

General Plan Advisory Committee

Meeting #18: Alternatives Survey Results

January 17, 2023



GPAC Meeting Protocols

To ensure a safe environment for respectful dialogue, the following protocols will be enforced:

- GPAC members and the public shall show respect for others in the room.
- GPAC members and the public shall not interrupt or otherwise disrupt the meeting, including shouting, applauding or booing.
- Public comment is provided at the end of the meeting. Time limits will be placed on public comment depending on the number of public speakers.
- Those that do not follow these protocols will be asked to leave the meeting.



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

- Confirm GPAC Direction from November
- Review and Discuss Land Use Alternatives
- Confirm GPAC Sub-Groups
- Meeting in Sub-Group
- Public comment



Process for Survey Review + Developing Preferred Land Use Direction

Summary of direction from November 2022 GPAC meeting

Jan (Today)

- Review/discuss survey conclusions
- Finalize outcomes, timing, process for GPAC Sub-Group work
- Form Sub-Groups
- Develop engagement approach



Feb-Mar

- GPAC Sub-Groups conduct additional engagement and start developing land use recommendations for each assigned geography



Mar

- Interim check-in at GPAC Meeting
- Discuss and refine land use recommendations



Apr

- Finalize and share results of engagement
- Develop and finalize land use recommendations



May-July

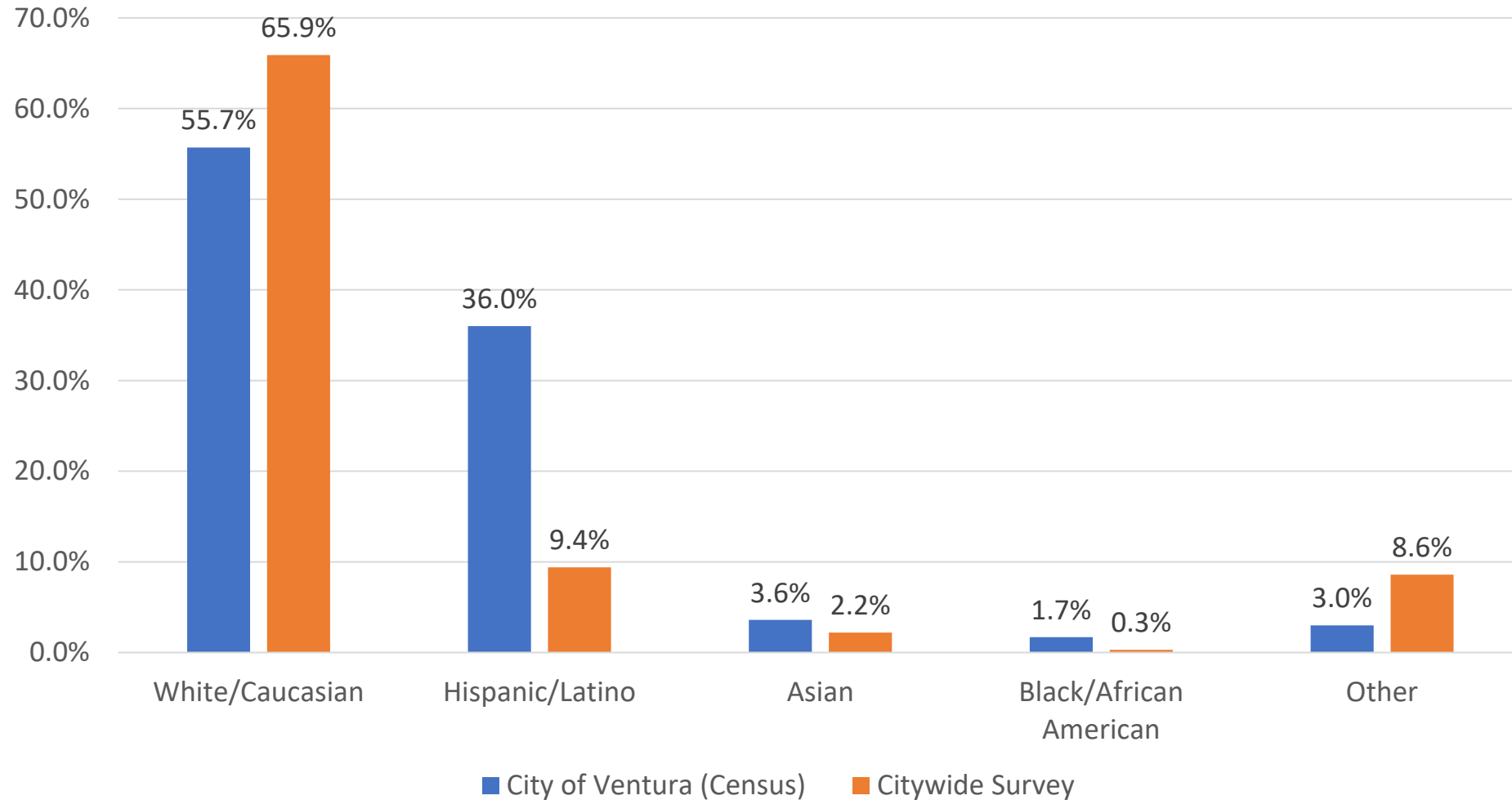
- Present to PC/CC

Survey Results – GP Team Insights

Land Use Alternatives Surveys

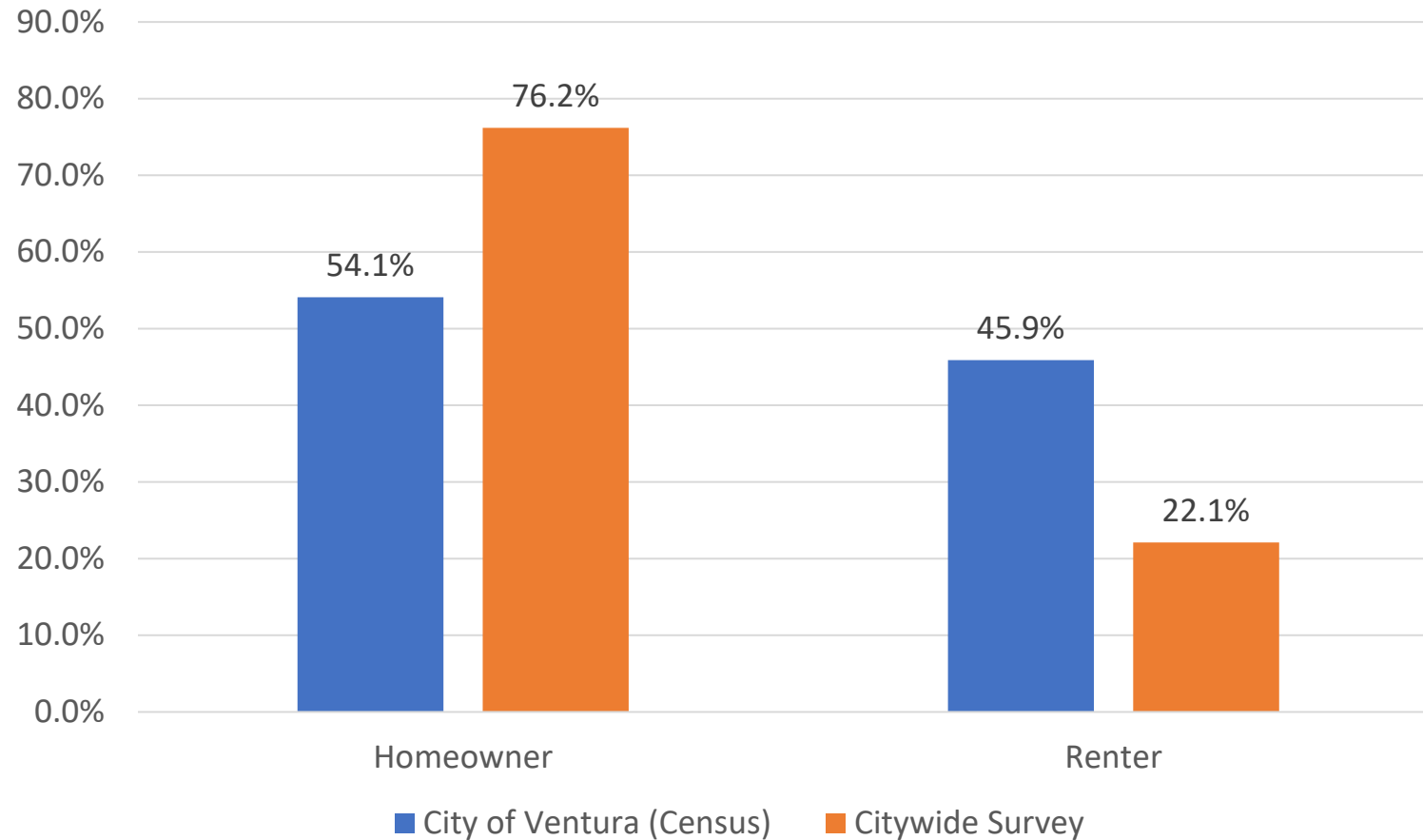
- 11 total surveys, including Citywide
- Each survey included:
 - Demographic questions
 - Questions about land uses in specific geographic areas
 - Preferred alternative question – Existing regulations plus 3 others
- Almost 70 questions about land use direction
- 40 questions allowed for additional comments or “other” ideas
- Almost 3,000 individual comments provided

Race/Ethnicity (Citywide Survey)

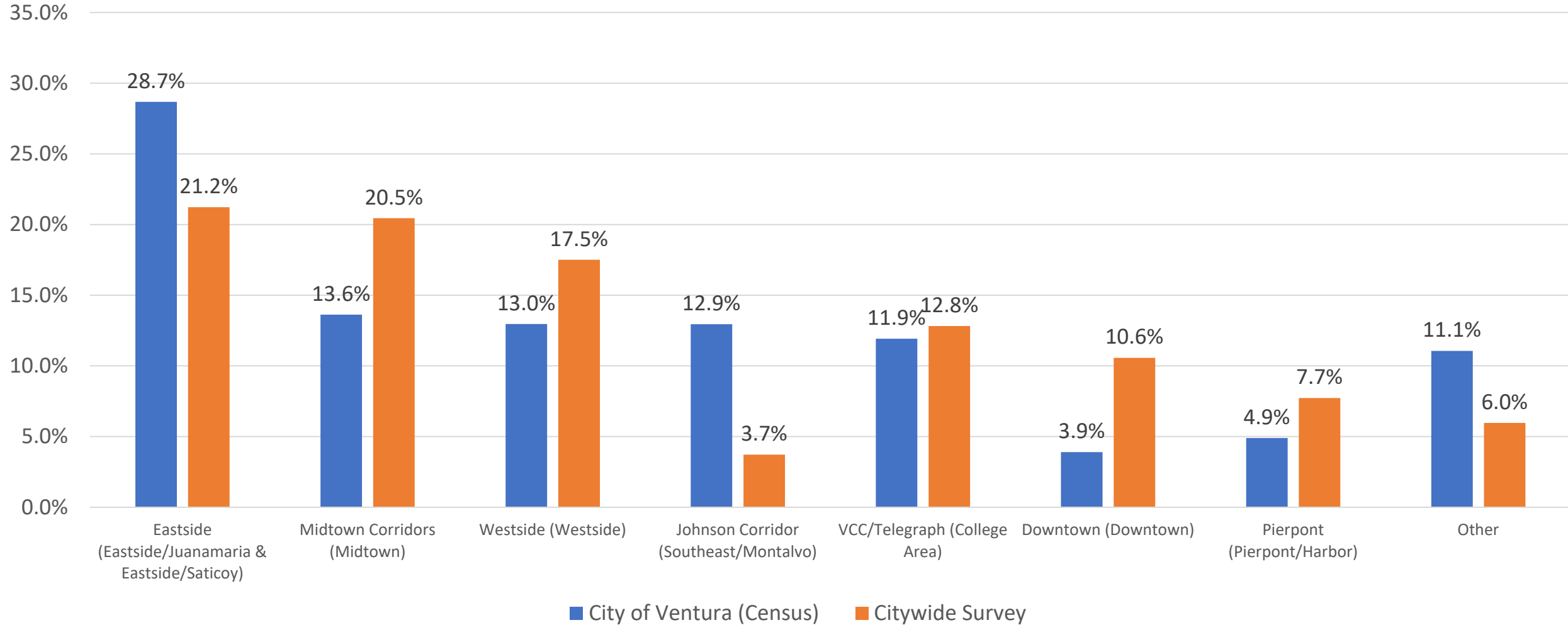


Note: percentages for the survey demographics do not add up to 100%, because there were respondents who declined to answer this question; 'other' includes those who identify as Native American or Alaska Native, Hawaiian or Pacific Islander, two or more races, or some other race/ethnicity not listed.

Housing Tenure (Citywide Survey)

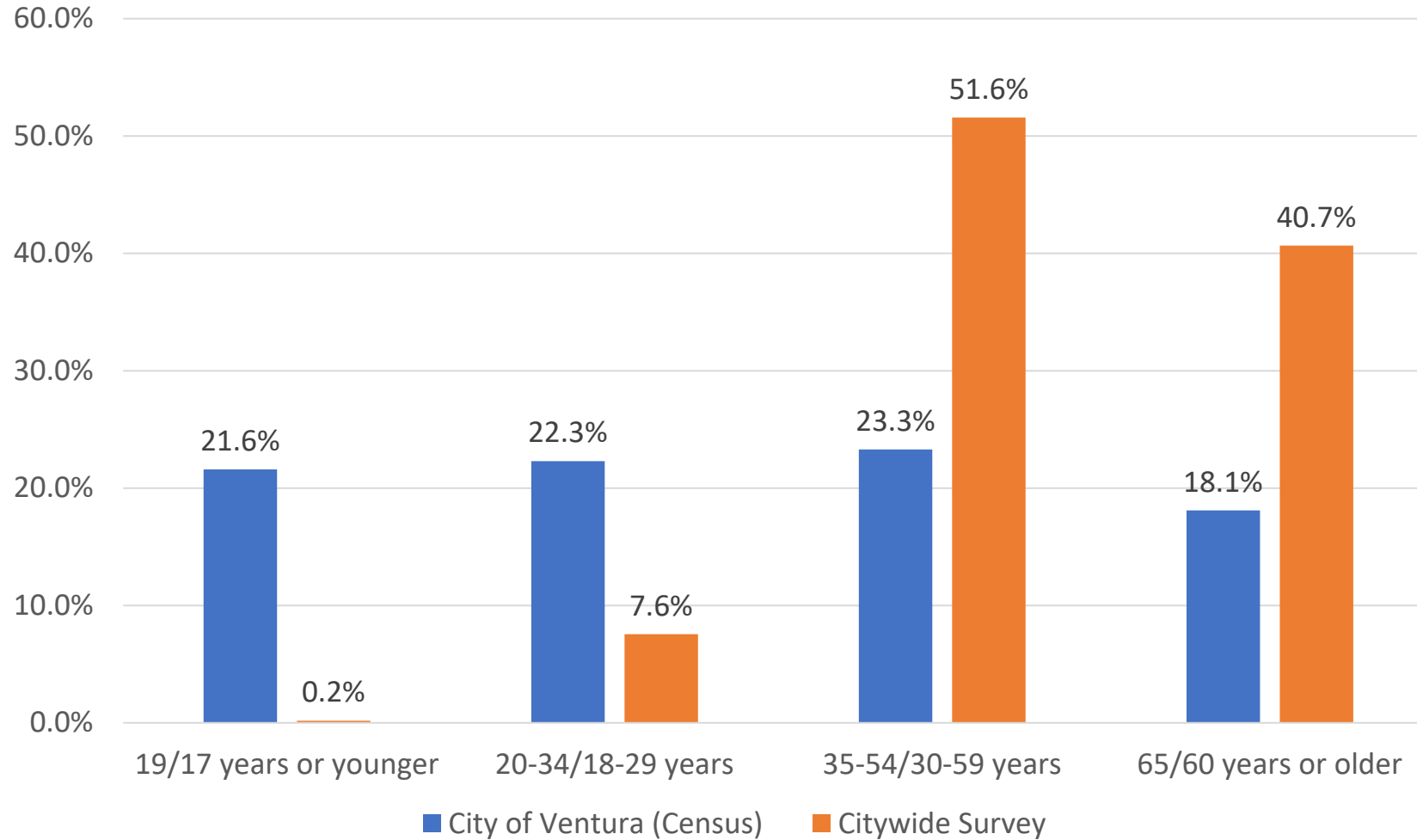


Residency by Neighborhood (Citywide Survey)



*Area of Discussion (Associated Subarea)

Age (Citywide Survey)



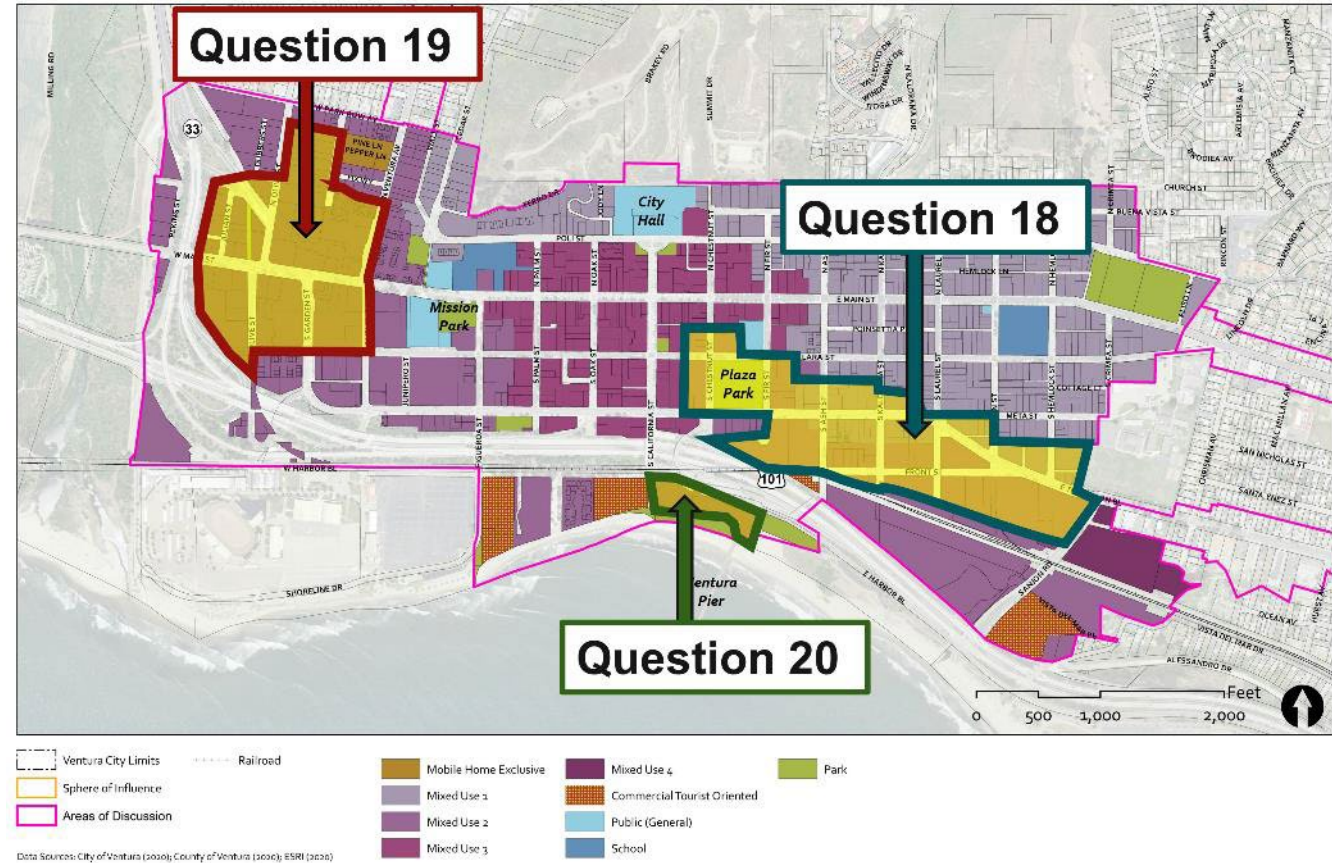
**Note: the survey uses a different classification of age ranges than the Census Bureau, so age ranges are not exactly aligned*

Common Themes/Observations

1. Some frustration with the survey and the alternatives.
2. Respondents clearly understood specific land use questions but had a harder time with selecting the preferred alternative
3. Many participants who took the survey had not been involved in the process.
4. Desire for Ventura to stay unique, special and livable but conflicting ideas on how to achieve this.
5. Desire that new housing be affordable and for residents and not market rate and for “outsiders.”
6. Written comments
 1. Expressed concerns about the impacts of development
 2. Generally negative or wanted no/minimal change
 3. Lots of ideas about adding density/height throughout the City
7. Results mirrored all previous engagement but provided some more clarity.
8. Challenge: Many are willing to accept new development so long as its affordable, low scale, pays for itself and causes minimal impacts.

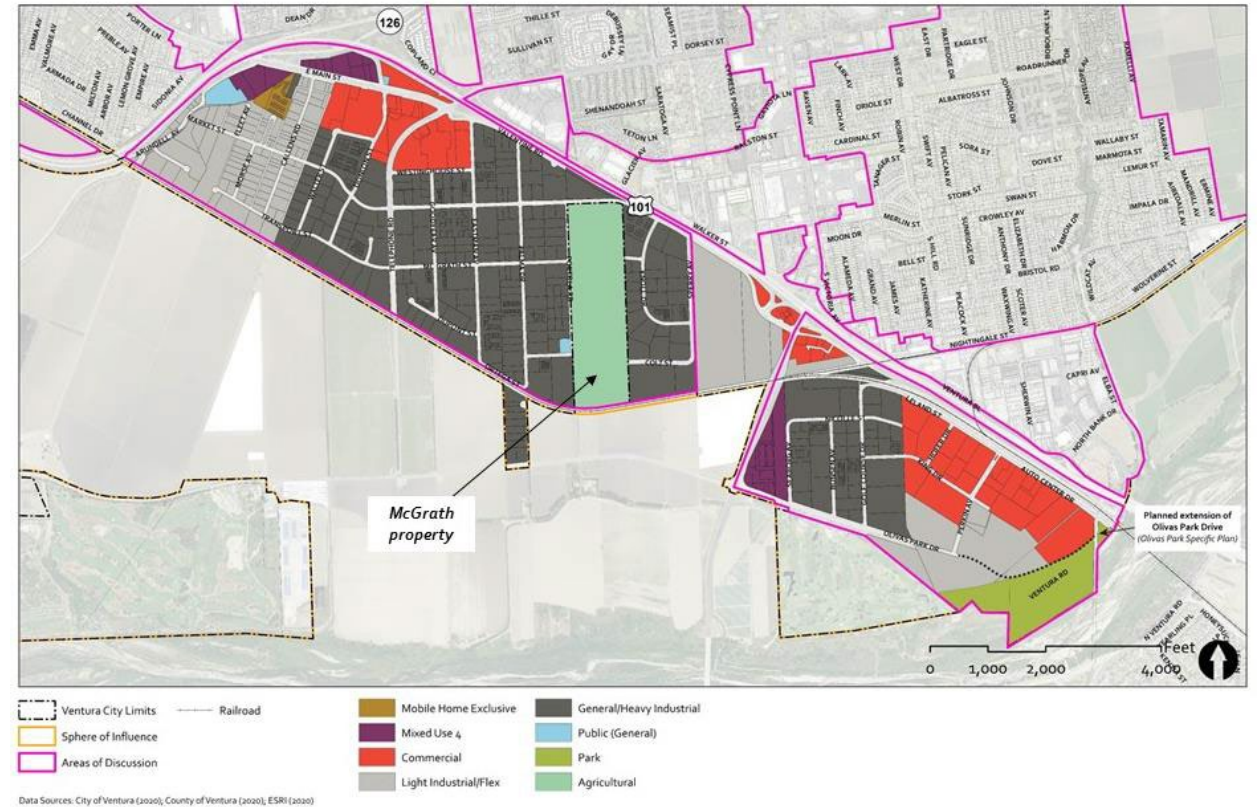
Downtown

- Implement the vision as “heart” of the city
- Maintain current zoning except for potentially 2 areas:
 - Western side of Downtown (Q19)
 - Beachfront (Q20)
- Concerns about over-development, lack of affordable housing, impacts to views and the historic character, and traffic congestion.
- “Conflicting” feedback on preferred alternative question.



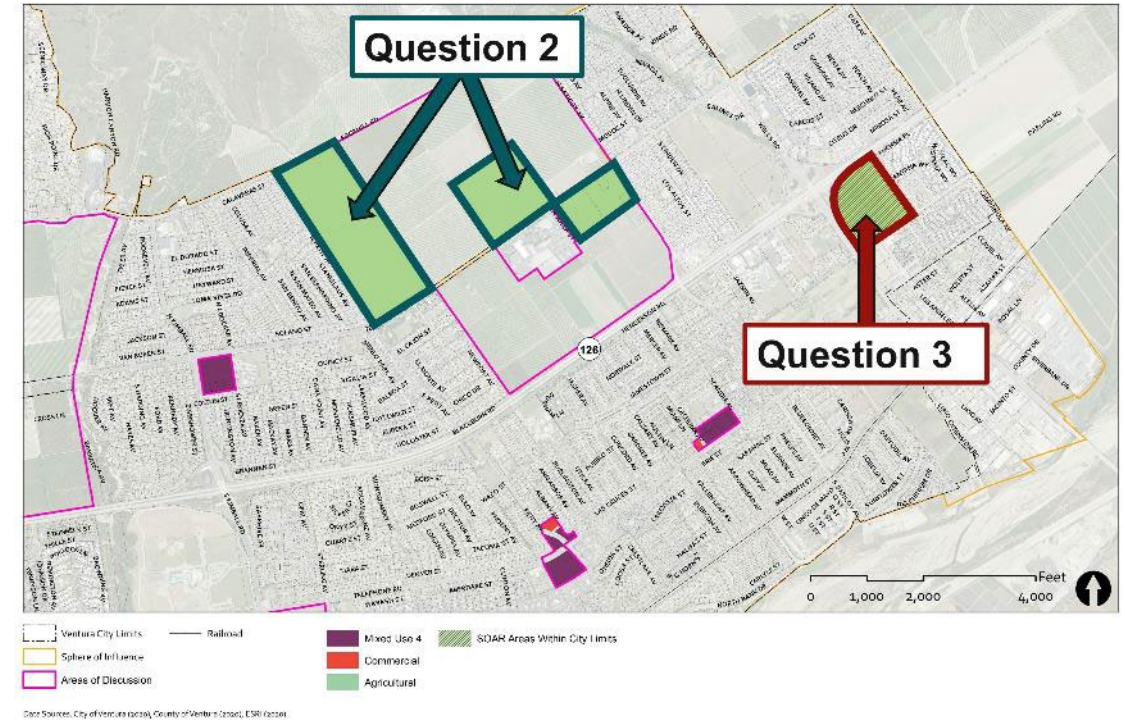
Arundell/North Bank

- Maintain a retail and employment focus
- Maintain agricultural uses on the McGrath property
- Mixed feedback on the amount of Office/R&D and at what scale
- Community opinion split on whether housing should be allowed



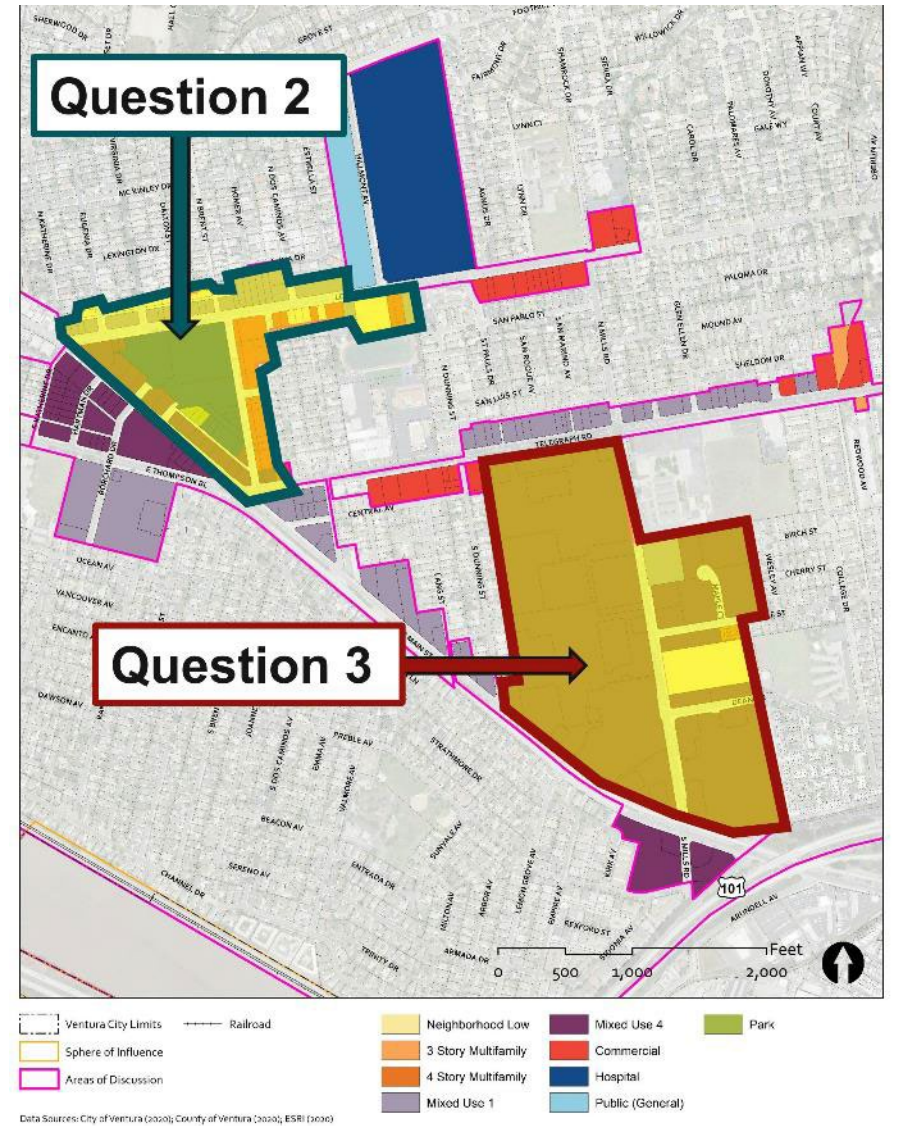
Eastside

- Preserve agricultural parcels (Q2) but concern about pesticide use
- Change retail to “Neighborhood Center” designation.
- Mixed feedback on the 30-acre agricultural parcel on SR-126/Wells (Q3)
- Mixed feedback on whether development should be limited or targeted to Eastside.



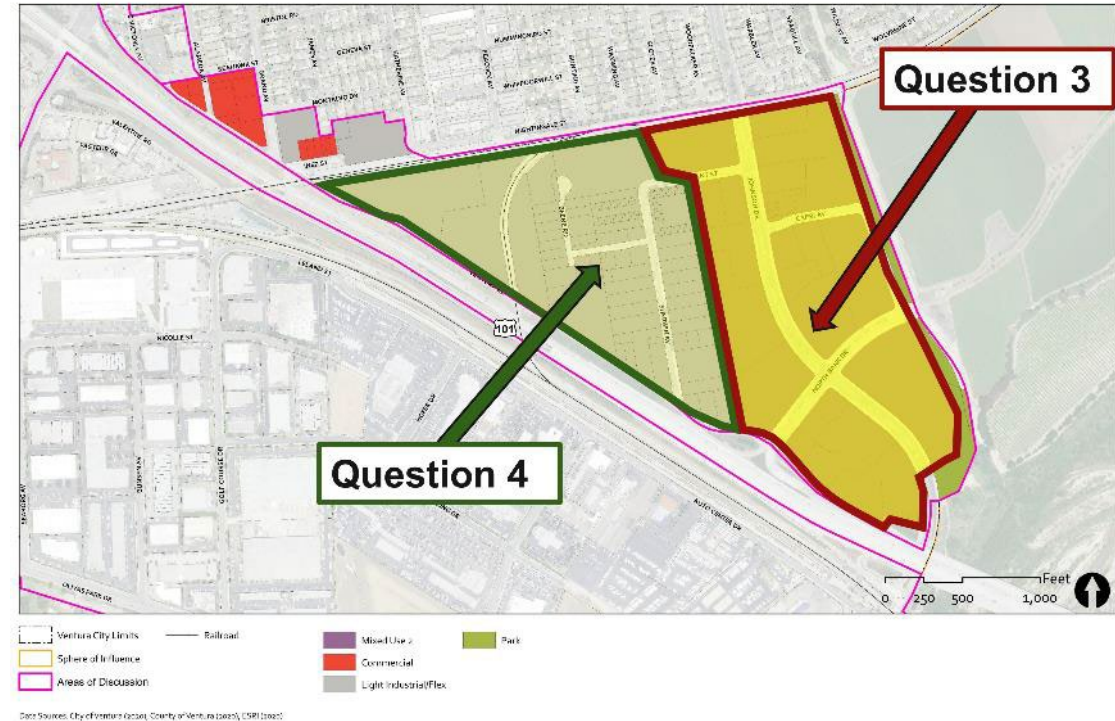
Five Points/Pacific View Mall

- Strong support for creating a “health care district” around Ventura’s two hospitals (Q2)
- Strong support for redeveloping the mall as a mixed-use center (Q3); create a Specific Plan
- Support for increased development potential in this area
- Additional work needed to determine the specific land use mix and intensity for E. Main Street, Loma Vista and Telegraph



Johnson Corridor

- Strong support for a vision that includes a diverse mix of residential, commercial and industrial land uses, makes the area a gateway to Ventura, and leverages the Metrolink station
- Strong support for adding residential development in this area
- No clear direction on a preferred land use mix and the building scale/ intensity throughout the area
- Create a Specific Plan for Johnson



Midtown Corridors

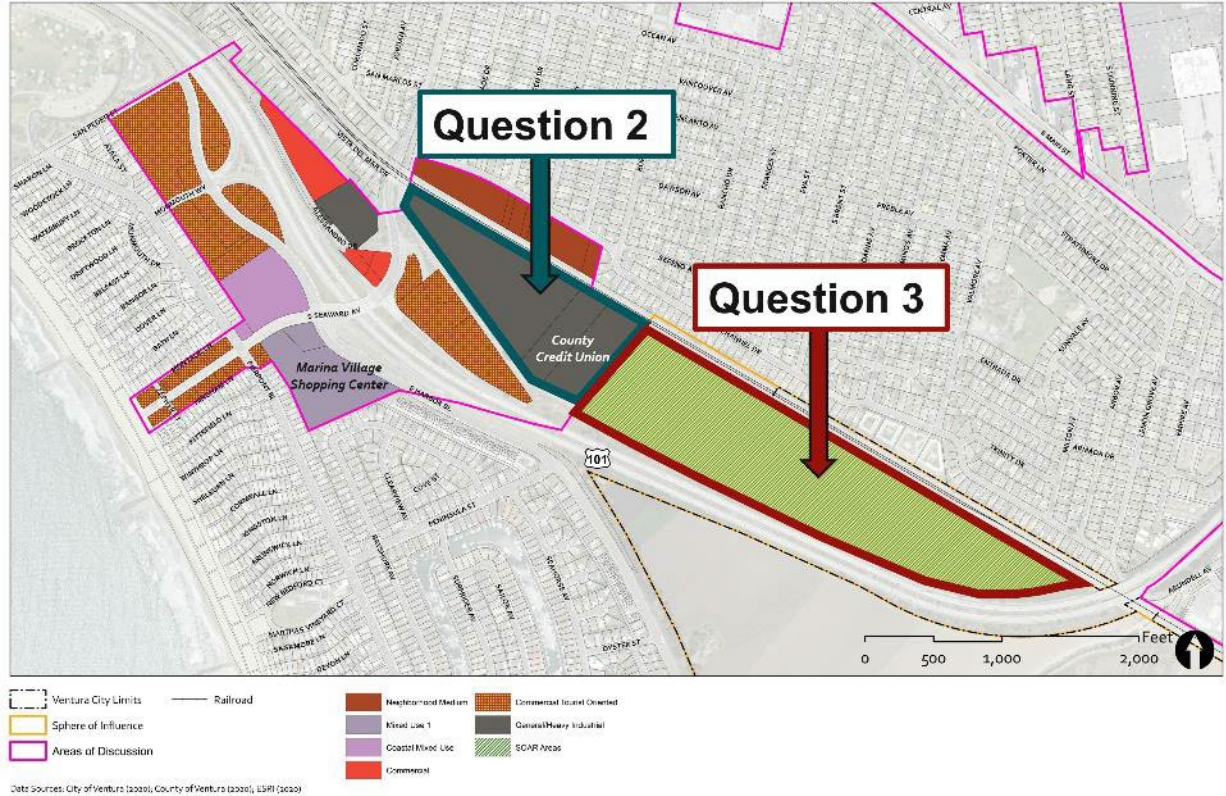
- Support for current vision of mixed use, pedestrian-scaled and walkable corridors
- Maintain current zoning in the Midtown Corridors Development Code
- Need for better design standards - increased setbacks, landscaping and step-backs to adjacent residences
- Need for improved transit and bicycle/pedestrian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



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

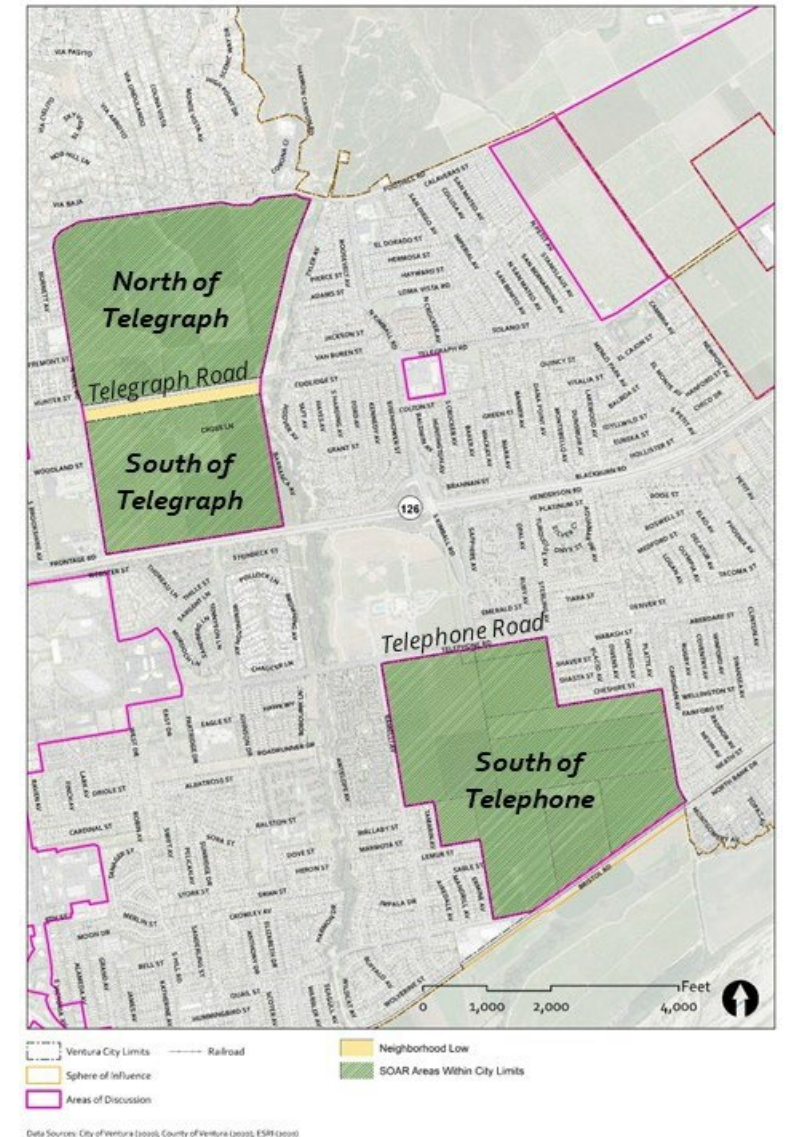
Pierpont

- 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



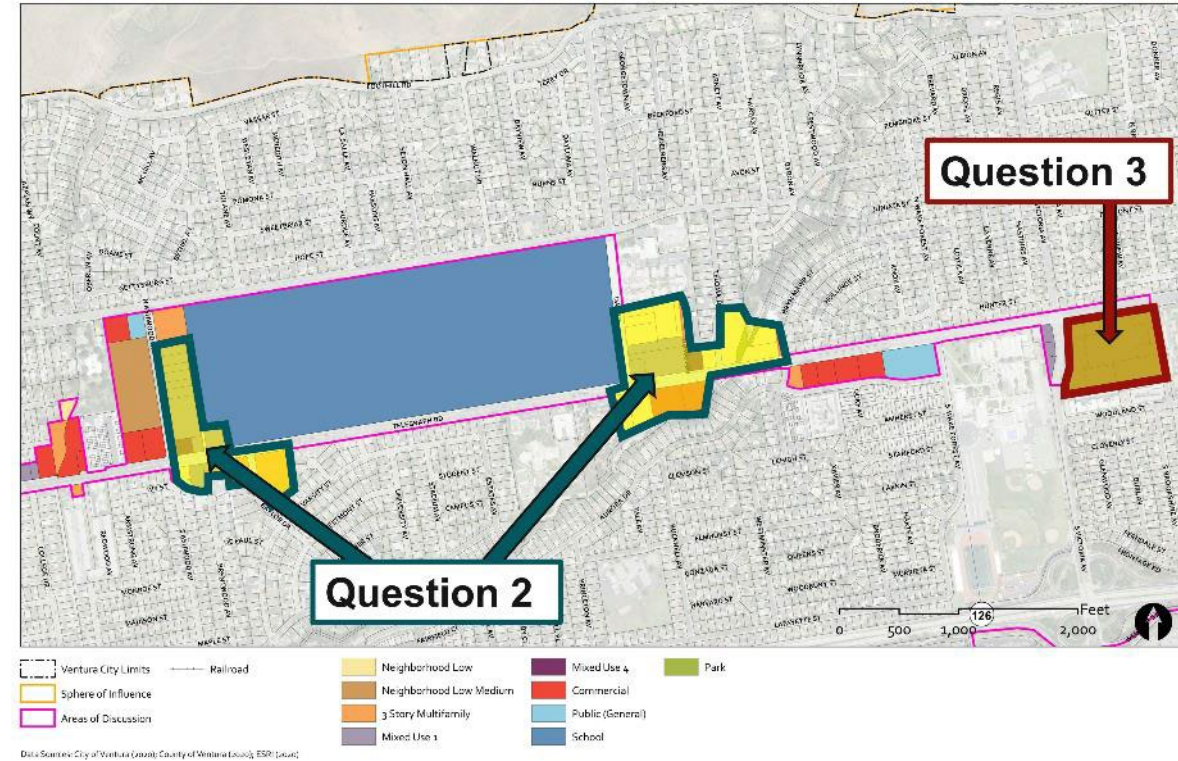
SOAR Areas

- Strong opposition to development in the SOAR areas; clearest direction of any question in the survey.
- If development were to occur, the top preferences are for parks and open space, affordable housing, and to leave some portion for agriculture.



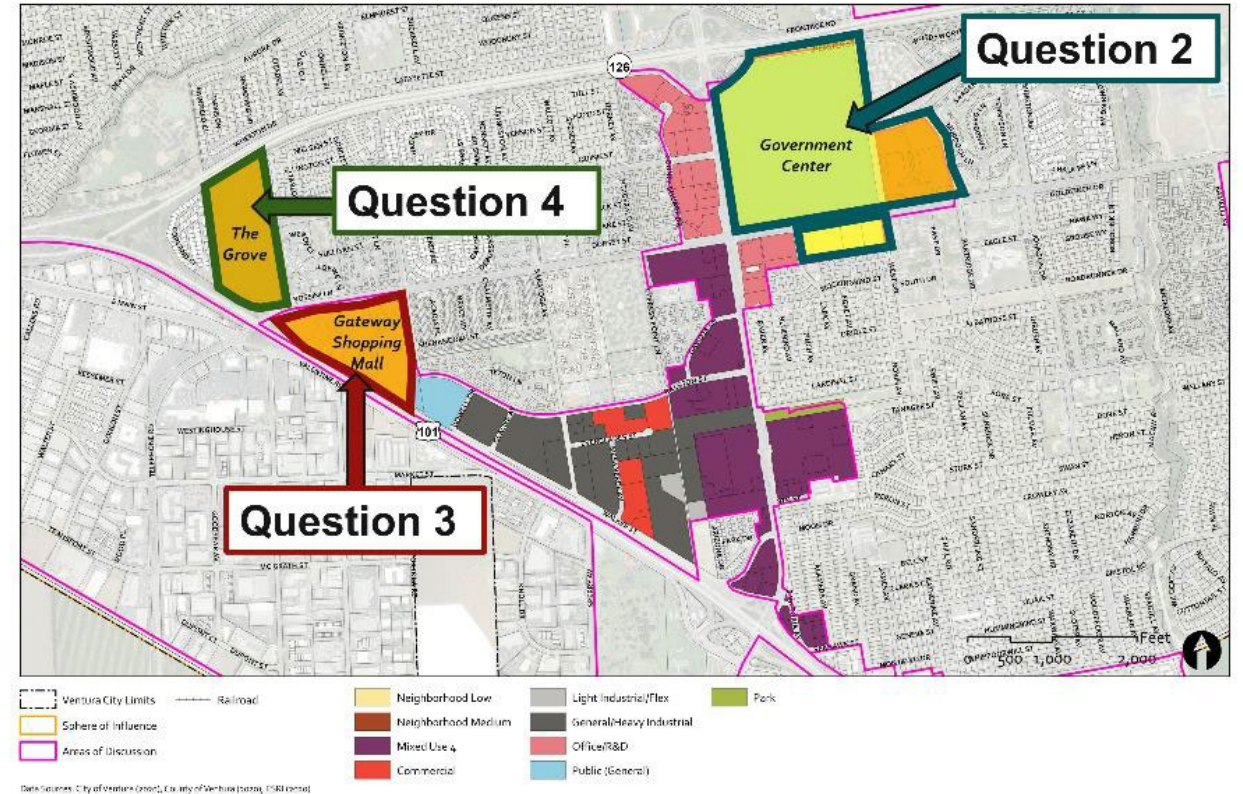
Ventura College and Telegraph Corridor

- Strong support for a vision that creates retail/commercial “nodes” and multifamily housing (Q2)
- Respondents split on maintaining current zoning or having some form of denser land use mix (Q2)
- Strong direction to downzone the Victoria Plaza Shopping Center to “Neighborhood Center” (Q3)



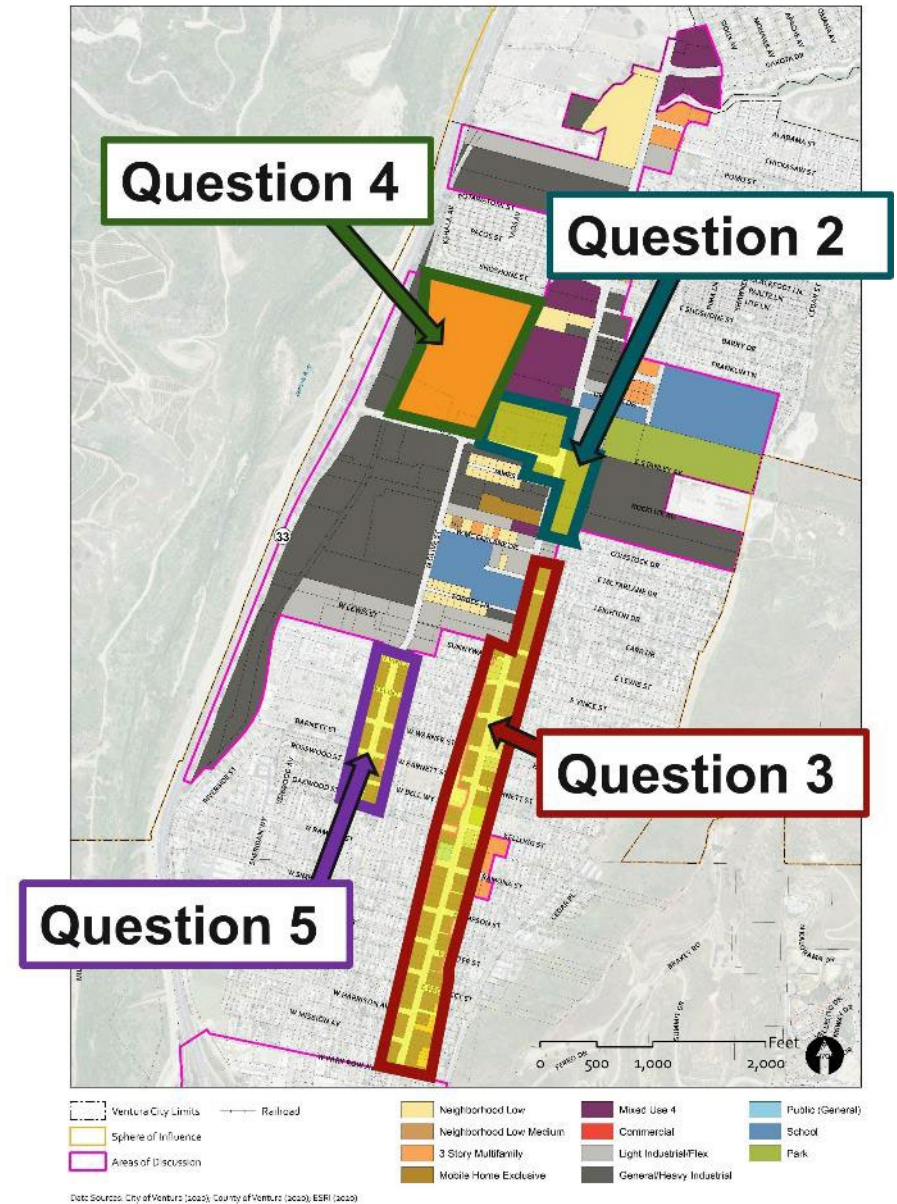
Victoria Corridor

- Mixed support for the current General Plan vision
- Split feedback on keeping the current pattern and character of uses in the Government Center area or allowing 4-5 story mixed use (Q2)
- Slight preference for allowing some residential at the Gateway Shopping Center (Q3)
- Mixed feedback on maintaining the current Grove Specific Plan or allowing increased density of housing (Q4)



Westside

- Strong direction to maintain existing building scales, limit new development, preserve jobs and prohibit new polluting uses
- Strong support to reduce max heights to 3-story mixed use along Ventura Avenue (Q3 - south of Stanley) and Olive Avenue (Q5 - between Vince and Ramona)
- No clear consensus on the land use direction for the “town center” at Ventura/Stanley or the VUSD site (Q2 and Q4)
- Concerns about losing existing jobs, traffic congestion, evacuation, gentrification, displacement, and the gas compressor station.



Conclusions – Changes in Density

Reduce

- Westside
- Eastside Shopping Centers
- Victoria Plaza

Maintain

- SOAR and Agriculture
- Most of Downtown
- Midtown Corridors
- Pierpont

TBD

- Johnson
- Parts of Downtown
- PVM area
- Government Center area
- Arundell/NB
- Adjacent to VCC
- Gateway Shopping Center
- Hospital area

GPAC Questions and Discussion

GPAC Discussion

- Where does there seem to be consensus in the survey? Are there geographies that don't need to be included in the upcoming engagement?
- What additional topics or questions need to be asked as part of the Sub-Group work?

GPAC Sub-Group Orientation

Goals for Today

1. Identify geographies for Sub-Groups
2. Divide into Sub-Groups (recommend that GPAC members can only be in 1 Sub-Group)
3. Meet to get organized and select a “coordinator”
4. Be clear on Sub-Group outcomes and process

Outcomes and Final “Products”

For each assigned geographic area, GPAC sub-groups should produce:

1. Proposed land use map (or alternatives) with designations for every parcel in the area
2. 1-2 paragraph “vision statement”
3. List of policies/actions/strategies to implement the vision
4. Conduct and summarize additional engagement

Example from South San Francisco

LINDENVILLE



Vision Statement

Lindenville is a vibrant and inclusive neighborhood that maintains a base of job opportunities, promotes the creative economy, and creates a new residential neighborhood where all people can thrive.

The Lindenville sub-area is located in the central southern portion of the city, adjacent to the Downtown sub-area. It is in between Highway 101 and South Spruce Ave. The sub-area stretches over 400 acres and is largely comprised of manufacturing, food processing, warehousing, and other industrial uses, including some of the City's historic "legacy" businesses, such as Produce Terminal and Blimbo Bakeries. The Southline Specific Plan area, adjacent to the San Bruno BART station, is also included in the Lindenville sub-area. As of 2021, Lindenville does not have residential units or park acreage.

100 | SHAPE SF: 2040 GENERAL PLAN

Lindenville

GOAL SA-22: A new residential neighborhood centered along Colma Creek within a short walk of Downtown amenities and services that provides a range of housing types for different income levels and housing types.

INTENT: To provide opportunities for everyone to live and access services in Lindenville.

Policy SA-22.1: Introduce a mix of affordable and market rate housing in Lindenville.

Policy SA-22.2: Encourage lot assembly to facilitate housing and mixed use development in Lindenville. Encourage the amalgamation of adjacent parcels by providing greater development incentives for master-planned redevelopment in areas of Lindenville transitioning to residential or mixed use development that would be available for development on a parcel-by-parcel basis.

Policy SA-22.3: Golden Gate Produce Terminal and Park 'N Fly sites. Encourage parcel assembly of the Park 'N Fly site (100 Produce Avenue) and the Golden Gate Produce Terminal site (111 Terminal Court) and encourage developers to create a master plan for mixed use development on the combined parcels.

Policy SA-22.4: Placemaking and infrastructure improvements in areas to be developed with residential uses. Prioritize placemaking and infrastructure improvements in areas that currently have non-residential uses that have Medium Density Mixed Use or High Density Mixed Use designations.

Policy SA-22.5: Require buffering of residential uses in Lindenville. Ensure residential land uses are buffered from heavy industrial uses and major roadways via landscaping, street trees, and attractive fences and walls.

Policy SA-22.6: Require small block sizes for new residential neighborhoods. Where possible, ensure the new residential neighborhood near Colma Creek is developed with small blocks open to facilitate convenient vehicular and pedestrian connections through the neighborhood.

Policy SA-22.7: Adequate public services in Lindenville. Coordinate with the South San Francisco Unified School District and City public services, including the Fire Department and the Police Department, to ensure public services can accommodate growth impacts of this new development in Lindenville.

GOAL SA-23: Living, working, and shopping options are expanded in new mixed use neighborhoods in Lindenville.

INTENT: To provide Lindenville residents and employees options to live, shop, dine, and work in the neighborhood.

Policy SA-23.1: Create active mixed use corridor along South Spruce Avenue. Create an active mixed use corridor along South Spruce Avenue with retail, housing opportunities, gathering spaces, and amenities.

Policy SA-23.2: Encourage active ground floor uses. Encourage active ground floor uses along South Spruce Avenue in order to foster pedestrian activity along the corridor.

Policy SA-23.3: Improve the South Spruce Avenue streetscape. Improve the streetscape along South Spruce Avenue by incorporating seating, lighting, street trees, and other street furniture through the adoption of design guidelines.

Policy SA-23.4: Encourage South Spruce Avenue building continuity. Encourage building continuity along the South Spruce corridor, with buildings oriented to the street, and active, and parking located behind buildings.



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Process

- **Today** – Identify geographies; organize into Sub-Groups
- **By Jan 27** – Hold initial meeting
- **By Feb 3** - Complete engagement approach
- **By Feb 10** – Receive feedback on engagement approach
- **Feb-March** – Conduct engagement/discussions with community; develop land use recommendations
- **March 21** – GPAC meeting to review engagement results
- **By April 7** – Complete land use direction
- **April 10-28** – GPAC meetings to determine land use direction
- **May-July** – PC and CC review of land use direction

Engagement Activities

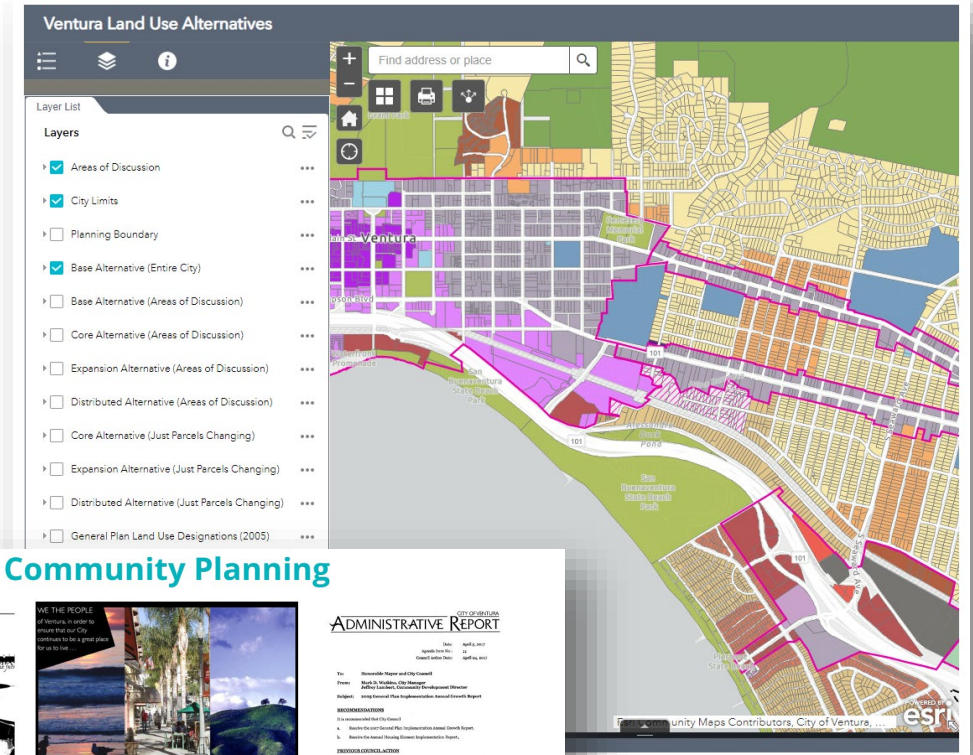
- Sub-Groups responsible for organizing, facilitating, and summarizing all activities that take place.
- Sub-Group meetings not subject to Brown Act.
- **At minimum, each GPAC sub-group should hold one meeting that is open to the public.**
- Not all engagement activities need to be open to the public.
- Sub-Group members can conduct engagement together or individually, but it must be coordinated.
- **Role of GPAC: listen and ask questions; do not advocate a position; remain neutral.**

SB 330 (No Net Loss of Residential Capacity)

- Adopted in 2019
- Requires timely process of permits for residential projects
- Prohibits “subjective” decision-making for residential projects; requires “objective design standards”
- Prohibits growth moratorium, voter approval of general plan changes and other restrictions on housing
- Prohibits rezoning from residential to commercial and reducing intensity of residential without concurrent increases elsewhere

Resources

- Lots of information on project website (GP, zoning, land use designations; summaries of engagement; etc.)
- General Plan Team will:
 - Prepare additional data analysis on survey
 - Conduct 2 meetings with each Sub-Group
 - Prepare the land use maps
 - Print materials for engagement
 - Advertise public meetings



Community Planning



GPAC Questions and Discussion

GPAC Discussion

- What questions do you have about the Sub-Group process?
- Which Areas of Discussion do not need further engagement? Can any be removed now because there is clear direction?
- How should the Areas of Discussion be grouped together for Sub-Groups?
- Who should be in each Sub-Group?

Public Comments



Close of Meeting

January 17, 2023

