

# Johnson Drive Background Information

March 6, 2023



# Existing Policy Direction, Land Use, and Zoning

# Guiding Policy/Regulatory Documents

- **General Plan:**

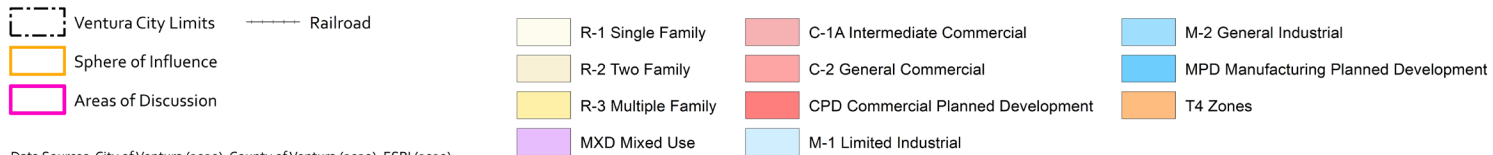
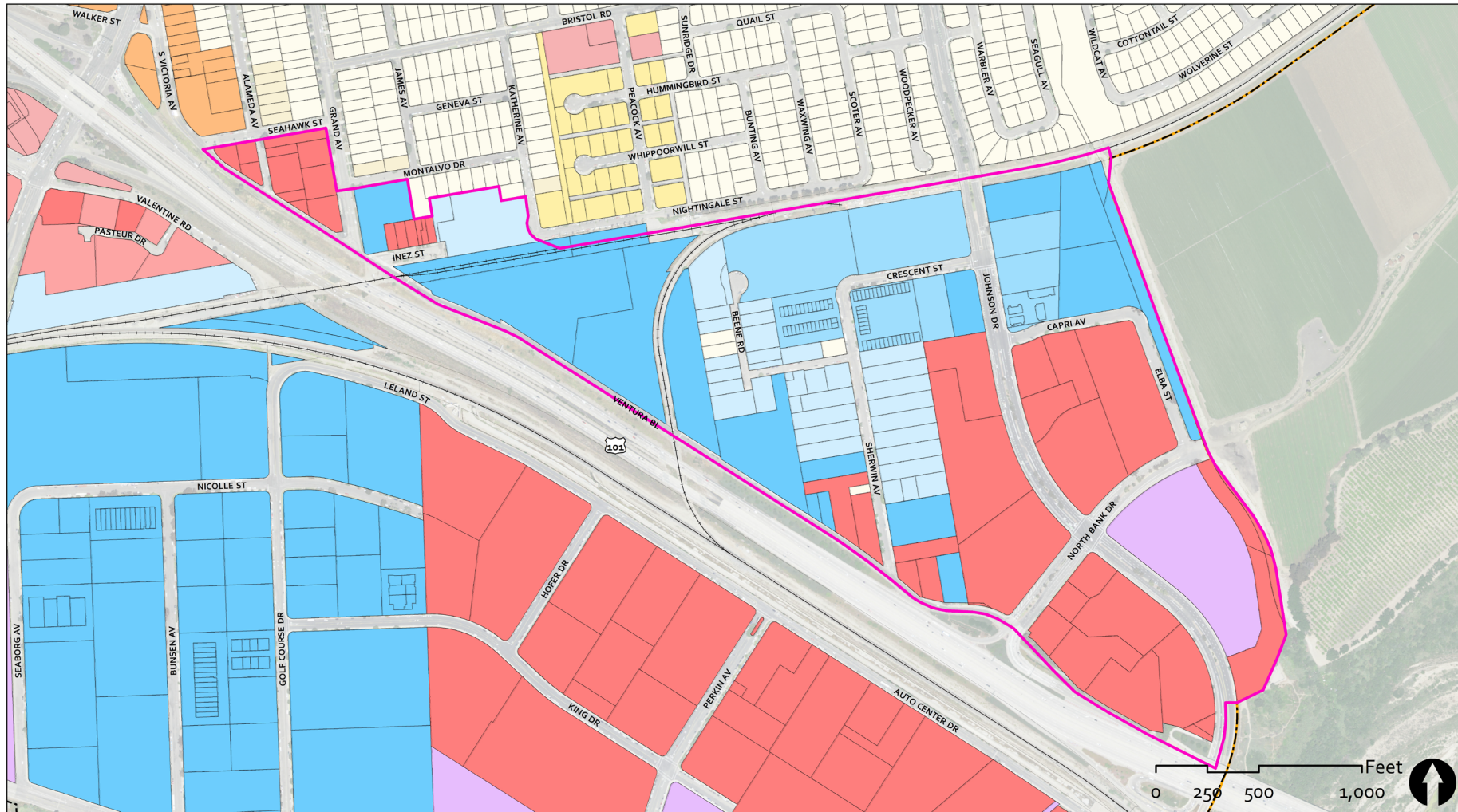
- Leverage location next to Metrolink station
  - Establish a strategic mix of uses
  - Strengthen area's economic presence
  - Provide a visual gateway to the City
  - Encourage high-quality mixed-use developments with uses such as childcare, restaurants, offices, light industrial, and housing
- 
-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

# Current Land Use Designations



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

# Current Zoning



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

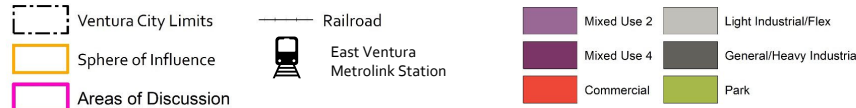
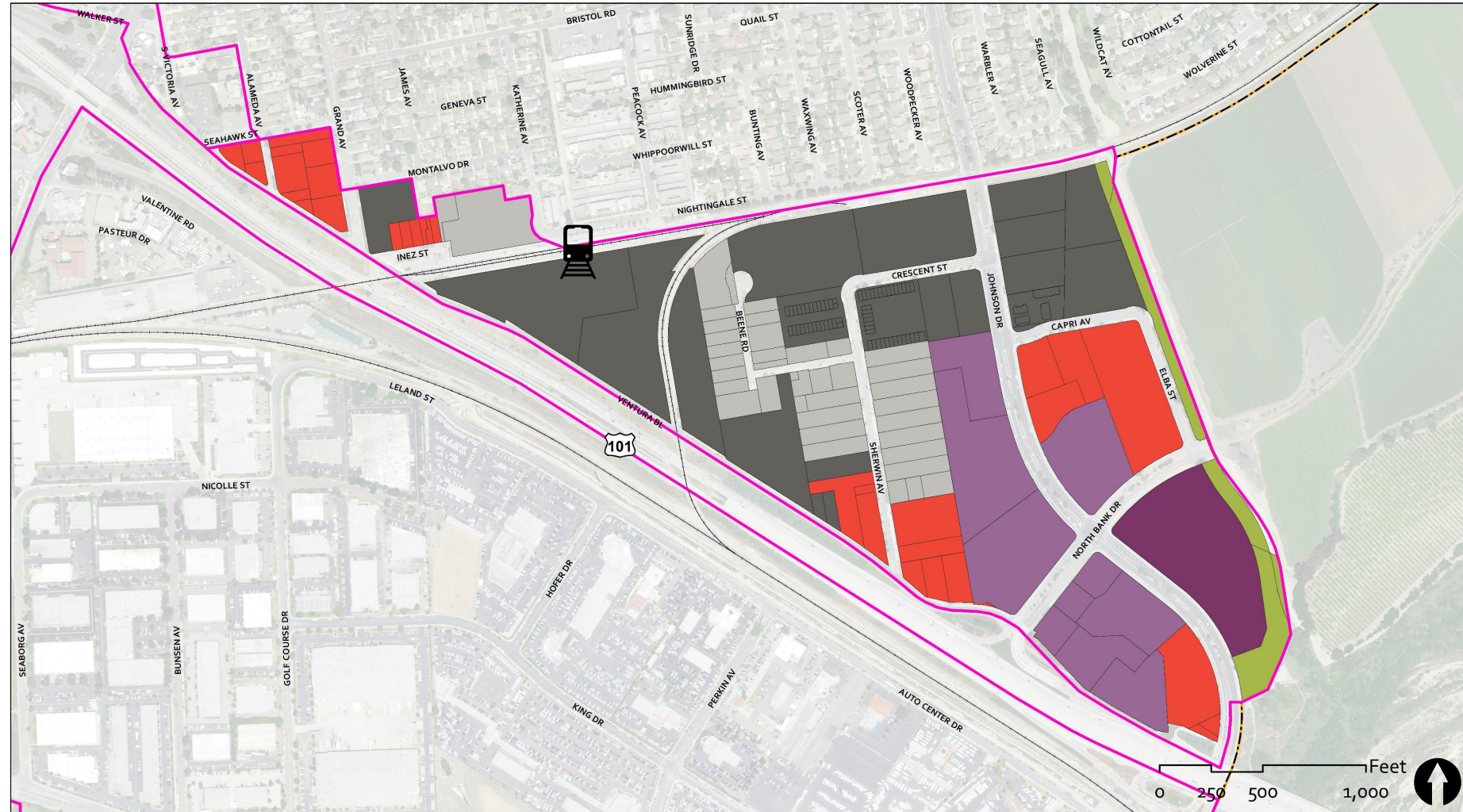
# Relevant Zoning - Summary

Zoning Code	Zoning Name	Description	Source (Zoning Code, Specific Plan, etc.)	Max. Height (ft)	Max. Height (stories)	2005 GP Designation	Proposed New GP Designation (Base)
R-1	Single Family	Single family residential and some recreation/neighborhood services	Zoning Code	30	2.5	Neighborhood Low	Neighborhood Low
CPD	Commercial Planned Development	General commercial retail and large shopping centers	Zoning Code	75	6	Commerce	Commercial
MXD	Mixed-Use	Mixed use developments	Zoning Code	75	6	Commerce	Mixed Use 4
M-1	Limited Industrial	Light industrial and general commercial retail	Zoning Code	45	3	Industry	Light Industrial/Flex
M-2	General Industrial	Heavy industrial and general commercial retail	Zoning Code	75	6	Industry	General/Heavy Industrial
MPD	Manufacturing Planned Development	Wide variety of industrial and manufacturing uses	Zoning Code	75	6	Industry	General/Heavy Industrial

# Land Use Alternatives

# Johnson - "Base" Designations

- Focuses on retail, services and hospitality uses along Johnson Drive.
- Encourages employment with Commercial, Light Industrial and General/Heavy Industrial uses.
- Allows residential on some parcels along Johnson Drive to implement the Housing Element.



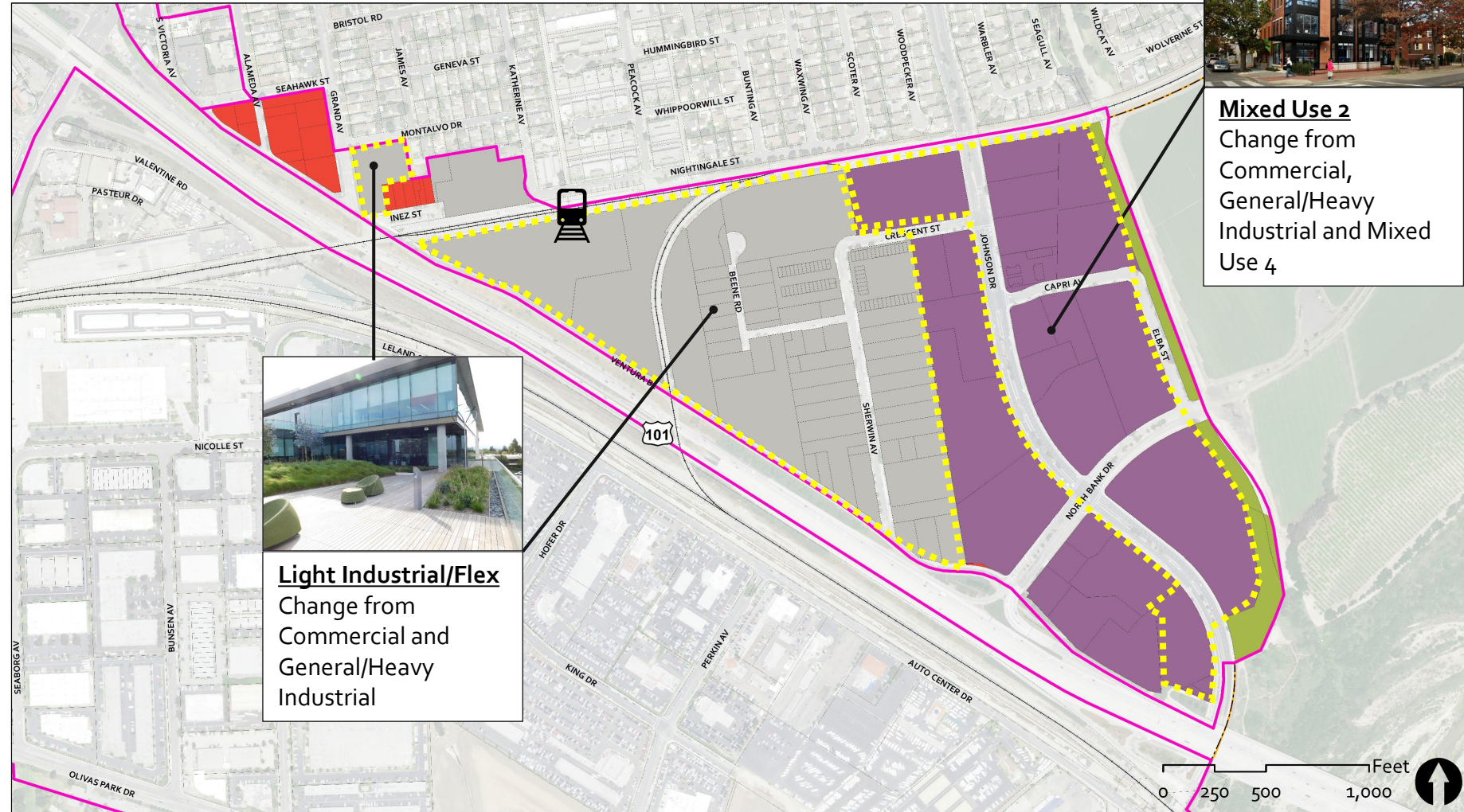


# Johnson - Core

- Envisions 4-story mixed use development along Johnson Drive to revitalize the corridor, add multifamily housing and support increased use of Metrolink at the East Ventura station.
- Encourages low-polluting employment industries and an increase in the number of jobs by changing General/Heavy industrial parcels to Light Industrial/Flex and Mixed Use 2.



**Mixed Use 2**  
Change from Commercial, General/Heavy Industrial and Mixed Use 4



**Light Industrial/Flex**  
Change from Commercial and General/Heavy Industrial



Ventura City Limits	Railroad	Mixed Use 2	Park
Sphere of Influence	East Ventura Metrolink Station	Commercial	
Areas of Discussion		Light Industrial/Flex	

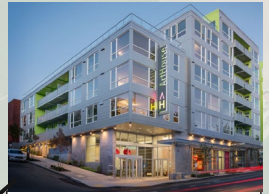
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Johnson – Expansion

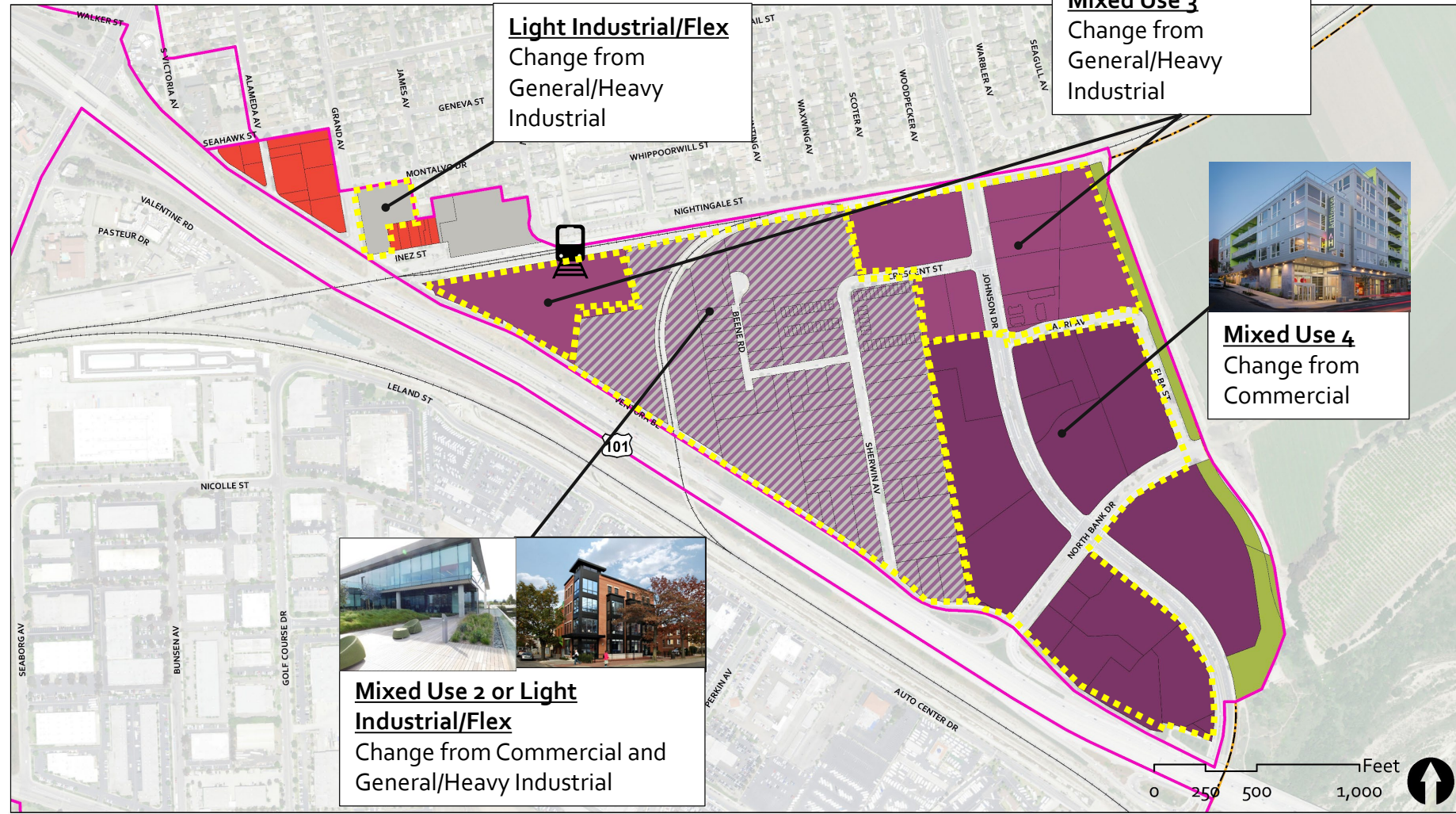
- Creates a high-density mixed-use neighborhood that allows for significant expansion of housing and/or jobs.
- Allows 5- and 6-story mixed-use buildings along Johnson Drive.
- Creates a new “hybrid” designation that allows both Mixed Use (4 stories) and Light Industrial/Flex in a single zone.



**Mixed Use 3**  
Change from General/Heavy Industrial



**Mixed Use 4**  
Change from Commercial



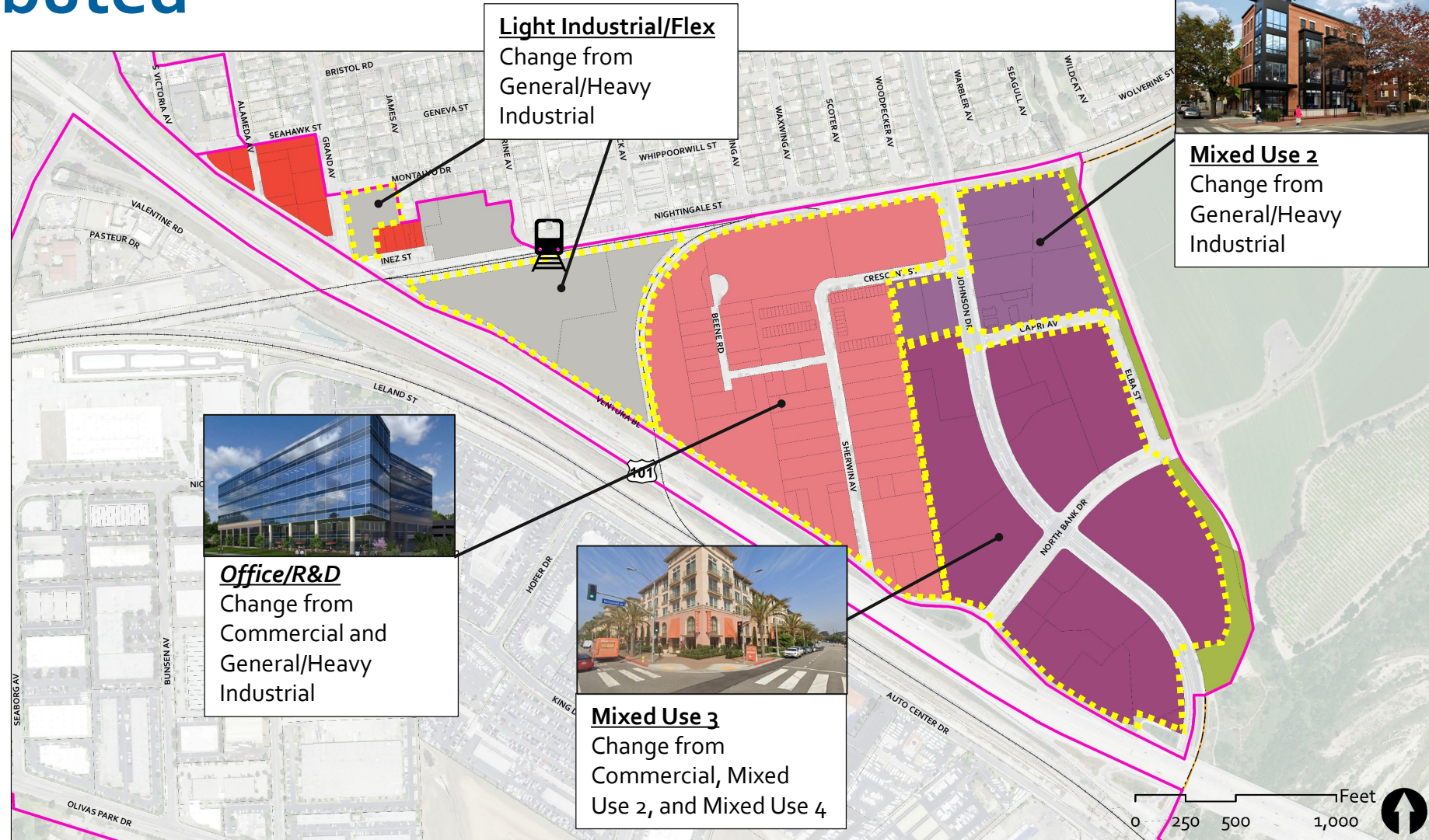
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Johnson - Distributed

- Creates a 4- to 5-story mixed use corridor along Johnson Drive.
- Expands the diversity of jobs by designating a portion of the area Office/R&D.
- Reduces potential impacts of pollution by changing General/Heavy Industrial parcels to Light Industrial/Flex, Commercial, Mixed Use 2, and Office/R&D.



**Mixed Use 2**  
Change from General/Heavy Industrial



**Light Industrial/Flex**  
Change from General/Heavy Industrial



**Office/R&D**  
Change from Commercial and General/Heavy Industrial



**Mixed Use 3**  
Change from Commercial, Mixed Use 2, and Mixed Use 4



Ventura City Limits	Railroad	Mixed Use 2	Light Industrial/Flex
Sphere of Influence	East Ventura Metrolink Station	Mixed Use 3	Office/R&D
Areas of Discussion		Commercial	Park

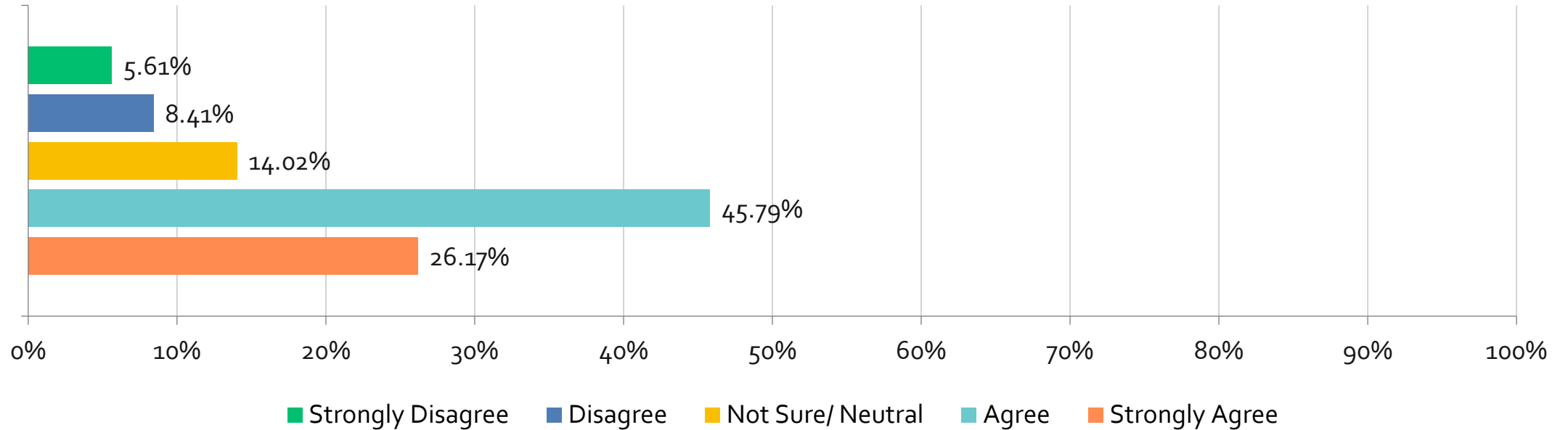


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Survey Results

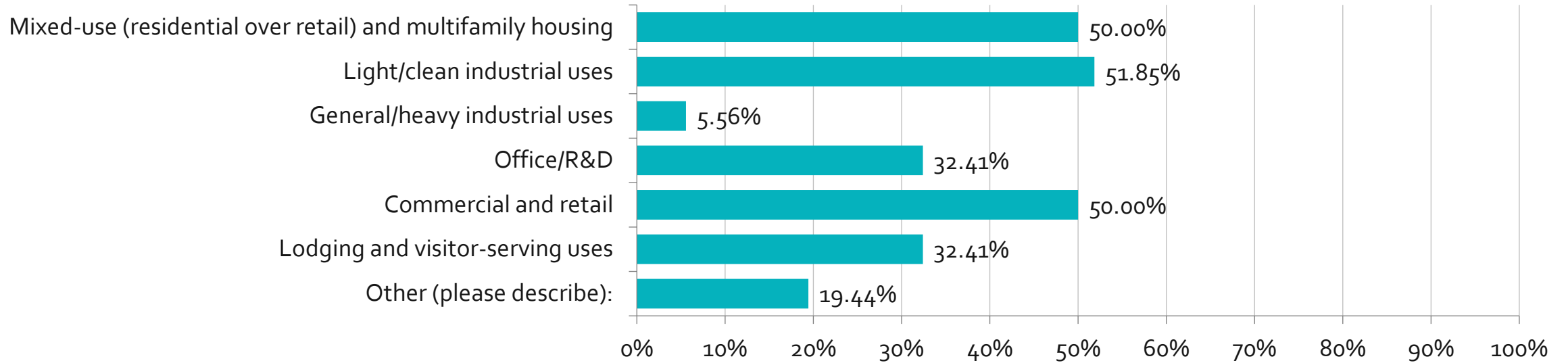
- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.

**Q1: In the current General Plan, the vision for the Johnson Corridor is to strengthen the area's economic presence, establish a strategic mix of uses, provide a visual gateway to the city, and leverage the area around the Metrolink station. Please indicate your level of agreement with this vision.**



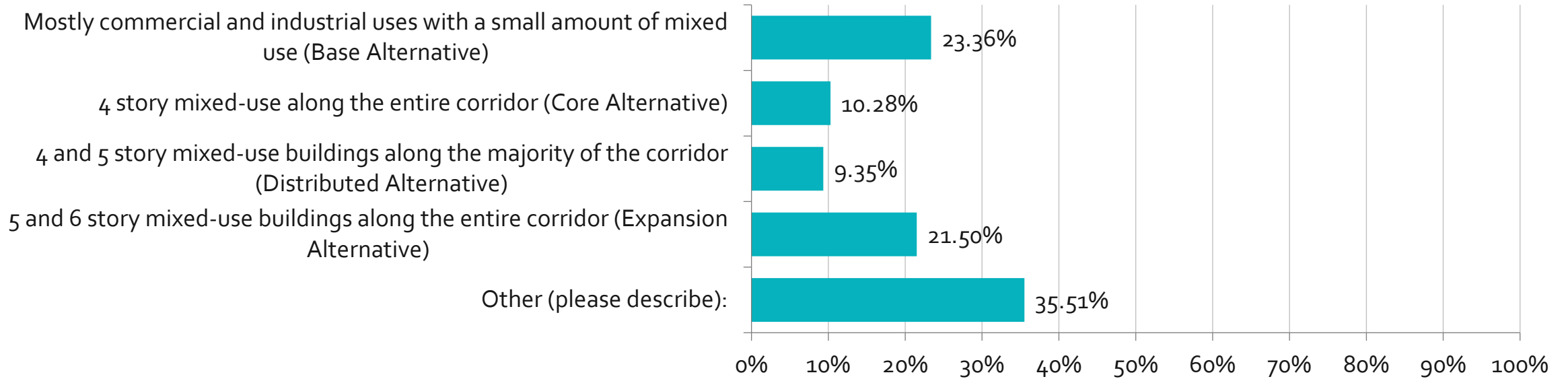
Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
5.61% (6)	8.41% (9)	14.02% (15)	45.79% (49)	26.17% (28)	107

**Q2: During the community engagement process, a wide variety of uses were identified by participants for the Johnson Drive Area. What land uses are the most important for this area? (select 3)**



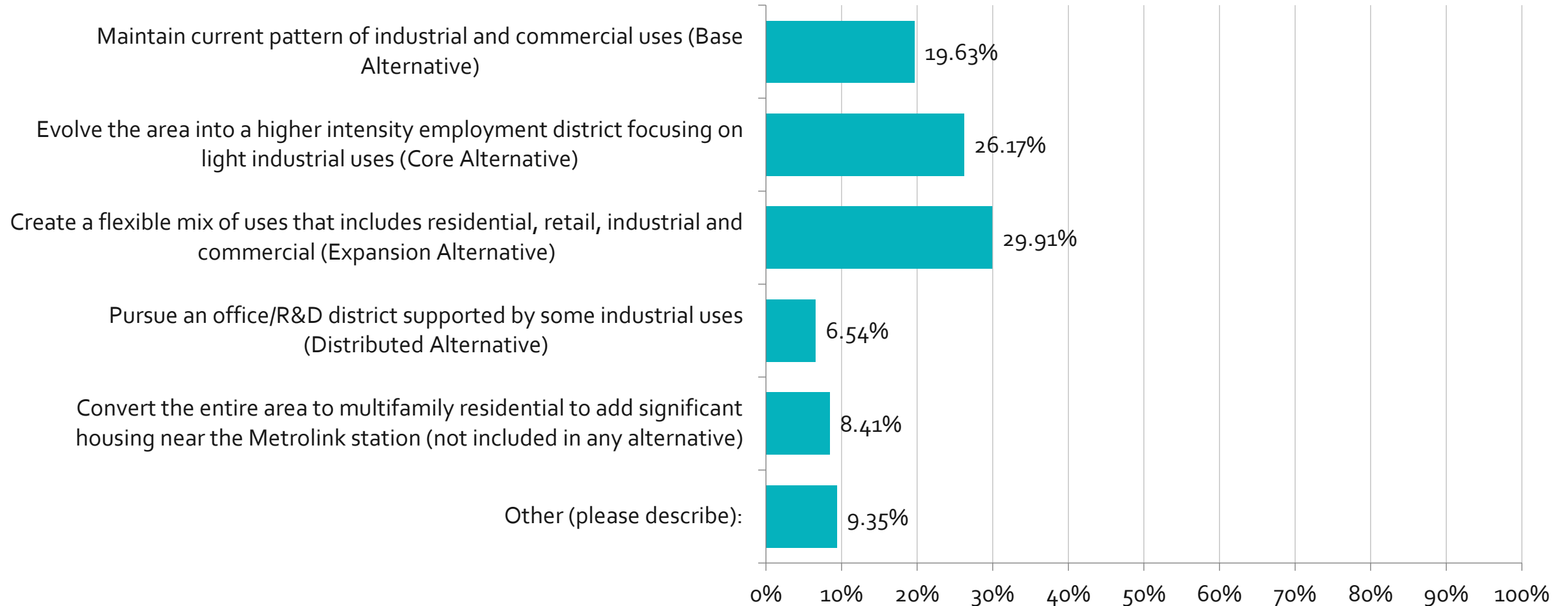
Answer Choices	Responses
Mixed-use (residential over retail) and multifamily housing	50.0% (54)
Light/clean industrial uses	51.85% (56)
General/heavy industrial uses	5.56% (6)
Office/R&D	32.41% (35)
Commercial and retail	50.0% (54)
Lodging and visitor-serving uses	32.41% (35)
Other (please describe):	19.44% (21)
<b>TOTAL</b>	<b>261</b>

**Q3: Johnson Drive currently has 1 and 2 story commercial buildings, some of which are vacant or underutilized. What land uses should be allowed on Johnson Drive? (Note: some parcels are currently in the process of being converted to mixed use to accommodate housing needed to meet the State housing requirements).**



Answer Choices	Responses
Mostly commercial and industrial uses with a small amount of mixed use (Base Alternative)	23.36% (25)
4 story mixed-use along the entire corridor (Core Alternative)	10.28% (11)
4 and 5 story mixed-use buildings along the majority of the corridor (Distributed Alternative)	9.35% (10)
5 and 6 story mixed-use buildings along the entire corridor (Expansion Alternative)	21.50% (23)
Other (please describe):	35.51% (38)
<b>TOTAL</b>	<b>107</b>

**Q4: The area east of the parcels fronting Johnson Drive is currently a mix of small industrial uses, warehouse and distribution, storage, and single-family homes. What best describes your vision for this area?**

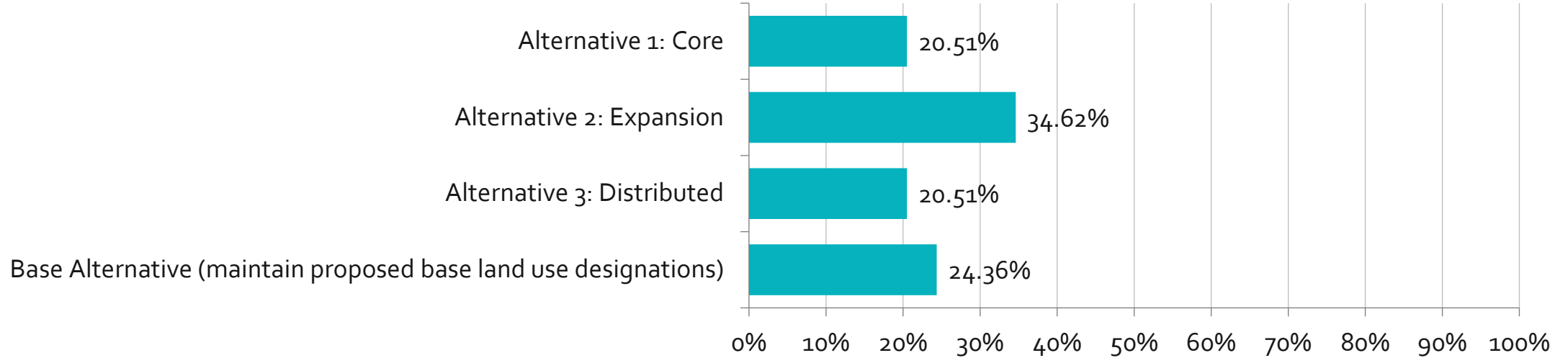




**Q4: The area east of the parcels fronting Johnson Drive is currently a mix of small industrial uses, warehouse and distribution, storage, and single-family homes. What best describes your vision for this area?**

Answer Choices	Responses
Maintain current pattern of industrial and commercial uses (Base Alternative)	19.63% (21)
Evolve the area into a higher intensity employment district focusing on light industrial uses (Core Alternative)	26.17% (28)
Create a flexible mix of uses that includes residential, retail, industrial and commercial (Expansion Alternative)	29.91% (32)
Pursue an office/R&D district supported by some industrial uses (Distributed Alternative)	6.54% (7)
Convert the entire area to multifamily residential to add significant housing near the Metrolink station (not included in any alternative)	8.41% (9)
Other (please describe):	9.35% (10)
<b>TOTAL</b>	<b>107</b>

## Q5: Based on what you have seen so far, which alternative best matches your vision for the future of the Johnson Corridor?



Answer Choices	Responses
Alternative 1: Core	20.51% (16)
Alternative 2: Expansion	34.62% (27)
Alternative 3: Distributed	20.51% (16)
Base Alternative (maintain proposed base land use designations)	24.36% (19)
<b>TOTAL</b>	<b>78</b>

# Key Takeaways

- Strong support for a vision that includes a diverse mix of residential, commercial and industrial land uses, makes the area a gateway to Ventura, and leverages the Metrolink station
- Strong support for adding residential development in this area
- No clear direction on a preferred land use mix and the building scale/ intensity throughout the area
- Create a Specific Plan for Johnson

