

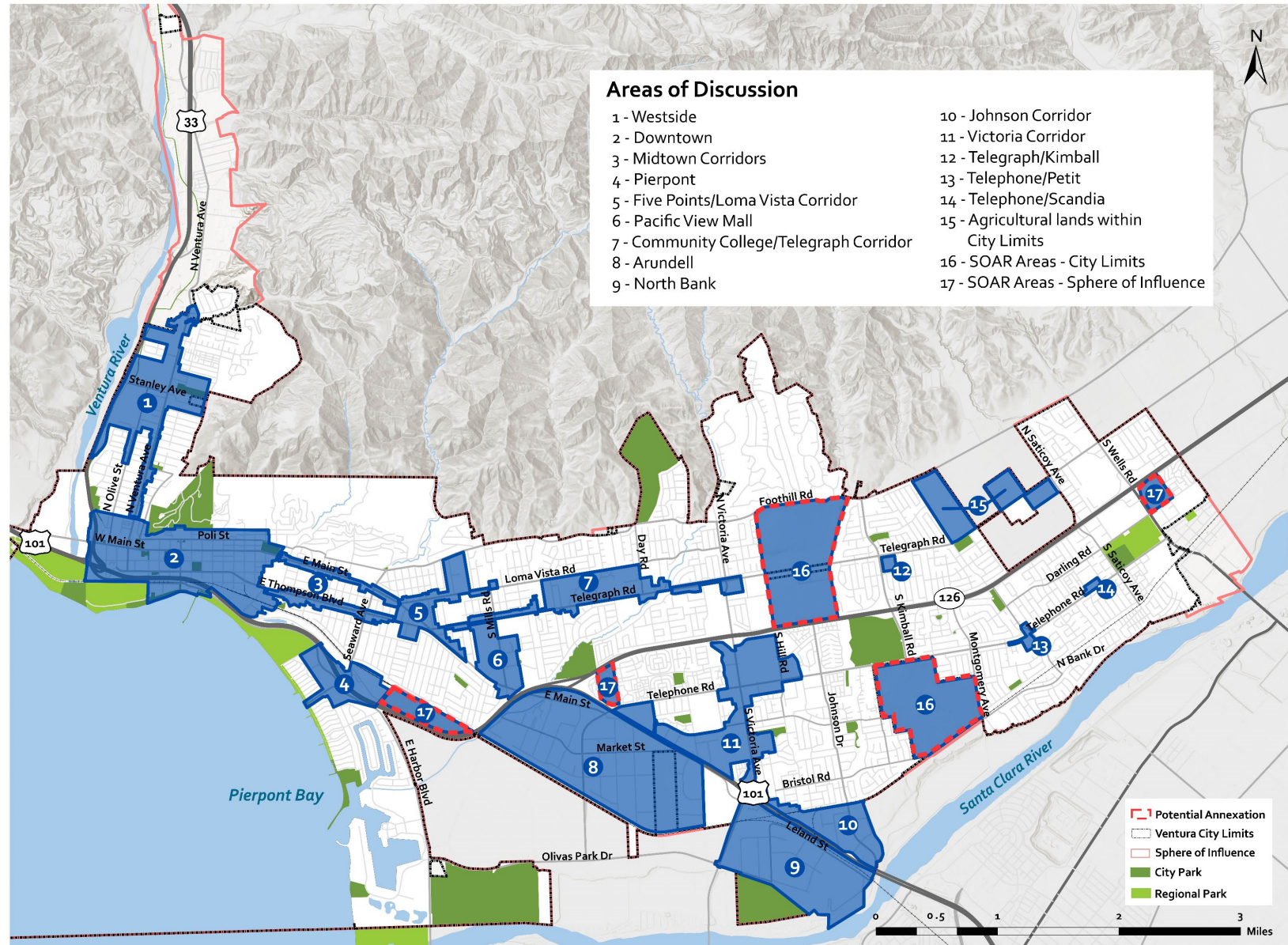
# Citywide Alternatives

# 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 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.



# Commonalities with All Concepts

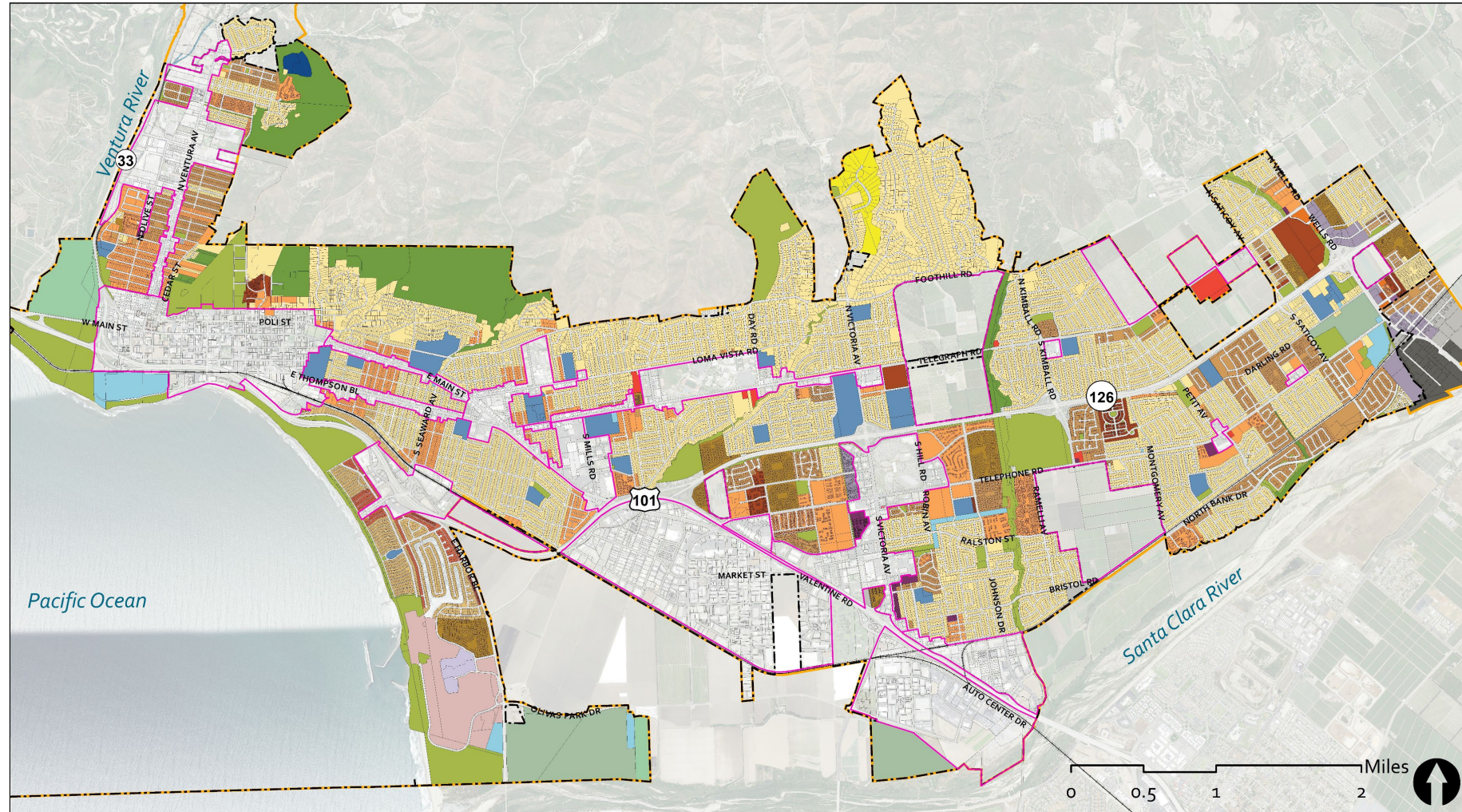
The land use concepts vary between the alternatives, however there are commonalities that are reflected in all the concepts:

- The areas outside of the Areas of Discussion do not vary between the alternatives (see next slide).
- No alternative exceeds the current maximum height of 6 stories in some parts of the City currently allowed in the City's regulations.
- All alternatives envision Downtown Ventura as the "heart of the City." The alternatives explore different levels of development intensity in this area.
- Existing parks, trails, schools, and public buildings are preserved in all alternatives. General locations for new parks and trails will be identified in the General Plan based on the preferred land use direction.
- All alternatives seek to maintain (or expand) the City's job capacity and/or expand the diversity of job types. This is critical for economic development and the future financing of public services.
- All alternatives could allow new development in some unincorporated areas that are within the City's Sphere of Influence, if they are annexed. SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change. *(Note that the SOI is the area where the City expects to grow in the future. This geography is not being expanded in the update process.)* However, the alternatives vary in which areas are proposed for development.
- The alternatives maintain the existing land use designations in the City's lower density and single-family neighborhoods. Note that while the designations are maintained, new State law (SB 9) imposes regulations on cities that allow up to four units to be built on some single-family lots.
- In order to implement the Vision, all alternatives allow for more housing units (an increase of residential capacity) than the current General Plan. The location and intensity of where the new housing should be built, and the scale of the new housing varies between the alternatives.
- Every idea included in the alternatives came directly from input received from the public through the engagement process. The team converted general direction for an area into specific land uses to implement the idea.



# Areas Outside of the Areas of Discussion

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

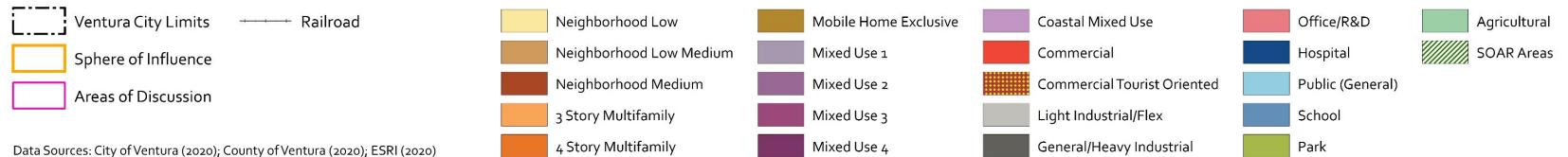
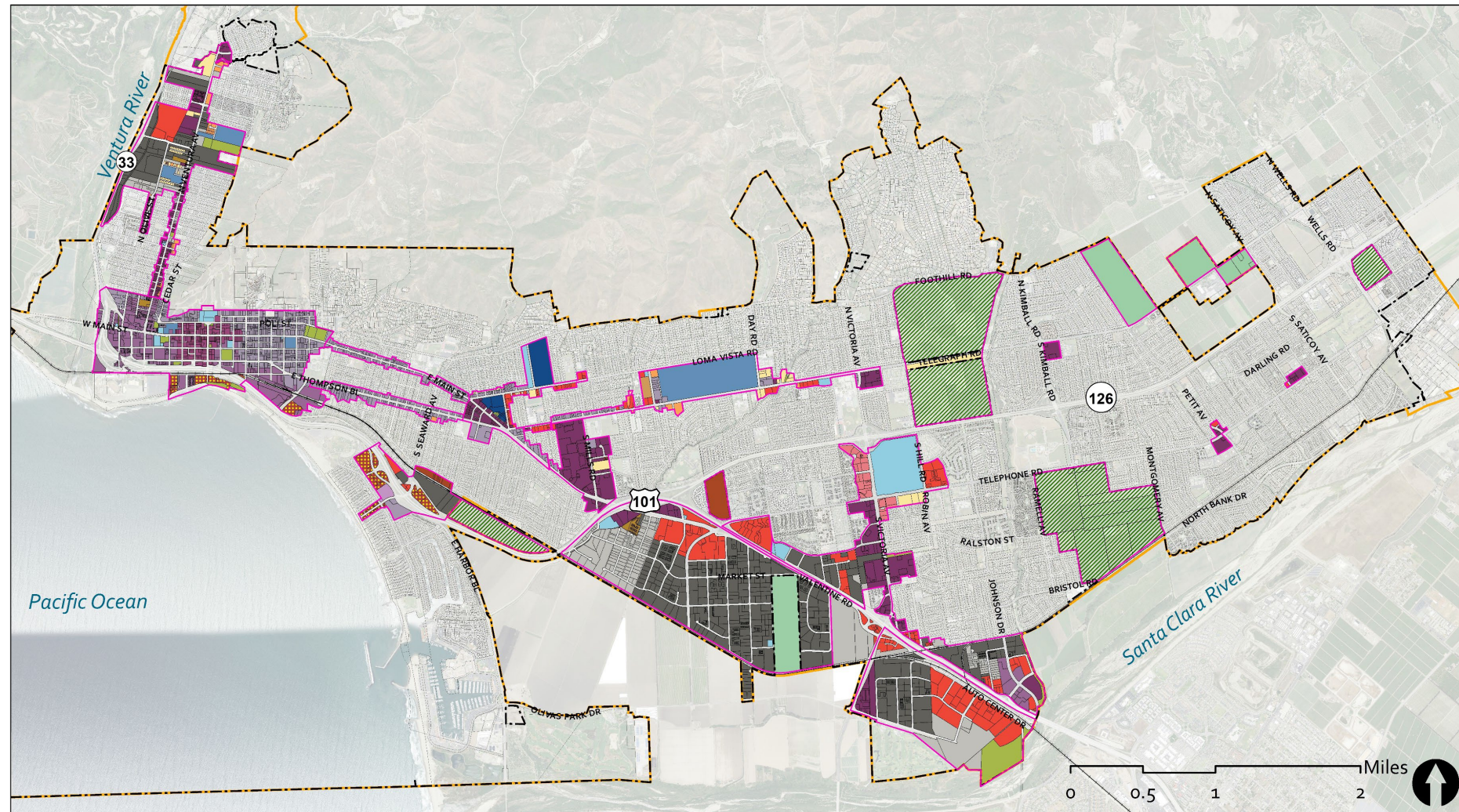


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



# Base Alternative

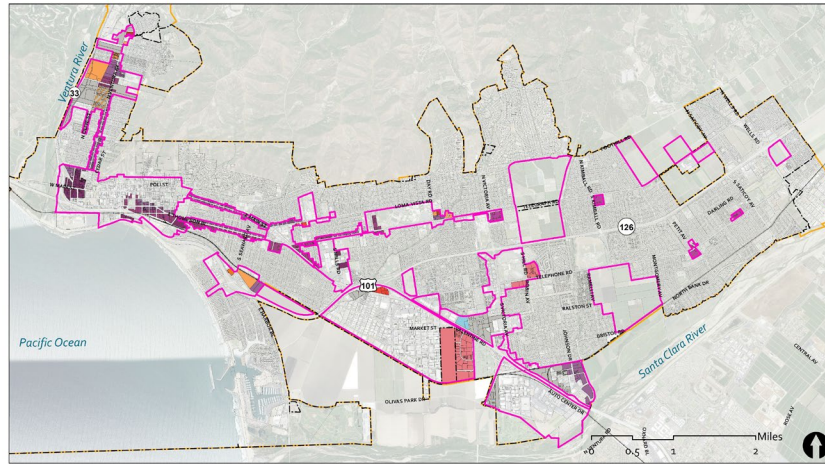
- Reflects the base land use designations for the Areas of Discussion.
- Implements existing zoning to ensure that new development is compatible with the existing development regulations.



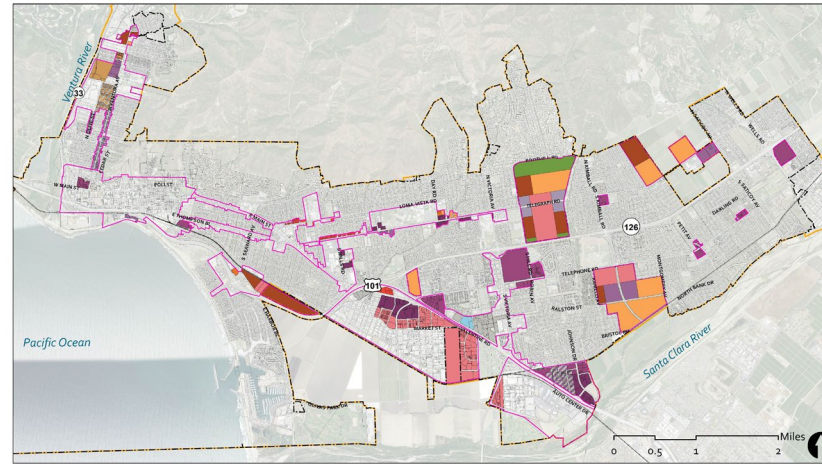


# Land Use Alternatives - Parcels Changing From Base

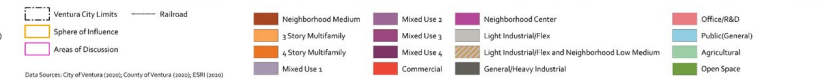
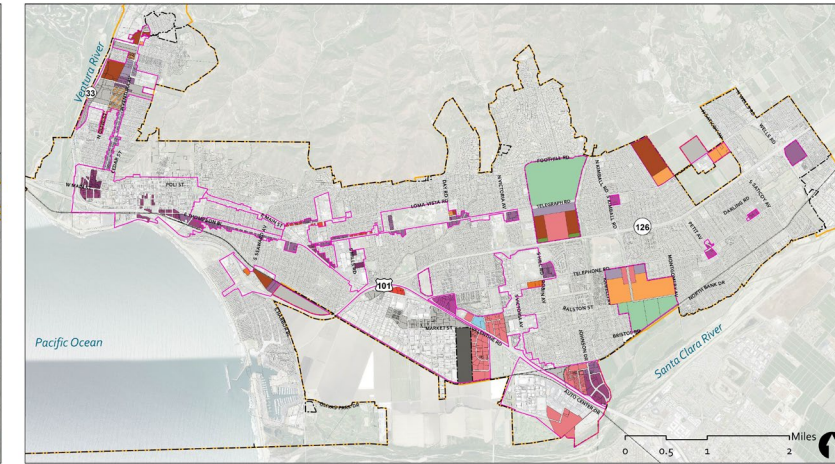
## Core



## Expansion



## Distributed



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

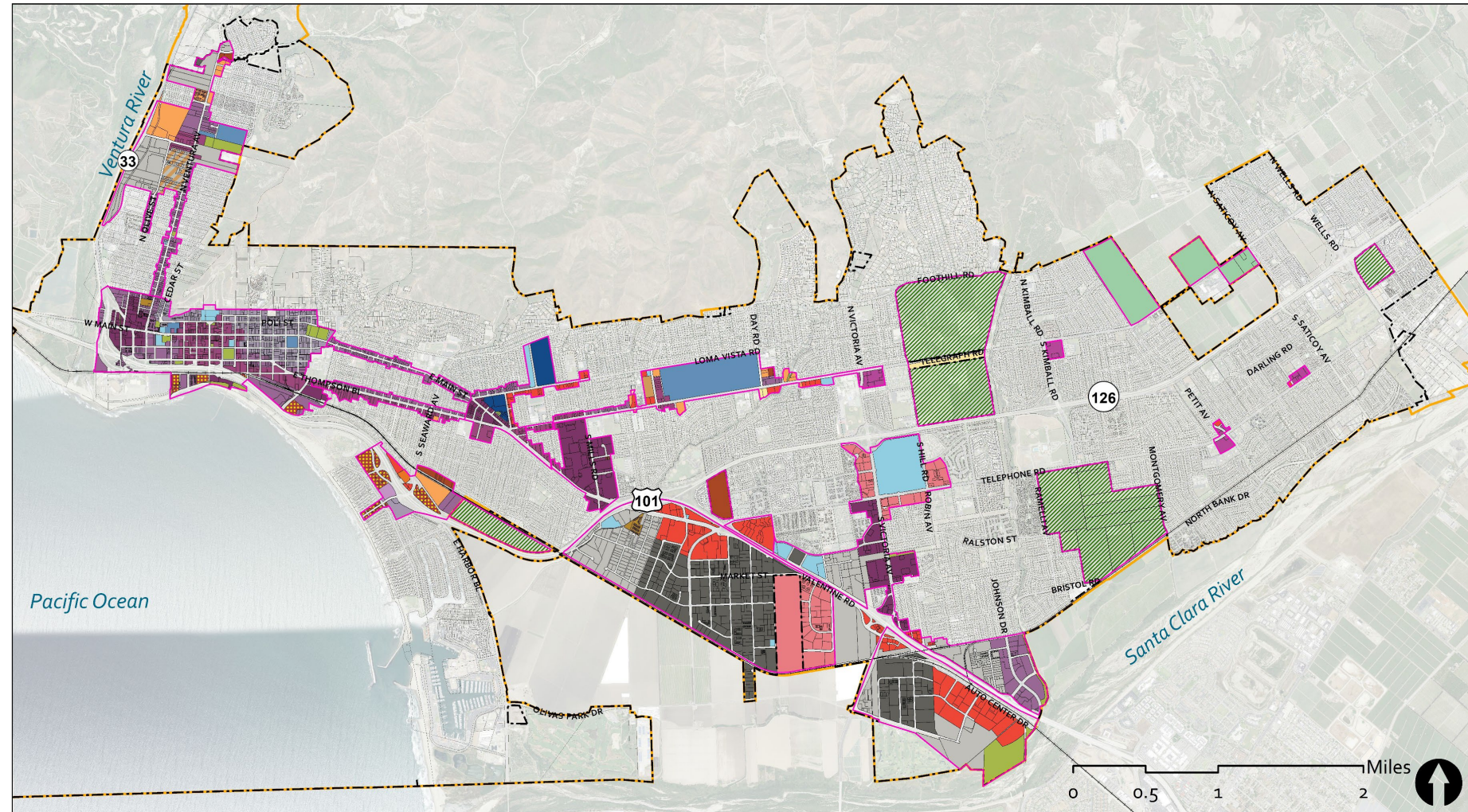
Increases residential and job capacity in SOAR areas located within the SOI and minimizes density increases in Downtown, Five Points/Pacific View Mall and the Midtown Corridors. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)

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



# Core Alternative

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

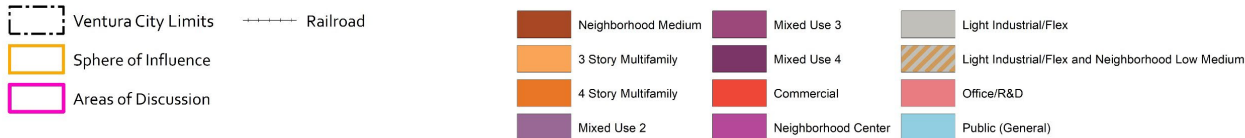
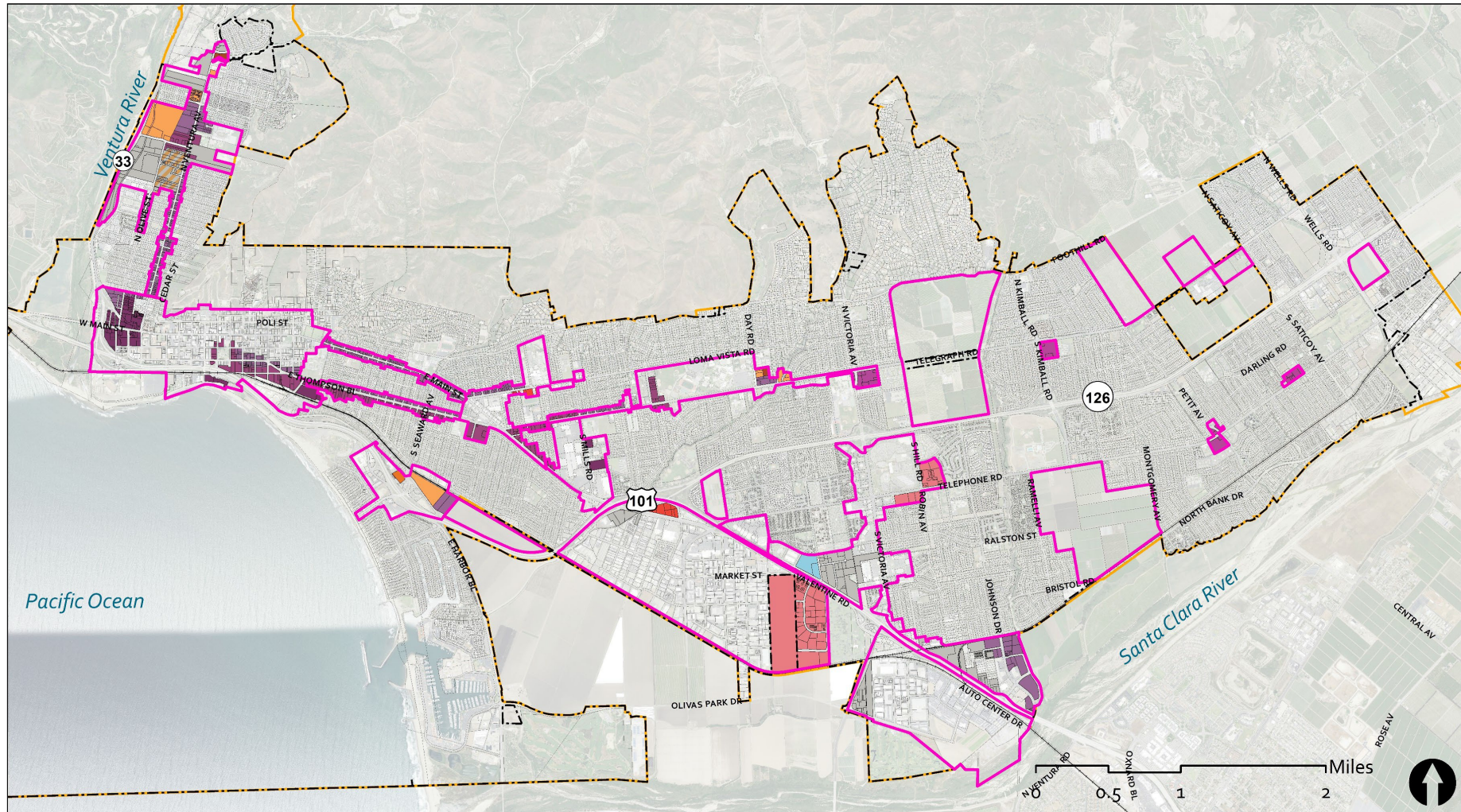


# Core Alternative: Characteristics

- Creates higher intensity areas on the east and west sides of Downtown, primarily west of Ventura Avenue, and southeast of Plaza Park along Thompson and Front Street.
- Creates a mixed-use center on the Westside at the intersection of Stanley and Ventura Avenues.
- Encourages development along Thompson and Main by increasing allowing heights and densities by 1-2 stories and allowing stand-alone residential buildings.
- Increases building heights in Five Points and along Telegraph (near Pacific View Mall) to allow buildings between four and six stories in height (an increase of 1-2 stories in select locations).
- Pacific View Mall will evolve to be an active mixed-use area with community gathering spaces. *(The current land use designation permits this; hence no change is recommended. The GP will contain policies for establishing a community-based vision.)*
- Creates residential and mixed-use centers east and west of Ventura Community College to allow for more student housing and services.
- Creates a 4-story mixed-use corridor along Johnson Drive (south of the railroad tracks) to encourage more housing and transit use.
- Redesignates heavy industrial uses on the Westside and in the Johnson area to light industrial to minimize potential pollution impacts to nearby residents.
- Encourages higher density office uses near the County Government Center along Telephone and in Arundell by redesignating parcels to the new "R&D/Office" land use designation.
- Considers annexation of limited areas into the City including the McGrath property in Arundell and the unincorporated county island near the intersection of Hwy 126 and US 101 (known as the Grove).



# Core Alternative: Changes from Base Designation Map



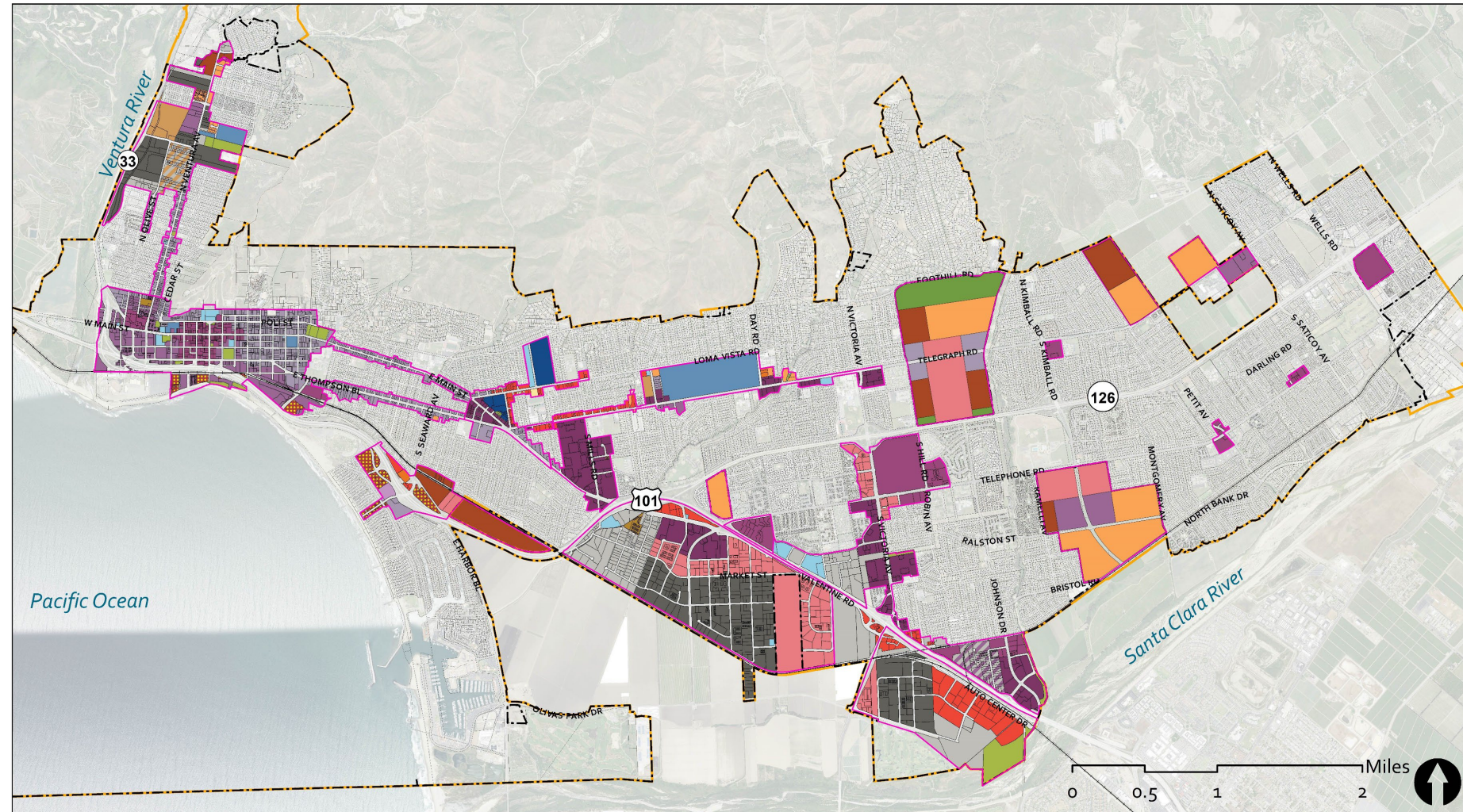
Data Sources: City of Ventura (2020), County of Ventura (2020); ESRI (2020)





# Expansion Alternative

- Maintains base land use designations (and allowable uses and heights/intensities) across most of the City.
- Considers development in the City-controlled SOAR areas. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*
- Creates higher intensity mixed use centers east of the Pacific View Mall and an expansion of an office/R&D district in Arundell.



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

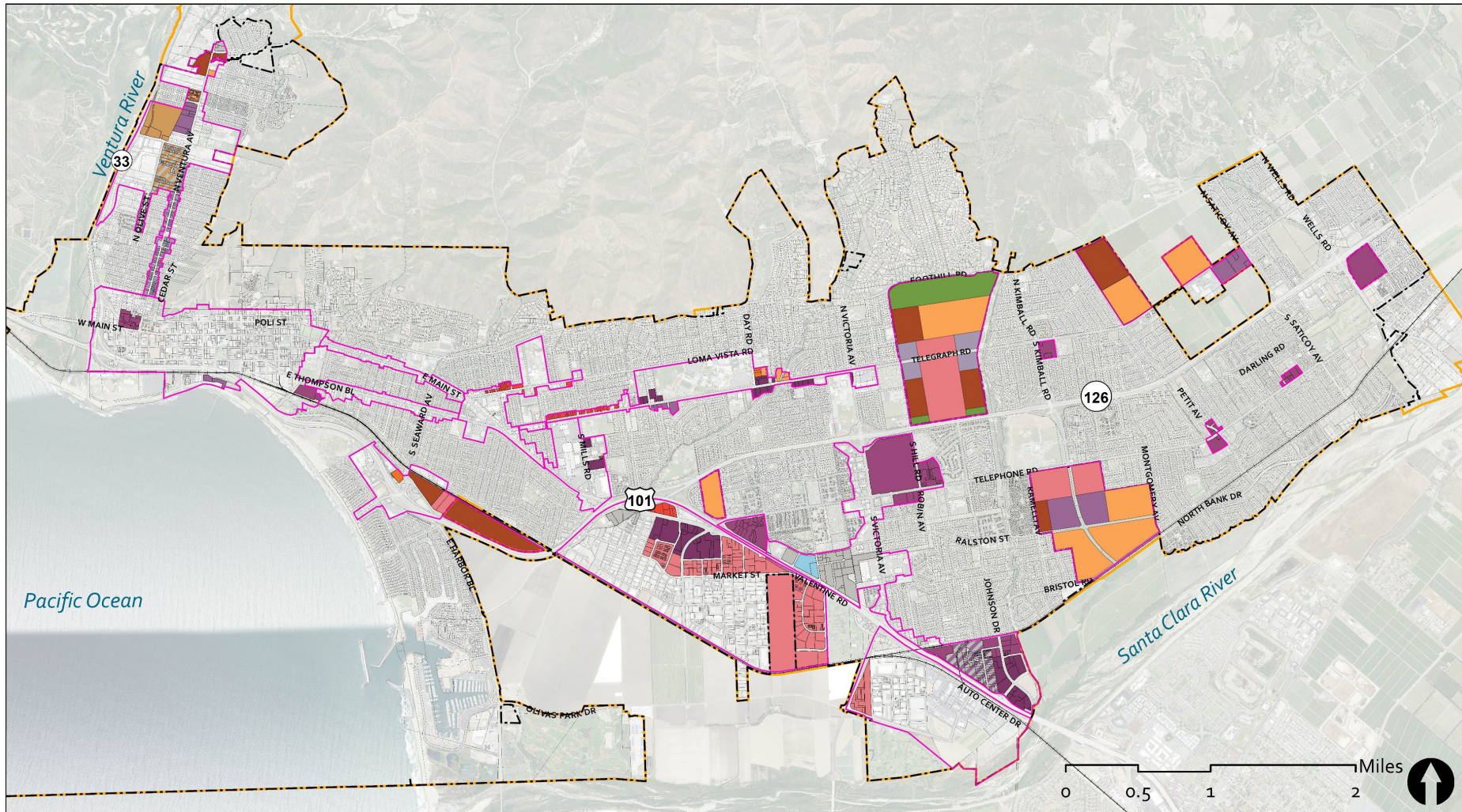


# Expansion Alternative: Characteristics

- Considers development in the City-controlled SOAR areas. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)* The allowable uses include a wide range of housing types (from attached single family to 3 story multifamily), mixed use, commercial, and employment uses (Office/R&D and Light Industrial/Flex). Portions of these areas would remain as open space to create buffers between existing residential uses and the new development and significant community benefits would be required.
- Allows residential and mixed-use development in existing agricultural areas within the City limits along Telegraph.
- Creates 5 and 6 story mixed use (retail and residential) centers on the eastern portion of the City, primarily at the shopping centers on the Eastside, along Johnson Drive, and in Arundell in the existing commercial areas.
- Creates an expanded Office/R&D district in Arundell by redesignating some General/Heavy Industrial areas to Office/R&D.
- Maintains the existing employment land use designations on the Westside, including General/Heavy Industrial.
- Maintains existing land use designations along Ventura Avenue on the Westside.
- Maintains the land use designations in the Downtown except for the shopping center on Ventura Avenue and Main Street and the City-owned corporation yard on Sanjon.
- Creates high-density mixed use and residential centers east and west of Ventura Community College.



# Expansion Alternative: Changes from Base Designation Map



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

- Neighborhood Low Medium
- Neighborhood Medium
- 3 Story Multifamily
- 4 Story Multifamily

- Mixed Use 1
- Mixed Use 2
- Mixed Use 2 and Light Industrial/Flex
- Mixed Use 3
- Mixed Use 4

- Commercial
- Light Industrial/Flex
- Light Industrial/Flex and Neighborhood Low Medium

- Office/R&D
- Public (General)
- Park
- Open Space

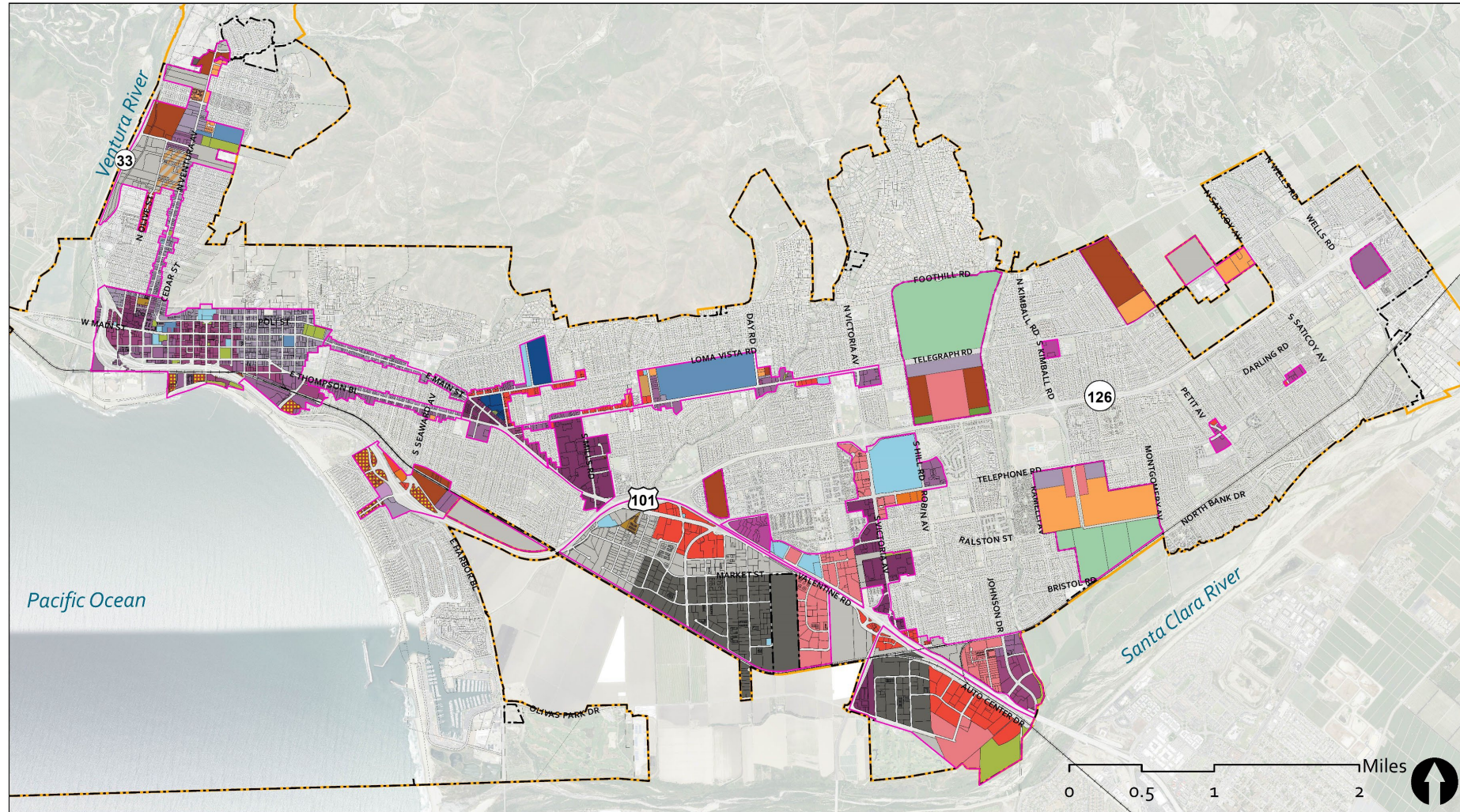
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)





# Distributed Alternative

- Creates a hybrid between the Core and Expansion Alternatives.
- Allows slightly greater intensities in limited areas in the Downtown and along major commercial corridors.
- Considers development in some existing SOAR areas and areas with existing agricultural uses located within the City limits. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*



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

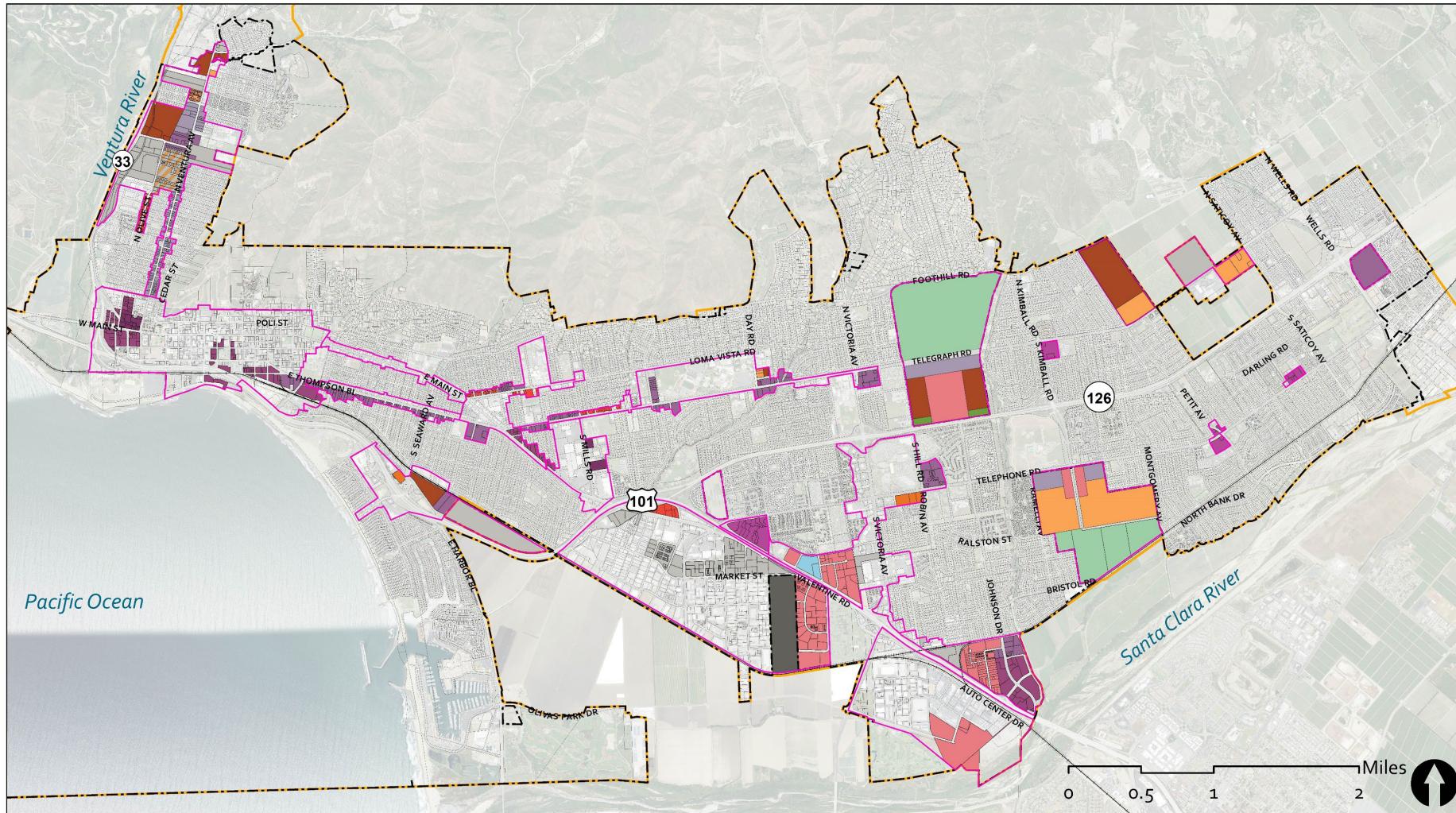


# Distributed Alternative: Characteristics

- Increases building heights by 1 story in limited areas of Downtown, primarily around the shopping center at Main and Ventura, around Plaza Park, and along Thompson Boulevard.
- Increases building heights by 1 story on the south side of Thompson Boulevard in Midtown as these are the larger parcels. All other parcels would maintain their current land use designation.
- Considers development in portions of undeveloped agricultural areas (some of which are city-controlled SOAR lands) with a diversity of housing, retail and jobs. This is a mix between the two alternatives and blends conservation while allowing the incorporation of some areas into the City. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*
- Creates a mixed-use center at the intersection of Stanley and Ventura while downzoning the majority of parcels on Ventura and Olive. This is complemented by allowing 3-story multifamily housing on the school property on Stanley.
- Increases building heights around the Pacific View Mall (along Main and Telegraph) to focus development in this area.
- Creates 3-4 story mixed use centers east and west of Ventura Community College to create more of a “college town” atmosphere.
- Redesignates the shopping centers on the eastside to “Neighborhood Center,” which maintains the existing commercial uses but allows the addition of multifamily housing.
- Promotes 4 and 5 story mixed use development along Johnson Drive south of the railroad tracks to add housing and encourage the redevelopment of the area.
- Allows more office uses throughout the City, including in portions of North Bank, Johnson Drive, Victoria Avenue corridor and Arundell.
- Prohibits new heavy industrial uses on the Westside and instead allows these uses on the McGrath property in Arundell.



# Distributed Alternative: Changes from Base Designation Map



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

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| <span style="display: inline-block; width: 15px; height: 15px; background-color: #8B4513; border: 1px solid black; margin-right: 5px;"></span> Neighborhood Medium | <span style="display: inline-block; width: 15px; height: 15px; background-color: #6A329F; border: 1px solid black; margin-right: 5px;"></span> Mixed Use 2 | <span style="display: inline-block; width: 15px; height: 15px; background-color: #800000; border: 1px solid black; margin-right: 5px;"></span> Neighborhood Center  | <span style="display: inline-block; width: 15px; height: 15px; background-color: #E67E22; border: 1px solid black; margin-right: 5px;"></span> Office/R&D      |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #FFA500; border: 1px solid black; margin-right: 5px;"></span> 3 Story Multifamily | <span style="display: inline-block; width: 15px; height: 15px; background-color: #483D8B; border: 1px solid black; margin-right: 5px;"></span> Mixed Use 3 | <span style="display: inline-block; width: 15px; height: 15px; background-color: #A9A9A9; border: 1px solid black; margin-right: 5px;"></span> Light Industrial/Flex  | <span style="display: inline-block; width: 15px; height: 15px; background-color: #ADD8E6; border: 1px solid black; margin-right: 5px;"></span> Public(General) |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF8C00; border: 1px solid black; margin-right: 5px;"></span> 4 Story Multifamily | <span style="display: inline-block; width: 15px; height: 15px; background-color: #4B0082; border: 1px solid black; margin-right: 5px;"></span> Mixed Use 4 | <span style="display: inline-block; width: 15px; height: 15px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #808080 2px, #808080 4px); border: 1px solid black; margin-right: 5px;"></span> Light Industrial/Flex and Neighborhood Low Medium | <span style="display: inline-block; width: 15px; height: 15px; background-color: #90EE90; border: 1px solid black; margin-right: 5px;"></span> Agricultural    |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #9370DB; border: 1px solid black; margin-right: 5px;"></span> Mixed Use 1         | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF0000; border: 1px solid black; margin-right: 5px;"></span> Commercial  | <span style="display: inline-block; width: 15px; height: 15px; background-color: #333333; border: 1px solid black; margin-right: 5px;"></span> General/Heavy Industrial   | <span style="display: inline-block; width: 15px; height: 15px; background-color: #3CB371; border: 1px solid black; margin-right: 5px;"></span> Open Space      |

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

