Subarea Report: Arundell/North Bank

July 2021

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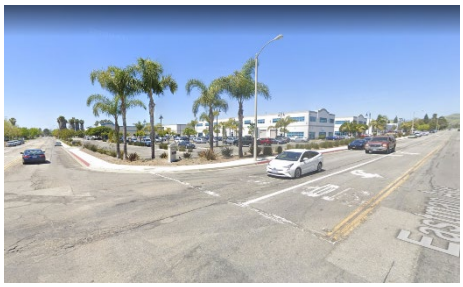
Introduction

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' recycled water); the district hosts no public parks. Notably, residential land comprises less than one percent of land area.

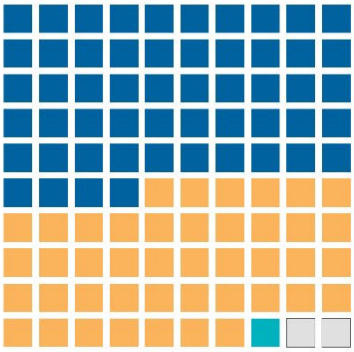
Neighborhood Statistics

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)

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

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

13,501 jobs
(26.4% of City)

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

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

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

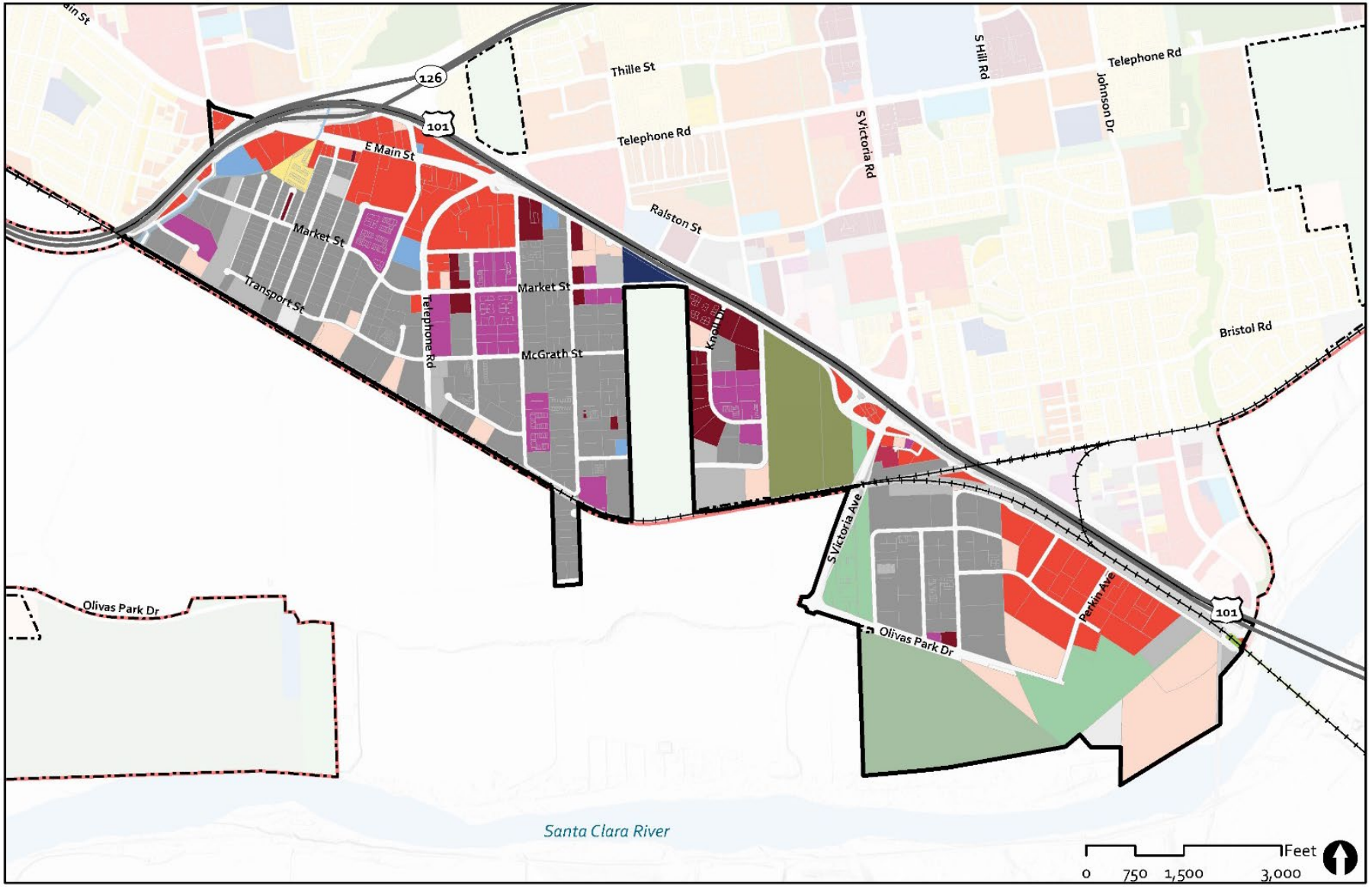
Railroad

Freeway

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

CITY OF VENTURA
OUR VISION, OUR FUTURE

Figure 2: Existing Land Use



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

Neighborhood Features and Challenges

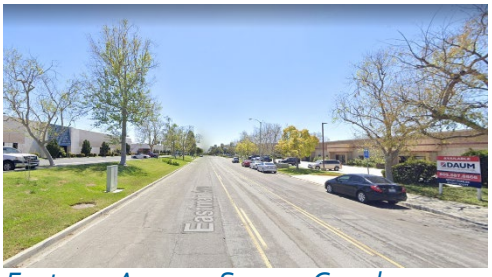
- **Ventura's "Industrial District":** As Ventura's industrial district, Arundell/North Bank hosts an important mix of employment-generating uses that contribute to the city's fiscal and economic health. Specific PDR uses including auto shops, furniture stores, breweries, and warehouse and storage facilities, 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

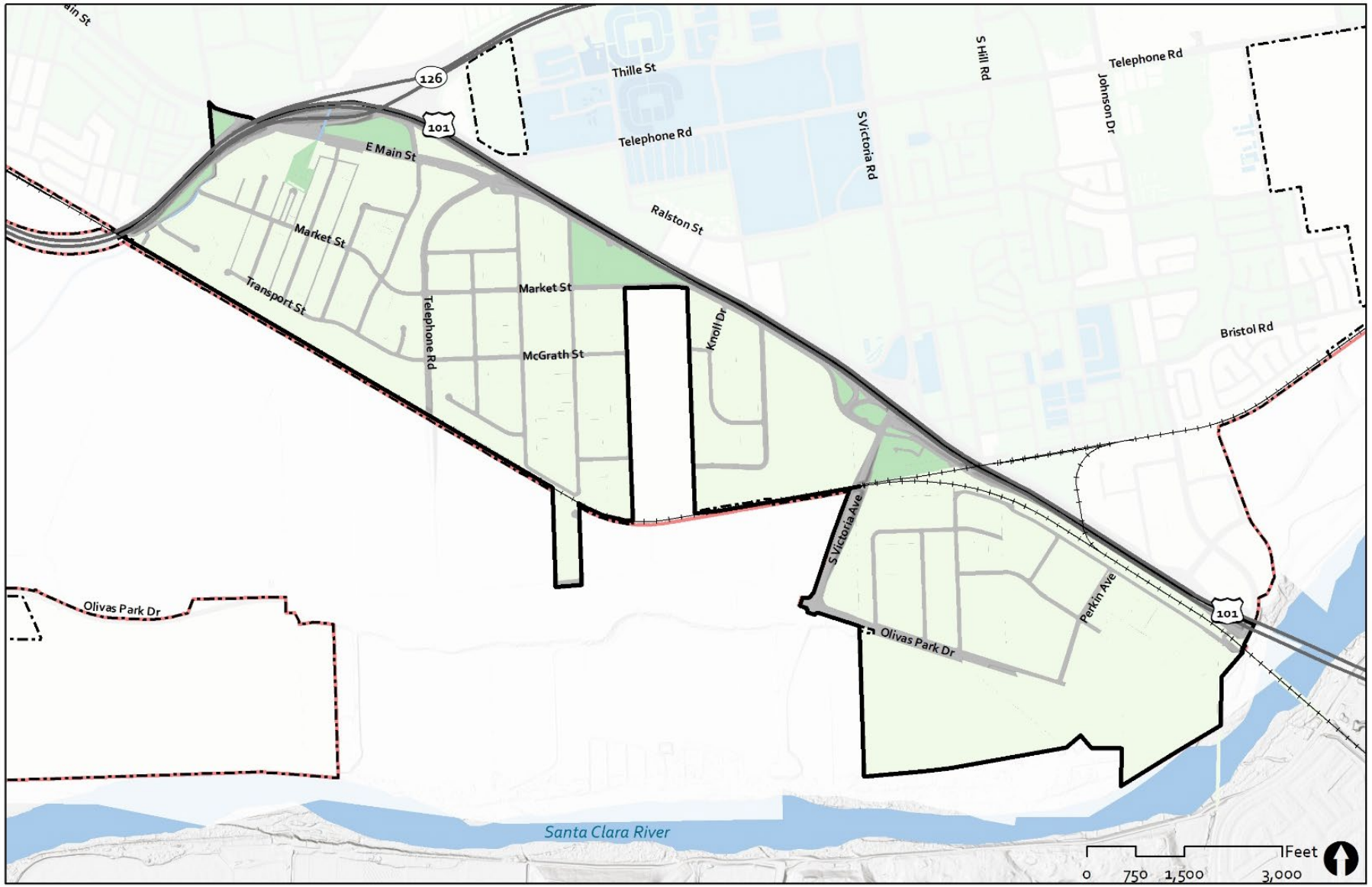
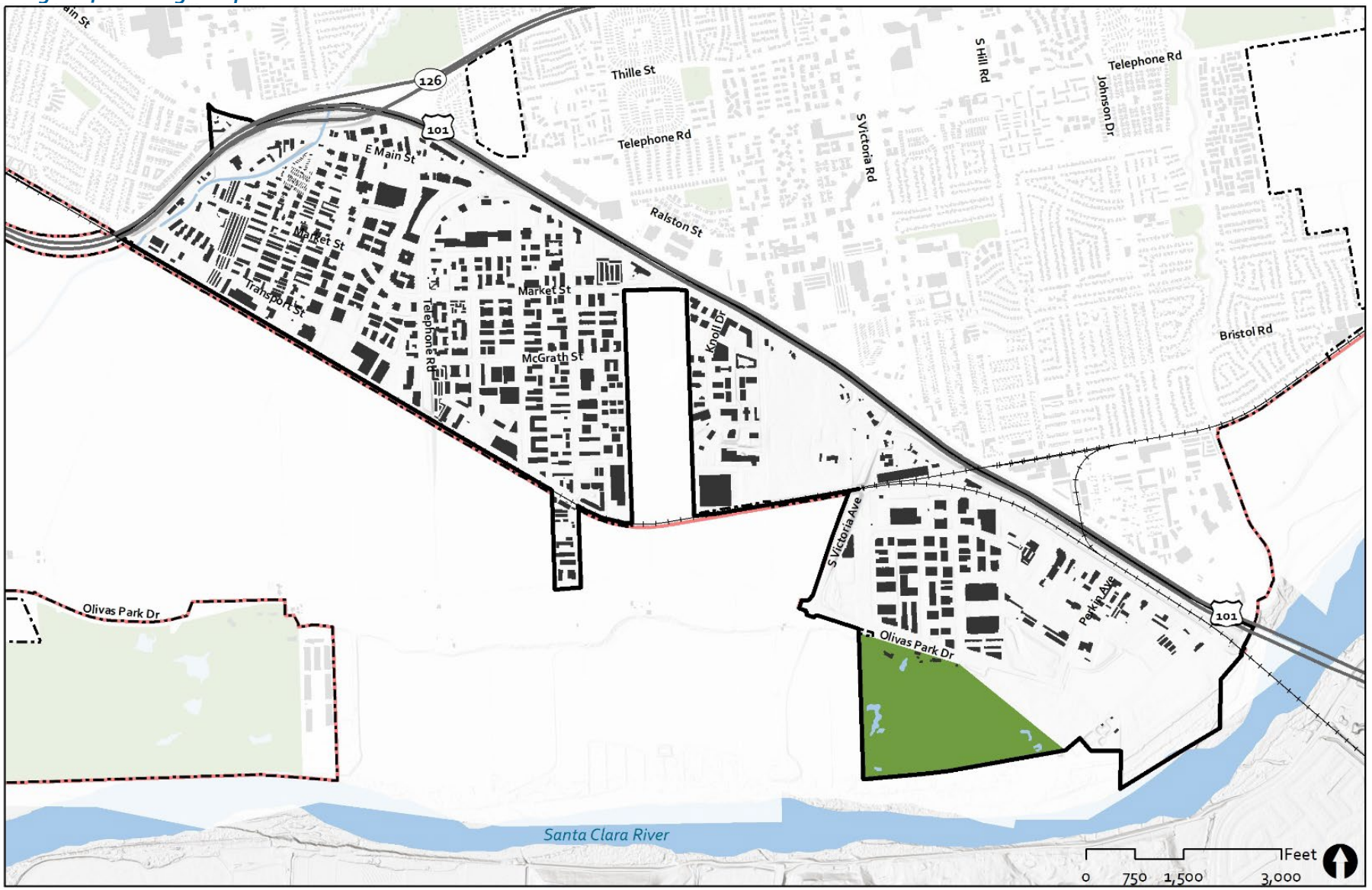


Figure 4: Building Footprints



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

Figure 5: FEMA Flood Risk

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

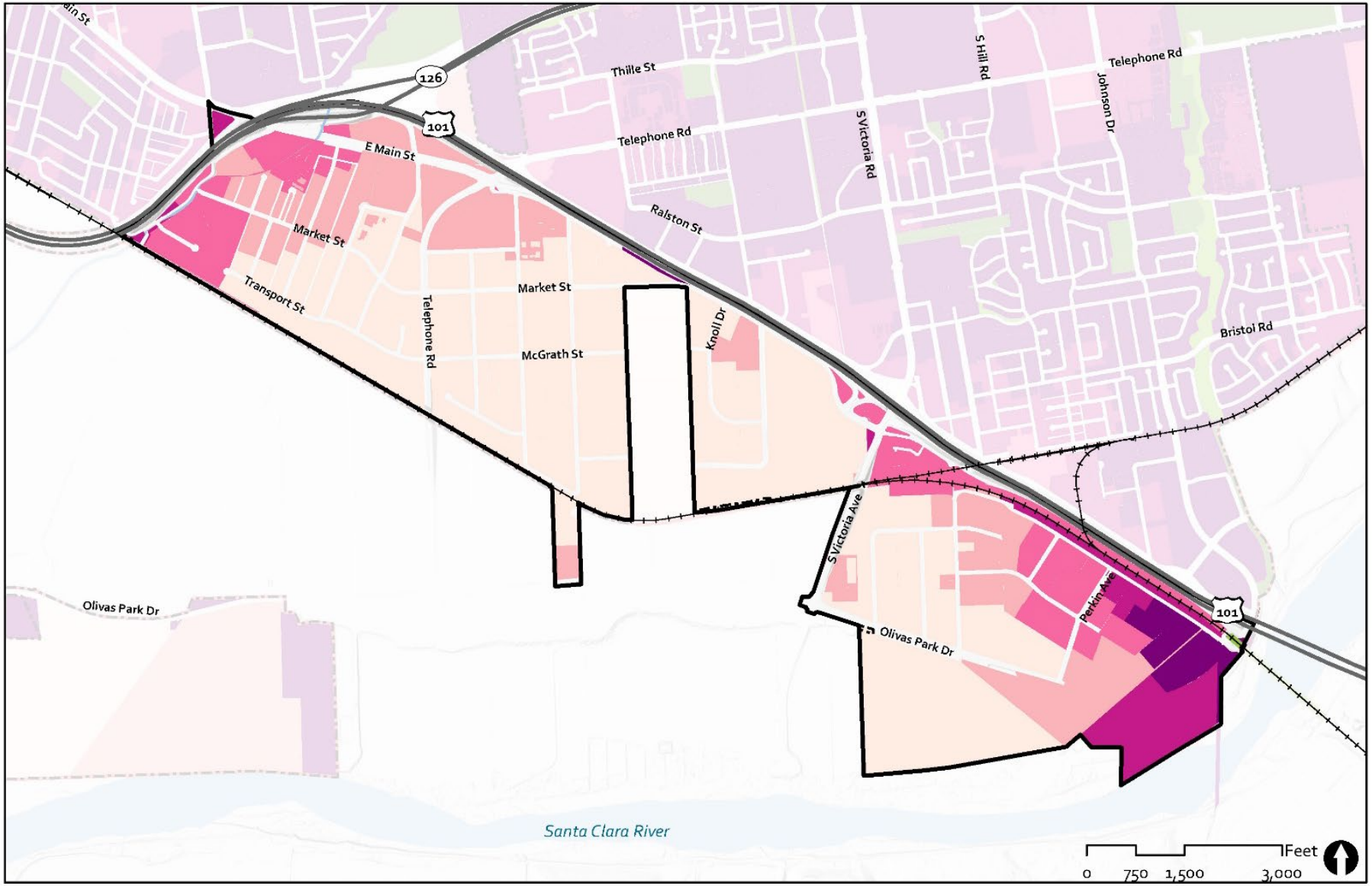
Open Space

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.*

Subarea Report: College Area

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 College Area 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.

Land Use	Percent
Residential	**68.5%**
Single-Family Attached	0.7%
Single-Family Detached	60.9%
Multifamily	6.9%
Commercial	**5.6%**
Office	1.6%
Commercial Centers	4.0%
Public/Institutional	**22.1%**
Civic Facilities	0.4%
Religious Facilities	1.7%
School	18.8%
Hospitals	0.2%
Transportation	0.1%
Water	0.8%
Open Space	**3.1%**
Parks / Recreation	2.8%
Natural / Conservation	0.3%
Vacant/Other	**0.7%**

College Area Overview

The College Area is a large mixed-use community in central Ventura, bounded by Foothill Road to the north, the Harmon Barranca to the east, Highway 126 to the south, and Mills Road to the west. Characterized by several low-density neighborhoods, it has the second-most dwelling units (5,461) of any subarea and is the third largest by size (1,553 acres). Figure 1 shows an aerial view of the subarea.

Existing Land Use

College Area is one of the most heavily residential areas in the city, with residential land comprising 68.5 percent of all land – the largest share of any subarea. As Figure 2 indicates, the overwhelming majority are single-family homes, though a handful of apartment complexes are found off Telegraph Road. Civic/Institutional uses unsurprisingly occupy a large share of land as well (22.1 percent), made up primarily of Ventura College and various neighboring public and private schools. Commercial uses (5.6 percent), primarily in the form of neighborhood-serving retail, are mainly clustered in strip malls at key intersections.

Ventura College. Source: Ventura College

Many important neighborhood amenities are located on the Ventura College campus, including a performing arts theater, athletic fields, and a regularly held swap met. Elsewhere, a small neighborhood-serving retail node can be found at the intersection of Telegraph Road and Victoria Avenue.

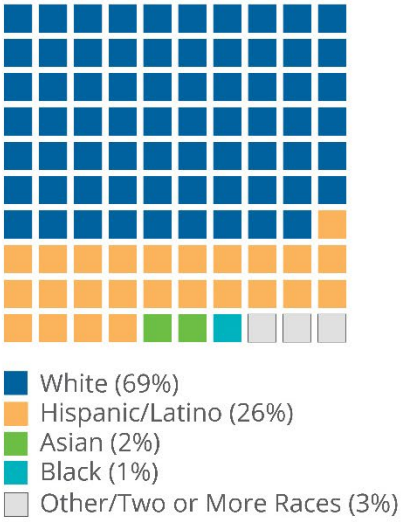
Neighborhood Statistics

12,925 residents
(11.9% of City)

5,461 units
(12.6% of City)

6.6 units per residential acre
(Citywide: 7.8)

8.3 people per acre
(Citywide: 7.7)



median income
$91,604
(Citywide: $78,882)

median home value
$590,420
(Citywide: $570,100)

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

21.1% residents five minutes from park
(Citywide: 40.2%)

3,873 jobs
(7.6% of City)

23% residents aged 65+
(Citywide: 15.8%)

23% residents aged 18 or under
(Citywide: 21.8%)

10.6% residents at very high fire risk
(Citywide: 10.7%)

90.2 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial

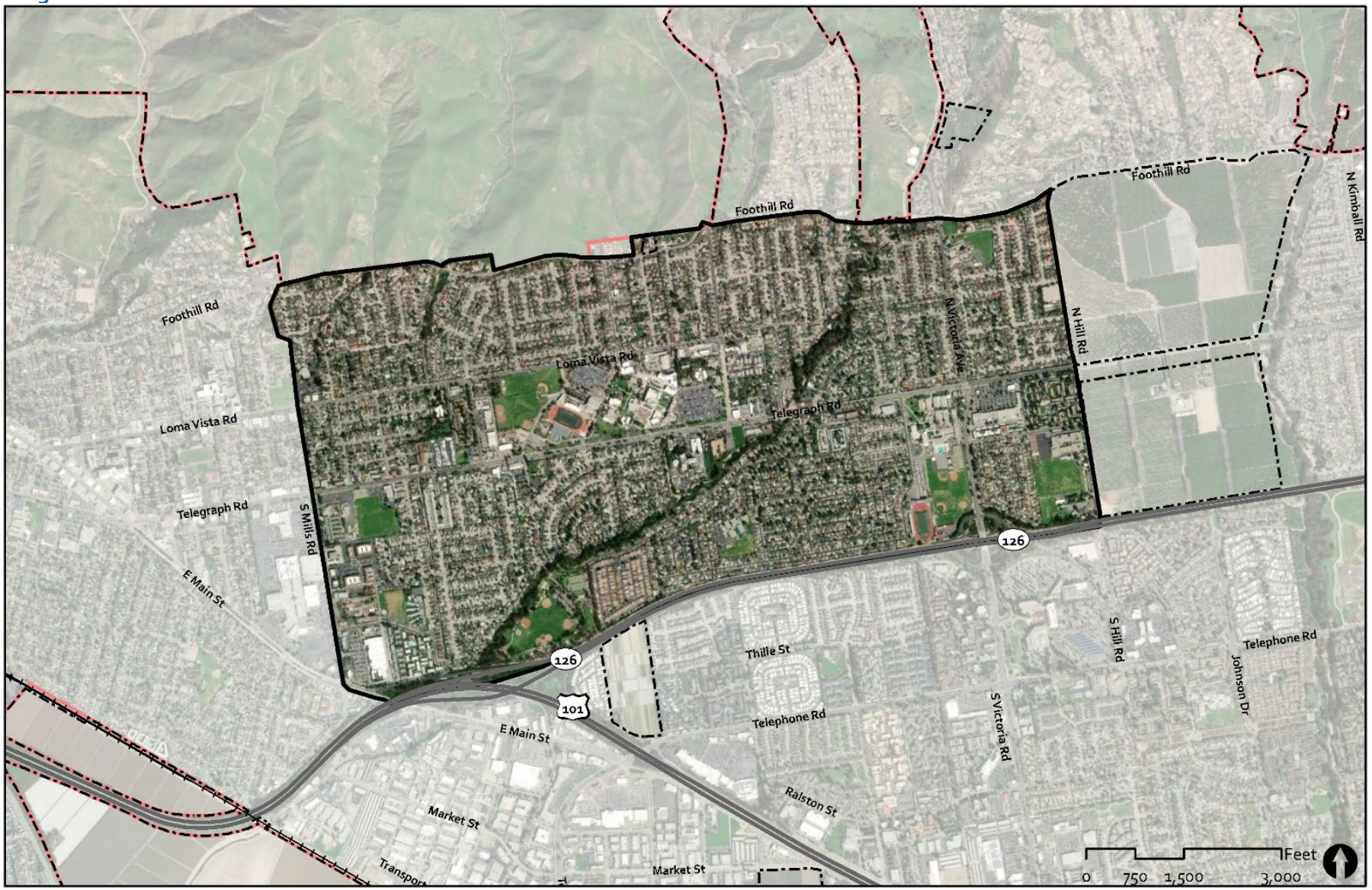
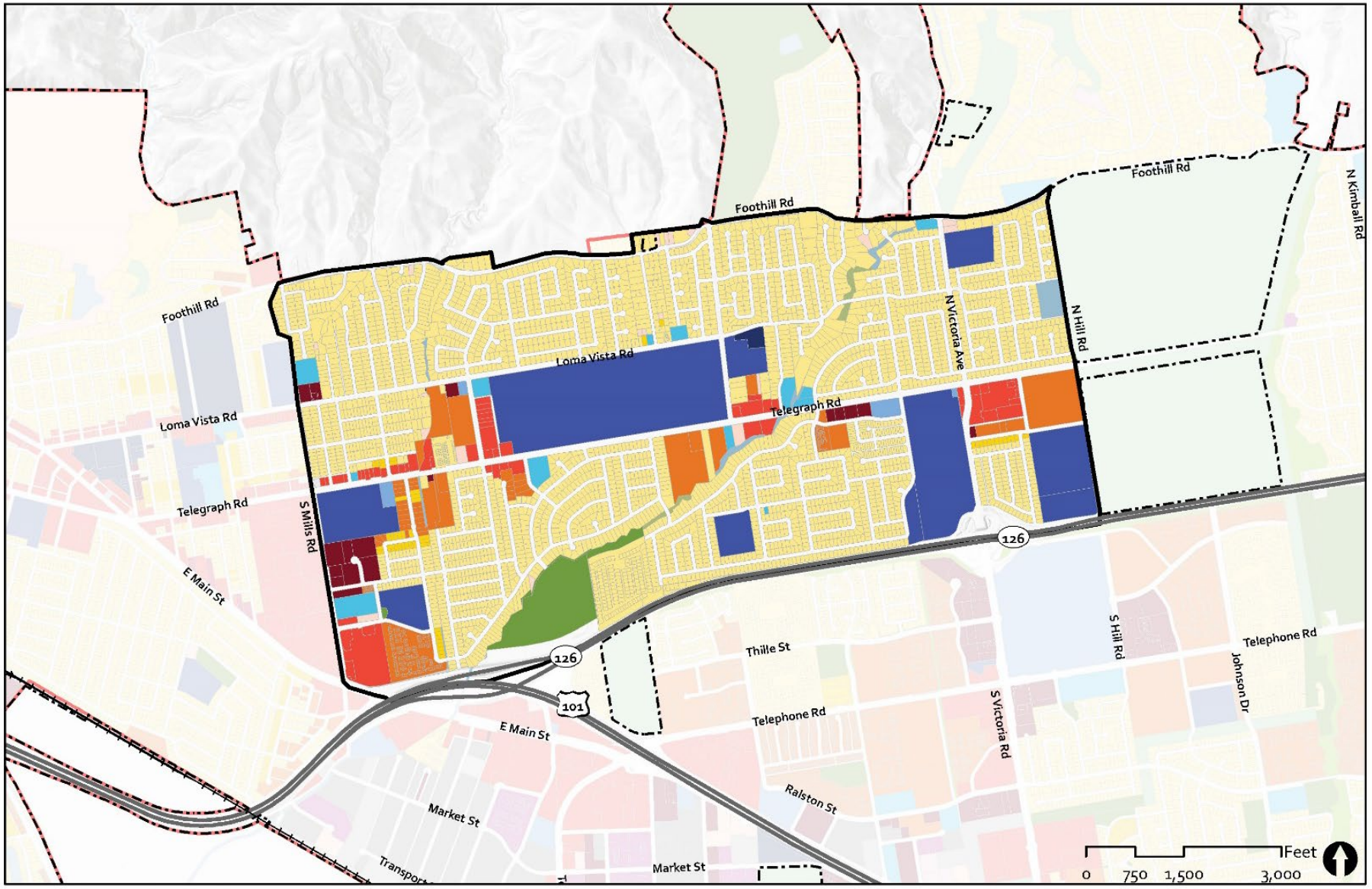


Figure 2: Existing Land Use



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

Neighborhood Features and Challenges

- **Suburban Layout:** College Area's character is laid out in a suburban pattern. Despite containing the most dwelling units of any subarea in the city, College Area has one of the lowest residential densities (9.7 du/ac), which is characteristic of suburban sprawl. Single-family neighborhoods extend in all directions from major thoroughfares, particularly to the north and south of Telegraph Road. While some higher-density housing is present along Telegraph Road, these mostly consist of planned apartment communities that are deeply set-back from the street and separated by surface parking and/or retaining walls (see Figure 4 for building footprints). This leaves them feeling detached from the surrounding public environment.
- **Prominent "Village Corners"**: The district's retail landscape is largely characterized by "Village Corners," which are neighborhood-serving commercial areas at key intersections. Along Telegraph Road – College Area's primary commercial corridor – a Village Corner can be found at each major cross-street: Victoria Avenue, Day Road, and Ashwood Avenue. Most are single-story strip malls with small-footprint uses, such as banks and restaurants, on pad sites close to the road. Like most strip malls, Village Corners are generally characterized by large setbacks and surface parking lots fronting the roadway.
- **Ventura's Civic Hub:** College Area hosts one of the city's highest concentrations of civic institutions, mainly featuring academic and religious facilities. Besides Ventura College, which is the district's primary anchor, College Area hosts eight public schools, two charter schools, and one private school. The district also hosts nine churches of various Christian denominations.
- **Moderate Fire Risk.** Approximately 10.6 percent of residents live in very high fire risk areas. While this is lower than the citywide figure (28.6 percent), College Area is at fifth highest risk of wildfire compared to all other subareas.
- **Low Flood and Sea Level Rise Risk**. College Area is not at significant risk of flooding or sea level rise, as only 0.1 percent of the population live in flood risk areas. Properties that adjoin the Arundell Barranca channel face a localized risk of flooding.

Streetscape

Given its suburban character, College Area's streetscape environment is largely autocentric. Telegraph Road, the main east-west arterial, has a 75-foot-wide right-of-way, and the south end of Victoria Avenue extends as wide as 85 feet. While both do host Class II bike lanes, they have narrow sidewalks and little to no tree canopy. Within residential neighborhoods, however, residents enjoy a typical low-density environment with front yards and landscaping fronting the street. Some residential streets enjoy a modest tree canopy, though it is generally lacking at the district-scale.

Telegraph Road. Source: Google Maps

Intersection Density

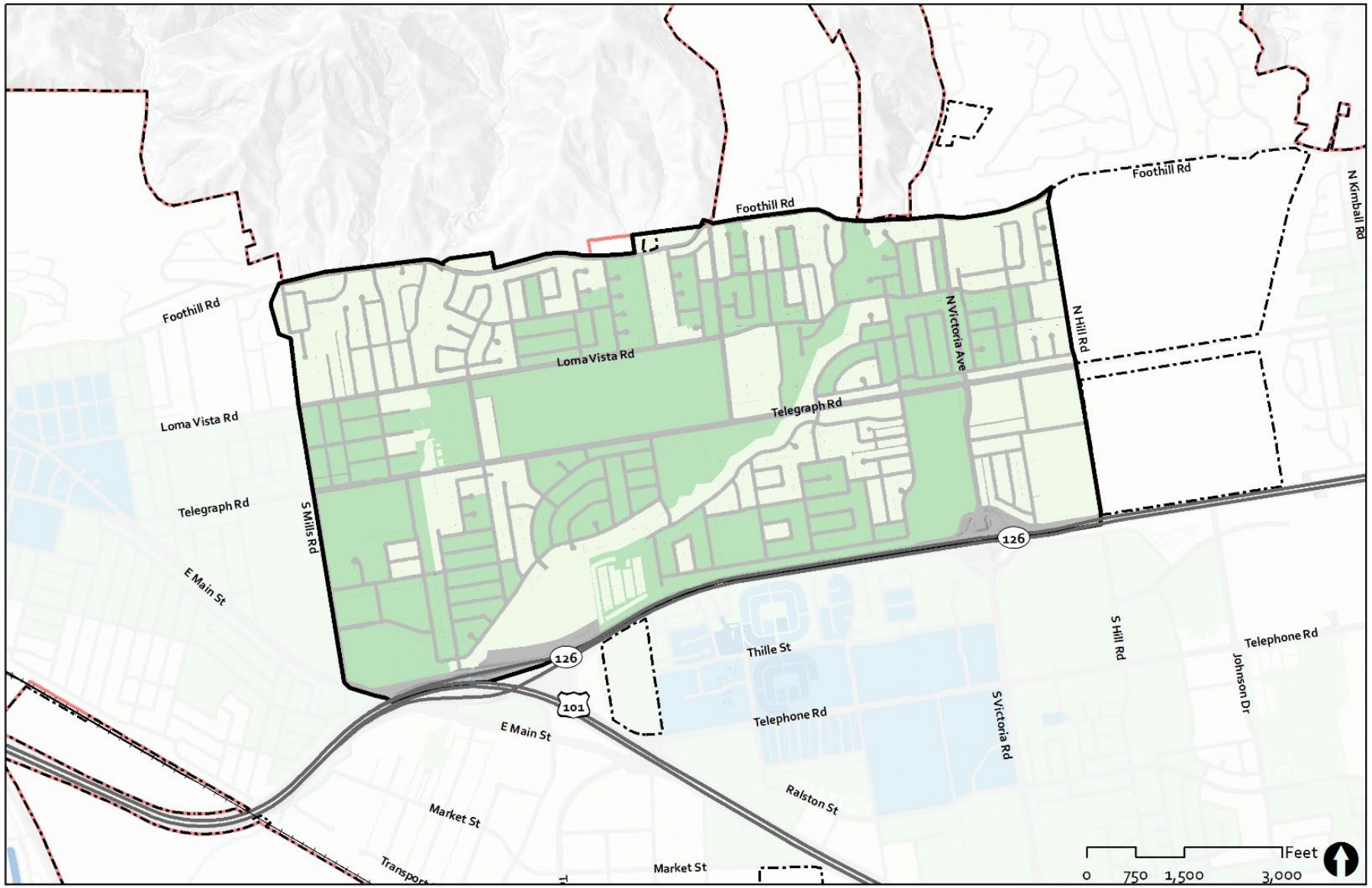
Intersection Density is one metric used to evaluate an area's walkability. A high concentration (i.e., density) of intersections in a defined place is typically indicative of a gridded street pattern, which expands travel routes and connectivity, creates frequent opportunities for controlled pedestrian

crossing, and can even facilitate placemaking at key nodes. Intersection densities of 140 per square mile or more are more conducive for walkability.

Court Avenue. Source: Google Maps

As shown in Figure 3, intersection density is rather low in the subarea. In contrast to other parts of the city, residences in the College Area not typically organized in a grid pattern. Rather, nearly all residential neighborhoods contain cul-de-sacs that dead-end the street network and reduce overall permeability. This, in turn, limits the number of outlets onto major thoroughfares, which may cause traffic to increase on a handful of connector streets.

Figure 3: Intersection Density



College Subarea
Ventura City Limits
Sphere of Influence
Railroad
Freeway

Number of Intersections (per sq. mile)

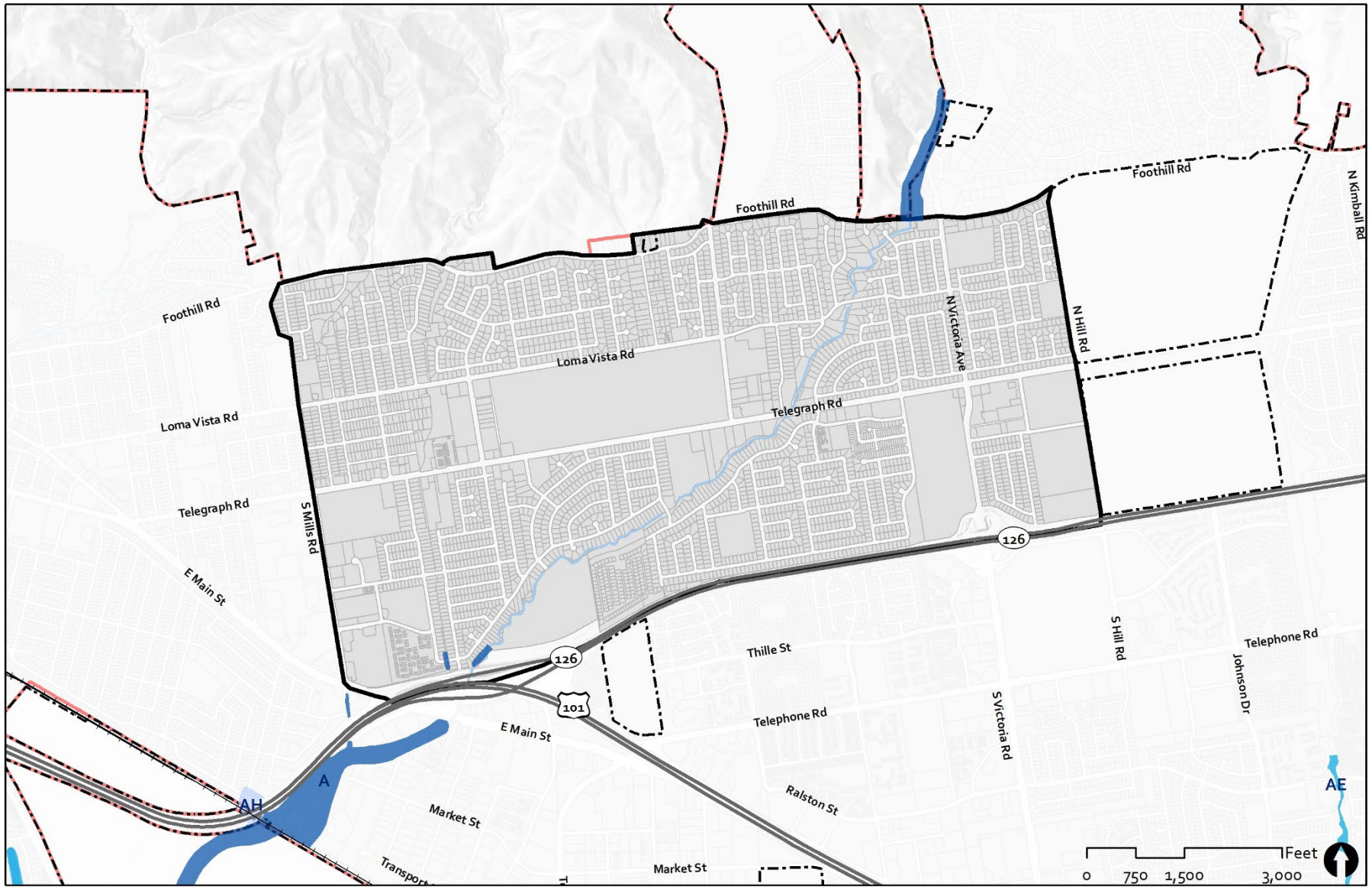
< 90
90 - 140
140 - 200
>= 200

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

Figure 4: Building Footprints

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

Figure 5: FEMA Flood Risk



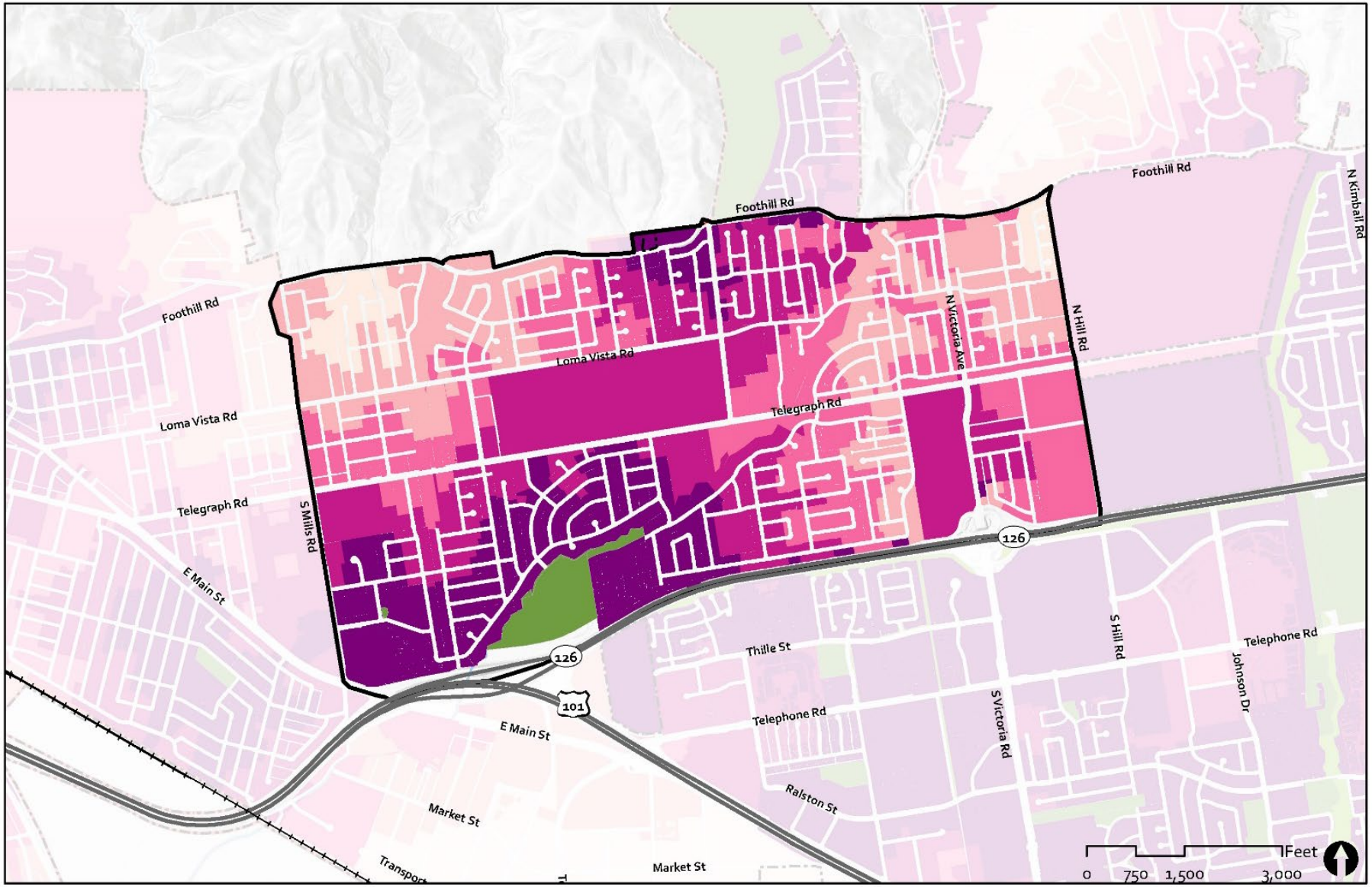
Data Sources: City of Ventura (2020); County of Ventura (2020); FEMA (2020); ESRI (2020)

Open Space

Camino Real Park. Source: Visit Ventura

Despite its strong residential character, College Area is generally lacking in public parks and open space. The district hosts just one public park, Camino Real, which is nestled in the south end between the Arundell Barranca and Highway 126. Given this scarcity, there are only 2.60 acres of parkland per 1,000 residents – just over a third of the citywide figure (7.2) – and less than half of all residents (48 percent) live within a ten-minute walk of a park (see Figure 5 below). Given the high number of schools in the area, there is a potential for the City and VUSD to develop a joint-use agreements as a short-term solution to expand public access to outdoor recreation. Other opportunities exist to expand the trail system along the Arundell Barranca to give the community a unique recreational asset that promotes healthy lifestyles.

Figure 6: Walk Access to Parks



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

Summary of Key Findings

- **Untapped Barranca Potential**: The Arundell Barranca, which traverses the length of College Area, has potential to become a major community asset for district residents. While there are a few short walking trails running alongside the ravine, particularly near Camino Real Park, they are disconnected from one another and often located on private property, thus restricting public access. The City could work with relevant property owners and the Ventura County Watershed Protection District (VCWPD) to create a continuous trail network that extends the length of the district.
- **Inadequate Parkland**: College Area is severely deficient in public parkland, with just over 2.5 acres of parkland per 1,000 residents – the fourth-lowest of any subarea in the city. Though an overwhelmingly residential district, just over one-fifth of residents (21.1 percent) of residents live within a five-minute walk of a park. An expansion in joint-use agreements with local schools could be a near-term solution to this shortage.
- **Moderate Wildfire Risk**: Parts of College Area are highly vulnerable to wildfires, which are only anticipated to increase in frequency as climate change intensifies. Approximately 10.6 percent of the population –nearly 1,373 residents – live in "Very High Fire Risk" (VHFR) areas, indicating a need to limit development in foothill areas, expand evacuation routes, and strengthen adaptation and resilience efforts.
- **Low Walkability:** College Area has no notable pedestrian nodes or corridors that could activate the public realm. Most roadways are auto-centric with limited bike/ped infrastructure, and a high concentration of cul-de-sacs reduces the district's overall permeability. Meanwhile, retail uses are limited to small strip malls that are tucked away from the street.

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

Subarea Report: Downtown

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 Downtown 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.

California Street. Source: Downtown Ventura Partners

Land Use	Percent
Residential	**22.0%**
Single-Family Attached	0.2%
Single-Family Detached	11.6%
Multifamily	10.2%
Commercial	**22.3%**
Accommodation	1.4%
Office	3.2%
Commercial Centers	9.4%
Commercial Other	0.0%
Commercial Recreation	8.3%
Mixed-Use	**0.3%**
Mixed-Use Commercial	0.3%
Industrial/Manufacturing	**2.2%**
Light Industrial	1.8%
Wholesale / Warehousing	0.4%
Public/Institutional	**12.1%**
Civic Facilities	1.5%
Religious Facilities	0.5%
School	1.0%
Transportation	3.9%
Utilities / Communications	0.1%
Water	5.0%
Open Space	**29.1%**
Parks / Recreation	28.4%
Natural / Conservation	0.7%
Vacant/Other	**12.0%**

Downtown Overview

Downtown Ventura is a vibrant mixed-use community located in and around the city's historic core, generally bounded by the foothills to the north, Sanjon Road to the east, the Pacific Ocean to the south, and the 101/33 junction to the west. With its historic landmarks, walkable streets, and proximity to the beach, it is Ventura's main cultural destination, attracting tourists and visitors from across the city and region. However, its residential population is largely low-income, as median household income ($48,555) ranks as the second lowest of any subarea in Ventura. Figure 1 shows an aerial view of the subarea.

Existing Land Use

As Figure 2 shows, Downtown hosts a uniquely balanced mix of uses, including agriculture/open space (29.1 percent), residential (23.0 percent), and commercial (22.3 percent) uses. Housing is mostly found in the area's east end approaching Midtown, while retail, office, and other commercial uses are clustered in the historic core. Public/institutional uses (12.1 percent), including schools and government buildings, are also dispersed in the area.

Main Street is the neighborhood's major retail corridor, supporting a dynamic mix of uses that extends from Fir Street westward to the San Buenaventura Mission and Ortega Adobe – two major cultural landmarks. City Hall, housed in a large neoclassical building with an elegant façade, is also located at the northern end of California Street with a viewshed that extends to the Pacific Ocean. Key public and recreational amenities include three theaters, the Ventura County

Fairgrounds, and several parks. Downtown is also home to the headquarters of the Patagonia clothing company.

Neighborhood Statistics

4,230 residents
(3.9% of City)

2,646 units
(6.1% of City)

16.2 units per residential acre
(Citywide: 7.8)

4.7 people per acre
(Citywide: 7.7)

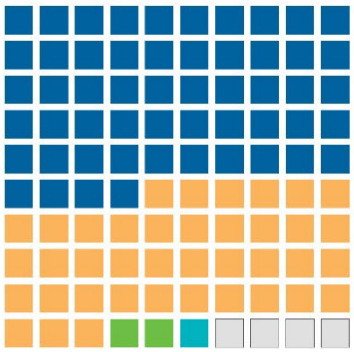
median income
$48,555
(Citywide: $78,882)

median home value
$588,850
(Citywide: $570,100)

3,895 jobs
(7.6% of City)

14% residents aged 65+
(Citywide: 15.8%)

12% residents aged 18 or under
(Citywide: 21.8%)



- White (54%)
- Hispanic/Latino (39%)
- Asian (2%)
- Black (1%)
- Other/Two or More Races (4%)

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

74.7% residents five minutes from park
(Citywide: 40.2%)

24.9% residents at very high fire risk
(Citywide: 10.7%)

69.5 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial

Downtown Subarea
Ventura City Limits
Sphere of Influence
Railroad
Freeway

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

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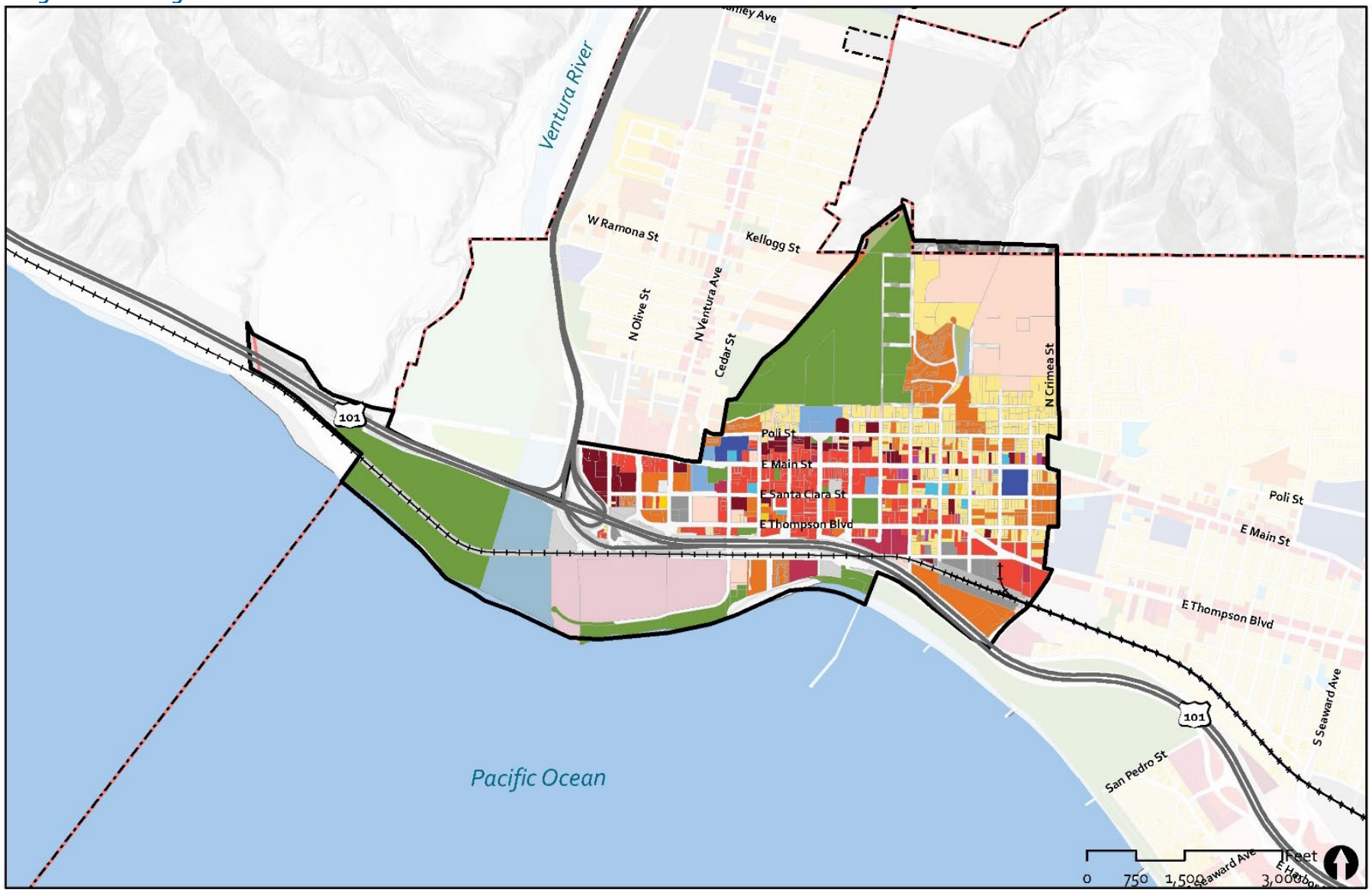
OUR VISION, OUR FUTURE

Figure 2: Existing Land Use



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

Neighborhood Features and Challenges

Historic structure. Source: Raimi + Associates

- **Historic Resources and Architecture.** Downtown is Ventura's historic and cultural epicenter, home to important landmarks like the San Buenaventura Mission, Ortega Adobe, and Shisholop Village. Downtown also exhibits an eclectic mix of architectural styles that reflect its diverse history, including Victorian, Craftsman, Spanish Mission, and Art Deco buildings. To preserve Downtown's unique character and heritage, the City applies a form-based code (FBC) and historic overlay zone throughout the area. A historic resources inventory is also being developed to facilitate the restoration and preservation of key sites in the area.
- **Walkable Environment.** Downtown is organized along an attractive and highly walkable street grid. Blocks are generally fine-grained, with several small lots supporting a mosaic of community-serving uses. During the COVID-19 pandemic, the City closed part of Main Street to vehicle traffic to accommodate sidewalk dining and shopping. Anecdotal evidence indicates a high level of public support for this program.
- **Mixed-Use Core.** Downtown arguably contains the most dynamic mix of uses anywhere in Ventura, which contributes to its reputation as a key regional destination. In addition to its array of historic and cultural landmarks, Downtown is both a regional retail hub – including small businesses like restaurants, cafes, bars, and boutiques, among others – and recreational center, home to several parks, plazas, and paseos. More than 13 percent of all retail establishments in Ventura are in Downtown, highlighting the district's importance to the City's fiscal and economic health (see "Market Study" for more detail).
- **Form-Based Planning**: Downtown is one of a handful of areas subject to form-based development regulations instead of traditional zoning. This method, which emphasizes urban form and aesthetics, is rooted in the 2007 Downtown Specific Plan and its goal to preserve a "special sense of place." The Specific Plan also sought to position Downtown as a "preferred place" for new housing and offices uses; at the time of writing, Downtown is slated to experience significant development that will implement the Plan's vision. For example, the proposed "Ventura Triangle" project plans for 231 multifamily units in the south end of Downtown.
- **Moderate Wildfire Risk.** Due to its proximity to the Los Padres foothills, Downtown faces the third highest fire risk of any subarea in the city. Virtually a quarter (24.9 percent) of the population live in areas deemed "very high fire risk." Figure 6 shows fire risk in Downtown.
- **Flooding and Sea Level Rise Risk**. Parts of Downtown, particularly in the southern area, are at risk to sea level rise and flooding. Ventura River outlets to the Pacific Ocean here, extending the risk inland of coastal flooding. Figure 3 shows the projected sea level rise and coastal flooding by 2100 along the coast of Ventura. Affected facilities likely to be exposed to future flooding include the City of Ventura Lift Station, City Promenade, Fairgrounds, Raceway, Surfers Point, Ventura Beach RV Resort as well as development southeast of Ventura Avenue and Main Street.
- **Coastal Regulations**. Due to its partial location in the Coastal Zone, most of Downtown is subject to additional land use regulations for purposes of coastal management and resource

conservation. Per the California Coastal Act, local governments with land in coastal areas are required to prepare a Local Coastal Program (LCP) that outlines various policies and regulatory mechanisms intended to manage the conservation and development of these areas. In Ventura, the Coastal Protection (CP) overlay zone is one of the LCP's chief implementation mechanisms. Virtually all of Downtown south of Poli Street lies in the CP overlay zone.

Streetscape

Main Street. Source: Rice University

Downtown's streetscape is a defining feature of the neighborhood. Destination corridors such as Main Street have a fairly consistent tree canopy, continuous street wall, and comfortable sidewalks with widths of up to 12 feet. West of Fir Street, most buildings have no setbacks with storefronts flush to the sidewalk, creating an inviting pedestrian environment (see Figure 5 for building footprints). As the neighborhood becomes more residential in character approaching Midtown, setbacks increase, and landscaped front yards begin to dot the roadway with greater frequency. While building heights typically do not exceed two stories, a handful of sites – particularly historic buildings in the Downtown core – rise as high as seven stories.

Despite its inviting pedestrian environment, Downtown's bicycle infrastructure could be improved. Angled street parking is abundant on Main Street, which effectively reduces travel speeds but also limits opportunities for active transportation. Striped (Class II) bike lanes are present on parts of Main, Poli, and Santa Clara Streets, but are found nowhere else in the district (see "Transportation and Mobility Report" for more). These conditions increase the potential for conflict, as cyclists are forced to travel on sidewalks or share roadways with vehicles. Should conditions allow, some street parking could be reduced and repurposed as Class I (separated) or Class II (striped) bike lanes.

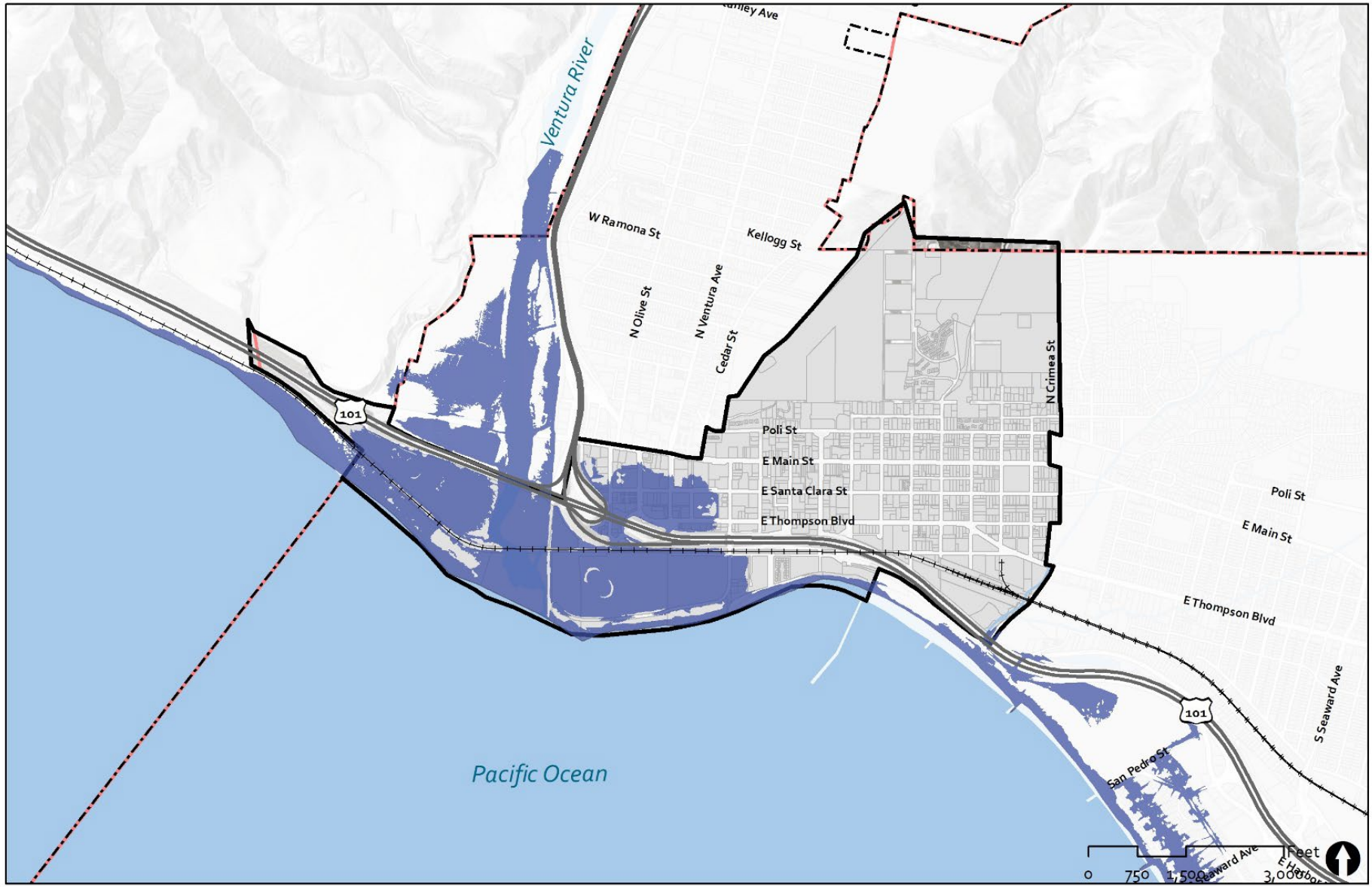
Intersection Density

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 4 below indicates, Intersection Density in Downtown is variable. The Downtown core, bounded by Ventura Avenue and Hemlock Street, contains an exceptionally high concentration of intersections, reflecting the finely gridded and walkable street network described above. However, Downtown's peripheral areas – namely north of Poli Street and south of Highway 101 – host comparatively few intersections, with larger street blocks and a circuitous roadway network.

Note: The scenario on page 8 shows the possible extent of flooding during a 1% chance annual storm (100-year storm) plus 3.3 feet of sea level rise. This is consistent with the State of California Sea-Level Rise Guidance (2018) for the likely range of sea level rise by 2100 (low risk aversion scenario).

Figure 3: Future Flood Hazard with 3.3 Feet of Sea Level Rise



Data Sources: City of Ventura (2020); County of Ventura (2020); CoSMoS 3.0, USGS (2018); ESRI (2020)

Figure 4: Intersection Density

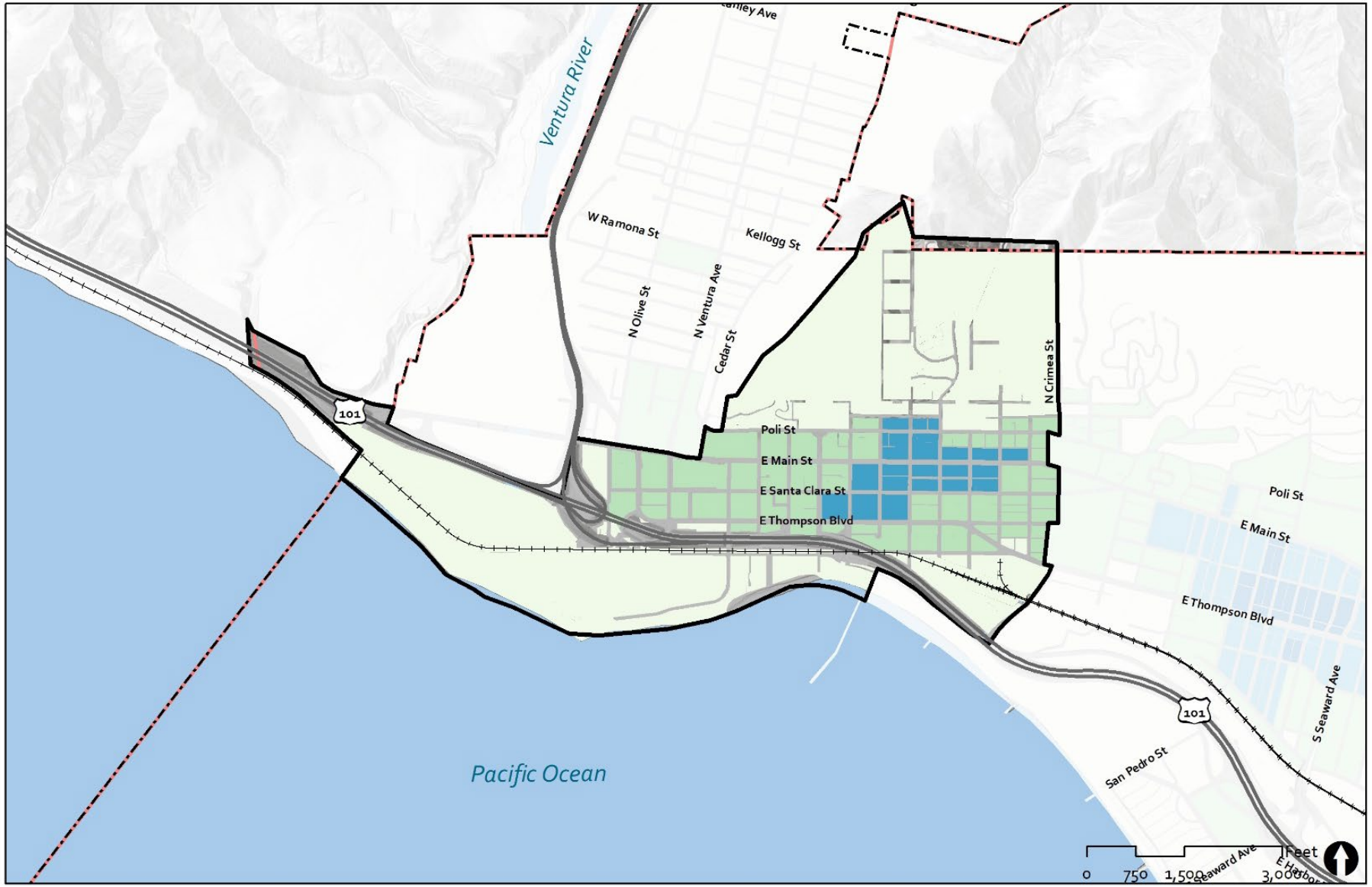
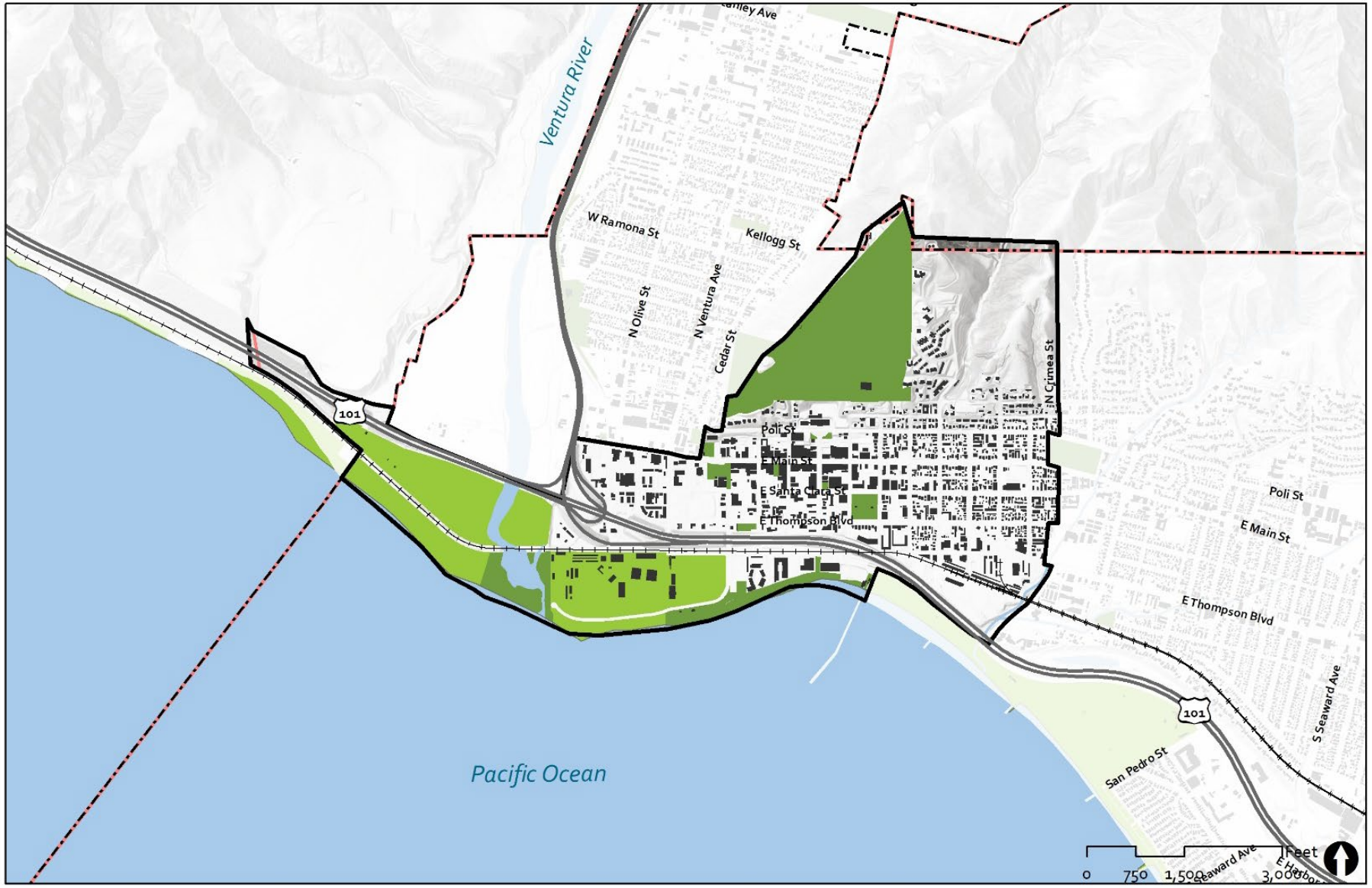


Figure 5: Building Footprints



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

Open Space

Downtown hosts a wide and unique array of public gathering spaces. Green spaces include five public parks that are woven into the built environment and provide opportunities for both active and passive recreation. On its southern periphery, the Ventura Promenade extends along the Pacific Coast and intersect with the Ventura Pier. As Figure 6 shows, almost three-quarters (74.7 percent) of Downtown residents live within a five-minute walk of a public park, and there are over 46 acres of parkland per 1,000 residents – the most generous ratio of any subarea.

Trail at Grant Park. Source: Ventura County Trails

Figure 6: Walk Access to Parks

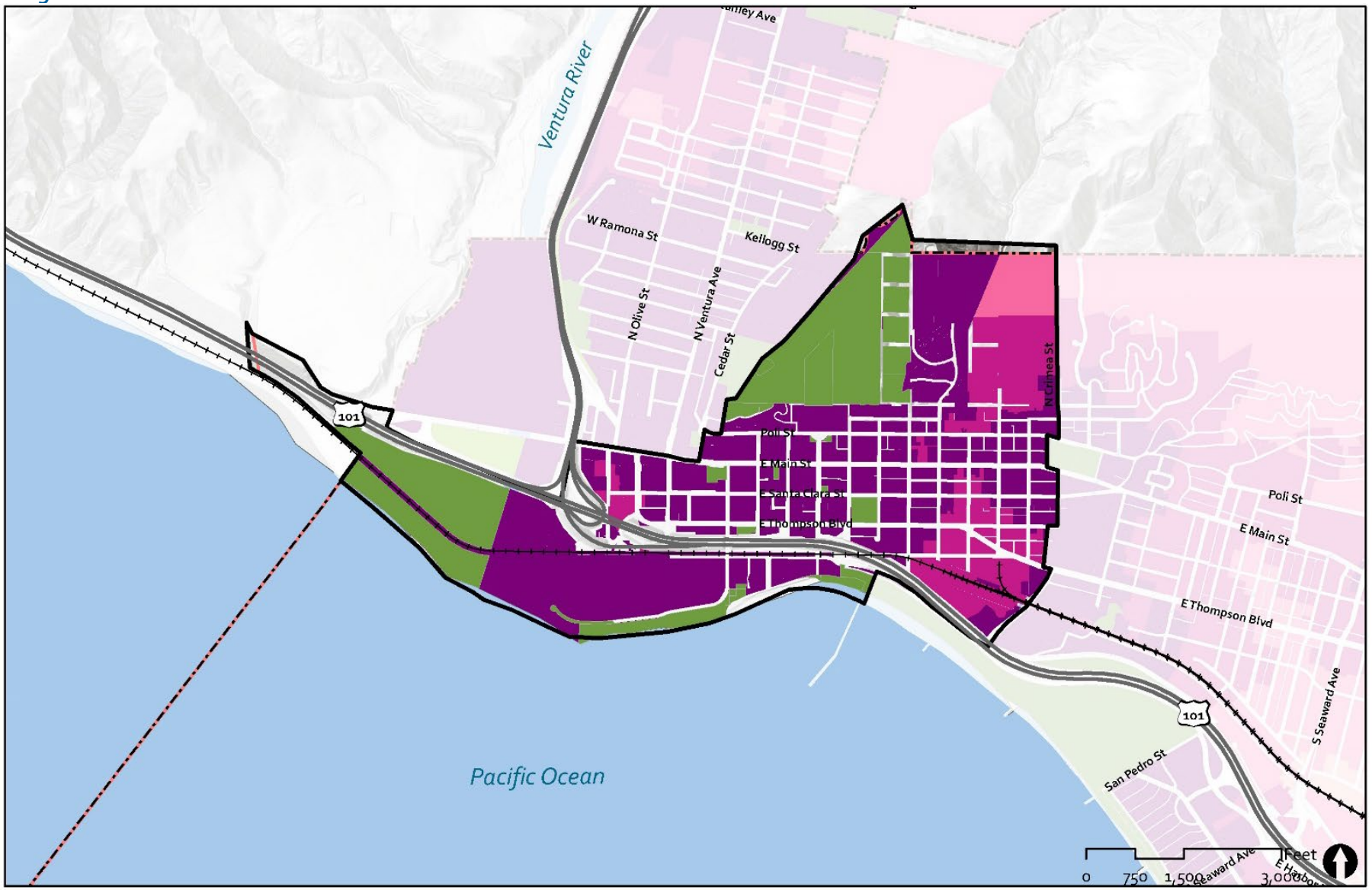
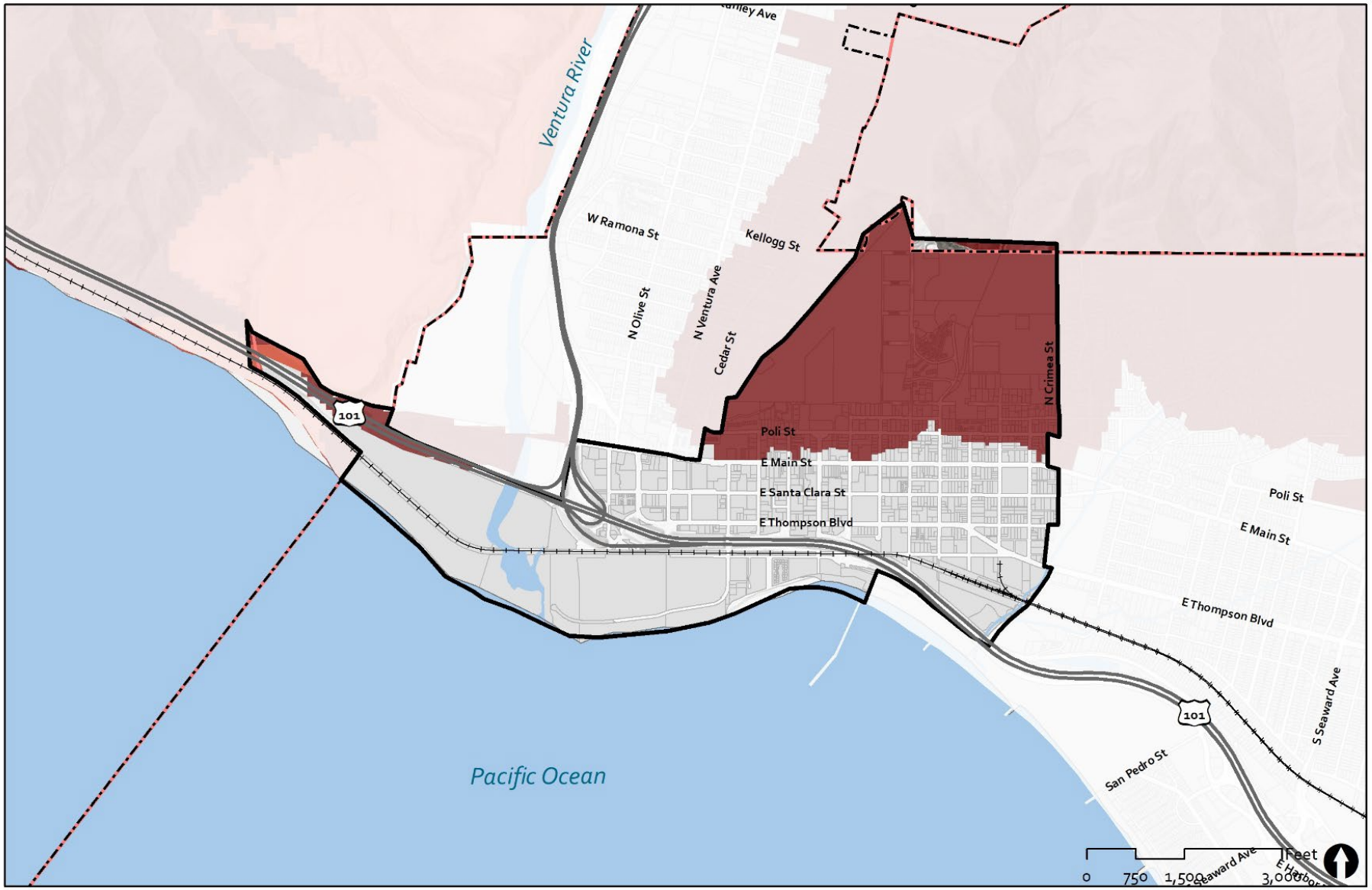


Figure 7: Fire Risk



Data Sources: City of Ventura (2020); County of Ventura (2020); CALFIRE (2021); ESRI (2020)

Summary of Key Findings

- **Strong Access to Parks and Recreation**: Virtually all Downtown residents enjoy strong access to parks, as nearly three-quarters (74.7) percent live within a five-minute walk of one, and there are more than 46 acres of parkland available per 1,000 residents. This proximity provides a strong foundation for creating a healthy and livable community. To improve public access to the beach, pedestrian connectivity and parking supply could be expanded.
- **Vibrant Destination**: Downtown is a major citywide and regional destination given its vibrant architecture, historic significance, walkable streets, and dynamic mix of community amenities. Major attractions include a diverse range of recreational spaces – from hillside trails and beaches to public parks and civic plazas – and an array of small, locally-owned businesses housed in adaptively reused structures. Many of these operations are also vital to the City's economy, as 13 percent of all retail is located in Downtown.
- **High Wildfire Risk**: Parts of Downtown are vulnerable to wildfires, which are only anticipated to increase in frequency as climate change intensifies. Nearly a quarter (24.9 percent) of all Downtown residents live in "Very High Fire Risk" (VHFR) areas, indicating a need to consider limiting development in foothills, expand evacuation routes, and strengthen adaptation and resilience efforts.
- **Sea Level Rise and Coastal Flooding Risk**: The south end of Downtown is at risk to sea level rise and flooding. Several facilities including the Fairgrounds, Raceway, Surfers Point, Promenade, Sewer Lift Station, Ventura Beach RV Resort as well as development southeast of Ventura Avenue and Main Street are at risk. A range of adaptation strategies should be explored. Adaptation strategies may include requiring new development to account for sea level rise in all future applications, raising the land with fill, increasing the height of the finished floor elevation of buildings, and finding space for water on properties, in streets, and in parks and open spaces. A managed retreat strategy for high-risk facilities such as the lift station on the promenade should be analyzed for long term infrastructure needs in the City.
- **Average Bicycle Infrastructure**: While Downtown is highly walkable, opportunities for biking are limited. The district hosts few Class II lanes and no Class I lanes. As a part of the General Plan Update, strategies to better balance parking needs, both current and projected, with considerations for bicycle safety should be explored. Options could include providing protected bike lanes by removing on-street parking or reducing number or width of travel lanes as needed. These options would need to be carefully studied further. Two streets that may be appropriate for these interventions are Santa Clara Street and Thompson Boulevard.

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

Subarea Report: Eastside/Juanamaria

July 2021

Table of Contents

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 Eastside/Juanamaria 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.

Parklands Apartments. Source: Westside Rentals

Land Use	Percent
Residential	**63.7%**
Single-Family Attached	1.2%
Single-Family Detached	58.4%
Multifamily	4.1%
Commercial	**1.8%**
Office	0.3%
Commercial Centers	1.5%
Commercial Recreation	0.1%
Mixed-Use	**0.1%**
Mixed-Use Commercial	0.1%
Industrial/Manufacturing	**0.1%**
Light Industrial	0.1%
Public/Institutional	**4.3%**
Religious Facilities	0.9%
School	1.0%
Utilities / Communications	2.4%
Open Space	**5.0%**
Parks / Recreation	1.6%
Open Space	3.4%
Agriculture	**24.4%**
Vacant/Other	**0.5%**

Eastside/Juanamaria Overview

Eastside/Juanamaria is a populous residential district in east Ventura, bounded by Foothill Road to the north, the City Limits to the east, Highway 126 to the south, and Kimball Road to the west. It is the only non-contiguous subarea in the city, divided into two separate parts by a large swathe of agricultural land under County jurisdiction. Despite its large size and population, Eastside/Juanamaria hosts the third-fewest jobs (1,136) of any subarea, reinforcing its identity as a suburban-style residential community.

Existing Land Use

As Figure 2 indicates, Eastside/Juanamaria is an overwhelmingly residential district, with housing covering 63.7 percent of land. Though single-family homes occupy the greatest share of land, several new apartment communities have been developed in recent years – particularly on the east end of the district. Agriculture (24.4 percent) and Open Space (5.0 percent) together comprise nearly another third of all land, featuring several large farms and a handful of smaller neighborhood parks. Public/Institutional uses cover another 4.3 percent of land and generally reflect the needs of a large residential population, including amenities like schools and churches. The same can be said for commercial uses (1.8 percent), which are reflected in two small shopping centers and a health facility.

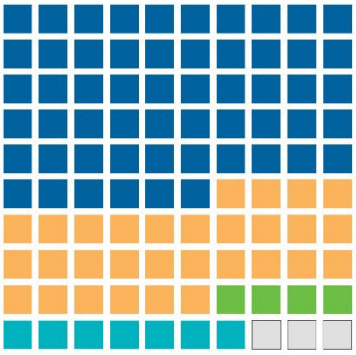
Neighborhood Statistics

11,796 residents
(10.9% of City)

4,651 units
(10.7% of City)

7.5 units per residential acre
(Citywide: 7.8)

9.1 people per acre
(Citywide: 7.7)



median income
$83,143
(Citywide: $78,882)

median home value
$549,686
(Citywide: $570,100)

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

55.7% residents five minutes from park
(Citywide: 40.2%)

1,136 jobs
(2.2% of City)

18% residents aged 65+
(Citywide: 15.8%)

23% residents aged 18 or under
(Citywide: 21.8%)

0.7% residents at very high fire risk
(Citywide: 10.7%)

73.1 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial

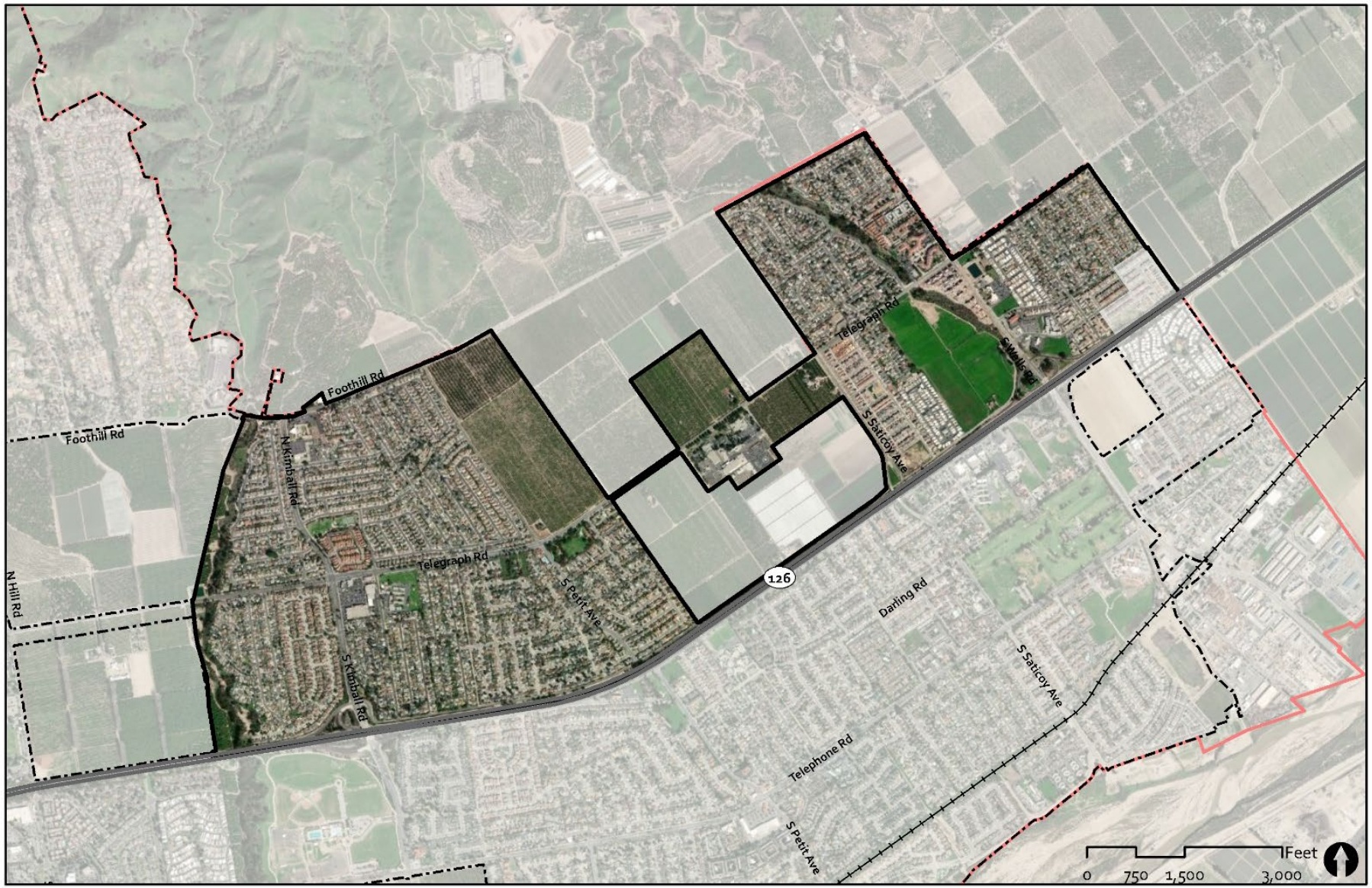
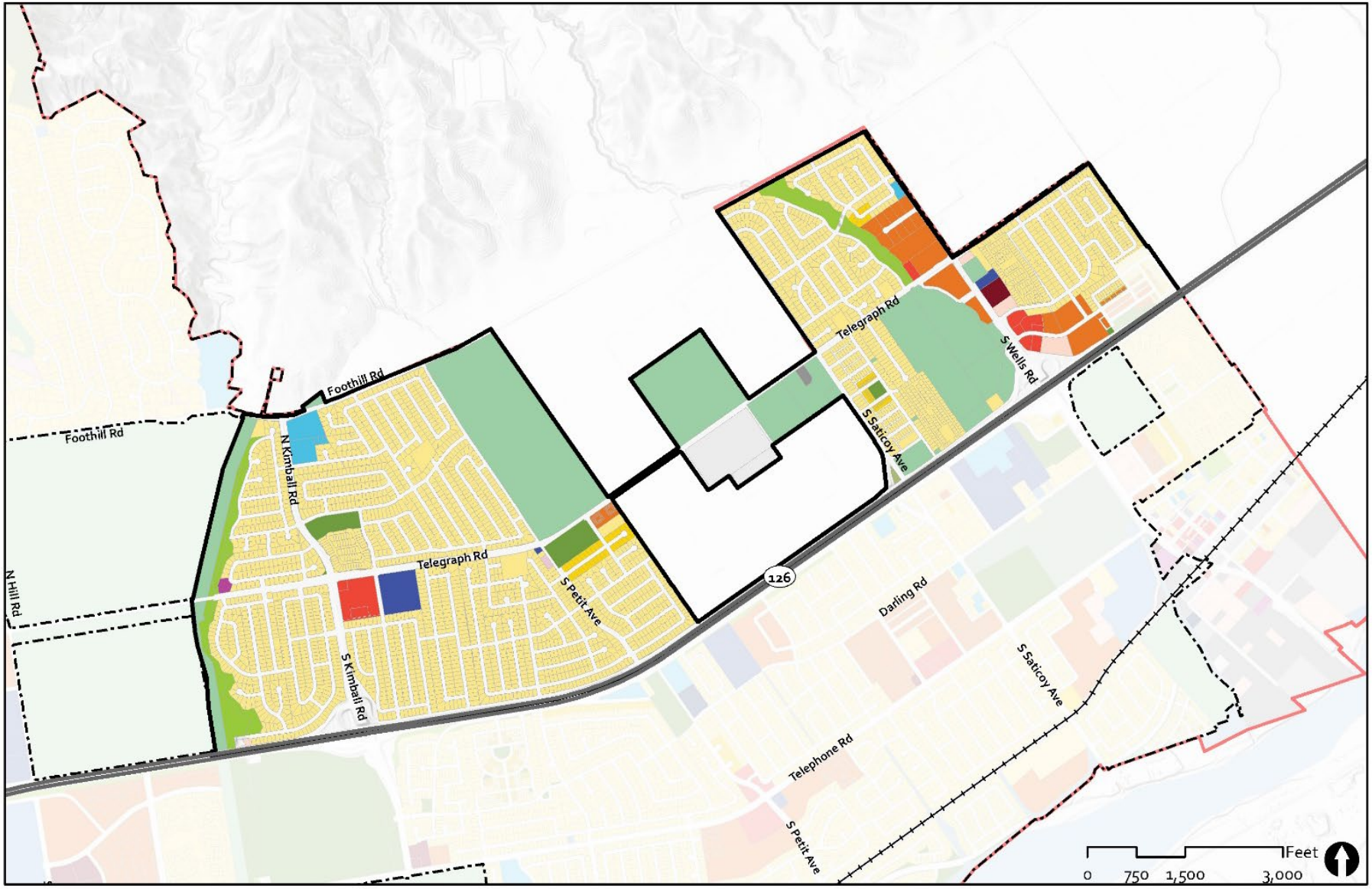


Figure 2: Existing Land Use



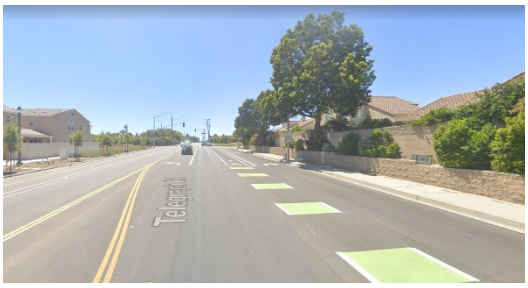
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Neighborhood Features and Challenges

- **Lack of Commercial Amenities**: Despite hosting the second-largest population (17,035) of any subarea, Eastside/Juanamaria has very few commercial and retail amenities. As shown above on Figure 2, the district hosts just two retail nodes – one on the west end at Telegraph and Kimball, and another on the west end at Wells Road and Carlos Street – which together host just a few fast-food chains, one pharmacy (CVS), and one grocery store (Smart & Final Extra!). This dearth of retail amenities could potentially lead to lost sales tax revenue for the City, as district residents may travel to nearby cities (e.g., Oxnard) for their shopping needs. Even if residents choose to shop elsewhere in Ventura, poor transit service and a suburban layout (described more below) likely prevents residents from walking or biking to meet their daily service needs.
- **New Housing Development**: Eastside/Juanamaria has been the site of extensive planning and development in recent years. Between 2008 and 2009, the City adopted three subarea plans – the UC Hansen Specific Plan, Parklands Specific Plan, and Saticoy and Wells Community Plan – that together covered much of the district's east end. These efforts, which all prioritized infill development, have resulted in the construction of several new planned communities that include a range of housing types such as single-family homes, townhouses, and apartments. Many complexes have shared community facilities, such as pools and green spaces, for residents to enjoy. Some parks, such as the recently constructed Azahar Park, are even open to public access.
- **Large Opportunity Sites**: While the subarea plans noted above are mostly built out, more infill development is still expected. In the Parklands Specific Plan area, along Wells Road between Highway 126 and Telegraph Road, Phase I of the Parklands development project is nearing completion, with Phases II and III soon to commence construction. Given the lack of neighborhood-serving uses in the district, this project will bring needed retail and recreational amenities to the area, in addition to more housing.
- **Low Fire Risk**. Given the district's proximity to the foothills and other undeveloped areas, parts of Eastside/Juanamaria are at risk of wildfire. Approximately 0.7 percent of residents live in "very high fire risk" areas.
- **Flooding or Sea Level Rise Risk**. Eastside/Juanamaria is at risk of flooding. In a 100-year event flooding is expected along the Brown Barranca directly north of the 126 Freeway at Wells Road to include flooding over the 126 Freeway.

Streetscape

Eastside/Juanamaria's streetscape is characteristic of suburban residential environments. The roadway network is dominated by three major corridors – Telegraph, Wells, and Kimball Roads – which are auto-dominated with curb-to-curb rights of way fluctuating in width between 70 to 110 feet. While all three host an extensive network of Class II bike lanes (including some that were recently painted, as shown to the right), they have limited pedestrian infrastructure with narrow sidewalks, no street canopy, and inactive public frontages. Given its suburban residential character, virtually all buildings are



Telegraph Road. Source: Google Maps

significantly set-back from the street (~30 feet) and frequently separated via retaining walls, shrubs, and landscaped front yards. This layout creates a stark demarcation between the public and private realms, resulting in an uninviting pedestrian environment.

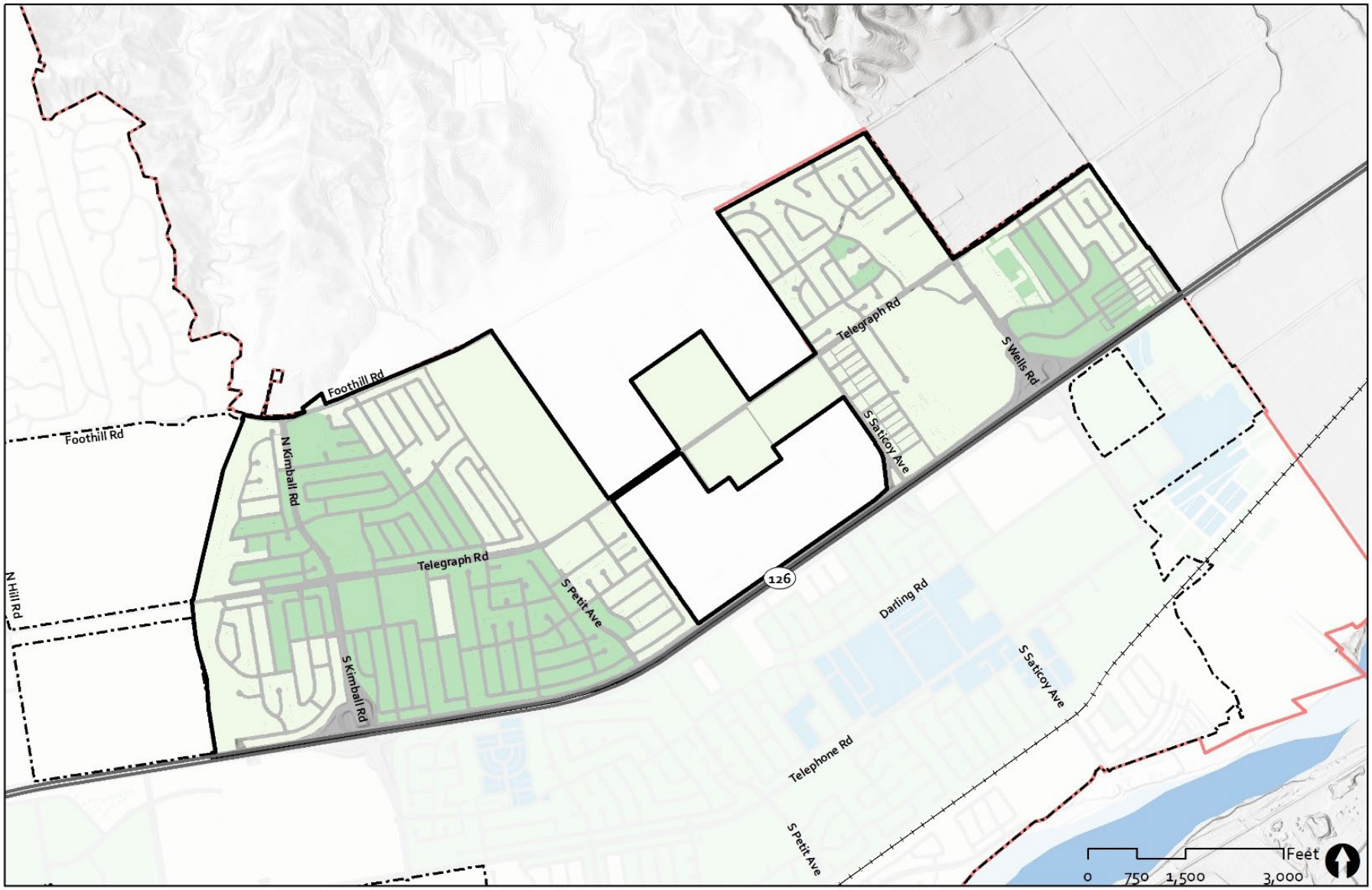
North Linden Drive. Source: Google Maps

Intersection Density

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.

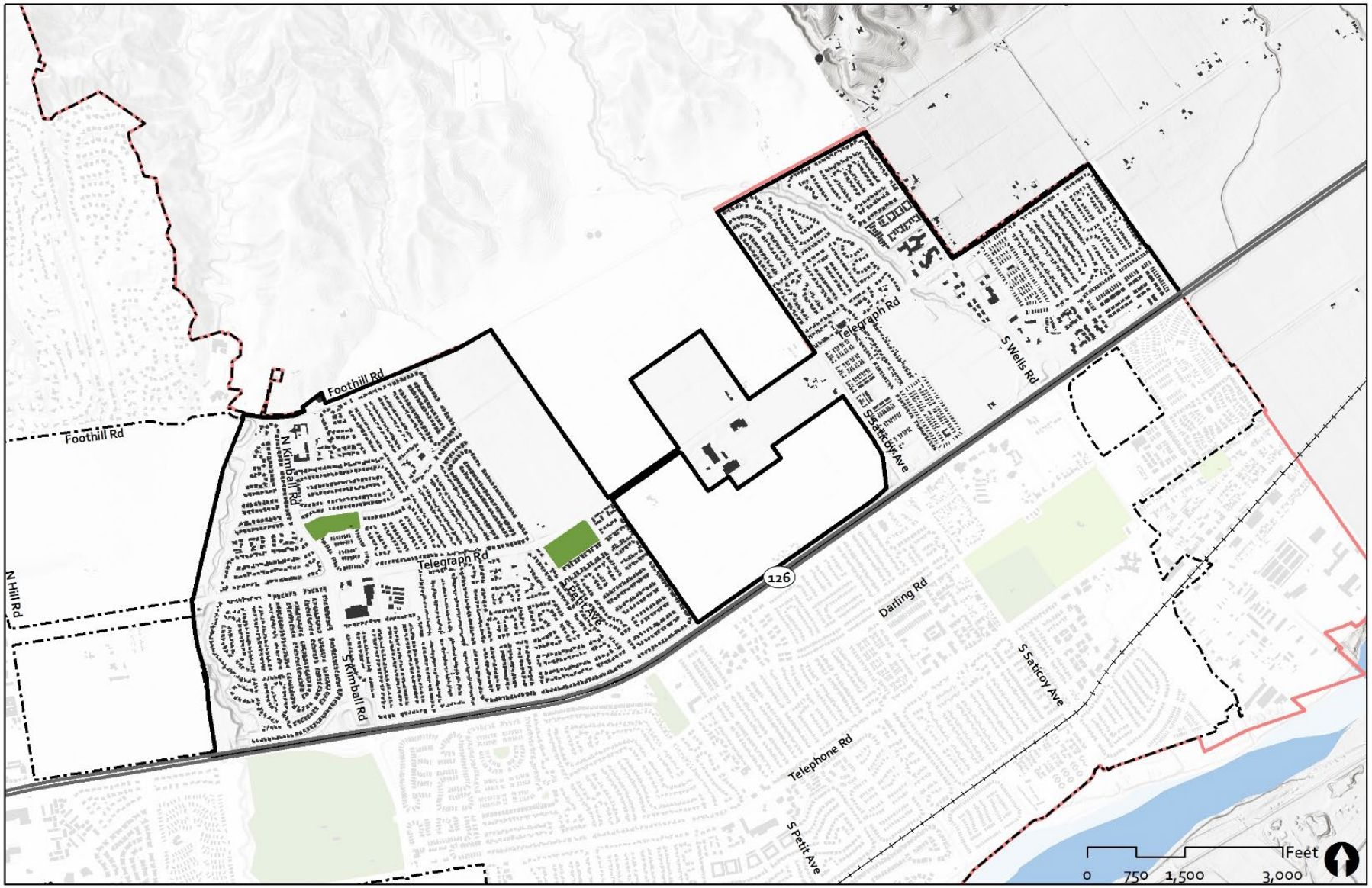
As Figure 3 below indicates, Intersection Density in Eastside/Juanamaria varies by location. By citywide standards, the district's west end contains an average concentration of street intersections with small residential blocks broken up by several north-south connector roads. On the east end, however, a several curvilinear roadways and cul-de-sacs form an impermeable street network with virtually no street grid.

Figure 3: Intersection Density



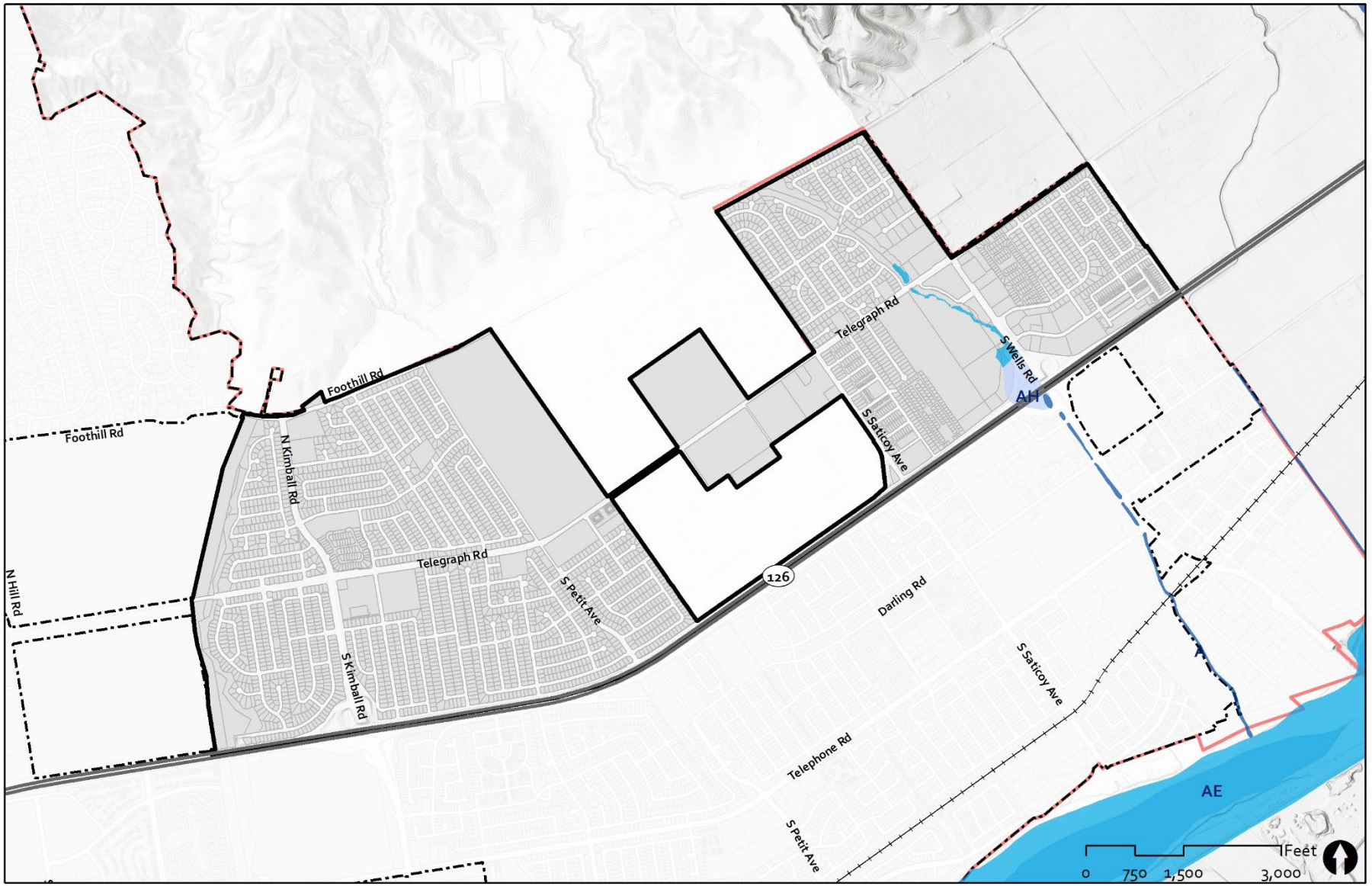
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Figure 4: Building Footprints



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

Figure 5: FEMA Flood Risk



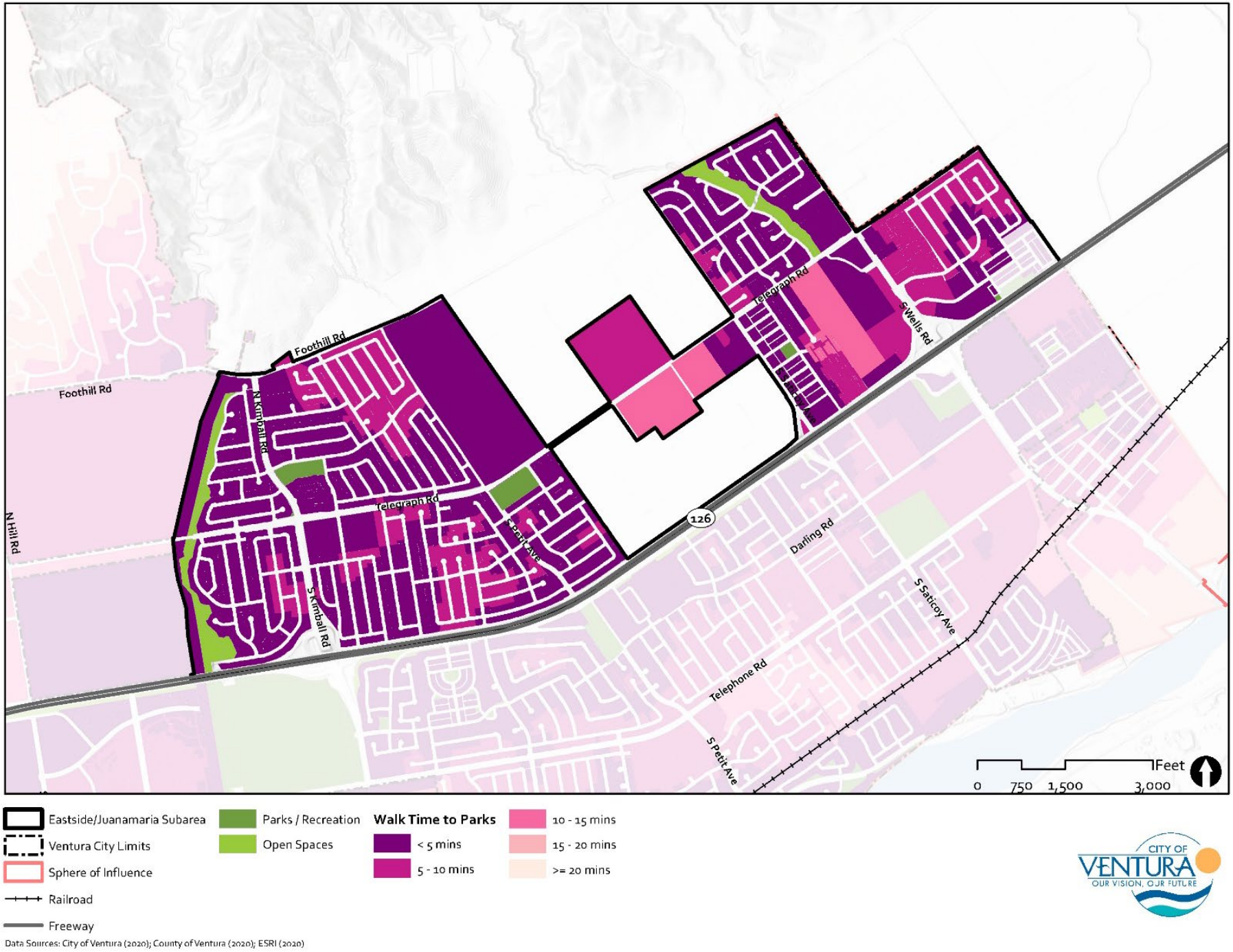
Data Sources: City of Ventura (2020); County of Ventura (2020); FEMA (2020); ESRI (2020)

Open Space

Eastside/Juanamaria suffers from a lack of parks and open space. Currently, the district hosts four small neighborhood parks, one linear park, and a segment of the Arundell Barranca. While these spaces are well-distributed across the district – virtually all residents (99 percent) live within a 10-minute walk of one – they are largely insufficient given the district's sizable population. The total amount of parkland amounts to just 1.27 acres per 1,000 residents, which is the third lowest of any subarea. This low ratio indicates an overall shortage of recreational space, which may potentially cause parks to overcrowd on busy days.

Juanamaria Park. Source: BusinessYab

Figure 6: Walk Access to Parks



Summary of Key Findings

- **Amenities Shortage**: To adequately serve the needs of its many residents, Eastside/Juanamaria needs to attract more amenities. Retail uses are currently limited to a handful of fast-food chains and one grocery store, and recreationally, there are just 1.27 acres of public parkland per 1,000 residents – less than one-fifth the citywide figure. Addressing these deficiencies is especially urgent given the several housing projects that have been built in recent years, which continue to bring an influx of residents to an already large population base.
- **Infill Opportunities**: Fortunately, the district appears to have adequate capacity to accommodate more amenities. The Parklands development project will introduce a variety of new uses to densify the district and support the needs of a growing residential population.
- **Uninviting Pedestrian Environment**. Deep street setbacks, coupled with auto-dominated roadways, contribute to an uninviting pedestrian environment on key corridors. A greater emphasis on mixed land uses and thoughtful design could help reduce the stark barriers between the public and private realms, and perhaps may help activate the neighborhood environment.

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

Subarea Report: Eastside/Saticoy

July 2021

Table of Contents

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 Eastside/Saticoy 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.

Vanoni Ranch Apartments. Source: Westside Rentals

Land Use	Percent
Residential	**74.3%**
Single-Family Attached	2.9%
Single-Family Detached	59.7%
Multifamily	11.7%
Commercial	**1.5%**
Office	0.3%
Commercial Centers	1.2%
Industrial/Manufacturing	**0.3%**
Light Industrial	0.3%
Public/Institutional	**11.4%**
Civic Facilities	1.7%
Religious Facilities	1.6%
School	3.7%
Hospitals	0.3%
Transportation	2.2%
Water	1.9%
Open Space	**9.1%**
Parks / Recreation	4.4%
Open Space	0.5%
Golf Courses	4.1%
Agriculture	**2.4%**
Vacant/Other	**1.0%**

Eastside/Saticoy Overview

Eastside/Saticoy is a large residential district in east Ventura, bounded by Highway 126 to the north, the City Limits to the east, the City Limits to the south, and Kimball Road to the west. It is the most populous and second-densest subarea in the city, hosting 19,294 full-time residents and 12.0 persons per acre. With just 1,448 jobs, Eastside/Saticoy also has one of the lowest jobs-housing ratios in the city (0.075), reinforcing its identity as a suburban "bedroom community." Figure 1 shows an aerial view of the subarea.

Existing Land Use

Eastside/Saticoy is the most heavily residential district in the entire city, with housing covering 74.3 percent of land and amounting to 6,823 housing units. As Figure 2 indicates, single-family homes are the dominant form of housing, though several apartment communities can also be found on or near Telephone Road. Public/Institutional uses occupy the next greatest share of land (11.4 percent) and include both community-serving amenities and public facilities; the former includes several schools and a handful of churches, while the latter includes the Ventura veterans' center and two bus yards. Open Space (9.1 percent) is distributed across the district and is particularly abundant on the east end, including a variety of public parks, undeveloped green spaces, and the large Saticoy Regional Golf Course. Commercial uses (1.8 percent) are limited to just two retail nodes, a small business park, and a few small standalone buildings scattered along Telegraph Road.

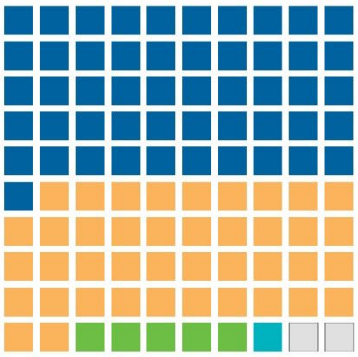
Neighborhood Statistics

19,294 residents
(17.8% of City)

6,823 units
(15.7% of City)

7.7 units per residential acre
(Citywide: 7.8)

12.0 people per acre
(Citywide: 7.7)



median income
$81,727
(Citywide: $78,882)

median home value
$470,255
(Citywide: $570,100)

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

36.8% residents five minutes from park
(Citywide: 40.2%)

1,448 jobs
(2.8% of City)

14% residents aged 65+
(Citywide: 15.8%)

22% residents aged 18 or under
(Citywide: 21.8%)

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

105.1 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial

Eastside/Saticoy Subarea

Ventura City Limits

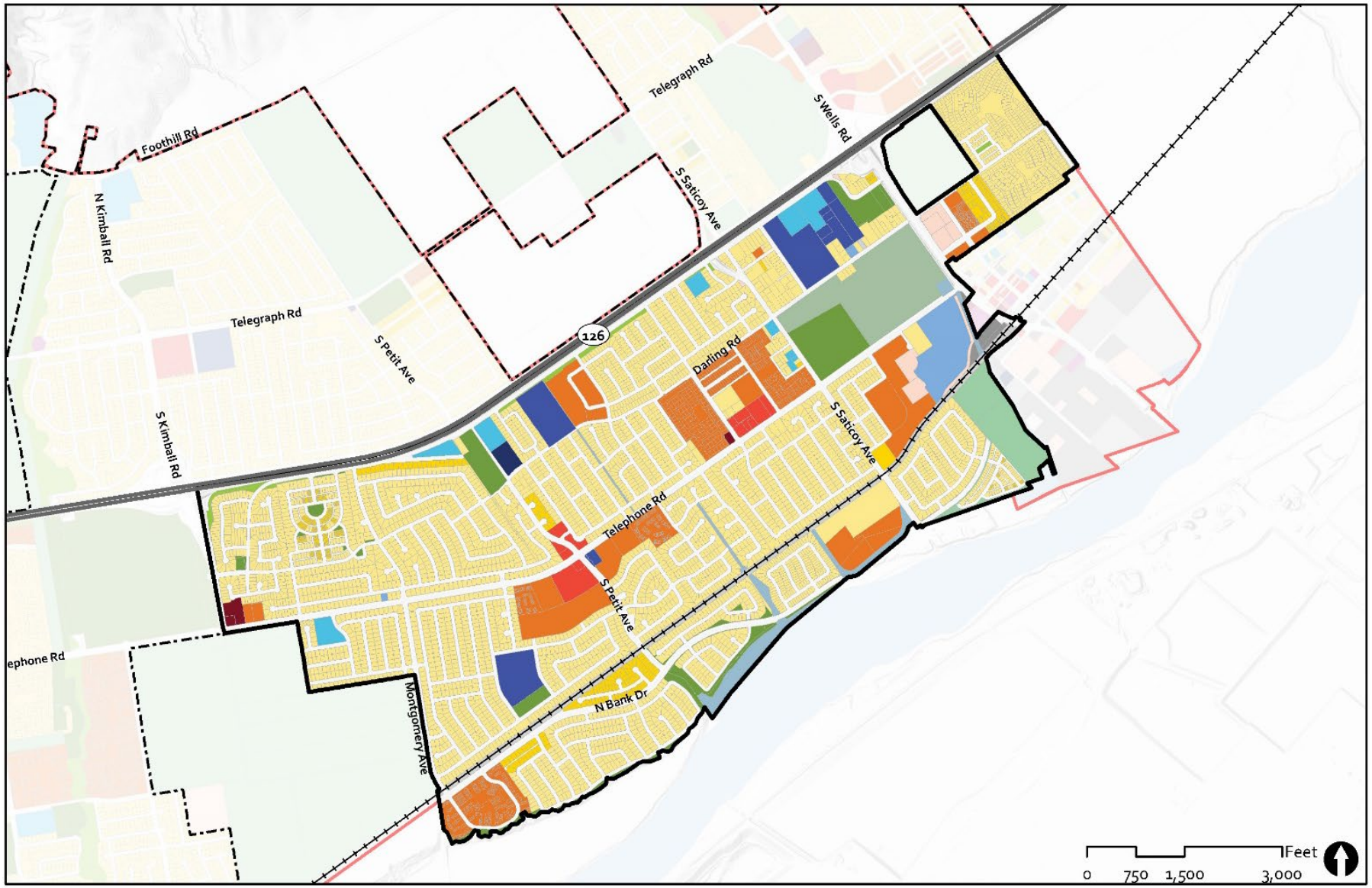
Sphere of Influence

Railroad

Freeway

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

Figure 2: Existing Land Use



Neighborhood Features and Challenges

- **Lack of Commercial Amenities**: Despite hosting the largest population (19,294) of any subarea, Eastside/Saticoy has very few commercial and retail amenities to support its population. As shown above on Figure 2, the district hosts just two retail nodes – both on Telephone Road – which together offer one grocery store, a cocktail bar, a few restaurants, and an assortment of other commercial operations (e.g., hair salon, tobacco stores, convenience store, thrift shop, etc.). This dearth of amenities could potentially lead to lost sales tax revenue for the City, as district residents may travel to nearby cities (e.g., Oxnard) for their shopping needs. Even if residents choose to shop elsewhere in Ventura, poor transit service and a suburban layout likely prevents residents from walking or biking to meet their daily service needs.
- **New Housing Development**: Like its neighboring district to the north (Eastside/Juanamaria), Eastside/Saticoy has experienced consider development activity in recent decades. The Saticoy and Wells Community Plan encompasses the entire area east of Saticoy Avenue and establishes guidelines to promote revitalization through strategic infill development. These efforts have resulted in the construction of several new planned communities that include a range of housing types such as single-family homes, townhouses, and apartments. Many complexes have shared community facilities, such as pools and green spaces, for residents to enjoy.
- **Fire, Flooding, or Sea Level Rise Risk**. No part of Eastside/Saticoy is at risk of wildfire or sea level rise. However, some flooding risk exists mainly on the east side of the area along the Brown Barranca, and the confluence of the Franklin and Wason Barrancas also causes flooding in the Saticoy area.

Telephone Road. Source: Google Earth

Streetscape

Like most parts of east Ventura, Eastside/Saticoy's streetscape is characteristically suburban. Five major roadways dominate the street network: Telephone Road and North Bank Drive, which travel from east to west, and Petit Avenue, Saticoy Avenue, and Wells Road, which travel from north to south. All five boast an auto-centric streetscape with wide curb-to-curb rights of way (~70 feet), a discontinuous network of Class II bike lanes, and space for on-street parking. Segments of Bank Drive and Petit Avenue have tree-lined sidewalks and medians, forming an effective tree canopy, though all other roadways or mostly devoid of such shading.

Public frontages are also fairly inactive. On major corridors, most buildings are set-back and separated from the street via retaining walls, fences, and/or shrubs to create a sense of enclosure and detachment (see Figure 4 for building footprints). This layout creates a disjointed street environment and can make major roadways, specifically Bank Drive and Telephone Road, feel like highways that are inhospitable to pedestrians.

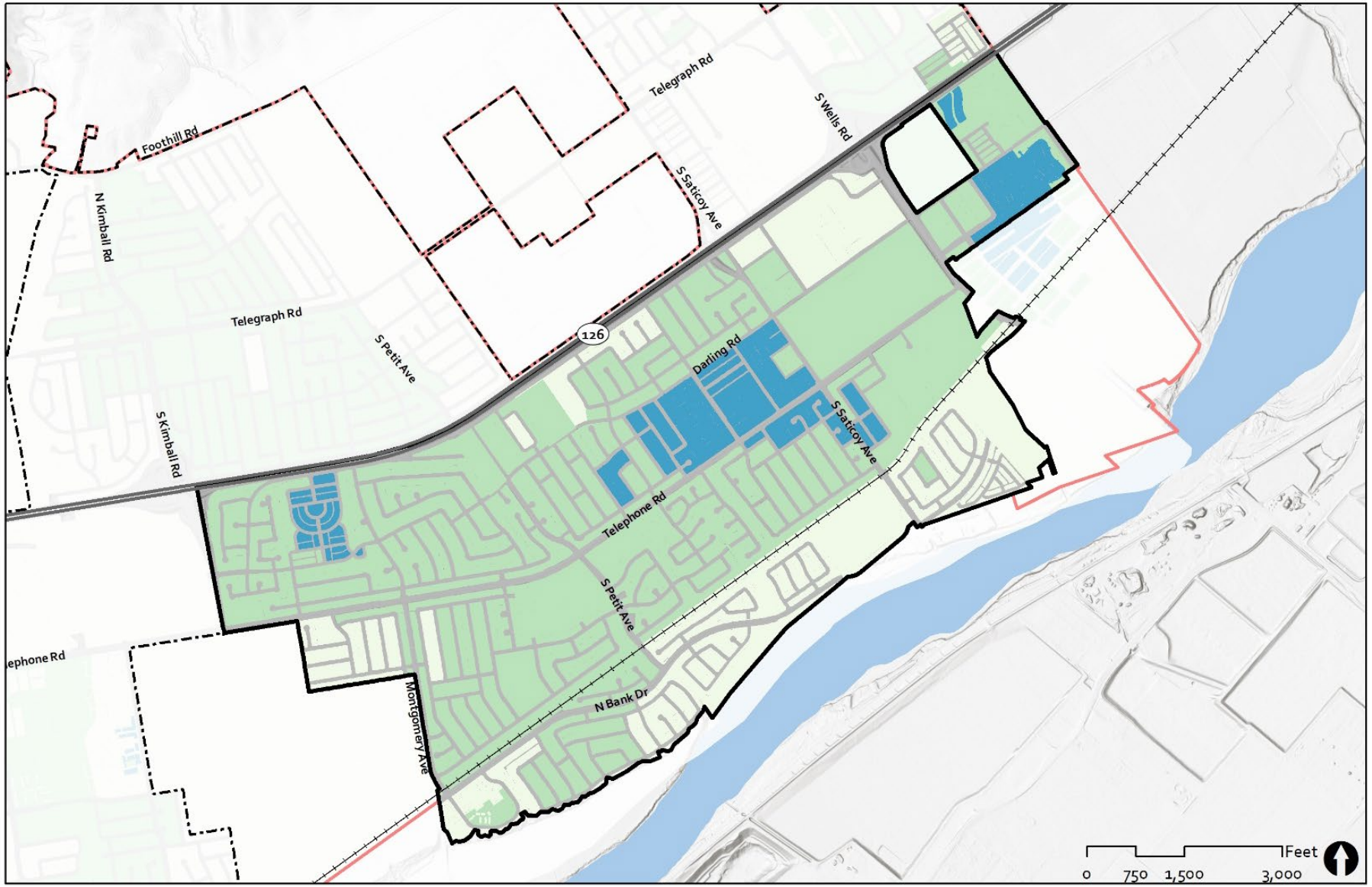
Intersection Density

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.

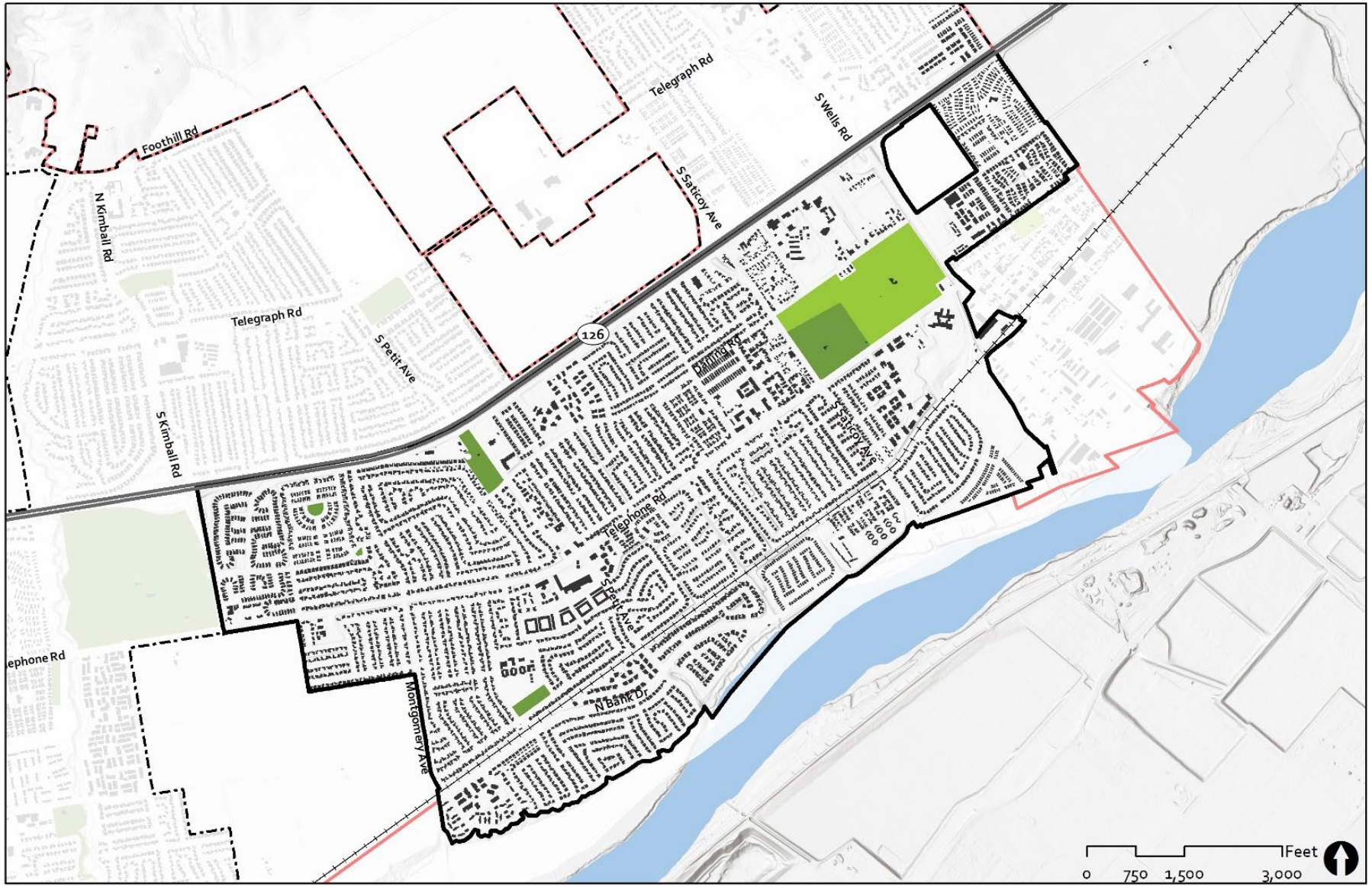
As Figure 3 below indicates, Intersection Density in Eastside/Saticoy varies by location. A handful of planned residential communities north of Telephone Road have a fine-grained street network that produces small blocks and a high concentration of intersections. In the rest of the district, however, most neighborhoods host a combination of curvilinear roads, large blocks, and cul-de-sacs that dead-end the street network. These factors limit overall connectivity in the area.

Figure 3: Intersection Density



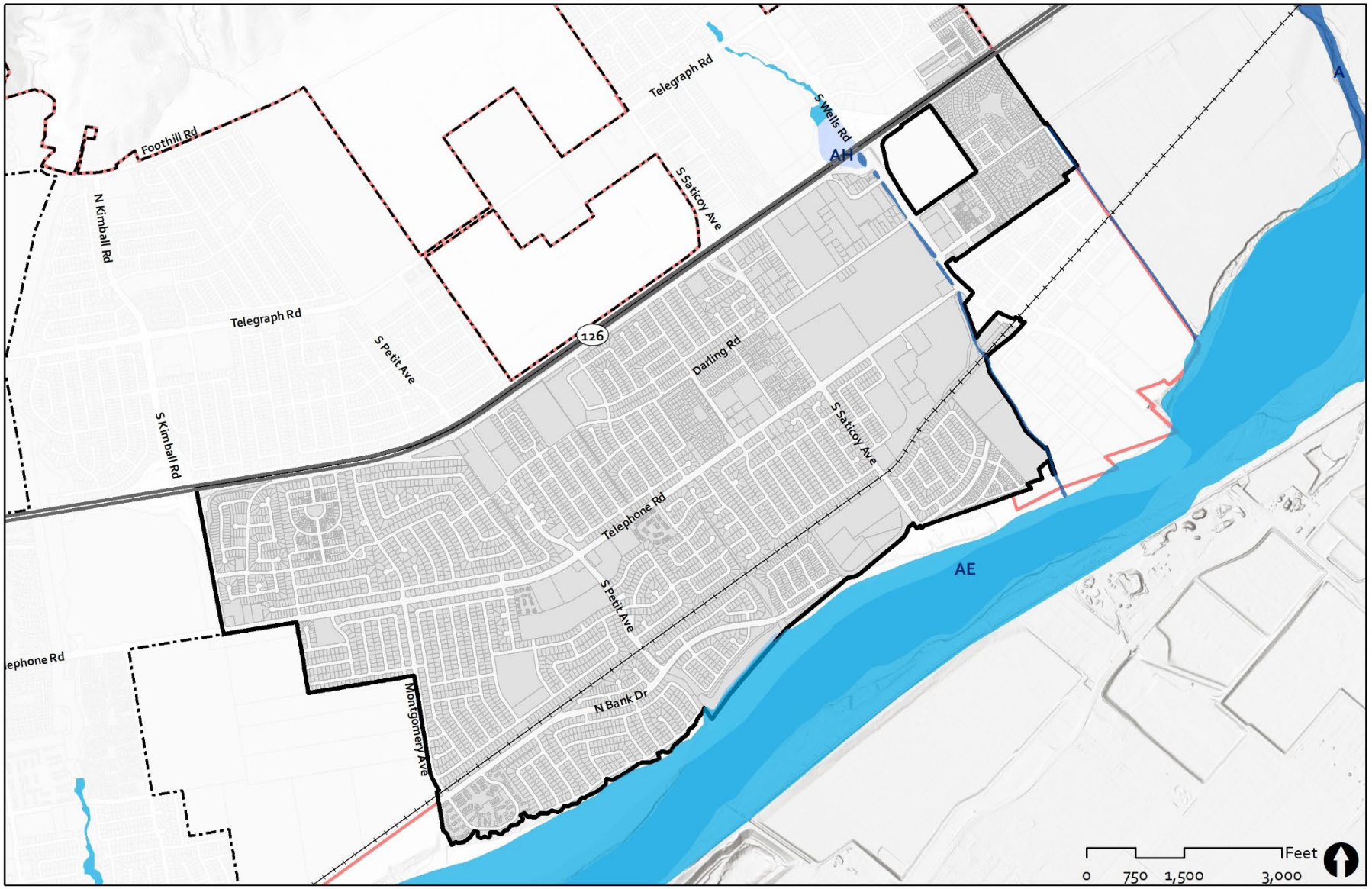
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Figure 4: Building Footprints



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

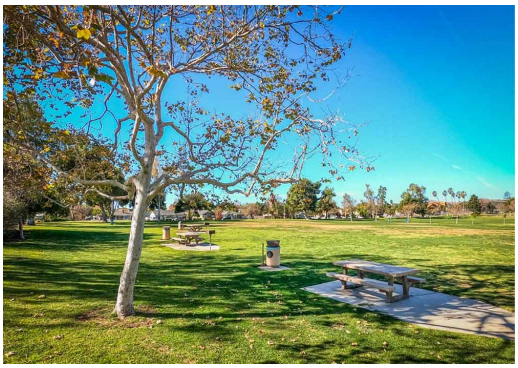
Figure 5: FEMA Flood Risk



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

Open Space

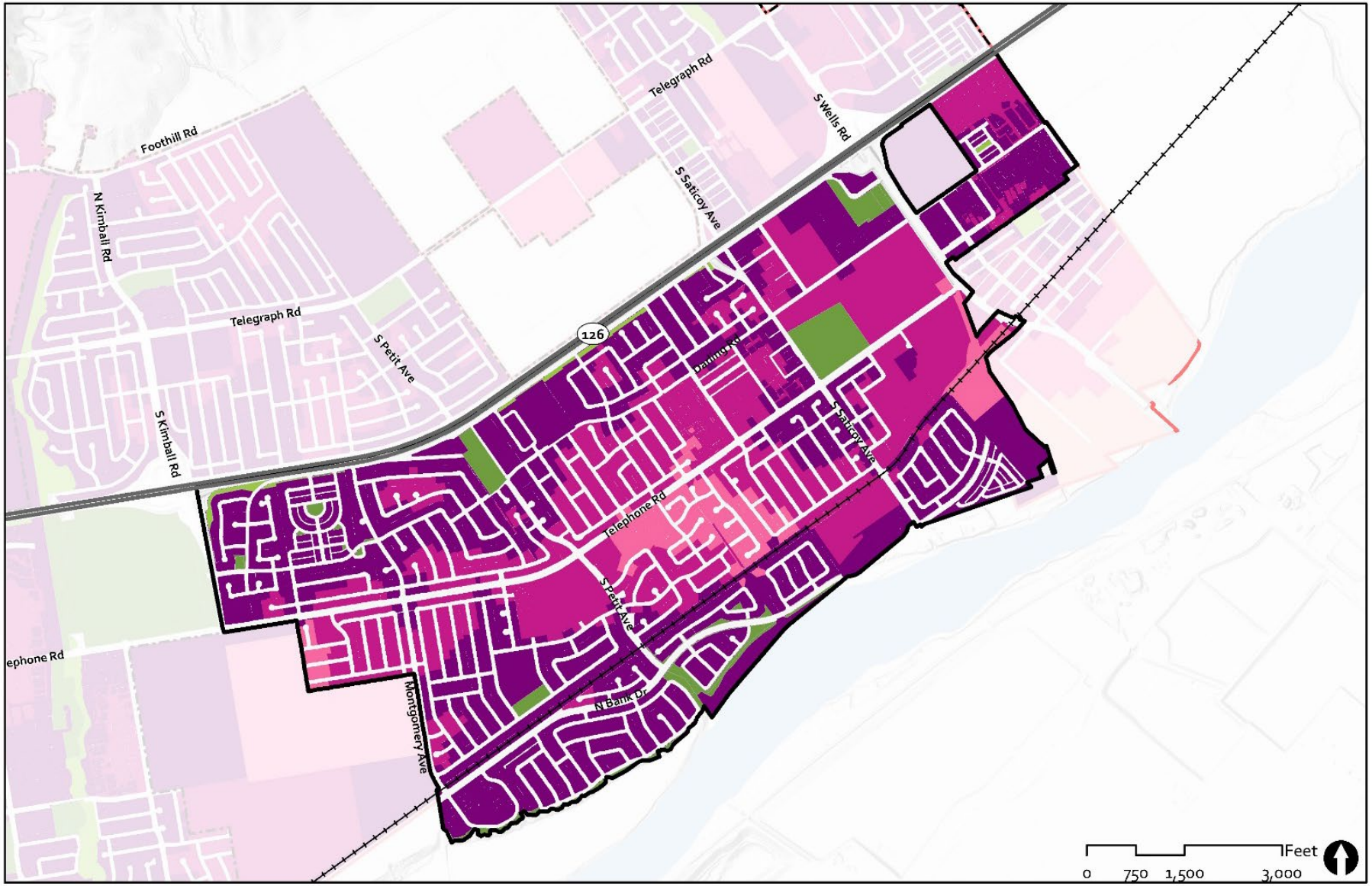
Eastside/Saticoy hosts a diverse yet small collection of parks and open spaces. The district is home to the 16-acre Fritz Huntsinger Youth Sports Complex, which contains three baseball diamonds, several soccer fields, and barbecue sites. In addition to a few smaller-scale neighborhood parks, the district also hosts an extensive linear park network on its southern border, with a multi-use trail that allows for walking, running, and cycling.



Fritz Huntsinger Youth Complex. Source: City of Ventura

While Figure 5 suggests that these amenities are both diverse in type and well-distributed (95 percent of residents live within a 10-minute walk of a park), they may be insufficient to the needs of a large residential population. Currently, there are only 2.72 acres of parkland per 1,000 residents, which is less than half the citywide figure (7.2). This low ratio indicates an overall shortage of recreational space, which may potentially cause parks to overcrowd on busy days.

Figure 6: Walk Access to Parks



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

Summary of Key Findings

- **Shortage of Community Amenities**: Eastside/Saticoy needs to add more amenities to adequately service its robust population. Retail uses are limited to one grocery store and a few restaurants, and in terms of parkland, there are just 1.27 acres of recreational space per 1,000 residents – less than half the citywide figure. Addressing these deficiencies is needed to allow residents to access their daily needs without having to drive far distances. In the short-term, the City could form joint-use agreements with local schools to allow for public access on recreational spaces.
- **Unique Linear Park Network**: Despite Eastside/Saticoy's apparent shortage of parkland, district residents enjoy access to a robust linear park network on the southern edge of the City Limits. The City could extend this infrastructure eastward to form a continuous trail network that promotes active and healthy lifestyles.
- **Uninviting Pedestrian Environment**. Auto-dominated roadways, coupled with the frequent use of fences and retaining walls, contribute to an uninviting pedestrian environment on key corridors. A greater emphasis on mixed land uses and pedestrian-friendly design could help reduce the stark barriers between the public and private realms, and perhaps may help activate the neighborhood environment.

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

Subarea Report: Foothill

July 2021

Table of Contents

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 Foothill 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.

Land Use	Percent
Residential	**64.7%**
Single-Family Detached	64.7%
Commercial	**0.3%**
Commercial Recreation	0.3%
Public/Institutional	**3.2%**
Religious Facilities	2.5%
Water	0.7%
Open Space	**19.6%**
Parks / Recreation	17.3%
Natural / Conservation	2.3%
Agriculture	**9.6%**
Vacant/Other	**2.5%**

Arroyo Verde Park. Source: Visit Ventura

Foothill Overview

The Foothill subarea is a group of two predominantly residential neighborhoods in the Los Padres foothills, bounded by Foothill Road to the south and undeveloped hillsides on all other sides. It is a largely upscale community distinguished by its location, topography and building scale, as there are several two-story homes with desirable viewsheds of the city and ocean. Nearly three quarters of the residential population (73.4 percent) lives in "very high fire risk" areas, leaving it highly vulnerable to natural disaster as climate change intensifies. Figure 1 shows an aerial view of the Foothill subarea.

Existing Land Use

As Figure 2 shows, the Foothill subarea is an overwhelmingly residential district, with residential uses – all of which are detached single-family homes – occupying 64.7 percent of land. Agriculture (9.6 percent) and Open Space (19.6 percent) together comprise nearly another third of land in the area, including a mix of small farms, undeveloped open space, a tennis court, and the 129-acre Arroyo Verde Park. Public/Institutional uses, primarily reflected in two churches, comprise another 3.2 percent of land are located on the southwest end of the community along Foothill Road. About 2.5 percent of land sits vacant, due in part to property destruction from the 2017 Thomas Fire, and only 0.3 percent of land is dedicated to commercial uses.

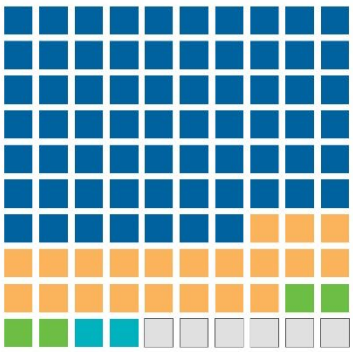
Neighborhood Statistics

3,049 residents
(2.8% of City)

1,284 units
(3.0% of City)

2.6 units per residential acre
(Citywide: 7.8)

3.6 people per acre
(Citywide: 7.7)



median income
$150,831
(Citywide: $78,882)

median home value
$860,250
(Citywide: $570,100)

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

12.6% residents five minutes from park
(Citywide: 40.2%)

137 jobs
(0.3% of City)

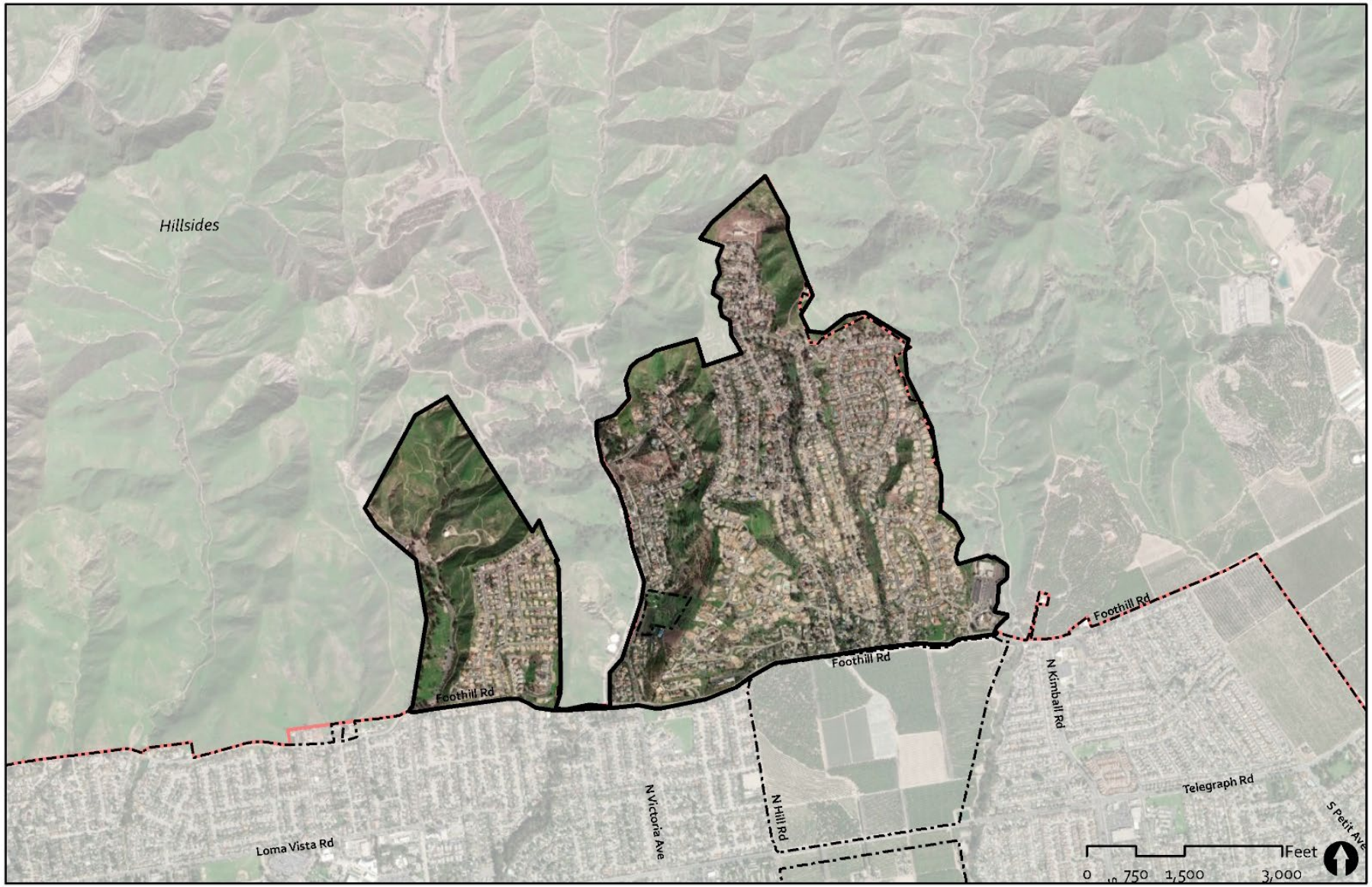
31% residents aged 65+
(Citywide: 15.8%)

15% residents aged 18 or under
(Citywide: 21.8%)

73.4% residents at very high fire risk
(Citywide: 10.7%)

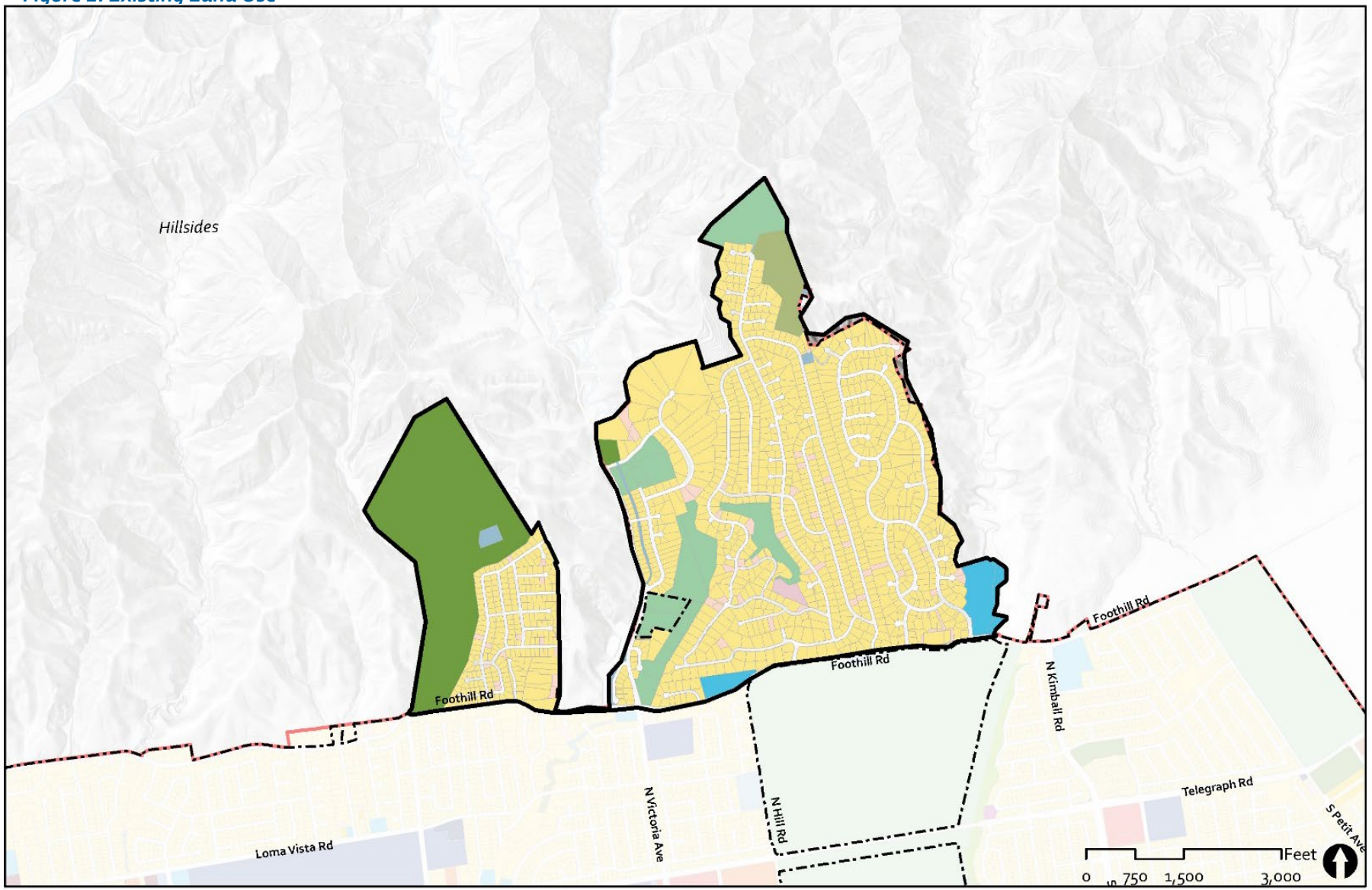
40.6 intersections per mi²
(Citywide: 92.7)

Figure 1: Aerial



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

- **Extremely High Fire Risk:** Given the subarea's hillside location, occupying a steep terrain near the Los Padres National Forest, a staggering 73.4 percent of Foothill residents live in "very high fire risk" areas – by far the highest share of any subarea. The destructive potential of this urban-wildland interface has already been evidenced by the 2017 Thomas Fire, which damaged or destroyed an estimated 686 structures in the city, of which many were in the Foothill subarea. Because events of this nature may become more frequent as climate change intensifies, enhanced disaster preparedness is needed to mitigate their impact. Strategies include strengthening both evacuation routes and water supply systems. Figure 6 shows fire risk in the Foothill subarea.
- **Vacant Residential Properties**: As indicated above, the 2017 Thomas Fire caused considerable damage to the district's housing stock. Several properties near the urban peripheries were burned and sit vacant to this day, though on a handful of sites, residential re-construction has already begun. In addition to the improvements noted above, the City could consider several land use strategies on these sites to further mitigate threats to life and property. One example would be acquiring vacant properties and re-purposing them as agriculture or open space, which would provide a critical buffer at the urban-wildland interface. New development regulations could also mandate the use of additional fire-resistant landscaping and building materials beyond what is already required in the California Fire and Building Codes, and by local ordinance.
- **Flooding and Sea Level Rise**: No part of the Foothill subarea is at risk of flooding or sea level rise.

Streetscape

The Foothill's streetscape is characteristic of suburban residential neighborhoods. Given its topography and lack of commercial uses, nearly all roadways are small-scale neighborhood streets with narrow rights-of-way and large street setbacks (~20 feet). Most homes front the street with yards and/or sloped landscaping. Neighborhood roads do not follow a street grid and are generally curvilinear, thus offering limited outlets to nearby arterial streets.

Residential street. Source: Google Maps

Pedestrian infrastructure is severely limited, as many streets have virtually no sidewalks and lack any form of effective tree canopy. A relatively higher concentration of sidewalks can be founded in the western part of the Foothill area, though these too are very narrow (~5 feet). Figure 4 shows building footprints in the Foothill subarea.

Intersection Density

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 is exceptionally low in the Foothill subarea. This is because most roadways are curvilinear, with several cul-de-sacs that dead-end the street network and reduce permeability. These factors contribute to an area that lacks a street grid and instead boasts long, circuitous blocks.

Properties are relatively larger than in other parts of the city, with some two-story homes and lot sizes ranging from 0.25 to 0.75 acres in size.

Figure 3: Intersection Density

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

Figure 4: Building Footprints

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

Open Space

For Foothill residents, access to parks and recreation is mixed. The subarea features the 132-acre Arroyo Verde Park on its west end, which includes expansive open green areas, picnic sites, children's play areas, and several miles of hiking trails. As Figure 5 indicates, all residents on the Foothill's west end live within a 10-minute walk of the park, enabling unparalleled access to a unique regional destination. Meanwhile, on the east end, some residents are proximate to the Harmon Canyon Preserve (not shown on map). Located on lands under county jurisdiction, this expansive natural area was acquired by the Ventura Land Trust in 2020 and is now open for public access, featuring several miles of trailing for hiking, biking, running, and/or walking.

Arroyo Verde Park. Source: Visit Ventura

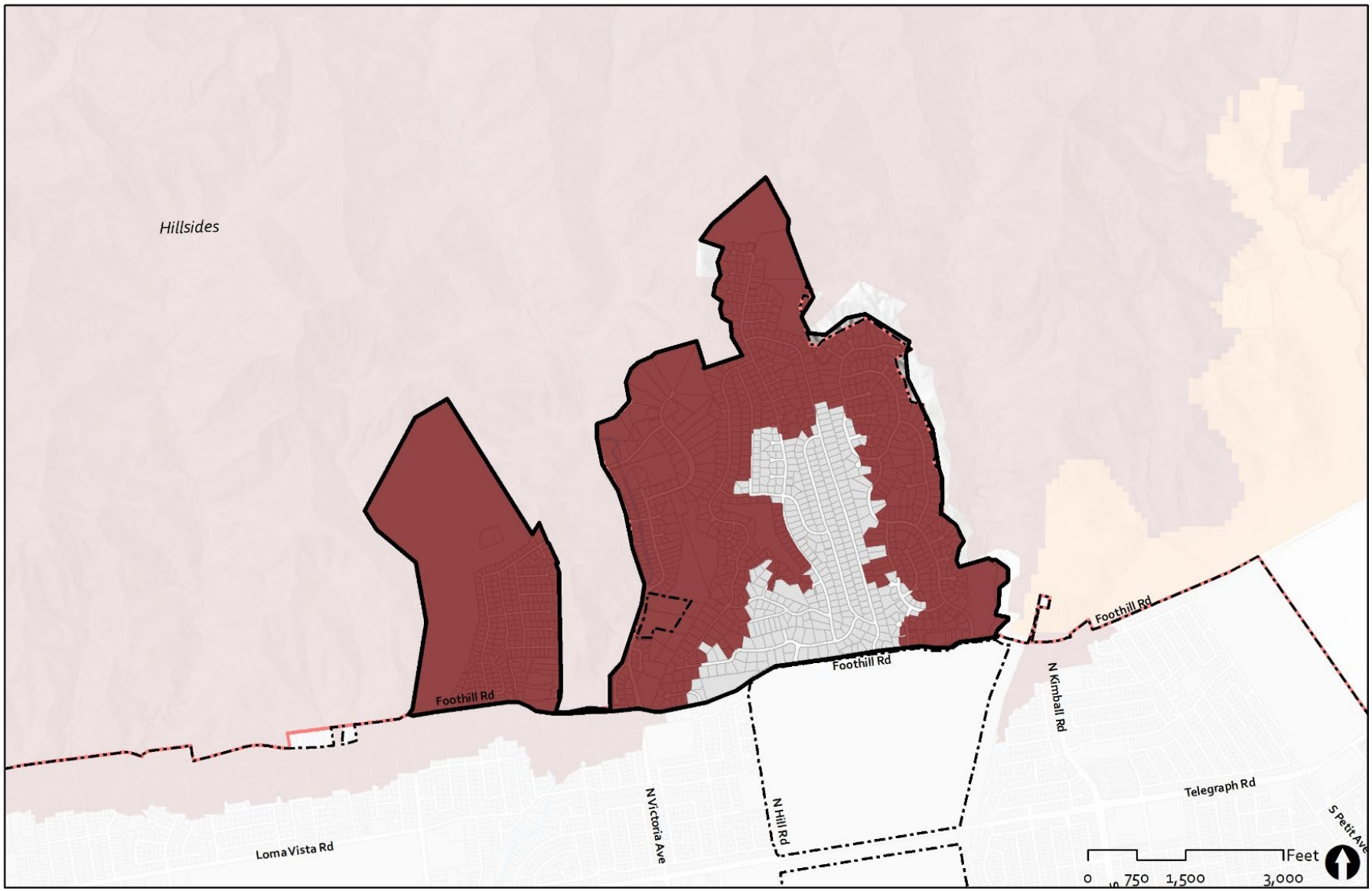
While some in the subarea are within walking distance to such unique spaces, many have poorer access. Apart from the two above parks, the Foothill subarea hosts just one other recreational space – Hidden Valley Park – which is a small, privately-managed space with a tennis court. This fact, coupled with a circuitous street network that limits connectivity, leaves many Foothill residents without easy access to outdoor recreation. In total, less than a third (32 percent) of Foothill residents are within a 10-minute walk of a public park.

Harmon Canyon Preserve. Source: Ventura Land Trust

Figure 5: Walk Access to Parks

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

Figure 6: Fire Risk



Data Sources: City of Ventura (2020); County of Ventura (2020); CALFIRE (2021); ESRI (2020)

Summary of Key Findings

- **Proximity to World-Class Natural Recreation**: Foothill residents are privileged with access to some of the most unique and expansive recreation areas in the city. The west end is home to the 162-acre Arroyo Verde Park, which hosting a variety of natural open areas as well as hiking trails. Meanwhile, the east end neighbors the expansive Harmon Canyon Preserve, which was acquired and opened to the public in 2020 and totals more than 2,100 acres of open space, including several miles of hiking trails. Together, these two amenities afford Foothill residents unrivaled proximity to some of the most impressive natural recreation in the city. However, accessibility for residents in more central parts of the subarea could be improved.
- **Severe Fire Risk**: While the Foothill's location at the urban-wildland interface offers unique benefits, it also brings significant drawbacks. Most residents (73.4 percent) live in "very high fire risk" areas, creating ample threats to both life and property. The 2017 Thomas Fire also wrought significant damage on the community, as several homes burned leaving several sites vacant. Moving forward, adaptation strategies related to both infrastructure and land use decisions could help mitigate these impacts. The City could strengthen evacuation plans and water supply systems, create agricultural buffers, and/or promote the use of fire-resistant building materials and landscaping.
- **Poor Walkability**: Despite being a low-traffic residential area, the Foothill's streetscape is generally inhospitable to pedestrians. Typically, sidewalks are either very narrow (~5 feet) or completely lacking on certain streets. Additionally, most of the area lacks a consistent tree canopy.

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