

Pierpont Background Information

February 21, 2023



Existing Policy Direction, Land Use, and Zoning

Guiding Regulatory/Policy Documents

- **General Plan:**
 - Offer residents and visitors more attractive and improved neighborhood and coastal oriented services
 - Maintain Pierpont as a neighborhood center
- No specific/community plans written for this area

Current Land Use



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

Current Zoning



Ventura City Limits	Railroad	R-1 Single Family	RPD Residential Planned Development	C-2 General Commercial	M-2 General Industrial
Sphere of Influence		R-1-B Single Family Beach	PO Professional Office	CTO Commercial Tourist Oriented	MPD Manufacturing Planned Development
Areas of Discussion		R-2-B Two Family Beach	C-1 Limited Commercial	CMXD Coastal Mixed Use	P Parks
		R-3 Multiple Family	C-1A Intermediate Commercial	M-1 Limited Industrial	T4 Zones

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

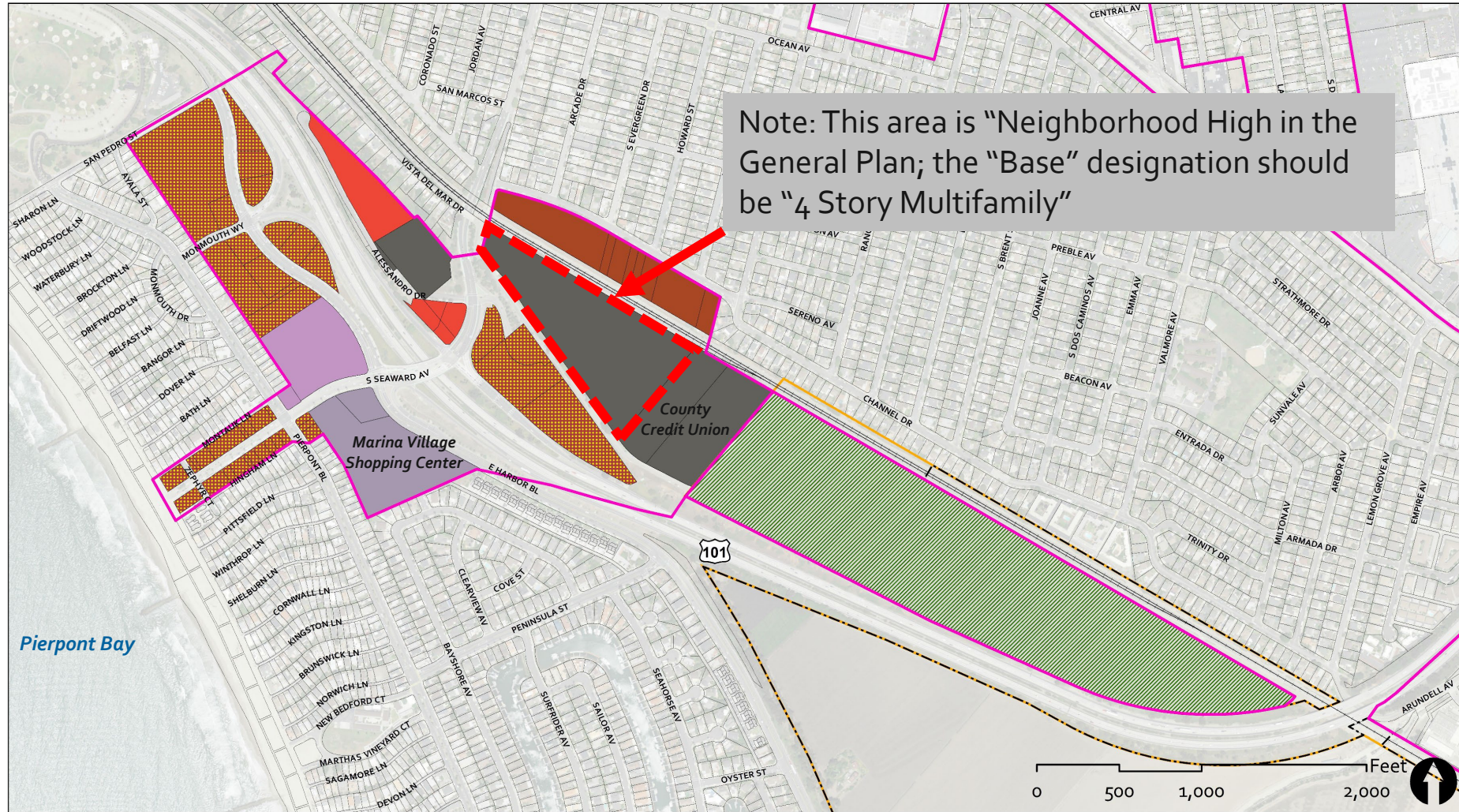
Relevant Zoning - Summary

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)
C-1	Limited Commercial	Certain commercial retail and residential	Zoning Code	45	3	Commerce	Mixed Use 1
C-1A	Intermediate Commercial	Certain commercial retail and residential	Zoning Code	75	6	Commerce	Mixed Use 4
CTO	Commercial Tourist-Oriented	Visitor-serving commercial retail	Zoning Code	30	N/A	Commerce	Commercial Tourist Oriented
CMXD	Coastal Mixed Use	Residential in conjunction with visitor-serving commercial and recreational uses	Zoning Code	35	N/A	Commerce	Coastal Mixed Use
M-1	Limited Industrial	Light industrial and general commercial retail	Zoning Code	45	3	Industry	Light Industrial/Flex
M-2	General Industrial	Heavy industrial and general commercial retail	Zoning Code	75	6	Industry	General/Heavy Industrial
MPD	Manufacturing Planned Development	Wide variety of industrial and manufacturing uses	Zoning Code	75	6	Industry	General/Heavy Industrial

Land Use Alternatives

Pierpont - "Base" Designations

- Designates the parcels north of the railroad tracks as Neighborhood Medium to match the 2005 General Plan.
- Designates the Marina Village Shopping Center as Mixed Use 1 (3 stories) which corresponds to C-1 zoning. This area remains Mixed Use 1 in all alternatives.



Pierpont - Core

- Redesignates the General/Heavy Industrial parcels to 3 and 4-Story Multifamily to encourage additional housing in the area.
- Maintains the current designation on the large SOAR agricultural parcel. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)
- Designates the County Credit Union as Mixed Use 2 (4 stories) to maintain current use but also allow residential.



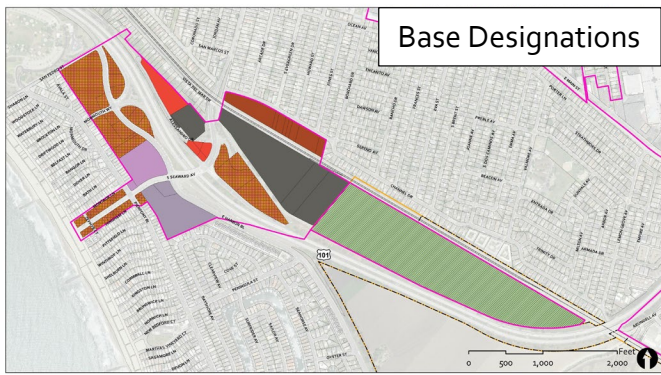
3 Story Multifamily
Change from General/Heavy Industrial



Mixed Use 2
Change from General/Heavy Industrial



4 Story Multifamily
Change from General/Heavy Industrial

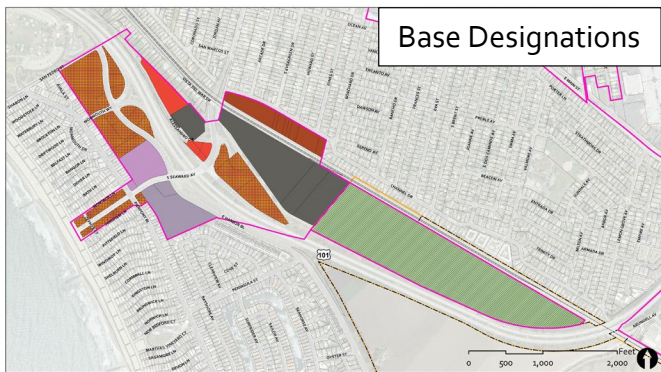


Ventura City Limits	Railroad	Neighborhood Medium	Mixed Use 2	SOAR Areas
Sphere of Influence		3 Story Multifamily	Coastal Mixed Use	
Areas of Discussion		4 Story Multifamily	Commercial	
		Mixed Use 1	Commercial Tourist Oriented	

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

Pierpont - Expansion

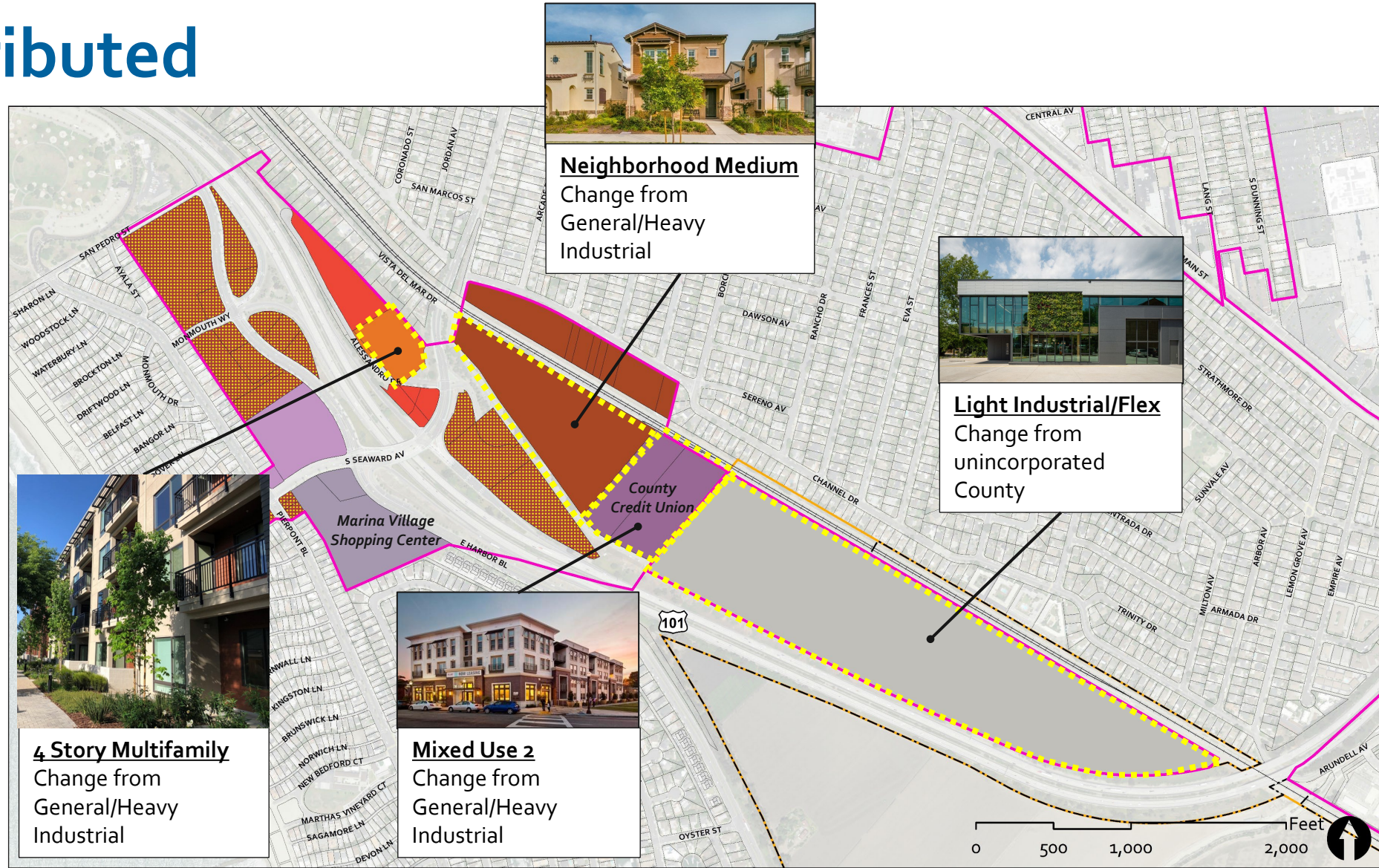
- Expands housing capacity in this area by redesignating General/Heavy Industrial parcels and the SOAR agricultural parcel to Neighborhood Medium. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)
- Redesignates the County Credit Union as Office/R&D to match the existing land use.



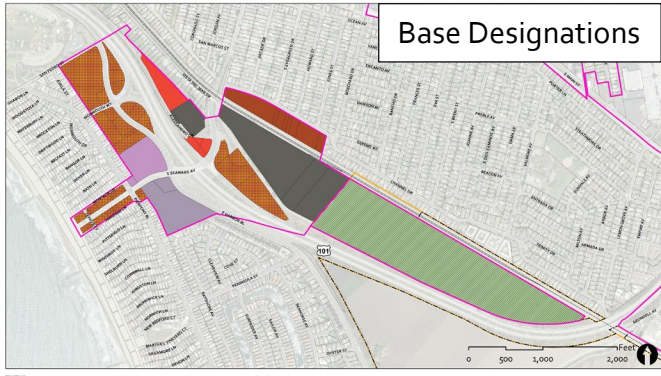
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Pierpont - Distributed

- Adds both jobs and housing to the area.
- Redesignates the SOAR agricultural parcel to Light Industrial/Flex. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)
- Redesignates some General/Heavy Industrial parcels to Neighborhood Medium, 4 Story Multifamily, and Mixed Use 2 to expand housing potential.



Base Designations



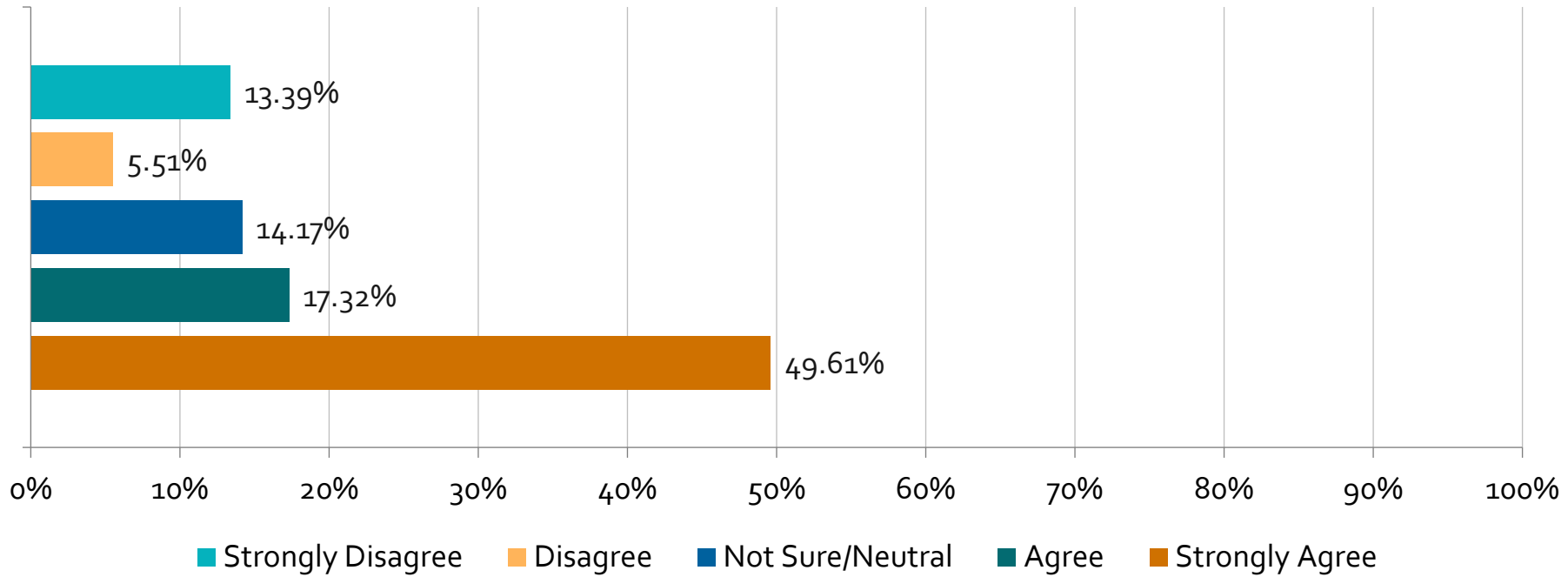
Ventura City Limits	Railroad	Neighborhood Medium	Coastal Mixed Use
Sphere of Influence		4 Story Multifamily	Commercial
Areas of Discussion		Mixed Use 1	Commercial Tourist Oriented
		Mixed Use 2	Light Industrial/Flex

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

Survey Results

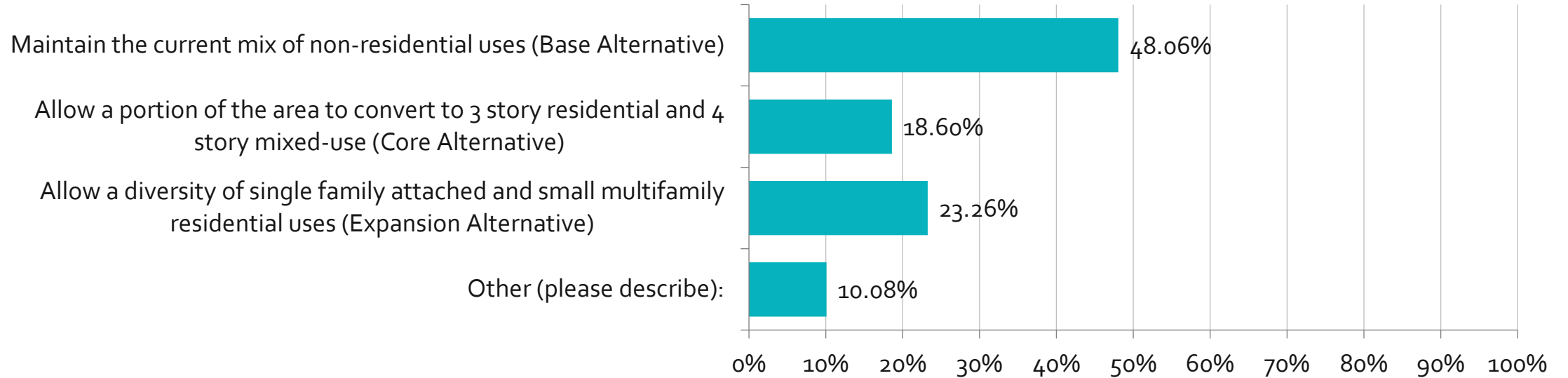
- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.

Q1: In the current General Plan, the vision for Pierpont is to create a vibrant neighborhood center with attractive, coastal-oriented services and to maintain Seaward as a 1-2 story commercial corridor. Please indicate your level of agreement with this vision.



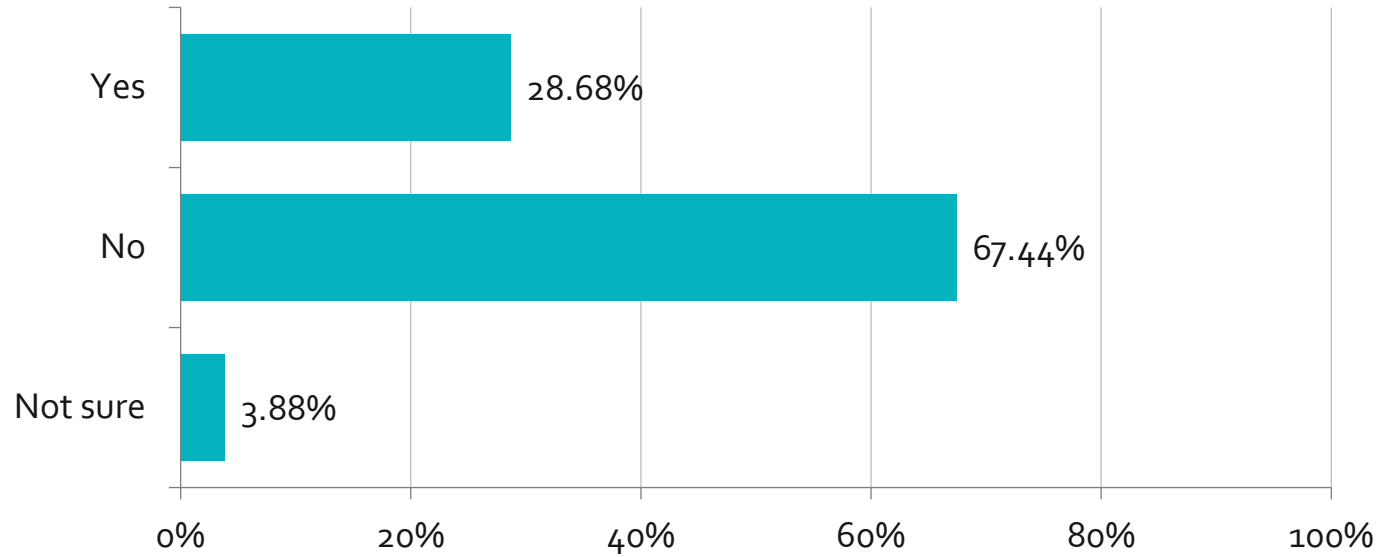
Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
13.39% (17)	5.51% (7)	14.17% (18)	17.32% (22)	49.61% (63)	127

Q2: The area between US 101 and the railroad tracks contains a mix of office, retail, and industrial uses. What is your vision for this area?



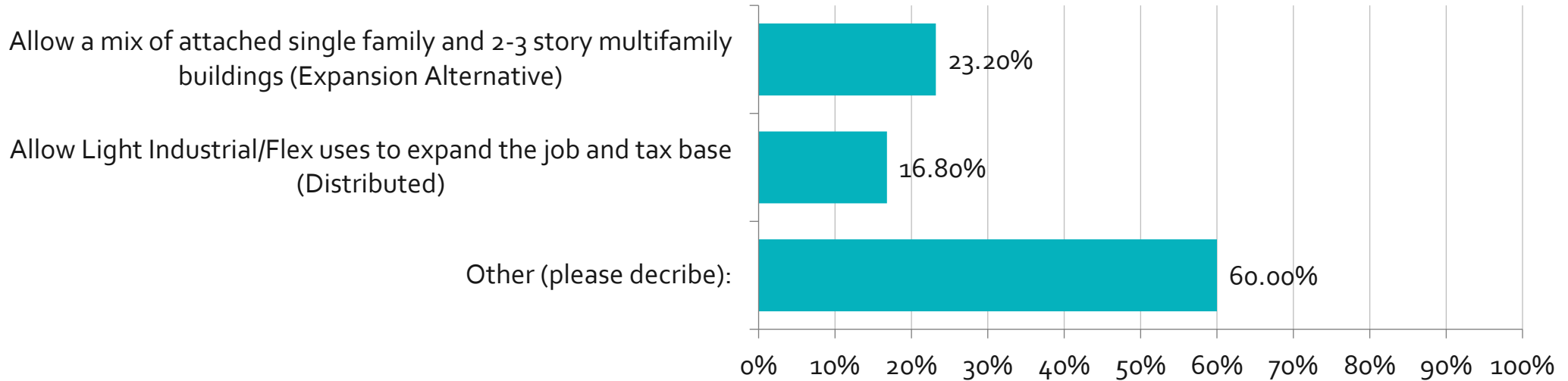
Answer Choices	Responses
Maintain the current mix of non-residential uses (Base Alternative)	48.06% (62)
Allow a portion of the area to convert to 3 story residential and 4 story mixed-use (Core Alternative)	18.60% (24)
Allow a diversity of single family attached and small multifamily residential uses (Expansion Alternative)	23.26% (30)
Other (please describe):	10.08% (13)
TOTAL	129

Q3: Pierpont is adjacent to a SOAR area within the City's Sphere of Influence. Do you think that this area should be annexed into the City for new development?



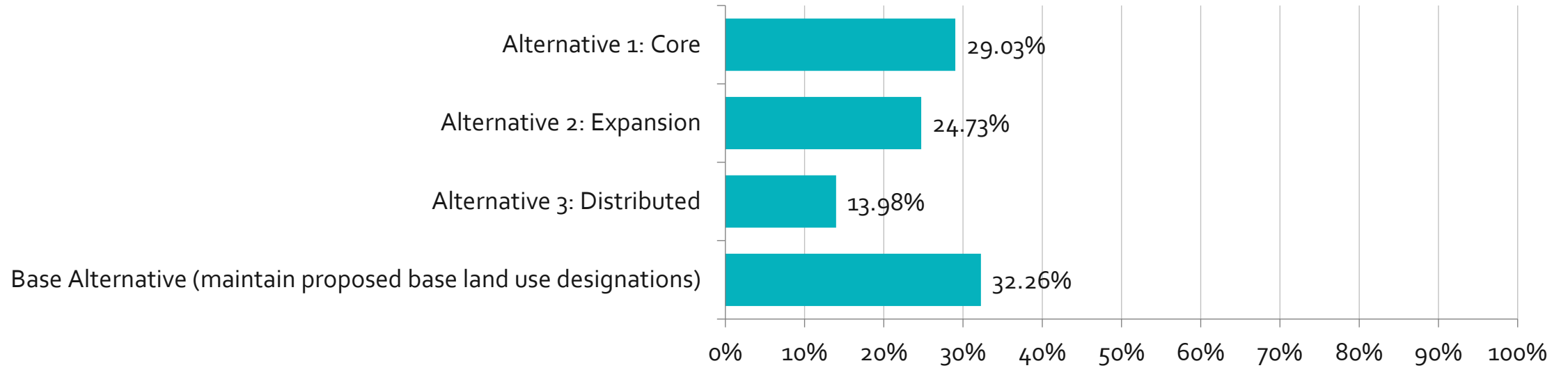
Answer Choices	Responses
Yes	28.68% (37)
No	67.44% (87)
Not sure	3.88% (5)
TOTAL	129

Q4: If development were to be allowed on this property, what are the primary uses you would support?



Answer Choices	Responses
Allow a mix of attached single family and 2-3 story multifamily buildings (Expansion Alternative)	23.20% (29)
Allow Light Industrial/Flex uses to expand the job and tax base (Distributed)	16.80% (21)
Other (please describe):	60.0% (75)
TOTAL	125

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



Answer Choices	Responses
Alternative 1: Core	29.03% (27)
Alternative 2: Expansion	24.73% (23)
Alternative 3: Distributed	13.98% (13)
Base Alternative (maintain proposed base land use designations)	32.26% (30)
TOTAL	93

Key Takeaways

- Strong support for a vision that maintains Pierpont as a vibrant neighborhood center with attractive, coastal-oriented services
- Split opinions on whether to maintain existing non-residential or to allow at least some residential development (Q2)
- Strong preference to maintain SOAR land (Q3)
- Concerns about sea level rise, evacuation, and traffic safety

