

Land Use Alternatives Survey – Raw Data Results

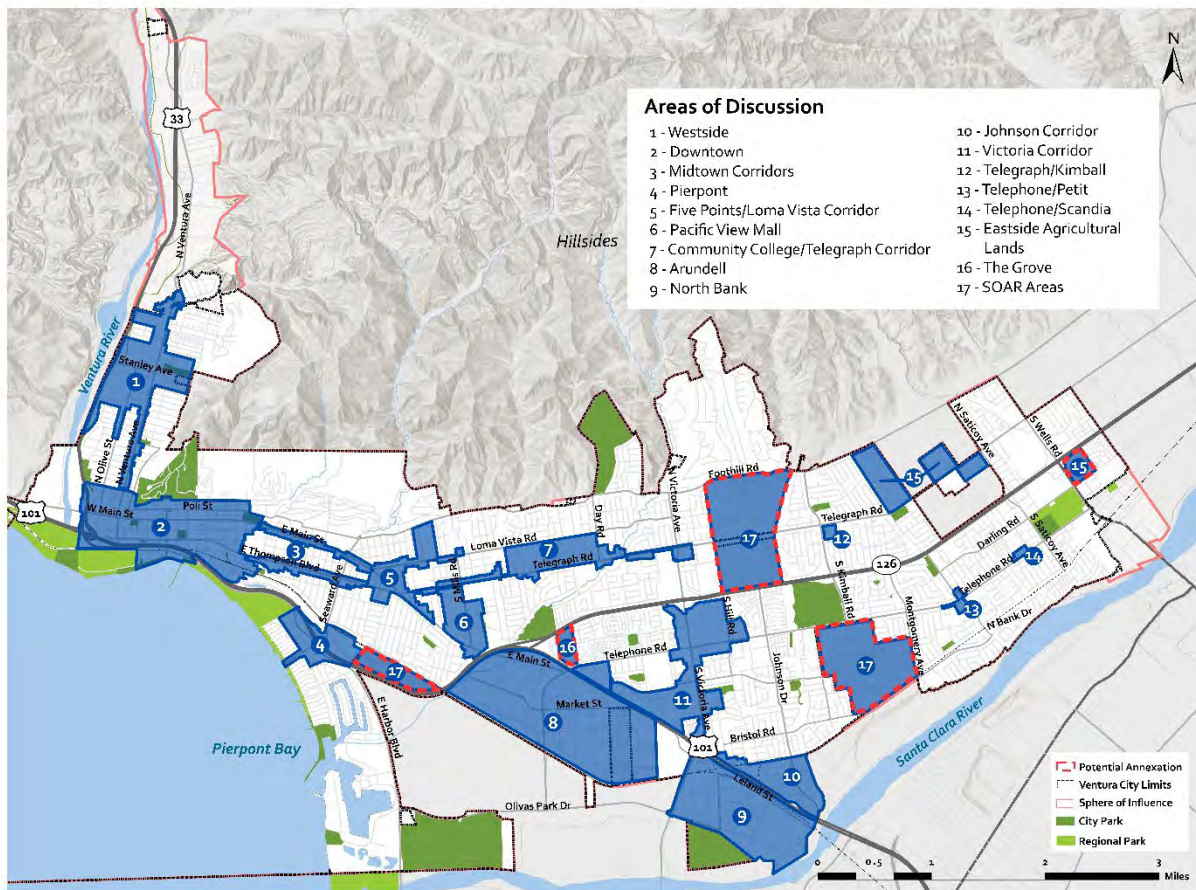
November 8, 2022



Introduction

This report provides the raw results from the City of Ventura General Plan Land Use Alternatives Surveys. The purpose of the surveys was to gauge community perspectives on different land use alternatives identified during the engagement process. The land use alternatives were developed to implement the Vision endorsed by the City Council, address issues of concern in the community (including affordable housing, quality of life, community character, and economic growth), and test various patterns of development (height, density, and use) in different areas of the city.

The land use alternatives were developed through many discussions with the City Council-appointed General Plan Advisory Committee (GPAC) and a robust community engagement effort involving thousands of residents over the last year. Through this effort, "Areas of Discussion" were identified (see *map below for a list of these Areas of Discussion*). Areas of Discussion are geographic areas of Ventura where land use changes and/or new development could occur over the next 20-30 years.



For each Area of Discussion, the General Plan Team developed four land use concepts based on ideas generated through the engagement process. The area-specific alternatives were then combined into four citywide alternatives reflecting broad alternative futures for the City. These four alternatives are:

- **Base:** Implements existing zoning through new land use designations (*the intent of the new land use designations is to follow existing zoning, although there are some minor modifications such as lowering General/Heavy Industrial heights to 3 stories*).
- **Core:** Focuses new development in and around the Downtown and along major transit corridors, primarily west of Pacific View Mall.
- **Expansion:** Focuses new development and land use changes on the east side of the city and in some previously undeveloped areas, including several areas that are currently part of the City's SOAR lands. Minimizes density increases in Downtown, Five Points/Pacific View Mall, and the Midtown Corridors. (*SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.*)
- **Distributed:** Includes aspects from both the Core and Expansion alternatives. Spreads development throughout the city by allowing minimal increases in density in targeted locations and allowing for development in some SOAR areas. (*SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.*)

Given the large number of geographic areas and questions, 11 separate surveys were created: one Citywide/Downtown survey and ten subarea surveys. Each survey contains demographic questions and around 3 to 6 multiple choice questions per area. Many of the multiple-choice questions allow respondents to select 'Other' and expand on their answer. At the end of each survey, respondents were asked to select an alternative which best matches their vision for the future of the City. They then had the option to provide a written response detailing how they would improve their selected alternative (note that some respondents provided a comment without selecting an alternative).

The surveys were released to the public on September 6, 2022 and were open through October 24, 2022. The surveys were provided in both English and Spanish. While the surveys were live, the General Plan Team conducted a [series of outreach events](#) to inform the community about the General Plan process, provide background information on the alternatives, answer specific questions, and obtain feedback on new ideas not included in the surveys. The activities included the following:

- 2 citywide public workshops, one in person (August 30) and one virtual (September 1)
- Meetings with each of the 6 Community Councils
- 2 meetings focused on the Downtown
- 3 "office hours" to allow residents to ask questions about the alternatives (two virtual and one in person)
- 12 "pop-up" workshops throughout the city
- Multiple social media and email communications about the alternatives and the surveys

The following number of responses were received for each survey:

- Citywide and Downtown Survey (1,058 English responses, 5 Spanish responses)
- Arundell/North Bank (112 English responses, 1 Spanish response)
- College Area (129 English responses)
- Eastside (155 English responses)

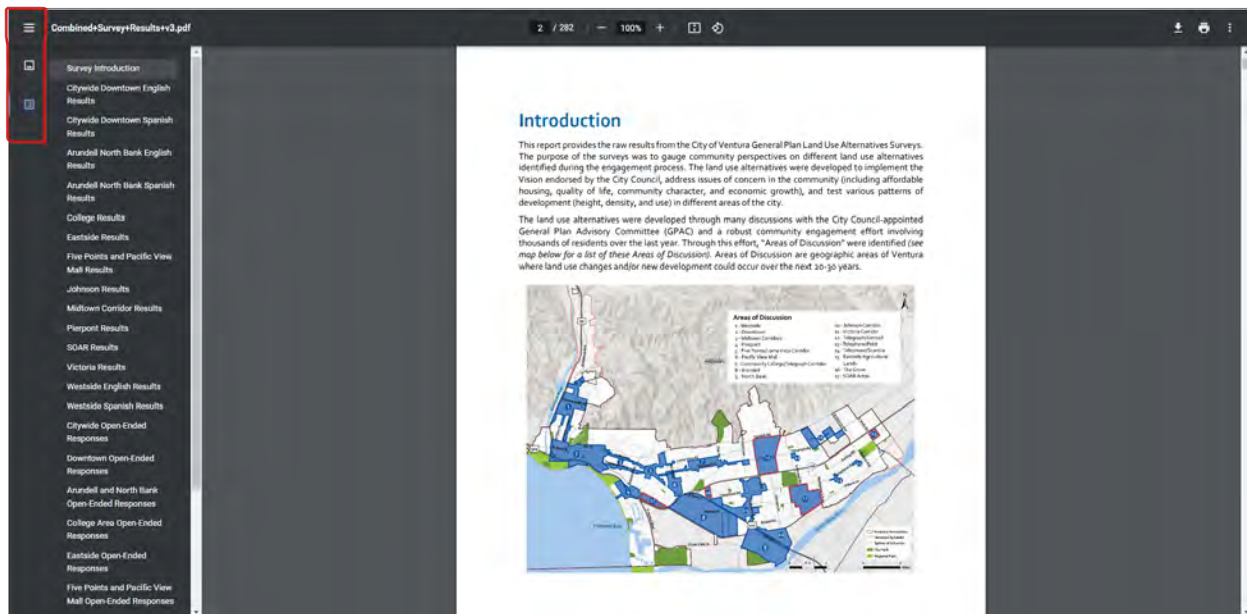
- Five Points/Pacific View Mall (126 English responses)
- Johnson Corridor (108 English responses)
- Midtown Corridors (186 English responses)
- Pierpont (132 English responses)
- SOAR Areas (149 English response)
- Victoria Corridor (92 English responses)
- Westside (217 English responses, 1 Spanish response)

This report provides the results of the surveys in the following order:

- Results of multiple-choice questions, organized by survey. The results of the Spanish surveys are provided separately.
- Written responses to questions for each survey, organized by geographic area then question. Spanish responses include translations. *(Note that the written responses are separated for ease of reviewing the results.)*

Navigating the Document

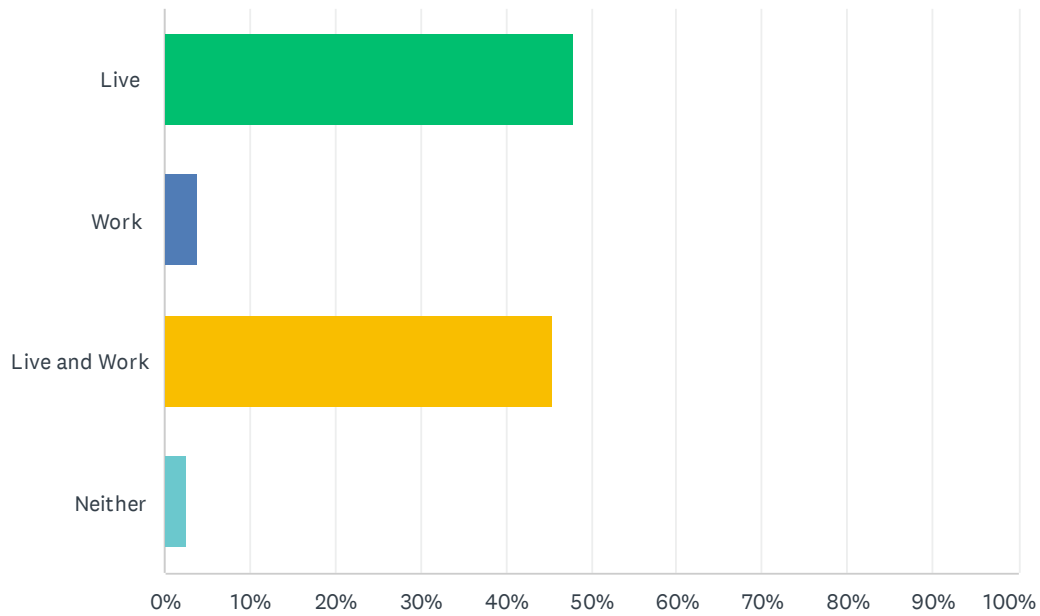
This PDF file is set up with bookmarks that link to different sections of the document. If you are viewing the PDF from a web browser, you can open the bookmarks by clicking the menu button on the top left-hand corner and selecting the 'Document outline' tab. From there, click on any of the bookmarks to jump to that section of the document.



Citywide and Downtown Survey Results

Q1 Tell us about your relationship with the City of Ventura

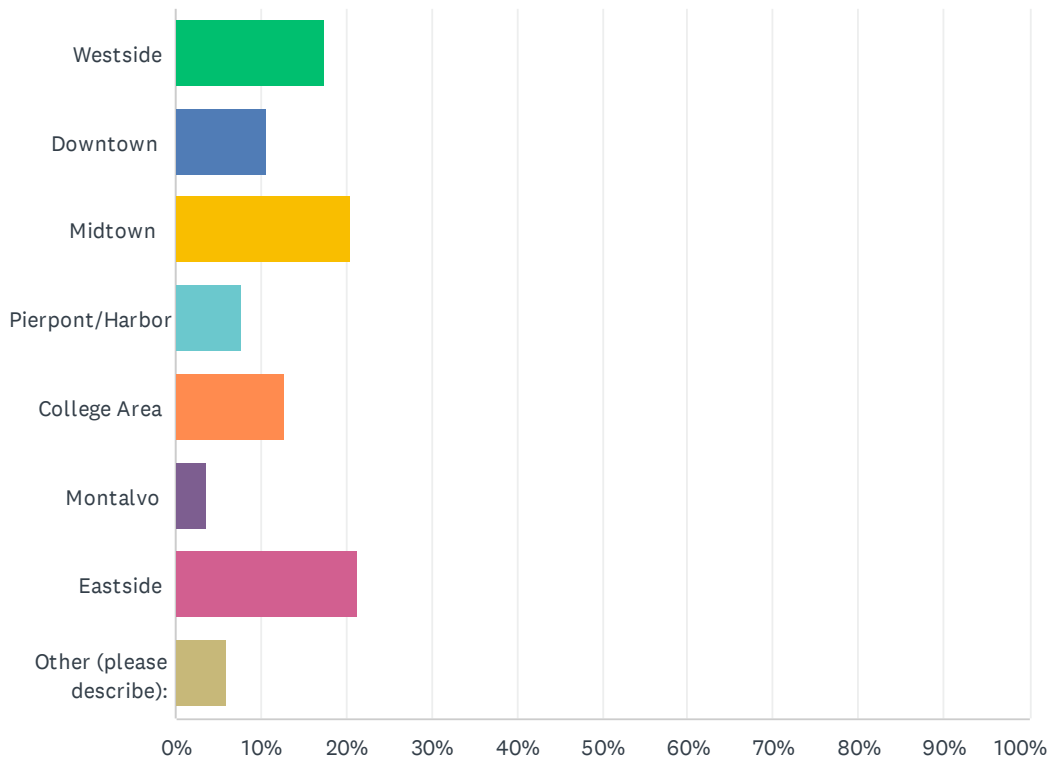
Answered: 1,041 Skipped: 17



ANSWER CHOICES	RESPONSES	
Live	48.03%	500
Work	3.94%	41
Live and Work	45.44%	473
Neither	2.59%	27
TOTAL		1,041

Q2 If you live in the City, where do you live?

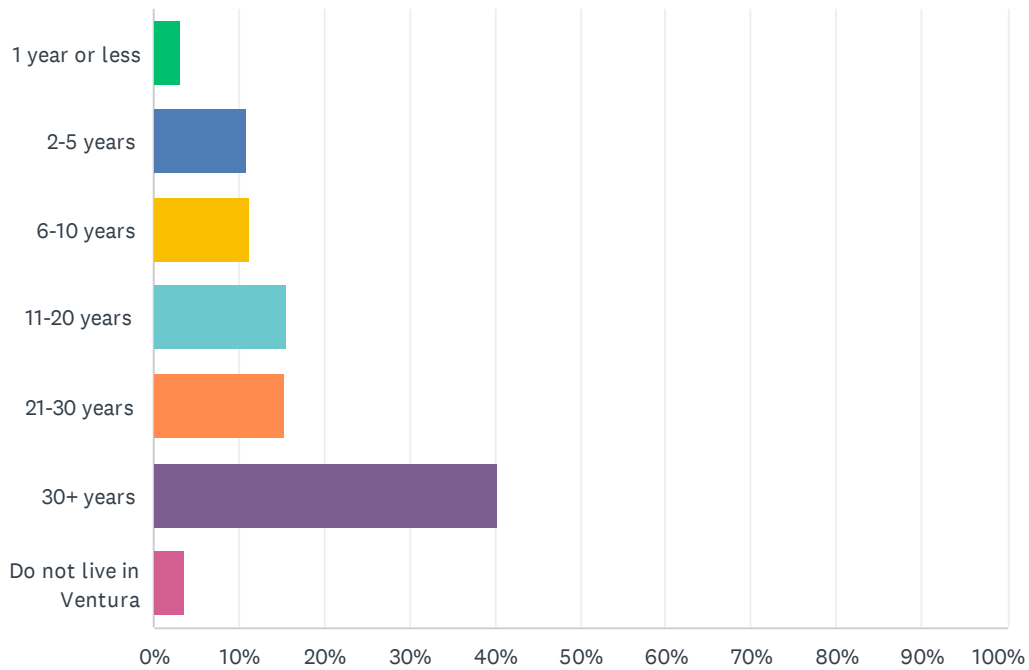
Answered: 1,022 Skipped: 36



ANSWER CHOICES	RESPONSES	
Westside	17.51%	179
Downtown	10.57%	108
Midtown	20.45%	209
Pierpont/Harbor	7.73%	79
College Area	12.82%	131
Montalvo	3.72%	38
Eastside	21.23%	217
Other (please describe):	5.97%	61
TOTAL		1,022

Q3 How long have you lived in Ventura?

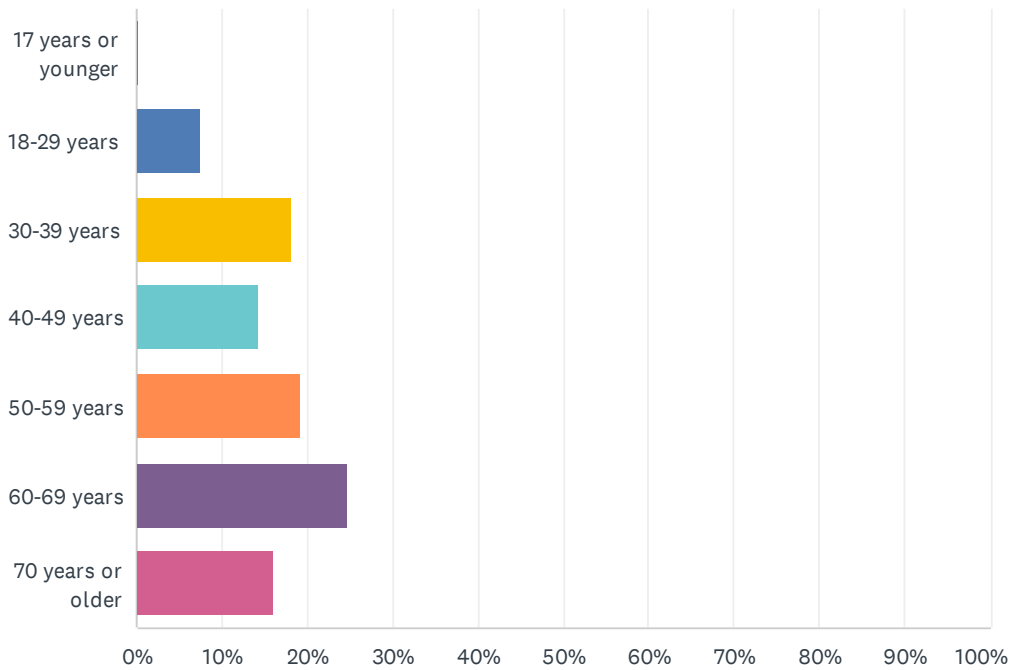
Answered: 1,047 Skipped: 11



ANSWER CHOICES	RESPONSES	
1 year or less	3.15%	33
2-5 years	10.79%	113
6-10 years	11.27%	118
11-20 years	15.47%	162
21-30 years	15.38%	161
30+ years	40.21%	421
Do not live in Ventura	3.72%	39
TOTAL		1,047

Q4 What is your age range?

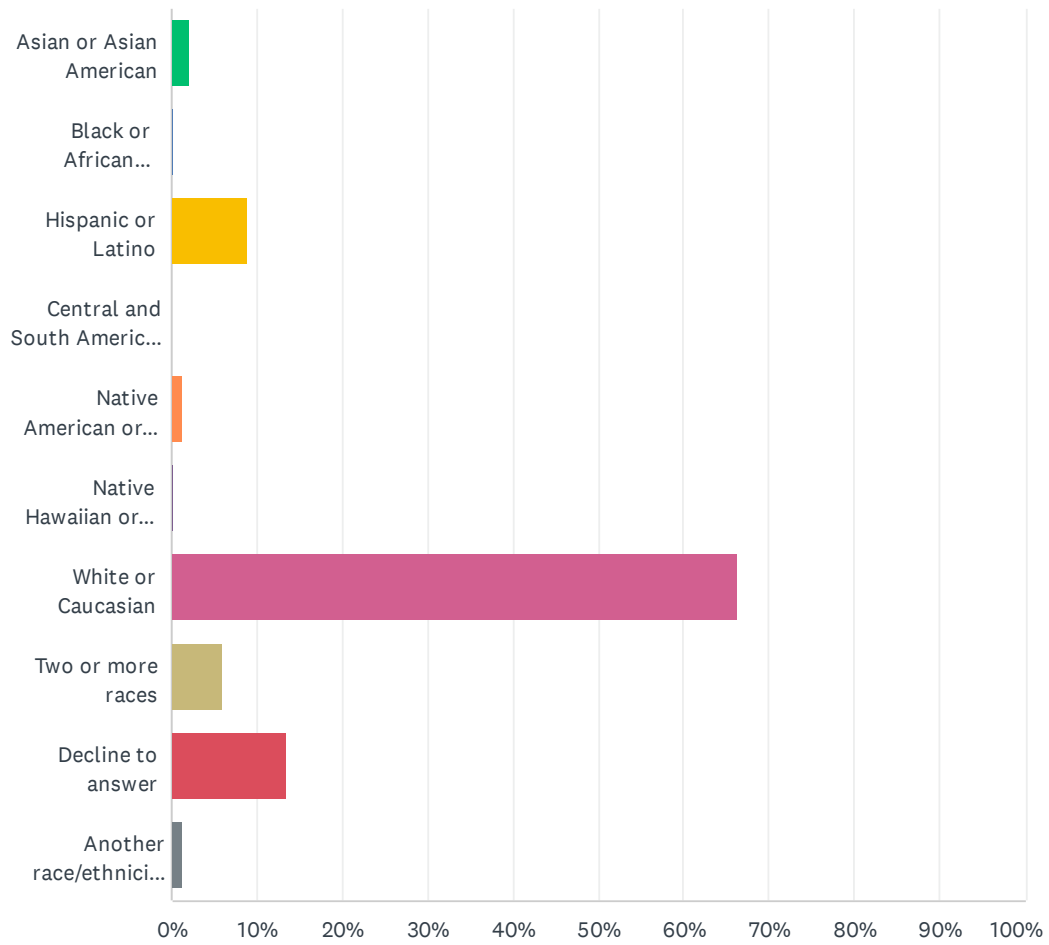
Answered: 1,040 Skipped: 18



ANSWER CHOICES	RESPONSES	
17 years or younger	0.19%	2
18-29 years	7.50%	78
30-39 years	18.08%	188
40-49 years	14.23%	148
50-59 years	19.23%	200
60-69 years	24.71%	257
70 years or older	16.06%	167
TOTAL		1,040

Q5 With which race or ethnic group(s) do you most identify?

Answered: 1,043 Skipped: 15

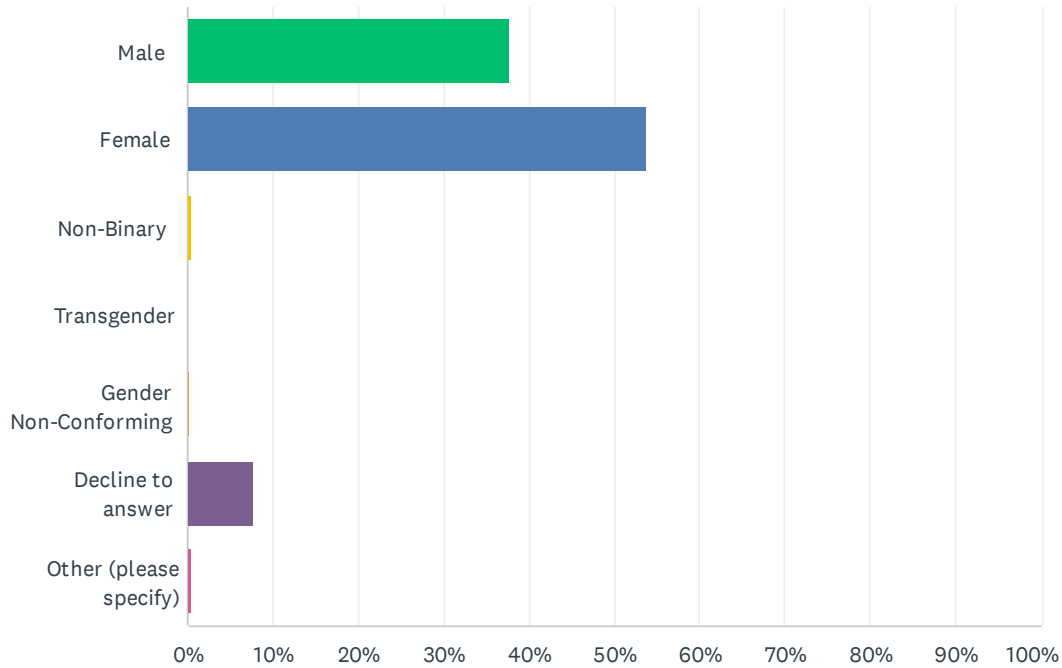


Citywide & Downtown Surveys

ANSWER CHOICES	RESPONSES	
Asian or Asian American	2.21%	23
Black or African American	0.29%	3
Hispanic or Latino	9.01%	94
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	1.25%	13
Native Hawaiian or other Pacific Islander	0.29%	3
White or Caucasian	66.25%	691
Two or more races	5.94%	62
Decline to answer	13.52%	141
Another race/ethnicity (please specify)	1.25%	13
TOTAL		1,043

Q6 What gender do you identify with?

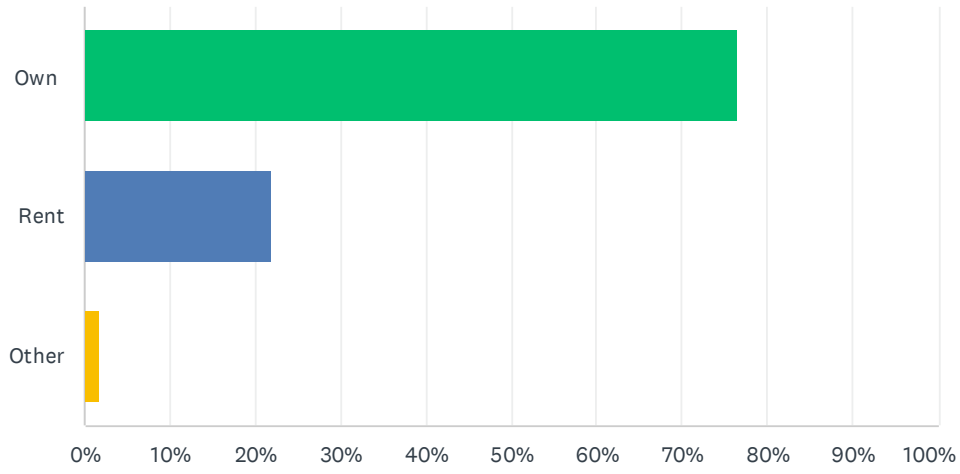
Answered: 1,043 Skipped: 15



ANSWER CHOICES	RESPONSES	
Male	37.68%	393
Female	53.79%	561
Non-Binary	0.38%	4
Transgender	0.00%	0
Gender Non-Conforming	0.19%	2
Decline to answer	7.77%	81
Other (please specify)	0.48%	5
Total Respondents: 1,043		

Q7 Do you own or rent your residence?

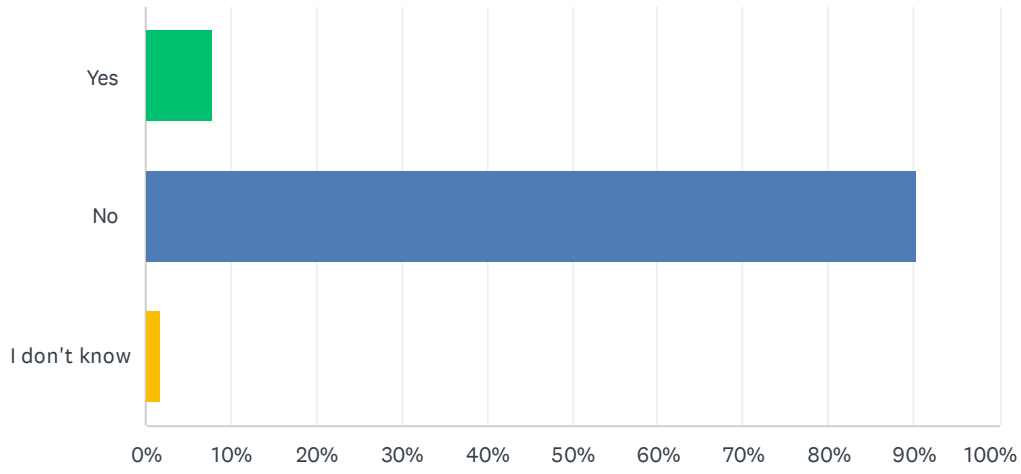
Answered: 1,043 Skipped: 15



ANSWER CHOICES	RESPONSES	
Own	76.51%	798
Rent	21.86%	228
Other	1.63%	17
TOTAL		1,043

Q8 Do you consider yourself a person with a disability?

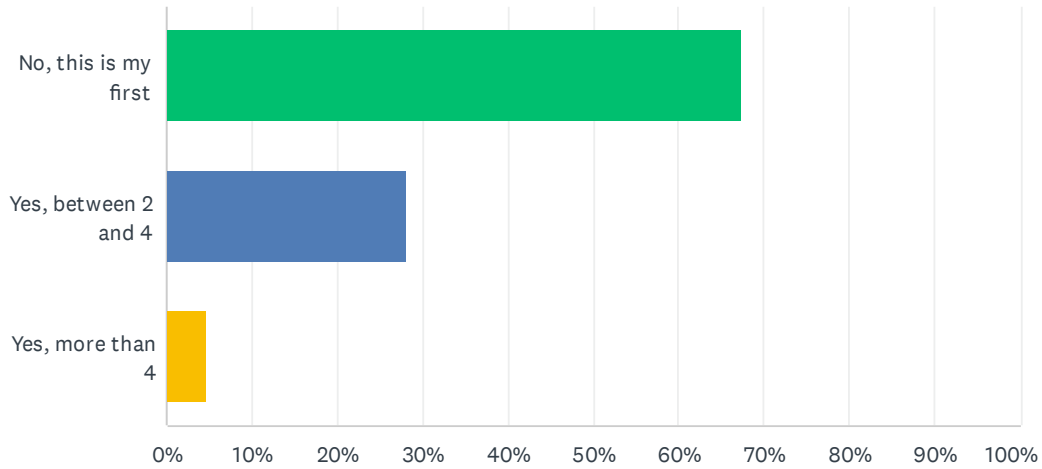
Answered: 1,046 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	7.93%	83
No	90.44%	946
I don't know	1.63%	17
TOTAL		1,046

Q9 Have you participated in previous General Plan update meetings or surveys?

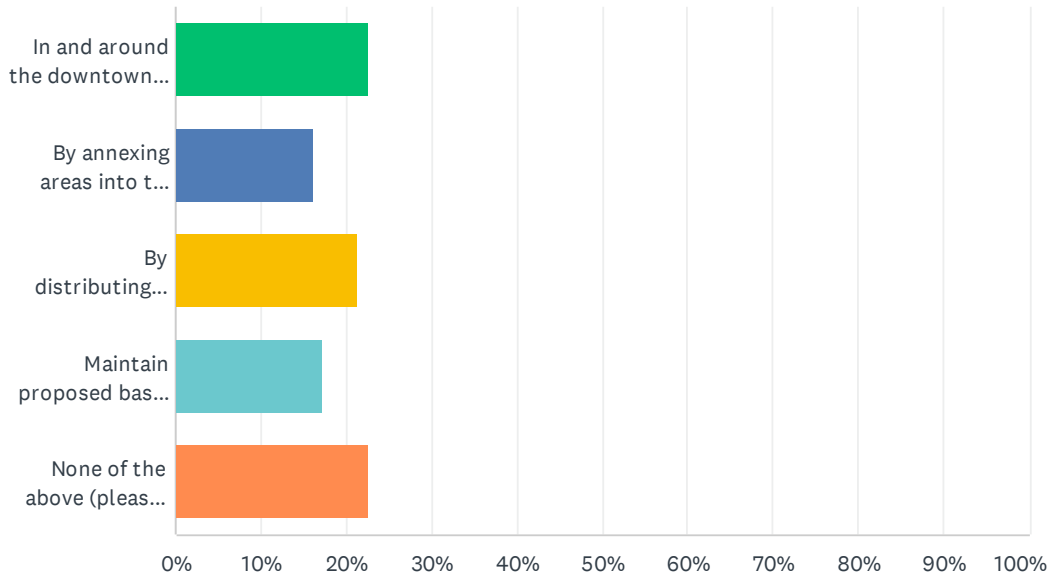
Answered: 1,045 Skipped: 13



ANSWER CHOICES	RESPONSES	
No, this is my first	67.27%	703
Yes, between 2 and 4	28.13%	294
Yes, more than 4	4.59%	48
TOTAL		1,045

Q10 The City is expected to grow and evolve over the next 20-30 years. What best describes your vision about how the city should grow?

Answered: 707 Skipped: 351

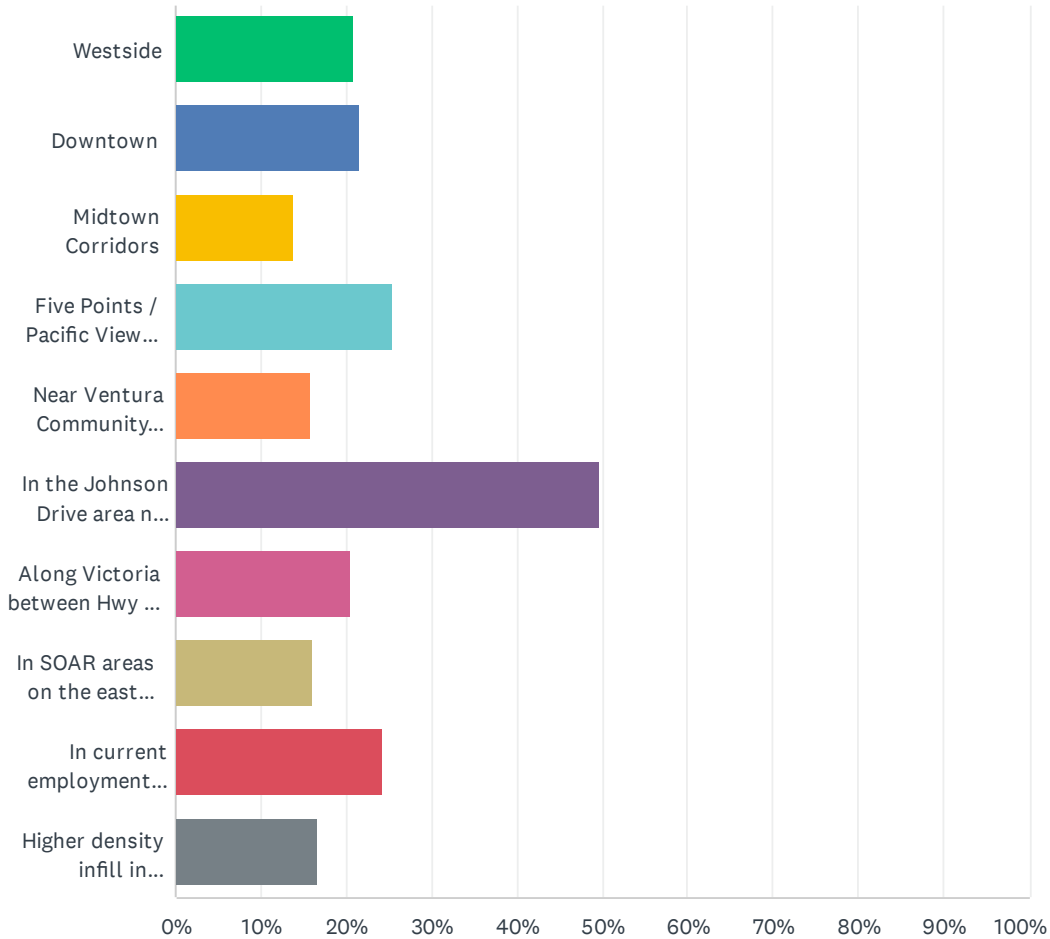


ANSWER CHOICES	RESPONSES	
In and around the downtown and near existing and future transit corridors (Alternative 1)	22.63%	160
By annexing areas into the City to limit growth in existing areas (Alternative 2)	16.27%	115
By distributing growth throughout the City including limited annexation of SOAR areas (Alternative 3)	21.22%	150
Maintain proposed base land use designations (Base Alternative)	17.26%	122
None of the above (please specify your vision):	22.63%	160
TOTAL		707

**Please refer to the open-ended responses section to see the comments*

Q11 The General Plan will take steps to target new development to different areas of the City of Ventura. Assuming there is sufficient capacity, what areas should receive the greatest amount of new residential development? (Pick up to 3 of the following areas):

Answered: 754 Skipped: 304



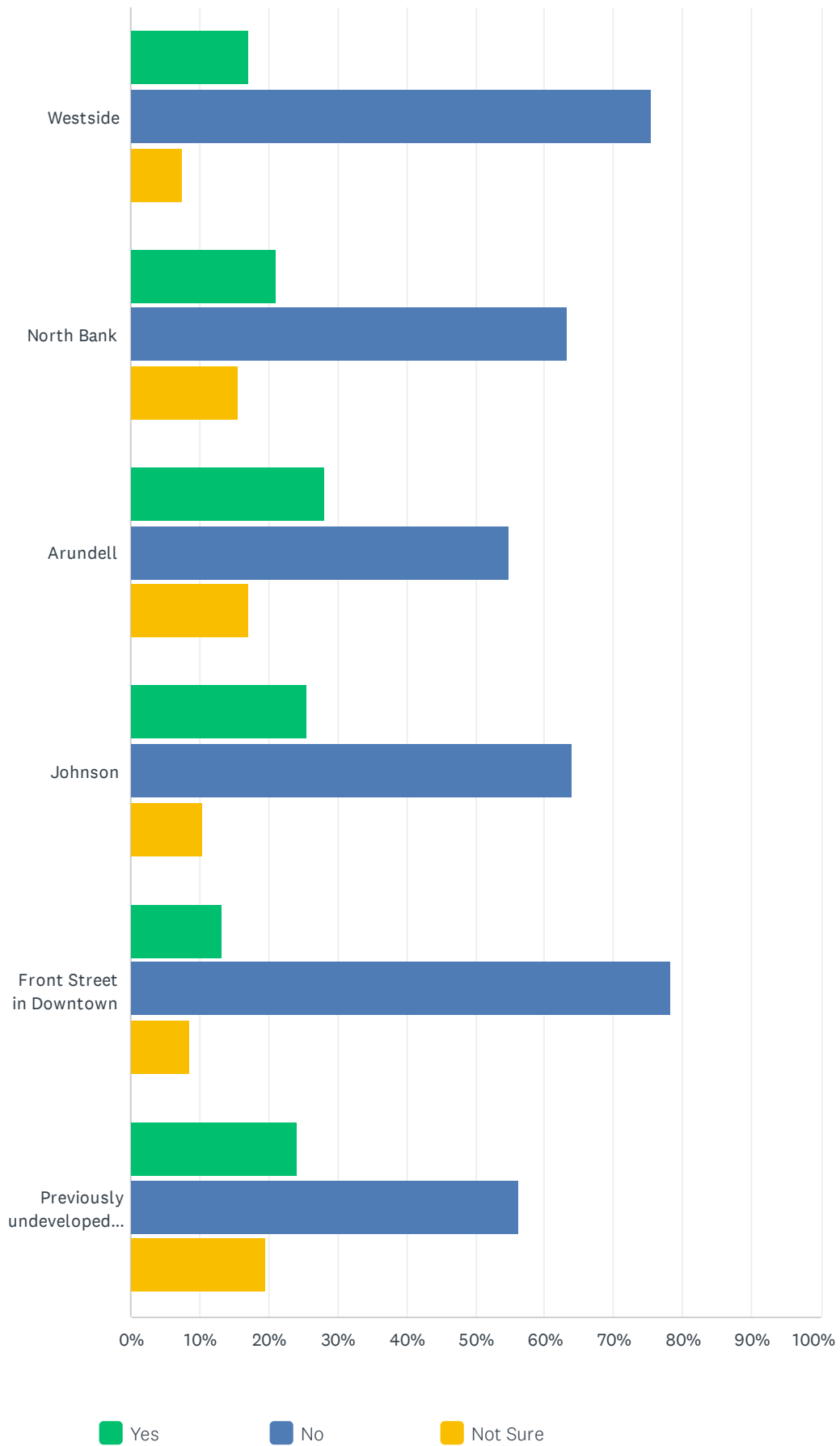
Citywide & Downtown Surveys

ANSWER CHOICES	RESPONSES	
Westside	20.95%	158
Downtown	21.62%	163
Midtown Corridors	13.93%	105
Five Points / Pacific View Mall	25.46%	192
Near Ventura Community College on Telegraph	15.78%	119
In the Johnson Drive area near the Metrolink Station	49.73%	375
Along Victoria between Hwy 126 and US 101	20.56%	155
In SOAR areas on the east side of the City	16.05%	121
In current employment areas in North Bank and Arundell	24.40%	184
Higher density infill in existing residential neighborhoods	16.58%	125
Total Respondents: 754		

Q12 During the community engagement process, many residents identified pollution from uses allowed in the General/Heavy Industrial zoning district (M-2 zoning) as a concern for the health and welfare of nearby Ventura residents. The City does not have plans to eliminate heavy industrial uses but it can target where new uses can be developed. Should General/Heavy Industrial uses be located near housing or schools in any of the following areas?

Answered: 732 Skipped: 326

Citywide & Downtown Surveys

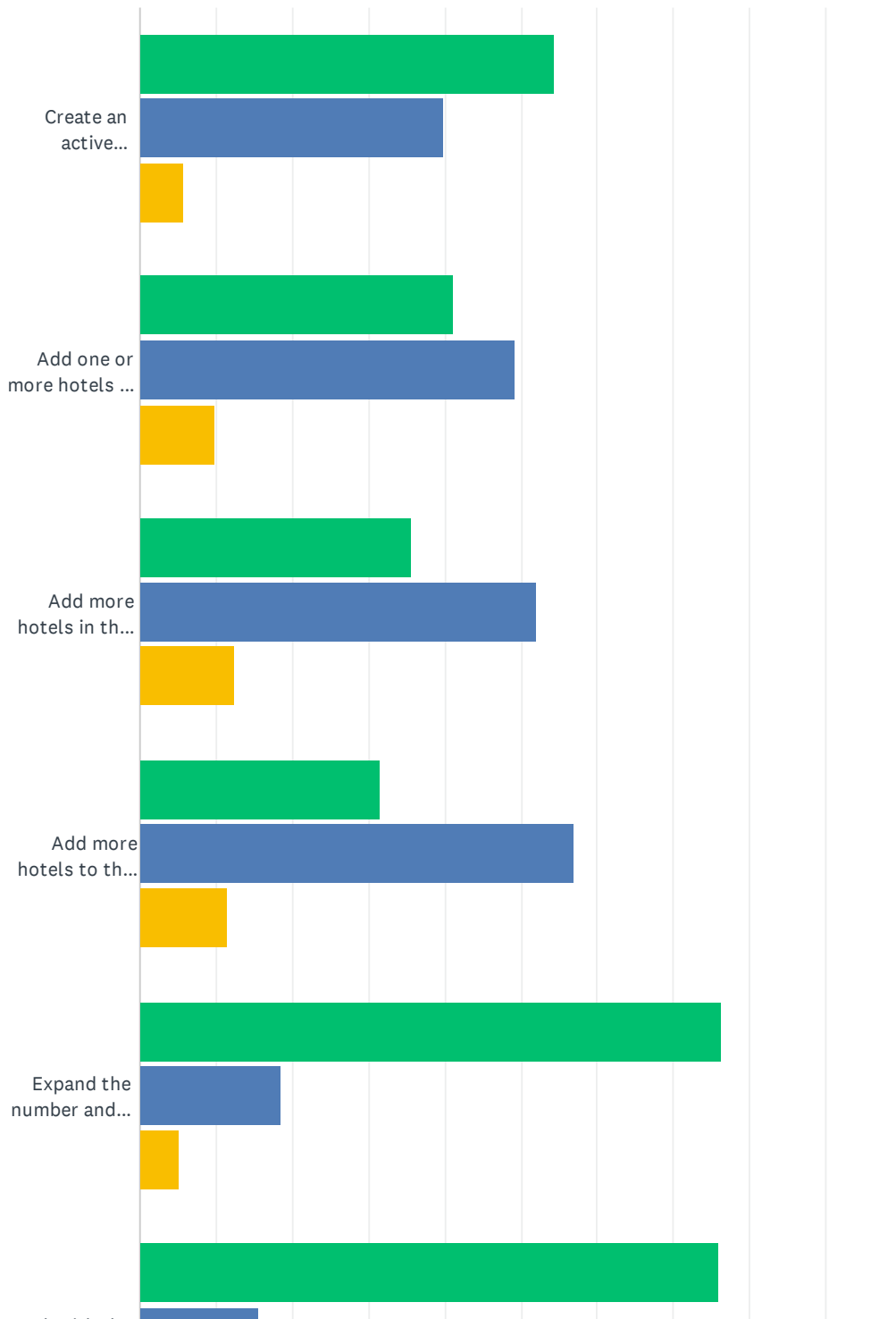


Citywide & Downtown Surveys

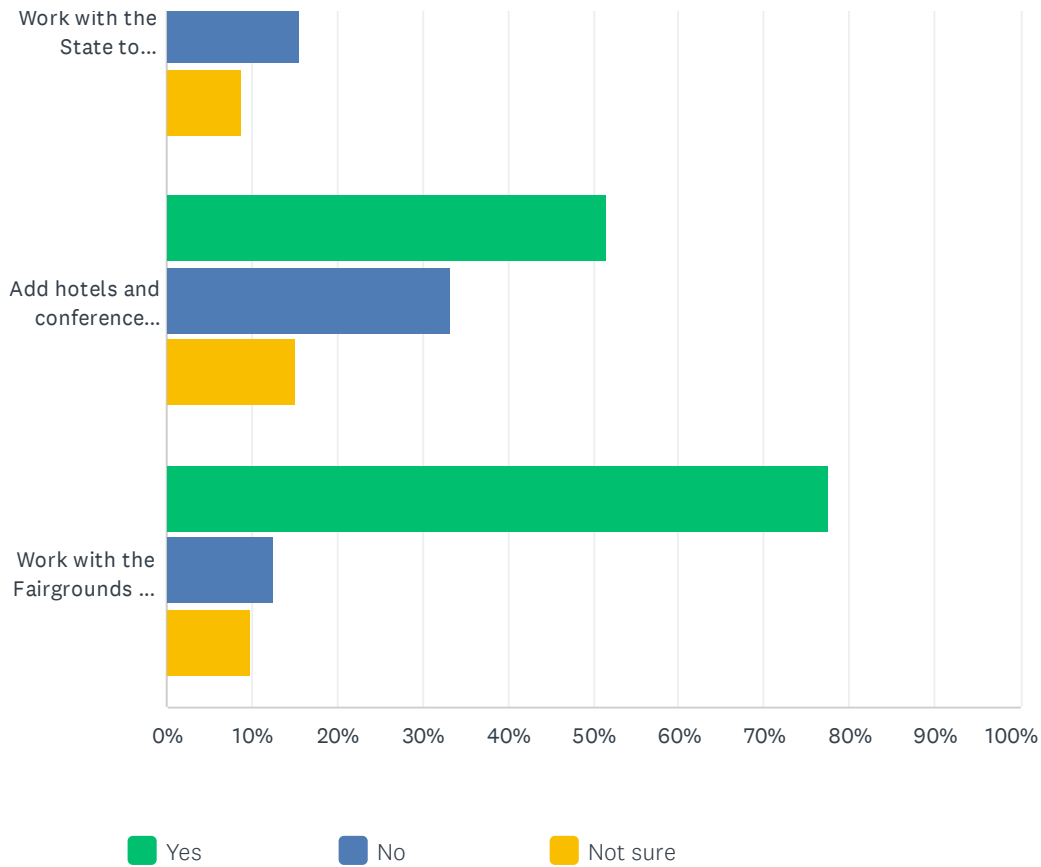
	YES	NO	NOT SURE	TOTAL
Westside	17.09% 121	75.42% 534	7.49% 53	708
North Bank	21.07% 146	63.35% 439	15.58% 108	693
Arundell	28.06% 195	54.82% 381	17.12% 119	695
Johnson	25.66% 176	63.99% 439	10.35% 71	686
Front Street in Downtown	13.31% 92	78.15% 540	8.54% 59	691
Previously undeveloped land that will be annexed into the City	24.02% 166	56.30% 389	19.68% 136	691

Q13 Ventura is an attractive destination for visitors from the region, the State, and across the country. Tax revenues are generated from hotels, events, and visitors to the beach, which are used to provide public services for residents. Should Ventura do any of the following to increase the number of visitors and the length of stay of visitors?

Answered: 748 Skipped: 310



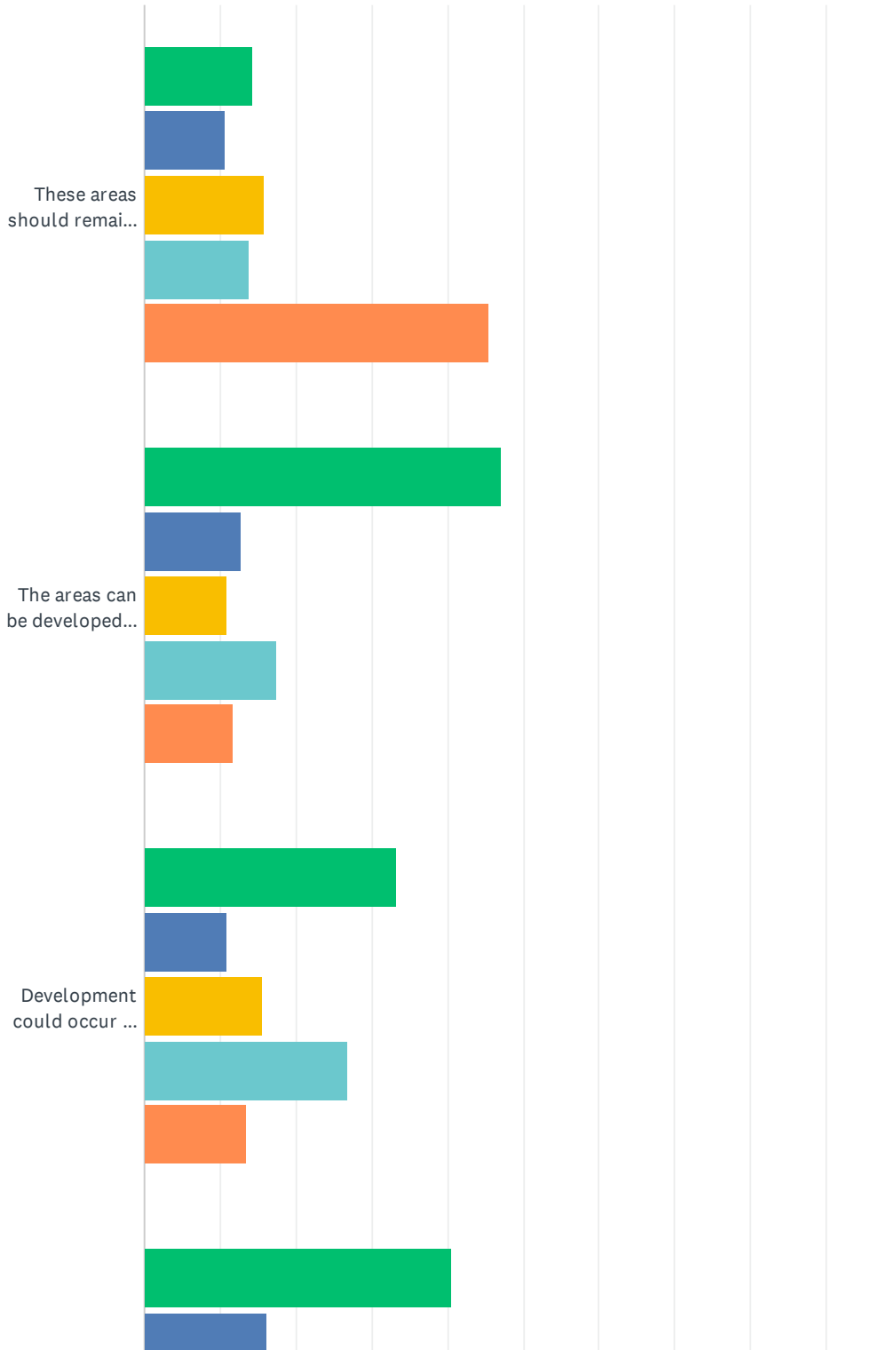
Citywide & Downtown Surveys



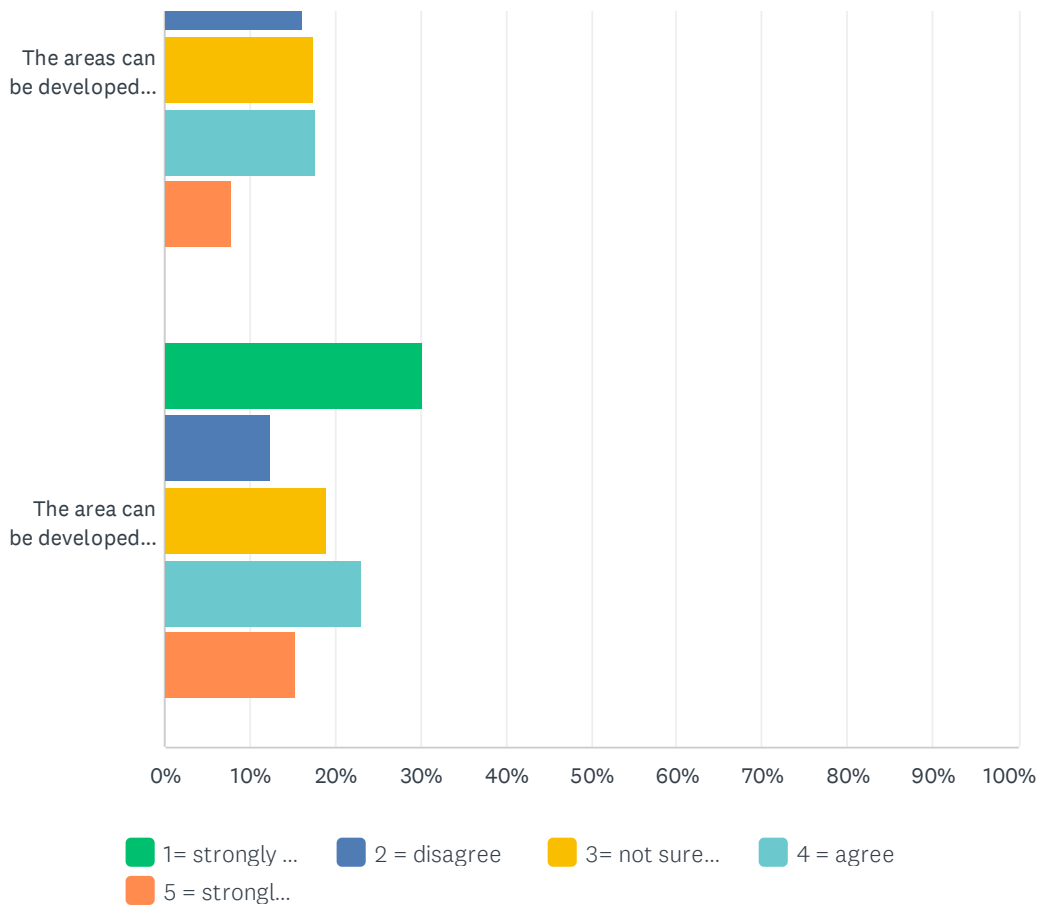
	YES	NO	NOT SURE	TOTAL
Create an active beachfront with more retail and entertainment between the Pier and the fairgrounds	54.32% 396	39.92% 291	5.76% 42	729
Add one or more hotels to the beachfront adjacent to Downtown	41.11% 296	49.17% 354	9.72% 70	720
Add more hotels in the Downtown	35.61% 255	52.09% 373	12.29% 88	716
Add more hotels to the Pierpont area	31.48% 226	56.96% 409	11.56% 83	718
Expand the number and diversity of activities in the Harbor, including hotels, restaurants, and water-related activities.	76.26% 562	18.59% 137	5.16% 38	737
Work with the State to provide more services and amenities at San Buenaventura State Beach	75.82% 558	15.49% 114	8.70% 64	736
Add hotels and conference centers at the public golf courses	51.58% 375	33.29% 242	15.13% 110	727
Work with the Fairgrounds to create more year-round events	77.66% 570	12.53% 92	9.81% 72	734

Q14 There are currently areas with the City’s “sphere of influence” that are undeveloped and designated as agricultural use but could be developed in the future. Please state your level of agreement with the following statements.

Answered: 742 Skipped: 316



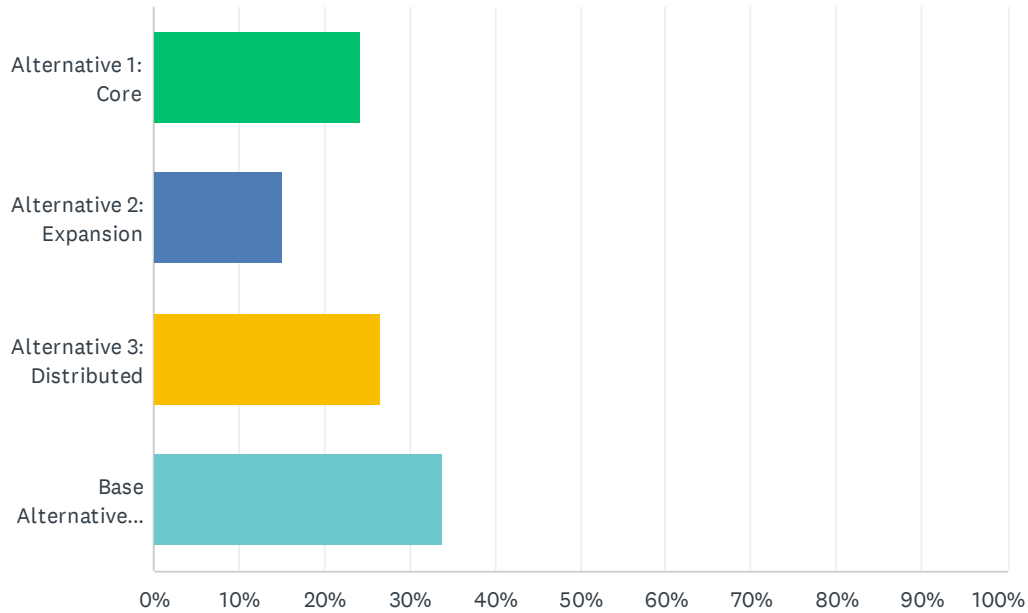
Citywide & Downtown Surveys



	1= STRONGLY DISAGREE	2 = DISAGREE	3= NOT SURE/NEUTRAL	4 = AGREE	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
These areas should remain undeveloped, and growth should be targeted to other areas of the City.	14.27% 105	10.73% 79	15.76% 116	13.86% 102	45.38% 334	736	3.65
The areas can be developed if significant affordable housing is provided as part of the development.	47.19% 344	12.89% 94	10.84% 79	17.42% 127	11.66% 85	729	2.33
Development could occur if large portions of the areas are preserved for open space with limited areas for development.	33.29% 243	10.96% 80	15.48% 113	26.85% 196	13.42% 98	730	2.76
The areas can be developed if jobs and employment uses which increase the city's tax base are provided.	40.60% 296	16.19% 118	17.56% 128	17.70% 129	7.96% 58	729	2.36
The area can be developed if a significant amount of the area is dedicated to parks and public facilities are provided.	30.18% 220	12.35% 90	19.07% 139	23.05% 168	15.36% 112	729	2.81

Q15 Based on what you have seen so far, which alternative best matches your vision for the future of the City?

Answered: 633 Skipped: 425



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	24.33%	154
Alternative 2: Expansion	15.17%	96
Alternative 3: Distributed	26.70%	169
Base Alternative (maintain proposed base land use designations)	33.81%	214
TOTAL		633

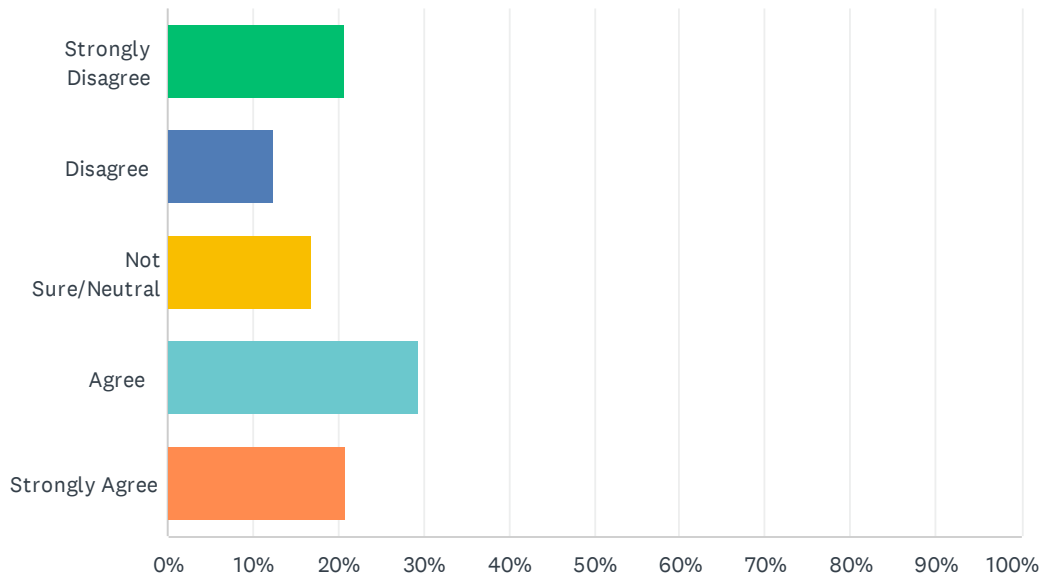
Q16 Use the space below to tell us how you would improve your selected alternative.

Answered: 431 Skipped: 627

**Please refer to the open-ended responses section to see the comments*

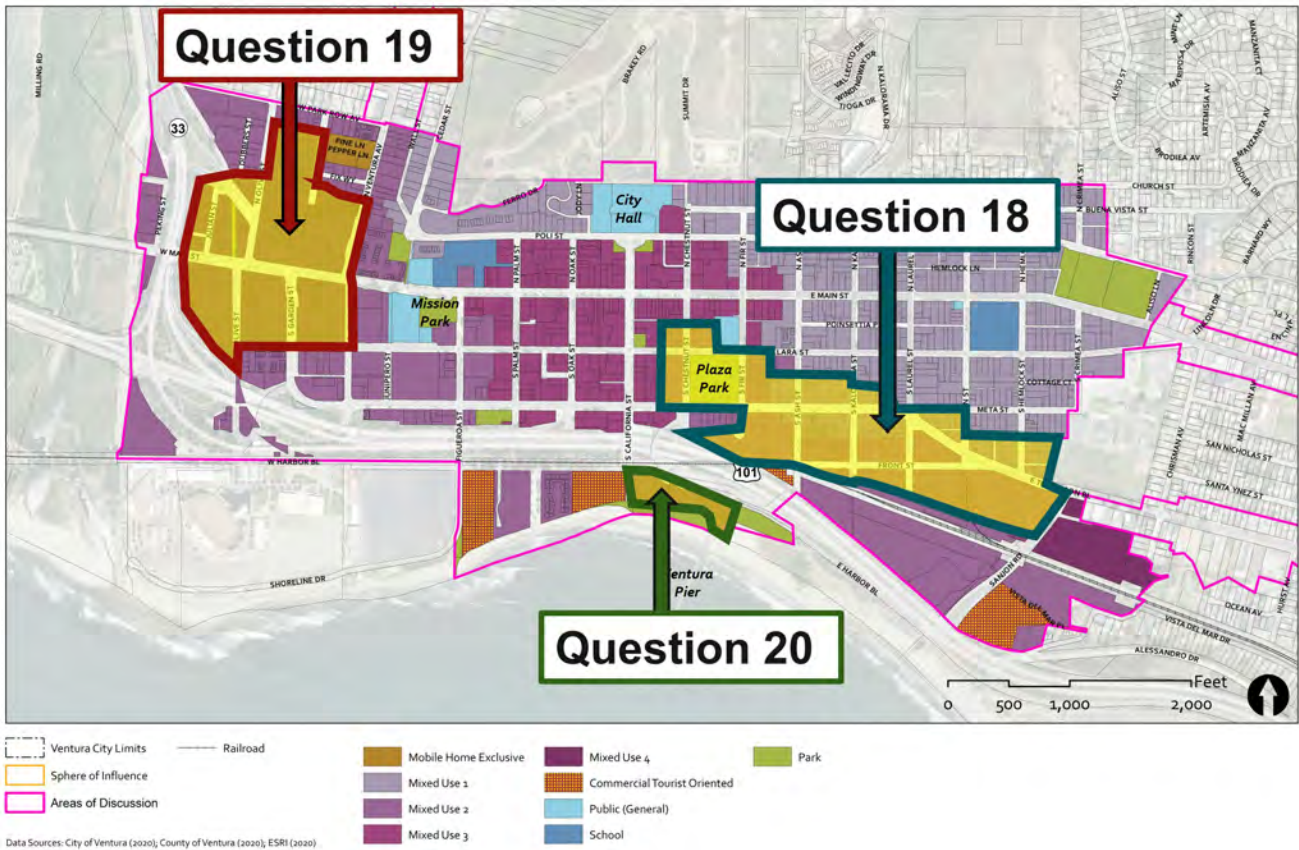
Q17 The vision for the Downtown in the General Plan and the Downtown Specific Plan is to maintain the area as the “heart” of the City, expand housing supply at all income levels, preserve historic buildings and the historic character, and nurture arts and cultural expression. The area is also identified as a focus for future residential and commercial growth. Please tell us your level of agreement with the Downtown Specific Plan vision.

Answered: 609 Skipped: 449



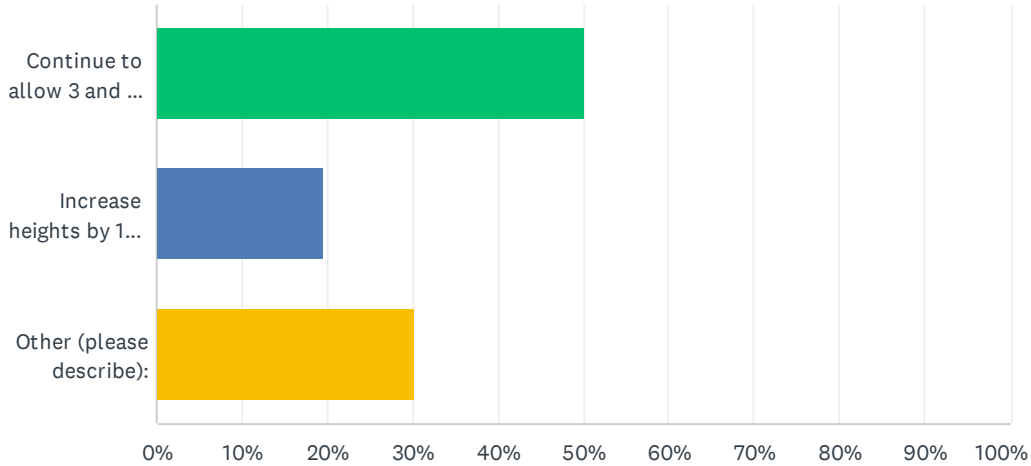
ANSWER CHOICES	RESPONSES	
Strongly Disagree	20.69%	126
Disagree	12.32%	75
Not Sure/Neutral	16.75%	102
Agree	29.39%	179
Strongly Agree	20.85%	127
TOTAL		609

Please refer to this image for questions 18-20.



Q18 Thompson Boulevard is a major east-west thoroughfare and identified for increased transit service in the future. Please tell us your preference on the scale of development along Thompson from Sanjon to Plaza Park.

Answered: 652 Skipped: 406

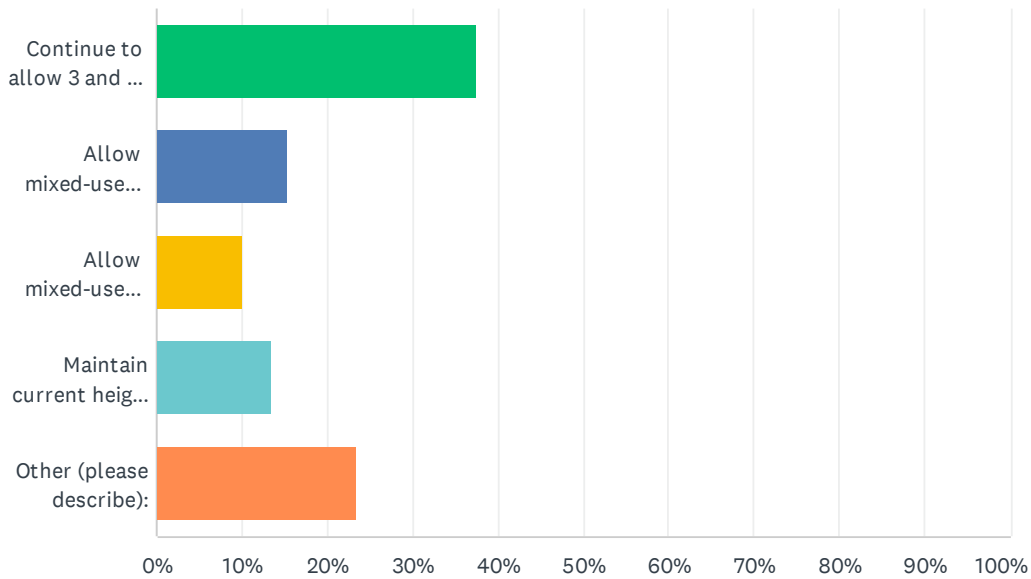


ANSWER CHOICES	RESPONSES	
Continue to allow 3 and 4 story mixed-use buildings (Base, Expansion and Distributed Alternatives)	50.00%	326
Increase heights by 1 story and allow 4 and 5 story mixed-use buildings (Core Alternative)	19.63%	128
Other (please describe):	30.37%	198
TOTAL		652

**Please refer to the open-ended responses section to see the comments*

Q19 The west side of downtown, generally between Ventura Avenue and Hwy 33, contains a mix of lower-scaled uses, including the Mission Plaza shopping center, commercial uses, residential uses, and some industrial uses adjacent to the highway. Please tell us your preference on the future of this general area.

Answered: 654 Skipped: 404

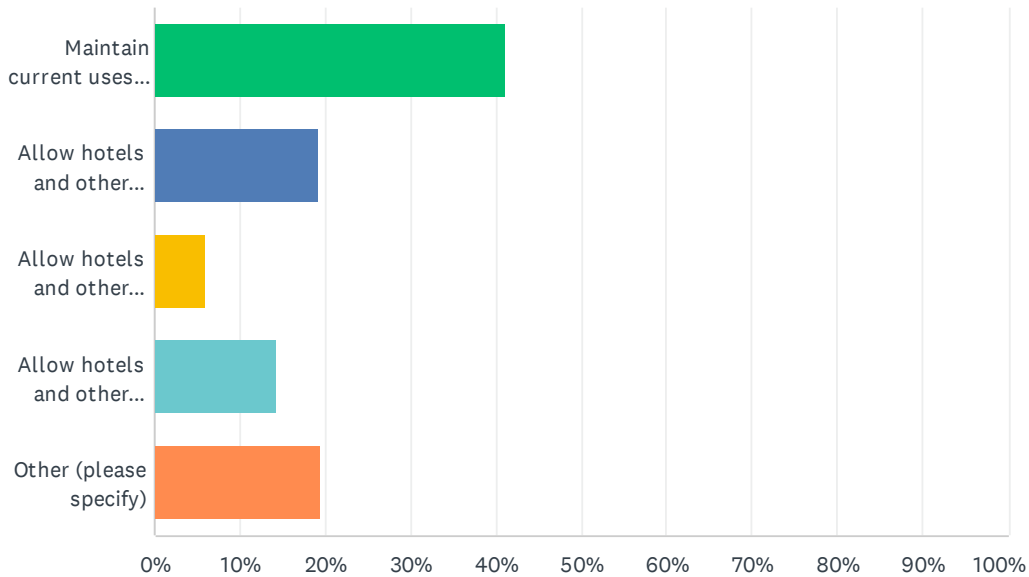


ANSWER CHOICES	RESPONSES
Continue to allow 3 and 4 story mixed-use buildings (Base Alternative)	37.61% 246
Allow mixed-use buildings up to 6 stories to encourage redevelopment in the area (Core Alternative)	15.44% 101
Allow mixed-use buildings up to 5 stories, except for the Mission Plaza shopping center which would allow 6 stories (Distributed Alternative)	10.09% 66
Maintain current heights in most of the area but allow 5 story mixed-use on the Mission Plaza shopping center (Expansion Alternative)	13.46% 88
Other (please describe):	23.39% 153
TOTAL	654

**Please refer to the open-ended responses section to see the comments*

Q20 The Beachfront area from the California Street Mall to the Pier is currently dedicated to parking. This area is in the coastal zone and could be enhanced with visitor serving uses while prohibiting residential uses. Please tell us your thoughts on this area.

Answered: 655 Skipped: 403

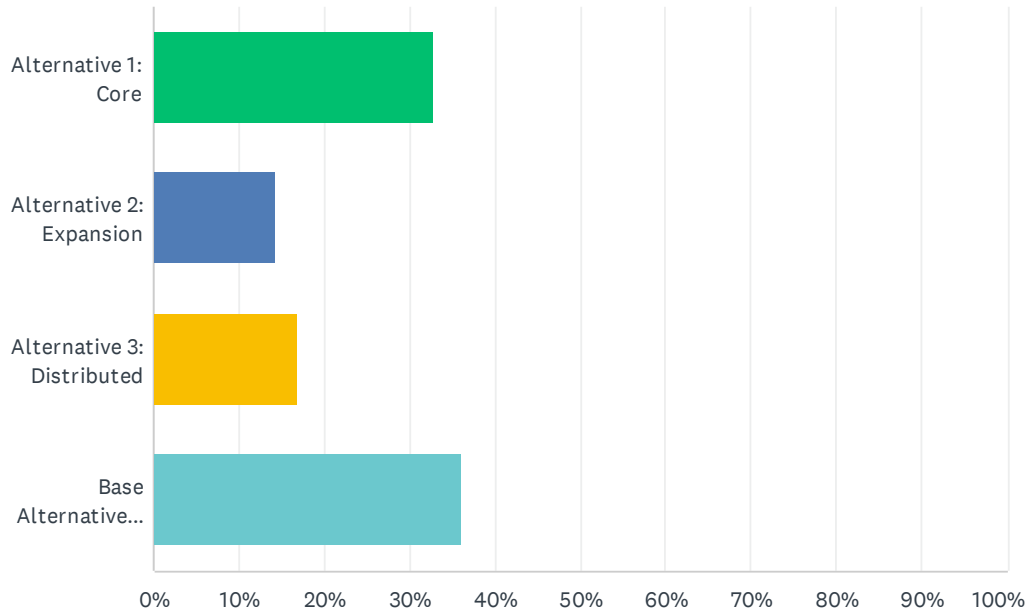


ANSWER CHOICES	RESPONSES	
Maintain current uses (Base Alternative)	41.22%	270
Allow hotels and other visitor serving uses up to 4 stories (Expansion Alternative)	19.24%	126
Allow hotels and other visitor serving uses up to 5 stories (Distributed Alternative)	5.95%	39
Allow hotels and other visitor serving uses up to 6 stories (Core Alternative)	14.20%	93
Other (please specify)	19.39%	127
TOTAL		655

**Please refer to the open-ended responses section to see the comments*

Q21 Based on what you have seen so far, which alternative best matches your vision for the future of the Downtown?

Answered: 558 Skipped: 500



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	32.80%	183
Alternative 2: Expansion	14.34%	80
Alternative 3: Distributed	16.85%	94
Base Alternative (maintain proposed base land use designations)	36.02%	201
TOTAL		558

Q22 Use the space below to tell us how you would improve your selected alternative.

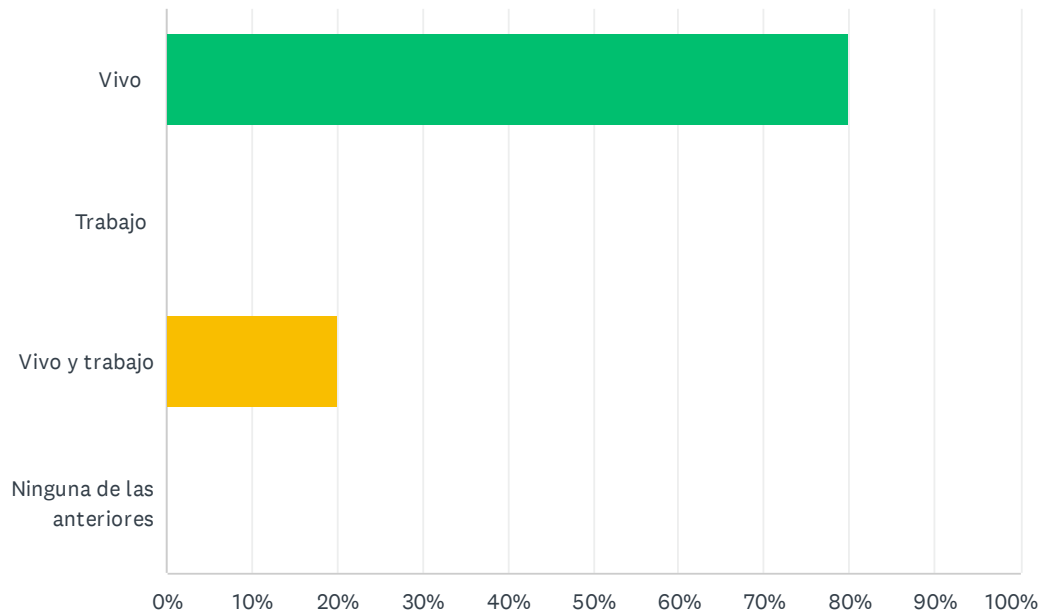
Answered: 318 Skipped: 740

**Please refer to the open-ended responses section to see the comments*

Citywide and Downtown Survey Spanish Results

Q1 Háblenos de su relación con la ciudad de Ventura

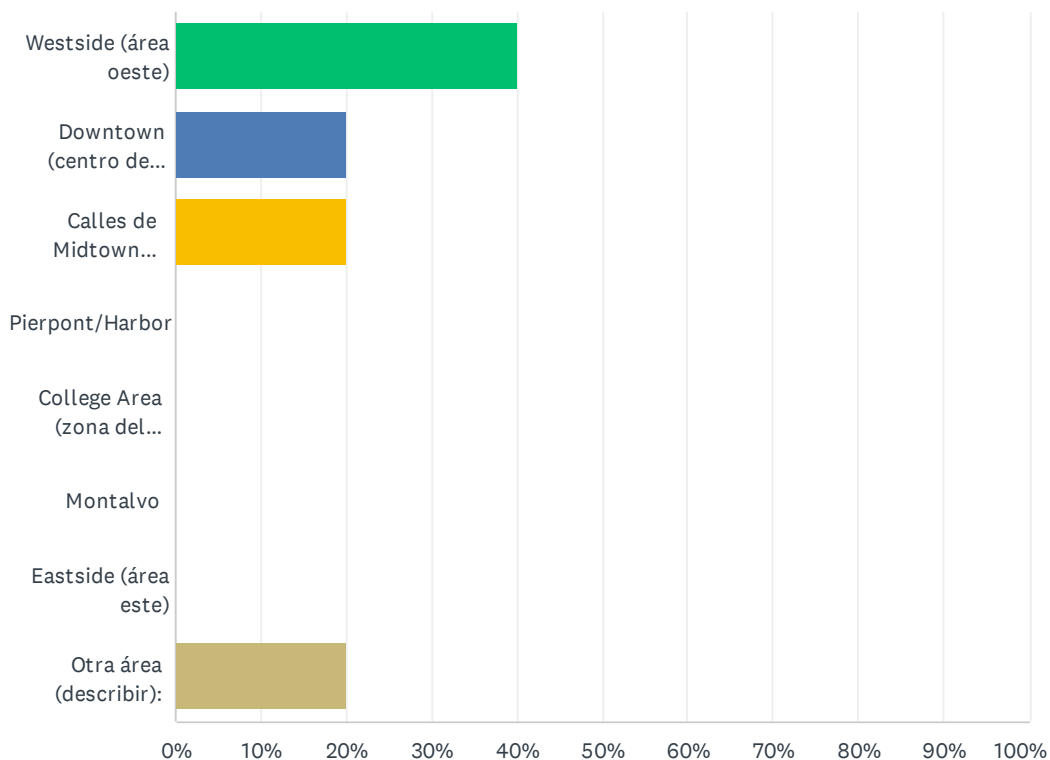
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Vivo	80.00%	4
Trabajo	0.00%	0
Vivo y trabajo	20.00%	1
Ninguna de las anteriores	0.00%	0
TOTAL		5

Q2 Si vive en la ciudad, ¿dónde vive?

Answered: 5 Skipped: 0

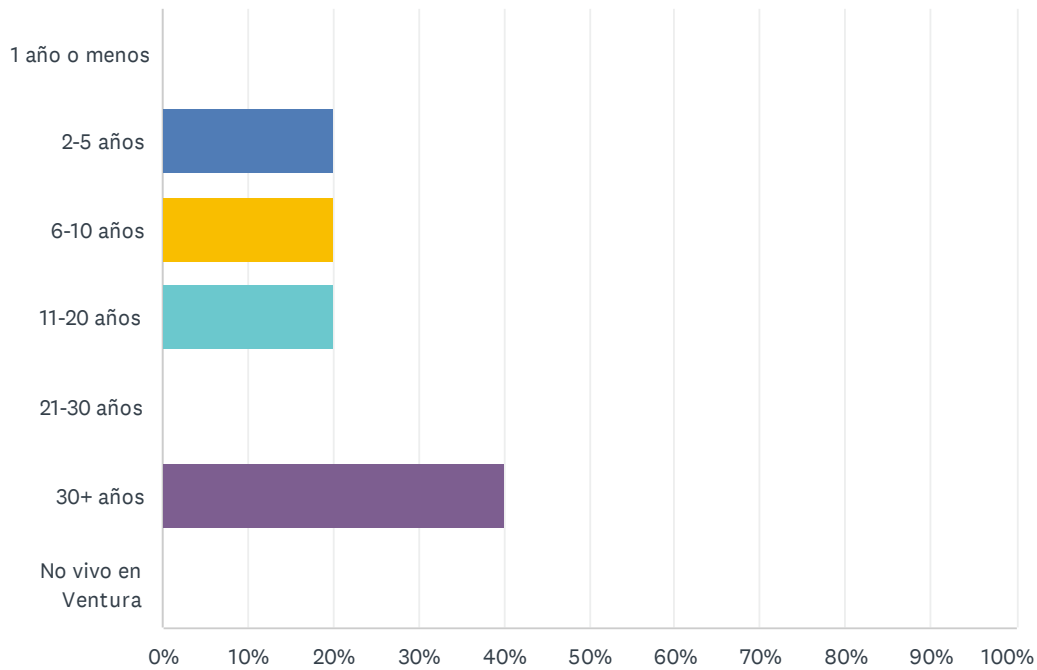


ANSWER CHOICES	RESPONSES	
Westside (área oeste)	40.00%	2
Downtown (centro de Ventura)	20.00%	1
Calles de Midtown (Thompson y Main)	20.00%	1
Pierpont/Harbor	0.00%	0
College Area (zona del colegio)	0.00%	0
Montalvo	0.00%	0
Eastside (área este)	0.00%	0
Otra área (describir):	20.00%	1
TOTAL		5

**Please refer to the open-ended responses section to see the comments*

Q3 Cuánto tiempo ha vivido en Ventura?

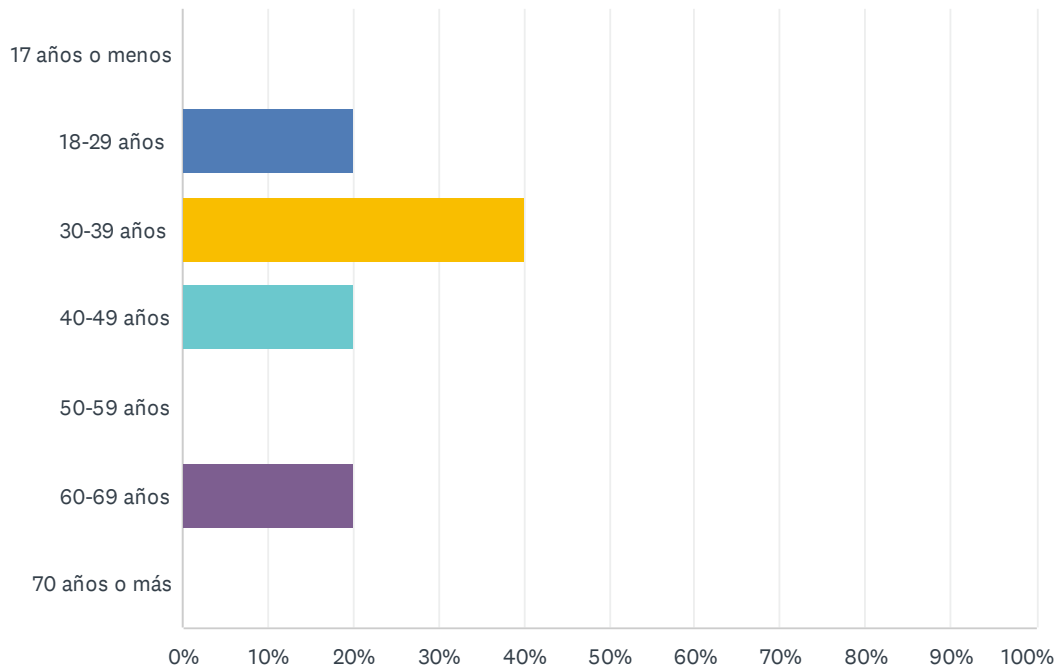
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 año o menos	0.00%	0
2-5 años	20.00%	1
6-10 años	20.00%	1
11-20 años	20.00%	1
21-30 años	0.00%	0
30+ años	40.00%	2
No vivo en Ventura	0.00%	0
TOTAL		5

Q4 ¿Cuál es su rango de edad?

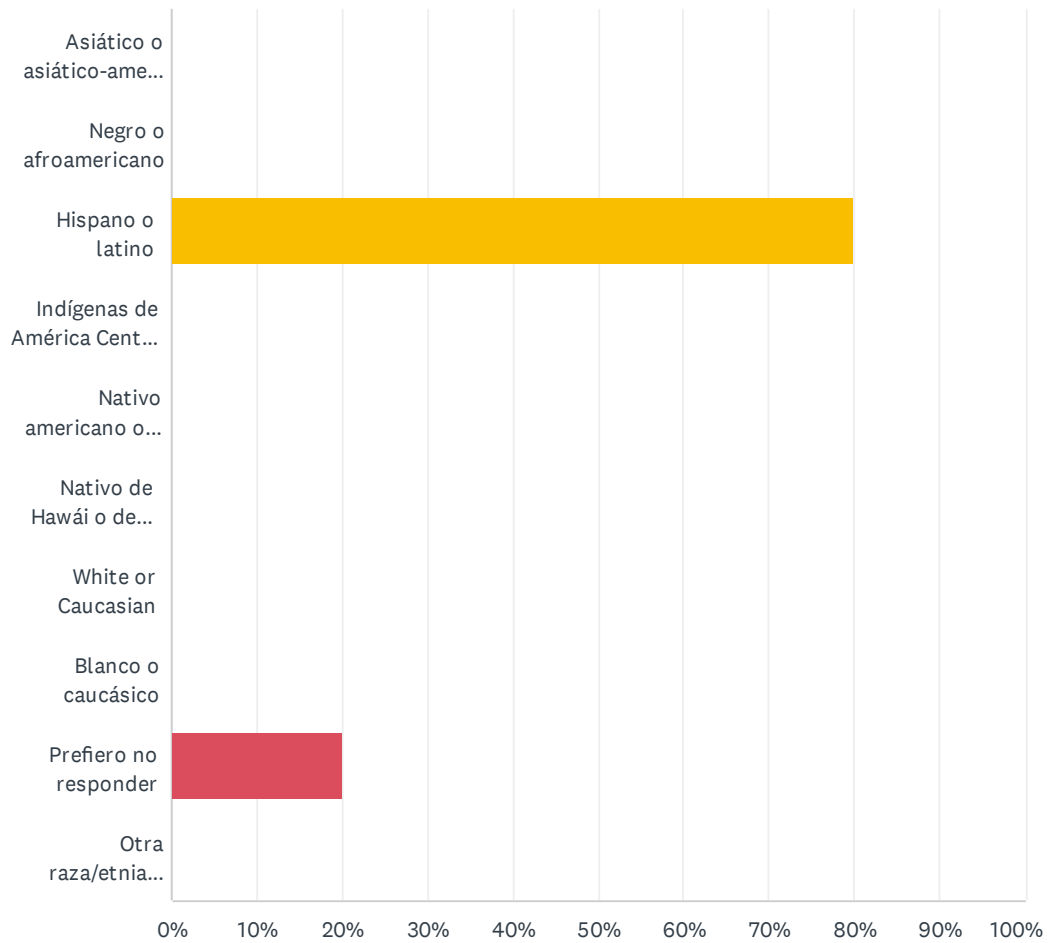
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
17 años o menos	0.00%	0
18-29 años	20.00%	1
30-39 años	40.00%	2
40-49 años	20.00%	1
50-59 años	0.00%	0
60-69 años	20.00%	1
70 años o más	0.00%	0
TOTAL		5

Q5 ¿Con qué raza o grupo étnico se identifica más?

Answered: 5 Skipped: 0

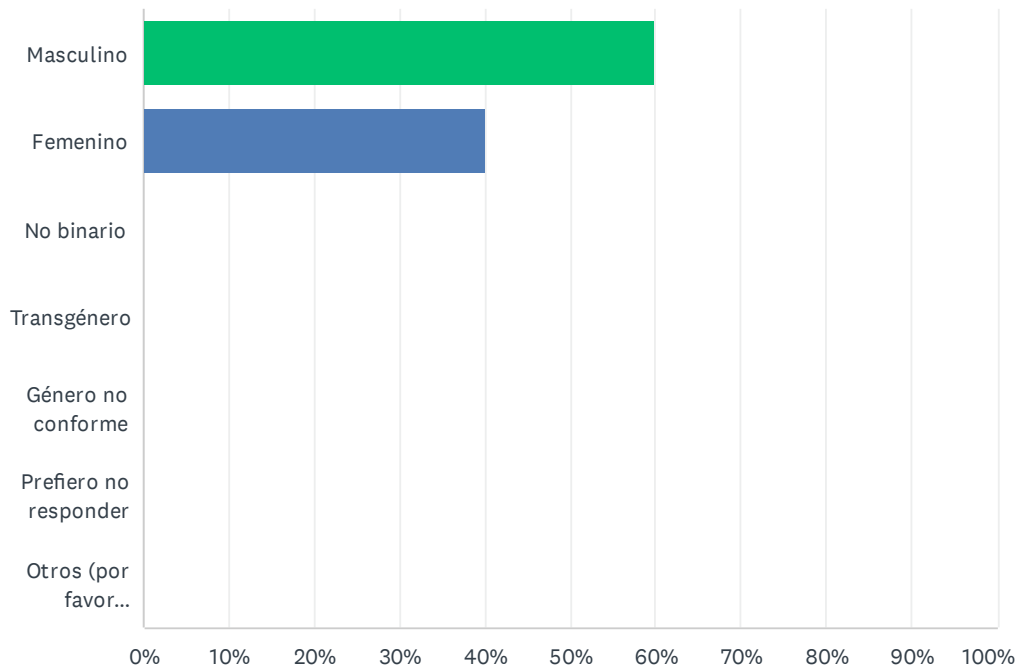


Encuestas para toda la ciudad y la zona del centro de Ventura

ANSWER CHOICES	RESPONSES	
Asiático o asiático-americano	0.00%	0
Negro o afroamericano	0.00%	0
Hispano o latino	80.00%	4
Indígenas de América Central y del Sur	0.00%	0
Nativo americano o nativo de Alaska	0.00%	0
Nativo de Hawái o de otras islas del Pacífico	0.00%	0
White or Caucasian	0.00%	0
Blanco o caucásico	0.00%	0
Prefiero no responder	20.00%	1
Otra raza/etnia (especifique)	0.00%	0
TOTAL		5

Q6 ¿Con qué género se identifica?

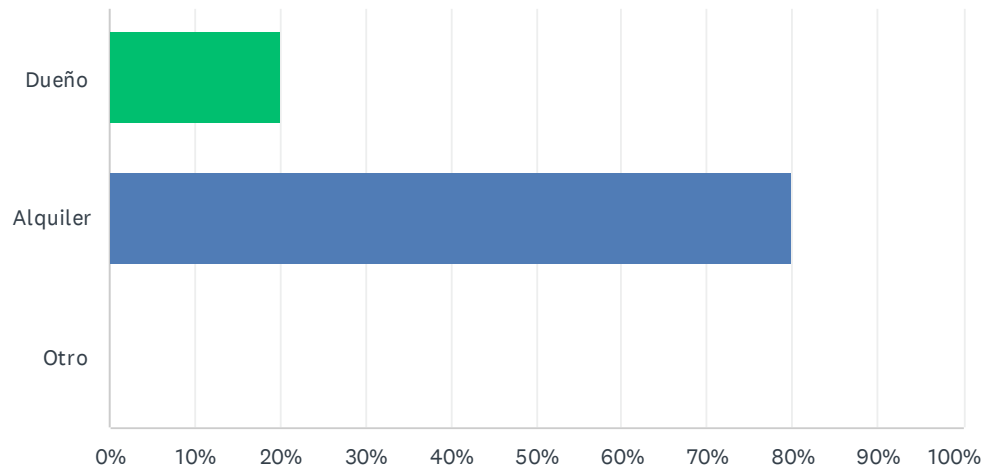
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Masculino	60.00%	3
Femenino	40.00%	2
No binario	0.00%	0
Transgénero	0.00%	0
Género no conforme	0.00%	0
Prefiero no responder	0.00%	0
Otros (por favor especifique)	0.00%	0
Total Respondents: 5		

Q7 ¿Es usted dueño o alquila su residencia?

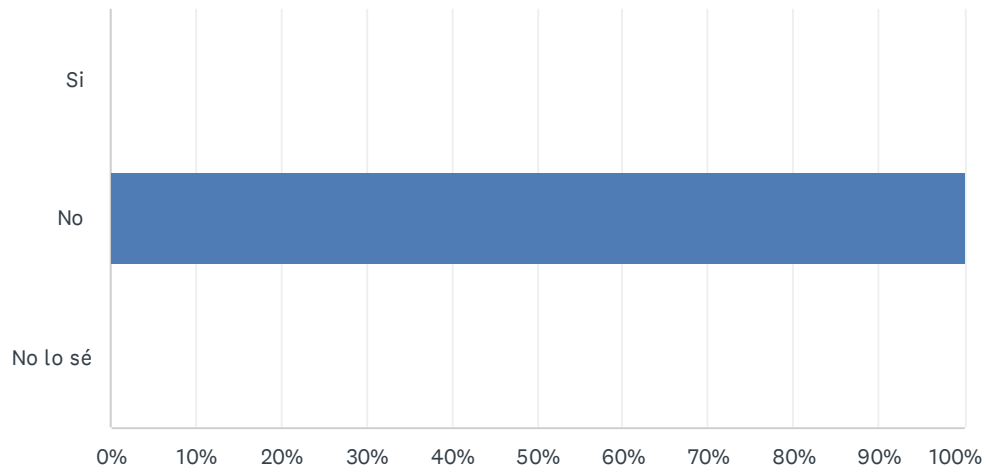
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Dueño	20.00%	1
Alquiler	80.00%	4
Otro	0.00%	0
TOTAL		5

Q8 ¿Se considera una persona con discapacidad?

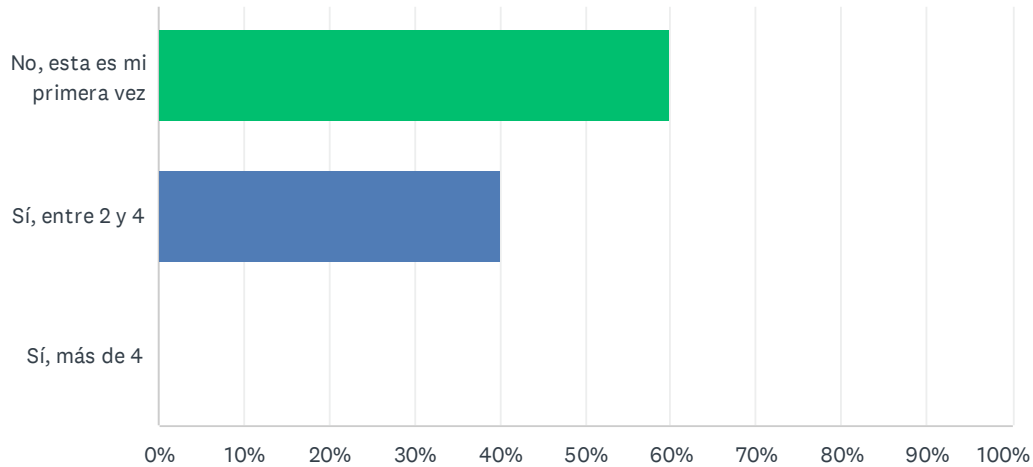
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Si	0.00% 0
No	100.00% 5
No lo sé	0.00% 0
TOTAL	5

Q9 ¿Ha participado en reuniones o encuestas anteriores de actualización del Plan General?

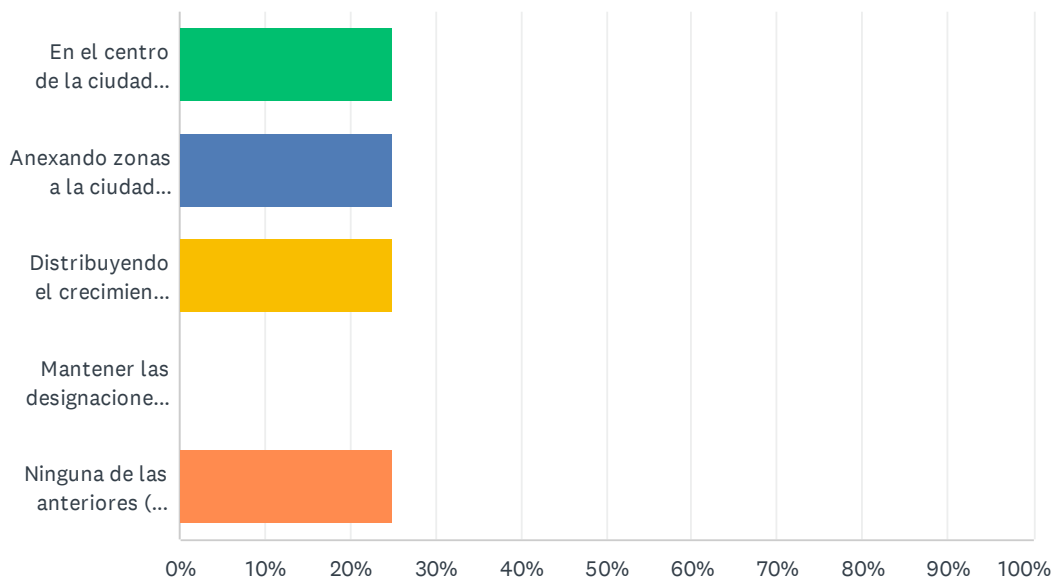
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, esta es mi primera vez	60.00%	3
Sí, entre 2 y 4	40.00%	2
Sí, más de 4	0.00%	0
TOTAL		5

Q10 Se espera que la ciudad crezca y evolucione en los próximos 20-30 años. ¿Qué es lo que mejor describe su visión sobre cómo debería crecer la ciudad?

Answered: 4 Skipped: 1

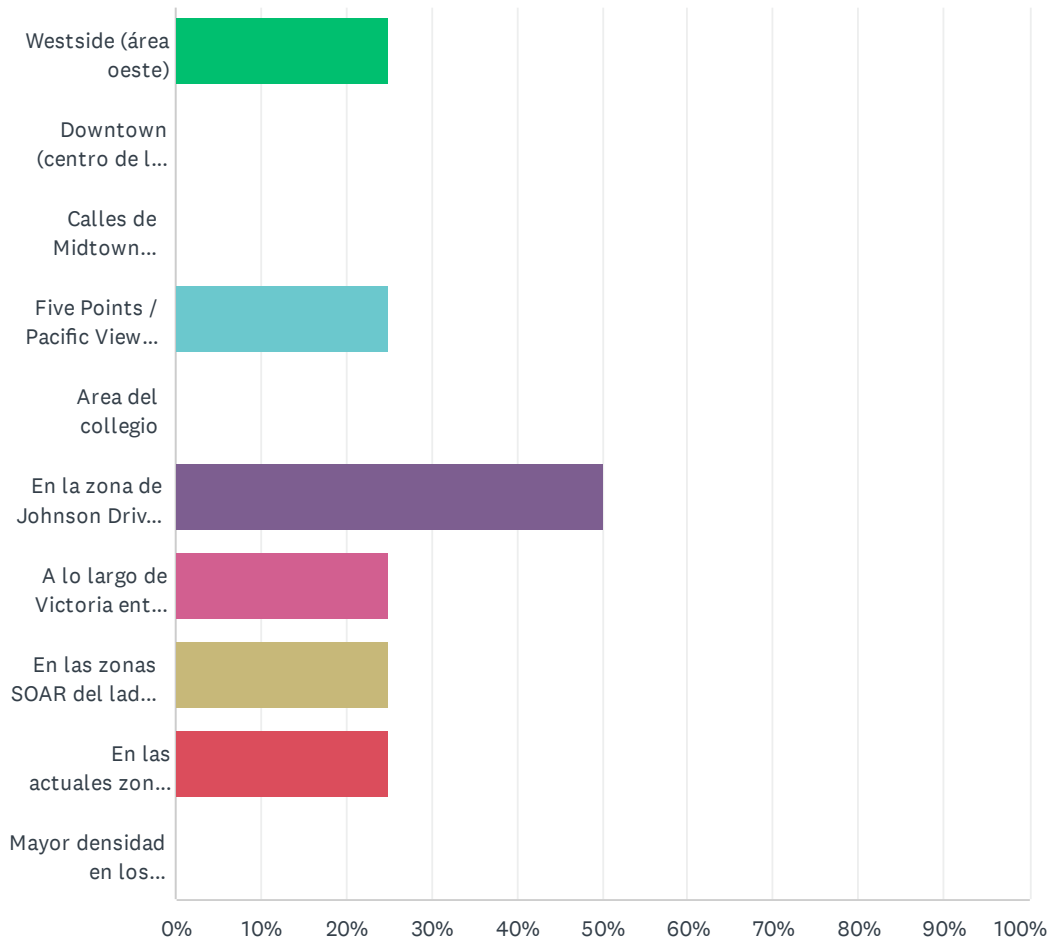


ANSWER CHOICES	RESPONSES	
En el centro de la ciudad y sus alrededores y cerca de los corredores de tránsito existentes y futuros (alternativa 1).	25.00%	1
Anexando zonas a la ciudad para limitar el crecimiento en las zonas existentes (alternativa 2).	25.00%	1
Distribuyendo el crecimiento por toda la ciudad, incluida la anexión limitada de las zonas SOAR (alternativa 3).	25.00%	1
Mantener las designaciones de uso del terreno básicas propuestas (Alternativa base).	0.00%	0
Ninguna de las anteriores (por favor, especifique su visión):	25.00%	1
TOTAL		4

**Please refer to the open-ended responses section to see the comments*

Q11 El Plan General tomará medidas para dirigir el nuevo desarrollo a distintas zonas de la ciudad de Ventura. Suponiendo que haya una capacidad suficiente, ¿cuales zonas deberían recibir la mayor cantidad de nuevo desarrollo residencial? (Elija hasta 3 de las siguientes zonas):

Answered: 4 Skipped: 1



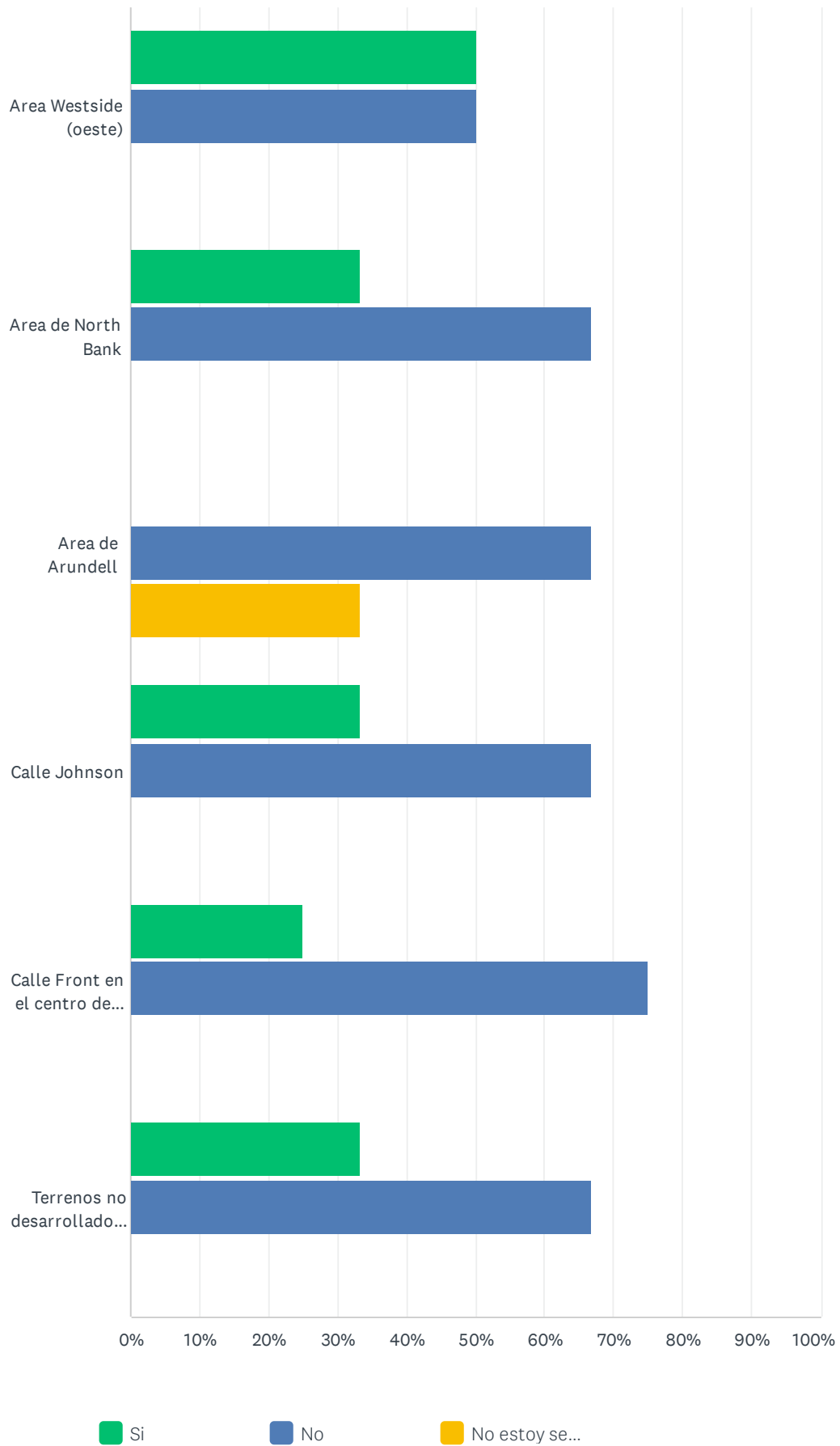
Encuestas para toda la ciudad y la zona del centro de Ventura

ANSWER CHOICES	RESPONSES	
Westside (área oeste)	25.00%	1
Downtown (centro de la ciudad)	0.00%	0
Calles de Midtown (Thompson y Main)	0.00%	0
Five Points / Pacific View Mall	25.00%	1
Area del colegio	0.00%	0
En la zona de Johnson Drive, cerca de la estación de Metrolink	50.00%	2
A lo largo de Victoria entre la autopista 126 y la US 101.	25.00%	1
En las zonas SOAR del lado este de la ciudad	25.00%	1
En las actuales zonas de empleo de North Bank y Arundell	25.00%	1
Mayor densidad en los vecindarios residenciales existentes	0.00%	0
Total Respondents: 4		

Q12 Durante el proceso de participación de la comunidad, muchos residentes identificaron la contaminación procedente de los usos permitidos en el distrito de zonificación industrial general/pesado (zonificación M-2) como una preocupación para la salud y el bienestar de los residentes cercanos de Ventura. La ciudad no tiene planes para eliminar los usos industriales pesados, pero puede orientar los lugares donde se pueden desarrollar nuevos usos. ¿Deben ubicarse los usos industriales generales/pesados cerca de viviendas o escuelas en alguna de las siguientes zonas?

Answered: 4 Skipped: 1

Encuestas para toda la ciudad y la zona del centro de Ventura

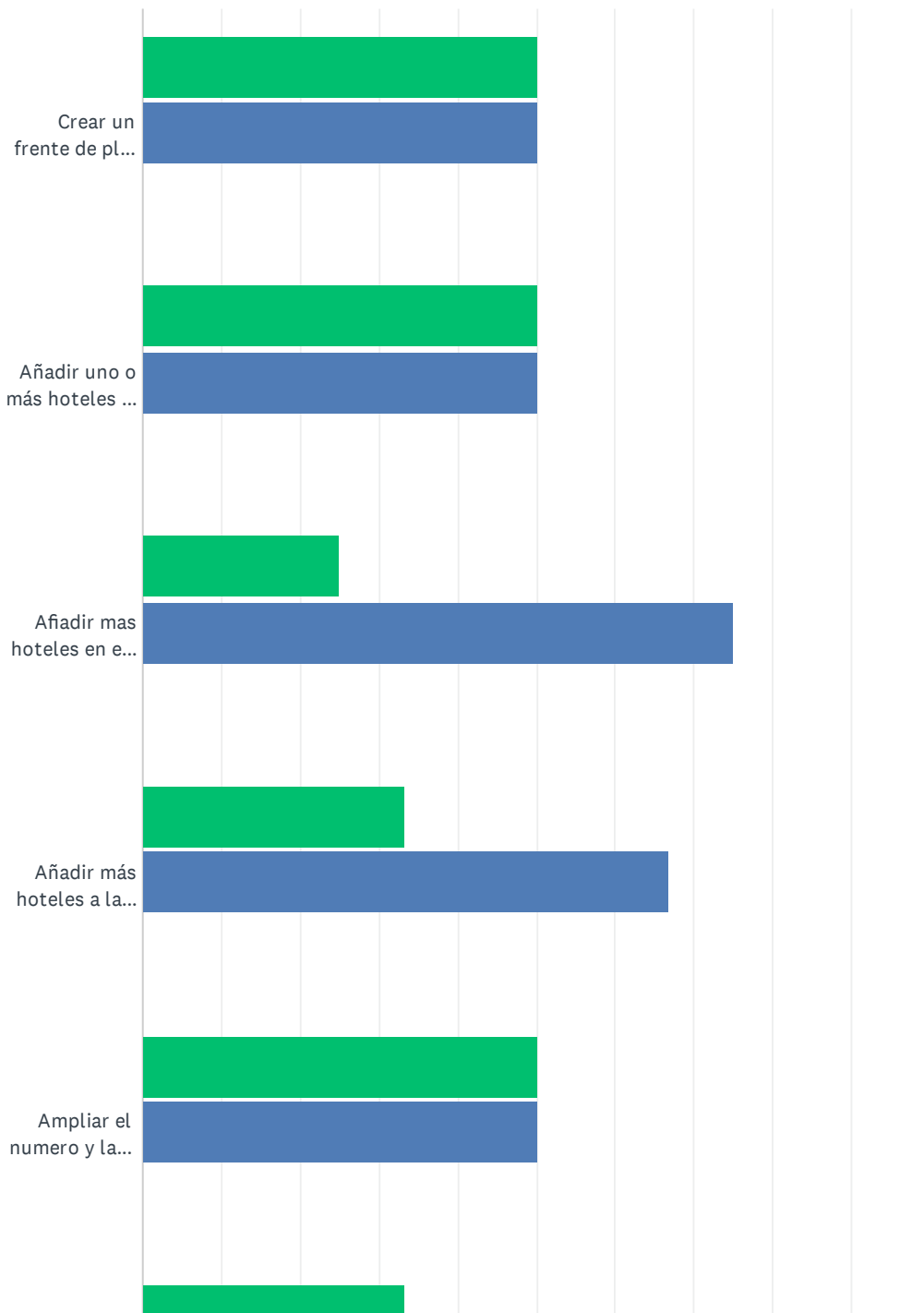


Encuestas para toda la ciudad y la zona del centro de Ventura

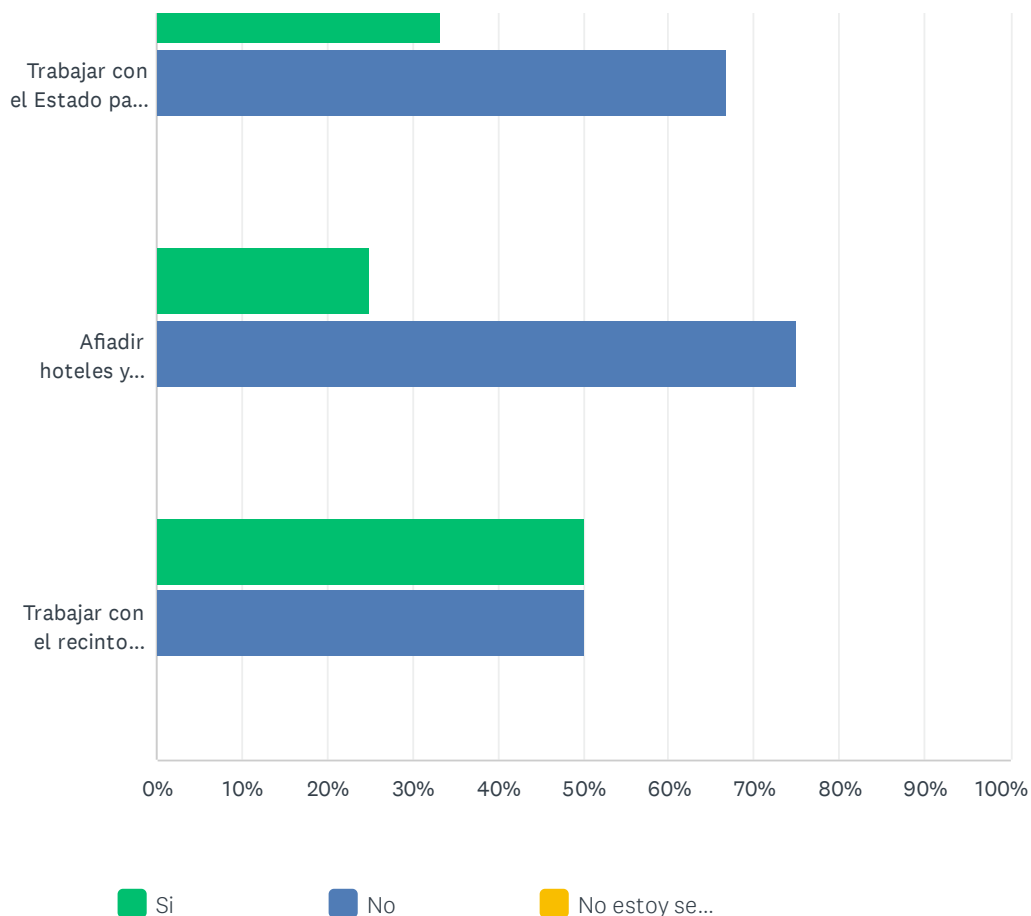
	SI	NO	NO ESTOY SEGURO	TOTAL
Area Westside (oeste)	50.00% 2	50.00% 2	0.00% 0	4
Area de North Bank	33.33% 1	66.67% 2	0.00% 0	3
Area de Arundell	0.00% 0	66.67% 2	33.33% 1	3
Calle Johnson	33.33% 1	66.67% 2	0.00% 0	3
Calle Front en el centro de la ciudad	25.00% 1	75.00% 3	0.00% 0	4
Terrenos no desarrollados anteriormente que se anexionarán a la ciudad	33.33% 1	66.67% 2	0.00% 0	3

Q13 Ventura es un destino atractivo para los visitantes de la región, del Estado y de todo el país. Los ingresos fiscales generados por los hoteles, los eventos y los visitantes de la playa se utilizan para prestar servicios públicos a los residentes. ¿Debería Ventura hacer algo de lo siguiente para aumentar el número de visitantes y la duración de la estancia de ellos?

Answered: 4 Skipped: 1



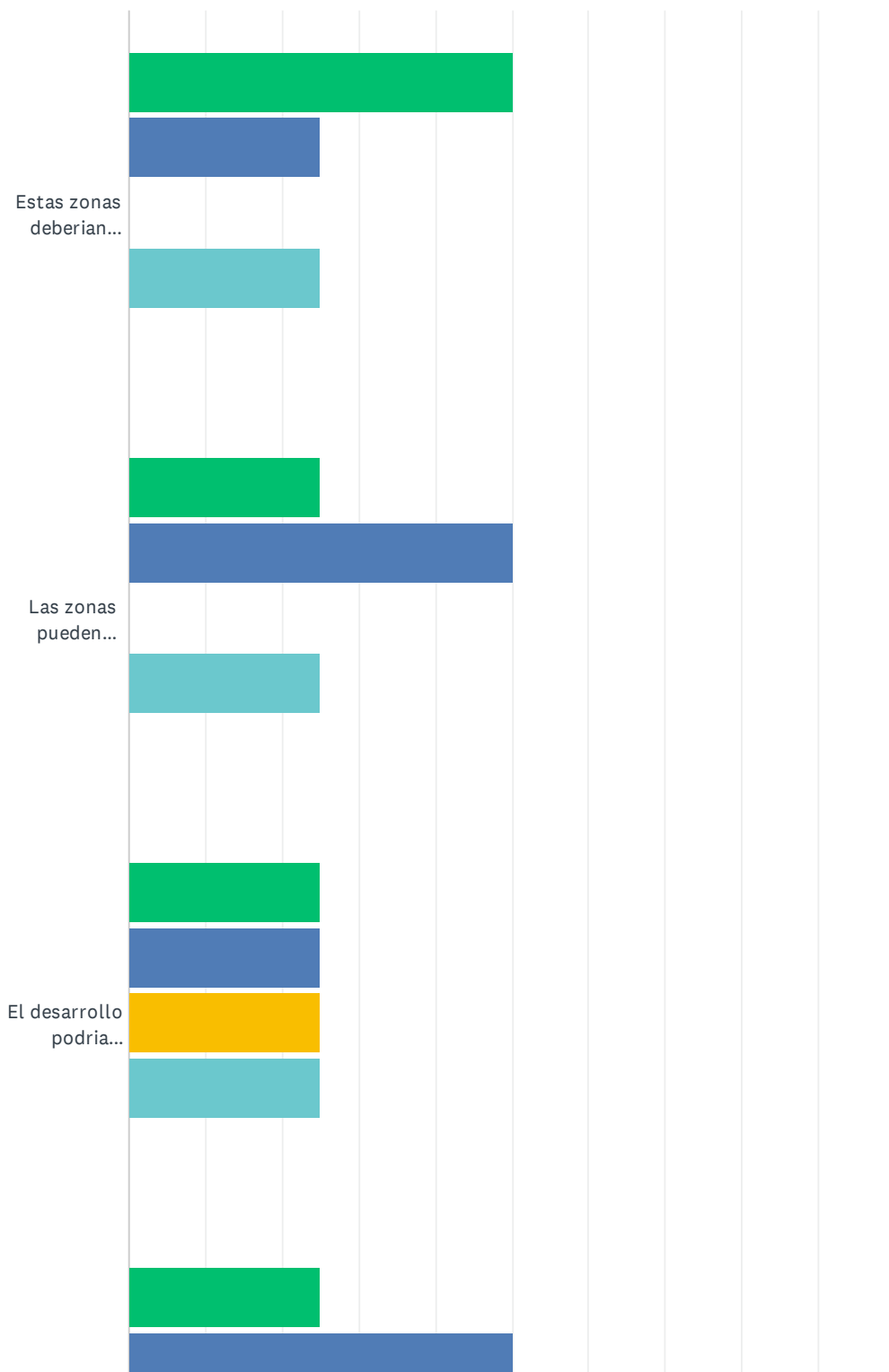
Encuestas para toda la ciudad y la zona del centro de Ventura



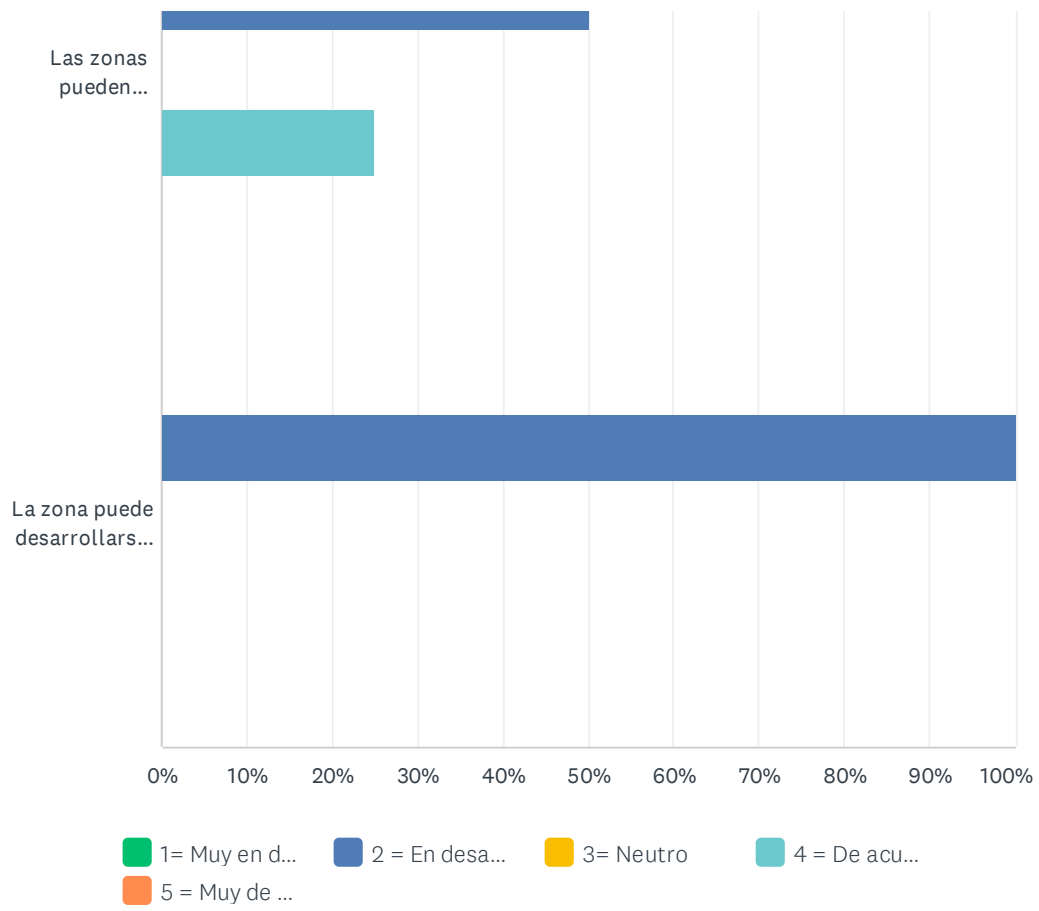
	SI	NO	NO ESTOY SEGURO	TOTAL
Crear un frente de playa activo con mas comercios y entretenimiento entre el muelle y el recinto ferial	50.00% 2	50.00% 2	0.00% 0	4
Añadir uno o más hoteles al frente de la playa adyacente al centro	50.00% 2	50.00% 2	0.00% 0	4
Añadir mas hoteles en el centro	25.00% 1	75.00% 3	0.00% 0	4
Añadir más hoteles a la zona de Pierpont	33.33% 1	66.67% 2	0.00% 0	3
Ampliar el numero y la diversidad de actividades en el puerto, incluyendo hoteles, restaurantes y actividades relacionadas con el agua.	50.00% 2	50.00% 2	0.00% 0	4
Trabajar con el Estado para proporcionar más servicios y comodidades en la playa estatal de San Buenaventura	33.33% 1	66.67% 2	0.00% 0	3
Añadir hoteles y centros de conferencia en los campos de golf publicos	25.00% 1	75.00% 3	0.00% 0	4
Trabajar con el recinto ferial para crear más eventos durante todo el año	50.00% 2	50.00% 2	0.00% 0	4

Q14 En la actualidad hay zonas con la "esfera de influencia" de la ciudad que están sin desarrollar y designadas como uso agrícola, pero que podrían desarrollarse en el futuro. Por favor, indique su nivel de acuerdo con las siguientes afirmaciones.

Answered: 4 Skipped: 1



Encuestas para toda la ciudad y la zona del centro de Ventura

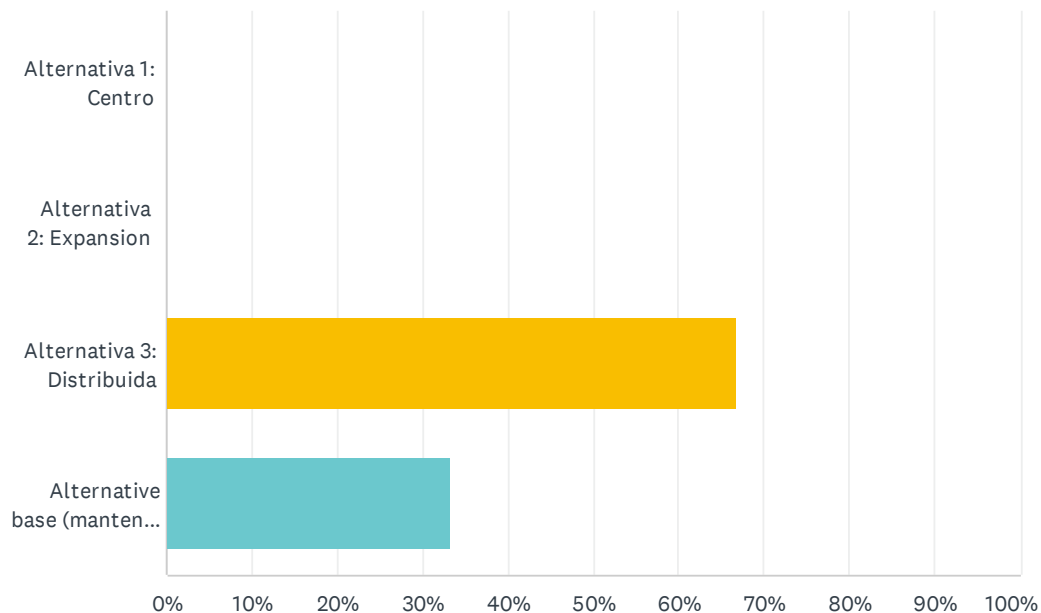


Encuestas para toda la ciudad y la zona del centro de Ventura

	1= MUY EN DESACUERDO	2 = EN DESACUERDO	3= NEUTRO	4 = DE ACUERDO	5 = MUY DE ACUERDO	TOTAL	WEIGHTED AVERAGE
Estas zonas deberían permanecer sin desarrollar y el crecimiento debería dirigirse a otras zonas de la ciudad.	50.00% 2	25.00% 1	0.00% 0	25.00% 1	0.00% 0	4	2.00
Las zonas pueden desarrollarse si se proporciona un número significativo de viviendas asequibles como parte del desarrollo.	25.00% 1	50.00% 2	0.00% 0	25.00% 1	0.00% 0	4	2.25
El desarrollo podría producirse si se preservan grandes porciones de las áreas para espacio abierto con áreas limitadas para el desarrollo.	25.00% 1	25.00% 1	25.00% 1	25.00% 1	0.00% 0	4	2.50
Las zonas pueden desarrollarse si se proporcionan puestos de trabajo y usos laborales que aumenten la base fiscal de la ciudad.	25.00% 1	50.00% 2	0.00% 0	25.00% 1	0.00% 0	4	2.25
La zona puede desarrollarse si se dedica una cantidad significativa de la zona a parques y se proporcionan instalaciones públicas	0.00% 0	100.00% 4	0.00% 0	0.00% 0	0.00% 0	4	2.00

Q15 Basándose en lo que ha visto hasta ahora, ¿cual alternativa se ajusta mejor a su visión del futuro de la ciudad?

Answered: 3 Skipped: 2



ANSWER CHOICES	RESPONSES	
Alternativa 1: Centro	0.00%	0
Alternativa 2: Expansion	0.00%	0
Alternativa 3: Distribuida	66.67%	2
Alternative base (mantener las designaciones de uso del terreno básicas propuestas).	33.33%	1
TOTAL		3

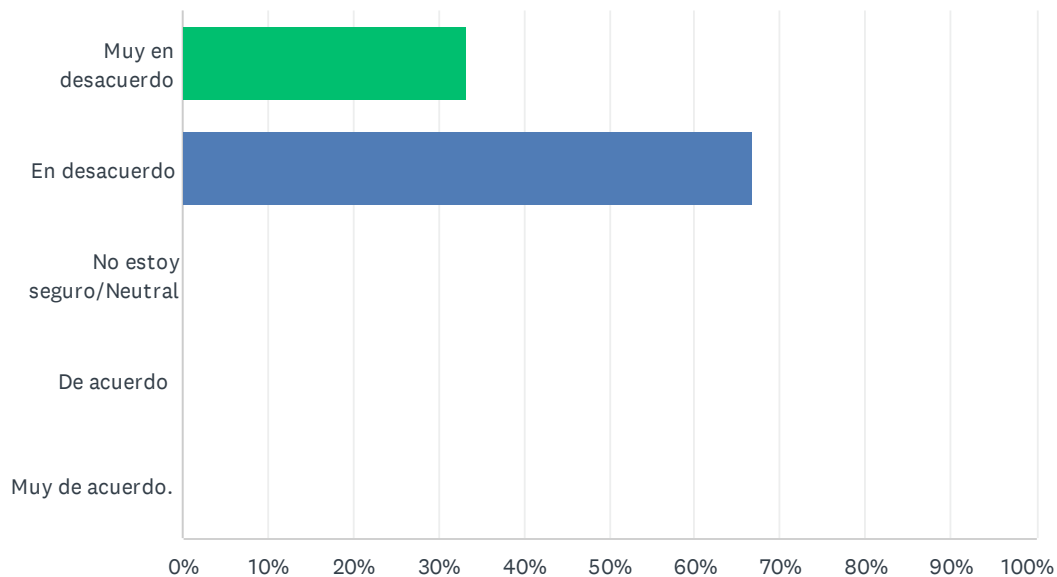
Q16 Utilice el espacio siguiente para indicarnos cómo mejoraría la alternativa seleccionada.

Answered: 3 Skipped: 2

**Please refer to the open-ended responses section to see the comments*

Q17 La visión del centro de la ciudad en el Plan General y en el Plan Específico del Centro de la Ciudad es mantener la zona como el "corazón" de la ciudad, ampliar la oferta de viviendas para todos los niveles de renta, preservar los edificios históricos y el carácter histórico, y fomentar el arte y la expresión cultural. La zona también se identifica como un foco para el futuro crecimiento residencial y comercial. Por favor, díganos su nivel de acuerdo con la visión del Plan Específico del Centro de la Ciudad.

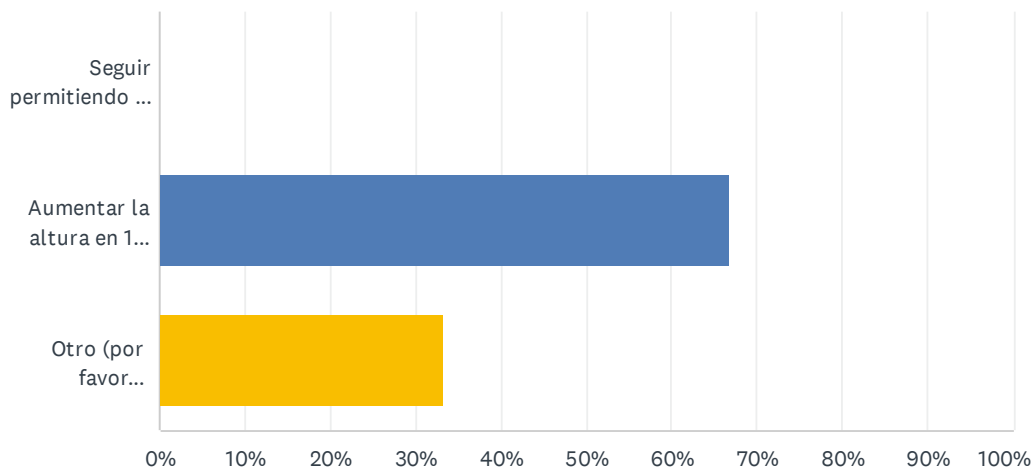
Answered: 3 Skipped: 2



ANSWER CHOICES	RESPONSES
Muy en desacuerdo	33.33% 1
En desacuerdo	66.67% 2
No estoy seguro/Neutral	0.00% 0
De acuerdo	0.00% 0
Muy de acuerdo.	0.00% 0
TOTAL	3

Q18 La calle Thompson es una de las vías principales este-oeste y se ha identificado para aumentar el servicio de tránsito en el futuro. Por favor, díganos su preferencia sobre la escala de desarrollo a lo largo de Thompson desde Sanjon hasta Plaza Park.

Answered: 3 Skipped: 2

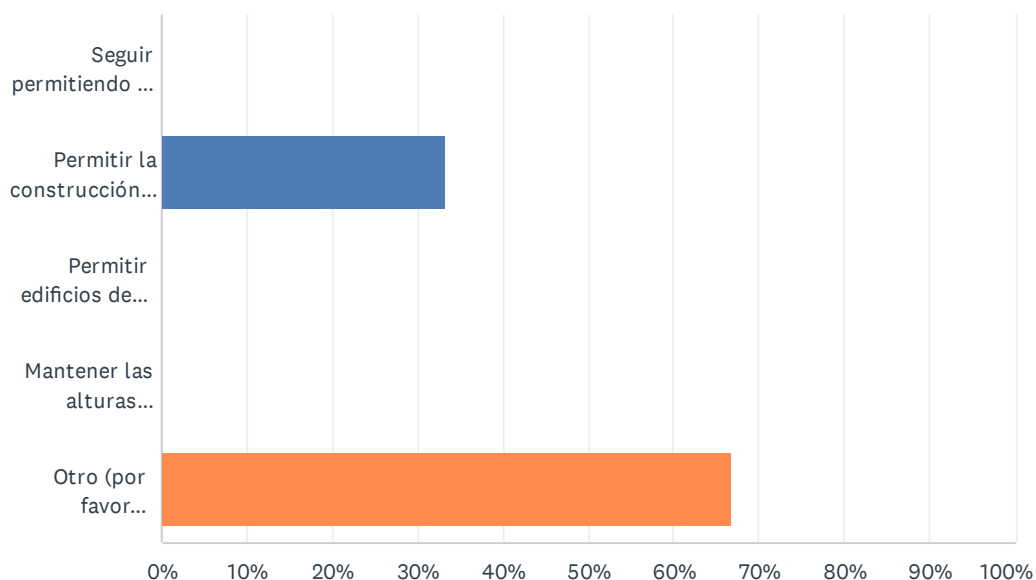


ANSWER CHOICES	RESPONSES	
Seguir permitiendo los edificios de uso mixto de 3 y 4 plantas (alternativas básica, de expansión y distribuida).	0.00%	0
Aumentar la altura en 1 piso y permitir edificios de uso mixto de 4 y 5 pisos (Alternativa principal).	66.67%	2
Otro (por favor describir):	33.33%	1
TOTAL		3

**Please refer to the open-ended responses section to see the comments*

Q19 El lado oeste del centro de la ciudad, generalmente entre Ventura Avenue y Hwy 33, contiene una mezcla de usos de menor escala, incluyendo el centro comercial Mission Plaza, usos comerciales, usos residenciales, y algunos usos industriales adyacentes a la autopista. Por favor, díganos su preferencia sobre el futuro de esta zona general.

Answered: 3 Skipped: 2

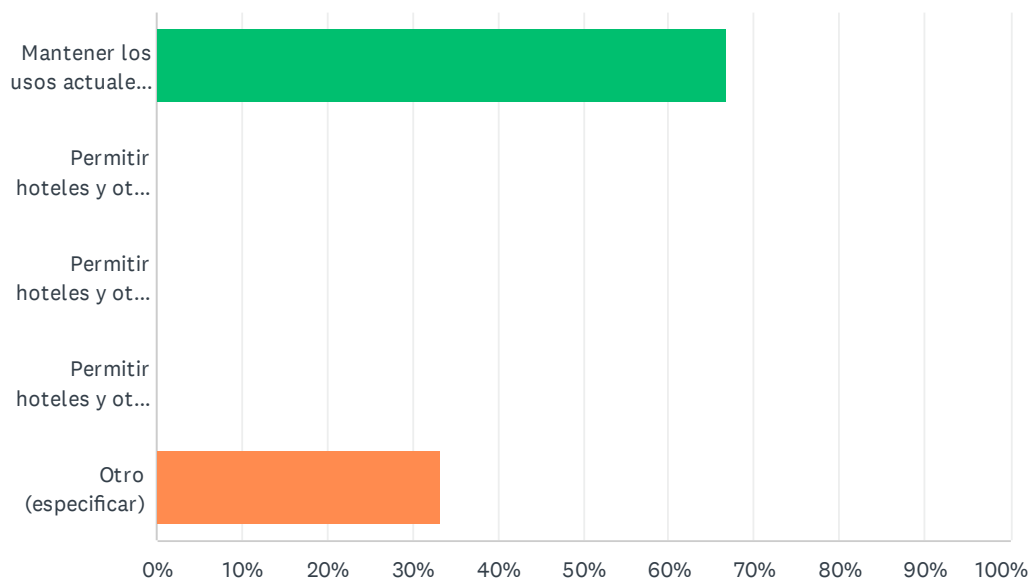


ANSWER CHOICES	RESPONSES
Seguir permitiendo los edificios de uso mixto de 3 y 4 plantas (Alternativa básica).	0.00% 0
Permitir la construcción de edificios de uso mixto de hasta 6 plantas para fomentar la reurbanización de la zona (Alternativa centro).	33.33% 1
Permitir edificios de uso mixto de hasta 5 pisos, excepto el centro comercial Mission Plaza que permitiría 6 pisos (Alternativa distribuida).	0.00% 0
Mantener las alturas actuales en la mayor parte de la zona, pero permitir un uso mixto de 5 pisos en el centro comercial Mission Plaza (Alternativa de expansión).	0.00% 0
Otro (por favor describir):	66.67% 2
TOTAL	3

**Please refer to the open-ended responses section to see the comments*

Q20 La zona del frente de la playa, desde el centro comercial de la calle California hasta el muelle, está actualmente dedicada al estacionamiento. Esta área está en la zona costera y podría mejorarse con usos de servicio a los visitantes mientras se prohíben los usos residenciales. Díganos lo que piensa de esta zona.

Answered: 3 Skipped: 2

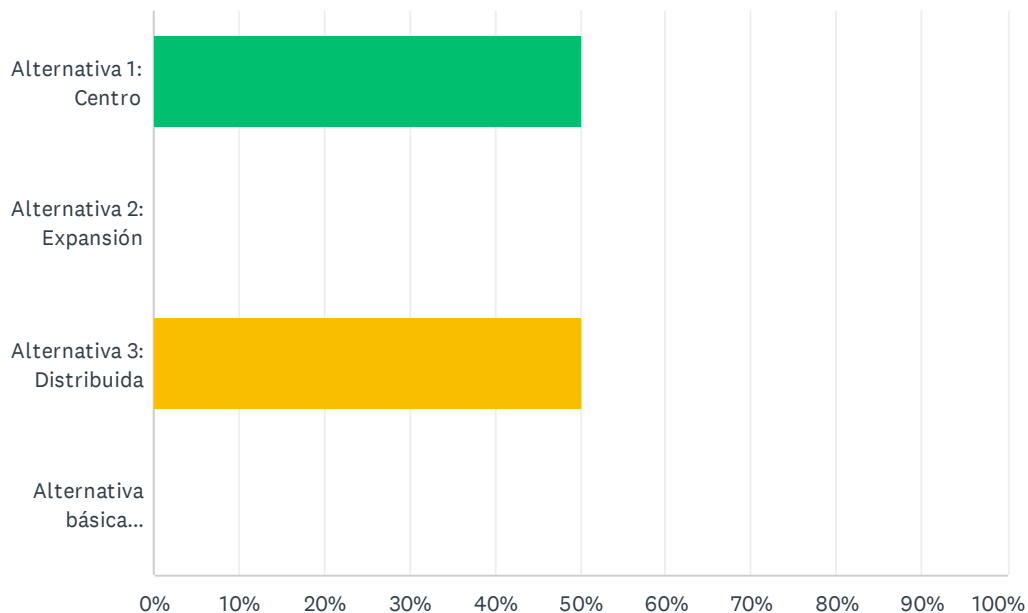


ANSWER CHOICES	RESPONSES	
Mantener los usos actuales (Alternativa básica)	66.67%	2
Permitir hoteles y otros usos de servicio al visitante de hasta 4 pisos (Alternativa de expansión)	0.00%	0
Permitir hoteles y otros usos de servicio al visitante de hasta 5 pisos (Alternativa distribuida).	0.00%	0
Permitir hoteles y otros usos de servicio al visitante de hasta 6 pisos (Alternativa principal).	0.00%	0
Otro (especificar)	33.33%	1
TOTAL		3

**Please refer to the open-ended responses section to see the comments*

Q21 Basándose en lo que ha visto hasta ahora, ¿qué alternativa se ajusta mejor a su visión del futuro de la ciudad?

Answered: 2 Skipped: 3



ANSWER CHOICES	RESPONSES	
Alternativa 1: Centro	50.00%	1
Alternativa 2: Expansión	0.00%	0
Alternativa 3: Distribuida	50.00%	1
Alternativa básica (mantener las designaciones de uso del terreno base propuestas)	0.00%	0
TOTAL		2

Q22 Utilice el espacio siguiente para indicarnos cómo mejoraría la alternativa seleccionada.

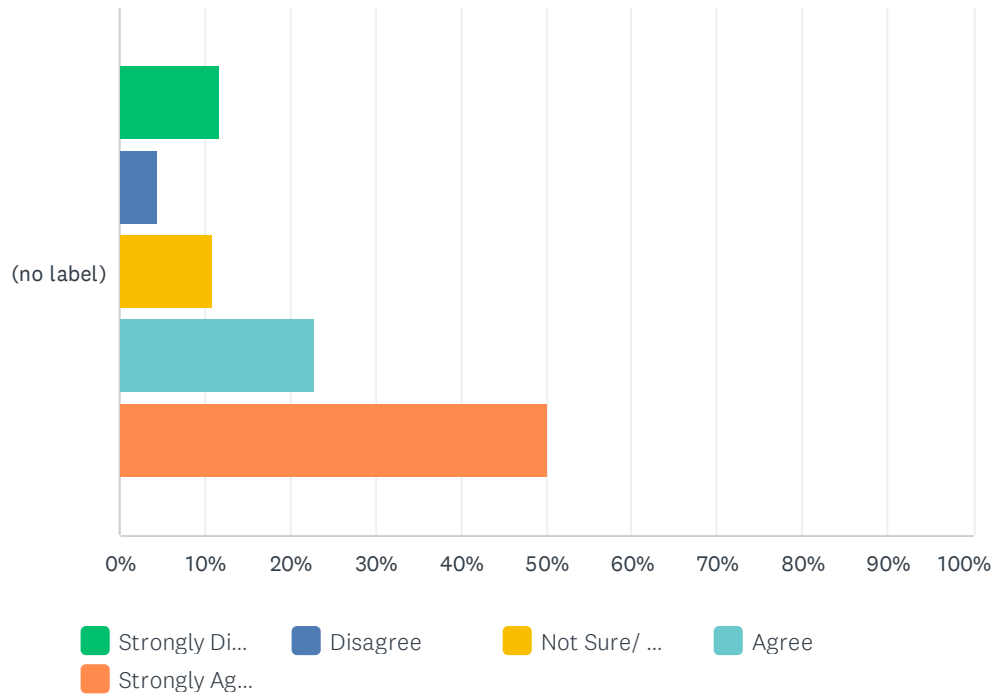
Answered: 2 Skipped: 3

**Please refer to the open-ended responses section to see the comments*

Arundell and North Bank 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.

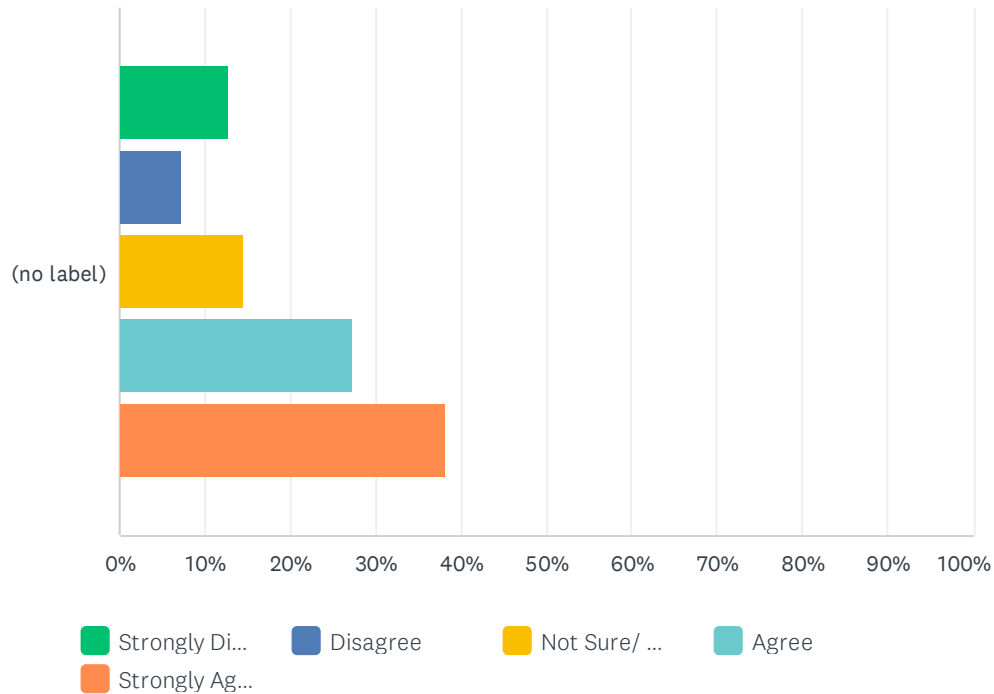
Answered: 110 Skipped: 2



	STRONGLY DISAGREE	DISAGREE	NOT SURE/ NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	11.82% 13	4.55% 5	10.91% 12	22.73% 25	50.00% 55	110	3.95

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.

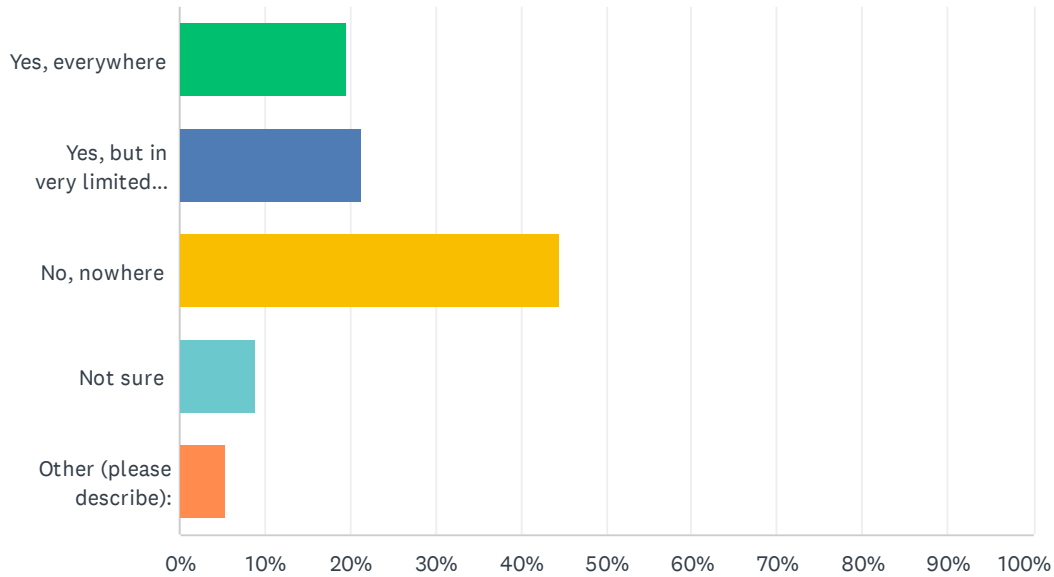
Answered: 110 Skipped: 2



	STRONGLY DISAGREE	DISAGREE	NOT SURE/ NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	12.73% 14	7.27% 8	14.55% 16	27.27% 30	38.18% 42	110	3.71

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

Answered: 112 Skipped: 0

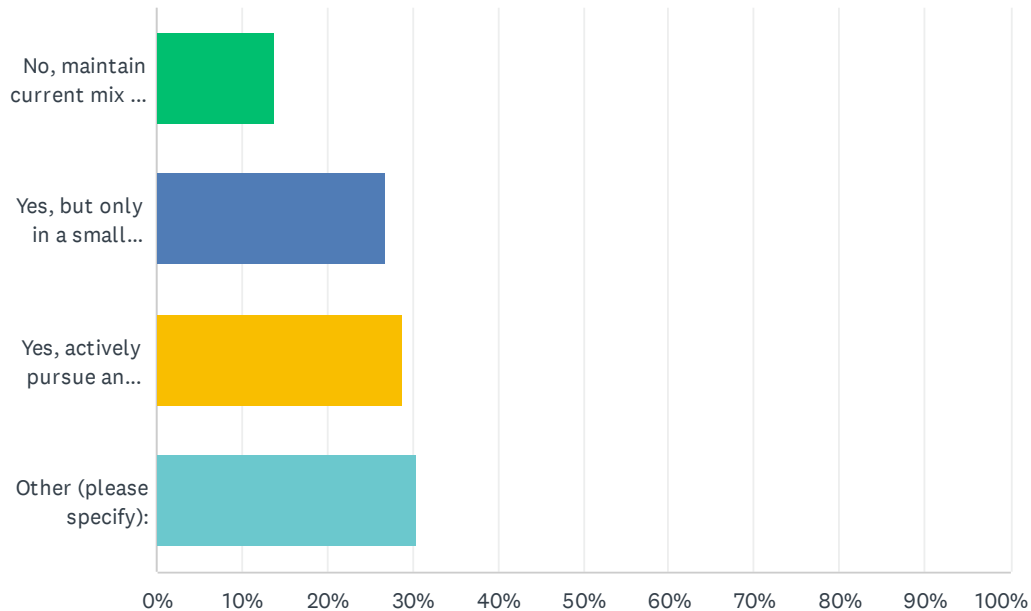


ANSWER CHOICES	RESPONSES	
Yes, everywhere	19.64%	22
Yes, but in very limited areas	21.43%	24
No, nowhere	44.64%	50
Not sure	8.93%	10
Other (please describe):	5.36%	6
TOTAL		112

**Please refer to the open-ended responses section to see the comments*

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?

Answered: 108 Skipped: 4

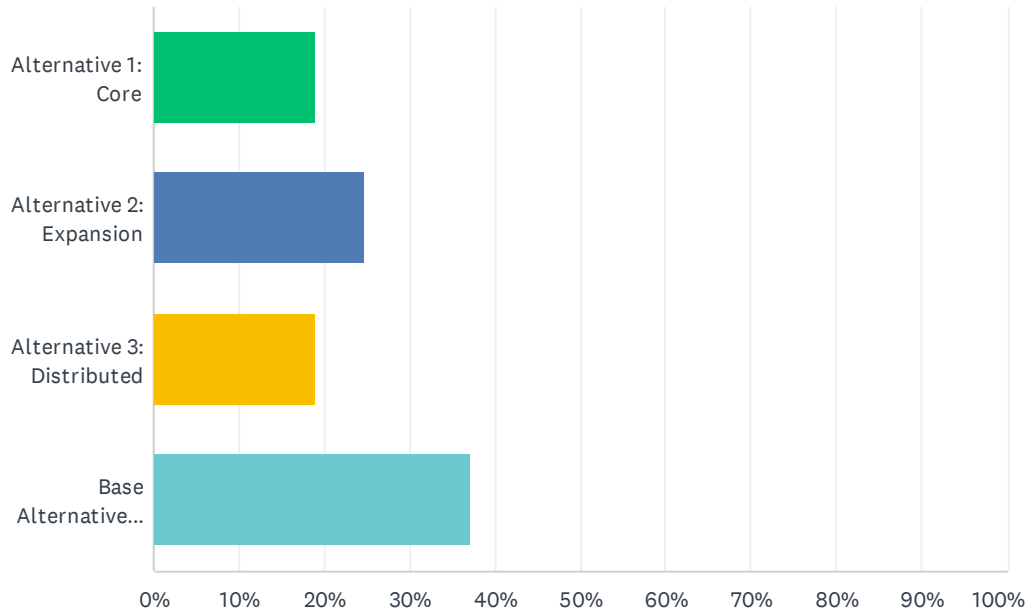


ANSWER CHOICES	RESPONSES	
No, maintain current mix of Light Industrial/Flex and General/Heavy Industrial land use designations (Base Alternative)	13.89%	15
Yes, but only in a small portion of the area (Core and Distributed Alternative)	26.85%	29
Yes, actively pursue an Office/ R&D district and allow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

**Please refer to the open-ended responses section to see the comments*

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

Answered: 105 Skipped: 7



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	19.05%	20
Alternative 2: Expansion	24.76%	26
Alternative 3: Distributed	19.05%	20
Base Alternative (maintain proposed base land use designations)	37.14%	39
TOTAL		105

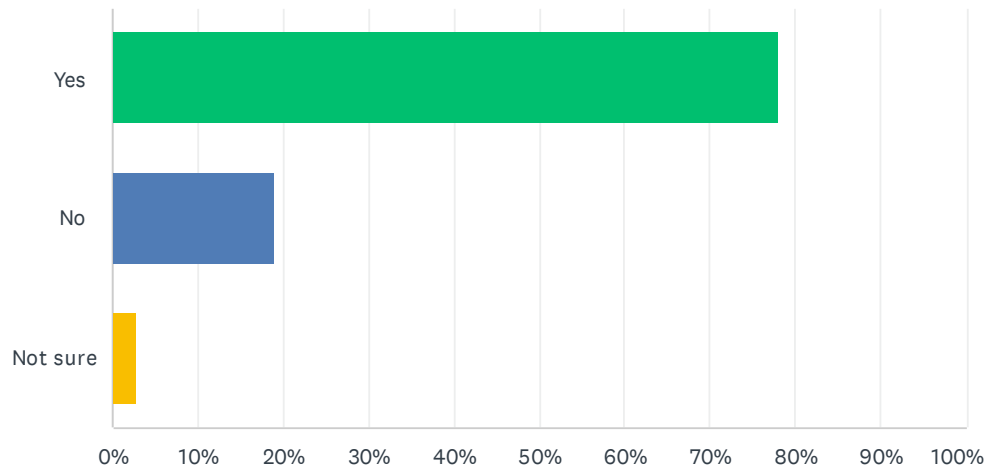
Q6 Use the space below to tell us how you would improve your selected alternative.

Answered: 63 Skipped: 49

**Please refer to the open-ended responses section to see the comments*

Q7 Have you taken the Citywide/Downtown survey?

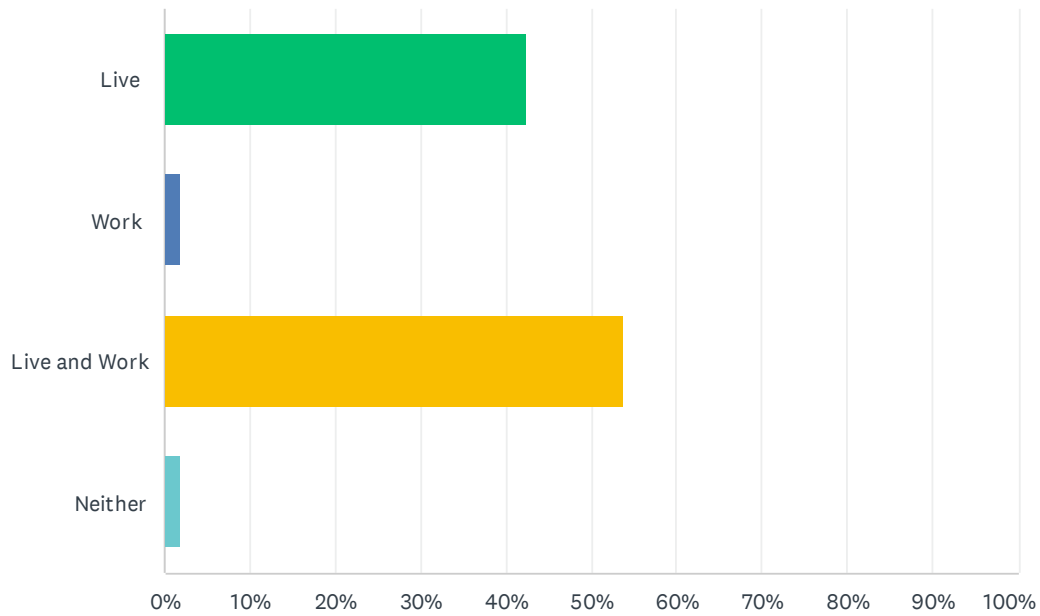
Answered: 105 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	78.10%	82
No	19.05%	20
Not sure	2.86%	3
TOTAL		105

Q8 Tell us about your relationship with the City of Ventura

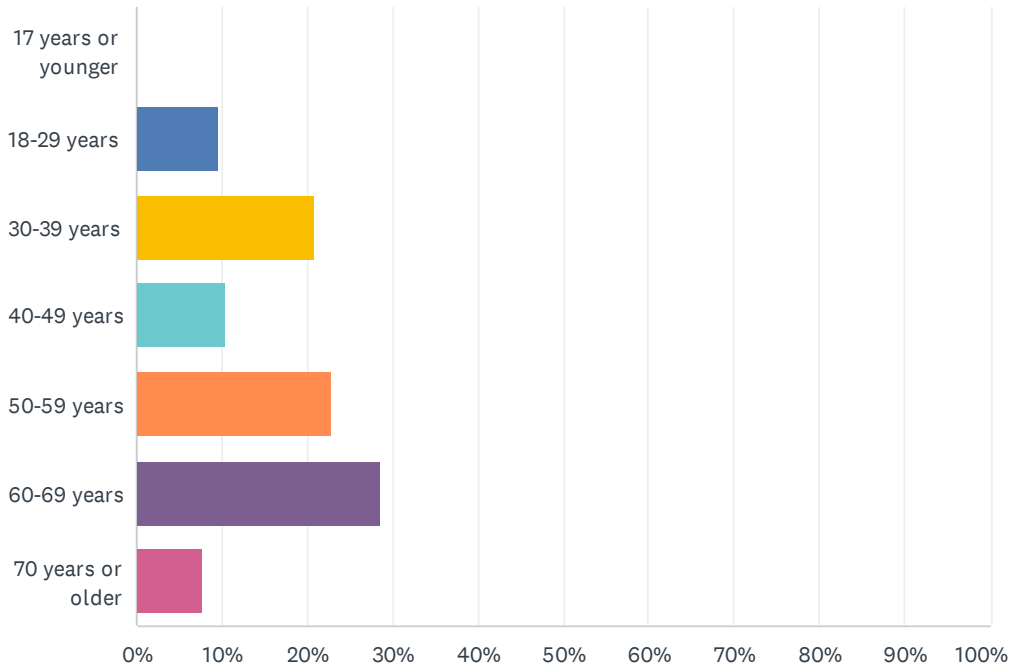
Answered: 106 Skipped: 6



ANSWER CHOICES	RESPONSES	
Live	42.45%	45
Work	1.89%	2
Live and Work	53.77%	57
Neither	1.89%	2
TOTAL		106

Q9 What is your age range?

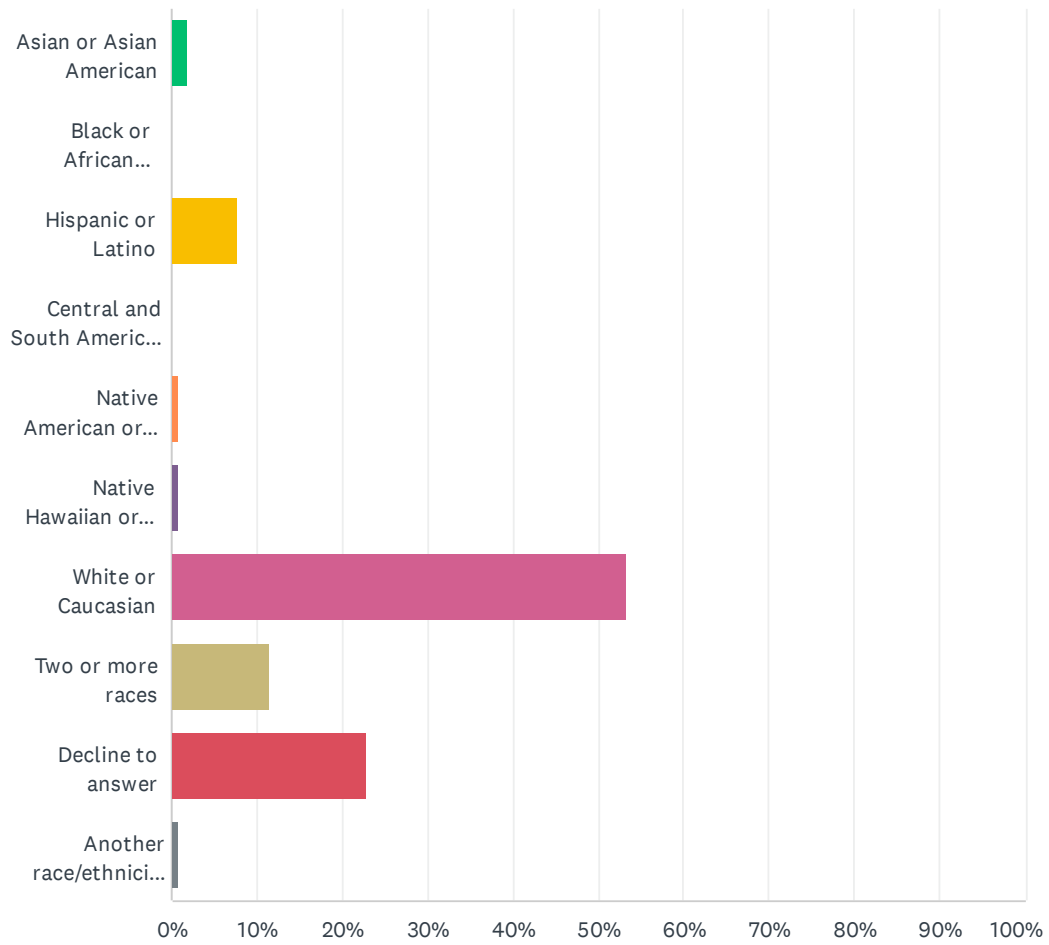
Answered: 105 Skipped: 7



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	9.52%	10
30-39 years	20.95%	22
40-49 years	10.48%	11
50-59 years	22.86%	24
60-69 years	28.57%	30
70 years or older	7.62%	8
TOTAL		105

Q10 With which race or ethnic group(s) do you most identify?

Answered: 105 Skipped: 7



Arundell/North Bank (Employment Areas) Survey

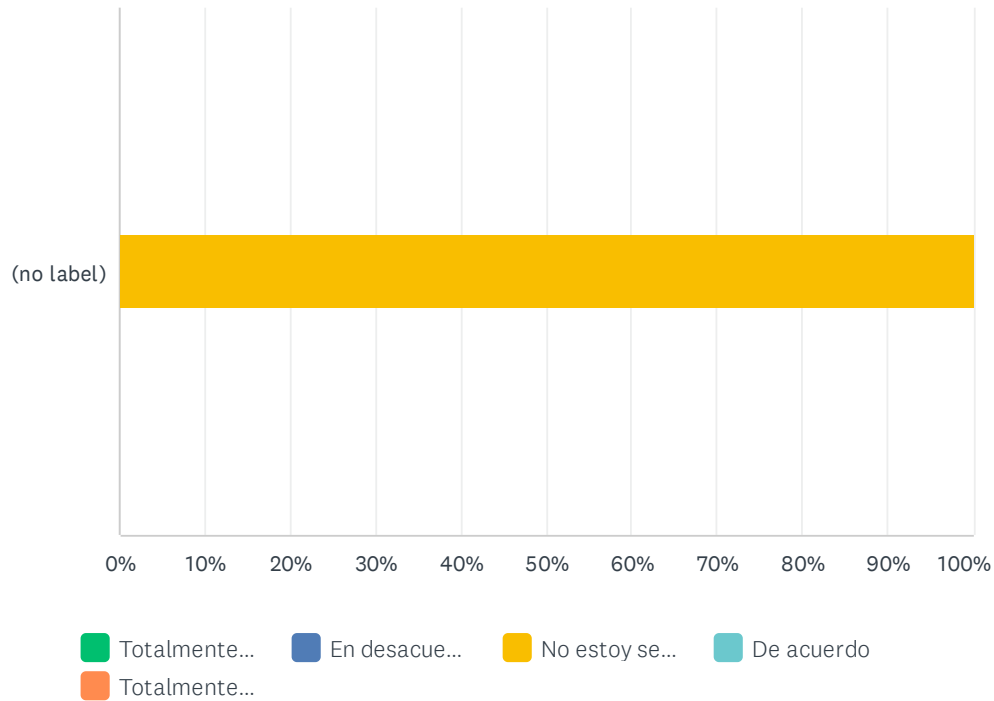
ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.90%	2
Black or African American	0.00%	0
Hispanic or Latino	7.62%	8
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	0.95%	1
Native Hawaiian or other Pacific Islander	0.95%	1
White or Caucasian	53.33%	56
Two or more races	11.43%	12
Decline to answer	22.86%	24
Another race/ethnicity (please specify)	0.95%	1
TOTAL		105

Arundell and North Bank Survey

Spanish Results

Q1 En el Plan General actual, la visión de Arundell es crear una zona económicamente diversa con empleo a gran escala y comercio local. Por favor, indique su nivel de acuerdo con esta visión.

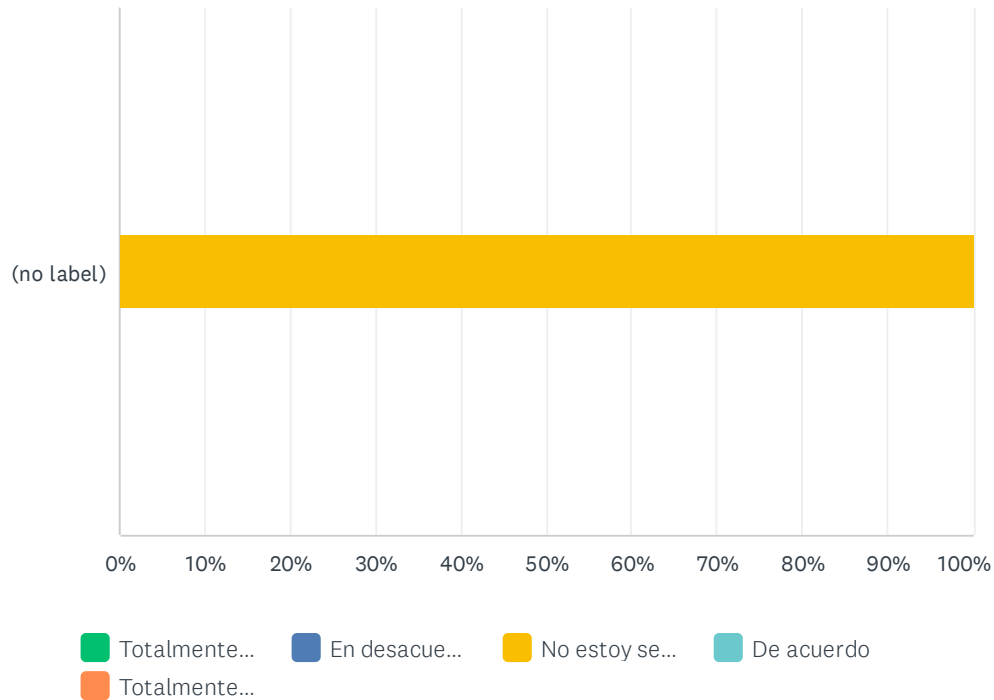
Answered: 1 Skipped: 0



	TOTALMENTE EN DESACUERDO	EN DESACUERDO	NO ESTOY SEGURO/ NEUTRO	DE ACUERDO	TOTALMENTE DE ACUERDO	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	1	3.00

Q2 En el actual Plan General, la visión de North Bank es potenciar la zona como destino regional de comercio minorista (es decir, de venta de automóviles) y de empleo. Por favor, indique su nivel de acuerdo con esta visión.

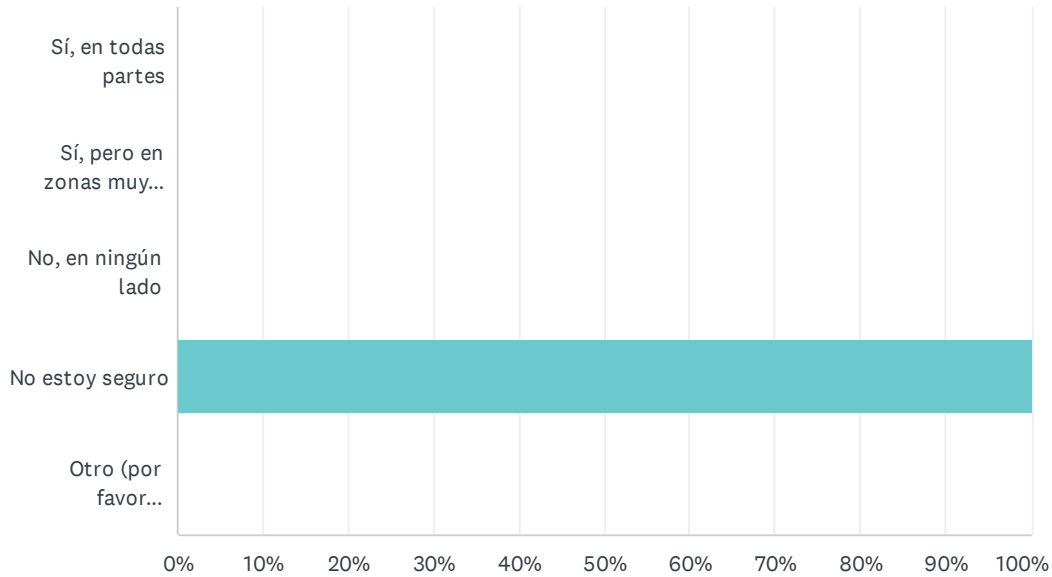
Answered: 1 Skipped: 0



	TOTALMENTE EN DESACUERDO	EN DESACUERDO	NO ESTOY SEGURO/NEUTRO	DE ACUERDO	TOTALMENTE DE ACUERDO	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	1	3.00

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

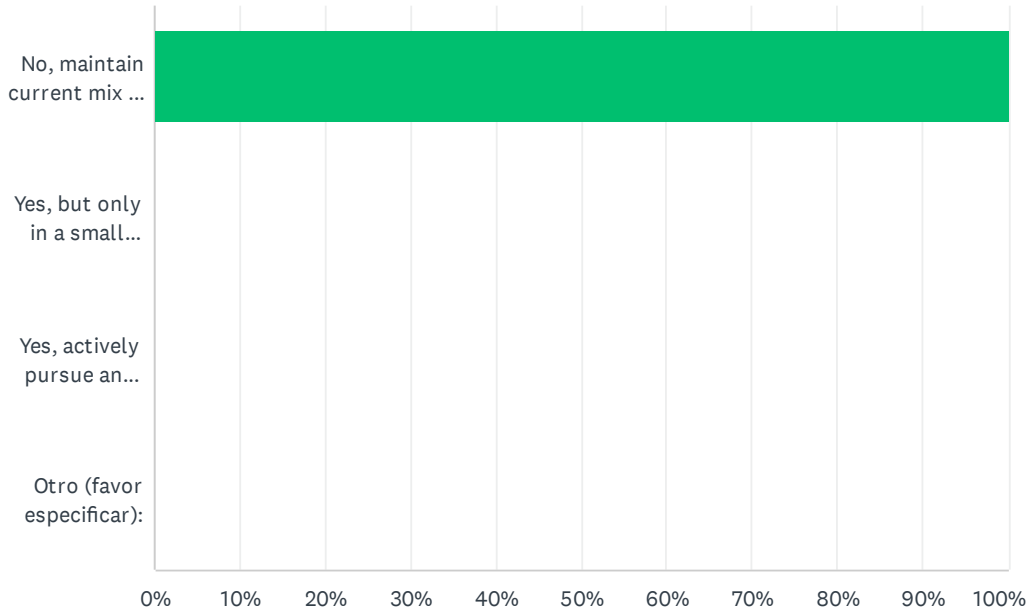
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sí, en todas partes	0.00%	0
Sí, pero en zonas muy limitadas	0.00%	0
No, en ningún lado	0.00%	0
No estoy seguro	100.00%	1
Otro (por favor describir):	0.00%	0
TOTAL		1

Q4 Debería el plan de uso del suelo promover la creación del distrito de Oficinas/Ingeniería y Desarrollo en estas zonas para promover los servicios corporativos y algunos puestos de trabajo con salarios más altos en Ventura?

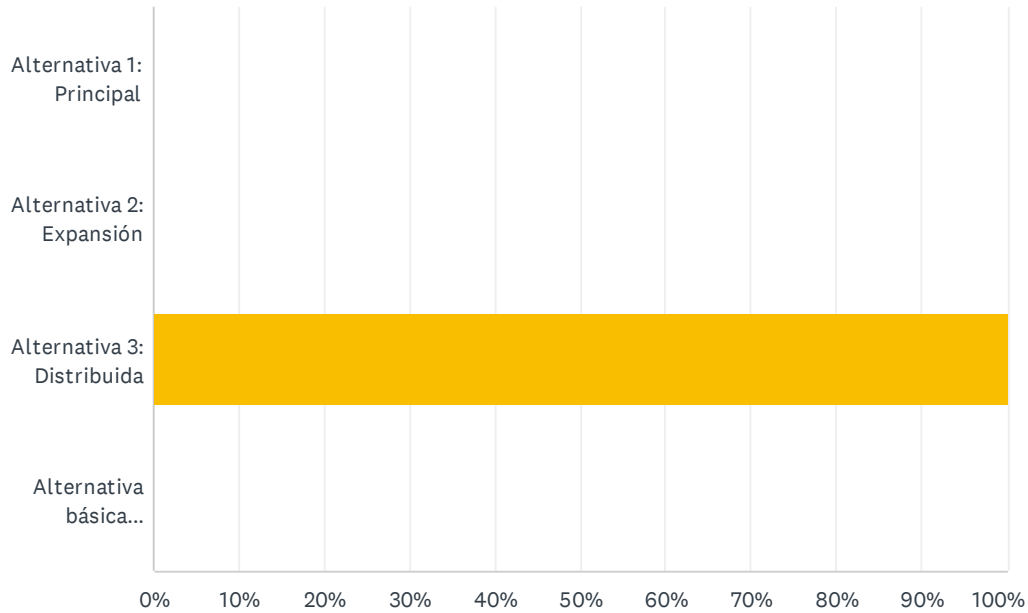
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
No, maintain current mix of Light Industrial/Flex and General/Heavy Industrial land use designations (Base Alternative)	100.00%	1
Yes, but only in a small portion of the area (Core and Distributed Alternative)	0.00%	0
Yes, actively pursue an Office/ R&D district and allow these uses in a large portion of the areas (Expansion Alternative)	0.00%	0
Otro (favor especificar):	0.00%	0
TOTAL		1

Q5 Basándose en lo que ha visto hasta ahora, ¿qué alternativa se ajusta mejor a su visión del futuro de Arundell y North Bank?

Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
Alternativa 1: Principal	0.00%	0
Alternativa 2: Expansión	0.00%	0
Alternativa 3: Distribuida	100.00%	1
Alternativa básica (mantener las designaciones básicas de uso del terreno propuestas)	0.00%	0
TOTAL		1

Q6 Utilizar el siguiente espacio para indicarnos cómo mejoraría la alternativa seleccionada.

Answered: 1 Skipped: 0

Q7 ¿Ha realizado la encuesta sobre toda la ciudad y el centro de la ciudad?

Answered: 0 Skipped: 1

 No matching responses.

ANSWER CHOICES	RESPONSES	
Si	0.00%	0
No	0.00%	0
No estoy seguro	0.00%	0
TOTAL		0

Q8 Háblenos de su relación con la ciudad de Ventura

Answered: 0 Skipped: 1

 No matching responses.

ANSWER CHOICES	RESPONSES	
Vivo	0.00%	0
Trabajo	0.00%	0
Vivo y trabajo	0.00%	0
Ninguna de las anteriores	0.00%	0
TOTAL		0

Q9 ¿Cuál es su rango de edad?

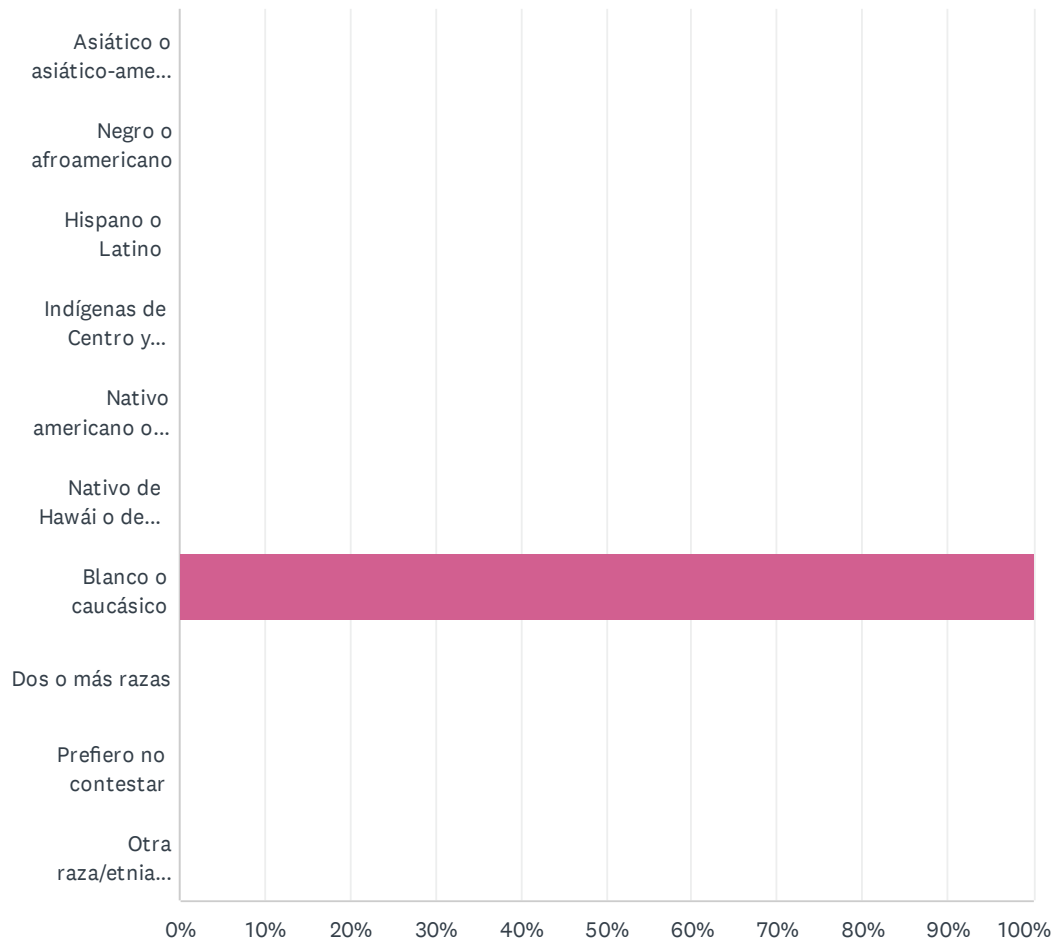
Answered: 0 Skipped: 1

 No matching responses.

ANSWER CHOICES	RESPONSES
17 años o menor	0.00% 0
18-29 años	0.00% 0
30-39 años	0.00% 0
40-49 años	0.00% 0
50-59 años	0.00% 0
60-69 años	0.00% 0
70 años o mayor	0.00% 0
TOTAL	0

Q10 ¿Con qué raza o grupo étnico se identifica más?

Answered: 1 Skipped: 0



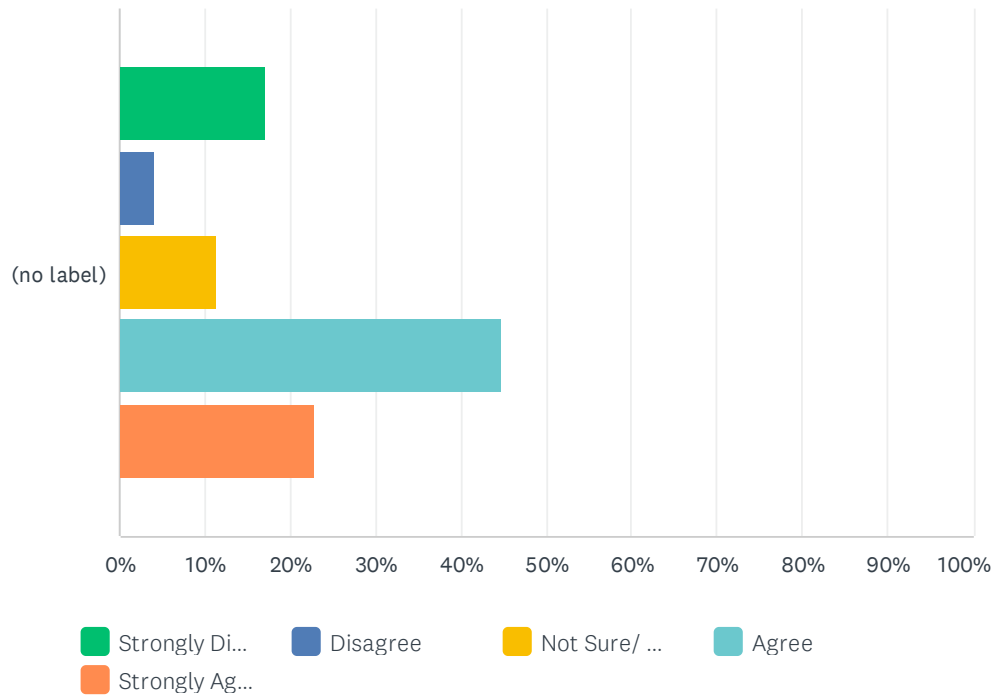
Encuesta para las areas de Arundell y North Bank

ANSWER CHOICES	RESPONSES	
Asiático o asiático-americano	0.00%	0
Negro o afroamericano	0.00%	0
Hispano o Latino	0.00%	0
Indígenas de Centro y Suramérica	0.00%	0
Nativo americano o nativo de Alaska	0.00%	0
Nativo de Hawái o de otras islas del Pacífico	0.00%	0
Blanco o caucásico	100.00%	1
Dos o más razas	0.00%	0
Prefiero no contestar	0.00%	0
Otra raza/etnia (especifique)	0.00%	0
TOTAL		1

College Area Survey Results

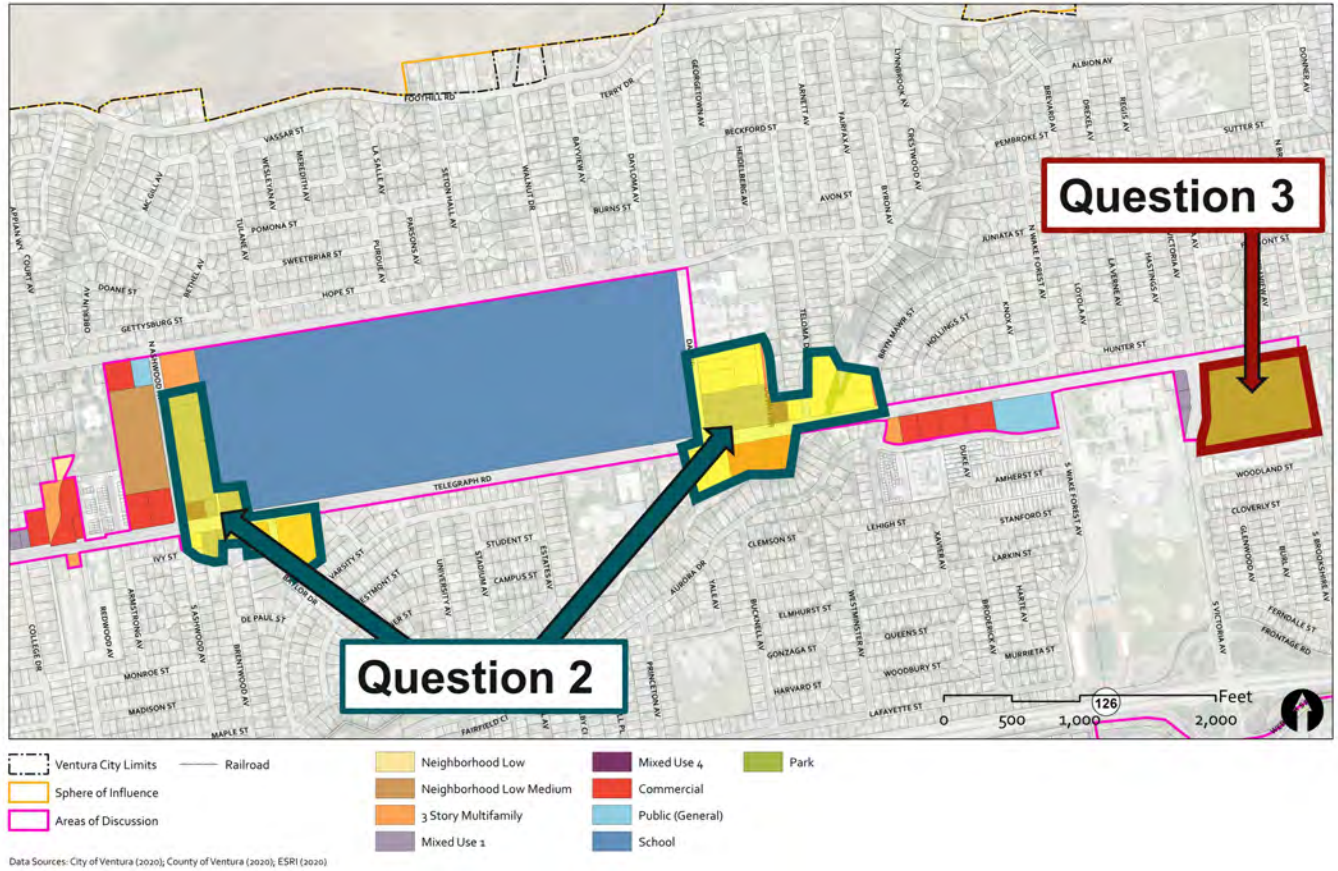
Q1 The current General Plan envisions supporting the vibrancy of Ventura Community College (VCC) by creating retail and commercial “nodes” and multifamily housing (for students and others) near the campus along Telegraph, Day, and Ashwood. Please indicate your level of agreement with this vision.

Answered: 123 Skipped: 6



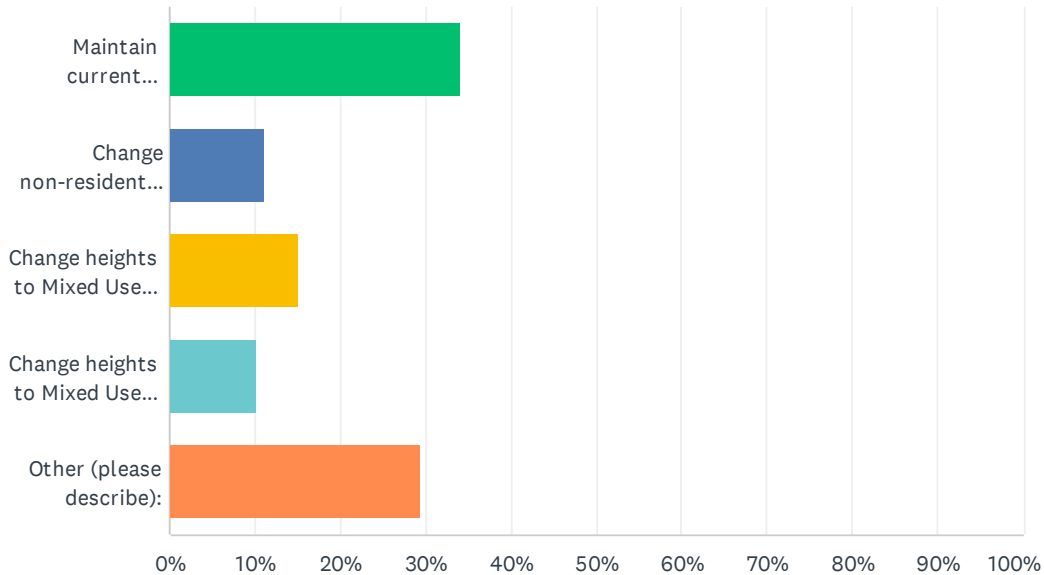
	STRONGLY DISAGREE	DISAGREE	NOT SURE/ NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	17.07% 21	4.07% 5	11.38% 14	44.72% 55	22.76% 28	123	3.52

Please refer to this image for questions 2-3.



Q2 Please tell us your thoughts on the land use mix for the areas east and west of Ventura Community College.

Answered: 126 Skipped: 3

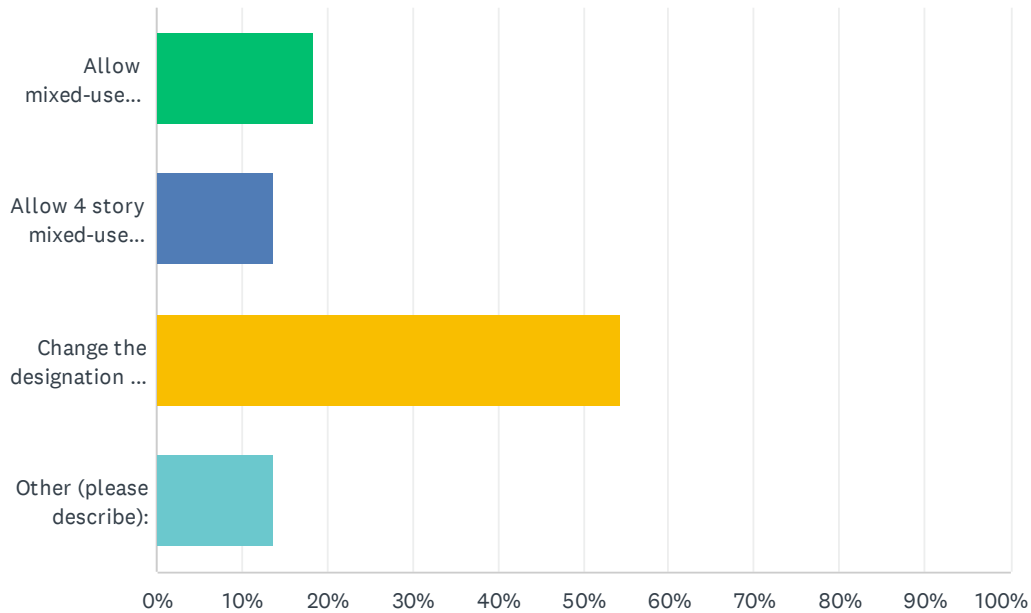


ANSWER CHOICES	RESPONSES
Maintain current regulations with a mix of single family, 3-story mixed-use and commercial uses (Base Alternative)	34.13% 43
Change non-residential parcels to Mixed Use 3 (5 stories) on the west side of VCC and Mixed Use 2 (4 stories) on the east side and change residential parcels to 3 story multifamily (Core Alternative)	11.11% 14
Change heights to Mixed Use 4 (6 stories) on most non-residential parcels east and west of VCC and residential parcels to a mix of 3 and 4 story multifamily (Expansion Alternative)	15.08% 19
Change heights to Mixed Use 2 (4 stories) for non-residential parcels and residential parcels fronting Telegraph and a mix of 3 story multifamily and attached single family for the residential parcels (Expansion Alternative)	10.32% 13
Other (please describe):	29.37% 37
TOTAL	126

**Please refer to the open-ended responses section to see the comments*

Q3 The Victoria Plaza Shopping Center located on the southeast corner of Telegraph and Victoria currently allows mixed use buildings of 6 stories and 75 feet. Please tell us your thoughts for the vision for this area.

Answered: 125 Skipped: 4

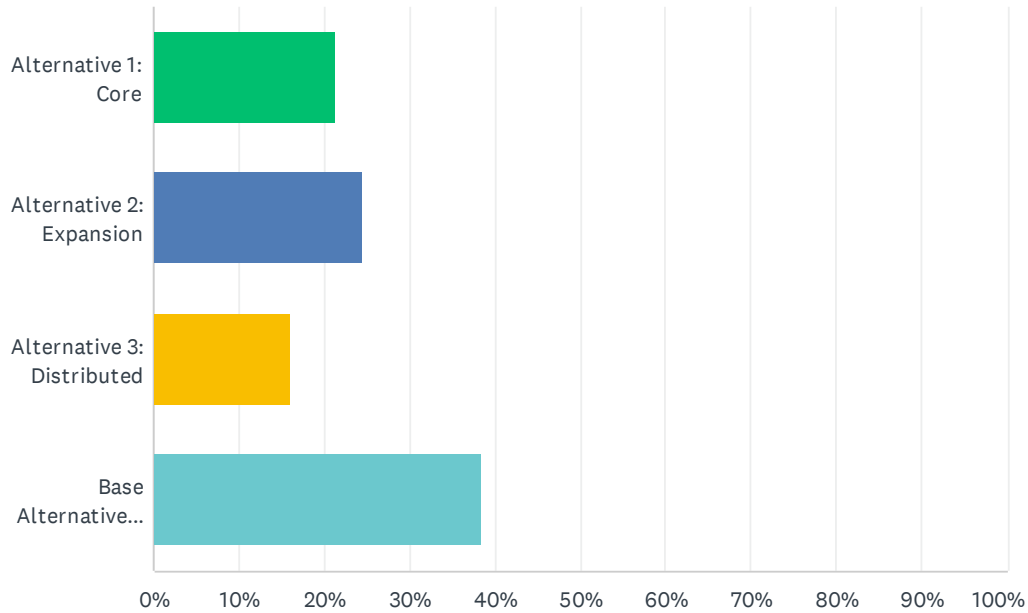


ANSWER CHOICES	RESPONSES	
Allow mixed-use buildings up to 6 stories (Base and Expansion Alternatives)	18.40%	23
Allow 4 story mixed-use buildings (Distributed Alternative)	13.60%	17
Change the designation to Neighborhood Center, which preserves the retail focus but also allows some 3 or 4 story multifamily residential buildings. (Core Alternative)	54.40%	68
Other (please describe):	13.60%	17
TOTAL		125

**Please refer to the open-ended responses section to see the comments*

Q4 Based on what you have seen so far, which alternative best matches your vision for the future of the College area?

Answered: 94 Skipped: 35



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	21.28%	20
Alternative 2: Expansion	24.47%	23
Alternative 3: Distributed	15.96%	15
Base Alternative (maintain proposed base land use designations)	38.30%	36
TOTAL		94

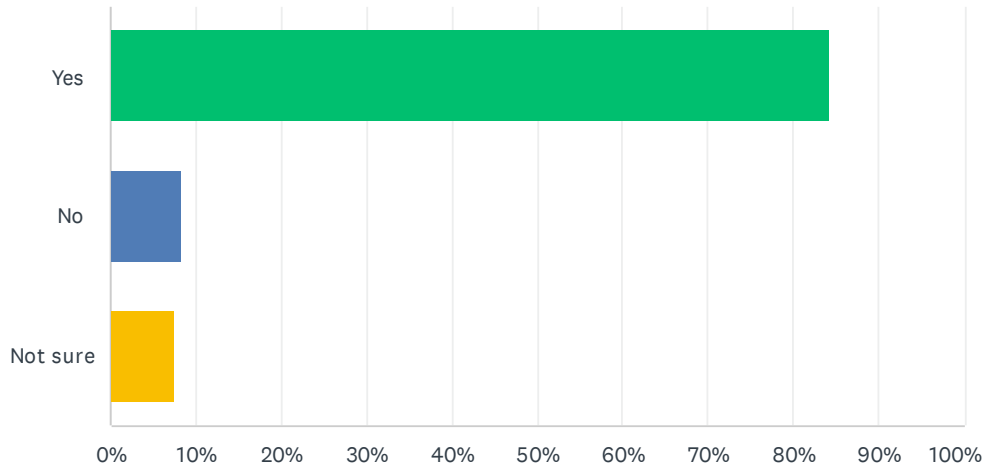
Q5 Use the space below to tell us how you would improve your selected alternative.

Answered: 65 Skipped: 64

**Please refer to the open-ended responses section to see the comments*

Q6 Have you taken the Citywide/Downtown survey?

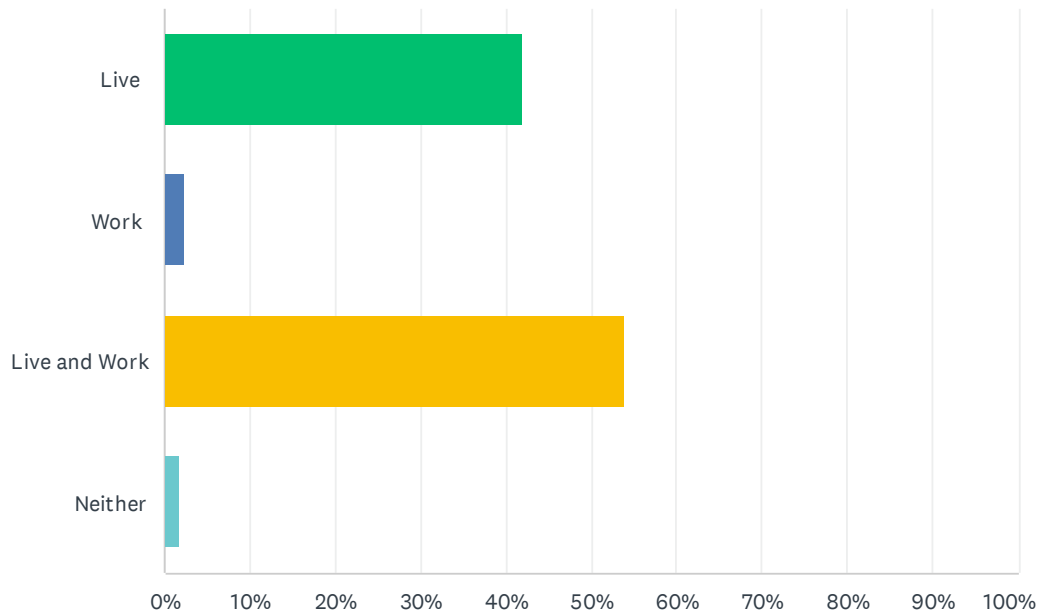
Answered: 120 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	84.17%	101
No	8.33%	10
Not sure	7.50%	9
TOTAL		120

Q7 Tell us about your relationship with the City of Ventura

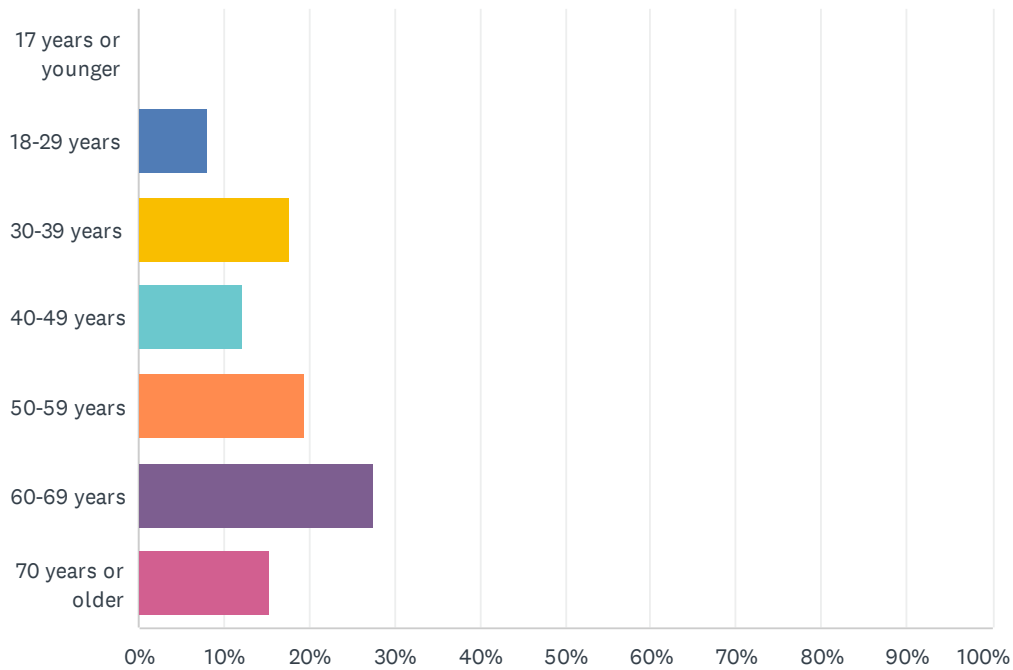
Answered: 124 Skipped: 5



ANSWER CHOICES	RESPONSES
Live	41.94% 52
Work	2.42% 3
Live and Work	54.03% 67
Neither	1.61% 2
TOTAL	124

Q8 What is your age range?

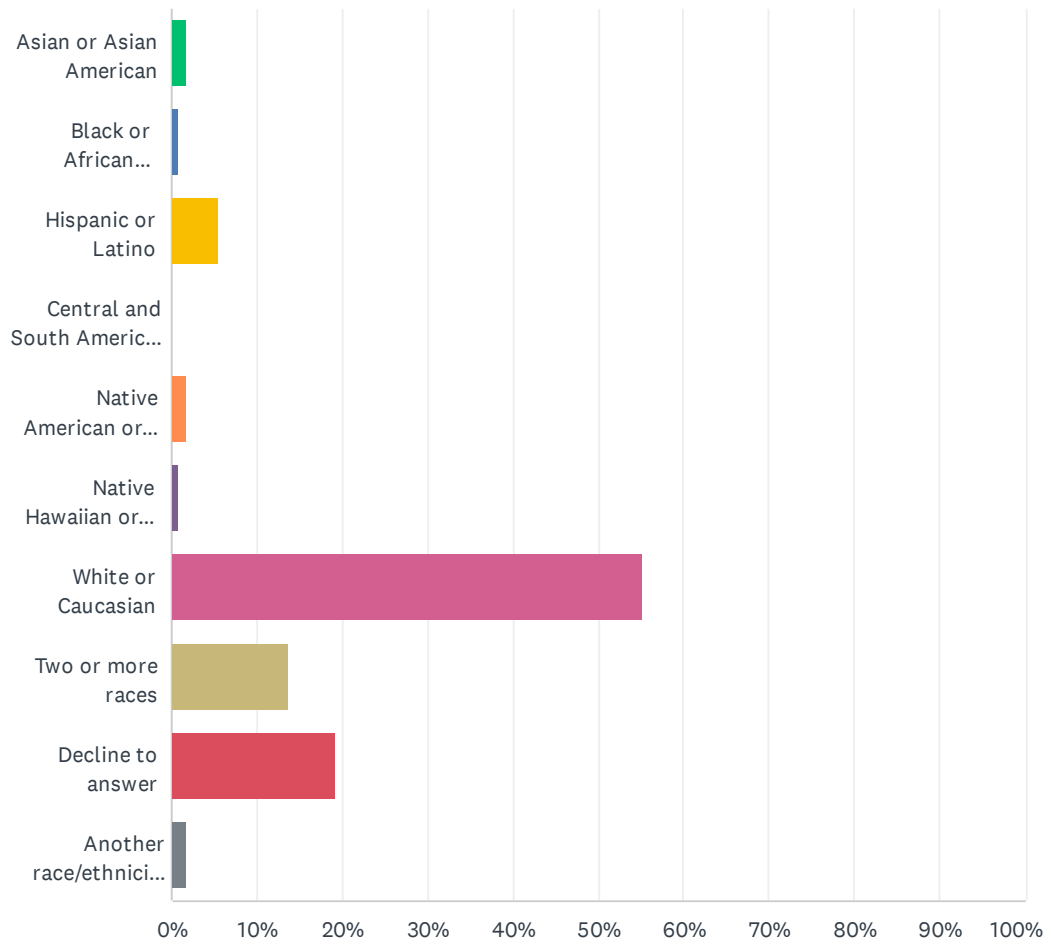
Answered: 124 Skipped: 5



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	8.06%	10
30-39 years	17.74%	22
40-49 years	12.10%	15
50-59 years	19.35%	24
60-69 years	27.42%	34
70 years or older	15.32%	19
TOTAL		124

Q9 With which race or ethnic group(s) do you most identify?

Answered: 125 Skipped: 4



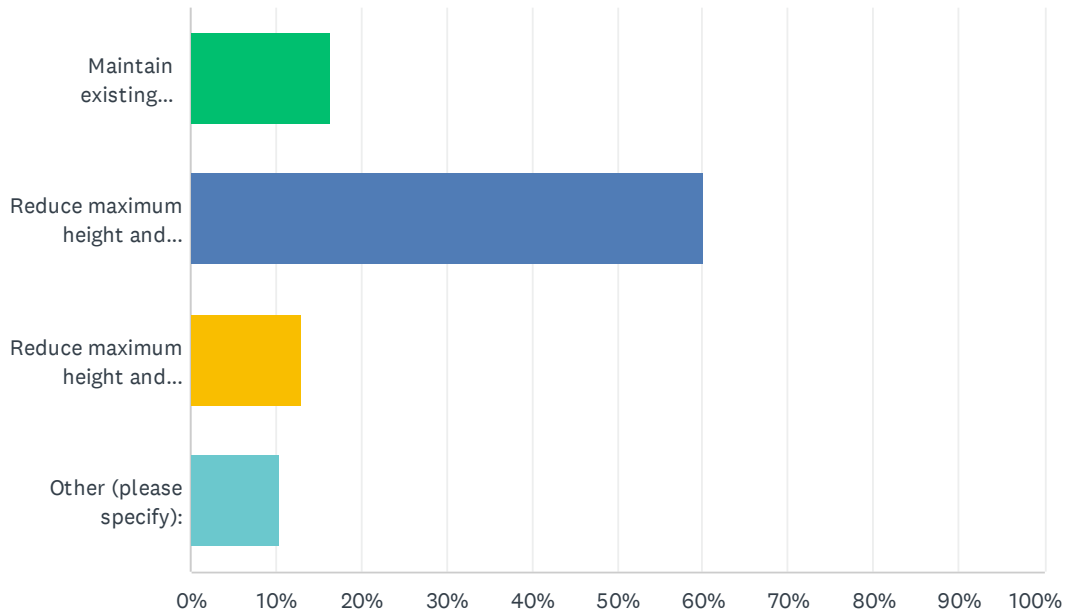
College Area Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.60%	2
Black or African American	0.80%	1
Hispanic or Latino	5.60%	7
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	1.60%	2
Native Hawaiian or other Pacific Islander	0.80%	1
White or Caucasian	55.20%	69
Two or more races	13.60%	17
Decline to answer	19.20%	24
Another race/ethnicity (please specify)	1.60%	2
TOTAL		125

Eastside Survey Results

Q1 The commercial shopping centers on the Eastside are currently zoned C-1A and C-2, which allow commercial and mixed-use development up to 6 stories and 75 feet. What best describes your vision for these commercial shopping centers?

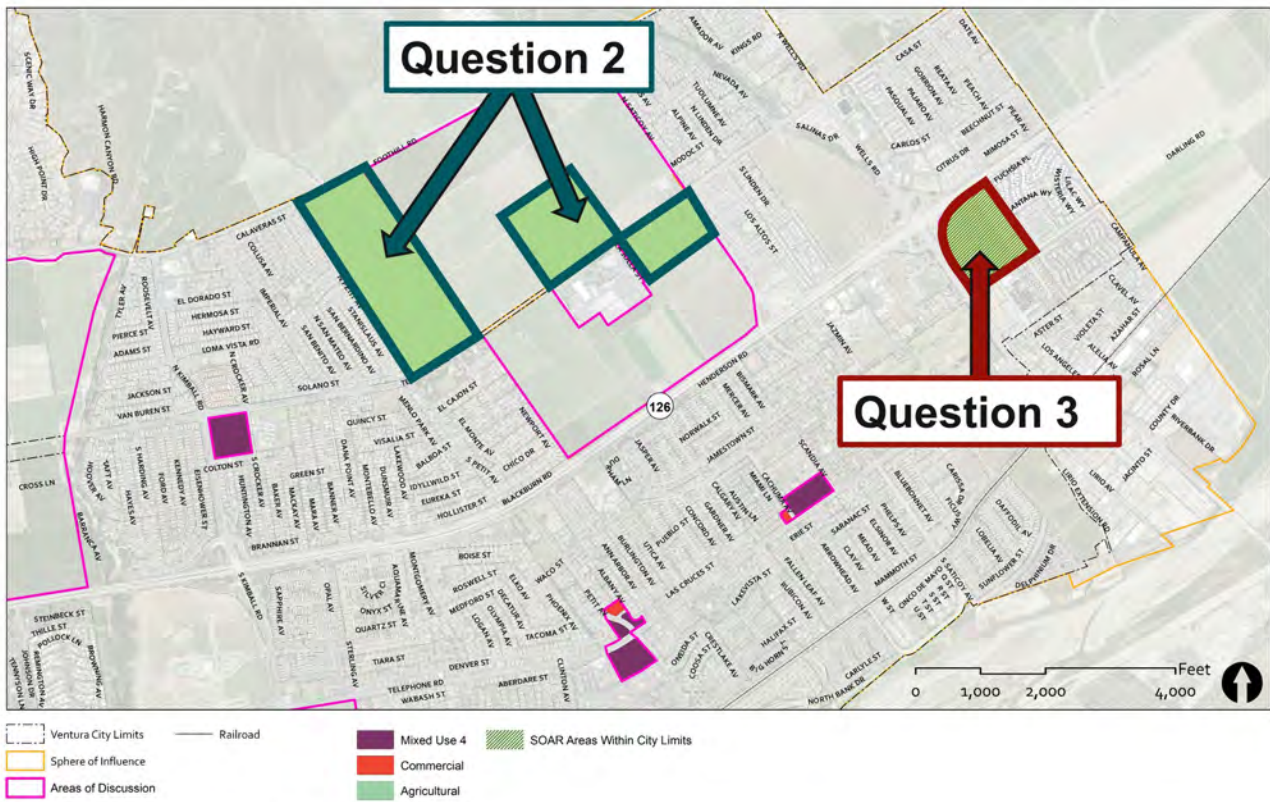
Answered: 153 Skipped: 2



ANSWER CHOICES	RESPONSES	
Maintain existing designations and allow 6 stories and 75 feet (Base Alternative)	16.34%	25
Reduce maximum height and density of the shopping centers to Neighborhood Center, which allows 1-2 story retail and commercial uses and 3-4 story mixed-use/residential as a second use (Core and Distributed Alternative)	60.13%	92
Reduce maximum height and density of the shopping centers to Mixed Use 3, which allows 5 story mixed-use (Expansion Alternative)	13.07%	20
Other (please specify):	10.46%	16
TOTAL		153

**Please refer to the open-ended responses section to see the comments*

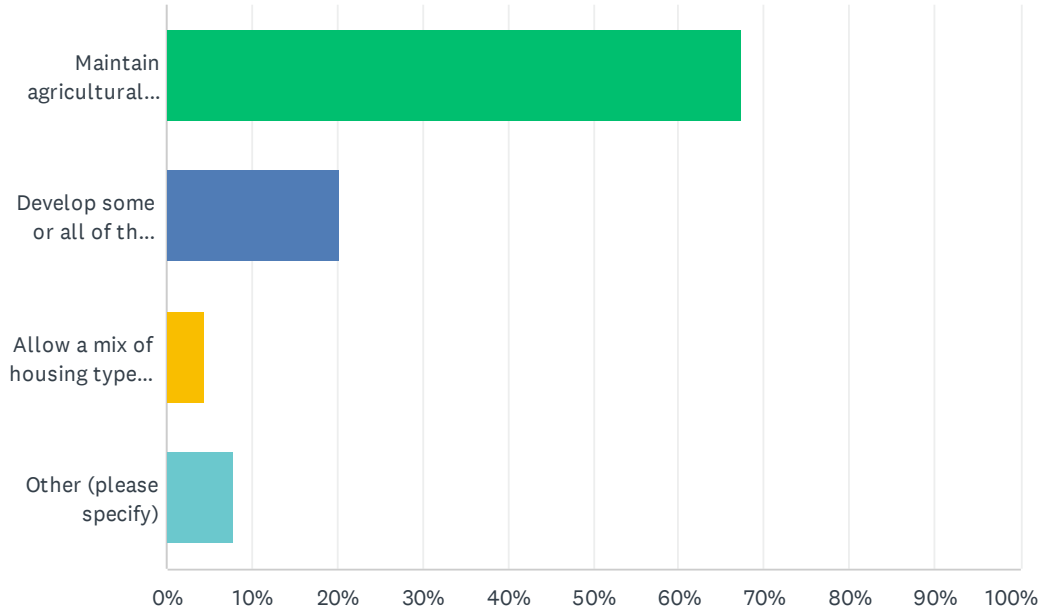
Please refer to this image for questions 2-3.



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

Q2 There are currently several large agricultural parcels that are within the City’s incorporated area. Please tell us your vision for the future of these parcels?

Answered: 153 Skipped: 2

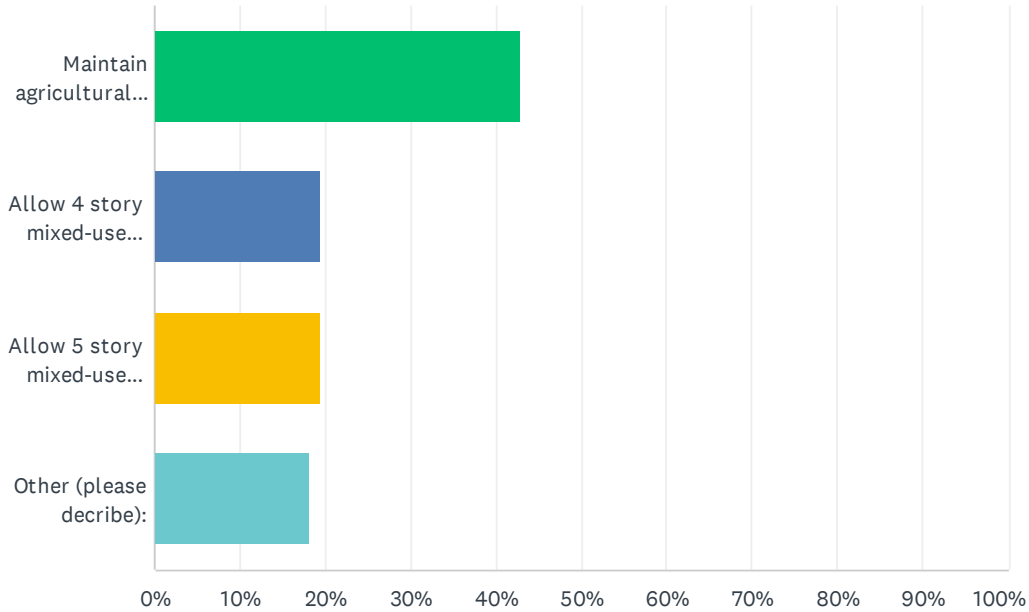


ANSWER CHOICES	RESPONSES	
Maintain agricultural uses (Base and Core Alternatives)	67.32%	103
Develop some or all of the area with a mix of housing types and mixed-use development (Expansion Alternative)	20.26%	31
Allow a mix of housing types and create an area for light industrial/flex employment uses (Distributed Alternative)	4.58%	7
Other (please specify)	7.84%	12
TOTAL		153

**Please refer to the open-ended responses section to see the comments*

Q3 There is currently a 30-acre agricultural parcel located southeast of the SR 126 and Wells intersection. This parcel is currently in unincorporated Ventura County and it is identified for development in the Saticoy-Wells Community Plan. Please tell us your vision for this area.

Answered: 154 Skipped: 1

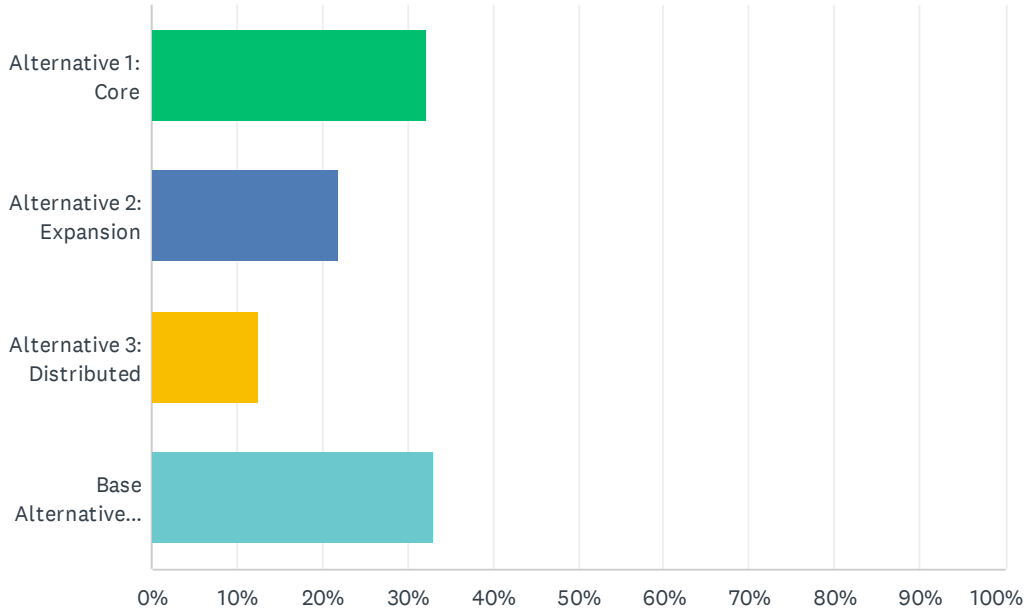


ANSWER CHOICES	RESPONSES	
Maintain agricultural uses (Base Alternative)	42.86%	66
Allow 4 story mixed-use development with a range of commercial and residential uses (Core and Distributed Alternative)	19.48%	30
Allow 5 story mixed-use development with a range of commercial and residential uses (Expansion Alternative)	19.48%	30
Other (please decribe):	18.18%	28
TOTAL		154

**Please refer to the open-ended responses section to see the comments*

Q4 Based on what you have seen so far, which alternative best matches your vision for the future of the Eastside?

Answered: 127 Skipped: 28



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	32.28%	41
Alternative 2: Expansion	22.05%	28
Alternative 3: Distributed	12.60%	16
Base Alternative (maintain proposed base land use designations)	33.07%	42
TOTAL		127

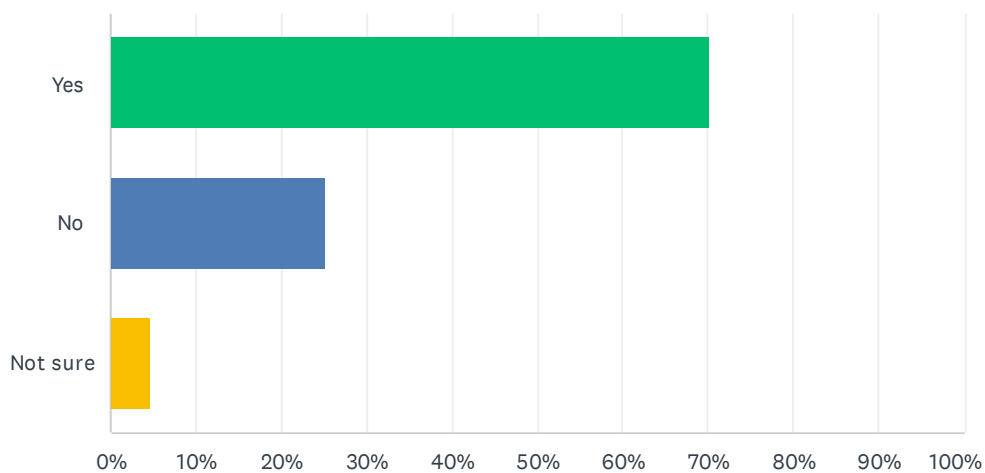
Q5 Use the space below to tell us how you would improve your selected alternative.

Answered: 86 Skipped: 69

**Please refer to the open-ended responses section to see the comments*

Q6 Have you taken the Citywide/Downtown survey?

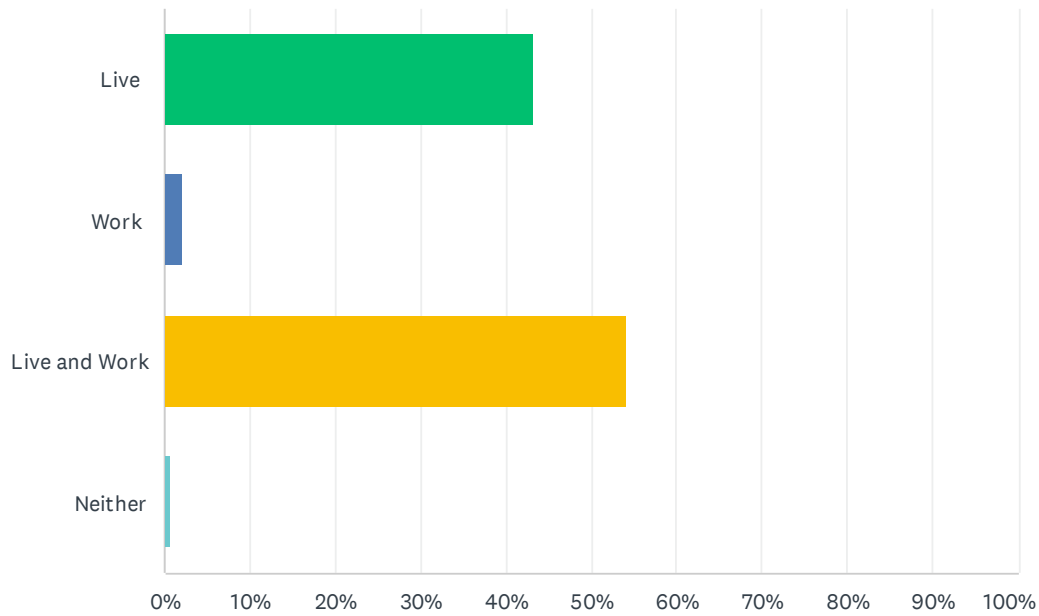
Answered: 147 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	70.07%	103
No	25.17%	37
Not sure	4.76%	7
TOTAL		147

Q7 Tell us about your relationship with the City of Ventura

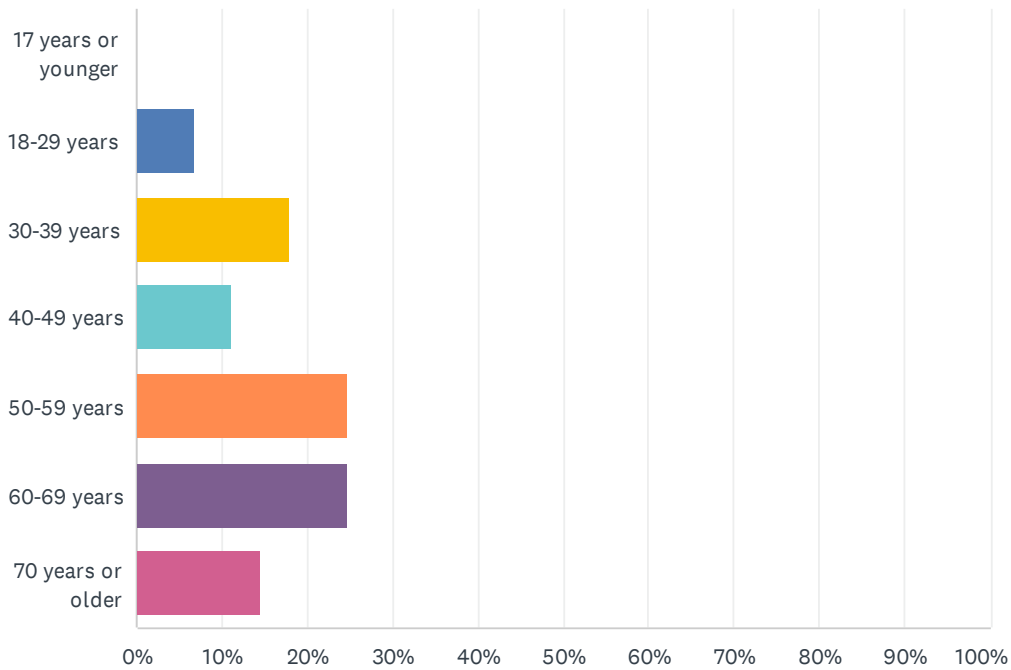
Answered: 148 Skipped: 7



ANSWER CHOICES	RESPONSES
Live	43.24% 64
Work	2.03% 3
Live and Work	54.05% 80
Neither	0.68% 1
TOTAL	148

Q8 What is your age range?

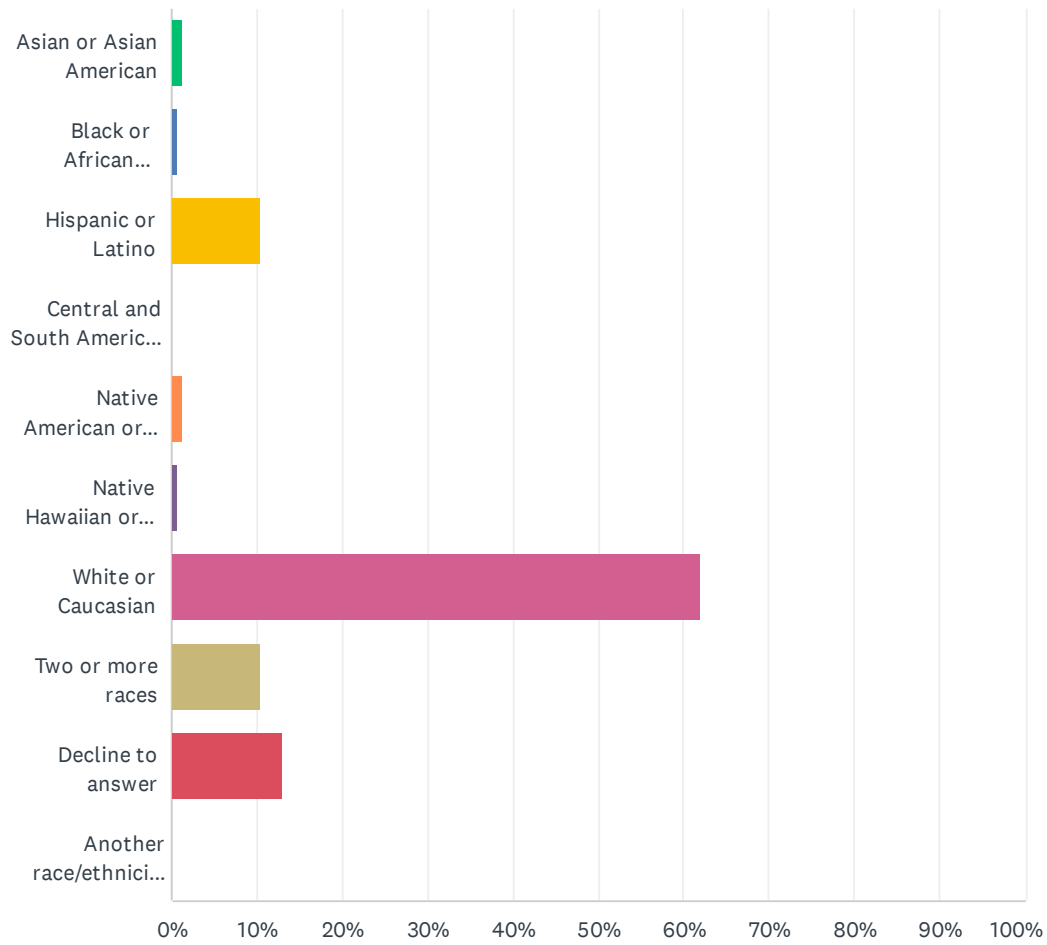
Answered: 145 Skipped: 10



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	6.90%	10
30-39 years	17.93%	26
40-49 years	11.03%	16
50-59 years	24.83%	36
60-69 years	24.83%	36
70 years or older	14.48%	21
TOTAL		145

Q9 With which race or ethnic group(s) do you most identify?

Answered: 145 Skipped: 10



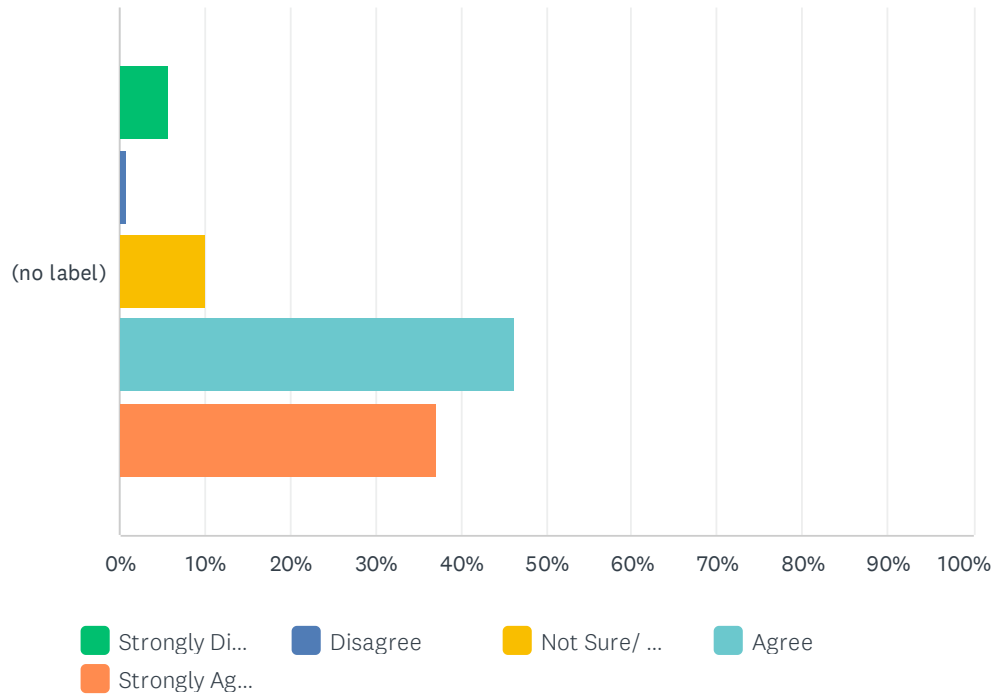
Eastside Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.38%	2
Black or African American	0.69%	1
Hispanic or Latino	10.34%	15
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	1.38%	2
Native Hawaiian or other Pacific Islander	0.69%	1
White or Caucasian	62.07%	90
Two or more races	10.34%	15
Decline to answer	13.10%	19
Another race/ethnicity (please specify)	0.00%	0
TOTAL		145

Five Points and Pacific View Mall Survey Results

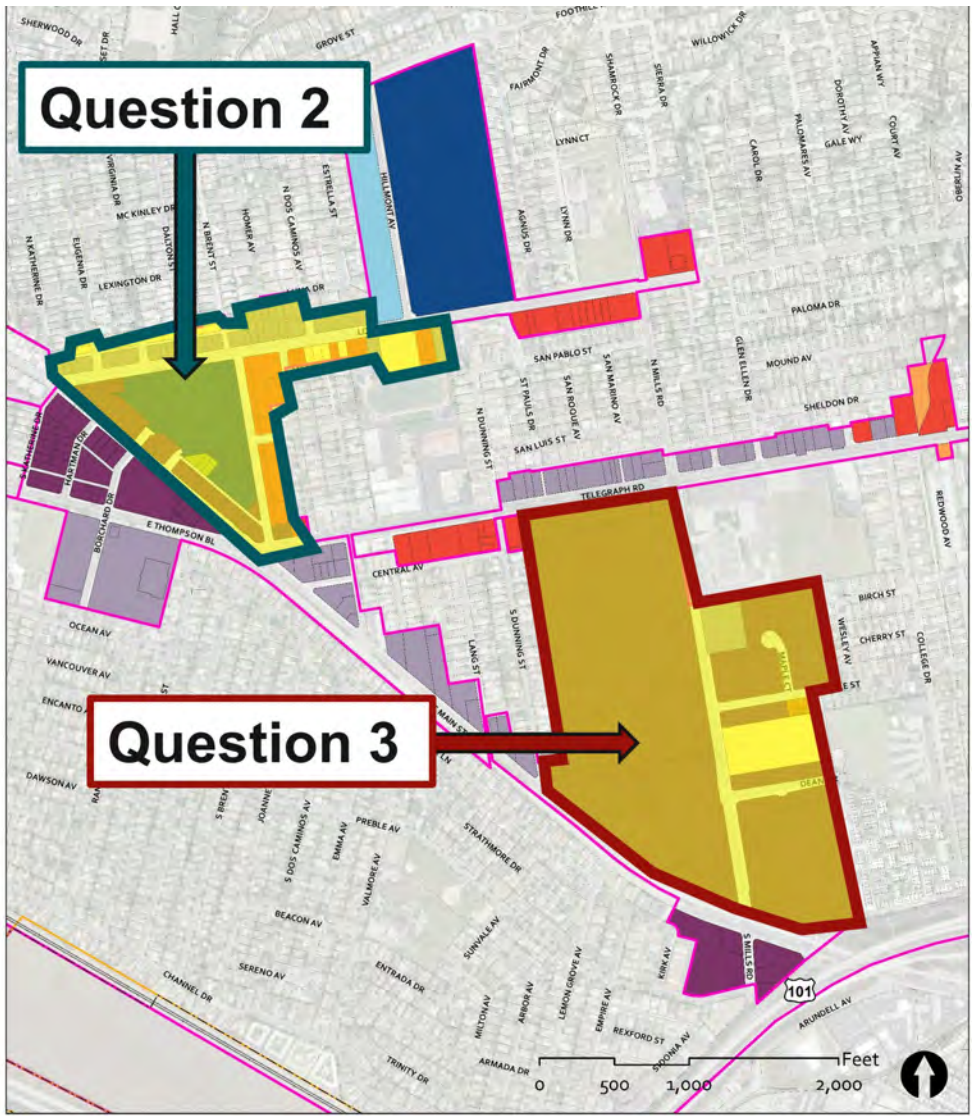
Q1 Ventura has two hospitals located near each other. Past planning efforts envision capitalizing on these assets and creating an expanded “health care district” that allows for the addition of services and amenities that support hospital operations, including medical offices, surgery centers, retail, and accommodations. Please indicate your level of agreement with this vision.

Answered: 121 Skipped: 5



	STRONGLY DISAGREE	DISAGREE	NOT SURE/ NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	5.79%	0.83%	9.92%	46.28%	37.19%	121	4.08
	7	1	12	56	45		

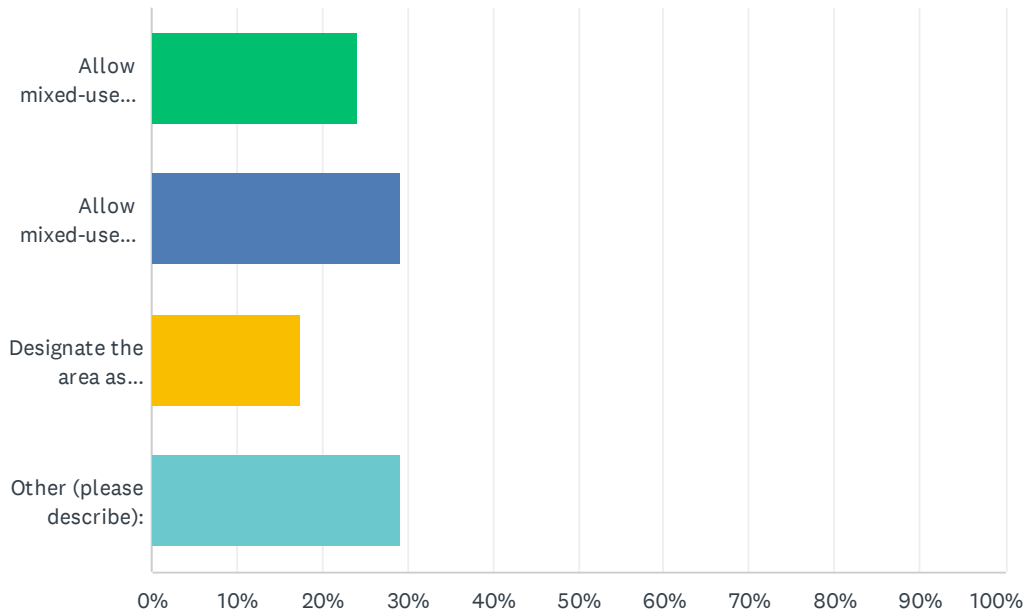
Please refer to this image for questions 2-3.



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

Q2 Should the area around the hospital (primarily Loma Vista and Main) allow residential uses, or should only non-residential uses be allowed to support the vision of a health care district?

Answered: 120 Skipped: 6



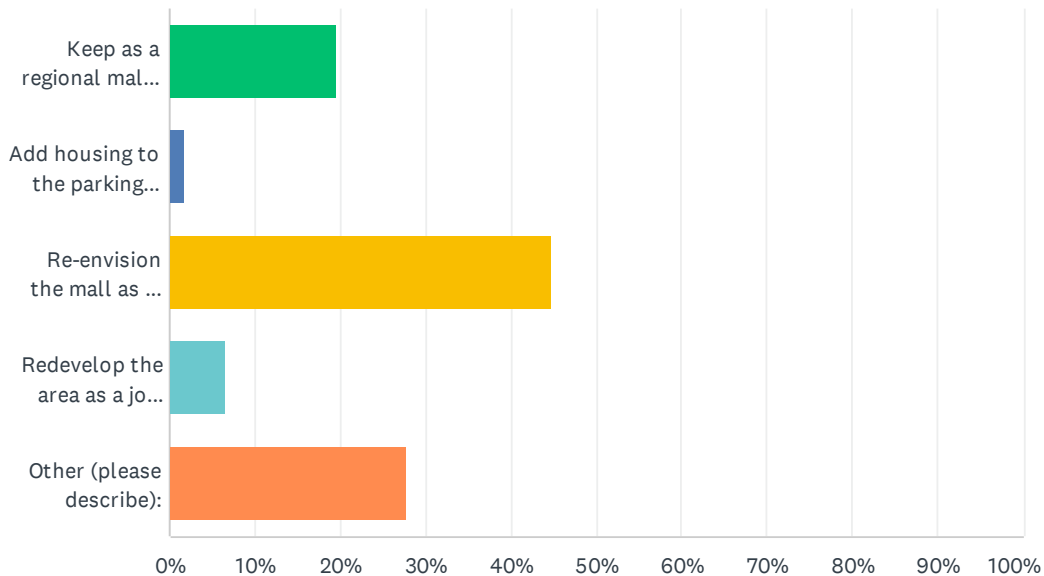
ANSWER CHOICES	RESPONSES	
Allow mixed-use (residential and/or commercial) on some parcels and only commercial on other parcels (Distributed and Base Alternatives)	24.17%	29
Allow mixed-use (residential and/or commercial) on all parcels by designating the area as "Mixed Use" (Core Alternative)	29.17%	35
Designate the area as "Commercial" to focus on non-residential uses and prohibit residential on most parcels (Expansion Alternative)	17.50%	21
Other (please describe):	29.17%	35
TOTAL		120

**Please refer to the open-ended responses section to see the comments*

Q3 Pacific View Mall and the surrounding retail parcels currently allow a mix of commercial, retail, and residential uses up to 6 stories and 75 feet.

Which statement below best matches your vision for the future of the Pacific View Mall and the surrounding retail parcels? (Note that all options are currently allowed under existing regulations).

Answered: 123 Skipped: 3

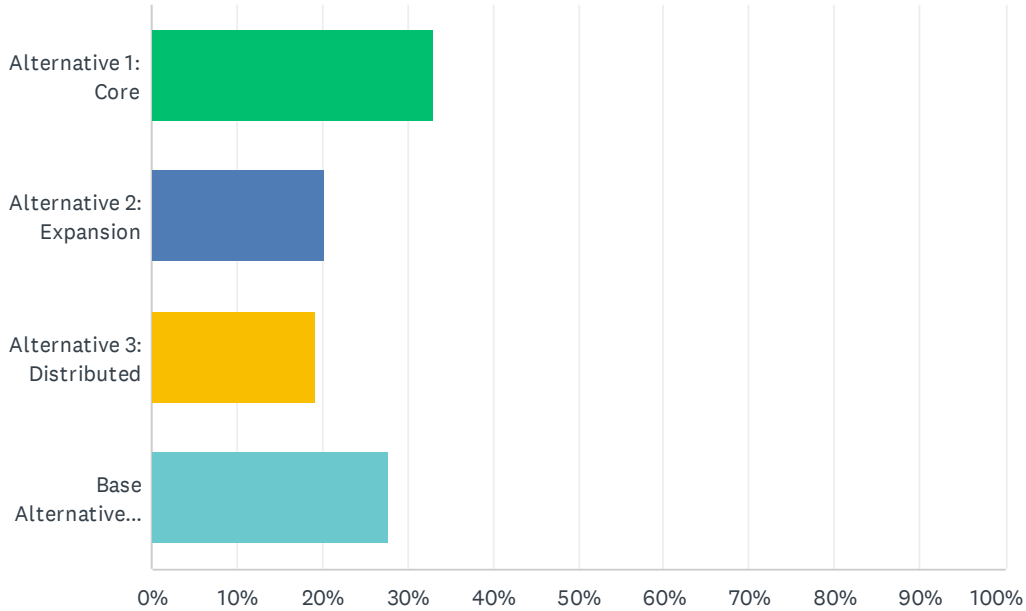


ANSWER CHOICES	RESPONSES	
Keep as a regional mall and strip commercial development	19.51%	24
Add housing to the parking lots but keep the majority of the area for retail uses	1.63%	2
Re-envision the mall as a mixed-use area with retail, entertainment, and multifamily housing	44.72%	55
Redevelop the area as a job center with office and supporting retail	6.50%	8
Other (please describe):	27.64%	34
TOTAL		123

**Please refer to the open-ended responses section to see the comments*

Q4 Based on what you have seen so far, which alternative best matches your vision for the future of the Five Points/Pacific View Mall area?

Answered: 94 Skipped: 32



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	32.98%	31
Alternative 2: Expansion	20.21%	19
Alternative 3: Distributed	19.15%	18
Base Alternative (maintain proposed base land use designations)	27.66%	26
TOTAL		94

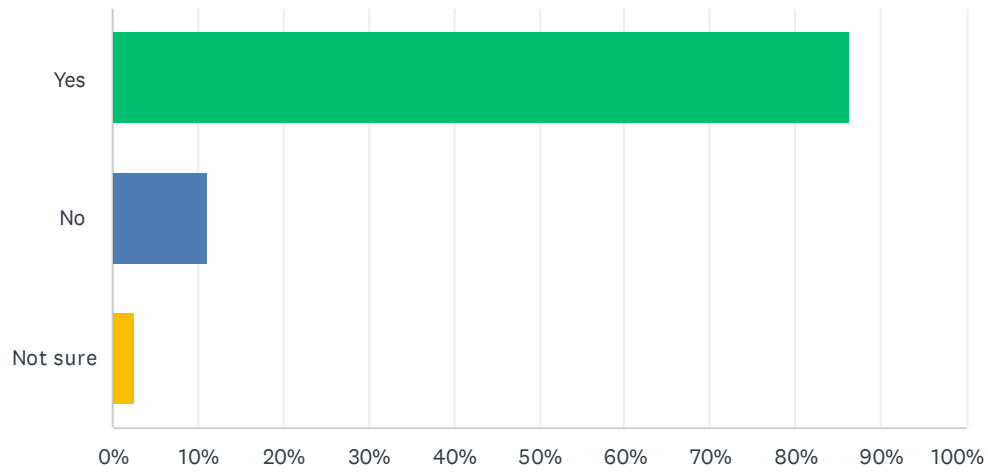
Q5 Use the space below to tell us how you would improve your selected alternative.

Answered: 59 Skipped: 67

**Please refer to the open-ended responses section to see the comments*

Q6 Have you taken the Citywide/Downtown survey?

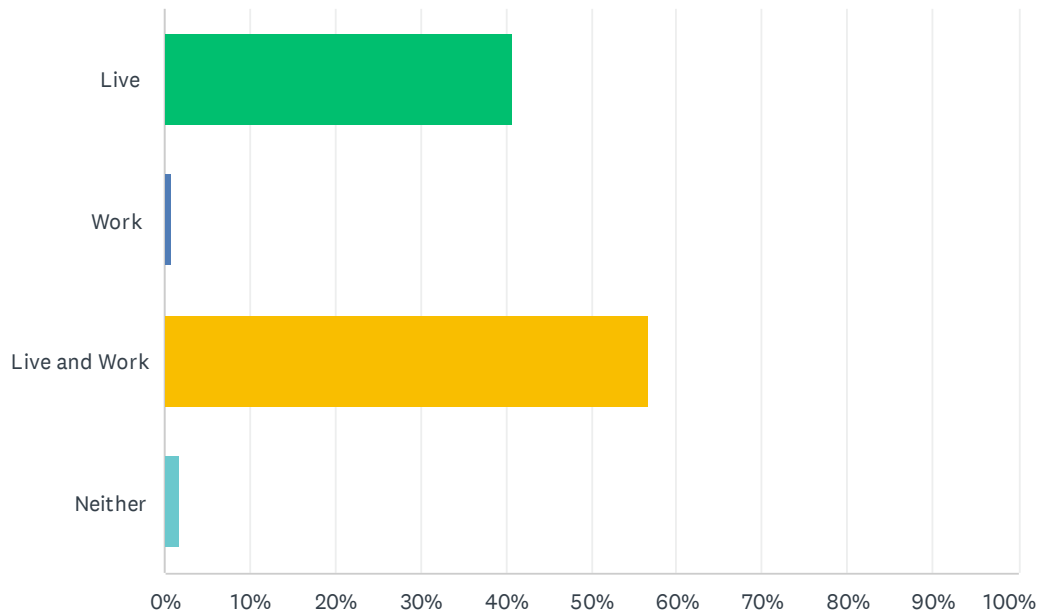
Answered: 117 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	86.32%	101
No	11.11%	13
Not sure	2.56%	3
TOTAL		117

Q7 Tell us about your relationship with the City of Ventura

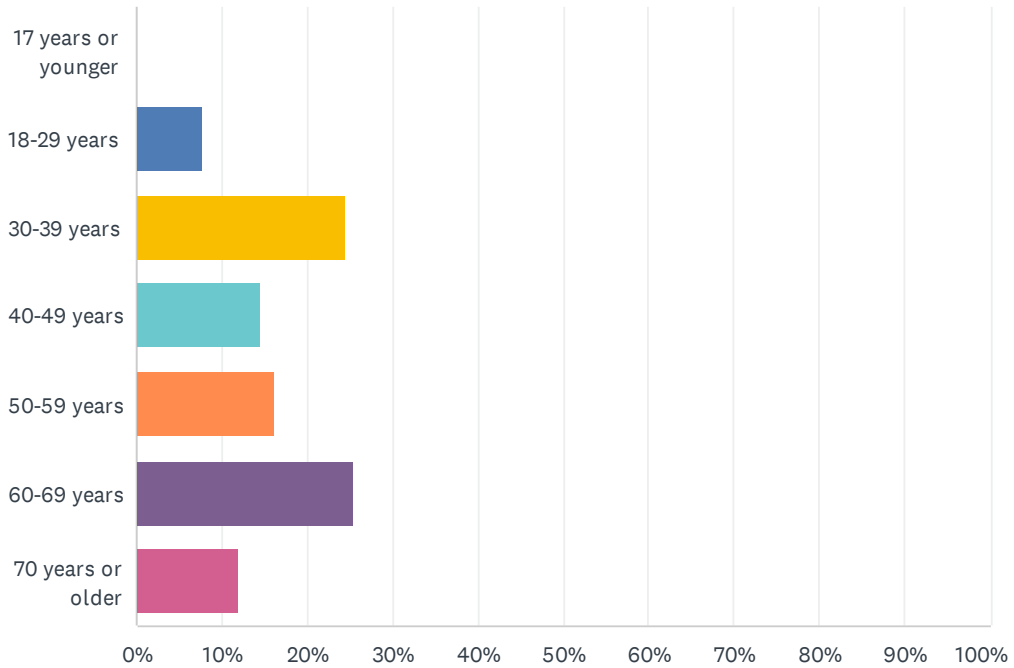
Answered: 118 Skipped: 8



ANSWER CHOICES	RESPONSES	
Live	40.68%	48
Work	0.85%	1
Live and Work	56.78%	67
Neither	1.69%	2
TOTAL		118

Q8 What is your age range?

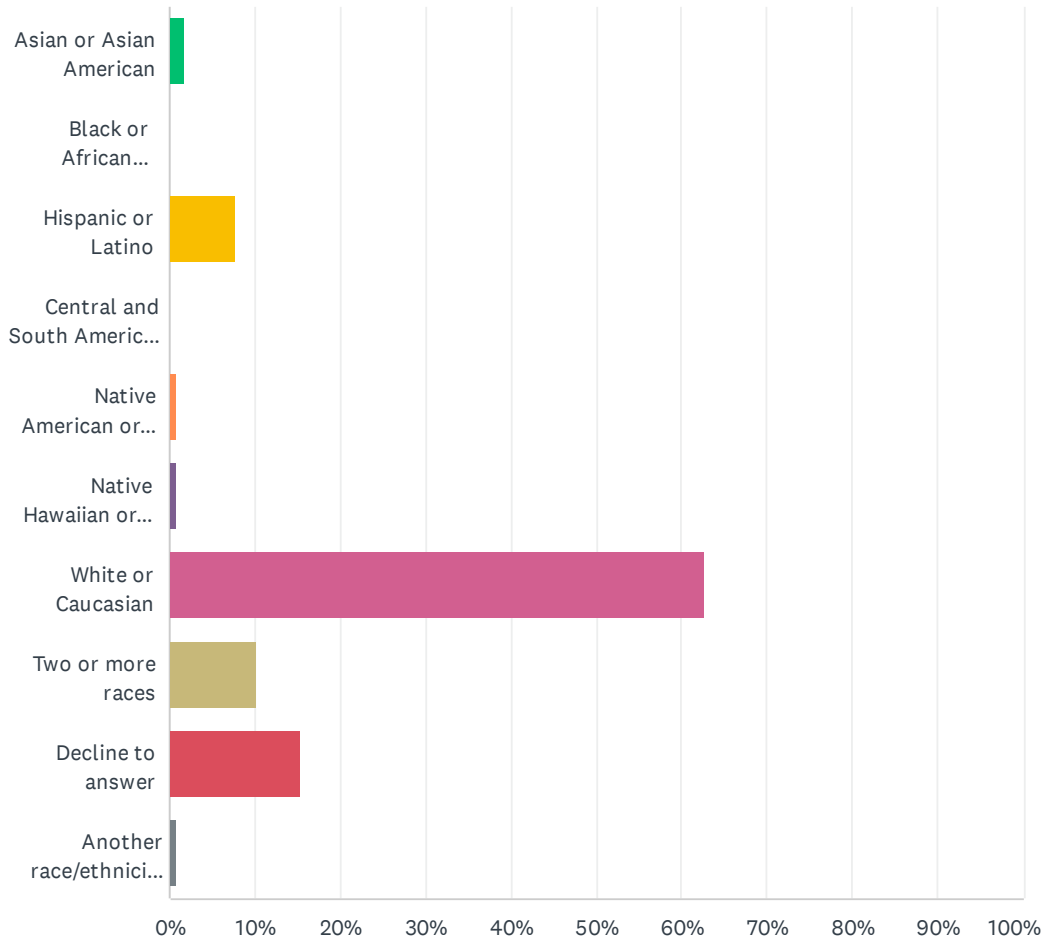
Answered: 118 Skipped: 8



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	7.63%	9
30-39 years	24.58%	29
40-49 years	14.41%	17
50-59 years	16.10%	19
60-69 years	25.42%	30
70 years or older	11.86%	14
TOTAL		118

Q9 With which race or ethnic group(s) do you most identify?

Answered: 118 Skipped: 8



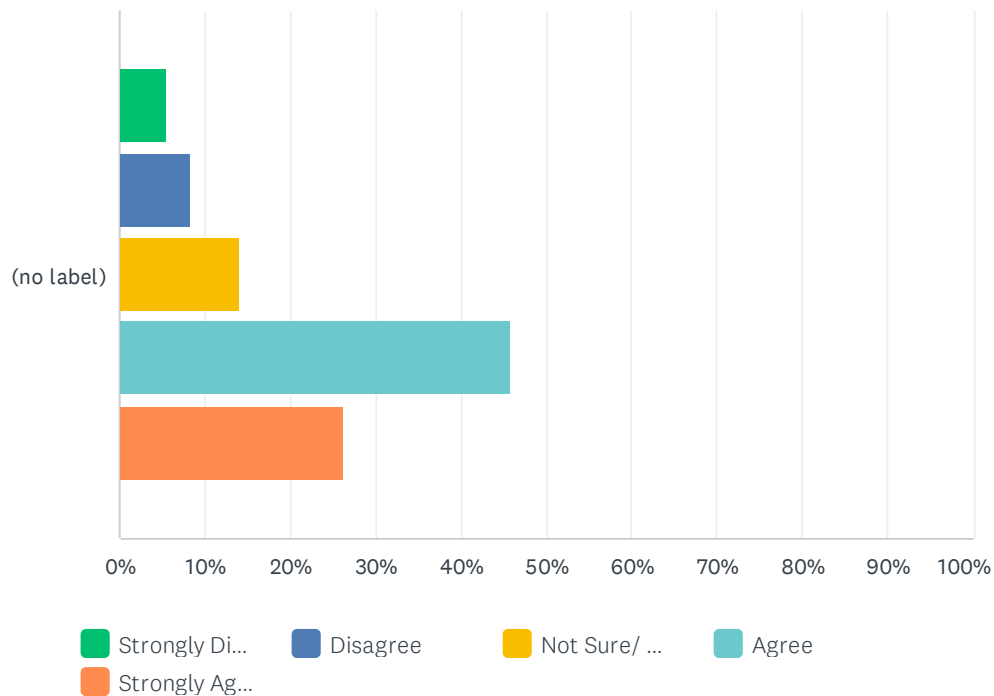
Five Points / Pacific View Mall Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.69%	2
Black or African American	0.00%	0
Hispanic or Latino	7.63%	9
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	0.85%	1
Native Hawaiian or other Pacific Islander	0.85%	1
White or Caucasian	62.71%	74
Two or more races	10.17%	12
Decline to answer	15.25%	18
Another race/ethnicity (please specify)	0.85%	1
TOTAL		118

Johnson Corridor Survey Results

Q1 In the current General Plan, the vision for the Johnson Corridor is to strengthen the area’s economic presence, establish a strategic mix of uses, provide a visual gateway to the city, and leverage the area around the Metrolink station. Please indicate your level of agreement with this vision.

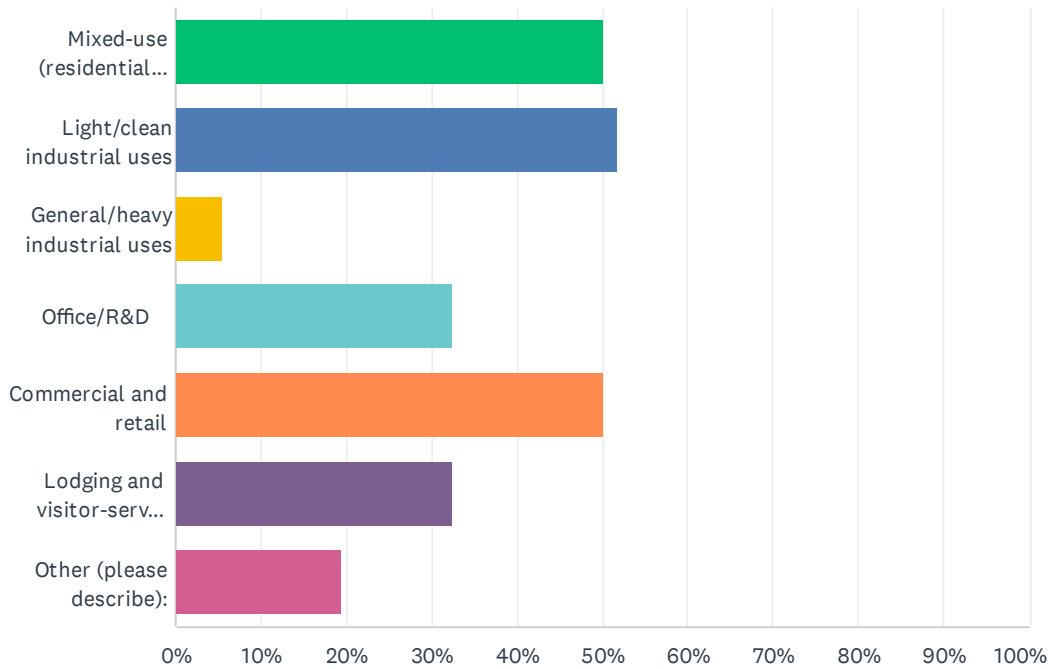
Answered: 107 Skipped: 1



	STRONGLY DISAGREE	DISAGREE	NOT SURE/ NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	5.61% 6	8.41% 9	14.02% 15	45.79% 49	26.17% 28	107	3.79

Q2 During the community engagement process, a wide variety of uses were identified by participants for the Johnson Drive Area. What land uses are the most important for this area? (select 3)

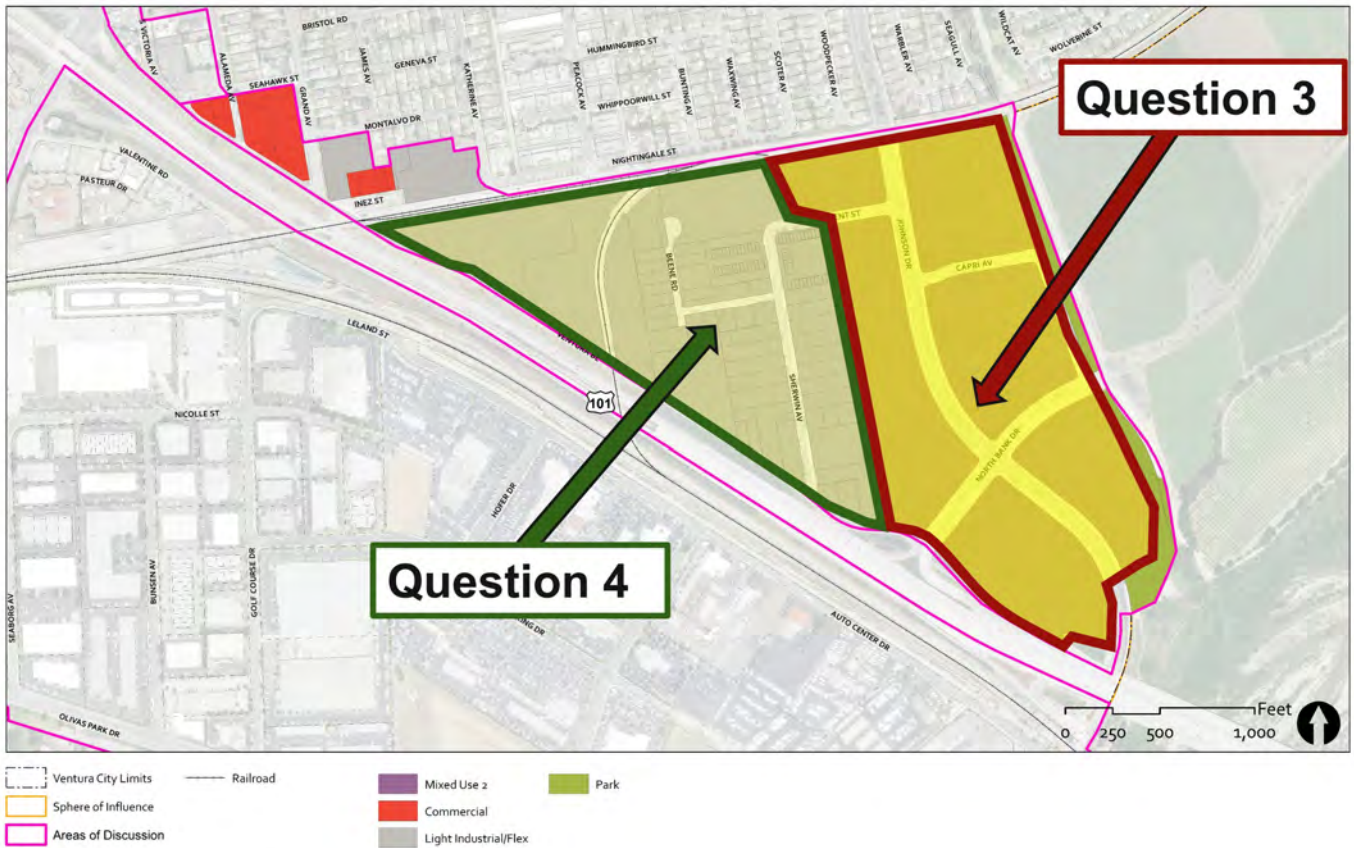
Answered: 108 Skipped: 0



ANSWER CHOICES	RESPONSES	
Mixed-use (residential over retail) and multifamily housing	50.00%	54
Light/clean industrial uses	51.85%	56
General/heavy industrial uses	5.56%	6
Office/R&D	32.41%	35
Commercial and retail	50.00%	54
Lodging and visitor-serving uses	32.41%	35
Other (please describe):	19.44%	21
Total Respondents: 108		

**Please refer to the open-ended responses section to see the comments*

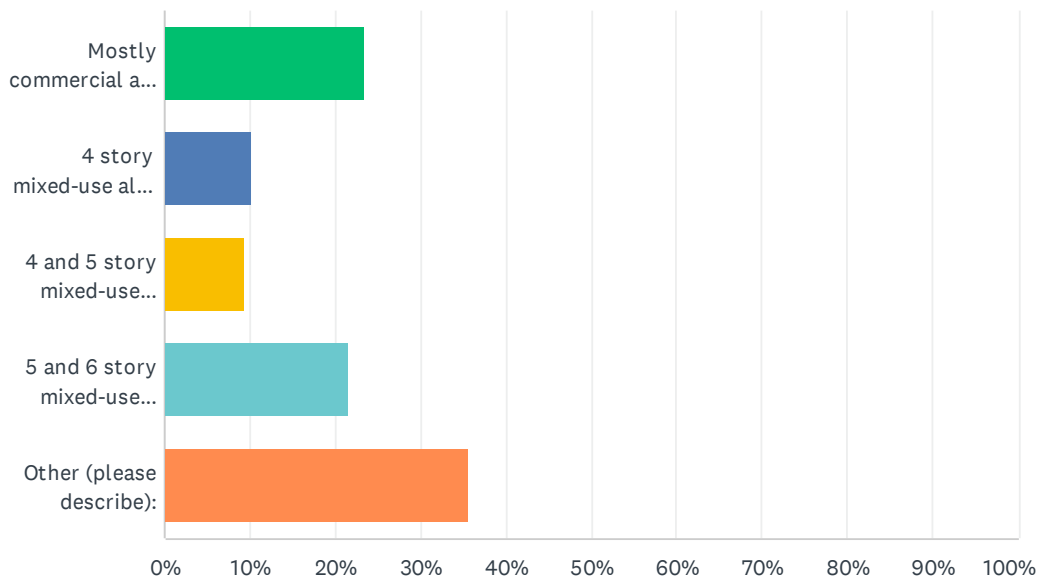
Please refer to this image for questions 3-4.



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

Q3 Johnson Drive currently has 1 and 2 story commercial buildings, some of which are vacant or underutilized. What land uses should be allowed on Johnson Drive? (Note: some parcels are currently in the process of being converted to mixed use to accommodate housing needed to meet the State housing requirements).

Answered: 107 Skipped: 1

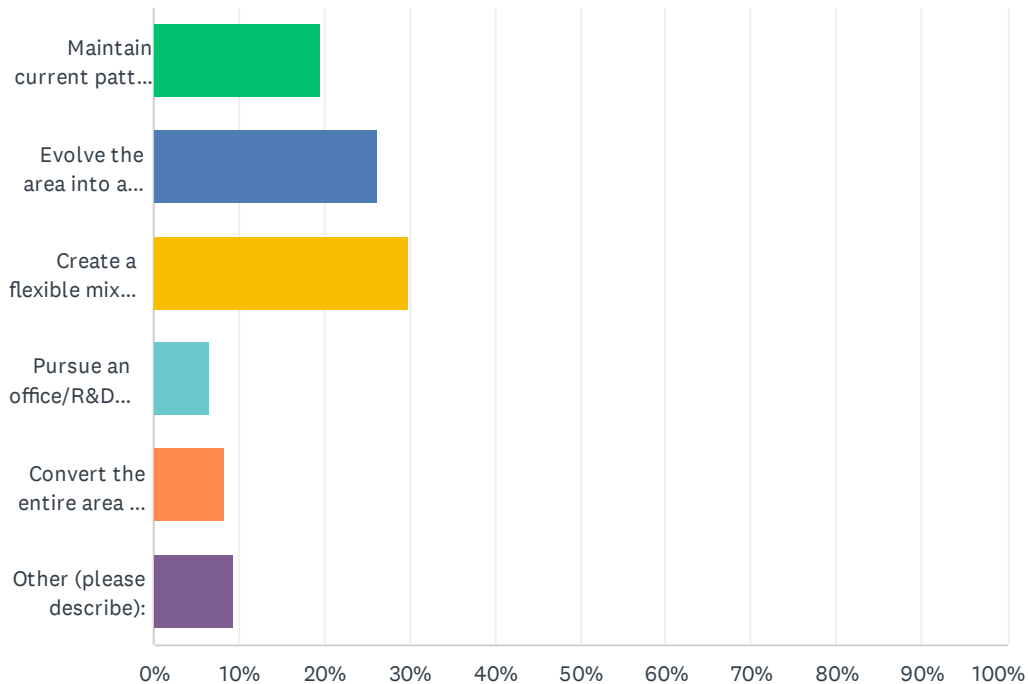


ANSWER CHOICES	RESPONSES	
Mostly commercial and industrial uses with a small amount of mixed use (Base Alternative)	23.36%	25
4 story mixed-use along the entire corridor (Core Alternative)	10.28%	11
4 and 5 story mixed-use buildings along the majority of the corridor (Distributed Alternative)	9.35%	10
5 and 6 story mixed-use buildings along the entire corridor (Expansion Alternative)	21.50%	23
Other (please describe):	35.51%	38
TOTAL		107

**Please refer to the open-ended responses section to see the comments*

Q4 The area east of the parcels fronting Johnson Drive is currently a mix of small industrial uses, warehouse and distribution, storage, and single-family homes. What best describes your vision for this area?

Answered: 107 Skipped: 1

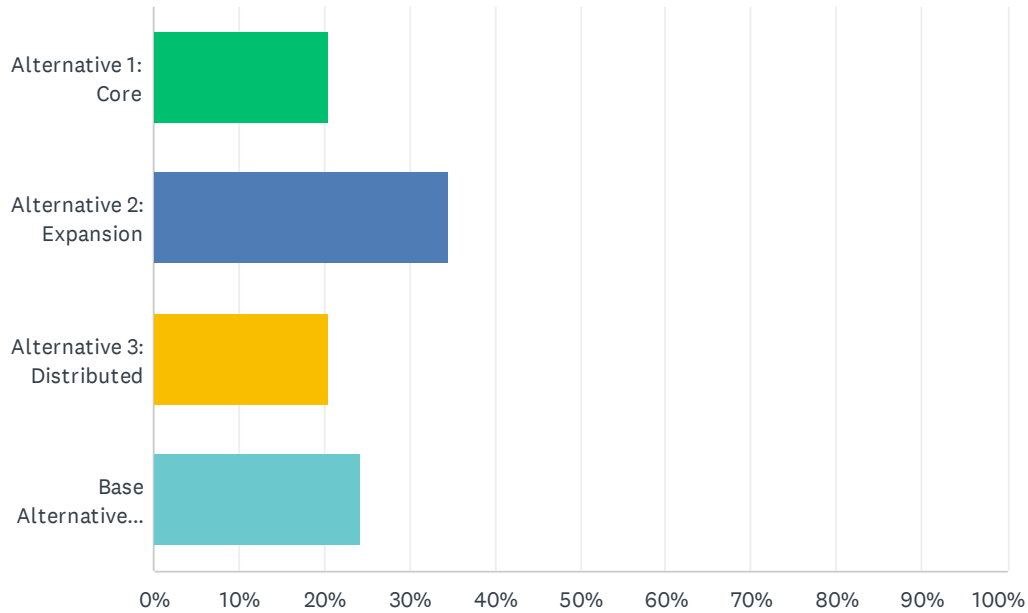


ANSWER CHOICES	RESPONSES	
Maintain current pattern of industrial and commercial uses (Base Alternative)	19.63%	21
Evolve the area into a higher intensity employment district focusing on light industrial uses (Core Alternative)	26.17%	28
Create a flexible mix of uses that includes residential, retail, industrial and commercial (Expansion Alternative)	29.91%	32
Pursue an office/R&D district supported by some industrial uses (Distributed Alternative)	6.54%	7
Convert the entire area to multifamily residential to add significant housing near the Metrolink station (not included in any alternative)	8.41%	9
Other (please describe):	9.35%	10
TOTAL		107

**Please refer to the open-ended responses section to see the comments*

Q5 Based on what you have seen so far, which alternative best matches your vision for the future of the Johnson Corridor?

Answered: 78 Skipped: 30



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	20.51%	16
Alternative 2: Expansion	34.62%	27
Alternative 3: Distributed	20.51%	16
Base Alternative (maintain proposed base land use designations)	24.36%	19
TOTAL		78

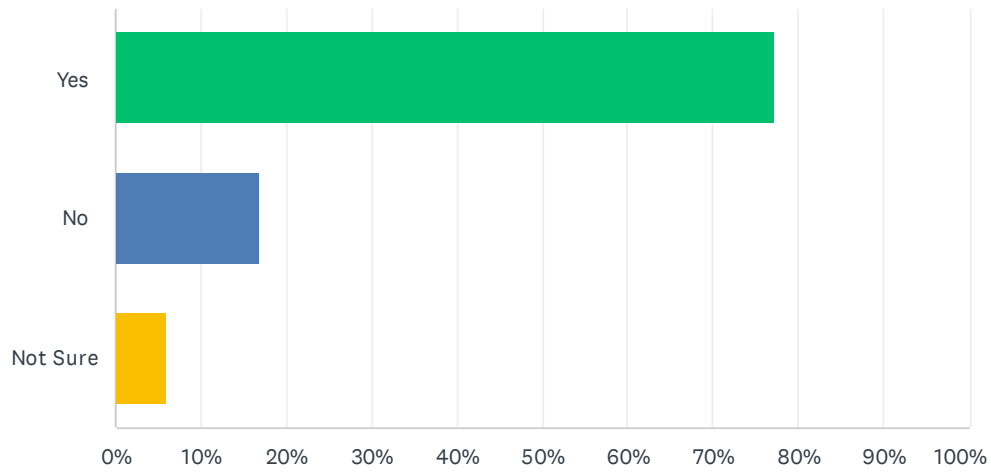
Q6 Use the space below to tell us how you would improve your selected alternative.

Answered: 62 Skipped: 46

**Please refer to the open-ended responses section to see the comments*

Q7 Have you taken the Citywide/Downtown survey?

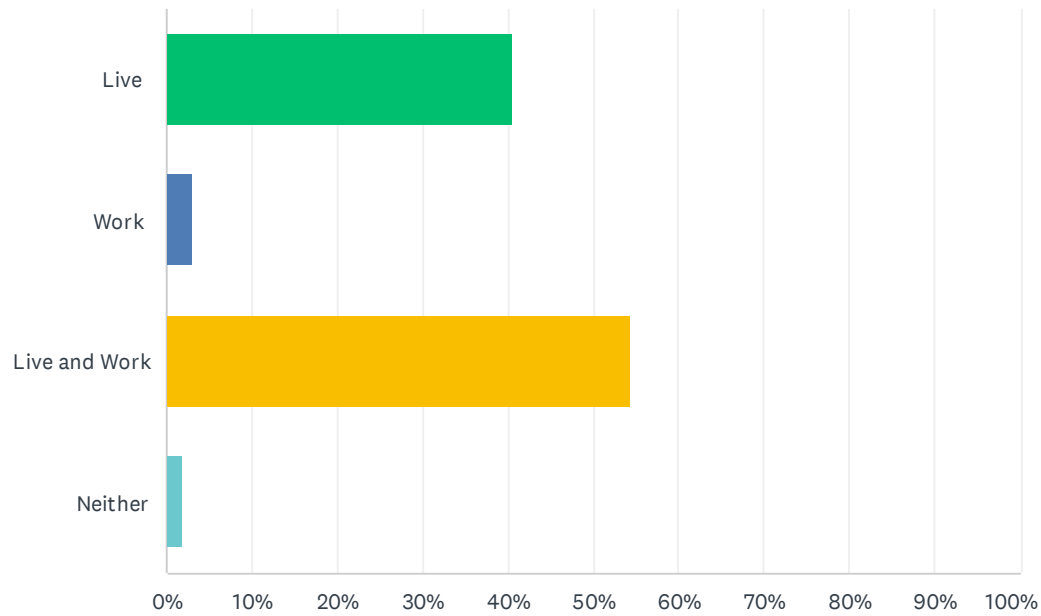
Answered: 101 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	77.23%	78
No	16.83%	17
Not Sure	5.94%	6
TOTAL		101

Q8 Tell us about your relationship with the City of Ventura

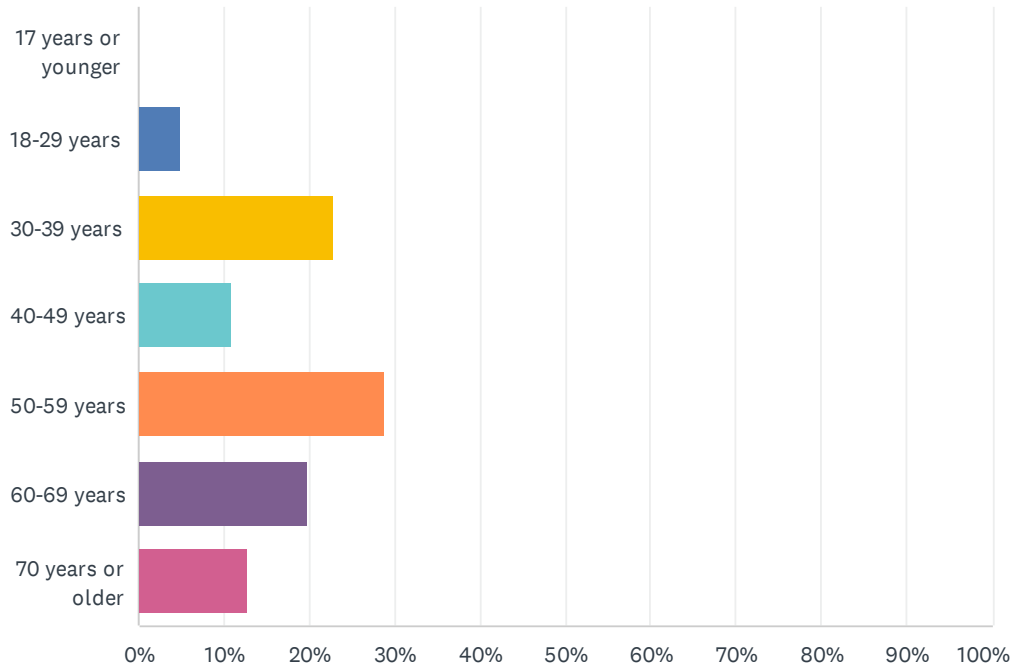
Answered: 101 Skipped: 7



ANSWER CHOICES	RESPONSES
Live	40.59% 41
Work	2.97% 3
Live and Work	54.46% 55
Neither	1.98% 2
TOTAL	101

Q9 What is your age range?

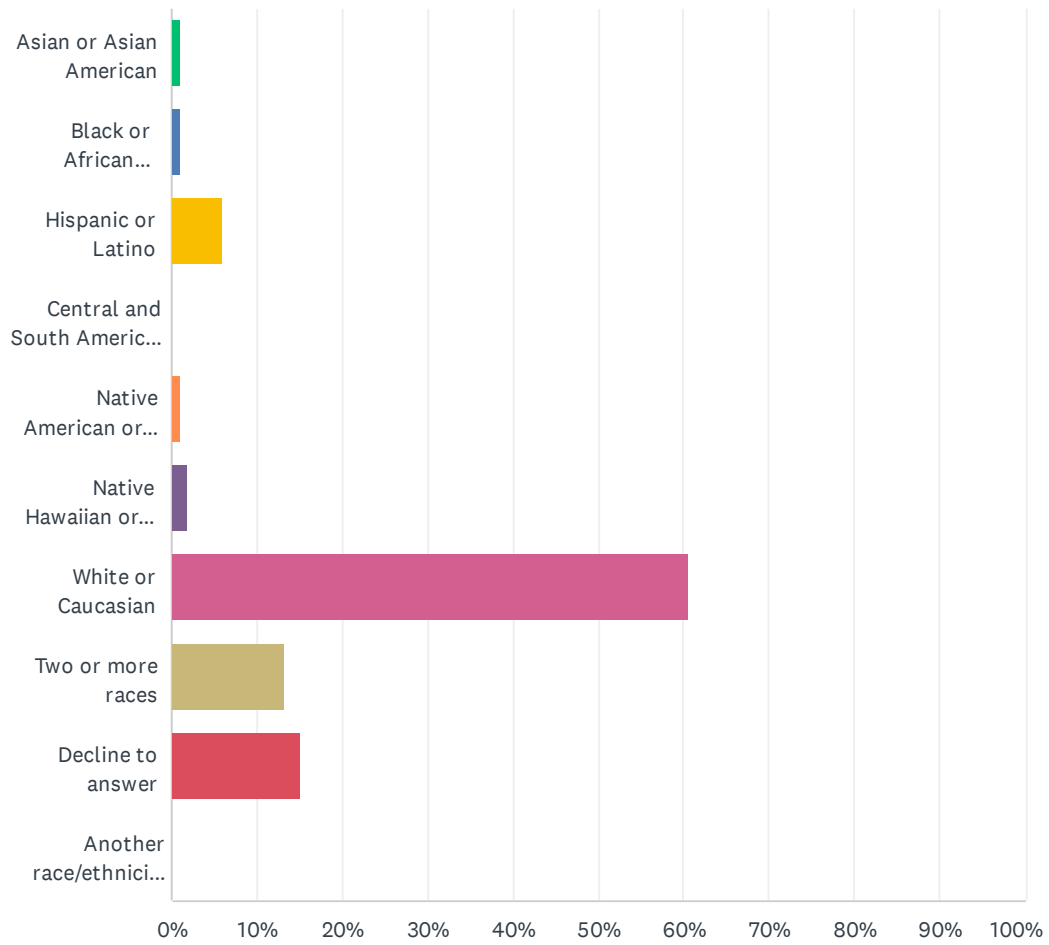
Answered: 101 Skipped: 7



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	4.95%	5
30-39 years	22.77%	23
40-49 years	10.89%	11
50-59 years	28.71%	29
60-69 years	19.80%	20
70 years or older	12.87%	13
TOTAL		101

Q10 With which race or ethnic group(s) do you most identify?

Answered: 99 Skipped: 9



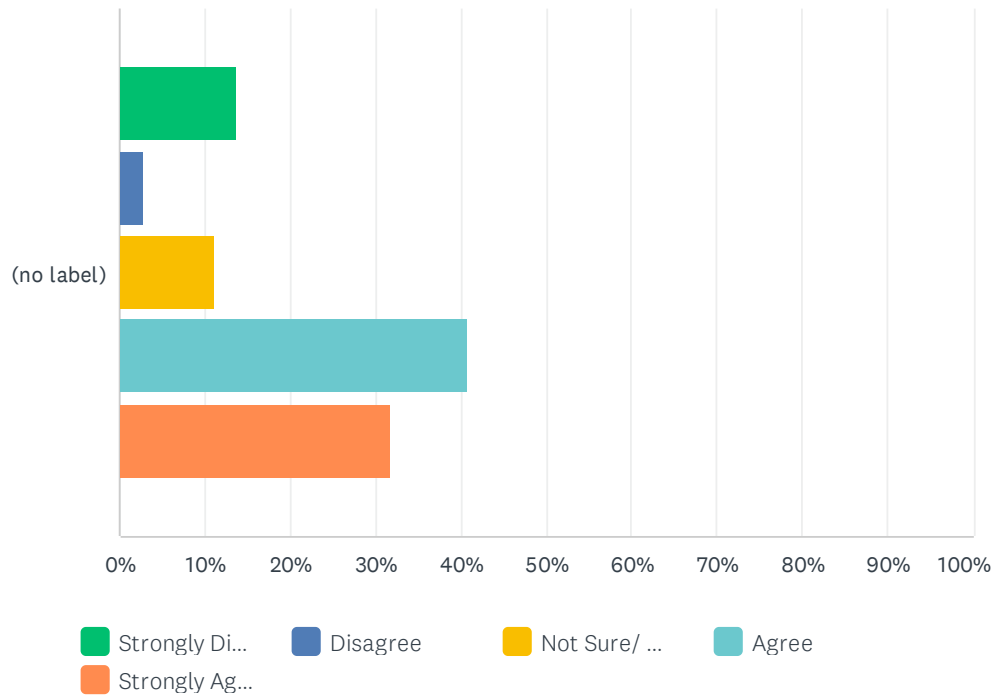
Johnson Corridor Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.01%	1
Black or African American	1.01%	1
Hispanic or Latino	6.06%	6
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	1.01%	1
Native Hawaiian or other Pacific Islander	2.02%	2
White or Caucasian	60.61%	60
Two or more races	13.13%	13
Decline to answer	15.15%	15
Another race/ethnicity (please specify)	0.00%	0
TOTAL		99

Midtown Corridor Survey Results

Q1 The vision for Main Street and Thompson in the General Plan and the Midtown Corridors Development Code is to support mixed use and pedestrian-oriented environments, to provide amenities for adjoining neighborhoods, and to ensure human-scaled design. Please indicate your level of agreement with this vision.

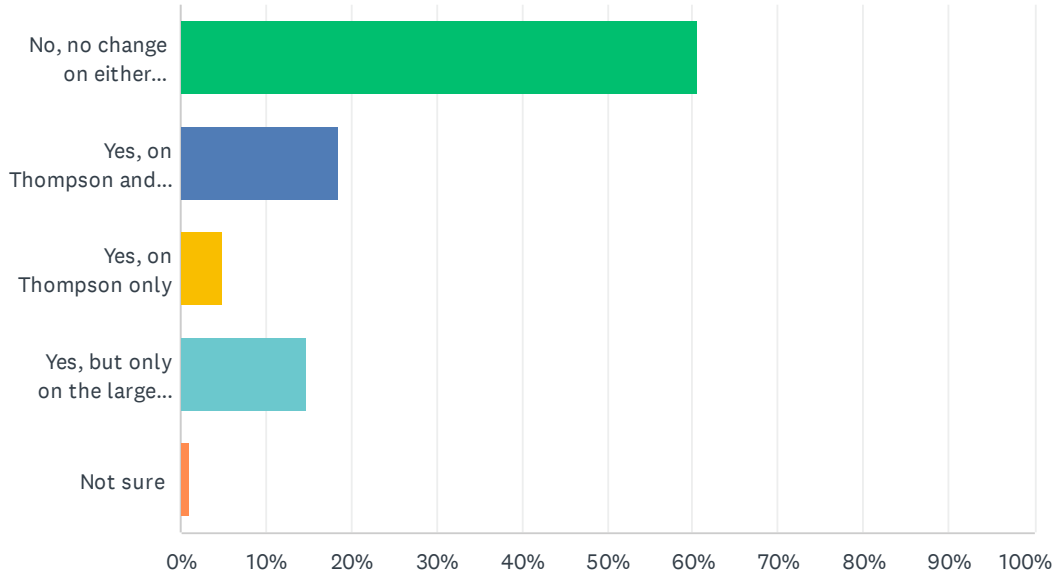
Answered: 182 Skipped: 4



	STRONGLY DISAGREE	DISAGREE	NOT SURE/ NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.74% 25	2.75% 5	10.99% 20	40.66% 74	31.87% 58	182	3.74

Q2 Would you support increasing heights by 1 story along these corridors if it resulted in more transit use, revitalized underdeveloped properties, and more affordable housing?

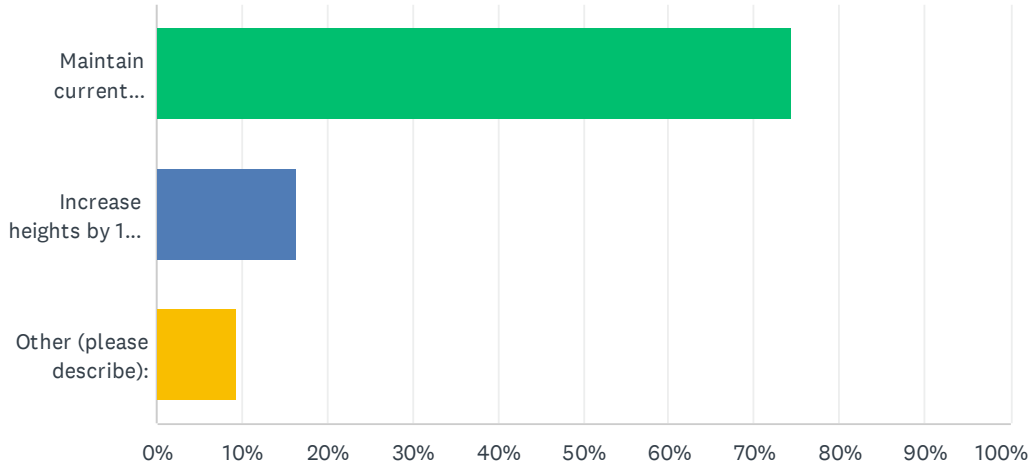
Answered: 183 Skipped: 3



ANSWER CHOICES	RESPONSES	
No, no change on either corridor	60.66%	111
Yes, on Thompson and Main Street	18.58%	34
Yes, on Thompson only	4.92%	9
Yes, but only on the large parcels to minimize impacts to adjacent residential areas	14.75%	27
Not sure	1.09%	2
TOTAL		183

Q3 Thinking about Main Street between Aliso Lane and Loma Vista Road, please tell us your thoughts on the scale of buildings.

Answered: 183 Skipped: 3

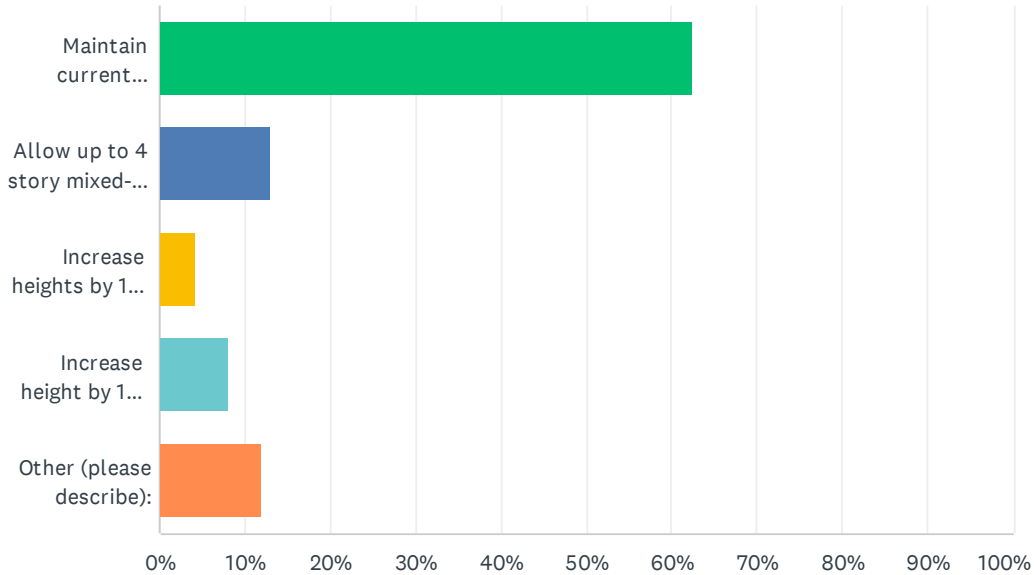


ANSWER CHOICES	RESPONSES
Maintain current regulations allowing mixed-use buildings of up to 3 stories (Base, Expansion and Distributed Alternatives)	74.32% 136
Increase heights by 1 story to allow mixed use buildings of up to 4 stories (Core Alternative)	16.39% 30
Other (please describe):	9.29% 17
TOTAL	183

**Please refer to the open-ended responses section to see the comments*

Q4 Thompson Boulevard is identified as a major future transit corridor and currently has a mix of automobile-oriented uses. Thinking about Thompson Boulevard between Sanjon Road and Katherine Drive, please tell us your preference for the scale of buildings.

Answered: 184 Skipped: 2

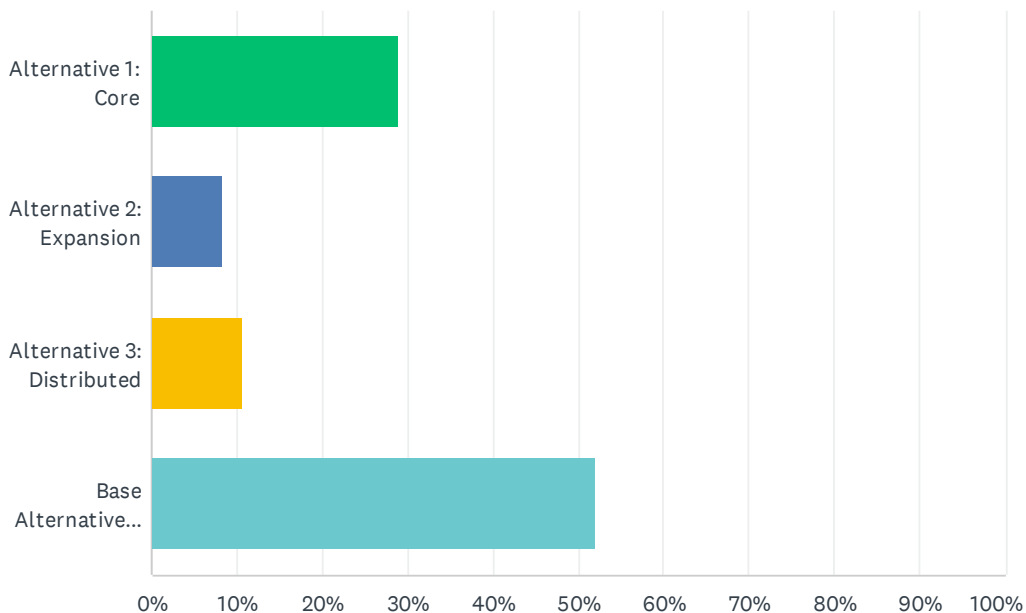


ANSWER CHOICES	RESPONSES
Maintain current regulations allowing mixed-use buildings of up to 3 stories (Base and Expansion Alternatives)	62.50% 115
Allow up to 4 story mixed-use buildings on the north side of Thompson (an increase of 1 story) and 5 story mixed-use buildings on the south side (an increase of 2 stories) (Core Alternative)	13.04% 24
Increase heights by 1 story (to allow 4 story mixed-use buildings) on both sides of Thompson (not in Alternatives)	4.35% 8
Increase height by 1 story only on the south side of the street (Distributed Alternative)	8.15% 15
Other (please describe):	11.96% 22
TOTAL	184

**Please refer to the open-ended responses section to see the comments*

Q5 Based on what you have seen so far, which alternative best matches your vision for the future of the Midtown Corridors?

Answered: 169 Skipped: 17



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	28.99%	49
Alternative 2: Expansion	8.28%	14
Alternative 3: Distributed	10.65%	18
Base Alternative (maintain proposed base land use designations)	52.07%	88
TOTAL		169

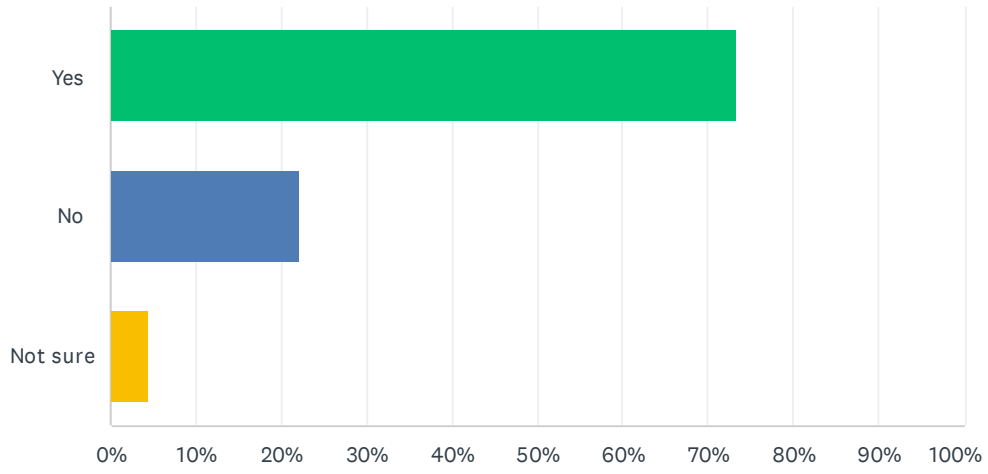
Q6 Use the space below to tell us how you would improve your selected alternative.

Answered: 79 Skipped: 107

**Please refer to the open-ended responses section to see the comments*

Q7 Have you taken the Citywide/Downtown survey?

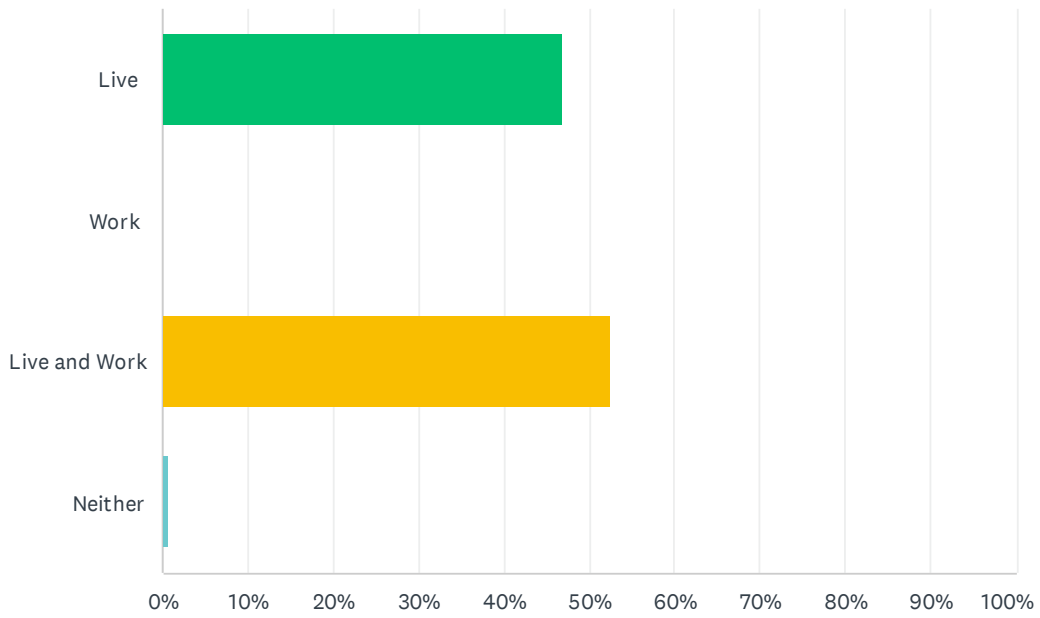
Answered: 180 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	73.33%	132
No	22.22%	40
Not sure	4.44%	8
TOTAL		180

Q8 Tell us about your relationship with the City of Ventura

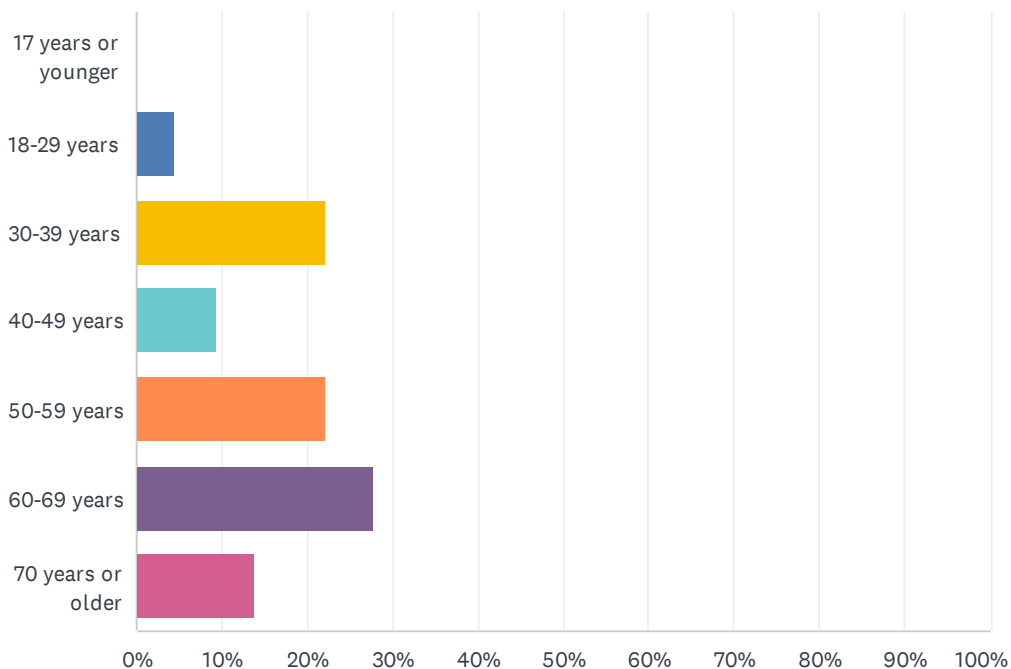
Answered: 181 Skipped: 5



ANSWER CHOICES	RESPONSES	
Live	46.96%	85
Work	0.00%	0
Live and Work	52.49%	95
Neither	0.55%	1
TOTAL		181

Q9 What is your age range?

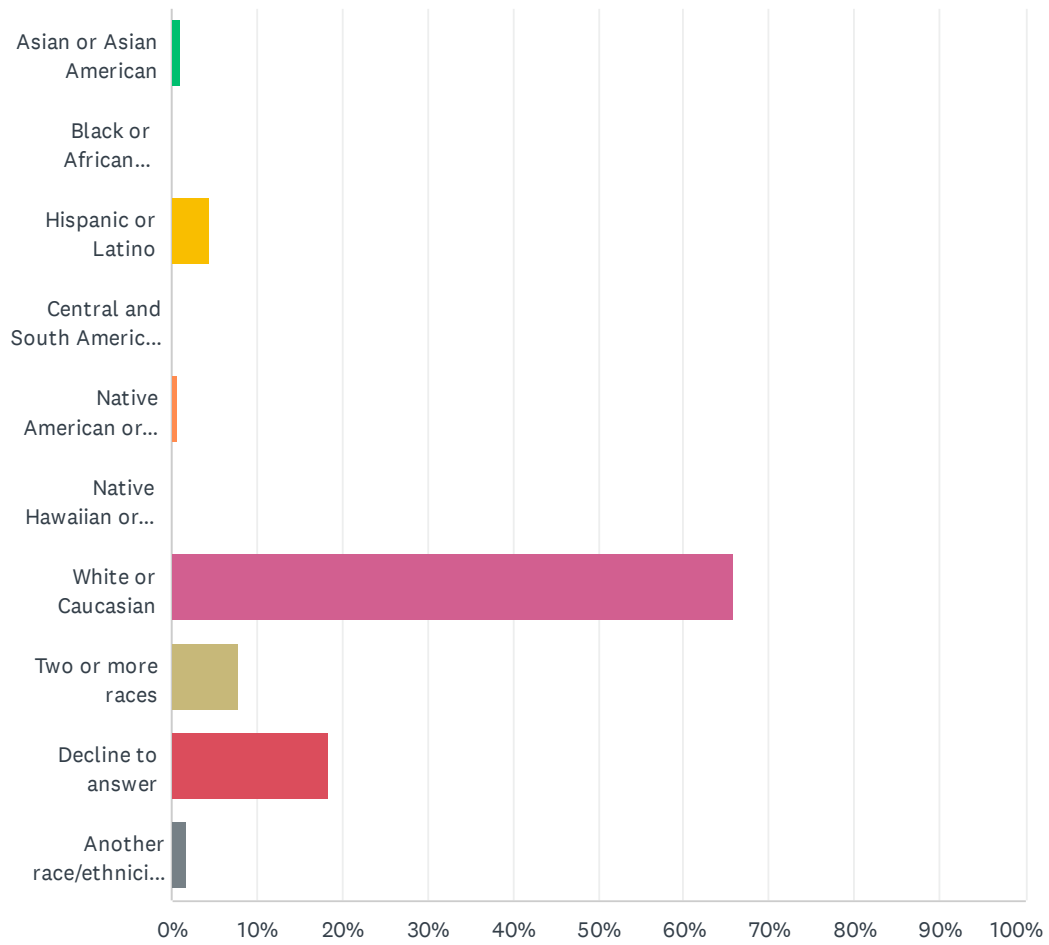
Answered: 180 Skipped: 6



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	4.44%	8
30-39 years	22.22%	40
40-49 years	9.44%	17
50-59 years	22.22%	40
60-69 years	27.78%	50
70 years or older	13.89%	25
TOTAL		180

Q10 With which race or ethnic group(s) do you most identify?

Answered: 179 Skipped: 7



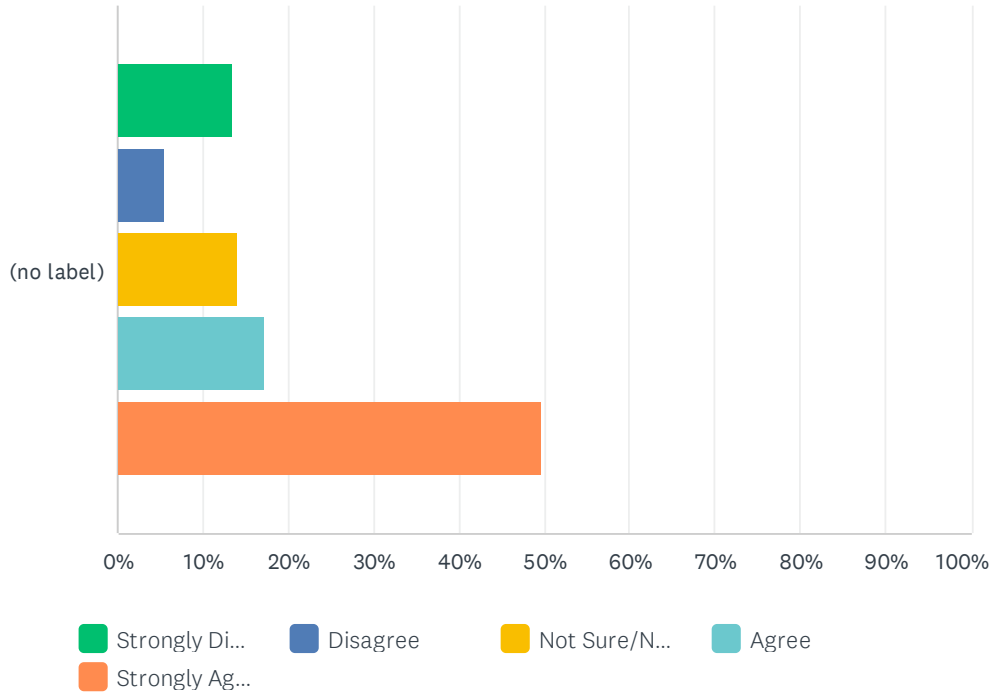
Midtown Corridors Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.12%	2
Black or African American	0.00%	0
Hispanic or Latino	4.47%	8
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	0.56%	1
Native Hawaiian or other Pacific Islander	0.00%	0
White or Caucasian	65.92%	118
Two or more races	7.82%	14
Decline to answer	18.44%	33
Another race/ethnicity (please specify)	1.68%	3
TOTAL		179

Pierpont Survey Results

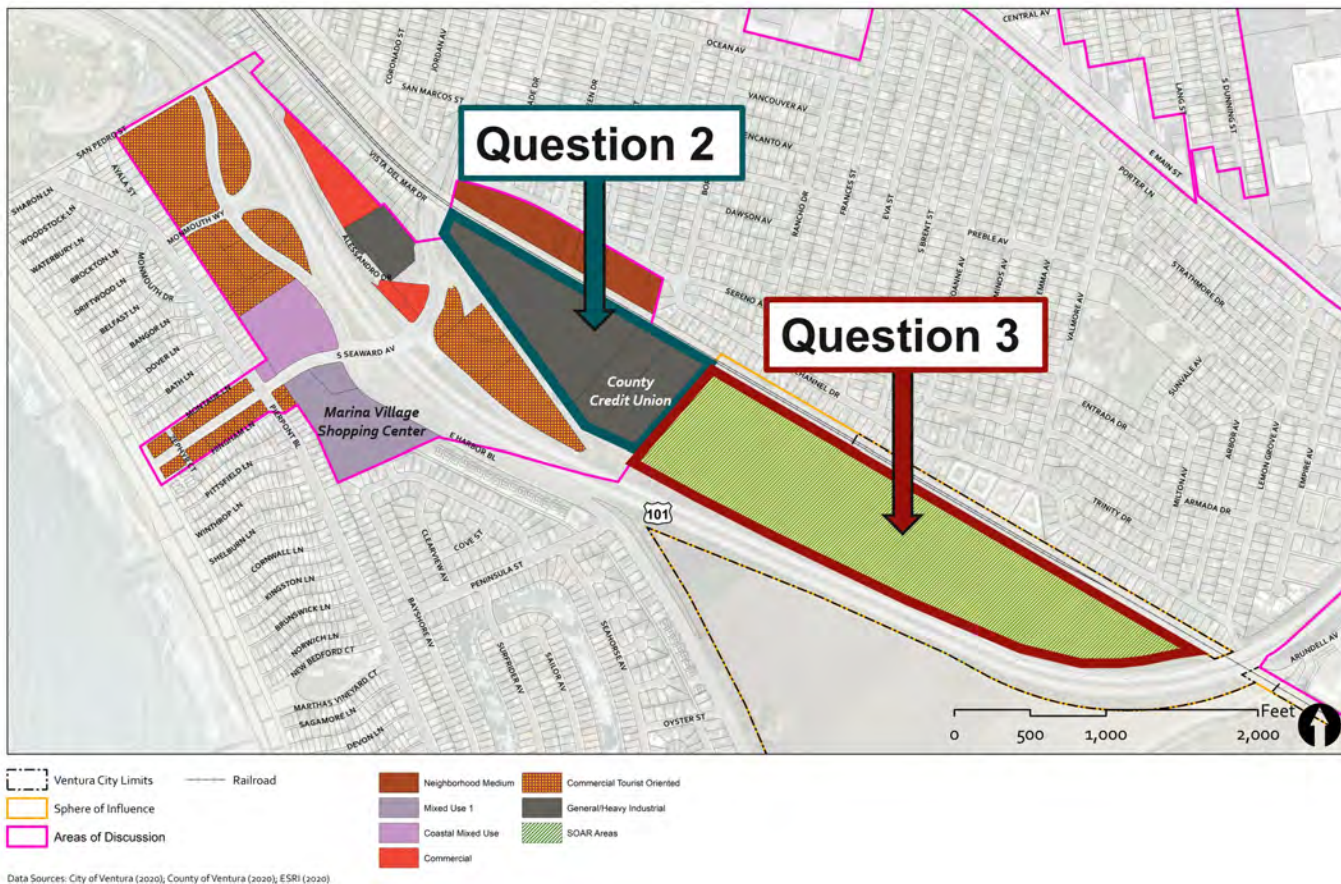
Q1 In the current General Plan, the vision for Pierpont is to create a vibrant neighborhood center with attractive, coastal-oriented services and to maintain Seaward as a 1-2 story commercial corridor. Please indicate your level of agreement with this vision.

Answered: 127 Skipped: 5



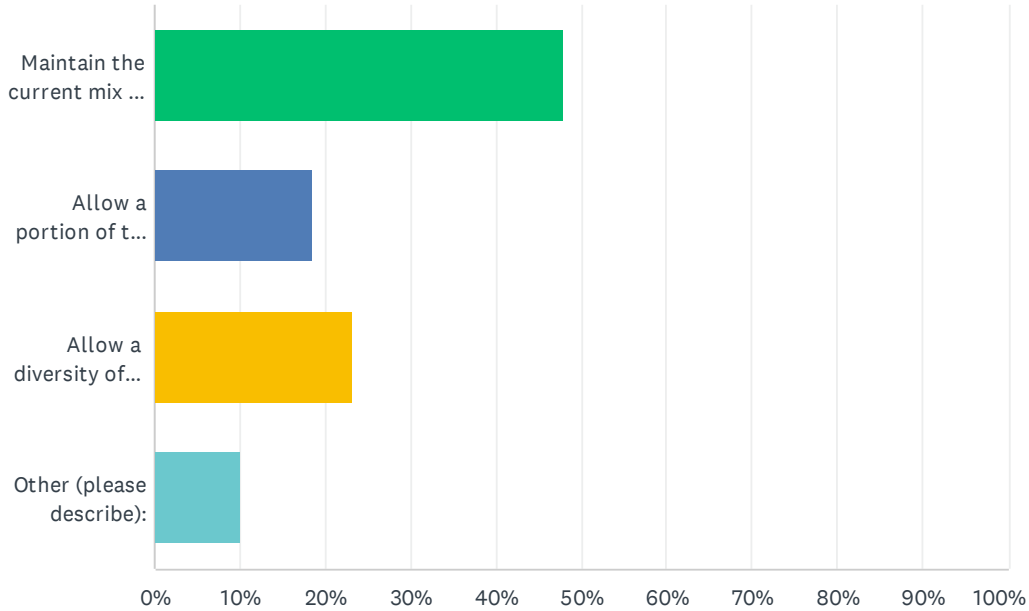
	STRONGLY DISAGREE	DISAGREE	NOT SURE/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.39% 17	5.51% 7	14.17% 18	17.32% 22	49.61% 63	127	3.84

Please refer to this image for questions 2-3.



Q2 The area between US 101 and the railroad tracks contains a mix of office, retail, and industrial uses. What is your vision for this area?

Answered: 129 Skipped: 3

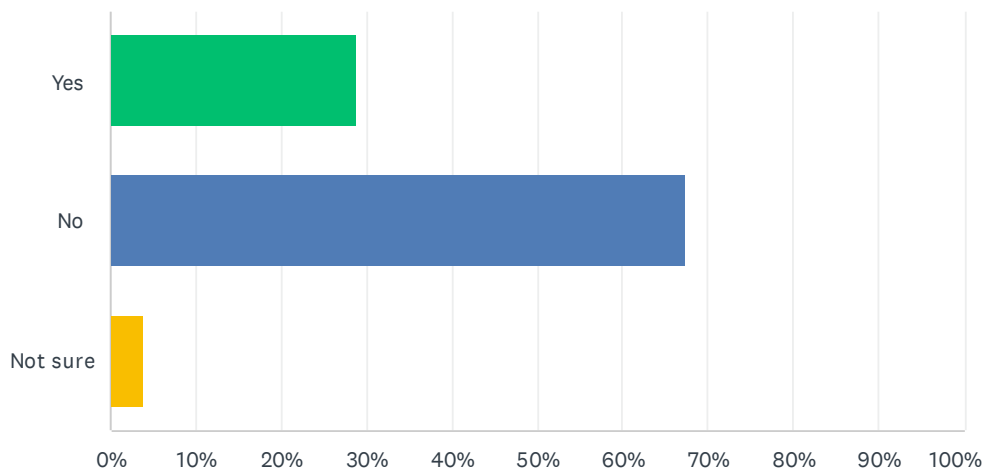


ANSWER CHOICES	RESPONSES	
Maintain the current mix of non-residential uses (Base Alternative)	48.06%	62
Allow a portion of the area to convert to 3 story residential and 4 story mixed-use (Core Alternative)	18.60%	24
Allow a diversity of single family attached and small multifamily residential uses (Expansion Alternative)	23.26%	30
Other (please describe):	10.08%	13
TOTAL		129

**Please refer to the open-ended responses section to see the comments*

Q3 Pierpont is adjacent to a SOAR area within the City’s Sphere of Influence. Do you think that this area should be annexed into the City for new development?

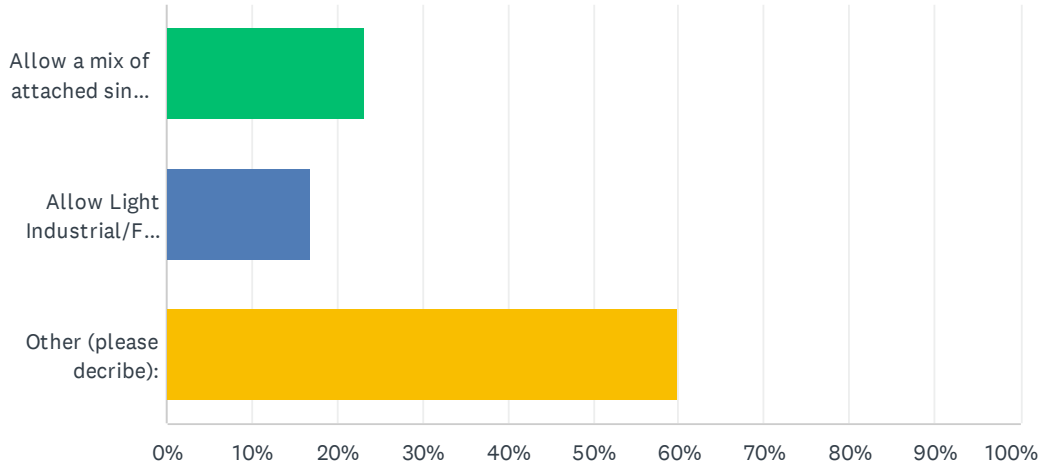
Answered: 129 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	28.68%	37
No	67.44%	87
Not sure	3.88%	5
TOTAL		129

Q4 If development were to be allowed on this property, what are the primary uses you would support?

Answered: 125 Skipped: 7

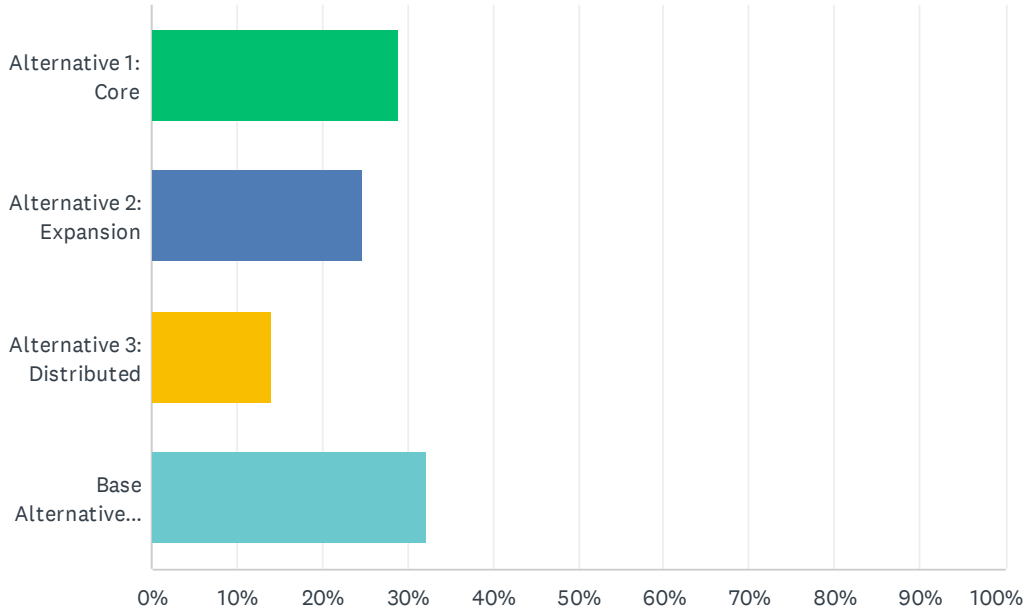


ANSWER CHOICES	RESPONSES	
Allow a mix of attached single family and 2-3 story multifamily buildings (Expansion Alternative)	23.20%	29
Allow Light Industrial/Flex uses to expand the job and tax base (Distributed)	16.80%	21
Other (please describe):	60.00%	75
TOTAL		125

**Please refer to the open-ended responses section to see the comments*

Q5 Based on what you have seen so far, which alternative best matches your vision for the future of the Pierpont?

Answered: 93 Skipped: 39



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	29.03%	27
Alternative 2: Expansion	24.73%	23
Alternative 3: Distributed	13.98%	13
Base Alternative (maintain proposed base land use designations)	32.26%	30
TOTAL		93

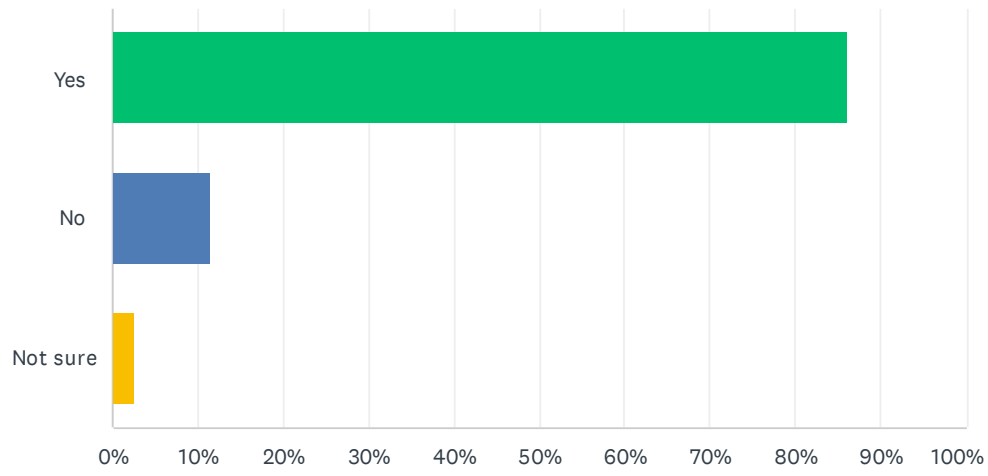
Q6 Use the space below to tell us how you would improve your selected alternative.

Answered: 78 Skipped: 54

**Please refer to the open-ended responses section to see the comments*

Q7 Have you taken the Citywide/Downtown survey?

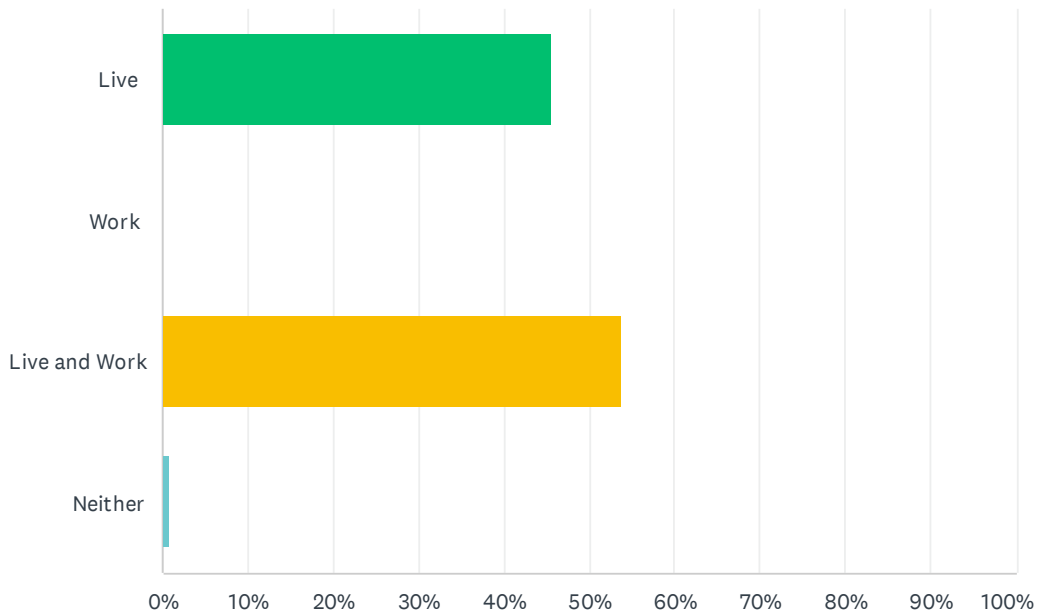
Answered: 122 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	86.07%	105
No	11.48%	14
Not sure	2.46%	3
TOTAL		122

Q8 Tell us about your relationship with the City of Ventura

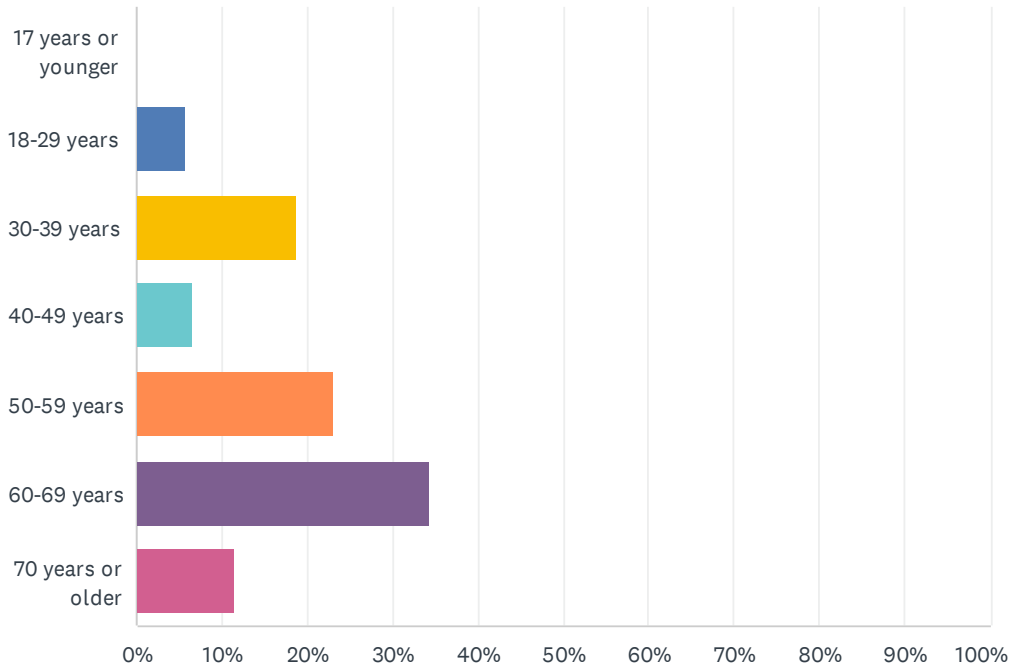
Answered: 123 Skipped: 9



ANSWER CHOICES	RESPONSES	
Live	45.53%	56
Work	0.00%	0
Live and Work	53.66%	66
Neither	0.81%	1
TOTAL		123

Q9 What is your age range?

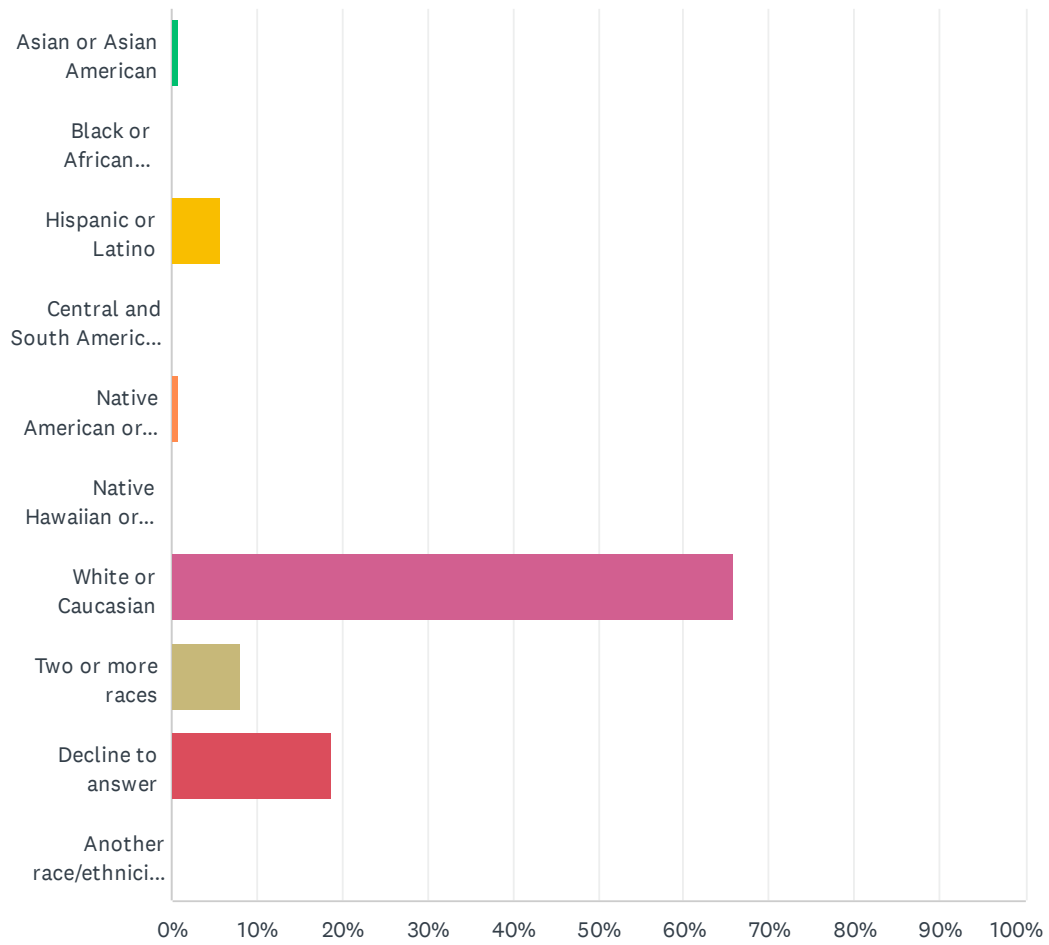
Answered: 122 Skipped: 10



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	5.74%	7
30-39 years	18.85%	23
40-49 years	6.56%	8
50-59 years	22.95%	28
60-69 years	34.43%	42
70 years or older	11.48%	14
TOTAL		122

Q10 With which race or ethnic group(s) do you most identify?

Answered: 123 Skipped: 9

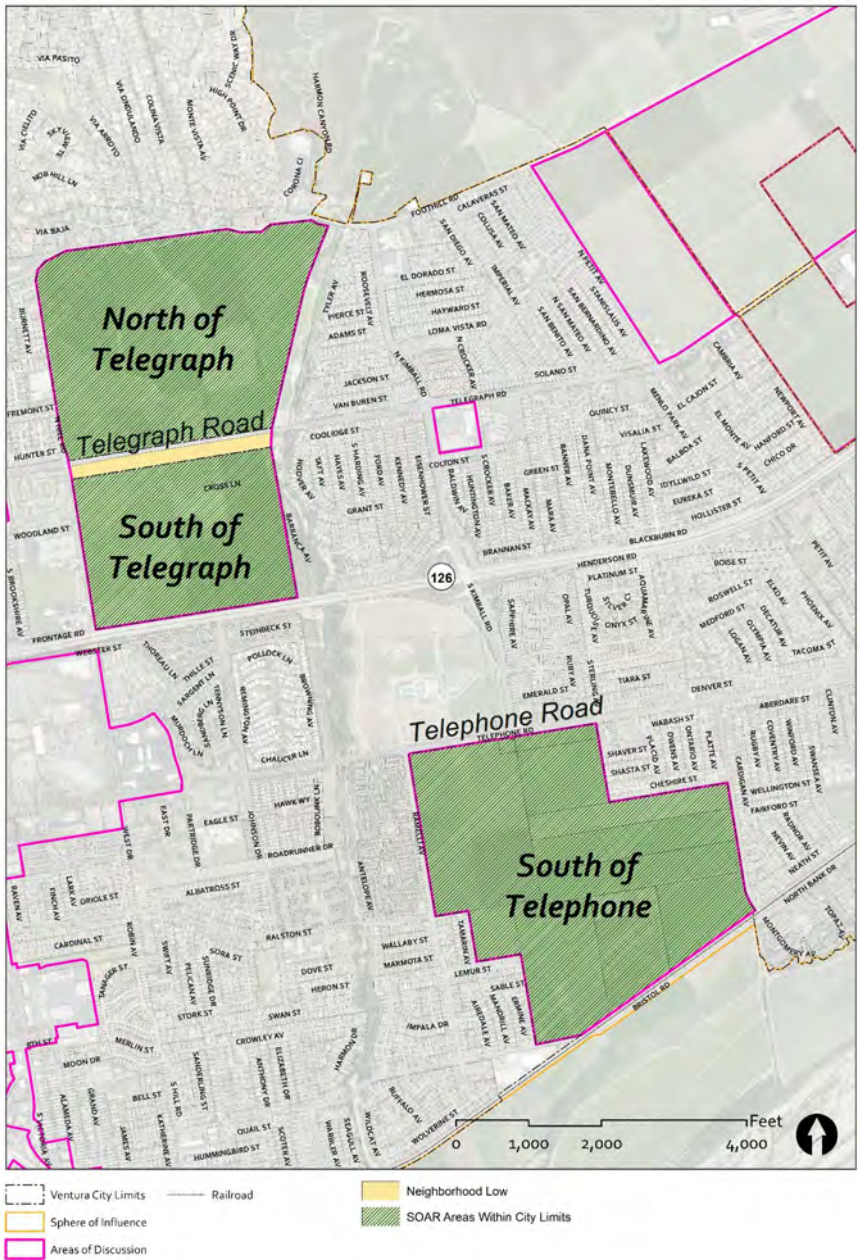


Pierpont Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	0.81%	1
Black or African American	0.00%	0
Hispanic or Latino	5.69%	7
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	0.81%	1
Native Hawaiian or other Pacific Islander	0.00%	0
White or Caucasian	65.85%	81
Two or more races	8.13%	10
Decline to answer	18.70%	23
Another race/ethnicity (please specify)	0.00%	0
TOTAL		123

SOAR Areas Survey Results

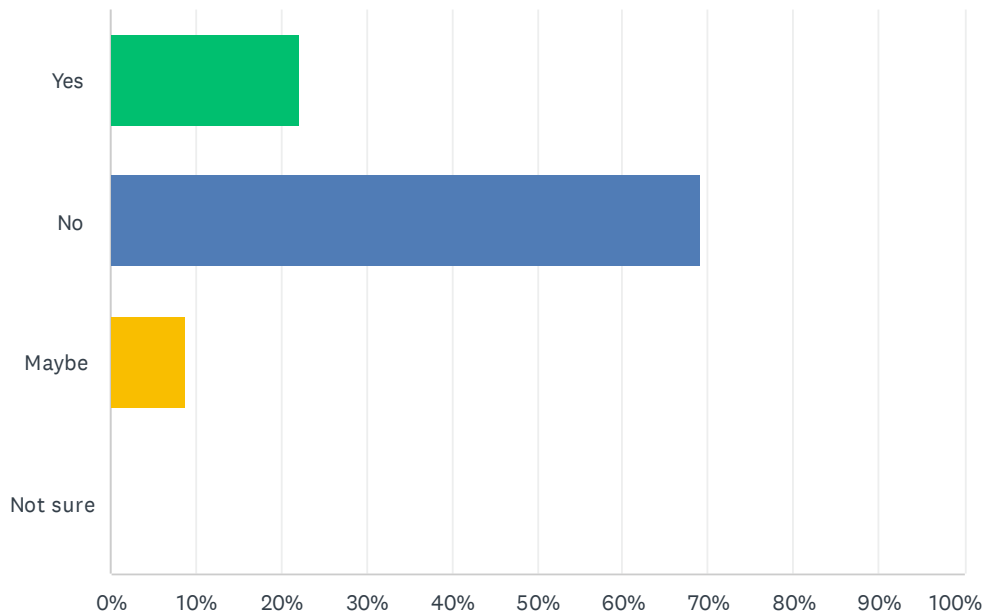
Please refer to this image for the following questions.



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

Q1 During the engagement process, some residents suggested that the City allow development in SOAR areas while other residents wanted these areas to remain as active agricultural uses. Do you think development should be allowed in some of these areas if it reduces the potential increases in height/density elsewhere in the City and produces significant benefits for the community?

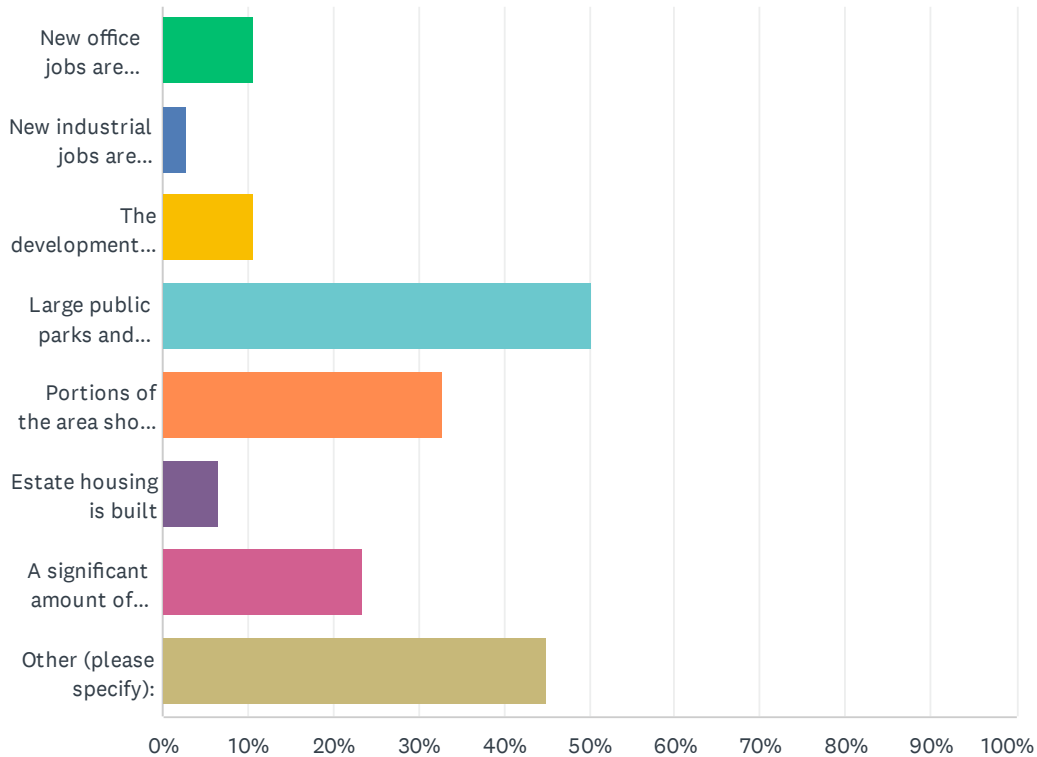
Answered: 149 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	22.15% 33
No	69.13% 103
Maybe	8.72% 13
Not sure	0.00% 0
TOTAL	149

Q2 If development were to be allowed in the SOAR areas, what outcomes would you like to see for Ventura (pick 3).

Answered: 149 Skipped: 0

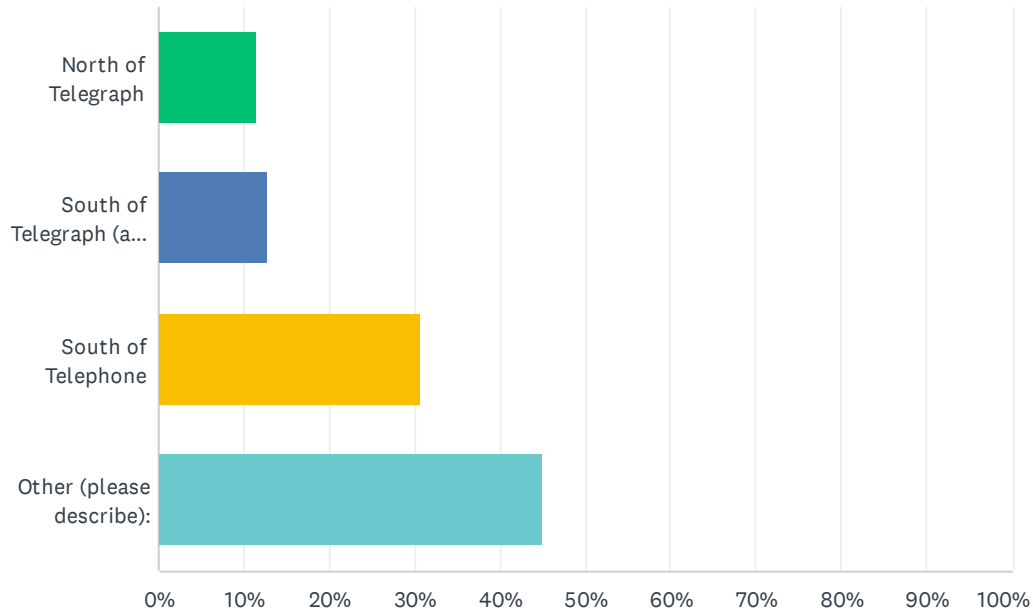


ANSWER CHOICES	RESPONSES	
New office jobs are created	10.74%	16
New industrial jobs are created	2.68%	4
The development results in significant increases in tax revenues for the City	10.74%	16
Large public parks and accessible open spaces are created	50.34%	75
Portions of the area should remain as agriculture	32.89%	49
Estate housing is built	6.71%	10
A significant amount of affordable housing is built	23.49%	35
Other (please specify):	44.97%	67
Total Respondents: 149		

**Please refer to the open-ended responses section to see the comments*

Q3 If development were to be allowed in the SOAR areas, what SOAR area should be the highest priority to develop?

Answered: 140 Skipped: 9

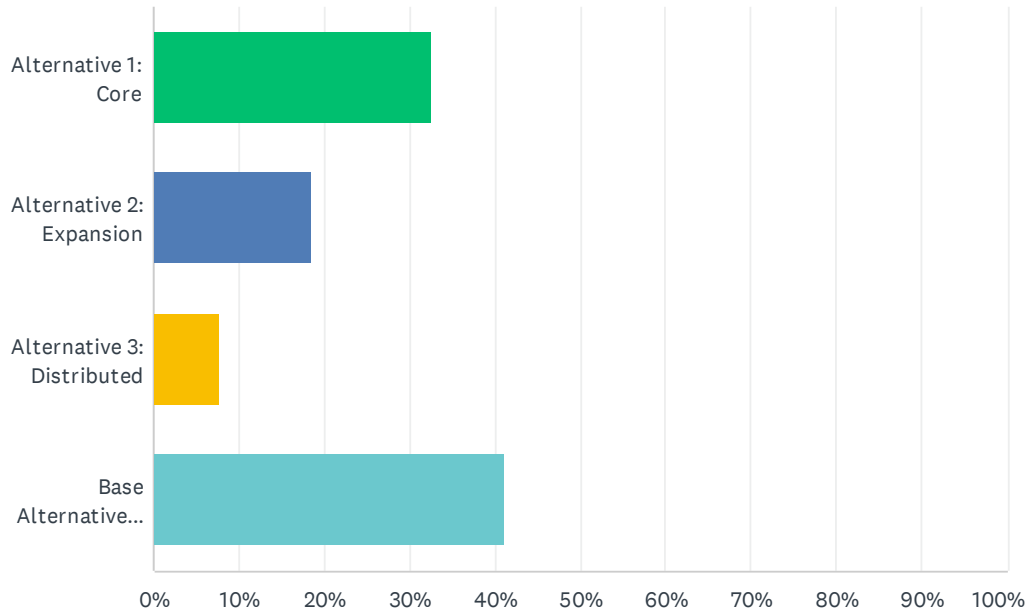


ANSWER CHOICES	RESPONSES	
North of Telegraph	11.43%	16
South of Telegraph (and north of SR 126)	12.86%	18
South of Telephone	30.71%	43
Other (please describe):	45.00%	63
TOTAL		140

**Please refer to the open-ended responses section to see the comments*

Q4 Based on what you have seen so far, which alternative best matches your vision for the future of the SOAR areas?

Answered: 129 Skipped: 20



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	32.56%	42
Alternative 2: Expansion	18.60%	24
Alternative 3: Distributed	7.75%	10
Base Alternative (maintain proposed base land use designations)	41.09%	53
TOTAL		129

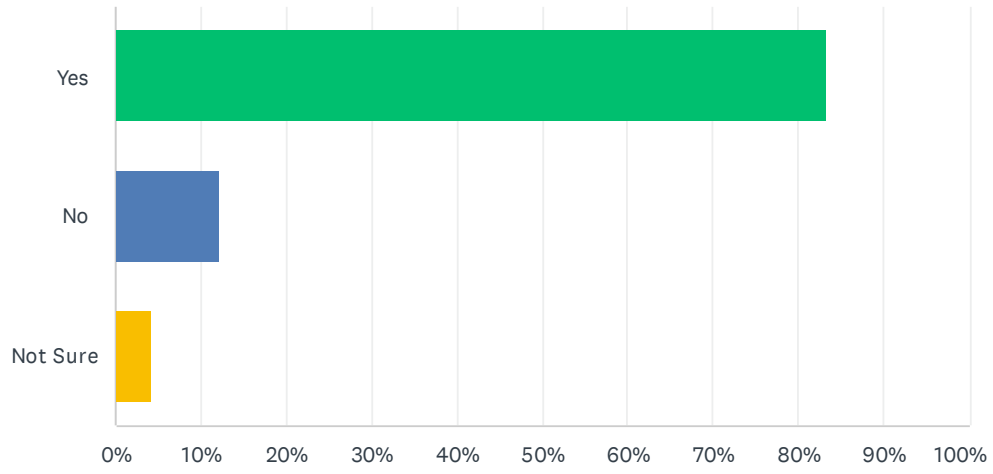
Q5 Use the space below to tell us how you would improve your selected alternative.

Answered: 67 Skipped: 82

**Please refer to the open-ended responses section to see the comments*

Q6 Have you taken the Citywide/Downtown survey?

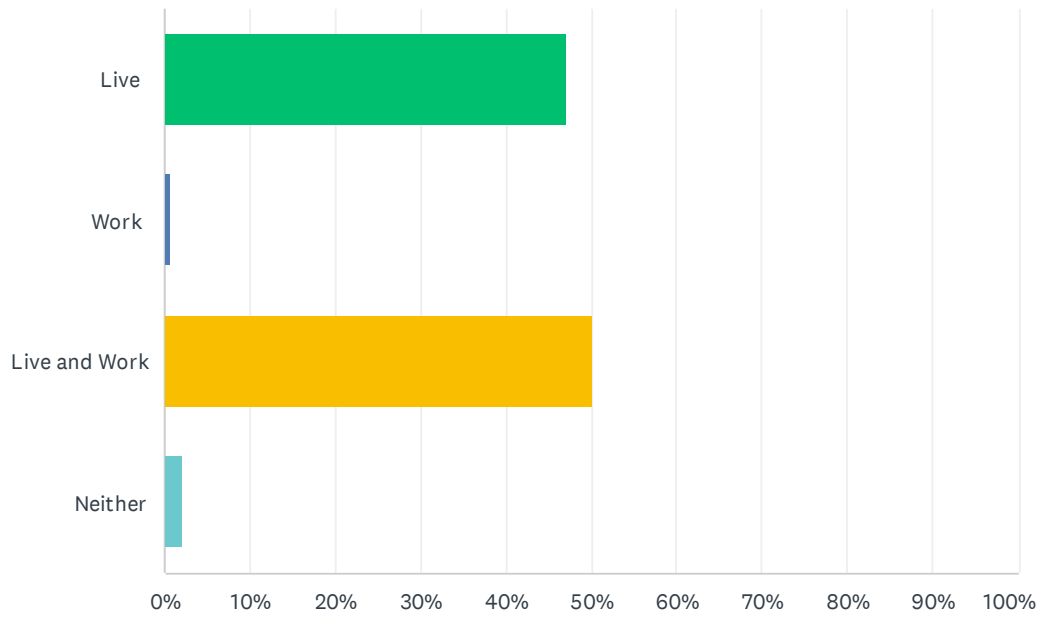
Answered: 139 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	83.45%	116
No	12.23%	17
Not Sure	4.32%	6
TOTAL		139

Q7 Tell us about your relationship with the City of Ventura

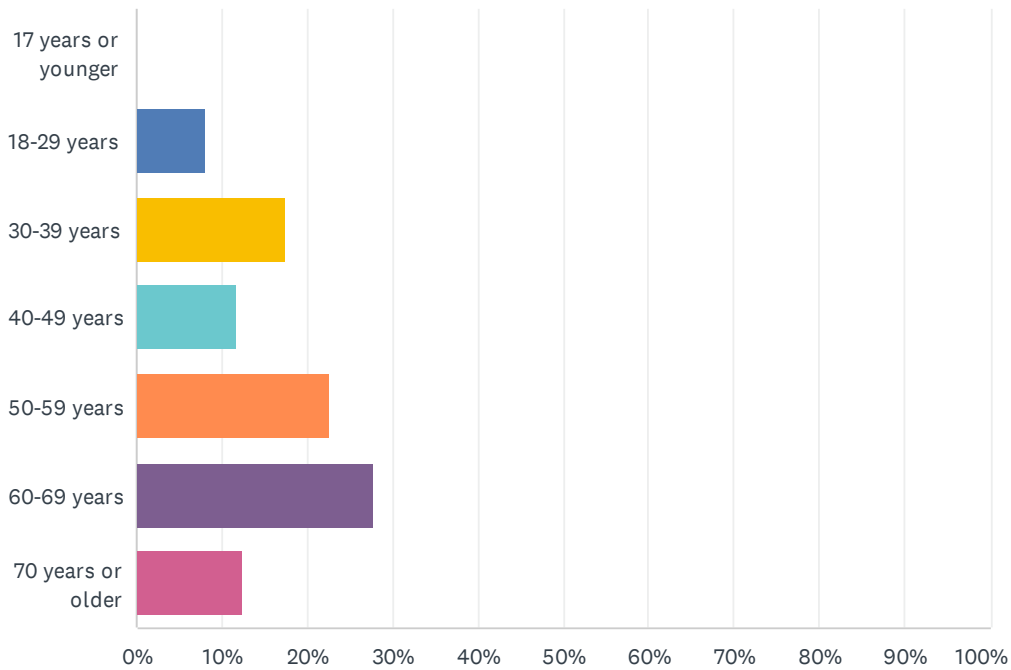
Answered: 138 Skipped: 11



ANSWER CHOICES	RESPONSES
Live	47.10% 65
Work	0.72% 1
Live and Work	50.00% 69
Neither	2.17% 3
TOTAL	138

Q8 What is your age range?

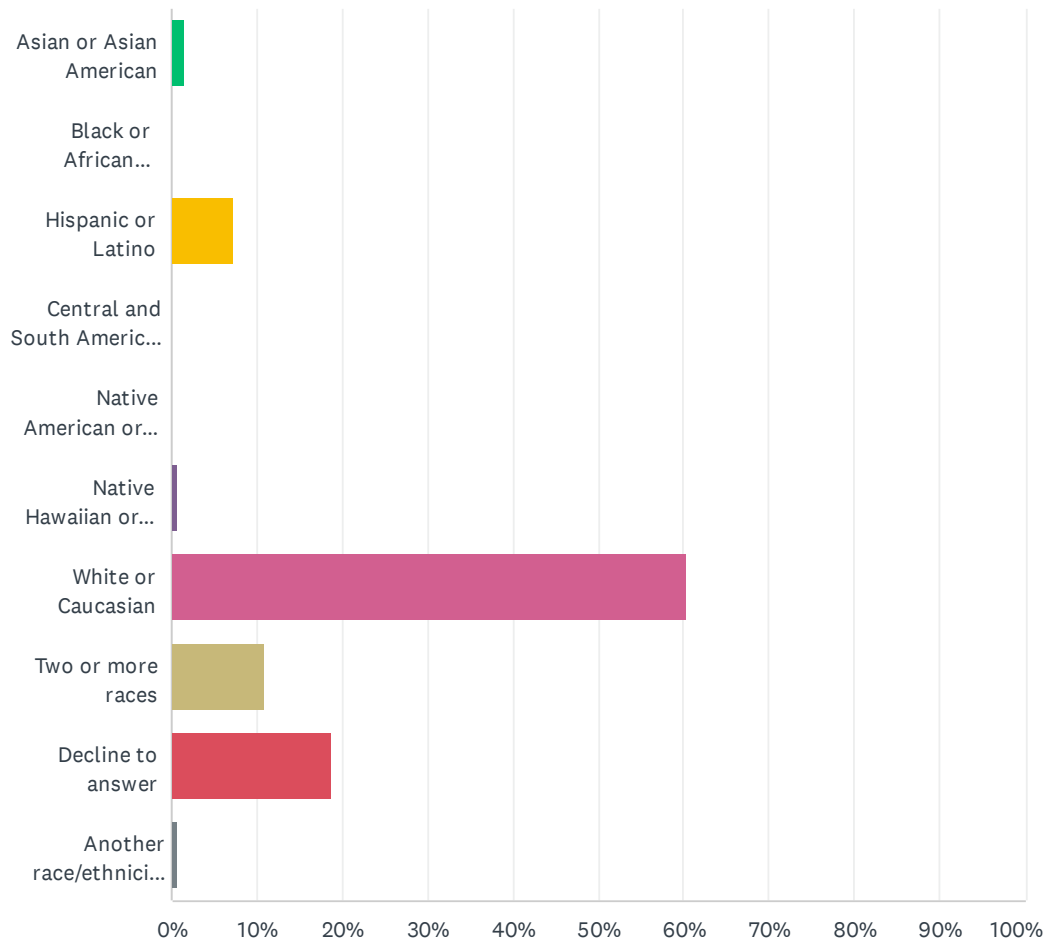
Answered: 137 Skipped: 12



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	8.03%	11
30-39 years	17.52%	24
40-49 years	11.68%	16
50-59 years	22.63%	31
60-69 years	27.74%	38
70 years or older	12.41%	17
TOTAL		137

Q9 With which race or ethnic group(s) do you most identify?

Answered: 139 Skipped: 10



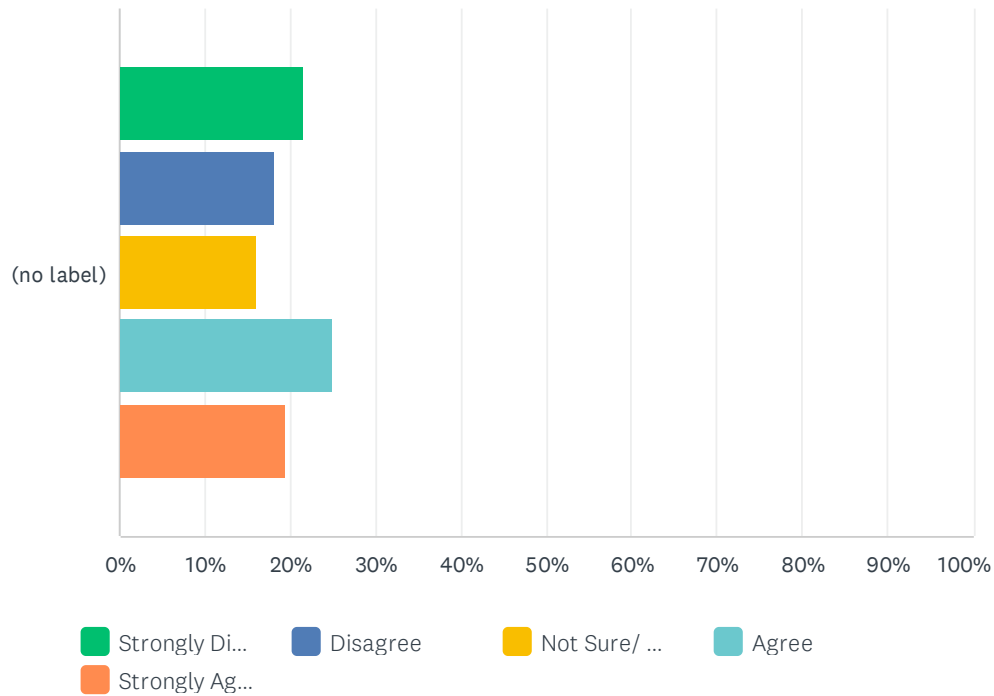
SOAR Areas Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.44%	2
Black or African American	0.00%	0
Hispanic or Latino	7.19%	10
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.72%	1
White or Caucasian	60.43%	84
Two or more races	10.79%	15
Decline to answer	18.71%	26
Another race/ethnicity (please specify)	0.72%	1
TOTAL		139

Victoria Corridor Survey Results

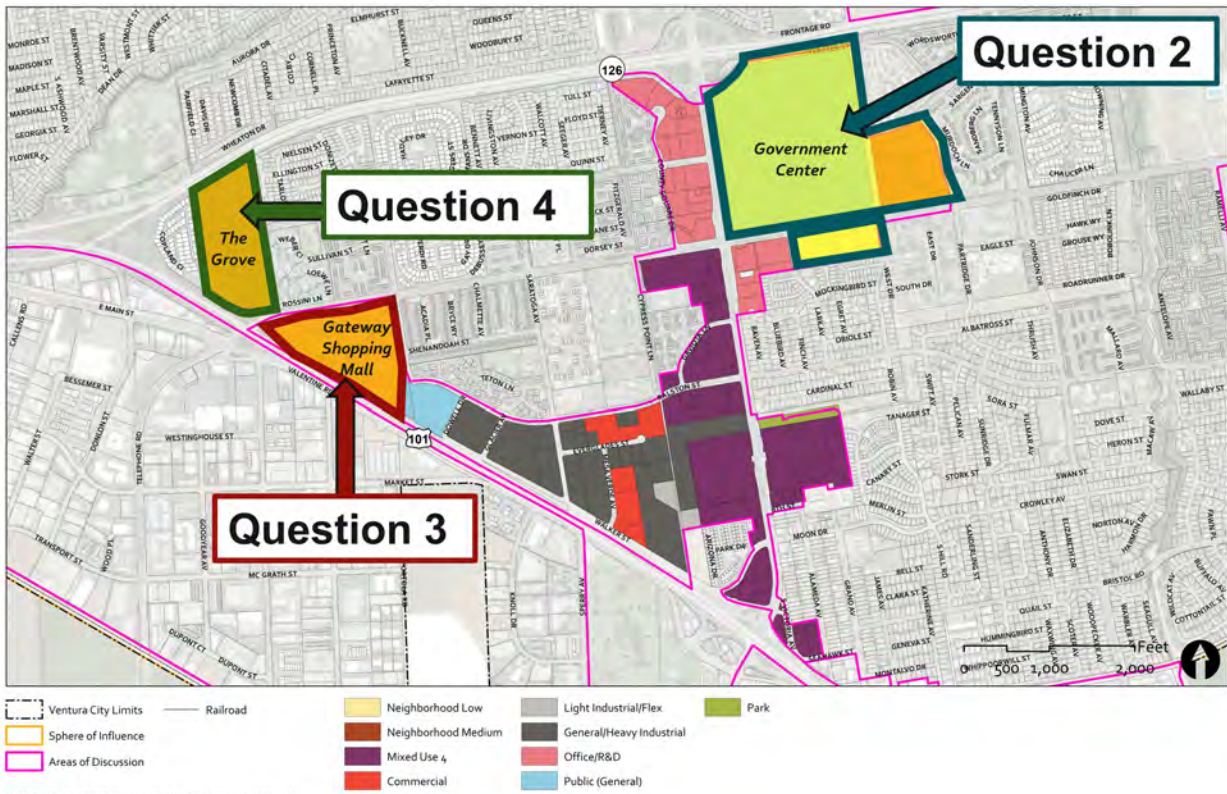
Q1 This area implements the Victoria Corridor Development Code that establishes Victoria Avenue as a premier business corridor, retains its character as an established employment center, and allows multifamily housing and mixed-use projects in buildings up to 6 stories and 75 feet. Please indicate your level of agreement with this vision.

Answered: 88 Skipped: 4



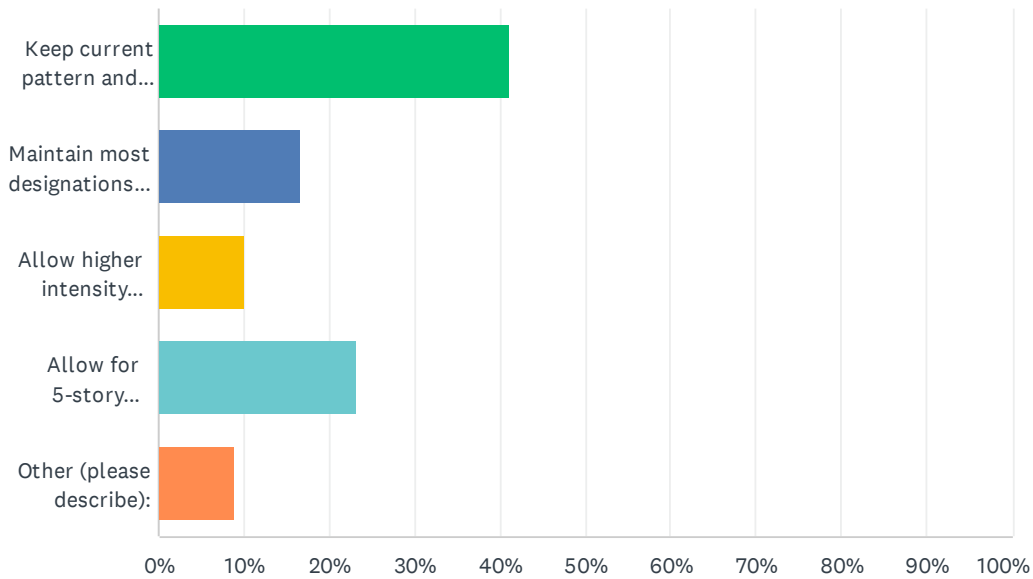
	STRONGLY DISAGREE	DISAGREE	NOT SURE/ NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	21.59% 19	18.18% 16	15.91% 14	25.00% 22	19.32% 17	88	3.02

Please refer to this image for questions 2-4.



Q2 The area around and including the County Government Center currently is characterized by multistory office buildings and surface parking. What is your vision for the future of this area? (Note: The County will decide the future of its property, but the City can allow additional uses through the General Plan update process).

Answered: 90 Skipped: 2

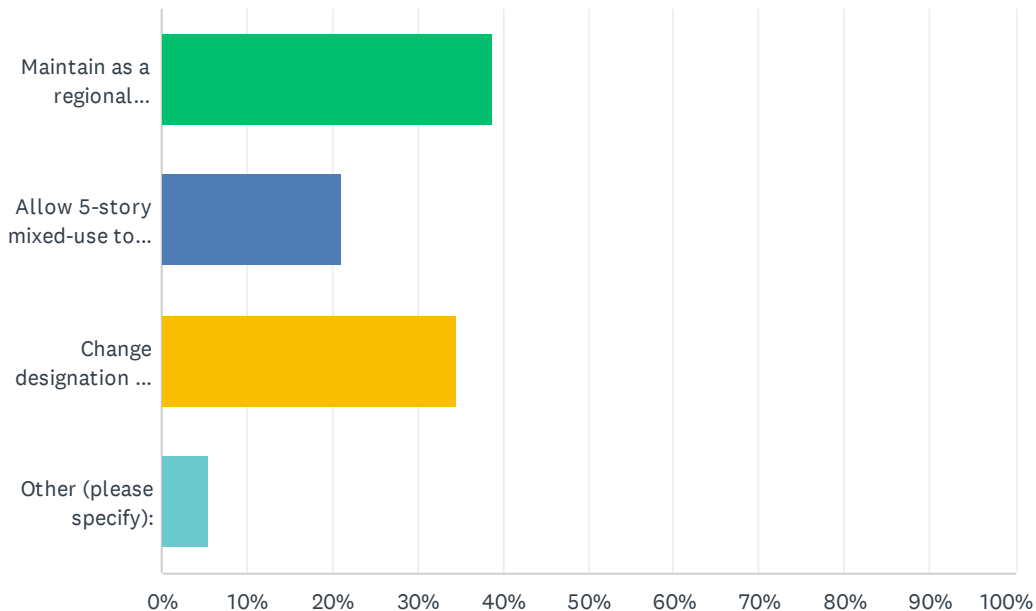


ANSWER CHOICES	RESPONSES	
Keep current pattern and character of uses (Base Alternative)	41.11%	37
Maintain most designations but allow 4-story mixed-use and multifamily housing south and east of the Government Center (Distributed Alternative)	16.67%	15
Allow higher intensity office uses to create more employment opportunities (Core Alternative)	10.00%	9
Allow for 5-story mixed-use development at and around the Government Center to encourage a great mix of uses (Expansion Alternative)	23.33%	21
Other (please describe):	8.89%	8
TOTAL		90

**Please refer to the open-ended responses section to see the comments*

Q3 The Gateway Shopping Center is located at the intersection of Telephone and US 101. What is your vision for this shopping center?

Answered: 90 Skipped: 2

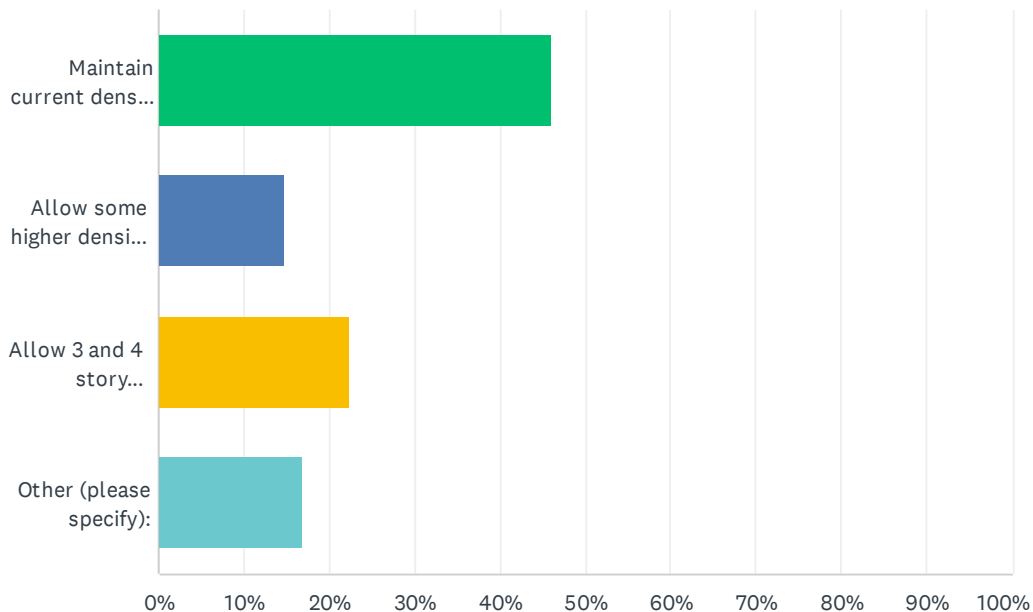


ANSWER CHOICES	RESPONSES	
Maintain as a regional shopping center with the Commercial land use designation (Base and Core Alternatives)	38.89%	35
Allow 5-story mixed-use to promote more residential development (Expansion Alternative)	21.11%	19
Change designation to Neighborhood Center (up to 4 stories) to allow some residential development while maintaining the areas primary function as a retail shopping center (Distributed Alternative)	34.44%	31
Other (please specify):	5.56%	5
TOTAL		90

**Please refer to the open-ended responses section to see the comments*

Q4 The Grove Specific Plan has been in preparation since 2005. The current proposal is for approximately 250 attached and detached single family homes and parks and open space. Please tell us your thoughts on the Specific Plan area:

Answered: 89 Skipped: 3

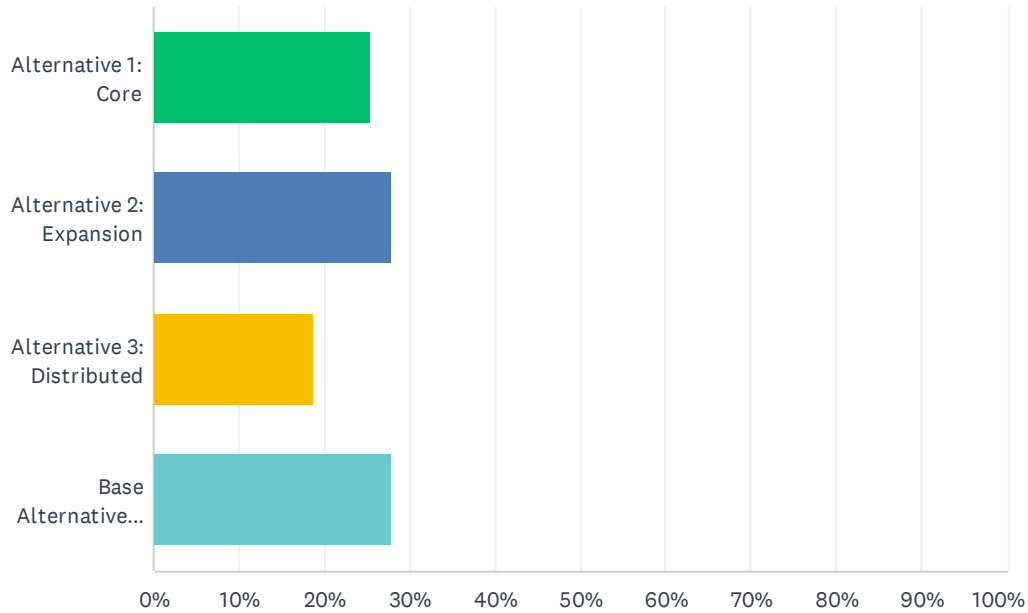


ANSWER CHOICES	RESPONSES	
Maintain current density and mix of housing types.	46.07%	41
Allow some higher density housing up to 3 story multifamily on a portion of the site, while maintaining parks and open spaces.	14.61%	13
Allow 3 and 4 story multifamily on the entire site while maintaining parks and opens spaces.	22.47%	20
Other (please specify):	16.85%	15
TOTAL		89

**Please refer to the open-ended responses section to see the comments*

Q5 Based on what you have seen so far, which alternative best matches your vision for the future of the Victoria Corridor?

Answered: 75 Skipped: 17



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	25.33%	19
Alternative 2: Expansion	28.00%	21
Alternative 3: Distributed	18.67%	14
Base Alternative (maintain proposed base land use designations)	28.00%	21
TOTAL		75

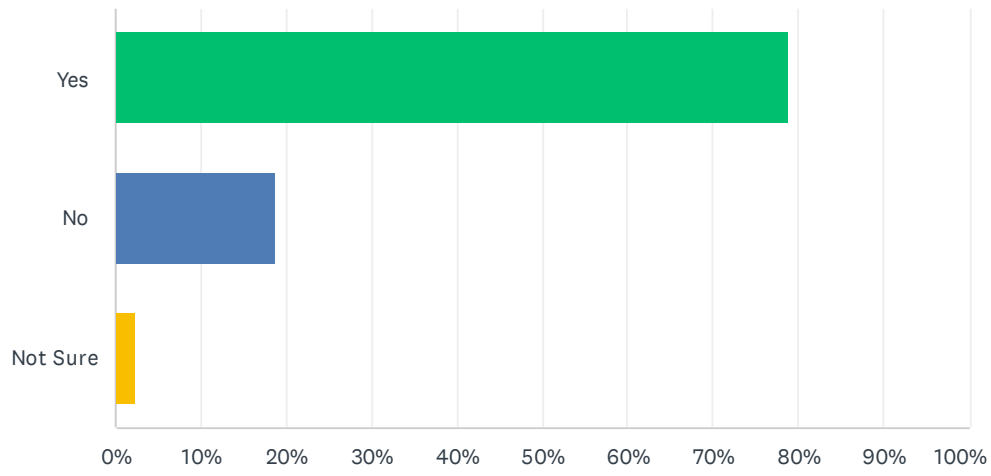
Q6 Use the space below to tell us how you would improve your selected alternative.

Answered: 36 Skipped: 56

**Please refer to the open-ended responses section to see the comments*

Q7 Have you taken the Citywide/Downtown survey?

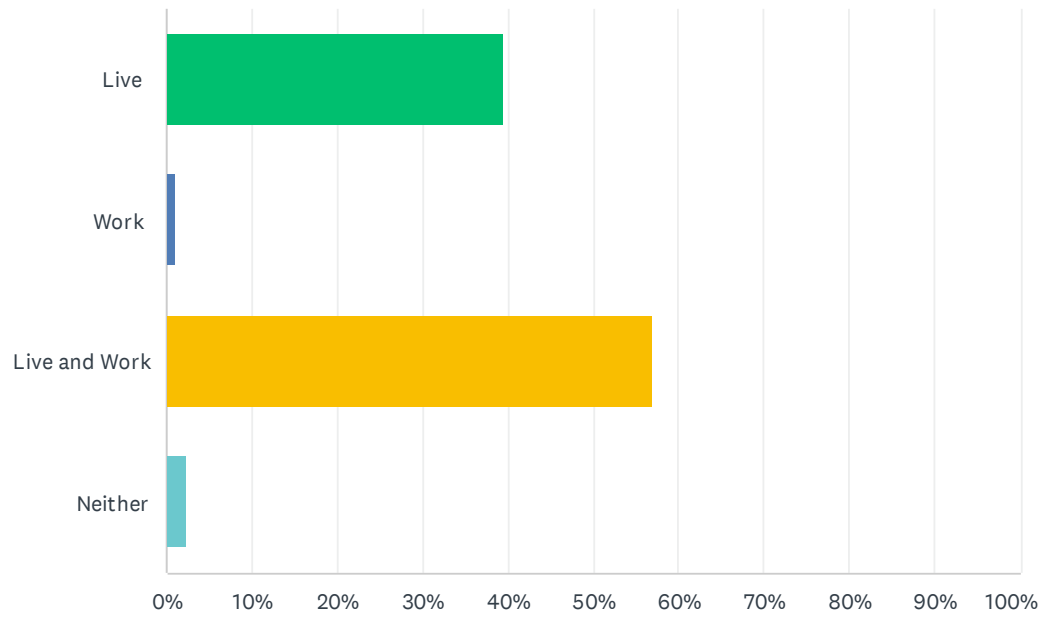
Answered: 85 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	78.82%	67
No	18.82%	16
Not Sure	2.35%	2
TOTAL		85

Q8 Tell us about your relationship with the City of Ventura

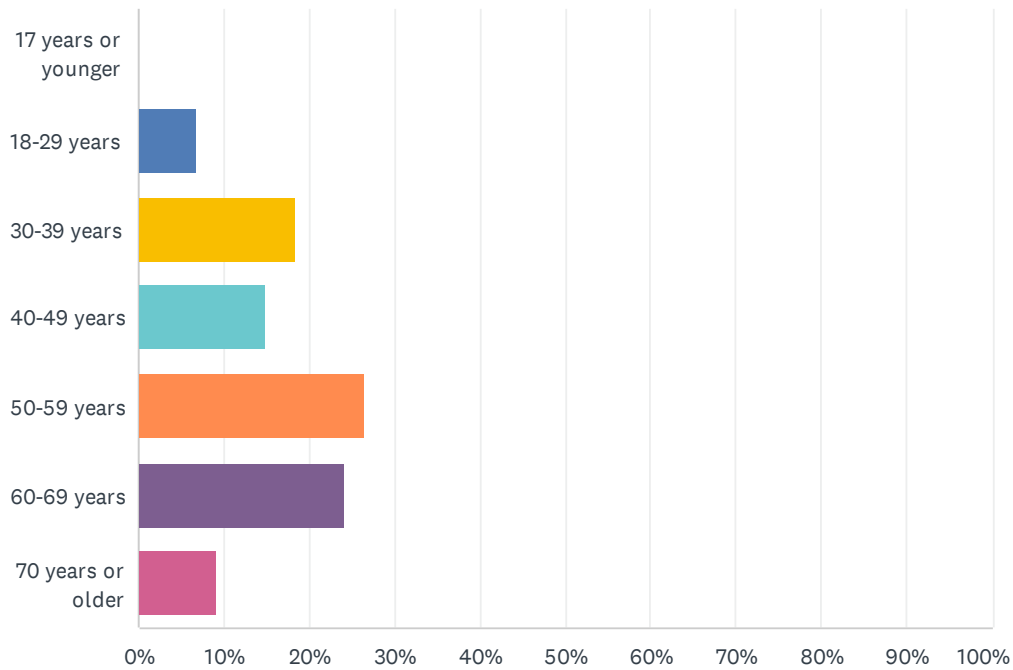
Answered: 86 Skipped: 6



ANSWER CHOICES	RESPONSES
Live	39.53% 34
Work	1.16% 1
Live and Work	56.98% 49
Neither	2.33% 2
TOTAL	86

Q9 What is your age range?

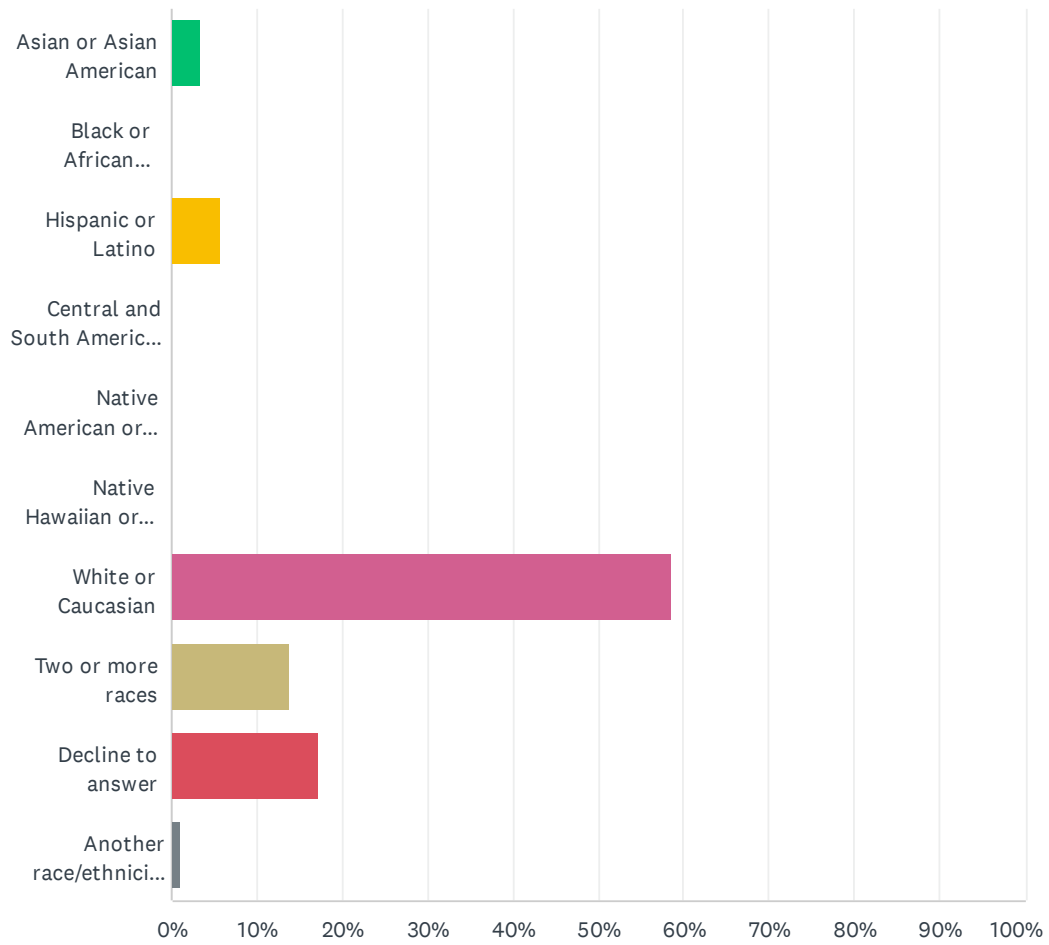
Answered: 87 Skipped: 5



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	6.90%	6
30-39 years	18.39%	16
40-49 years	14.94%	13
50-59 years	26.44%	23
60-69 years	24.14%	21
70 years or older	9.20%	8
TOTAL		87

Q10 With which race or ethnic group(s) do you most identify?

Answered: 87 Skipped: 5



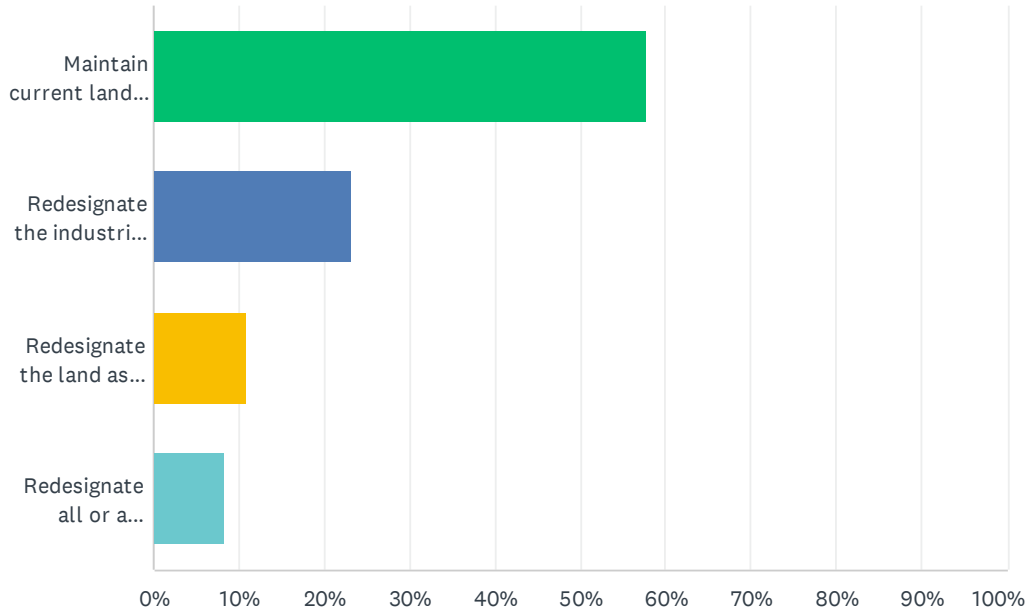
Victoria Corridor Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	3.45%	3
Black or African American	0.00%	0
Hispanic or Latino	5.75%	5
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.00%	0
White or Caucasian	58.62%	51
Two or more races	13.79%	12
Decline to answer	17.24%	15
Another race/ethnicity (please specify)	1.15%	1
TOTAL		87

Westside Survey Results

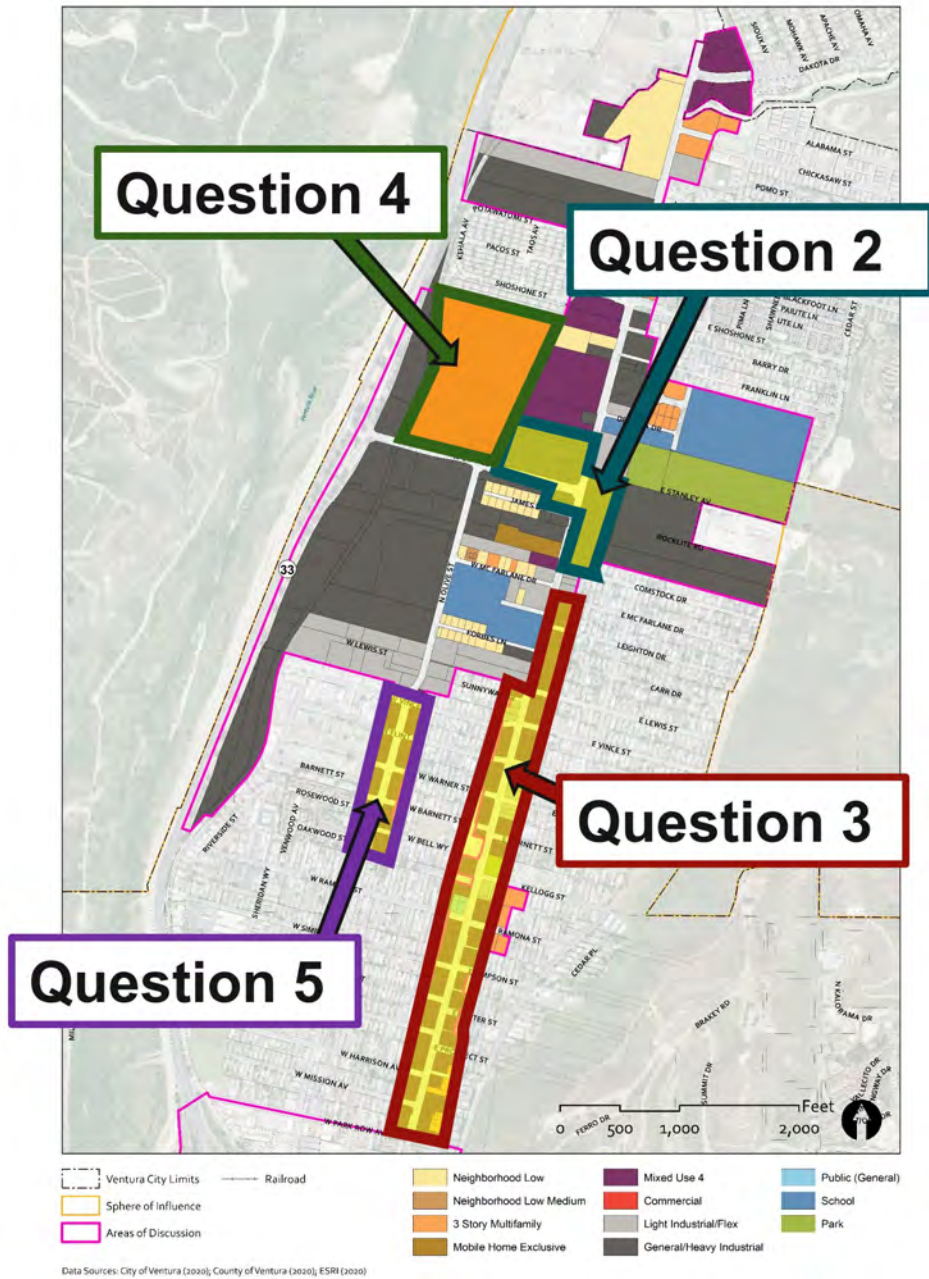
Q1 During the engagement process, many residents expressed concerns about the health impacts from industrial uses on the Westside. Please tell us the approach that you think would work best to address pollution on the Westside.

Answered: 194 Skipped: 23



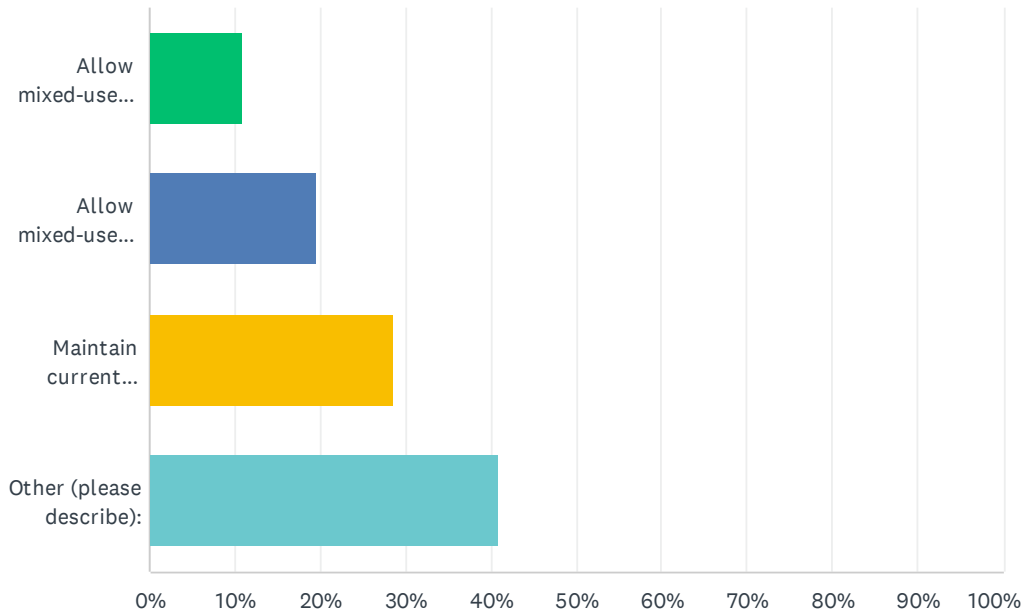
ANSWER CHOICES	RESPONSES	
Maintain current land use designations and prohibit new uses that may have pollution impacts of the community (Base and Expansion Alternatives)	57.73%	112
Redesignate the industrial land to Light Industrial/Flex uses and prohibit new or expanded "heavy" industrial uses that may have pollution impacts of the community (Core and Distributed Alternative)	23.20%	45
Redesignate the land as Office/R&D to limit polluting uses, as well as pursue more higher wage jobs (Not included in alternatives)	10.82%	21
Redesignate all or a portion of the industrial areas for housing to limit polluting uses, as well as the number of jobs on the Westside (Not included in alternatives)	8.25%	16
TOTAL		194

Please refer to this image for questions 2-5.



Q2 The Westside Vision produced by the Westside Community Council identified the desire for a “town center” at intersection of Stanley and Ventura Avenue. Please tell us your thoughts on what land use designations are most appropriate for this area.

Answered: 213 Skipped: 4

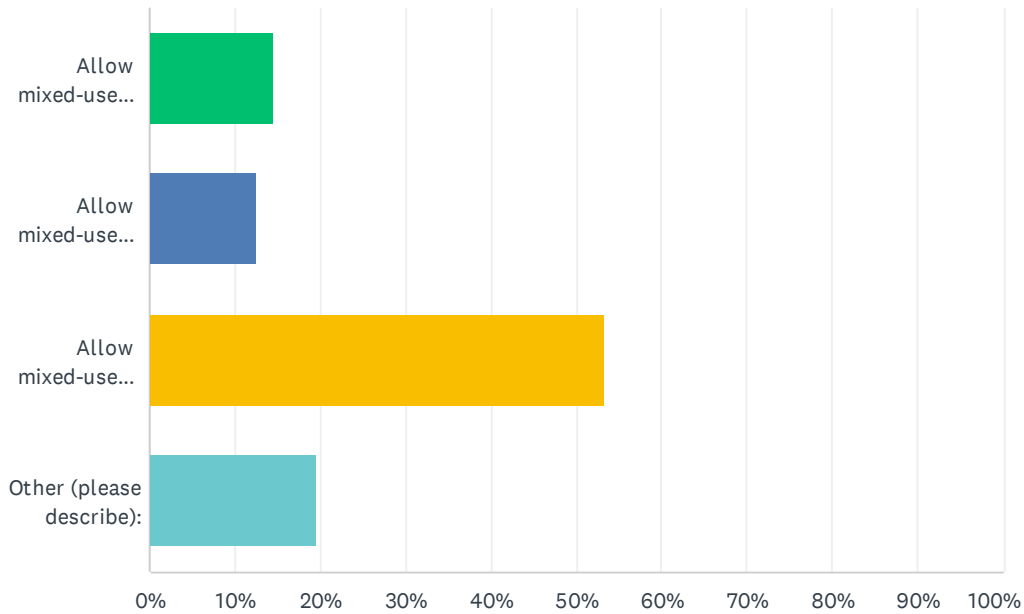


ANSWER CHOICES	RESPONSES	
Allow mixed-use buildings of up to 5 stories (Core Alternative)	10.80%	23
Allow mixed-use buildings of up to 4 stories (Distributed Alternative)	19.72%	42
Maintain current industrial land uses and do not pursue a “town center” (Base and Expansion Alternatives)	28.64%	61
Other (please describe):	40.85%	87
TOTAL		213

**Please refer to the open-ended responses section to see the comments*

Q3 Ventura Avenue, south of Stanley Avenue, currently allows commercial and mixed use buildings of up to 6 stories and 75 feet and light industrial uses. Please tell us your thoughts on what land use designations are most appropriate for this area.

Answered: 214 Skipped: 3

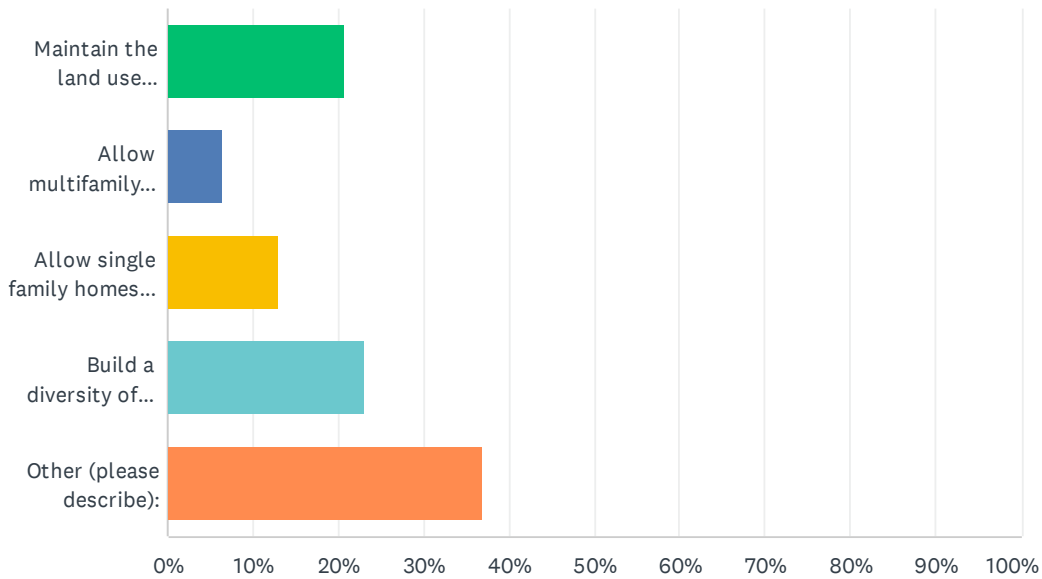


ANSWER CHOICES	RESPONSES	
Allow mixed-use buildings of up to 6 stories and some industrial uses (Base Alternative)	14.49%	31
Allow mixed-use buildings of up to 4 stories (Core Alternative)	12.62%	27
Allow mixed-use buildings of up to 3 stories (Expansion and Distributed Alternatives)	53.27%	114
Other (please describe):	19.63%	42
TOTAL		214

**Please refer to the open-ended responses section to see the comments*

Q4 The Ventura School District owns a large, unused property north of Stanley between Hwy 33 and Ventura Avenue. What land use direction best meets your vision for this property? (Note: we expect that any redevelopment of the property will be accompanied with a new public park).

Answered: 217 Skipped: 0



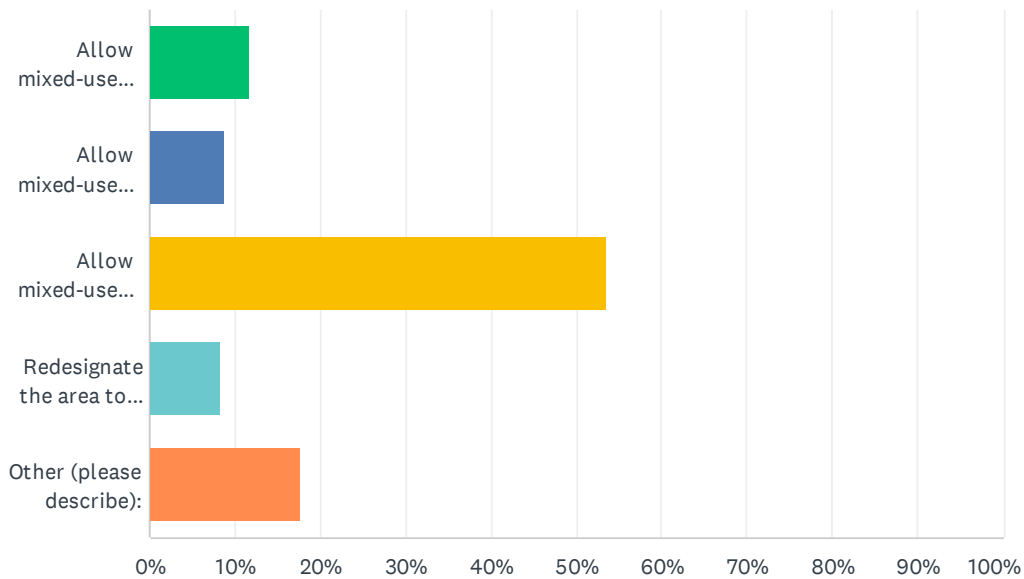
ANSWER CHOICES	RESPONSES	
Maintain the land use designation that allows commercial and retail uses (Base Alternative)	20.74%	45
Allow multifamily housing up to 3 stories (Core Alternative)	6.45%	14
Allow single family homes, townhomes, and rowhouses (Expansion Alternative)	12.90%	28
Build a diversity of housing types including duplex, triplex, fourplex, townhomes and 3 story multifamily buildings (Distributed Alternative)	23.04%	50
Other (please describe):	36.87%	80
TOTAL		217

**Please refer to the open-ended responses section to see the comments*

Q5 Olive Avenue between Vince Street and Ramona Street has a diversity of single family, retail, industrial and commercial uses. The current zoning allows commercial and mixed use buildings up to 6 stories and 75 feet.

What should be allowed in the future?

Answered: 215 Skipped: 2

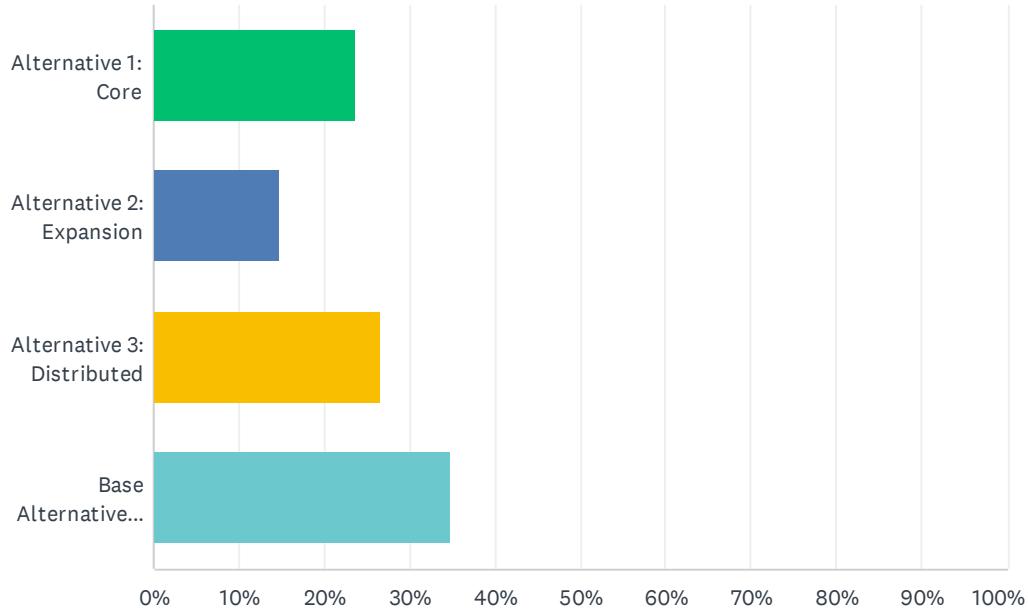


ANSWER CHOICES	RESPONSES	
Allow mixed-use buildings of up to 6 stories (Base Alternative)	11.63%	25
Allow mixed-use buildings of up to 4 stories (Core Alternative)	8.84%	19
Allow mixed-use buildings of up to 3 stories (Expansion Alternative)	53.49%	115
Redesignate the area to "Commercial" (3 stories) (Distributed Alternative)	8.37%	18
Other (please describe):	17.67%	38
TOTAL		215

**Please refer to the open-ended responses section to see the comments*

Q6 Based on what you have seen so far, which alternative best matches your vision for the future of the Westside?

Answered: 135 Skipped: 82



ANSWER CHOICES	RESPONSES	
Alternative 1: Core	23.70%	32
Alternative 2: Expansion	14.81%	20
Alternative 3: Distributed	26.67%	36
Base Alternative (maintain proposed base land use designations)	34.81%	47
TOTAL		135

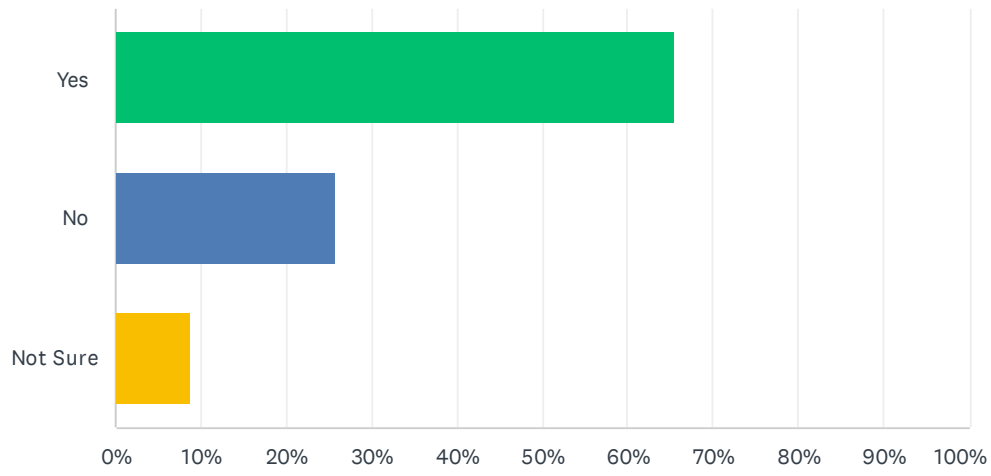
Q7 Use the space below to tell us how you would improve your selected alternative.

Answered: 135 Skipped: 82

**Please refer to the open-ended responses section to see the comments*

Q8 Have you taken the Citywide/Downtown survey?

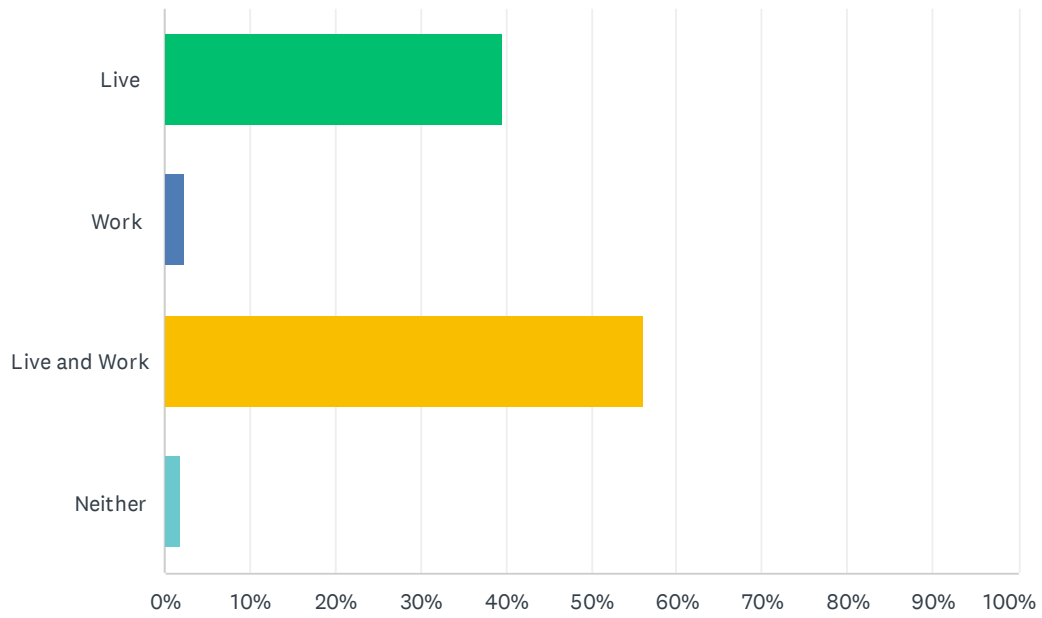
Answered: 205 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	65.37%	134
No	25.85%	53
Not Sure	8.78%	18
TOTAL		205

Q9 Tell us about your relationship with the City of Ventura

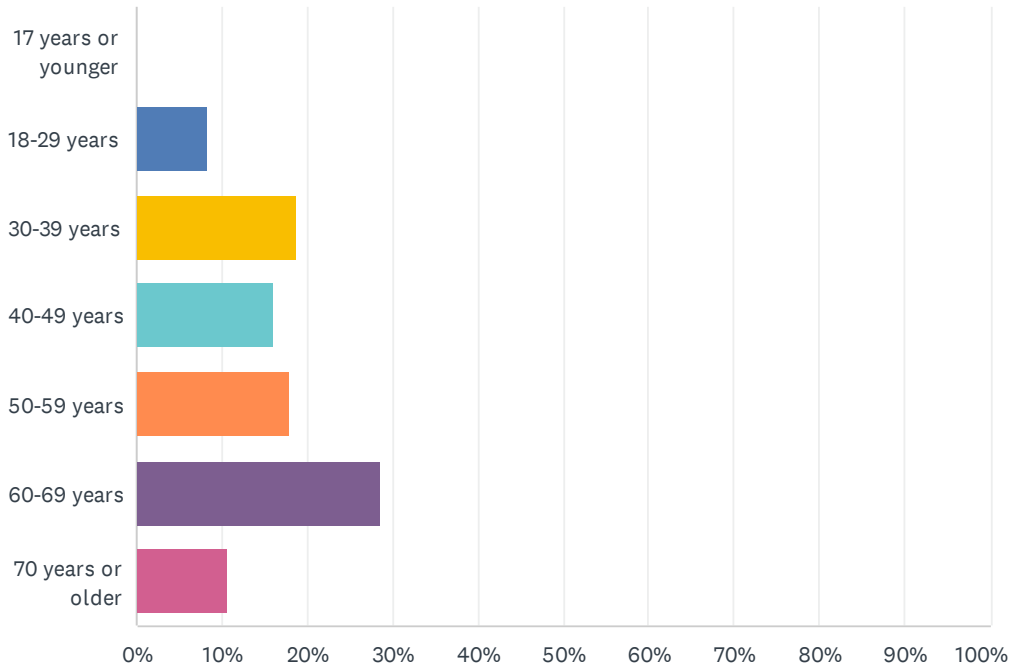
Answered: 207 Skipped: 10



ANSWER CHOICES	RESPONSES
Live	39.61% 82
Work	2.42% 5
Live and Work	56.04% 116
Neither	1.93% 4
TOTAL	207

Q10 What is your age range?

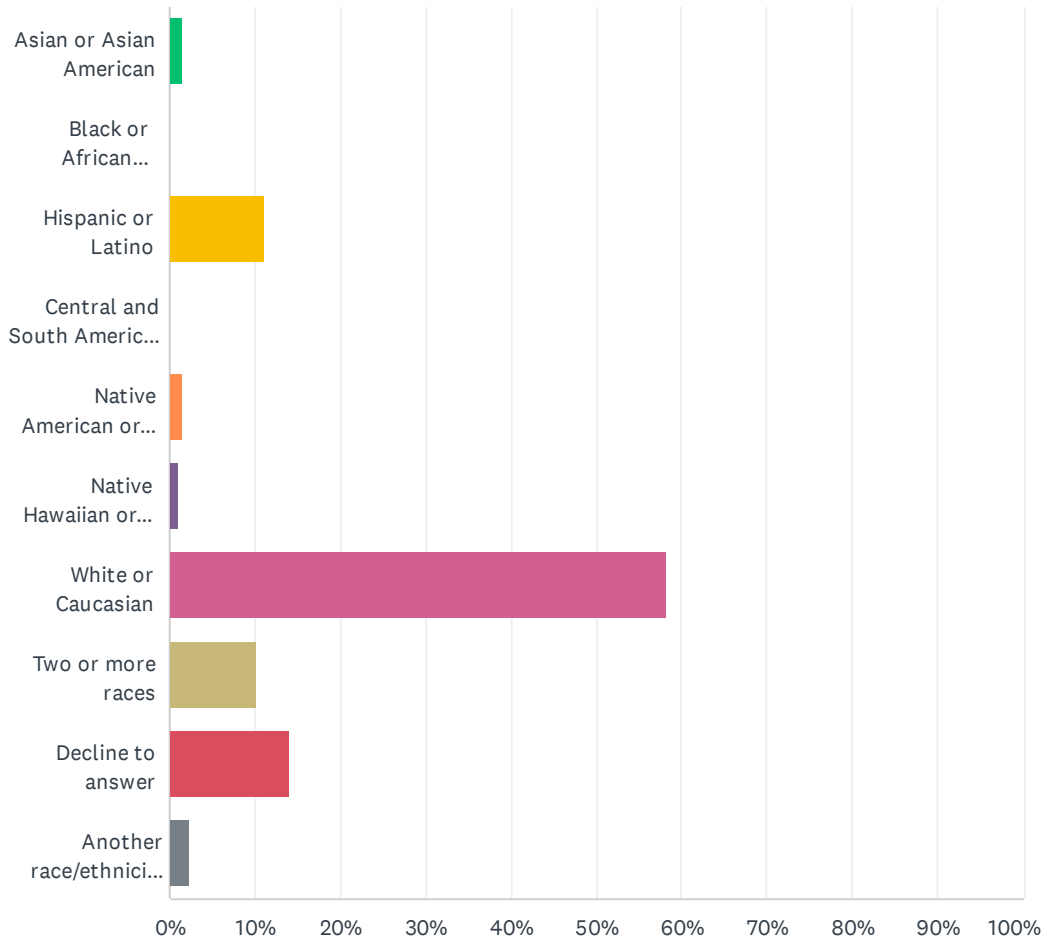
Answered: 207 Skipped: 10



ANSWER CHOICES	RESPONSES	
17 years or younger	0.00%	0
18-29 years	8.21%	17
30-39 years	18.84%	39
40-49 years	15.94%	33
50-59 years	17.87%	37
60-69 years	28.50%	59
70 years or older	10.63%	22
TOTAL		207

Q11 With which race or ethnic group(s) do you most identify?

Answered: 206 Skipped: 11



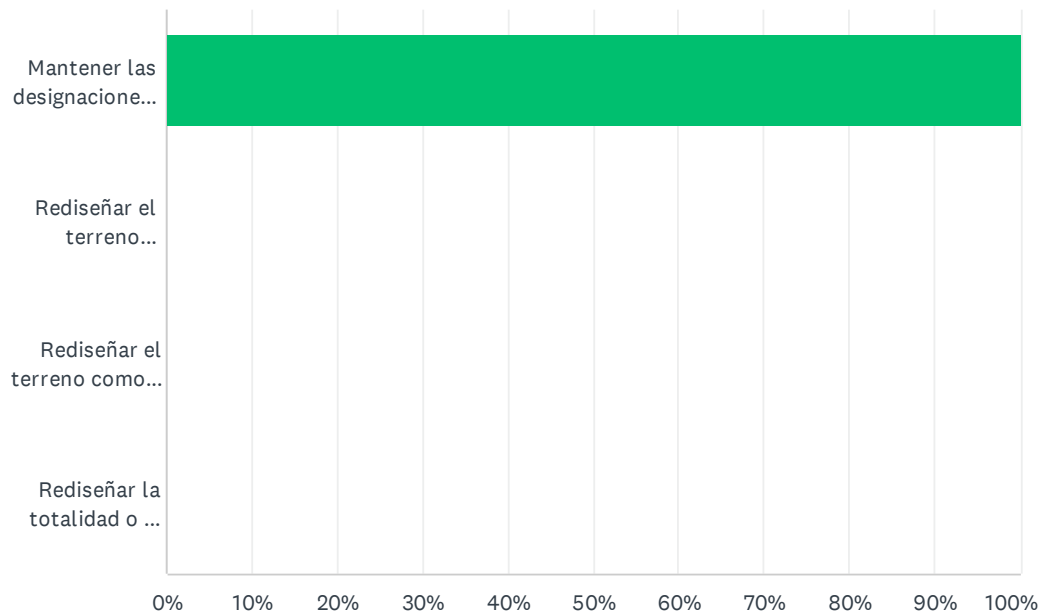
Westside Survey

ANSWER CHOICES	RESPONSES	
Asian or Asian American	1.46%	3
Black or African American	0.00%	0
Hispanic or Latino	11.17%	23
Central and South American Indigenous	0.00%	0
Native American or Alaska Native	1.46%	3
Native Hawaiian or other Pacific Islander	0.97%	2
White or Caucasian	58.25%	120
Two or more races	10.19%	21
Decline to answer	14.08%	29
Another race/ethnicity (please specify)	2.43%	5
TOTAL		206

Westside Survey Spanish Results

Q1 Durante el proceso de participación, muchos residentes expresaron su preocupación por el impacto en la salud de los usos industriales en el lado Westside / oeste. Por favor, díganos el enfoque que cree que funcionaría mejor para abordar la contaminación en el lado oeste.

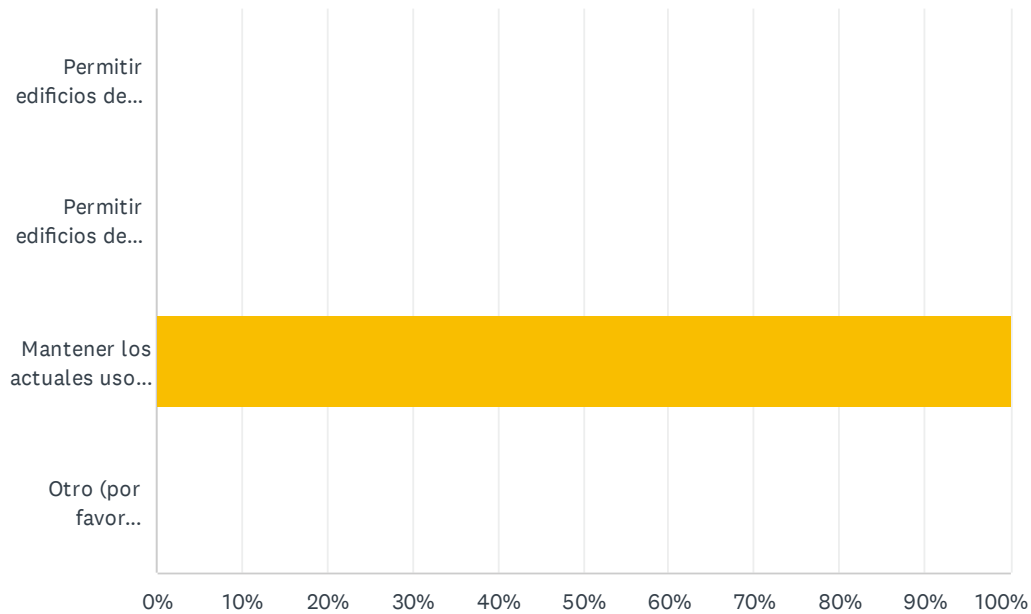
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
Mantener las designaciones actuales de uso del terreno y prohibir nuevos usos que puedan tener impactos de contaminación de la comunidad (Alternativas básicas y de expansión)	100.00%	1
Rediseñar el terreno industrial a usos industriales ligeros/flexibles y prohibir los usos industriales "pesados" nuevos o ampliados que puedan tener impactos de contaminación de la comunidad (Alternativa principal y distribución)	0.00%	0
Rediseñar el terreno como Oficina/Investigación y Desarrollo para limitar los usos contaminantes, así como buscar más puestos de trabajo con salarios más altos (No incluido en las alternativas)	0.00%	0
Rediseñar la totalidad o una parte de las zonas industriales para destinarlas a viviendas con el fin de limitar los usos contaminantes, así como el número de puestos de trabajo en el lado oeste (No incluido en las alternativas)	0.00%	0
TOTAL		1

Q2 La Visión del Westside / oeste de Ventura elaborada por el Consejo Comunitario del Westside identificó el deseo de un "centro urbano" en la intersección de Stanley y Ventura Avenue. Por favor, díganos su opinión sobre qué designaciones de uso del terreno son las más apropiadas para esta zona.

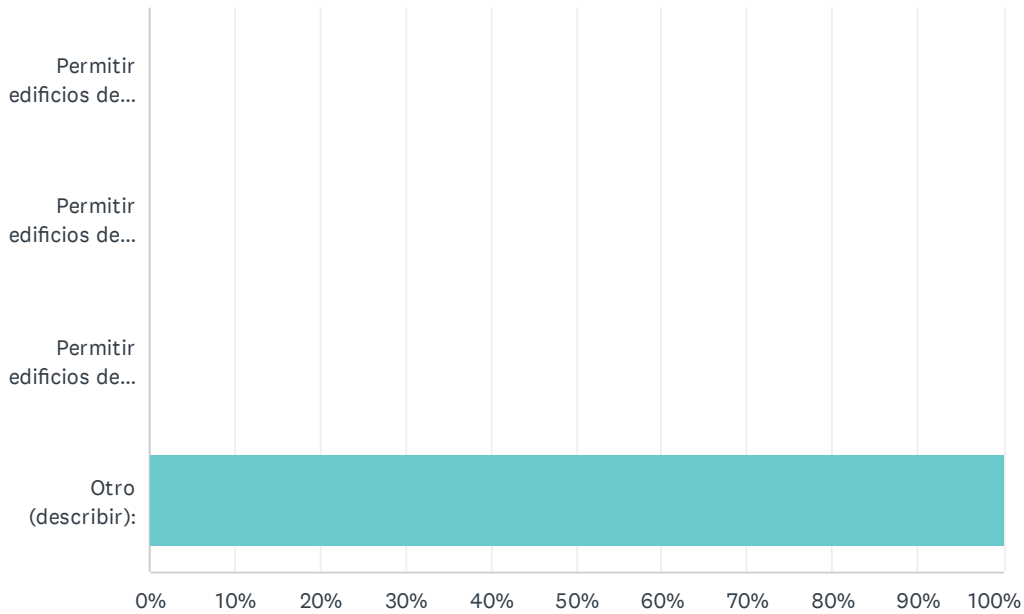
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
Permitir edificios de uso mixto de hasta 5 plantas (Alternativa principal)	0.00% 0
Permitir edificios de uso mixto de hasta 4 plantas (Alternativa distribuida)	0.00% 0
Mantener los actuales usos del terreno industrial y no buscar un "centro urbano" (Alternativas básicas y de expansión)	100.00% 1
Otro (por favor describir)	0.00% 0
TOTAL	1

Q3 Ventura Avenue, al sur de Stanley Avenue, actualmente permite edificios comerciales y de uso mixto de hasta 6 plantas y 75 pies y usos industriales ligeros. Por favor, díganos su opinión sobre qué designaciones de uso del terreno son las más apropiadas para esta zona.

Answered: 1 Skipped: 0

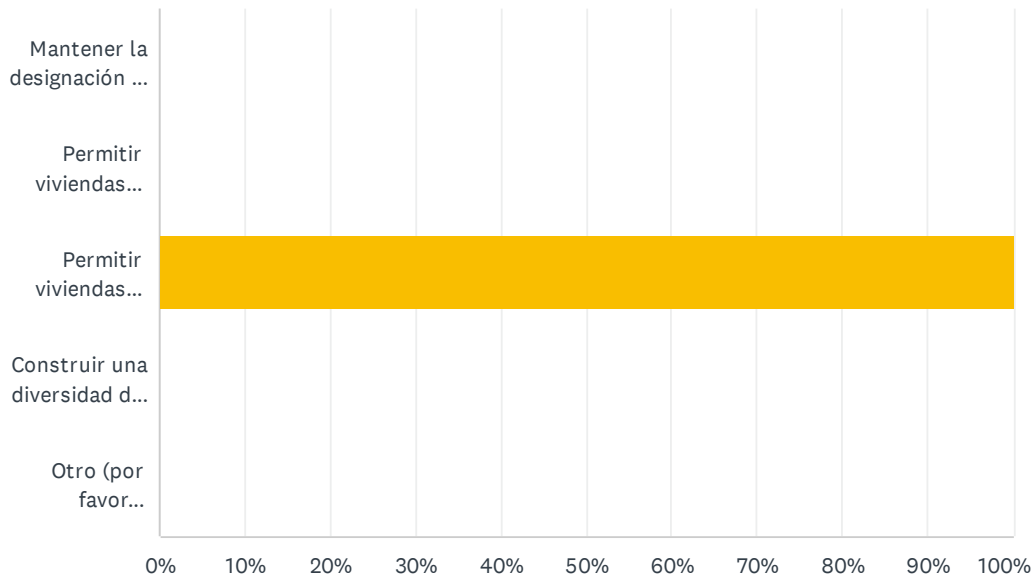


ANSWER CHOICES	RESPONSES	
Permitir edificios de uso mixto de hasta 6 plantas y algunos usos industriales (alternativa básica)	0.00%	0
Permitir edificios de uso mixto de hasta 4 plantas (Alternativa principal)	0.00%	0
Permitir edificios de uso mixto de hasta 3 plantas (alternativas de expansión y distribución)	0.00%	0
Otro (describir):	100.00%	1
TOTAL		1

**Please refer to the open-ended responses section to see the comments*

Q4 El Distrito Escolar de Ventura posee una gran propiedad sin uso al norte de Stanley, entre la autopista 33 y la avenida Ventura. ¿Qué uso del terreno se ajusta mejor a su visión de esta propiedad? (Nota: esperamos que cualquier reurbanización de la propiedad vaya acompañada de un nuevo parque público).

Answered: 1 Skipped: 0

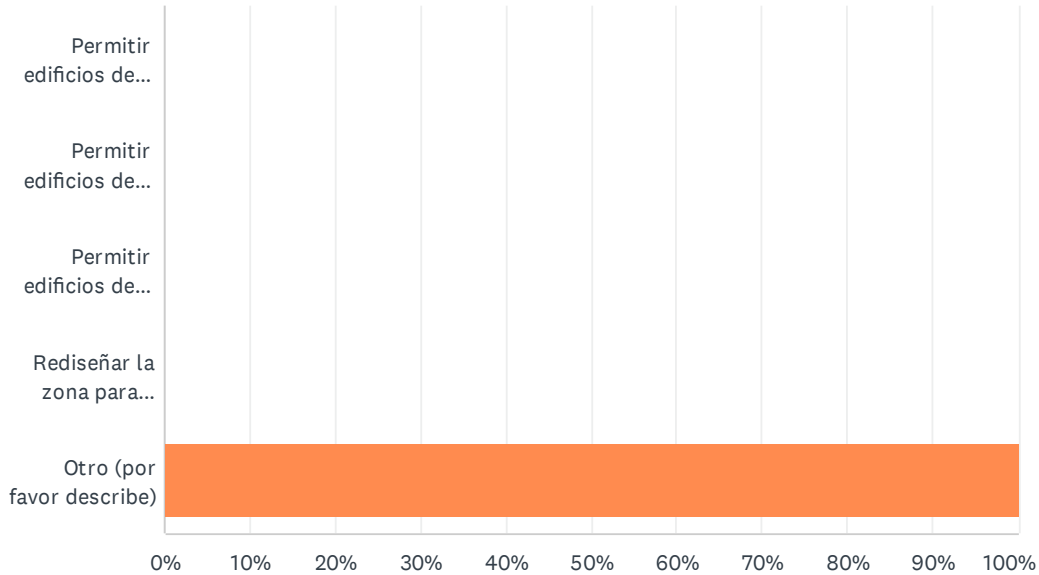


ANSWER CHOICES	RESPONSES
Mantener la designación del uso del terreno que permite los usos comerciales y minoristas (Alternativa básica)	0.00% 0
Permitir viviendas multifamiliares de hasta 3 plantas (Alternativa principal)	0.00% 0
Permitir viviendas unifamiliares, adosadas y en hilera (Alternativa de expansión)	100.00% 1
Construir una diversidad de tipos de vivienda, incluyendo dúplex, tríplex, cuádruplex, casas adosadas y edificios multifamiliares de 3 plantas (Alternativa distribuida)	0.00% 0
Otro (por favor describir)	0.00% 0
TOTAL	1

**Please refer to the open-ended responses section to see the comments*

Q5 Olive Avenue entre Vince Street y Ramona Street tiene una diversidad de usos unifamiliares, minoristas, industriales y comerciales. La zonificación actual permite edificios comerciales y de uso mixto de hasta 6 pisos y 75 pies. ¿Qué debería permitirse en el futuro?

Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
Permitir edificios de uso mixto de hasta 6 plantas (alternativa básica)	0.00% 0
Permitir edificios de uso mixto de hasta 4 plantas (Alternativa principal)	0.00% 0
Permitir edificios de uso mixto de hasta 3 plantas (Alternativa de expansión)	0.00% 0
Rediseñar la zona para convertirla en "comercial" (3 plantas) (Alternativa distribuida)	0.00% 0
Otro (por favor describe)	100.00% 1
TOTAL	1

**Please refer to the open-ended responses section to see the comments*

Q6 Basándose en lo que ha visto hasta ahora, ¿cual alternativa se ajusta mejor a su visión del futuro del area de Westside / oeste de Ventura?

Answered: 0 Skipped: 1

 No matching responses.

ANSWER CHOICES	RESPONSES	
Alternativa 1: Centro	0.00%	0
Alternativa 2: Expansion	0.00%	0
Alternativa 3: Distribuida	0.00%	0
Alternativa base (mantener las designaciones básicas de uso del terreno propuestos)	0.00%	0
TOTAL		0

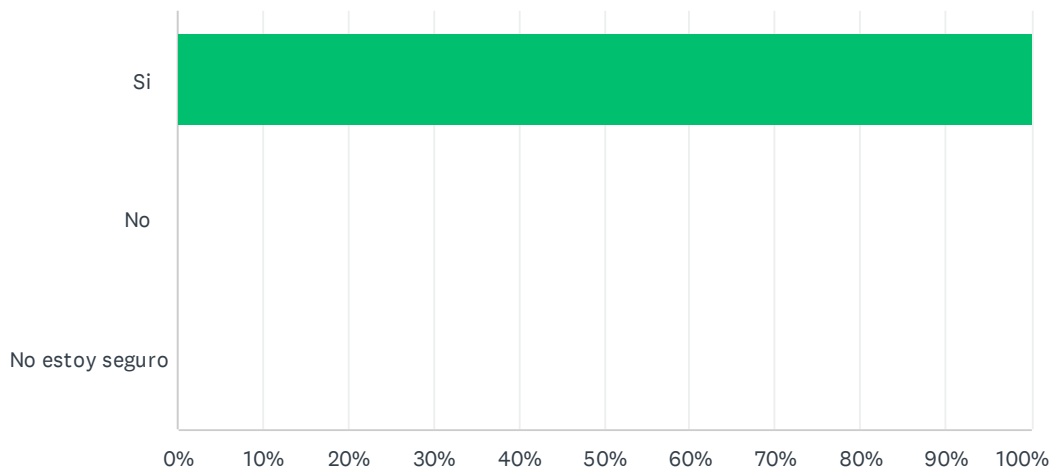
Q7 Use el siguiente espacio para indicarnos cómo mejoraría usted la alternativa seleccionada.

Answered: 1 Skipped: 0

**Please refer to the open-ended responses section to see the comments*

Q8 ¿Ha realizado la encuesta sobre toda la ciudad y el centro de la ciudad?

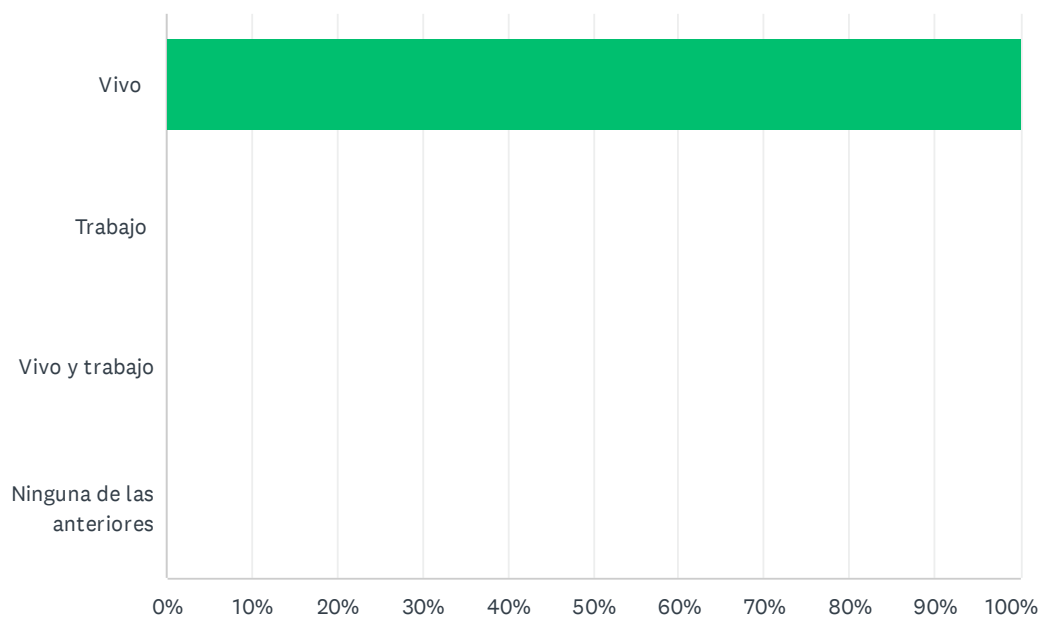
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
Si	100.00%	1
No	0.00%	0
No estoy seguro	0.00%	0
TOTAL		1

Q9 Háblenos de su relación con la ciudad de Ventura

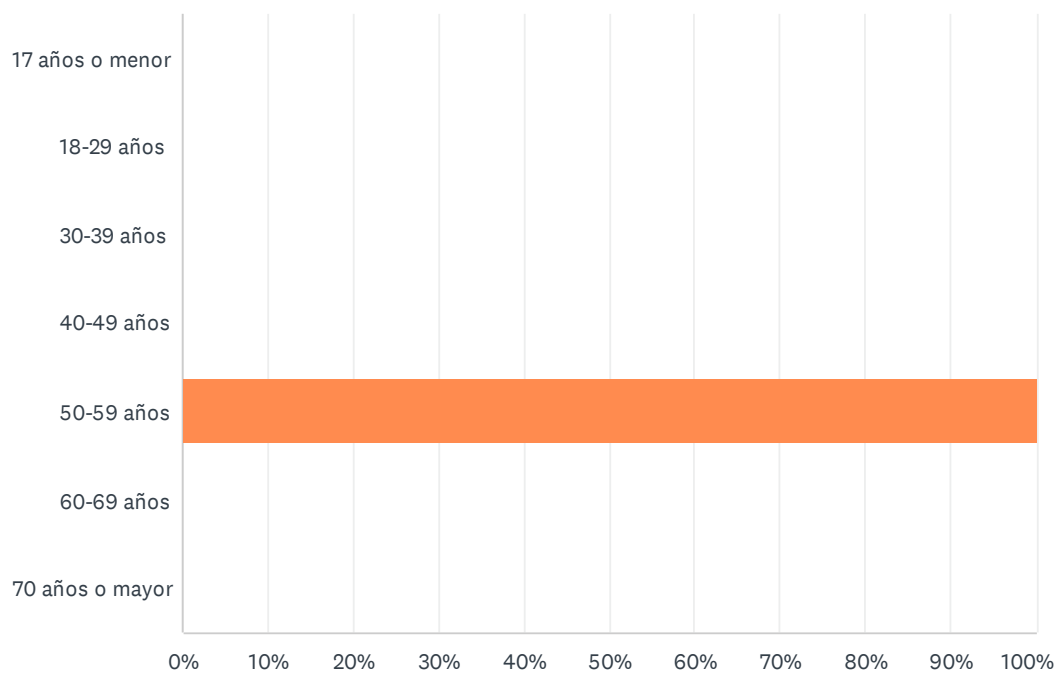
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
Vivo	100.00%	1
Trabajo	0.00%	0
Vivo y trabajo	0.00%	0
Ninguna de las anteriores	0.00%	0
TOTAL		1

Q10 ¿Cuál es su rango de edad?

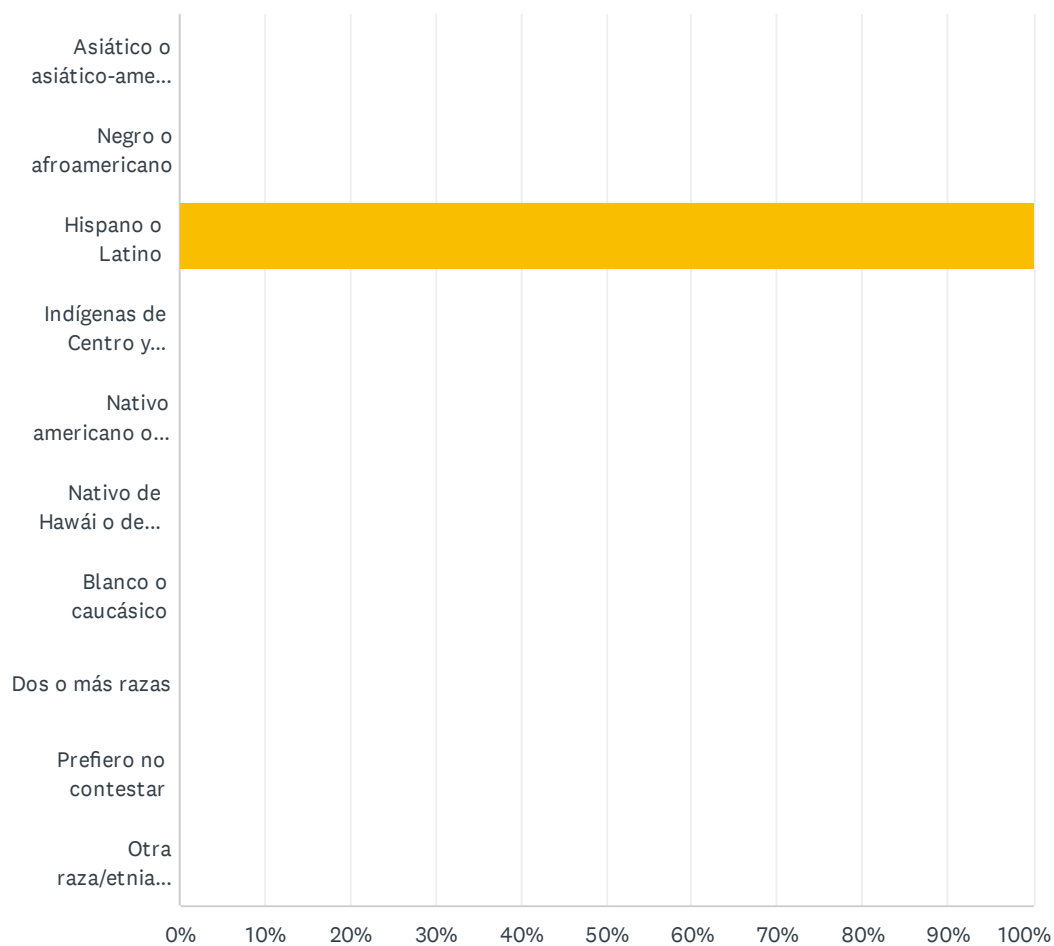
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
17 años o menor	0.00%	0
18-29 años	0.00%	0
30-39 años	0.00%	0
40-49 años	0.00%	0
50-59 años	100.00%	1
60-69 años	0.00%	0
70 años o mayor	0.00%	0
TOTAL		1

Q11 ¿Con qué raza o grupo étnico se identifica más?

Answered: 1 Skipped: 0



Encuesta de Westside / Oeste de Ventura

ANSWER CHOICES	RESPONSES	
Asiático o asiático-americano	0.00%	0
Negro o afroamericano	0.00%	0
Hispano o Latino	100.00%	1
Indígenas de Centro y Suramérica	0.00%	0
Nativo americano o nativo de Alaska	0.00%	0
Nativo de Hawái o de otras islas del Pacífico	0.00%	0
Blanco o caucásico	0.00%	0
Dos o más razas	0.00%	0
Prefiero no contestar	0.00%	0
Otra raza/etnia (especifique)	0.00%	0
TOTAL		1

Citywide Open-Ended Responses

Open-Ended Responses by Question

10. The City is expected to grow and evolve over the next 20-30 years. What best describes your vision about how the city should grow?

None of the above (please specify your vision):

- Distribute growth throughout the city and if we build on current soar protected areas, stipulate conditions: no apartments, no change in coding once established, million dollar homes sprawled out. Develop and improve our current strip malls with low mixed use structures, tear down the Pacific View Mall (have green belts, parking, like the Collection in Oxnard or the Marketplace in Santa Barbara). Improve our infrastructure. Build a desalinization plant along with converting sewer water. Clean up the crime and homeless population. Maintain the integrity of our City: access and views to of the ocean. Our historic buildings and areas should remain. Develop the East End where you don't obstruct and destroy our main draw the ocean and the history of our city. Work with other cities to develop better, cheaper and efficient rapid transit.
- Stop the ridiculous overbuilding of Ventura. You're ruining the city I've lived in for 55 years
- The east side up to Saticoy needs a grocery store and other amenities. It's too crowded already and less livable since we moved here three years ago. Less able to go places after 6 pm due to crime. Cannot ride bike to any stores as it will likely be stolen.
- I am concerned about excessive traffic and water use. We can't afford any more cars on our streets and not too sure where the water will come from.
- We need to address water issues, traffic issues and crime issues before we increase city growth.
- The closest would be the Distributed - We shouldn't just invest only in the downtown areas and transit areas. I really feel that we should take advantage of the blighted and failed commerce/industry areas and rebuild them to be mixed-Use. This may help create small businesses and folks can live where they work. Instead of building on new open space we should be trying to reinvigorate these areas. ex. Johnson Drive has so much potential being near the highway but is totally blighted and run down with many empty store fronts and definitely not efficient land use at this point. We could start with the empty stores and rebuild them to have housing and stores. We should try to follow the "<https://www.strongtowns.org/>" method of improvement. These areas should be already zoned for either something denser already. As we fix these up some of the great businesses that are currently trying to survive right now near these empty storefronts can move in and then we rebuild the other half where they have vacated. They will even get more business from folks that live a walkable distance to their business after this redevelopment. We should build the affordable housing where there are actually businesses.
- None of these describe how I think the city should grow.
- Multi units in downtown, midtown and west side only. Start with the cheap hotels on Thompson.

- Please No buildings over 3 stories.. design in line with Ventura history is being ignored and density is troublesome.
- Use vacant lots and empty buildings, but choose attractive designs with adequate setbacks from sidewalks to allow for shade trees.
- Can't provide an intelligent answer with unreadable maps.
- Stop the growth of the sterile, un-affordable, condominium structures in the city of Ventura
- DO not approve anymore dense housing. The infrastructure does not support it. We lack the water, and transportation system to support anymore people living in Ventura. Period.
- I suggest a moratorium on all new growth outside of repurposing existing structures. Ventura does not have the access to water, our infrastructure is out dated and cannot accommodate more people, and geographically, Ventura is located on a choke point wherein at its narrowest, there is less than a mile distance between the ocean and the hill side, and this also where the 101, a major traffic artery for the state, flows through. The 101 heading through Ventura is consistently backed up every weekend, and with additional construction throughout the City, will become gridlocked on a daily basis, thereby causing traffic problems from Los Angeles to Santa Barbara. Additionally, no major employers are coming to Ventura, as well as the State of California as whole, because of significantly difficulties with regulations, and a burdensome tax structure. The new construction being built is almost exclusively apartments/condos that start at over \$750k. Ventura does not have the amount of extremely high paying jobs that would be needed for our residents to afford any of these homes. Our city leaders have consistently ignored all of these major challenges, ignore the concerns that the citizens of Ventura make with regard to new construction, will bend over backward to accommodate developers in terms of liberally granting code exceptions, and most importantly have not shown the courage to stand up to the Governor or Sacramento when it comes to representing what's best for Ventura.
- Yes, we need affordable housing, but before any major projects for growth we should definately have a clear plan for water & infrastructure resources in place. Have not seen that yet.
- Leave as is and do NOT expand into any SOAR areas. Downtown is already overbuilt and no affordable housing is being provided. None of these meet the needs of city residents
- Maintain all SOAR designations, promote slow, smart growth.
- Smart growth distributed throughout the city, but do not annex SOAR areas. Incorporate more park/green/drought tolerant spaces in new developments. Clean up existing hazardous waste. Add water creation and storage. create a Mixed Use Pacific view mall with plenty of walking areas, restaurants, gym, dog park, off road parking. similar to La Playa Vista in LA.
- You're destroying Ventura intentionally
- The city is well past population and the homeless/unsheltered or those less fortunate seem to get the greatest amount of discussion. Those that have lived here for a period are hit with constant rate increases in utilities while the fmv of properties don't correlate increase. The demographics of the city don't justify the amount of big box retailers and further reduce the small town feel that Ventura WAS known for. The city staff are unresponsive to residents' requests. The same sh*t that's been said: infrastructure is not well managed nor maintained (water, streets, general building, etc). The city has grown beyond its limits and more

concentrated housing that, again, does not take into consideration of the necessary streets to travel to those more remote/concentrated housing through existing housing that have turned into corridors (ie Johnson 101/Telephone, Northbank/Petit) causes more angst from residents.

- My vision for Ventura is to limit ALL buildings to no more than 2 stories in height and STOP all development until we have adequate water and electricity to do away with ALL restrictions on these utilities. Period Full Stop.
- Where's the water for all the hookups? Leslie Owens
- Building should be halted until future water supply can be met during droughts
- There has been too much rampant development in the last two years. City planners have destroyed ventura. Any further development must be considered on an individual basis observing all current building restrictions. Traffic, water and safety concerns have not been taken into concern with current development. City is destroying our beautiful town and must stop immediately. All SOAR areas must be left untouched.
- Do not build in soar areas, and no taller buildings downtown than there are now
- We only have to plan for the current RHNA cycle. Not 20-30 years out. We have no idea how state law will change, how population will change, what natural disasters will happen and how much water we will need. Please highlight realistic scenarios for growth. You have not consulted property owners. Expecting voters to vote for SOAR-protected properties to change is unrealistic. Consider an affordable housing overlay zone.
- Option 1 is closest to my vision but maintain strict height rules so our city doesn't change from a "cozy" beach town (3-4 stories max). Add parks and green spaces and green ways into our city. Think smart about bike and walking paths that connect city easily without dangerous crossings that encourage travel and use. Do not build in surrounding open space land.
- No more buildings crammed into downtown or midtown. If land (not agricultural) is available by north bank area or on far east end housing no more than two stories seems o.k.
- Please leave SOAR land in tact. Do not increase density in Downtown, roads, parking, and safe evacuation cannot handle increased density. I want sustainable growth, keep current feel and diversity, support safe walk/bike, preserve views of hills, sky, and ocean with no more than 4 stories. Increase parking structure availability, preserve downtown neighborhoods, include walkable markets.
- Do not drop SOAR and build there. This would be unacceptable. The people of Ventura voted to keep SOAR. Listen to the people you are supposed to represent.
- Retain open space. Do not develop on agricultural lands. Make Ventura walkable, bikeable and sustainable. Take measures, such as sound walls, to minimize freeway noise pollution on neighborhoods. Address light pollution to retain dark sky's.
- I say no on 6 stories on Stanley, No 4-6 Stories on Olive and on ventura Ave, No on taking down Vons, and No to build 6 Story Condos. Keep ventura Ave the way it is....
- Stop developments. We have no water!!!
- Allow the city to develop as needed rather than forcing density and taller buildings. Do not turn us into Santa Monica.
- First off, we don't have any water. When I lived in Santa Barbara in 1970's, they were smart and had a moratorium on water meters during a drought. You assume it is a forgone conclusion that we have to become little L.A. Why? We don't have the infrastructure. Have you tried to drive

down Ventura avenue to Thompson anytime other than select hours? Tried to park downtown? Tried to get off on Stanley, off the 33 any time after 2pm? Have you tried to go south on the 101 anytime after 3pm? WE DON'T have the infrastructure. We don't have the water. We don't have evacuation-ability. Of course, everyone wants to live in a coastal community. That doesn't mean they get to. When I moved here from Denver in 1984, I couldn't afford to live in SB, but I wanted to. So, I lived in Lompoc and worked in SB until I could afford to. Then in 2000, I could no longer afford to live in SB, so I moved to Ventura. It is a free market economy. However, water resources are finite!

- Growth rate has to be significant and the city government has to adjust its budget and staffing or it doesn't rely on development fees
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- Distributed growth with annexation of certain SOAR areas for new predominately Single Family tracts (we do need limited areas of new SFDs) and intense infill in downtown, midtown, and hospital and five points areas. Housing scarcity is the limiting factor for economic growth and environmental sustainability/walkability. "all of the above" approach is required to combat housing crisis!
- I like Alternative #3 with no or limited SOAR lands included
- spread the growth to all areas. don't "dump" it into any single area(s). Share the burden.
- Do not change any of the traffic patterns as the ingress and egress routes into downtown Ventura are already limited and any changes would negatively impact traffic. Do not annex satcoy, we do not need more crime added to the city for the minimal tax revenue that would be gained.
- Stop building big apartment buildings too crowded
- leave open agriculture spaces. on new construction, require a set back from the street to allow for trees, sidewalks, etc
- No more! We have grown enough. Our small town feel is slipping away. It's HEARTBREAKING! We don't have the jobs and water for more people. Please look at the big picture.
- Don't make Ventura look like LA
- No growth. We don't have the water or the power. Stop taking Ca money and stop the growth. This is one of the last small beach towns and it won't be for long with this. I might have to run on a no growth platform and will win hands down.
- I worry about the idea and definition of growth. I think growth should incorporate improvement upon the existing infrastructure prior to expanding housing and business. Traffic is a huge issue in Santa Barbara and Los Angeles, I would hate to see it worsen in Ventura. Furthermore, public transit is also horrendous here, please work on "growth" by expanding this beyond a bus system, consider an electric light rail. Lastly, water is our limiting resource. Please consider how we will solve that issue as lake casitas' water line continues to lower.
- Limit all growth until we have a reliable water source for the entire city.
- Our city has shown the growth just these last two years have not been thought out and smart! You have allowed many apartment /condo buildings for supposed growth but these are mostly bought by people from other areas and are extremely expensive! Where's the apartments /condos for our community who's grown up here and living here! Not to mention the intense

traffic around these places that aren't even finished! Have there been any traffic studies? Where's all the water going to come from? What are you approving to build for actual working families such as our teachers, grocery/store workers, students & first responders? There are no affordable places anymore in Ventura! You are helping those living in LA & other big cities who are buying up these new places! Help those who keep our community alive!

- I hope there is no further building in or around Ventura
- The base alternative is not the right starting point for comparison. I believe that there are only a few places in Ventura where any building above 3 stories is acceptable and in keeping with the vision statement. The proper base map would show what the minimum zoning density (heights) would produce ("down zone") and then work from there with alternatives to meet the first cycle of state growth mandates. Considering three cycles should be a later phase of planning once we have agreed to the implementation of the Vision for cycle one.
- Growth is inevitable, so we need to focus on having the infrastructure to support this. Distributed growth is preferred.
- I am for distributing growth throughout the City but not touching SOAR...
- No growth until there is A: infrastructure to support and B: Employment with wages that are aligned with housing costs.
- None fit the vision plan
- Not consistent with the Vision Plan
- Infill next to public transportation areas / freeways. Current city streets cannot handle more development. Thoughtful planning to make the city cohesive in views, use, architecture, uses.
- Why do all options include SOAR? This is really unfair. My alternative would be to distribute development, density and improvements throughout the city. There is zero reason to have any residential over 4-5 stories after density bonuses. There should be no residential zoning over 3 stories. Your designations are confusing. Call the zone by the numbers of stories, not some arbitrary number, plus 2 stories, before height density bonuses. The East end of town looks completely untouched with no opportunity to create new town centers with additional shopping, dining and/or entertainment. Any new land use alternative needs to address transportation. People drive. I drive 59.4 miles to work and 59.4 miles home everyday. There needs to be improved freeway connections and improved on and off ramps. We need to build a 101, 126 and 118 connector freeway to accommodate all the increased traffic before you start paving over any available land. Without commerce and the ability to get to work, the quality of life will go down drastically. Think forward. Don't kick the can down the road. Telephone Road, Kimball and east Telegraph have unique opportunities to create gathering places for residents to spend money, drive less and stay local.
- These are terrible options. Build on SOAR or over develop downtown? Neither! The current zoning already allows for up to 20,000 additional units. Lower the 5 and 6 story zones that are West of Mills Rd, and increase some 2 story zoning East of Mills to Saticoy to be 3-4 stories. Spread out the increases and create new town centers on the East end to reduce vehicle miles and traffic congestion. Protect view of the ocean and hills. Follow the Ventura Vision Statement.
- Distributing growth throughout the city NOT including annexation of SOAR (which we will fight to the bitter end).

- Leave it alone
- The Base Alternative does not reflect existing conditions. If it did, I would select it.
- dont like any of them
- Leave Ventura the way it is. Development should reflect the aesthetics of Ventura. Meaning no multi density, high rise structures of any type
- The options provided do not represent the wishes of the residents of Ventura. Several of those who created these options don't even live here as is the case with a number of those in city leadership. Expansion in the downtown area will ruin its charm which is one of the major attributes of Ventura. There is already a problem with parking for those wanting to visit our downtown and these new developments do not adequately address the parking issue, or the infrastructure requirements. Traffic congestion will increase in the downtown area and accessing downtown from the 101. This will further discourage people visiting the downtown and it will deteriorate as it was in the late 80s when I moved here. No one wanted to come downtown because it was too much of a hassle and it wasn't safe. With the homeless situation downtown out-of-control, we will destroy what charm the city has remaining with too much traffic and no parking. We would like more safe places for people to enjoy such as parks, hiking paths and bike trails and where they can enjoy being outdoors safely without concern for attacks by homeless people and where we don't have to see them camping, urinating and defecating in public. Outsiders consider our downtown special but know they have to overlook these things to visit here. And the people who live here don't like it. When will the city put the resources they're using for high-priced, out-of-town consultants toward solving the problems its citizens care about. The downtown is not for outside developers; it is for its residents and visitors to enjoy. Also, the majority of new apartments are being rented by people who are not full-time Ventura residents as 2nd homes. This is driven by developers, not by those who live here. Focus on the needs of the people who elect you (or vote you out hopefully).
- Further public input and creative proposals for development of areas with transportation infrastructure i.e. near Metrolink station at south end of Victoria. Preservation of character and adaptive re-use of existing buildings downtown (for example Iron and Resin), no increase in height. Preservation of open spaces near downtown. Improvement of walkability, safety, and cleanliness.
- Convert existing slum lord hotels and apartments into high quality low income housing. Expand ADU permitting and incentives. Provide public transit incentives and access and electric options with protected bike lanes.
- Maintain Downtown Specific Plan. No building on SOAR agricultural land. Alter zoning only when it enhances the surrounding community. Add more parks and other community gathering sites.
- This is ridiculous and presents the classic fallacy of false dilemma: don't dump everything on the eternally ugly stepsister of the West Side and do not touch SOAR property. Houses are fancy faucets and we have limited water.
- The city should limit growth. Limit height to 3 stories in all downtown areas and only permit infill development
- No more growth here in Ventura. We do not have enough water as it is.

- My vision is growth with keeping the historic look of Ventura incorporating design into new development. A high rise with character is more ideal than the dormitory boxes at 4 stories. This town is being destroyed by a lack of vision and a sense of integrity. Growth is necessary but why make it ugly. If developers want to build here force them to design a predetermined look and then I don't think you would have as many angry local folk. Please consider that you're not providing enough low income housing. Also I think there is a major issue with transportation in mind. I would love to see Ventura as a walk and biking friendly city. But it's not. Too many speeders and no one respects pedestrians even in crosswalks. I've almost been hit several times. And definitely disrespected as a pedestrian most times
- I am against high density. Keep Ventura with own space and low density usage.
- Stop building here you have ruined our city
- Not very understandable for the average person taking the survey.
- Limited growth. City is on overload already.
- No 7 story buildings
- alternatives 1 and 2 and 3
- Limited growth, as we don't have the water to grow
- If the infrastructure can support higher density, then affordable units should be built in these areas. We also need to consider areas that can be annexed to help distribute even growth.
- Stop providing assistance to the homeless and create affordable sfd for local residents. Increase cleanliness and preventative measures to deter theft from the homeless
- I do not agree with any high-rise building downtown. I strongly feel we need to keep downtown as it is. In the east end of Ventura, I hope farmland is not destroyed for more housing.
- Growth is not necessarily evolution. An alternative for slower/no growth should be developed.
- Limit growth
- No more development until city actually develops an adequate, year round water supply designed by real water supply scientists, not politicians and no annexation of soar areas
- The City has never adequately addressed water and infrastructure improvements which could support any increase in population that would inhabit proposed development plans. Who will address the elephants in the room?
- No more growth.
- Expand in downtown areas and near existing and future transit corridors, to also include parts of SOAR areas for residential, commercial, and light/flex industry.
- Keep it low: there are NO six story structures in Santa Barbara, and even Oxnard keeps it low except for Wagon Wheel which is a perfect nightmare. Don't dump growth into a couple of areas. Fight back and tell the state that we don't have the water or the infrastructure. Fight back!!
- While the Base Alternative would be a satisfactory compromise, the City needs to consider what makes Ventura a valuable and attractive city. The lack of development and small-town feel surrounded by farming that the Base Alternative keeps intact is why residents choose to live and invest in this town. The Base Alternative would be improved by even stricter development regulations on who is allowed to own property and develop within base land use designations. The City would benefit its community by incentivizing young family, firefighter,

teacher, small-business owner land ownership and development rather than courting out-of-town developers who foist out of touch design aesthetics on the city.

- Maintain all historic buildings that are prior to the 1950s, and draw tourists. Keep the downtown historic buildings maintained. Remove the homeless from Downtown. Street Cleaner machines monthly. No new buildings higher than 3 stories, and only in East side outskirts of Ventura City. New apartments in the industrial zone off the 33 freeway (that is unused now and empty!). Keep the Fairgrounds. Keep Ventura as the quaint beachtown that it is. No one needs another "Los Angeles" with high rise buildings...no.
- Ventura does not have the infrastructure required to satisfy the proposed zoning options, density should not be focused into such small areas. Utilize the east end more. Please address infrastructure, parks, and commercial capacities in parallel or before deciding on zoning or it's going to be a mess.
- Nothing over 3 stories for future residential development keep agricultural land in Ventura no farms, no food
- I can align with some aspects of each alternative. I think there needs to be some tasteful infill for existing open space (or repurposing existing buildings) within city limits, but I also see the need for expansion into SOAR type areas. I've always felt that the area between Olivas Park Rd and Valentine would be good for additional commercial or mixed development (another Costco please!) Beyond anything if more homes are built, there needs to be more infrastructure and roads. The East end is severely impacted, especially with new developments going in. When the community tried to get to the 101 fwy, its very hard. I'd suggest either/both: -Connecting Kimball (with a minimal/no traffic light roadway) to the lower part of Johnson near 101 to alleviate pressure on Johnson Drive and Victoria. - Working with the state to update the overpass at the 101/126 exchange to make a connection from the 126 west to 101 South. Both of those options will take a huge amount of congestion off East/Mid Ventura roads. All in all, Ventura residents want to prevent the LA influence which was increased dramatically in the last few years. I'd suggest adopting a plan that "Keeps Ventura, Ventura" or there will be fight to be had. The public is mad about all the new development around mid town that seemed to happen overnight with minimal public engagement. Now people are aware and will be marching in the streets.
- Why are we forced to grow with limited water. We should fix that issue, then build... and build with protecting the quality of life for current residents.
- We would like to see moderate expansion thru out the city. Nothing over 3 stories anywhere, and give more room between looming buildings and sidewalks in the main corridors. No to developing Ag land, unless the owners choose to sell. Build sensible housing for the people who already live here, not the rich, influx from major cities. Have more open space/parks. Make bike lines even if there will be no development to pay for it (ie Telegraph and Foothill between Wells and Kimball).
- Reduce the growth by limiting new housing developments
- No growth should take place before serious infrastructure issues are resolved: water, electricity, crime, road repair, vagrancy, etc.
- I believe those that are making decisions now will need to deal with the ramifications of the current development. To commit the community to such long-term, irreversible plans should

be examined for the intentions and who ultimately truly benefits from the rampant building that has thus far been approved,

- It's inaccurate
- In my vision Ventura, it's citizens, it's buildings, it's transportation corridors, it's bikeways, it's walkways, are well connected to the ocean and the hills by design and layout. I have been in many dense cities that FLOW well. You can drive without being stuck in 5 mph traffic but it is expensive to park in the core, and it is more convenient and fun because it is beautiful to walk or bike: This is what I think needs to be at the forefront of whatever plan is chosen. I have a question for you: Which plan would be the best to develop and work with the constrictions and the infrastructure that is already existing? Which plan would it be the easiest to design the ability to walk, bike or scooter around town? This question should be answered first then the decision to expand would be chosen from there. There will be a need for cars as our city is a commuter city for work according to the VC surveys. Many people work in Santa Barbara and Thousand Oaks and further South. Can you design this town to make it so a car is not necessary? And if so which areas would work best for this future? I say choose that plan. One thing I do not want to see, and it's something I see in Santa Cruz CA, is that it takes 35 minutes to drive 3 miles to the beach. In Ventura CA it's really not safe to ride your bike down the road and you have to compete with vehicles getting on the freeway. When planning where to build also think about annexing land to make multiple transportation modes available because they are not right now. In my vision in Ventura if I wanted to go to the beach I would not have to cross and ride my bike down busy Mills Rd and cross Main Street into the Lemon Grove neighborhood to get to the beach. In my vision of Ventura I would not have to ride my bike down busy curvy seaward and compete with the automobiles to get to the beach. I have no problem with density but I do when it inhibits the ability to move easily. Before making a decision on what is the best plan for the city, I suggest that you plan for the land use areas, and transportation corridors, and alternative transportation options concurrently. If you can show the citizens that we will still be able to move easily around with the density I think people would feel more comfortable and optimistic about it. People don't mind density, they mind traffic. Connect us to the land and the sea and all will be well.
- We live in a Desert. Climate change is affecting our climate and our water supply. Faced with such realities, "growth" isn't something one should "expect." My idea is a tamped-down "Alternative 1." Downtown only.
- Because of current threat of global warming coupled with the water situation, there should be a 5 year halt on all new construction. All planning should be suspended until the end of this 5 year suspension.
- There are no plans for infrastructure improvements, parks, or bicycle lanes. Adding increased density without addressing these concerns is irresponsible and does not reflect a good vision for Ventura.
- None of us want to be living next to huge buildings constructed to house extensive down-the-road populations (especially moving government-supported undocumented immigrants and the homeless). That isn't the Ventura that we've all come to love. It isn't Ventura's responsibility to house and accommodate an exploding California population.
- Base alternative is not consistent with vision plan.

- No growth. WE HAVE NO WATER
- The City does not need to grow.
- renovate the mid-town main street and thompson blvd corridors (between cemetery park and 5 points).
- The over riding problem with growth and added density in the City of Ventura is the already narrow and crowded streets. During the many special events put on throughout the year, traffic in the downtown and the beach area becomes ridiculous, and dangerous if there is a natural or manmade disaster occurring at the same time. I've seen very little help from the City during these events in the form of traffic assistance, electronic signage, opening alternative lanes, etc. Instead what I've mainly noticed are the addition of traffic barricades, creating more confusion and log jams. The growth plan talks about enhancing the Downtown Main St area. Its already difficult to impossible to get there during major events at the beach, let alone a typical busy weekend. So far I haven't seen this primary problem addressed in any of the alternatives. I ride a bicycle daily in Ventura for exercise and to avoid traffic and parking. Unfortunately this can be a very dangerous proposition due to the already mentioned narrow streets and starting and stopping of bicycle lanes. Many roads show a bicyclist painted in the middle of the street, indicating a safe and legal place for bikes to ride. Unfortunately riding in the middle of these roads would end in an accident or serious injury. So please explain how the addition of thousands of people would make an already difficult situation better?
- Can go higher in the east end but without putting SOAR at risk.
- With the great expansion with Oxnard's new subdivisions at Wagon Wheel and new developments in Camarillo, more use of their airport and Amazon's new employee homes and the extra traffic, PLEASE keep a very limited amount of new space for new projects. I speak for three adults in my household. We would LOVE to see more development, grants given for historic restoration of some of the buildings on Ventura Ave. Example: Ventura Hardware, the mixed empty use lots further toward rocklite, so very many areas we would be able to expand use without new construction. Please help keep Ventura the quaint community it has always been and we want to see more restoration we so enjoy Westside and Downtown. Thank you to our Westside Council!
- Annex the North Avenue sphere of influence to open a broad range of possibilities
- Converting SOAR land will not be voted for, and for that reason is not a legitimate alternative. Increased height is not necessary in any area of town, but especially not in downtown
- My vision is consistent with the GP Vision statement whereas the above are not
- I believe there is enough land already zoned to meet housing needs and State requirements
- Maintain current zoning (no upzoning needed to meet current RHNA numbers). Based on our population changes over the last two decades, planning for adding 5300 housing units will most likely cover our future needs well beyond 8 years. Rezoning for hypothetical future needs is unnecessary at this time and would allow buildings out of context with our Vision Statement to be built when they are likely not needed.
- maintain current zoning. Do not plan beyond current RHNA numbers. We don't know what the future will hold. Since the City's population has decrease this is another reason to only plan for 5300 housing units.

- The lowest-density areas were not included in “Areas for Discussion”. It would have been nice if there had been 1-2 alternatives of a balanced approach of sharing the development more evenly distributed throughout the city. The areas with the proposed highest density are also the lowest-income neighborhoods, home to most of the city’s minorities, and have a history of gentrification displacing those most vulnerable from their homes in the name of progress. In addition, SOAR is still current law, and therefore, only one option has truly been presented. I worry that readers will select Expansion or Distributed Alternative because they see parts of the plan they like, however, if faced with the reality of the Core Alternative, will have not provided input into the specific attributes of the real plan that will be implemented. While I agree that additional housing will benefit our community, I worry that the scenarios created disproportionately impact low-income and communities of color. While I fear it is too late to go back and create a more balanced approach to growth, at minimum, please allow ample opportunities to provide specific feedback on the selected alternative so that specific attributes can be addressed.
- The alternatives are inaccurate and NOT consistent with our Vision Plan.
- more infill on the east side of town and less overbuilding on the westside and downtown
- Be very careful with infill development in the downtown core. Every new development must be contextual and of the highest design standards. The entire downtown is historic.
- Reuse of old businesses city wide and new construction in some of those areas.
- Downtown Outside of the Historic Core, Along Thompson and Main, and especially expanding and adding density to the eastside without relying on SOAR
- Instead of increasing density in the already-dense Downtown and Midtown areas, expand city development and population increases more to the east, say, east of Mills Road. This would keep traffic and congestion on the west side of the city more manageable.
- We must first address the lack of water.
- given the situation with water and with the existing infrastructure, growth of any kind should be very, very limited.
- some combination of the several alternatives, to emphasize retaining downtown as a good place to live and visit, outlying areas a bit more dense but not high density, and public transit and pedestrian and bicycle friendly.
- I do not support growth other than reconstruction/redevelopment of existing properties at similar or reduced population density. We already do not have adequate water for the population we currently have and I do not support development of any farm land.
- Limit height to 3 story, use land that is unused commercial near Johnson dr
- We don't know what the impact of the already being built massive developments are.
- No building up. Limit expensive housing. More affordable housing
- Slow growth, increased low income housing, major improvements to water, parking and other infrastructure, no new construction over 3 stories, do not tear down existing grocery stores to build more housing. Place Ventura's history, heritage and people above profit.
- Growth does not need to consist of increased development. We need to down zone and infill what we have, providing more affordable housing throughout the city. Explore alternative dwelling units (ADU's) and support for home owners to provide those units. We also need to provide community gathering places and resources to service our current residents.

- Core downtown, Mills and Main, Victoria near government center without building up against established single family residences
- downtown, 5 points and Victoria areas only
- I want Ventura to remain Livable by preserving the hill and ocean views. We need capital improvements to support any new development for traffic, water and use.
- seriously you want to build on soar land? slow the development and save the vistas of our town city council sucks and is not for ventura!
- Water supply; how will the City of Vta increase water supplies to accommodate growth? How will increased traffic be accommodated?
- I am against infringing on soar land!!!!
- Given the drought, current water supplies and extensive building already in progress, I do not approve of any further expansion
- Why is it a given that the city will need to grow ? We have a critical drought and it is entirely possible we will have no water to support significant growth. There are a great many citizens of Ventura that believe the current "size" is enough.
- No additional development should be allowed until the water supply problem has been addressed.
- This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical
- Ventura currently has an excess of commercial space, especially downtown. All of the plans should reduce the mixed use zoning and replace those with residential. Downtown should be a mix of a maximum of 3 and 4 story residential.
- No more intense development
- Distributing growth throughout and along corridors without touching parcels in agriculture or SOAR-protected agricultural parcels.
- Keep buildings one story and in the Spanish style as intended
- Limit 6 story buildings to areas where there is no negative impact on current neighborhoods. Create mixed use urban villages with 4 story caps in underutilized industrial areas. Preserve all SOAR areas. You'll never be able to get these back. Improve public transportation and bicycle lanes so that traffic does not worsen.
- Stop all building until the water crisis, severe drought is addressed! Also, the streets in the city are already too crowded. Let people move to Oxnard and Camarillo where they love to build on agricultural land and build multi-story apartment and condo buildings, like at Wagon Wheel, where they destroyed the ice skating rink and bowling alley.
- High density massive projects need to stop. We do not have water or infrastructure to support this massive growth and it is destroying our quality of life. You must consider the lives of people who already live here and stop building so excessively.
- i do not want any growth, keep our open spaces as open spaces
- Fill vacant retail spaces and apts/condos before growth

- Leave downtown and mid town as is, build east of Pacific View Mall so water can be acquired from sources other than Lake Casitas and Ventura River.
- not until you can show progress in providing adequate water for all residents
- My vision is "no growth". Ventura is already too crowded with too much traffic.
- take 100% care of what we currently have in place, before expanding growth.
- No expansion and no 3 story plus structures.
- Develop it all, it's needed
- No new six story buildings in the downtown area and core roadways, such as main street, Thompson Boulevard, Telegraph Road, Telephone Road, and Loma Vista Rd.
- Que no se haga mas apartamentos. Ventura no es un ciudad de apartamentos grandes. Es una ciudad de comunidad y de tener tiempo para disfrutar la playa. La Ciudad se llama Ventura, no se llama Los Angeles por razones. (To not build any more apartments. Ventura is not a city of big apartments. It is a community city for having time to spend at the beach. The city is named Ventura, not Los Angeles, for a reason.)

12. During the community engagement process, many residents identified pollution from uses allowed in the General/Heavy Industrial zoning district (M-2 zoning) as a concern for the health and welfare of nearby Ventura residents. The City does not have plans to eliminate heavy industrial uses but it can target where new uses can be developed. Should General/Heavy Industrial uses be located near housing or schools in any of the following areas?

Comments for Other (please specify)

- Think we should have either light industrial or commercial buffer between dense housing and this heavy industrial zones. The mix use can be after the pure commercial buffer.
- No schools or housing
- Arundell because there are no houses or schools
- Pollution sources should not be located near homes and schools but close to where already exists in zoning
- Arundell because there are no houses or schools
- ARUNDEL CURRENTLY BECAUSE THERE ARE NO HOUSES OR SCHOOLS
- no heavy industry near houses and schools - really do you have to ask? Why would we do this?
- None stop building
- I tend to lean towards the westside but question if manufacturing in the valley of those mountains may cause more harm. I haven't seen any studies in that regard. But the general area appears to be where it started and due to the very limited access from emergency responders in the very narrow streets concerns me for living in the area.
- False alternatives - Blah Blah Blah and police protection in the audience.
- Do not build in soar areas

- Near housing or schools? Why would we do that?
- Do not build on open space or farm land. Eliminate sprawl from any city growth plan. Arundel because no schools or homes.
- Arundel currently because there are no houses or schools
- If you want to create walkable/bikeable neighborhoods, you must allow for all employment types - including heavy industrial - near residential areas. Otherwise you are negatively impacting communities where heavy industrial is a major employer.
- Stop building big apartment buildings Ventura is way too crowded
- It depends on if the uses are toxic or polluting. Is a crane company storage yard considered Heavy industrial?
- North of foothill. Why not have an option for above foothill?
- Arundell where there are no houses or schools.
- Arundel currently has no houses or schools, so is a more rational option
- There are plenty of empty buildings already in the commercial zone. Use those!
- Arundel because no homes or schools are there
- Arundell only because of no homes or schools there
- Keep it away from schools and homes.
- Why allow new heavy industrial uses at all? They don't offer a ton of jobs, so just do not zone for new heavy industrial. We can attract new greener businesses with light industrial and flex-space.
- Heavy Industrial should not be allowed near housing or schools. Arundel would be ok if we really must expand the polluters, as there are currently no schools or housing located there. Better yet, allow housing in the business parks that are light industrial.
- There should NOT be more expansion of heavy industry by any housing and schools in light of the well documented health problems that this causes. And there are tremendous environmental justice issues that must be addressed regarding the current concentration of such industries on the Westside! Any annexation of land in this valley is deliberately exacerbating this problem.
- Arundel currently because there are no houses or schools
- why would we put industrial near houses & schools? Maybe this should be more specific non-polluting industry.
- None of the above. Keep M2 as M2. Allow M1 between M2 or M3 and adjacent to neighborhoods.
- Never
- I think the biggest question here is - Would you want this by your home? I think it depends on the type of industry, not being a planner or knowing much on zoning, in simple terms if you'd have it by your own kids then I think it's fine.
- Arundell currently because there are no houses or schools
- Hows about we don't pollute our city to make a buck? How's that for a plan.
- Do not annex soar
- Where it currently is

- New heavy industrial should not be allowed near schools or homes and efforts should be made to relocate existing facilities posing a health risk.
- Why is this all about growth? Don't you understand we do not have the water or eclectic grid to support all this new development?
- Los Angeles
- Industrial area West of 101, Victoria and Telephone
- Stop allowing industrial waste
- Keep to already zoned commercial space
- I see no reason to change from the current zoning
- No more annexations and city must develop, using water engineers not politicians
- Spread it around. Put it near the cemetery off of Victoria. Put it at the far end of the industrial park near Target and Winco
- No previously undeveloped land should be annexed into the city.
- Montalvo Area
- No new projects should allow this.
- expand housing in the industrial areas of town that have the roads in place (if we have enough water).
- Sounds like you are planning to use eminent domain to allow heavy industry in areas. I am against that.
- Reduce pollution by limiting new housing developments
- Buildings and warehouses such as the Pacific View Mall should be looked at with fresh eyes as to their potential for turning into housing.
- Arundel currently because there are no houses or schools
- Arundel currently because there are no houses or schools.
- We have a thriving industrial area with available land between telephone and Portolla and Callens. Compared to Santa Barbara this area is not that buy, and I don't see why more can't be developed in here. Keep restaurants and food services in this area for the workers. The auto mall may die eventually, as car dealerships are falling by the wayside and that is a good area to develop for industrial use. We need to attract more jobs to Ventura or we will just be a retirement community so I understand the need for industry. I would like Ventura to think about attracting outdoor and health companies as I see the state of Colorado and Utah seems to do very well. If you ever read the back of health and wellness products (food, and toiletries) so many of them come from Utah, Colorado and Oregon and Washington. Why not Ventura?
- The term "near" should be defined. Heavy industrial should have a light industrial, commercial or mixed use buffer to residential.
- NONE, LEAVE VENTURA ALONE. FIX THE ROADS CORRECTLY, THEY ARE THRASHED
- Question 2 did not offer alternatives to none of the above.
- Area south of market to the railroad. It seems to me that there is room for infill there.
- The land use areas should remain unchanged.
- "near"? nowhere. Every Heavy Industrial area should be buffered from residential areas. Zoning something like Light Industrial/Flex or office/R&D as physical separation between heavy industry and residences and more commercial areas.

- keep current zoning.
- Heavy industry in general should be separated from schools and housing.
- Anywhere freeway-adjacent and east of the US 101-NB Seaward exit makes sense, as it keeps both industrial and freeway pollution in the same spot and reduces the transit time for large vehicles servicing these zones (less wasted gas, road tear, and pollution overall).
- Heavy and Industrial use shouldn't pollute more than other industries except for truck traffic
- The very far end (toward Ojai). Let's get those businesses rolling, general/industrial was always there and should be back.
- clean up the North Avenue of General/Heavy Industrial. Think big.
- Arundel currently because there are no houses or schools
- Arundell because there are no houses or schools
- Environmental Justice Tool www.epa.gov/ejscreen
- Heavy industrial needs to move away from population unless it's grandfathered in.
- Saticoy Area
- Arundell has the least houses (mobile home park) and has no schools.
- ARUNDEL CURRENTLY - NO HOUSES OR SCHOOL
- Rezone as much as possible to light industrial.
- I need more information on what type of Industrial zoning are allowed.....not all industries are polluting
- Designated area along the coastline to attract renewable and marine new technologies to a cheaper place than any other in California coast
- The city should MAKE plans to eliminate heavy industrial uses. Our health and well being should be more important than profit.
- Please plan for high traffic impactation. Another bridge over the Santa Clara River is needed.
- General/heavy industrial should be allowed where it is currently and residential should not be allowed within 1000 feet of the current industrial use.
- Heavy industrial uses should no longer be located near housing or schools in any part of the city. It should be located where the city does NOT plan to place housing.
- Arundel currently cuz no houses or schools
- Arundell currently because there are no houses or schools
- It should not be located near neighborhoods or schools!
- Eliminate all existing pollution from uses allowed in the General/Heavy Industrial zoning district (M-2 zoning).
- Reuse vacant industrial space. DO NOT TOUCH SOAR! Vacant land is not empty land. It provides access to ground water refill and is habitat for wildlife.
- unfamiliar with this issue
- No further heavy/industrial areas should be developed in Ventura.

13. Ventura is an attractive destination for visitors from the region, the State, and across the country. Tax revenues are generated from hotels, events, and visitors to the beach, which are used to provide

public services for residents. Should Ventura do any of the following to increase the number of visitors and the length of stay of visitors?

Comments for Other (please specify)

- Expansion is not necessary that is why people enjoy Ventura be careful
- We need to improve Ventura Harbor. Put in a nice hotel, activities, a shuttle. Instead of inventing an idea look at successful beach communities. What are they doing?
- More concerts near the beach.
- The noise from the freeway and fairgrounds raceway are impacting our lives. We need a sound wall along the 101 fwy from at least the fairgrounds to Johnson
- Please no gun related event at the Fairgrounds.
- Invest in activities downtown instead of beach front. Make it safer, cleaner, pleasant to walk from downtown to beachfront. The walk from the downtown to beachfront could be beautiful but is pretty disgusting right now. We don't want to take away from our existing downtown businesses and character and move everything to the beachfront. Also due to storms and other climate change events it would cost the city much more to fix that if something does occur. currently when we have a bad storm we just need to worry about fixing the Pier not all the businesses that would be damaged or destroyed along the beach. Also not having crazy amount of commerce along the beach is what makes Ventura beach special.
- Fix up the sleazy hotels on Thompson so that people might actually want to stay there.
- Refurbish the promenade to be more attractive. Replenish the sand by the pier more often. Patrol the promenade to discourage vagrancy.
- Relying on tourism does not lead to good jobs
- Hotels to support the golf courses? then yes, instead of the golf courses, then no, and by all means build a clubhouse at Olivas
- If we really want to encourage conventions, etc. we need to have some kind of shuttle service between the harbor, Govt center, Midtown Mall & downtown. I was recently at annual GRC conference at 4 points near Harbor & many of the International participants were complaining about lack of transportation services.
- Connect Downtown to the Beach. Create a tunnel for the 101 Freeway and pave over to make it seamless to be in downtown and the beach. Leverage the new land for Mixed-Use development/hotels etc.
- Please remember that tourists impact local residents in a negative way. Few benefit.
- rising sea levels makes these all a moot point
- Will have to adapt to changing climate/sea levels along beach front
- The hotels downtown are gross and littered with junkies. The police don't respond when you are harassed so what would make it any different to put more low budget hotels? The multi story hotels would further reduce the views and make it uninviting for residents not to mention reduce property values. The city should instead focus on working with current businesses on how to mutually help each others needs.
- Where's the water coming from?
- Do not build in soar areas

- Fairgrounds is the jewel that needs to be developed and utilized to the fullest
- You have completely forgotten about cultural tourism. Studies show arts visitors stay longer and spend more money.
- We do not need publicly funded and supported golf courses. This land would be better used creating mixed-use developments to increase the number of high density areas in the city.
- Keep Ventura promenade a space free from development. Walk from pier towards the river is so great because it gradually get less developed and more natural in your surroundings. This make our beachfront and downtown feel special and unlike most other city beachfronts. We need to maintain our special feel to keep locals happy and tourist in awe at our natural beauty that we have protected.
- Please increase visitors to areas other than Downtown. The current events are plentiful, and residents suffer when a large number of people infiltrate neighborhoods with parking, noise, and trash issues.
- Limit STVR permits
- Rising sea levels makes it a moot point.
- get rid of the public golf courses instead, replace them
- Keep building height to not more than 2 stories
- Remove and replace the golf courses.
- Ventura is a beach town yet our down town isn't allowed to capitalize on our beach front. I would like to see more roof top dining and I would LOVE to see downtown connect to the beach via a park. With an underground tunnel for the 101 Freeway. I would like to see the California Street exit moved. Expand Chestnut to Oak street and Harbor to Thompson and use that area as a park leading to the beach. Take a look at Tunnel Park in San Francisco for more inspo! I love the City that I was born and raised in and would love to see some expansion and affordability from downtown to mills and bringing easier beach access to Thompson.
- Any development in this area must consider sea level rise. The fairgrounds should be developed as a seaside park with facilities for small indoor and outdoor events.
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- Consider redeveloping fairgrounds parking lot- which just sits empty and is an eyesore most of the year. It could be used for much better things!
- Send all the events to the desert Ventura is way too crowded
- do we have sufficient water to expand? no building without traffic mitigation
- DO NOT ADVERTISE OUR BEACHES!!!!!! They WERE the last beaches in California you could truly enjoy without a crowd. Now LA infiltrators on city council have made our city and beaches overcrowded, so longtime residents can't enjoy as much.
- No hotels on state beach.
- No hotels on state beach. Bring back workout stations that used to be there.
- First you have to come up with a plan for the vagrants who threaten & hurt people while at the beach, walking paths, fairgrounds. Walking downtown etc.!
- So much depends on preserving the character of Ventura as described in the Vision Statement. I do not want to see large/high developments like the Crown Plaza anywhere again. The

Marriott is appropriate and high quality. Hotels in the downtown area need to be architecturally sensitive to their context and no more than 3 stories to avoid blocking views of hillsides and coast.

- Cover the freeway with a bridge to the beach
- Lean back into cultural tourism via historic preservation and the arts which have all but been abandoned
- The state beach is wafted space. Great place for concerts with parking already there. Many many types of events would be perfect there.
- With rising sea levels a moot point
- Although rising sea levels and the Coastal Commission may be a problem
- Traffic concerns outweigh just adding more hotels. Get rid of the car races at the Fairgrounds - noise & pollution. One boutique hotel in Pierpont would be nice - no more Starbucks. Make us unique!
- Add more parking at the pier with more restaurants, and retail. However, sea level rise and winter storms may make this expensive. Perhaps the retail and restaurants on the top of parking structures.
- Adding anything "beachfront" is risky with the rising sea levels, flood and tsunami threats.
- We are already deep in a drought. Let's not be ignorant and wait until a Stage 6 to control development. Also, the added traffic, pollution, and general congestion is not worth this revenue.
- keep in mind the rising sea levels
- Improve the frequency and affordability of access to Channel Islands National Park
- Expand parks and open spaces for public recreation. Support the work of Ventura Land Trust.
- Concerned about sea levels and increased erosion
- if sea levels continue to rise these seems irrelevant
- Evaluate Taylor Ranch for future development
- No building should EVER exceed four stories, especially beach front hotels. All beach front development should include both adequate parking and unrestricted beach access. If you want to generate some revenue, how about fixing Pacific View Mall which is a joke. The Collection in Oxnard is extremely successful in spite of parking limitations. Tear down the mall and don't put in more housing, put in a towncenter type shopping area with adequate parking and improve the infrastructure in the area to accommodate increased traffic. Oxnard enjoys huge sales tax revenues and Ventura's are dismal.
- We should be removing infrastructure near the coast for a managed retreat not building when sea level rise is imminent. Ridiculous thinking to add anything in those areas most vulnerable to erosion and collapse as it is. MANY hotels exist already but are in dire states, the fairgrounds must go at that location or the sea will make that choice for them - pollutes the entire area with debris. People come to this town precisely BECAUSE there is no beach infrastructure. Build where the buildings already exist, reuse and remodel those spaces in existing footprints and size. The golf course clubhouse would be an amazing opportunity to invest in a restaurant and small meeting space/event space with great views if it is scaled to size like Zaidees Soule Park.

- As for the golf courses - while I understand their place - it's a waste of water (one of the worst offenders). Take them out and make use of the land in a better way.
- If appropriate in size and architecture an additional downtown hotel could be included.
- This is not Huntington Beach and we DO NOT WANT to be Huntinton Beach: people come here for the small town charm and for the kicked back and real (not hyped and fake) beach town feel.
- Cover the freeway to allow easy access to downtown from the beach and visa versa
- Rising sea levels make it all a moot point
- Make downtown a SAFE destination where people want to go. The porn and flag store do not bring people downtown. The homeless people EVERYWHERE don't bring people downtown. The gangs and drunks don't either. Have bands and outside buskers and vendors.
- The fairground events are generally noisy and happen all the time in the summer. As long as the events aren't noisy it seems like it might be a good idea. Maybe events that aren't crazy party events
- A lot of people from LA drive past us to spend their money in Santa Barbara. We should have them stop, stay, shop, and spend here.
- Enough is enough. No more. We are on massive overload already.
- Developer kimball park for softball, swimming, soccer tournaments. This will stimulate business in the area. A hotel or two on the east end would help also
- Create a walking loop: main-ash/"new funk"-pier-boardwalk-figuroa. Also force opening of route from ash to San jon as coastline promised. Fine them for every day those fences are left up!
- Develop into year round park with events. Too much concrete for such a beautiful spot.
- Nothing over 3 stories
- Make the fairgrounds into a beautiful park with a beautiful hotel with a golf course
- No more development until really adequate, year round waer supply is really identified and developed
- Leave as is
- People come here and we live here because the town and the beach are natural and turned into commercial Disneylands. Keep it real: we do not not not want to be Huntinton Beach or any of those horrors to the south
- Rising sea level might make it all impossible!
- Keep the Fairgrounds! Invite the "Antique Roadshow", Community Dances (swing dancing, ball room, etc) Add more rodeo events, Rock shows, horse cart racing, archery events all ages, quilting events, 4H animal events, Music events, more race cars, crash derbys, gun shows, Lazarium/star parties, Community classes (Home gardening, Animal husbandry, dog training,...)
- Upgrade/renovate some of the existing old hotel/motels that exist throughout the city that were built long ago.
- I've always been surprised how neglected the beachfront is. Ventura will never be Santa Barbara nor should it be Santa Monica (new developments look like tacky LA projects). Perhaps the city should consider more of a Monterey/Pacific Grove approach. Ventura's cooler wind and

fog prone climate, I believe, aligns with that more. Also....please update the public restrooms on the beachfront. They are the worst ones I've seen of any city and they have not changed my whole life (30+years!).

- Pierpont is a neighborhood, not a tourist spot, please shut down the many vacation rentals and help to regulate them better
- You are assuming hotels want to spend the money. And why would you want to stay in a hotel next to the fairgrounds with all the noise.
- The "City" needs to support the existing hotels, venues and businesses and event planners who already provide enough. We already have a thriving tourist economy. The Local community should be able to enjoy these events themselves as they do. We like to spend money here.
- Tourism does nothing to enhance the lives of the residents of Ventura. Tourism only is a short term fix that degrades the quality of life for all Venturans.
- There are rising sea levels
- Save our housing, build more hotels. Owner occupied AirBnb preserves culture compared to spectator Airbnb which we should discourage as it takes up our housing stock.
- One might start by making the current hotels near Seaward and Harbor places people might want to stay at!
- The homeless people who beg for money at the traffic lights, when we're entering retail locations, or who have scary encampments are NOT a selling point for visitors. It may be politically incorrect to say so, but the majority of them are dirty, smelly, and not as innocent as many politicians would want us to believe. We need to take measures from them approaching and intimidating us and clear out their encampments (and not by giving them hotel vouchers or tiny homes).
- Work with LOSSAN to turn metrolink into a proper regional rail system to bring LA area tourists to downtown ventura for daytrips. Incentivize day trips via train with free/discounts with proof of train ticket. Ventura is 100% day trip-able from LA if we had a half decent transit instead of the existing train service that is even slower than the parking lot that is the 101 and only comes through a handful of times a day instead of hourly or more frequent.
- Not in support of increasing number of days at this point. Ventura needs to focus on housing affordability before focusing on bringing in more visitors who want to invest in second homes and rental properties.
- Work on connecting the beach/pier area to the rest of downtown / city... the freeway cuts off nearly all pedestrian access points to the beach. Only one side of California Street and the Pedestrian over pass are available.
- The fairgrounds should move off the beach, and to a more appropriate site for that type of use. That land is far too valuable for its current use.
- renovate the crappy hotels in downtown and midtown
- We need real hotels, but we also need to swap out the old motels along the Midtown corridor with midrise housing/mixed use. Also more events is a consolation prize, but I'd prefer the fairgrounds be moved somewhere else in this county that isn't prime beach front space which Venturans/tourists could enjoy every day of the week rather than one week a year. Also its gigantic, empty parking lot breaks my heart. And I'm not sure golf courses are the public spaces this town needs, but if you can't develop them, courting conference goers might make sense.

- I believe Venturas beaches are the Crown Jewels of Southern California. Do we really need more hotels blocking water views and adding to the traffic problems. Keeping the beaches as natural as possible with as little development as possible will keep people of all ages and ethnicities coming here forever. The challenge will be to Not develop, but preserve.
- Let's not encourage golf courses with the current water situation. Let's use the land between the pier and the State Beaches for more activities.
- Enough development downtown!
- Events are already too loud & cause downtown chaos
- Many of these options are moot because of rising seal levels
- Additional Parking Structures are needed downtown for visitors, events, businesses.
- repairing the promenade would be great
- we need more boutique hotels, not low end and not corporate
- Climate change adding to rising sea levels makes these proposals short term possibilities.
- RISING SEA LEVELS MAKE THESE QUESTIONABLE
- Hotels: fine. NO HIGHER THAN FOUR STORIES!
- Restore/construct a larger and more eye appealing foot bridge to the Pier from Ash St to accommodate more foot and bicycle traffic safely. Also, returning the Vagabond and Best Western Hotels on Thompson to visitor paying hotels which would provide more hotel space and create improved safety and aesthetic.
- bring back the sand from Oxnard
- Definitely need a more welcoming extended beachfront recreation/touristic district that extends along the coast, with easy, welcoming, safe pedestrian connections into the city, similar to Cabrillo Blvd in Santa Barbara
- Develop a research center as a Private-Public strategy to attract new investment, small companies, entrepreneurs and technologies
- Don't make it so that locals can't enjoy their own beach area. Don't want to be Santa Monica,
- We will not have any tourists if don't do anything about the homeless and drugged people with violent tendencies
- Bring back and increase number of trolleys, and run them year round.
- Golf courses are in a flood zone for Santa Clara river and also SOAR zone so development in that area is not advised. See Ventura History of flooding in the 70's and flood waters reaching the Ventura Harbor.
- Working with the Fairgrounds would be a nice change of pace. With Main Street closed, does not make sense to increase more traffic there.
- Please consider expanding hotels to the upper Westside, above Stanley Ave
- Tax the churches
- Ventura needs a better connection between downtown, beach and the harbor. The trolley was a sad joke!
- State beach is highly underutilized. Need glamping, RV, resort style amenities, cabins, cabanas, free access for city residents!
- Any additional hotel(s) in downtown or beachfront should be limited to 3 stories. The Crown Plaza is a monstrosity that should never have been approved or built.

- More use of Main Street to bring community together
- First question above. A Hilton hotel is supposed to be built on the only empty lot between the Pier and the Fairgrounds. There are no other empty lots to develop along this stretch. The bluff where the Coastal project was built was supposed to be reserved for tourist-serving facility like a hotel. If there are buildings downtown that could be converted into small boutique hotels I think there would be support for that. No high-rise hotels downtown. There are already multiple hotels near Pierpont/Harbor area, with another under construction.
- Increase occupancy tax
- limit height of any beach front development to 4 stories to preserve character
- Have year-round concerts at the fairground with great bands. The city makes enough in taxes. Stop wasting money and giving so much to your employees in their pensions. Also, stop coming to property owners for college and school funding (bonds) like the latest proposition E. We already have one enough add ons on our property taxes for the schools!
- More gun shows
- It's such a shame that Ventura's beaches and beachfronts are as unattractive as they are. This is the gem of the city and anyone who laments the loss of the "small town feel" they remember from the 1950s needs to look around and recognize it is now 2022. This is a city of 100,000. Nothing sleepy about that.
- Concerned about new water consumption
- Safe and easy access around train stations. the 101 cuts off safe access to and from Downtown and the beach areas. Tourists will want to freely access these areas with out having to rent a car or interacting with a car. Harbor Blvd ought to be closed closed to cars from Seaside park to Sonjon Rd. can create a shuttle system down that corridor on fair days. Figueroa can remain open to cars to access the parking lot. Discounts for hotel guests who travel by Rail and who do not use cark parking. more rail service. reintroduction of the Trolley

16. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- Stop building and allowing out of town developers here to build housing which largely remains vacant as it's grossly overinflated and unaffordable
- Upgrading existing strip malls to make them look nicer, discourage loitering. Perhaps an upper walkway over some roads like Johnson or telephone as it's too dangerous to cross streets now. Provide a safe encampment area in the undeveloped agriculture areas for the unhoused until the state figures out to help people. Then we all can go back to using our parks and paths and feel safe.
- I don't like the idea of overdeveloping our small and charming town...and as I mentioned earlier...traffic and water should be a consideration!
- None
- More single family homes. Less apartment buildings.

- Expand SOAR, no more dense housing, work with state to improve the Johnson off/on ramps BEFORE any development goes in.. oops, too late with that one...
- Not all vacant lots must be filled with a multi-story condo complex. Provide more varied housing alternatives, including bungalows. Tell the State to take a hike with its housing allotment, which will be nullified after 2024 with an upcoming ballot measure.
- Again, uncertain until there is more information on future plans for water , sewer, costs of increased traffic vs increases to city income thru taxes, etc. An in depth study should give us an idea what kind of growth we can shoot for without damaging quality of life and unduly harming our environment.
- Slow the development in Ventura. It is moving too fast
- Stop developing all the land. Leave open spaces alone. I used to be surrounded by orchards. Now they're gone. That's why we bought the house we did. It was in the "country" and quiet. Now, it's not...sometimes improving and developing is not the best plan. Quaint, coastal community was what Ventura used to be. Why the need to be like all the other big cities? Be thankful for having open land, skies, and wildlife.
- More parks, and please fix our roads
- Rent control would help. Quit building in tsunami zones. Quit using farmland for developments. Population is going down, not up. If you want Ventura to look like Venice beach in LA county, keep adding retail on the beach. Get help for the homeless, that is the main problem. We need housing for homeless people, not rich people. Nobody who works for minimum wages can afford to live here. Do something about that. Also, people have cars. No more approving dense housing without parking. If three people have to live in one apt to afford it, we need three parking spaces per apartment. There is already nowhere to park on the streets at night on the entire west end including downtown. We should not have to walk blocks after working for tourists all day to get home from where we parked our car. You cannot make people stop driving, and leaving downtown carless is making the businesses struggle when they thrived before. The downtown parking structure is too small and disabled people can not access the blocked off businesses downtown. Also, stop building up every vacant lot possible. Those new buildings look like LA, not Ventura. We should look more like Santa Barbara than LA. They are all ugly. Whoever approved them is a criminal who loved money more than Ventura be and ruined many peoples views and property values to
- Limit building heights to 2-3 stories. Provide enough parking. Utilize natural looking architecture vs the current modern new buildings.
- There is not enough room in this city for more people. Higher buildings and overpriced apartments can be built in the ag areas and all it's going to do is dilute the culture of Ventura, clog the roads, and we will loose everything we love about where we live. Just because there is demand and a plit of land doesn't mean it should be built on. So many folks already are being driven out. We don't need more townhomes on starting at 800,000.
- The ability to grow must be linked to infrastructure which to me means maintained roads, adequate electricity, water, natural gas. Stop all growth until basic infrastructure is significantly improved

- Development needs to halt until water issue is solved. Existing residents and businesses should not be negatively affected (by available water supply or higher water rates caused by new water needs) by new developments.
- There needs to be a halt to all new development until water service for the existing residents and businesses can be GUARANTEED without unaffordable rate increases. The current drought has resulted in a lowering of Lake Casitas water level of more than 20 feet over the last three winters. Much longer droughts have been experienced in this area during the historical record.
- I would immediately stop any further development as the city has destroyed ventura with the new projects already completed and in process. No consideration has been given to traffic increase, infrastructure, water and quality of life. Instead under the guise of a new state law to provide affordable housing, which non of the new developments have provided, the greedy city planners have irreversibly changed our special town for the worse.
- Maintain ocean views downtown and farm land
- Just plan for growth for the current RHNA cycle. Find land that can actually be developed or repurposed. Consult with the land owners. Use affordable housing overlays. We may look at SOAR land for potential but there is no voter support for it.
- Increase Sales Tax by .75 percent. Produce revenue without destroying a great city. Los Angeles is disgusting. Dont turn us into that. Proposing a slight increase in tax in place of over development would gain great support.
- Ventura is over-populated already. We don't need to expand an already packed city, if we continue on this path of expansion we will inevitably turn into L.A.— we don't want this to happen, we don't want Ventura to lose its charm.
- No exceptions granted to developers. Keep existing guidelines for Downtown Specific Plan. Increase parking requirements for developments. (More than 1 per 1500 sq.ft, where units are less than that footage). Height restrictions. Preserve downtown residential streets from giant developments next to single family homes.
- There are many areas in Ventura I believe could be re-zoned. these are areas that have empty retail that could be torn down for either residential or corporate expansions.
- Unfortunately, with downtown Ventura being wedged between the mountains and the ocean, it has more of an "island development" concept than your typical American city. Growth of the downtown area needs to be extremely limited if downtown is going to remain the "attractive destination" as noted above. Building taller buildings and high-density living units is not the right path.
- Leave it alone.
- The General plan should reduce the current amount of development allowed
- Maintain agricultural land for future residents, increase density in areas that can accomidate.
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- No more traffic! More bike routes
- I wouldn't do the development that's currently happening here, we don't have the resources to for it.

- clean the beaches. remove dead seals. building needs to be tied to traffic[parking, access to freeways] and water concerns.
- We need to maintain our agriculture and open space to fight climate change. We cannot reduce our carbon footprint if we are shipping food in and paving over land.
- Stop. Developing. Ventura. Improve the spaces we have and preserve our beloved architecture. Bring strong LOCAL businesses into the existing spaces. Improve what you have and try to benefit the people who actually live here and want to see their town keep its small beach town charm. We're not Huntington and we never ever want to be.
- lower density, more affordable living units for Ventura's young families not cheap high density expensive units for out of towners
- cut down on pollution, save water resources, limit growth, provide more open spaces. Conserve, preserve and restore.
- I think you could improve the current look of downtown with fitness stations along the promenade and surrounding running routes
- I would change the development focus to simply accommodate that which required by the state, no more no less.
- I do not feel a need to have the city expand beyond the current boundaries. With any expansion, parking is critical. Enforce codes for parking 1,000 sq ft medical 5 spaces, 1,000 sq ft industrial 1 space. New apartments, townhouses and condos need adequate parking. Due to rent / ownership pricing MORE people live in typical spaces, which requires extra parking. Parking with development is CRITICAL.
- Minimize the extra height allowances, require set-backs with trees / planters, to soften the growth, architectural consistency, keep as much open space and parks as possible, widen sidewalks and control car trips. Local grocery stores are needed if more density happens.
- I really do not agree with the "base alternative" above, but it is better than the other, unrealistic soar options. FYI: This survey is obviously created to only allow for more density and height for areas west of Victoria. Short sighted on the survey developer. Ventura is pie shaped with no outlet from the tip of the pie. Yet that seems to be where you want the most density and population increases. What about disasters and traffic flow? What about walkability for people living at the other side of town? If you build 4 stories anywhere in Ventura you will get the expensive top floor ocean views for tax revenue. They don't all need to be downtown. Please, do not ruin what makes Ventura special. Keep building heights low to protect ocean and hill views, allow sunlight into neighborhoods and follow the GP Ventura Vision Statement.
- I'd get rid of all the crackheads and ship them back to their home towns and all the disrespectful transpLAnts that are turning out once beautiful safe city into a LAME place for kids to grow up in.
- Development of Taylor Ranch
- don't like any of them
- Clean up the business and commercial areas, remove the vagrants, thieves and drug dealers.
- On the last topic of agriculture within city bounds, is there anything the city can do to encourage organic and local food supply such as community supported agriculture to ensure our food supply, low transport carbon footprint, and develop community between agribusiness and residents?

- City beautification, fix the roads, sidewalks and highways.
- Make it more senior friendly! We have a lot of money to spend but don't because it's hard to find close parking. No place to sit if we attempt to walk the distance. Restaurants putting in high tables and chairs we can't get into. Uneven sidewalks cause tripping. We're not all 20 yo surfers.
- I have not selected an alternative because they do not represent what the people of Ventura, as a community with a history and values, want. There will not be enough water and we do not have the infrastructure. We are being railroaded with this false dilemma of choices.
- We need more water for the area if we are going to expand. Telling us we have to cut back while expensive housing is going up doesn't make sense. People who can afford 6000 a month for rent was my mind a large water bill
- Limit building height to 3 stories
- Do not take SOAR land or any land for that matter and make it 4-6 story crap housing to bring in even more people to increase the traffic and gangs and crime and everything else. Ventura doesn't need to balloon to a huge city. Leave it small and open. Add parks and things to do at the beach and put fun things on the pier and make it SAFE to go to the pier and beach at night and connect Downtown to the pier and make more hiking and mountain biking trails and plant trees and more parks and more for kids to do that isn't stupid soccer.
- Maintain all agricultural areas. Build houses where land has already been developed and the buildings stand empty (Sears). We are not, and do not want to become, a suburb of L.A.
- Do not build up. 3 stories max.
- Do not annex soar. Ventura does not have the infrastructure to safely accommodate more housing
- Do not approve new high density use. Eliminate focus on affordable housing.
- I want to see more parks and open spaces. The development of apartments in the downtown area should NOT happen. I'm a cruiser bike rider and don't want see our beautiful city over run with over development to happen
- Keep Ventura as is. Do not ruin Ventura with more apartments and more crowds.
- Please don't ruin ventura with traffic, less open space, less ocean views, breezes, agriculture and more people! Please stop building \$900,000 units deemend affordable living! Stop!
- Connect the bike paths, so that it is safer to travel from one end of town to the other end. Also more bike paths throughout town.
- Stop building. We are already overpopulated we don't need low income housing and our taxes sure don't get used for what they're supposed to so build somewhere else
- Limit expansion in our city. We are already way over crowded and are losing our way of our city. Stop the growth!
- improve park areas, consider traffic congestion issues with any new development. Keep building heights to 2 or 3 stories high.
- Stop building housing until you figure out traffic on all ventura roads and highways
- secure more water
- More availability downtown for visitors to town, increased harbor and downtown eateries and shopping

- No alternatives, stick with the plan you laid out.
- Keep Ventura Ventura
- Stop providing help to the homeless and instead provide a pathway for locals to be a homeowner. Create a program to stop homeless from stealing and living in the river bottom. Make Ventura clean
- Buena Ventura park - this needs to be transformed into a public space with camping, outside space, storm water capture, restored wetland
- I'm currently seeing so many new condos being built but have yet to see any new affordable housing anywhere while I know multiple people that have been waiting up to 5 years to be placed in affordable housing while working 2 jobs. So much of the property being built in Ventura sits empty while I see people struggling to stay in a place of their own
- More rehab for the existing buildings. Keep the culture and history of Ventura for decades to come. Invest in what we have first.
- Create a better beach boardwalk that accommodates walkers vs bikes that is clean and safe. Create water activities, dancing, fun atmosphere on boardwalk, downtown, and east end. Don't over populate or over crowd with more buildings and take away parking.
- Do not turn Ventura into Orange County
- Limit growth and preserve smaller scale and make Ventura as a cherished destination for those who are escaping high density and high population
- Use and honor the Downtown Specific Plan. Stop with all the warrants and exceptions and actually follow the plan. Your recently approved building do not reflect the intention of the DTSP.
- No more growth.
- Building the bare minimum of housing units required for state funding and not a single unit more while staying within established code and zero variances or exemptions for developers. The focus of planning should be on improving development of existing areas where doing so doesn't break down the character of Ventura (Fairgrounds, the Harbor), filling in vacant buildings, and there should be no conversation around converting any Ag or SOAR land to development. Ag land provides a significant amount of tax revenue, jobs for residents, and an inestimable cultural value to the city. Ag is Ventura, Ventura is Ag. Loss of this land would be an irrecoverable compromise of identity turning Ventura into just one more "SoCal beach town" with no values other than tourist season dollars.
- I am disappointed by the proposed developments and slow transformation over the last 25 years of my small hometown into a pseudo extension of Orange and LA counties. I don't recognize this town anymore when I'm driving on the 101 and it honestly is starting to look like the inland empire with all of this unchecked development of big box stores, shopping centers, industrial and high density low income apartments and townhomes. I know this all comes down to money, taxes and incentives from the state, and I don't support any more development and believe that small towns like Ventura have value to stay as they are. We all live here because it's a small town with open space and we like it the way it is. True wisdom in city planning is not to just keep growing and expanding but knowing when to stop, and I believe we have already gone too far.

- Listen to the locals, the true residence of Ventura cast off the ideas of Sacramento and out of town developers.
- See question #1 comments
- If VUSD does gate and lock the school on the weekend than we have lost out on lots of open space in Ventura. The City needs to work with the district to help keep the open spaces and find more open spaces. The Avenue is getting overdeveloped, with very little open space. If DATA gets locked up where will the kids play?
- Provide for increase in water and infrastructure to accommodate the increase in usage.
- I would tell the State to go pound sand on all of their decisions on our city plans. You can't build anything, because there is no base who can afford to live here, and the real estate is too expensive and there are no jobs that can pay for the cost of living.
- Reduce growth by limiting new development. Concentrate upon improving existing infrastructure and city services: Fix the potholes; repair sidewalks; clean up the grafetti, stop allowing drug addicts to sleep on the streets and sidewalks; provide for an adequate water supply. Most importantly - Stop building high density housing which leads to the spread of disease, more crime, and continued waste of our limited resources (i.e. water).
- None of the alternatives address the infrastructure issues as previously stated.
- Any alternative has to factor in resource availability at all times. We are facing an extreme water shortage, and it not fair to existing residents to face water restrictions just so out of area people can move here.
- Base Alternative that generally maintains downtown specific plan, midtown corridors and hospital district. Create more density around 5 points-mall area. Have more mixed-use density along corridors abutting neighborhoods in all areas of town. These will become neighborhood-serving and reduce car trips to centralized shopping and services. Improve/develop these areas before using SOAR land.
- FIX THE ROADS
- Who asked outsiders to come in and push growth in Ventura? Where is the water going to come from? Who asked for more crowding?
- Because of global warming and the water situation, Base Alternative 5 is the lease evil. I would go further and have more restrictions and no new construction projects.
- The Ventura of the future could be a model for cities interested in protecting the best aspects of their city for many years to come. Ventura is uniquely blessed with an amazing history and spectacular location. It has some natural confines that cant be ignored when discussing growth. When someone is visiting Ventura for the first time, what will they remember when leaving? The bustling industrial corridor, the far flung housing developments, the easy access to multiple shopping experiences, the high density housing ? Or a sometimes quirky beach town with a beautiful Mission, world class surf, vibrant downtown, open space, creative, interesting, talented friendly people. I think the second choice. The lesson that needs to learned in my opinion is that not all towns are capable the kind of growth these alternatives propose without losing the vibe that makes people want to come here. And by the way, spend their money.
- Adding higher buildings in our downtown would detract from our city's hometown draw. The current feel of that area is an important reason why people live here and why others visit. Current residential apartments and condos are not affordable. Further, the Council doesn't

seem to realize that we are in a severe drought that is unlikely to change any time soon. Just where are we going to obtain water for the growth that this Council is supporting. We need to look at the big picture.

- We need safe places to store bikes so we can actually ride them without the homeless and drug addicts stealing them.
- Traffic calming downtown, especially on Poli, better access to freeways from Ventura Avenue
- Stop approving bad apartment complexes in the downtown area. Staff should be ashamed of themselves. The public meeting was a disgrace and very misleading.
- Current zoning allows for growth already. Stop trying to overdevelop Ventura. We don't want to become the Valley
- Mixed use 1; lower scale, mixed use areas with a blend of residential, commercial and retail.
- Don't allow any builds taller than 3 stories
- I say "base" only if it truly has no changes to it. I can't tell from all the confusing info in this survey.
- Place a hard cap on new development and modernize struggling and dated parts of the city.
- increase housing in areas of available transit and near ventura college
- I like infill. Any new construction has to be done with extreme conservation in mind, solar, passive solar, greywater reuse, water harvesting and retention landscaping like Kellogg Park. Affordable housing. Any new development needs to be very walkable/bikeable and should discourage the use of gasoline powered cars. In other words, any new development needs to help us live and thrive in a rapidly changing climate, and rapidly changing social issues. I don't think there is any way to avoid increased density, but we can take steps to make the increased density we face more livable and environmentally sustainable. As we move into an era of higher density and increased scarcity of water, food, energy, etc, We need to focus on changing our business, industrial, and agricultural practices. We need open spaces and wild lands, and our urban spaces need to their best to heal the open spaces and wild lands which surround them.
- Distribute height, density and growth to other sectors of the City besides the Downtown area.
- The mixed use and residential buildings developed would have to go through a rigorous architectural review board to promote aesthetically pleasing buildings and landscaping/greenspace to fit in with the area & community to promote carbon sequestration, beautification, and environmentally friendly spaces for safe foot & bike traffic. I feel like Ventura has a culture and spirit. These buildings that are constructed will be here for many generations; with this said we need to be thoughtful in our design and continue to keep a culture in our beautiful beach town. New and affordable housing can be accomplished with thoughtful and beautiful design as I have witnessed in many other towns. Lastly, I would also provide more areas for community gathering businesses, such as, art co-ops, food carts, and small/boutique grocery stores to provide more walking opportunity to healthy food within our neighborhoods.
- I believe limited to no growth should be considered as we must learn to live within our means and be ok with it
- complete the park area at Kimball and Telephone to include a community center for library/arts/culture/ senior center.
- reduce maximum height of buildings that's now allowed. Emphasize bus, rail, bike, walk.

- Development should be significantly limited due to abysmal infrastructure at present (eg, water supply, public transportation, proximity of critical grocery and retail amenities near each housing development). Further, for any building, a unified architectural theme is critical, to ensure that a uniform, aesthetically-pleasing look and feel emerges for Ventura. Additionally, we need to invest in more trees throughout the cityscape, eg, jacaranda trees along a center median for Loma Vista above the College (similar to near Pacific View Mall).
- Get rid of the 6 story buildings from the base plan as you promised last general plan when we all protested it. Reduce density of housing. Plan for hospitals and more green space as in trees and bike paths throughout community. Look for alternative small housing per family and not talk. Preserve the character & industry we already have on the West side of town.
- Allow expansion ONLY after water supply issue is resolved! Limit designation to Neighborhood Low Medium. More infrastructure maintenance. More trees.
- Industrial areas are a key to employment in Ventura. Current Industrial Space is already being strangled by housing developments that a lot of people cannot afford to live in (\$3500.00 for a single bedroom apartment) so housing is an issue all around. We also have limits on water and waste as it is - I see nothing that talks about that in this survey.
- Base alternative is higher density and heights than current existing buildout of City and allows significant growth. Why is there no alternative that matches existing actual on ground conditions that currently exist? By the wording of the questions and the limited choices or answers, this survey is one sided towards higher density development and does not consider the alternatives of both lower density and lower height zoning which match current existing residential conditions. I participated in the 2000 long range General Plan and at that time the organizers/ planners refused to remove the 6 story height zoning allowance that was already on the books along Main and Thompson. Orderly development guidelines at that time proposed slightly higher than existing densities along major arteries and downtown and certain open spaces were designated as such to balance the developed spaces. This led to SOAR to balance land use of developed space with open space as good planning is designed to balance all variables in moderate proportion It is amazing that you have so many questions that propose building in the open spaces that we previously designated to balance out the developed space 20 years ago. Eventually Greed and \$\$\$ will prevail and the open spaces will be slowly compromised and removed as they get smaller and smaller. When there are few open spaces left , we might as well live in Los Angeles or San Fernando Valley where open space is not considered a premium for quality of live and is not respected as a benefit for mental and physical health of residents. Good planning lasts generations, bad planning only lasts until the next general plan. When adjoining a single story single family residence, a 3 story high density structure would significantly affect the existing residents quality of live, and viewshed while destroying their privacy, solar exposure and parking access along their street (due to high density housing nearby with limited onsite parking requirements). Please consider the affect high density and building heights will have on existing properties and neighborhoods that are not built to high density. What happens when you already have solar panels on your roof or property and a developer is allowed to build a 3 story+ building along your lot line and obstructs your solar exposure?

- Unless I have overlooked water supply availability, there seems to be an absence of any plan for increasing water supplies that matches any proposed growth.
- Maximize benefits for existing taxpayers
- With the growth that's being proposed where is the water coming from? I don't see any affordable housing being built currently and what's being built the architecture is not in keeping with Ventura. Who approved these design's? A lot of the people that are renting these new structures are part time residents not full residents.
- Let's not start with the assumption the citizens of Ventura want significant new growth
- The city is currently building too much housing. There is not enough water to support all those people.
- Keep our ag land as ag land
- I would provide more resources to agencies and non-profits whose mission is to bolster the natural flora and fauna. We need to preserve the unique nature of the wildlife area in our city.
- Solve the water supply problem before you allow any new development.... this is not rocket science.
- Tax every church
- NIMBY
- If infill strategy is approved, the buildings height need to be revised. I oppose 5 and 6 story buildings as was allowed in the 2005 general plan. I cannot envision our beach community with tall buildings that do not reflect any creative and artistic architecture...no square stacking! In case this is not addressed further in the survey, just what does the GPAC consider affordable housing? With the new and proposed residential building (old crab house area and Main Street opposite Ventura High School) these are not affordable to the majority of residents currently living in Ventura.
- Limit height of new development to 4 stories. Develop appealing, pedestrian friendly, mixed use urban villages in underutilized areas near transit. Improve public transportation and bike lanes to prevent traffic problems.
- I am sick at heart over the destruction of our city in the name of growth and housing. PLEASE consider those of us who live here and our right to quality of life. The massive building, traffic, crowds etc. cannot be sustained. WE DO NOT HAVE AND WILL NOT HAVE ADEQUATE WATER TO SUPPORT THIS BUILDING MADNESS. You need to protect our quality of life, not destroy it.
- Stop with the high rise buildings. Single family homes or duplexes with a two-story maximum height would be more desirable and enhance rather than destroy the environment of our city. Thank you for asking.
- I am concerned about water consumption and traffic mitigation.
- Very limited additional building. The population of Ventura is growing too rapidly and the roads are crowded and in horrible condition as it is. Keep agricultural land as is- we need it for growing food.
- The mostly VACANT business park near Arundell needs high paying jobs. Ventura needs to attract businesses that pay more than working in a hotel or restaurant. Since affordable housing is mandated and necessary, I'm on board with that...keep it near Johnson Dr and downtown.

- I would not allow re-zoning of business/industrial areas for residential use.
- significantly maintain and improve what we have before expanding/growing.
- Clean up the city and give existing business and neighborhoods a facelift. Increase the quality of what already exists and stop building new condensed housing. Deal with cleaning up the city and making it look attractive in every section of the city not just downtown and harbor.

Core Alternative

- Small changes not big keep what makes ventura ventura
- Don't develop downtown that much...improve it, have a facelift, but don't raise the building heights as much as you say. Be considerate of people's views, of creating massive barriers to our ocean breeze and existing views we currently have in our quaint seaside city. Be aware of how much you are doing or being influenced by to receive "state funding," at the risk of losing the integrity of our city. So much of our city can be improved without selling our city under the guise of developing low cost housing or developing emission reduction alternatives! Have you really listened to what at least 1100 other global scientists say in regards to climate change? Patrick Moore who was an original founder of green peace has a lot to say about how political rather than on the environmental movement it was intended to be! Follow the money! They focus on narratives based on fear tactics rather than scientific evidence. On one presentation from the climate and environmental impact committee, the speaker stated that fossil fuel, nuclear energy, CO₂ emissions are unequivocally the cause for global warming you all need to read what ALL these other environmental scientists are saying instead of being bullied into claiming one narrative as truth. Research it yourself and don't shut down others who have made informed decisions based on their research! What about our water supply, grid capacity, congestion, increased crime, increased waste, would our city be able to supply and sustain the growth? Ventura is a small city and of course many people would like to live here, but if they can't afford it or our city can't accommodate them they have options. Why is it that places like Montecito and Laguna aren't doing what we are proposing? Maybe because they don't need the money. Let's not be so desperate to comply with all these high and mighty, buzz worded, alternatives and destroy what we have!
- Leave the agricultural areas alone. We need them. Clean up existing retail spaces, roads, parking lots etc. the east side could have benefited from a proper grocery store not overpriced apartments and new housing that took more agricultural land. Stop trying to push our farmers and workers from the very necessary crops. Plant more trees around town and up in the hillsides. Wind turbines up in the hillside areas would be fantastic (especially the areas not seen). Do more for climate change in a positive way, not tear up agricultural lands. Areas that aren't currently being used but could be used for farming should be done instead.
- We need to keep our agriculture lands and fields. Not only is it better for healthy air, but it is better to eat :)
- "Current and Future Transportation Corridors" is an amorphous and vague term. Growth in Westside, Downtown and Midtown only.
- We don't have water. We've lost most of our agricultural areas. I'm against growth at this time
- Make downtown, beach areas, harbor as destinations for visitors. Keep neighborhoods unique with character.

- If high density housing occurs public transportation needs to be addressed to lessen “overpopulation” of cars. All needs such as grocery, restaurants and general merchandise need to be available.
- MAINTAIN ALL CURRENT AGRICULTURE LAND (which is high quality) to maintain neighborhood ambiance & develop higher density in transit corridors & adjacent to existing structures.
- A moratorium on all new growth outside of repurposing existing structures. All new dwellings being built in Ventura almost exclusively start at \$750k and up. These buildings are not being built for the citizens of Ventura. They are being built to attract upwardly mobile citizens of other cities, Air BNB investors, and wealthy out of towners looking for a second beach home.
- Development and re-development of downtown and west side would benefit the entire community.
- Revitalize existing housing and increasing the amount of truly affordable housing on the Westside. Access to a community pool for Westside residents.
- walkable, bike friendly, nature corridors with trees and clean streets. 10 walking access to open space anywhere in the city.
- Mixed use development , as suggested, is an invitation to new lawsuits and some could come back to bite the City and its planning commission. Water is a requirement for any new development and the current drought is already impacting the current residents and businesses in a negative manner and it could get much worse; especially if new development is allowed. The Metropolitan Water District is cutting their allotments to current users and any new users would be at the bottom of their priority list.
- Please do not build over 4 stories in height. Please address the Johnson 101 south onramp if building housing there.
- Keep things as they are.
- 4 stories feels like a good height
- Maximizing development with live / work units and or mixed use commercial / residential buildings.
- Provide more single-family dwellings, limit condominiums and apartments. Stop issuing building permits to contractors that charge high rents. Give the 20 -40 year olds opportunities to purchase land/homes that are affordable.
- I think the Thompson St. Mid-Town corridor could be cleaned up and improved.
- Reduce the number of golf courses by half (as they are environmental disasters), and turn them into sculpture parks (see Vigeland Park in Oslo, Norway: <https://vigeland.museum.no/en/vigelandpark>).
- denser development in the densest parts of the city is the smart choice
- Create a very high density residential area and allow it in limited areas, ideally off Johnson Drive next to Oxnard where there are already very high density residential and proposed towers, the core of downtown, and in the hospital district.
- Improve the beach area from the State Beach to the Fair Grounds. We are a Beach City!! Promote it.
- Less Mixed Use and more Low Medium to Medium housing.

- Keep more open spaces and less of the rapid and ugly development we have seen in the past years.
- Don't build any high rise. Nothing above 2 stories
- City can focus on building a beautiful walkable, vibrant downtown, waterfront and midtown, while also focusing on adding parks and planned communities on the perimeter. - I think this would be ideal and offer a broad range of liveable housing for families and offering areas for tourism.
- I think we should 10,000 of are largest R-1 lots to R-4.
- Expand recreation at city golf courses. Convert to open space and children's playgrounds.
- We need housing and jobs, we need a tourism industry, if you don't do anything, crime will increase, homelessness will worsen and the state will force developments upon you. Face the reality, be honest with yourself. Young professionals like me are leaving. Young professionals don't want to come here, good luck recruiting business with no housing. The economy here is a failure.
- Preserve as much open land as possible and concentrate development in areas already developed. Restore old buildings to new affordable housing and tourist lodging make down town more vibrant.
- Devote significant resources to improved transit and bikeways. Convert existing parking lots to housing and green space. Start closing more roads to motor vehicles while creating alternatives that allow more people to live car-free or make fewer car trips.
- I'm concerned about traffic and emergencies. My priorities are to maintain and expand open and park lands.
- Citywide, stronger guidelines to ensure new buildings fit into the surrounding area. Add significantly to number of public outdoor spaces of all types.
- We should build up and in rather than sprawl, but getting rid of agriculture to improve housing options is logical and could keep dangerous chemicals out of areas near schools and homes.
- Lots of development downtown, especially on the westside
- Don't get rid of fields to squish in more homes and people, leave ventura a beach town don't then it into LA
- Walking loop main-ash/San jon-boardwalk-figuroa. Get something mixed use in the old oil storage lot at surfers point. Put a parking garage in fairgrounds parking lot and convert the rest to retail/park/mixed use. Make a concentrated effort to clean out the hobo jungle once and for all (dedicate funding to keeping it from becoming an encampment) this will help unlock the potential of the west side. Develop the coast side of the hills. There's plenty of wild scrubland between Ventura and Ojai. Putting houses and parks up to the first crest will help protect the city from wildfires and attract huge tax revenue from the multi-million dollar homes up there. The argument that residents would rather look at dead brown scrub is spurious. Only a few very rich hillside people agree. I live in the hills and would love development above me.
- Improve the fairgrounds. Should be beautiful park that easily converts into fair/concerts/weddings/event.
- Fix all problems within the city first before adding more.
- Building in areas that are no longer used for Ag.

- Create a character architect for san buena ventura, maybe spanish, maybe beach bungalow or craftsman. All the newest developemnts are square ugly boxes. Can we cone up with a building theme like santa barbara has. All spanish or craftsman beach bungalow look.
- Infill and increased work/life buildings in downtown
- As much affordable housing as possible
- Develop real, year round, adequate water supply, based on sound water development system designed by registered water engineers, not by pliticians
- Build more housing in all areas of the city
- Develop mid rise condos
- Need more public park space/green space.
- More bikeable/walkable areas, less car dependency. More homes being built to improve affordability.
- Be sure to allow housing on or near college grounds. More 3 story buildings but NOT next to sidewalk like near Vta High.
- I would improve the Core by adding east end expansion to it. Basically, my ideal would be more expansive than any of the alternatives currently available
- Add more nightlife and encourage local bars and businesses
- The city should always be aware of housing verse jobs available in our area. We don't want to be a bedroom community to Oxnard or Santa Barbara.
- I support much higher density for taller housing developments. Limit future job growth until housing supply can catch up. We have a desperate shortage of housing.
- The whole city should become much denser and more walking/bike/transit oriented. A number of the regions of the core proposals suggest downzoning(?!). The zoning for housing in general should be either woodframe only (3 story limit) or with a concrete podium (6 story or 5-over-1). The second and third story of woodframe buildings is wasteful to forbid, as is the 5th and 6th floors of buildings with a concrete first floor. Let the developer choose to leave money on the table instead of legislating it. A number of the corridors seems way too narrow, up zoning only a single block from the corridor (5 points/pacific view mall, midtown, pierpont, ventura college/telegraph, west side). People can walk farther than a block. With more people along those corridors, there is a large base of consumers for local shops, restaurants, stores, transit users, etc. It seems wasteful to upzone to provide mid rise housing and mixed use areas, then have a sprawling car dependent suburb taking up walk shed real estate. The entire walk shed of these regions should be upzoned, not simply a super narrow strip right on the stroad. I want to avoid sprawl. New projects should be sufficiently dense and supplied by robust transit so that having a car feels absurd. I do not want to build more car dependent suburbs in the SOAR regions. I don't want to barely upzone a handful of parcels that might barely support a low density apartment complexes with 3 parking spaces per unit with no infrastructure in walking distance.
- Develop and increase density in the core downtown per alternative 1, but still allow for certain SOAR properties to be annexed and developed such as the farm land across from the harbor, which would be tremendous shot in the arm for it.
- Reduce parking requirments for buildings - all reputable planners / architects agree with this - referenced from "The High Cost of Free Parking". Allow micro / 1 bdroom units without parking

to be built - requiring parking garages adds about 30k to each unit cost. Work on better connecting downtown to the beach / waterfront. Allow buildings for max height. Better crosswalks / markings - slow car traffic even though the cities traffic engineers will cringe.

- No growth as we have no water
- I believe we need to have a broad general upzone across the city. 1. Allow 4 units per lot on all lots, allow smaller minimum lot sizes (~1500 sqft), and make replacement of existing residences with same or greater number of housing units a by-right approval. 2. Abolish parking minimums 3. Allow up to 10 units on corner lots or lots larger than 5000 square feet. 4. Allow up to 6 stories within a half mile of any high-quality transit corridor.
- I would prefer if the height limit was raised to at least 6 stories everywhere, but let's say 8 so we have room to negotiate down. (Personally, I wouldn't be opposed to 12 stories in some places, which is a number I'm basing off D.C.'s limit.)
- Greater balance to the amount of new development distributed throughout the city, looking into the areas that are "not of discussion". Identify and commit new land to parks and open space within neighborhoods prior to updated General Plan approval for increased growth.
- Water availability and traffic concerns must weigh heavily on any additional development
- More office and residential
- No height variances! Enough with high density. Ventura doesn't need to become Irvine to profit developers!
- I think the Thompson Blvd./Main Street corridors from Kalorama east should be targeted for mixed use projects, with some degree of setback from the street at intervals so as to avoid a canyon of buildings. Two to four story residential buildings should be a priority, emphasizing cooperation with existing business owners to relocate them to new spaces in these projects. However, car lots and motels should be razed.
- Keep the maximum height to 3 stories (approx 30 feet), not 4-6 stories.
- Keep Amtrak station where it is. It's an ideal stop for visitors taking the train to enjoy the city and beach. The proposed new location makes no sense (I don't recall what plan that was a part of)
- Restrict growth to the available resources of water, sewage, and existing amenities
- Ensure that new housing is developed for low, very low, and extremely low income people (particularly families) and provide related transportation and services.
- No high density or "affordable" housing.
- Conduct a detailed study of all unused commercial and industrial properties and consider creating mixed use commercial and residential areas before use of agriculture land. These areas have transit options and business access. Please consider a similar study for mobile home areas that could reduce footprint and accommodate new 3-4 story development. Study newly built apartments like the Front St/Sanjon Road development that I hear is under-rented and half empty. No new buildings until newly developed apartments and condos are filled and/or redesignated for affordable housing.
- Expansion in the core with development around transit centers should be the focus. I do see potential for development in open spaces in the city that are used for agricultural use, as long as there is a focus on public transit to limit the impact of suburban sprawl that would cause

significant congestion and reliance on additional cars which would cause many of the biggest complaints.

- Provide a plan to make additional parking structures a reality, but work with property owner to include these structures with storefronts, dwellings, and street frontage so that they fit within the fabric of the city and not just fill between. Specifically on main street thompson and santa clara streets as well as midtown locations.
- Quality of life for the people of Ventura should be front and center when decisions are made. People live and visit here for a reason. Do not lose sight of what makes Ventura so special.
- Infill density, repair existing infrastructure, add more public transit.
- Better traffic fixes Water desalination that was approved by voters in 1973 There has been no traffic mitigation or road improvements to accommodate all of the new building in the Telegraph & wells road area No new water sources identified for all this massive new construction Main st & Thompson & Poli/Foothill & Wells rd & Telegraph are dangerous due to over building without new roads Infrastructure should be addressed and improved Victoria and kimball roads are too heavily congested City politicians should pause building until we have water desalination and improved traffic flow Foothill is a death trap Any new construction will degrade our quality of life
- Again, find the water to support current residents before building new homes, condos and apartments. We are in a severe drought and have been and will be for years. Water rates have been going up for years and the City want to bring in more residents, that's idiotic. Also, the pot hole filled, awful roads in town can't handle anymore cars. Stop building, fix the water crisis and the streets and support the residents that live here.
- The mall may not make it. Focusing on what could be done with that land/existing building could be a boon for the area. Entertainment. Housing. Retail. So many opportunities to revitalize an enormous chunk of visible property. But make sure McConnell's isn't impacted!
- Keep classic Ventura vibe
- There could be a good argument to pursue both the Core Alternative and the Distributed Alternative. Increased density around downtown, and partial development options distributed throughout the city in key areas.
- Please excuse me if this is already stated in what you have as I might not fully remember it all. Personally my thoughts is: lets do our best to use what we have in the best way possible. There are structures that exist in Ventura that are not really being used that could already go to the creation of new jobs or housing. Affordable housing is not being created by new structures from what I've seen living out here off wells road and darling. Multistory building are not creating them as the multistory buildings out here are more expensive then any other place to live out here. So I highly highly state that we need to look at existing structures and start making changes to them to be able to let it be for housing or truly create work for people. Even investing more in education would be a big thing or allowing more entrepreneurship to take place in the area in order to bring more revenue for the city. It isn't about using more land and destroying our nature and crops but using what we have more effectively and efficiently
- there was no mention of public transportation. Developed areas should be connected.
- The problem on the east end is that there is no connectivity of sidewalks on Foothill or Telegraph and annexing a couple lots won't fix that or the traffic snarl on the 118. Until the

State widens the 118 east ventura can't handle dense housing as in even of emergency there is only one way out and getting anywhere on Foothill or Telegraph is like a freeway. Ventura should build a thriving downtown area with hotels and complete streets and walk ability.

- The city needs to have a strict rule on height limits (no six story structures please on Front street), and a plan for sufficient infrastructure and parking to handle to increase in density. I'm fine with density downtown but not if traffic isn't managed and the area becomes a mess. Overall, the city council seems happy to sell out to developers and move onto better. We the voters are watching...
- I love that you are rezoning many formerly R1 zones to multifamily and mix use. I would like to see the Government center integrated in the Core plan as well. Maybe as a part of a super block encompassing the college.
- Provide safe pedestrian & bike route on Seaward crossing 101 fwy

Expansion Alternative

- I personally like the expansion want more commercial or mix use on east side since most people living there had to commute to work or work next to their schools instead at their community. New park also great, and multi story over 6 stories building more on the mid and east side isn't consider an issue to me especially mix use.
- I want walkable cities in Ventura. I want walkable, affordable housing. I want Ventura to grow. I am a young adult, and seeing so many old folks who are going to die in the next 10-25 years (or less) demand Ventura ceases growth. Ventura has the potential to be one of the nicest cities in the entire state, yet years of old folks demanding and complaining about growth is deafening. I have lived here my entire life, please Ventura, grow in the right direction for the next generation of locals.
- Less restrictive requirements for retail and restaurants to function in the down town area
- I'd put more density housing in the hills
- Ventura has always been a quaint beach town, which is what has attracted so many new residents and tourists. I understand that growth happens, but decisions need to be made in regard to new residents, as well as, the the long time residents. Take a look at San Luis Obispo - still quaint, but offered so much without overwhelming the "small town feel". We need more focus on tourism and not so much on housing.
- They need more amenities on the Far East end. They need a large grocery store.
- I would make sure any expanded or annexed land would not allow 5 and 6 story developments of any kind: residential or commercial. Stacked concrete block style buildings should not be permitted. They do not fit into a beach community. There are already too many of these prison-block style buildings being constructed now. It is unimaginable to allow our beautiful city to continue with this type of architecture. Is our city goal to become like the jungle of apartment/townhouse residential and commercial developments in the Wagon Wheel area of Oxnard? The west side is already headed in this direction with solid multi story buildings on both side of the street which produce a canyon-like feel instead of the more open vibe one would expect from a beach city.
- Add more retail, grocery stores, cafes to the Eastside. Create more parks and walking paths throughout the City. Connect the Eastside to Montalvo with the Rail Trail project!

- More affordable, workforce housing
- Na
- Do not create infill. We are not Santa Monica (the poster child of this kind of development.) Ventura is great the way it is, let's keep it one of the last affordable beach communities. Let's support our current residents rather than cater to new ones and crowd out and price out the people who live here.
- Ventura is a beach town yet our down town isn't allowed to capitalize on our beach front. I would like to see more roof top dining and I would LOVE to see downtown connect to the beach via a park. With an underground tunnel for the 101 Freeway. I would like to see the California Street exit moved. Expand Chestnut to Oak street and Harbor to Thompson and use that area as a park leading to the beach. Take a look at Tunnel Park in San Francisco for more inspo! I love the City that I was born and raised in and would love to see some expansion and affordability from downtown to mills and bringing easier beach access to Thompson.
- We really need style guidelines in our city to go along with these zoning changes. It help preserve our town's character and appeal. Recent developments have been boxy eyesores that don't fit in with our city and won't stand the test of time.
- Allow more large businesses in the city.
- Some development in selected areas, not necessarily centered downtown
- Petite to telegraph north of 126 expansion
- No specific idea. I must trust the majority. Please don't disappoint me
- Regarding the concept of affordable housing. The government has weird rules for "affordable housing". WE don't need projects but we need smaller units that can be rented by younger people, workers and new business owners as they all grow and increase their income. We cannot just keep building million dollar plus condos. If we do we will have no one to work here and no students to get educated here.
- Keep the area around Mission plaza as 4 stories (MU 2) or neighborhood center. Limit the mall area to MU 2 or neighborhood center. Change the areas around the Ventura Ave and Stanley intersection MU1 or neighborhood center. Change the designation for the School dist. office property to Commercial or office R&D but limited to 3 stories.
- Limit high density residential development to areas with close freeway access
- Prior to selecting an area for further development, make sure that there are several alternative evacuation routes available for residents in that area in case of a "Thomas Fire" situation!
- Don't touch SOAR!! This community worked long and hard to enact this protection. The only development that is acceptable is truly affordable housing not the 10-15% that is being allocated and which is not affordable to anyone making an average salary. Aside from those that stand to profit, no one here wants Ventura to become another Manhattan or Hermosa Beach where density did NOTHING to mitigate high rents and housing.
- Green spaces. Non HOA housing that gets developed. More beach parking not less.
- Making sure it's still easy to walk and bike to other parts of the city. Maybe direct bike paths to beachfronts
- Not sure
- I am somewhere in between Core and Expansion, but if commercial/touristic areas were preserved / integrated in either plan.

- More parks and entertainment spread across the city. Most entertainment are far apart from each other with some areas very lacking in it. Also more shopping centers would great.
- Developer off of wells road and the dilapidated west end. The west end should have hotels for access to the beach area and in conjunction with ojai activities and the bike trail. The east end should have the wells road area developed with grocery stores, retail, and hotels to service the growing east end and to get Santa Paula to use this area. The collection in Oxnard siphons are money. Why can't we have the people come here? If you build it.....
- The pacific view mall area and the 5 points area need a lot of work. We shouldn't have to drive to Oxnard for upscale shopping and grocery stores. The beach promenade should also be a bigger tourist draw. Add restaurants, light the pathway at night. Make the beach area south of the pier accessible instead of piles of rocks at the shore.
- Just expanding out with more multifloored housing and shops nearby would really help those of us starting our careers with finding an affordable place to live and work
- As someone who have kids there should be more schools, jobs, and stability for future generation. The increase of construction on the east side have been a great break of only few developments. I do have to commute sometimes to oxnard for work there for higher paying jobs so increase in jobs would be great.
- Probably add more to the height limit of the areas listed. More jobs and entertainment in mid , Victoria and east end.
- Create more events/attractions, but leave downtown small. Expand unused land for affordable housing, not \$3,000+ a month studio apartments. Don't turn Ventura into L.A.
- Do not remove the Downtown historic buildings. Do not remove the Washington School historic building. No new buildings within the City higher than 3 or 4 stories. Keep Ventura as a beach-goers/Visitor's paradise to bring in money.
- We need more businesses on the eastside, less residential developments.
- Let's grow Ventura into a World Wide destination
- Add commercial space to the east side, services like grocery stores, restaurants, shops
- Provide for a mix of housing types, including 3-4 story multifamily, on the VUSD's Stanely Avenue Property.
- More public pathways for transportation like walking, biking or skateboarding. Put a bike path with protection on main ways to the beach. Bury all power lines due to wildfire threats. Be careful not to over expand so that we are tight for water usage.
- Existing areas are already congested enough. Any new growth should only occur in newly annexed areas. Those areas should provide jobs, affordable housing and accessible public transportation
- Do NOT pave paradise to put up a parking lot!
- I'd love to see more housing and more retail oriented neighborhoods.
- I recommend more parks to be added to be able to walk through the sceneries, and enjoy it!
- More mixed use, more open space
- Adding to an area which has lost business, is closer to the freeway, does not overcrowd and aluminize the historic downtown and block the views with 6 stories.

- Offer new areas for research and incubator of new technologies at a lower cost than any other place in California coast; resulting in local development and cradle of investment, besides all the free advertising.
- THIS TOWN HAS VIRTUALLY NO GREEN SPACES WITH TREES AND MORE THAN PLAYGROUND AND BALLFIELDS. WE NEED PUBLIC PARK SPACE WITH TREES WHERE PEOPLE CAN WALK!
- If you are going to develop, you need to ensure that a MAJORITY of housing that is built is for low- and middle-income people. Ventura is losing residents that have been here for generations. We cannot afford to rent or buy and often have no choice but to leave. This especially effects communities of color. As a Chumash person, it is heartbreaking to see our people have to leave when our ancestors have been here for 10,000+ years. Development is essential but ensuring that the lower- and middle-income residents have housing should be a top priority as they are the ones that need it most. Lastly, making sure the gentrification of our old neighborhoods (Ventura Avenue) does not happen should also be a top priority. We do not want a repeat of Tortilla Flats as this would cause an uproar in our community. If you build in these old neighborhoods, you must ensure that the people that already live there, can afford it.
- Limit high density water hook ups until our drought is over for a period of 7 year
- If we can get water to support expansion then we should expand otherwise not.
- As a renter and relatively young person (considering the average age of a Ventura resident), I will always be pro-density and pro-housing. There is an extreme shortage of housing in this city and any addition is wanted.

Distributed Alternative

- We need to get back to large planned unit suburban single family home developments with wide streets and "high end" housing. This would be easily accomplished by developing the SOAR areas as well as providing connectivity and continuity with existing developments especially on the East side of town. Widen and formalize Foothill road with gutters and sidewalks. This will increase safety and alleviate traffic on other major thoroughfares. Turn Saticoy Golf Course into a large park for the community and get away from these small "postage stamp" so-called parks in neighborhoods that no one uses. If additional development is slated to occur in the harbor area, the City really needs to build a Fire Station in that area for Public Safety.
- There seems to be so many empty lots throughout Ventura wouldn't infill and slightly higher density be better than development of farm land? Crowded roads, water, crime and infrastructure are the biggest concerns along with quite frankly old outdated schools that need to be updated. Mound and Cabrillo Schools where my son has been in school are ancient and need to be upgraded.
- I'm not sure yet but keeping open space, parks and bike trails, and limiting high density development would be on my list
- To comment on question 5 since there isn't a box there. Definitely don't want to see new development in areas, especially SOAR areas before we fix our roads and empty commerce lots and areas around the city. It was a great start fixing some of the blight downtown that was really bad 5 or 6 years ago but there are many other areas of the city that are similar at this

point, at this point we should have redeveloped some of downtown with some small apts on top for mixed use. Nothing tall but having better density in downtown. Where would these people be working in a totally new development, will they also have to drive cars to get to work? Will their kids have to be driven to school like almost all our kids in Ventura currently. We need to think about use cases of how people will work and live here and how we can sustain our city for the future with families still growing up here and living here. Denser housing should be put where we think we can have commerce and jobs not sprawl into another currently undeveloped part of our city. It would be great to provide housing first to folks that actually work in ventura.

- It would be nice to have modern restaurants and retail on the east side of the city. I hate having to drive 20 mins plus to go to a restaurant
- Look at the city of Lakewood, California for a well thought out and planned community for families.
- Connect Downtown to the Beach with a tunnel for the 101. Reduce the heights of downtown/midtown development. Redo the Pacific View mall to be mixed-use, housing, restaurants etc. outside and open air
- Addressing fair housing is important. Affordable housing should be developed in high or higher opportunity areas. Farmworker housing should be allowed in SOAR areas as it is allowed in county SOAR areas, as an agricultural use.
- do not develop on SOAR space. Make more water and off street parking, park space for the new developments.
- Build affordable housing not 10% of a complex but all affordable. Dense housing that are not affordable should be the exception, not the rule. Infill downtown cannot be the only answer
- I think high density is not the solution for Ventura. It takes away the charm of the city and will worsen traffic in congested areas like Mills Rd.
- Expand current development of the three Form-based overlay districts to include By-Right Affordable Housing Overlay Zones along Primary and Secondary Arterials.
- Maximize/maintain and improve the parks and recreational facilities. Bring in and support businesses for tax revenue and local jobs.
- We need to be more aggressive in developing housing through as many different means as possible.
- More mixed use development. More parks and green spaces.
- Increase density around wide areas of single family homes. Allow more mixed use developments so that necessary retail can be within a walkable distance from neighborhoods.
- Please DONT gentrify the Westside! There are many low income families and workers that live in those areas and are trying to survive . Focus your efforts of bringing in large employers.
- Quit over developing
- Build affordable housing units as well as low income units. These must be in place to balance housing needs for all residents.
- Use abandoned commercial spaces for affordable housing and public services for seniors in need.
- Develop areas that would ensure the city's progress, and would increase tax revenue, and that would discourage homelessness

- First of all, I think this survey should be re-written in layman's terms so that is easier to digest. It is heavily written towards people who would understand this offhand. I think upgrading what we have in the city would help a lot - without pushing out those of us who can barely afford to live here with these new apartment complexes charging \$2500+ for a studio - we don't have the jobs in Ventura to support that? Especially downtown. Preserve our historical nature and the beauty we have downtown while also upgrading it - add housing that is actually affordable without being 'affordable housing' (you're excluding a whole middle here and those are a lot of the people who are thriving downtown), and build up the East end without touching our public lands and agricultural lands that are producing.
- I need more explanation of all these developments. I do request that all building is limited to 2 story.
- I would add some more density in the downtown core near Ventura Avenue/Front, upzone both sides of Thompson Blvd, and consider including the WHOLE of the Telegraph/Loma Vista expansion areas OR the Telephone/Kimball expansion area (distributed only includes portions of each). Maybe eliminating one of these expansion areas entirely in favor of developing the whole of the other is a better approach and will allow a more comprehensive/cohesive community to emerge? (and would avoid leaving an awkwardly small agricultural donut hole), I prefer taking the whole of the telegraph/loma vista area.
- Not include or have limited SOAR space affected
- dont concentrate growth in limited areas. spread it all over
- Expansion directed towards making Ventura a nicer place to live and visit.
- Dense housing with 3 story limit.
- City of Ventura does not have the street capacity to increase living in the city. In rising this will cause auditory pollution, environmental pollution, will build stress and much more. Expanding outside of the city is a much better option.
- While a good start - don't just look to how things are seeming now - heck look to how it's being done in other countries. We're FAR behind in terms of growth development. So, keep iterating down to better mixed use area's walking corridors, better transit zones and looking at communities as a whole - not disparate entities. In a couple of the plans I can't help but think we're moving trying to punish some of the underprivileged areas of the city while not really spreading out the load to the entire city where it should be going.
- The Mall should remain a mall on the bottom half and the top half or future stories can be affordable apartments. Fix traffic off Stanley if creating more residential. Provide teacher only housing. Most of new development should be affordable for working class to rent or buy (\$300,000-500,000 or \$1500-2,500 monthly)
- Distributed but weighted to provide architectural appropriate development in downtown and along our main corridors; respecting our historic sensitivity
- Develop infill with high density! Allow downtown buildings to increase height significantly, especially with mixed use buildings- commercial on the bottom and 3-4 floors of residential upwards of that. Allow denser building within residential neighborhoods, especially 2-3 story apartment complexes in single family house neighborhoods.
- Placing modern look high rise units around the historic down area not only adds traffic to an already congested area, but has also distracted from the look and charm of the area.

Development should focus on matching the needs of the area without sacrificing the charm and draw of the area. All of growth in Ventura, but the growth needs to reflect the makeup of our community.

- Even growth development throughout the City of Ventura
- Limit growth until water resources can be made available, and ban grass lawns...
- More housing, bigger buildings
- More running trails. More retail. More houses. More businesses. Less agricultural.
- All developments need to be within areas that already exist but need redesigned or improved. Also, nothing over 3 stories high & architecture kept to a standard, cohesive style.
- All development must include an affordable component consistent with income rates across all industries/businesses in the area.
- Stop any further development into the hillsides. Consider annexation of the SOAR designated "islands". Continue infill along the major corridors and on underdeveloped parcels WHILE establishing architectural guidelines for different portions of town.
- You guys really need to address infrastructure as well as quality of life considerations. Get a GOOD architect involved. Not a development firm.
- Keep commercial tourist areas, but to expand residential mix commercial and light/flex industrial areas distributed throughout the city, including SOAR areas.
- Use as little ag area as possible. We need a great deal of REALLY affordable housing...
- Limit high rise housing in downtown. Keep Main street closed, develop to the east and add a LOT more bike paths that allow everyone to travel without having to use cars.
- i would utilize the latest legislation that allows for commercially zoned land to be used for housing, thereby providing more multi family homes in empty warehouses, abandoned lots, etc. further, i would avoid building too much along the coastline: the hotel is an eyesore, as is the edison plant. leave the beach alone. further, there is a great deal of empty lots in the east side of the city. instead of leaving them vacant, or continuing the trend of building townhouses for \$800,000+, affordable housing should be prioritized. currently, people like myself who are born and raised here are being priced out by investors and out of towners. we work here, without us there's no workers.
- The biggest challenge with new development is integrating it in the existing structure without hindering congestion, green space, and overall quality of living in this small town. There is a way to expand and grow with restraint. Requiring 30% green space for new builds, limit to 3 stories, planning in amenities and services, parks, grocery stores, etc. if this is not planned well the existing parks and services will be overused and will not sustain increases population. Traffic paths need to be considered or you will be building another LA. Where it takes :45 to drive 3 miles. Do not ruin Ventura
- It is paramount that any housing development includes as much open use for the public as possible, especially in the neighborhoods that have been under served such as the Ventura Ave area and the Saticoy area.
- Less infilling downtown
- More cohesive aesthetics for new structures. Many of the new condos are very boxy and modern, which looks so out of place with our beautiful older buildings. And many, many more trees, please! We desperately need shade trees throughout the city. Thank you!

- having people that work in Ventura be able to afford to live in Ventura
- Transit --it's all about how we get around the city and the streets not being jammed up and make room for people who are on foot or bicycle. Also make more secure locations downtown where one could park their electric bike without greater than normal fear of it getting stolen.
- develop the empty lots and vacant buildings on Victoria and add wider sidewalks
- Revise the Eastside to include an r-3 Buffer around the mixed use shopping centers. Only adding density to where there are perfectly functioning grocery stores is a problem. Mixed Use all along Telegraph and Telephone as well.
- Any redevelopment should come with reduced water use and thus none of these plans really meet that requirement. No farmland should be sacrificed for the cities tax base. Farm land feeds people and there has already been too much destruction of farmland in Ventura Co. I own 2 homes in Ventura and both sit on old lemon orchards. Enough is enough. We need to focus on improving the city we live in, not making it bigger or with a larger tax base.
- The area around the Westside and downtown will get too congested if you keep developing there. There isn't any room to add more lanes.
- I would love to see more infill building. It is nice to see some of this happening along Main Street in the mid-town area - finally building on some of the decades long empty lots! But please, minimize the gentrification of building new development that is still high end prices.
- Downtown has excess commercial space. Mixed use is not needed downtown. The mixed use should be reduced in downtown to 3 and 4 story residential. These units should be condos. Rentals do not provide the necessary taxes to support the services required in the long run.
- There should be no further building on the Westside. It was over built illegally throughout the years. The streets are too narrow and we still do not have a proper evacuation plan and the hillside above the Avenue is a slide hazard that eventually will cause a disaster
- I oppose development higher than 3 stories in Downtown and Pierpont. It will destroy the character of the City.
- We need a theme for our city; random building with no sign that it complements the city theme is bad. Notice the building at the corner of the Avenue and Thompson-it looks like a factory. The building I see going on in Ventura does not have a direction--it is just build it and they will come no matter how bad it looks. All the building that is going on now seems to be random style-no relation to any direction that the city would like to go except up.
- Ensure improvements to existing and new infrastructure to ensure and provide adequate and reliable service, e.g., water and internet accessibility.
- Distributing the development throughout the city would hopefully minimize the increased traffic and congestion. I do not see a need for 6-story zoning in any but a small number of areas: Pacific View Mall, a hotel or two near the beach, hospitals, and a few other areas. Four and five stories are more appropriate for the current scale of the city. I prefer not to see the agricultural areas re-zoned at this time, although that will probably end up happening at some time in the future.
- Do not allow any developments downtown or midtown higher than 3 stories. The developments across the street from Ventura high school is an abomination!
- Make sure the residents who will be most impacted have a say in the process. And please, don't allow 5-7 story buildings in our "beach city" if you want to keep it's charm.

- Provide land that can be developed to provide jobs/business opportunities in areas contingent with land that is already developed.
- Trátase dejar el centro lo Más conservado posible y hacer obras en las diferentes áreas de la ciudad no importa si se construyen edificios altos. (Try to conserve the center/downtown as is as much as possible, and do new developments in different areas of the city, no matter if tall buildings are built.)
- Demasiado. .crecimiento en El area downtown. Ya por favor paren!!! (Too much growth in the downtown area. Please stop already!)

No Alternative Selected

- Why can't we just fix up what already exists The city does not have the infrastructure for large growth and There are reasons people moved here and reasons they voted for soar You are building large expensive condos on small busy roads leaving no space to extend the roads I'm not sure how much long term planning is in place when making these choices Your paving paradise to put up a condo complex and not caring how it effects the people that live and visit here
- I would not want any of the above unless they remove the soars area
- Stop the building until traffic, noise, water issues are fixed.
- Use existing zoning except downsize portions of the Westside
- None of above. Downsize zoning on west side.
- None of the above. Use existing zoning except downsize portions of the Westside. Change zoning of Telegraph and Johnson corridors to enable RHNA numbers.
- Use existing zoning except downsize portions of the Westside. Do change the zoning of the Johnson Dr and Telegraph areas to accommodate RHNA numbers.
- Concentrate any new development out of the city limits to protect what is left of the small town single family home atmosphere. That is after the planning commission finishes all the tax revenue generating projects(office/condos) they have planned.
- None of the above. Use existing zoning except downsize portions of the west side. Do change the zoning of Telegraph and Johnson Dr to accommodate RHNA numbers
- Strongly disagree with large development projects that promote outside growth designed for higher income households over housing and employment for existing residents.
- Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- None of the above, use existing zoning except downsize portions of the westside. DO change the zoning of Telegraph and Johnson Drive to accommodate RHNA
- Quit building
- None of the above. Use existing zoning expect downsize portions of the Westside. Do change zoning of Telegraph & Jhonson Drive to accommodate RHNA numbers
- Moratorium in growth, water hookups, poor traffic mitigation, travesty in condition of streets, hold mayor, city council and city manager accountable. NO TRUST IN ELECTED AND APPOINTED CITY GOVERNMENTAL REPRESENTATIVES. Period!
- Do not build in soar areas and do not allow any existing building downtown to add higher floors

- Must require green space, parks, city wide trail system, and open space. Our city must be protected from turning into LA or San Fernando Valley. We must set our selves apart from all our competing local beachside cities. We can do so good if we protect our natural surroundings and don't let our city overtake what our area has to offer residents and tourists. Plan smart and we will grow into an amazing city. Fail to plan and we will be nothing special.
- Use existing zoning
- None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- None of the above. Existing zoning is fine, except telegraph and Johnson areas could be modified to meet state housing mandates.
- Just stay away from Ventura Ave and leave it just the way it is.
- None of the above. Use existing zoning except downsize portions of the Westside. Change zoning at Telegraph and Johnson Drive to accommodate RHNA numbers.
- Reduce (down) zoning in sections of Downtown and portions of the Westside and up-zone areas of the East side to balance the change in density. And up-zone the area on Telegraph and Johnson and the area near the Metro-Link station.
- You are turning Ventura into la it's so stupid you're messing everything up stop the big building
- Let's stop building. If we take away all the farms we will lose our local farm to table organic feel. Part of the reason why people love visiting and living in Ventura.
- None of the above
- Prepare traffic, sewer, and water studies prior to choosing locations.
- No growth. The questions are pointed and disgusting how you want input but you only want input pointed in the direction you are going that no one wants you to go.
- Please use existing zoning but downsize Westside zoning.
- None of the above. Please use the existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers. I am extremely concerned about the building suggestions above Poli and Foothill. Did you all not live through the 2017 Thomas fire? I had friends and colleagues whose houses burned down. Until you lay a groundwork for fire management above that area, it's all moot point.
- None of the above. Change the zoning of Johnson and Telegraph to accommodate RHNA numbers
- None of the above. Change the zoning of telegraph and Johnson to accommodate RHNA numbers. Downsize portions of the Westside
- None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson to accommodate RHNA numbers.
- None of the above. Use existing zoning except downsize portions of the west side. Do change the zoning of Telegraph and Johnson.
- Build smart! Do NOT over populate as you've already done by allowing building for other people out of our communities. There is no affordable living that is being built! A few units in the 100's pig apartments/condos is NOT smart building! The traffic on Victoria, Main , Seward , Telegraph and Loma Vista is crazy especially in the mornings and evenings! You say save water , save electricity!? What about the city taking its own advice. We do our part now do yours

- No development in Ventura!!!! Affordable housing is unrealistic with the greed ownership of rental property promotes!!! State and County officials should not be allowing the owners to charge as much for rent as they are!!! These homes are out of compliance therefore will not accept housing vouchers or renters with fixed incomes.
- See my comments above about needed changes to the base map so that we can consider alternatives that show departure from a plan that is consistent with the Vision Statement, not a base that includes building heights that are already inconsistent with this Vision for our communities.
- as stated previously, no growth without updated and expanded infrastructure and employment opportunity commensurate with cost of living here. Allow things to happen organically vs. the hell you are creating.
- None of the above. Just stop! No one can afford what you're building. Local jobs don't support these dwellings. No such thing as affordable housing in this area AND nothing built will new will change that.
- - None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- Change the zoning for the Telegraph church and the Johnson Drive parcels to accommodate the RHNA numbers. Do NOT accommodate for 3 RHNA cycles. Phase them in every 6 years. Lower the Westside 5-6 stories zones and increase Eastside to 3-4 stories. Increase parking for DTSP. Maintain Midtown Corridors as is. Nothing over a 51 foot elevation West of the Coastal Bluff. Preserve ocean and hill views. Follow the Vision Statement.
- Use existing zoning except downsize portions of the Westside
- I'm looking for an alternative that truly reflects the current land use designations. The "Base Alternative" does not do that.
- None of the above. Downsize industry on west side. Force removal of blighted areas near Stanley and the avenue. Remove ALL industrial storage. Force industries to beautify their properties!
- None of the options . Remove industrial storage on West Side
- You did not offer None of the Above as an option for question 6 which would have been my response. The city is trying to make us believe the Core option is as things are now and this is not true. Remove 18.2 and 18.3 from the Housing Element and redo your out-of-towner staff created map.
- I would not choose any of these options. My input is to use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- We ALREADY have plenty of existing infrastructure for extensive growth- PEOPLE DONT WANT TO STAY THERE- provide support and incentives for existing spaces to be renovated and invest in this community as it is. We do NOT need to line developers pockets just for them to turn "affordable housing" into "luxury" beachside residences that do not scale to the needs that they purport to provide. NO. We have an obligation to our future generations to have a liveable community not investments for billionaires.

- use existing zoning except downsize portions of the westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers
- None of the above. Use existing zoning except downsize portions of The westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers
- Downsize portions of Westside
- Again the statements are confusing -is this intentional?
- I feel we live in a beautiful city. Beautify the beach area make is prettier so tourist would want to visit.
- Stop building ugly apartments building or any other kind of high density housing structures. We don't want to live in Santa Monica, but that's we're being turned 8 to.
- All the alternatives violate, let me repeat, violate the nature of what this place is and what is habitable. We do not have the water or the infrastructure for this terrible density. We all hate Wagon Wheel, and we value our sense of peace and space. Get people who understand our history and community
- Unless the water supply can be increased, in Ventura, by projects or state water then no new residential or tourist/industry should be done. the blight of all the new building with no water plan is insane and the politicians that support the building without a plan to increase the resources of this area, especially water, are abhorrent and in breach of their duty to this city and county.
- None of above, poor choices. Use existing zoning except parts of Westside to downsize. Change zoning of Telegraph and Johnson Drive areas to accommodate RHNA.
- None of these plans are well fit for Ventura. There should be no areas zoned for 6 story residential.
- None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- None of the above, Use existing zoning except downsize potions of the Westside. Do change the zoning of Telegraph and Johnson. Drive to accommodate RHNA numbers.
- I answered this question in number one which was an alternative vision Basically, I think you need to look at which plan would be the most advantageous to develop alternative multiple modes of transportation, and prevent congestion of our streets to the freeways for the commuters. In Ventura we have several very antiquated freeways on and off ramps that may have worked well in the 70's and 80's but are not safe today. And if we just continue to build more housing and businesses without addressing these freeway on and off ramps, we are going to create more social problems, environmental stress, car accidents and death. Review the Johnson on and off ramp, the Stanley Rd on and off ramp the Seaward, on and off ramp and the California street off ramp. And now with the Starbucks going in near mills and in the future housing at the Ford dealership and the mall this on wrap needs to be looked at also. If we don't consider incorporating and improved design which may make us need to annex some land, we are only going to make a "dangerous by design" city. If other cities can fix their transportation corridors so can we.
- None of the options for question 6
- Leave land use designations as they are. Don't continue to build on undeveloped land for the purpose of constructing multi-resident low-income, government supplemented housing for

people who are not legal immigrants, too lazy to work, gang bangers, and the homeless. Those of us who worked almost 45 years to be able to afford to live here in a peaceful, beautiful, and safe Ventura don't want you destroying it.

- None of the above. Change zoning of telegraph and Johnson Drive to accommodate RHNA numbers. Annex Saticoy.
- None. Keep Ventura a close knit small community.
- None of the options cover my beliefs and they are worded specifically to not allow an alternative that most reflects long term residents of the City. A height allowance should not, never, ever apply to the historical downtown. Rather, Perdue historical designation from the State so property owners in the downtown can access low interest loans to improve their existing properties that protects the integrity of the existing downtown. All "development" should be limited to improving the Westside and Mid-Town. The Mid-Town corridor is an eyesore. Redevelopment in that area along the lines of downtown Pasadena ie. ground floor retail and services with no more than two stories above of housing. The walk ability of mid-town seriously needs to be addressed.
- None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- The maps are nearly indecipherable where the colors used are very similar. Based on this I have to go with the option that "states" there are no changes as there is no reasonable way to analyze the others. Maintain the existing zoning except downzone portions of westside.
- Keep existing zoning. Downzone parts of the Westside. The colors in the maps are very similar. Hard to decipher.
- Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers. The 3 options for density are not good options, are forced, and don't include room for commentary in section 2 above. We need to fight the state shoving housing density down our throats and do good projects with quality design and incremental additions that provide housing that fits with and respects existing neighborhood and not add 6 story and boxy monstrosities and we need to disperse the development across the city with a variety of solutions ranging from ADUs, tiny homes, well designed condos/townhouses, apartments and residential homes.
- don't over develop the downtown
- None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- no good options presented in #6. Use and abide by current zoning. When I attended vision planning workshops in early 2000s, we assumed infill was single family, affordable housing. NOT what is currently being built in midtown and downtown. Building proposals with disregard for current height limits should be scaled back. These huge boxes when allowed should at bare minimum have facades that reflect Ventura's historical character.
- CHANGE ZONING OF TELEPHONE AND JOHNSON DRIVE TO ACCOMODATE RHNA
- do not expand growth into ag (SOAR) areas and limit infill project to no greater than 3 stories
- It's too soon to make decisions. We should put energy in strengthing what we have first. The homelessness is rampant and the people who do everyday jobs that we NEED can't afford to live here. And let's not forget about the DROUGHT!

- The city is not limited to these four options. Listen to Ventura residents and try again.
- I did not select an above alternative because what I prefer is to down zone and infill what we have. We need to preserve our precious natural resources, protect our historical heritage and see to it that our planet and our species survives
- #6 none of the above . You do not seem to offer lower development alternatives to number 6 and I do not agree to any of them. Why don't you provide a choice of a lower level of development instead of the 4 choices that all heavily expand development. Your choices are slanted towards over development.
- Preserve our views. Streets need improvements. We need parking for downtown and all major areas around town. Decide what we will do with our water shortage problems. Desal?
- I do not support further growth in Ventura
- We need water, roads, and other infrastructure before we can accommodate growth
- Don't ruin our beautiful city (Like Oxnard)
- None of the above. Use existing zoning except change zoning of telegraph and Johnson drive to meet RHNA numbers.
- No development on SOAR properties. A combination of ideas from Core, expansion & distributed without developing agricultural land which is integral to the character & vision of Ventura & why residents live in this community.
- None of above.use existing zoning cept downsize portions of west side. Change zoning of telegraph and Johnson drive to accommodate RHNA numbers.
- None of the above. Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- None of above appeal to me.
- None of the above. Use existing zoning except downsize portions of the Westside. Change Telegraph and Johnson Drive zoning to accommodate RHNA numbers
- Please DO NOT develop our open spaces, please leave them as they are
- I do not see 6 story buildings or additional housing and retail that will increase congestion for downtown, midtown or the west side. Ventura needs to grow towards the east and existing industrial parks should mixed use.
- Use existing zoning except downsize portions of the Westside. Do change the zoning of Telegraph and Johnson Drive to accommodate RHNA numbers.
- De seguir con la ciudad como esta. Ya tenemos muchos hoteles y apartamentos. Casi todo el tiempo los hoteles no se usan, y los apartamentos que ya tenemos no estan ocupados. (To continue with how the city is. We already have a lot of hotels and apartments. Hotels are almost never in use, and the apartments that we already have are unoccupied.)

Downtown Open-Ended Responses

Open-Ended Responses by Question

18. Thompson Boulevard is a major east-west thoroughfare and identified for increased transit service in the future. Please tell us your preference on the scale of development along Thompson from Sanjon to Plaza Park.

Comments for Other (please specify)

- Only allow up to 2 stories
- Stop building
- How will you widen small streets for an increased number of cars? Traffic is getting very thick as it is!
- The complexes being built are unsightly and not in keeping with architectural history of Ventura. Traffic is horrible and the building should STOP!
- Keep 2-3 stories as the current DTSP allows
- Keep at 2-3 stories buildings. Design not up to sidewalk and more green areas.
- Limit buildings to 3 stories, per current DTSP
- Keep 2-3 stories as is currently allowed.
- Don't do anything until the City reopens Main Street. Thompson & Poli are already too crowded! Downtown is not big enough for more cars or people.
- Maximum 3 stories with significant setbacks from street
- Leave as is.
- Chang to 2 story mixed-use
- 4&5 story mixed? Are you kidding me? of course not...
- No new development. Traffic in this part of town is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford.
- Keep 2-3 stories as the current DTSP allows
- 3 story max!
- Leave as is
- Don't know
- 2 stories only, with buildings that don't look like boxes. Perfect!
- Reduce to two stories
- Keep 2-3 stories as the current DTSP
- continue to allow 3 & 4 story mixed use buildings. Fix Thompson for all traffic. Utilize existing Bldgs.
- Focus on what we NEED there - for example a grocery store - we can't have a walkable live and work downtown without a grocery store
- Keep 2-3 stories as the current DTSP allows.

- There has already been enough building on Thompson STOP. Traffic already is terrible on Thompson and Main Street being closed is just adding to the traffic problems in Downtown. I can not believe we are even considering allowing 4 and 5 story buildings in Ventura, LA North is in the making.
- Traffic mitigation!!!
- Keep existing zoning
- Limit mixed use development. These are an invitation to increased lawsuits.
- Any future development must be considered on an individual basis. Buildings should be kept below three stories. All development must have parking available on the site. Not on city streets. All development must be reviewed for traffic concerns. Ventura needs to place a three year moratorium on all development until residents of the city can really direct the city in what they want
- Do not tear down the historic homes/buildings but maybe replace the old motels with 2 and 3 story mixed use buildings
- Clean up disrepair homes and businesses
- With the closing of Main and intermittent closing of Poli, Ventura needs to think of improving flow on Thompson and Santa Clara. Possibly adding lanes and removing parking. This means all developments should not add stories, but underground parking with charging stations and green infrastructure.
- Keep buildings all at 2 or 3 stories. We don't want to build a city where you can't see sky or hills or ocean, even when driven or walking on a street like Thompson
- No more buildings! There's no room!
- No more building in midtown at all.
- No more than 2 stories
- Add parking structures and more parking requirements for development, follow set backs so sidewalks and bike lanes have more room, make California a cleaner exit, change Chesnut freeway onramp to accommodate higher traffic flow, add walkable, safe grocery stores for downtown. If these things are done, then allow 3 story mixed use buildings.
- No more development. The traffic is out of control already
- Base
- Keep 2-3 stories as the current DTSP allows.
- Limit the current size of buildings along this part of town. If every building along this thoroughfare was 3 or 4 stories (as it appears is happening) it will be very unattractive IMO.
- Freeze development at existing level.
- No Building
- Keep building heights to maximum of 2 stories
- Create a rent control so those who live here can afford to have their own home. We don't need taller buildings, we need homes people can afford.
- What about the traffic?? You can barely drive Thompson now? How are you going to accommodate the increased traffic. No more UGLY 3-4 story buildings. They are UGLY. How can we possibly be on 30 miles from SB who knows what a lovely city should look like?
- Keep current two to three stories as the current DTSP allows

- Keep the DTSP standards of 2-3 stories. Many projects will end up being 3-4 anyway.
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- decrease to 2 story residential with some mixed use or light commercial (restaurants, shops)
- Stop the big ugly apartment buildings ridiculous you're ruining Ventura
- Stop it.
- only allow building with reasonable setbacks .. the current projects are built on the edge of the sidewalk, leaving no room for walking, bikes, trees, etc
- Not allow above 2 story and plan for parking
- STOP building up our small town. You are turning us into LA!
- STOP ADDING STUPID UGLY APARTMENT BUILDINGS. THAT IS WHY YOU HAVE TRAFFIC. MORONS.
- height of 3-4 stories is fine if building design is within downtown historical architecture not cheaply built, expensive LA design, Ventura is not LA
- 2 or less story
- Do not build
- Keep 2 to 3 stories current DTSP allows
- no more than 3 stories
- decrease it to 2 stories.
- Keep 2-3 stories per the current DTSP.
- Keep 2-3 stories as the current DTSP allows. I can't believe you don't offer this as an option in the survey—forcing survey takers to answer the 3-4 building answer.
- Keep 2-3 stories as the current DTSP allows
- Keep 2-3 stories as the current DTSP allows
- Keep 2-3 stories as the current DTSP allows
- Keep 2-3 stories as the current DTSP allows
- Stop building on busy streets! Do you not drive our roads? Traffic is horrible and streets need upkeep.
- NO FURTHER DEVELOPMENT!!!
- Keep 2-3 stories max as allowed by DTSP. Don't make a canyon of ANY street in Ventura. Keep the scale consistent with the Vision Statement
- Limit building to 3 story
- Please keep it as it is. There are already new multi story developments on thompson and adding even more would be excessive.
- Max 3 story with more retail including another grocer as well as a general upgrade in appearance circa the late 90s downtown redevelopment. Mixed use is a slippery slope. Thompson could be better utilized but development must be judicious and incentivized for middle income families and small business owners.
- NO MORE BUILDING NO ONE CAN AFFORD THESE PLACES. Out of towers turning them into Airbnb, where are people going to work? Where is the water coming from? Traffic? Pollution?
- None of the above!
- Limit height to 2-3 stories only.

- Keep 2-3 stories as current DTSP allows
- Keep 2-3 stories as the current DTSP allows.
- Anything taller than what is now in place will block the views of current residents, creating a dark corridor. Traffic will become impossible. No grocery stores nearby.
- Keep current 2-3 stories as the DTSP clearly describes. Your base map does not follow the current zoning plan.
- Keep 2-3 stories and follow the current DTSP zoning.
- Stop building we don't have water for it
- Increase transit service, no increased density
- Keep 2-3 stories as the current DTSP allows.
- Leave it alone
- Even with increased transit service, Thompson does not have the capacity to serve buildings of 4-5 stories. East-west circulation in the city stinks. We simply don't have the capacity to increase densities/stories. Keep the current limit of 2 stories.
- Keep 2-3 stories as current DTSP allows
- Limit to 2 to 3 stories
- It's too crowded already
- Try to stick to 3-story that allow some green space rather than front entries right on the sidewalk.
- No development above 3 stories for the corridor per the original downtown specific plan which has repeatedly been violated. Keep the charm. Build your tall buildings somewhere else.
- Keep 2-3 stories as the current DTSP allows.
- Remodel existing buildings as they are, incentivize local hotels to refurbish and turn into apartments
- No more than 3 stories. I'm still upset that CMH put up that huge monstrosity of a view blocker
- Nothing above two stories: they get another two for affordable, so two is MAXIMUM
- Keep 2-3 stories as the current DTSP allowa
- Maximum 3 story use
- No more buildings
- Keep 2 to 3 stories as the current DTSP allows
- 3 story
- None. Thompson Blvd cannot handle additional traffic especially with Main St closed.
- No change
- 2-3 stories as currently allowed
- No more
- Base and only base...Don't let Newsom tell us what to do with our town. High buildings loose views!
- Don't build anything
- Decrease the building Heights. Decrease the density of development.
- Sight lines are terrible. Go to transmission brewery upstairs an tell me what you see
- Only allow 2 stories
- Keep Ventura Ventura

- Stop all luxury building. Only build affordable homes for local residents
- 2-3 stories cap
- Stop building new buildings and repair the ones in existence
- Do not add more building or change the historic landmarks.
- No more apartment buildings!
- Two stories only and clean it up
- Stop building over priced ugly condos, they are not for the current citizens of Ventura, they are for outsiders.
- no more 4 or 5 story development
- Reduce building heights to 3 stories maximum
- NO TALL BUILDINGS!!! YOUR IDEAS ARE GOING TO KILL VENTURA'S VIBE.
- Thomson Blvd can barely handle the traffic it has now. Keep it low and don't wreck our skyline or connection to the sea.
- While 3 and 4 stories are currently allowed, de facto, the character of the area is defined by 1 and 2 story residences and commercial spaces with the exception of a taller office building. New development in the 3-4 story zone has drastically changed the nature of this neighborhood. Height regulations should limit development to 1-2 stories in light of how 3-4 story buildings on the street has changed the character of the neighborhood detrimentally: reducing views dramatically, creating a cramped feeling while driving and walking.
- Keep 2 to 3 stories as current Plan allows
- same heights as now
- Dont build without water and if build stop building so high that it blocks views. This is changing Ventura for the worst. Also, the streets will not hold up and need to be expanded to support the new cars.... People will always want to drive their own car, this is not New York City
- Limit to two stories and mandate historic archetecture.
- No more than 3 stories
- Stop new developments. Remodel existing housing only
- AFFORDABLE housing w/mixed usage is needed.
- Keep 2-3 stories as the current DTSP allows.
- Keep 2-3 stories as the current DTSP allows.
- Thompson Blvd in general is a prime area to build housing. To keep with the scale and character of our beach town I prefer three stories with a fourth story set back. And build with more parks, plazas that connect people to the street, not so much isolated upper cement patio like the luxury a. apartments going in. And we need wide tree lined sidewalks and setbacks to give breathing room for the cooridors and residents alike. Think about designing to make ones whole life comfortable: When buiding give people a place to relax on the property, meet their neighbors, and walk their dog in the midst. Design housing so somebody can buy something and then grow a family there where they live. More 2 bedrooms than studios because one could have a roommate and then change over to a growing family or support and older relative.
- NO MORE THAN 2 STORY MIXED USE
- Halt new construction. If any construction is absolutely necessary, it needs to be limited to 2 stories.

- No further development.
- Allow 6 story 5-over-1 mixed use in the entire walkshed of the transit corridor. (Core Alternative++)
- Allow up to 6 - but do not allow for buildings with parking 'podiums'... these ruin street level activation / experience
- No higher than 2 story
- Allow up to 6 stories.
- Limit building height along the beach to two stories
- decrease allowable heights to 2-3 stories
- Please, please keep all buildings as low as possible, 2 story max. It's not right to impede the natural views of those already settled in Ventura. Please limit new land development and rehabilitate and allow Ventura Ave area to be mixed use with funding for renovations to historic buildings!
- 3 story mixed use; set back from blvd to enhance landscape opportunities on this corridor
- Nothing taller than 3 stories
- Allow a max of 2 or 3 story buildings
- Keep 2 and 3 story buildings per the DTSP
- Keep building to 2 to 3 stories as the DTSP allows now. DO NOT GO HIGHER!
- Keep 2-3 stories as the current DTSP allows.
- Why do we need to increase heights?
- Keep 2-3 stories as the current DTSP allows.
- keep heights 2-3 based on the current Downtown Specific Plan. Mixed use is not realistic. Look at Mayfair, how many businesses are open to the public?
- KEEP 2-3 STORIES
- need to improve the road and the walkability of the area before any further development happens
- Neither. Stop mixed use. Stop height variances.
- Heights should be limited to 2 stories, to ensure views to the ocean, and the sense of connection from inland to ocean, are not impaired
- Only 1 & 2 story housing
- Limit growth, prioritize infrastructure improvements first. Study projected rates of water availability to the city in coming years, and base housing projections on realistic scenarios.
- No further development until infrastructure is updated to accommodate increased population
- Allow maximum of 2 to 3 stories. Ventura has lost its identity!
- 2-3 story should be max above ground, underground for parking, ect
- Modified Base.Allow 2 to 3 story east of Ash, and 3 to 3.5 story west of ASH . Please consider street parking, viewshed and traffic affects of increased density. The freeway was built lower than main street level to avoid blocking view sheds, why would we reverse that concept ?
- Allow 2 and 3 stories only
- Need enough housing to fund an increase in transit that runs every 15-20 minutes.
- allow 3 story maximum
- How will water supply availability be provided?

- 3 story max, with assigned parking
- Limit height to 3 story
- Limit to 3 story
- Limit to 2 story maximum
- Slow development, there is not enough water for all those people.
- this area is overbuilt already. fix the blight, improve the experience of living for those who reside there.
- Do not allow any new development.
- What are the parking alternatives for these? There will not be enough street parking. Will there be additional downtown garages like the one on Santa Clara?
- Limit heights to 3 stories as the current plan specifies
- NO Expansion
- Increase heights by 1 story and allow only 2 story mixed-use buildings.
- Keep 2-3 stories as current DTSP allows
- allow 3-4 story mixed use but STOP building straight to sidewalk -add some set back
- Allow 2 and 3 story
- Keep 2-3 stories as current DTSP allows.
- Keep 2-3 stories as the DTSP allows.
- Limit apartments and concentrated housing
- Only single story
- It seems we have no choice as to where the growth goes. The city council in the past and likely in the future will be looking at the \$\$\$ that will come in. Water and population density go hand in hand but our city planning does not seem to agree. We will be asked to save water while nots of new construction occurs. It is reassuring to see that all the new homes, condos etc will not need water.
- One story buildings only
- Do not build anything above 2 stories, ruining our skyline and we're going to lose our small town feel. We do not need to race to erect 3, 4 or 5 story buildings. Progress should not be measured on how high we build
- Keep 2-3 stories as the current DTSP allows. No existing residential properties should lose ocean views.
- max two stories
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in that area.
- Keep the current low profile building codes. You have already destroyed our view of the Ventura foothills from the pier and the beach. All we seen now are those awful high condos that look like military or prison barracks. You also destroyed the ocean view of homeowners who have been here for a long time. Selfish greed is all I see.
- The area is becoming increasingly hostile to business customers (traffic and parking) causing many to go elsewhere.
- Restrict new developments to three stories (max). No more residential development, including mixed use. Ventura is already over crowded

- No more than 3 story buildings
- stop building, start maintaining and improving and fully understand/respect outside resources e.g., water supply and usage.
- Keep 2-3 stories as the current DTSP allows.
- No added height on buildings
- Allow stepped height increase, not box built to edge of skinny sidewalk

19. The west side of downtown, generally between Ventura Avenue and Hwy 33, contains a mix of lower-scaled uses, including the Mission Plaza shopping center, commercial uses, residential uses, and some industrial uses adjacent to the highway. Please tell us your preference on the future of this general area.

Comments for Other (please specify)

- Do not allow any height changes
- We have excessive strip malls that are underutilized and the idea that there will be affordable housing isn't true!
- keep the current zoning.
- Keep current zoning
- Keep current zoning
- Keep current zoning
- Keep current zoning
- Completely revamp the area into affordable housing.
- Maximum 3 story with significant setbacks from street
- No new development. Traffic in this part of town is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford.
- Keep current zoning
- Leave as is
- 2 stories only, mix use, buildings that don't look like boxes, more appealing
- reduce building heights
- Keep current zoning
- Leave the old downtown as is! You're ruining the charm with these ugly tall buildings
- Keep current zoning
- Three- and four-story buildings are only waiting to devolve to subsidized housing commonly called the 'project housing in New York' just sad to see Ventura changing to high density unaffordable housing.
- No No No. moratorium!!!
- Keep present zoning
- Maintain current heights and avoid mixed use developments.

- Keep all buildings below three stories. Stop all development for three yrs to allow residents time to determine their city's future
- Please keep current zoning. We will get great redevelopment without having to create a towering block of buildings on the west side of downtown
- No more building on this side of town unless it is on the other side of the river.
- Allow 3/4 stories (not higher, or view of hills will be gone) if parking structures are built and parking requirements changed for developers.
- Keep current zoning
- I agree with Core Alternative for this question, but there are existing Environmental Justice issues in this area associated with oil and gas infrastructure. Find ways to remove that infrastructure as more people start to live here.
- Keep current zoning
- Freeze development at existing level.
- Keep current zoning.
- No Building Keep the west side the way it is.
- No renewals of lease for heavy industrial use. Build affordable housing and single family homes. More parks and open spaces.
- Again...traffic? Water? Evacuation-ability? Until you get that in place, no more growth!!!!!!!!!!!!
- Allow mixed-use buildings up to eight stories to encourage redevelopment in the area.
- Keep current zoning.
- Maintain current heights but allow a 5 story mixed-use at Mission Plaza -But require maintaining a large grocery store such as existing.
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- limit to 3 stories max and reduce the mixed use concept.
- Stop all building big apartment ugly buildings that you guys are building stop it you're ruining Ventura
- Again, stop it
- No allow higher than 2 stories and plan for parking
- STOP BUILDING UP OUR SMALL TOWN! Enough is enough!!!!
- Keep current zoning
- no more than 3 stories
- Decrease to 2 storys.
- Please keep current zoning.
- Keep current zoning.
- Strongly disagree
- No on all options. Keep current zoning
- No on all options. Keep current zoning
- Keep current zoning
- No on all options. Keep current zoning
- Smart growth!! The roads are full as it is and you want to keep filling in every spot..
- NO FURTHER DEVELOPMENT!!

- Keep current zoning and preserve the character of the community.
- Limit building to 3 story
- No more building
- None of the above. The current "new buildings" aren't rented. Almost zero commercial is occupied. Why build more!
- Maintain current heights but allow 3-4 stories only on the Mission Plaza shopping center
- Keep current zoning
- Keep current zoning
- Enough is enough. The newly built apartments in this area look like a slum already. Too dense, no design sense, no charm. Homeless are everywhere; the shopping center parking lot is drug-infested and unsafe. Heavy industrial doesn't belong mixed in with residential.
- Keep current zoning. I do not approve of the "base alternative".
- That area is currently 1-3 stories, not 3-4 story mixed use. KEEP CURRENT Zoning. (Your bias shows when you only use the verbiage, "6 stories to encourage growth" in the 6 story option.
- Stop building we don't have water for it
- We like our community the way it is. JUST SAY NO! No one is being fooled, this is classic gentrification
- Keep current zoning
- Maintain downtown as is
- More parks schools less houses
- Quite dumping density on the Westside. It does not have the circulation capacity for increased density. Are you familiar with the issues evacuating the West Side during the Thomas Fire? People were trapped in traffic for hours. Thankfully, the fire was controlled before it burned homes in the Westside.
- Keep current zoning
- Keep current zoning
- Do NOT remove the Shopping Center, it is the only adequate shopping available within several miles. We need more stores, not to get rid of the ones we have.
- Maintain current heights and existing grocery shopping.
- None of the above. Same reply as in Q.2
- Keep current zoning
- Only stay within the footprints of existing apartments and provide incentives for good landlords to remodel or penalties for slum lords to be removed and assist tenants while new buildings are provided within that footprint. We DO NOT have the water capacity for expansion
- We're already the densest housing; on my street it's so narrow that you can only park on one side, the sidewalks are less than 24 inches wide and the lots are very small. Stop dumping everything the city doesn't want to deal with on the West Side. We have character and a lot of (yes) important middle and lower income housing here. Want to do something? Give us a low key shopping center at Stanley. Don't dump your density on us.
- No to all Keep current zoning
- No more buildings

- This area is so dangerous to go to no one cares. Put a police station here. Adding more poor housing to the poor area of the city is a horrible idea.
- Keep zoning as is
- 3 story only
- Keep current zoning
- Build there if you must but keep with the current height standards
- Stop building
- Decrease building Heights and cut the density of development. Our city is way overcrowded
- Keep Ventura Ventura
- Include modern/up to date healthy food options. No more apartment buildings
- Maintain current heights on all buildings. The Cannery and other 5 story buildings are not needed on this side of town. Instead, use the money to update older properties and roadways
- No more tall buildings
- Two stories, 3 max
- Stop building over priced ugly condos, they are not for the current citizens of Ventura, they are for outsiders.
- NO TALL BUILDINGS (BUILDINGS OVER 2 STORIES)
- Sweet Jesus, this is where our very historic and important Latino community and our blue collar community are located. Don't make the racist mistake of driving all those people away. Tiny narrow roads there and no easy way out; it took 45 minutes to get from our houses to the freeway during the Thomas fire--and you want to add massive housing??? We do not deserve to be so treated. Unacceptable. Unacceptable.
- Keep current zoning, but evacuation in emergency situation is a problem
- Keep current zoning
- nothing above 3 stories
- Stop new developments. Remodel existing housing only
- This community historically is multigenerational, low income, used to walking to their destinations. It's already a densely populated area, so all planned developments should include as much open space as possible.
- Maintain current heights in all areas. Keep current zoning.
- Keep current zoning.
- NO MORE THAN 2 STORY MIXED USE
- Halt new construction. If new construction is absolutely necessary, it is limited to 2 stories.
- No additional building development and no allowing additional building heights.
- keep existing land uses.
- No structure higher than 2 story
- Please explain how additional traffic will be mitigated on this busy road that doesn't even have a bike lane. Apparently the designers of the alternatives don't drive or bike on Ventura Ave as I do often. The excess traffic will only spill onto the crowded side streets where children often play and bike ride in the street. The alternatives don't seem to acknowledge the reality of Ventura streets and parking.
- reduce allowable heights to 2-3 stories

- Keep buildings at 2 stories
- Whatever will keep the Avenue affordable for the many hard working Ventura families who live there.
- 3 to 4 story intermingled with single and 2 story to reduce massing
- Nothing taller than 3 stories
- Keep the existing zones
- Keep the current zoning
- KEEP current zoning.
- I lived in this neighborhood for 5 years and I was scared to go to my car that had to be parked several blocks away at night or early in the morning due to not enough parking for current residents. As a young woman, it is so scary to have to park more than a few blocks away from your residence. I do not believe that this neighborhood can take much more large-scale developments, especially with ones in the works already. While intentions might have been good, the units never have enough parking to support residents. Please wait to see the impact of current approved developments before increasing the heights.
- Keep 2-3 stories
- allow retail, commercial and small industrial uses that create jobs but not residential or mixed use.
- allow development that fits into the neighborhood but does not loom over it.
- do not build over 3 stories on the west side of downtown
- 4-5 stories is too tall
- Maintain existing zoning. Mixed use does not pan out. No variances for height.
- NO ON THESE OPTIONSKEEP CURRENT ZONING
- Allow 8 Stories at Mission Plaza, but Require that a Grocery to remain in the area. Outside of Mission Plaza, 6 is fine.
- The height limit should be 3-stories. Appropriate mix of amenities/shops throughout is critical, to ensure life is truly walkable
- Only 1 & 2 stories
- Leave the Mission Plaza shopping center alone, it's where I shop for food.
- No change from present
- Maximum of 2.5 to 3 stories. Encourage small business growth in suitable buildings. Residential areas Neighborhood Low Medium.
- 2-3 story should be max above ground, underground for parking, ect
- allow only 2 and 3 story buildings
- How will water supply be increased to accommodate growth?
- 3 story max, with assigned parking
- Limit height to 3 stories
- No more growth in Ventura. Utilize existing structures in a fair and equitable manner
- Limit to 2 story maximum.
- Slow development and buildings upwards of three stories. There is not enough water.
- this area is overbuilt already. fix the blight, improve the experience of living for those who reside there.

- No more building on the westside until you mitigate the mud slide risk, Deal with the Gas compressor station, address the Stanley on off ramp, and actually come up with an emergency evacuation plan
- No expansion
- Maintain current heights in all areas but allow 3-4 story mixed- use. Please consider the increase in traffic. Traffic on the Ventura Avenue is already at peak.
- Keep current zoning
- Keep current zoning.
- Keep current zoning
- One story buildings only
- Stop going above 2 stories
- Keep existing zoning but downsize parts of the Westside
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in that area.
- 2 to 3 stories only
- leave it as is.
- Keep current zoning
- None

20. The Beachfront area from the California Street Mall to the Pier is currently dedicated to parking. This area is in the coastal zone and could be enhanced with visitor serving uses while prohibiting residential uses. Please tell us your thoughts on this area.

Comments for Other (please specify)

- Not plural maybe one or two hotels, face lift, added restaurants and shops. Add fun methods of transportation to eliminate congestion.
- Fix the mall area but keep the current height restrictions
- Improved Parking structure with new chargers and non hotel visitor serving uses, cleaner bathroom facilities, bike lockers,
- Keep current zoning
- Keep current zoning
- Keep current zoning
- Keep current zoning
- Get rid of hideous parking garage
- No new development. Traffic in this part of town is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford.
- allow hotels & visitor servicing uses but maintain 2-3 story max. (Marriott Hotel near State beach) The ocean view from downtown is one of Ventura's drawing points. We should all be able to share , rather than just a few hotels that block the view for others.

- Keep current zoning
- Do not develop coast line.
- My question is traffic, how will this be addressed?
- visitor oriented business and services; hotels up to 3-4 stories
- Keep current zoning
- NO to all options
- safer pedestrian crossing at all crossing at Harbor; Focus on resident serving uses - not visitor focused.
- Keep current zoning
- No development leave as is.
- Maintain as is, however parking is a problem already. I have lived here all my life and hardly ever try to go to beach because of parking. Last time was to meet out of town relatives and was horrified to find they had parked in parking structure since someone was murdered there that am.
- Area needs to be improved and maintained
- Develop this space as an ocean front park dedicated to the special city we have on the ocean. Create a space at the base of the pier that residents can be proud of and tourist look forward to visiting.
- Maintain current uses, or we will no longer see the beach from our town. Breezes blocked.
- Keep current zoning
- I don't think this should be limited to 6 stories. The Crowne is way larger than 6 stories and having more height in this area doesn't block any views. The freeway looks over it!
- Keep current zoning
- Restaurants, hotels no taller than current structure.
- Stop Building
- Keep Ventura quaint
- Again...traffic? Water? Evacuation-ability? Until you get that in place, no more growth!!!!!!!!!!!!
- Keep current zoning and parking lot.
- Keep it as it is.
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- Allow hotels up to 5-6 stories, consider redevelopment of fairgrounds parking lots to allow for contiguous and consistent expansion of dynamic residential/visitor serving uses
- It doesn't seem like the parking lot is used for most of the year. There should be a different open space option that expands use but limits large construction.
- Stop ruining Ventura with your big ugly buildings
- Why are you trying to turn Ventura into Santa Monica?
- services to 4 story, get rid of parking structure - old, ugly, and disgusting
- Keep current zoning.
- Keep current zoning.
- No on all options. Keep current zoning.
- No on all options. Keep current zoning.

- Keep current zoning
- No on all options. Keep current zoning
- Leave our beaches alone! Stop making this LA county!!
- NO FURTHER DEVELOPMENT
- Keep current zoning. Additional dining in this area would be desirable.
- Create recreation and small commercial offerings along the water.
- Convert to public park with open space and children's play areas.
- None of the above. The current is out of control!
- Keep current zoning
- Keep current zoning
- Get rid of the ugly parking garage that is oceanfront (whoever planned that was not thinking). Full of homeless, falling down, encourages drugs and crime. Replace with beachfront amenities (restaurants, boutique hotel, quality shops).
- Increase parking and allow limited commercial on rooftops, such as dining, retail. Limited ground floor commercial for beach activity rentals & bike storage. No residential. Consider sea level rise and winter storms with 25 foot waves. No structure should exceed 40 feet in height.
- Keep current zoning. Increase parking by building 2story parking structures with minimal promenade facing commercial and partial roof top use for restaurants.
- Stop building we don't have water for it
- Keep current zoning
- First, I want to say absolutely no to an earlier planning concept of putting a street along the waterfront to "activate" the area. Do you know that the Crowne Plaza is one of the reasons the California Coastal Act was enacted? No, no, no to more dense uses in this area. I wish the City had never torn down the bathhouse.
- Keep current zoning
- Current zoning
- Current is not base. Leave it alone. Build your tall buildings somewhere else.
- Keep current zoning
- This will succumb to the sea. Lives will be lost. The only option is to help the managed retreat. I am a environmental scientist this is this ONLY option
- Knock it off with the high rises! Blocks views, creates wind tunnels and we live in a liquafaction zone
- Only between the existing hotel and the pier. Remaining tourist serving shops and eateries should be smaller to maintain feel of a beachfront.
- That parking is about the only place to park down there: the hotel takes up a lot of parking, the parking below the fair grounds will be closed (mostly) for plant and general terrain rehab and the parking on the other side of the pier is very expensive. WE DO NOT WANT to be Huntington beach or some other clearly bogus beachfront.
- No Keep current zoning
- No additional building - no structures over 3 stories
- Why does everything have to be 4 stories? Put nice things near the beach without adding homes. It's that simple.

- Keep zoning as is
- 3 stories
- Keep current zoning
- None
- Decrease development. There's no more room. Things here way over crowded already. It is hard to use what we have now because it is so crowded. Stop it.!
- Other visitor uses would be good but no room for hotels of any height
- No new hotels
- Leave the parking. No hotel will have any guests if there is no parking. The number of hotels is sufficient, and there is no need except for greed and senseless expansion to increase the number of hotels in the proposed area.
- fix the traffic flow to make it safe for pedestrians and automobiles to circulate between the parking garage/Santa Clara and the Promenade
- Await the outcome of the freeway capping project to determine the remaining area. No more tall buildings along this view corridor.
- Core Alternative, but with more commercial touristic businesses to make the promenade livelier and inviting for tourists and locals to walk, shop, eat, and hang out.
- Commercialize, commercialize, commercialize. Sick, sick, sick. Can you not see what the charm is here? We have not turned ourselves into a place where there is no line at the bottom line. We actually have community values.
- Keep current zoning. Sea level rise has to be considered.
- Keep current zoning
- public transportation instead of a dirty parking structure. some shops would be nice, but no more hotels directly on the shoreline, please.
- nothing above 3 . Don't turn this into Miami Beach, unless you want all the buildings to flood , which is happening in Miami. Coastal Commission would be hard to get on board unless you plan to pay them off.
- Make it user friendly for the local residents, people (tourists) come here as a destination with no problem. I would say there is a need to make the Promenade and area around the Pier safer for people. There has been a number of horrifically violent crimes in recent years that should be addressed.
- Keep current zoning.
- Keep current zoning.
- Halt new construction. Parking lot is fine as it is. Leave the area alone.
- Allow hotels but maintain low cost public parking for local residents.
- Leave the area as is. Not everything needs something built on it.
- I don't think I understand the prohibition of residential uses or fascination with hotels. That said, I support 6 story mixed use developments over a parking lot as oceanfront land use.
- restaurants and stores. no higher than existing parking structure!
- No structure higher than 2 story
- allow hotels and other uses not exceeding 3 stories over Harbor Blvd.
- Don't do anything here!

- Keep the existing zoning
- Keep current zoning. No up zoning.
- KEEP CURRENT ZONING. DO NOT ALLOW HOTELS AND VISITOR CENTERS BY THE PIER!!
- I need further information on what is being proposed on the parking structure area prior to answering this question.
- Keep 2-3 stories
- do not build over three stories along the promenade
- keep current zoning
- Maintain existing zoning. Mixed use does not pan out. No variances for height.
- KEEP CURRENT ZONING
- PLAN FOR MANAGED RETREAT IN THE FACE OF INEVITABLE SEA LEVEL RISE!
- for the most part maintain the high limit but allow for the parking structure to change to retail and restaurants
- None of these!
- Visitor recreation/amenities are needed, but we should have only buildings and landscaping that safeguard a view to the ocean from the freeway and from the city. No hotels should be built there - rather, we need cultural offerings.
- How about upgrading the existing hotels on Thompson so people might want to stay there?
- 1& 2 stories
- Fix the parking structure and don't push people into the sea from squeezing too much into one place.
- We need beach parking.
- Beach businesses
- Limit any development to 2 story maximum
- this area is overbuilt already. fix the blight, improve the experience of living for those who reside there.
- Allow commercial development with maximum heights no higher than the 101 Freeway.
- NO expansion
- Keep current zoning
- Keep current zoning.
- Keep current zoning
- Keep current zoning
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in that area.
- Allow hotels up to 5 or 6 stories, other visitor serving uses up to 3 or 4 stories. Build a cover over the freeway so that there is full access from downtown to the beach.
- Keep current zoning
- None
- Allow hotels and other visitor servings uses up to 2-3 stories

22. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- SB10 allows for cities to change current zoning laws. We don't have to do what the bill says, it allows the city to, big difference. We can make changes to our run down corridors, empty lots, homeless invaded areas, the ugly underused Pacific Mall, areas off Johnson where the car dealerships are (we can do mixed use their, people can have views without blocking others) some areas on the west end, the old Oil refinery on Palm off Shell, areas on Thompson blvd. and improve infrastructure, congestion, crime, and the landscape of our city. Don't use scare tactics...develop our city, improve it, maintain it, but keep the integrity of Ventura. What is working here and in other beach side communities? We don't have to create a new plan we can improve existing ones.
- Stop building
- Honestly, the idea of developing our town only puts money in the pockets of the developers and doesn't do that much for affordable housing, making water we don't have or space for more cars
- Nothing over 4 stories..... PARKING! Not enough parking spaces are being provided in new construction, this must be dealt with.
- Would definitely like to see some more mixed use in downtown area, where folks can live near where they work. But definitely not in favor of expanding commerce to the beach front. We already have trouble sustaining downtown commerce. Also don't want to change the character of the beachfront. We definitely don't want to build out hotels right on the water. Better to have smaller boutique hotels right above dining and shopping in mixed use areas and not a big monster of a hotel on the beachfront. We have a lot of improvement and should invest in safety and cleaner and better looking access from downtown to beach front.
- retail expansion is fine but we need to control residential due to resources - power and water
- Base can be improved by allowing developments for purchase rather than rent. This would help residents who want to own
- Ventura does not need to be like all the other overcrowded coastal cities. Please keep us small, quite & gentle, like it's always been. You all are turning this town into a weekly carnival!
- As stated before I would like to see the downtown maintain it's Historic,Adobe,Quaint atmosphere.
- no dense housing, we can't handle it..
- Clean up the homeless situation and make the area safe to shop and live in. Encourage individual shop owners and historic feel of the area. No more of those monster apt buildings. Coastal small town feel is so much more appealing.
- I would like to see less emphasis placed on adding more stories to development plans. We are NOT Huntington Beach or the LA area. High density building is changing the feeling of our city!
- STOP all growth and change until Water, Electricity, Natural Gas, Waste Water processing and street repairs that currently exist are resolved.
- Restrict any new development until after water issue is resolved for all existing users

- Stop all development for three years. Ventura has already been destroyed by two years of thoughtless development. Which has not brought any improvement to our city. The developments to do enhance the beauty of our city, the small town feel or even provide affordable housing. You have ruined our city and you must stop and place a moratorium on all development for three years until a proper plan which truly reflects the ideals of the residents of ventura can be put in place.
- Do not build anything new, just use existing buildings.
- Entertainment venues. Expand parks. Tourist oriented.
- I would stop building residential units downtown except for areas in the eastern area of the Avenue and in places where industry does not endanger residents. Downtown corridors along Thompson & Main Street are overbuilt now. A once lovely Boulevard, with at least occasional views, is becoming a solid wall of unsightly (a few exceptions) and overpriced buildings. Traffic problems, with all the new developments, have not been addressed and are going to get worse. Residential expansion needs to be done outside the immediate downtown area. If a hotel is built on the lot at Figueroa and the Promenade, it needs to fit in to beach style or Spanish architecture and be no more than 4 stories. No more vertical block structures.
- I agree with the Downtown Specific Plan, but would add parking structures throughout downtown, something to preserve streets with single family historic homes, make improvements on freeway access streets, change parking requirements for developers, and do not grant developers any exceptions. Stay with the Plan.
- Plenty of industrial areas on Westside that could be used for residential if it were re-zoned. at least multifamily dwellings
- Higher buildings are not the answer in downtown area. Please maintain the charm that Ventura has by keeping Ventura the way it is now.
- Leave it at current status.
- Do not build taller. Do not create infill. Do not build mixed use. People should live in homes not mixed use buildings. Stop looking at the the city as a real estate investment to pack people in.
- Protected bike lanes on Thompson
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- We absolutely need style guidelines in our city to go along with these zoning changes. It help preserve our town's character and appeal. Recent developments have been boxy eyesores that don't fit in with our city and won't stand the test of time.
- Stop it with the insane development, just stop it.
- Please respect the history and build with design that respects our town. The box-like buildings are not representative of our diverse population or culture. Choose Spanish style or beach-like bungalow.
- Slow growth.
- STOP DEVELOPING VENTURA. we like our small town local charm. Improve the small spaces we have and encourage local business. Nobody wants to live in apartments. Stop making us perma renters.
- follow the current Downtown Specific plan
- Less strain on water resources, limit growth. We are in a severe drought.

- Limit building height and require architectural style to be more compatible with historic styling. Cover freeway to link downtown with the beach.
- Visitors and residents here love the small beach town vibe. We don't want to see Ventura become an extension of Los Angeles
- City hall can continue to grant exceptions when needed, changing multiple areas of zoning across downtown doesn't need to be an all or nothing approach.
- Open Main Street back up to traffic! The city has created a nightmare for traffic back up. AND stopped the elderly and disabled from using the area forever!
- Ok to build new but limit number of stories to 2-3; ensure there's no redux in park and open areas with impervious surfaces; improve use of areas on Main st where vacant buildings sit to provide housing or lodging for tourists.
- I do not approve of the base alternative, but it is closest to what I would like to see. Keep current zoning, but allow limited commercial in new parking structures from California to the Pier. Decrease building heights on the Westside. Follow the current DTSP, but with more vehicle and bicycle parking. Prepare for flooding and have an evacuation route planned and practiced. Involve all Venturans. Kinda like the great shake out, but include drills for tsunamis, wildfires and winter storms.
- Build the beach back up instead of dumping the sand from dredging operations to south before the south swells hit and push it into the harbor pump it north to c street build the beach back up!
- should follow the current downtown specific plan
- Rather than focus on housing and tourism, I think we need to focus on jobs with live-able wages.
- By all of your dreams, you will force the locals out.
- We do NOT need seaside infrastructure we need a managed retreat from absolute certain sea level rise. Get ahead of this and create beautiful spaces or watch the destruction and debris inevitably. Allowing seasonal and moveable food and entertainment in those parking lots is the only option for long term mixed use
- I'm concerned about allowing large hotels and residential buildings in the coastal zone. View and access to the beach should be maintained.
- -
- Do not turn Ventura into LA - STOP allowing new residence building other than single family homes. Require ALL project to address where the water supply will come from
- No more buildings or people here in Ventura
- Instead of making Ventura a living destination with a bunch of people shoved into 6 story apartment buildings making developers rich, instead create jobs and tourism for people to come to Ventura, spend their money and then leave. Putting a bunch of 4-6 story buildings throughout the city will make it ugly and block the views. Make PARKS, bike lanes, mountain biking paths, fun things to do at the beach and places to eat and shop. fix the homeless problem. Fix the massive traffic we already have. Expansion is the last thing we should be doing.
- Do not build up
- Do not develop C Street

- No affordable housing and no high density use.
- Many downtown and Promenade areas need basic repairs and fixes. The bike/walk path through surfers point is in great need of repair. We should fix what is there first, before we continue to add more.
- Keep Ventura funky
- So many changes all at once is just too much! More thought to design, parking, traffic, water! I can't water my lawn but people can move here? The new Ventura is starting to sadden me... I was born here.
- I would remove the fairgrounds and replace with single family homes, a park, and a nature center with educational exhibits about the nearby estuary.
- rather than allow all developments of greater heights, the city needs to develop in a manner that current and future residents as well as city officials will be proud of what is built and how it looks. Ventura is unique and its architectural legacy should also be unique
- I would improve it by leaving it alone
- No building higher than 3-4 stories. Yes multi-use shopping and housing
- Keep it 5 stories and below and don't over congest downtown.
- Keep Ventura Ventura
- Stop building over priced ugly condos, they are not for the current citizens of Ventura, they are for outsiders.
- Do not add high density housing as Thompson is not designed for more capacity
- Preserve Ventur as a cherished destination for those seeking to escape high density and experience the smaller, lower key lifestyle My family comes here to get out of LA and the stress to a more chill, old fashioned lifestyle Preserve what is here. You'll be glad you did
- Be sensitive to infill by establishing uniform architectural guidelines. Be aware of view corridors.
- City needs to develop real, adequate annual water supply based on plans developed by competent water science persons - not developed by politicians and/or individuals with no training in water supply developmen
- Reopen Main Street and develop parking infrastructure that supports ingress and egress of the downtown in a more sustainable manner. The way it exists at present is a patent example of a lack of understanding of the concept of flow to the success of Retail concerns.
- Do everything possible to prevent the monolithic boxes we are currently seeing get built. 4 story max!
- No more buildings over 2 stories. Housing for purchase to allow local police, fire, teachers, etc. the ability to purchase a home within city limits.
- don't put new development in the downtown area
- I hate that the state tells us we have to grow. It changes our city (for the worst), we dont have the resources (water, wide roads) and the people we are currently building for are not the ones here now that need housing. Everything is so wrong. The very worst is the tall building blocking views and the sun without the right amount of parking which creates a negative quality of life. Another terrible thing is the unregulated short term rentals at the beach.
- We need to provide enough water and utilities to maintain a good quality of life.
- Stop new developments. Remodel existing housing only

- I would fill each business downtown, remove half the second hand stores from Main Street. Permanently made that a pedestrian street with intentional planned outdoor spaces for kids, benches, outdoor space to actually enjoy downtown. I don't feel safe walking downtown with my toddler early in the morning or in the evening
- I think it's vital that we acknowledge the historical, environmental changes that we are currently experiencing. I'm not seeing anything in any of these choices that include that.
- Halt new construction.
- The beachfront area hasn't seen improvement in my opinion in the 20 years I've been coming here, yet this beach is the most visited place in Ventura. The bike path along the northernmost parking lot has been allowed to collapse into the ocean, creating an unnecessary hazard. How this invaluable resource has been allowed to degrade is unbelievable. This existing path should be a top priority for restoration, not a terrible plan that moves it and allows the shore to continue to recede. And you take your life in your hands every time you use the disgusting public restroom. If you want to talk about improvements, start here. Fix what you have, the rest isn't broke.
- include protections for the historic core around Main St, Palm, Oak, Chestnut, California St.
- Traffic calming!! More attractive access to beach from downtown areas
- No 6 story buildings in downtown. Don't allow current staff to change the city forever.
- If beachfront zoning is to change to allow different uses, heights should be limited to 3-4 stories. Current Downtown building requirements should remain as is. If anything, certain areas should be downzoned (in particular around Plaza Park). We don't need giant buildings towering over open park space and the quaint, historic Mitchell Block. 3-4 as currently allowed is plenty. The Thompson area should not have any height increases
- ff
- Add increased parking solutions for tourists, businesses and residences for downtown. Be sure to leave open space for first responder staging. The Thomas Fire showed us that space is needed to respond to large scale emergencies.
- No building taller than 3 stories
- See my previous comments about infill and sustainability.
- Providing more trees/green space area, pedestrian friendly crosswalks (especially near Laurel), and bike lanes along Thompson Ave. Also, there are so many run-down hotels along Thompson & Main St. that could be updated (maybe with grants) to provide more appealing hotels to visitors.
- Limit building heights to avoid creating shaded wind tunnels throughout downtown and to maintain the historical character. Ensure public parks are amply provided throughout town as cultural and recreation gathering spaces. Increase building setbacks from the street to allow for sufficiently wide sidewalks plus large attractive shade trees along the parkways. Add a public amphitheater somewhere for cultural events. No more mega-developments. Ensure apartments and condos are not being bought as second homes or investment properties, to enable more home-owner/residents to afford to live in Ventura.
- Limit height and density of buildings. Assure that infrastructure can handle expansion, especially water.
- One sided questions and answers seem like a guided survey to promote more development.

- Increase water supplies to accommodate the current water supply demand and any growth
- Benefit existing taxpayers
- Utilize existing structures. Beautify downtown street blockaded area.
- Downtown is ugly. We need more landscape, trees, public green spaces, and more variety/better stores - more than bars, restaurants, music venues.
- I would be trying to slow development as much as possible. There is not enough water to support more people.
- Do not increase building heights
- this area is overbuilt already. fix the blight, improve the experience of living for those who reside there. We don't need multi story buildings blocking the ocean from all but the richest residents. Channel the resources you're spending into improving the living experience for those who already live here.
- Tax the churches
- Eliminate all of the 5 and 6 story structures. Reduced the mixed use designations to residential 3 and 4 story designations
- I would limit new building heights in the Downtown area to 3 stories, in maintain the character and line of sight to the hills and ocean in that area.
- The parking garage can come down but the area would be improved by a park, picnic area where the public and visitors could relax and enjoy the ocean setting.
- Well-designed mixed use urban villages in underutilized areas. 4 story limit. Ventura has nothing to gain by allowing for overpopulation. People live here to get away from that.
- Traffic is congested from Sanjon through the Pier and California street now, & there is a lack of parking. More congestion changes the ambiance of the Ventura beach area.
- You can't make any of these changes work without first addressing the vagrant population. Especially along the beachfront/California Street area. It's not a safe and friendly environment at the moment.
- More congestion for downtown is a bad idea. Ventura lacks the infrastructure for practically all the proposals.
- start maintaining and improving and fully understand/respect outside resources e.g., water supply and usage.
- We need parking
- Clean up what exists - stop building new.

Core Alternative

- It okay for some building to be over 6 stories especially areas like near Crown Plaza Main street areas can remain more historical, but taller buildings that can bee seen as future landmarks are not all the time bad as long if it not done overboard that it takes away the laid back vibe downtown gives.
- Do not take away parking from the beachfront. Do not build on this area as it helps maintain the beauty of our city especially for those driving through as well as residents.
- None
- No growth

- No new development. Traffic in this part of town is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford.
- Nothing over 4 stories, keep our city and views in tact. Develop the beach area by connecting downtown to the beach by covering the 101 that disconnects our town.
- Keep it simple, its the reason people like it here.
- Mission plaza serves a valuable function on the Westside. A grocery store is essential to support the high number of residents in the area.
- As a 3rd generation Westside resident I feel that any building growth that is an excess of 4 stories could inhibit views and the beauty of this small town. Downtown is too small of an area to absorb all of that growth/size without becoming/feeling too dense.
- Only allow 6 story buildings along beachfront promenade as in a hotel. Parking is essential and needs to be rehabilitated
- Build with a a theme that fits historically with downtown.
- Plant more trees
- Maintain downtown's small town atmosphere.
- Add beach camping sites at state beaches
- Na
- activating these areas will make them safer
- Improve the Beach area.
- Consider adding portions of fairgrounds that are underused, an eyesore, and losing money. Increased density all along Thompson from San Jon to termination at Ventura Avenue. This could all be mixed use 3-4. Most buildings on this corridor need redevelopment. Nice 4-6 story residential here would compliment main street (mostly unchanged) very well.
- better approved architectural designs and lower density that match Ventura history and design for new buildings, set backs and more parks.
- Make Thompson more walkable and lower speed limit to 30 from seaward to san jon with more pedestrian crossings.
- I like the Downtown Specific Plan as it already exists.
- More open spaces and children's play areas - even if they must be rooftop spaces. Green, open-space rooftops. Better bike infrastructure. Protected bike lanes.
- One of the major charms of Ventura is its "small town" feel. How about we keep that.
- Ventura is known for its beautiful downtown, nothing should be changed or remodel (keep street closed)
- Cover Highway 101 between California and Ash to improve waterfront access from downtown. Add dedicated bikeways throughout the downtown core, either by closing streets to car traffic and or by removing parking and auto lanes in order to construct separated bike lanes. Replace parking lots with housing, transit infrastructure and green spaces
- Leave downtown Ventura the way it is!!
- This is much too complex a document to be called a questionnaire. You would have been better served to have met with more neighborhood and business groups and asked them for the 5 things their neighborhoods most needed. The Tuesday night meeting that was a complete

debacle shows what happens when a plan is assembled with the input or understanding of the citizens who have to live with the changes. I'd like to see more discussion of how the tourist beachfront should look and function. The historic downtown center is attractive because it is historic and has many old buildings. When the historic buildings are overwhelmed by larger, higher, buildings it will no longer be a tourist attraction.

- I'm confident the City of Ventura will continue to over build. There is not enough water to accommodate the current population over the next 30 years
- I love downtown Ventura, and the new mix use buildings makes it feel like a downtown area. The core plan seems to be a great plan with maybe more open spaces here and there should be added.
- Maintain touristic uses along the beach side from the pier to the fairgrounds. Including more year round events at the fairgrounds to stimulate the economy.
- We have a wonderful downtown that is a logical place for growth and can be even better, but needs more parking.
- More development on the westside of downtown
- Limit development. Our city is way too crowded and it is hard to use the good things that are there now because it is so crowded. Stop the development. We ruined the city enough already
- Encourage multi-floored housing to have shops on the first floors and housing above to encourage walkable and more community oriented spaces and neighborhoods. Also add public spaces such as small parks nearby if possible
- Downtown is great now, but in terms of the future it needs to expand more in development since it represents what the city is about with more increase in height.
- Core seems like a great plan as it is.
- Add a parking structure to the fairgrounds parking lot and convert most of it to mixed use and a large park.
- I would stop providing assistance to the homeless. I would make any natural river bed a state park to prevent the homeless from being able to live there. I'd stop building luxury apartments and instead focus on affordable SFD for local residents. I'd provide a program that gets rid of opportunities for the homeless to steal or look through trash receptacles.
- Freeway access would need to be greatly improved. Also improve fairgrounds. Less concrete more green. More events through the year.
- Fix the city first
- Focus on growing downtown while keep ag land and rural the same
- Other additions to help the downtown area would be more parking. The empty lot on the corner of Palm and Main would be a great spot for another parking structure, instead of housing. We really need the parking space there. Also more public restrooms added to downtown. I work down there and constantly have to tell people that there's no public restroom available and their best bet is a restaurant they visit that day. An absolutely horrible solution for elderly people and folks with bladder issues.
- More retail. More housing. More businesses. More running trails.
- As much dense and high affordable housing as possible
- I'd like to see the entire city of Ventura to be more walkable to where there may be smaller "downtowns" throughout the city. In other words, bring to life other neighborhood centers

through use of mix residential / commercial / light industrial space, thereby making it easier for nearby residents to frolic there, rather than have everyone necessarily swarm downtown for a night out.

- Allow more housing to be built in areas with transit and walkability
- Allowing more height development in our buildings would only block more of the ocean view that everyone already wishes we had more of. For a coastal community, there are very few places that you can enjoy the beach view, which is a failure in city planning. Do not allow any more growth of building height in this town and keep the old time historical charm that it has. Maybe take a trip to some other historical small towns around the US and see for yourself, what allowing 4+story high buildings does to the character and heart of a small old town. People want to visit Ventura for how it is now - a small quaint beach town NOT an extension of LA counties overcrowded overdeveloped beaches.
- Remodel downtown for pedestrian friendly access that will grow small businesses. Discourage development that allows more homeless areas to blight our city
- More open/green space. Tall buildings ok, as long as there are plazas & open space in between.
- Whoever is promoting events every weekend downtown is making going downtown unattractive for locals. Don't kill the State Beach as a nice place for locals AND visitors to walk and have fish tacos! How about more sand and less ground squirrels!
- Closed Main Street isn't attractive between the Mission and Fir streets. Small business need back doors for customers who don't want to walk around the block. It seems when planning gets involved the price is astronomical. Isn't there a less expensive alternative?
- Many of the rezoning or upzoning don't go far enough in supporting a walkshed from the mixed use commercial areas or from the transit corridor the upzoning is designed to support. These need a critical mass of people and reliable & robust alternatives to driving to be successful, so being wishy-washy about how far to push the upzoning sets the proposal up for failure. I'm not sure if this is being specifically examined in this portion of the general plan update, but I am also concerned about how easy it is to make a building/corridor/region "historical". The historical designation should require significant support from the people or group who are proposing the historical designation and continued support from that group to maintain the historical structure. These seems like a particular issue in downtown where a group of people may want to maintain some old building that has become decrepit and unsafe, but there is no interest in maintaining the historical-ness from the property owner. The city nor the property owner should be stuck with a historical designation. The historical designation should be supported by the group who wants to designate the property historical.
- Upgrade but do not increase size of buildings
- Hotel uses should be allowed on all mixed use zones. 2. The train station should be moved so it is better integrated into the fabric of downtown. I would recommend either closing California street for this, or moving it near Sanjon.
- Bump mixed-use 3 to mixed-use 4 between Figueroa and Ash (or whatever increases density, there) so that segment of Main St. can get more business. There are too many vacant storefronts and/or thrift stores along the entirety of Main St., and I suspect adding more people could help the economic viability of these locations. Regarding the downtown vision, besides

the Mission and City Hall, I can't think of a single historical building in that area. The rest can and should be rebuilt as needed in support of the rest of the stated goals.

- Any building over 4 stories is moving in the wrong direction.
- We feel strongly about less new development and re-use of existing parcels and dilapidated buildings. Let's revitalize the far side of Downtown towards Rocklite/Stanley
- Maintain buildings at two stories so as not to block site lines to hills and ocean
- Maybe a small square in the middle to serve as a small park like area in the zones in question.
- Allow 8 Stories at Mission Plaza, but Require that a Grocery to remain in the area. Outside of Mission Plaza, 3-5 stories is fine.
- water and infrastructure issues need to be addressed before any expansion of housing can occur. access to freeways are already a problem. Any increase with stress these corridors and make getting around Ventura impossible. Currently biking and walking are dangerous on many of the main roads; additional traffic will make make these areas even more risky.
- Hotels, residence and offices
- Cluster tall buildings if they don't block views that existed before expansion
- Put housing and services for moderate, low, very low, and extremely low income families at the center of planning.
- NIMBY
- Provide more parking and less development
- As I wrote before we need a theme and then stick to it; past councils have put us in our current position. Our city council with help needs to see that we can grow, but with some idea of where we are going, not random growth. Money talks and I fear that is all that counts--additional tax monies and associated fees with tend to dictate where the city is going regardless of the results of this survey.
- One story buildings. Leave green space/soar as it is
- As I said in my last comment. Many low-income people live in this area. Please do not gentrify the old neighborhoods. Build low- and middle-income housing. Moreover, our animal/plant relatives rely on these coasts and beached for their survival. We rely on them for our survival. Enviromental impact studies must be done for any development near the coastal zones.
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in that area.
- Fix the beachfront promenade, it's falling apart. Improvements need to be made to make it more accessible and attractive for visitors
- Do not assume public transit and bicycles will be main mode of transportation. Plan well for increased parking needs, especially if there is a goal to attract weekend visitors.
- No growth or new developments.
- More streets closed to car traffic. more restrictions on on street parking. more out door seating for restaurants. reintroduction of the Trolley service.
- Avoid cookie cutter box buildings, but allow some increased height if set back from neighbors

Expansion Alternative

- Let's develop the beachfront and make it a destination for people to see. Restaurants, bars, music, breweries, retails. Update it and make it a place where people want to walk and shop.
- Don't mind some development along downtown beachfront but not sure of how many stories high.
- More housing
- Bringing in tourist monies will help with more improvements with future growth of tourism.
- Hotels and stores
- More large businesses and entertainment venues.
- Get rid of the Thrift stores. They belong on Ventura Ave, not in prime downtown location.
- Mixed use; with retail on the bottom would be ok while limiting building heights
- Noted above Call me for more ideas
- Add lighting to the path south of the pier toward pierpont. More restaurants along the promenade near the pier w affordable options sandwiches shops, grabs and go cafes, coffee shop.
- Focus on the lower avenue as part of downtown. Vons center remodeled, to attract nicer restaurants. Lower two blocks of the avenue to be improved as part of downtown
- Have a theme of architect for ventura, NO MORE square boxes built in ventura
- Add designated bike lane. Make/keep parking free. Improve entertainment.
- there's been a great deal of uproar concerning the heights of buildings in the downtown area. unfortunately for the wealthy residents, ventura is no longer a small town. thanks to, as mentioned previously, out of town investors, our city is getting bigger. demand is rising for housing, for jobs, for room. building up is the logical solution, yes, but it's a balancing act. how to maintain the character of downtown while also allowing for new buildings is tricky. my suggestion, for whatever it's worth, would be to instate some live/work buildings. shops below, apartments above. promotes walkability, helps to move away from car centrlicity. by doing so, we can start to move away from cars altogether, which will eventually allow for parking garages and lots to be used as homes instead. further, there's really not enough public transit going to the downtown area. we can do better.
- Increase density downtown and reduce vehicle traffic in favor of pedestrian/bike traffic. Consider making two lane roads one way.
- Up up, build them taller
- make sure the design of the any new development fits in the character of Ventura. Craftsman or Spanish style designs, no more of these cheap (material and buildings wise) ugly developments that look like 70's-80's throwback architecture. The new apartments lining 101 just before the California St. exit are an example of BAD design, these do not enhance our city. The new apartments on the corner of Wells and Telegraph on the east side are an example of GOOD design, these do enhance our city.
- I don't know
- Allow of max building heights but still require architectural review. Allow of maximum density - better street shade - more trees - better marked crosswalks (continental crosswalk design)
- By expanding our city - it will grow to become a vibrant destination for many to visit and live. As long as we can maintain its recreational areas and beaches and ocean by keeping the city clean,

low of crime and no homelessness - then we should look to expand. We should also make a stipulation here that if new hotels and apartments want to come here they must make a substantial contribution to the board walks, bike lanes and parks and rec areas. They should be mandated to build and care for the city by the amount they put in to the cities care. Also the city should consider rewarding its residents by giving them free parking and discounts if you have proof residence /home owners.

- Address homelessness downtown if trying to gain more tourists walking and shopping.
- Build multi family homes on Avenue with nice amenities, courtyards, etc. More dense housing would be more affordable than the small cottages on large lots.
- Ensure that historical buildings are not replaced and ensure that there is adequate parking when parking areas are eliminated.
- Keep it 3 story max. Preserve our views.
- Keep the vibe of the city intact
- Existing historic buildings should be rehabilitated and reused, rather than demolished and replaced. New construction in historic areas should be compatible with the scale, massing, materials and design of the historic structures.
- If we can get the water to support expansion, I support it, otherwise no

Distributed Alternative

- Continue to make Downtown areas walkable. Continue to add low income housing with retail on the bottom floors.
- I do think more visitor oriented development along the beach would be good but there should be height & access rules/limits so we don't lose that natural resource for the rest of downtown. More mixed use development midtown would be good but again as long as there is a plan to handle the increase in traffic, usage of water/sewer, etc. Projects should include parking to mitigate clogging of traffic on denser populated streets. I am a big fan of tiered heights of building from the sea to the mountains in order to preserve some view for all . The area of the avenue is, in my opinion, one of the best for development, 5 or 6 story building along that corridor would not really block any existing views & live/work uses could work well there...and.. it is close enough to the already established downtown area folks could actually ride a bike to dinner, etc if they so wished. (Is this area in flood plain?) The area out near Wells Road seems ripe for development but needs much stronger infrastructure right there -It feels far away from everything & it is a bit to far to just take a walk downtown or out to the harbor. I also do think that IF we had a reliable shuttle between far flung areas the idea of less use of cars might be more attractive. If we want to reduce the carbon footprint while providing affordable housing & encouraging smart growth...it would be a huge plus if we were to encourage Green/Leed projects- Solar & other eco smart ideas incorporated into these projects. After all...Global warming is real, we are a coastal town, we already have water concerns...ETC.
- There needs to be an active marketing effort to get empty buildings leased...
- Leave SOAR alone. Improve bike & pedestrian access in all areas.
- Build more AFFORDABLE housing

- Develop a new parking structure with shops at ground level and parking above. The structure should go from the pier to Crown plaza. You must improve parking overall for people to want to visit.
- If I am understanding this correctly alternative through distributed limits building anywhere anything and if need building no more than two stories
- Expand between pedit and east side soars
- The least development is best to keep the charm of the city.
- Address the homelessness situation as well as gangs and drug dealers-without addressing these issues there's no sense in development
- I am disappointed the focus is expand and add. I am far more interested in preservation, keeping the city as is.
- Stop disrupting this town with building we don't have water for it
- Focus on maintaining beach side and housing price limits. No one can afford to live here that works a regular 9-5 job. Unless you work for the city, somehow y'all keep getting raises.
- My selections are sort of a mix - but the main thing is - density. Look to how places around the world have done things. You can only expand your borders so much until you need to go up. We can obviously go up to six stories for a lot of the city while still maintaining a great vista from many points of view. Putting in mixed use area's where we can create centers for people will be key to the future growth and well being of the area
- Need to have adequate parking for beach especially if there are plans to increase shopping and eat experiences there. Improve the road for increased traffic, California has some awful traffic patterns that need addressing.
- Maximize density. Allow expedited permit processing for affordable developments above 35% affordable.
- Regardless of choice, I'd prefer to maintain the commercial touristic areas, while still expanding all other areas.
- Evenly distributed, avoids congestion
- 5-6 Story Buildings in the area 4 will probably block views for ALL of the city.
- The Johnson Drive area with all its empty commercial space needs to be mixed/ planned housing & business
- all residential development must include an affordable component with rental/purchase costs consistent with the entire lower 25% income quartile for businesses in the county.
- Hotels along the beach should be sensitive to downtown view corridors
- Wine bars on the beach!
- Downtown looks like a swap meet, open back up, less connectivity is not the answer.
- Only add infill and new housing from seaward east.
- More commercial development along the beachfront area to serve locals and visitors. Expand and improve the connection between downtown and beach to make it safe for pedestrians.
- Love the enhanced experience at the beach. It's great for Ventura.
- Would love to see that parking garage area repurposed into something that upgrades the beach experience. While I love some aspects of Ventucky, we need to move forward and enjoy the enhanced lifestyle that smart development can bring.

- Distribuir el las zonas alejadas al centro para conservar las zonas históricas. Distribute in the zones away from the center/downtown to preserve the historic areas.)

No Alternative Selected

- I really want to see Ventura prosper and grow but downtown needs to remain historical and quaint which attracts people to visit and shop. Height should not change in the downtown area
- Keep existing zoning but down-zone parts of the Westside
- Keep existing zoning and downsize density on westside
- Keep existing zoning
- Keep existing zoning but down zone parts of the Westside
- none of the above
- Leave as is
- Keep existing zoning but down zone parts of the westside
- Keep existing zoning but down zone parts of the Westside
- Keep existing zoning but down zone parts of the West Side
- I can't go back and look at the 4 options so can't state which I like best.
- Release the water from the Feather River project.
- Keep existing zoning and protect city from giants structures (downsize some zoning). Plan smart with a vision for our city to be a beautiful town highlighting the natural beauty surrounding our city. Let's not over build and destroy the possibility of developing our city into one residents and tourist will love. Personality of a city is what people love.
- None.
- Keep current zoning
- Keep existing zoning but down zone parts of the Westside.
- Stop Building preserve our westside.
- Keep existing zoning but down zone parts of the west side
- Keep zoning as it is but downzone some areas to prevent 6-8 story buildings.
- Based on what I've seen you need to stop building and ruining Ventura
- Clean up homeless encampments. Don't invite more people into our city.
- Keep existing zoning and down zone parts of Westside.
- Base line is to much. Decrease it.
- Keep current zoning but downzone parts of the Westside.
- Keep existing zoning.
- Keep current zoning.
- Keep existing zoning
- Keep current zoning but downsize parts of the Westside
- Keep existing zoning but down zone parts of the west side.
- You are not building for our residents here in Ventura! If affordable to you is a 1-2 million dollar condo then we're ruined!
- There is a water shortage so why develop more!!! THERE IS TO MUCH TRAFFIC AND CONGESTION ON 126 and 101 ALREADY!!!
- The proposed base alternative is NOT the appropriate starting point for comparison. See my previous comments about downzoning the base map. No building should be built over 3 stories, much less 6, except in specific places where the scale of the building will not conflict with existing architecture and historical precedent. Keep the Vision Statement as the guide.

- Leave downtown alone.
- Keep existing zoning
- Keep existing zoning but down zone parts of the Westside.
- I agree with this part: "The vision for the Downtown in the General Plan and the Downtown Specific Plan is to maintain the area as the "heart" of the City, expand housing supply at all income levels, preserve historic buildings and the historic character, and nurture arts and cultural expression." I strongly disagree with this part: "The area is also identified as a focus for future residential and commercial growth", because what has happened in the past year in Ventura does not show much thoughtful growth. It's ugly and does not serve all income levels!
- Keep the current DTSP zoning and form based codes. Increase parking to accommodate visitors and residents alike. Follow the Vision statement and preserve ocean and hill views.
- None represent my vision. With the little remaining land available we should be creating open public spaces, parks, community centers, and special supports for the arts. No new development that increases density that is currently only serving to raise rents and property values. Only truly affordable housing units, 80%-90% affordable then the rest market rates. Flip it or skip it!!
- Keep existing zoning but down zone parts of the Westside.
- I feel the Downtown Specific Plan already overly-densified downtown Ventura. And it provided for increased residential uses with NO new parks. That's a planning crime IMHO. Per my earlier comment, we need to de-densify the Westside, not increase it's density.
- Keep existing zoning and down zone portions of westside
- Keep existing zoning and down zone parts of west side
- I do not choose any of those options. Leave it alone. Also, I would like to know why the city is allowing up to 15,000 units in their plan when their own projected need is for 1/3 that amount? Who do you think you're fooling?
- Keep existing zoning but down zone parts of the Westside. PRESERVE CHARACTER!!!
- No more than 3 stories!
- None of the above. This is a false alternative situation and we're being railroaded and bullied. Nothing in Santa Barbara is above four stories, and it's beautiful. Here you want to jam people into shadowed structures that denigrate the quality of life.
- Keep existing zoning but down zone parts of the Westside
- Keep existing zoning but downzone parts of the Westside
- Keep existing zoning but downzone parts of the westside
- None of the above. Stop trying to turn us into high density Santa Monica!
- Don't do this to a place with history, community and values. None of your alternatives works.
- Keep current zoning but downzone parts of Westside. Take into consideration sea level rise and problems with emergency evacuation!
- None of the proposed options. Keep current zoning and downzone anything that allows over 5 stories.
- Keep existing zoning but down zone parts of the Westside.
- Keep existing zoning but down zone parts of the Westside.
- I don't think about the plan in this format. If you look at my previous answers I need the city to show clearly how we would get around, then I could vote on one. The maps on this survey are not expandable and are just about impossible to read with the small size, print and lack of streets. Unfortunately, this will make it difficult for the average citizen to weigh in. And the maps at the public meetings were also in " planner speak language. " Try another approach. Have citizens and city staff meet On The Ground, walk, have a street fair of sorts, in the different areas of

development and then we will be able to see with new eyes and can be more creative. Asking us to find solutions with maps with many colors, with no street names is really challenging. I also plead for you to add " Light " as an additional element. LED lighting is new, and there are excellent lights, and there are disturbing cool blue lights that are not recessed and the light trespasses for over a mile. I also want to suggest allowing one adu per unit in the Clearpoint area and the Adolando areas. I work there and the streets are wide, and the lots are spacious and it is the lowest density area in the city and unlike the hillsides above Ventura High which is more dense. I do not believe allowing adu's would increase danger in case of a fire but I do think it is a great way to add housing without creating congestion. And lastly, downtown needs another parking garage for cars and a large attended safe bike area.

- keep existing land uses. except where noted.
- I'm not choosing one because they are all written with certain caveats to allow for too much residential expansion in the downtown corridor and allowing for buildings to be built too high. Ask any resident of San Luis Obispo what happens when you build too many buildings, too high. You lose the sun exposure on outdoor patios, you create a wind tunnel effect similar to San Francisco, you create a lack of adequate parking for pedestrians and the disabled. Create a historical designation corridor for downtown and protect it. Concentrate on making a cool and groovy mid-town....think the beach cities of the '60's in LA-South Bay. You are close to losing the last bastion of beach city vibe. It needs to be protected.
- Keep the existing zoning but lower some of the heights on the westside
- I can't support any of the alternatives because it appears there is up zoning in the area even in the base option. Keep existing zoning.
- I do not support any of the alternatives because it appears that there is upzoning in the area. This appears to be true even in the base option. KEEP existing zoning.
- New development in dense areas needs to come with increased open space (NEW parks) and increased parking for quality of experience for residents and visitors. If mixed use, resident permits and meters could be considered.
- Keep 2-3 stories - downzone parts of Westside - share the wealth of development dispersed across the city.
- don't overdevelop the downtown
- Keep existing zoning but down zone parts of the Westside.
- Maintain existing zoning. Mixed use does not pan out. No variances for height.
- KEEP EXISTING ZONING. REDUCE ZONE PARTS OF WESTSIDE
- More affordable housing 1 & 2 stories
- Again, we don't have to stampede to expansion and growth. There are other options. Listen to the residents, not the developers. They don't live here, and are interested only in profit. We live here, and wish to maintain the history and charm of Ventura.
- None of the above alternatives match my vision for the future of downtown. I would like to see Ventura maintain its charm, preserve its heritage and provide affordable housing and services for our residents.
- #5 none of the above. Your choices seem to be slanted towards development and do not allow lower uses. Why are your choices slanted towards more development? Where are the choices for lower density and 2 to 3 story building uses?
- There's no need for multi story buildings in down/mid town. There are no jobs so you make every resident a commuter. We don't like traffic because our streets are small.

- I'm very nervous what would be proposed such as 6 story buildings and the architecture would be more box designs . The reason people come here is because of the easy going atmosphere and the open feeling with historic buildings. I feel this is going to get lost. We don't want this to be Oxnard (over built) or LA.
- None of the above..
- None of the above, unacceptable
- Keep existing zoning but down zone parts of the west side
- Keep existing zoning but down zone parts of Westside.
- Keep existing zoning but down zone parts of the Westside.
- Keep existing zoning but downsize parts of the Westside
- Keep existing zoning but down zone parts of the Westside.
- I want zero expansion
- La ciudad no se necesita que cambiar. Porque quieren destruir la ciudad con tanto apartamento? (The city does not need to change. Why do you want to destroy the city with so many apartments?)

Arundell and North Bank Survey Open-Ended Responses



Open-Ended Responses by Question

3. Should housing be included as an allowable use anywhere in these areas?

Comments for other (please specify)

- Yes, allow limited residential. Live/Work, artist lofts above light industrial and flex space.
- Only where currently permitted
- Only where currently zoned for housing
- Only in areas currently zoned for residential use
- Fundamentally I have no opinion on 6 story mixed use vs R&D/light industry vs heavy industry, but if heavy industry continues to exist in this region, there should be a buffer of light industry/R&D between heavy industry and housing.
- In current areas zoned for housing

4. 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?

Comments for other (please specify)

- Yes to r/d and no to expansion alternative of Mcgrath SOAR
- Yes to Office & R&D -no expansion alternative of NcGrath SOAR
- Yes to Office/R&D; no expansion alternative of SOAR land
- Yes to Office R&D. No expansion alternative to McGrath SOAR
- We already pay enough in taxes. Business are not coming to Ventura/California because of the burdensome regulations and business tax structure.
- Yes to office/R&D, no expansion alternative of McGrath SOAR
- Yes to R&D, no expansion alternative to MCGrath Soar
- Yes to office and r&d but no to expansion alternative of McGrath SOAR
- How about Live/Work - Office/R&D concept. I would love to live above the office and walk to food / grocery.
- Yes to office/R&D, no expansion alternative to SOAR/McGrath.
- Office and R/D development but no change to SOAR area
- Maintain agriculture space
- Yes to Office/R&D. No development of McGrath.SOAR
- Yes to Office/R&D. No development McGrath SOAR
- Yes to office R&D. No expansion alternative of McGrath SOAR
- Do not expand to McGrath. DO create an "Entertainment" opportunity hub. Sound stages, flex space, artist live/work and office/R&D. Nightlife funk zone with live music. Offer dual uses. Day & night. Mixed use only at parcels closest to freeway entrances.
- Yes to "Office/R&D" no expansion alternative of McGrath SOAR

- Yes to office /R&D no expansion alternative of McGrath SOAR
- Yes to office r and d no expansion of McGrath SOAR
- Only in existing commercial properties
- the area seems to have limited industrial anyway, so you might as well combine the two into one mixed zone of industry Office R&D and housing
- Yes to Office R&D, no expansion alternative
- Let the market dictate the best use of the commercial properties.
- Office/R&D no expansion alternative of McGrath SOAR.
- Yes to "Office/R&D" no expansion alternative of McGrath SOAR
- Do not expand into McGrath SOAR. Yes to office/R&D. Yes to soundstages, entertainment industry studios, Bergamont Station Arts Center style galleries, workspace and lecture halls. Restaurants. Live/work.
- Yes to Office/R&D no expansion alternative of McGrath SOAR
- densify the area to the max
- Commercial and housing... offices may not be needed in the future
- no expansion of McGrath which is currently SOAR
- yes to office/R&D. No expansion alternative of McGrath SOAR
- Yes to Office/R&D no expansion alternative of McGrath SOAR
- Yes to "Office/R&D" no expansion alternative of McGrath SOAR

6. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- No housing in industrial areas. We also don't need big corporations coming into this area and further increasing traffic congestion and driving up prices on everything from food/gas to housing etc.
- No housing
- Eliminate mixed use
- Eliminate mixed use (no housing)
- No new development. Traffic in this part of town is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford.
- Eliminate mixed use. No housing
- Allow affordable housing at the county owned Knoll Drive site that is currently the site of a shelter. Allow affordable housing at the La Quinta on Valentine and adjacent areas. This is a potential Homekey site for housing for the formerly homeless.
- Eliminate mixed use, no housing
- Let's get rid of the housing plan in this area. Leave it for commercial used
- Build things that will build careers
- Eliminate mixed use, no housing.

- No housing in this area
- Create an "Entertainment" opportunity hub. Sound stages, flex space, artist live/work and office/R&D. Nightlife funk zone with live music. Offer dual uses. Day & night. Mixed use only at parcels closest to freeway entrances. Improve bike/pedestrian path to Harbor Blvd and include low wattage solar lighting. This is a direct route from mid Ventura to the beaches and harbor businesses and activities. Provide a park for employees and residents of the area to walk, lunch/picnic and take their dogs. Clean up Arundell Barranca.
- Eliminate mixed use (no housing)
- Eliminate Mixed Use (no housing)
- Eliminate mixed use
- No change
- Small individual homes or condos
- Eliminate mixed use, no housing
- Maintain the plan
- Eliminate mixed use (no housing)!
- Eliminate mixed use, or require ground floor commercial, retail or light industrial with residential above.
- ELIMINATE MIXED USE
- Mixed use with no set back is wrong. See Mayfair as example of not retail use.
- Eliminate mixed use (no housing)
- I would not support any destruction of agricultural land for residential or office buildings.
- Eliminate mixed use (no housing)
- Eliminate mixed use (no housing)

Core Alternative

- Require a park to be included in the development of the McGrath Parcel (there is a small hill that could be repurposed into open space /a plaza). Just because it is an employment area doesn't mean that there should not be any parks for workers to take a break, recreate, or relax away from work and outside of their cars. Allow high density residential in limited areas and expand bicycle and mass transit access.
- Keep some agricultural areas around here, we don't want everything to be office buildings & businesses.
- This is part of the industrial area of Ventura and that suits it just fine. There's not a ton of traffic and there's a few destinations. Seems like plenty of work areas are to be had in certain sectors. Again, key is to bring valuable businesses to existing spaces. Higher wage jobs can be remote. Really, rent prices and home prices need to go lower.
- There is a lot of car centric space in this region. I think the city could get a lot more bang for its buck by improving transit, reducing parking and setbacks, and allowing taller buildings, to provide more jobs for the amount of land available.
- This area could expand similarly to the way the areas north/northeast of Oxnard's Riverpark expansion. (Not the horrible Wagon Wheel expansion, which is too high density)
- I don't see this area as being very attractive for housing.

Expansion Alternative

- Probably more public general areas.
- Improve this area for better paying jobs.
- Keep the Live/Work concept. That way in the future if/when the business fails and moves out the buildings can be turned into cool modern housing.
- Less cars!! Offices/Buildings yeild more jobs than expansive car lots!
- Develop the Northbank Public Park as a gateway amenity and install a disc golf course in coordination with The Nature Conservancy adjacent to the existing stick golf course
- We need a master planned business park and the McGrath property makes the most sense for the business park. North Bank should be flexible and allow for additional auto sales with the flexibility for other retail and light industrial uses.
- With the freeway proximity I think that creating an office/r&d area makes a lot of sense, as does moving away from general/heavy industrial. Expansion offers a really nice mix for the area and even allows for a small portion of residential that would have an office/r&d barrier from the heavy industrial use.
- Flexible zoning
- I do not like auto sales as preferred land use in general. We should not be allocating so much space in our city for large parking lots. In regards to land use I think all industrial zones should also allow office parks. For air quality reasons we should try to keep warehouse and heavy industrial uses >0.5 miles from residential/mixed use. Offices/R&D can be closer.
- Housing along freeway needs to look nice, not like Long Beach Section 8 and the UGLY new apartments where Joes Crab Shack used to be.

Distributed Alternative

- no idea
- We would like the Distributive for the McGrath property and any of the of the 3 for the Hofer property.
- No change
- Less office
- I don't know how much money the dealerships bring to the county, but it seems like a better use of that space could be made to create more jobs and I think we already have too much traffic, adding more housing isn't the best idea.
- That zoning will give future developers the confidence to spec build modern flexible building that will attract businesses and high paying jobs to the area.
- Some of the existing developed parcels should be allowed to have industrial and R&D designations. Also high density housing and mixed use should be allowed on existing developed parcels, however SOAR areas should not be acquired.
- We need a master planned business park in Ventura to attract high paying local jobs and that can only happen on the McGrath property. The current MPD works for the area. We do not need more office building for years to come and R&D is allowed in the MPD zoning.
- Nothing over 3 stories

- McGrath should be industrial. I am in the commercial business. Covid has changed retail & office for ever. It would be really foolish to plan any "office" anywhere. Industrial is the new retail for distribution of goods.
- Light industrial or General Heavy at the N/E crnr of Victoria and Olivas Park. Office/R&D on the current ag property at Market and Portola
- The area of Arundell and North Bank should maintain consistency in an MPD zone. MPD allows for industrial, R&D and office and those are the job creators the City needs.
- We need more Industrial/Warehouse in Ventura extremely badly
- Distributed makes the most sense
- Keep zoning change

No Alternative Selected

- You want high rise housing? Put it here where it will not damage existing neighborhoods.
- see answer to question 4
- My ideal vision for the area is this: high density, productive, forward-looking, with high paying jobs for the many, but only in addition to (rather than instead of) a thriving downtown core. However, I don't understand the economics of this area well enough to select between the alternatives. The map says that switching from heavy to light industrial will expand the "job focus," but it doesn't explain what that means. I'm also skeptical that corporate offices and high paying jobs will be attracted to this area, unless maybe you keep the breweries out there happy (and please, I beg you, keep them happy!). I'd need to know what current and future demand looks like for each of these uses, as well as what the tax revenue looks like for the city under each option. Also, what are the consequences? For example, if we get rid of heavy industrial in this area, only to move it elsewhere, I think I'd prefer for it to have stayed where it was by the freeway. Due to the lack of data and forecasts, I don't think many city residents can know what's best, and I would encourage decision makers and city staff to rely on their expertise here rather than putting too much weight on uninformed opinions from people like me. All I know is that job opportunities in both Ventura and Santa Barbara counties are few and far between, and they all pay peanuts compared to DTLA. If you think you can address that issue here, please go for it!
- Distributed for the McGrath Property, but Core, Alternative or Base for the Hofer/Camp property

College Area Survey Open-Ended Responses

Open-Ended Responses by Question

2. Please tell us your thoughts on the land use mix for the areas east and west of Ventura Community College.

Comments for Other (please specify)

- Neighborhood Center
- Neighborhood center
- Neighborhood Center
- No new building higher than what is there and if added units are put in, provide parking 3 spaces per unit so that it does not affect on street parking.
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Neighborhood center
- Neighborhood center
- Three storied ,densely populated residential parcels will greatly impact the small areas off Baylor St. This will create unsustainable traffic on this small street. What about our water shortage ? Adding new residential areas for more water use is also unsustainable and poor future planning. Why not make the Methodist Church lot into into a child care/park for Community use .
- Neighborhood center.
- Neighborhood Center
- Neighborhood center
- Neighborhood Center
- Neighborhood Center
- neighborhood Center
- Neighborhood Center
- neighborhood center
- Neighborhood center
- No areas next to single family homes should be zoned for more than 3 stories
- the priority must be to provide for vulnerable population, children, seniors over 65 yrs. and disabled.
- Mixed use, no more than 3 stories
- Core alternative but limit westside of VCC to MU2
- Allow 6 story mixed use in basically the entire walkshed (and arguably bikeshed) of the campus. Students shouldn't need a car.
- Neighborhood Center
- Neighborhood center
- Neighborhood center

- none of those options. Heights up to 6 stories are not consistent with the area.
- We don't need anymore housing than what has already begun. Too much traffic and crowding already. Where are we going to get the water? We'll have to pay more for it.
- 3 to 4 stories in all areas of both multifamily housing and some non-residential uses.
- Maintain Base Alternative; This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical! Please plan for high traffic impactation. Another bridge over the Santa Clara River is needed.
- NO change
- No growth
- Neighborhood center
- Ashwood Center - no more than 4-stories. Telegraph Rd. - no more than 3 stories where adjacent to existing neighborhoods, perhaps up to 4-stories along Telegraph. Day Rd. - parcels only accessible via a private road until more parcels along Day are sold- 3 stories max. Starbuck Center at Day is limited due to sharing parking with the gym.
- Neighborhood Center
- Neighborhood Center
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in that area.
- Neighborhood center

3. The Victoria Plaza Shopping Center located on the southeast corner of Telegraph and Victoria currently allows mixed use buildings of 6 stories and 75 feet. Please tell us your thoughts for the vision for this area.

Comments for Other (please specify)

- Leave it alone
- Do not allow building higher than 2 stories
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Do nothing
- No. Stop the rapid development. There is already too much traffic.
- priority is provide affordable a housing for vunereable populations. The annual rent increases are creating an even greater homeless population among these populations every day.
- Mixed use , no more than 3 stories

- Keep it as a shopping center/neighborhood center with all ground floor neighborhood and commuter oriented commercial. Residential allowed on upper floors only if plazas and a park are incorporated for public and resident use.
- Neighborhood center with parks
- residential development is good. up to 6 stories will help with housing affordability
- Mixed use means residential blended in and I vote no on new residential. I am more for the "Commercial" categorized land usage.
- maintain space as retail/commercial
- Do not go over the current height. We do not need 6 story buildings.
- max 2 story mixed use.
- No Change
- No growth
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in that area.

5. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- Leave commercial alone. Residential and commercial do not always go together in as mixed-use.
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Minimal heights and minimal density
- Get rid of the homeless
- Slower development. Less density. Focus on the design of these buildings rather than the ugly approves development currently in the works.
- Ventura does not have the infrastructure for more housing
- Consider the width and capacity of the roads when determining the allowable height of buildings. Also keep in mind that car traffic creates noise, which will be reflected back into the neighborhood by tall buildings.
- no low income housing
- The areas on the south side of telegraph that are next to single family homes should not be zoned the same way as the areas to the east and west of the college
- Victoria and telegraph is a huge pinchpoint for traffic due to buena high school. Any increase in density of residential units would be horrible. There are already several multi family units and apts for students past Victoria and near the college. If you could convert the empty strip mall next to the ash wood gas station to 3 story student housing, great.

- The Day Rd & Telegraph properties would be good 4 story mixed use with required ground floor commercial for students and neighborhood services. Restaurants, grocery, books store, school & art supplies.
- Would be supportive of buildings not taller than 3 stories.
- Loma Vista across the top of the College is such an opportunity for beautification. It is currently such a sad stretch of asphalt (which also needs repair). I strongly recommend installing a median with jacaranda trees along the center. It will create a stately, graceful boulevard, and also help shade the asphalt and reduce the generation of heat in the city. A similar approach might be taken with Telegraph.
- NO residential. Commercial is fine. Why are we proposing "student housing"? Ventura is a junior college not a university. There are plenty of rooms and apartments to rent out there. They wouldn't be able to afford a new development anyways.
- Maximum 3 stories. streets can't handle all this extra traffic it will cause.
- this area is overbuilt already. fix the blight, improve the experience of living for those who reside there.
- No Change
- Why does VC need student housing? Enrollment is down. I would not oppose max 3 story housing built on the old VC pool area
- More activity is needed in the plaza west of vc in order to be actually helpful and active

Core Alternative

- allow housing on Ventura College campus
- As the number of families that can afford Ventura decrease, underperforming schools will close and the remaining families will want to be closer to schools like Mound and Portola. Any increase in housing in Victoria Plaza should be family-oriented, similar to Sofi, to accommodate this.
- we need more single room rentals NEAR the community college
- More walkable and bikeable with more housing close to the college!
- Nothing over 3 stories
- limit the east side of Ashwood to MU2, change properties south of Telegraph at Day to 4 story multifamily from current neighborhood low (2.5 stories) Change small area s/o Telegraph and w/o Victoria to 4 story multifamily
- This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical! Please plan for high traffic impactation. Another bridge over the Santa Clara River is needed.

Expansion Alternative

- The shopping center should be partial mix use.

- We need walking and bike corridors (not in traffic) to be able to move freely in this community. Bike to park and store, catch fireworks at College. Less car traffic lanes.
- Expansion allows 6 story mixed use developments in the largest portion of land. Fundamentally, I think the entire walkshed and bikeshed of campus should allow dense housing for students to walk and bike to class. The large swaths of car centric suburbs around the college (just outside the area of discussion) should also be significantly upzoned (to 6 story mixed use) for this reason.
- Given this is a high value transit corridor, all areas within 0.25 miles of the corridor should allow 5-6 stories of density, and all areas within 0.5 miles 3-4 stories. This includes single-family neighborhoods.
- Allowing for shared uses or offset timing of uses can help facilitate more active portions along telegraph. This might mean parking requirements are eased and overall count of spaces is shared for various uses, so that residents have enough parking, but events can happen on the weekends or when VCC is out of session.
- If the buildings look spanish or classic, yes. No more Shed Roofs or All White (like the apartments near Pierpont) for this part of Ventura

Distributed Alternative

- College students bike so lets give them protected bike lanes
- We can't make everything in ventura cramped and mixed use. To preserve character and a suburban feel (avoid urbanization) we need parking lots and single family homes not tons of high rises with retail bottoms.
- We should improve retail and add student housing right around the college and can allow major upgrades around Victoria Plaza, but we shouldn't change the housing rules for existing single family neighborhoods.
- Need housing that is affordable for College students as Ventura College is serving a vital link for our youth to continue their education and may not be quite ready for the expense of a four year high dollar degree.

No Alternative Selected

- Neighborhood Center for shopping centers
- Neighborhood Center for shopping centers
- Go back to original one story building allowed in Ventura and fight the state over added population. Adding growth to Ventura will not help solve the housing crisis. Investors are buying up the new units and renting them as Airbnbs or raising the rents beyond local budgets. Ventura does not have adequate water, streets and sewers for added growth.
- Neighborhood center for shopping centers
- Focus on affordable family housing and student housing on the VC campus. Keep a grocery store and drug store at Victoria. Keep drug store at Ashwood and add a grocery store. Keep that center family and senior focused.
- Neighborhood center for shopping center
- Neighborhood center for shopping.

- A Neighborhood Center
- Neighborhood center for shopping centers
- Neighborhood center for shopping center
- Neighborhood Center for shopping centers
- Neighborhood Center for shopping centers
- Neighborhood Center for shopping centers
- neighborhood center for shopping centers
- Neighborhood center for shopping centers
- Ventura's vulnerable populations must be our priority. Last weekend I had to help an elderly woman move out of her home of ten years. Two years of rent increases totaling 16.9% exceeded her social security allotment. She had been served with an eviction notice. She was distraught and ill because of these circumstances. Present services offered to vulnerable populations do not keep up with the need. Everywhere, one can hear conversations about the elderly in dire straits. Providing affordable housing must be a priority.
- Neighborhood Center for shopping centers
- Neighborhood center
- Neighborhood Center for shopping centers
- 6 stories is not consistent with the character of the neighborhood of mostly single family homes.
- No growth and more trails and parks or green space . Would like to see city clean and keep city clean like Westlake and Oak Park. Take care of what is already here and the people who have lived in Ventura for many years. Don't want dense city living we are small town Ventura.
- Neighborhood center for shopping centers
- None of the alternatives as presented capture my vision of what would fit into the area. A mix of ideas from each of the alternatives would allow more creative planning for each area.
- Neighborhood Center for shopping centers
- Neighborhood Center for shopping centers
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.
- Based on my answers above, I prefer a combination of the Core and Distributed alternatives for this area. A lot of development on the east side of the Day Road and Telegraph intersection will cause some real traffic issues at this location.
- Obviously the company hired has no idea what the city of Ventura is about. This area is so crowded already with tons of schools and traffic. Please do not build this area up. Use existing, empty, buildings around the city. Neighborhood center.

Eastside Survey Open-Ended Responses

Open-Ended Responses by Question

1. The commercial shopping centers on the Eastside are currently zoned C-1A and C-2, which allow commercial and mixed-use development up to 6 stories and 75 feet. What best describes your vision for these commercial shopping centers?

Comments for Other (please specify)

- Not a fan of taking what makes the Eastside unique and building strip malls and buildings, take a drive why do we want to ruin it
- We could use a proper grocery store on this end of town, but stop taking away the agricultural areas to develop. We need to keep what little agricultural areas we have.
- Leave Ventura alone, Fix the roads first.
- No new development. Traffic in this part of town is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford.
- Allow affordable housing as a sole use at Wells and Darling. Prioritize keeping existing or former grocery stores as grocery store use. Allow farmworker housing in agricultural areas including SOAR areas. Designate all SOAR infill sites for development with a priority on affordable housing.
- Leave it alone - we can't fit more people in this city
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- No higher than 3 stories
- NO to massive buildings. NO. If they get four stories, they can add another two for affordable. This is not appropriate for who we are or want to be.
- Max 2 stories commercial/residential
- Ensure the current ones are sound and leased. Do not remove and rebuild. No additional building until 90% of all business buildings are occupied
- We could use another grocery store on the Eastside and good restaurants but NOTHING OVER 2 STORIES!
- Nothing over 3 stories
- Reduce max height to 1-2 stories retail/commercial and 1-3 stories mixed/residential as secondary. No towers! This is a family area!
- Rezone to Neighborhood Center or Mixed use 3, 5 stories, but require the ground floor to be 100% commercial. Also change zoning on homes that back to Telegraph, Telephone, Ramelli and Darling to Live/Work or commercial that allows the rear wall to be removed to create the work space fronting the major streets. These corridors need to reduce vehicle trips by adding services outside of the limited "shopping centers".
- Add more density in areas immediately adjacent to the Grocery Stores

2. There are currently several large agricultural parcels that are within the City's incorporated area. Please tell us your vision for the future of these parcels?

Comments for Other (please specify)

- Maintain agriculture or be open spaces
- Prioritize these sites for affordable housing development. In particular allow farmworker housing.
- we need a grocery store
- single family homes
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- Please do not build any more housing in the east end. Maintain agricultural or build shopping/stores to support all of us on the east end.
- LEAVE AS IS preferably. Else a good grocery store but NOTHING OVER 2 STORIES!
- Once 100% of the housing in the city is zoned as 6 story mixed use, then the city should investigate developing these open spaces. The city should not allow car centric sprawl in undeveloped spaces.
- Maintain SOAR. I do not agree with Core Alternative as it does not distribute the increases throughout the City. The East end needs services. More options for entertainment, dining, shopping and leisure on this side of town without having to drive to the Collection or Downtown.
- Nothing over 3 stories regardless of what it is.
- allow housing in the area above telegraph and petit but add retail and/neighborhood center option in the lower portion.
- Create parks. The use of pesticides in agricultural areas and around schools and houses is a huge concern for our family. I am glad you are looking into it.

3. There is currently a 30-acre agricultural parcel located southeast of the SR 126 and Wells intersection. This parcel is currently in unincorporated Ventura County and it is identified for development in the Saticoy-Wells Community Plan. Please tell us your vision for this area.

Comments for Other (please specify)

- Maintain Agriculture or create open space areas or parks
- Regional retail center
- Regional retail centers home imp Trader Joe's etc

- Prioritize for affordable housing. Commercial sites should be located more centrally on the east side where they will be more economically viable. Grocery stores do not seem to be viable on the far east end of Ventura.
- Regional retail center (home improvement, Trader Joe's, etc.)
- 3 story max, lets not destroy Ventura's beautiful views
- Regional retail center, small market, hardware store, etc.
- Regional Retail Center (Home improvement type stores, large grocery store)
- Home improvement stores, Trader Joes, etc.
- regional retail center
- Regional retail center
- Regional retail center
- Regional retail center (home improvement stores, trader joes etc
- Regional retail
- No more residential building please. The east end needs more shops, restaurants
- Regional retail cntr
- LEAVE AS IS preferably. Else a good grocery store but NOTHING OVER 2 STORIES!
- Transportation infrastructure needs major improvements on wells road before anymore building. Water is a major issue in Ventura. Smart City planning and leadership instead of approving projects without considering the future impacts of these buildings is lack of vision for future generations.
- Retail Center with GROCERY STORE and RESTURANTS
- Regional retail center (Home improvement stores, Trader Joes, etc.)
- Would vote to keep in SOAR. If lost, SFH and 2-3 story residential/mixed use. No higher than current apts/condos across Wells. No towers on east end!
- Once 100% of the housing in the city is zoned as 6 story mixed use, then the city should investigate developing this open space. The city should not allow car centric sprawl in undeveloped spaces.
- Regional retail center (Home improvement stores, Trader Joes, etc.)
- This parcel would be good as a Regional Center IF set back from the streets. It needs to have supermarket or home improvement/Garden Center dining and shopping with adequate parking. Residential on upper floors only.
- Nothing over 3 stories regardless of what it is.
- I would consider allowing development after solutions for highly impacted transportation corridors are made. This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical!
- regional retail center (Home improvement stores TJ's , etc.
- Regional retail center (Home Improvement stores, Trader Joe's, etc.)

4. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- More trees, why are trees removed and not replaced, critical for so many reasons, when you are in the central area what do you notice trees everywhere, outskirts not so much More bike paths (dedicated), when will path on hwy 126 be completed, last I saw 2020 nothing done yet, pretty simple to connect
- Keep farming in our agricultural areas we have left. Encourage more crop development. We need food more than expanding to overpriced dwellings and retail spaces that will go empty.
- None
- FIX THE ROADS!!
- Incorporate more open space and parks
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Leave agriculture land and green space alone.
- Stop building awful buildings that crowd our town at prices no one here can afford with zero yard space. This is an unsustainable practice and will fill our town with so many people it will turn it into LA. Please leave the agriculture as is and keep Ventura beautiful and clean.
- It doesn't need improving. Leave some greenery, for God's sake. You don't have to pave everything.
- You can only build on the east end when DOT and CalTrans agree to redesign The Wells Road Bridge and 126 fwy. These were not created to carry the amount of traffic currently using the routes. All the roads around these parcels are 2 lane roads and cannot support the traffic. It has become unbearable to live and drive here
- Keep the agriculture
- Identify an east end transit hub on Wells Road north of the 126.
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- Keep agricultural land as agricultural land, we need to keep the base of our community as orchards and fields. We need trees and plants and this makes our area of Ventura County so special, don't change what has been our community for so many decades.
- You continue to tell us that we do not have enough water but you build multi unit homes where more people are using water. Please maintain the agriculture as this is what we used to be known for. It keeps us from becoming a cement suburb of LA. Take abandoned stores and buildings, tear them down and use them for residential use.
- Keep our soar space
- Preserve soar
- No change

- Connect the bike paths to make it safer to get across town. Ideally, the bike paths would be physically separated from busy roads.
- Put more focus on vacant buildings and remodelling instead of using agriculture to expand with a long term potential for failure of occupancy. More people should more agriculture to sustain food requirements not the opposite
- No more house farms
- BY MAXING BUILDING HEIGHT AT 2 STORIES!
- The east ends needs small planned shopping center. Traffic, parking has become horrible on Wells road and getting worse. Needs major improvements
- Do not allow car centric sprawl. All existing residential and mixed used areas should be upzoned to 6 story mixed use before the city considers allowing housing development on undeveloped spaces.
- This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical!
- A grocery store is needed on the east side. More parks, skate parks, bmx track. More stuff for kids on the east side
- I live on the east side. I have since I was 4 years old and I am 29 now. I have watched many, many fields be ripped out and new apartment buildings being created. Unfortunately the structures that are here that haven't been used for years or patches of small pieces of land compared to these maps havent been used. There is inefficiencies with what is already here so building on new land isn't the answer! I live in Saticoy and what would be more helpful is that the already there structures be used to bring in things we need like food, household supplies, gym, places to study or learn, and jobs. We need to use existing structures versus making new structures.
- I worry that we will build so much without a plan for water. We are taking away so much of our valuable agricultural resources

Core Alternative

- None
- Organic farming in areas around homes.
- You are significantly increasing the population in this area, but there are no grocery stores or other accommodations within that geographical area.
- keep the orchards on the east side! we need some greenbelts preserved.
- Can't handle the increase in traffic. Residents need homes for working class not more outrageously priced units and apartments.
- Core, but maintain / incorporate green open spaces as much as possible here.
- Stop East Side expansion. It is kind of a soulless sprawl of neighborhoods that are at least nice for cycling and have some of the city's few parks and open recreational spaces. Any increase in

density will detract from it's only draw and turn it into an ugly copy of the SFV. Do not infill the ag land at the 126 interchange. It's unique! Perhaps a large city park or green space someday.

- maintaining Agriculture in East Ventura should be important, but adding some more shopping options for E Ventura residents is also important. A balance of maintaining the more western AG land but developing the Wells side of Ventura would give residents more options
- Nothing over 3 stories
- Allow for grocery store as long as roads are improved.
- Continue Kimball to 101 Freeway; 2. Outlaw Helicopter/Aerial Spraying of herbicides/pesticides; 3. Lease to Farmer(s) committed to Organic Farming/Require Organic Farming on East End; 4. Promote East End (Organic) Farmers Market; 5. Promote Clean, Safe Public Transportation/Ebike to Work; 6. No building without sufficient clean water for current residents and any prospective new ones. Talking of high density building is "Cadillac Desert," i.e., it is not smart and it is irresponsible.
- If your going to build, build another middle school for the east end adding a k-8 is not going to solve Balboas over populated school. And even a smaller high school like foothill.
- Organic Farming in City, No Aerial Spraying. If no one wants to farm on those bases, allow residents little plots to grow vegetables and fruits.
- Maintain agriculture but limit marijuana
- Leave SOAR areas alone and find some water sources.
- If you do build something - A health food grocery store; a Blue Bottle Cafe; a Club Pilates and a cute Italian cafe for lunch and dinner.
- Kimball and Telephone needs restaurants to help with events at the Aquatic Center, but NOT 4 story buildings. Make sure they look nice. Not too industrial.
- Keep things as is -- no new development

Expansion Alternative

- I would like more mix use 4 areas.
- Ensure considerations are made for mitigating increased traffic congestion with additional residential and commerical uses.
- Prioritize affordable housing development. Allow farmworker housing in agricultural areas.
- Add more areas for jobs in east end.
- New jobs oportunities and housing is needed on the east end.
- limit office/R&D to 4 stories, regional shopping at S/E crnr of Wells and 126, add more muti-unit housing along the transit corridors of Telegraph and Telephone from Victoria to Wells Rd. and Use neighborhood center designations for the current shopping centers
- It is very important that if we choose to annex land we allow densities and heights of at least 5-6 stories. Annexing that land and zoning only single-family homes would be a poor use of precious agricultural land.
- I used to live in the East end for many year, and there hardly any jobs over there most of everything in Victoria and westward.

- No tall buildings. Make developers step up and build quality like we see in Santa Barbara and thousand oaks. No more straight sided metal shit like you approved downtown.
- The Ag Parcels are a longshot. Lets hedge our bets and add incremental density around east side shopping centers and along Telegraph and Telephone

Distributed Alternative

- No more than 3 floors immediately bordering on streets/sidewalks. Institute 20' setbacks from the ROW of any street for four or more floors. The new mixed-use buildings going up across the street from Ventura High are an example of what I would not want to see in East Ventura. Let's not turn our Ventura streets into big-city urban canyons.
- I do not understand the golf course in the Saticoy area. If it were rezoned would it be likely to be redeveloped for mixed use, more walkable city area?
- More neighborhood center land use
- Soar land that is not viable for continued Ag use should have the owners decided if they want to divest their property or not to put up to a vote.
- Protect agriculture areas from development
- Allow for more commercial development in the area. We need to address the lack of business activity in the area. Very much a housing area with long distance to shopping, especially as more housing is built further east towards Wells rd.

No Alternative Selected

- Maintain agricultural parcels, change Mixed Use 4 to Neighborhood Center
- Zone the 126 and Wells Road corridor for regional retail, maintain agriculture parcels. change mixed use 4 to Neighborhood center
- Zone 126 and wells for regional retail. Maintain ag parcels. Change mixed use 4 to neighborhood center.
- Zone the 126 and Wells Rd. Area for regional retail, maintain agriculture parcels. Change mixed use to neighborhood center
- Zone 126 and Wells Rd. area for regional retail, maintain agricultural parcels, changes mixed use to neighborhood center.
- The Wells Rd. and 126 Hwy area should be zoned for regional retail. Change the Mixed use 4 to Neighborhood Center. Keep the agricultural parcels as they are.
- Zone the 126 and Wells Rd. area for regional retail, maintain agriculture parcels, change Mixed Use 4 to Neighborhood Center.
- Zone the 126 and Wells Road area for regional retail, maintain agriculture parcels, change Mixed Use 4 to Neighborhood Center
- Zone the 126 and Wells Road area for regional retail, maintain agriculture parcels, change Mixed Use 4 to Neighborhood Center.
- Zone the 126 and Wells Road area for regional retail, maintain agriculture parcels, change Mixed Use 4 to Neighborhood Center

- NONE OF THE ABOVE. Why not up-zone some of those leafy green neighborhoods to relieve pressure and keep stories down. The city has ALWAYS treated the high-voting east side with kid gloves: it's time to make them share in the burden of extra housing needs.
- Zone the 126 and Wells area for regional retail, maintain agricultural parcels, change Mixed Use
- Zone 126 for regional retail, agriculture, change mixed use 4 to neighborhood centers
- Please do not build any more residential housing in the east end. We need grocery stores, shops, restaurants, to support those who already live out here. Also please do not build multi story buildings in any way in the east end. It will not match what is already built. I see the building in Midtown in downtown; multi story buildings that look out of place on very small plots of land. Ventura residents do not want any more buildings of that type. We need smart growth in Ventura. Especially in the east end of Ventura. The stores and shops on the east end are run down with the exception of the shopping center on Kimball and Telegraph Road. And on the south side of the freeway why would you remove the Circle K on Petit and replace that with a beer shop right near a residential area? The shopping options in that area are lacking. We need quality grocery stores shops and restaurants in the east end that is the priority.
- Upzone, upzone, upzone: the corner of Petit and Telephone has lots of underused commercial space--build tall housing there
- Zone 126/ wells rd regional retail, agriculture. Mix use
- Zone the 126 and Wells Road area for regional retail, maintain agriculture parcels, change Mixed Use 4 to Neighborhood Center.
- Zone 126/Wells area for neighborhood center focusing on services for residents; supermarket, home improvement/garden center, dining & entertainment.
- This survey is way too complicated. No 6 story anywhere. Tall residential should go where land is less expensive (ie no ocean view potential) if you really want to make housing more affordable.
- – Zone the 126 and Wells Road area for regional retail, maintain agriculture parcels, change Mixed Use 4 to Neighborhood Center.
- Keep SOAR. Mixed use does not work in Ventura (see Mayfair). Neighborhood center.
- Zone the 126 & Wells Rd area for regional retail, maintain agricultural parcels, change Mixed Use 4 to Neighborhood center.
- Zone the 126 and Wells Road area for regional retail, maintain agriculture parcels, change Mixed Use 4 to Neighborhood Center
- I live close to Terri Berry field and the pesticides vein strayed into our windows. The new report just came out linking those to cancer. There are two elementary schools Ventura missionary and Juanamaria that fell into high pesticides category. We like seeing open spaces, but we would prefer to see something like kimball park. Thank you for looking into it and addressing your this concern with citizens of Ventura

Five Points/Pacific View Mall Survey Open-Ended Responses

Open-Ended Responses by Question

2. Should the area around the hospital (primarily Loma Vista and Main) allow residential uses, or should only non-residential uses be allowed to support the vision of a health care district?

Comments for Other (please specify)

- Designate area as Office & R&D limited to 3 stories
- Office/R&D with 3 story limit.
- Designate area as Office/R&D three stories
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Designate area as office R&D 3 stories
- Build another hospital on the east end
- No more apartments in Ventura. It will get too crowded.
- Designates office R/D of 3 stories
- Make this area for offices and R&d maximum 3 stories
- Allow mixed-use (residential and/or commercial) on all parcels by designating the area as "Mixed Use" but require commercial space on the ground floor.
- Designate area as office/r&d, 3 stories maximum.
- Designate this area as Office/R&D and limit to 3 stories
- im pro medical offices district (jobs) no homes nearby
- Commercial. As in, make the current buildings full, preference is NO DEVELOPMENT but fine with keeping the existing area medical focused. HOWEVER - do not increase height of buildings. The traffic in this area is already too high and no one wants more apartment buildings.
- Office/R&D, 3 stories
- Designate as Office/R&D
- Designate as Office/R&D
- Designate area as Office R&D, 3 stories
- Designate area as Office/R&D, 3 stories
- Do not expand non-residential uses in this area. The roadways do not have the capacity since Loma Vista was narrowed to one lane in each direction (used to be two lanes each direction). Commercial uses should be medical-related. Height limit should be 2.5 stories on the north side of Loma Vista so as not to loom over the Cunnane Tract neighborhood.
- designate area as office?R&D,3 stories
- Office r and d, 3 stories
- keep as a medical corridor

- mixed use only 3 stories
- Allow 6 story mixed use around the hospital area to provide walkable commercial uses as well as housing in walking distance and creating a large transit user base to improve the hospital connectivity.
- base alternative. okay with providing nearby hotel. but it is nice having restaurants, grocery stores, bars, etc very close to us. Neighborhood center. parks, mixed use.
- Designate area as Office/R&D, 3 stories
- health related commercial only, not residential
- Designate area as Office/R&D, 3 stories
- offices. 3 story height maximum. no variances
- designate area as Office/R&D, 3 stories
- Do assisted living facilities count as residential? It might be prudent to have the option to build such nursing homes/facilities in the healthcare district. Otherwise, limit the addition of new residential buildings around the healthcare district
- mixed- use maximum 3-4 stories
- Designate area as Office/R&D, 3 stories
- Designate area as Office/R&D, 3 stories

3. Pacific View Mall and the surrounding retail parcels currently allow a mix of commercial, retail, and residential uses up to 6 stories and 75 feet. Which statement below best matches your vision for the future of the Pacific View Mall and the surrounding retail parcels? (Note that all options are currently allowed under existing regulations).

Comments for Other (please specify)

- Neighborhood Center with parks
- Neighborhood center with parks
- Neighborhood center with parks
- Could be mixed-use IF buildings are set back from residential areas and IF roads reconfigured for increased traffic
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Neighborhood center with parks
- No, people living at a mall is disgusting and cumbersome
- Leave surrounding retail properties as they are
- Neighborhood center with parks
- This area could be a great center for our neighborhood with additional parks, green spaces, and outdoor activities

- Neighborhood center with parks.
- It should be a Neighborhood Center with park space/common use space required
- Mixed-use area with retail, parks and multifamily housing with enough parking for the housing so that there are at least 2 spaces per unit. If that reduces the number of units, that is common sense.
- Neighborhood Center with parks
- Neighborhood Center with parks
- Neighborhood Center with parks
- Neighborhood Center with Parks
- The mall should be re-envisioned with a specific plan. That way residents can give more detailed input to the future of this area. If residential uses are added, there must also be a park provided. And that park should be a single location (preferably 5-acres minimum), not fragments here and there as has been allowed on the East End. And no counting landscaping with a bench as "park."
- Neighborhood center with parks
- Neighborhood center with parks
- Let the property owner decide off they want to keep as a mall
- Re-envision plan with nothing over 3 stories
- change the mall to neighborhood center, allow residential 3 and 4 story mutifamily and MU 1 &2 in areas east of Mills with large setback from existing single family housing,
- Neighborhood Center with parks
- Something like River park in Oxnard with a Whole Foods, a park for children, stores and restaurants.
- Housing of all kinds at the mall, it will just get less viable with online shopping options
- Neighborhood Center with parks
- not 6 stories in midtown. 3 stories, neighborhood center, retail.
- neighborhood center with parks
- Limit addition of new buildings but redevelop existing structures along the lines of The Americana in Glendale, with lovely open spaces. The parking lots could be turned into such attractive outdoor parks and gathering spaces. Height limits for buildings adjacent to the single-family home neighborhoods surrounding the Mall and retail parcels needs to be stepped down from 6-stories to 2-stories, to avoid shade footprints that impair quality of life and property value of current neighborhoods, and to ensure a compatible transition both density-wise and visually
- Redevelop South side of the mall from below Target for housing.
- Neighborhood center with parks
- Neighborhood Center with parks
- Neighborhood center with parks

5. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- add entertainment such as an arcade or better restaurants to the mall
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Place a cap on apartment amounts if you want more housing to pass it needs to be affordable I can go to phoenix and pay \$1950 for a three bedroom apartment that won't even get me a room in a shared house.
- Do not change from the existing plan
- There should be a pedestrian bridge between the two hospitals.
- No multifamily housing
- Redevelop area to provide more parks, alternative modes of transportation - bikes, scooters, sidewalks, community center, accommodations for out of towners. Please don't forget it is surrounded by residential development and gas, groceries, home supplies, restaurants, service locations are important.
- Absolutely no buildings over three stories unless you all want to lose your jobs. None!! There are too many ugly buildings popping up. We are not the san fernando valley... yet.
- Limit addition of new buildings but redevelop existing structures along the lines of The Americana in Glendale, with lovely open spaces. The parking lots could be turned into such attractive outdoor parks and gathering spaces. Height limits for buildings adjacent to the single-family home neighborhoods surrounding the Mall and retail parcels needs to be stepped down from 6-stories to 2-stories, to avoid shade footprints that impair quality of life and property value of current neighborhoods, and to ensure a compatible transition both density-wise and visually
- Find commercial uses for mLI
- this area is overbuilt already. fix the blight, improve the experience of living for those who reside there.
- First the Maple Ct 350 unit, 5 to 6 stories proposal should not allow any additional heights from the building that currently exist. The additional traffic onto Maple and other perpendicular streets east of Maple Ct would only cause intolerable havoc on the residential area east of Maple Ct.
- I like the mixed-use zoning along Loma Vista, which allows for commercial below and residential above. I would downzone the Mixed Use 4 to Mixed Use 1 or 2 in the Five Points area and the east side of Mills Road.

Core Alternative

- intensifying uses near the transit center is the smartest choice
- Increase mass transit availability and connections to downtown and the College.
- STOP DEVELOPING VENTURA BY ADDING MORE APARTMENTS. The midtown area is extremely congested as is. What we need is better businesses to populate the existing buildings

and to beautify the existing architecture. The mall would be fine, it used to be very busy, but loss of values businesses has not made it a destination. KEEP VENTURA SMALL

- The Pacific View Mall needs to be reimagined as a walkable, commercial, neighborly district resembling a mix of Downtown Ventura and the Collection in Oxnard combined.
- Replace roads and parking lots with protected bikeways and transit!
- I'd like to see the Pacific View Mall area reimagined to combine the best aspects of a walkable "downtown" retail style area. Sort of like the Collection in Oxnard, but have a natural Ventura feel to it, rather than a plastic, fake feel you get from the Collection.
- More bikeable and walkable with fewer parking lots and more housing
- Generally allow 6 story mixed use developments around the hubs that are the Pacific View Mall and the hospital region. Additionally, with a large base of people who could be transit users, the watershed of the transit lines that service these points of interest should also be upzoned to allow more people to live in walking distance of the transit lines, rather than the existing low density car centric suburban sprawl just outside the "area of discussion".
- The area on the south side of Main Street should be rezoned as well. It is just within the high quality transit corridor area, and that section of Main Street should be re-imagined as much more pedestrian friendly instead of a brick wall and no sidewalks.
- For Loma Vista and Main, I want to increase the density if possible, but I want to do so in a way that prioritizes and supports our hospital system. As for Five Points/Pacific View Mall, raze the area and try again, but with some real courage and a forward thinking attitude. I'm not saying we should copy The Collection in Oxnard, but even that puts our mall to shame. We can do so much better.
- Consider a transit corridor down the Main Street median between the Mall and the Health corridor.
- Expand commercial use of mall to maintain attractive services to complement existing use

Expansion Alternative

- The mall needs to stay- it is an indoor space to escape bad weather (hot or rainy), a place to hang out and spend lots of money, we still need in person shopping. create more levels for living or offices. Keep parking area the same!! We need parking so that we don't become LA.
- nothing over 3 stories
- neighborhood center at mall, Multifamily 3 & 4 and MU 1 & 2 east of Mills, MU 3 either side of Main between Loma Vista Thompson and Telegraph, MU 2 on Main between Telegraph & Dunning

Distributed Alternative

- Add more entertainment commercial use around the mall to increase visitors to Pacific View Mall building and allows to be more open to commercial use.
- not sure
- PROTECTED BIKE LANES make it safe and easy to bike to retail and more people will do it!!!
- I like the height increases in the mixed use designations but would change the following three Mixed Use 2 areas to a hybrid Commercial/Office designation North side of Loma Vista

between Brent and Estrella North side of Telegraph between N Dunning and Mills South side of Telegraph between Emma and S. Dunning There are many medical services in this area and I don't know what would happen if the designation was converted to commercial. The reason I wouldn't choose Mixed Use is to keep more residential away from the hospital.

- ThisMall was already becoming outdated when the city gave them a huge tax break years ago and now is no longer a productive use of the land. Macerich, years ago, was redesigning their malls more like the Collection but we did not push for that lucrative solution.

No Alternative Selected

- Neighborhood Center with parks
- Neighborhood Center with parks
- none of the above
- Movie theater!
- Neighborhood center with parks
- It's already a traffic mess and will only create more congestion in a confined area near the freeway onramps for midtown
- I would like an explanation and visual effects to show the alternatives better.
- Neighborhood center with parks
- More parks and green space
- Neighborhood center with parks.
- Make it a Neighborhood Center which includes parks/green space
- Neighborhood center with parks.
- Neighborhood Center with parks
- Neighborhood Center with parks
- Neighborhood Center with parks
- Neighborhood Center with parks
- Please seriously consider designating this area for a future specific plan. The issues are too granular to be addressed at a General Plan level. I'd like to see the City parking lot on Loma Vista and Borchard re-imagined along with the north end of Pacific View Mall, assuring that future development is respectful of the surrounding single family neighborhoods. And these neighborhoods have no parks. Let's fix that with a GP policy.
- Neighborhood Center with parks
- Neighborhood center with parks
- Neighborhood Center with parks
- Neighborhood Center with parks
- neighborhood center with retail and 3 stories maximum. The mall is not 6 stories
- Neighborhood center with parks
- Neighborhood center with parks
- Neighborhood Center with parks
- Neighborhood center with parks

Johnson Corridor Survey Open-Ended Responses

Open-Ended Responses by Question

2. During the community engagement process, a wide variety of uses were identified by participants for the Johnson Drive Area. What land uses are the most important for this area? (select 3)

Comments for Other (please specify)

- Other (please describe):
- single family homes
- greenbelt/park
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Courtyard housing that includes multi-activity outdoor space (safe and watched) behind the commercial successful restaurants. Light industrial along the rail tracks. Place for 25% children who should not have train station play area or commercial play area. Currently the places and times for Metro-Link is VERY limited. I and my adult son live next to Nightingale that runs parallel to train tracks and Metro-Link.
- Open space - no building
- Light/clean industrial uses, commercial and retail, lodging and visitor serving uses
- This area badly needs critical services like grocery
- Get rid of the Motel 6. It makes a terrible first impression of the City.
- change the path or Johnson Drive completely! improve the 101 on/offramps. pack as much mid range housing as possible in this area. No rentals.
- Park and Rec
- No multi family housing
- No change
- maintain the base plan
- Big streets here and open spaces, perfect for taller (4 stories) and well spaced condos
- affordable housing
- Limit all development to a maximum 3 stories plus a stepped-back 4th story. Have office/r&d next to the freeway and have mixed use/multifamily residential further away from the freeway (i.e. 500 ft minimum).
- high density residential of any height to allow for more affordable housing options.
- more housing
- affordable housing
- Please plan for high traffic impaction. Another bridge over the Santa Clara River is needed. Conduct a detailed study of all unused commercial and industrial properties and consider creating mixed use commercial and residential areas before use of agriculture land. These areas

have transit options and business access. No new buildings until newly developed apartments and condos are filled and/or redesignated for affordable housing.

- Clean safe hiking trailing along the Santa Clara riverbed path

3. Johnson Drive currently has 1 and 2 story commercial buildings, some of which are vacant or underutilized. What land uses should be allowed on Johnson Drive? (Note: some parcels are currently in the process of being converted to mixed use to accommodate housing needed to meet the State housing requirements).

Comments for Other (please specify)

- stay with one and two story buildings
- Neighbor Center
- greenbelt
- neighborhood center
- Neighborhood Center
- Neighborhood center
- Light industrial and warehousing South of the rail tracks. YRC trucking is very busy and I can see that from my front yard. Keep the light industrial for the successful lumber warehouse and construction business. REDESIGN the roads starting with Ventura Blvd. as that may require a U turn roundabout/ thru road by the old Toys R Us. Do not be afraid to contact Cal Trans or State Hwy funds as has been done in the past. Neighborhood Center with Courtyard (large - 3 age group active use) Multi family near by. I dislike much Mixed Use. Have successful commercial now in some parts off Johnson Drive. Noise and entertainment areas are needed a little separate from housing. Separation or including of both public and Privately owned (safer?) areas
- Open space- no building
- Neighborhood center
- 5 and 6 story mixed-use buildings along the entire corridor and 8 to 10 stories adjacent to the 101/Johnson underpass.
- Neighborhood center.
- A Neighborhood Center/
- Id like to see offices in Area #3 and Denser Housing (4 stories) in Area #4. Who wants to live adjacent to Johnson Dr?? And whatever is decided, work with CalTrans to redo the N/B 101 Offramp and realign Johnson Dr. PRIOR to any construction!
- 2-3 story max any variety. Office buildings preferred
- you are thinking too small. Redesign the entire area! more thoroughfares to Telephone Rd.
- Neighborhood Center with walkable housing and commercial areas
- Neighborhood Center with walkable commercial and housing areas
- 2-3 story housing with a focus on providing at least 20% of development to low income families

- Neighborhood Center to 4-5 stories tall with walkable commercial and housing areas that include public plazas and park.
- None of the above
- neighborhood center
- The last thing we need are 4 and 5 story buildings and the traffic they bring with them to an already congested road and freeway on ramp. This is a horrible idea and there is nothing for people to do in this area. The retail is garbage, the food is garbage and the hotel is a hooker hotel.
- Neighborhood center
- Disregard the state housing requirements. This is a local issue and the state has no business telling Ventura how much and where to put housing. Based on his past we know that our esteemed Governor would disregard the law so the state has no reason to complain.
- Limit all development to a maximum 3 stories plus a stepped-back 4th story. Have office/r&d next to the freeway and have mixed use/multifamily residential further away from the freeway (i.e. 500 ft minimum).
- I think that there should be a maximum of 3 stories. I really don't think that when people cross into Ventura they need these giant buildings
- Neighborhood center and some mixed use 2
- I'm not sure this is a great location for 6 story mixed use when there isn't already a major hub here like downtown. I wouldn't be opposed to leaving it light industrial or R&D as a job center.
- Neighborhood Center
- Make this a Neighborhood Center
- Neighborhood Center
- Neighborhood Center
- neighborhood center
- maintain 1 and 2 story commercial buildings with no mixed use
- A mix of three and four to 5 stories housing and some commercial and light industrial uses.
- 4-stories will work but NOT along entire corridor forming an unbroken wall along the roadway. Variable heights- (at least 3-4) are needed for visual texture.
- Neighborhood center
- Neighborhood Center

4. The area east of the parcels fronting Johnson Drive is currently a mix of small industrial uses, warehouse and distribution, storage, and single-family homes. What best describes your vision for this area?

Comments for Other (please specify)

- no building
- Don't build anything new

- I'd like to see offices in Area #3 and Denser Housing (4 stories) in Area #4. Who wants to live adjacent to Johnson Dr?? And whatever is decided, work with CalTrans to redo the N/B 101 Offramp and realign Johnson Dr. PRIOR to any construction!
- homes, homes, homes Move all the industrial out of the area and let Arundell & Vta Ave be the Industrial areas in town. This is our gateway northbound. Make it nice with homes.
- Allow for agriculture
- Evolve the area into a higher employment district for both travelers and residents. Flex space, light industrial.
- Use the Expansion Alternative option, while limiting all development to a maximum 3 stories plus a stepped-back 4th story, and have office/r&d next to the freeway and put mixed use/multifamily residential further away from the freeway at least 500 ft.
- My biggest concern is redesigning or moving the metrolink station. The existing layout is utter garbage and takes forever to pull into the station. It should be a straight through station like every other station or abandoned and use the beach station. Or build a new station, maybe in the pierpont area. You can even leave the tracks for whatever storage purpose they are used as, but the station Needs to be fundamentally reworked. To actually answer the zoning question, I'm game for basically any of light industrial/R&D, 6 story mixed use, or abandoning the station and any residential functions in the area, leaving it to heavy industry. The station as a transit hub is utterly useless and any residents or workplaces that might make use of it are being kneecapped by the metrolink station.
- more housing off Johnson
- Again, a mix of housing and light industrial, commercial uses.

5. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- myopic approach. gut the area and start again. from scratch. dont try to "fit" things in here. redraw it ALL!
- Do not build 3+ stories
- Avoiding building anything higher than 2 stories through the corridor due to traffic concerns. Improve green/park space for the surrounding neighborhoods. Avoiding increasing residential additions due to current congestion of traffic during peak times. Maintaining the charm/laid back lifestyle of Ventura throughout the new builds. We are not LA and do not want to start having multi level buildings that take away from the quaintness of our small town.
- This area is cursed by geography, not city planning. Metrolink ridership is not going to increase until it has a dedicated light rail line that goes somewhere with jobs instead of dead-end Chatsworth or DTLA (ie; never). TBH just use it as a dumping ground for state-mandated

housing and whatever other one-size-fits-nobody nonsense that spews out of Sacramento. Keep industrial zoning, maybe we will get spillover from the Amazon distro center or port refurb.

- keep the base
- I would sure hate to see thriving restaurants have to move because of 3 greedy property owners. I think that heights and density should be made clearer. To me when you designate a category of mixed-use 3 and that means 4 stories you are trying to confuse people. Shame on you all.
- Fix the 101 freeway on & off ramps. Create a, "Welcome to Ventura" environment for visitors and usable community services for residents and business. If mixed use designation is used, REQUIRE 100% ground floor commercial to accommodate visitors and neighborhood services, dining and a park for people and dogs.
- This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical! Please plan for high traffic impaction. Another bridge over the Santa Clara River is needed.
- Clean it up and give it a cosmetic make over - make the commercials attractive space. Beautification and clean up is what is needed not more building.

Core Alternative

- Restrict large buildings 4-6 stories away from Single Family Residential. No Heavy Industrial near Single Family Res.
- Stay with one and two story buildings
- North of Crescent Drive (?) maintain light industrial. No Heavy Industrial N. of Rail tracks. No mixed use where the Housing/Lumber warehouse & sales area currently is off of Johnson. Need not so beautiful storage area for RV's (unoccupied) that is currently next to rail tracks and looks like it has 24 hr. guard. Other areas are junk yards... needed somewhere? Freight (very infrequent now) and Metro-link are noisy and the station and track areas need 24 hr. monitoring. Only one tent with drive up car from Nightingale is currently by the rail wall. Crossing thru the rail station needs to be improved so that there is a path (shortcut) without needing to jump the wall.
- emphasize housing and leverage the metrolink
- Dont add any population to this area until the North Bank connection is completed and the Johnson roadway from Bristol to Telephone is widened. Then Johnson will be a legitmist city entry way.
- Again, Johnson drive is a crap hole. No businesses succeed there, there traffic is out of control there, the homelessness is out of control, the hotel is filled with sex trafficking, the traffic on Johnson is unbarable and no one in Ventura wants 4-6 story buildings and the amount of people and congestion and traffic that brings. It's a horrible plan.
- Please no 2-6 story apartments or condos

- Traffic circulation problems must be addressed prior to redeveloping this corridor. The 101 freeway on and off ramps are horrific and will clearly get worse with much higher density development. Also, as stated above, residential should be at least 500 feet away from the freeway, and all buildings should be no taller than 4 stories.
- Have neighborhood center on east side of Johnson between Northbank and Capri
- I would add a grocery store near the Johnson off-ramp as well as higher end restaurants.
- Again, addressing the vagrant situation is absolutely necessary. That whole area is teeming with vagrants, drug addicts, and the homeless mentally ill. No one's going to want to live or shop there until this is changed.

Expansion Alternative

- Add some R&D and office scatter around.
- Do not create super high density. People There will need parking and their homes should provide it. The rail transit does not offer good options for traveling to a workplace and there is a severe lack of jobs that pay well in Ventura. Attract biotech and manufacturing firms with tax incentives.
- Work to move the Metrolink station closer to Johnson Drive (taking over the Rental equipment business) and create a new station and high density housing and commercial around that. Allow light industrial and office/R&D in the rest of it.
- More housing again add protected bike lanes this will help get people around our very bikeable city and with e-bikes rising in popularity we will only see more and more cyclists
- Johnson drive from the railroad to telephone is AWFUL, must be widened or other alternatives given
- This would be a great area to create mixed use housing as it is near a freeway on/off ramp, it can handle commuters for work and would benefit from new residents to have an anchor grocery store and a few places to eat. It could revitalize that area.
- Development of higher density, 5-6 story, multifamily housing adjacent to Metrolink Station would be a major plus
- I think in general we should focus on moving the Metrolink station, and making transit in the area focused on other means (probably buses). The design of that station and the way trains enter/exit is very poor and would cost millions to fix. That money would be better spent moving the Metrolink station downtown where people live/work already.
- People need a place to live and this is a good opportunity to increase housing. Retail and a mix of development is great to round out a neighborhood, increase commerce and create an enjoyable living community. Light or heavy industrial areas are fine as long as the focus remains on developing a neighborhood.
- Expand existing industry use

Distributed Alternative

- I'd prefer to see all homes and no or minimal commercial in this area.
- I would take the Distributed and change the Mixed Use 2 to Mixed Use 3 and I would change the Mixed Use 3 to Mixed Use 4 (they way the expansion alternative as it). I chose the distributed as I like the idea of the office/R&D near the metrolink station and the variety of uses including the

small section of light industrial/flex. We need to make it easier to use alternative modes of transportation

- Rework the metrolink layout. It is handicapping its use. Either make it a clean straight through station or abandon the Johnson station in favor of downtown or build a new straight through station in a better location, like the heavy industry location along pierpont.
- We definitely need to revitalize this area and save the current businesses that were strong enough to weather Covid. We should get rid of car museum whatever that monster is and rebuild that plot into multi-use (commercial and housing with new green energy in mind - sponge city , EV charging stations) . The existing successful commercial businesses can then move into it after redevelopment and then vacate their current locations. We should give them priority to move them first and can solve some of the blight we are seeing in the Johnson Drive corridor in a more incremental way - like Strong Towns. We had started building some proper bike lanes here so we need to integrate that into the plan as well.
- Already stated twice above.
- Industrial and commercial use already exists and expansion is appropriate
- What if current building that are unoccupied are just one converted to housing as is? Like not make it into multistory buildings because when you guys talk about housing and other use you always make it multistory

No Alternative Selected

- Neighborhood Center on Johnson Drive with walkable commercial and housing areas
- Neighborhood center on Johnson Dr with walkable commercial and housing areas
- Neighborhood center on Johnson w walkable commercial and housing areas
- There are empty buildings already- why would you build more when they can't fill the existing places with businesses.
- Neighborhood center on Johnson with walkable commercial and housing areas
- Neighborhood center on Johnson Dr. with walkable commercial and housing areas.
- I'd like to see offices in Area #3 and Denser Housing (4 stories) in Area #4. Who wants to live adjacent to Johnson Dr?? And whatever is decided, work with CalTrans to redo the N/B 101 Offramp and realign Johnson Dr. PRIOR to any construction! Be aware that whatever scenario is picked, is also subject to the new CA Senate Bill 35: Streamlined Affordable Housing Cal. Gov. Code § 65915 if it meets the Density Bonus Criteria.**** **i.e. if you have zoning for 5-6 stories, an additional 3 stories could be added if the project meets the Density Bonus requirements (potentially a 9 story building! with ZERO public or city approval!!!!) It's happening on Alameda Ave. right now!!
- Neighborhood Center on Johnson Drive with walkable housing and commercial/retail areas
- Neighborhood Center on Johnson Drive with walkable commercial and housing areas
- Visitor serving uses, light industrial and walkable housing above commercial uses. FIX THE FREEWAY ON/OFF RAMPS. Broaden Ventura Rd.
- Neighborhood Center on Johnson Drive with walkable commercial and housing areas.
- Upzone here for a balanced spread of new residences around the city.
- neighborhood center on Johnson drive with walkable commercial and housing areas

- Neighborhood center with walkable commercial and housing areas
- Big stores and wide streets all over here. Good freeway and other access. Perfect for fairly dense housing
- Neighborhood Center on Johnson Drive with walkable commercial and housing areas.
- Neighborhood Center on Johnson Dr. with walkable commercial and housing areas
- Neighborhood Center on Johnson with walkable commercial and housing areas
- Neighborhood Center on Johnson Drive with walkable commercial and housing areas.
- Ensure area is walkable for commercial, residential and lodging
- Plan for maintaining & expanding jobs in this area in the hope this will offer employment to some of the residents of new housing planned for Johnson Dr. Avoid building higher than 4 stories (it'll be 5 with concessions).
- Neighborhood center on Johnson drive with walkable commercial and housing areas.
- Neighborhood Center on Johnson Drive with walkable commercial and housing areas

Midtown Corridors Survey Open-Ended Responses

Open-Ended Responses by Question

3. Thinking about Main Street between Aliso Lane and Loma Vista Road, please tell us your thoughts on the scale of buildings.

Comments for Other (please specify)

- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Reduce building heights to 2 stories
- Limit Expansion
- Reduce to 2 story since density bonus will make it 3
- None of the above: any three story building becomes five with affordable addition. Etc. This is untenable for local residents and there is not the street room or the parking for such massive structures: nothing in Santa Barbara is above four stories and that at least tries to preserve the idea of a neighborhood
- Keep it! Adding stories is killing our ocean views and breezes!
- Current conditions are not the same as current regulations
- no new density in midtown, it's already the most dense place in town
- Do not fuck with the current status
- Increase heights to 6 story mixed use As Well As increase the density of all housing in the walk shed of main street along the corridor. The entire walk shed of the transit corridor should be zoned higher density in contrast to the low density car centric suburban sprawl that exists one block back from these transit corridors.
- Allow up to 6 stories
- 2 and three stories based on the character of the adjoining buildings. minimize adding height. better quality design
- lower heights from Ventura High School to Loma Vista
- implement a plan that infills with new buildings not to exceed 1.5 stories over the average adjacent heights.
- Stop Gentrification and keep historic Ventura.
- Your choices are unfairly slanted towards more development and do not allow choices for a neighborhood that matches the existing conditions. Maintain 2 stories with only occasional 3 stories without high density wall to wall townhomes to align with current existing usage on midtown main street and not allow ugly monstrous mixed use buildings such as the atrocious disruptive buildings currently still being built over the past year across from Ventura High School that are an eyesore to the neighborhood of single story homes adjoining the properties south of Main Street. Parking will be impossible near these large ugly townhomes and standard of living has been degraded for current residents of adjoining properties and down the formerly quiet single family residences nearby.. Sun exposure for solar panels is being impeded for

residencies adjoining the new townhomes due to excessive heights and sizes. How will the adjoining single family homes be compensated for solar shading of their property and ability to generate energy for solar uses?.

- I support increasing heights by 1 story as long as the infrastructure of main st. is improved to support pedestrians and the inevitable increase in automobile traffic.

4. Thompson Boulevard is identified as a major future transit corridor and currently has a mix of automobile-oriented uses. Thinking about Thompson Boulevard between Sanjon Road and Katherine Drive, please tell us your preference for the scale of buildings.

Comments for Other (please specify)

- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- No increase in existing heights on this strip
- Reduce building heights to two stories.
- I would agree to an increase if affordable housing is built. Prefer Distributed Alternative for AFFORDABLE housing
- Limit Expansion
- Require setbacks for trees and planters to soften the taller buildings. Do not add height, as the views are already getting blocked for current residents.
- Reduce to 2 story since density bonus will make it 3
- NO TALL BUILDINGS. They all get another two stories for affordable creating a shadowed corridor and antithetical to our community history and values.
- Keep as is. No more development on Thompson blvd. It will only attract more delinquency.
- Keep it! Adding stories is killing our ocean views and breezes!
- Current conditions do not match regulations so not sure why we are even considering changing them
- Don't fuck with the way it is now
- Allow 6 story mixed use building all along the transit corridor as well as increase the density of the entire walkshed of the corridor. The entire walk shed of the transit corridor should be zoned higher density in contrast to the low density car centric suburban sprawl that exists one block back from these transit corridors.
- 6 stories, and upzoning R1 zones to 3 stories within a half mile of main/thompson
- allow 3 stories on all the old used car lots. avoid demolishing character buildings. keep midtown funky.
- decrease density
- implement a plan that infills with new buildings not to exceed 2 stories over the average adjacent heights.
- Stop turning Ventura into a Los Angeles. Its not climate friendly. We have no water.

- No more building period.
- Your choices are unfairly slanted towards more development and do not allow choices for a neighborhood that matches the existing conditions. Allow 2 story with occasional variance of 3 story along Thompson with broken skylines. The new 3 story construction at the corner of San Jon and Thompson is already obstructing views of the beautiful hills behind Ventura midtown when entering the city from San Jon driving north off the freeway. The new 3 story townhomes built a few blocks south on Thompson are also totally out of character for the surrounding residences of one and 2 story buildings. If you put in more 3 story buildings along Thompson, it will become like a inner city road corridor surrounded by tall walls of buildings butting directly up to the street with no views or character and it will completely change the open air/skyline character of midtown to a "downtown" , "no view" urban environment. Putting 3, 4 or 5 story large high density homes bordering on small single family 1 and 2 story homes is an insult to the existing residents living in the neighborhood.
- Only allow increase in building heights if it doesn't over shade the surrounding residential neighborhoods.
- Add parking structures and increase parking requirements by developers.

5. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- Again while planning keep in mind the single family residential homes. Walk-ability and street dining through the area is a plus.
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- I believe growth should be focused more so on Thompson than on Main Street.
- We need to improve streets, slow down traffic, and improve current buildings to support the increase in people. I have lived here my entire life, 55 years, and I understand the growth, but we have to be smart about it.
- These streets are already busy and any increase will increase traffic on all streets perpendicular to Thompson and Main as well as San Nicholas.
- Difference in Expansion Alt. not clear. Would support to 4 stories on Main St only on large lots only.
- I vote for Decreased Expansion is an improvement alternative.
- Would hold off on any further development until infrastructure has been addressed. (Traffic flow in and out of midtown corridor on Thompson Blvd and Main St.) There is not enough entry and exit points in and out of this part of town to support an increase in the amount of cars driving on Thompson and Main. Parking is a huge problem! When you build onsite, parking needs to increase not decrease. Safety should be number one issue here, there are many schools in this area with lots of kids on bikes, skateboards and walking. There already aren't

enough parking places in this area for the schools and delivery drivers to do there jobs (on and off loading freight), I know this area like the back of my hands because this was my delivery route for 34 years and know the traffic patterns and parking. Then there is the issue of water, how are you going to support all this development when we already have a water shortage, you need to address that problem before building! Three stories is already ruining views of the hillside, all new building should be done on the East end, traffic is already a problem in this corridor, traffic is not a problem on the East end, there are less schools in a concentrated area on the East end.

- Density without adding height.
- no density bonuses to increase building heights
- we want our neighborhood to still reflect the same small town feel with designs that stay Spanish revival and blend into neighborhood. No height increase. 1-3 is high enough. All building should provide parking.
- Any mixed use should require street facing ground floor commercial. This will maintain neighborhood small business, while expanding places to walk, dine and shop. New developments should have broad walkable sidewalks.
- Create safe passage over or under the R/R for pedestrians and cyclists. Keep current mixed use zoning allowing 3 stories, but require street facing ground floor commercial. We need to create walkable broad sidewalk that maintain or increase local shops, services and dining options. Do not replace what we have with ground floor residential!
- Let's get real about what successful business locations in the Midtown corridors have in common: parking. To remain in business on this corridor, retail and office spaces need users from outside the immediate area-- not just folks who are walking and biking. I would like to see the city create a parking district for these corridors. The City should not relinquish ownership of the alleys behind these corridors except to create parking.
- Ventura does not need more buildings and expansions for housing or businesses. With all of the townhomes that just went in we are barely going to have the space for this increase in population. Our streets, parking, restaurants and much more are going to be overly crowded and it will no longer be enjoyable doing things we normally would love to do!
- Is there any zoning and associated specs for ADU's? We've had neighbors build up their lots covering all the permeable ground. It seems like there is an incentive to increase square footage (for increased house size & resale price) rather than small homes just to meet needs. Most families are not that large anymore, so our small older homes are closer to sustainable needs. I'd rather see tiny homes in backyards as long as we don't cover all the yards to accommodate ageing in place and multi-generational housing.
- Ventura is pushing the old to stay home. High chair tables in restaurants. No bench placement to rest while walking. Parking too far away from doors to businesses. Free trolley rides up and down corridors to promote shopping from a free parking lot.
- I don't like any of it. I disapprove of all the alternatives. Keep Ventura feeling like Ventura.
- Do not increase current height restrictions
- improved pedestrian crossing areas
- Build on Main Street only, not on Thompson Blvd. There is already too much congestion and traffic accidents on Thompson.

- While we must grow-we are ruining our "little" town. Please be mindful of the style and genre of buildings being added...we are not Cape Cod (SanJon) or Brooklyn (Kalorama)...we are a spanish style bungalow small town. I actually like the 1st apartment building on Thompson. You know, the ones selling for \$900,000. Yes, affordable living at it's finest.
- None of the above since current conditions do not match current regulations. The emphasis on development is driving out the business that do serve the residents in favor of dense housing with little benefit to existing neighborhood. Also some are gated, so actually decreasing walkability.
- Please define human-scaled design. If we didn't have human-scaled design would we be designing for elephants?
- Parking is a concern. People living in single-family homes have multiple vehicles. My next door neighbor (a renter) in one home uses five or more street parking spaces daily. His landlord uses his 3-car garage for storage. Require landlords to provide off-street parking for tenants. I like mixed-use, but people working and using those businesses need places to park. I need to be able to get in and out of my driveway. I hope developers will use solar energy and other green building practices. I would like to see a plan for more semi-permeable surfaces (driveways, parking lots) like the demonstration at the fire station on Seward near Main St. Increased water use is a concern as we consider increased density.
- In regards to neighborhood connectivity, Slowing speeds on Thompson is vital. High speed accidents are increasing along Thompson. Also improving bike lane visibility, use and education is paramount to connectivity across social demographics.
- Again I hope base has zero changes over current in it.
- Scalpel not sledgehammer zoning. Plan for contextual infill. Some blocks should have more stories than others, the impact of increased density is different block by block.
- We are in for a world of hurt traffic wise in Mid-town once all of these projects are filled.
- No increase in building...water is at a premium now building more and/or increasing the height will make it worse for Ventura residents.
- 3 stories maximum
- No high density or "affordable" housing. There are more than enough apartment buildings in this area.
- Building heights should be limited to 3 stories, to maintain the character of the area and maintain line of sight to hills and ocean. Setbacks should be increased, and building design limited to styles consistent with primary styles of existing city historic buildings (that is, Victorian, Craftsman, and Spanish Revival).
- What we need is more investment in everything being walkable
- More parking structures, no exceptions to developers, increase parking requirements of developers, walkable markets, safer sidewalks (homeless threat).

Core Alternative

- The core so far is good as it is planned.
- Current expansion vision is blind and/or paid-off to several factors: (1) very little of that housing would be affordable; (2) the real benefit is to the developers selling million \$ plus condos; (3) where on Earth are you going to get the water to supply the influx of additional population in an

already high drought zone (wizards? the magic of art?); (4) you block views and/or create dark shadow zones for existing housing; (5) you increase traffic and subsequently pollution; (6) you push labor and town children that can't afford to live in this county out. You are making some deluded decisions not unlike turning Ventura into "Art City" (and I'm an artist) and investing heavily into Lehmann Bros, but at least those decisions weren't cynical. As to staying at "Core," when you can address the serious aspects of governance and balancing the existing issues for those already here with certain board members expansion desires then you may have more people on board. I believe in progress, but not at this kind of expensive to our residents to benefit a privileged few.

- Along Main and Thompson corridors, I approve of 4-5 story buildings for mixed use, but I would also like to see a plan that allows for ONE much taller structure of architectural merit on each of the two corridors as a way to define and anchor these neighborhoods.
- Most buildings on Main or Thompson are 2-3 stories. Anything taller, would stand out like a sore thumb. It's highly unlikely that you would have a well-centralized area of taller buildings and would end up with a mish-mash of ill-suited buildings scattered for blocks and blocks. I wish Ventura would incorporate beautification policies similar to Santa Barbara that support commercial buildings amid residential homes that fit more seamlessly.
- We need to focus on improving the safety of cyclists and pedestrians in this area. There are several schools, lots of local businesses and dense residential areas, so biking/walking is common in this neighborhood. As our city expands, there will be a large traffic impact to this area and we need to keep our cyclists and pedestrians safe. It's a downtown adjacent area as well, so the more we do to improve biking/walking thoroughfares, the less traffic and parking impacts we'll have downtown. Also, I'm concerned that adding more height in our midtown zoning will increase traffic impacts as well.
- Allowing Autozone on the corner of mainly residential properties with no oversight is a joke like this City
- this question needs more explanation
- More protected bike lanes to allow the new residents to bike downtown and to the beach safely
- Make Thompson more walkable and pedestrian friendly
- No more residential until we have sufficient water and electricity. Too much traffic now
- Add wider sidewalks to encourage sidewalk dining and ease in walking, add planters and trees with pedestrian friendly crosswalks. Require set-backs for trees and planters against buildings. Architectural and design cohesiveness and quality builds.
- Less is better
- No growth expansion.
- No affordable housing and no high density use.
- No changer
- DO NOT allow construction closure of parts of public streets for indefinite periods as happened in front of the VHS. Implement STEEP charges for construction incursion into public thoroughfares to encourage builders to make use of the space they have and QUICKLY complete any construction that impedes the public right of way!
- Mix Use 2 on both sides of main street and both sides of thompson blvd.

- The whole corridor should allow up to 6 story mixed use developments As Well As the entire walk shed of the transit corridor. People can walk a block from their front door to a transit stop. They don't have to live on the line itself to take advantage of it, and prohibiting people from living near these transit lines via limiting the allowed density of the walkshed will weaken the benefit of these high quality transit lines.
- I understand the reason for 4+ stories, but it feels massive. Overpowering. And more than what the city can handle. I realize that sounds backwards, but I just can't get my head around the water issues.
- This is considered a hi-value transit corridor and should be zoned as such. Therefore all parcels within 0.25 of the corridor should be 5-6 stories and all parcels within a half mile should be at least 3 stories.
- I would suggest making it 5+ stories on BOTH sides of Thompson. All the new development is a blessing for us Midtown residents, for example being able to walk to the Ventura Music Hall to see a favorite band was an experience I didn't think this city could ever provide me with, but now it's a reality. Let's keep the momentum going out here!
- keep small businesses by keeping older buildings, the local businesses we want to have cannot afford to rent in new developments. Old retail buildings on Main Street are an economic driver and promote small businesses.
- Offer granny flat assistance for housing. The traffic is bad already on Thompson with accidents at Catalina and Thompson , speed limit not enforced, running red lights- tell me how your plan will decrease this? City doesn't enforce safety for pedestrians or cyclists as it is. No green space in your plans, no widening or beautification of streets for pedestrians. How is this really helping residents?
- The city has not proven they can maintain streets and infrastructure with the current population of people. Building more density would create lower living conditions for everyone because the city can't maintain it as is. They would need to do dedicated bike lanes with curbs between cars and bikes. More plants/trees, where are all the trees? Fix the roads, no potholes or bumps. Underground electric lines so decrease fires. There is so much that needs to be done, increasing density does not sound like the only solution.
- I am extremely upset about the building design in Ventura. Camarillo and Santa Barbara have the old Spanish style of construction and Ventura has gone away from it. I don't like the hodgepodge design style the planning board has decided to use in our city. Our commitment to preserve the Spanish heritage of our building design has been thrown out the door.
- Perhaps the north side of Thompson should increase by 2 stories and the south by 1 story. Not sure why the south was chosen for 5 stories. Secondly, Main and Thompson already operate poorly for automobiles, so care needs to be taken to accommodate pedestrians/bikes and provide for the additional car traffic from the increased density.

Expansion Alternative

- Improvements for roads, walking, etc as well as future building to include solar power, gray water recycling & parking considerations. Limiting building based on quality of life for residents, water availability, not allowing corporate realty Corp. to purchase blocks of housing for rental investments, thus limiting availability for single families.

- Both Main and Thompson streets are barely handling the current traffic, particularly when school is starting or letting out. Thompson is impossible for bicycling and not fun for driving. I believe both streets need a "Main Street" project to upgrade the appearance of the buildings and revitalize these strips.
- Need more people to live Downtown to keep businesses open, so this includes Mid Town in my mind. People can live there and work downtown too. Thompson traffic is already dangerous. People drive too fast. Need more left turn signals, to lessen rear end accidents.

Distributed Alternative

- Use the space below to tell us how you would improve your selected alternative.
- Build affordable housing
- Bike paths
- Keep business areas the same with limited height expansion; create a zone of lower height business buildings near residential areas. Building up that allows too great a population increase will change the atmosphere of the city and it will become more like Oxnard.
- Must create parking to avoid becoming LA where people can't park and enjoy the city
- Keeping building heights as the lowest height possible please!! Being able to see the mountains and or ocean views is important to the locals who have lived here for decades.
- 4 story max, not pushed to 5 story.
- I would like to see the C1 Hospital (CMH) be re-designated as commercial/residential so that the old hospital could be turned into a lovely senior housing project. A majority of the single family homes in Ventura are owned by seniors. Unless there are alternatives, many will stay in place as long as they can, which means less single family housing for others. The old wing of CMH is a perfect location as seniors would be located in a central part of town, they do less driving and parking, they would be close to medical facilities so requires less transportation, and can walk to restaurants, shops, etc.

No Alternative Selected

- Stop the development that is changing Ventura's small town feel. We are beginning to look and feel like the greater Los Angeles area. Not how I envisioned the city when growing up, and certainly not the city I want to live in.
- None of the proposed alternatives meet the stated objective
- NONE OF THE ABOVE: this is a false question because it gives us all undesirable and uninteresting choices. Logical fallacy here and you should be ashamed.
- I would leave Ventura the way it is and stop messing with perfection
- My vision see's run down streets, graffiti, empty storefronts, lack of water and a purposeful decline of our historic Ventura City. Who ever the council people are, they are not looking out for the best interest of our climate and people.
- Where is the "none of the above" choice for question 5 or the "fill in an alternative" lower density opportunity. I would choose a lower density and lower maximum height than the "base" alternative, since this choice seems to be most closely matching the current existing condition. It is surprising that you do not allow or consider a "lower than base" alternative regarding

density and heights, since we should have all choices (higher and lower than existing) available to choose from for our General Plan. Why is there an assumption that we prefer and must have higher density and heights in midtown? We do not currently have 3 story buildings lining Main street or Thompson and the majority of buildings in my midtown neighborhood are single story with occasional second story. Why is this observation omitted? The Base Alternative would create higher heights and density than our current existing condition, assuming each parcel was developed to the maximum allowable option over the next 20 years. I have seen the horrible new high density / mixed use developments in my mid town neighborhood that are still in construction and along with my neighbors am not happy with the density, heights and positioning where they are pushed up against the road and appear to tower over the pedestrian, bicyclist or vehicle while traveling down a narrowing corridor with little or no views toward the south or north, and absolutely no view for the neighbors to the south. Where will the customers park for the supposed mixed use shops, since there is no parking or even room for parking on Main Street. The residences nearby will find a lack of street parking available. Just go there today while the construction is still taking place and see what the residents have to deal with regarding just the construction crews on a weekday basis. Go to Poli street at the Ventura High school cafeteria open eating area and look to the South see how the monstrous building towers over the horizon and completely obstructs any view from the High School plaza looking south. You used to be able to see the ocean from Poli looking south here. You are now presented with a giant wall over the top of the high school classes and admin building to the south. It is obscene destruction of viewshed and certainly was not a plan view that the developers cared to share with the public or city council in the planning stage when the building was approved. The heights far exceed the 12' Hillside Height requirements for lots on the North side of Poli that are applied to residents that live on the North side of Poli. How will the new 3 story or more heights along Main affect residents of Poli toward the West of the high school where they cannot build above 12' elevation from the back of their property, but developers can build up to 30 feet or possibly soon 45' on main street and block the same view? The limited choices presented for discussion seem to overly emphasize development of higher density and at a minimum 3 story buildings walling off our major streets that will close in on anyone walking or driving down the streets. Higher density and higher building heights will create a walled affect for roadside views and will cause our beloved Ventura to lose the "open hillside" views that we currently enjoy while traveling down our main streets and looking out our home windows. Please consider the existing quality of living that the current residents of midtown still enjoy without destroying the open view sheds we have of both the ocean to the South and the hills to the North. Please stop pretending that higher density mixed use will somehow reduce the use of automobiles and the need for parking. That fallacy has been proven wrong with all the high density housing created at the West end of Thompson where you cannot find a parking spot on the end of Thompson street at most times of the day or night due to the loosened restrictions for onsite parking requirements for high density housing. This will only get worse as the old Ventura Unified property is filled in along Thompson. Any street parking between Olive and Figueroa and Thompson and Main will be constantly occupied. Eventually the city will decide to put in metered parking and the parking problem will still not be mitigated. Take an anonymous survey of residents in these recently built high density buildings and see if the parking

assumptions of 1.5 cars per unit are reasonable and see if the model needs adjustment for onsite parking requirements.

- #5 none of the above. maintain 2 story limit on housing in Midtown. Current in construction "multiuse" buildings are higher than an actual 3 story building due to increased 10' ceiling heights and are much taller and any existing structures along Main and Thompson.
- Retain the current Midtown Corridor code.

Pierpont Survey Open-Ended Responses

Open-Ended Responses by Question

2. The area between US 101 and the railroad tracks contains a mix of office, retail, and industrial uses. What is your vision for this area?

Comments for Other (please specify)

- Leave it alone
- Restrict land as non developable
- There is already residential all along Vista Del Mar Drive. Maintain Ocean views. Keep the Credit Union a gorgeous campus with parklike grounds. Change the zoning of the Lemon Plant to 3 story mixed use. Keep the fire training facility a fire department, or professional office, not to exceed an elevation of 51'-0". Do NOT allow residential on Alessandro. Keep it Professional Office. Golden China site should remain Coastal Commercial Tourist Oriented. Keep SOAR, SOAR.
- Keep our farmland
- Build single family homes. Stop building instant villages!!!
- non-residential, nothing over 3 stories
- This area actually seems to be an isolated heavy industrial area, so I'm not terribly opposed to keeping it that way. The big requirements is that the neighboring regions include a buffer to keep residents away from any heavy industry pollution. I am also fundamentally not opposed to upzoning to 6 story mixed use. But none of this "moar sprawling car centric suburb" stuff. Hell, its right on the tracks, give them a station and make a transit oriented development.
- I would like to see this be 6 stories with multi-use and with an infill train station placed at the south/east end near arundell
- allow low scale infill residential development up to 3 stories
- unless the roads (Seaward and Vista del Mar) are changed, any expansion of services will make the traffic in the area impossible. The beach is already cut off by the tracks and highway.
- Combination of 1 and 2 above plus add a flex component for commercial and promote walkability.
- The Credit Union generously allows use of its property for some public use which offers high value to the community. We do not want to lose this. The Lemon Plant -This is a prime spot for a business adjacent to the freeway, but apparently the city has had no luck finding a business interested in it. 2-3-stories could work if done well & in character with the project going up on the city side of the tracks (Haley Point).
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.

3. If development were to be allowed on this property, what are the primary uses you would support?

Comments for Other (please specify)

- None
- No change to area. Industrial only. No multi family or single family
- None
- Leave it as it is
- SOAR
- Leave as agriculture. Too close to freeway
- Leave as is...
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Leave as is. SOAR
- None. Leave as green
- Allow no development until further studies and impact have been assessed from current onslaught
- Leave as is- Soar
- None
- dog park
- NO
- Leave it as a SOAR property.
- I hope everyone from Pierpont, my family included, shows you all what a mistake this is. Leave Pierpont alone.
- I don't want development on this area
- SOAR
- Leave AS IS. SOAR!
- Leave as is-SOAR!!!!
- Leave as is -SOAR!!
- Leave as is- SOAR
- Light industrial with some open space and a cycling route to connect down to pierpont
- leave as is – SOAR
- Leave as a SOAR property - the voters decided this before. Do not change designation.
- Keep as SOAR, open space.
- Do not build on this space. Keep SOAR.
- leave as is – SOAR
- Remain in SOAR.
- Ag areas do not need to be developed
- leave as is - SOAR
- A nice park!

- Do not develop
- Do not annex soar
- Leave as is SOAR
- Do not annex
- Establish a safe pedestrian and separate bikeway corridor to the beach and convert the entire field into parks, playgrounds and green spaces.
- allow a combination of light industrial and residential along with public transportation
- leave it as is. what will we eat if there is no farm land?
- No development on SOAR properties: respect the will of the people. We hire you.
- Light Industrial/flex , nothing over 3 stories
- Leave as is - SOAR
- Seaward deeds to be fixed before expansion. We've had two deaths near the train overpass and numerous accidents. Create an alternative bike path to get down to the beach and then adding housing could be an option because that would reduce a lot of car trips. Going 101 S on seaward is a challenge as you have to go and to a circle and now with the housing being added it will become even more difficult to get on the freeway along with a mix of bikes and people walking it just doesn't seem safe. So first fix the 101 South on ramp that's near in and out And make it comfortable and safe to get from Main St to Harbor and then I think this area could handle more housing
- Either light industrial as a buffer from the heavy industrial OR 6 story mixed use development with rail access. I do not support yet-another-sprawling-car-centric-suburb.
- No devt
- Single family residences or attached 2-unit townhomes
- I would like to see this be 6 stories with multi-use and with an infill train station placed at the south/east end near arundell
- do not use SOAR lands
- Leve as is, in other words SOAR
- N/a
- Leave it alone
- Leave as SOAR
- No expansion. Freeway on ramps and traffic is already horrible in this area.
- high density housing up to 4-5 stories
- No
- Keep as SOAR
- development is unaccepable
- Leave the SOAR-designated property protected, as-is.
- Open space parkland
- Should be up to the landowner to decide if they want to continue with Ag use and sell for other uses. Either Light industrial/flex areas and some housing.
- Keep our ag land as ag land
- Single family homes, light commercial, increased services to community (police, fire, grocery, etc.)

- Leave as SOAR
- Combination of 1 and 2 above plus allow up to 6 story buildings and create a vibrant Harbor Village area for the community and the County residents.
- The property should not be considered until after 2050.
- Keep it SOAR....or a park area
- Parks and open space
- Leave as is -SOAR
- Leave as is - SOAR
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.
- Both of the above.
- Don't do it
- Leave as is – SOAR
- Leave as is

5. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- Stop building
- Stop the excessive housing! The 101 is going to be completely impacted like the 405!
- Build a sound wall along 101
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- My family was raised on Pierpont. My great uncle helped develop the area in the 60s. He added the streets, and lights, and made it nice without taking away any of its original integrity. That's the difference with current development "plans." They have no respect for the e current residents' desires. Pierpont is epic because it's beachfront and semi private. Developing this area would completely change the integrity of it. Leave it alone.
- Please keep the Pierpont area as is. It is one of the last pristine beach areas in this state. Take care of the crime down there.
- I do not support the base option but it is closest to what I envision. Keep existing land use designations until a Specific Plan is developed and brought to the public, especially Midtown and Pierpont residents, to review, provide comments and respond. This is the major artery that connects most of Ventura to the beach and freeway. Do NOT allow residential on the Golden China site or Fire Department training facility. Keep Golden China CTO. If anything is to be built at the FD site, it should be a Fire Department or Professional Office. The Lemon Plant could be

low to medium housing ONLY after a complete Specific Plan is approved that takes into account ALL proposed development in the area, not just the Lemon Plant portion. There must be an ALL INCLUSIVE traffic study of Marriott Residence & Anastasi impacts, freeway on/off ramps, Vista Del Mar Drive, Seaward Ave, Alessandro, Harbor Blvd and traffic light studies. An EIR with cumulative effects of all projects. The Alessandro traffic light is already a nightmare. Seaward Avenue is a gauntlet for pedestrians & cyclists and a R/R overpass or underpass for pedestrian and bicycles to safely get to the other side of the freeway is a must. Alessandro Lagoon should be cleaned up and be made a destination for tourists and residents, with walkways, safe bike lanes connecting Seaward, Alessandro, Vista Del Mar and Harbor. Parking for food trucks and picnic benches. A natural regional park. Protect the ocean and Island views driving down Seaward from Ocean Avenue to Pierpont Blvd. This is an exceptional view corridor and a daily reminder to anyone driving this section that Ventura is a special beach town. No structure should encroach up to the sidewalk. There needs to be a minimum required setback of 20'-0" from Seaward and a maximum elevation of 51' -0" to protect that natural resource. Seaward has been neglected for too long. Show some pride and clean up the "curves". Water the existing (remaining) trees with reclaimed water. Plant some native ground cover. Heck, ice plant would be better than the dirt that's there now. Make visitors WANT to stay here. *** Create STVR Zones across the city. Only allow a certain number in each zone.*** Do not give parking concessions in the Coastal Zone.

- Improve marina park run out all the transients that are doing drugs on seaward crack down on litter bugs at marina park protect our kids
- Leave soar open
- Leave soar as ag property
- Keep the soar space as is
- The lagoon area should be kept, cleaned up and maintained with trails added so that it becomes a visitor attraction.
- Keep Pierpont funky
- Leave as is, or bring in new businesses that can pay the salaries required for people to actually afford to live here.
- upzone the seaward/pierpont corridor to 6 story mixed use development including the walk and bike shed that are outside the area of discussion. The heavy industry/SOAR areas are *fine* or could be reworked/upzoned to a 6 story mixed use development or light industry or R&D, but they should NOT become yet-another-sprawling-car-centric-suburb.
- No changes to existing
- I hope base means leave it exactly as it is.
- If expansion is Ventura's plan. Why not tasteful single family homes and more parks for our children. Dense 3-4 story units are not the answer.
- Keep Pierpont the way it is. Higher density will create more traffic and crowds.
- Save Ventura hillside and ocean views. Seaward will not support all this traffic. It's too bad you don't think about how these developments will impact the neighbor streets.
- It's a done deal but I oppose the Channel area now being built. What a mistake. The area cannot sustain the additional traffic. I grew on Frances St and even though it is a ways from this new

project, as a thoroughfare straight to Thompson it will become a traffic nightmare. BAD planning!

- That area is already pretty dense with how close houses are. What needs to happen is the plaza needs help having vendors

Core Alternative

- dont like building on soar
- The agricultural parcel is actually located outside of the Sphere of Influence and should not be under consideration at this time for annexation.
- Safe pedestrian and cyclist access from midtown to the beach is ESSENTIAL. Converting the SOAR land into a huge city park/green space and establishing grade-separated bridges and/or tunnels to Pierpont across the 101 and Harbor Blvd. Is the VERY BEST use of this parcel. It is most visitors intro to Ventura, not Johnson area. It's nice as a field (old Ventura) but imagine it as a capstone green space with beach paths! Midtown hotels and VRBO's would feed a revitalization of Thompson, and the mall. The problem apartments along the railroad would become premium land next to such a place! No more students would die on Seaward and fewer residents would risk their lives jumping the tracks to get to the ocean.
- More housing in the beach area--the area which is the best part of the city
- No structures higher than 2 stories
- I don't agree that Seaward needs to stay a 1-2 story commercial corridor. It could be built up and developed into an even bigger tourism/recreation destination for the city, being right off the freeway and surrounded by hotels and fast food already.
- do not use SOAR lands
- Maintain size restrictions. Don't want to look at buildings when our view should be of the pacific.
- Building heights should be limited to 3 stories to maintain character of the area, and to enable continued line of sight to hills and ocean. Setbacks should be increased, buildings designs limited to those consistent with older buildings in the area, Planning Commission should adhere to regulations rather than repeatedly approving variances in deference to builders.
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.
- Leave the SOAR as is. Property between the Ocean and Freeway should be primarily one or two story residential

Expansion Alternative

- Keep some green space in the solar area along the freeway for interest for drivers and as noise blockage for residents. Create housing that is under \$800k
- Increase density of housing and develop the parcel at Seaward and Harbor!

- Limit the M-2 property on the west side of Seaward N/O Alessandro to 3 story multifamily, need to provide public transit to the area n/o 101 t the RR tracks and provide pedestrian crossing either over or under the RR tracks at Little Seaward and Vista Del Mar
- I would like to see the density on the seaward corridor and near the railroad tracks increased significantly. On the seaward corridor, it should be at least 3-4 stories. On the SOAR areas, we should not be annexing land to zone less than 6 stories. Ideally, I would also like to see an infill train station placed in this area and make it a transit-oriented development.
- Pierpont was the poor area once upon a time and the planning for the area has not kept up with the uses the public would like to see. The Seaward area restaurants are crowded and there is an obvious desire for the public to frequent this area. Marina Park is used year around. The Harbor Village use is seasonal. Unless the City can create a play, live, work environment planned for walkability and planned with public transportation to and from, it will become an exclusive residential area and not an area for all of the residents in the City and the visitors to the City. The Pierpont and Harbor areas should be a destination location. Just making it a 2-3 story residential neighborhood is a disservice to the future of Ventura. Please think about the future, not what is. What is isn't working well for the people that live and play here.

Distributed Alternative

- More R&B commercial use.
- More protected bike lanes to access pierpont from midtown. The painted bike lanes are great on Seaward but protected bike lanes are superior
- nothing over 3 stories
- It is nice to see some aaa as you drive from Hwy. 126 toward downtown Ventura.
- We need to improve basic services to the community before building new businesses and homes. Our streets and sidewalks are barely navigable, we never received a promised soundwall for the 101 Fwy, we are lacking in police and fire services, there is little attention to waste buildup and homeless encampments, the channels and beaches severely need maintenance, and there is no attention to toxic waste dumping from nearby farms. Nevermind the lack of water that would be needed to support these new additions. Let's focus on what we have first before building more!!!

No Alternative Selected

- Keep existing land use designations. Update the land use designations for the area between US101 and the railroad tracks after a specific plan is developed and approved. NO residential on Fire Department parcel.
- No residential on Fire Department parcel.
- 1. It's crazy to develop land this close to sea-level rise. Climate change will make it unsupportable. The only option should be managed retreat. 2. Please turn a very small section of Marina Park into a dog park so that people's dogs will be restricted to a specific area and not running loose without leashes all over the entire park and ruining this beautiful park.
- Keep existing land use designations. Update the land use designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved. NO residential on Fire Dept parcel

- No improvements are necessary at this time
- Keep existing land use designations
- Keep existing land use designation. Update the land use designations for the area between US 101 and the RR tracks after a specific plan is developed and approved. No residential on Fire Dept. parcel.
- Keep existing land use designations. Update the land use designations for the area between 101 and the railroad tracks after a specific plan is developed and approved. No residential on the Fire Dept parcel
- Keep existing land use designations. No residential on Fire Department parcel.
- Keep existing land use designations. No residential on Fire Dept parcel.
- Keep existing land use designations. No residential on Fire Department parcel
- Keep existing land use designations. Update the land use designations for the area between UU 101 and the railroad tracks AFTER a Specific plan is developed and approved. NO residential on Fire Dept. parcel.
- Keep existing land use designations. Update the land use designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved.
- Keep existing land use designations. Do not develop SOAR. Require setbacks for trees and planters on all new construction. Pedestrian friendly sidewalks and crosswalks. Beautify!
- Seaward is a MAJOR arterial road. Before changing any zoning in this area, complete traffic studies and EIR, then create a Specific Plan to address transportation, traffic, beach and freeway access. Create a safe pedestrian and bicycle route over the r/r tracks or via a new bridge and elevated underpass. Protect the Seaward, Alessandro and Vista Del Mar Drive public and private ocean views. Do not allow housing on Fire training site. Make it a fire department or Coastal Professional Office, not to exceed 51'-0" elevation. Keep Golden China Site CTO. Not to exceed 51'0" elevation. Lemon Plant would be a good Coastal Mixed Use 1 that requires a certain % of ground floor commercial, park space and public parking. Create a bike & pedestrian path along Alessandro to connect Seaward and San Jon. Clean up the Alessandro Lagoon and make it a destination and regional park with walking paths, native landscaping and the bike path. (This should be a dark sky area.)
- Keep existing land use designations. Update the land use designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved.
- Keep the existing land use designations. No new residential.
- keep existing land use designations. update the land use designations for areas between US 101 and the railroad tracks after a specific plan is developed and approved. No residential on fire departments
- Creat a drought-friendly beautiful park. STOP building instant villages. The grids are already overwhelmed.
- Keep existing land use designations Update land designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved. No residential on fire department parcel
- This is a beach community and we don't want to be Huntington Beach or any other town that has been wrecked by greedy developers or a city management that only care about the bottom line. Respect us.

- Keep existing land use designations. Update the land use designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved.
- Ventura County has some of the most fertile farmland in the entire world and we need to preserve it. If we keep selling off our farmland we will be dependent on other countries for our food and that is not sustainable.
- Stop trying to take every piece of open, undeveloped land and trying to build on it. Open, undeveloped land helps to beautify Ventura. We don't want or need any more monster buildings or developments or housing for low-income undocumented immigrants, government supported housing for the supposed poverty stricken, gang bangers, "housing projects" for the homeless, etc. Leave well enough alone. If you need money that bad, raise our taxes or, worse case scenario, take SMALL parcels of land and sell for one-family residential use (to someone who can actually afford it without my taxes helping them to live in an area that we worked and saved for 45 years to be able to live in).
- Keep existing land use designations. Update the land use designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved. No residential on Fire Dept parcel
- Keep existing land use designations. Update designations for area btw. 101 and rr tracks after specific plan is developed and approved.
- Maintain existing Land Use. Maintain existing zoning. Mixed use does not work (see Mayfair on Thompson).
- the Pierpont area is already crowded with little parking. any change that adds traffic will adversely affect current residents.
- Keep existing land-use designations. Update the land-use designations for the area between US 101 and the railroad tracks AFTER a specific plan is developed and approved. No residential on Fire Department parcel.
- Keep existing land use designations
- Commercial along Harbor should remain. It is accessible to locals and from the freeway. Housing above off of Alessandro and Vista del Mar appears to already be in the works. Although the Lemon Plant is a great location for a business, it has been sitting vacant for a long time.
- Keep existing land use designations. Update the land use designations for the area between US101 and the railroad tracks after a specific plan is developed and approved. NO residential on Fire Dept. parcel.
- Keep existing land use designations. Update the land use designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved.
- Keep existing land use designations. Update the land use designations for the area between US 101 and the railroad tracks after a specific plan is developed and approved.

SOAR Areas Survey Open-Ended Responses

Open-Ended Responses by Question

2. If development were to be allowed in the SOAR areas, what outcomes would you like to see for Ventura (pick 3).

Comments for Other (please specify)

- No don't change soar
- Leave most as agriculture
- None of the above
- None of the above
- No buildings over 2 floors in SOAR areas
- none of the above
- NO DEVELOPMENT IN SOAR AREAS!!!!
- None of the above
- Single family homes w/minimal housing developed in the area.
- Do not end SOAR
- Again...traffic? Water? Evacuation-ability? Until you get that in place, no more growth!!!!!!!!!!!!
- None of the above. However take a small strip to widen Ramelli.
- None of the above choices
- No development
- None of the above
- None of the above!!!
- None of the above!
- None of the above!!!
- It shouldn't be allowed. We need as much agricultural areas as possible, if not, more. We have some of the most fertile land in this area, we should not get rid of ag areas.
- No development in SOAR areas.
- The citizens spoke - NO building on SOAR land.
- None of the above. Keep SOAR Open Space.
- None of the above
- I favor creation of parks and open spaces, but you don't need to take these properties out of SOAR to do it.
- None of the above
- None of the above
- NO development in the SOAR areas: we've seen the Orange County model, and we don't want to be there--that's why we passed the SOAR initiative. And look at the ugly sprawl of Oxnard.
- None of the above
- Do not put buildings on the SOAR property that we voted to not have buildings on. What a stupid plan.
- Leave soar open
- Do not develop soar

- None of the above
- We previously voted in favor of soar. Do not change.
- No gated communities on SOAR land!
- No building in SOAR areas
- None. Leave as is.
- No affordable or multi-family housing
- no development in soar areas
- Multifamily housing, mixed use along transportation corridors
- The entire city has already been zoned for 6 story mixed use developments with walkable, bikeable, and high quality transit options available. Then expand that use to the SOAR land.
- housing (either multi-family, single family or mixed use with public parks
- Large Mixed Use Neighborhood
- Mixed use, no height limit
- SOAR lands should not be developed
- None of the above
- Do not build on SOAR. If not agriculture, it needs to remain public open space. A regional park.
- None of the above
- Easier Access to Freeways, Wells Road is already heavily congested
- new developments to increase housing and reduce homelessness
- No development
- none of the above. keep SOAR
- none of the above
- i am opposed to any development in the SOAR areas
- residential: varied and diverse housing type and density
- Proper bike lanes and access for kids to go to schools should be priority over this. These two soar areas are next door to 6 area schools. kids already barely can get to schools safely on their own with these developed it would make it nearly impossible and even worse. We need a community center + library and we already have blighted shopping/under-used commercial centers nearby on the east side already. We should concentrate efforts on redevelopment of these before tearing up our own remaining agricultural areas.
- All of the above except Estate housing is not a good use of valuable land and expensive housing can be built wherever they want to and do not need to have designated land. If there is not enough workforce housing, business execs won't be moving here anyway. Again, up to the landowners to decide if their land is no longer profitable as Ag use.
- Maintain all existing ag
- Don't develop
- This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical! Please plan for high traffic impactation. Another bridge over the Santa Clara River is needed.

- Walking trails bike trails protect from cars
- None of the above
- SOAR properties should only be considered as a last resort. This General Plan update does not need to consider them.
- None of the above
- None of the above
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.
- Stay agriculture
- No development. It is protected.

3. If development were to be allowed in the SOAR areas, what SOAR area should be the highest priority to develop?

Comments for Other (please specify)

- None
- no development
- None should be developed
- None of the above
- None of the above
- None of the above
- NONE-NO DEVELOPMENT IN SOAR AREAS!!!!
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- None of the above
- AGAINST all changes in these SOAR designated areas.
- None our roads cannot handle traffic. This would increase traffic on Wells through Saticoy
- None
- None
- none of the above
- Maintain agriculture in all areas
- None
- None of the above
- None of the above!!!
- None of the above!!!! Leave as is!
- None iof the above!!!
- None.

- NONE
- None to either! Keep as SOAR.
- None of the above
- None.
- None of the above
- None of the above
- NONE. Is there no respect for the will of the people??????
- none of the above
- No development in SOAR areas.
- None. Leave soar alone.
- None
- None of the above
- None
- None
- none
- None
- no development- leave as open space
- all
- I do not have a priority since I do not want the land developed
- every single car centric suburb in the city.
- No SOAR development
- None of the above
- Do not build on SOAR. If not agriculture, it needs to remain public open space. A regional park.
- None of the above
- none
- No development
- none of the above. Keep SOAR
- none of the above
- none
- none
- none of the above
- maintain open space parklands
- Only up to the voters if the landowners want to sell.
- Keep ag
- None
- None of the above
- In 2020 SOAR was extended to 2050. SOAR properties should not be considered in this General Plan.
- None of the above
- None of the above
- NONE! Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in

those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.

- Stay agriculture this is like a trick question because you don't let me pick no development
- No development.

5. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- no development
- None needed
- NO DEVELOPMENT IN SOAR AREAS!!!!
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- No soar land developed
- Too much building. Ventura will become like Santa Monica or LA.
- NO building without satisfying the Water shortage, electricity shortage, existing road conditions are mitigated fully.
- We do not need anymore housing. We need more parks and nature around for the generations after us. More housing or industrial buildings will just lead to over crowded areas, traffic and more. I would like to see ventura become more about preserving our land rather than developing it. IF YOU PLAN TO BUILD MORE HOUSING MAKE IT AFFORDABLE FOR THE PEOPLE THAT ALREADY LIVE AND WORK HERE IN AREAS THAT NEED TO BE REMODELED.
- Farming, open spaces, green spaces, parks. Maintain nature in our city.
- No not change SOAR. Ventura voted to keep SOAR. Why are you even considering ignoring the will of the people of Ventura?
- Protect our agriculture to help fight climate change due to importing food
- Grow food
- SOAR should never have been included in any alternative without first being voted on by Ventura residents. It's inclusion should be reason enough to render this whole survey invalid. Start over.
- The whole point of SOAR is to preserve these spots as agriculture. Some of them have serious issues that preclude development, like the piece surrounded by 101 and the railroad-- egress is unsafe/insufficient. I also am opposed to developing the McGrath pumpkin patch piece along the 101 corridor. I feel it provides an important "window" into the City's agricultural roots and the ag lands of the Oxnard plain. Get rid of that and we look just like any other LA freeway corridor especially with the hideously large and bright billboard at the auto center.
- No development on soar
- Leave soar alone. Do not add high density housing anywhere within Ventura City limits

- Do not develop soar
- Improved bicycle access; this area is very dangerous on a bike.
- Improve agricultural output among areas remaining agriculture. More population requires more goods and resources
- Without ag space we won't have food.
- Do not build on SOAR. If not agriculture, it needs to remain public open space. A regional park. (Like Lake Balboa, Griffith Park, Central Park in NY.) Open space.
- Keep SOAR
- none of the above for #4
- Ventura does not have the infrastructure to support more people. Our roads, which are already in poor condition, do not have the capacity for more cars. We do not have water for more residents. Our electric grid does not have the generating capacity to add more users.
- Leave it the heck alone.
- This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical! Please plan for high traffic impaction. Another bridge over the Santa Clara River is needed.
- We don't want to be LA! We want to have agriculture and see nature and not be total cement and structures

Core Alternative

- It is difficult to imagine taking away the core of what makes these areas. I do not support development, it will radically change Ventura and not for the better. Leave it as is.
- U suck
- Leave SOAR areas and undeveloped land as is. No development.
- I want to preserve SOAR space.
- Rules and laws from the State change; but you cannot replace the sOAR land. If you change this protected land into development, you cannot go backwards. We need our green space and buffers.
- If building HAS to happen then affordable housing is a must. That does not mean high density and low quality homes. It means single family and townhomes that are high quality that working class can afford \$300-600k max! Working class can't afford over \$600k and deserve to own a home that isn't tiny and cheap.
- SOAR is what makes Ventura great. Stop expanding the city. The last thing this city needs is more people, more traffic, more buildings, more cars and more crime. Clean up the homeless problem. Make the mall safe so my 13 year old can go to it without fights breaking out every day. Make more parks and things for kids to do that aren't soccer. Quit trying to build Ventura into the Valley north.
- No improvement, leave soar areas alone!
- Keep in agriculture and center social justice and equity

- Keep agriculture land as it is. The only thing that needs improving are our roads.
- upzone car centric suburbs before adding more sprawl.
- Ag should remain
- Ag has and should remain the same part of Ventura that it has been to prevent Ventura from becoming Oxnard
- Please bring a variety of things like club Pilates, cute cafes for lunch and dinner and outdoor seating, NO Starbucks but a Blue Bottle, walking and biking trails
- It is important to maintain our agricultural resources despite growth and development in the city. We don't want the change the character of our city, and we certainly don't want to end up like Oxnard!
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.
- If the areas were to be developed, I would prefer the Distributed alternative.
- NO CANNABIS FARMS and if housing, keep it SOUTH of TELEPHONE and 2 or 3 story buildings. Not higher.

Expansion Alternative

- The expansion plan is pretty good, but maybe a little park area scatter around.
- develop all SOAR areas with affordable housing
- Everything in expansion seem like a great plan if incorporated.
- it would have been helpful to add the ability to see the example when you are asking what type of expansion. The map before the question isn't super helpful versus it included with the question
- Less R&D and limit R&D to 4 stories, increase mixed use along Telegraph to MU2, Change the property along Telephone s/o Kimball to MU2 more like the distributed option
- Annexing land should not result in downzoning in other portions of the city. Any annexed land should allow for at least 5-6 story multi-use development.
- I don't think expansion into SOAR should come at the expense of density elsewhere in the city. We need density across the entirety of our city limits to preserve the environment outside of our city limits. That said, parks, green spaces, and wildlife corridors should still be incorporated.
- office and R & D wouldn't be viable. suggest residential of varied type and density. mixed use could be viable but should be flexible re: mix of commercial and housing

Distributed Alternative

- this land is blocking no one's view. if you want to go big, go big in these areas!
- Keep the parcel across from the community park on South of telegraph open space / add bike paths to connect to the ones at the Community park
- We can plan all kind of possible uses but until the land becomes available, and how much there is to build on it is a mute point.

- Any SOAR area developed should include a good amount of open space/parkland, with playground equipment for kids. Put a pedestrian bridge over the 126 at Petit to increase access to the neighborhoods and parks nearby.

No Alternative Selected

- Soar should be left alone
- maintain open spaces
- NONE OF THE ABOVE. Leave SOAR alone. Respect our choices. And don't give us false choices (Do you want to keep beating your wife or shall we cut off her toes?) This is insulting at best. And I do wonder if it might be litigable.
- no option for-- no development on the choices
- the SOAR areas could help with the housing problem
- No development in SOAR areas.
- no development in SOAR areas until we solve east side issues on access to schools , fix roads that are totally rubble right now. Redevelopment of existing under-used commercial areas (that are constantly empty) into mix use is much better investment
- We cannot shrink the agricultural parcels with ideas about partial development. Agriculture & managing the ag/urban interface is challenging enough without making the parcels smaller and less cost-effective to farm.
- No development in SOAR protected areas.

Victoria Corridor Survey Open-Ended Responses

Open-Ended Responses by Question

2. The area around and including the County Government Center currently is characterized by multistory office buildings and surface parking. What is your vision for the future of this area? (Note: The County will decide the future of its property, but the City can allow additional uses through the General Plan update process).

Comments for Other (please specify)

- Allow for 6-8 story mixed-use development at and around the government Center to encourage a greater mix of uses.
- Keep the government center as is. It is the County seat!!!!
- Keep the government center as is! It is the County seat for Pete's sake!
- Do you live in Ventura? No one wants 4-6 story buildings bringing my traffic and people into the two busiest streets in the city. It's a horrible plan.
- build but nothing over 3 stories
- Allow for 6 story mixed-use development at and around the Gov. center, limit height to 4 stories southside Telephone e/o Victoria
- I'm pretty agnostic about changing it to R&D vs 6 story mixed used developments, but my biggest concern is that the walkshed is full of car centric suburbs. The areas just outside these major employment areas should also have a large supply of housing in walking distance. Ideally it is a waste of space to have massive surface lots because people could walk in or take transit (which would be high quality because lots of people work and live there).
- allow for maximum density and new residential and mixed use options. any height. 12 stories is fine.

3. The Gateway Shopping Center is located at the intersection of Telephone and US 101. What is your vision for this shopping center?

Comments for Other (please specify)

- Bring back the drive in
- Neighborhood center with nothing over 3 stories
- Allow 6 story mixed used developments to provide housing near commercial spaces and promote walkable and transit friendly spaces.
- allow up to 6 stories of residential and mixed use with inclusionary affordable housing on site
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.

4. The Grove Specific Plan has been in preparation since 2005. The current proposal is for approximately 250 attached and detached single family homes and parks and open space. Please tell us your thoughts on the Specific Plan area:

Comments for Other (please specify)

- NO DEVELOPMENT ON SOAR PROPERTY
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- pack em in! low income housing 6 stories. Its near the fwy. We NEED affordable housing for 20-30 year olds!
- Reduce the amount and plan for traffic and parking
- Allow 3-4 story mixed use with residential on top of small local businesses or live/work space. Maintain open space and parks.
- no high desity, multi family or affordable housing.
- Affordable (good luck) multistory not over 3 stories
- Allow 6 story mixed use developments OR leave as park/open space. We should not promote yet-another-sprawling-car-centric-suburb.
- A combination of 3-4 story residential and Mixed Use 3-4 story along the main new entry road to allow for ground floor neighborhood serving commercial. Maintain parks and open spaces.
- require a much higher density and mix of 4-5 story residential.
- We are to add 5,312 units for the RHNA. Our town is now aiming for 15,000 units, which is way too much, and not needed. So, don't do this 250 additional family homes. Overall, please maintain current density and mix of housing types. Keep them rural looking and beach looking. No more Russian Prison looks!
- 1/2 the amount of housing. Too dense for street traffic in the area
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.
- I believe that is currently farm land? Excuse me if I am wrong. If it is, it is where some of the farmers at the farmers market grow the produce we buy in Ventura in which I don't agree with removing the farmland
- DO not like this option, concern about onramp to 101 and filling in open space with too many houses/cars/people

6. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- 2 stories max. Quit fucking up ventura
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings.
- Allow for more parks and Rec and plan for parking/traffic
- We don't need more people and housing. We don't need buildings blocking our views and we don't need more traffic. Make our town a tourist destination where people come, visit our downtown and leave. Make downtown safe and put things there people actually want to visit. It's not rocket science.
- No high density housing
- Improve 101 on and off ramps. Parks for people and a big park for dogs.
- Keep SOAR. Mixed use high rises do not work in Ventura, see Mayfair for example of not utilized as intended.
- Victoria St is already beyond it's max capacity. The northbound off-ramp frequently backs up onto the freeway which creates a very dangerous driving situation.
- this area is overbuilt already. fix the blight, improve the experience of living for those who reside there.
- I disagree with removing farm land

Core Alternative

- No high density (6-8 stories) and heavy industrial near single family residential neighbourhoods.
- None
- allow housing on the government center site.
- i would leave as is, traffic is an issue over by Telephone and coming off the freeway
- Not sure it fits with the plans here but there should more accounting for alternative transportation, be it scooter, bikes, or skateboards. Especially with higher density. It will help promote a vibrant corridor and make it feasible for people to move without a car.
- Keep The Grove specific plan. As the only possible place for single-family housing, it will attract high-end builders and revitalize the area, gentrifying the trailer parks and apartments. Be sure to insist on a large park with playground space. Thille park is not enough for this side of town.
- The city stares we have a water shortage so how do you justify additional housing? People from down south always said Ventura was a piece of heaven. It isn't anymore with the people, traffic, etc. You can't get into any restaurants without waiting, schools aren't being built, streets and parking are not accommodating the additional people. I have lived here all my life and will not go down town anymore. My mother used to like shopping down there but I can't get her close

enough to the stores now that she doesn't walk very well. If I wanted to live in Santa Monica or somewhere like that I would move. Too bad

- That seems to be a high traffic area with congestion around the Telephone off ramp, therefore it doesn't make sense to add more stories and more units of housing which will increase traffic. Keep the housing designation at its current capacity.
- This planning cannot continue without discussing transit! There must be an extensive effort for answering the extremely taxed existing transit corridors - Victoria; Kimball/Johnson; Wells - any kind of residential and commercial expansion east of Victoria will clog these arteries. Please expand roadways in lieu of letting developers build to the curb! Transit between cities must be addressed and creation of a cohesive schedule is critical! Please plan for high traffic impaction. Another bridge over the Santa Clara River is needed.
- Stop all building as we do not have the water for new residents nor the streets for them to drive on. If you have cash to burn, build a drought tolerant park for the current residents in those areas. Also, there is a huge shortage of soccer fields too, so build artificial turf soccer fields for the kids like they have at Girsh Park in Goleta/Santa Barbara. You get money from soccer clubs for renting the fields at parks.

Expansion Alternative

- Everything in Expansion is just fine.
- making better land use decisions for housing instead of surface parking is the smart choice for this area
- Work with the County to redevelop the Goovernment Center into a major mixed-use center, focusing on creating an office and government oriented district. Connect Thille all the way through the government Center as it would provide a secondary east/west road that could take some pressure off Telephone.
- increase to MU₄ east of Gov. center, limit to 4 stories s/o gov. center along Telephone, Change shopping centers at Tel & 101, Vic & Tel, Vic and Ralston, Ralphs and Walmart centers to neighborhood center. Limit heights at those locations to 4 stories
- Expansion generally underzones. I would rather have 6 story mixed use. Also, the grove should either go full 6 story mixed use or stay as an open space. We don't need yet-another-car-centric-suburb. I'm also concerned about the sprawling sub-divisions just outside the Victoria Corridor that are within the walkshed. The walkshed of these mixed use, commercial, and employment centers should be properly zoned for use by humans, not for sprawling car centric suburbs.
- The grove should not be a single-family development. It should be at least 5-6 stories allowed. If traffic is a concern more buses should be run down Telephone to make it a high-quality transit corridor like Telegraph.
- Less dense housing. The street can't handle that amount of traffic.

Distributed Alternative

- fix the sewer system. as this a central location for transients and homeless, I'd like to see a variety of things to assist them i.e. shelter, outreach, mental health, and other supportive and hand up opportunities

- I like the 2009 Victoria Corridor vision. id like to see that happen. Also, protect the Moon Dr. Overlay zone. 2 stories MAX on that section of parcels adjacent to the single story 1950's houses on Alameda. Protect those established residents!
- Concern about parking and traffic around and in gateway shopping center, i don't want to compete with residents if the area becomes mix use. Mix use is cool but if we make everything mix use then parking will be horrible everywhere.
- Distributed, but maintain in place the heavy industrial areas.
- Within the distributed I really like the office/r&d along the 101 and the removal of industrial from the area. I would change the 4-storey multi family south of the government center to Mixed Use 3 and make The Grove 3-Story Multifamily.

No Alternative Selected

- Don't build more houses
- #5 none of the above.
- Heights along Victoria must be reduced to no more than 3 stories or less between the Ralph's shopping center and the 101 adjacent to Montalvo. (or at least between Moon Drive and Ventura Blvd.) The code calls for 6 story structures that would loom over the single-story homes behind them.
- Do NOT use any SOAR land!!

Westside Survey Open-Ended Responses

Open-Ended Responses by Question

1. During the engagement process, many residents expressed concerns about the health impacts from industrial uses on the Westside. Please tell us the approach that you think would work best to address pollution on the Westside.

If you have other ideas to address the pollution concern, please describe them here:

- Leave the entire area alone until we can vote in new council members who can be trusted.....we don't need expansion on the west end; it can be cleaned up, but your proposal to add so much high density housing is ludicrous! The Avenue is two lanes, one in each direction, and the neighborhoods are already overflowing with cars for the multitude of families living together.
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings. Continue industrial uses on Westside as those represent jobs for Venturans.
- Make no changes to zoning until traffic and water issues on the West side and throughout Ventura are corrected. Upgrade Stanley and add another Hwy 33 intersection!
- require the gas compressor to move to a non residential area
- Get rid of industrial and plant organic gardens and Trader Joes or Sprouts Grocery Store
- So this is embarrassing, but I had to look up the difference between light industrial and heavy industrial. Wikipedia says the difference is more related to the amount of capital involved and consumer vs business oriented sales. Based on that definition, it seems to me that either should be allowed; the pollution issue is separate and better addressed by limitations such number / size of fuel-burning equipment, and number / size of trucks accessing the site per day
- I want to use this space to tell you that the maps you have displayed for the public Are incomprehensible. I think that the planners or whatever the Title is that they give themselves have created these maps and this multiple choice survey online intentionally to discourage public input. These planners must have learned in college how to Appease and please developers. They did not learn how to reach out to a community. You should have public hearings that are accessible places and at accessible times for the public to come and voice their concerns. All of their concerns should be recorded. They should not be limited to one or two minutes they should be Able to speak for 15 or 20 minutes telling you from their heart what they want. They should not be limited to your four multiple choice boxes of which they don't want to mark any. OK. Thank you for listening. Now here's what I would say: Get rid of all toxic fossil fuel industry on the west side
- No Building please Keep west side the way it is.
- No building more than 2 ~ 3 stories
- Keep allowing businesses to run in this area, we were established as a city based off of these hard working segments of Industry.

- Maintain current designations except, move the Gas Co compressor plant.
- Don't develop, we are running out of water and space as it is. We need to preserve open land for the public/animals/native plants and conserve our resources.
- But only 2 story high.
- Stop building housing so close to heavy industrial uses. Plant more trees, native bushes and ground cover to absorb soil pollutants and clean the air.
- The City should do everything in its power to get rid of the SoCal Gas pump station. Establish required setbacks where industrial uses abut residential ones.
- There are laws in place to address industrial pollution. Enforce them.
- WTF. We are presented with yet another false dilemma. And, of course, this doesn't address the oil pumping/fracking issue. NO housing in the industrial; we already have two and three story units there and NO EMERGENCY EXIT PLAN ALTHOUGH PROMISED BY THE CITY. It took 22 minutes to drive the half mile from my house to the 33 during the Thomas Fire and you want to put in more multistory units (and take out a school.)???? Stop dumping things you don't want to deal with on the West Side. STOP STOP STOP
- Stop building instant villages! The city's infrastructure is already overwhelmed and we have no water.
- No high density housing
- Close toxic industrial facilities. Compressor
- Tell complainers to move
- Shut down the SoCal Gas methane compressor station
- We are a blue collar community and we need the jobs and the work: we take care of the rest of Ventura
- I say no to pave it all and build it all: do not ruin our historic community.
- We're also freeway close: pollution comes from all sides. We are a blue collar neighborhood and we don't want to be driven out of the city.
- These are our blue collar jobs; we serve Ventura, so don't make us move away
- Stop our racist and classist city government: this is our Latino home and they want us gone
- This is our home and these are our jobs.
- Don't destroy the blue collar base here: they serve the whole city
- Jobs, jobs, jobs for our area. This city needs us.
- These are our jobs!!!!
- These are jobs for us
- Heavy industrial should have a buffer zone of light industrial/flex or office/R&D separating it from any residential areas. I'm also fine with simply rezoning heavy industry, but a buffer should exist wherever heavy industry exists, city wide.
- Provide for a mix of housing types on the VUSD Stanley Avenue Property, including single family and 3 story multi-family
- Keep the westside a mix of small business and residential and don't overdevelop it with new stuff
- create a buffer between industrial uses and do not allow new residential uses in the buffer zone

- Reduce use - no more than 3 story buildings and development/preservation per Westside Community Council Westside Vision 2020.
- Sound an air pollution from highway 101 and 33 are also concerning. Would like to see more of a sound / physical barrier between the bike path and high way 33. There is also noise pollution from the car racing at the fairgrounds...
- Highway 33 is the biggest source of pollutants on the west side, so consider moving homes or not building new homes close to the highway.
- Not a concern and not your job
- Are there studies that show health impacts on the westside? If not, then why are we even talking about this?
- Stop building houses next to industrial locations and define what you mean by light industrial vs. general/heavy industrial.
- Shut down the Gas Compressor Station!
- It is important to keep jobs on the Westside. Many residents live & work in that part of our community.
- leave it as is

2. The Westside Vision produced by the Westside Community Council identified the desire for a “town center” at intersection of Stanley and Ventura Avenue. Please tell us your thoughts on what land use designations are most appropriate for this area.

Comments for Other (please specify)

- Neighborhood serving large commercial. For example, ACE Hardware, Trader Joe's.
- Neighborhood serving large commercial businesses.
- Large commercial to serve the neighborhood
- Not enough information to answer this survey confidentiality; there is no trust in our City officials. They have sold us out to the greedy few.
- Neighborhood serving large commercial (for ex. ACE hardware, Trader Joe's style markets
- "town center" sounds lovely, but 4 or 5 stories is ridiculous. "Town Square" where community members can meet would be lovely.
- Correct traffic patterns around Stanley before any zoning changes!
- Neighborhood Trader Joe's
- Trader Joe's or Sprouts store
- Neighborhood serving market or outdoor dining brewery catering to bike riders and families
- Neighborhood serving large commercial such as Ace hardware or Trader Joe's
- Get rid of all current toxic fossil fuel industries, shut down the gas compressor on olive Street
- Allow mixed-use up to 5 stories and include more than just housing for a majority of the Stanley/Ave Property. Make it more village like with the ability to have a grocery store and housing. I'm anxious that all alternatives have that area designated for just housing and that's too limiting in my opinion.
- Local shops only!

- Allowing a "town center" with mixed used buildings up to 2 stories seems more appropriate for this community.
- Neighborhood serving large commercial (for example - Ace Hardware, Trader Joe's type market)
- What? Have you driven stanley/ventura any time from 7am-9:30 or 3-6pm? It is backed up out onto the 33. I was here during the Thompson fire. You could evacuate. There are even more people now? Where is the evacuation plan? The water????
- A neighborhood serving large commercial establishment such as Ace Hardware, Trader Joes etc.
- The Town Center with grocery store and hardware type store plus other service/merchandise shops.
- Change to Neighborhood Center designation with commercial and some residential. IE neighborhood grocery store, restaurants, coffee shop.
- I don't want to see buildings above 2 stories in residential neighborhoods. Add community gardens. Return vacant properties to open spaces.
- 2 story max.
- 2-3 stories Neighborhood serving large commercial.
- Neighborhood serving large commercial
- Definitely a town center with grocery store such as trader joes. Opposed to anything more than 3 stories
- Country market general store. Keep on small scale with outdoor seating
- Allow lower density buildings due to exit challenges.
- Allow only 2-3 story buildings
- Neighborhood serving large commercial (for example – ACE Hardware, Trader Joe's type market)
- None of the above. Instead, focus on neighborhood serving commercial like home improvement/garden center or midsize supermarket like trader joes or Jalisco. Possibly R&D. IMPROVE the 33 freeway On & Off ramps.
- I'd like to see an upscale market (Trader Joe's, Sprouts, Etc), maybe an Ace hardware? Mixed use would be ok with me, but it would be nice to have an alternative to going accross town or the awful Vons we have now
- Neighborhood serving large commercial (for example – ACE Hardware, Trader Joe's type market)
- Neighborhood-serving large commercial (for example - ACE Hardware, or Trader Joe's type market)
- Only pursue a "town center" if : (1) improvements are made to the Stanley/Highway 33 interchange to increase capacity and safety and (2) the plans are for up to 2.5 stories to better fit with adjacent uses (and because State density bonuses will take it to 3.5 stories).
- Maintain current industrial land uses and allow for expansion of mixed use building up to 3 stories
- Neighborhood serving , market, grocery
- small business shops

- Agree with town center proposal, but not the 4-5 story buildings. This area needs to be improved to allow for better emergency exit of vehicles from areacurrently, the onramp blend onto the 33 is dangerous....traffic slows to a crawl in a.m. and p.m. related to cars delivering/picking up students at DeAnza schoolin an emergency, the area bottlenecks, as evidenced by traffic fiasco during Thomas fire. It would be irresponsible to add any people/cars to the area without first addressing traffic concerns.
- Neighborhood serving large commercial (for example – ACE Hardware, Trader Joe’s type market).
- Town center
- Concerned about traffic on and off the freeway
- We could use a community market and some other LOCAL businesses. NO NO NO TO BUILDINGS OVER THREE STORIES, AND NO NO NO TO ANYTHING UNTIL WE HAVE AN EMERGENCY EXIT PLAN IN PLACE. NO
- Neighborhood serving large commercial, like Trader Joe’s, and Ace hardware
- Neighborhood serving large commercial ex Ace Hardware, Trader Joes type market
- Neighborhood offering large commercial, example, viable retail hardware, grocery retail establishments
- No opinion
- Neighborhood serving large commercial
- Neighborhood serving large commercial
- max 3 stories
- WTF??? There is not enough road space and we are already dense. Don't drive our critical Latino community away by destroying our area through hyperdense gentrification. Respect our people
- Traffic there is already horrible and the school is there and we have no way out. Do not do this to us.
- Jamming people into tall buildings does not make a town center. We are not stupid. The traffic there in the morning and evening is horrible now and you want to put in massive housing structures? Stop it.
- NOTHING over three stories, ever. Do not make us into the nightmare of Wagon Wheel. Do not destroy our community.
- Town Center? LOL This is just Wagon Wheel revisited, a horror of urban unlivability. STOP and give us housing for people.
- You will destroy our community and our small businesses. Racist racist racist.
- How horrible. Please nothing at all that tall.
- Nothing over three stories ever
- Totally doesn't work---this area is already jammed up and it would be totally awful for the school right there. Maybe a small shopping center without massive rush hour traffic
- This is almost a joke: there is already terrible traffic and no exit strategy. All roads are narrow and this is very badly thought out.
- Stupid idea. Traffic there is already horrible and this truly gross densification is disgusting.
- Traffic and crowding. There is NO way out in case of earthquake or fire

- Really. Your town center looks like Wagon Wheel, a perfect horror for human life
- Neighborhood serving large commercial business like Hardware, Trader Joe's, and ACE.
- Maintain industrial and allow for town center use
- I am ok with Town Center that is at or below current building regulations
- Trader Joe's market
- neighborhood serving encourages small business, no big box stores
- Mixed-use building of up to 3 stories
- Allow mixed-use buildings of up to 6 stories (5-over-15). Let the developer choose to build something smaller, the city should not pre-emptively limit the height.
- 6 stories should be allowed in the "Town Center". Especially given the proximity to transit.
- Neighborhood serving large commercial (for example – ACE Hardware, Trader Joe's type market)
- This area needs some stores like aldi or trader Joe's and a junior home depot type store
- Neighborhood serving large commercial (for example ACE Hardware, Trader Joes)
- Neighborhood Center with large commercial such as regional market and/or a general hardware store like ACE
- densify the intersection with up to 3 commercial only, no residential
- Trader Joe's, specialty stores and cultural establishments, possible transportation hub, open space and parks and recreation
- Large Commercial for the community, like a good grocery store.
- Neighborhood serving large commercial like Trader Joes, ACE hardware etc.
- Leave as is
- 2 stories
- I think up to 4 stories is nice, but would support 5 if it meant that there could be more of a town center at this intersection.
- In general I am against multistory creating a dense lightless canyon this area should gentrify naturally over the next couple of decades. I would like to see expanded diversified shops in this area with a single story nearest main roads and a 3 story limits further from the main roads.
- What solutions for increased traffic are being discussed? Is there talk of creating another on-ramp or making Shell safer?
- Neighborhood serving large commercial like TJ's, Ace Hardware
- Neighborhood serving large commercial for example ACE Hardware, Trader Joe's type of market
- Neighborhood serving large commercial (for example – ACE Hardware, Trader Joe's type market)
- trader joes

3. Ventura Avenue, south of Stanley Avenue, currently allows commercial and mixed use buildings of up to 6 stories and 75 feet and light industrial uses. Please tell us your thoughts on what land use designations are most appropriate for this area.

Comments for Other (please specify)

- Leave it alone!
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings. Continue industrial uses on Westside as those represent jobs for Venturans.
- none
- Correct Stanley traffic patterns before allowing any zoning changes.
- I agree with allowing mixed-use buildings up to 3 stories. We all know they will be 5 stories tall anyway, because developers will pursue concessions for affordable housing. Please encourage commercial and light industrial uses at street level for an active and vibrant street.
- Get rid of all toxic industrial uses on the Avenue. Don't build anything higher than three stories. Don't build any housing that is not affordable. Retain the character of Ventura Avenue as a neighborhood. Listen to the community and not the developers
- Not allowed
- Do no allow huge buildings
- No building keep ventura ave the same, the traffic will increase and we dont need that.
- 2 story max
- No more buildings to many people already live here and the traffic is bad
- no more tall buildings and no more condo complexes
- Mixed use buildings of up to 3 stories AFTER addressing need for improved roads and access/exits to community.
- No more building allowed
- Leave it as is with no more than two stories.
- Stop building!
- Affordable single family homes
- We were told with the last general plan the 6 story buildings would be eliminated from the next updated plan. Bring it down 2 stories
- NO. Stop. There are NO six stories buildings in Santa Barbara, but this is an outrage and vile. You abuse your authority and our community.
- Six stories?? Give me a break; this is not downtown LA and we are a quiet residential neighborhood where people live and work.
- This is a total wrong idea, all of it. This place is the oldest community in Ventura and we have a big Mexican population; this community will be destroyed if you do this. Do not build and price this community out of existence. Get some human values
- Three stories tallest with no more for affordable/ Period. Our Latino community will be pushed out of the city, and this is racist in the extreme.
- More build-it-all-and-make-it-tall bull. This is all racist nonsense: maybe we could rename our city "Developers' Delight
- Stop. You want all the Latinos to leave town because there will be no place for us. These ugly expensive places are not for the people of Ventura

- Nothing tall, and leave our small businesses alone
- Nothing over three stories ever
- Another set of bad ideas----our Hispanic community is headquartered here and all the small (independent!!) businesses are important for this community. You will drive these people away from our city.
- This is so profoundly racist. Our historic and valued Latino quarter is headquartered and supported here, and this will destroy that community with meaningless gentrification. Have some respect for our history and values.
- Stop this. We are Ventura's oldest community with mostly local business. You will totally destroy this.
- Racist and racist. These shops and businesses support our Latino community. Don't drive them out.
- Keep it low. And please, note that all our businesses are small and local--all of this will drive them out
- this area should fit in with current sizes of buildings. Nothing over 3 stories
- Allow mixed use and industrial up to 4 stories
- Allow up to 6 stories, but move industrial uses away from residential.
- Leave the existing buildings as they are now.
- lower the allowable height to 30' or less
- 6 stories is too high. 3 stories but better design, the Avenue always gets badly designed infill.
- 2 stories
- I think mixed-use buildings up to 3-4 stories to promote walkability of the area. Some nice street tree plantings would be great. If there's anyway to incorporate bike paths that could connect safely to downtown and the beach that would be great.
- allow mixed use building of up to 2 stories
- I would like to a more stepped approach with single story near the main arteries with a max of 3 stories.
- leave it as is, 2 story maximum
- Aquí en la Avenida no es posible construir más viviendas si la ciudad no cuenta con un sistema de evacuación a una emergencia natural. (Here in La Avenida, it is not possible to build more housing if the City does not have an evacuation system for a natural emergency.)

4. The Ventura School District owns a large, unused property north of Stanley between Hwy 33 and Ventura Avenue. What land use direction best meets your vision for this property? (Note: we expect that any redevelopment of the property will be accompanied with a new public park).

Comments for Other (please specify)

- Low-scale R&D & incubator including a park or open space
- Low scale R&D/incubator including park/open space

- A community center should be best here, a center that serves all ages.....an aquatics facility would be perfect
- Low scale R&D/Incubator including a park/open space
- none
- Correct Stanley traffic patterns before allowing any zoning changes.
- Low scale R&D including park or dog park
- Agree with the fourth option (diversity of housing.) Part of what gives the Westside identity and vibrant community is the mix of housing types and living situations that are accommodated - it is possible for young singles to live side by side with large extended-family households and older retirees. Please encourage this development pattern to continue.
- Low scale R and D Parks and open space
- Make a swimming pool for Westside kids and a large park like Camino Real. Don't develop anything, just make it an open green space with trees and habitat
- Not allowed. Kids in ventura are not getting better education just because a new school is built. Rebuild the existing outdated schools in ventura.
- Low scale structures with ample permeable parking, native landscaping and open space seating areas
- Why isn't there an option for mixed-use? The community wants more amenities in the area and housing. Let's allow for both in this area so we don't limit ourselves to potential.
- A park or community area
- Low Scale R&D/incubator including a park/open space
- Low scale R&D/incubator including a park/open space
- Build nothing more than 2 ~ 3 stories
- What? Have you driven stanley/ventura any time from 7am-9:30 or 3-6pm? It is backed up out onto the 33. I was here during the Thompson fire. You could evacuate. There are even more people now? Where is the evacuation plan? The water????
- Low scale R&D/incubator including a park/open space.
- Encourage development as an R&D campus or tech center
- Change to Office/R&D but only with a 4 story height limit with 3 story Multifamily and openspace/parkland
- Community gardens, community center, youth programs, senior programs, single family homes
- 2 story max. Running out of water and electricity.
- incubator/low scale R&D including a park/open space
- Low scale R&D/incubator including a park/open space
- Dedicate the land to housing land trusts, build a diversity of housing types including duplex, triplex, fourplex, townhomes and 3 story multifamily buildings. Do not turn all the development of this land over to private developers who will be either unable or unwilling to provide more than token affordable units. That land needs to be owned by our community.
- Low scale R&D/incubator including a park/open space
- Don't build any homes
- Diversity of housing AND grocery store

- Low scale R&D/incubator including a park/open space
- Low scale R&D/incubator including large open public space and park. OR: A trade school. Entertainment studios & sound stages.
- Low scale R&D/incubator including a park/open space
- Low scale R&D/incubator including a park/open space
- I don't buy the idea that people should "expect" a new public park. The park needs to be explicit in the General Plan. Stop already with the housing density on the Westside. The circulation pattern can't support it. I like the Livable Ventura idea of a low-rise tech incubator here.
- low scale R&D incubator including a park/open space
- parks and open spaces with natural habitats for wildlife
- Low scale development and park.
- Low scale R&D/incubator including a park/open space
- Build homes for teachers ONLY that are incredibly affordable
- no development
- Low scale R&D. Including park/open space
- low scale R&D/incubator including park and open space
- Low Scale R&D/incubator including a park/open space
- Stop building instant villages. If you're going to build, build single family homes.
- Low scale r and d/ include park, open space
- New middle school or trade high school
- Single family home that are affordable not the huge things that's being built now
- A public pool on the westside!!
- Low scale R&D park/open space
- Plan for additional school or administration buildings needed
- single family homes. no affordable or multifamily units.
- light industrial uses and commercial
- If this were done in an affordable way, it would be acceptable, but traffic is already untenable and we'll need more schools.
- Put another school there; have a school for this side of town.
- Maybe a second supermarket here or a Trader Joes. But traffic is a big big problem
- Low scale R & D/ incubator including a park/open space.
- Would love to see a park or garden site implemented
- Low scale R&D/incubator including a park/open space
- open space/park
- Allow up to 6 story mixed use 5-over-1s. Let a developer choose to build something smaller.
- Allow for single family, and 3-4 story multifamily homes on the VUSD Stanley Avenue Property
- leave the existing buildings as they are now and return fair parking.
- Low scale R&D/incubator including a park/open space
- Office uses no taller than 3 stories and could use more park space
- Low scale R&D/incubator including a park/open space
- Low scale (2-3 story) R&D/incubator and include a park and open space.
- Trade school

- Offices like it was when it was Kinko's (low key) and yes public space.
- low scale R&D/incubator including a park and open space
- R&D incubator including a park/open space
- Leave as is
- Unsure, but would love for it to have tall trees and park like feel
- We need a different on ramp design there, but I'd like to see a Trader Joe's. Otherwise lite industry is still needed
- Allow market rate single family homes.
- Low scale R&D including a park/open space
- Low scale R&D/incubator including a park/open space
- Low scale R&D/incubator including a park/open space
- low cost housing for workers who are getting priced out of the city they live in
- Low scale R&D/incubator including a park/open space
- low scale and open space

5. Olive Avenue between Vince Street and Ramona Street has a diversity of single family, retail, industrial and commercial uses. The current zoning allows commercial and mixed use buildings up to 6 stories and 75 feet. What should be allowed in the future?

Comments for Other (please specify)

- Family homes only.
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings. Continue industrial uses on Westside as those represent jobs for Venturans.
- none
- Correct Stanley traffic patterns before allowing any zoning changes.
- Allow mixed use up to two stories. Oh wow only housing that is affordable to the people already here. If developers can't build affordable housing, tell them to get lost.
- Not allowed.
- Keep as housing
- Keep it the same , no building.
- What? Have you driven stanley/ventura any time from 7am-9:30 or 3-6pm? It is backed up out onto the 33. I was here during the Thompson fire. You could evacuate. There are even more people now? Where is the evacuation plan? The water????
- 2 story max
- Allow mixed-use buildings of up to 6 stories and require all industrial buildings to be visually attractive or be hidden behind an attractive wall, not a fence woven with slats which hides nothing, just contributes to the visual clutter.

- To many home already don't build any
- Up to 3 stories and grocery store
- Allow mixed use up to 3 stories. Require a City Notice to be part of ANY commercial or residential sale stating they understand they are purchasing a property in an active landslide area and that landslide insurance is not available. Must be signed by buyer prior to close of escrow.
- This is a blue-collar residential neighborhood where families live. The streets are narrow and there may or may not be sidewalks which are usually have the required with. Leave it alone. Again, the city is DUMPING on the West Side because they can. I'm already looking at property in Portland and Tacoma because of this outrageous intrusion and aggressive "plan." Just remove the six story designation: we FIRED the last land use guy for precisely this kind of thing. And we'll do it again.
- Keep as is
- Leave it as is.
- No more building!
- Single family homes
- Leave it alone
- No 6 story buildings, use as mixed commercial
- Housing to two stories would be good here, like the section 8 housing recently built.
- this is a neighborhood, one of the oldest in Ventura, and it needs to be allowed to flourish and not gentrified to death
- More racist nonsense: this is our Latino area and they are a community we value.
- These are the homes we know; my family lives here. Don't drive us away.
- Please, this is a neighborhood of small houses.
- Nothing over three stories ever
- We really do not want another Wagon Wheel here. You are taking advantage of the West Side--
-try looking at the east side where everything is bigger, roads and shops and schools.
- Longstanding Latino families here; you will destroy this community. Maybe two stories, but nothing taller
- Many small houses that will be really damaged by giant buildings. Gross and not appropriate
- This old neighborhood should remain low and houses. Many of our Latino families have lived here for many years
- Disgusting and not appropriate. Six stories is exploitation by developers. Water?
- Build single one story family homes.
- this area should stay low profile with no more than two stories
- 2 stories
- I think definitely keep this area small, 3 stories max (expansion alt) but again it would be fun to have some commercial there, and only really light industrial. It would be fun to promote the area like the "funk zone" in Santa Barbara - an art /creative center
- allow retail, commercial and industrial uses up to 2 stories
- 3-stories. Some mixed use and some commercial. Do not restrict to only one or the other.

- No pueden permitir eso , nos exponemos a un tráfico peligroso e inseguro , la avenida no puede perder su historia. (You cannot allow this. We expose ourselves to dangerous and unsafe traffic. La Avenida cannot lose its history.)

6. Use the space below to tell us how you would improve your selected alternative.

Base Alternative

- Any new building must incorporate electric solar production to provide 100% of their energy usage. Large water harvesting systems included in all new construction. Grey water systems should be installed for landscape irrigation. Regulations put in place to keep investors from displacing current residents.
- No new development. Traffic in Ventura is becoming absolutely horrendous, there is not enough water for the existing citizens, our infrastructure is not being updated by developer funds, and the housing being built is well beyond what Venturans can afford. Ventura leaders need to place a moratorium on new construction outside of repurposing existing buildings. Continue industrial uses on Westside as those represent jobs for Venturans.
- no build
- Redistribute land ownership back to ventura locals. The current land usage should be towards building communities such as redesigning skateparks, existing schools, and the ventura beach. We will NOT tolerate industrial business. We will not tolerate 6 story buildings.
- Maximize height of buildings and add a shopping center at the intersection of stanely and warner. Please send each parcel owner along the westside a mandatory survey.
- Conserve our water resources by limiting growth. More growth (additional residents/industry) will impact strain on scarce available water.
- There has been too many high-rise apartment buildings built around Ventura county over the last couple of years we do not need to have any more highways buildings we already have more people living in this area than there should be traffic is bad you can't go anywhere on the weekends we are already over populated we need to leave the land as it is and don't build any more
- Consider the impact on traffic in the area. This area COULD NOT evacuate during the Thomas Fire. It is critical that any housing development include either expanded ingress/egress infrastructure into and out of the area.
- Take all six-story (go to SB and try to find six stories--not happening because they VALUE the nature of their community and neighborhoods.) zoning down. These are false dilemmas and you should be ashamed; we're not stupid. This is the most historic part of Ventura, and you want to make it into a corridor of high-density housing. NOT acceptable at any level. Have we talked about water yet? Or streets? Or schools? Or fire and police protection? Be ashamed that you are once again trying to destroy community and history.
- 3 story mixed use
- No more housing. Boys & girls club was shut down and the WestSide desperately needs a safe place for kids along with a place for families to get resources. Perfect example is Carpinteria

Childrens Project. It is a hub for the community and what the WestSide desperately needs. Not more homes or 3, 4, 6 story buildings.

- Focus on fixing the roads and updating/maintaining current buildings. No need to add more housing to a cramped part of town.
- Current industrial area provides lots of tax money and spending money on restaurants/stores from workers in the area.
- Homes need to be reasonably sized and priced what's being built now and recently is unattainable for most of ventura
- Put more housing in the agriculture area. Less innWest side
- No residential houses on Stanley, access and freeway can not handle it. We need to keep commercial land use for Ventura residents to have work from lower income families
- Focus less on building more housing that requires water we don't have. Leave current business alone.
- Surprisingly, the base alternative has a lot of 6 story mixed used zoning which I appreciate and don't think should be changed. My biggest issue is the heavy industrial adjacency. In my opinion, this heavy industrial adjacency hurts the prospects of utilizing this space, for both commercial and residential uses, so hybridizing Base with Core, generally allowing higher density and buffering heavy industry by moving it farther away or removing it seems ideal.
- Leave everything as is, we cannot afford this
- The west side needs to maintain modest homes and rentals. 6 stories is too much visually and literally too heavy for the river bottom area in earthquake country.
- New housing is being proposed way, way too much in our city. Too much traffic, water crisis and other things we need to address more.

Core Alternative

- require 15% low income affordable housing on the Stanley VUSD site
- Don't forget the west side skatepark.
- I don't want to see building on the Avenue exceed 3 stories. I want traffic issues to be resolved first.
- Fuck NIMBY
- I'm concerned about parking, traffic and emergencies. My priority is to maintain and expand open and park lands.
- No more building...!
- Move the compressor
- Move poor people out and gentrify the neighborhood.
- Reduce parking and increase bikeways and transit options throughout the westside, and encourage shifting longer trips to bikes with ebike subsidies and serious cycling infrastructure like protected lanes and better multimodal transit options
- Allow for a variety of housing types, including 2 story detached single family, and 3-4 story multifamily condos/apartments on the VUSD Stanley Avenue Property

- For equity purposes, we should try to reorient the zoning to have more buffer between heavy industry and residential. The heavy industry in my opinion should try to be in the Arundell neighborhood where it is more segregated from residential.
- Please reconsider the elimination of heavy industry, as the jobs in those fields are critical to the economy of the city and county.
- Planners/developers need to stop developing housing right next to industrial operations. The low-income, people of color keep moving next door to industrial businesses because it less expensive, then blame the businesses for health impacts. Wrong!
- These MUST be affordable to low and middle income people. No more gentrification on Ventura Avenue! They are pushing out communities of color. these are old neighborhoods and many people have been here for generations. We must help them rather than push them out.

Expansion Alternative

- The West Side is such an underutilized resource! It is blessed with cool ocean breezes and easy access to downtown and the beach. The Hobo Jungle and industrial nature are what impede its development. Allowing single-family homes to be built on the city parcel will help bring in gentrification that could change the whole (historic) nature of the Avenue as a "no-go" zone. We can see this already happening with the new SFD homes near School Canyon road.
- none of the options fits my vision of the westside, have office/R&D at the school property site, base on the industrial area west of Olive, Expansion on Olive, expansion or distributed on the Ave south of Stanley and the distributed option along the Ave north of Stanley
- Would just like to see less industrial, more upscale businesses, nice housing. Try to get rid of some of the dilapidated houses with industrial storage in the yards on the Avenue
- Find water for all these people
- Thank you.
- Traffic coming on and off the freeway at Stanley will be a huge problem if we are increasing the number of homes. Also the space that VUSD owns, even if they sell it, should be used to give teachers the opportunity it's to buy a home. ONLY TEACHERS should get the opportunity to buy a home that they would be able to afford with the VUSD salary schedule. If we don't give places for our teachers to live they will leave. The majority of new homes built, other than the teacher housing, should also be affordable for the working class. We need to support and build for our working class not for rich out of towners.
- Something should be done to clean up the area near the Ventura river in order to discourage the homeless encampments.
- High quality small businesses, single stand alone housing or 3 story housing, parks and green spaces
- Nothing higher than 4 stories.no waivers.
- Stop building over priced ugly condos, they are not for the current citizens of Ventura, they are for outsiders.
- I recommend limiting the height of new buildings to 3 stories maximum to ensure the integrity of existing single story architecture or houses.

- The main thing is do not over build..... keep the charm, design well thought out structures . Add community center . Pickle ball courts, recreation area.

Distributed Alternative

- More mix use 4.
- Allow mixed use on Olive Street. However allowing industrial uses to continue is ok too, I would not want to force them out because their hands are tied in terms of expanding on the property they already own.
- Allow mixed use up to three stories on Olive.
- While I like that the zoning along the Avenue allows for mixed use, I think that there can be more mixed-use inland on the larger connector streets. Especially Northern Avenue area.
- Just please don't build higher than 2~3 stories. Add additional bike / waking paths, the Avenue is very busy with public use; walking & bicycles.
- Ask existing corporations Along Stanley and Avenue towards Shoshone to beautify and hide the blight they bring. They should also beautify any of their exposure by DeAnza so kids don't need to look at the junkyard. Starting to beautify the west side as it is, would go along way and seems to be an easy way to start making immediate improvement. Also, these new developments need to include community improvements to public spaces-fix sidewalks, more trees, landscaping, small parks, etc.
- Insist that the owners of the properties along the Avenue near Stanley clean up their blighted buildings. Make barbed wire illegal
- Small town squares and gated communities with small houses for the aging population of the city and county
- Add more freeway entrances/exits since there will be more traffic on the avenue and it is only one lane each direction.
- No sky scrapers in OG vta
- I selected distributed based on the descriptions provided in an alternative pdf, but I don't feel that this correlates with some of the multiple choice provided. I agree with mixed use, neighborhood feel, walkability / bike ability, supporting employment, commercial, new town center, more parks and green spaces, increasing available housing, converting to light industrial or less
- Development should be North of Stanley and rehab areas South of Stanley by getting rid of the Gas Compressor and rehabilitating heavy commercial uses to light industrial/Flex uses.
- Mixed use already exists and should expand
- Important to reduce heights to 3 stories, I like the town center concept, need additional housing on the Westside
- listen to the community! thanks for doing a survey at least

No Alternative Selected

- Use the space below to tell us how you would improve your selected alternative.
- Three-story mixed use along Ventura Avenue and Olive Street only
- Three story mixed use along Ventura Ave and Olive St only

- I don't believe the expansion is very well thought out. Feels as if you're pandering to big city money. Why not leave Ventura in the state of low-key, family lifestyles rather than a fast paced party atmosphere for those 35 and younger. Have you ever considered building affordable senior housing for residents that have lived and worked here all their life?
- 3 story mixed use along Ventura Ave and olive st only. Stanley and Ventura low scale neighborhood center(commercial). School District land. Low scale R&D/incubator including a park/open space
- 3 story mixed use for Ventura Ave/Olive only; Stanley/Ventura, low scale neighborhood center; school district land, low scale R&D including park
- three Story mixed along ventura /olive st only- Stanley & Ventura -Low scale neighborhood center- School district land-Low scaleR&D incubator open park space /trader Joes
- 3 story mixed use along Ventura Avenue and Olive St. only. low scale neighborhood center at Stanley and Venture Ave.
- Maintain the character of the Ave. Listen to the community and not the developers. Nothing more than two stories on olive. Maintain the character of a single family neighborhood with affordable and sustainable housing. Do not dense us out And destroy the quality of life that we have now
- Low scale buildings not over 3 stories. Match character of Buena Ventura Mission, with plaza and open space park area and permeable parking and native landscaping with water features and local artworks.
- Low scale, affordable that ACCTUALLY SUPPORTS the LOCAL community and not lining the pockets of Los Angeles Fat Cats!
- Do not build please keep ventura ave the same
- Ventura Ave and Olive st - 3-story mixed-use only Stanley & Ventura Ave - Low-scale neighborhood center (commercial only) School District land - Low-scale R&D/incubator including park/open space
- Three story mixed use along Ventura Ave and Olive st. only Stanley and Ventura - low scale neighborhood center (commercial) school district land - low scale R&D/incubator including a park/open space Demographics
- 3 story mixed use along Vta. Avenue and Olive St. only. Stanley and Ventura - low scale neighborhood center (commercial). School District land - low scale R&D/incubator including a park/open space.
- 2 story only. out of water and electricity.
- Three story mixed use along Ventura Ave and Olive Stanley and Ventura Ave- Low scale neighborhood center. School District land- Low scale R&D/incubator including open space or a park
- Three story mixed on Olive and Ventura. Low scale neighborhood Center on Stanley and Ventura Ave Low scale R&D/incubator including a park/open space on School District land
- Three story mixed use along Ventura Ave only, Stanley and Ventura Ave- low scale neighborhood center School District land- Low scale R&D/incubator including a park/open space
- 3 story mixed use along Ventura Ave and Olive Street only. Town Center at Stanley and Ventura Ave with up to 3 story. Trade school at this location or at Avenue School.

- Given that the Westside houses the largest number of the low and very low income residents, I would like to see the city and other nonprofit agencies obtain a number of properties that can be developed as housing land trusts, also have regulations that give anyone displaced by housing development first choice of the new units and if necessary housing support while the new units are being built. The buildings along Ventura Avenue and Olive can be mixed use and visually attractive with regulations to prevent the ground swell of increased housing prices that occur with community improvements. This will help the current population of the Westside maintain their local communities so important for everyone's wellbeing.
- Three story mixed use along ventura avenue and olive street only.
- Leave westside alone - expansion is not needed.
- Three story mixed use along Ventura Ave and Olive St only Stanley and Ventura – Low scale neighborhood center (commercial) School District land - Low scale R&D/incubator including a park/open space
- 3 story mixed use along Ventura Avenue and Olive Street only. Improve freeway on and off ramps. Create an area for artistic reuse, artist lofts, entertainment industry studios and soundstages. R&D campus or Bergamont Station Arts Center type galleries on school district land with ample public open space and outdoor venue. Plant trees and native bushes and ground cover to absorb pollution.
- Three story mixed use along Ventura Ave and Olive St only Stanley and Ventura – Low scale neighborhood center (commercial) School District land - Low scale R&D/incubator including a park/open space
- Three story mixed use along Ventura Ave and Olive St only Stanley and Ventura - Low scale neighborhood center (commercial) School District land - Low scale R&D incubator including a park/open space Demographics
- I feel all the increased residential and mixed use density proposals for the Westside are contrary to environmental justice principles. There are no other residential neighborhoods in the City being proposed for this kind of density.
- No higher density spaces. mixed used of 3 story or less on stanly ventura ave and olive. school distrcit land, park or open space low scale r&D incubator
- please clean up industrial areas and get rid of industrial clutter. Please make more parks and natural open spaces for wildlife and people to enjoy thank you
- 3 story mixed use along Ventura Ave and Olive St only.....low scale neighborhood center.....park.....improve roads and access to 33 freeway
- Three story mixed use along Ventura Ave and Olive St only
- Three story mixed use along Avenue, & Olive only. Low scale for school district land including open space/parks
- Three story mixed use along Ventura ave and Olive street only. Stanley and Ventura - Low scale neighborhood center(commercial). School district land-Low scale R&D/incubator including a park/open space
- Three story mixed use along Ventura Avenue and Olive Street - only Stanley and Ventura Low scale neighborhood center on commercial, School District land.
- 3 story mixed use along Ventura ave and olive only. Stanley and Ventura low scale neighborhood center, commercial. School district land, park and open space, low scale r and d

- Low scale projects only. Mixed use, R&D, open space. Let rehab the properties that exist rather than ignoring those and building new. Take care of the history we have here.
- Stop your whole "pave it all and build it tall" campaign. You work for us, and the people, our community must have a voice.
- All the alternatives abuse our historic and real neighborhood. Take this development to the east side where they have less dense housing and much bigger streets and more shopping of all kinds. Do not destroy us.
- Respect our values and community. Look at our already stressed roads and schools.
- Don't dump all the development on the west side. Don't destroy our Latino community. Put a lot more development on the east side==starting with everything at the intersection of Petit and Telephone.
- This is, at best, a stupid and greedy plan; you care nothing about the people of our area or about our small businesses or about our values and history.
- Take your racist policies away: we are the Latino culture and we deserve to have a place here
- We are the oldest neighborhood in Ventura and we deserve not to be made into a horrible set of towers
- Nothing over three stories ever
- Why don't you distribute your giant housing (water?) over the whole city rather than dumping it in a few places?
- You clearly do not understand or care about our history or values; we need to find people who value this city and this community.
- We don't have water or streets for any of this. Look at east side where they have lots of big stores and big streets. Don't dump on the West Side.
- Don't let your racist ideas wreck our community
- This is our community which you want to dissolve into urban horror. We do not deserve this: be ashamed. And know that we will NOT tolerate this, whatever it take to get rid of the forces who wish this: remember Rick Cole
- Three story mixed use along Ventura Ave - low scale neighborhood center (commercial) School District land - low scale R&D/incubator including parking / open space.
- Keep the buildings at three stories. Build more parks.
- Low scale R&D/incubator including park/open space Demographics
- Limit to 3 stories for mixed use.
- Limit massive construction especially until water, utilities issues addressed. Also, additional egress
- Three story mixed use along Ventura Ave and Olive St only Stanley and Ventura –
Low scale neighborhood center (commercial) School District land - Low scale
R&D/incubator including a park/open space
- None of the above for q6. The Avenue should be changed to 3 story max and olive too
- three story mixed use along Ventura Ave and Olive St. only Stanley and Ventura - low scale neighborhood center (commercial) School district land - low scale R&D/incubator including a park open space

- 3 story mixed use along VTA ave and Olive only. Stanley and Ave low scale neighborhood center. School Dist land 1-2 story R&D/incubator with park and open space.
- too much density is being pushed into the west side, more development needs to happen on the east side of town.
- Please be consistent with WCC Westside Vision. Thank you.
- Mixed use does not work (see Mayfair) especially with not set back, need a set back in these corridors. Three story maximum. School district land, convert back to offices like when it was Kinko's.
- Three story mixed use along Ventura Ave and Olive St only. Stanley and Ventura- Low scale neighborhood center (commercial). School District land- Low scale R&D/ incubator including a park/open space
- I would like to see a maximum of 4 stories throughout the west end, with plenty of green/park space included in the development. A community center with retail shopping will clearly be a necessity with the additional population, and I feel as though that area should be the lone 4 story exemption. It is hard for me to see the existing roads/infrastructure accommodating the population of 6 story buildings
- number 6 , none of the above. allow residential, retail, commercial and industrial uses up to 2 stories
- None of the above is good direction for Ventura.
- 3 story mixed use along Ventura avenue and olive street only
- It appears that i've selected the expansion & distributed alternatives with the goal being to avoid cramming more density into a congested area of the community.
- 3 story mixed use along Ventura Ave and Olive Street only. Stanley & Ventura - low scale neighborhood center (commercial). School district land- low scale R&D/incubator including a park/open space
- Three story mixed use along Ventura Ave and Olive St only. Stanley and Ventura - Low scale neighborhood center (commercial). School District land-Low scale R&D/incubator including a park/open space.
- Three story mixed use along Ventura Ave and Olive St only Stanley and Ventura – Low scale neighborhood center (commercial) School District land - Low scale R&D/incubator including a park/open space
- 3 store mixed use, no taller. this is not LA or orange county. please stop trying to make it that.
- La avenida no necesita edificios de 4 o 6 pisos por razones de seguridad. (Ventura Avenue does not need 4-to-6 story buildings for security reasons.)