

Midtown Corridors Background Information

March 7, 2023



Existing Policy Direction, Land Use, and Zoning

Midtown Corridors

- **General Plan:**

- Main Street

- Increase mixed use and housing
 - Create attractive, pedestrian-oriented streetscapes

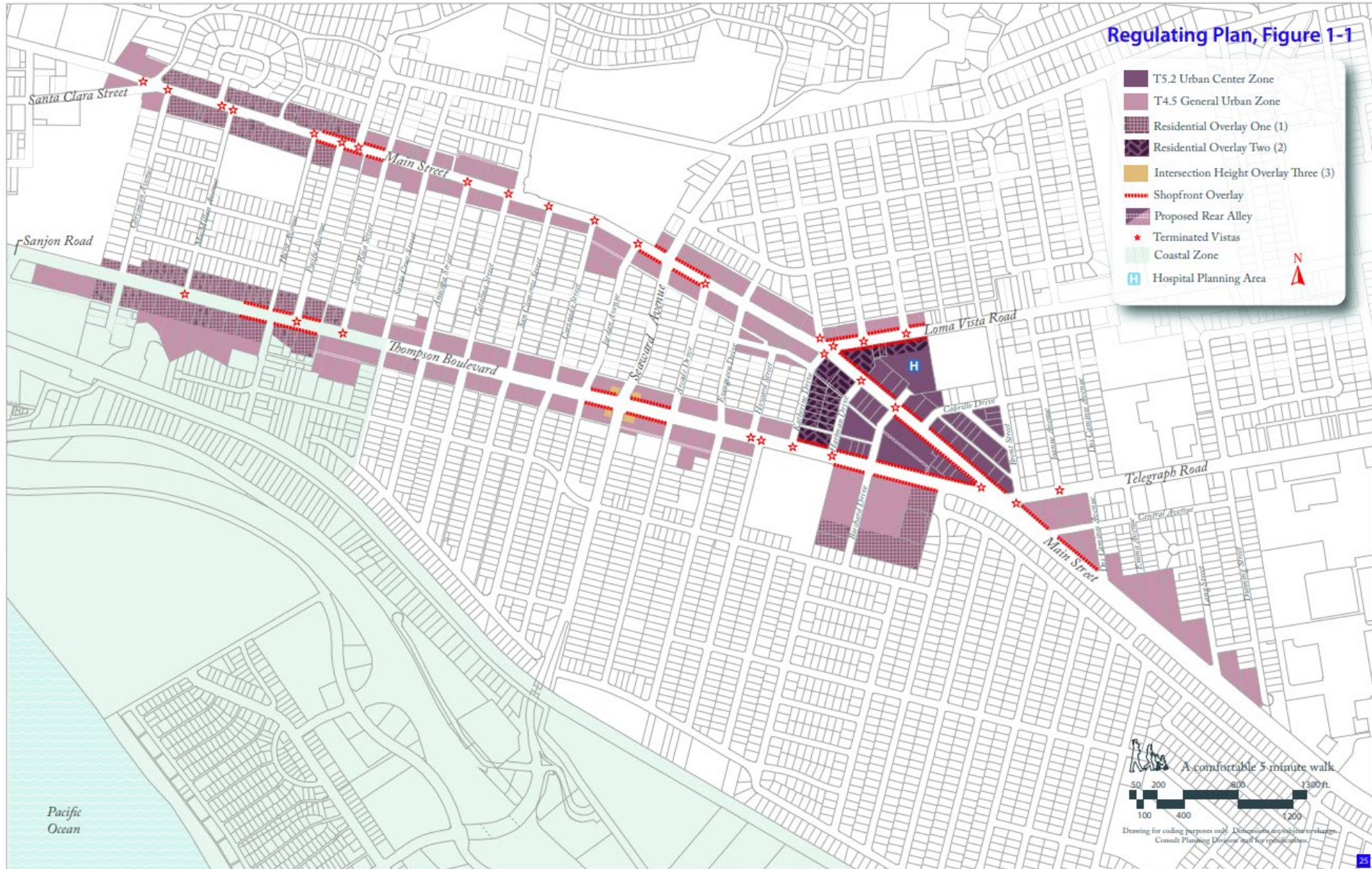
- Thompson Boulevard

- Become a major transit corridor
 - Increase access to the ocean with pedestrian/bike enhancements

- **Midtown Corridors Development Code:**

- Encourage mixed-use and higher density residential infill development to help reduce the City's rate of expansion into farmland and natural open space.
 - Provide new commercial and civic amenities within walking distance of residences in adjoining neighborhoods.
 - Create an area that is effectively served by transit.
 - Ensure that the scale and character of new development is compatible with existing adjoining neighborhoods.

Current Zoning



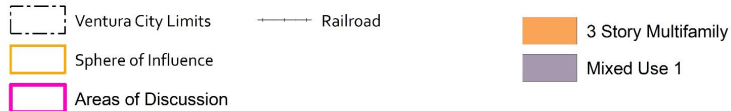
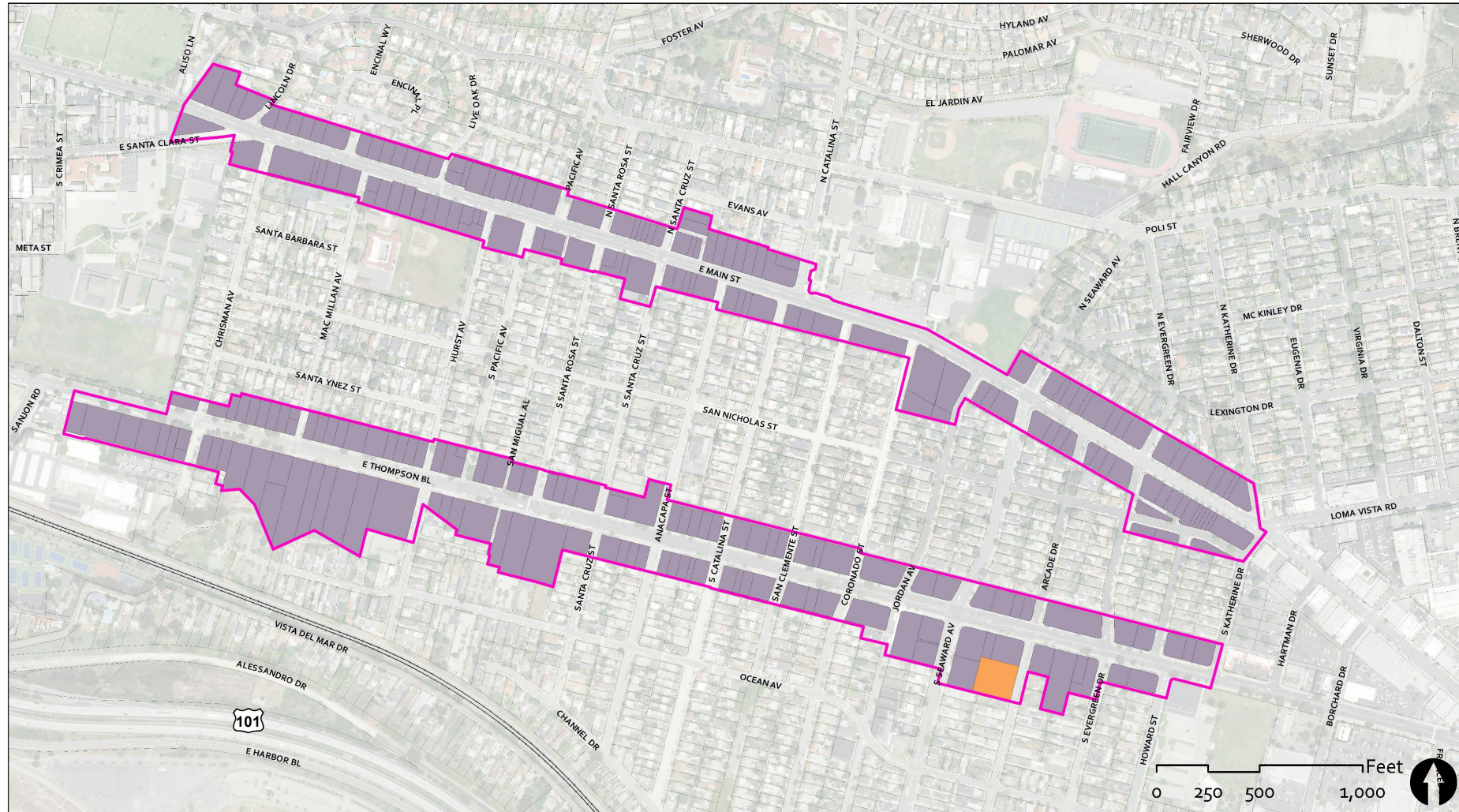
Relevant Zoning - Summary

Zoning Code	Zoning Name	Description	Source (Zoning Code, Specific Plan, etc.)	Max. Height (ft)	Max. Height (stories)	2005 GP Designation	Proposed New GP Designation (Base)
T4.5	Urban General 5	Mixed-use and higher-density residential infill development that is compatible with existing adjoining neighborhoods.	Midtown Corridors Development Code	45	3	Commerce	Mixed Use 1
R-3	Multiple Family	Multifamily residential, condominiums, and some recreation/neighborhood services	Zoning Code	45	3	Neighborhood High	3 Story Multifamily
C-1	Limited Commercial	Certain commercial retail and residential	Zoning Code	45	3	Commerce	Mixed Use 1

Land Use Alternatives

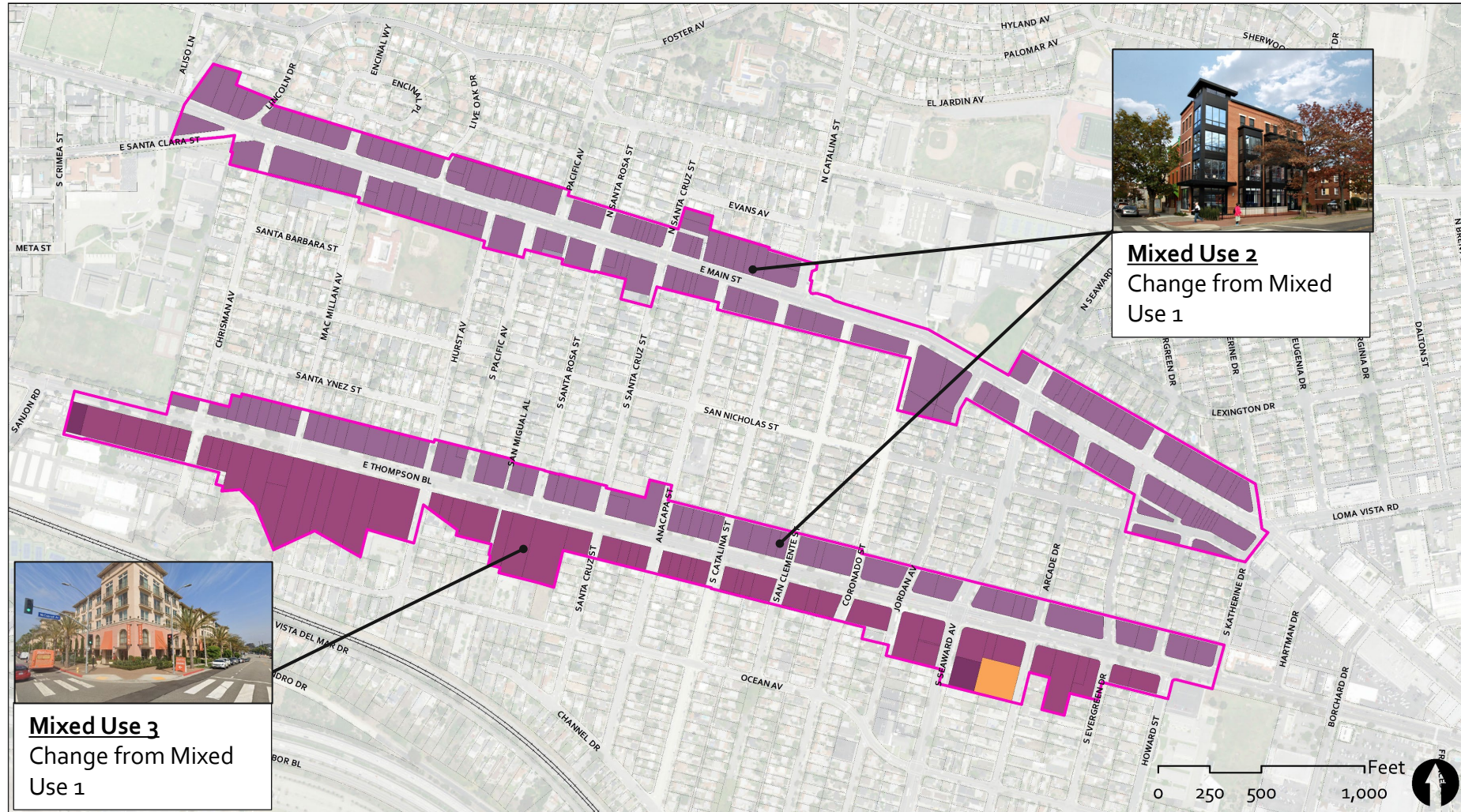
Midtown Corridors - "Base" Designations

- Implements the Midtown Corridors Development Code, which has a vision of creating vibrant, mixed use, walkable corridors along Thompson and Main Streets.
- Normalizes all zoning districts into the Mixed Use 1 land use designation (3 stories).
- Note: existing height restrictions in zoning would remain in place.



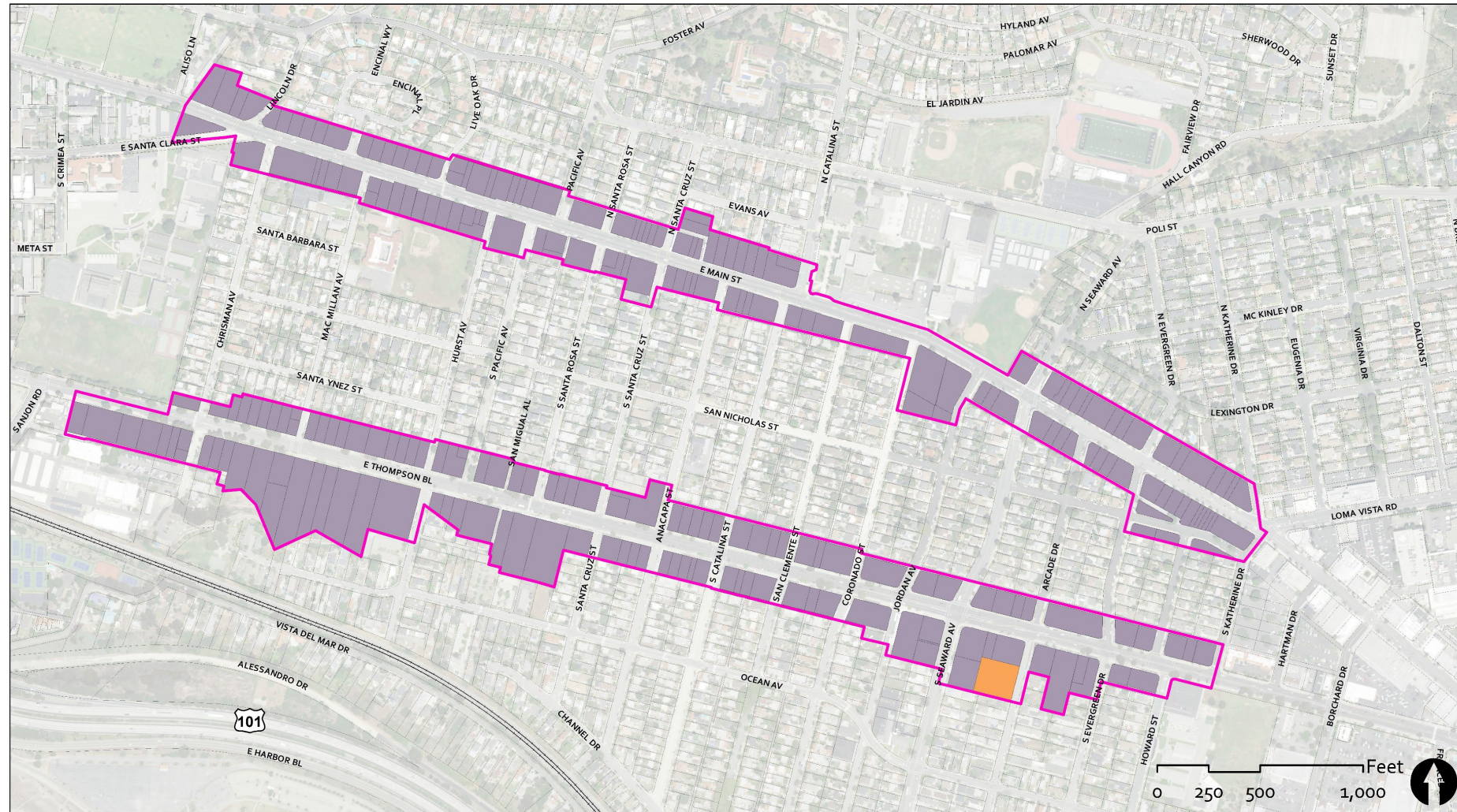
Midtown Corridors - Core

- Targets additional development in this area by increasing building height limits by 1 or 2 stories.
- Increase heights on Main Street and the north side of Thompson from Mixed Use 1 (3 stories) to Mixed Use 2 (4 stories).
- The south side of Thompson would increase from Mixed Use 1 (3 stories) to Mixed Use 3 (5 stories).



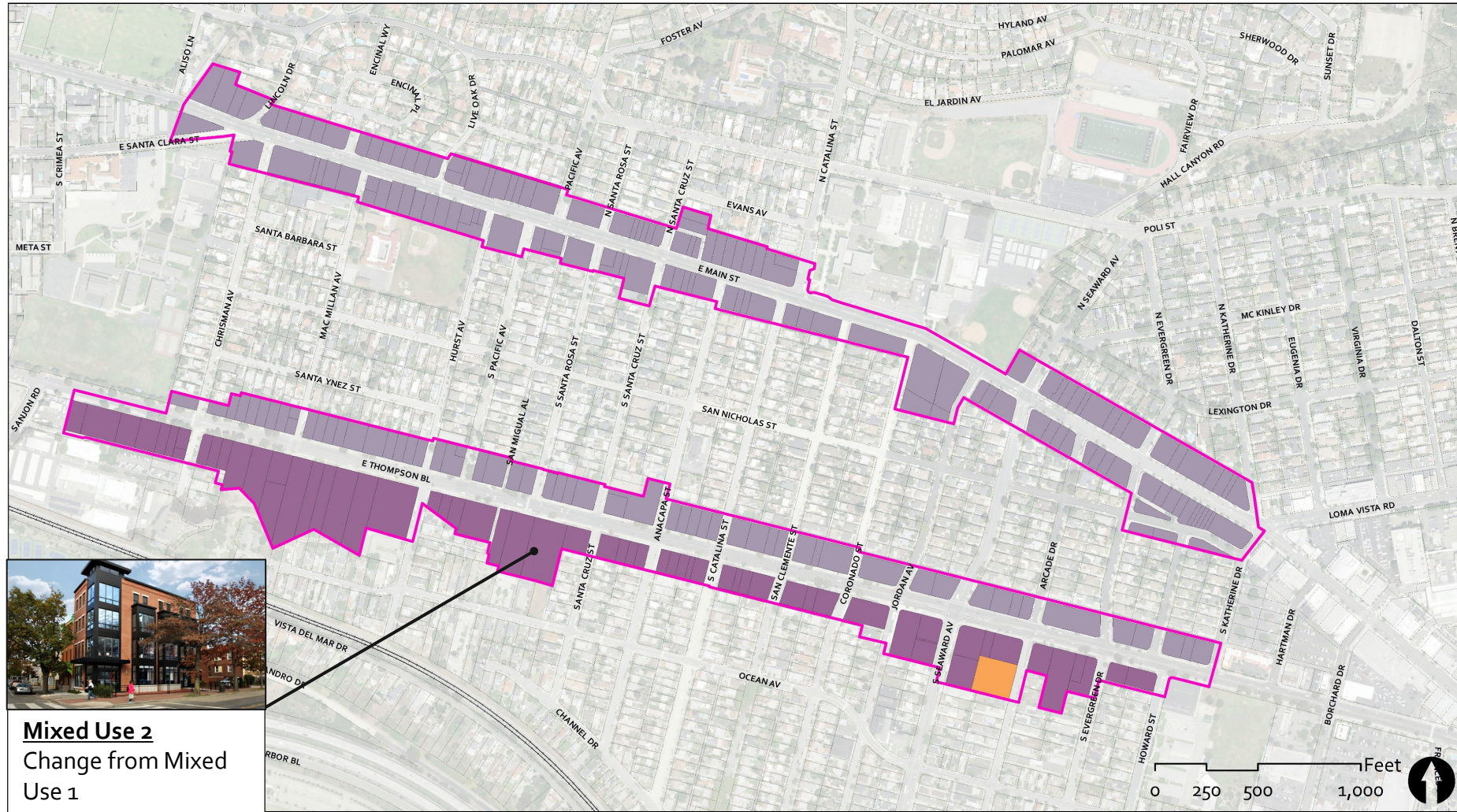
Midtown Corridors – Expansion (same as base)

- Maintains land use designations in the Base (Mixed Use 1).



Midtown Corridors - Distributed

- Maintains most of the land use designations as the Base except for the south side of Thompson, which would increase from Mixed Use 1 (3 stories) to Mixed Use 2 (4 stories).



Mixed Use 2
Change from Mixed Use 1

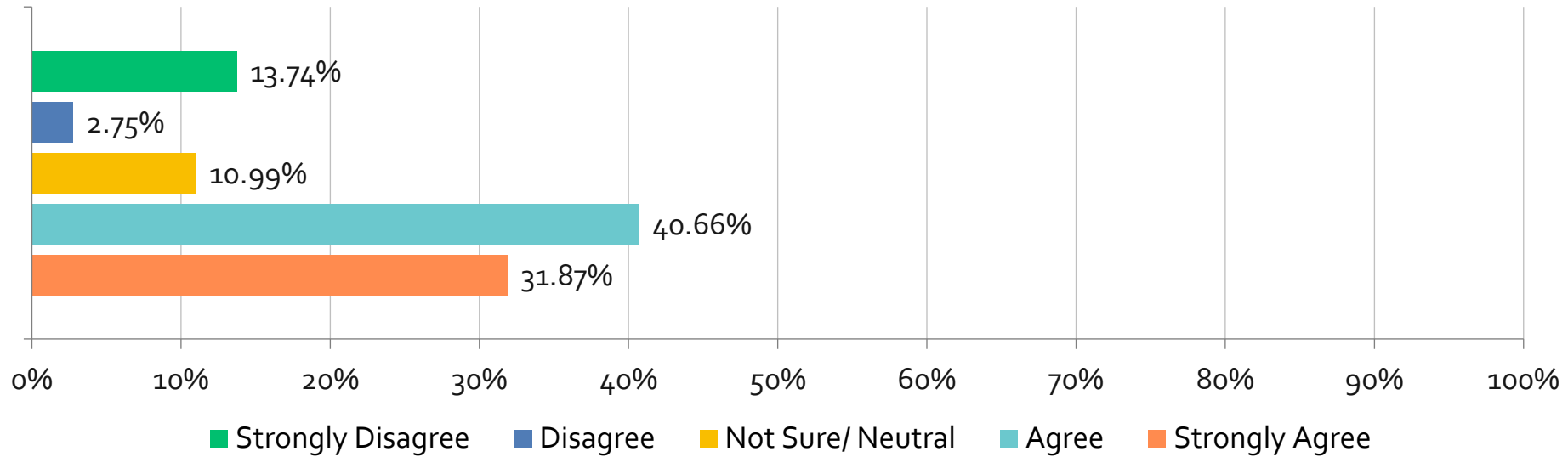
- Ventura City Limits
- Railroad
- 3 Story Multifamily
- Mixed Use 1
- Areas of Discussion
- Mixed Use 2

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

Survey Results

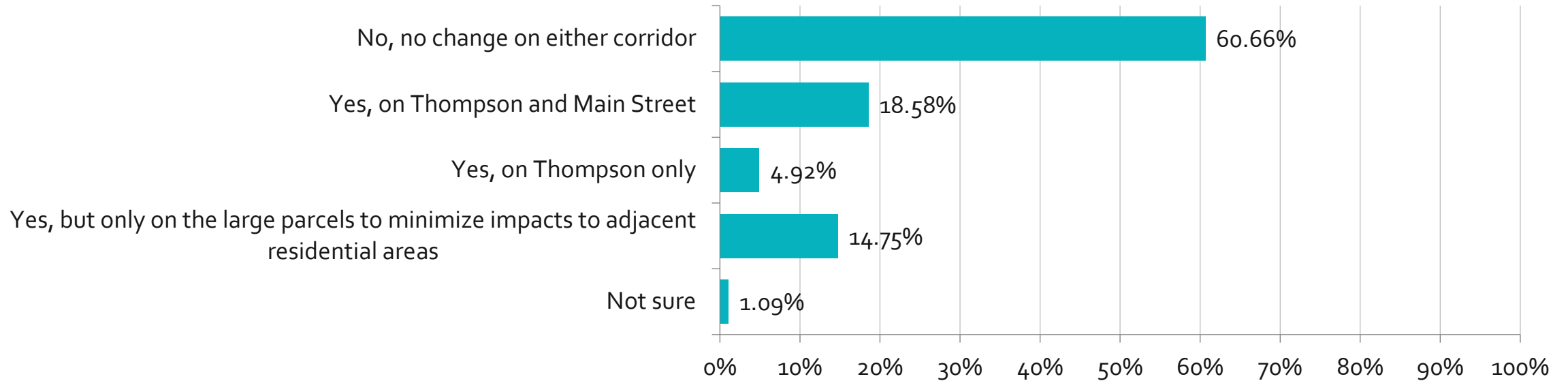
- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.

Q1: The vision for Main Street and Thompson in the General Plan and the Midtown Corridors Development Code is to support mixed use and pedestrian-oriented environments, to provide amenities for adjoining neighborhoods, and to ensure human-scaled design. Please indicate your level of agreement with this vision.



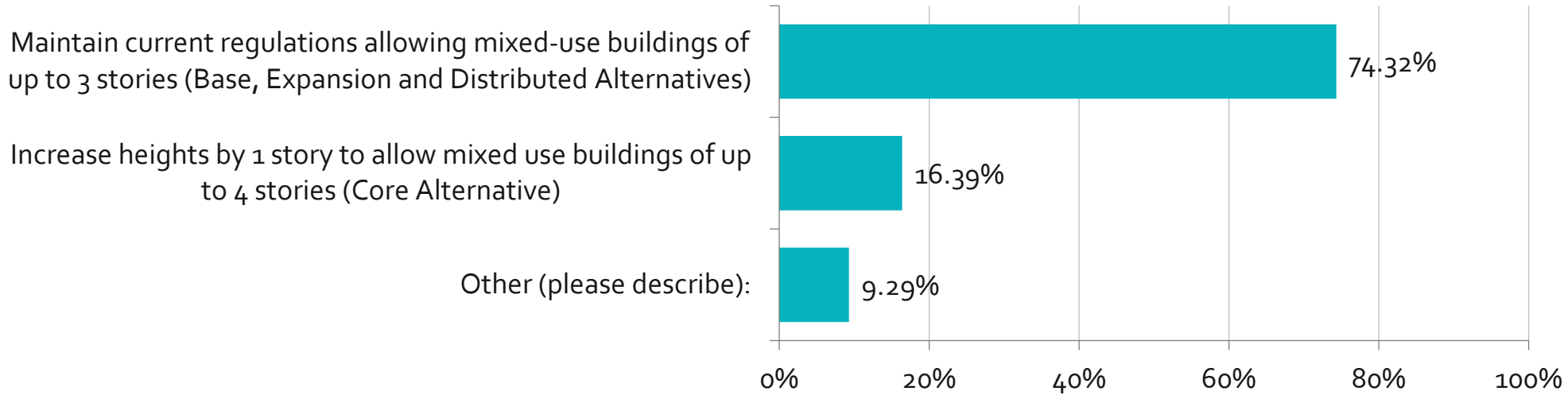
Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
13.74% (25)	2.75% (5)	10.99% (20)	40.66% (74)	31.87% (58)	182

Q2: Would you support increasing heights by 1 story along these corridors if it resulted in more transit use, revitalized underdeveloped properties, and more affordable housing?



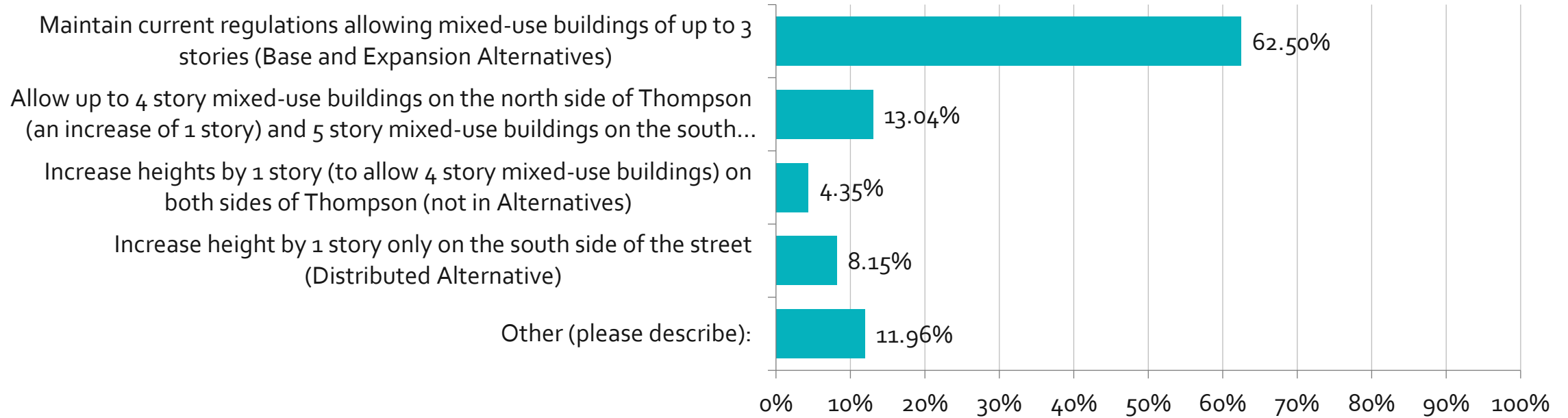
Answer Choices	Responses
No, no change on either corridor	60.66% (11)
Yes, on Thompson and Main Street	18.58% (34)
Yes, on Thompson only	4.92% (9)
Yes, but only on the large parcels to minimize impacts to adjacent residential areas	14.75% (27)
Not sure	1.09% (2)
TOTAL	183

Q3: Thinking about Main Street between Aliso Lane and Loma Vista Road, please tell us your thoughts on the scale of buildings.



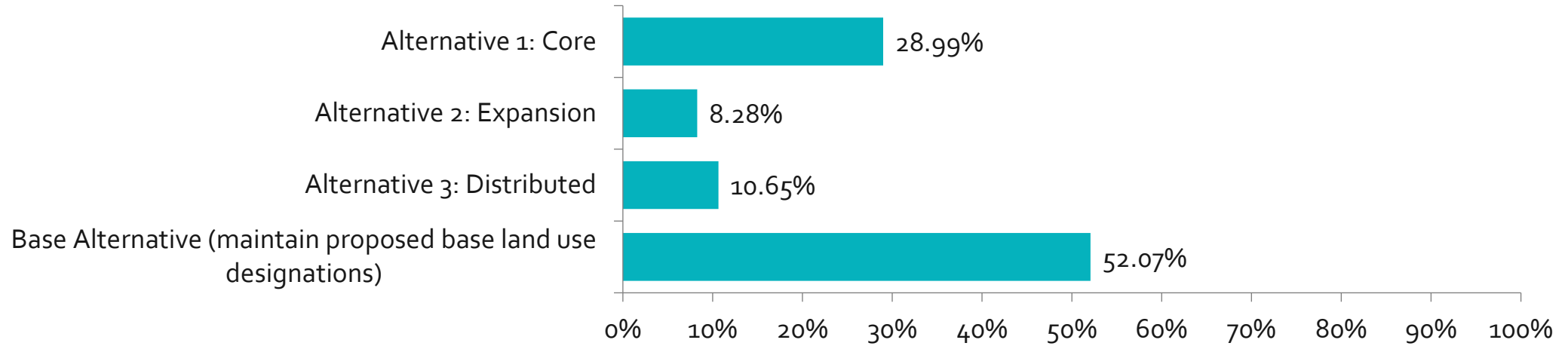
Answer Choices	Responses
Maintain current regulations allowing mixed-use buildings of up to 3 stories (Base, Expansion and Distributed Alternatives)	74.32% (136)
Increase heights by 1 story to allow mixed use buildings of up to 4 stories (Core Alternative)	16.39% (30)
Other (please describe):	9.29% (17)
TOTAL	183

Q4: Thompson Boulevard is identified as a major future transit corridor and currently has a mix of automobile-oriented uses. Thinking about Thompson Boulevard between Sanjon Road and Katherine Drive, please tell us your preference for the scale of buildings.



Answer Choices	Responses
Maintain current regulations allowing mixed-use buildings of up to 3 stories (Base and Expansion Alternatives)	62.50% (115)
Allow up to 4 story mixed-use buildings on the north side of Thompson (an increase of 1 story) and 5 story mixed-use buildings on the south side (an increase of 2 stories) (Core Alternative)	13.04% (24)
Increase heights by 1 story (to allow 4 story mixed-use buildings) on both sides of Thompson (not in Alternatives)	4.35% (8)
Increase height by 1 story only on the south side of the street (Distributed Alternative)	8.15% (15)
Other (please describe):	11.96% (22)
TOTAL	184

Q5: Based on what you have seen so far, which alternative best matches your vision for the future of the Midtown Corridors?



Answer Choices	Responses
Alternative 1: Core	28.99% (49)
Alternative 2: Expansion	8.28% (14)
Alternative 3: Distributed	10.65% (18)
Base Alternative (maintain proposed base land use designations)	52.07% (88)
TOTAL	169

Key Takeaways

- Support for current vision of mixed use, pedestrian-scaled and walkable corridors
- Maintain current zoning in the Midtown Corridors Development Code
- Need for better design standards - increased setbacks, landscaping and step-backs to adjacent residences
- Need for improved transit and bicycle/pedestrian facilities



Data Sources: City of Ventura (2005), County of Ventura (2005), ESRI (2008)