

# Downtown Background Information

March 7, 2023

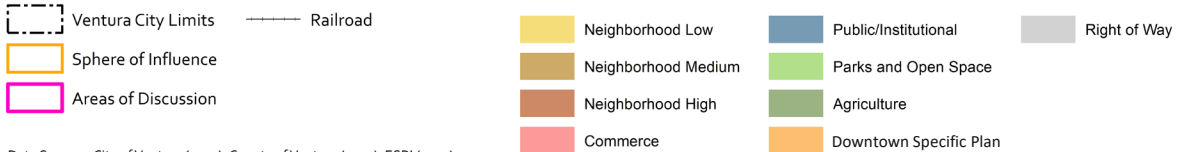
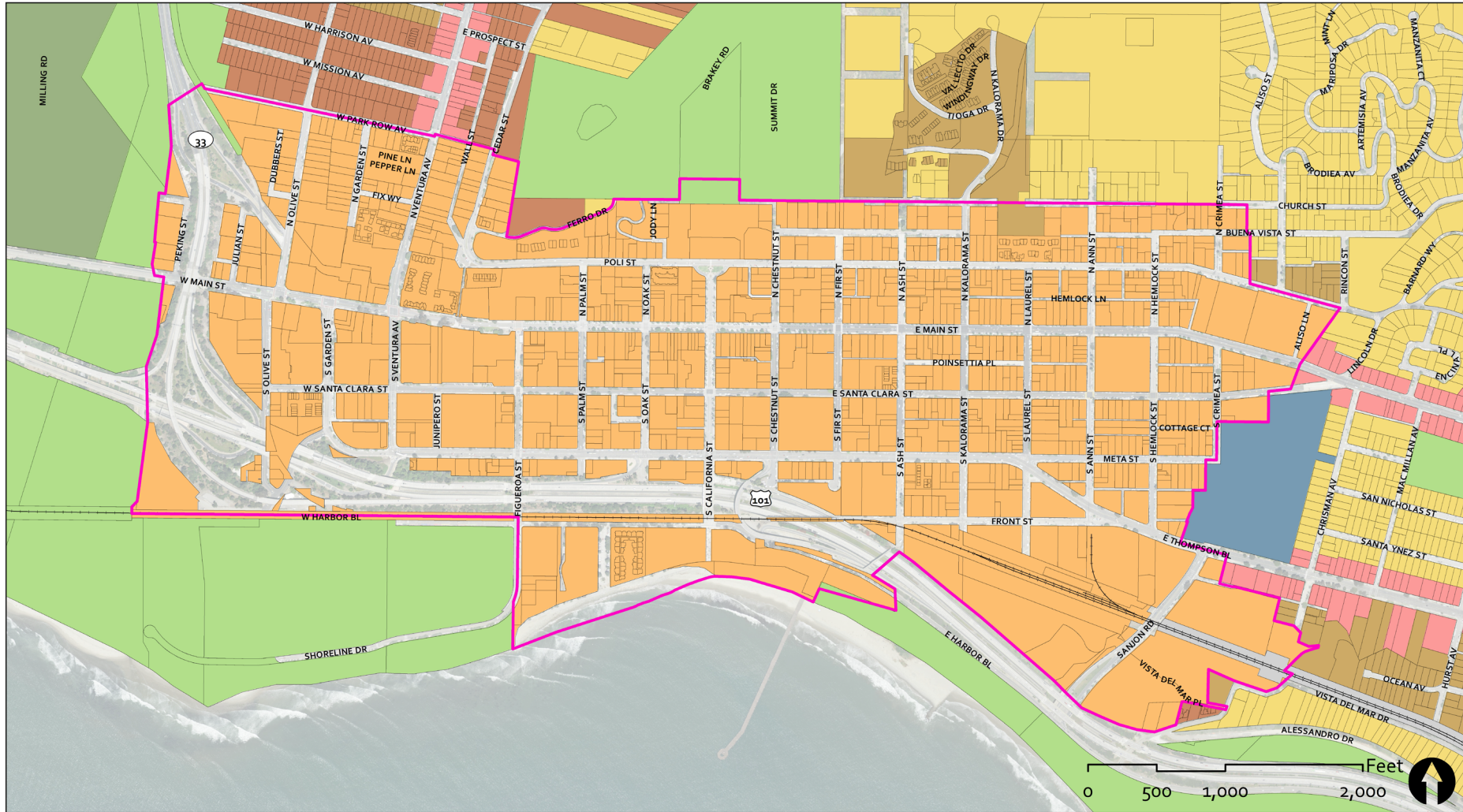


# Existing Policy Direction, Land Use, and Zoning

# Guiding Policy/Regulatory Documents

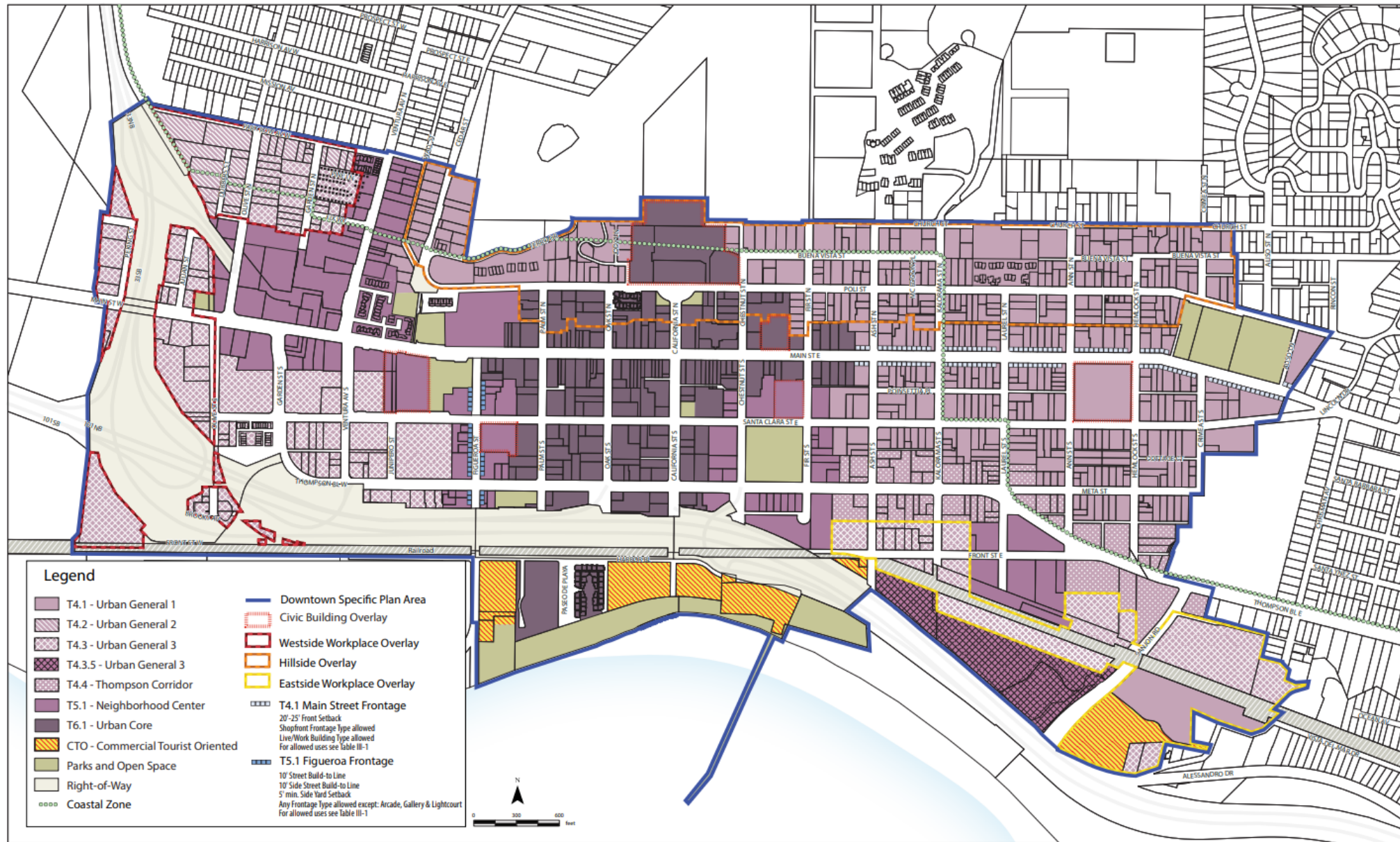
- **General Plan:**
  - Market Downtown as a Cultural District
  - Attract uses that create “around-the-clock” activity
  - Focus future residential and commercial growth in this area
- **Downtown Specific Plan:**
  - Maintain the scale of downtown’s historic development pattern and prevent large, monolithic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

# Current Land Use Designations



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

# Current Zoning

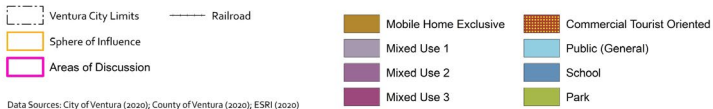
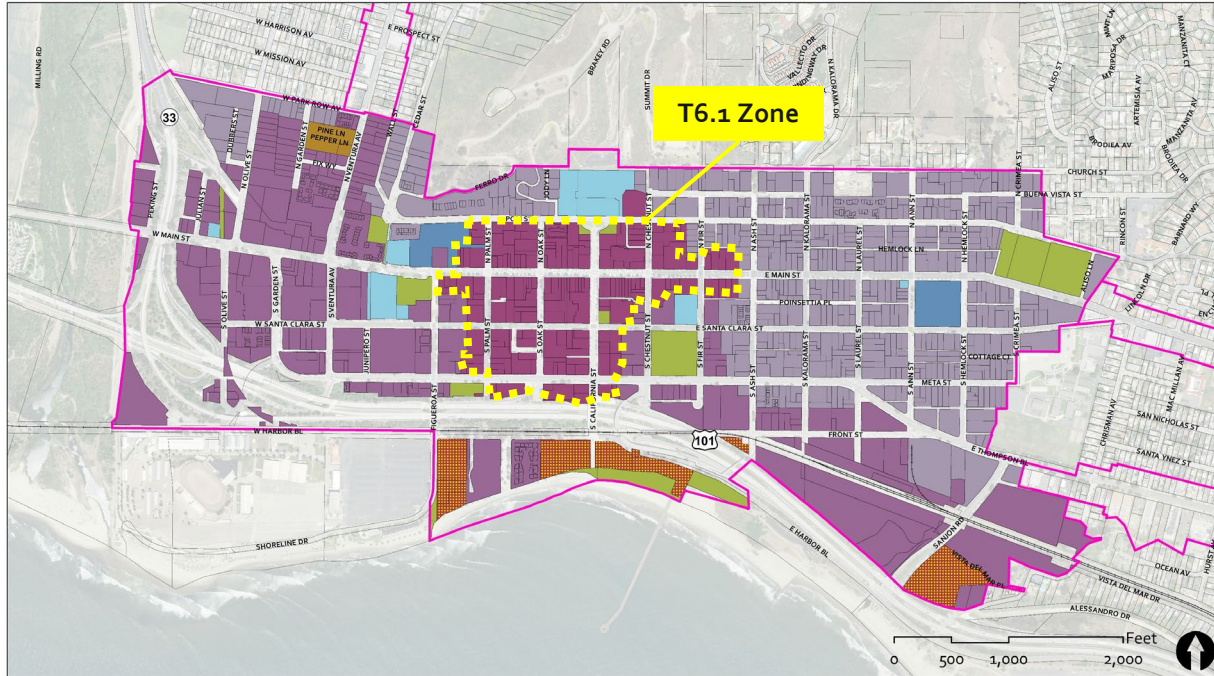
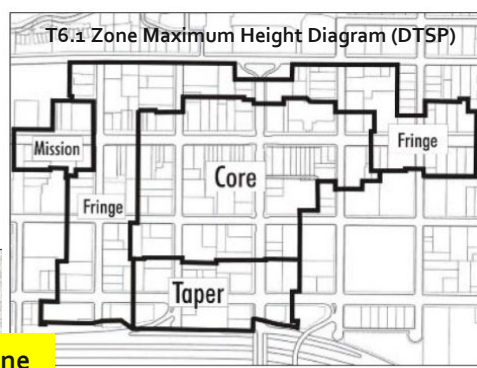


# Relevant Zoning - Summary

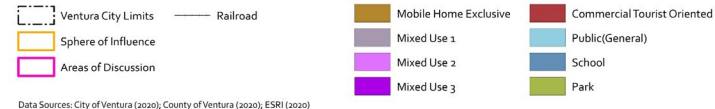
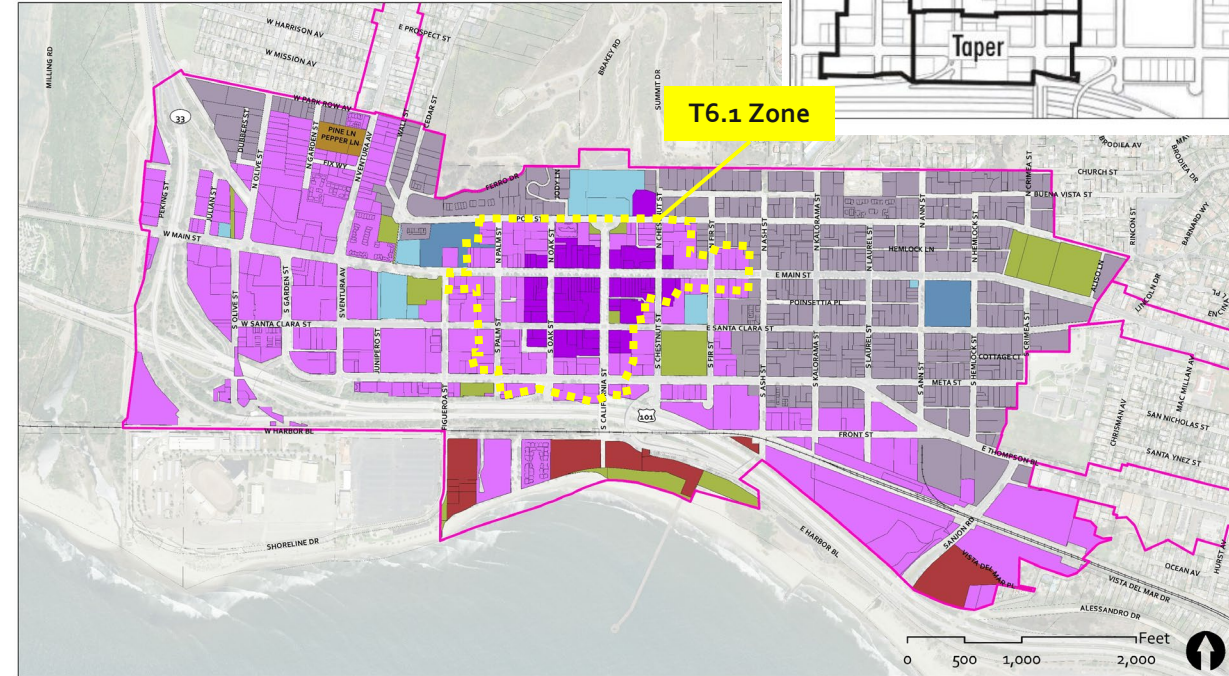
Zoning Code	Zoning Name	Description	Source (Zoning Code, Specific Plan, etc.)	Max. Height (ft)	Max. Height (stories)	2005 GP Designation	Proposed New GP Designation (Base)
T4.1	Urban General 1	Lower-density residential with neighborhood-serving uses. Specifically regulates lots along the Main Street corridor	Downtown Specific Plan	24 (20% of building may be 36)	2 (20% of building may be 3)	Downtown Specific Plan	Mixed Use 1
T4.2	Urban General 2	Lower-density residential with neighborhood-serving uses	Downtown Specific Plan	24 (40% of building may be 36)	2 (40% of building may be 3)	Downtown Specific Plan	Mixed Use 1
T4.3	Urban General 3	Mid-rise residential with neighborhood-serving uses	Downtown Specific Plan	41 (15% of building may be 53)	3 (15% of building may be 4)	Downtown Specific Plan	Mixed Use 2
T4.3.5	Urban General 3.5	Specifically regulates promenade parcels north of US-101, west of Sanjon Road, and south of Union Pacific Railroad	Downtown Specific Plan	53 (40% of building shall be 41)	4 (at least 40% of building shall be 3 stories or less)	Downtown Specific Plan	Mixed Use 2
T4.4	Thompson Corridor	Lower-density residential with neighborhood-serving uses. Specifically regulates lots along the Thompson corridor.	Downtown Specific Plan	29 (40% of building may be 41)	2 (40% of building may be 3)	Downtown Specific Plan	Mixed Use 1
T5.1	Neighborhood Center	Dense commercial retail and mixed use. Specifically regulates lots along the Figueroa Street frontage	Downtown Specific Plan	42 (25% of building may be 54)	3 (25% of building may be 4)	Downtown Specific Plan	Mixed Use 2
T 6.1 Taper	Urban Core	Mixed use with the highest development intensities and greatest variety of uses in the City	Downtown Specific Plan	44 (15% of building may be 56)	3 (15% of building may be 4)	Downtown Specific Plan	Mixed Use 2
T 6.1 Mission	Urban Core	Mixed use with the highest development intensities and greatest variety of uses in the City	Downtown Specific Plan	44 (25% of building may be 56)	3 (25% of building may be 4)	Downtown Specific Plan	Mixed Use 2
T6.1 Fringe	Urban Core	Mixed use with the highest development intensities and greatest variety of uses in the City	Downtown Specific Plan	44 (25% of building may be 56)	3 (25% of building may be 4)	Downtown Specific Plan	Mixed Use 2
T6.1 Core	Urban Core	Mixed use with the highest development intensities and greatest variety of uses in the City	Downtown Specific Plan	56 (20% of building may be 68)	4 (20% of building may be 5)	Downtown Specific Plan	Mixed Use 3
P	Parks	Recreational facilities and some neighborhood services	Zoning Code	30	N/A	Parks and Open Space	Parks

# Land Use Alternatives

# Corrections Made to Downtown Base Alternative



**Original Base Alternative for Downtown**  
(Released to the public August 30, 2022)



**Revised Base Alternative for Downtown\***

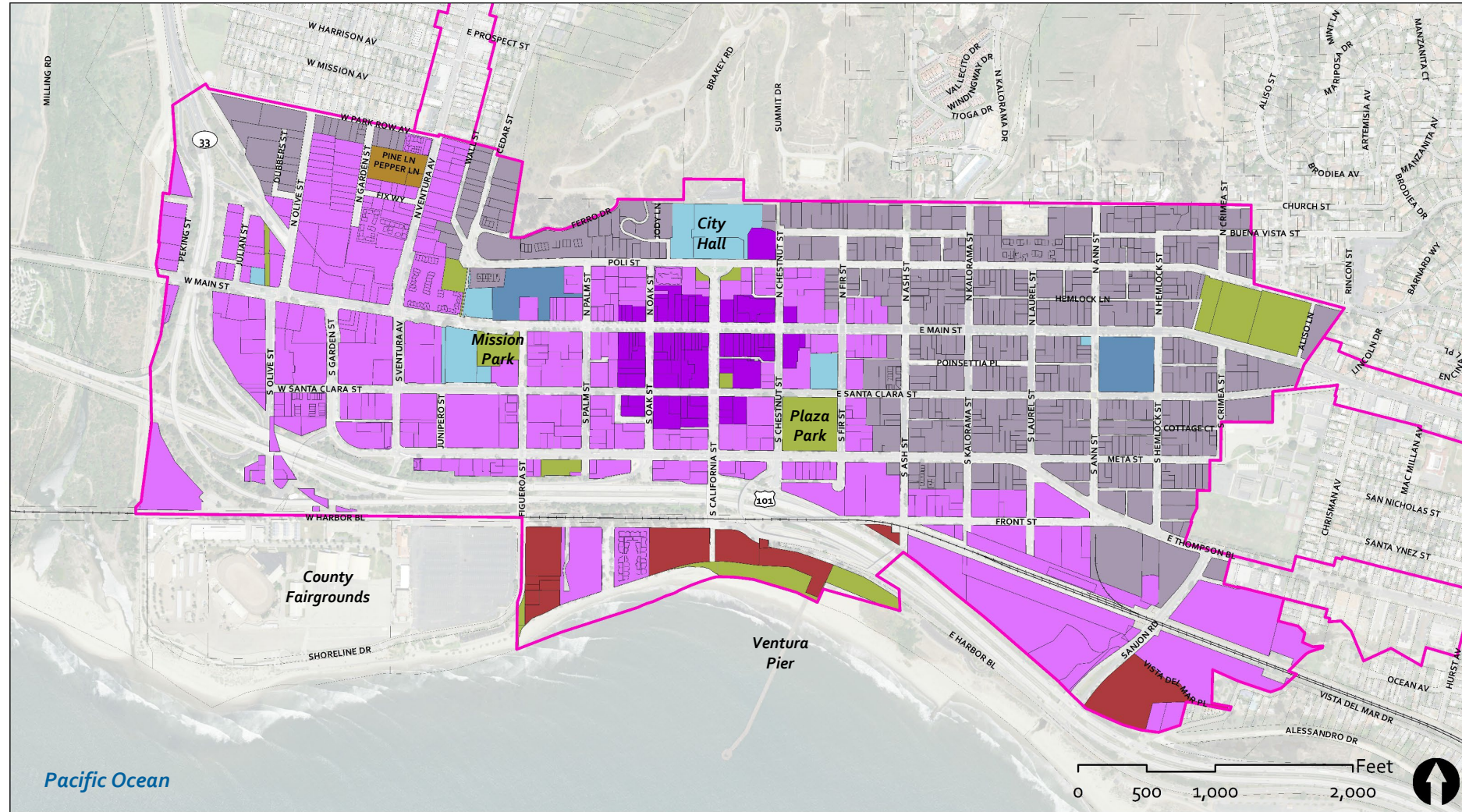
- Corrected the base land use designations for parcels zoned T6.1 to match Downtown Specific Plan regulations.
- Changed parcels in the Fringe, Taper, and Mission areas from Mixed Use 3 to Mixed Use 2.

\*Please note that the land use colors have also been updated to enhance clarity.



# Downtown - Base

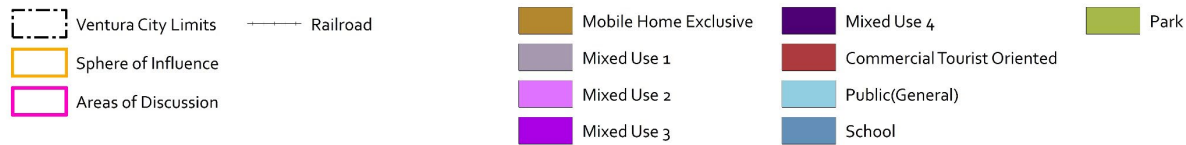
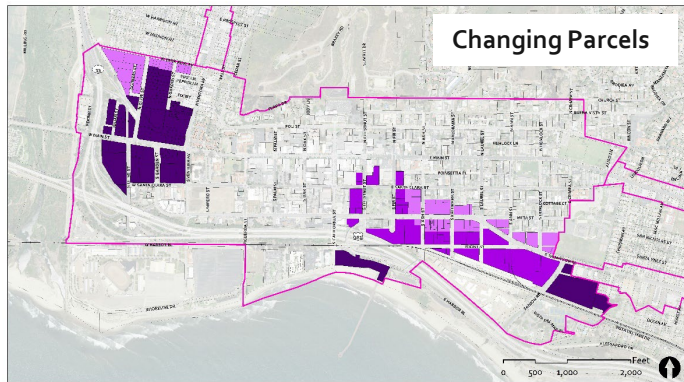
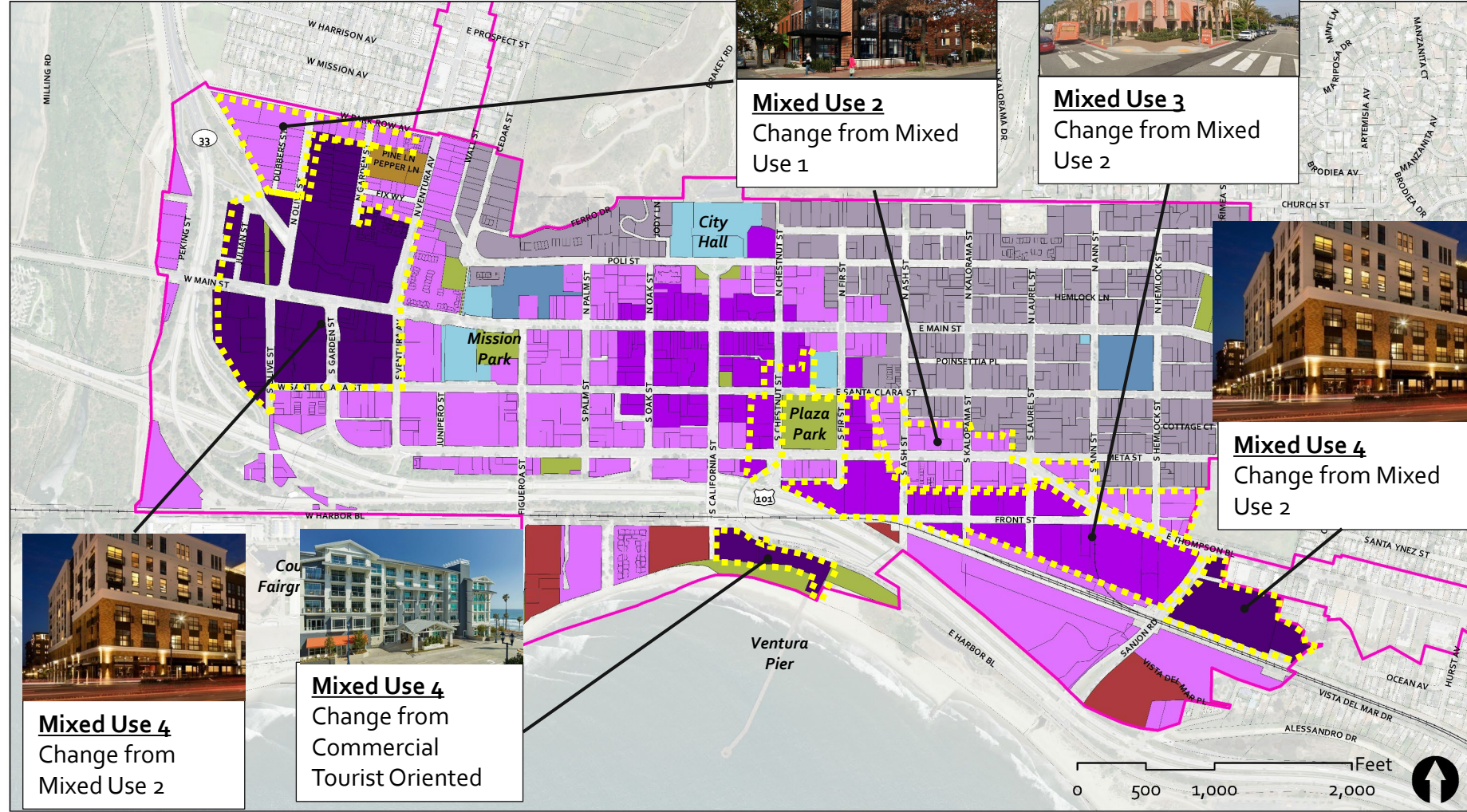
- Implements the broad vision/intent of the Downtown Specific Plan that reinforces Downtown as the heart of the city with a diverse mix of residential, retail, entertainment, visitor-serving, and employment uses.
- Normalizes all zoning districts from the Downtown Specific Plan into proposed land use designations. The majority of the Downtown is Mixed Use 1, 2, and 3, which allows for mixed use buildings between 3 and 5 stories.
- Note that existing height restrictions in zoning (including the percentage of the top floor that can be built) would remain in place. There are additional subarea and building type standards in the Downtown Specific Plan that influence height. The General Plan will continue to allow heights per those standards.



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

# Downtown - Core

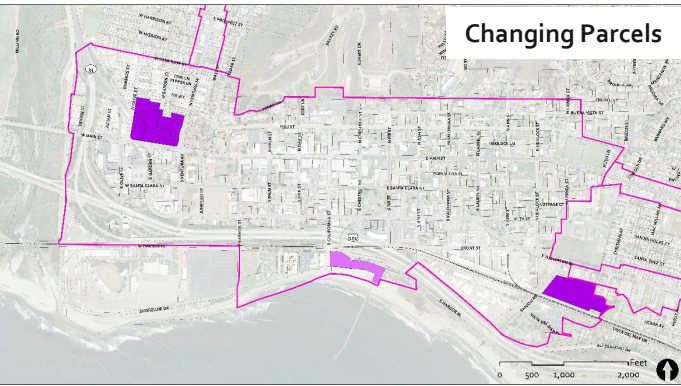
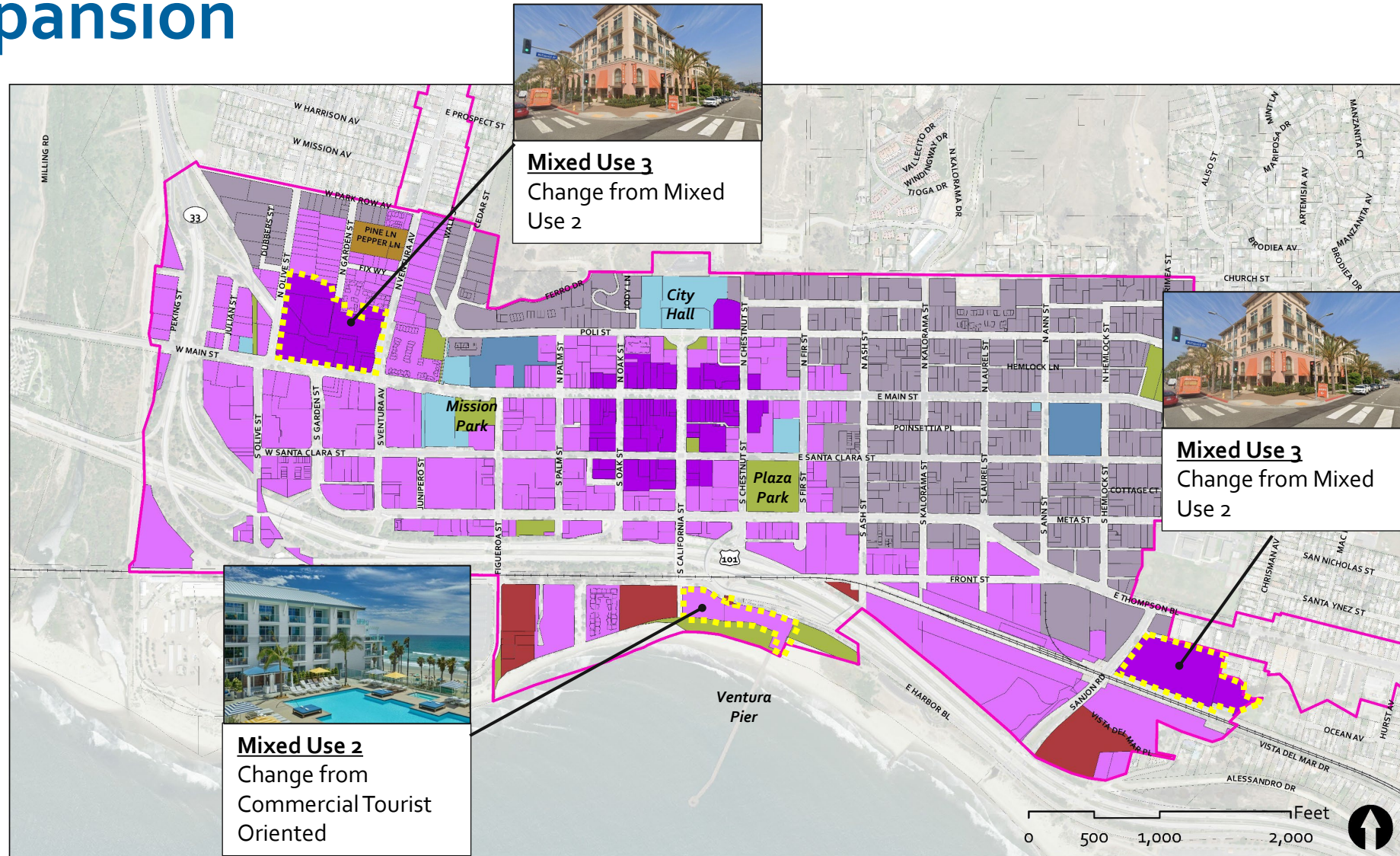
- Identifies the Downtown as an area for a significant amount of new development.
- Expands development capacity on the east and west sides of Downtown to allow for an increase in multifamily housing and jobs, while maintaining the current zoning (i.e., building heights) in most of the area.
- Activates the beachfront with the addition of Mixed Use 4 (6 stories) to allow additional retail and new visitor serving uses (e.g., hotels).
- Expands development capacity around Plaza Park and the Thompson corridor.



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

# Downtown - Expansion

- Maintains most of the existing land use designations.
- Increases allowable height and density at Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories). Additional policies would be put in place to maintain a strong retail component (e.g., grocery store).
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.
- Increases the City yard on Sanjon from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories).



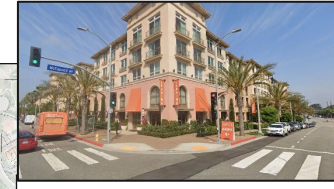
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Downtown - Distributed

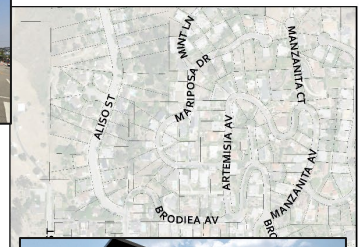
- Maintains the vision in the Downtown Specific Plan but allows for some increases in height on the east and west sides of Downtown to accommodate more housing and jobs.
- Increases allowable height and density of Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 4 (6 stories).
- Increases heights by 1 story around Mission Plaza, around Plaza Park, and along Thompson to encourage additional development.
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.



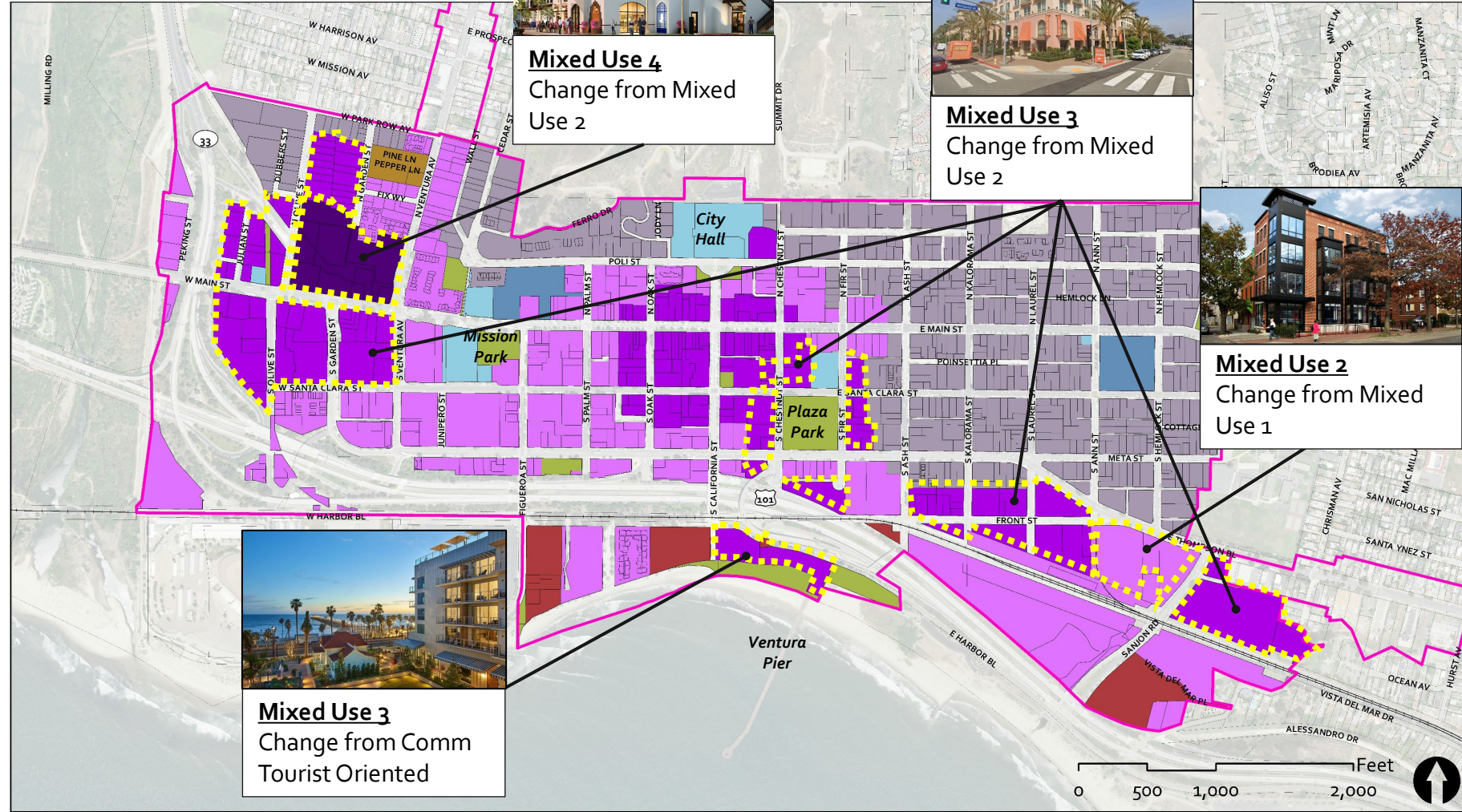
**Mixed Use 4**  
Change from Mixed Use 2



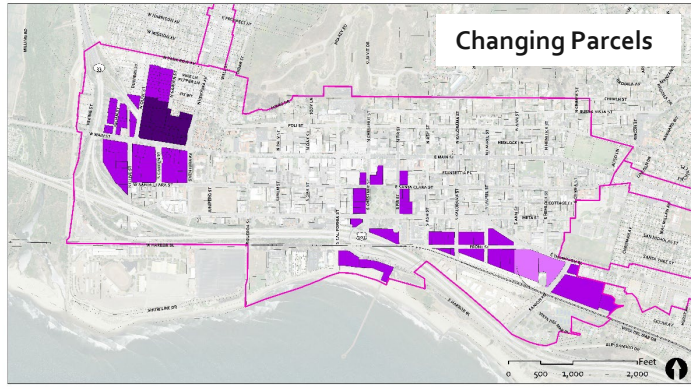
**Mixed Use 3**  
Change from Mixed Use 2



**Mixed Use 2**  
Change from Mixed Use 1



**Mixed Use 3**  
Change from Comm Tourist Oriented



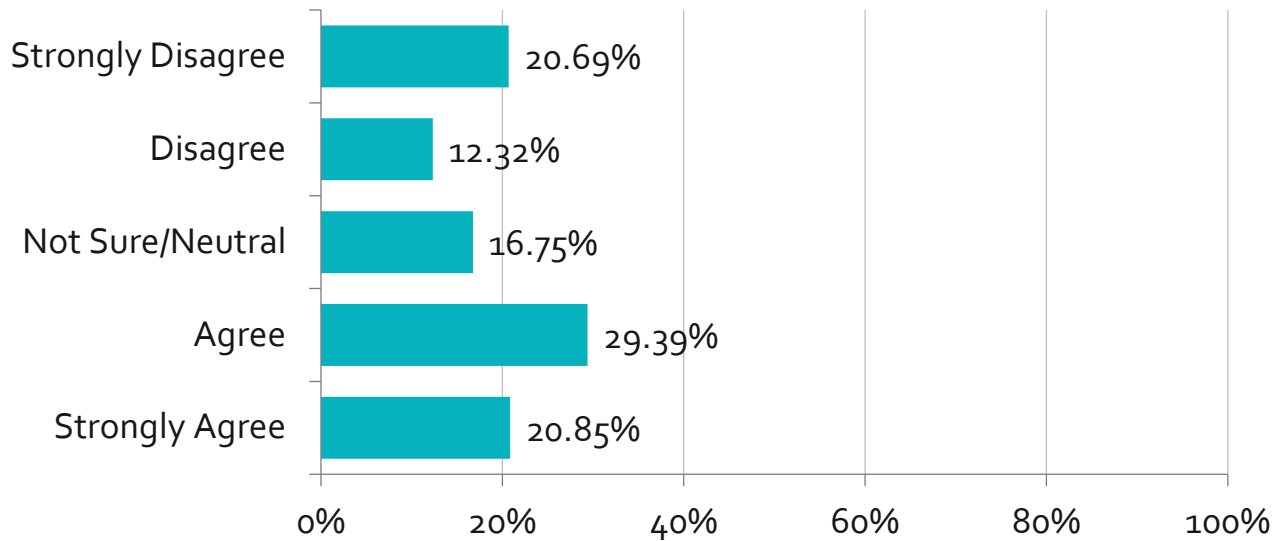
Ventura City Limits	Railroad	Mobile Home Exclusive	Mixed Use 4	Park
Sphere of Influence		Mixed Use 1	Commercial Tourist Oriented	
Areas of Discussion		Mixed Use 2	Public(General)	
		Mixed Use 3	School	

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

# Survey Results

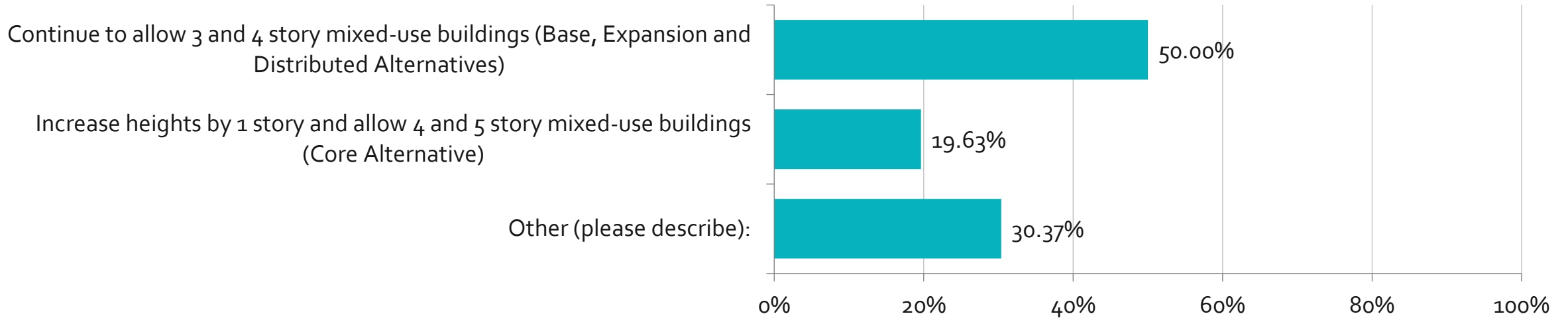
- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.
- Spanish results are included in the tables but not the bar charts

**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.**



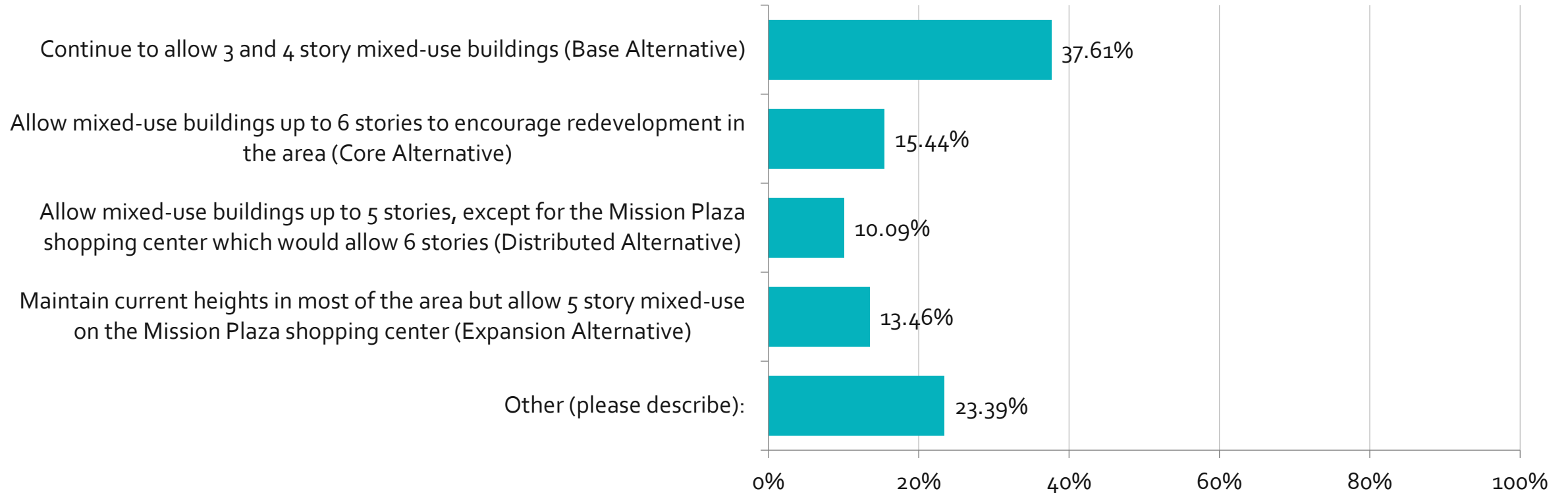
Answer Choices	English	Spanish
Strongly Disagree	20.69% (126)	33.33% (1)
Disagree	12.32% (75)	66.67% (2)
Not Sure/Neutral	16.75% (102)	0
Agree	29.39% (179)	0
Strongly Agree	20.85% (127)	0
<b>Total</b>	<b>609</b>	<b>3</b>

**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.**



	English	Spanish
Continue to allow 3 and 4 story mixed-use buildings (Base, Expansion and Distributed Alternatives)	50.0% (326)	0
Increase heights by 1 story and allow 4 and 5 story mixed-use buildings (Core Alternative)	19.63% (128)	66.67% (2)
Other (please describe):	30.37% (198)	33.33% (1)
<b>Total</b>	<b>652</b>	<b>3</b>

**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.**

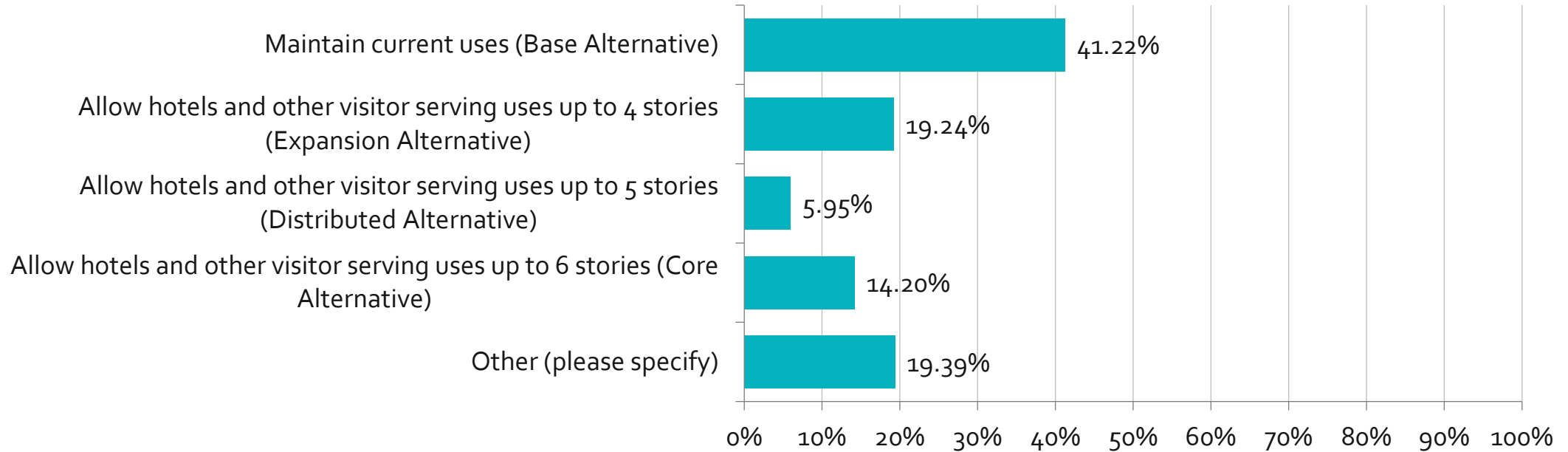




**Q19: The west side of downtown, generally between Ventura Avenue and Hwy 33, contains a mix of lower-scaled uses, including the Mission Plaza shopping center, commercial uses, residential uses, and some industrial uses adjacent to the highway. Please tell us your preference on the future of this general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

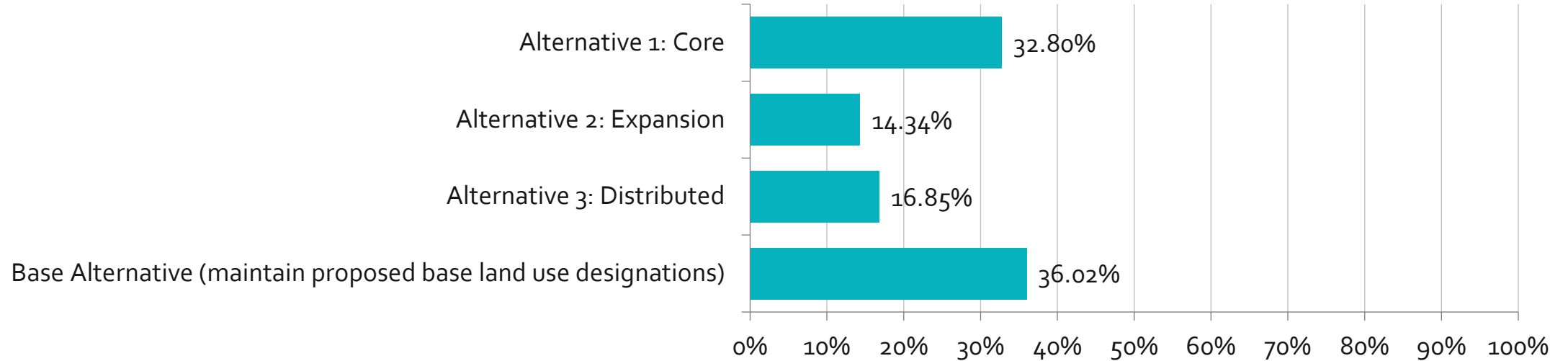
Answer Choices	English	Spanish
Continue to allow 3 and 4 story mixed-use buildings (Base Alternative)	37.61% (246)	0
Allow mixed-use buildings up to 6 stories to encourage redevelopment in the area (Core Alternative)	15.44% (101)	33.33% (1)
Allow mixed-use buildings up to 5 stories, except for the Mission Plaza shopping center which would allow 6 stories (Distributed Alternative)	10.09% (66)	0
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)	0
Other (please describe):	23.39% (153)	66.67% (2)
<b>Total</b>	<b>654</b>	<b>3</b>

**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.**



Answer Choices	English	Spanish
Maintain current uses (Base Alternative)	41.22% (270)	66.67% (2)
Allow hotels and other visitor serving uses up to 4 stories (Expansion Alternative)	19.24% (126)	0
Allow hotels and other visitor serving uses up to 5 stories (Distributed Alternative)	5.95% (39)	0
Allow hotels and other visitor serving uses up to 6 stories (Core Alternative)	14.20% (93)	0
Other (please specify)	19.39% (127)	33.33% (1)
<b>Total</b>	<b>655</b>	<b>3</b>

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



Answer Choices	English	Spanish
Alternative 1: Core	32.80% (183)	50.00% (1)
Alternative 2: Expansion	14.34% (80)	0
Alternative 3: Distributed	16.85% (94)	50.00% (1)
Base Alternative (maintain proposed base land use designations)	36.02% (201)	0
<b>Total</b>	<b>558</b>	<b>2</b>

# Key Takeaways

- Implement the vision as “heart” of the city
- Maintain current zoning except for potentially 2 areas:
  - Western side of Downtown (Q19)
  - Beachfront (Q20)
- Concerns about over-development, lack of affordable housing, impacts to views and the historic character, and traffic congestion.
- “Conflicting” feedback on preferred alternative question.

