

Subarea Report: Arundell/North Bank

July 2021

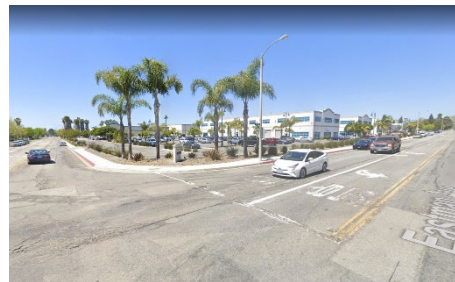


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Introduction

Ventura is home to a rich mosaic of neighborhoods with their own look, feel, and sense of place. While each has its own distinctive charm, each also faces its own unique set of conditions – such as housing quality, walkability, and park access – that have implications for residents’ quality of life. To better understand these differences, this report provides an overview of the Arundell/North Bank subarea in Ventura, delineating its predominant uses, overall character, and prevailing issues. It is one in a series of twelve (12) standalone reports on existing subareas in the City of Ventura.



*Eastman Avenue / McGrath Street.
Source: Google Maps*

Land Use	Percent
Residential	0.6%
Single-Family Detached	0.6%
Commercial	18.7%
Accommodation	0.2%
Office	3.8%
Commercial Centers	14.8%
Mixed-Use	7.1%
Mixed-Use Commercial	7.1%
Industrial/Manufacturing	38.6%
Light Industrial	34.0%
Wholesale / Warehousing	4.6%
Public/Institutional	6.2%
Civic Facilities	1.1%
Hospitals	0.5%
Transportation	3.6%
Utilities / Communications	0.8%
Water	0.1%
Open Space	14.1%
Golf Courses	8.8%
Cemeteries	5.3%
Agriculture	5.7%
Vacant/Other	9.0%

Arundell/North Bank Overview

Arundell/North Bank is a predominantly industrial area in the southernmost part of Ventura, bounded by Highway 101 to the north, Santa Clara River to the east, Olivas Park to the south, and Highway 126 to the west. The area is physically buffered from surrounding residential neighborhoods and hosts a high concentration of production, distribution, and repair (PDR) uses, as well as some research and development (R&D) facilities. Despite its small population and peripheral location, it is a major employment center for the city, hosting the most jobs of any subarea. Figure 1 shows an aerial view of the Arundell/North Bank subarea.

Existing Land Use

As Figure 2 indicates, Arundell/North Bank is Ventura’s sole “industrial district.” Industrial/Manufacturing uses cover 38.6 percent of its land area – the highest share of any subarea by far – and consist primarily of PDR uses, R&D facilities, beer breweries, and some warehousing and storage centers. Commercial land (18.7 percent) forms the

second-largest category and is clustered on the northwest and southeast edges of the district, adjacent Highway 101. The former hosts an array of suburban-style shopping centers, whereas the latter hosts several car dealerships that together form the Ventura Auto Center. While Open Space (14.7 percent) also occupies a sizeable share of land, these represent only the Ivy Lawn Memorial cemetery and Buenaventura Golf Course (the latter being one of the largest users of the City’s recycled water); the district hosts no public parks. Notably, residential land comprises less than one percent of land area.

Neighborhood Statistics



153 residents
(0.1% of City)



76 units
(0.2% of City)



0.9 units per residential acre
(Citywide: 7.8)



0.1 people per acre
(Citywide: 7.7)



median income
\$41,563
(Citywide: \$78,882)



median home value
\$453,400
(Citywide: \$570,100)



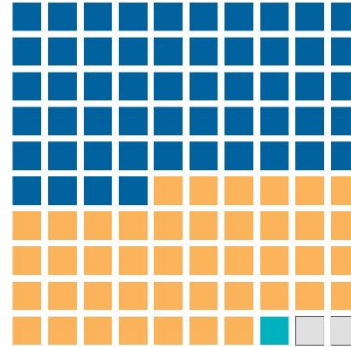
13,501 jobs
(26.4% of City)



10% residents aged 65+
(Citywide: 15.8%)



30% residents aged 18 or under
(Citywide: 21.8%)



- White (54%)
- Hispanic/Latino (43%)
- Asian (<1%)
- Black (1%)
- Other/Two or More Races (2%)



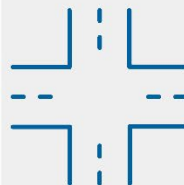
0 park acres per 1,000 residents
(Citywide: 7.2)



0% residents five minutes from park
(Citywide: 40.2%)



0% residents at very high fire risk
(Citywide: 10.7%)



42.1 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial

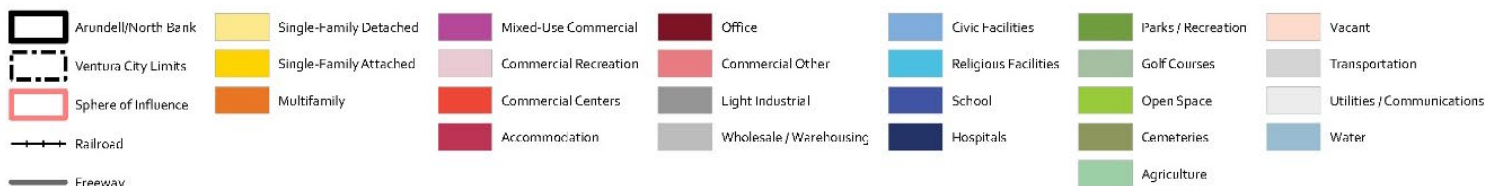
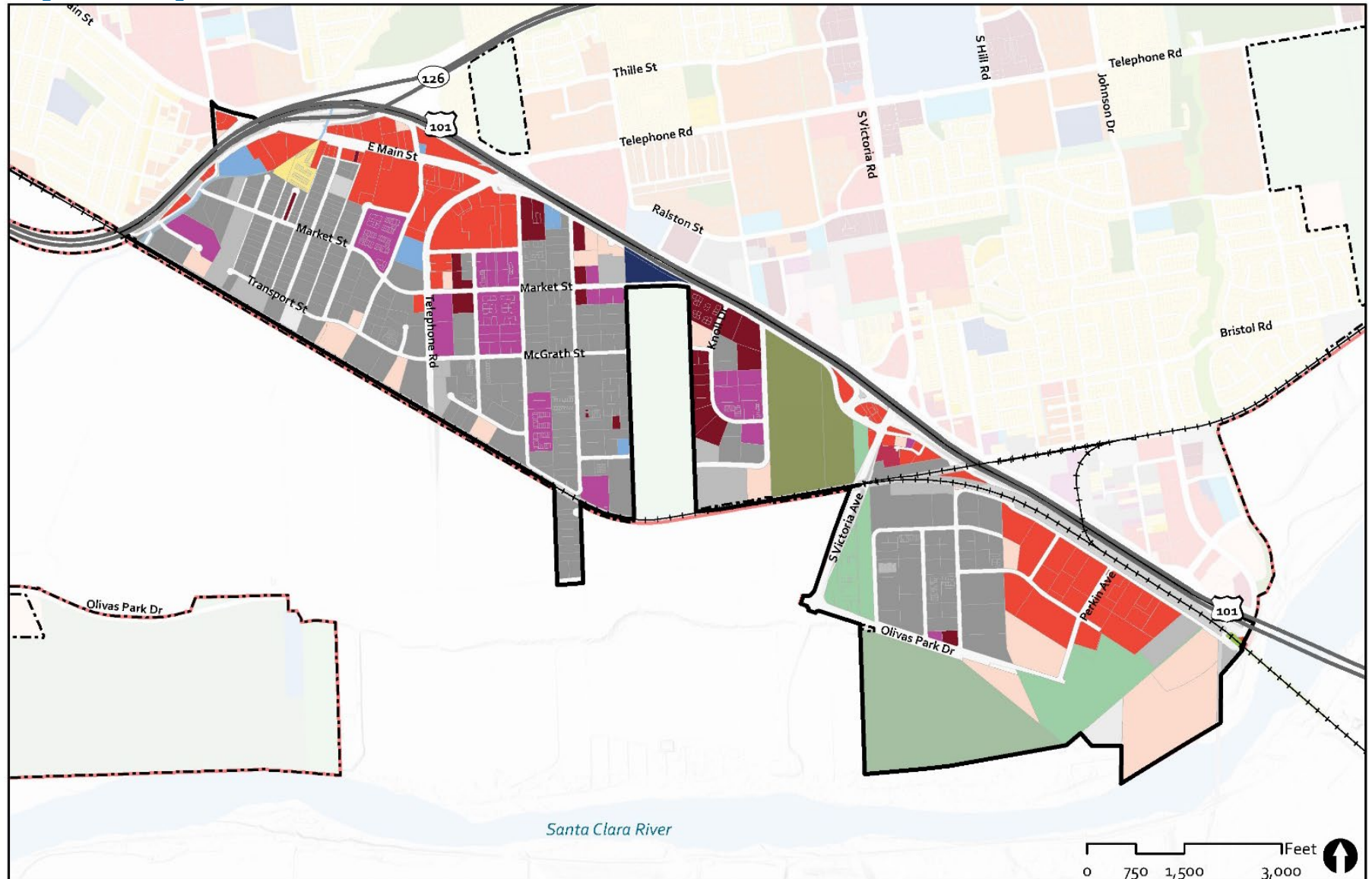


- Arundell/North Bank
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway

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



Figure 2: Existing Land Use



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



Neighborhood Features and Challenges

- **Ventura’s “Industrial District”:** As Ventura’s industrial district, Arundell/North Bank hosts an important mix of employment-generating uses that contribute to the city’s fiscal and economic health. Specific PDR uses including auto shops, furniture stores, breweries, and warehouse and storage facilities, which can also be found in smaller industrial areas in the Westside in near unincorporated Saticoy. Arundell/North Bank is also the cradle of an emerging “high-tech manufacturing” cluster in Ventura, which includes a variety of fast-growth start-up companies engaged in information technology, software development, and 3-D printing. With the right level of public support, the City could help catalyze significant growth in this district and thus modernize the urban economy (see “Market Study” for more).
- **Suburban Business Parks:** Most industrial uses are clustered in one of several suburban-style business parks. A business park typically hosts a grouping of multi-story, large-footprint commercial buildings organized around an expansive surface parking lot. To support growth in relevant industrial sectors – such as the high-tech manufacturing cluster described above – the City could promote redevelopment of certain parking lots into expanded office or R&D space. More analysis will be needed to evaluate the feasibility of reduction of parking requirements.
- **Lower-Income Population:** By a significant margin, Arundell/North Bank hosts the smallest residential population of any subarea, with just 153 full-time residents living in one small mobile home park in the northwest end of the district. The residents are also the most economically disadvantaged of any subarea, with the lowest median income (\$41,563) and highest poverty rate (26.0%). With a very limited set of community amenities within walking distance of homes, more work should be done to improve quality of life for these residents.
- **No Fire or Sea Level Rise Risk.** No part of the Arundell/North Bank is at risk of wildfire or sea level rise.
- **Moderate Flood Rise Risk.** Given the existing mobile home park’s proximity to the Arundell Barranca, an estimated 15.7 percent of its residents live in areas with a 1 percent annual chance of flooding. At-risk homes are in the park’s north end and typically less than 50 feet away from the barranca. The City currently has plans to construct a levee along the Santa Clara River near the Ventura Auto Center to mitigate flood risk.

Streetscape

Arundell/Northbank’s streetscape is suburban in character. With a very limited residential population, virtually all roadways are auto-dominated with wide curb-to-curb rights-of-way, few street trees, and narrow or no sidewalks. Within the business parks, buildings have a very limited street presence. Whereas most R&D and manufacturing facilities have large setbacks with abundant surface parking, other traditional PDR uses are often built closer to the road but have an inconsistent street wall. Class II bike lanes are provided on Telephone Road and Market Street (see “Transportation and Mobility Report” for more). Figure 4 shows building footprints in the Arundell/North Bank area.



Industrial property. Source: LoopNet

Intersection Density

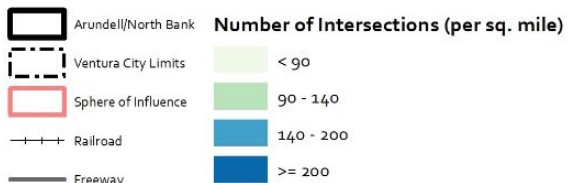
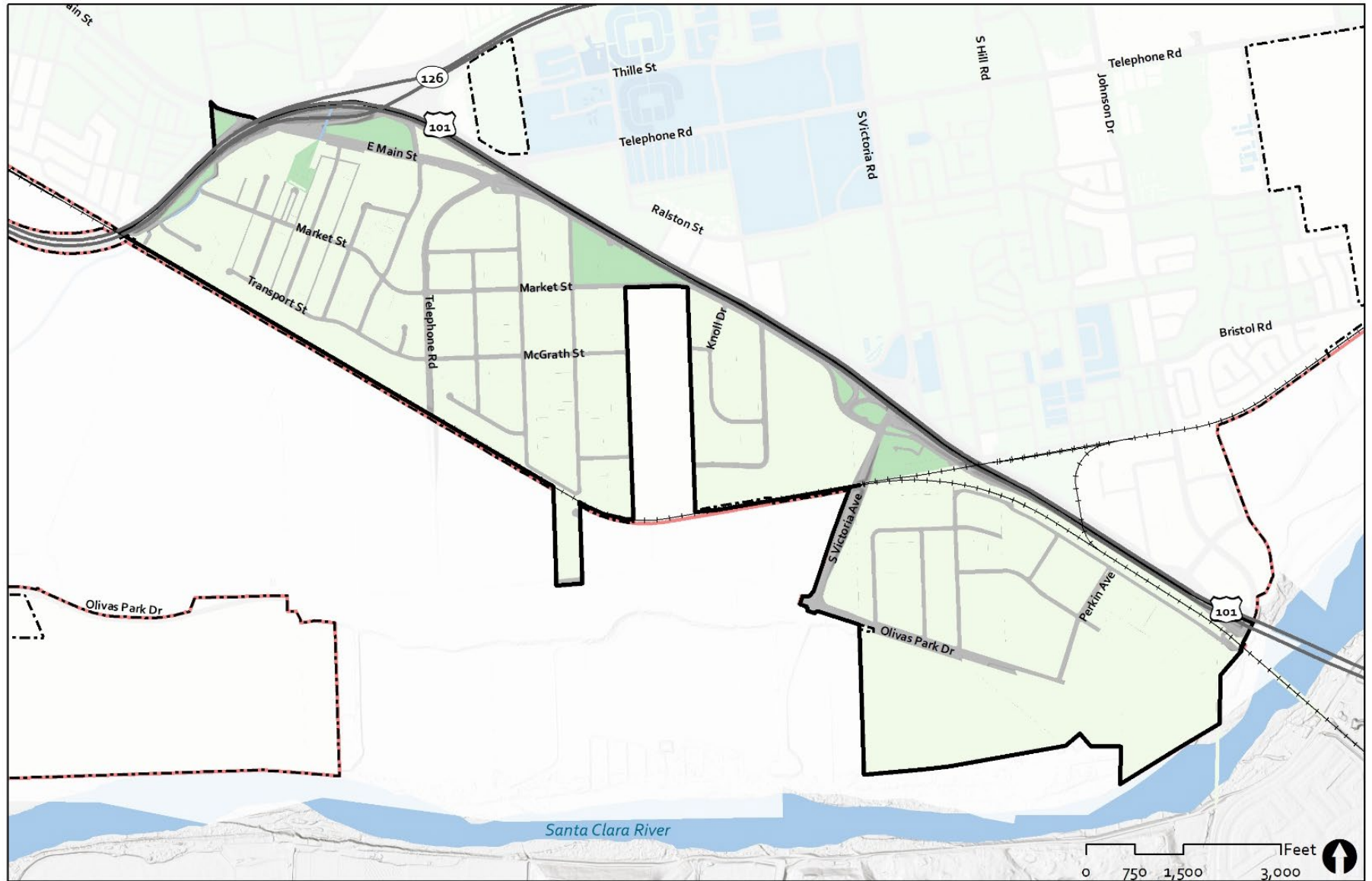


Eastman Avenue. Source: Google

Intersection Density is one metric used to evaluate an area's walkability. A high concentration (i.e., density) of intersections in a defined place is typically indicative of a gridded street pattern, which expands travel routes and connectivity, creates frequent opportunities for controlled pedestrian crossing, and can even facilitate placemaking at key nodes. Intersection densities of 140 per square mile or more are more conducive for walkability.

As Figure 3 below indicates, Intersection Density in Arundell/North Bank is exceptionally low. Street blocks tend to be long and are not organized on a predictable street grid. In terms of connectivity, the district is overly reliant and three major roadways – Telephone Road, Valentine Road, and Market Street – for traffic flow, leaving very limited access on cross streets.

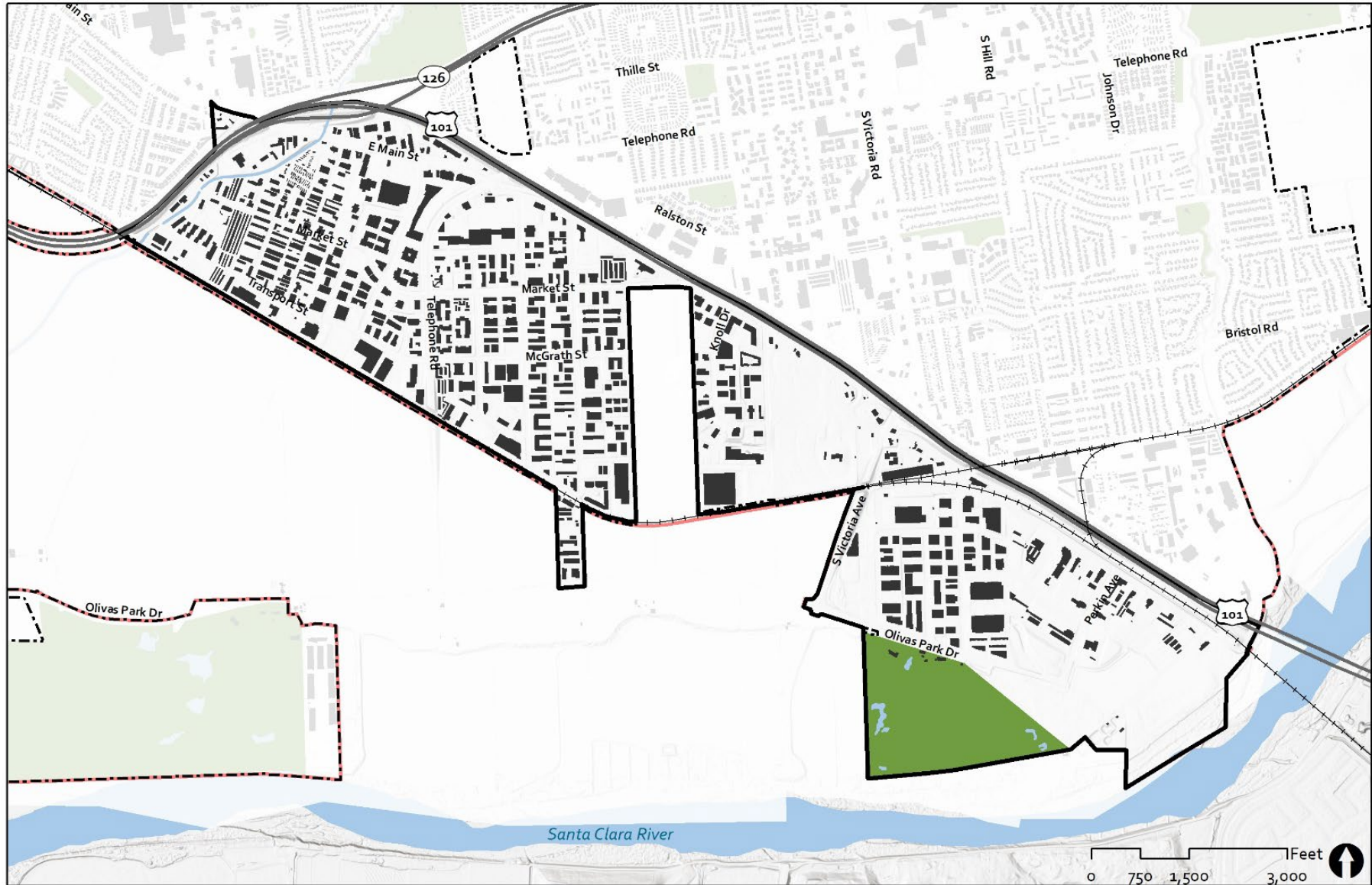
Figure 3: Intersection Density



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



Figure 4: Building Footprints



- Arundell/North Bank
- Railroad
- City Park/Open Space
- Ventura City Limits
- Freeway
- Building Footprints
- Sphere of Influence



Figure 5: FEMA Flood Risk



- Arundell/North Bank
- Ventura City Limits
- Sphere of Influence
- Railroad
- Freeway
- A: Areas With A 1% Annual Chance Of Flooding
- AE: Base Floodplain Elevation
- AH: Areas With A 1% Annual Chance Of Shallow Flooding



Open Space

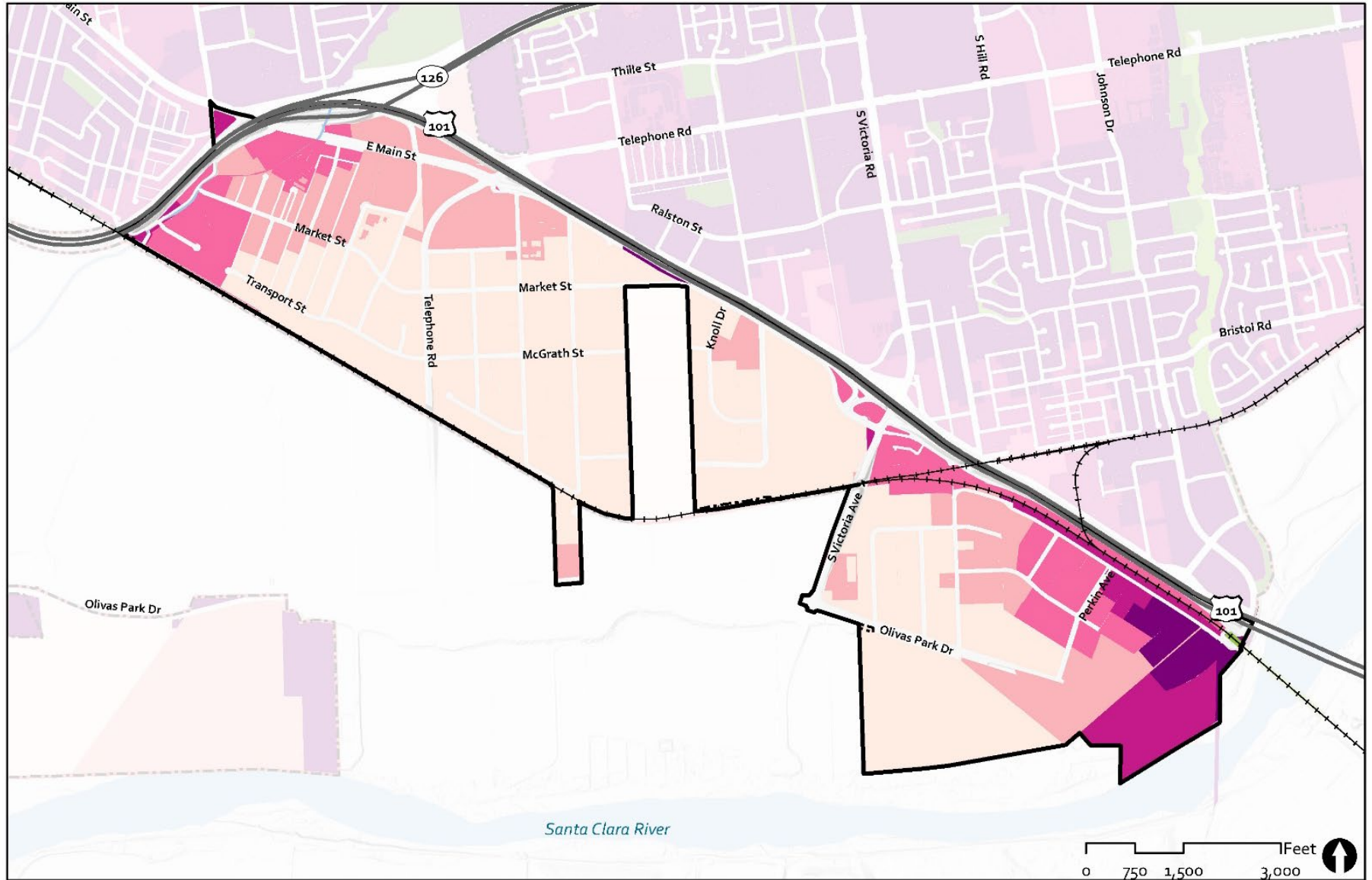
As Figure 5 shows, Arundell/North Bank is severely lacking in public parks and open spaces. The only green spaces in the district are a cemetery and golf course, and while the latter is programmed for recreation, it is owned privately and requires a fee to enter; the same applies for the major rock-climbing gym, Boulderdash, which is located off Seaborg Avenue. While Figure 5 suggests that the east end of the subarea has adequate open space access, the only facility within walking distance is an asphalt-paved trail.

Given that the district hosts the most jobs anywhere in the city, it is imperative to provide recreational areas for local employees and visitors.



Ivy Lawn Cemetery. Source: Ivy Lawn Memorial Park

Figure 6: Walk Access to Parks



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



Summary of Key Findings

- **Commercial Redevelopment Potential:** Arundell/North Bank hosts several large business parks with abundant surface parking, which could be new redevelopment sites. An expanded supply of office and R&D space, in particular, could facilitate growth in high-value added sectors like high-tech manufacturing.
- **Severe Parkland Shortage:** The district is completely lacking in public parkland. Despite hosting a very small residential population, the district hosts a robust base of employees who would benefit tremendously from new recreational areas.
- **Disadvantaged Population:** Arundell/North Bank hosts the smallest number but the most economically disadvantaged residents of any subarea. Over one-quarter (26.0%) of the population lives in poverty, which is especially problematic given the lack of community resources and amenities in the subarea.
- **Flood Risk:** An estimated 15.7 percent of mobile home park residents live in area with 1 percent annual chance of flooding. This corresponds to the homes adjacent to the Arundell Barranca, north of Barr Drive. Existing plans for levee construction could mitigate flood risk in parts of the subarea, particularly in the south and east ends.

***Note:** Due to misalignments between subarea and Census-designated boundaries, demographic indicators presented in this report should be treated as approximations.*