

# GPAC Meeting #13 Summary

May 16 and 17, 2022



## Introduction

On May 16 and 17, 2022, the City of Ventura General Plan Update (GPU) team convened the 13th meeting of the General Plan Advisory Committee (GPAC). The meeting was held over two consecutive evenings from 6:00-9:00 PM on May 16 and 6:00-8:30 PM on May 17. The primary meeting objectives were to:

- Review the land use alternatives process, including the role of the GPAC and upcoming community engagement activities
- Continue to work together in small groups to develop land use concepts and alternatives for specific areas of the City.

The meeting was open to the public and held in person at City Hall in the Community Meeting Room (Room 202). The main session for the second night (May 17) was recorded and uploaded to [YouTube](#) following the meeting. This document summarizes the key content presented and themes discussed.

## Meeting Participants

The following participants attended the meeting:

### General Plan Team

- Matt Raimi, Raimi + Associates
- Lilly Nie, Raimi + Associates
- Simran Malhotra, Raimi + Associates
- Peter Gilli, City of Ventura
- Neda Zayer, City of Ventura

### GPAC Members

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|--|---|
| • Lorrie Brown, GPAC Chair                     | • Kelsey Jonker, GPAC ( <i>present 5/16</i> )     |
| • Doug Halter, GPAC Vice Chair                 | • Stephanie Karba, GPAC                           |
| • Philip Bohan, GPAC                           | • Louise Lampara, GPAC                            |
| • Nicholas Bonge, GPAC ( <i>present 5/17</i> ) | • Scott McCarty, GPAC                             |
| • Stephanie Caldwell, GPAC                     | • Bill McReynolds, GPAC                           |
| • Kyler Carson, GPAC                           | • Sabrena Rodriguez, GPAC ( <i>present 5/16</i> ) |
| • David Comden, GPAC                           | • Alejandra Tellez, GPAC                          |
| • Joshua Damigo, GPAC                          | • Dana Worsnop, GPAC ( <i>present 5/17</i> )      |
| • Peter Freeman, GPAC                          |   |
| • Kacie Goff, GPAC                             |   |

*Absent both meetings: Nicholas Deitch, Peter Freeman, Daniel Reardon, Alejandra Tellez*

# Meeting Format

## May 16, 2022

Matt Raimi welcomed GPAC members and the public to the 13th GPAC meeting. He began the meeting with a brief [presentation](#) covering the purpose and process of developing land use alternatives, as well as draft growth projections for the GPU. Following this overview, GPAC members split into four groups of three to four people to discuss areas of the city where the GPAC had provided input that additional feedback and direction was needed to develop land use alternatives. Each group was self-facilitated and decided amongst themselves the order of their discussion and how much time they wanted to spend on each area within the total 3 hours and 45 minutes allocated for small group discussions. The areas of discussion for the meeting were:

- Downtown
- Westside
- Midtown Corridors
- Five Points/Pacific View Mall
- Johnson Corridor
- Employment Areas (North Bank and Arundell)
- Victoria Corridor

GPAC members visually illustrated their land use vision for specific areas of the City on aerial maps using land use “game pieces,” post-its, and markers. They also received a list of discussion questions and a feedback form to document their ideas and notes outside of the maps. Throughout the discussion session, the Consultant Team taped completed maps to the walls of the Community Room for other GPAC members and community members to review. An additional three tables were set up outside in the hallway, where members of the public were invited to participate in the same discussion activity. The meeting concluded with public comment.

## May 17, 2022

The GPAC members stayed in the same groups as the previous night and continued their small group discussions, while members of the public were invited to participate in the same discussion activity at tables set up in the hallway. At the end of the discussion session, GPAC groups reported back to the large group on key takeaways and ideas for each Area of Discussion. The meeting concluded with public comment.

## GPAC Small Groups and Discussion

This discussion session was a continuation from the April GPAC meeting, in response to GPAC members requesting more time to discuss land use concepts and alternatives. Similar to the previous meeting, GPAC members were asked to brainstorm a range of alternatives and ideas for various areas of the city. This feedback from the GPAC will guide the Consultant Team’s preparation of land use alternatives for public review. The GPAC members organized themselves into the following groups for the discussion session (note that some members of Group 4 were only present for one of the evening meetings):

- **Group 1:** Louise Lampara, Kaci Goff, and Stephanie Caldwell
- **Group 2 (City Council and Planning Commission group):** Lorrie Brown, Scott McCarty, Doug Halter, and David Comden
- **Group 3:** Erin Kraus, Bill McReynolds, Philip Bohan, and Stephanie Karba
- **Group 4:** Kelsey Jonker (*present 5/16*), Sabrena Rodriguez (*present 5/16*), Kyle Carson, Josh Damigo, Dana Worsnop (*present 5/17*), and Nicholas Bonge (*present 5/17*)

Below is a combined summary of GPAC members comments from the report-out and key takeaways from their maps and feedback forms. Some GPAC members who were unable to attend the meeting submitted their comments separately; their feedback is also documented here.

Concurrent with the GPAC small group discussions, members of the public also provided robust feedback on maps set up in the hallway. Photos of all the GPAC and public maps, as well as scanned copies of the GPAC feedback forms, are attached in the appendix. (*Note that minimal editing was done to the GPAC comments and not all groups covered each area at the same level of detail.*)

## Downtown

### Group 1

- In general, supportive of 5-stories mixed use, housing, entertainment, restaurant, and retail
- Beautify the Promenade and add visitor-serving amenities where existing parking structure is located
- Activate the fairgrounds by adding uses such as a hotel or conventional center, entertainment venues, etc.
- Continue to support emerging business such as Trade Desk, Vonazon, and GiddyUp
- Maintain character of Downtown with independent, boutique restaurants and retail (no chain businesses)
- Take Downtown back to its origins with 3-4 story buildings along Main St and wide sidewalks
- Build flexibility into the plan at all levels, since we don't know what technologies will be introduced in the future
- Keep industrial job center on the westside of Downtown and find areas to incorporate more arts and maker businesses (ex. glass blowing, bronze sculpting, pottery, etc.)
- Partner with Bike Ventura to activate cycle center in Downtown
- Keep Amtrak and potential future Metrolink station at the Fairgrounds site. Make Amtrak station more multimodal and improve its aesthetics and traffic flow so it feels safer and more welcoming
- Activate Plaza Park as an entertainment and gathering area
- Consolidate parking lots through multistory parking structures
- Study capping the freeway and creating an active path that extends Downtown's retail and dining to the beach

### Group 2

- Add parklets throughout Downtown

- Have a tiered effect for buildings throughout Downtown (build lower buildings on main streets, with higher condos and residences set back behind)
- Redevelop the Vons on Main and add multifamily housing and a community center
- Add gateway signage to the westside of Downtown
- Keep Main St as a pedestrian area with gardens, outdoor dining, fountains, and meeting and play areas. Pearl Street Mall in Boulder, Colorado is a good a case study to reference
- Reimagine Promenade area to the Pier. Consider developing a convention center
- Redevelop the City Yard site with up to 4-story multifamily
- Develop an amphitheater at the Ventura Botanical Gardens
- Make Amtrak station a multimodal hub
- Study capping the freeway

### Group 3

- Activate fairgrounds as a facility used year-round. Consider developing a convention center or amphitheater
- Make the Amtrak station a multimodal hub and relocate the Metrolink station here.
- Opportunities for 3-story mixed use along vacant and underutilized parcels along Thompson Blvd, such as the Beach House Motel
- Add bathrooms at Cemetery Memorial Park
- Study capping the freeway, reimagining the California St northbound exit ramp, and providing beach access for pedestrians across the US-101

### Group 4

- Maintain its vibrant character as the “life” of Ventura
- Primary land uses should be mixed use
- Follow existing height limits in the Downtown Specific Plan
- Replace parking structures along the beach with more tourist and community-serving development
- Study capping the freeway to provide easier, walkable access from Downtown to the beach; create a regional park on top of the freeway

### Comments from GPAC members not in attendance

- Downtown should be a vibrant, mixed-use center, with a mix of cultural, commercial, business and civic uses. Transform Mission Park into a true public square for the 21st century, with area for farmers’ markets, performances under the giant fig, and direct connection to the Ventura Museum
- Support housing across a spectrum of affordability
- Move more places in Downtown toward car-liberation, where proximity to services and transit relieves residents of the need to own a car
- Find key places to inject civic amenities, such as squares, plazas, corner plazas
- Plant street trees wherever possible and add bulb-outs to slow cars
- Downtown should be the entertainment, tourist, and historic center of the city

- Primary land uses should be hotels, restaurants, entertainment venues, and some housing
- Keep Downtown walkable for those who visit, whether it be residents from other parts of the city or tourists.
- Provide more tourist amenities and quality transit to move people around without the use of cars (i.e., a local trolley that connects tourist from the Downtown to other tourist destinations like the harbor and beach)

## Westside

### Group 1

- Westside is the model of an inclusive, interconnected, walkable, and bikeable neighborhood with a rich mix of housing, jobs, arts, and culture. It is the most vibrant area of the city
- Maintain a diversity of land uses here, including jobs (manufacturing, office, and commercial), housing, and parks
- Maintain the area's vibrant, bustling, family-oriented character
- Enhance what the Westside already is, but generally leave it alone
- Support what is already written in the Westside Community Plan
- Expand arts and creative businesses (i.e., glass blowing, metal arts, sculpture, pottery, etc.)
- Improve sidewalks and crosswalks (i.e., widen sidewalks on Olive and Ventura Ave)
- Make side streets one-way to ease traffic; enlist other traffic calming measures
- Work with Caltrans to improve Stanley Ave on/off ramp
- Maintain 25 mph speeds along Ventura Avenue from Main to Seneca
- Area needs more trees/greenery to soften hardscape
- Ventura Unified School District (VUSD) site should be redeveloped for jobs, not housing

### Group 2

- Vacant and underutilized parcels around Ventura/Stanley intersection are important opportunity zones for mixed use housing, neighborhood parks, and neighborhood-serving retail
- Improve traffic congestion along Stanley Ave and fix the off-ramp from SR-33
- Enhance existing nodes of business activity along Ventura Ave

### Group 3

- If City were to annex North Avenue, primary land uses should be green businesses
- Add another on/off ramp from SR-33 to improve egress
- Provide more amenities such as a community center or pool

### Group 4

- Maintain area's jobs focus while phasing out and discouraging noxious uses (need higher density of jobs per acre). Outside of employment uses, focus should be on low to middle-income housing and light mixed use for blue collar workers
- Opportunity to transform vacant parcels near Ventura/Willett into a community center, health services center, or trade school

- Redevelop parking lot on the Ventura Unified School District (VUSD) site with mixed-use housing (possibly senior housing), a neighborhood park, and neighborhood center commercial uses
- Redevelop the Vons parking lot
- Explore a one-way loop between Ventura/Olive
- Activate the Ventura Riverwalk space, add more bike path access from the Westside to connect to the river and beach
- Improve on/off ramp from SR-33
- Work to approve and largely stick to the Westside Community Plan

### Comments from GPAC Members not in Attendance

- Preserve Westside as a working-class neighborhood, with walking districts rooted in the historic development patterns of its origins and housing across a spectrum of affordability
- Transform Ventura Avenue into a transit-friendly walking street (cars permitted, but slowed), with bulb-outs at key intersections and mid-blocks, to allow for street trees and shorter crossing distances. Provide different nodes of mixed-use along Ventura in conjunction with transit stops.
- Transform the VUSD office into a mixed-use Westside Town Center, with area for civic space, farmers market, and community events
- Maintain mostly 2-3 story buildings, with 4 stories allowed at transit stops
- Make Olive St a bike-friendly 'green street' link across the length of the Westside. Lateral 'green streets' link Ventura Avenue and housing east, to access the bike trail
- In exchange for allowing greater density at the VUSD office site, the School District could give the old Avenue School site to the Ventura Housing Authority, to renovate as a cultural community center with affordable housing, transit connection, and possible other arts-related uses
- Plan for gradual transition of heavier industrial uses to relocate to North Avenue. Allow for lighter industrial and manufacturing to continue (cabinet shops, custom fabricators, breweries, etc.)
- Keep Westside as an area that provides all the services and day-to-day needs of the local, hardworking population
- Provide all levels of housing and jobs at well thought out locations for the city's workforce and area's residents. Maintain medium density and building heights. Commercial and light industrial can be integrated with local housing.
- Maintain area's affordability for the blue-collar workforce and prevent gentrification and displacement of residents

## Midtown Corridors and Five Points

### Group 1

- Create a walkable, mixed use community gathering center and neighborhood hub – currently no place to gather in Midtown

- Centrally located, Midtown is one of the most convenient neighborhood in the city (you can get anywhere from Midtown in minutes)
- Maintain an inclusive, diverse, and welcoming character
- Primary land uses should be residential, medical, and retail
- Maintain a “neighborhood” feel, a place where families can walk and kids can play outside
- Beach access down Seaward corridor is currently dangerous. Improve pedestrian and bicyclist safety from Main onto Seaward
- Clean up Thompson and support mixed use housing, upscale retail uses, and more greenery and landscaping
- Connect SR-126 West to US-101 South
- Maintain vehicle access to hospitals and medical centers

### Group 2

- Place shorter building heights on south side of Thompson to prevent shade on housing
- Repurpose parallel side streets like San Nicholas as bike boulevards instead of relying on Main/Thompson corridors
- Consider a roundabout at the three-way Main/Telegraph/Thompson intersection
- Add office/R&D and commercial low uses along Five Points

### Group 3

- Allow up to 3-story mixed use along Main and identify infill opportunities (i.e., add one more story of retail or housing on existing one-story retail, revitalize older hotels)
- Primary land uses in Five Points should be medical, retail, and mixed-use housing
- Hospital areas should be a priority for sidewalk and accessibility improvements
- Ford dealership needs to move to Auto Center and be replaced with housing
- Three-way intersections at Main/Telegraph/Thompson and Seaward/Evergreen/Poli need to be improved

### Group 4

- Continue to phase out used car lots and replace with newer, updated businesses and housing
- Primary land uses should be neighborhood low, neighborhood medium, low-density multifamily, and some mixed use
- Preserve historic resources (i.e., historic homes)
- Maintain existing zoning, heights, and density. Focus on pedestrian mobility and having sufficient setbacks from developments
- Streamline ADU approval process
- Redevelop Ocean Tower parking structure into a neighborhood park

### Comments from GPAC Members not in Attendance

- Existing neighborhoods should generally remain intact, with some new housing and mixed-uses along the corridors
- Preserve Midtown Corridors as walkable, commercial mixed-use corridors



- On Main, emphasize transit and pedestrian. On Thompson, emphasize express transit, along with Class A separated bike lanes
- Reserve 5-6 story building heights in Five Points
- Reduce parking requirements and provide incentives for developing pocket plazas and other civic amenities

## Pacific View Mall

### Group 1

- Completely redesign, repurpose, and upcycle the Mall
- Create a vibrant, exciting, enticing, multipurpose neighborhood center
- Opportunity to add amenities that will draw people to the area, including housing, upscale retail, neighborhood center/gathering space, entertainment, jobs, green space and playgrounds, farmer's market, green rooftops/decks, live music events, and late-night restaurants
- Buildings can go up in height (would allow for a nice ocean view)
- Keep existing bus depot
- Add EV charging stations
- Create an exercise loop/walking and bike path around and through the development

### Group 2

- Don't need to reinvent the wheel; build off work from existing plans for the area (i.e., White Board Group's "15-Minute Neighborhood" presentation)
- Redevelop the Mall with a mix of higher-density mixed use housing, neighborhood commercial, and parks

### Group 3

- Redevelop underutilized surface lots with a mix of 3-story multifamily and 4-5 story mixed use, restaurants, clubs, and night life
- Properly connect transit center at the Mall to Ventura County Medical Center and other hospitals via side streets like Mills Rd and Brent St. Study moving the transit center to Downtown.

### Group 4

- Redevelop the Mall as a more fun and updated center with office and R&D uses, neighborhood-serving commercial, park space, and up to 4-story mixed use buildings

### Comments from GPAC Members not in Attendance

- Develop the Mall as a new Town Center for Midtown. Work with property owner to create a 20-year plan for the reinvention of the Mall. Consider how retail and other cultural entertainment uses are projected to change over the coming years

- Transform the Mall into a cultural and entertainment district, with businesses, housing, plazas, and other public spaces that cater to the needs of all ages and incomes. Buildings are 3-6 stories
- Revitalize the Transit Center
- Implement contemporary green architecture. Plant lots of trees
- Negotiate significant intensification of housing in exchange for provision of exceptional public spaces, amphitheaters, squares, etc.
- Mall could become another core for the middle of the city, with housing (particularly for nearby hospital workers), retail, and entertainment
- Make area more walkable and less car dependent

## Johnson Corridor

### Group 1

- Should be a gateway to the south that connects to the rest of Ventura County; create vibrancy by making area a true gateway to Ventura (i.e., signage that makes it clear when people have arrived in the city)
- Maintain and expand area as mixed-use job center that supports those who live in the neighborhood
- Primary land uses should be commercial, manufacturing, and visitor-serving retail
- Either improve golf courses with more visitor-serving amenities (i.e., clubhouse, sports complex, recreational facilities) or redevelop
- No housing south of 101
- Work with Caltrans to fix on/off ramp onto US-101
- Add grocery store to one of the existing shopping centers
- Mixed-use housing along east side of Johnson Dr
- Annex SOAR area east of Johnson (landowner wants property to be converted)
- Create bike/walking path along Harmon Barranca

### Group 2

- Johnson is a nodal area that can support a wide variety of jobs, housing types, and retail
- Need to know train ridership demographics to properly plan for this area
- Office and R&D uses should be built closer to freeway in lieu of housing
- Redevelop industrial areas south of the Metrolink station as 3-story mixed use
- Redevelop the underutilized parking lot on Capri Ave as a neighborhood park
- Have gateway signs welcoming people to the city
- Create a bike path along the Santa Clara River

### Group 3

- Johnson is the “entrance to the city” from the south. There is an opportunity to sell the Metrolink Station’s connection point to Los Angeles, especially considering the upcoming 2026 World Cup and 2028 Olympics

- Consider moving Metrolink Station to the Telephone SOAR area to provide more land for transit-oriented development while fulfilling train parking needs. If Metrolink Station stays where it currently is, need to intensify uses and move out industrial uses.
- Land uses should focus on jobs.
- Opportunity to develop/bring in a grocery store to the underutilized shopping centers along Johnson Dr (i.e., Toys R Us site)
- Redevelop Victory Outreach Ventura Church (formerly a movie theater)
- Redevelop vacant parcels west of Motel 6 as a regional park
- Allow 3-story multifamily in addition to general commercial land uses along east side of Johnson Dr

#### Group 4

- Fix the on/off ramps from US-101 to improve safety and freeway access
- Vacant lot across from Motel 6 is a possible location for a new performing arts center
- Consider developing tall towers like the Oxnard Financial Buildings and 4-6 story mixed use buildings along the southern end of Johnson

#### Comments from GPAC Members not in Attendance

- Completely replan this district as a compliment to River Park, to serve as a destination for Ventura's Eastside residents. Create a 20-year plan for the reinvention of the area into a professional and entertainment district that complements access to Metrolink. Consider how business, retail, and cultural entertainment uses are projected to change over the coming years
- Transform Metrolink station into a regional transit hub, similar to the Mall
- As the eastern/southern gateway to the city, area should be welcoming to those entering on the 101
- Provide housing, jobs, and shopping for residents in the area and also attract people from other parts of the county
- Area should include all levels of housing, retail, and potential entertainment venues

## Victoria

#### Group 1

- Increase heights on Victoria and create a separate pedestrian/bike path on the backside that connects to interior residential neighborhoods and acts as a sound barrier to the main commercial corridor
- Primary land uses along Victoria should be commercial, residential, and office (provide flexibility for future commercial needs)
- Create a higher-density manufacturing and industry freeway frontage east of US-101
- Redevelop some of the parking at the Government Center as affordable housing to better connect people with services. Consider other improved usages for the surface parking here.
- Preserve the "protestor corner" at the Government Center (Victoria/Telephone)
- Revitalize shopping centers along Victoria

- Add left turn signal to Ralston/Victoria intersection and improve crosswalks throughout Victoria

### Group 2

- Redevelop underutilized commercial buildings along Victoria with more office and R&D uses
- Opportunity to reimagine eastside parking lot of Government Center with housing and a community center. Create an interpretive native garden with Chumash Art at the Telephone/Victoria corner site.
- Need protected bike lanes along Victoria
- Traffic solution will depend on how a SR-126/US-101 connector is implemented

### Group 3

- Opportunity to develop housing up to 3-stories on underutilized parking lots at the Government Center
- Also opportunity to develop a senior center at the Government Center, considering synergy with existing social services in the area and churches across the street
- Telephone/Victoria is a major node and community gathering space. Preserve that corner site at the Government Center.
- There are five grocery stores in the area, compared to Johnson which has zero. Maybe relocate one of the grocery stores for a more equitable distribution across the city.
- Relocate County jail elsewhere
- Revitalize underutilized shopping center anchored by 99 Cents Store

### Group 4

- Connector between US-101/SR-126 could allow Victoria to turn into a walkable, bikeable boulevard with wide medians/landscaping
- Revitalize Kmart/Walmart building and turn shopping centers along Victoria into mixed-use, community-oriented neighborhood centers with 4-5 story mixed use housing, meeting areas, outdoor dining, gardens, etc.
- Relocate the County jail

### Comments from GPAC Members not in Attendance

- Victoria has the potential to be a prime transportation conduit that balances car, bus, pedestrian, and bike access
- Engage with County of Ventura to create a 20-year plan for the evolution of the Government Center and adjacent commercial area east. Create a civic mixed-use center, by injecting opportunities for housing infill, especially affordable and workforce housing. Plan for structured parking, to free up some areas for infill housing and other uses. Create stronger connections to surrounding neighborhoods, with walking paths, enhanced crosswalks, bike lanes and green streets. Infill some mixed-uses at the central plaza to create 24-hour life and presence.
- Area around Government Center should become another urban core in the city, similar to Downtown or what the Mall could become for the middle of the city

- Maintain large job hub and provide higher-density, taller housing, along with shopping, entertainment, restaurants, and bars for workers in the area

## Arundell and North Bank

### Group 1

- Keep light industrial, manufacturing, and R&D uses closer to the freeway and major roads like Telephone/Market. Heavier industrial and warehouses should be located by Transport St, Arundell Ave, and the railroad
- Primary land uses should be industrial and some R&D
- Don't know what kind of industrial we'll need in the future. Be flexible about what industrial is allowed and do not allow housing
- Begin thinking about transitioning uses in the Auto Center for the future – possibly convert to parking for shared vehicle economy or charging stations
- Support completion and execution of Olivas Park Specific Plan
- Expand homeless shelter in Arundell to include transitional housing services
- Consider annexing SOAR area in Arundell and working with the property owner to convert land into other uses

### Group 2

- Potential space for a 4-year college campus or industrial park in the Arundell SOAR area. Other alternative is to continue to leave the land fallow/as farmland
- Develop an Industrial Park Specific Plan for the industrial and commercial area along Arundell Ave

### Group 3

- Housing should not be allowed in this area
- Allow heavy industrial uses south of US-101 and Callens Rd
- Connect bike paths along Main St and Arundell Barranca
- Build a southbound exit for SR-126 West
- Reimagine the Auto Center as a green industrial jobs center

### Group 4

- Area should have a jobs and light/clean industrial focus
- Allow some live/work mixed-use as quality of industrial improves (note that there are already some people living in the area illegally). Create a "hybrid industrial" land use designation
- That is where the city's only shelter is located. Develop more social services near the shelter to serve the local population
- Phase out golf courses in the area (i.e., Buenaventura Golf Course) and consider transitioning them to nature preserves/parks
- Arundell SOAR area could become Ventura's "Central Park" – consider converting agricultural land to quality open space/regional park

## Comments from GPAC Members not in Attendance

- Keep area as the commercial and industrial heart of the city (no housing)
- Primary land uses should be commercial and industrial, with restaurants and retail for workers
- Provide better city and regional public transit services here to allow workers to access their jobs without a car

## SOAR Areas Within City Limits

### Group 1

- Landowners who own SOAR properties find it challenging to farm when surrounded by residential. Should work in cooperation with landowners to develop better uses, like residential, mixed use, and green spaces.
- SOAR areas could be developed into well-planned communities with various densities (higher density by the main arteries, then stepped down to single family), neighborhood parks (pickleball, tennis, and basketball courts, dog parks, walking trails, bike paths etc.), neighborhood centers, and grocery stores
- Create a greenbelt/bike path that connects SOAR areas to Harmon Canyon
- Finish Ventura Community Park and provide better connection between Ramelli Ave and Kimball exit from SR-126
- Kimball should be continued to Bristol

### Group 2

- Leave SOAR areas as is
- Widen Ramelli Ave

### Group 3

- Pursuing development in the SOAR areas should be a last resort
- If Telegraph SOAR area is redeveloped, it could be developed with housing of various densities (neighborhood medium to 3-story multifamily) and neighborhood-serving retail/grocery stores centered around 2 high quality neighborhood parks
- Opportunity to widen Ramelli Ave and connect Kimball to Bristol if redeveloping the Telephone SOAR area
- Relocate Juanamaria Elementary School to the city-owned agricultural parcel west of the County Telegraph SOAR area in order to make room for another grocery store. Develop neighborhood medium housing adjacent to the new school location
- Create one long Barranca trail that connects Harmon to Bristol

### Group 4

- SOAR areas should not be annexed/redeveloped unless they are being used for open and public space

- Create a multiuse bike path and walkway along the Barrancas that connects SR-126 to Bristol and Harmon Canyon

### Comments from GPAC Members not in Attendance

- Annex the SOAR areas within the sphere of influence for more housing and open space. They are along major transit corridors and can provide for more public transit-oriented housing and commercial uses
- Consider creating specific plans for the SOAR areas, similar to the Parklands Plan, but with more open space

## Other Areas/Comments

### Group 1

- Eastside should not be left out of the land use alternatives discussion; need more opportunity to discuss this area
- Work with the State to expand food trucks and events along the San Buenaventura State Beach; improve accessibility to the park's parking lot
- Have 2-story retail and mixed uses along Seaward
- Transition manufacturing uses east of Seaward/along Vista Del Mar to a mix of lower-density multifamily, office and R&D, and neighborhood park space

### Group 3

- Expand sidewalks along Seaward Ave
- Transition manufacturing uses east of Seaward/along Vista Del Mar to mixed-use developments

### Group 4

- Activate San Buenaventura State Beach by adding more concessions and active uses. Renovate the volleyball and pickleball courts
- Redevelop manufacturing uses east of Seaward/along Vista Del Mar Dr with neighborhood medium and 3-story multifamily housing
- Add neighborhood parks throughout residential areas
- Make sidewalks in Eastside residential areas more walkable. Tear down the sound walls

## Public Comments

Several individuals spoke during public comment at the close of each meeting. Comments are summarized below.

### May 16, 2022

- Jobs are important to the Westside. We need to work on having the right balance of jobs and housing for all. We also need to plan for transportation and emergency evacuation.

- Encourage more high-density, mixed-use development and bicycle/pedestrian improvements. Engage with schools and community colleges as part of the land use alternatives process.
- There are still significant questions regarding the Draft Housing Element updated January 2022, particularly around increasing allowed residential heights in form-based codes (policy 18.3) and allowing lot consolidations through ministerial approval (policy 18.4).
- Fix narrow and missing sidewalks along Ventura Ave and the on/off ramp from SR-33 to Stanley. There are similar issues with freeway access and safety on Johnson.
- Need high-density, mixed-use development along high frequency transit lines. Redevelop dying strip malls and create more walkable public open spaces. Add a Metrolink station to Downtown (don't move the existing station)
- Keep the Downtown and Midtown Corridors Plans as is - these specific plans were developed with a lot of input already. Enhance the city's urban forest.
- City needs more affordable housing, not vacation rentals and second homes. Want greater setbacks from developments and more community gardens, street trees, and use of solar energy.
- Engage with the Chumash tribe
- Move the Metrolink station to the Downtown Fairgrounds site
- Preserve the city's scenic vistas and roads, including Foothill Rd
- City should lobby the State to approach affordable housing construction differently. We need to move away from building from scratch on site to innovative strategies that are substantially reducing cost, such as 3D printed concrete and modular construction

## May 17, 2022

- It is important we provide for affordable housing important and address historic patterns of segregation and inequality. The SOAR areas could be a good place for affordable housing. We also need to make the most of the open space we have, including opening school playgrounds through joint use agreements. Maintain the Fairgrounds as an important cultural and recreational area.
- There is a lot of interest in living in safe and walkable neighborhoods. The City needs a comprehensive traffic and mobility plan to manage how to get around the city.
- Although parklets are great, the larger the parks, the better. Johnson needs higher-end retail to keep tax dollars in the city.
- We are in a severe housing crisis, and it is becoming increasingly difficult for young people to afford living in Ventura. We need an "all of the above" approach to housing, including affordable housing, market rate housing, SOAR annexation, and infill to prevent this city from becoming a retirement community.
- Keep buildings at the street level at least four stories tall and then go higher towards the center. Provide more bus lanes on Main, Thompson, and Victoria and discourage any new parking structures, particularly in the urban core, to reduce reliance on cars. Nostalgia for the city we grew up in should not hold us back from moving towards more sustainable and transit-oriented development. I know a few new buildings won't scare Venturans away.



- Need to continue pushing to cap the freeway and focus on building a multimodal transit center in Downtown.
- City should work with the McGrath family to develop a master planned R&D business park. R&D companies don't come to the city because buildings for them do not exist. Keep industry on Ventura Ave - there is no land available in Arundell.
- Don't allow anything on Seaward to be taller than the bluff. The Eastside should be another area of focus in the alternatives process.
- There is an opportunity to increase heights on mixed-use developments along Main and Thompson. Side streets along Midtown Corridors should become bike boulevards. Consider developing a transit center at the Government Center. Improve egress on the Westside and have clean industrial uses.
- Need to improve transportation safety, particularly along Stanley and Johnson.
- Keep industry on westside - many residents walk to work in this neighborhood. We need more affordable housing and homeless shelters throughout the entire city.
- Land use designations must be examined from the lens of maintaining the city's character. People come to Ventura because its hillside and ocean views and its historic neighborhoods. Need more form-based codes and specific plans to protect the character of each neighborhood.
- There is strong consensus around wanting reliable routes for evacuation, housing options for all walks of life, job opportunities, transit hubs, and community gathering spaces. Listen to the community and consider our ideas.
- I am concerned about supplying water for proposed housing units. We need to plan for water supply needs.
- Incorporate the Westside Community Plan into the GPU. Use a fire hazard overlay to ensure we're not densifying severe fire hazard areas. We need gateway signs to the city from both the north and south.
- Height limit on Victoria should be limited to 3 stories along certain stretches zoned T4.9, considering there is 1-story single family homes behind on Alameda St.
- City needs more variety of housing, including ADUs and JADUs (not just big block buildings).