

# Draft Land Use Designations & Preferred Land Use Map: City Council

September 25, 2023



# Outcomes and Agenda

*Outcome: Receive endorsement from City Council on the Draft Land Use Designations and Preferred Land Use Map.*

- Introduction
- Brief Presentation Overview
- Public Comment
- City Council Discussion and Direction
  - Areas w/GPAC, PC, and Public agreement (SOAR, Eastside, Downtown, Arundell)
  - Areas w/GPAC and PC agreement (Victoria, Pierpont)
  - Areas without consensus (Midtown, Pacific View Mall, College, Johnson)
  - Any area to rediscuss



# Background and Process

# 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**
- **8 required Elements**
  1. Land Use
  2. Circulation
  3. Housing
  4. Noise
  5. Conservation
  6. Safety
  7. Open Space
  8. 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.



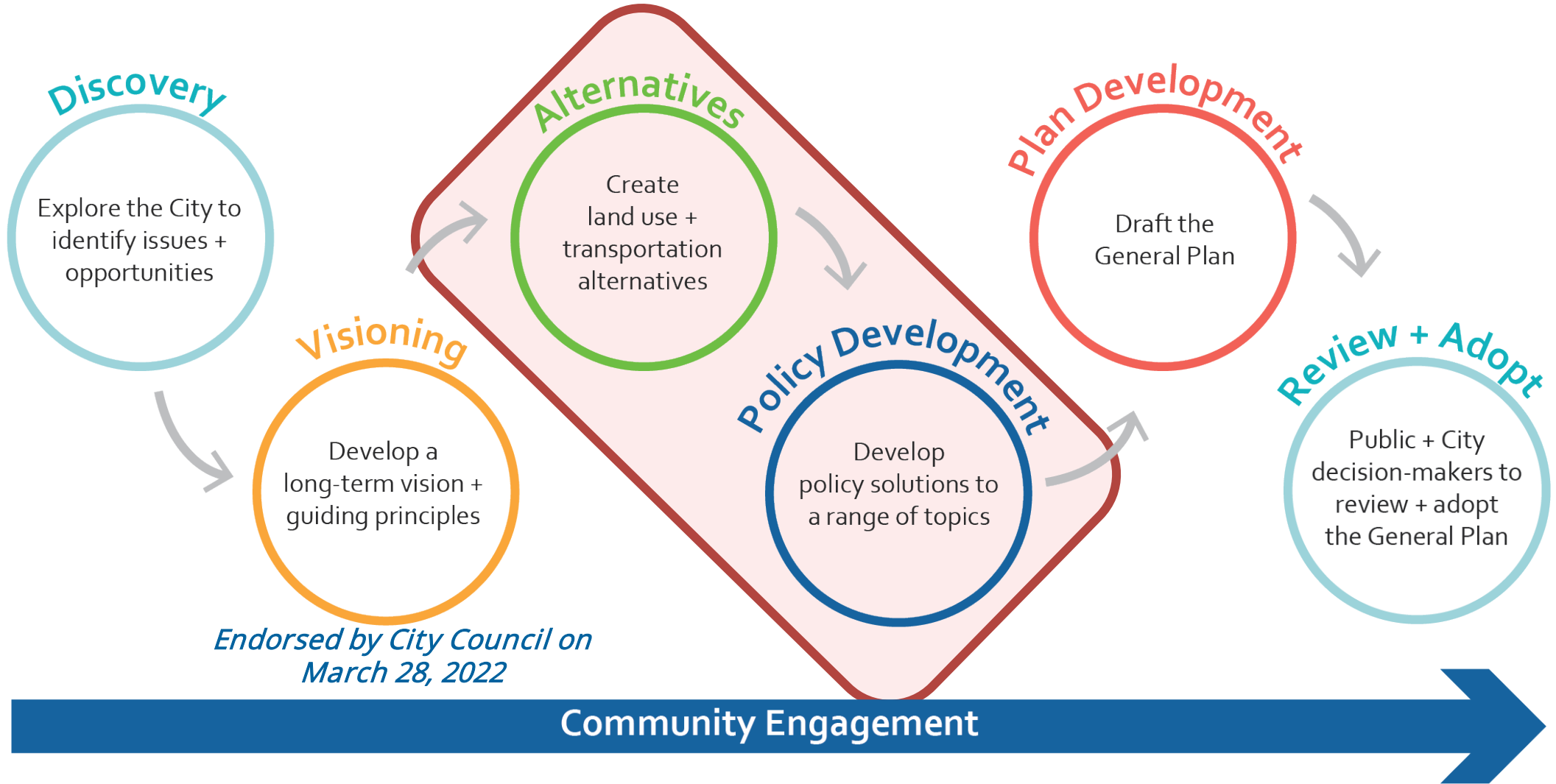


# The Family of Plans



(Examples of Types of Plans)

# General Plan Update Process



# Community Outreach to Date



General Plan website with videos, resources & events calendar



65+ GPAC meetings, workshops, stakeholder interviews, and other meetings



18 Community pop-up events



5 Surveys with 7,866 responses



Local news articles & advertisements with 100,000 print copies distributed



60 GPU videos



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



Over 200,000 people reached on social media (City & GPU)



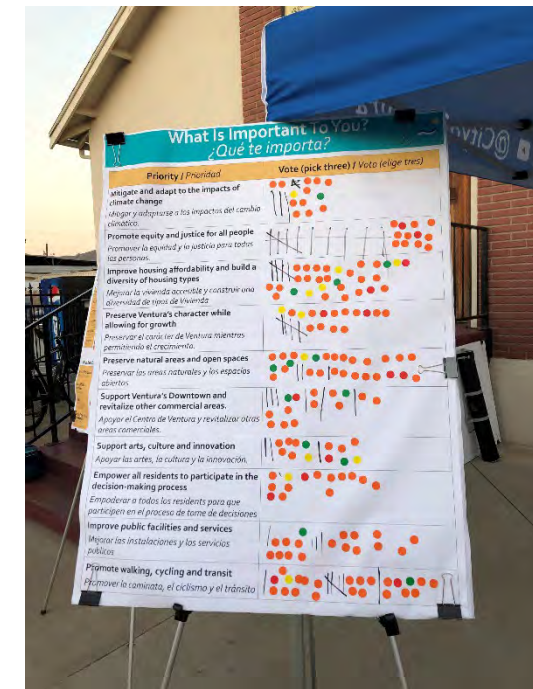
E-blasts & newsletters shared with more than 89,000 subscribers



1,000+ Public Comments

# Engagement Efforts To Date

- 24 GPAC meetings
- 6 Educational forums
- 5 Community Workshops and Open Houses
- 21 Community Council meetings (3 rounds)
- 18 Pop-up events
- 23 Stakeholder interviews
- 5 City Council meetings
- 6 Board and Commission meetings
- 5 Community Surveys and Feedback Forms:
  - Issues & Opportunities (Nov 2020 – Jan 2021): 2,368 responses
  - Visioning (Aug - Oct 2021): 1,505 responses
  - Vision Statement Review (Mar 2022): 341 responses
  - Land Use Alternatives (Aug-Oct 2022): 2,471 responses
  - Preferred Land Use (June – Aug 2023): 1,181 responses





# Vision Statement



# Implement 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.**"*

# Implement the Vision – Land Use Strategies

- 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 SLR areas
- Increase walking, biking and transit



# Land Use Designations



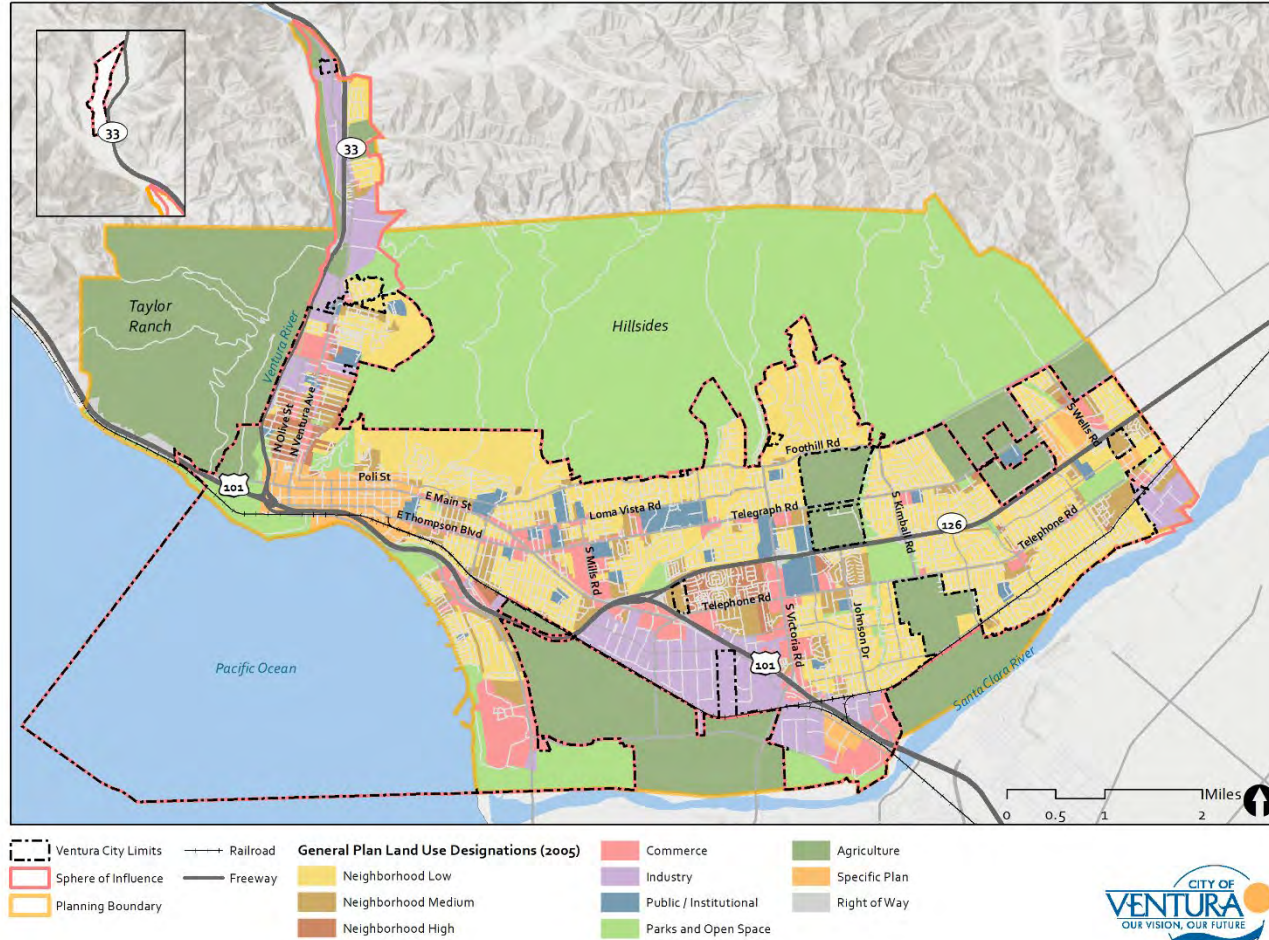
# What are “Land Use Designations”?

- 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



# Existing General Plan Land Use Designations

General Plan Land Use Designations (2005)



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



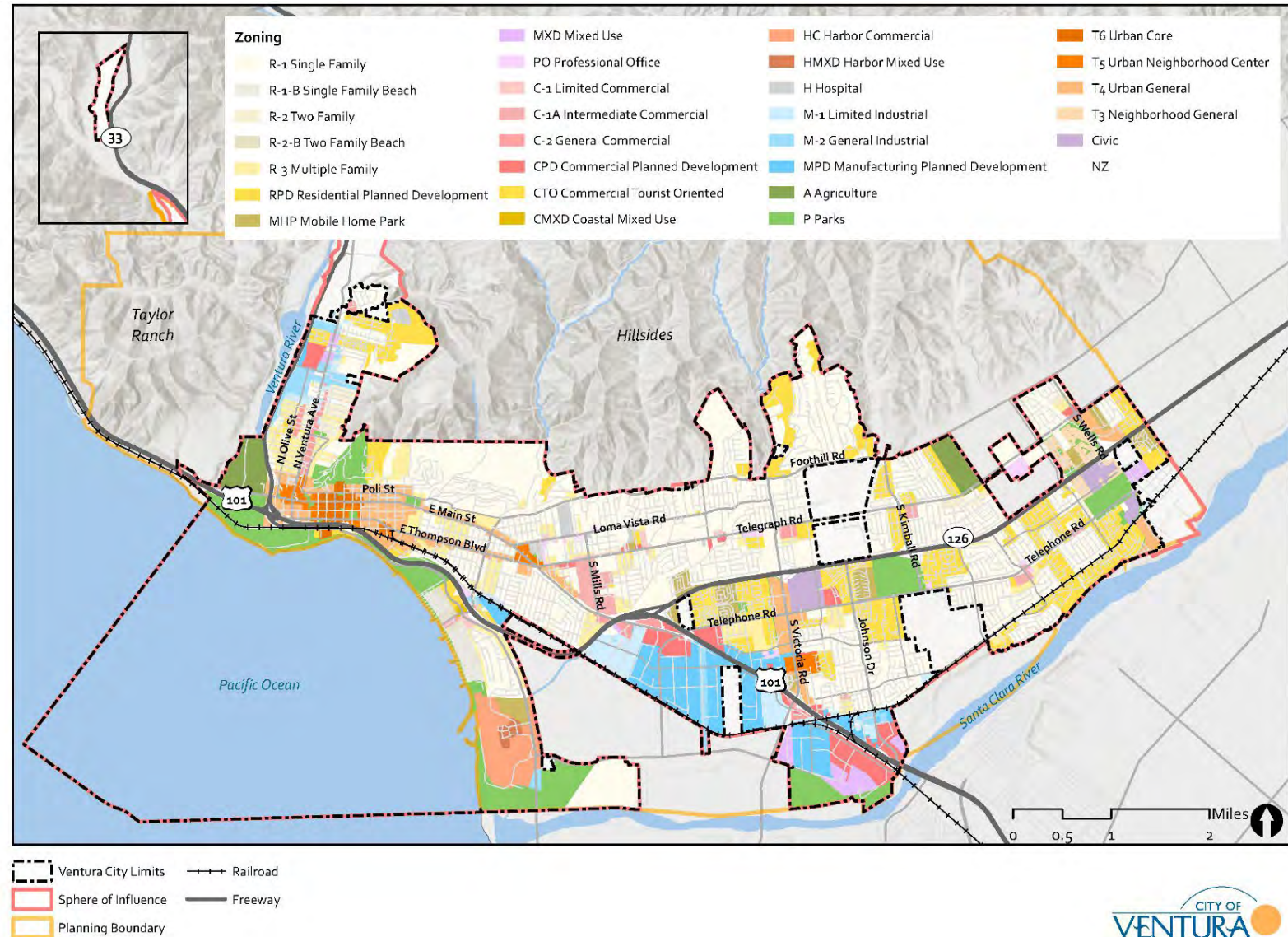
Land Use Designation	Allowed Density (du/ac)
<b>Agriculture (A).</b> Predominantly accommodates the commercial cultivation of food crops and plants and raising of animals.	-
<b>Commerce (C).</b> Encourages a range of building types supporting a mix of functions, including commercial, entertainment, office, 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*



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



# 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.

# Overview of Revised Designations


- 31 designations in 5 categories
- Based on zoning districts, with similar districts combined
- Preserves residential zoning districts
- Includes specific designations for coastal zone
- Includes new designations for:
  - *Commercial* (no residential allowed)
  - Neighborhood Center
  - Office/R&D
  - Additional Industrial designations (3-story General Industrial and 6-story Light Industrial)




# 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).



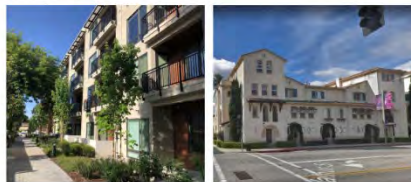
**3-Story Multifamily**  
Up to 3-stories. A mix of residential development, including townhouses, condominiums, and apartment buildings. The top floor may be a percentage of the total building area.



**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 – generally a 1 to 1 between zoning and new designations
3. Commercial Zones
  - C-1 - applied Mixed Use 1 (3 stories/45 feet)
  - C-1A and C-2 – applied Mixed Use 4 (6 stories)
4. Form-based Zones (Downtown, Midtown, Victoria Corridor)
  - Matched based on maximum height of top floor but zoning will maintain percentage of top floor
  - Added density based on existing residential densities and an analysis of approved projects
5. Industrial
  - Created 2 Light Industrial/Flex Designations – 3 story and 6 story (based on M1 zoning)
  - Created 2 General Industrial Designations – 3 story and 6 story (based on M2 zoning)
6. Coastal zones – Coastal-specific land uses designations created
7. New designations
  - "Commercial"-only designation that does not allow residential
  - "Neighborhood Center"
  - Detailed public and institutional designations to reflect current conditions



# Residential Designations

## Neighborhood Very Low (0-4 du/ac)

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



## 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 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,



## 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.



## 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.



*Note: heights and densities exclude State mandated density bonus law*



# Residential Designations

## 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. The top floor may be a percentage of the total building area.



## 4-Story Multifamily (30.1-54 du/ac)

Up to 4 stories/50 feet. Multifamily buildings designed to create a walkable, urban environment. The upper floors may be a percentage of the total building area.



## 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.



*Note: heights and densities exclude State mandated density bonus law*

# Mixed Use Designations

## Mixed Use 3/ Coastal Mixed Use 3\* (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 4/ Coastal Mixed Use 4\* (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.



## Mixed Use 5/ Coastal Mixed Use 5\* (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.



*Note: heights and densities exclude State mandated density bonus law*



# Mixed Use Designations

## Mixed Use 6/ Coastal Mixed Use 6\* (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.



## 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 (commercial uses are required). 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.



*\*Note that the Coastal Mixed Use 1, Coastal Mixed Use 2, 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 1, Mixed Use 2, Mixed Use 3, and Mixed Use 4 designations, respectively, unless otherwise noted.*

*Note: heights and densities exclude State mandated density bonus*



# Non-Residential Designations

## Commercial (0.35 FAR)

Up to 3 stories/40 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. Hotels allowed with additional height.



## Neighborhood Center (up to 45 du/ac | 1.50 FAR)

Up to 4 stories/55 feet. 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 uses, including hotels, restaurants, recreation, parks and open space, retail shops, and strip commercial, as well as boating and commercial fishing facilities.



# Non-Residential Designations

## 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. Uses allowed in the Light/Industrial Flex designation are also allowed in this designation.



## Hospitals

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





# Industrial Designations

## Light Industrial/Flex 3 (1.5 FAR) and Light Industrial/Flex 6 (2.25 FAR)

Up to 3 stories/45 feet or up to 6 stories/75 feet. Allows for a variety of light industrial, production, distribution, auto repair, commercial and office uses that typically involve physical assembly/reshaping of finished materials and/or retail sales that are clearly incidental to an industrial use. Small-scale food production, such as breweries, and craft manufacturing are allowed so long as there are minimal use of chemical and impacts. Produces limited impacts on nearby properties, such as noise, gas, odor, vibration and heavy truck traffic. 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 storage and limited outdoor storage, R&D, offices, and supportive retail. Given the limited impacts, Light Industrial/Flex uses may be located in close proximity to residential uses.



## General Industrial 3 (1.0 FAR) and General Industrial 6 (1.75 FAR)

Up to 3 stories/55 feet or up to 6 stories/75 feet. Allows for a wide variety of manufacturing, warehouse, and distribution uses including production of materials and goods, warehouse and distribution, and outdoor storage. 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 cosmetics and perfumes, electrical appliances and explosives, apparel and textile mills, wood and paper, glass and glass products, chemical products, medical and pharmaceutical products, plastics and rubber, primary and fabricated metal products, and automotive and heavy equipment. Allows for outdoor storage of goods and materials and outdoor manufacturing activities, including welding and fabrication. Heavy truck traffic serving the use is allowed. New uses should be located away from residential areas and new residential uses should not be allowed nearby.





# Public and Institutional

## 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.



## 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.



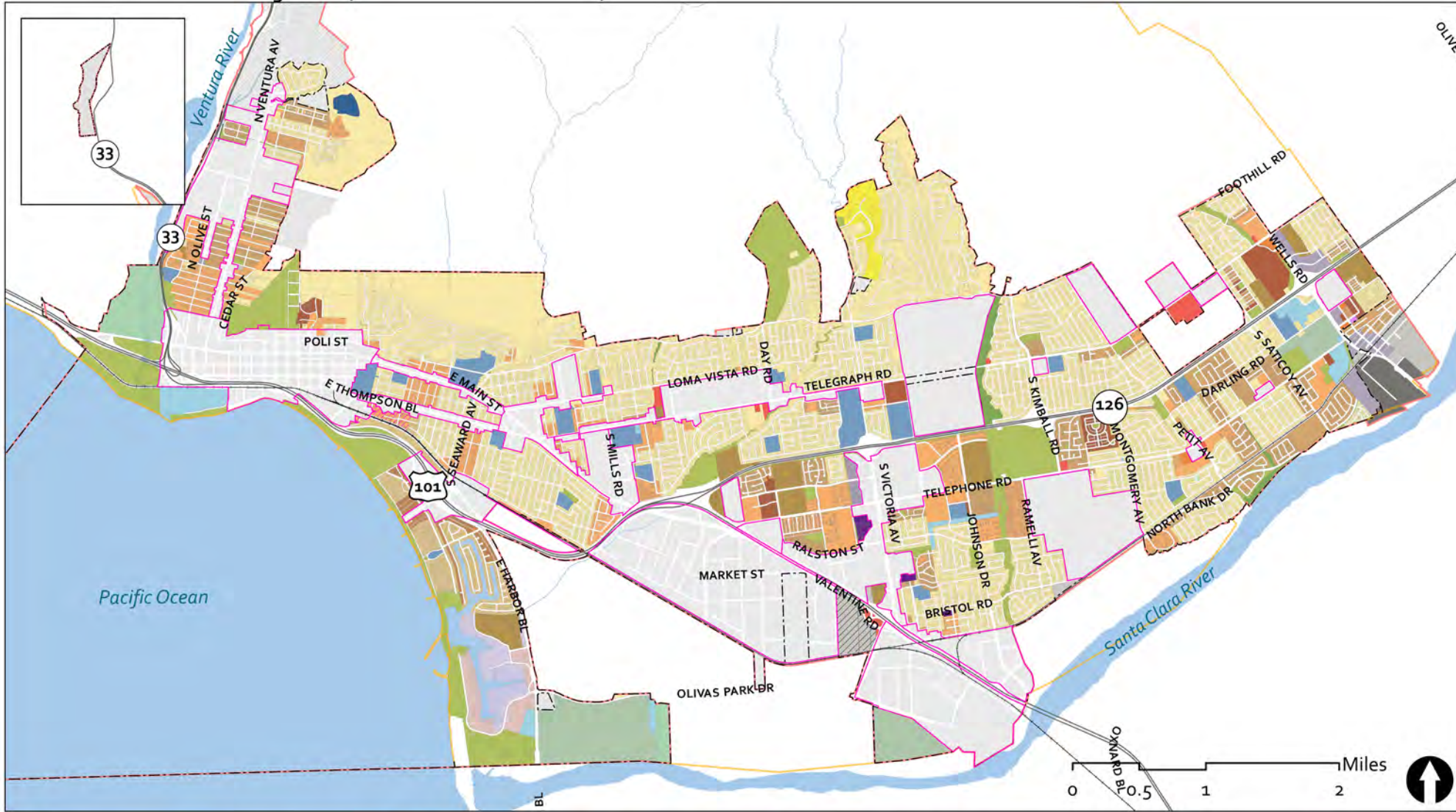
## Agriculture

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





# Draft "Base" Land Use Designation Map



Ventura City Limits	Neighborhood Very Low	Two Family Beach	4 Story Multifamily	Mixed Use 6	Light Industrial/Flex (3 Story)	Public(General)	Golf Course
Sphere of Influence	Neighborhood Low	Neighborhood Medium	Mobile Home Exclusive	Harbor Mixed Use	Light Industrial/Flex (6 Story)	School	Agricultural
Planning Boundary	Single Family Beach	3 Story Multifamily	Mixed Use 3	Commercial	General Industrial (3 Story)	Park	Undesignated
Areas of Discussion	Neighborhood Low Medium	3 Story Multifamily Coastal	Mixed Use 4	Harbor Commercial	Hospital	Open Space	

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







# Land Use Alternatives

# Path to a Preferred Land Use Map





# Housing Laws

- General Plan must follow all State laws
- No net loss of residential capacity. This prohibits rezoning from residential to commercial and reducing intensity of residential without concurrent increases elsewhere (SB 330)
- No growth moratorium, voter approval of general plan changes and other restrictions on housing (SB 330)
- If the density under the zoning ordinance is inconsistent with the density under the general plan or specific plan, the greater shall prevail (AB 2334)
- Must follow State density bonus law without reduction in density or height.
  - Land use designations DO NOT include State mandated density bonuses



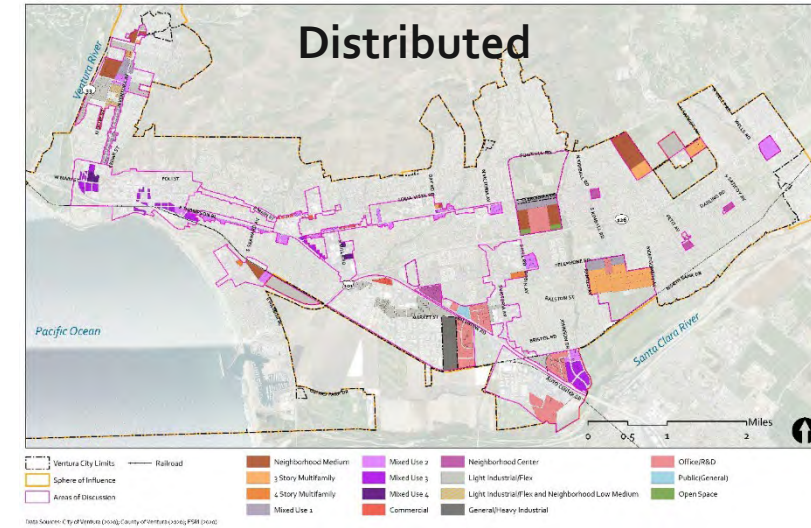
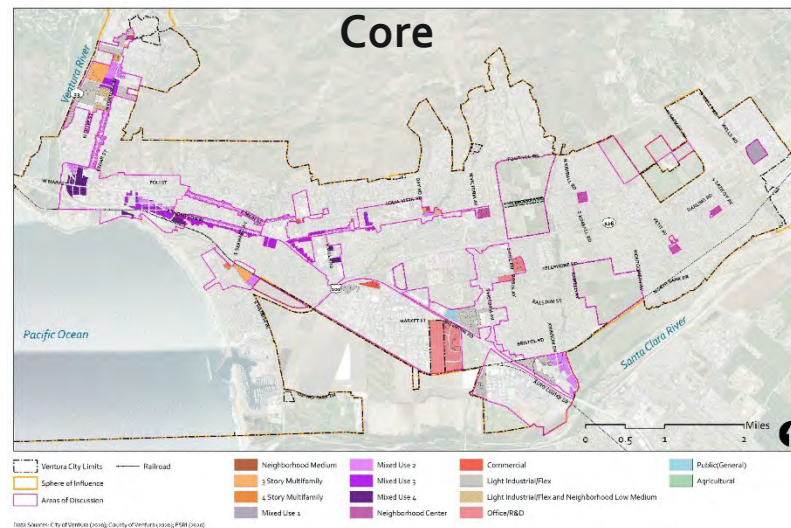
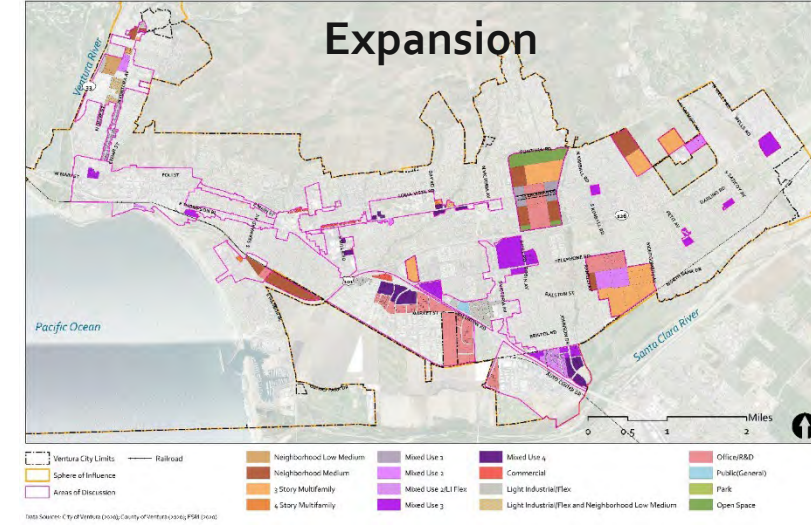
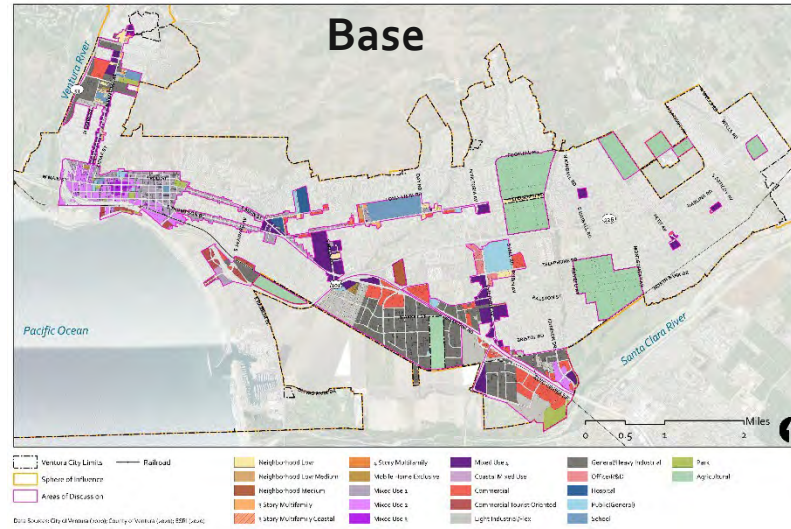
# Proposed Capacity for Updated General Plan

- 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**



# Land Use Alternatives

- Discuss how the physical form of the City will evolve in 20-30 years
- Implement the Vision and Strategies and growth targets endorsed by the City Council
- Spark conversation about the future of the City.
- **The final land use map will likely be a combination of ideas from each survey plus new ideas generated during the process.**





# Engagement for Alternatives

- Significant outreach
- 2 Workshops (300+ attendees)
- Meetings with Community Councils and Downtown businesses and residents (8 meetings with 150+ participants)
- 11 pop-up workshops (350+ participants)
- 3 office hours
- **11 individual online surveys (2000+ responses)**



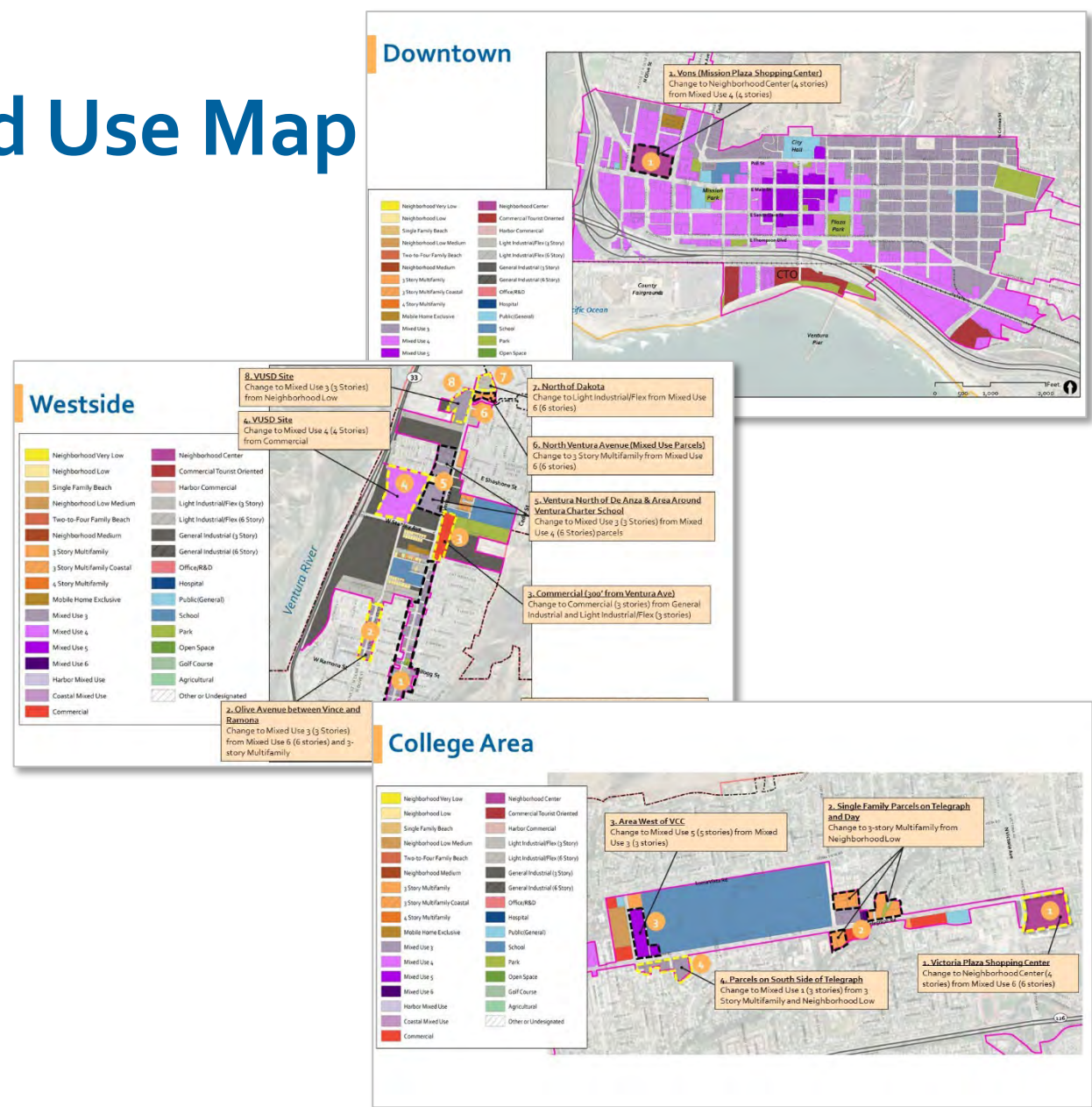
# 10 GPAC Meetings

- September 20, 2022 – Overview of Alts
- October 18, 2022 – Water supply
- November 17, 2022 – Survey results
- January 17, 2023 – Alts review process
- February 21, 2023 – Victoria, Pierpont, Eastside
- March 6 and 7, 2023 – Eastside, College, Johnson, Westside
- March 21, 2023 – Downtown
- April 18, 2023 – Five Points/PCM, Arundell/North Bank, Midtown Corridors, SOAR Areas, Johnson
- June 6, 2023 – Review of GPAC Feedback Form and finalize preferred land use



# Result – GPAC Consensus Land Use Map

- Limited land use changes; many areas remained the same
- Most areas have more than 2/3 of GPAC members in agreement
- No clear direction on dissenting ideas
- Overall development capacity slightly higher than Base
- Many policy ideas for land use and design
- Made changes to land use designations to meet GPAC's ideas/vision



# Public Feedback Forms

- Purpose: public feedback on the GPAC preferred land use map
- Timing: Open from June 30 to Aug 2, 2023
- High Level (807 responses)
  - For residents to provide feedback on the vision for different areas of the city as well as citywide policy direction
- Detailed (374 responses)
  - For residents who want to provide detailed input on land uses at the parcel level



## **Areas of Discussion (GPAC Land Use Changes with results from Feedback Forms)**

# Proposed Land Use Designation Changes

Focused only on Areas of Discussion

Maps reflect proposed land use designations

Changes are described in call-out boxes

Box color represents level of public's agreement with GPAC direction



Green = 60%-plus agreement between GPAC and public



Yellow = Majority agreement ( more "agree" than "disagree" by at least 10 percentage points or up to 60% of public agreeing with direction)



Red = Discrepancy between GPAC and public input

***Planning Commission recommended direction annotated on maps in white box; land use designations were not changed on the maps***

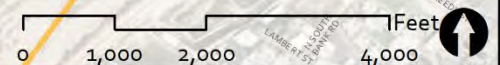
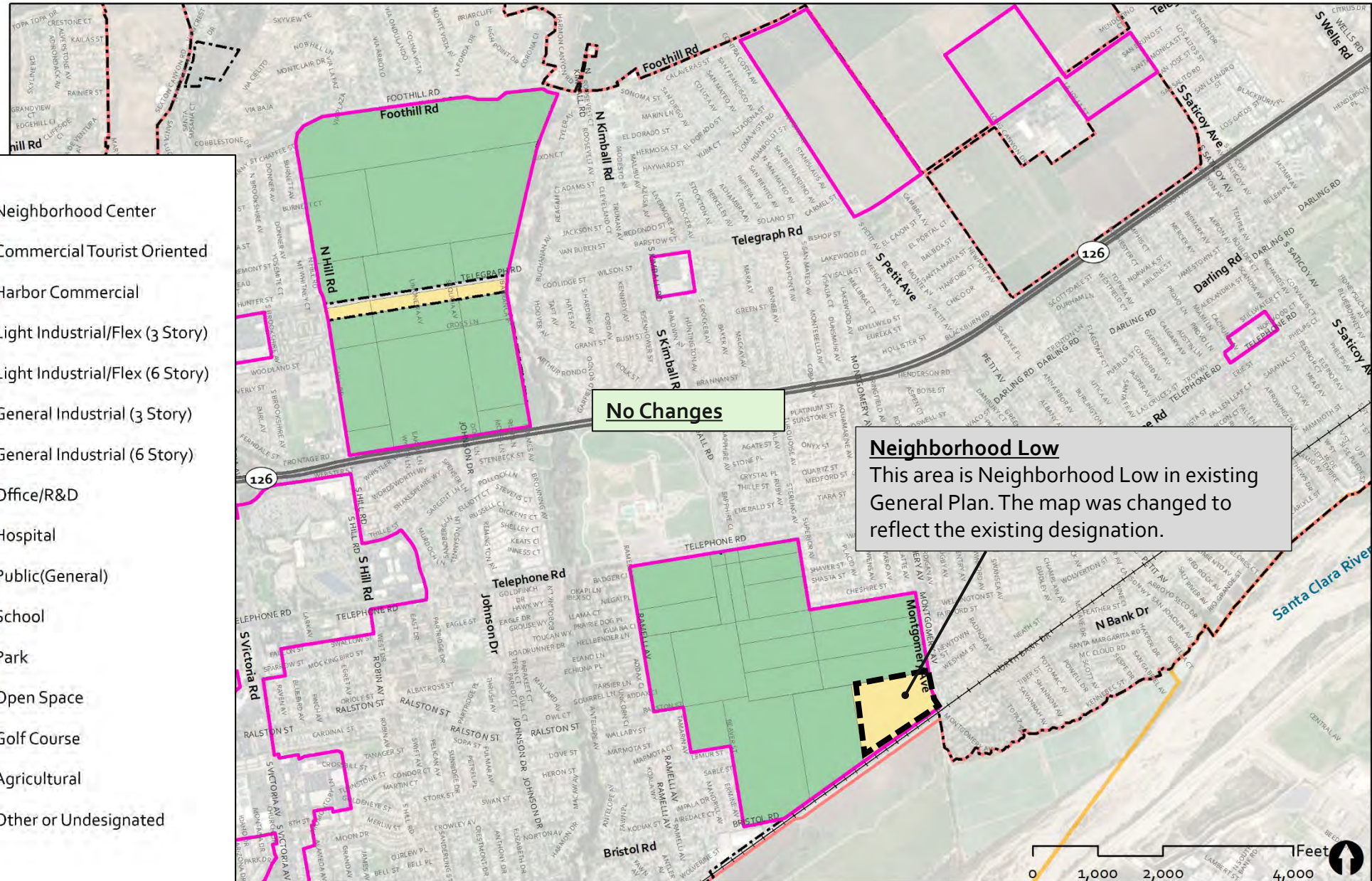


# SOAR Areas

**PC = Supported GPAC direction**

\* Note that these are not the only City-controlled SOAR areas in Ventura

- |                                                                                    |                             |                                                                                     |                                 |
|------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------|---------------------------------|
|    | Neighborhood Very Low       |    | Neighborhood Center             |
|    | Neighborhood Low            |    | Commercial Tourist Oriented     |
|    | Single Family Beach         |    | Harbor Commercial               |
|    | Neighborhood Low Medium     |    | Light Industrial/Flex (3 Story) |
|    | Two-to-Four Family Beach    |    | Light Industrial/Flex (6 Story) |
|    | Neighborhood Medium         |    | General Industrial (3 Story)    |
|    | 3 Story Multifamily         |    | General Industrial (6 Story)    |
|    | 3 Story Multifamily Coastal |    | Office/R&D                      |
|    | 4 Story Multifamily         |    | Hospital                        |
|    | Mobile Home Exclusive       |    | Public(General)                 |
|  | Mixed Use 3                 |  | School                          |
|  | Mixed Use 4                 |  | Park                            |
|  | Mixed Use 5                 |  | Open Space                      |
|  | Mixed Use 6                 |  | Golf Course                     |
|  | Harbor Mixed Use            |  | Agricultural                    |
|  | Coastal Mixed Use           |  | Other or Undesignated           |
|  | Commercial                  |                                                                                     |                                 |



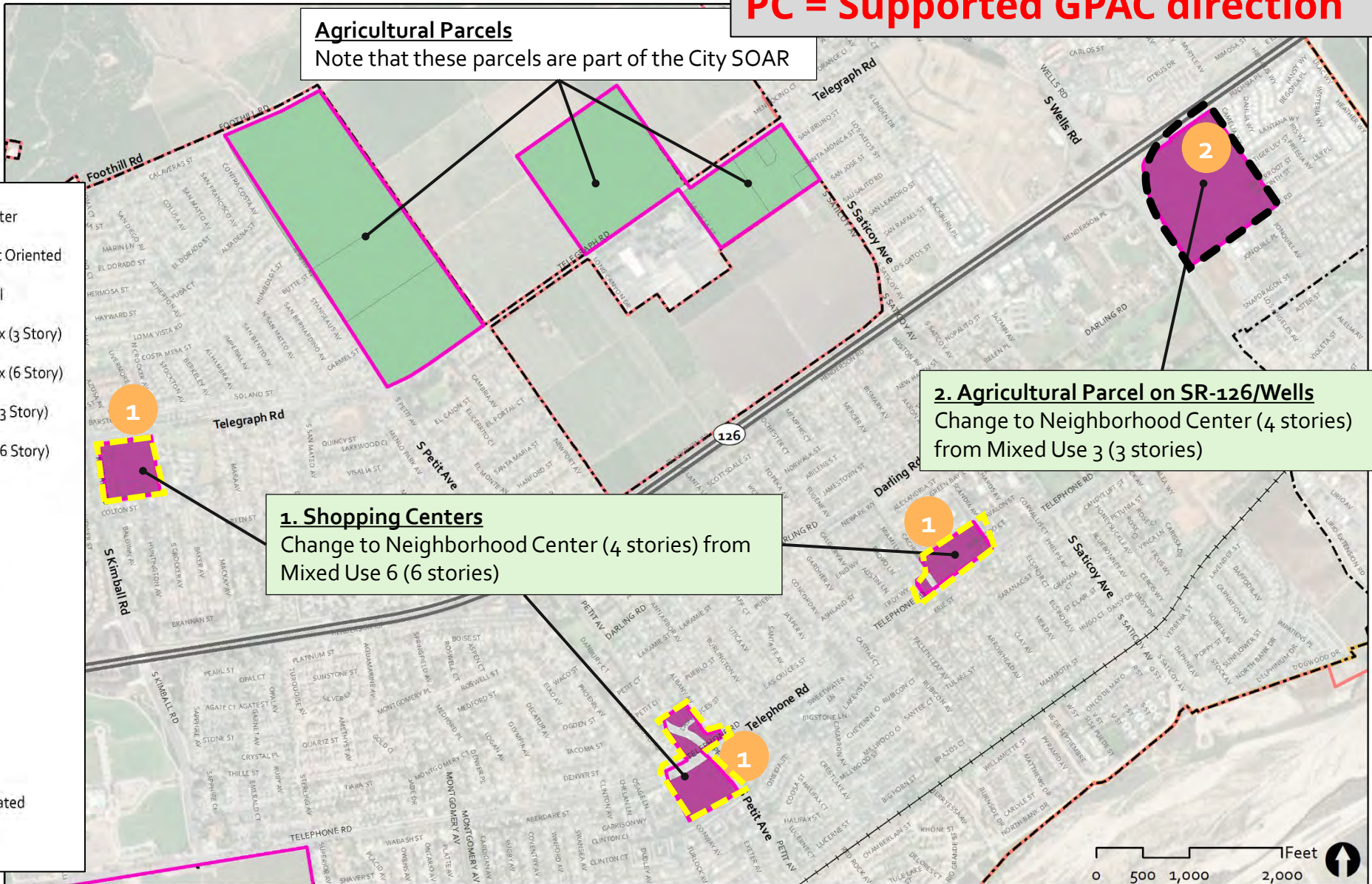


# Eastside

**PC = Supported GPAC direction**

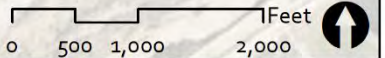
**Agricultural Parcels**  
Note that these parcels are part of the City SOAR

- |  |                             |  |                                 |
|--|-----------------------------|--|---------------------------------|
|  | Neighborhood Very Low       |  | Neighborhood Center             |
|  | Neighborhood Low            |  | Commercial Tourist Oriented     |
|  | Single Family Beach         |  | Harbor Commercial               |
|  | Neighborhood Low Medium     |  | Light Industrial/Flex (3 Story) |
|  | Two-to-Four Family Beach    |  | Light Industrial/Flex (6 Story) |
|  | Neighborhood Medium         |  | General Industrial (3 Story)    |
|  | 3 Story Multifamily         |  | General Industrial (6 Story)    |
|  | 3 Story Multifamily Coastal |  | Office/R&D                      |
|  | 4 Story Multifamily         |  | Hospital                        |
|  | Mobile Home Exclusive       |  | Public(General)                 |
|  | Mixed Use 3                 |  | School                          |
|  | Mixed Use 4                 |  | Park                            |
|  | Mixed Use 5                 |  | Open Space                      |
|  | Mixed Use 6                 |  | Golf Course                     |
|  | Harbor Mixed Use            |  | Agricultural                    |
|  | Coastal Mixed Use           |  | Other or Undesignated           |
|  | Commercial                  |  |                                 |



**1. Shopping Centers**  
Change to Neighborhood Center (4 stories) from Mixed Use 6 (6 stories)

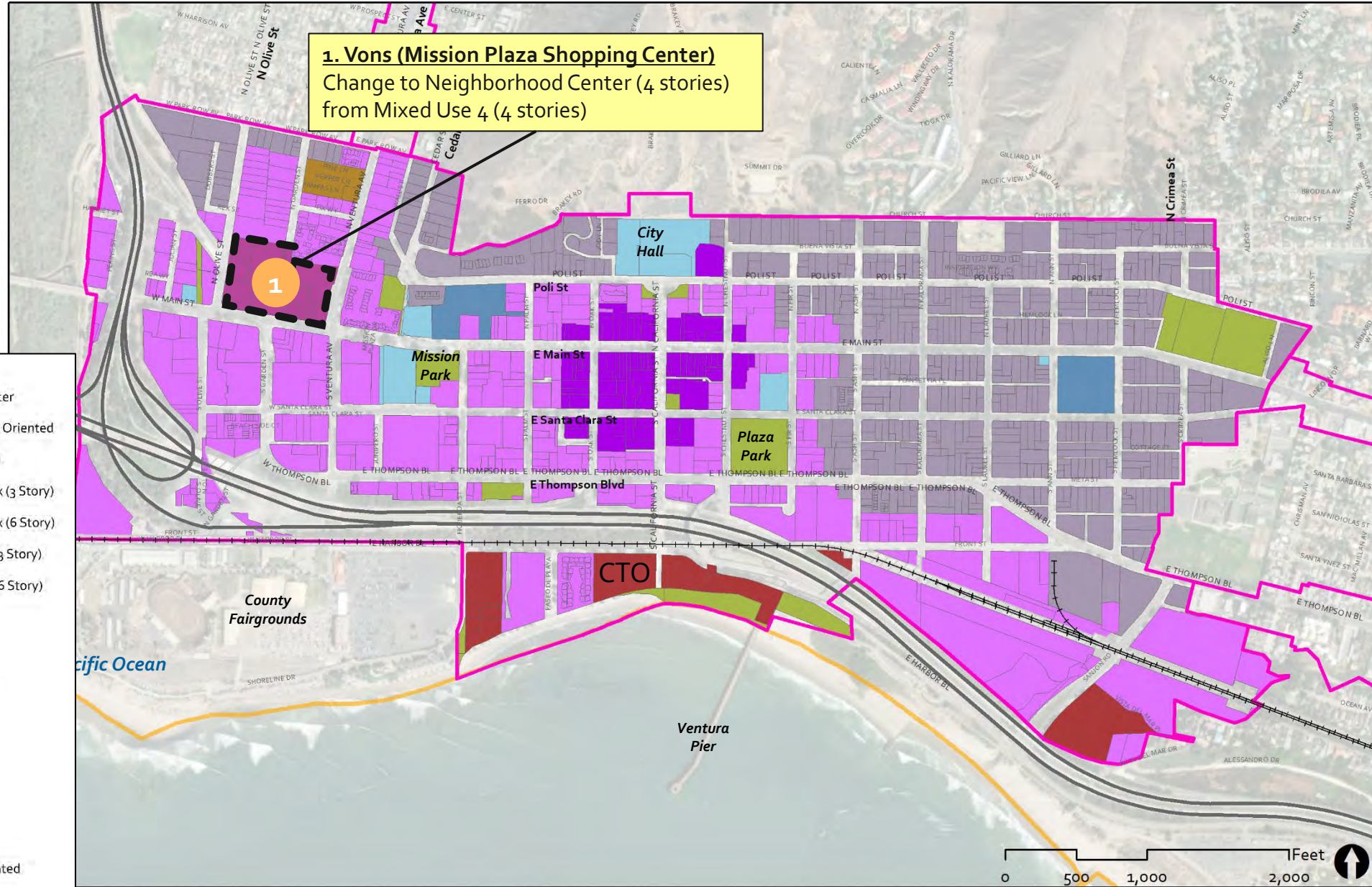
**2. Agricultural Parcel on SR-126/Wells**  
Change to Neighborhood Center (4 stories) from Mixed Use 3 (3 stories)





# Downtown

**PC = Supported GPAC direction**



**1. Vons (Mission Plaza Shopping Center)**  
 Change to Neighborhood Center (4 stories)  
 from Mixed Use 4 (4 stories)

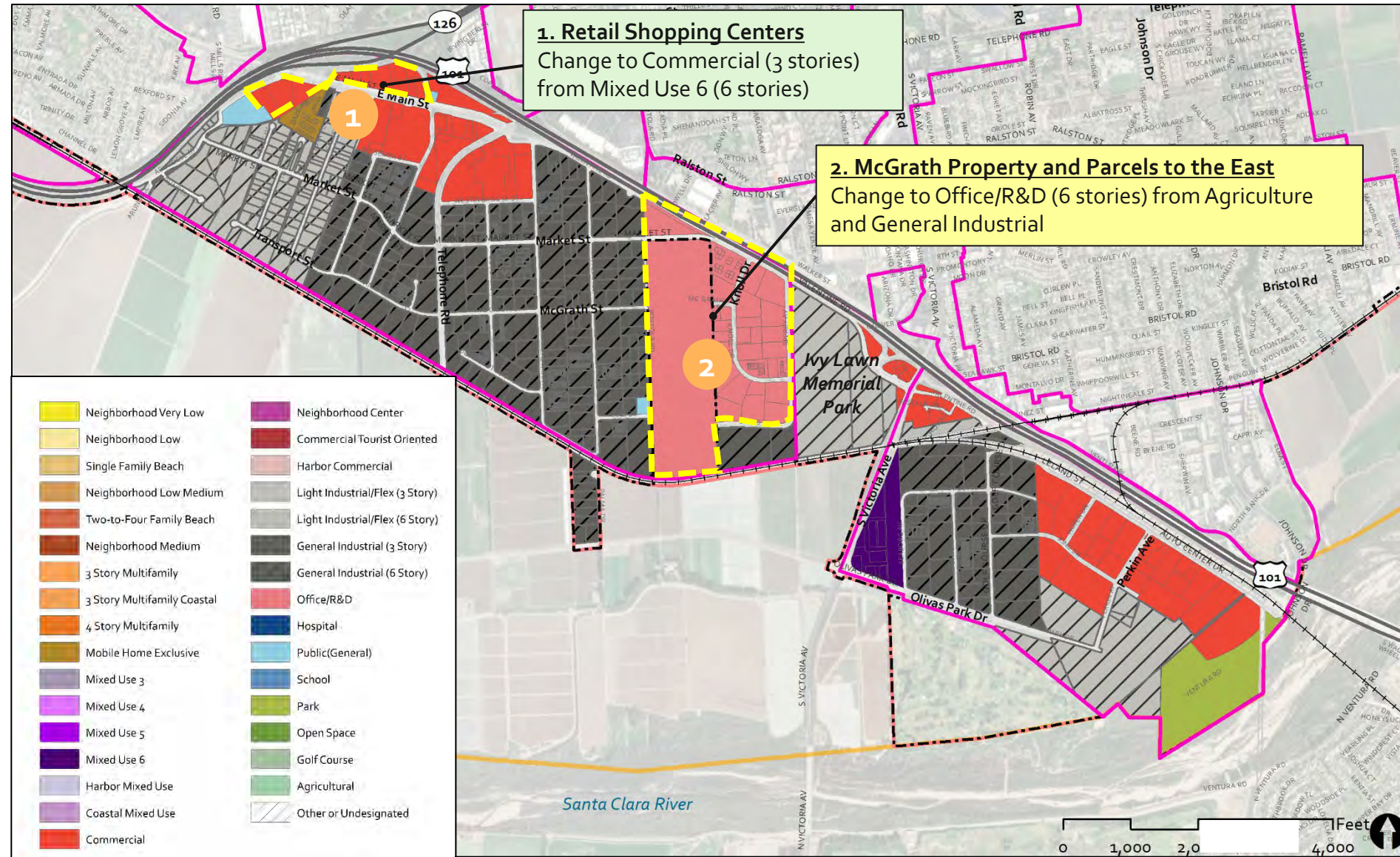
- |  |                             |  |                                 |
|--|-----------------------------|--|---------------------------------|
|  | Neighborhood Very Low       |  | Neighborhood Center             |
|  | Neighborhood Low            |  | Commercial Tourist Oriented     |
|  | Single Family Beach         |  | Harbor Commercial               |
|  | Neighborhood Low Medium     |  | Light Industrial/Flex (3 Story) |
|  | Two-to-Four Family Beach    |  | Light Industrial/Flex (6 Story) |
|  | Neighborhood Medium         |  | General Industrial (3 Story)    |
|  | 3 Story Multifamily         |  | General Industrial (6 Story)    |
|  | 3 Story Multifamily Coastal |  | Office/R&D                      |
|  | 4 Story Multifamily         |  | Hospital                        |
|  | Mobile Home Exclusive       |  | Public(General)                 |
|  | Mixed Use 3                 |  | School                          |
|  | Mixed Use 4                 |  | Park                            |
|  | Mixed Use 5                 |  | Open Space                      |
|  | Mixed Use 6                 |  | Golf Course                     |
|  | Harbor Mixed Use            |  | Agricultural                    |
|  | Coastal Mixed Use           |  | Other or Undesignated           |
|  | Commercial                  |  |                                 |



# Arundell & North Bank

**PC = Supported GPAC direction**

Planning Commission recommended a Specific Plan for the McGrath property



Height of Light Industrial/Flex increased to 6 stories/75 feet



# Victoria

**PC = Supported GPAC direction**

**3. Parcels at Corner of Victoria and Telephone**  
 Change to Mixed Use 6 (6 stories) from Office/R&D (6 stories)

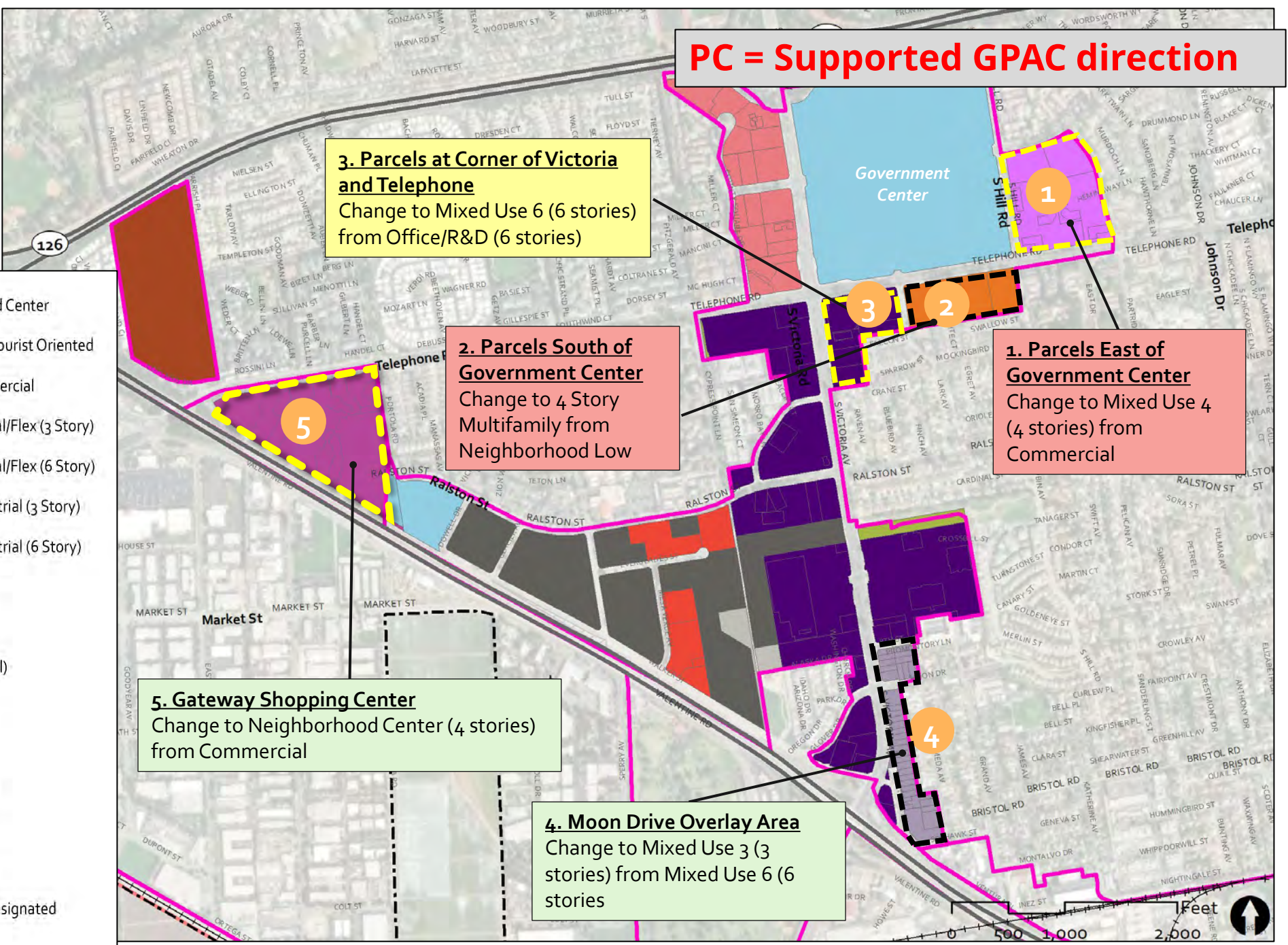
**2. Parcels South of Government Center**  
 Change to 4 Story Multifamily from Neighborhood Low

**1. Parcels East of Government Center**  
 Change to Mixed Use 4 (4 stories) from Commercial

**5. Gateway Shopping Center**  
 Change to Neighborhood Center (4 stories) from Commercial

**4. Moon Drive Overlay Area**  
 Change to Mixed Use 3 (3 stories) from Mixed Use 6 (6 stories)

- |                                                                                   |                             |                                                                                     |                                 |
|-----------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------|---------------------------------|
|    | Neighborhood Very Low       |    | Neighborhood Center             |
|    | Neighborhood Low            |    | Commercial Tourist Oriented     |
|    | Single Family Beach         |    | Harbor Commercial               |
|    | Neighborhood Low Medium     |    | Light Industrial/Flex (3 Story) |
|    | Two-to-Four Family Beach    |    | Light Industrial/Flex (6 Story) |
|    | Neighborhood Medium         |    | General Industrial (3 Story)    |
|    | 3 Story Multifamily         |    | General Industrial (6 Story)    |
|    | 3 Story Multifamily Coastal |    | Office/R&D                      |
|    | 4 Story Multifamily         |    | Hospital                        |
|    | Mobile Home Exclusive       |    | Public(General)                 |
|   | Mixed Use 3                 |   | School                          |
|  | Mixed Use 4                 |  | Park                            |
|  | Mixed Use 5                 |  | Open Space                      |
|  | Mixed Use 6                 |  | Golf Course                     |
|  | Harbor Mixed Use            |  | Agricultural                    |
|  | Coastal Mixed Use           |  | Other or Undesignated           |
|  | Commercial                  |                                                                                     |                                 |

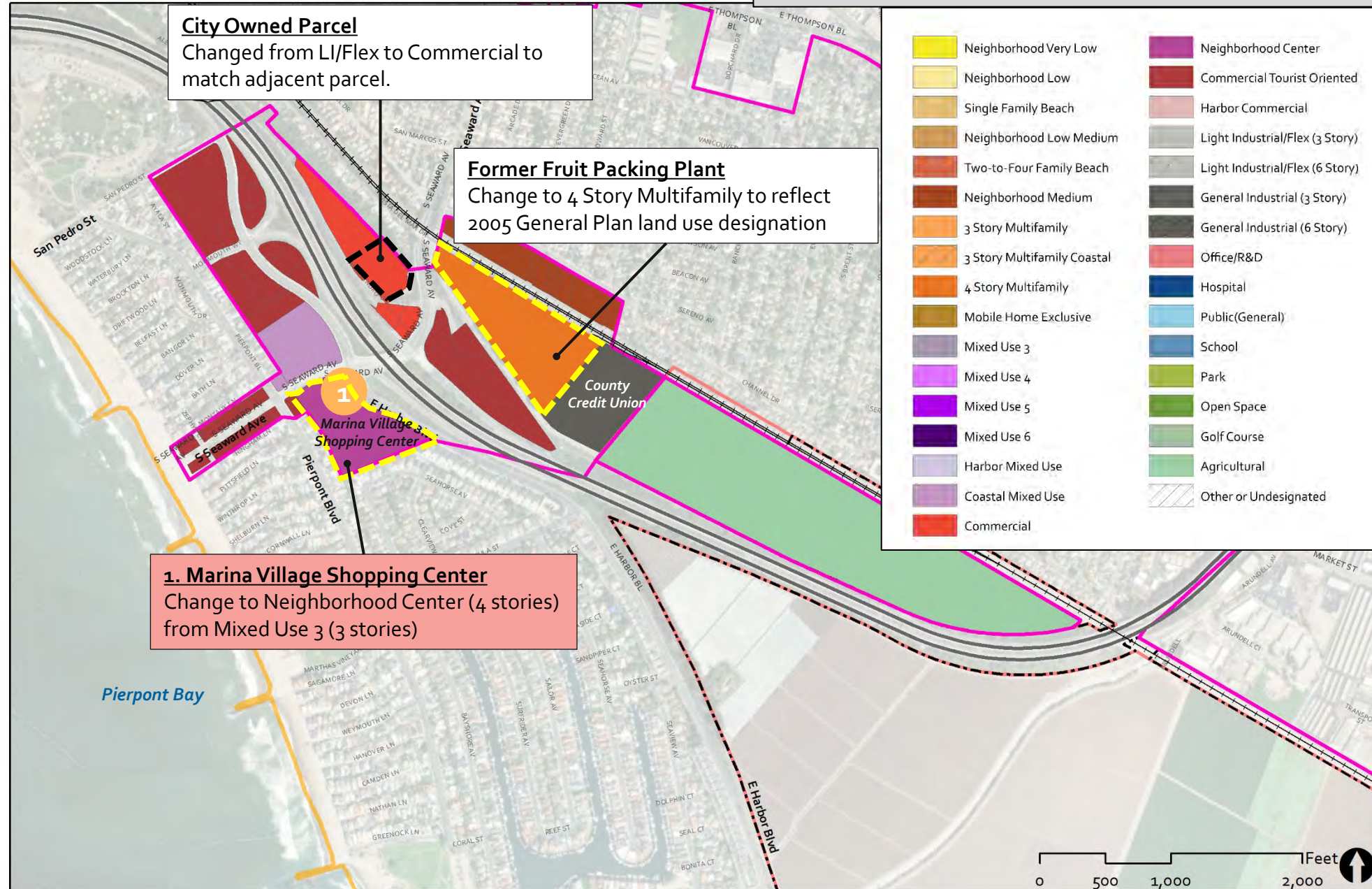




# Pierpont

Planning Commission recommended a Specific Plan for the area

**PC = Supported GPAC direction**





# Westside

- |                                                                                    |                             |                                                                                     |                                 |
|------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------|---------------------------------|
|    | Neighborhood Very Low       |    | Neighborhood Center             |
|    | Neighborhood Low            |    | Commercial Tourist Oriented     |
|    | Single Family Beach         |    | Harbor Commercial               |
|    | Neighborhood Low Medium     |    | Light Industrial/Flex (3 Story) |
|    | Two-to-Four Family Beach    |    | Light Industrial/Flex (6 Story) |
|    | Neighborhood Medium         |    | General Industrial (3 Story)    |
|    | 3 Story Multifamily         |    | General Industrial (6 Story)    |
|    | 3 Story Multifamily Coastal |    | Office/R&D                      |
|    | 4 Story Multifamily         |    | Hospital                        |
|    | Mobile Home Exclusive       |    | Public(General)                 |
|    | Mixed Use 3                 |    | School                          |
|    | Mixed Use 4                 |    | Park                            |
|   | Mixed Use 5                 |   | Open Space                      |
|  | Mixed Use 6                 |  | Golf Course                     |
|  | Harbor Mixed Use            |  | Agricultural                    |
|  | Coastal Mixed Use           |  | Other or Undesired              |
|  | Commercial                  |                                                                                     |                                 |

**8. VUSD Site**  
Change to Mixed Use 3 (3 Stories) from Neighborhood Low

**4. VUSD Site**  
Change to Mixed Use 4 (4 Stories) from Commercial

**7. North of Dakota**  
Change to Light Industrial/Flex from Mixed Use 6 (6 stories)

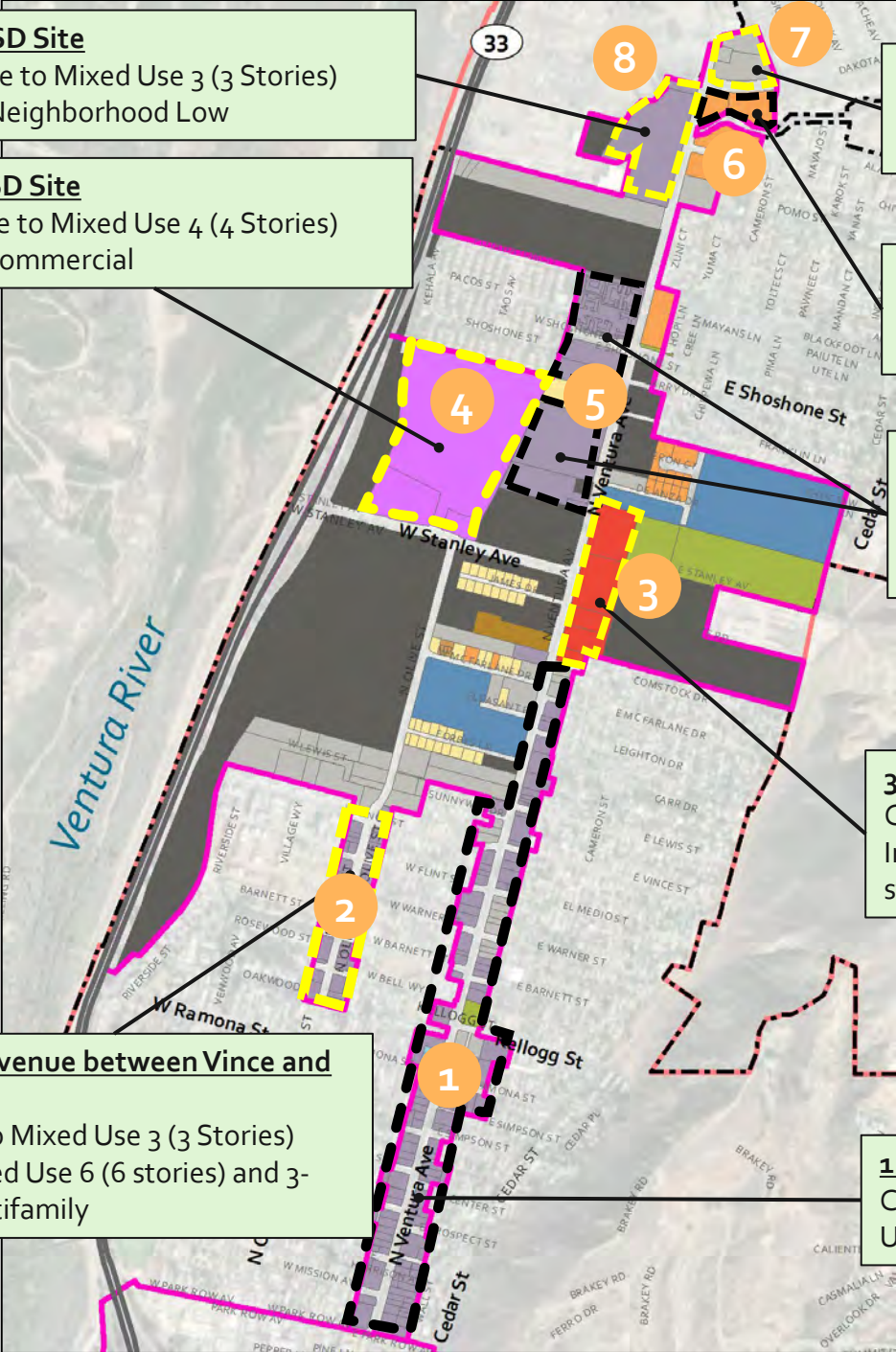
**6. North Ventura Avenue (Mixed Use Parcels)**  
Change to 3 Story Multifamily from Mixed Use 6 (6 stories)

**5. Ventura North of De Anza & Area Around Ventura Charter School**  
Change to Mixed Use 3 (3 Stories) from Mixed Use 6 (6 Stories) parcels

**3. Commercial (300' from Ventura Ave)**  
Change to Commercial (3 stories) from General Industrial (6 stories) and Light Industrial/Flex (3 stories)

**2. Olive Avenue between Vince and Ramona**  
Change to Mixed Use 3 (3 Stories) from Mixed Use 6 (6 stories) and 3-story Multifamily

**1. Ventura Avenue South of Stanley**  
Change to Mixed Use 3 (3 Stories) from Mixed Use 6 (6 stories); maintain Light Industrial/Flex



**PC = Supported GPAC direction**

# Westside – Additional PC Recommendation

Planning Commission  
recommended changing all  
General Industrial – 3 story (dark  
gray) to Light Industrial/Flex – 3  
story (light gray)

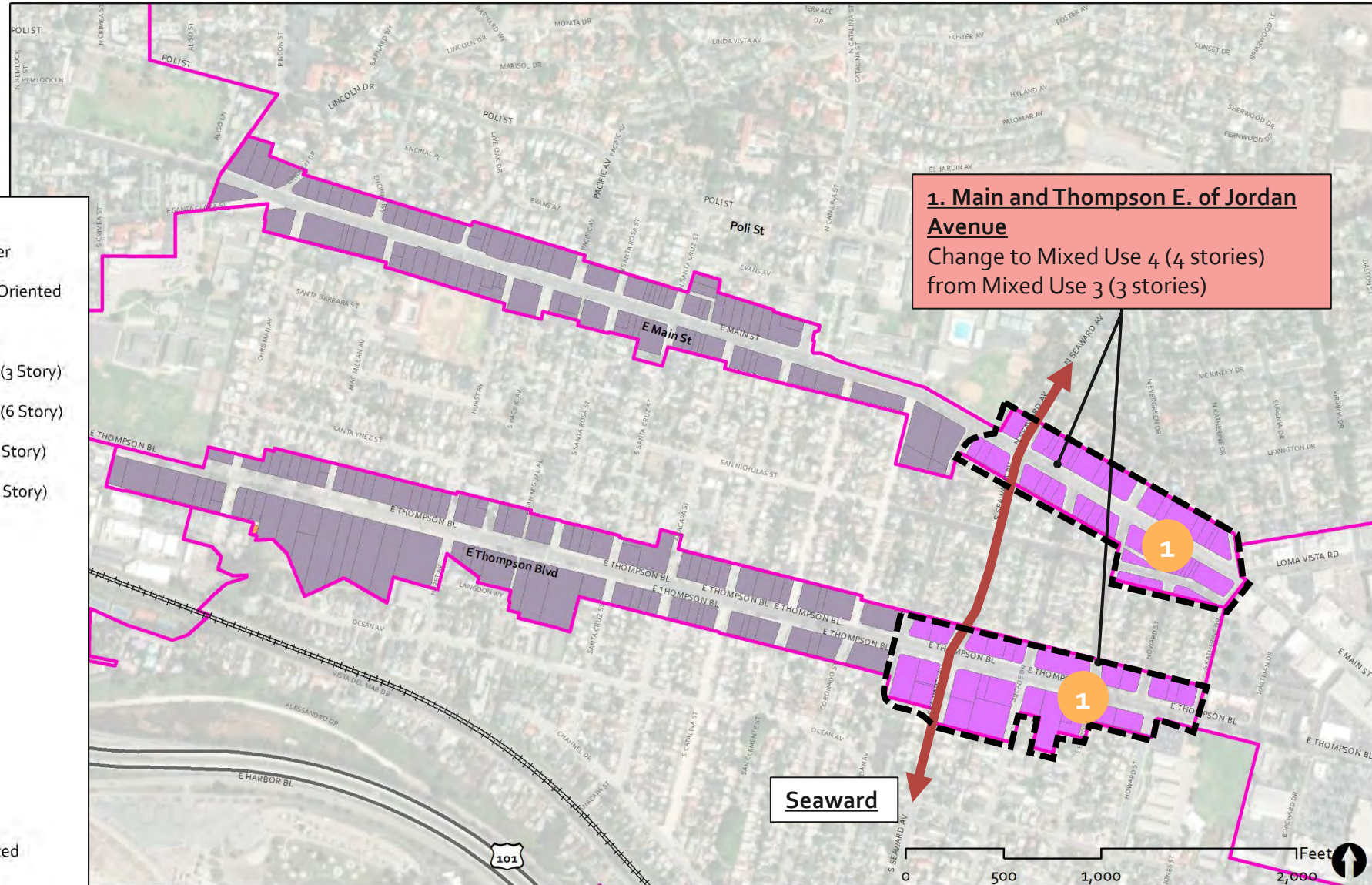
*(Note: changes are not outlined  
on the map)*





# Midtown Corridors – GPAC and Public

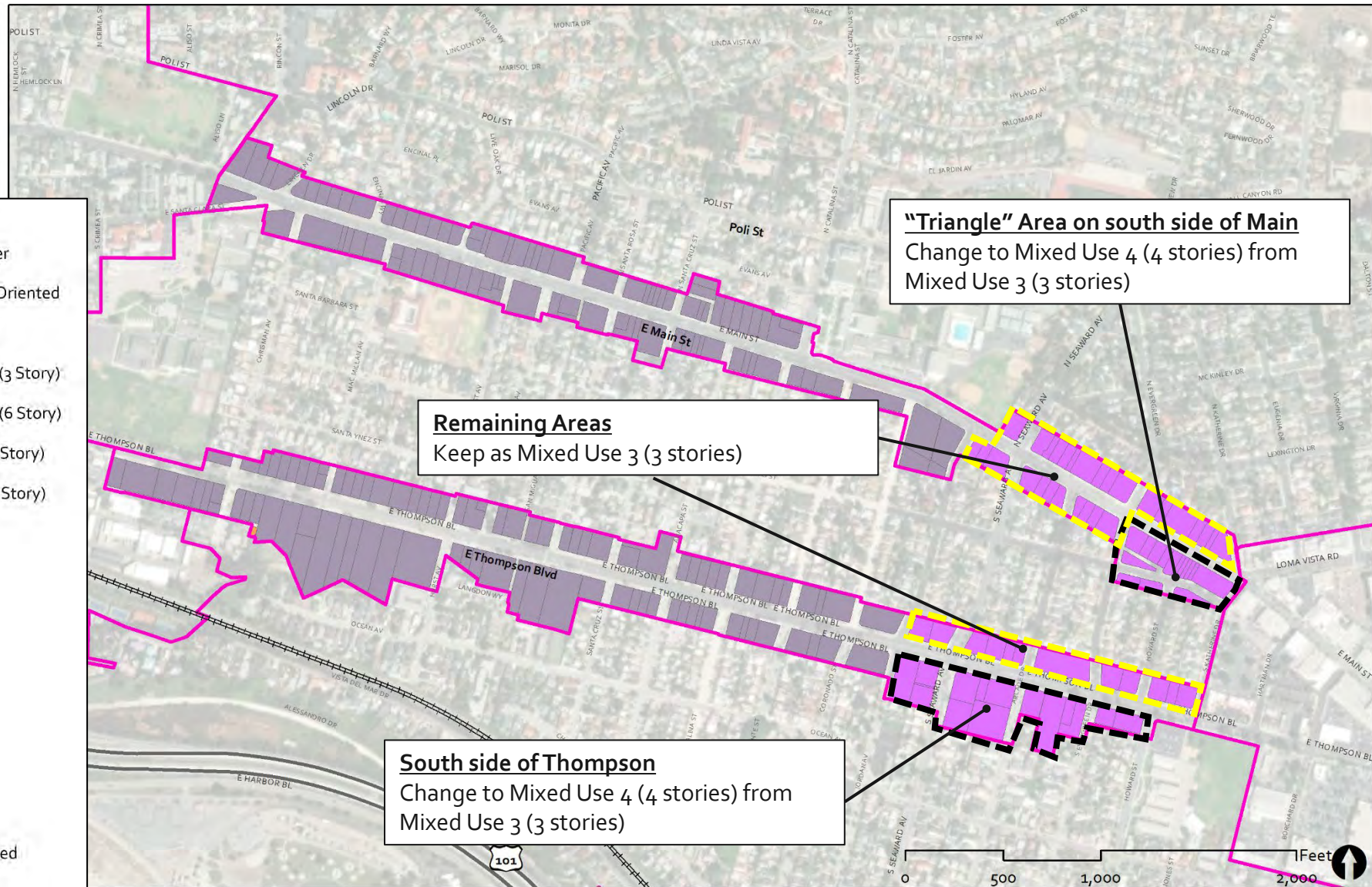
- |                                                                                    |                             |                                                                                     |                                 |
|------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------|---------------------------------|
|    | Neighborhood Very Low       |    | Neighborhood Center             |
|    | Neighborhood Low            |    | Commercial Tourist Oriented     |
|    | Single Family Beach         |    | Harbor Commercial               |
|    | Neighborhood Low Medium     |    | Light Industrial/Flex (3 Story) |
|    | Two-to-Four Family Beach    |    | Light Industrial/Flex (6 Story) |
|    | Neighborhood Medium         |    | General Industrial (3 Story)    |
|    | 3 Story Multifamily         |    | General Industrial (6 Story)    |
|    | 3 Story Multifamily Coastal |    | Office/R&D                      |
|    | 4 Story Multifamily         |    | Hospital                        |
|  | Mobile Home Exclusive       |  | Public(General)                 |
|  | Mixed Use 3                 |  | School                          |
|  | Mixed Use 4                 |  | Park                            |
|  | Mixed Use 5                 |  | Open Space                      |
|  | Mixed Use 6                 |  | Golf Course                     |
|  | Harbor Mixed Use            |  | Agricultural                    |
|  | Coastal Mixed Use           |  | Other or Undesignated           |
|  | Commercial                  |                                                                                     |                                 |





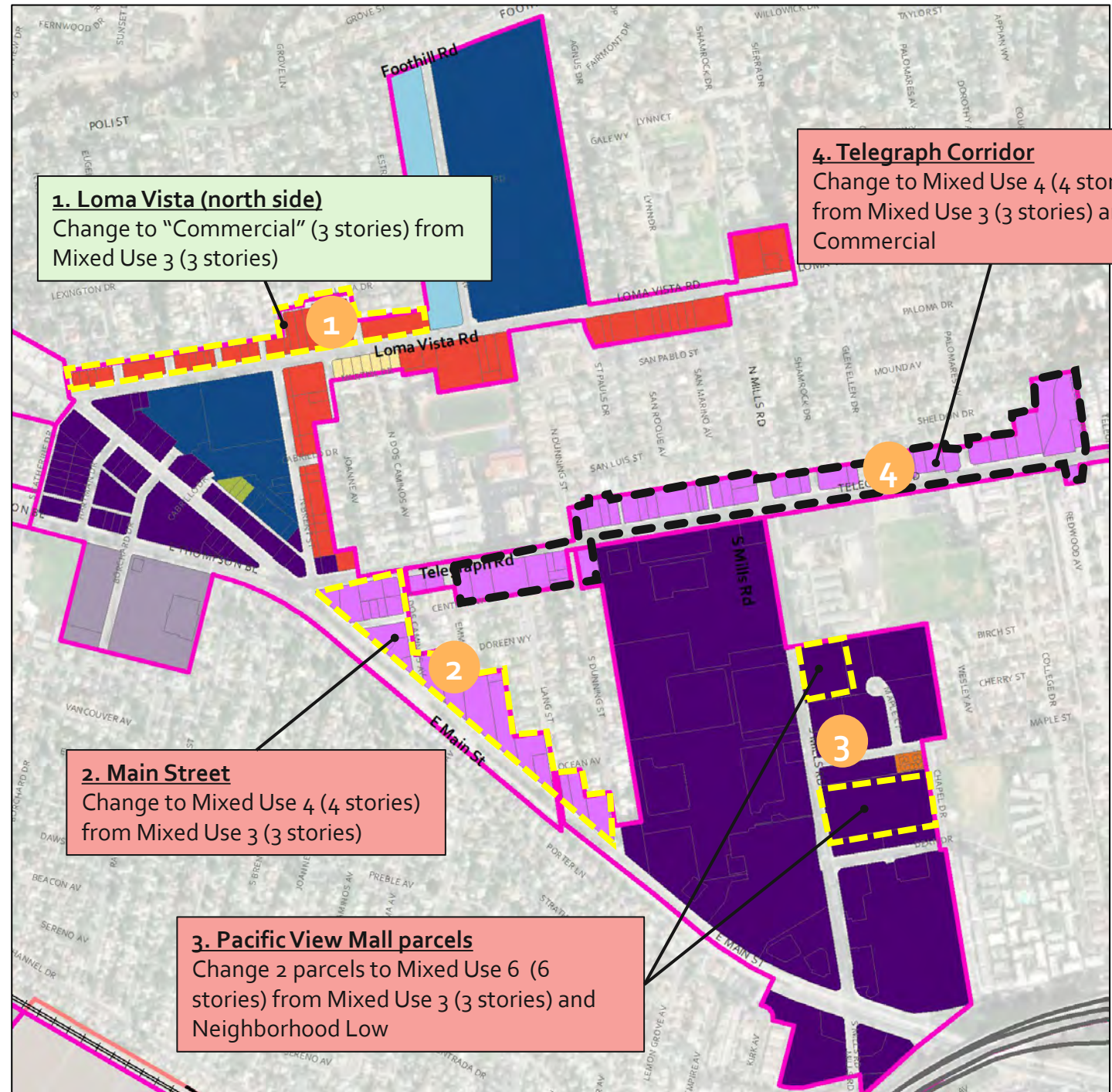
# Midtown Corridors – Planning Commission

- |                                                                                    |                             |                                                                                     |                                 |
|------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------|---------------------------------|
|    | Neighborhood Very Low       |    | Neighborhood Center             |
|    | Neighborhood Low            |    | Commercial Tourist Oriented     |
|    | Single Family Beach         |    | Harbor Commercial               |
|    | Neighborhood Low Medium     |    | Light Industrial/Flex (3 Story) |
|    | Two-to-Four Family Beach    |    | Light Industrial/Flex (6 Story) |
|    | Neighborhood Medium         |    | General Industrial (3 Story)    |
|    | 3 Story Multifamily         |    | General Industrial (6 Story)    |
|    | 3 Story Multifamily Coastal |    | Office/R&D                      |
|    | 4 Story Multifamily         |    | Hospital                        |
|   | Mobile Home Exclusive       |   | Public(General)                 |
|  | Mixed Use 3                 |  | School                          |
|  | Mixed Use 4                 |  | Park                            |
|  | Mixed Use 5                 |  | Open Space                      |
|  | Mixed Use 6                 |  | Golf Course                     |
|  | Harbor Mixed Use            |  | Agricultural                    |
|  | Coastal Mixed Use           |  | Other or Undesignated           |
|  | Commercial                  |                                                                                     |                                 |





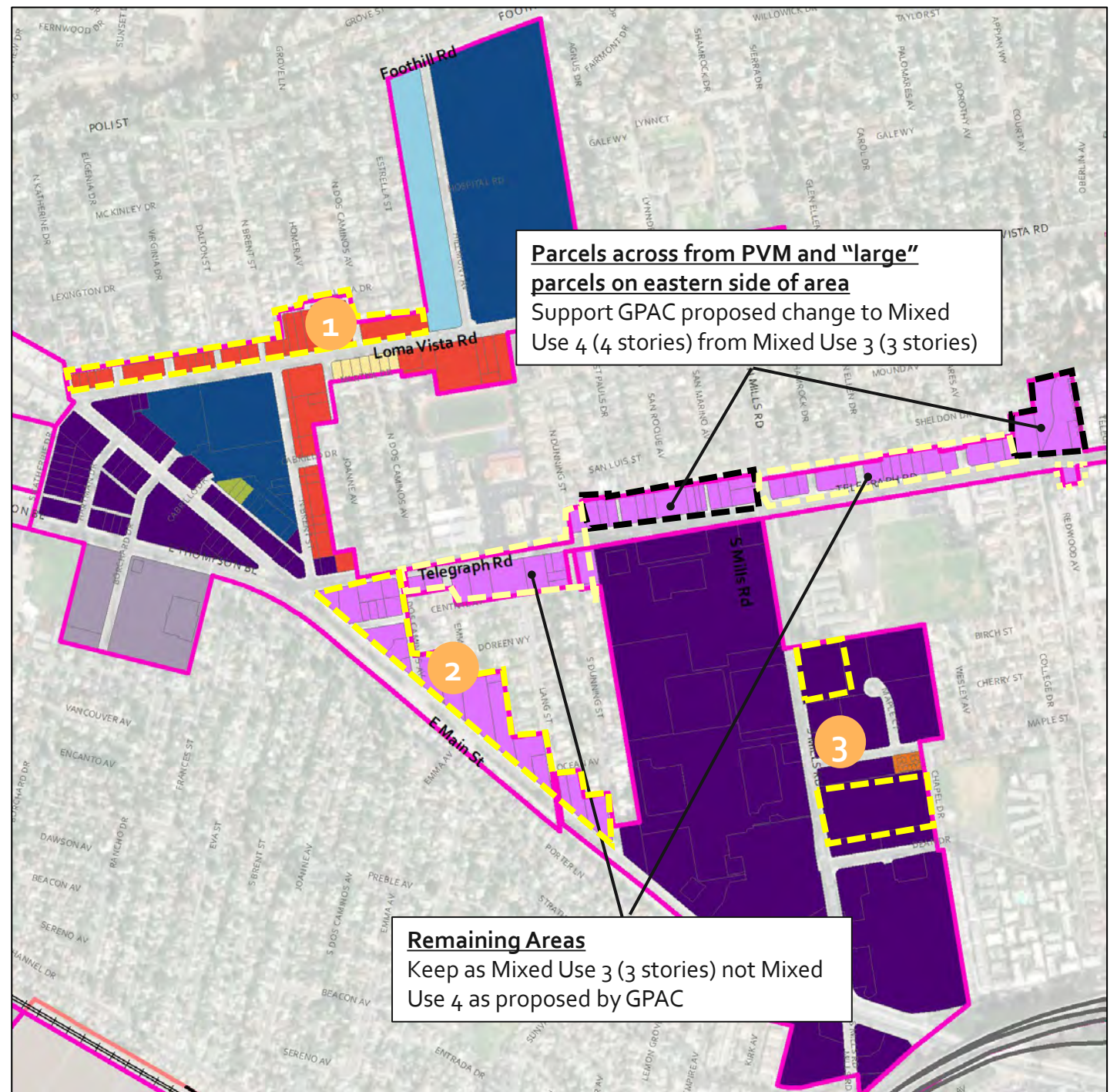
# Five Points/ Pacific View Mall – GPAC and Public





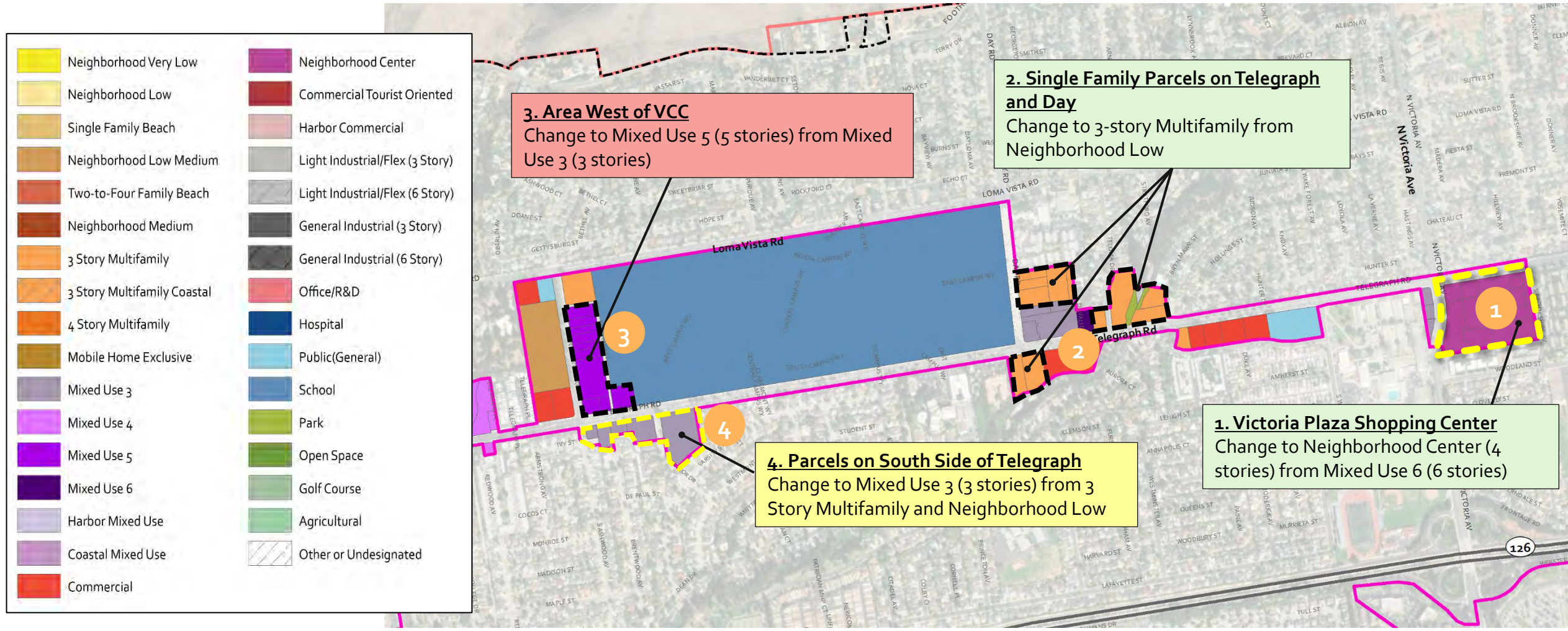
# Five Points/ Pacific View Mall – Planning Commission

- Planning Commission supported GPAC's recommendation on Areas 1, 2 and 3.
- Planning Commission recommended a modification to Area 4.





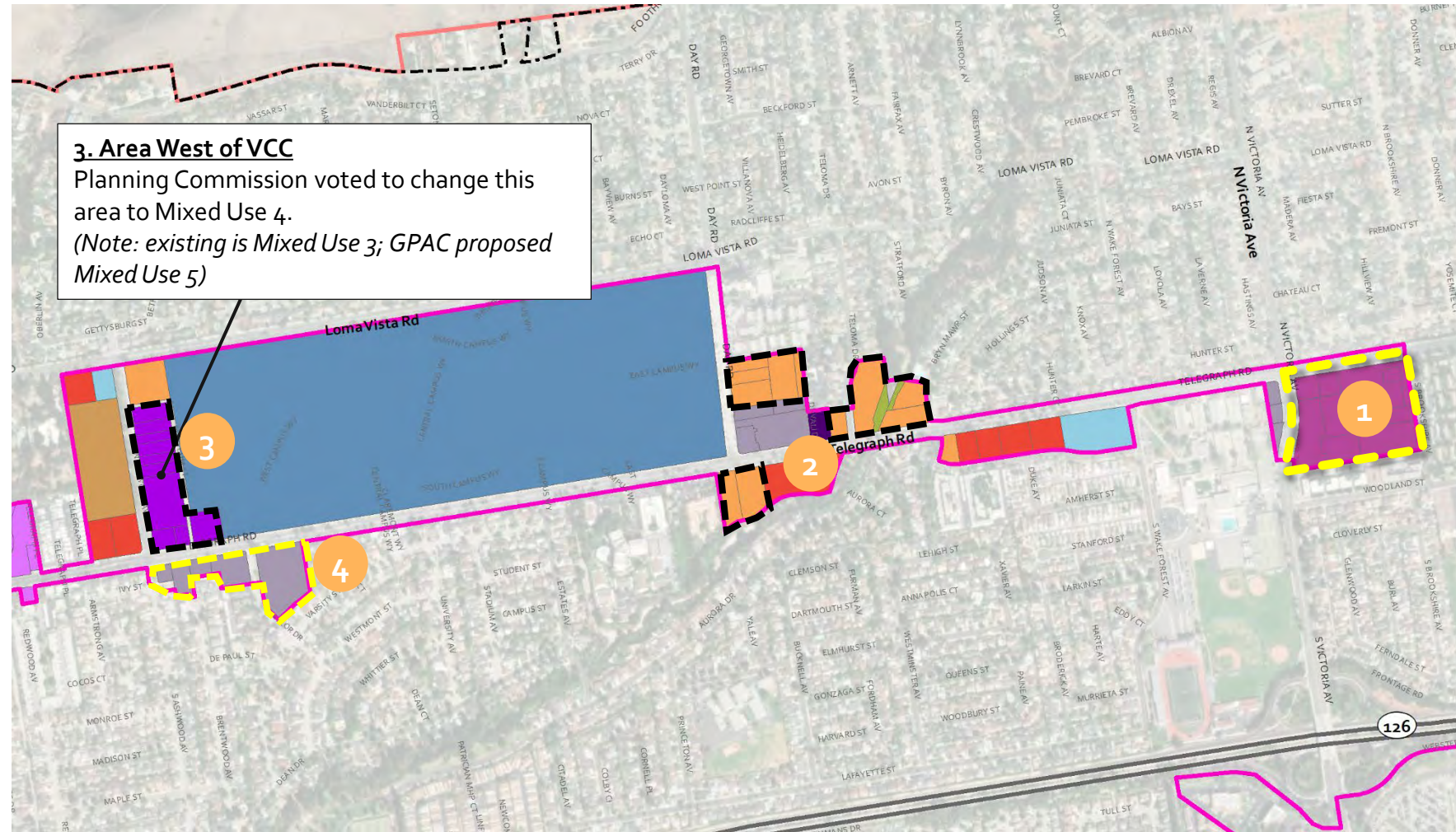
# College Area – GPAC and Public





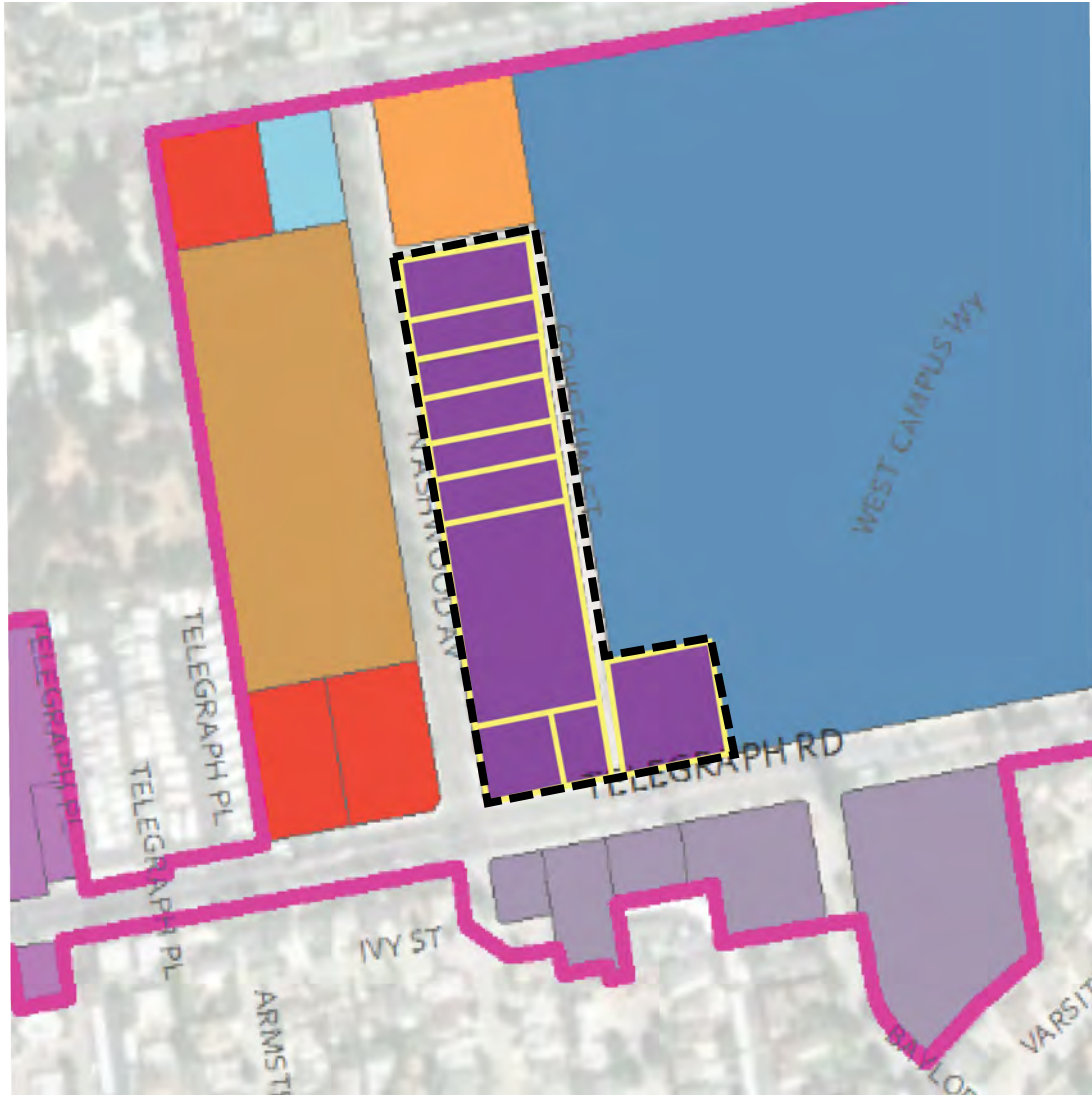
# College Area – Planning Commission

- Planning Commission supported GPAC's recommendation on Areas 1, 2 and 4.
- Planning Commission recommended a modification to Area 3 (to Mixed Use 4)





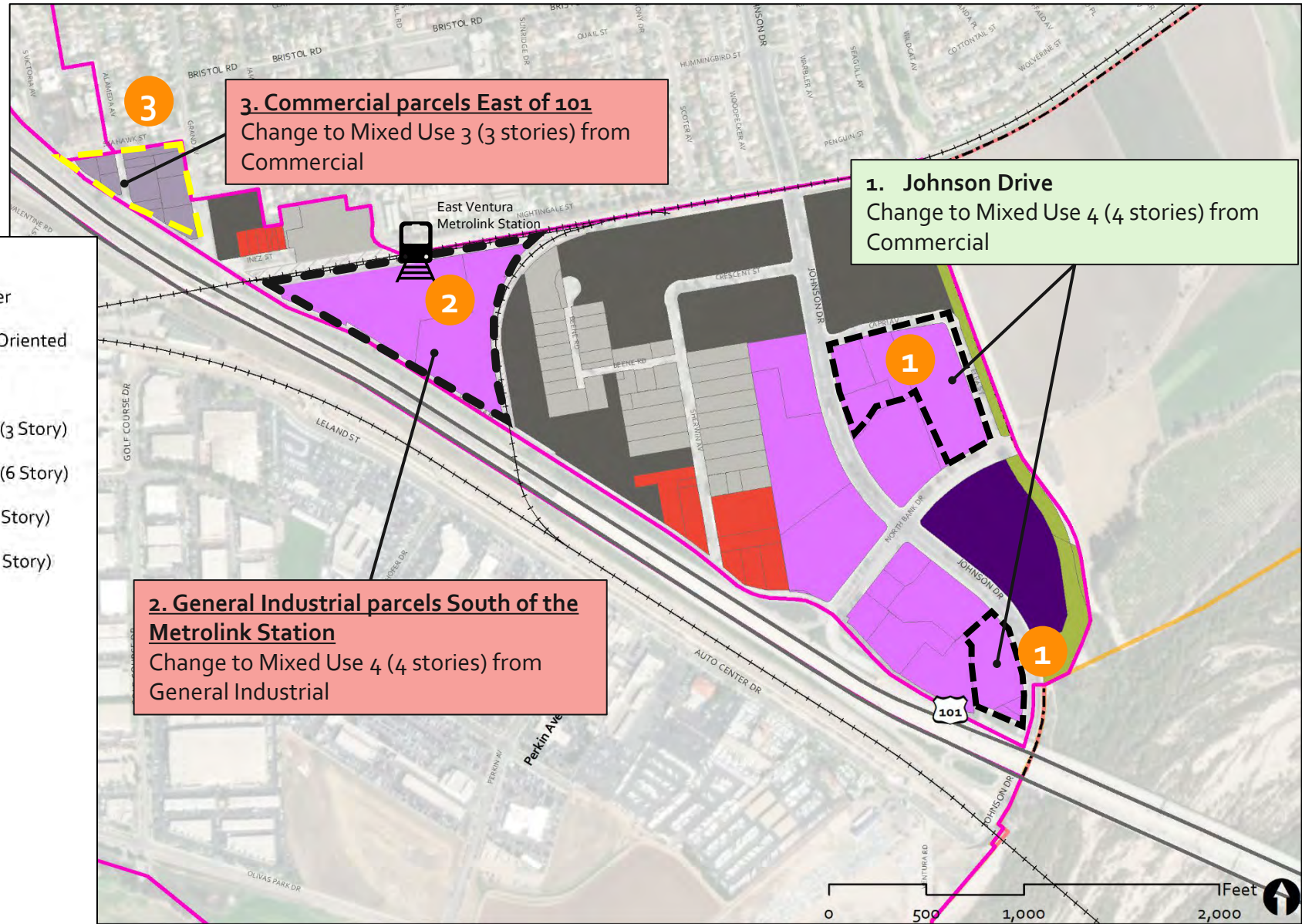
# College Area





# Johnson – GPAC and Public

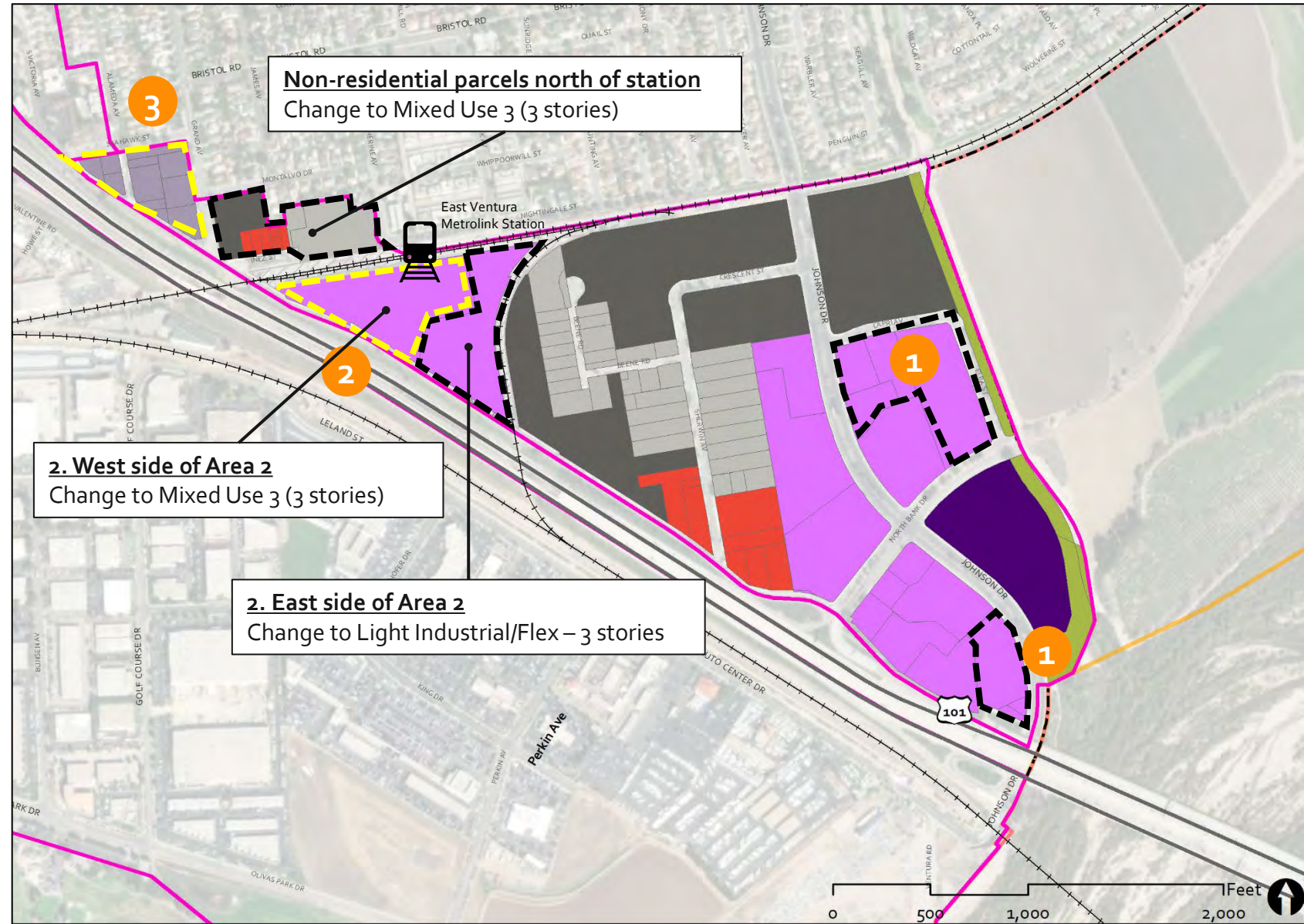
	Neighborhood Very Low		Neighborhood Center
	Neighborhood Low		Commercial Tourist Oriented
	Single Family Beach		Harbor Commercial
	Neighborhood Low Medium		Light Industrial/Flex (3 Story)
	Two-to-Four Family Beach		Light Industrial/Flex (6 Story)
	Neighborhood Medium		General Industrial (3 Story)
	3 Story Multifamily		General Industrial (6 Story)
	3 Story Multifamily Coastal		Office/R&D
	4 Story Multifamily		Hospital
	Mobile Home Exclusive		Public(General)
	Mixed Use 3		School
	Mixed Use 4		Park
	Mixed Use 5		Open Space
	Mixed Use 6		Golf Course
	Harbor Mixed Use		Agricultural
	Coastal Mixed Use		Other or Undesignated
	Commercial		





# Johnson – Planning Commission

- Planning Commission supported GPAC's recommendation on Areas 1 and 3.
- Planning Commission recommended a modification to Area 2 and added a change north of the Metrolink Station
- Planning Commission recommended a Specific Plan for the area





# Citywide Policy Questions - GPAC and Public

- **Question 14.** Require new development to “taper down” building heights (i.e., reduce building heights) when the project is immediately adjacent to single family homes.
  - **90.30% of respondents agreed with this proposed policy.**
- **Question 15.** Improve design quality of new multifamily and mixed use buildings to create more pedestrian-oriented buildings that are reflective of Ventura’s character and identity. This includes landscaping, appropriate ground-floor setbacks, and architectural style and details that enhance the City’s visual appearance.
  - **93.51% of respondents agreed with this proposed policy.**
- **Question 16.** Support the regional agricultural economy by promoting farmworker housing, allowing packing and processing facilities in employment and agricultural areas, and working with the County to implement policies to balance the preservation of agriculture with potential health impacts in adjacent residential areas.
  - **83.02% of respondents agreed with this proposed policy.**
- **Question 17.** Take steps to expand the number and diversity of employment uses throughout Ventura to enhance the job-housing balance.
  - **66.75% of respondents agreed with this proposed policy.**
- **Question 18.** Preserve historic buildings and promote “adaptive reuse” of buildings(i.e., renovating the buildings to allow different uses).
  - **90.40% of respondents agreed with this proposed policy.**
- **Question 19.** Conduct a study on the Westside to identify if the area has a disproportionate pollution burden and, if so, the sources of the pollution.
  - **76.21% of respondents agreed with this proposed policy.**

# Other Areas

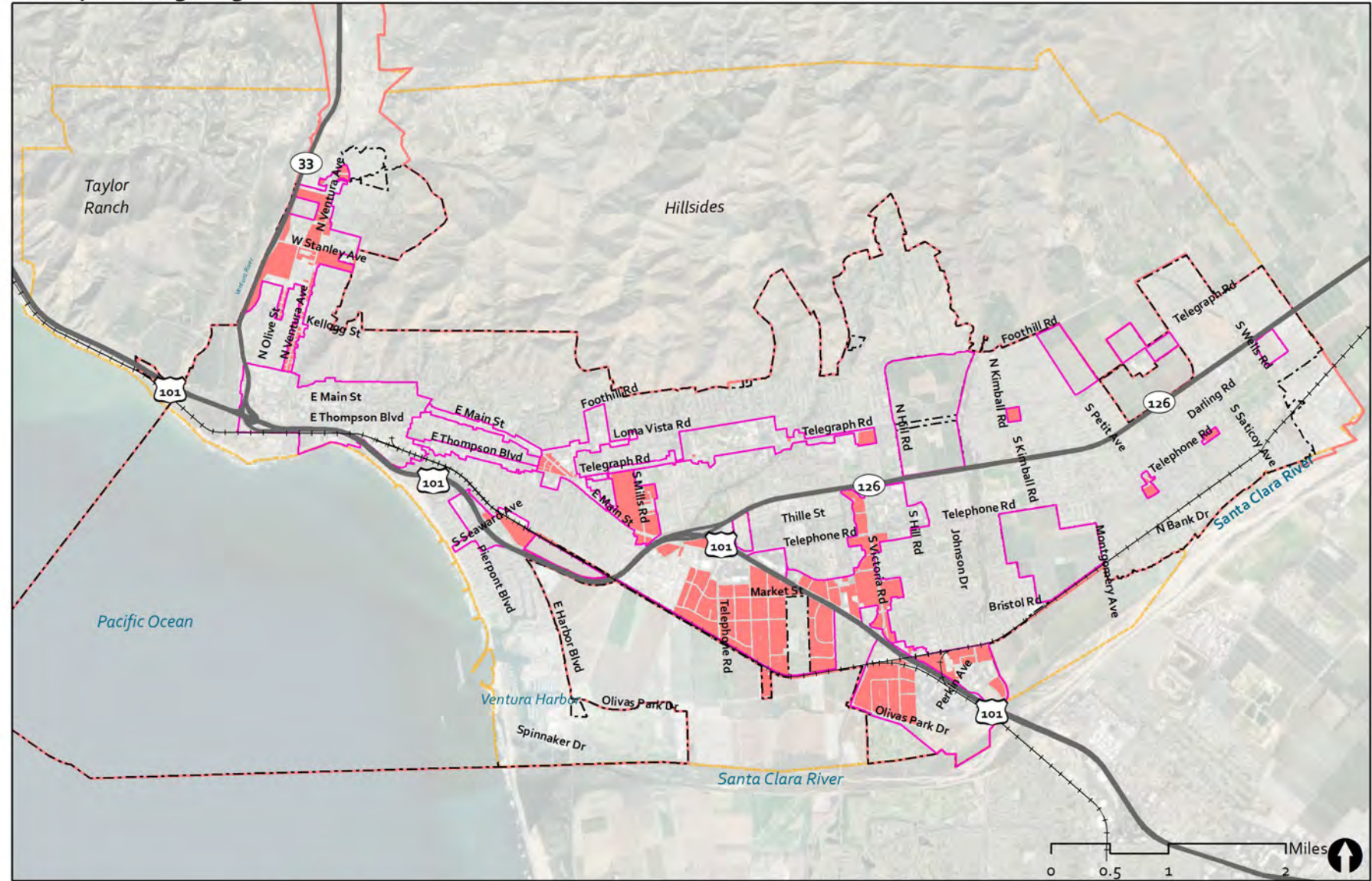
- Citywide
  - Maintain “Base” designations
  - Minor changes will occur for consistency and to address potential mistakes and align existing land uses
- Harbor
  - Port Commission recommended changes to parcels and draft land use designation
- County Areas
  - North Avenue – maintain parallel designations to County
  - Saticoy – maintain parallel designations to County



# Conclusions/Results

# 6-story Buildings – Base

6 Story Building Height Limit (Base) - Areas of Discussion



- Area of Discussion Boundary
- 6 Story Building Height Limit (Base)
- Ventura City Limits
- Sphere of Influence
- Planning Boundary

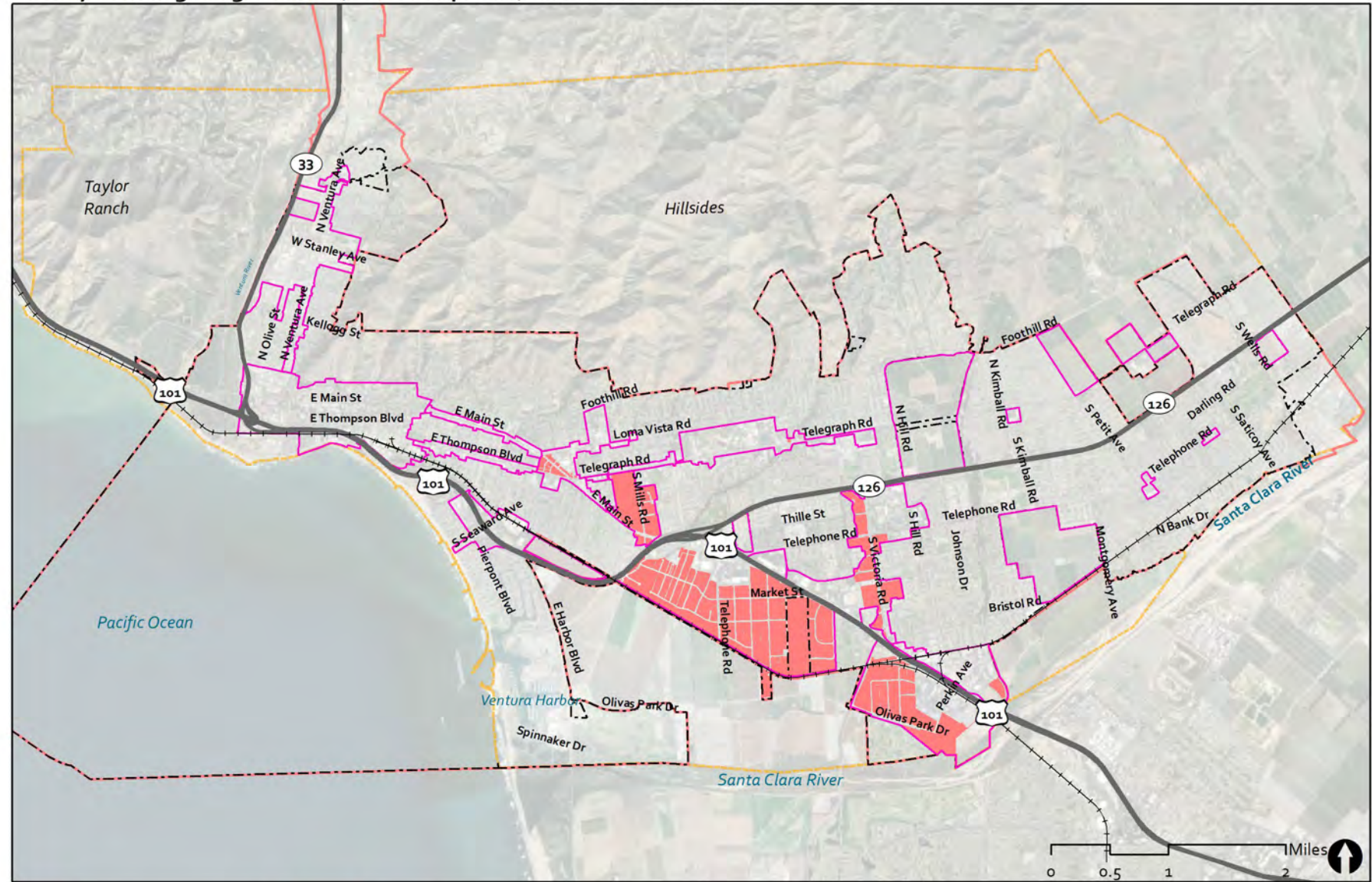
Data Sources: City of Ventura (2023); County of Ventura (2020); ESRI (2020)





# 6-story Buildings – GPAC Proposed

6 Story Building Height Limit (GPAC Proposed) - Areas of Discussion



- Area of Discussion Boundary
- Ventura City Limits
- Sphere of Influence
- Planning Boundary
- 6 Story Building Height Limit (GPAC Proposed)

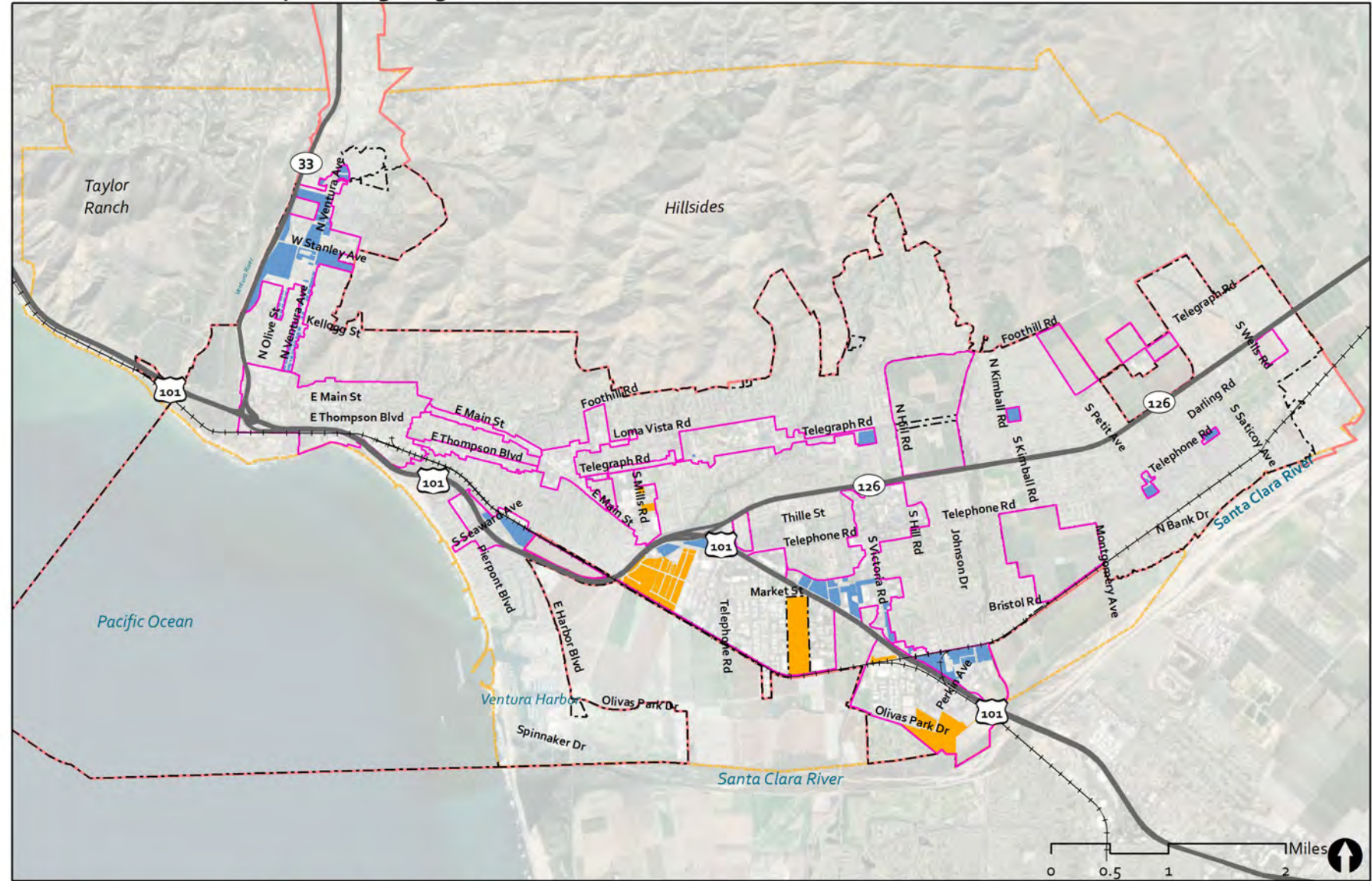
Data Sources: City of Ventura (2023); County of Ventura (2020); ESRI (2020)





# Change in 6 Story Building Heights

## New and Previous 6 Story Building Height Limit



- Area of Discussion Boundary
- Ventura City Limits
- Sphere of Influence
- Newly Added 6 Story Building Height Limit
- No Longer 6 Story Building Height Limit
- Planning Boundary

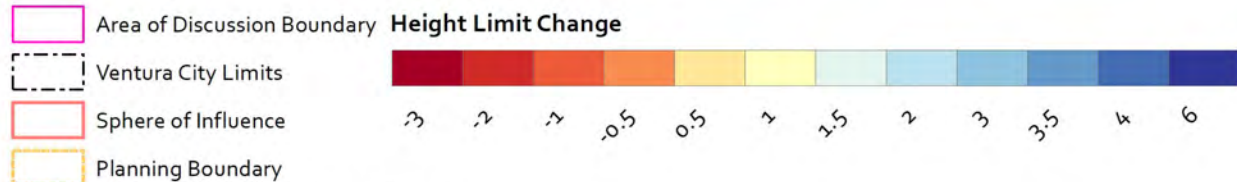
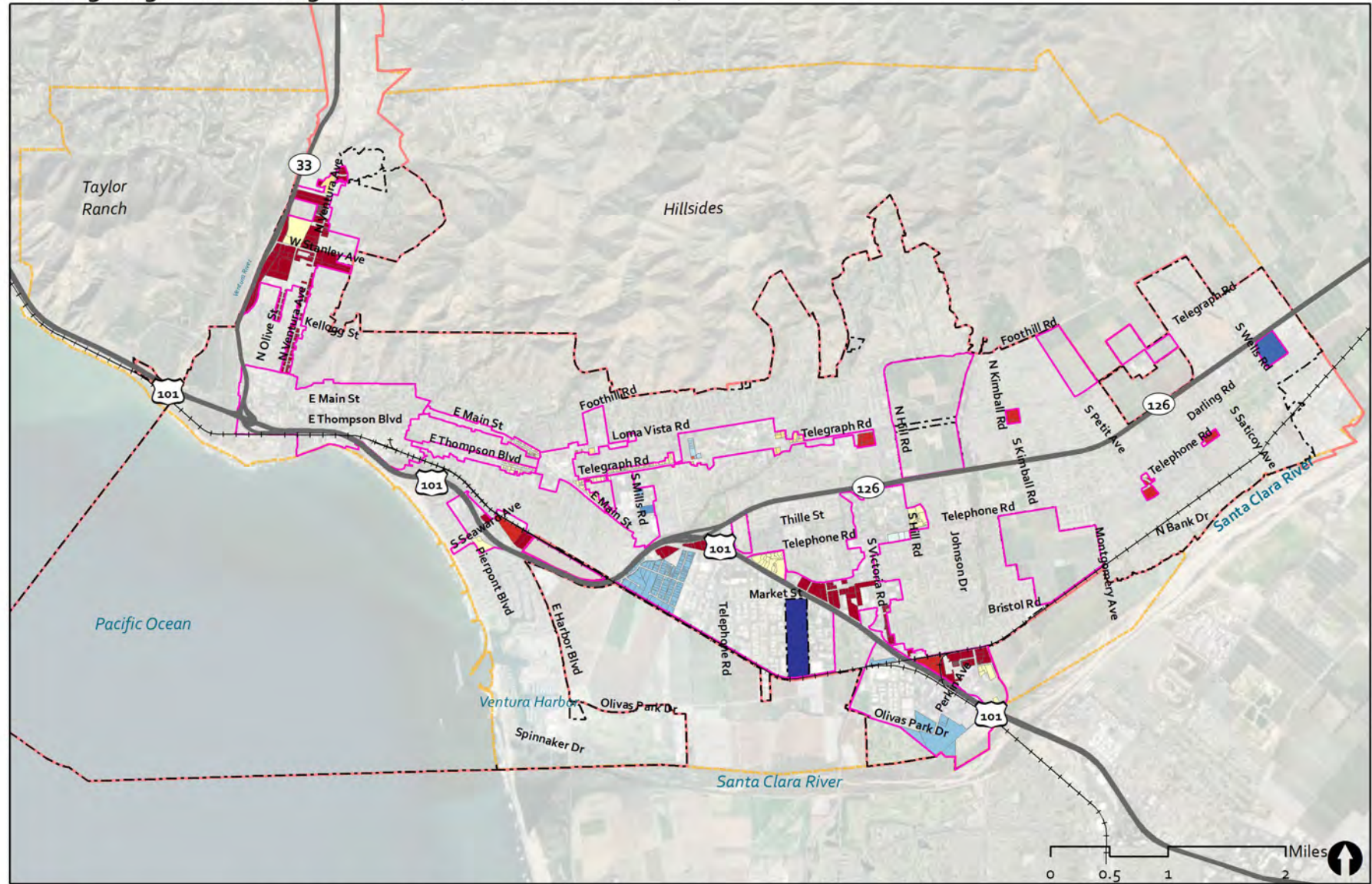
Data Sources: City of Ventura (2023); County of Ventura (2020); ESRI (2020)





# Change in Building Heights Proposed by GPAC

Building Height Limit Change from Base (Areas of Discussion)



Data Sources: City of Ventura (2023); County of Ventura (2020); ESRI (2020)

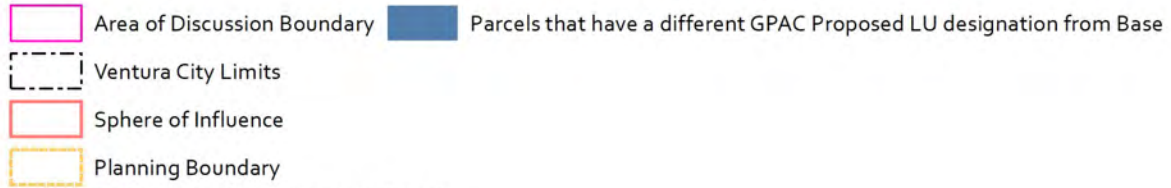
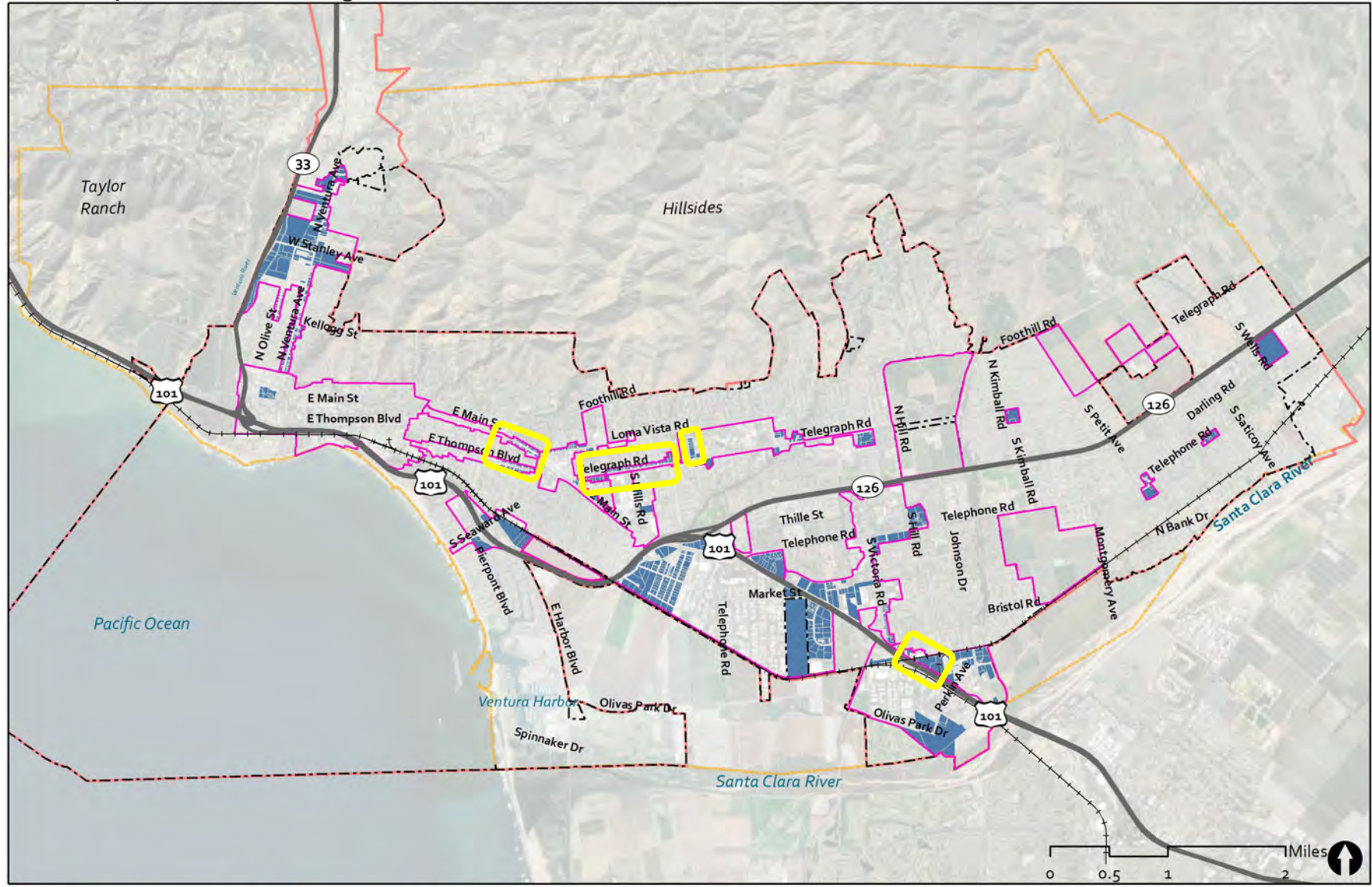




GPAC Proposed Land Use Designation Different from Base (Areas of Discussion)

# Land Use Designation Changes Proposed by GPAC

*(Note: The areas outlined in yellow represent changes proposed by the Planning Commission)*



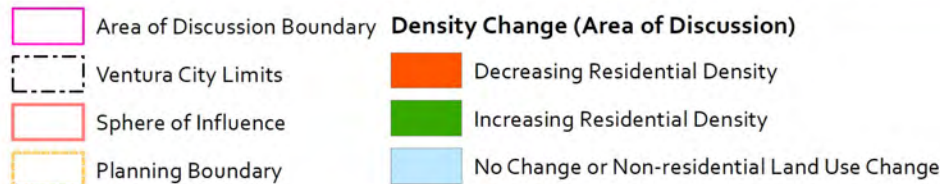
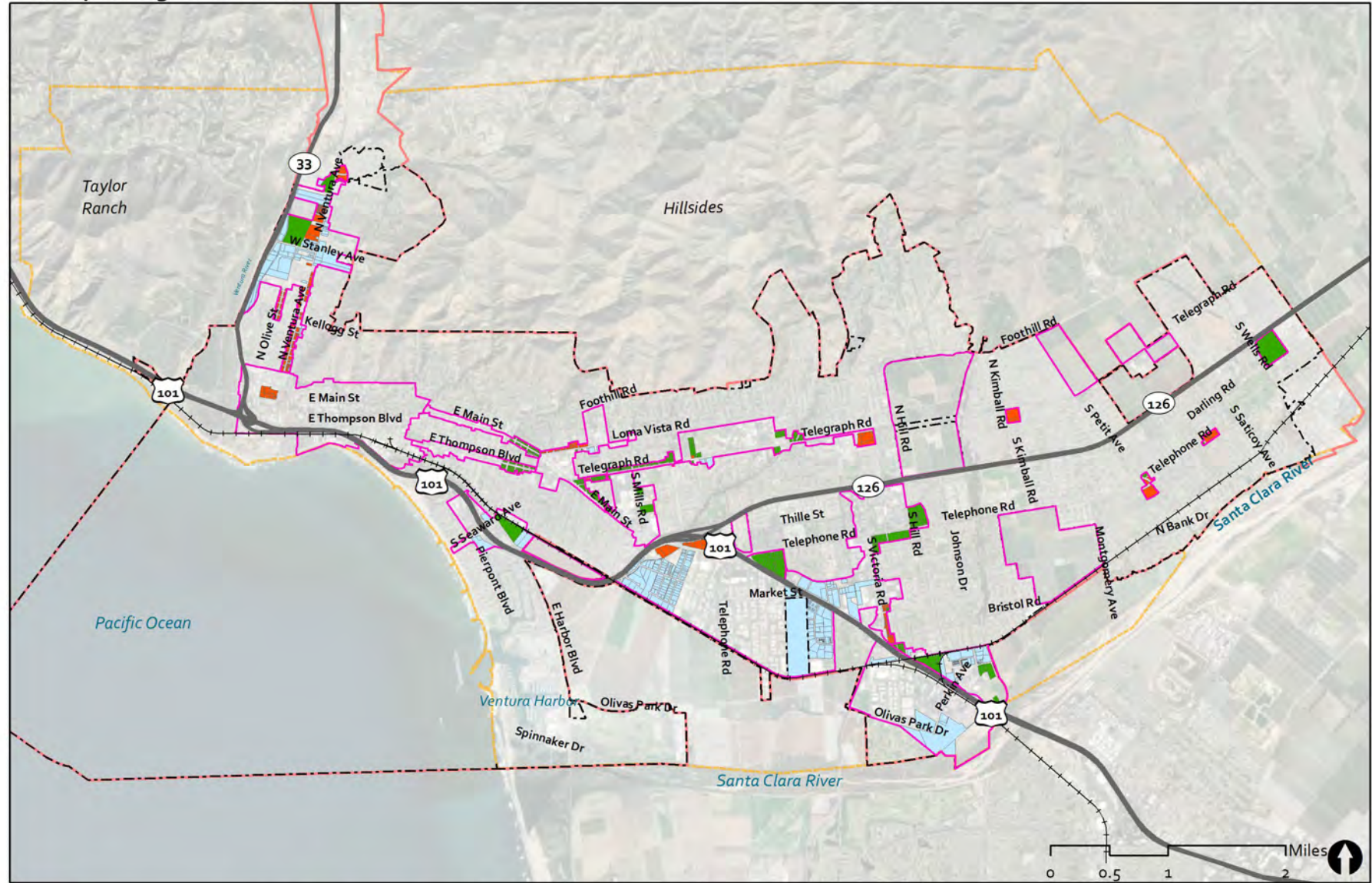
Data Sources: City of Ventura (2023); County of Ventura (2020); ESRI (2020)





# Density Changes from Base Proposed by GPAC

Density Change from Base



Data Sources: City of Ventura (2023); County of Ventura (2020); ESRI (2020)



# Facts about GPAC Preferred Land Use Map

- Total Area
  - **27%** of the City and SOI are in the Areas of Discussion
- 6 Story Buildings (Areas of Discussion only)
  - **8%** of City/SOI area in Base
  - **7%** of City/SOI area in GPAC Preferred
  - Decrease of **85 acres** (1% of City/SOI area)
- Residential Capacity Change in Areas of Discussion (GPAC Preferred)
  - 229 acres proposed for increase (1.7% of total City/SOI area)
  - 121 acres proposed for decrease (0.9% of City/SOI area)
  - Increase of 1,800 units of total MAXIMUM capacity citywide (1% increase)





## Next Steps

# Project Schedule to Draft General Plan

- Growth projections (Fall 2023)
- Policy direction (Summer and Fall, 2023)
- Initiate Local Coastal Program (Fall 2023)
- Initiate EIR (Fall 2023)
- Public Draft General Plan (Winter 2024)
- Public Draft EIR (Winter/Spring 2024)
- Adoption Hearings (Summer 2024)



# Discussion

# Proposed Flow of Discussion

- Overall comments, thoughts, and ideas
- Area-by-Area discussion
  - Areas with agreement between public, GPAC and Planning Commission
  - Areas with different views about land use changes recommended by Planning Commission
  - Any additional changes to Areas of Discussion (where land use changes were not proposed by GPAC)
- Citywide Discussion
  - Other areas in the City or Sphere of Influence you would like to discuss
  - Any areas from public comment you would like to discuss





**Thank You!**