

City of Ventura Draft Land Use Designations

Residential

Neighborhood Low

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



Neighborhood Medium

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



3-Story Multifamily

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



4-Story Multifamily

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



Mixed Use

Mixed Use 1

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



Mixed Use 2

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



Mixed Use 3

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



Mixed Use 4

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



City of Ventura Draft Land Use Designations

Commercial

Commercial Low

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



Neighborhood Center

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



General Commercial

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



Employment

Light Industrial

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



General/Heavy Industrial

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



Office/R&D

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

