

Westside

Background Information

March 7, 2023

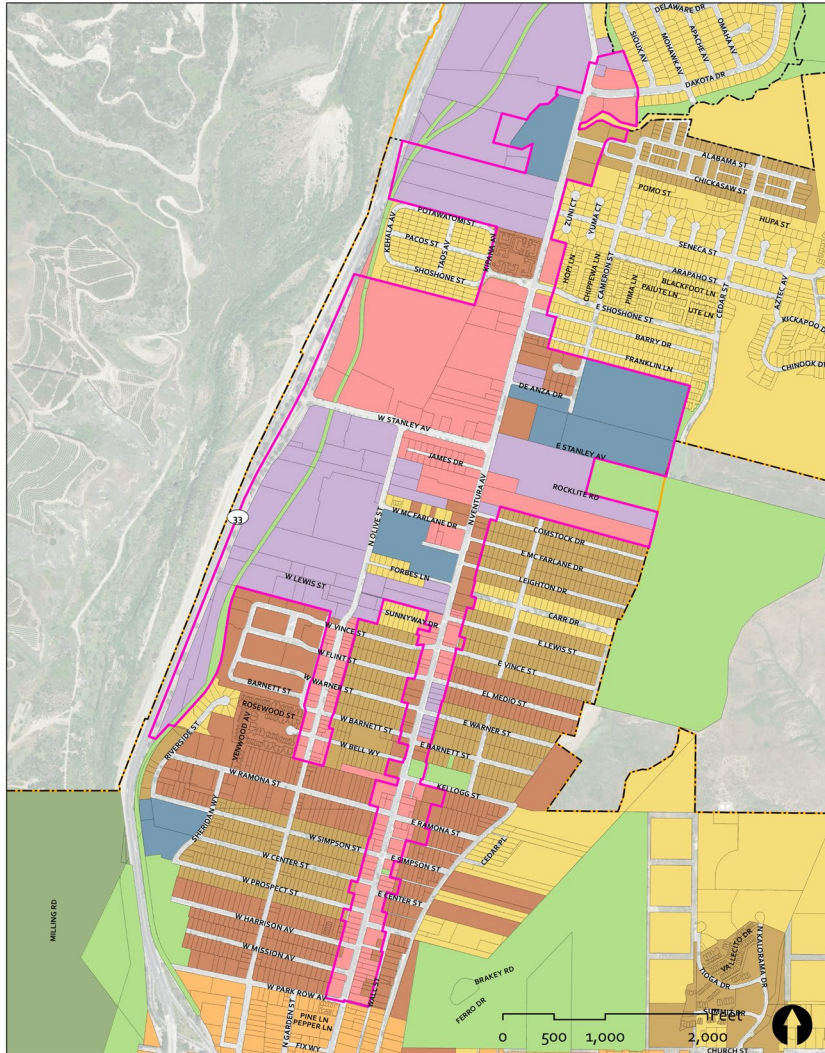


Existing Policy Direction, Land Use, and Zoning

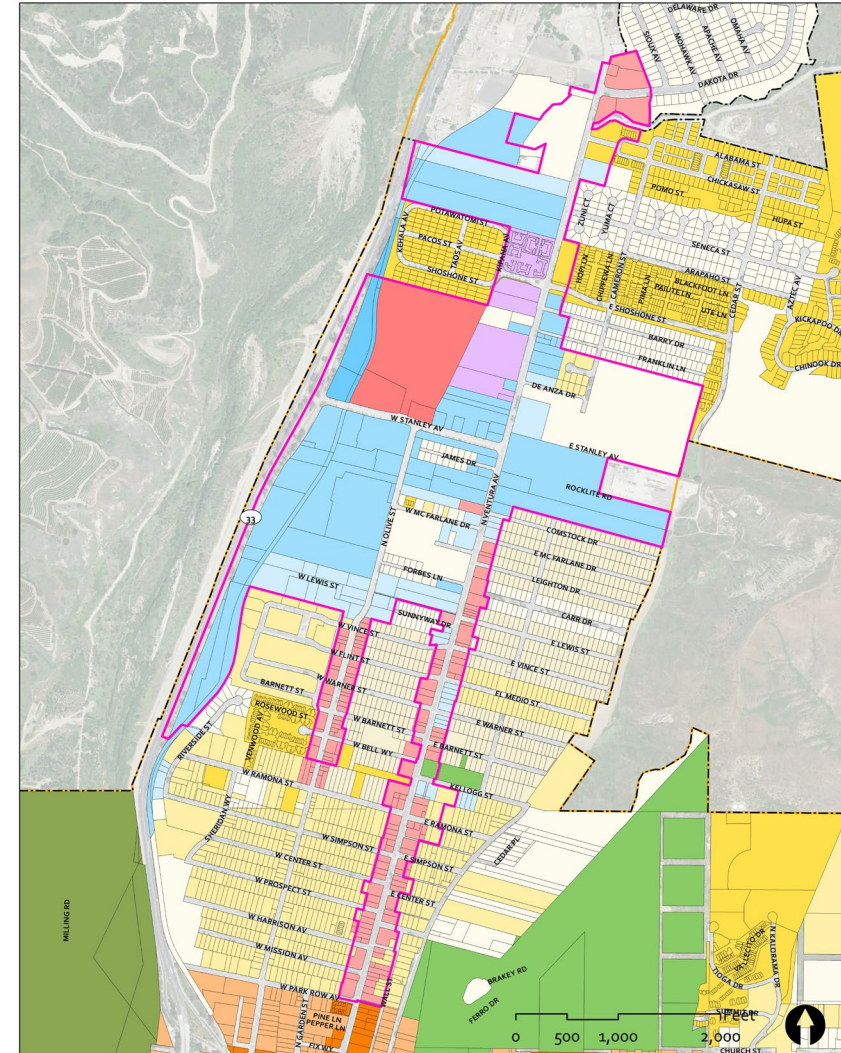
Guiding Policy/Regulatory Documents

- **General Plan:**
 - Build on Ventura Avenue's historic role as a major working center to become a hub for emerging arts and manufacturing crafts
 - Create a community/specific plan for Westside
 - Secure funding for more brownfield reuse efforts
- **Westside Community Plan (*plan not completed*)**
 - Create an interconnected and revitalized Westside community while preserving its Latino heritage
 - Increase shopping opportunities
 - Diversify the local economy
 - Provide housing for people of all incomes, ages, and abilities
 - Enhance Ventura Avenue with plazas and green spaces that can accommodate gathering areas, trees and public art.
 - Provide infrastructure that safely accommodates all travel modes
 - Create new park space and increase passive and active recreational opportunities

Current Land Use Designations



Current Zoning



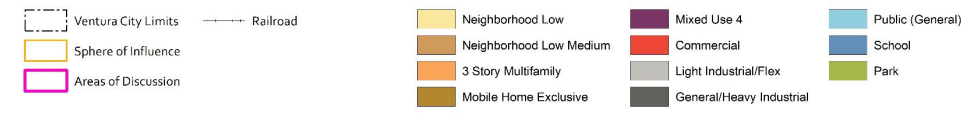
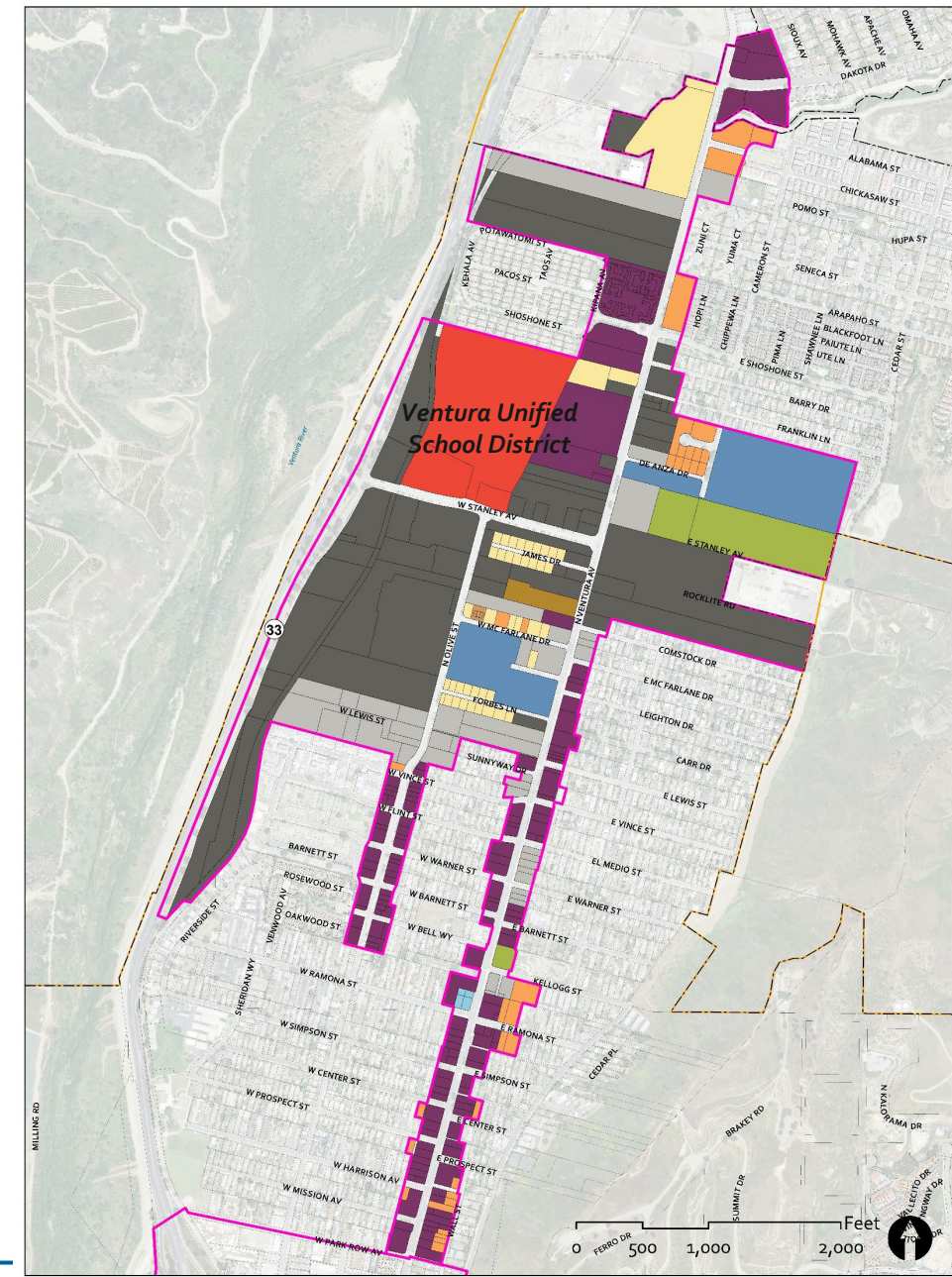
Relevant Zoning - Summary

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
R-3	Multiple Family	Multifamily residential, condominiums, and some recreation/neighborhood services	Zoning Code	45	3	Neighborhood High	3 Story Multifamily
R-P-D	Residential Planned Development	Residential developments and some recreation/neighborhood services	Zoning Code	30	N/A	Depends on location (ranges from Neighborhood Low to High)	Varies based on built project
C-2	General Commercial	General commercial retail and residential	Zoning Code	75	6	Commerce	Mixed Use 4
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

Westside - "Base" Designations

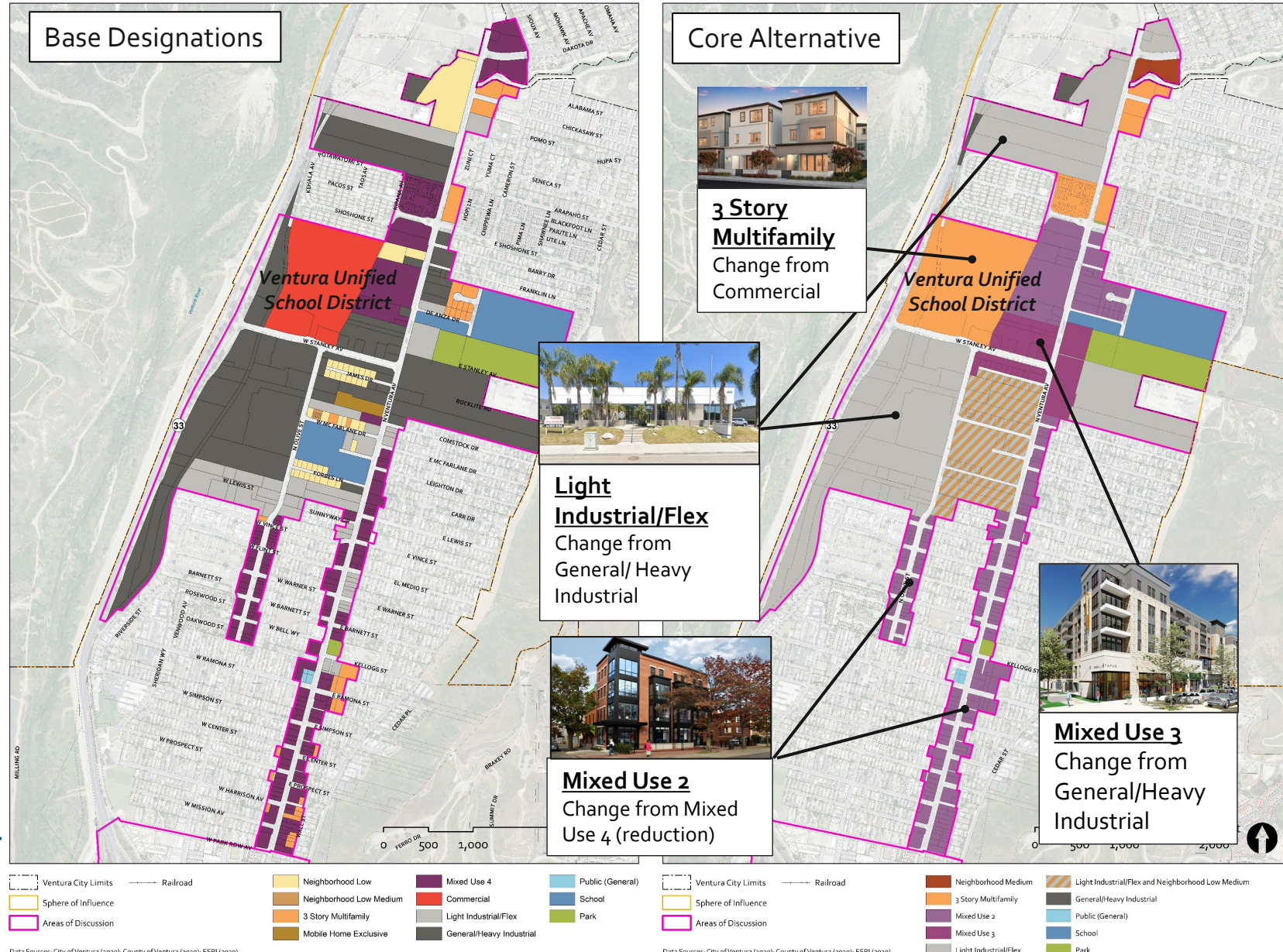
- Translates current zoning into "Base" land use designations that reflect the current uses on the ground.
- C-1A and C-2 parcels along Ventura Avenue and Olive south of the industrial areas are Mixed Use 4 (6 stories)
- Maintains industrial employment areas, which are primary designated as General/Heavy 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)

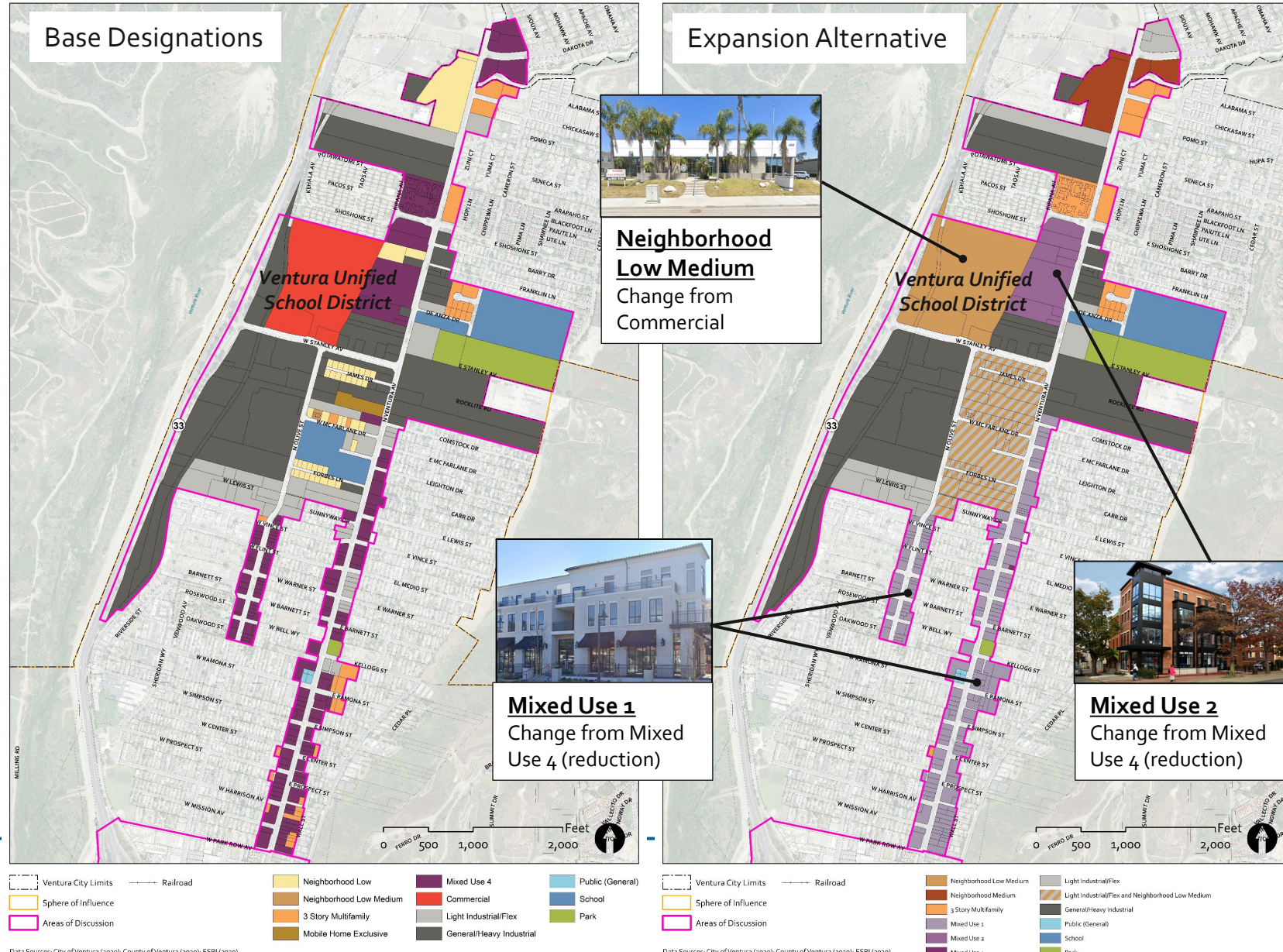
Westside - Core

- 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.



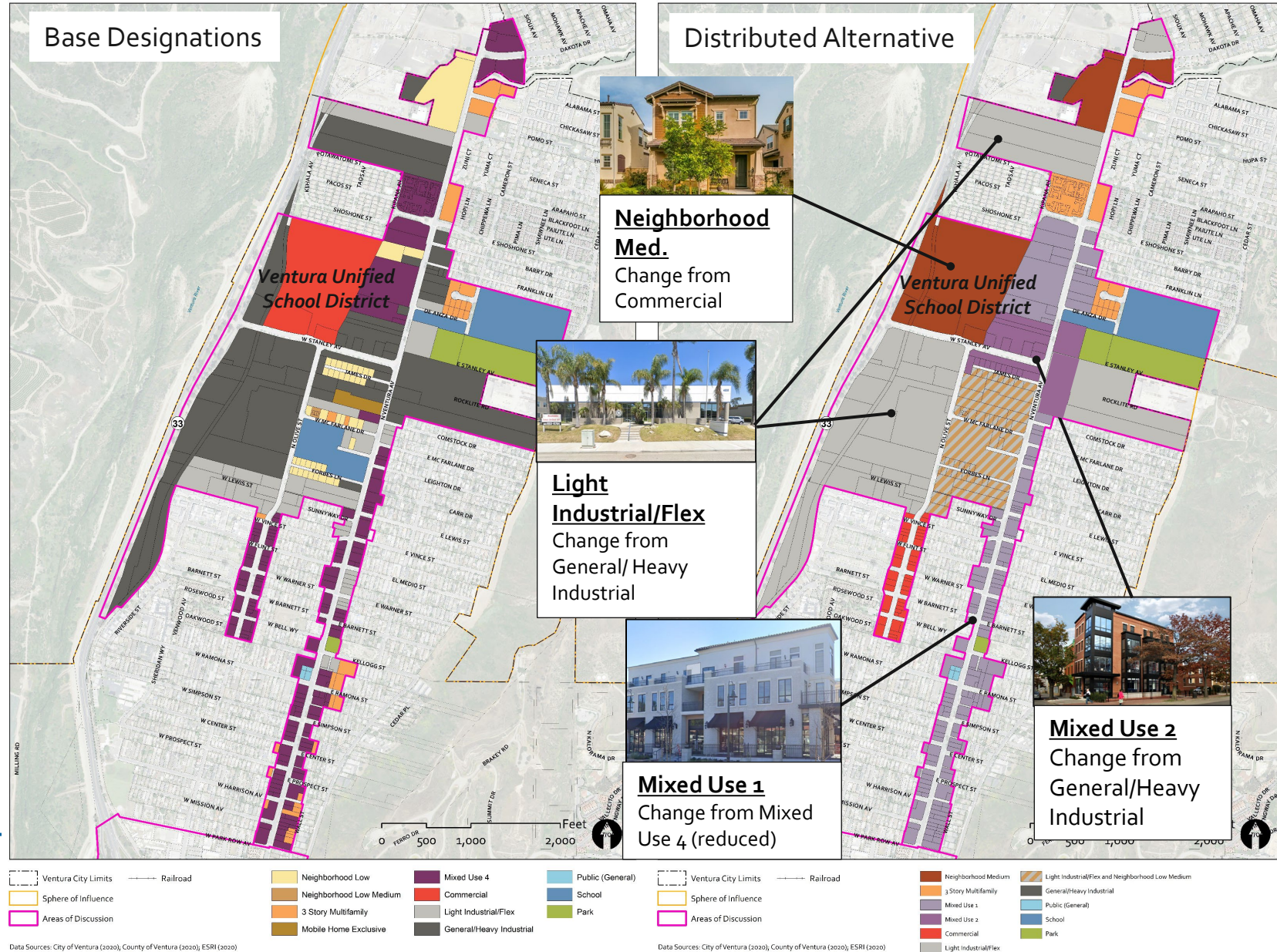
Westside - Expansion

- 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

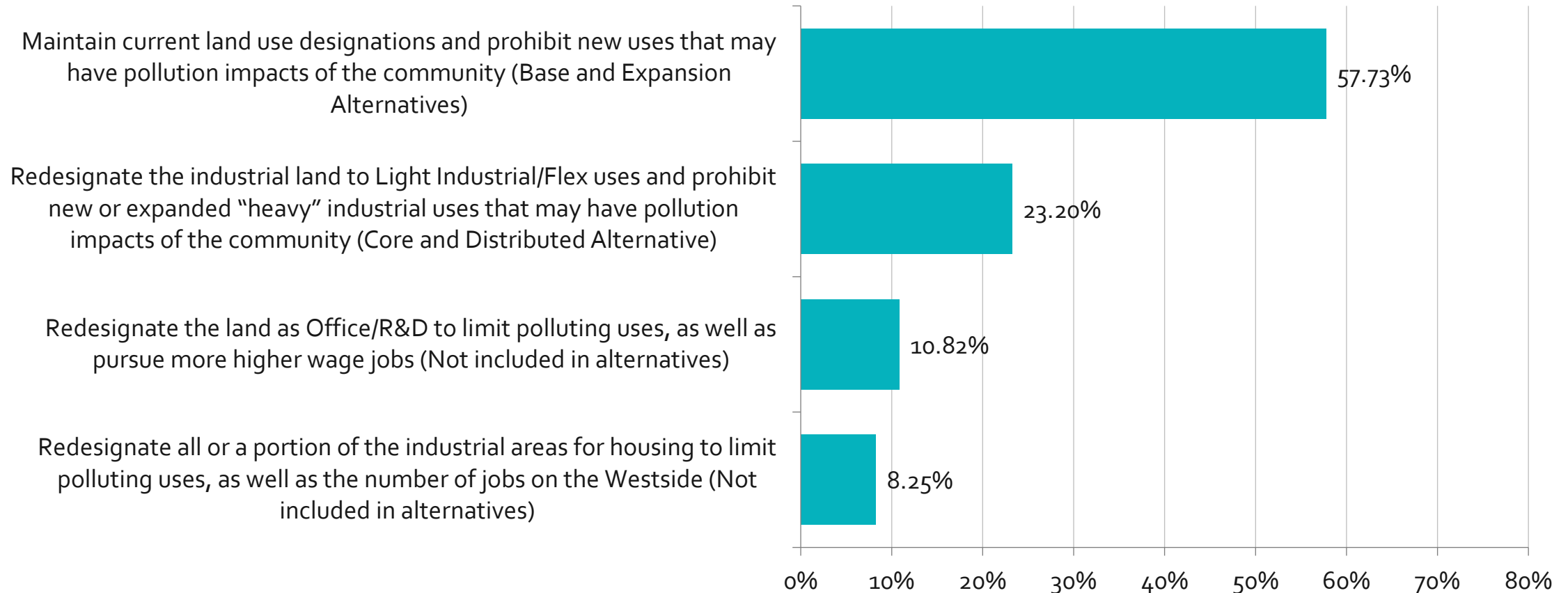
- Lowers heights along Ventura Avenue by reducing the maximum height to 3 stories (Mixed Use 1).
- Creates a neighborhood “center” at Stanley at Ventura Avenue with Mixed Use 2 (4 stories).
- Redesignates N. Olive Street south of Vince Street as Commercial.
- Designates employment uses as Light Industrial/Flex 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.



Survey Results

- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.
- Spanish results are included in the tables but not the bar charts

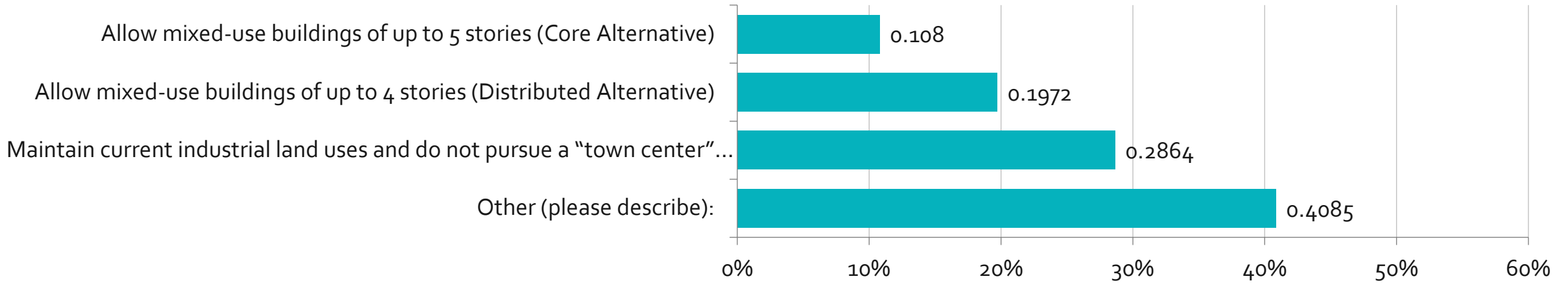
Q1: During the engagement process, many residents expressed concerns about the health impacts from industrial uses on the Westside. Please tell us the approach that you think would work best to address pollution on the Westside.



Q1, continued: During the engagement process, many residents expressed concerns about the health impacts from industrial uses on the Westside. Please tell us the approach that you think would work best to address pollution on the Westside.

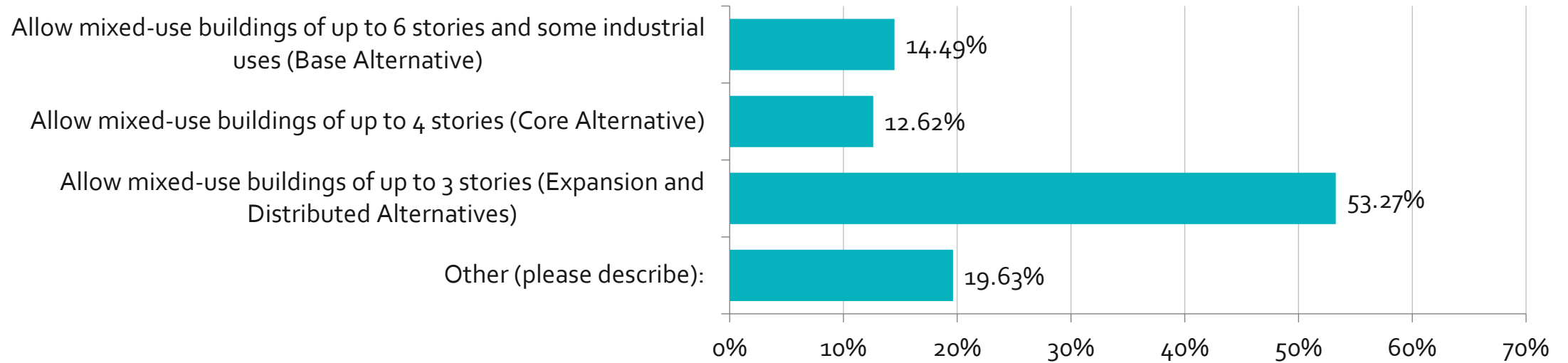
Answer Choices	English Responses	Spanish Responses
Maintain current land use designations and prohibit new uses that may have pollution impacts of the community (Base and Expansion Alternatives)	57.73% (112)	100% (1)
Redesignate the industrial land to Light Industrial/Flex uses and prohibit new or expanded "heavy" industrial uses that may have pollution impacts of the community (Core and Distributed Alternative)	23.20% (45)	0% (0)
Redesignate the land as Office/R&D to limit polluting uses, as well as pursue more higher wage jobs (Not included in alternatives)	10.82% (21)	0% (0)
Redesignate all or a portion of the industrial areas for housing to limit polluting uses, as well as the number of jobs on the Westside (Not included in alternatives)	8.25% (16)	0% (0)
TOTAL	194	1

Q2: The Westside Vision produced by the Westside Community Council identified the desire for a “town center” at intersection of Stanley and Ventura Avenue. Please tell us your thoughts on what land use designations are most appropriate for this area.



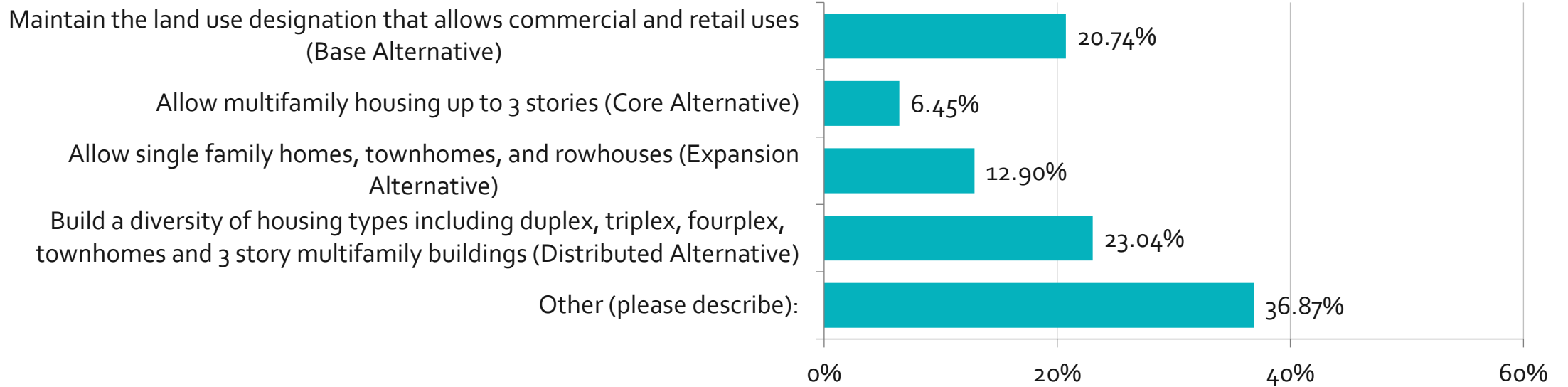
Answer Choices	English Responses	Spanish Responses
Allow mixed-use buildings of up to 5 stories (Core Alternative)	10.80% (23)	0% (0)
Allow mixed-use buildings of up to 4 stories (Distributed Alternative)	19.72% (42)	0% (0)
Maintain current industrial land uses and do not pursue a “town center” (Base and Expansion Alternatives)	28.64% (61)	100% (1)
Other (please describe):	40.85% (87)	0% (0)
TOTAL	213	1

Q3: Ventura Avenue, south of Stanley Avenue, currently allows commercial and mixed use buildings of up to 6 stories and 75 feet and light industrial uses. Please tell us your thoughts on what land use designations are most appropriate for this area.



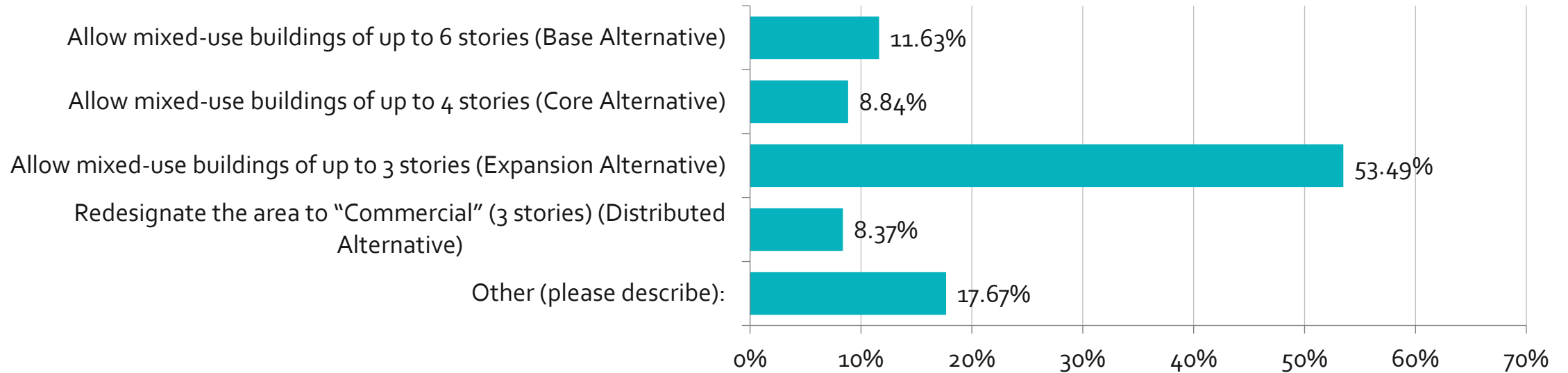
Answer Choices	English Responses	Spanish Responses
Allow mixed-use buildings of up to 6 stories and some industrial uses (Base Alternative)	14.49% (31)	0% (0)
Allow mixed-use buildings of up to 4 stories (Core Alternative)	12.62% (27)	0% (0)
Allow mixed-use buildings of up to 3 stories (Expansion and Distributed Alternatives)	53.27% (114)	0% (0)
Other (please describe):	19.63% (42)	100% (1)
TOTAL	214	1

Q4: The Ventura School District owns a large, unused property north of Stanley between Hwy 33 and Ventura Avenue. What land use direction best meets your vision for this property? (Note: we expect that any redevelopment of the property will be accompanied with a new public park).



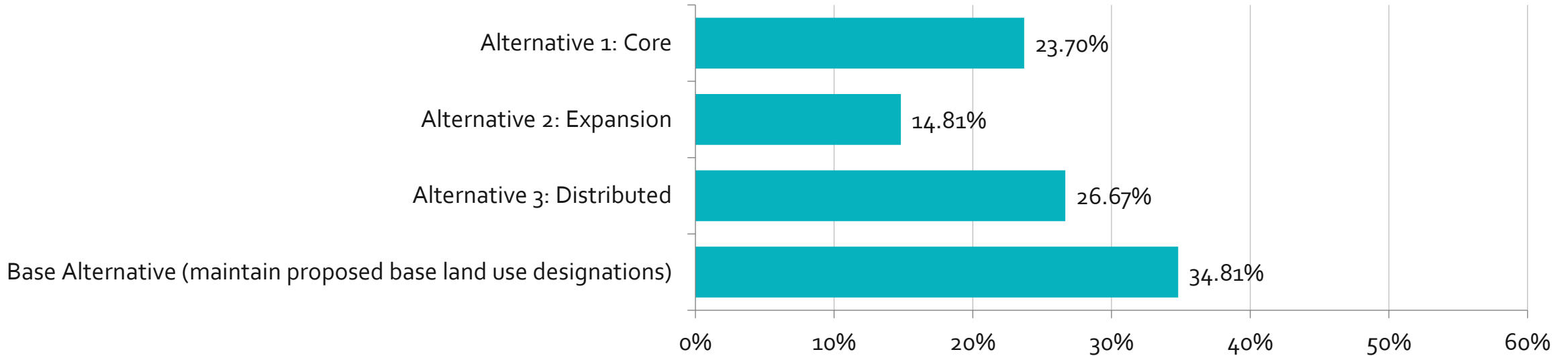
Answer Choices	English Responses	Spanish Responses
Maintain the land use designation that allows commercial and retail uses (Base Alternative)	20.74% (45)	0% (0)
Allow multifamily housing up to 3 stories (Core Alternative)	6.45% (14)	0% (0)
Allow single family homes, townhomes, and rowhouses (Expansion Alternative)	12.90% (28)	100% (1)
Build a diversity of housing types including duplex, triplex, fourplex, townhomes and 3 story multifamily buildings (Distributed Alternative)	23.04% (50)	0% (0)
Other (please describe):	36.87% (80)	0% (0)
TOTAL	217	1

Q5: Olive Avenue between Vince Street and Ramona Street has a diversity of single family, retail, industrial and commercial uses. The current zoning allows commercial and mixed use buildings up to 6 stories and 75 feet. What should be allowed in the future?



Answer Choices	English Responses	Spanish Responses
Allow mixed-use buildings of up to 6 stories (Base Alternative)	11.63% (25)	0% (0)
Allow mixed-use buildings of up to 4 stories (Core Alternative)	8.84% (19)	0% (0)
Allow mixed-use buildings of up to 3 stories (Expansion Alternative)	53.49% (115)	0% (0)
Redesignate the area to "Commercial" (3 stories) (Distributed Alternative)	8.37% (18)	0% (0)
Other (please describe):	17.67% (38)	100% (1)
TOTAL	215	1

Q6: Based on what you have seen so far, which alternative best matches your vision for the future of the Westside?



Answer Choices	English Responses	Spanish Responses
Alternative 1: Core	23.70% (32)	0% (0)
Alternative 2: Expansion	14.81% (20)	0% (0)
Alternative 3: Distributed	26.67% (36)	0% (0)
Base Alternative (maintain proposed base land use designations)	34.81% (47)	0% (0)
TOTAL	135	0

Key Takeaways

- Strong direction to maintain existing building scales, limit new development, preserve jobs and prohibit new polluting uses
- Strong support to reduce max heights to 3-story mixed use along Ventura Avenue (Q3 - south of Stanley) and Olive Avenue (Q5 - between Vince and Ramona)
- No clear consensus on the land use direction for the “town center” at Ventura/Stanley or the VUSD site (Q2 and Q4)
- Concerns about losing existing jobs, traffic congestion, evacuation, gentrification, displacement, and the gas compressor station.

