

Background Information: SOAR Areas

April 18, 2023

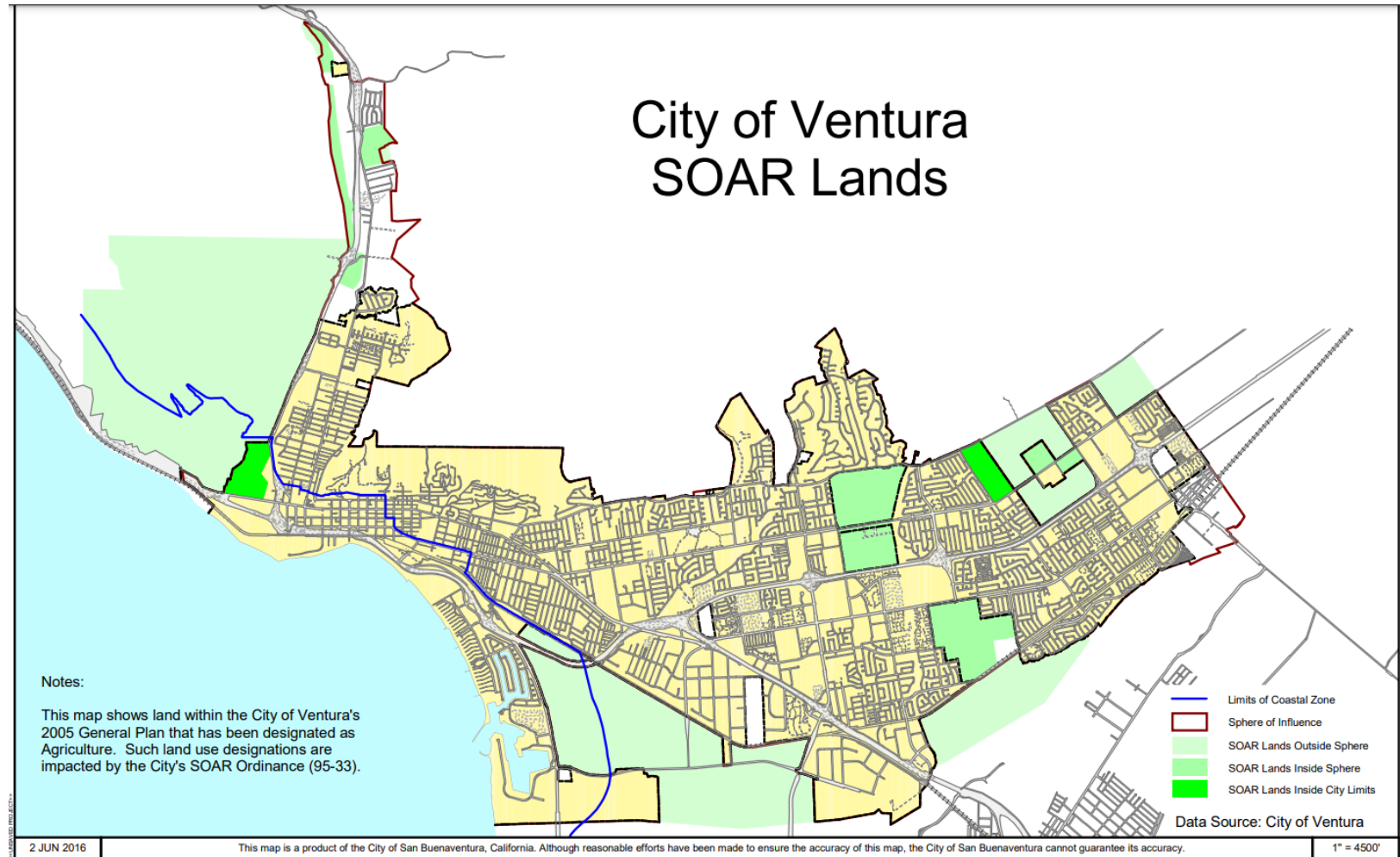


Existing Policy Direction, Land Use, and Zoning

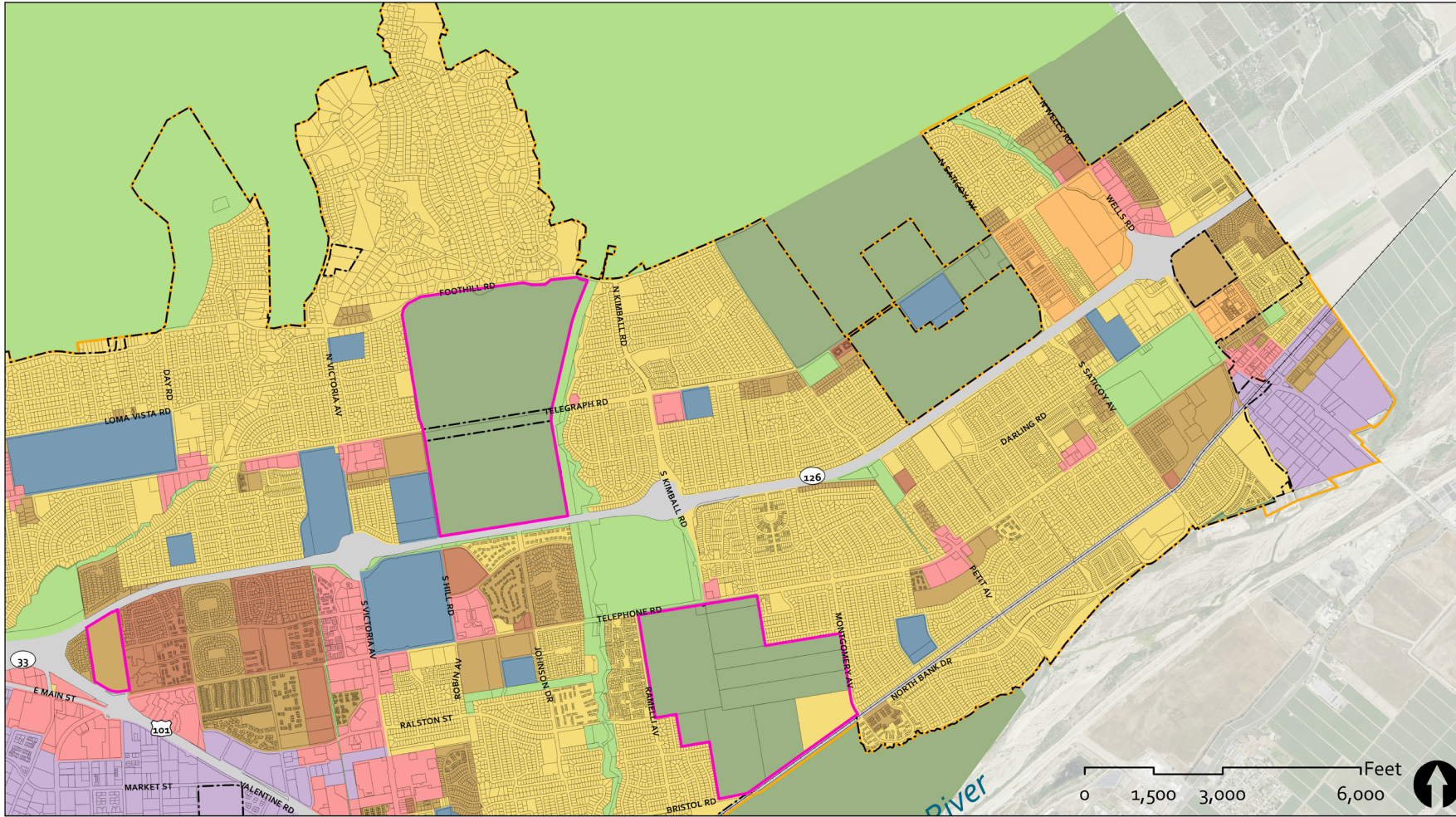
Guiding Policy/Regulatory Documents

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.**



Current Land Use Designations (Areas of Discussion)



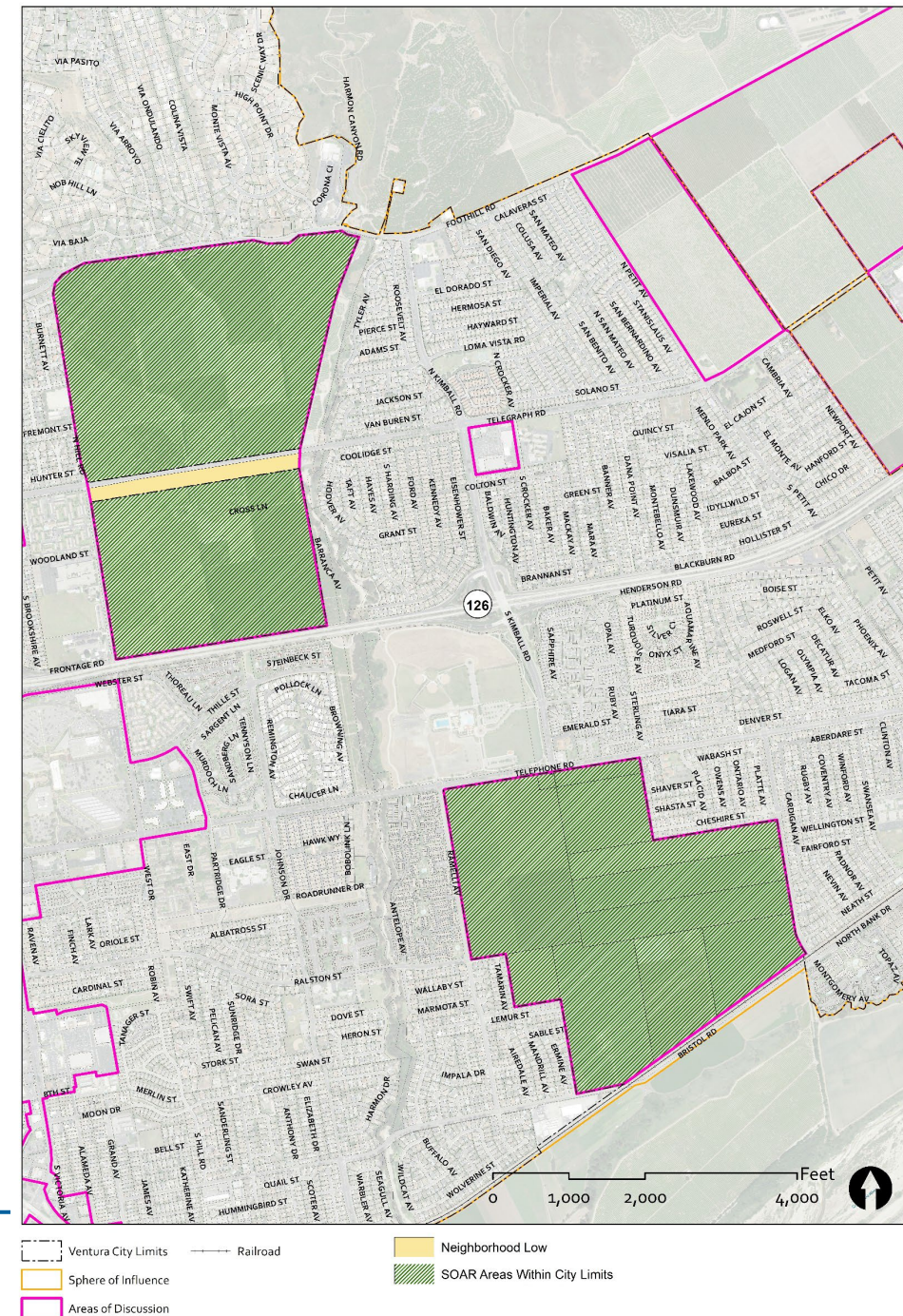
Note: these SOAR areas do not have a zoning district since the parcels are outside City limits

Land Use Alternatives

“Base” Designations

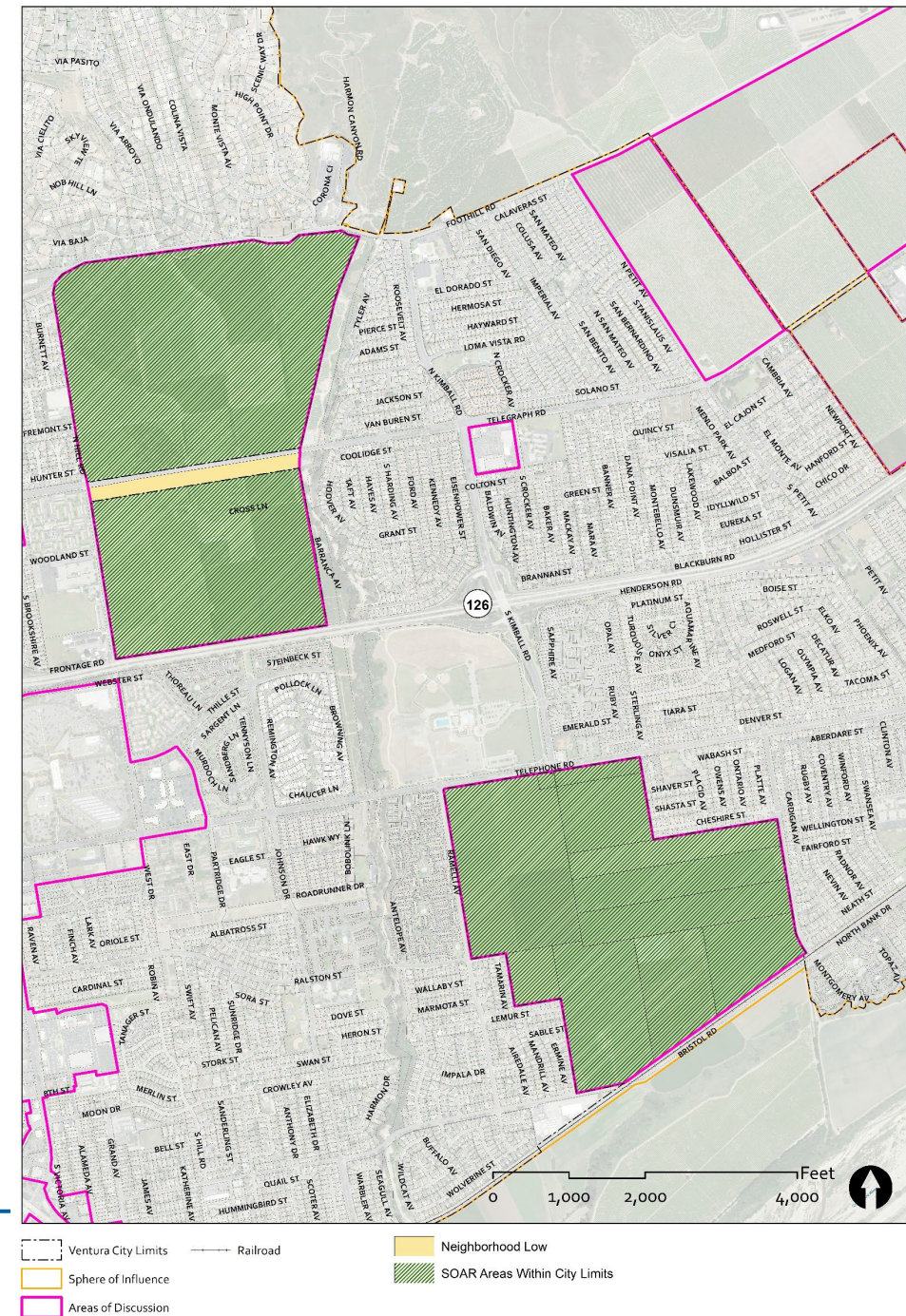
- Identified areas are currently used as agriculture.
- Areas are within the City’s sphere of influence (areas that the City could annex in the future if the property owner initiates the annexation) and part of the SOAR (Save our Agriculture and Open Space) initiative and protected until 2050.
- Areas can be removed from the SOAR initiative by a vote of the residents of the City of Ventura (not the entire County). This can happen at any time before 2050.
- South of Telegraph Road, there is a small strip of City land designated as Neighborhood Low, although existing use is still agricultural.

*Note: The General Plan Team recognizes that these and other open space lands are important for the City. The input received from the public during the Visioning survey in late 2021 and the GPAC discussions in Spring 2022 identified these areas as **potential** growth areas. In fact, the GPAC was split on whether to consider them as part of the alternatives. Identifying these as potential growth areas in the General Plan would allow the landowners, if they choose, to initiate a process of developing a land use vision and then working to create a ballot initiative that would remove the areas from SOAR. They would then need to obtain City approval for their project before any development could occur.*



Core Alternative

- Maintains the areas as agriculture and no growth would be identified in these areas as part of the General Plan.



Expansion Alternative

- Explores development of the two SOAR sites to achieve broad citywide goals for housing and economic development. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*
- Proposes neighborhoods with a diversity of land use, including employment, retail and residential neighborhoods at varying densities, and parks and other neighborhood-serving amenities.
- Expands the potential for employment by including Office/R&D uses in both areas. This expands the potential for corporate headquarters with easy freeway access.
- Creates mixed use nodes for commercial, retail and residential uses.
- Greatly expands housing diversity with a mix of attached single family, duplexes, small apartments, and 3 story multifamily housing.
- Preserves an open space buffer along Foothill.
- Improves mobility by connecting Ralston Street to Victoria and Montgomery Road and extending Kimball Road to Bristol and Johnson across the railroad tracks.



Mixed Use 1



Neighborhood Medium



Office/R&D



Mixed Use 2



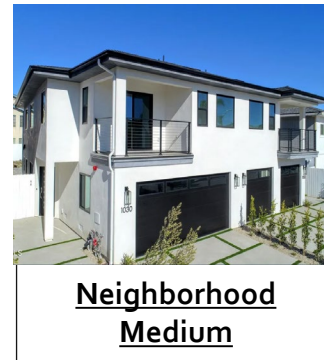
3 Story Multifamily



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

Distributed Alternative

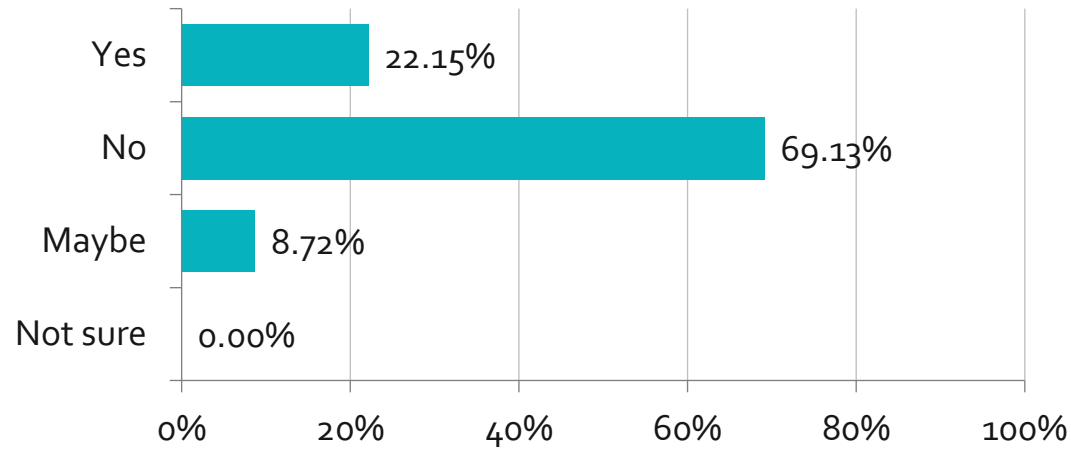
- This alternative also explores development of the two SOAR sites in the City limits but preserves about half of the existing SOAR land for agricultural uses. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)
- Proposes mixed use communities with employment uses focusing primarily on Office/R&D, residential neighborhoods at varying densities, and parks and other neighborhood-serving amenities.
- Improves mobility by connecting Ralston Street to Victoria and Montgomery Road.



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

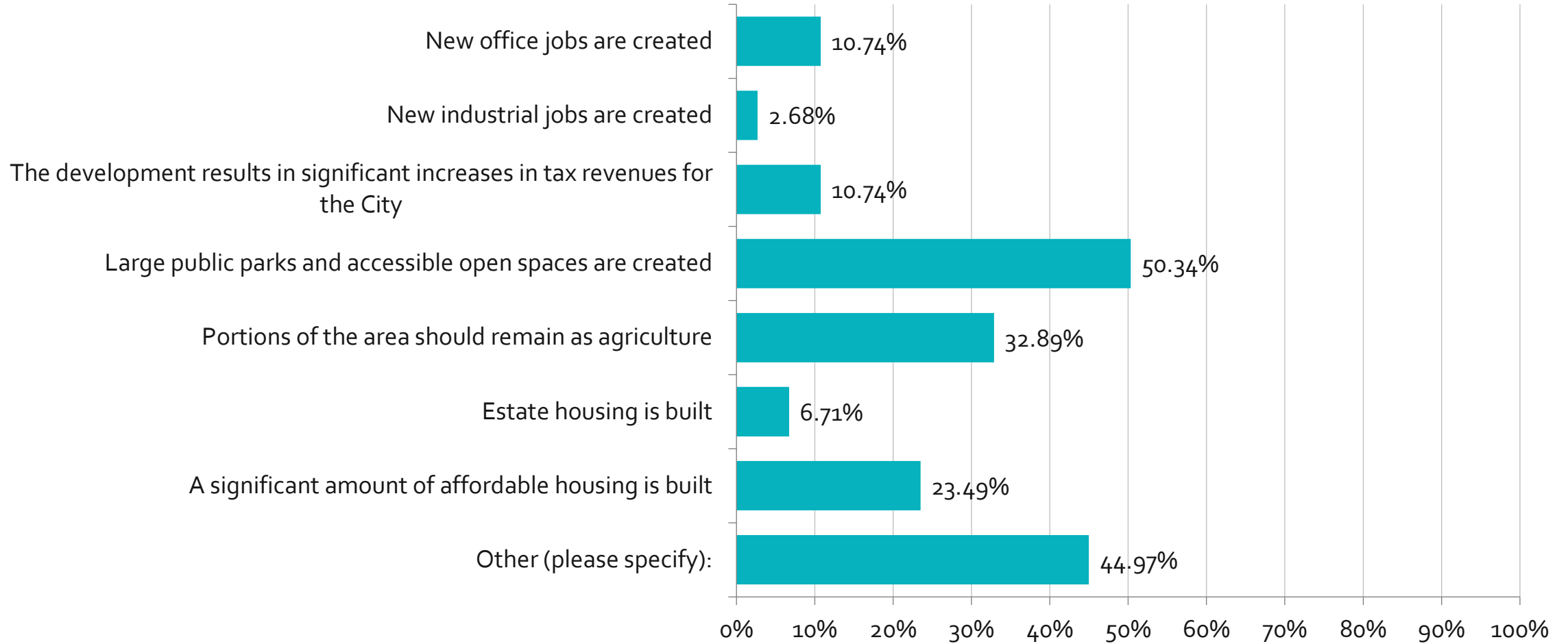
Survey Results

Q1: During the engagement process, some residents suggested that the City allow development in SOAR areas while other residents wanted these areas to remain as active agricultural uses. Do you think development should be allowed in some of these areas if it reduces the potential increases in height/density elsewhere in the City and produces significant benefits for the community?



Answer Choices	Responses
Yes	22.15% (33)
No	69.13% (103)
Maybe	8.72% (13)
Not sure	0% (0)
TOTAL	149

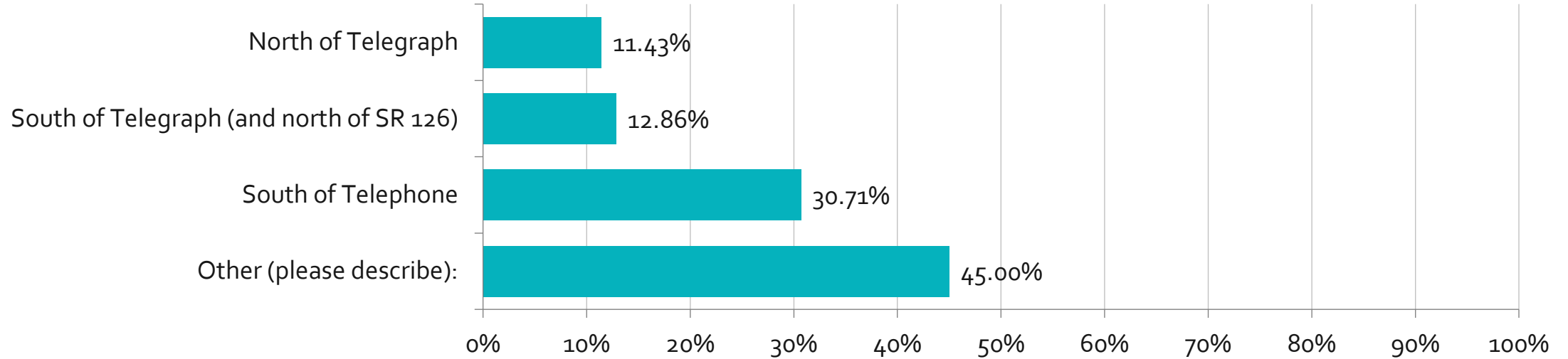
Q2: If development were to be allowed in the SOAR areas, what outcomes would you like to see for Ventura (pick 3).



Q2, continued: If development were to be allowed in the SOAR areas, what outcomes would you like to see for Ventura (pick 3).

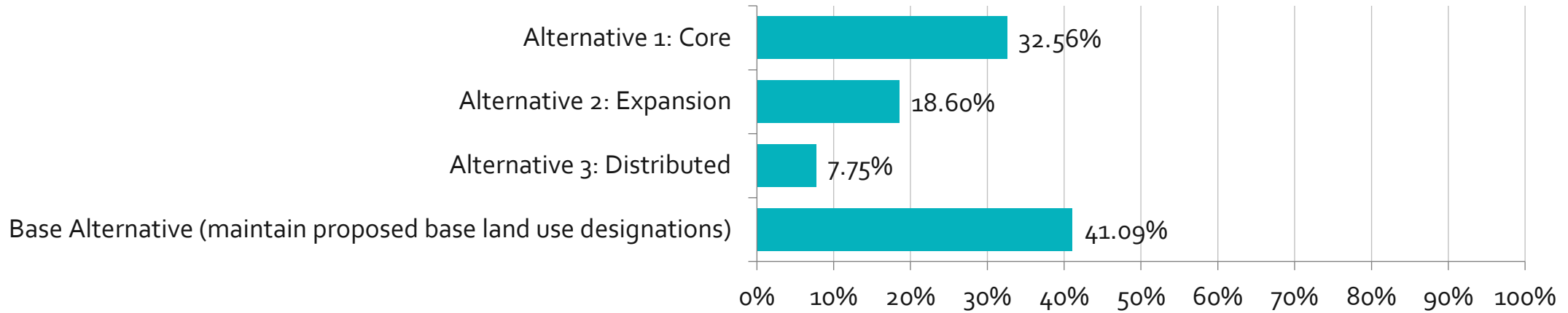
Answer Choices	Responses
New office jobs are created	10.74% (16)
New industrial jobs are created	2.68% (4)
The development results in significant increases in tax revenues for the City	10.74% (16)
Large public parks and accessible open spaces are created	50.34% (75)
Portions of the area should remain as agriculture	32.89% (49)
Estate housing is built	6.71% (10)
A significant amount of affordable housing is built	23.49% (35)
Other (please specify):	44.97% (67)
TOTAL	272

Q3: If development were to be allowed in the SOAR areas, what SOAR area should be the highest priority to develop?



Answer Choices	Responses
North of Telegraph	11.43% (16)
South of Telegraph (and north of SR 126)	12.86% (18)
South of Telephone	30.71% (43)
Other (please describe):	45.00% (63)
TOTAL	140

Q4: Based on what you have seen so far, which alternative best matches your vision for the future of the SOAR areas?



Answer Choices	Responses
Alternative 1: Core	32.56% (42)
Alternative 2: Expansion	18.60% (24)
Alternative 3: Distributed	7.75% (10)
Base Alternative (maintain proposed base land use designations)	41.09% (53)
TOTAL	129

Key Takeaways

- Strong opposition to development in the SOAR areas; clearest direction of any question in the survey.
- If development were to occur, the top preferences are for parks and open space, affordable housing, and to leave some portion for agriculture.

