

# General Plan Advisory Committee

Meeting #23: Final Confirmation of Land Use Direction

June 6, 2023



# GPAC Members

- Doug Halter, Chair
- Bill McReynolds, Vice Chair
- Philip Bohan
- Nicholas Bonge
- Lorrie Brown
- Stephanie Caldwell
- Kyler Carlson
- David Comden
- Joshua Damigo
- Nicholas Deitch
- Peter Freeman
- Kacie Goff
- Kelsey Jonker
- Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Dana Worsnop

# Meeting Agenda – Tuesday, June 6

- Introduction and welcome
- Finalize GPAC land use designation direction
  - Review GPAC land use feedback results
  - Identify and discuss specific geographic areas with differences of opinion
- Discuss approach to community engagement
- Discuss future GPAC meeting topics
- Public comment
- Wrap up and next steps



# GPAC Meeting Protocols

To ensure a safe environment for respectful dialogue, the following protocols will be enforced:

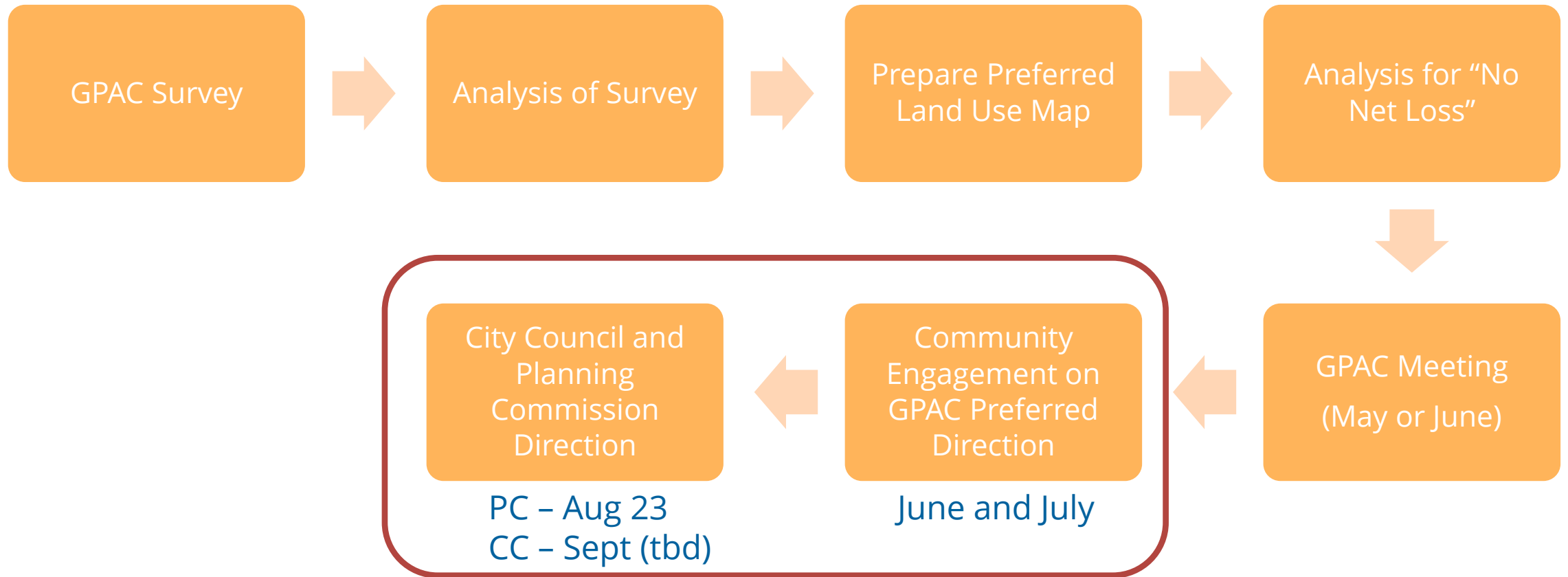
- GPAC members and the public shall show respect for others in the room.
- GPAC members and the public shall not interrupt or otherwise disrupt the meeting, including shouting, applauding or booing.
- Public comment is provided at the end of the meeting. Time limits will be placed on public comment depending on the number of public speakers.
- Those that do not follow these protocols will be asked to leave the meeting.



# GPAC Land Use Feedback Results



# Process



# Overview

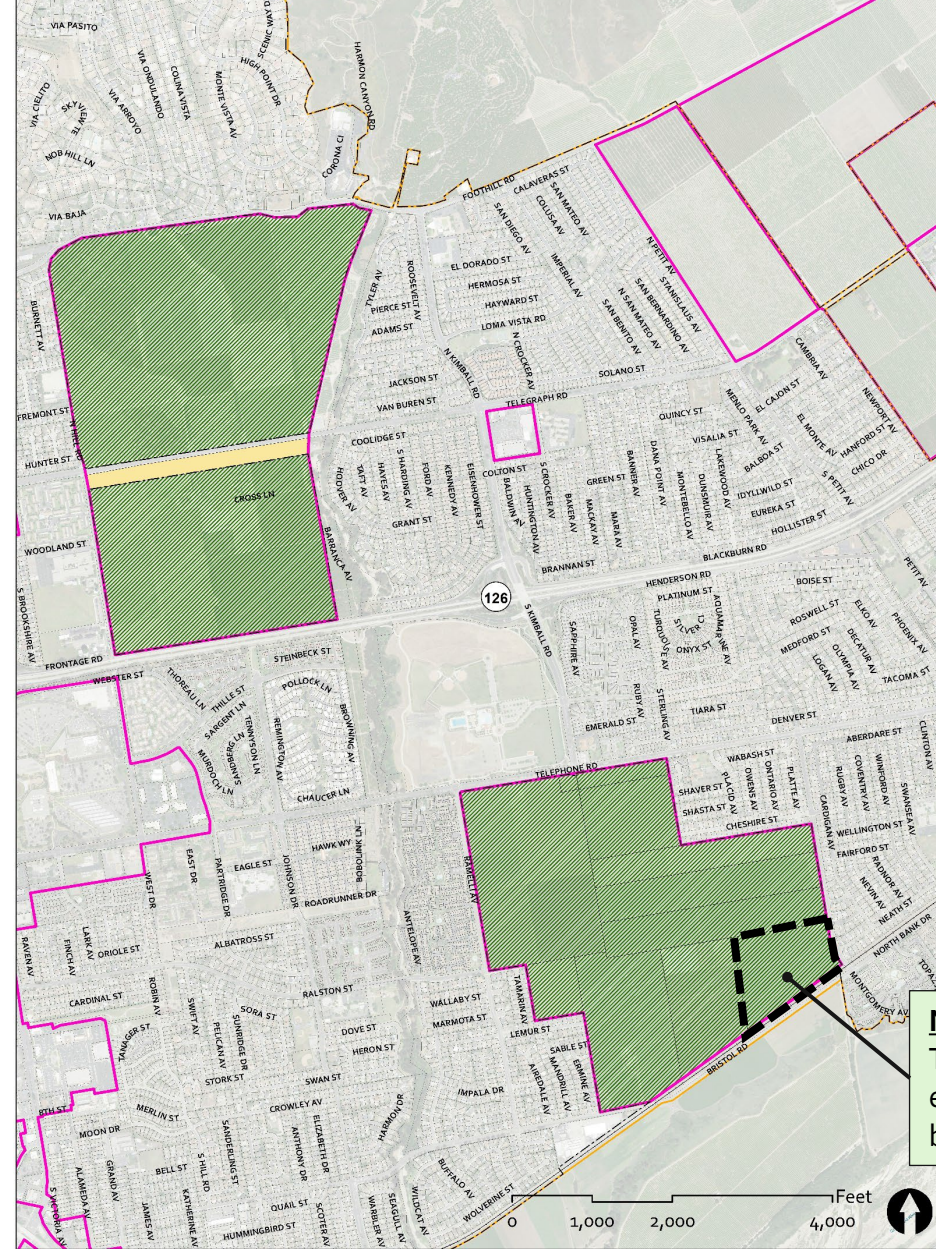
- Purpose
  - Confirm proposed land use designation changes and other high-level direction
- Content
  - 49 questions
  - 33 questions about specific geographic areas
  - 16 additional area-specific and city-wide questions
- Participation
  - 19 of 21 GPAC members took the survey
- Results
  - Presented in summary form (without names)
  - Individual responses (with names) provided separately
  - “Consensus” is when 2/3 of GPAC agrees with a direction

# SOAR Areas

\* Note that these are not the only City-controlled SOAR areas in Ventura

No Changes

	Yes	No
No Changes	14	5



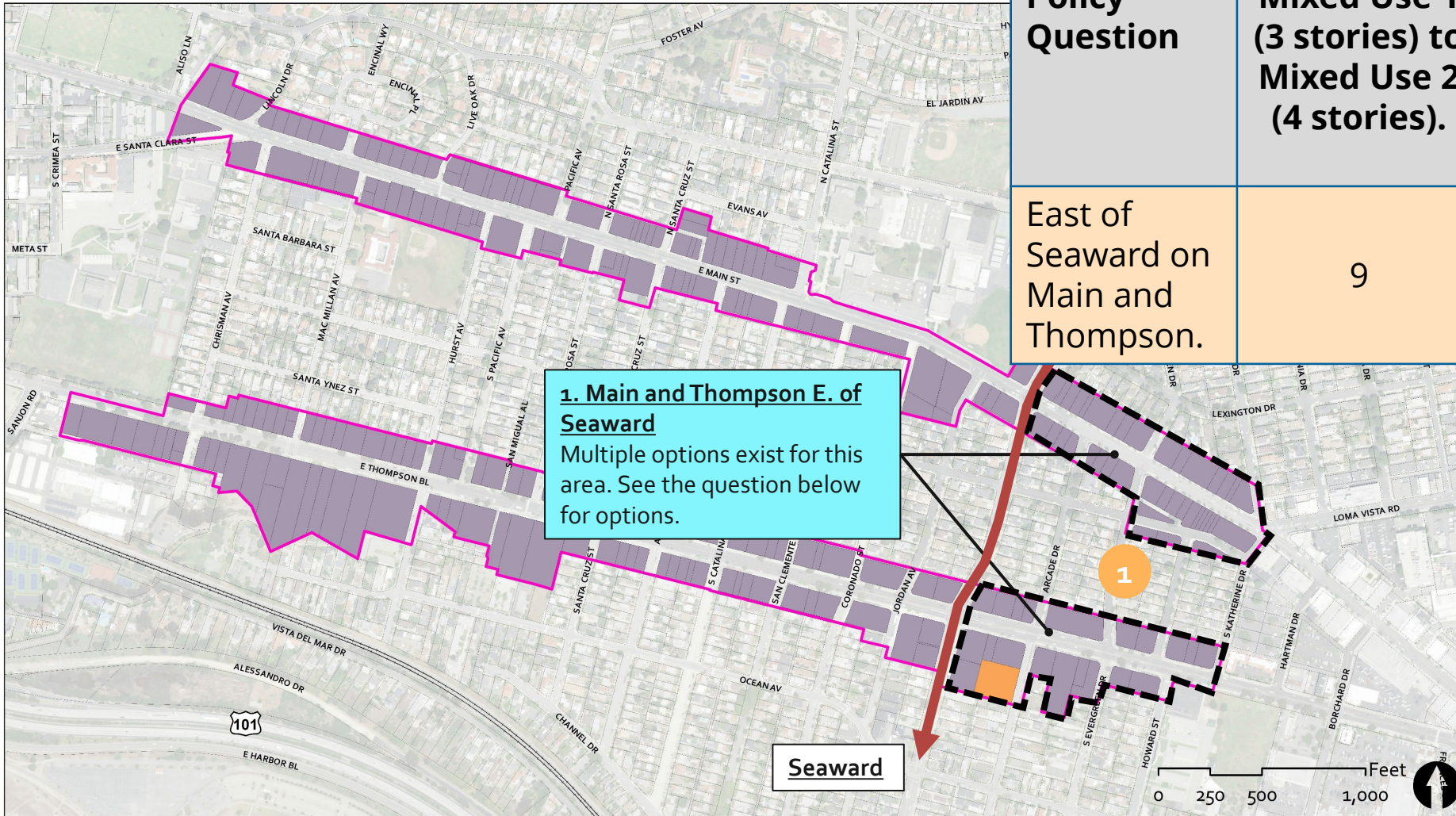
**Neighborhood Low**  
This area is Neighborhood Low in existing General Plan. The map will be changed to reflect this.

- Ventura City Limits
- Sphere of Influence
- Areas of Discussion
- Railroad
- Neighborhood Low
- SOAR Areas Within City Limits

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



# Midtown Corridors (Base)



**1. Main and Thompson E. of Seaward**  
 Multiple options exist for this area. See the question below for options.

<b>Policy Question</b>	<b>Increase all parcels from Mixed Use 1 (3 stories) to Mixed Use 2 (4 stories).</b>	<b>Increase only the parcels on Thompson east of Seaward to Mixed Use 2 (4 stories).</b>	<b>Maintain Mixed Use 1 (3 stories) on all parcels.</b>
<b>East of Seaward on Main and Thompson.</b>	<p style="text-align: center;">9</p>	<p style="text-align: center;">3</p>	<p style="text-align: center;">6</p>

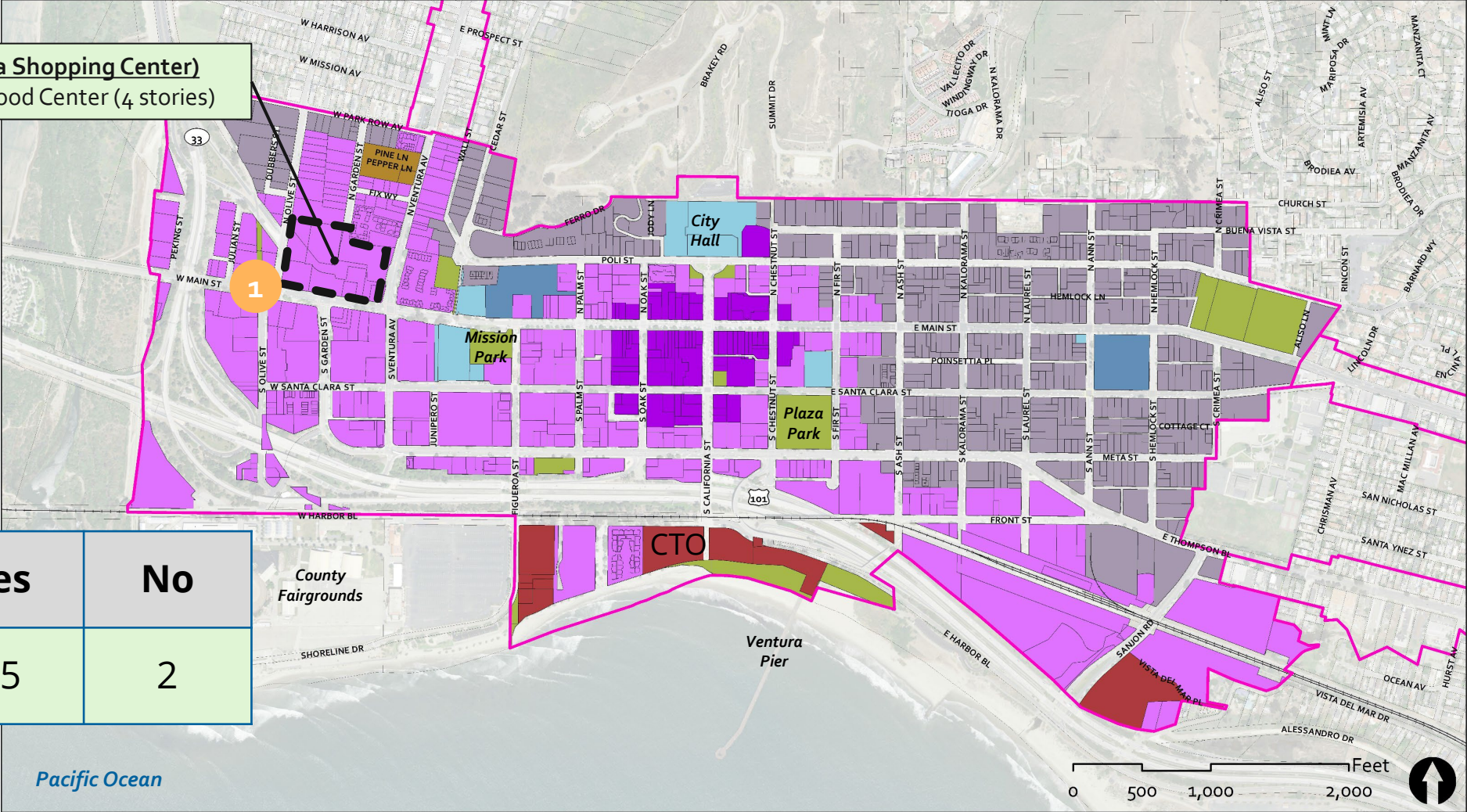
Ventura City Limits	Railroad	Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Sphere of Influence		Neighborhood Low	3 Story Multifamily	Mixed Use 2	Neighborhood Center	General/Heavy Industrial	Park
Areas of Discussion		Single Family Beach	3 Story Multifamily Coastal	Mixed Use 3	Commercial	Office/R&D	Open Space
		Neighborhood Low Medium	4 Story Multifamily	Mixed Use 4	Commercial Tourist Oriented	Hospital	Golf Course
		Two-to-Four Family Beach	Mobile Home Exclusive	Harbor Mixed Use	Harbor Commercial	Public(General)	Agricultural

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

This area has a non-geographic question

# Downtown

**1. Vons (Mission Plaza Shopping Center)**  
Change to Neighborhood Center (4 stories)



Area	Yes	No
1	15	2

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

Ventura City Limits	Railroad	Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Sphere of Influence		Neighborhood Low	3 Story Multifamily	Mixed Use 2	Neighborhood Center	General/Heavy Industrial	Park
Areas of Discussion		Single Family Beach	3 Story Multifamily Coastal	Mixed Use 3	Commercial	Office/R&D	Open Space
		Neighborhood Low Medium	4 Story Multifamily	Mixed Use 4	Commercial Tourist Oriented	Hospital	Golf Course
		Two-to-Four Family Beach	Mobile Home Exclusive	Harbor Mixed Use	Harbor Commercial	Public(General)	Agricultural

<b>Policy Question</b>	<b>Maintain top floor ratios.</b>	<b>Change the areas to the east and west of the historic core to allow the majority of the top floor for development.</b>	<b>Change all areas of the Downtown to allow the majority of the top floor for development.</b>
The Downtown Specific Plan development code limits the amount of development that can be built on the top floor of a building from between 15% to 40%. Should the top floor building ratios be maintained, or should the General Plan dictate the top floor building ratios?	10	3	4



<b>Policy Question</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
Should the City conduct a study to identify the primary sources of pollution on the Westside?	1	1	3	4	9

# Five Points/Pacific View Mall

## 1. Loma Vista (north side)

Change to "Commercial" (2 stories)

Area	Yes	No
1	10	6
2	14	3
3	14	4
4	13	4

## 2. Main Street (East of Brent)

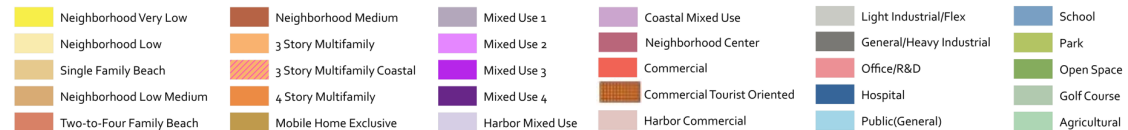
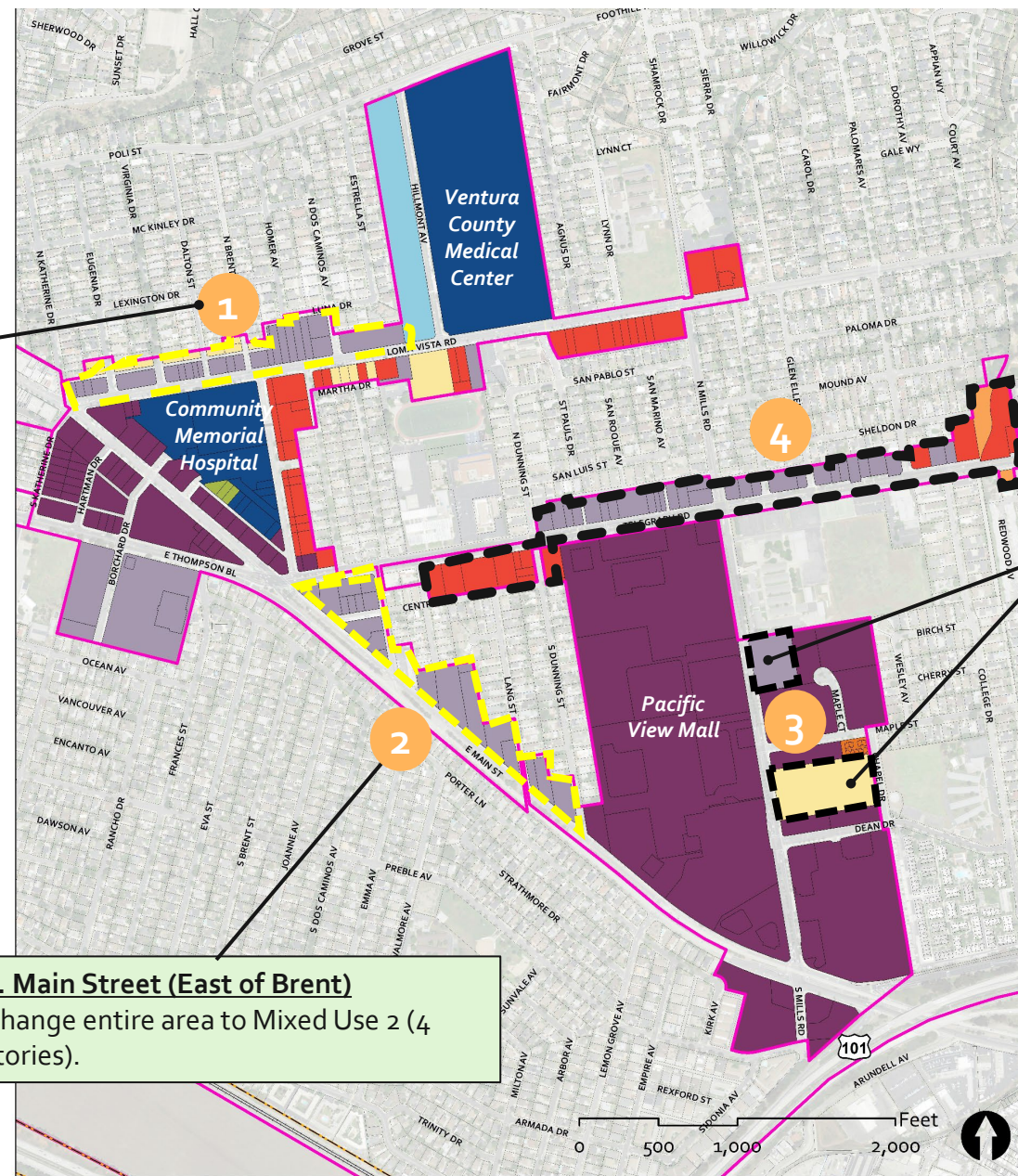
Change entire area to Mixed Use 2 (4 stories).

## 4. Telegraph Corridor

Change the entire area to Mixed Use 2 (4 stories).

## 3. Pacific View Mall parcels

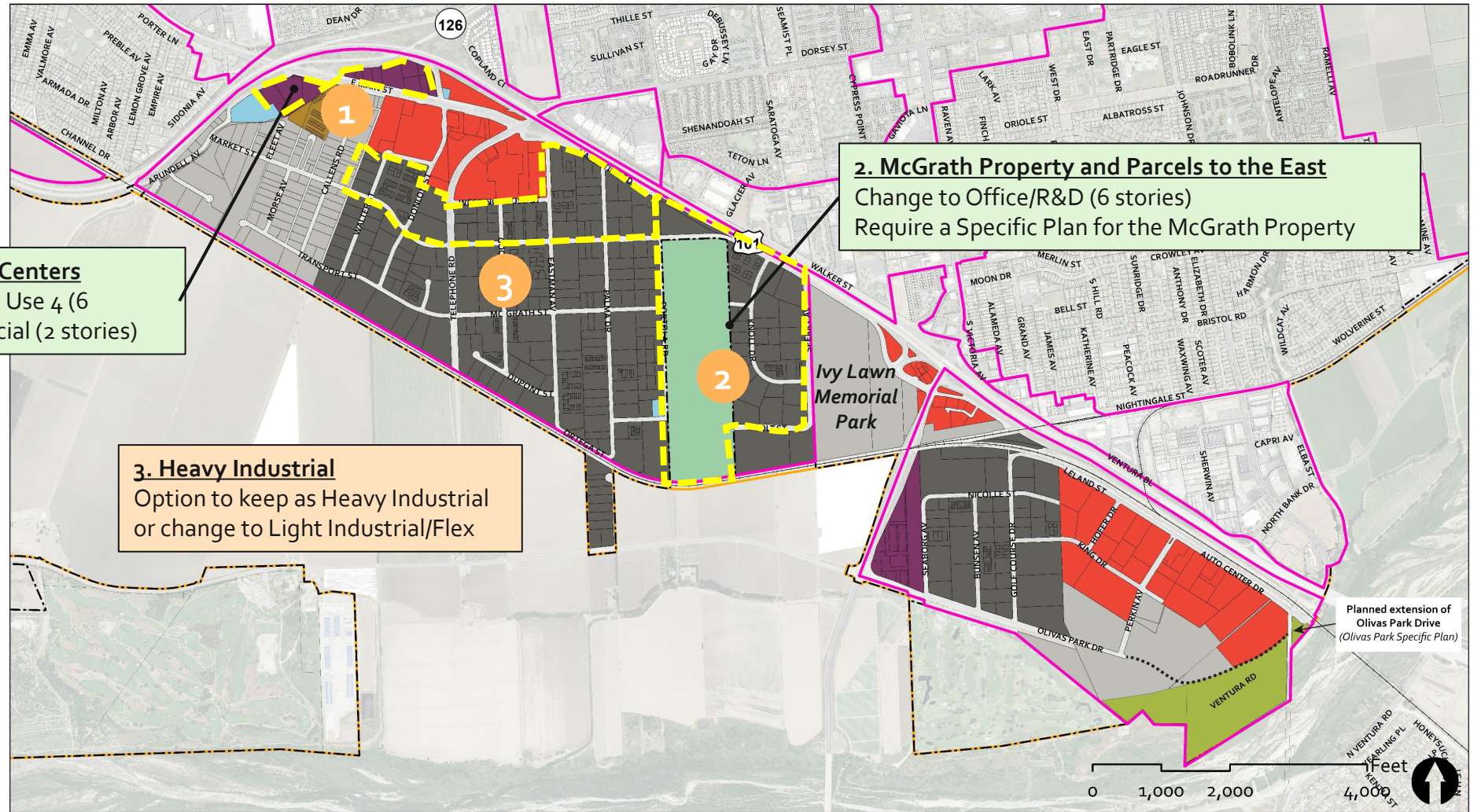
Change 2 parcels to Mixed Use 4 (6 stories) to match the rest of area



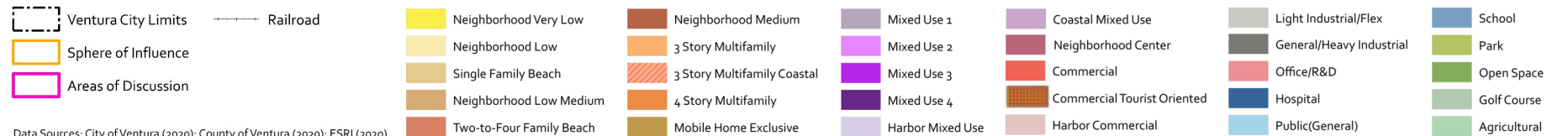
Policy Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The Pacific View Mall and the area immediately around the Mall should be redeveloped as a walkable, mixed use area with a diversity of housing, parks and plazas, retail and offices.	0	0	1	4	13
Preserve and prioritize commercial and job-generating uses, not housing, on Loma Vista between the hospitals.	1	2	2	6	4

This area has 3 non-geographic questions

# Arundell & North Bank



Area	Yes	No
1	13	5
2	12	6
3	6	12

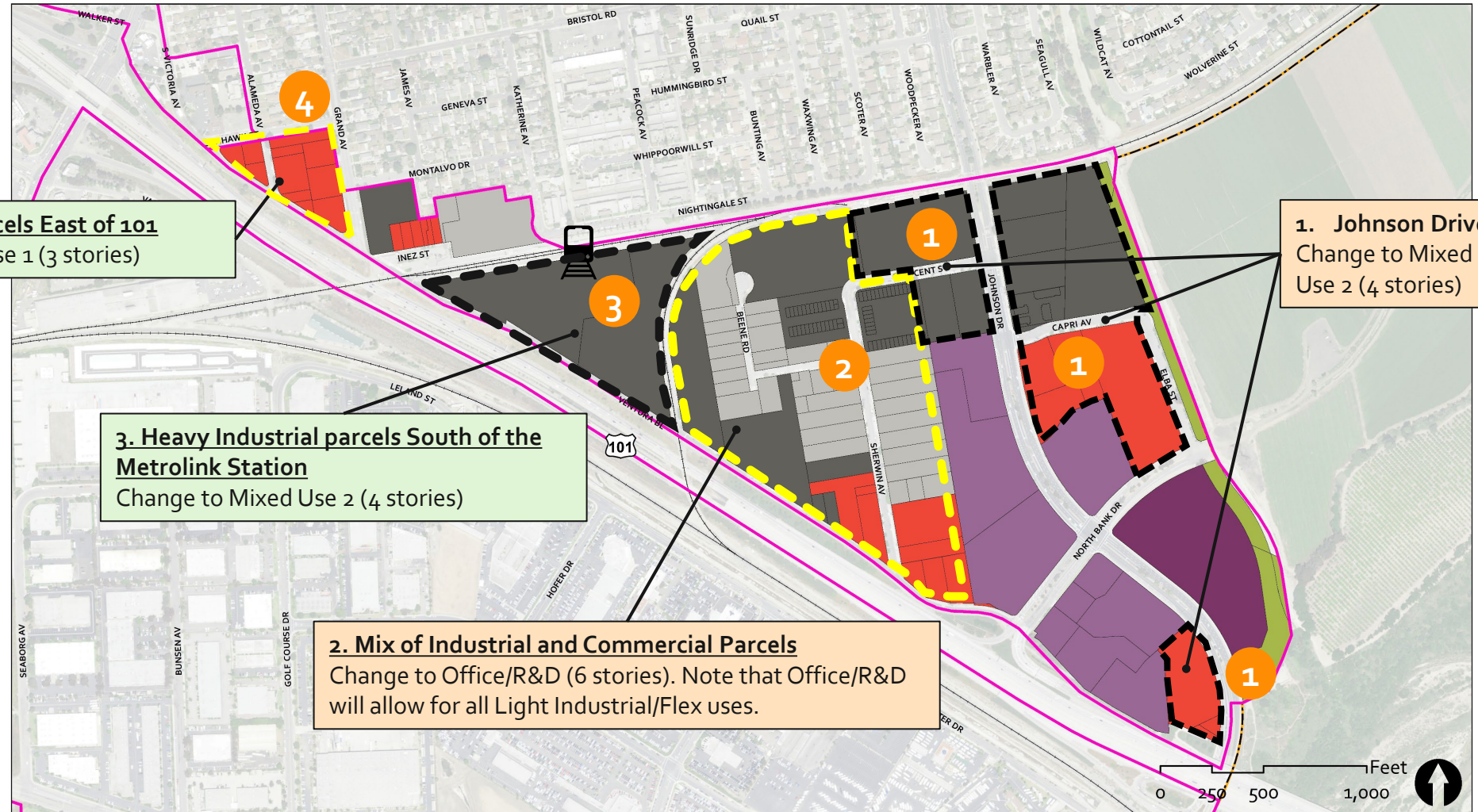




<b>Policy Question</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
The vision for the McGrath Property is to create an office district and industrial employment opportunities for the City. A Specific Plan would be required and residential could be allowed if it is above industrial uses (in mixed use buildings).	0	4	1	8	5
Workforce housing should be allowed above office and industrial uses in areas designated as Light Industrial/Flex and Office/R&D.	1	2	3	6	6
Buildings of up to 6 stories should be allowed in the entire Arundell and North Bank areas. This would occur through a height overlay.	3	1	3	9	1

# Johnson

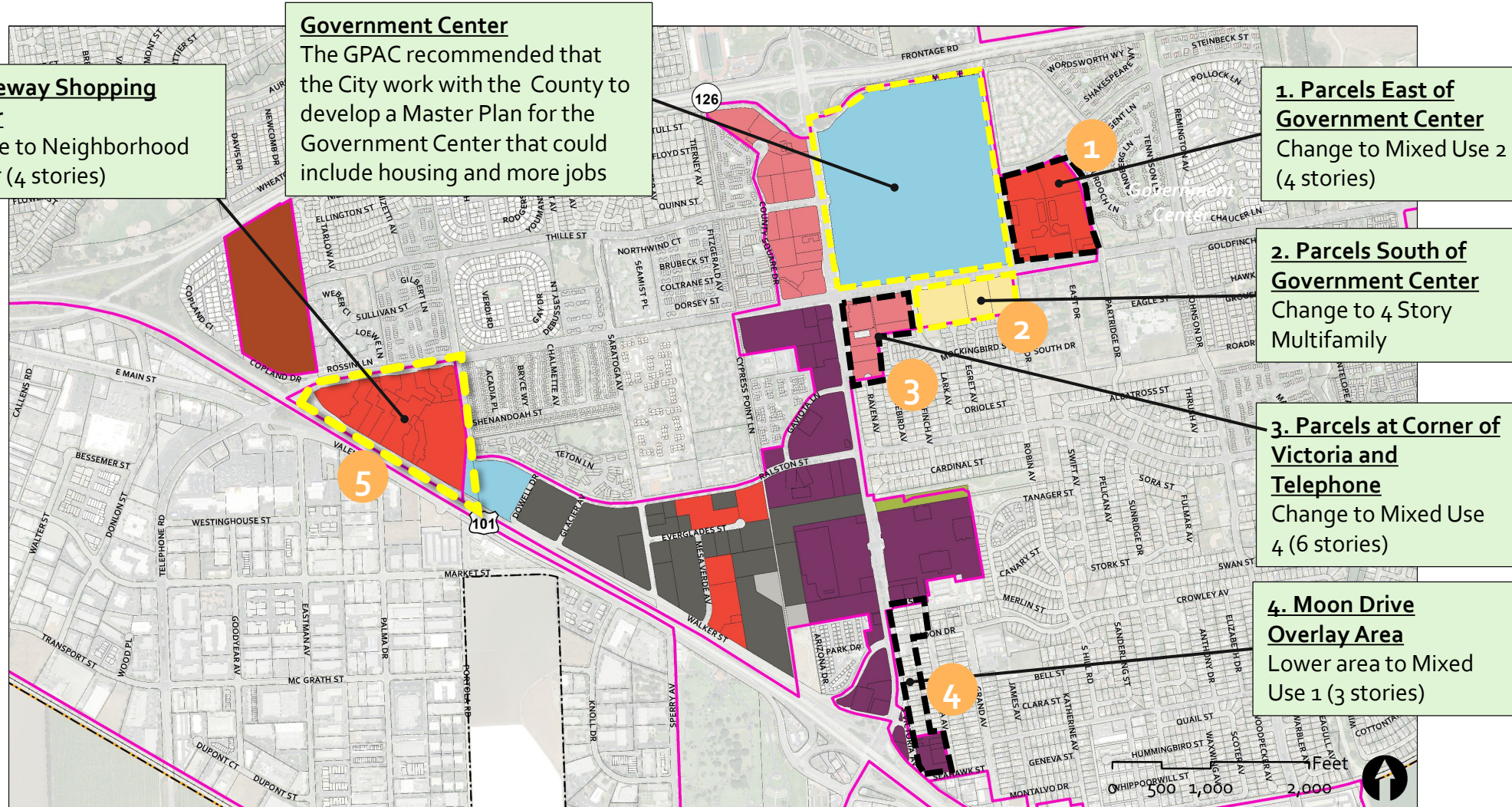
Area	Yes	No
1	11	6
2	11	6
3	13	4
4	16	2



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

Ventura City Limits	Railroad	Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Sphere of Influence	East Ventura Metrolink Station	Neighborhood Low	3 Story Multifamily	Mixed Use 2	Neighborhood Center	General/Heavy Industrial	Park
Areas of Discussion		Single Family Beach	3 Story Multifamily Coastal	Mixed Use 3	Commercial	Office/R&D	Open Space
		Neighborhood Low Medium	4 Story Multifamily	Mixed Use 4	Commercial Tourist Oriented	Hospital	Golf Course
		Two-to-Four Family Beach	Mobile Home Exclusive	Harbor Mixed Use	Harbor Commercial	Public(General)	Agricultural

# Victoria



**Government Center**  
The GPAC recommended that the City work with the County to develop a Master Plan for the Government Center that could include housing and more jobs

**5. Gateway Shopping Center**  
Change to Neighborhood Center (4 stories)

**1. Parcels East of Government Center**  
Change to Mixed Use 2 (4 stories)

**2. Parcels South of Government Center**  
Change to 4 Story Multifamily

**3. Parcels at Corner of Victoria and Telephone**  
Change to Mixed Use 4 (6 stories)

**4. Moon Drive Overlay Area**  
Lower area to Mixed Use 1 (3 stories)

Area	Yes	No
1	13	5
2	16	2
3	13	5
4	13	3
5	17	1

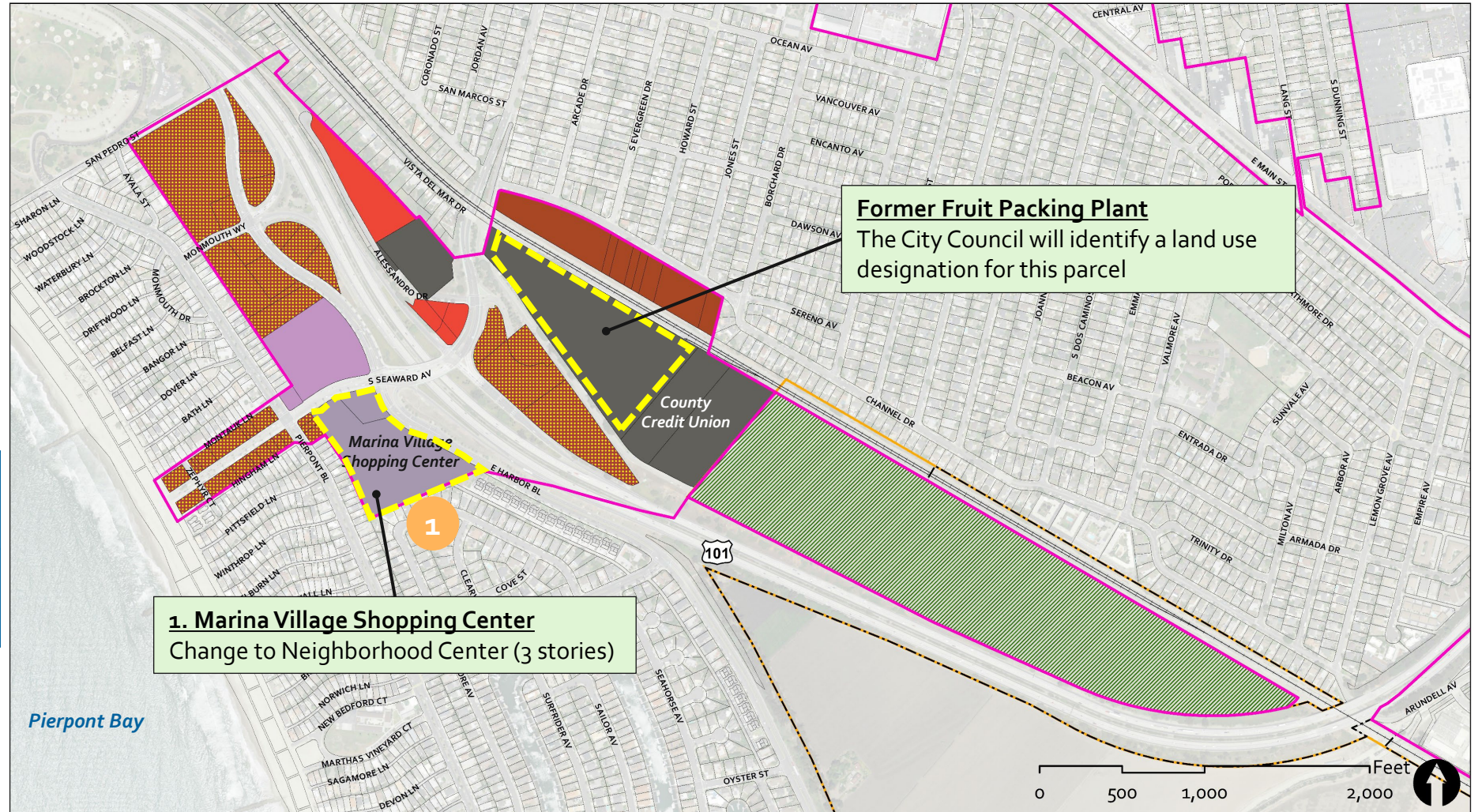
  Ventura City Limits     Railroad  
  Sphere of Influence  
  Areas of Discussion

Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Neighborhood Low	3 Story Multifamily	Mixed Use 2	Neighborhood Center	General/Heavy Industrial	Park
Single Family Beach	3 Story Multifamily Coastal	Mixed Use 3	Commercial	Office/R&D	Open Space
Neighborhood Low Medium	4 Story Multifamily	Mixed Use 4	Commercial Tourist Oriented	Hospital	Golf Course
Two-to-Four Family Beach	Mobile Home Exclusive	Harbor Mixed Use	Harbor Commercial	Public(General)	Agricultural

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

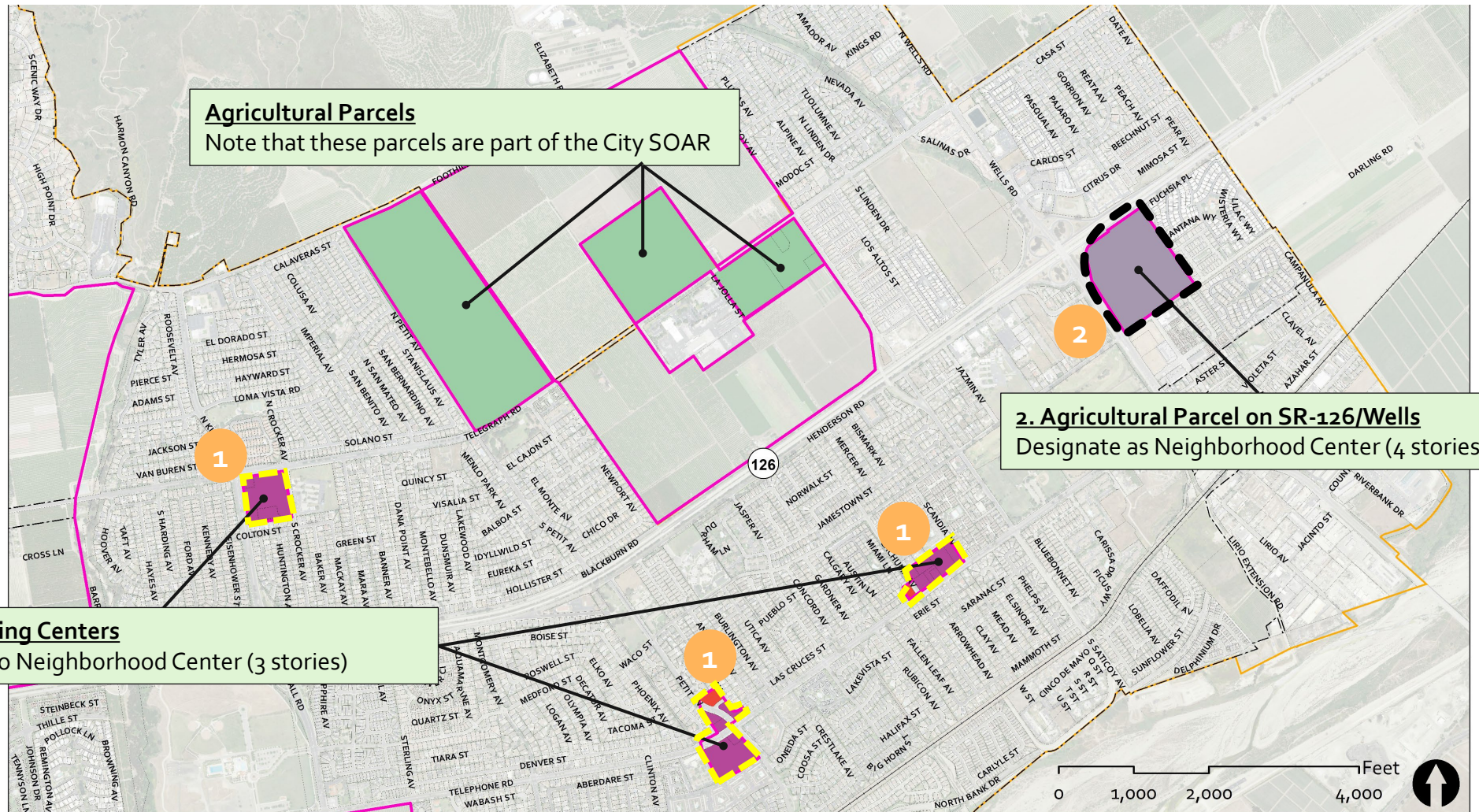
# Pierpont

Area	Yes	No
1	16	1

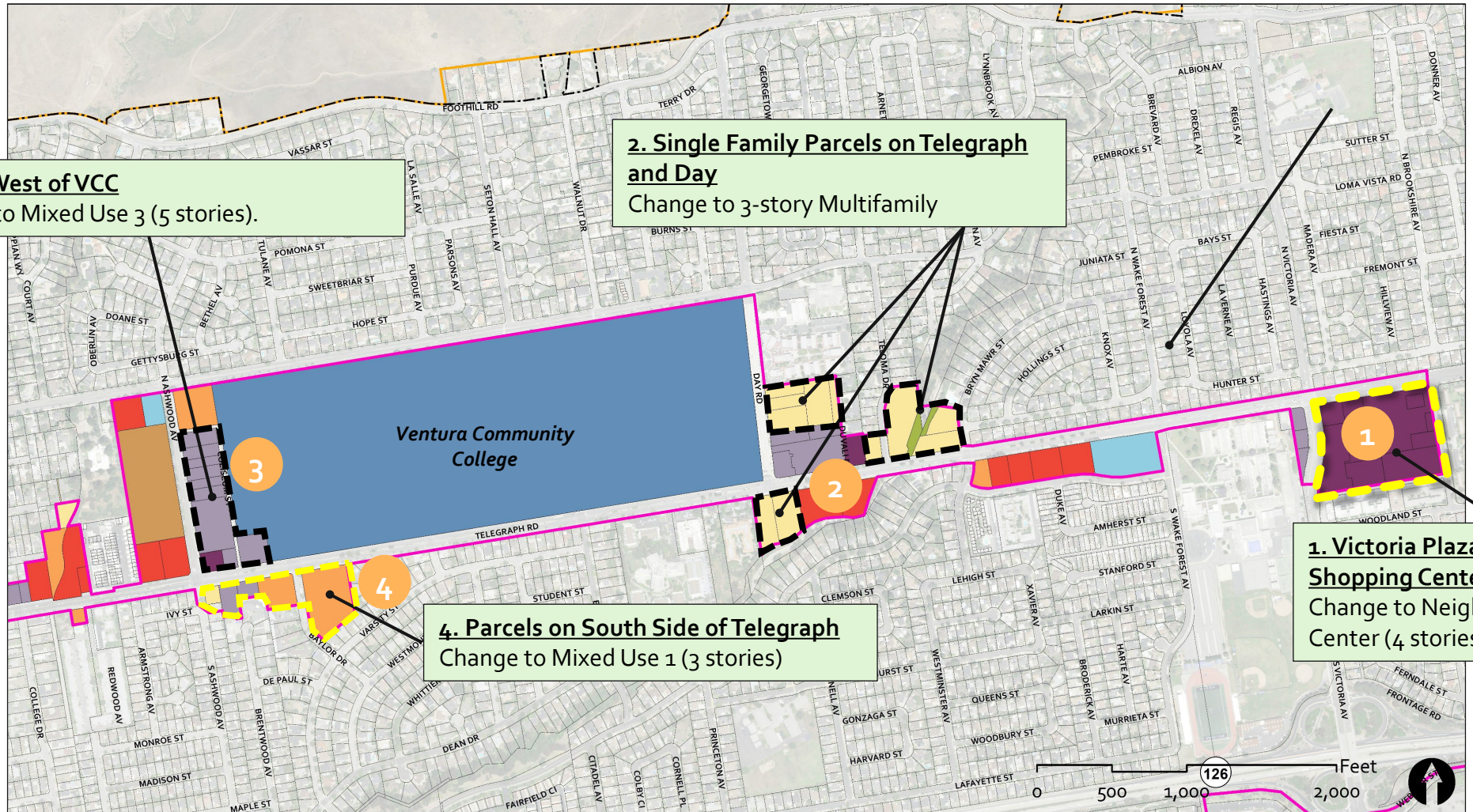


# Eastside

Area	Yes	No
1	14	4
2	13	5



# College Area



**3. Area West of VCC**  
Change to Mixed Use 3 (5 stories).

**2. Single Family Parcels on Telegraph and Day**  
Change to 3-story Multifamily

**1. Victoria Plaza Shopping Center**  
Change to Neighborhood Center (4 stories)

**4. Parcels on South Side of Telegraph**  
Change to Mixed Use 1 (3 stories)

Area	Yes	No
1	17	1
2	17	1
3	17	1
4	18	0

Ventura City Limits	Neighborhood	Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Sphere of Influence	Neighborhood Low	Single Family Beach	3 Story Multifamily	Mixed Use 2	Neighborhood Center	General/Heavy Industrial	Park
Areas of Discussion	Single Family E	Neighborhood Low Medium	3 Story Multifamily Coastal	Mixed Use 3	Commercial	Office/R&D	Open Space
	Neighborhood	Two-to-Four Family	4 Story Multifamily	Mixed Use 4	Commercial Tourist Oriented	Hospital	Golf Course
	Two-to-Four Family	Two-to-Four Family Beach	Mobile Home Exclusive	Harbor Mixed Use	Harbor Commercial	Public(General)	Agricultural

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

# Citywide Policy Statements

Policy Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Require new development to “taper down” building heights when the project is immediately adjacent to single family homes.	0	0	0	4	14
Improve the pedestrian character of new buildings through landscaping, setbacks, and building articulation.	0	0	1	4	13
Support the regional agricultural economy by promoting farmworker housing, allowing packing and processing facilities in employment and agricultural areas, and working with the County to implement policies balance the preservation of agriculture with potential health impacts in adjacent residential areas.	0	0	0	6	12
Prohibit traditional “heavy” industrial uses such as factories, chemical production, and oil and gas extraction in the City	2	4	3	4	5

# Citywide Policy Statements Cont.

Policy Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Rename the "Heavy Industrial" land use designation to "General Industrial."	0	1	8	9	0
Maintain existing SOAR areas in the City's Sphere of Influence as open space until the SOAR initiative expires in 2045.	0	5	1	2	10
Require the construction of new, on-site parks for development projects over 5 acres in size.	0	0	2	3	13
Expand employment uses throughout Ventura to enhance the jobs-housing balance.	0	0	2	8	8



# “No Net Loss” Analysis

- SB 330 prohibits a reduction in residential development capacity
- Future General Plan capacity must be equal to or greater than existing capacity
- Capacity is “theoretical” and calculated by acres by land use designation times maximum density.
- Result: Base and GPAC Preferred are identical (almost to the unit)

# Conclusions

- High level of agreement for most areas
- Several areas has less agreement (but most are 2/3 positive)
  - Midtown Corridors (East of Seaward)
  - Downtown (percentage of top floor of building)
  - Arundell (General/Heavy Industrial Area)
  - Johnson (north side of Johnson Corridor and “industrial/commercial” area)
- Most “No’s” did not have a unified alternate direction

# Public Feedback Form

- Shorter and easier than GPAC feedback
- Fewer questions per geographic area
- Limited citywide questions
- *Note: Questions are technical and require a knowledge of the process; participation rates will be lower than past surveys.*

# Discussion



# Discussion Questions

- What are your general observations and thoughts?
- Should any areas be reconsidered and discussed further by the GPAC tonight? If so, what areas?
- What should be included in the public feedback form for land use designations so that its easier for the public to provide input?

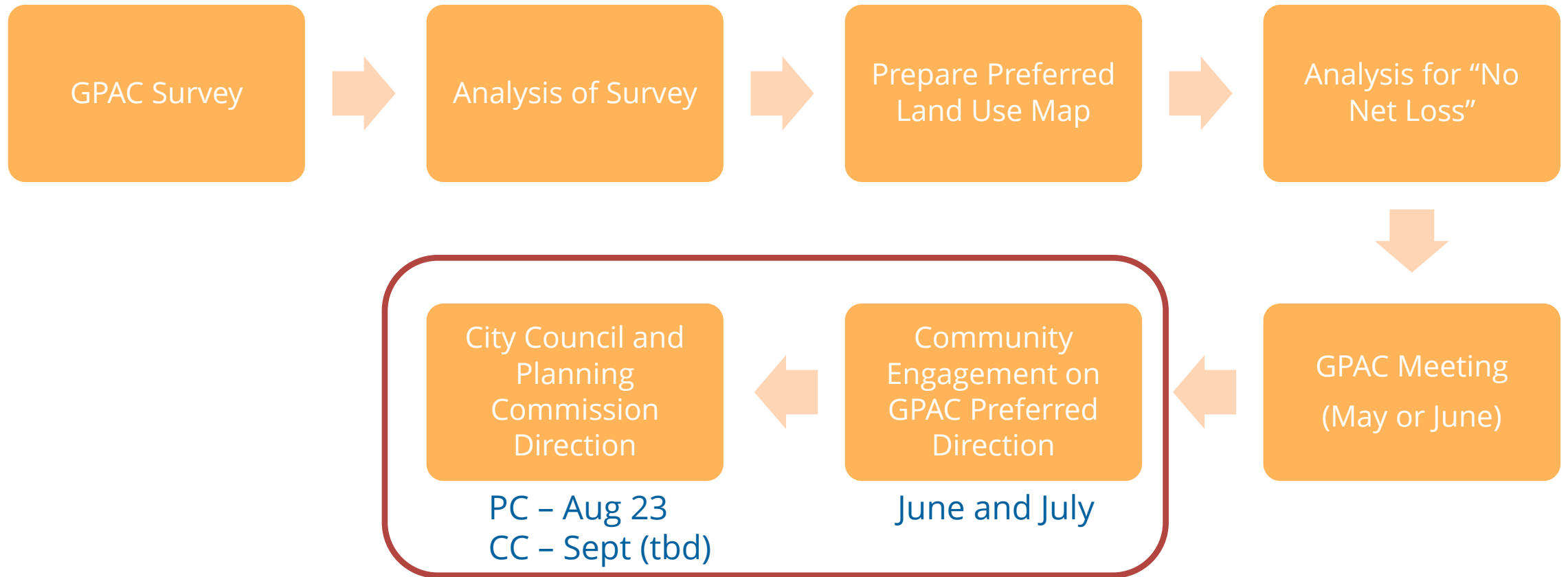
# Next Steps



# Changes to Land Use Designation

- “Industrial” and “Office/R&D”
  - Change name from “Heavy Industrial” to “General Industrial”
  - Add differentiation between industrial designations per GPAC discussions
  - Create a “high” and “low” industrial – 3 story and 6 story; apply depending on geographic area
- Mixed Use
  - Change names to “3, 4, 5 and 6” to reflect building heights
- Commercial
  - Increase from 2 to 3 stories (30 to 45 feet) to allow greater flexibility
- Neighborhood Center
  - Increase residential portion from 33% to 40%

# Next Steps





# Community Engagement (June/July)

- Public feedback form
- Targeted outreach in June/July
  - Renters with Housing Authority
  - Westside with CAUSE
  - Pop-ups at VCC
  - Flyers distributed at locations to target younger adults
  - Emails to Community Councils
  - Emails to GP database
  - Social media

# Future GPAC Topics

- What topics should be covered at future GPAC meetings? Potential topics:
  1. Parks
  2. Environmental Justice
  3. Transportation
  4. Safety (fire, SLR, emergency evacuation)
  5. Local Coastal Program
  6. Review of Draft General Plan

*\* The number of meetings will be decided by the City Council as a budget amendment is needed.*

# Public Comments



# Close of Meeting

June 6, 2023

