plan* | 2010 | 339 |
| Auto Center Specific Plan | 2017 | 54.6 |
| Olivas Park Specific Plan | 2019 | 139 |
| Community Plans | | |
| Saticoy and Wells Community Plan | 2009 | 1,000 |
| Victoria Avenue Corridor Plan | 2009 | 286 |
| Westside Community Plan* | 2012 | 900 |
| Vision Plans | | |
| Ventura Vision | 2000 | N/A |

Specific and Community Plans



Note: * Indicates Plan never adopted

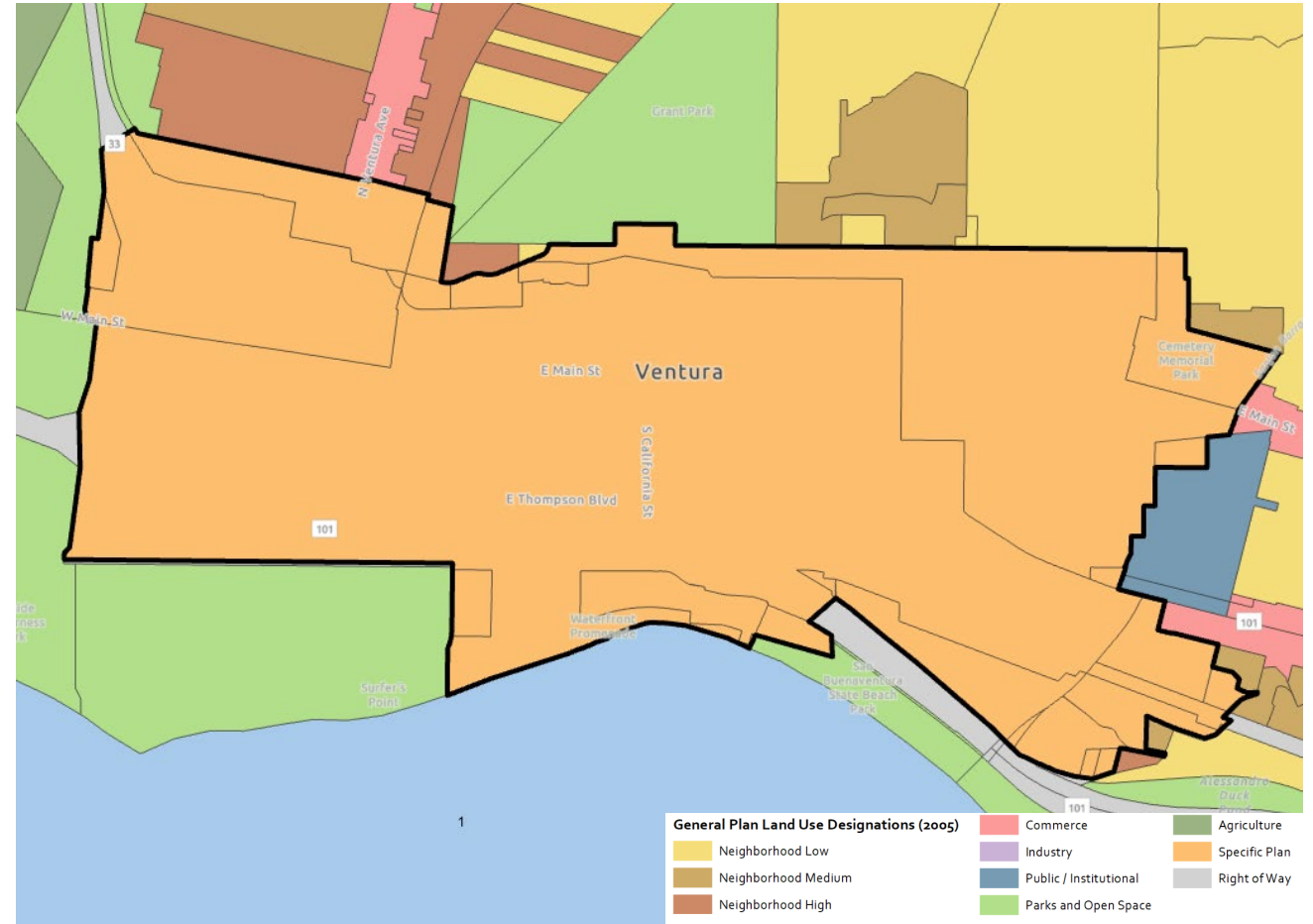


Land Use Regulations for Areas of Discussion

| Area of Discussion | Guiding Regulatory/Policy Document(s) |
|-------------------------------------|--|
| Westside | Zoning Code; General Plan; Westside Community Plan* |
| Downtown | Downtown Specific Plan; General Plan |
| Midtown Corridors | Midtown Corridors Development Code; General Plan |
| Five Points/Loma Vista Corridor | Midtown Corridors Development Code; Community Memorial Hospital Plan; General Plan |
| Harbor/Pierpont | Zoning Code; General Plan; Ventura Harbor Specific Plan* |
| County Fairgrounds | Zoning Code; General Plan |
| Arundell | Zoning Code; General Plan |
| North Bank | Auto Center Specific Plan; Olivas Park Specific Plan; General Plan |
| Montalvo/Johnson Corridor | Zoning Code; General Plan |
| Victoria Corridor | Victoria Corridor Development Code; General Plan |
| Pacific View Mall/Community College | Zoning Code; General Plan |
| Eastside Neighborhood Centers | Zoning Code; General Plan |
| West Saticoy | Saticoy Wells Community Plan; General Plan |
| SOI – Westside (North Avenue) | North Ventura Avenue Area Plan (prepared by County); General Plan |
| SOI – Saticoy | Saticoy Area Plan (prepared by County); General Plan |
| SOI – SOAR Areas | Ventura County SOAR Ordinance; General Plan |

Downtown

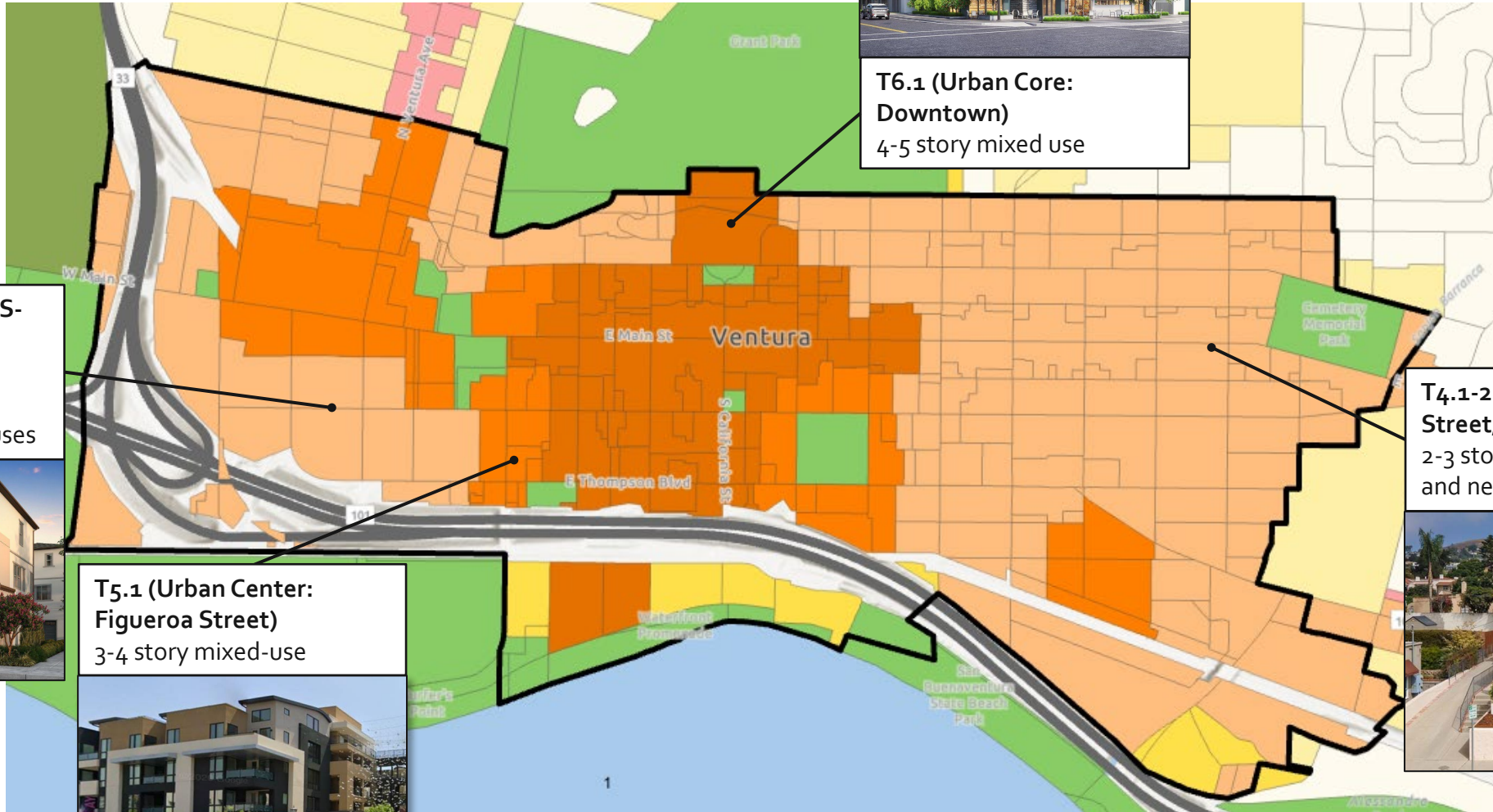
- **General Plan:**
 - Market Downtown as a Cultural District
 - Attract uses that create “around-the-clock” activity
 - Focus future residential and commercial growth in this area
- **Downtown Specific Plan:**
 - Maintain the historic development pattern and prevent large, monolithic developments
 - Promote economic development in the professional and creative sectors
 - Expand housing supply at all income levels
 - Provide an integrated transportation system
 - Nurture arts and cultural expression



Downtown



T6.1 (Urban Core: Downtown)
4-5 story mixed use



T4.3 (Urban General: US-101 Frontage)
3-4 story mid-rise residential and neighborhood-serving uses



T5.1 (Urban Center: Figueroa Street)
3-4 story mixed-use



T4.1-2 (Urban General: Main Street/Westside Frontage)
2-3 story low-rise residential and neighborhood-serving uses



Midtown Corridors

- **General Plan:**

- Main Street

- Increase mixed use and housing
 - Create attractive, pedestrian-oriented streetscapes

- Thompson Boulevard

- Become a major transit corridor
 - Increase access to the ocean with pedestrian/bike enhancements

- **Midtown Corridors Development Code:**

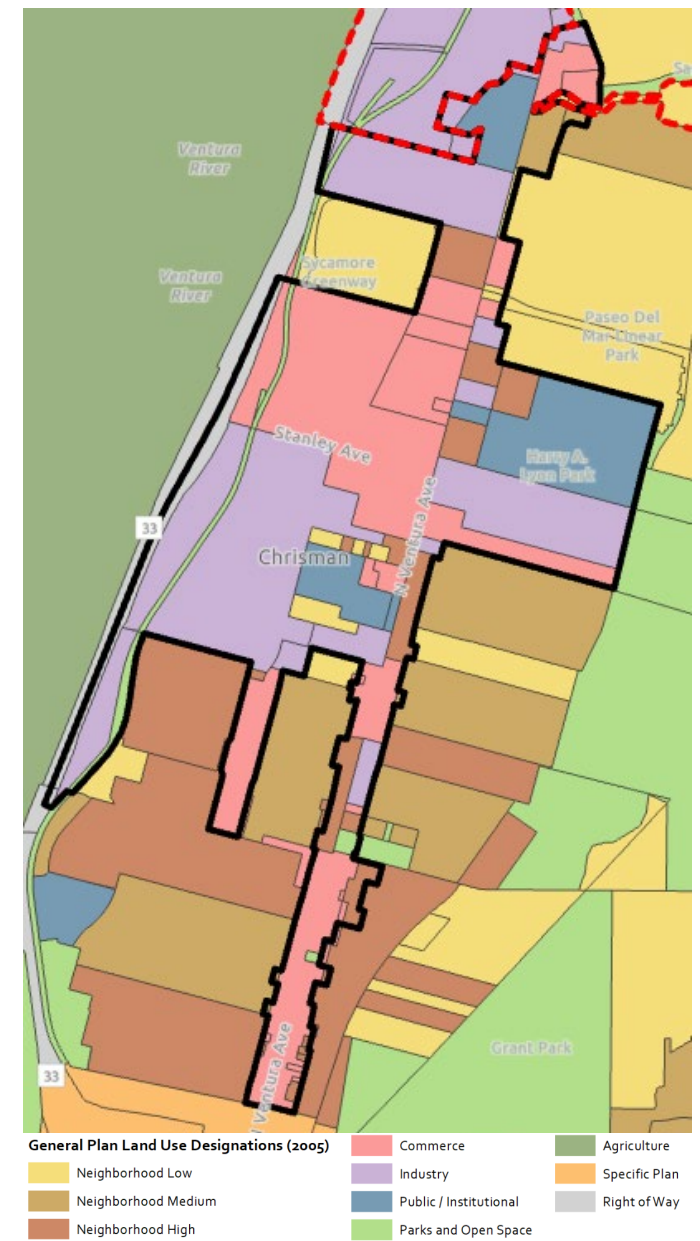
- Ensure development is human scale and pedestrian/transit-oriented
 - Support high-density mixed-use environments
 - Provide adjoining neighborhoods with a range of amenities within walking distance



T4.5 (Urban General: Midtown Corridors)
Up to 3-story mixed-use and higher density residential infill development

Westside

- **General Plan:**
 - Become a hub for emerging arts and manufacturing crafts
 - Create a community/specific plan for Westside
 - Secure funding for more brownfield reuse efforts
- **Westside Community Plan (*plan not completed*)**
 - Revitalize while preserving its Latino heritage
 - Increase shopping opportunities
 - Diversify the local economy
 - Provide housing for people of all incomes, ages, and abilities
 - Enhance Ventura Avenue with plazas, green spaces, trees and art
 - Improve streets to accommodate all travel modes
 - Create new park space and increase passive and active recreational opportunities



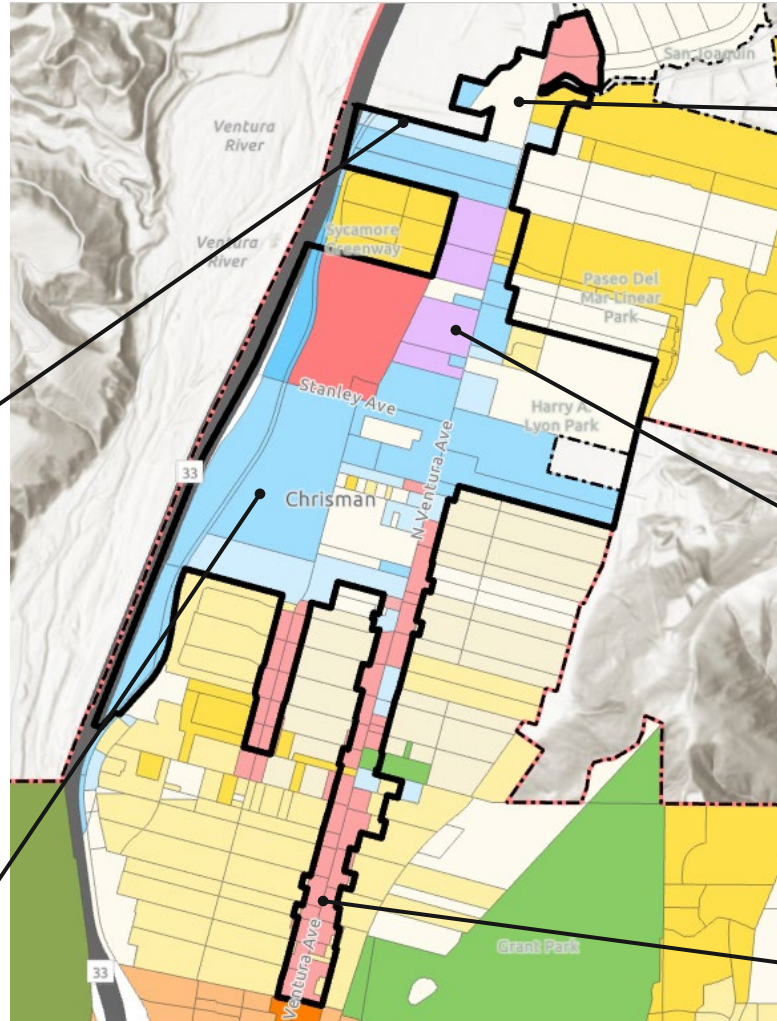
Westside



M-1: Limited Industrial
Up to 3-story light industrial and general commercial



M-2: General Industrial
Up to 6-story heavy industrial and general commercial



R-1: Single Family
1-2.5 story single family residential



MXD: Mixed Use
Up to 6-story mixed use

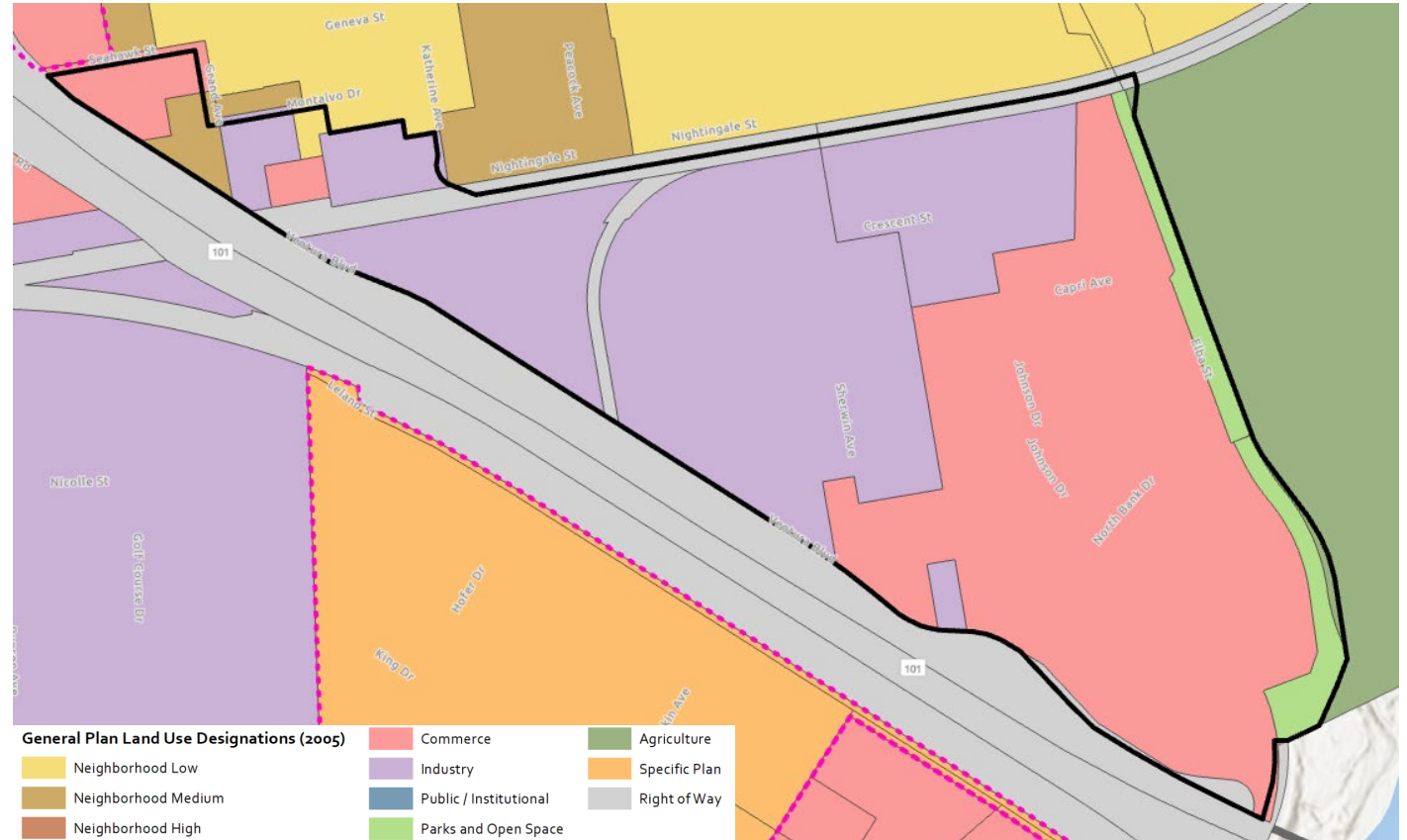


C-2: General Commercial
Up to 6-story general commercial and residential

Montalvo/Johnson Corridor

- **General Plan:**

- Leverage location next to Metrolink station
 - Establish a strategic mix of uses
 - Strengthen area's economic presence
 - Provide a visual gateway to the City
 - Encourage high-quality mixed-use developments with uses such as childcare, restaurants, offices, light industrial, and housing
-
- No specific/community plans written for this area



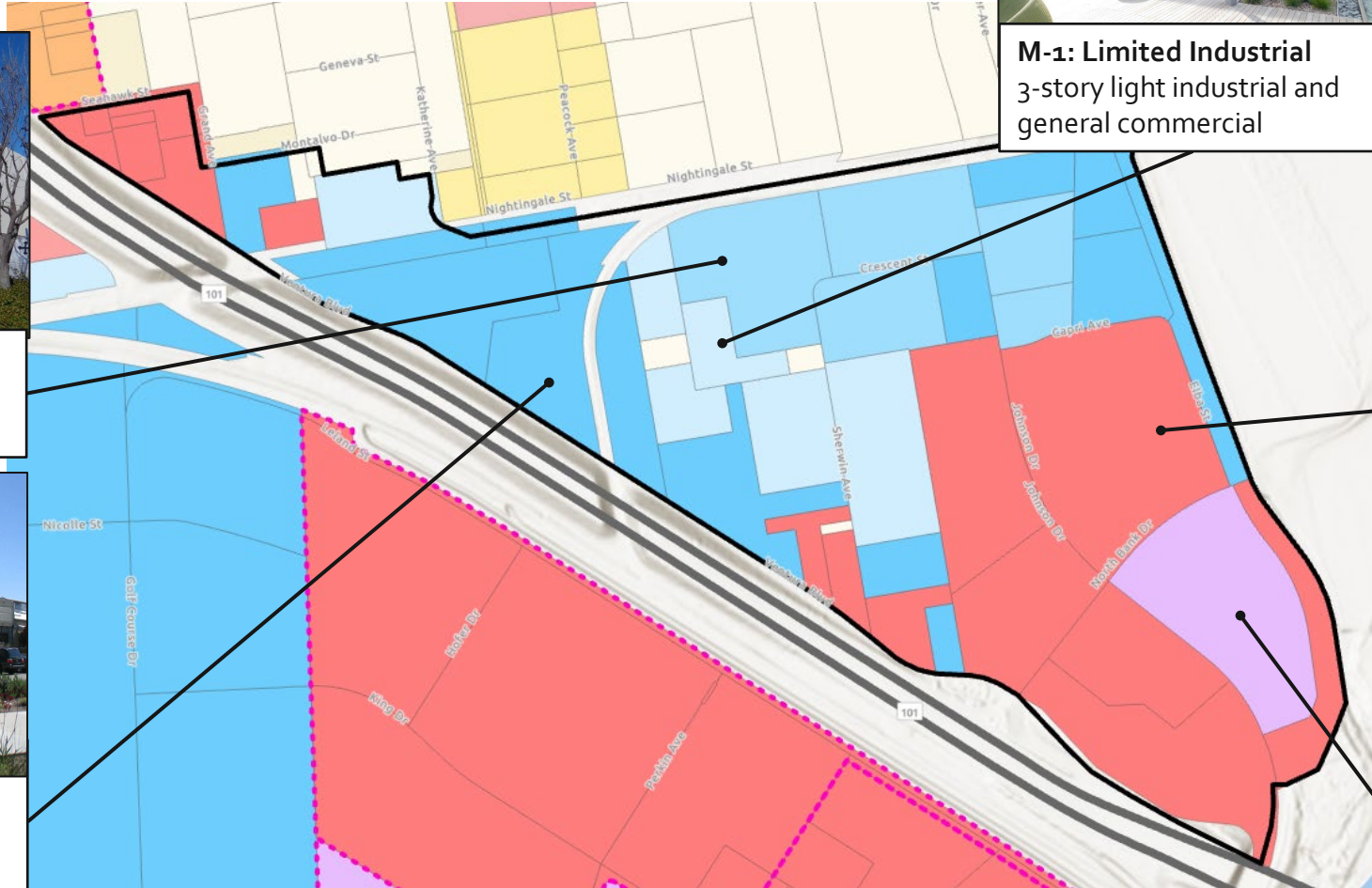
Montalvo/Johnson Corridor



M-2: General Industrial
6-story heavy industrial and general commercial



Planned Development
6-story heavy industrial and manufacturing



M-1: Limited Industrial
3-story light industrial and general commercial



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers



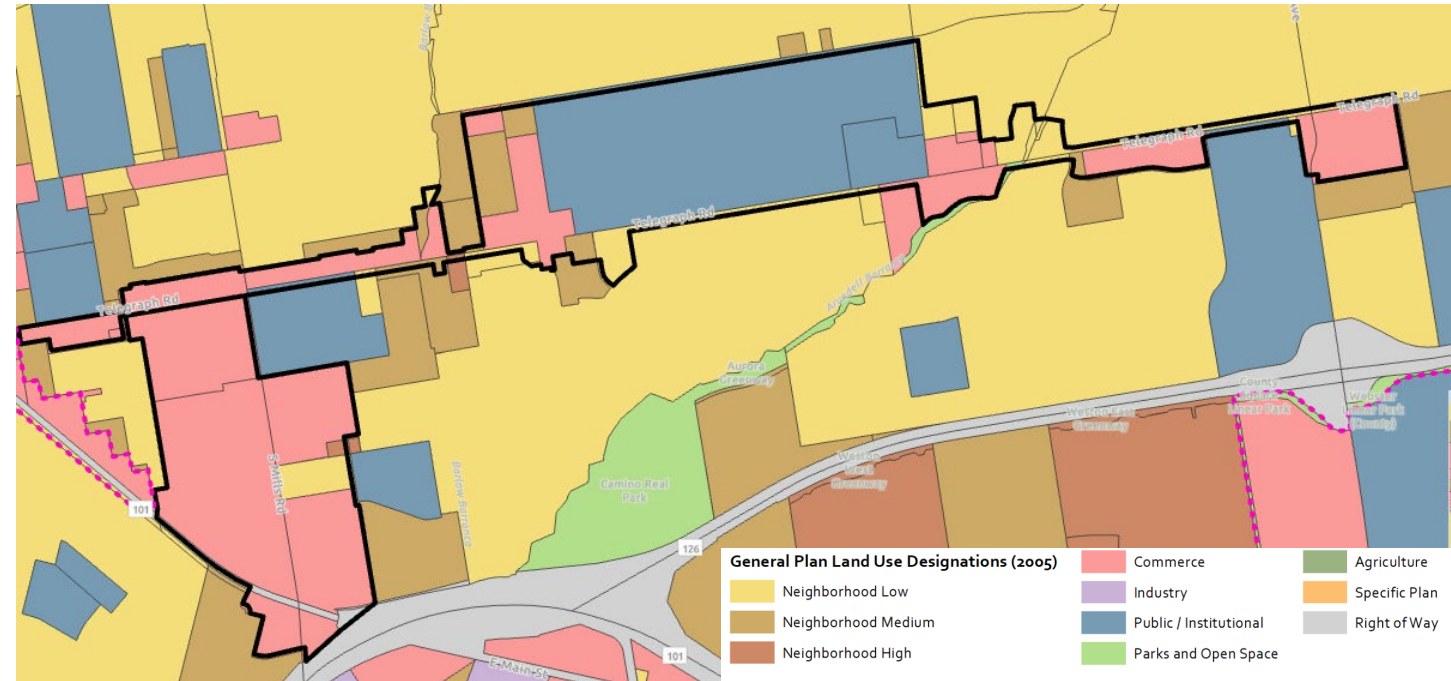
MXD: Mixed Use
Up to 6-story mixed use

Telegraph Corridor (Pacific View Mall/Community College)

- **General Plan:**

- Redevelop suburban-scale areas with a higher intensity and mix of uses
- Pacific View Mall:
 - Reinvent single-use retail into a mix of high intensity uses
- Telegraph Road
 - Create a multimodal node of housing and employment at the City's bus transfer stop
 - Allow a mixture of development intensities along the corridor

- No specific/community plans written for these areas



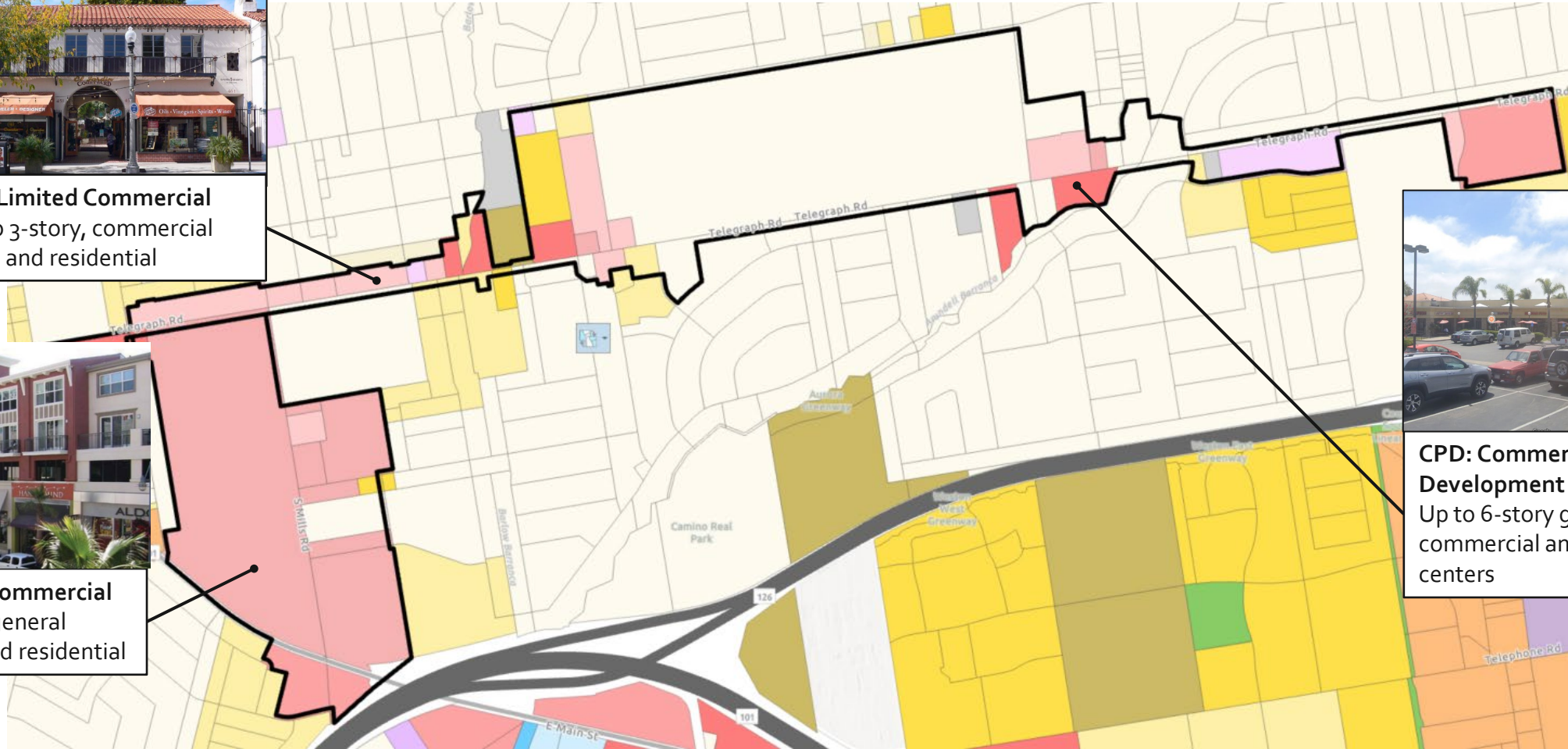
Telegraph Corridor (Pacific View Mall/Community College)



C-1: Limited Commercial
Up to 3-story, commercial retail and residential



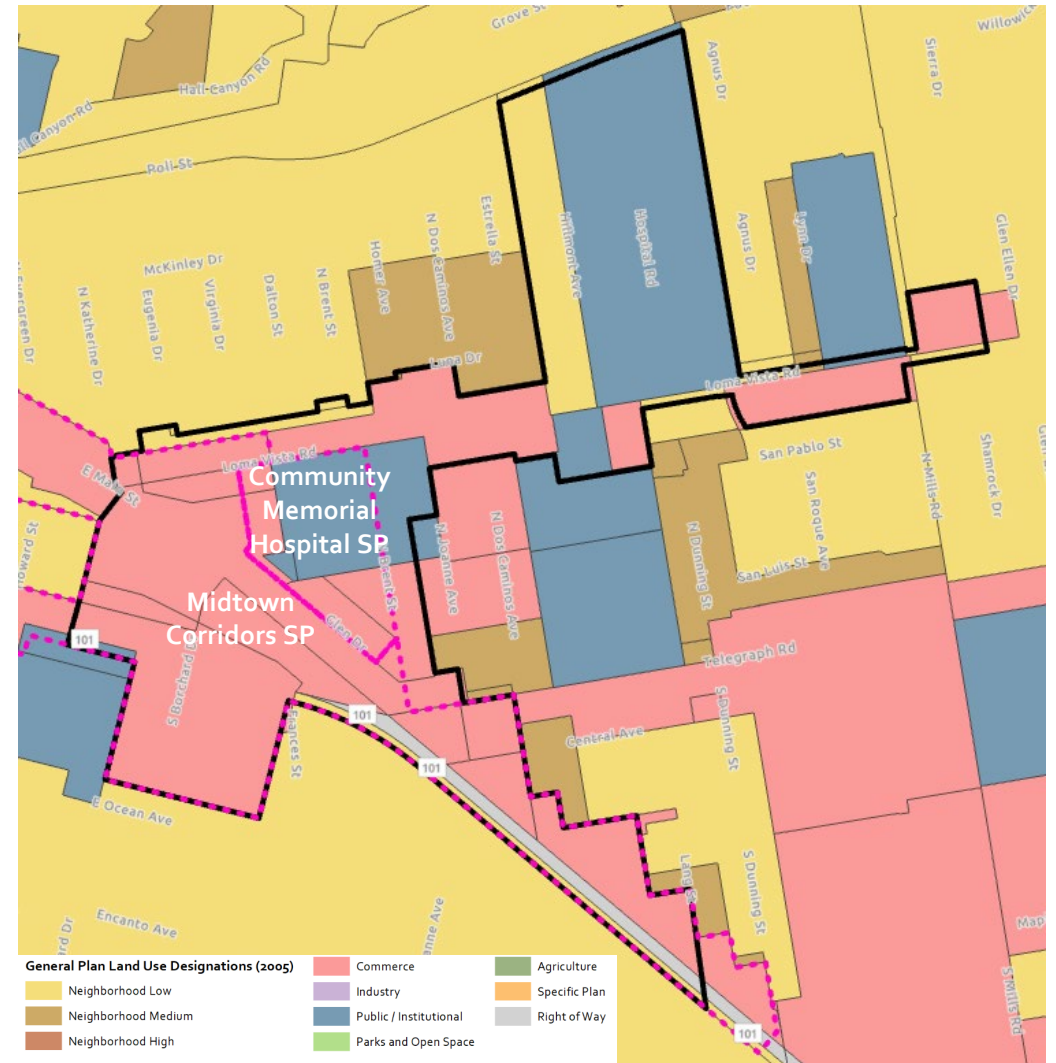
C-2: General Commercial
Up to 6-story general commercial and residential



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers

Five Points/ Loma Vista Corridor

- **General Plan goals/policies:**
 - Five Points
 - Maintain area as an intense “activity center” with greater emphasis on commercial use
 - Loma Vista Corridor
 - Concentrate medical and research-centered businesses
 - Provide workforce housing and services
- **Midtown Corridors Development Code:**
 - Allow buildings and streetscapes that are more urban in character than the rest of the Midtown Corridors
- **Community Memorial Hospital District Development Code:**
 - Have a scale and character compatible with the surrounding urban context
 - Supporting a pedestrian-oriented character with well-designed streetscapes and ground floor retail/civic uses



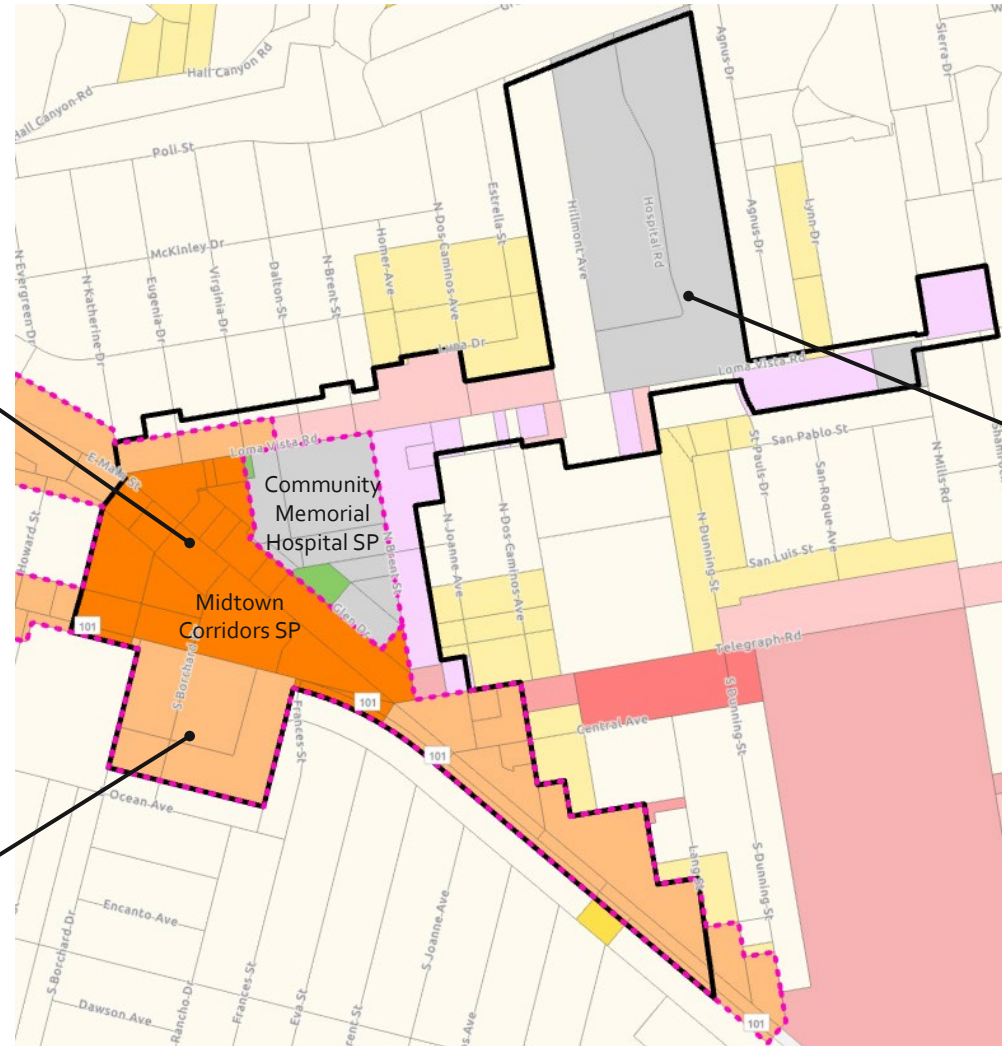
Five Points/Loma Vista Corridor



T5.2 (Five Points)
Up to 6-story mixed use



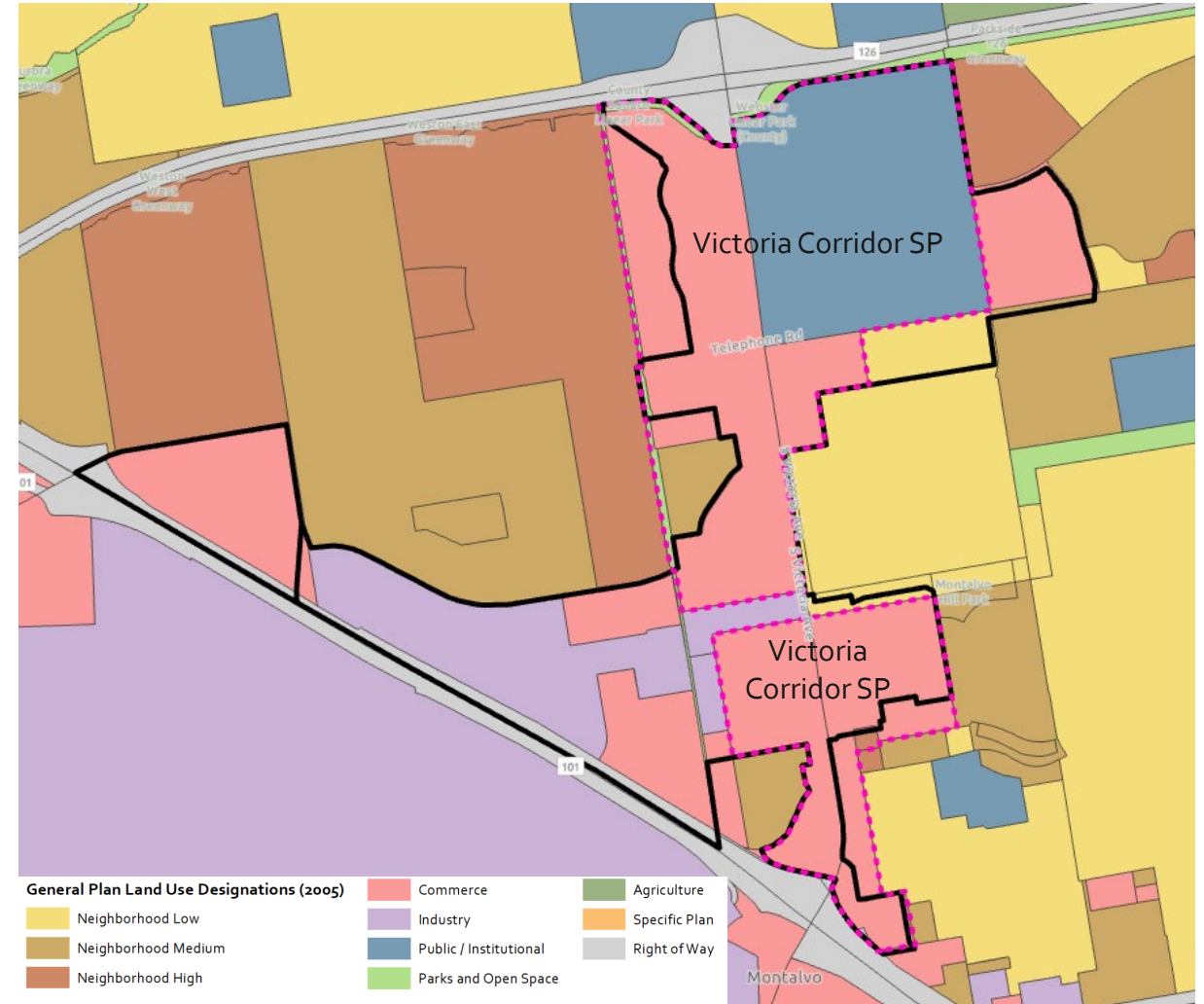
T4.5: Midtown Corridors
Up to 3-story mixed-use and higher density residential infill development



H: Hospital
Up to 3-story medical care and adjacent services/uses

Victoria Corridor

- **General Plan:**
 - Transition away from single-use shopping centers and retail parcels
 - Invest in pedestrian/streetscape improvements
- **Victoria Corridor Development Code:**
 - Establish as a premier business and employment center
 - Promote urban design consisting of connected streets, small blocks, and public open spaces
 - Create new activity nodes
 - Redesign the corridor to a walkable regional thoroughfare



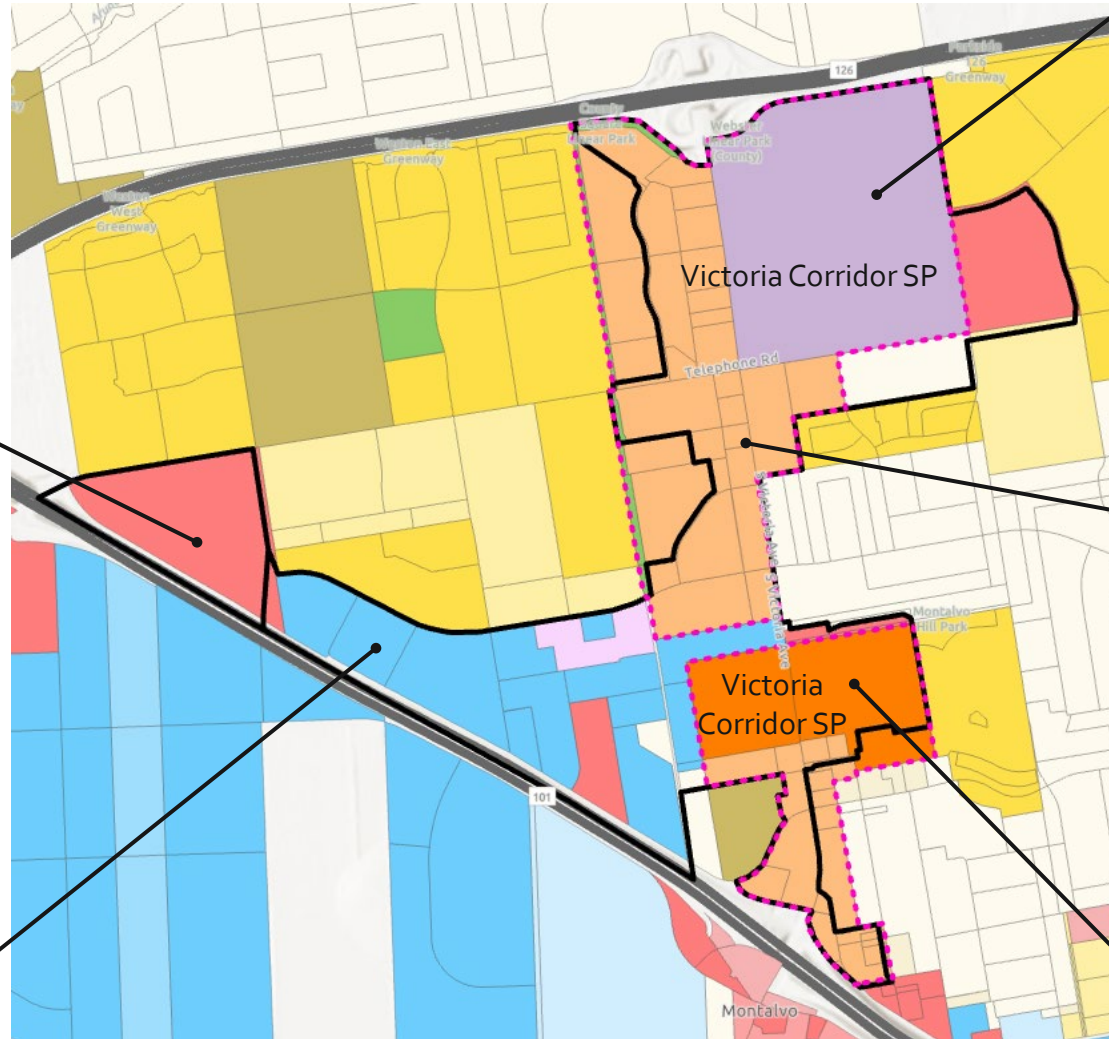
Victoria Corridor



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers



MPD: Manufacturing Planned Development
6-story heavy industrial and manufacturing



Civic (Government Center)



T4.8-4.9 (Urban General: Victoria Corridor)
Up to 6-story workplace buildings and high-density mixed use



T5.3 (Urban Center: Victoria Corridor)
Up to 6-story high-density mixed use

Ventura Harbor/Pierpont

- **General Plan:**
 - Harbor
 - Increase accessibility to ocean-front amenities
 - Prioritize coastal dependent, commercial fishing, coastal access, and visitor-serving uses
 - Pierpont
 - Offer residents and visitors more attractive and improved neighborhood and coastal oriented services
 - Maintain Pierpont as a neighborhood center
- **Ventura Harbor Master Plan (plan not completed/adopted)**
 - Create a mixed-use beachfront community with new housing, office space, and a hotel
 - Retrofit streets to better accommodate pedestrians and cyclists
 - Improve connectivity
 - Improve existing parks and create new public open spaces



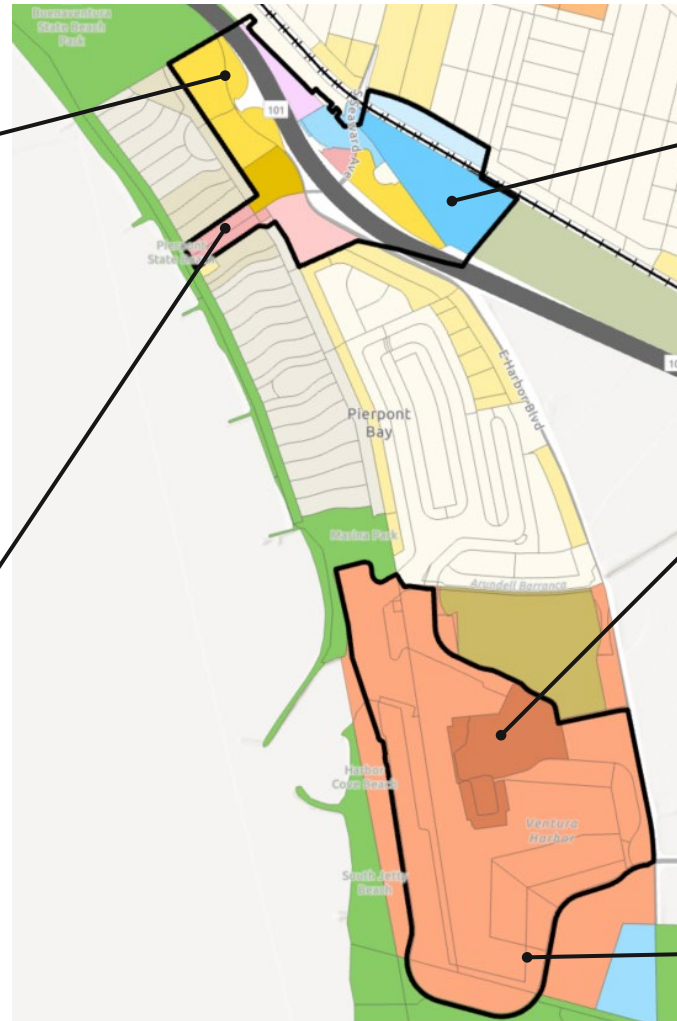
Ventura Harbor/Pierpont



CTO: Commercial Tourist Oriented
Up to 35', visitor-serving commercial retail



C-1A: Intermediate Commercial
Up to 6-story, commercial retail and residential



MPD: Manufacturing Planned Development
Up to 6-story industrial and manufacturing



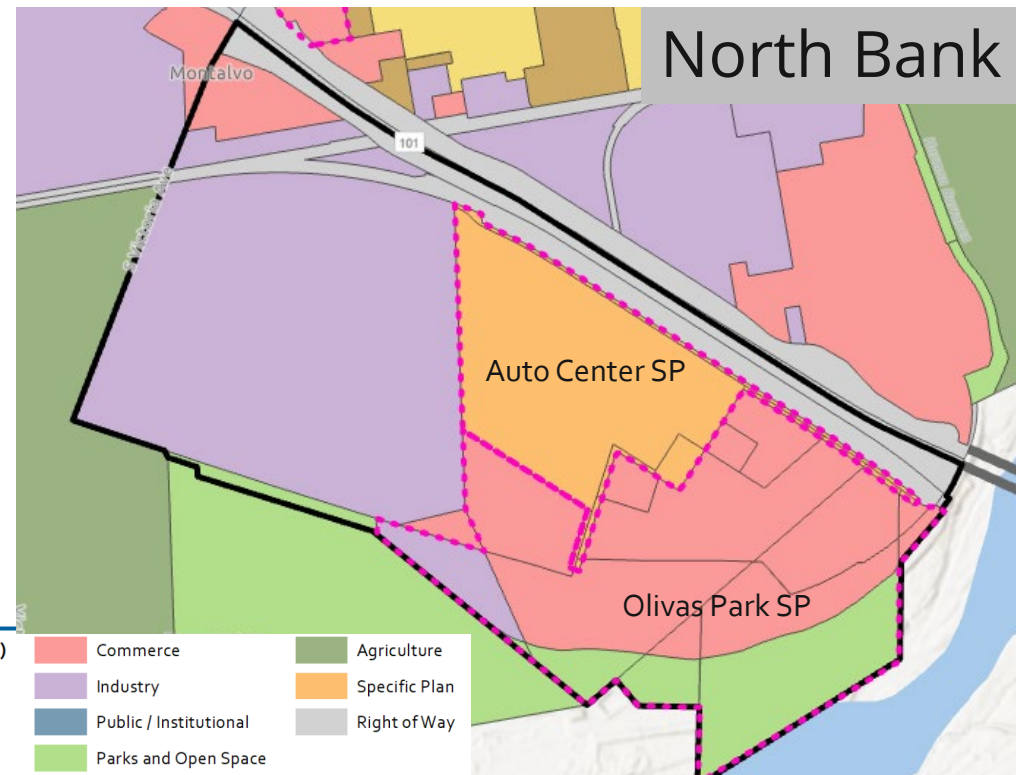
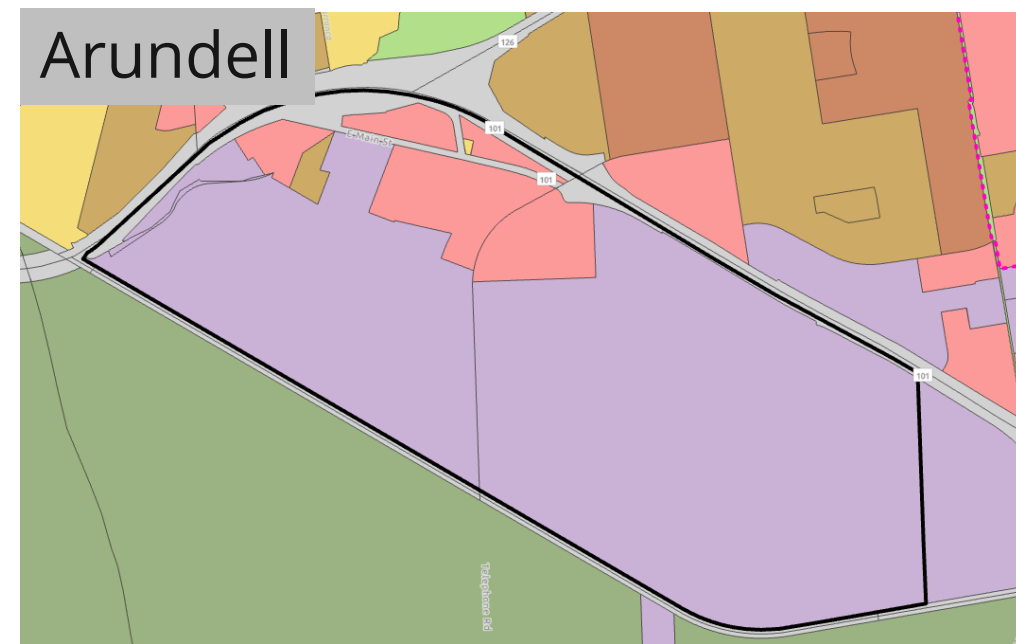
HMXD: Harbor Mixed Use
Up to 3-story visitor-serving commercial retail and residential



HC: Harbor Commercial
Up to 3-story visitor-serving commercial retail

Arundell and North Bank

- **Arundell - General Plan:**
 - Incorporate large-scale employment, workforce housing and neighborhood commercial
 - Expand mixed use and housing along Callens Road
 - Attract new employment uses to the Leverage “McGrath property”
- **North Bank - General Plan:**
 - Enhance the area as a regional retail destination
 - Invest in beautification projects
- **Auto Center Specific Plan:**
 - Ensure new auto sales and service uses are compatible
 - Minimize conflicts with surrounding land uses
- **Olivas Park Specific Plan:**
 - Allow commercial and/or industrial uses that provide jobs and strengthen the local tax base



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

Arundell



C-2: General Commercial
Up to 6-story general commercial and residential



CPD: Commercial Planned Development
Up to 6-story general commercial and large shopping centers



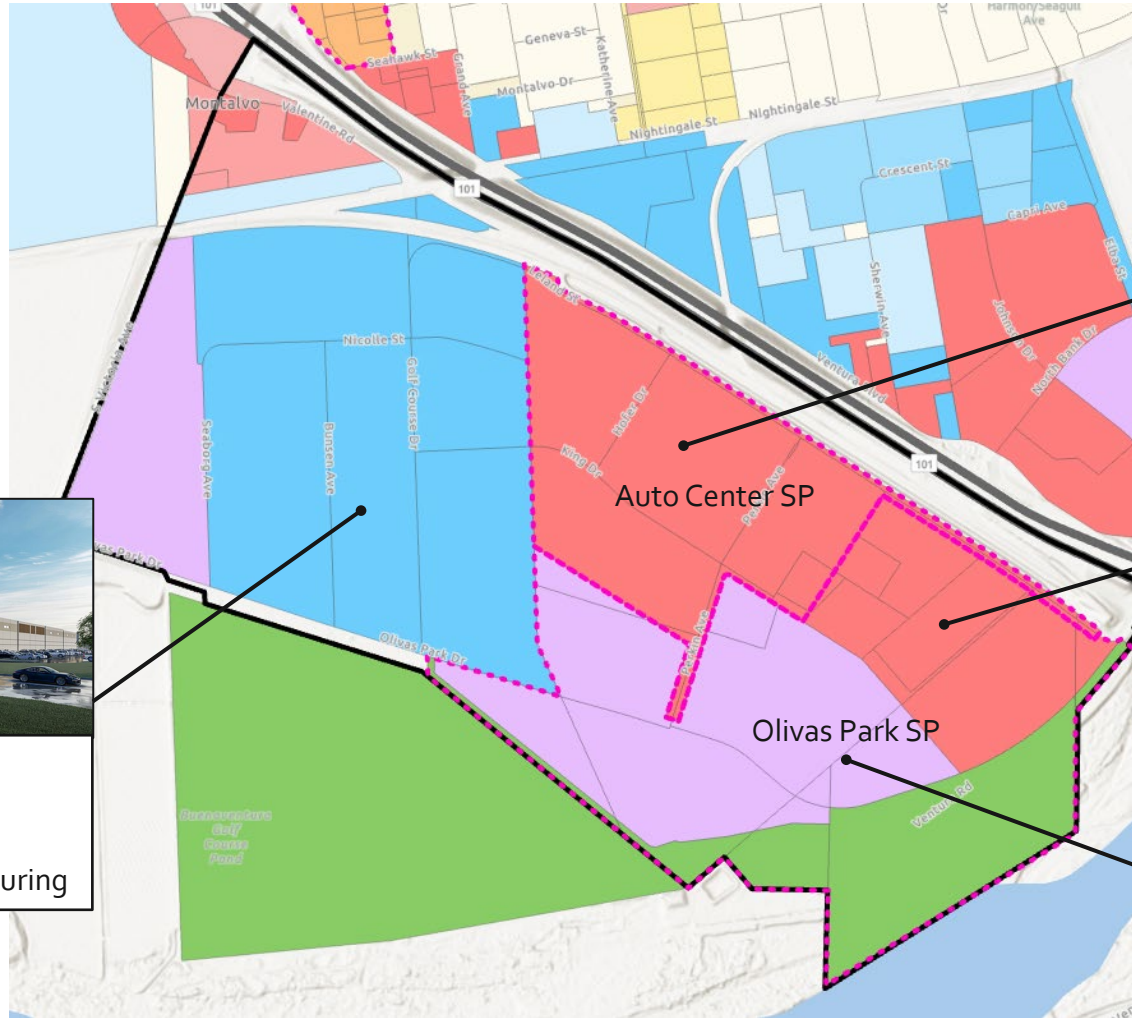
M-2: General Industrial
Up to 6-story heavy industrial and general commercial

M-1: Limited Industrial
Up to 3-story light industrial and general commercial



MPD: Manufacturing Planned Development
Up to 6-story heavy industrial and manufacturing

North Bank



Auto Center SP
Up to 35', only auto sales and services permitted

CPD OPSP: Commercial (Olivas Park SP)
Only vehicle dealerships and some food processing permitted

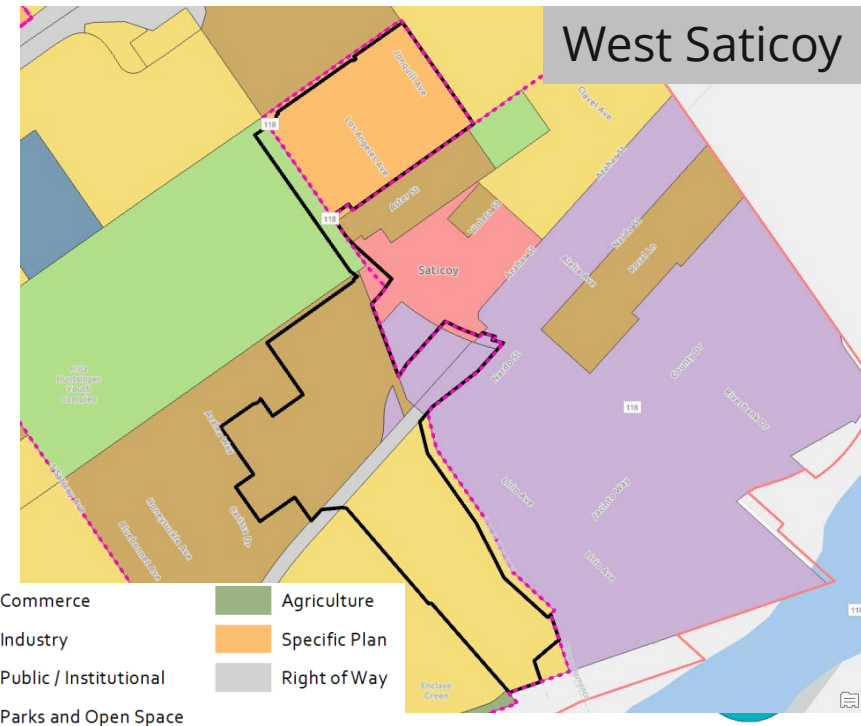
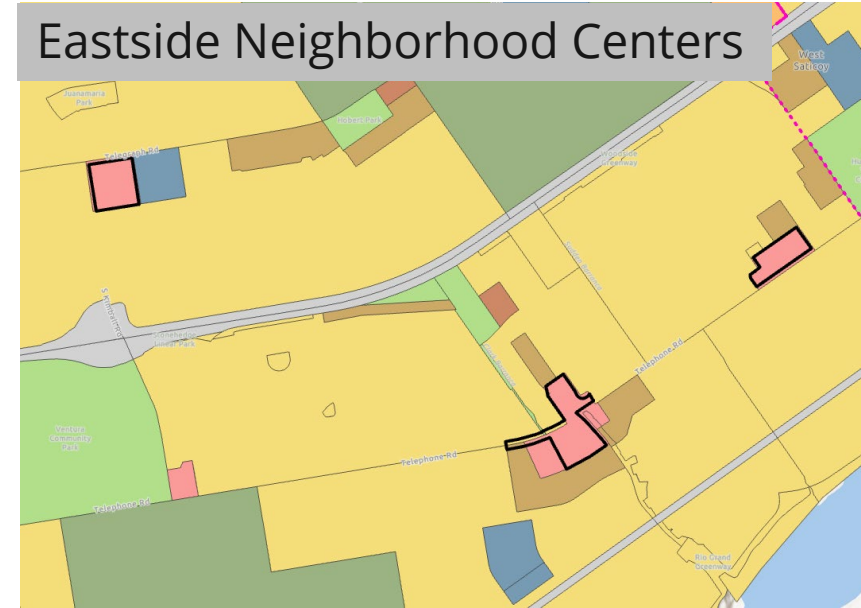
MXD OPSP: Mixed Use (Olivas Park SP)
Only vehicle dealerships and incidental uses, boat building/repair, and some food processing permitted



MPD: Manufacturing Planned Development
Up to 6-story heavy industrial and manufacturing

Additional Areas

- Eastside Neighborhood Centers
 - Encourage the diversification of uses; emphasize walking, biking, and public gathering
- West Saticoy
 - Seamless connections with adjacent areas
 - Part of the Saticoy Wells Community Plan
- County Fairgrounds
 - City – create year-round commercial opportunities; eliminate auto racing
 - State - “Promote, support, educate, celebrate and preserve the diverse culture and traditions of our County and to make certain that the Ventura County Fairgrounds be an exemplary multi-use community resource”



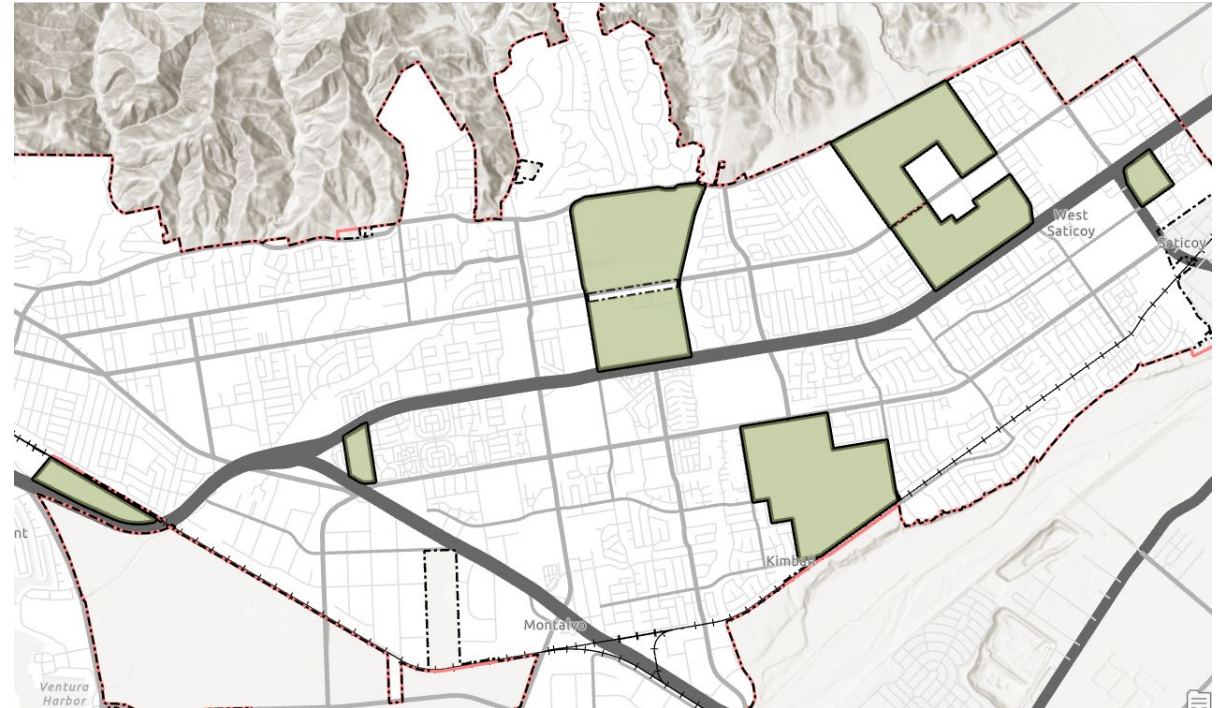
General Plan Land Use Designations (2005)

- Neighborhood Low
- Neighborhood Medium
- Neighborhood High

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

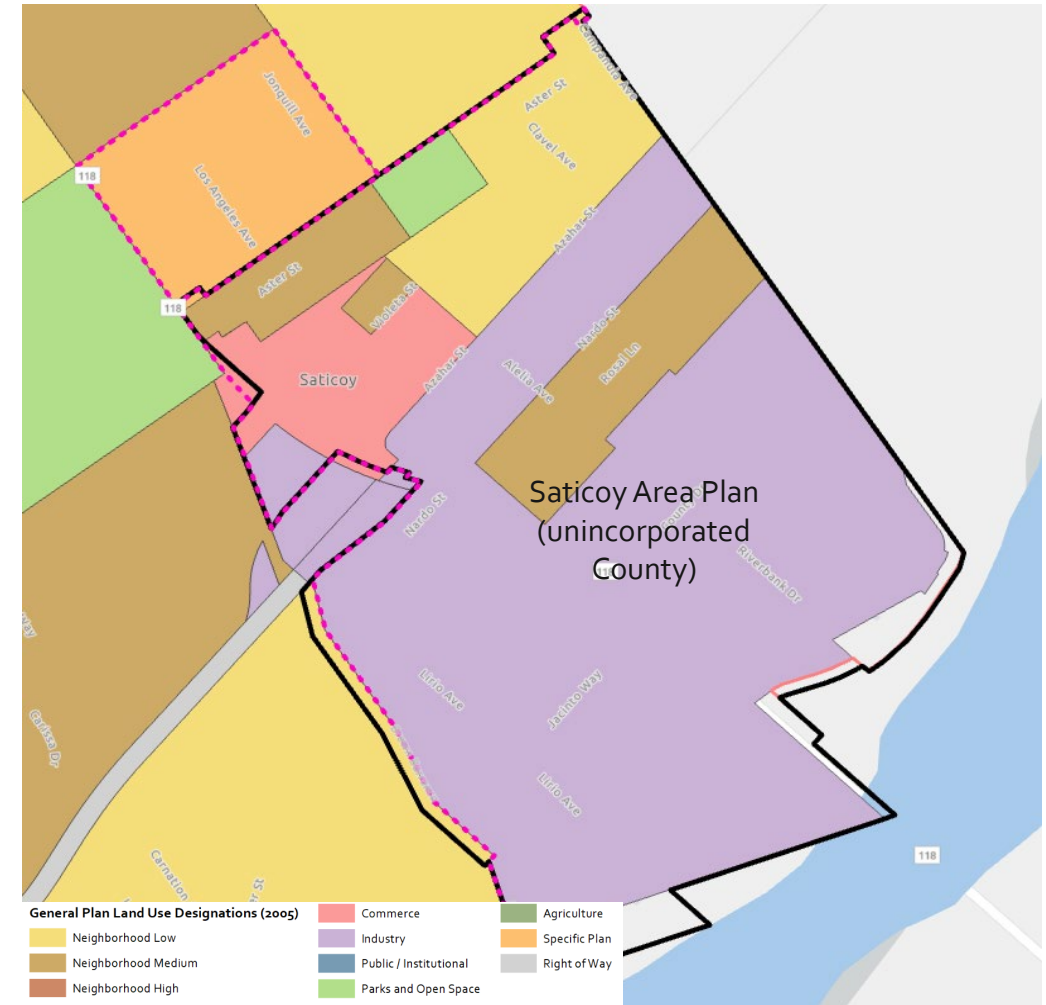
SOAR Areas

- **General Plan:**
 - Designated as “Agriculture” in General Plan
- **SOAR Ordinance (until 2050)**
 - Protect the County's agricultural, rural, and open space lands
 - Agricultural, Rural and Open Space land use designations can be changed by:
 - Vote of the people
 - Board of Supervisors can amend the GP without vote of the people in order to comply with state housing laws



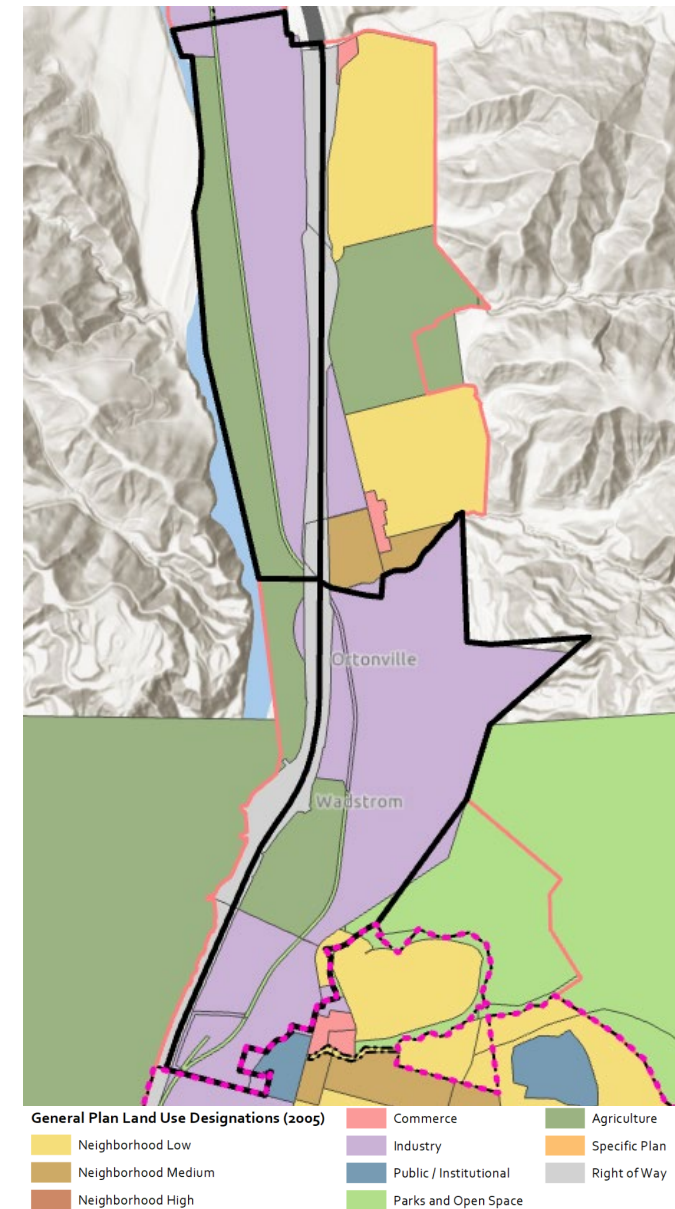
SOI – Saticoy

- Ventura County Saticoy Area Plan:
 - Invest in basic infrastructure, including key road connections, sidewalks, streetlights, and additional water and wastewater treatment capacity
 - Resolve longstanding land use incompatibilities
 - Provide additional multi-family housing options near the town center
 - Provide more neighborhood-serving retail



SOI – Westside (North Avenue)

- **General Plan :**
 - Consider future annexation to the City
 - Transform area from an oilfield industrial area to a dynamic economic engine
 - Provide a more balanced mix of building types and uses with unique character, to serve as a major neighborhood anchor for northwest Ventura
- **North Ventura Avenue Area Plan (prepared by County):**
 - Protect the quality/integrity of existing residential neighborhoods
 - Expand and upgrade industrial areas
 - Protect the scenic vistas/environmental quality of the hills and river
 - Develop a new land use designation appropriate for oil extraction uses, which are distinct from general industrial uses



Questions?

Public Comments





Next Steps

Close of Meeting

January 18, 2022

