

# Victoria Corridor Background Information

February 21, 2023

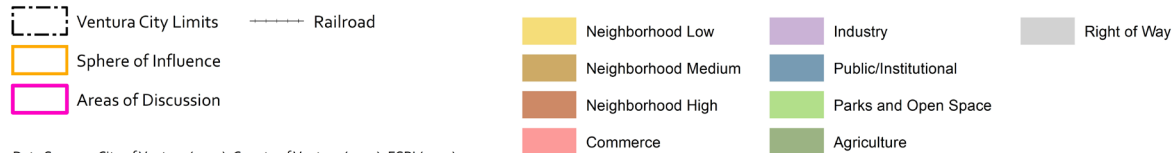
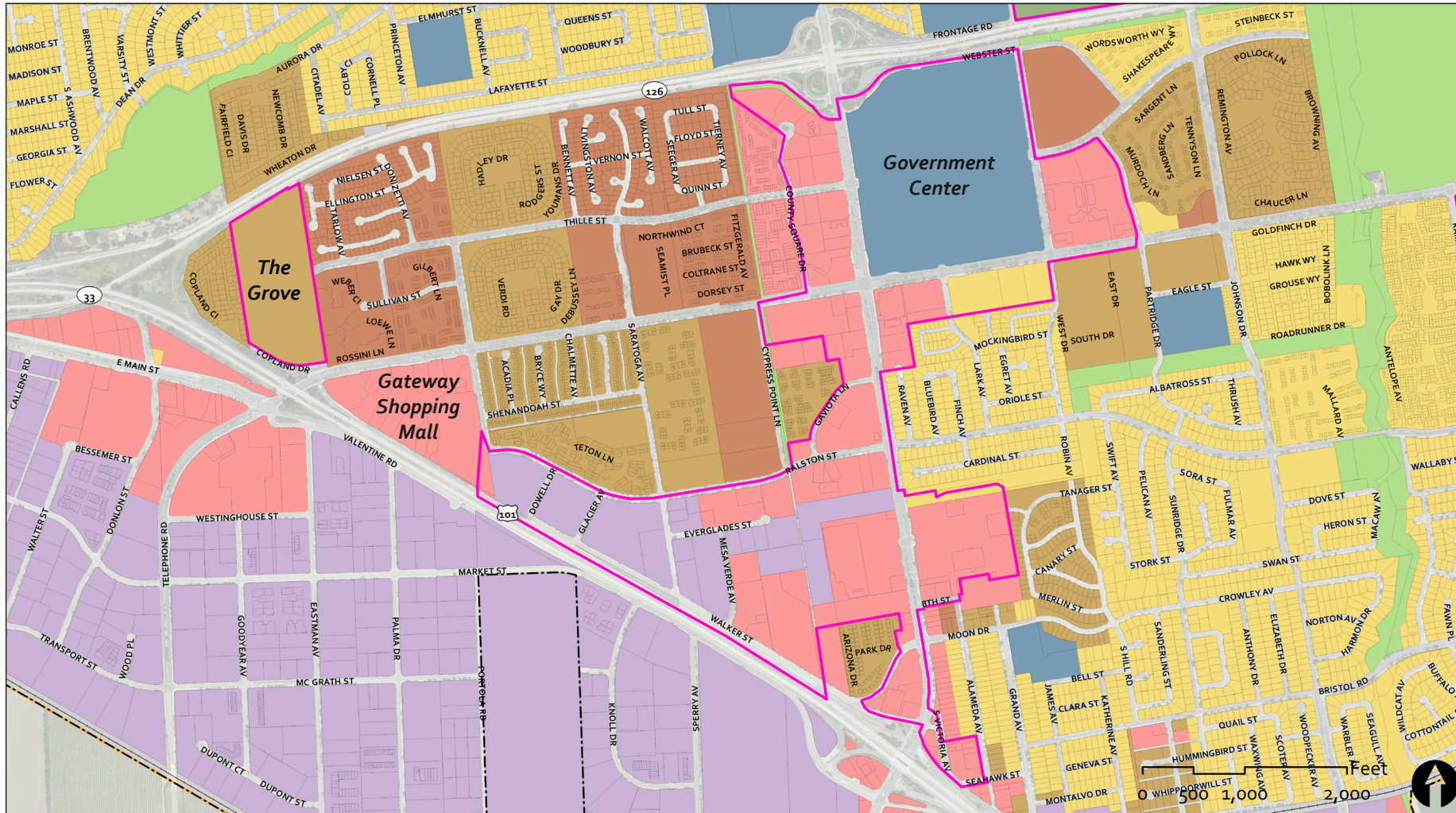


# Existing Policy Direction, Land Use, and Zoning

# Guiding Regulatory/Policy Documents

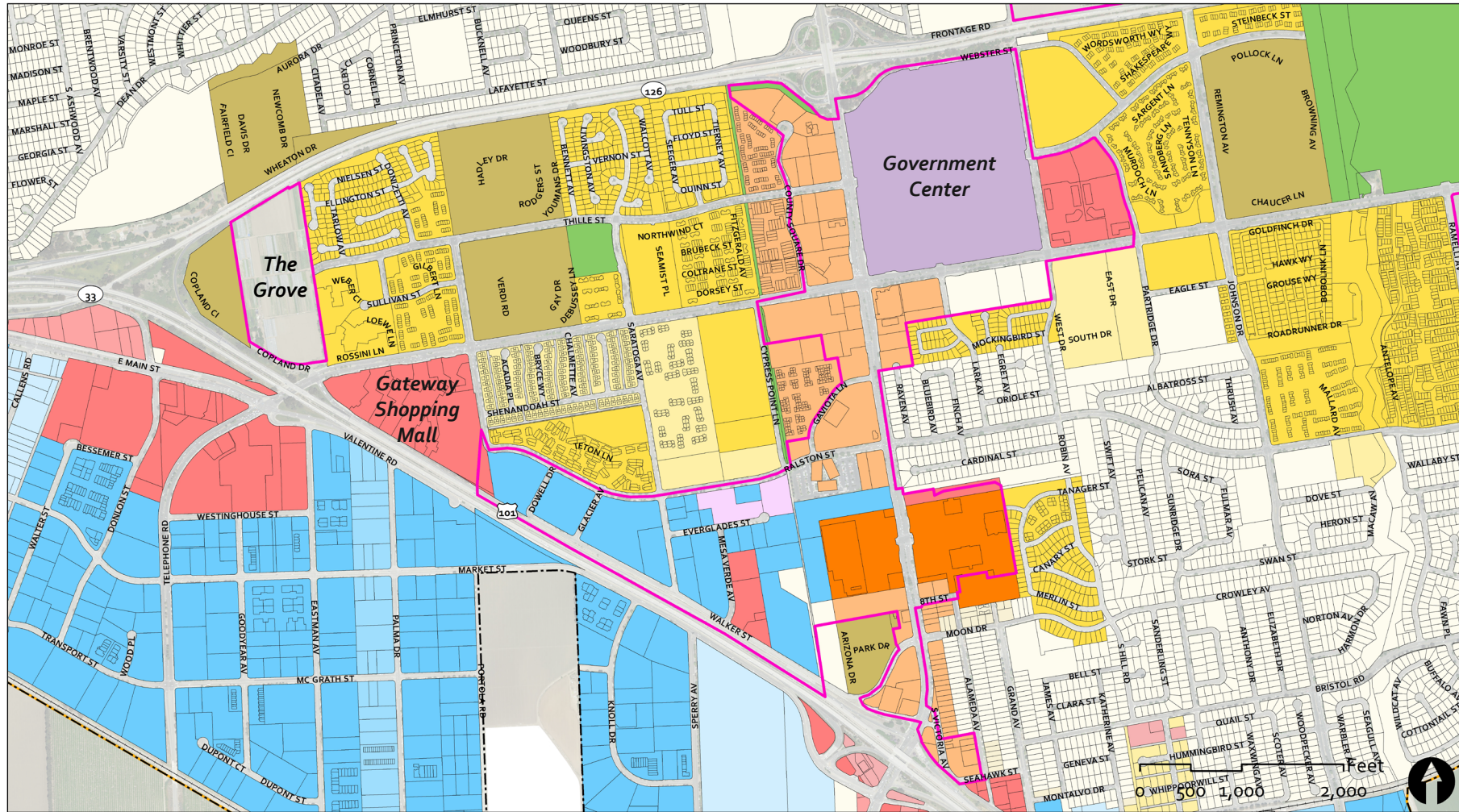
- **General Plan:**
  - Transition away from single-use shopping centers and retail parcels
  - Invest in pedestrian/streetscape improvements
- **Victoria Corridor Development Code:**
  - Establish Victoria Avenue as a premier business corridor and retain its character as an established employment center
  - Promote urban design consisting of connected streets, small blocks, and public open spaces
  - Create new activity nodes with larger stores successfully integrated along the corridor
  - Redesign the corridor from a wide artery with auto-oriented strip development to a walkable regional thoroughfare with a mix of building types, uses, public and private frontages, and mobility options.

# Current Land Use



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

# Current Zoning



Ventura City Limits	Railroad	R-1 Single Family	MHP Mobile Home Park	CPD Commercial Planned Development	P Parks
Sphere of Influence		R-2 Two Family	PO Professional Office	M-1 Limited Industrial	Civic
Areas of Discussion		R-3 Multiple Family	C-1A Intermediate Commercial	M-2 General Industrial	T4 Zones
		RPD Residential Planned Development	C-2 General Commercial	MPD Manufacturing Planned Development	T5 Zones

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

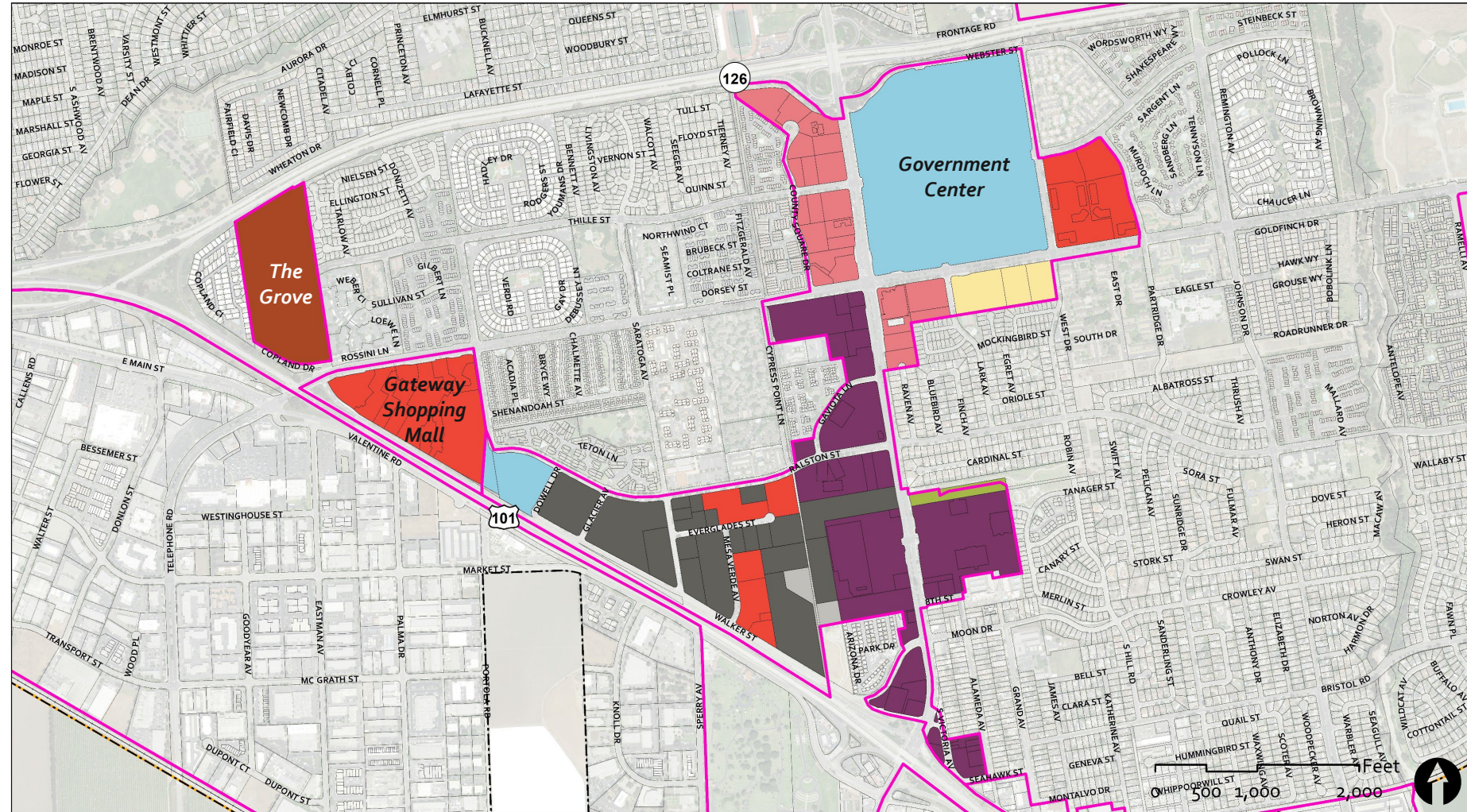
# Relevant Zoning - Summary

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)
T4.5	Urban General 5	Residential and neighborhood-serving uses. Forms transition between Victoria Ave and surrounding residential neighborhoods.	Victoria Corridors Development Code	45	3	Commerce	Mixed Use 1
T4.8	Urban General 8	Promotes a Workplace Zone that retains the character of the corridor's established employment center. Dining and business service uses can mix with a variety of office activities.	Victoria Corridors Development Code	70	6	Commerce	Office/R&D
T4.9	Urban General 9	Creates a grand avenue edge along Victoria Ave. with workplace buildings, vertical mixed-use, and limited multifamily development	Victoria Corridors Development Code	70	6	Commerce	Mixed Use 4
T5.3	Urban Town Center 3	High-intensity, highly walkable mixed use district with active public realm	Victoria Corridors Development Code	70	6	Commerce	Mixed Use 4
R-1	Single Family	Single family residential and some recreation/neighborhood services	Zoning Code	30	2.5	Neighborhood Low	Neighborhood Low
MPD	Manufacturing Planned Development	Wide variety of industrial and manufacturing uses	Zoning Code	75	6	Industry	General/Heavy Industrial

# Land Use Alternatives

# Victoria Corridor - "Base" Designations

- Implements the Victoria Corridor Development Code that establishes Victoria Avenue as a premier business, retail and residential corridor and allows 6-story buildings.
- Includes an employment "hub" near Hwy 126.
- Allows for a diversity of commercial, retail and employment uses along US 101, with designations for General/Heavy Industrial, Commercial and Light Industrial/Flex.
- Includes The Grove Specific Plan area, which is proposed as a new residential neighborhood.

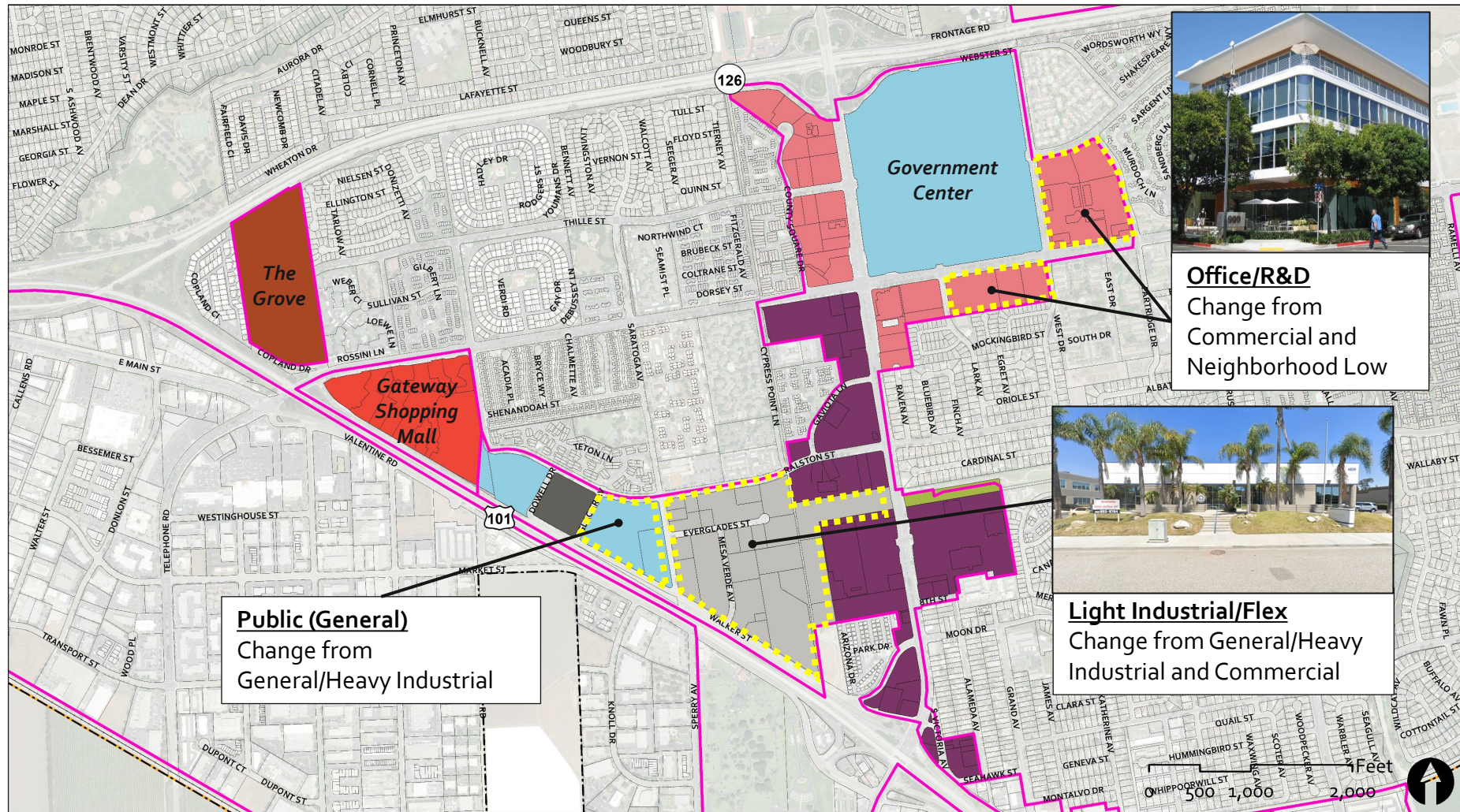


Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)



# Victoria Corridor - Core

- Primarily maintains land use designations from the Victoria Code with minor changes to encourage higher-intensity employment uses.
- Redesignates commercial and industrial uses to Light Industrial/Flex to encourage more jobs and cleaner businesses.

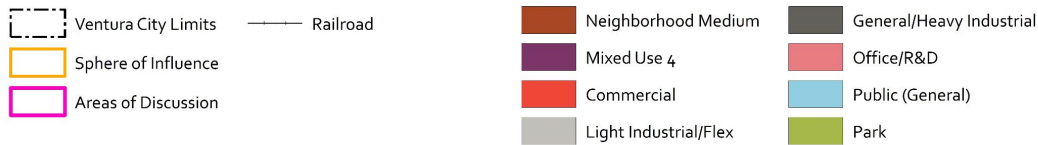
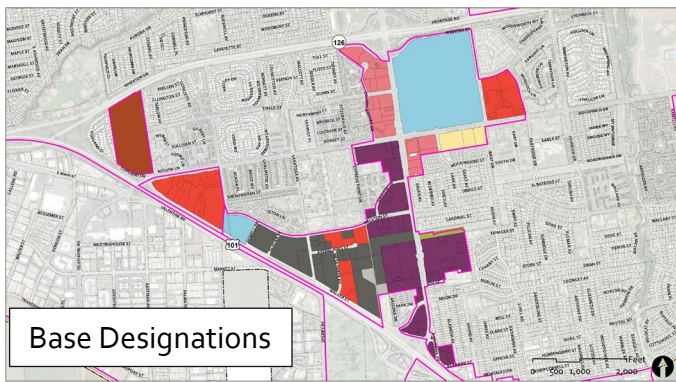


**Office/R&D**  
Change from Commercial and Neighborhood Low



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

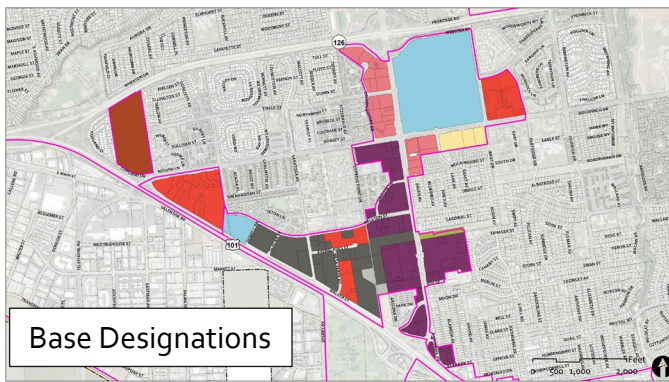
**Public (General)**  
Change from General/Heavy Industrial



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

# Victoria Corridor– Expansion

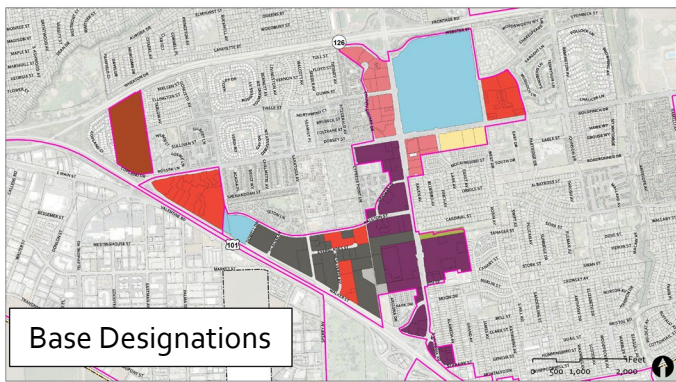
- Expands development potential to encourage more housing, retail, and jobs.
- Designates the County Government Center and parcels to the south and east as Mixed Use 3 (5 stories).
- Promotes the addition of high-density housing to the Gateway Shopping Mall by changing the designation to Mixed Use 3 (5 stories).
- Promotes “clean” employment uses by redesignating parcels adjacent to Hwy 101 as Light Industrial/Flex.



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

# Victoria Corridor - Distributed

- Encourages multifamily housing near the Government Center by redesignating the parcels to the south as 4 Story Multifamily and the parcels to the east as Mixed Use 2 (4 stories).
- Promotes the addition of housing to the Gateway Shopping Mall by changing the designation to Neighborhood Center (4 stories).
- Promotes the creation of an Office/R&D district adjacent to Hwy 101.

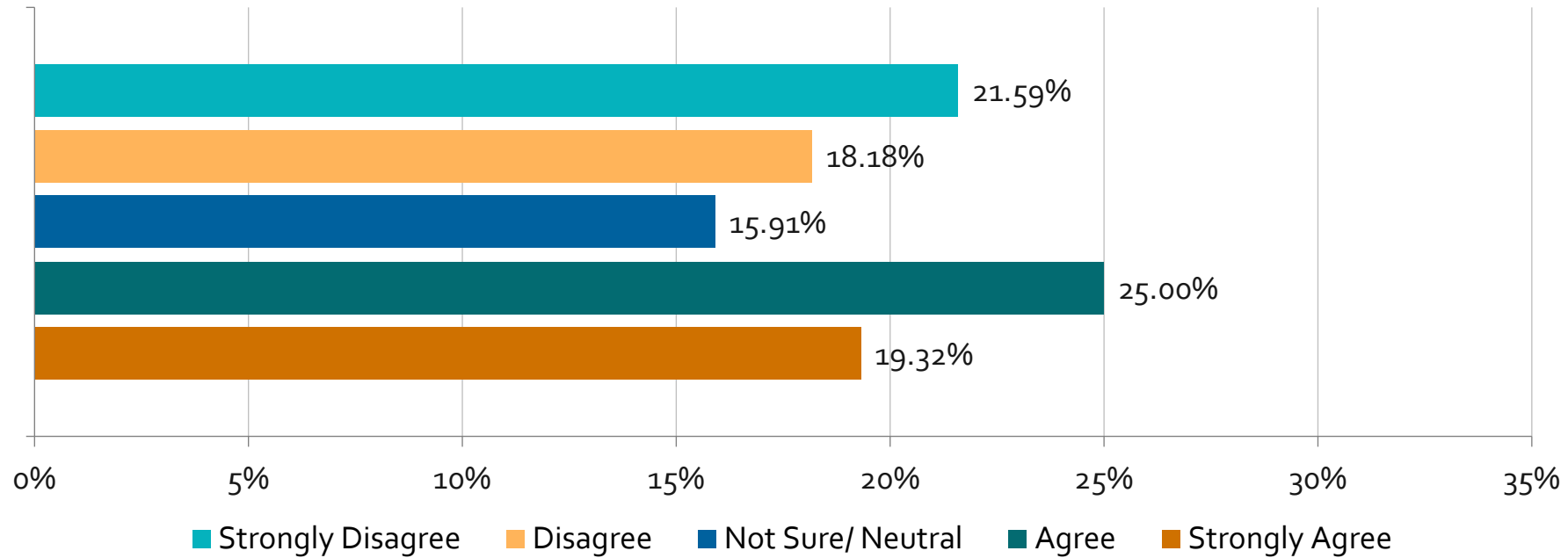


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Survey Results

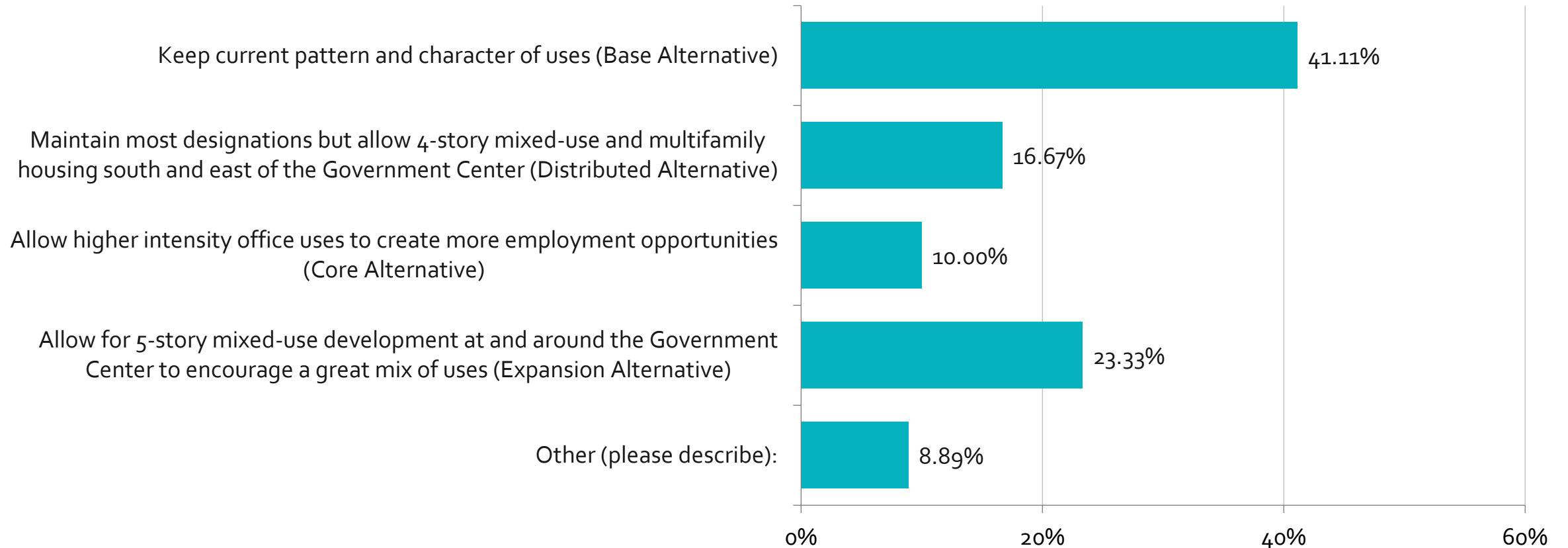
- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.

**Q1: This area implements the Victoria Corridor Development Code that establishes Victoria Avenue as a premier business corridor, retains its character as an established employment center, and allows multifamily housing and mixed-use projects in buildings up to 6 stories and 75 feet. Please indicate your level of agreement with this vision.**



Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
21.59% (19)	18.18% (16)	15.91% (14)	25.00% (22)	19.32% (17)	88

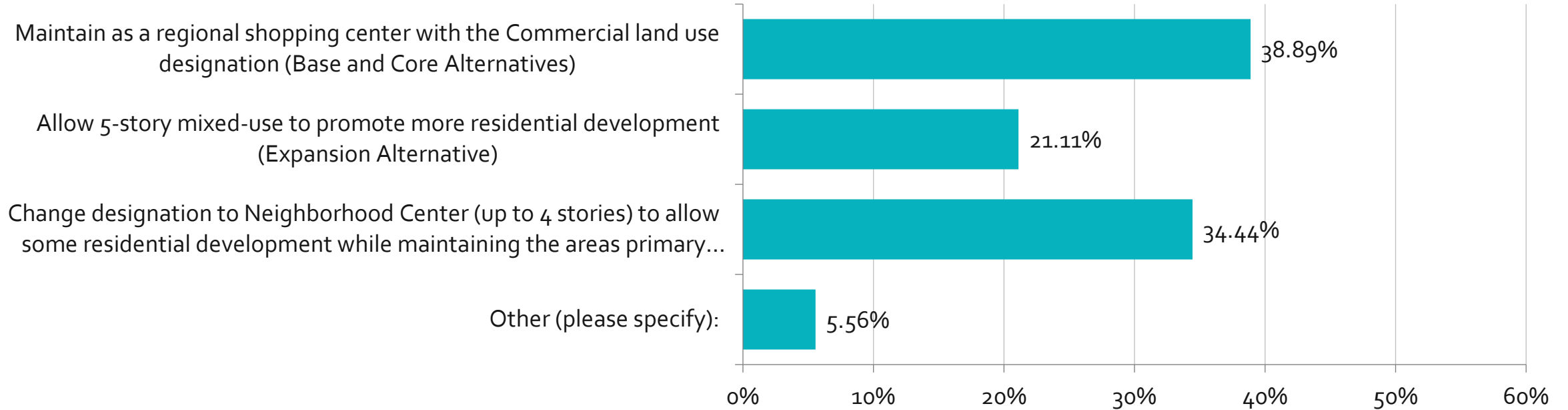
**Q2: The area around and including the County Government Center currently is characterized by multistory office buildings and surface parking. What is your vision for the future of this area? (Note: The County will decide the future of its property, but the City can allow additional uses through the General Plan update process).**



**Q2, continued: The area around and including the County Government Center currently is characterized by multistory office buildings and surface parking. What is your vision for the future of this area? (Note: The County will decide the future of its property, but the City can allow additional uses through the General Plan update process).**

Answer Choices	Responses
Keep current pattern and character of uses (Base Alternative)	41.11% (37)
Maintain most designations but allow 4-story mixed-use and multifamily housing south and east of the Government Center (Distributed Alternative)	16.67% (15)
Allow higher intensity office uses to create more employment opportunities (Core Alternative)	10.00% (9)
Allow for 5-story mixed-use development at and around the Government Center to encourage a great mix of uses (Expansion Alternative)	23.33% (21)
Other (please describe):	8.89% (8)
<b>TOTAL</b>	<b>90</b>

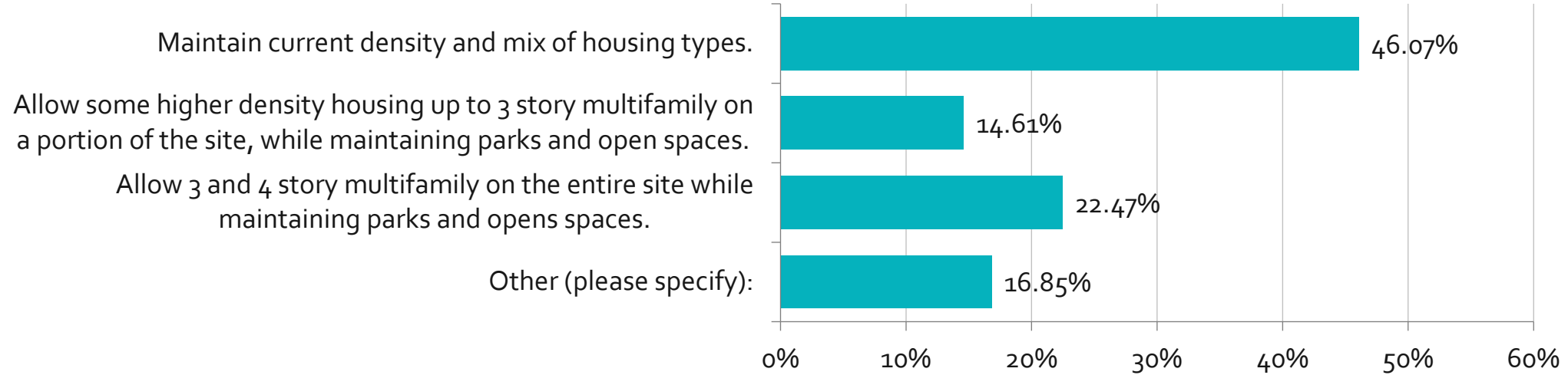
### Q3: The Gateway Shopping Center is located at the intersection of Telephone and US 101. What is your vision for this shopping center?



Answer Choices	Responses
Maintain as a regional shopping center with the Commercial land use designation (Base and Core Alternatives)	38.89% (35)
Allow 5-story mixed-use to promote more residential development (Expansion Alternative)	21.11% (19)
Change designation to Neighborhood Center (up to 4 stories) to allow some residential development while maintaining the areas primary function as a retail shopping center (Distributed Alternative)	34.44% (31)
Other (please specify):	5.56% (5)
<b>TOTAL</b>	<b>90</b>

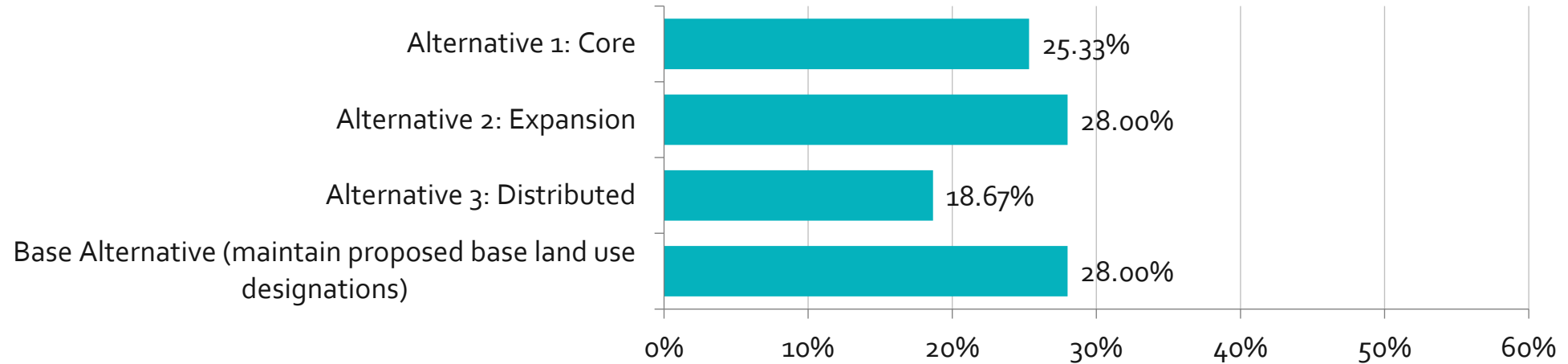


**Q4: The Grove Specific Plan has been in preparation since 2005. The current proposal is for approximately 250 attached and detached single family homes and parks and open space. Please tell us your thoughts on the Specific Plan area:**



Answer Choices	Responses
Maintain current density and mix of housing types.	46.07% (41)
Allow some higher density housing up to 3 story multifamily on a portion of the site, while maintaining parks and open spaces.	14.61% (13)
Allow 3 and 4 story multifamily on the entire site while maintaining parks and opens spaces.	22.47% (20)
Other (please specify):	16.85% (15)
<b>TOTAL</b>	<b>89</b>

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



Answer Choices	Responses
Alternative 1: Core	25.33% (19)
Alternative 2: Expansion	28.00% (21)
Alternative 3: Distributed	18.67% (14)
Base Alternative (maintain proposed base land use designations)	28.00% (21)
<b>TOTAL</b>	<b>75</b>

# Key Takeaways

- Mixed support for the current General Plan vision
- Split feedback on keeping the current pattern and character of uses in the Government Center area or allowing 4-5 story mixed use (Q2)
- Slight preference for allowing some residential at the Gateway Shopping Center (Q3)
- Mixed feedback on maintaining the current Grove Specific Plan or allowing increased density of housing (Q4)

