

# Land Use Alternatives Workshop

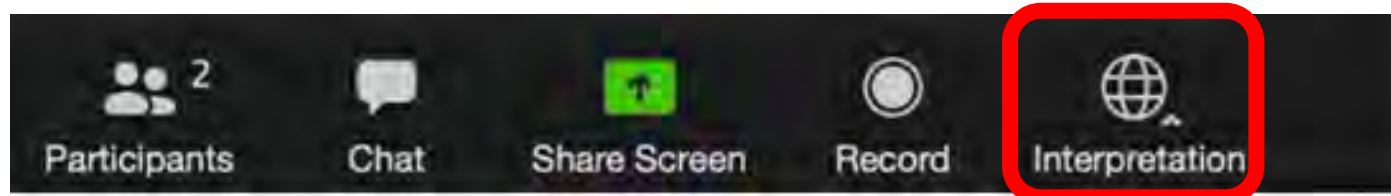
September 1, 2022



Visit [www.PlanVentura.com](http://www.PlanVentura.com) to register for emails, view documents, or events calendar



# Zoom – What You Need To Know



**La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:**

Español – bajo la opción Español

Por favor haz clic en el icono INTERPRETATION en tu barra de herramientas para acceder al idioma deseado

# Agenda

- Introduction and Welcome
- Presentation with Q&A
- Q&A
- Next Steps
- Public Comment
- Adjourn

# Live Poll

# Purpose of this Meeting

- Provide an overview of the land use alternatives, including the process of developing the alternatives.
- Provide information on the alternatives so community members can take the online survey.
- Provide opportunities for the community to ask questions about the alternatives and General Plan process.

*Note: We've updated the format of tonight's meeting to be higher level and allow more time for questions and comments. The first community workshop was on August 30, 2022.*

# General Plan Website

- Alternatives Primer
- PDF Maps of Alternatives
- Summary of Alternatives
- Draft Land Use Designations
- Summary of all engagement activities and surveys
- *Alternatives Survey (coming soon)*
- *Interactive GIS maps (coming soon)*
- *Frequently Asked Questions (coming soon)*



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# Additional Ways to Connect Further on Land Use Alternatives

## • Office Hours

- Tuesday, September 13, 6:00-8:30 PM, Virtual
- Monday, September 19, 6:00-8:30 PM, City Hall Community Room
- Tuesday, September 27, 6:00-8:30 PM, Virtual

## • Community Council Meetings

- Westside Community Council, Wednesday, September 7, 6:30 PM
- Midtown Community Council, Thursday, September 8, 7:00 PM
- Montalvo Community Council, Wednesday, September 14, 6:30 PM
- East Ventura Community Council, Thursday, September 15, 7:00 PM
- Pierpont Bay Community Council, TBD
- College Area Community Council, Wednesday, September 28, 7:00 PM

## • Water Educational Forum (TBD)

## • Pop-Up Workshops

- Throughout the City in the Fall



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# Virtual Surveys

- 11 surveys for feedback on individual areas
  - Citywide and Downtown – START HERE
  - 10 for individual Areas of Discussion – Take one or all
  - Limited to 1 per IP address
- Open Thursday, Sept 1 – mid October
- *Surveys are the primary source of input*



Visit [www.PlanVentura.com](http://www.PlanVentura.com) to register for emails, view documents, or events calendar



# Common Questions & Themes from Tuesday's Meeting

- Changes to land use designations
- Water
- Density bonus
- Infrastructure
- Transportation and traffic
- SOAR areas
- Downzoning
- Amount of growth anticipated
- And lots of other ideas....



# Background

# Purpose of a General Plan

- Long-term policy document to **guide the future actions**
- Enables the community to come together to develop a **shared vision** for the next 25-30 years
- Updated every 10-15 years
- Preserves and enhances **community strengths**
- Addresses **topics of concern**
- **9 required elements**
  1. Land Use
  2. Circulation
  3. Housing
  4. Noise
  5. Conservation
  6. Safety
  7. Open Space
  8. Air Quality
  9. Environmental Justice

## WHAT IS A GENERAL PLAN?

*A General Plan is like a road map for the future of Ventura*



1



General Plans describe the community's vision and identifies strategies for managing preservation and change.



The State of California requires every city and county to have a General Plan to guide growth.

2

3

General Plans typically include goals, policies, implementation strategies and supporting graphics.



These components work together to convey a long-term vision that will guide local decision making.



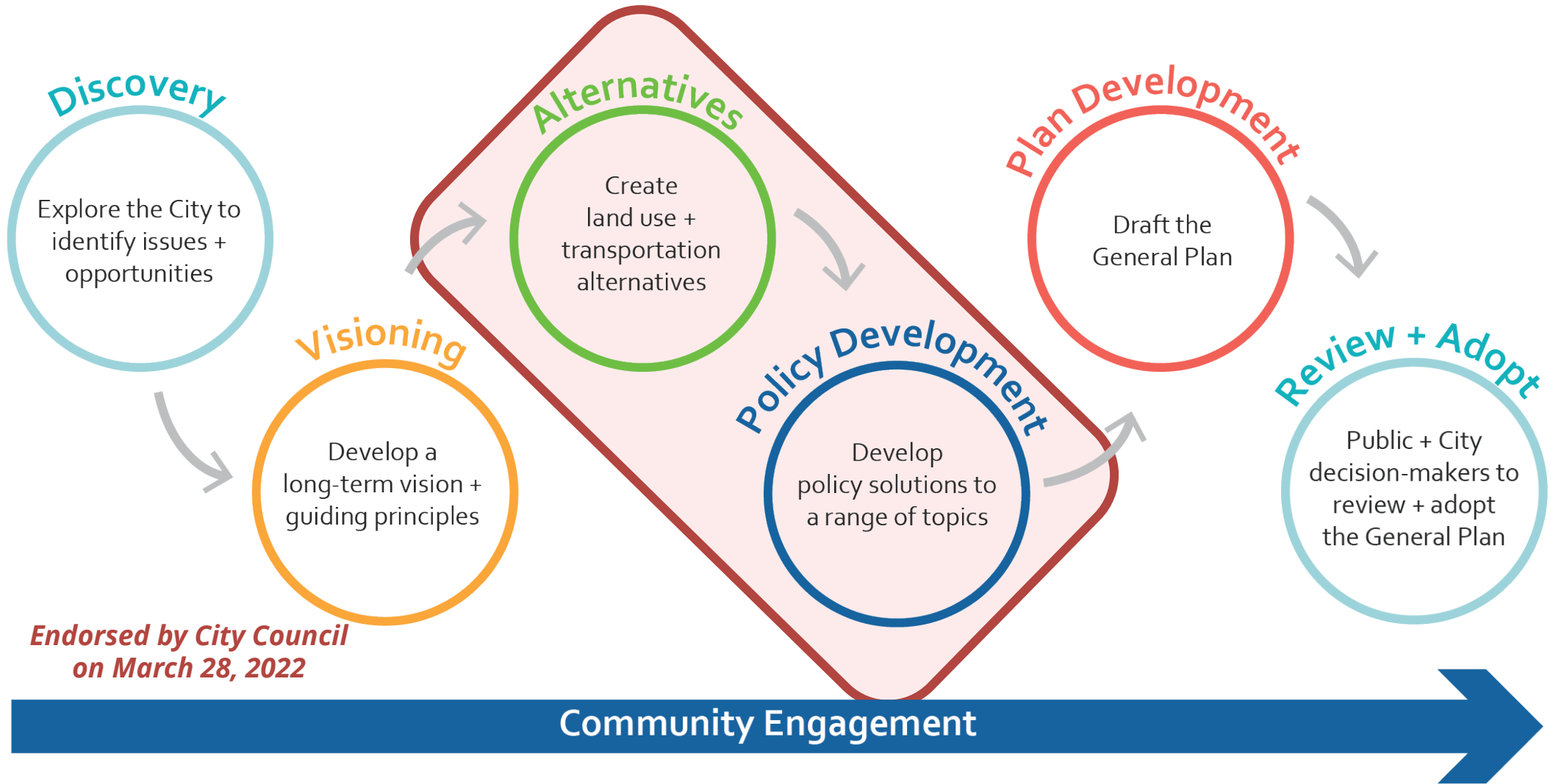
4

5

The General Plan also plays an important role in regulating land use. Its policies and maps form the foundation for City ordinances, guidelines and plans.



# General Plan Update Process



# Community Outreach and Engagement to Date



General Plan website with videos, resources & events calendar



63+ GPAC meetings workshops stakeholder interviews, and other meetings



7 Community pop-up events



3 Surveys with 4,272 responses



25+ local news articles & advertisements



44 GPU videos



Direct mailers sent to 42,000 residents and 32,000 water bill customers



Over 100,000 people reached on social media (City & GPU)



E-blasts & newsletters shared with more than 25,000 subscribers



1,000+ Public Comments



# Marketing Sampling

Ventura BREEZE August 11, August 24, 2021

## City News

### Help shape Ventura's future by getting involved in the general plan

by Alex D. McIntyre  
Ventura City Manager

*"The journey of a thousand miles begins with a single step." Lao Tzu, Chinese Philosopher*

Right now, there's an incredibly important initiative going on in the City of Ventura that will guide our future for the next 25 years or more. The steps that we take right now truly matter.

The Ventura General Plan, themed "Our Vision, Our Future," is a long-range land use policy document that builds a framework for maintaining Ventura's unique charm and character. It also identifies opportunities to enhance the community's quality of life, economic vitality, and sustainability.

Cities are not static; they are constantly changing and evolving. The steps and actions we take through the General Plan will address important community needs like housing, transportation, economic development, climate change and environmental sustainability, public safety, arts, parks, and more.

Since its launch in 2020, the General Plan has collected thousands of ideas and suggestions from community workshops, public meetings, surveys, stakeholder interviews, and various activities. An additional way the City gathers public input is through the General Plan Advisory Committee (GPAC), which meets publicly on the third Tuesday of every month at 4 p.m. Chaired by Councilmembers Lorie Brown and Doug Halter, the 22-member GPAC is comprised of residents, business owners, educators, students, and other Ventura community members.

As part of the GPAC's ongoing work, we are also actively working on updating other long-term planning efforts, including the:

- Climate Action and Resiliency Plan: A Roadmap for how the community will reduce greenhouse gas emissions and prepare for climate change impacts, future natural hazards, and increase resiliency.
- Active Transportation Plan: Focuses on bicycle and pedestrian mobility and transit use. This effort will develop detailed policies, actions and implementation programs that will support the General Plan effort.
- Housing Element: This is a state mandated document that is part of the General Plan and provides an analysis of Ventura's housing needs and strategies to preserve, improve, and promote housing for all income levels in the community. In 2021, the City will update its Housing Element to meet the State's deadline and requirements. This element will then be revised in 2022 to be consistent with the remainder of the updated General Plan.

These policy documents are ambitious long-term undertakings that will help our community thrive while maintaining its charm.

Please don't miss the opportunity to help shape Ventura's future and what it means to live, work, play, and do business here. Your participation is critical to the process and highly encouraged.

To learn more, visit [www.planventura.com](http://www.planventura.com) to learn about pop-up events, consultation, surveys, GPAC meetings, and more.

## SHAPE THE FUTURE

The time you invest today will impact Ventura's future for the next 25+ years

- Housing
- Land use
- Transportation
- Economic development
- Environmental sustainability
- Climate change
- Public safety
- Parks and more!

• Share Ideas •  
[www.PlanVentura.com/GetInvolved](http://www.PlanVentura.com/GetInvolved)



Plan Update: Who Should Get Involved? YouTube

GET INVOLVED  
SHARE IDEAS  
PlanVentura.com

VENTURA AUTO CENTER



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## Our Vision, Our Future

Take the Community Visioning Survey  
[www.PlanVentura.com/GetInvolved](http://www.PlanVentura.com/GetInvolved)



GET INVOLVED  
PlanVentura.com

Ventura Visioning Survey is Live!

Share Your Ideas on Community Values & Growth!

Visioning Survey takes a comprehensive look at what it means to live, work, and visit in the City of Ventura. Your voice is needed by sharing your vision and how you'd like the City to evolve over time.

Visioning Survey focuses on two topics:

1. Community values, which make the City of Ventura special.
2. Community growth, which makes the City of Ventura a better place to live, work, and visit.

Take the Visioning Survey

PlanVentura.com/GetInvolved



## SHAPE THE FUTURE

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- Housing
- Land use
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- Parks and more!

Take the Community Visioning Survey  
[www.PlanVentura.com/GetInvolved](http://www.PlanVentura.com/GetInvolved)

## DELE FORMA AL FUTURO

Tome tiempo hoy y impacte el futuro de Ventura durante los próximos 25 años y más

- Viviendas
- Uso de terrenos
- Transporte
- Desarrollo económico
- Sostenibilidad del medio ambiente
- Cambio climático
- Seguridad pública
- Parques, y más!

Conteste la encuesta de visión comunitaria  
[www.PlanVentura.com/GetInvolved](http://www.PlanVentura.com/GetInvolved)

# What is the “Vision”?

- Describes what the future of the City will look like
- Developed through extensive community engagement and multiple meetings with the GPAC.
- Endorsed by the City Council on March 28, 2022.
- Serves as the basis for the land use alternatives and topic-specific goals and policies.
- Includes three components:
  - **Vision Statement:** describes where the City aspires to be in 2050
  - **Core Values:** define Ventura’s culture and priorities
  - **Strategies:** provide specific benchmarks or actions for achieving the vision/core values



*"The residents of Ventura will implement a shared vision to achieve a sustainable, equitable, and resilient future. We will work together to protect the characteristics we cherish the most: **the California beach town character; the welcoming, close-knit community feel; views of and access to the ocean and hills; our rich history; the diversity of cultures, races, and ethnicities.**"*

Visit [www.PlanVentura.com](http://www.PlanVentura.com) to view the Vision Statement (English + Spanish)

# Live Poll



# Land Use Designations

# What are “Land Use Designations”?

- Defines the future (allowable) type, distribution, and intensity of all parcels
- Includes a land use diagram
- Establishes standards for density
  - Residential (dwelling units per acre)
  - Non-residential (floor-area ratio)
- Must align with and reflect content from other elements



# City Map

## City of Ventura



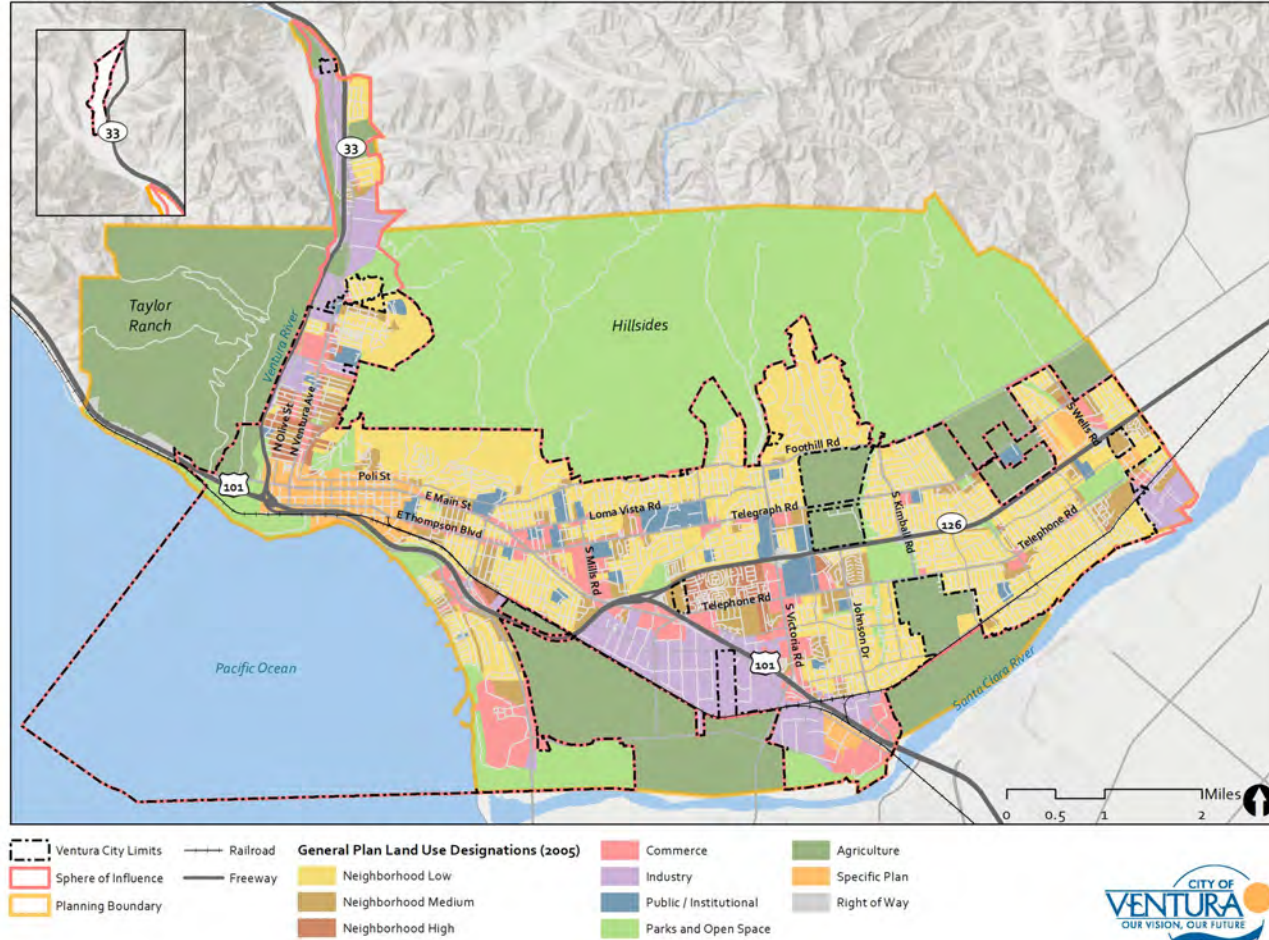
- |                     |                          |
|---------------------|--------------------------|
| Ventura City Limits | Railroad                 |
| Sphere of Influence | Freeway                  |
| Planning Boundary   | City Park/Open Space     |
| County of Ventura   | Regional Park/Open Space |

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



# Existing General Plan Land Use Designations

General Plan Land Use Designations (2005)



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

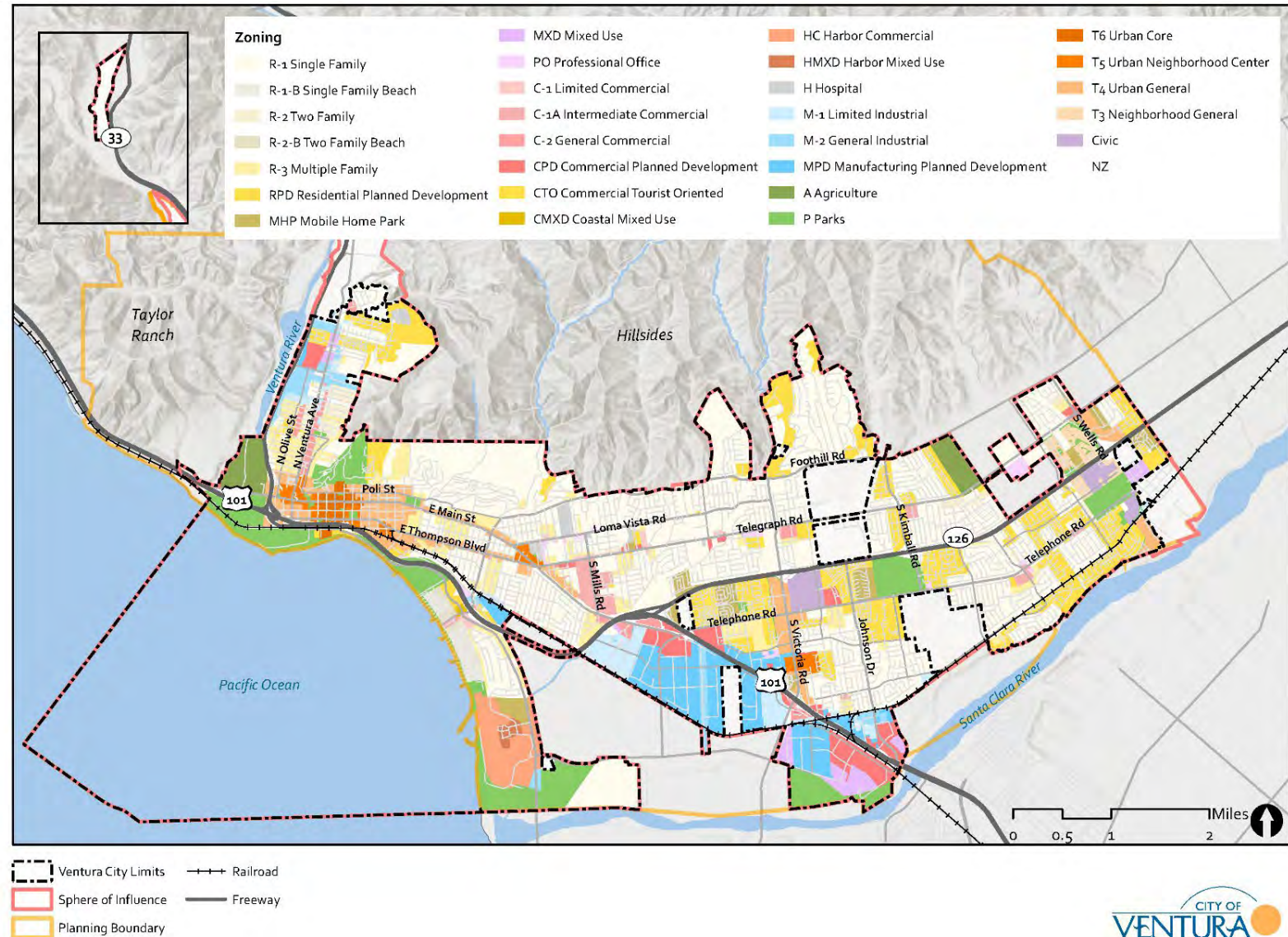


Land Use Designation	Allowed Density (du/ac)
<b>Agriculture (A).</b> Predominantly accommodates the commercial cultivation of food crops and plants and raising of animals.	-
<b>Commerce (C).</b> Encourages a range of building types supporting a mix of functions, including commercial, entertainment, office, and housing.	-
<b>Industry (I).</b> Encourages intensive manufacturing, processing, warehousing, and light industries housed mainly in large-scale buildings.	-
<b>Neighborhood Low (NL).</b> Provides for a predominantly low-density residential character, emphasizing detached houses with some attached units. Includes opportunities for limited home-based occupations and neighborhood services in certain locations.	0-8
<b>Neighborhood Medium (NM).</b> Provides for a low-to-medium density residential character, including a mixture of detached and attached dwellings. Includes small-scale commercial at key locations, such as at intersections and along corridors.	9-20
<b>Neighborhood High (NH).</b> A broader mix of building types, including higher-density attached residential, commercial, office, entertainment, and mixed-use.	21-54
<b>Public &amp; Institutional (PI).</b> Accommodates civic function including government offices, hospitals, libraries, schools, and public green space.	-
<b>Parks &amp; Open Space (POS).</b> Dedicates land to public recreation and leisure, ranging from neighborhood playgrounds and mini parks to large regional parks and natural preserves.	-
<b>Downtown Specific Plan (SP).</b> Accommodates land uses and building types highlighted in the Downtown Specific Plan.	21-54
<i>Note: The General Plan does not provide building intensity ranges for non-residential uses.</i>	

# Existing Zoning

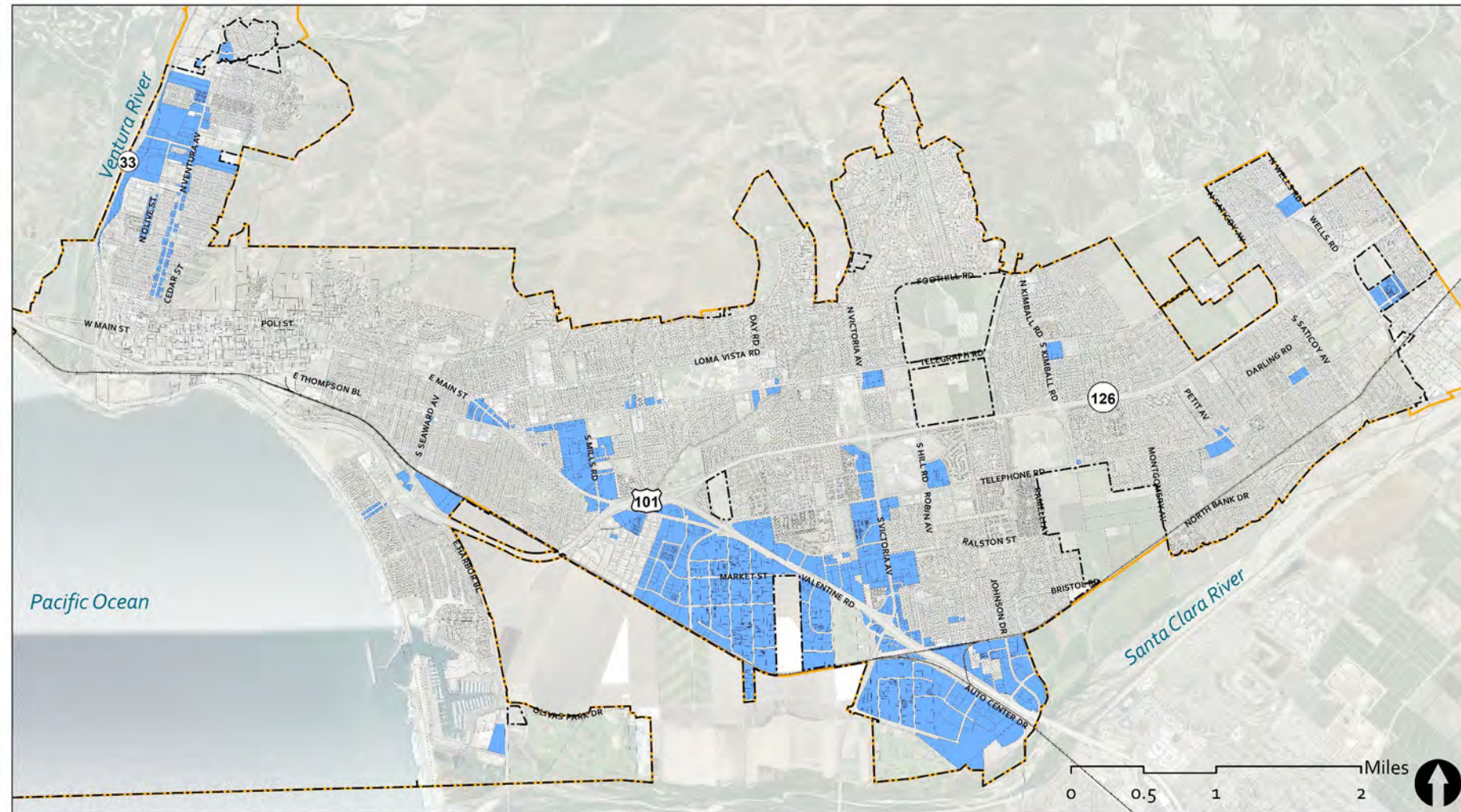
- Implements policy direction through development standards and guidelines
- **Required by State law** to be consistent with the General Plan
- Typically contains these standards:
  - **Uses:** Detailed types of uses allowed
  - **Intensity:** Density (dwelling units per acre) or intensity (floor area ratio); Building height and bulk
  - **Site standards:** Setbacks, Required open space, Parking, Transitions

*Ventura has almost 50 zoning districts*



# Current 6-Story Heights in Zoning (Blue on Map)

- 5 Residential and Mixed Use Zones
- 4 Non-Residential Zones
- Overall, **11.5%** of the City allows 6 story buildings in current zoning




# Why do we need to Create New Land Use Designations?

- Ventura's existing land use regulations (General Plan and Zoning) are not consistent with State law and legal precedent.
- New land use designation map is needed to implement the new General Plan Vision statement and community feedback gathered through public engagement process.
- New designations will provide more clarity and transparency on development decisions.


# Proposed Land Use Designation Categories

- **Residential** designations for the residential-only areas of the city.
- **Mixed-use** designations to allow for a mix of uses in an area, including vertical and horizontal mixed-use within a single project.
- **Commercial** designations to provide areas for retail, offices, and service uses. Residential uses are not allowed in these designations (except for Neighborhood Commercial where residential is allowed as a secondary use).
- **Employment** designations to allow for a range of job-producing uses including light industrial, light manufacturing, research & development (R&D), and office uses. Residential uses are not allowed in these designations.
- **Public/Institutional** uses including schools, parks, open spaces, hospitals, and other public uses.


**Mixed Use 1**  
Up to 3 stories. Lower-scale, mixed use areas blending residential, commercial, and retail uses and public spaces in a walkable urban environment. Buildings can be residential over retail, commercial (office or office with retail), or just residential. The top floor may be a percentage of the total building area.




**Mixed Use 2**  
Up to 4 stories. A moderate density mixed use designation allowing a broad range of commercial, office, and residential uses and public spaces serving both surrounding neighborhoods and visitors from nearby areas. Buildings can be residential over retail, commercial (office or office with retail), or just residential. The upper floors may be a percentage of the total building area.




**Mixed Use 3**  
Up to 5 stories. Higher density mixed use corridors or districts that create a more walkable, urban environment in limited areas of the City. Buildings can be residential over retail, commercial (office or office with retail), or just residential. The upper floors may be a percentage of the total building area.




**Mixed Use 4**  
Up to 6 stories. A vertical or horizontal mix of uses with retail, office, and/or residential. Building can be residential over retail, commercial (office or office with retail), or just residential. The upper floors may be a percentage of the total building area.




**Neighborhood Low**  
House form residential buildings consisting of single family homes, ADUs, in-law suites, or duplexes. (Note that the zoning code may create sub-classifications to reflect the character of different neighborhoods in the City).




**3-Story Multifamily**  
Up to 3-stories. A mix of residential development, including townhouses, condominiums, and apartment buildings. The top floor may be a percentage of the total building area.



**Neighborhood Medium**  
Attached single family housing and low-scale multifamily buildings including small lot single family residential, townhomes, rowhouses, and courtyard housing.



**4-Story Multifamily**  
Up to 4-stories. Multifamily buildings designed to create a walkable, urban environment. The upper floors may be a percentage of the total building area.





# Land Use Designation Methodology

1. Based in existing zoning districts
2. Residential zoning – 1 to 1 between zoning and new designations
3. Commercial Zones
  1. C-1 - applied Mixed Use 1 (3 stories/45 feet)
  2. C-1A and C-2 – applied Mixed Use 4 (6 stories)
4. Form-based Zones (Downtown, Midtown, Victoria Corridor)
  1. Matched based on maximum height of top floor but zoning will maintain percentage of top floor
  2. *Note: Public recommendation to be more specific when only a percentage of the top floor can be built*
5. Industrial
  1. M-1 become Light Industrial/Flex – 3 story height maintained
  2. M-2 become General/Heavy Industrial – *heights lowered to 3 stories*
6. Coastal zones – Coastal-specific land uses designations created
7. New designations
  1. "Commercial"-only designation that does not allow residential
  2. "Neighborhood Center"
  3. Detailed public and institutional designations to reflect current conditions

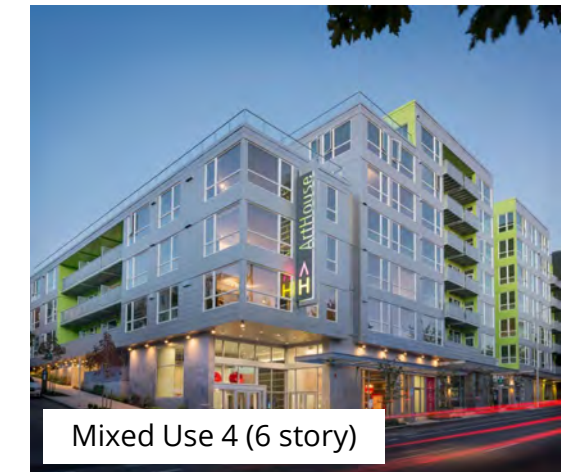
# Residential Designations

- **Neighborhood Very Low:** single-family residential at very low density
- **Neighborhood Low:** single family, ADUs, duplexes
- **Neighborhood Low Medium:** single family, townhomes, rowhouses
- **Neighborhood Medium:** single family, townhomes, rowhouses, and some small multifamily housing
- **Single Family Beach:** single family in the coastal zone
- **Two Family Beach:** single family/duplexes in the coastal zone
- **3-Story Multifamily/Coastal 3-Story Multifamily:** up to 3-story residential
- **4-Story Multifamily:** up to 4-story residential
- **Mobile Home Exclusive**



# Mixed Use Designations

- **Mixed Use 1/Coastal Mixed Use 1:** up to 3 stories
- **Mixed Use 2/ Coastal Mixed Use 2:** up to 4 stories
- **Mixed Use 3/ Coastal Mixed Use 3:** up to 5 stories
- **Mixed Use 4 /Coastal Mixed Use 4:** up to 6 stories
- **Harbor Mixed Use:** up to 3 stories in the Harbor area
- **Coastal Mixed Use:** up to 3 stories in the Coastal Zone



# Non-Residential Designations

- **Commercial\*:** Non-residential only, up to 3 stories/45 feet
- **Neighborhood Center\*:** Primarily commercial with residential as second use; up to 3-4 stories
- **Office/R&D\*:** Professional office up to 6 stories/75 feet
- **Light Industrial/Flex:** Similar to M-1 zone; up to 3 stories/45 feet
- **General/Heavy Industrial:** Similar to M-2 zone, but reduced height to 3 stories/45 feet
- **Hospital**



General/Heavy Industrial



Neighborhood Center



Light Industrial/Flex



Office/R&D

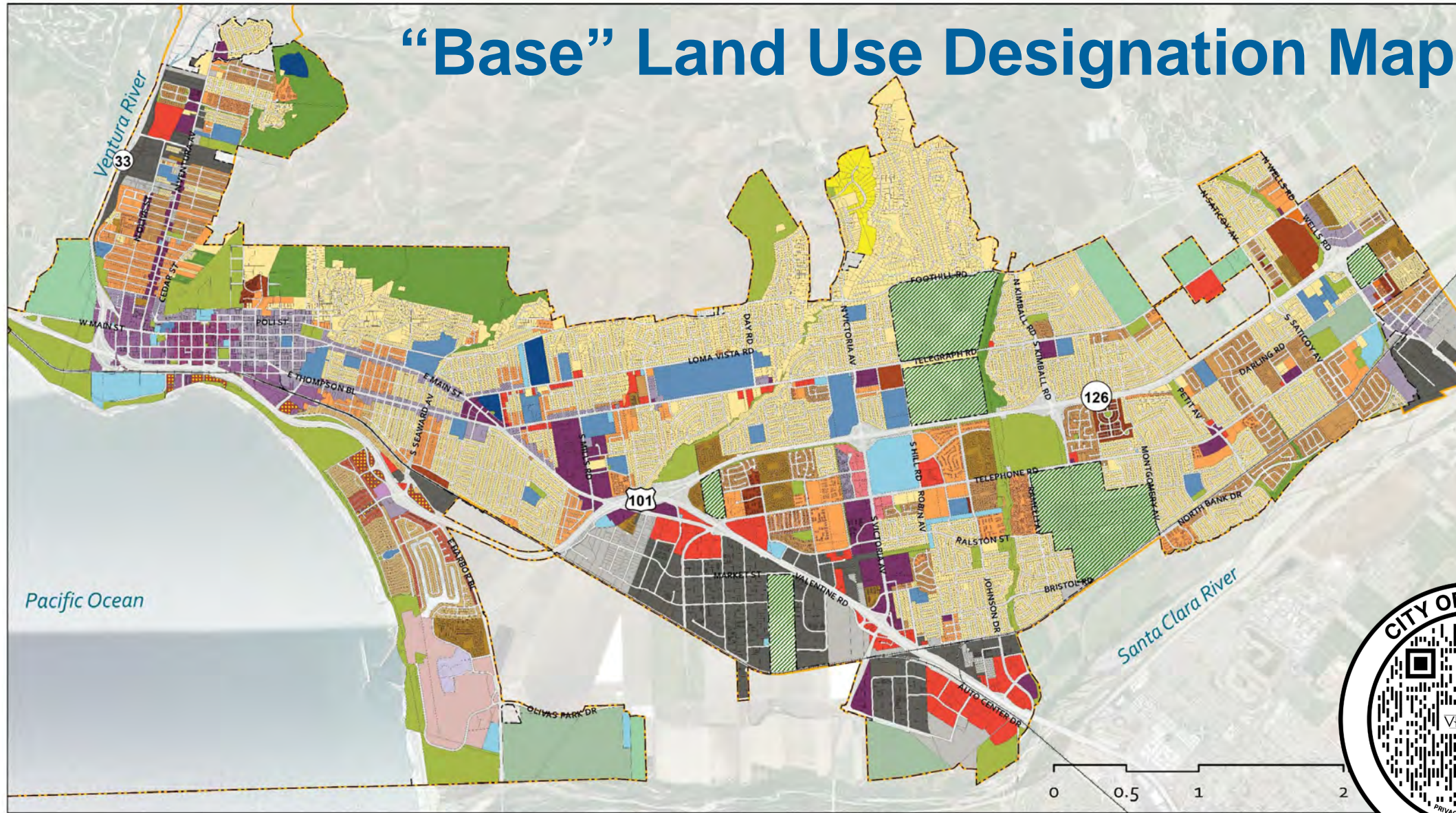
*\*New designations*

# Public and Institutional

- **Public (General):** Civic facilities and uses
- **Schools:** Public and private schools
- **Natural Open Spaces**
- **Agriculture**
- **Parks**
- **Golf Courses**



# “Base” Land Use Designation Map



- Ventura City Limits
- Sphere of Influence
- Areas of Discussion
- Railroad

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

- |                          |                       |                   |                             |                  |              |
|--------------------------|-----------------------|-------------------|-----------------------------|------------------|--------------|
| Neighborhood Very Low    | Neighborhood Medium   | Mixed Use 2       | Commercial                  | Office/R&D       | Golf Course  |
| Neighborhood Low         | 3 Story Multifamily   | Mixed Use 3       | Commercial Tourist Oriented | Hospital         | Open Space   |
| Single Family Beach      | 4 Story Multifamily   | Mixed Use 4       | Harbor Commercial           | Public (General) | Agricultural |
| Neighborhood Low Medium  | Mobile Home Exclusive | Harbor Mixed Use  | Light Industrial/Flex       | School           | SOAR Areas   |
| Two-to-Four Family Beach | Mixed Use 1           | Coastal Mixed Use | General/Heavy Industrial    | Park             |              |



# Proposed Capacity for Updated General Plan

- Horizon year – 2050 (27 years)
- Capacity for alternatives; alternatives may not achieve this
- Residential
  - Plan for approximately 2 - 3 RHNA cycles or **10,600 – 15,900 units**
  - About 1% growth per year
- Non-Residential
  - Amount dependent on residential growth
  - 1.39 jobs/housing unit (average)
  - Total job increase of between **14,700 and 22,000 jobs** (6m to 9m sf)
- **Unanimously endorsed by the City Council on July 11, 2022**



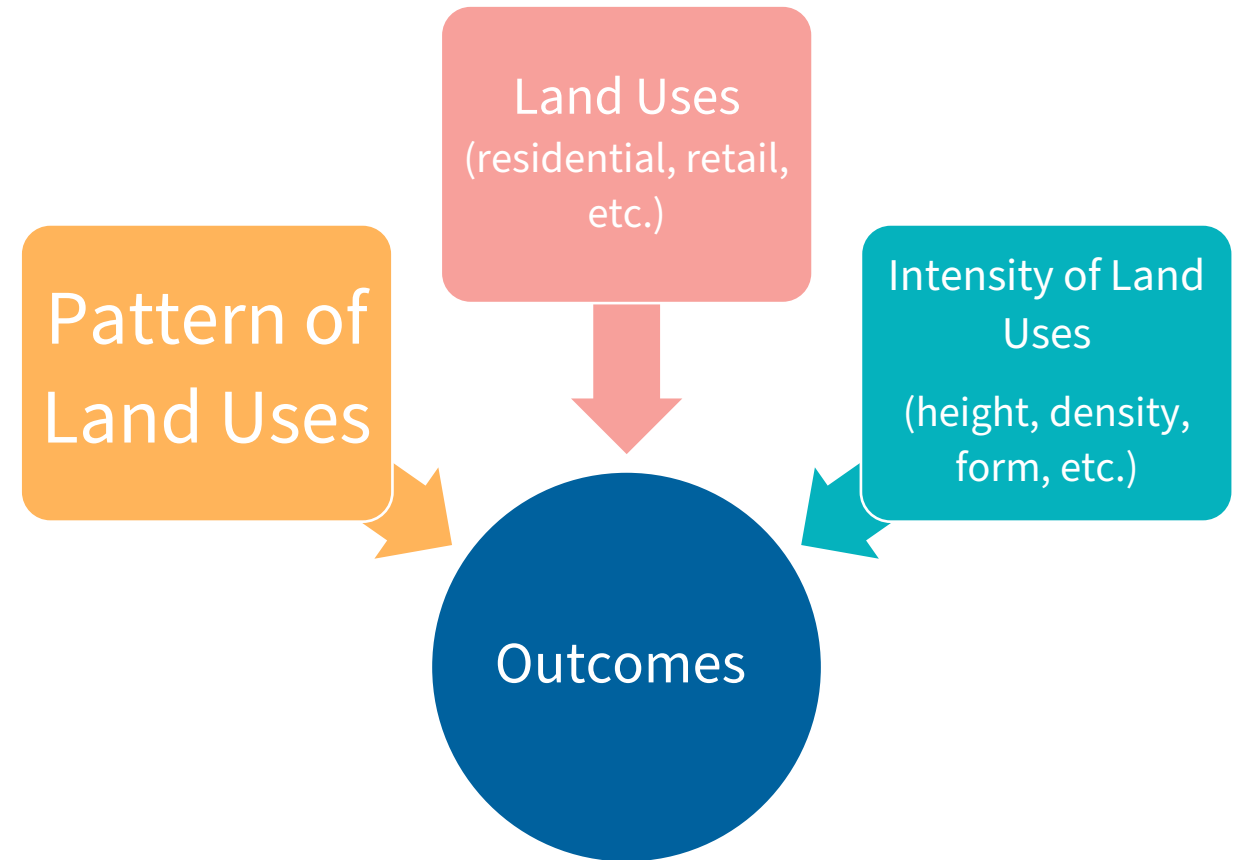
# Questions?



# Background on Alternatives

# Land Use Alternatives

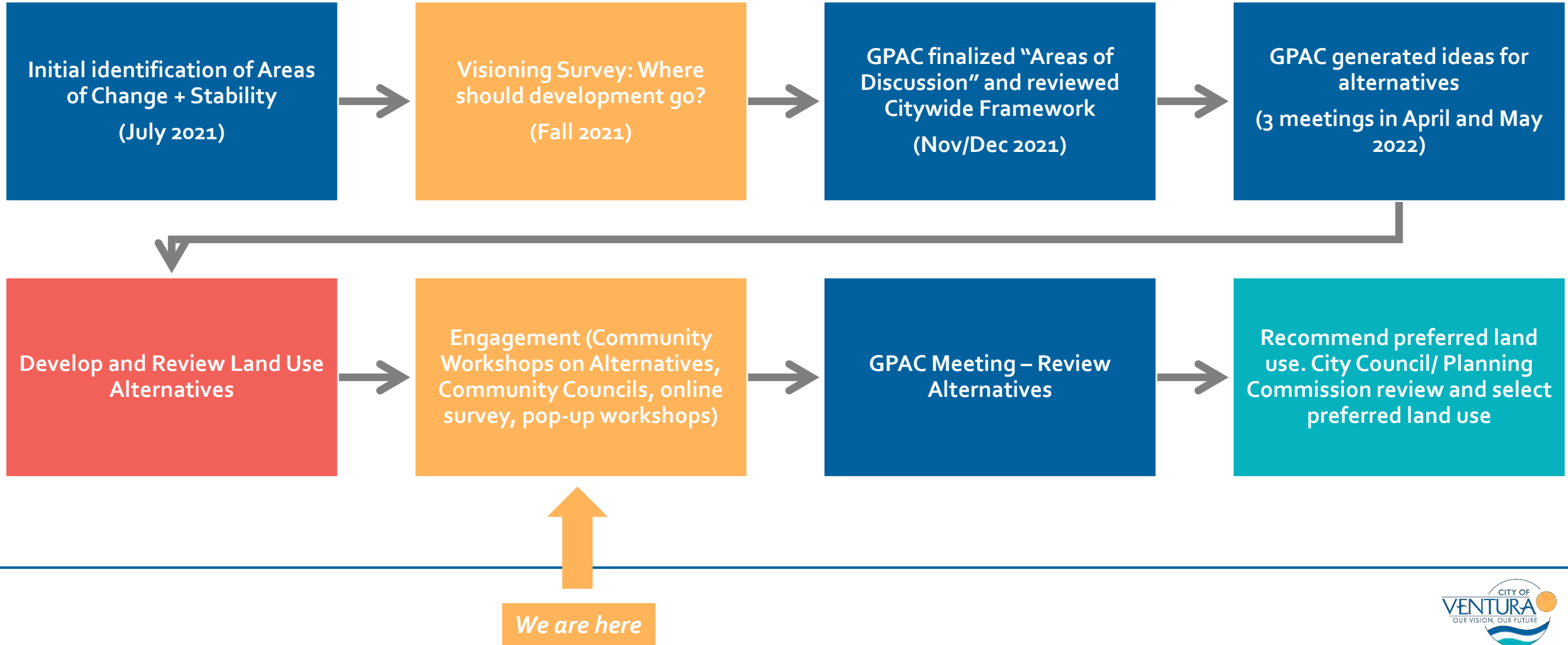
- Discuss how the physical form of the City will evolve in 20-30 years
- Implement a range ideas from the public during the engagement process
- Implement the Vision and Guiding Principles
- Allow the General Plan team to better understand the community's direction on:
  - The overall mix of land uses
  - The total amount of development in the city
  - Where in the city new development should be targeted
  - The maximum height of buildings allowed in different areas



# Path to Land Use Alternatives

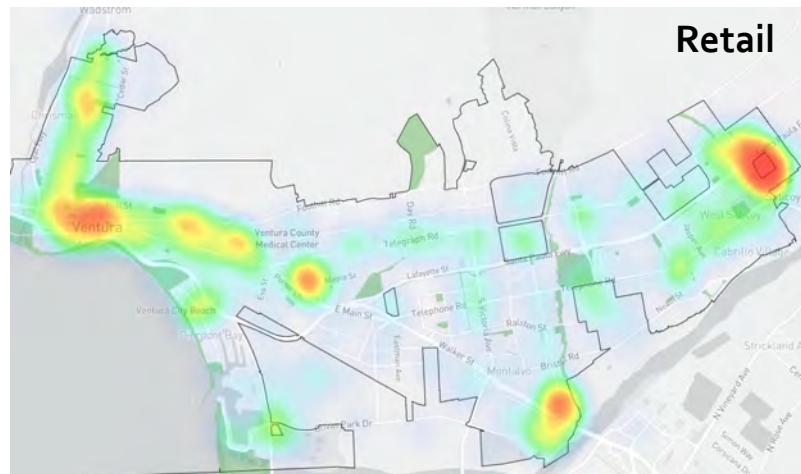
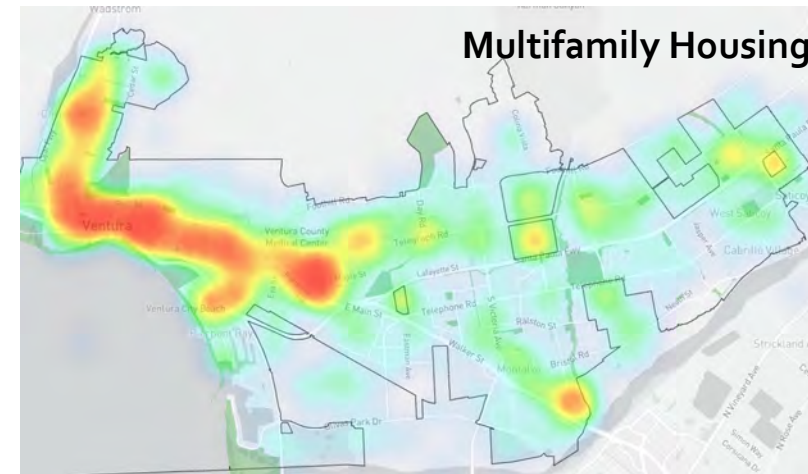
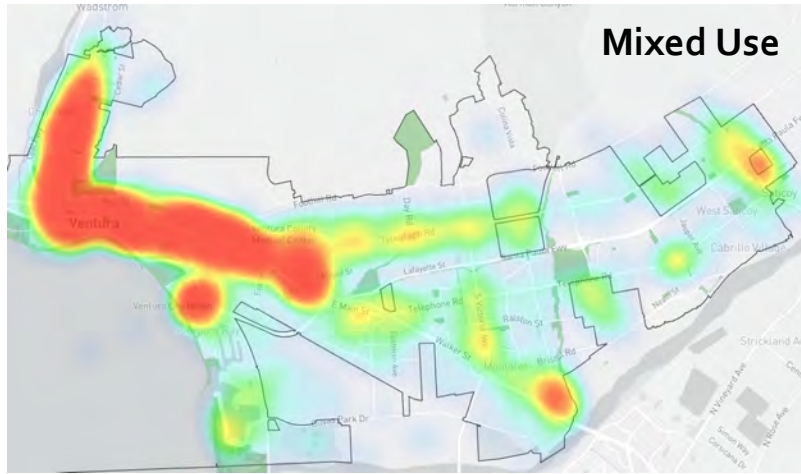
This graphic represents the path to developing the alternatives and selecting a preferred land use plan for Ventura

- GPAC Meetings
- Public Engagement
- Consultant Work
- CC/PC Action



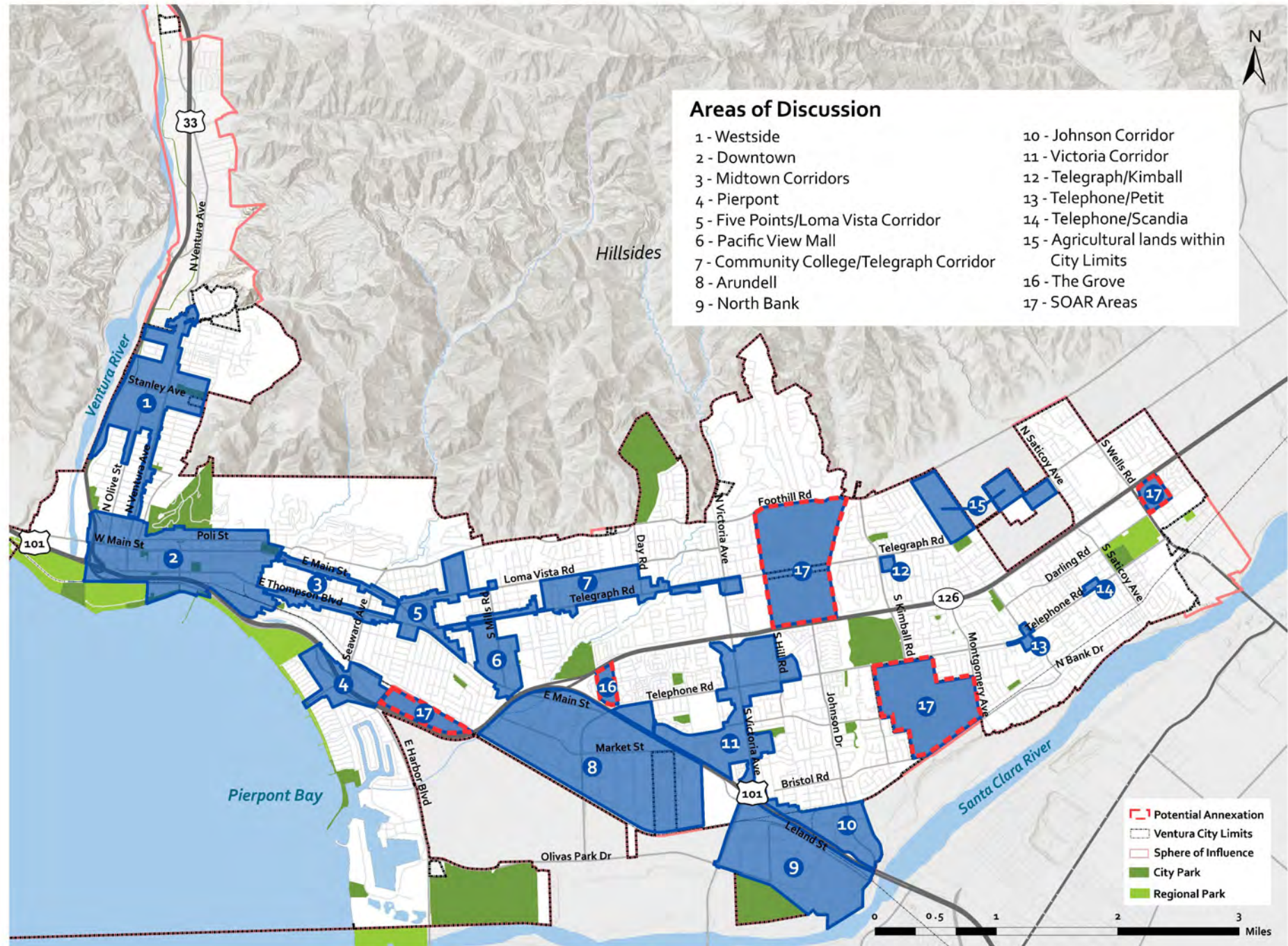
# Where should development go?

## *Results from Visioning Survey Results: 1,505 Responses*



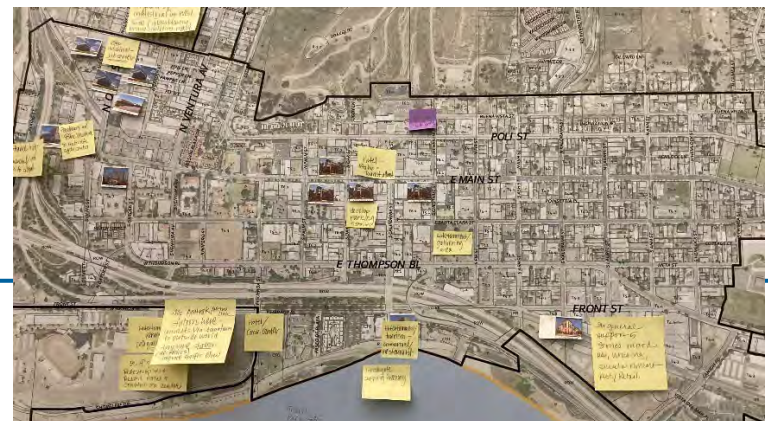
*These maps reflect the aggregate of the community feedback.*

# Areas of Discussion



# Generating Ideas for Alternatives

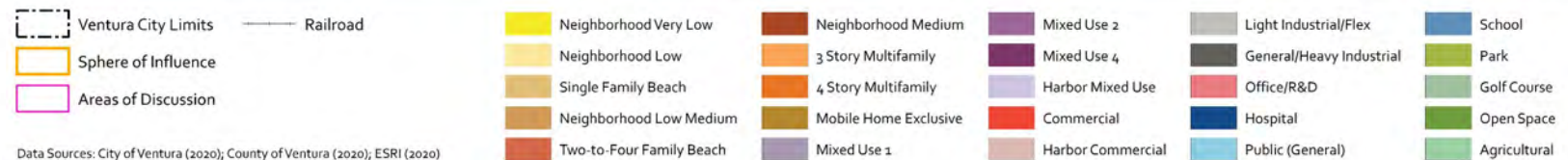
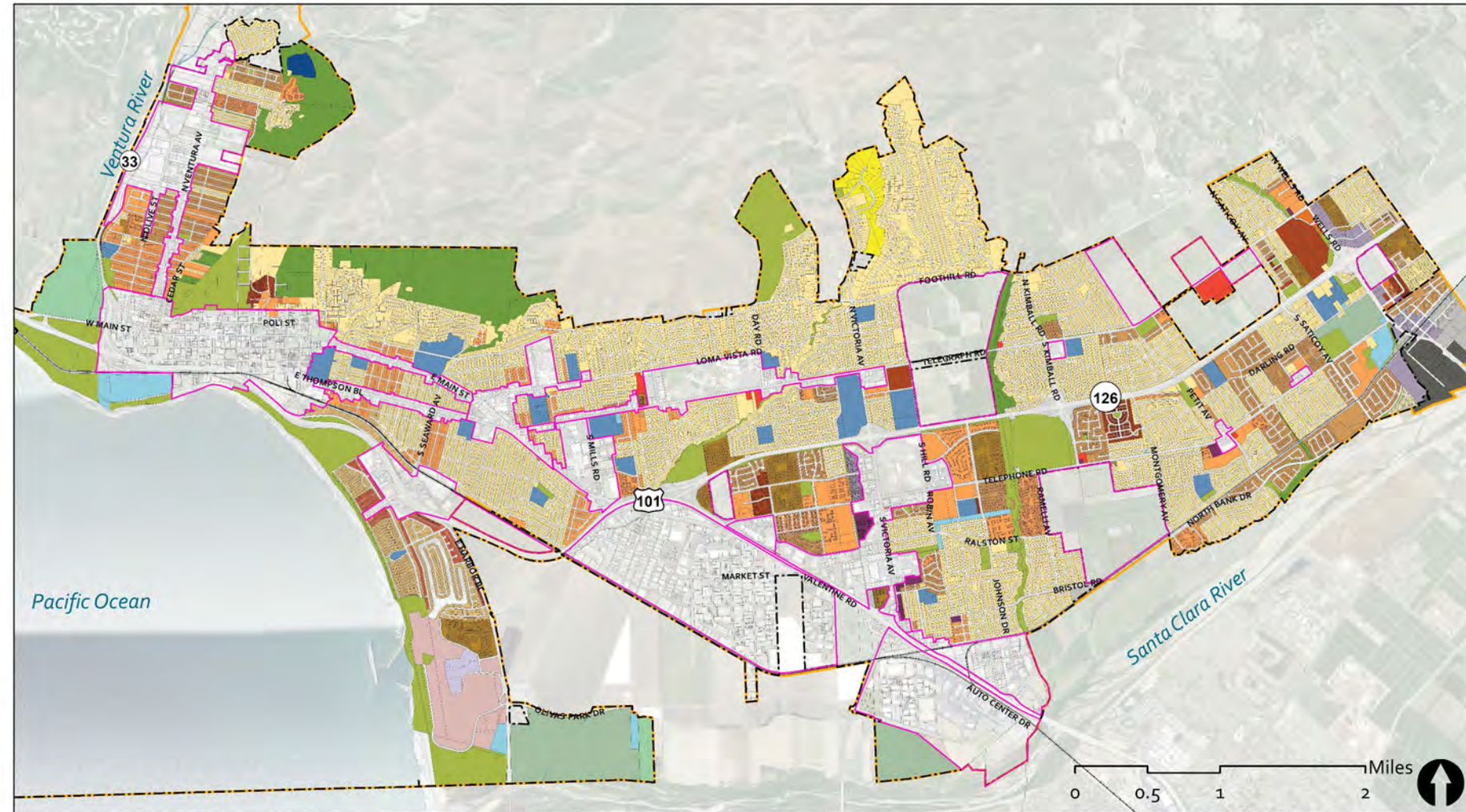
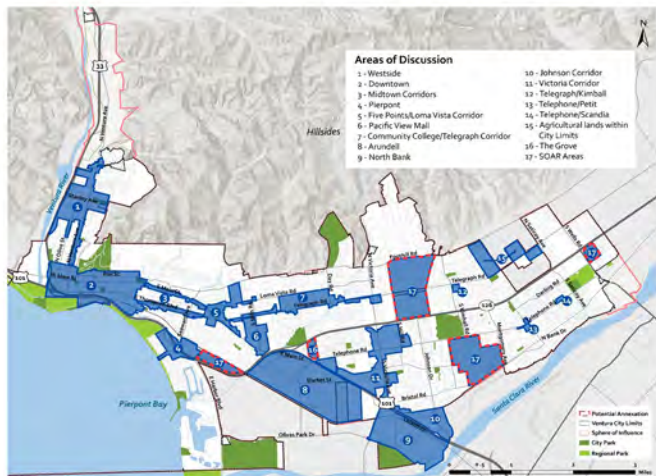
- Interactive work sessions at 3 GPAC Meetings (April 19 and May 16 and 17)
- Interactive exercise focused on the areas of discussion
- GPAC and public placed “land use” stickers (designations) on maps where new uses could be located.
- “Sticky notes” with ideas were placed.
- Hundreds of ideas about land use and other topics – parks, transportation, infrastructure, housing, etc. – were generated.
- Ideas were *not* unanimous.
- Feedback was combined into 3 land use alternatives representing a wide range of ideas expressed.



# Citywide Alternatives

# Areas Outside of the Areas of Discussion

- Reflects the proposed land use designations and map for the areas outside of the Areas of Discussion.
- Ensures compatibility with the existing development standards.

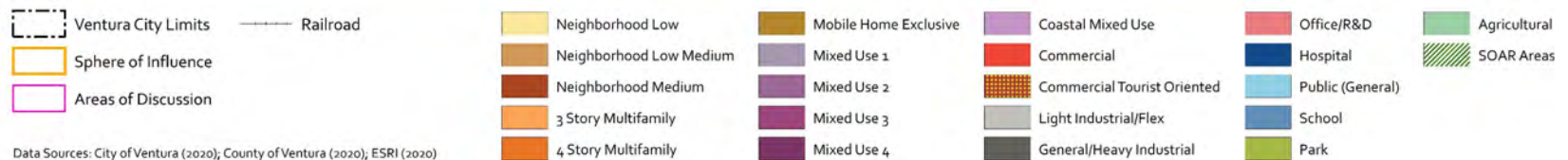
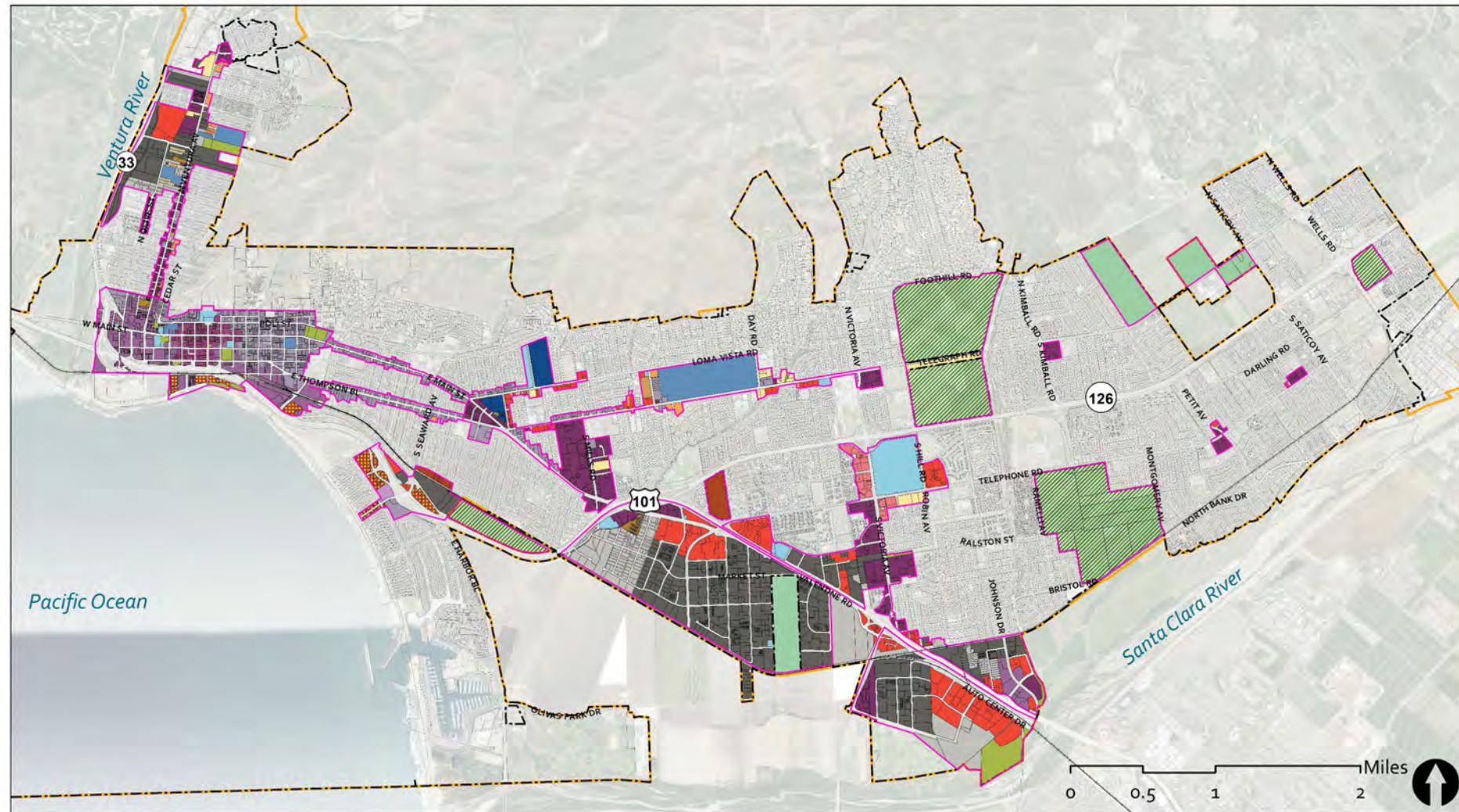


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



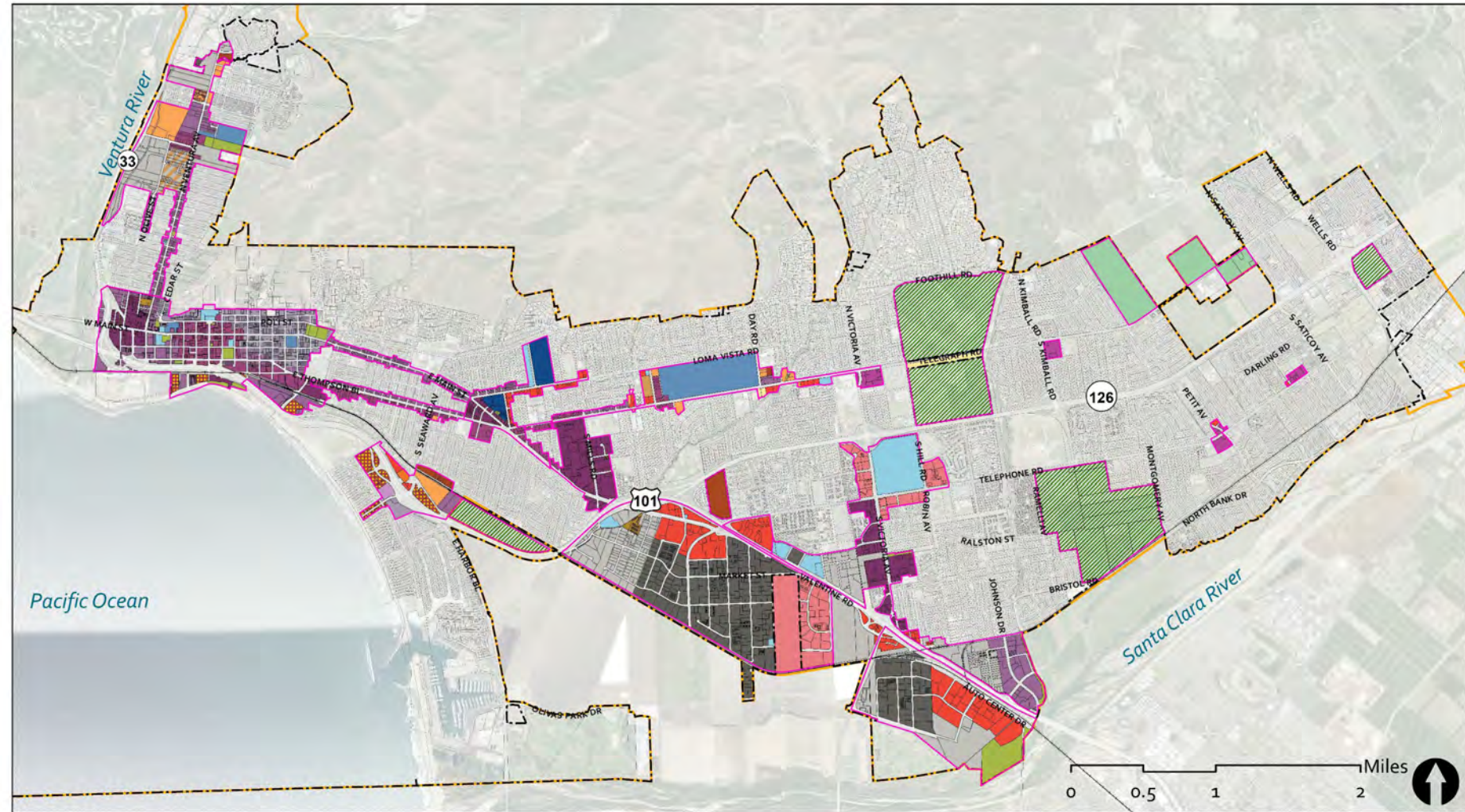
# Base Alternative

- Reflects the base land use designations for the Areas of Discussion.
- Implements existing zoning to ensure that new development is generally compatible with the existing development standards.
- Some differences between base designations and zoning map
- Point of comparison for all alternatives



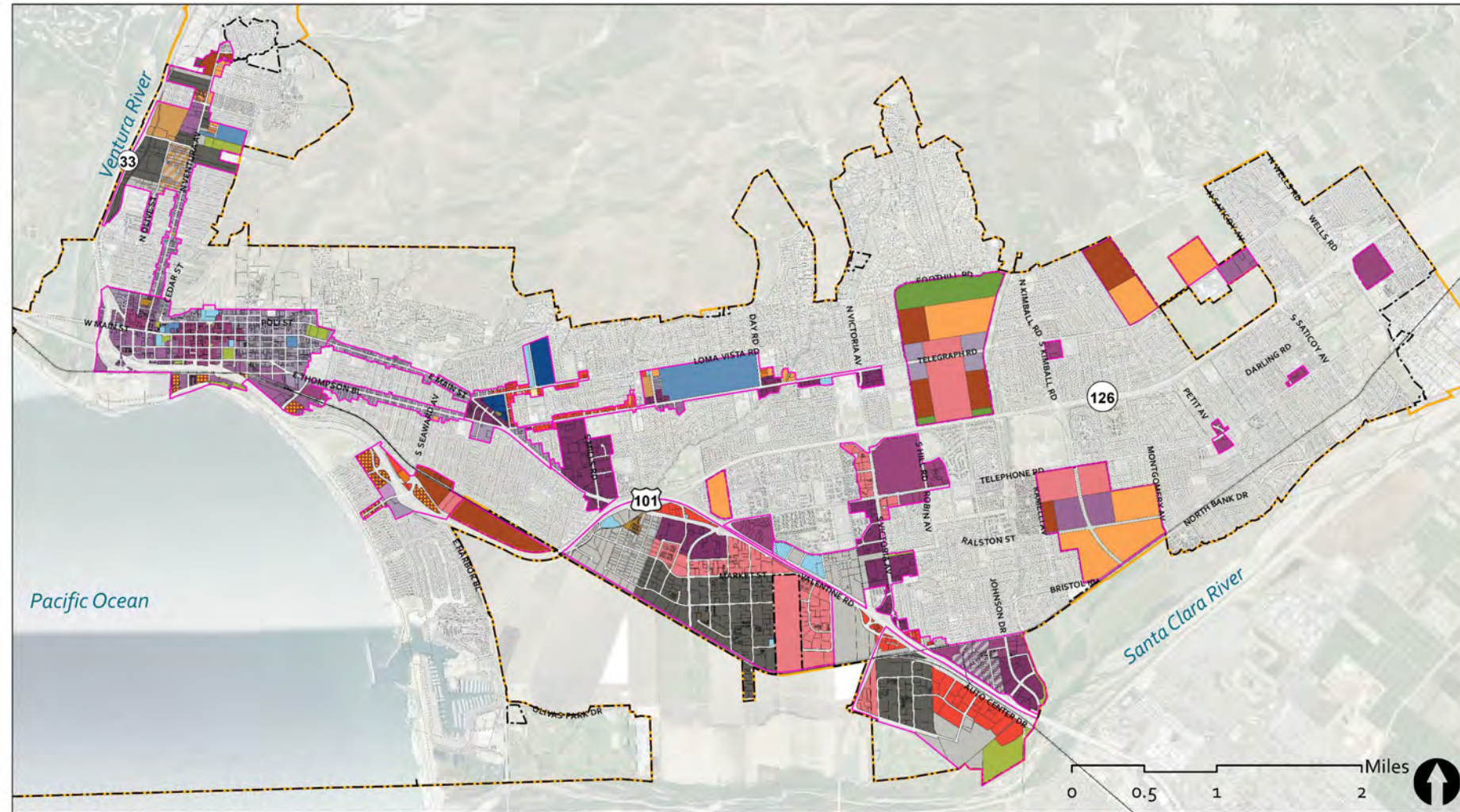
# Core Alternative

- Focuses development and land use changes in the Downtown and along commercial corridors, generally west of Pacific View Mall.
- Creates a series of higher density, mixed-use nodes at strategic locations
- Focuses development in areas that already contain a diversity of residential, commercial, employment and entertainment uses.



# Expansion Alternative

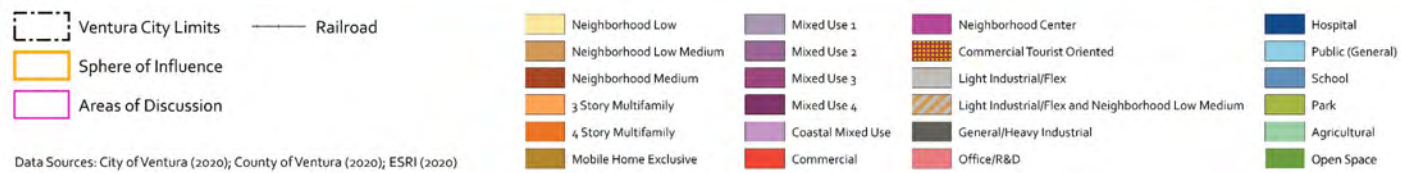
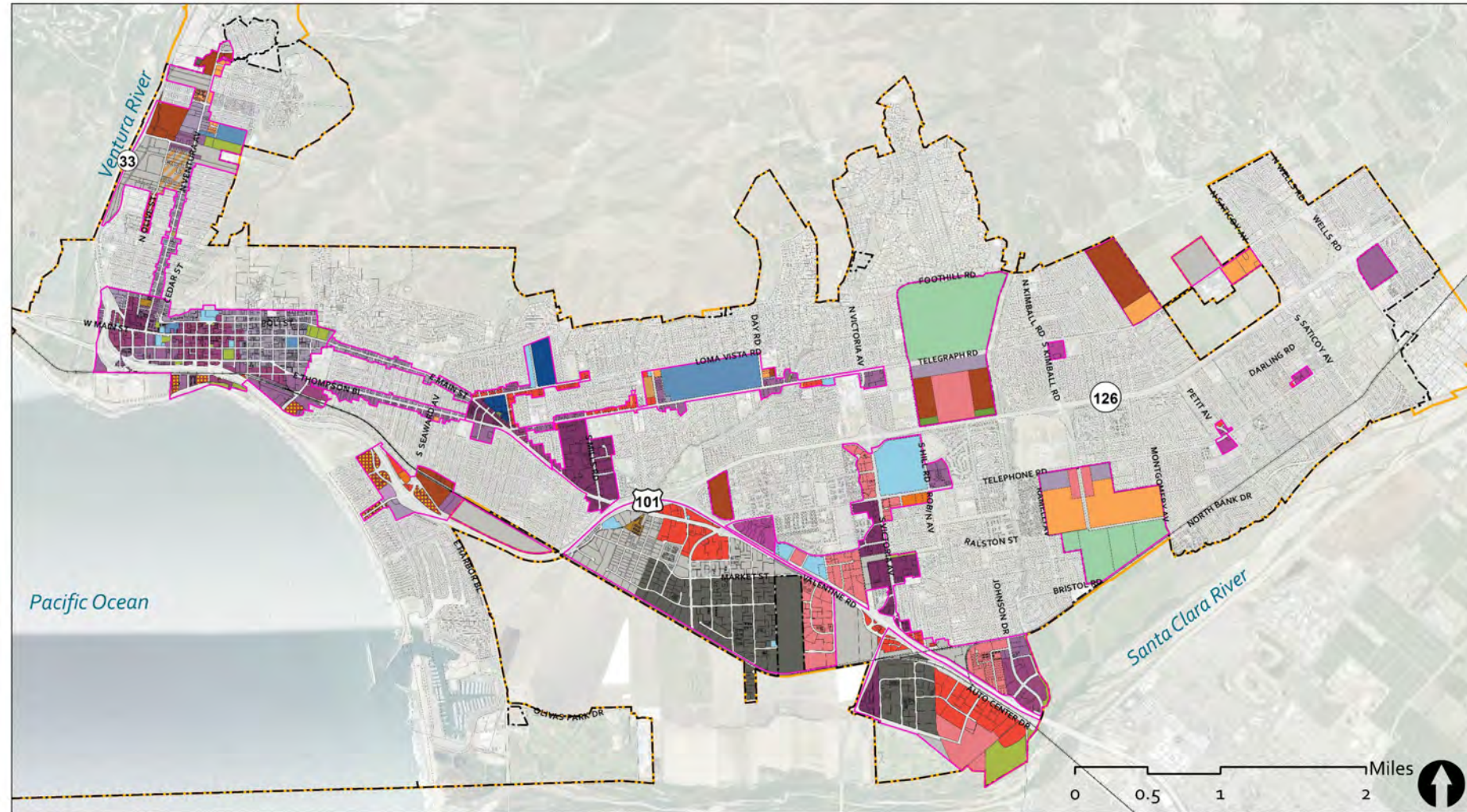
- Maintains land use designations (and allowable uses and heights/intensities) throughout the majority of the City
- Allows development in the City-controlled SOAR areas.
- Creates higher intensity mixed use nodes east of the Pacific View Mall and an expansion of an office/R&D district in Arundell.



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

# Distributed Alternative

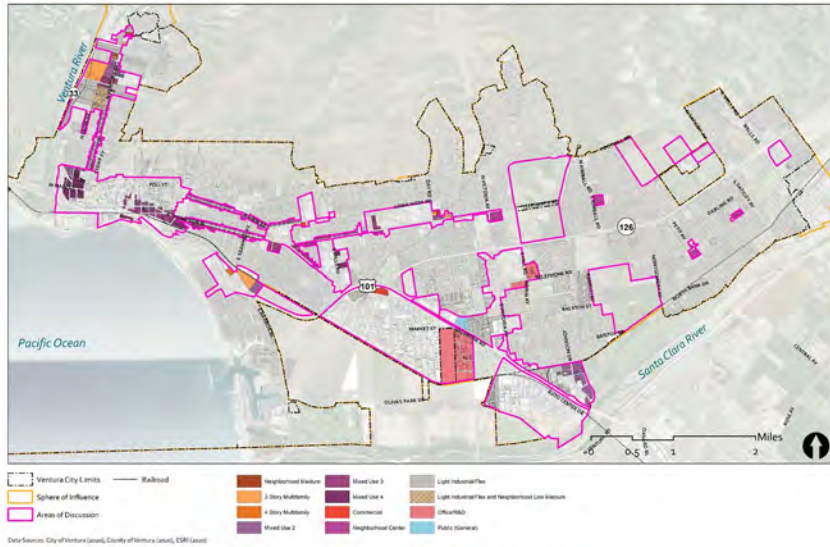
- Creates a hybrid between the Core and Expansion Alternatives.
- Allows slightly greater intensities in limited areas in the Downtown and along major commercial corridors.
- Allows development in some existing SOAR areas and areas with existing agricultural uses located within the City limits.



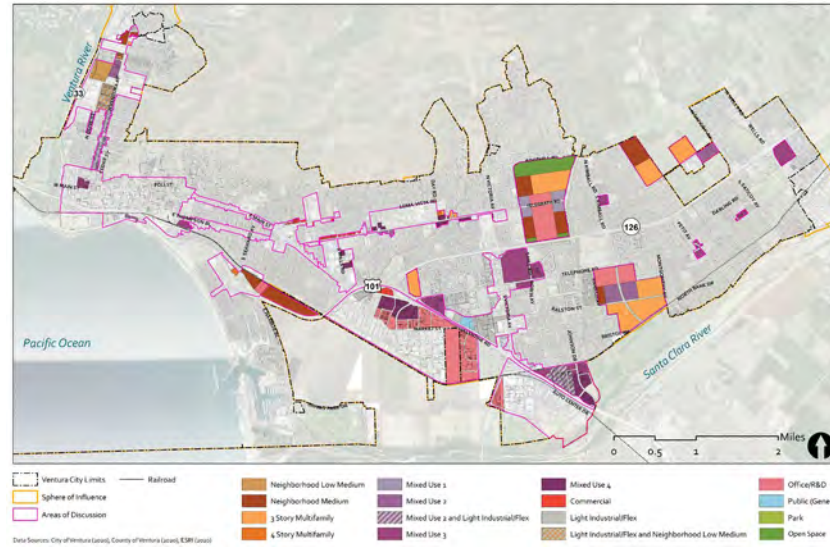
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Land Use Alternatives - Parcels Changing From Base

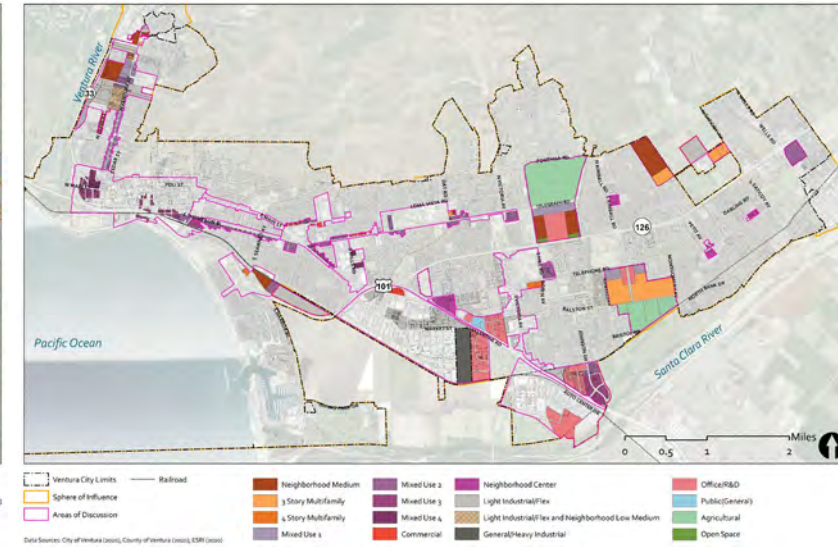
## Core



## Expansion



## Distributed

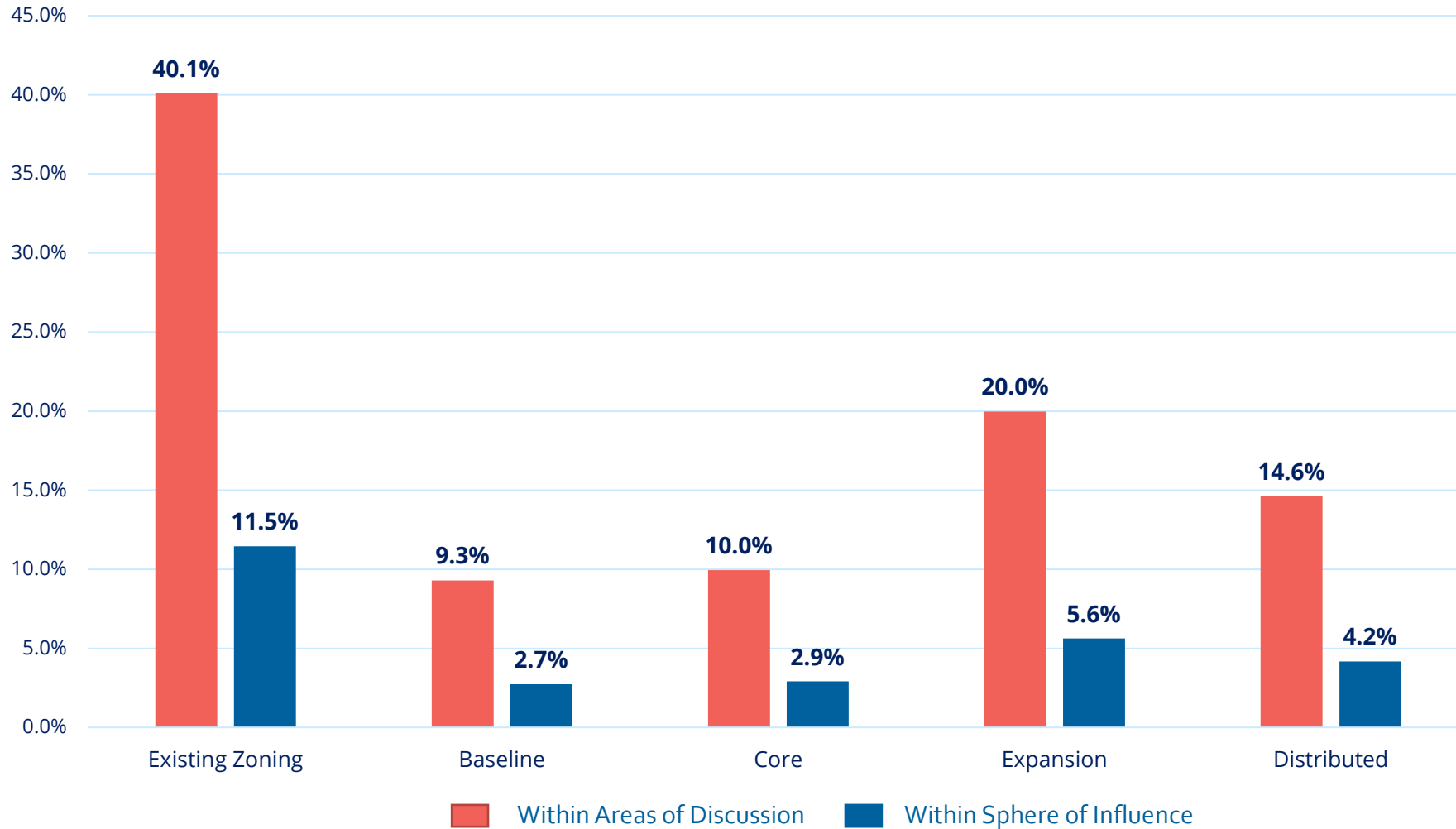


Focuses new residential development and jobs in and around the Downtown and along major transit corridors. Expands job capacity on the Westside and in Arundell.

Increases residential and job capacity in SOAR areas located within the SOI and minimizes density increases in Downtown, Five Points/Pacific View Mall and the Midtown Corridors. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)

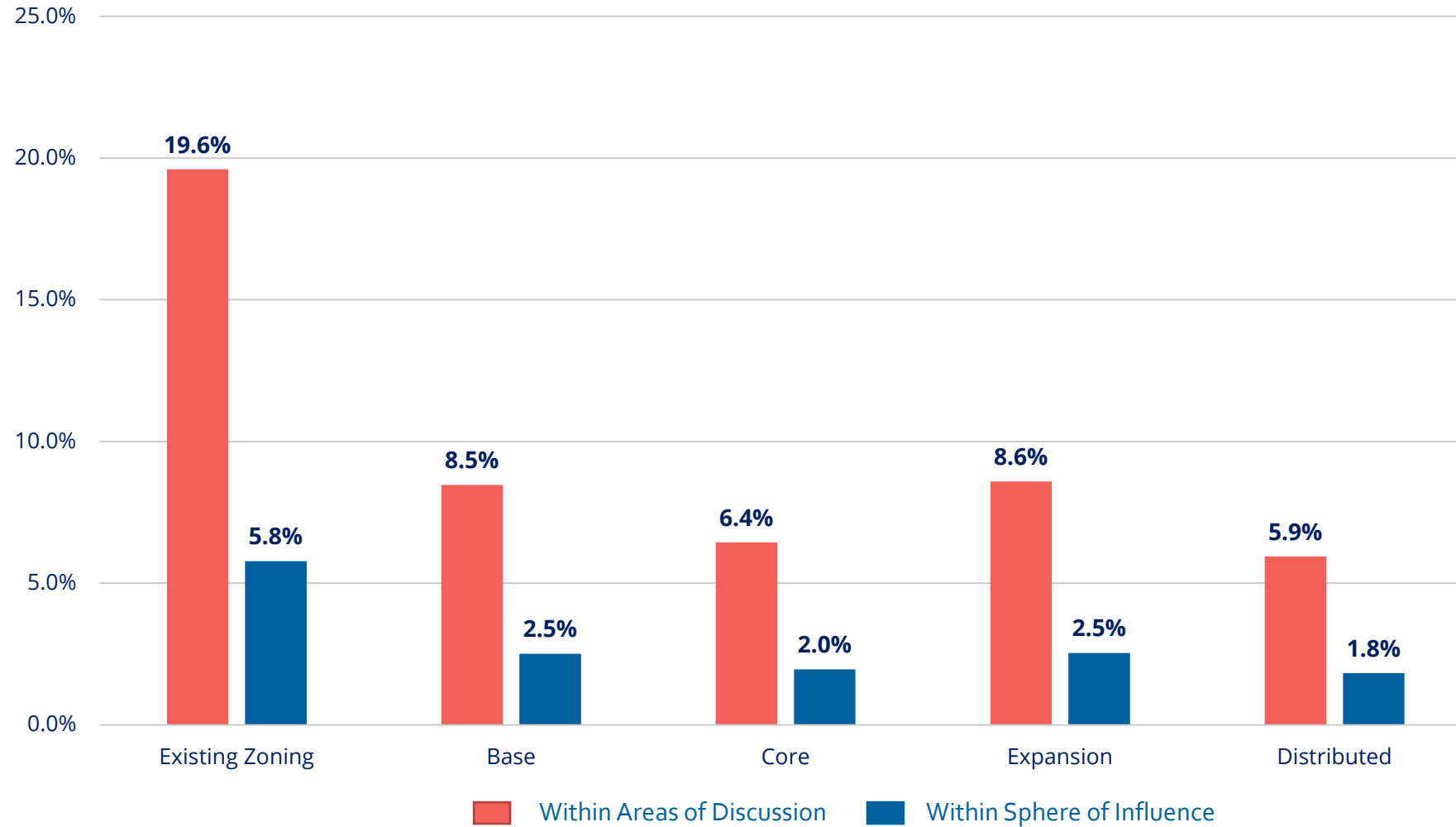
Spreads development throughout the City by allowing minimal increases in density in targeted locations and allowing for development in some SOAR areas. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)

# Percent of Acreage Allowing 6 Story Buildings (All Designations)



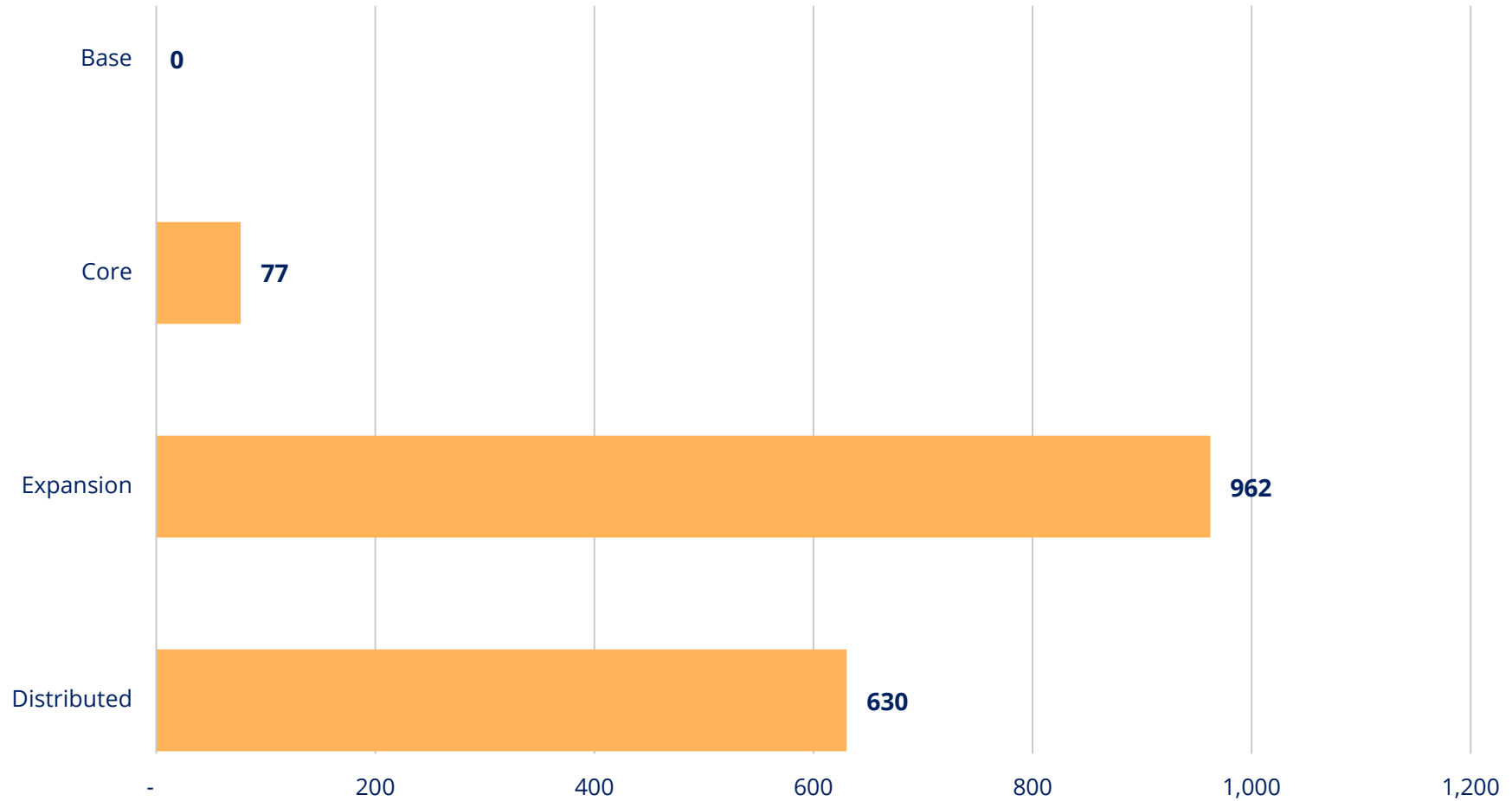
*All alternatives reduce the amount of areas in the city that allow 6-story buildings.*

# Percent of Acreage Allowing 6 Story Buildings (Residential Only)



*All alternatives reduce the amount of areas in the city that allow 6-story residential buildings.*

# Acres of Agricultural Land Converted to Urban Uses (in acres)



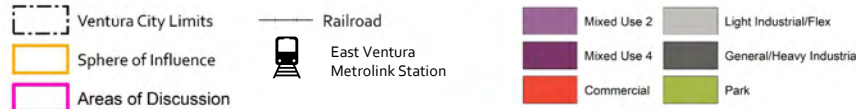
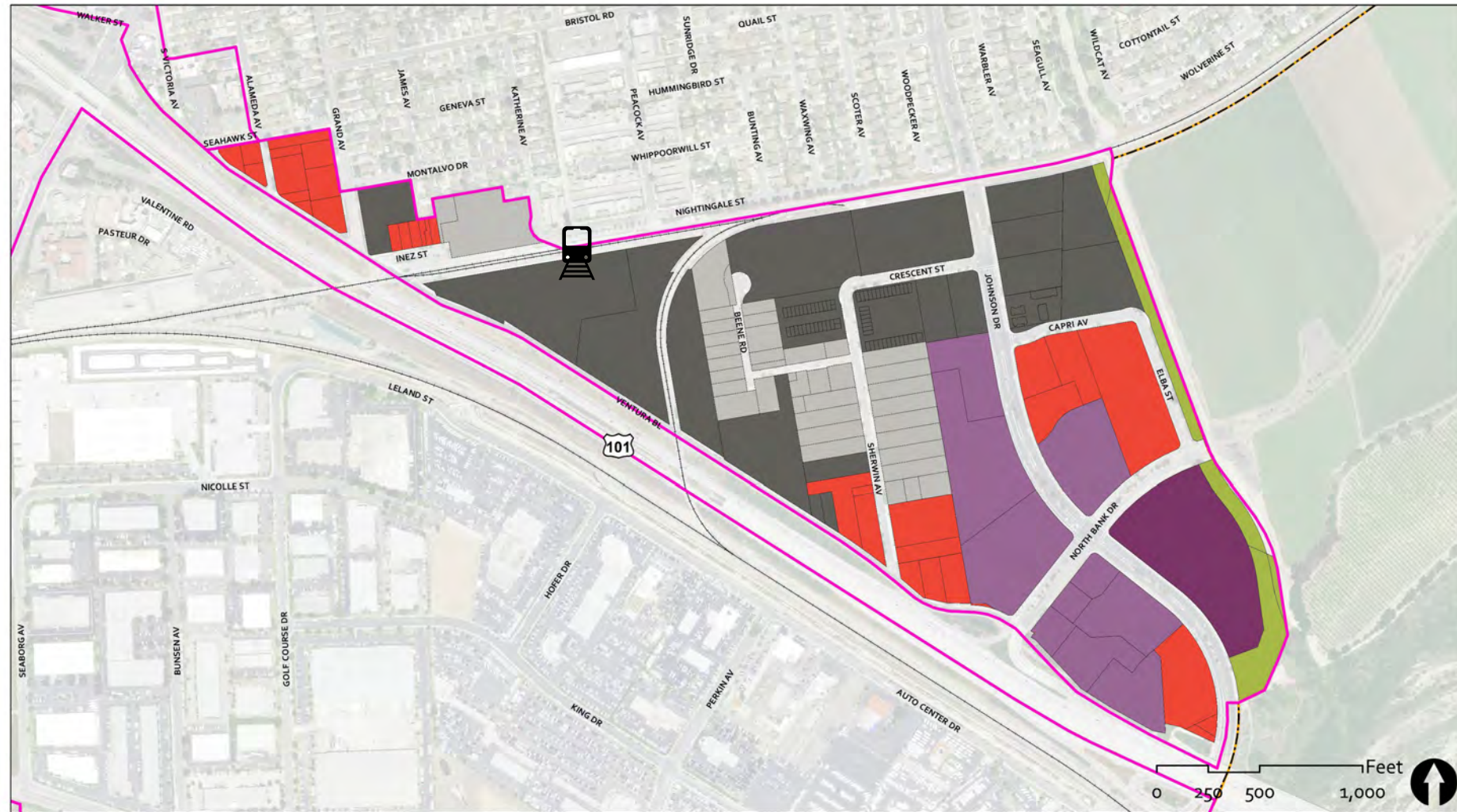


# Alternatives for Areas of Discussion (Examples)

# Johnson Corridor

# Johnson - "Base" Designations

- Focuses on retail, services and hospitality uses along Johnson Drive.
- Encourages employment with Commercial, Light Industrial and General/Heavy Industrial uses.
- Allows residential on some parcels along Johnson Drive to implement the Housing Element.



# Johnson - Core

- Envisions 4-story mixed use development along Johnson Drive to revitalize the corridor, add multifamily housing and support increased use of Metrolink at the East Ventura station.
- Encourages low-polluting employment industries and an increase in the number of jobs by changing General/Heavy industrial parcels to Light Industrial/Flex and Mixed Use 2.



**Mixed Use 2**  
Change from Commercial, General/Heavy Industrial and Mixed Use 4



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



Ventura City Limits	Railroad	Mixed Use 2	Park
Sphere of Influence	East Ventura Metrolink Station	Commercial	
Areas of Discussion		Light Industrial/Flex	

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

# Johnson – Expansion

- Creates a high-density mixed-use neighborhood that allows for significant expansion of housing and/or jobs.
- Allows 5- and 6-story mixed-use buildings along Johnson Drive.
- Creates a new “hybrid” designation that allows both Mixed Use (4 stories) and Light Industrial/Flex in a single zone.



**Mixed Use 3**  
Change from General/Heavy Industrial



**Mixed Use 4**  
Change from Commercial



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



**Mixed Use 2 or Light Industrial/Flex**  
Change from Commercial and General/Heavy Industrial



Ventura City Limits	Railroad	Mixed Use 2 and Light Industrial/Flex	Light Industrial/Flex
Sphere of Influence	East Ventura Metrolink Station	Mixed Use 3	Park
Areas of Discussion		Mixed Use 4	
		Commercial	

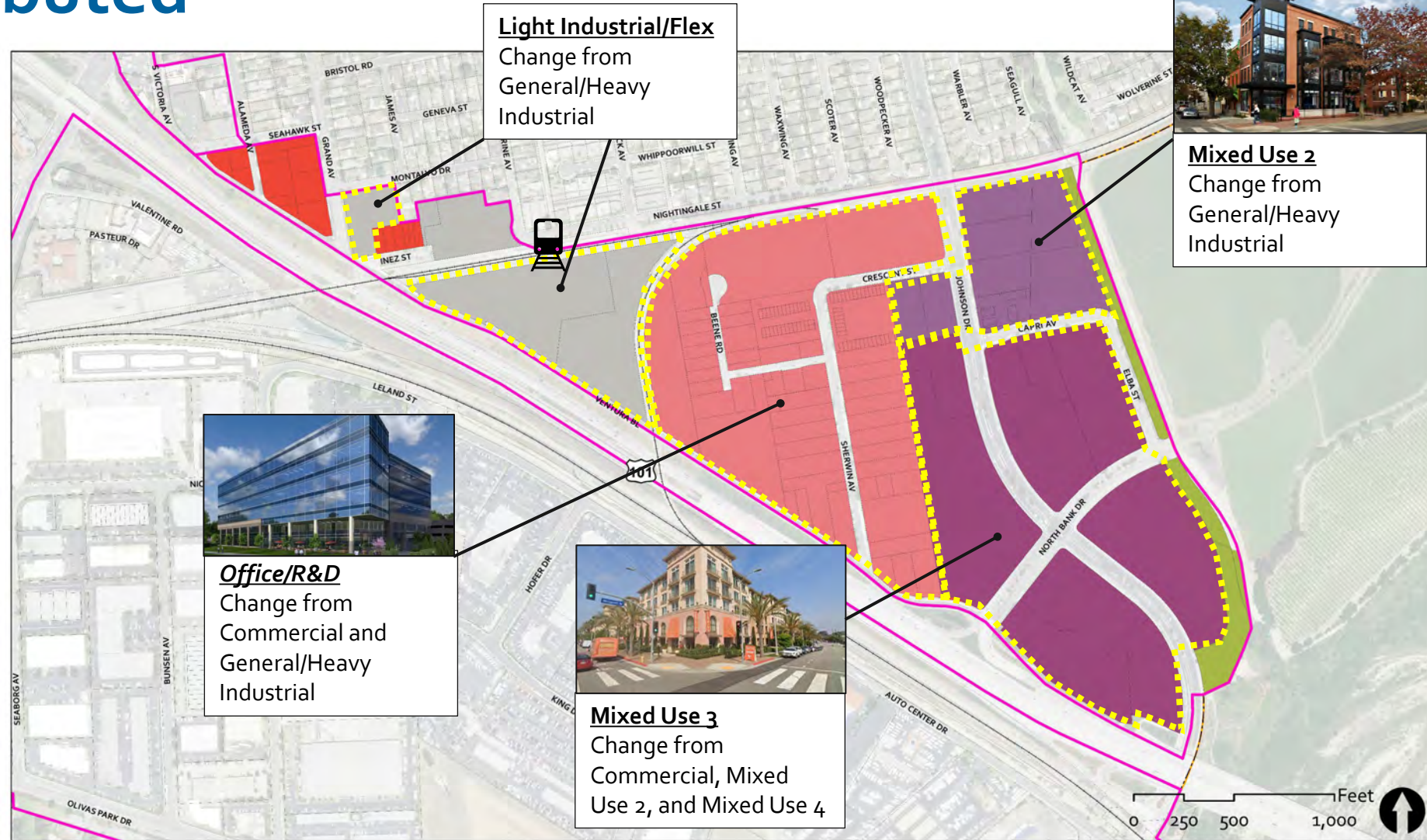
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Johnson - Distributed

- Creates a 4- to 5-story mixed use corridor along Johnson Drive.
- Expands the diversity of jobs by designating a portion of the area Office/R&D.
- Reduces potential impacts of pollution by changing General/Heavy Industrial parcels to Light Industrial/Flex, Commercial, Mixed Use 2, and Office/R&D.



**Mixed Use 2**  
Change from General/Heavy Industrial



**Office/R&D**  
Change from Commercial and General/Heavy Industrial



**Mixed Use 3**  
Change from Commercial, Mixed Use 2, and Mixed Use 4



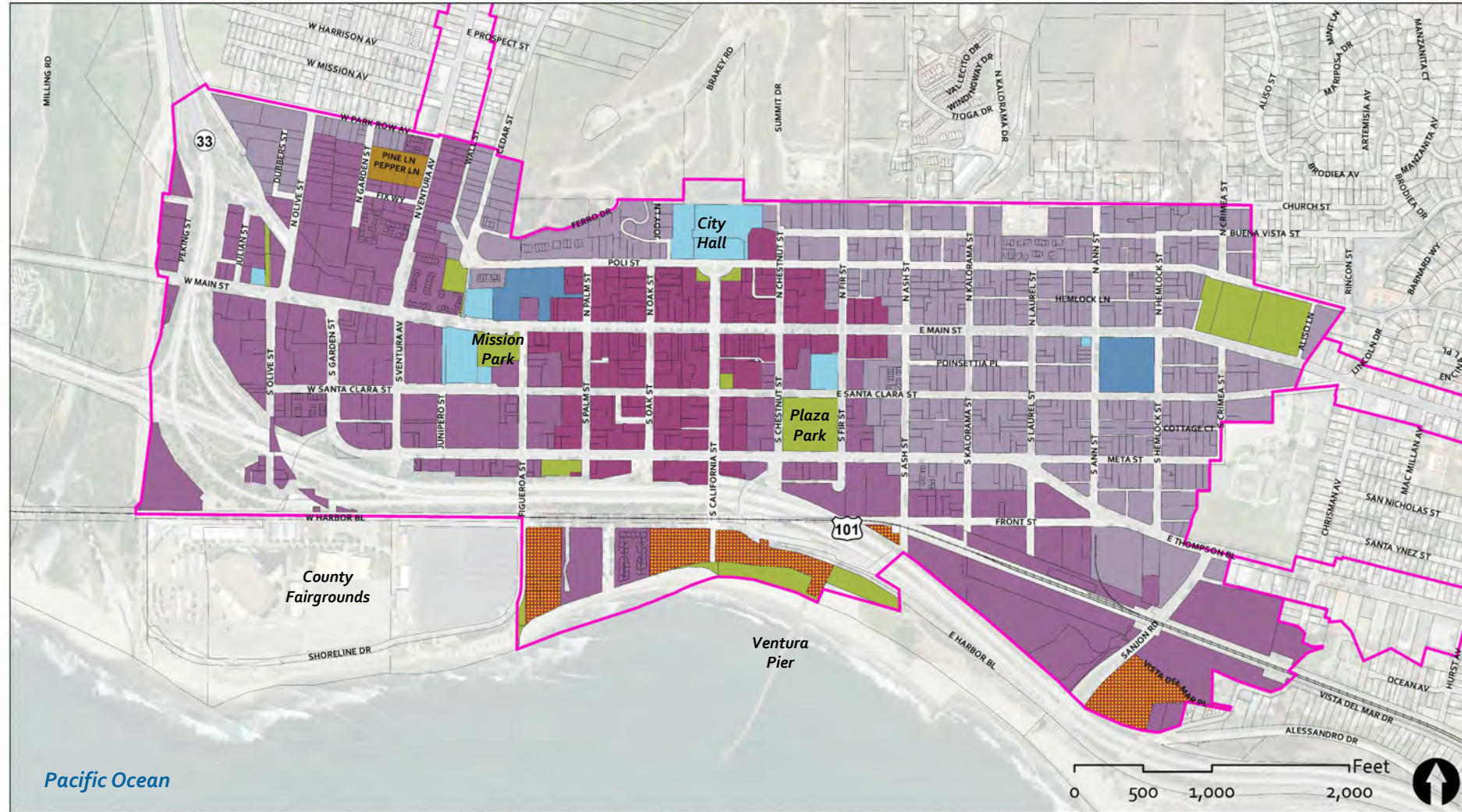
Ventura City Limits	Railroad	Mixed Use 2	Light Industrial/Flex
Sphere of Influence	East Ventura Metrolink Station	Mixed Use 3	Office/R&D
Areas of Discussion		Commercial	Park

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

# Downtown

# Downtown - Base

- Implements the broad vision/intent of the Downtown Specific Plan that reinforces Downtown as the heart of the city with a diverse mix of residential, retail, entertainment, visitor-serving, and employment uses.
- Normalizes all zoning districts from the Downtown Specific Plan into proposed land use designations. The majority of the Downtown is Mixed Use 1, 2, and 3, which allows for mixed use buildings between 1 and 5 stories.
- Note that existing height restrictions in zoning (including the percentage of the top floor that can be built) would remain in place. There are additional subarea and building type standards in the Downtown Specific Plan that influence height. The General Plan will continue to allow heights per those standards.

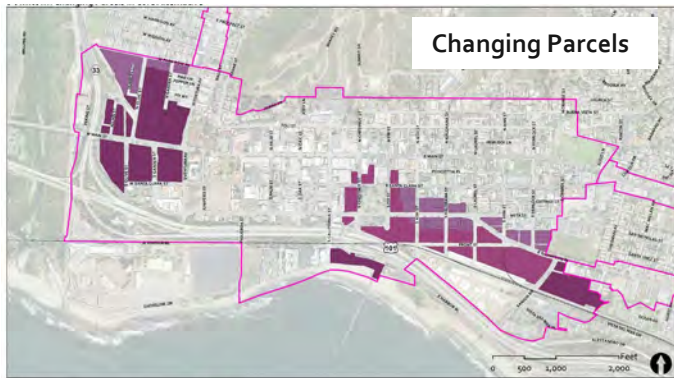
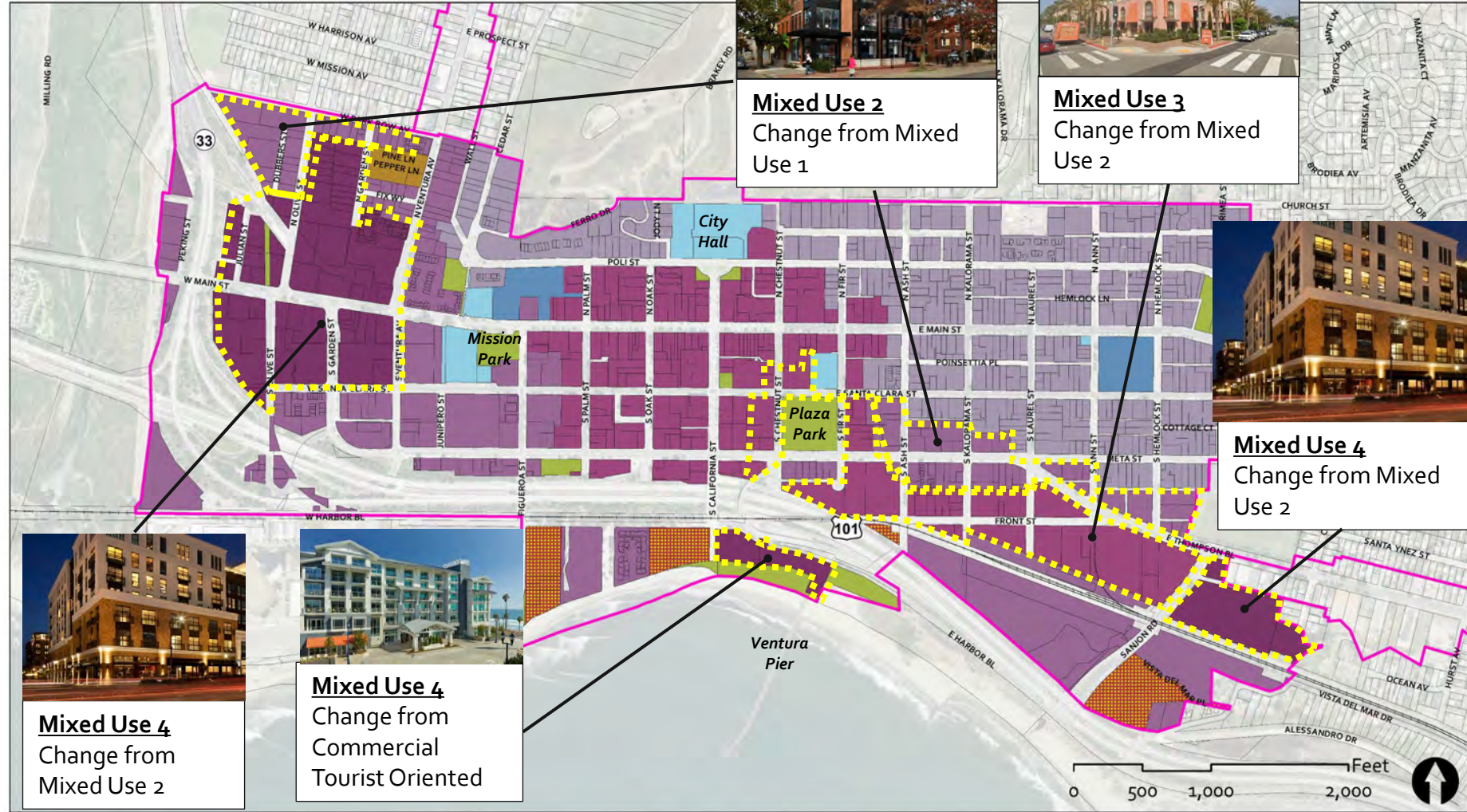


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



# Downtown - Core

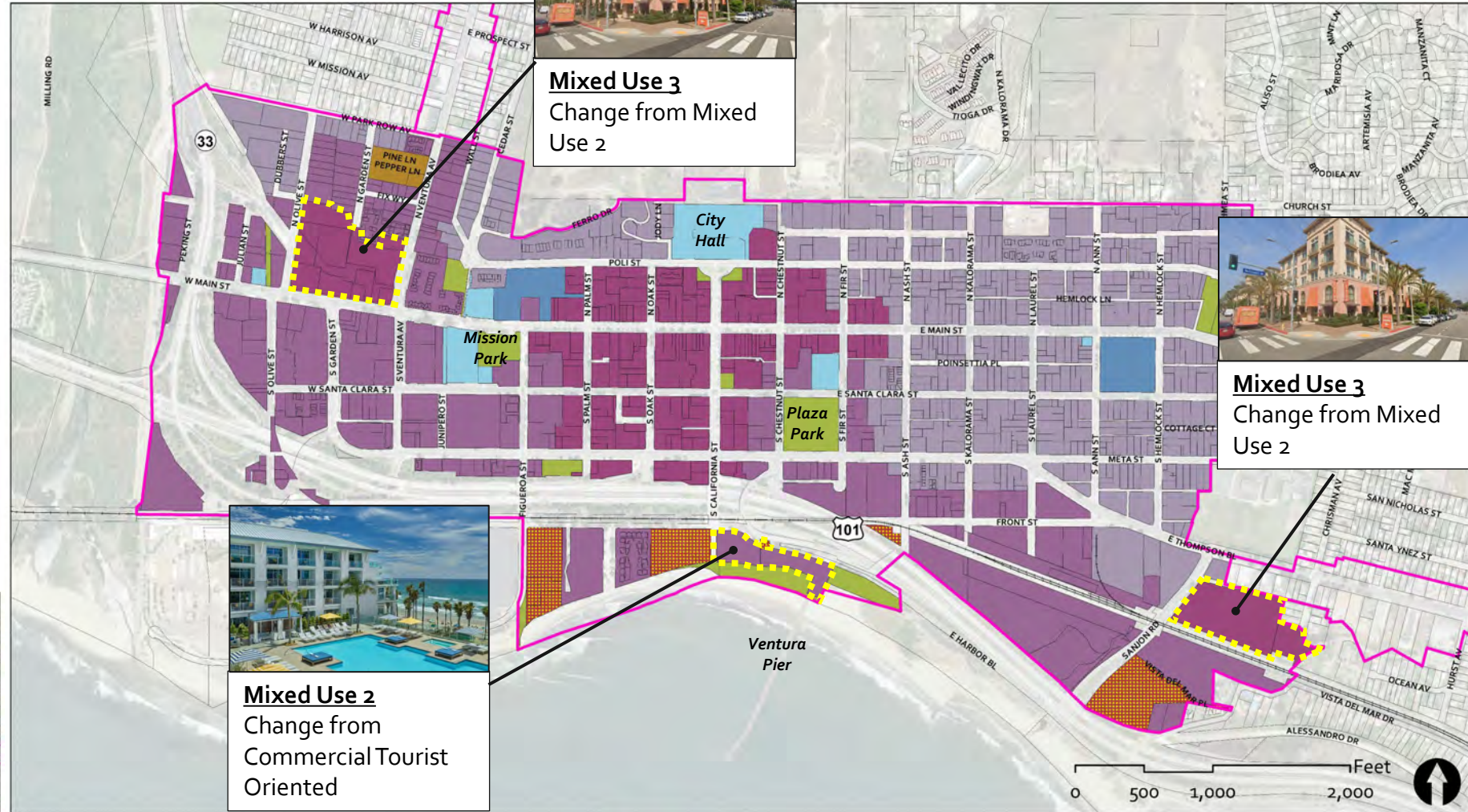
- Identifies the Downtown as an area for a significant amount of new development.
- Expands development capacity on the east and west sides of Downtown to allow for an increase in multifamily housing and jobs, while maintaining the current zoning (i.e., building heights) in most of the area.
- Activates the beachfront with the addition of Mixed Use 4 (6 stories) to allow additional retail and new visitor serving uses (e.g., hotels).
- Expands development capacity around Plaza Park and the Thompson corridor.



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

# Downtown - Expansion

- Maintains most of the existing land use designations.
- Increases allowable height and density at Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories). Additional policies would be put in place to maintain a strong retail component (e.g., grocery store).
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.
- Increases the City yard on Sanjon from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories).



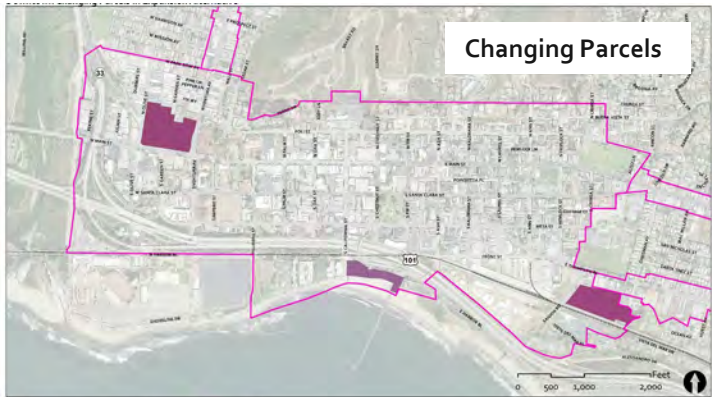
**Mixed Use 3**  
Change from Mixed Use 2



**Mixed Use 3**  
Change from Mixed Use 2



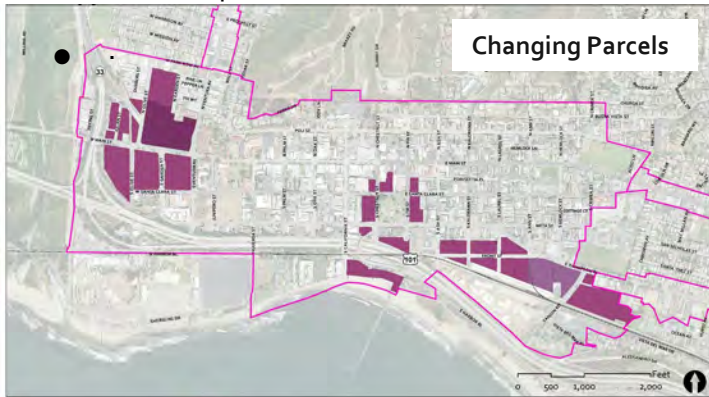
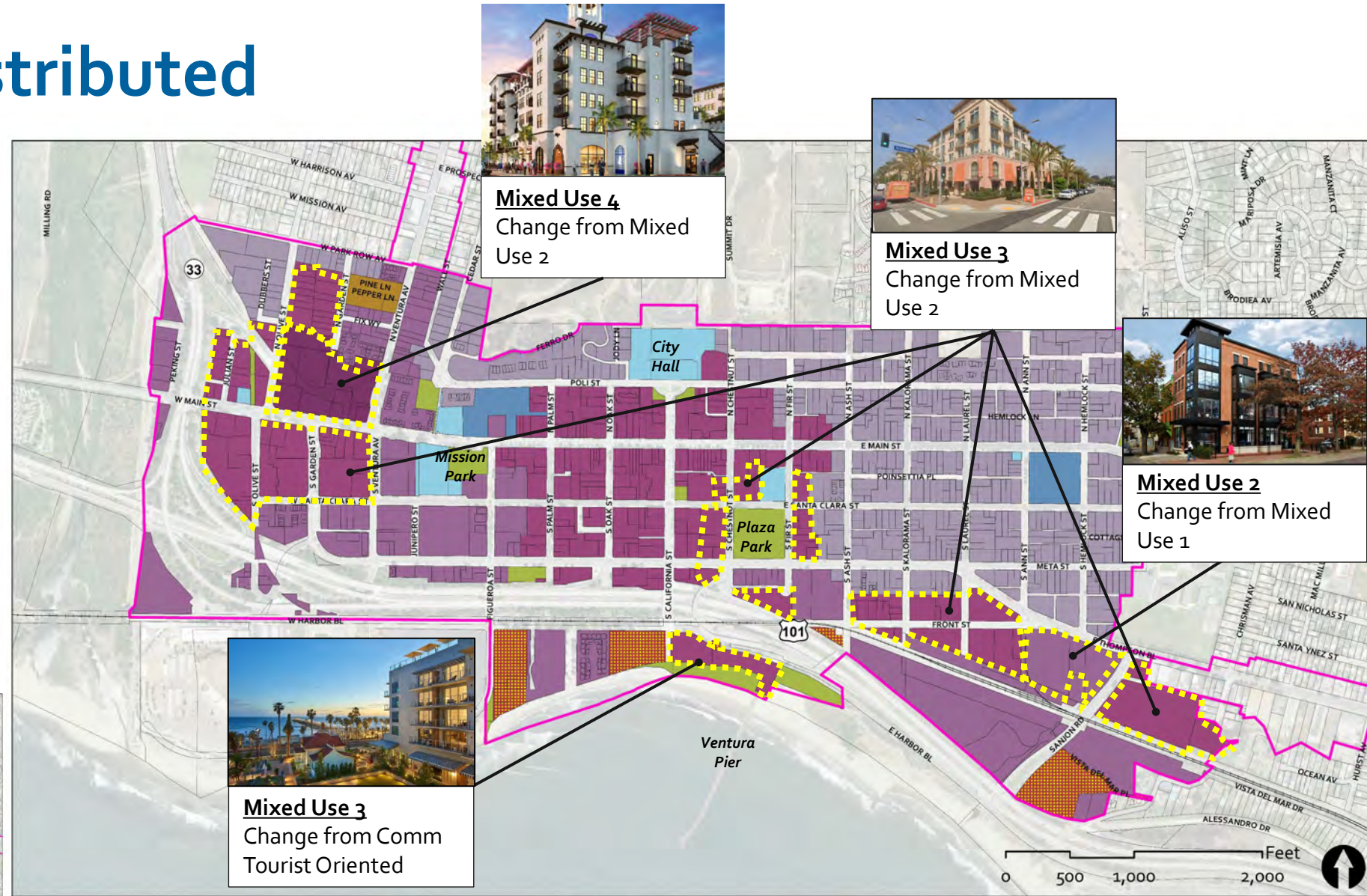
**Mixed Use 2**  
Change from Commercial Tourist Oriented



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

# Downtown - Distributed

- Maintains the vision in the Downtown Specific Plan but allows for some increases in height on the east and west sides of Downtown to accommodate more housing and jobs.
- Increases allowable height and density of Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 4 (6 stories).
- Increases heights by 1 story around Mission Plaza, around Plaza Park, and along Thompson to encourage additional development.
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.



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

# Other Areas of Discussion

Similar information for all the Areas of Discussion

1. Westside
2. Midtown Corridors
3. Five Points/Pacific View Mall
4. College/Telegraph
5. Eastside
6. Johnson Corridor
7. Victoria Corridor
8. SOAR Areas
9. Pierpont

# Question and Answer

# Next Steps

# Next Steps

## • Office Hours

- Tuesday, September 13, 6:00-8:30 PM, Virtual
- Monday, September 19, 6:00-8:30 PM, City Hall Community Room
- Tuesday, September 27, 6:00-8:30 PM, Virtual

## • Community Council Meetings

- Westside Community Council, Wednesday, September 7, 6:30 PM
- Midtown Community Council, Thursday, September 8, 7:00 PM
- Montalvo Community Council, Wednesday, September 14, 6:30 PM
- East Ventura Community Council, Thursday, September 15, 7:00 PM
- Pierpont Bay Community Council, TBD
- College Area Community Council, Wednesday, September 28, 7:00 PM

## • Water Educational Forum (TBD)

## • Pop-Up Workshops

- Throughout the City in the Fall



Visit [www.PlanVentura.com](http://www.PlanVentura.com) to register for emails, view documents, or events calendar

# Virtual Surveys

- 11 surveys for feedback on individual areas
  - Citywide and Downtown – START HERE
  - 10 for individual Areas of Discussion – Take one or all
  - Limited to 1 per IP address
- Open Thursday, Sept 1 – mid October
- Surveys are the primary source of input



Visit [www.PlanVentura.com](http://www.PlanVentura.com) to register for emails, view documents, or events calendar



# Guidelines when Speaking at Public Meetings

Thank you for requesting to speak during this meeting.  
The City of Ventura values public input and civic engagement.

When speaking, please refrain from using loud, profane, threatening, or personally abusive language, or engage in any other disorderly conduct that disrupts or otherwise significantly impedes the orderly conduct of a public meeting or workshop.

