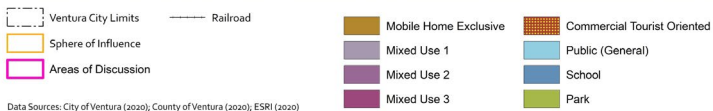
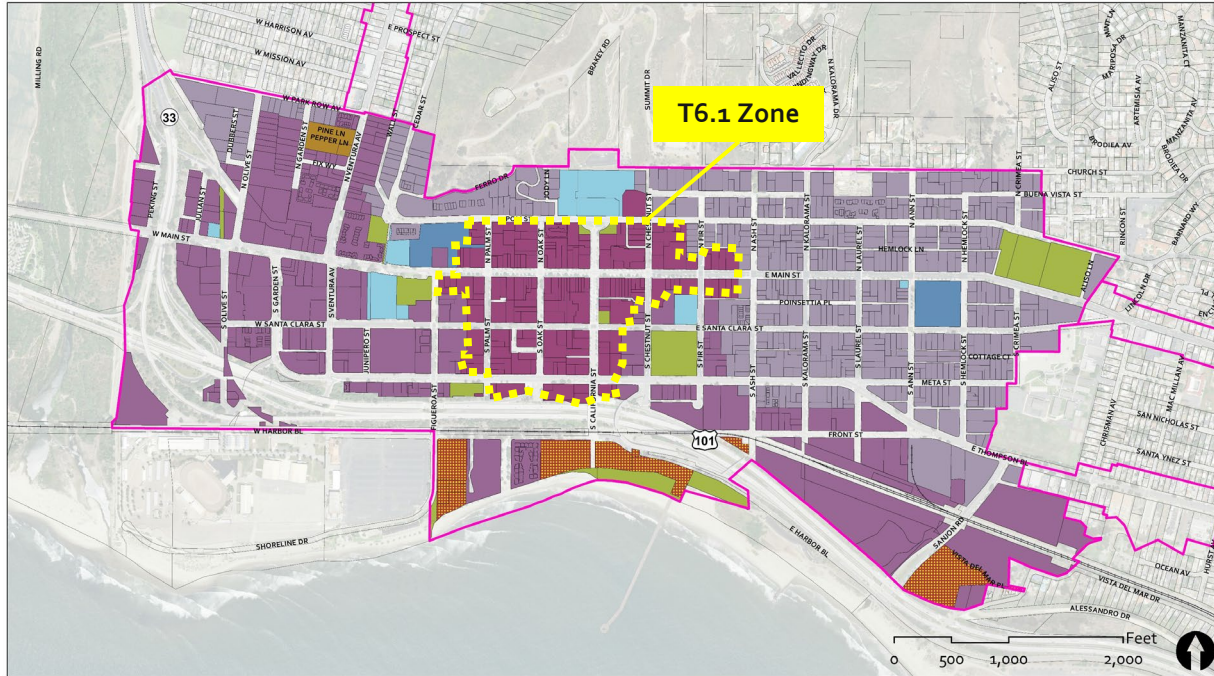
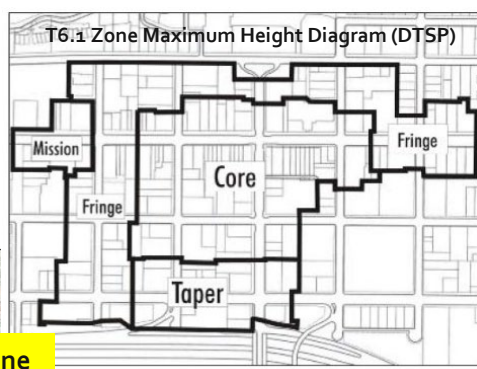


Downtown

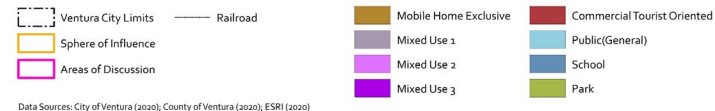
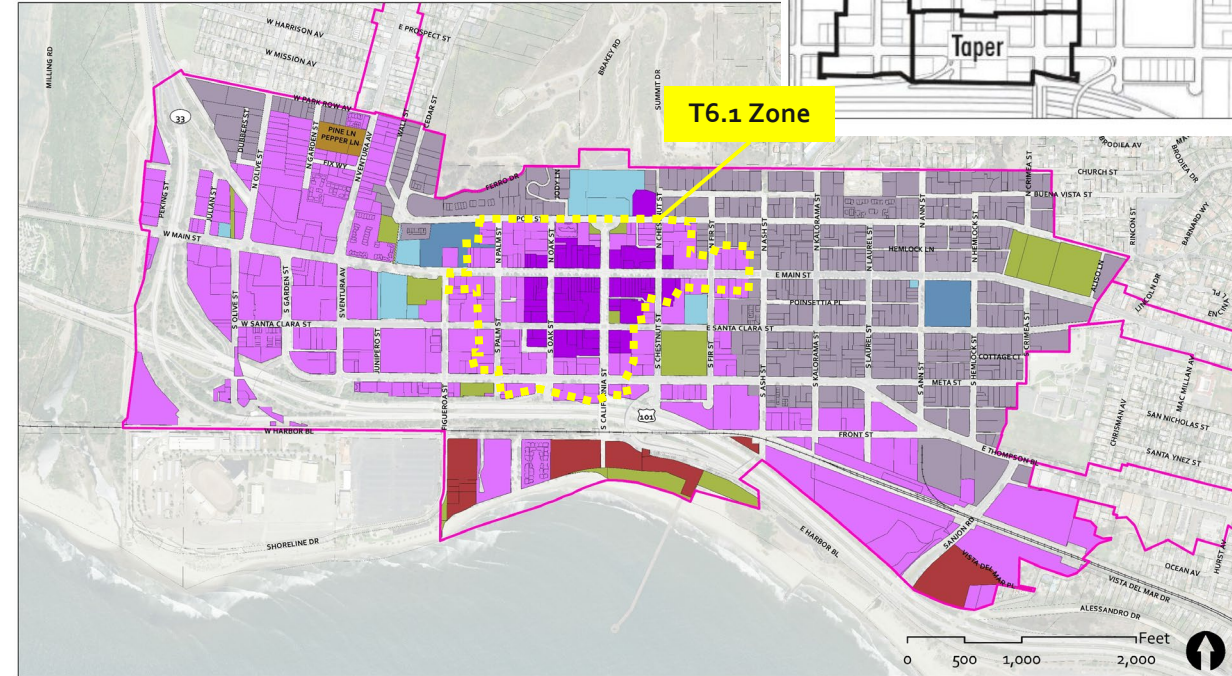
Revised October 6, 2022

Corrections Made to Downtown Base Alternative



Original Base Alternative for Downtown

(Released to the public August 30, 2022)



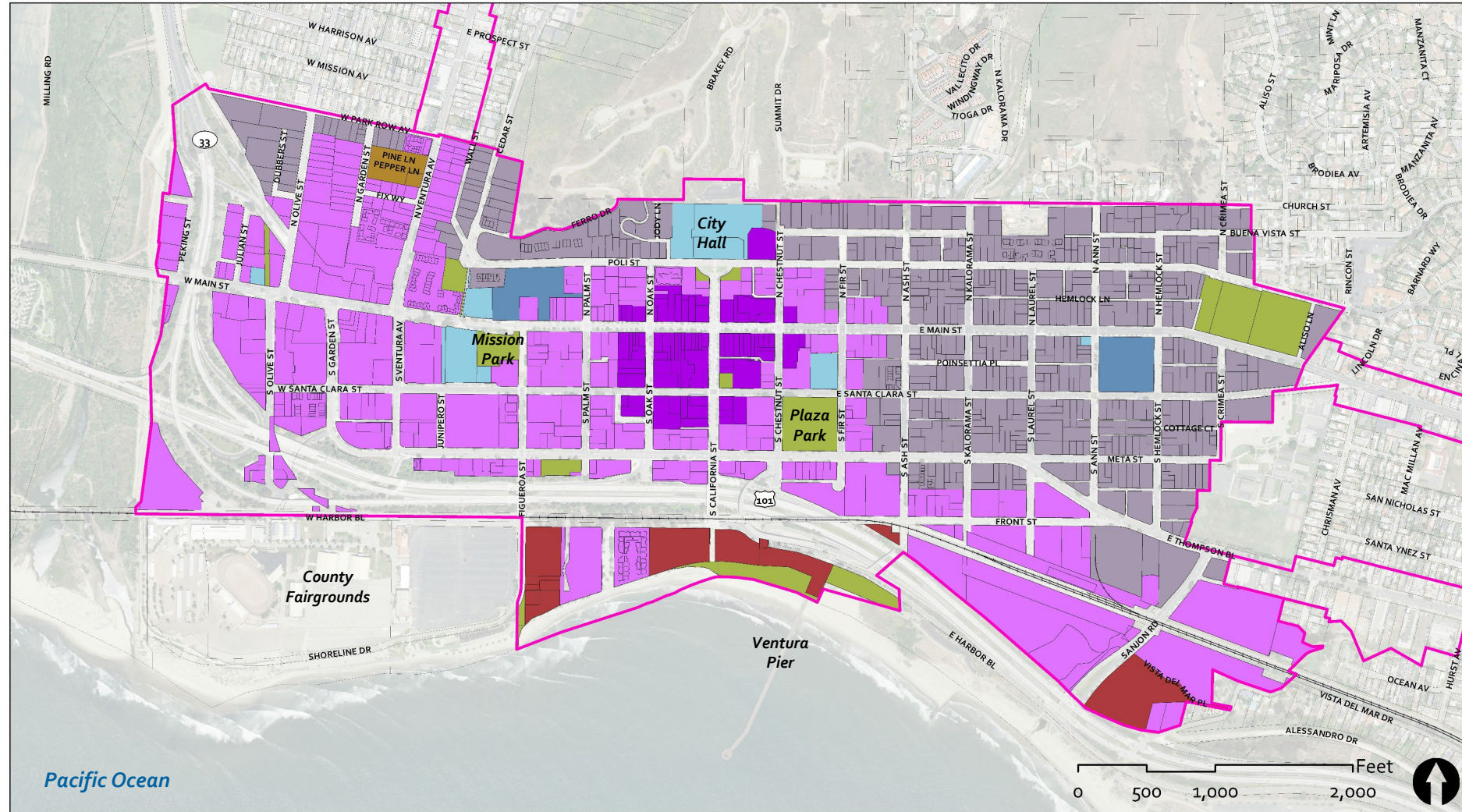
Revised Base Alternative for Downtown*

- Corrected the base land use designations for parcels zoned T6.1 to match Downtown Specific Plan regulations.
- Changed parcels in the Fringe, Taper, and Mission areas from Mixed Use 3 to Mixed Use 2.

*Please note that the land use colors have also been updated to enhance clarity.

Downtown - Base

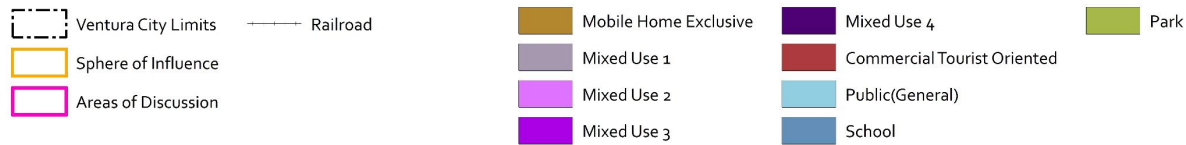
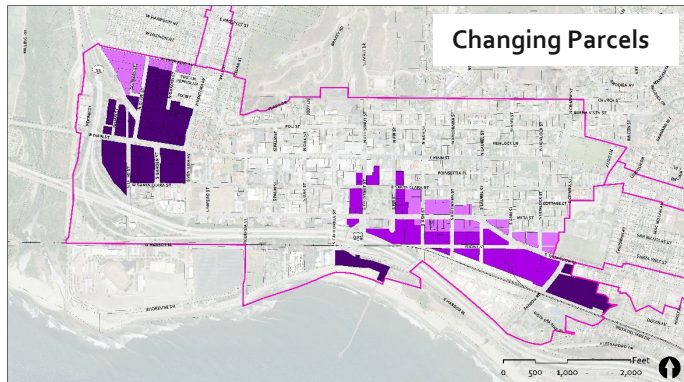
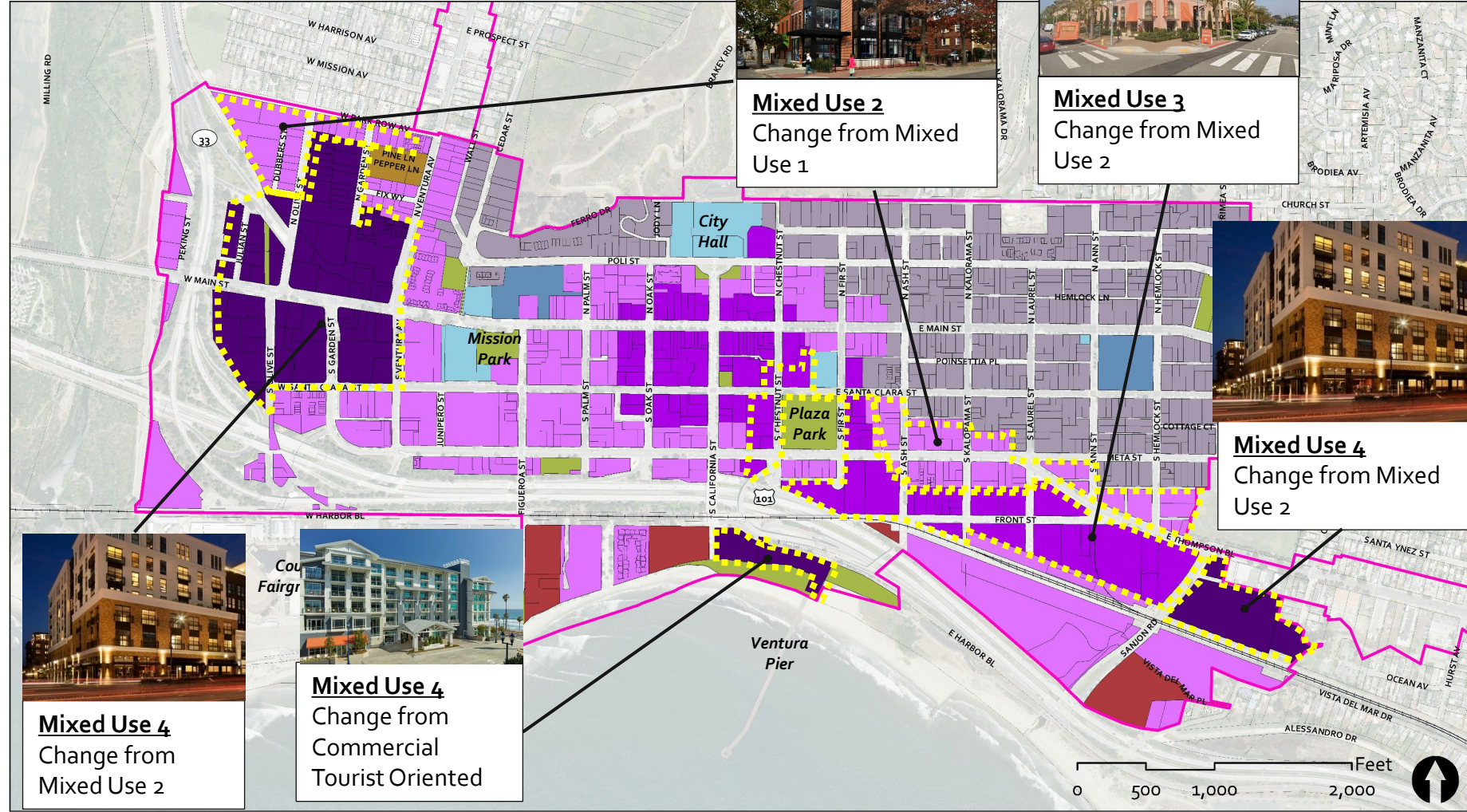
- Implements the broad vision/intent of the Downtown Specific Plan that reinforces Downtown as the heart of the city with a diverse mix of residential, retail, entertainment, visitor-serving, and employment uses.
- Normalizes all zoning districts from the Downtown Specific Plan into proposed land use designations. The majority of the Downtown is Mixed Use 1, 2, and 3, which allows for mixed use buildings between 3 and 5 stories.
- Note that existing height restrictions in zoning (including the percentage of the top floor that can be built) would remain in place. There are additional subarea and building type standards in the Downtown Specific Plan that influence height. The General Plan will continue to allow heights per those standards.



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

Downtown - Core

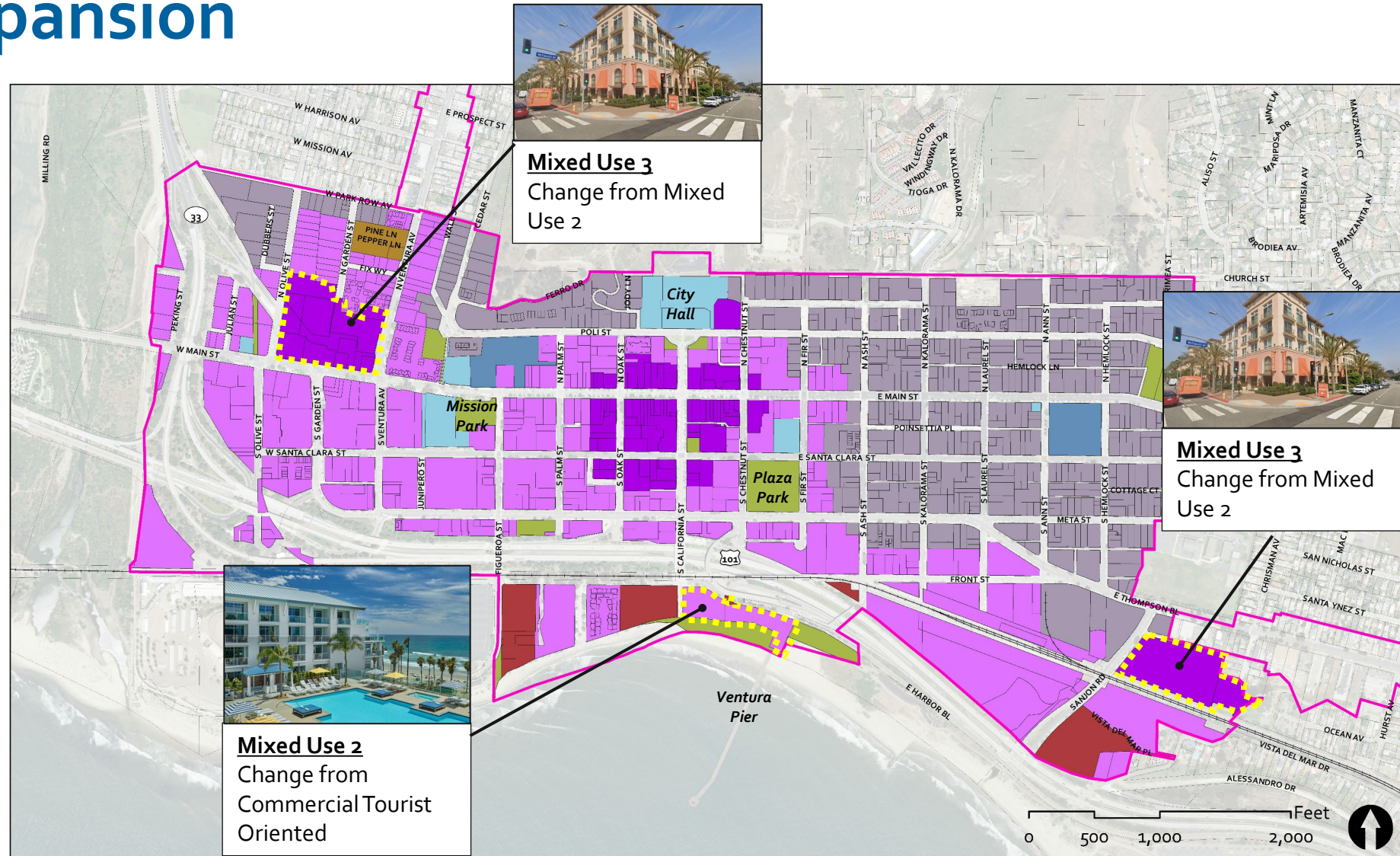
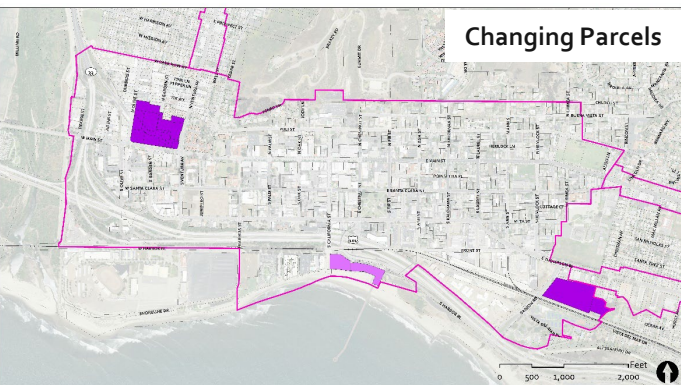
- Identifies the Downtown as an area for a significant amount of new development.
- Expands development capacity on the east and west sides of Downtown to allow for an increase in multifamily housing and jobs, while maintaining the current zoning (i.e., building heights) in most of the area.
- Activates the beachfront with the addition of Mixed Use 4 (6 stories) to allow additional retail and new visitor serving uses (e.g., hotels).
- Expands development capacity around Plaza Park and the Thompson corridor.



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

Downtown - Expansion

- Maintains most of the existing land use designations.
- Increases allowable height and density at Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories). Additional policies would be put in place to maintain a strong retail component (e.g., grocery store).
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.
- Increases the City yard on Sanjon from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories).



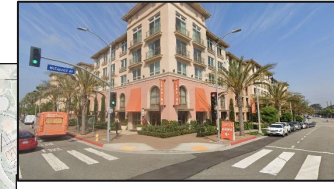
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Downtown - Distributed

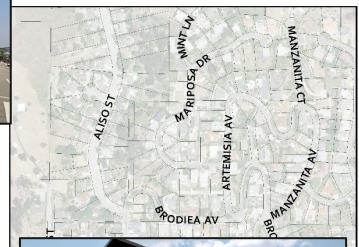
- Maintains the vision in the Downtown Specific Plan but allows for some increases in height on the east and west sides of Downtown to accommodate more housing and jobs.
- Increases allowable height and density of Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 4 (6 stories).
- Increases heights by 1 story around Mission Plaza, around Plaza Park, and along Thompson to encourage additional development.
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.



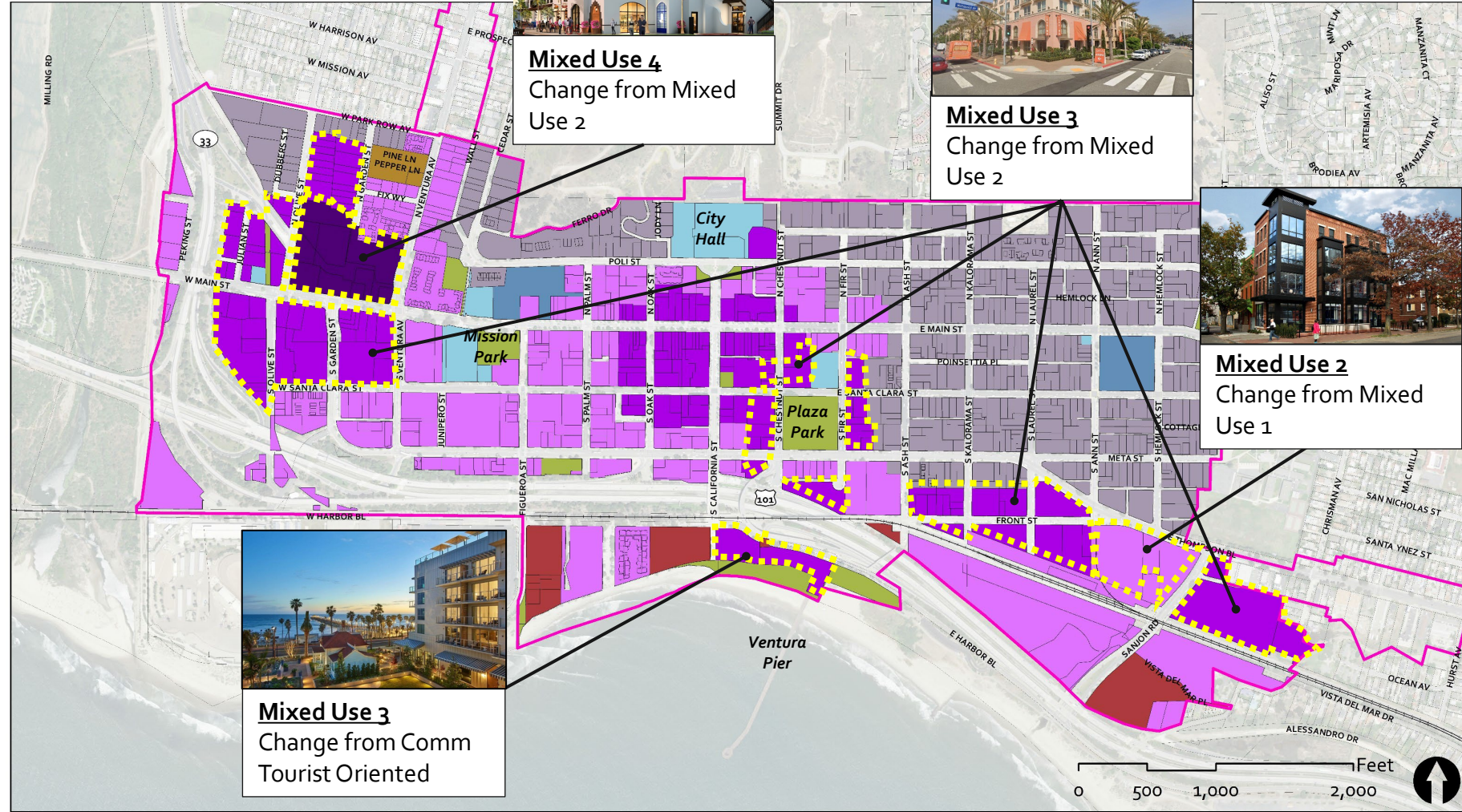
Mixed Use 4
Change from Mixed Use 2



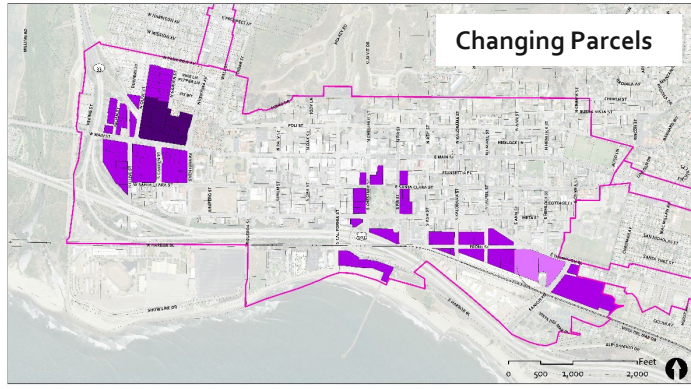
Mixed Use 3
Change from Mixed Use 2



Mixed Use 2
Change from Mixed Use 1



Mixed Use 3
Change from Comm Tourist Oriented



Ventura City Limits	Railroad	Mobile Home Exclusive	Mixed Use 4	Park
Sphere of Influence		Mixed Use 1	Commercial Tourist Oriented	
Areas of Discussion		Mixed Use 2	Public(General)	
		Mixed Use 3	School	

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