

GPAC Meeting #19 Summary

February 21, 2023



Introduction

On February 21, 2023, the City of Ventura convened the 19th meeting of the General Plan Advisory Committee (GPAC). The purpose of the meeting was for the GPAC to discuss and recommend land use direction for the Victoria Corridor, Pierpont, and the Eastside Areas of Discussion.

The meeting was open to the public and held in person in the Community Room at City Hall. The meeting was livestreamed on [YouTube](#). This document summarizes the key conclusions from the meeting.

Meeting Participants

The following participants attended the meeting:

General Plan Team

- Matt Raimi, Raimi + Associates
- Lilly Nie, Raimi + Associates
- Susan Harden, Circlepoint
- Neda Zayer, City of Ventura

GPAC Members

- | | |
|------------------------------------|---------------------------|
| • Doug Halter, GPAC Chair | • Nicholas Deitch, GPAC |
| • Bill McReynolds, GPAC Vice Chair | • Peter Freeman, GPAC |
| • Philip Bohan, GPAC | • Kacie Goff, GPAC |
| • Nicholas Bonge, GPAC | • Kelsey Jonker, GPAC |
| • Stephanie Caldwell, GPAC | • Stephanie Karba, GPAC |
| • David Comden, GPAC | • Louise Lampara, GPAC |
| • Kyler Carson, GPAC | • Sabrena Rodriguez, GPAC |
| • Joshua Damigo, GPAC | • Alejandra Tellez, GPAC |

Absent: Lorrie Brown, Erin Kraus, Scott McCarty, Daniel Reardon, Dana Worsnop

Meeting Format

Neda Zayer welcomed GPAC members and the public to the 19th GPAC meeting. Susan Harden followed with an overview of the meeting agenda. Matt Raimi reviewed the GPAC's process for developing land use recommendations and conducting additional engagement, which was discussed during the January meeting and confirmed by the majority of GPAC members in an online survey sent out in early February. He then summarized key background information related to the land use alternatives to help frame and orient the GPAC discussion.

The GPAC spent the rest of the meeting discussing a preferred land use direction for the Victoria Corridor, Pierpont, and Eastside Areas of Discussion. For each Area of Discussion, Susan began by facilitating a discussion on the GPAC's overall vision and thoughts for the area. Matt then summarized the direction heard from the land use alternatives surveys and other engagement activities; this summary of community feedback was organized by sub-geographies in each Area of Discussion. The GPAC then discussed their ideas for land use direction in each sub-geography. A vote by "show of hands" was conducted for each sub-geography once the GPAC appeared to reach a consensus on a land use direction. The meeting concluded with public comment.

GPAC Discussion: Land Use Direction for Areas of Discussion

The following section summarizes the GPAC's land use direction and other policy ideas for each Area of Discussion, organized by sub-geography. Land use direction with consensus from the majority of GPAC members is **bolded**. Note that the GPAC did not reach a final land use decision for the Eastside. This area will be discussed at the March 6th meeting.

Victoria Corridor

Overall Vision/Thoughts

- Transportation improvements (i.e., installing protected bike lanes and a connector between US-101/SR-126) are needed for Victoria to truly transform into a walkable, mixed use business corridor.
- Victoria is a major commercial/retail area that serves residents on the Eastside.
- Victoria Corridor is an appropriate area for concentrating heights/density.

Government Center

- **Work with the County to create a master plan that maintains existing public uses but includes affordable housing, provides more efficient parking options, expands open space areas, and allows other uses that could support the employment base in the area.** Use the General Plan Update as an opportunity to define the City's vision and desired outcomes for this area.

- Designate parcels east of the Government Center as a combination of Mixed Use 1 and 2 (3-4 Stories). The lower heights should be adjacent to the multifamily areas with higher heights on Telephone and near the Government Center.
- Designate parcels south of the Government Center as 4-Story Multifamily.
- Maintain the corner of Victoria/Telephone as an important community gathering area/focal point.

Grove Specific Plan

- Maintain the current land use designation since the Specific Plan is almost completed.

Gateway Shopping Center

- Designate as Neighborhood Center.
- Maintain the existing grocery store.
- Require that housing be built away from the freeway.

Area Northeast of US-101

- Retain an employment focus in this area (*but no consensus on what type and at what intensity*). Ideas include:
 - Changing all Heavy Industrial parcels to Light Industrial/Flex
 - Preserving heavy industrial uses for legacy businesses, given the freeway visibility and to help limit exposure in other areas.
 - Allowing the Coca-Cola distribution site (west of Saratoga) to remain and allowing similar uses around it.
 - Allowing office/R&D uses.
- *Note: The General Plan Team will propose a land use designation after the Industrial designations are further defined.*

Moon Drive Overlay Area

- Designate area as Mixed Use 1 (3 Stories) to ensure compatibility with adjacent single-family homes.

Victoria Corridor

- Maintain the corridor south of Telephone as Mixed Use 4 (6 Stories) but require some commercial uses.
- Expand mixed use to the County Credit Union area (the parcels at the SE corner of Telephone and Victoria) and designate as Mixed Use 4 (6 Stories).
- Maintain the corridor north of Telephone as Office/R&D to maintain employment uses.
- Reduce traffic impacts from new residential developments by ensuring traffic is directed on to side roads.
- Make pedestrian and bike improvements adjacent to Victoria.
- Add internal streets on some of the larger parcels since it will be difficult to have a comfortable pedestrian environment along Victoria.

Victoria (Base)

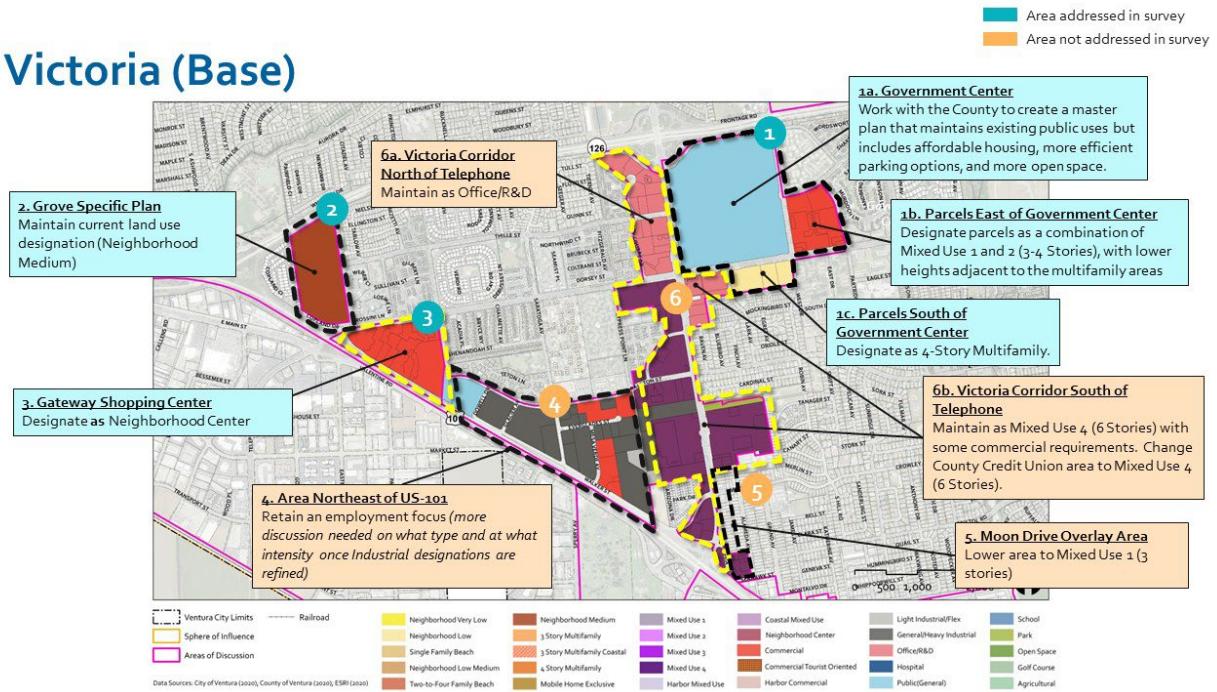


Figure 1: GPAC Land Use Direction for Victoria Area of Discussion

Pierpont

Overall Vision/Thoughts

- Vacant parcel along Seaward is an important opportunity site for Pierpont and the City.
- Transportation improvements are needed along Seaward for all modes to make the area safer for pedestrians and bikes, reduce traffic congestion, and enhance the “gateway” to Pierpont and Ventura.

Area Between US-101/Railroad.

- **Maintain current zoning in area except for the Lemon Packing Plant (further discussion is needed following information from the City).**
- Follow up with the City Attorney to determine the most appropriate land use direction for the Lemon Packing Plant area. This General Plan Team will bring information back to the GPAC at a future meeting.

SOAR Area.

- **Maintain agricultural uses.**

Area South of US-101.

- **Maintain current zoning but designate the Marina Village Shopping Center as Neighborhood Center.**

Industrial/Commercial Area South of Vista Del Mar.

- Maintain current zoning (with the proposed fire station parcel designated 'Public').
- Consider other locations for the fire station given how valuable the property is.

Area North of Railroad.

- Maintain the "base" land use designation (Neighborhood Medium). Note that this area is zoned M-1 (industrial) but the existing General Plan designation is Neighborhood Medium.

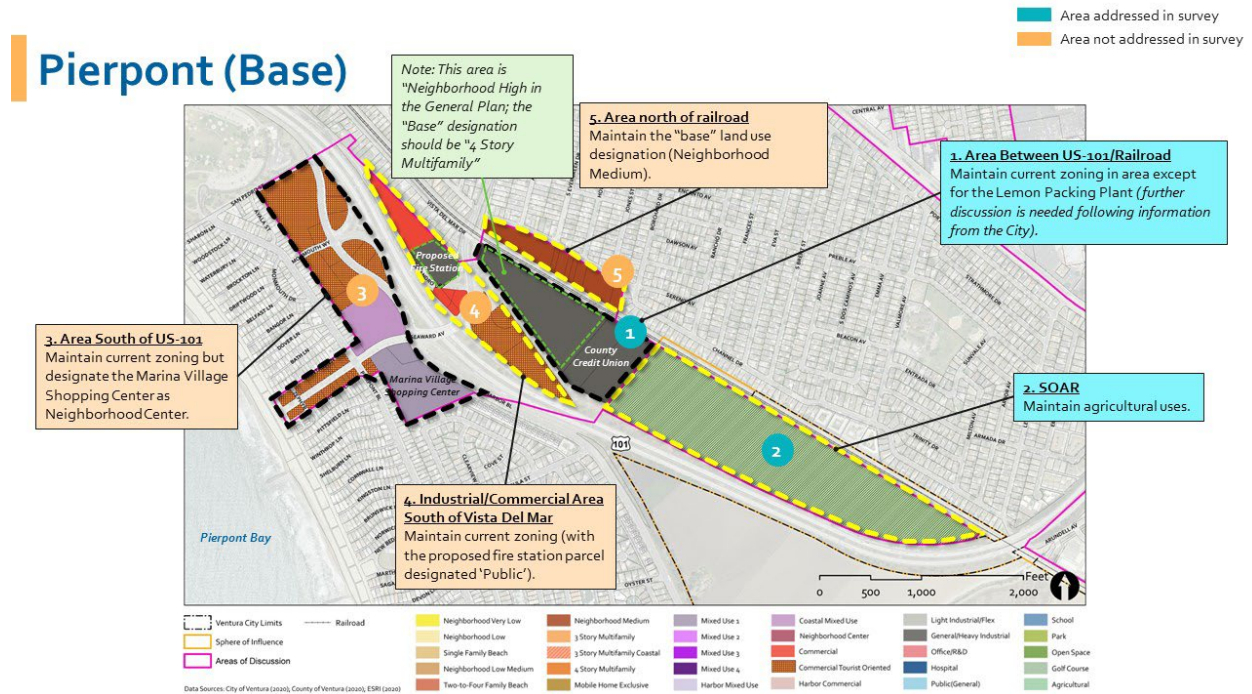


Figure 2: GPAC Land Use Direction for Pierpont Area of Discussion

Eastside

Note: The GPAC did not make a decision on land use designations for the Eastside since there was not enough time. The general themes from the GPAC discussion are summarized below.

- Desire to cultivate more of a unique neighborhood character on the Eastside.
- Need for more retail to support the growing population.
- Maintain existing grocery stores and develop policies that attract more to the area.
- Ideas suggested for the Eastside shopping centers:
 - Change to Neighborhood Center
 - Keep entirely commercial.
- Ideas suggested for the agricultural parcel on SR-126:
 - Change to Neighborhood Center and develop as a focal point for the Eastside.

General/Citywide Comments

- Require developments to taper down building heights where adjacent to single family homes.
- Consider having a required percentage of commercial uses for all the mixed-use designations.
- Avoid expanding housing next to industrial uses.
- Implement architectural and design standards to create high-quality, attractive buildings.
- Partner with churches to explore opportunities for providing affordable housing on their properties.
- Revise the definitions for 'light industrial' and 'heavy industrial' to ensure that the City is not precluding uses that should be preserved (i.e., industrial art activities). Consider reclassifying industrial designations as 'clean' and 'noxious' as opposed to 'light' and 'heavy.'
- Work with the County to implement policies that regulate agricultural practices adjacent to residential neighborhoods.

Public Comments

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

- Given the number of planned projects in Pierpont, there needs to be improvements made at the Seaward interchange at US-101.
- Create a Specific Plan for Seaward. Explore opportunities to rezone church properties on the Eastside. There are other commercial areas on the Eastside that are not identified in the Areas of Discussion where retail could potentially be expanded.
- Consider traffic impacts along Seaward when determining a land use decision for the Lemon Packing Plant area.