

Ventura General Plan GPAC #13
May 16 and 17, 2022
Area-Specific Discussion Questions

The following are potential discussion questions that GPAC members should consider when working in small groups to develop a vision for each Area of Discussion.

Downtown

- Should an expanded train station (with Metrolink and Amtrak) be located in the Downtown? If so, where should it be located and why ([DTSP – Figure I-9](#))?
- Should the downtown focus on adding new multifamily housing, new office space or both? Use the land use designation examples to identify where each of these uses should be located.
- What should be the maximum building height on the areas east and west of the Downtown core?
- What additional opportunities are there to add housing to the downtown?
- How can the beachfront be enhanced to create a more inviting user experience?
- Where, if anywhere, should new hotels and visitor serving uses be located in the Downtown?

Westside

- What uses should be allowed on Ventura Avenue and what should the scale of development be along the Avenue?
 - *Note that the direction we have received thus far is to allow up to 3 story mixed use buildings (retail below office or residential).*
- Should industrial areas allow new residential uses or should they remain as jobs? If jobs, what types of non-residential uses should be allowed and what should be prohibited?
 - *Note that the direction we received thus far is to continue to allow jobs but to prohibit new, polluting industries and to move existing polluters elsewhere.*
- Should the City take steps to try and relocate the most egregious sources of pollution to other areas of the City?
 - *Note that the direction we received thus far is to continue to allow jobs but to prohibit new, polluting industries and to move existing polluters elsewhere.*
- What are ideas for improving circulation on the Westside?
- If the City were to annex county land just north of the Westside, what land uses are most appropriate for this area?

Midtown Corridors

- What should the scale and character of development be along the corridors?
 - *Note Thompson is identified as a High Quality Transit Area.*
- What areas should have a strong focus on pedestrian-oriented retail activity?
- Where should new housing be focused?

Five Points

- What uses should be the primary focus in the area around the hospital?

- What should the scale of development be for this area?
- Should residential uses be encouraged and, if so, where?

Pacific View Mall

- What are your ideas for the future of the Pacific View Mall?
 - Should it maintain a strong retail focus?
 - Should it convert to a primarily residential area?
 - Should it be a job center?
 - Or should it be a combination of uses?
- What other characteristics or uses should be included if the Mall is redeveloped?

Johnson Corridor

- What is your vision for the area if the Metrolink station remains in its current location?
- What is your vision for the area if the Metrolink station moves to the Downtown?
- What uses should be prioritized?
 - Should the focus be more on jobs or housing?
 - Should industrial uses be transformed into higher density employment uses?
- What scale of development is most appropriate for the area?

Victoria Corridor

- If a new 126W to 101S freeway interchange is constructed, what is your vision for the land uses on the Victoria Corridor?
- If the roadway patterns remain the same, what is your vision for the land uses on the Victoria Corridor?
 - *Note Victoria is identified as a High Quality Transit Area.*
- How does the Victoria right-of-way change under the different scenarios?
- Are there opportunities to create a more walkable shopping area? If so, where and what does it look like?
- Should multifamily housing (including vertical mixed use) be allowed in the area? If so, where?

Employment Areas (Arundell and North Bank)

- Should the range of employment uses be expanded to include higher intensity office/R&D uses?
- Should housing be allowed in this area, even if it is close to heavy industrial uses?
- Are there locations to allow increased heavy industrial uses? If so, where?

SOAR Annexation Areas

- Under what circumstances should the City pursue development in these areas?
- What areas are the highest priority to develop and why?
- If development were to occur, what uses are most appropriate for each area?
 - Should there be new employment uses? What type of employment?
 - Where should new housing be allowed and what types of housing (ie, townhomes, multifamily, mixed use, etc.)?