

General Plan Advisory Committee

Meeting #22: Preferred Land Use Discussion

April 18, 2023



GPAC Members

- Doug Halter, Chair
- Bill McReynolds, Vice Chair
- Philip Bohan
- Nicholas Bonge
- Lorrie Brown
- Stephanie Caldwell
- Kyler Carlson
- David Comden
- Joshua Damigo
- Nicholas Deitch
- Peter Freeman
- Kacie Goff
- Kelsey Jonker
- Stephanie Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Dana Worsnop

Meeting Agenda – Tuesday, April 18

- Debrief from March 21st Meeting
- Discuss and recommend land use direction for the following Areas of Discussion:
 - Five Points/Pacific View Mall
 - Arundell/North Bank
 - SOAR
 - Johnson
- Review outstanding questions from other Areas of Discussion
- Discuss next steps for GPAC feedback
- Public comment
- Wrap up and next steps



GPAC Meeting Protocols

To ensure a safe environment for respectful dialogue, the following protocols will be enforced:

- GPAC members and the public shall show respect for others in the room.
- GPAC members and the public shall not interrupt or otherwise disrupt the meeting, including shouting, applauding or booing.
- Public comment is provided at the end of the meeting. Time limits will be placed on public comment depending on the number of public speakers.
- Those that do not follow these protocols will be asked to leave the meeting.



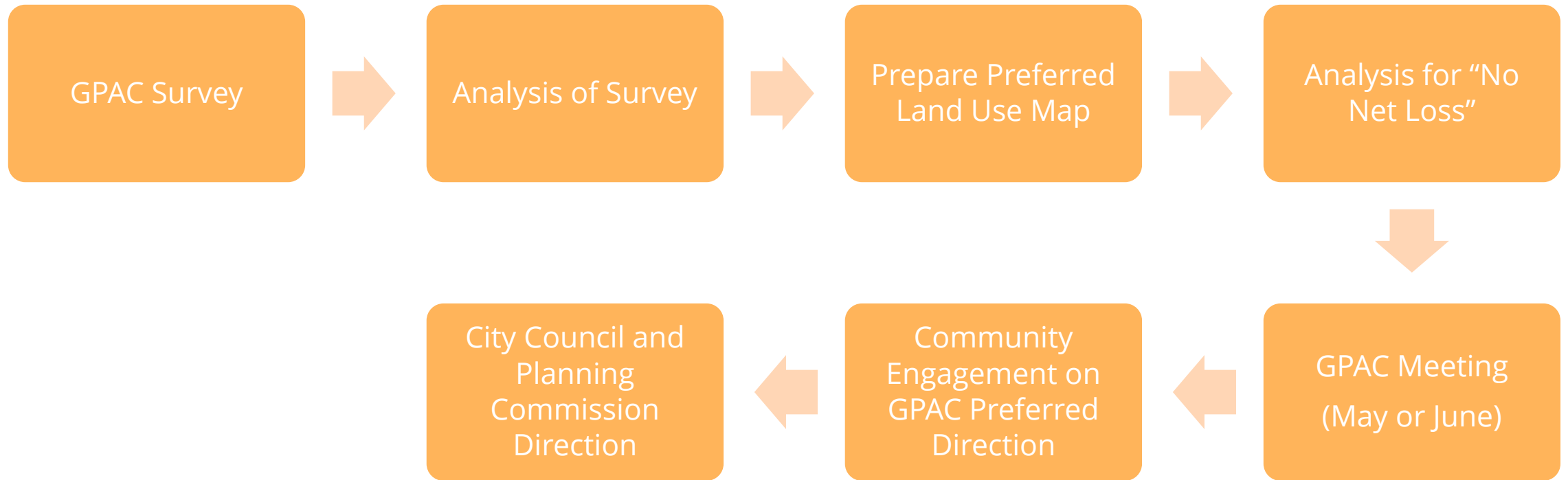
Discuss Remaining Areas of Discussion

1. Five Points/Pacific View Mall
2. Arundell/North Bank
3. SOAR Areas
4. Johnson Corridor

Approach to Discussion

- Ask questions for clarity
- Keep comments and suggestions high level
 - Vision for area
 - Desired land uses
 - Scale of development
- Avoid discussing feasibility of development on specific parcels
- Direction will be based on a GPAC survey following this meeting
 - Results will be published
 - Straw polls will NOT be used for this meeting to expedite the process

Next Steps



Five Points/Pacific View Mall

Guiding Policy/Regulatory Documents

- **General Plan:**

- Five Points

- Maintain area as an intense “activity center” with greater emphasis on commercial use

- Loma Vista Corridor

- Concentrate medical and research-centered businesses
 - Provide workforce housing and services that are serviced by increased transit

- Pacific View Mall:

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

- **Midtown Corridors Development Code (Five Points):**

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

- **Community Memorial Hospital District Development Code:**

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

Five Points/Pacific View Mall (Base)

1. Area Around the Hospitals

Maintain a healthcare/medical focus in this area and encourage more office/R&D uses.

Mixed feedback on:

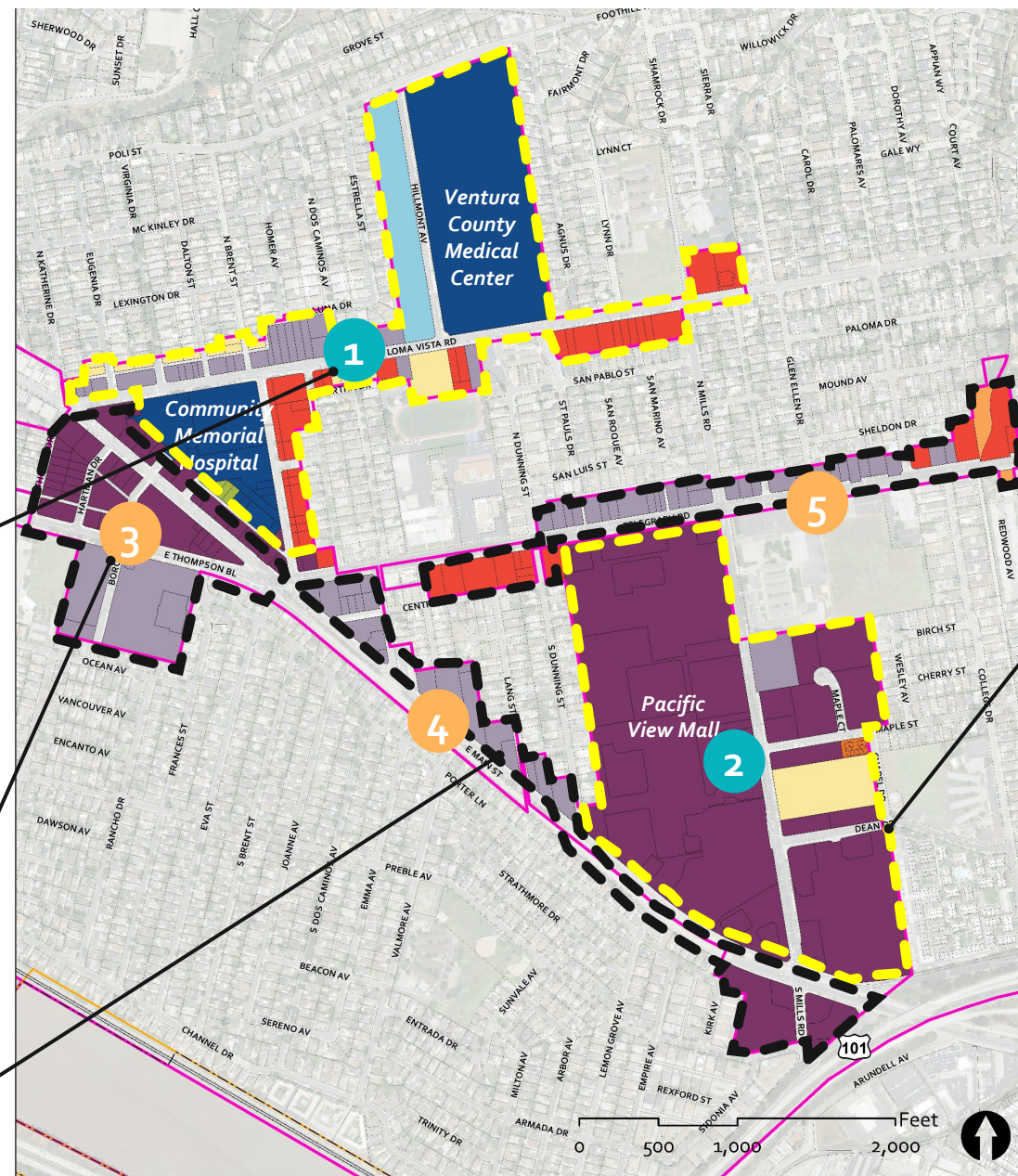
- Not allowing residential uses and designating as 3-story office/R&D
- **Allowing at least some residential uses in mixed use buildings (3-5 stories) along Loma Vista**

3. Five Points

- No significant input for this area.

4. Main Street (East of Brent)

- Maintain current zoning
- Allow increased densities (Mixed Use 2 or 3)



- Area addressed in survey
- Area not addressed in survey

5. Telegraph Corridor

- No significant input for this area.
- Maintain existing land use designations and/or allow mixed use.

2. Pacific View Mall

- Strong direction to redevelop the mall as a mixed-use center with multifamily, retail and significant open space.
- Create a Specific Plan for the area

■ Neighborhood Very Low	■ Neighborhood Medium	■ Mixed Use 1	■ Coastal Mixed Use	■ Light Industrial/Flex	■ School
■ Neighborhood Low	■ 3 Story Multifamily	■ Mixed Use 2	■ Neighborhood Center	■ General/Heavy Industrial	■ Park
■ Single Family Beach	■ 3 Story Multifamily Coastal	■ Mixed Use 3	■ Commercial	■ Office/R&D	■ Open Space
■ Neighborhood Low Medium	■ 4 Story Multifamily	■ Mixed Use 4	■ Commercial Tourist Oriented	■ Hospital	■ Golf Course
■ Two-to-Four Family Beach	■ Mobile Home Exclusive	■ Harbor Mixed Use	■ Harbor Commercial	■ Public(General)	■ Agricultural

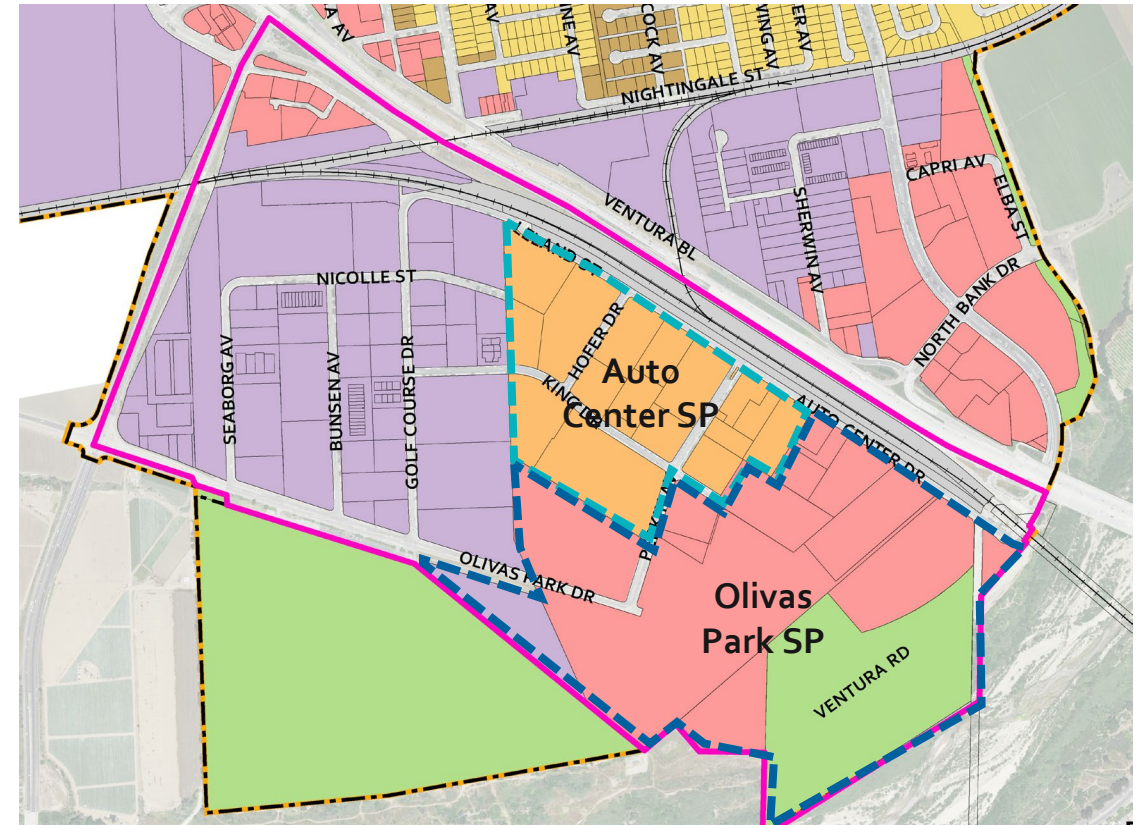
Arundell/North Bank

Guiding Policy/Regulatory Documents - Arundell

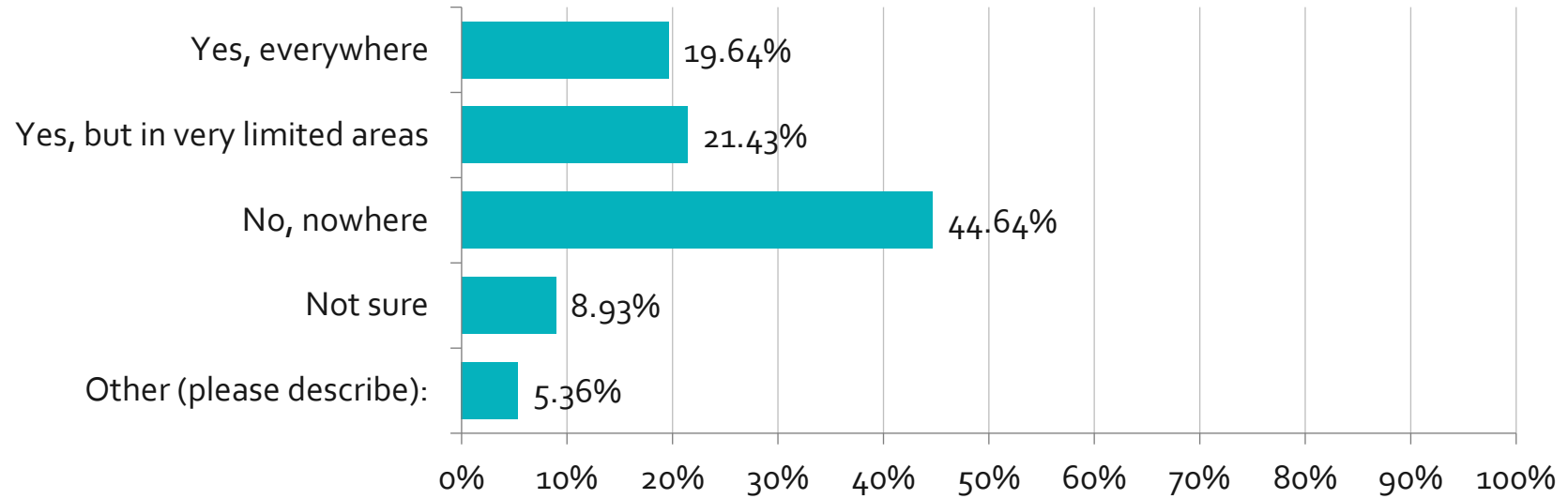
- **General Plan:**
 - Incorporate large-scale employment, workforce housing and neighborhood commercial in an economically diverse setting
 - Expand mixed use and housing along Callens Road, the historic center of the community
 - Leverage “McGrath property” to attract new industry that provides high value, high wage jobs to the City
- No specific/community plans written for this area

Guiding Policy/Regulatory Documents - North Bank

- **General Plan:**
 - Enhance the area as a regional retail destination while providing retail uses serving the local workforce
 - Strengthen partnerships with Auto Center
 - Invest in beautification projects and create unique attractions of regional interest
- **Auto Center Specific Plan:**
 - Ensure new auto sales and service uses are compatible
 - Minimize conflicts with surrounding land uses
 - Provide for necessary utilities and services
- **Olivas Park Specific Plan:**
 - Allow commercial and/or industrial uses that provide jobs and strengthens the local tax base
 - Create an integrated, multi-modal transportation system

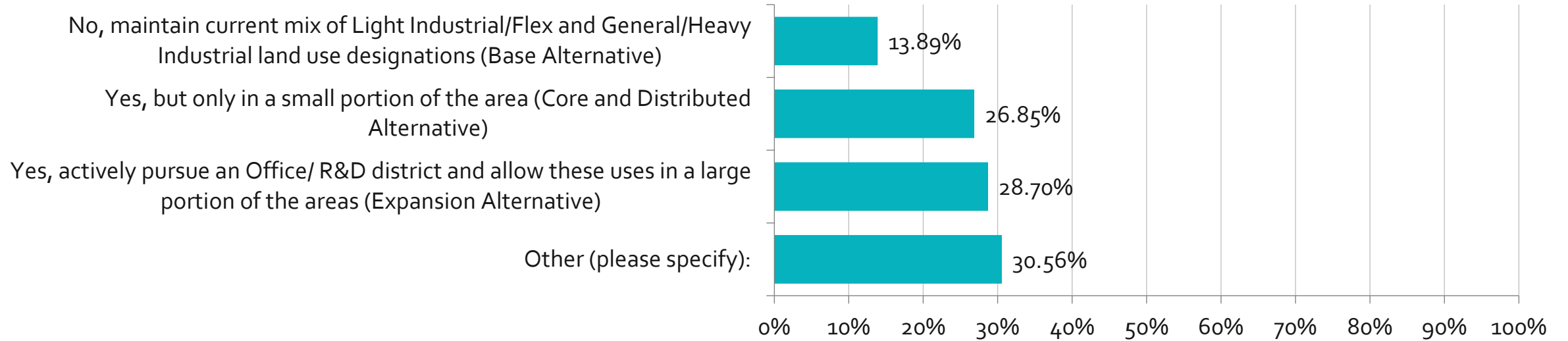


Q3: Should housing be included as an allowable use anywhere in these areas?



Answer Choices	English	Spanish
Yes, everywhere	19.64% (22)	0% (0)
Yes, but in very limited areas	21.43% (24)	0% (0)
No, nowhere	44.64% (50)	0% (0)
Not sure	8.93% (10)	100% (1)
Other (please describe):	5.36% (6)	0% (0)
Total	112	1

Q4: Should the land use plan promote the creation of the Office/R&D district in these areas to promote corporate offices and some higher wage jobs in Ventura?

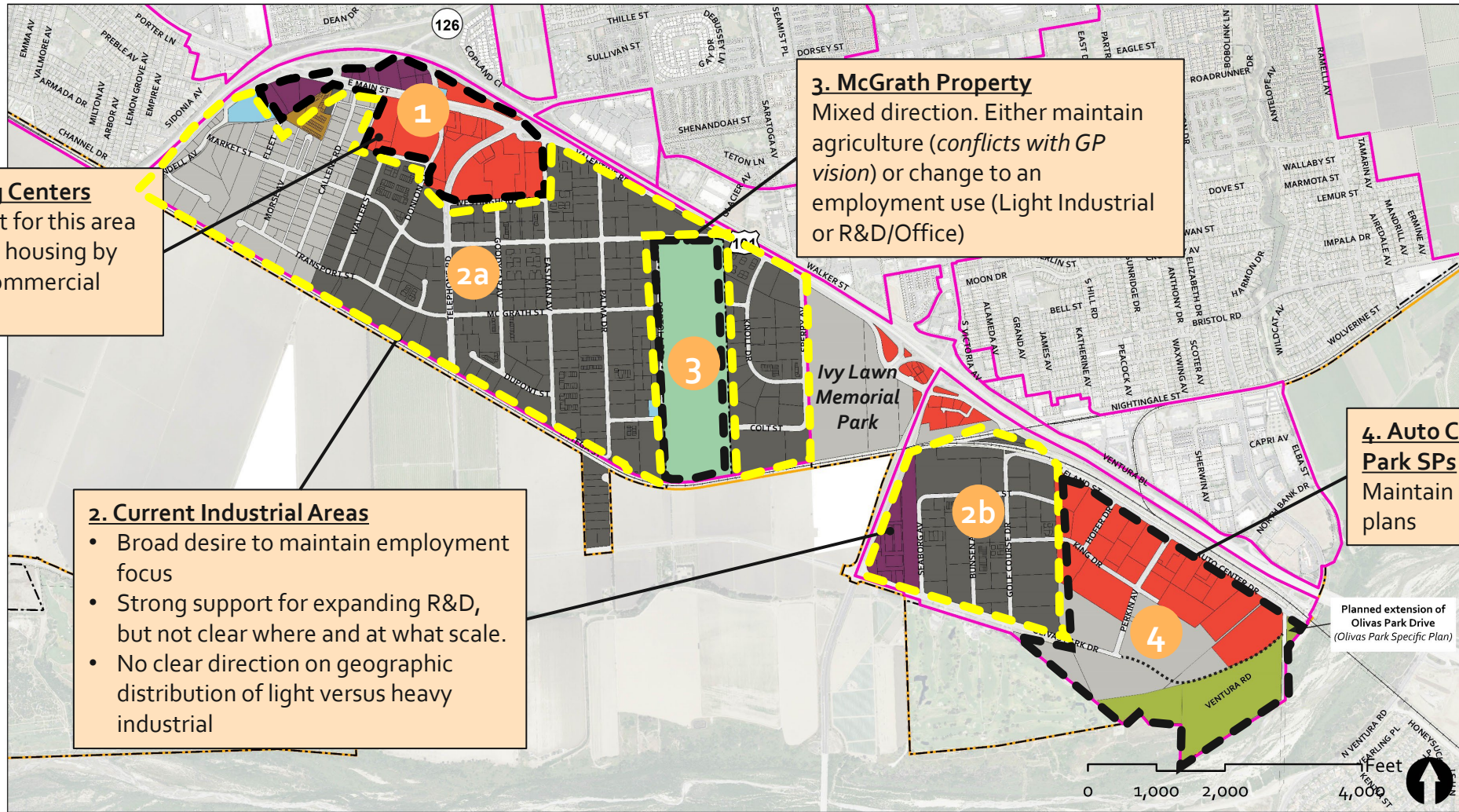


Answer Choices	English	Spanish
No, maintain current mix of Light Industrial/Flex and General/Heavy Industrial land use designations (Base Alternative)	13.89% (15)	100% (1)
Yes, but only in a small portion of the area (Core and Distributed Alternative)	26.85% (29)	0% (0)
Yes, actively pursue an Office/ R&D district and allow these uses in a large portion of the areas (Expansion Alternative)	28.70% (31)	0% (0)
Other (please specify):	30.56% (33)	0% (0)
Total	108	1

Draft Industrial and Office/R&D Definitions

Light Industrial/Flex	Heavy Industrial	Office/R&D
<ul style="list-style-type: none"> Allows a variety of “clean” light industrial, production, distribution, and commercial uses that typically involve physical assembly/reshaping of finished materials and/or retail sales that are incidental to an industrial use. Produces limited impacts on nearby properties, such as noise, gas, odor, or vibration. Buildings can vary in size from small-scale industrial flex uses to large floorplates. 	<ul style="list-style-type: none"> Allows for a wide variety of manufacturing, warehouse, and distribution uses that typically involve a transformation of extracted or raw materials. Toxic, hazardous, or explosive materials may be produced or used in large quantities Could cause impacts on nearby properties, such as noise, gas, odor, dust, or vibration. New uses should be located away from residential areas and new residential uses should not be allowed nearby. 	<ul style="list-style-type: none"> Allows a variety of employment uses in a walkable, urban environment. Includes high-density corporate headquarters, research and development facilities, and offices. The intent of the designation is to attract corporate office buildings and business parks to locate in Ventura.
Max. 45 feet 1.5 FAR	Max. 55 feet 2.0 FAR	Max. 75 feet 3.0 FAR

Arundell & North Bank - "Base" Designations



1. Retail Shopping Centers

- No specific input for this area
- Potential to add housing by changing the Commercial designation

2. Current Industrial Areas

- Broad desire to maintain employment focus
- Strong support for expanding R&D, but not clear where and at what scale.
- No clear direction on geographic distribution of light versus heavy industrial

3. McGrath Property

Mixed direction. Either maintain agriculture (*conflicts with GP vision*) or change to an employment use (Light Industrial or R&D/Office)

4. Auto Center and Olivas Park SPs

Maintain existing specific plans

Ventura City Limits	Railroad	Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Sphere of Influence		Neighborhood Low	3 Story Multifamily	Mixed Use 2	Neighborhood Center	General/Heavy Industrial	Park
Areas of Discussion		Single Family Beach	3 Story Multifamily Coastal	Mixed Use 3	Commercial	Office/R&D	Open Space
		Neighborhood Low Medium	4 Story Multifamily	Mixed Use 4	Commercial Tourist Oriented	Hospital	Golf Course
		Two-to-Four Family Beach	Mobile Home Exclusive	Harbor Mixed Use	Harbor Commercial	Public(General)	Agricultural

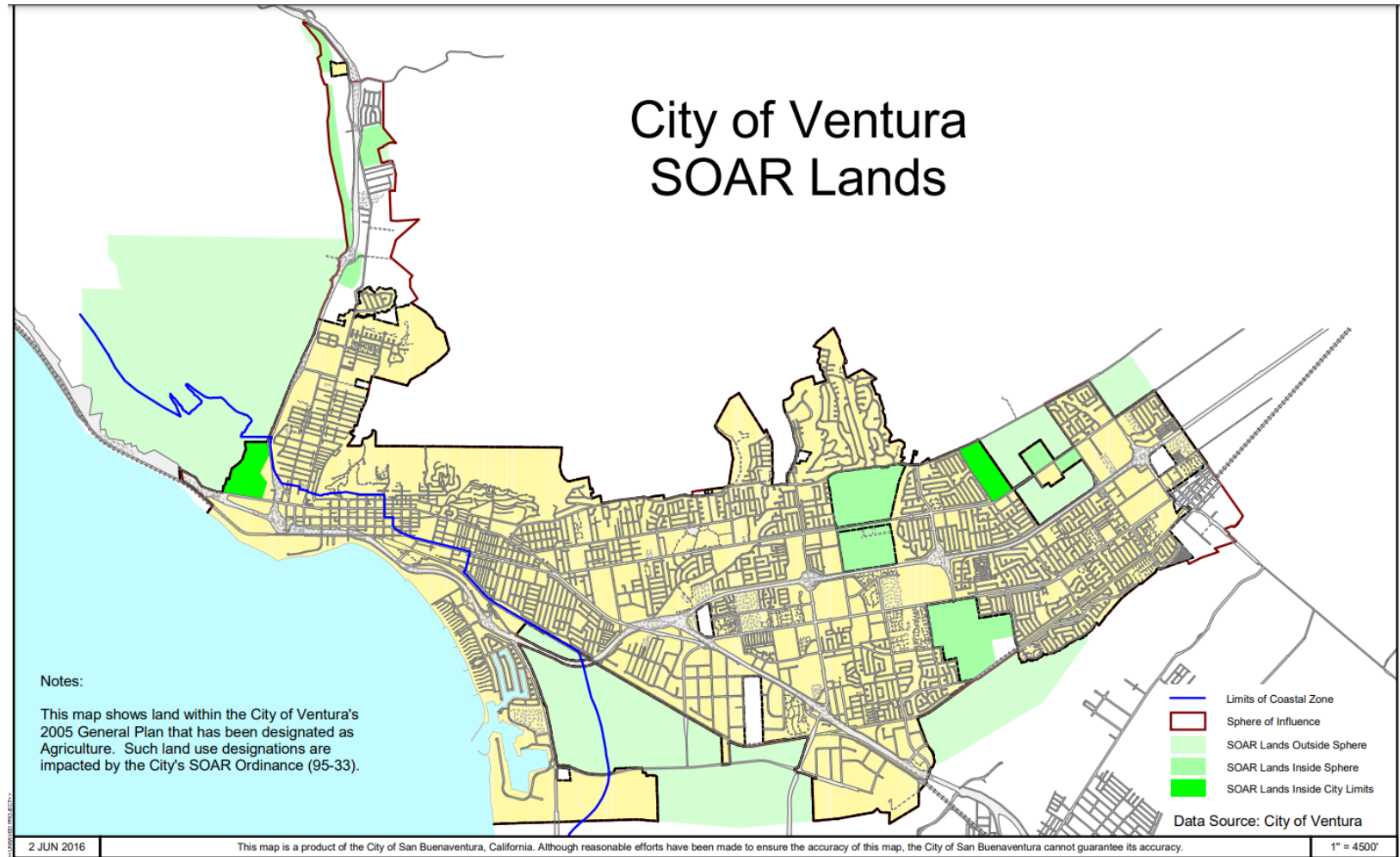
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

SOAR Areas

Guiding Policy/Regulatory Documents

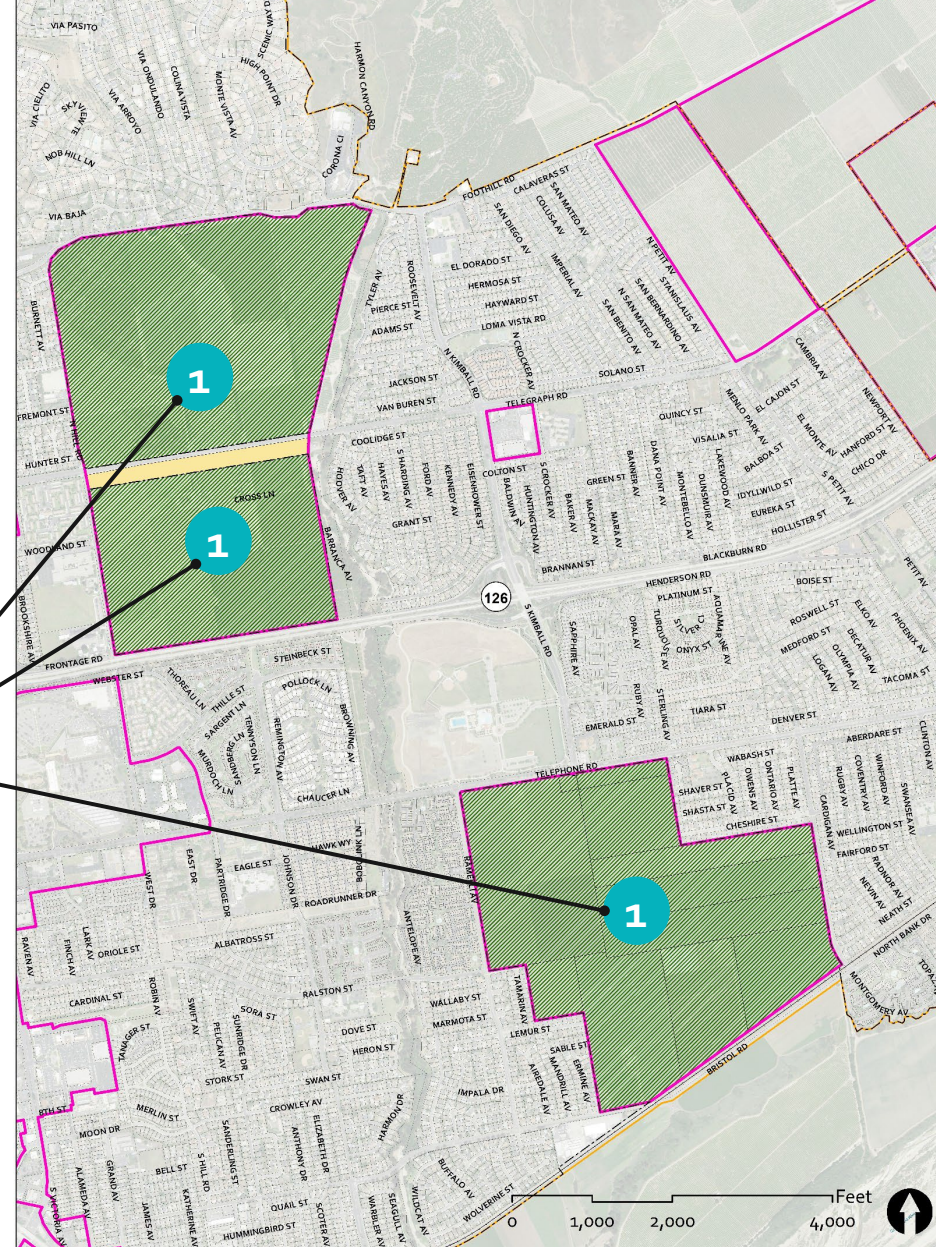
SOAR Ordinance (until 2050)

- Protect the County's agricultural, rural, and open space lands, strengthens the local agricultural economy, and preserves the County's quality of life
- Any changes to **SOAR lands within city limits** requires a **vote of the people of the City of Ventura**.
- The City may develop any area in the SOI or Planning Area if it has urban uses on the General Plan's land use designation map. **Once annexed, the County SOAR ordinance no longer applies.**



Base Alternative

1. SOAR Areas
 Clear direction in survey and engagement meetings to maintain SOAR and agriculture land use designations.



- Ventura City Limits
- Railroad
- Sphere of Influence
- Areas of Discussion
- Neighborhood Low
- SOAR Areas Within City Limits

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

Johnson

Guiding Policy/Regulatory Documents

- **General Plan:**
 - Leverage location next to Metrolink station
 - Establish a strategic mix of uses
 - Strengthen area's economic presence
 - Provide a visual gateway to the City
 - Encourage high-quality mixed-use developments with uses such as childcare, restaurants, offices, light industrial, and housing
- No specific/community plans written for this area

Johnson (Base)

Area addressed in survey
Area not addressed in survey

4. Commercial/Industrial Area North of Railroad

- No significant input on this area.
- Maintain existing retail/industrial zoning given proximity to freeway.
- Focus on "clean" employment uses

1. Johnson Drive

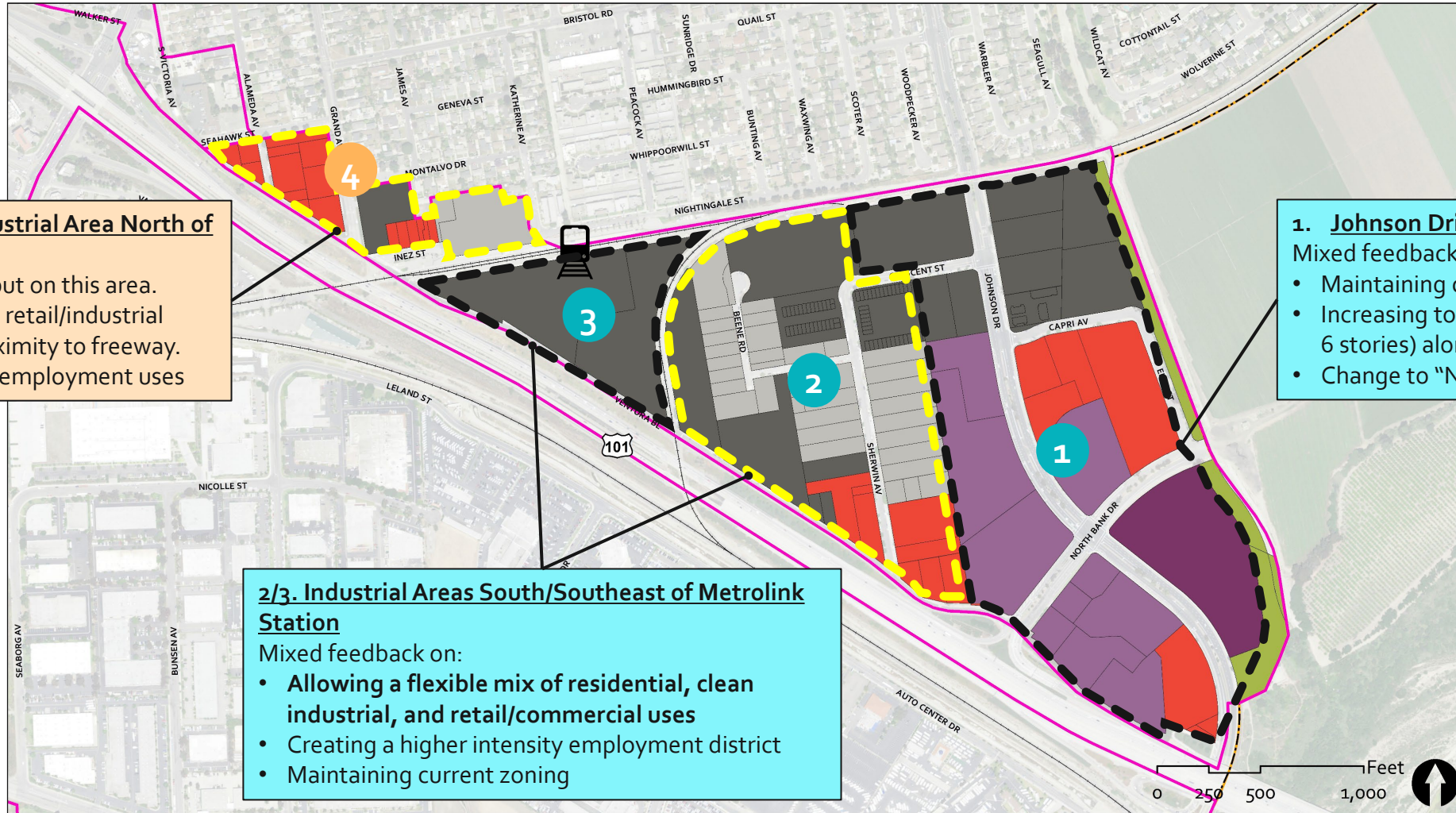
Mixed feedback on:

- Maintaining current zoning
- Increasing to Mixed Use 3 and 4 (5 and 6 stories) along the entire corridor
- Change to "Neighborhood Center"

2/3. Industrial Areas South/Southeast of Metrolink Station

Mixed feedback on:

- Allowing a flexible mix of residential, clean industrial, and retail/commercial uses
- Creating a higher intensity employment district
- Maintaining current zoning



Ventura City Limits	Railroad	Neighborhood Very Low	Neighborhood Medium	Mixed Use 1	Coastal Mixed Use	Light Industrial/Flex	School
Sphere of Influence	East Ventura Metrolink Station	Neighborhood Low	3 Story Multifamily	Mixed Use 2	Neighborhood Center	General/Heavy Industrial	Park
Areas of Discussion		Single Family Beach	3 Story Multifamily Coastal	Mixed Use 3	Commercial	Office/R&D	Open Space
		Neighborhood Low Medium	4 Story Multifamily	Mixed Use 4	Commercial Tourist Oriented	Hospital	Golf Course
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Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Outstanding Topics



Follow-Up Items (presented in March)

Citywide

- ~~Refine definitions for industrial designations (*more on this later*); confirm designations for all industrial~~
- ~~Confirm which agricultural lands are SOAR~~

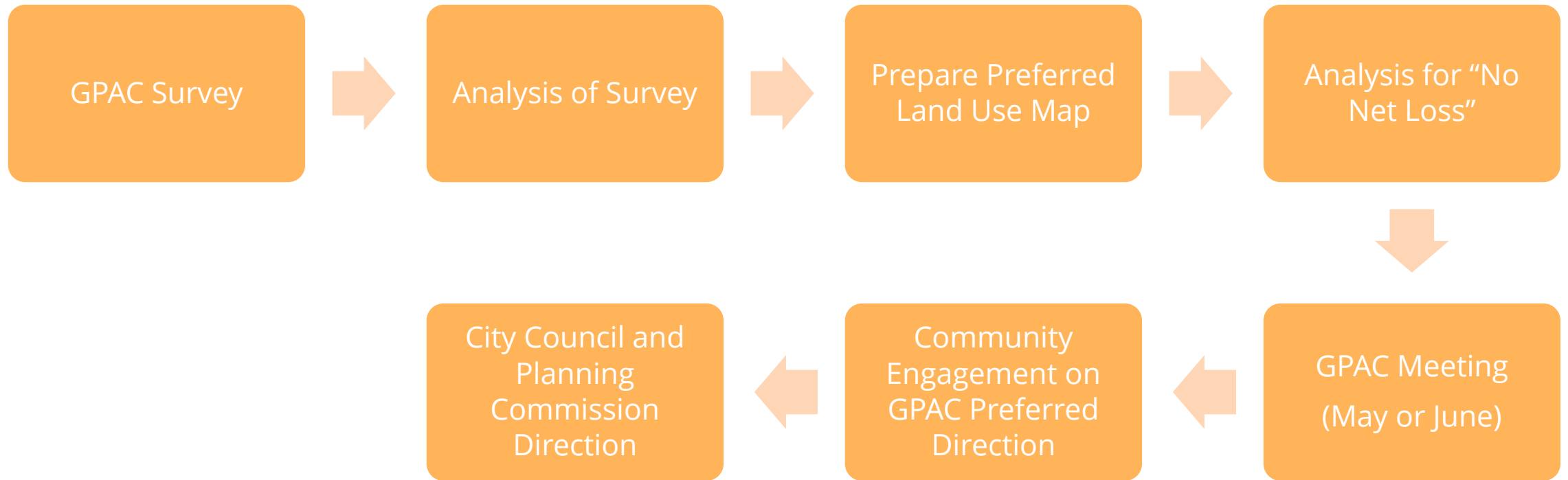
Area-Specific

- **Victoria:**
 - Revisit industrial area northeast of US-101 (**will be reviewed as part of comprehensive land use designation map**)
- **Johnson:**
 - ~~Provide more information on proposed transportation solutions (**too detailed for land use discussion**)~~
 - ~~Continue discussion on vision and land uses~~
- **Pierpont:** ~~Coordinate with the City Attorney on the Lemon Packing Plant and a proposed land use designation~~ (**designation is being discussed at the Council**)
- **College Area:** ~~Look into County setback requirements around the barranca for the parcels north of Telegraph/east of Teloma~~ (**too detailed for land use discussion**)
- **Westside:** ~~Analyze storm drain impacts to old Avenue School site and determine land use designation~~ (**too detailed for land use discussion**)

Next Steps



Next Steps



GPAC Survey

- Topics
 - Confirm direction for specific areas/sub-areas
 - Prioritize areas that were recommended for decreased heights/densities
 - Prioritize potential new areas for increased heights/densities
- Results
 - Use to prepare preferred land use map
 - Publish prior to next meeting (May or June) for public review

Public Comments



Close of Meeting

April 18, 2023

