

Eastside Background Information

February 21, 2023

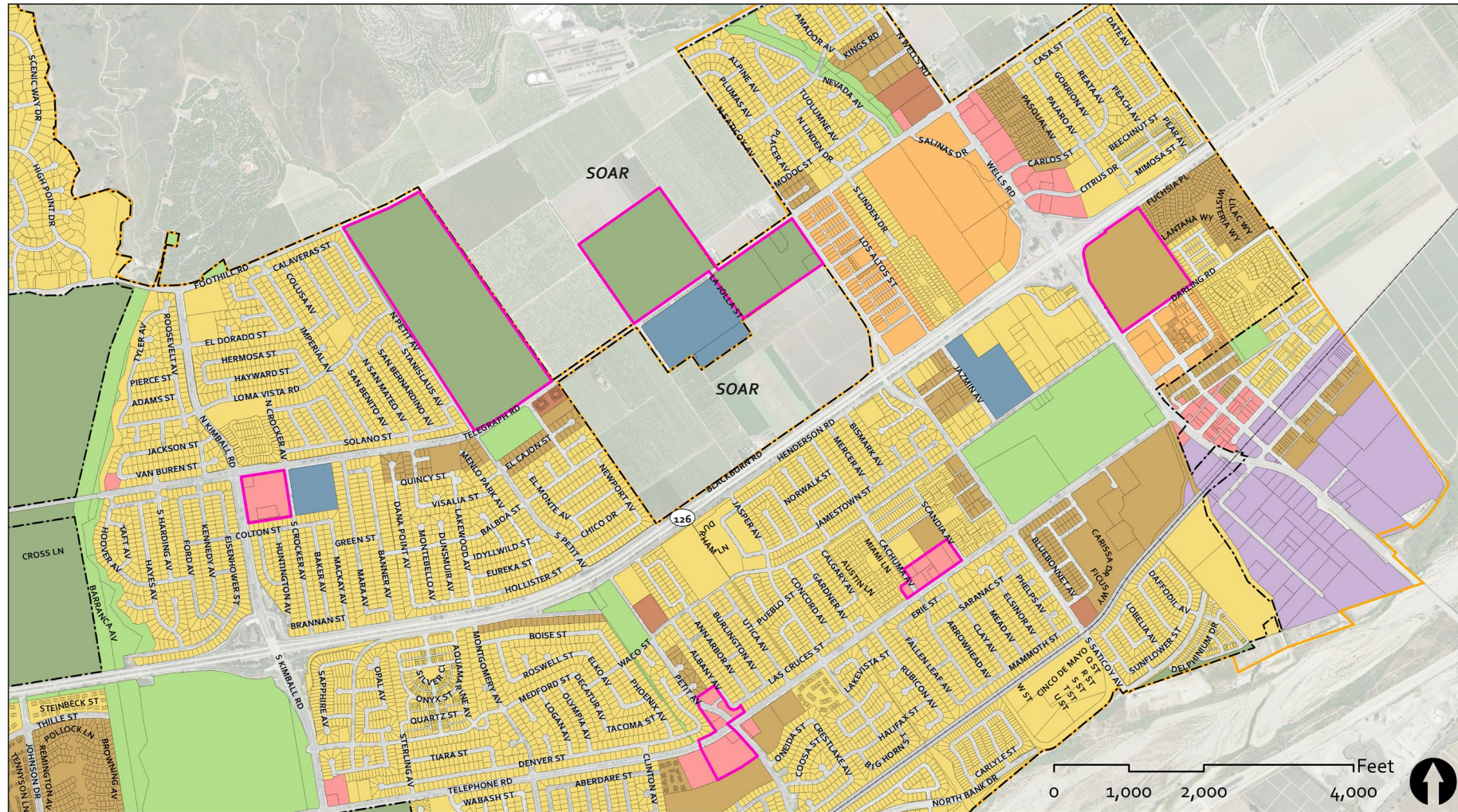


Existing Policy Direction, Land Use, and Zoning

Guiding Regulatory/Policy Documents

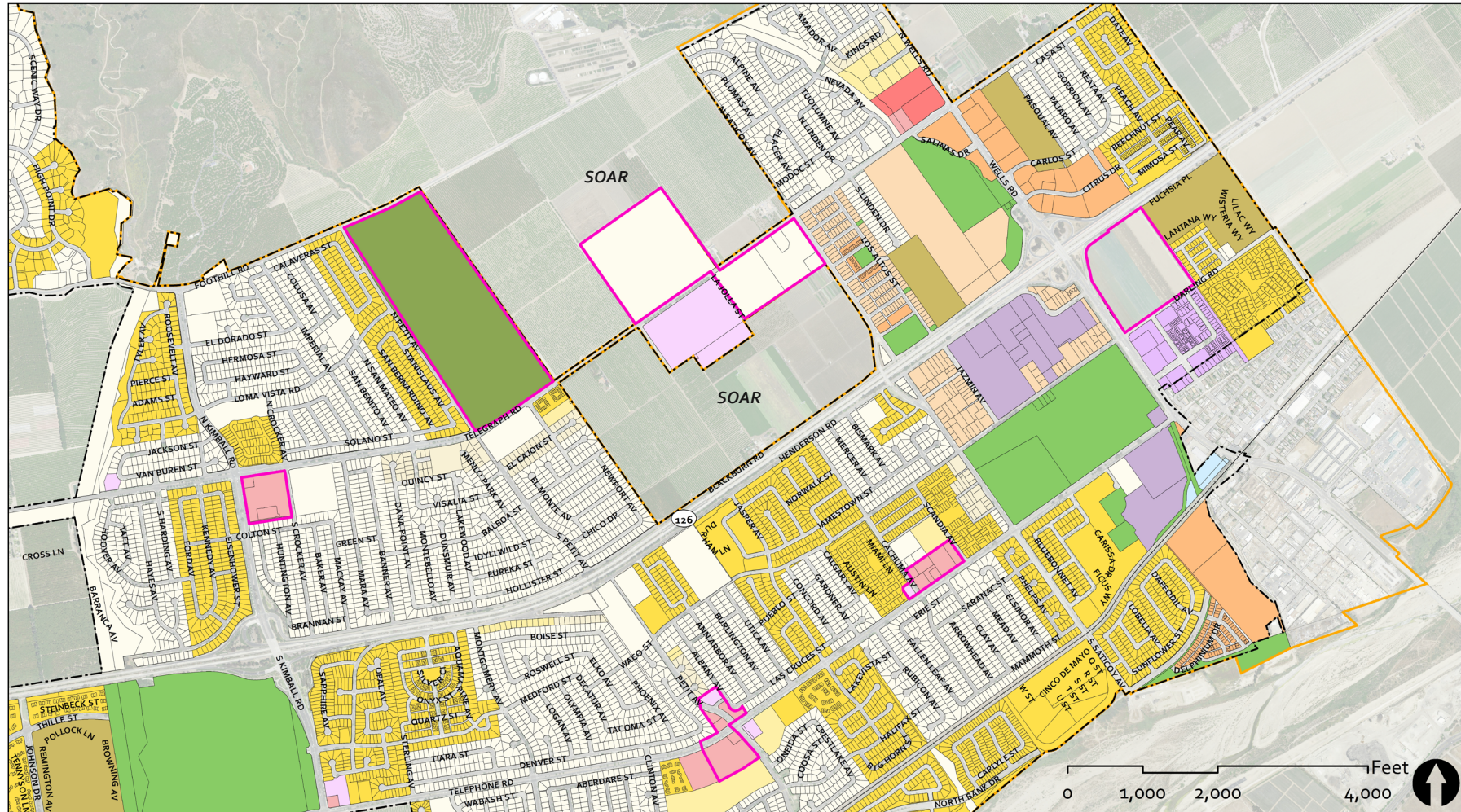
- **General Plan:**
 - Encourage intensification/diversification of uses, concentration of development, and housing alongside commercial uses
 - Focus a mix of activities in neighborhood centers that emphasize walking, biking, and public gathering
- No specific/community plans written for these areas

Current Land Use Designations



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

Current Zoning



- | | | | | | |
|---------------------|----------|-------------------------------------|------------------------------|------------------------------------|----------|
| Ventura City Limits | Railroad | R-1 Single Family | MHP Mobile Home Park | CPD Commercial Planned Development | Civic |
| Sphere of Influence | | R-2 Two Family | MXD Mixed Use | M-1 Limited Industrial | T3 Zones |
| Areas of Discussion | | R-3 Multiple Family | PO Professional Office | A Agriculture | T4 Zones |
| | | RPD Residential Planned Development | C-1A Intermediate Commercial | P Parks | |

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

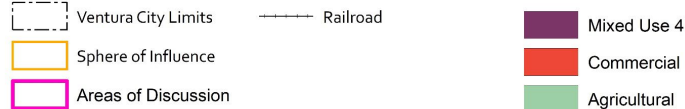
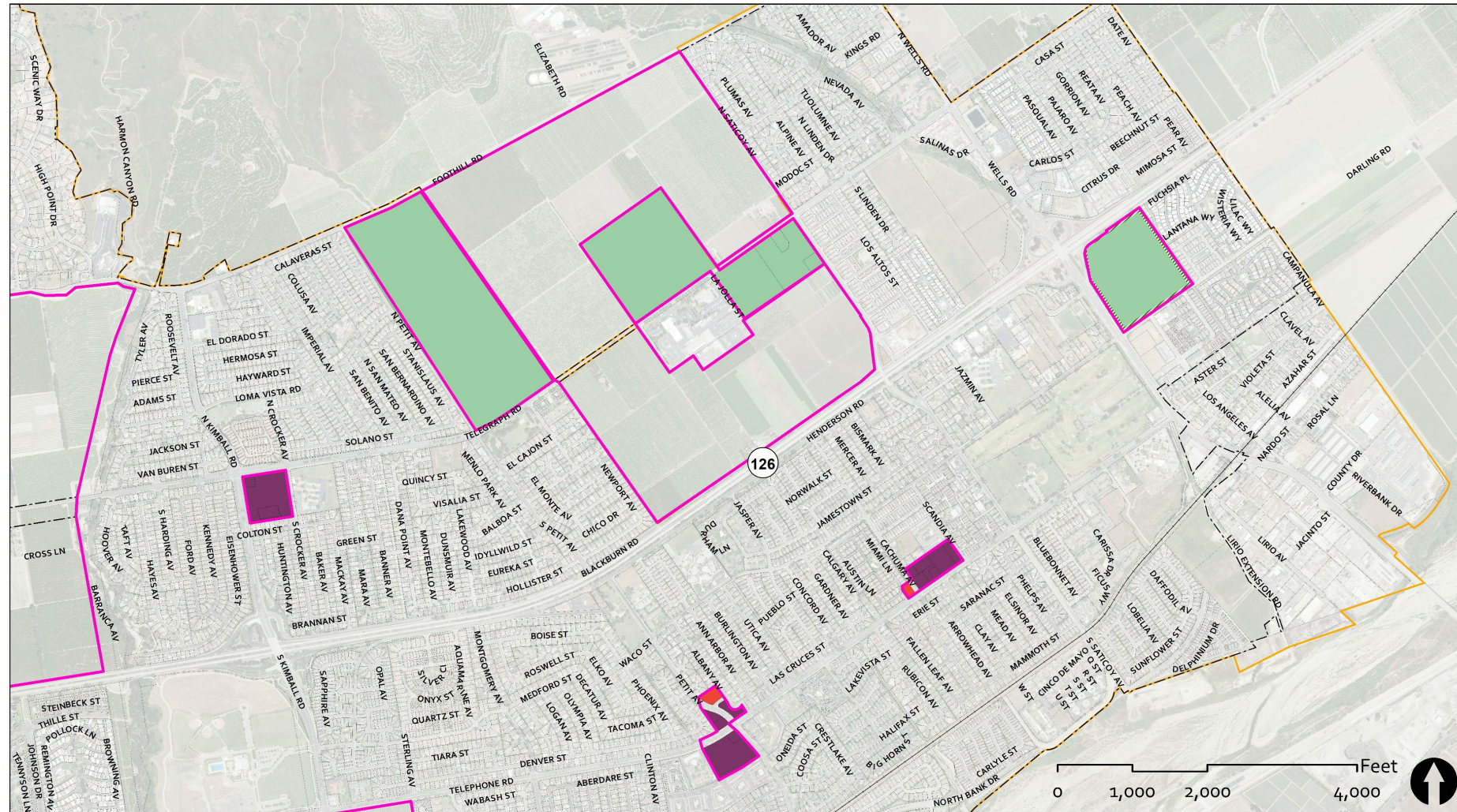
Relevant Zoning - Summary

Zoning Code	Zoning Name	Description	Source (Zoning Code, Specific Plan, etc.)	Max. Height (ft)	Max. Height (stories)	2005 GP Designation	Proposed New GP Designation (Base)
C-1A	Intermediate Commercial	Certain commercial retail and residential	Zoning Code	75	6	Commerce	Mixed Use 4
PO	Professional Office	Administrative and professional services	Zoning Code	45	3	Commerce	Commercial
A	Agricultural	Agricultural and related open space uses	Zoning Code	35	-	Agriculture	Agriculture

Land Use Alternatives

Eastside - "Base" Designations

- Designates commercial shopping centers as Mixed Use 4 (6 stories and 75 feet) based on the C1A and C2 zoning districts.
- Areas designated as "Agriculture" but not under the jurisdiction of SOAR are reserved for agricultural uses.
- Maintains the large parcel southeast of the Wells Road/Hwy 126 interchange as Agriculture. This parcel is part of the Saticoy-Wells Community Plan, part of SOAR initiative, and within the City's SOI.



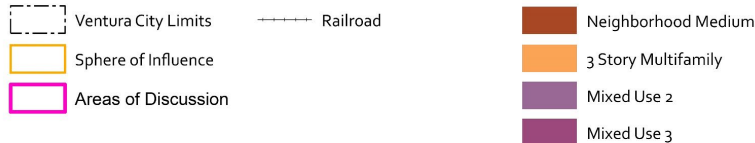
Eastside - Core

- Reduces maximum allowed height and density of the shopping centers to Neighborhood Center which allows retail and commercial uses and 4-story residential as a secondary use.
- Maintains agricultural areas since the focus of this alternative is on the western portion of the City.
- Allows 3-story mixed-use development (Mixed Use 1) in the unincorporated area. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*



Eastside – Expansion

- Maximizes new development in vacant and underutilized areas in the eastern portion of the City.
- Lowers maximum height in shopping centers to Mixed Use 3 (5 stories).
- Designates the agricultural lands for a range of urban uses including Neighborhood Medium, 3 Story Multifamily and Mixed Use 2 (4 stories).
- Designates the unincorporated parcel as Mixed Use 3 (5 stories) to create a new retail, services, commercial, and residential node. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*



Eastside - Distributed

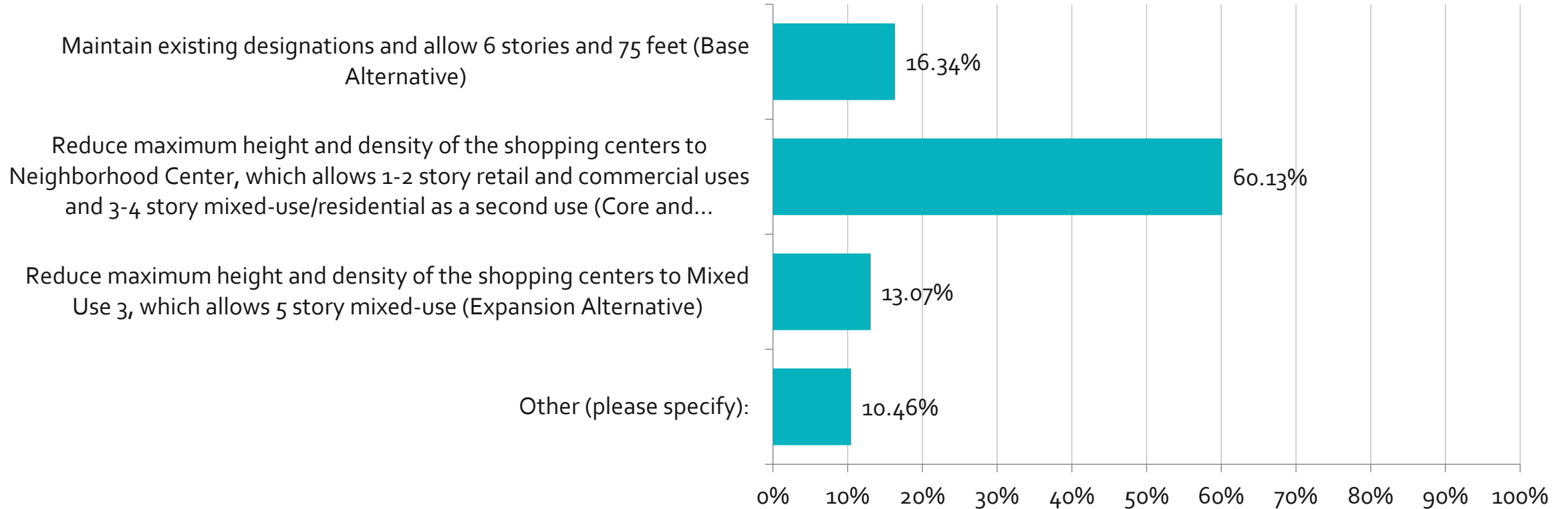
- Designates the large agricultural parcel with a mix of residential building types (ranging from attached single family to 3-story multifamily).
- Allows new jobs with the addition of Light Industrial/Flex.
- Creates a mixed-use node by designating the unincorporated parcel as Mixed Use 2 (4 stories). *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*
- Reduces the density and height of the shopping centers while still allowing housing (Neighborhood Center).



Survey Results

- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.

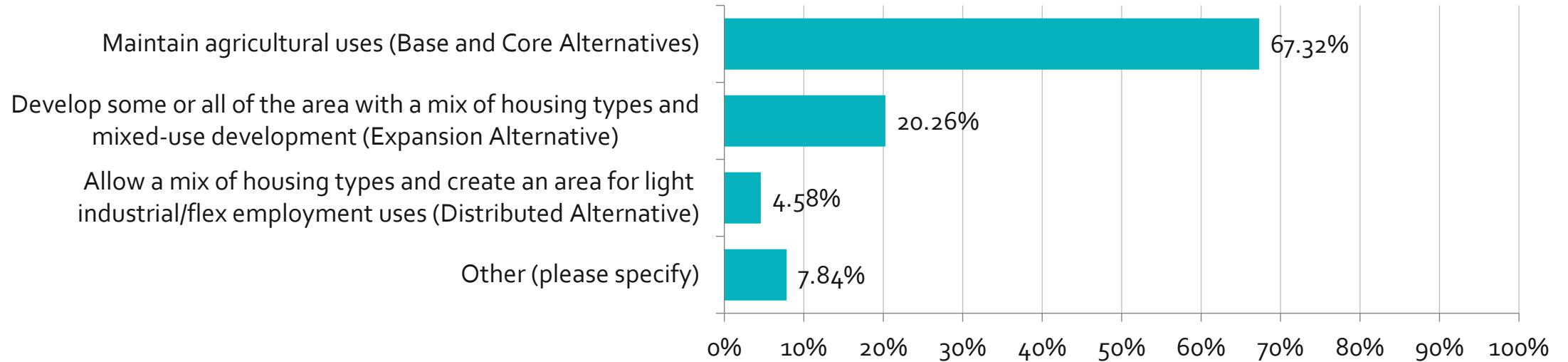
Q1: The commercial shopping centers on the Eastside are currently zoned C-1A and C-2, which allow commercial and mixed-use development up to 6 stories and 75 feet. What best describes your vision for these commercial shopping centers?



Q1, continued: The commercial shopping centers on the Eastside are currently zoned C-1A and C-2, which allow commercial and mixed-use development up to 6 stories and 75 feet. What best describes your vision for these commercial shopping centers?

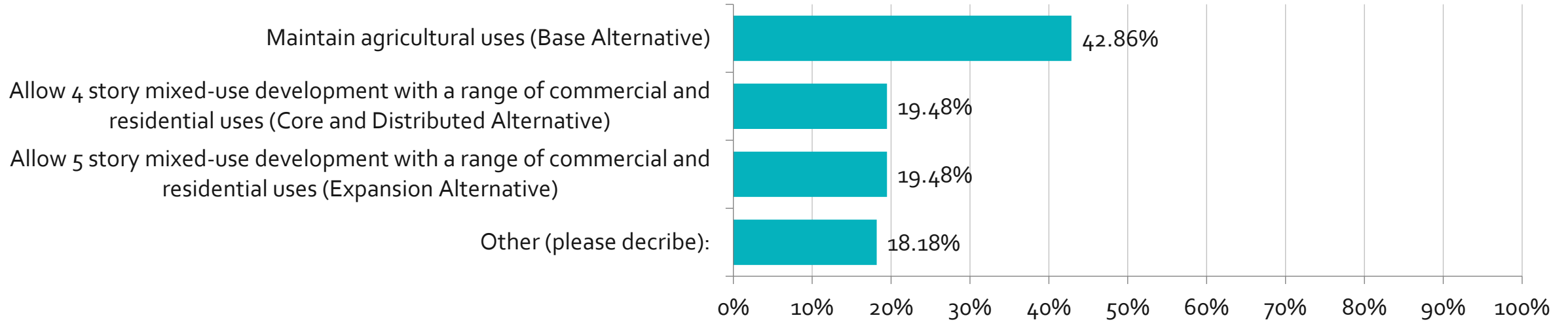
ANSWER CHOICES	RESPONSES
Maintain existing designations and allow 6 stories and 75 feet (Base Alternative)	16.34% (25)
Reduce maximum height and density of the shopping centers to Neighborhood Center, which allows 1-2 story retail and commercial uses and 3-4 story mixed-use/residential as a second use (Core and Distributed Alternative)	60.13% (92)
Reduce maximum height and density of the shopping centers to Mixed Use 3, which allows 5 story mixed-use (Expansion Alternative)	13.07% (20)
Other (please specify):	10.46% (16)
TOTAL	153

Q2: There are currently several large agricultural parcels that are within the City's incorporated area. Please tell us your vision for the future of these parcels?



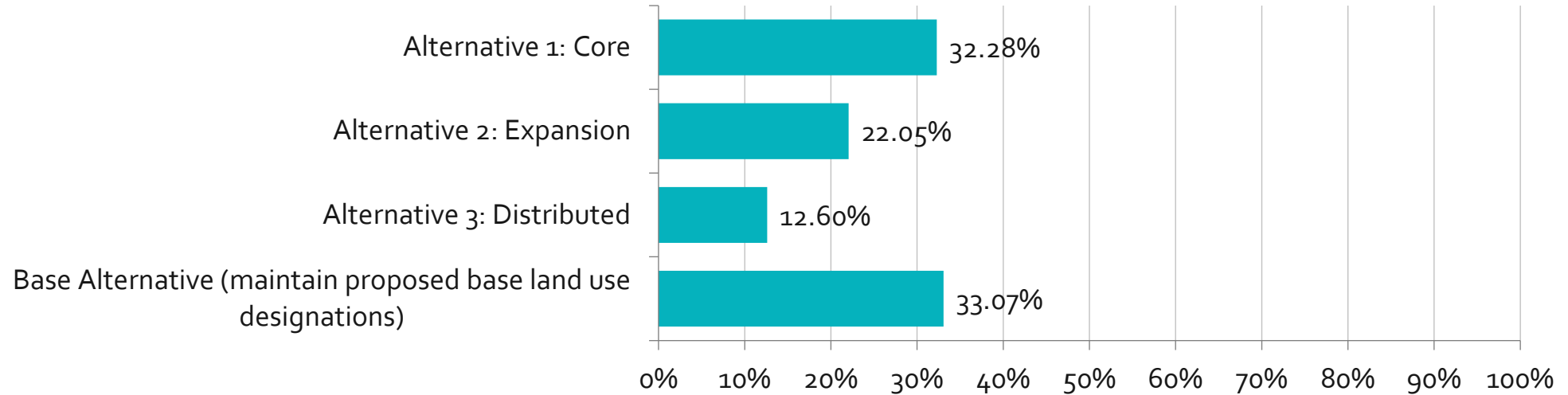
Answer Choices	Responses
Maintain agricultural uses (Base and Core Alternatives)	67.32% (103)
Develop some or all of the area with a mix of housing types and mixed-use development (Expansion Alternative)	20.26% (31)
Allow a mix of housing types and create an area for light industrial/flex employment uses (Distributed Alternative)	4.58% (7)
Other (please specify)	7.84% (12)
TOTAL	153

Q3: There is currently a 30-acre agricultural parcel located southeast of the SR 126 and Wells intersection. This parcel is currently in unincorporated Ventura County and it is identified for development in the Saticoy-Wells Community Plan. Please tell us your vision for this area.



Answer Choices	Responses
Maintain agricultural uses (Base Alternative)	42.86% (66)
Allow 4 story mixed-use development with a range of commercial and residential uses (Core and Distributed Alternative)	19.48% (30)
Allow 5 story mixed-use development with a range of commercial and residential uses (Expansion Alternative)	19.48% (30)
Other (please describe):	18.18% (28)
TOTAL	154

Q4: Based on what you have seen so far, which alternative best matches your vision for the future of the Eastside?



Answer Choices	Responses
Alternative 1: Core	32.28% (41)
Alternative 2: Expansion	22.05% (28)
Alternative 3: Distributed	12.60% (16)
Base Alternative (maintain proposed base land use designations)	33.07% (42)
TOTAL	127

Key Takeaways

- 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.

