

# Five Points/Pacific View Mall

## Background Information

March 6, 2023



# Existing Policy Direction, Land Use, and Zoning

# Guiding Policy/Regulatory Documents

- **General Plan:**

- Five Points

- Maintain area as an intense “activity center” with greater emphasis on commercial use

- Loma Vista Corridor

- Concentrate medical and research-centered businesses
    - Provide workforce housing and services that are serviced by increased transit

- Pacific View Mall:

- Reinvent single-use retail into a more sustainable mix of high intensity uses

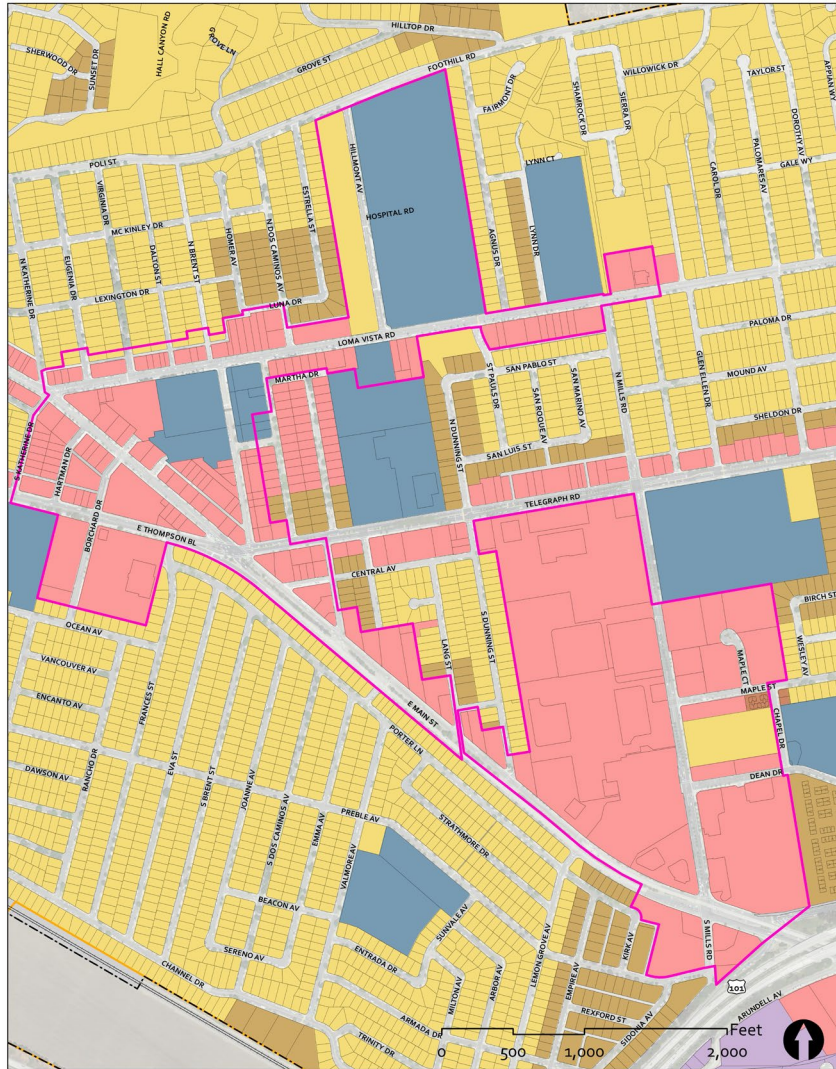
- **Midtown Corridors Development Code (Five Points):**

- Allows buildings and streetscapes that are more urban in character than the rest of the Midtown Corridors

- **Community Memorial Hospital District Development Code:**

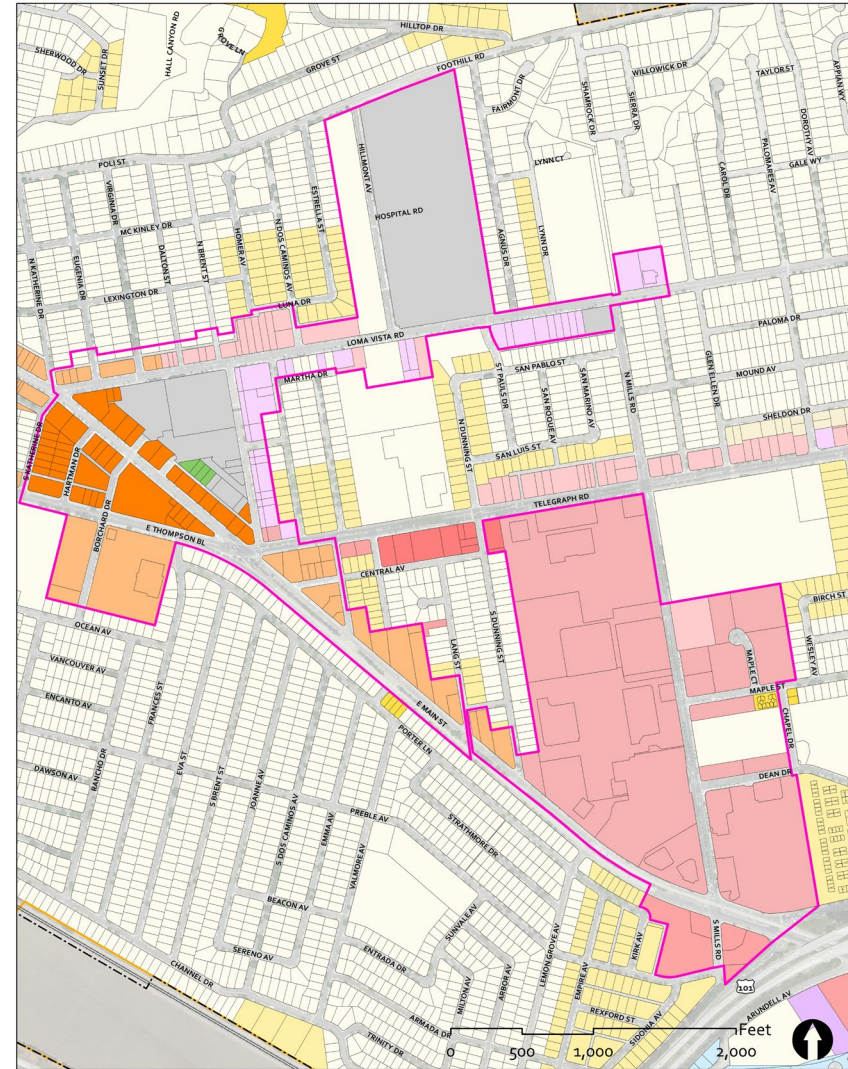
- Ensure facilities at Community Memorial Hospital have a scale and character compatible with the surrounding urban context
  - Meet existing and future parking needs while supporting a pedestrian-oriented character with well-designed streetscapes and ground floor retail/civic uses

# Current Land Use Designations



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

# Current Zoning



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

# 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)
T4.5	Urban General 5	Mixed-use and higher-density residential infill development that is compatible with existing adjoining neighborhoods.	Midtown Corridors Development Code	45	3	Commerce	Mixed Use 1
T5.2	Neighborhood Core 2	High-density mixed use; more urban in character than the rest of the Midtown Corridors	Midtown Corridors Development Code	75	6	Commerce	Mixed Use 4
R-1	Single Family	Single family residential and some recreation/neighborhood services	Zoning Code	30	2.5	Neighborhood Low	Neighborhood Low
R-P-D	Residential Planned Development	Residential developments and some recreation/neighborhood services	Zoning Code	30	N/A	Depends on location (ranges from Neighborhood Low to High)	Varies based on built project
C-2	General Commercial	General commercial retail and residential	Zoning Code	75	6	Commerce	Mixed Use 4
H	Hospital	Medical care and adjacent services/uses	Zoning Code	45	3	Public/ Institutional	Hospital
P	Parks	Recreational facilities and some neighborhood services	Zoning Code	30	N/A	Parks and Open Space	Parks

# Land Use Alternatives

# “Base” Designations

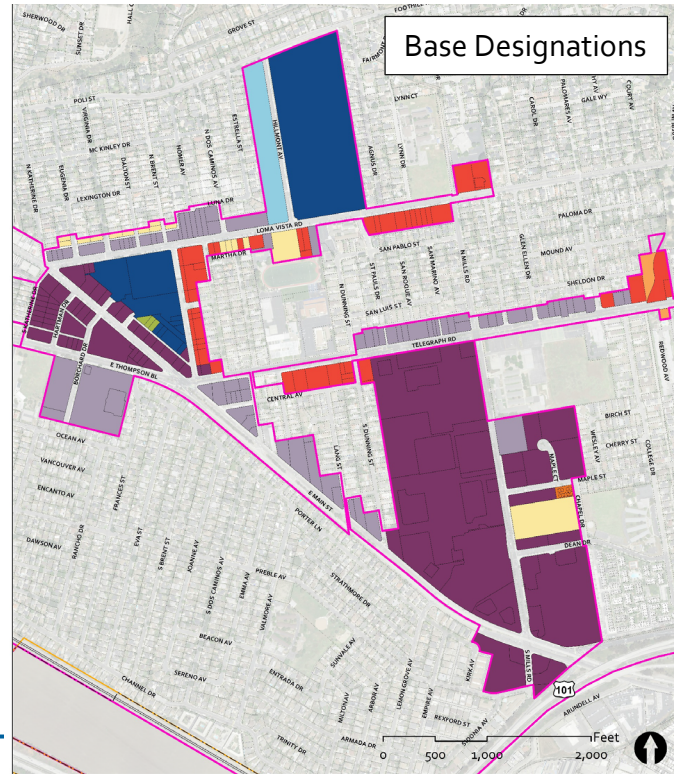
- Implements the Midtown Corridors Development Code and the Community Memorial Hospital District Development Code in the base land use designations.
- Maintains 6-story maximum building heights for large portions of the area, including Pacific View Mall, which are designated as Mixed Use 4 (C-1A, C-2; 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.



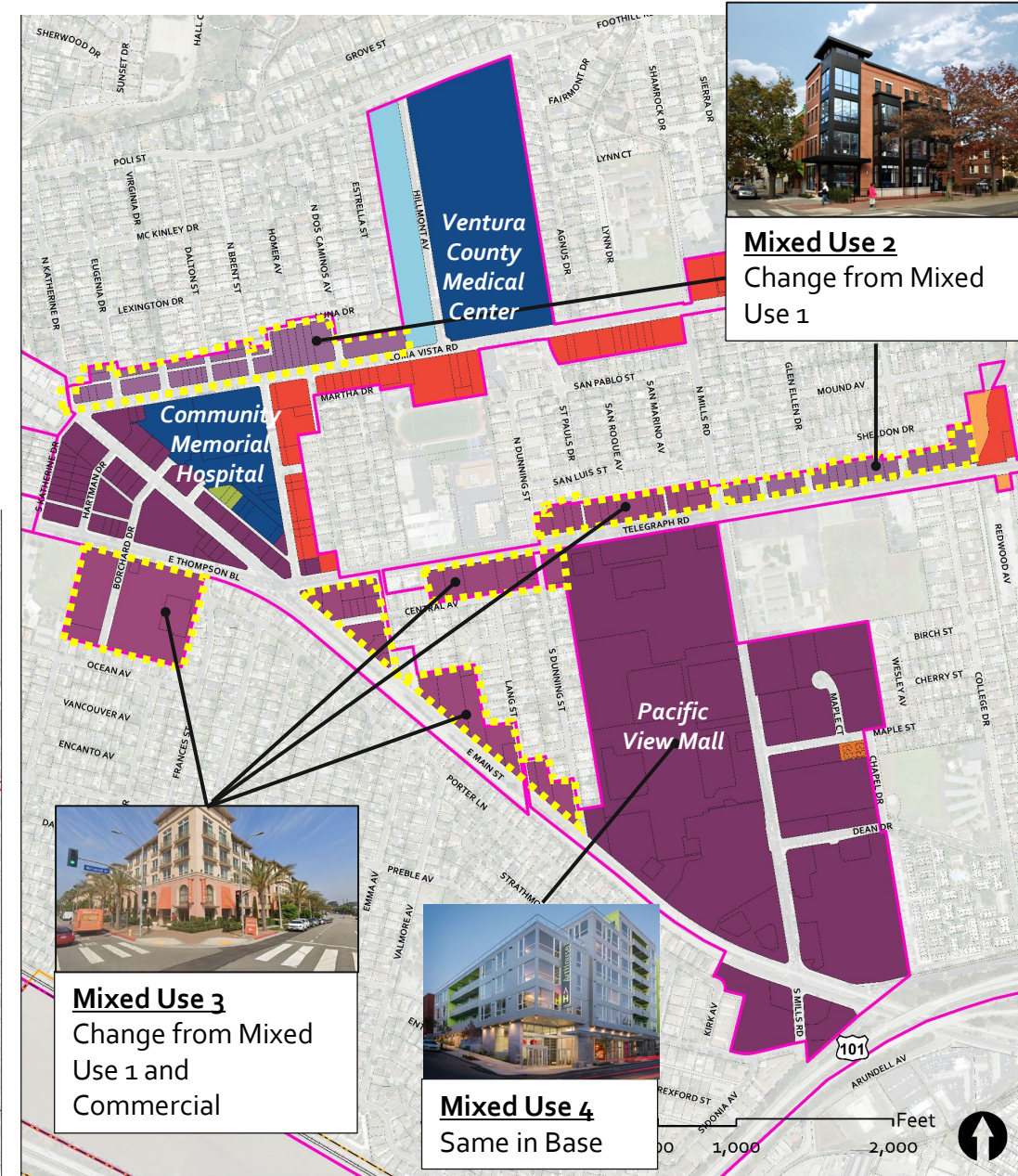
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# 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)

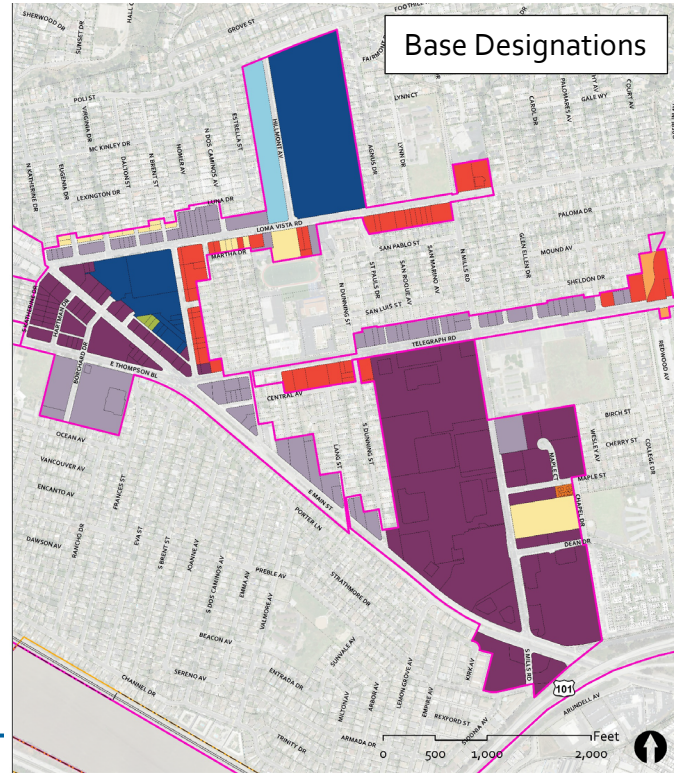


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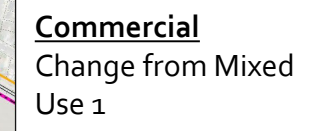


# Expansion Alternative

- 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.



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



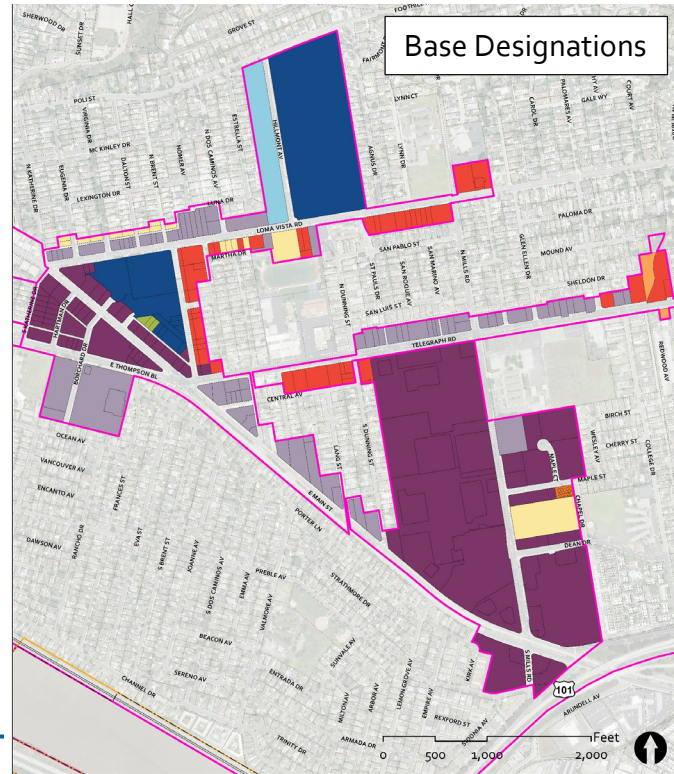
**Commercial Change from Mixed Use 1**



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.

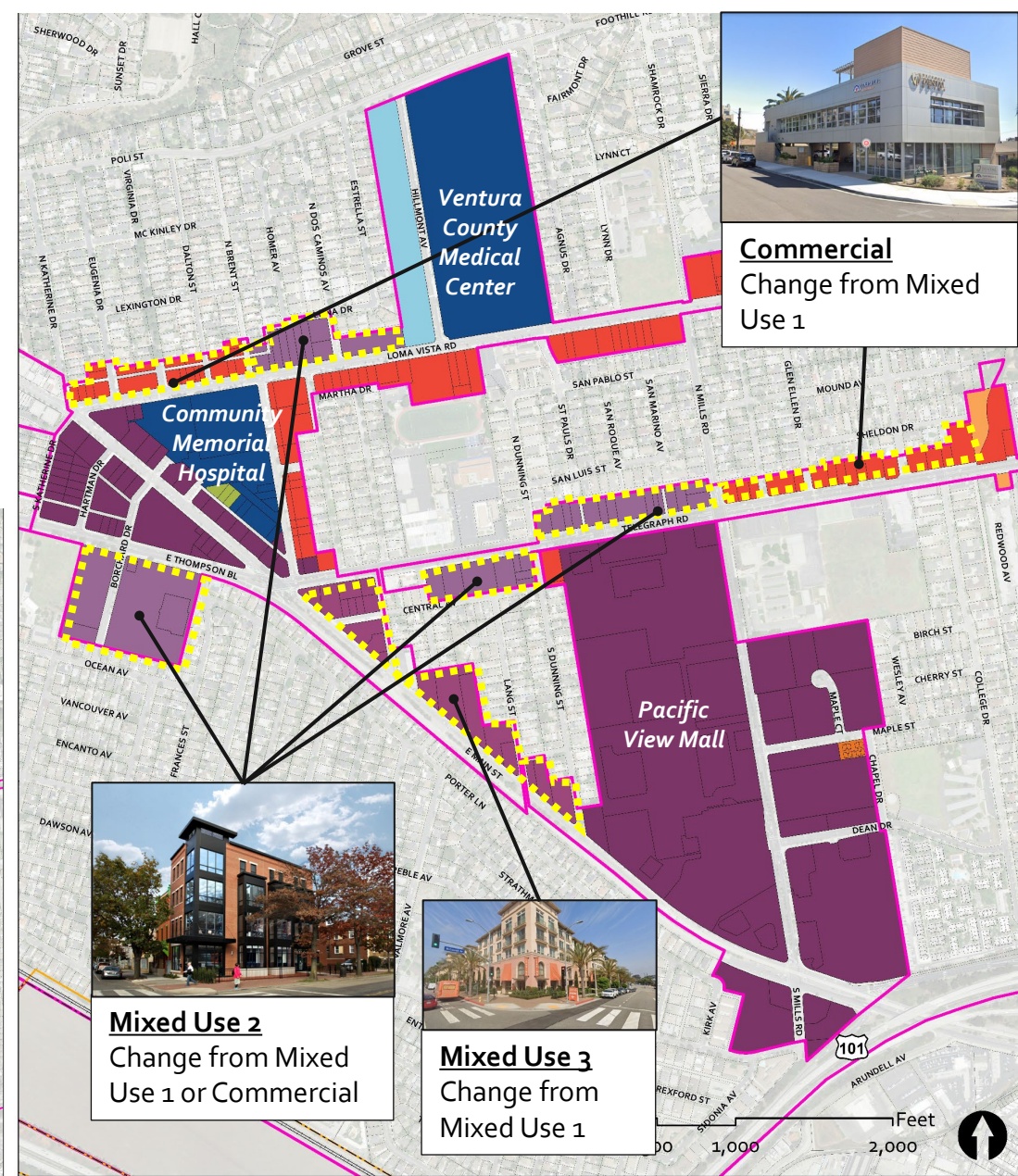


Base Designations

Legend:

- Ventura City Limits
- Sphere of Influence
- Areas of Discussion
- Neighborhood Low
- 3 Story Multifamily
- 4 Story Multifamily
- Mixed Use 1
- Mixed Use 2
- Mixed Use 3
- Mixed Use 4
- Commercial
- Hospital
- Public (General)
- Park

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

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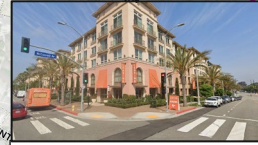
Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)



Commercial Change from Mixed Use 1



Mixed Use 2 Change from Mixed Use 1 or Commercial

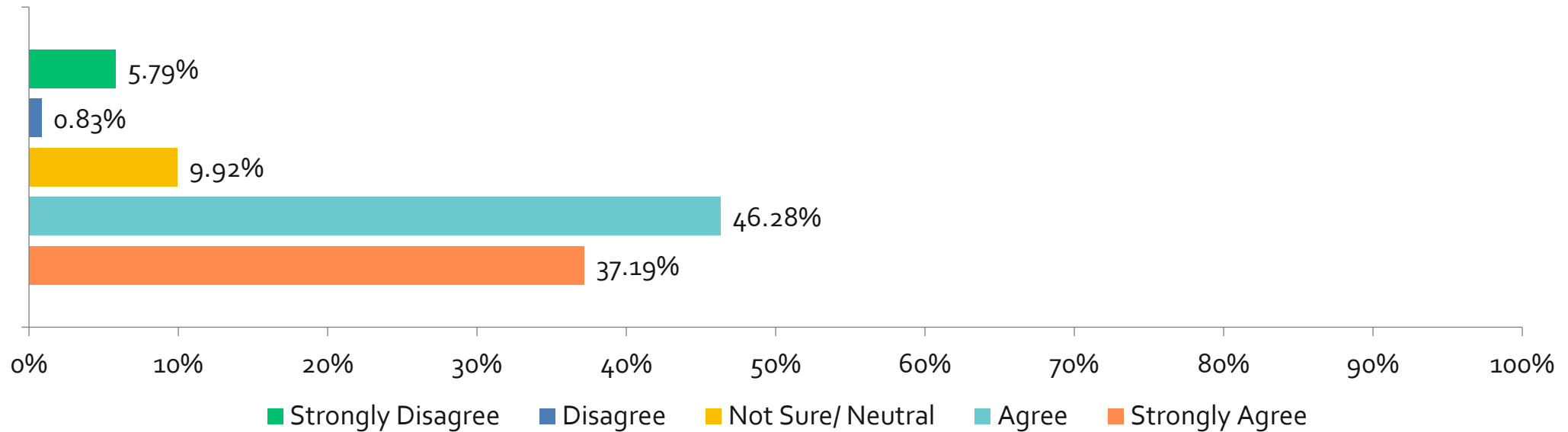


Mixed Use 3 Change from Mixed Use 1

# Survey Results

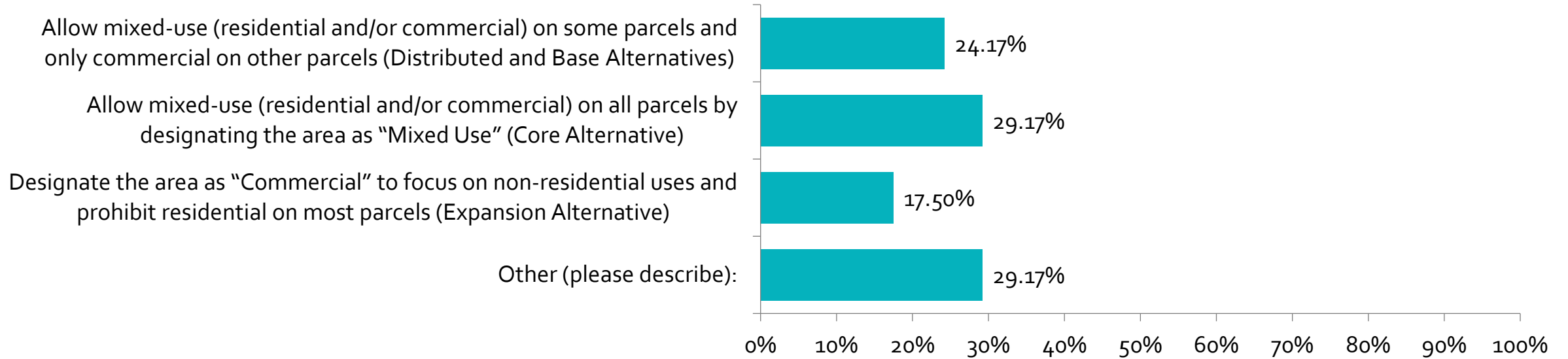
- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.

**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.**



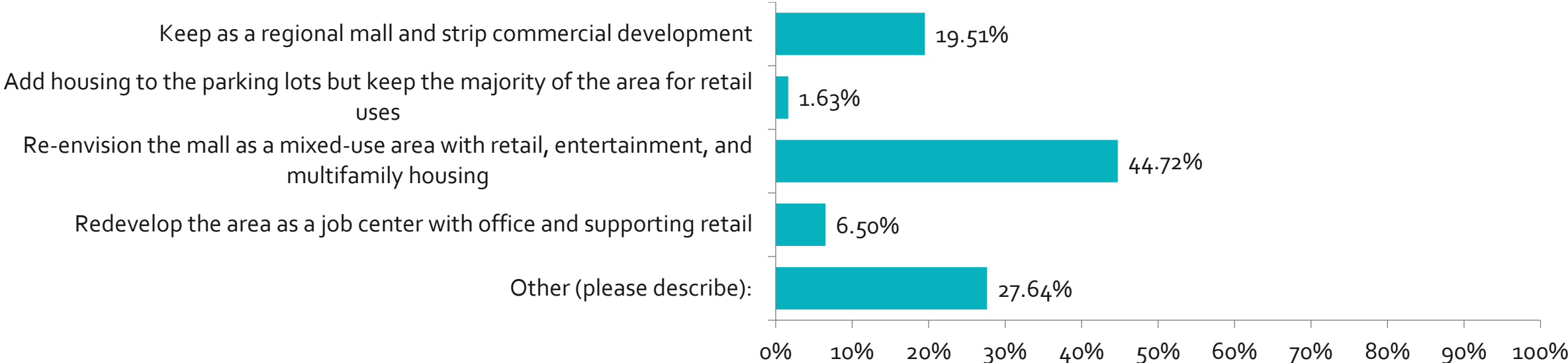
Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
5.79% (7)	0.83% (1)	9.92% (12)	46.28% (56)	37.19% (45)	121

## 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?



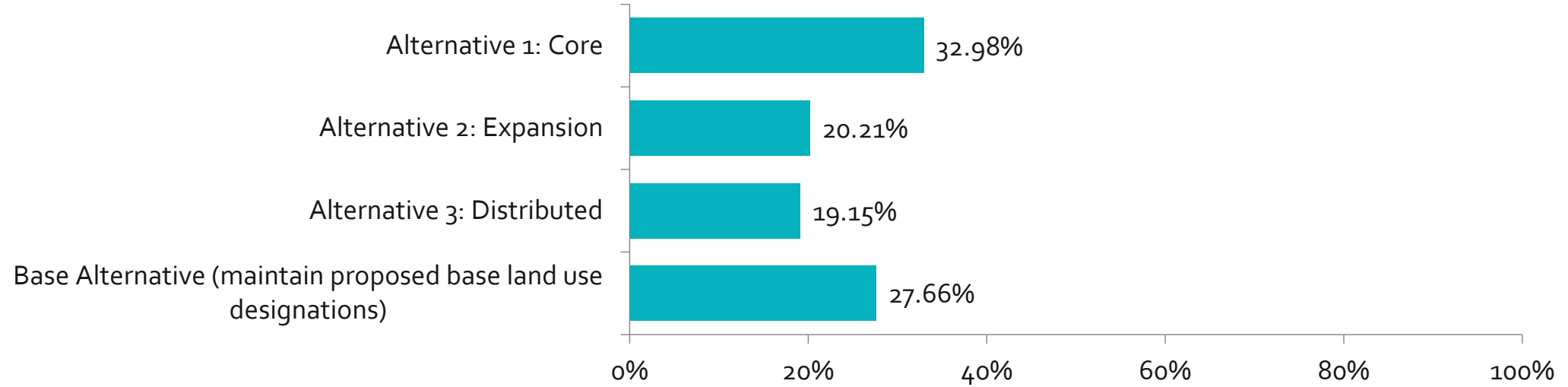
Answer Choices	Responses
Allow mixed-use (residential and/or commercial) on some parcels and only commercial on other parcels (Distributed and Base Alternatives)	24.17% (29)
Allow mixed-use (residential and/or commercial) on all parcels by designating the area as "Mixed Use" (Core Alternative)	29.17% (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)
<b>TOTAL</b>	<b>120</b>

**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).**



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)
<b>TOTAL</b>	<b>123</b>

## 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?



Answer Choices	Responses
Alternative 1: Core	32.98% (13)
Alternative 2: Expansion	20.21% (19)
Alternative 3: Distributed	19.15% (18)
Base Alternative (maintain proposed base land use designations)	27.66% (26)
<b>TOTAL</b>	<b>94</b>

# Key Takeaways

- Strong support for creating a “health care district” around Ventura’s two hospitals (Q2)
- Strong support for redeveloping the mall as a mixed-use center (Q3); create a Specific Plan
- Support for increased development potential in this area
- Additional work needed to determine the specific land use mix and intensity for E. Main Street, Loma Vista and Telegraph

