

# General Plan Advisory Committee

## Meeting #22: Preferred Land Use Discussion

March 21, 2023



# 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.



# 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, March 21

- Public comment
- Review follow-up items
- Discuss and recommend land use direction for the following Areas of Discussion:
  - Downtown
  - Midtown Corridors
  - Five Points/Pacific View Mall (*if time allows*)
  - Arundell/North Bank (*if time allows*)
- Public comment



# Public Comments



# Outreach Efforts To Date

- **Project website:** contains detailed project information
- **Newsletters:** shared and cross-marketed to more than **25,000** subscribers
- **Social Media:** City and GPU platforms reached more than **120,000** people and garnered over **200,000** impressions
- **Videos:** over **50** GPU videos on YouTube have over **3,000** total impressions
- **Advertising**
  - **Parks and Recreation Activity Guide:** mailed to **42,000 residents**
  - **Digital Screens** inside City Hall
  - **Auto Center Billboard Signs**
  - **Ventura Breeze Ads:** **11,000** copies circulated in over 600 locations
  - **Water bill mailer insert:** mailed to **47,000 residents** in both English/Spanish
  - **Flyers/ Posters:** **15,000** distributed to local businesses and community partners
  - **Coasters:** **10,000** distributed to local businesses and community partners
  - **Stickers:** **25,000** distributed to local businesses and community partners

## Help shape the future of Ventura!

Ventura is embarking on a new long-term vision for the City. This exciting initiative, **Ventura General Plan: Our Vision, Our Future** will result in a comprehensive update to the City's General Plan along with an updated Local Coastal Plan and a new Climate Action Plan.



Don't miss out on an opportunity to share your ideas for the next 20 years! Let your voice be heard and help us build the future of Ventura. Take our survey ...

Please join other Ventura residents and help plan Ventura for the next generation.  
Your voice is critical to the success of the Plan.

Join the Project Mailing List!



# Engagement Efforts To Date

- 21 GPAC meetings
- 6 educational forums
- 3 Community Workshop with over 350 participants
- 20 Community Councils (3 rounds) with over 400 participants
- 18 Pop-up events with over 500 participants
- 23 Stakeholder interviews
- 4 City Council meetings
- 3 Office Hour Sessions
- 5 Board and Commission presentations
- 4 Community Surveys:
  - Issues & Opportunities (Nov 2020 – Jan 2021): 2,425 responses
  - Visioning (Aug - Oct 2021): 1,505 responses
  - Vision Statement Review (Mar 2022): 341 responses
  - Land Use (Sept 2022): 2,470 responses and over 300 pages of public comment



# GPAC Land Use Designation Map Process

- 5 meetings to develop recommended land use designation map
- Work in large group; no small groups
- Discuss each Area of Discussion; “vote” by show of hands for preferred direction
- Meetings held in Community Room in City Hall from 6 pm – 9 pm
  - *Completed: Tuesday, February 21<sup>st</sup>, Monday, March 6<sup>th</sup>, Tuesday, March 7<sup>th</sup>*
  - Tuesday, March 21<sup>st</sup>: Downtown, Midtown Corridors, Five Points/Pacific View Mall (*if time allows*), Arundell/North Bank (*if time allows*)
  - Tuesday, April 18<sup>th</sup>: Discuss remaining areas
  - Tuesday, May 16<sup>th</sup>: Citywide review
- Engagement
  - Public comment at every meeting
  - Broad engagement to underrepresented groups (Mar/Apr)
  - Additional engagement after GPAC-developed direction (Apr/May)

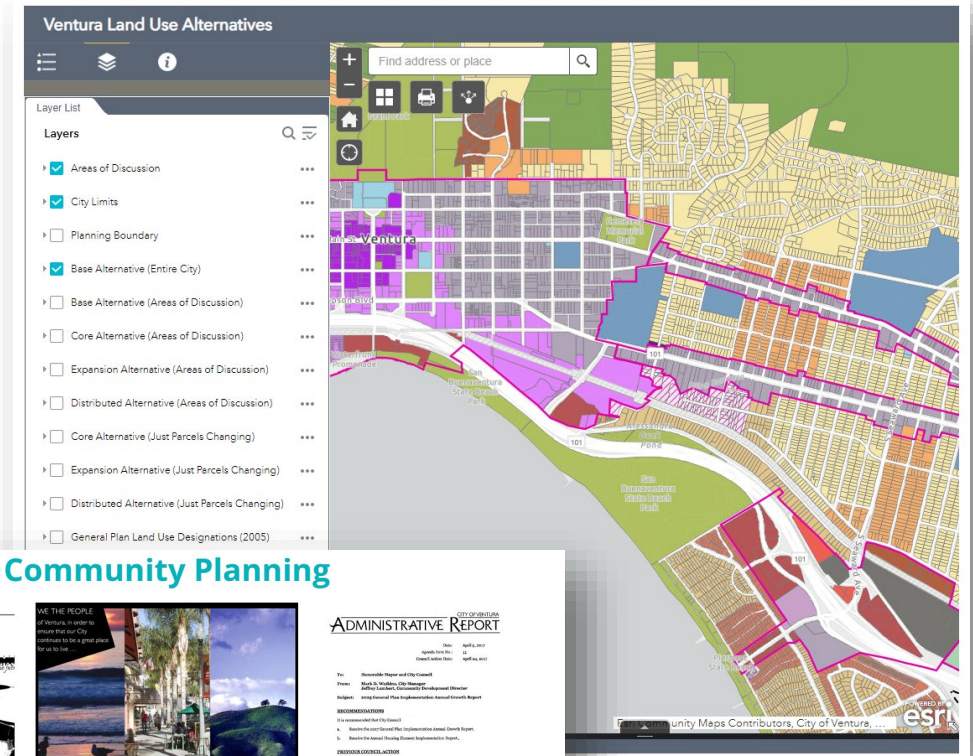
## Order of Areas of Discussion

1. Victoria
2. Pierpont
3. Eastside
4. College
5. Westside
6. Downtown
7. Midtown
8. Five Points/Pacific View Mall
9. Arundell/North Bank
10. Johnson (*wrap up discussion*)
11. SOAR
12. Citywide review



# Resources

- Land Use Alternatives Survey Raw Results
- PPTs with Background Information for Area of Discussion (policy direction, GP, zoning, alternatives, survey results)
- Summary of Community Feedback for Areas of Discussion
- Interactive maps on project website
- Existing zoning table
- Existing land use designation table
- Draft land use designations



## Community Planning



# GPAC Discussion

1. Downtown
2. Midtown Corridors
3. Five Points/Pacific View Mall (*if time allows*)
4. Arundell/North Bank (*if time allows*)

# Follow-Up Items

## 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
- **Johnson:**
  - Provide more information on proposed transportation solutions
  - Continue discussion on vision and land uses
- **Pierpont:** Coordinate with the City Attorney on the Lemon Packing Plant and a proposed land use designation
- **College Area:** Look into County setback requirements around the barranca for the parcels north of Telegraph/east of Teloma
- **Westside:** Analyze storm drain impacts to old Avenue School site and determine land use designation

# Summary of Land Use Decisions To Date

## Upzoned Areas

- Parcels east and south of Government Center
- Agricultural parcel at SR-126/Wells
- Several parcels east and west of VCC
- VUSD site on the Westside

## Downzoned Areas

- Gateway shopping center
- Moon Drive overlay area
- Marina Village shopping center
- Eastside shopping centers
- Victoria Plaza shopping center
- Ventura Avenue south of Stanley and portions north of De Anza
- Olive Avenue between Vince/Ramona

**Overall, GPAC has downzoned more areas than it has upzoned.**

# Process For Each Area

1. Focus on one Area of Discussion at a time
2. Review/brainstorm overall vision and intent for each Area of Discussion
3. Summarize direction from survey and other engagement
4. Discuss each geographic sub-area within the Area of Discussion
5. “Show of hands” votes on each sub-area



# Downtown

# Guiding Policy/Regulatory Documents

- **General Plan:**
  - Market Downtown as a Cultural District
  - Attract uses that create “around-the-clock” activity
  - Focus future residential and commercial growth in this area
- **Downtown Specific Plan:**
  - Maintain the scale of downtown’s historic development pattern and prevent large, monolithic developments
  - Promote economic development in the professional and creative sectors
  - Expand housing supply at all income levels
  - Provide an integrated transportation system
  - Nurture arts and cultural expression

# Downtown (Base)

Area addressed in survey  
Area not addressed in survey

## 2. Vons (Mission Plaza Shopping Center)

Strong direction to maintain grocery store on site, but interest in redevelopment

Mixed feedback on:

- Maintaining existing zoning
- Increasing to Mixed Use 3 (5 Stories) or Mixed Use 4 (6 Stories)
- Changing to "Neighborhood Center"

## Remainder of Downtown

- No changes proposed
- Strong direction to maintain existing zoning in DTSP including percentage of top floor that can be developed

## 4. Thompson from Sanjon to Plaza Park

- Maintain existing zoning in DTSP

## 1. West Side of Downtown (excluding shopping center)

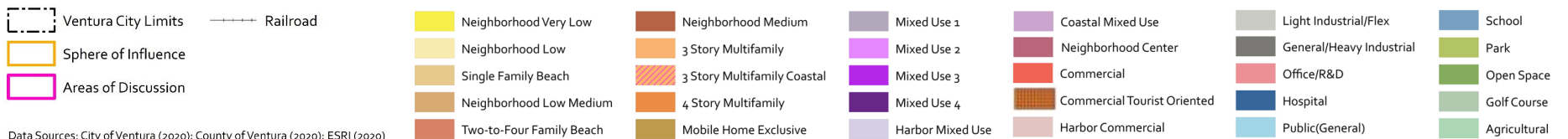
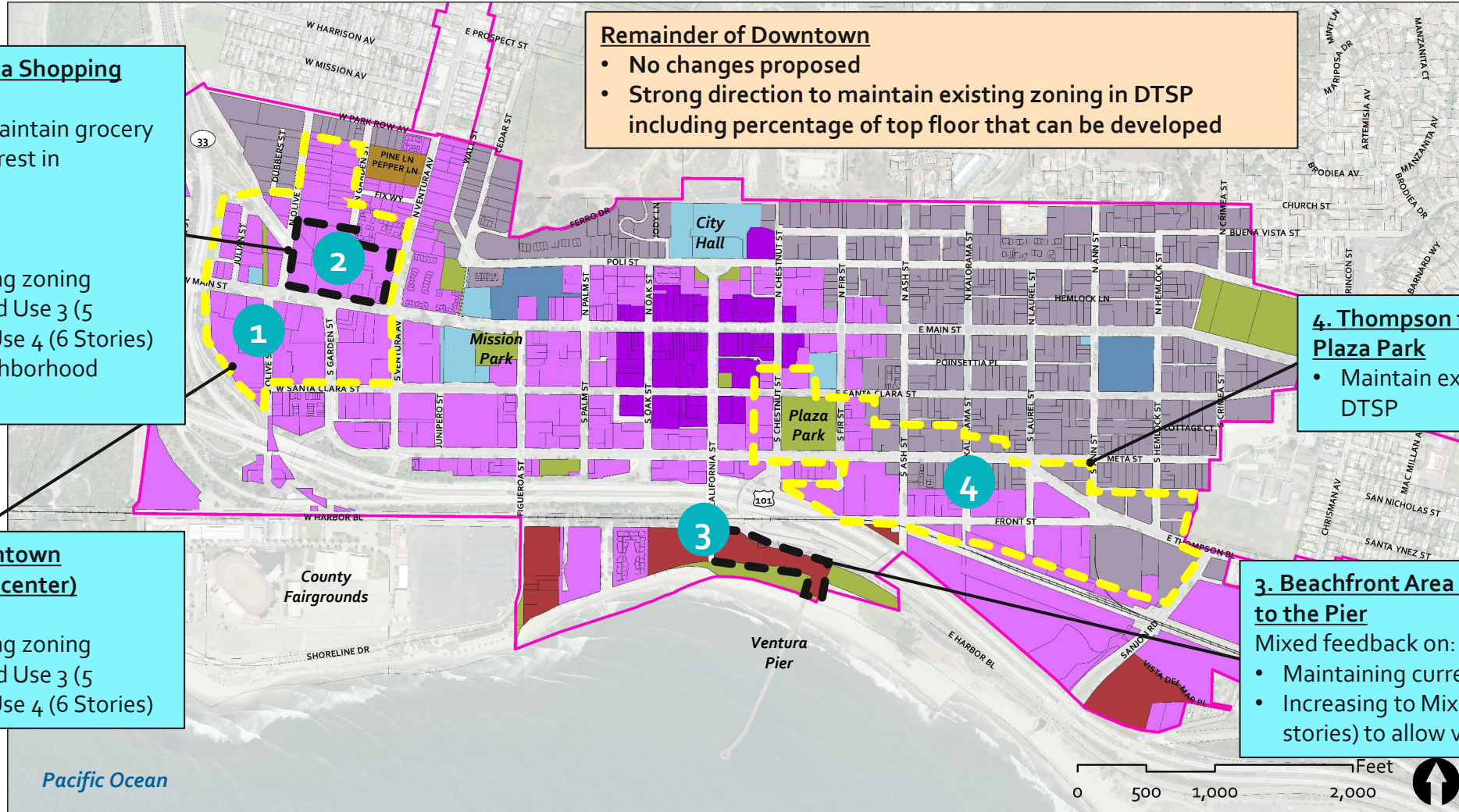
Mixed feedback on:

- Maintaining existing zoning
- Increasing to Mixed Use 3 (5 Stories) or Mixed Use 4 (6 Stories)

## 3. Beachfront Area from California St Mall to the Pier

Mixed feedback on:

- Maintaining current uses (parking)
- Increasing to Mixed Use 2, 3, or 4 (4-6 stories) to allow visitor serving uses



# Midtown Corridors

# Guiding Policy/Regulatory Documents

- **General Plan:**

- Main Street

- Increase mixed use and housing
    - Create attractive, pedestrian-oriented streetscapes

- Thompson Boulevard

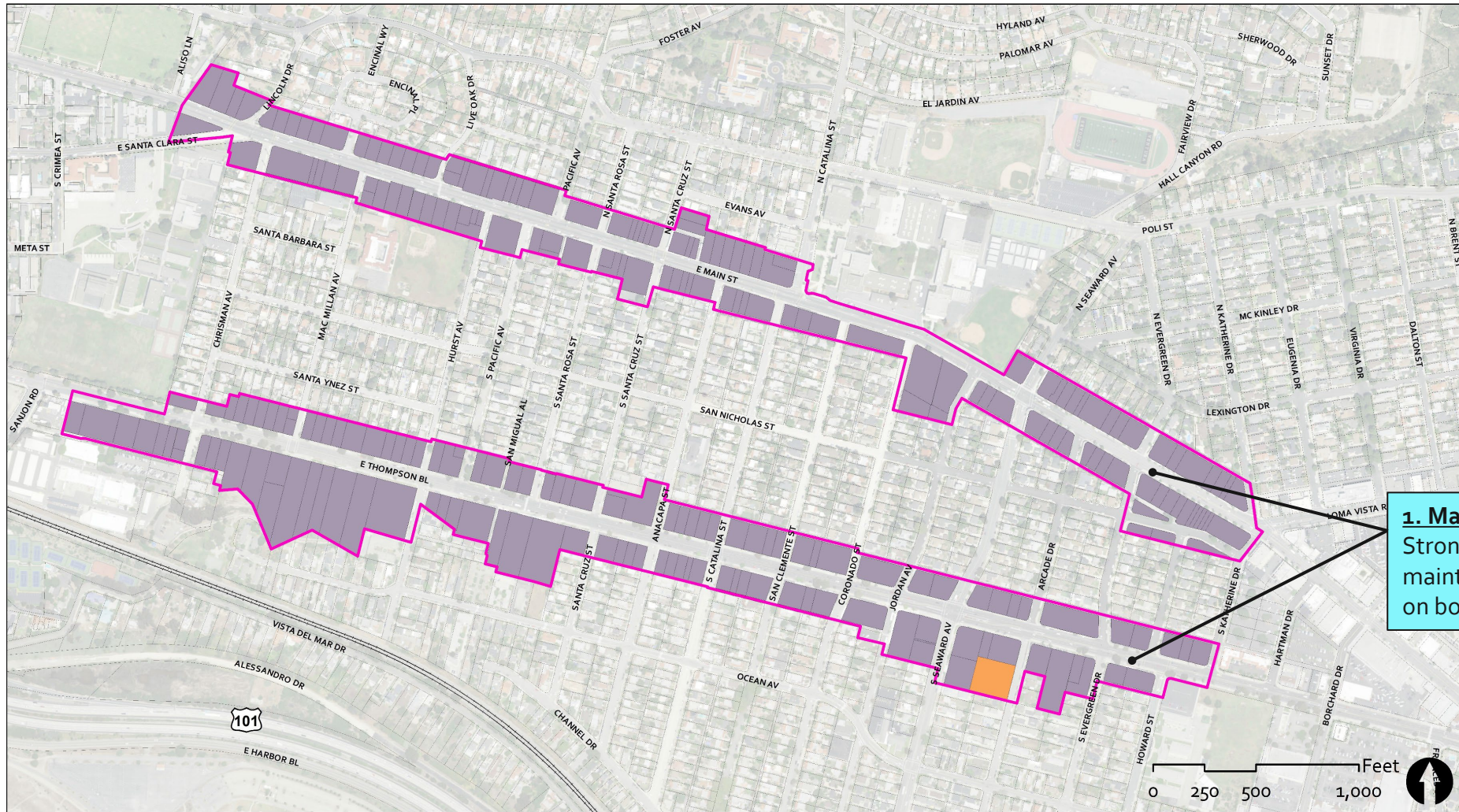
- Become a major transit corridor
    - Increase access to the ocean with pedestrian/bike enhancements

- **Midtown Corridors Development Code:**

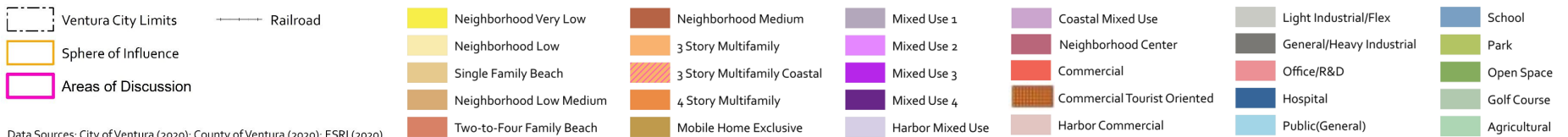
- Encourage mixed-use and higher density residential infill development to help reduce the City's rate of expansion into farmland and natural open space.
  - Provide new commercial and civic amenities within walking distance of residences in adjoining neighborhoods.
  - Create an area that is effectively served by transit.
  - Ensure that the scale and character of new development is compatible with existing adjoining neighborhoods.



# Midtown Corridors (Base)



**1. Main and Thompson**  
Strong direction to maintain current zoning on both corridors



# Industrial Definitions

# Draft Industrial Definitions

| Light Industrial/Flex   | Heavy Industrial  |
|---|---|
| <ul style="list-style-type: none"><li>• The designation 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.</li><li>• Produces <b>limited impacts</b> on nearby properties, such as noise, gas, odor, or vibration.</li><li>• Buildings can vary in size from small-scale industrial flex uses to large floorplates.</li></ul> | <ul style="list-style-type: none"><li>• The designation 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</li><li>• <b>Could cause impacts</b> on nearby properties, such as noise, gas, odor, dust, or vibration.</li><li>• New uses should be located <b>away from residential areas</b> and <b>new residential uses should not be allowed nearby.</b></li></ul> |
| Max. 45 feet   1.5 FAR  | Max. 55 feet   2.0 FAR  |

# Draft Industrial Definitions - Conditions

| Condition                    | Light Industrial/Flex  | Heavy Industrial   |
|------------------------------|--|--|
| <b>Outdoor storage</b>       | Allowed as ancillary use or when associated with sales (e.g., lumber, trucks, and similar) | Allowed as primary use   |
| <b>Heavy truck traffic</b>   | Minimal heavy truck pick-up and delivery   | No restrictions  |
| <b>Noise</b>                 | Minor noise impacts during daytime hours; no nighttime operations                          | Limited noise restrictions; facility allowed to operate at all hours |
| <b>Residential Proximity</b> | Adjacent to residential uses allowed   | Required separation from residential uses (for new HI uses)          |



# Draft Industrial Definitions - Uses

| Uses  | Light Industrial/Flex  | Heavy Industrial   |
|---|--|--|
| <b>Artisan/Craft product manufacturing incl. artisanal food</b> | Allowed in indoor spaces   | Allowed indoor and outdoor   |
| <b>Auto repair</b>  | Allowed (with primary activities indoors)                          | Allowed (indoor and outdoor)   |
| <b>Chemicals</b>  | Small/minor amounts; limited opportunity for external impacts      | Allowed in larger quantities since not located near residential uses |
| <b>Distribution and Trucking Facilities</b>                     | Not allowed  | Allowed  |
| <b>Fabrication/Welding</b>                                      | Not allowed (except per Artisan/Craft product manufacturing above) | Allowed  |
| <b>General Retail</b>   | Allowed as an ancillary use  | Allowed as an ancillary use  |
| <b>Heavy Equipment Sales</b>                                    | Not allowed  | Allowed  |
| <b>Indoor production/manufacturing</b>                          | Allowed in smaller quantities (i.e., craft manufacturing)          | Allowed as a primary use (e.g., milling, bottling, foundry)          |



# Draft Industrial Definitions - Uses

| Uses   | Light Industrial/Flex    | Heavy Industrial  |
|--|--------------------------|---|
| Labs/R&D   | Allowed                  | Allowed   |
| Liquid/Chemical/Mineral Manufacturing  | Not allowed              | Conditionally permitted depending on the specific use   |
| Office   | Allowed as a primary use | Allowed as a secondary use to other facility activities |
| Oil Equipment Services: Heavy (large scale equipment)                          | Not allowed              | Allowed   |
| Oil Equipment Services: Light (lightweight and easily transportable equipment) | Allowed                  | Allowed   |
| Outdoor production/manufacturing   | Not allowed              | Allowed   |
| Warehousing (above 20,000 SF)  | Not allowed              | Allowed   |

# Public Comments



# Close of Meeting

March 21, 2023

