

Arundell/North Bank Background Information

March 21, 2023



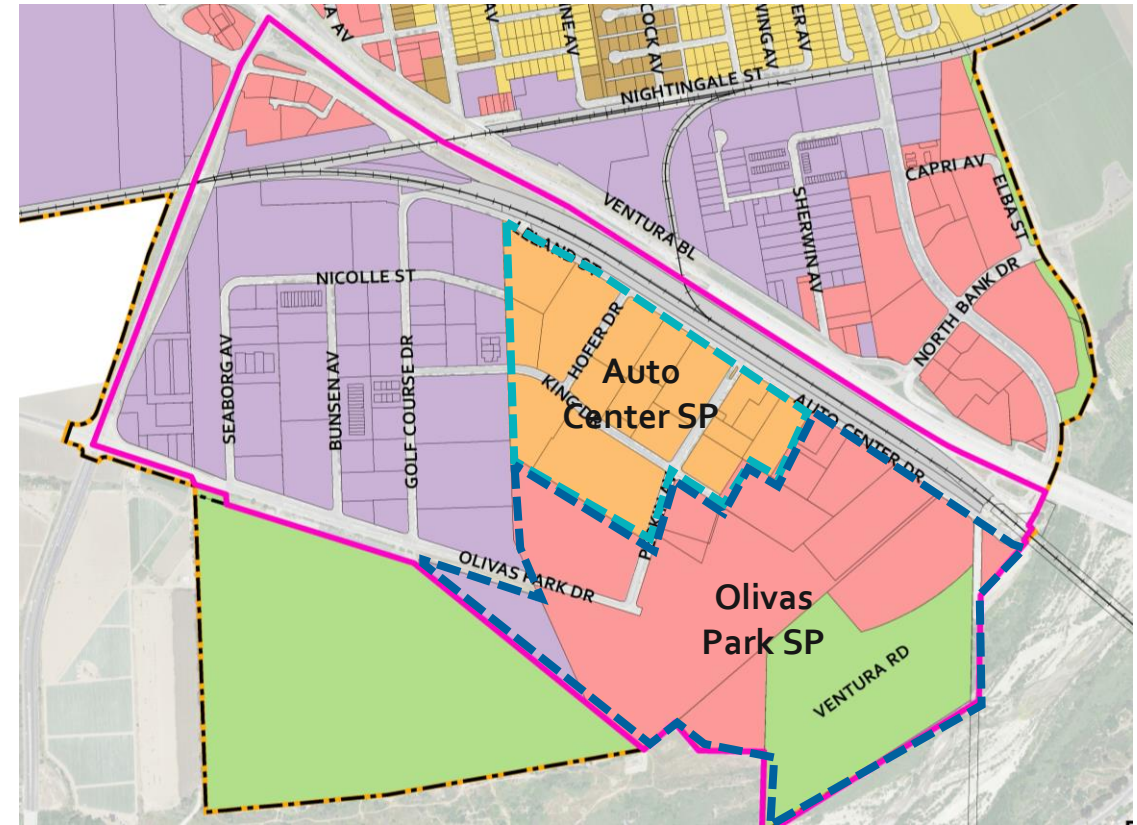
Existing Policy Direction, Land Use, and Zoning

Guiding Policy/Regulatory Documents - Arundell

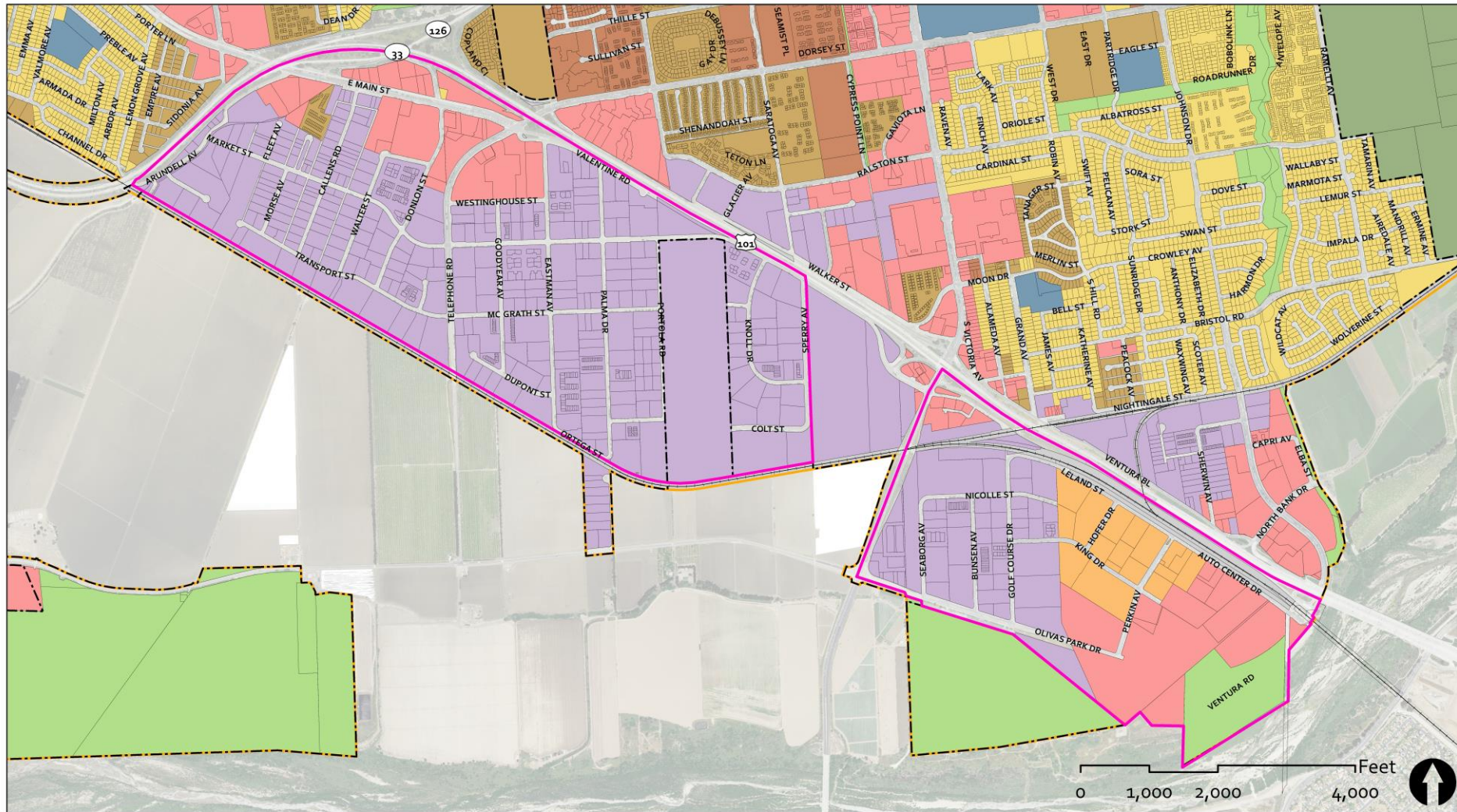
- **General Plan:**
 - Incorporate large-scale employment, workforce housing and neighborhood commercial in an economically diverse setting
 - Expand mixed use and housing along Callens Road, the historic center of the community
 - Leverage “McGrath property” to attract new industry that provides high value, high wage jobs to the City
- No specific/community plans written for this area

Guiding Policy/Regulatory Documents - North Bank

- **General Plan:**
 - Enhance the area as a regional retail destination while providing retail uses serving the local workforce
 - Strengthen partnerships with Auto Center
 - Invest in beautification projects and create unique attractions of regional interest
- **Auto Center Specific Plan:**
 - Ensure new auto sales and service uses are compatible
 - Minimize conflicts with surrounding land uses
 - Provide for necessary utilities and services
- **Olivas Park Specific Plan:**
 - Allow commercial and/or industrial uses that provide jobs and strengthens the local tax base
 - Create an integrated, multi-modal transportation system



Current Land Use Designations

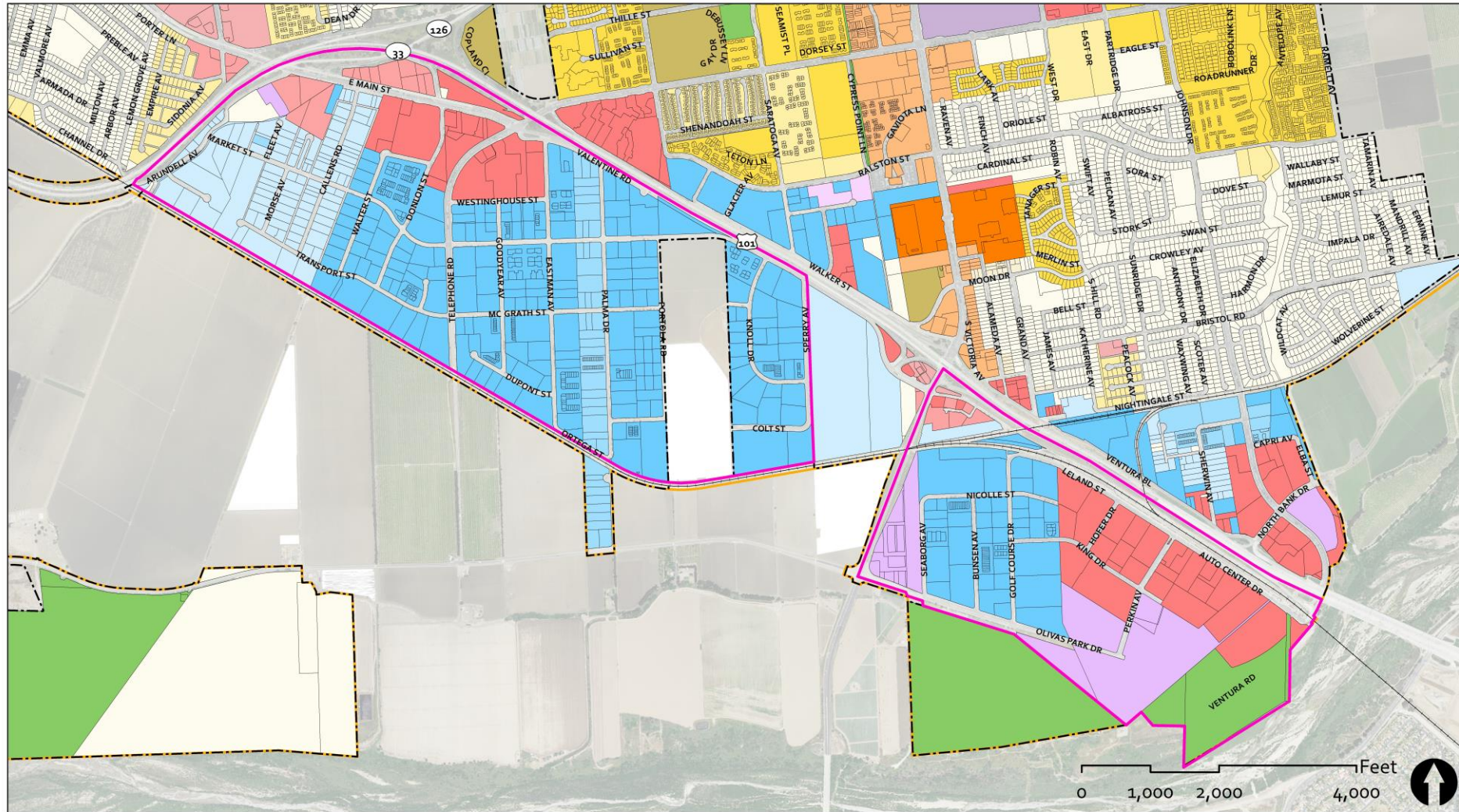


- Ventura City Limits
- Sphere of Influence
- Areas of Discussion
- Railroad

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> Neighborhood Low Neighborhood Medium Neighborhood High Commerce | <ul style="list-style-type: none"> Industry Public/Institutional Parks and Open Space Agriculture | <ul style="list-style-type: none"> Specific Plan Right of Way |
|---|---|---|

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

Current Zoning



Ventura City Limits	Railroad	R-1 Single Family	MXD Mixed Use	M-1 Limited Industrial	T4 Zones
Sphere of Influence		R-2 Two Family	PO Professional Office	M-2 General Industrial	T5 Zones
Areas of Discussion		R-3 Multiple Family	C-1A Intermediate Commercial	MPD Manufacturing Planned Development	
		RPD Residential Planned Development	C-2 General Commercial	P Parks	
		MHP Mobile Home Park	CPD Commercial Planned Development	Civic	

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

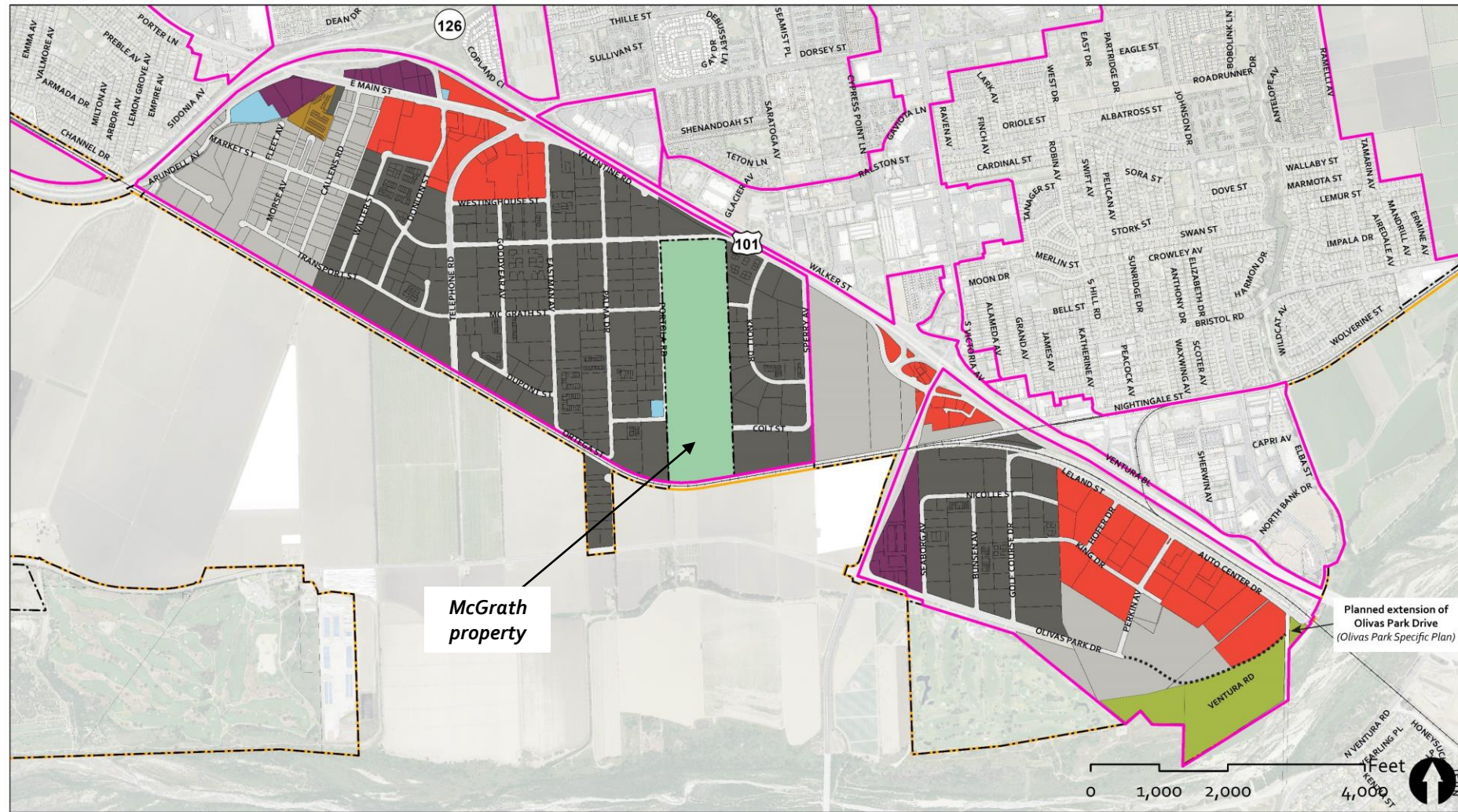
Relevant Zoning - Summary

Zoning Code	Zoning Name	Description	Source (Zoning Code, Specific Plan, etc.)	Max. Height (ft)	Max. Height (stories)	2005 GP Designation	Proposed New GP Designation (Base)
R-1	Single Family	Single family residential and some recreation/neighborhood services	Zoning Code	30	2.5	Neighborhood Low	Neighborhood Low
C-2	General Commercial	General commercial retail and residential	Zoning Code	75	6	Commerce	Mixed Use 4
CPD	Commercial Planned Development	General commercial retail and large shopping centers	Zoning Code	75	6	Commerce	Commercial
MXD	Mixed-Use	Mixed use developments	Zoning Code	75	6	Commerce	Mixed Use 4
M-1	Limited Industrial	Light industrial and general commercial retail	Zoning Code	45	3	Industry	Light Industrial/Flex
M-2	General Industrial	Heavy industrial and general commercial retail	Zoning Code	75	6	Industry	General/Heavy Industrial
MPD	Manufacturing Planned Development	Wide variety of industrial and manufacturing uses	Zoning Code	75	6	Industry	General/Heavy Industrial
P	Parks	Recreational facilities and some neighborhood services	Zoning Code	30	N/A	Parks and Open Space	Parks

Land Use Alternatives

Arundell & North Bank - "Base" Designations

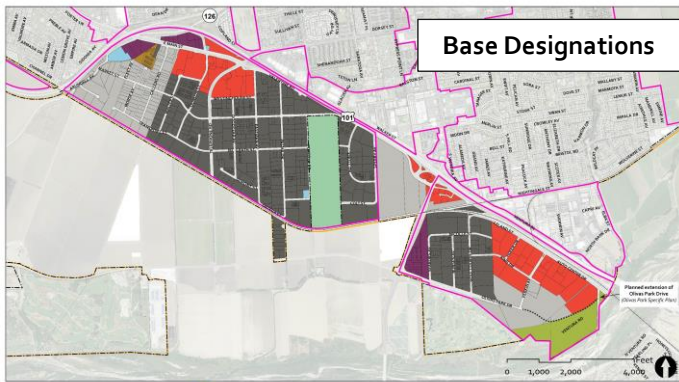
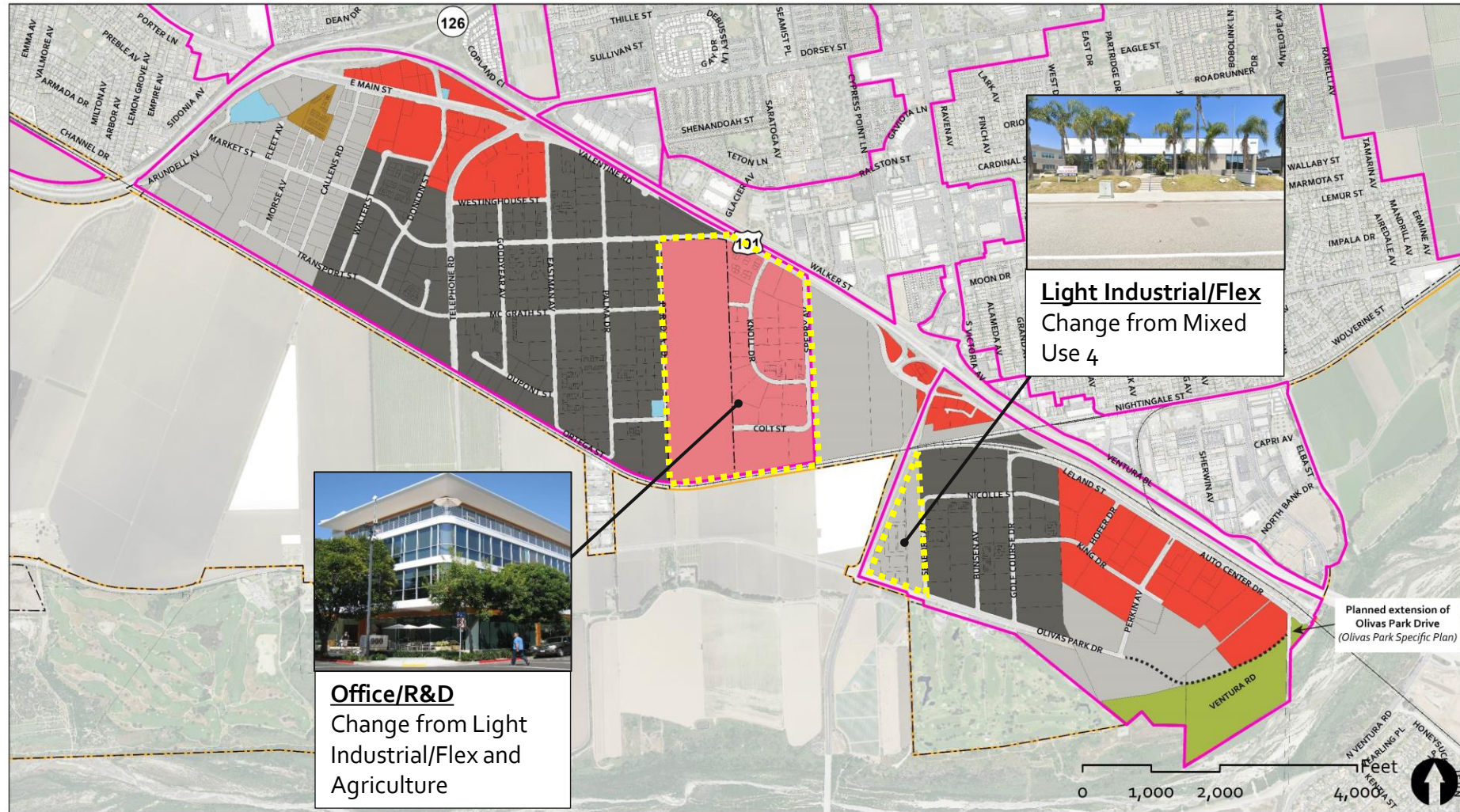
- Maintains Arundell and North Bank as employment and retail areas that provide jobs for residents and contribute to the City's tax base.
- Maintains strong job focus with mix of General/Heavy Industrial, Light Industrial/Flex, and commercial uses.
- Implements the Olivas Park Specific Plan and the Auto Center Specific Plan.



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

Arundell & North Bank - Core

- Expands area as a job center with the addition of Office/R&D on the McGrath property and area to the east.
- Continues strong retail focus at shopping centers in Arundell and auto dealers in North Bank.
- Removes potential for residential in Arundell and North Bank by converting mixed use parcels to Light Industrial/Flex and Commercial.



Office/R&D
Change from Light Industrial/Flex and Agriculture



Light Industrial/Flex
Change from Mixed Use 4

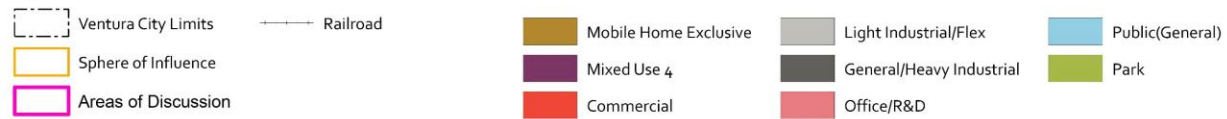
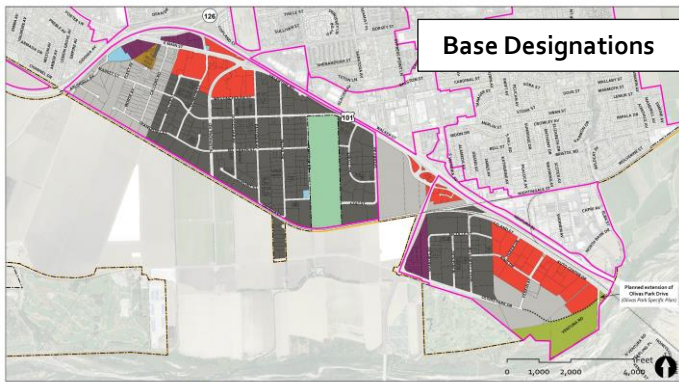
Planned extension of Olivas Park Drive (Olivas Park Specific Plan)

Ventura City Limits	Railroad	Mobile Home Exclusive	Light Industrial/Flex	Public (General)
Sphere of Influence		Mixed Use 4	General/Heavy Industrial	Park
Areas of Discussion		Commercial	Office/R&D	

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

Arundell & North Bank - Expansion

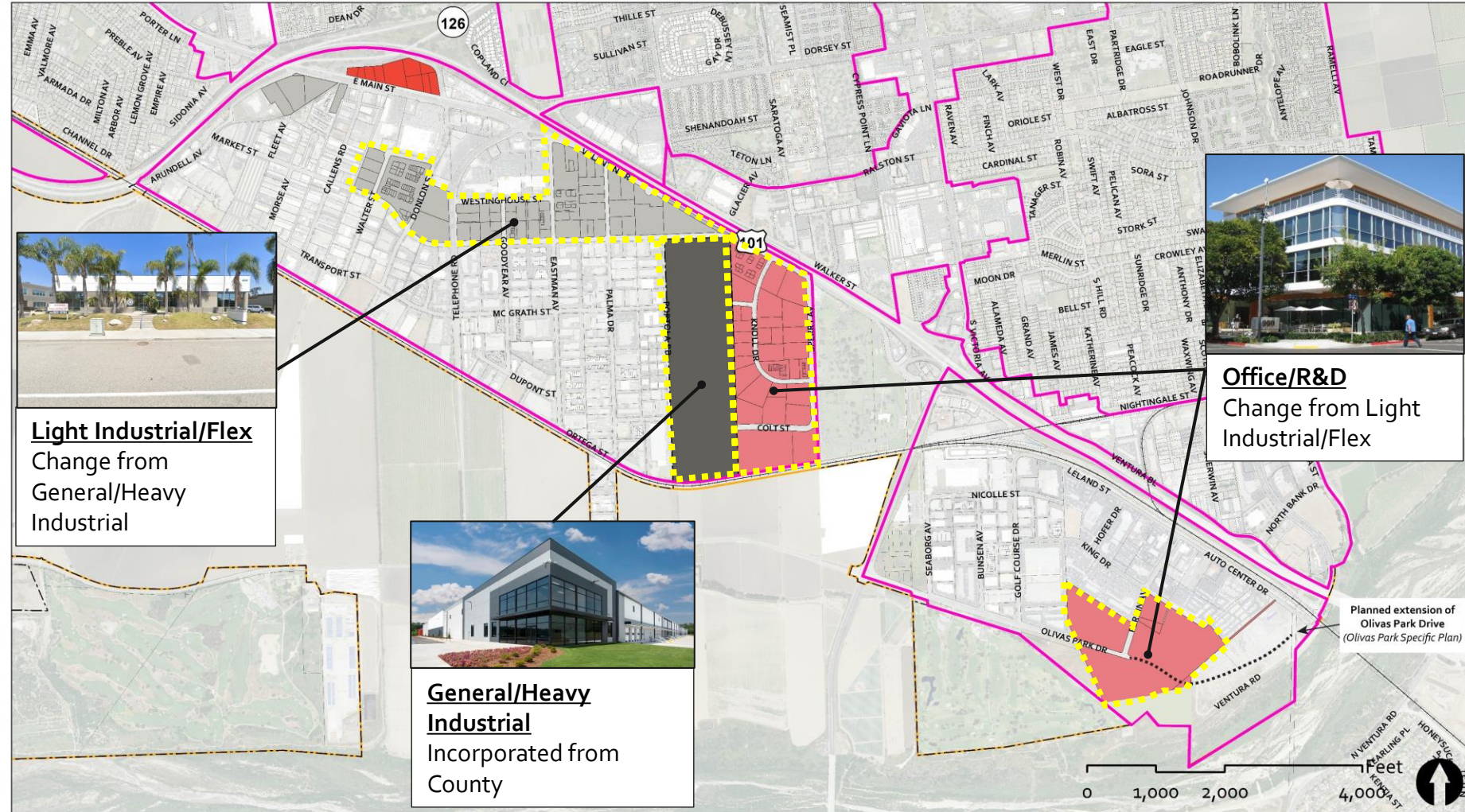
- Integrates housing and expands job potential by designating large portions of the area to Office/R&D.
- Creates a high-density, mixed-use area south of 101 to integrate housing with jobs.
- Focuses on job expansion by redesignating large portions of Arundell and a small area of North Bank to Office/R&D, including on the McGrath property. *(Note: any annexation will be property-owner initiated and go through an approval process)*



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

Arundell & North Bank - Distributed

- Expands job focus by converting some areas of Arundell from General/Heavy Industrial to Light/Industrial Flex.
- Converts some areas to Office/R&D to change the mix of jobs.
- Considers the McGrath property as General/Heavy Industrial to provide additional space for these uses. *(Note: any annexation will be property-owner initiated and go through an approval process)*



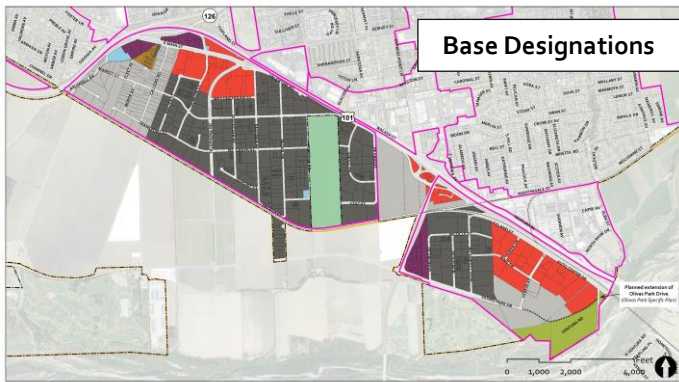
Office/R&D
Change from Light Industrial/Flex



Light Industrial/Flex
Change from General/Heavy Industrial



General/Heavy Industrial
Incorporated from County

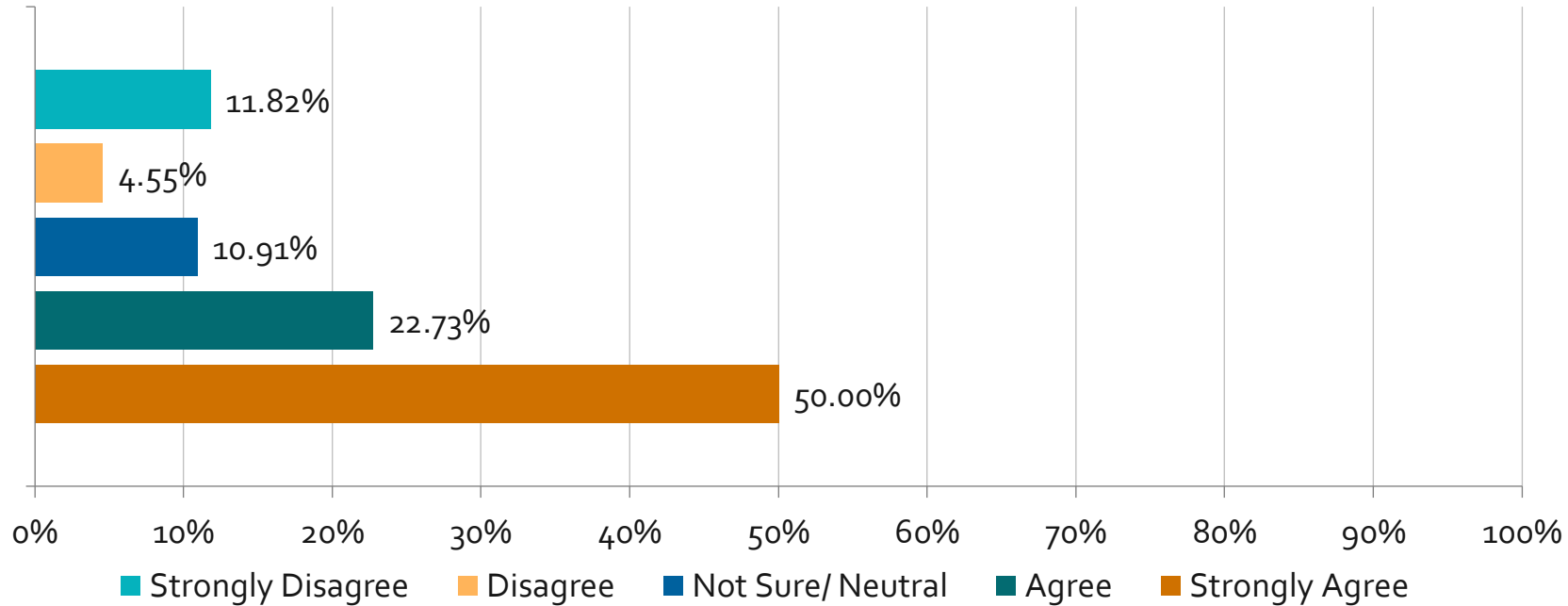


Base Designations

—	Ventura City Limits	—	Railroad	■	Commercial
—	Sphere of Influence	■	General/Heavy Industrial	■	Light Industrial/Flex
—	Areas of Discussion	■	Mixed Use	■	Office/R&D
■	Mobile Home Exclusive	■	Public General	■	
■	Conventional	■	Park	■	
■	Light Industrial/Flex	■	Agricultural		

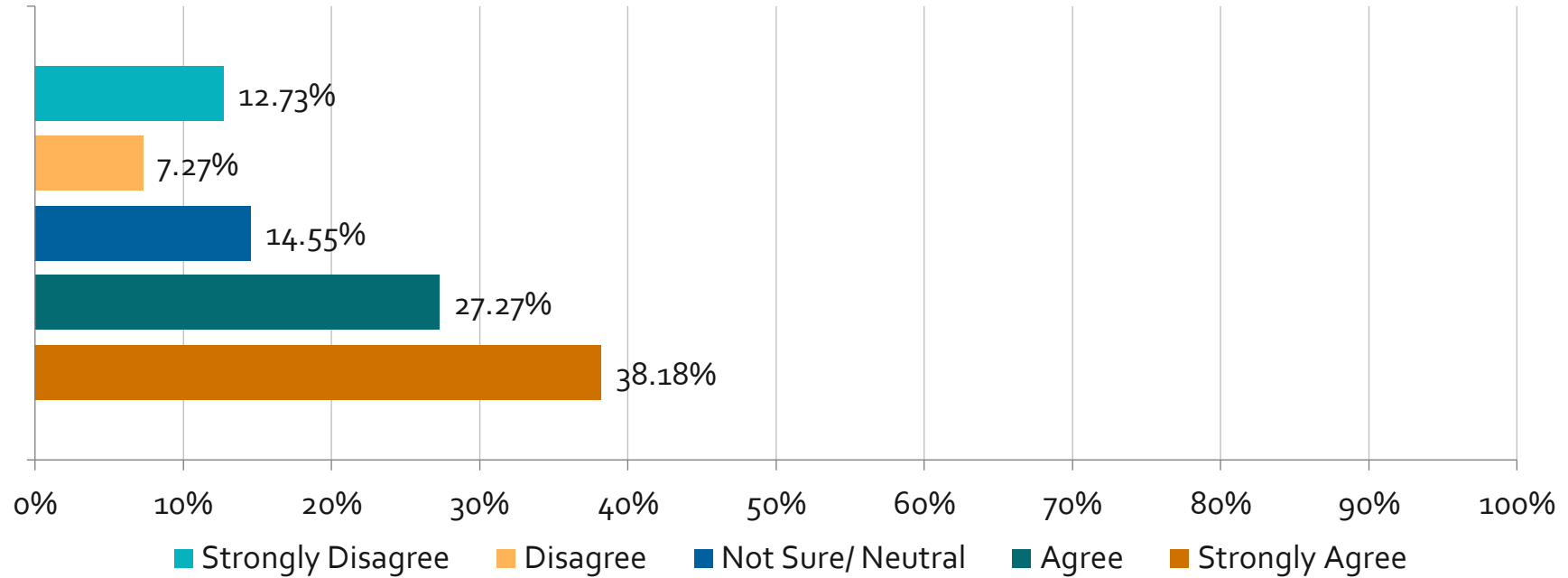
Survey Results

Q1: In the current General Plan, the vision for Arundell is to create an economically diverse area with large-scale employment and neighborhood commercial. Please indicate your level of agreement with this vision.



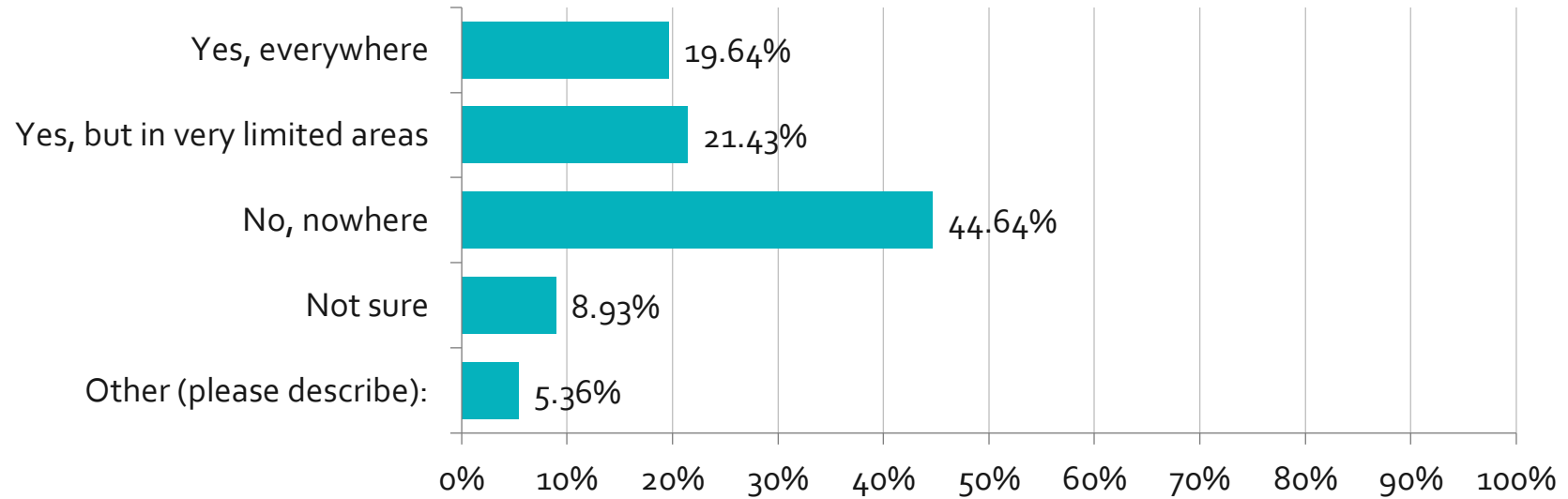
	Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
English	11.82% (13)	4.55% (5)	10.91% (12)	22.73% (25)	50.0% (55)	110
Spanish	0% (0)	0% (0)	100% (1)	0% (0)	0% (0)	1

Q2: In the current General Plan, the vision for North Bank is to enhance the area as a regional retail (i.e., auto sales) and employment destination. Please indicate your level of agreement with this vision.



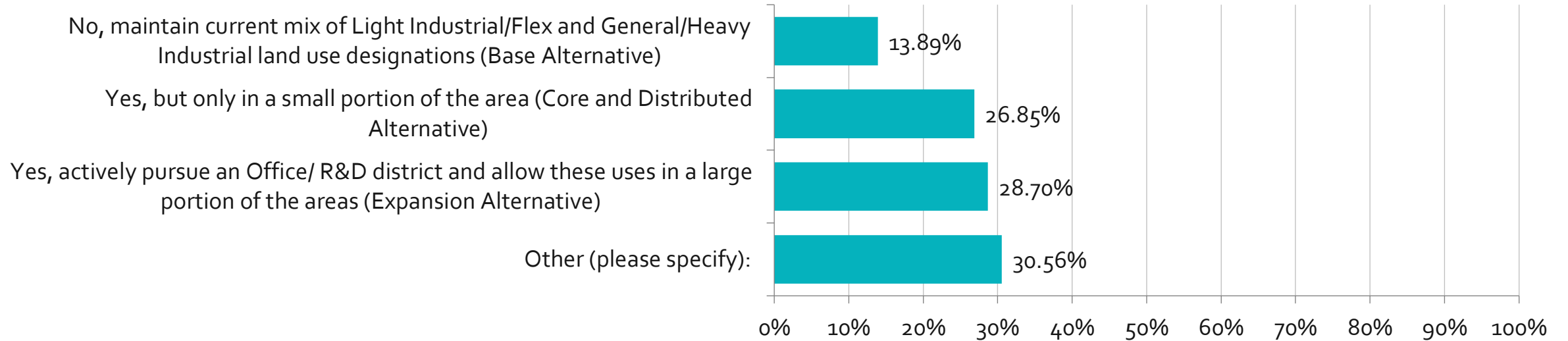
	Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
English	12.73% (14)	7.27% (8)	14.55% (16)	27.27% (30)	38.18% (42)	110
Spanish	0 (0%)	0 (0%)	100% (1)	0 (0%)	0 (0%)	1

Q3: Should housing be included as an allowable use anywhere in these areas?



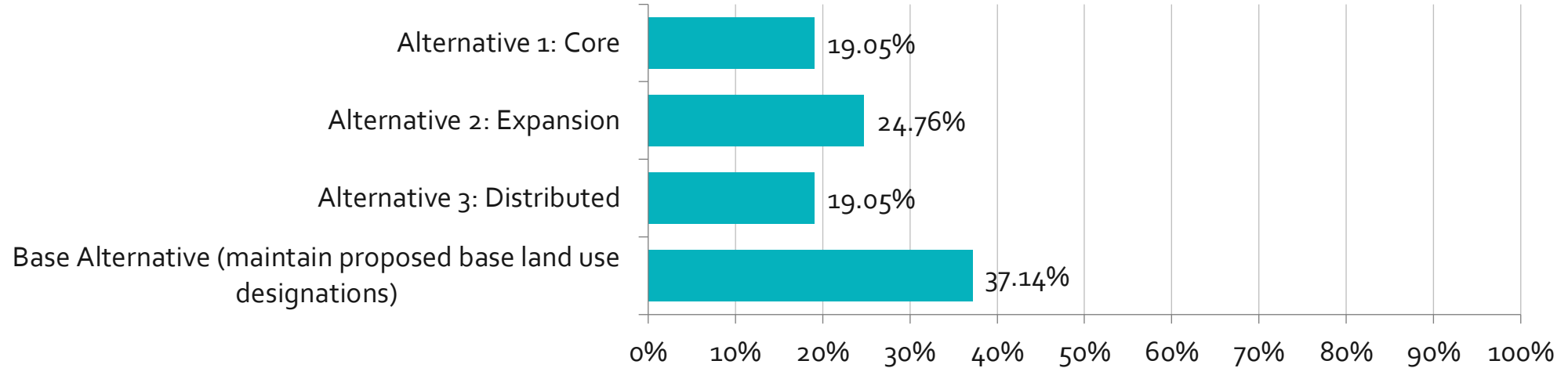
Answer Choices	English	Spanish
Yes, everywhere	19.64% (22)	0% (0)
Yes, but in very limited areas	21.43% (24)	0% (0)
No, nowhere	44.64% (50)	0% (0)
Not sure	8.93% (10)	100% (1)
Other (please describe):	5.36% (6)	0% (0)
Total	112	1

Q4: Should the land use plan promote the creation of the Office/R&D district in these areas to promote corporate offices and some higher wage jobs in Ventura?



Answer Choices	English	Spanish
No, maintain current mix of Light Industrial/Flex and General/Heavy Industrial land use designations (Base Alternative)	13.89% (15)	100% (1)
Yes, but only in a small portion of the area (Core and Distributed Alternative)	26.85% (29)	0% (0)
Yes, actively pursue an Office/ R&D district and allow these uses in a large portion of the areas (Expansion Alternative)	28.70% (31)	0% (0)
Other (please specify):	30.56% (33)	0% (0)
Total	108	1

Q5: Based on what you have seen so far, which alternative best matches your vision for the future of Arundell and North Bank?



Answer Choices	English	Spanish
Alternative 1: Core	19.05% (20)	0% (0)
Alternative 2: Expansion	24.76% (26)	0% (0)
Alternative 3: Distributed	19.05% (20)	100% (1)
Base Alternative (maintain proposed base land use designations)	37.14% (39)	0% (0)
Total	105	1

Key Takeaways

- Maintain a retail and employment focus
- Maintain agricultural uses on the McGrath property
- Mixed feedback on the amount of Office/R&D and at what scale
- Community opinion split on whether housing should be allowed

