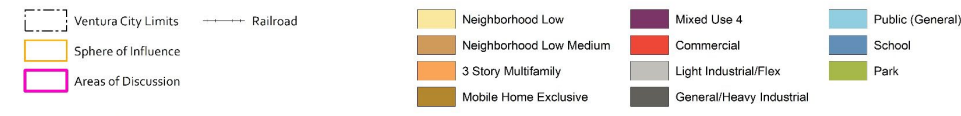
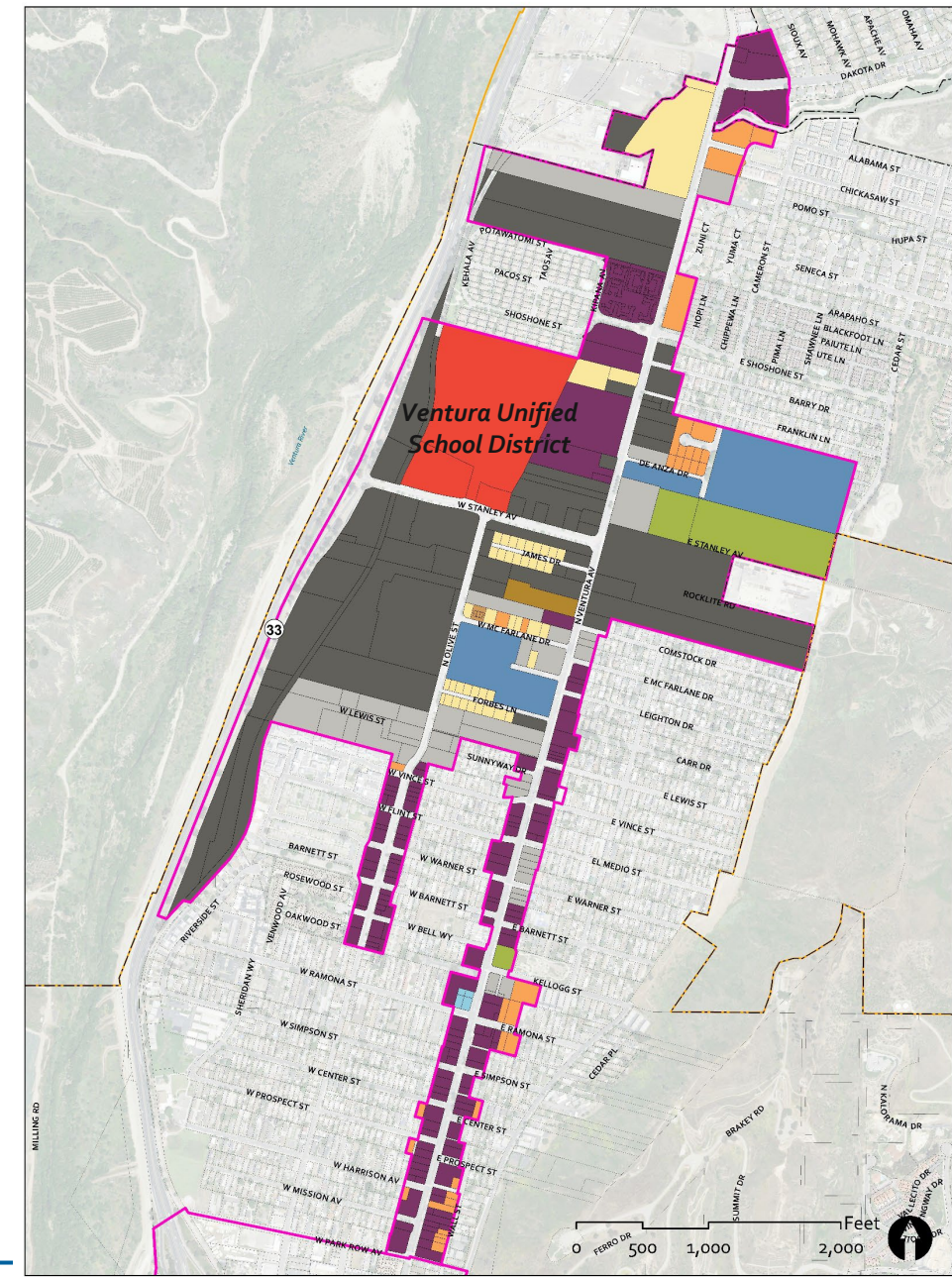


Westside

Westside - "Base" Designations

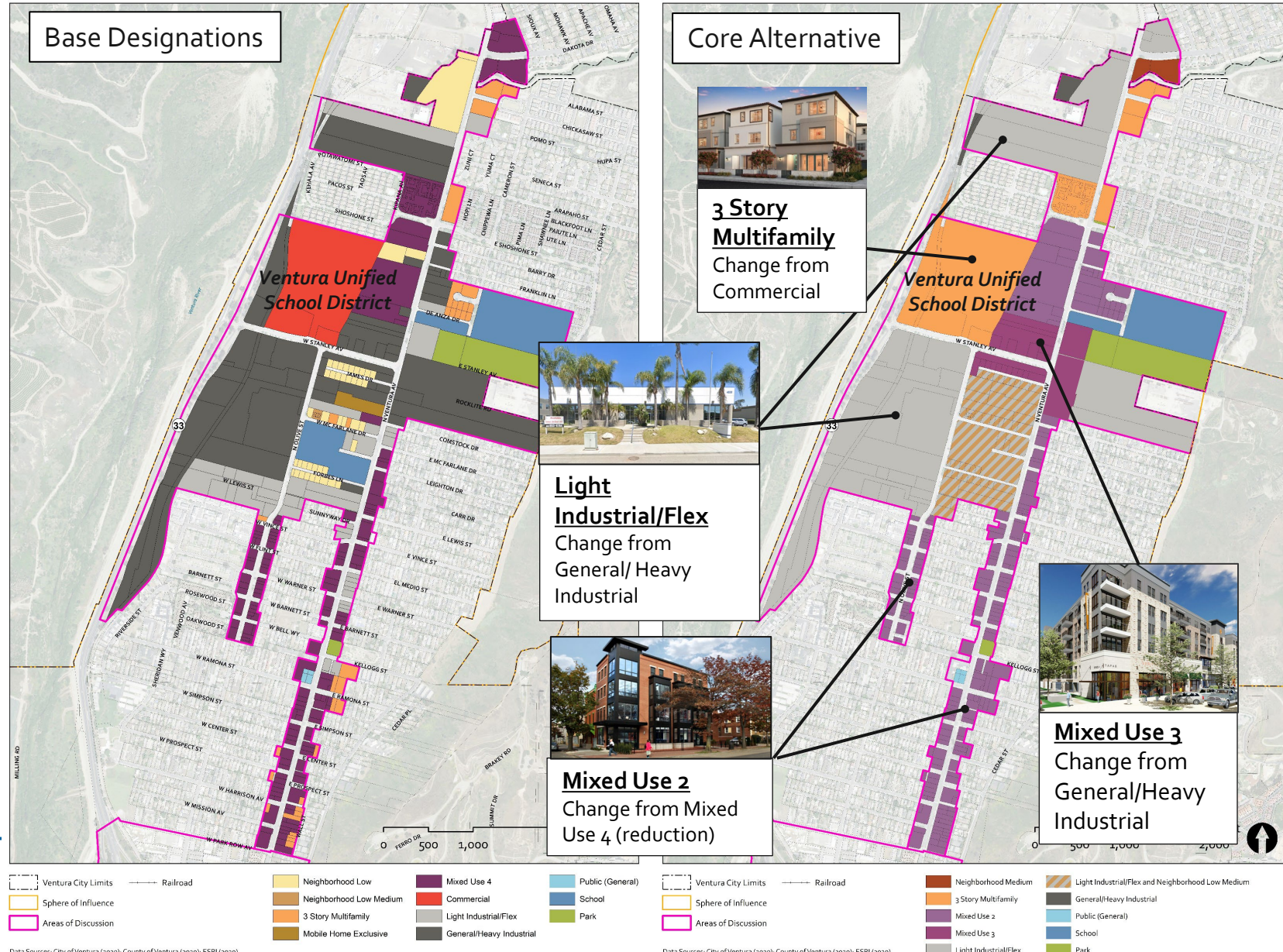
- Translates current zoning into "Base" land use designations that reflect the current uses on the ground.
- C-1A and C-2 parcels along Ventura Avenue and Olive south of the industrial areas are Mixed Use 4 (6 stories)
- Maintains industrial employment areas, which are primary designated as General/Heavy Industrial (corresponding to the M-2 zoning districts).
- Maintains patchwork pattern of employment, commercial and housing in the area.
- *Note that the land use alternatives on the following pages are all proposing significant changes from the existing zoning in order to reflect the ideas generated during the engagement process and concepts developed by residents in the draft "Westside Vision 2020" prepared by the Westside Community Council.*



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

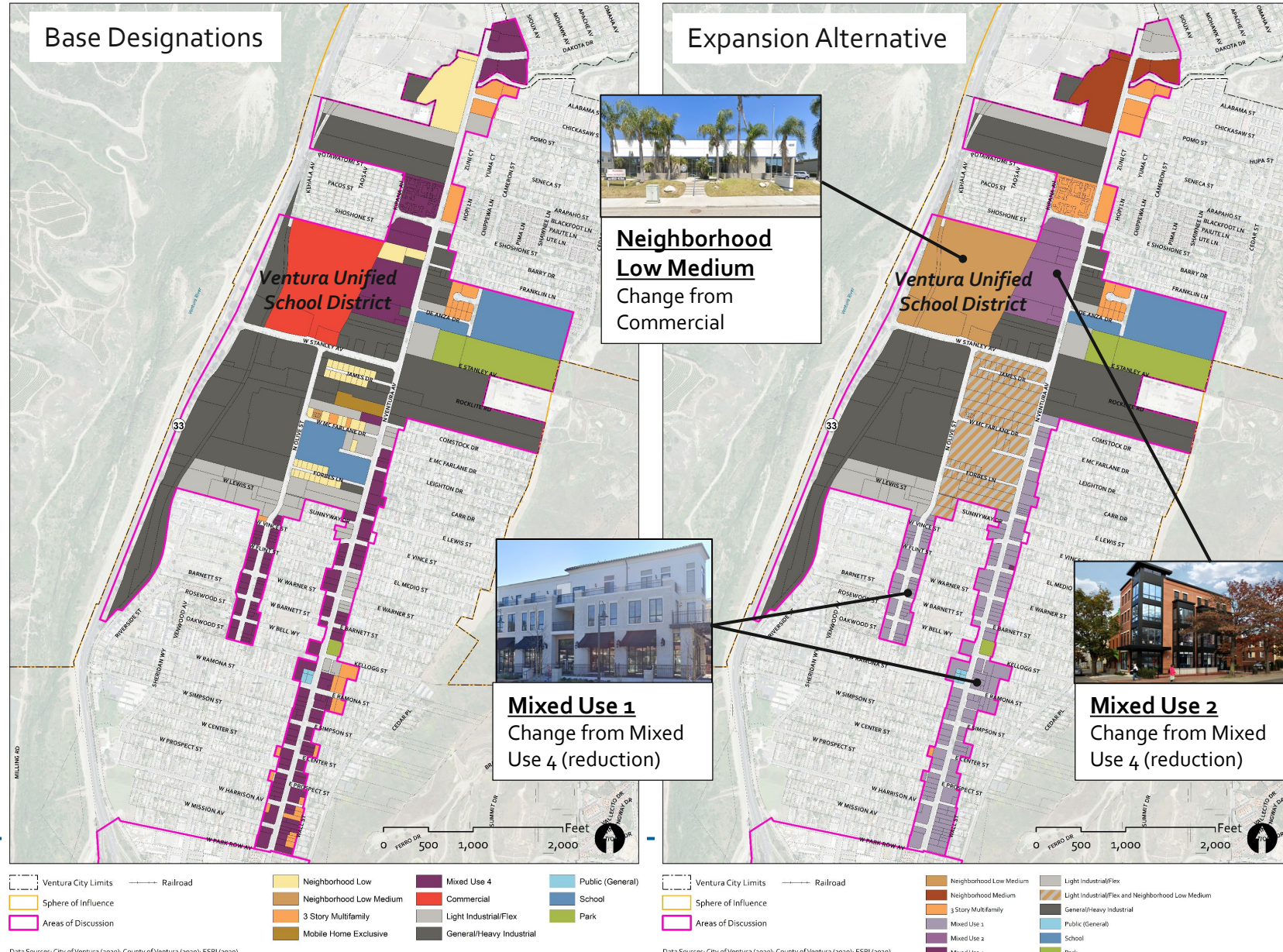
Westside - Core

- Reduces height and density along Ventura and Olive to Mixed Use 2 (4 stories).
- Creates a mixed use “center” at Ventura and Stanley with Mixed Use 3 (5 stories).
- Allows 3-story multifamily residential and a park on the school district site on Stanley.
- Maintains jobs but changes designation to Light Industrial/Flex. Limits new heavy industrial uses.
- Creates a hybrid Light Industrial/Flex and Neighborhood Medium zone to allow a diverse mix of non-polluting employment uses and residential uses.



Westside - Expansion

- Reduces height along the majority of Ventura Avenue and Olive to Mixed Use 1 (3 stories)
- Allows Neighborhood Low Medium Residential and a park on the school district site.
- Increases residential capacity on the north end of Ventura Avenue by adding a variety of “missing middle” residential building types (duplex, triplex, townhome, and 3 story multifamily).
- Creates a hybrid Light Industrial/Flex and Neighborhood Medium zone to allow a diverse mix of non-polluting employment uses and residential uses.



Westside - Distributed

- Lowers heights along Ventura Avenue by reducing the maximum height to 3 stories (Mixed Use 1).
- Creates a neighborhood “center” at Stanley at Ventura Avenue with Mixed Use 2 (4 stories).
- Redesignates N. Olive Street south of Vince Street as Commercial.
- Designates employment uses as Light Industrial/Flex to reduce the pollution impacts on residents.
- Expands housing potential in select locations including the school district site on Stanley (Neighborhood Medium) and parcels on the northern portion of the Avenue (Neighborhood Medium and 3 Story Multifamily).
- Adds parks to large parcels as they redevelop.

