PROPOSED LAND USE CHANGES SUMMARY RESPONSE TABLE

This table contains the results of the High Level Feedback Form and the Detailed Feedback Form for each Area of Discussion. The following key applies to the level of agreement of the responses gathered from the public with the land use changes proposed by the GPAC. It also includes the Planning Commissions recommendations in comparison to the GPAC recommendation and the public feedback.

Green = 60%-plus agreement between GPAC and public

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

Red = discrepancy between GPAC and public input

| **Area** | **GPAC Proposed Land Use Changes** | **Public Response in Feedback Forms** | **Planning Commission (PC)****Recommendation** |
| --- | --- | --- | --- |
| ***SOAR*** |
| High Level Direction | The City should maintain the existing SOAR areas inside and outside the City limits as agriculture and open space until the SOAR initiative expires in 2045. These areas should not be included as potential development areas in the General Plan. | 86.48% | PC agreed with GPAC recommendation (7-0). |
| Detailed Direction | 1. No land use changes are proposed for this area. | 73.86% |
| ***Downtown*** |
| High Level Direction | The Downtown is the City’s “authentic heart.” A hotspot for civic and artistic life, the Downtown is a diverse mix of retail, office, and residential uses. The General Plan should continue this vision (which is established in the 2007 Downtown Specific Plan) and generally keep the residential densities, building heights, and design standards in the Specific Plan. | 87.02% | PC agreed with the GPAC recommendation for Area 1, the Mission Plaza Shopping Center (7-0) and added a motion to keep all parks and open space along the waterfront. (Note that the map incorrectly shows some open space as CTO)PC added recommendations to prioritize the improvement to the Oak Street offramp and to continue to try to cap the freeway. |
| Detailed Direction | The Downtown Specific Plan limits the amount the top floor of a building can be built to between 15% to 40% of the building area. Should the top floor building ratios be maintained, or should the General Plan dictate the top floor building ratios? | 80.44% - Maintain top floor ratios. |
| 1. Vons (Mission Plaza Shopping Center) | Change to Neighborhood Center (4 stories) from Mixed Use 4 (4 stories). | 58.93% |
| ***Westside*** |
| High Level Direction | The Westside should keep its diverse mix of employment, retail, housing, and public uses and strive to remain an eclectic, working class neighborhood. To achieve this, the General Plan reduces the building heights from 6 stories to 3 stories on Ventura and Olive Avenues. The General Plan also preserves the diversity of industrial businesses and promotes affordable housing by allowing residential uses on several properties owned by the school district. This approach decreases residential development capacity on the Westside. | 77.97% | PC agreed with the GPAC direction for all areas (Areas 1-8) and added that all General Industrial 3-story parcels should be changed to Light Industrial/Flex 3-story (7-0). |
| 1. Ventura Avenue South of Stanley | Change to Mixed Use 3 (3 Stories) from Mixed Use 6 (6 stories); maintain Light Industrial/Flex | 80.00% |
| 2. Olive Avenue between Vince and Ramona | Change to Mixed Use 3 (3 Stories) from Mixed Use 6 (6 stories) and 3-story Multifamily | 77.91% |
| 3. Commercial (300’ from Ventura Ave) | Change to Commercial (3 stories) from General Industrial (6 stories) and Light Industrial/Flex (3 stories) | 75.69% |
| 4. VUSD Site | Change to Mixed Use 4 (4 Stories) from Commercial | 62.77% |
| 5. Ventura North of De Anza & Area Around Ventura Charter School | Change to Mixed Use 3 (3 Stories) from Mixed Use 6 (6 Stories) parcels | 77.95% |
| 6. North Ventura Avenue (Mixed Use Parcels) | Change to 3 Story Multifamily from Mixed Use 6 (6 stories) | 78.33% |
| 7. North of Dakota | Change to Light Industrial/Flex from Mixed Use 6 (6 stories) | 80.75% |
| 8. VUSD Site | Change to Mixed Use 3 (3 Stories) from Neighborhood Low | 65.33% |
| ***Midtown Corridors*** |
| High Level Direction | The Midtown Corridors (Thompson and Main Streetbetween Downtown and Five Points) are planned to be lively areas where people can live, work, and walk around easily. On both Thompson and Main Streets, the buildings will be 3 stories tall west of Jordan Avenue(which is one block west of Seaward Avenue). However, between Jordan Avenue and S. Katherine Drive, building heights will be increased by 1story to allow for 4 story buildings. | 31.02% | The PC did not agree with the direction of the GPAC for this area. The PC recommended that only the south side of Thompson East of Jordan and the “triangle” area on the south side of Main Street (between Evergreen and Katherine) be Mixed Use 4 with the other areas remaining Mixed Use 3. The vote was 4-3. *(Note that the Presentation will include a graphic of this area.)* |
| 1. Main and Thompson E. of Jordan Ave | Change to Mixed Use 4 (4 stories) from Mixed Use 3 (3 stories) | 22.19% |
| ***Five Points/Pacific View Mall & Hospital Area*** |
| High Level Direction - Hospital Areas | Ventura has two hospitals located near each other along Loma Vista Road. The vision for this area is an expanded “healthcare district” that allows for medical offices, surgery centers, retail, and accommodations. The area will prohibit new housing to ensure a continuation of hospital-supporting uses. The parcels along Loma Vista between Main Street and Mills Road are proposed to be “Commercial” (3stories and 45 feet). | 67.34% | The PC agreed with the GPAC recommendation for Areas 1 with a 7-0 vote.The PC agreed with the GPAC recommendation for Areas 2 and 3 with a 6-1 vote.The PC developed an alternate recommendation for Area 4. The recommendation is for Mixed Use 4 on the parcels on the North side of Telegraph immediately across the street from the Mall and the “large parcels” East of Palomares on the North side of Telegraph. *(Note that the Presentation will include a graphic of this area.) (7-0)* |
| High Level Direction – Pacific View Mall Area | The Pacific View Mall and the surrounding area should be redeveloped as a walkable, mixed-use area with a diversity of housing, retail, and offices and a requirement for onsite parks and plazas with the goal of making the area more vibrant and enjoyable for everyone. The allowable building heights will stay the same (6 stories and 75 feet). | 61.99% |
| 1. Loma Vista (north side) | Change to “Commercial” (3 stories) from Mixed Use 3 (3 stories) | 72.73%  |
| 2. Main Street | Change to Mixed Use 4 (4 stories) from Mixed Use 3 (3 stories) | 31.13% |
| 3. Pacific View Mall parcels | Change 2 parcels to Mixed Use 6 (6 stories) from Mixed Use 3 (3 stories) and Neighborhood Low | 30.41% |
| 4. Telegraph Corridor | Change to Mixed Use 4 (4 stories) from Mixed Use 3 (3 stories) and Commercial | 30.31% |
| ***Arundell & North Bank*** |
| High Level Direction | These areas are important for maintaining existing jobs and creating new jobs in Ventura for a strong economy. Most of the land uses will remain the same but 6 story building heights will be allowed. In most areas, new homes won’t be allowed because of the focus on job-related activities. Part of the area, including the large vacant land, is envisioned for office and research & development uses. | 46.50% | The PC agreed with the GPAC’s recommendation for Areas 1 and 2 and recommended that a Specific Plan be created for the McGrath property. The vote was 7-0. |
| 1. Retail Shopping Centers | Change to Commercial (3 stories) from Mixed Use 6 (6 stories) | 66.11% |
| 2. McGrath Property and Parcels to the East | Change to Office/R&D (6 stories) from Agriculture and General Industrial | 52.63% |
| ***Eastside*** |
| High Level Direction  | Ventura has several strip-commercial shopping centers located east of Kimball Road. The vision for these areas is neighborhood centers with a mix of retail/commercial uses and residential uses in 4-story buildings (reduced from 6 stories). This would encourage housing while also preserving vital retail and services for Eastside residents. | 68.1% | The PC agreed with the GPAC’s recommendation. The vote was 7-0. |
| 1. Shopping Centers | Change to Neighborhood Center (3 stories) from Mixed Use 6 (6 stories) | 75.74% |
| 2. Agricultural Parcel on SR-126/Wells | Change to Neighborhood Center (4 stories) from Mixed Use 3 (3 stories) | 60.07% |
| ***College*** |
| High Level Direction | The area just east and west of VCC on Telegraph, Day and Ashwood is envisioned as a “college district” with a diverse mix of land uses including retail, entertainment, and housing. Building heights will range from 3 to 5 stories, which is an increase for some portions of the area. | 36.9% | The PC agreed with the GPAC direction for Areas 1 and 4 with a 7-0 vote. The PC agreed with the GPAC direction for Area 2 with a 5-2 vote.The PC did not agree with the GPAC recommendation for Area 3. The PC recommended that this area be changed to Mixed Use 4. The vote was 5-2. |
| 1. Victoria Plaza Shopping Center | Change to Neighborhood Center (4 stories) from Mixed Use 6 (6 stories) | 75.5% |
| 2. Single Family Parcels on Telegraph and Day | Change to 3-story Multifamily from Neighborhood Low | 59.74% |
| 3. Area West of VCC | Change to Mixed Use 5 (5 stories) from Mixed Use 3 (3 stories) | 35.74% |
| 4. Parcels on South Side of Telegraph | Change to Mixed Use 3 (3 stories) from 3 Story Multifamily and Neighborhood Low | 49.01% |
| ***Victoria*** |
| High Level Direction | The Victoria corridor will continue as a mixed-use area with a diversity of office, multi-family housing, and regional retail uses. Most of the area will keep its current land uses but the area south and east of the County Government Center will now allow mixed-use and multi-family housing with heights between 4 and 6 stories (which is consistent with the heights in the rest of the area). | 52.09% | The PC agreed with the GPAC’s recommendations for all areas in Victoria. The votes were as follows:* Area 1: 7-0
* Area 2: 5-2
* Area 3: 6-1
* Area 4; 7-0
* Area 5: 7-0
 |
| 1. Parcels East of Government Center | Change to Mixed Use 4 (4 stories) from Commercial | 44.59% |
| 2. Parcels South of Government Center | Change to 4 Story Multifamily from Neighborhood Low | 36.60% |
| 3. Parcels at Corner of Victoria and Telephone | Change to Mixed Use 6 (6 stories) from Office/R&D (6 stories) | 59.21% |
| 4. Moon Drive Overlay Area | Change to Mixed Use 3 (3 stories) from Mixed Use 6 (6 stories | 82.08% |
| 5. Gateway Shopping Center | Change to Neighborhood Center (4 stories) from Commercial | 62.42% |
| ***Pierpont*** |
| High Level Direction | The Pierpont area will maintain its current vision of a beachfront community with supporting residential, tourist-oriented retail, and commercial uses. | 84.12% | The PC agreed with the GPAC recommendation for this area with a 7-0 vote.The PC also recommended that a Specific Plan be developed for this area. |
| 1. Marina Village Shopping Center | Change to Neighborhood Center (4 stories) from Mixed Use 3 (3 stories) | 34.41% |
| ***Johnson*** |
| High Level Direction | The Johnson Area will keep evolving as a district with a diverse mix of industrial, retail, service-commercial, and residential uses. The vision includes allowing a mix of land uses on part of Johnson Drive (4stories tall), creating a mixed use "transit village" just south of the East Ventura Metrolink Station (5 stories tall), and preserving the eclectic mix of employment uses along Sherwin Avenue, Beane Road, and Crescent Street. Overall, the residential development capacity in the area will increase while also preserving employment uses. | 49.18% | The PC agreed with the GPAC direction for Areas 1 and 3 with a 7-0 vote.The PC provided a new recommendation for Area 2. The recommendation is that the parcel on the East side of the area be changed to Light Industrial/Flex 3-story and the parcel on the West side of Area 2 be changed to Mixed Use 3. The PC also recommended that the Commercial and General Industrial Parcels on the north side of the Metrolink station be changed to Mixed Use 3.The vote for the changes to Area 2 and the additional parcels north of the Metrolink station was 7-0. *(Note that the Presentation will include a graphic of this area.)* |
| 1. Johnson Drive | Change to Mixed Use 4 (4 stories) from Commercial | 66.23% |
| 2. General Industrial parcels South of the Metrolink Station | Change to Mixed Use 4 (4 stories) from General Industrial | 43.89% |
| 3. Commercial parcels East of 101 | Change to Mixed Use 3 (3 stories) from Commercial | 45.00% |