

Subarea Report: Eastside/Juanamaria

July 2021



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Introduction

Ventura is home to a rich mosaic of neighborhoods with their own look, feel, and sense of place. While each has its own distinctive charm, each also faces its own unique set of conditions – such as housing quality, walkability, and park access – that have implications for residents’ quality of life. To better understand these differences, this report provides an overview of the Eastside/Juanamaria subarea in Ventura, delineating its predominant uses, overall character, and prevailing issues. It is one in a series of twelve (12) standalone reports on existing subareas in the City of Ventura.



Parklands Apartments. Source: Westside Rentals

Land Use	Percent
Residential	63.7%
Single-Family Attached	1.2%
Single-Family Detached	58.4%
Multifamily	4.1%
Commercial	1.8%
Office	0.3%
Commercial Centers	1.5%
Commercial Recreation	0.1%
Mixed-Use	0.1%
Mixed-Use Commercial	0.1%
Industrial/Manufacturing	0.1%
Light Industrial	0.1%
Public/Institutional	4.3%
Religious Facilities	0.9%
School	1.0%
Utilities / Communications	2.4%
Open Space	5.0%
Parks / Recreation	1.6%
Open Space	3.4%
Agriculture	24.4%
Vacant/Other	0.5%

nearly another third of all land, featuring several large farms and a handful of smaller neighborhood parks. Public/Institutional uses cover another 4.3 percent of land and generally reflect the needs of a large residential population, including amenities like schools and churches. The same can be said for commercial uses (1.8 percent), which are reflected in two small shopping centers and a health facility.

Eastside/Juanamaria Overview

Eastside/Juanamaria is a populous residential district in east Ventura, bounded by Foothill Road to the north, the City Limits to the east, Highway 126 to the south, and Kimball Road to the west. It is the only non-contiguous subarea in the city, divided into two separate parts by a large swathe of agricultural land under County jurisdiction. Despite its large size and population, Eastside/Juanamaria hosts the third-fewest jobs (1,136) of any subarea, reinforcing its identity as a suburban-style residential community.

Existing Land Use

As Figure 2 indicates, Eastside/Juanamaria is an overwhelmingly residential district, with housing covering 63.7 percent of land. Though single-family homes occupy the greatest share of land, several new apartment communities have been developed in recent years – particularly on the east end of the district. Agriculture (24.4 percent) and Open Space (5.0 percent) together comprise

Neighborhood Statistics



11,796 residents
(10.9% of City)



4,651 units
(10.7% of City)



7.5 units per residential acre
(Citywide: 7.8)



9.1 people per acre
(Citywide: 7.7)



median income
\$83,143
(Citywide: \$78,882)



median home value
\$549,686
(Citywide: \$570,100)



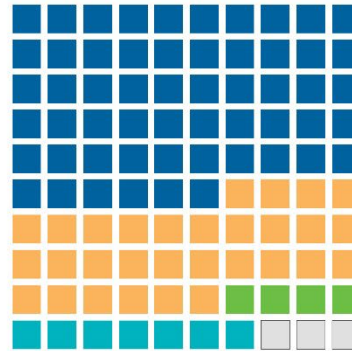
1,136 jobs
(2.2% of City)



18% residents aged 65+
(Citywide: 15.8%)



23% residents aged 18 or under
(Citywide: 21.8%)



- White (56%)
- Hispanic/Latino (30%)
- Asian (4%)
- Black (7%)
- Other/Two or More Races (3%)



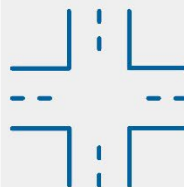
1.3 park acres per 1,000 residents
(Citywide: 7.2)



55.7% residents five minutes from park
(Citywide: 40.2%)

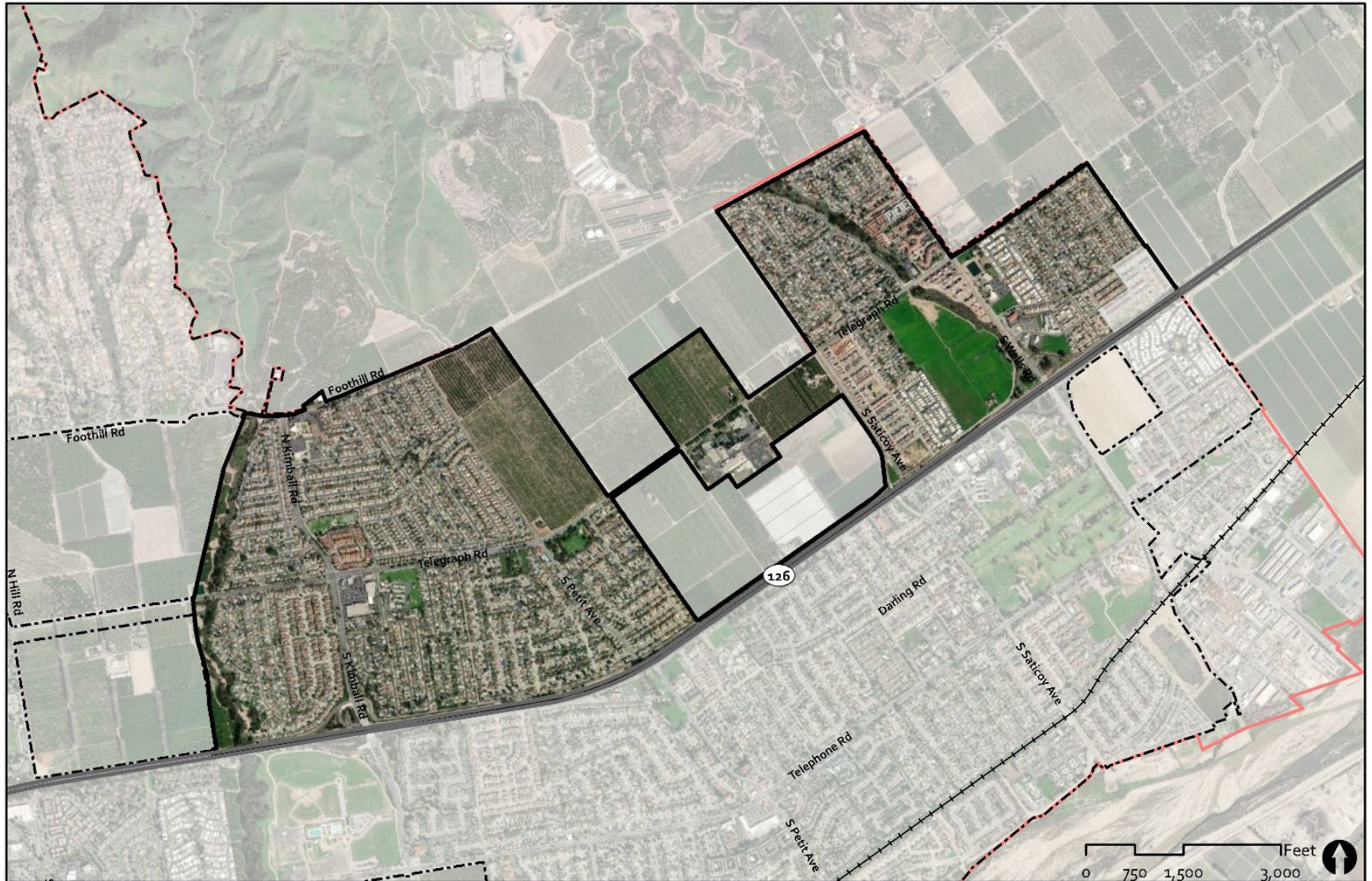







0.7% residents at very high fire risk
(Citywide: 10.7%)



73.1 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial

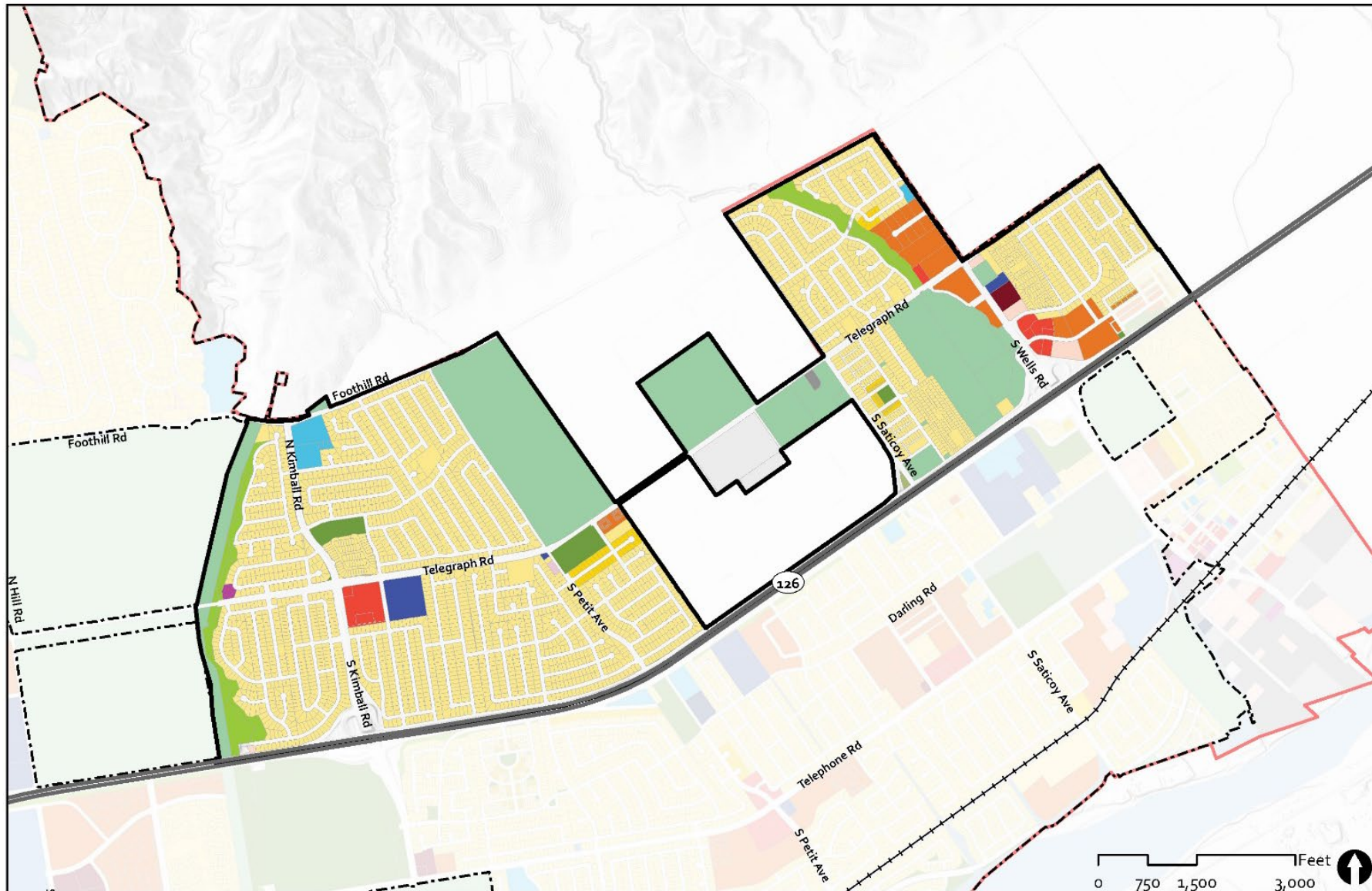


-  Eastside/Juanamaria Subarea
-  Ventura City Limits
-  Sphere of Influence
-  Railroad
-  Freeway

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



Figure 2: Existing Land Use



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



Neighborhood Features and Challenges

- **Lack of Commercial Amenities:** Despite hosting the second-largest population (17,035) of any subarea, Eastside/Juanamaria has very few commercial and retail amenities. As shown above on Figure 2, the district hosts just two retail nodes – one on the west end at Telegraph and Kimball, and another on the west end at Wells Road and Carlos Street – which together host just a few fast-food chains, one pharmacy (CVS), and one grocery store (Smart & Final Extra!). This dearth of retail amenities could potentially lead to lost sales tax revenue for the City, as district residents may travel to nearby cities (e.g., Oxnard) for their shopping needs. Even if residents choose to shop elsewhere in Ventura, poor transit service and a suburban layout (described more below) likely prevents residents from walking or biking to meet their daily service needs.
- **New Housing Development:** Eastside/Juanamaria has been the site of extensive planning and development in recent years. Between 2008 and 2009, the City adopted three subarea plans – the UC Hansen Specific Plan, Parklands Specific Plan, and Saticoy and Wells Community Plan – that together covered much of the district's east end. These efforts, which all prioritized infill development, have resulted in the construction of several new planned communities that include a range of housing types such as single-family homes, townhouses, and apartments. Many complexes have shared community facilities, such as pools and green spaces, for residents to enjoy. Some parks, such as the recently constructed Azahar Park, are even open to public access.
- **Large Opportunity Sites:** While the subarea plans noted above are mostly built out, more infill development is still expected. In the Parklands Specific Plan area, along Wells Road between Highway 126 and Telegraph Road, Phase I of the Parklands development project is nearing completion, with Phases II and III soon to commence construction. Given the lack of neighborhood-serving uses in the district, this project will bring needed retail and recreational amenities to the area, in addition to more housing.
- **Low Fire Risk.** Given the district's proximity to the foothills and other undeveloped areas, parts of Eastside/Juanamaria are at risk of wildfire. Approximately 0.7 percent of residents live in "very high fire risk" areas.
- **Flooding or Sea Level Rise Risk.** Eastside/Juanamaria is at risk of flooding. In a 100-year event flooding is expected along the Brown Barranca directly north of the 126 Freeway at Wells Road to include flooding over the 126 Freeway.

Streetscape

Eastside/Juanamaria's streetscape is characteristic of suburban residential environments. The roadway network is dominated by three major corridors – Telegraph, Wells, and Kimball Roads – which are auto-dominated with curb-to-curb rights of way fluctuating in width between 70 to 110 feet. While all three host an extensive network of Class II bike lanes (including some that were recently painted, as shown to the right), they have limited pedestrian infrastructure with narrow sidewalks, no street canopy, and inactive public frontages. Given its suburban residential character, virtually all buildings are



Telegraph Road. Source: Google Maps

significantly set-back from the street (~30 feet) and frequently separated via retaining walls, shrubs, and landscaped front yards. This layout creates a stark demarcation between the public and private realms, resulting in an uninviting pedestrian environment.



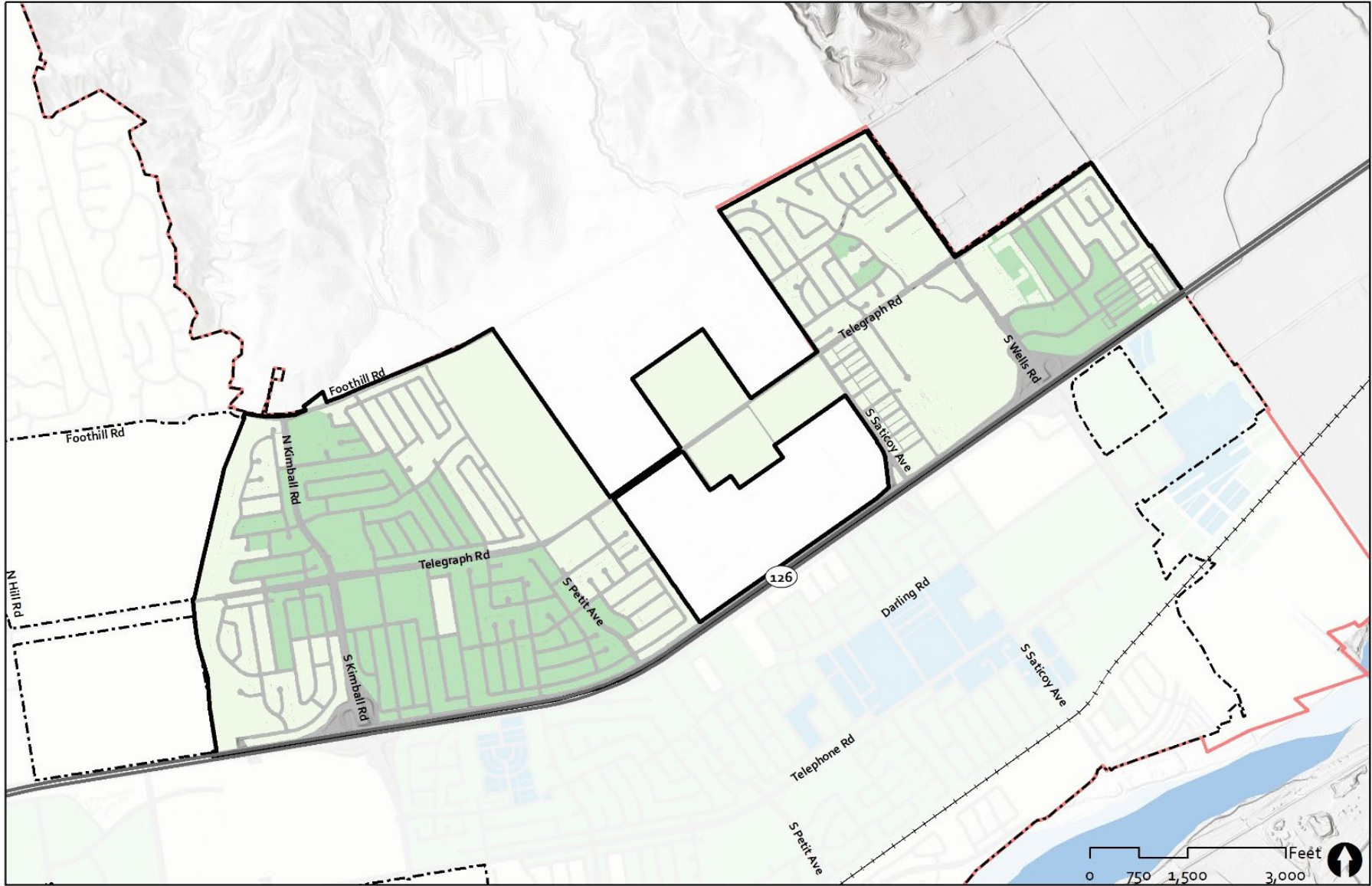
North Linden Drive. Source: Google Maps









Intersection Density

Intersection Density is one metric used to evaluate an area's walkability. A high concentration (i.e., density) of intersections in a defined place is typically indicative of a gridded street pattern, which expands travel routes and connectivity, creates frequent opportunities for controlled pedestrian crossing, and can even facilitate placemaking at key nodes. Intersection densities of 140 per square mile or more are more conducive for walkability.

As Figure 3 below indicates, Intersection Density in Eastside/Juanamaria varies by location. By citywide standards, the district's west end contains an average concentration of street intersections with small residential blocks broken up by several north-south connector roads. On the east end, however, a several curvilinear roadways and cul-de-sacs form an impermeable street network with virtually no street grid.

Figure 3: Intersection Density

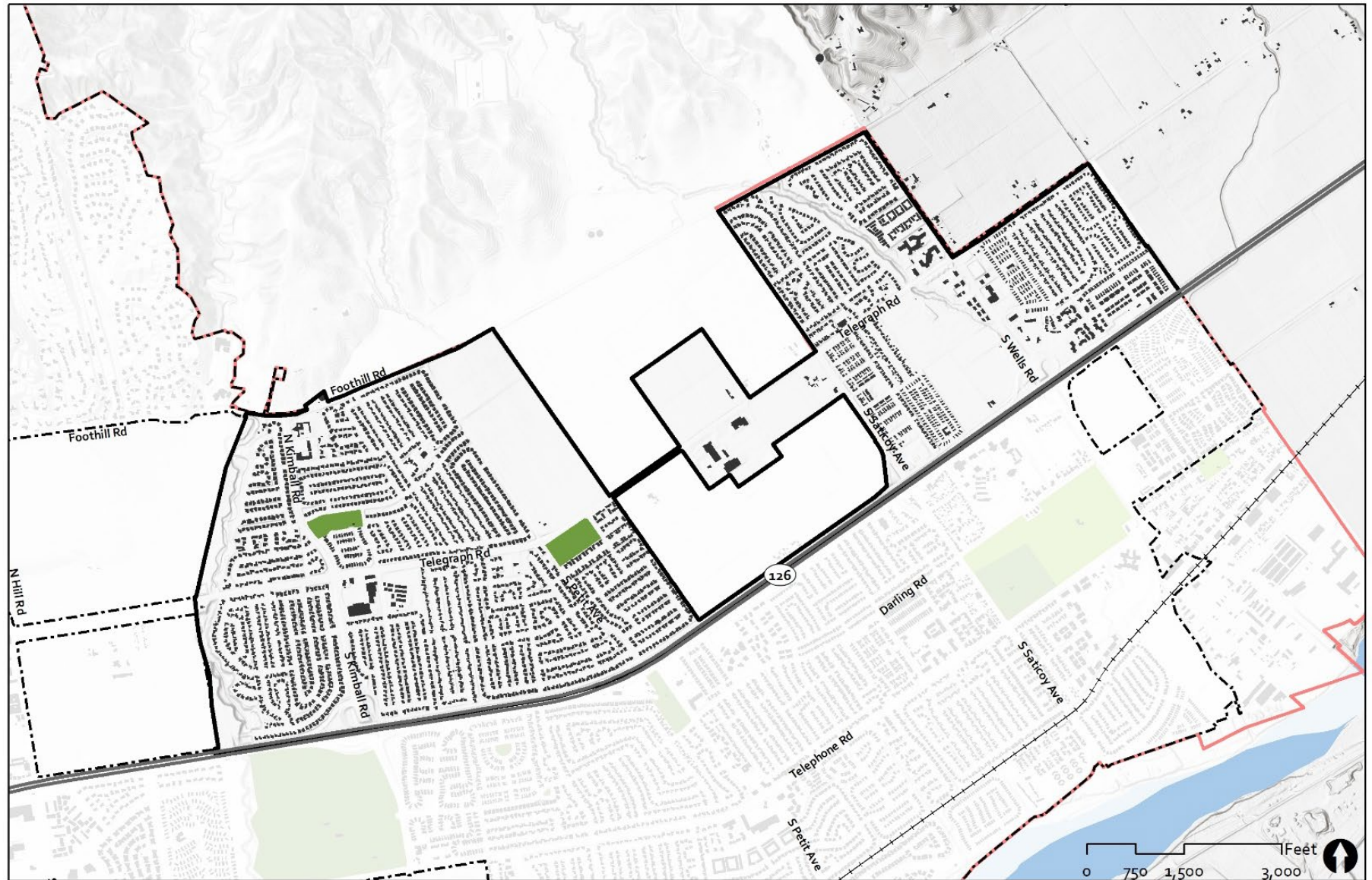


	Eastside/Juanamaria Subarea	Number of Intersections (per sq. mile)
	Ventura City Limits	 < 90
	Sphere of Influence	 90 - 140
	Railroad	 140 - 200
	Freeway	

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

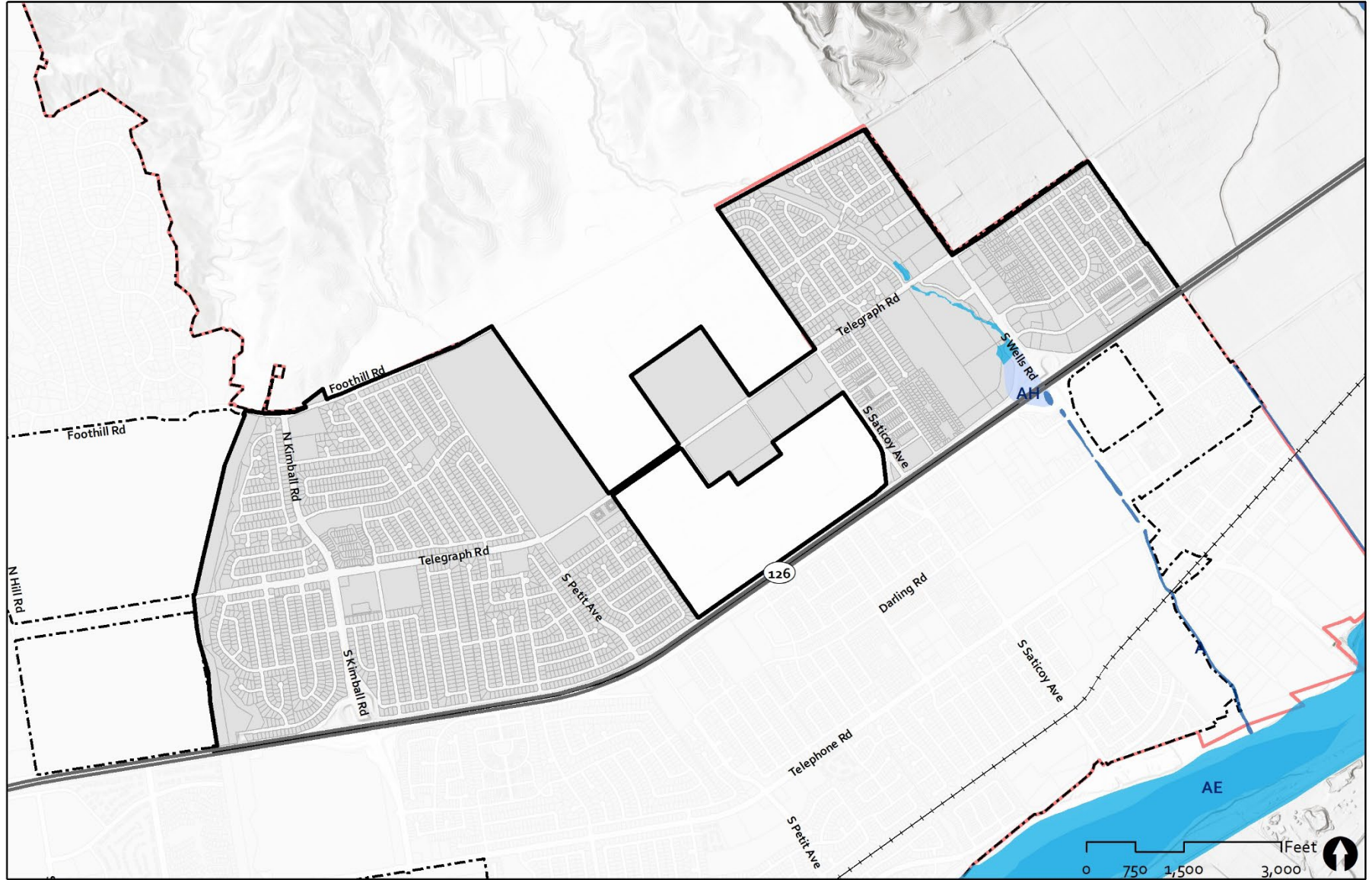



Figure 4: Building Footprints



- Eastside/Juanamaria Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway
- City Park/Open Space
- Regional Park/Open Space
- Building Footprints

Figure 5: FEMA Flood Risk



- | | | | | | |
|---|-----------------------------|---|----------|---|---|
|  | Eastside/Juanamaria Subarea |  | Railroad |  | A: Areas With A 1% Annual Chance Of Flooding |
|  | Ventura City Limits |  | Freeway |  | AE: Base Floodplain Elevation |
|  | Sphere of Influence | | | | AH: Areas With A 1% Annual Chance Of Shallow Flooding |



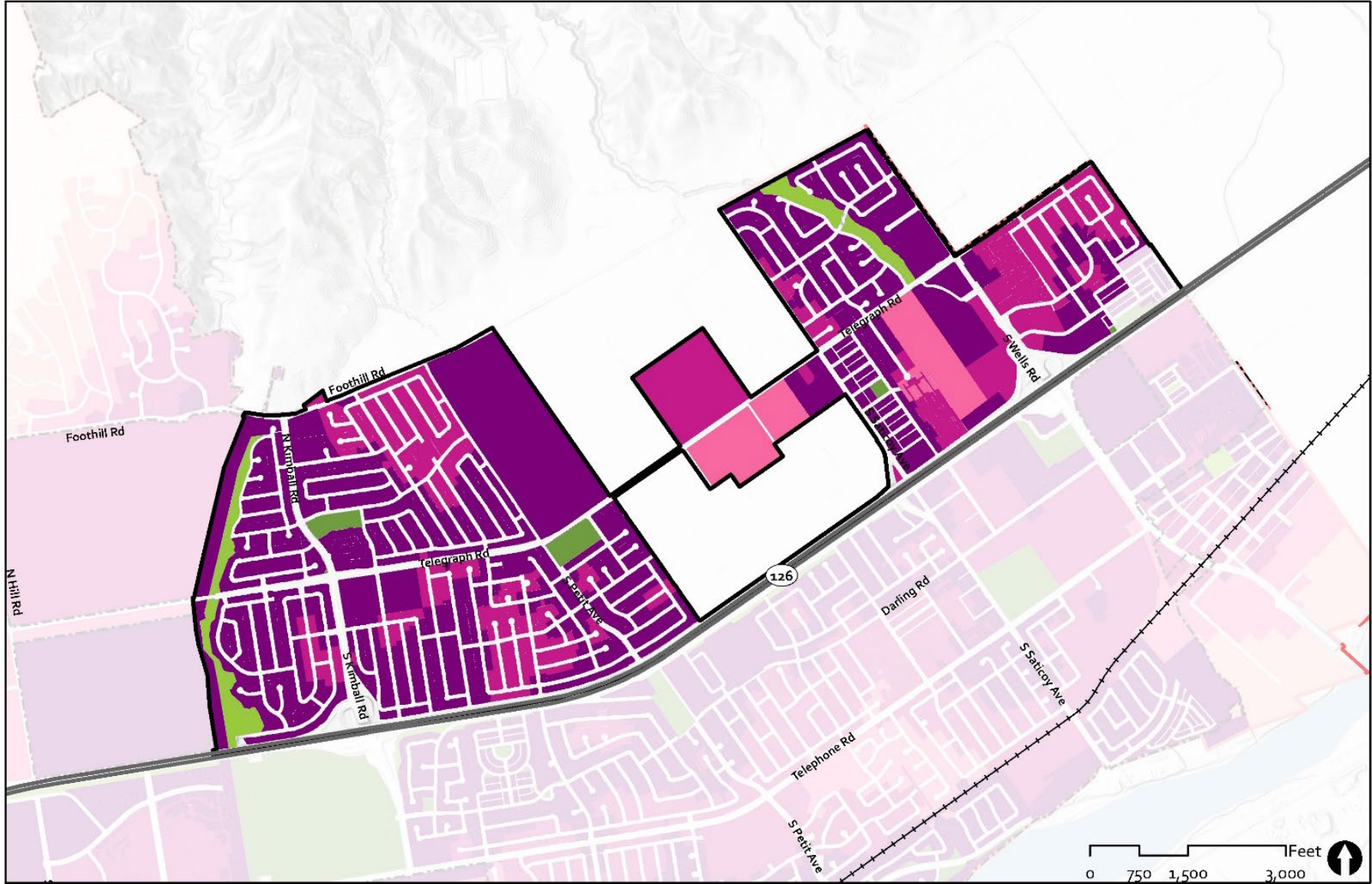
Open Space

Eastside/Juanamaria suffers from a lack of parks and open space. Currently, the district hosts four small neighborhood parks, one linear park, and a segment of the Arundell Barranca. While these spaces are well-distributed across the district – virtually all residents (99 percent) live within a 10-minute walk of one – they are largely insufficient given the district’s sizable population. The total amount of parkland amounts to just 1.27 acres per 1,000 residents, which is the third lowest of any subarea. This low ratio indicates an overall shortage of recreational space, which may potentially cause parks to overcrowd on busy days.



Juanamaria Park. Source: BusinessYab

Figure 6: Walk Access to Parks



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



Summary of Key Findings

- **Amenities Shortage:** To adequately serve the needs of its many residents, Eastside/Juanamaria needs to attract more amenities. Retail uses are currently limited to a handful of fast-food chains and one grocery store, and recreationally, there are just 1.27 acres of public parkland per 1,000 residents – less than one-fifth the citywide figure. Addressing these deficiencies is especially urgent given the several housing projects that have been built in recent years, which continue to bring an influx of residents to an already large population base.
- **Infill Opportunities:** Fortunately, the district appears to have adequate capacity to accommodate more amenities. The Parklands development project will introduce a variety of new uses to densify the district and support the needs of a growing residential population.
- **Uninviting Pedestrian Environment.** Deep street setbacks, coupled with auto-dominated roadways, contribute to an uninviting pedestrian environment on key corridors. A greater emphasis on mixed land uses and thoughtful design could help reduce the stark barriers between the public and private realms, and perhaps may help activate the neighborhood environment.

***Note:** Due to misalignments between subarea and Census-designated boundaries, demographic indicators presented in this report should be treated as approximations.*