

General Plan Advisory Committee

Meeting #19: Preferred Land Use Discussion

February 21, 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
- Stephanie Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Dana Worsnop

Meeting Agenda

- Review GPAC Direction from January
- Background information
- Discuss and recommend land use direction for the following Areas of Discussion:
 - Victoria
 - Pierpont
 - Eastside
 - College (*if time allows*)
- Public comment



GPAC Land Use Designation Map Process

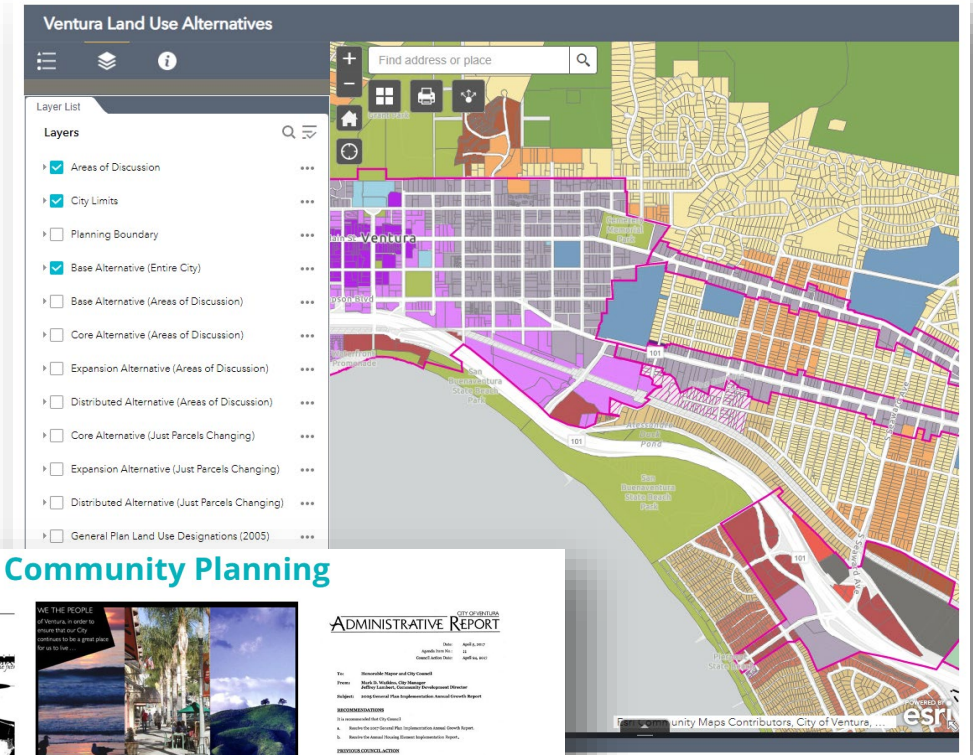
- 5 meetings to develop recommended land use designation map
- Work in large group; no small groups
- Discuss each Area of Discussion; “vote” by show of hands for preferred direction
- Meetings held in Community Room in City Hall from 6 pm – 9 pm
 - Tuesday, February 21st
 - Monday, March 6th
 - Tuesday, March 7th
 - Tuesday, March 21st
 - Tuesday, April 18th
- Engagement
 - Public comment at every meeting
 - Broad engagement to underrepresented groups (Mar/Apr)
 - Additional engagement after GPAC-developed direction (Apr/May)

Order of Areas of Discussion

1. Victoria
2. Pierpont
3. Eastside
4. College
5. Johnson
6. Five points/Pacific View Mall
7. Midtown
8. Westside
9. Downtown
10. Arundell/North Bank
11. SOAR
12. Citywide review

Resources

- Land Use Alternatives Survey Raw Results
- PPTs with Background Information for Area of Discussion (policy direction, GP, zoning, alternatives, survey results)
- Summary of Community Feedback for Areas of Discussion
- Interactive maps on project website
- Existing zoning table
- Existing land use designation table
- Draft land use designations



Community Planning





Background

What is the “Vision”?

- Describes what the future of the City will look like
- Developed through extensive community engagement and multiple meetings with the GPAC.
- Endorsed by the City Council on March 28, 2022.
- Serves as the basis for the land use alternatives and topic-specific goals and policies.
- Includes three components:
 - **Vision Statement:** describes where the City aspires to be in 2050
 - **Core Values:** define Ventura’s culture and priorities
 - **Strategies:** provide specific benchmarks or actions for achieving the vision/core values



*"The residents of Ventura will implement a shared vision to achieve a sustainable, equitable, and resilient future. We will work together to protect the characteristics we cherish the most: **the California beach town character; the welcoming, close-knit community feel; views of and access to the ocean and hills; our rich history; the diversity of cultures, races, and ethnicities.**"*

Implement the Vision – Land Use Strategies

- Enhance neighborhoods with infill
- Strengthen the Downtown
- Transform commercial corridors
- Expand the number and diversity of housing units
- Develop around transit
- Add retail, services and housing to East Ventura
- Expand employment uses
- Protect public open spaces
- Reduce GHG emissions
- Reduce air pollution
- Avoid wildfire and SLR areas
- Increase walking, biking and transit

Housing Laws

- General Plan must follow all State laws
- No net loss of residential capacity. This prohibits rezoning from residential to commercial and reducing intensity of residential without concurrent increases elsewhere (SB 330)
- No growth moratorium, voter approval of general plan changes and other restrictions on housing (SB 330)
- If the density under the zoning ordinance is inconsistent with the density under the general plan or specific plan, the greater shall prevail (AB 2334)
- Must follow State density bonus law without reduction in density or height.

GPAC Discussion

1. Victoria
2. Pierpont
3. Eastside
4. College *(if time allows)*

Process For Each Area

1. Focus on one Area of Discussion at a time
2. Review/brainstorm overall vision and intent for each Area of Discussion
3. Summarize direction from survey and other engagement
4. Discuss each geographic sub-area within the Area of Discussion
5. “Show of hands” votes on each sub-area

At end of this meeting, we will review process and make changes as necessary

Victoria

Guiding Regulatory/Policy Documents

- **General Plan:**
 - Transition away from single-use shopping centers and retail parcels
 - Invest in pedestrian/streetscape improvements
- **Victoria Corridor Development Code:**
 - Establish Victoria Avenue as a premier business corridor and retain its character as an established employment center
 - Promote urban design consisting of connected streets, small blocks, and public open spaces
 - Create new activity nodes with larger stores successfully integrated along the corridor
 - Redesign the corridor from a wide artery with auto-oriented strip development to a walkable regional thoroughfare with a mix of building types, uses, public and private frontages, and mobility options.

Victoria (Base)

Area addressed in survey
 Area not addressed in survey

2. Grove Specific Plan

- Mixed feedback on:
- Maintaining the Grove SP (Neighborhood Medium)
 - Allowing more housing:
 - 3 Story Multifamily
 - 4 Story Multifamily

3. Gateway Shopping Center

- Mixed feedback on:
- Maintaining Commercial designation
 - Allowing some residential by changing to:
 - Neighborhood Center
 - Mixed Use 3 (5 stories)

4. Area Northeast of US-101

Expand employment uses (Light Industrial/Flex or Office/R&D) b/c of freeway visibility

1. Government Center

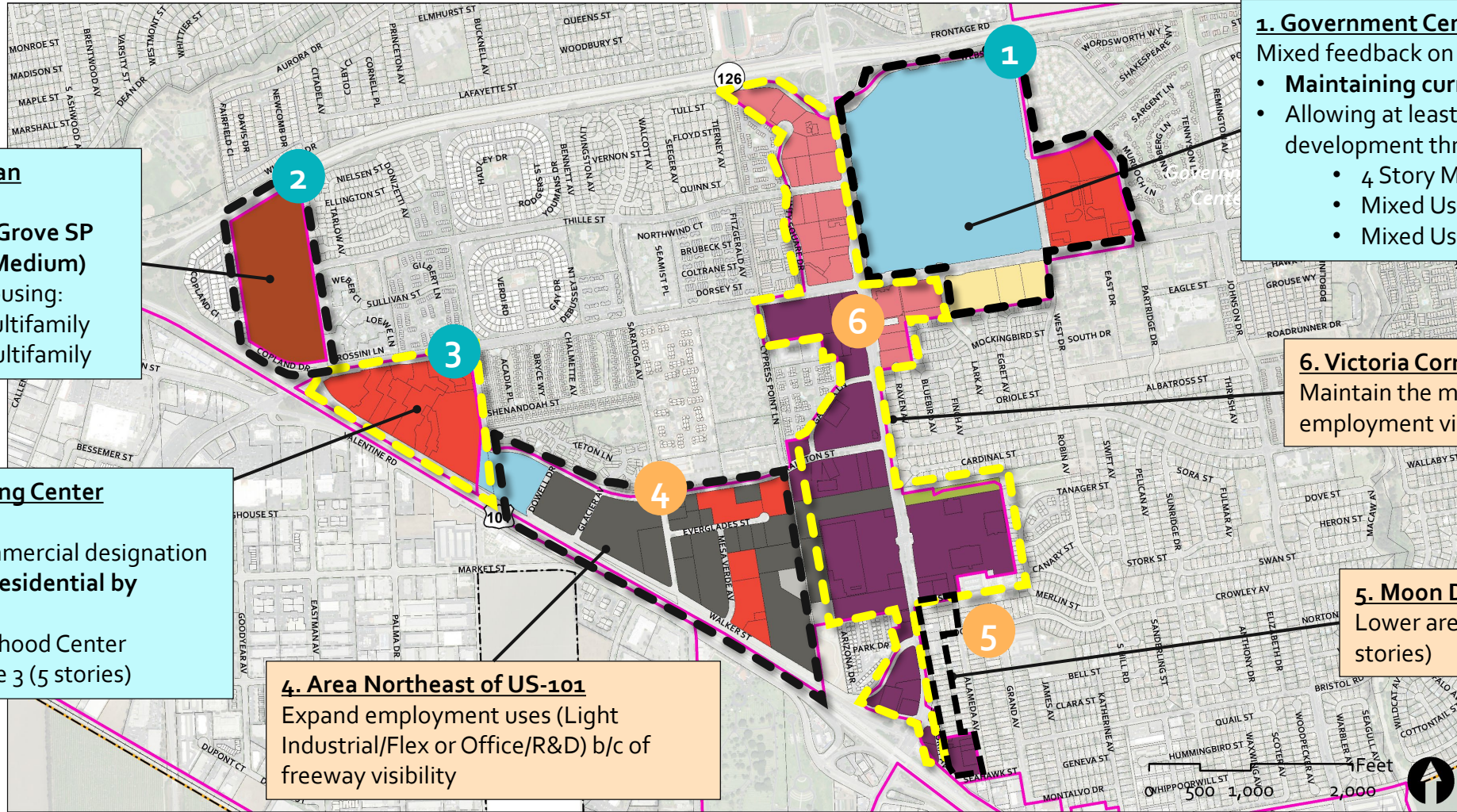
- Mixed feedback on
- Maintaining current uses
 - Allowing at least some residential development through:
 - 4 Story Multifamily
 - Mixed Use 2 (4 Stories)
 - Mixed Use 3 (5 Stories)

6. Victoria Corridor

Maintain the mixed-use and employment vision from the SP

5. Moon Drive Overlay Area

Lower area to Mixed Use 1 (3 stories)



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)

Pierpont

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

Pierpont (Base)

Area addressed in survey
 Area not addressed in survey

Note: Since there is a fire station proposed for this area, the "Base" designation should be "Public"

Note: This area is "Neighborhood High in the General Plan; the "Base" designation should be "4 Story Multifamily"

5. Area north of railroad
 Maintain current land use; townhome project (Haley Point) currently under construction

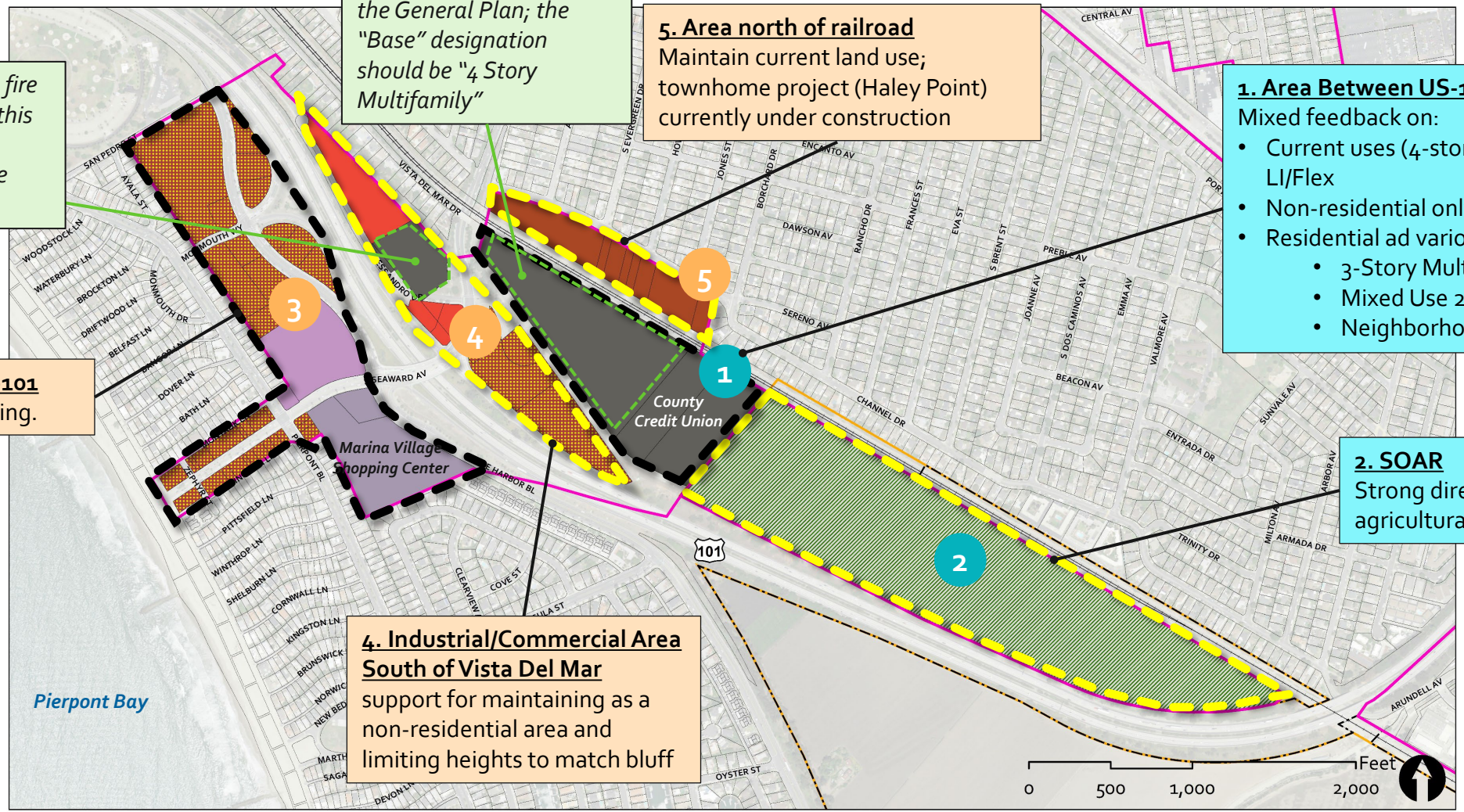
1. Area Between US-101/Railroad
 Mixed feedback on:

- Current uses (4-story multifamily and LI/Flex
- Non-residential only
- Residential at various densities
 - 3-Story Multifamily
 - Mixed Use 2 (4 Stories)
 - Neighborhood Medium

3. Area South of US-101
 Maintain current zoning.

2. SOAR
 Strong direction to maintain agricultural uses

4. Industrial/Commercial Area South of Vista Del Mar
 support for maintaining as a non-residential area and limiting heights to match bluff



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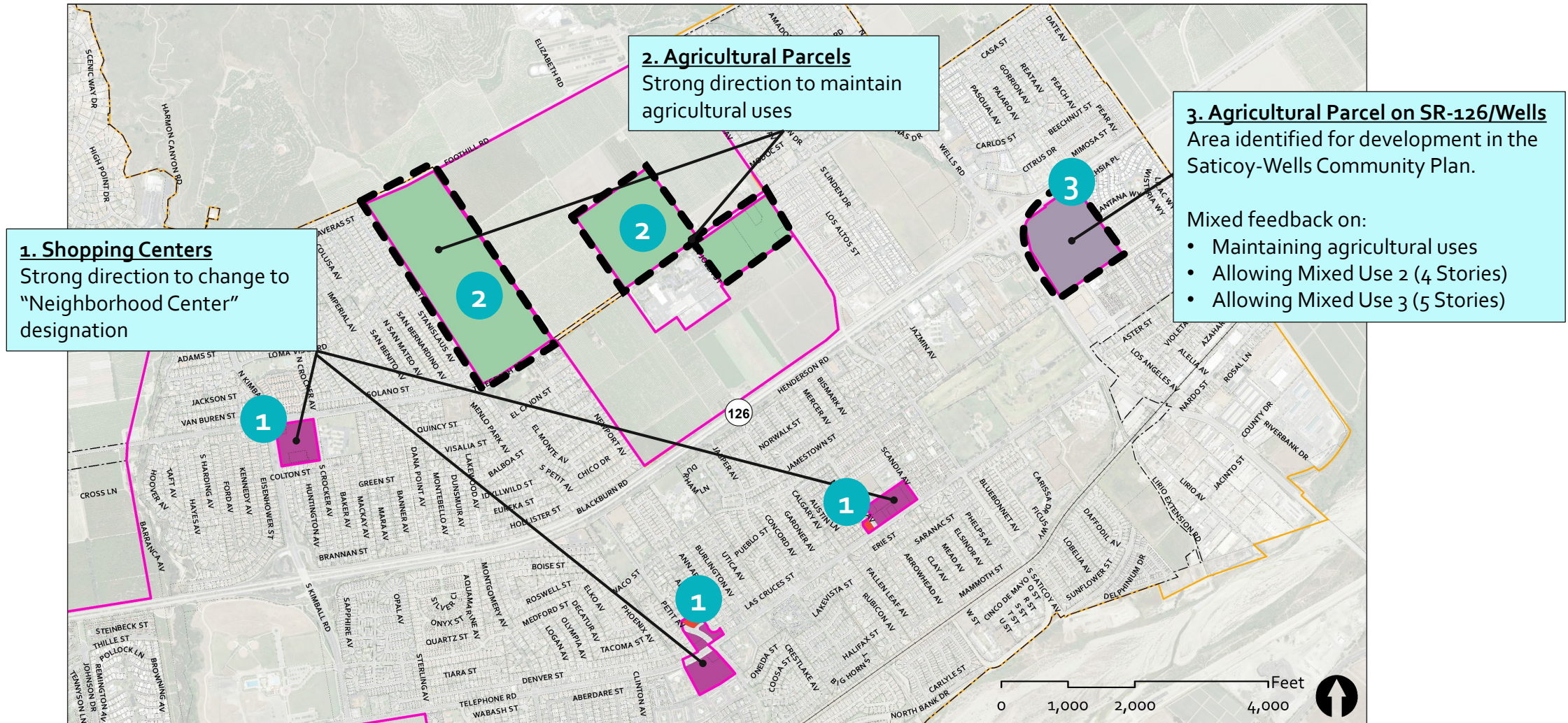
Eastside

Guiding Regulatory/Policy Documents

- **General Plan:**
 - Encourage intensification/diversification of uses, concentration of development, and housing alongside commercial uses
 - Focus a mix of activities in neighborhood centers that emphasize walking, biking, and public gathering
- No specific/community plans written for these areas

Eastside (Core)

Area addressed in survey
 Area not addressed in survey



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Closing and Next Steps

- Suggestions for discussion/process?
- Additional materials?
- Areas of Discussion for next two meetings (*tentative*)

Mon, March 6:

1. College (*if needed*)
2. Johnson
3. Five Points/Pacific View Mall
4. Midtown (*if possible*)

Tues, March 7:

1. Midtown (*if needed*)
2. Westside
3. Downtown