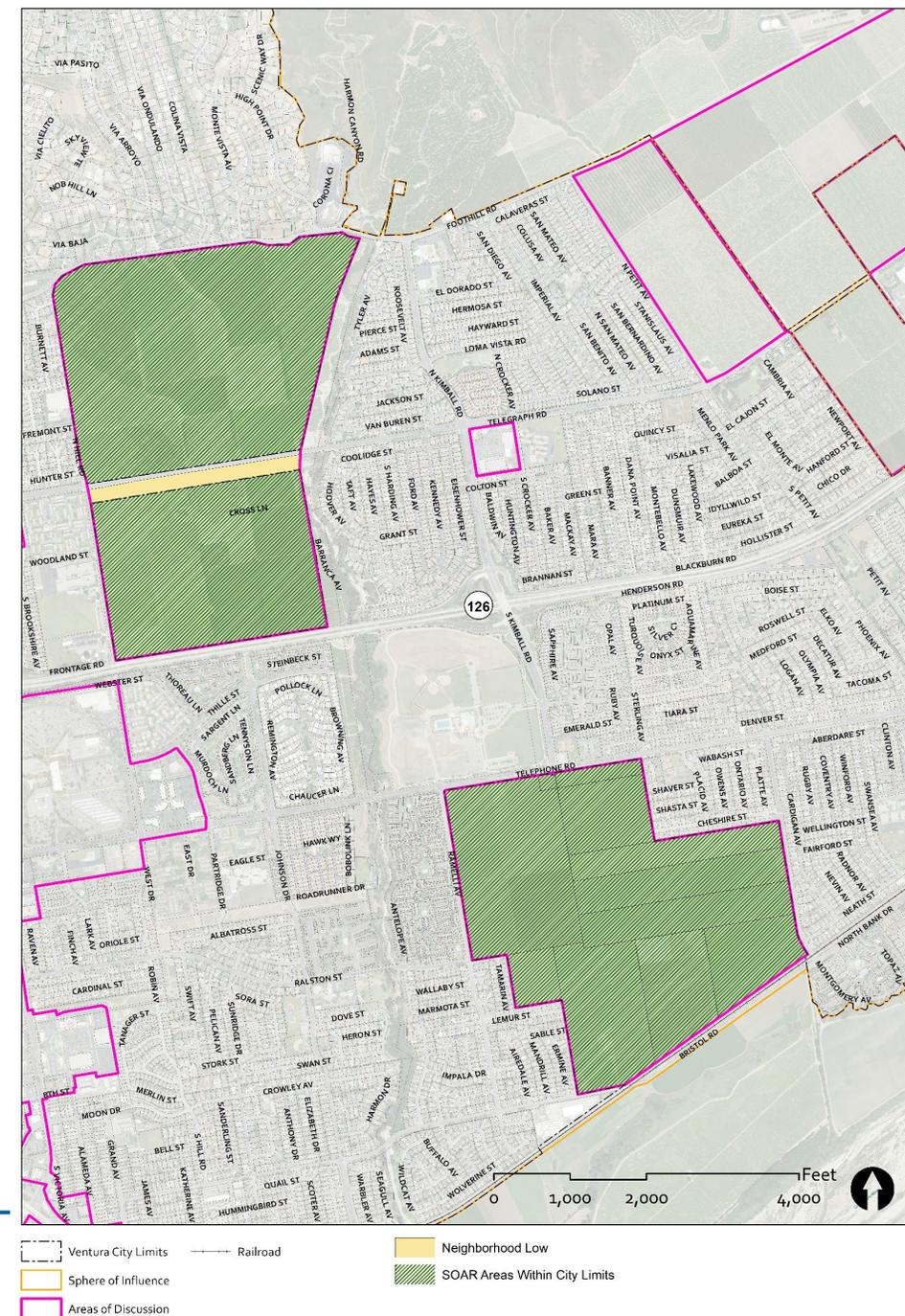


SOAR Areas

“Base” Designations

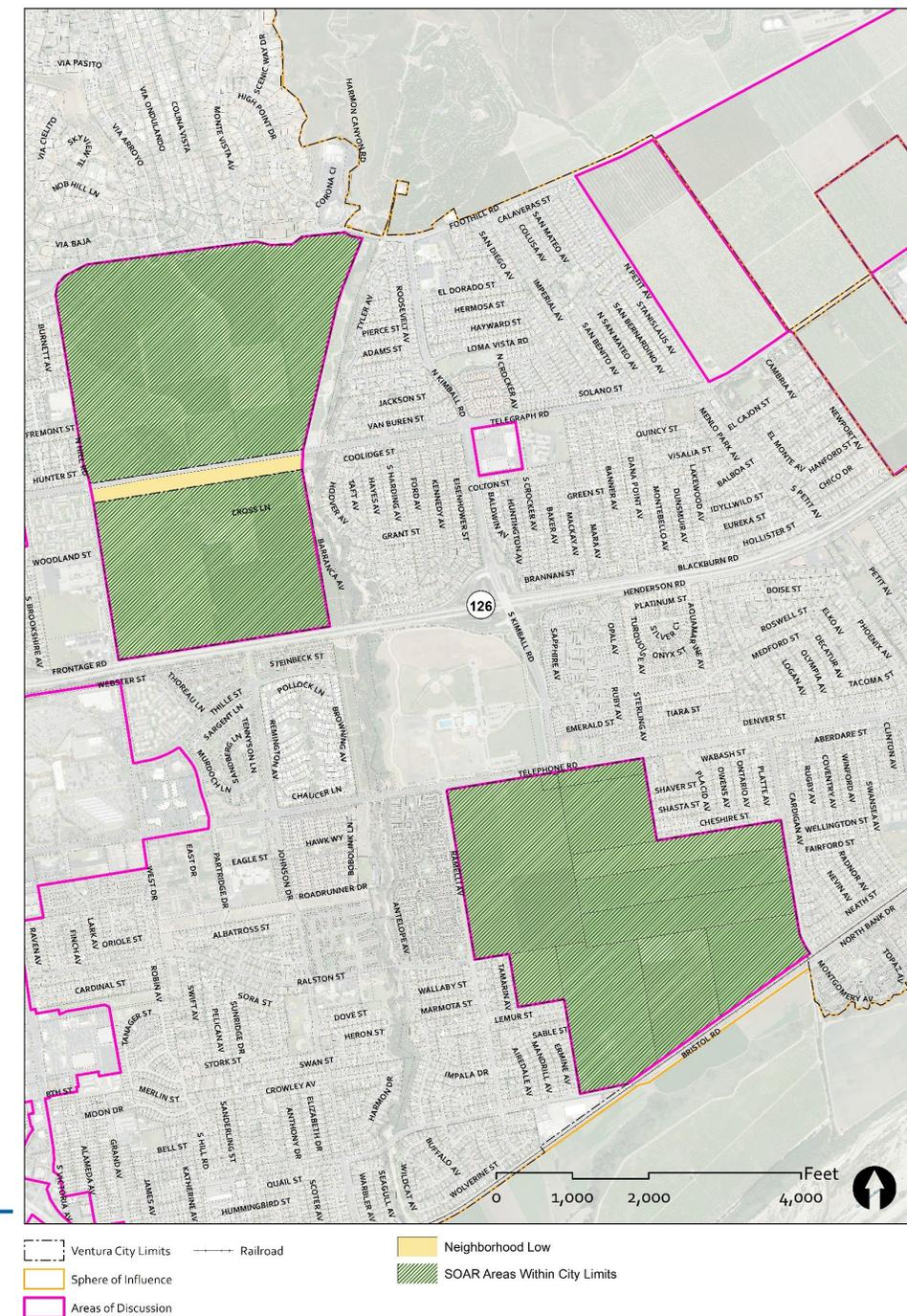
- Identified areas are currently used as agriculture.
- Areas are within the City’s sphere of influence (areas that the City could annex in the future if the property owner initiates the annexation) and part of the SOAR (Save our Agriculture and Open Space) initiative and protected until 2050.
- Areas can be removed from the SOAR initiative by a vote of the residents of the City of Ventura (not the entire County). This can happen at any time before 2050.
- South of Telegraph Road, there is a small strip of City land designated as Neighborhood Low, although existing use is still agricultural.

*Note: The General Plan Team recognizes that these and other open space lands are important for the City. The input received from the public during the Visioning survey in late 2021 and the GPAC discussions in Spring 2022 identified these areas as **potential** growth areas. In fact, the GPAC was split on whether to consider them as part of the alternatives. Identifying these as potential growth areas in the General Plan would allow the landowners, if they choose, to initiate a process of developing a land use vision and then working to create a ballot initiative that would remove the areas from SOAR. They would then need to obtain City approval for their project before any development could occur.*



Core Alternative

- Maintains the areas as agriculture and no growth would be identified in these areas as part of the General Plan.



Expansion Alternative

- Explores development of the two SOAR sites to achieve broad citywide goals for housing and economic development. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*
- Proposes neighborhoods with a diversity of land use, including employment, retail and residential neighborhoods at varying densities, and parks and other neighborhood-serving amenities.
- Expands the potential for employment by including Office/R&D uses in both areas. This expands the potential for corporate headquarters with easy freeway access.
- Creates mixed use nodes for commercial, retail and residential uses.
- Greatly expands housing diversity with a mix of attached single family, duplexes, small apartments, and 3 story multifamily housing.
- Preserves an open space buffer along Foothill.
- Improves mobility by connecting Ralston Street to Victoria and Montgomery Road and extending Kimball Road to Bristol and Johnson across the railroad tracks.



Mixed Use 1



Neighborhood Medium



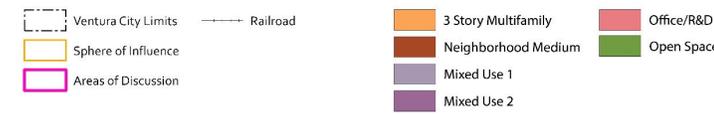
Office/R&D



Mixed Use 2



3 Story Multifamily



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

Distributed Alternative

- This alternative also explores development of the two SOAR sites in the City limits but preserves about half of the existing SOAR land for agricultural uses. (SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)
- Proposes mixed use communities with employment uses focusing primarily on Office/R&D, residential neighborhoods at varying densities, and parks and other neighborhood-serving amenities.
- Improves mobility by connecting Ralston Street to Victoria and Montgomery Road.



Mixed Use 1



Neighborhood Medium



3 Story Multifamily



Office/R&D



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