

# General Plan Advisory Committee: Meeting #12

April 19, 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
- Dana Worsnop

# Tonight's Meeting

## Agenda

- Staff updates/engagement updates
- Overview of concepts for areas of discussion
- Small group discussions
- Public comment

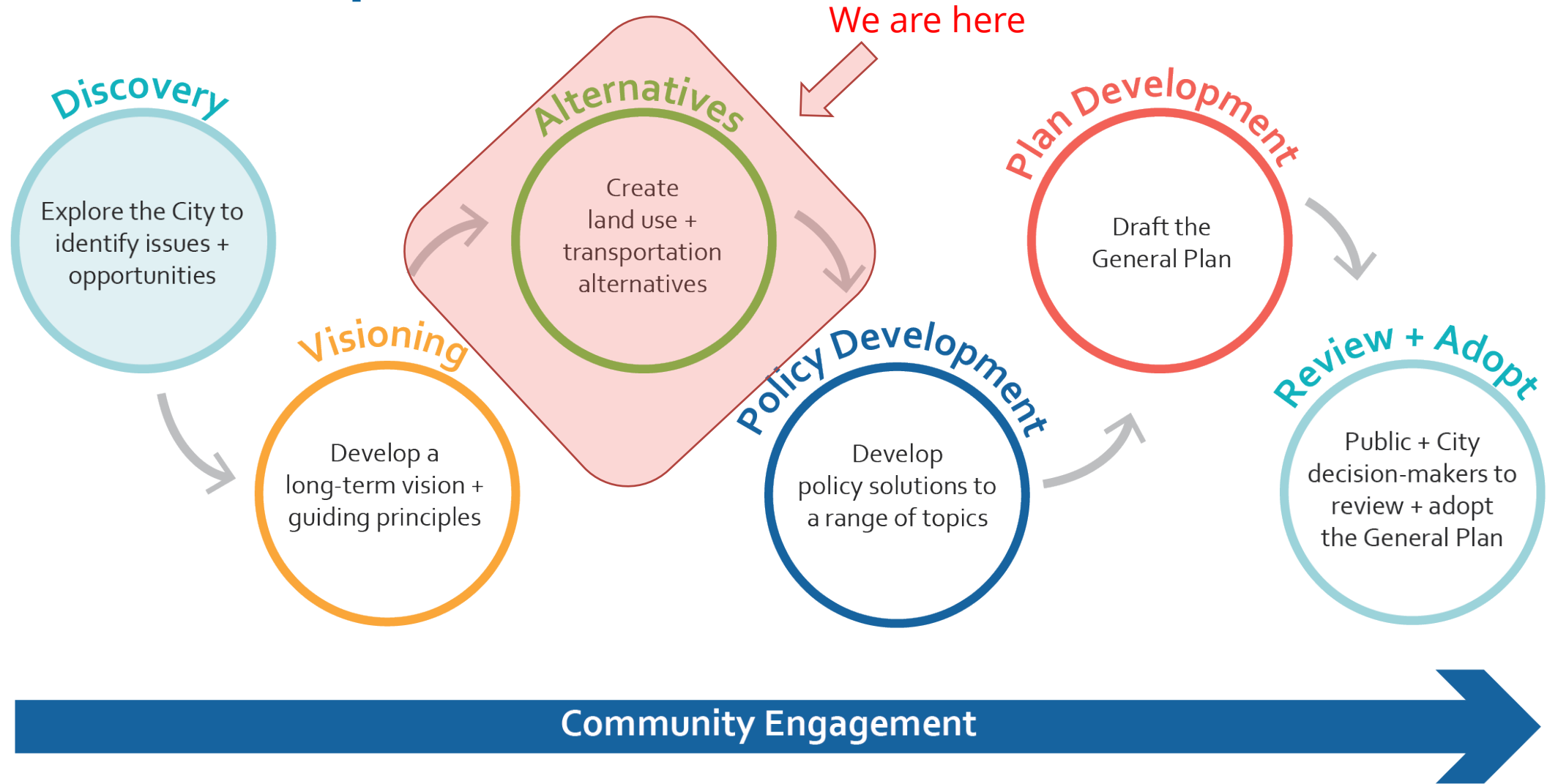
## Outcomes

- Meet and get to know other GPAC members in person
- Work together informally and in small groups over maps to develop land use concepts/alternatives
- Obtain enough feedback from GPAC to be able to prepare land use alternatives for review by the public



# Project Updates

# General Plan Update Process



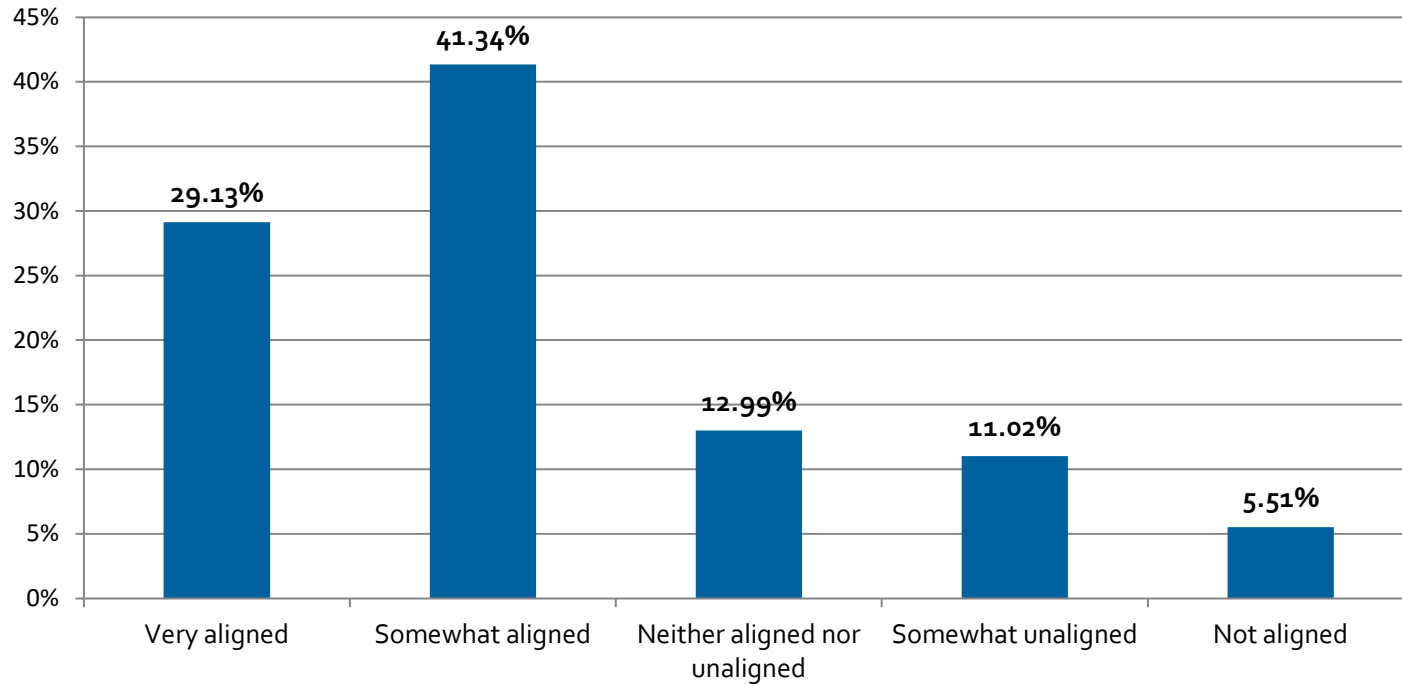
# Staff Updates

- Vision Statement Survey Results
- Additional engagement
- City Council Meeting – March 28

# Vision Statement Survey Results: Vision Statement

How does the General Plan Vision Statement align with your vision for the future of Ventura?

*(254 people answered, 87 skipped)*



**70%** "very aligned" or "somewhat aligned"

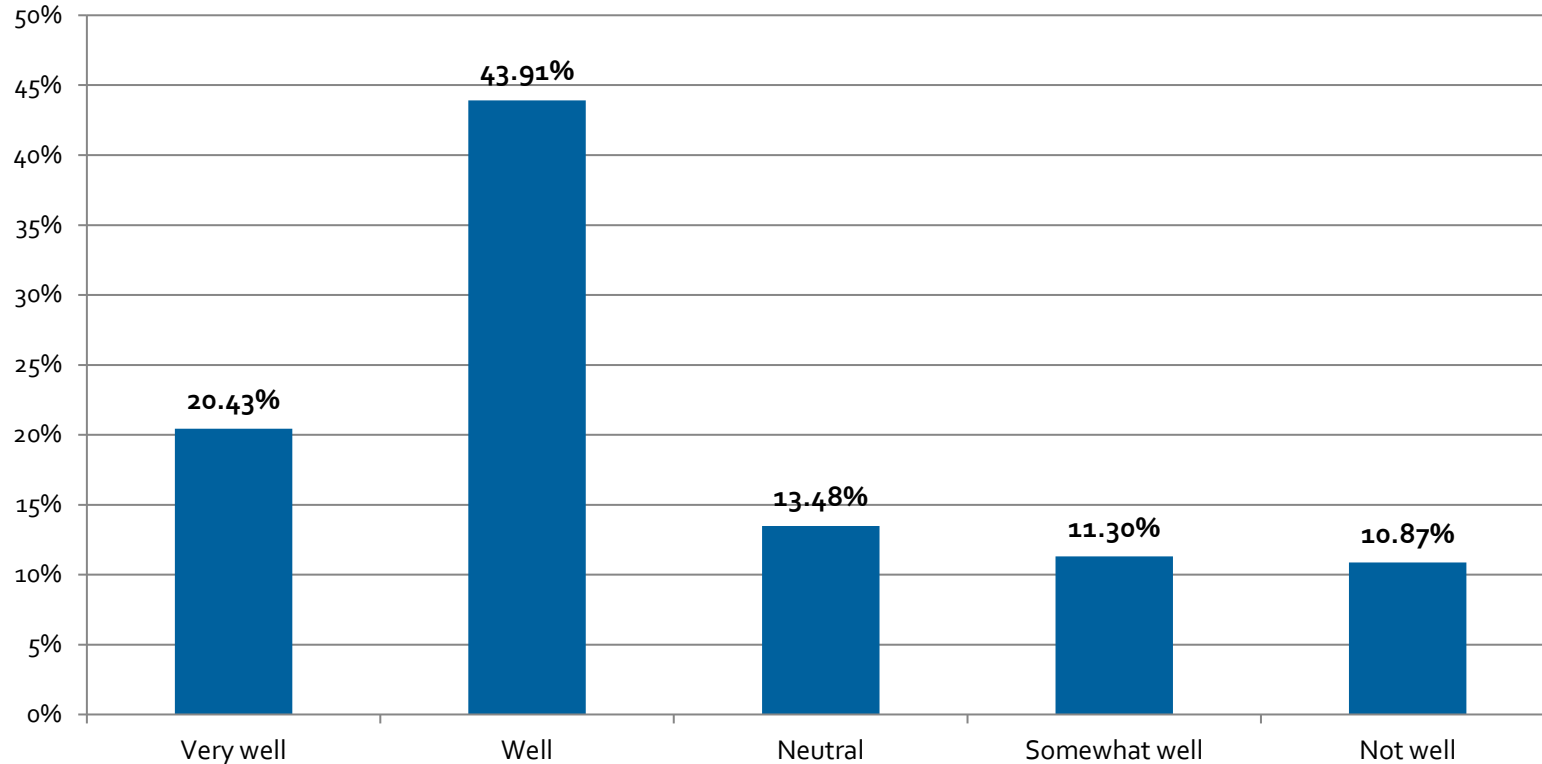
**13%** neutral

**17%** "somewhat unaligned" or "not aligned"

# Vision Statement Survey Results: Core Values

How well do the General Plan Core Values represent your understanding of Ventura's values?

(233 people answered, 108 skipped)



**64%** "very well" or "well"

**13%** neutral

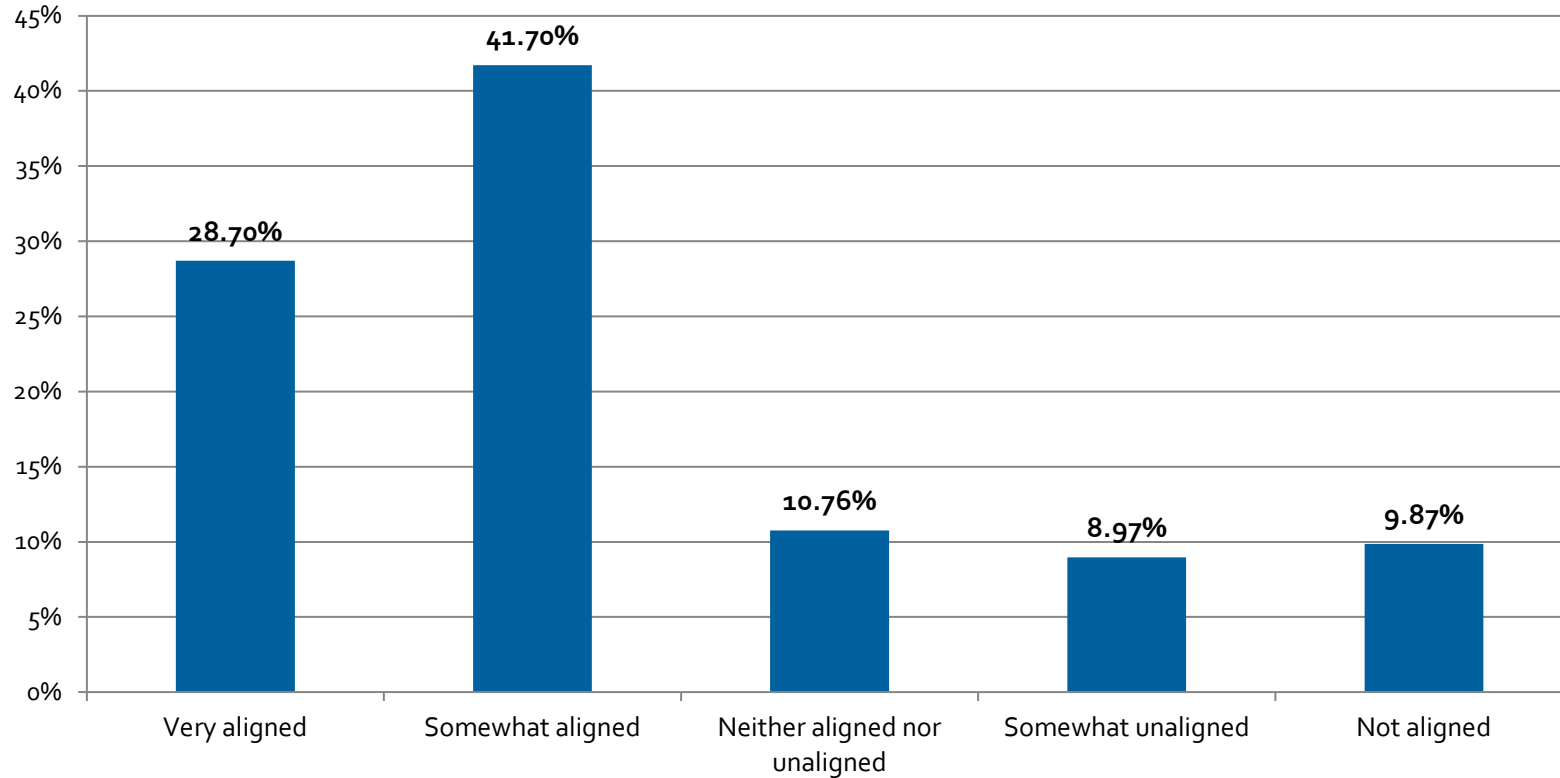
**22%** "somewhat well" or "not well"



# Vision Statement Survey Results: Strategies

How do the General Plan Strategies align with your ideas for the future of Ventura?

(223 people answered, 118 skipped)



**70%** "very aligned" or "somewhat aligned"

**11%** neutral

**19%** "somewhat well" or "not well"

# Key Takeaways from Vision Statement Survey

- General acceptance of the Vision Statement, Core Values and Strategies
- Vision Statement
  - Minor language changes
- Core Values
  - Prioritize several values over others (e.g., thriving economy, safety)
  - Add “sustainability and resilience” as a Core Value
- Strategies
  - Incorporate suggestions for additional strategies as plan is developed
  - More emphasis on water conservation, sustainability, gentrification/displacement, public safety and infrastructure to support development

# City Council Meeting

- March 28
- Recommendations for editorial changes and to add active voice
- Unanimous approval of Vision Statement

# March Focus Groups

- Westside tour and environmental justice meeting with Manos Unidas
- Meeting with Housing Authority Westview Residents



# Questions?



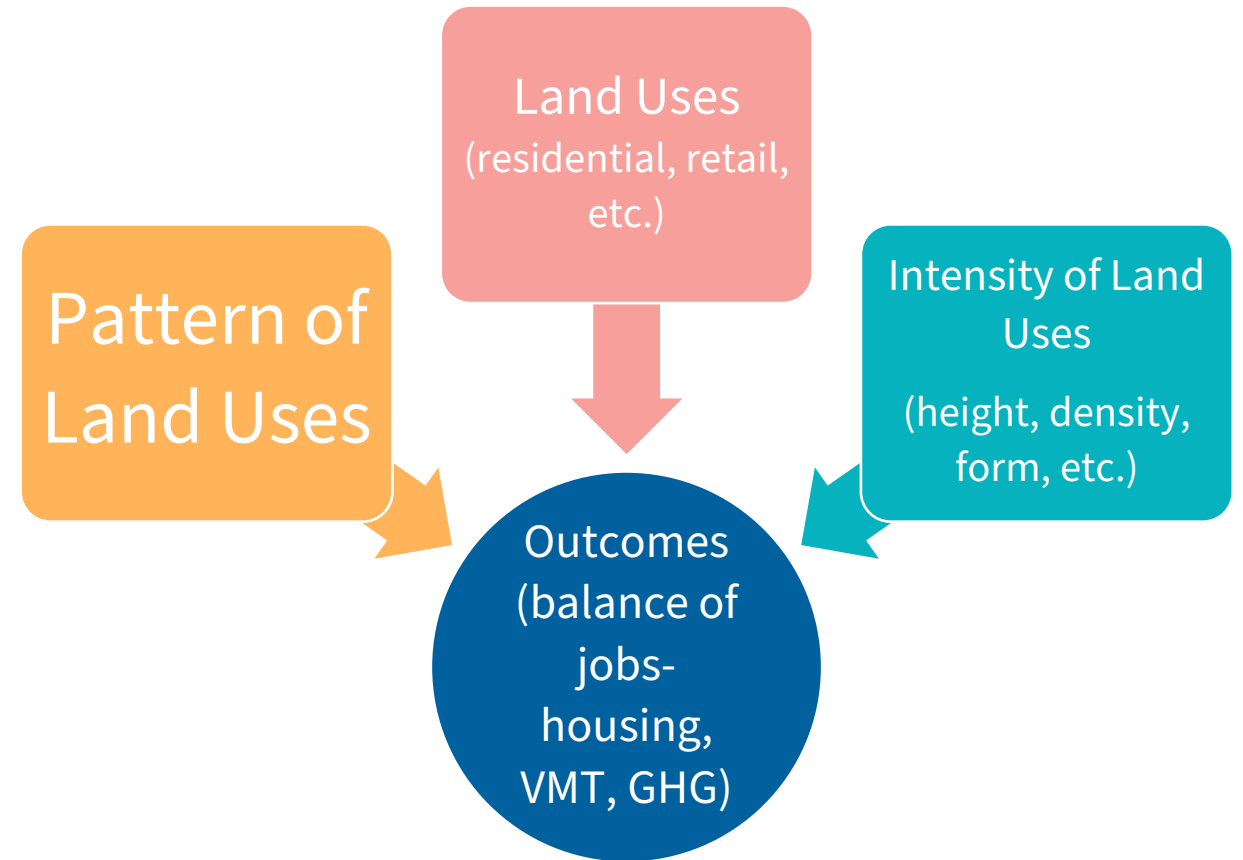
# Small Group Discussion Background

# Purpose/Outcomes

- Develop land use alternatives for areas where additional feedback is needed:
  - Downtown
  - Mall/Five Points
  - Johnson
  - Victoria
  - Westside
  - SOAR areas
- Questions
  - What **land uses** should be the primary focus of each area?
  - What should the **intensity or scale** of the area be? (e.g., 2-3 story buildings, 6-7 story buildings, etc.)
  - What other ideas do you have for the area?

# Purpose of “Land Use Alternatives”

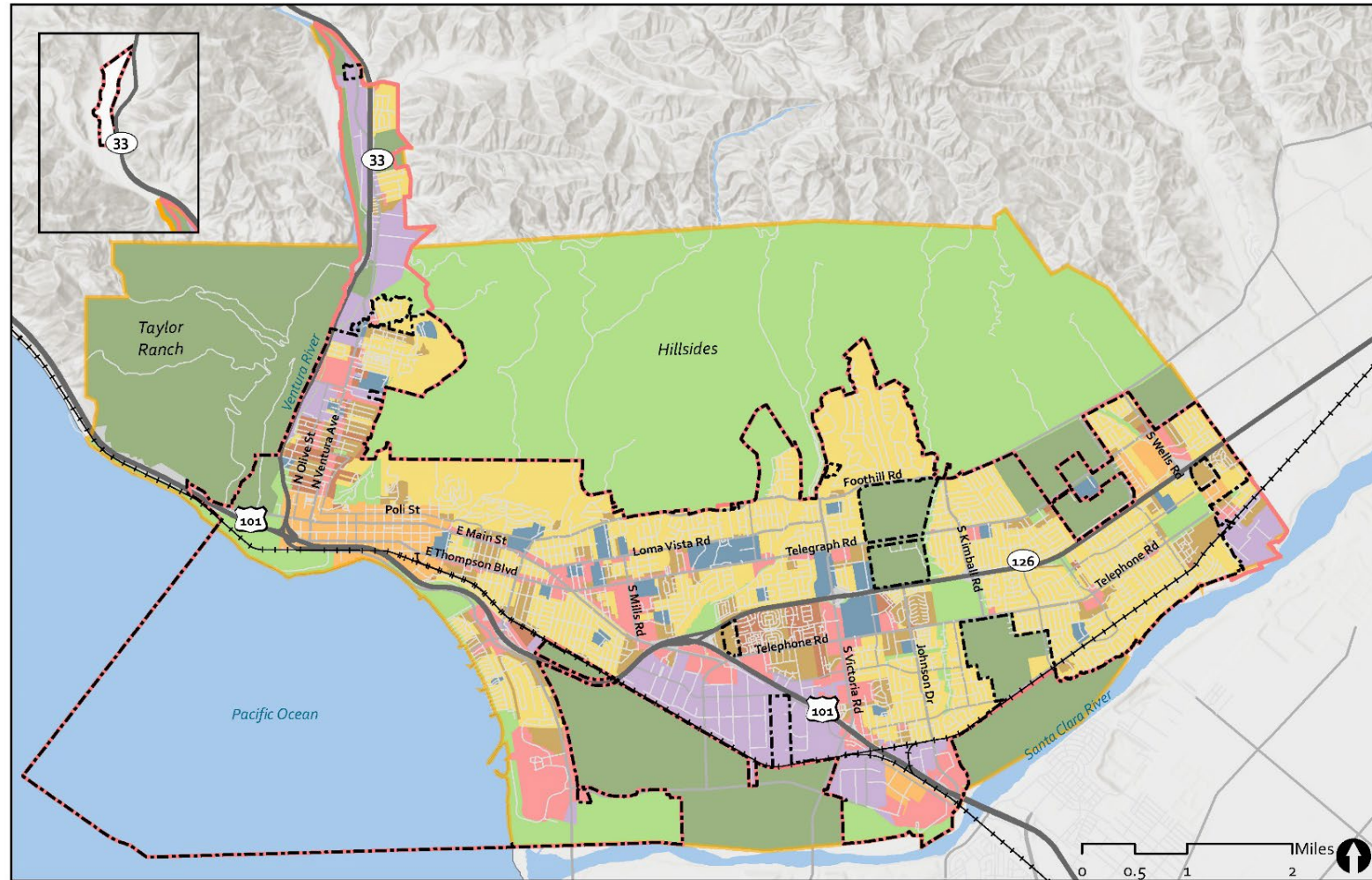
- Test different land use and urban design patterns
- Understand the trade-offs between the alternatives
- Make informed choices about the future
- Pivot towards the policies and implementation mechanisms needed to make these happen





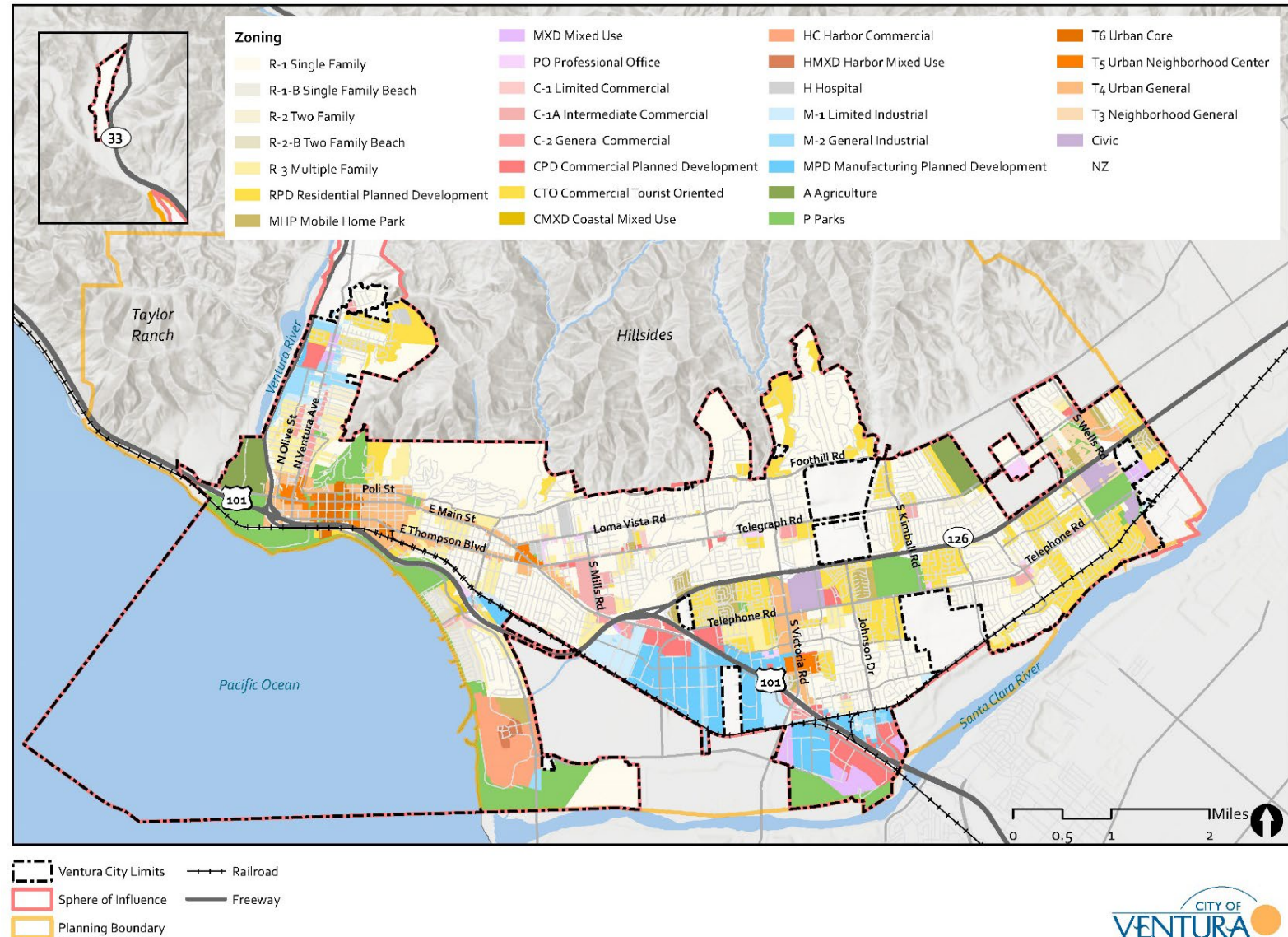
# Land Use Designations

- Defines the future (allowable) type, distribution, and intensity of all parcels
- Includes a land use diagram
- Establishes standards for density
  - Residential (dwelling units per acre)
  - Non-residential (floor-area ratio)
- Must align with and reflect content from other elements



# Zoning

- Implements policy direction through **development standards and guidelines**
- Required by State law to be **consistent with the General Plan**
- Typically contains these standards:
  - **USES:** Detailed types of uses allowed
  - **INTENSITY:** Density (dwelling units per acre) or intensity (floor area ratio); Building height and bulk
  - **SITE STANDARDS/IMPACT:** Setbacks, Required open space, Parking, Transitions



# Draft Land Use Designations

# Residential Designations

## Neighborhood Low

House form residential buildings consisting of single family homes, ADUs, in-law suites, or duplexes. (Note that the zoning code may create sub-classifications to reflect the character of different neighborhoods in the City).



## 3-Story Multifamily

Up to 3-stories. A mix of residential development, including townhouses, condominiums, and apartment buildings. The top floor may be a percentage of the total building area.



## Neighborhood Medium

Attached single family housing and low-scale multifamily buildings including small lot single family residential, townhomes, rowhouses, and courtyard housing.



## 4-Story Multifamily

Up to 4-stories. Multifamily buildings designed to create a walkable, urban environment. The upper floors may be a percentage of the total building area.



# Mixed Use Designations

## Mixed Use 1

Up to 3 stories. Lower-scale, mixed use areas blending residential, commercial, and retail uses and public spaces in a walkable urban environment. Buildings can be residential over retail, commercial (office or office with retail), or just residential. The top floor may be a percentage of the total building area.



## Mixed Use 3

Up to 5 stories. Higher density mixed use corridors or districts that create a more walkable, urban environment in limited areas of the City. Buildings can be residential over retail, commercial (office or office with retail), or just residential. The upper floors may be a percentage of the total building area.



## Mixed Use 2

Up to 4 stories. A moderate density mixed use designation allowing a broad range of commercial, office, and residential uses and public spaces serving both surrounding neighborhoods and visitors from nearby areas. Buildings can be residential over retail, commercial (office or office with retail), or just residential. The upper floors may be a percentage of the total building area.



## Mixed Use 4

Up to 6 stories. A vertical or horizontal mix of uses with retail, office, and/or residential. Building can be residential over retail, commercial (office or office with retail), or just residential. The upper floors may be a percentage of the total building area.



# Commercial Designations

## Commercial Low

Retail and service uses primarily accessed by car that attracts consumers from a regional market area. Uses include stand-alone fast food establishments, gas stations, auto-sales, auto-repair, strip commercial, and similar uses. Buildings may be up to 2 stories; hotels allowed with additional height.



## Neighborhood Center

This designation is for existing shopping centers and allows the transformation of these centers into mixed use nodes that allow housing while preserving the primary function of retail and commercial uses that serve adjacent neighborhoods. Retail and commercial uses should be 1-2 stories and mixed use or residential buildings can be up to 3 or 4 stories depending on the context.



## General Commercial

Includes a wide range of commercial uses at higher intensities than Commercial Low. Uses include offices, medical offices, retail, personal services, and similar. Buildings will help to create a pedestrian-oriented public realm with buildings placed close to the sidewalk, parking at the side or rear of buildings, and active ground floor uses. Buildings can be up to 6 stories.



# Employment Designations

## Light Industrial

Allows for a variety of light industrial, production, distribution and commercial uses. Buildings can vary in size from small-scale industrial flex uses to large floorplate buildings. The designation allows a variety of “clean” uses including production, retail/showroom, indoor and outdoor storage, R&D, offices, supportive retail with limited commercial. Specific uses may be limited depending on the context. Buildings may be up to 3 stories.



## Office/R&D

Allows a variety of employment uses in a walkable, urban environment. Includes high-density corporate headquarters, research and development facilities, and offices. The intent of the designation is to attract corporate office buildings and business parks to locate in Ventura. Buildings may be up to 6 stories.



## General/Heavy Industrial

Allows for a wide variety of manufacturing, warehouse, and distribution uses. New uses should be located away from residential areas and new residential uses should not be allowed nearby. Buildings may be up to 3 stories.





# Preliminary Land Use Concepts



Intensify -  
employment  
uses, mixed  
uses

Main Street core -  
preserve view  
corridors, limit heights

Maintain current  
designations/zoning

Intensify  
around  
transit station

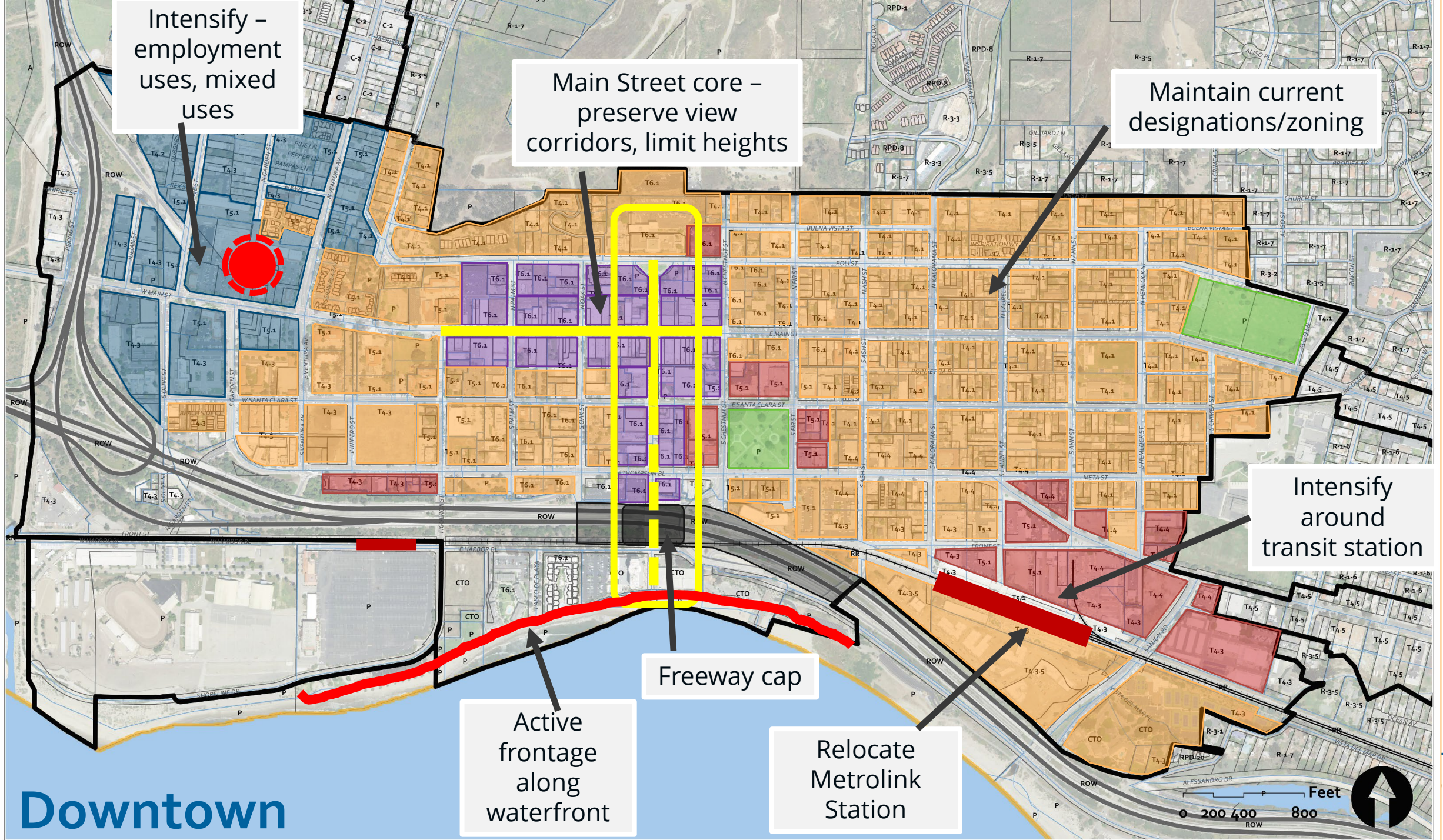
Freeway cap

Active  
frontage  
along  
waterfront

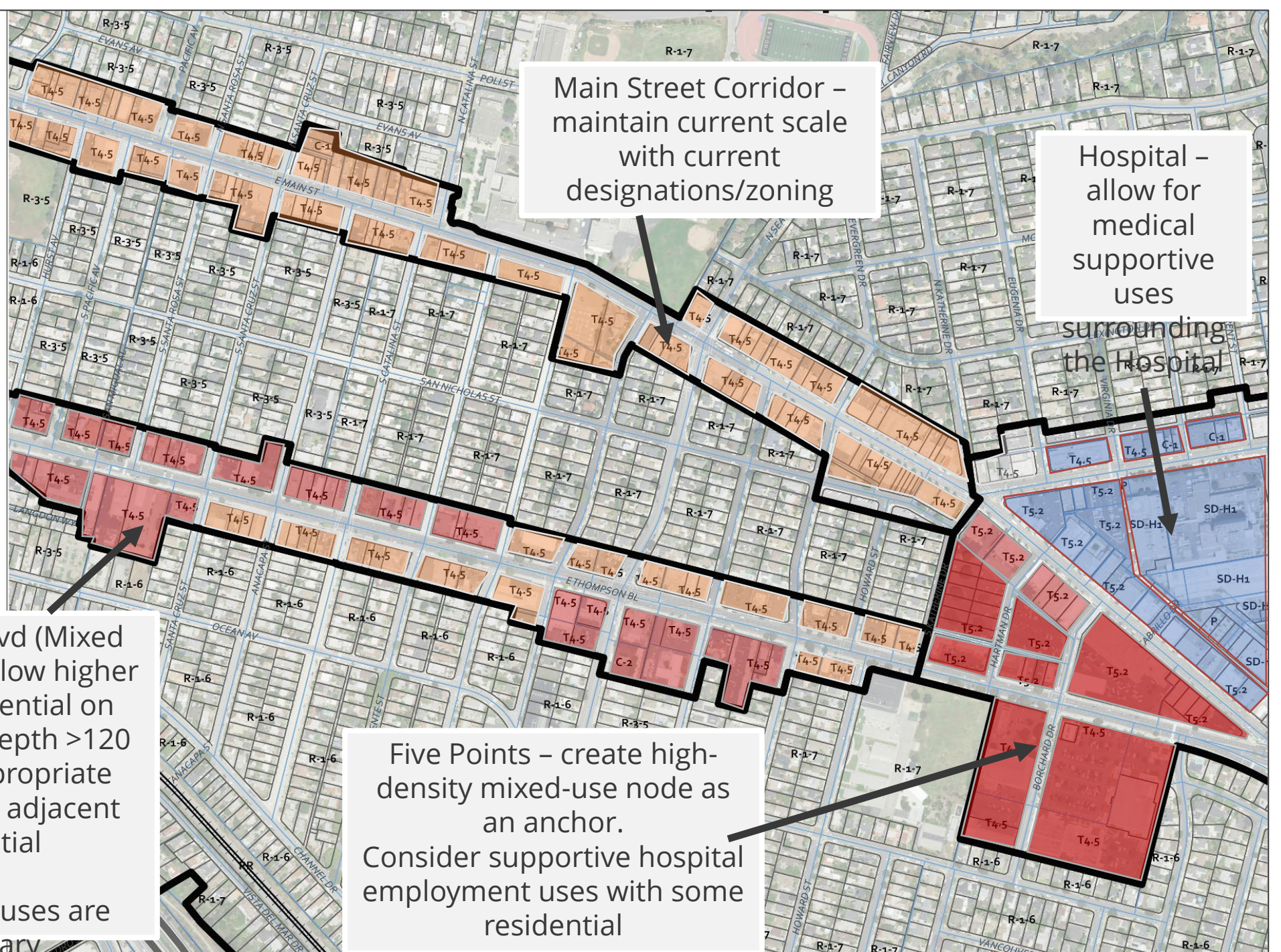
Relocate  
Metrolink  
Station

Downtown

0 200 400 800  
Feet



# Mid-Town Corridors + Five Points



Main Street Corridor –  
maintain current scale  
with current  
designations/zoning

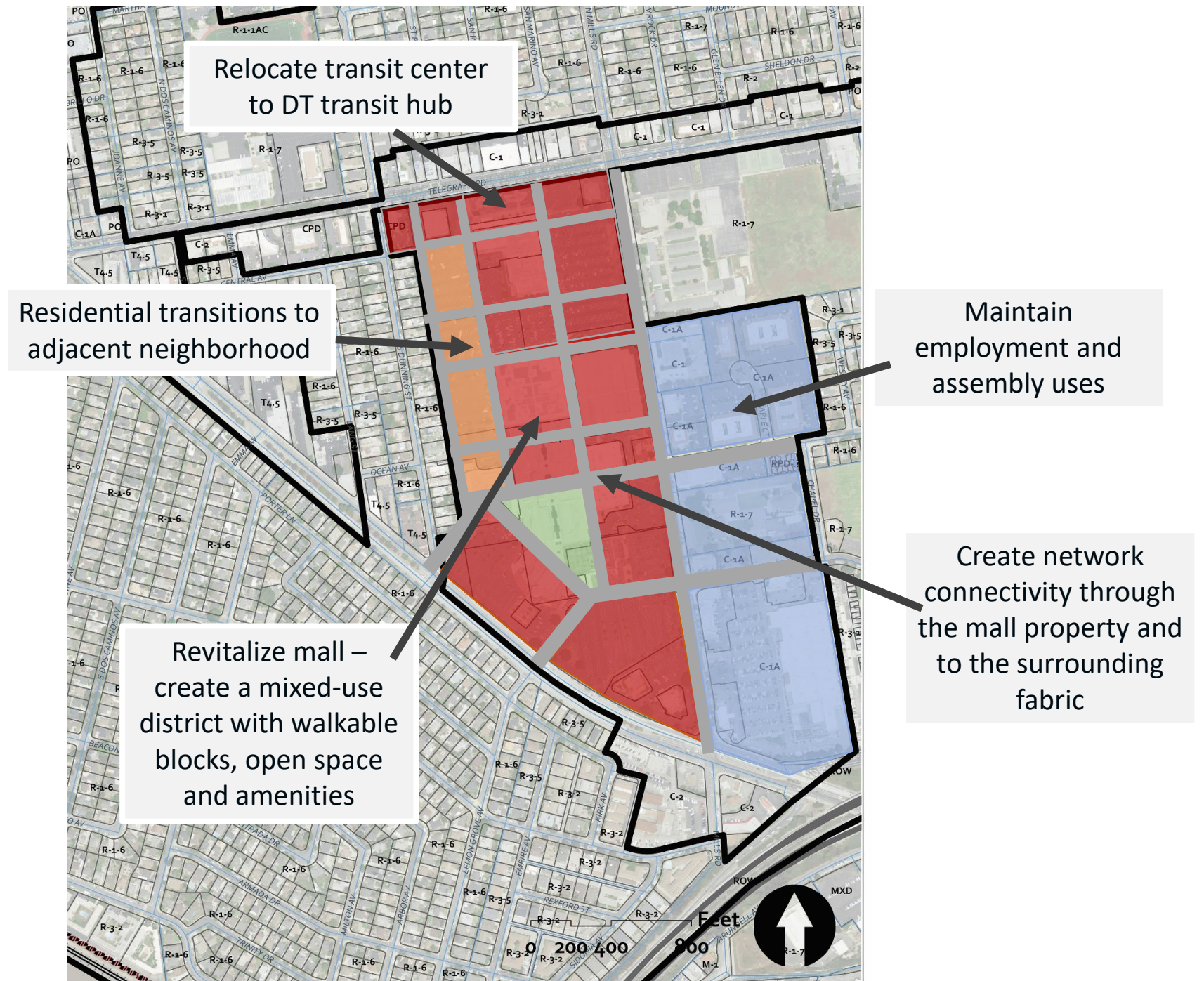
Hospital –  
allow for  
medical  
supportive  
uses

surrounding  
the Hospital

Thompson Blvd (Mixed  
Use 2 or 3) – allow higher  
density residential on  
parcels with depth >120  
feet with appropriate  
transitions to adjacent  
residential  
  
Commercial uses are  
secondary

Five Points – create high-  
density mixed-use node as  
an anchor.  
Consider supportive hospital  
employment uses with some  
residential

# Pacific View Mall



# Victoria Corridor

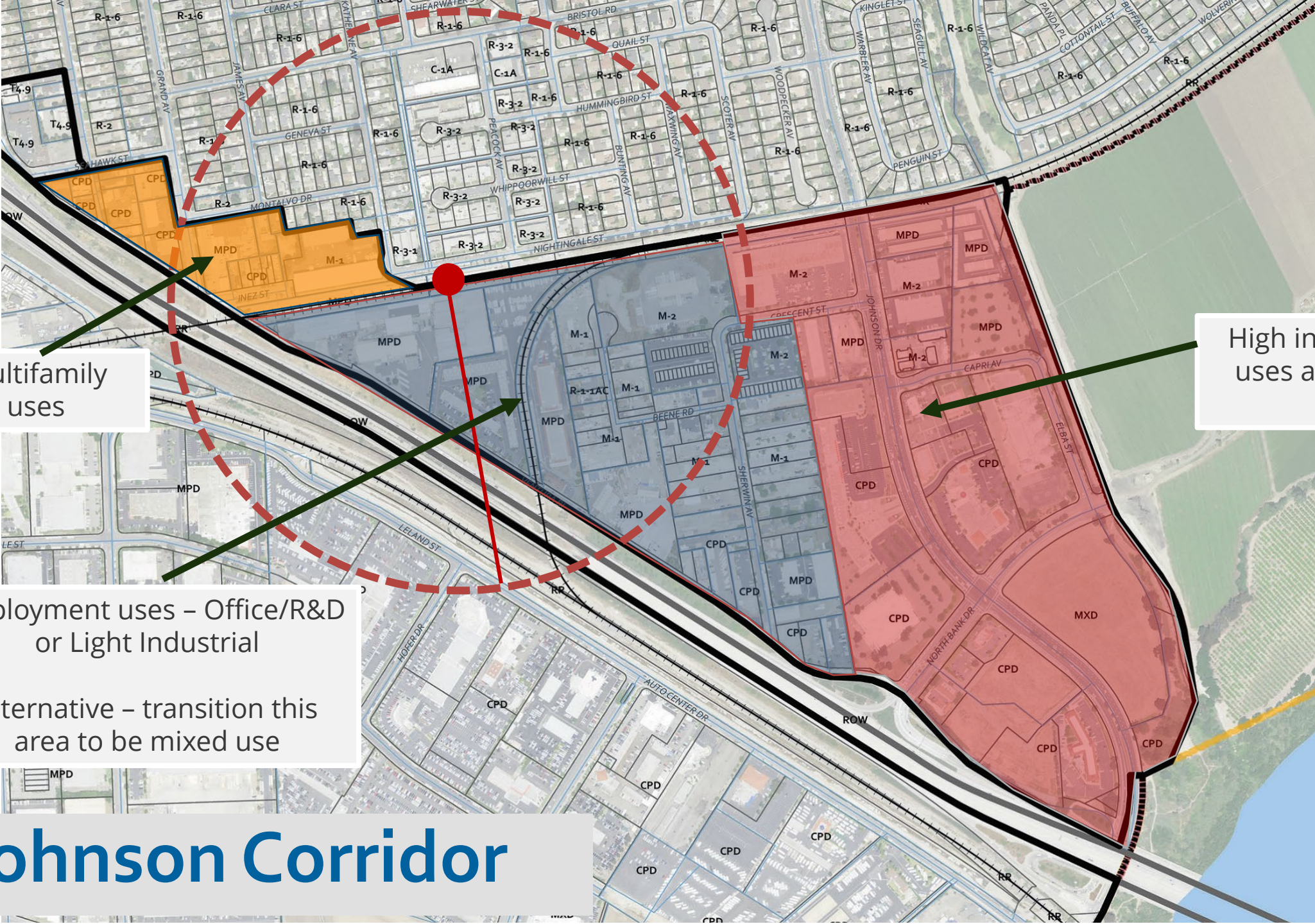
County offices and adjacent office park –  
maintain current employment focus

Alternative – infill residential along  
Telephone Road in surface parking areas



Create a Boulevard along  
Victoria with retail fronting  
Victoria and residential behind

**Alternative** – Maintain Victoria  
as a vehicular corridor and  
create an internal block grid on  
either side



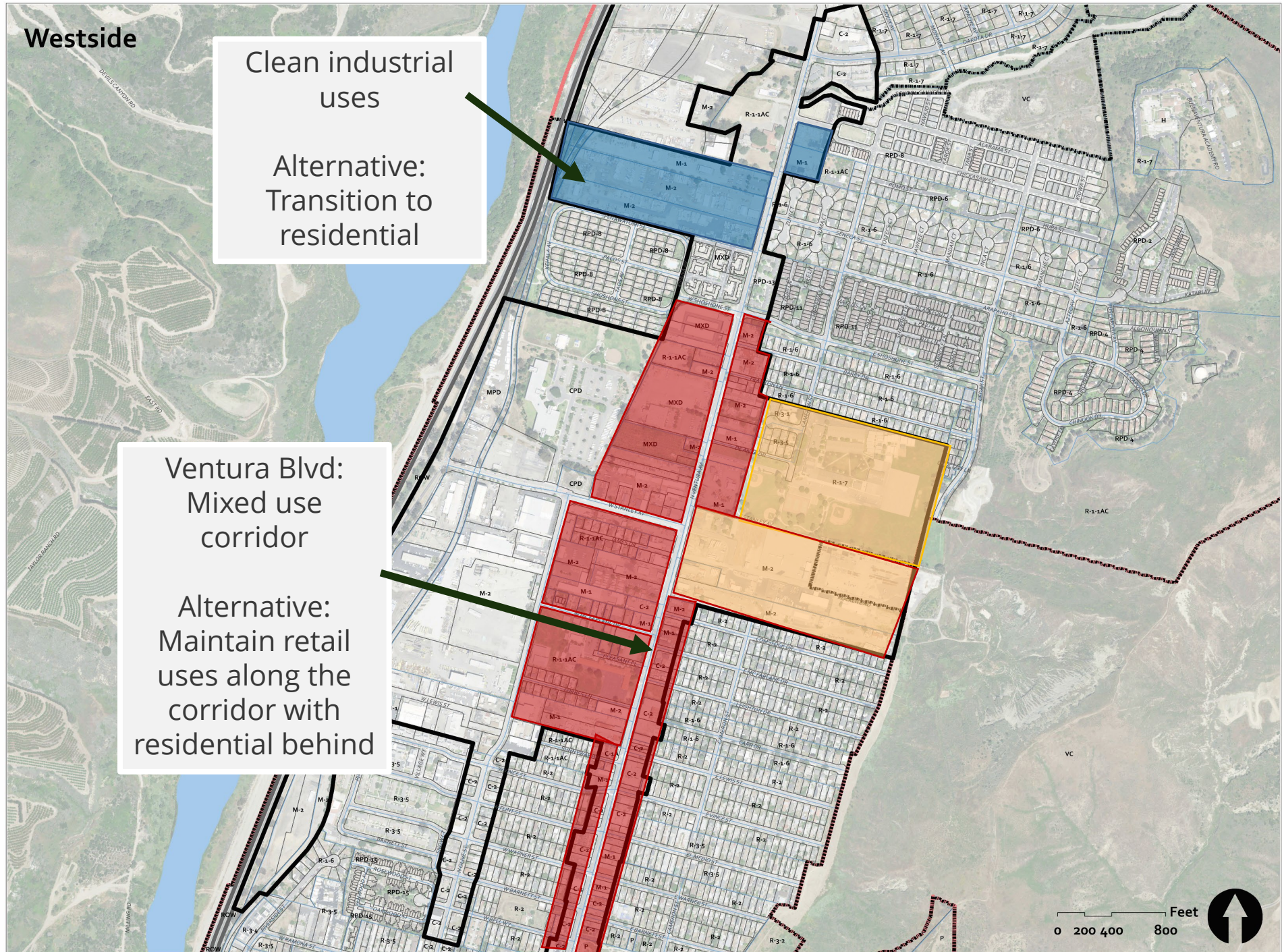
Multifamily uses

High intensity mixed uses along Johnson Drive

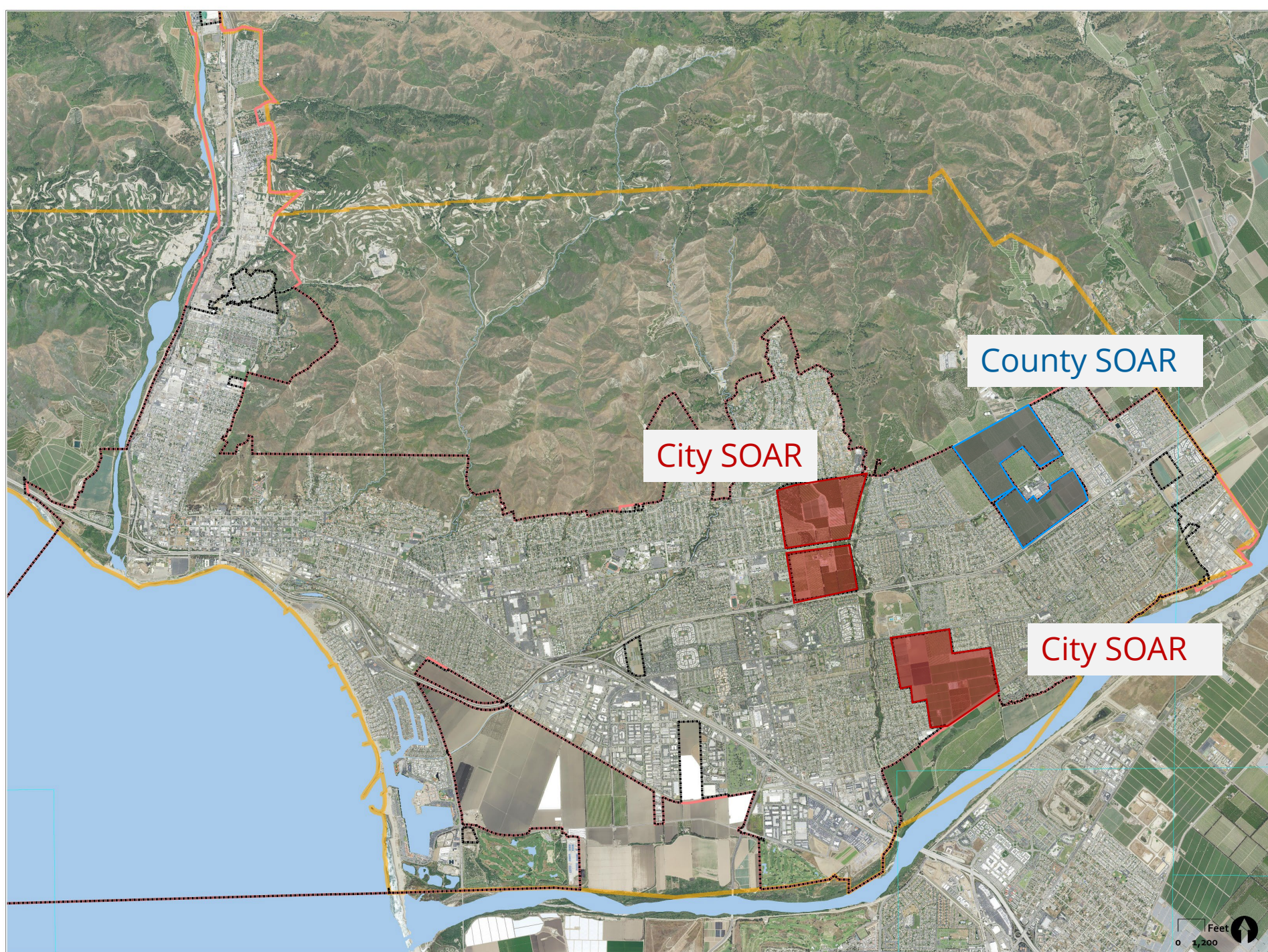
Employment uses – Office/R&D or Light Industrial  
Alternative – transition this area to be mixed use

# Johnson Corridor

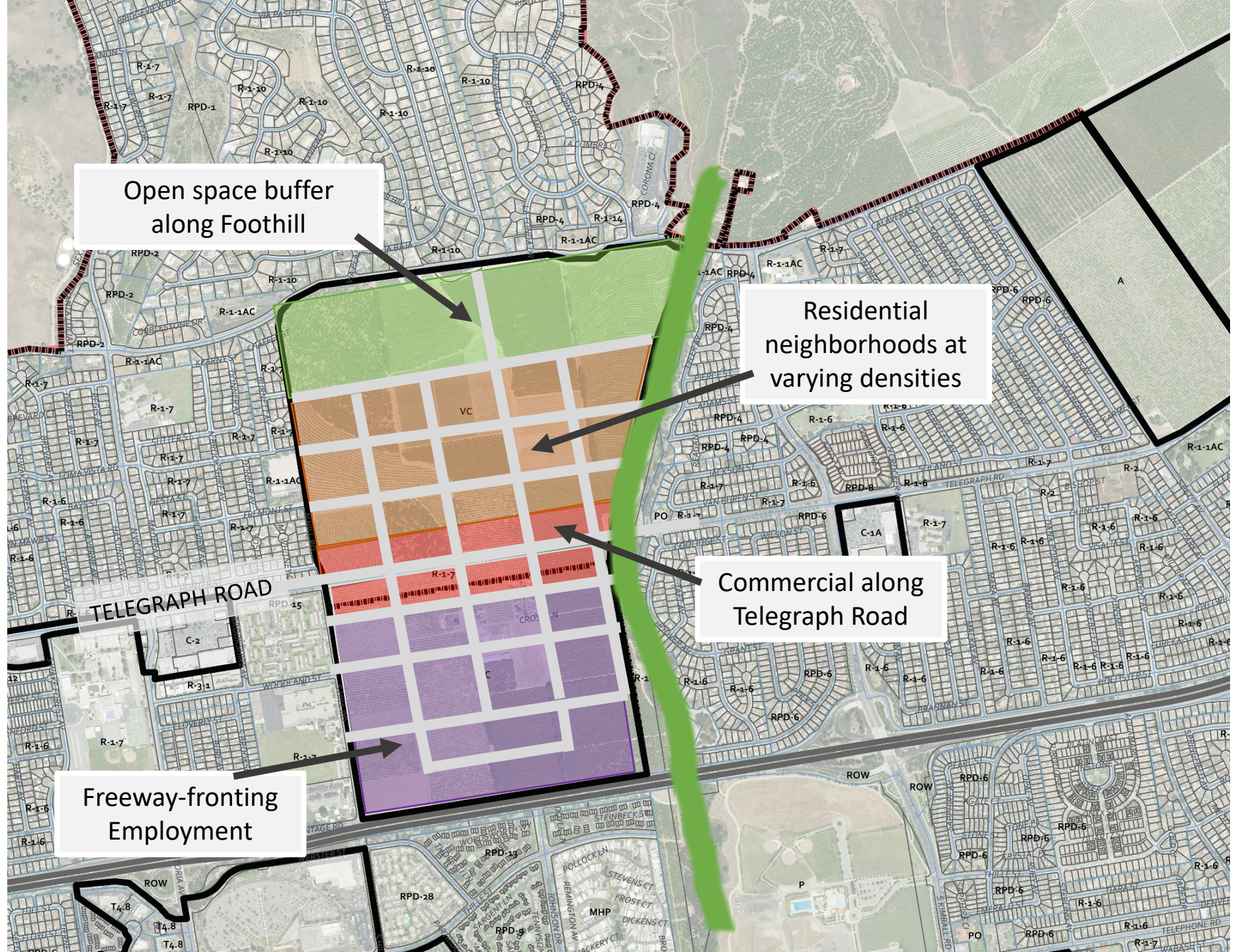
# Westside



# Annexation: SOAR Areas



# Annexation: Telegraph SOAR Area









# GPAC Small Groups

# Format

6:30 PM



## Small group session 1 (40 minutes)

- **Group 1:** Downtown, Mall/Five Points, SOAR Annexation Areas
- **Group 2:** Westside, Johnson Corridor, Midtown Corridors, Victoria Employment Areas
- **Public group:** Discuss city overall (note public can also observe GPAC discussion groups)

7:10 PM



## Break

7:15 PM



## Small group session 2 (40 minutes)

- GPAC members switch groups

7:55 PM



## Report out (20 minutes)

# Public Comments



# Close of Meeting

April 19, 2022

