

Five Points & Pacific View Mall

“Base” Designations

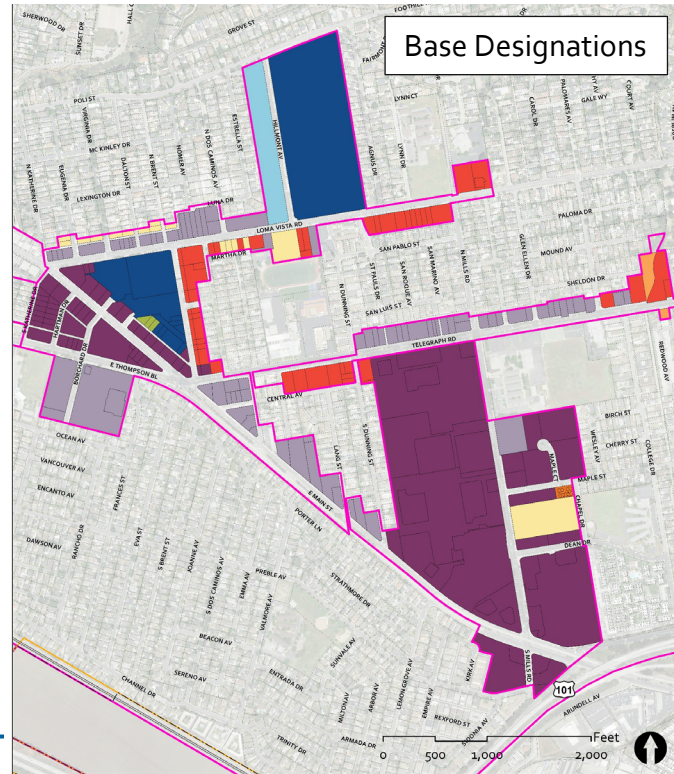
- Implements the Midtown Corridors Development Code and the Community Memorial Hospital District Development Code in the base land use designations.
- Maintains 6-story maximum building heights for large portions of the area, including Pacific View Mall, which are designated as Mixed Use 4 (C-1A, C-2; 6 stories and 75 feet).
- Creates a “health care district” that allows for the continued expansion of the hospital and supporting medical uses.
- Revitalizes Pacific View Mall to be an active mixed-use area with community gathering spaces. *(The current land use designation permits this; hence no change is recommended. The GP will contain policies for establishing a community-based vision and a Specific Plan may be created for this area in the future.)*
- Maintains Five Points as a mixed-use activity center.



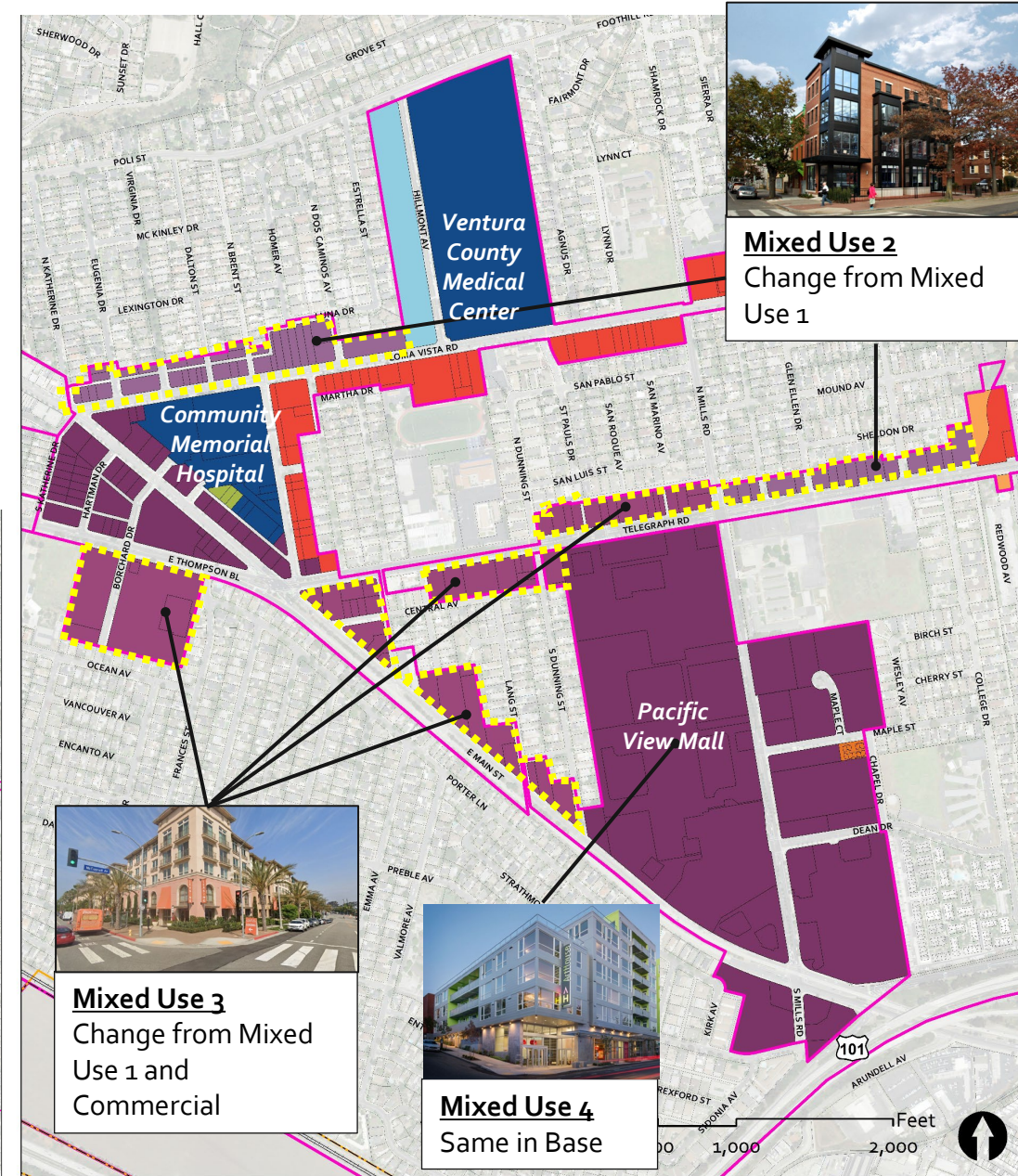
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Core Alternative

- Focuses future development in this area through increases in allowed building height.
- Supports activities related to the health care district by increasing heights from Mixed use 1 (3 stories) to Mixed Use 2 and 3 (4 and 5 stories) at the shopping center on Thompson on the north side of Loma Vista.
- Expands opportunities for mixed use development along Main Street and on Telegraph near the mall.



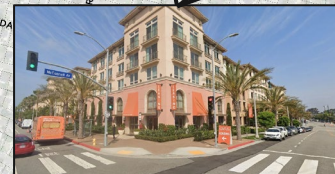
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



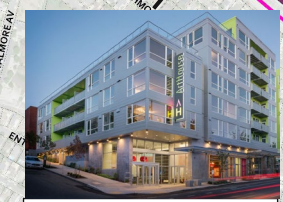
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Mixed Use 2
Change from Mixed Use 1



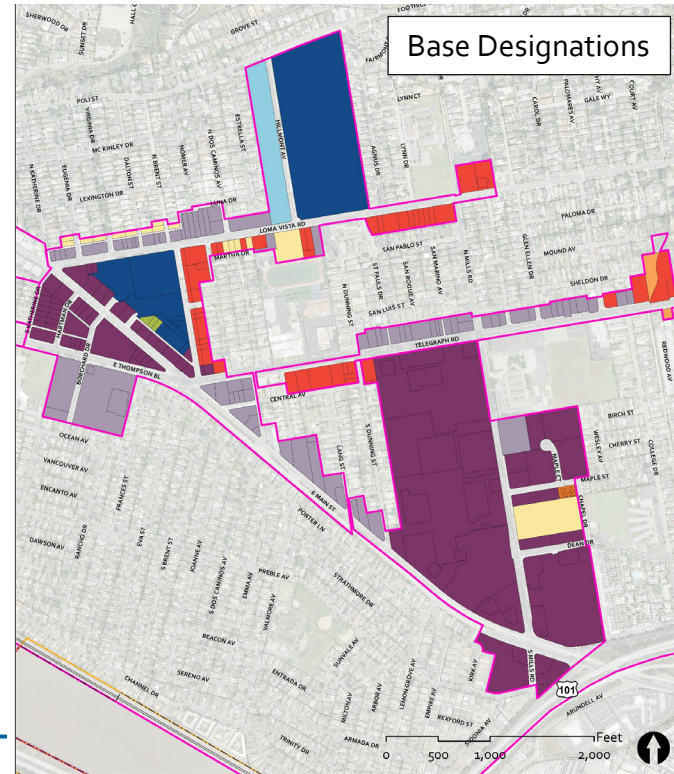
Mixed Use 3
Change from Mixed Use 1 and Commercial



Mixed Use 4
Same in Base

Expansion Alternative

- Maintains most current land use designations from “base” without increases in height and density.
- Minimizes potential for residential and/or mixed-use development and prioritizes commercial, retail and office development along Loma Vista and Telegraph.



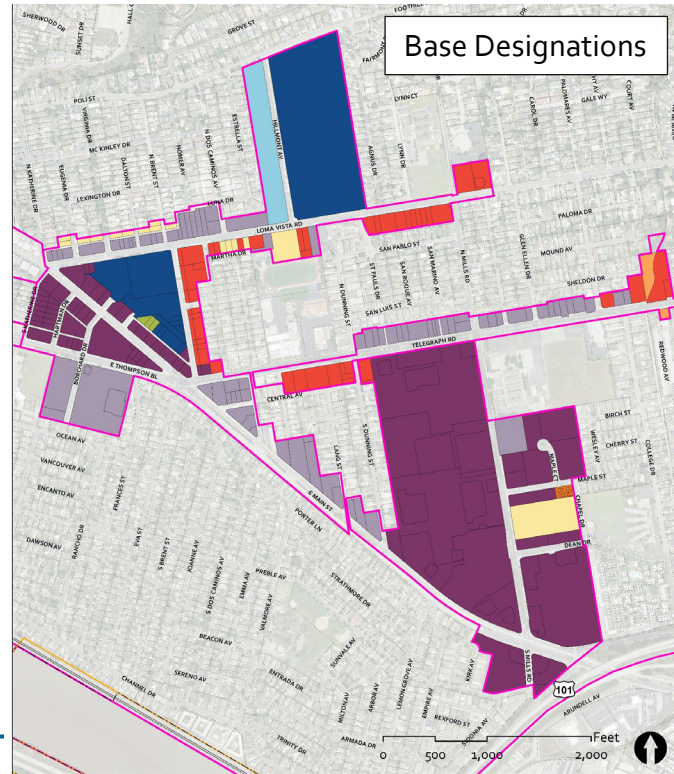
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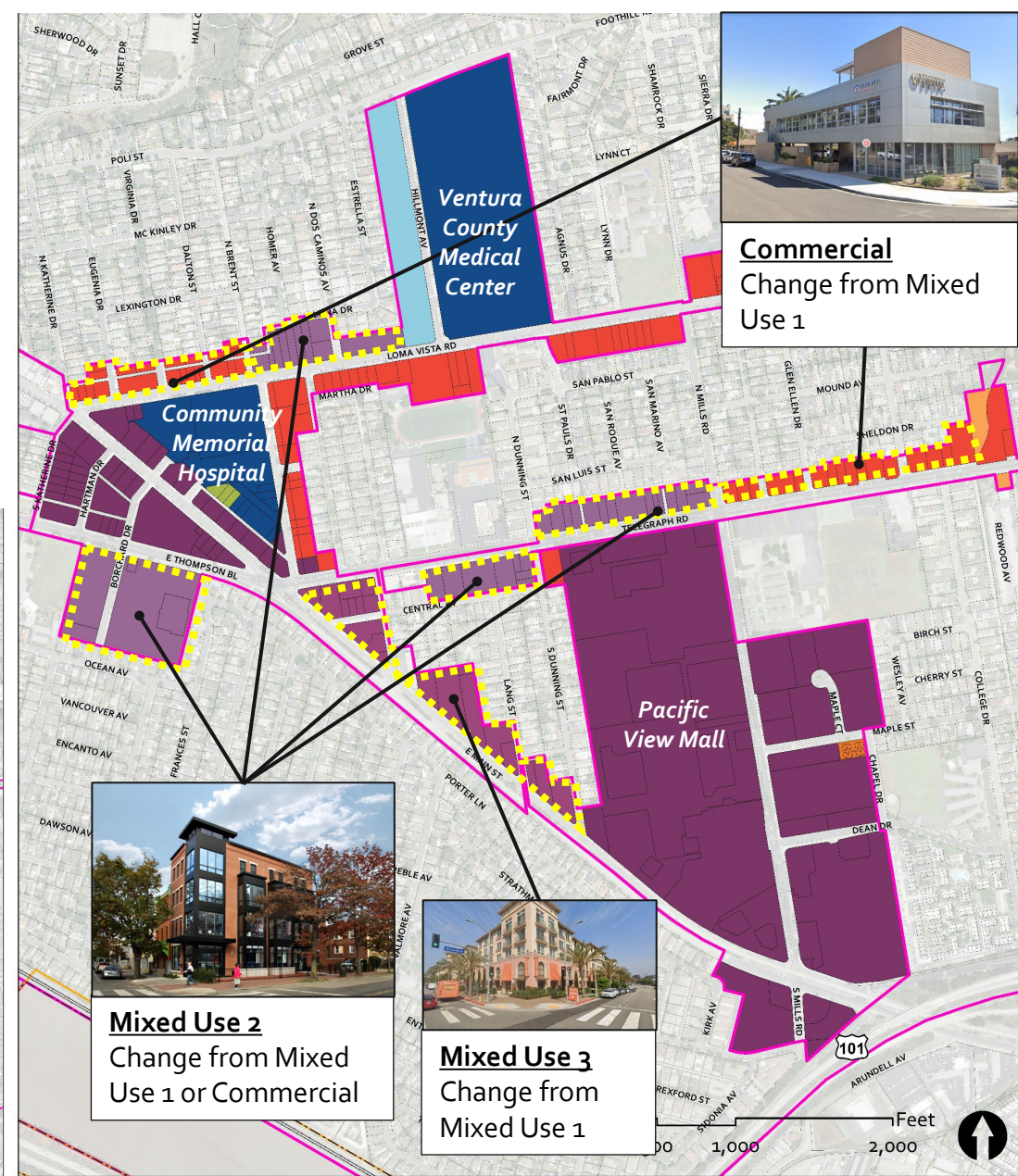
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Distributed Alternative

- Allows for targeted increases in the height of mixed-use buildings, along Thompson, Main Street (south of Telegraph) and on Telegraph near the mall.
- Supports continued office and commercial development on the eastern portion of Loma Vista (across from Community Memorial Hospital) and east of the Mall on Telegraph.



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



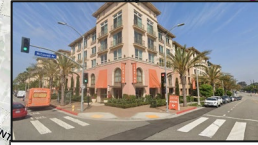
Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)



Commercial
Change from Mixed Use 1



Mixed Use 2
Change from Mixed Use 1 or Commercial



Mixed Use 3
Change from Mixed Use 1