

2009
VENTURA VISION

CITY OF SAN BUENAVENTURA, CALIFORNIA

PREPARED BY THE UNIVERSITY OF NOTRE DAME SCHOOL OF ARCHITECTURE GRADUATE URBAN DESIGN STUDIO



2009 VENTURA VISION

17 DECEMBER 2009

prepared for

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INTRODUCTION

PROJECT OVERVIEW

*Ventura Highway, in the sunshine
Where the days are longer
The nights are stronger than moonshine!
You're gonna go, I know.
--America*

Ventura Vision is the product of work commissioned by the City of San Buenaventura in the fall of 2009 and executed between September and early December of 2009 as an academic exercise by graduate architecture and urban design students from the University of Notre Dame. Our first design investigations in conversation with Ventura residents and public officials took place during a six-day on-site September 2009 public design workshop, also known as a charrette [See Appendix II]. *Ventura Vision* represents work undertaken subsequent to that charrette and proposes images of and guidelines for both present and long-term development in Ventura's historic center and along its waterfront. *Ventura Vision* is offered as a supplement to and in support of the City of San Buenaventura *Downtown Specific Plan* of March 2007. The Notre Dame School of Architecture's guiding ideal is a built environment that is convenient, durable, and beautiful. We contend that by being convenient, durable, and beautiful, the built environment also necessarily will be both culturally and environmentally sustainable. We have endeavored throughout to be faithful to the objectives outlined in the *Downtown Specific Plan*. In the few instances where we propose that Ventura supplement or depart from the *Plan*, we do so guided by our belief in the congruence of our guiding ideals and the intentions present in the *Plan*.

Ventura is a city blessed with a great locale, an enviable climate, and a strong sense of itself as a place. For most of its history, Ventura has grown as a model of good, mixed-use, walkable, and sustainable human settlement. Nevertheless, Ventura has not been immune from the social, cultural, and economic pressures which since 1945 have caused much of the United States to compromise and even degrade its natural and agricultural landscape with auto-centric sprawl development. As a consequence, Ventura's historic center has suffered. The *Downtown Specific Plan* has been adopted in an effort to heal and revive Ventura's historic center.

It is not the least of Ventura's current blessings that city officials have recently recognized the merits of and been proactive in promoting and pursuing traditional walkable mixed-use urbanism, including the adoption of plans and form-based codes that make the revival and extension of traditional urbanism in Ventura possible. *Ventura Vision* represents the efforts of the Notre Dame Graduate Urban Design Studio to work within the constraints of (and also to test) Ventura's form-based code, to "flesh out" some of the intentions of the *Downtown Specific Plan*, and to suggest several proposals for realizing those intentions. In what follows, we describe:

- what we think is good about Ventura;
- the challenges facing Ventura as the city seeks to realize the objectives of the *Downtown Specific Plan*, and some of the barriers -- literal and metaphorical -- that need to be overcome to realize those objectives;
- the basic premises that have informed our proposals in *Ventura Vision*;
- our several specific infrastructure/urban/architectural design proposals offered in support of the ambitions of the *Downtown Specific Plan*; and
- a few thoughts about what we think may be required to implement the proposals of *Ventura Vision*.



THE GOODS OF VENTURA

Arguably, the best and most lovable thing about Ventura as a place is the character of Ventura itself. Major features of the unique character of Ventura -- also good things in and of themselves -- include:

- Ventura's spectacular natural setting adjacent to ocean, beach, estuary, river, foothills, and mountains, on a coastal agricultural plain, in the context of a temperate and enviable Mediterranean climate;
- the recreational amenities and opportunities that follow from and are afforded by Ventura's felicitous natural setting, including -- on our site -- the beach, the pier, the promenade, Surfers Point, and Seaside Wilderness Park;
- the economic opportunities and spiritual amenities likewise following from and afforded by Ventura's natural setting;
- the presence of a reasonable and legible civic infrastructure of streets, blocks, public spaces, and dignified civic buildings in Ventura's historic center, including San Buenaventura Mission, City Hall, Main Street, Mission Park, and Plaza Park;
- Ventura's general proximity to a productive agricultural landscape and the beachside presence of the Ventura County Fairgrounds on our site;
- Ventura's enthusiasm and support for the fine arts; and
- a pro-active city government committed to making Ventura a more walkable, mixed-use, and beautiful built environment.

CHALLENGES FACING VENTURA

A series of city-sponsored public workshops conducted in Ventura over several years identified the following eight issues of primary importance to the revitalization of Ventura's historic center:

- 1) Reconnecting Downtown to the Beach
- 2) Managing Parking Supply and Demand

- 3) Improving Public Transit
- 4) Preserving and Enhancing Ventura's Historic Character
- 5) Establishing New Form-Based Development Standards
- 6) Promoting Additional Housing Development in the Historic Center
- 7) Improving Existing Infrastructure and Creating New Infrastructure to Meet Development Requirements
- 8) Preserving and Linking to Adjacent Natural Areas and Features

These eight issues have been addressed in part by specific guideline proposals in the *Downtown Specific Plan*. In turn, all of these objectives have informed our own work. In particular, we have taken the form-based development standards already adopted by Ventura as a happy constraint that we are testing and within which we work. We have taken the rest of the objectives -- to a greater or lesser extent -- as urban and architectural design challenges that we have attempted to address in the schematic proposals put forth in *Ventura Vision*. Details of our proposals are discussed and illustrated in the documentation that follows.

To the aforementioned challenges facing Ventura, we would add the following, of which we presume Ventura residents and public officials are already aware:

- 9) financial pressures on Ventura resulting from State of California taxing and regulatory practices combined with a relatively flat rate of commercial and middle-class residential growth; and
- 10) a lack of housing diversity and opportunity, as evidenced by the fact that many people who work in Ventura cannot afford to live in Ventura.

Of these latter two concerns, we can say only that they appear related to economic and financial concerns in turn related to the economy and culture of California and the nation as a whole. To the extent that all of these problems are inter-related, considered as a whole, and subject to amelioration, we believe they can be at least partially ameliorated by traditional mixed-use neighborhood development of the sort we propose.

PREMISES OF VENTURA VISION

Ventura Vision proposes traditional architecture and urbanism as the best way for Ventura to think primarily about reviving its historic center, but also about how Ventura might grow in a way that both preserves Ventura's historic identity and character and extends them in a sustainable, consistent, and beautiful manner. Because we show specific design proposals that may be controversial by the standards of both contemporary environmental criteria and popular fashion, it is important to summarize the premises with which we have been operating in arriving at our proposed interventions. The foremost of these premises is that every human settlement -- in better or worse ways -- is simultaneously an *environmental order*, an *economic order*, a *moral order*, and a *physical/formal order*. These four orders constantly act upon each other in reciprocal ways. Beyond this fundamental assumption, we operate with other basic premises about nature, human nature, and human culture, as well as certain design principles that follow from these premises.

The following eight propositions about nature, human nature, and cities have informed the proposals of *Ventura Vision*:

- 1) *Nature*: Nature is good and real and exists independently of human beings.
- 2) *Human Nature*: Human beings are part of nature, and we ourselves have a nature that at least in part is itself part of nature.
- 3) *Making*: It is part of our human nature to make physical culture by transforming found nature into cultural artifacts.
- 4) *Social Animals*: Human beings are by nature social animals. Human cultures are best understood as historical forms of shared human aspirations for and understandings of the best kind of human life.
- 5) *Cities and Agriculture*: With this understanding of nature, human nature, and culture, we contend that cities, buildings, and the cultivated landscape are best understood as the physical and spatial forms of human culture. We therefore understand city-making, architecture, and agriculture on the one hand as cultural interventions in nature, but on the other hand also in some sense natural. In this sense, it is natural for human animals to make human habitat.

- 6) *Cities Are Natural*: Cities are properly understood as cooperative human artifacts made over time. However, because it is possible for human beings to despoil the natural environment in ways that ultimately harm human beings (whether in the present or in future generations), it is a minimal moral imperative that human interventions in nature not spoil those features of the natural environment necessary to sustain human flourishing itself. Development that meets the needs of human beings in the present without compromising the ability of future generations to meet their own needs is sustainable development, and is one mark of human stewardship of nature rightly understood.
- 7) *Why Cities*: The primary purpose of a good city is to promote the well-being of its human inhabitants over the course of their entire lives. This purpose is necessarily linked not only to environmental sustainability, but also to cultural sustainability accomplished both by remembrance of the city's past inhabitants and responsibility for its future inhabitants.
- 8) *Common Good*: Urban design is design of a shared public realm. This implies that a common good exists and is a proper objective of urban designers.

The following proposition is informed by our understanding of Ventura as an environmental order:

- 9) *The Virtues of Density*: Though it may seem counterintuitive, there is a correlation between the human population density of traditional urbanism, its walkability¹ and mix of uses, and their mutual sustainability. Sustainability is about accommodating more -- rather than less -- residential, commercial, and institutional density within the constraints of a site, because organizing denser mixed-use development around beautiful public streets and squares supports walking, public transit, and local retail activity. In so doing, it both minimizes carbon footprint and helps create community identity. Conversely, less dense development also means less ability to support local retail, less ability to support frequent and convenient public transit, more growth elsewhere as low density sprawl, more investment in public infrastructure, and most ironically, an increase in traffic congestion and its adverse environmental impact.





The following four propositions are informed by our understanding of Ventura as an economic order:

- 10) *Population Growth*: The historic center of Ventura may need to grow in population in order both to increase its present levels of economic and cultural activities and to be more environmentally sustainable. Specifically, Ventura needs to house a higher percentage of its current working population and to make itself more accessible by public transportation. Insufficient public transportation combined with the inability to house more of its workforce undermines Ventura's sustainability by requiring much or all of its workforce to drive. We are in no position to make any other prescriptions for growth, nor is it ours to determine the time frame for any such growth. But we do note a) that Ventura has always grown, and b) that since 1950, it has grown primarily as sprawl. Although our specific proposals focus upon Ventura's historic center, the pattern of mixed-use walkable neighborhoods that we advocate as the best model for future growth is meant to suggest how Ventura might accommodate an increased population in a sustainable way.
- 11) *Entrepreneurs*: Sustained and sustainable economic health requires entrepreneurial activity, especially in small businesses, micro-industries, construction, farming and food production, and a local culture of banking and finance. In the case of Ventura, tourism also suggests itself as an entrepreneurial opportunity. Ventura needs to attract entrepreneurs and to provide incentives for them to live and work in Ventura.
- 12) *Sustainable Shopping*: Sustainable long-term retail in Ventura can only be based upon a hierarchy of a) jobs, that create a need for b) residences, that create a need for c) retail.
- 13) *Withdrawing from Big Boxes*: We recommend not the banishment of national retail stores, but rather -- at least for the time being, so long as they are economically viable -- their location within a walkable mixed-use neighborhood structure of streets and blocks. Although big box stores provide short-term convenience, when built as a component of sprawl development they are ultimately bad for both local and regional economies and are environmentally unfriendly as well.

The following two propositions are informed by our understanding of Ventura as a moral order:

- 14) *Neighborhood Housing*: Ventura should have a sufficient variety of affordable housing types located throughout not only its historic center, but in its outlying walkable mixed-use neighborhoods as well, to house not only artists, but everyone who works in Ventura. These should include not only single-family houses, row-houses, cottages, and bungalows, but also multi-family housing and small apartment units. There should be a variety of private and public financing mechanisms to make such development possible.
- 15) *Schools*: A sustainable community must provide for the education of its children, and must not penalize families with children. Whether public, private, charter, or religious, schools should be integrated into walkable neighborhoods.

Finally, we make three points about the formal order of buildings and cities that relate to their character, their lovability, and (hence) their sustainability:

- 16) *"Nature" in the City*: Dense traditional neighborhoods can be satisfactorily "green" by the presence of nature preserves, parks, squares, boulevards, and tree-lined streets within them.
- 17) *Durable Construction*: A limited palette of low-embodied-energy and (preferably) locally produced building materials -- e.g., integral masonry bearing walls (in Ventura, reinforced for seismic considerations), heavy timber structural roof and floor frames, fire-proof tile or slate pitched roofs -- will result in an environment of durable buildings that will last for hundreds of years, and is an essential component of a sustainable human settlement.
- 18) *Foreground Buildings and Background Buildings*: The buildings of a beautiful city, in addition to being durable, are well-proportioned and possess a harmonious relationship between their parts, the whole of the building, and the whole of the city. Civic, religious, and educational foreground buildings may be singular, and should be more prominent than private buildings with respect to their location on important sites, their aesthetic embellishment, and their scale. Private background buildings, such as single-family houses, housing, mixed-use buildings, and lofts, should be more typical in their form and modest in their ornamentation. A limited and common material and color palette for well-designed background buildings would de-emphasize the singularity of each, but would have a powerful cumulative effect in strengthening Ventura's already strong sense of identity and place.

DESIGNING VENTURA

The *Downtown Specific Plan* identifies four “catalytic projects” -- a Multi-Modal Transportation Center, a Cultural Arts Cluster, Beach Connections, and a California Street Off-Ramp Relocation; and four “focus areas” -- the Urban Core, Neighborhood Centers, the Triangle Site, and the Beach Front Promenade. In greater or lesser detail, we have endeavored to address all of these projects and areas, and have made additional proposals of our own.

Our reference at the outset to America’s “Ventura Highway” is a double entendre, and its lyrics bespeak (we suspect unintentionally) an irony of Ventura’s current condition. The song evokes the palpable and undeniable romance of both the journey to and the magic of Ventura, and yet the reality is that the highway that takes one *to* Ventura ultimately reveals itself as a deep wound *in* Ventura.

The historic center of Ventura is situated in a north-to-south half-mile wide coastal plain between foothills and ocean, at the westernmost edge before that plain opens out further to the north, south, and east. For what seem to be obvious reasons, when US Highway 101 -- which passes through Ventura from Los Angeles to the southeast to Santa Barbara to the northwest -- was enlarged to freeway status in the early 1960s, it was located of necessity in that narrow passageway, and connected to northbound State Route 33 on the western edge of Ventura, also built as a freeway paralleling the Ventura River north to the community of Ojai. This freeway-interchange complex and the Union Pacific Railroad tracks², which from the late 19th century have run through Ventura across the same narrow passageway and are more or less parallel to US-101 and Ventura’s ocean frontage, have together resulted in the physical separation of Ventura’s historic center from what is arguably its most valuable asset -- its recreational waterfront. Reconnecting the historic center to the beach has thus been our first priority, and to do that, Ventura Highway “has gotta go, we know”-- at least in part.

Therefore, our efforts have focused first upon a proposed sequence of infrastructure interventions, which, on the one hand, are independent of at least some of our other proposed urban design and architectural interventions, but on the other hand, make all of these proposed interventions more coherent. What follows is a brief description of our infrastructural, urban design, and architectural proposals:

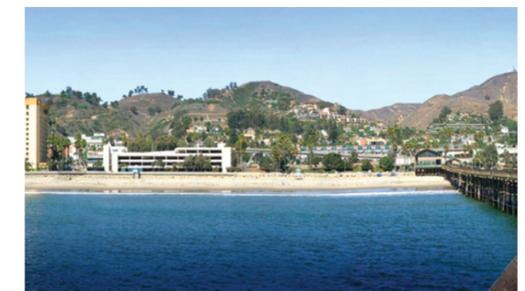
Reconnecting Ventura’s Historic Center to the Beach: The following proposed infrastructure improvements are necessarily sequential and must be executed in the following order, indicated in bold-face type:

1) **Demolition of the US-101 / SR-33 Freeway Interchange:** This proposal entails several moves and has several consequences:

- demolition of the existing interchange;
- the transformation of SR-33 from a freeway to an urban parkway (northwest of the historic center) and boulevard (at the west edge of the historic center);
- making an at-grade roundabout at the intersection of SR-33 and Main Street that connects SR-33 a) to northbound US-101 via existing on-ramp and off-ramp interchanges accessed from westbound Main Street, b) to the historic center via eastbound Main Street, and c) to southbound US-101 via a new SR-33 boulevard with on-ramp and off-ramp connections at its intersection with (elevated) US-101;
- creating new real estate north of US-101 on land now occupied by the freeway interchange, which can be incorporated back into the street and block network of Ventura’s historic center; and
- clearing land south of US-101 currently occupied by the freeway interchange, some of which is proposed for incorporation into an expanded Seaside Wilderness Park, and some of which is proposed for occupation by relocated Union Pacific Railroad tracks.

2) **Relocation of the Union Pacific Railroad Tracks:** The existing location of the Union Pacific Railroad tracks, in conjunction with US-101, currently constitutes an impossible barrier separating Ventura’s historic center from its public beachfront. We propose to demolish this barrier by relocating the train tracks, capping US-101, and connecting the existing street grid across the cap to the waterfront.³ This will also create a stretch of developable real estate between US-101 to the north and Harbor Boulevard to the south from Garden Street on the west to California Street on the east. Our proposal entails:

- relocating the existing tracks that currently run parallel to the beach from the Ventura River to Chestnut Street south of US-101 to the north of US-101 between the freeway and Thompson Boulevard (through the Triangle Site) by...





- running the tracks under US-101 between Olive Street and Garden Street to the west and reconnecting to the existing railroad right-of-way at Ash Street to the east.

This will entail some grade changes to get the tracks from their existing location and elevation west of Olive Street to their existing location and elevation just west of Sanjon Road. This relocation (at 1.5% maximum rise over 3200 linear feet; see section drawings on pp. 32-33), while significant, appears to be physically possible within established railroad industry conventions for both track percentage of grade⁴ and the overhead clearance requirements necessary for the train tracks to run north of and parallel to US-101 underneath our proposed freeway cap.

3) Capping US-101 and Reconnecting Ventura's Historic Center to the Waterfront: Once SR-33 and its connections have been reconstructed, and once the railroad tracks have been relocated to the north of US-101, it will be possible to build a cap across US-101 and to connect across it at California Street, Chestnut Street, and Fir Street (while also retaining the existing Figueroa Street connection underneath US-101). Capping US-101 will also entail removing the Chestnut Street southbound on-ramp, the Union Pacific Railroad trestle, and the Ash Street pedestrian bridge. There will be freeway on-ramps and off-ramps west of California Street and east of Ash Street, and a new boulevard/mall on the cap defined and fronted by buildings on newly-created real estate on the boulevard's north and south sides. Further information about these proposed buildings follows.

Additional Infrastructure Interventions: The following proposed interventions may be pursued subsequent to or independently of the infrastructure improvements proposed above:

- **Extend Beachfront Amenities:** We propose extending walking and bicycle paths east from the pier and providing continuous beachside perpendicular parking, intermittent beachfront lifeguard stands, and concession and bathroom pavilions all the way to San Buenaventura Beach State Park. We also propose extending the existing promenade west from the pier past Surfers Point to Seaside Wilderness Park, and then north parallel to the Ventura River from Seaside Wilderness Park to Main Street.
- **Light Rail in the Freeway Median:** Our final proposed major infrastructural intervention calls for a light rail transportation system running down the median of US-101, connecting Ventura west to Goleta and east to Thousand Oaks, as

well as north on SR-126 to Santa Paula (and perhaps to points beyond), with a stop at the multi-modal transportation center proposed for the southwest corner of Thompson Boulevard and California Street. Further information on the proposed transportation center follows.

Urban Design and Architectural Interventions: Our primary urban design and architectural proposals occur in seven different areas of the historic center. The first two major interventions depend absolutely upon the first three major infrastructure interventions proposed above:

- **US-101 Cap Development:** There are two major developments proposed to be built on real estate created by the proposed US-101 Cap:
 - a multi-modal transportation center -- including rail, light rail, and bus connections -- at the southwest corner of California Street and Thompson Boulevard, just north of US-101; and
 - a three-block-long boulevard/mall on the US-101 Cap from California Street on the west to Ash Street on the east, defined spatially by new mixed-use buildings to the north and south of US-101 below.
- **Harbor Boulevard Development:** This represents an opportunity here identified but not developed in detail -- the creation of developable land on the north side of Harbor Boulevard from Garden Street to the west to California Street to the east, occasioned by the proposed relocation of the Union Pacific Railroad tracks.

The next three major interventions depend partially upon completion of our proposed major infrastructure interventions:

- **Edgewater Development:** This is a proposal for construction of a mixed-use retail/hotel/residential development on the beachfront on Harbor Boulevard between California Street and Fir Street.
- **Downtown West Development:** There are two different locales for these proposals:
 - mixed-use real estate development on the new streets and blocks created by the demolition of the SR-33 interchanges; and
 - reconfiguration of the Vons Supermarket blocks as public market buildings able to accommodate large or small commercial enterprises.



- **Ventura County Fairgrounds and Seaside Wilderness Park:** This is a proposal to re-design the Ventura County Fairgrounds in a manner that will allow the fairgrounds both to accommodate the program of the annual two-week Ventura County Fair and to make the beachfront property accessible to the public on a year-round basis as a public park with various public pavillions and amenities. The essence of the design proposal is a reverse transect-gradation from a more urban landscape to the north and east to a more natural landscape to the south and west that also expands the boundaries of the existing Seaside Wilderness Park at the western edge of the Ventura city limits.

The final two major interventions are independent of our proposed major infrastructure interventions:

- **Downtown Infill:** This consists of a variety of infill proposals, some of which depend upon the infrastructure improvements recommended above, but many of which do not. All can be accommodated by Ventura’s new form-based code, and include:
 - background building infill projects on California Street from the waterfront to City Hall;
 - a re-design of Plaza Park and the buildings that front it to the east, north, and west, including connections to existing and proposed *paseos*; and
 - infill housing, mixed-use buildings, and parking garages on scattered infill sites throughout Downtown, including the relocation of the unofficial landmark Top Hat walk-up eatery stand to a mid-block courtyard site on Oak Street south of Main Street.
- **Triangle Neighborhood:** This consists of a proposal for development of the area between Ash Street on the west, Thompson Boulevard on the north, Sanjon Road on the east, and US-101 on the south, on a site divided into northern and southern sectors by the Union Pacific Railroad tracks. The north side of the site is zoned for T4.3, T4.4, and T5.1 development consistent with its immediate environs. The south side of the site -- the “Triangle Site” proper, on a bluff and with much more limited access -- is currently zoned T4.3, with a special provision for encouraging Commercial Tourist Oriented development. Because the southern half of the site possesses one of the city’s best unobstructed views

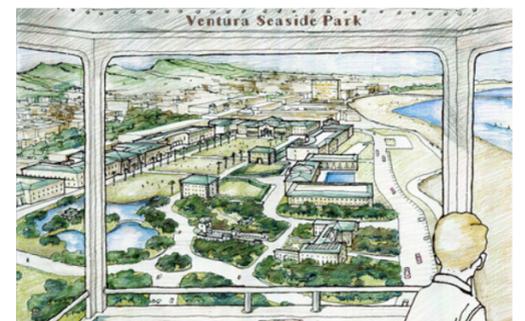
of both the Pacific Ocean and Ventura’s coastal agricultural plain, we propose the construction of durable multi-story loft buildings adaptable to various uses -- retail, time-share condos, artists’ studios, incubator businesses, hotels, apartments, offices -- over time. We also show a public park on the Triangle Site with a neighborhood recreational fieldhouse and tower.⁵

All of these proposals exemplify the basic principles of traditional architecture and urbanism we promote at the University of Notre Dame and have articulated at both the September charrette and in our working premises above, though each of our proposed interventions is of necessity specific in its design and details.

IMPLEMENTING VENTURA VISION

Ventura Vision proposes a variety of schematic design ideas intended to provide a vision for future growth in Ventura. Realistically, we recognize that our proposals are “big-picture” ideas requiring time and political will to implement. Nevertheless, all of our ideas are both practical and doable, and we urge the citizens and public officials of Ventura to insist upon future development that embodies the principles of good architecture and urbanism that we have attempted to articulate. In most communities, it would be necessary to change the existing zoning ordinance in order to allow mixed-use walkable development of the kind that the Notre Dame Urban Design Studio advocates. In Ventura -- happily -- a legal framework that allows such development is already largely in place. Form-based codes, however, while a necessary condition for good urbanism, are not a sufficient condition for good urbanism. Other conditions are also desirable and may be necessary, including the following:

- The presence of a community of skilled traditional designers and builders in Ventura. Some of these may already be present, and some may be attracted to Ventura by the opportunity that *Ventura Vision* represents. Also, a pattern book including plans and details of favored or required background building types may be initially helpful, if not necessary, to generating a local culture of durable traditional building;
- Promotion of mixed-use background building development on city-owned land by the City of San Buenaventura working with local contractors and providing partnership incentives for those who build durably, well, and small;





- Buy-in first from the major public and private institutional players in Ventura and subsequently from Union Pacific Railroad and state agencies such as the California Department of Transportation;
- Local banks and/or foundations that will invest in the buildings that fulfill the intentions of *Ventura Vision*; and finally,
- A local development community or patron that understands and promotes the intentions of *Ventura Vision*.



CONCLUSION

The City of San Buenaventura is a wonderful city at an important moment in its history, with worthy ideals and an abundance of natural and community assets which have been compromised by well-intended but shortsighted modernist planning policy in the past generation and which are still threatened by a sluggish economy and a default institutional complex that cumulatively promotes sprawl culture. We hope that the proposals and strategies of *Ventura Vision* will enable the residents and leaders of Ventura to maintain, extend, and recover -- *maintain and extend* by *recovering* -- the traditional qualities and character of Ventura that everyone who knows Ventura so rightly cherishes. We will be pleased if *Ventura Vision* contributes to this worthy end.

The Notre Dame Graduate Urban Design Studio

December 17, 2009

Endnotes

¹ Here we must emphasize that walkability means neither “no driving” nor “no cars;” rather, it simply means walkability.

² Our understanding is that the tracks were originally laid by the Southern Pacific Railroad Company, but since 1996 have been owned by the Union Pacific Railroad Company.

³ We note that the National Mall in Washington, DC, became possible only with the early 1900s relocation of an existing train depot and railroad tracks that cut across the center of the proposed Mall. While obviously differing in scope and scale, the civic reasons for our proposed relocation of the existing Union Pacific tracks in Ventura are similar.

⁴ See <http://www.trains.com/trn/default.aspx?c=a&cid=193> for percentage of grade information, and <https://www.dir.ca.gov/tide8/3737.html> for information about clearance requirements.

⁵ We think it would be especially fitting for Joe's Crab Shack restaurant to occupy the ground floor of one of the loft buildings on the bluff overlooking the ocean.

INTRODUCTION

ANALYSIS OF EXISTING CONDITIONS

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Intelligent thinking about density, population growth, sustainability, and neighborhood character are all related to principles of good urban design. These analysis drawings illustrate the principles of our design studio as they have been applied to existing conditions in Ventura. Graphic analyses enable us to identify areas of intervention, as well as the places where Ventura's urbanism already works well.



City boundary diagram



Downtown figure ground

SUMMARY

GOODS

THE NATURAL SETTING:

- Pacific Ocean, Ventura River estuary, rivers, mountains, Mediterranean climate
- Associated recreational and lifestyle amenities: beach, Ventura Pier, promenade, Surfers Point

THE CIVIC REALM:

- San Buenaventura Mission, City Hall, Main Street, Ventura County Fairgrounds



San Buenaventura Mission



The promenade



Ventura County Fairgrounds, looking northeast



Main St.

REGRETTABLES

CONSEQUENCES OF SPRAWL INFRASTRUCTURE:

- Separation of beachfront and historic center by US-101
- Scandalous misuse of land at SR-33/US-101 interchange

THE ABSENCE OF AND NEED FOR MORE WELL-DEFINED PUBLIC SPACE:

- Insufficient number of squares and plazas
- Insufficient spatial definition of streets
- Too many vacant lots

HOUSING AND TRANSPORTATION DEFICIENCIES:

- Need for more Downtown residents
- Need for additional and more-varied housing types
- Insufficient number of small, well-built dwelling units
- Limited transportation options
- Auto-oriented environment needs to be more pedestrian friendly
- Auto-oriented environment needs to be supplemented with better bus and rail service

NEED TO RECONNECT BOTH THE TRIANGLE SITE AND DOWNTOWN WEST BACK TO DOWNTOWN



US-101, Downtown



SR-33, Main St., and US-101



Triangle Site



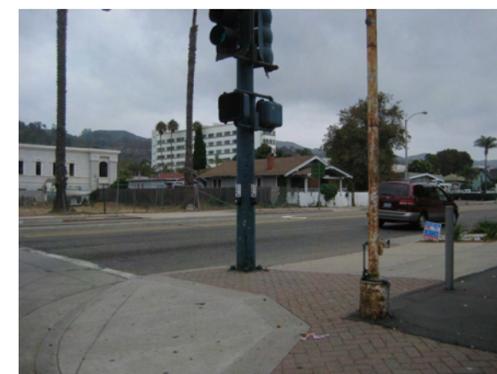
Vacant lot, Downtown



US-101, Downtown



SR-33 overpass at Main St.



Triangle Site, looking northeast



Vons Supermarket

NATURAL FEATURES

CITY PARKS



Mission Park east



Mission Park north



Plaza Park



Artistic Park by Main St.

MOUNTAINS AND WATER



Ventura River estuary



San Buenaventura State Beach Park



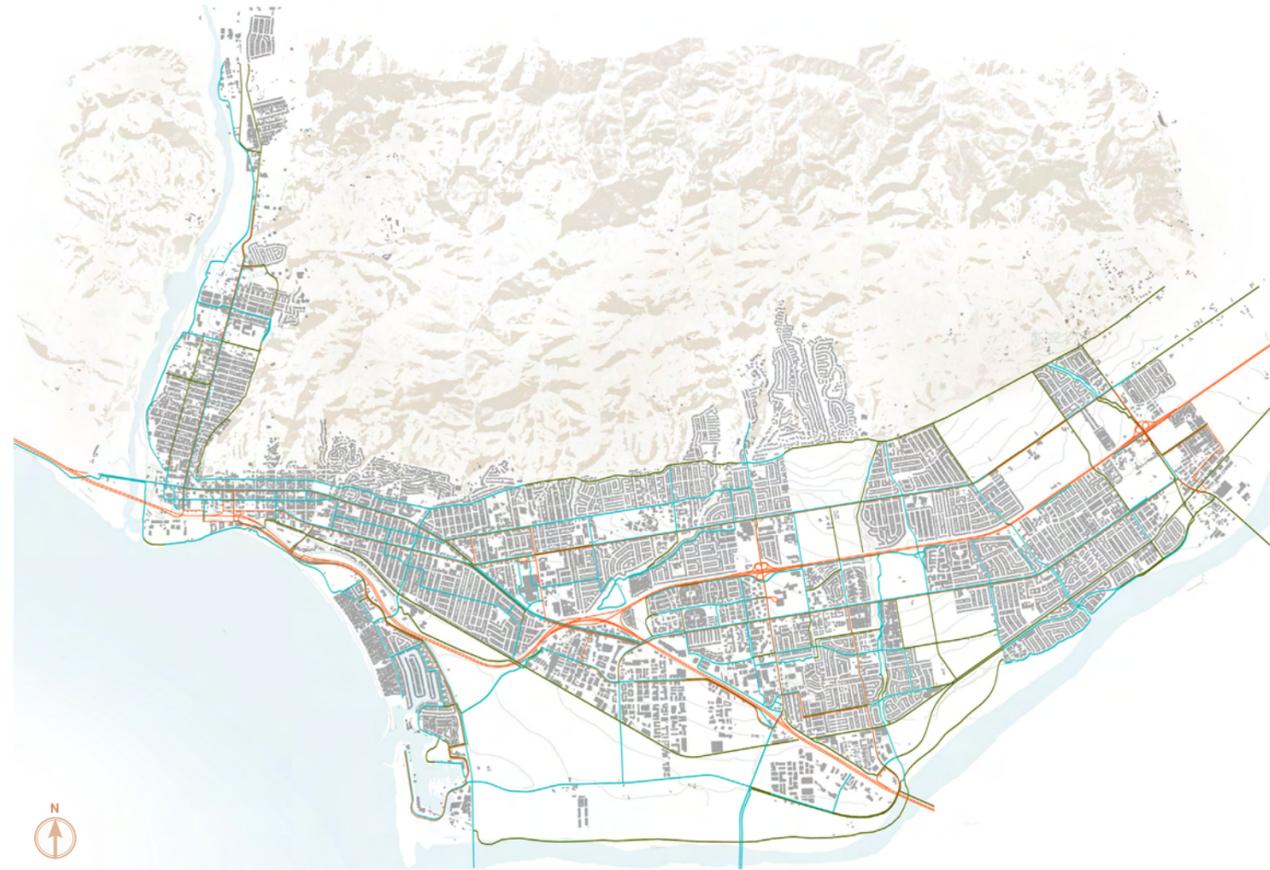
Ocean and mountains



Riding a wave at Surfers Point



TRANSPORTATION



Bus and bike routes through city ■ EXISTING BIKE ROUTE ■ PROPOSED BIKE ROUTE ■ BUS ROUTE



Highway and railroad routes through city ■ TRAIN ■ HIGHWAY ■ HIGHWAY EXIT



US-101, from California St. bridge



Existing Amtrak station

RAILROAD AT-GRADE CROSSINGS	
NUMBER OF AT-GRADE CROSSINGS	5
PATH AT SEASIDE WILDERNESS PARK	
GARDEN ST.	
FIGUEROA ST.	
CALIFORNIA ST.	
ASH ST.	



US-101 southbound

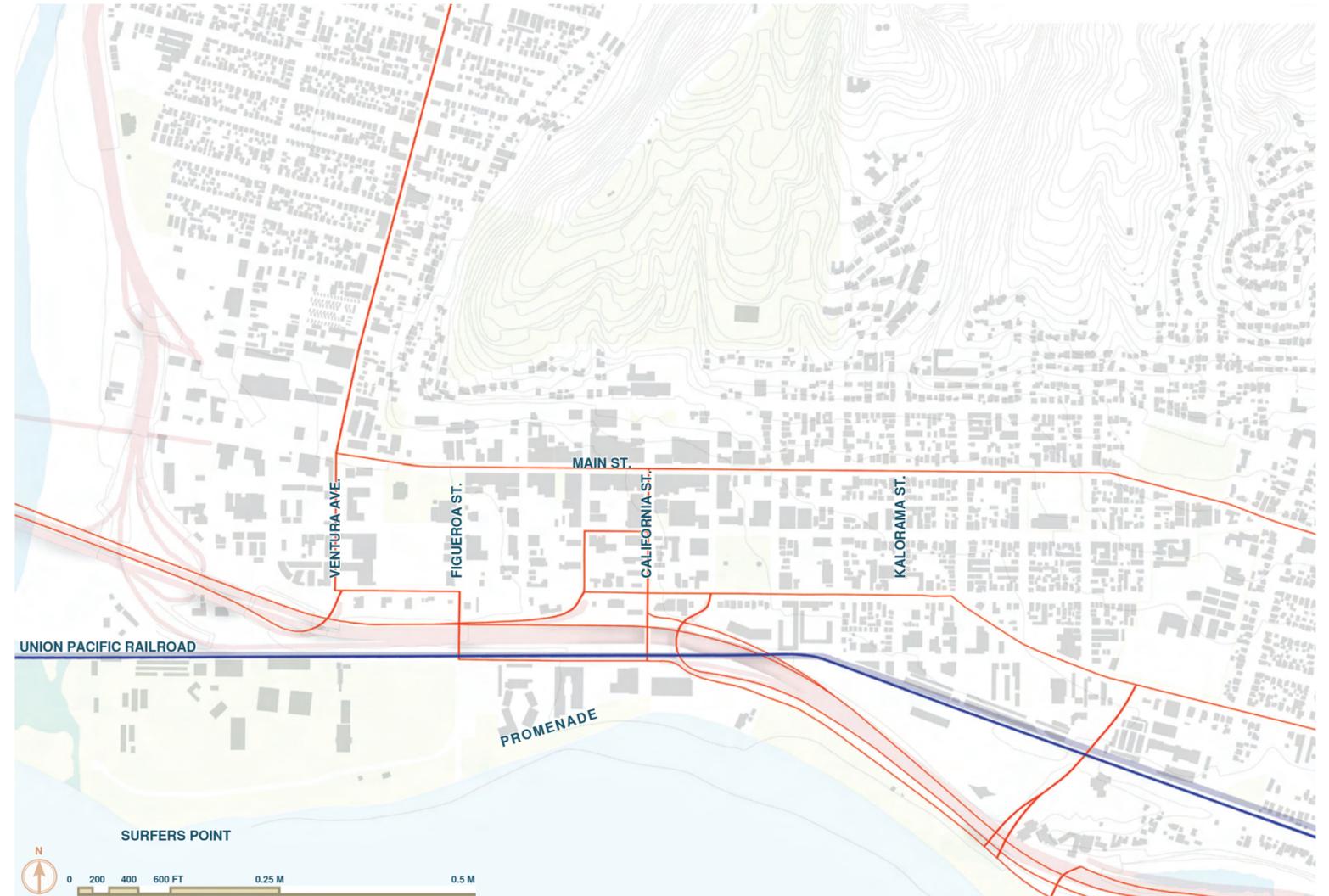
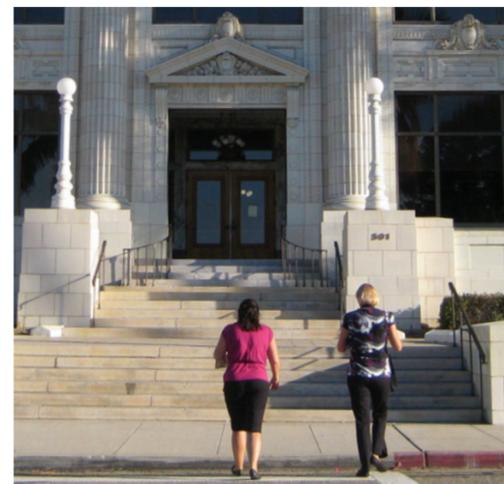


Highway and railroad routes through city

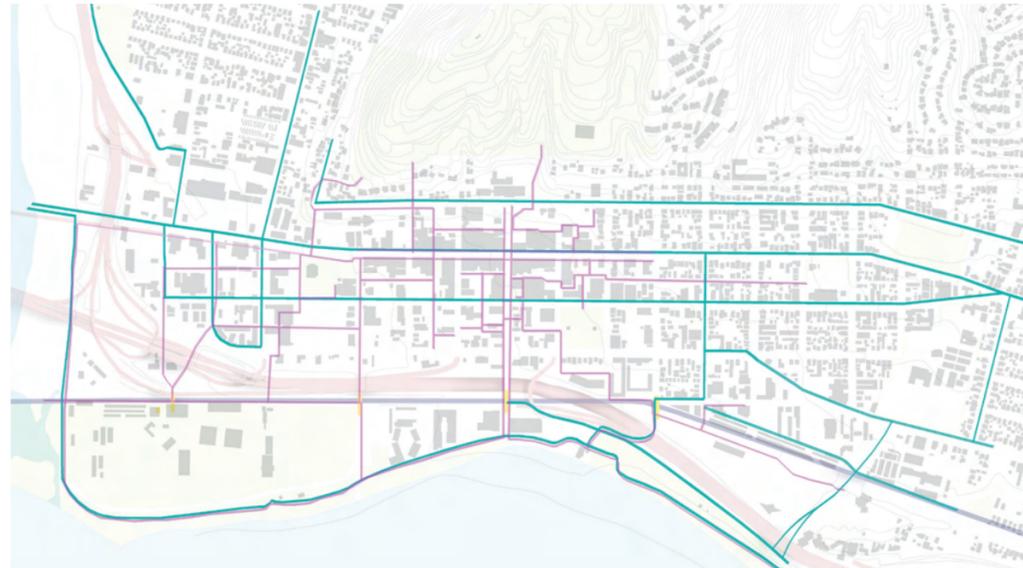
WALKABILITY



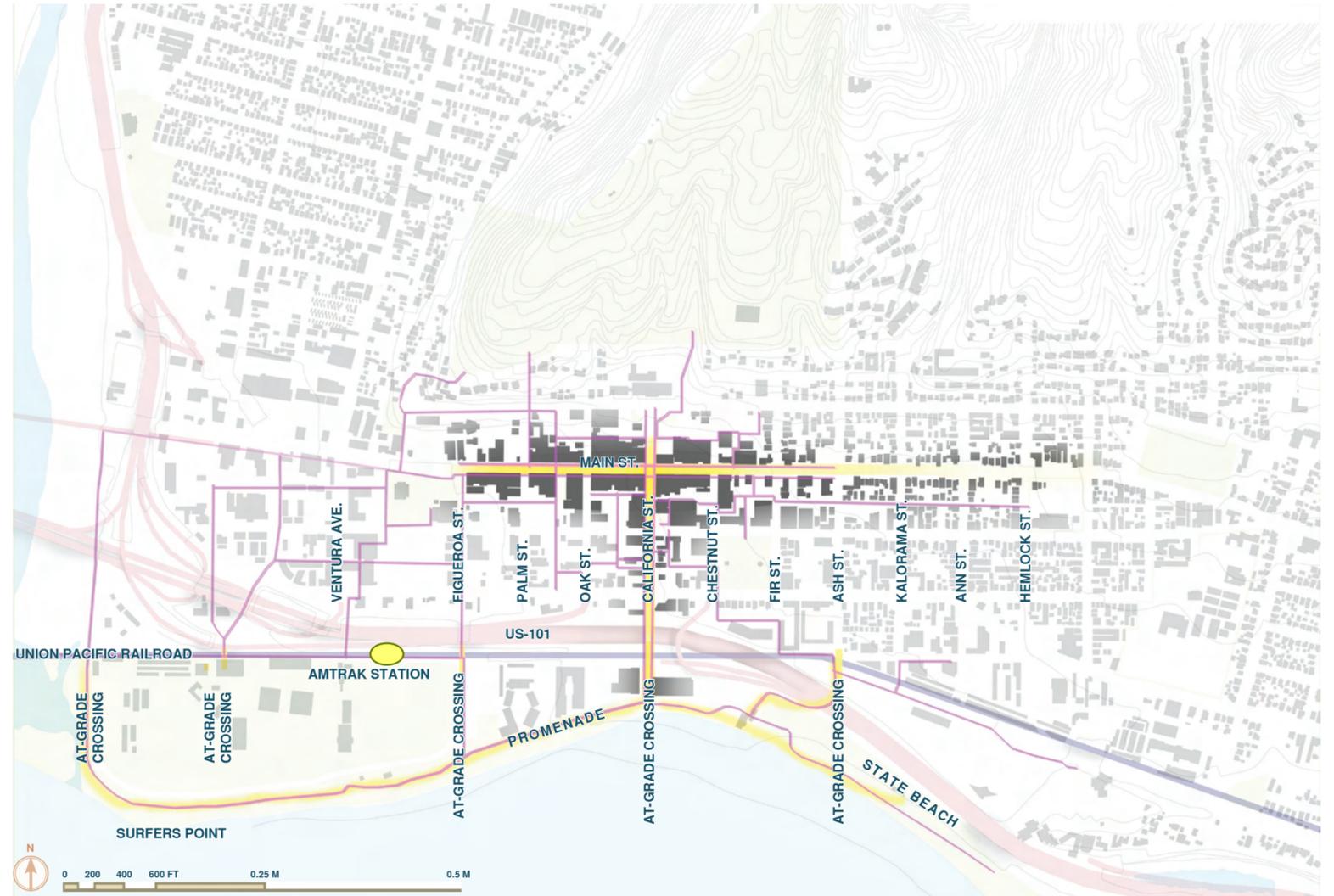
Downtown walkability (five-to-ten minute walk - 1/4 mile radius)



Downtown rail, bus, bike and pedestrian routes **ORANGE** BUS ROUTE **BLUE** RAILROAD

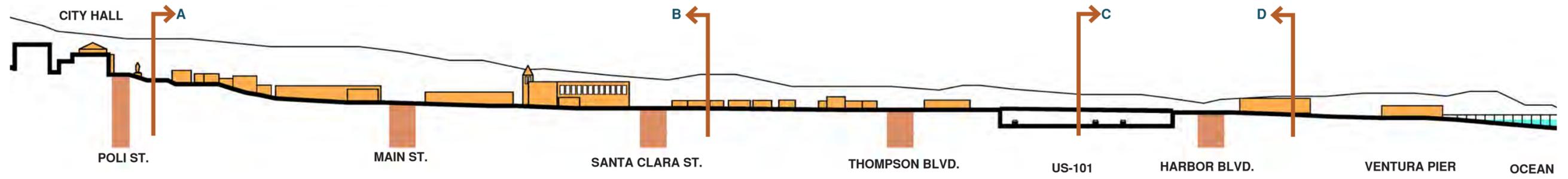


Downtown bike and pedestrian routes █ PEDESTRIAN ROUTE █ EXISTING BIKE ROUTE

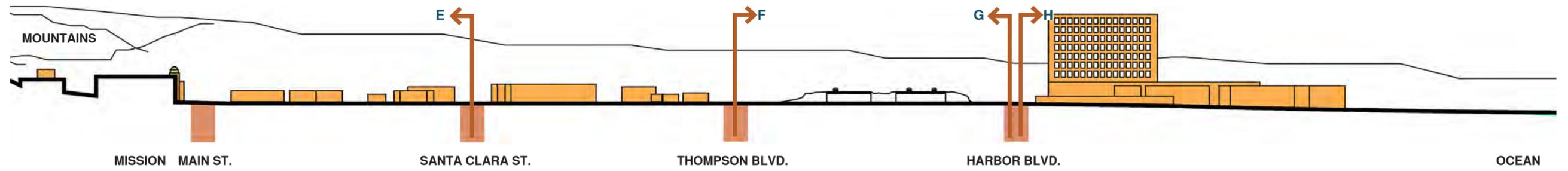


Primary pedestrian corridors █ PEDESTRIAN ROUTE █ PRIMARY PEDESTRIAN CORRIDOR

VIEW CORRIDORS



California St. section



Figueroa St. section

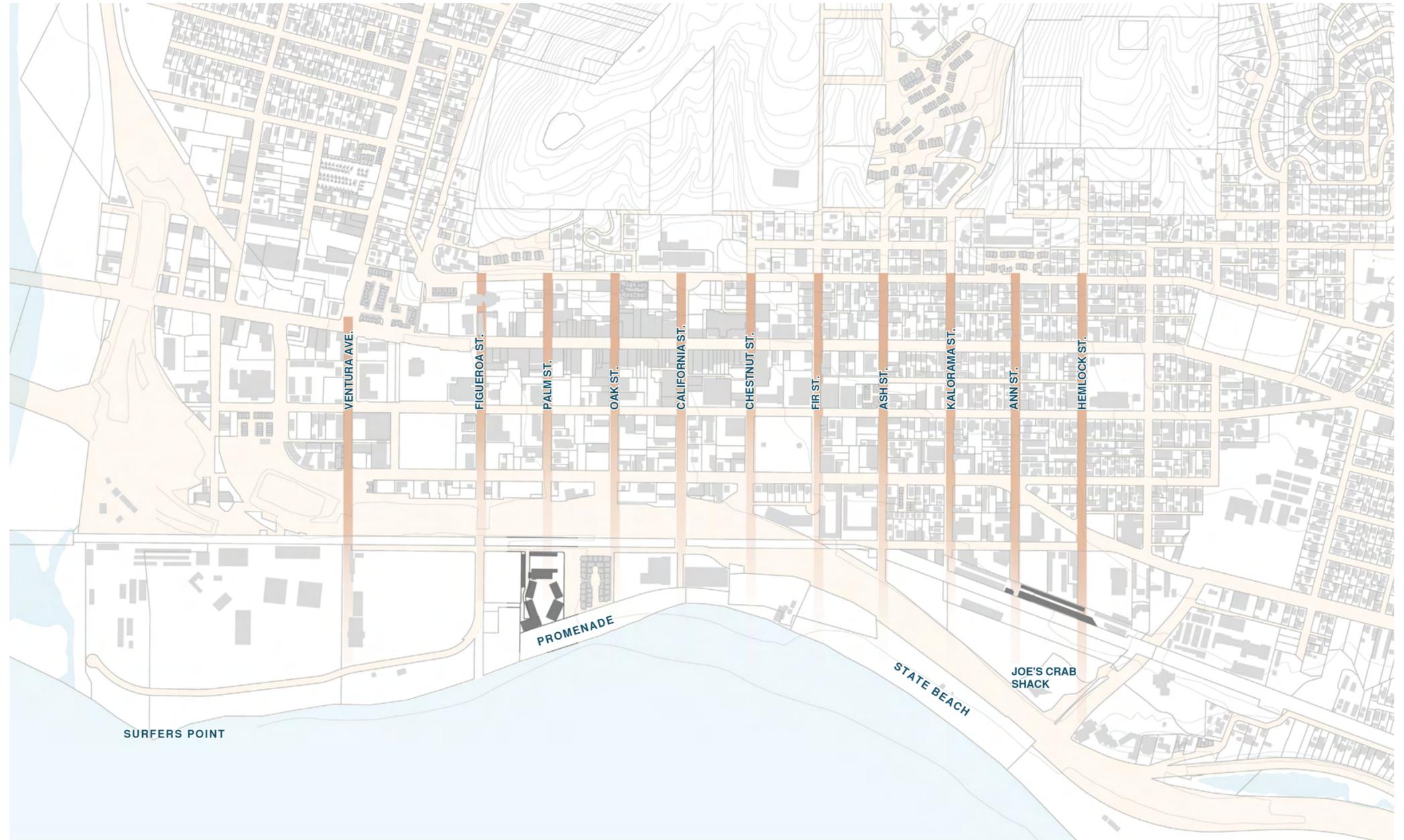




Ventura Pier from the promenade



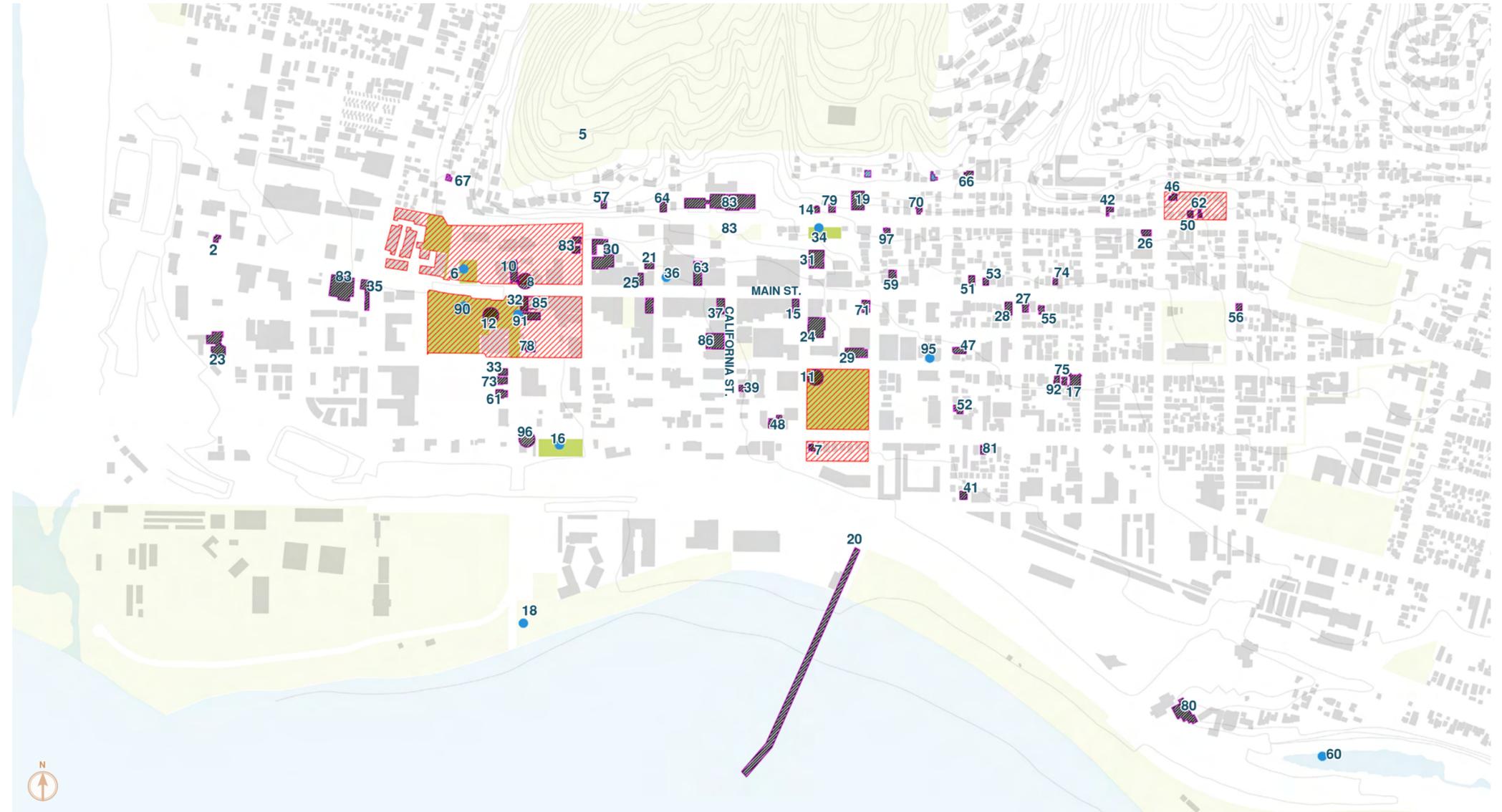
Pier entrance from Harbor Blvd.



— VIEW CORRIDORS ■ BUILDINGS ■ BUILDINGS BLOCKING VIEW CORRIDORS

HISTORIC RESOURCES

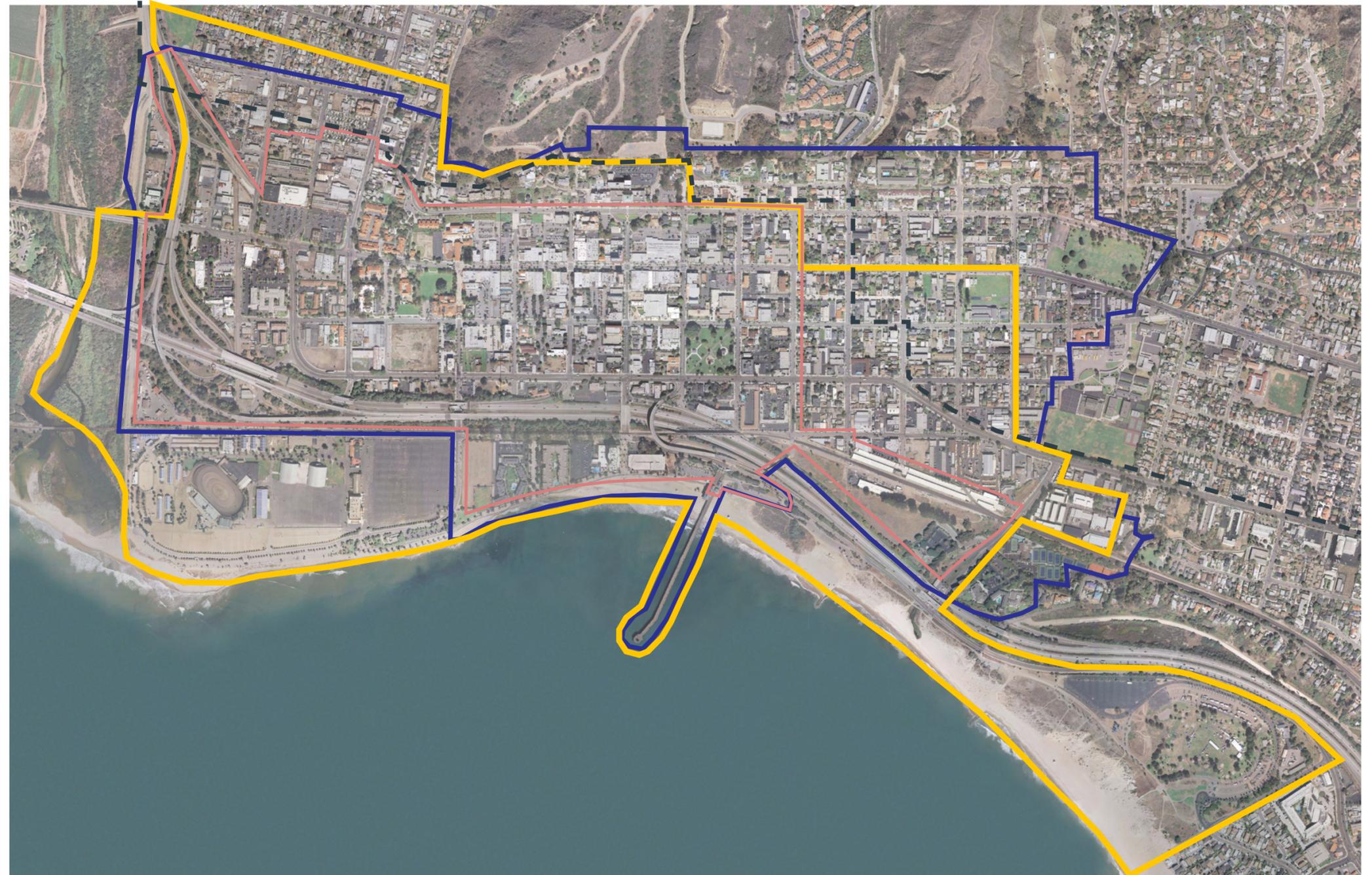
- 2 ORTEGA ADOBE
- 3 FATHER SERRA STATUE
- 4 COUNTY COURTHOUSE
- 5 GRANT PARK CROSS
- 6 MISSION PLAZA SITE
- 7 CONKLIN HOME
- 8 MISSION NORFOLK PINES
- 10 SAN BUENAVENTURA MISSION
- 11 PLAZA MORTON BAY FIG
- 12 MORTON BAY FIG
- 14 JUDGE EWING RESIDENCE
- 15 VENTURA GUARANTY BUILDING
- 16 SAN MIGUEL CHAPEL SITE
- 17 FIRST BAPTIST CHURCH
- 18 SHISHOLOP VILLAGE SITE
- 19 BARD HOSPITAL
- 20 VENTURA WHARF (PIER)
- 21 FRANZ HOME
- 22 MAGNOLIA TREE
- 23 HOBSON BROTHERS MEAT PACKING
- 24 VENTURA THEATRE
- 25 FIRST POST OFFICE BUILDING
- 26 HITCHING POST
- 27 APOSTOLIC CHURCH
- 28 SOUTHERN METHODIST
- 29 EPISCOPAL CHURCH
- 29 POST OFFICE MURALS
- 30 LIVERY THEATER/COUNTY GARAGE
- 31 PACKARD GARAGE
- 32 PEIRANO STORE/WILSON STUDIOS
- 33 PEIRANO RESIDENCE
- 34 THEODOSIA BURR SHEPHERD GARDENS
- 35 FERAUD GENERAL
- 35 MERCHANDISE STORE
- 36 FIRST NATIONAL BANK OF VENTURA
- 37 FIRST NATIONAL BANK
- 38 BANK OF ITALY
- 39 DR. C.F. MILLER RESIDENCE
- 40 EL NIDO HOTEL
- 41 ROBERT SUDDEN HOUSE
- 42 SHERIDAN HOUSE
- 43 CHAFFEY AND MCKEEBY STORE
- 45 RIGHETTI HOUSE
- 46 SHAW HOUSE
- 47 JACQUE ROOS HOUSE
- 48 DACY FAZIO HOUSE
- 50 BERT SHAW HOUSE
- 51 BLACKSTOCK HOUSE
- 52 SIFFORD HOUSE
- 53 NELLIE CLOVER HOUSE
- 55 CINNING HOUSE
- 56 GRANGER HOUSE
- 57 MORRISON HOUSE
- 59 DAVID S. BLACKBURN HOUSE
- 60 ALESSANDRO LAGOON
- 61 ELWELL HOUSE
- 62 SUYTER HOUSE
- 63 EL JARDIN PATIO
- 64 R.E. BRAKEY RESIDENCE
- 66 CHARLES CORCORAN HOUSE
- 67 CHARLES COOPER HOUSE
- 69 HARTMAN HOUSE
- 70 J.A. DAY HOUSE
- 71 VENTURA MUTUAL FIRE INS. CO.
- 73 MCCOSKEY LOVE HOUSE
- 74 KATE DUVAL HOUSE
- 75 J. HOOVER LOVE HOUSE
- 77 DR. C.L. BARD RESIDENCE
- 78 CARLO HAHN HOUSE
- 79 HAMMOND/REESE HOUSE
- 80 PIERPONT INN
- 81 A.D. BRIGGS RESIDENCE
- 83 ARCADE BUILDING
- 85 MISSION LAVANDERIA
- 86 ERLE STANLEY GARDNER OFFICE
- 89 NORTON RANCH HOUSE
- 90 JOHN C. FREMONT CAMP
- 91 CHINA ALLEY
- 92 LOUIS RUDOLPH HOUSE
- 95 MAYFAIR THEATRE SITE
- 96 COAST LOVE OAK TREE
- 97 92 NORTH FIR STREET



HISTORIC DISTRICT
 HISTORIC LANDMARKS
 HISTORIC PARKS & OPEN SPACE
 HISTORIC POINT OF INTEREST

- | | | | |
|---------------------------|---------------------------------|--------------------------------|-------------------------|
| 62 SUYTER HOUSE | 71 VENTURA MUTUAL FIRE INS. CO. | 80 PIERPONT INN | 91 CHINA ALLEY |
| 63 EL JARDIN PATIO | 73 MCCOSKEY LOVE HOUSE | 81 A.D. BRIGGS RESIDENCE | 92 LOUIS RUDOLPH HOUSE |
| 64 R.E. BRAKEY RESIDENCE | 74 KATE DUVAL HOUSE | 83 ARCADE BUILDING | 95 MAYFAIR THEATRE SITE |
| 66 CHARLES CORCORAN HOUSE | 75 J. HOOVER LOVE HOUSE | 85 MISSION LAVANDERIA | 96 COAST LOVE OAK TREE |
| 67 CHARLES COOPER HOUSE | 77 DR. C.L. BARD RESIDENCE | 86 ERLE STANLEY GARDNER OFFICE | 97 92 NORTH FIR STREET |
| 69 HARTMAN HOUSE | 78 CARLO HAHN HOUSE | 89 NORTON RANCH HOUSE | |
| 70 J.A. DAY HOUSE | 79 HAMMOND/REESE HOUSE | 90 JOHN C. FREMONT CAMP | |

VENTURA VISION PLAN BOUNDARY



Area of study for Ventura Vision

VENTURA VISION PLAN BOUNDARY

SPECIFIC PLAN BOUNDARY

REDEVELOPMENT PROJECT AREA BOUNDARY

COASTAL ZONE BOUNDARY

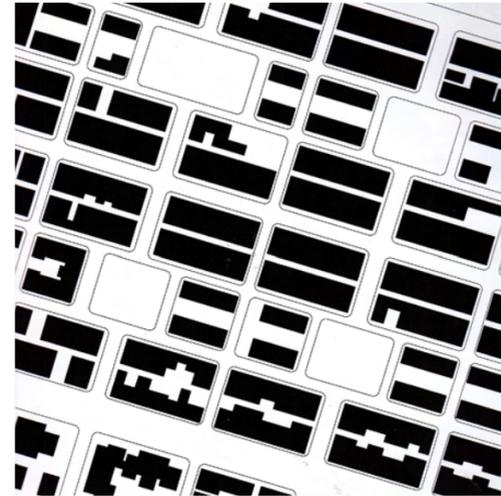
CITY SCALE STUDY

Analyzing and comparing plans of other urban spaces, all drawn at the same scale, make it possible to understand the scale of good urbanism and the scale of the spaces proposed for Ventura.

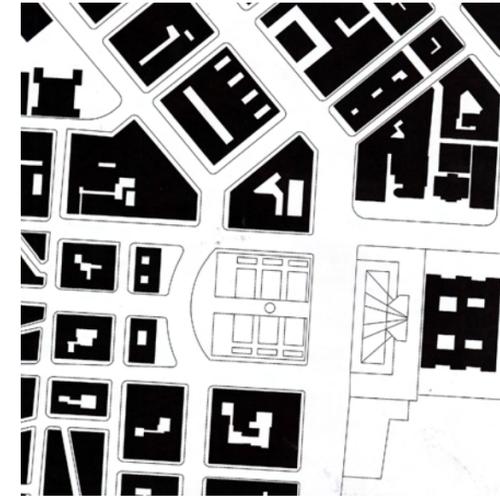
These plans show examples of streets and squares from historic organic and grid cities.



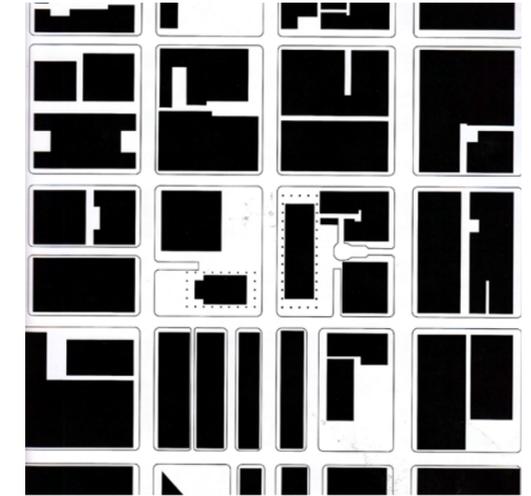
Ventura, California
North Downtown



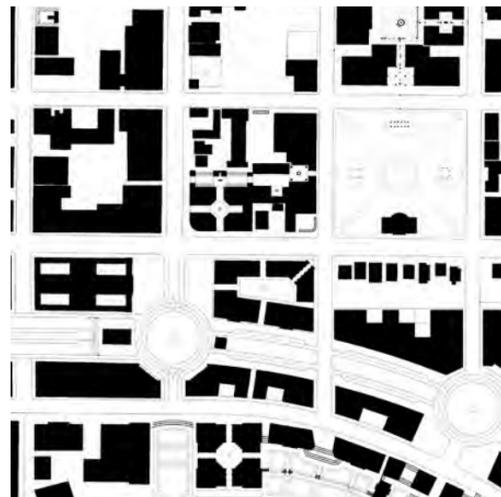
Savannah, Georgia
Historic District



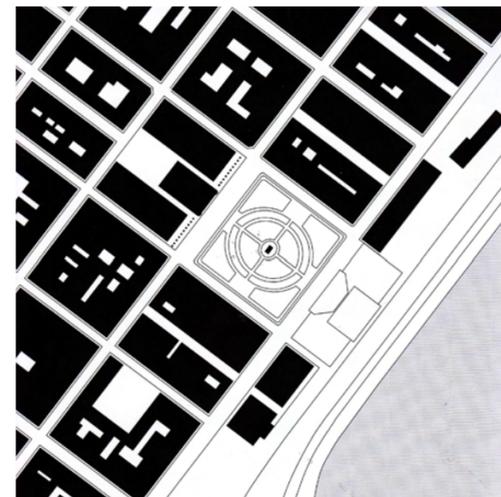
Athens, Greece
Platia Syntagmatos



Chicago, Illinois
Federal Center



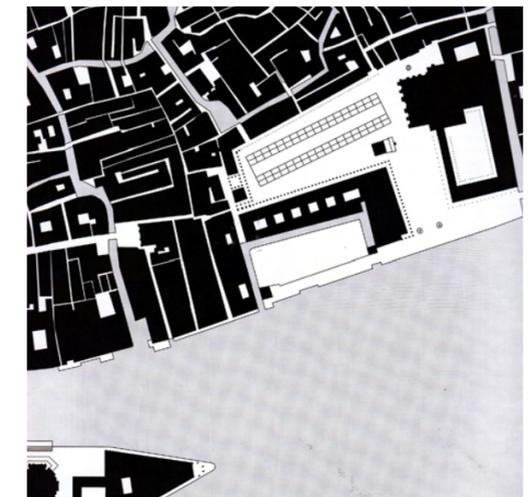
Ventura, California
South Downtown



New Orleans, Louisiana
Jackson Square



Rome, Italy
Campo dei Fiori



Venice, Italy
Piazza San Marco



Scale used for all plans

0 25 50 100 250m

MASTER PLAN

INFRASTRUCTURE I

STATE ROUTE 33

RAILROAD

US HIGHWAY 101 CAP

STATE ROUTE 33

The SR-33 intervention creates transition blocks between the square blocks of Downtown and the long blocks off of Ventura Avenue. Infill and new development occur on land reclaimed by the reconfiguration of SR-33 from a highway to a parkway/boulevard. This boulevard creates developable real estate from land once used for transportation only. In addition new on-street parking serves Surfers Point, the Ventura County Fairgrounds, Downtown and the Downtown West neighborhood.

The railroad crossing at the new boulevard replaces the existing at-grade crossing at Olive Street. The boulevard/parkway completes a connecting loop between the Ventura County Fairgrounds and Downtown.

The existing on-ramp and off-ramp are reconfigured with traffic lights. This provides a new experience of arrival into town highlighting Ventura as a place to stop, not just a place to pass through.



Northbound SR-33 on-ramp from US-101

ADVANTAGES

- POTENTIAL CONNECTION AND ACCESS TO DOWNTOWN WEST AND OJAI

CHALLENGES

- EXISTING SR-33 INTERCHANGE IS A BARRIER TO NATURAL RESOURCES WEST OF DOWNTOWN
- SR-33 ENCOURAGES BYPASSING VENTURA BECAUSE IT NEVER PRESENTS A GATEWAY TO DOWNTOWN WEST

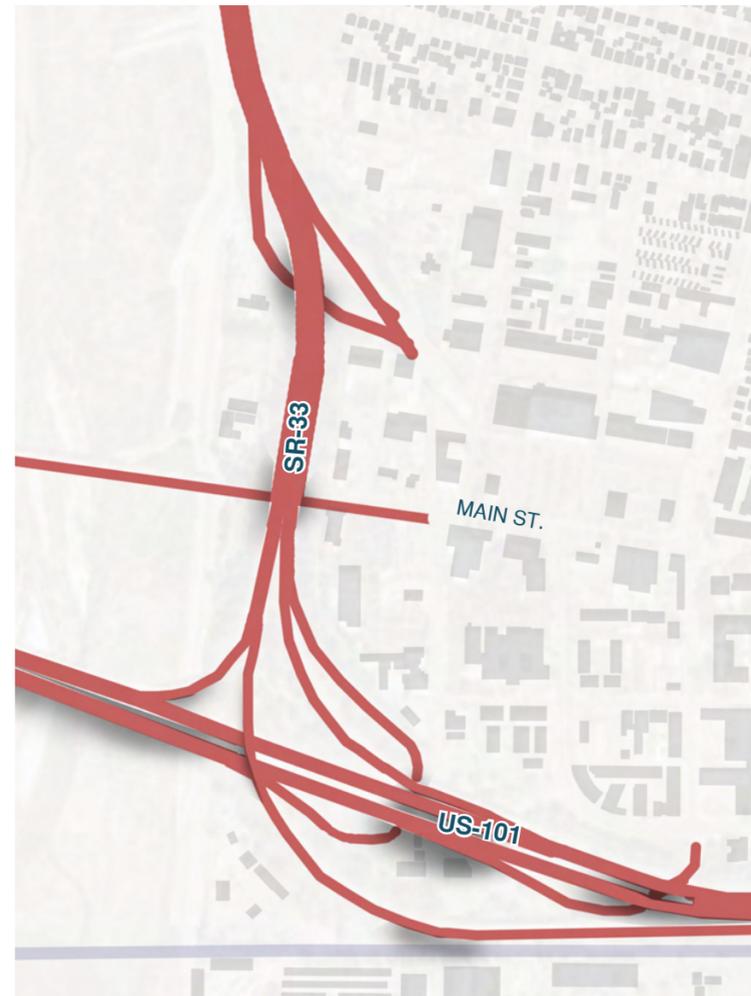


Diagram of existing SR-33



Existing aerial view of SR-33

HISTORIC PARKWAYS

NAME	LENGTH	BUILT	STATE	URBAN AREAS ACCESSED
ARROYO SECO PARKWAY	9 MI	1940	CA	LOS ANGELES, PASADENA
HUTCHINSON RIVER PARKWAY	19 MI	1940	NY	MT. VERNON, WHITE PLAINS, RYE
MERRITT PARKWAY	37 MI	1938	CT	NORWALK, GREENWICH, MILFORD

Existing parkways with medians and access to developed urban areas

STATE ROUTE 33

PROPOSAL KEY POINTS

- SR-33 IS RECONFIGURED AS A PARKWAY/BOULEVARD
- NEW BLOCKS FUNCTION AS TRANSITIONS BETWEEN THE SQUARE BLOCKS OF DOWNTOWN AND THE RECTANGULAR BLOCKS OF THE WEST SIDE NEIGHBORHOOD
- BOULEVARD CREATES NEW DEVELOPABLE REAL ESTATE IN THE CITY'S HISTORIC CENTER
- NEW US-101 ON-RAMP AND OFF-RAMP



Existing aerial view of SR-33

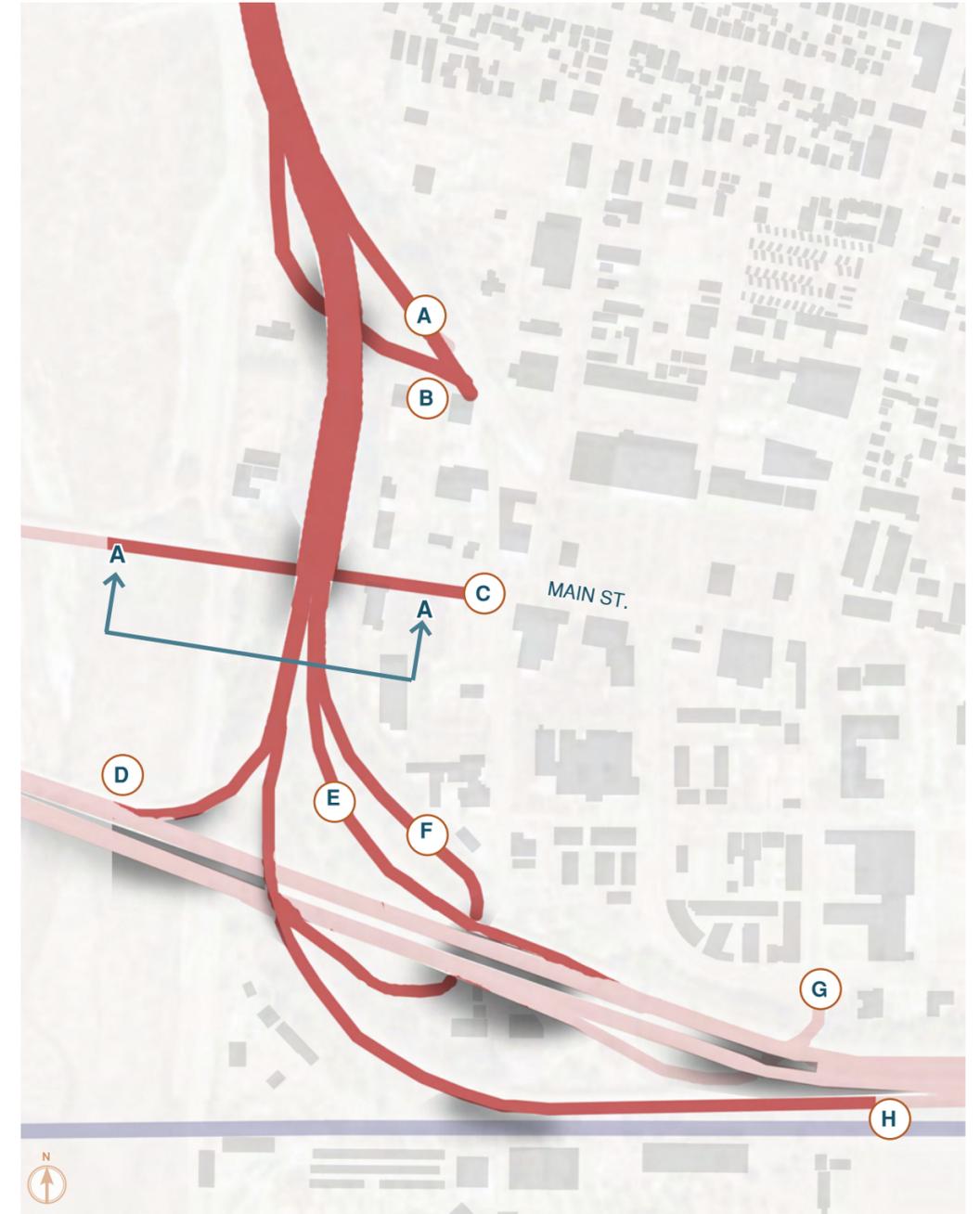


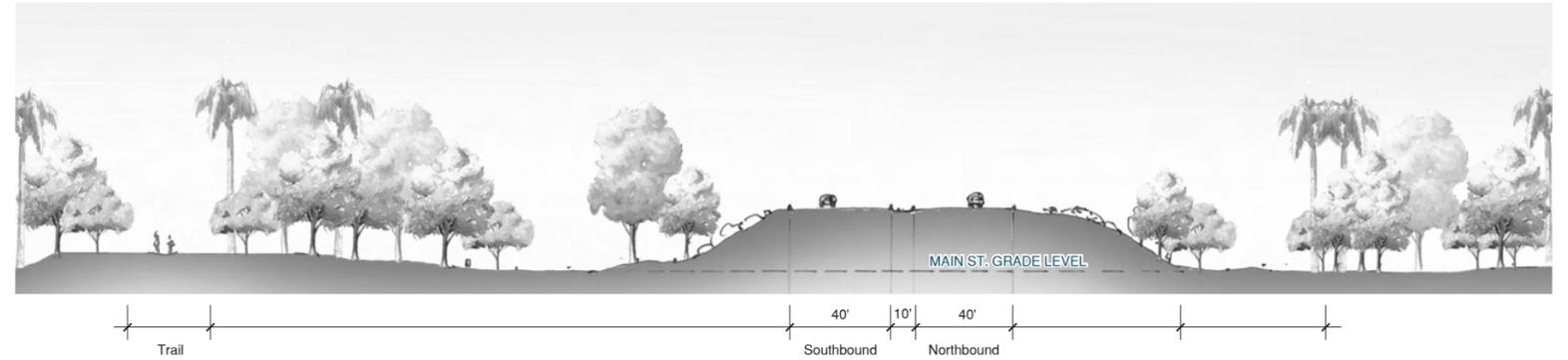
Diagram of existing SR-33

- A SR-33 northbound on-ramp from Olive St.
- B SR-33 southbound Olive St. exit
- C Main St.
- D US-101 northbound on-ramp from southbound SR-33
- E SR-33 northbound on-ramp from northbound US-101
- F SR-33 northbound on-ramp from southbound US-101
- G US-101 southbound Ventura Ave. exit
- H US-101 southbound on-ramp from southbound SR-33

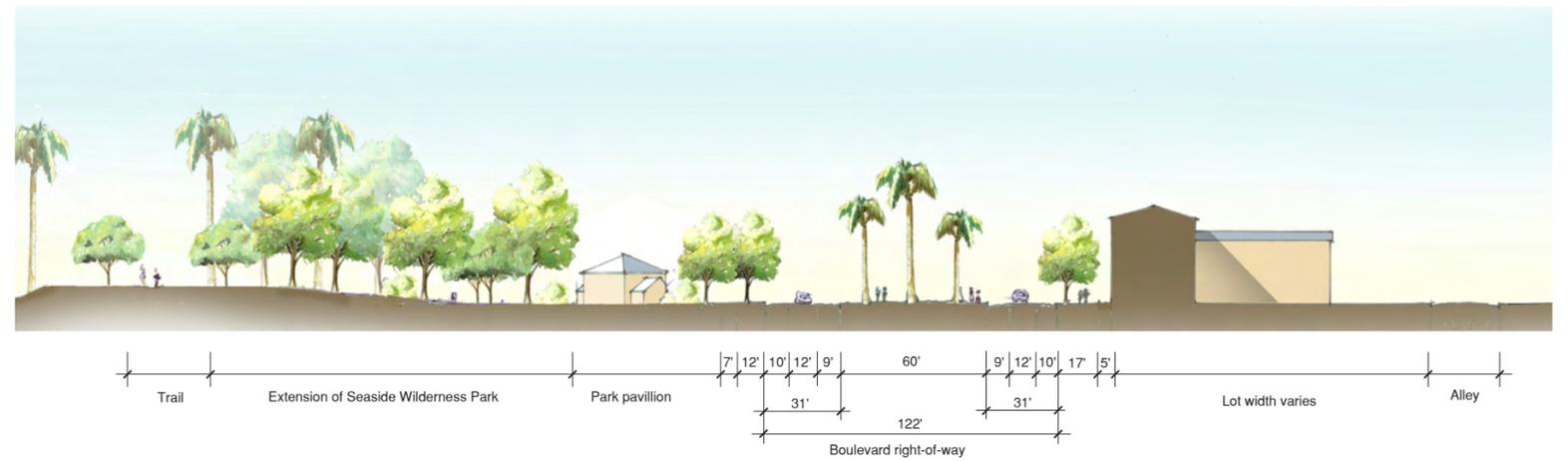




Proposed boulevard for SR-33



Section A-A: Existing SR-33 at Main St. intersection (looking north)



Section B-B: Proposed parkway/boulevard at Main St. intersection (looking north)

- A Proposed traffic circle intersecting the new boulevard and Main St.
- B Extension of Thompson Blvd. to the new boulevard
- C Proposed northbound off-ramp
- D New underpass for proposed boulevard
- E Proposed southbound on-ramp
- Reclaimed land and real estate



Location of proposed traffic circle



Existing trail with US-101 overhead (looking north)

RAILROAD

Re-routing the Union Pacific Railroad tracks from the south side of US-101 to the north side of the highway allows Ventura's existing street grid to reconnect Downtown and the beachfront without the dangers and potential illegalities of new at-grade street crossings. The below-cap tracks on the Downtown side of US-101 make possible a multi-modal transportation center at a central location within easy walking distance of much of the city's historic center. Land reclaimed by moving the railroad tracks opens several blocks of the north side of Harbor Boulevard to mixed-use development.

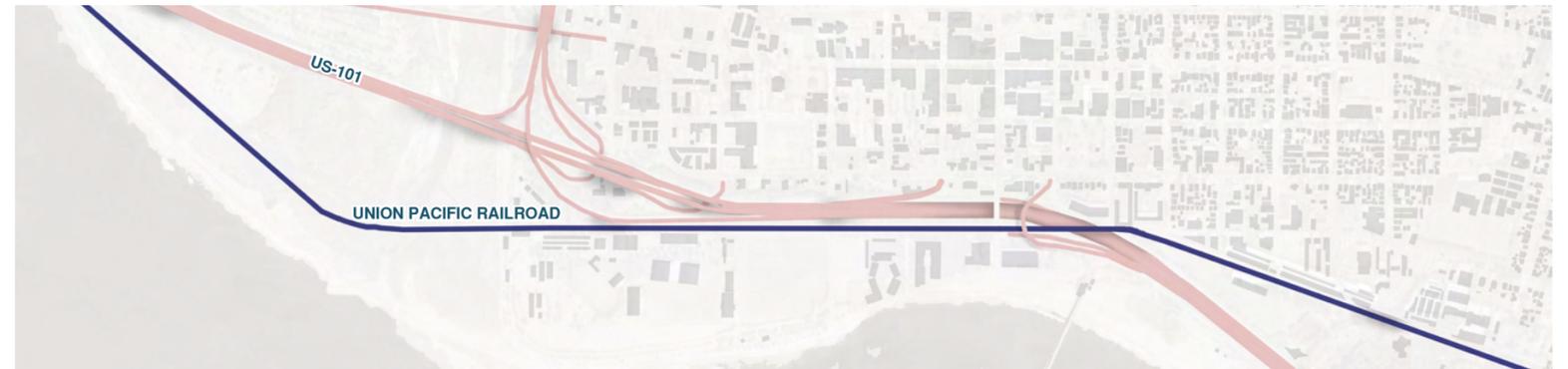
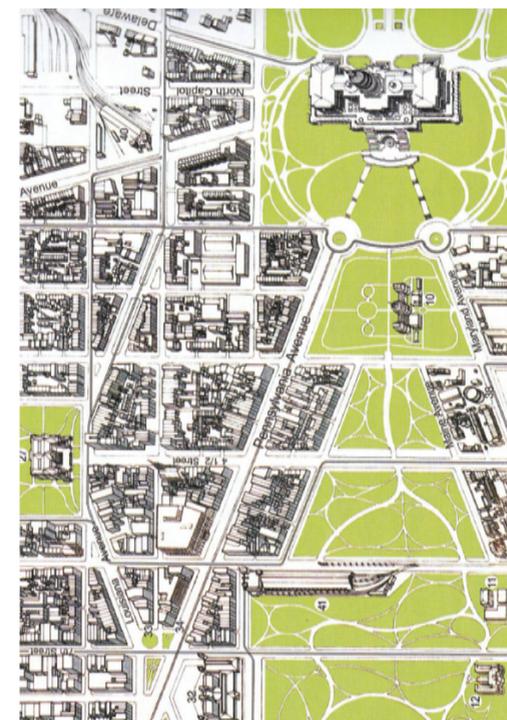


Diagram of existing railroad tracks



Historic precedent: Track relocation from the National Mall in Washington, DC

ADVANTAGES

- VENTURA IS ALREADY ON A REGIONAL RAILROAD LINE

CHALLENGES

- TRACKS SEPARATE VENTURA'S HISTORIC CENTER FROM THE BEACH
- DIFFICULTIES MEETING LEGAL REQUIREMENTS TO FOR NEW AT-GRADE RAILROAD CROSSINGS
- FREIGHT TRAFFIC DELAYS PASSENGER TRAIN SCHEDULES



Existing aerial view of railroad tracks



Existing at-grade crossing at California St.



Existing railroad tracks south of US-101



Existing steel truss railroad bridge

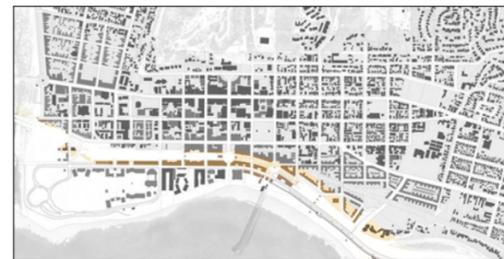
EXISTING RAILROAD



Existing railroad **A** EXISTING STATION EXISTING AT-GRADE CROSSING

PROPOSAL KEY POINTS

- REGIONAL PASSENGER AND FREIGHT TRAINS HAVE ACCESS TO DOWNTOWN
- RAILROAD PROVIDES AN OPPORTUNITY FOR MULTI-MODAL TRANSPORTATION CENTER DOWNTOWN
- RELOCATION OF TRACKS CREATES NEW REAL ESTATE



At-grade crossing at estuary



At-grade crossing at fairgrounds



At-grade crossing at Ash St.



At-grade crossing at California St.

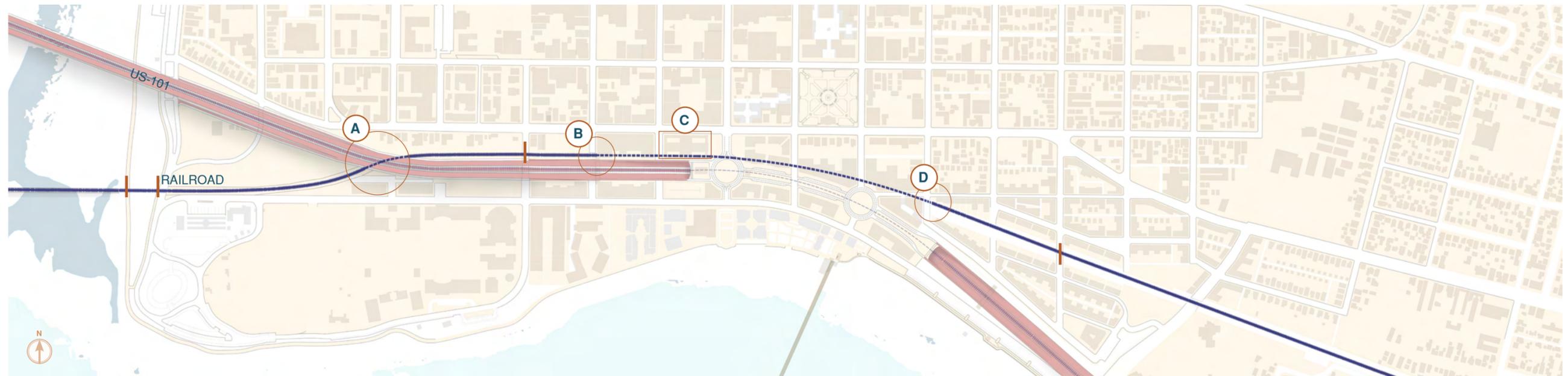


Existing railroad bridge at Sanjon Rd.



Existing railroad station

PROPOSED RAILROAD



Proposed railroad re-routing

- | | | | | |
|----------|---------------------------------------|----------|--|-----------------------------------|
| A | RAILROAD CROSSING UNDER US-101 | C | MULTI-MODAL TRANSPORTATION CENTER | PROPOSED AT-GRADE CROSSING |
| B | WEST END OF RAILROAD TUNNEL | D | EAST END OF RAILROAD TUNNEL | |



A Railroad crossing under US-101

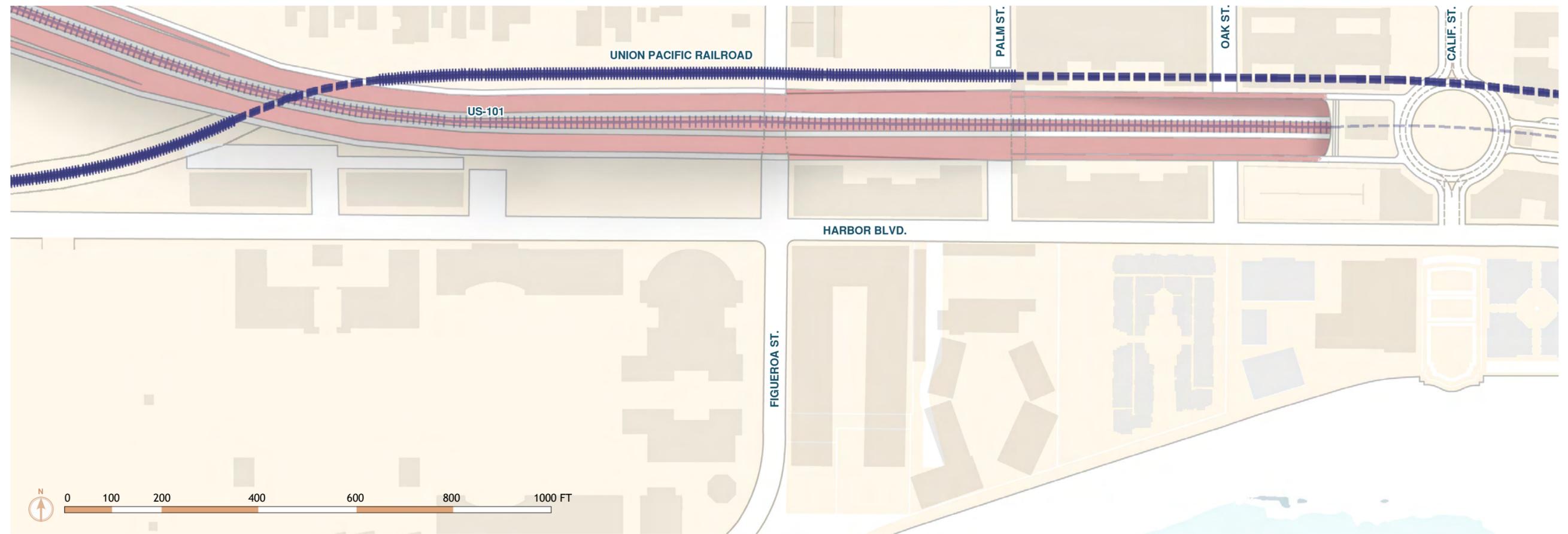


C Proposed multi-modal transportation center

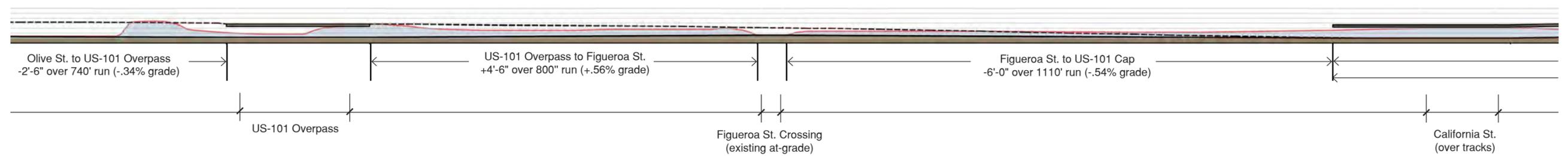


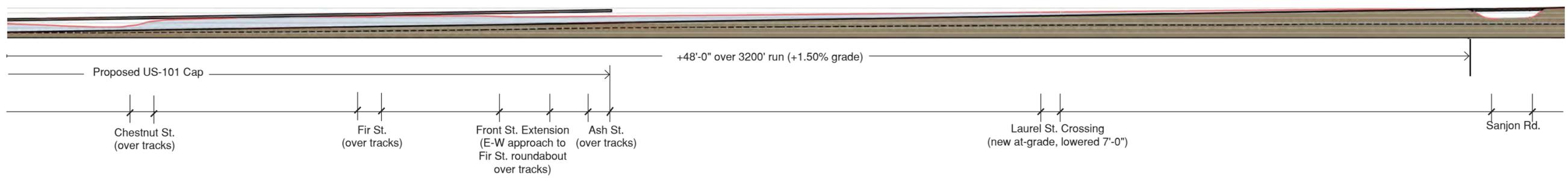
D East end of railroad tunnel

PROPOSED RAILROAD RE-ROUTING



Proposed railroad re-routing





US HIGHWAY 101 CAP

Capping US-101 allows direct pedestrian and vehicular connections with Ventura's beachfront across California Street, Chestnut Street, and Fir Street (while retaining the existing Figueroa Street connection underneath US-101). The cap mirrors the highway's right-of-way with an east-west boulevard. Highway ramps at both ends of this three-block-long boulevard give drivers several options to enter the city. Two traffic circles on the cap accommodate continuous traffic flow to and from US-101.

The cap boulevard and traffic circles become additional public spaces for the city, fronted on all sides by buildings (and creating a substantial amount of potential real estate development). Mixed-use loft buildings define the cap's public spaces and an additional "Urban Core" for Downtown Ventura



Diagram of existing US-101 site area



US-101 at the California St. exit

ADVANTAGES

- MAJOR REGIONAL THOROUGHFARE PROVIDES ACCESS TO DOWNTOWN

CHALLENGES

- US-101 USERS BYPASS VENTURA
- IT IS DIFFICULT TO EXIT OFF OF US-101 INTO DOWNTOWN VENTURA
- US-101 PHYSICALLY CUTS VENTURA OFF FROM THE BEACH



Existing aerial view of US-101



US-101 southbound flyover



US-101 northbound



US-101 overpass at Figueroa St.



Ventura exits off of US-101 southbound

EXISTING US-101 EXITS



US-101 exits

- | | | | |
|---|---|---|---|
| A | US-101 NORTHBOUND ON-RAMP FROM MAIN ST. | G | US-101 SOUTHBOUND ON-RAMP FROM SOUTHBOUND SR-33 |
| B | US-101 SOUTHBOUND MAIN ST. EXIT | H | US-101 NORTHBOUND ON-RAMP FROM OAK ST. |
| C | US-101 NORTHBOUND ON-RAMP FROM SOUTHBOUND SR-33 | I | US-101 NORTHBOUND CALIFORNIA ST. EXIT |
| D | SR-33 NORTHBOUND ON-RAMP FROM NORTHBOUND US-101 | J | US-101 SOUTHBOUND ON-RAMP FROM HARBOR BLVD. |
| E | SR-33 NORTHBOUND ON-RAMP FROM SOUTHBOUND US-101 | K | US-101 SOUTHBOUND ON-RAMP FROM CHESTNUT ST. |
| F | US-101 SOUTHBOUND VENTURA AVE. EXIT | L | US-101 NORTHBOUND VISTA DEL MAR DR. EXIT |



US-101 northbound



US-101 northbound



US-101 southbound

PROPOSED EXITS



US-101 exits

- A US-101 NORTHBOUND ON-RAMP FROM MAIN ST.
- B US-101 SOUTHBOUND MAIN ST. EXIT
- C US-101 NORTHBOUND BOULEVARD EXIT
- D US-101 SOUTHBOUND ON-RAMP FROM BOULEVARD
- E US-101 SOUTHBOUND CALIFORNIA ST. EXIT
- F US-101 NORTHBOUND ON-RAMP FROM CALIFORNIA ST.
- G US-101 SOUTHBOUND ON-RAMP FROM FIR ST.
- H US-101 NORTHBOUND FIR ST. EXIT
- I US-101 NORTHBOUND VISTA DEL MAR DR. EXIT



G-H Ramps at east end of cap

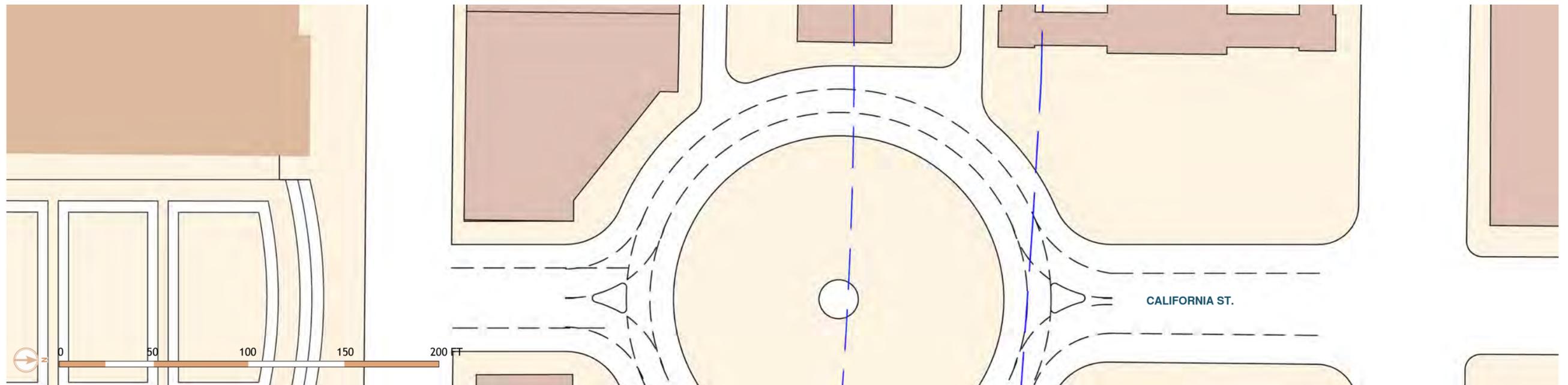


E-F Ramps at west end of cap

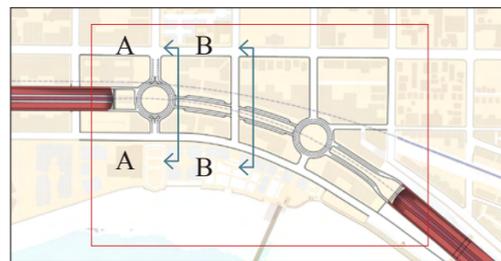
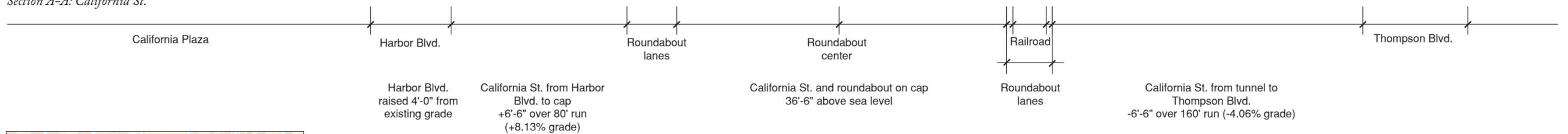


Perspective view of cap from US-101 southbound

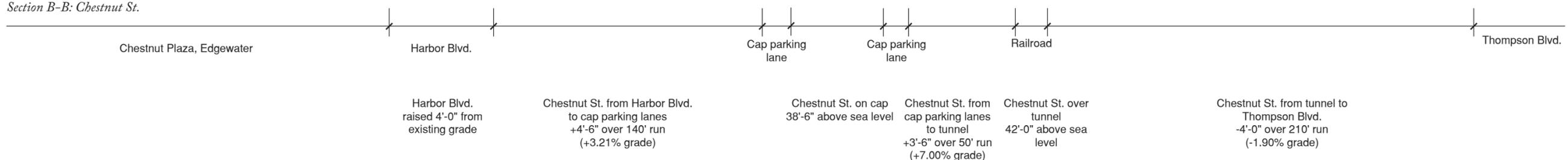
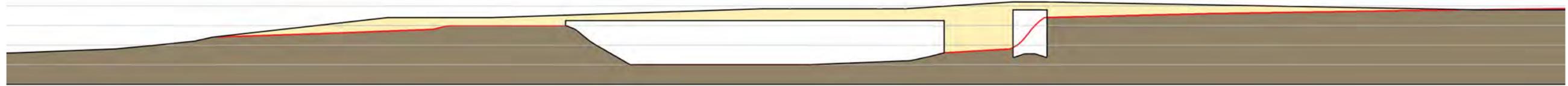
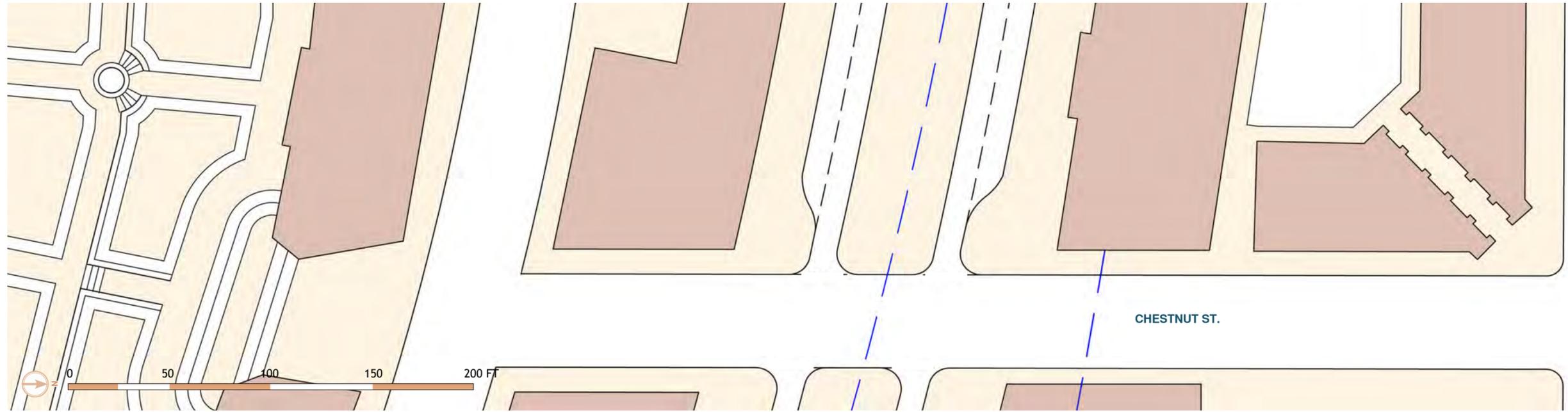
US-101 CAP SECTIONS



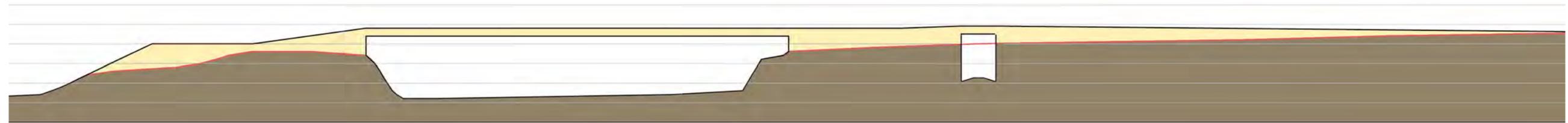
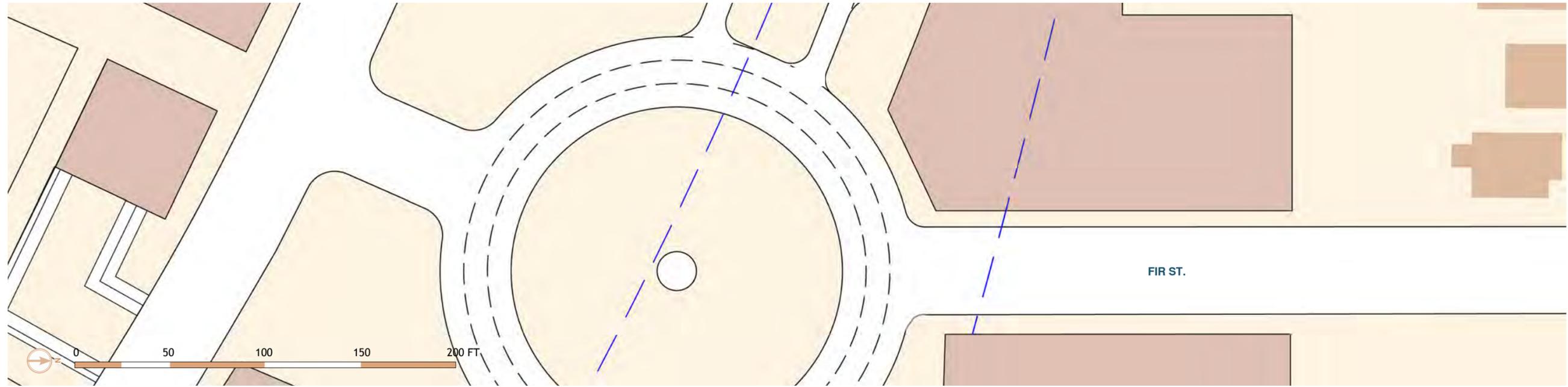
Section A-A: California St.



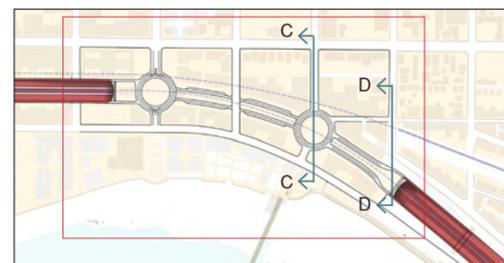
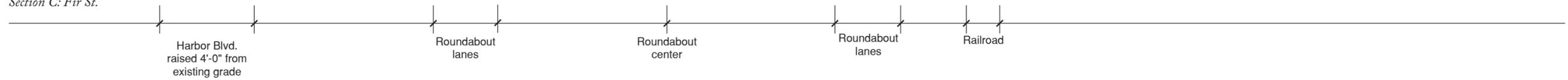
- REQUIRED FILL
- EXISTING GRADE LINE
- EXISTING FILL
- 10' ELEVATION MARKERS



US-101 CAP SECTIONS



Section C: Fir St.



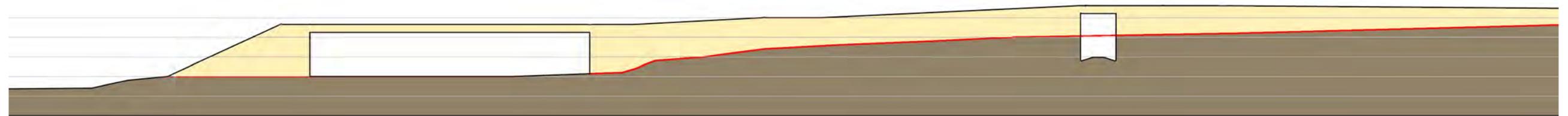
Fir St. and roundabout
on cap
48'-0" above sea level

Fir St. from cap to
tunnel
+1'-1" over 30' run
(+3.61% grade)

Fir St. over
tunnel
49'-1" above sea
level

Fir St. from tunnel to
Thompson Blvd.
-3'-1" over 310' run
(-.99% grade)

- REQUIRED FILL
- EXISTING GRADE LINE
- EXISTING FILL
- 10' ELEVATION MARKERS



Section D: Ash St.

Southbound
on-ramp

East end of US-101 cap

East end of US-101 cap
46'-6" above sea level

Northbound
off-ramp

Proposed
Triangle St.

Ash St. terminates on
Triangle St.

Ash St. from Triangle St. to
tunnel
+6'-2" over 130' run
(+4.74% grade)

Railroad

Ash St. over
tunnel
56'-2" above sea level

Front St.
extension

Ash St. from tunnel to
Thompson Blvd.
-3'-2" over 400' run
(-.79% grade)

MASTER PLAN

VENTURA VISION



INFRASTRUCTURE II

BEACHFRONT AMENITIES

LIGHT RAIL

BEACHFRONT AMENITIES

The beach defines Ventura, and has high potential for additional uses. The infrastructure to support these uses begins with extending pedestrian, bicycle, and low impact circulation paths through San Buenaventura State Beach Park, Edgewater, the Ventura County Fairgrounds, Surfers Point and Seaside Wilderness Park.

Our proposal extends the walking and bicycle promenade west east from the pier through Seaside Wilderness Park, extending north to Main Street. To the east, Harbor Boulevard is modified to provide continuous beachside perpendicular parking within its existing footprint as well as immediate access to the bike path. Intermittent beachfront lifeguard stands and concession and bathroom pavillions would occur along the seaside path all the way to San Buenaventura Beach State Park.

When completed, our proposal will connect San Buenaventura Beach State Park all the way to Seaside Wilderness Park.



Existing trail (looking northwest)

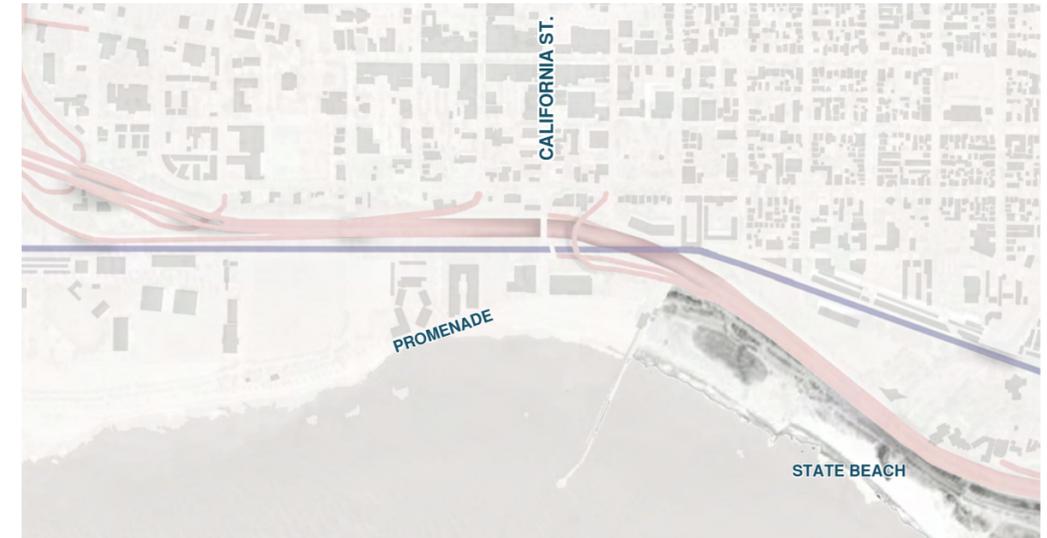


Diagram of existing beachfront promenade and bike access

ADVANTAGES

- PUBLIC ACCESS TO WATERFRONT
- CONSERVATION OF NATURAL RESOURCES AND NATURAL HABITATS

CHALLENGES

- DISCONNECTED PEDESTRIAN AND BIKE CORRIDORS
- INSUFFICIENT SHELTERS, SERVICES, ACCESS TO DRINKING WATER AND PUBLIC RESTROOMS
- LACK OF CONVENIENT PARKING



Existing street view along Harbor Blvd.



Existing beach building

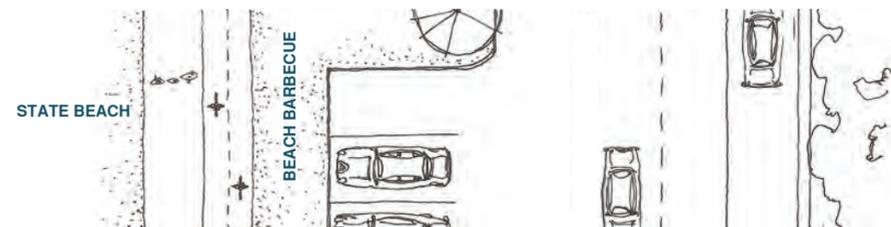


Existing aerial view of beachfront

BEACHFRONT INFRASTRUCTURE



Section of existing Harbor Blvd.



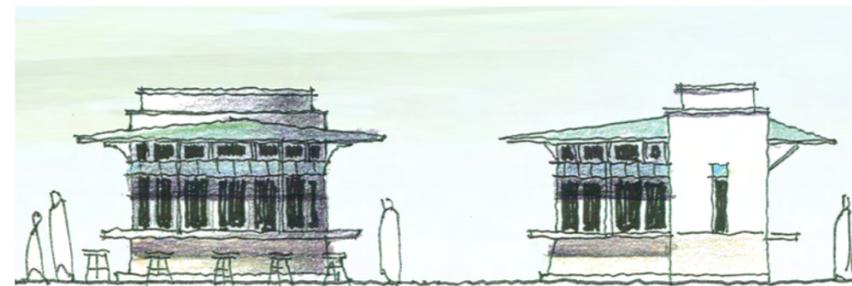
Proposed plan of Harbor Blvd.



Section of proposed Harbor Blvd.



Proposed pedestrian and bike trail PEDESTRIAN AND BIKE TRAIL



Front and side elevations of proposed Beach Hat (beach complement to the Top Hat)



Front and side elevations of proposed kiosks



Proposed restroom and shower building

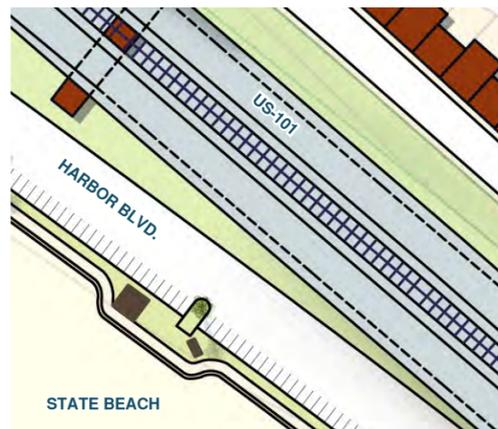
HARBOR BOULEVARD EAST

PROPOSAL KEY POINTS

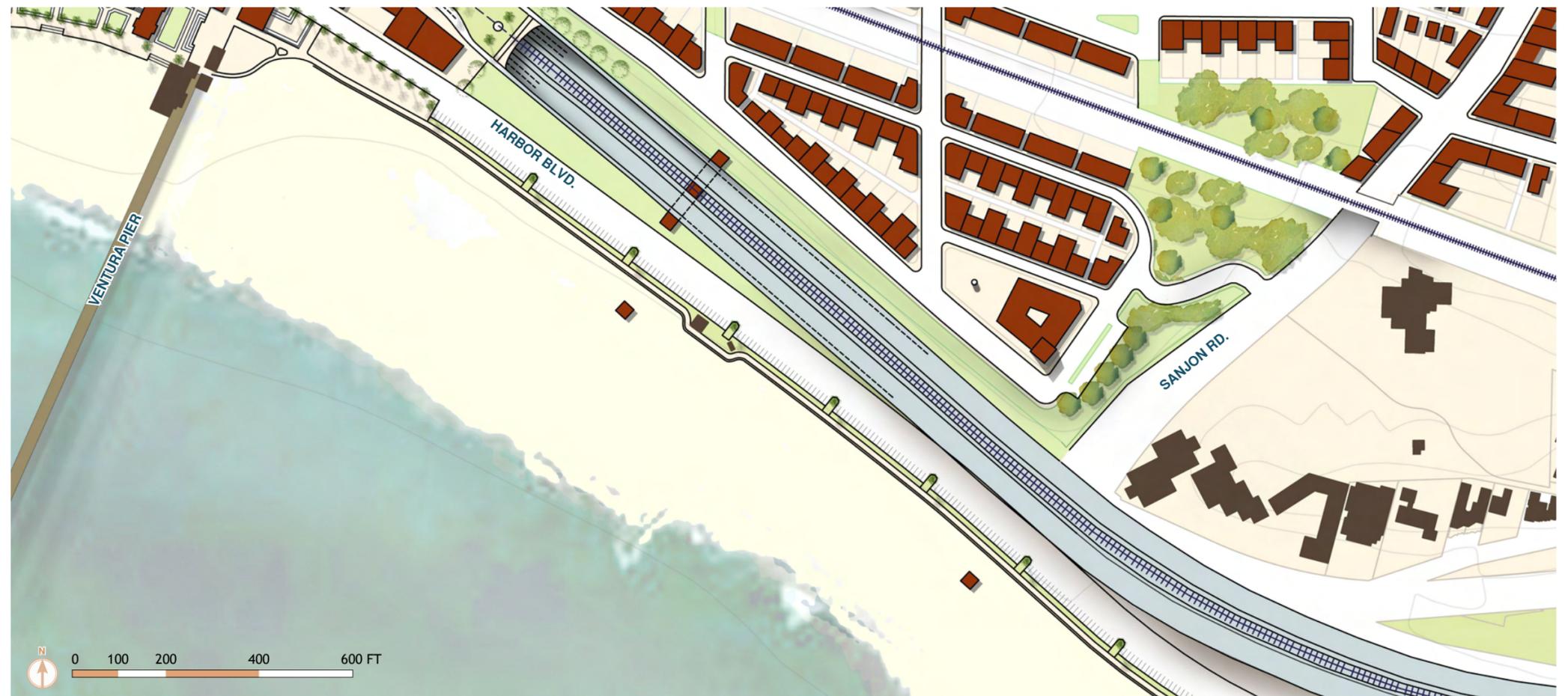
- PARKING PROVIDES ACCESS TO STATE BEACH AT MULTIPLE POINTS ALONG HARBOR BLVD.
- EXISTING TRAIL IMPROVED WITH BIKE LANES AND PICNIC AREAS
- NEW PAVILIONS MEET STATE BEACH PROGRAMMATIC NEEDS



Existing aerial view of Harbor Blvd.



Proposed beachfront parking, bike path, pedestrian access, and park structures along Harbor Blvd.



Proposed plan of Harbor Blvd. improvements showing increased parking, new structures, trails, picnic areas, and connection to pier

PROPOSED PARKING COUNT

ALONG HARBOR BLVD.	325
ADDITIONAL PARKING IN STATE PARK	625

LIGHT RAIL

A light rail transportation system running down the median of US-101 should connect Ventura west to Goleta and east to Thousand Oaks, as well as north on SR-126 to Santa Paula (and perhaps to points beyond), with a stop at the multi-modal transportation center proposed for the southwest corner of Thompson Boulevard and California Street.

The current median of US-101 is large enough to support two tracks of light rail traffic. In addition to being more efficient than a high occupancy vehicle (HOV) lane, light rail provides a partial but long-term solution to Ventura County's regional transportation challenges.

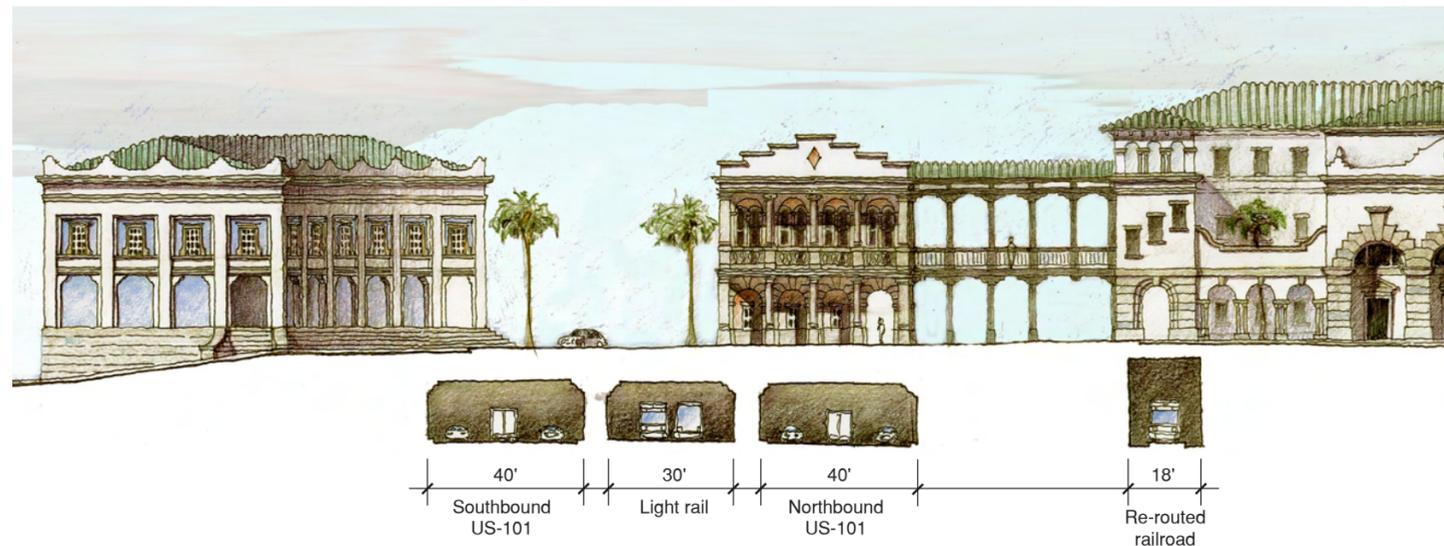
A proposed multi-modal transportation center connects the light rail corridor with conventional rail and other ground transportation.

PROPOSAL KEY POINTS

- FITS WITHIN EXISTING US-101 R.O.W.
- PROMOTES A REGIONAL PUBLIC TRANSPORTATION NETWORK
- CONNECTIONS TO CONVENTIONAL RAIL AND OTHER GROUND TRANSPORTATION



Existing aerial view of Downtown, showing US-101



Section through proposed US-101 cap, cut along California St., showing the location of light rail under the cap



Existing view of US-101 northbound at proposed cap



Existing aerial view of cap location

MASTER PLAN

ARCHITECTURAL AND URBAN INTERVENTIONS

- | | | | |
|---|------------------------------|---|----------------------------|
| A | US-101 CAP DEVELOPMENT | E | VENTURA COUNTY FAIRGROUNDS |
| B | HARBOR BOULEVARD DEVELOPMENT | F | DOWNTOWN INFILL |
| C | EDGEWATER DEVELOPMENT | G | TRIANGLE NEIGHBORHOOD |
| D | DOWNTOWN WEST DEVELOPMENT | | |



Areas of architectural and urban interventions in Ventura's historic center



ILLUSTRATIVE MASTER PLAN

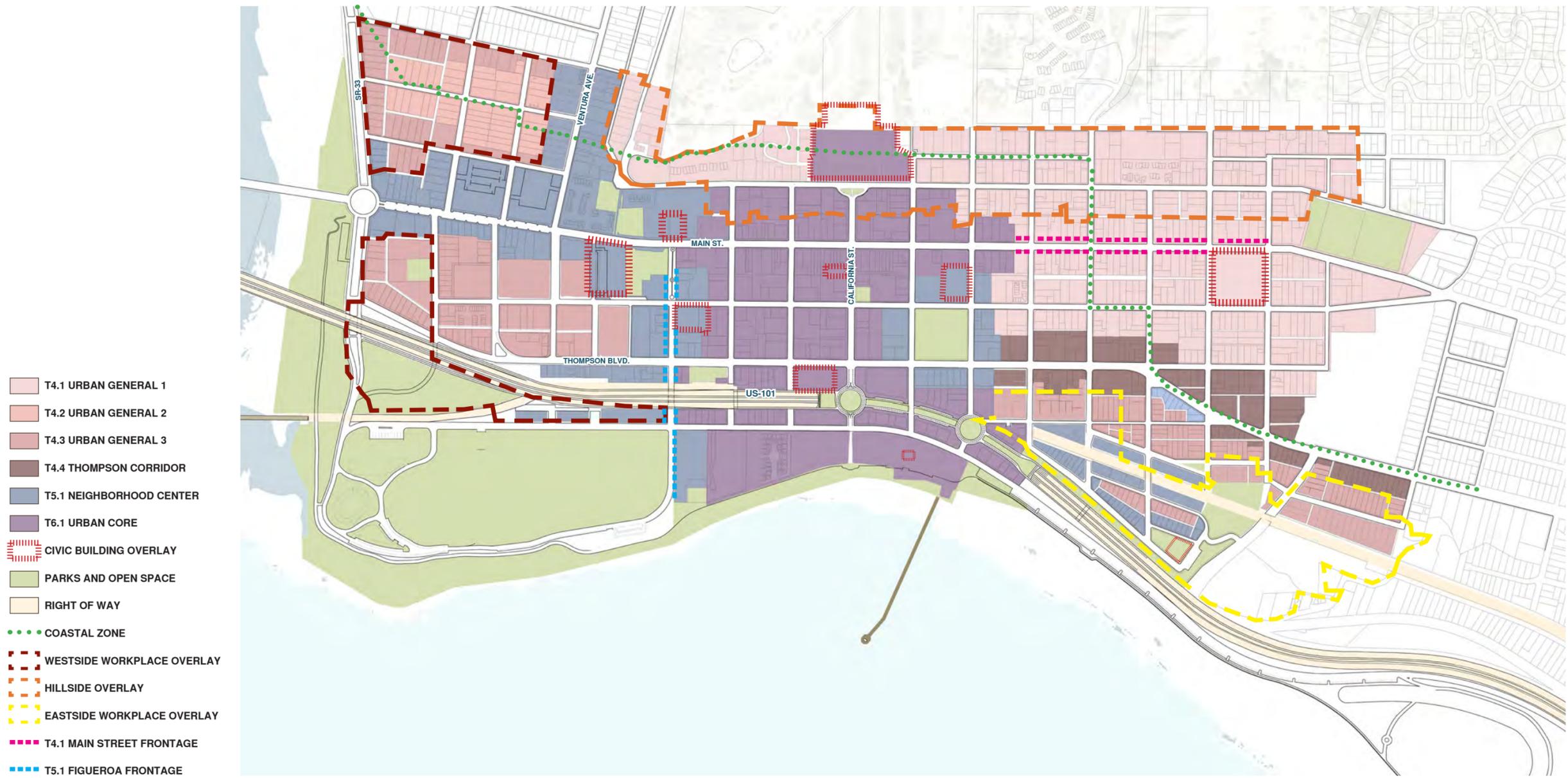


Proposed master plan of Ventura

AXONOMETRIC VIEW OF PROPOSED MASTER PLAN



PROPOSED AMENDED REGULATING PLAN



Proposed Regulating Plan

PROPOSED NEW BUILDINGS

- US-101 CAP DEVELOPMENT
- HARBOR BOULEVARD DEVELOPMENT
- EDGEWATER DEVELOPMENT
- DOWNTOWN WEST DEVELOPMENT
- VENTURA COUNTY FAIRGROUNDS
- DOWNTOWN INFILL
- TRIANGLE NEIGHBORHOOD
- PROPOSED BUILDINGS
- EXISTING BUILDINGS
- PROPOSED PARKING STRUCTURES
- WATER

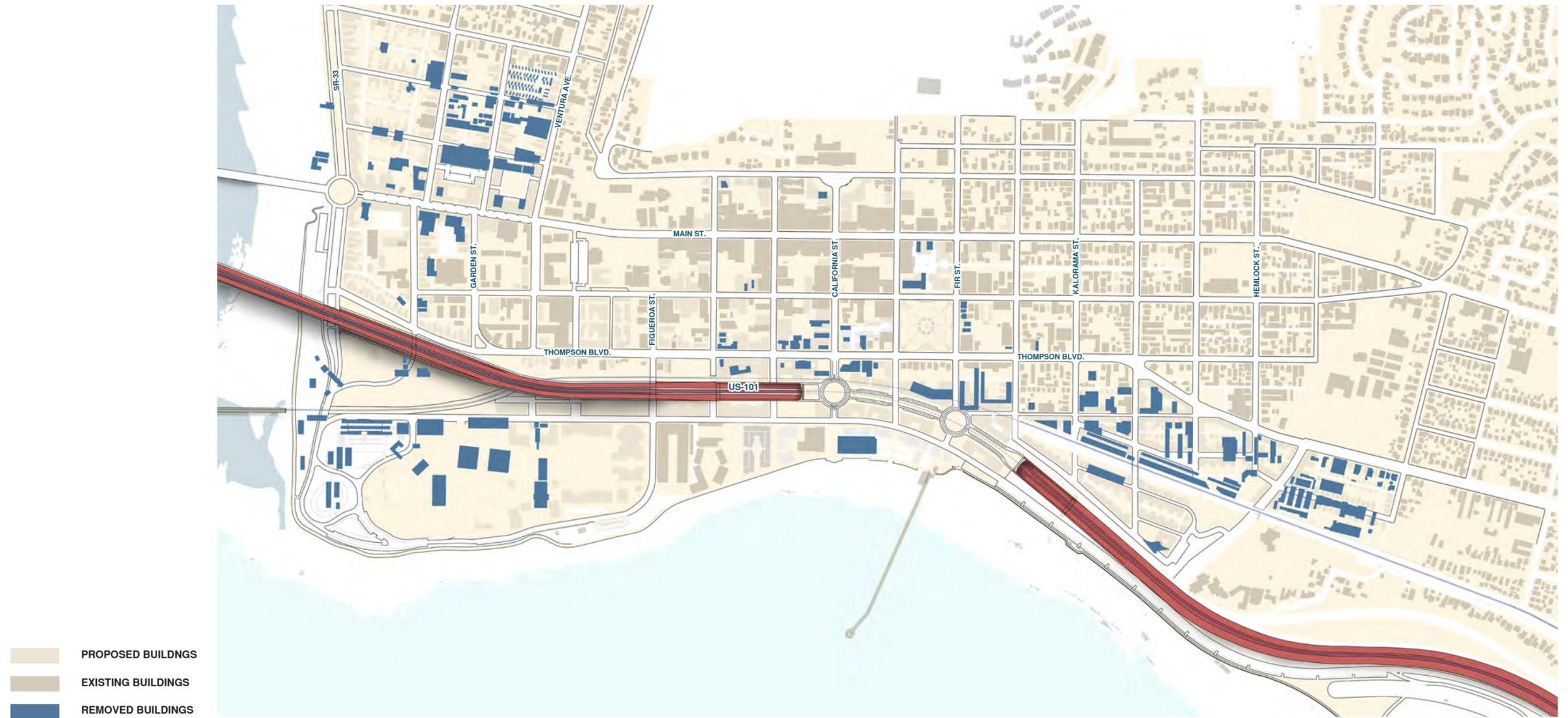


SQUARE FOOTAGE

FAIRGROUNDS	
TOTAL:	643,000 SF
DOWNTOWN WEST	
TOTAL:	1,852,000 SF
EDGEWATER	
TOTAL:	604,000 SF
HARBOR BOULEVARD	
TOTAL:	966,000 SF
DOWNTOWN (INCLUDES NORTH OF CAP)	
TOTAL:	2,043,000 SF
TOTAL PROPOSED SQUARE FOOTAGE	6,108,000 SF

Proposed new buildings

PROPOSED REMOVED BUILDINGS



Proposed removed buildings

PROPOSED PARKING

- PROPOSED BUILDINGS
- EXISTING BUILDINGS
- PROPOSED PARKING STRUCTURES
- WATER



PROPOSED PARKING STRUCTURES

LOCATION	NUMBER OF SPACES
C.1	240
C.2	230
C.3	468
C.4	500
C.5	220
C.6	300
TOTAL	1960 APPROX.

STATE BEACH PARKING

EXISTING	604
PROPOSED	625

Existing parking count does not include parking outside of the ventura vision plan boundary

FAIRGROUNDS PARKING

EXISTING surface parking (paved only)	1460
PROPOSED SURFACE PARKING (paved surface)	345
PROPOSED SURFACE PARKING (permeable surface)	282
PROPOSED PARKING STRUCTURE 2.5 story	1080
TOTAL	1707 APPROX.

There are an additional 11 spaces for tractor trailers

US-101 CAP DEVELOPMENT



Mixed-use development near the US-101 cap draws more people to live, work, and shop in the south Downtown area, activating the neighborhood and book-ending the existing character of Main Street. New real estate near the cap also has the potential to create a distinct neighborhood with its own character, since it is essentially a blank slate. It presents an opportunity to impress visitors as one of the first images of Ventura when exiting US-101 into the city.

The cap boulevard, defined by this new development, reflects the nature of a high-speed road that comes into town, slows down, and becomes part of the town. The boulevard becomes a pleasant experience for drivers, pedestrians, or those looking on from within a nearby building. The green space, slowed traffic, and on-street parking make livable what is now a deserted valley of high-speed traffic rushing past Ventura.



Diagram of existing US-101 site area



Existing aerial view of US-101 site area



US-101 at the California St. exit

ADVANTAGES

- OPPORTUNITY TO CREATE A NEW GATEWAY TO VENTURA

CHALLENGES

- PROPOSED DEVELOPMENT REQUIRES CAPPING OF US-101 AS A PRE-CONDITION



US-101 southbound flyover



US-101 northbound

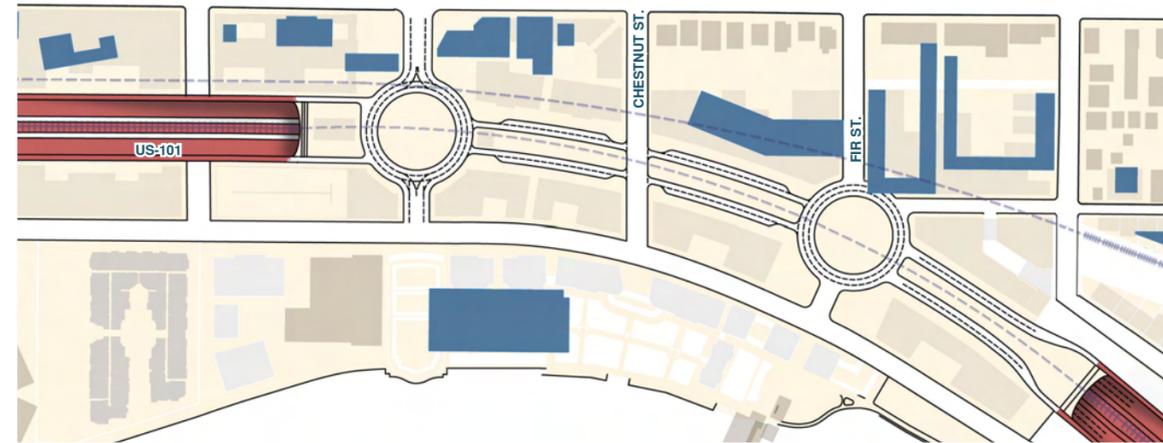


1946 aerial view of Ventura

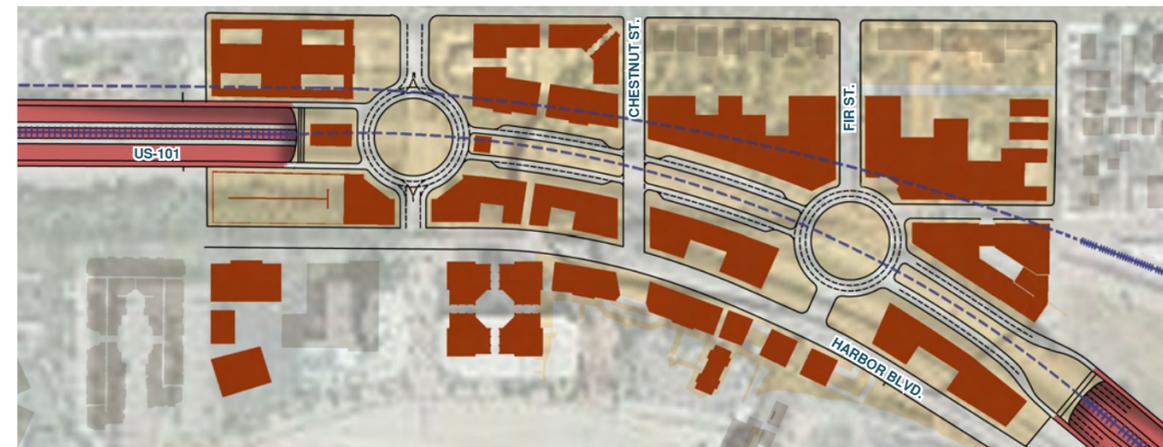
US-101 CAP PROPOSAL

PROPOSAL KEY POINTS

- NEW DEVELOPMENT DRAWS LOCALS AND TOURISTS NEAR BOTH DOWNTOWN AND THE BEACH
- CREATES A BETTER ENTRANCE TO VENTURA FROM US-101
- CAP BOULEVARD SLOWS TRAFFIC AND BECOMES A PLEASANT URBAN SPACE



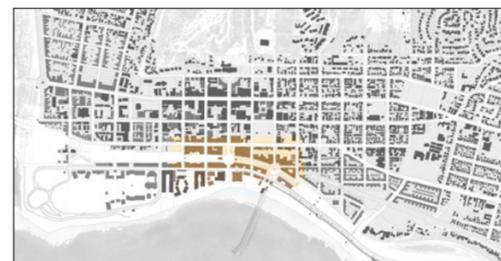
Buildings removed



Proposal overlaid on existing aerial view



Aerial view of proposed US-101 cap

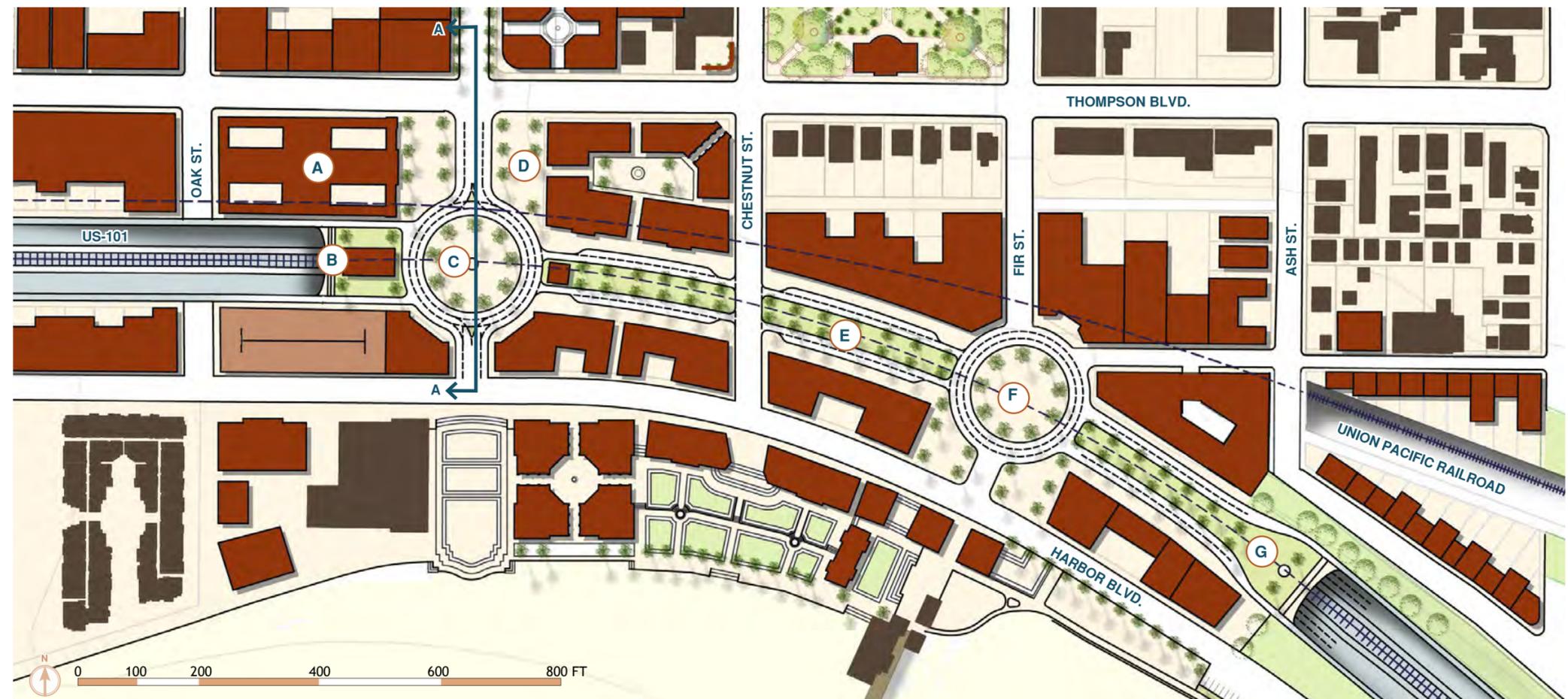


Perspective view of proposed US-101 cap



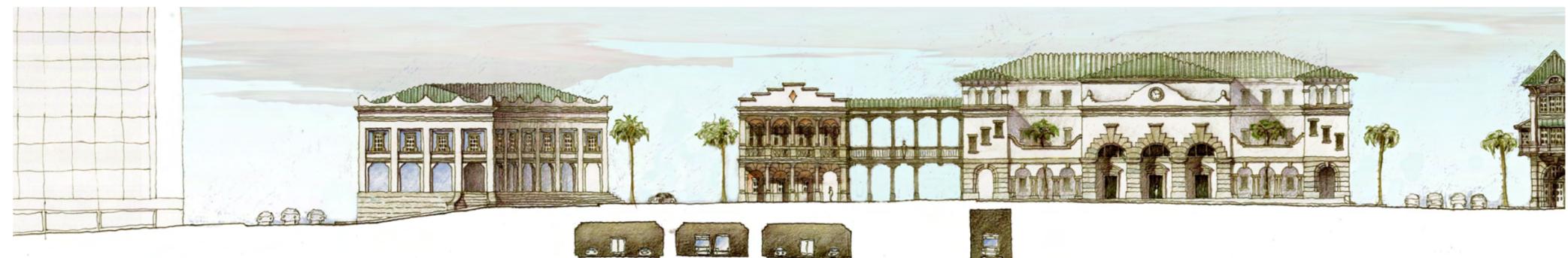
Aerial view of Fir St. traffic circle

US-101 CAP PLAN AND SECTION



Proposed plan of US-101 cap

- A PROPOSED MULTI-MODAL TRANSPORTATION CENTER
- B WEST END OF CAP/ACCESS TO LIGHT RAIL PLATFORM
- C CALIFORNIA ST. TRAFFIC CIRCLE
- D CALIFORNIA ST. PLAZA
- E CAP BOULEVARD
- F FIR ST. TRAFFIC CIRCLE
- G EAST END OF CAP



Section A-A: Through proposed US-101 cap, cut along California St.

HARBOR BOULEVARD DEVELOPMENT

The re-routing of the railroad north of US-101 creates newly-developable real estate south of the highway along the north side of Harbor Boulevard over the current location of the tracks. Development along this corridor includes new parking structures, visually seals off the highway, and creates additional revenue sources for the city. This proposal does not develop this site's potential in detail, but we recommend further studies for its development.



Harbor Blvd. at Figueroa St. (looking west)



Harbor Blvd. at California St. (looking west)

ADVANTAGES

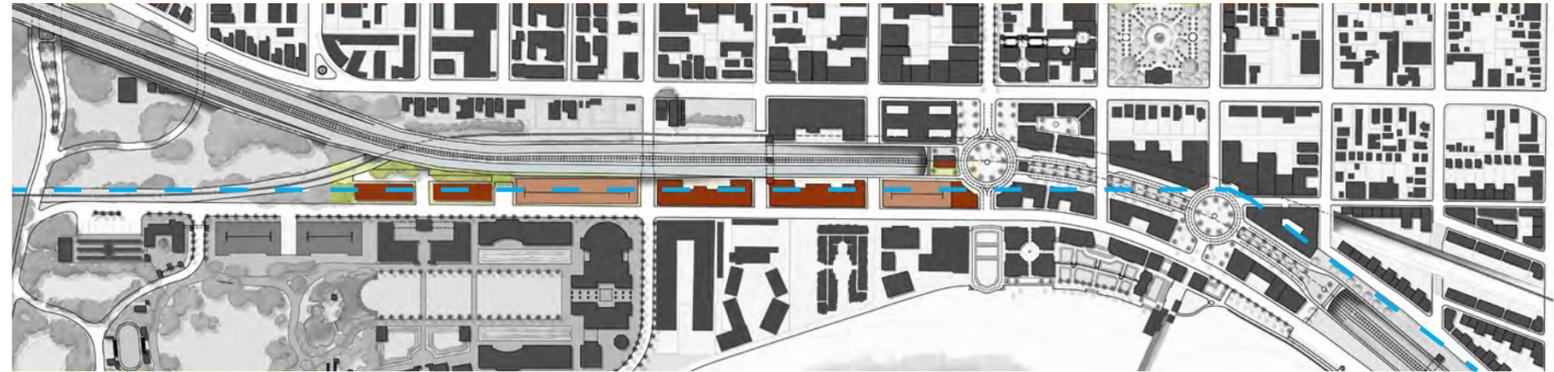
- OPPORTUNITIES FOR NEW DEVELOPMENT
- PROXIMITY TO BOTH DOWNTOWN AND THE BEACH

CHALLENGES

- PRESENCE OF RAILROAD AND HIGHWAY INFRASTRUCTURE



Existing railroad at California St. (looking west)



Harbor Blvd. development area — Existing railroad to be re-routed, resulting in new Harbor Blvd. real estate to be developed



Existing aerial view of Harbor Blvd. development area



1946 aerial view of Ventura, showing former real estate on the north side of Harbor Blvd. later demolished for US-101

EDGEWATER DEVELOPMENT

We propose a mixed-use retail/office/hotel/residential development for the Edgewater Site, from Harbor Boulevard south to the beachfront, between Oak Street and Fir Street.

This design understands that Edgewater is a valuable part of the city and not just an entity unto itself. Due to proposed infrastructure changes, including the capping of US-101 and re-routing of the railroad, this site is effectively reintroduced to the city at large, with multiple vehicular and pedestrian connections and new real estate created north and south of the cap. The reconnected Edgewater can be seen as a part of a larger whole with a variety of buildings and spaces accommodating the needs of both residents and visitors.



Existing site conditions



Existing view of Edgewater from the pier

ADVANTAGES

- PUBLIC ACCESS TO WATERFRONT
- LOCATION BETWEEN CALIFORNIA ST. AND THE PIER

CHALLENGES

- COMPREHENSIVE PARKING STRATEGY
- MEETING PROGRAMMATIC REQUIREMENTS
- GENERATING INCOME
- TOURIST ORIENTED DEVELOPMENT



Existing terminus of California St.

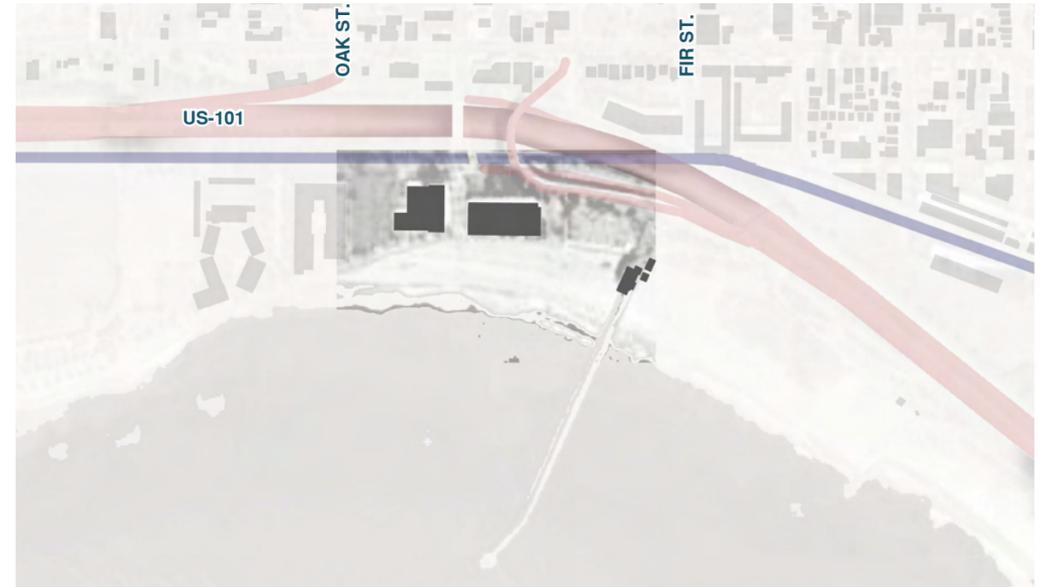
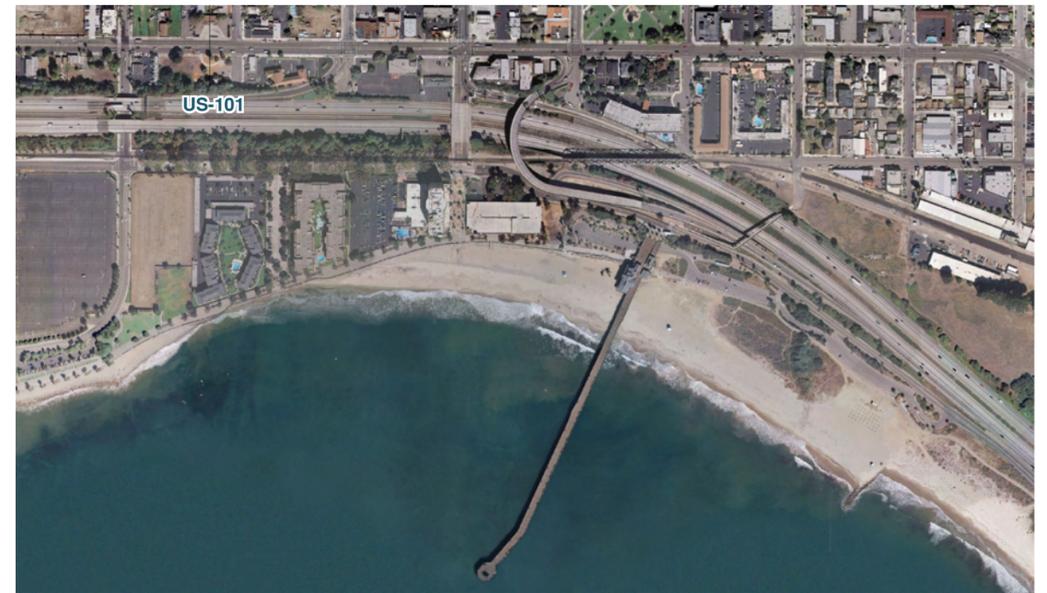


Diagram of existing Edgewater Site

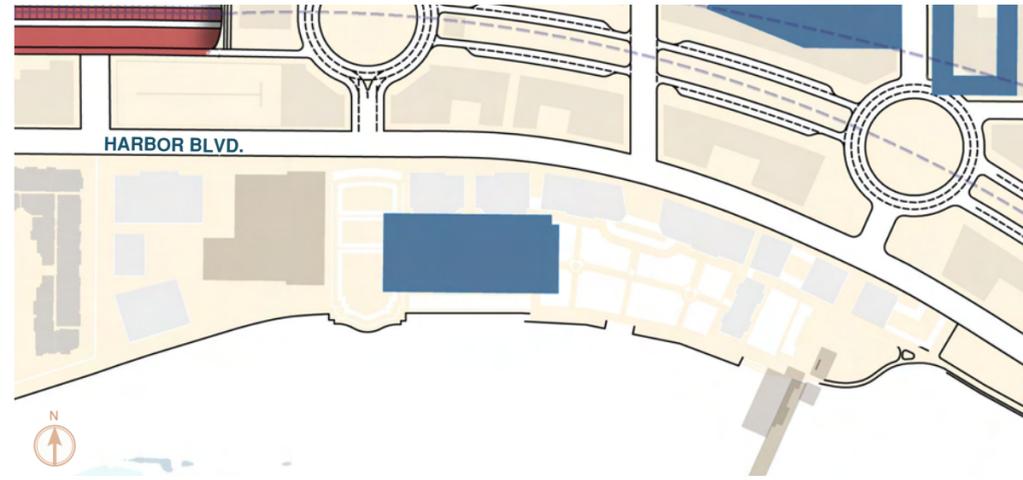
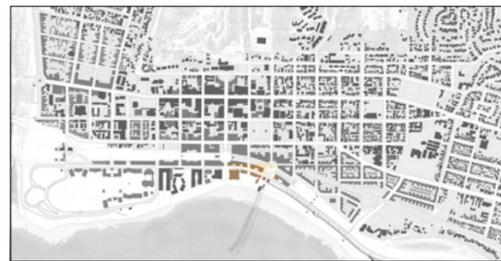


Existing aerial view of Edgewater

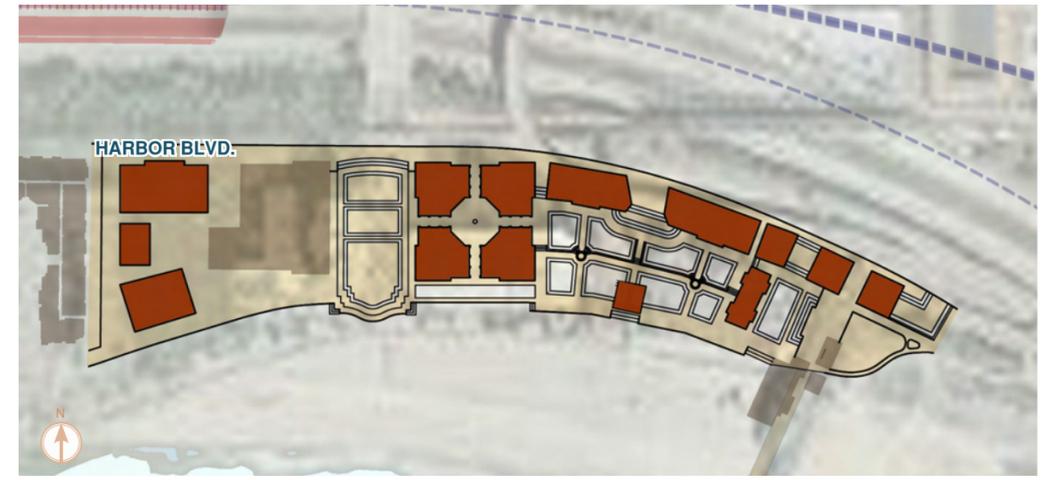
EDGEWATER PROPOSAL

Interconnected public spaces and mixed-use buildings complementing the beachfront and promenade are priorities for Edgewater. The site's "Urban Core" designation mandates a density that can contain such spaces and allows an appropriate mix of uses. Two larger formal spaces and several smaller interstitial spaces promote walkability and create a pleasant place locals and tourists alike.

California Plaza, at the terminus of California St., is better defined by a new hotel across from the existing Crowne Plaza Hotel and by a reconfigured promenade meeting the beach. East of the new hotel, Chestnut Plaza, on axis with Chestnut St., terraces down to a beachfront surfing museum. A conference center and mixed-use retail/office/residential buildings also surround the space. A proposal for smaller Crowne Plaza Suites (which could be added to either the existing Crowne Plaza Hotel or a new Crowne Plaza Hotel, shown here) west of California Street creates small, less-formal courtyards. The sequence of spaces flows from these Crowne Plaza courts, to California Plaza, to the new hotel courtyard, to Chestnut Plaza, to a smaller plaza with access to the pier, with connections to the parallel promenade all along the way. The proposed building program (building usage and area) for Edgewater is based on an already existing proposal.



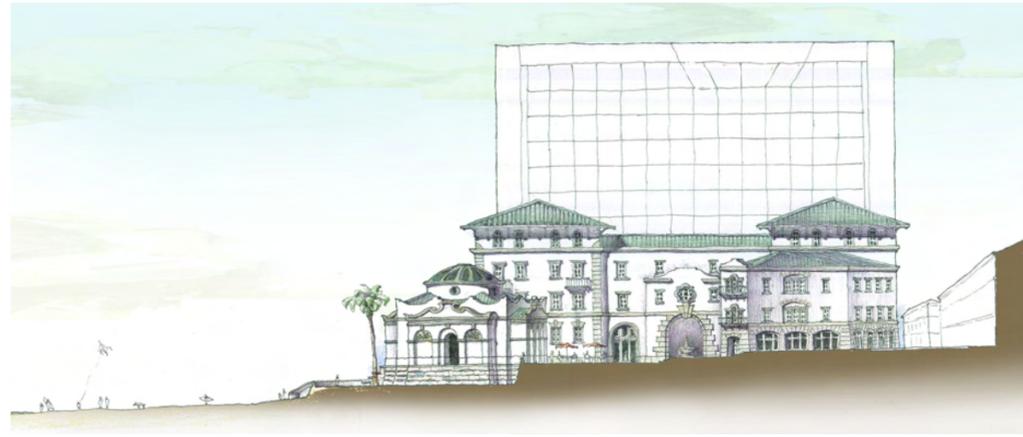
Removed buildings



Proposal overlaid on existing aerial view



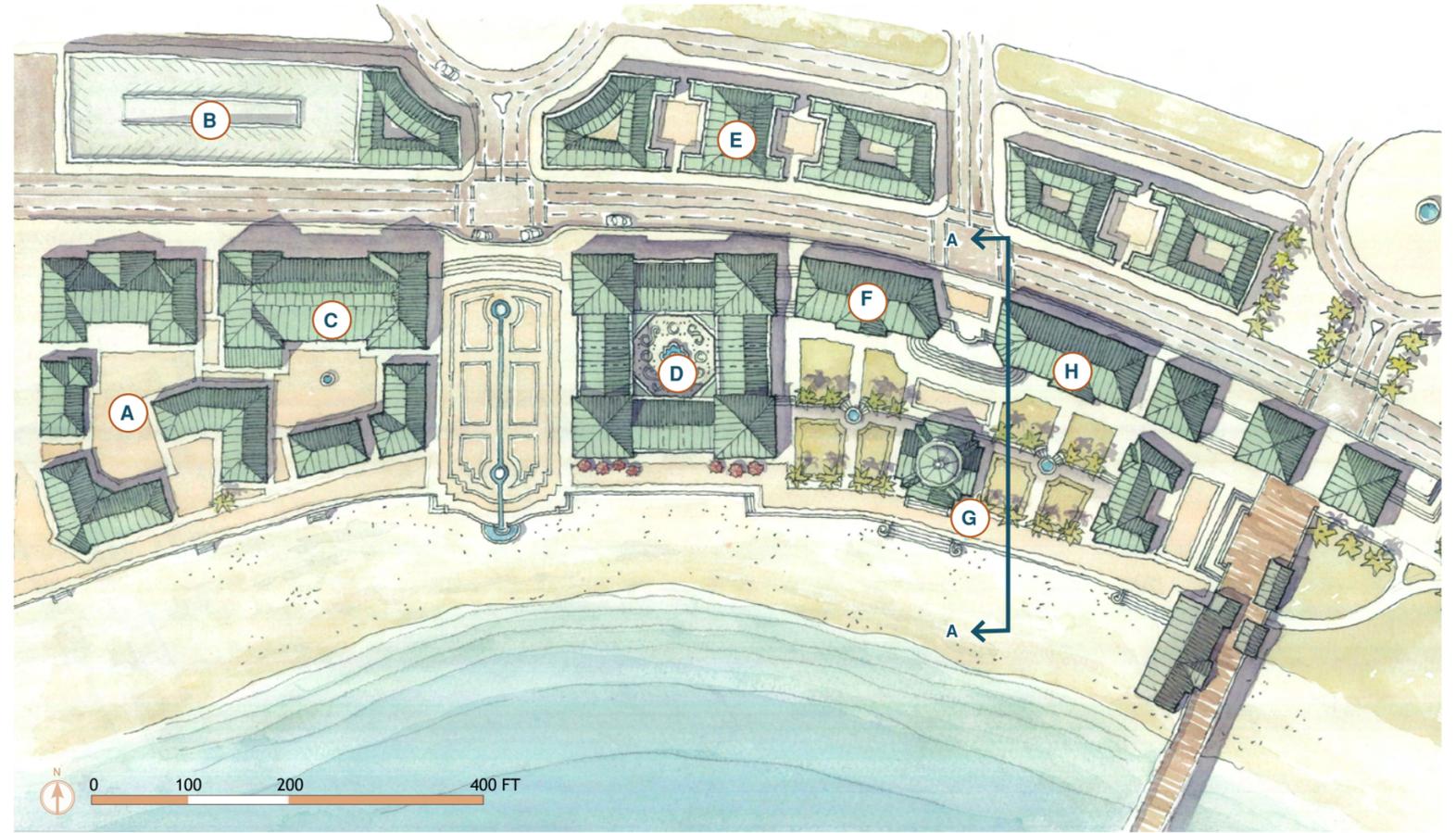
Perspective view of Edgewater (looking east)



Section A-A: Through proposed Chestnut Plaza

BUILDING SQUARE FOOTAGES

A	CROWNE PLAZA SUITES	100,000 SF
B	PARKING STRUCTURE	160,000 SF
C	NEW CROWNE PLAZA HOTEL	160,000 SF
D	NEW HOTEL	122,000 SF
E	MIXED-USE, HARBOR BLVD.	480,000 SF
F	CONFERENCE CENTER	27,000 SF
G	SURFING MUSEUM	4,000 SF
H	MIXED-USE, EDGEWATER	173,000 SF



Proposed plan of Edgewater

DOWNTOWN WEST DEVELOPMENT

New opportunities for residential, commercial, mixed-use development, and public spaces in the Downtown West Neighborhood come from reclaiming land poorly-used for highway on-ramps and making coherent connections between Main Street, Ventura Avenue, Thompson Boulevard, and the new parkway/boulevard replacing the existing SR-33 infrastructure. The proposed Market Hall at the intersection of Main Street and Garden Street becomes the center of an improved street network connecting Downtown and the Ventura Avenue neighborhood.

Estuary overlook platforms in Seaside Wilderness Park, expanded north to Main Street, allow visitors to experience nature without interfering with protected wildlife habitats. An extension of the bike path, connecting the Seaside Wilderness Park trail to Ventura's historic center, creates a pedestrian and bike-friendly environment in the neighborhood, connecting the city to the natural landscape.

ADVANTAGES

- OPPORTUNITIES FOR NEW DEVELOPMENT
- PROXIMITY TO BOTH DOWNTOWN AND VENTURA'S NATURAL SURROUNDINGS

CHALLENGES

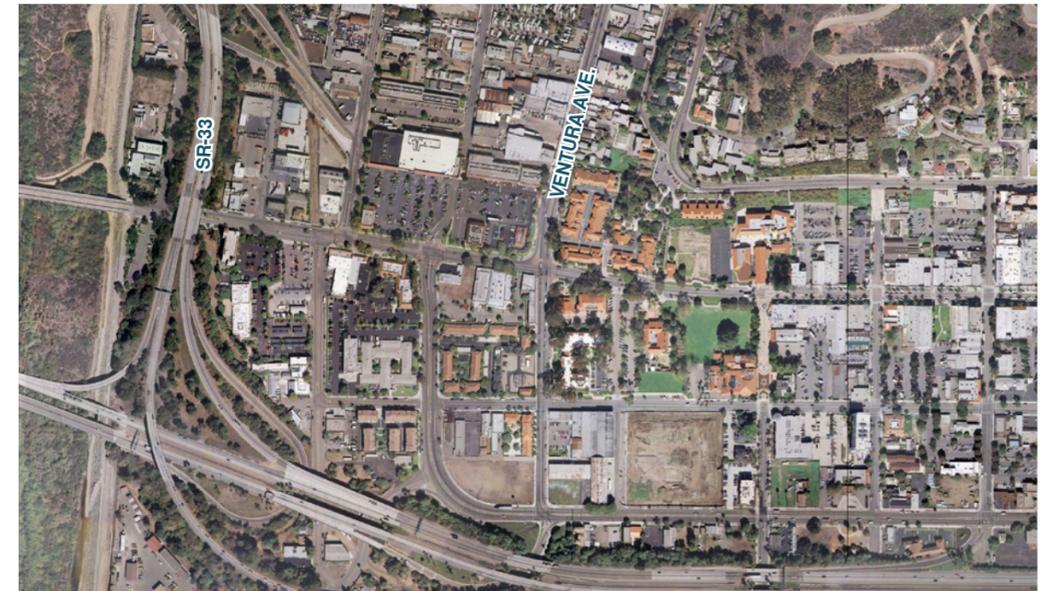
- CREATING AFFORDABLE HOUSING
- PRESENCE OF HIGHWAY INFRASTRUCTURE



Diagram of existing Downtown West



Existing aerial view of SR-33 and Downtown West (looking east)



Existing aerial view of Downtown West



Existing aerial view of US-101 and SR-33 interchanges in Downtown West (looking west)

KEY PROPOSAL POINTS

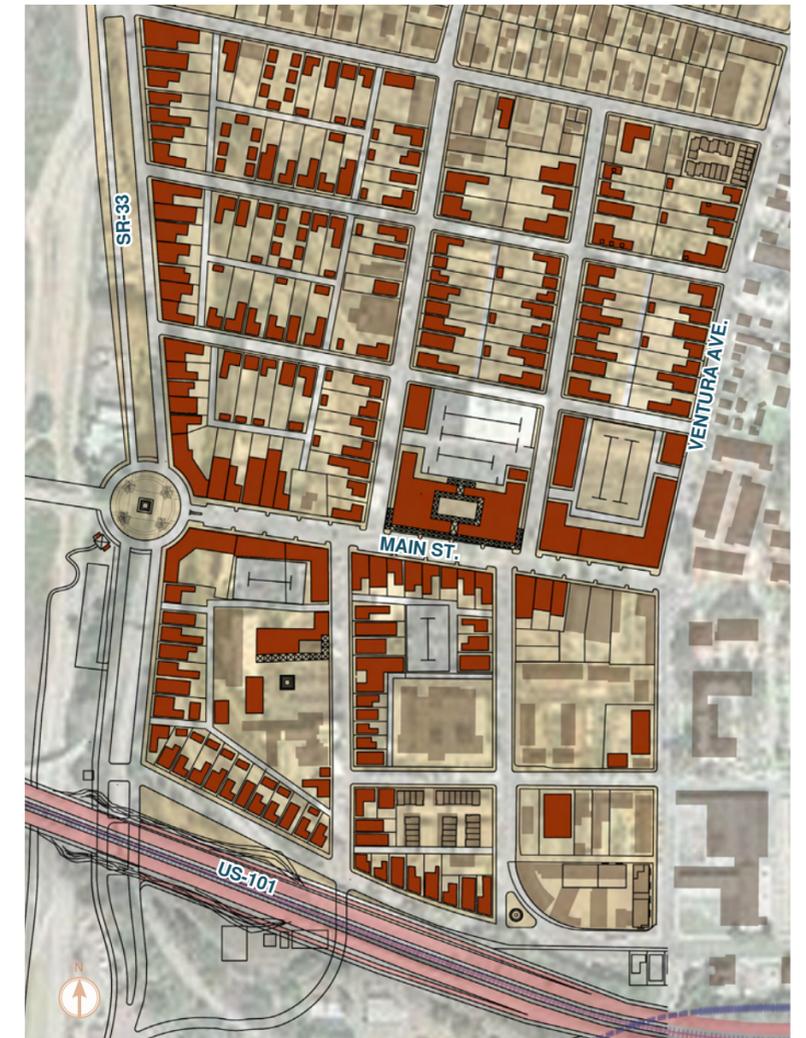
- ESTABLISHES THE NEIGHBORHOOD AS AN ENTRY TO VENTURA FROM THE WEST
- RECLAIMS LAND FROM SR-33 INFRASTRUCTURE FOR NEW REAL ESTATE
- CONNECTS THE CITY AND SEASIDE WILDERNESS PARK



Existing conditions of Mission Plaza Shopping Center

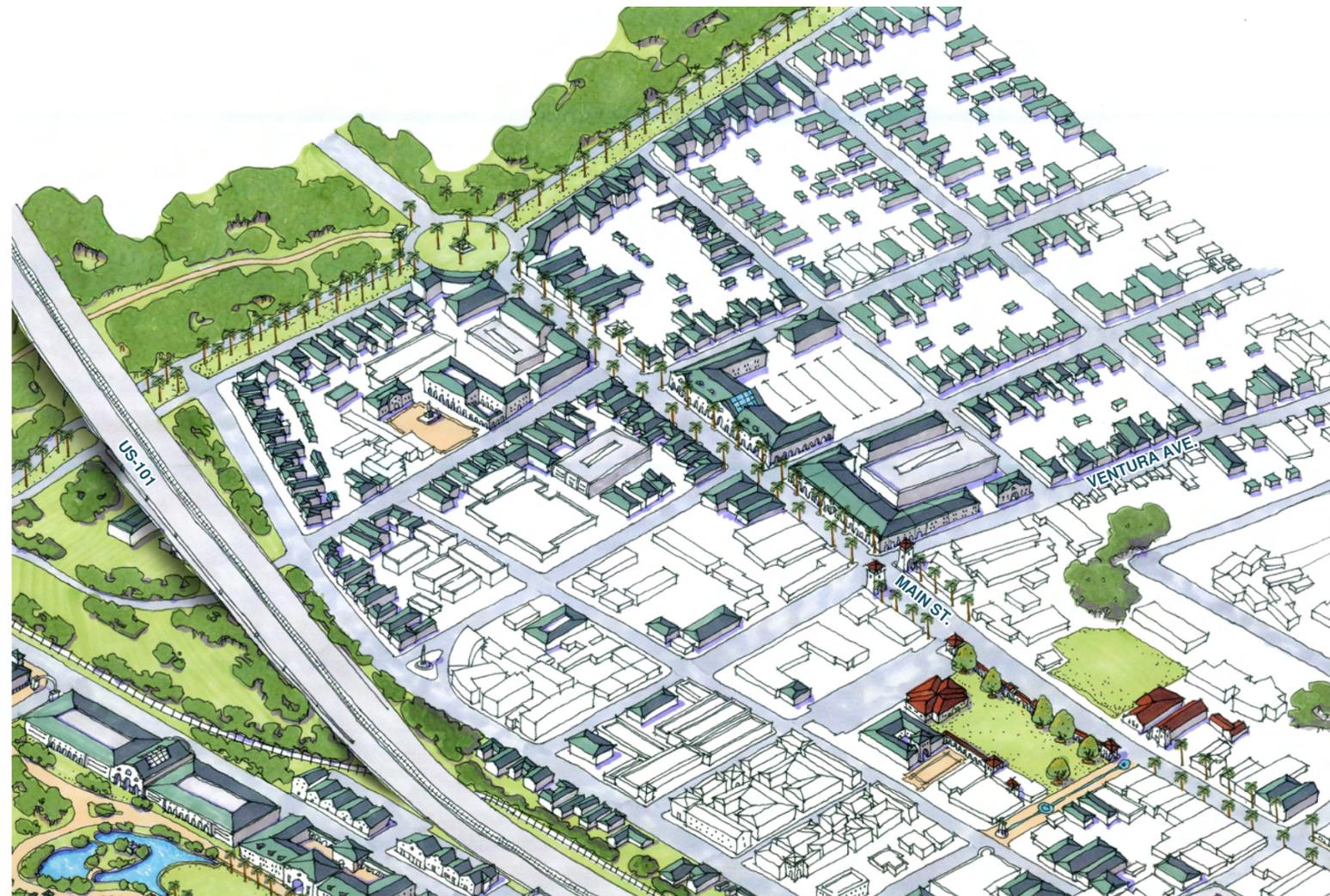


Removed buildings



Proposal overlaid on existing aerial view





Aerial view of proposed Downtown West

- A NEIGHBORHOOD DEVELOPMENT
- B MARKET HALL
- C NEW PARKING STRUCTURES
- D CHOUINARD PLAZA - PATAGONIA
- E NEW STREET

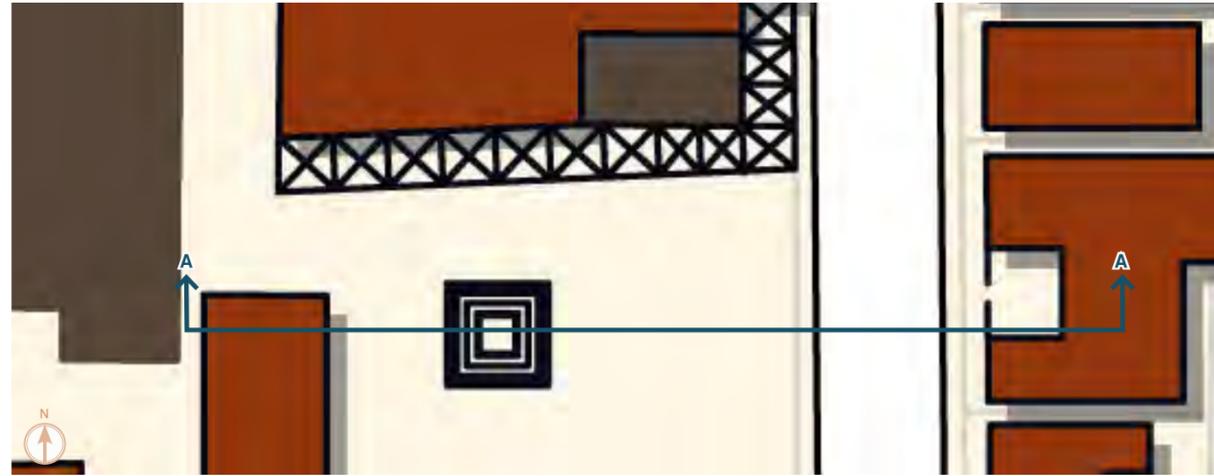


PATAGONIA/MARKET HALL PROPOSALS

Chouinard Plaza, named for Patagonia founder Yvon Chouinard, anchors the proposed expansion of the company's headquarters in Downtown West. The existing Hobson Brothers Meat Packing building, a designated historic landmark, and new Patagonia buildings, including a colonnaded addition around the existing Quonset hut on the north side of the plaza and a new building on the east side of the plaza, define the rectangular plaza.

A new parking garage on the same block serves the Patagonia expansion and the surrounding neighborhood. The entire development promotes Patagonia as a thriving part of Ventura's history and future.

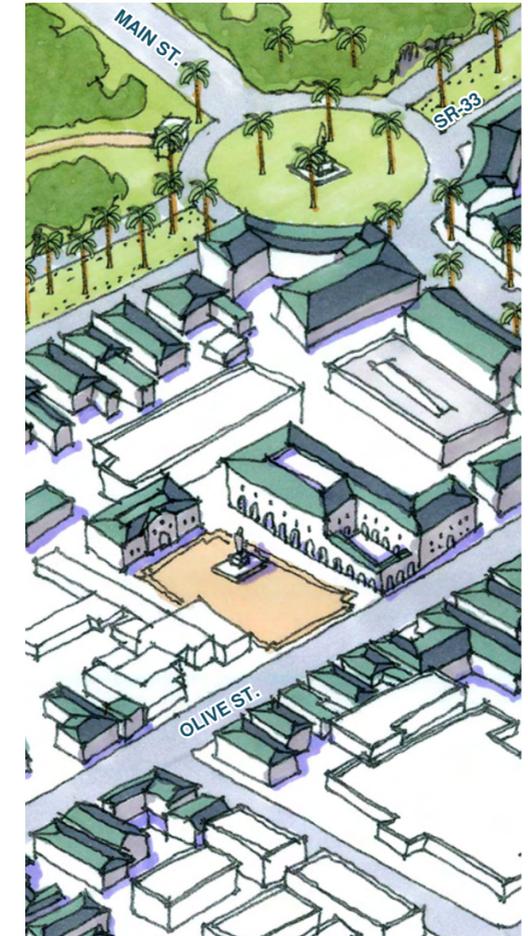
The Market Hall, on the current site of the Vons Supermarket, acts as a commercial anchor for Downtown West. It can house large retail, such as the supermarket and Rite-Aid, as well as smaller retail stores. An arcade shelters pedestrians and allows room for outdoor cafés, bringing life and activity to Main Street. The Market Hall's interior courtyard provides semi-public outdoor space shielded from the street that can be used for special events or outdoor markets. Parking in the lot immediately behind the building supplements a proposed parking garage across Garden Street.



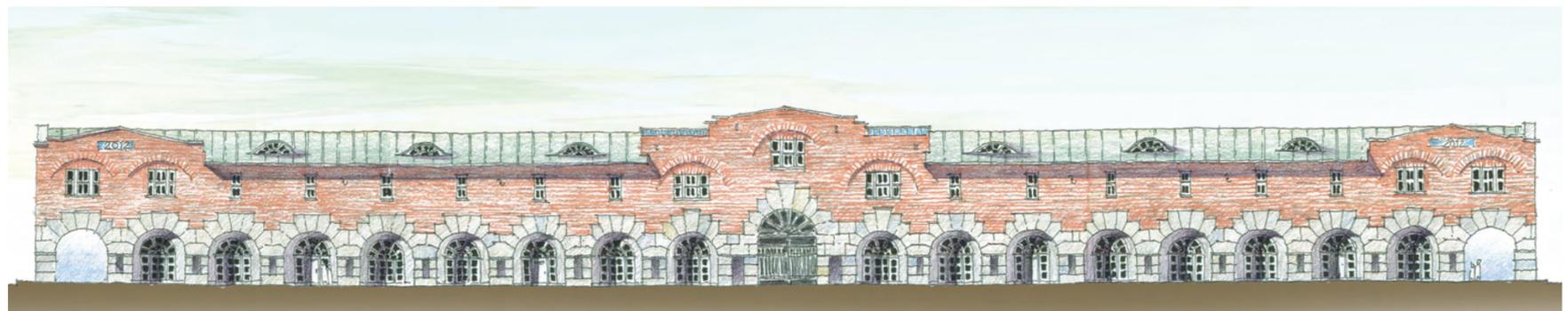
Proposed plan of Patagonia and Chouinard Plaza



Section A-A: Through proposed Chouinard Plaza (looking north)



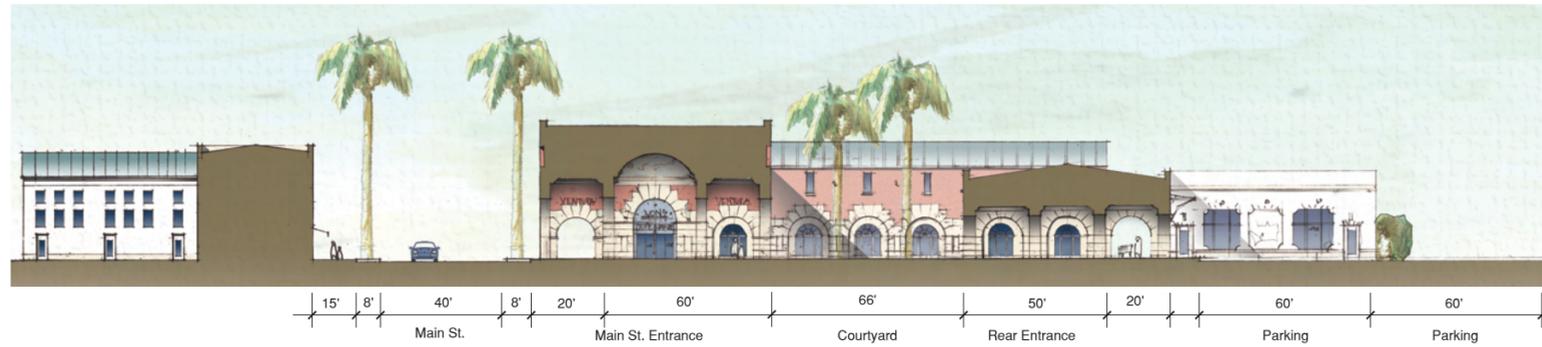
Aerial view of proposed Chouinard Plaza



Elevation of proposed Market Hall



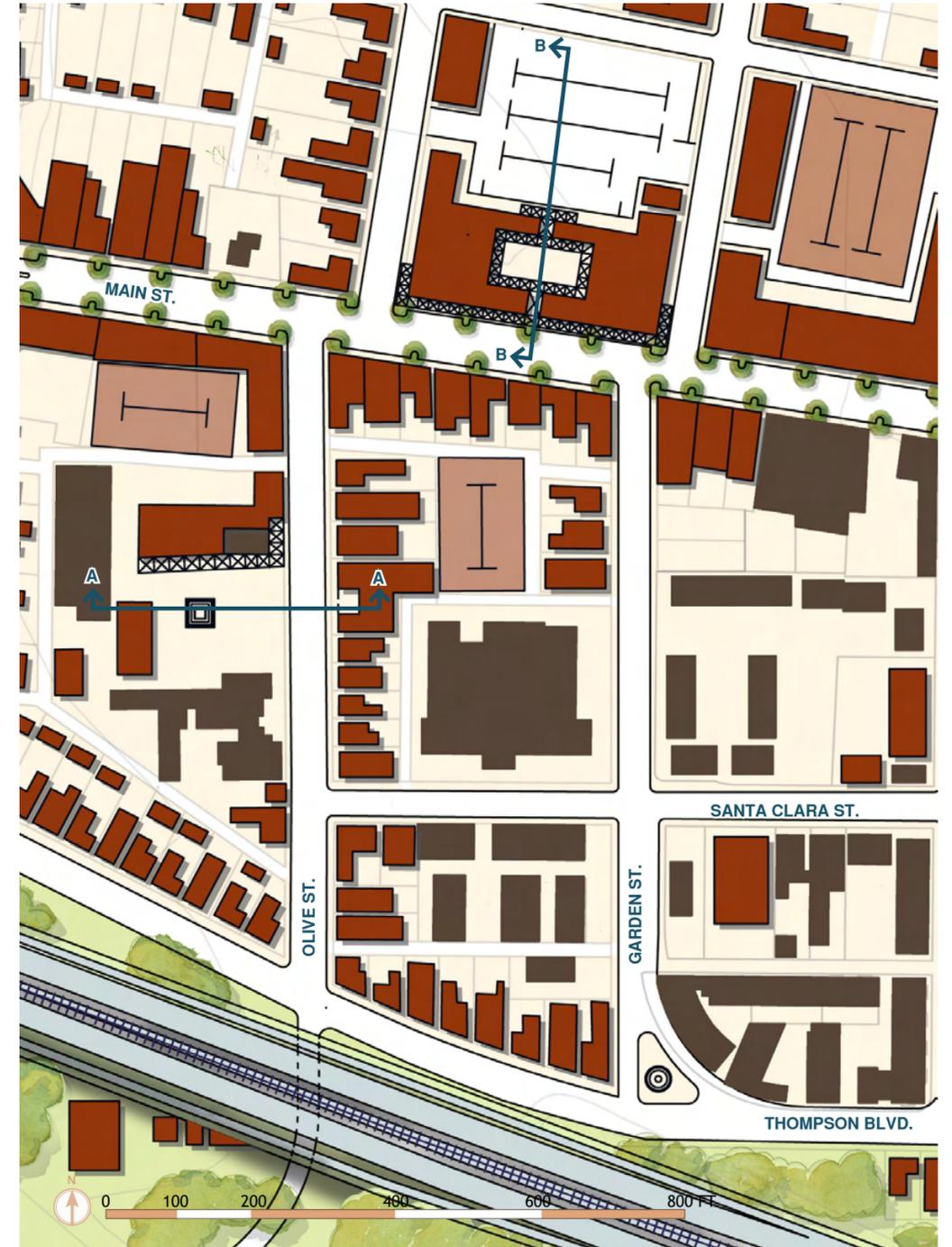
Section B'-B': Existing section through Main St. (looking west)



Section B-B: Through Main St. and proposed Market Hall (looking west)



Aerial view of proposed Market Hall



VENTURA COUNTY FAIRGROUNDS

The fairgrounds' unique location at the edge of the city, on both the beachfront and riverfront, is an opportunity to create a formal transition from the city northeast of the site to the natural landscape west of the site. Proposed permanent mixed-use buildings define Harbor Boulevard and Figueroa Street while accommodating both daily use of the fairgrounds and the annual Ventura County Fair. Moving fairgrounds activities closer to the site's northeast urban edge protects the estuary and expands Seaside Wilderness Park. Permeable surface parking lots at the beach and on the west end of the site help preserve the natural landscape.

ADVANTAGES

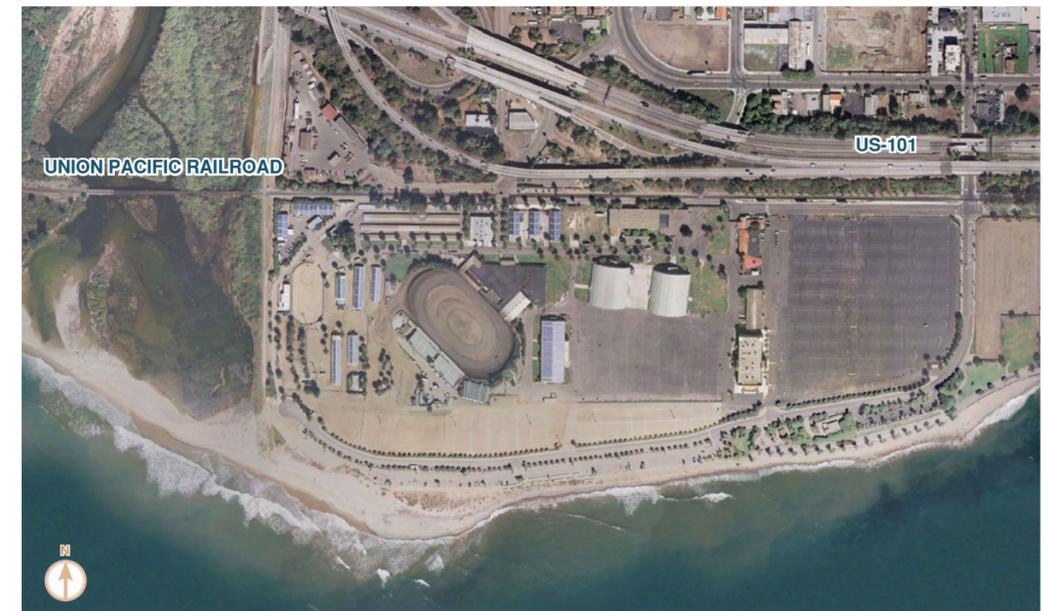
- HOSTS ANNUAL VENTURA COUNTY FAIR
- PRIME BEACHFRONT LOCATION
- SITES FOR LARGE SCALE EVENTS NEAR THE BEACH
- PUBLIC ACCESS TO SURFERS POINT

CHALLENGES

- EXISTING BUILDINGS AND INFRASTRUCTURE INHIBIT FAIRGROUNDS' POTENTIAL
- RECONCILING ANNUAL FAIR ACTIVITIES WITH THE SITE'S DAILY RECREATIONAL POTENTIAL
- SUBSTANTIAL PARKING LOTS USED MINIMALLY
- ABSENCE OF DURABLE HIGH-QUALITY BUILDINGS



Diagram of existing Ventura County Fairgrounds



Existing aerial view of Ventura County Fairgrounds



Existing Quonset hut



Existing Ventura County Fairgrounds entrance



Existing grandstands



Existing parking lot and buildings

FAIRGROUNDS PROPOSAL

KEY PROPOSAL POINTS

- PERMANENT BUILDINGS MEET THE FAIR'S ANNUAL PROGRAMATIC NEEDS
- PARKING WITH SURFACE LOTS AND GARAGES
- GREEN WESTERN EDGE EXPANDS SEASIDE WILDERNESS PARK



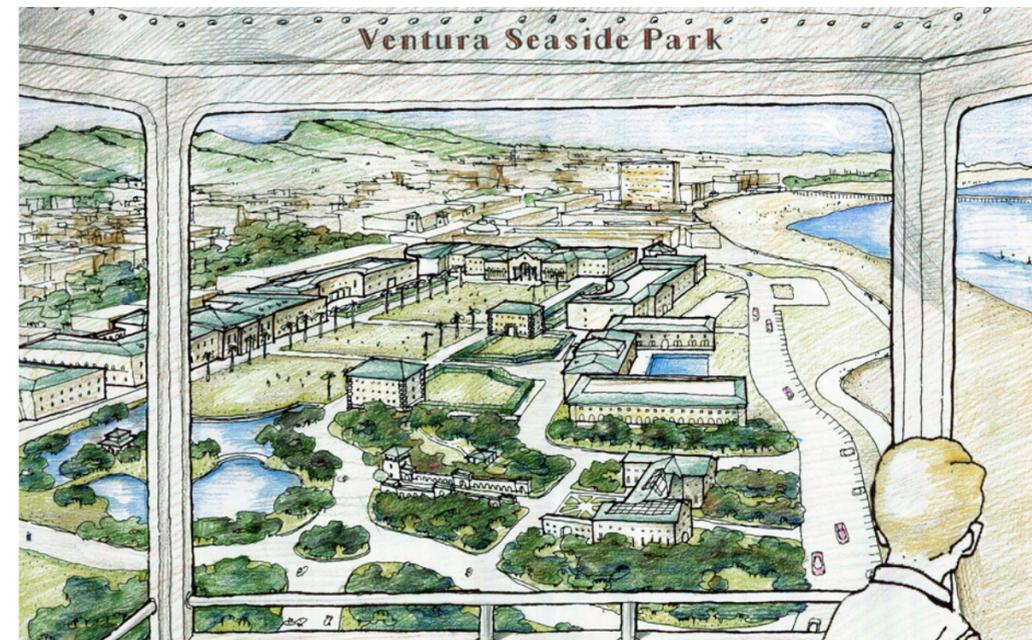
Aerial view of administration buildings



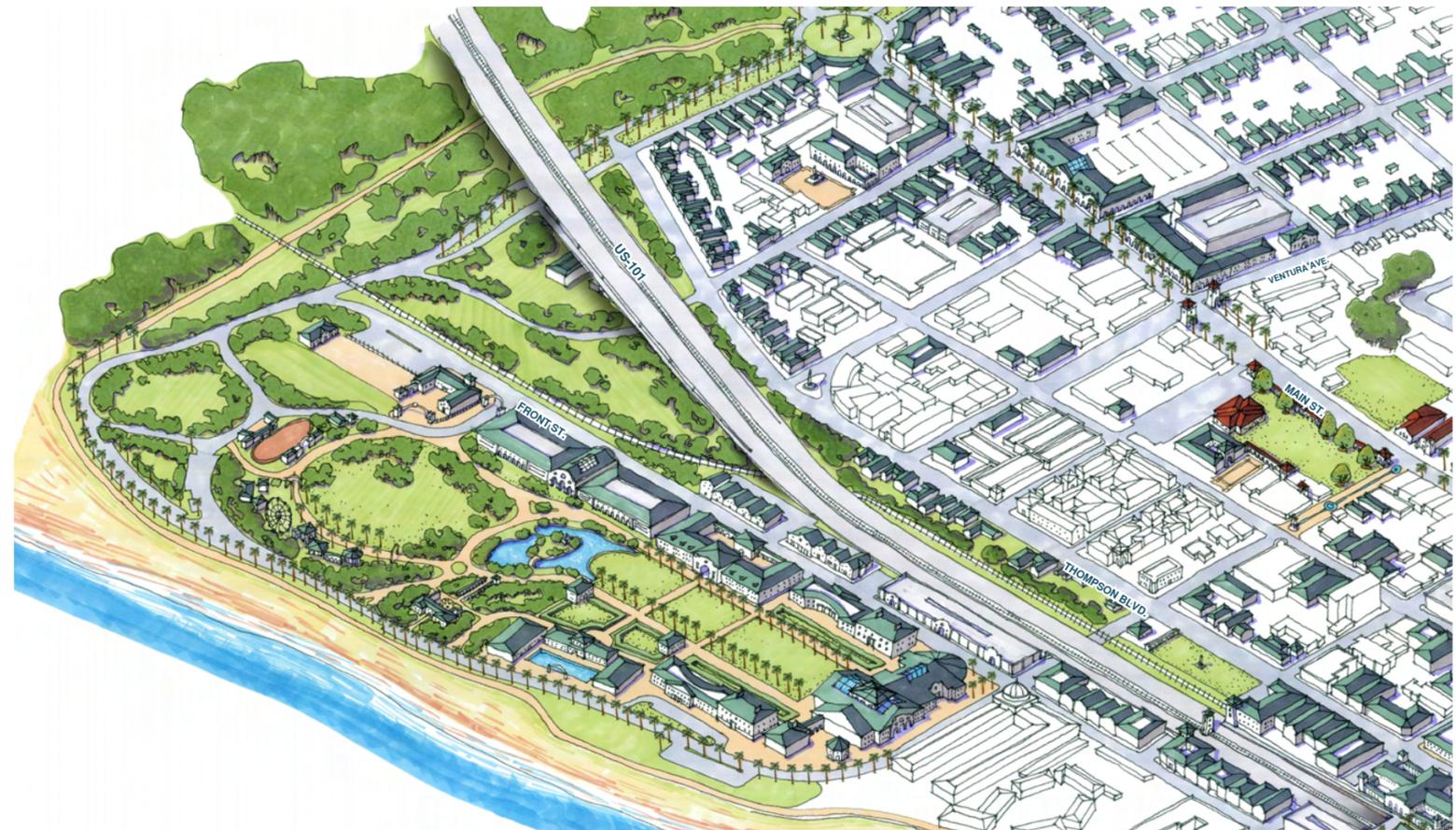
Removed buildings



Proposal overlaid on existing aerial view



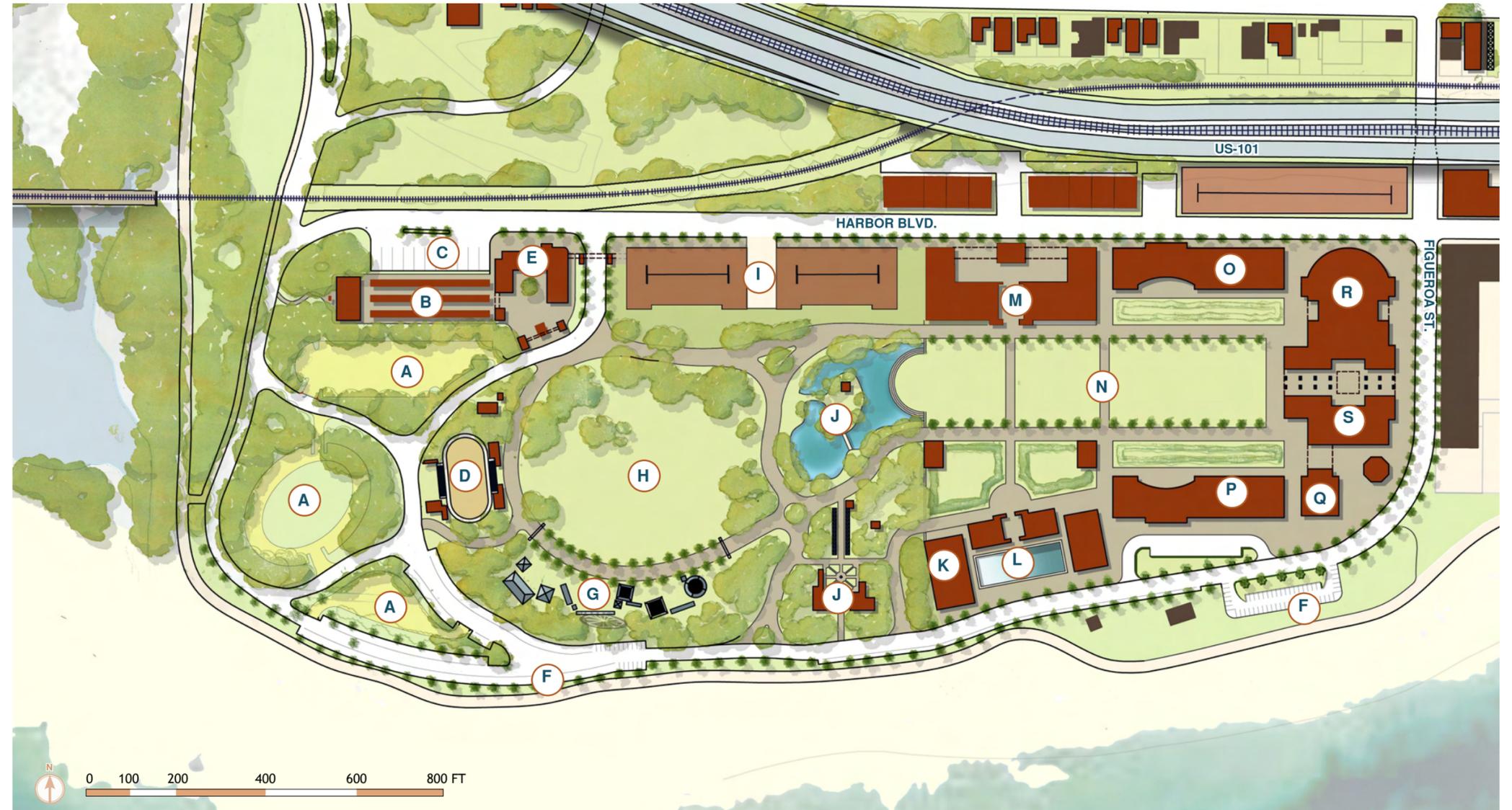
Aerial perspective view of proposed Ventura County Fairgrounds



Aerial view of proposed Ventura County Fairgrounds

FAIRGROUNDS PLAN

- A PARKING (PERMEABLE SURFACE LOTS)
- B LIVESTOCK EXHIBITIONS AND EVENTS
- C CONCESSIONS AND STAGING AREA
- D EQUESTRIAN EXHIBITIONS, EVENTS AND STAGING
- E ANIMAL EXHIBITIONS, EVENTS
- F BEACH PARKING, EVENTS
- G AMUSEMENTS
- H EXHIBITIONS, EVENTS, GROUP USE, PICNIC GROUNDS
- I PARKING GARAGES
- J ARBORETUM AND GARDENS
- K SURFERS PAVILLION
- L SALTWATER POOL AND BEACH HOUSE
- M LARGE EXHIBITION HALL
- N EXHIBITIONS, EVENTS, GROUP USE
- O SAN MIGUEL BUILDING
- P DERBY CLUB, CONFERENCE CENTER, BEACH CONCESSIONS
- Q HOME ARTS PAVILLION
- R EXHIBITIONS, EVENT, GROUP USE, ARENA
- S ADMINISTRATION, SALES, SERVICE



Proposed plan of Ventura County Fairgrounds

DOWNTOWN INFILL

Infill proposals throughout Downtown help to better define the city's streets and public spaces. New buildings define the space anchored by the statue of Father Junipero Serra in front of City Hall and help to celebrate the termination of California Street. More infill south on California Street reinforces the axial connection between City Hall and California Plaza, leading to the beachfront.

ADVANTAGES

- EXISTING NETWORK OF STREETS AND BLOCKS
- MAIN ST. IS AN ESTABLISHED COMMERCIAL CORRIDOR
- CIVIC BUILDINGS, SUCH AS CITY HALL AND THE POST OFFICE, ALREADY IN DOWNTOWN

CHALLENGES

- PROVIDING ADEQUATE PARKING DOWNTOWN
- INCORPORATING PARKS AND GREEN SPACE
- FILLING IN VACANT LOTS
- REALIZING A MIX OF USES AND PROVIDING RESIDENTIAL OPPORTUNITIES DOWNTOWN

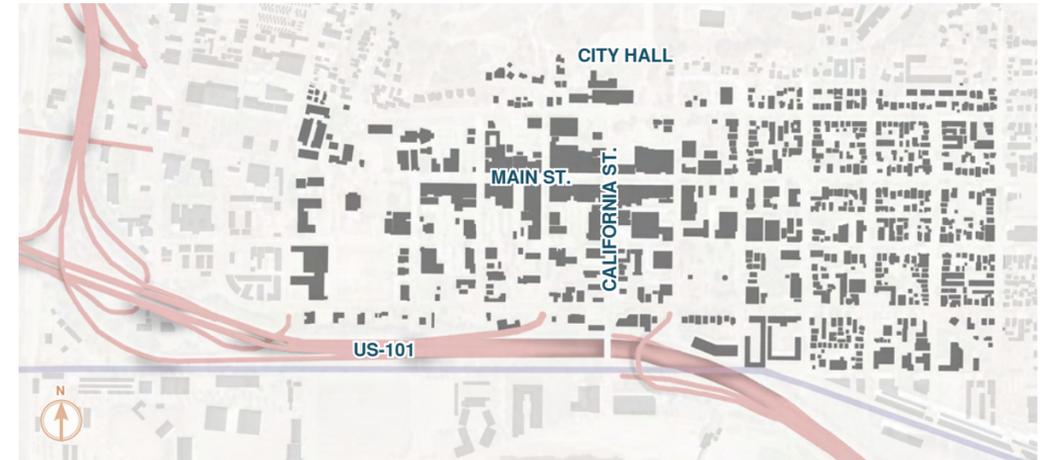


Diagram of existing Downtown infill site area



Existing aerial view of Downtown infill site area



North end of California St.



Plaza Park



Top Hat



Mission Park

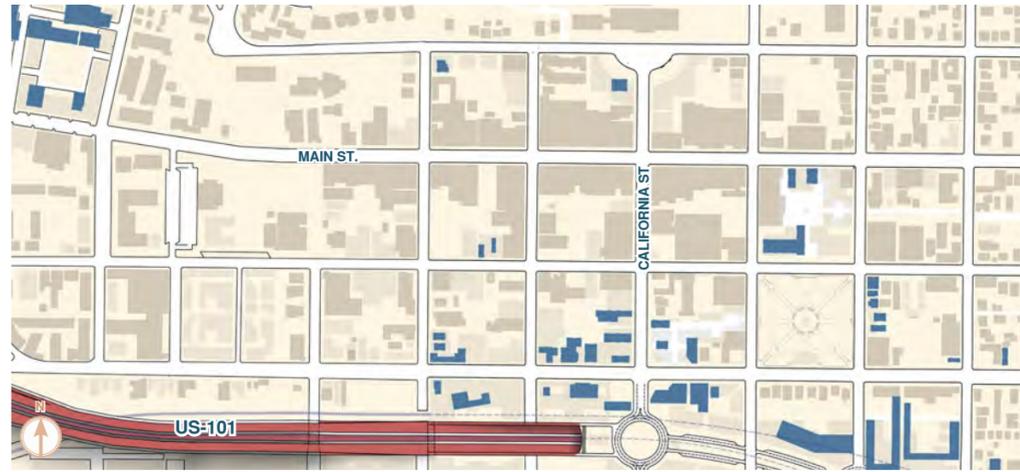
DOWNTOWN INFILL PROPOSAL

An arcade along Main Street at Mission Park defines the street and links it to the plaza terminating Figueroa Street. Arcade pavilions visually connect the park to Downtown West.

Two proposed paseos create spaces internal to several city blocks and provide pedestrian-friendly connections between Main Street, California Street, Plaza Park, and Cabrillo Middle School.

Parking structures on sites identified in the *Downtown Specific Plan* and on new real estate created by re-routing the railroad address the city's need for additional parking in the historic center.

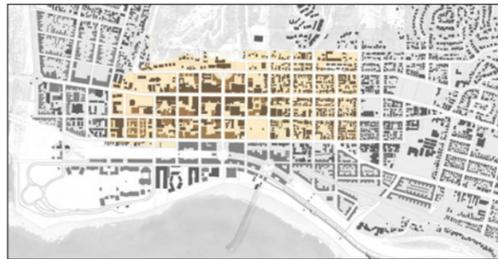
Relocating the Top Hat from its present location to Oak Street allows additional infill on Main Street while preserving a beloved local landmark.



Removed buildings



Proposal overlaid on existing aerial view



Aerial view of Downtown

DOWNTOWN INFILL PLAN



Proposed plan of Downtown

- | | |
|---------------------|--------------------------|
| A MISSION PARK | E PLAZA PARK |
| B RELOCATED TOP HAT | F NORTH PASEO |
| C CALIFORNIA ST. | G VENTURA HISTORY MUSEUM |
| D WEST PASEO | |

PLAZA PARK AND PASEO PROPOSAL

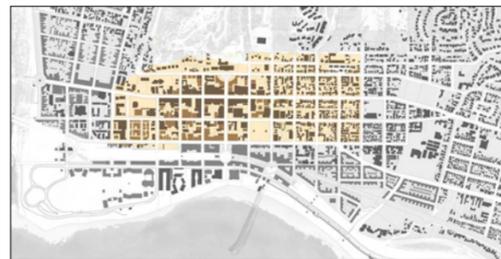
A new path, marked by four local plant species, circumscribes the park's interior, allowing visitors to detour and explore while protecting one of California's largest Moreton Bay fig trees at the northwest corner of the park. A central fountain surrounded by steps becomes a new public gathering space. The proposed Ventura History Museum is a new destination to attract visitors to the park. Three-to-four-story buildings around the park better define the space.

The north paseo's large central public space engages pedestrians from several directions -- Lincoln Elementary School to the east, Chestnut Street to the west, Main Street to the north, and Plaza Park to the south. The size and form of the paseo can accommodate both civic functions -- such as a theater or post office -- and commercial functions.

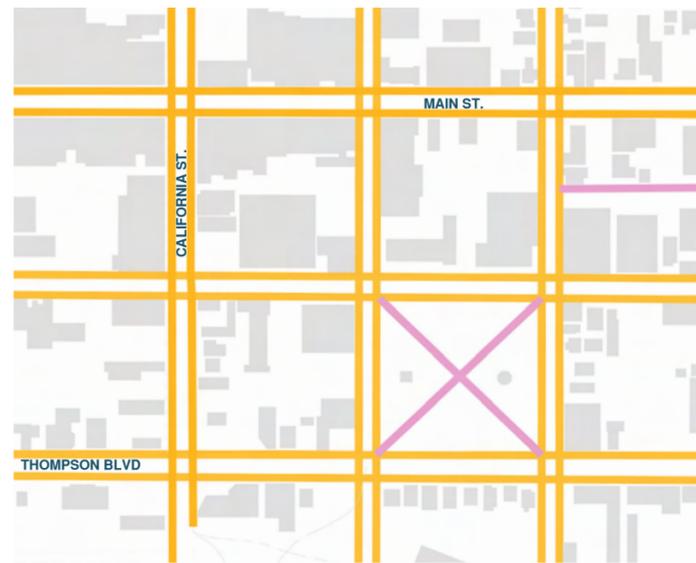
The west paseo is a sequence of courtyards and corridors linking Plaza Park to California Street. Two-story buildings face Plaza Park and connect pedestrians west to a department store on California Street.



Perspective view of paseo



Plan of proposed Plaza Park, with adjacent paseos and shopping corridor

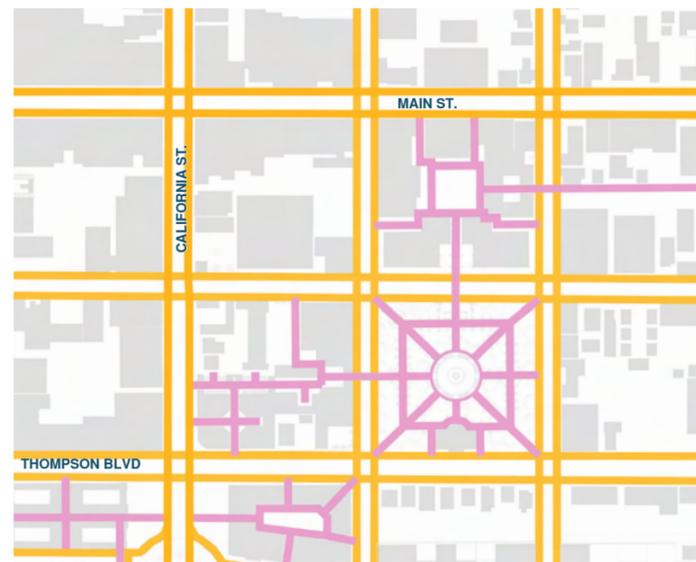


Existing walkability diagram

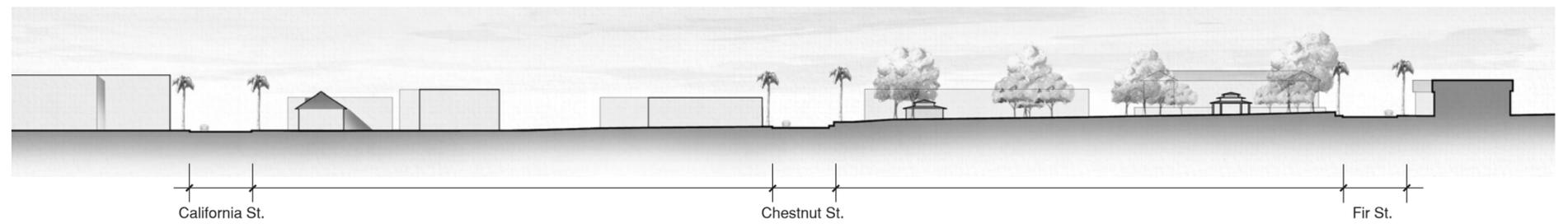
- PRIMARY PEDESTRIAN PATH
- SECONDARY PEDESTRIAN PATH



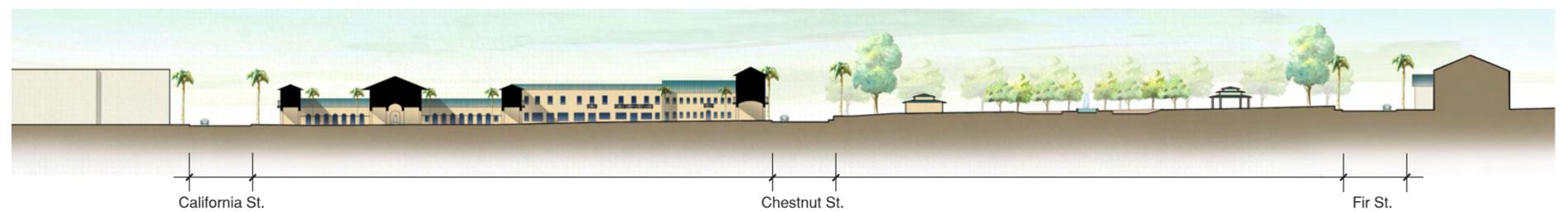
Aerial view of Plaza Park with proposed paseos



Proposed walkability diagram

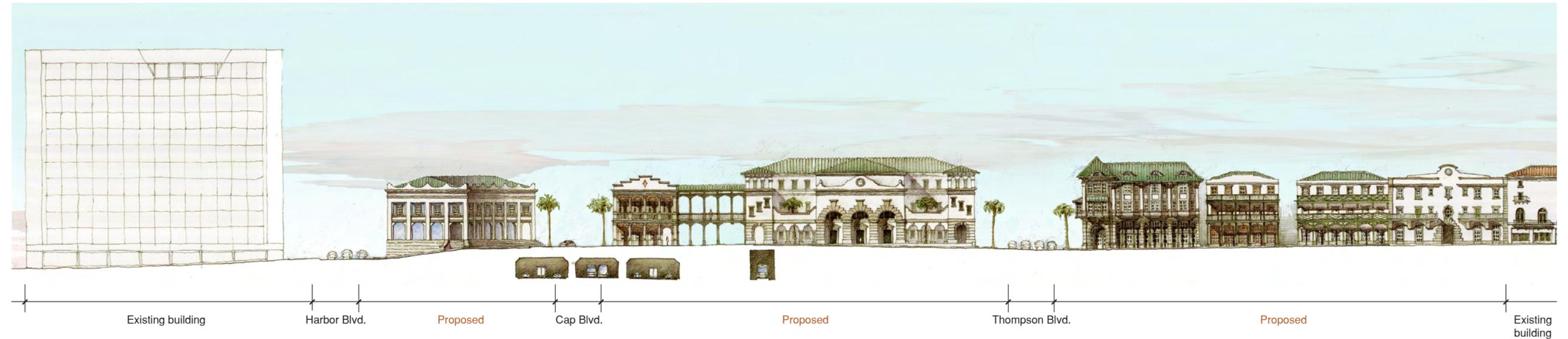


Section A-A: Through existing Plaza Park (looking north)



Section A-A: Through proposed Plaza Park and west paseo (looking north)

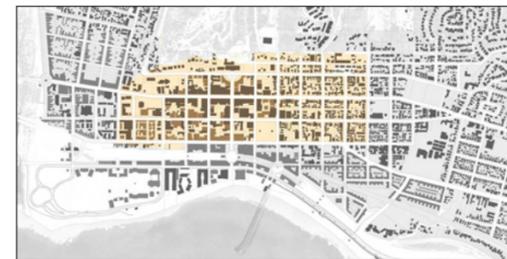
CALIFORNIA STREET IMPROVEMENTS



Section along California St., showing several proposed new elevations (looking west)

PROPOSAL KEY POINTS

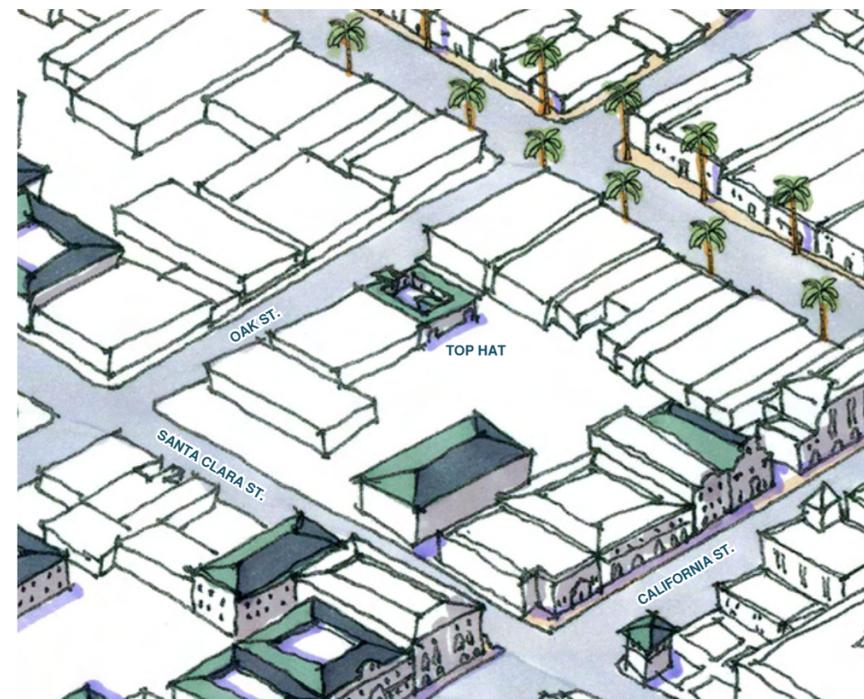
- FILLING VACANT LOTS ALONG CALIFORNIA ST.
- LOCATING CIVIC BUILDINGS WITH PROMINENT CALIFORNIA ST. ADDRESSES
- NEW BUILDINGS INTEGRATED WITH EXISTING BUILDINGS



Aerial view of California St. traffic circle



Aerial perspective of California St. traffic circle



Aerial view of the new Top Hat location



Perspective view of the new Top Hat

TRIANGLE NEIGHBORHOOD

Rising on the plateau above US-101, the Triangle Site has one of the city's best views of both the Pacific Ocean and Ventura's coastal agricultural plain, yet the site and its adjacent existing neighborhood remain under-developed. Cut off from the city by the railroad and topography, the site is an untapped resource for reconnecting the city to the ocean.



Existing site from Joe's Crab Shack (looking west)



View of existing site from pedestrian bridge (looking east)



Ash St. connecting the Triangle Site to Downtown (looking north)

ADVANTAGES

- SITE OFFERS EXCELLENT OCEAN AND CITY VIEWS
- LOCATION BETWEEN DOWNTOWN, MIDTOWN, AND THE BEACH

CHALLENGES

- ISOLATION FROM THE REST OF THE CITY
- ADJACENT RAILROAD CURRENTLY ACTS AS A BARRIER TO THE EXISTING STREET NETWORK
- US-101 CUTS THE SITE OFF FROM THE BEACH
- UNDER-DEVELOPED SITE

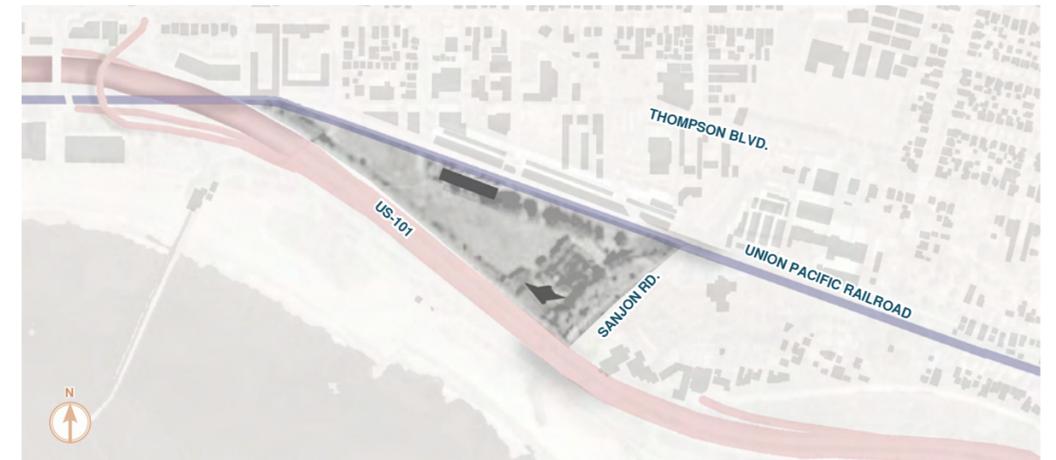


Diagram of existing Triangle Site

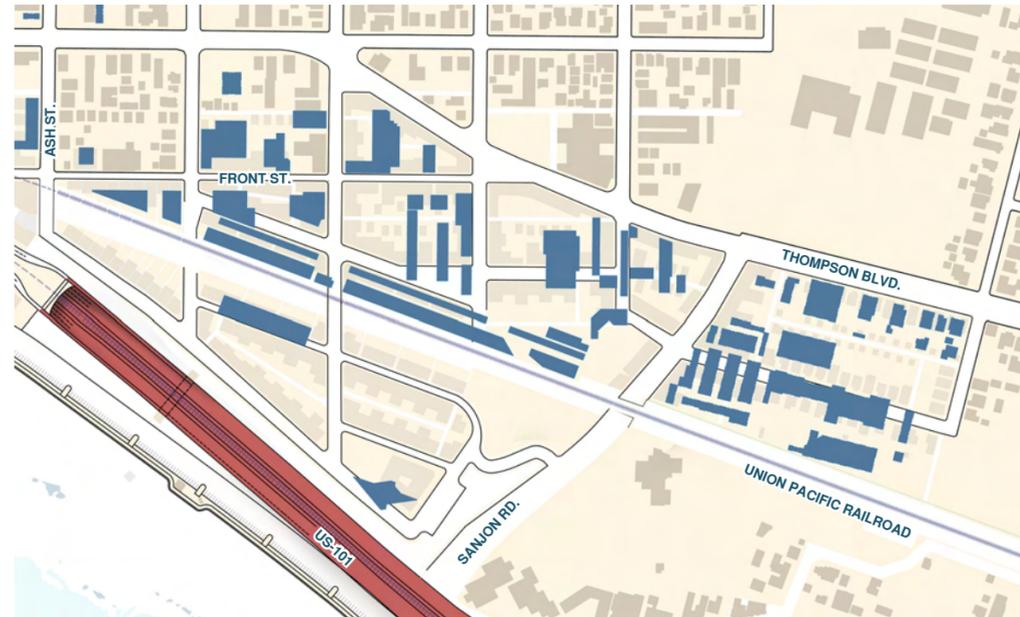


Existing aerial view of Triangle Site

TRIANGLE NEIGHBORHOOD PROPOSAL

The Triangle neighborhood proposal preserves existing views to the ocean by extending and unblocking the existing north-south street grid through the site. Proposed multi-story lofts throughout the neighborhood can be adapted for various uses, and existing warehouses can also be converted into lofts, serving residents of all incomes, artisans, and visitors who wish to rent condos.

A fieldhouse with an observation tower on the southeast corner of the bluff becomes an iconic image of Ventura for those arriving from the south.



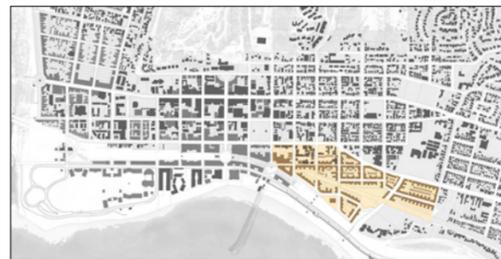
Removed buildings



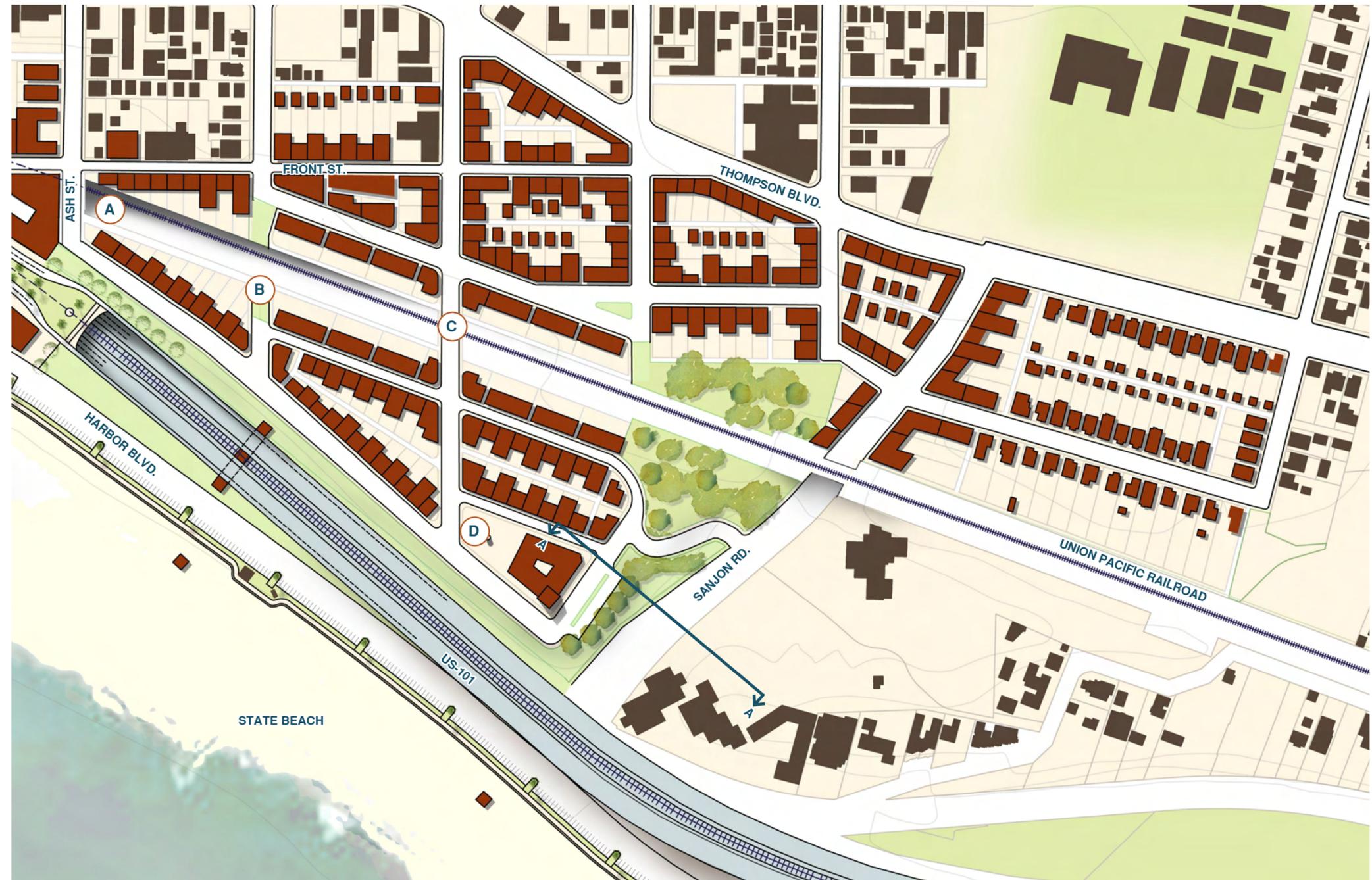
Proposal overlaid on existing aerial view



Aerial view of the Triangle neighborhood



TRIANGLE NEIGHBORHOOD PLAN

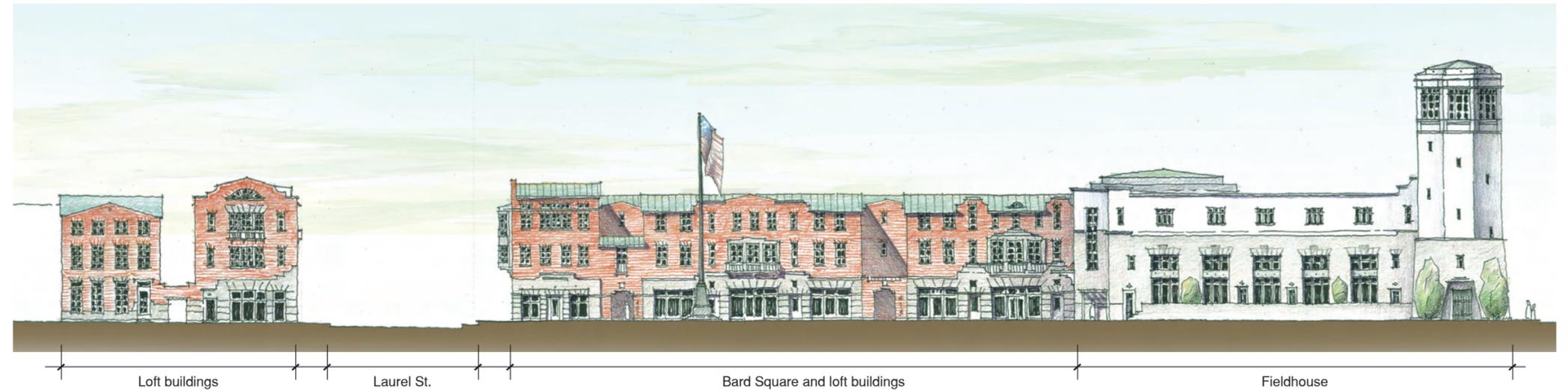


- A EAST END OF RAILROAD TUNNEL
- B KALORAMA ST. VIEW CORRIDOR
- C LAUREL ST. AT-GRADE CROSSING
- D BARD SQUARE AND FIELDHOUSE

Proposed plan of Triangle neighborhood

TRIANGLE NEIGHBORHOOD BLUFF AND BARD SQUARE

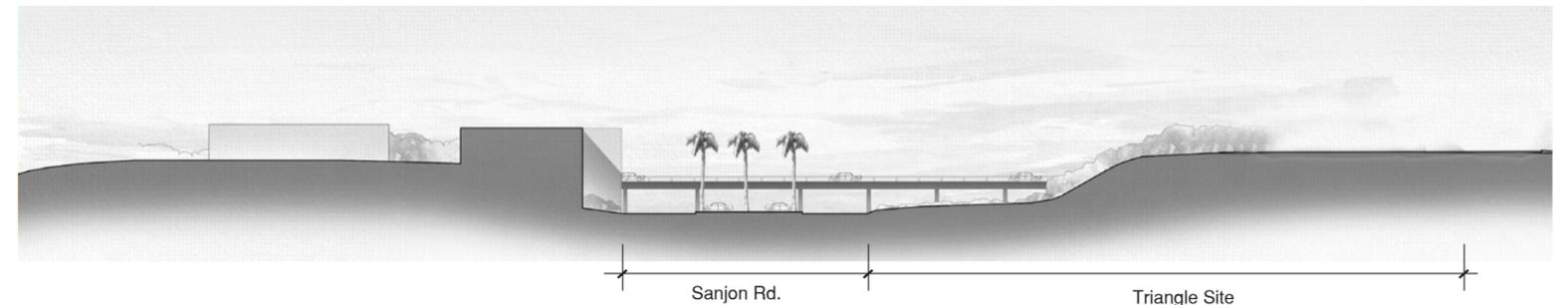
Bard Square, named for U.S. Senator and Ventura County founder Thomas R. Bard, is a new plaza with excellent views of the beach and the city. It is formed by loft buildings and an athletic fieldhouse serving the Triangle neighborhood and the city. The fieldhouse's observation tower offers panoramic views of the surrounding city and landscape and serves as a new icon for Ventura.



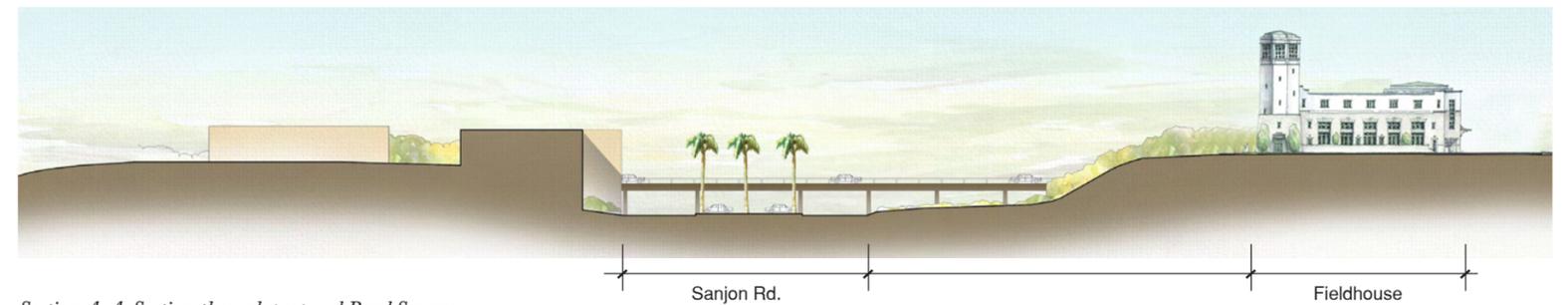
Elevations of proposed Triangle neighborhood lofts, fieldhouse and Bard Square



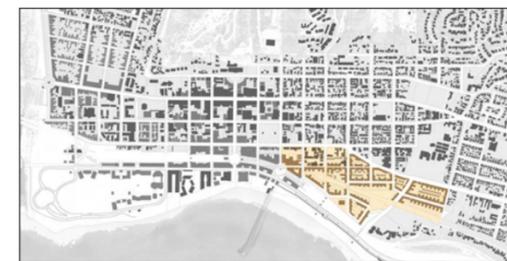
Aerial view of Bard Square and the fieldhouse



Section A-A: Existing section through Triangle Site

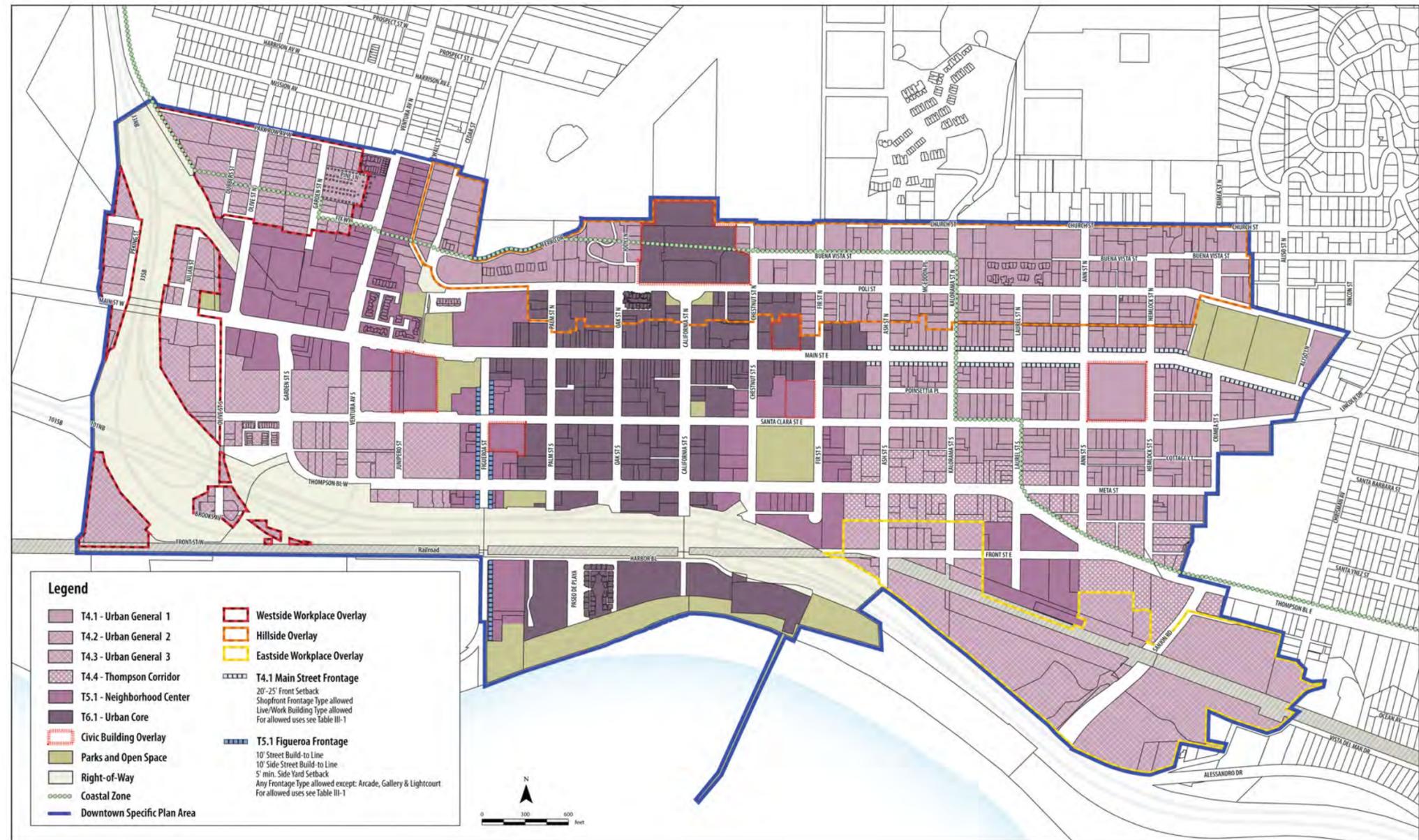


Section A-A: Section through proposed Bard Square



APPENDICES

APPENDIX I: EXISTING REGULATING PLAN



From the City of San Buenaventura Downtown Specific Plan, March 2007

APPENDICES

APPENDIX II: VENTURA CHARRETTE - 27 SEPTEMBER - 02 OCTOBER 2009

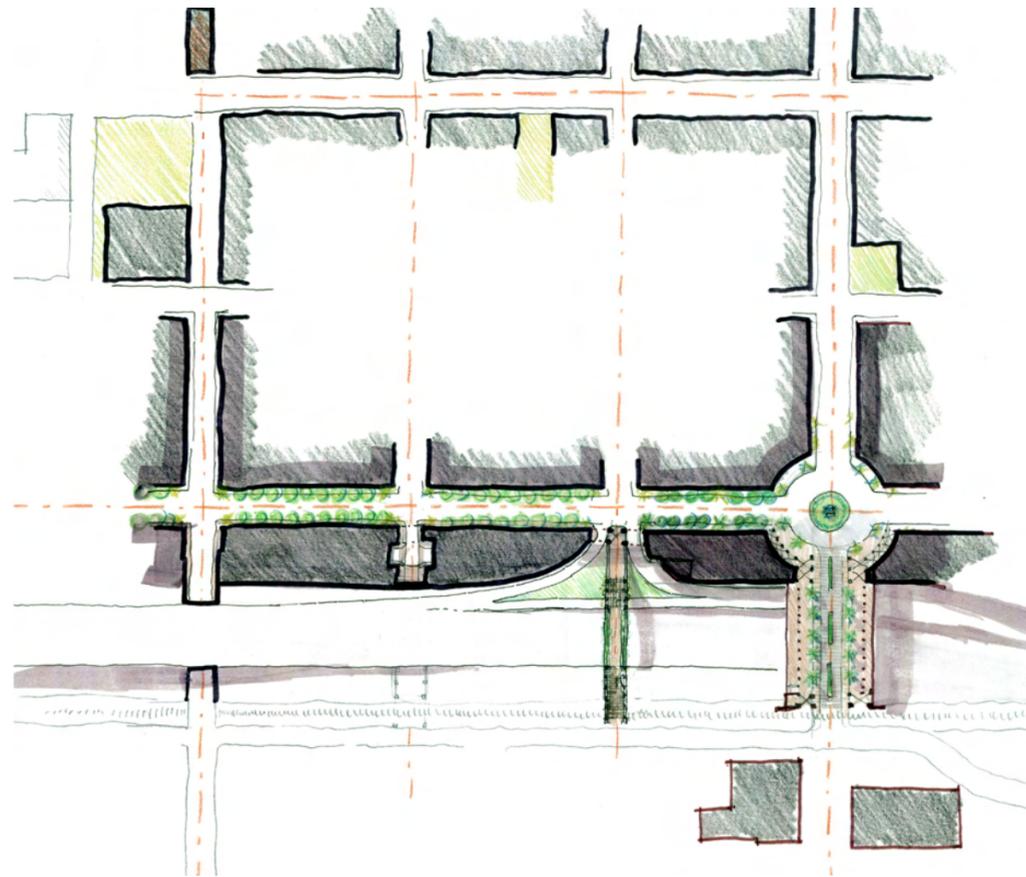
For the Notre Dame Urban Design Studio, the six-day charrette in Ventura was an introduction to the city's urban and infrastructural challenges and assets. An intensive tour of Ventura's historic center, daily meetings with the public and elected officials, and the students' experiences working in the city all informed the proposals shown here.

INSTITUTIONAL SPONSOR: The City of San Buenaventura

CHARRETTE VENUE: Ventura Ventures Technology Center
505 Poli Street, 3rd Floor
Ventura, California



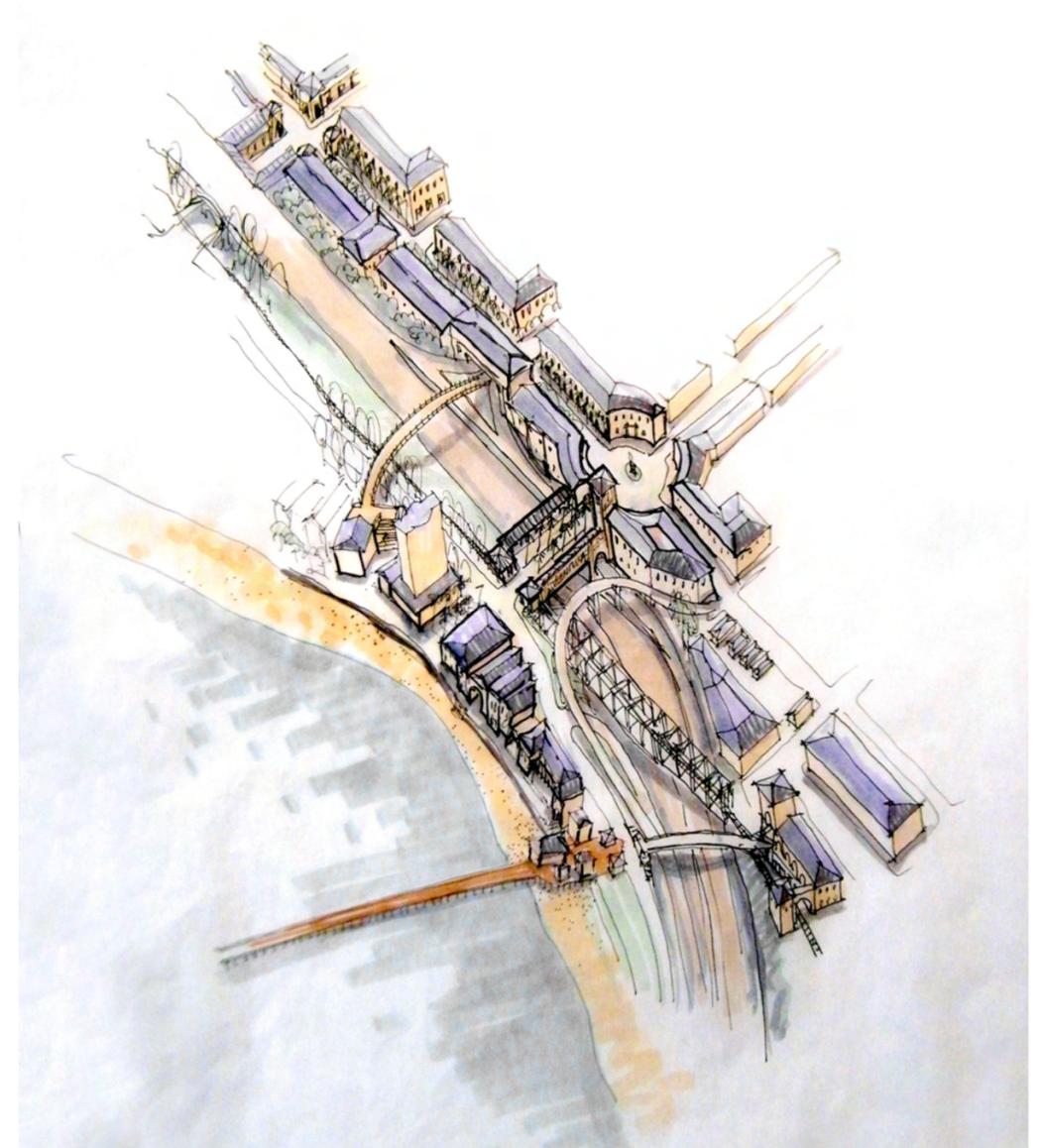
SPATIAL HIGHWAY CAP



Section of US-101 cap at California St.

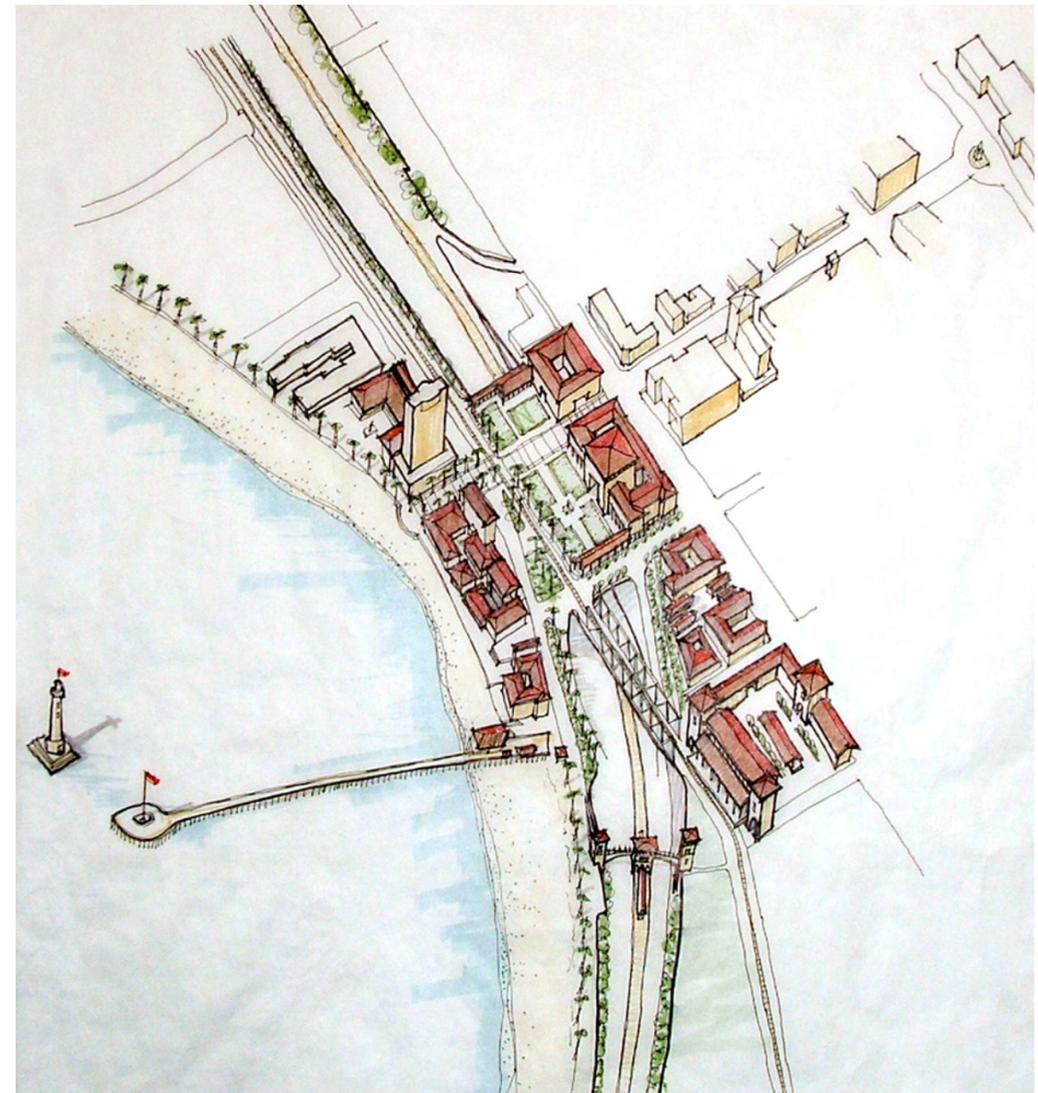
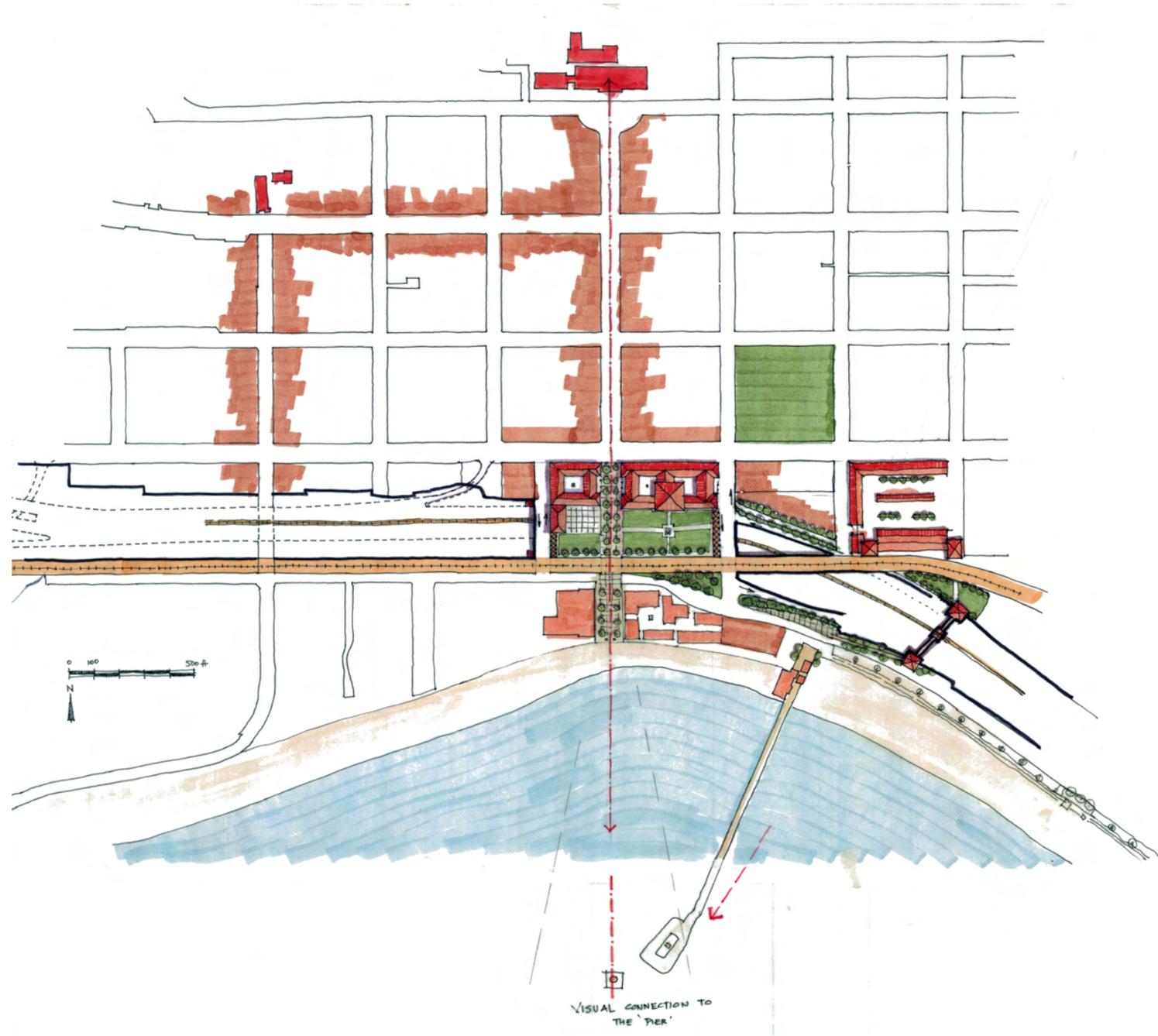


Proposed street elevations on Thompson Blvd. at California St.

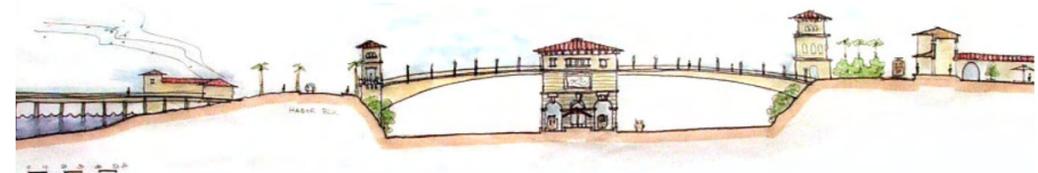


Axonometric view of spatial highway cap

SMALL HIGHWAY CAP

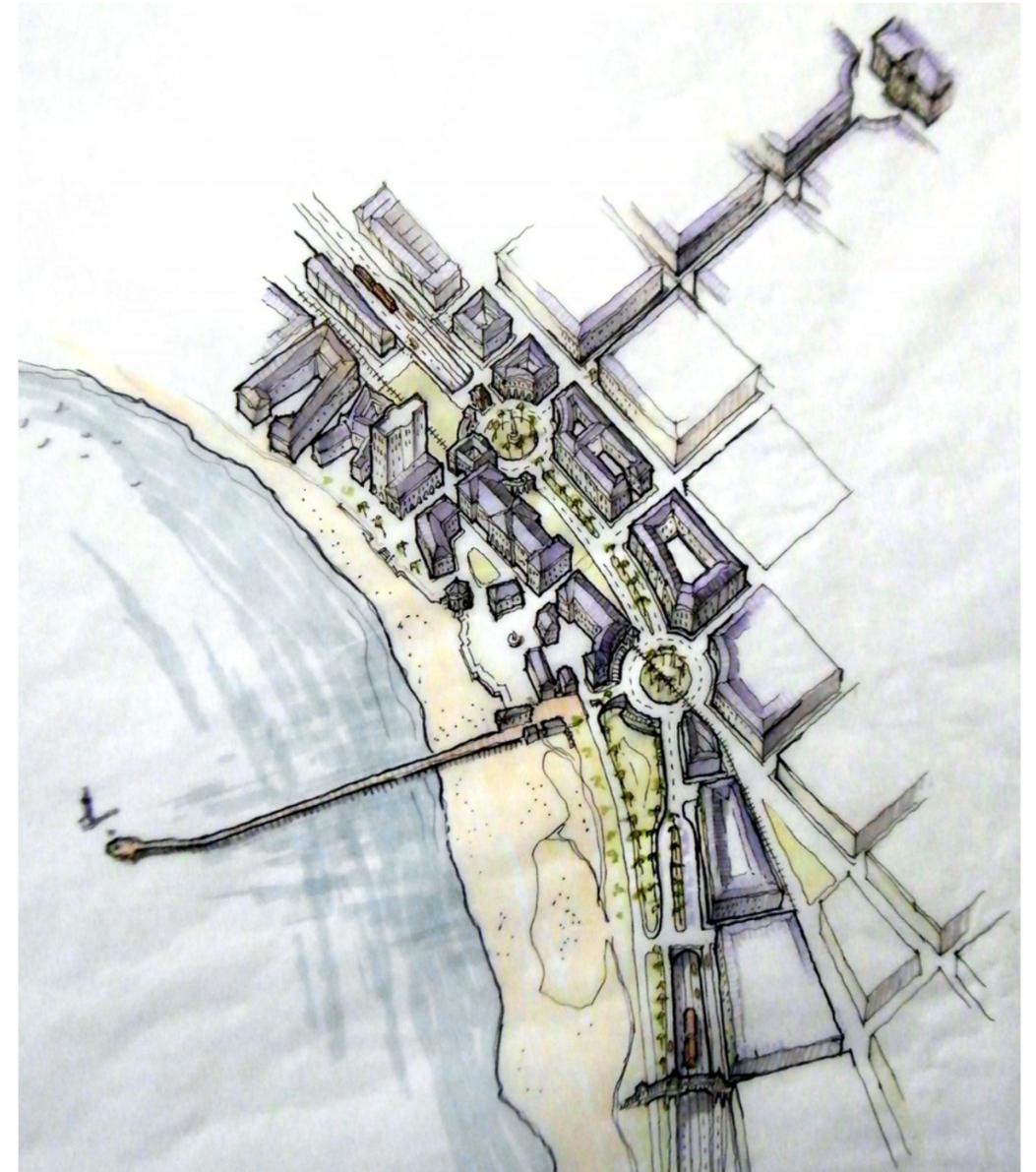
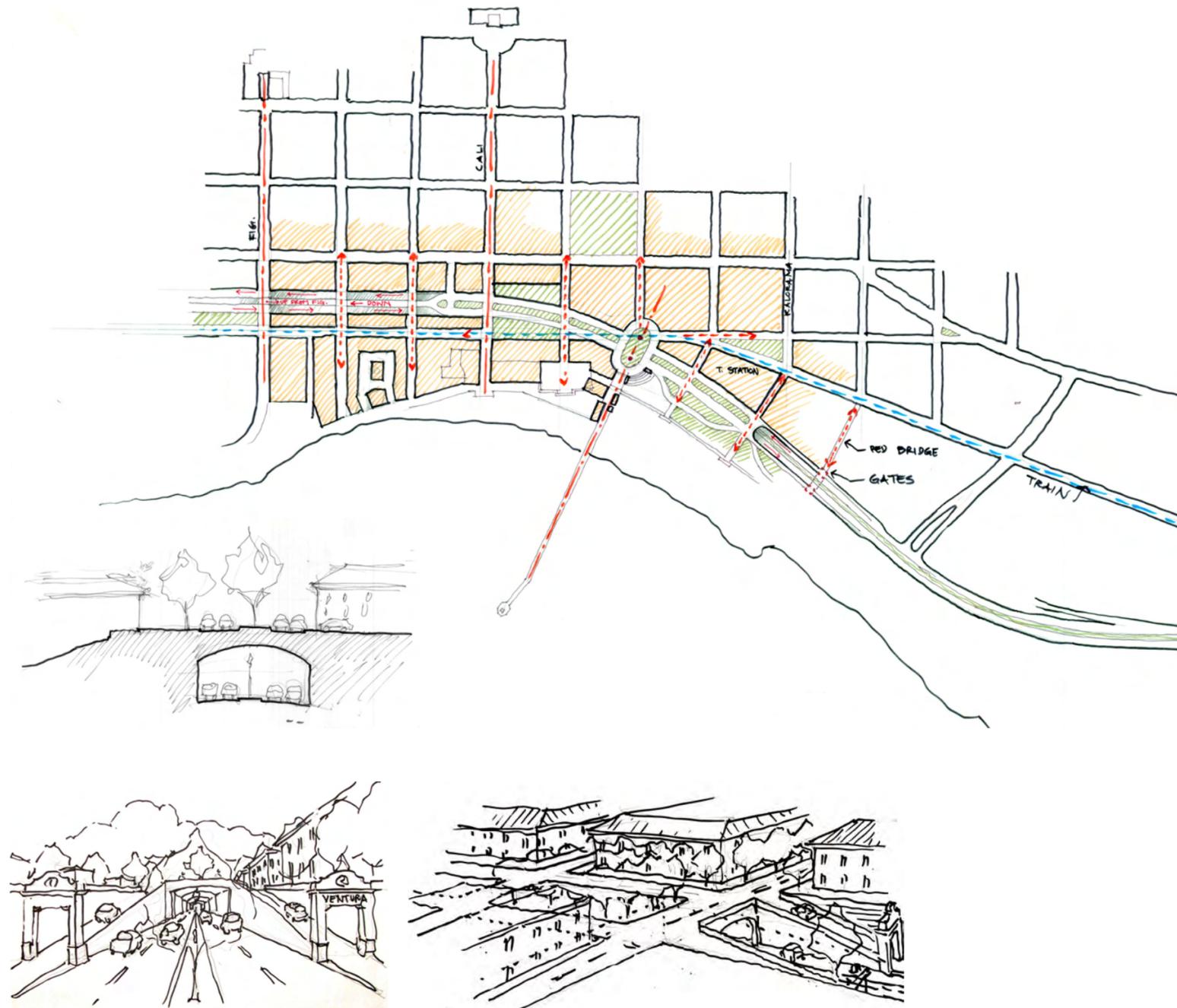


Axonometric view of small highway cap



Section of US-101 cap to the Triangle Site

LARGE HIGHWAY CAP

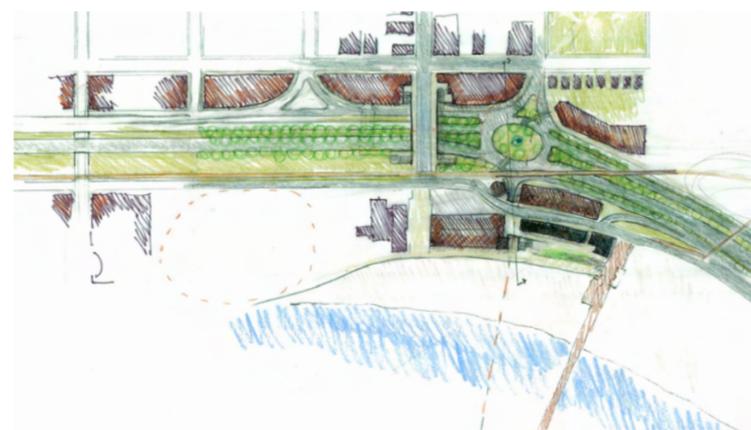


Axonometric view of large highway cap

US-101 AS BOULEVARD



Boulevard proposal I

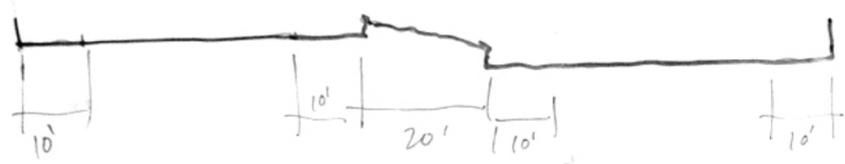


Boulevard proposal II



Section of boulevard proposal II at San Buenaventura State Beach Park

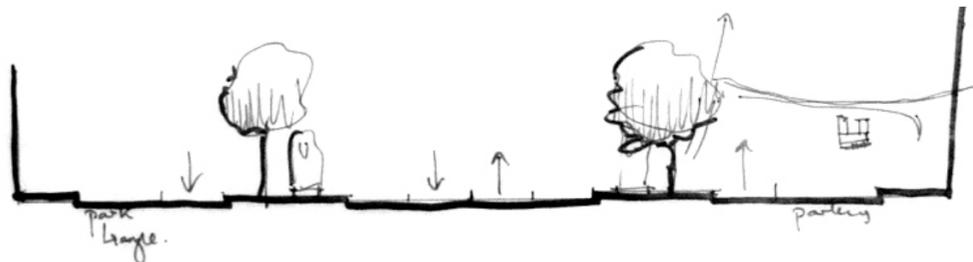
US HIGHWAY 101 STUDIES



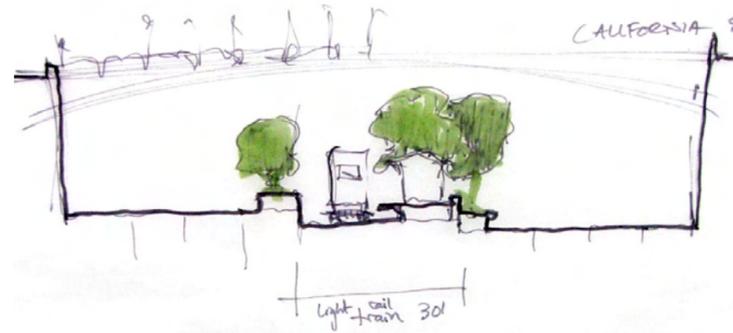
Existing section of US-101: 140' overall, 6 drive lanes, 20' median, and 40' of total emergency lanes



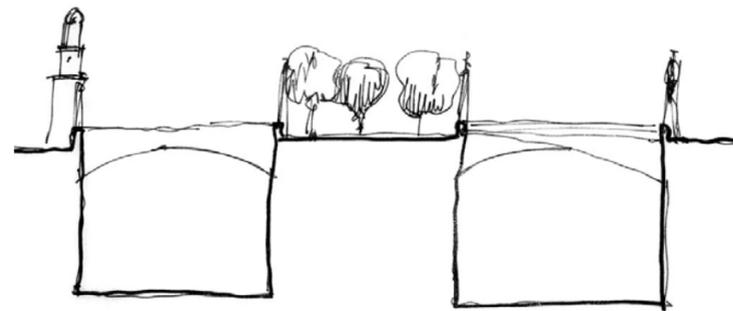
Dan Ryan Expressway, Chicago: 140' overall, 5 drive lanes, and 2 train tracks



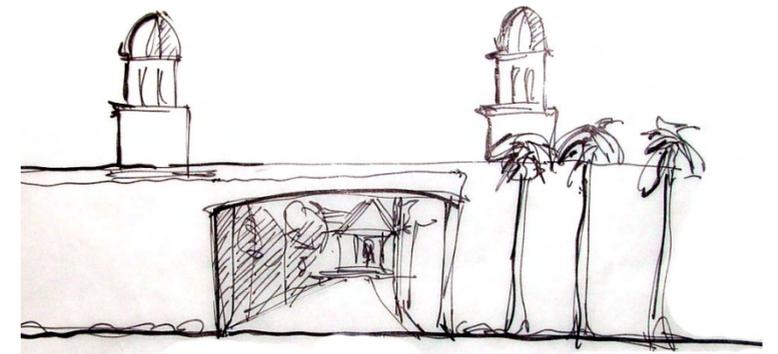
Turin, Italy: 150' overall, 2 tram lines, 4 drive lanes, and parking



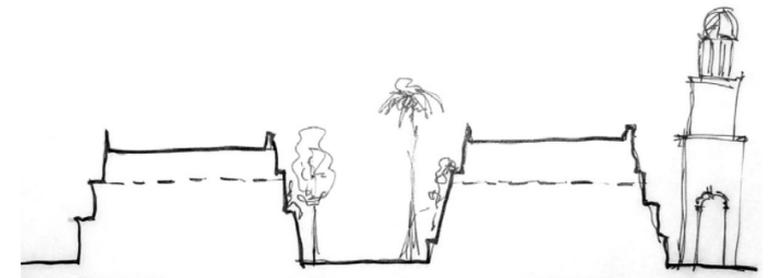
CALIFORNIA ST



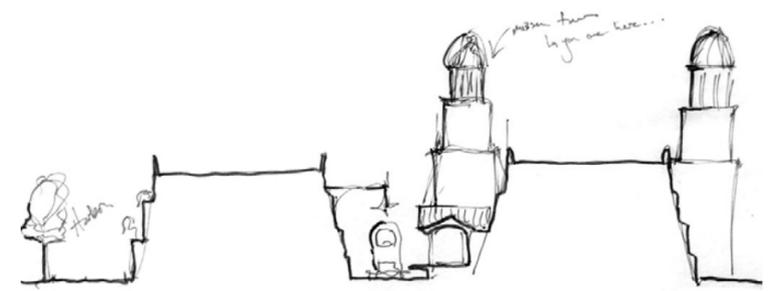
US-101 at California St.



FIGUEROA

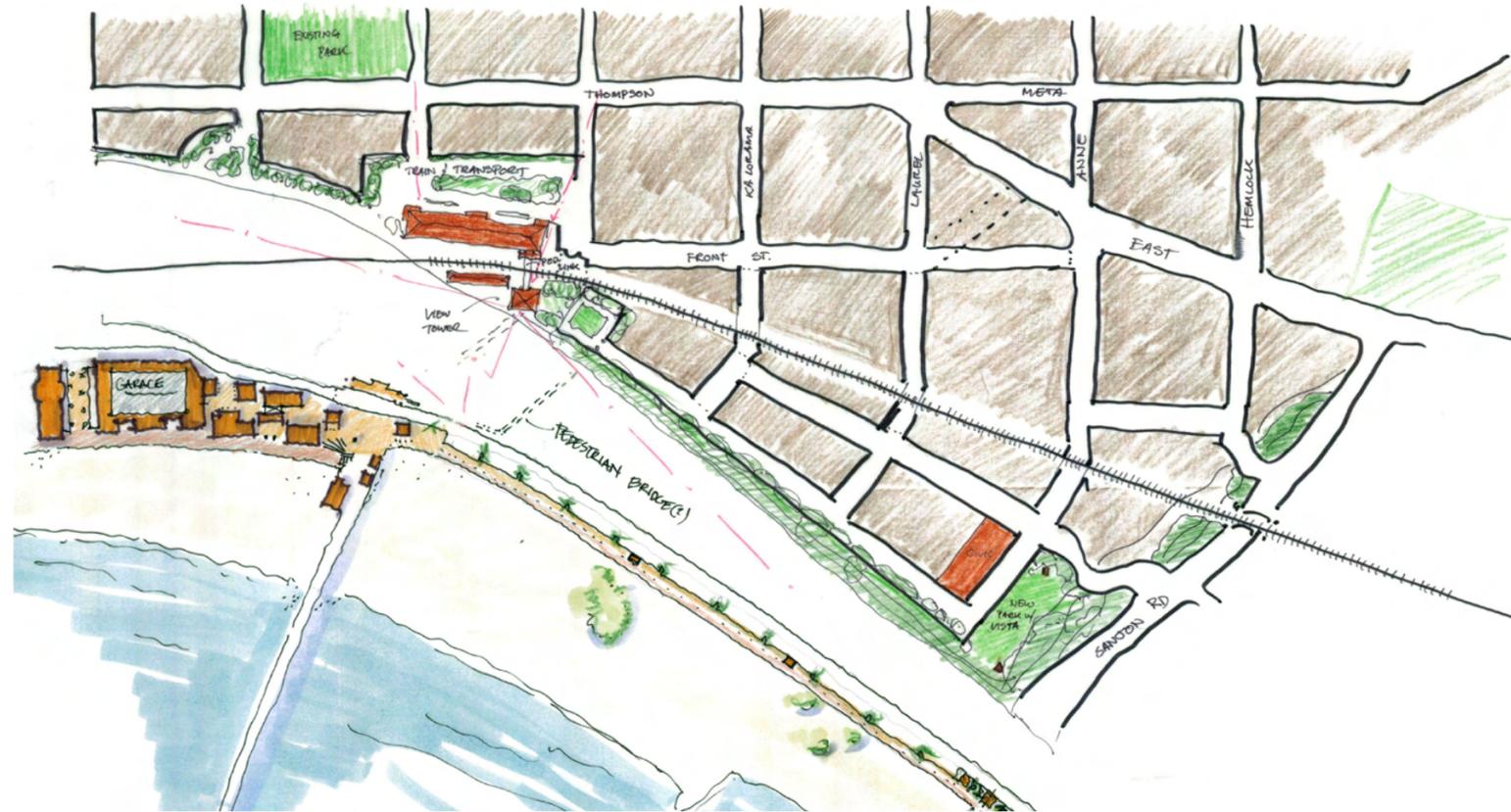


FIGUEROA

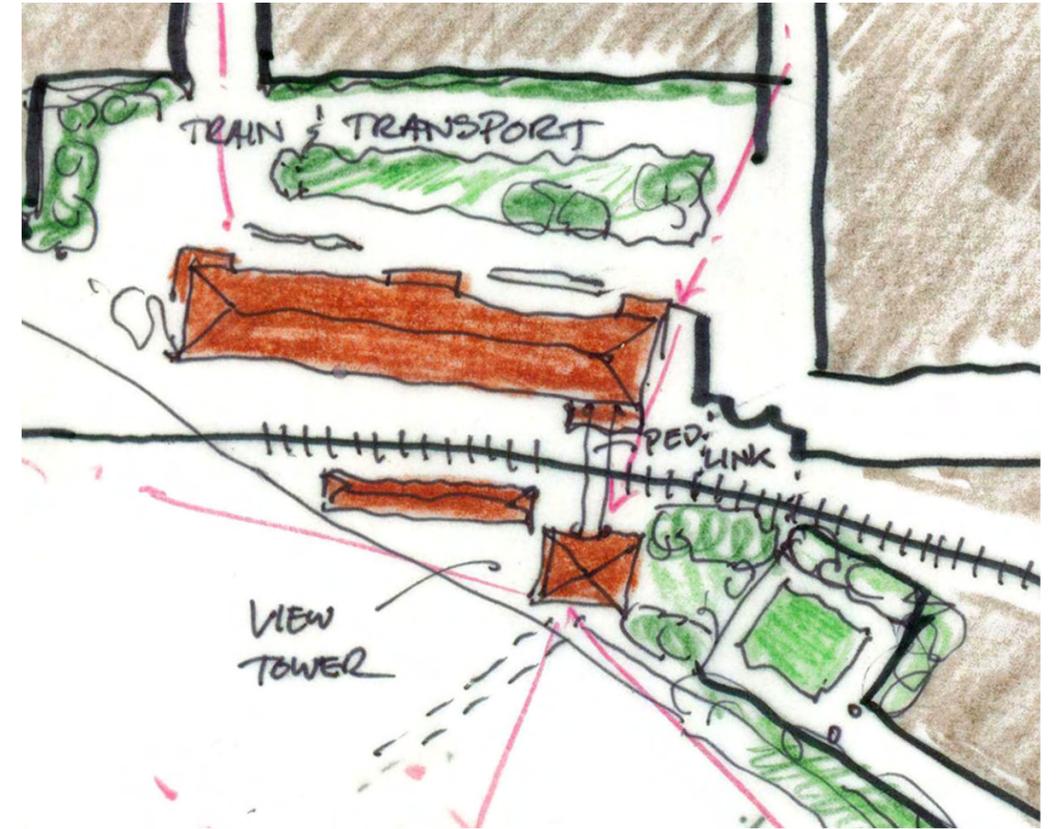


US-101 at Figueroa St.

TRIANGLE SITE



Proposed plan of Triangle Site with multi-modal transportation center

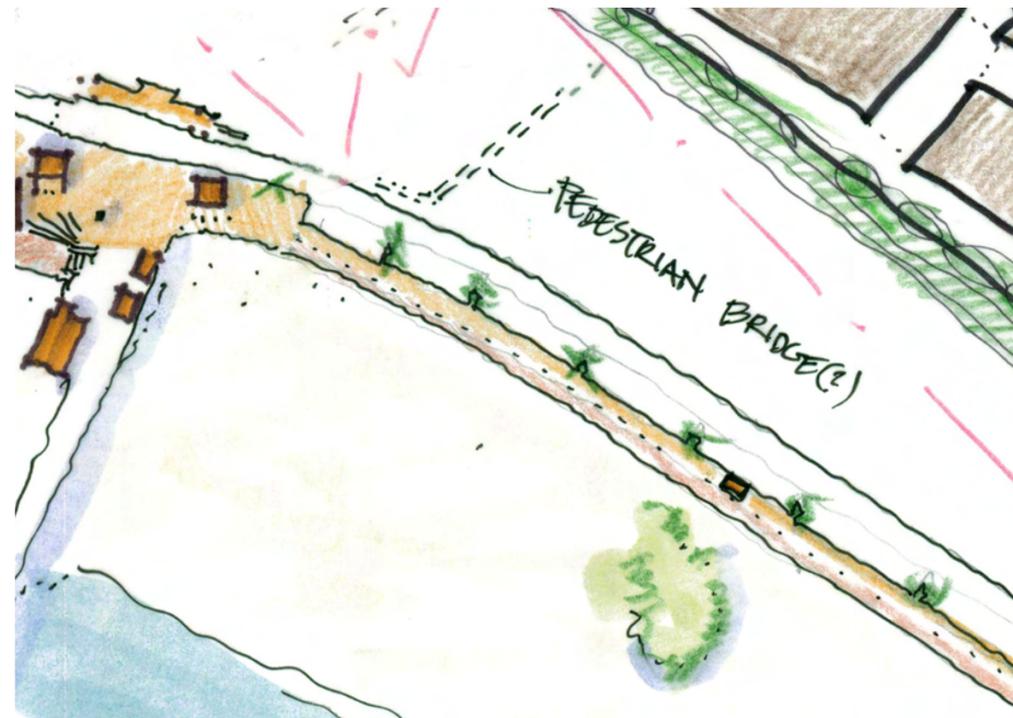


Detail of proposed multi-modal transportation center

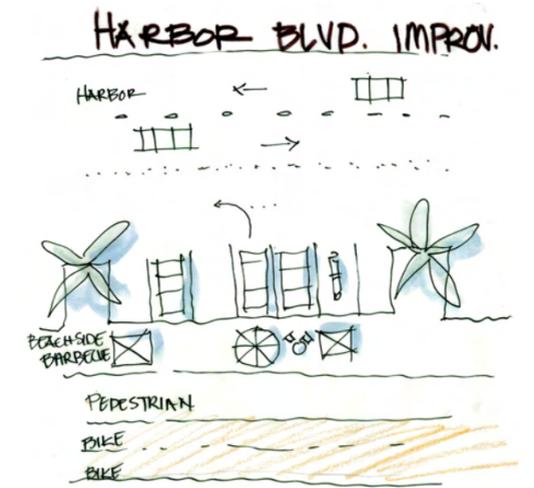
HARBOR BOULEVARD



Proposed Harbor Blvd. improvements



Detail of proposed Harbor Blvd. improvements



BEACH

Detail of proposed Harbor Blvd. improvements

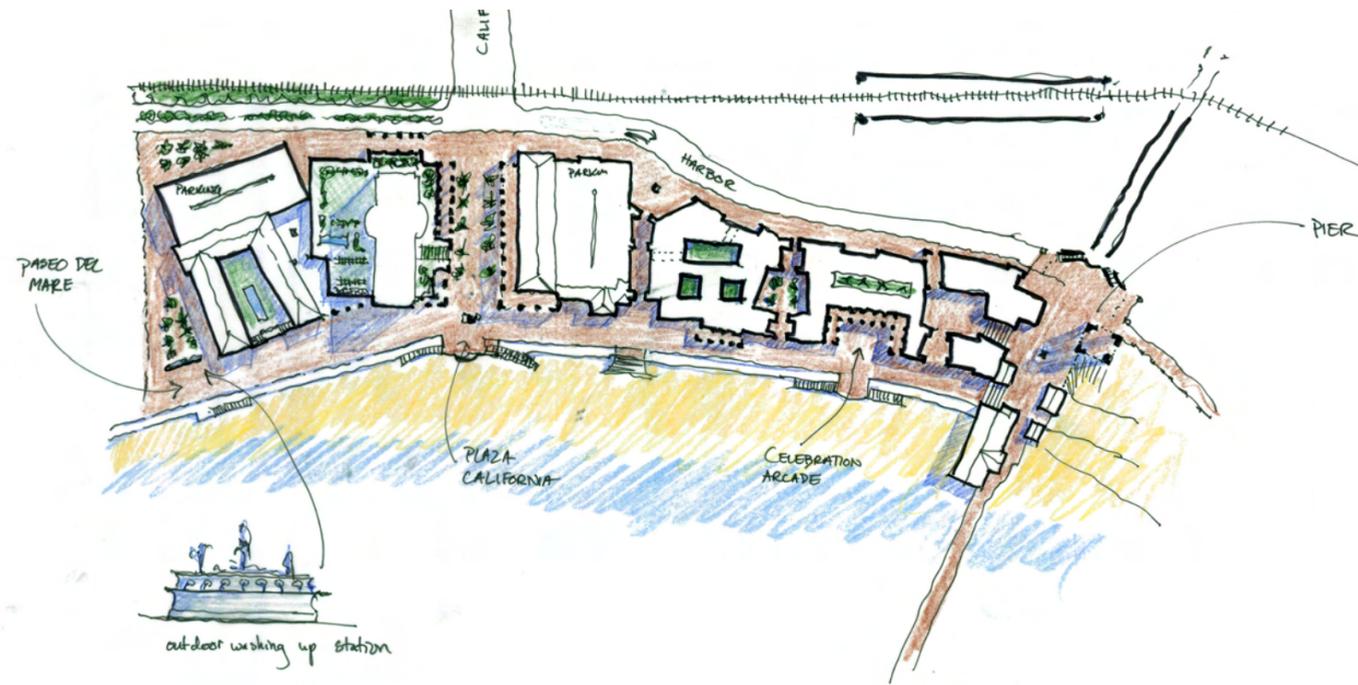
7TH GENERATION BUILDINGS

- FOCUS ON DURABLE CONSTRUCTION
- SUSTAINABLE
- LOW EMBODIED ENERGY
- RESISTANCE TO SALT WATER
- NATURAL VENTILATION
- LOW MAINTENANCE
- SHADE DEVICES / WIND PROTECTION
- LOCAL RENEWABLE MATERIALS
- FIRST STAGE RECYCLING POTENTIAL

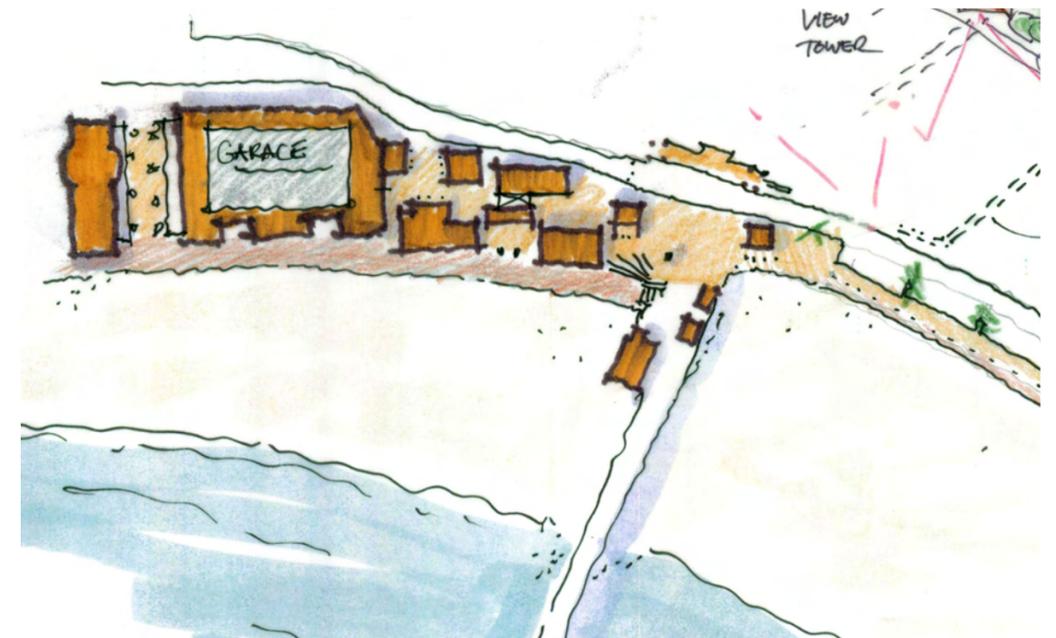


7th generation beach buildings

EDGEWATER DEVELOPMENT



Edgewater proposal I



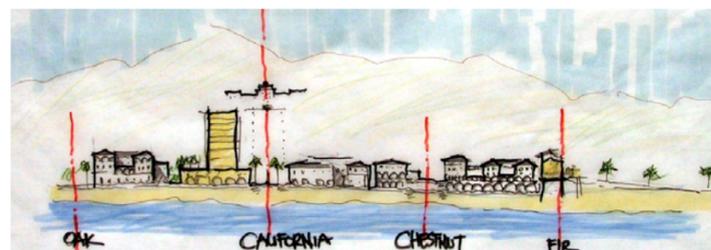
Edgewater proposal II



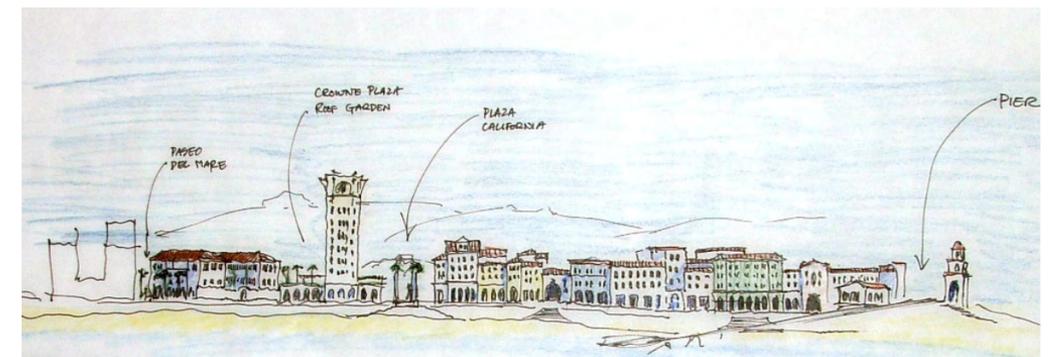
Section of Edgewater proposal I



Axonometric view of Edgewater proposal II

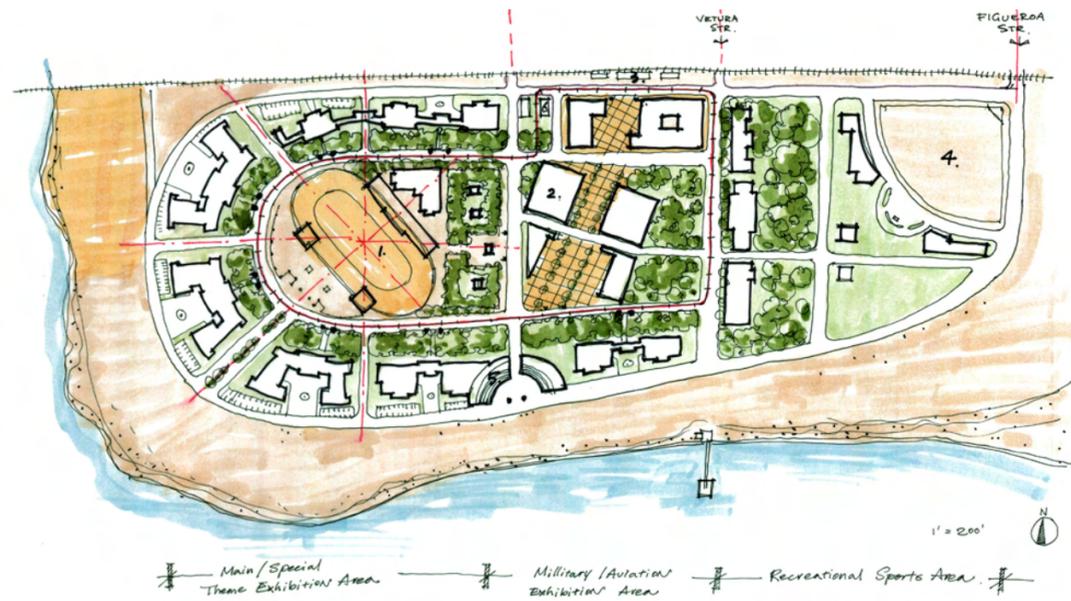


Beachfront elevations of Edgewater proposal I



Beachfront elevations of Edgewater proposal II

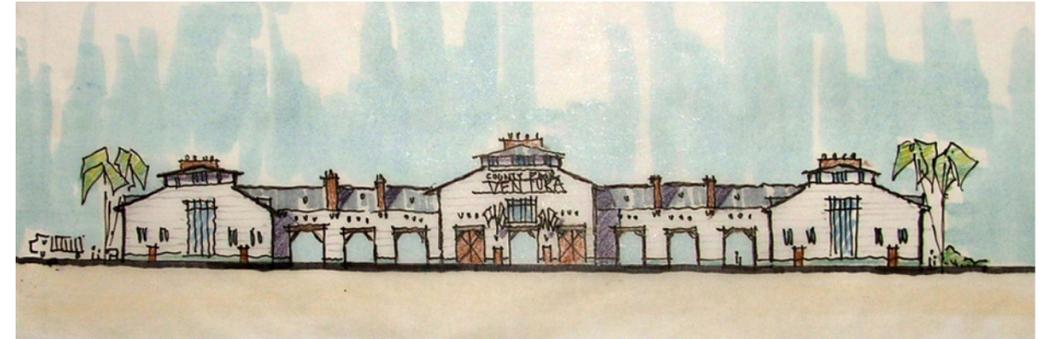
VENTURA COUNTY FAIRGROUNDS



Ventura County Fairgrounds proposal I

FAIRGROUND

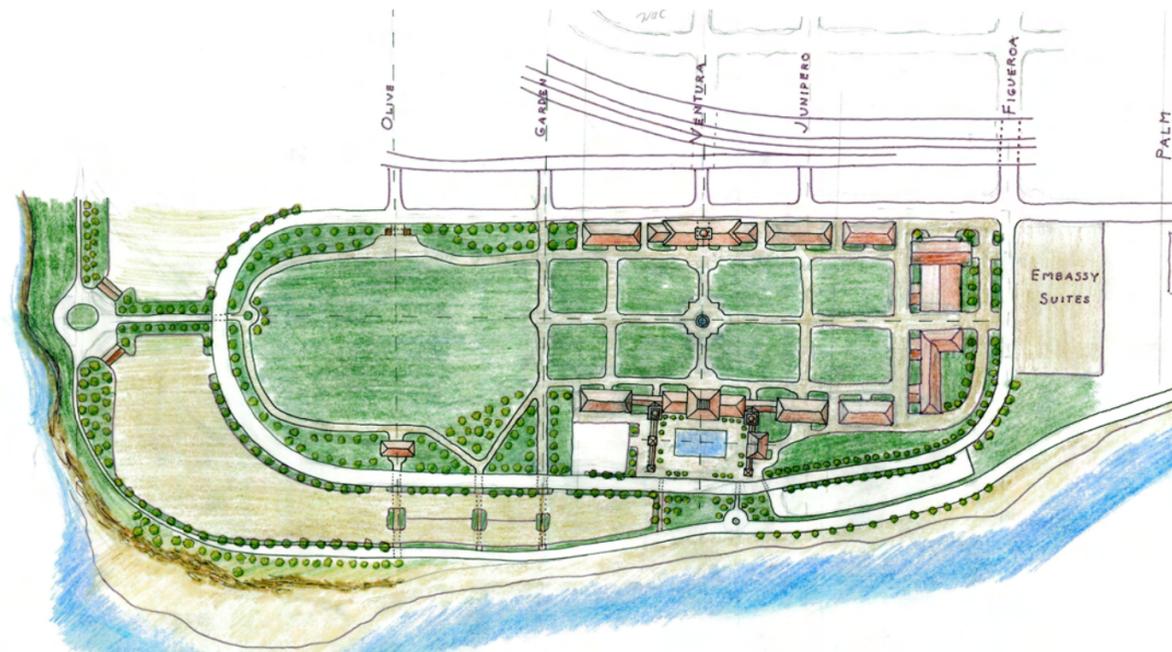
1. Exhibition, horse race, EVENT use, etc
2. Quonset
3. Amtrack station
4. Baseball field
5. Beachside Amphitheatre
6. Monorail Station



Ventura County Fair exhibition building



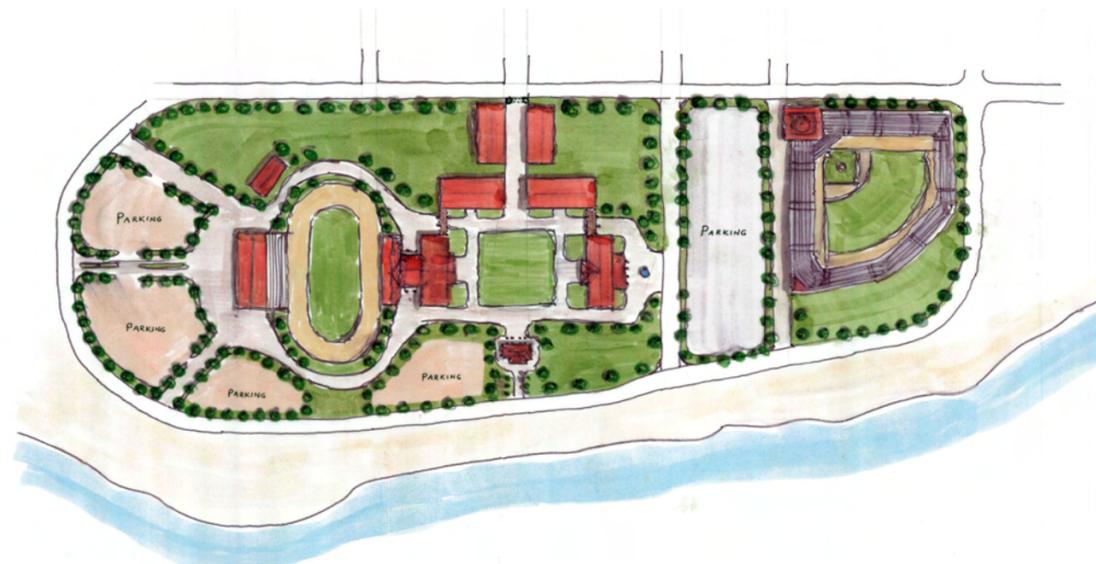
Ventura County Fairgrounds proposal II



Ventura County Fairgrounds proposal III



Axonometric view of Ventura County Fairgrounds proposal III



Ventura County Fairgrounds proposal IV

APPENDICES

APPENDIX III: MID-TERM REVIEW - 11 NOVEMBER 2009

Following the charrette in Ventura, the Notre Dame Urban Design Studio refined its initial infrastructural and urban design proposals. A panel of visiting architects, public officials from Ventura and Notre Dame School of Architecture faculty critiqued the studio work, shown here. Comments and criticisms from this mid-term review directly influenced the students' final master plan proposal for Ventura.

REVIEW LOCATION:
University of Notre Dame
School of Architecture

GUEST REVIEWERS:
Aimee Buccellato
Douglas Duany
Richard Economakis
Dom Forte
Steve Hurtt
Jeffrey Lambert
Carl Morehouse
Samantha Salden
Thomas Gordon Smith



EXISTING CONDITIONS



MASTER PLAN



US HIGHWAY 101 CAP



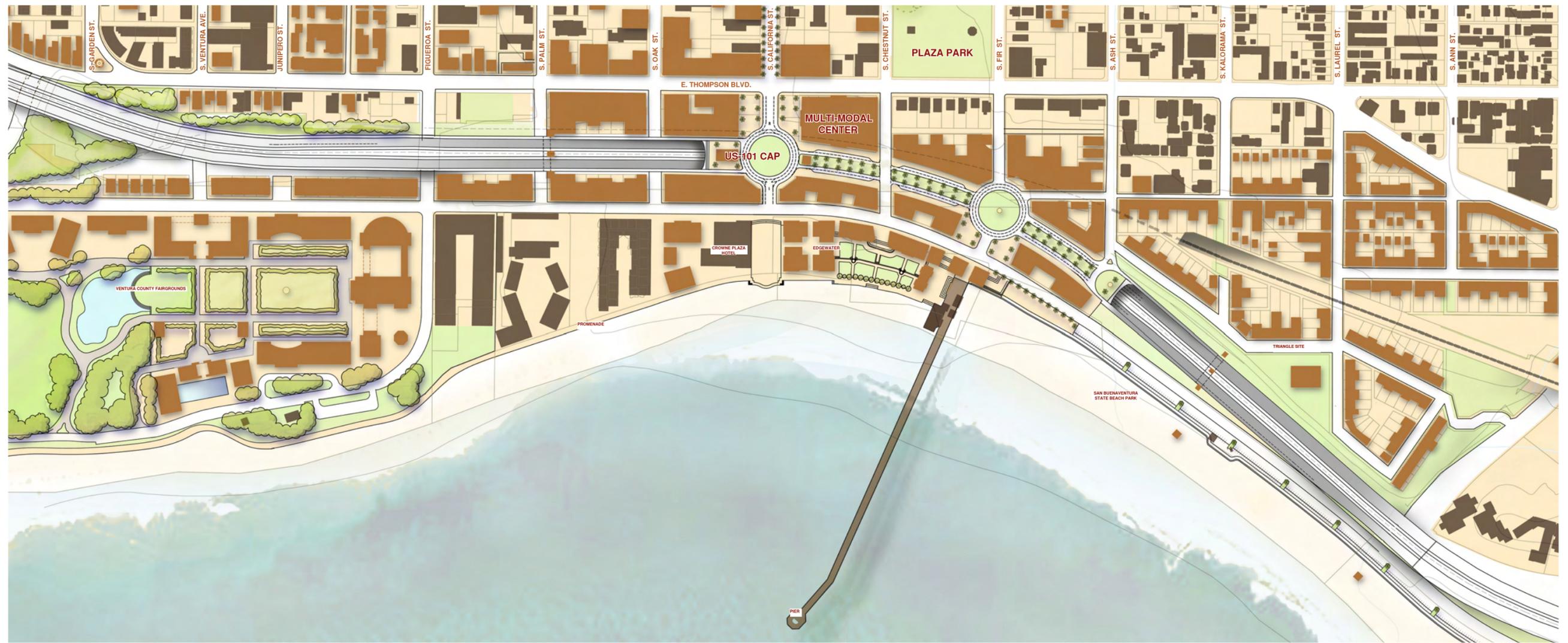
Existing views of US-101 and California St. terminus



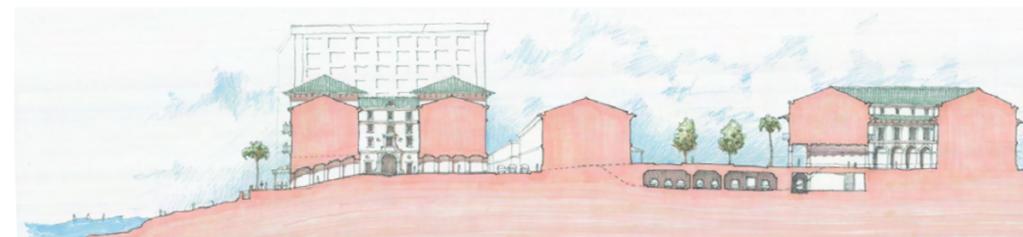
Proposed perspective views of US-101 cap and California St. roundabout



Axonometric view of the proposed US-101 cap

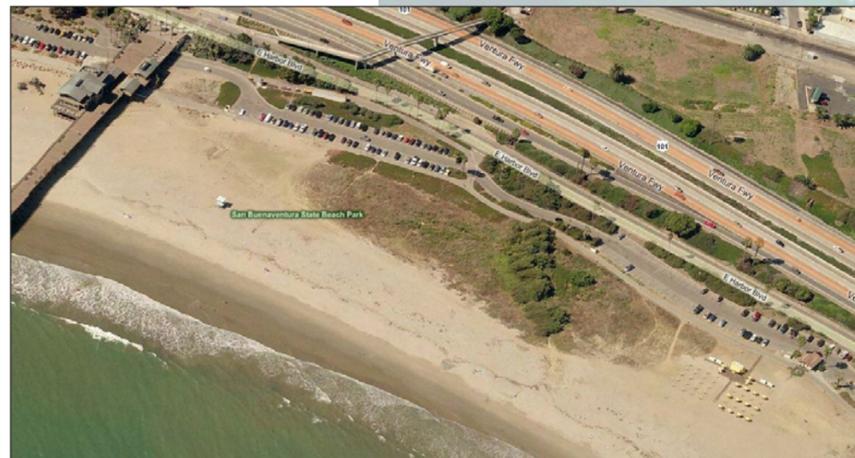


Proposed plan of the US-101 cap



Section of the proposed US-101 cap

SAN BUENAVENTURA STATE BEACH PARK

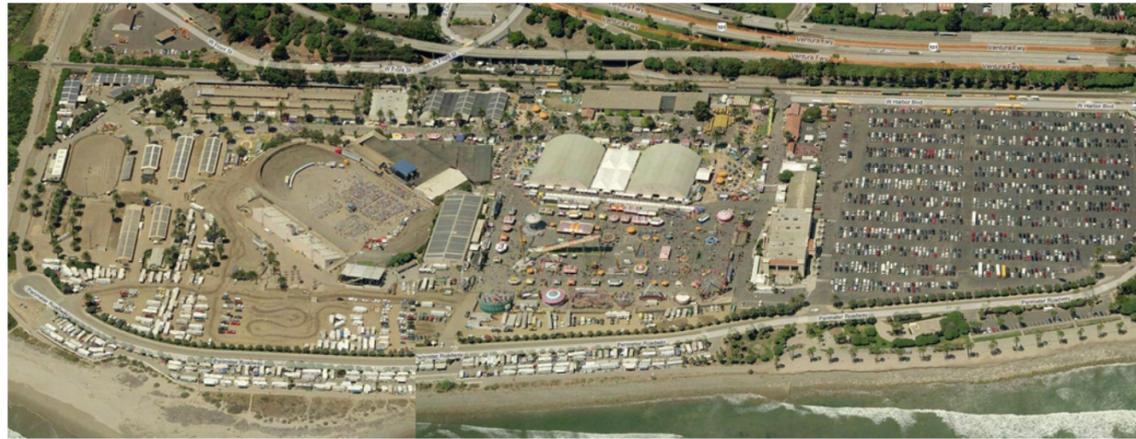


Existing view of San Buena Ventura State Beach Park



Proposed beach buildings

VENTURA COUNTY FAIRGROUNDS



Existing view of the Ventura County Fairgrounds

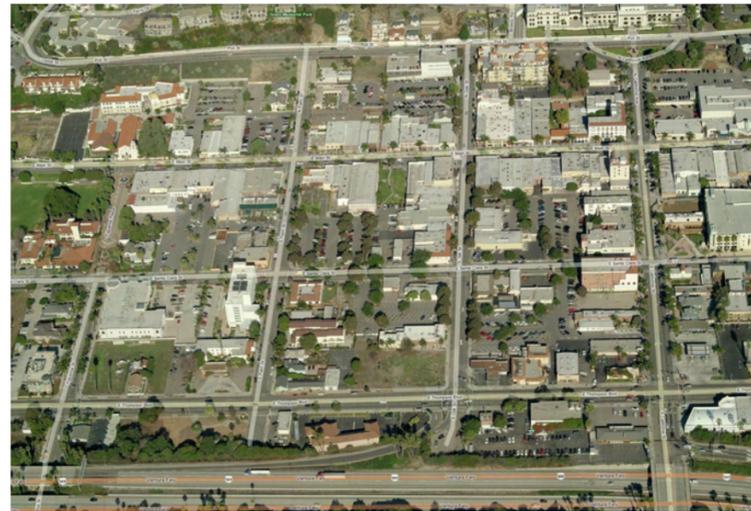


Axonometric view of the proposed Ventura County Fairgrounds

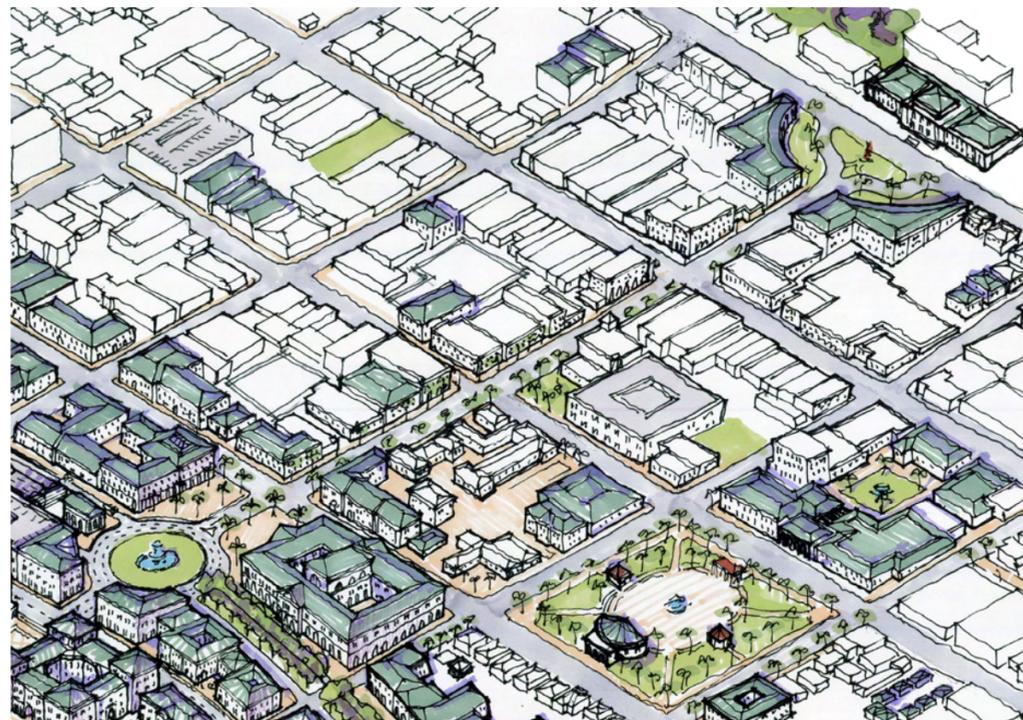


Proposed plan of the Ventura County Fairgrounds

DOWNTOWN INFILL



Existing aerial view of Downtown (looking north)



Axonometric view of proposed Downtown infill (looking northwest)



Proposed plan of Downtown infill

EDGEWATER DEVELOPMENT



Existing view of Edgewater

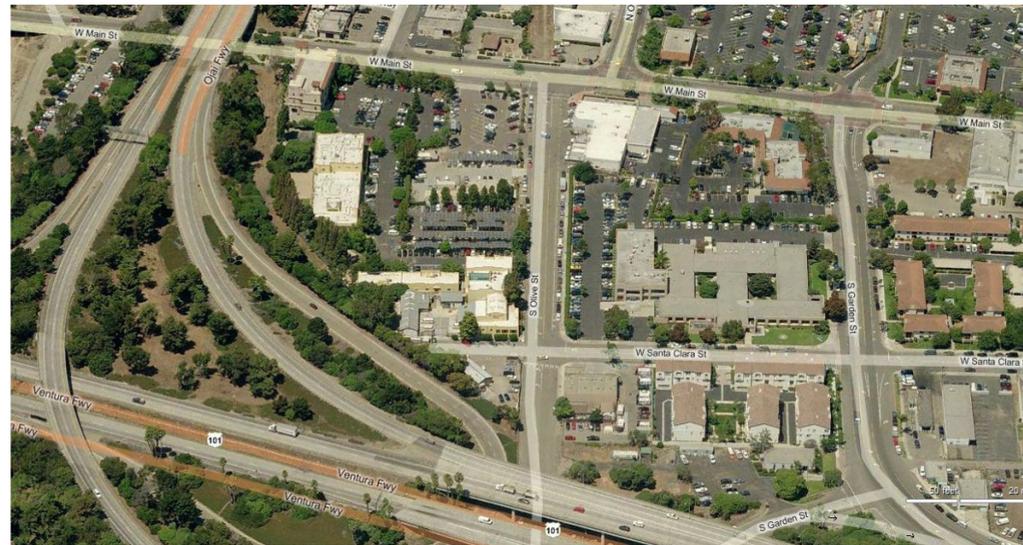


Proposed perspective view of Edgewater

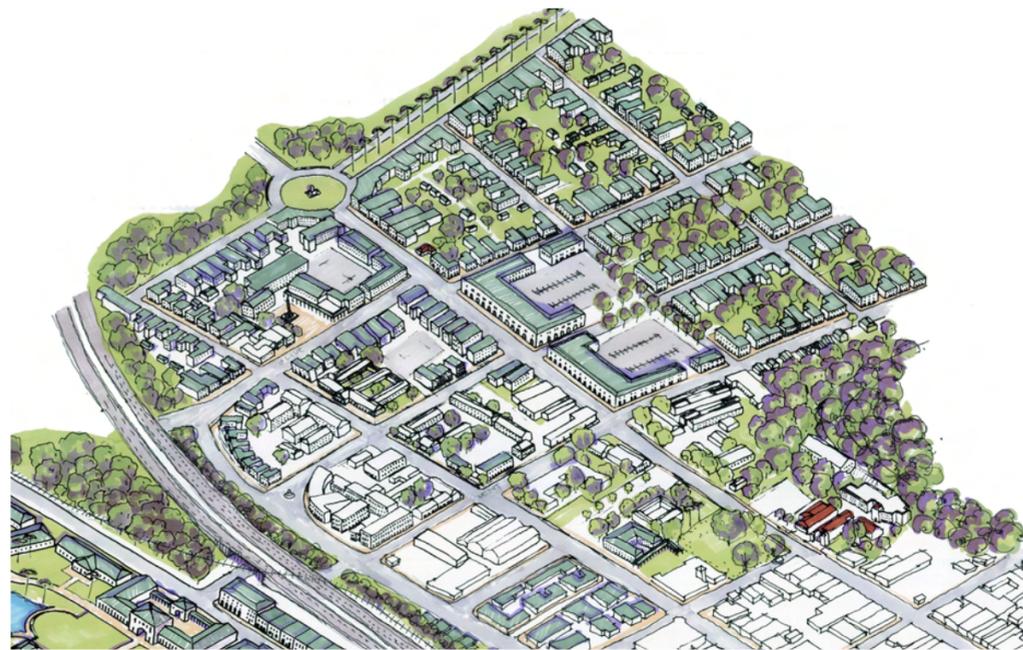


Proposed plan of Edgewater

STATE ROUTE 33



Existing aerial view of SR-33 (looking northwest)



Axonometric view of the proposed SR-33 (looking northwest)



Proposed plan of SR-33

TRIANGLE NEIGHBORHOOD



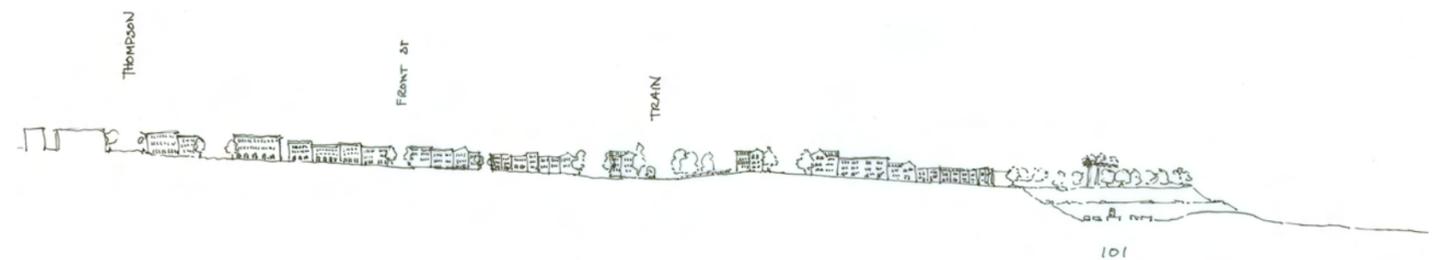
Existing aerial view of the Triangle Site (looking west)



Axonometric view of the proposed Triangle neighborhood (looking northwest)



Proposed plan of the Triangle neighborhood



Schematic section of the proposed Triangle neighborhood

REMOVED BUILDINGS



REGULATING PLAN



Legend

	T4.1 - Urban General 1		Westside Workplace Overlay
	T4.2 - Urban General 2		Hillside Overlay
	T4.3 - Urban General 3		Eastside Workplace Overlay
	T4.4 - Thompson Corridor		T4.1 Main Street Frontage
	T5.1 - Neighborhood Center		20'-25' Front Setback Shopfront Frontage Type allowed Live/Work Building Type allowed For allowed uses see Table III-1
	T6.1 - Urban Core		T5.1 Figueroa Frontage
	Civic Building Overlay		10' Street Build-to-Line 10' Side Street Build-to-Line 5' min. Side Yard Setback Any Frontage Type allowed except: Arcade, Gallery & Lightcourt For allowed uses see Table III-1
	Parks and Open Space		
	Right-of-Way		
	Coastal Zone		
	Downtown Specific Plan Area		

TRANSPORTATION DIAGRAM



PHASING DIAGRAM



INDEPENDENT AGENDA #1

- Take down SR-33 interchange (and develop West Side)
- Re-route train tracks
- Cap US-101
- Reconnect Downtown and the waterfront

INDEPENDENT AGENDA #2

- Harbor Blvd. parking
 - Waterfront & pier block
 - Downtown infill (parking garage, West Side, Triangle Wharf, Vons Supermarket, etc)
 - Ventura County Fairgrounds

APPENDICES

APPENDIX IV: ARCHITECTURAL CHARACTER

FOREGROUND AND BACKGROUND BUILDINGS

Cities are composed of two main types of buildings: foreground and background. Foreground buildings are of greater importance than background buildings. Their design and quality distinguish them from ordinary background buildings. For example, a civic building ought to be built from fine quality materials, ought to be deliberately designed according to good proportions, and ought to have more decoration and ornament than a background or vernacular building.



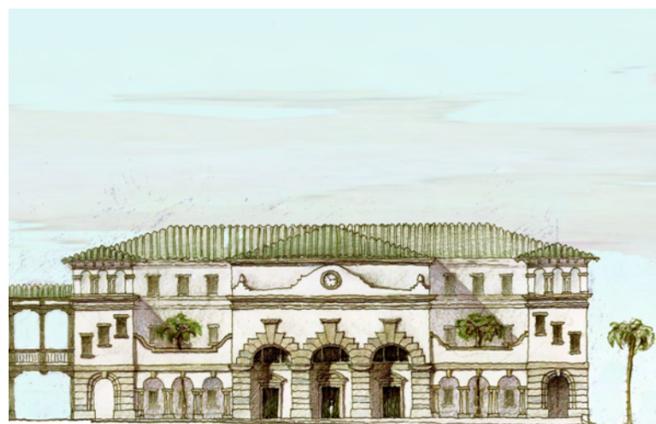
Existing foreground building: City Hall



Existing foreground building: San Buenaventura Mission



Existing background building: Mixed-use on California St.



Proposed foreground building: Multi-modal transportation center



Proposed foreground building: Church on California St.



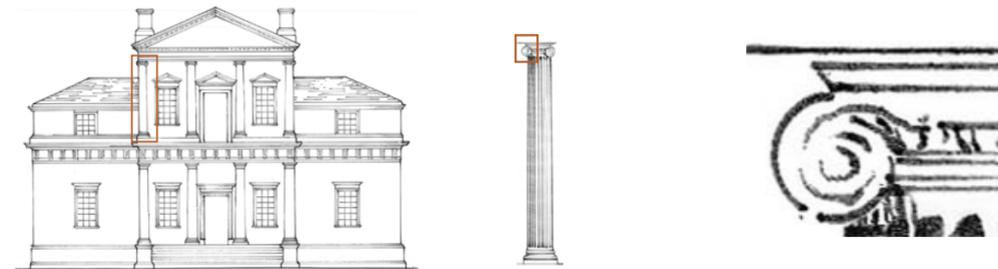
Proposed background building: Bard Square lofts

HUMANIST ARCHITECTURE - DESIGN PRINCIPLES

LAYERING AND SCALE OF DETAIL

Humanist architecture imitates nature, which produces detailed variety at multiple scales.

BUILDING



Entire composition: Building

Mid-range composition: Column

Detailed composition: Capital

NATURE



Entire composition: Tree



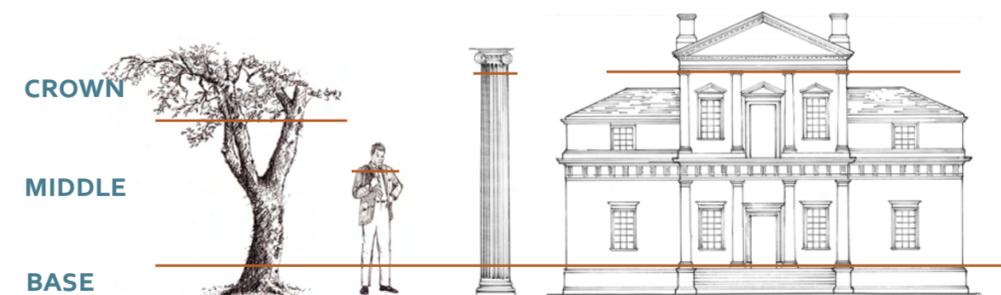
Mid-range composition: Leaves



Detailed composition: Bud

TRIPARTITION

The division into three parts is common in nature and in humanist architecture.



CROWN

MIDDLE

BASE

TRADITIONAL MATERIALS

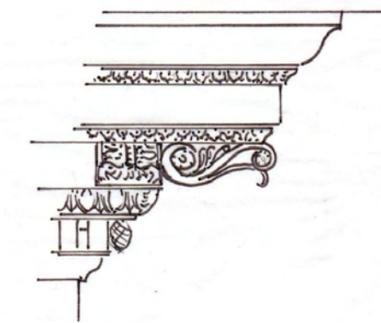
In traditional construction, craftsmen use tools to shape materials not far removed from their natural state. Stone, brick, high-lime mortar, slate, clay tiles, and heavy timbers are examples of durable building materials, which will vary owing to availability from place to place.



Clay tile roof

DECORATION

Architectural details imitate natural forms and give distinction, character, and individuality to each building. Foreground buildings ought to have more decoration than background buildings.



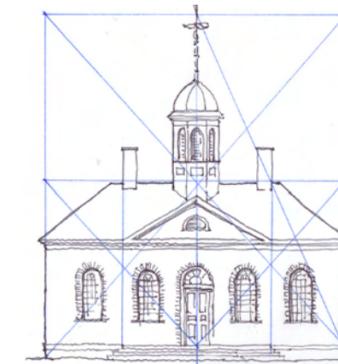
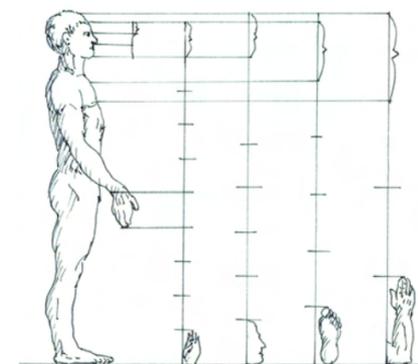
Cornice with sculptural relief details



Heavy timber trusses

PROPORTION AND HARMONY

Proportions relate parts to the whole and exist throughout nature. Good proportions, whether in the human body or in a building, give harmony and balance to a composition.



Proportion in nature, as well as in humanist architecture, develops a relationship of the parts to the whole.



Brick wall



Granite and limestone base

APPENDIX V: ACKNOWLEDGEMENTS

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