

Subarea Report: Pierpont

July 2021



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Introduction

Ventura is home to a rich mosaic of neighborhoods with their own look, feel, and sense of place. While each has its own distinctive charm, each also faces its own unique set of conditions – such as housing quality, walkability, and park access – that have implications for residents’ quality of life. To better understand these differences, this report provides an overview of the Pierpont subarea in Ventura, delineating its predominant uses, overall character, and prevailing issues. It is one in a series of twelve (12) standalone reports on existing subareas in the City of Ventura.



Pierpont Subarea. Source: Visit Ventura

Land Use	Percent
Residential	50.0%
Single-Family Attached	7.8%
Single-Family Detached	39.4%
Multifamily	2.9%
Commercial	7.6%
Accommodation	2.8%
Commercial Centers	4.8%
Public/Institutional	9.9%
School	0.8%
Transportation	0.4%
Water	8.8%
Open Space	30.5%
Parks / Recreation	30.5%
Vacant/Other	2.0%

Pierpont Overview

Pierpont is a small-scale coastal neighborhood on the southwest end of the city, bounded by the Arundell Barranca to the south, Harbor Boulevard to the east, Highway 101 to the north, and the Pacific Ocean to the west. A largely affluent community, Pierpont boasts the highest median home value of any subarea (\$983,567) and second-highest proportion of White/Caucasian residents (79 percent). It is also the smallest subarea by size, supporting a population of just over 3,600 in about 498 acres. Figure 1 shows an aerial view of Pierpont.

Existing Land Use

As Figure 2 indicates, Pierpont is a predominantly residential community, as housing – almost universally single-family – comprises exactly half of all land uses. Open space, mostly in the form of beachline and seaside parks, comprise nearly another third (30.5 percent) of the area. With less than 900 jobs in the entire subarea, commercial (7.6 percent) and public/institutional (9.2 percent) uses each occupy just a small share of land in the community.

Pierpont hosts few notable destinations. It hosts four hotels/motels, one school (Pierpont Elementary), and a suburban-style shopping center (Marina Village). Pierpont’s main feature, however, is its extensive coastline with ample beach for visitors to recreate (see “Open Space” section for more).

Neighborhood Statistics



3,634 residents
(3.4% of City)

2,110 units
(6.1% of City)



11.3 units per residential acre
(Citywide: 7.8)



7.3 people per acre
(Citywide: 7.7)



median income
\$88,937
(Citywide: \$78,882)



median home value
\$983,567
(Citywide: \$570,100)



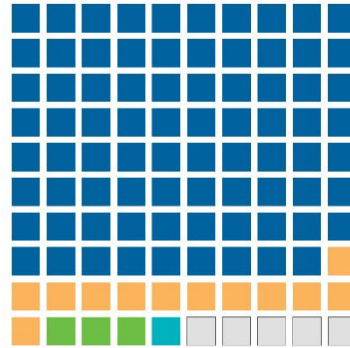
847 jobs
(1.7% of City)



20% residents aged 65+
(Citywide: 15.8%)



17% residents aged 18 or under
(Citywide: 21.8%)



- White (79%)
- Hispanic/Latino (12%)
- Asian (3%)
- Black (1%)
- Other/Two or More Races (5%)



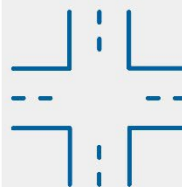
31.23 park acres per 1,000 residents
(Citywide: 7.2)



63.6% residents five minutes from park
(Citywide: 40.2%)








36.1% residents at sea level rise risk (3.3 ft.)
(Citywide: 1.7%)



53.2 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial



-  Pierpont Subarea
-  Ventura City Limits
-  Sphere of Influence
-  Railroad
-  Freeway

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



Figure 2: Existing Land Use



Pierpont Subarea	Single-Family Detached	Mixed-Use Commercial	Office	Civic Facilities	Parks / Recreation	Vacant
Ventura City Limits	Single-Family Attached	Commercial Recreation	Commercial Other	Religious Facilities	Open Space	Transportation
Sphere of Influence	Multifamily	Commercial Centers	Light Industrial	School	Agriculture	Utilities / Communications
Railroad	Accommodation	Wholesale / Warehousing	Hospitals	Natural / Conservation	Water	
Freeway						

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



Neighborhood Features and Challenges

- **Beachfront Community.** Pierpont residents experience several benefits and drawbacks associated with coastal living. West of Pierpont Boulevard, single-family homes – which cover virtually the entire subarea – brush up and stretch along a full mile of beachfront from San Pedro Street to Greenock Lane. This affords residents the desirable opportunity to live just steps from the beach and enjoy ocean views from the comfort of their own homes. Such sought-after conditions have also, however, led to many homes to be used as short-term vacation rentals (STVRs), which can create quality of life issues through increased congestion, noise, and a reduced housing supply.
- **Ventura Keys.** Pierpont is also home to the desirable “Ventura Keys” neighborhood, which hosts single-family homes organized along several natural canals and a 20+-acre island. Many residences are boat dock homes that enable easy, private slip access to the Pacific Ocean. Given its low-lying nature, homes in the Ventura Keys are especially vulnerable to sea level rise.
- **Corridor-Based Planning.** Virtually all commercial activity in Pierpont is concentrated along Seaward Avenue, which extends from Highway 101 to its terminus at the beach. Apart from the Marina Village Shopping Center adjacent the freeway, most are independent food and retail businesses that occupy one block between Pierpont Boulevard and Zephyr Court. Vacant properties and surface parking lots, however, contribute to an intermittent street wall that detracts from the public realm.
- **Coastal Regulations.** Due to its location in the Coastal Zone, Pierpont is subject to additional land use regulations for purposes of coastal management and resource conservation. Per the California Coastal Act, local governments with land in coastal areas are required to prepare a Local Coastal Program (LCP) that outlines various policies and regulatory mechanisms intended to manage the conservation and development of these areas. In Ventura, the Coastal Protection (CP) overlay zone is one of the LCP’s chief implementation mechanisms. The entirety of Pierpont lies in the CP overlay zone.
- **Flooding and Sea Level Rise Risk.** Given its coastal location, Pierpont is at risk to flooding and sea level rise. Figure 3 shows the projected sea level rise and coastal flooding by 2100 along the coast of Ventura. The many residential structures that are built up to the beachfront are susceptible to coastal flooding.
- **Wildfire Risk.** Pierpont is not at risk of wildfires.

Streetscape

Relative to the rest of the city, Pierpont has a unique streetscape environment. Like many subareas, Pierpont's two main corridors – Seaward Avenue and Pierpont Boulevard – are fairly auto-dominated, with wide curb-to-curb rights-of-way, landscaped medians, and ample street parking. The latter is predominantly residential in character, supporting a continuous network of Class II bike lanes across the neighborhood, whereas the former is largely commercial and contains very limited bicycle infrastructure. Figure 5 shows building footprints in Pierpont.



Seaward Avenue. Source: Google Maps

West of Pierpont Boulevard, however, most homes are sited on alleyways with narrow (~15-foot) rights-of-way, private driveways, and very limited landscaping or greenery. Unlike other neighborhoods in Ventura, most buildings in these areas are at least two stories, including a variety of attached single-family residences (e.g., townhomes). East of Pierpont Boulevard, residential streets embody a more traditional layout. Most streets enjoy a continuous row of palm trees, which provides a unique coastal aesthetic but virtually no shade to mitigate potential heat island effects. In these areas, homes are modestly set-back from the street (20-30 feet) with landscaped front yards.



Weymouth Lane. Source: Google Maps

Intersection Density

Intersection Density is one metric used to evaluate an area's walkability. A high concentration (i.e., density) of intersections in a defined place is typically indicative of a gridded street pattern, which expands travel routes and connectivity, creates frequent opportunities for controlled pedestrian crossing, and can even facilitate placemaking at key nodes. Intersection densities of 140 per square mile or more are more conducive for walkability.

As Figure 4 below indicates, Intersection Density is low in most of Pierpont. There are virtually no cross streets in the neighborhoods west of Pierpont Boulevard, and in the Ventura Keys, the street network is defined by a small handful or long, circuitous roadways. Intersection Density is somewhat higher north of Peninsula Street, though this corresponds to a rather small residential area.

Note: The scenario on page 8 shows the possible extent of flooding during a 1% chance annual storm (100-year storm) plus 3.3 feet of sea level rise. This is consistent with the State of California Sea-Level Rise Guidance (2018) for the likely range of sea level rise by 2100 (low risk aversion scenario).

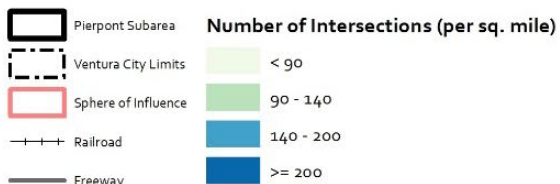
Figure 3: Future Flood Hazard with 3.3 Feet of Sea Level Rise



- Pierpont Subarea
- Railroad
- Sea Level Rise Risk Area
- Ventura City Limits
- Freeway
- Sphere of Influence



Figure 4: Intersection Density



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



Figure 5: Building Footprints



- Pierpont Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway
- City Park/Open Space
- Regional Park/Open Space
- Building Footprints



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

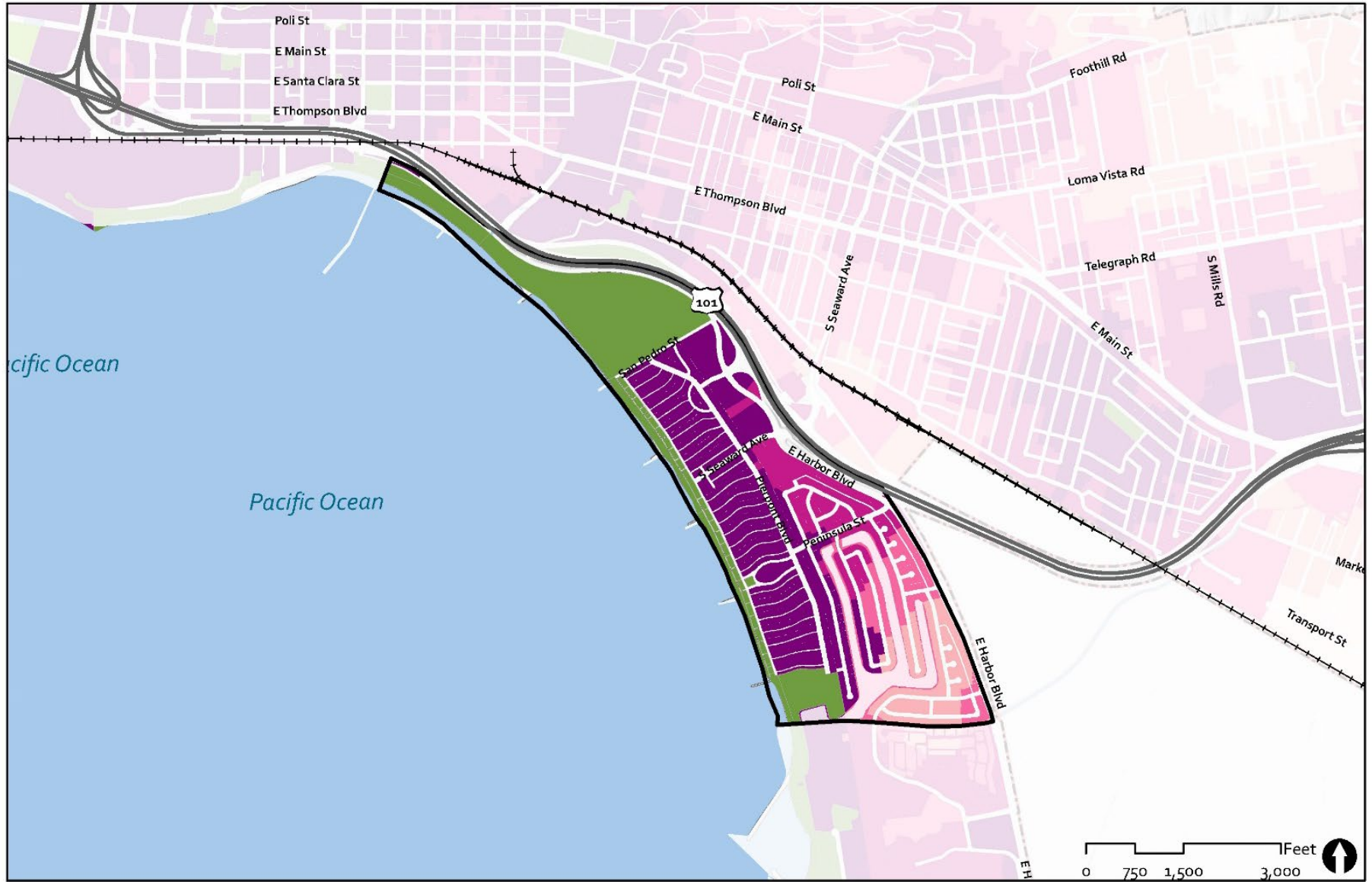
Open Space

As previously noted, the Pierpont community enjoys unparalleled access to natural recreation. In addition to two large public parks – Marina Park and the San Buenaventura State Beach Park – the neighborhood hosts most than 100 acres of beach, which accommodate a variety of passive and physical activities ranging from sunbathing and picnicking to swimming and beach volleyball. Pierpont boasts a staggering 31.2 acres of parkland per 1,000 residents, from which nearly 64 percent of residents live within a five-minute walk and 77 percent within a 10-minute walk (see Figure 6 below). While these indicators suggest that Pierpont far outperforms the rest of the city in terms of park service and access, it is worth noting that beaches also serve a high number of tourists and other city residents, which may possibly cause overcrowding and/or traffic congestion.



*San Buenaventura State Beach.
Source: Ventura Beach Properties*

Figure 6: Walk Access to Parks



- Pierpont Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway
- Parks / Recreation
- Open Spaces
- Walk Time to Parks**
- < 5 mins
- 5 - 10 mins
- 10 - 15 mins
- 15 - 20 mins
- >= 20 mins

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



Summary of Key Findings

- **Unparalleled Recreational Access:** Most Pierpont residents enjoy strong access to parks and beaches, as nearly 64 percent live within a five-minute walk of one and virtually all are within a 15-minute walk. Such proximity provides a strong foundation for a healthy and livable community, though the City should monitor potential overcrowding and congestion issues.
- **Coastal Flooding and Sea Level Rise Risk:** Pierpont is vulnerable to sea level rise and flooding. Many of the residential structures in this subarea are susceptible to coastal flooding. A range of adaptation strategies should be explored for this area. Adaptation strategies may include requiring new development to account for sea level rise in all future applications, raising the land with fill, increasing the height of the finished floor elevation of buildings, and finding space for water on properties, in streets, and in parks and open spaces.
- **Seaward Revitalization:** Opportunities exist to enhance Seaward Avenue as a neighborhood destination. As Pierpont's only commercial corridor, it hosts several independent food and retail establishments that are valued by the community and contribute to its unique coastal charm. However, vacant lots and underutilized parking lots represent potential infill sites, which could host new community amenities that beautify the streetscape, activate the public realm, and potentially augment the City's fiscal health.

***Note:** Due to misalignments between subarea and Census-designated boundaries, demographic indicators presented in this report should be treated as approximations.*