

General Plan Advisory Committee

Meeting #20: Preferred Land Use Discussion

March 6, 2023



GPAC Meeting Protocols

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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 – Monday, March 6

- Discuss and recommend land use direction for the following Areas of Discussion:
 - Eastside (*wrapping up discussion from the last meeting*)
 - College area
 - Johnson
 - Five Points/Pacific View Mall (*if time allows*)
- Public comment



Outreach Efforts To Date

- **Project website:** contains detailed project information
- **Newsletters:** shared and cross-marketed to more than **25,000** subscribers
- **Social Media:** City and GPU platforms reached more than **120,000** people and garnered over **200,000** impressions
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- 6 educational forums
- 3 Community Workshop with over 350 participants
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GPAC Land Use Designation Map Process

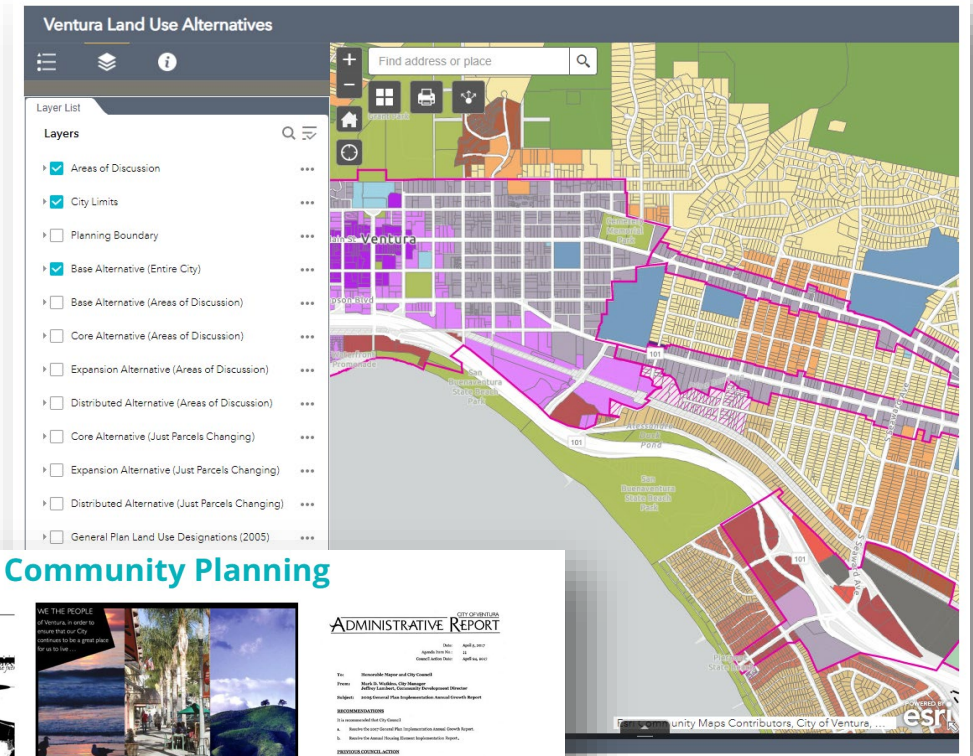
- 5 meetings to develop recommended land use designation map
- Work in large group; no small groups
- Discuss each Area of Discussion; “vote” by show of hands for preferred direction
- Meetings held in Community Room in City Hall from 6 pm – 9 pm
 - ~~Tuesday, February 21st~~
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 - Tuesday, March 7th
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 - 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. Westside
8. Downtown
9. Midtown
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



GPAC Discussion – Monday, March 6

1. Eastside (continued)
2. College area
3. Johnson

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

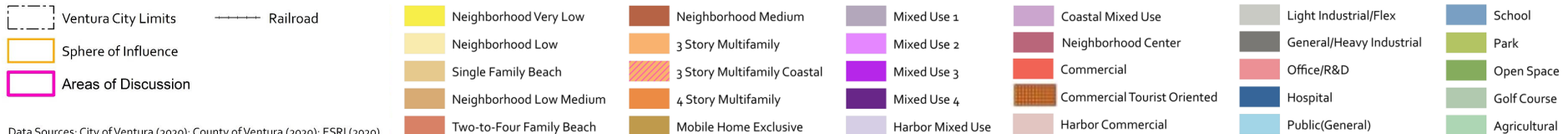
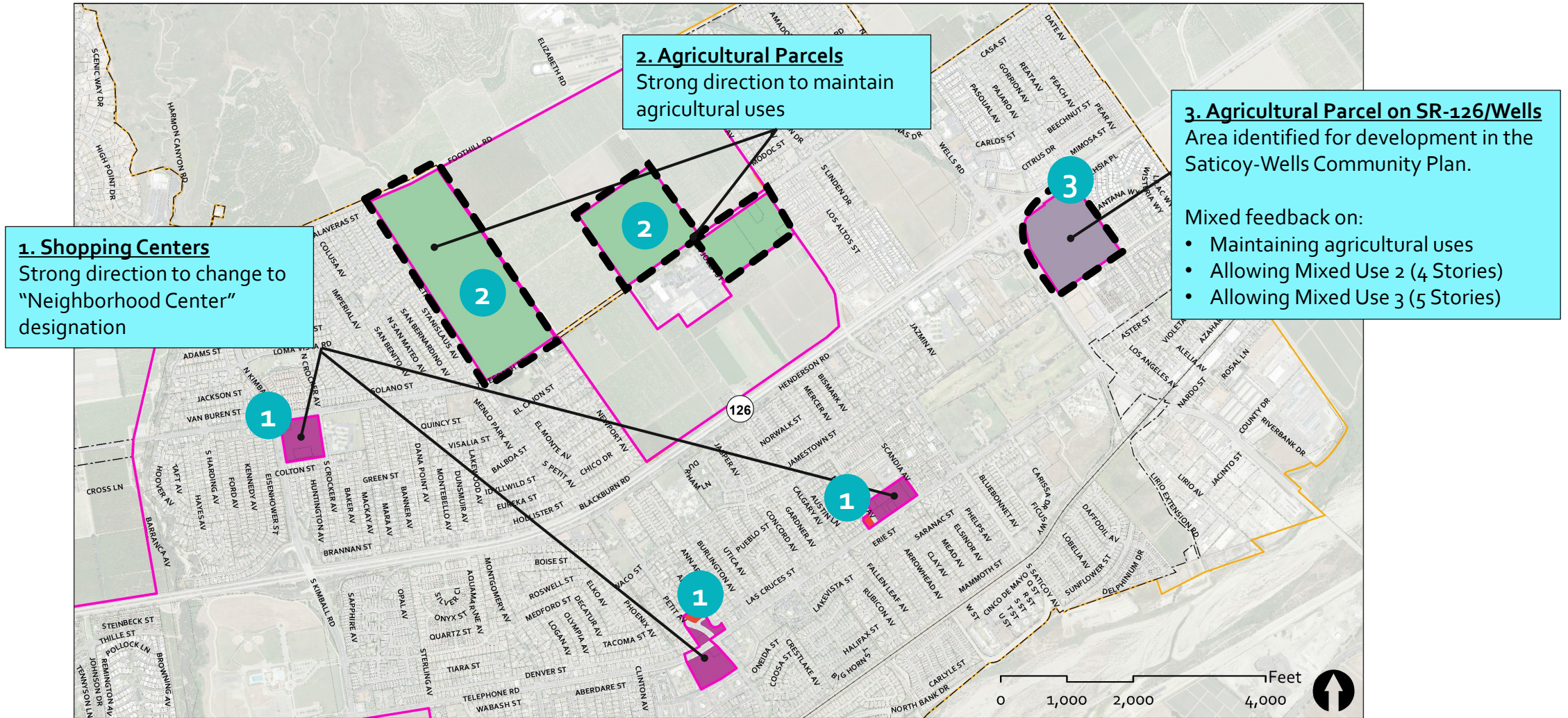
Eastside

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



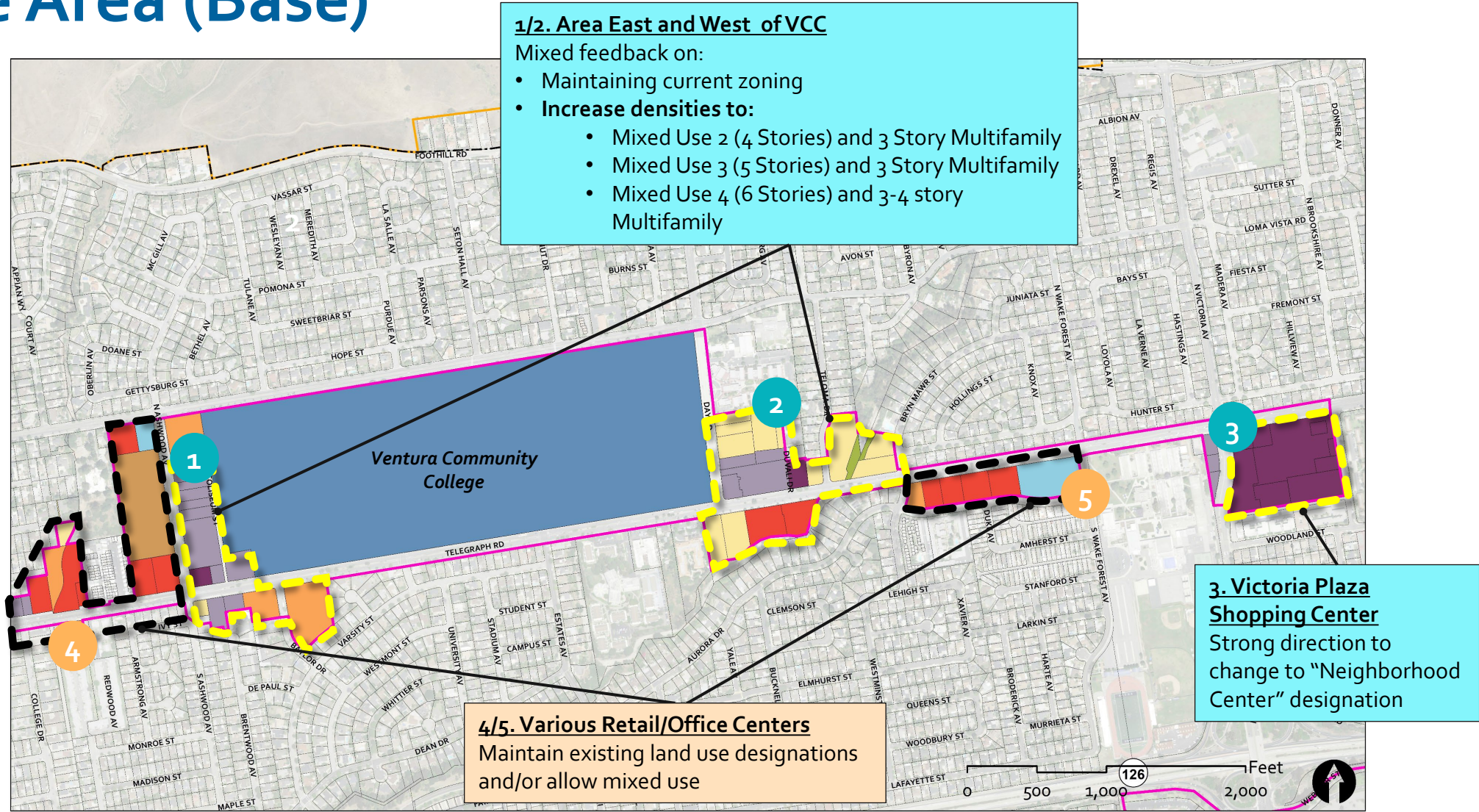
College

Guiding Policy/Regulatory Documents

- **General Plan:**
 - Identify opportunities for these suburban-scale areas to develop with a higher intensity and mix of uses
 - Create a multimodal node of housing and employment at the City's bus transfer stop
 - Allow a mixture of development intensities along the streetscape length
- No specific/community plans written for this area

College Area (Base)

Area addressed in survey
Area not addressed in survey



Johnson

Guiding Policy/Regulatory Documents

- **General Plan:**
 - Leverage location next to Metrolink station
 - Establish a strategic mix of uses
 - Strengthen area's economic presence
 - Provide a visual gateway to the City
 - Encourage high-quality mixed-use developments with uses such as childcare, restaurants, offices, light industrial, and housing
- No specific/community plans written for this area

Johnson (Base)

Area addressed in survey
 Area not addressed in survey

4. Commercial/Industrial Area North of Railroad

- No significant input on this area.
- Maintain existing retail/industrial zoning given proximity to freeway.
- Focus on "clean" employment uses

1. Johnson Drive

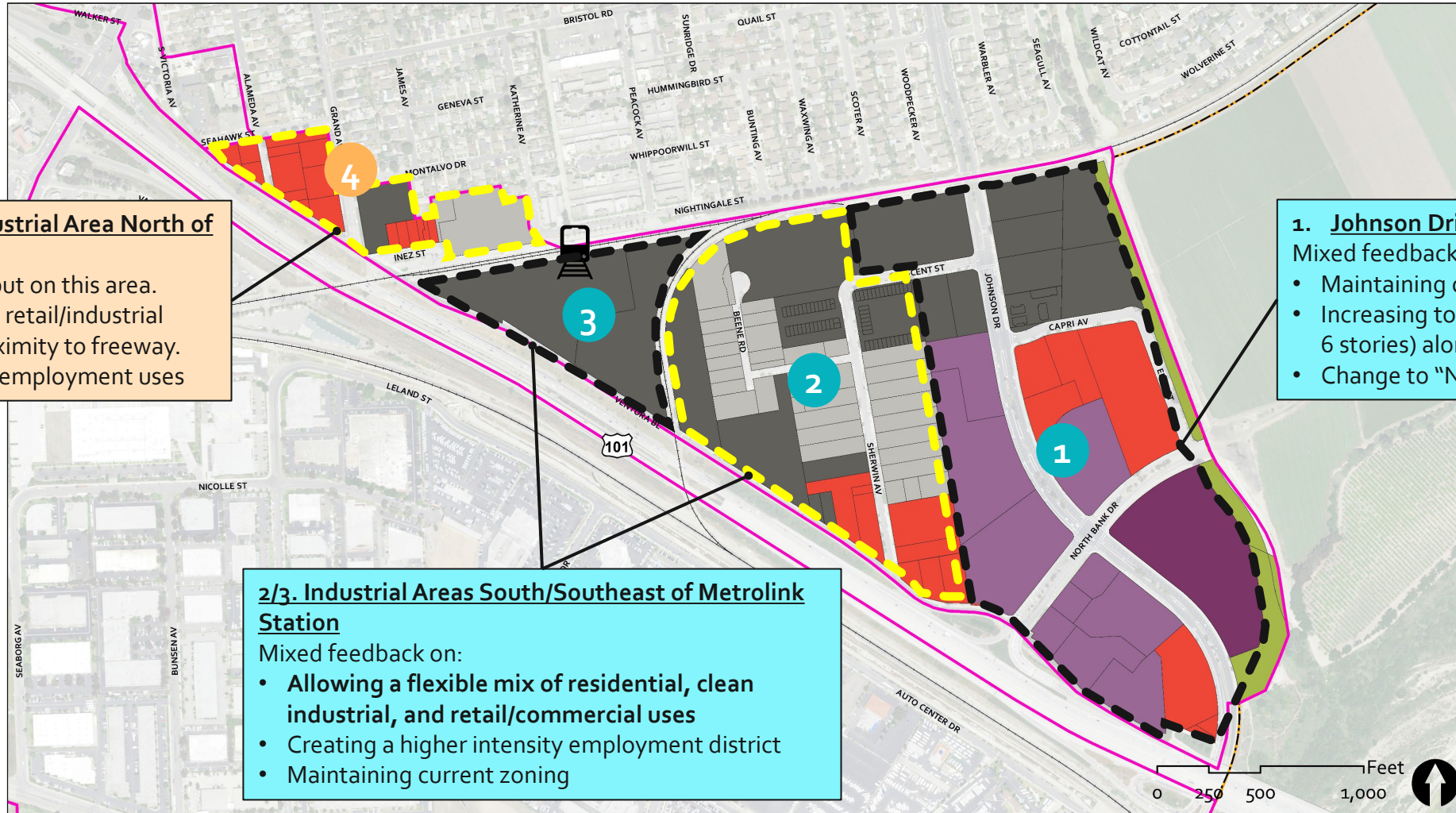
Mixed feedback on:

- Maintaining current zoning
- Increasing to Mixed Use 3 and 4 (5 and 6 stories) along the entire corridor
- Change to "Neighborhood Center"

2/3. Industrial Areas South/Southeast of Metrolink Station

Mixed feedback on:

- Allowing a flexible mix of residential, clean industrial, and retail/commercial uses
- Creating a higher intensity employment district
- Maintaining current zoning



Ventura City Limits	Railroad	Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Sphere of Influence	East Ventura Metrolink Station	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)

Public Comments



Close of Meeting

March 6, 2023



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 - Westside
 - Downtown
 - Midtown Corridors (*if time allows*)
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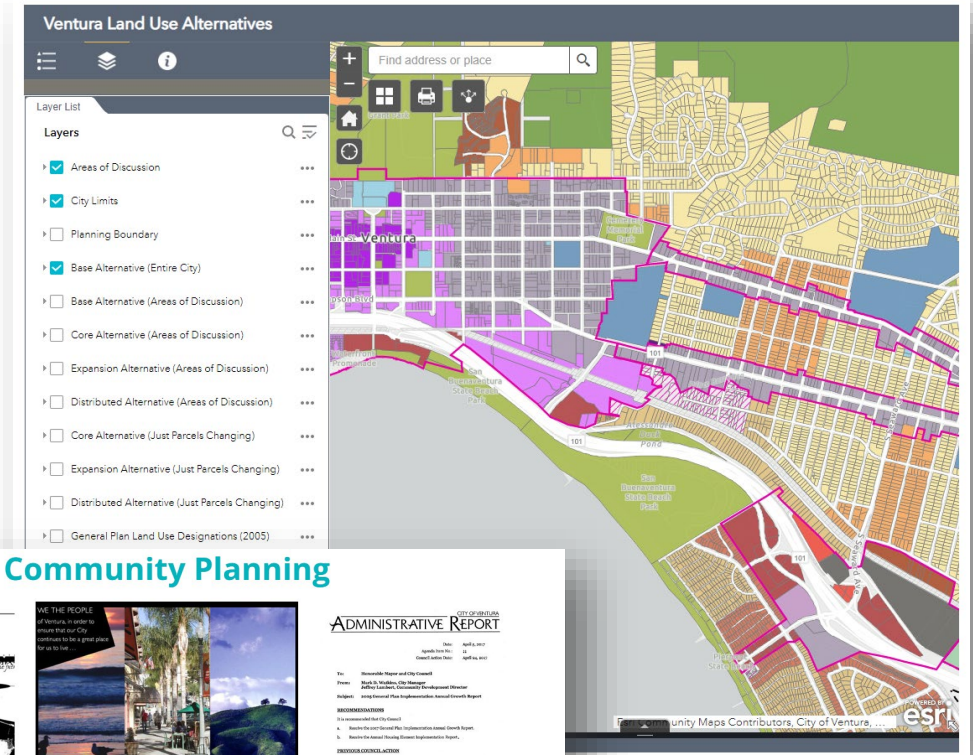
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Westside

Westside

- **General Plan:**
 - Build on Ventura Avenue's historic role as a major working center to become a hub for emerging arts and manufacturing crafts
 - Create a community/specific plan for Westside
 - Secure funding for more brownfield reuse efforts
- **Westside Community Plan (*plan not completed*)**
 - Create an interconnected and revitalized Westside community while preserving its Latino heritage
 - Increase shopping opportunities
 - Diversify the local economy
 - Provide housing for people of all incomes, ages, and abilities
 - Enhance Ventura Avenue with plazas and green spaces that can accommodate gathering areas, trees and public art.
 - Provide infrastructure that safely accommodates all travel modes
 - Create new park space and increase passive and active recreational opportunities

Westside (Base)

■ Area addressed in survey
■ Area not addressed in survey

5. Industrial Areas
 Preserve jobs while phasing out/discouraging noxious uses.

4. VUSD Site
 Mixed feedback on:

- Maintaining current commercial designation
- Allowing a diversity of residential from Neighborhood Low to 3 Story Multifamily
- Allowing 2-3 story Office/R&D with incubator spaces

2. Olive Avenue between Vince and Ramona
 Strong direction to lower corridor to Mixed Use 1 (3 Stories)

8. Area North of Seneca

- No specific direction on the area
- Concerns about adding more housing

3. Town Center
 Mixed feedback on:

- Maintaining current industrial uses
- Mixed Use 2 or 3 (4 or 5 Stories)
- Retail shopping center or "Neighborhood Center"

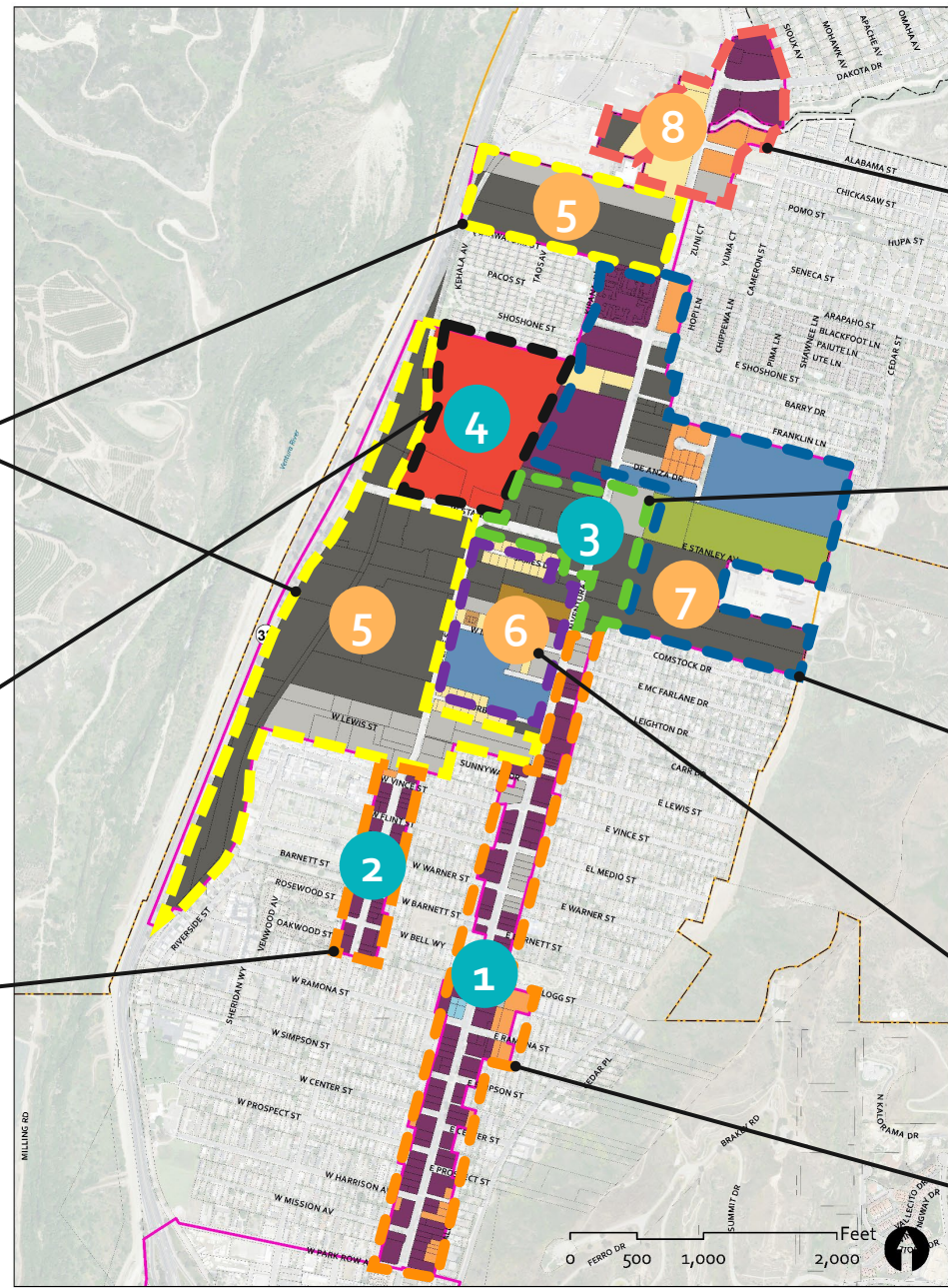
7. Ventura North of De Anza & Area Around Ventura Charter School

- Maintain employment uses
- Concern about adding more housing

6. Area around EP Foster Elementary

- Maintain school as school
- No specific direction for area

1. Ventura Avenue South of Stanley
 Strong direction to lower corridor to Mixed Use 1 (3 Stories)



■ Neighborhood Very Low	■ Neighborhood Medium	■ Mixed Use 1	■ Coastal Mixed Use	■ Light Industrial/Flex	■ School
■ Neighborhood Low	■ 3 Story Multifamily	■ Mixed Use 2	■ Neighborhood Center	■ General/Heavy Industrial	■ Park
■ 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

Public Comments



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