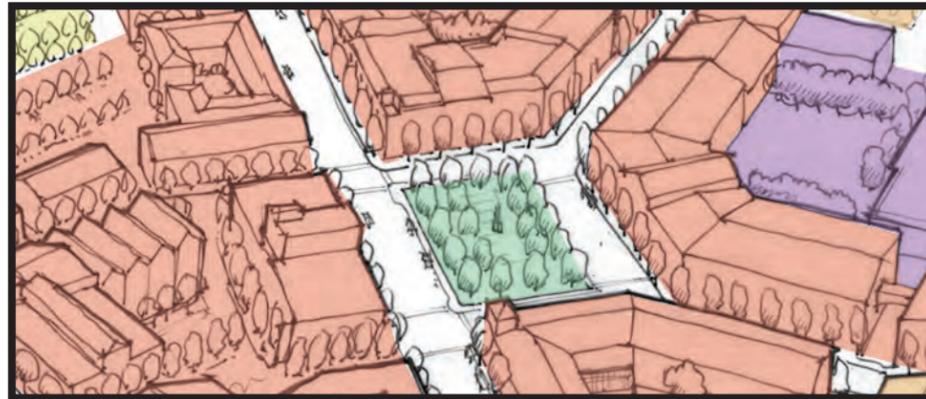


# Midtown Ventura Charrette

## March 10-14, 2005



Existing Conditions Analysis and Work Product



City of San Buenaventura  
**Brian Brennan, Mayor**  
**Carl Morehouse, Deputy Mayor**  
**Neal Andrews, Councilmember**  
**Bill Fulton, Councilmember**  
**Jim Monahan, Councilmember**  
**Sandy Smith, Councilmember**  
**Christy Weir, Councilmember**

**Rick Cole, City Manager**

**Susan Daluddung**  
**Ann Daigle**  
**Lisa Porras**  
**Teresa Hayden**

Midtown Ventura Community Council  
**Dan Long, Chair**  
**John Jones, Vice-Chair**  
**Lauren Casapulla, Treasurer**  
**Katherine Warner, Secretary**  
**Cathy Jo Cassidy, Corresponding Secretary**



Charrette Facilitation Team  
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**Shira Jacobs**  
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- Proposed Intensity Plan
- Intensity Characteristics
- Streetscapes
- Transit
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- Implementation Strategies
- 'Graffiti Wall'



## Planning Principles for this Effort

### Our Process Shall:

1. Consider this Charrette as the next step in an on-going process to shape the near and long-term future of the Midtown Community;
2. Be inclusive of every Citizen who wishes to participate, and shall allow consideration of every idea or concern expressed.
3. View the Midtown as a collection of unique Neighborhoods and Connecting Corridors;
4. Inform the Comprehensive Plan and the upcoming update of the Citywide Development Code with fundamental recommendations for supporting Midtown's Desired Urban Character, with an emphasis on Walkability, Sustainability and Economic health.

### Our Plan Shall:

1. Emulate the best parts of Midtown where:
  - a. Streets make the place, and
  - b. Diverse buildings make the fabric;
2. Respect the existing grid of streets;
3. Enhance Neighborhood access to Local Services and Transit;
4. Provide opportunities for Public parks and open spaces, even if on an intimate scale;
5. Provide for an appropriate mix of uses, including:
  - a. Diverse residential building types and dwellings;
  - b. Neighborhood serving uses.
6. Anticipate the potential for new In-Fill development while seeking to respect and protect the cherished Historic Character and Texture of the existing urban fabric;
7. Consider provision for In-Fill Housing in diverse types and economic stratas, with an emphasis on affordability and quality;
8. Identify opportunities for "Catalyst Projects" that are key in realizing positive change;



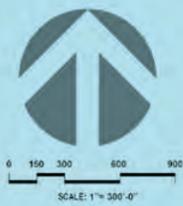
# EXISTING CONDITIONS





Existing Figure Ground and Open Space

- Building Footprints
- Parks
- Playgrounds and Sportsfields



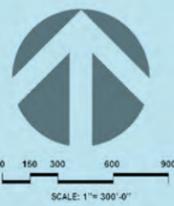


# LOT FRONTAGES



### Existing Lot Frontage

- 200+
- 200'
- 150'
- 100'
- 75'
- 50'
- 25'



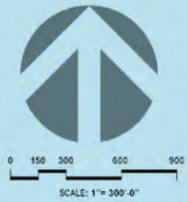
**M** MAIN STREET ARCHITECTS + PLANNERS INC.  
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**Existing Transit**

- SCAT Bus Lines
- Bike Lanes (all types)
- "Pedestrian Shed"
- VENTURA TRANSIT CENTER



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# STREET WIDTH



# NOTABLE BUILDINGS



Former Washington School



First Methodist Church



San Clemente Street



Community Presbyterian Church



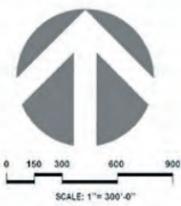
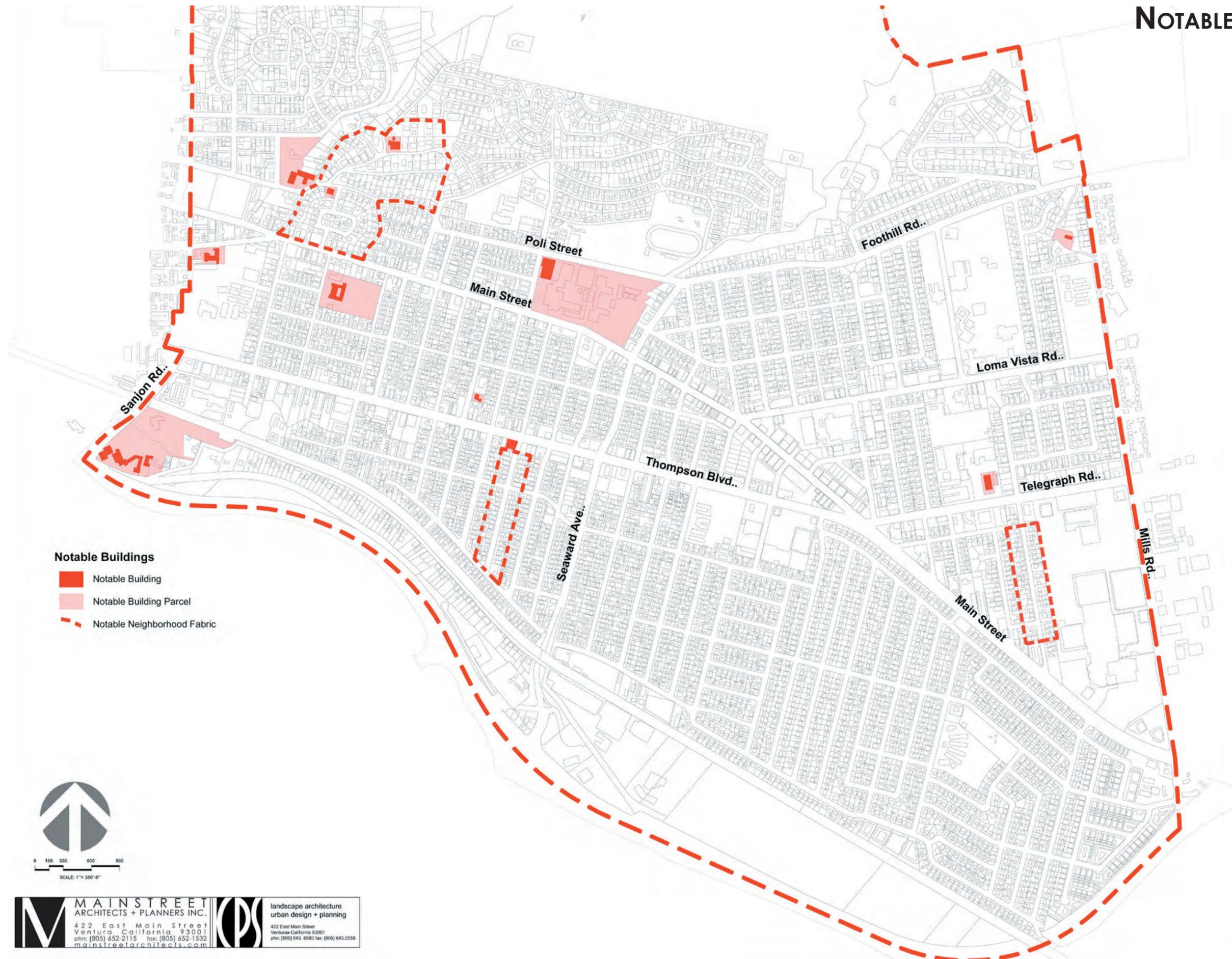
Ventura High School Auditorium



San Clemente Apartments



# NOTABLE BUILDINGS



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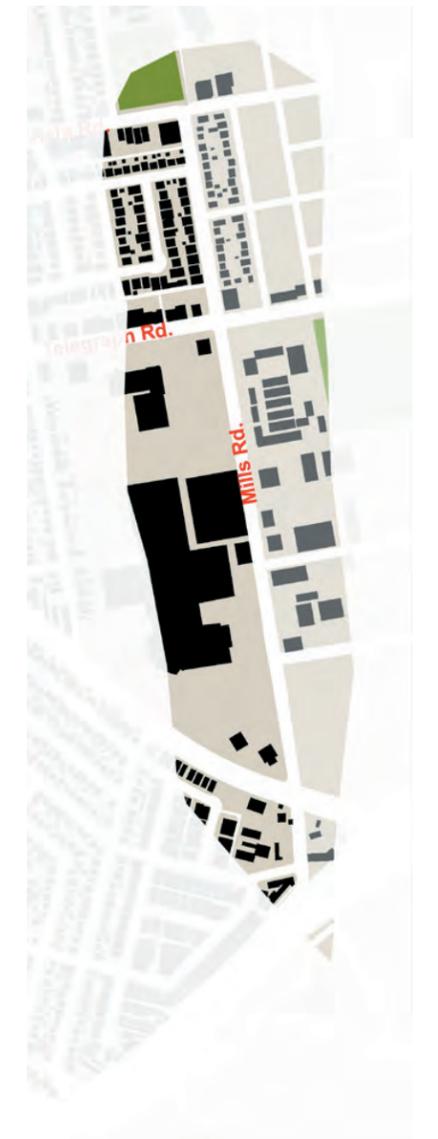
EXISTING CONDITIONS



# EXISTING CONDITIONS



Mills Road



Telegraph Road





# PROPOSED INTENSITY PLAN

The intensification of building form should be encouraged along the major corridors. These corridors are Main Street, Thompson Boulevard, Seaward Avenue, Loma Vista Road, Telegraph Road and Mills Road.





**Urban General 1 (UG-1)**

Building Type	Minimum Lot Width
Carriage House	50'-75'
Single Family Front Yard	50'-75'
Single Family Side Yard	50'
Duplex	50'-75'
Triplex/ Quad	50'-100'
Mansion	100'-125'
Bungalow Court	100'-150'
Side Yard House	75'-100'
Courtyard 1	125'-150'



**Triplex** located at the corner of Cedar St. & Ferro Dr.

**Single Family Front Yard** dwelling located in Midtown



**Urban General 2 (UG-2)**

Building Type	Minimum Lot Width
Mansion	100'-125'
Bungalow Court	100'-125'
Rowhouse	50'-150'
Live/Work	50'-150'
Side Yard House	75'-100'
Courtyard 1	125'-150'
Courtyard 2	125'-150'



**Bungalow Court** on Main St. west of Cemetery Park.

**Mansion** type located on Poli



**Urban General 3 (UG-3)**

Building Type	Minimum Lot Width
Rowhouse	50'-150'
Live/Work	50'-150'
Side Yard Housing	75'-100'
Courtyard 2	100'-125'
Courtyard 3	125'-150'
Stacked Dwelling	Blended Type



4.5 story mixed use blended type building in San Jose.

Mixed-use **stacked dwelling** type, Casa De Anza located on Ventura Ave.



# INTENSITY CHARACTERISTICS

Like most of Ventura, Thompson Boulevard has continued to evolve over many years.

It once served as the main Highway, carrying thousands of vehicles through Ventura, providing services oriented toward motorists, both local and visitor.

Today much of the property along Thompson Boulevard has become underutilized and worn. Yet this also represents opportunity for positive change to meet the Community's evolving needs - such as housing and neighborhood-oriented services. Thompson can also serve as a significant Transit Corridor linking many neighborhoods together along its length.



### **Infill of the Lowest Intensity: UG-1**

Depicts buildings of predominantly two stories lining portions of the Thompson Corridor. Use may vary from Residential to local service and retail, primarily on the ground floor,



### **Infill of Middle Intensity: UG-2**

Depicts buildings of predominantly two and three stories lining portions of the Thompson Corridor. Use may vary from Residential to local Service and Retail, primarily on the ground floor,



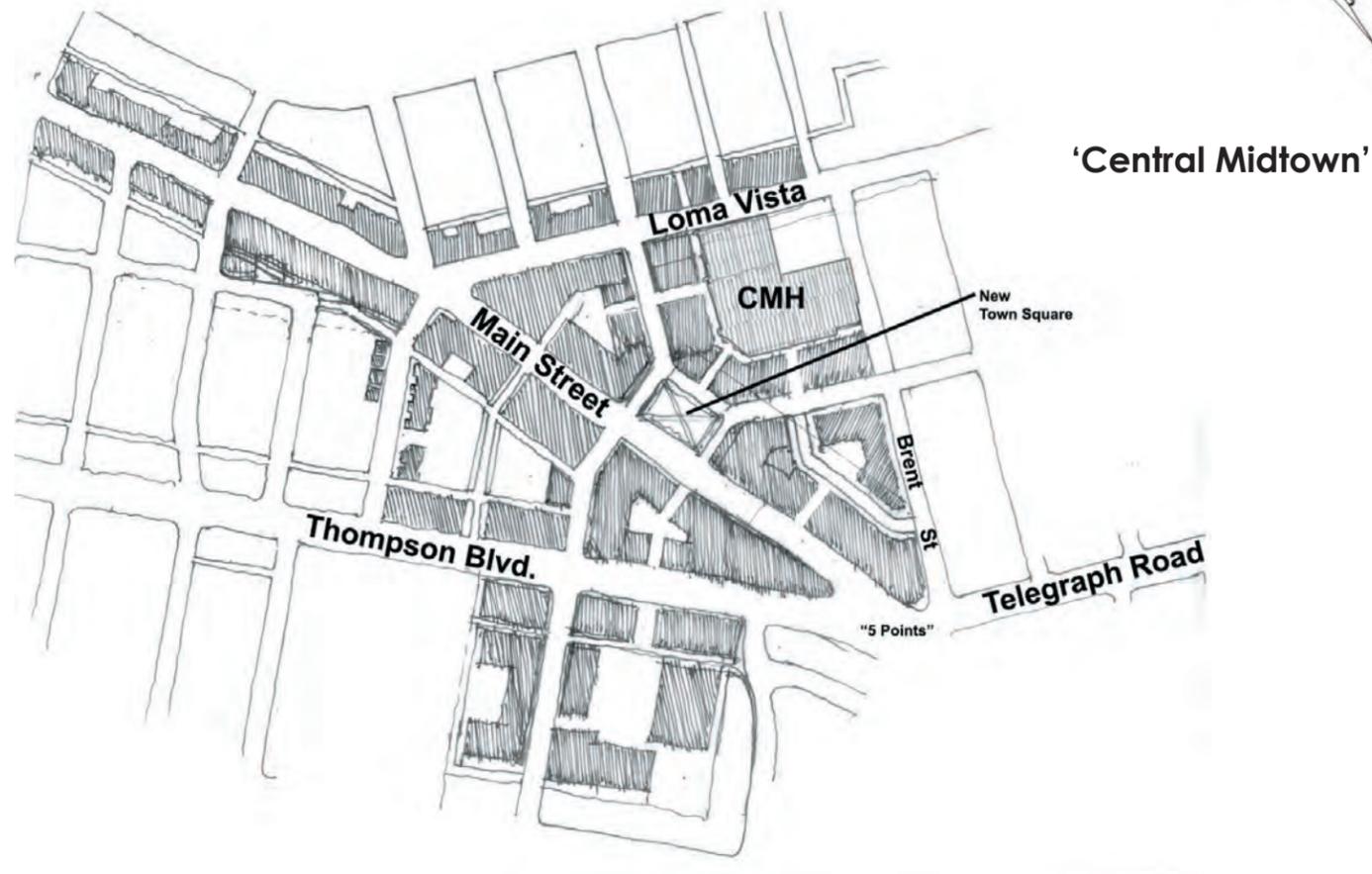
### **Infill of the Greatest Intensity: UG-3 or Neighborhood Center**

Depicts buildings of predominantly three to four stories occurring at key portions of the Thompson Corridor. Uses may vary from Residential to local Service and Retail, primarily on the ground floor, with concentrations of Neighborhood Services responding to the 1/4 mile "Ped Sheds"

## INTENSITY CHARACTERISTICS



The area known as Five Points, particularly the portion bounded by Thompson Boulevard, Loma Vista Road, Katherine Street and Brent Street. This could form the physical and cultural heart of the Downtown and feature a plaza or town green and intensified medical, commercial and residential uses to create a vibrant center. The opportunity for taller buildings is available as many sites are removed from the existing single family home fabric.

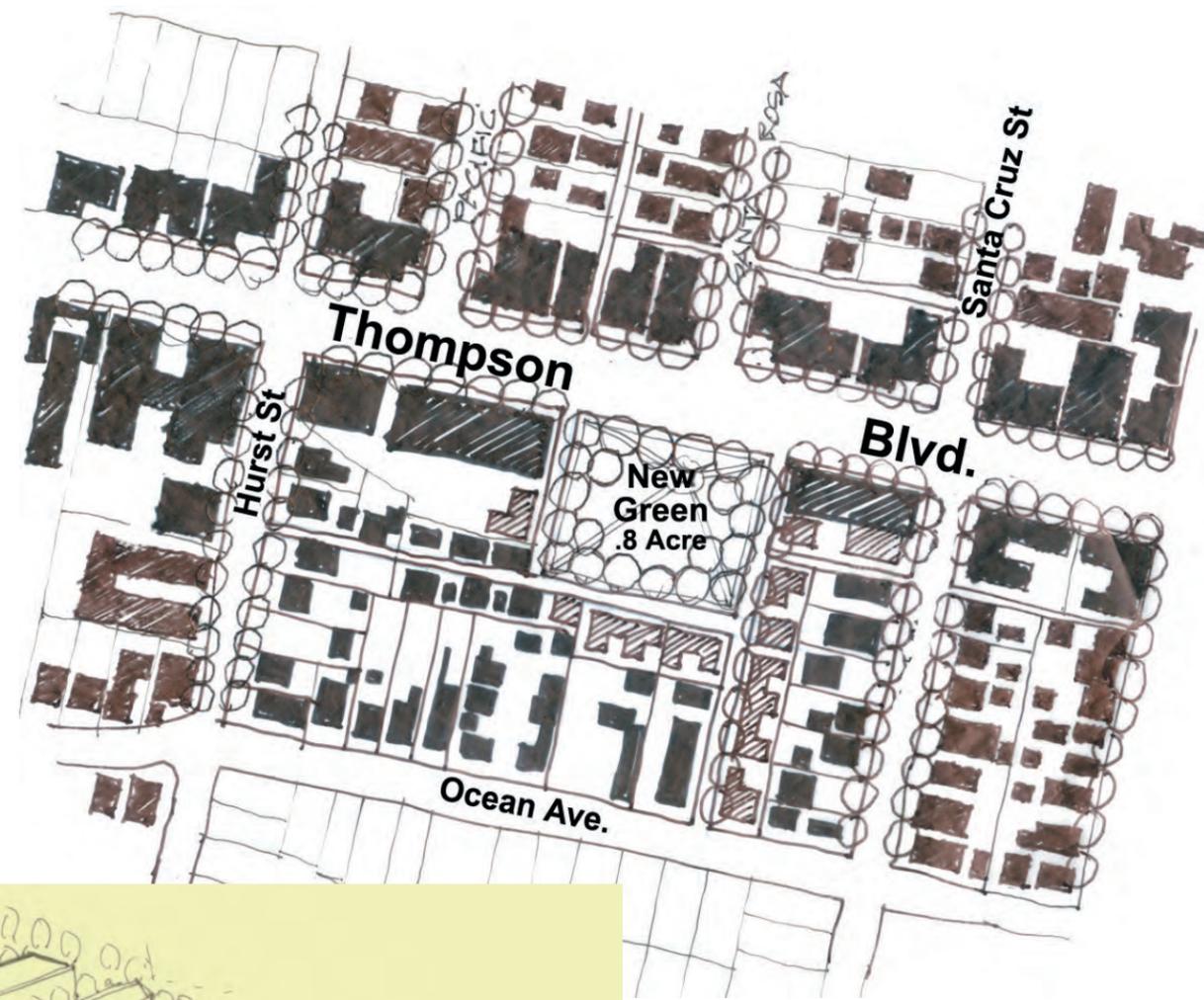


# INTENSITY CHARACTERISTICS

The western reach of Main Street in Midtown is transitional from the lower intensity of the Downtown edge to the lower intensity edge of the Midtown. This area is prime for a neighborhood center with some of the higher intensity uses. The proximity of schools, Cemetery Park, commercial storefronts and various types of housing makes this a strong candidate for a very livable neighborhood.



## INTENSITY CHARACTERISTICS



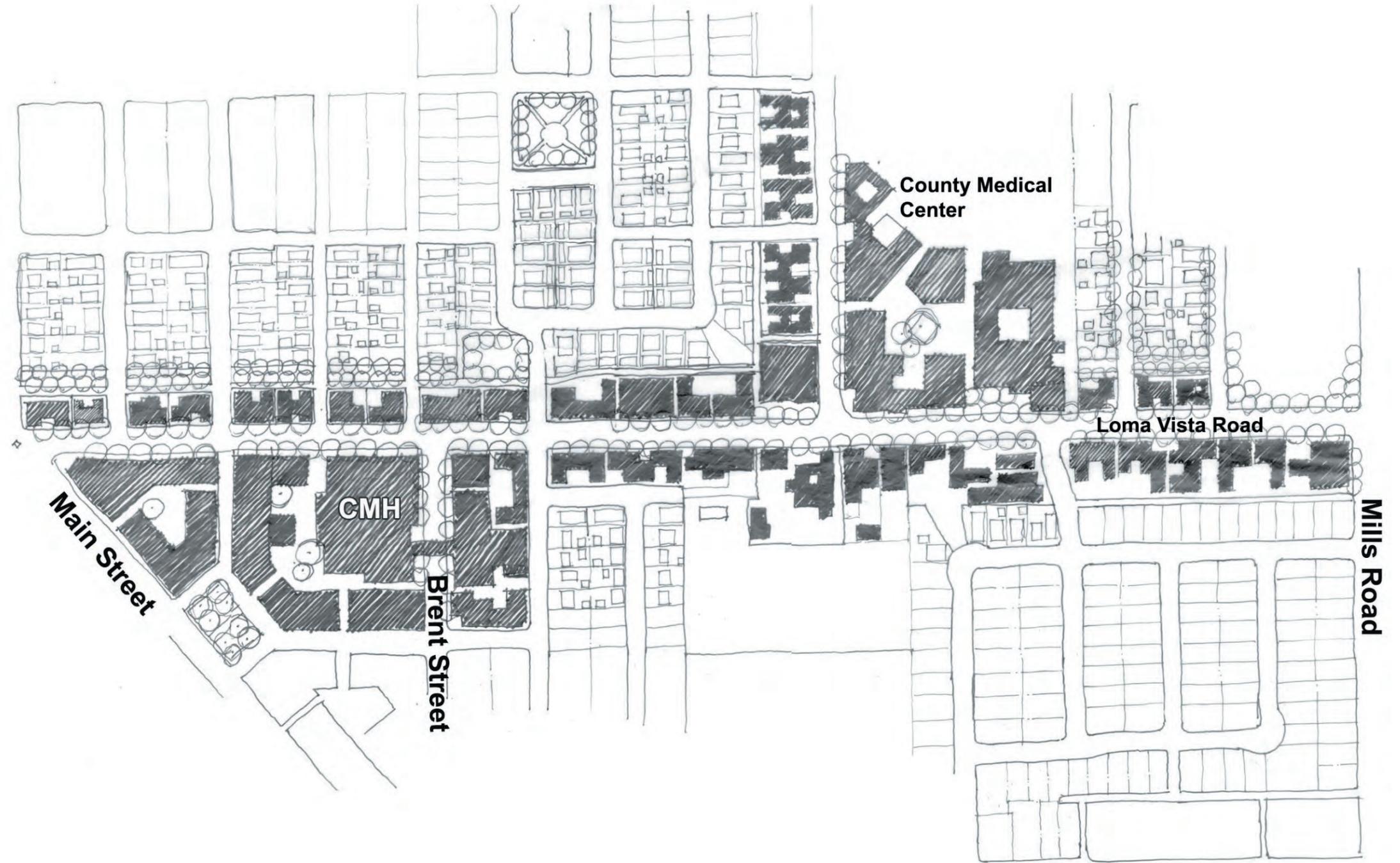
The transition and intensification of uses on Thompson Boulevard can reap dramatic change along this old stretch of former highway. Opportunities for claiming green space in this park-starved part of the City should be explored. Shallow lots along Thompson that back up to lower intensity interior lots should be treated sensitively.



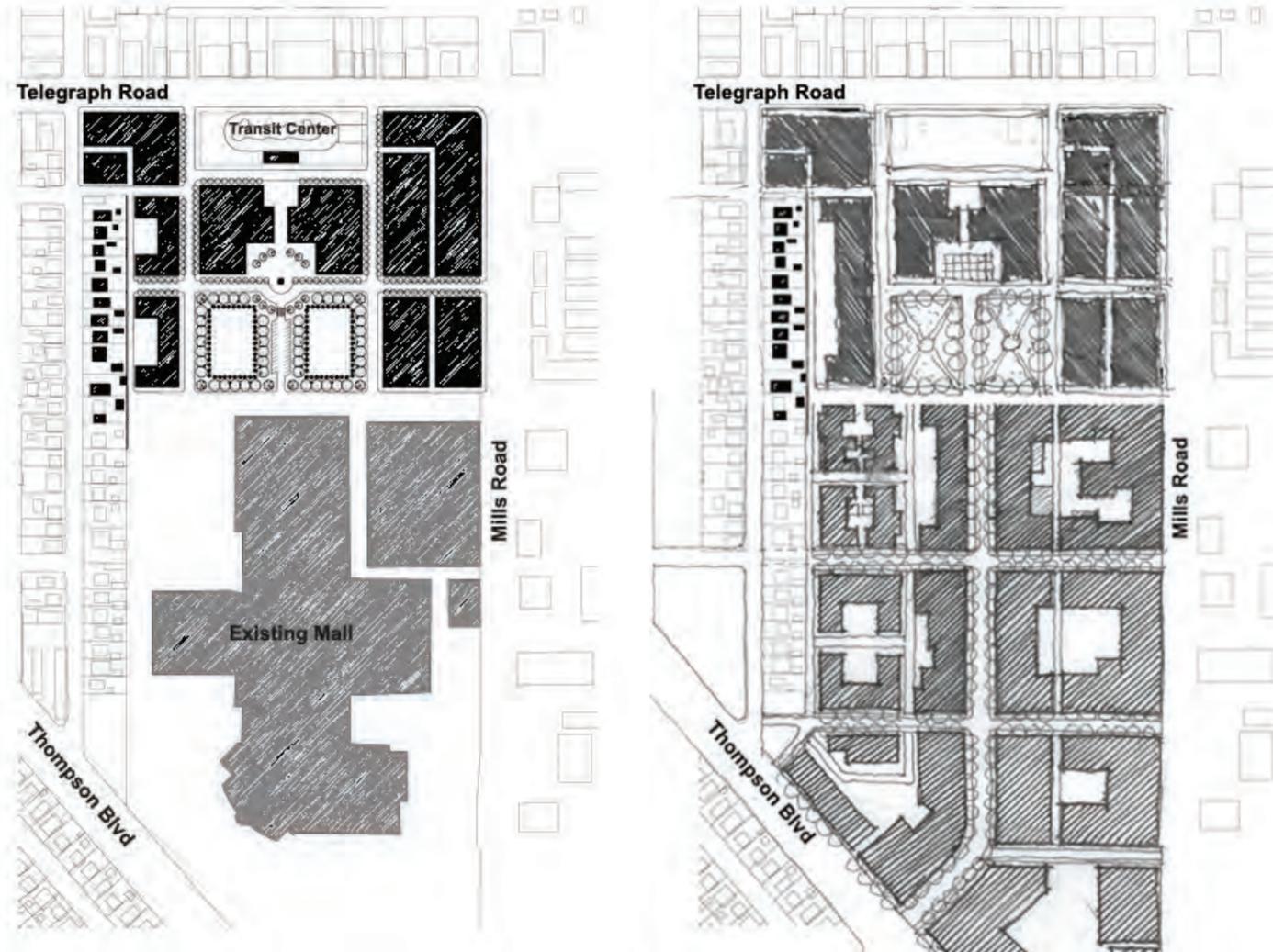
# INTENSITY CHARACTERISTICS

The Loma Vista corridor currently varies in scale along its length- from one-story offices to hospital towers. There is an opportunity for intensification of uses that maintains the commercial focus of medical uses while also bringing in a variety of housing types to house medical workers.

The proximity to the new 'Central Midtown' provides a possible synergistic interaction.



## INTENSITY CHARACTERISTICS



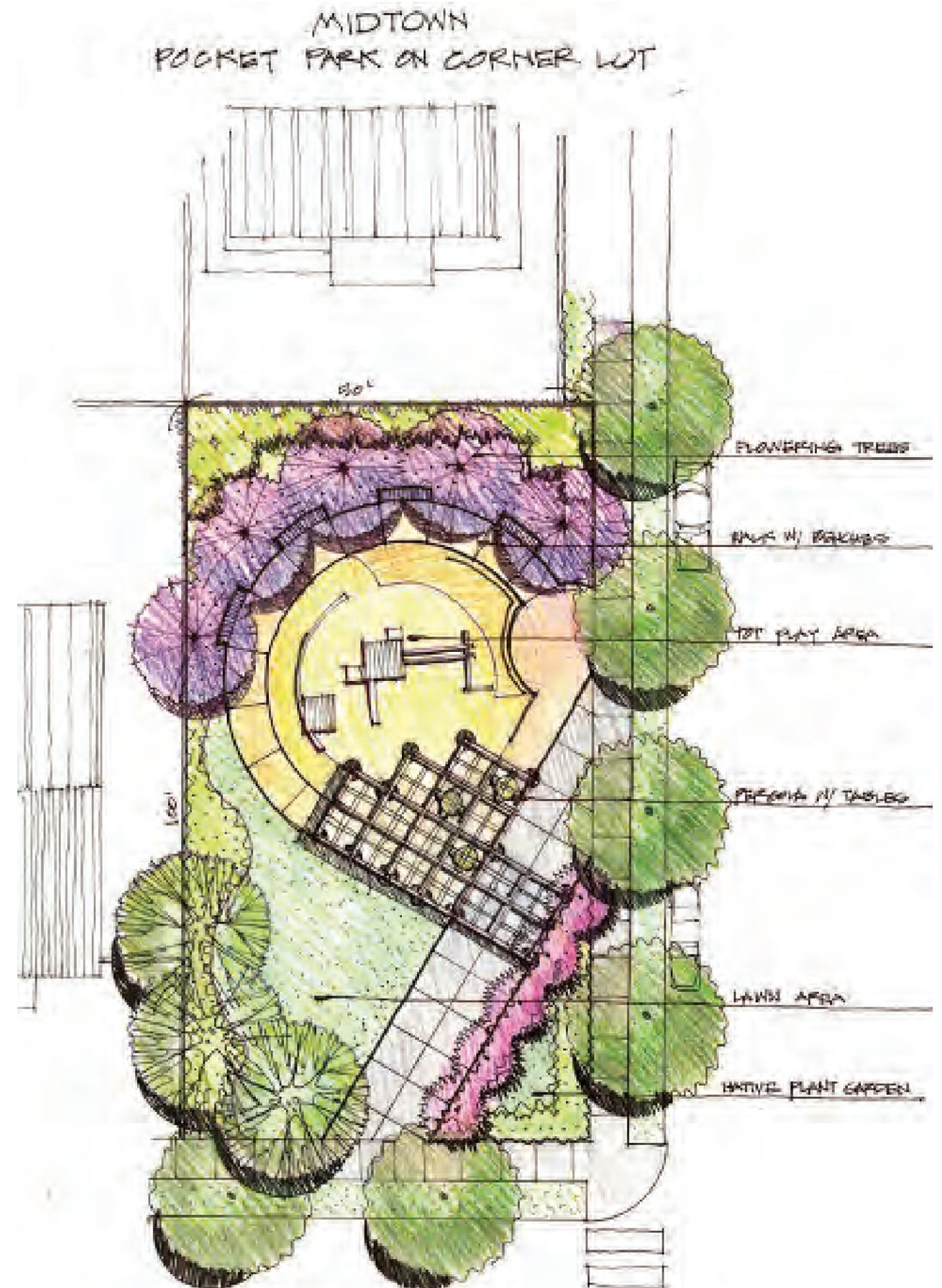
The Pacific View Mall provides a long term opportunity for reintegration of the sprawling mall site back into the finer urban fabric, while maintaining it as a regional commercial draw with shops, offices and housing in an open air Downtown setting.

The transit center at the 'top of the mall' could support housing for transit riders.



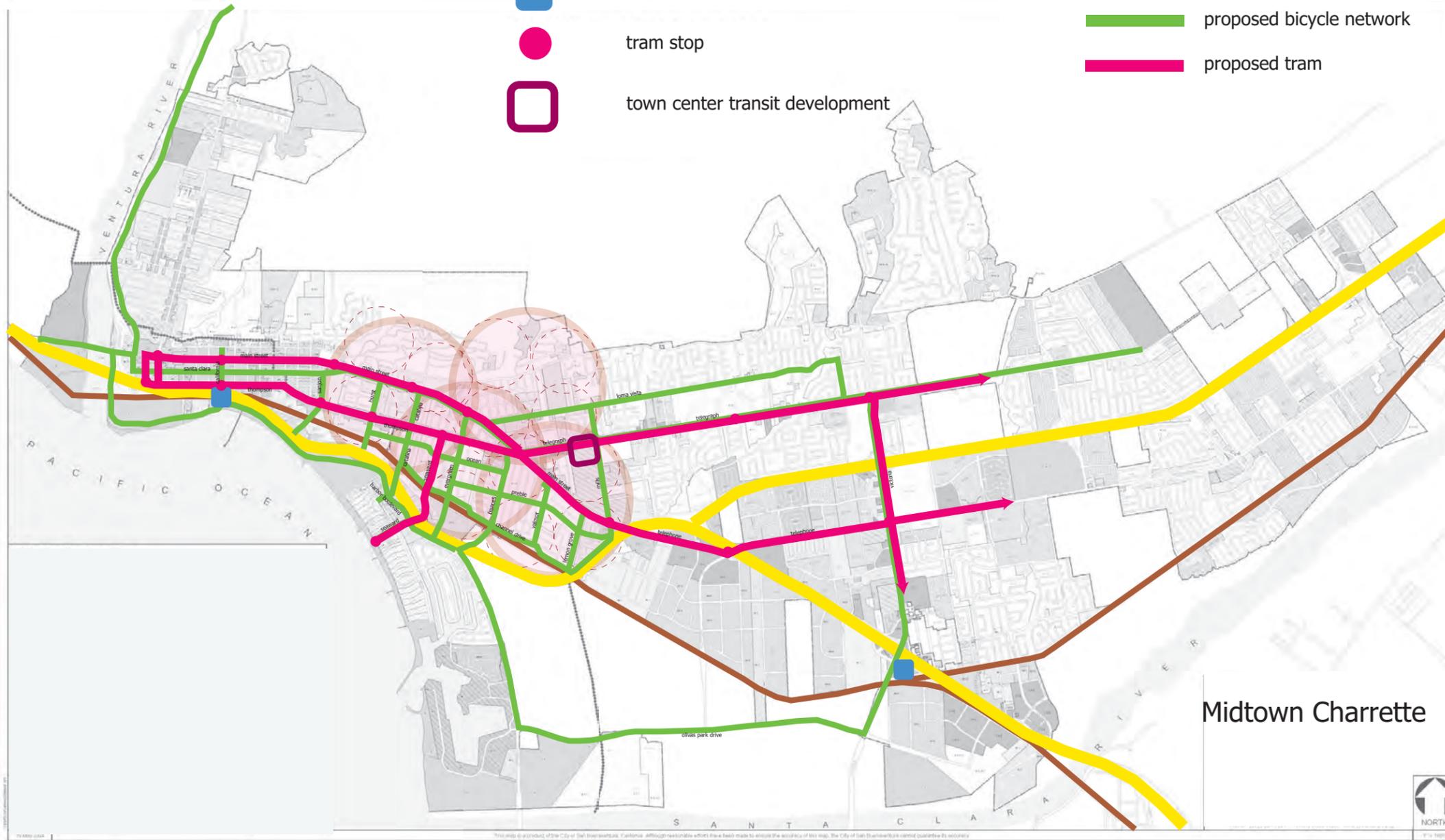
# PARKS

As there are few large parcels available to establish large parks, all opportunities should be pursued to create smaller parks peppered throughout to serve all the neighborhoods. Existing single family lots can actually contain a variety of park amenities to serve all ages in a neighborhood.



# Transportation Systems

- alternative bus transit
- transit oriented development
- tram stop
- town center transit development
- freeway
- existing railroad
- proposed bicycle network
- proposed tram



# TRANSIT

An integrated network of transportation systems throughout the City, not just Midtown is an important part of a well-connected community. The emphasis on conveying pedestrians, cyclists and other 'alternate' transport types should be at least equal if not of more import than the convenience of the motorist.

Long term solutions, including a fixed trolley system, connection to inter-city rail or a series of 'jitney' routes should be anticipated.

# NEIGHBORHOOD NODES

Neighborhood nodes are opportunities for communal gathering and can be manifested in small public plazas, parks, coffeehouses and information kiosks. The face-to-face exchange of ideas and information in a comfortable public venue strengthens neighborhoods.



## Development Intensity Strategies

1. Work with the City as it updates its Comprehensive Plan to reflect the intent of the Midtown Charrette and the proposed intensity plan. When considering overall intensity, consider the transect and ways to incorporate three transect zones per neighborhood.
2. Define overarching goals to create true neighborhoods within the Midtown that include an appropriate mix of uses, new housing options, walkability and transit choices.
3. Identify frontage types most compatible within a particular neighborhood.
4. Identify appropriate building types, heights and massing most compatible within and adjacent to a particular neighborhood.
5. Develop strategies and visions for improved public realm (thoroughfare types, street sections with sidewalk, parkways, landscape, street improvements, etc.) to support the above four strategies.

## Transportation and Connectivity Strategies

1. Further refine the neighborhood pedestrian sheds and their inter-connectivity.
2. Uncover potential for possible “pedestrian easements” within and between neighborhoods OFF the auto travel paths. This could include “barranca trails” from midtown to the hills and ocean.
3. Improve corridors to emphasize walkability, transit choices and moderate traffic speeds.
4. Create a strategy of transportation networks from the neighborhood level (jitneys, mini-buses) to the citywide level (trams, buses) to the regional level (rail, inter-city buses).
5. Create parking strategies that include shared-use parking, identify “Park-once” district, publicly-provided parking, etc.
6. Explore the expansion of safe and clearly delineated bicycle paths, particularly running north-south and connecting to the beach. (Remember that dedicated paths are not always the best choice, and that shared paths actually can be safer.)

## Parks Strategies

1. Improve access to existing parks. Identify shared-use possibilities with school playfields.
2. Define strategies for getting more green spaces and plazas, of varying size, throughout Midtown.
3. Identify possible sites for public art. Perhaps integrate with traffic circles or internal street “squares” that function as traffic calming devices.

## Historic Preservation Strategies

1. Develop criteria for defining buildings and/or districts of historic significance.
2. Identify and create strategies for protection and enhancement of buildings and/or districts of historic significance. Develop criteria for sensitive adjacent development, if applicable.
3. Determine level of agreement for and extent of self-regulation. Does style matter?

# IMPLEMENTATION STRATEGIES

## “GRAFFITI WALL”

During the course of the Charrette, a large blank sheet was mounted on the wall and attendees were asked to freely write their thoughts, issues, concerns, etc.

The team scanned through these comments over the course of the Charrette and were considered important feedback in the process.

The comments are presented here in their in no particular order and in their unedited form.

- Charge a fee for all parking variances to put in a fund for additional transportation
- More affordable housing
- Bring in quality jobs / businesses
- Midtown should be pedestrian friendly! (It currently is hostile.)
- Compact and walk able
- Laneway housing
- Variety of unit types for many income levels and backgrounds
- Improve the look and feel of the major corridors – fill the empty storefronts – more trees!
- John Lentz (kid): I want an arcade in midtown
- We need events to make people conscious of midtown as a unique community, possibly something similar to art walk in down town
- Housing that is affordable and accessible to community is essential
- Involve young people (18 – 35) so they are invested in community
- Create walkway to the beach – Sanjon – Ocean park - all streets that dead end on tracks
- More pedestrian crosswalks between signals on Main and Thompson
- Improve pedestrian and bikeways on Seaward and Thompson to Pierpont Blvd.
- Improve bikeways / lanes to all schools, shopping areas etc.
- Trams to go everywhere Venturians go: Along Main, Thompson, Seaward, down to the beach, down to the mall / transit center, train station / Seaside park, harbor, all store areas and all resources
- Resources include: parks, bike paths, beaches, harbor, next towns: Oxnard, Ojai, Santa Paula and north?
- Turn bowling alley into Boys and Girls club / YMCA/ Community Center / Senior Center, etc.
- No safe haven for kids in Midtown, now.
- Public spaces, even postage stamp spots, bring people together
- Street trees! Street trees! Street trees!
- More signals and cross walks on Thompson
- Narrow it with trees in center
- Make Sanjon Road more attractive
- entrance to Midtown.
- Landscape west side
- Pedestrian park / rest area on ocean side of bike path; each side of flood channel
- Concept: conceptual park @ Thompson & Borchard
- Street front commercial on Thompson, backing on to the park behind, without café space
- No more hardscape
- All parking must go underground, so top area around build is green with extremely needed trees
- Mills and Telegraph sidewalks on east side Mills
- Narrow Mills between Telegraph and Loma Vista or some islands with landscaping in middle.
- Grow the neighborhood to 2, 3 and 4 stories incrementally and over time
- I would like to see a sound wall installed on Main Street, across from the mall from Barber Ford to Francis (Similar to the high wall on Victoria). This area (ditch) detracts from the nice center divider and mall.
- Main Street between Chrisman and Five points should be changed from four lanes (2 each direction) to one lane each direction with a third center lane that can be used for left hand turns. This will limit traffic getting backed up behind turning vehicles. It will also create more space for larger sidewalks and bike lanes. It will also contribute to creating a moiré pedestrian friendly environment.
- Cemetery Park: Take advantage of natural slope to create a natural amphitheatre. Must respect those buried there. As it is, it is a bit creepy as a park. No one hangs out...just walks dogs.
- Are you big enough to build small?
- Please Keep 3 stories on Thomson as occasional pop-ups on staggered rooflines and never next to a one story. Be sensitive to scale.
- Mini, mini, mini, mini pocket parks
- Better Beach access from south end of arcade at Channel – stairs to Seaward
- Bringing alternative housing types into the area and especially along the corridor
- will have a huge impact on revitalizing the commercial and retail spaces (that are currently suffering in midtown). These businesses will become “neighborhood serving,” instead of trying to draw from outside areas.
- Down zone my property...it should not have 5 to 8 condos on it (Hobson Heights). Same for Westside.
- Mid town residents, east of 5 points, need something we can walk to! Already Farmers Market, Saturday, downtown!
- The plan shown for the north end of mall is great. Like the greater intensity shown on Thompson.
- Plaza idea for Main Street (Near Yolanda's)...More connections N/S to Ocean...More green spaces / Mini plaza
- Turn crack hotels into arts and senior housing; business incubator.
- Turn liquor stores into grocery stores
- How about moving the Wednesday Farmer's Market (now in the BV mall) to either Main or Thompson? Santa Barbara uses State St. for theirs, so using our Main Street, should be ok too.
- Make Hobson Heights and Poli St. safer for pedestrians – currently it is a hazard to walk there, due to speeding cars and no where to walk. Maybe one-way, with wider sidewalks on both sides. Leave parking on one side only.
- “Historic”, notable districts walking tours would be great for Ventura residents and for tourists. Make the streets between these districts “friendly” for continuing the tour.
- Show us where you would put the new city yard that enables city vehicles to access the whole city, so well!
- San Jon sucks! City yard could be a nation wide example of new urbanism – mixed use, TOD, connects with Ocean Park to San Jon Rd. and beach. Make San Jon Road a community and tourist resource.
- Placing garages and storage yards next to residential is akin to a raceway next to the beach. How about the west side?
- Encourage, in fact, demand, and rainwater collection.

- Thompson is a more level street than Main for bike lanes.
- Private development ordinance for public art that could be used for streetscape (1 – 2%) – Ordinance would need to be changed to “pool” the funds to create amenities in Midtown and other areas, not always in specific C.I.P. projects.
- More green spaces! Reduce hard-scape. Encourage co-housing. Where’s the childcare / family friendly component?
- Create a green pedestrian passage from Hurst to San Jon. Keep the butterfly garden. Use native plants wherever possible.
- Eliminating left turn lanes on Thompson would increase parking and reduce auto speed.
- Inclusionary, affordable housing throughout the city!
- All parking variances should pay a substantial fee to fund better transportation along the corridors
- Reduce speed along main street, Five Points to Mills!!
- No population density with limited parking
- Design guidelines for new and redevelopment projects.
- Slow volume and speed of traffic, everywhere!! Especially on streets such as South Catalina, San Clemente and all streets between Main and Thompson. We need solutions!! Terminalize some of the residential streets.
- Let’s think outside the box --- Street calming ideas.
- Take out the light on Thompson or trees and walk way in center to beach.
- More green parkways.
- We need more street trees!!!
- Ann had a picture of trees planted right in the street in front of existing street parkway. We could do that on S. Catalina.
- Don’t shade the area between Thompson and Main with 3 story unbroken sky- lines. The area between will die.
- Traffic calming slogan. How about: “Twenty is Plenty. Keep our Residential Streets Safe. Drive Slowly!”
- Bike path on Thompson. It’s flatter than Main. Electric bus transportation – similar to Santa Barbara.
- Telegraph and Loma Vista are as important as Main and Thompson, regarding traffic, tree, etc.
- Focus on Gathering Places. I.e. outdoor café’s, coffee houses, etc. Would keep Venturans, in town, instead of driving to the Westlake promenade or other out of town destinations.
- The “Side Car” is a Notable building.
- Normalize speed limits: an electric vehicle. (25 mph max), should be able to traverse midtown, downtown & access the beach legally. Currently, it cannot. This could be remedied immediately.
- Passage to the beach by Anacapa, over the tracks and Borchard. Here! Here!
- Change the school parking issue.
- Long live Googie Architecture. We lost the Ban Dan. Let’s get something back!!
- Terminalize some of the residential streets, but put walking passages to keep people on the go, on foot!
- No over weight vehicles on residential streets. Noise pollution!
- No one project needs to try to overburden an area. The idea should be, that over time and over the length of the corridors, we gently increase density.
- “Midtown, Where there is plenty of parking on the sidewalks and lawns!!!”
- Mainstreet corridor, between Five-Points and Mills and Telegraph and Mills, should have a sidewalk along south side of street, i.e. linear park.
- There doesn’t need to be 1<sup>st</sup> floor commercial everywhere on Main and Thompson. 1<sup>st</sup> floor housing is ok, with 2<sup>nd</sup> and 3<sup>rd</sup> housing too.
- Then suck it up and allow 2 stories!! One story is inherently unaffordable. Wake up and smell the Starbucks!
- Maybe need design review, at staff level, for two-story additions.
- Underground utilities for aesthetically pleasing neighborhoods!!
- Thank you! I agree and love your concepts!!
- Business (restaurants) take advantage of the “sunny side” of the street. More patios, parking on streets (assigned) and more café culture (pedestrian oriented).
- In proposed higher intensity areas, maintain pedestrian amenities, sidewalks, crosswalks, etc.
- Don’t lose all the gas stations. Neighborhood residents need gas too.
- N. Mills: Maps incomplete. No sidewalk, east side does not have street trees and is unsafe for residents, pedestrians and school kids.
- Pedestrian overpass over RR tracks at west end of channel.
- Affordable housing – you have to mandate it; diversity of housing types alone will not do it.
- Concentrate intensity of uses on problem or less desirable sites like tacky motels or car lots
- Put: Americans with disabilities act (ADA) curb cuts at all intersections along Main Street and Thompson Blvd. ASAP!!!
- Clean and quiet transit (shuttles and buses) that runs every 5 – 7 minutes will revitalize the city. Cities that don’t move die!!
- I agree – we could have a loop from TOD to Downtown - continuous bus/trolley schedule.
- Howard St. is too wide – narrow it and add bigger trees.
- Thank you!! This is very exciting.
- The top end of the Pacific View Mall should be redesigned to incorporate a cultural arts venue (concerts, plays, etc). Perfect location, i.e.: All freeways are near by, public transportation they’re, shopping, restaurants, etc. Perfect use for this property.
- Redirect bus traffic on Mills (north of Telegraph up to Loma Vista) from Mills to Ashwood. Ashwood is a commercial street; North Mills is a residential neighborhood.
- Pedestrian overpass over Harbor Drive at the pier. Continue the 101 pedestrian overpass.
- Put a large (monumental) piece of public art at 5-points.
- What about Seaward Ave?
- Yes to Public Art!!!

## “GRAFFITI WALL”

- Thompson would be more walk-able, without prostitution and drug dealing. That is something that can be fixed now!
- Reroute the bus route going north between Telegraph and Loma Vista on North Mills to North on Ashwood instead. Why have a bus stop on north Mills, when you have a transit center just ½ block south?
- The transit / transfer Center should be on the south side of the mall – reduce travel time on Mills – reduced trip time.
- How about creating nodes with something that draws the public to a place and makes them want to stay. Why do I want to visit a historical church? What makes someone want to stay at a node? Food, entertainment...chocolate chip cookies? Think about it.
- Stick with Spanish design – mission – Montecito and Santa Barbara have done well.
- And Victorian and Craftsman and, and, and...Just no cheap architecture.
- I disagree. We are our own city. We need our own identity. Plus we don't want that kind of design fascism!!! Please no!!!
- Allow anything we have and a few things we don't. Hello Eichler Schindler. Green and Green. Neutra.
- How about distinct architectural styles for each “node” along Thompson and Main?
- I like this idea!
- Modern and art deco are good too!
- Traveling along Main Street, starting at the Mission and through midtown, provides a wonderful snapshot of history through the architecture as you progress. We should celebrate and enhance these different styles. Limiting all architecture to one style results in a “Disneyland” like quality, where the environment becomes contrived.
- Yes!! This is right on.
- This is great! Consider it is an education in architecture. Capitalize on it.
- How about less traffic (air and noise pollution, too!) on N. Mills Rd.? It's become a raceway instead of a neighborhood. Buses could be routed so that they travel along Telegraph to Ashwood and then along Loma Vista – This would help the neighbors!
- How about encouraging traffic to travel from the hospitals and medical buildings along Borchard to Main or to Thompson?
- Memorial Park, since we need and want more parks – Please no head stones in the park as some are proposing perhaps a wonderful Memorial. Instead: We love our pictures and views and peaceful place.
- I agree. What's done is done. Plus we can't afford it!
- Keep intensity on Thompson and Main – with no more than 20% of the project popping up to 3 stories with views through building.
- How about encouraging traffic to travel from the hospitals and medical buildings along Borchard to Main or to Thompson?
- You should build a legal wall for graffiti. Give the kids a place to express themselves. Graffiti can be beautiful, if you can accept it.
- New development needs to supply parking (easy and accessible) for it's development. Move city yard out of San Jon and bring Ocean Park on through with bridge over culvert to San Jon.
- I agree. We need the park to be accessible and take advantage of the ocean views.
- There are not enough parks or park space.
- Put the utility poles underground!
- Great project. We've been waiting for this program for years. Thank you!
- Convert Crystal Lodge to Courtyard Apts. Around park at Hurst.
- I do not want our whole town to look like a mini Santa Barbara! It's beginning to look this way.
- What's the problem with that?
- Put crosswalks at Five – Points!
- Ditto!
- Strive not just for people – friendly pedestrian sheds, but dog-walking friendly where appropriate.
- Street trees may not work on all streets. My street has a 24" sidewalk and no park lane (1700s of Poli). Neighbors have side yard and front yard trees. Could the city work with neighborhood block groups to advise on private “street trees?”
- Make the parking lot area, behind Community Memorial and between Main and Loma Vista a street.
- I agree. It is needed because of danger.
- Bring quality jobs to Ventura City, so those who commute the Landslide Zone, won't have to!
- Move the 101 over the hills. No trucks on 101. I can dream.
- Cover 101 from pier to Ventura Ave. and put commercial on top of 101.
- No reason for buses to go up Mills Road. Go up to Ashwood, instead. There's business up there and no residences!
- There is a [www.carfreesantabarbara.org](http://www.carfreesantabarbara.org), already. Why not a [www.carfreesanbuenaventura.org](http://www.carfreesanbuenaventura.org)?
- I like the fact that what has been talked about (as plans for infill) is respectful to what already exists.
- Twenty -six single family homes, along both sides of North Mills Road. Intensified transit center use is at their expense. Rerouting Buses to Ashwood, which has commercial and nonresidential directly fronting block between Telegraph and Loma Vista, should be considered.
- Street trees should be deciduous. Don't shed all year and energy efficiencies for adjacent buildings. Main Street at Aliso. The apartments opposite the park could be very dense. Four to five story with store fronts, on Main.
- Check out “publicos” as a transportation alternative. In Puerto Rico, “Publicos” provide great transport – vans that run frequent unscheduled routes, between towns and around town.
- Stop signs on every corner on Poli (aka Raceway)
- Provide traffic calming along Channel Dr. It seems it's a cut through street for Main.
- Everyone loves Midtown, because it is unique. It is eclectic and not Santa Barbara, Pasadena, etc. We don't need to bring in the “Mediterranean” looks, but preserve and clean up what we have. Don't let developers or “text-book”

- architects tell us what it should look like.
- More sand at “C” Street beach. Beautify our beaches to create tourism (local and otherwise).
- Keep park idea at Hurst. Parking solutions are needed! Think before you act.
- Thompson: Main Street needs to be “Complete” Streets throughout their length – Complete Streets safely accommodate bicycles, cars and pedestrians. Re-striping is needed to create one through car lane in each direction; a left turn lane and a bike lane (similar to how Main Street is west of Santa Cruz.)
- The Seaward / 101 bridge should be re-striped and the sidewalk widened. The 2 lanes that go towards the beach could be downsized to one lane and the freed up space used for pedestrians and bikes.
- Please add the names of all architects who participated in this process to this document. Let's support the local architects.
- Encourage more bike racks (note that city hall has none!)
- Tract the bungalows that have been preserved in the corridors of Main and Thompson, below Hobson Heights and above and below San Buenaventura. Should have any infill around them be sensitive to their character and scale.
- I whole-heartedly agree that the plan is timid. Intensity in business and housing is sorely needed. We have to boldly admit, as Americans, that we have been sold a bill of goods regarding the so-called “Suburban Dream.” It is a myth. My hopes are: 1. More sidewalks with street trees (lots of them) 2.Poli between Lincoln and Pacific (at least) to be a one-way (I nearly get t-boned every morning by SUVs going to High School). 3.Sidewalks on the above area, wide enough for walking, so kids and parents can walk together. 4.Down zoning liquor stores. It works. I've seen it. 5.More stops along Poli and Foothill 6.Parks -no matter how small. 7.Most drivers, when there is no traffic, drive down the center anyway.

