

VENTURA AVENUE TO THE FUTURE



**City & Regional Planning Department
Community Planning Laboratory 2006 - 07
Faculty Advisor: Zeljka Howard
Consultant: Lisa Wise, Lisa Wise Consulting**

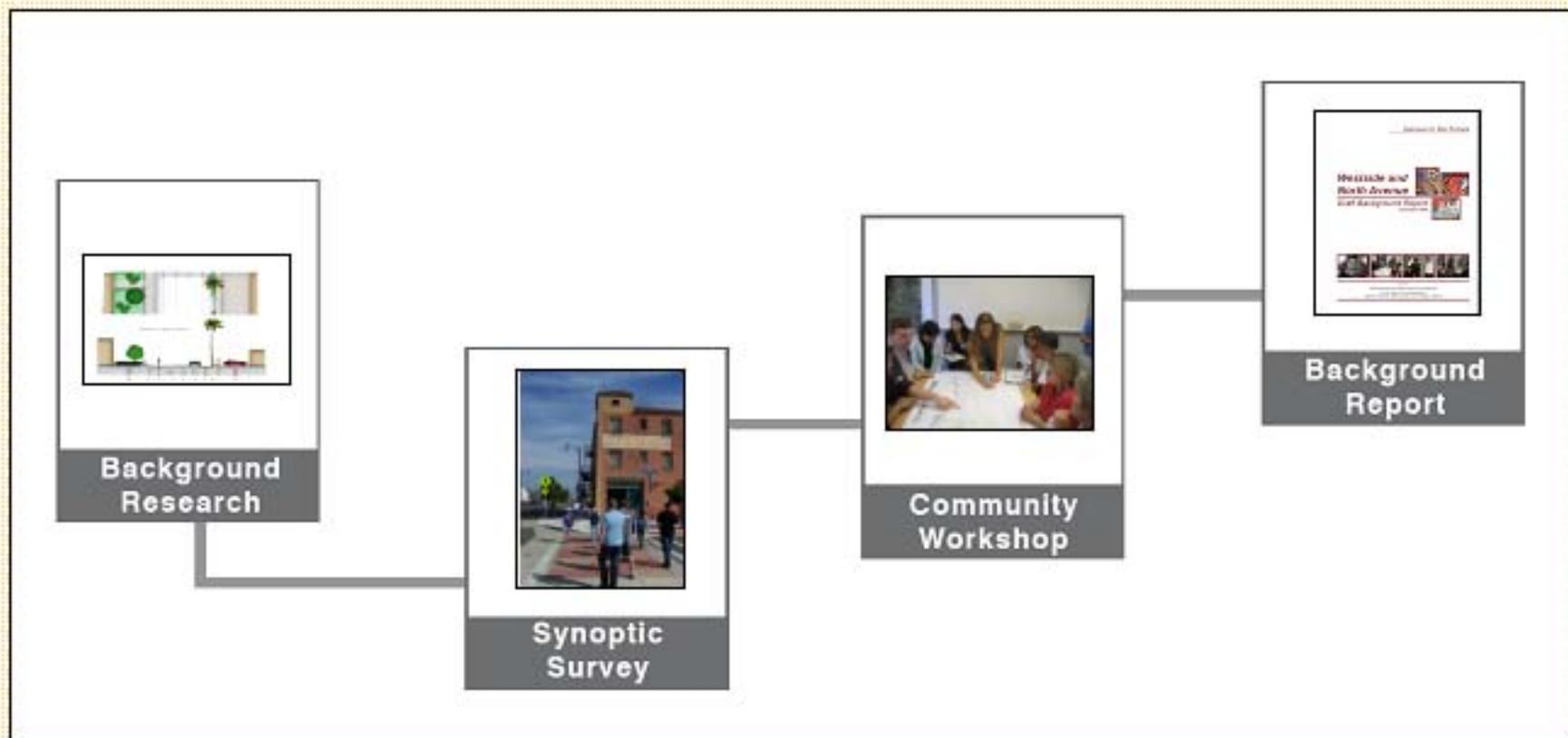
PRESENTATION OUTLINE



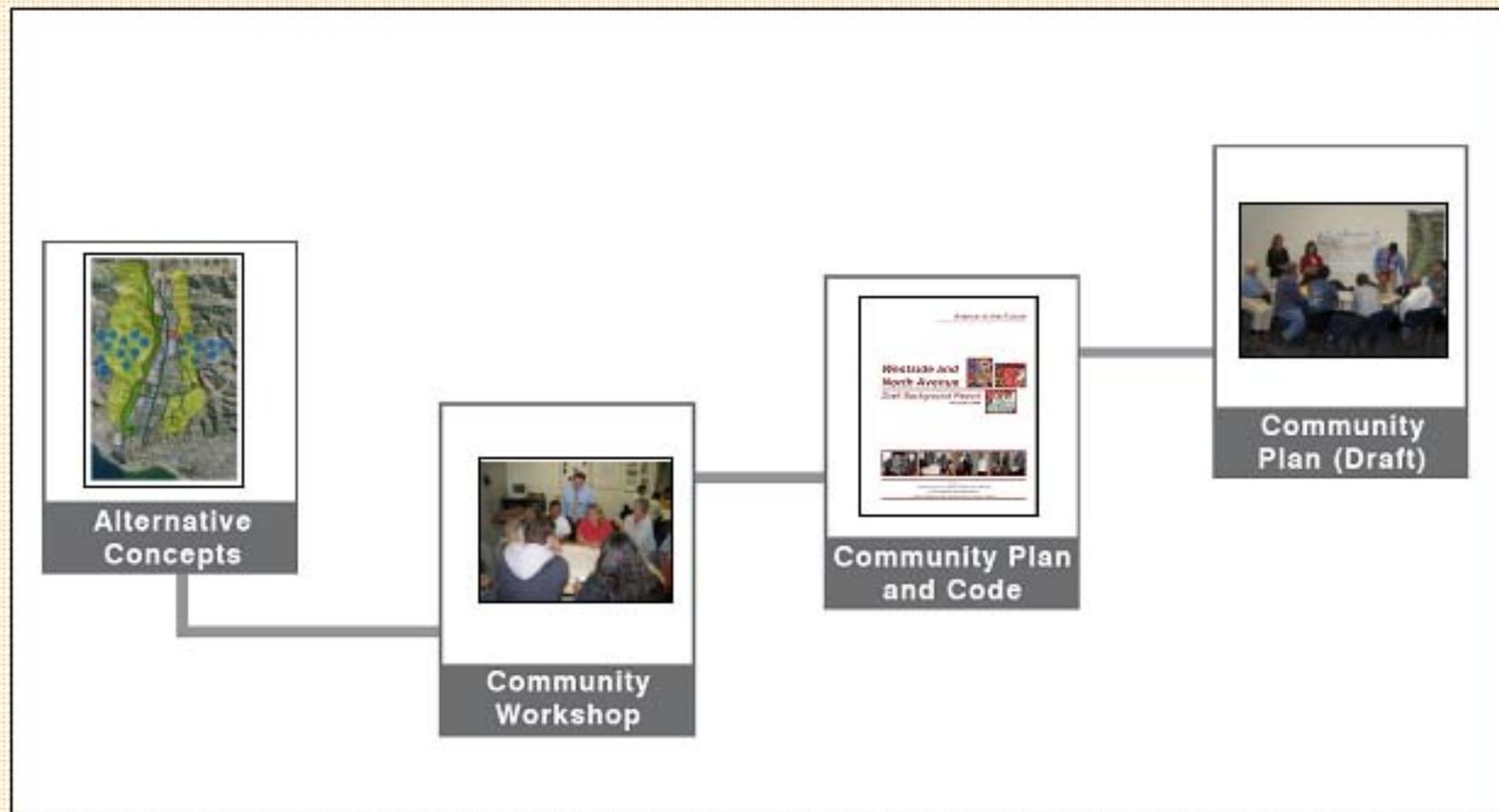
OVERVIEW

- PLANNING PROCESS
- BACKGROUND INFORMATION
- COMMUNITY INPUT
- DRAFT COMMUNITY PLAN
 - Overall Concept
 - General Plan categories
 - Key Opportunity Areas
- CLOSING REMARKS

PLANNING PROCESS - Phase One



PLANNING PROCESS - Phase Two

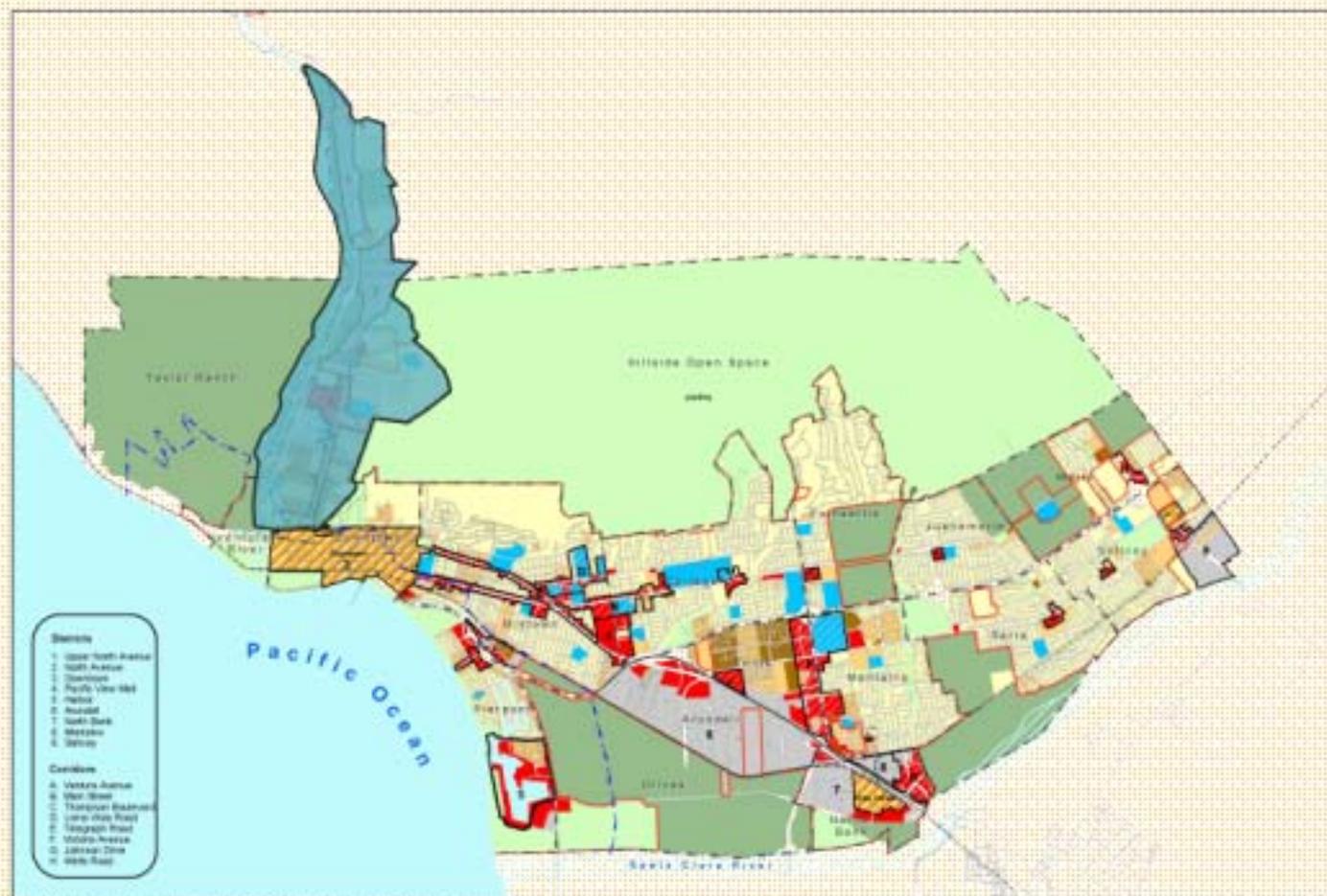


EXISTING CHARACTERISTICS



Michael Marcus

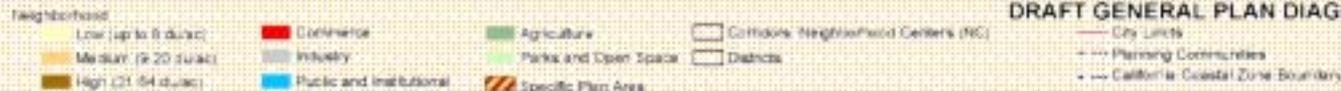
STUDY AREA - Westside and North Avenue



Note: Areas prone to flooding are shown on Figure 3-7 in Chapter 3.

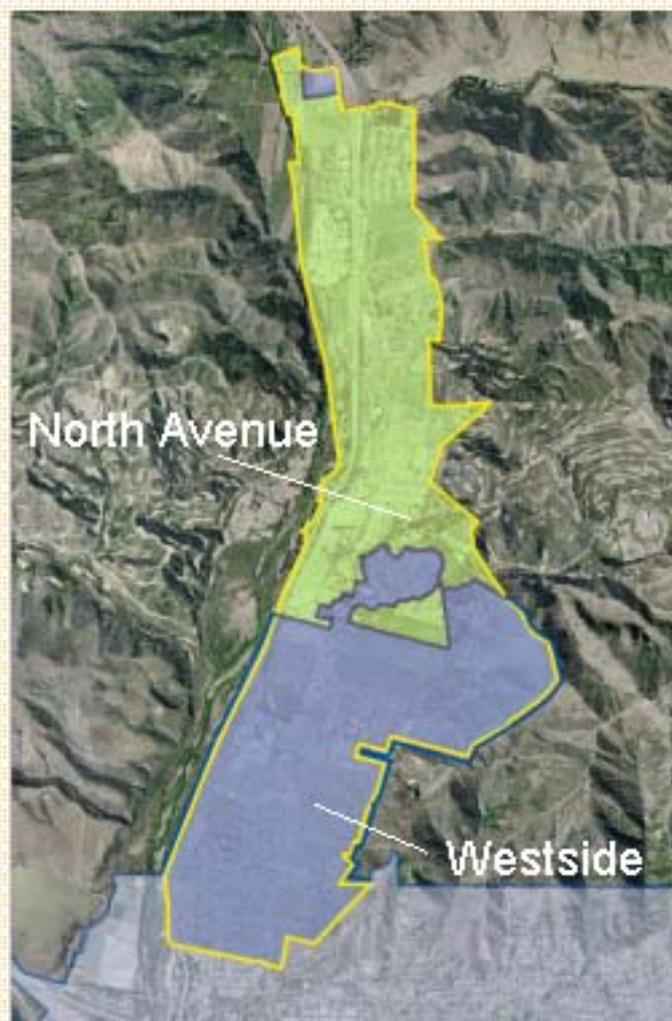
Figure 3-5

DRAFT GENERAL PLAN DIAGRAM



This map is a product of the City of Ventura Planning Department. Although the map is intended to be a guide, it is not a guarantee of any particular outcome.

STUDY AREA - Westside and North Avenue



GENERAL INFORMATION

- **Total Area: 2,000 acres**
 - Westside: 1,200 acres
 - North Avenue: 800 acres
- **Area Boundaries**
- **Population: 14,111**
 - Westside: ~13,000
 - North Avenue: ~1,000
- **4,184 Housing Units**

AREAS OF STUDY – Key Findings



FINDINGS INCLUDE:

- Community Character
- Environmental resources
- Neighborhoods
- Thoroughfares
- Ventura Avenue
- Public Services
- Economic Activities

KEY FINDINGS – Historic Heritage



LOCAL HERITAGE:

- Originally settled by the Chumash
- Later settled by Spanish Missionaries
- Oil industry est. in early 1900s
- Oil industry began decline in 1970s

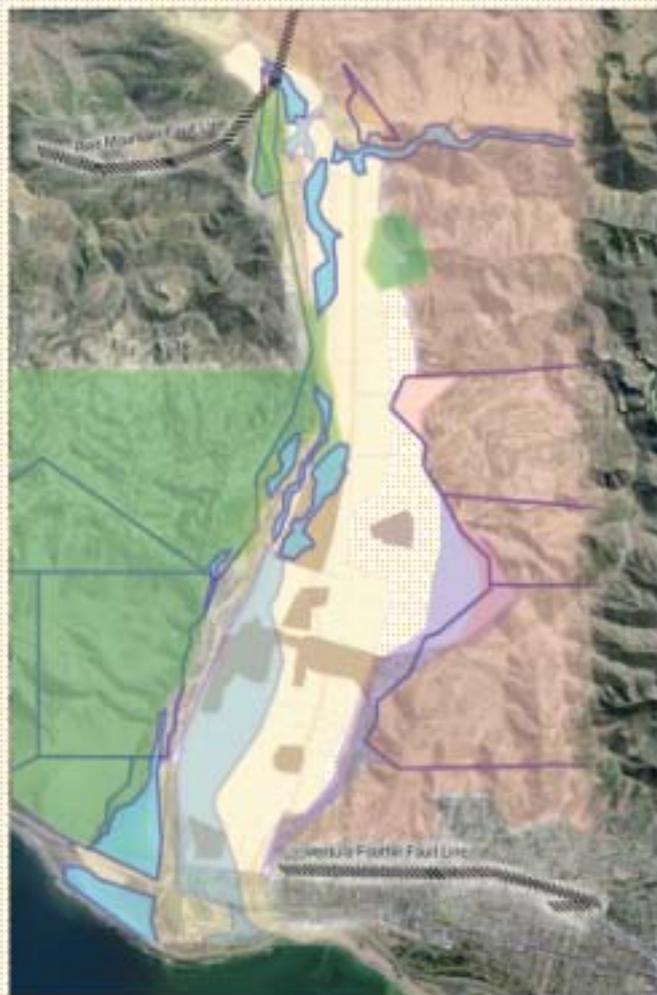
KEY FINDINGS – Community Character



LAND USE SUMMARY:

Land Use	Acres	Percentage
Residential	456	30%
Commercial	60	4%
Industrial	361	24%
Agriculture	41	1%
Open Space	254	17%
Public/Civic	101	7%
Vacant	232	15%

KEY FINDINGS - Environmental Resources



- Ventura River
- View sheds
- Surrounding hillsides
- Landslide and liquefaction
- Seismic activity
- Flood zones
- Fire hazards
- SOAR parcels
- Brownfields

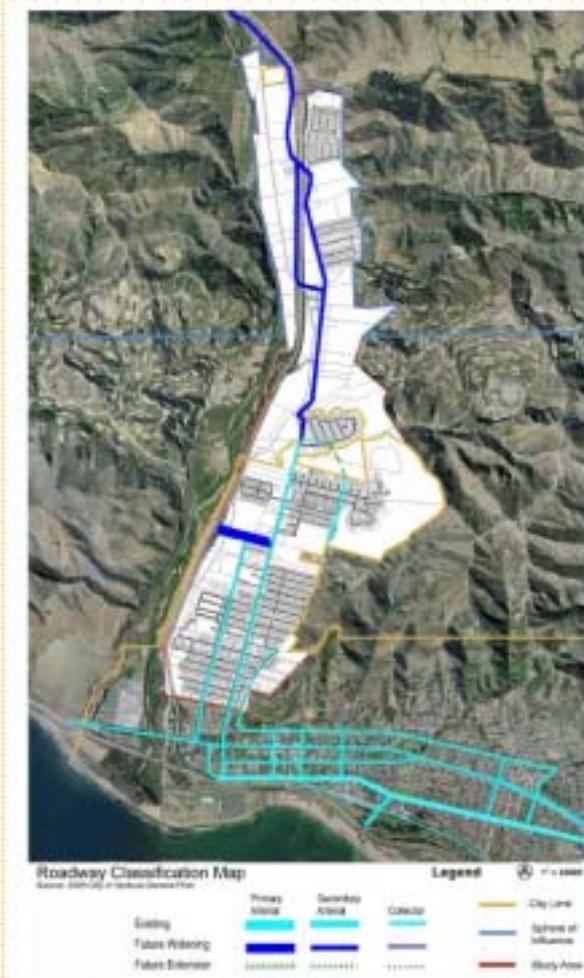
KEY FINDINGS – Neighborhoods & Housing



KEY CHARACTERISTICS

- Lack of affordable housing
- Variety of housing types
- Ethnically diverse population
- Relatively young families
- Vibrant art culture

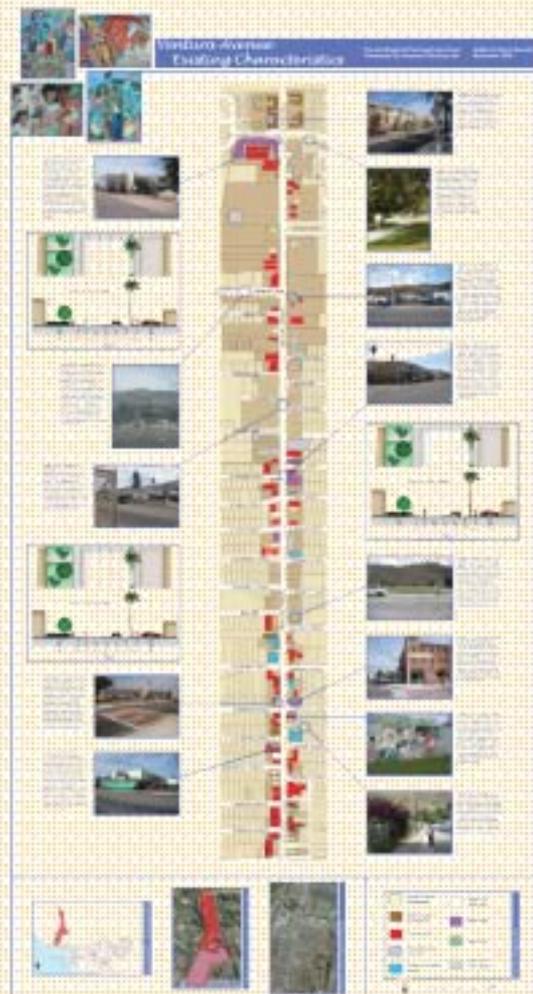
KEY FINDINGS - Thoroughfares



KEY CHARACTERISTICS:

- Main Routes:
 - Ventura Avenue
 - Stanley Avenue
 - Olive Street
- Level of service is adequate
- Pathways need improvement
- Poorly maintained streetscaping

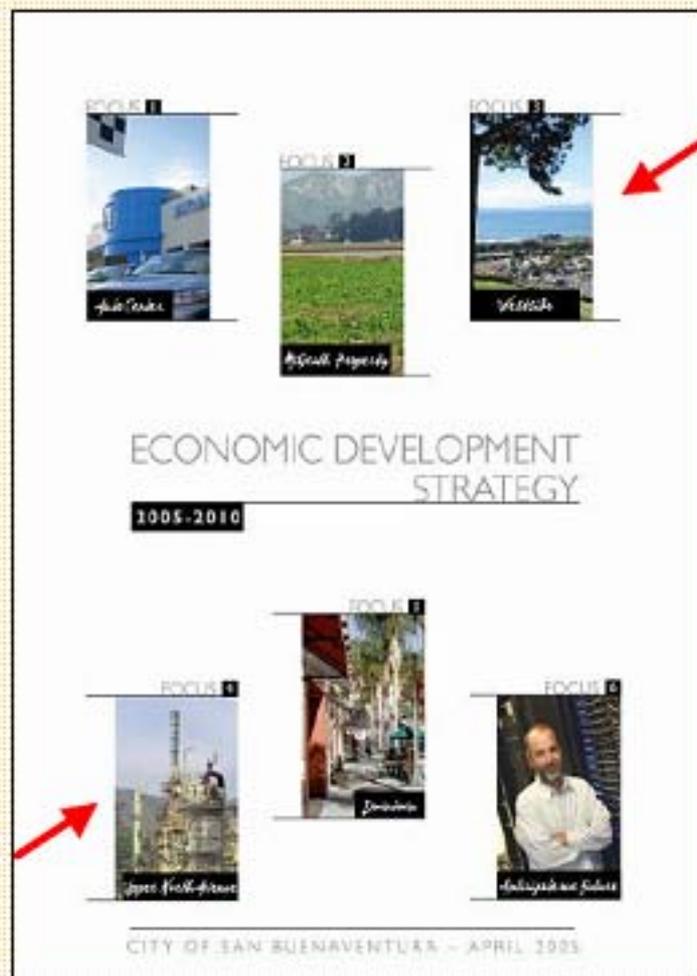
KEY FINDINGS – Ventura Avenue



CHARACTERISTICS:

- High potential for revitalization
- Incompatible land uses
- Accessible by multiple freeways
- Strong cultural characteristics
- Experiencing economic transition
- Strong historical heritage

KEY FINDINGS – Economic Activities



EXISTING ECONOMIC CONDITIONS:

- Low land value
- Lack of high-quality jobs
- Deferred maintenance
- Older structures & infrastructure
- Lack of shopping & services
- Industrial areas are in the County

KEY FINDINGS - Public Facilities and Services



KEY CHARACTERISTICS

- Deficiencies in police & fire
- Deficiency of park facilities
- Schools nearing capacity
- Wastewater facilities nearing capacity

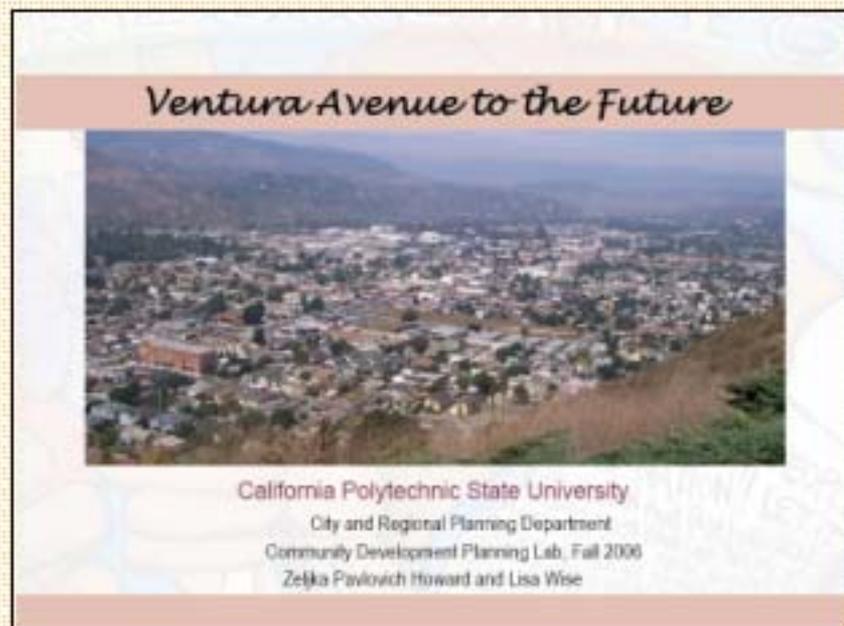
DEVELOPMENT OPPORTUNITIES



KEY OPPORTUNITIES

- Vacant Land: 232-acres
 - North Avenue: 191-acres
 - Westside: 41-acres
- Areas in transition (ex: USA Petroleum)
- Mixed-use development
- Public Realm improvements
- Annexation potential
- Workforce housing
- Infill development

COMMUNITY INPUT - November 18, 2006 Workshop



WORKSHOP OVERVIEW

- Research findings
- Visual Preference Survey

VISUAL PREFERENCE SURVEY - Images



COMMUNITY INPUT – Synthesis of Comments from Workshop



- Emphasize historic/cultural heritage
- Maximize environmental assets
- Improved building conditions
- Increased public safety
- Efficient public transportation
- Pedestrian safety
- River revitalization
- Homeless services

WESTSIDE AND NORTH AVENUE DRAFT COMMUNITY PLAN CONCEPT



Elaine Kabala

VISION STATEMENT

The Westside of North Avenue will be a distinctive, high quality, and **beautiful community** rooted in its historic and **cultural heritage** and connected to its **natural assets**.

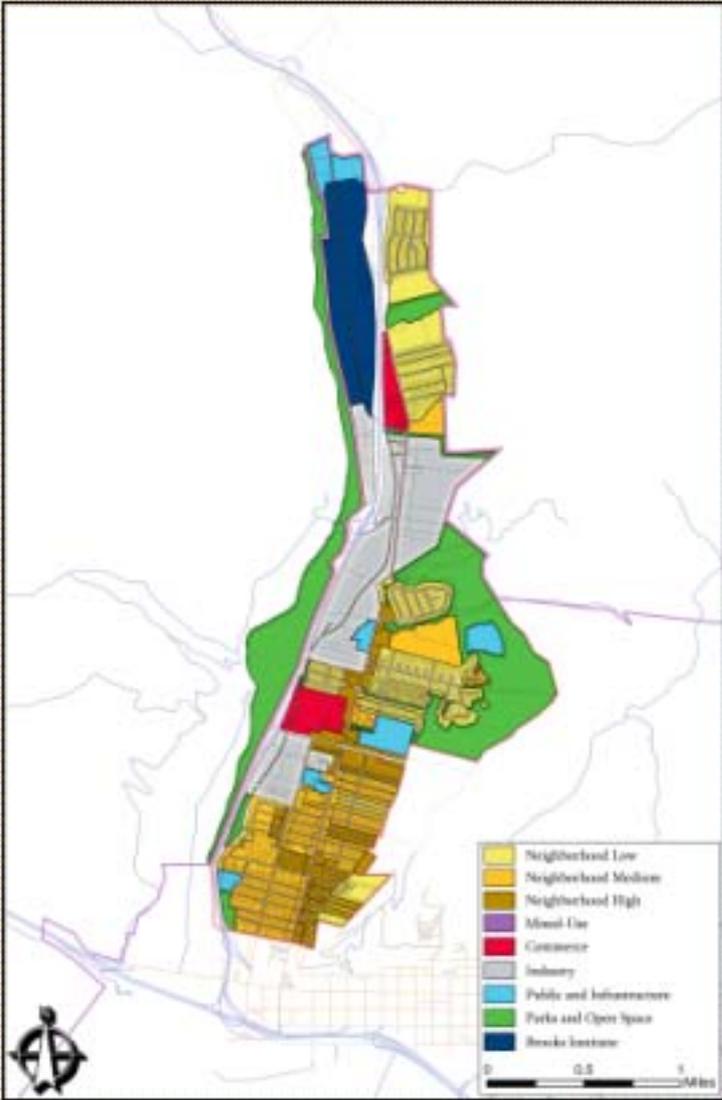
The community will be recognized as a model for **urban reinvestment** and a leader in **innovative sustainable** development and transportation.

WESTSIDE AND NORTH AVENUE DRAFT COMMUNITY PLAN

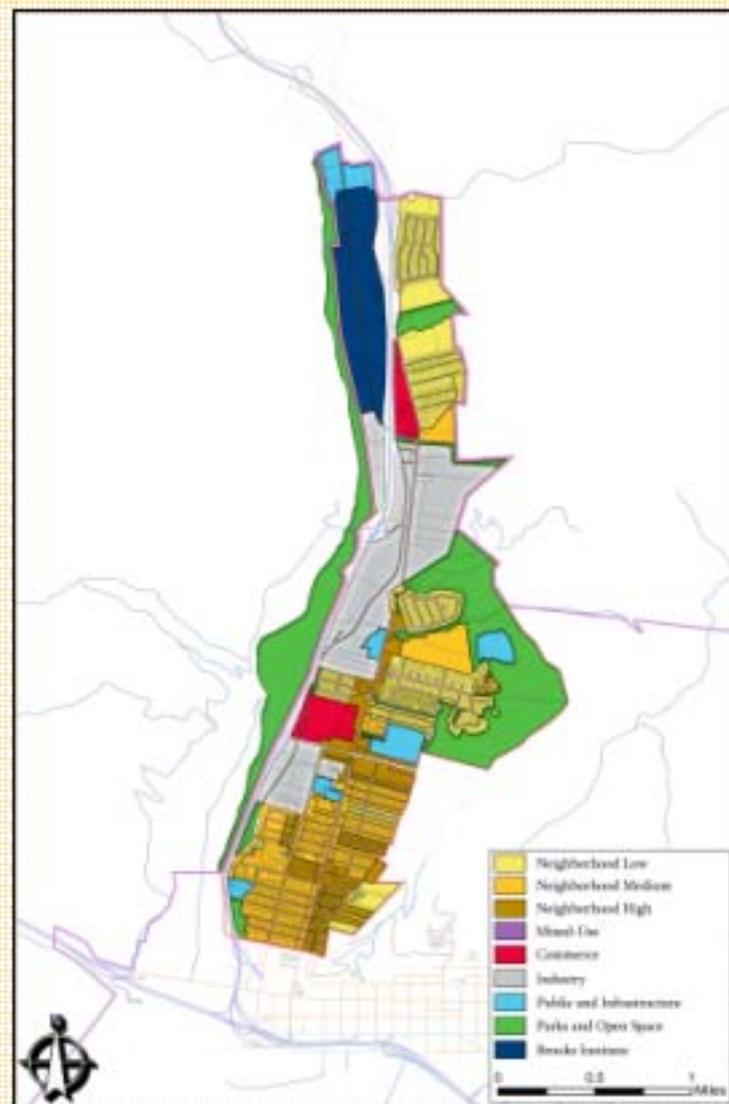
Cal Poly Community Planning Lab's proposals are based on ...

- The Ventura Vision
- The Ventura General Plan
- The Westside Economic Strategy
- The Westside Urban Design Guidelines
- The Westside and North Avenue Background Report
- Community Involvement
- Visual Preference Survey
- New Urbanism Principles
- General Plan Infill First Strategy

OVERALL CONCEPT – Planning Designations and Transects



OVERALL CONCEPT – Existing Districts, Neighborhoods and Corridors



- Ventura Avenue Corridor
- Westside Neighborhoods
- Simpson Historical Tract
- Stanley Avenue District
- Selby District
- North Avenue

OVERALL CONCEPT – Draft Community Plan Overview

Avenue to the Future

***Westside and
North Avenue***



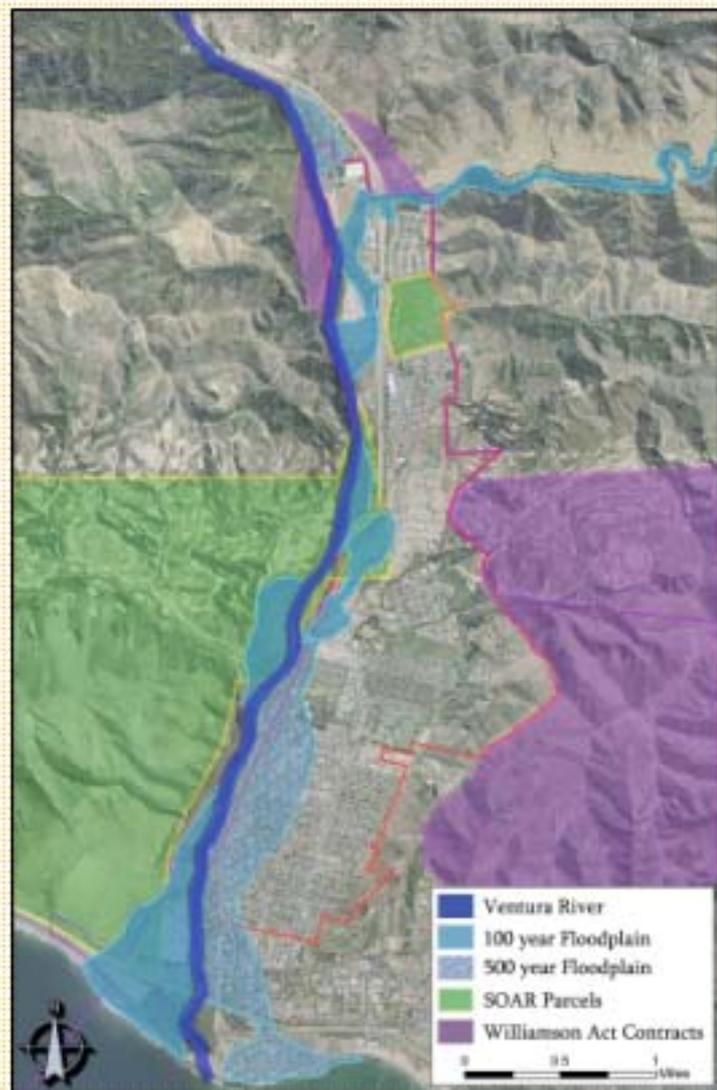
Draft Community Plan
March 2007



Prepared by
Community Planning Laboratory, Academic Year 2006/2007
City and Regional Planning Department
California Polytechnic State University, San Luis Obispo, California

- Our Natural Community
- Our Accessible Community
- Our Sustainable Community
- Our Educated & Active Community
- Our Well Planned & Designed Community

OUR NATURAL COMMUNITY



- Reduce erosion
- Protect open space
- Increase public access to open space
- Ventura River
- Protect existing agricultural land
- Promote natural drainage
- Expand preservation of native plants



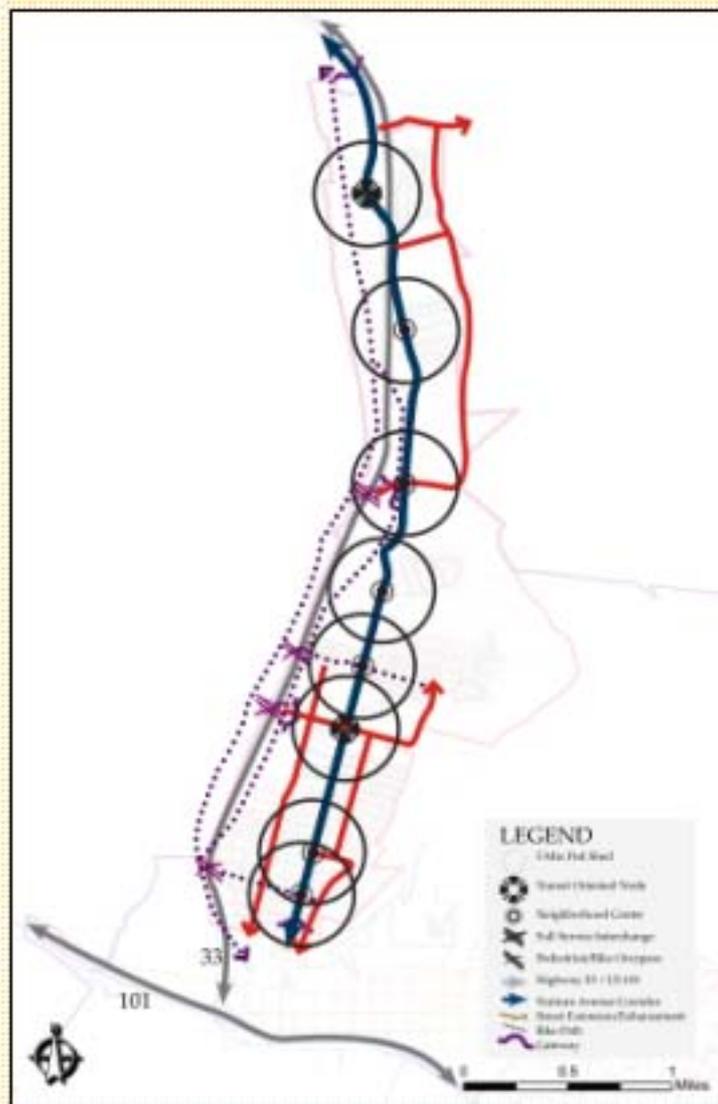
OUR SUSTAINABLE INFRASTRUCTURE



- Expansion of infrastructure for growth
- Increased water conservation
- Recycling efforts
- Alternative energy sources
- Civic outreach programs
- Natural drainage systems



OUR ACCESSIBLE COMMUNITY



- Increased connectivity
- Multi-modal transit station
- Upgrades to existing mass transportation
- Streetscape enhancement
- Pathway extensions
- Interchange upgrades

OUR EDUCATED AND ACTIVE COMMUNITY

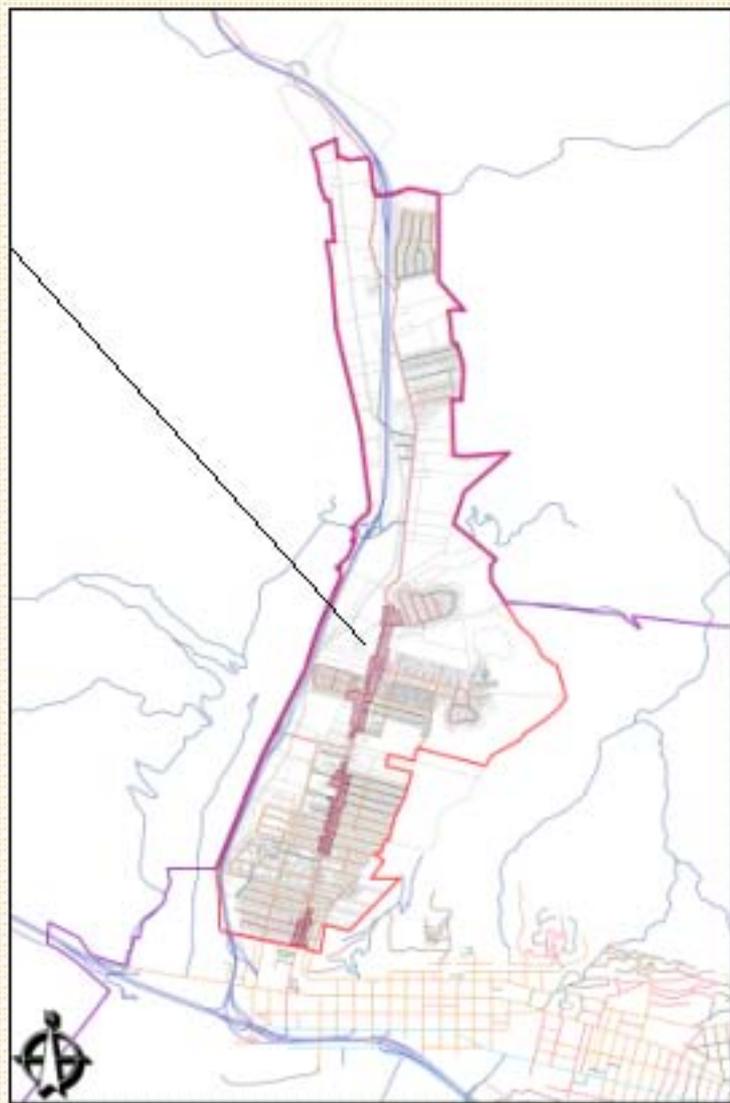


- Creation of new park
- Park linkages
- Reopen existing school facility
- New school in North Avenue
- New charter schools
- Trade school for homeless



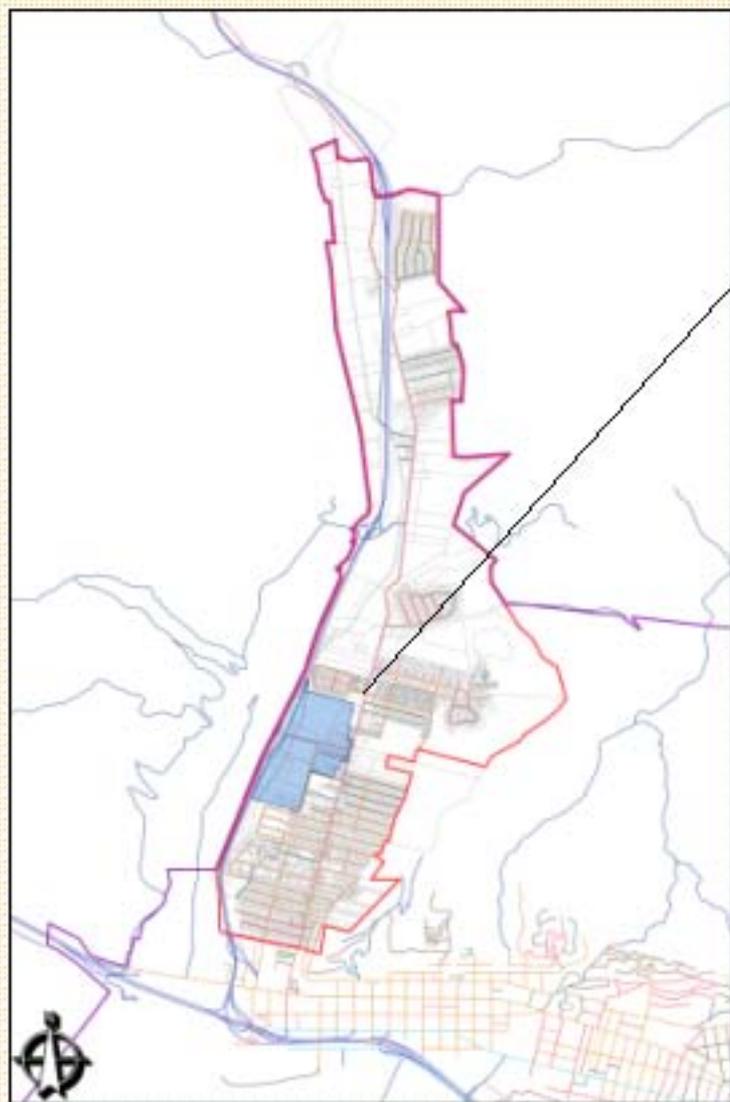
KEY OPPORTUNITY AREAS

- Ventura Avenue Corridor



KEY OPPORTUNITY AREAS

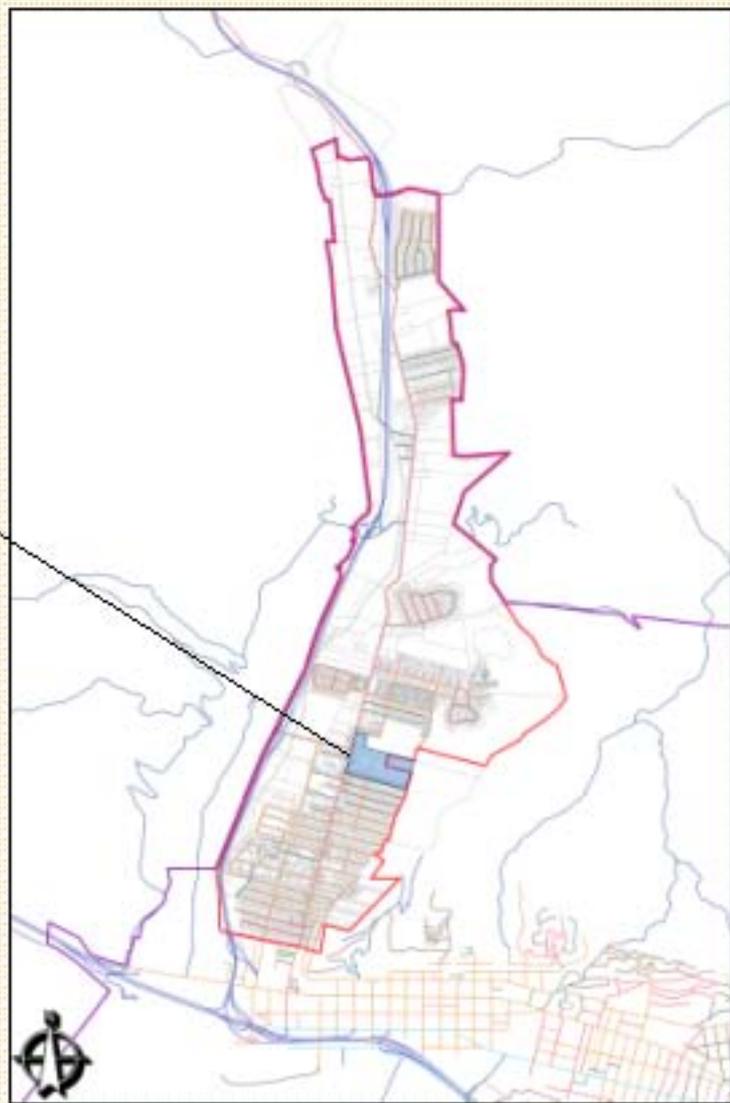
- Ventura Avenue Corridor



- Stanley Gateway District

KEY OPPORTUNITY AREAS

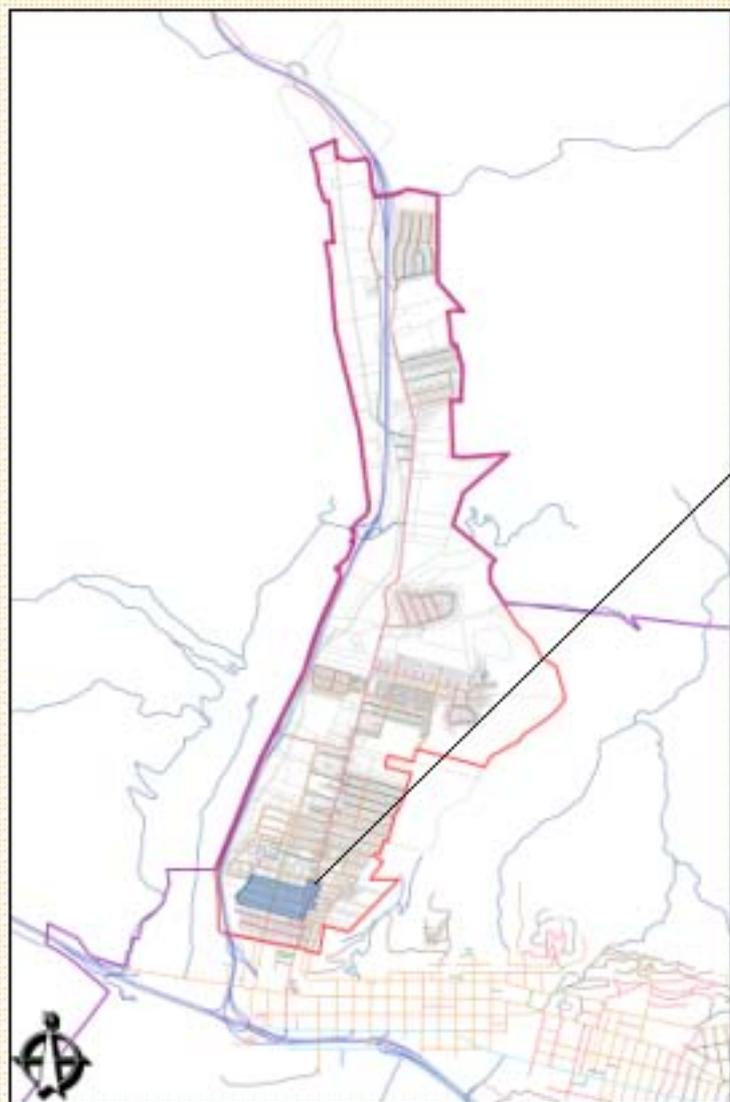
- Ventura Avenue Corridor
- Selby Special District



- Stanley Gateway District

KEY OPPORTUNITY AREAS

- Ventura Avenue Corridor
- Selby Special District



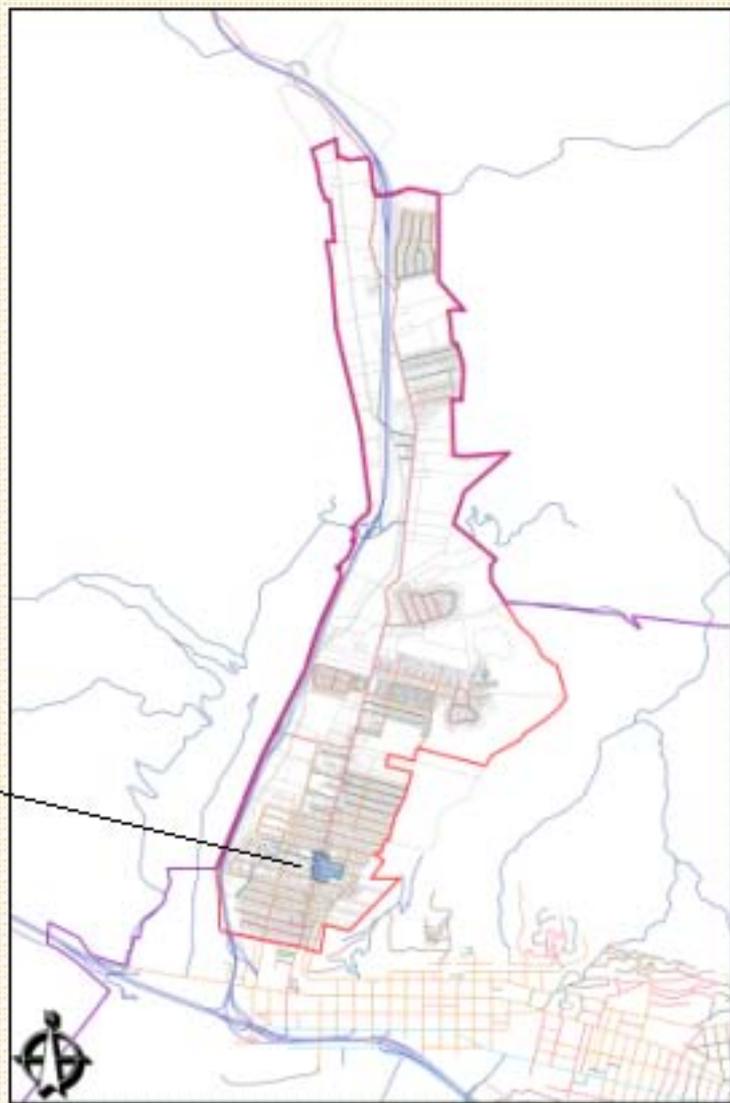
- Stanley Gateway District
- Simpson Historical Tract

KEY OPPORTUNITY AREAS

- Ventura Avenue Corridor

- Selby Special District

- Kellogg Artist Colony



- Stanley Gateway District

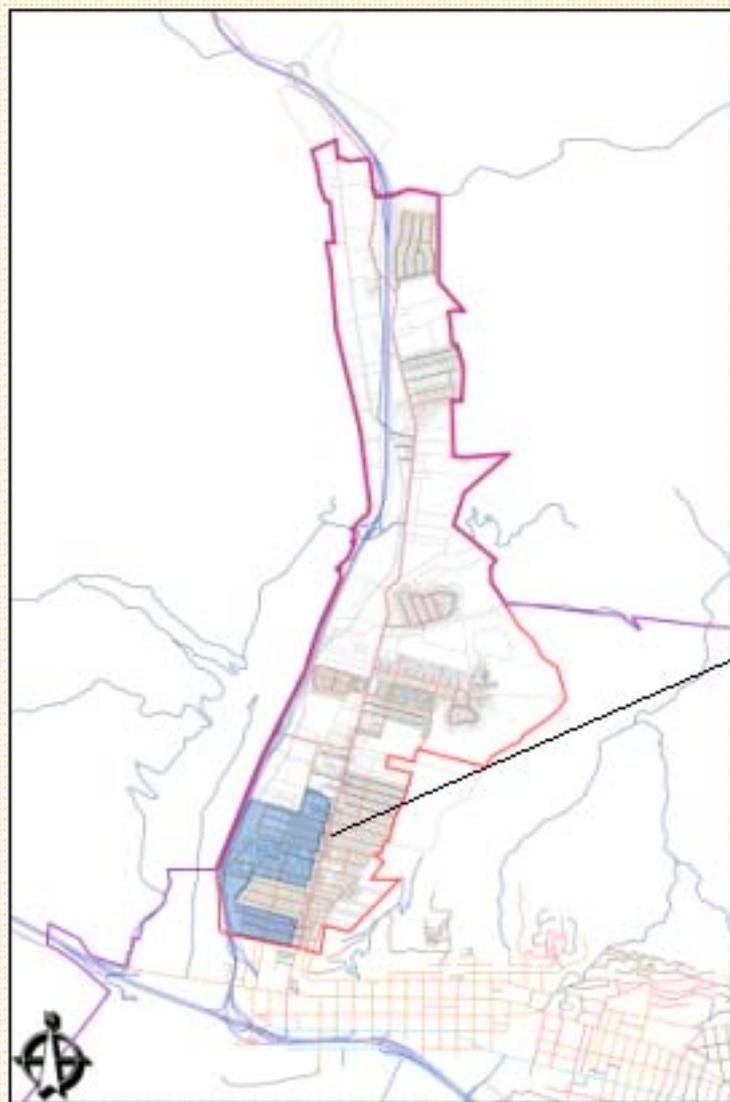
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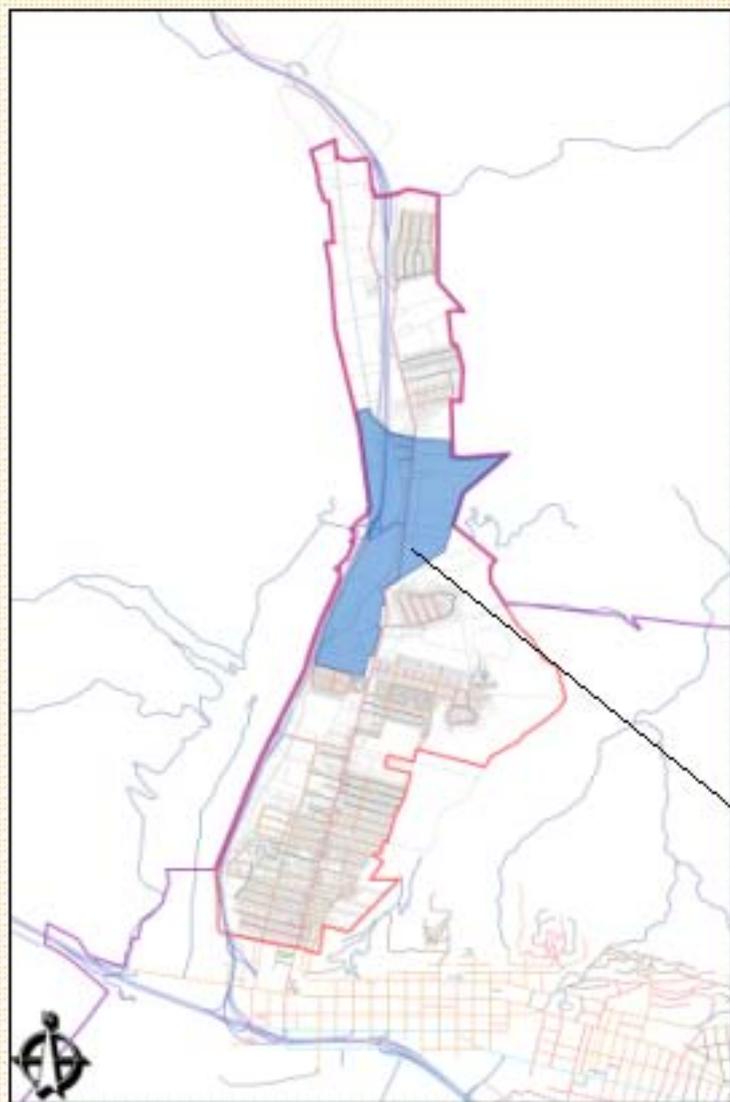
- Olive Street Corridor

KEY OPPORTUNITY AREAS

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- Stanley Gateway District

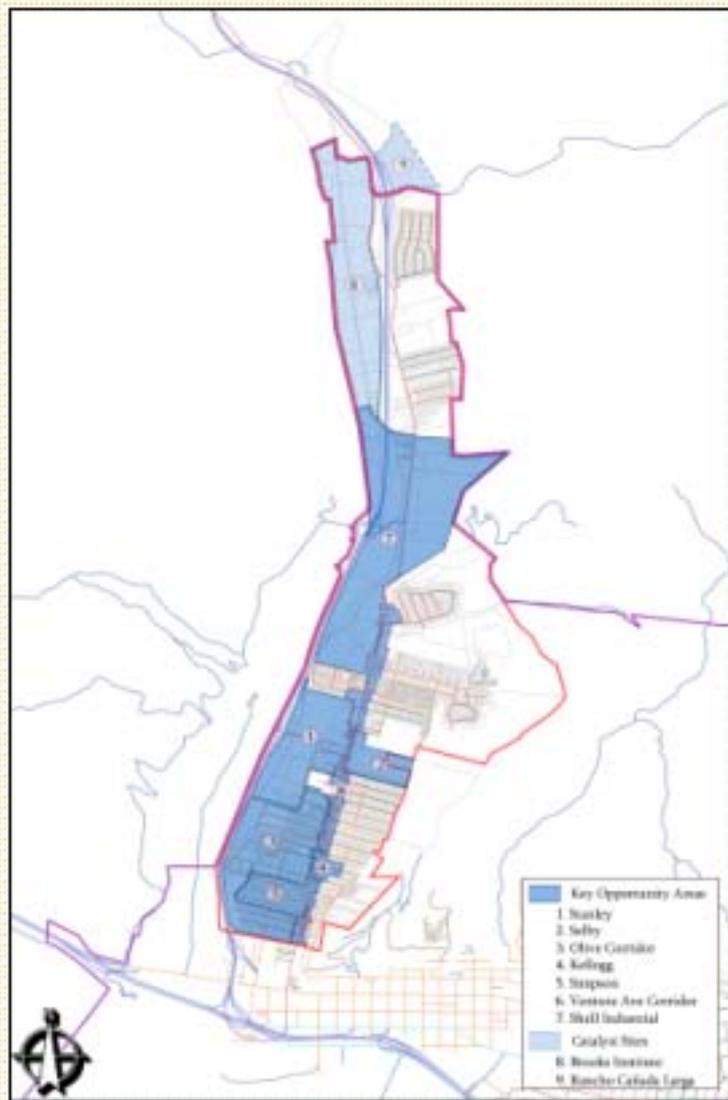
- Simpson Historical Tract

- Olive Street Corridor

- Shell Industrial District

KEY OPPORTUNITY AREAS

- Ventura Avenue Corridor
- Simpson Historical Tract
- Kellogg Art Colony



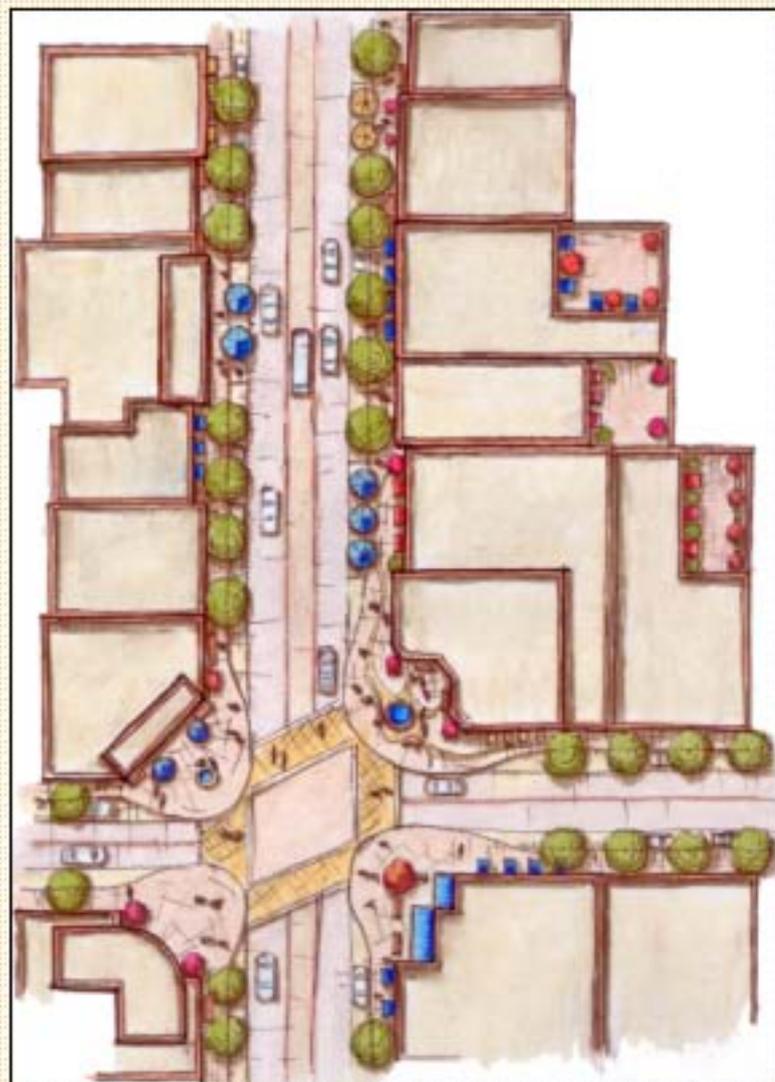
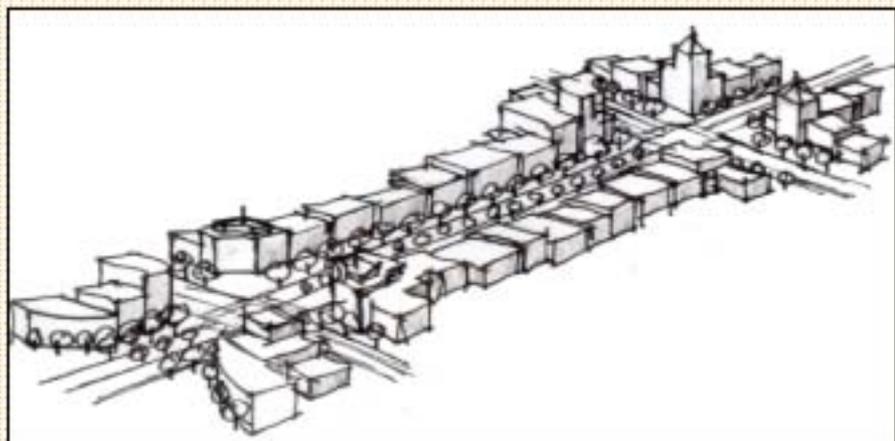
- Stanley Gateway District
- Selby Special District
- Olive Street Corridor
- Shell Industrial District

KEY OPPORTUNITY AREA - Ventura Avenue Corridor



- Residential: 815 units
- Commercial: 724,605 sq ft
- Office: 724,605 sq ft
- Increased intensity of mixed uses
- Building massing
- Building height to three stories
- Open plaza
- Transportation corridor
- Streetscaping improvements

KEY OPPORTUNITY AREA - Ventura Avenue Corridor



KEY OPPORTUNITY AREA - Ventura Avenue Corridor



KEY OPPORTUNITY AREA - Stanley Gateway District

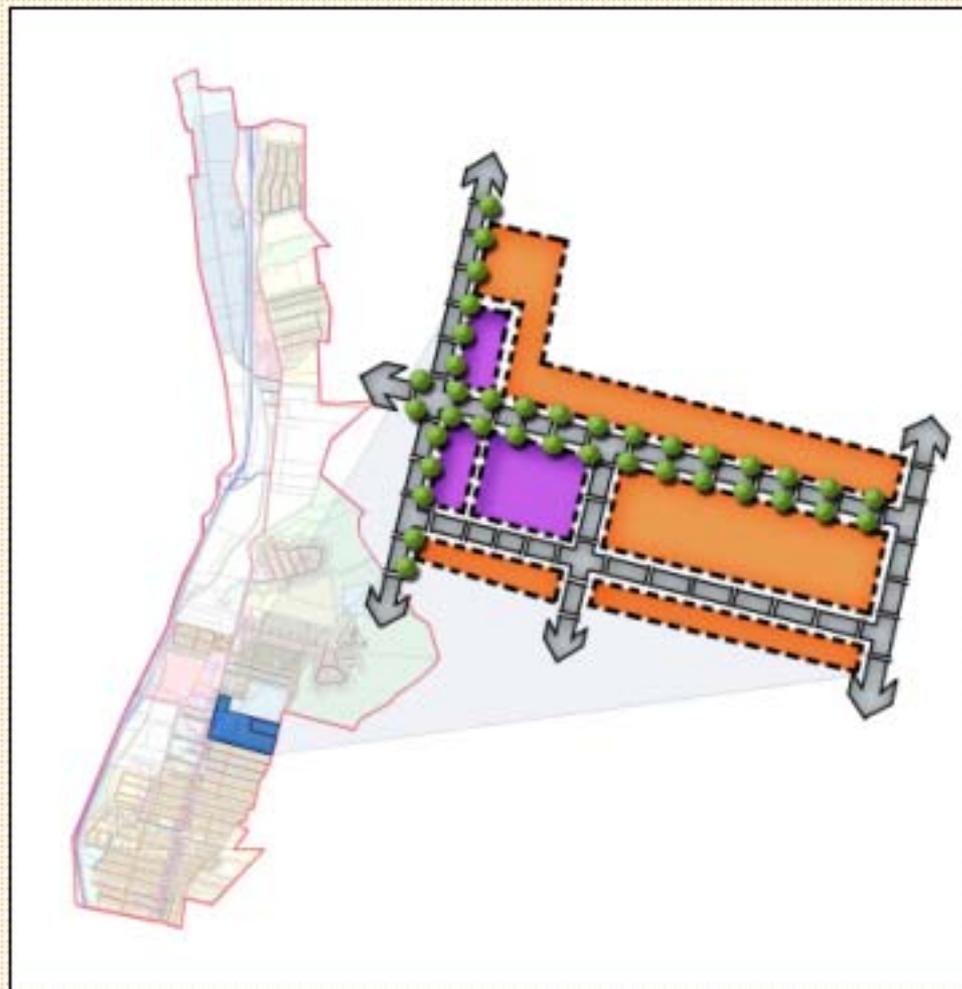


- Residential: 132 units
- Commercial: 221,266 sq ft
- Office: 5,236,586 sq ft
- Industrial: 7,079,266 sq ft
- Gateway features
- Building heights and setbacks
- Streetscaping enhancements
- Inviting facades

KEY OPPORTUNITY AREA - Stanley Gateway District



KEY OPPORTUNITY AREA – Selby Special District

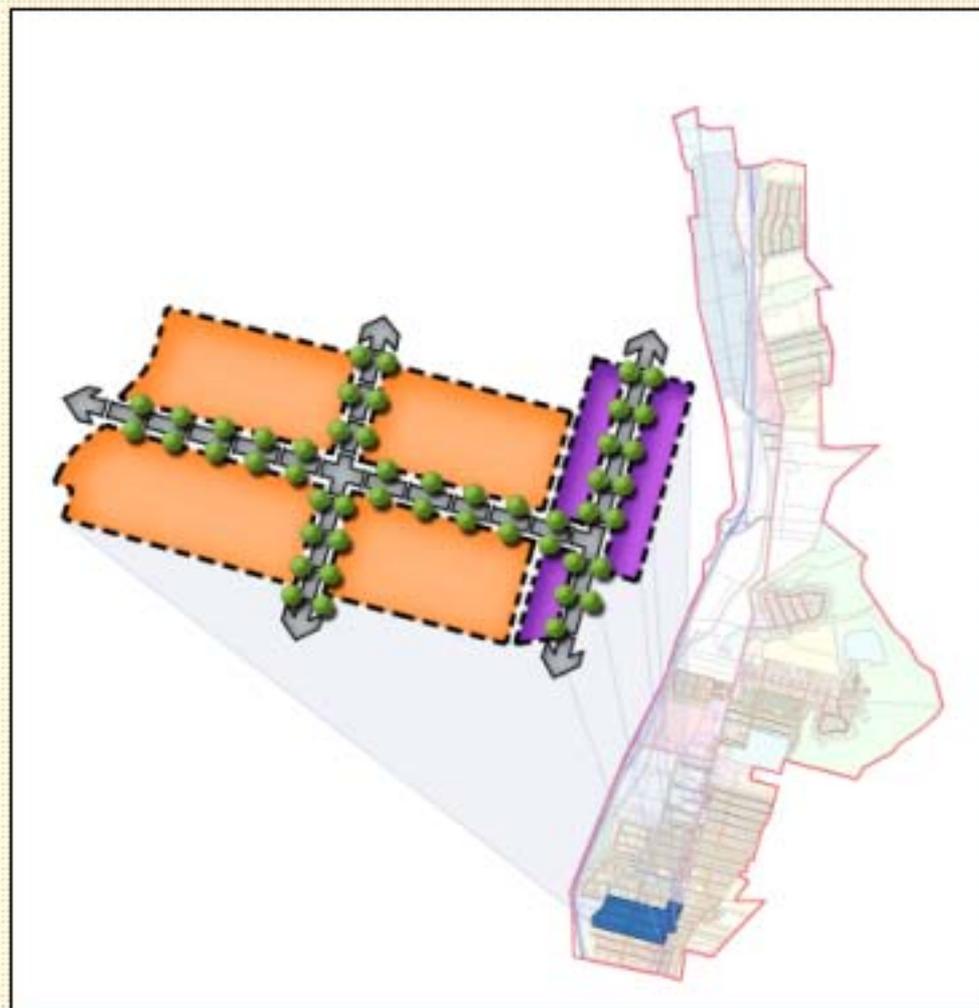


- Residential: 369 units
- Commercial: 738,715 sq ft
- Office: 738,715 sq ft
- Transit oriented development
- Landmark gateway features
- Extension of Stanley Avenue
- Streetscape enhancements
- Green-roofs

KEY OPPORTUNITY AREA – Selby Special District



KEY OPPORTUNITY AREA – Simpson Historical Tract



- Residential: 82 units
- Commercial: 141,107 sq ft
- Office: 105,830 sq ft
- Ventura Avenue Plaza
- Preservation Regulations
- Historical structure enhancement
- Community node
- Streetscape improvements

KEY OPPORTUNITY AREA – Kellogg Art Colony

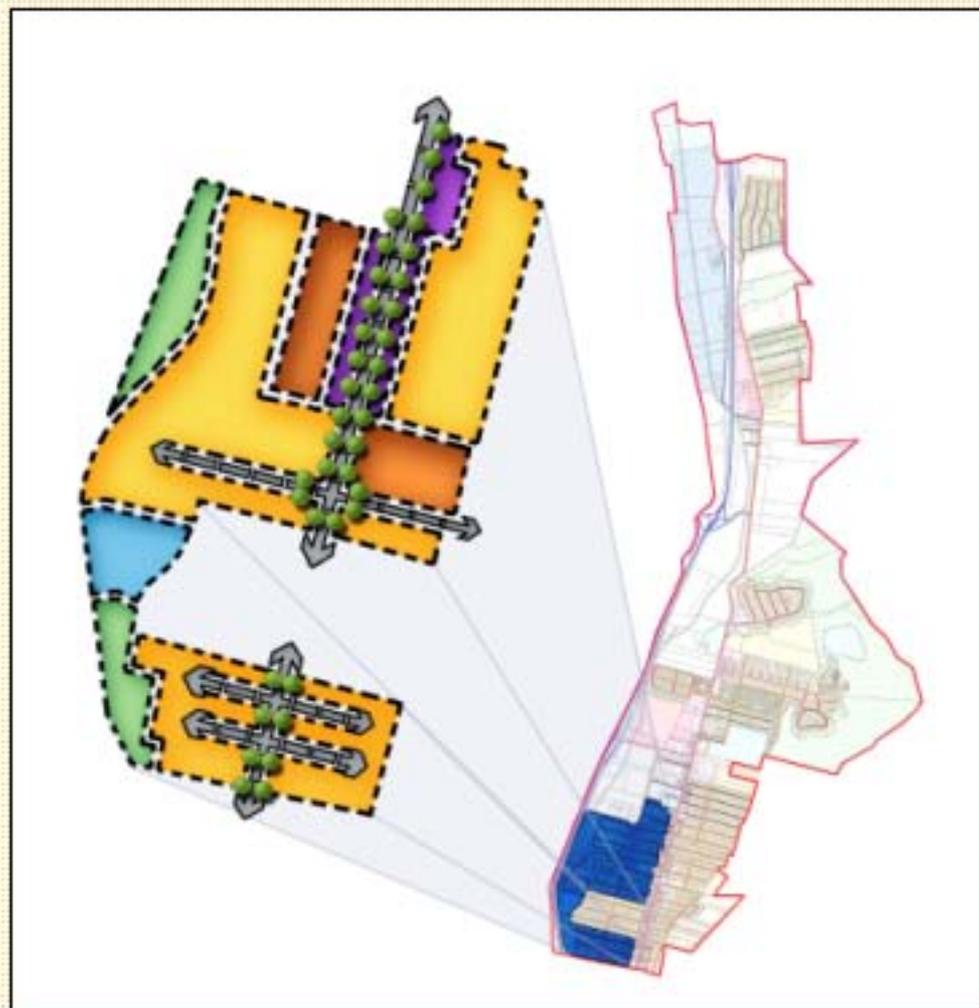


- Residential: 128 units
- Commercial: 46,994 sq ft
- Office: 46,994 sq ft
- Live-work artist colony
- Infill development
- Ground level retail
- Streetscape enhancements

KEY OPPORTUNITY AREA – Kellogg Art Colony

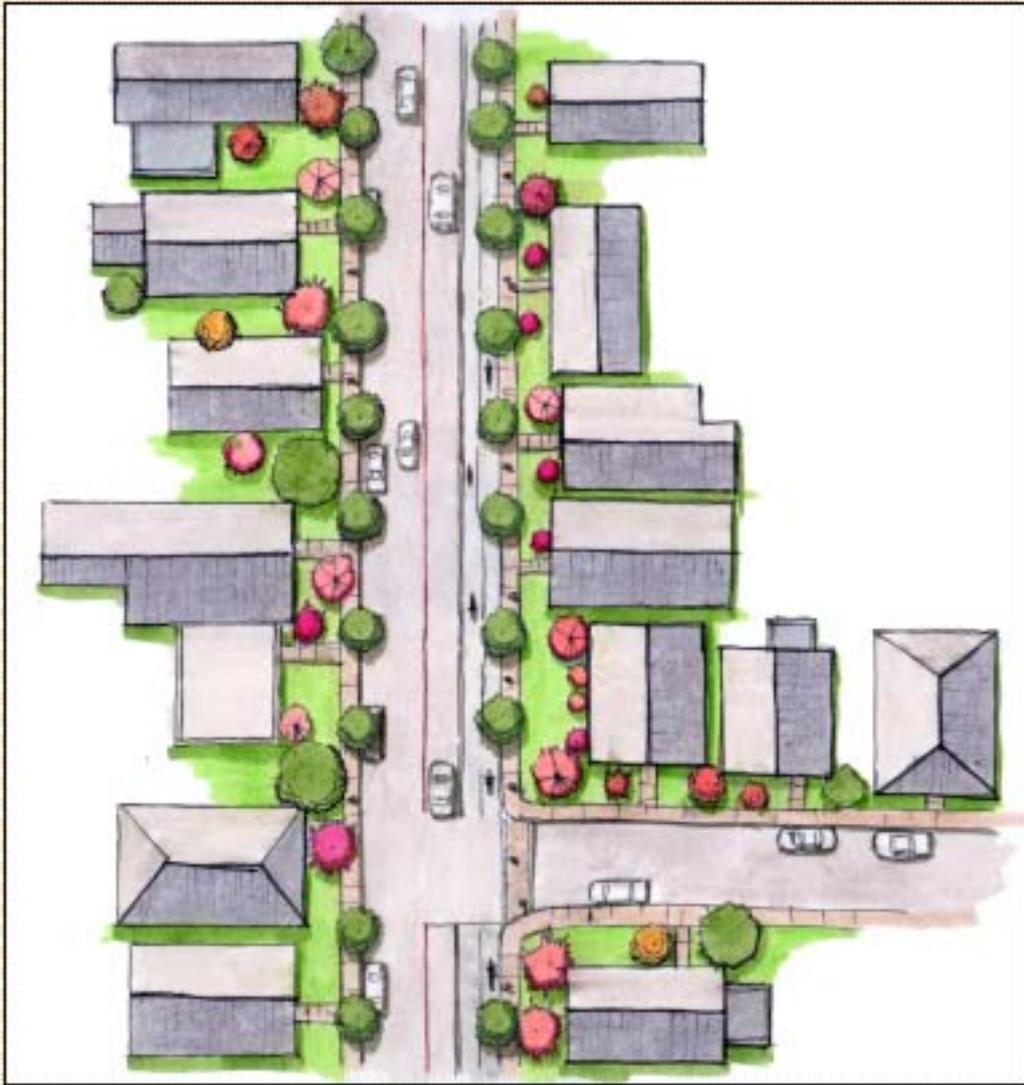


KEY OPPORTUNITY AREA - Olive Street Corridor

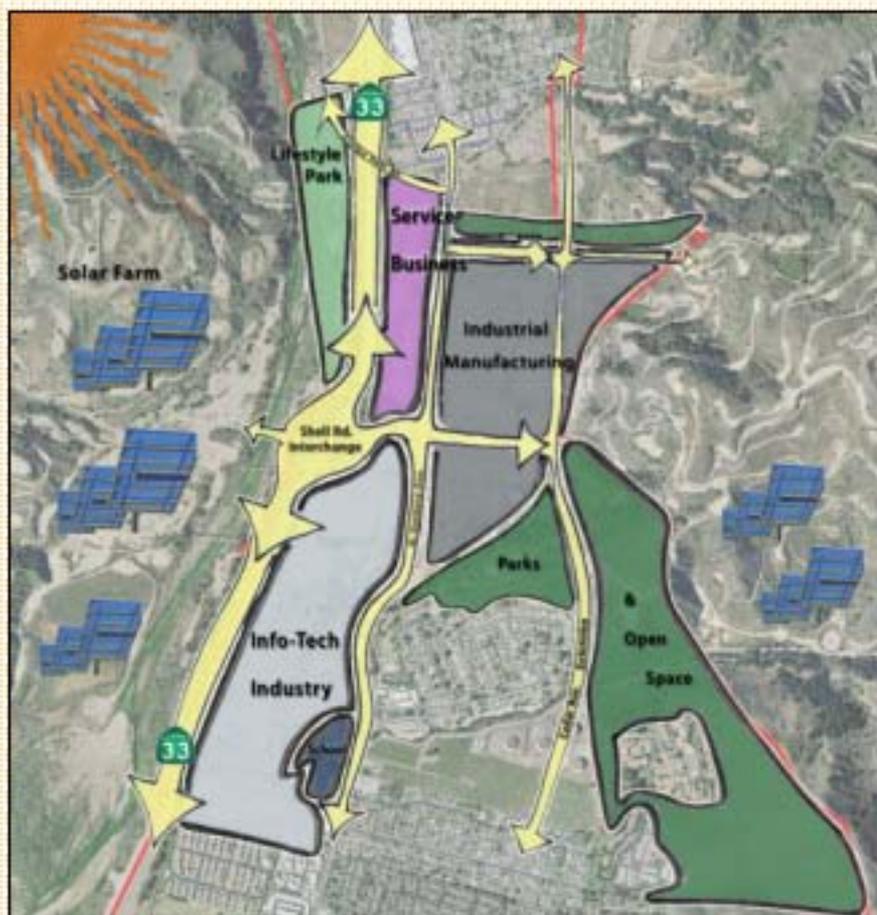


- Residential: 162 units
- Commercial: 63,788 sq ft
- Office: 191,364 sq ft
- Streetscape enhancements
- Bike lanes
- Infill structures

KEY OPPORTUNITY AREA - Olive Street Corridor



KEY OPPORTUNITY AREA - Shell Street District



- Residential: 103 units
- Industrial: 700,000 sq ft
- 7 acre school expansion
- 88 acres Information Technology
- 86 acres Industrial Manufacturing
- Lifestyle Park

KEY OPPORTUNITY AREA – Shell Street District



Anticipated Growth and Impacts

- **Projected Population: 27,097**
- **Projected Residential Units: 10,839**
- **Projected Retail Commercial Square Footage: 3,872,947**
- **Projected Office Square Footage: 14,530,717**
- **Projected Industrial Square Footage: 32,416,235**
- **Projected Park Acreage: 295 acres**

LONG TERM EXPANSION OPPORTUNITIES

- **Brooks Institute of Photography Campus Expansion**
- **Canada Larga**
- **SOAR**
- **Hillside Protection Act**
- **Annexation of North Avenue**

Thank you!

