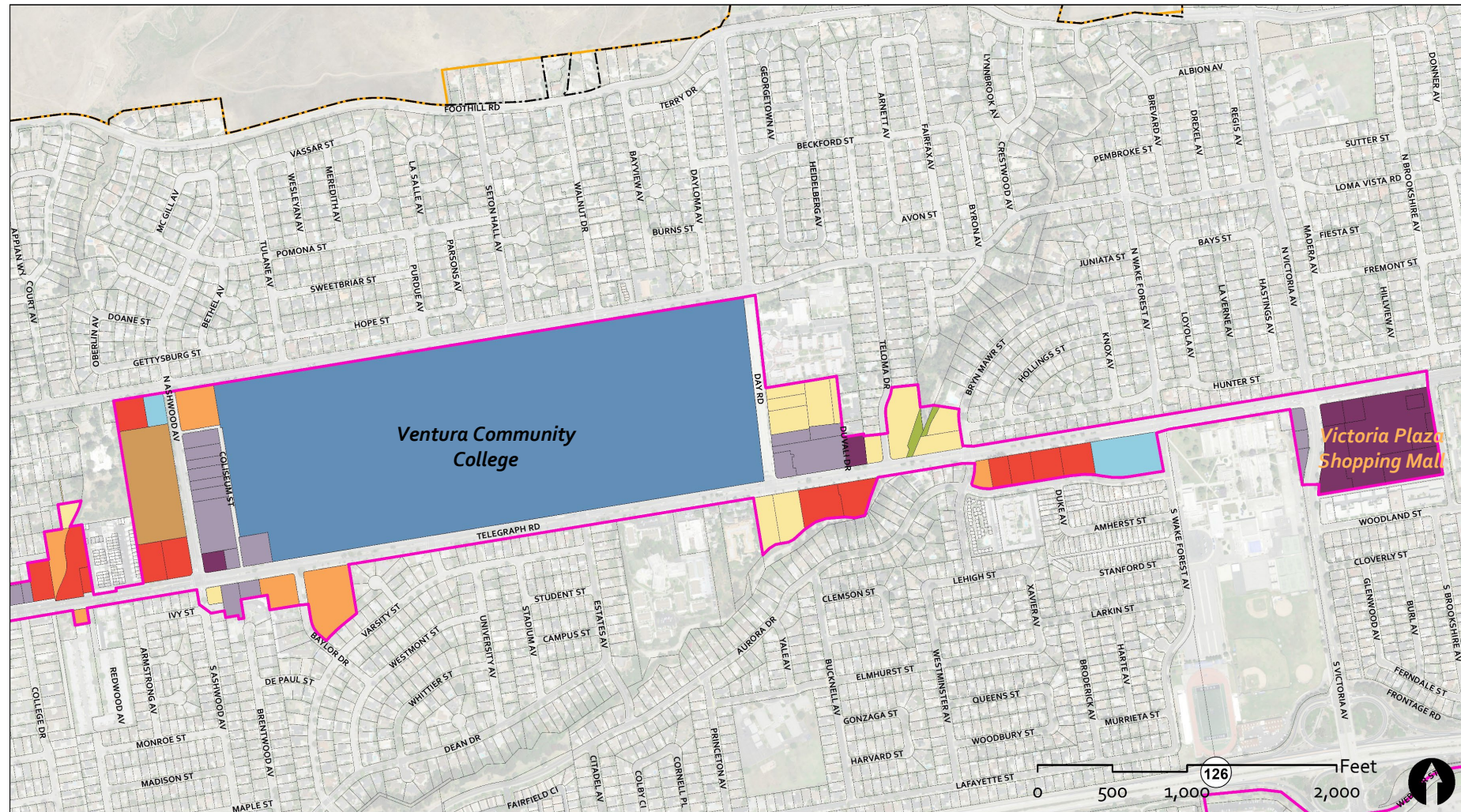


Ventura College/Telegraph Corridor

“Base” Designations

- Base designations consistent with zoning code
- Supports Ventura Community College by creating “centers” of mixed-use activity for students and the opportunity for more student housing.
- Identifies opportunities for these suburban-scale areas to develop with a higher intensity and mix of uses.
- Allows housing on the VCC campus.



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

Core Alternative

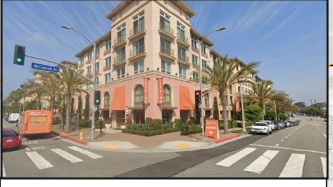
- Implements moderate increases in allowed density and height adjacent to VCC to support the long-term viability of the Community College.
- Increases permitted height of mixed-use development at the shopping center on Ashwood Avenue to Mixed Use 3 (5 stories).
- Reduces height allowed at Victoria Plaza Shopping Mall while still allowing multifamily housing with the Neighborhood Center designation (4 stories).
- Increases density at select residential parcels around VCC.



Neighborhood Center
Change from Mixed Use 4



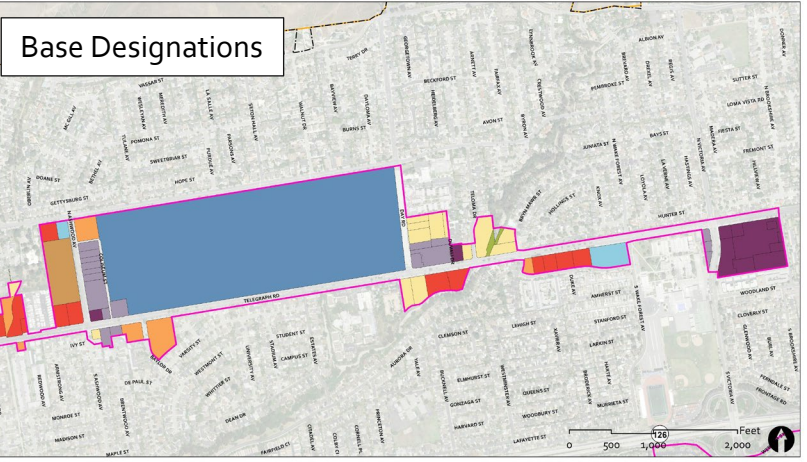
3 Story Multifamily
Change from Neighborhood Low



Mixed Use 3
Change from Mixed Use 1 and 4, and Neighborhood Low and Medium



Mixed Use 2
Change from Mixed Use 1 and 4



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

Expansion Alternative

- Promotes mixed use development by intensifying the land use designations from Mixed Use 2 to Mixed Use 4 (from 4 to 6 stories).
- Increases permitted height of residential parcels east of Day Road to 3- and 4-story residential to encourage additional student housing.
- Maintains height at Victoria Plaza Shopping Mall (6 stories and 75 feet).



Distributed Alternative

- Combines elements of both alternatives in order to allow a moderate increase in height in select locations.
- Redesignates key parcels along Telegraph to Mixed Use 2 (4 stories).
- Reduces allowed height and density of Victoria Plaza Shopping Mall from 6 to 4 stories.
- Increases allowed residential densities of parcels on Day Road to allow 3-story multifamily buildings and attached single family homes.

