

# Subarea Report: Marina

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 Marina 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.

| Land Use                        | Percent      |
|---------------------------------|--------------|
| <b>Residential</b>              | <b>6.4%</b>  |
| Single-Family Detached          | 6.4%         |
| <b>Commercial</b>               | <b>3.2%</b>  |
| Accommodation                   | 1.6%         |
| Commercial Centers              | 1.5%         |
| <b>Mixed-Use</b>                | <b>3.8%</b>  |
| Mixed-Use Commercial            | 3.8%         |
| <b>Industrial/Manufacturing</b> | <b>3.0%</b>  |
| Heavy Industrial                | 1.7%         |
| Wholesale / Warehousing         | 1.4%         |
| <b>Public/Institutional</b>     | <b>36.5%</b> |
| Civic Facilities                | 1.2%         |
| Utilities / Communications      | 12.9%        |
| Water                           | 22.5%        |
| <b>Open Space</b>               | <b>41.5%</b> |
| Parks / Recreation              | 6.0%         |
| Open Space                      | 0.2%         |
| Golf Courses                    | 35.3%        |
| <b>Agriculture</b>              | <b>4.3%</b>  |
| <b>Vacant/Other</b>             | <b>1.4%</b>  |

## Marina Overview

The Marina is a small mixed-use community encircling the Ventura Harbor, bounded by the Arundell Barranca to the north, Harbor Boulevard to the east, Santa Clara River to the south, and the Pacific Ocean to the west. With less than 1,700 full-time residents, it hosts the second-smallest population of any subarea and the highest concentration of White/Caucasian residents (87 percent). However, recent and planned projects are anticipated to grow the Marina’s residential base (see more below). Figure 1 shows an aerial view of the subarea.

### Existing Land Use

As Figure 2 indicates, the Marina hosts a varied mix of land uses. Unlike most areas in Ventura, housing occupies just a small proportion (6.4 percent) of land in the Marina, most of which are in the Ventura Marina Mobile Home Park. Instead, Open Space comprises nearly half (41.5 percent) of all land, including the large Olivas Park golf course, several acres of beach, and other green spaces. Public uses, primarily parking lots and some utility centers, comprise

another 35.3 percent, while employment-generating uses – such as commercial, industrial, and agriculture – together comprise 10.5 percent of land.



Ventura Harbor. Source: [Marinas.com](http://Marinas.com)

The Marina’s distinctive land use features are located along either the coast or harbor. As previously noted, the Marina contains an array of beaches including Harbor Cove, South Jetty, and Surfer’s Knoll, and Soter’s Point (which is accessed via trail from Marina Park). Elsewhere, the Harbor Village Shopping Center provides harborside food and retail options, and in the northern half of the district, three hotels are found. The Portside Ventura Harbor project, which contains 300 units and 20,000 square feet of retail space, was completed in early 2020 and has begun leasing units.

## Neighborhood Statistics



**1,675 residents**  
(1.5% of City)



**934 units**  
(2.1% of City)



**11.5 units per residential acre**  
(Citywide: 7.8)



**2.2 people per acre**  
(Citywide: 7.7)



**median income**  
**\$84,452**  
(Citywide: \$78,882)



**median home value**  
**\$378,900**  
(Citywide: \$570,100)



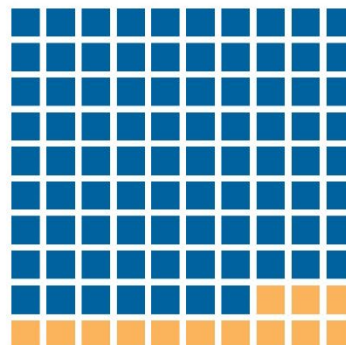
**823 jobs**  
(1.6% of City)



**62% residents aged 65+**  
(Citywide: 15.8%)



**0% residents aged 18 or under**  
(Citywide: 21.8%)



■ White (87%)  
■ Hispanic/Latino (13%)  
■ Asian (0%)  
■ Black (0%)  
■ Other/Two or More Races (0%)



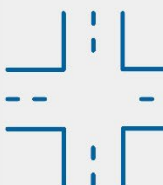
**25.5 park acres per 1,000 residents**  
(Citywide: 7.2)



**4.3% residents five minutes from park**  
(Citywide: 40.2%)








**14.6% residents at sea level rise risk (3.3 ft.)**  
(Citywide: 1.7%)



**18.7 intersections per mi²**  
(Citywide: 92.7)

Figure 1: Aerial

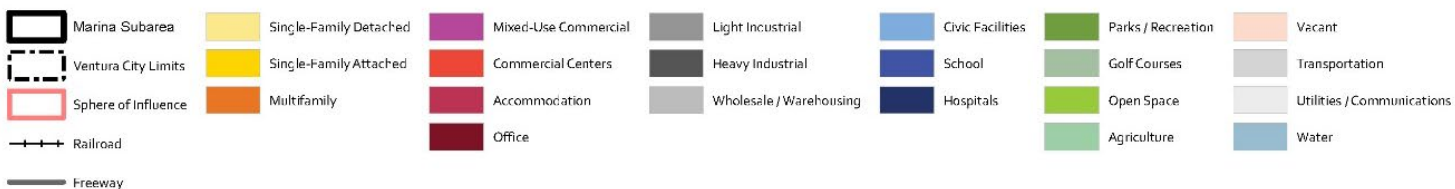
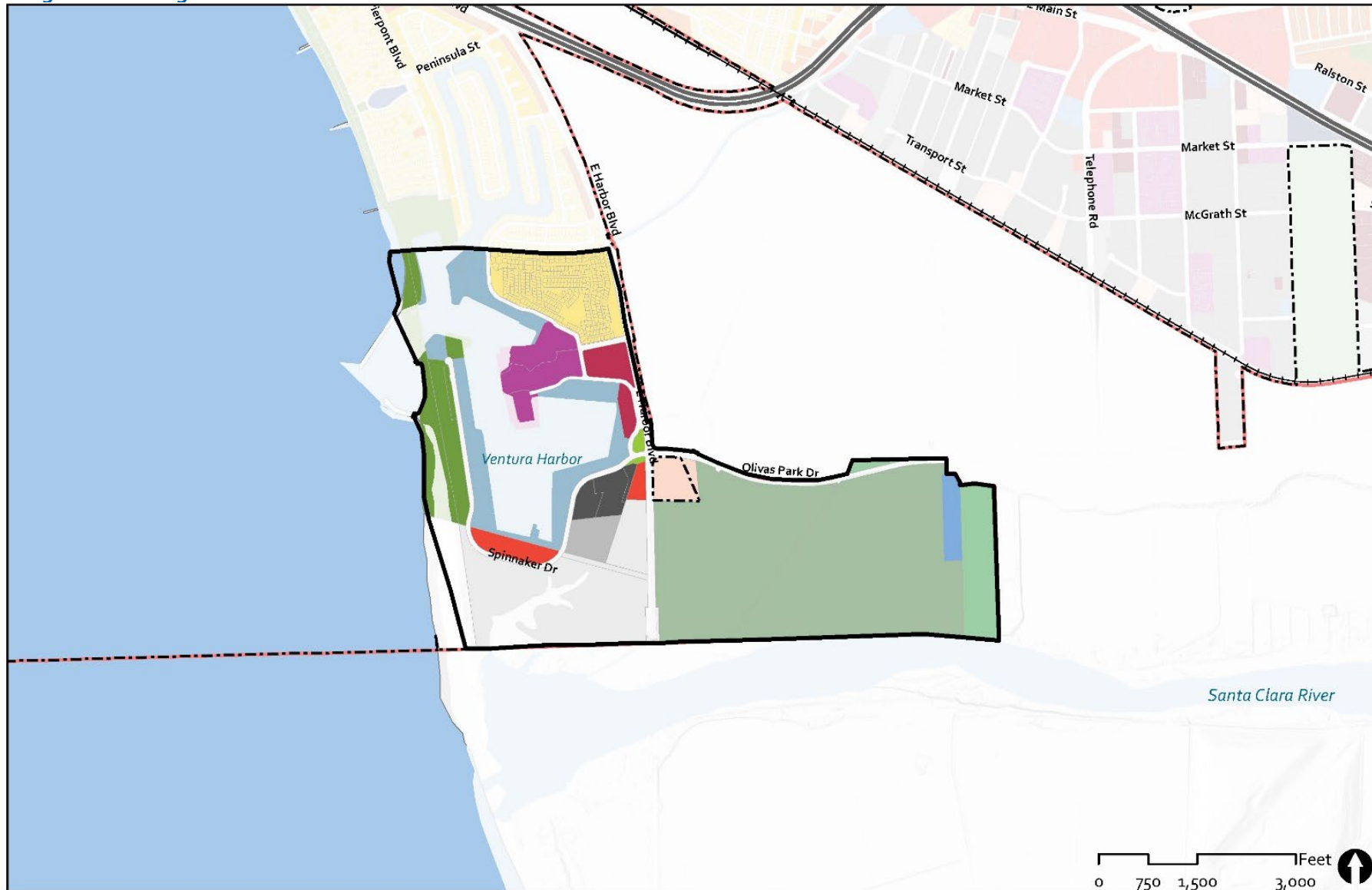


-  Marina Subarea
-  Ventura City Limits
-  Sphere of Influence
-  Railroad
-  Freeway

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

- **Coastal Regulations.** Due to its location in the Coastal Zone, the Marina is subject to additional land use regulations for purposes of coastal management and resource conservation. Per the California Coastal Act, local governments with land in coastal areas are required to prepare a Local Coastal Program (LCP) that outlines various policies and regulatory mechanisms intended to manage the conservation and development of these areas. In Ventura, the Coastal Protection (CP) overlay zone is one of the LCP's chief implementation mechanisms. The entirety of the Marina subarea lies in the CP overlay zone.
- **Harbor Economy.** Ventura Harbor is the economic lifeblood of the Marina, supporting an array of activities focused on aquaculture and tourism. Commercial fishing, primarily of market squid, has long been the major operation of the area, though recreational activities like boat tours and kayak rentals are also offered. While it was never formally adopted, the City also developed a Master Plan for the area that promoted new office space, a hotel, and housing, indicating that the Marina could be a potential "change area".
- **Ample Surface Parking.** Encircling the Harbor is a vast swathe of surface parking, likely comprising more than 100 acres. While these lots provide needed spaces to support tourism and other commercial activities, Figure 4 (Building Footprints) suggests that there is significant infill potential on these properties. Based on existing and future parking demand scenarios, some lots could be redeveloped to add new housing, community amenities, or other employment-generating uses. However, given the anticipated impacts of climate change (as described below), any changes in use will likely require extensive infrastructure improvements.
- **Flooding and Sea Level Rise:** As in other coastal areas, the Marina is at risk of flooding and sea level rise. Figure 3 shows the projected sea level rise and coastal flooding by 2100 along the coast of Ventura. Harbor Cove Beach, the Marina, marina parking lots, and buildings and other structures are likely to be exposed to future flooding.
- **No Fire Risk:** No areas within the Marina are at a high fire risk.

### Streetscape

The Marina's streetscape environment is largely auto-dominated. Apart from Portside Ventura Harbor and Ventura Marina Mobile Home Park, neighborhood travel is facilitated by just a small handful of roadways with narrow sidewalks and wide curb-to-curb rights of way. Of particular note is East Harbor Boulevard, whose right-of-way is 100 feet wide and hosts striped shoulders, which could feasibly be repurposed as Class I bike lanes (or expanded sidewalks) as the subarea continues to densify.



*Portside Ventura Harbor. Source: Ventura County Star*

Public frontages are also mixed in nature, creating a variable but steadily improving pedestrian environment. Typically, roadways in the Marina are fronted by either expansive surface parking (as noted above) or buildings with deep setbacks, separated from the public realm via retaining wall and/or landscaped areas. However as shown in the above image, Portside Ventura Harbor has introduced a “New Urbanist” layout in which many buildings have no setbacks. This arrangement will contribute to a more inviting and activated pedestrian environment as new ground-floor uses are introduced.



*Spinnaker Drive. Source: LoopNet*

### *Intersection Density*

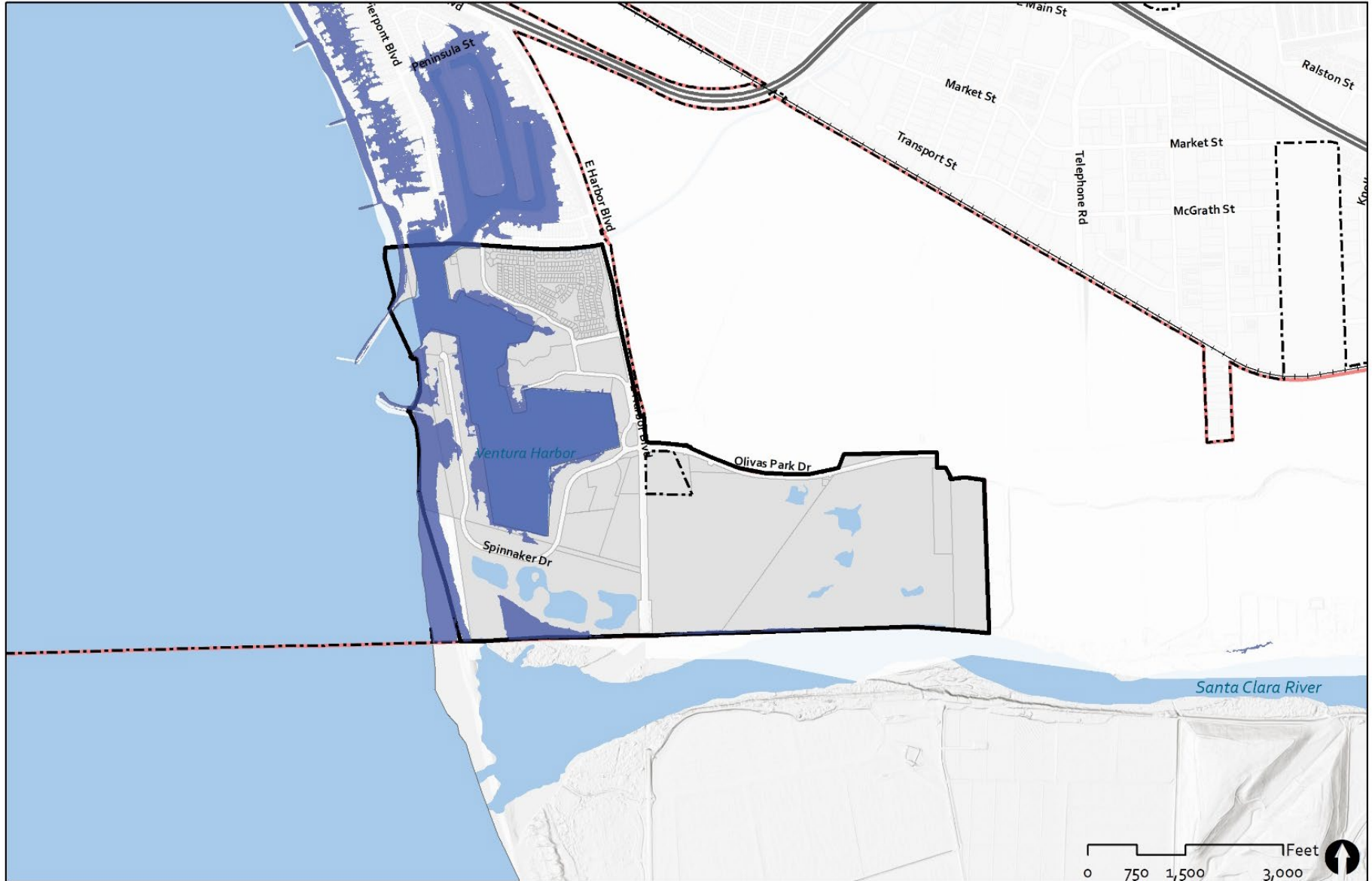
Intersection Density is one metric used to evaluate an area’s walkability. A high concentration (i.e., density) of intersections in a defined place is typically indicative of a gridded street pattern, which expands travel routes and connectivity, creates frequent opportunities for controlled pedestrian 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 4 below indicates, Intersection Density is exceptionally low across the Marina. This is due to the district’s peculiar layout and reliance on a few lengthy, circuitous roadways – namely Spinnaker Drive, Navigator Drive, and Anchors Way Drive – and only few cross streets.

Note: The scenario on page 8 shows the possible extent of flooding during a 1% chance annual storm (100-year storm) plus 3.3 feet of sea level rise. This is consistent with the State of California Sea-Level Rise Guidance (2018) for the likely range of sea level rise by 2100 (low risk aversion scenario).



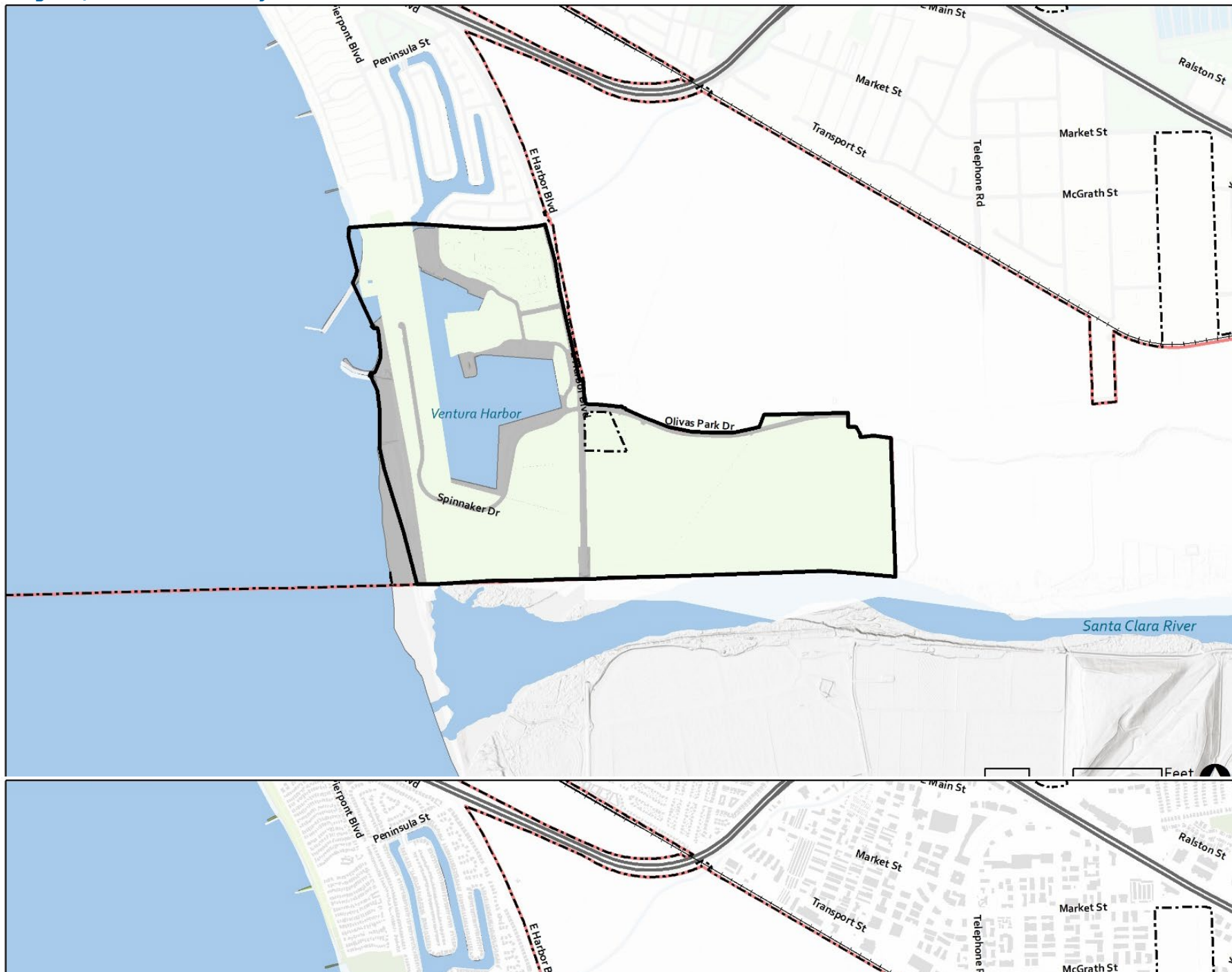
Figure 3: Future Flood Hazard with 3.3 Feet of Sea Level Rise



- Marina Subarea
- Railroad
- Sea Level Rise Risk Area
- Ventura City Limits
- Freeway
- Sphere of Influence



Figure 4: Intersection Density



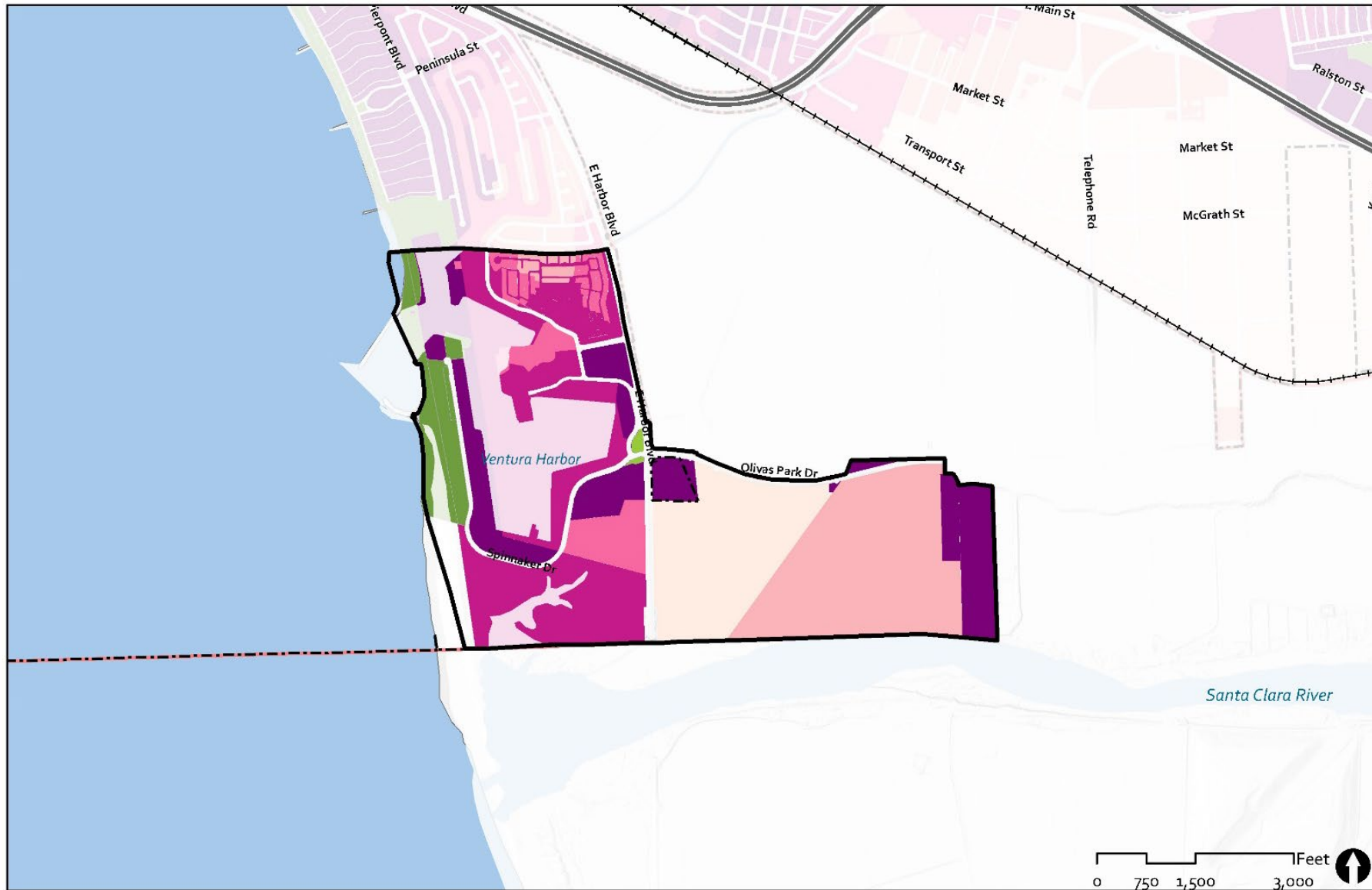
## Open Space

Marina residents enjoy proximity to parks and open spaces. Given its coastal location, the Marina is near many beaches – notably Harbor Cove and South Jetty – and also hosts a mostly-unprogrammed green space at the intersection of East Harbor Boulevard and Olivas Park Drive. These recreational spaces amount to 25.5 acres per 1,000 residents – more than three times the citywide figure – and are accessible to most residents within a 15-minute walk (see Figure 6 below). When updating the LCP, the City may consider strategies to further improve public access to the shoreline as a means to promote outdoor recreation.



*Harbor Cove Beach. Source: California Beaches*

Figure 6: Walk Access to Parks



- Marina Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway
- Parks / Recreation
- Open Spaces
- Walk Time to Parks**
- < 5 mins
- 5 - 10 mins
- 10 - 15 mins
- 15 - 20 mins
- >= 20 mins

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



## Summary of Key Findings

- **Generally Poor Walkability:** Apart from its residential areas, the Marina’s street design and infrastructure is inhospitable to pedestrians. The street network is dominated by a few auto-oriented roadways, which host very few sidewalks that are both narrow and discontinuous. A lack of intersections and cross streets also makes it difficult to for the Marina’s residential population to conveniently access amenities on foot; for example, less than five percent of residents live within a five-minute walk of a public park/beach.
- **Sea Level Rise and Coastal Flooding Risk:** The Marina is at risk for future sea level rise and flooding. Harbor Cove Beach, the Marina, marina parking lots, and buildings and other structures are likely to be exposed to future flooding. To protect life and property, a range of adaptation strategies should be explored for this area. Adaptation strategies may include requiring new development to account for sea level rise in all future applications, raising the land with fill, increasing the height of the finished floor elevation of buildings, and finding space for water on properties, in streets, and in parks and open spaces.
- **Redevelopment and Revitalization:** With the right mechanisms in place, the Marina could become a key growth area in the city. The Portside Ventura Harbor project is implementing a bold vision for the Marina that could catalyze further mixed-use development on surrounding properties. For example, some parking lots surrounding the Harbor – specifically those not at risk of flooding – could feasibly be redeveloped as housing or other needed amenities.

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

# Subarea Report: Midtown

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 Midtown 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.



Ventura County Medical Center.  
Source: Kaiser Permanente

| Land Use                        | Percent      |
|---------------------------------|--------------|
| <b>Residential</b>              | <b>51.9%</b> |
| Single-Family Attached          | 1.8%         |
| Single-Family Detached          | 47.9%        |
| Multifamily                     | 2.2%         |
| <b>Commercial</b>               | <b>13.1%</b> |
| Accommodation                   | 1.0%         |
| Office                          | 1.0%         |
| Commercial Centers              | 10.7%        |
| Commercial Recreation           | 0.3%         |
| <b>Mixed-Use</b>                | <b>0.1%</b>  |
| Mixed-Use Commercial            | 0.1%         |
| <b>Industrial/Manufacturing</b> | <b>1.3%</b>  |
| Light Industrial                | 0.5%         |
| Wholesale / Warehousing         | 0.9%         |
| <b>Public/Institutional</b>     | <b>12.4%</b> |
| Religious Facilities            | 1.0%         |
| School                          | 5.9%         |
| Hospitals                       | 2.9%         |
| Transportation                  | 1.9%         |
| Water                           | 0.6%         |
| <b>Open Space</b>               | <b>1.6%</b>  |
| Parks / Recreation              | 1.2%         |
| Natural / Conservation          | 0.4%         |
| <b>Agriculture</b>              | <b>0.2%</b>  |
| <b>Vacant/Other</b>             | <b>19.3%</b> |

## Midtown Overview

Midtown is a bustling mixed-use area in west Ventura, bounded by the foothills to the north, Mills Road to the east, Highway 101 to the south, and Sanjon Road to the west. It is the largest subarea by size (1,982 acres) and the second-most populous (14,774 residents). It is also one of the most affluent subareas in the city, as median income (\$94,261) ranks as the second highest in the city and median home value (\$644,686) ranks as the third highest. Figure 1 shows an aerial view of Midtown.

### Existing Land Use

As shown in Figure 2, residential land comprises just over half (51.9 percent) of all land in Midtown, including just 2.2 percent of multifamily housing. Commercial and retail uses (13.1 percent) are located in major shopping centers and along key corridors, while public/quasi-public uses (12.4 percent) are equitably dispersed throughout. Vacant land occupies the second greatest share of land (19.3 percent), though most are undeveloped properties in the foothills. While these are designated for residential under the General Plan and thus not protected under SOAR, they are still unlikely to be developed for political and environmental

reasons.

Midtown hosts various amenities of regional importance, including Community Memorial Hospital, Ventura County Medical Center, and the 70-acre Pacific View Mall – an indoor mall covering one million square feet in leasable retail space and has been the subject of redevelopment interest (both past and current). Key community-serving uses include four public schools – Ventura High, Blanche Reynolds Elementary, Will Rogers Elementary, and Loma Vista Elementary – four private schools, and four public parks.



## Neighborhood Statistics



**14,774 residents**  
(17.8% of City)



**6,823 units**  
(15.7% of City)



**7.5 units per residential acre**  
(Citywide: 7.8)



**7.5 people per acre**  
(Citywide: 7.7)



**median income**  
**\$94,261**  
(Citywide: \$78,882)



**median home value**  
**\$644,686**  
(Citywide: \$570,100)



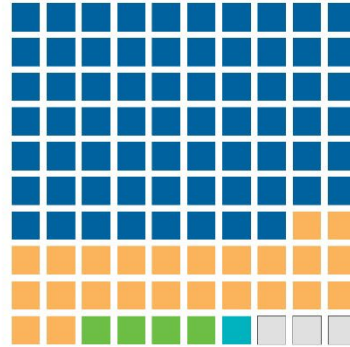
**4,896 jobs**  
(9.6% of City)



**15% residents aged 65+**  
(Citywide: 15.8%)



**19% residents aged 18 or under**  
(Citywide: 21.8%)



- White (68%)
- Hispanic/Latino (24%)
- Asian (4%)
- Black (1%)
- Other/Two or More Races (3%)



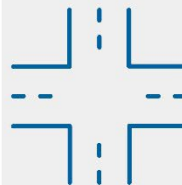
**1.27 park acres per 1,000 residents**  
(Citywide: 7.2)



**20.9% residents five minutes from park**  
(Citywide: 40.2%)








**15.3% residents at very high fire risk**  
(Citywide: 10.7%)



**86.7 intersections per mi²**  
(Citywide: 92.7)

Figure 1: Aerial

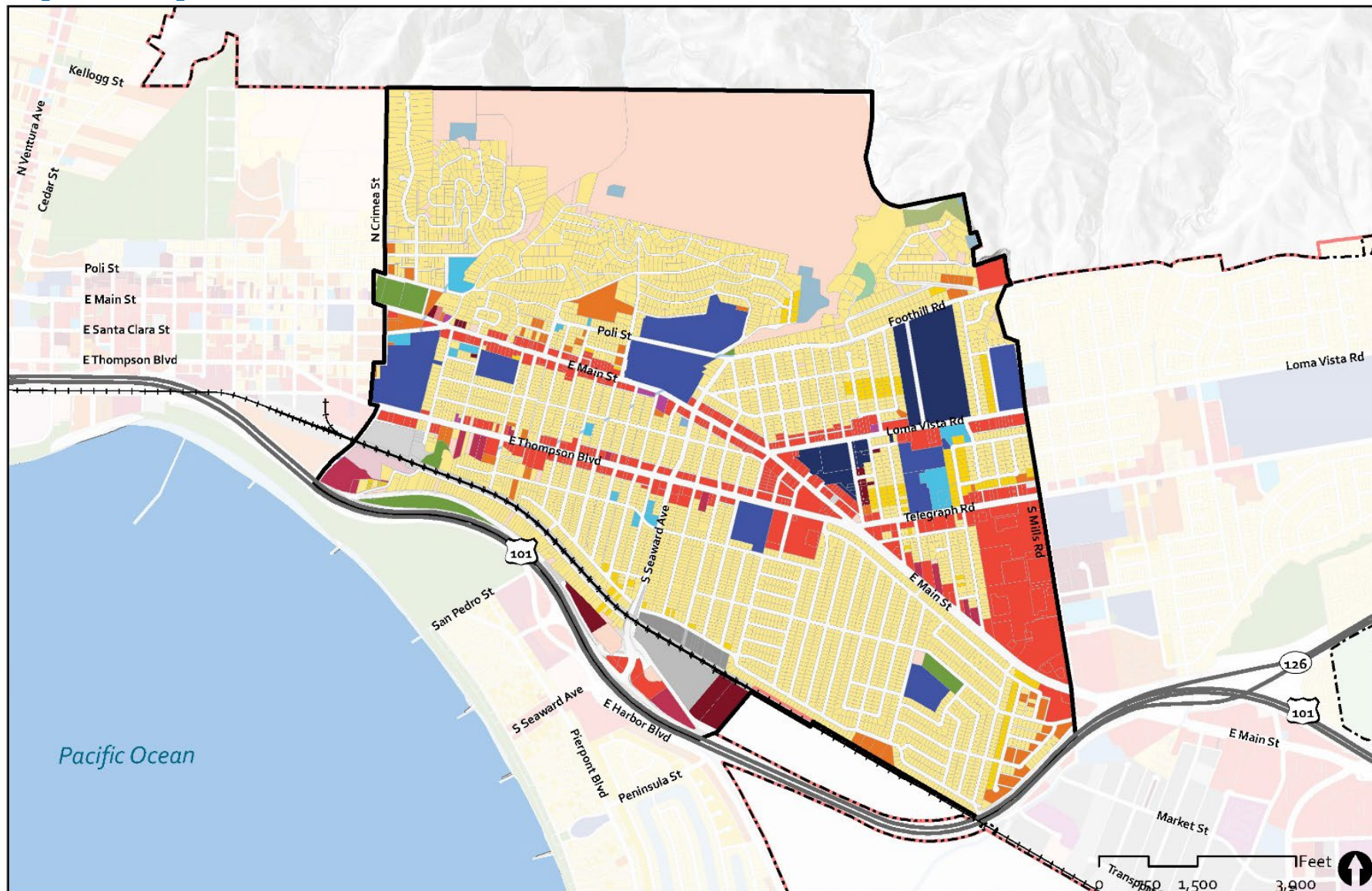


-  Midtown Subarea
-  Ventura City Limits
-  Sphere of Influence
-  Railroad
-  Freeway

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

- **Ventura’s “Health District”:** Midtown hosts a high concentration of healthcare operations, which are mainly located east of Main Street between Telegraph and Foothill Roads. In addition to the two major hospitals highlighted above, notable uses include several urgent care centers, family practices, specialty clinics, assisted living facilities, and other free or low-cost clinics.
- **Low-Density Neighborhoods:** Midtown – like many other subareas – hosts a diversity of low-density residential neighborhoods, which cover most of the community and contribute to the third lowest residential density (7.4 du/ac) of any subarea. Neighborhoods predominate in the form of detached single-family homes and are typically organized on a predictable street grid. Residential lot sizes are very consistent, generally ranging from 5,500 to 7,000 square feet, and building heights are generally capped at one story.
- **Network of Commercial Corridors:** Midtown’s urban form is largely defined by two major corridors. East Main Street and East Thompson Boulevard are auto-oriented commercial strips running parallel to each other until eventually converging – along with Telegraph Road – at the “Five Points” intersection, which borders the Plaza Shopping Center. The Midtown Corridors Development Code applies to both roadways and promotes pedestrian-oriented development and moderates vehicular traffic. Meanwhile, Telegraph Road and Loma Vista Boulevard are mixed-use corridors providing access to Pacific View Mall and the Ventura County Medical Center, respectively.
- **Moderate Fire Risk.** Approximately 15.3 percent of residents live in very high fire risk areas. While this is lower than the citywide figure (28.6 percent), Midtown is at fourth highest risk of wildfire compared to all other subareas. Figure 6 shows fire risk in Midtown.
- **No Flood or Sea Level Rise Risk.** Midtown is not at significant risk of flooding or sea level rise, as only 0.2 percent of the population live in flood risk areas.

### Streetscape

Given the confluence of several commercial corridors, Midtown’s streetscape is largely auto-centric. Most commercial roadways approach or exceed 60 feet in width, with at least two travel lanes running in each direction. Bicycle infrastructure is limited, as no striped lanes exist south of East Thompson Boulevard, and many sidewalks are narrow with few street trees and seating areas (see “Transportation and Mobility Report” for more). Several properties, particularly those near the Five Points intersection and nearby medical centers, have deep setbacks and front the roadway with surface parking lots (see Figure 4).



*“Five Points” Intersection. Source: Google Maps*

In residential areas, most homes are single-story on moderately-sized lots (~6,000 square feet), have driveways, and are set-back from the street with front yards. Additionally, some residential streets – particularly south of Thompson Boulevard – have a strong tree canopy and continuous sidewalk network, creating a pleasant pedestrian environment.



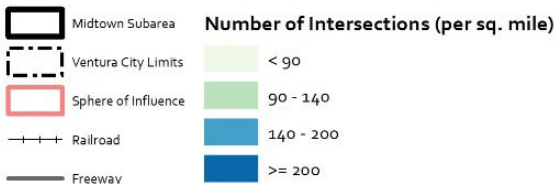
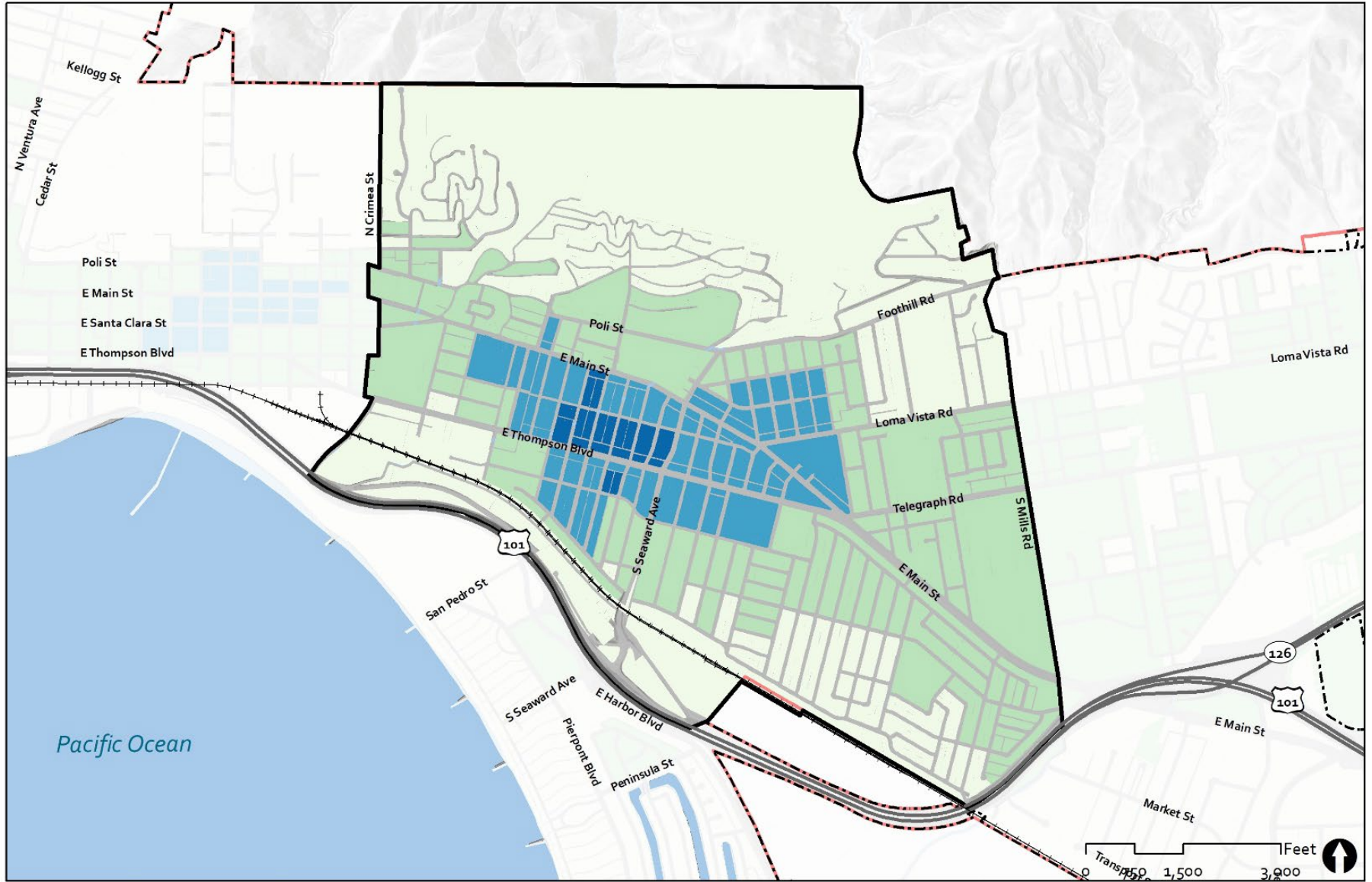
*South Catalina Street. Source: Google Maps*

### *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 Midtown is variable. East of the Five Points intersection between Main and Poli Streets, Midtown contains one of the densest concentrations of intersections anywhere in the city, with an array of short and standardized residential blocks that allow for both east-west and north-south travel. As in Downtown, however, Midtown's peripheral areas hosts a low concentration of intersections due to long/large blocks and a circuitous roadway network. These areas are found south of Main Street toward Highway 101, and in the hillside areas north of Poli Street.

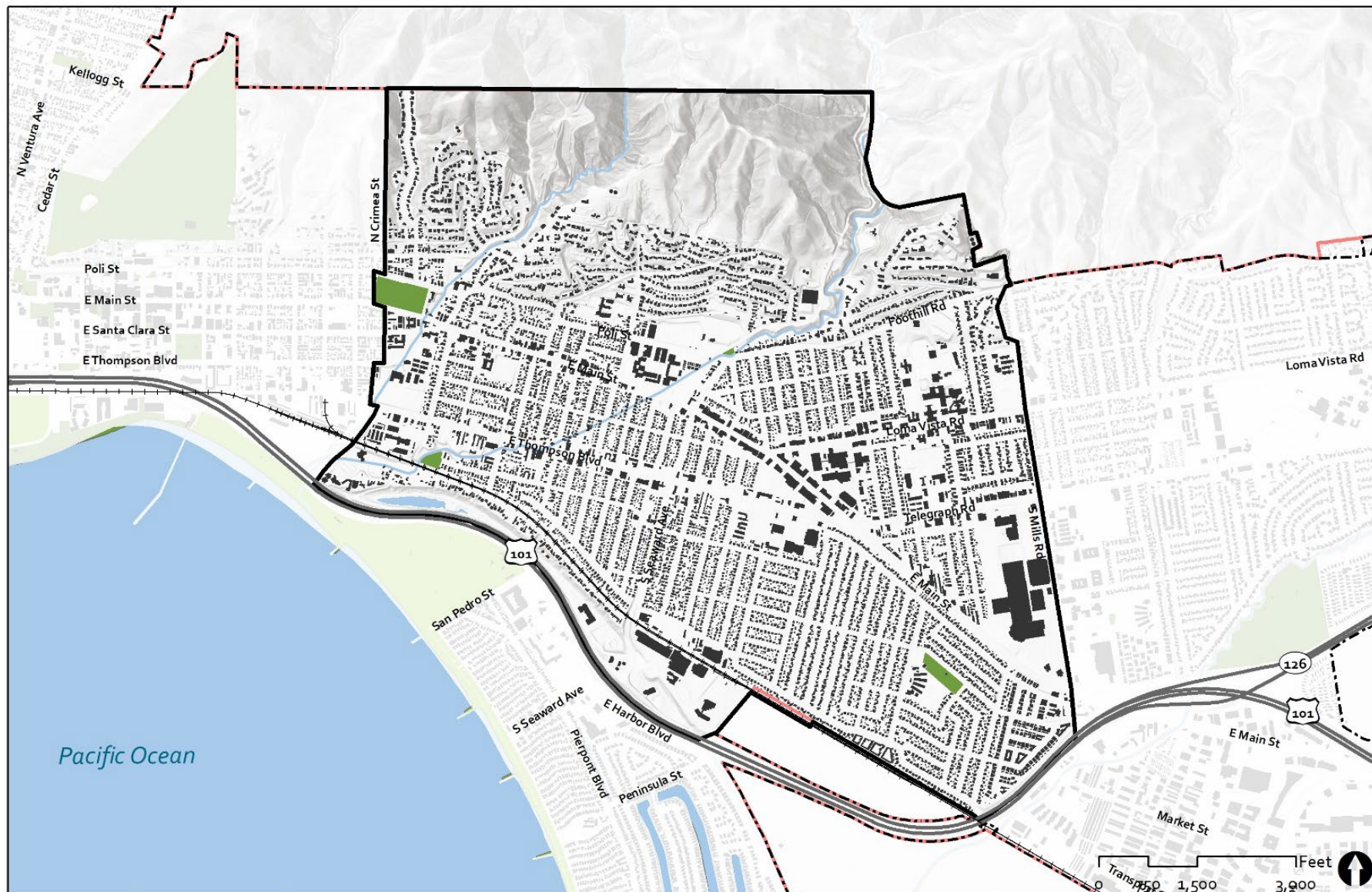
Figure 3: Intersection Density



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



Figure 4: Building Footprints



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



## Open Space

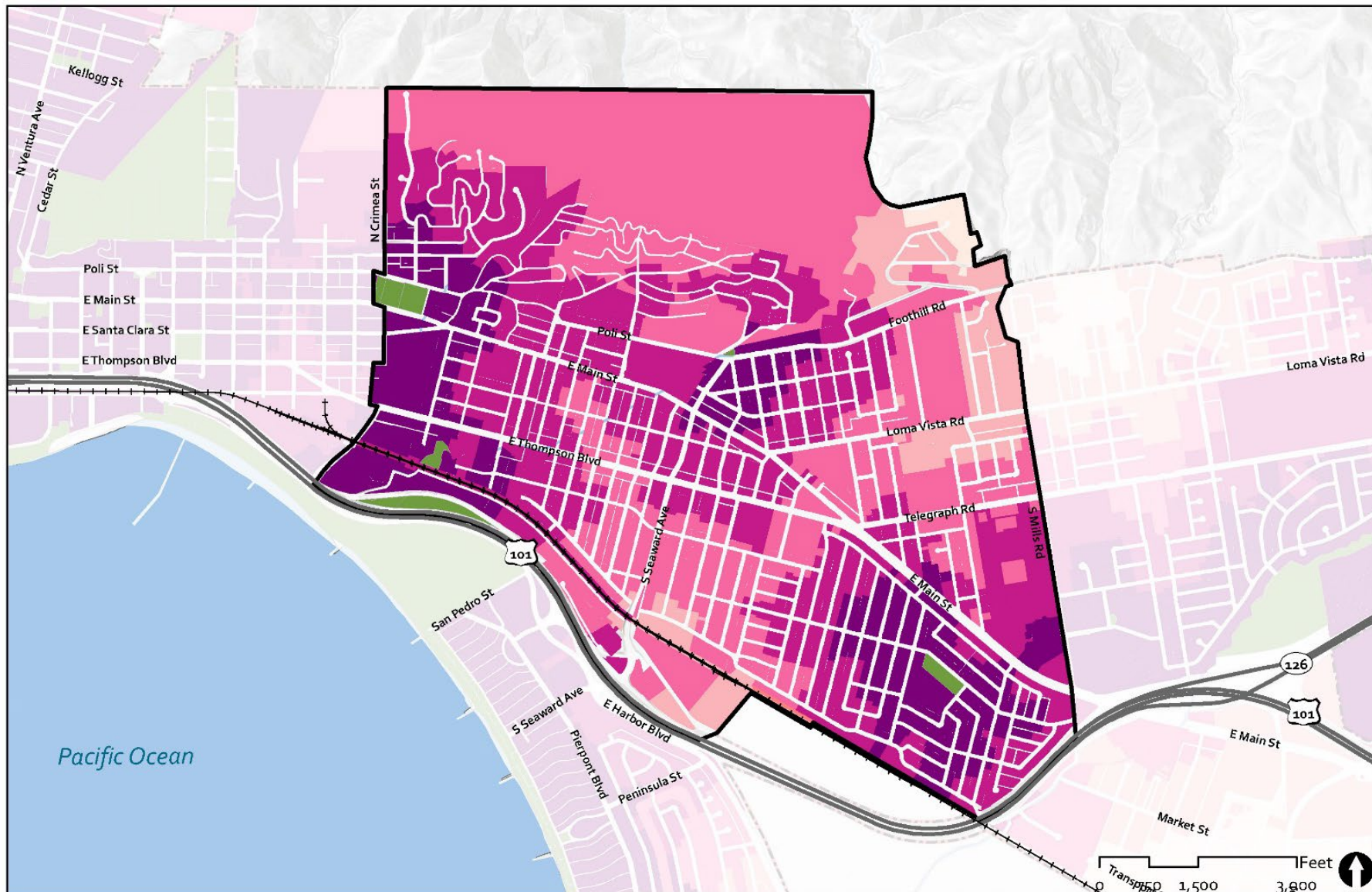
Though it is one of the most populous neighborhoods in the city, Midtown is severely lacking in public open space. It only contains one full-service neighborhood park – Blanche Reynolds, south of Highway 101 – and has two other mini-parks elsewhere. As such, there is slightly more than one acre of public parkland per 1,000 residents – the second lowest rate in the city – and just over one-fifth of residents (20.9 percent) live within a five-minute walk of a public park (see Figure 5). Given the many schools in the area, the City may choose to pursue joint-use agreements to open these facilities for public recreation.



*Blanche Reynolds Park. Source: MapQuest*



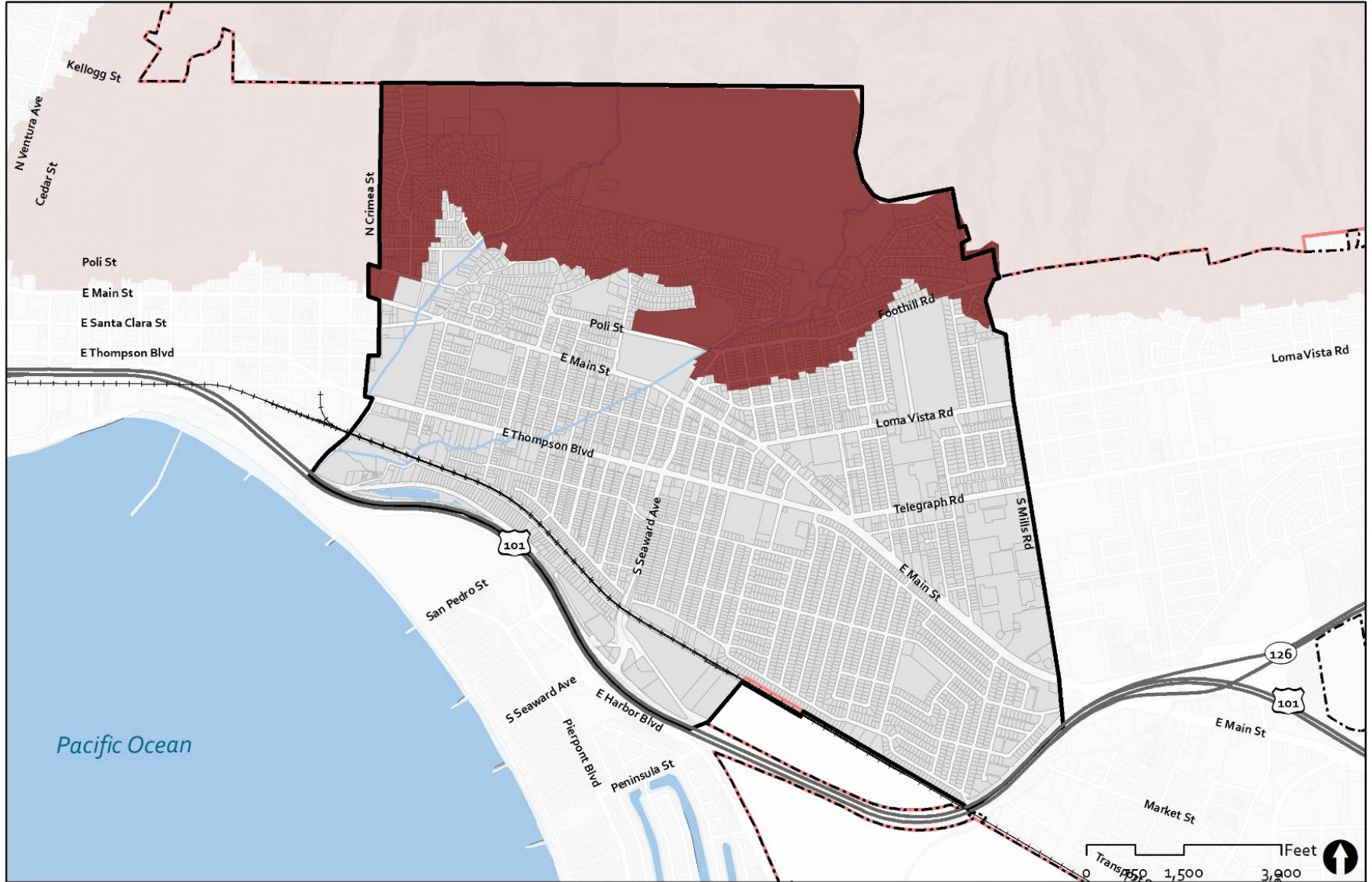
Figure 5: Walk Access to Parks



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



Figure 6: Fire Risk



- Midtown Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway
- Very High



Data Sources: City of Ventura (2020); County of Ventura (2020); CALFIRE (2021); ESRI (2020)

## Summary of Key Findings

- **Redevelopment Potential:** Midtown hosts several large commercial areas with abundant surface parking and retail establishments with uncertain growth prospects. Many of these areas, specifically Pacific View Mall, have been cited as potential redevelopment sites that could support a mix of housing, employment-generating uses, and/or other needed community amenities.
- **Severe Parkland Shortage:** Midtown is severely deficient in public parkland, with just over one acre of parkland per 1,000 residents – the second lowest of any subarea in the city. Meanwhile, just over one-fifth of residents live within a five-minute walk of a park. An expansion in joint-use agreements with local schools could be a near-term solution to this shortage.
- **Socioeconomic Considerations:** Midtown is a fairly affluent area, boasting the second-highest median household income (\$94,000) and home value (\$640,000) of any subarea in the city. Inflated housing prices, coupled with limited opportunities for multifamily development, may create an exclusionary environment for lower-income households.
- **Wildfire Risk:** Parts of Midtown are vulnerable to wildfires, which are only anticipated to increase in frequency as climate change intensifies. Approximately 15.3 percent of all residents live in “Very High Fire Risk” (VHFR) areas, indicating a need to rethink development patterns, expand evacuation routes, and strengthen adaptation and resilience efforts.

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

# Subarea Report: Pierpont

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 Pierpont 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.



Pierpont Subarea. Source: Visit Ventura

| Land Use                    | Percent      |
|-----------------------------|--------------|
| <b>Residential</b>          | <b>50.0%</b> |
| Single-Family Attached      | 7.8%         |
| Single-Family Detached      | 39.4%        |
| Multifamily                 | 2.9%         |
| <b>Commercial</b>           | <b>7.6%</b>  |
| Accommodation               | 2.8%         |
| Commercial Centers          | 4.8%         |
| <b>Public/Institutional</b> | <b>9.9%</b>  |
| School                      | 0.8%         |
| Transportation              | 0.4%         |
| Water                       | 8.8%         |
| <b>Open Space</b>           | <b>30.5%</b> |
| Parks / Recreation          | 30.5%        |
| <b>Vacant/Other</b>         | <b>2.0%</b>  |

## Pierpont Overview

Pierpont is a small-scale coastal neighborhood on the southwest end of the city, bounded by the Arundell Barranca to the south, Harbor Boulevard to the east, Highway 101 to the north, and the Pacific Ocean to the west. A largely affluent community, Pierpont boasts the highest median home value of any subarea (\$983,567) and second-highest proportion of White/Caucasian residents (79 percent). It is also the smallest subarea by size, supporting a population of just over 3,600 in about 498 acres. Figure 1 shows an aerial view of Pierpont.

### Existing Land Use

As Figure 2 indicates, Pierpont is a predominantly residential community, as housing – almost universally single-family – comprises exactly half of all land uses. Open space, mostly in the form of beachline and seaside parks, comprise nearly another third (30.5 percent) of the area. With less than 900 jobs in the entire subarea, commercial (7.6 percent) and public/institutional (9.2 percent) uses each occupy just a small share of land in the community.

Pierpont hosts few notable destinations. It hosts four hotels/motels, one school (Pierpont Elementary), and a suburban-style shopping center (Marina Village). Pierpont’s main feature, however, is its extensive coastline with ample beach for visitors to recreate (see “Open Space” section for more).

## Neighborhood Statistics



**3,634 residents**  
(3.4% of City)

**2,110 units**  
(6.1% of City)



**11.3 units per residential acre**  
(Citywide: 7.8)



**7.3 people per acre**  
(Citywide: 7.7)



**median income**  
**\$88,937**  
(Citywide: \$78,882)



**median home value**  
**\$983,567**  
(Citywide: \$570,100)



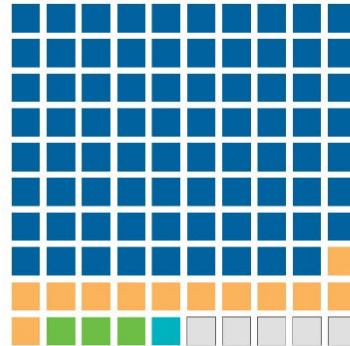
**847 jobs**  
(1.7% of City)



**20% residents aged 65+**  
(Citywide: 15.8%)



**17% residents aged 18 or under**  
(Citywide: 21.8%)



- White (79%)
- Hispanic/Latino (12%)
- Asian (3%)
- Black (1%)
- Other/Two or More Races (5%)



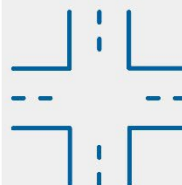
**31.23 park acres per 1,000 residents**  
(Citywide: 7.2)



**63.6% residents five minutes from park**  
(Citywide: 40.2%)








**36.1% residents at sea level rise risk (3.3 ft.)**  
(Citywide: 1.7%)



**53.2 intersections per mi<sup>2</sup>**  
(Citywide: 92.7)

Figure 1: Aerial



-  Pierpont 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

- **Beachfront Community.** Pierpont residents experience several benefits and drawbacks associated with coastal living. West of Pierpont Boulevard, single-family homes – which cover virtually the entire subarea – brush up and stretch along a full mile of beachfront from San Pedro Street to Greenock Lane. This affords residents the desirable opportunity to live just steps from the beach and enjoy ocean views from the comfort of their own homes. Such sought-after conditions have also, however, led to many homes to be used as short-term vacation rentals (STVRs), which can create quality of life issues through increased congestion, noise, and a reduced housing supply.
- **Ventura Keys.** Pierpont is also home to the desirable “Ventura Keys” neighborhood, which hosts single-family homes organized along several natural canals and a 20+-acre island. Many residences are boat dock homes that enable easy, private slip access to the Pacific Ocean. Given its low-lying nature, homes in the Ventura Keys are especially vulnerable to sea level rise.
- **Corridor-Based Planning.** Virtually all commercial activity in Pierpont is concentrated along Seaward Avenue, which extends from Highway 101 to its terminus at the beach. Apart from the Marina Village Shopping Center adjacent the freeway, most are independent food and retail businesses that occupy one block between Pierpont Boulevard and Zephyr Court. Vacant properties and surface parking lots, however, contribute to an intermittent street wall that detracts from the public realm.
- **Coastal Regulations.** Due to its location in the Coastal Zone, Pierpont is subject to additional land use regulations for purposes of coastal management and resource conservation. Per the California Coastal Act, local governments with land in coastal areas are required to prepare a Local Coastal Program (LCP) that outlines various policies and regulatory mechanisms intended to manage the conservation and development of these areas. In Ventura, the Coastal Protection (CP) overlay zone is one of the LCP’s chief implementation mechanisms. The entirety of Pierpont lies in the CP overlay zone.
- **Flooding and Sea Level Rise Risk.** Given its coastal location, Pierpont is at risk to flooding and sea level rise. Figure 3 shows the projected sea level rise and coastal flooding by 2100 along the coast of Ventura. The many residential structures that are built up to the beachfront are susceptible to coastal flooding.
- **Wildfire Risk.** Pierpont is not at risk of wildfires.

## Streetscape

Relative to the rest of the city, Pierpont has a unique streetscape environment. Like many subareas, Pierpont's two main corridors – Seaward Avenue and Pierpont Boulevard – are fairly auto-dominated, with wide curb-to-curb rights-of-way, landscaped medians, and ample street parking. The latter is predominantly residential in character, supporting a continuous network of Class II bike lanes across the neighborhood, whereas the former is largely commercial and contains very limited bicycle infrastructure. Figure 5 shows building footprints in Pierpont.

West of Pierpont Boulevard, however, most homes are sited on alleyways with narrow (~15-foot) rights-of-way, private driveways, and very limited landscaping or greenery. Unlike other neighborhoods in Ventura, most buildings in these areas are at least two stories, including a variety of attached single-family residences (e.g., townhomes). East of Pierpont Boulevard, residential streets embody a more traditional layout. Most streets enjoy a continuous row of palm trees, which provides a unique coastal aesthetic but virtually no shade to mitigate potential heat island effects. In these areas, homes are modestly set-back from the street (20-30 feet) with landscaped front yards.

### *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 4 below indicates, Intersection Density is low in most of Pierpont. There are virtually no cross streets in the neighborhoods west of Pierpont Boulevard, and in the Ventura Keys, the street network is defined by a small handful or long, circuitous roadways. Intersection Density is somewhat higher north of Peninsula Street, though this corresponds to a rather small residential area.



*Seaward Avenue. Source: Google Maps*



*Weymouth Lane. Source: Google Maps*

Note: The scenario on page 8 shows the possible extent of flooding during a 1% chance annual storm (100-year storm) plus 3.3 feet of sea level rise. This is consistent with the State of California Sea-Level Rise Guidance (2018) for the likely range of sea level rise by 2100 (low risk aversion scenario).

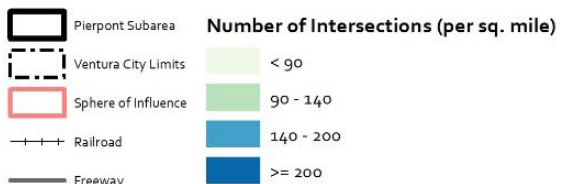
Figure 3: Future Flood Hazard with 3.3 Feet of Sea Level Rise



- Pierpont Subarea
- Railroad
- Sea Level Rise Risk Area
- Ventura City Limits
- Freeway
- Sphere of Influence



Figure 4: Intersection Density



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



Figure 5: Building Footprints



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



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

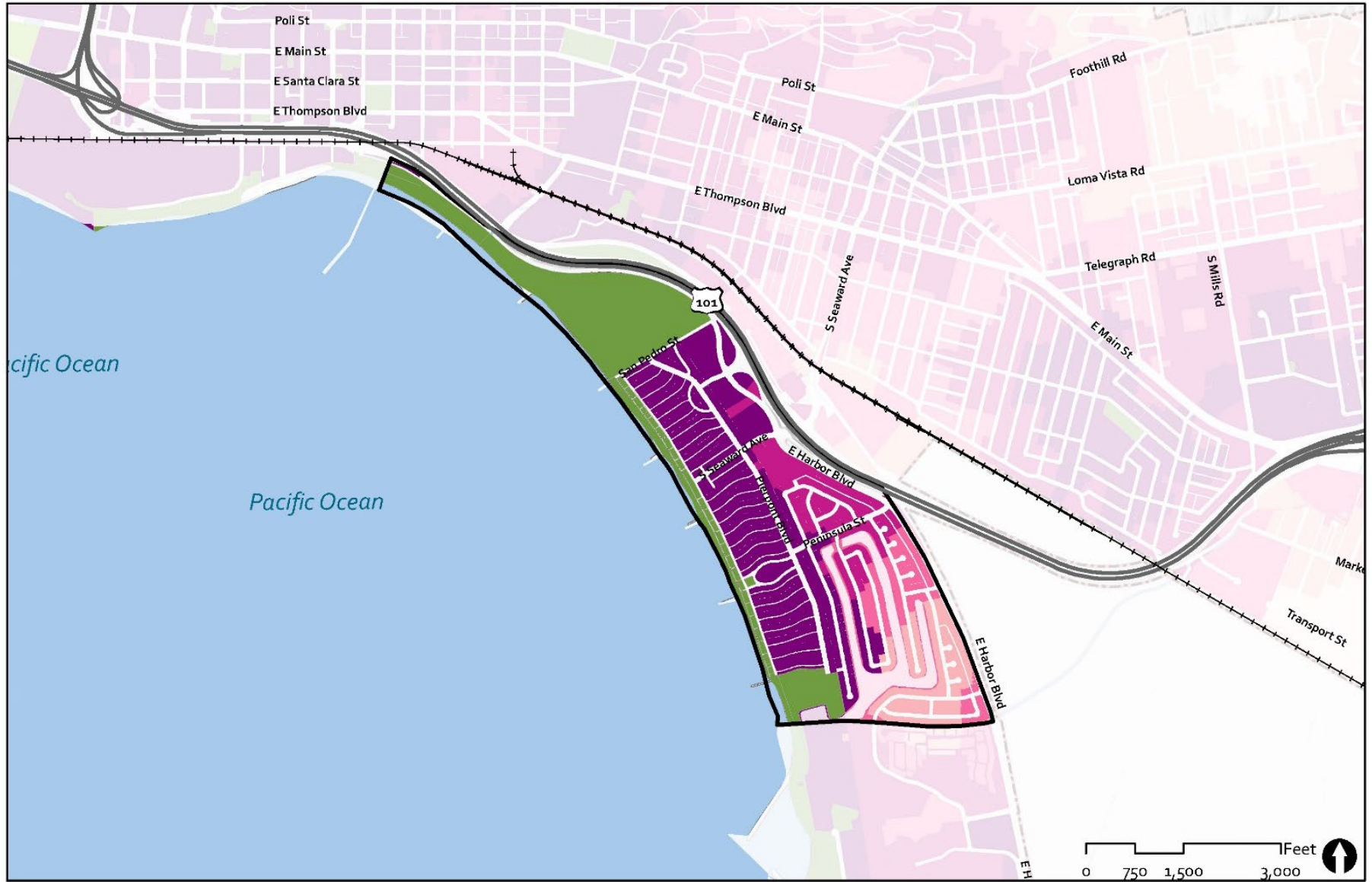
## Open Space

As previously noted, the Pierpont community enjoys unparalleled access to natural recreation. In addition to two large public parks – Marina Park and the San Buenaventura State Beach Park – the neighborhood hosts most than 100 acres of beach, which accommodate a variety of passive and physical activities ranging from sunbathing and picnicking to swimming and beach volleyball. Pierpont boasts a staggering 31.2 acres of parkland per 1,000 residents, from which nearly 64 percent of residents live within a five-minute walk and 77 percent within a 10-minute walk (see Figure 6 below). While these indicators suggest that Pierpont far outperforms the rest of the city in terms of park service and access, it is worth noting that beaches also serve a high number of tourists and other city residents, which may possibly cause overcrowding and/or traffic congestion.



*San Buenaventura State Beach.  
Source: Ventura Beach Properties*

Figure 6: Walk Access to Parks



- |                     |                    |                           |              |
|---------------------|--------------------|---------------------------|--------------|
| Pierpont Subarea    | Parks / Recreation | <b>Walk Time to Parks</b> | 10 - 15 mins |
| Ventura City Limits | Open Spaces        | < 5 mins                  | 15 - 20 mins |
| Sphere of Influence |                    | 5 - 10 mins               | >= 20 mins   |
| Railroad            |                    |                           |              |
| Freeway             |                    |                           |              |

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





## Summary of Key Findings

- **Unparalleled Recreational Access:** Most Pierpont residents enjoy strong access to parks and beaches, as nearly 64 percent live within a five-minute walk of one and virtually all are within a 15-minute walk. Such proximity provides a strong foundation for a healthy and livable community, though the City should monitor potential overcrowding and congestion issues.
- **Coastal Flooding and Sea Level Rise Risk:** Pierpont is vulnerable to sea level rise and flooding. Many of the residential structures in this subarea are susceptible to coastal flooding. A range of adaptation strategies should be explored for this area. Adaptation strategies may include requiring new development to account for sea level rise in all future applications, raising the land with fill, increasing the height of the finished floor elevation of buildings, and finding space for water on properties, in streets, and in parks and open spaces.
- **Seaward Revitalization:** Opportunities exist to enhance Seaward Avenue as a neighborhood destination. As Pierpont's only commercial corridor, it hosts several independent food and retail establishments that are valued by the community and contribute to its unique coastal charm. However, vacant lots and underutilized parking lots represent potential infill sites, which could host new community amenities that beautify the streetscape, activate the public realm, and potentially augment the City's fiscal health.

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

# Subarea Report: Southeast/Montalvo

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 Southeast/Montalvo 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.



Montalvo Square. Source: Radius Group

| Land Use                        | Percent      |
|---------------------------------|--------------|
| <b>Residential</b>              | <b>54.6%</b> |
| Single-Family Attached          | 0.5%         |
| Single-Family Detached          | 39.0%        |
| Multifamily                     | 15.2%        |
| <b>Commercial</b>               | <b>8.4%</b>  |
| Accommodation                   | 0.4%         |
| Office                          | 2.6%         |
| Commercial Centers              | 5.4%         |
| Commercial Other                | 0.1%         |
| <b>Mixed-Use</b>                | <b>0.9%</b>  |
| Mixed-Use Commercial            | 0.9%         |
| <b>Industrial/Manufacturing</b> | <b>3.4%</b>  |
| Light Industrial                | 1.4%         |
| Wholesale / Warehousing         | 2.0%         |
| <b>Public/Institutional</b>     | <b>12.7%</b> |
| Civic Facilities                | 7.0%         |
| Religious Facilities            | 1.8%         |
| School                          | 1.6%         |
| Transportation                  | 2.3%         |
| Water                           | 0.1%         |
| <b>Open Space</b>               | <b>16.4%</b> |
| Parks / Recreation              | 13.3%        |
| Open Space                      | 3.1%         |
| <b>Agriculture</b>              | <b>2.1%</b>  |
| <b>Vacant/Other</b>             | <b>1.5%</b>  |

## Southeast/Montalvo Overview

Southeast/Montalvo is a large mixed-use community on the southeast end of the city, bounded by Telephone Road to the north, Kimball Road to the east, the Metrolink rail line to the south, and Victoria Avenue to the west. It contains a relatively high concentration of multifamily housing, including several apartment complexes at its north end, is one of the most populous subareas in Ventura, and hosts the second-most jobs of any subarea in the city. Most jobs are concentrated in the area south of Nightingale Road, effectively forming a small but dense commercial district.

Notably, Southeast/Montalvo also hosts one (East Ventura Station) of only two passenger rail stations in the entire city. The subarea can be roughly divided into two distinct segments: a suburban commercial district south of Nightingale Street and the Metrolink tracks, supporting various shopping centers and some light industrial properties, and a predominantly residential area north of it.

### Existing Land Use

As Figure 2 indicates, Southeast/Montalvo hosts a fairly diverse mix of land uses. Residential uses occupy more than (54.6 percent) of all land in the community, including more than 15 percent multifamily – the second-highest share of

any subarea. Open space occupies the second-greatest share of land (16.4 percent), with various public parks that include the newly-constructed Ventura Community Park – which includes an Aquatic Center – and several linear parks and multi-use trails that run alongside the Harmon Barranca. Public/Institutional uses (12.7 percent) primarily represent the East Ventura train station, four large churches, and the Ventura County Government Center, which is located in the northwest end of the subarea hosting a wide

range of government administration offices. South of the train tracks, a commercial area hosts a variety of industrial (3.4 percent) and commercial (8.4 percent) uses, including several shopping centers. Figure 1 shows an aerial view of the community.

# Neighborhood Statistics



**14,037 residents**  
(12.9% of City)

**5,029 units**  
(11.6% of City)



**8.5 units per residential acre**  
(Citywide: 7.8)



**10.4 people per acre**  
(Citywide: 7.7)



**median income**  
**\$75,520**  
(Citywide: \$78,882)



**median home value**  
**\$463,711**  
(Citywide: \$570,100)



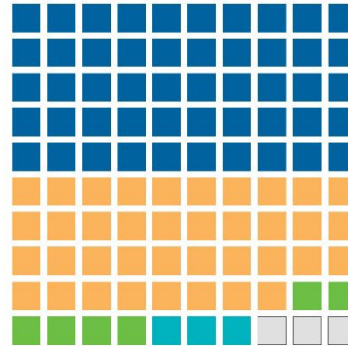
**13,105 jobs**  
(25.7% of City)



**15% residents aged 65+**  
(Citywide: 15.8%)



**21% residents aged 18 or under**  
(21.8% of City)



- White (50%)
- Hispanic/Latino (38%)
- Asian (6%)
- Black (3%)
- Other/Two or More Races (3%)



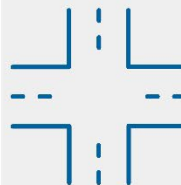
**10.1 park acres per 1,000 residents**  
(Citywide: 7.2)



**41.1% residents five minutes from park**  
(Citywide: 40.2%)



**0% residents at very high fire risk**  
(Citywide: 10.7%)



**91.1 intersections per mi<sup>2</sup>**  
(Citywide: 92.7)

Figure 1: Aerial

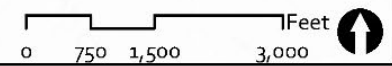
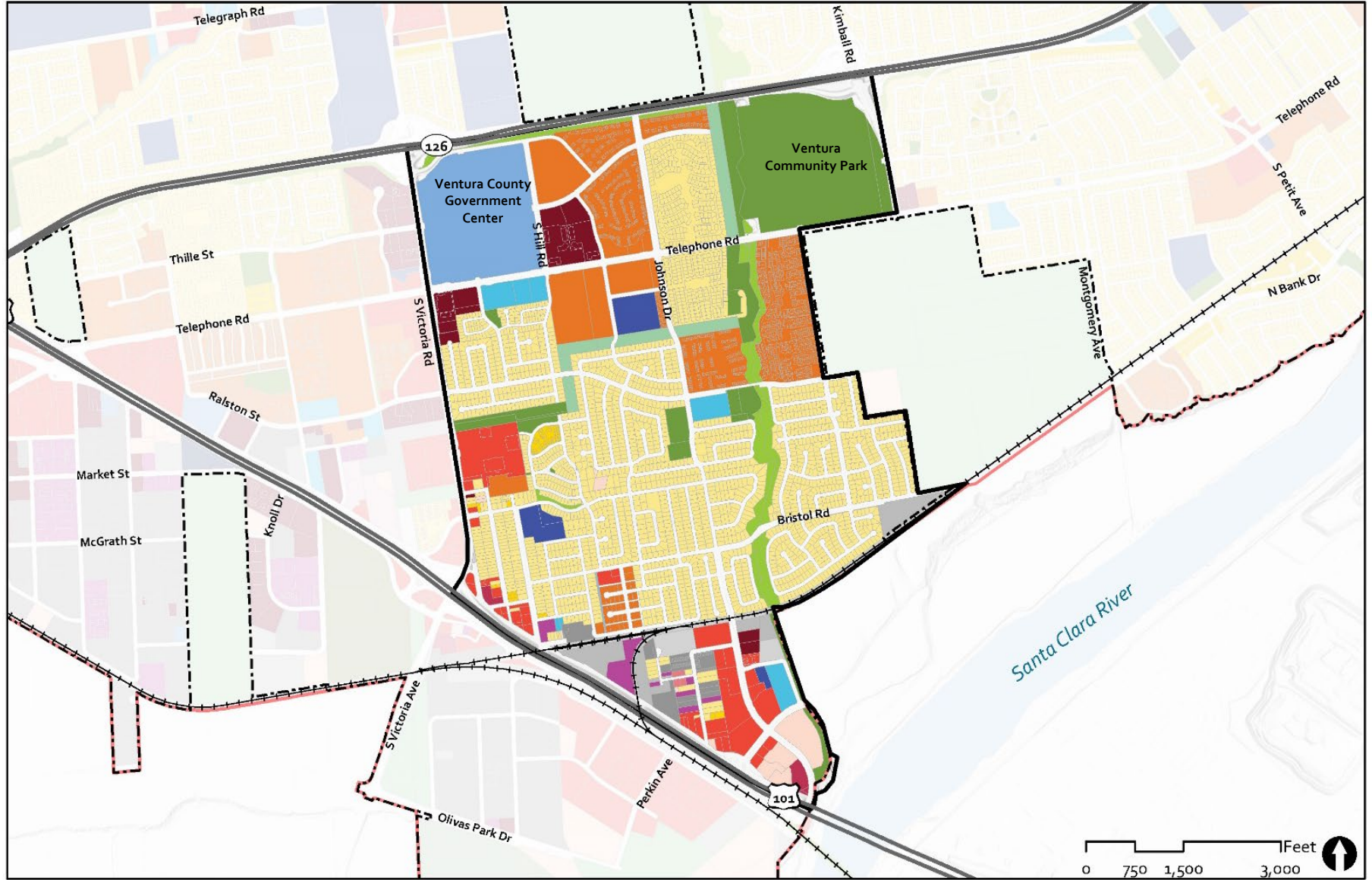


- Southeast Montalvo Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway

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



Figure 2: Existing Land Use



|  |                            |  |                        |  |                         |  |                  |  |                      |  |                    |  |                            |
|--|----------------------------|--|------------------------|--|-------------------------|--|------------------|--|----------------------|--|--------------------|--|----------------------------|
|  | Southeast Montalvo Subarea |  | Single-Family Detached |  | Mixed-Use Commercial    |  | Office           |  | Civic Facilities     |  | Parks / Recreation |  | Vacant                     |
|  | Ventura City Limits        |  | Single-Family Attached |  | Commercial Recreation   |  | Commercial Other |  | Religious Facilities |  | Golf Courses       |  | Transportation             |
|  | Sphere of Influence        |  | Multifamily            |  | Commercial Centers      |  | Light Industrial |  | School               |  | Open Space         |  | Utilities / Communications |
|  | Railroad                   |  | Accommodation          |  | Wholesale / Warehousing |  | Hospitals        |  | Cemeteries           |  | Water              |  |                            |
|  | Freeway                    |  | Agriculture            |  | Natural / Conservation  |  |                  |  |                      |  |                    |  |                            |



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



## Neighborhood Features and Challenges

- Planned Multifamily Communities:** As previously noted, Southeast/Montalvo hosts one of the highest concentrations of multifamily housing in the entire city. These units are largely organized in nine different planned developments, some of which include apartments and others include townhomes. These communities are largely inward facing as residents share private common amenities such as pools, green spaces, and recreational rooms. These characteristics, coupled with their deep setbacks and controlled entries from public roadways (via retaining walls and/or gates) render them detached from the public realm, creating a somewhat disjointed neighborhood environment.
- Major Employment Center:** In addition to its large residential population, Southeast/Montalvo is also a major employment destination as it hosts the second-most jobs of any subarea. Most employment is concentrated in one of two hubs: the Ventura County Government Center on Victoria Avenue and 126 Freeway, and an isolated commercial district south of the railroad tracks. The former is a major civic complex hosting several County departments and offices, including the Superior Court, Sheriff's Office, Planning Division, Building & Safety Department, and Public Works Agency, among many others. Characteristic of many civic centers developed in the 1970s, the Government Center contains many multi-story buildings surrounded by an expansive sea of surface parking. Meanwhile, the commercial district in the southern part of the subarea hosts a mix of suburban shopping centers and PDR uses.
- Unique Recreational Amenities:** The Southeast/Montalvo subarea features a unique array of recreational amenities. The recently constructed Ventura Community Park sits in the district's north end, totaling more than 90 acres that include eight athletic fields, a BMX facility, and an aquatic center. The Harmon Barranca also traverses the district toward its western border, along which neighborhood parks (such as Barranca Vista) and other greenways are situated. An extensive multi-use trail network runs alongside the barranca and extends through the entire district, though there is no safe means of crossing at Telephone Road.
- No Fire, Flood, or Sea Level Rise Risk.** No part of the Southeast/Montalvo subarea is at risk of wildfire, flooding, or sea level rise.

### Streetscape

The streetscape environment in Southeast/Montalvo is largely suburban. Telephone Road is a major auto-oriented thoroughfare that runs east-west through the north half of the district, with a curb-to-curb right-of-way exceeding 80 feet in width and virtually no bicycle infrastructure. Many buildings are also deeply set back from the street, separated via landscaping, retaining wall, and/or surface parking (see Figure 4 for building footprints). In single-family residential areas, homes are typically single-story and set back from the street with landscaped front yards. Throughout the subarea, however, tree canopy is severely lacking.



Johnson Drive. Source: Google Maps

### Intersection Density

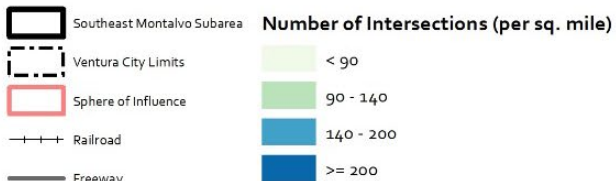
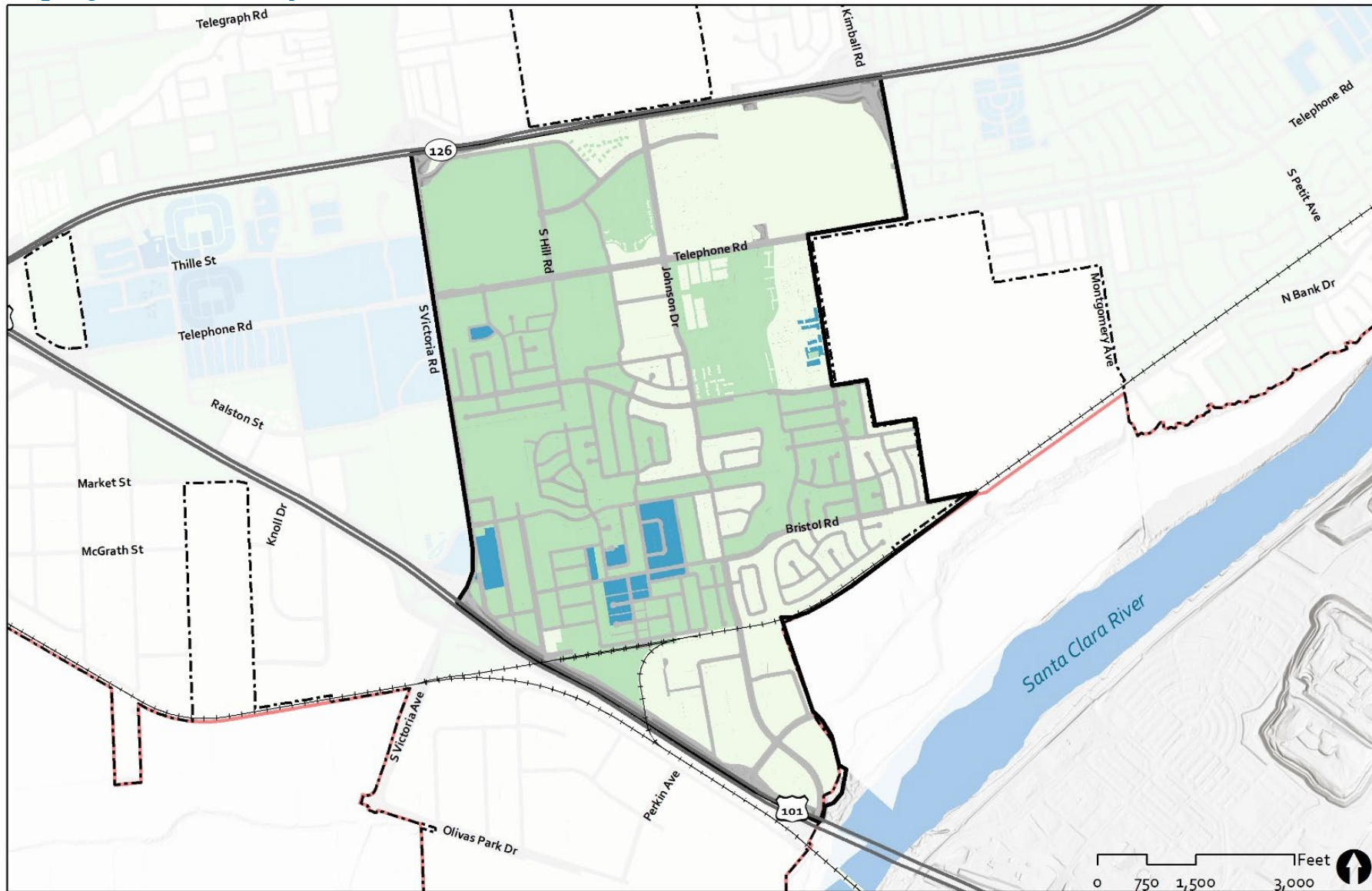
Intersection Density is one metric used to evaluate an area's walkability. A high concentration (i.e., density) of intersections in a defined place is typically indicative of a gridded street pattern, which expands travel routes and connectivity, creates frequent opportunities for controlled pedestrian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



*Curlew Place. Source: Google Maps*

As Figure 3 below indicates, Intersection Density in Southeast/Montalvo is variable. The western half of the district, mainly between Johnson Drive and Victoria Avenue, hosts several small residential blocks that increase overall permeability and connectivity. Meanwhile, residential blocks east of Johnson Drive contain larger, irregularly shaped blocks with many cul-de-sacs that dead-end the street network. In the southern commercial district, meanwhile, there are just a few large blocks that are serviced by one main roadway, Johnson Drive, which is circuitous and meets only three intersections.

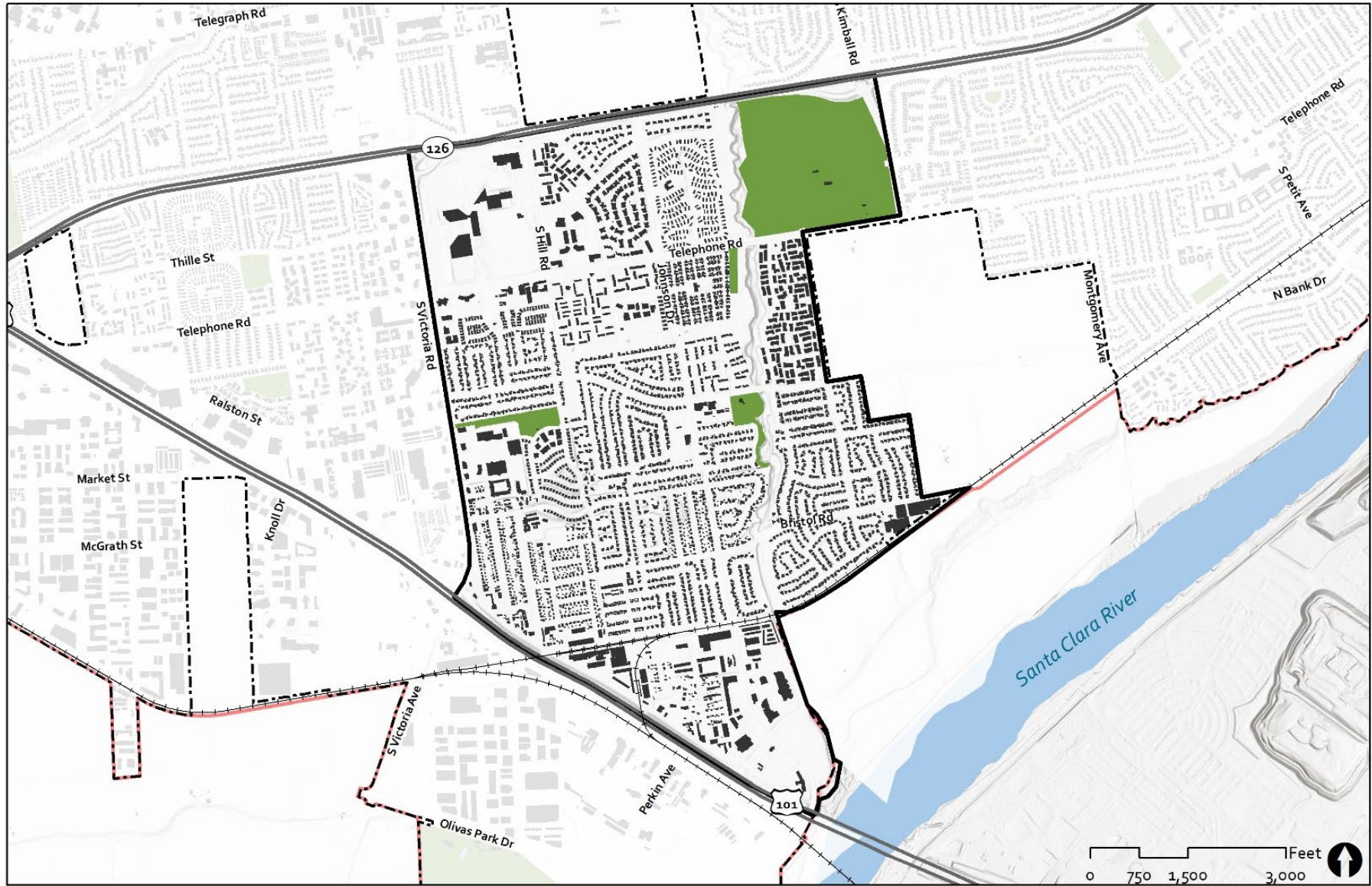
Figure 3: Intersection Density



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



Figure 4: Building Footprints



- Southeast Montalvo Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway
- City Park/Open Space
- Building Footprints

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



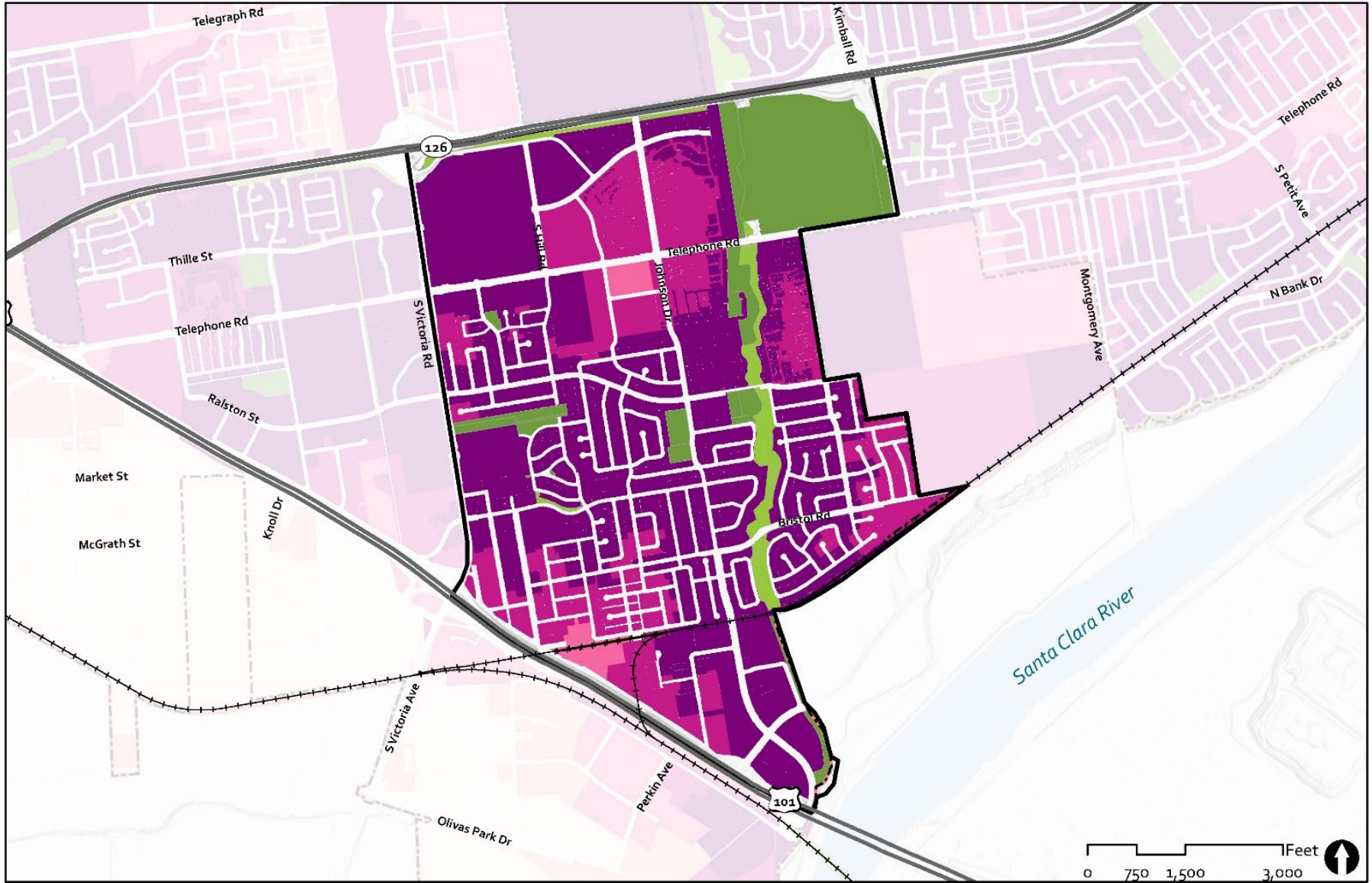
## Open Space

Southeast/Montalvo, as noted above, hosts a strong diversity of parks and recreational amenities. These include the Ventura Community Park, Barranca Vista Park, and Harmon Barranca trail network, amounting to more than 10 acres of public parkland per 1,000 residents (greater than the citywide figure). As shown in Figure 5, parks and recreation facilities are also well distributed across the district, as more than 41 percent of residents live within a five-minute walk of a public park (see the Figure on the following page).



*Barranca Vista Community Center.  
Source: City of Ventura*

Figure 5: Walk Access to Parks



|                            |                    |                           |              |
|----------------------------|--------------------|---------------------------|--------------|
| Southeast Montalvo Subarea | Parks / Recreation | <b>Walk Time to Parks</b> | 10 - 15 mins |
| Ventura City Limits        | Open Spaces        |                           | < 5 mins     |
| Sphere of Influence        |                    | 5 - 10 mins               | >= 20 mins   |
| Railroad                   |                    |                           |              |
| Freeway                    |                    |                           |              |

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



## Summary of Key Findings

- **Inactive Public Realm:** Southeast/Montalvo is overly reliant on a handful of shopping centers for civic gathering and placemaking. Apart from these areas, opportunities are limited. On Telephone Road and Johnson Drive – the district’s major thoroughfares – several planned multifamily developments face inward and thus become functionally detached from the surrounding public environment.
- **Strong Recreational Environment:** Most Southeast/Montalvo residents enjoy access to a unique array of recreational amenities within walking distance of their homes, including the Ventura Community Park and Harmon Barranca trail network. Over 41 percent of residents live within a five-minute walk of a park, and nearly all live within a 10-minute walk.
- **Civic- and Retail-Based Economy:** Although Southeast/Montalvo hosts the second-most jobs of any subarea, most employment is concentrated in the retail and public sectors – two areas with limited growth potential, particularly in the aftermath of the COVID-19 pandemic. The City may choose to diversify the district’s economic base through redevelopment of underutilized commercial and industrial properties in the southeast end. Specifically, the City can leverage the area’s proximity to the East Ventura rail station as a major draw for prospective employers.

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

# Subarea Report: Thille

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 Thille 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.



Via Ventura. Source: Westside Rentals

| Land Use                        | Percent      |
|---------------------------------|--------------|
| <b>Residential</b>              | <b>59.2%</b> |
| Single-Family Attached          | 1.0%         |
| Single-Family Detached          | 24.5%        |
| Multifamily                     | 33.8%        |
| <b>Commercial</b>               | <b>24.8%</b> |
| Office                          | 8.1%         |
| Commercial Centers              | 14.3%        |
| Commercial Recreation           | 2.5%         |
| <b>Mixed-Use</b>                | <b>0.5%</b>  |
| Mixed-Use Commercial            | 0.5%         |
| <b>Industrial/Manufacturing</b> | <b>5.4%</b>  |
| Light Industrial                | 2.4%         |
| Wholesale / Warehousing         | 3.0%         |
| <b>Public/Institutional</b>     | <b>4.6%</b>  |
| Civic Facilities                | 1.4%         |
| Religious Facilities            | 2.0%         |
| School                          | 0.3%         |
| Transportation                  | 0.3%         |
| Utilities / Communications      | 0.7%         |
| <b>Open Space</b>               | <b>4.0%</b>  |
| Parks / Recreation              | 2.1%         |
| Open Space                      | 1.9%         |
| <b>Agriculture</b>              | <b>1.0%</b>  |
| <b>Vacant/Other</b>             | <b>0.4%</b>  |

## Thille Overview

Thille is a dense mixed-use district in central Ventura, bounded by Highway 126 to the north, Victoria Avenue to the east, and Highway 101 to the south and to the west. A suburban community, Thille hosts several planned residential developments that are functionally disjointed from one another and detached from the public realm. This includes two mobile home parks and several apartment complexes, giving Thille the highest proportion of multifamily structures of any subarea in the city. Thille also hosts suburban-style shopping centers and business parks with ample street parking. Figure 1 shows an aerial view of the Thille subarea.

### Existing Land Use

As Figure 2 indicates, Thille is a heavily residential subarea (59 percent of land) and the only one in which multifamily housing is more abundant than single-family housing. Commercial uses, which occupy another quarter of land (24.8 percent), mainly consist of neighborhood-serving retail and offices, and are mostly sited along Victoria Avenue and Telephone Road in strip malls, shopping centers, or business parks. A mini “entertainment” district is found between Ralston Street and Highway 101, including amenities like the Golf n Stuff amusement park, a bowling alley, and a roller-skating rink.

Nearly all Industrial (5.4 percent) and Public/Institutional uses (4.6 percent) are located along or south of Ralston Road, including several healthcare services, churches, and the Ventura Police Department headquarters. The infographic below, as well as Figures 1 and 2, summarize these high-level takeaways.

# Neighborhood Statistics



**8,793 residents**  
(8.1% of City)



**3,717 units**  
(8.5% of City)



**13.1 units per residential acre**  
(Citywide: 7.8)



**14.2 people per acre**  
(Citywide: 7.7)



**median income \$66,825**  
(Citywide: \$78,882)



**median home value \$302,475**  
(Citywide: \$570,100)



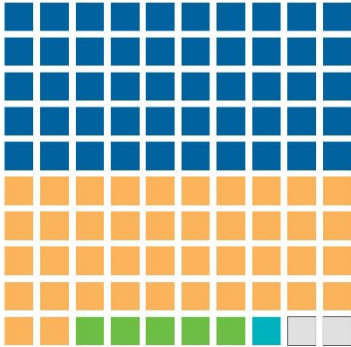
**3,942 jobs**  
(7.7% of City)



**13% residents aged 65+**  
(Citywide: 15.8%)



**29% residents aged 18 or under**  
(Citywide: 21.8%)



- White (50%)
- Hispanic/Latino (42%)
- Asian (5%)
- Black (1%)
- Other/Two or More Races (2%)



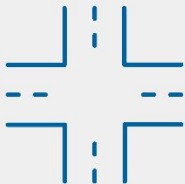
**1.14 park acres per 1,000 residents**  
(Citywide: 7.2)



**48.3% residents five minutes from park**  
(Citywide: 40.2%)



**0% residents at very high fire risk**  
(Citywide: 10.7%)



**140.8 intersections per mi<sup>2</sup>**  
(Citywide: 92.7)

Figure 1: Aerial

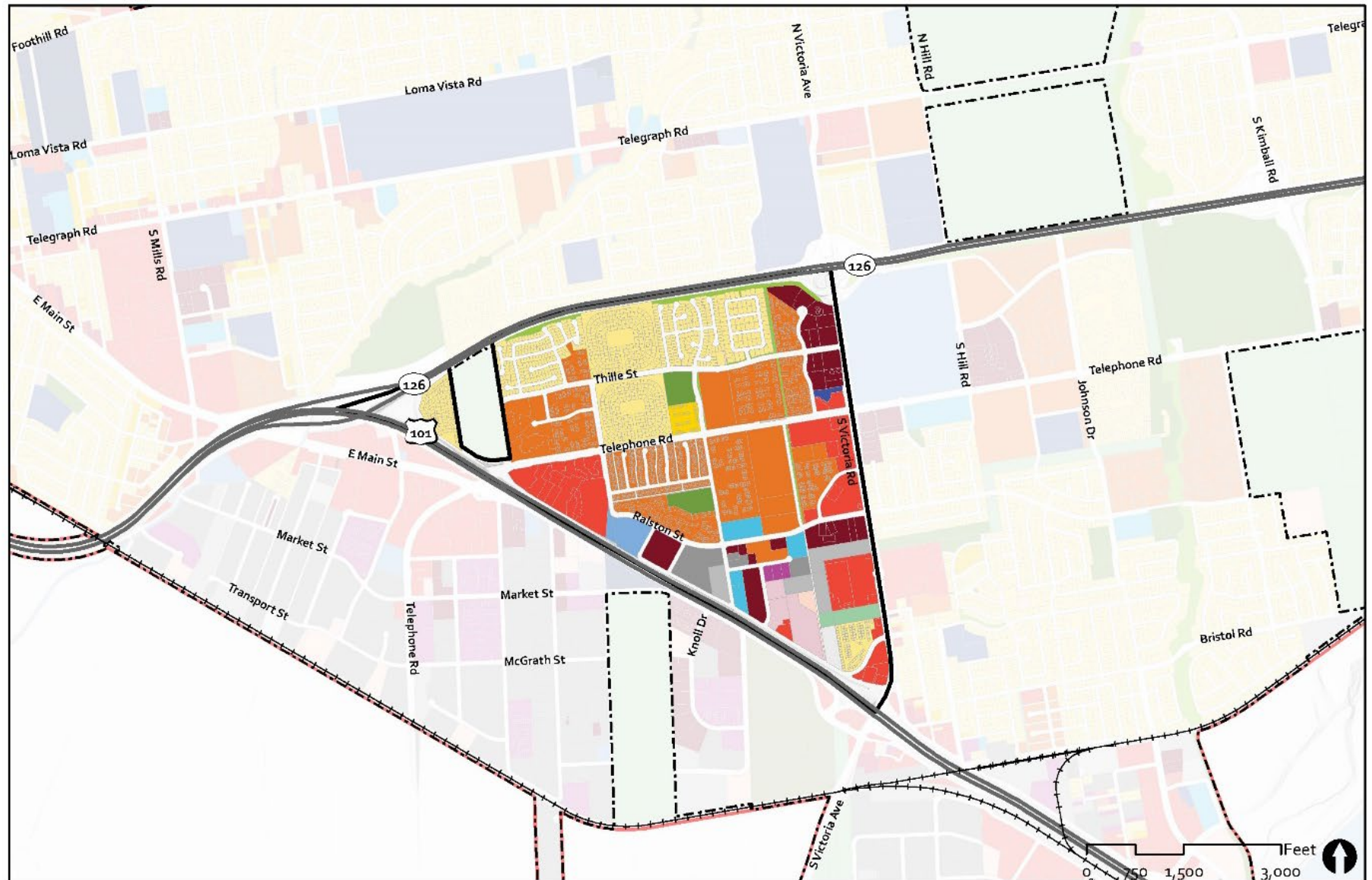


- Thille Subarea
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway

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



Figure 2: Existing Land Use



|                     |                        |                         |                  |                        |                    |                            |
|---------------------|------------------------|-------------------------|------------------|------------------------|--------------------|----------------------------|
| Thille Subarea      | Single-Family Detached | Mixed-Use Commercial    | Office           | Civic Facilities       | Parks / Recreation | Vacant                     |
| Ventura City Limits | Single-Family Attached | Commercial Recreation   | Commercial Other | Religious Facilities   | Open Space         | Transportation             |
| Sphere of Influence | Multifamily            | Commercial Centers      | Light Industrial | School                 | Cemeteries         | Utilities / Communications |
| Railroad            | Accommodation          | Wholesale / Warehousing | Hospitals        | Agriculture            | Water              |                            |
| Freeway             |                        |                         |                  | Natural / Conservation |                    |                            |

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



## Neighborhood Features and Challenges

- **High Population Density:** Unlike other parts of the city, Thille is the only subarea with more land dedicated to multifamily housing than single-family. This characteristic, coupled with the subarea's small size (621 acres), give Thille the highest population density (14.2 people per acre) of any subarea, nearly double the citywide figure (7.7).
- **Master-Planned Communities:** Most multifamily housing is reflected in a handful of large apartment communities, which flank both sides of Telephone Road and extend south toward Ralston Street. Many complexes have shared community facilities, such as pools and green spaces, for residents to enjoy. However, these areas are detached from the surrounding public realm as they are gated, have limited points of entry, and/or have deep setbacks.
- **Suburban-style Commercial Corridors:** Apart from the Ventura Gateway shopping center near the freeway interchange, most commercial uses in Thille flank the west side of Victoria Avenue. These uses extend the length of the corridor and are arranged in either suburban-style shopping centers or business parks, hosting an array of retail and office uses that contain expansive surface parking lots. As shown on Figure 4: Building Footprints, buildings occupy a small percentage of land along Victoria Avenue, indicated high potential for infill development.
- **No Fire or Sea Level Rise Risk.** No part of Thille is at risk of wildfire, flooding, or sea level rise.

### Streetscape

Like many subareas, Thille's streetscape is largely suburban in character. With a very limited residential population, virtually all roadways are auto-dominated with wide curb-to-curb rights-of-way, few street trees, and narrow sidewalks. Given the presence of business parks, buildings also have minimal street presence with large setbacks and ample surface parking (see Figure 4 for building footprints). Class III bike lanes are provided on Telephone Road and Market Street (see "Transportation and Mobility Report").



*Telephone Road. Source: Google Maps*



*Victoria Avenue. Source: Google Maps*

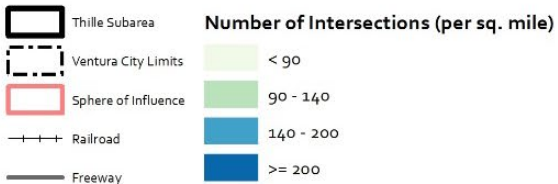
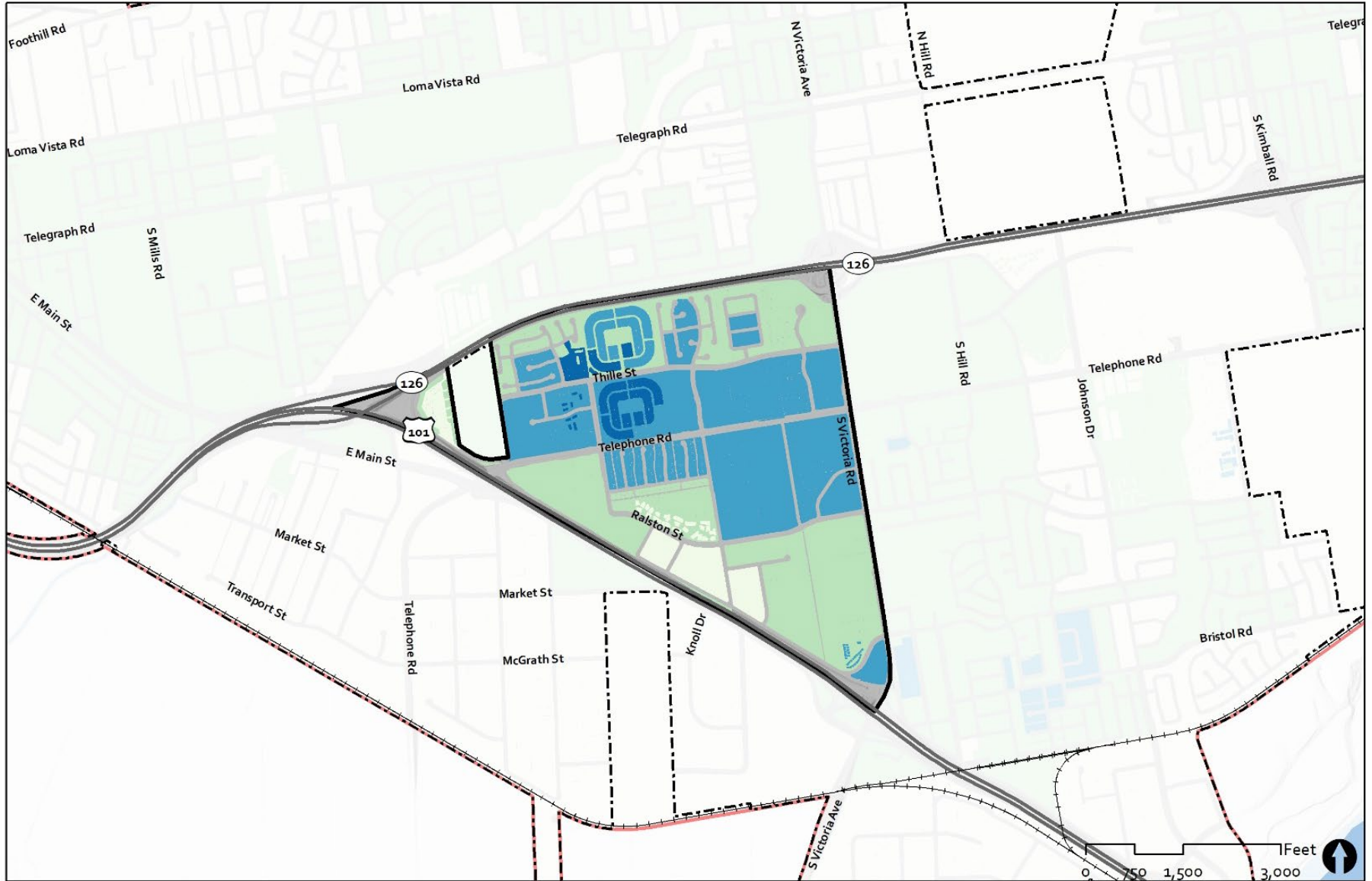
### Intersection Density

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 Thille is mixed. Most planned developments, including both apartment and mobile home communities, contain a fine-grained internal street network

that divides the area into several small blocks, improving connectivity to major roadways like Telephone Road and Victoria Avenue. However, peripheral areas in the north and south ends of the district – particularly near Highways 126 and 101, have low significantly lower concentration of intersections. This is largely due to the total lack of freeway underpasses and overpasses, causing the street network to either dead-end at the border or run parallel to the freeway. Intersection density is particularly low in the mini entertainment district between Ralston Street and Highway 101.

Figure 3: Intersection Density



< 90  
 90 - 140  
 140 - 200  
 >= 200

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





Figure 4: Building Footprints



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



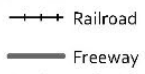
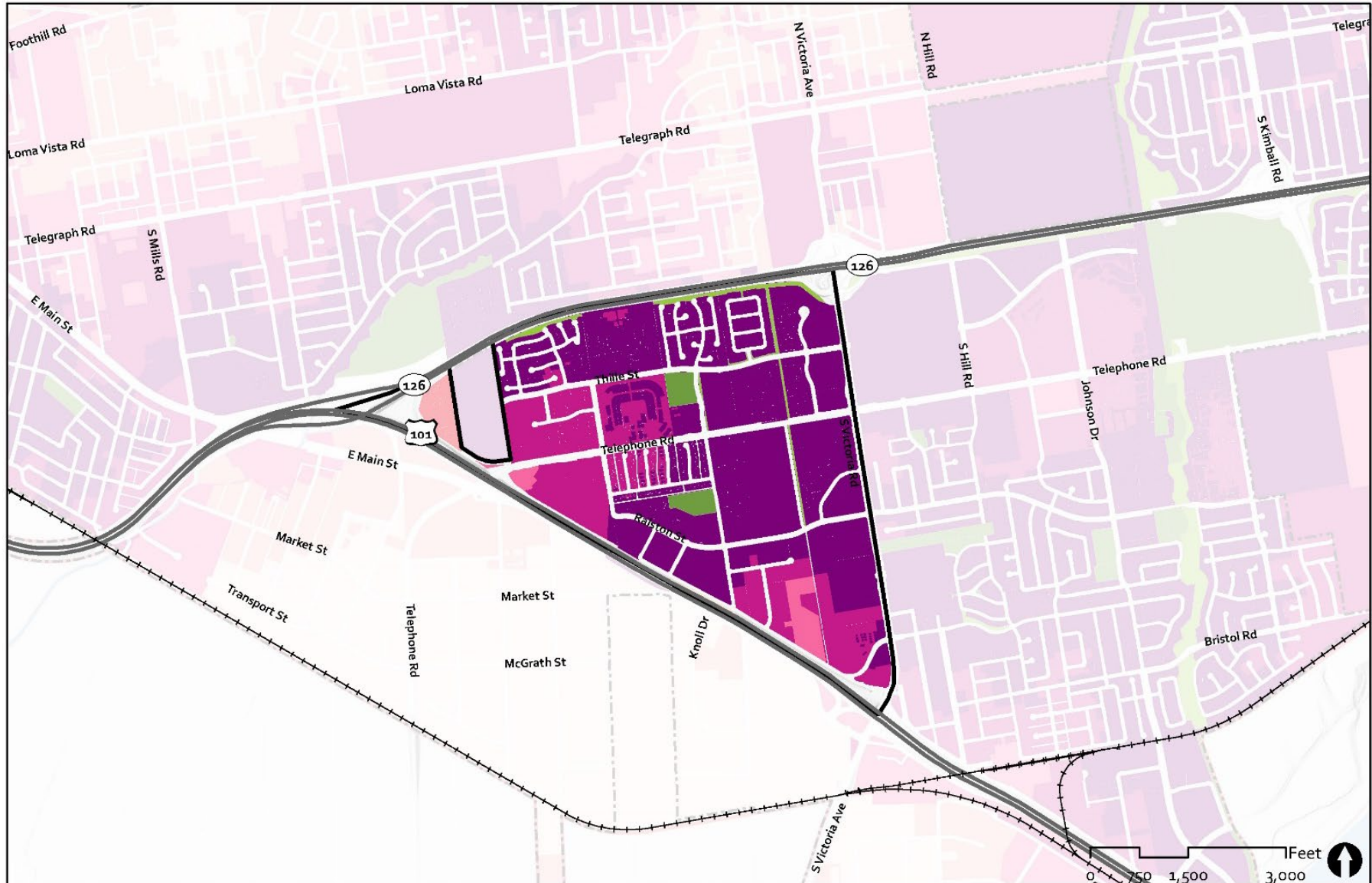
## Open Space

Thille suffers from a lack of parks and open space. Currently, Thille hosts two neighborhood parks – Thille and Marion Cannon Parks – and an extensive linear trail network that covers much of the district. While Figure 5 indicates that most (98 percent) residents live within a ten-minute walk of one of these amenities, Thille boasts the second-fewest acres of parkland per 1,000 residents (1.14) of any subarea. This means that, due to the district’s high population density, local parks could potentially be prone to overcrowding on busy days, which could accelerate park deterioration. That said, most master-planned communities contain common recreational amenities for residents to enjoy, which likely mitigates park overcrowding but contributes to an inactive public environment.



*Thille Park. Source: MapQuest*

Figure 5: Walk Access to Parks



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



## Summary of Key Findings

- **Redevelopment Potential:** Thille hosts several shopping centers and business parks – particularly on Victoria Avenue and adjacent to Highway 101 – whose surface parking lots could feasibly be converted into new redevelopment sites. While the areas along Highway 101 may not be suitable for new housing due largely to noise issues from the freeway and poor access to everyday amenities, it could be suitable for new employment-generating uses like office and/or R&D space. Meanwhile, Victoria Avenue would be more appropriate for greater mix of land uses, including potentially housing.
- **Uninviting Pedestrian Environment.** Deep street setbacks, coupled with auto-dominated roadways, also contribute to an uninviting pedestrian environment that hampers walkability. These conditions are further exacerbated by the inward-facing nature of Thille’s many planned developments, whose interface with the public realm is severely lacking. Emphasizing pedestrian-friendly design standards, including minimal setbacks and other furnishings, could help activate the public realm.
- **Severe Parkland Shortage:** While many apartment communities in Thille host private recreational amenities, the district at large lacks publicly accessible open spaces. Many residents live in close proximity to a public park, though the district hosts just 1.14 acres of parkland per 1,000 residents – the second-fewest of any subarea. Should Thille further densify, development of additional parkland may well be necessary to prevent potential overcrowding.

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

# Subarea Report: Westside

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 unique conditions, this report provides an overview of the Westside 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.

## Westside Overview

| Land Use                        | Percent      |
|---------------------------------|--------------|
| <b>Residential</b>              | <b>39.5%</b> |
| Single-Family Attached          | 1.8%         |
| Single-Family Detached          | 28.9%        |
| Multifamily                     | 8.8%         |
| <b>Commercial</b>               | <b>3.6%</b>  |
| Office                          | 0.8%         |
| Commercial Centers              | 2.8%         |
| <b>Mixed-Use</b>                | <b>0.1%</b>  |
| Mixed-Use Commercial            | 0.1%         |
| <b>Industrial/Manufacturing</b> | <b>13.4%</b> |
| Light Industrial                | 9.3%         |
| Wholesale / Warehousing         | 4.1%         |
| <b>Public/Institutional</b>     | <b>7.2%</b>  |
| Civic Facilities                | 2.0%         |
| Religious Facilities            | 0.2%         |
| School                          | 2.7%         |
| Hospitals                       | 0.9%         |
| Transportation                  | 0.7%         |
| Water                           | 0.8%         |
| <b>Open Space</b>               | <b>22.5%</b> |
| Parks / Recreation              | 2.6%         |
| Open Space                      | 1.9%         |
| Natural / Conservation          | 18.0%        |
| <b>Agriculture</b>              | <b>10.3%</b> |
| <b>Vacant/Other</b>             | <b>3.4%</b>  |

The Westside is a dense mixed-use community on the northwest end of the city, bounded by Main Street to the south, Grant Park to the east, Ottawa Street to the north, and State Route (SR) 33 to the west. Covering 1,300 acres, it houses 14,056 residents and is the third-densest subarea in the city (10.8 persons per acre [ppa]). The Westside also contains a high concentration of lower income residents, with median income (\$53,008) is only 67 percent of the citywide figure (\$78,882). In addition, nearly three-quarters of the population (73.0 percent) identify as Hispanic/Latino. Figure 1 shows an aerial view of the subarea.

### Existing Land Use

As Figure 2 indicates, the Westside is a predominately residential community, with housing occupying almost 40 percent of all land; however, just 22.3 percent of all housing is considered “middle-density”, such as garden apartments and bungalow courts, with the remainder coming in the form of single-family homes. Agriculture and open space comprise nearly another one-third (32.7 percent) of land in the community, although most of these spaces are not available for public recreation. The Westside is also home to various industrial and manufacturing operations, which comprise 13.4 percent of land and are mostly located east of Ventura Avenue. A smaller number of institutional (7.2 percent) and commercial (3.6 percent) uses are also dispersed throughout, mainly along or near the Ventura Avenue corridor.

The Westside does not contain any notable retail or civic nodes, except for a shopping center at the south end of Ventura Boulevard at the edge of the Westside and Downtown neighborhoods. Major public uses include three public schools – De Anza DATA Middle, Sheridan Way Elementary, and EP Foster Elementary – and three parks: Harry A. Lyon Park, Kellogg Park, and West Park, which also contains a community center. Apart from the Ventura Unified School District (VUSD), which is headquartered in the Westside, most economic activity is focused on retail and PDR uses. The infographic below, as well as Figures 1 and 2, summarize these high-level takeaways.



*Westside Subarea. Source: Westside Community Council*



## Neighborhood Statistics



**14,056 residents**  
(13.0% of City)

**4,496 units**  
(10.3% of City)



**10.3 units per residential acre**  
(Citywide: 7.8)



**10.8 people per acre**  
(Citywide: 7.7)



**median income \$53,008**  
(Citywide: \$78,882)



**median home value \$394,829**  
(Citywide: \$570,100)



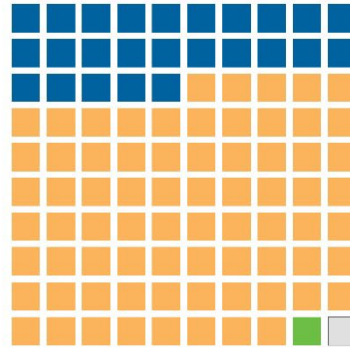
**3,445 jobs**  
(6.7% of City)



**7% residents aged 65+**  
(Citywide: 15.8%)



**26% residents aged 18 or under**  
(Citywide: 21.8%)



- White (25%)
- Hispanic/Latino (73%)
- Asian (1%)
- Black (<1%)
- Other/Two or More Races (1%)



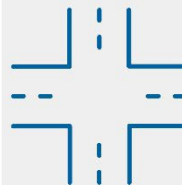
**2.01 park acres per 1,000 residents**  
(Citywide: 7.2)



**58.1% residents five minutes from park**  
(Citywide: 40.2%)








**34.9% residents at very high fire risk**  
(Citywide: 10.7%)



**53.1 intersections per mi<sup>2</sup>**  
(Citywide: 92.7)

Figure 1: Aerial

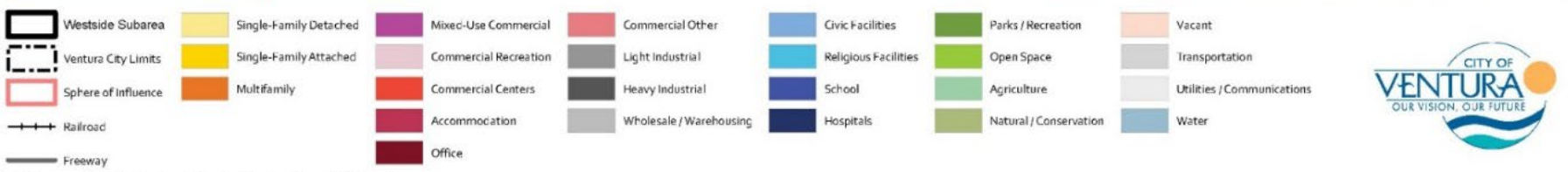
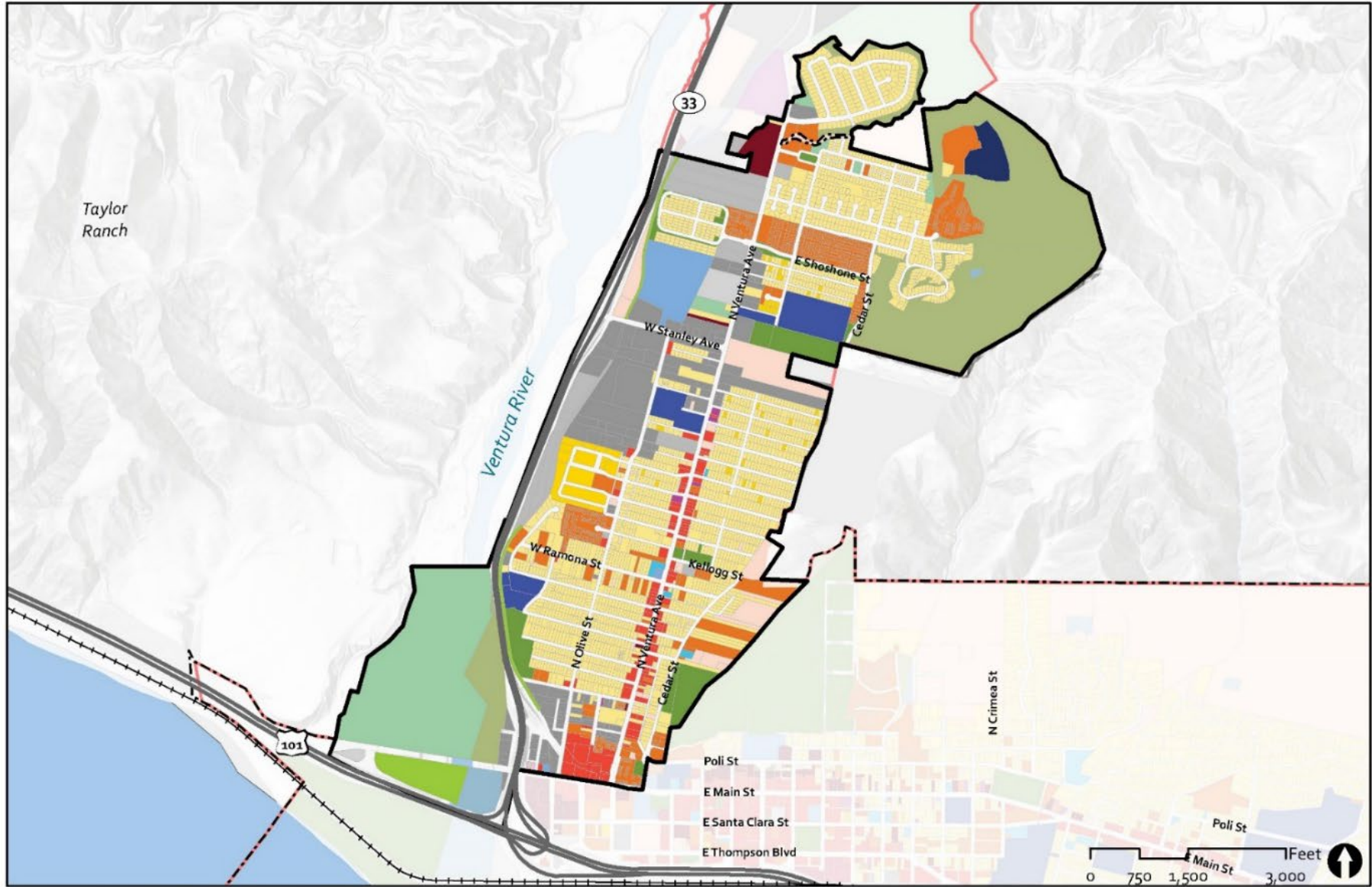


-  Westside Subarea
-  Ventura City Limits
-  Sphere of Influence
-  Railroad
-  Freeway

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

- Central Role of Ventura Avenue.** Ventura Avenue is the spine of the Westside, serving as a major north-south corridor that runs the length of the community and facilitates travel both into Downtown (southward) and out of the city (northward). It also supports a variety of uses ranging from retail, light industrial and automotive, low-density residential, and other commercial operations. However, land use transitions are often abrupt, pedestrian and bike infrastructure are poor, and the corridor generally lacks a distinctive retail or civic node that could otherwise activate the public realm.
- Network of Low-to-Mid Density Neighborhoods.** Ventura Avenue is flanked on both sides by small residential neighborhoods, most of which are organized on a predictable street grid with relatively long blocks. Single-family homes are the predominate housing type, though denser structures like duplexes and bungalow courts can also be found throughout. On average, lot sizes are typically smaller than in other parts of Ventura, which also contributes to the Westside's relatively high population density (10.8 ppa). Housing structures are mostly single-story, set-back from the street with landscaped front yards, and sit on low-traffic residential streets with a limited tree canopy.
- Residual Industrial Character.** The Westside still retains a strong industrial character that dates back to the early days of oil extraction. Much of the area's employment base is in the production, distribution, and repair (PDR) sector, with sites mainly located on the east end (particularly between Vince Street and Stanley Avenue). Many of these uses are sited on large parcels that are significantly underutilized. Given of the relative decline of both oil and gas and PDR sectors, these areas could present potential redevelopment sites support some combination of housing and employment-generating uses (see "Market Study" for more).
- High Fire Risk:** Due to its proximity to the Los Padres foothills, the Westside faces the second greatest fire risk of any subarea in the city. More than a third (34.9 percent) of the population live in areas deemed "very high fire risk." Figure 6 shows fire risk in the Westside subarea.
- Flooding Risk:** No part of the Westside subarea is at risk of sea level rise, and although the subarea is protected from flooding by a levee along the Ventura River, it is currently uncertified by FEMA. The Ventura County Watershed Protection District (VCWPD) is in the process of correcting the levee elements to re-certify it.

### Streetscape

The Westside has a variable streetscape environment. The neighborhood's two main corridors – Ventura Avenue and Olive Street – are fairly auto-dominated, containing minimal street trees, relatively narrow sidewalks, and almost no bicycle infrastructure. The number of intersections per square mile is also low throughout the Westside, which is indicative of long street blocks with limited opportunities for pedestrian crossing and placemaking. That said, many major intersections on Ventura Avenue have painted crosswalks, curb bulb-outs, and are signalized.



Ventura Avenue. Source: Google Maps

Given the diverse array of uses it supports, Ventura Avenue also has an intermittent street wall. Many buildings on retail-oriented blocks – such as those south of Center Street, have no setbacks with storefronts flush to the sidewalk. Meanwhile, most PDR uses (particularly in the northern end) have deep setbacks and often front the roadway with parking lots or storage areas, detracting from the public realm and pedestrian experience.

Beyond Ventura Avenue, the streetscape environment is fairly quaint and pedestrian-friendly. In most single-family neighborhoods, houses are set back approximately 20 feet from the curb and the street grid is fairly regular.

### *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 is exceptionally low across most of the Westside. Virtually all residential neighborhoods have very few north-connector streets (sometimes one), and in the north part of the area, several cul-de-sacs dead-end the street network.

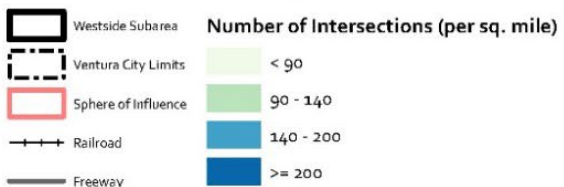
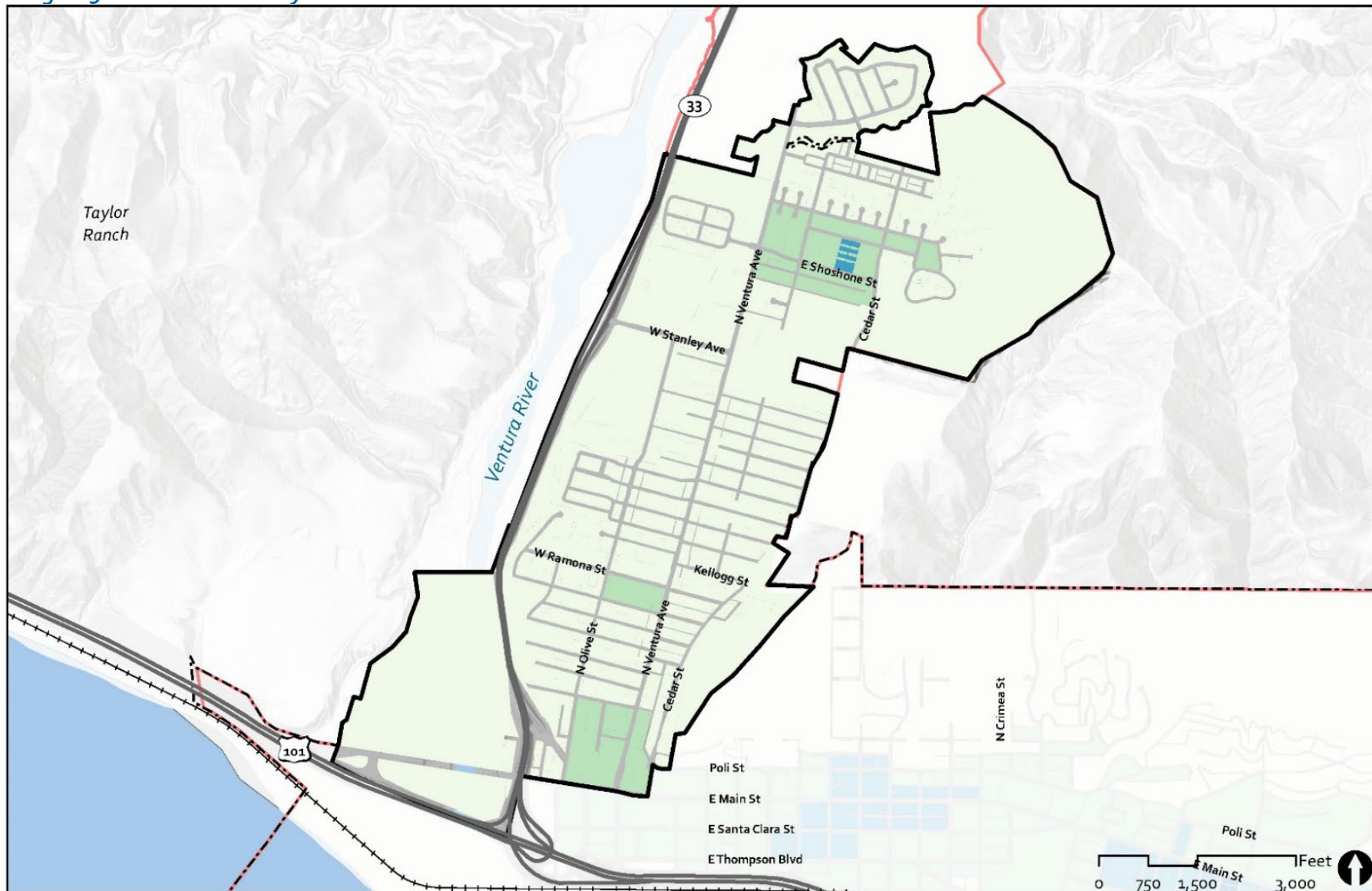


*PDR uses with an inconsistent street wall.  
Source: Google Maps*



*Consistent street wall with minimal setbacks.  
Source: Google Maps*

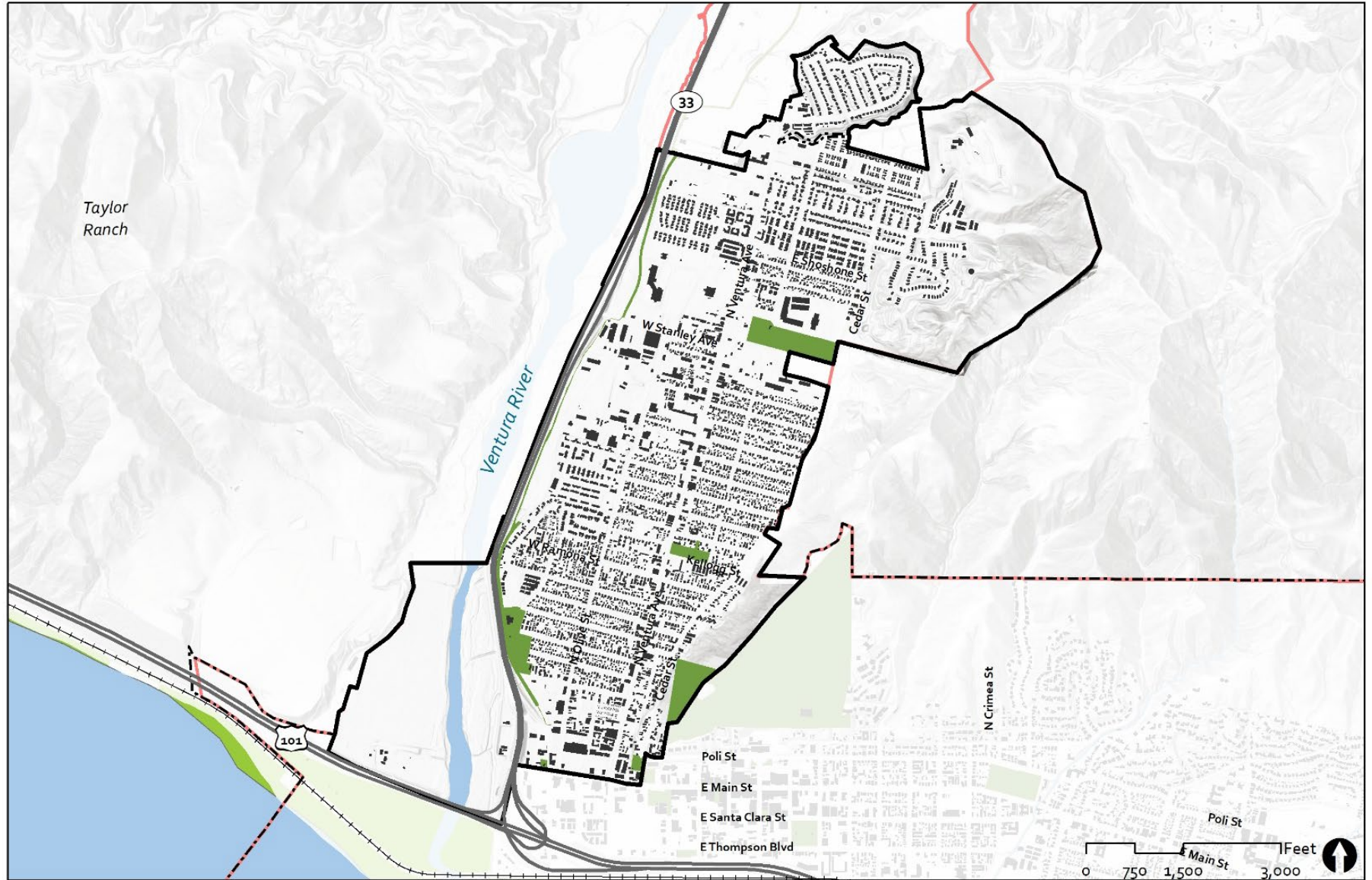
Figure 3: Intersection Density











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



Figure 4: Building Footprints



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

## Open Space

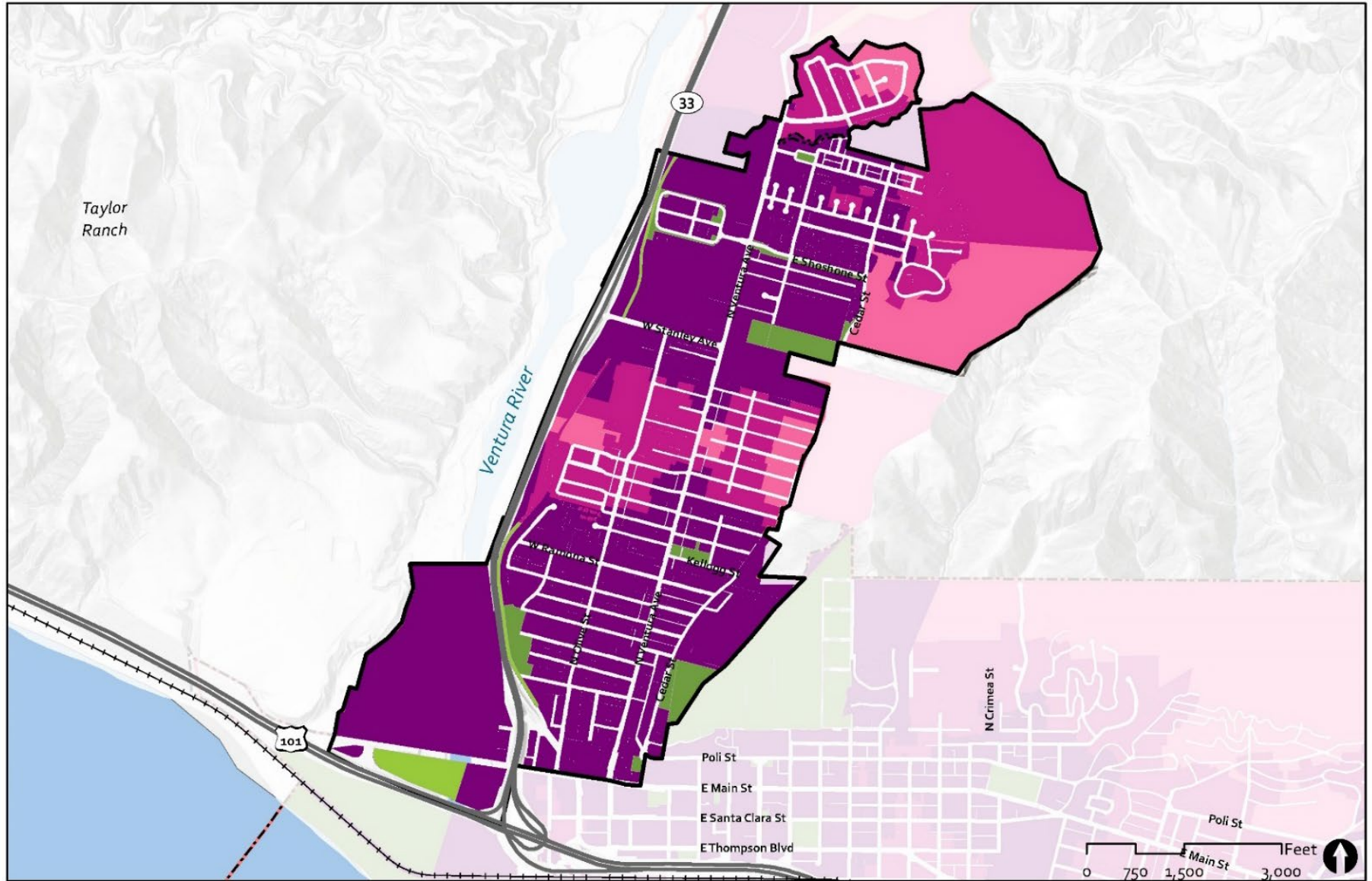
The Westside is generally lacking in parks, open spaces, and recreational facilities. Currently, the neighborhood contains three public parks – West Park, Harry A. Lyon Park, and the recently developed Kellogg Park – which together include amenities such as a community center, playgrounds, athletic fields, a skate park, tennis courts, and seating areas. While Figure 5 suggests that these parks are well-distributed across the area (95 percent of residents live within a 10-minute walk of a park), they amount to just over 2 acres of parkland per 1,000 residents – less than a third of the citywide figure (7.2 acres/1,000 population). This suggests that parks in the Westside could potentially experience overcrowding at times, which can accelerate physical deterioration and compromise the experience of parkgoers.



*Kellogg Park. Source: Pacific Coast Land Design*



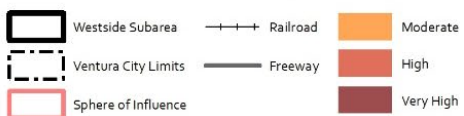
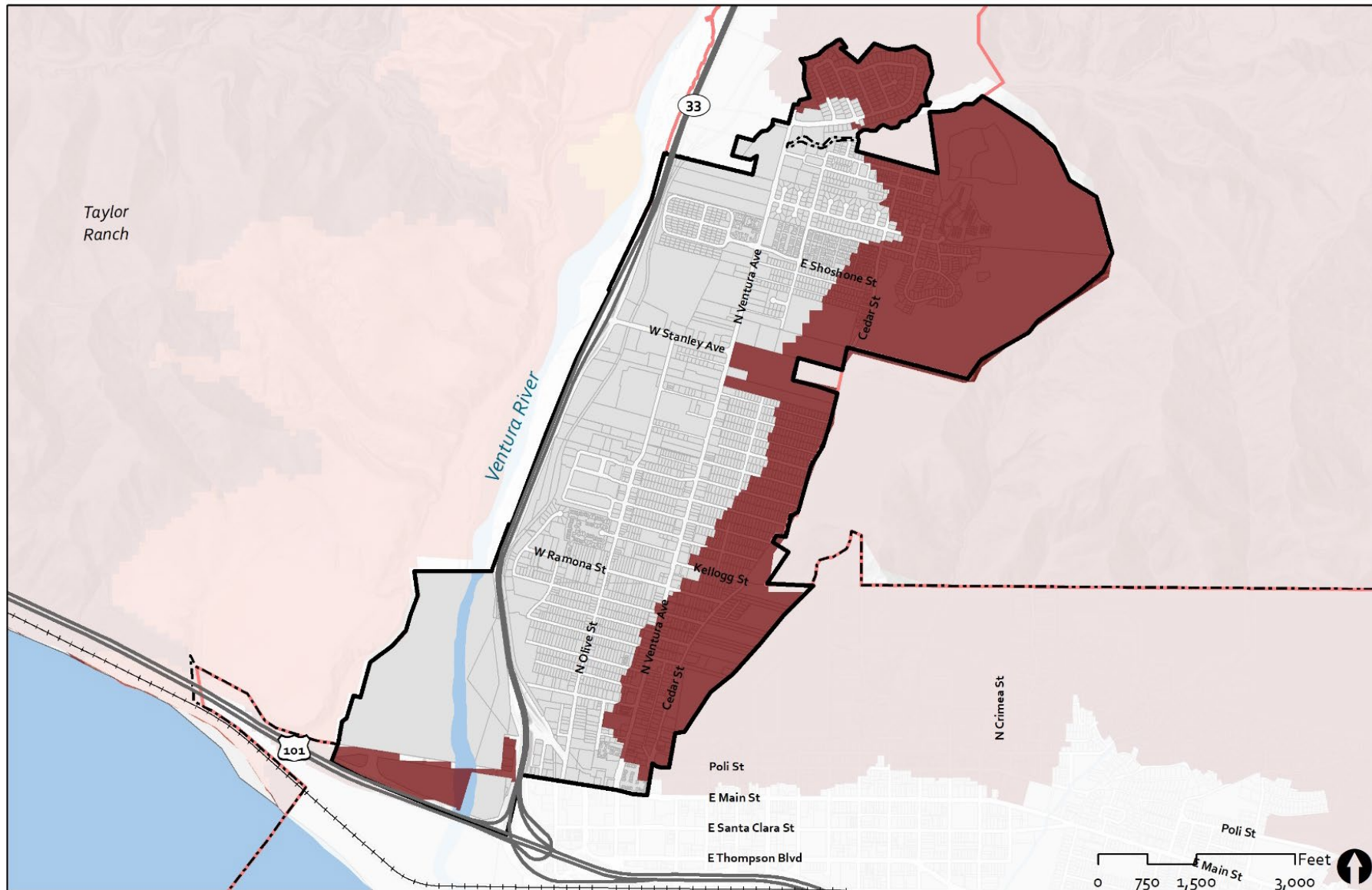
Figure 5: Walk Access to Parks



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



Figure 6: Fire Risk



Data Sources: City of Ventura (2020), County of Ventura (2020), CALFIRE (2021), ESRI (2020)



## Summary of Key Findings

- **Strong Access to Parks:** Most Westside residents enjoy convenient access to parks, as nearly 58 percent live within a five-minute walk of one, and nearly all are within a 15-minute walk. This proximity provides a strong foundation for creating a healthy and livable community.
- **Potential Park Overcrowding:** Parks in the Westside, though proximate to most residents, may suffer from occasional or chronic overcrowding. There are just over two acres of public parkland per 1,000 Westside residents, which is far lower than the citywide figure and may reflect a general shortage of recreational amenities in the community.
- **High Wildfire Risk:** The Westside is highly vulnerable to wildfires, which are only anticipated to increase in frequency as climate change intensifies. More than a third (34.9 percent) of all residents live in “Very High Fire Risk” (VHFR) areas, indicating a need to rethink settlement patterns, expand evacuation routes, and strengthen adaptation and resilience efforts.
- **Limited Bike/Ped Infrastructure:** Opportunities for active transportation are limited in the Westside. Though Ventura Avenue has many painted and signalized crosswalks, sidewalks are relatively narrow and almost completely devoid of street trees. Meanwhile, sharrows are the only form of bicycle infrastructure available, which increases the potential for conflict between travel modes.
- **Redevelopment and Revitalization:** The Westside could become a key growth area in the city, as it hosts several PDR sites that are both underutilized and engaged in sectors with limited growth potential (see “Market Study” for more). These sites could represent a potential “area of change” primed for revitalization; however, given the Westside’s demographic profile, the City should be mindful of potential gentrification that could arise from such a scenario.

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