

# Area-Specific Guidance Summary

February 16, 2023



# Introduction

In 2022, the General Plan Team hosted several engagement activities to kickoff the land use alternatives process and collect feedback on land use direction for different areas of the city. While the General Plan Advisory Committee (GPAC) and members of the public provided specific feedback on land use designations, many people also had broader ideas about land use and suggestions related to other General Plan topics such as urban design, transportation, parks and open space, public safety, environmental justice, and historic preservation.

The purpose of this document is to: 1) summarize the key takeaways and feedback from these engagement activities for each geographic “Area of Discussion” and 2) begin the process of developing a vision, goal, policies, and actions for each geographic area for the updated General Plan. While this document is comprehensive, please note that this document is *not* meant to be a complete list of every comment received during the engagement process.

The following engagement activities were used to develop this summary of key takeaways:

- 11 land use alternatives surveys (open September 6-October 24, 2022)
- GPAC meetings in February, April, May, and September of 2022
- Meetings with each Community Council (Fall of 2022)
- 2 meetings on the Downtown, one for residents and one for businesses (October 2022)
- 10 pop-up workshops throughout the city (September-October 2022)
- In-person and virtual land use alternatives community workshops (August 30 and September 1, 2022)

The document is organized by geographic area. Each geographic area includes the following sections:

- **Existing Vision.** This is a summary of the existing vision or policy direction for each area from the General Plan, Specific Plans, Community Plans, or other planning documents.
- **Key Takeaways from the Land Use Survey.** This section lists the General Plan Team’s conclusions from the land use alternatives survey presented at the January 2023 GPAC meeting.
- **Suggestions/Ideas Heard.** This section includes bullet points summarizing the themes and ideas from the engagement process. This section is organized by sub-topics including but not limited to land use, urban design, transportation, and “other topics.”

# Downtown

## Existing Vision

### 2005 General Plan

- Market Downtown as a Cultural District.
- Attract uses that create “around-the-clock” activity.
- Focus future residential and commercial growth in this area.

### 2007 Downtown Specific Plan

- Maintain the scale of downtown’s historic development pattern and prevent large, monolithic developments.
- Promote economic development in the professional and creative sectors.
- Expand housing supply at all income levels.
- Provide an integrated transportation system.
- Nurture arts and cultural expression.

## Key Takeaways from Land Use Alternatives Survey

- Implement the current vision of the Downtown Specific Plan, with Downtown as the “heart” of the city.
- Maintain current zoning, except for potentially the western side of Downtown and the beachfront.
- Concerns about over-development, lack of affordable housing, impacts to views and the historic character, and traffic congestion.

## Suggestions/Ideas Heard

### Land Use

#### *Neighborhood Character*

- Maintain Downtown as the “life” of Ventura.
- Maintain Downtown as a vibrant center with a mix of cultural, commercial, entertainment, tourist, and civic uses.
- Maintain Downtown’s historic, quaint character.
- Protect hillside and ocean viewsheds, especially along major corridors.

#### *Historic Preservation*

- Implement an adaptive reuse ordinance to incentivize preservation of historic buildings and prioritize adaptive reuse before demolition.
- Establish protections for the Downtown historic core around Main, Palm, Oak, Chestnut, and California.

### *Other Land Use-Related Policies*

- Prioritize redevelopment of existing built areas before new development.
- Redevelop underutilized and vacant parcels, such as the City Maintenance Yard, surface parking lots/parking structures, and older motels.
- Relocate the City maintenance yard.
- Provide more tourist-serving uses and amenities, particularly along the waterfront.
- Beautify the Promenade and explore redeveloping existing parking structures. Some ideas that have been suggested include: developing hotels, providing non-hotel visitor serving uses and beach-oriented retail, and converting the area to a public park.
- Activate the Fairgrounds as a year-round facility. Consider developing a convention center, amphitheater, or entertainment venue and more hotels, restaurants, and visitor-serving retail.
- Explore mixed use and employment intensification around the west side of Downtown.
- Preserve the industrial job center on the westside of Downtown.
- Develop more housing along Thompson, Front Street, and the west side of Downtown.
- Provide more community gathering areas and civic amenities.
- Maintain and improve existing parks and civic amenities. Activate these spaces as entertainment and community gathering spaces.
- Add more green space (i.e., parklets) throughout Downtown.
- Provide more grocery stores in the Downtown.
- Explore converting hotels and motels into apartments/affordable housing.
- Incentivize renovations for dilapidated hotels.
- Encourage ground-floor commercial uses.
- Require new developments to provide substantial public benefits or improvements.

### Urban Design

- Improve design standards to create high-quality, pedestrian friendly buildings.
- Ensure building designs are consistent/compatible with the styles, scale, and massing of existing historic buildings.
- Require setbacks and stepbacks for all developments to prevent overshadowing and preserve viewsheds. Provide wider, tree-lined sidewalks.
- Add gateway signage to the westside of Downtown.

### Transportation

#### *Pedestrian/Bicycle Safety*

- Maintain Downtown, particularly Main Street, as a walkable and pedestrian-friendly area.
- Continue the Main Street Moves program.
- Study capping the freeway and creating a pedestrian path across US-101 and a regional park on top of the freeway.
- Provide more protected bike lanes throughout Downtown.
- Improve the pedestrian access bridge to the beach.
- Identify areas to implement traffic calming strategies such as bulb-outs.
- Improve pedestrian crossings and the bike trail along the beachfront.

- Identify additional streets to potentially close to car traffic.

#### Vehicle Circulation

- Improve traffic flow on Thompson and Santa Clara.
- Improve the Chestnut and California freeway ramps.
- Open Main Street back up to vehicular traffic.

#### Transit

- Study the feasibility of creating a new train station in the Downtown by either expanding the existing Amtrak station or adding a new station at a different location (*note that some GPAC and members of the public disagree with moving the current Metrolink station to Downtown, since it would make commuting more difficult for East Ventura residents*).
- Make the Amtrak station a multimodal hub; improve the station design and traffic flow so it feels safer and more welcoming.
- Provide transit options that connect the Westside to the Eastside and connect visitors from the Downtown to tourist destinations like the harbor and beach.

#### Parking

- Consolidate parking lots through multistory parking structures.
- Explore different parking strategies to help provide adequate parking for tourists, businesses, and residents, particularly on the beachfront.
- Require new developments to have on-site parking.
- Increase parking requirements for new developments.
- Provide more EV charging stations.

#### Other Topics

- Promote economic development in the professional and creative sectors.
  - Continue to support emerging businesses such as Trade Desk, Vonazon, and GiddyUp, as well as independent, boutique retail.
  - Support local arts and maker businesses.
- Increase tree density in the Downtown.
- Regulate short-term rentals at the beach.
- Prepare an evacuation plan.
- Plan for managed retreat at the beachfront.
- Provide more public restrooms throughout Downtown, particularly in parks.

# Westside

## Existing Vision

### 2005 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

- 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,

## Key Takeaways from Land Use Alternatives Survey

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

## Suggestions/Ideas Heard

### Land Use

#### *Neighborhood Character*

- Maintain the area’s vibrant, bustling, family-oriented character.
- Preserve Westside as a working-class neighborhood, with housing that is affordable to residents of all incomes and life stages.
- Maintain the area’s diverse mix of housing, jobs, arts, and culture.
- Transform Ventura Avenue into a transit-supportive, pedestrian-oriented corridor.

### *Heavy Industrial Uses and Employment Uses*

- Move the gas compressor station to a non-residential area.
- Preserve jobs that employ local residents.
- Cultivate incubators and other complementary uses to support trades in the industrial areas.
- Increase protections and assistance for small businesses.
- Maintain the area's jobs focus and keep industry on the Westside, while phasing out/discouraging noxious uses such as oil and petroleum.
- Promote cleaner industrial, manufacturing, office, and R&D uses.
- Consider moving noxious industrial businesses up to North Avenue or to Arundell.
- Prohibit lease renewals for heavy industrial uses.
- Establish limitations on the number/size of fuel-burning equipment and the number/size of trucks accessing a site per day.
- Establish required setbacks and buffer zones where heavy industrial uses abut residential ones.
- Establish design guidelines for industrial buildings to ensure they are visually attractive or enclosed by a fence/screen.

### *Other Land Use-Related Policies*

- Implement the vision of the Westside Community Plan.
- Support a diversity of land uses, including mixed use, manufacturing, office, commercial, housing, and neighborhood parks.
- Support integrating local housing with commercial and light industrial uses.
- Provide more neighborhood-serving retail and services which meet the day-to-day needs of the local population.
- Consider annexing North Avenue to support more housing and green businesses.
- Support different nodes of mixed-use and business activity along Ventura Avenue in conjunction with transit stops.
- Maintain the area's affordability for the local blue-collar workforce. Establish tenant protections and programs which prevent gentrification and displacement of residents.
- Create housing land trusts to build low-income and affordable housing.
- Identify areas where the City should require active ground floor/commercial uses in new mixed-use buildings.
- Prohibit new residential development close to SR-33.
- Require new developments to provide substantial public benefits or improvements.
- Provide more grocery stores on the Westside.
- Explore redevelopment opportunities at key areas such as the VUSD site, the old Avenue School, and vacant and underutilized parcels along Ventura among others to develop new uses supportive of the community's vision (affordable housing, retail, supermarket, jobs for residents, parks and plazas, swimming pool, etc.)

### **Transportation**

- Improve emergency evacuation routes throughout the Westside.
- Work with Caltrans to improve the on/off ramp from SR-33 and address traffic congestion along Stanley.

- Improve egress along Ventura.
- Implement traffic calming measures such as making side streets one-way, reducing speed limits, and adding bulb-outs at key intersections and mid-blocks.
- Activate the Ventura Riverwalk space and add more bike path access from the Westside to connect to the river, beach, and other trails.
- Improve pedestrian infrastructure throughout the Westside. Widen sidewalks on Olive and Ventura.
- Build a soundwall/physical barrier between SR-33 and the Ventura River bike trail.
- Improve and expand transit services on the Westside.
- Explore creating a one-way transit loop along Ventura and Olive.

### Other Topics

- Support and expand arts and creative businesses and the local makers community (i.e., glass blowing, metal arts, sculpture, pottery, etc.).
- Preserve arts and cultural assets such as Art City Studio.
- Provide more recreational amenities such as a community center or pool.
- Maintain and expand existing parks and open space.
- Increase tree density on the Westside.
- Support river restoration and cleanup programs along the Ventura River.
- Require new developments to incorporate sustainable building practices such as solar energy, grey water systems, and rainwater harvesting.
- Identify strategies to mitigate landslide risks in the area.



# Midtown Corridors

## Existing Vision

### 2005 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.

### 2012 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.

## Key Takeaways from Land Use Alternatives Survey

- Strong support for current vision of mixed use, pedestrian-scaled, and walkable corridors.
- Clear direction to maintain current zoning in the Midtown Corridors Development Code.
- Need for better design standards, such as increased setbacks, landscaping, step-backs to adjacent residences, wider sidewalks, etc.
- Need for improved transit and bicycle/pedestrian facilities.

## Suggestions/Ideas Heard

### Land Use

#### *Neighborhood Character*

- Preserve Midtown Corridors as walkable, commercial mixed-use corridors.
- Maintain an inclusive, diverse, and welcoming character.
- Maintain a "neighborhood" feel where families can walk and kids can play outside.
- Maintain Thompson as a business corridor.
- Preserve historic resources (i.e., historic homes); avoid demolishing "character buildings."

#### *Other Land Use-Related Policies*

- Identify infill opportunities where possible (i.e., add one more story of retail or housing on existing one-story retail, revitalize older hotels).

- Continue to phase out or move used car lots such as the Ford dealership and replace with newer, updated businesses and housing.
- Move dealerships to the Auto Center.
- Identify and enhance existing neighborhood activity centers such as the Santa Cruz/Main intersection around Ventura High School.
- Provide incentives for developing pocket plazas and other civic amenities.
- Remove motels along Thompson.
- Create a walkable, mixed use community gathering center and neighborhood hub.
- More street dining throughout the area.
- Require ground floor commercial on all mixed use developments.
- Maintain neighborhood small business, while expanding places to walk, dine and shop.
- Do not replace existing retail uses with ground floor residential.
- Consider keeping the south side of Thompson only residential.

## Transportation

### *Pedestrian/Bicycle Safety*

- Support express transit and separated bike lanes along the Midtown Corridors.
- Improve pedestrian/bicyclist safety and beach access from Main onto the Seaward corridor.
- Improve safety at three-way intersections (i.e., Main/Telegraph/Thompson and Seaward/Evergreen/Poli).
- Consider a roundabout at the three-way Main/Telegraph/Thompson intersection.
- Repurpose parallel side streets like San Nicholas as bike boulevards.
- Reduce speed limits along Thompson, Catalina, and Anacapa.
- Improve pedestrian and bicyclist access to the beach from Main onto Seaward.
- Connect SR-126 West to US-101 South to reduce freeway traffic on local roads.

### *Parking*

- Reduce parking requirements.
- Add parking structures and increase parking requirements by developers.
- Create a parking district for the Midtown Corridors.
- Require landlords to provide off-street parking for tenants.
- Improve bike lane visibility and provide more bicycle safety education.
- Create safe passage over or under the railroad for pedestrians and cyclists.

## Urban Design

- Improve design standards to create high-quality, pedestrian friendly buildings.
- Require setbacks and step downs for developments adjacent to single family homes to prevent overshadowing.
- Ensure building designs are consistent/compatible with the styles of existing historic buildings (Victorian, Craftsman, and Spanish Revival).
- Create walkable, broad sidewalks that maintain or increase local shops, services and dining options.
- Require greater setbacks for trees and planters against buildings.

- Incorporate beautification policies similar to Santa Barbara that ensure commercial buildings fit seamlessly into residential neighborhoods.
- Avoid having tall, “hovering” buildings right up against the street.
- Implement a “Main Street” project to revitalize both corridors and upgrade the appearance of buildings.

### Other Topics

- Incorporate green building practices (i.e., solar power, semi-permeable surfaces) into new developments.
- Preserve older retail buildings to help small businesses afford to stay in the area.
- Add more park space, greenery, and landscaping in the Midtown.

# Five Points, Hospital Area, and Pacific View Mall

## Existing Vision

### Five Points/Hospital Area

#### *2005 General Plan*

- Maintain area as an intense “activity center” with greater emphasis on commercial use.
- Concentrate medical and research-centered businesses.
- Provide workforce housing and services that are serviced by increased transit.

#### *2012 Midtown Corridors Development Code*

- Allow buildings and streetscapes that are more urban in character than the rest of the Midtown Corridors.

#### *Community Memorial Hospital District Development Code*

- Ensure facilities at Community Memorial Hospital have a scale and character compatible with the surrounding urban context.
- Meet existing and future parking needs while supporting a pedestrian-oriented character with well-designed streetscapes and ground floor retail/civic uses.

### Pacific View Mall

#### *2005 General Plan*

- Reinvent single-use retail into a more sustainable mix of high intensity uses.

## Key Takeaways from Land Use Alternatives Survey

- Strong support for creating a “healthcare district” around Ventura’s two hospitals.
- Strong support for redeveloping the mall as a mixed-use center and to create a Specific Plan for the area.
- Support for increased development potential in this area, but additional work needed to determine the specific land use mix and intensity for Main, Loma Vista and Telegraph.

## Suggestions/Ideas Heard

### Land Use

#### *Five Points/Hospital Area*

- Maintain a healthcare/medical focus in this area.
- Encourage more office/R&D uses.
- Create a denser, transit-oriented area around the hospitals.
- Limit the addition of new residential buildings, except for assisted living facilities/nursing homes.
- Convert the old Community Memorial Hospital (CMH) to senior housing or housing for hospital interns, teachers, first responders, etc.

- Identify opportunities to develop public open spaces at City-owned parking lots.

#### *Pacific View Mall*

- Develop the Mall as a new “Town Center” for Midtown; create a vibrant, walkable, multipurpose neighborhood center.
- Build off existing plans for the area, including the Midtown East Vision Study and White Board Group’s “15-Minute Neighborhood” presentation.
- Work with Macerich to create a Specific Plan for the Mall.
- Negotiate significant intensification of housing in exchange for substantial public benefits or improvements.
- Ensure any new development is compatible with surrounding single-family neighborhoods.
- Ensure that any redevelopment includes parks and open spaces, including plazas, squares, green spaces and playgrounds.
- Maintain some retail at the Mall that is important for the community.
- Consider Office, R&D and “maker” spaces.

#### **Transportation**

- Maintain vehicle access and prioritize sidewalk and accessibility improvements to the hospitals and medical centers. Provide adequate car parking and sufficient transit/paratransit services to serve older populations and those with mobility impairments.
- Expand transit services in the area to improve hospital connectivity.
- Create an exercise loop/walking and bike path around and through the Mall.
- Connect the Mall Transit Center to Ventura County Medical Center and other hospitals via side streets like Mills and Brent.
- Revitalize the Mall Transit Center.
- Study moving the Mall Transit Center to Downtown.
- Provide more EV charging stations.
- If existing parking lots are developed, consolidate parking through parking structure(s).
- Improve bicycle and pedestrian facilities throughout the area. Identify opportunities to provide more protected bike lanes.
- Expand and improve transit services running between Ventura Community College and Downtown.

# Ventura Community College/Telegraph Corridor

## Existing Vision

### 2005 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.

## Key Takeaways from Land Use Alternatives Survey

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

## Suggestions/Ideas Heard

### Land Use

- Change the area into more of a walkable "college town" with high-density, affordable student housing and closer access to neighborhood-serving retail and services.
- Densify the walkshed/bikeshed around the college campus.
- Identify opportunities for parcel assemblage along Telegraph.
- Explore the possibility of developing ADUs, multifamily residences, and other community amenities on church properties to increase diverse housing options.
- Require setbacks and step downs for developments adjacent to single family homes.
- Establish on-site open space requirements for parcels over a certain size.
- Explore the potential for developing housing on underutilized, older, and dilapidated shopping centers (i.e., strip mall on Ashwood/Telegraph).
- Incorporate plazas/public open spaces at neighborhood shopping centers.
- Identify opportunities to provide more parks and community gathering areas.

### Transportation

- Allow for shared uses or offset timing of parking to balance parking needs among residents, students, and visitors, including during major VCC events and when VCC is out of session.
- Install more protected bike lanes around the College area.
- Improve circulation at Victoria/Telegraph around Buena High School.

### Other Topics

- Promote beautification projects along the Loma Vista and Telegraph corridors (i.e., installing landscaped medians).

- Ensure that student housing aligns with projected enrollment through the General Plan horizon.

# Pierpont

## Existing Vision

### 2005 General Plan

- Offer residents and visitors more attractive and improved neighborhood and coastal oriented services.
- Maintain Pierpont as a neighborhood center.

## Key Takeaways from Land Use Alternatives Survey

- 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 in the area between US-101 and the railroad tracks.
- Strong preference to maintain the SOAR land.
- Concerns about sea level rise, evacuation, and traffic safety.

## Suggestions/Ideas Heard

### Land Use

- Maintain the existing character of the neighborhood.
- Transform Pierpont, the Harbor, and the Seaward corridor into a bigger tourism and recreation destination for the city.
- Make the Alessandro Lagoon area a visitor attraction.
- Create a specific plan for the area between US-101 and the railroad tracks.
- Create a specific plan for the Seaward corridor.
- Require buffers between heavy industrial uses and residences.

### Transportation

- Improve circulation and traffic safety along Seaward, Alessandro, Vista del Mar, and Harbor and at the US-101 south ramp.
- Install more pedestrian and bicyclist paths along Seaward, Alessandro, Vista Del Mar, and Harbor to connect people from Midtown to Pierpont and the beach.
- Expand sidewalks along Seaward.
- Expand transit service to the area between US-101 and the railroad tracks.
- Install a pedestrian crossing across the railroad tracks at Seaward and Vista Del Mar.

### Other Topics

- Build a sound wall along US-101.



- Preserve ocean and hillside views along Seaward, Alessandro, and Vista del Mar. Implement specific building height restrictions and setback requirements for structures west of the bluff. Do not allow buildings taller than the height of the bluff.
- Study and plan for tsunami evacuation for existing residents before more housing units are approved and built.
- Plan for managed retreat.

# Arundell and North Bank

## Existing Vision

### Arundell

#### *2005 General Plan*

- Incorporate large-scale employment, workforce housing, and neighborhood commercial in an economically diverse setting.
- Expand mixed use and housing along Callens Road, the historic center of the community.
- Leverage “McGrath property” to attract new industry that provides high value, high wage jobs to the City.

### North Bank

#### *2005 General Plan*

- Enhance the area as a regional retail destination while providing retail uses serving the local workforce.
- Strengthen partnerships with the Auto Center.
- Invest in beautification projects and create unique attractions of regional interest.

#### *Auto Center Specific Plan*

- Ensure new auto sales and service uses are compatible.
- Minimize conflicts with surrounding land uses.

#### *Olivas Park Specific Plan*

- Allow commercial and/or industrial uses that provide jobs and strengthen the local tax base.
- Create an integrated, multi-modal transportation system.

## Key Takeaways from Land Use Alternatives Survey

- 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.

## Suggestions/Ideas Heard

### Land Use

- Maintain the area as the commercial and industrial heart of the city.
- Focus the area’s employment opportunities around light/clean industrial uses.
- Prohibit housing in this area.
- Formalize live/work housing through strategies such as a “hybrid industrial” land use designation.

- Concentrate heavier industrial and warehouse uses along the railroad and key arterial streets.
- Provide flexibility in the type of industrial activities allowed in the area.
- Develop an Industrial Park Specific Plan for the industrial and commercial area along Arundell Avenue.
- Implement strategies to attract more R&D companies to the city.
- Provide more retail options and recreational opportunities for workers in the area.

#### *Auto Center*

- Consider transitioning some uses in the Auto Center to shared vehicle parking and EV charging stations.
- Reimagine the Auto Center as a green industrial jobs center.

#### *Olivas Park*

- Support the implementation of the Olivas Park Specific Plan.

### Transportation

- Connect the bike paths along Main Street and the Arundell Barranca.
- Build a southbound exit for SR-126 West to improve freeway access.
- Provide higher frequency transit services to this area to allow workers to access their jobs without a car.
- Expand and improve bicycle/transit access to these areas (i.e., add low wattage solar lighting along the bike/pedestrian path to Harbor Blvd).

### Other Topics

- Consider phasing out the golf courses in the area (i.e., Buenaventura Golf Course) and transitioning them to nature preserves and parks.
- Expand the City's homeless shelter to include transitional housing services. Develop more social services near the shelter to serve the local population.
- Identify potential Homekey sites, such as La Quinta, to expand housing for formerly homeless populations.
- Monitor and study market conditions for office spaces throughout the General Plan horizon.

# Victoria Corridor

## Existing Vision

### 2005 General Plan

- Transition away from single-use shopping centers and retail parcels.
- Invest in pedestrian/streetscape improvements.

### 2009 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.

## Key Takeaways from Land Use Alternatives Survey

- 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.
- Slight preference for allowing some residential at the Gateway Shopping Center.
- Mixed feedback on maintaining the current Grove Specific Plan or allowing increased density of housing.

## Suggestions/Ideas Heard

### Land Use

- Maintain the area's employment and retail focus while providing some higher-density housing.
- Revitalize underutilized shopping centers along Victoria, such as the 99 Cents Store and Kmart/Walmart building. Convert these shopping centers into mixed-use, community-oriented neighborhood centers with housing and office/R&D uses.
- Create a higher-density manufacturing and industry frontage along the eastside of US-101.
- Reduce height limits along portions of Victoria that abut single family homes. Prohibit heavy industrial uses near single family neighborhoods.
- Transform Victoria into a more walkable and transit-friendly corridor.
- Identify opportunities to provide more parks and community gathering areas.
- Maintain the Moon Drive Overlay zone.

### *Government Center*

- Maintain the current pattern and character of uses.

- Partner with the County to create a specific plan for the area.
- Activate the Government Center as a major activity center of the city. Different ideas for redeveloping some of the Center's parking have been suggested, including:
  - Providing affordable and workforce housing.
  - Developing a senior and/or community center that works in tandem with existing social services and the new Veterans facility.
  - Adding a transit center.
  - Creating an interpretive native garden with Chumash Art at the Telephone/Victoria corner site.
- Preserve Telephone/Victoria (the "protestor corner") as an important civic gathering space.
- Relocate the County jail.

## Transportation

- Improve pedestrian, bicycle, transit and micromobility facilities.
- Work with Caltrans to put a connector between US-101 (southbound) and SR-126 (eastbound) to alleviate traffic on Victoria. Study how the interchange would impact park space.
- Study extending SR-126 to the Harbor.
- Create stronger connections to surrounding residential neighborhoods with a separate pedestrian/bike path on the backside of Victoria.
- Install protected bike lanes along Victoria.
- Improve pedestrian crosswalks throughout Victoria.
- Identify needed safety improvements such as adding a left turn signal at Ralston/Victoria.
- Connect Thille all the way through the Government Center to provide a secondary east/west road in the area and help alleviate traffic on Telephone.

# Johnson Corridor

## Existing Vision

### 2005 General Plan

- Leverage location next to the Metrolink station.
- Establish a strategic mix of uses.
- Strengthen the 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.

## Key Takeaways from Land Use Alternatives Survey

- 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.

## Suggestions/Ideas Heard

### Land Use

- Wide variety of ideas for the future of the Johnson Corridor area suggested (some of which are conflicting). Ideas included:
  - Transforming the area into a transit village/destination that supports housing at all income levels and a wide variety of office, light manufacturing, and visitor-serving retail while phasing out noxious industrial uses.
  - Redeveloping the industrial areas south of/adjacent to the Metrolink station as mixed use. Concentrating higher density housing around the Metrolink station.
  - Maintaining/expanding the area as a mixed-use and industrial job center. Redesignating some areas for office/R&D, with potential locations for corporate headquarter(s).
  - Concentrating employment and industrial uses closer to the freeway and residential/mixed use away from the freeway.
  - Making the entire corridor residential and moving industrial uses to the other side of the freeway.
  - Promoting office uses along Johnson Drive and moving residential away from Johnson, closer to the Metrolink station.
  - Focusing light industrial and warehouse uses along the railroad.
  - Not developing anything and making the area “open space”
- Create a specific plan for the reinvention of this area that complements access to the Metrolink.

- Ensure that employment and retail in this area serve local residents and also attract people from other parts of the county
- Identify opportunities to add more parks and open space to the area (i.e., a greenbelt along Johnson).
- Promote the Metrolink station as a connection point to Los Angeles and major sporting events such as the 2026 World Cup and 2028 Olympics.
- Require ground floor commercial uses on mixed use developments to accommodate visitor and resident needs.
- Consider annexing the SOAR area east of Johnson for development.
- Provide more grocery stores in Montalvo.
- Add more neighborhood-serving retail (i.e., grocery stores) to underutilized shopping centers like the Toys R Us site.
- Explore redevelopment opportunities for key sites such as the Victory Outreach Ventura Church (formerly a movie theater), vacant parcels west of Motel 6, the underutilized parking lot on Capri Avenue, and underutilized shopping centers.

## Transportation

- Multiple ideas identified for the Metrolink Station, including:
  - Keeping the Metrolink Station on the Johnson Corridor (if pursued, need to make area more of a destination and phase out industrial uses).
  - Keeping the Metrolink Station at its current location but adding a new station in Downtown.
  - Relocating the Metrolink station to Downtown at the current Amtrak Station or at a different location.
  - Relocating the Metrolink Station to the Telephone SOAR area.
  - Repurposing the existing station as a depot for transporting agricultural goods.
- Work with Caltrans to fix the on/off ramps from US-101 to improve safety and freeway access.
- Improve the alignment of Johnson around the US-101 exit ramp.
- Redesign the Metrolink station to improve pedestrian access.
- Create a multiuse trail along the Harmon Barranca.
- Create a bike path along the Santa Clara River.
- Create an additional bridge over the Santa Clara River.
- Install more protected bike lanes.
- Improve circulation along Johnson Dr and Ventura Blvd. Consider widening these two corridors.

## Other Topics

- Add gateway signage and artwork to welcome those entering the city from US-101 or the Metrolink station.
- Attract biotech and manufacturing firms to the area with tax incentives.
- Study and monitor how business, retail, and cultural entertainment uses are projected to change over the General Plan horizon.

# SOAR Areas Within City Limits

## Existing Vision

### SOAR Ordinance (Sunsets in 2050)

- Protect the County's agricultural, rural, and open space lands.
- Strengthen the local agricultural economy.
- Agricultural, Rural and Open Space land use designations can be changed by vote of the people or by the Board of Supervisors to comply with state housing laws.

## Key Takeaways from Land Use Alternatives Survey

- 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.

## Suggestions/Ideas Heard

### Land Use

- Maintain agricultural uses in SOAR areas.
- Pursue development in the SOAR areas as a "last resort."
- If development were to occur:
  - Create specific plans for the SOAR areas.
  - Prioritize providing/require a substantial amount of affordable housing.
  - Develop well-planned communities with housing of various densities, neighborhood-serving retail/grocery stores, and high-quality parks.
  - Develop as parks and open space.

### Transportation

- Create a multiuse Barranca trail that connects the Telephone and Telegraph SOAR areas from Harmon Canyon to Bristol.
- If development were to occur, use the opportunity to widen Ramelli and extend Kimball to Bristol.
- Improve pedestrian and bicycle facilities to increase access to nearby residential neighborhoods and parks. Install a pedestrian bridge over SR-126 at Petit.

### Agriculture

- Strengthen regulations around pesticide exposure from existing agricultural activities.
- Partner with Ventura County and the Ventura County Agricultural Policy Advisory Committee to encourage/implement more sustainable agricultural practices.



# Eastside

## Existing Vision

### 2005 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.

## Key Takeaways from Land Use Alternatives Survey

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

## Suggestions/Ideas Heard

### Land Use

- Preserve the agricultural identity of the Eastside.
- Reduce the size of and limit the number of future residential developments.
- Support “pocket density” and incremental development in the residential neighborhoods.
- Allow for higher residential densities in certain areas of the Eastside, such as along transit corridors, near grocery stores or shopping centers, and on underutilized commercial buildings.
- Provide more grocery stores and neighborhood-serving retail/services. Implement strategies to attract more commercial development in the area.
- Preserve all agricultural lands. If development is pursued on agricultural areas, they should be prioritized for higher density affordable housing, farmworker housing, and retail.
- Prioritize intensifying or redeveloping areas that are already developed before considering agricultural lands.

### Transportation

- Expand transit services on major corridors such as Telephone, Telegraph, and Kimball.
- Create an Eastside transit hub on Wells, north of SR-126.
- Extend Kimball to US-101.
- Improve sidewalks and walkability in Eastside residential areas.
- Remove freeway sound walls.

### Agriculture and Food Access

- Require organic farming practices.

- Prohibit pesticide practices such as helicopter and aerial spraying.
- Support more farmers' markets on the Eastside.

# Citywide/Overall Comments

## Key Takeaways from Land Use Alternatives Survey

- Concerns about the impacts of (over) development
- Desire for no/minimal change in the city
- Desire for Ventura to stay unique and livable but conflicting ideas on how to achieve this.
- Desire that new housing be affordable and for residents and not market rate and for “outsiders.”
- Very mixed opinions of how the city should evolve.
- Besides Johnson Corridor, no clear direction on where new development should occur.
- Strong support for maintaining SOAR areas as agriculture.
- No clear direction from Citywide survey on where density changes (up or down) should occur.
- Locate new industrial uses away from residential areas.
- Lack of support for adding hotels except to the Harbor.
- Desire to increase activity and events at Fairgrounds, Harbor, Golf Courses, Beachfront and State Beach.
- *Challenge: Many are willing to accept new development so long as its affordable, low scale, pays for itself and causes minimal impacts.*

## Suggestions/Ideas Heard

### Land Use

- Maintain and protect the city’s agricultural identity/coastal beach town character and its slower, quieter pace of life.
- Preserve hillside and ocean views.
- Preserve historic buildings and neighborhoods.
- Create more form-based codes and specific plans to protect the character of the city’s neighborhoods.
- Encourage more walkable, transit-oriented development.
- Limit growth and heights across the city.
- Protect existing farmland and open spaces.

### Housing

- Provide housing options for residents of all walks of life, and in particular more affordable housing (not vacation rentals or second homes for people from “out of town”)
- Increase diversity of housing options in the city, including more ADUs and JADUs (not just big block buildings)
- Streamline the ADU approval process. Explore ways to subsidize some of the construction costs for ADUs.
- Support affordable homeownership for middle income families.

- Explore different/creative strategies for increasing affordable housing in the city (i.e., 3D printed concrete, modular construction, incremental infill, unconventional loans/subsidies, etc.)
- Prohibit new residential development in severe fire hazard areas.
- Support and expand tenant protection/fair housing programs.
- Restrict commercial/corporate ownership of residential housing.

### Parks and Open Space

- Maintain and expand the city's urban forest, parks, and recreational facilities. Identify opportunities to add more neighborhood parks throughout residential areas.
- Develop more community gathering spaces throughout the city.
- Explore different uses for existing golf courses.
- Leverage joint use agreements to maximize use of the city's existing parks and open space.
- Maintain the Fairgrounds as an important cultural and recreational area.

### Transportation

- Improve pedestrian/bicycle facilities and transit services throughout the city to reduce reliance on cars.
- Create an evacuation plan.

### Infrastructure

- Ensure adequate water supply and infrastructure capacity (i.e., sewers) for existing development and projected growth throughout the General Plan horizon.

### Other Topics

- Maintain high-quality design and development standards. Avoid having big, boxy, hovering buildings.
- Support small business owners.
- Improve gateway signage to the city.
- Work with VUSD to ensure the General Plan is adequately addressing the needs of families and students.
- Establish incentives that entice more employers to move to the city.