

Land Use Alternatives Primer

Background Information for the Ventura General Plan Land Use Alternatives
August 24, 2022 (updated September 16, 2022)



Introduction

Overview

In 2020, the City of Ventura began a multi-year process to update the City's General Plan, which was last comprehensively updated in 2005.

Between 2020 and mid-2022, the General Plan Team (City staff and consultants) has completed several activities that provide background information and direction for the future of Ventura. These include detailed existing conditions reports, an extensive community engagement process, and the creation of the General Plan Vision (which was endorsed by the City Council in March 2022). The next step in the process is to develop a preferred land use direction that will guide growth and development until 2050.

This Alternatives Primer provides background information on the land use alternatives. It includes the following information:

1. Background information on the purpose of the General Plan.
2. A summary of the community engagement process.
3. An overview of the Vision Statement, which was developed through a robust community engagement process and forms the basis for the alternatives.

4. The proposed land use designations for the General Plan.
5. The process for developing the land use alternatives.

A separate document that summarizes the land use alternatives will be made available following the first public workshop on August 30, 2022.

The purpose of the alternatives is to implement the General Plan Vision, address issues and ideas expressed during the community engagement process, and demonstrate ways for the city to evolve over time. The alternatives are meant to spark a discussion and show multiple ways of achieving the outcomes identified by the community. A variety of outreach and engagement activities are planned including public workshops, "office hours" with the General Plan Team, pop-up workshops throughout the community, meetings with all Community Councils, meetings with special interest groups, and an online survey. This feedback will result in a recommendation on a preferred land use direction which will be reviewed by the General Plan Advisory Committee, the Planning Commission and the City Council.

Background

What is a General Plan?

A General Plan is a State-required policy document that establishes a vision for a community's long-term growth. It articulates a shared vision for the future and a set of goals, policies, and concrete actions that can be pursued to help achieve it.

The overall goals are to maintain the wonderful and unique character of Ventura, while creating opportunities for future improvements on just about everything in our City. The General Plan will help the City plan for important issues such as development, housing needs, and environmental protection. It also addresses critical topics that impact the quality of life in the city, including housing health, climate change, sustainability, economic development, public safety, and parks and open spaces, among other topics.

State law dictates that all General Plans must be long-range (looking 20 years or more into the future), comprehensive, integrated, and consistent. General Plans are required to cover, at minimum, the following topics (called "Elements"). However, each jurisdiction may add new topics and combine topics into a single Element.

1. Land Use
2. Circulation
3. Housing
4. Noise
5. Conservation
6. Safety
7. Open Space
8. Air Quality
9. Environmental Justice

Why does the General Plan matter?

- Enables the community to develop a shared vision for the future
- Creates goals, policies, and programs to guide City decisions
- Establishes parameters for zoning
- Sets priorities for funding and long-term decision making
- Acts as an "umbrella" that sets up detailed plans and studies at smaller scales

General Plan Update Process

The Ventura General Plan Update is divided into six phases:

- **Discovery.** During this phase, the team prepared existing conditions reports and conducted broad engagement to better understand community values. This phase is complete.
- **Visioning.** This task resulted in a citywide vision statement, a list of core values, and specific strategies to achieve the vision. This phase is complete.
- **Alternatives.** This phase of the project (the current phase) will include the development of land use alternatives and the selection of a preferred land use plan.
- **Policy Development.** Following the alternatives section process, the Team will begin developing goals and policies that reflect the vision of the community and address the issues identified during Discovery.
- **Plan Development.** During this phase, the Team will write the General Plan and Draft Environmental Impact Report. The drafts will be presented to the public for review and comment.
- **Review and Adoption.** After public review, the documents will go to the Planning Commission and City Council for review and adoption. Hearings are expected to begin in Summer or Fall of 2023.



Community Engagement Process

The General Plan update will include community engagement activities at all stages of the process. The community engagement process is designed to achieve the following outcomes:

1. **Inspire** the community to share ideas in guiding Ventura's future
2. **Empower** the public in supporting timely decisions
3. **Enhance** two-way engagement with the public, stakeholders, commissions, and City Council
4. **Ensure** clear and consistent messaging across the city
5. **Deliver** community-valued results

Help shape the future of Ventura!

Ventura is embarking on a new long-term vision for the City. This exciting initiative, **Ventura General Plan: Our Vision, Our Future** will result in a comprehensive update to the City's General Plan along with an updated Local Coastal Plan and a new Climate Action Plan.



Don't miss out on an opportunity to share your ideas for the next 20 years! Let your voice be heard and help us build the future of Ventura. Take our survey ...

Please join other Ventura residents and help plan Ventura for the next generation.
Your voice is critical to the success of the Plan.

Join the Project Mailing List!

Outreach Efforts To Date

A critical part of the engagement effort was informing the community at the beginning of the process that the General Plan update is happening. During the process, the community has been notified of meetings, events, and milestones. The following provides a snapshot of the outreach methods used to reach the Ventura community. *(Note that some activities are one-time initiatives, such as the water bill mailer insert, while others are ongoing, such as social media).*

- **Project website:** contains detailed project information
- **City Newsletters:** shared and cross-marketed to more than **20,000** subscribers
- **Social Media:** City and General Plan platforms reached more than **60,000** friends and followers and garnered over **200,000** impressions
- **Videos: Multiple General Plan** videos were produced and released on YouTube and have over **2,000** total impressions
- **Advertising**
 - **Water bill mailer insert:** mailed to **32,000 residents** in both English/Spanish. *All residents were informed about the General Plan.*
 - **Parks and Recreation Activity Guide:** mailed to **42,000 residents**
 - **Digital Screens** inside City Hall
 - **Auto Center Billboard Signs**
 - **Ventura Breeze Ads:** **11,000** copies circulated in over 600 locations
 - **Flyers/ Posters:** **15,000** distributed to local businesses and community partners
 - **Coasters:** **10,000** distributed to local businesses and community partners
 - **Stickers:** **25,000** distributed to local businesses and community partners

Engagement Activities

The General Plan update includes a wide diversity of community engagement activities at all stages of the process. The primary engagement activities are:

- **General Plan Advisory Committee.** The 21-member GPAC guides the update process and serves as a sounding board for the General Plan Team (14 meetings to date).
- **Community Workshops.** Citywide workshops bring the community together to discuss important General Plan topics.
- **Educational Forums.** Five educational forums were held to provide specific information on key topics.
- **Community Council Meetings.** The General Plan Team will attend Community Council meetings at least three times during the update process.
- **Meetings with Community Groups.** There will be meetings with community groups and special interest groups to provide updates on the General Plan.
- **Online Surveys.** Five online surveys are planned to garner broad community engagement in the process. Three have occurred thus far and a fourth will occur for alternatives.
- **“Pop-up” workshops.** At key junctures in the process, the General Plan Team will attend community events to obtain feedback on the General Plan. These are designed to target residents who typically do not engage in City-sponsored activities.
- **City Council and Planning Commission meetings.** The Team is attending Planning Commission and City Council meetings to receive direction on the General Plan throughout the process.
- **Meetings with Boards and Commissions.** Presentations will be made to Boards and Commissions to obtain broad feedback on the General Plan.

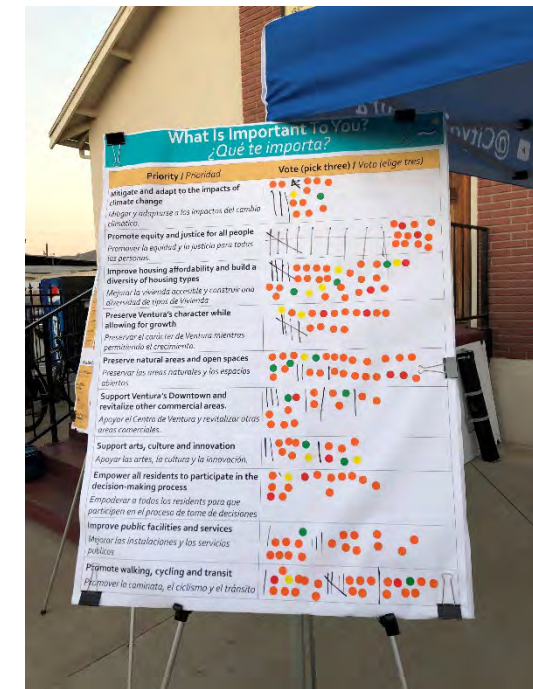
The following slide presents a summary of the engagement activities completed through the Summer 2022.



Engagement Efforts To Date

The following is a list of community engagement activities that have occurred to date in the General Plan Update process. Specific information on each can be found on the project website at www.planventura.com.

- **14** GPAC meetings
- **5** Educational forums
- **1** Community Workshop
- **12** Community Council meetings (2 rounds with each Community Council)
- **7** Pop-up events
- **25+** Stakeholder interviews and meetings with stakeholder groups
- **4** City Council meetings
- Presentations to **5** Boards and Commissions
- **3** Community Surveys:
 - **Issues & Opportunities** (Nov 2020 – Jan 2021): **2,425** responses
 - **Visioning** (Aug - Oct 2021): **1,505** responses
 - **Vision Statement Review** (Mar 2022): **341** responses



Vision Statement

Endorsed by the City Council on March 28, 2022

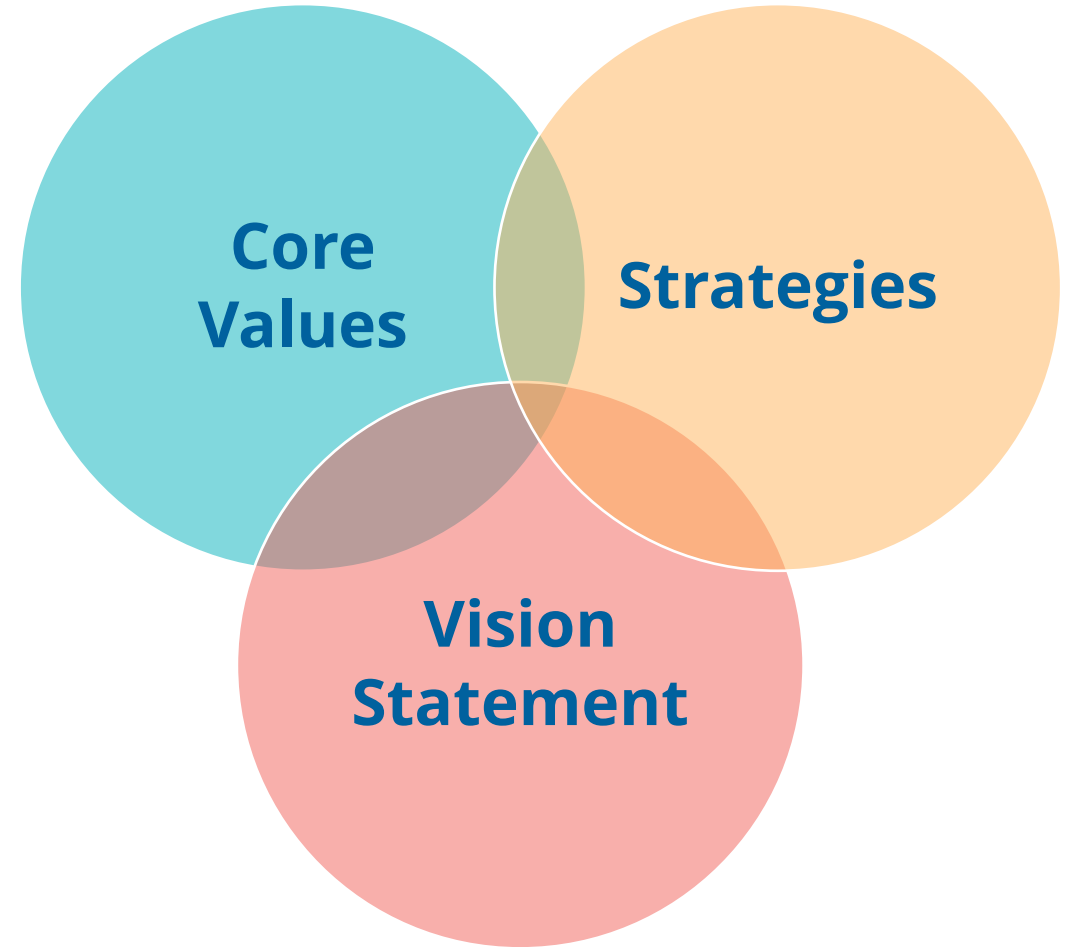
What is the “Vision”?

The General Plan will include a long-term “vision” that describes what the future of the City will look like, along with values and strategies to achieve that vision. The vision was developed through extensive community engagement and multiple meetings with the General Plan Advisory Committee (including at meetings in July, October, and November of 2021 and January and February of 2022). The Vision was endorsed by the City Council on March 28, 2022. It will serve as the basis for the land use plan and topic-specific goals and policies. The following are the three components of the Vision.

- **Vision Statement:** describes where the City aspires to be in 2050
- **Core Values:** define Ventura’s culture and priorities; form the basis for the goals, policies, and programs included in the General Plan
- **Strategies:** provide specific benchmarks or actions for achieving the vision/core values and implementing the General Plan

The full Vision can be found [here](#).

The following slides provide an overview of the components of the Vision.



Vision Statement

The Vision Statement is a three-paragraph description of the “end state” for the City in the year 2050. The following is the first paragraph of the Vision Statement.

*“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.** We understand that there are significant challenges facing our community including climate change, wildfires, gentrification, environmental pollution, and housing affordability. We will confront these challenges and grow in a way that improves the quality of life for existing and future residents. ”*

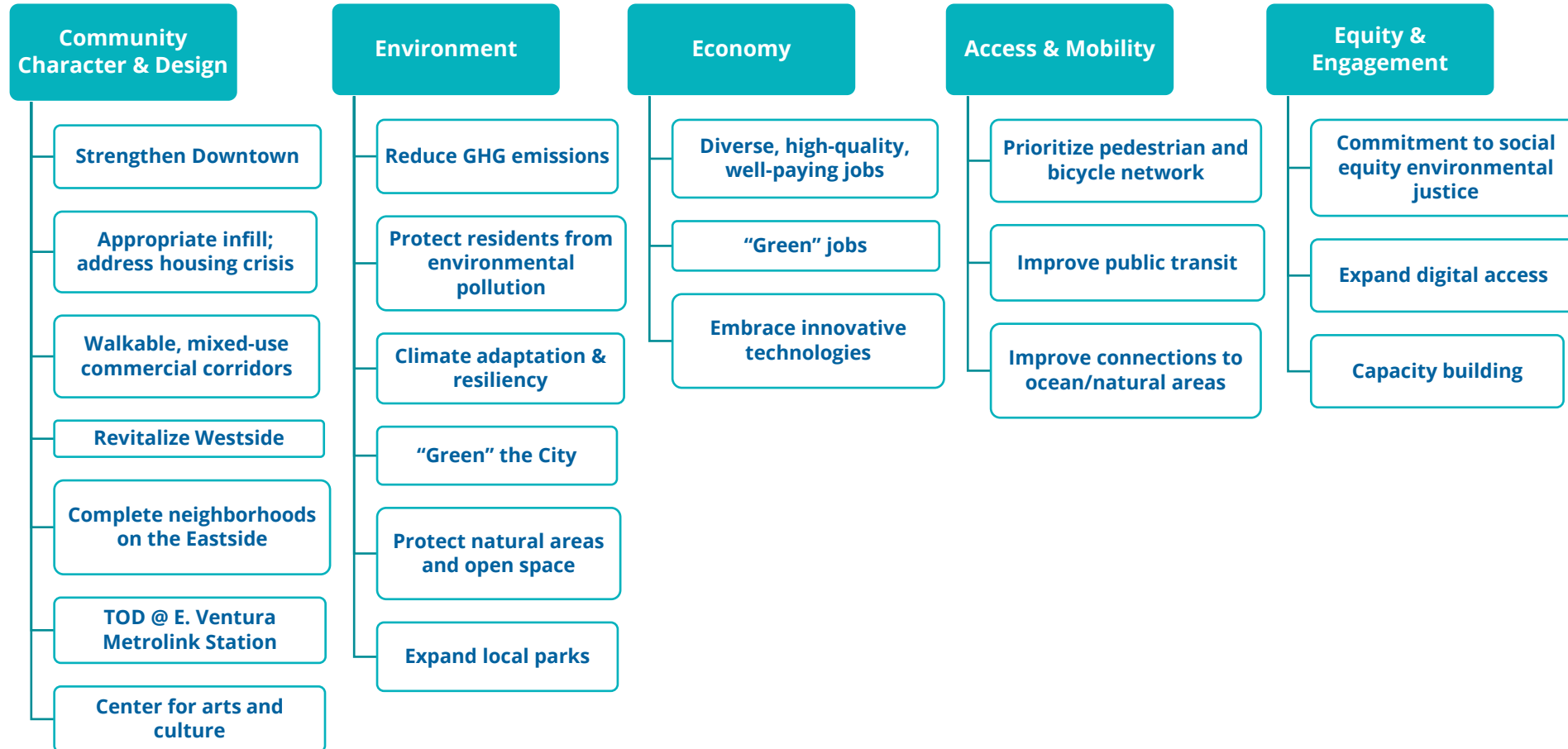
Core Values

The following are the “core values” that define Ventura’s culture and priorities. Please review the Vision Statement for detailed descriptions of each Core Value.



Strategies

The following are the specific benchmarks or actions for achieving the vision/core values and implementing the General Plan. Please see the Vision Statement for detailed descriptions of each Strategy.



Note: the Strategies will be further updated in the General Plan to reflect new ideas developed during the process

Land Use Designations

What are “Land Use Designations”?

Land use designations are the intended future use of every parcel of land in the city. According to State law, land use designations must identify the allowed uses and the development intensity (measured in dwelling units per acre, floor area ratio [FAR], or jobs/ residents per acre). *(Note: These terms are defined on the next page).* Zoning districts must be consistent with the General Plan land use designations.

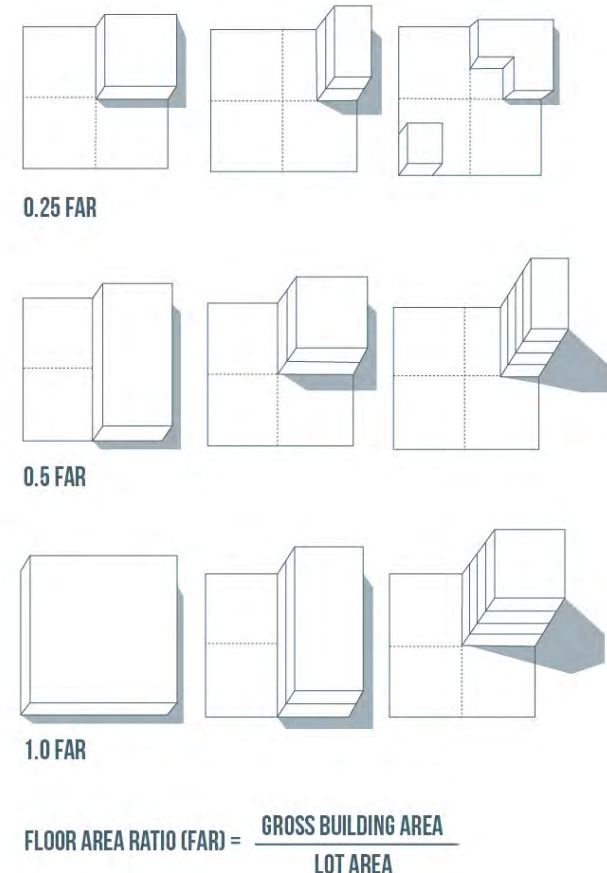
While land use designations provide for overall development intensity and allowed uses, they do not specify the form or character of the building. Different interpretations of the same density and FAR can result in buildings of very different character. To encourage similar interpretations of allowed FARs, other City regulations such as zoning height limits, development and design standards like building setbacks, or open space requirements are used to guide the form of buildings within a given density or FAR range.



Key Terminology

The following are some key terms that will help the community better understand land use designations.

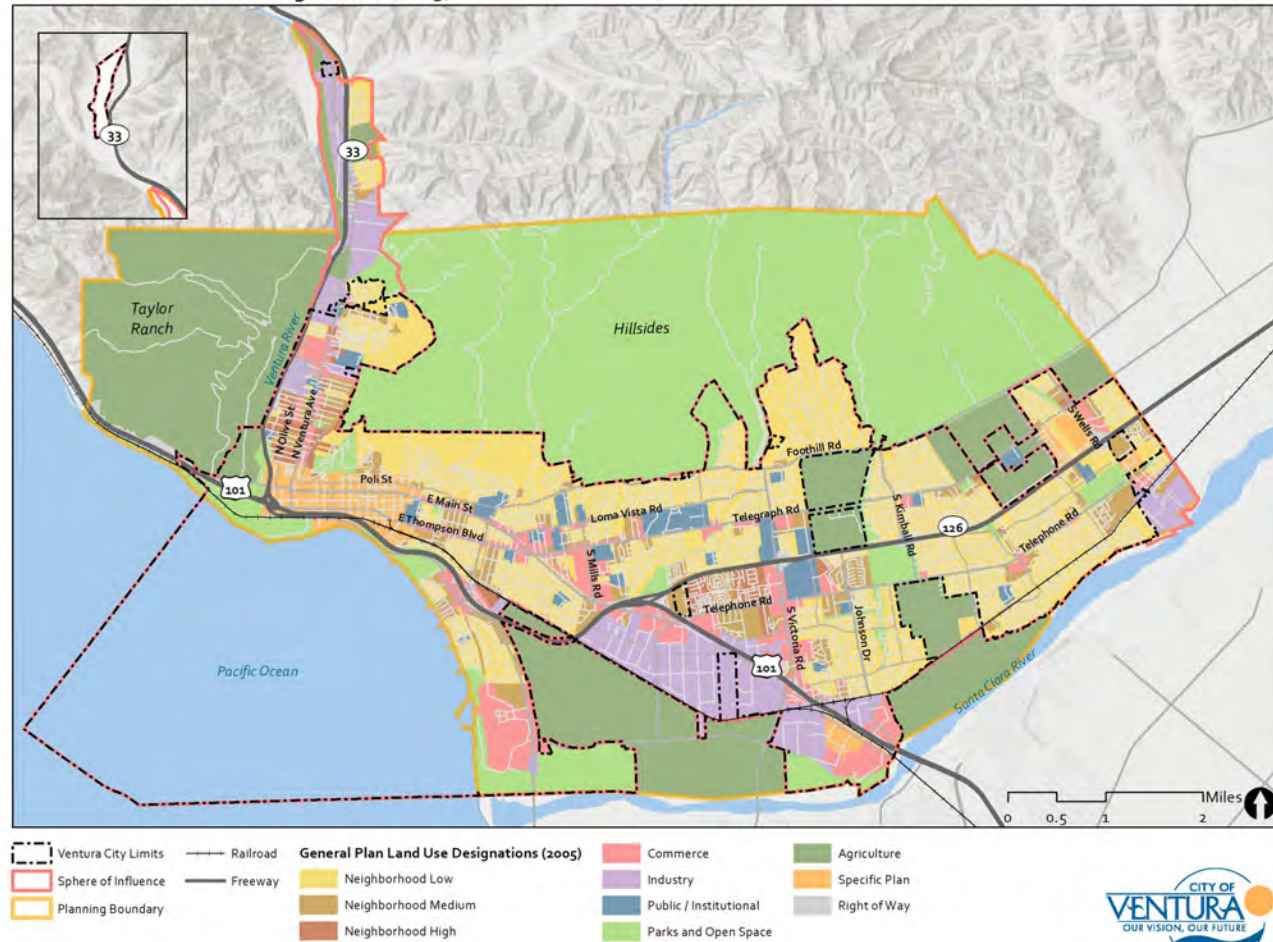
- **Density.** Density is the amount of residential development that is allowed within a given area. Standards of building density for residential uses are stated as the allowable range (i.e., minimum and maximum) of dwelling units per net acre (du/ac). For example, a density range of 14.1 -20 du/ac means that a project must have a minimum density of 14 du/ac and a maximum density of 20 du/ac. Note that the density of a residential building is not readily apparent by looking at the building since density is largely based on the size of the dwelling units. Two buildings with the same height and overall form can have vastly different densities if one building has mostly 2-bedroom units that average 1,500 square feet and the other has small studios that average 500 square feet.
- **Floor Area Ratio.** FAR is a measure of the total amount of building space (or “floor area”) compared to the area of the parcel. In the case of mixed-use developments that include residential uses, the FAR standards are applied to the entire building square footage, including residential uses, non-residential uses, and above ground structured parking. In addition, the residential density standards must also be met.
- **Mixed Use.** Mixed-use is a term used to describe when two or more uses (typically residential and non-residential uses) are allowed on the same parcels or within the same development project. These can be integrated vertically in the same building or horizontally in separate buildings on the same parcel.
- **“Commercial.”** Commercial is a term that used to describe a broad range of non-residential uses, including retail, restaurants, entertainment, services and offices. *Note that some of the City’s existing commercial zoning districts (C-1, C-1A, and C-2) are, in reality, mixed-use districts because they allow residential uses.*



Existing General Plan Land Use Designations

The map and table below provide a brief summary of the land use designations in the existing 2005 General Plan. While the City is very diverse, there are only 9 land use designations. Since the General Plan was adopted in 2005, State laws and interpretations by the courts have resulted in the need to create much more detailed land use designations. More detailed land use designations will also provide more certainty for the public and clearer direction for staff and elected officials.

General Plan Land Use Designations (2005)



Land Use Designation	Allowed Density (du/ac)
Agriculture (A). Predominantly accommodates the commercial cultivation of food crops and plants and raising of animals.	-
Commerce (C). Encourages a range of building types supporting a mix of functions, including commercial, entertainment, office, and housing.	-
Industry (I). Encourages intensive manufacturing, processing, warehousing, and light industries housed mainly in large-scale buildings.	-
Neighborhood Low (NL). 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
Neighborhood Medium (NM). 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
Neighborhood High (NH). A broader mix of building types, including higher-density attached residential, commercial, office, entertainment, and mixed-use.	21-54
Public & Institutional (PI). Accommodates civic function including government offices, hospitals, libraries, schools, and public green space.	-
Parks & Open Space (POS). Dedicates land to public recreation and leisure, ranging from neighborhood playgrounds and mini parks to large regional parks and natural preserves.	-
Downtown Specific Plan (SP). Accommodates land uses and building types highlighted in the Downtown Specific Plan.	21-54

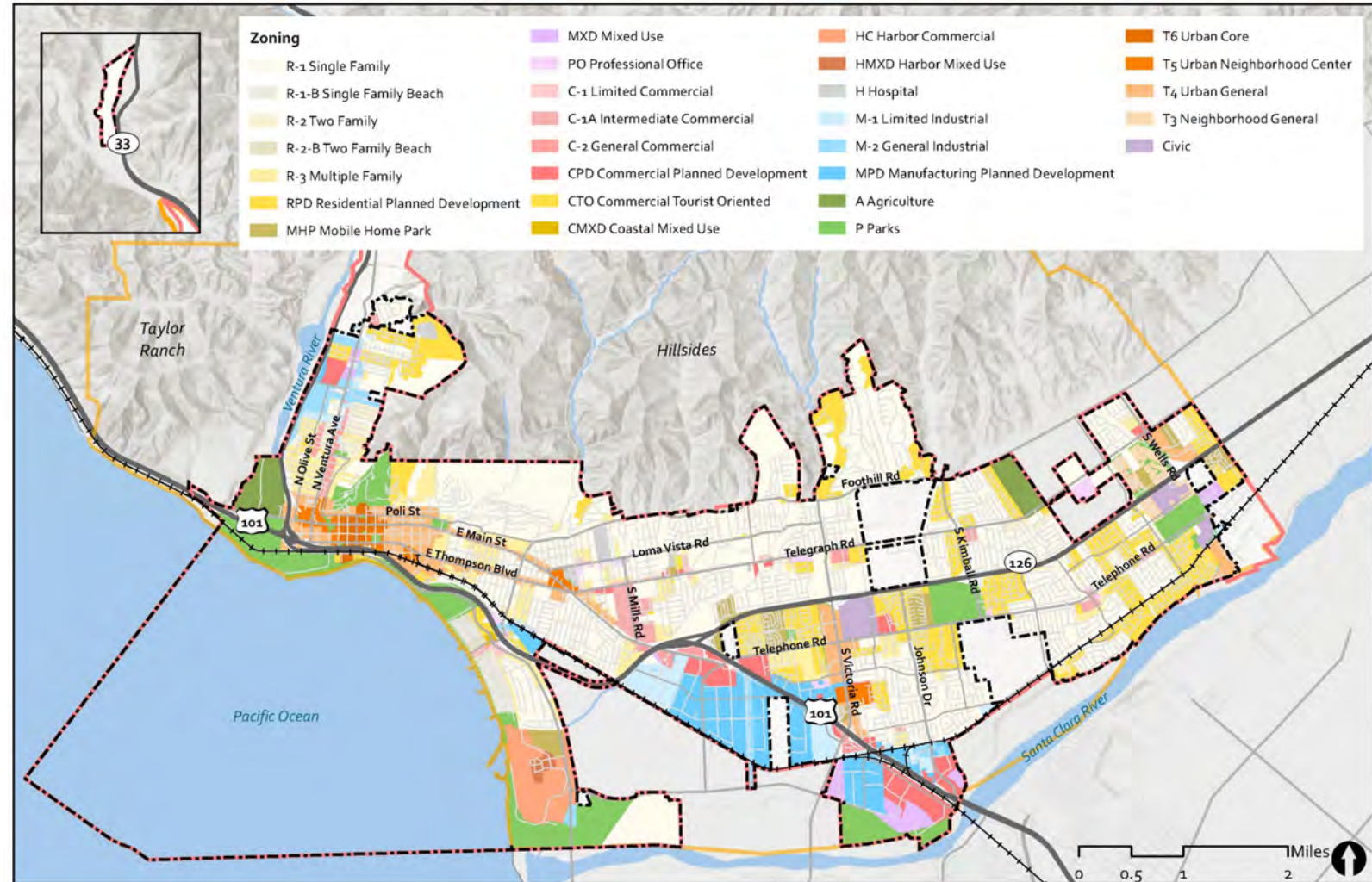
Note: The General Plan does not provide building intensity ranges for non-residential uses.

Existing Zoning Code

The City regulates the detailed aspects of development and land use through the zoning code and development and design standards in specific plans and area-specific development codes.

Between the zoning map shown to the right and the zoning districts found in Specific Plans, the City of Ventura has nearly 50 individual zoning districts.

Most of the areas within the Specific Plans and Development Codes are regulated with “form-based codes,” while other areas are regulated with standard zoning.



Current 6-Story Heights in Zoning

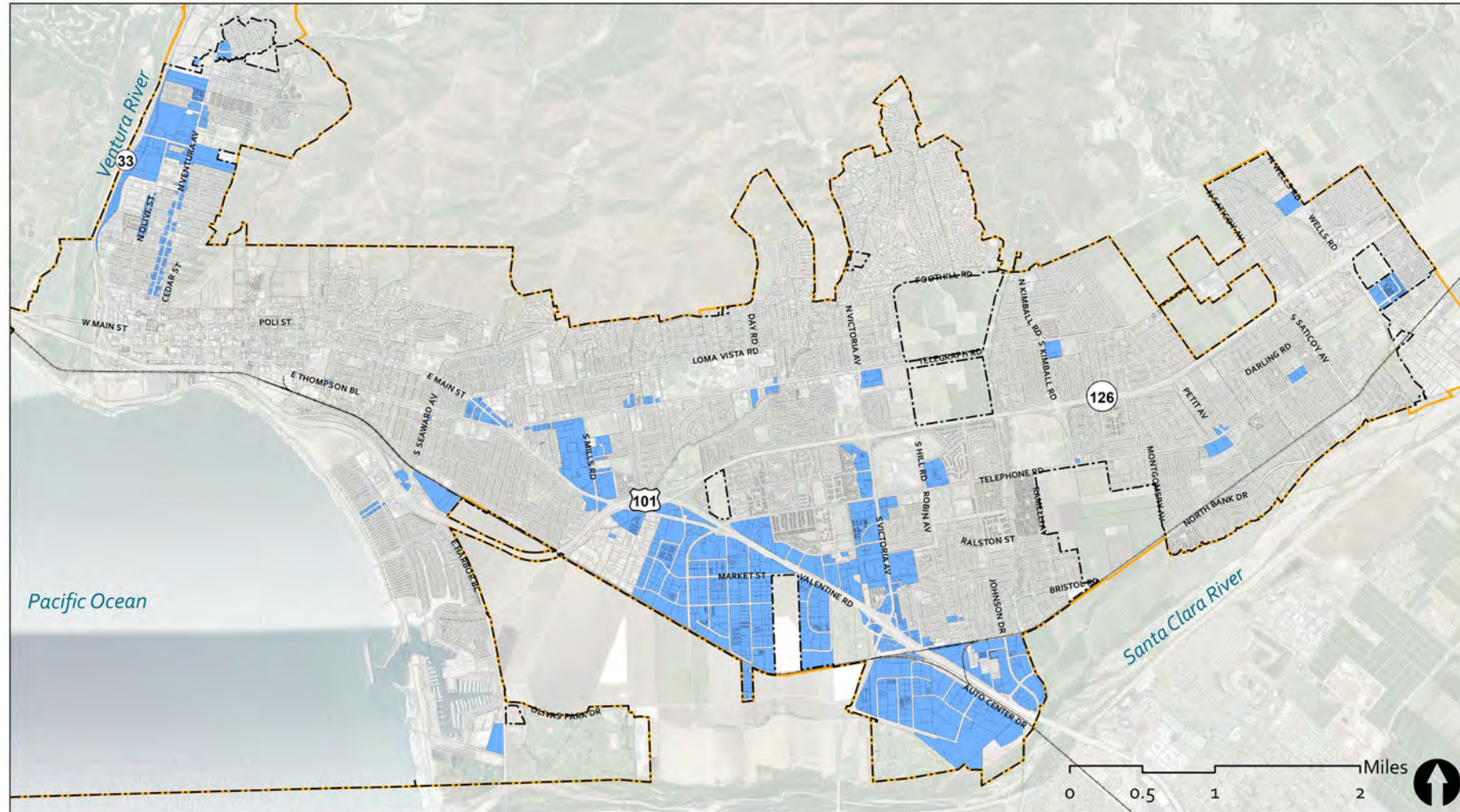
The current zoning code allows 6 story buildings throughout the city. These taller buildings are located in the following zones:

Residential, Mixed Use, and Commercial Zones


- **T 5.2 Neighborhood Core 2 (Midtown Corridors Development Code)** – 6 stories and 75 feet; mixed use
- **T 4.9 Urban General 9 (Victoria Corridors Development Code)** – 6 stories and 70 feet; mixed use
- **T 5.3 Urban Town Center 3 (Victoria Corridors Development Code)** – 6 stories and 70 feet; mixed use
- **C-1A General Commercial (zoning code)*** – 6 stories and 75 feet; commercial; residential only to 27 du/ac; mixed use has no max density
- **C-2 General Commercial (zoning code)*** – 6 stories and 75 feet; commercial; residential only to 27 du/ac; mixed use has no max density
- **MXD Mixed Use; (zoning code)** – 6 stories and 75 feet; mixed use

Non-Residential Zones

- **T 4.8 Urban General 8 (Victoria Corridors Development Code)** – 6 stories and 70 feet; employment/commercial
- **CPD Commercial Planned Development (zoning code)** – 6 stories and 75 feet; employment/commercial
- **M-2 General Industrial (zoning code)** – 6 stories and 75 feet; commercial and industrial uses
- **MPD Manufacturing Planned Development (zoning code)** – 6 stories and 75 feet; commercial and industrial uses



 Ventura City Limits
 Sphere of Influence
 Railroad

 Areas Allowing 6-Story Buildings





*Note that the City's existing commercial zoning districts (C-1, C-1A, and C-2) are actually mixed-use because they allow residential uses. Stand alone residential projects can be built to 27 du/ac, but mixed-use projects have no maximum density.





Proposed Land Use Designation Categories

In order to better meet the vision of the community, the updated General Plan will have new land use designations. Due to new State and legal requirements, the land use designations will be far more detailed than in the current General Plan. The land use designations are divided into five basic 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.

The following slides describe the proposed land use designations.

<p>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.</p> 	<p>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.</p> 
<p>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.</p> 	<p>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.</p> 

<p>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).</p> 	<p>Neighborhood Medium Attached single family housing and low-scale multifamily buildings including small lot single family residential, townhomes, rowhouses, and courtyard housing.</p> 
<p>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.</p> 	<p>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.</p> 

Residential Designations (proposed)

Neighborhood Very Low

(0-4 du/ac)

Up to 2.5 stories/30 feet. Single family residential buildings at very low density. The designation is used primarily on the edge of the city in areas with steeper slopes. It serves as a buffer between natural areas and more dense urbanized land.



Neighborhood Low Medium

(7.01-14 du/ac)

Up to 2.5 stories/30 feet. Small lot detached single family residential and attached single family housing such as townhomes, rowhouses, etc.



Neighborhood Low

(0-7 du/ac)

Up to 2.5 stories/30 feet. 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).*



Neighborhood Medium

(14.1-20 du/ac)

Up to 2.5 stories/30 feet. Similar to Neighborhood Low Medium but at higher densities and with some small multifamily housing, such as courtyard buildings.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Residential Designations (proposed)

Single Family Beach

(0-13 du/ac)

Up to 2.5 stories/30 feet. Single family and some recreational uses in the coastal zone. Includes very small lot single family and attached single family (duplex, small lot, very small lot).



Two Family Beach

(0-27 du/ac)

Up to 2.5 stories/30 feet. Single family and duplex homes and some recreation uses.



Mobile Home Exclusive

(0-14 du/ac)

Up to 3 stories/35 feet. Mobile home parks. Applied to existing mobile home parks within the city in order to preserve lower cost housing and to maintain the mobile homes in Ventura.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Residential Designations (proposed)

3-Story Multifamily/Coastal 3-Story Multifamily

(20.1-30 du/ac)

Up to 3-stories/40 feet. A mix of residential development, including townhouses, condominiums, and apartment buildings.



4-Story Multifamily

(30.1-54 du/ac)

Up to 4-stories/50 feet. Multifamily buildings designed to create a walkable, urban environment.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Mixed Use Designations (proposed)

Mixed Use 1/Coastal Mixed Use 1*

(0-30 du/ac | 1.75 FAR)

Up to 3 stories/45 feet. Mixed use areas blending residential, commercial, and retail uses and public spaces in a walkable urban environment. Buildings can be residential over retail, commercial, or just residential (including townhome live-work, retail, office, office over retail, and low-rise mixed use). The top floor may be a percentage of the total building area.



Mixed Use 2/Coastal Mixed Use 2*

(30.1-54 du/ac | 2.25 FAR)

Up to 4 stories/55 feet. 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, or just residential (including townhome live-work, retail, office, office over retail, and low-rise mixed use). The top floor may be a percentage of the total building area.



The photographs illustrate the types of uses allowed. They are not proposed projects.

**Note that the "Coastal Mixed Use 1" and "Coastal Mixed Use 2" designations are for parcels in the coastal zone. The standards for the designations are identical to the "Mixed Use 1" and "Mixed Use 2" designations unless otherwise noted.*

Mixed Use Designations (proposed)

Mixed Use 3/Coastal Mixed Use 3*

(45-65 du/ac | 2.75 FAR)

Up to 5 stories/65 feet. 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, or just residential (including low-rise residential, low-rise mixed use, retail, office mixed, and townhome live-work). The top floor may be a percentage of the total building area.



Mixed Use 4/Coastal Mixed Use 4*

(65.1-80 du/ac | 3.25 FAR)

Up to 6 stories/75 feet. A vertical or horizontal mix of uses with retail, office, and/or residential. Building can be residential over retail, commercial, or just residential (including low-rise residential, low-rise mixed use, retail, office mixed, and townhome live-work). The top floor may be a percentage of the total building area.



The photographs illustrate the types of uses allowed. They are not proposed projects.

**Note that the "Coastal Mixed Use 3" and "Coastal Mixed Use 4" designations are for parcels in the coastal zone. The standards for the designations are identical to the "Mixed Use 3" and "Mixed Use 4" designations unless otherwise noted.*

Mixed Use Designations (proposed)

Harbor Mixed Use

(0-30 du/ac | 2.00 FAR)

Up to 3 stories/45 feet. Residential in conjunction with visitor-serving commercial and recreational uses. Includes mixed-use, retail shops, townhome live-work, recreation, etc. This designation is only applied to the Harbor area.



Coastal Mixed Use

(0-30 du/ac | 2.00 FAR)

Up to 3 stories/35 feet. Residential in conjunction with visitor-serving commercial and recreational uses. Includes mixed-use, retail shops, townhome live-work, recreation, etc. These designations are only applied to limited parcels in the Coastal Zone.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Commercial Designations (proposed)

Commercial

(0.35 FAR)

Up to 2 stories/30 feet. Retail and service uses primarily accessed by car that attracts consumers from a regional market area. Uses include stand-alone fast-food establishments, gas stations, auto-sales, auto-repair, strip commercial, and similar uses. Buildings may be up to 2 stories; hotels allowed with additional height.



Neighborhood Center

(up to 45 du/ac | 1.50 FAR)

This designation is for existing shopping centers and allows the transformation of these centers into mixed use nodes that allow housing on up to 1/3 of the shopping center area while preserving the primary function of retail and commercial uses that serve adjacent neighborhoods. Retail and commercial uses should be 1-2 stories and mixed-use or residential buildings can be up to 4 stories depending on the context.



Commercial Tourist-Oriented

(0.50 FAR)

Up to 2.5 stories/30 feet. Coastal designation for visitor-serving commercial retail, including hotels, restaurants, retail shops, and strip commercial.



Harbor Commercial

(0.50 FAR)

Up to 2.5 stories/30 feet. Visitor-serving retail, including restaurants, recreation, retail shops, and strip commercial, as well as boating and commercial fishing facilities.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Employment Designations (proposed)

Light Industrial/Flex

(1.50 FAR)

Up to 3 stories/45 feet. Allows for a variety of light industrial, production, distribution, and commercial uses that produce limited impacts on nearby properties, such as noise, gas, odor, or vibration. Buildings can vary in size from small-scale industrial flex uses to large floorplate buildings. The designation allows a variety of “clean” uses, including printing, engraving and publishing, retail/showroom, indoor and outdoor storage, R&D, offices, and supportive retail with limited commercial. Specific uses may be limited depending on the context.



General/Heavy Industrial

(1.00 FAR)

Up to 3 stories/55 feet. Allows for a wide variety of manufacturing, warehouse, and distribution uses. Toxic, hazardous, or explosive materials may be produced or used in large quantities and could cause impacts on nearby properties, such as noise, gas, odor, dust, or vibration. Includes manufacturing for apparel and textile mills, glass and glass products, chemical products, medical and pharmaceutical products, automotive and heavy equipment, and more. New uses should be located away from residential areas and new residential uses should not be allowed nearby. Floor heights are typically higher than standard residential or commercial buildings.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Employment Designations (proposed)

Office/R&D

(3.00 FAR)

Up to 6 stories/75 feet. Allows a variety of employment uses in a walkable, urban environment. Includes high-density corporate headquarters, research and development facilities, and offices. The intent of the designation is to attract corporate office buildings and business parks to locate in Ventura.



Hospitals

Allows for the continued operation and expansion of the city's two hospitals.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Public/Institutional Designations (proposed)

Public (General)

Allows for a variety of public facilities and uses, including City Hall, community centers, utilities, corporation yards, and infrastructure.



Schools

Allows public and private schools.



Natural Open Spaces

Preserves natural open spaces intended for habitat, visual amenities, and passive recreation.



Agriculture

Allows for continued agricultural uses within the City limits. 3 story multifamily residential is allowed as an accessory use to support active farming activities.



The photographs illustrate the types of uses allowed. They are not proposed projects.

Public/Institutional Designations (proposed)

Parks

Designation for a variety of park types ranging from pocket parks and plazas to neighborhood parks that serve specific residential areas to regional parks that serve multiple neighborhoods or larger areas of the city.



Golf Courses

Allows for the continued use and expansion of the City's public and private golf courses. Retail to support golf operations and visitor-serving uses, including conference centers and hotels, are allowed as a secondary use and to support golf operations and expand visitor-serving uses within the city. Residential uses are not allowed except for on-site worker housing for employees of the facility.



The photographs illustrate the types of uses allowed. They are not proposed projects.

“Base” Land Use Designation Map - Methodology

The next step in the alternatives process was to create a “base” land use designation map by correlating the proposed land use designations with the current zoning map. This base map will serve as the starting point for the alternatives. The following describes the methodology used to create the “base” map.

- Residential designations were created that generally match the densities of existing land use designations and zoning districts. They were then applied to the zoning districts in the City’s zoning code.
- Parcels with a zoning district of “Residential Planned Development” were redesignated to match the approved/built project density and the range of housing unit types.
- All zoning districts that allow both residential and commercial uses were given a “mixed use” designation based on the allowable height of the building. C-1, C-1A, and C-2 were given a “mixed use” designation to clarify that residential and commercial uses are allowed in current zoning. Density standards were developed to identify a maximum density, compared to current zoning where no maximum is identified. With this approach, all C-1 zoning was designed at Mixed Use 1 (3 stories and 45 feet) and all C-1A and C-2 were designated with Mixed Use 4 (6 stories and 75 feet).
- All form-based districts (“T” zones) were identified with a parallel land use designation based on the maximum number of stories, regardless of whether the top floor can be built at 100% of the building. **More specific restrictions on the percentage of the top floor that can be built will remain in the zoning code.** As an example, T 4.2 from the Downtown Specific Plan allows 2 story buildings with a 3rd story that can cover up to 40% of the building. The parallel land use designation is Mixed Use 1, which allows 3 story mixed use buildings. The Downtown Specific Plan can continue to specify that only 40% of the top floor can be built.

- A range of new coastal-specific land use designations were created to differentiate parcels in the State-identified coastal zone. The coastal designations are a combination of existing land use designations and new designations to reflect the current designation of all parcels in the coastal zone. Note that at this point, some coastal and non-coastal designations are identical. All parcels in the State-designated coastal zone were identified as one of the coastal land use designations.
- The “Professional Office” district was designated as “Commercial” since it allows a range of office, service, and retail uses.
- Two distinct industrial districts were created, one which allows heavy industrial uses (General/Heavy Industrial) and one that is focused on non-polluting industrial uses (Light Industrial/Flex). This will help to separate polluting uses from existing residential areas.
- Several public and institutional land use designations were developed to reflect on-the-ground conditions: existing parks were designated as “Parks”; existing open spaces (including the barrancas) were designated as “Open Space”; existing schools (public and private) were designated as “Schools”; public buildings and properties were designated as “Public”; and the three golf courses were designated as “Golf Course.”

After a preliminary map was created, the General Plan Team reviewed the map and redesignated some recently developed areas to match on-the-ground conditions.

The following slides show a correspondence table between zoning and the proposed land use designation and then the base land use designation map.

Zoning-Land Use Designation Correspondence Table

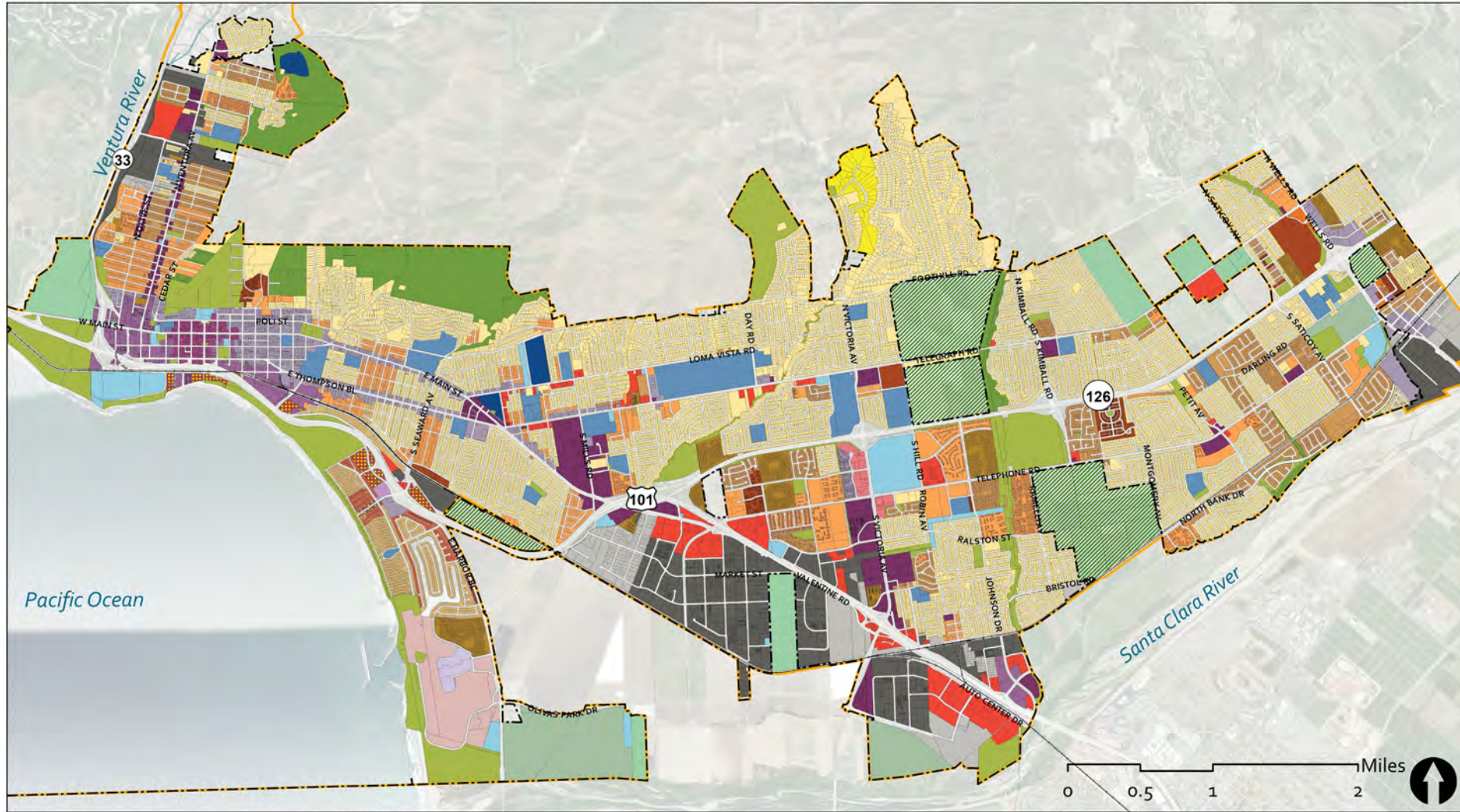
Zoning Code	Proposed New GP Designation
Downtown Specific Plan	
T4.1	Mixed Use 1 (3 stories)
T4.2	Mixed Use 1 (3 stories)
T4.3	Mixed Use 2 (4 stories)
T4.3.5	Mixed Use 2 (4 stories)
T4.4	Mixed Use 1 (3 stories)
T5.1	Mixed Use 2 (4 stories)
T 6.1 Mission	Mixed Use 2 (4 stories)
T 6.1 Taper	Mixed Use 2 (4 stories)
T6.1 Fringe	Mixed Use 2 (4 stories)
T6.1 Core	Mixed Use 3 (5 stories)
Midtown Corridors Development Code	
T4.5	Mixed Use 1 (3 stories)
T5.2	Mixed Use 4 (6 stories)

Zoning Code	Proposed New GP Designation
Parklands Specific Plan	
T3.1	Neighborhood Low (2.5 stories)
T3.2	Neighborhood Medium (2.5 stories)
T4.6	4 Story Multifamily (4 stories)
Saticoy Wells Development Code	
T3.3	Neighborhood Low (2.5 stories)
T4.10	Mixed Use 1 (3 stories)
T5.4	Mixed Use 2 (4 stories)
UC Hansen Specific Plan	
T3.3	Neighborhood Low (2.5 stories)
T3.4	Neighborhood Low Medium (2.5 stories)
T4.7	Neighborhood Medium (2.5 stories)
Victoria Corridors Development Code	
T4.5	Mixed Use 1 (3 stories)
T4.8	Office/R&D (6 stories)
T4.9	Mixed Use 4 (6 stories)
T5.3	Mixed Use 4 (6 stories)

Zoning Code	Proposed New GP Designation
A	Agricultural
C-1	Mixed Use 1 (3 stories)
C-1A	Mixed Use 4 (6 stories)
C-2	Mixed Use 4 (6 stories)
CMXD	Coastal Mixed Use (3 stories)
CPD	Commercial (2 stories)
CTO	Commercial Tourist Oriented (2.5 stories)
H	Hospital (special district)
HC	Harbor Commercial (2.5 stories)
HMXD	Harbor Mixed Use (3 stories)
M-1	Light Industrial/Flex (3 stories)
M-2	General/Heavy Industrial (6 stories)
MHP	Mobile Home Exclusive (3 stories)
MPD	General/Heavy Industrial (6 stories)
MXD	Mixed Use 4 (6 stories)
P	Parks (n/a)
PO	Commercial (2 stories)
R-1	Neighborhood Low (2.5 stories)
R-1-B	Single Family Beach (2.5 stories)
R-2	Neighborhood Low Medium (2.5 stories)
R-2-B	Two Family Beach (2.5 stories)
R-3	3 Story Multifamily (3 stories)
R-P-D	Varies based on built project
Civic	Public (n/a)

Note: the tables express the maximum number of stories, regardless of whether the top floor can be built at 100% of the building. More specific restrictions on the percentage of the top floor that can be built will remain in the zoning code.

“Base” Land Use Designation Map



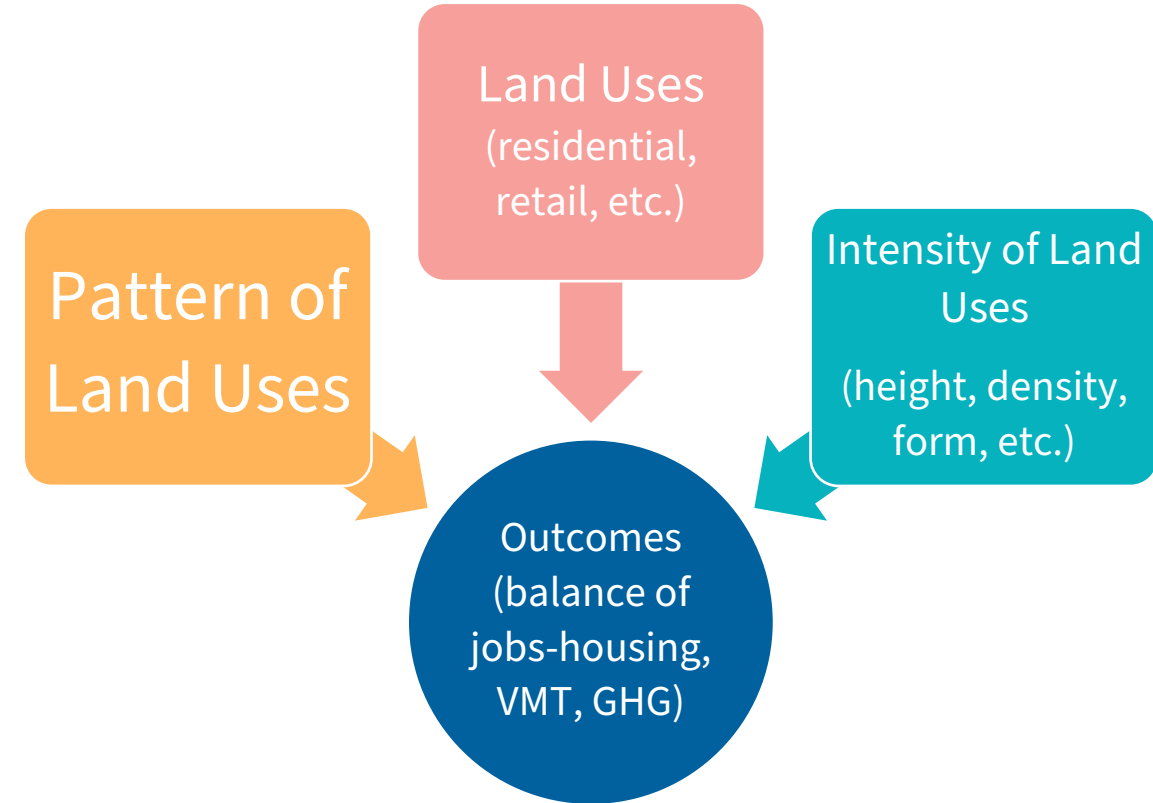
Background on Alternatives

Land Use Alternatives

Throughout the community engagement process, residents expressed their ideas about the future of the city. While the City Council, the GPAC, and the public endorsed the Vision, there are multiple ways that the ideas can be manifested in the land use plan. The land use alternatives allow the General Plan team to better understand the community's direction on multiple questions, including:

- 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
- How the land use patterns relate to other plan outcomes, including the mix of housing types, the number and type of jobs, the amount that people drive, and per capita greenhouse gas emissions

The development of the land use alternatives has been a year in the making. The process and outcomes from the engagement process are discussed on the following pages.



Why Explore Changes to the Land Use Designation Map?

Changes to land use designations and the land use designation map are needed for multiple reasons, all of which reflect sentiments from some segments of the community.

- Changes in State law and legal precedent, including requiring a closer connection between General Plan Land Use Designations and Zoning. *(Note that this is a change also requested by the community).*
- The need to implement the vision developed by the community
- To allow for additional development to expand the economy, improve the jobs/housing balance, and provide more housing diversity.
- To incentivize older uses to redevelop with new uses that support other City goals
- To assist the City with accommodating future regional housing needs requirements (imposed by the State and the region)

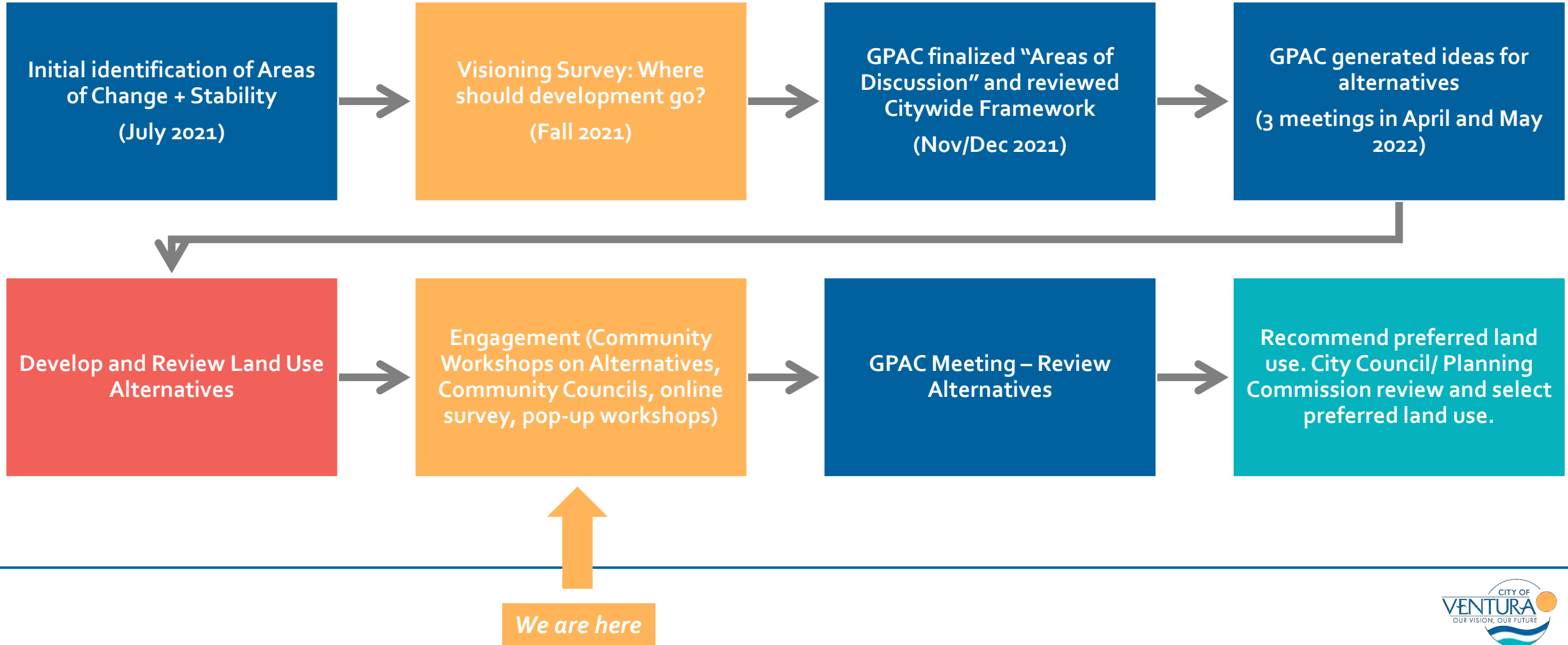
Components of the Vision Statement are implemented through changes in land use designations:

- Enhance neighborhoods with infill
- Strengthen the Downtown
- Transform commercial corridors
- Expand the number and diversity of housing units
- Develop around transit
- Add retail, services, and housing to East Ventura
- Expand employment uses
- Protect public open spaces
- Reduce GHG emissions
- Reduce air pollution
- Avoid wildfire and Sea Level Rise areas
- Increase walking, biking, and transit

Path to Land Use Alternatives

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

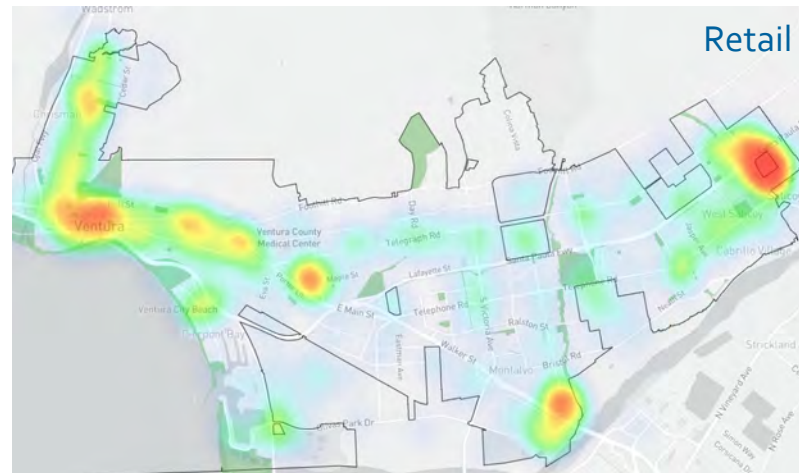
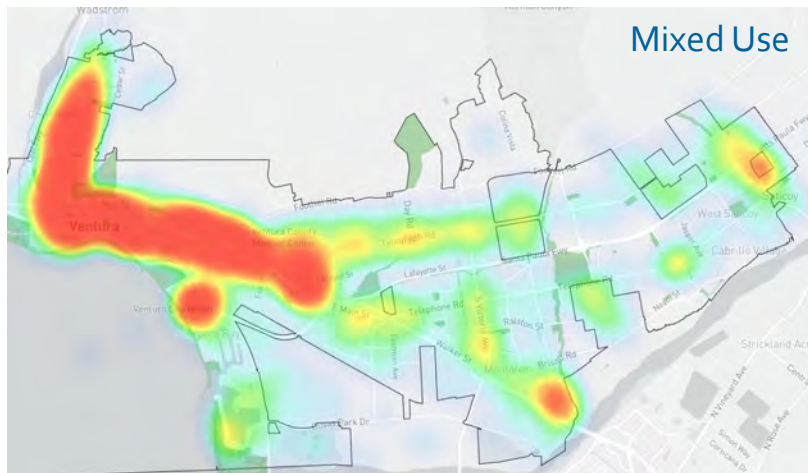
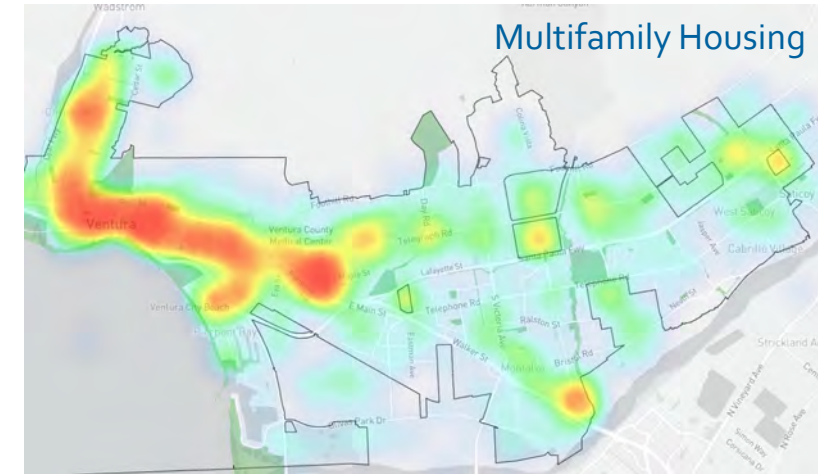
- GPAC Meetings
- Public Engagement
- Consultant Work
- CC/PC Action



Where should development go? Visioning Survey Results

In Fall 2021, there was an online community survey that asked residents to identify locations where new development should occur. Participants placed “dots” on a virtual map for different land use types, including mixed use, multifamily residential, townhomes, retail/services, and employment, among others. The maps on this page provide a snapshot of the results. This information was used to identify both the locations for new development and the type of use. The maps produced from the survey and specific written comments from participants were used to inform the “Areas of Discussion” and to generate ideas for land use alternatives. The full results of the survey can be found [here](#).

These maps reflect the aggregate of the community feedback.

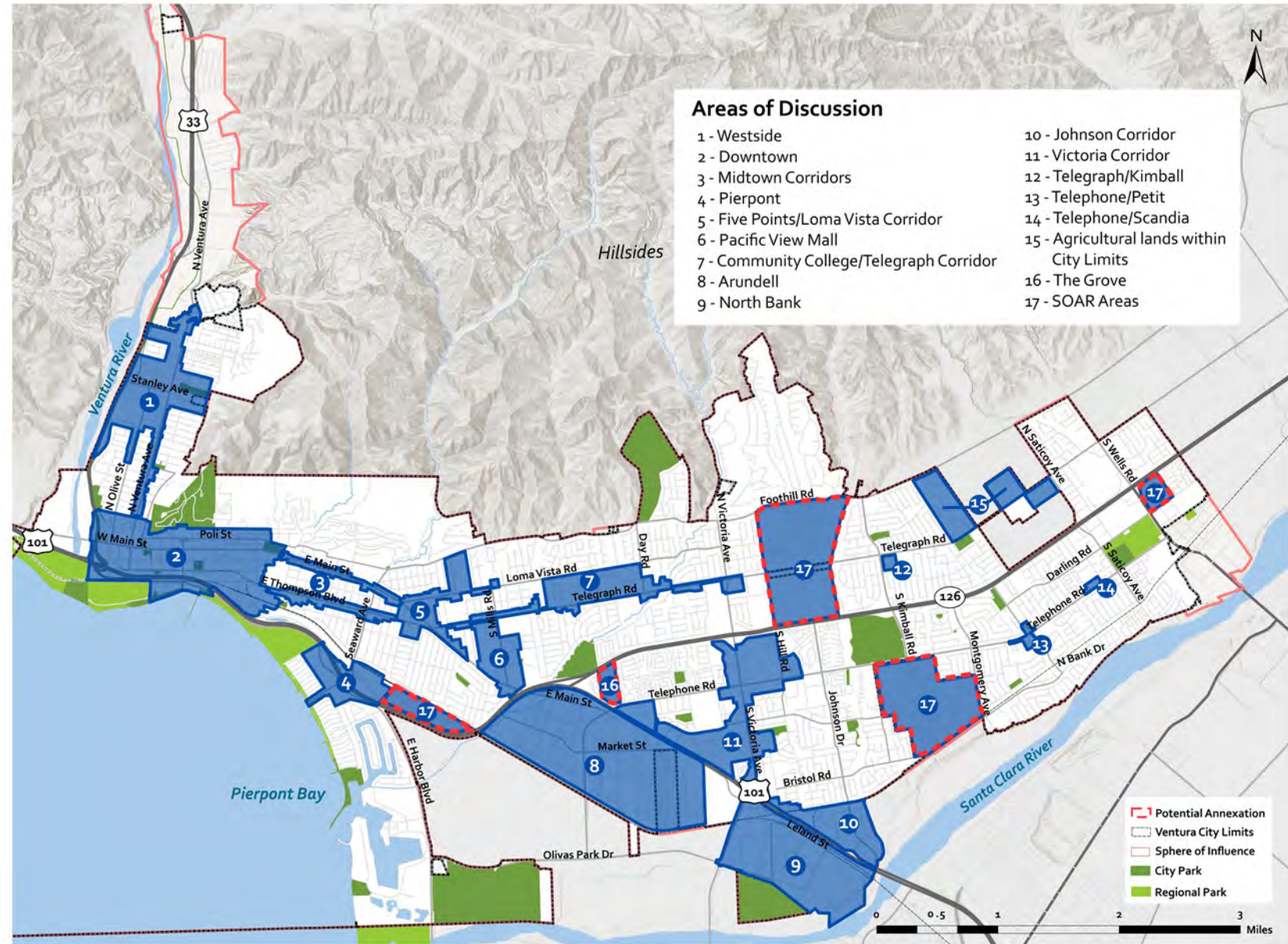


Areas of Discussion

Based on public feedback from the Visioning Survey, the GPAC identified and refined the “Areas of Discussion.” Discussions on this map occurred in July, October, and November 2021 and January and February 2022). These are areas where land use designation changes and/or new, substantial development should be considered over the next 20-30 years. The map shows the final Areas of Discussion.

Areas outside of the Areas of Discussion will generally maintain their current land use designations. These areas are represented in white in the map to the right.

While there was general agreement that these are the locations where land use changes or new development should occur, there was not a consensus on the types of uses or intensity of development in each area. Some residents expressed a strong desire for limiting growth to fewer areas, while other expressed a desire for more higher density development throughout the city. The purpose of the land use alternatives is to explore different ideas about where development could occur and develop a direction based on the feedback received through the process.

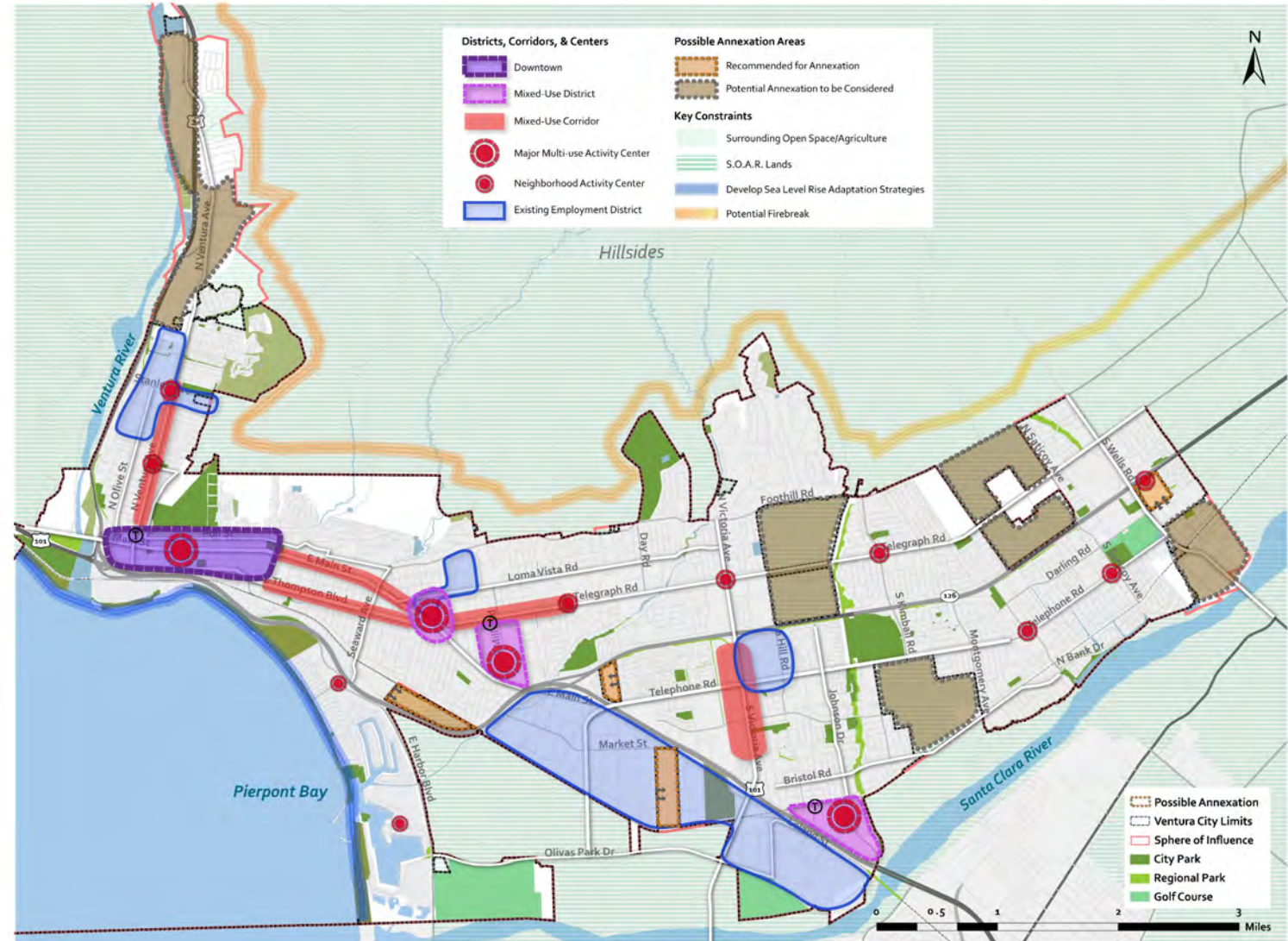


Framework Map

Using the feedback from the GPAC, the General Plan Team created a high-level “Framework Map” to express the overall land use, growth, and conservation direction. This map was the starting point for developing more specific ideas for the land use alternatives. The Framework Map has the following ideas:

- Preserving natural areas – ocean, hillside and agriculture – outside of the Sphere of Influence
- Addressing natural hazards (flooding, sea level rise, and wildfires) and minimizing new development in these areas
- Enhancing downtown as the “heart of the City”
- Redeveloping commercial corridors into walkable mixed-use areas (Ventura, Main, Thompson, Telegraph, and Victoria)
- Preserving and enhancing employment on the Westside and in North Bank, Arundell, and the Government Center
- Creating a network of mixed-use activity centers throughout the city
- Exploring annexation for areas already within the City’s Sphere of Influence
- Developing a network of parks, trails, agriculture, and open spaces around and through the City

This map was presented to and discussed with the GPAC in February 2022.



Generating Ideas for Alternatives

After the Areas of Discussion were finalized, the GPAC and public (at GPAC meetings) expressed their ideas for future land uses in each area. This occurred in April and May 2022 at three GPAC meetings. GPAC members and the public were asked to place “land use” stickers on maps for where they thought new uses should be located. They also placed “sticky notes” with additional ideas. There were four GPAC groups and an additional set of maps for the public. This information was used by the General Plan team as the basis for developing the land use alternatives.

The process generated hundreds of ideas for new land uses and other development and conservation ideas throughout the city. While there were general themes identified, the suggestions for location, type of land use, and intensity of use (density and building height) varied greatly. For example, at the May GPAC meetings, 2 of the 4 GPAC groups were supportive of considering development in the SOAR areas while the other 2 groups were adamantly opposed.

The General Plan Team combined the ideas generated by the public into the three distinct land use alternatives, plus a fourth for the base land use designations (which is the translation of existing zoning and means “no change”). The alternatives are meant to reflect the range of ideas generated by the community, to test different ideas about growth and conservation, and to garner feedback from the community on the future of Ventura.

None of the alternatives as presented are likely to represent the perfect direction for Ventura. The final, selected alternative will more than likely be a combination of ideas from the alternatives plus new ideas developed through the engagement process and direction from the City Council.

