2050 General Plan Development Projections and Analysis of Land Use Alternatives

October 5, 2022

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Introduction

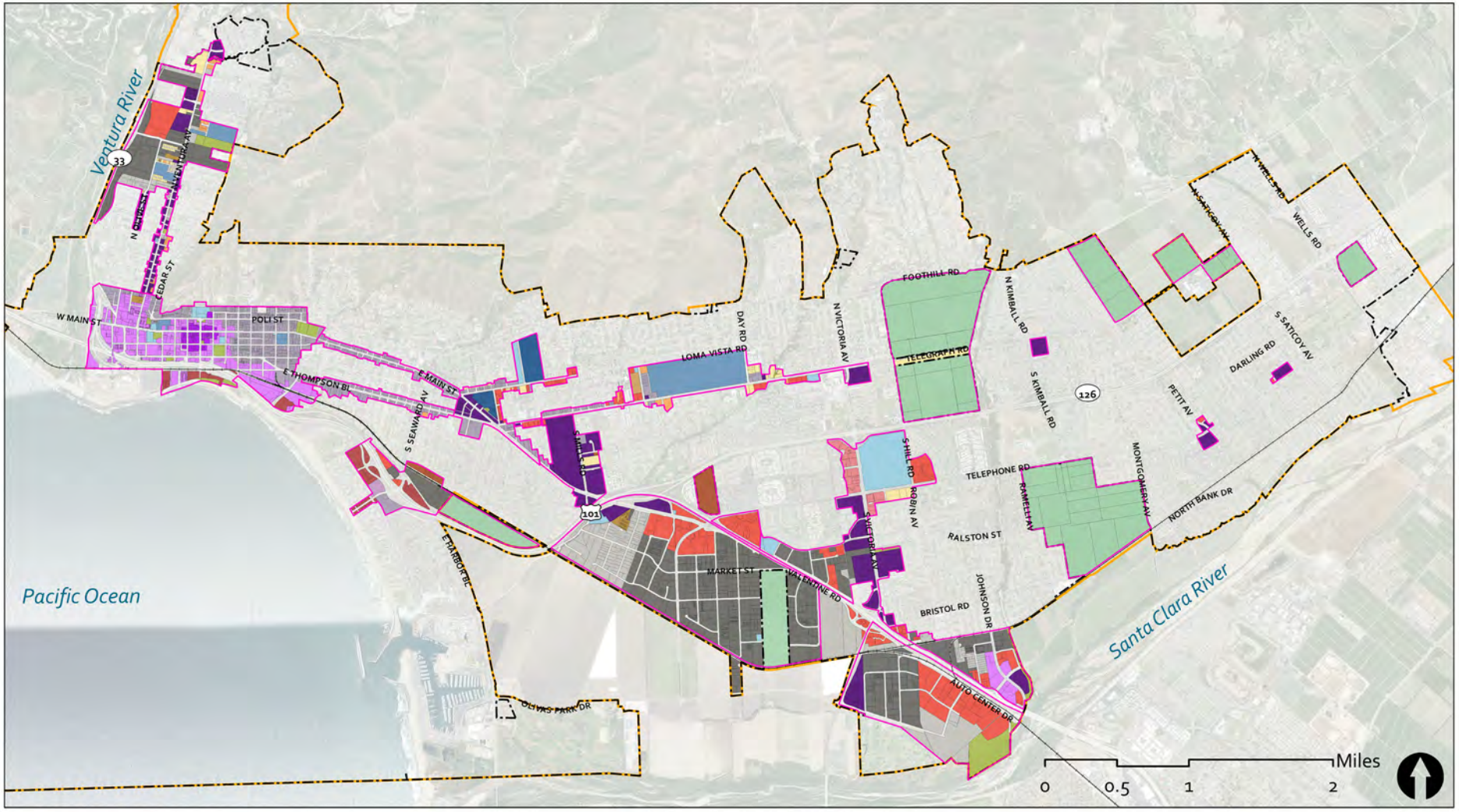
This slide deck provides an overview of the development projections for the land use alternatives for the City of Ventura 2050 General Plan. The development projections estimate a range of potential jobs and housing units within a 27-year period between 2023 and 2050. This document is meant to accompany the Alternatives Primer and Summary of Alternatives documents already provided to the public. The purpose of the analysis is to provide additional information for residents, property owners and business owners to consider as they review and provide input on the land use alternatives.

The topics covered by this slide deck include:

1. A summary of the land use alternatives
2. The methodology for calculating the development projections
3. Information on the numeric development projections (housing units and jobs) for each land use alternative
4. Numeric comparisons of the alternatives

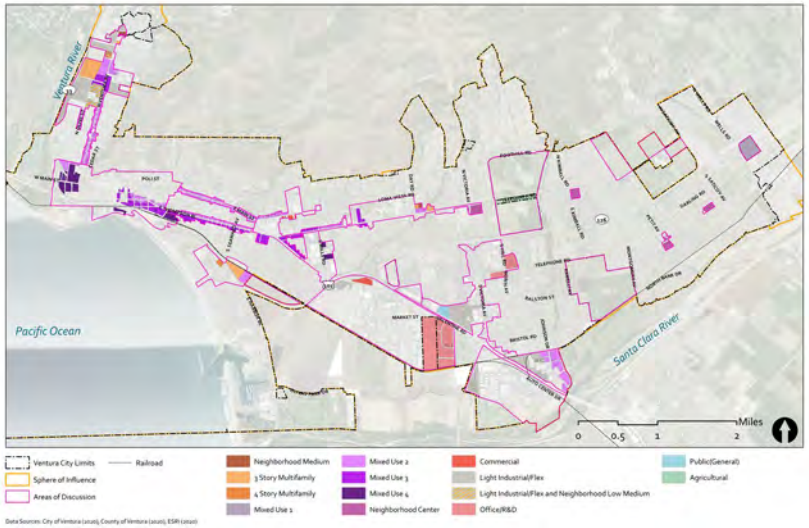
Base Alternative

- Implements existing zoning to ensure that new development is generally compatible with existing development standards.
- *Some differences between base designations and zoning map*
- Point of comparison for all alternatives



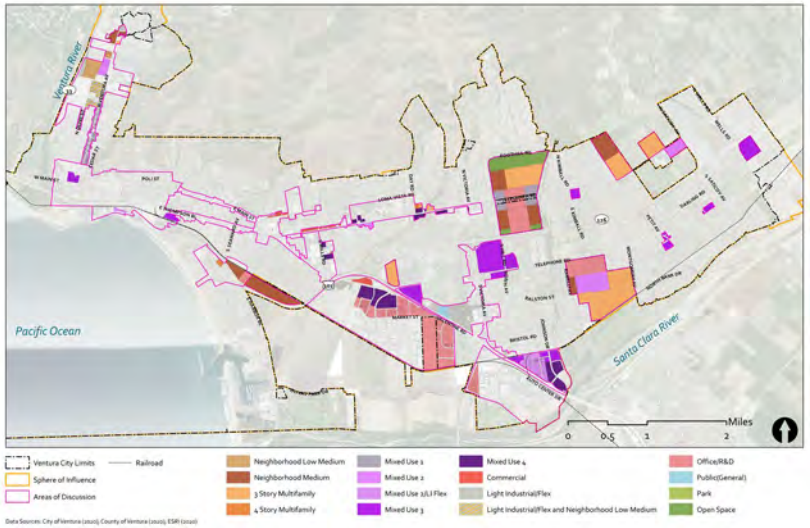
Overview of Land Use Alternatives

Core



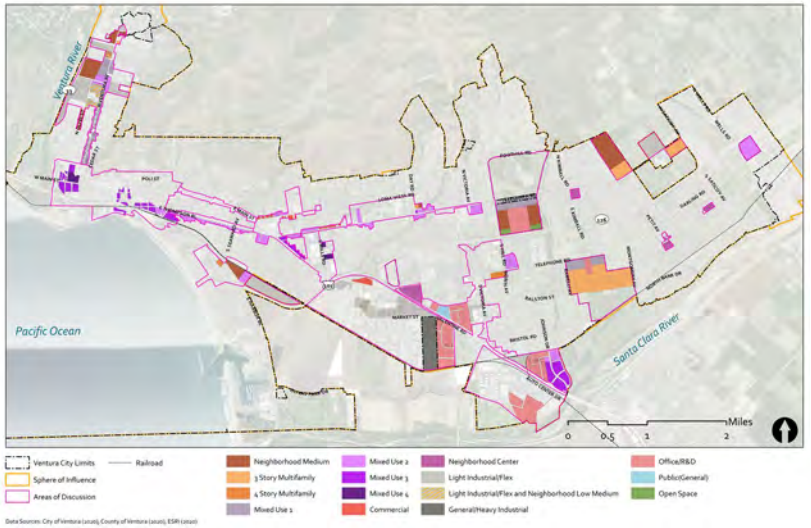
Focuses new residential development and jobs in and around the Downtown and along major transit corridors. Expands job capacity on the Westside and in Arundell.

Expansion



Increases residential and job capacity in SOAR areas located within the SOI and minimizes density increases in Downtown, Five Points/Pacific View Mall, and the Midtown Corridors. *(SOAR areas will continue to require a vote of the people prior to any property owner-initiated annexation and land use change).*

Distributed



Spreads development throughout the city by allowing minimal increases in density in targeted locations and allowing for development in some SOAR areas. *(SOAR areas will continue to require a vote of the people prior to any property owner-initiated annexation and land use change).*

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Methodology

The following is the methodology used for the development capacity analysis.

1. Identify potential **"change" parcels** (i.e., parcels that have the potential to change during the time horizon of the General Plan). These include:
   - Parcels with active development proposals and where developers have expressed an interest in redevelopment
   - Vacant land zoned for urban uses
   - Underutilized land, including parcels with a low amount of development compared to the parcel size (known as a low "floor area ratio") and parcels that have significant development capacity (i.e., the amount of building on the parcel is a small percentage of the total amount of development allowed on the parcel).
   - Larger parcels, primarily parcels over 0.5 acres in size (however, all parcel sizes were considered)
2. Assign land use designations to "change" parcels for each alternative.
3. Calculate the maximum capacity of "change" parcels. This is the total **"carrying capacity."** This is calculated by multiplying the acres of each designation by the maximum density of that designation.
4. Discount total capacity by 25% to 50% to reflect the reality that not all parcels will redevelop during the time horizon of the General Plan. These percentages were used to provide a relatively high range of development potential for the land use alternatives. As is shown in the following slides, the existing General Plan assumed about 28% of total development capacity and only half this number of units was built in a 20-year period. Thus, 25% to 50% represents a high range of development projections.

*Note: The final land use map will be required to meet the State's **"no net loss"** requirement. This law requires that the updated General Plan maintain or exceed the total development capacity in the existing General Plan.*

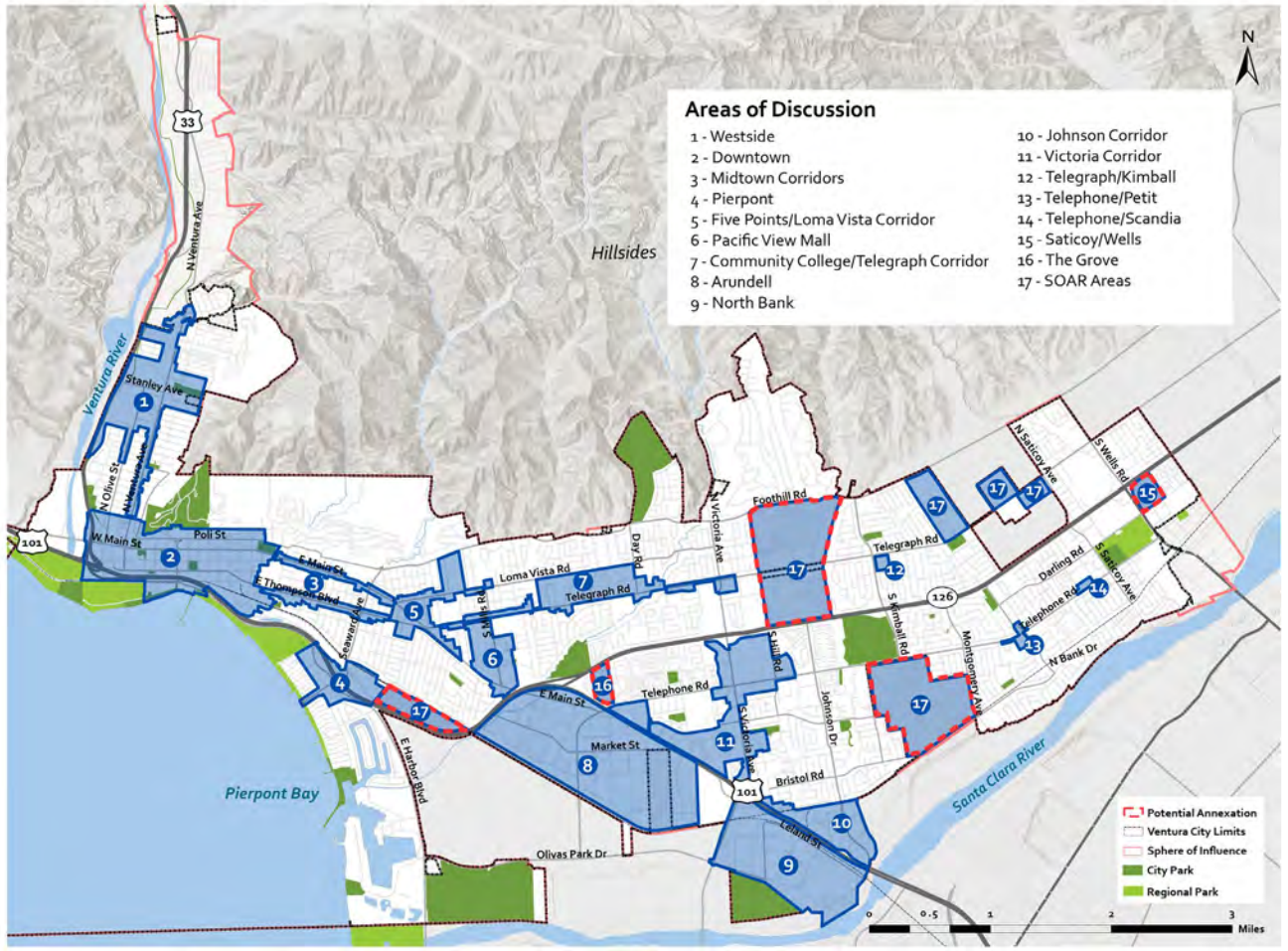
Geographic Terms

There are multiple different geographies used in the development projections and alternatives analysis.

1. **Areas of Discussion.** These are the areas that are the focus of the alternatives. The Areas of Discussion were developed through extensive input from the General Plan Advisory Committee (GPAC) at meetings between July of 2021 and February of 2022. The Areas of Discussion are further described in the Alternatives Primer.

2. **SOAR Areas.** These are the areas that are part of the Save Open Space and Agricultural Resources (SOAR) voter initiative. SOAR areas were included as part of the alternatives following discussions with the GPAC and based on community input from the Visioning Survey, which identified these areas as potential growth areas. More information on SOAR can be found at www.soarvc.org. Some of the alternatives consider future development of the SOAR areas. A map of the SOAR areas considered for development is shown to the right. The development projections identify the amount of development potential in the SOAR areas separate from the remainder of the city.

3. **Citywide.** This geography covers the entire city, as well as potential development areas outside of the city but within the Sphere of Influence (SOI). *(Note: The SOI defines the probable physical boundaries and service area of the city).*



Current (2005) General Plan

The development projection methodology described above is similar to the methodology used in the 2005 General Plan. The current plan identified a "carrying capacity" of parcels that had a high likelihood of redeveloping during the time horizon of the General Plan and then discounted this maximum based on a more realistic estimate of the development that would likely occur. The following slides show the pages from the General Plan with the methodology and development projections. In sum, the existing General Plan included the following projections:

- **Carrying capacity of:**
  - 29,910 housing units
  - 57.8 million square feet of non- residential development
- **Development projections of:**
  - 8,318 housing units (27.8% of carrying capacity)
  - 5.2 million square feet of non-residential space (9% of carrying capacity)

Note: Between 2000 and 2020, less than 4,200 new housing units were built in Ventura. This is approximately half of the development projection and about 15% of the carrying capacity.

Existing 2005 General Plan

Our "Infill First" strategy for Ventura means avoiding suburban sprawl by directing new development to vacant land in the City and Sphere of Influence (with the exception of SOAR land), and by focusing new public and private investment in carefully selected districts, corridors, and neighborhood centers where concentrated development and adaptive reuse will improve the standard of living and quality of life for the entire community.

Recognizing that the rate of future population growth is not subject to City control, this plan has been analyzed (in the accompanying Environmental Impact Report) on the basis of estimates of what new homes and other development might be expected to take place over the next twenty years (see Table 3-2). Looking at the rate of growth over the past decade and recognizing the challenges to "infill" development compared to "greenfield" expansion, a projection of roughly 8,300 additional housing units and approximately 5 million square feet of non-residential development has been used for the plan's 20 year planning horizon. Table 3-2 provides estimates of the amount of development that could reasonably be expected to occur in the City and Sphere of Influence.

The actual distribution of future growth in the City may vary based on market forces and other factors. The districts, corridors, and neighborhood center areas, shown on Figure 3-1 Infill Areas, could accommodate more development and/or a different mix of development than shown in Table 3-2. To demonstrate this, Table 3-1 shows the potential development based on the overall carrying capacity of the land.

Distribution of growth in the districts and corridors is based on the following general assumptions:

- Development in the Downtown and Harbor Districts will conform to the plans for those areas,
- The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth, and
- The Arundell, North Avenue, and Upper North Avenue areas will be the focus of future economic growth, potential expansion of the Brooks Institute, with some residential uses.

Table 3-1. Potential Development Based on Carrying Capacity of Land Area

Planning Designation	Allowed Density (du/acre)	Existing Development 2004					General Plan Capacity			
		Single Family Units	Multi Family Units	Comm./Ind. Sq. Ft.	Parcels	Acres	Vacant Parcels	Vacant Acres	Additional Potential[3] Units	Additional Potential[3] Sq. Ft.
Neighborhood Low	0-8	19,425	3,335	49,386	22,511	4,629	108	426	1,221	
Neighborhood Medium	9-20	1,163	8,965	149,513	4,414	1,061	32	116	4,859	
Neighborhood High	21-54	814	2,468	194,143	1,634	303	8	16	8,477	
Commerce[1]		257	490	4,995,248	1,366	808	95	108	7,892	22,328,276
Industry[2]		29	31	8,299,840	1,037	1,401	89	392	4,724	34,215,483
Public & Institutional		4	0	54,422	66	571				
Park & Open Space		6	0	15,491	264	11,693				
Agriculture		4	0	19,550	154	6,857				
Downtown Specific Plan	21-54	332	1,543	1,795,401	1,174	307	45	20	2,500	450,000
Harbor District		0	310	350,160	10	254	1	21	300	876,100
Total		**22,034**	**17,142**	**15,923,154**	**32,630**	**27,884**	**378**	**109**	**29,910**	**57,869,859**

1. Commerce residential unit capacity is for property within a Corridor, District, or Neighborhood Center and assumes buildout to the maximum FAR and that 25% of floor area would be commercial (with the remainder residential).
2. Industry residential unit capacity is for property within a Corridor, District, or Neighborhood Center and assumes buildout to the maximum FAR and that 75% of floor area would be industrial (with the remainder residential).
3. "Additional Potential" assumes a historic buildout rate of 70% for both residential and non-residential.

Existing 2005 General Plan

Table 3-2. Predicted Development Intensity & Pattern	Residential Development (units)	Non-Residential Development (square feet)				
		Retail	Office	Industrial	Hotel	Total
DISTRICTS						
Upper North Avenue	100	10,000	50,000	150,000	-	210,000
North Avenue	50	10,000	50,000	250,000	-	310,000
Downtown Specific Plan	1,600	100,000	200,000	-	150,000	450,000
Pacific View Mall	25	25,000	-	-	-	25,000
Harbor	300	315,000	-	-	230,000	545,000
Arundell	200	25,000	300,000	1,000,000	-	1,325,000
North Bank	50	300,000	50,000	300,000	-	650,000
Montalvo	50	-	50,000	25,000	-	75,000
Saticoy	50	-	-	25,000	-	25,000
Subtotals (Districts)	**2,425**	**785,000**	**700,000**	**1,750,000**	**380,000**	**3,615,000**
CORRIDORS						
Ventura Avenue	800	40,000	100,000	50,000	-	190,000
Main Street	100	15,000	40,000	-	-	55,000
Thompson Boulevard	300	15,000	40,000	-	-	55,000
Loma Vista Road	25	15,000	40,000	-	-	55,000
Telegraph Road	250	15,000	40,000	-	-	55,000
Victoria Avenue	50	15,000	40,000	-	-	55,000
Johnson Drive	150	50,000	20,000	-	-	70,000
Wells Road	50	15,000	20,000	-	-	35,000
Subtotals (Corridors)	**1,725**	**180,000**	**340,000**	**50,000**	**0**	**570,000**
SPHERE OF INFLUENCE (SOI)/OTHER INFILL/NEIGHBORHOOD CENTERS						
101/126 Agriculture	200	-	-	-	-	-
Wells/Saticoy	1,050	-	-	-	-	-
Pierpont	100	30,000	-	-	-	30,000
Other Neighborhood Centers	100	-	-	-	-	-
Second Units	300	-	-	-	-	-
Underutilized	250	-	-	-	-	-
Vacant	450	165,000	50,000	-	-	215,000
Subtotals (Other Infill)	**2,450**	**195,000**	**50,000**	**0**	**0**	**245,000**
TOTAL INFILL	***6,600***	***1,160,000***	***1,090,000***	***1,800,000***	***380,000***	***4,430,000***
PLANNED AND PENDING DEVELOPMENTS						
Downtown	50	1,072	-	-	150,000	151,072
Ventura Avenue/Westside	238	7,086	-	27,000	-	34,086
Midtown	34	13,751	-	-	-	13,751
College (Telegraph/Loma Vista)	4	2,718	8,843	-	-	11,567
Telephone Road Corridor	256	-	54,785	-	-	54,785
Montalvo/Victoria	296	-	4,300	-	-	4,300
Saticoy/East End	840	7,950	5,600	-	-	13,550
Arundell	-	41,640	42,614	18,080	-	102,334
Olivas	-	7,160	7,066	390,053	-	404,279
Subtotals (Planned/Pending)	**1,718**	**81,377**	**123,214**	**435,133**	**150,000**	**789,724**
TOTAL (Infill+SOI/Other+Pending)	**8,318**	**1,241,377**	**1,213,214**	**2,235,133**	**530,000**	**5,219,724**

August 8, 2005

Development Projections

Development Projections for the 2050 General Plan

- The development projections have a horizon year of 2050 (which is 27 years)
- The City Council unanimously endorsed a development projection target of 2-3 Regional Housing Needs Allocation (RHNA) cycles. RHNA is the State-mandated requirement to identify housing sites and each RHNA cycle is 8 years. The following are the development projections endorsed on July 11, 2022 by the City Council:
  - **Residential**
    - Plan for approximately 2 - 3 RHNA cycles, or **10,600 – 15,900 units**
    - About 1% growth per year
  - **Non-Residential**
    - Amount dependent on residential growth
    - 1.39 jobs/housing unit (average)
    - Total job increase of between **14,700 and 22,000 jobs** (6 million to 9 million square feet)
- The development projections are not requirements but are used to help guide the development and evaluation of the land use alternatives and the preferred land use plan.
- The final development projection will be used to analyze the potential environmental impacts of the General Plan (in the Environmental Impact Report) and to plan for future infrastructure needs to support the evolution of the City.

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Overview of 2050 Development Projections

The following slides show the development projections for the four alternatives. The projections represent a potential amount of development until 2050. They summarize the potential range of development for the city separately from the SOAR areas. This is due to the uncertainty of development of the SOAR areas, which would require a vote of the public prior to being developed.

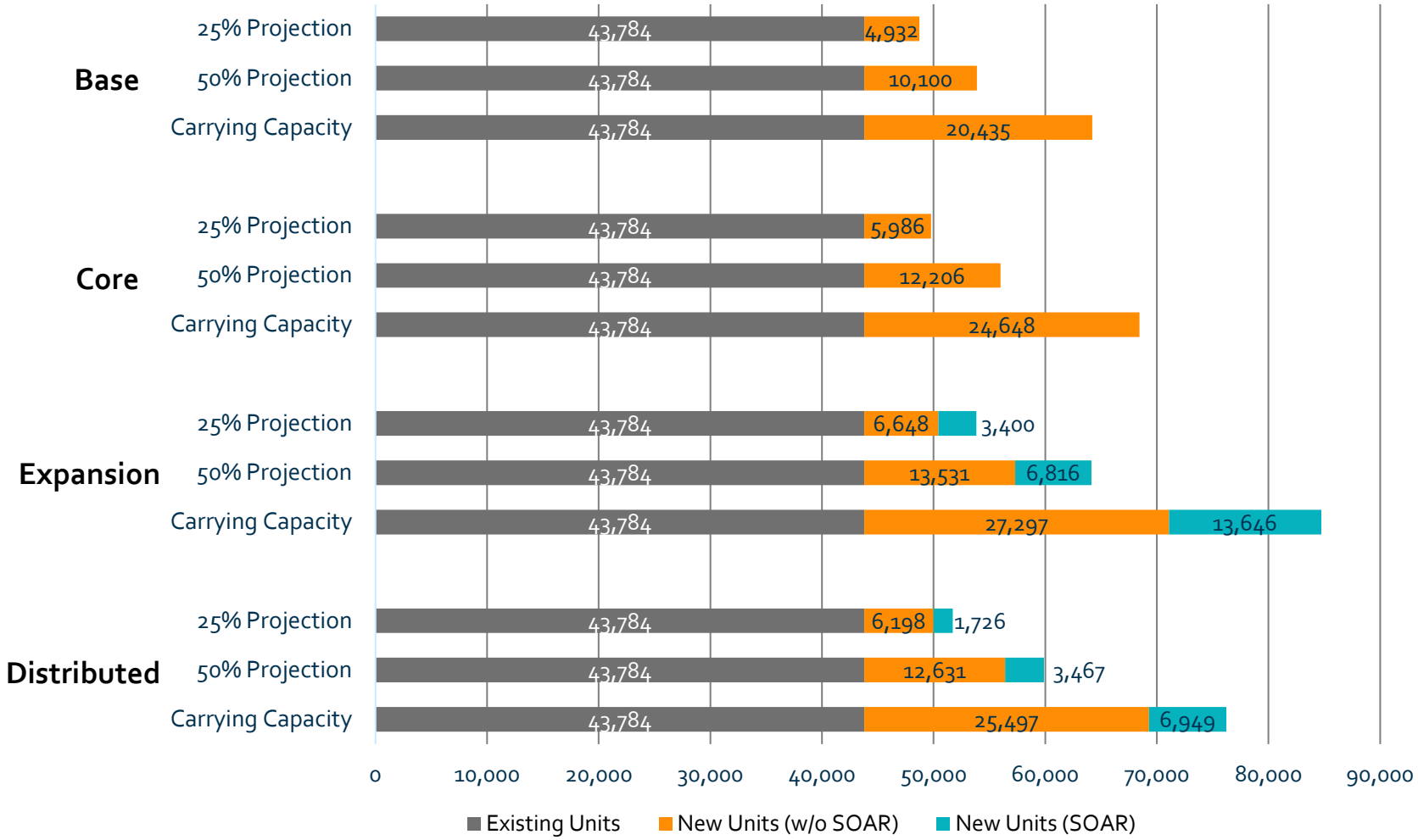
- The development projects range from approximately 5,000 to 10,000 housing units for the Base Alternative to 6,600 to 13,500 for the Expansion Alternative (excluding SOAR). Thus, the potential for residential development intentionally does not vary much between the alternatives.
- Excluding SOAR, all of the alternatives estimate less potential development than the estimate of 2 to 3 times the RHNA cycle (which is 10,600 to 15,900 units).
- The SOAR areas have the potential to increase both jobs and housing in the city.
- The increase in the number of jobs between the Base Alternative and the other land use alternatives are due to changing land use designations from lower density job uses (i.e., General/Heavy Industrial) to land use designations with more jobs per acre (i.e., Office/R&D and Light Industrial/Flex).

Development Projections – Residential Dwelling Units

This chart shows a range of development projections for residential housing units for each of the alternatives (Base, Core, Expansion and Distributed).

The SOAR areas are called out separately, given the uncertainty of developing in these areas. Without SOAR, the three alternatives have similar development projections.

Each alternative shows a development projection of between 25% and 50% of the maximum development potential of the "change" parcels identified. Given past trends, it is highly unlikely that the high end of the projection will be achieved. For example, the existing General Plan had a carrying capacity of over 29,000 units but less than 4,200 units (or 15% of the carrying capacity) were built between 2000 and 2020.

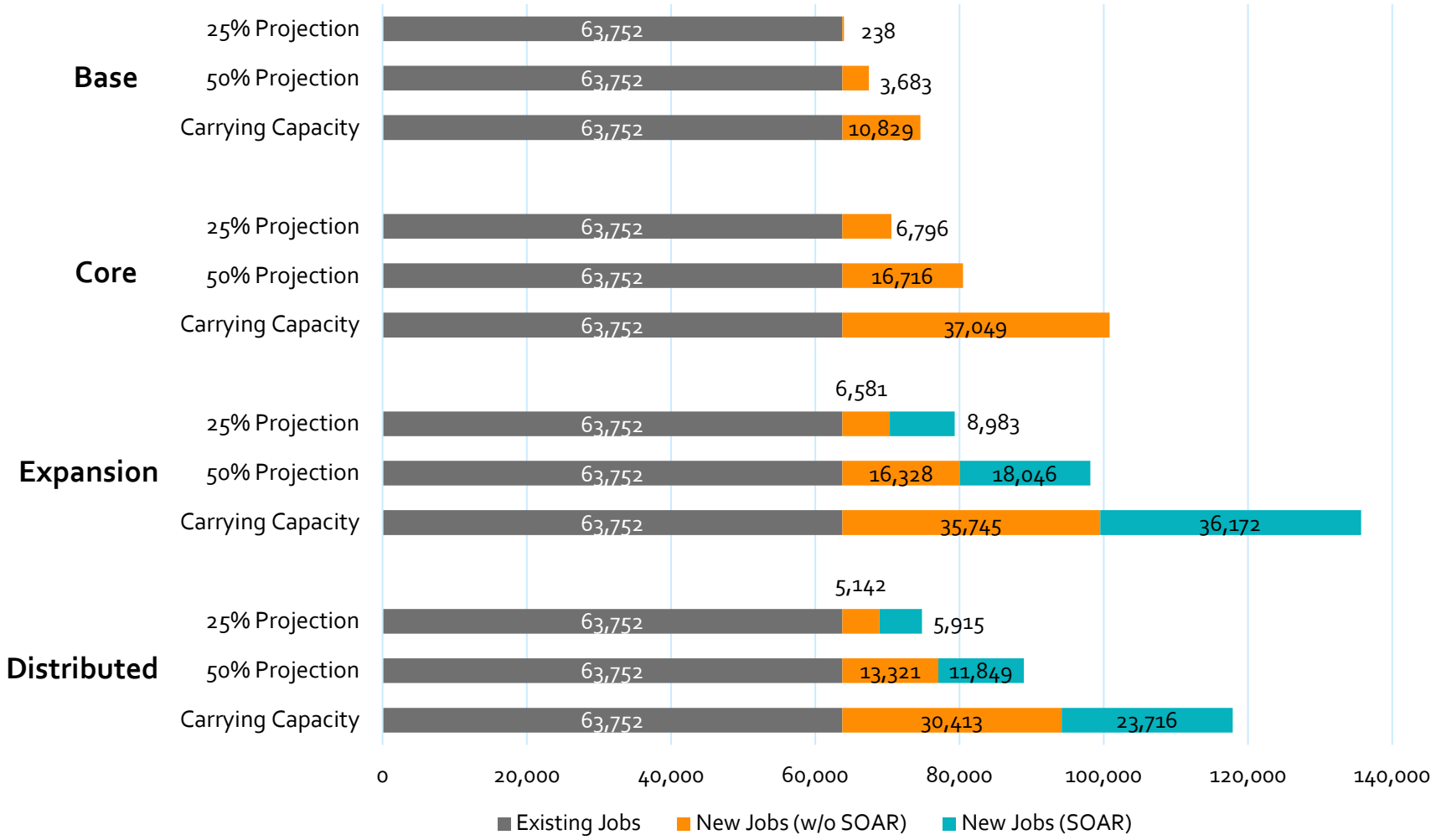


Development Projections – Employment

This chart shows the total range of jobs under all alternatives (Base, Core, Expansion and Distributed), both with and without the SOAR areas.

Without the SOAR areas, there are minor differences between the Core, Expansion and Distributed alternatives. The primary differences are the acres of land designated as Office/R&D and Light Industrial/Flex, which have a higher job density than other land uses.

Non-residential development of the SOAR areas could add a significant number of jobs to the city.



Source of Existing Job Numbers: Chmura JobsEQ (see the Market Report on the planventura.com website for more information.)

Comparison of Alternatives

Overview

This section provides information and data to compare the land use alternatives for the 2050 General Plan. It includes the following information:

- Total acres of each land use designation by alternative and geographic area (Areas of Discussion and citywide)
- Changes in land use designations between alternatives for key residential and employment designations
- Acres of land that allow 6 story buildings (residential and non-residential)
- Acres of SOAR areas considered for urban uses

Acres of Land Use Designations by Alternative (Citywide)

LAND USE DESIGNATION	BASE		CORE		EXPANSION		DISTRIBUTED	
RESIDENTIAL	Acreage	Pct	Acreage	Pct	Acreage	Pct	Acreage	Pct
Neighborhood Very Low	75	0.6%	75	0.6%	75	0.6%	75	0.6%
Neighborhood Low	3,582	27.1%	3,529	26.7%	3,531	26.7%	3527	26.7%
Single Family Beach	166	1.3%	166	1.3%	166	1.3%	166	1.3%
Neighborhood Low Medium	586	4.4%	586	4.4%	612	4.6%	586	4.4%
Two-to-Four Family Beach	48	0.4%	48	0.4%	48	0.4%	48	0.4%
Neighborhood Medium	173	1.3%	177	1.3%	355	2.7%	337	2.5%
3 Story Multifamily	745	5.6%	794	6.0%	1,087	8.2%	932	7.0%
4 Story Multifamily	9	0.1%	12	0.1%	13	0.1%	21	0.2%
Mobile Home Exclusive	268	2.0%	265	2.0%	265	2.0%	265	2.0%
MIXED USE								
Mixed Use 1	333	2.5%	229	1.7%	388	2.9%	380	2.9%
Mixed Use 2	185	1.4%	298	2.3%	250	1.9%	272	2.1%
Mixed Use 2 or Light Industrial/Flex	-	0.0%	-	0.0%	41	0.3%	-	0.0%
Mixed Use 3	18	0.1%	120	0.9%	237	1.8%	121	0.9%
Mixed Use 4	332	2.5%	259	2.0%	336	2.5%	241	1.8%
Harbor Mixed Use	27	0.2%	27	0.2%	27	0.2%	27	0.2%
Coastal Mixed Use	6	0.0%	6	0.0%	6	0.0%	6	0.0%
COMMERCIAL	Acreage	Pct	Acreage	Pct	Acreage	Pct	Acreage	Pct
Commercial	325	2.5%	263	2.0%	192	1.4%	251	1.9%

LAND USE DESIGNATION (CONT.)	BASE (CONT.)		CORE (CONT.)		EXPANSION (CONT.)		DISTRIBUTED (CONT.)	
COMMERCIAL (CONT.)	Acreage	Pct	Acreage	Pct	Acreage	Pct	Acreage	Pct
Neighborhood Center	-	0.0%	33	0.3%	-	0.0%	47	0.4%
Commercial Tourist Oriented	44	0.3%	40	0.3%	40	0.3%	40	0.3%
Harbor Commercial	205	1.5%	205	1.5%	205	1.5%	205	1.5%
EMPLOYMENT								
Light Industrial/Flex	362	2.7%	545	4.1%	404	3.1%	554	4.2%
Light Industrial/Flex or Neighborhood Low Medium	-	0.0%	20	0.2%	23	0.2%	20	0.2%
General/Heavy Industrial	813	6.1%	515	3.9%	527	4.0%	507	3.8%
Office/R&D	30	0.2%	203	1.5%	442	3.3%	309	2.3%
Hospital	54	0.4%	54	0.4%	53	0.4%	54	0.4%
PUBLIC/INSTITUTION								
Public(General)	237	1.8%	248	1.9%	174	1.3%	248	1.9%
School	455	3.4%	455	3.4%	455	3.4%	455	3.4%
Park	1,044	7.9%	1,044	7.9%	1,044	7.9%	1044	7.9%
Open Space	593	4.5%	593	4.5%	680	5.1%	605	4.6%
Agricultural	1,116	8.4%	1,021	7.7%	154	1.2%	487	3.7%
Golf Course	398	3.0%	398	3.0%	398	3.0%	398	3.0%
Miscellaneous Infrastructure/Utilities	999	7.6%	999	7.6%	999	7.6%	999	7.6%
Total	13,226	100%	13,226	100%	13,226	100%	13,226	100%

Acres of Land Use Designations by Alternative (Areas of Discussion)

LAND USE DESIGNATION	BASE		CORE		EXPANSION		DISTRIBUTED	
RESIDENTIAL	Acreage	Pct	Acreage	Pct	Acreage	Pct	Acreage	Pct
Neighborhood Low	55	1.5%	3	0.1%	4	0.1%	0	0.0%
Neighborhood Low Medium	6	0.2%	6	0.2%	33	0.9%	6	0.2%
Neighborhood Medium	33	0.9%	38	1.0%	216	6.0%	198	5.5%
3 Story Multifamily	19	0.5%	68	1.9%	361	10.1%	206	5.7%
4 Story Multifamily	0	0.0%	3	0.1%	5	0.1%	12	0.3%
Mobile Home Exclusive	10	0.3%	9	0.2%	9	0.2%	9	0.2%
MIXED USE								
Mixed Use 1	240	6.7%	137	3.8%	294	8.2%	286	8.0%
Mixed Use 2	184	5.1%	296	8.3%	249	6.9%	271	7.6%
Mixed Use 2 or Light Industrial/Flex	-	0.0%	-	0.0%	41	1.1%	-	0.0%
Mixed Use 3	18	0.5%	120	3.3%	237	6.6%	121	3.4%
Mixed Use 4	304	8.5%	231	6.4%	308	8.6%	213	5.9%
Coastal Mixed Use	6	0.2%	6	0.2%	6	0.2%	6	0.2%
COMMERCIAL								
Commercial	288	8.1%	227	6.3%	155	4.3%	214	6.0%
Neighborhood Center	-	0.0%	33	0.9%	-	0.0%	47	1.3%
Commercial Tourist Oriented	44	1.2%	40	1.1%	40	1.1%	40	1.1%

LAND USE DESIGNATION (CONT.)	BASE (CONT.)		CORE (CONT.)		EXPANSION (CONT.)		DISTRIBUTED (CONT.)	
EMPLOYMENT	Acreage	Pct	Acreage	Pct	Acreage	Pct	Acreage	Pct
Light Industrial/Flex	283	7.9%	466	13.0%	325	9.1%	475	13.2%
Light Industrial/Flex or Neighborhood Low Medium	-	0.0%	20	0.6%	23	0.6%	20	0.6%
General/Heavy Industrial	721	20.1%	423	11.8%	435	12.1%	416	11.6%
Office/R&D	30	0.8%	203	5.7%	442	12.3%	309	8.6%
Hospital	37	1.0%	37	1.0%	37	1.0%	37	1.0%
PUBLIC/INSTITUTION								
Public(General)	110	3.1%	120	3.4%	46	1.3%	121	3.4%
School	130	3.6%	130	3.6%	130	3.6%	130	3.6%
Park	78	2.2%	78	2.2%	78	2.2%	78	2.2%
Open Space	-	0.0%	-	0.0%	87	2.4%	12	0.3%
Agricultural	962	26.9%	867	24.2%	-	0.0%	333	9.3%
Miscellaneous Infrastructure and Utilities	23	0.6%	23	0.6%	23	0.6%	23	0.6%
Total	3,583	100%	3,583	100%	3,583	100%	3,583	100%

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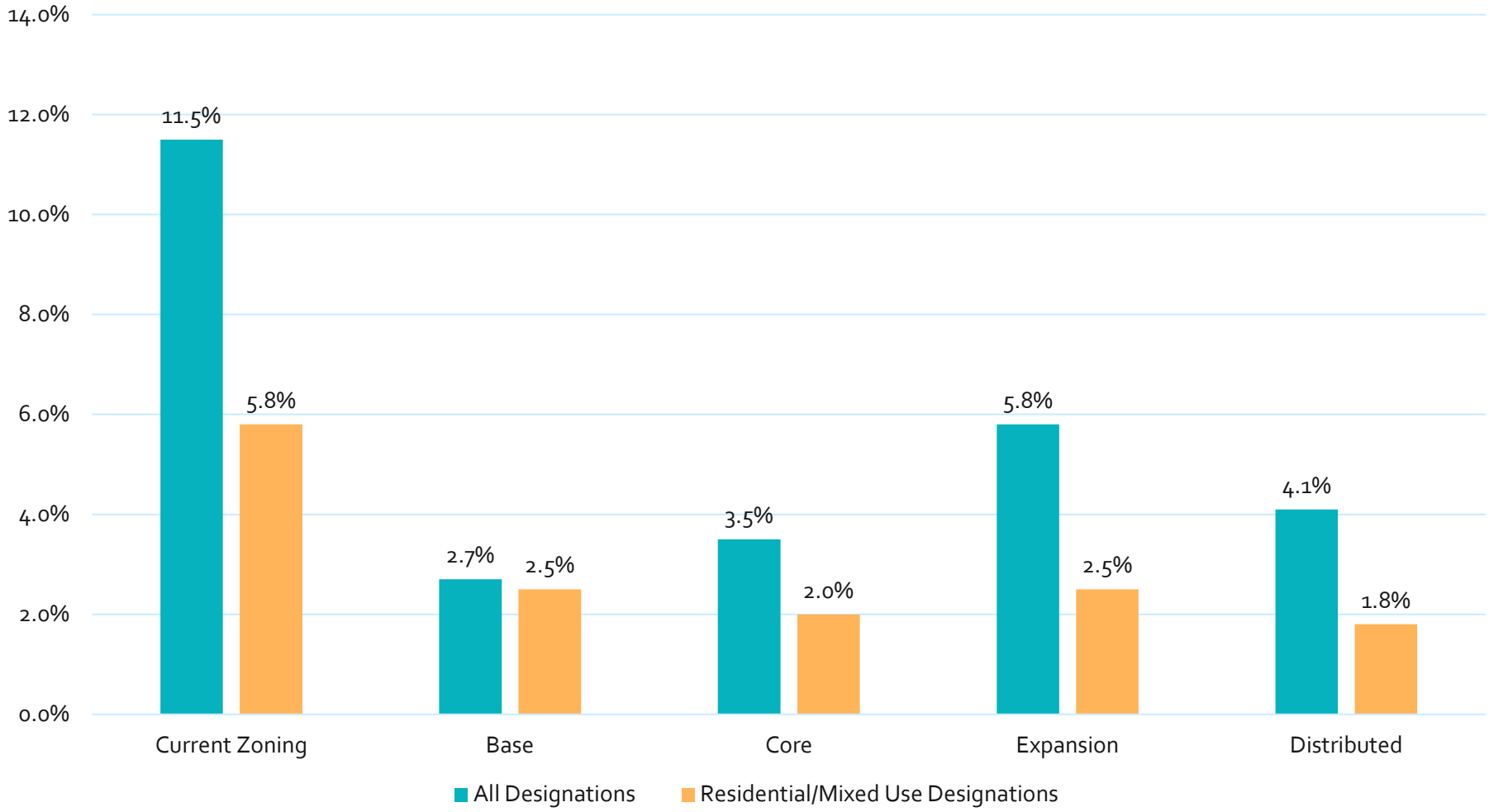
Percent of Acreage Allowing 6-Story Buildings (Citywide)



6-Story Heights Allowed in Existing Zoning

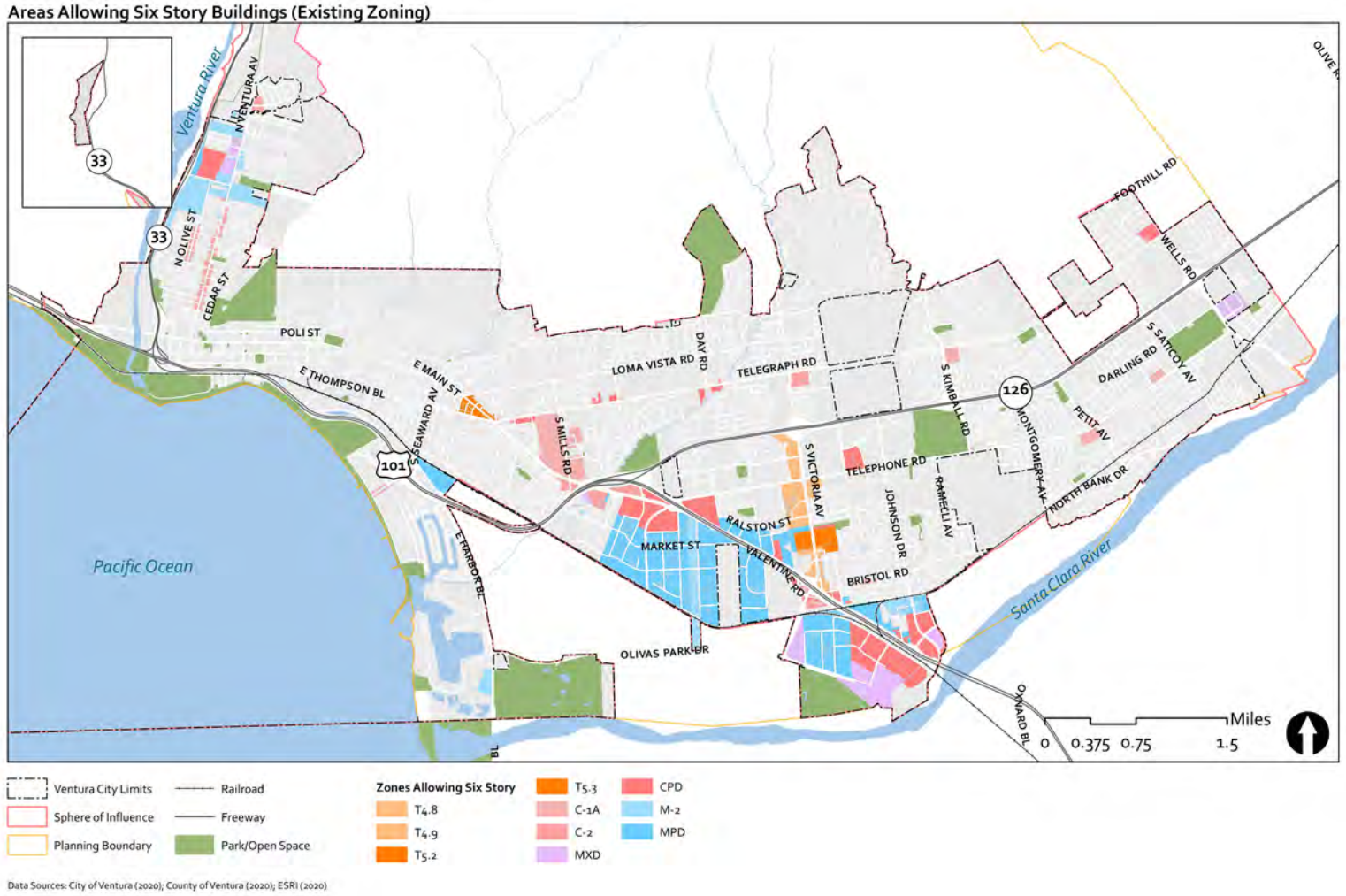
Residential, Mixed Use, and Commercial Zones

- T 4.9 Urban General 9 (Victoria Corridor Development Code)
- T 5.3 Urban Town Center 3 (Victoria Corridor Development Code)
- T 5.2 Neighborhood Core 2 (Midtown Corridors Development Code)
- C-1A General Commercial (zoning code)
- C-2 General Commercial (zoning code)
- MXD Mixed Use (zoning code)

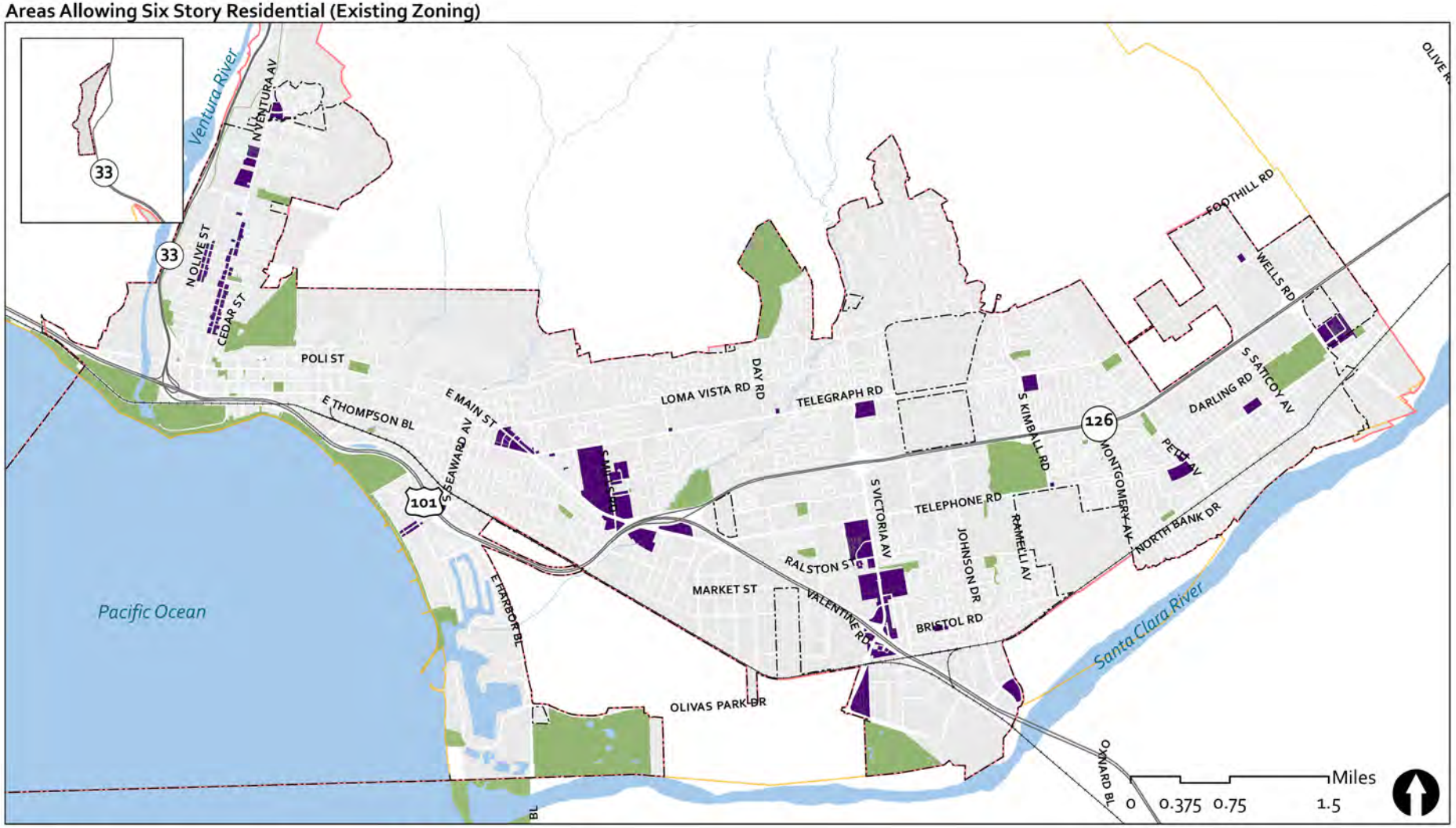
Non-Residential Zones

- T 4.8 Urban General 8 (Victoria Corridor Development Code)
- CPD Commercial Planned Development (zoning code)
- M-2 General Industrial (zoning code)
- MPD Manufacturing Planned Development (zoning code)

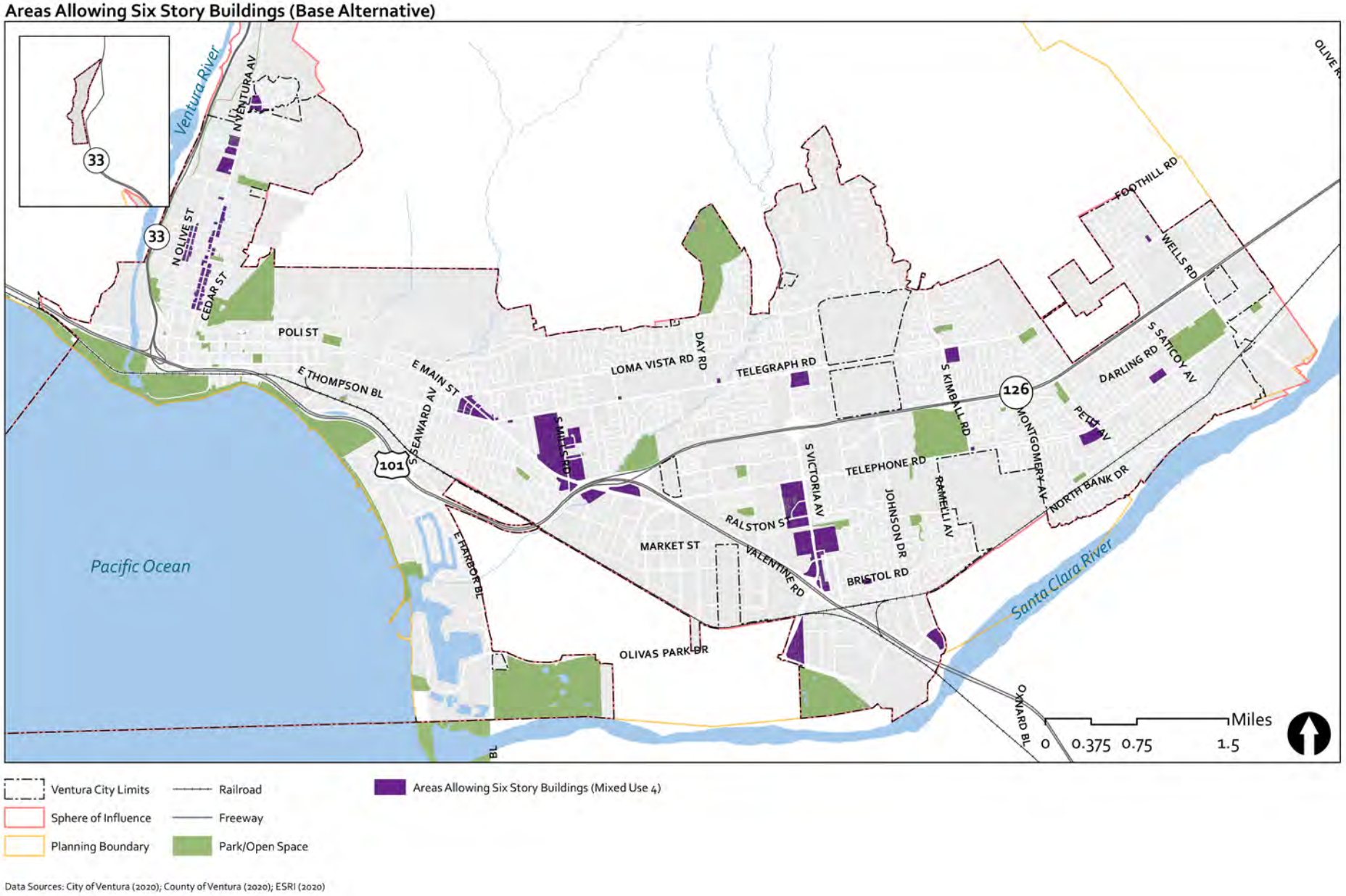
Overall, 6 story buildings are allowed in 11.5% of the city area under current zoning.



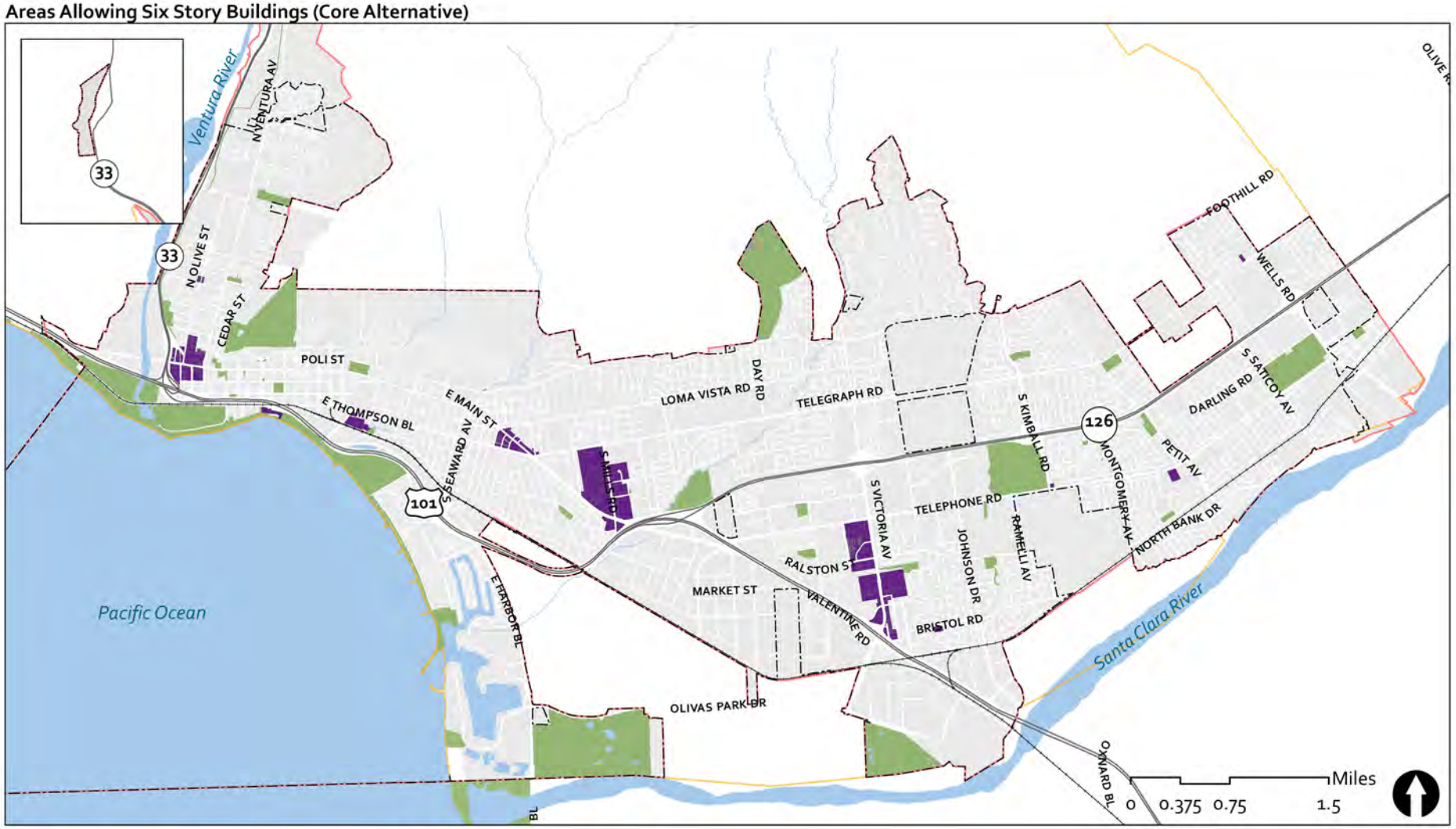
6-Story Residential Buildings (Existing Zoning)



6-Story Residential Buildings (Base)

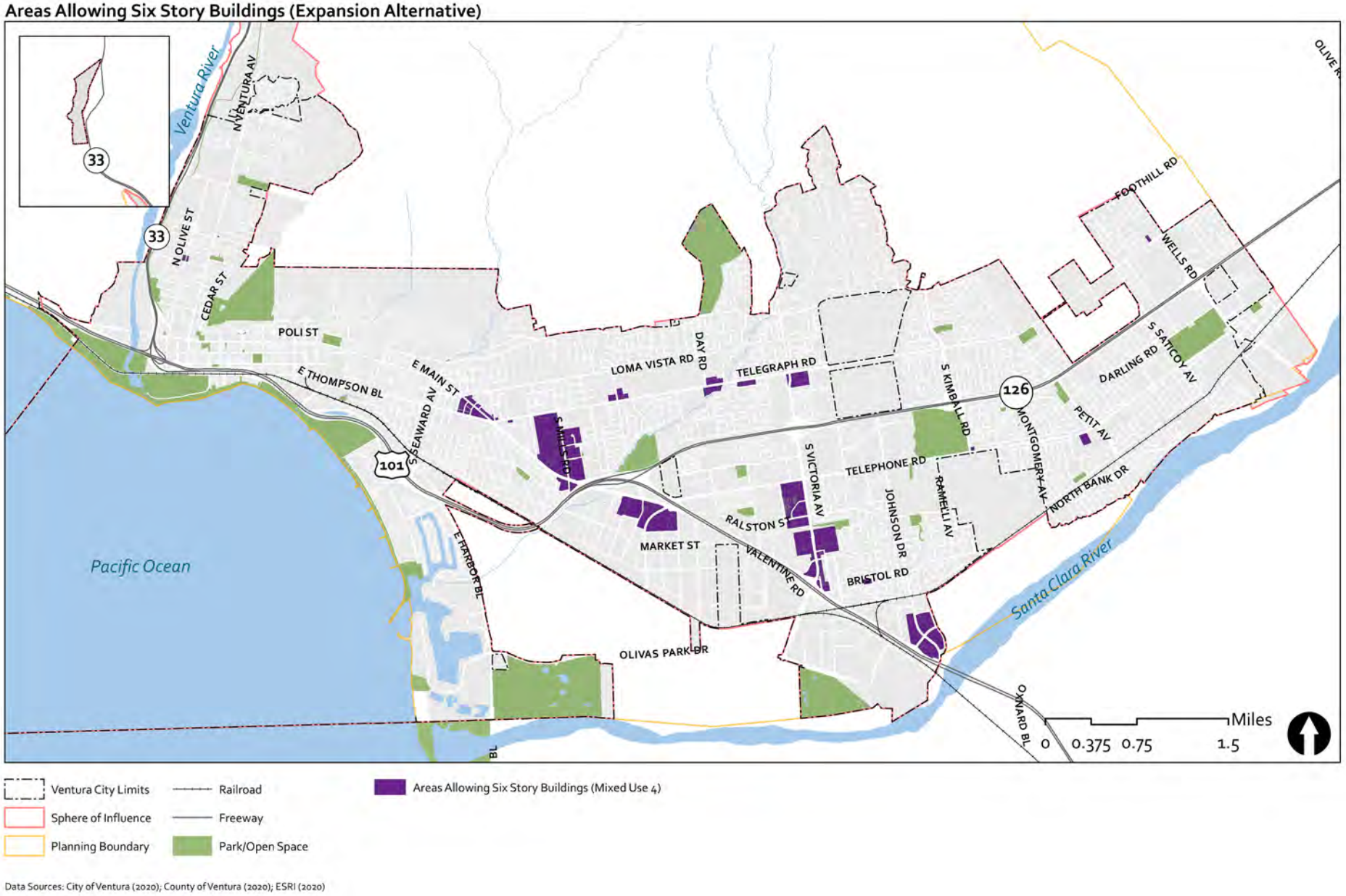


6-Story Residential Buildings (Core)

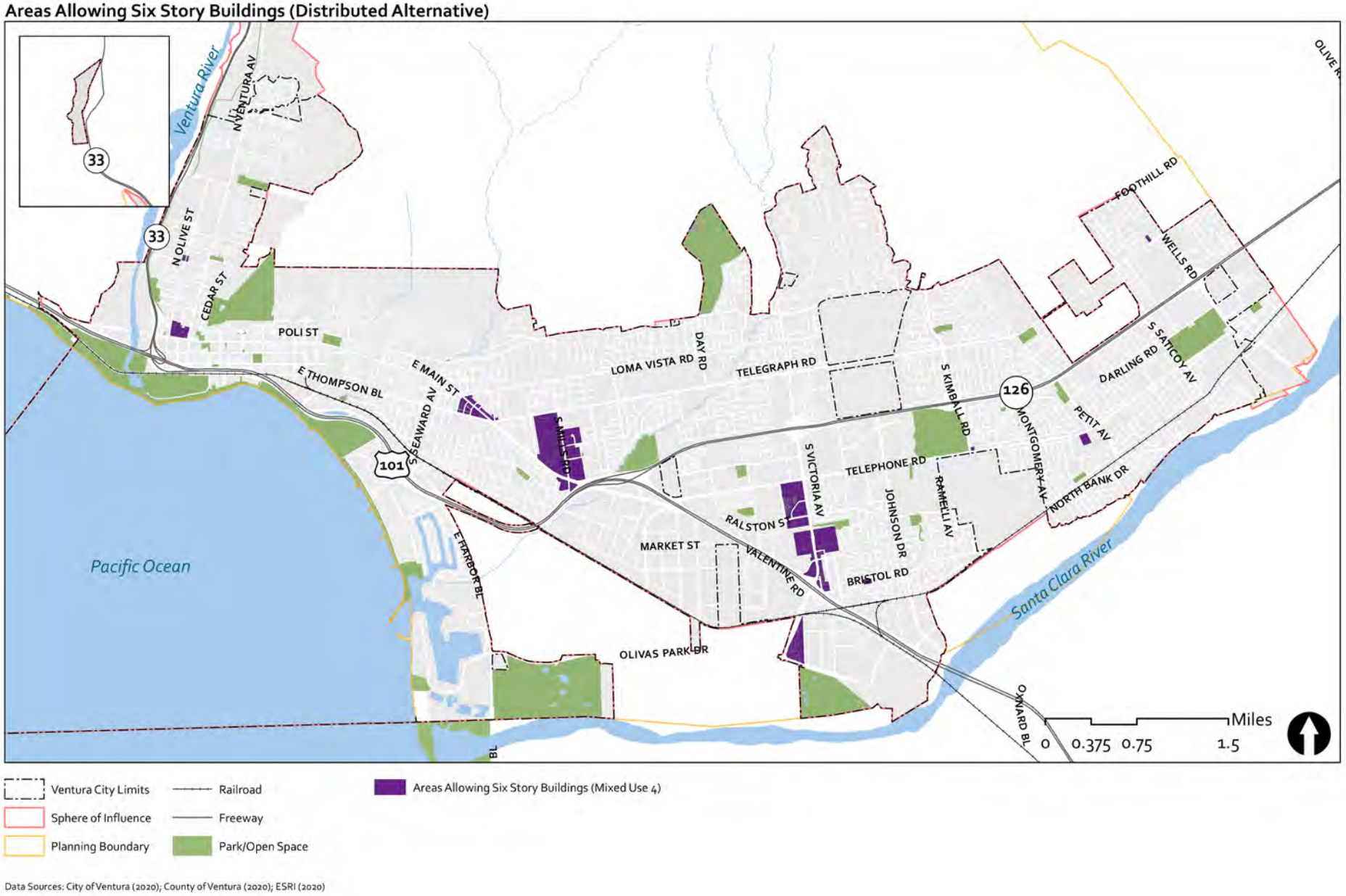


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

6-Story Residential Buildings (Expansion)



6-Story Residential Buildings (Distributed)



Acres of SOAR Areas Considered for Urban Uses and Agriculture

This chart shows the total amount of SOAR lands within the City's sphere of influence (SOI) included in each alternative. The SOAR lands would require a vote of the public to be developed. For the Base and Core Alternatives, no SOAR lands are considered for urban uses. For the Expansion Alternative, all of the City-controlled SOAR lands are included. For the Distributed Alternative, approximately two-thirds of the SOAR lands are considered for urban uses.