

General Plan Advisory Committee: Meeting #6

July 20, 2021



Opening of Meeting Lorrie Brown (Chair)

July 20, 2021



GPAC Members

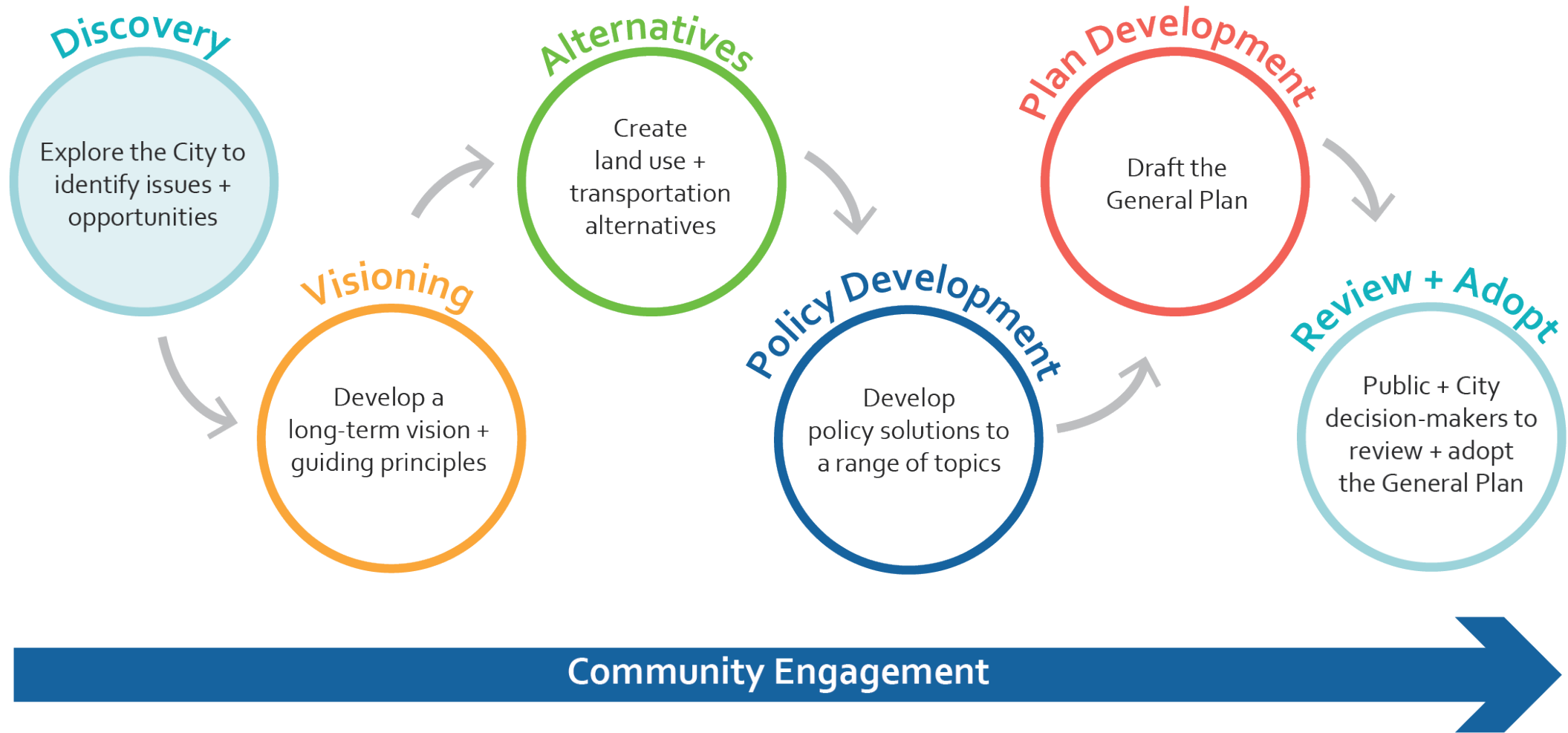
- Lorrie Brown, Chair
- Doug Halter, Vice-Chair
- Philip Bohan
- Nicholas Bonge
- Stephanie Caldwell
- Kyler Carlson
- David Comden
- Joshua Damigo
- Nicholas Deitch
- Peter Freeman
- Kacie Goff
- Kelsey Jonker
- Stephanie Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Bill McReynolds
- Daniel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

Meeting Agenda

- Presentation
 - Existing land uses and land use policy
 - Draft Vision Statement
- Small Group Exercise
 - Brainstorm on Vision Statement
 - “Areas of Change” and “Areas of Stability”
- Report Back
- Public Comment



General Plan Update Process

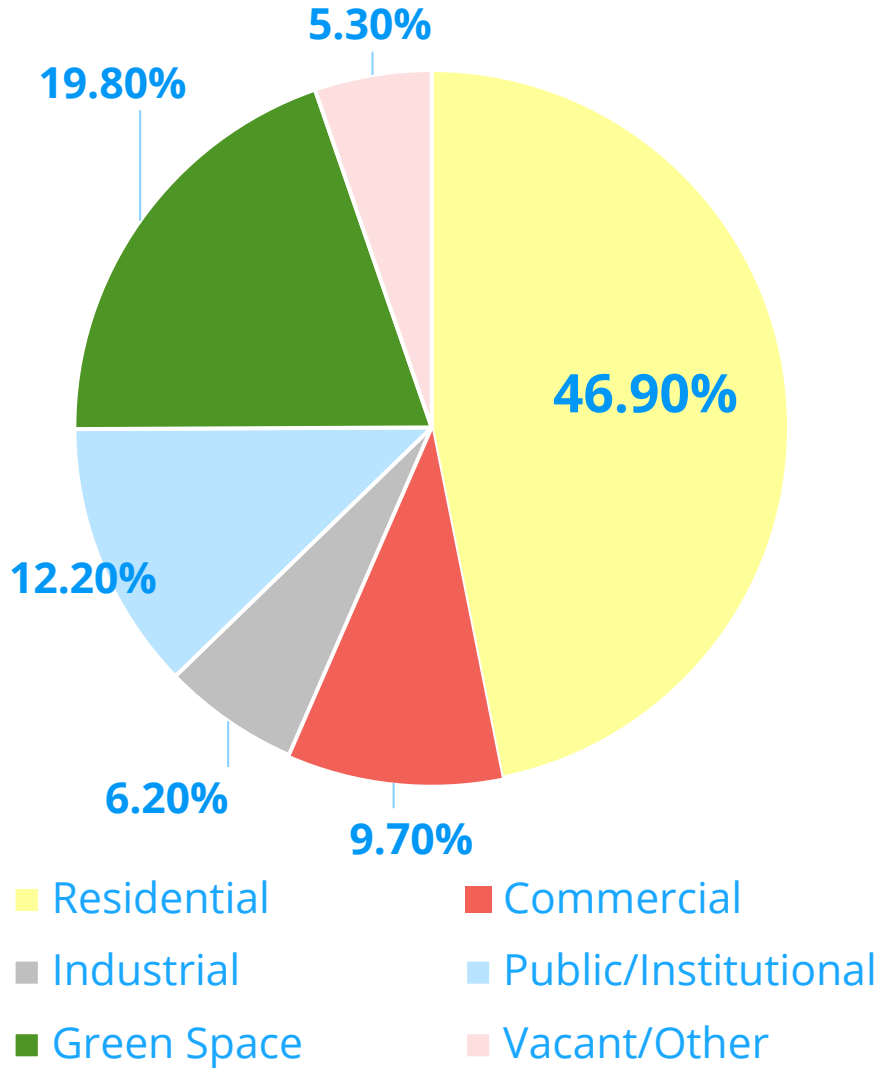




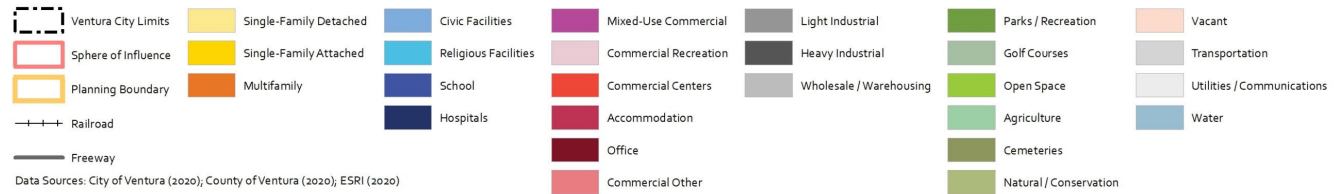
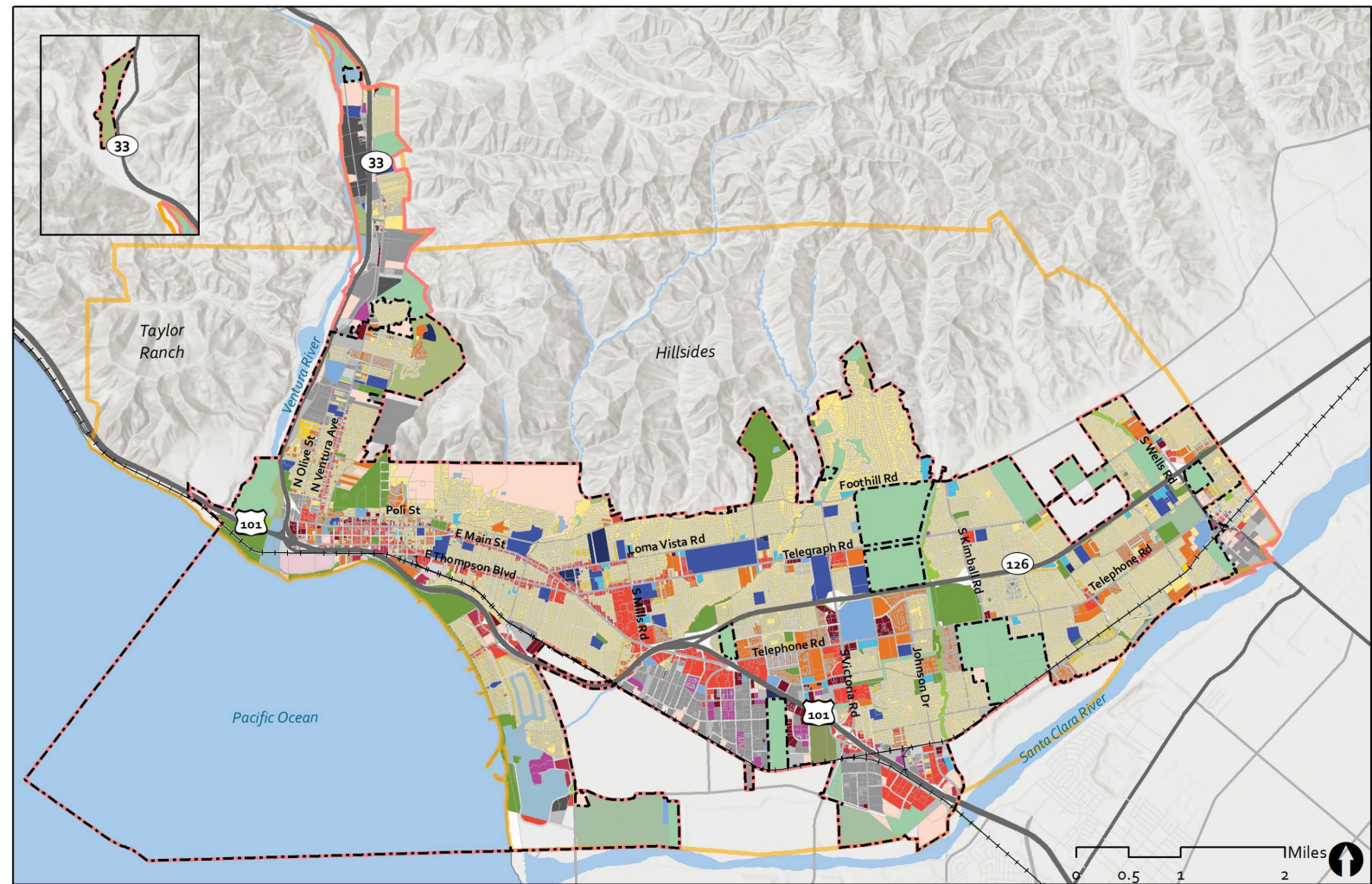
Land Use Overview

Existing Land Uses: City Limits

Overall Distribution



Existing Land Use

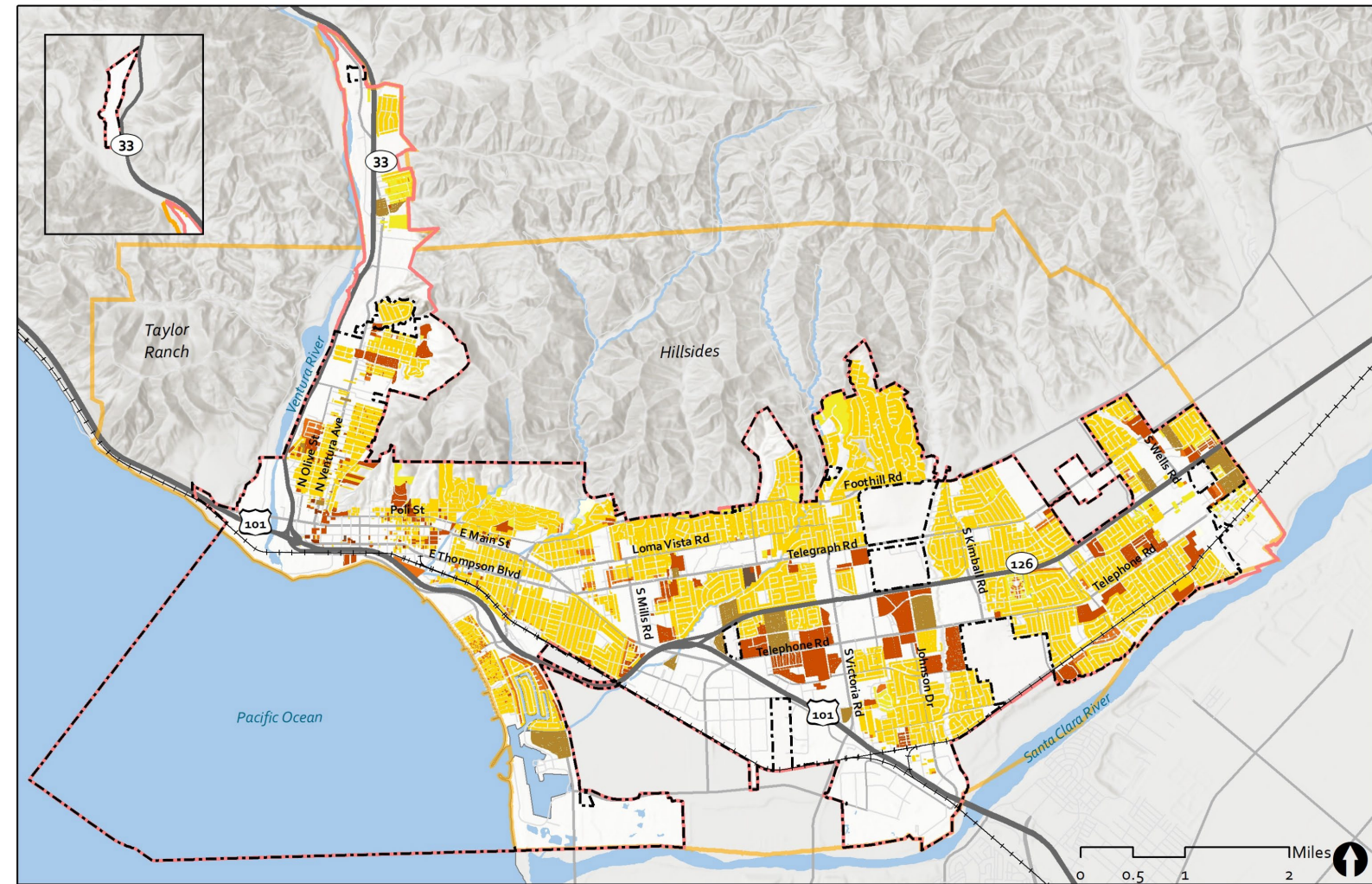


Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)

Residential

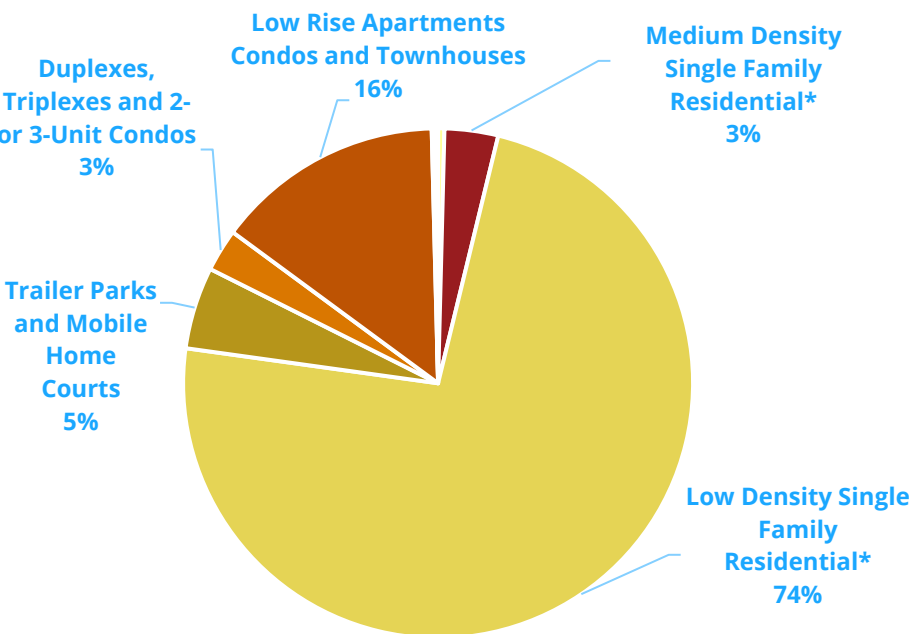
- Occupies the greatest share of land in the City Limits
 - More than 75% of residential uses are single-family homes
- Housing is distributed across the city, except south of Highway 101
 - Most higher density housing is in Downtown, along Highway 126, and Telephone Rd.

Existing Land Use: Residential (L4)



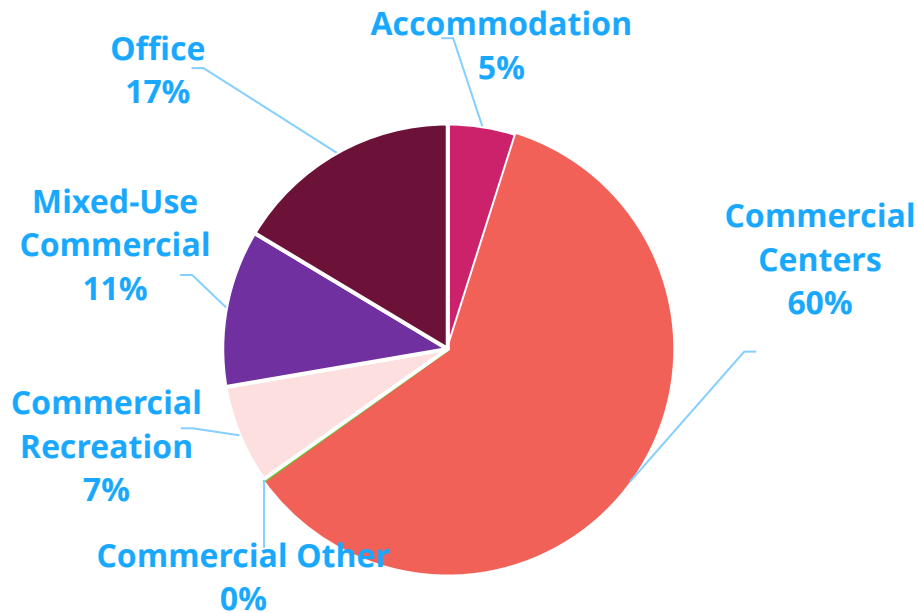
Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)

* Medium Density Single Family defined as single family detached residential units with a density of 3-8 du/ac. High Density Single Family defined as single family detached residential units with a density of 9+ du/ac
Note: Rural Residential, Estate Lot SF Detached, Medium Rise Apartments/Condos, and High-Rise Apartments/Condos each form less than 1%.

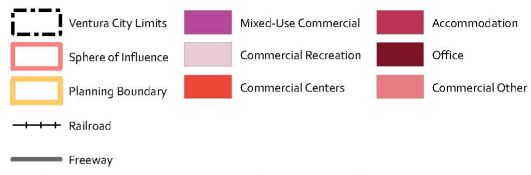
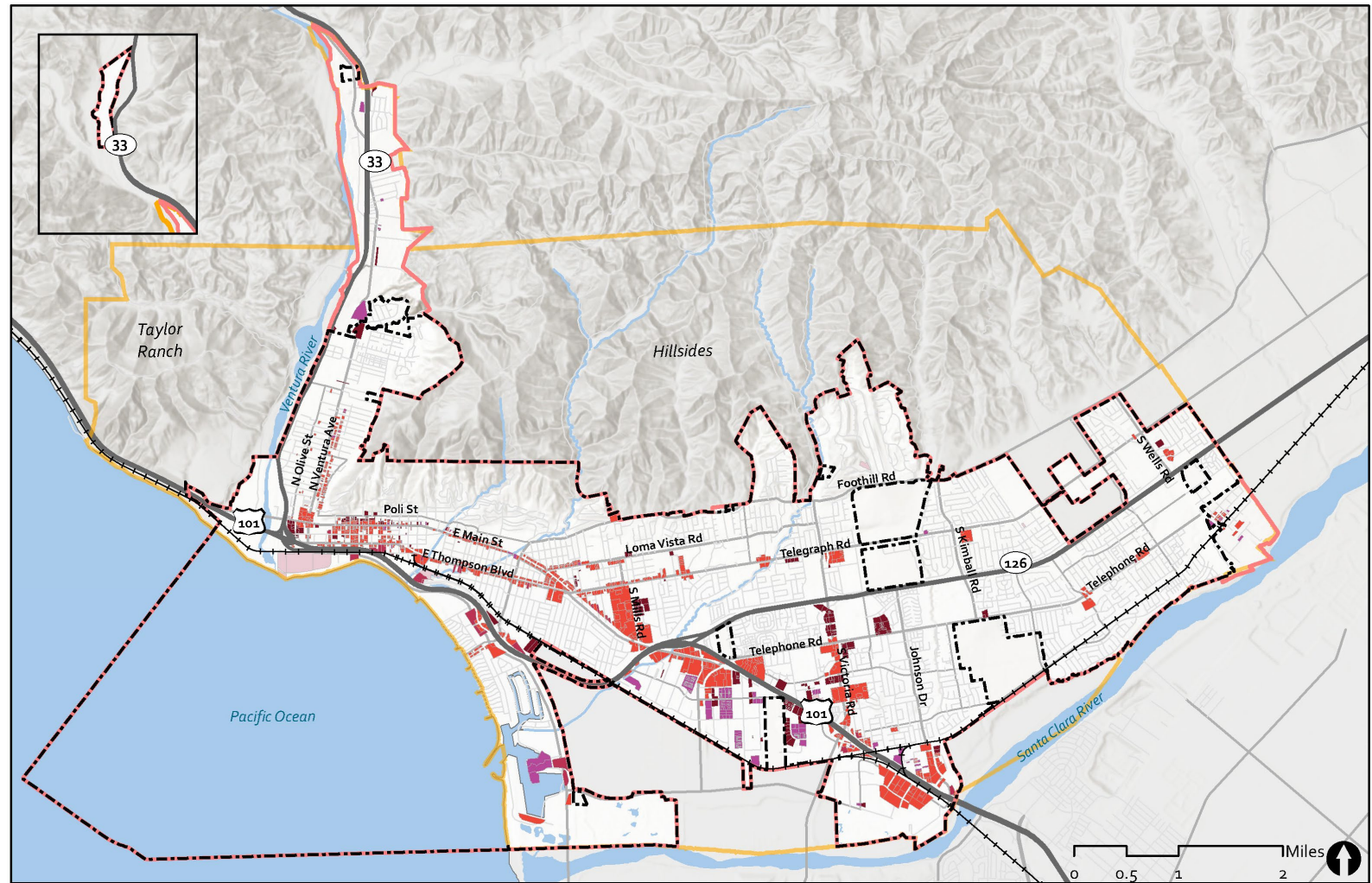


Commercial

- Commercial Centers occupy the greatest share of commercial land
 - Strip malls, shopping centers, indoor malls, and freestanding retail
- Retail is concentrated in Downtown and along commercial corridors
- Many offices are in business parks in central Ventura



Existing Land Use: Commercial

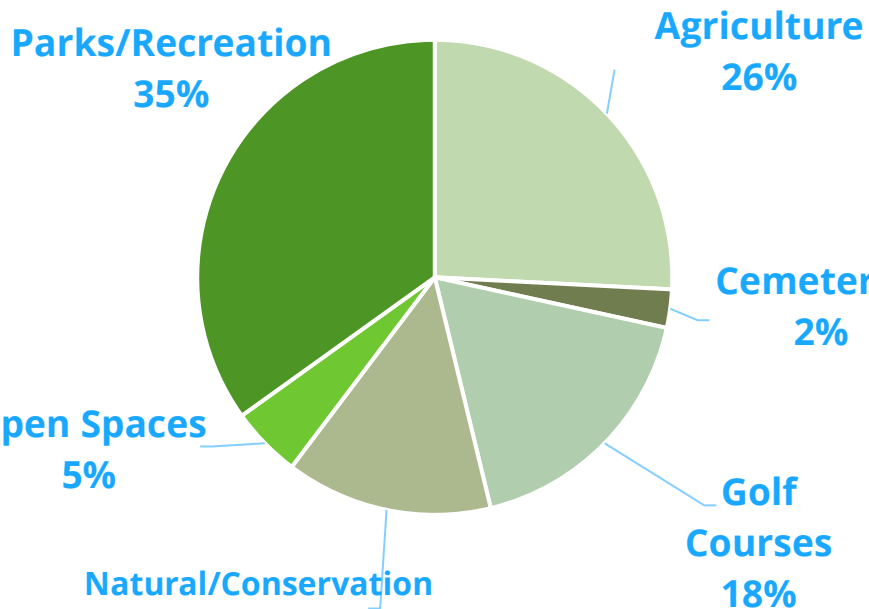


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



Agriculture/Green Space

- Public parks and agriculture are the most abundant green spaces
- Parks are generally well-distributed and accessible to most residents
 - Midtown & College Area have needs
- East Ventura hosts the most farms
 - Some smaller properties are on the city's southern and western peripheries



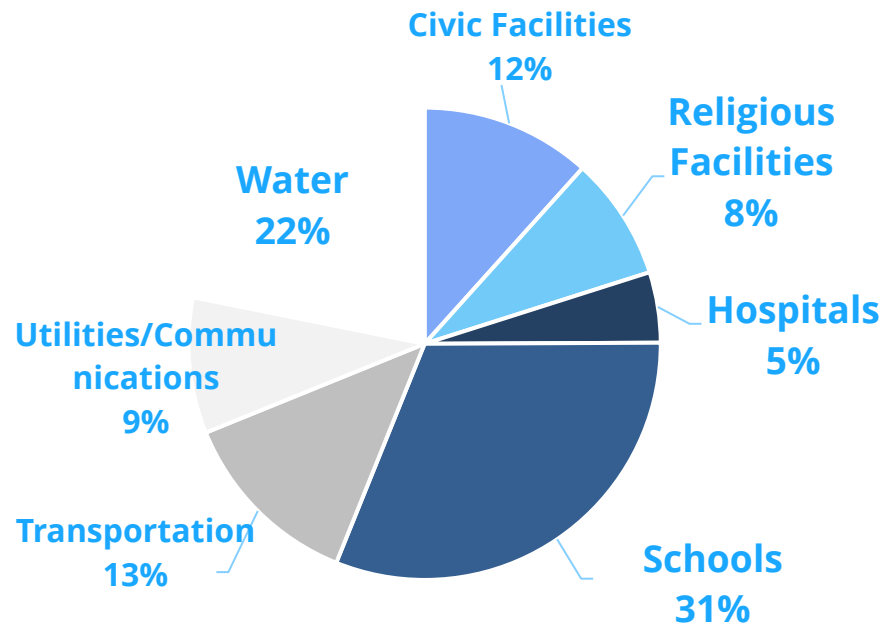
Existing Agriculture/Green Space



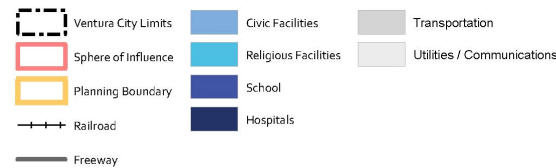
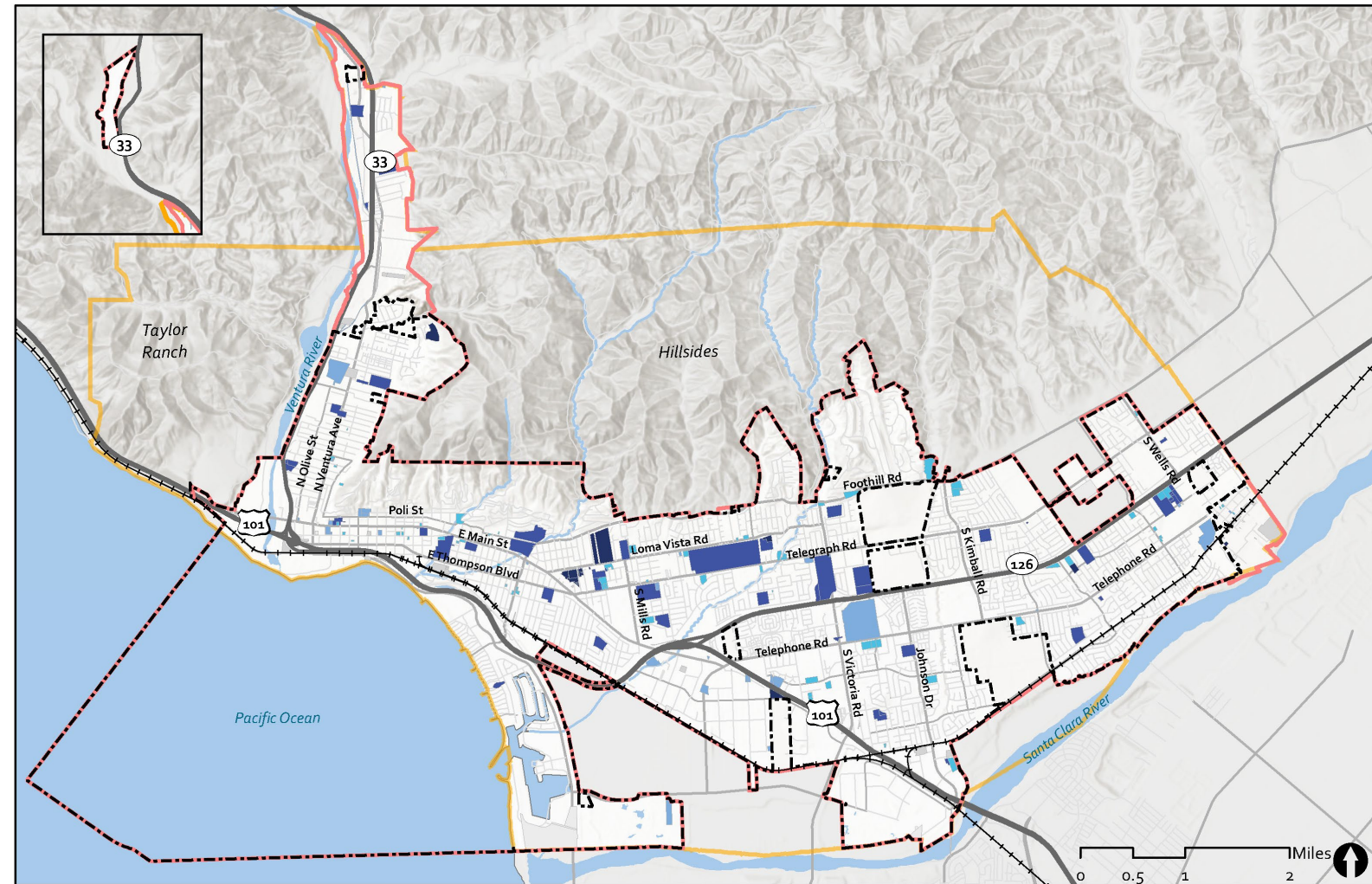
Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)

Public/Institutional

- Schools are well-distributed across the city's neighborhoods
- Civic Facilities (e.g., government buildings) include City Hall, Ventura County Government Center, and VUSD headquarters
- Midtown hosts two major hospitals



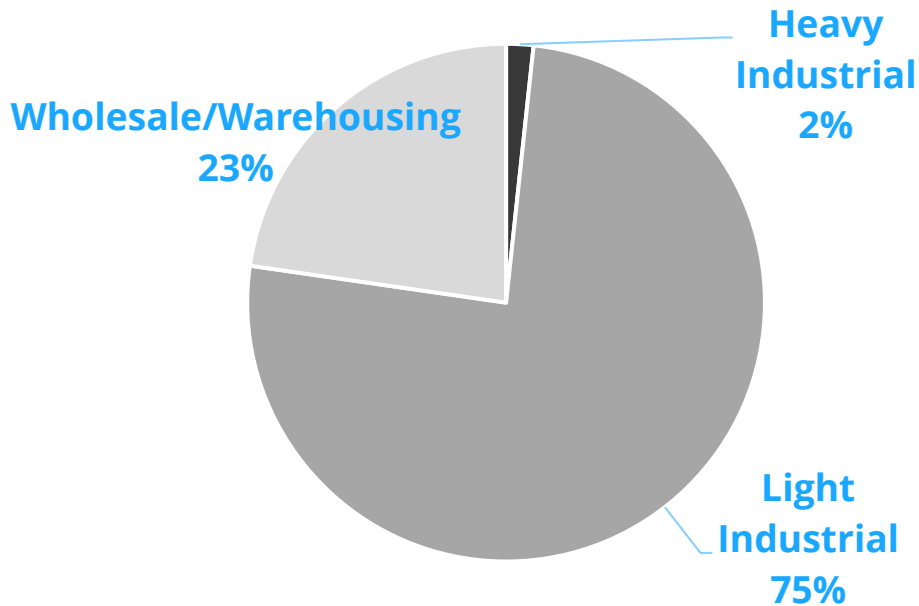
Existing Land Use: Public



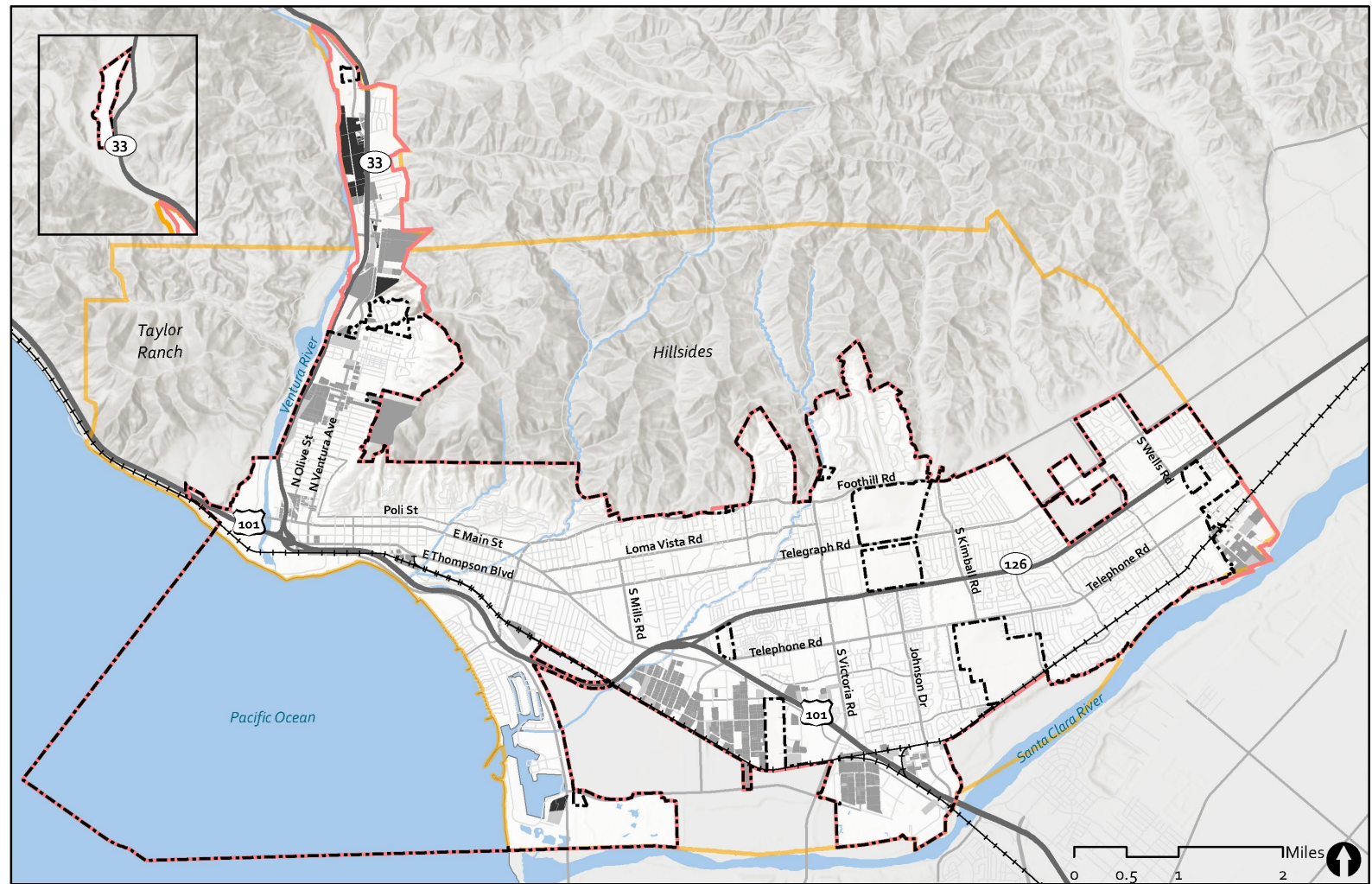
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Industrial

- Mostly south of Hwy. 101 or in the Westside
 - Hazardous waste facilities can create Environmental Justice concerns
- Light industrial uses (75.6%) include PDR, R&D, and some startups
- Most warehouses/wholesale facilities are south of Hwy. 101



Existing Land Use: Industrial



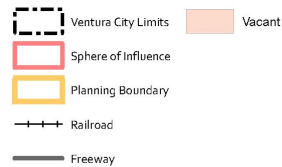
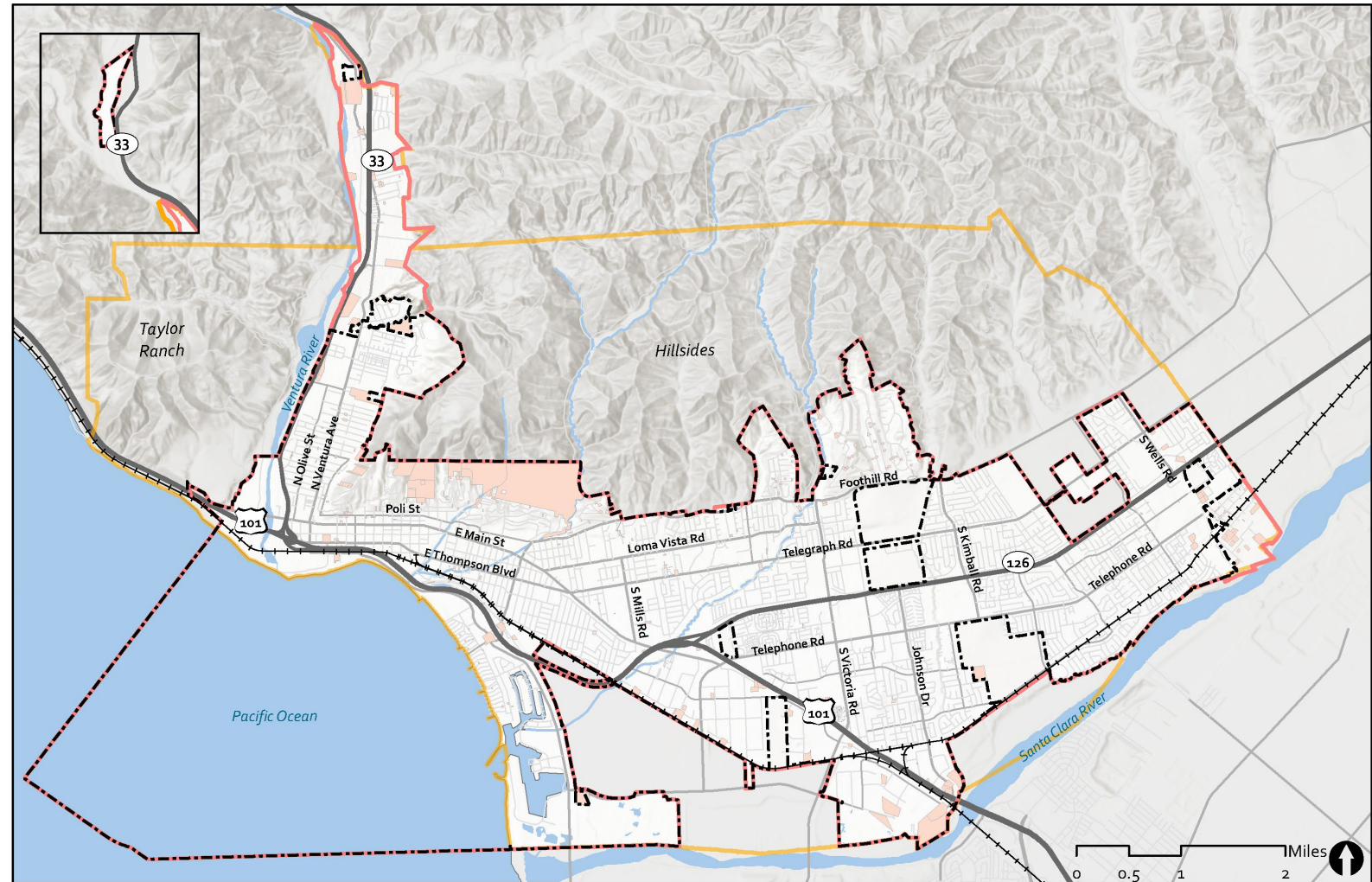
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



Vacant

- ~600 acres classified as vacant
 - Greenfield sites in undeveloped hillsides north of Downtown. **Not likely to be developed**
 - Greyfield/Brownfield sites in Westside, south of Hwy. 101, and near Saticoy. **Could be redeveloped**

Existing Land Use: Vacant



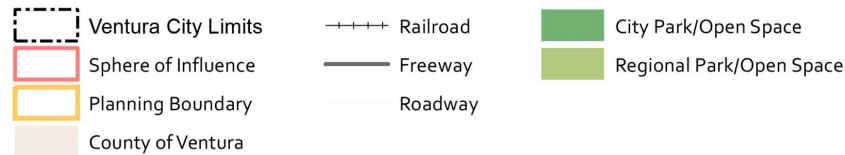
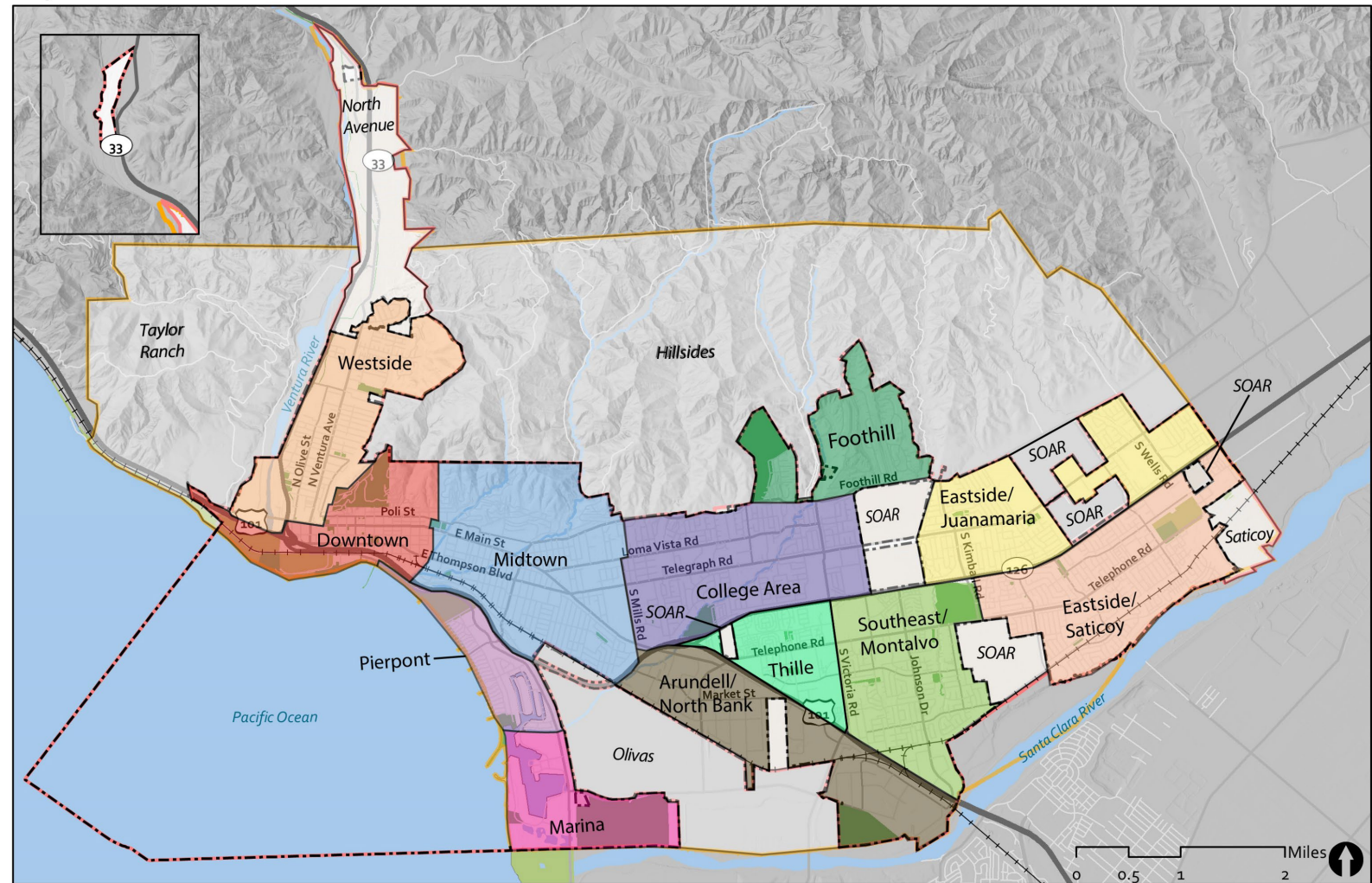
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Subareas

Subareas Overview

- Divides Ventura in 12 distinct districts
- Key takeaways:
 - **Highest Residential Density:** Thille, Downtown, and Southeast/Montalvo
 - **Highest Employment:** Arundell/North Bank, Southeast/Montalvo, and Midtown
 - **Highest Home Values:** Pierpont, Foothill, and Midtown
 - **Highest Wildfire Risk:** Foothill, Westside, and Downtown
 - **Highest Sea Level Rise Risk:** Pierpont, Marina, and Downtown
 - **Highest Intersection Density:** Thille, Eastside/Saticoy

City of Ventura



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



Subarea Findings

- More than half of all jobs are in two subareas: Southeast/Montalvo and Arundell/North Bank
- Very few residents live south of Highway 101
- Pedestrian conditions are generally lacking in the eastern half of Ventura
- Wildfires threaten hillside (and adjacent) communities; sea level rise threatens coastal communities
- Many residential areas enjoy strong access to parks and open spaces

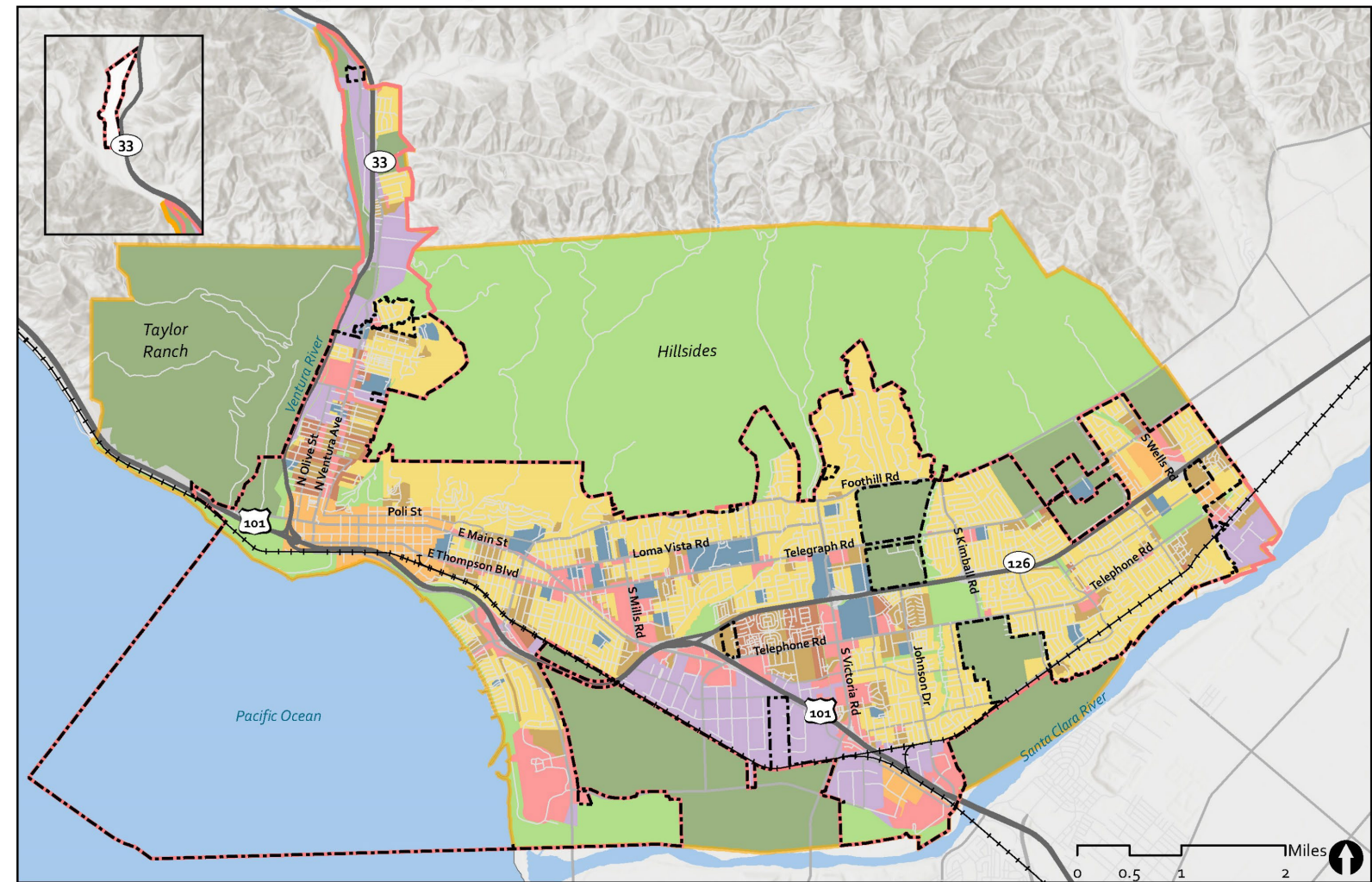
Regulatory Environment

General Plan Land Use Designations

- Express the City's intended use and character for different areas

Land Use Designation	Allowed Density (du/ac)	% of Land (CITY LIMITS)
Agriculture (A)	-	1.5%
Commerce (C)	-	10.0%
Industry (I)	-	8.7%
Neighborhood Low (NL)	0-8	46.3%
Neighborhood Medium (NM)	9-20	8.7%
Neighborhood High (NH)	21-54	2.9%
Public & Institutional (PI)	-	4.6%
Parks & Open Space (POS)	-	11.7%
Downtown Specific Plan (SP)	21-54	5.6%

General Plan Land Use Designations (2005)



General Plan Land Use Designations (2005)

Ventura City Limits	Railroad	Neighborhood Low	Commerce	Agriculture
Sphere of Influence	Freeway	Neighborhood Medium	Industry	Specific Plan
Planning Boundary		Neighborhood High	Public / Institutional	Right of Way
			Parks and Open Space	

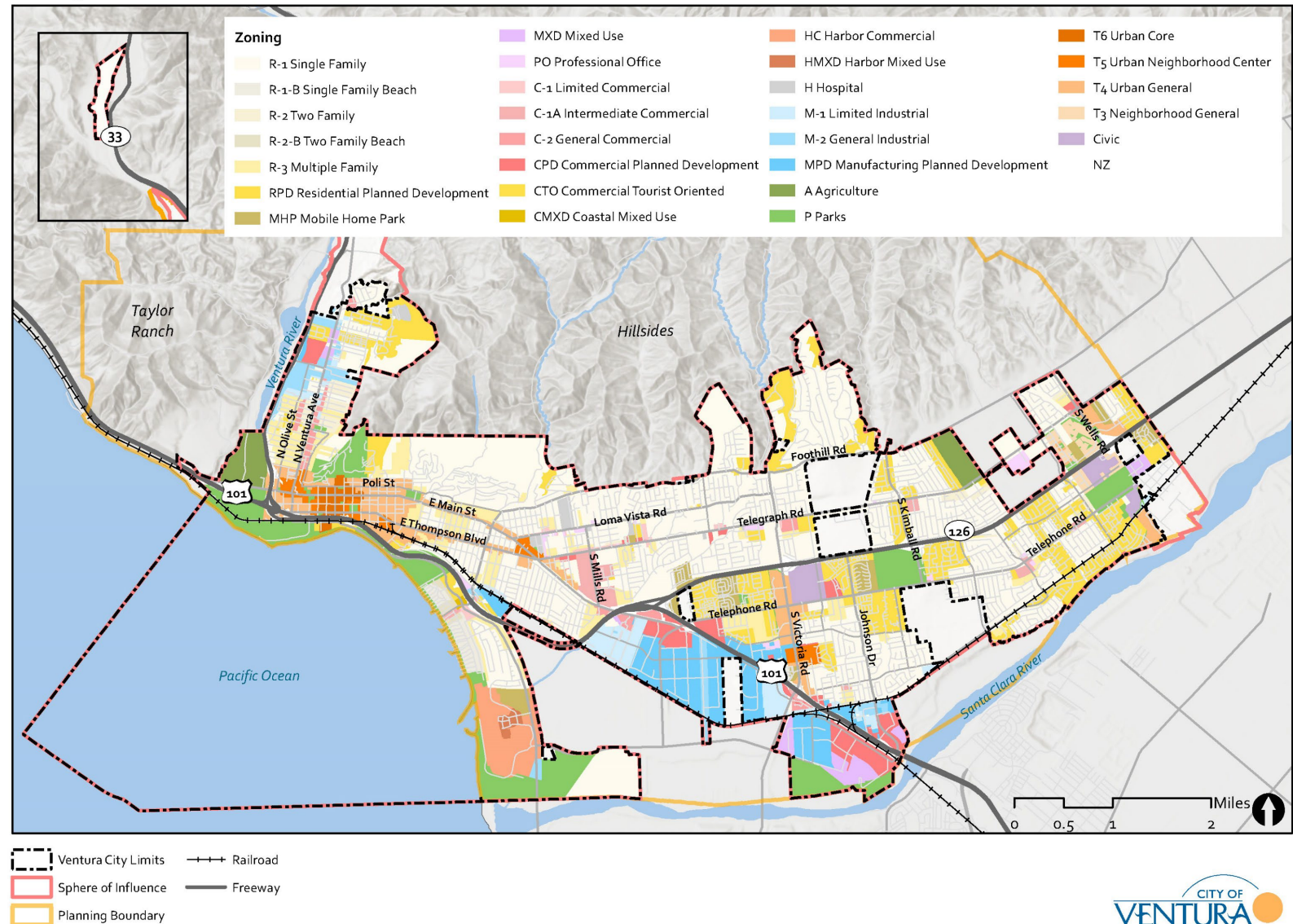
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



Zoning

- Implementation tool of the General Plan Land Use Element
- Specifies the type, intensity, and standards of development allowed on a parcel
 - Form-based codes (FBC) regulate land use based more on design criteria than development intensity
 - “Transect zones” in Ventura are form-based districts

Zoning



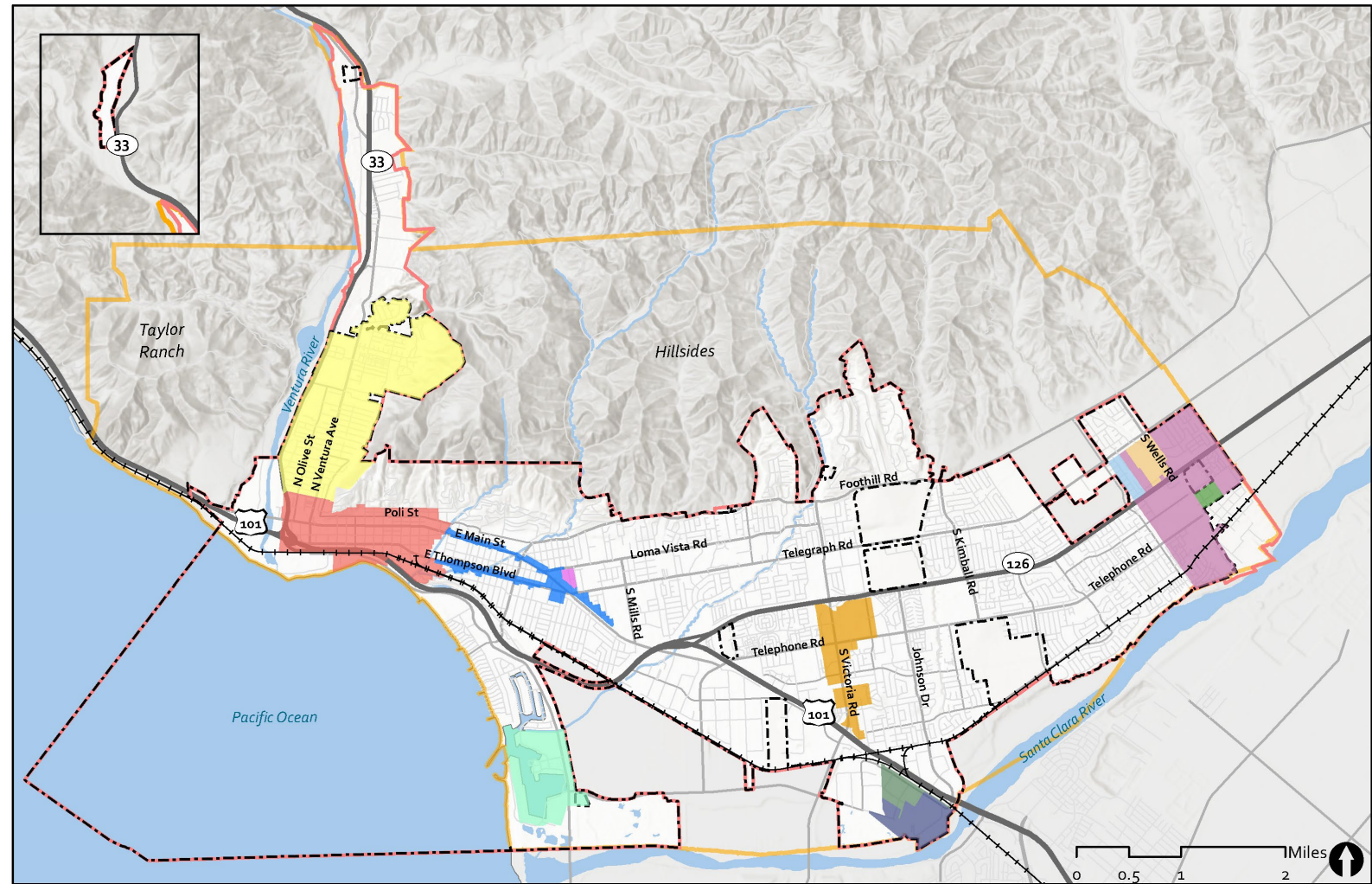
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Specific and Community Plans

- 2005 General Plan called for focused planning efforts in the Westside, Downtown, Midtown, Pierpont, Wells, Saticoy, and Victoria Corridor areas
- Since 2005, the City has adopted or amended 5 Specific Plans and 2 Community Plans
 - 2 others are still in draft form

Specific and Community Plans



Ventura City Limits	Auto Center Specific Plan	Olivas Park Specific Plan	Ventura Harbor Specific Plan - DRAFT
Sphere of Influence	Community Memorial Hospital Development Code	Parklands Specific Plan	Victoria Avenue Corridor Plan
Planning Boundary	Downtown Specific Plan	Saticoy and Wells Community Plan	Saticoy Village Specific Plan
Railroad	Midtown Corridor Development Code	UC Hansen Specific Plan	Westside Community Plan - DRAFT
Freeway			

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



Specific and Community Plans

- The City has not prepared a Specific or Community plan for Midtown, but it has adopted the Midtown Corridors Development Code
 - Covers E Main Street and Thompson Boulevard
- Excluding Midtown, Pierpont and Westside are the two areas identified by 2005 General Plan that have not had a Specific or Community Plan implemented

Plan Name	Year	Acres	Status
Specific Plans			
Downtown Specific Plan	2007	514	<i>Partially Built out (Applications, permitting and development still ongoing)</i>
UC Hansen Specific Plan	2008	35.7	<i>Fully Built Out</i>
Parklands Specific Plan	2009	66.7	<i>Partially Built Out (Parklands Apartments)</i>
Ventura Harbor Specific Plan*	2010	339	<i>N/A: Plan incomplete</i>
Auto Center Specific Plan	2017	54.6	<i>Partially Built Out</i>
Olivas Park Specific Plan	2019	139	<i>Not yet Built Out</i>
Community Plans			
Saticoy and Wells Community Plan	2009	1,000	<i>Mostly Built Out</i>
Victoria Avenue Corridor Plan	2009	286	<i>Not Yet Built Out</i>
Westside Community Plan*	2012	900	<i>N/A: Plan incomplete</i>

Questions or
Comments?



Vision Statement

Visioning To-Date

- Review the vision statement from the 2005 General Plan
 - What is less relevant?
 - What is missing?
- Input collected at public workshop (4/29) and through online survey (month of May)

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Planning, Design, & Circulation

- Retains its character as an attractive coastal town by growing slowly and sustainably, and by emphasizing its history, diversity, and natural environment.
- Cherishes its distinctive, diverse, and eclectic neighborhoods, and preserves their character.
- Has safe, accessible, and balanced transportation that promotes multiple modes of travel to local and regional destinations.

1 What's missing? 1
1 1

In the future, Ventura is a city that...



Environment

- Seeks sustainability by simultaneously promoting ecological health, economic vitality, and social well-being for current and future generations.
- Acts as an environmentally responsible model for other coastal areas.
- Protects and restores the natural character of its beaches, ocean views, hillsides, barrancas, and rivers as a scenic backdrop for its high quality urban environment.

1 What's missing? 1



Collaboration

- Encourages residents to collaborate with each other and City government in an informed, active, and constructive manner to assess and resolve common issues.

1 What's missing?

What We've Heard

Planning, Design, and Circulation

- Address homelessness
- Strengthen infrastructure as growth occurs
- Improve focus on multi-modal transportation
- Integrate housing with transit
- Improve housing affordability
- Respect the character of existing neighborhoods

Environment

- Combat climate change impacts, including wildfire, sea level rise, and extreme heat
- Address the water shortage
- Reduce pollution
- Address lighting issues

Economy

- Transition to a green economy
- Support small businesses
- Prioritize local workers

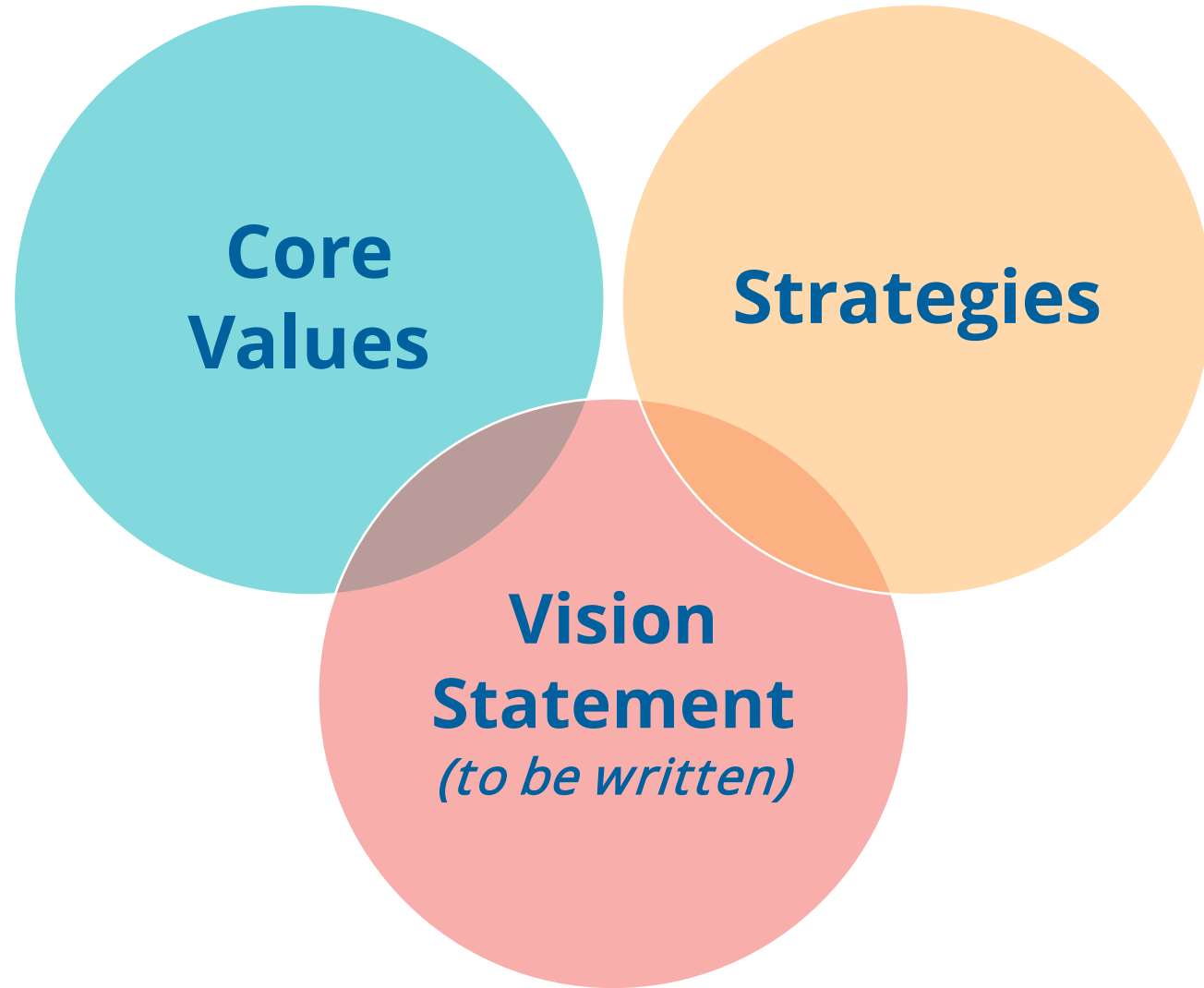
Social Activity

- Promote social and physical connectivity
- Become a vibrant center of arts and culture

Collaboration

- Engage youth, Hispanic/Latinx community, and other disadvantaged groups
- Partner with schools
- Expand volunteer opportunities

Revised Vision



Core Values

Ventura is a unique and special place that is “almost paradise”.

The residents of the community share these common values that form the bedrock for the future of the city:

Small Town
Character

Diverse and
Equitable

Balanced
Growth and
Preservation

Housing for All

Access to
Nature and
Open Spaces

Resilient and
Climate
adapted

Innovation
and Creativity

Responsible
and Accessible
Govt.

Active and
Engaged
Community

Fiscal Health
and Stability

General Plan Strategies

Environment

Protect against climate change, sea level rise, heat, and wildfires

Advance sustainability

Model for other costal areas

Protect/restore natural character

Economy

Balanced local economy

Expand public services and amenities

Transition towards green economy

Maintain small-town feel

Planning and Design

Retain character

Address housing crisis

Preserve unique neighborhoods

Strengthen Downtown

Revitalize underutilized commercial areas

Circulation

Prioritize pedestrian and bicycle network

Improve public transit

Capitalize on emerging transportation technologies

Social Activity

Commitment to social equity and justice

Inclusive and diverse place

Access to quality affordable health and social services

Cultural, educational & social support programs

Provide a range of recreational opportunities

Celebrate the arts

Collaboration

Encourage community involvement with City government

Actively participate in regional initiatives



Small Group Exercise

Breakout Group Agenda

- **Introduction (5 min)**
 - Volunteer for report back
 - Review interactive tool
- **Group Discussion (65 min)**
 - **Refined Vision (10 min)** – Review and comment on the refined values and strategies
 - **Areas of Change + Stability (55 min)** – What types of land use changes are needed, and where?
- **Discuss Report Back Information (5 min)**

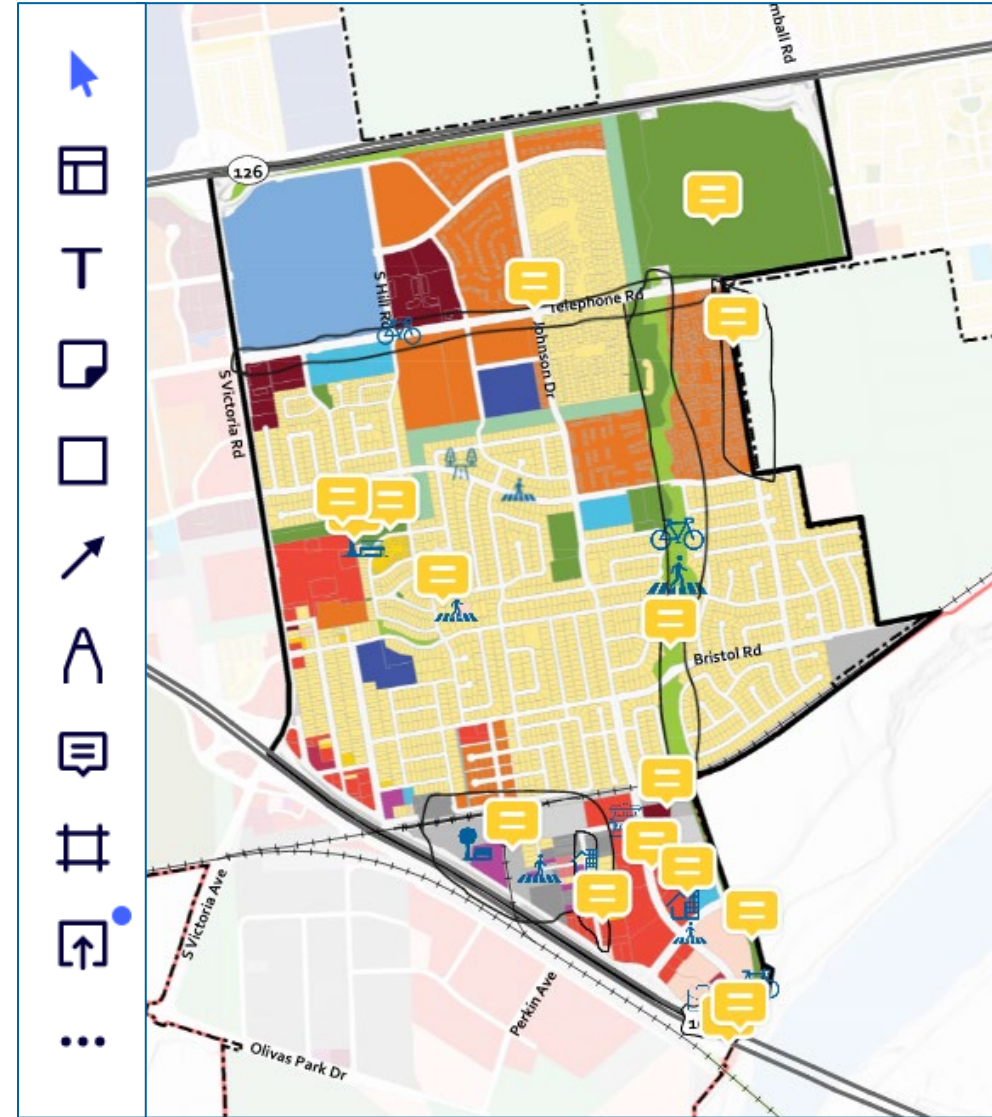
- **Total Time = 1 hr 15 min**

Mapping Exercise

- Spend ~15 minutes on each of the maps
- Share all your ideas – the more information the better

Land Use Changes

-  Townhomes
-  Multi-family
-  Mixed Use
-  Office
-  Retail
-  Industrial/flex
-  Other



Report Back

- **Refined Vision** : What were the main takeaways from the refined Vision? (2-3 takeaways)
- **Areas of Change + Stability**: Which areas were identified for land use changes, and what types? Which areas should stay the same?

***We are in the process of assigning groups!
Please be patient...***

Report Back from Small Group Exercises

Report Back – 3 min per group!

- **Refined Vision:** What were the main takeaways from the refined Vision Statement? (2-3 takeaways)
- **Areas of Change + Stability:** Which areas were identified for land use changes, and what types? Which areas should stay the same?

Public Comments



Public Speaker Time

00 : 02 : 00

Change Clock Type
Digital

Duration: 00 02 00

TimeUp Reminder (Optional): -- --

Choose Sound Effect Tick

Choose TimeUp Sound Alarm

Enable Count Up Combine With Bar Clock

Start Pause Stop



Next Steps

Upcoming Meetings and Engagement

Educational Forums

- Transportation and Mobility (August 10, 2021)
- Health, Equity and Environmental Justice (Sept 2021)

Community Council Meetings (July - Sept)

- College Area – July 28
- East Ventura – Aug 19
- Westside – Sept 1
- Midtown – tbd
- Pierpont - tbd
- Downtown - tbd

Close of Meeting Doug Halter (Vice-Chair)

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