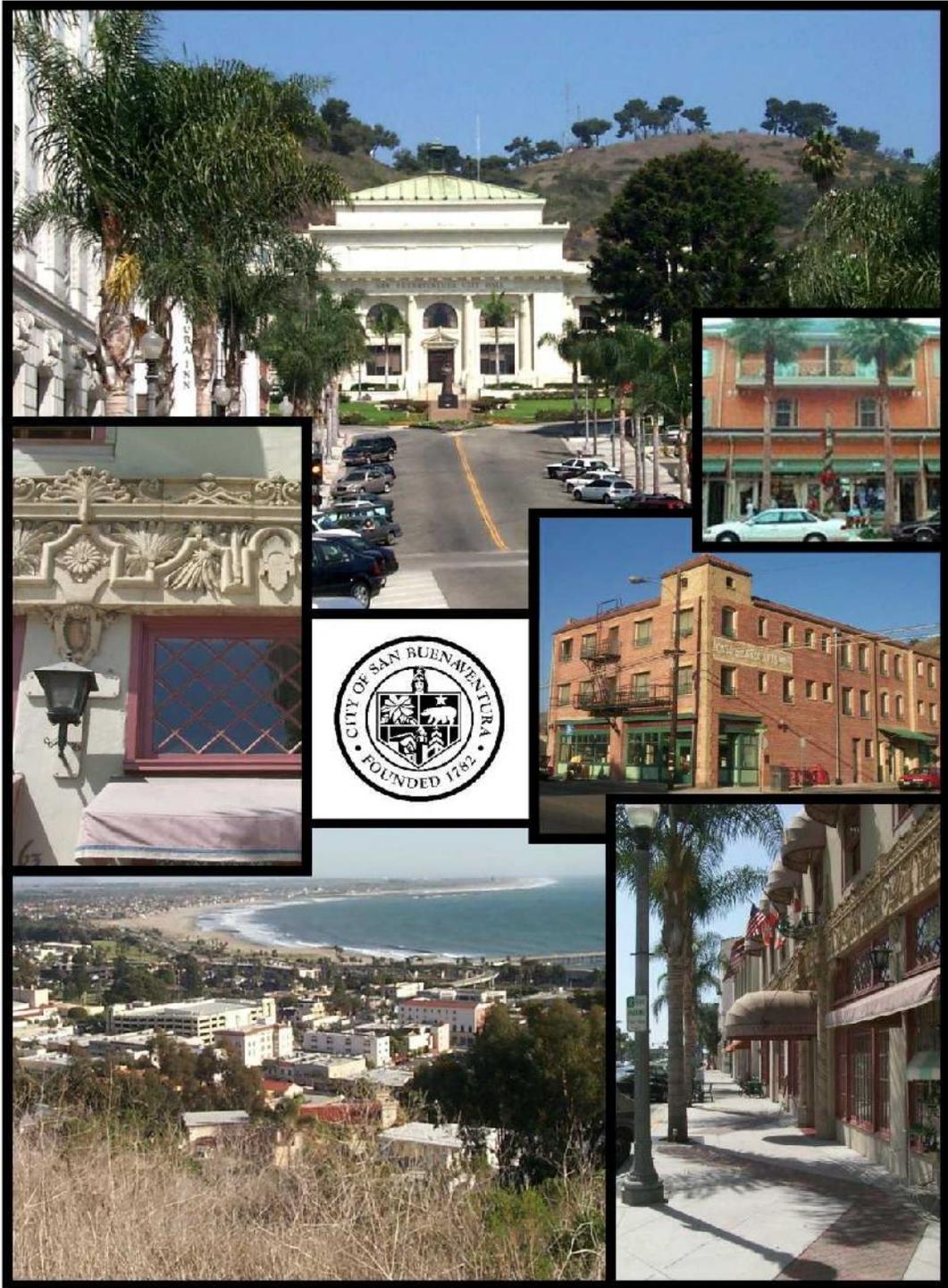


# CITY OF SAN BUENAVENTURA COMPREHENSIVE PLAN UPDATE BACKGROUND REPORT



AUGUST 2002

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# I. Introduction

## 1. Background

The City of San Buenaventura, also known as Ventura, is located in the dynamic Southern California Region. The City extends from the Pacific Ocean to scenic hillside areas. Chumash Indians inhabited the area when Mission San Buenaventura was founded in 1782. The City was incorporated in 1866. It is a charter city and is the Ventura County seat.

## 2. Current Comprehensive Plan (1989)

The Comprehensive Plan Review Committee (CPRC), a citizens advisory group appointed by the City Council, developed the current Comprehensive Plan, which is the general plan for the City of Ventura. The Committee's work extended from July 1986 to November 1987. The City Council adopted the current Comprehensive Plan Update to the Year 2010 (the Plan) on August 28, 1989. The Comprehensive Plan is intended to function as a policy document that guides land use decisions in the City of San Buenaventura. The Master Environmental Impact Report (EIR) prepared on the Comprehensive Plan contains a great deal of background information and was a key document leading to final preparation of the current Comprehensive Plan.

The current Comprehensive Plan is made up of the “Visions of Ventura” and nine elements. The elements establish goals, objectives, policies, and programs for public and private entities. The Visions of Ventura is a list of generalized principles and philosophies that serve as guidelines for long-term decision making established by the City Council. These visions, together with the Plan elements, create a picture of what the City will be in the Year 2010.

### *Visions of Ventura*

The general principles and philosophies of the Visions of Ventura established an identity and image for the City, one that has set Ventura apart from other cities when piecing individual decisions together throughout the life of the Plan. The individual statements are not intended to coincide with any specific element of the Plan, but rather are to transcend and apply in a generalized manner to all elements. The Visions of Ventura are:

- Whose low-profile physical scale and predominantly lower density development is in harmony with the natural surroundings of the hills, ocean, rivers and barrancas.
- With an efficient transportation system that includes highways, mass transit, bicycle paths and pedestrian walks.
- That continues efforts to foster the development/preservation of the Downtown area.
- Where housing is available to people of all incomes.
- Where a majority of the labor force living here has opportunities to work within the City (jobs and housing balanced at least to current levels).
- With an improved Fairgrounds with facilities and events available to residents and visitors on a year-round basis.
- Whose beaches have been enhanced and well maintained for all.
- With substantial open space preserved, including parks, agricultural areas and ridgelines.

- Appealing to tourists and the tourist industry without compromising services and amenities for residents.
- With visually attractive and well-defined corridors along major streets linking the City's activity areas.
- That takes pride in preserving and enhancing its neighborhoods.
- With increased cultural and recreational facilities and a diversity of cultural and recreational opportunities and programs.
- That retains its position as the area's retail hub in order to provide the revenues necessary to maintain and enhance services to residents.
- That recognizes, promotes and preserves its history and historical landmarks.
- That considers environmental quality to be of pre-eminent importance and is committed to local and regional planning policies and programs that do not adversely impact public services or physical and natural resources.

The preceding visions were formally adopted by the City Council to serve as direction for:

1. Implementation of the elements of the current Comprehensive Plan,
2. Preparation and implementation of all spending programs for the City, and
3. Design and implementation of operating activities by all City Departments.

The vision statements are generalized to allow for flexibility, while maintaining a focus and direction for City identification and image building

### ***Comprehensive Plan Elements***

The current Comprehensive Plan includes the seven State-mandated elements: Open Space, Conservation, Land Use, Circulation, Housing, Safety, and Noise as State law mandates. (Requirements for the Open Space and Conservation Elements are addressed in the City's Resources Element.) In addition, the plan includes the following "optional" elements: Parks and Recreation, Economic Development, and Community Design. The Comprehensive Plan also includes the City's Local Coastal Program policies.

Resources Element. The Comprehensive Plan Update expands the Open Space and Conservation Element into a Resources Element. In addition to the issues of open space and agricultural preservation, this Element also addresses a variety of other issues. Its adoption has established a firm commitment to initiate or continue numerous action programs embodied in the policies that address:

1. Hillside Management
2. Floodplain Management
3. Agricultural/Open Space Areas
4. Urban Form
5. Scenic Highways
6. Parks and Recreation Areas (including the Linear Park System)
7. Water
8. Wastewater
9. Air Quality
10. Solid Waste Reduction

11. Sensitive Habitat
12. Rivers and Harbor
13. Mineral Resources
14. Coastal Resource Management
15. Archaeological Resources
16. Energy Resources

The Coastal Resource Management policies apply in the Coastal Zone for compliance with the California Coastal Act and recognize important values and needs in this area. These policies address: energy, pipelines, hazards, beach erosion, flood plains, archaeological and paleontological resources, diking, dredging and filling, and Coastal Conservancy applications. Policies regarding BEACON (Beach Erosion Authority for Control Operations and Nourishment) programs, coastal access, and public services are also incorporated.

Land Use Element. The Land Use Element was adopted by the City Council in 1976, and was updated as part of the 1989 Comprehensive Plan. The Land Use Element governs development citywide. The Land Use Plan Map is a critical component of the Land Use Element. The Land Use Plan Map indicates what land uses are considered appropriate in the City's Planning Area including the Sphere of Influence and depicts boundaries and areas where special policies apply. The Land Use Element explains the intent and rationale for designations on the Land Use Plan Map.

In order to allow a more in-depth examination of the existing setting, service deficiencies, and projected growth needs, 17 planning communities have been identified, exclusive of the North Avenue and the Taylor Ranch/Ventura River Areas. (NOTE: The former North Bank Community from the 1976 Land Use Element was eliminated in this update, and the areas previously within it are now in the Montalvo and Olivas Communities.) The planning communities are identified on the Land Use Plan Map. The policies for development found within the discussion about each community are basic land development policies that may be further refined if the community is located in a Special Study Area or if Coastal Zone or other governing policies are found to apply.

Circulation Element. The Circulation Element was adopted by the City Council in 1976 and updated in 1989. It is intended to provide the City with policies for dealing with a wide range of circulation issues, including street improvements, bikeway planning, parking, pedestrian movement, and public transit.

The Element has, as its main policy tool, a Circulation Plan Map that designates future road improvements and extensions. The Circulation Plan Map is intended to show the future extent of all arterial and collector streets and linear park connections in the Planning Area, except in the hillsides, where such needs will be determined through Capital Improvement Deficiency Studies. The roadway improvements shown on the Circulation Plan Map are generalized, and are not intended to show specific alignments. Where required, specific alignments will be determined through further environmental and engineering studies.

Housing Element. The purpose of a Housing Element is to identify housing needs, resources, and constraints, and to provide general policy direction for meeting identified needs. The Housing Element presents the City's goals, objectives and policies for meeting local housing needs.

In conjunction with the Housing Element, a Technical Appendix is incorporated in the Comprehensive Plan by reference. The Housing Element Technical Appendix:

- Discusses existing housing characteristics and existing and future housing needs;
- Provides an inventory of land for future residential development;
- Analyzes governmental and non-governmental constraints;
- Reviews progress in meeting previous objectives;
- Discusses existing and new housing programs intended to preserve, improve and develop housing;
- Presents numerical objectives, and evaluates them against Regional Housing Needs Assessment (RHNA) objectives; and
- Addresses other requirements, including energy conservation, needs of the homeless and other special groups, equal housing opportunity, conversion of assisted units, citizen participation, Comprehensive Plan consistency, and housing in the coastal area.

The California Department of Housing and Community Development has specific requirements for Housing Elements that are contained in Section 65583 of the Government Code. A copy of these legal requirements is in the Housing Element Technical Appendix.

Safety Element. The purpose of the Safety Element is to reduce loss of life, injuries, and property damage, and minimize economic and social dislocation resulting from fire, geologic hazards, and other public safety hazards. To accomplish this, the Safety Element must identify and evaluate all potential public safety hazards within the planning area and include policies and programs for the protection of the community from unreasonable risks associated with any hazard. Section 65302(g) of the California Government Code requires the potential hazards addressed in the Safety Element to include:

- Seismically-induced surface rupture, ground shaking, ground failure, tsunami, seiche, and dam failure;
- Slope instability leading to mudslides and landslides, subsidence and other geologic hazards;
- Flooding; and
- Wildland and urban fires.

Once adopted, a copy of the Safety Element must be submitted to the California Geological Survey.

The Safety Element is closely linked to the Land Use Element and the Resources Element of the Comprehensive Plan. The Land Use Element designates the general distribution of land uses within the Planning Area, as well as standards for population density and building intensity. To avoid unreasonable public risk, land use decisions should take into account the public safety hazard identification and evaluation discussed in the Safety Element. One of the purposes of the Resources Element is to preserve open space for public health and safety, including areas that

require special management and regulation because of hazardous or special conditions (e.g., earthquake fault zones, floodplains, unstable soil areas, high fire risk areas, etc.).

Noise Element. The Noise Element examines noise-related issues and their effect on the City. It also includes a public policy statement addressing problems of excessive noise. The Element does not address air operations as no airports or heliports exist within the Planning Area, with the exception of emergency heli-pads at Ventura County Medical Center and Southern California Edison.

The Noise Element provides guidelines to ensure that proposed land uses are compatible with stationary sources of noise, such as highways, major arterial streets, railroad operations and local industry. Additionally, it presents policies designed to prevent, control and/or mitigate exposure of people to excessive noise levels. In concert with mitigation efforts, the Element establishes baseline or ambient noise levels that provide the basis for noise control policies and guidelines for the City's noise control enforcement efforts.

Park and Recreation Element. The Park and Recreation Element provides policies and standards for the development of additional parks and the expansion of recreation programs to meet the needs of Ventura residents. The Comprehensive Plan includes a Park and Recreation Facilities Map that serves as a reference source for the improvement and creation of park and recreation areas and facility planning. The adopted Linear Park System is shown on the Land Use Plan and Circulation Plan Maps.

Economic Development Element. The Economic Development Element complements other Comprehensive Plan Elements by considering the economic effects of land use policies and providing for the enhancement and preservation of existing commercial and industrial areas. Land use decisions should encourage development that will improve and maintain a viable economy.

Economic development is a dynamic process that increases the wealth of the community by raising incomes and reducing unemployment. The intent is to promote and maintain a sound economic base by encouraging land uses which will recruit and retain specific segments of the market, concurrently enhance the regional economic position of the community, and undertake other programs that are necessary to support and encourage sound economic development planning.

Community Design Element. The Community Design Element protects the features that define the City's identity and demands the highest possible quality in all development. A community's identity is a visual collage of natural surroundings and built environments. Ventura's identity begins with the natural surroundings of the Pacific Ocean, the coastal foothills, two rivers, and a score of barrancas. Completing the picture of the City is the built environment, ranging from agricultural preserves to major highways/roadways, and commercial, industrial and residential developments. The City's development reflects a variety of components which together shape Ventura's identity. These components should create an identity that brings pleasure, enjoyment and a sense of quality to the viewer.

### **Comprehensive Plan Amendment Procedures**

This Comprehensive Plan is a document designed to be flexible in order to accommodate the changing policies, goals, and needs of the community. In keeping with this intent, the City Council has adopted, by separate resolution, procedures and requirements for processing and review of Comprehensive Plan amendment requests. These procedures and requirements are in City Council Resolution 94-83 as it currently exists, or may subsequently be replaced or amended. The Comprehensive Plan has been amended 11 times since its inception. Below are the amendments:

1. Comprehensive Plan Amendment MP-106, adopted by the City Council on December 3, 1990 (City Council Resolution No. 90-124B).

Revision: Change to Downtown Community Intent and Rationale Statement in Land Use Element for approximately eight-acre site between the Ventura Freeway, Southern Pacific Railroad, Sanjon Road and Ash Street.

2. Comprehensive Plan Amendment MP-107, adopted by the City Council on April 5, 1993 (City Council Resolution No. 93-28).

Revision: Added provisions to the Resource Element for the Coastal Resource Management Element, and to the Safety Element, to respond to new State law regarding hazardous waste facilities.

3. Comprehensive Plan Amendment MP-108, adopted by the City Council on June 21, 1993 (City Council Resolution No. 93-68A).

Revision: Change to Catalina Community Intent and Rationale Statement in Land Use Element to allow Variances from setback requirements for Vista Del Mar Bluff area.

4. Comprehensive Plan Amendment MP-112, adopted by the City Council on July 12, 1993 (City Council Resolution No. 93-82).

Revision: Changes to the Land Use Element and Community Design Element, the Downtown Community Intent and Rationale Statements, the Circulation Element Map, and changes to the boundaries of the Downtown, Avenue, and Catalina Communities. Also known as the Downtown Specific Plan.

5. Comprehensive Plan Amendment MP-123, adopted by the City Council on October 25, 1993 (City Council Resolution No. 93-112).

Revision: Changes to the Housing Element to respond to the State Department of Housing and Community Development and to comply with new State law.

6. Comprehensive Plan Amendment MP-118, adopted by the City Council on July 18, 1994. (City Council Resolution No. 94-82).

Revision: Changes to the Intent and Rationale Statements of the Saticoy Community regarding requirements for a master plan east of Saticoy Avenue at Darling Road and to provide for developments compatible with the original Saticoy townsite.

7. Comprehensive Plan Amendment MP-114, adopted by the City Council on June 26, 1995.

Revision: Changes to the Intent and Rationale Statements of the Avenue Community regarding the northwest corner of Stanley Avenue and Ventura Avenue, which is an approximately 58.5 acre Planned Mixed Use Development designated area.

8. Comprehensive Plan Amendment MP-134, adopted by the City Council on November 3, 1997 (City Council Resolution No. 97-98).

Revision: Added provision related to findings relative to classroom capacity and new residential development.

9. Comprehensive Plan Amendment MP-109, adopted Resolution No. 98-85 amending the Land Use designation for property located within the Ventura Harbor community.

Revisions: Added a Land Use designation that provides for the potential of residential uses and includes associated Intent and Rationale statements and policies as directed by the California Coastal Commission.

10. Comprehensive Plan Amendment MP-138, adopted on February 5, 2001, the Land Use designation and Intent and Rationale Statement for property at the northeast corner of Olivas Park Drive and Victoria Avenue.

Revisions: Changed the Land Use Plan designation from Planned Commercial (PC) and Linear Park (P) to Planned Mixed-Use Development (PMXD) and added provisions to the Intent and Rationale Statement of the Olivas Community to require preparation of a master plan for commercial/industrial development.

11. Comprehensive Plan Amendment MP-133, adopted on January 28, 2002, amending the Land Use Plan Map designation of Planned Commercial – Neighborhood Oriented (PC-N) to Planned Commercial (PC); modified the Intent and Rationale statement to remove the requirement for neighborhood serving commercial uses at a property located at the NW corner of Wells and Telegraph Roads.

### **3. Ventura Vision**

The March 2000 "Ventura Vision" document was created through a year-long collaborative process among city government, non-profit organizations, community groups', businesses, schools, and individual residents. This "Seize the Future" process was guided by four broad principles:

1. Reach broadly and deeply into the community;
2. Build on existing community assets we already have as much as possible;
3. Use the linkages and interconnections that exist among people, organizations, and community and goals, and encourage more such linkages in the future; and
4. Work proactively and collaboratively to implement our shared vision for the future of our community.

Working off of these shared principles, the Seize the Future process created high-level vision statements concerning environmental, economic, social, planning and design, and community collaboration. The Seize the Future process also developed ten high-priority implementation strategies to enable Ventura to move toward their visions. The implementation strategies were

broken into the following sections: Our Natural Community, Our Prosperous Community, Our Well-Planned and Designed Community, Our Accessible Community, Our Sustainable Infrastructure, Our Active Community, Our Healthy and Safe Community, Our Educated Community, Our Creative Community, and Our Involved Community. Finally, the Seize the Future process reviewed specific areas or "places" in the city to develop unique goals and strategies for these areas. The specific areas are Shoreline, Foothill Corridor/Hillside, Westside, Downtown, Midtown, Highway 101 Corridor/Business Park, major Commercial Corridor, and the Eastside.

#### **4. Other Relevant Land Use Plans**

Many other City and County plans have been reviewed for the City of Ventura Comprehensive Plan Update. These include, but are not limited to, the following:

***Auto Center Specific Plan*** (Adopted June 1987)

The Auto Center Specific Plan is to assure that a designated area within the Leland Street and Olivas Park Drive area is developed as a coordinated project, which will consist of solely of automobile sales and service uses. This plan provides a set of regulations for guiding development of the Ventura Auto Center.

***Design Guidelines*** (Adopted October 1997)

The City of Ventura Design Guidelines are for general city-wide application with some thematic features particular to Thompson Boulevard and Seaward Avenue.

***Downtown Cultural District Plan*** (Adopted December 1998)

The Downtown Cultural District Plan was created to develop, sustain, and promote a Downtown Cultural District in Ventura consisting of cultural facilities, anchor tenants, on-going and special programming, and urban design elements. The Cultural District organizing principles need to be integrated into other planning efforts in Ventura.

***Downtown Specific Plan*** (Adopted August 1996)

The Downtown Specific Plan is a comprehensive policy and regulatory document that outlines standards for design and development. This plan is a tool for implementing the overall physical pattern desired for downtown that contains the goals, objectives, and policies needed to be consistent with the Comprehensive Plan. The plan presents a vision for the future of Downtown.

***Linear Park Network Guidelines*** (Adopted January 1976)

The Linear Park Network Guidelines provide direction to developers in designing and improving linear park systems. They identify standards for linear park width, landscaping, fencing, and lighting for paths in eight categories: along barrancas, freeways, rivers, beachfront, marina, hillsides, Southern California Edison rights-of-way, and tree rows. The guidelines emphasize widened turf areas for multi-purpose recreational uses within easy reach of adjacent urban areas.

***Saticoy Village Specific Plan*** (Adopted May 1996)

The plan sets forth the standards and guidelines for the development of streets, buildings, and related appurtenances in a unified town pattern, forming coherent, high-quality public spaces oriented particularly to the pedestrian.

***Tourism Master Plan*** (Adopted June 1999)

The Tourism Master plan evaluated the tourism market, visitor attractions and amenities, and major tourism expenditure areas. The plan identified potential areas for growth including potential opportunities and markets. The plan developed a tourism vision, goals, and objectives, work plans and implementation strategies for developing Ventura's potential as a tourism and visitor destination.

***Westside Urban Design Plan*** (Presented to City Council and accepted January 1999)

The goal of this plan is to provide design guidelines that foster "quality development" and give project proponents and decision-makers clearer direction in the course of design review for the Westside. The plan looks at long-term land use, circulation and public facility strategies, such as conversion of oil-related uses in the vicinity of Stanley Avenue to a more balanced mix of public and private uses. The plan describes the type and scope of improvements that will serve to reinforce and enhance the historic, cultural and geographic character of the Westside.

**5. Comprehensive Plan Update Process**

The Comprehensive Plan Update to the year 2025 for the City of Ventura began in September 2000. An initial scoping meeting was followed by a second community meeting held in October, 2000. The City Council appointed a volunteer citizen group, the Comprehensive Plan Advisory Committee (CPAC), on February 5, 2001.

The purpose of the CPAC is to provide City staff and consultants with information and policy guidance, as the Draft Comprehensive Plan is prepared. The Committee is a broad based body representing the community at large and charged with helping to initially outline the future direction of development and/or preservation in the community. Agreement on issues, goals, and policies is to be reached by consensus where possible. Where important differences in view arise, majority and minority statements are framed.

The CPAC has participated in the following meetings to date:

- CPAC Kickoff Meeting: February 21, 2001
- Housing Element Overview: March 14, 2001
- Vision and Comprehensive Plan Overview: April 11, 2001
- Boundaries, Annexations, and Related Laws and Guidelines: April 25, 2001
- Economic Development Introduction and Issue Paper: May 16, 2001
- An Introduction to Land Use: State of California Land Use Element Requirements, City of Ventura's Existing Land Use Designations and their Relationship to Zoning, Remaining Vacant Land Within the City Boundary: June 6, 2001
- Creative Cities Update and Economic Development Continued: June 27, 2001
- Ventura's Housing Element 2000-2005, Housing Needs Assessment and Program Areas: July 25, 2001
- CPAC housing Needs Survey Results, Vacant and Underutilized Land Assessment, and Potential Programs to Facilitate Housing Production: August 29, 2001

- Community Character and Neighborhood Form Public Workshop addressing: what are the centers and edges of each neighborhood, what features should be protected in each neighborhood, and what's missing from each neighborhood. September 19, 2001
- Housing Element Program and Policies: October 17, 2001
- Noise and Safety: November 14, 2001
- Parks, Recreation, Open Space, Agriculture and Conservation: November 28, 2001
- Infrastructure and Services: December 19, 2001
- Housing Element: January 9, 2002
- Land Use and Circulation: January 30, 2002
- Neighborhood Land Use Patterns: February 20, 2002
- Circulation: March 13, 2002

The following tasks have been outlined to accomplish the update of the Comprehensive Plan:

Task 1. Acquire Base Data: Identify and collect relevant information; define a set of maps; develop land use database.

Task 2. Identify planning issues of community concern to guide data collection and policy and program development. CPAC input phase.

Task 3. Develop Background Report on the City's circulation, public facilities and services, water system, noise, safety, sewer, drainage and flood control, cultural resources, natural resources, and air quality.

Task 4. Prepare Issues and Alternatives Report that outlines policies and programs to address in the Comprehensive Plan and present up to three future land use alternatives, retail and non-retail sales analysis, land use alternatives analysis, and define planning boundaries.

Task 5. Broad based community outreach to refine Issues and Alternatives Report. Hold community Open House to present Issues and Alternatives Report. Planning Commission reviews report. City Council reviews report and directs staff on the alternative that will provide the basis for preparing the Draft Comprehensive Plan.

Task 6. Prepare Draft Comprehensive Plan. Draft goals, policies, and implementation programs for the Administrative Draft Comp Plan.

Task 7. Draft Environmental Impact Report (DEIR).

Task 8. Review and Adoption of Comprehensive Plan and DEIR. Community workshops to present DEIR, respond to questions, and solicit public comment. Planning Commission Hearings. City Council Hearings.

Task 9. City Zoning Regulations Diagnosis.

Task 10. Prepare Draft Design Guidelines. Six community workshops will be held to obtain public input. Workshop results summarized and considered by Planning Commission and City Council.

## **6. How to Use This Report**

The purpose of this report is to provide citizens and City officials and staff with background information necessary to develop a new Comprehensive Plan for the City of Ventura. The goals, policies, and programs of the Comprehensive Plan must be based upon a thorough understanding of existing conditions in and around the City and of current social, economic, and environmental trends. The data in this report is intended to serve as the basis for understanding existing conditions in the City.

## **7. Planning Boundaries**

Ventura's city limit, Planning Area, Sphere of Influence, and Area of Interest are illustrated in Figure I-1. The Planning Area includes land covered by the 1989 Comprehensive Plan and adjacent areas that directly impact land use planning in Ventura. The Sphere of Influence represents the probable ultimate physical boundary and service area of the City, as determined by the County Local Agency Formation Commission. The City believes it is important to keep apprised of activity in the Area of Interest, which extends north past Canada Larga, in order to cooperate in or comment on developments that may impact land use patterns in Ventura.

## **8. Planning Communities**

The City of Ventura is made up of 18 communities, which are referenced throughout this document. See Figure I-2 for their names and locations.

The boundaries of these communities shown in Chapter IV, Neighborhood Demographics, differ slightly from the City-adopted areas shown in Figure I-2 because the neighborhood boundaries need to coincide with U.S. Census 2000 tracts to allow data analysis.





**Figure I-1**

This map is a product of the City of San Buenaventura, CA. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.



**Map of San Buenaventura, California  
Showing  
AREA OF INTEREST, PLANNING AREA,  
SPHERE OF INFLUENCE, & CITY LIMITS**

Definitions (from the California Planning Roundtable)

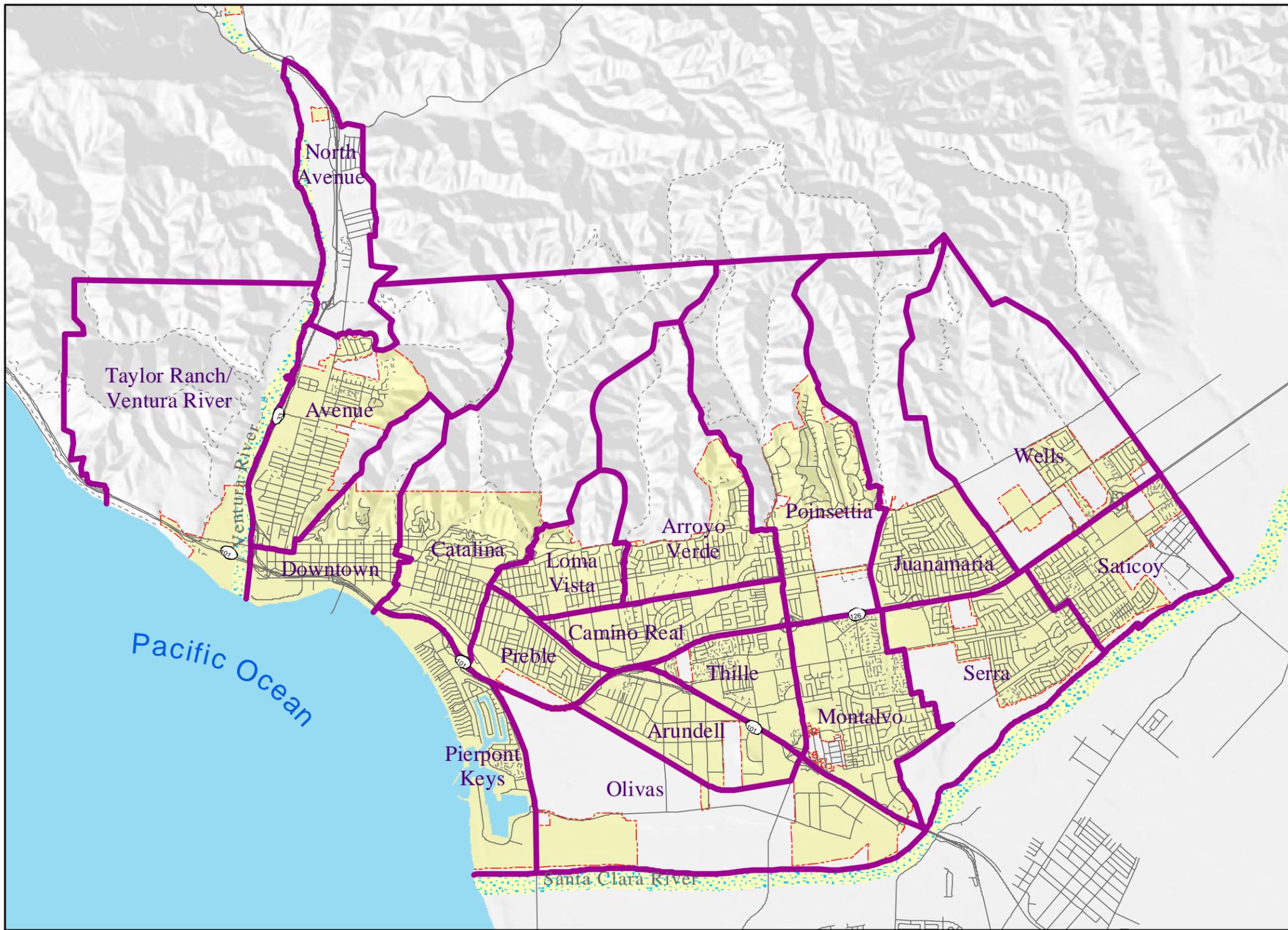
- Area of Interest:** That area having a direct physical and social influence on a city's planning area but not appropriate for annexation.
- Planning Area:** The area directly addressed by the general plan. A city's planning area typically encompasses the city limits and potentially annexable land within its sphere of influence.
- Sphere of Influence:** The probable physical boundaries and service area of a local agency as determined by the Local Agency Formation Commission (LAFCO) of the County.



**1:78,000**

**Figure I-2  
Comprehensive Planning  
Communities**

**Legend**  
 Planning Communities



**City of Ventura  
Comprehensive Plan Update**

Prepared by: Community Development  
 Source: City of San Buenaventura  
 Date created: June 2002

*This map is a product of the City of San Buenaventura, California.  
 Although reasonable efforts have been made to ensure the accuracy  
 of this map, the City of San Buenaventura cannot guarantee its accuracy.*



## II. Land Use

### 1. Current Comprehensive Plan (1989) Land Use Designations

The 1989 Land Use Element of the Comprehensive Plan is intended to provide policies and criteria for all development in the City. Included in the Land Use Element is the Land Use Map (Figure II-1), which indicates what land uses are considered appropriate in particular defined areas and depicts boundaries and areas where special policies apply. To the extent feasible, boundary lines follow or coincide with natural features (rivers, ridgelines, etc.), centerlines of right-of-way, and/or property lines. Table II-1 lists the 1989 Comprehensive Plan Land Use Designations.

Future land use designations are not shown on Existing Urban lands that are considered adequately developed with an appropriate use and/or are an integral part of the City's urban form. The allowable land uses in each area designated as Existing Urban are based on the underlying zoning or are set forth in individual community plans.

Following paragraphs briefly describe each of the land use designation categories from the Comprehensive Plan Update to the Year 2010 adopted August 28, 1989. The main purpose of these definitions is to state the general intent and purpose of each of the categories. They are applicable to the entire Planning Area except as limited in the Community Intent and Rationale statements.

#### ***Existing Urban (EU)***

The Existing Urban land use designation applies to lands that are developed with an appropriate use and/or are an integral part of the City's urban form. The allowable future land uses in each area designated as Existing Urban are based upon the underlying zoning, or as set forth in the Intent and Rationale Statement for each Community.

#### ***Residential***

There are six main divisions within the residential categories, as follows:

Single Family (SF). The SF category represents the basic single-family unit and subdivision. Those lands which have the appropriate size and configuration for single-family development and which are predominantly surrounded by single-family development are so designated. Single family is considered to be traditional-sized lots (6,000 square feet) containing a single-family dwelling that meets R-1 zoning setbacks. Residential Planned Development (RPD) zoning may be allowed under the SF designation, provided the 6,000 square foot minimum lot size requirement is met.

Multiple-family (MF). The MF category represents a multiple family residential use of two or more units per lot. The number following the letter symbol identifies the maximum density, which can be developed on such a designated property, i.e.; MF-28 means a maximum of 28 dwelling units per net acre. Lands designated MF generally is developed areas that are transitioning to higher densities.

**Table II-1 1989 Comprehensive Plan Land Use Designations**

<b>Designation</b>	<b>Symbol</b>	<b>Density</b>
Existing Urban	EU	Range of densities
Single Family	SF	1-7 du/net acre
Multi-Family	MF	Range of densities (e.g., MF-28 = max. 28 du/net acre)
<b>Planned Residential (PR) Range of densities as follows:</b>		
	PR-8	6-12 du/net acre; average of 8 du/net acre
	PR-15	6-24 du/net acre; average of 15 du/net acre
	PR-20	6-36 du/net acre; average of 20 du/net acre
<b>Transitional Residential (TR) Range of densities as follows:</b>		
	TR-15	Average of 15 du/net acre
	TR-20	Average of 20 du/net acre
<b>Hillside Planned Residential (HPR) Range of densities based on "slope density formula" and as follows:</b>		
	HPR-4	0.1-4 du/net acre; average of 4 du/net acre
	HPR-6	0.1-6 du/net acre; average of 6 du/net acre.
	HPR-8	0.1-12 du/net acre; average of 8 du/net acre
	HPR-15	0.1-24 du/net acre; average of 15 du/net acre
	HPR-20	0.1-36 du/net acre; average of 20 du/net acre
<b>Other</b>		
Harbor Related Mixed-Use	HRMU	20 du/net acre
Mobile Home Park	MHP	Maximum of 8 du/gross acre
Downtown Specific Plan	DTSP	Variety of densities and uses
Professional Office	PO	
General Commercial	C	
Planned Commercial	PC	
Planned Commercial- Tourist Oriented	PC-T	
Planned Commercial - Neighborhood Oriented	PC-N	
Harbor Commercial	HC	
General Industrial	M	
Industrial Planned Development	PM	
Oil Field Industrial	OF	
Planned Mixed Use Development	PMXD	Variety of densities and uses
Institutional	I	
Agricultural Use (not to be reconsidered until after the Year 2010)	AG	
Parks and Linear Park System	P	
Linear Park Natural Area	N/A	
Linear Park Study Area	N/A	
Recreation	REC	
Hillside Scenic Resource Area	N/A	
Flood Plain Overlay	N/A	
Sensitive Habitat Overlay	N/A	

Note: An "H" added at the end of any of the above categories denotes an historical classification, indicating that the City wishes to preserve the historical character and significance of the area and/or property.

Source: City of Ventura, Comprehensive Plan Update to the Year 2010, August 28, 1989

Planned Residential (PR). It is intended that PR designated land be developed based on an overall plan (master plan) prepared by the developers of the property and approved by the City. In instances where this designation covers contiguous parcels, all individual parcels should be included in the master planning effort. The master plan should detail site and street improvements, as well as the timing (phasing) of the project. The overall plan will be evaluated upon its adequacy in a number of areas that are outlined in the Comprehensive Plan.

In addition, the Planned Residential development will conform to the density designations in the Land Use Plan and Zoning Ordinance requirements. The properties that have been given a PR designation have one or more of the following characteristics:

1. They are in strategic locations and development proposals must, therefore, be well designed.
2. They need to be well buffered from surrounding uses.
3. They have incomplete circulation systems.
4. They have drainage system problems.
5. They could be impacted by existing or future noise.
6. They have unusual terrain and/or topography.
7. They provide an opportunity for imaginative housing solutions, perhaps including a variety of housing types in a single project.

The PR designation is intended to give the developer the ability to be flexible and creative, while at the same time give the City adequate control over the development of its limited residential land. The PR designation allows the developer and the City the opportunity for a well-integrated design that is responsive to the unique locational and physical features of a site.

Transitional Residential (TR). The TR category is intended for already developed areas, which are redeveloping to a higher density. In many cases small, narrow or irregularly shaped lots characterize the areas. In order to help ensure well-planned development with sufficient usable open space and off-street parking, all Zoning Ordinance provisions, including setbacks, height, off-street parking and lot width, should be strictly adhered to.

Hillside Planned Residential (HPR). The intent of the HPR designation is: to relate the number and distribution of dwelling units in future Hillside Area development to topographic, geologic, hydrologic, and fire hazard conditions, in order to minimize dangers to life and property; to protect the natural and scenic resources of the Hillside Area in conjunction with future hillside development; to provide a variety of housing opportunities in the Hillside Area; to preserve the residential nature and character of established Hillside Area neighborhoods; and to ensure that public access to the Hillside Area is not unduly restricted by future development.

All future residential land uses in areas designated for Hillside Planned Residential development will be subject to the provisions of the Hillside Management Program and any other applicable policies contained in this Plan. The Hillside Management Program sets forth a slope/density formula to be used in determining the appropriate density of development in the Hillside Area. In addition, this land use designation requires that any proposed project meet the objectives, policies, and submittal requirements contained in the Hillside Management Program.

The following residential density categories are established within the general Hillside Planned Residential classification:

- HPR-4 (Very low density) permits single-family detached homes on large lots or through clustered development.
- HPR-6 (Low density) permits single-family detached homes on standard sized lots or through clustered development.
- HPR-8 (Low density mix) permits a mix of single-family dwellings, medium-density attached dwellings, and garden apartments.
- HPR-15 (Medium density mix) permits a mix of single-family dwellings, medium density attached dwellings, and garden apartments, at a higher overall density than HPR-8.
- HPR-20 (High density mix) permits a mix of medium density attached dwellings and higher density residential uses, such as garden apartments.

Harbor Related Mixed-Use (HRMU). The intent of the HRMU designation is to provide the flexibility for a mixed-use development of tourist-commercial uses and/or residential uses compatible with the development of coastal dependent recreation, access and visitor-serving uses.

Mobile Home Park (MHP). The MHP category represents a mobile home park residential use. The maximum density, which can be developed on a property so designated, is eight units per gross acre.

### ***Downtown Specific Plan***

The Downtown Specific Plan designation refers to the Downtown Specific Plan, which is a comprehensive policy and regulatory document for development in the Downtown Community. It contains development standards and design guidelines that are needed to help realize the community's vision for the Downtown.

### ***Professional Office***

The intent of this category is to call attention to the fact that there are problems and opportunities associated with office uses that are different from those of the commercial category and, therefore, should be treated differently. One such distinction is that a Professional Office is usually more compatible with residential uses than are most commercial establishments. It is intended that a Planned Development Permit be obtained prior to development within a PO designated area.

### ***Commercial***

There are five categories of Commercial designations, C (General Commercial), PC (Planned Commercial), PC-T (Planned Commercial - Tourist Oriented), PC-N Planned Commercial - Neighborhood Oriented), and HC (Harbor Commercial).

The General Commercial category includes central business areas, neighborhood shopping centers, and general commercial activity areas. Permitted uses in the General Commercial designation include convenience activities that serve day-to-day needs, retail enterprises, and offices. Residential uses may also be permitted in commercially designated areas.

The intent of the Planned Commercial designation, as with the other planned development categories, is to cause the designated property to be master planned, and to provide the flexibility for and recognize the opportunity to encourage a variety of commercial and other related uses in a single complex. Such permitted commercial uses include sales and services, repair, retail, and office use.

The properties that have this designation have one or more of the following characteristics:

1. They are in a strategic location and development proposals must, therefore, be well designed.
2. They need to be well buffered from surrounding areas.
3. They front on a major thoroughfare.
4. They need to dedicate land to complete the circulation system.
5. They are located in or near an existing activity center.

The intent of the rest of the Planned Commercial categories, such as PC-T, PC-N, and HC, is to ensure that the City can preserve those sites best suited for specialized commercial activities (such as tourist commercial, neighborhood commercial and harbor commercial) from encroachment by general commercial activities or other uses that are not as dependent on specific site locations. Each of the special PC categories has been created to serve a specific function. It is recognized that there are specific sites, which can best accommodate these specialized commercial uses, that they are a limited resource and that they should be preserved for their highest and best use. The uses allowed in each of these categories are listed in the Zoning Ordinance.

The intent of the PC-T category is to protect sites that are suitable for tourist commercial uses from encroachment by other uses, including general commercial, industrial and private residential. A Planned Development Permit shall be required prior to developing such sites. Types of uses to be permitted in the PC-T designated sites include public or private developments that provide visitor-serving facilities.

### ***Industrial Planned Development, General Industrial and Oilfield Industrial***

The main intent of the Industrial Planned Development (PM) category is to require the preparation of a master plan prior to the development of property, which is determined to be appropriate for industrial park use. The master plan should define parcel size, circulation, architectural character, landscaping and the like, and such regulations should be included in covenants, conditions and restrictions (CC&R's) prepared in conjunction with the submittal of a development proposal and recorded after its approval. It is intended that the master plan and the recorded CC&R's provide for attractive and compatible individual developments within a well located and designed industrial park. In most cases, a PM master plan would be more general than a similar plan for a PR development in that it is not always possible to identify all of the ultimate industrial users when the project is initially proposed.

The General Industrial (M) category is intended to accommodate those uses that have inherent problems relative to noise, dust, aesthetic appearance, and the like. The intent of this category is to provide a place for this type of industry within the City that is properly segregated or buffered from other uses.

The Oilfield Industrial category is intended to designate those areas where oil extraction uses are located. Such uses include the removal, transfer and storage of crude oil and related products prior to refining. The Oilfield Industrial category does not include refining or storage of finished products. In establishing this category, it is recognized that industrial uses typically require the provision of urban public services, while Oilfield Industrial uses do not. Oilfield Industrial areas may be converted to industrial uses if the property is found to be appropriate in terms of location, size, and the provision of public services. It is the intent that any conversion of Oilfield Industrial land to industrial uses be subject to the submittal of a master plan of public services for the site, that would evaluate the availability and capacity of public services, assess the impacts of the conversion on those services and provide programs for mitigating deficiencies.

### ***Planned Mixed Use Development***

The purpose of the Planned Mixed Use Development (PMXD) designation is to identify appropriate locations for and encourage:

- Large scale integrated developments having three or more major uses such as Professional Office, Commercial, Residential, Industrial, and various support facilities.
- Intensive use of land that require major public resource commitments over an extended period of time.
- Master planned urban complexes that have a significant degree of functional and physical integration of project components (e.g., interconnection of uses with pedestrian ways, common mechanical support systems, different uses housed in the same building, shared parking or common facilities).

A master plan should be required for PMXD designated areas as a prerequisite to development and, at a minimum, set forth the architectural character, project phasing, integration of uses, landscaping, overall circulation and parking. The master plan, where appropriate, should also be made a part of the covenants, conditions and restrictions recorded for each property in the project.

The PMXD designation has been placed on those lands, which have one or more of the following characteristics:

1. They are in need of private or public redevelopment efforts.
2. They are large parcels of 40 acres or more.
3. They are in highly visible areas.
4. They are in proximity to freeway and/or rail transportation corridors.
5. They can be developed in such a way that they are self-contained and well buffered from surrounding uses.
6. They are in an existing or proposed major activity center.

The PMXD category is further refined in Intent and Rationale Statements for each of the communities where such a designation is deemed appropriate.

### ***Institutional***

The Institutional category recognizes already established and proposed uses such as churches, government facilities, hospitals, schools, etc.

### ***Agricultural Use***

The Agricultural Use (not to be reconsidered until after the Year 2030) category identifies those lands that are designated for agricultural use on the Land Use Plan Map. The target date of 2030 associated with the Agricultural Use designation indicates a review date after which agriculturally designated lands may be reconsidered for urban uses. However, during the life of the 1989 Plan, it is intended that only agricultural uses be permitted on these lands. Furthermore, any updates to the Plan are not intended to imply that development would necessarily be appropriate at that time.

However, in 1995, a voter-approved S.O.A.R. (Save Our Agricultural Resources) initiative passed. This initiative amended the current Plan to set strict development limitations on lands designated for agricultural use on the Land Use Plan Map.

### ***Parks and Linear Park System***

The Parks category includes those lands that provide various outdoor park sites, school open space, and recreational areas. Commercial uses that are subsidiary to or associated with public recreational facilities may be permitted, provided they do not limit public recreational opportunities, and, in the Coastal Zone, they are directly supportive of coastal recreation or are coastal dependent. In addition to these policies, it is intended that the appropriate Community Intent and Rationale Statements be consulted for specific policies that may relate to areas designated as Parks.

The specific locations of future parks are not shown on the Land Use Plan Map. Future park commitments are dealt with through general policy statements and Service Level Guidelines, rather than through locational designations. It is through these policies and Service Level Guidelines that the Parks and Recreation Commission provides specific site selection recommendations to the City Council.

The Linear Park category shows a connected system around and through the City that is intended to link public and private open space areas, provide an alternate circulation system, protect natural values, and accommodate leisure time pursuits. Linear park segments may be improved, natural, or study areas. The natural areas and study areas have separate Land Use Plan Map designations as described below.

#### Linear Park Natural Area

Segments of the Linear Park System in this category are intended to protect or restore natural resource values, as opposed to emphasizing circulation or recreational facility improvements.

The designation applies to areas such as along barranca channels with natural values, or along beach areas where restoration of sand dunes may be appropriate.

#### Linear Park Study Area

This category applies to areas where additional study is required before a specific location for a linear park segment can be identified. In the Hillside Area, for instance, specific locations have not yet all been identified, but must be provided in conjunction with future development.

#### ***Recreation***

The Recreation category includes private lands that provide outdoor recreational opportunities, such as recreational vehicle parks, campgrounds, private golf courses, and horseback riding. Commercial uses, which are subsidiary to or associated with private recreational facilities, may be permitted provided they serve users of the recreational facility only (e.g., convenience grocery for recreational vehicle parks, pro shop for golf courses).

#### ***Hillside Scenic Resource Area***

The Hillside Scenic Resource Area designation applies to areas such as skyline ridges and significant natural landmarks. The City's intent is to maintain Hillside Scenic Resource Areas in a natural, undeveloped state. It is also the City's intent to obtain a reservation of a scenic easement from the property owner with respect to such scenic resource areas that are not intended for public access, in conjunction with any development, which may occur on the remainder of the property. The granting of a scenic easement will obligate the property owner to retain, maintain, preserve, and protect the public view of these areas in their natural state, without obstruction by structures. A scenic easement is not intended to prohibit clearing of brush or planting of vegetation, which is necessary to reduce fire hazards.

#### ***Flood Plain Overlay***

The Flood Plain Overlay coincides with the 100-year flood plain, which is the largest area inundated by the 100-year flood as determined by the U.S.

Department of Housing and Urban Development (HUD) Federal Emergency Management Agency (FEMA). Development, which occurs within the flood plain, may be inundated more frequently, depending on the severity of flood conditions and the ground elevation.

The Flood Plain designation on the Land Use Plan Map is intended to be general in nature. The specific flood plain boundaries are set by the City's official Flood Plain Overlay Zone Map, which shows FEMA approved Flood Insurance Rate Map (FIRM) boundaries. The Flood Insurance Rate Map controls in the event of any uncertainty. Any properties identified as Flood Plain on the Land Use Plan Map not within the flood plain, as determined based on FEMA Flood Insurance Rate Maps, will be allowed to develop pursuant to the adjacent land use designation on the Land Use Plan Map and applicable policies in this Comprehensive Plan.

#### ***Sensitive Habitat Overlay***

The Sensitive Habitat Overlay category identifies those areas that contain rare or especially valuable habitats that could easily be disturbed or degraded by human activities and development; are important because of their existing or potential biological productivity; provide

important educational values (e.g., scientific, research, nature study uses); or provide a buffer that protects sensitive habitat areas against encroaching development or disturbances. Included in this category are wetlands, dune vegetation, natural vegetation buffers, and riparian habitats.

Specific policies are contained in the Intent and Rationale Statements for each designated Sensitive Habitat Overlay area to address the individual resource protection needs. While the designation on the Land Use Plan Map represents the best available information in terms of species and habitat areas, the designations are not definitive and may need modification in the future. Sensitive Habitat Overlay Boundaries should be updated periodically to reflect changes in migration of species or discovery of new habitat areas.

Sensitive habitat boundaries shown on the Land Use Plan Map incorporate both habitat areas and buffer areas. Policies set forth for Sensitive Habitat Areas shall also apply to buffer areas, unless specific buffer area policies are stated.

(A detailed discussion of environmental resources occurs in Chapter X, and the Sensitive Habitat Overlay area corresponds with estuarine habitat shown in Figure X-1.)

## **2. Current Land Use Patterns**

The city is almost entirely built-out, meaning that very little vacant land is available for development. Based on information obtained from the County Assessor, the city has approximately 1,332 acres (7%) of vacant land (see Table II-2).

Much of the land developed in the city falls under the Existing Urban (EU) land use designation. In order to better understand existing land uses located upon EU designations, Table II-3 breaks this information down by zoning district.

Figure II-2 maps vacant and underutilized residential land based on zoning as required by the California Department of Housing and Community Development for the Housing Element update.

Figure II-3 maps vacant commercial land based on land use designations.

**Table II-2. Existing and Potential Development**

General Plan Designations	Allowed Density	Existing Development 2002			1989 General Plan		Vacant Land 2002	
		SF Units	MF Units	Comm. Sq. Ft.	Parcels	Acres	Parcels	Acres
<b>City</b>								
SF	7	1,184	56		1,250	228.7	8	3.7
PR-8	8	1,287	231		1,357	295.2	19	145.6
PR-15	15	20			32	36.4	4	65.2
PR-20	20	421	664		443	147.3	3	37.3
TR-15	15	707	241		711	93.2	4	0.7
TR-20	20	461	830		581	112.3	0	0.0
HPR-4	4	47			77	432.9	13	326.9
HPR-6	6	35			59	45.7	8	17.2
HPR-8	8	291			303	149.9	5	16.2
HPR-15	15	20			27	65.7	4	50.9
HPR-20	20	136	108		170	99.5	5	12.8
MHP	8	586			5	58.3	0	0.0
HRMU					1	21.0	1	21.0
DTSP								
CR			64	191,845	143	29.9	2	0.4
DC			65	704,271	224	62.5	7	2.2
DR			102	233,064	388	75.8	5	1.1
PO	1	47	24	186,001	108	32.3	2	2.0
C	1	46	118	173,710	160	30.6	8	2.6
PC	1			207,163	44	68.2	5	1.4
PC-T	1		10	53,156	38	37.5	4	5.9
PC-N	1			184,383	15	37.6	2	4.2
HC	1			133,154	11	99.5	1	1.2
M	1	42	49	526,077	182	185.1	17	14.1
PM	1	1		1,050,414	110	127.2	2	3.2
PMXD	1	300	4	1,042,116	476	333.4	23	39.6
I	1				3	21.5	0	0.0
AG	0			19,550	22	440.3		
P	0			24,944	160	1717.9		
REC	1				2	27.3		
EU (See Table II-3)		21,795	6,526	10,191,531	23,456	5,217.6	140	133.2
<b>City Total</b>		<b>27,426</b>	<b>9,141</b>	<b>14,921,379</b>	<b>30,558</b>	<b>10,329.9</b>	<b>292</b>	<b>908.7</b>
<b>Sphere of Influence</b>								
HPR-4	4	12	9		128	5,418.3		
HPR-6	6				3	7.6		
HPR-8	8				2	92.2		
HPR-20	20				1	17.4		
I	1				1	40.0		
AG	0	12			150	842.6		
C	1			23,918	6	3.6		
OF	0	1			18	181.9	10	136.6
PC	1	18	10	4,494	27	16.1	2	10.2
PC-T	1				1	10.0	1	10.0
M	1	11		368,501	115	269.8	30	142.8
P	0				8	14.1		
PM	1				4	83.1	1	77.5
PMXD	1		3	1,517	3	29.8	2	32.8
PR-8	8				79	197.9		
PR-15	15	1			3	53.6		
PR-20	20				1	25.7		
MF	28				3	15.5		
SF	7	485	13		491	108.2		
EU (See Table II-3)		328	37	0	497	279.2	16.0	13.4
<b>Non-City Total</b>		<b>868</b>	<b>72</b>	<b>398,430</b>	<b>1,541</b>	<b>7,706.4</b>	<b>62</b>	<b>423.2</b>
<b>Total</b>		<b>28,294</b>	<b>9,213</b>	<b>15,319,809</b>	<b>32,099</b>	<b>18,036.3</b>	<b>354</b>	<b>1,331.9</b>

Source: City of Ventura, Department of Community Development

**Table II-3. Development Potential in Existing Urban Category**

General Plan Designations	Existing Development 2002			1989 General Plan		Vacant Land 2002	
	SF Units	MF Units	Comm. Sq. Ft.	Parcels	Acres	Parcels	Acres
<b>City</b>							
C-1	6	18	721,319	219	58.9	4	1.4
C-1A		115	889,688	111	143.7	1	0.3
C-2	34	20	752,070	188	93.4	3	0.5
C-P-D	3		639,980	43	77.5	2	2.6
C-T-O			7,280	14	20.3	4	10.7
M-1			1,318,327	130	185.3	6	4.7
M-2	3	8	450,976	84	45.8	4	2.1
M-P-D	1		4,820,399	429	433.0	29	84.5
MHP	1,250			12	169.1		
MXD		669	230,715	94	27.2	9	2.3
P				9	26.5		
P-O			360,777	62	46.2		
R-1-10	840			857	339.3	6	2.2
R-1-1AC	34			67	173.0	4	2.0
R-1-6	8,809	119		8,922	1,422.5	9	2.3
R-1-7	4,835	93		5,033	1,119.3	46	14.7
R-1-8	10			10	2.1		
R-1-9	4			4	0.9		
R-1-B	671	146		753	69.8	3	0.4
R-1-14	7			7	3.1		
R-2	153	176		190	36.8	2	0.5
R-2-B	98	292		229	20.5		
R-3-1	288	990		510	58.9		
R-3-2		1,299		107	44.4		
R-3-3	663	132		682	16.1		
R-3-4	56	62		58	4.0		
R-3-5	789	1,024		1,303	201.5	5	1.0
R-P-D-2U	1			2	0.7	1	0.4
R-P-D-4U	80			82	23.7	2	0.7
R-P-D-6U	564	69		579	105.2		
R-P-D-7U	519			531	66.1		
R-P-D-8U	597			608	62.8		
R-P-D-9U	200			200	3.7		
R-P-D-10U	631	261		664	40.9		
R-P-D-11U	12			12	0.9		
R-P-D-12U	38			38	3.4		
R-P-D-13U	258	20		259	6.2		
R-P-D-15U	50	350		53	22.3		
R-P-D-16U		126		1	7.1		
R-P-D-17U	140	16		141	3.5		
R-P-D-18U	98			99	10.5		
R-P-D-19U		61		1	2.8		
R-P-D-20U	53	2		55	1.1		
R-P-D-25U		58		3	3.2		
R-P-D-28U		400		1	14.3		
<b>City Total</b>	<b>21,795</b>	<b>6,526</b>	<b>10,191,531</b>	<b>23,456</b>	<b>5,217.6</b>	<b>140</b>	<b>133.2</b>
<b>Sphere of Influence</b>							
C-2 (VC)				45	9.2	6	1.1
M-2				59	75.7	9	11.3
M-3				4	11.1	1	1.0
R-1	324	37		329	55.8		
R-2				48	8.4		
RA-5				5	114.2		
RE-1	1			5	4.4		
RE-5	3			2	0.4		
<b>Non-City Total</b>	<b>328</b>	<b>37</b>	<b>-</b>	<b>497</b>	<b>279.2</b>	<b>16</b>	<b>13.4</b>
<b>TOTAL</b>	<b>22,112</b>	<b>6,262</b>	<b>10,191,531</b>	<b>23,953</b>	<b>5,496.8</b>	<b>156</b>	<b>146.6</b>

Source: City of Ventura, Department of Community Development

Reuse of existing lots is the primary anticipated type of future development. Although, no analysis has been prepared for underutilized office, commercial, or industrial parcels. An underutilized residential land study prepared for the 2000 – 2005 Housing Element Update found that approximately 89 acres of residentially zoned land is underutilized. If this land was developed to 70% of its maximum density, it could accommodate an additional 1,664 housing units. See Figure II-2.

**Table II-3 Residential Development Potential on Underutilized Sites**

<b>Zoning</b>	<b>Maximum Density</b>	<b>Underutilized Acreage (Remaining Buildable Area)</b>	<b>Unit Potential (70% of Maximum Density)</b>
R-2	14	16.8	164
R-2-B	27	18.3	157
R-3-1	54	11.2	423
R-3-2	36	0.1	3
R-3-5	18	42.1	530
Downtown			
CR	54	6.5	247
DC	54	1.3	49
DR	54	2.4	90
<b>Total</b>		<b>88.7</b>	<b>1,664</b>

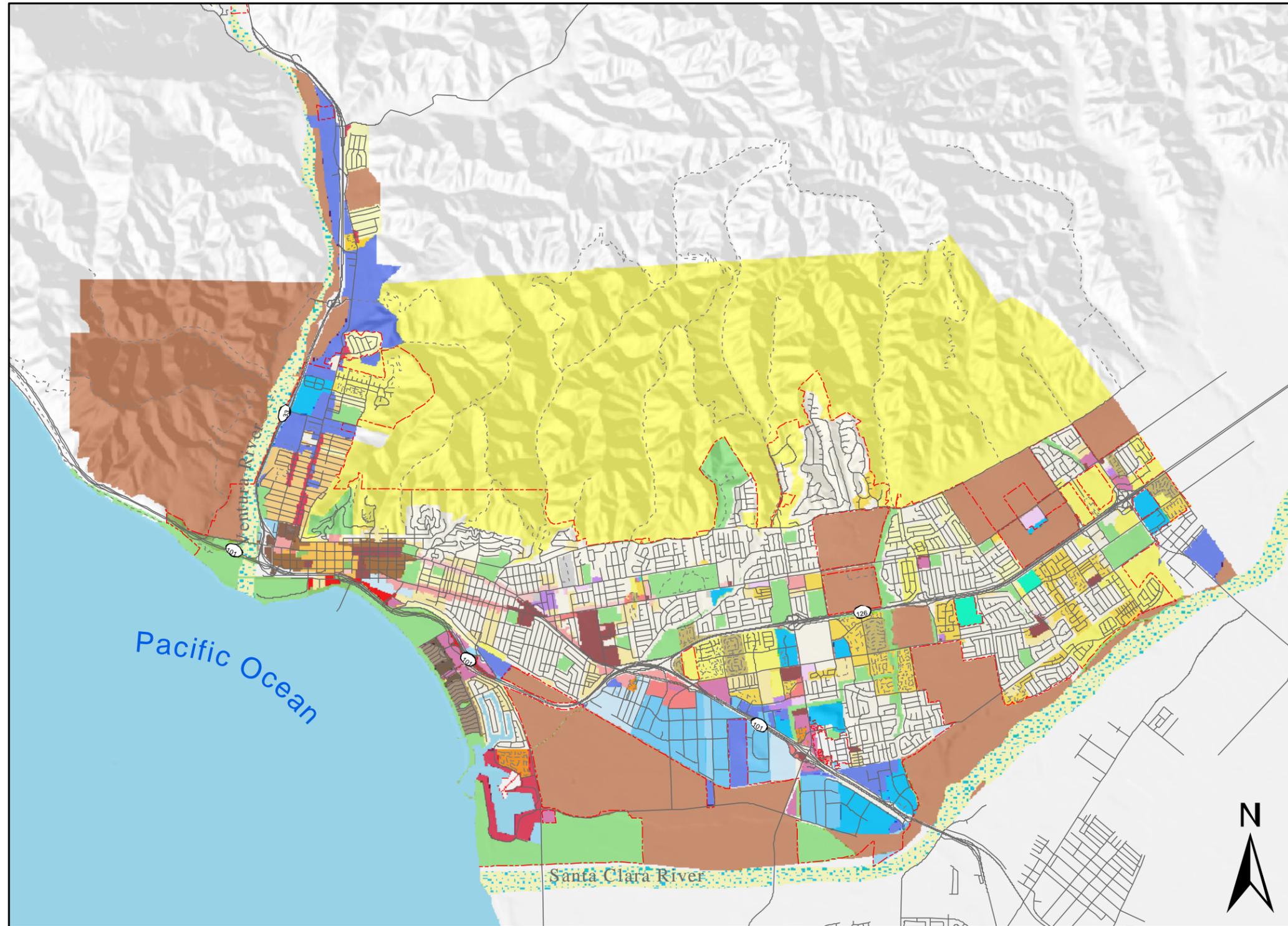
Source: Planning Division, City of Ventura, December 2001.

### **3. Compatibility Conflicts Between the Agricultural/Urban Land Interface**

Ventura County has some of the best farmland in the State. The City of Ventura has over 7,000 acres of designated agricultural lands within its Planning Area Boundary. These lands are protected under the S.O.A.R. (Save Our Agricultural Resources) initiative passed in 1995, which sets strict development limitations on lands designated for agricultural use. Together with the ocean and the hillsides, the S.O.A.R. parcels establish a bounded “footprint” for development in the City. While this resource provides visual relief from the urban landscape, it also poses compatibility conflicts between agricultural land uses and urban land uses, especially with regard to particulate matter and pest management, and odor from agriculture activities.

The City of Ventura does not regulate the agricultural and urban interface. For example, the City does not have a policy establishing requirements for agricultural buffers or who should provide them (i.e., farmers or developers).

**Figure II-1  
Land Use and Zoning**



**Land Use**

**Residential**

- SF Single Family
- MF Multi-family
- MHP Mobile Home Park
- HPR Hillside Planned Residential (HPR-4, HPR-6, HPR-8, HPR-15, HPR-20)
- HR Planned Residential (PR-8, PR-15, PR-20)
- TR Transitional Residential (TR-15, TR-20)

**Commercial**

- C General Commercial
- HC Harbor Commercial
- PC Planned Commercial
- PC-T Planned Commercial - Tourist Oriented
- PC-N Planned Commercial - Neighborhood Oriented
- PO Professional Office
- BKXD Planned Mixed Development
- HRMU Harbor Related Mixed Use

**Open Space Designations**  
(As defined in Comp Plan)

- AG Agricultural Use
- P Parks (Park sites, school open space, and recreation areas)
- REC Recreation
- Linear Park Study and Natural Areas

**Industrial**

- I General Industrial
- IM Industrial Planned Development
- OF Oil Field Industrial

**Zoning\***

**Residential**

- R-1 Single Family
- R-1-B Single Family Beach
- R-2 Two-Family
- R-2-B Two-Family Beach
- R-3 Multiple Family
- R-P-D Residential Planned Development
- MHP Mobile Home Park
- DR Downtown Residential

**Commercial**

- MXD Mixed Use
- P-O Professional Office
- C-1 Limited Commercial
- C-1A Intermediate Commercial
- C-2 General Commercial
- C-P-D Commercial Planned Development
- DC Downtown Core
- CR Downtown Corridor Renovation
- C-T-O Commercial Tourist Oriented
- H-C Harbor Commercial
- H Hospital

**Industrial**

- M-1 Limited Industrial
- M-2 General Industrial
- M-P-D Manufacturing Planned Development

**Other**

- A Agricultural
- P Parks

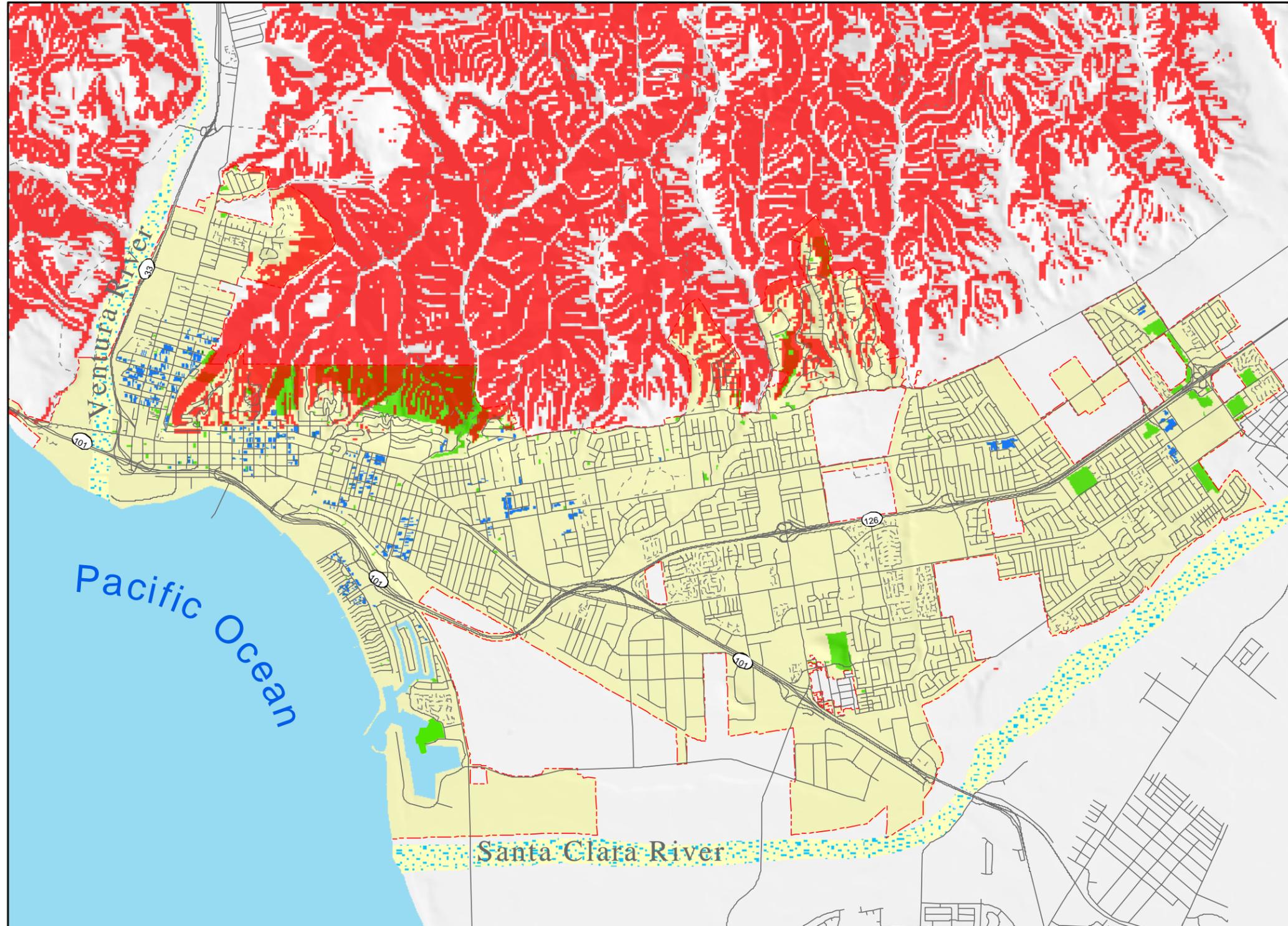
**Misc.**

- City Limits
- Sphere of Influence
- Community Boundaries
- Rail Road

Prepared by: Community Development  
Source: City of San Buenaventura  
Date created: June 2002

*This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.*





**Figure II-2  
Vacant and Underutilized  
Residential Land**

**Legend**

- Vacant Residential
- Underutilized Residential
- >30% Slope



**City of Ventura  
Comprehensive Plan Update**

Prepared by: Community Development  
Source: City of San Buenaventura  
Date created: June 2002

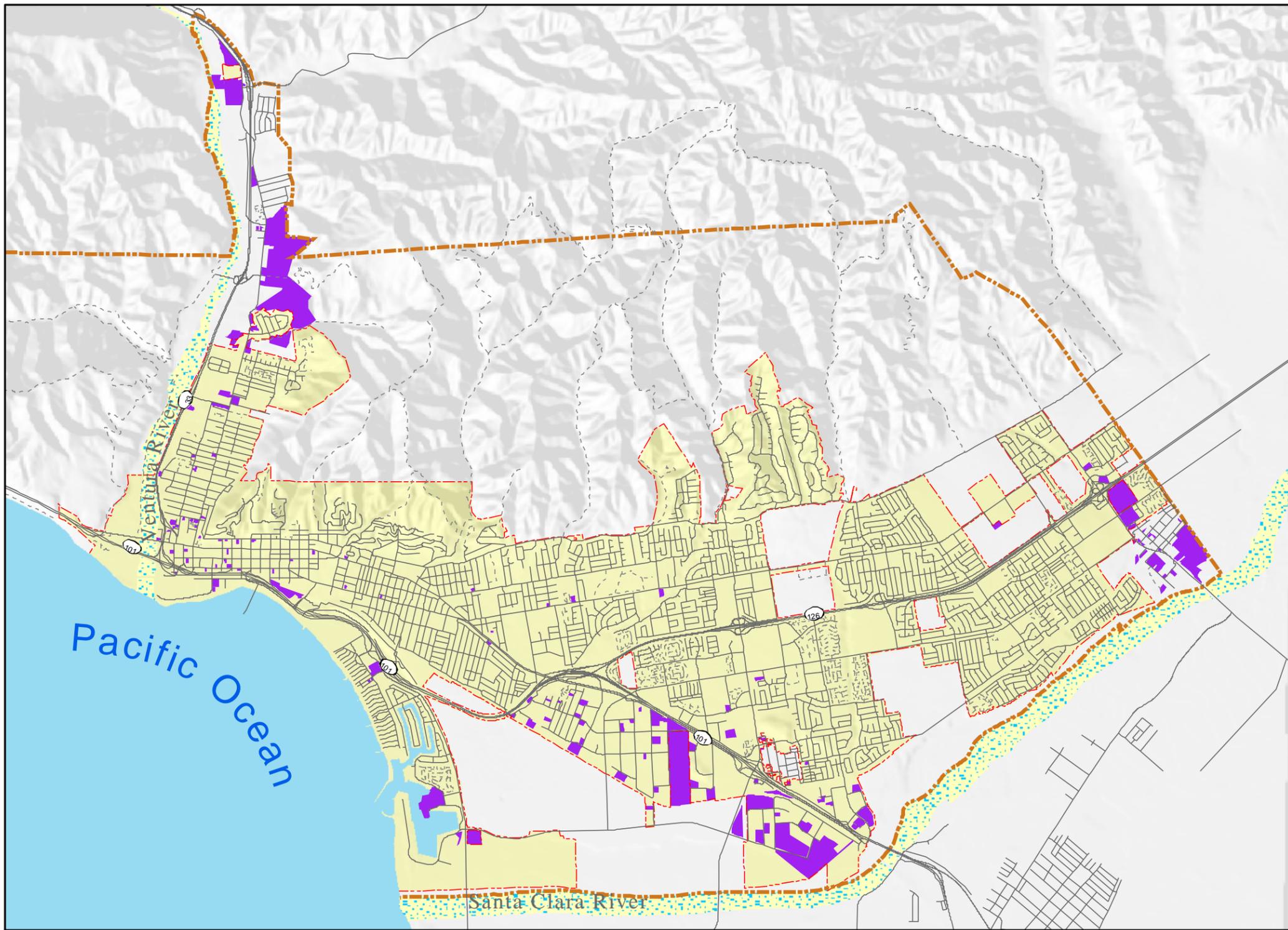
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of this map, the City of San Buenaventura cannot guarantee its accuracy.*



**Figure II-3  
Vacant Commercial and  
Industrial Land**

**Legend**

- Vacant Commercial and Industrial
- Planning Boundary



**City of Ventura  
Comprehensive Plan Update**

Prepared by: Community Development  
Source: City of San Buenaventura  
Date created: June 2002

*This map is a product of the City of San Buenaventura, California.  
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### III. Urban Design

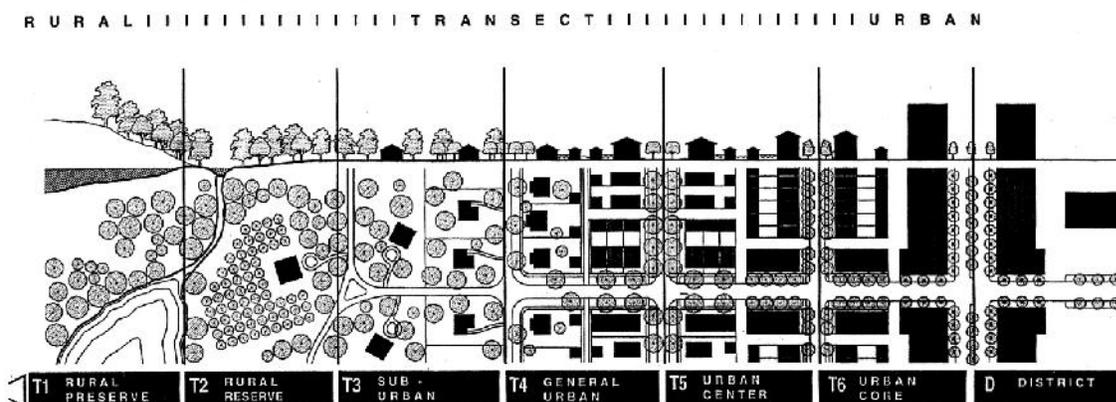
Appropriate urban design can showcase the attractive features of a community. The unique neighborhoods of Ventura have sometimes been compromised by design that does not complement their special characters. This chapter examines design-related plans for Ventura, potential neighborhood centers, examples of local design issues, and a possible framework for planning on a neighborhood basis.

The Comprehensive Plan Update will leverage the existing Community Design Element to include a concentrated effort to utilize new construction, redevelopment and public improvements to help realize the desired look and feel of the diverse neighborhoods in Ventura. The resulting neighborhood design guidelines will focus on prioritizing what *can* be done to enhance and highlight that unique character, instead of merely proscribing what *must* be done when designing buildings.

The 1993 Downtown Specific Plan marked the beginning of recent efforts in Ventura to match the appearance of development with the character of a specific area. The 1999 Westside Urban Design Plan introduced the community to the concept of planning based on five- and ten-minute walking distances. The 1996 Saticoy Village Specific Plan utilizes the idea of “Regulating Plans” that determine where buildings need to go to produce good streets. Among other features, it sets rules for building heights, build-to lines, and hidden parking. Such standards that are objective, easily understood, and agreed to by the majority of a neighborhood encourage development that residents want through a straightforward review process.

An effective way to build on these tools is by evaluating the city and its neighborhoods using the concept of the Transect, a system of classification based on the range of rural to urban conditions (See Figure III-1). The Transect is founded in nature: in a line from the sea to the mountains, different ecosystems overlap. There is an appropriate place for all elements – a pine tree is appropriate on the mountain, but not on a coral reef. This same idea is applied to human habitat, which ranges from Rural Preserve to Urban Core in seven overlapping zones.

**Figure III-1. The Transect**



**Rural Preserve** is the area least impacted by human use. In Ventura, this includes the Pacific Ocean, seashore, and the hills. These are areas of prime natural significance, ecologically and visually with few roads or permanent structures and landscaping that occurs naturally or in a naturalistic pattern.

**Rural Reserve** areas should be maintained for non-urban uses and future low-intensity urban uses. Existing agricultural reserve areas, parks, and foothills fall under this designation. Appropriate uses include orchards, wooded lots, and other non-built uses. This is not a permanent designation, but one that should be reviewed at regular intervals as to the continued appropriateness of use. A Rural Reserve can change into a permanent Rural Preserve or any of the urban designations.

**Neighborhood Edge (Sub-Urban)** is the least dense area of human habitation within the spectrum of the Transect, as represented by the Poinsettia and Catalina neighborhoods (see photo below, right). Neighborhood Edge zones often overlook Rural Preserve or Reserve and contain mostly detached homes with little mixed-use. Yards tend to be bigger, houses set back more, roads smaller, and landscaping more naturalistic. Neighborhood Edge Zones are typically located at least a five-to-ten minute walk from a neighborhood center.



The foothill neighborhood of Poinsettia is almost entirely made up of Neighborhood Edge conditions (see photos, above). However, some of the detailing is inappropriate for this most rural of urban areas. Streets tend to be too wide, with curbs and sidewalks instead of narrow streets and swales with paths. This would be consistent with the goals of the Ventura Countywide Stormwater Quality Urban Impact Mitigation Plan (SQUIMP) which encourages minimization of impervious areas. The entry feature at right is too formal for the more relaxed street pattern that the hilly conditions require.

**Neighborhood General** is the most common condition in a healthy community. It has the greatest blend of building types, while still being primarily residential. Freestanding houses, townhouses, courtyard apartment buildings, and small amounts of retail and office all occur in this zone, based on a compatibility of building type (size and shape) rather than a strict zoning of uses. Setbacks tend to be less, roads allow on-street parking, sidewalks are required as well as alleys or hidden parking, and landscaping is more uniform. Neighborhood General should all be within a five-minute walk of the Neighborhood Center.



Most of Ventura is comprised of Neighborhood General areas comprised of simple buildings mainly used for housing, such as the apartment building and single-family house on Telegraph Road shown above.

The *Neighborhood Center* is the heart of each neighborhood, whether retail, office, civic or a combination thereof. Neighborhood Centers contain the greatest mix of uses, and the building types tend to be more urban: townhouses, courtyard housing, and live/work above retail. Buildings are close to the property line, sidewalks are generous, streets allow for parking (sometimes diagonal), and plazas and squares are used rather than parks. An ideal city would be made up of Neighborhood Centers located at a ten to twenty minute walking distance apart (1/4 to 1/2 mile distance).

Some of Ventura’s Neighborhood Centers are vibrant, while others are neglected. Saticoy, Westside and Loma Vista offer examples of unique Neighborhood Centers. Other neighborhoods have at their centers strip malls that offer opportunities for mixed-use redevelopment.



Ventura’s neighborhood centers are where people come together to shop, go to school, take care of business, play and worship. The Westside building shown at left illustrates the idea of a mixed-use Neighborhood Center building: it provides housing, retail and street life all in one building. The building at right serves as a public “living room” for the Saticoy neighborhood.

**Downtown (Urban Core)** is the center for the city as a whole. Ventura is fortunate to have a thriving downtown with retail, office, civic, with some residential uses. Downtown is where Ventura holds parades, memorials, celebrations, farmer's markets, and the everyday experience of the marketplace and civic participation. It is the most intense zone of uses and building types. All buildings (except civic) must be aligned to define the street and sidewalks, with large numbers of pedestrians and cars in careful balance. All uses (except large industrial) are allowed in this district, and public transportation must connect to every Neighborhood Center to allow the young and old access to the center of Ventura via a 10-20 minute ride.



The use of the buildings in Ventura's Downtown is secondary; what is important is that they form street space. For example, the building above at left could have office, housing or lodging above retail. The buildings at right together frame the most important public building in the community, City Hall. With the hills in the background and facing the ocean, Downtown Ventura encompasses in one view the full range of the Transect.

**Districts** are areas with one primary use that is not residential, such as Downtown, Arundell (Industrial), and the harbor. Other uses should not be prevented, but their character will be shaped by the primary designated use. These districts should still be formed on a neighborhood basis – a five to ten minute walk to some degree of mixed use.



The above photos serve as a reminder that even districts can change, and that by keeping them from being car and truck dominated, Ventura's options for future development are kept open, such as through conversion of warehouse and manufacturing districts to loft neighborhoods. The

key is to continue to require building types to respect the street edge with a quality and type that is worth converting to another use, including housing.

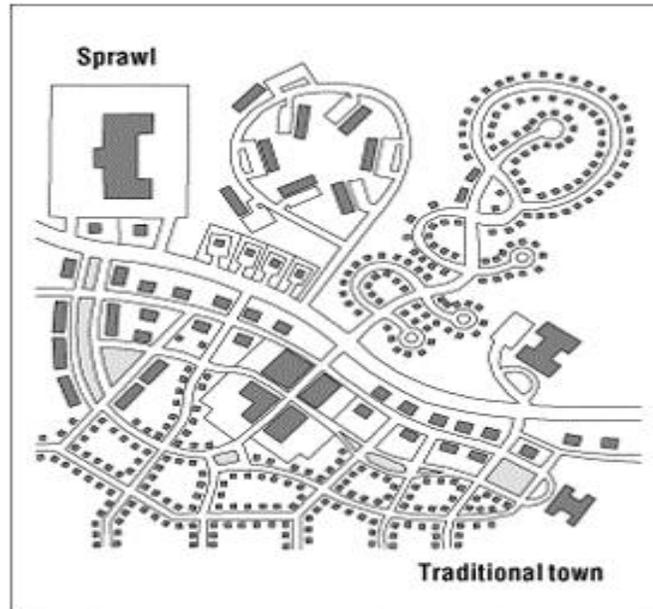
Public buildings retain special importance, both in neighborhoods and districts, by serving as prominent landmarks that shape the visual character of an area. Ventura City Hall and the church at the right fill this role. However, for such landmarks to be prominent, most other buildings must form a simple background. Other structures should define and enclose blocks and streets, rather than call attention to themselves.



The range of buildings in Ventura includes attached and detached housing, duplexes, courtyard bungalows, second units (often over garages), lofts (some live/work), urban villas (see photo below left of building at Thompson Boulevard and Figueroa Street), neighborhood stores, and civic buildings. Even malls that might otherwise detract from the neighborhood feel are able to be broken down into smaller building types, such as at Victoria Village (see photo below right). The character of an area is best enhanced when buildings of comparable size and relation to the street face each other, as is the case Downtown.



**Figure III-2. Traditional Development and Suburban Sprawl**

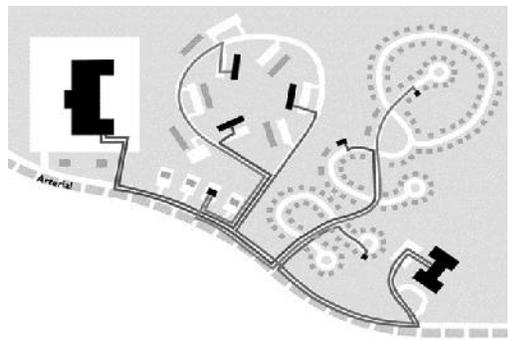


*Traditional Neighborhood Development*



*Conventional Suburban Development*

The urban zones that make up the Transect are often referred to as Traditional Neighborhood Development, as opposed to conventional suburban development, or “sprawl,” the dominant pattern of the last 50 years (see photos above and Figure III-2). The following pages present a brief comparison of the major differences between conventional suburban and traditional neighborhood development features.



**Conventional Suburban Development**

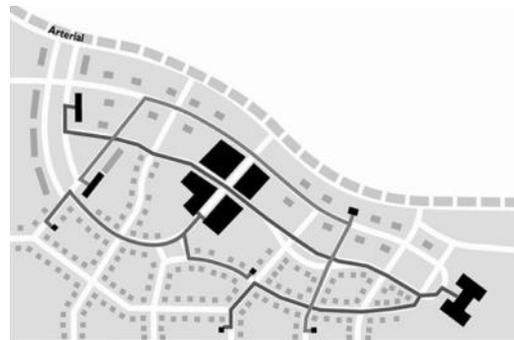
A comprehensive planning system characterized by single use zones with mixed-use as the exception.



Roads are sized for traffic flow only, based on the Arterials, Collectors, and Local roads, creating hostile conditions for pedestrians.



Road design is concerned primarily with the movement of vehicles, which guarantees that other modes of transportation are not supported and the street environment will be low quality.



**Traditional Neighborhood Development**

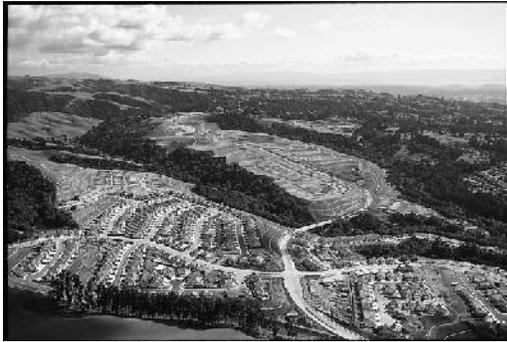
A comprehensive planning system with the mixed-use neighborhood as its basic element and the single use district as the exception.



Roads are sized for pedestrians and cars in balance, with many types of roads for different parts of the Transect.

 A detailed table titled "STREETScape PUBLIC STREETScape" showing various street design options. The table is organized into columns for different street types: Highway, Road, Residential Street, and Business Street. Each column contains several rows of diagrams and text describing different design elements like curb radius, sidewalk width, and tree planting. The table is a comprehensive reference for street design.

Road design is concerned with curb radius, width, sidewalks, tree planting, planting strips, design speed and other items that make walking safe, convenient and interesting.



Single use pods of housing create a dependence on vehicles for everyday needs.



Retail malls and office parks are separate from housing and surrounded by parking.



Open spaces are leftover within and between development pods with no connection to other spaces or shaped into usable public places.



Mix of housing types and uses with interconnected streets allow easy access to neighborhood civic and retail.



Retail and office space is seamlessly connected with surrounding neighborhoods and includes housing as well.



Open space is used to give character to neighborhoods. It is collected into the public realm between private lands and adds value to the buildings that front it.

For many people, the block they live on represents their neighborhood. For others it is the friends that live nearby. The features that characterize a Neighborhood are:

- 5-10 minute walk from edge to center;
- Community spaces such as schools, parks, libraries and recreation centers; and
- Informal meeting spaces such as cafes, coffee shops, and bookstores.

The following paragraphs describe Ventura Neighborhoods and Districts (see Figure I-2) after initial analysis based on the concept of the Transect and suggest elements that should be preserved, changed, created or enhanced.

**Arroyo Verde** – Contains mostly Neighborhood General and Edge conditions. Major civic uses are Arroyo Verde Park and Ventura College.

**Arundell** – This is the main industrial and warehouse district of Ventura, but it also has mixed-use areas with retail, restaurants, and offices in walking distance of many workers.

**Avenue** – This area includes several Neighborhood Centers on Ventura Avenue surrounded by well-connected Neighborhood General blocks and some Edge conditions.

**Camino Real** – A Neighborhood with mostly Neighborhood General conditions. Civic uses and centers are two elementary schools, a middle school and high school, as well as Camino Real Park. The area across from Ventura College is designated as a mixed-use center.

**Catalina** – This area contains Rural Preserve, Neighborhood Edge on the hillside, Neighborhood General and Neighborhood Center along Main Street and (in some cases) Thompson Boulevard. Civic uses include an elementary school, middle school and high school.

**Downtown** – Both the Urban Core for Ventura, which is more of a District of commercial and civic uses, as well as a surrounding area of Neighborhood General and Edge.

**Juanamaria** – North of the Santa Paula Freeway, Juanamaria contains all Transect zones except Urban Core and District. There are schools and school sites and medium-density housing.

**Loma Vista** – A district of medical and office uses. Neighborhood General and Edge should be protected and strengthened.

**Montalvo** – The County Government Center is equal to the area of 12 downtown blocks. The bulk of Montalvo is Neighborhood General and Edge, though the area just north of Highway 101 is appropriate as a Light Industrial District.

**Olivas** – Presently largely Rural Reserve, this offers many options for the future, including continued agriculture, parkland, industrial, or mixed-use neighborhood with significant land remaining in Rural Reserve or Preserve.

**Pierpoint/Keys** – Contains much Neighborhood Edge overlooking Rural Preserve (the ocean), but also has highway retail.

**Harbor** – Mostly dedicated to harbor uses including tourist retail.

**Poinsettia** – Consists of two main areas: (1) Neighborhood Edge on the hillside with Rural Preserve beyond, and (2) Rural Reserve below with some Neighborhood General. The elementary and middle schools are the civic uses.

**Preble** – Composed of mostly Neighborhood General, with two elementary schools.

**Saticoy** – Developed originally as a rural town in the late 1800s, Saticoy has the full range of the Transect: Rural Preserve along the river (for agriculture and golf course), Neighborhood Edge to the east, and Neighborhood General around the traditional Neighborhood Center.

**Serra** – Largely Neighborhood General overlooking significant Rural Reserve.

**Thille** – This area contains a high degree of mixed uses and denser housing.

**Wells** – The most rural of the neighborhoods.

## IV. Neighborhood Demographics

### 1. Introduction

The City of Ventura is updating its Comprehensive Plan to direct future changes in the physical development of the City and the well being of its residents. One of the largest determinants of the City's future is the continuing interaction of the housing and residents already here. Housing units seldom move but people move around, some more than others. People change housing units to fit their changing needs, and housing influences people's behavior, in return. There is a growing body of literature that argues that planning policies and programs should better understand, predict, and overtly influence housing and population interaction. Section 2 of this chapter is a focused summary of that literature.

Sections 3 and 4 analyze population and housing trends for 16 neighborhoods using on 1990 and 2000 census tracts. Appendix A describes the match of tracts to 1989 Comprehensive Plan neighborhoods. The 1990-to-2000 neighborhood demographic changes are used to suggest likely future change under the stated assumptions and highlight opportunities and constraints relevant to the Comprehensive Plan update process. Population projections are provided to 2015 and 2025 but they are qualified by the realities of likely housing development presented in Section 4. Appendix B provides details about housing and population in each of the neighborhoods.

Ventura is situated along the base of a small range of hills that runs generally east to west, creating a valley on the north, a seaside narrow plain on the west, and a plain sloping southward to the Santa Clara River. The oldest settled area is nearest the ocean, with newer neighborhoods eastward. Hillsides and tracts of orchards and agriculture are likely to remain non-urban for at least the near future due to voter-imposed restrictions on converting agriculture to urban use. Figure IV-1 shows the incorporated City in gray, plus the boundary of the area of census tracts analyzed in this chapter.

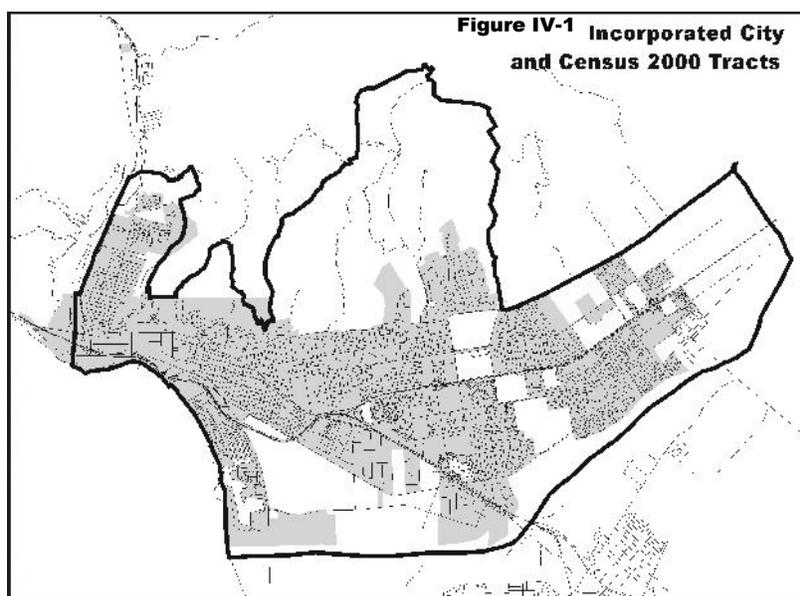
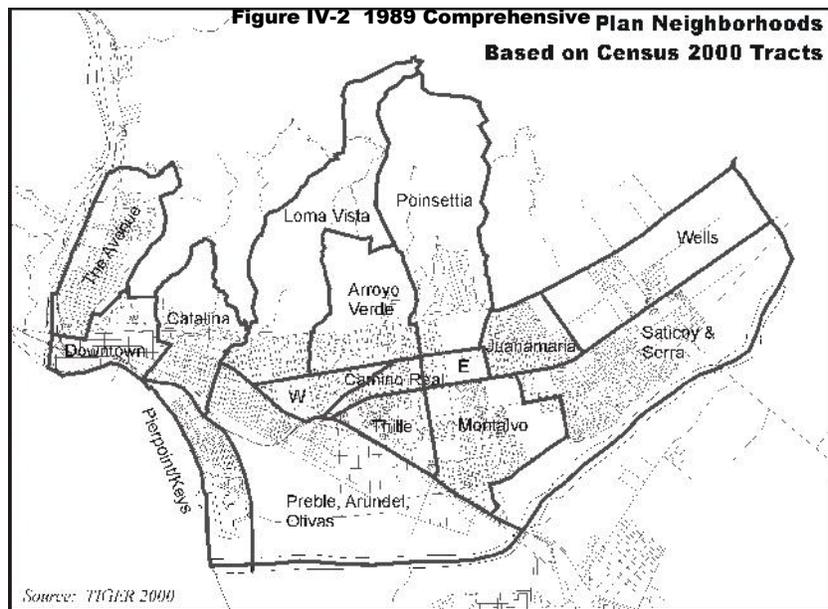


Figure IV-2 shows the 1989 Comprehensive Plan neighborhoods approximated using Census 2000 tracts. With the exception of the Saticoy and Wells areas, the unincorporated areas are largely in non-residential use. The Saticoy and Wells populations are noted in the analyses and data.



**Neighborhood Names**

Not all the neighborhood names and areas are in common use. The Camino Real area is divided into three areas (each of which is an unchanged census tract) to enable small-area determination of trends for calculating lifecycle projections. A rough approximation to common public use geography is presented below.

West End/Downtown:	The Avenue, Downtown, and Catalina
Hillside:	Loma Vista, Arroyo Verde, and Poinsettia
Midtown:	Camino Real areas, Thille, and Montalvo
Beach and Southside:	Pierpont Keys and Preble, Olivas, and Arundell
East End:	Juanamaria, Wells, and Saticoy & Serra

This study includes population and housing analyses not found in the Land Use and Housing discussions. The study may present data slightly different from the Housing section due to geography and varied sources.

**Study Area Compared to Incorporated City**

Ventura’s official unadjusted Census 2000 population is 100,916 while the total population of the 16 study neighborhoods is 102,848, a difference of 1,932 (about 2 percent), which comprises the population just outside the City boundaries, mostly in Saticoy. This difference is accounted for consistently in this chapter, as the same unincorporated areas are included in 1990, 2015, and 2025 population profiles. Population projections are not available below the tract level, which necessitates the use of whole census tracts for the years 2000, 2015, and 2025.

**Race and Hispanic Origin**

Race and Hispanic Origin definitions and concepts can be confusing. This analysis uses Non-Hispanic race tabulations and treats Hispanics as an equivalent “ethnicity” category to Non-Hispanic (NH) White, NH Black, NH Asian and Pacific Islander (API), and NH Others. The “Others” tabulation includes NH American Indians, NH Two or More, and (Census) NH Others.

These re-tabulations were necessary to match the five categories used by the state Department of Finance (DOF) in their county-level 1998 population projection series to 2040 that are the basis for the report’s census tract projections.

## 2. Housing Demography

Demography, which is the study and modeling of characteristics of human populations, frequently involves research focusing on housing economics, markets, and policy. The interaction of population and housing is sometimes called “housing demography.” American housing demography dates back to Thomas Jefferson’s argument that the nation should be comprised of small farmers who value democracy more than urban masses, an explicit non-urban policy that some demographers see as the root of current policy bias towards owner-occupied suburban single family detached housing. Westward expansion during the 1800s, with its necessary pioneer spirit of self-reliance, infused the Western states with a strong respect for private property rights, especially water and mineral rights.

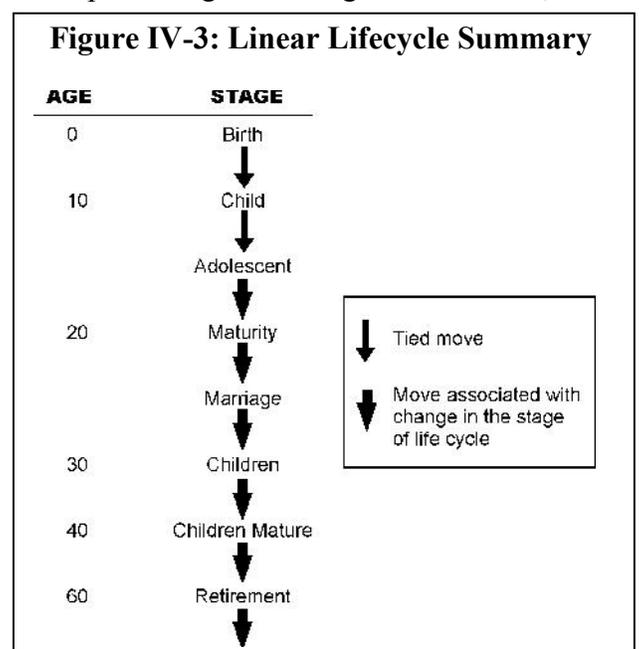
Although urban America became fascinated with apartment buildings in the late 1800s, by the end of World War II suburbs were emerging as the preferred model for new housing development. Urban renewal and 1960s federal housing programs were designed to lead the poor into better citizenship and prosperity through better housing. However, many federally assisted projects instead produced multi-generational dependency, and within a decade, the relative surplus and high quality of housing shifted demographer’s attention to racial and environmental issues. A separation of housing data from population data in large datasets also diminished housing demography as a research focus.

Now there seems to be a reincarnation of housing demography embedded in Smart Growth, New Urbanism, and Sustainable Development paradigms. The shared concept is that more compact development yields civic and environmental benefits that contrast with the typical single family detached sprawl pattern of the last 50 years. Health advocates have joined the resurgence, claiming that car-dependent suburban development is producing overweight Americans, especially children, who rarely walk.

The focus of this chapter of the Background Report study is to analyze the connection between housing and population to assist the City in planning for changing populations in specific neighborhoods. Although most housing units in Ventura are already occupied, the City can greatly influence its future population composition through the mix and pattern of housing it encourages in the updated Comprehensive Plan.

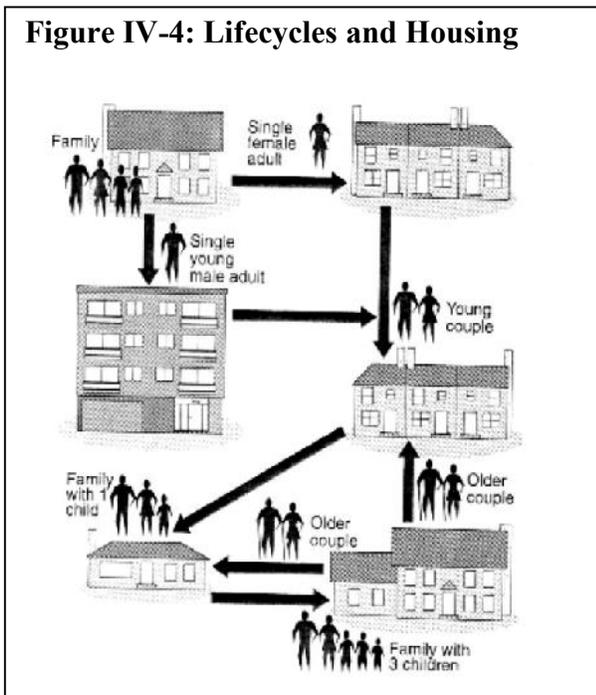
### *Lifecycle and Filtering Theories*

This chapter utilizes Lifecycle, Filtering, and general market theories to examine the connections between population and housing in Ventura.



*Neighborhood Demographics*

**Figure IV-4: Lifecycles and Housing**



Lifecycle theory holds that people progress through stages at which they prefer and/or can afford different types of housing units, if available. Figure IV-3 represents life as a series of interrelated events that affect decisions about moving from one home or place to another.

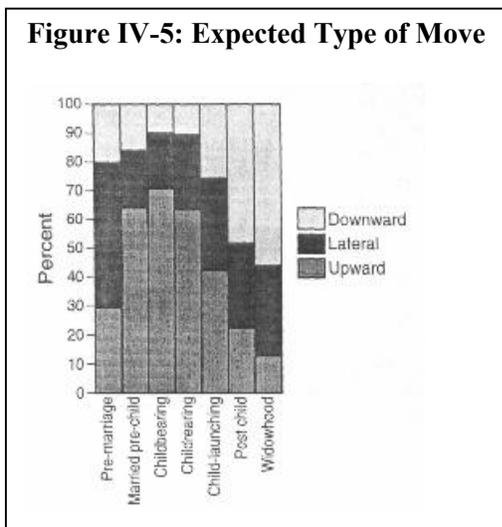
Filtering refers to housing becoming relatively more affordable as it ages and is passed down to lower income households. Figure IV-4 illustrates the match between lifecycle and typically preferred housing unit type. Figure IV-5 summarizes the type of move likely to occur at each lifecycle stage for a certain percentage of the population.

In an actual housing market, however, supply (units) and demand (households) forces ultimately determine housing costs that may

result in departures from the assumptions built into Filtering and Lifecycle theories. These market realities can explain many aspects of local housing and planning issues.

Demographers use census counts, official birth and death records and other data to estimate current populations and subpopulations and project them into the future. The basic method is called the “cohort survival” method where age groups (usually five-year intervals by sex and race) are “aged forward” by adding births, subtracting a probable number of deaths, and calculating a net migration into and out of the study area. Net migration is usually the difference between a current population estimate and the results of aging forward the population from the previous census. Demographers also calculate household formation rates: the percent of an age and race group in a given area that acts as “head of household.” The relatively steady patterns that emerge over time are the lifecycles common to most people in a given area.

**Figure IV-5: Expected Type of Move**



Housing analysts use census and local government permit records to estimate and track housing by type (single vs. multi-family), tenure (owned vs. rented), location (central city, suburban, rural), and value (estimated worth, sales price, assessed value, and rents). The housing industry is cyclical in nature, roughly matching economic cycles of expansion and contraction, which allows housing to be divided into “vintages” that are usually geographically discrete, such as 1950s two-bedroom/one-bath units with carports next to 1960s ranch-style houses with three-bedrooms, two baths, and garages.

Filtering assumes that housing generally decreases in value and desirability with age, eventually being demolished or substantially remodeled after its useful economic life. However, rising income and population levels have significantly contributed to housing development independently of the aging of existing housing stock alone. A variety of government programs that subsidized the development of raw land have also led to disinvestment and eventual abandonment of inner-city housing. In fact, in a tight housing market like Ventura, older housing often retains or increases in value.

Location alone can be an overriding factor in home choice. Homeowners have been found to pay significant premiums to live in mixed-use high-density areas or in sprawling subdivisions. Higher-income households moving up to better and higher price housing often have no choice except new housing further out, encouraged by tax deductions linked to mortgage interest and local real estate taxes. (The tax code changed in 1997 to exempt up to \$250,000 net gain from sale of principal residence every two years, essentially removing the “buy-down” penalty.) Cities that provide move-up infill housing can help temper this trend.

### ***Effects of the Baby Boom***

One of the largest factors in demography continues to be the baby boom. Of five recognized Lifecycle age categories, baby-boomers currently occupy the third and fourth:

1. Entry Into the Housing Market - age 25 to 34
2. Young Middle Aged - age 35 to 44
3. Mature Middle Aged - age 45-54
4. Senior Middle Aged - age 55-64
5. Elderly - age 65 and over

The baby boom fueled the suburban expansion of the 1950s and the apartment explosion of the 1960s, and is expected to expand the retirement housing stock in coming years. Better health care and longer lifespans suggest that the oldest category will account for a growing proportion of households.

Boomers increasingly dominate housing markets because of their accumulated wealth and relatively high incomes, which allow them to relocate primarily for quality-of-life reasons. Many baby-boomers are already homeowners who stand to benefit from rising home prices. Other population groups are disadvantaged because of their relative lack of wealth compared to the baby-boom generation: formation rates of young small households and households with modest and low incomes in areas of high housing costs are expected to decline. Renter household formation rates also have slowed as renters move to ownership and fewer rental units are built as a percentage of all new housing starts. The rental vacancy rate in Ventura was 2.8 percent in 2000; 5 percent is considered optimal.

In the coming decade, children of the baby-boomers are expected to increase demand for single-family starter homes, small multifamily units, and manufactured homes, especially as transfer of family assets can make the difference in affording a home. This factor tends to favor whites, about 17 percent of whom receive assets from parents (compared to 5 percent for non-whites).

One-fourth of households in Ventura are inhabited by single persons. Almost half of the seniors in the City live alone, and the fact that they can afford to live alone runs counter to the Lifecycle assumption that older persons will move to smaller homes. In fact, some estimates project that by 2010, 75 percent of the elderly will live in single-family detached homes, and a third of these houses will be very large (seven or more rooms).

### ***Demographic Approach to Housing Planning***

The impact of the baby boom highlights the importance of understanding and planning for age, family and race-based difference in determining housing-type preference. Nationwide projections suggest that by 2020 married couples with children under age 18 will decline to 20 percent of all households, compared to 40 percent in 1970 and 24 percent in 2000. Further, family households with children will increasingly be non-white and/or Hispanic.

Parents are likely to experience more time without children during their lives than did previous generations. Although households without children tend to benefit municipalities fiscally, young families instill a greater sense of community and permanence. A mix allows the fiscal benefits of non-child housing to subsidize the challenges associated with child-oriented neighborhoods.

Current demographic approaches to housing planning are aimed at steering aging baby boomers into more compact housing to discourage sprawl and its environmental, fiscal, and social impacts. The challenge in Ventura will be to use housing preference as a basis to form policies that benefit the community. For example, a 1999 analysis that compared demographic projections to local housing plans in Utah recommended adjusting zoning to better match housing demand and discourage sprawl. The study showed that the projected 2020 housing supply that would result from existing zoning would vary significantly from housing preferences based on demographic characteristics (see Table IV-1).

**Table IV-1: Sample Comparison of Housing Scenarios, 2020**

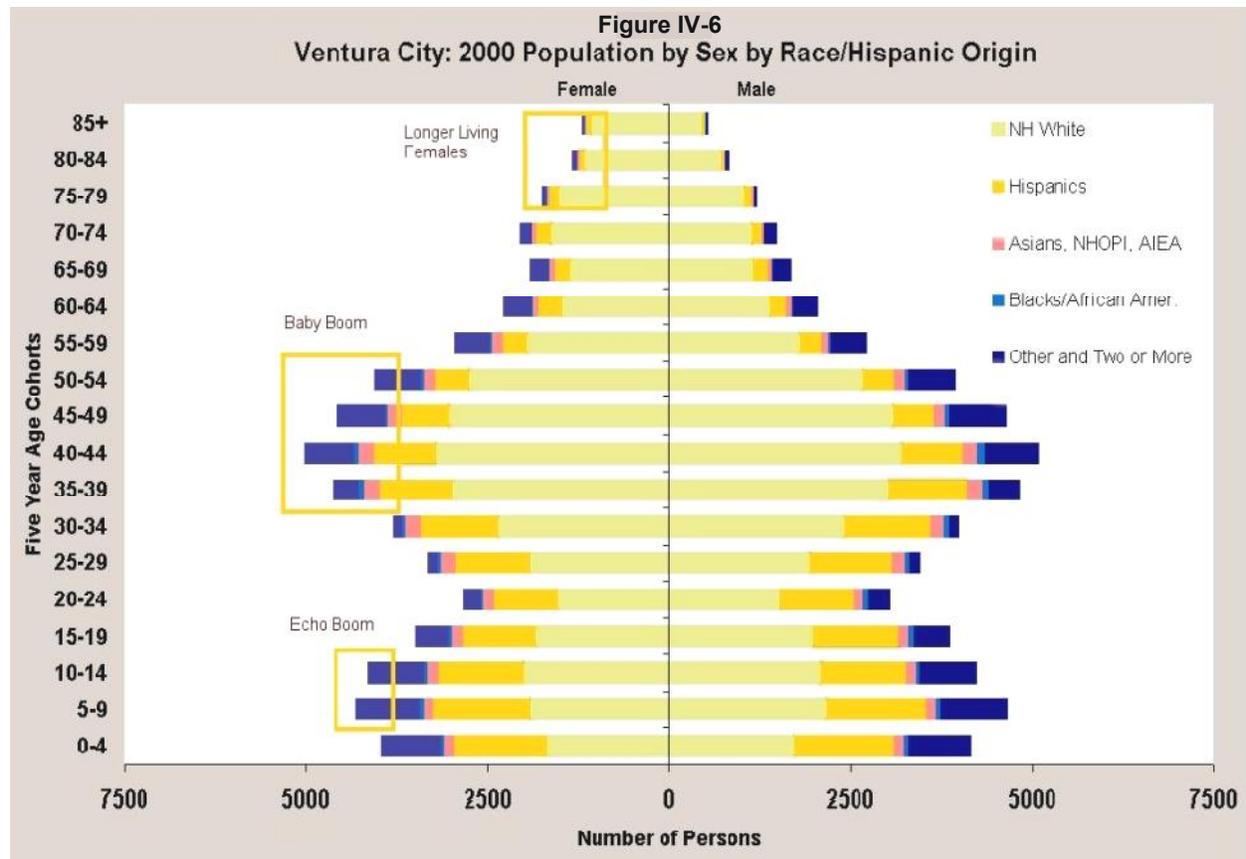
<b>Housing Type</b>	<b>Existing Zoning</b>	<b>Demographic Demand</b>	<b>Difference</b>
Single Family Detached	77%	60%	- 22%
Apartments	14%	26%	+ 85%
Townhouses and Duplexes	9%	14%	+ 55%

To paraphrase former Census Bureau Director Martha Riche, smart planners will take a marketing, rather than a sales, approach to providing housing: selling is getting people to buy what you have; marketing is having what people want.

### **3. Population Profile**

Figure IV-6 shows the population of Ventura in 2000 by major age group and ethnicity. Several features stand out:

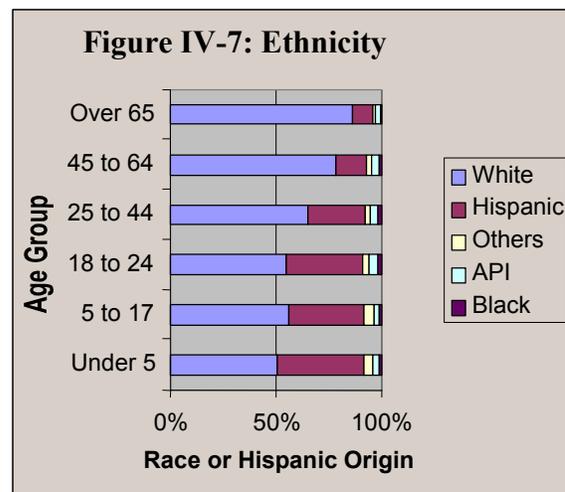
- ◆ relatively few people aged 15-to-29, as compared to age 5-to-14;
- ◆ the abundance of baby-boomers between ages 35 and 54; and
- ◆ more women than men over age 70.



The City population nearly doubled between 1960 and 1970 (29,000 in to 56,000), then increased by about 20,000 during each of the next two decades, followed by an 8,000 increase between 1990 and 2000. Census 2000 identified the City population as 100,916 and the population in the 16 neighborhoods analyzed in this chapter as 102,848 (these counts do not reflect possible Census undercounts; the actual population is probably 1-to-2 percent higher).

Whites and Hispanics comprise most of the City’s population in all age groups: about two-thirds of the population is White and one-quarter Hispanic (see Figure IV-7). The Hispanic population is younger than the White population: about 50 percent of the under-5 age group is Hispanic, decreasing to about 10 percent in the over-65 age group. Approximately 7 percent of the population is of another ethnicity.

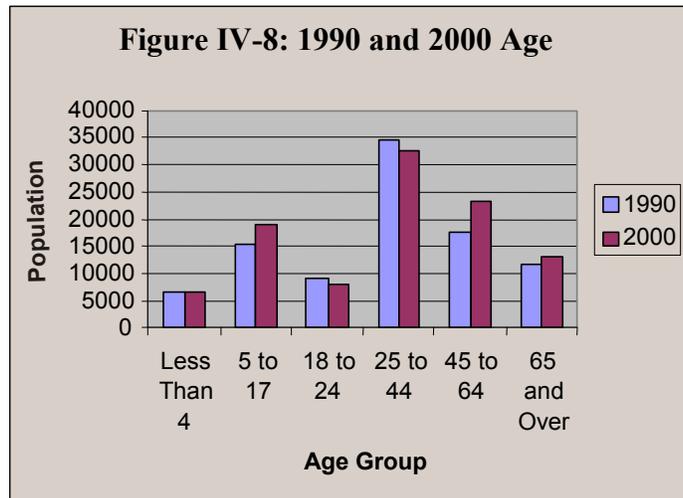
Census 2000 allowed the public to identify with more than one race for the first time. The City’s Non-Hispanic Two or More count was 2,500, about 2.5 percent of the population. Within this group the two largest counts were White and American Indian or Alaska Native (749) and White and Asian (631). Without another reliable estimate of the Two or More population from a previous year it is not possible to determine if



there is a trend for this population group. About half of the Two or More population is under age 18, however, hinting that this group will likely grow in the future.

The Male-to-Female ratio is around 1:1 with the following exceptions:

- ◆ Increasingly more females than male over age 55, increasing to 2:1 after age 80;
- ◆ About 10 percent more males than females age 15-to-20;
- ◆ Slightly more adult Black males than females;
- ◆ Slightly more adult American Indian males than females; and
- ◆ About 10 percent more teen and young adults Hispanic females than males (age 15 to 30).



**Change Since 1990**

Between 1990 and 2000, the population in the 16 Ventura neighborhoods grew from 95,519 to 102,848, an increase of about 7.6 percent, or less than 1 percent annually. The baby boom population aged, and the 5-to-17 age group increased while the 18-to-24 group declined somewhat (see Figure IV-8).

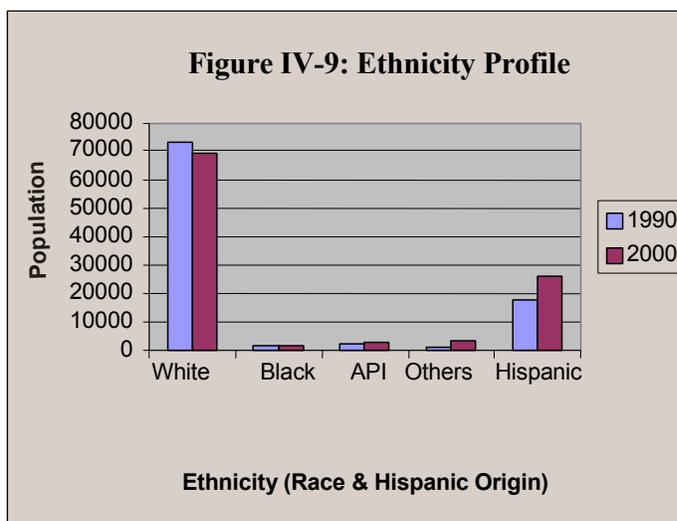


Figure IV-9 illustrates the increasing diversity in the neighborhoods (though the increase in Hispanics may be partly due to improved counting in Census 2000). The other ethnic categories are not directly comparable between the two censuses due to the introduction of the Two or More category in 2000. In general, racial changes are too small to generate concise conclusions other than diversity and the Hispanic population increased, trends occurring throughout the county, state, and many parts of the country.

**Geographic Patterns**

Figure IV-10 through 14 illustrate how the population is distributed across the Ventura neighborhoods. Figure IV-10 shows that The Avenue and Thille have the youngest population, while Midtown and the Hillsides have median ages in the early 40s.

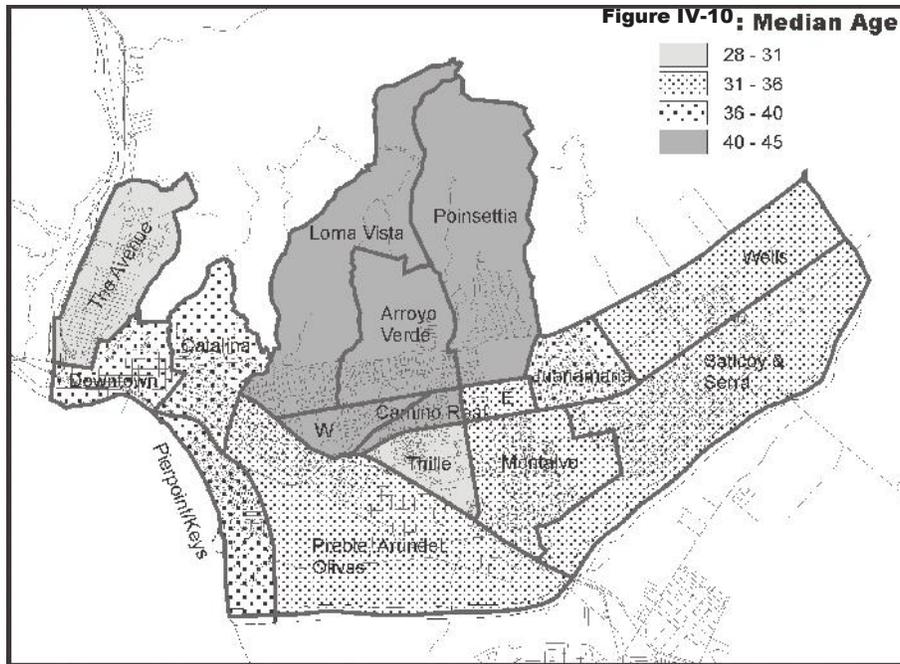


Figure IV-11 shows that The Avenue has the highest proportion of Hispanic and minority populations and the Hillsides and Pierpont Keys have the lowest.

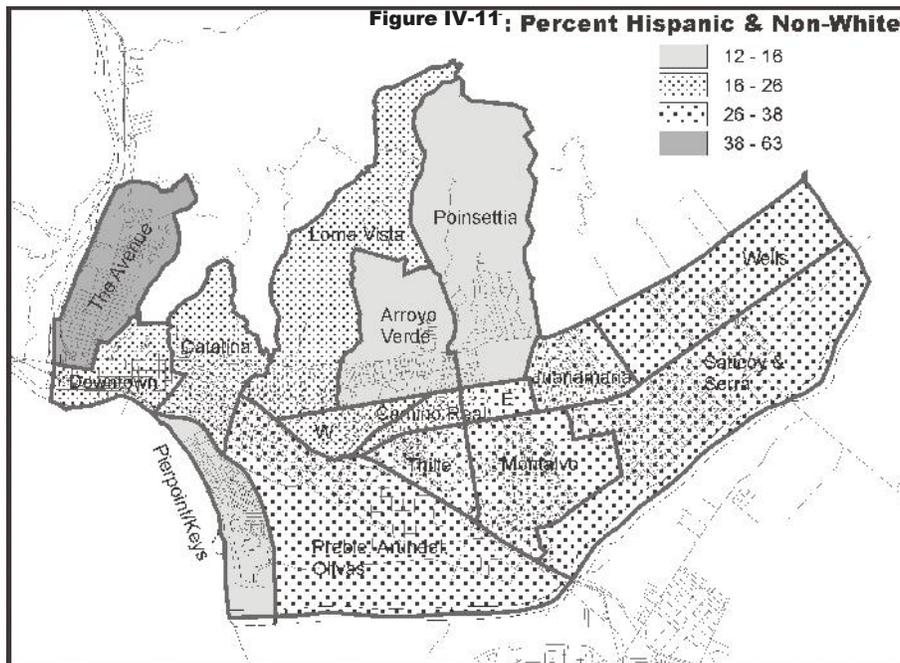
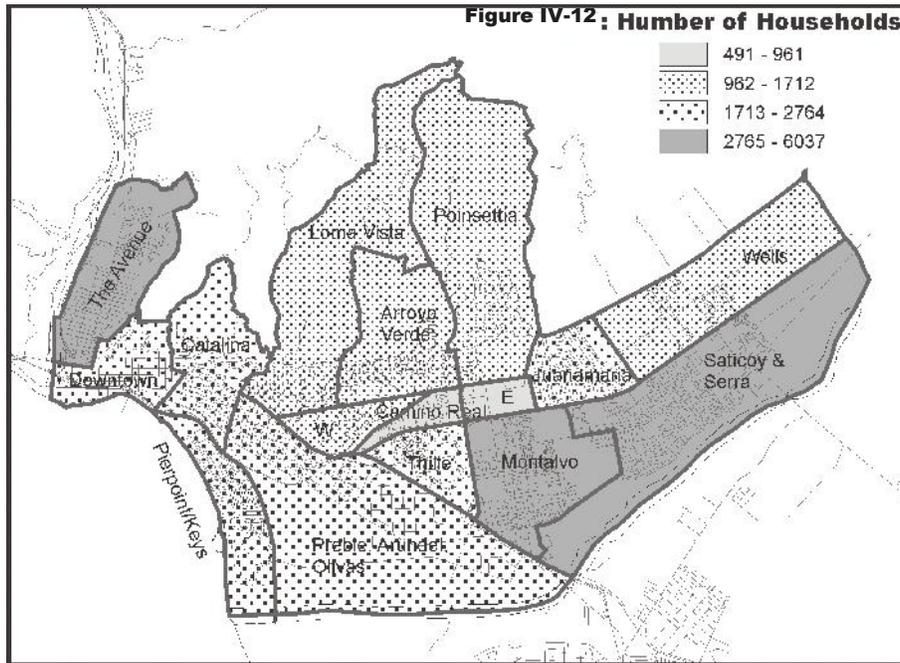


Figure IV-12 shows that The Avenue, Montalvo, and Saticoy & Serra have the most households, while Camino Real has the fewest.



Census 2000 counted about 2,400 persons in Group Quarters, of which 695 are in various institutional quarters around the County Government Center in Montalvo. Other group quarters include nursing homes and military housing.

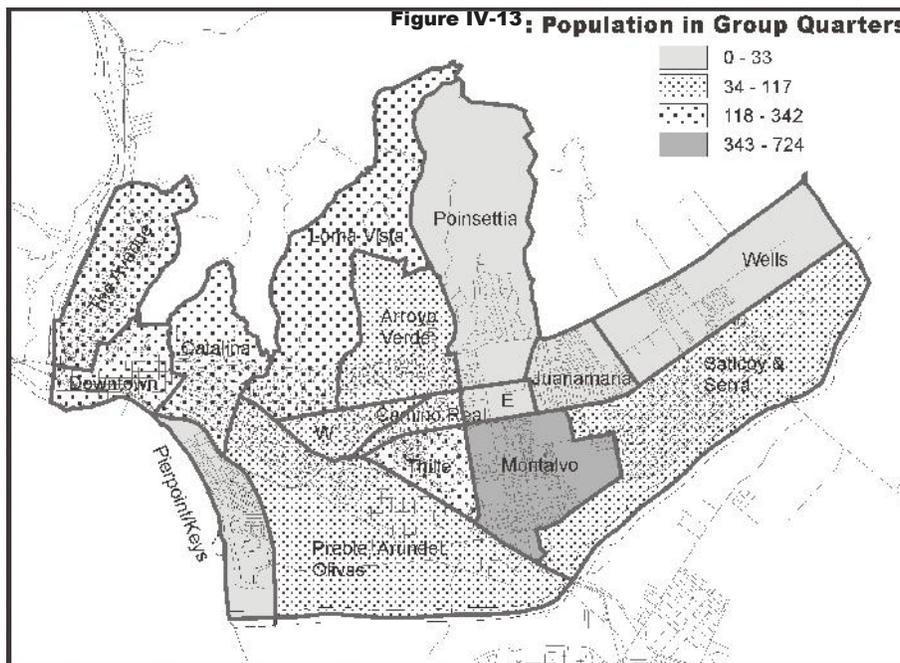


Figure IV-14 shows that about a third of the households in Arroyo Verde, Camino Real, and West Camino Real are headed by persons 65 or older. These areas also have high median ages and low Hispanic and minority populations, meaning that older residents are Non-Hispanic Whites.

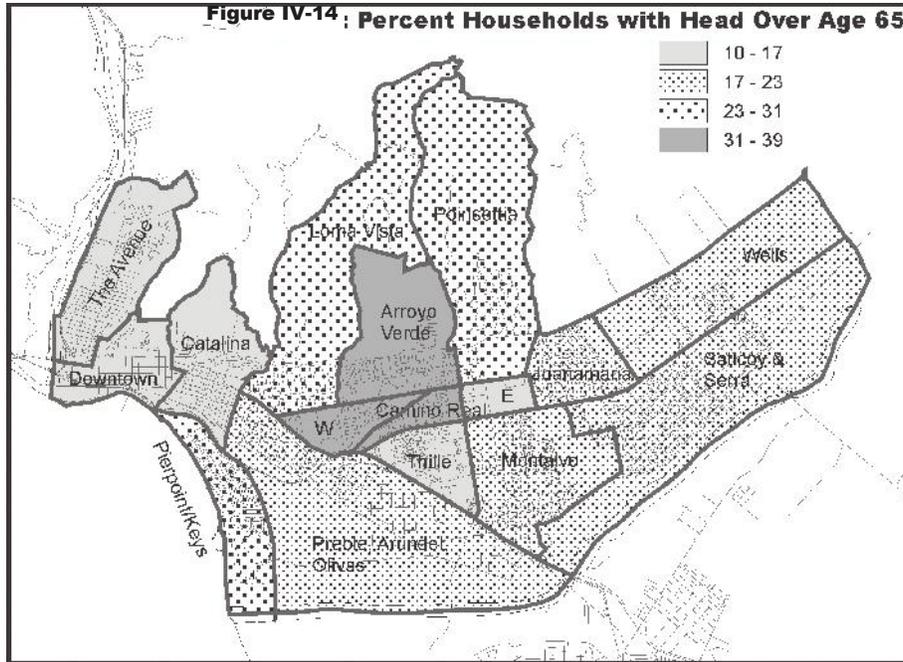


Figure IV-15 shows that the youngest households are Downtown and in East Camino Real, an area with relatively affordable housing.

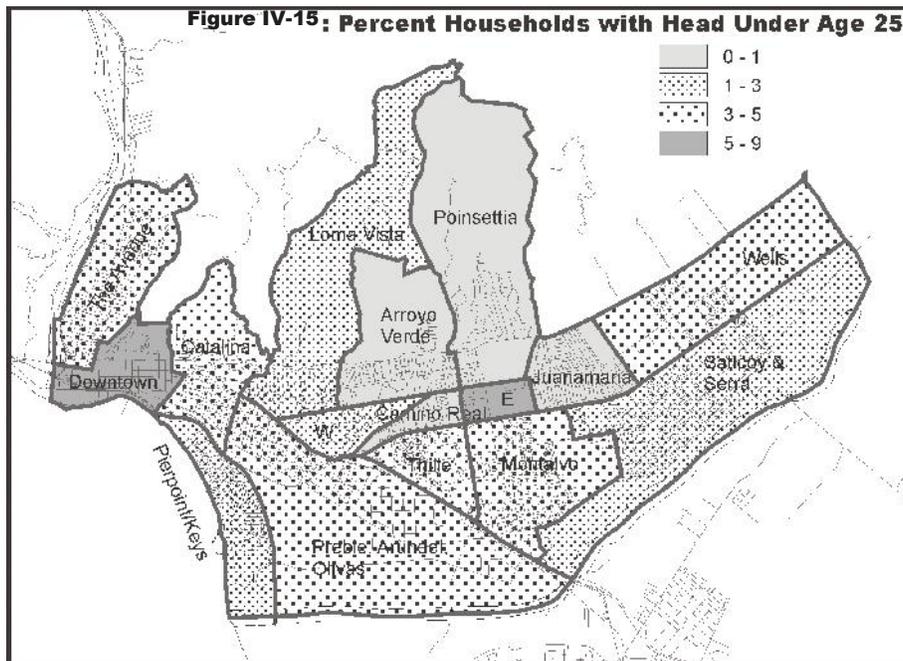


Figure IV-16 shows that the Hillsides and much of eastern Ventura have more owner-occupants than the rest of the City.

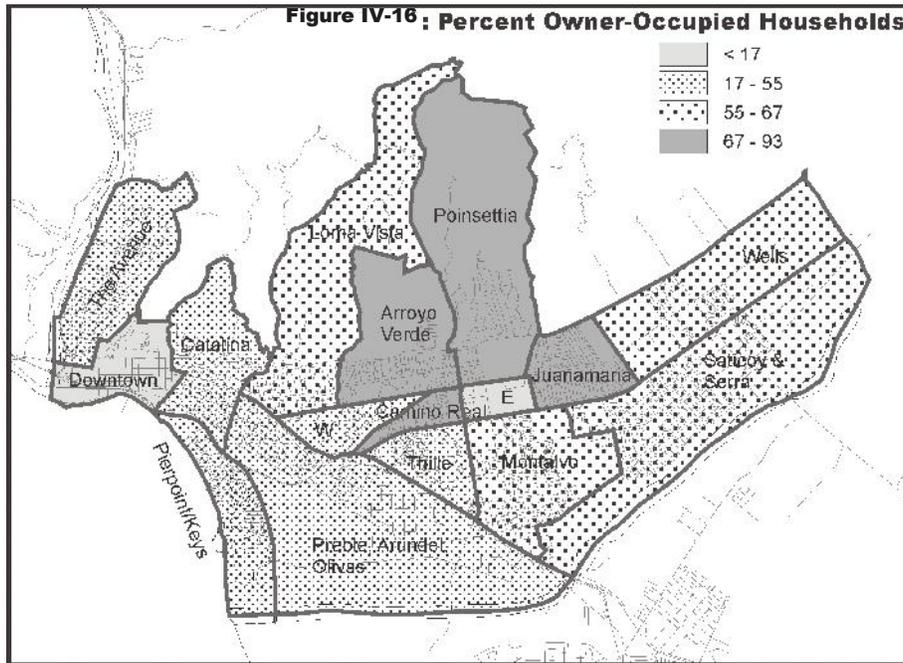


Figure IV-17 shows that The Avenue has the highest percentage of large households, followed by southeastern areas.

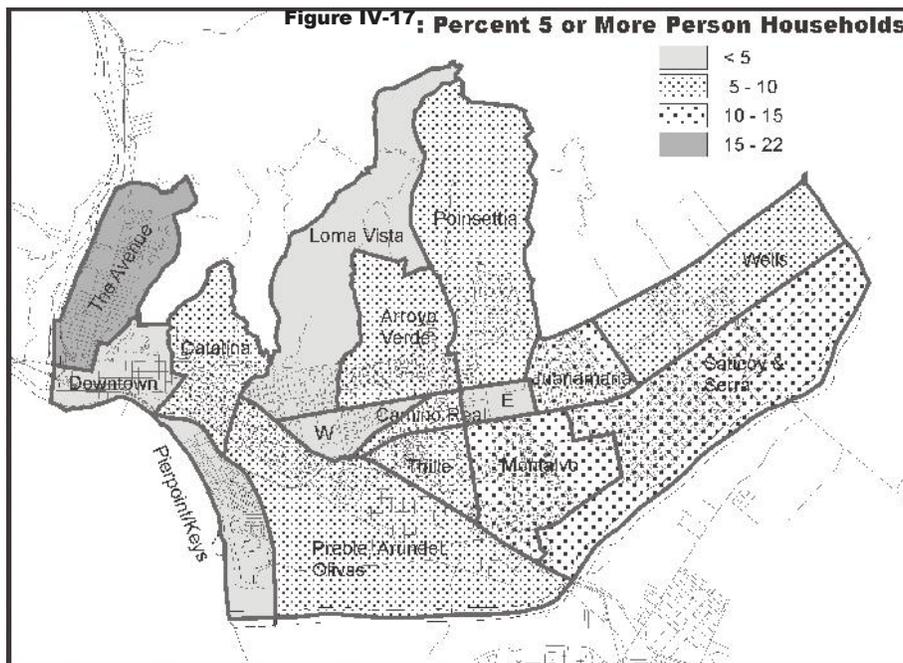


Figure IV-18 shows that Downtown, Pierpont/Keys, and central Ventura have the highest percentage of small households.

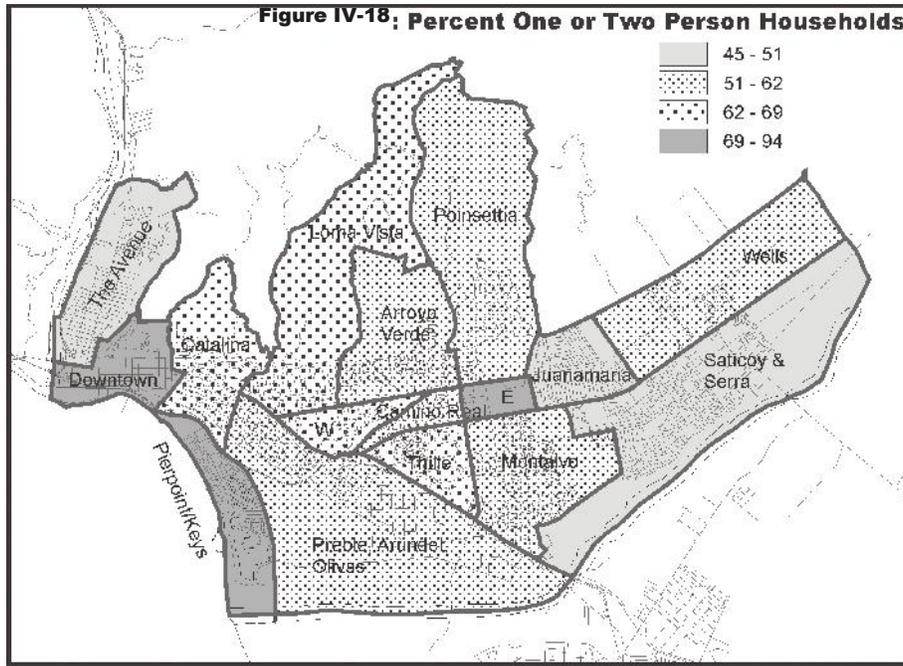


Figure IV-19 shows that The Avenue and east Ventura have the highest proportion of households with children under age 18.

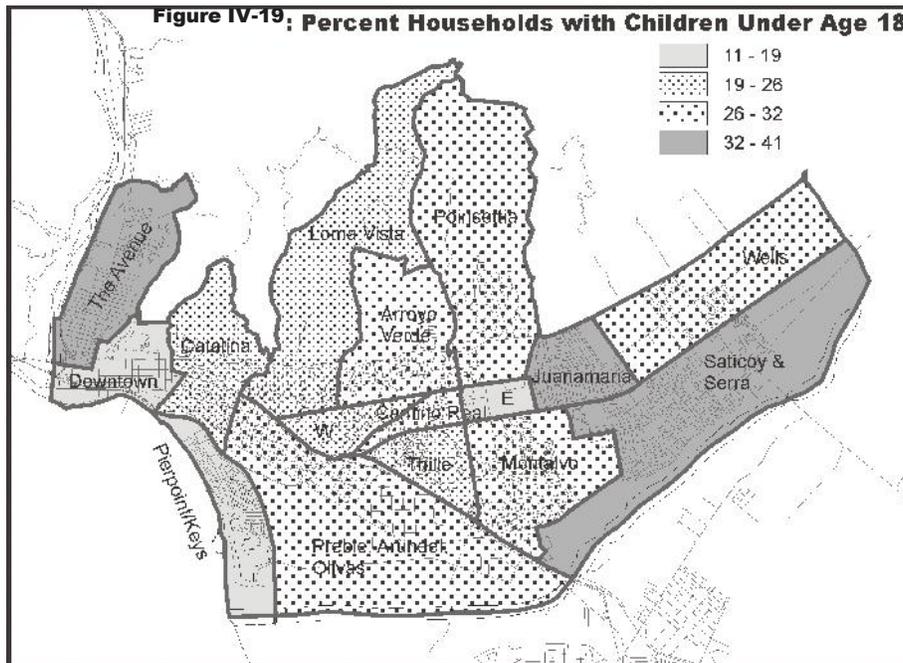


Figure IV-20 shows that the highest-income households are in the Hillside, near the ocean, in Montalvo, and in areas of eastern Ventura where recently development has focused on larger detached single-family homes, often occupied by households with two wage earners. Downtown incomes are low largely due to smaller households and the presence of retirees.

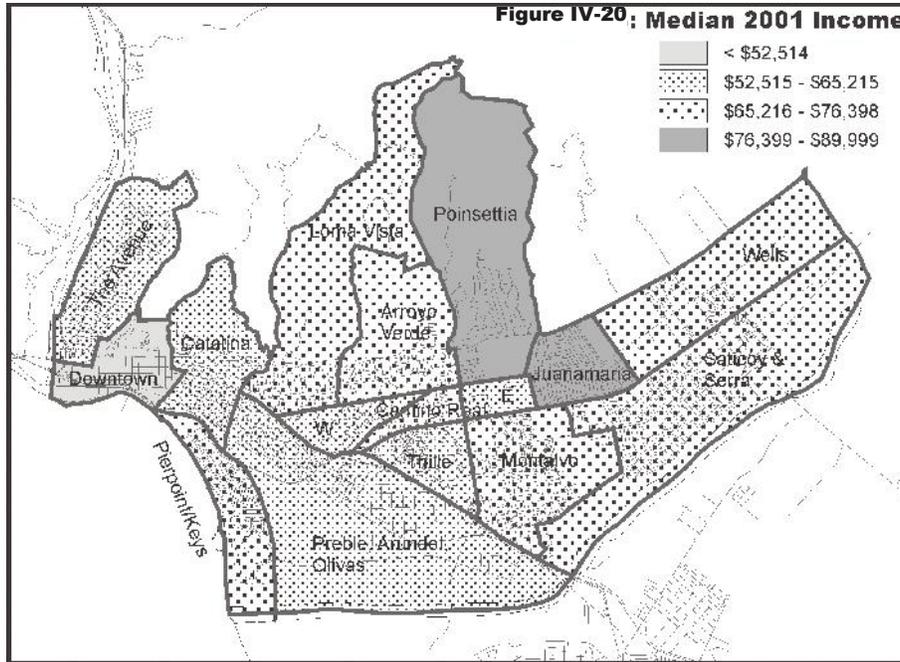
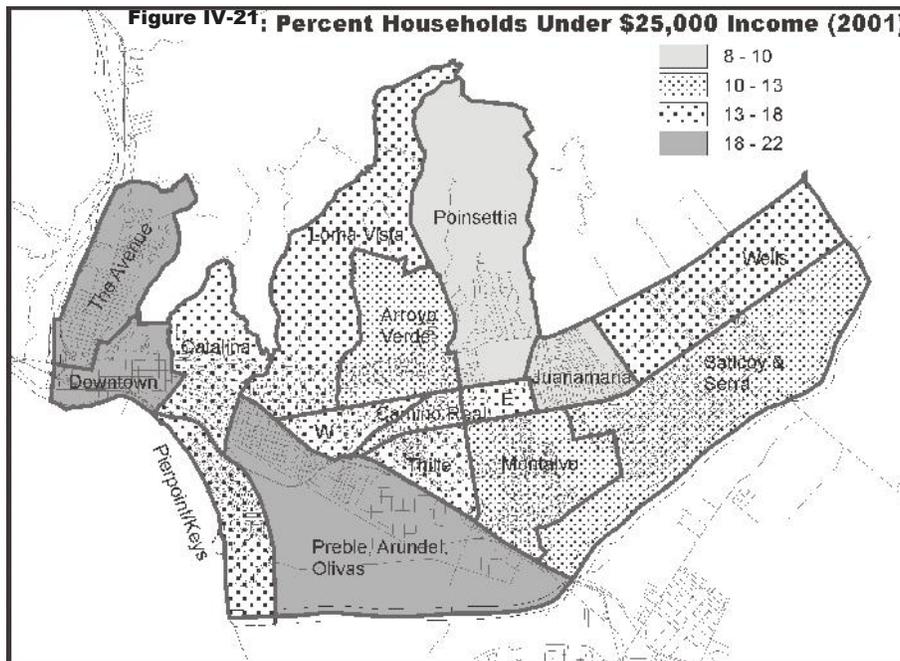


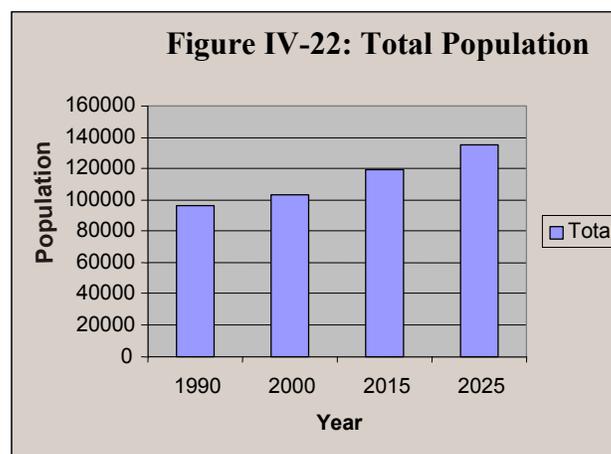
Figure IV-21 shows that Downtown, the Avenue, and Preble have the largest percentage of households with income under \$25,000.



### **Population Projections to 2015 and 2025**

Figure IV-22 shows the Ventura population increasing to 135,000 by 2025, an increase of about 32,000 over the 2000 population (about 31 percent; or 1.2 percent per year, compared to 0.7 percent per year between 1990 and 2000). This rate is about half that of the county, region, and state. Forecasts by the Southern California Association of Governments (SCAG) for 2015 and 2025 for the City are 119,700 and 127,700, respectively.

Both of these sets of projections are considered high based on existing growth rates and local government limitations on development (see Housing section below for additional discussion). The SCAG forecasts also do not account for the fact that the Census 2000 count was 3,000 persons lower than the SCAG 2000 population estimate. However, the basic age and race trends embedded in these projections are useful in characterizing near-term growth in Ventura.



Figures IV-23 and IV-24 show the projected 1990-to-2025 population change by age group. The basic existing age pattern appears likely to continue: an in-migration of young families (which is why there are more children age 5-to-17 than under age 5), a decline in the young adult age group (who leave for employment and college), and a large older adult population that moves progressively into the age 45-to-65 group (parents who remain in the City). This pattern would be expected to change significantly only due to extraordinary circumstances such as an environmental event, dramatic economic change, and/or severe lack of housing (discussed in the Housing section).

As indicated in Figure IV-24, baby boomers and their children are expected to play an increasing role in the future composition of the City population and housing mix. Some of the aging baby boomers who decide to stay in Ventura are likely to want to move to housing that is smaller (perhaps multi-family), has security features, requires low occupant maintenance, and is designed for seniors (e.g., one level with wheelchair access and handrails). If many boomers leave, their neighborhoods will change. The established tendency of echo boomers to leave the City in their early twenties will probably be tempered measurably only if local businesses may look to increase employment in this age group.

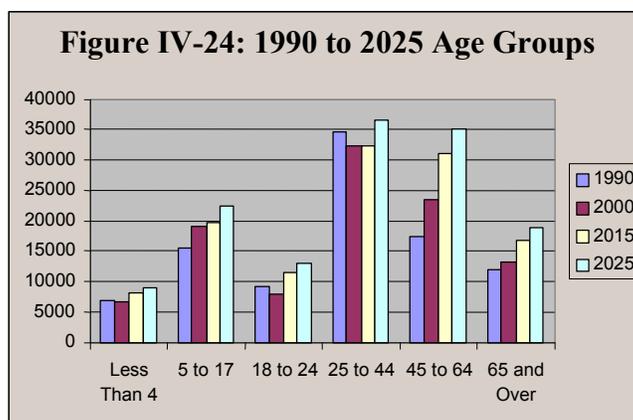
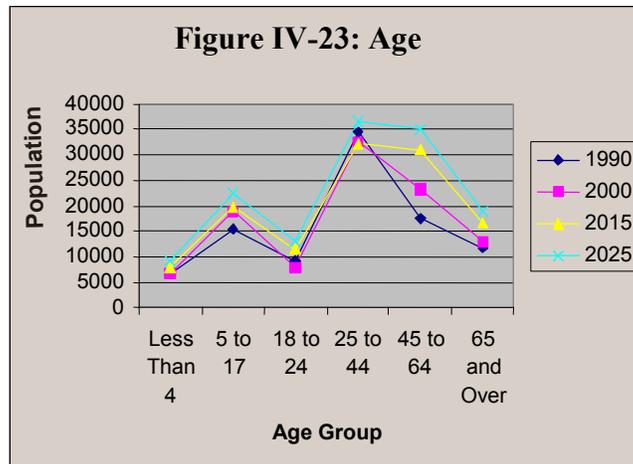


Figure IV-25 indicates that Whites and Hispanics will account for most of the population growth. This suggests a continuation of the pattern whereby Whites tend to have high enough income and wealth to purchase homes, while Hispanics account for much of the natural increase, assuming birth rate trends remain stable. This conclusion also assumes that Hispanics will continue to live in Ventura despite the potential for housing costs to increase further relative to household income. (These assumptions are generalizations; not all persons of any group have the same behavior or income, wealth, and/or occupation profiles over time or place.)

Part of the total Non-Hispanic White population is assumed to be due to in-migration to the City between 1980 and 2000. However, it is just as likely that a higher Hispanic population increase will offset the White increase, depending on (1) how the City’s job profile and local commuting behavior change in relation to housing costs, and (2) the proportion of Hispanics in the county and region.

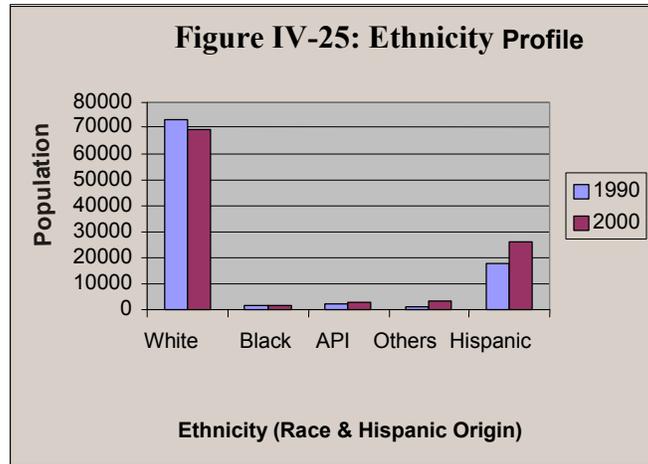


Figure IV-26 shows projected growth by neighborhood, but may not reflect recent growth-limiting policies and regulations, such as SOAR (passed in 1995 by Ventura City voters, which essentially locks in then-current land use designations and requires voter approval for conversion of agricultural designated land to urban use). Actual growth will be largely determined by the number of housing units and the net change in persons per household. New nursing homes or other group quarters could also increase a neighborhoods population. The estimated increase of 32,000 residents would equate to about 11,000 housing units, about three times the estimated 3,700 units that can be accommodated on existing vacant and underutilized land (see Housing chapter).

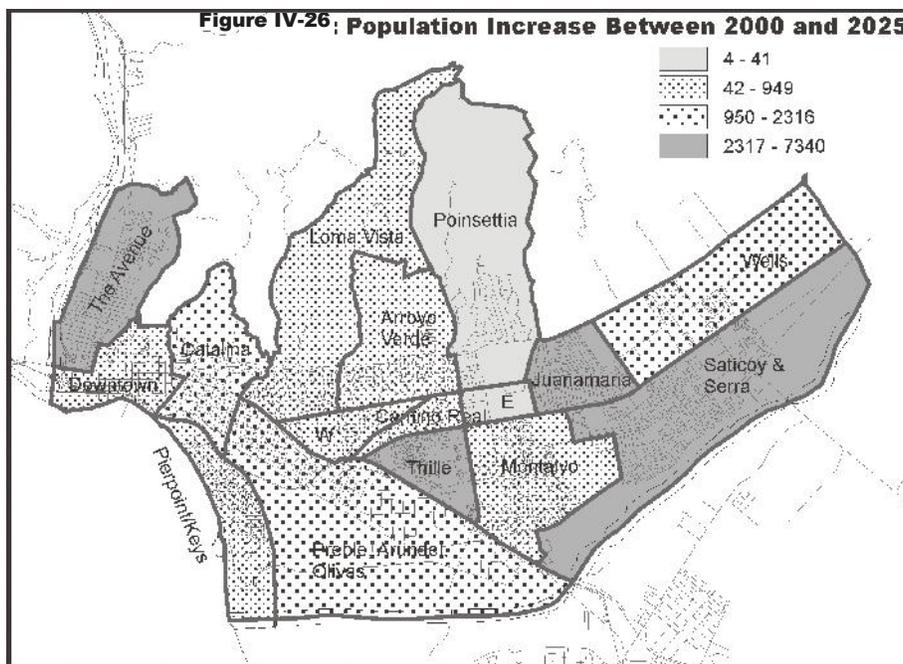


Table IV-2 shows population projections for 2015 and 2025 by neighborhood. As these data reflect general trends over the last 20 years, they may overestimate the future population in areas where new housing has been built, such as Juanamaria and Thille.

**Table IV-2. Population by Neighborhood: 1980 to 2025**

	1980 Population	1990 Population	2000 Pop	2015 Projected	2025 Projected	'00-'25 Change	% Change	Per Year
Wells	3686	3519	4001	4830	5575	1574	39.3%	2.6%
Juanamaria	4131	4634	7000	11,063	14,340	7340	104.9%	7.0%
Saticoy and Serra	11,052	15,516	17,308	20,762	23,937	6629	38.3%	2.6%
Thille	3248	5381	6635	8600	10,312	3677	55.4%	3.7%
Montalvo	10,625	14,290	13,975	14,269	14,924	949	6.8%	0.5%
E Camino Real	1738	1051	998	983	1002	4	0.4%	0.0%
Camino Real W Camino Real	2332	2395	2476	2851	3210	734	29.6%	2.0%
Poinsettia	3888	3791	3863	4150	4473	610	15.8%	1.1%
Arroyo Verde	5172	3798	3622	3582	3663	41	1.1%	0.1%
Loma Vista	3103	4234	4297	4596	4941	644	15.0%	1.0%
Catalina	4188	3996	3969	4137	4377	408	10.3%	0.7%
Downtown	5458	5838	5922	7315	8238	2316	39.1%	2.6%
The Avenue	4004	4070	4166	4481	4911	745	17.9%	1.2%
Pierpont Keys	7991	11,712	13,111	15,101	17,130	4019	30.7%	2.0%
Preble, Olivas, Arundell	5197	5195	5282	5704	6174	892	16.9%	1.1%
	5616	5875	6223	7119	7978	1755	28.2%	1.9%
<b>Total</b>	<b>81,429</b>	<b>95,295</b>	<b>102,848</b>	<b>119,543</b>	<b>135,185</b>	<b>32,337</b>	<b>31.4%</b>	<b>2.1%</b>

#### 4. Housing

This section focuses on several topics not directly addressed in the Housing chapter that are relevant to the Comprehensive Plan Update process. The census counts used in this section cover only the incorporated City and are therefore slightly lower than the totals for all census tracts in the 16 neighborhoods. This section also utilizes data collected by Solimar Research Group of Ventura, which reviewed 15 residential projects approved in Ventura between 1996 and 2000.

Census 2000 counted 39,803 year-round housing units, of which 1,279 were vacant. Of the vacant units, 462 were available for rent and 187 for sale. Another 347 units were second or seasonal homes, meaning the occupants had a primary home elsewhere. Since the 1990 Census, the total number of units increased by 1,740 units (4.7 percent), vacancies decreased from 1,935 to 1,279 (34 percent), and second and seasonal homes increased from 271 to 347 (28 percent).

Planned housing capacity often does not reflect the realities of the land development and project approval (entitlement) process. Residential projects are not always approved and built at the maximum densities allowed by the Comprehensive Plan and Zoning Ordinance. Medium and large residential projects are also often subject to environmental review that may reduce the area or intensity of the proposed development to avoid and/or mitigate significant adverse

environmental impacts under the California Environmental Quality Act (CEQA) and other applicable state and Federal regulations.

Planned additional housing capacity (limited under SOAR, which sunsets in 2030) is 2,248 units (about 6,700 residents). The actual 1996-2000 approval rate of 70 percent of planned capacity suggests a future increase of 1,567 units (about 4,700 residents). This increase falls short of the 3,700 new units estimated in the Housing chapter as possible on infill and underutilized sites and the 7,500 new units allowed under the current City policy. Based on the 203 average annual units permitted between 1996 and 2001, the 1,567-units would be built by 2009.

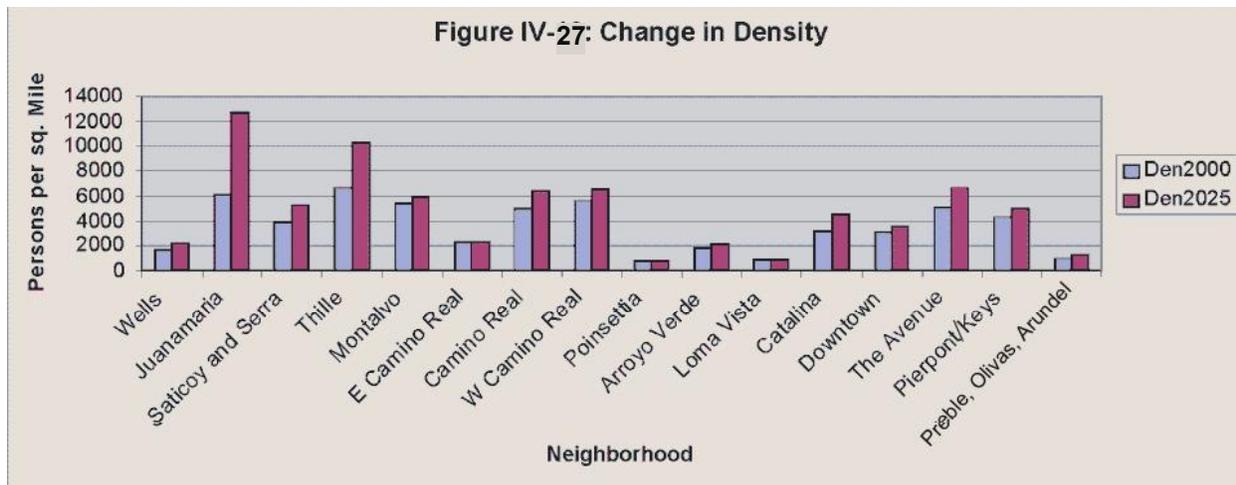
If all other factors remained constant, the new units would have an average of 2.6 persons; no units would be built in the unincorporated areas or the hillside Sphere of Influence; and the City population would be 106,000. With only 1,500 to 3,700 potential new units, Ventura will be limited in influencing the type and style of housing developed. Instead, future population change would occur largely within existing units as households shrink, grow, and move in or out of the City.

According to a 1999 American Housing Survey for Los Angeles County (no report was done for Ventura County), about 16 percent of households moved during the previous year. Renters accounted for 80 percent of moves, and two-thirds of all moves were rental-to-rental. About 20 percent decreased their housing costs, 20 percent stayed the same, and 60 percent increased costs as a result of moving. The main reasons for moving were to be closer to work or school (13 percent), occupy a larger home (10 percent), and establish own household (about 10 percent). The choice of new home was influenced primarily by financial reasons (38 percent), unit size (27 percent), and home layout (25 percent). Two-thirds of those now living in a single-family home did not consider apartments; and two-thirds of those now living in apartments did not consider houses.

## **5. Neighborhood Change**

This section examines demographic trends in each Ventura neighborhood between 1990 and 2000 and describes expected future change. This discussion assumes that new housing development will diminish significantly by 2010 (see above section), such that future change is primarily a function of population dynamics, rather than new construction.

Figure IV-27 and Table 3 (which show the change in population density change for each of the 16 neighborhoods) reflects the pattern of recent growth whereby eastern Ventura has experienced the majority of new residential development. The effect of SOAR and City policies that limit growth can be seen in areas where SOAR allows additional development and where infill is feasible, which would be expected to develop to full capacity. Additional population would be absorbed in existing units, and/or already developed areas would redevelop to higher densities.



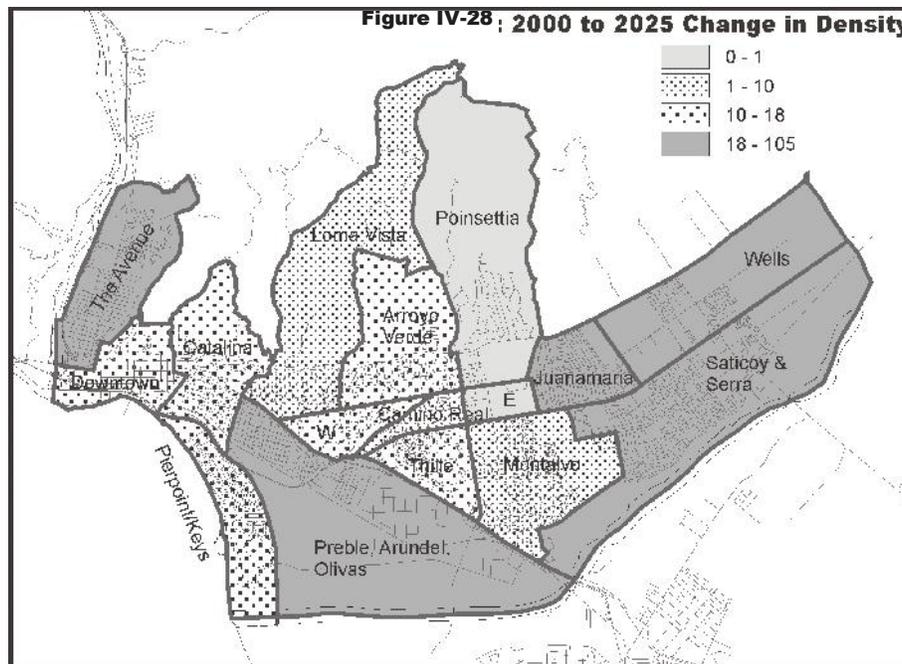
An increase in persons does not necessarily translate to a commensurate increase in housing, as more people may live in a housing unit in the future than at present. Population density, expressed as persons per square mile, is calculated based on total land area including agricultural enclaves and commercial and open space within each neighborhood.

**Table IV-3. Population Density – 2000 to 2025**

Neighborhood	2000 Population	2025 Population	Change	Percent	Density 2000	Density 2025	Change	Percent
Wells	4001	5575	1574	39%	1563	2178	615	39%
Juanamaria	7000	14340	7340	105%	6195	12690	6496	105%
Saticoy and Serra	17308	23936	6628	38%	3796	5249	1454	38%
Thille	6635	10312	3677	55%	6635	10312	3677	55%
Montalvo	13975	14922	947	7%	5524	5898	374	7%
E Camino Real	998	1002	4	0%	2321	2330	9	0%
Camino Real	2476	3210	734	30%	4952	6420	1468	30%
W Camino Real	3863	4474	611	16%	5681	6579	899	16%
Poinsettia	3622	3664	42	1%	727	736	8	1%
Arroyo Verde	4297	4942	645	15%	1821	2094	273	15%
Loma Vista	3969	4377	408	10%	878	968	90	10%
Catalina	5922	8238	2316	39%	3218	4477	1259	39%
Downtown	4166	4911	745	18%	3019	3559	540	18%
The Avenue	13111	17130	4019	31%	5102	6665	1564	31%
Pierpont Keys	5282	6174	892	17%	4260	4979	719	17%
Preble, Olivas, Arundell	6223	7979	1756	28%	1000	1283	282	28%
TOTAL	102848	135186	32338	31%	2671	3511	840	31%

Figure IV-28 projects future change in population density by neighborhood. The overall 31 percent increase (from roughly 2,700 to 3,500 persons per square mile) may be slightly inflated due to the assignment of all future growth to within the study area (as opposed to some out-migration). The largest population and density increase is forecast for Juanamaria and Thille. Loma Vista, Poinsettia, Montalvo, and East Camino Real show the smallest increases (under 10

percent). The remaining neighborhoods have projected increases ranging from 11 to 50 percent. Some neighborhoods with lower projected density change could experience more if household sizes increase, and high growth areas could see less density change if redevelopment and infill are more widely distributed.



**Daytime Population**

Weekday population is useful for traffic, utility and emergency response planning. Table IV-4 shows how the estimate of 104,456 persons was derived. Although the weekday population is only slightly higher than the resident population, special events such as the county fair add significant population during brief periods.

**Table IV-4. Weekday Daytime Population**

Category	Total Population	Weekday	Source
Under age 16	23007	23007	Census 2000
Age 16 and over	79841		derived
Percent not in labor force	32%		1990 Census
Over age 16 not in labor force	25549	25549	derived
City population in labor force	54292		derived
Percent work inside City	56%		1990 Census
Local residents working in City	30403	30403	derived
Total local workforce	51600		UCSB
Workforce commuting in	21197	21197	derived
Number of motel/hotel rooms	2150		Visitor's Bureau
Two persons per room	4300	4300	assumption
<b>Max. Daytime Population</b>		<b>104456</b>	

### **Group Quarters**

About 2 percent of the City population (2,386 people) lives in “group quarters,” which are not typical dwelling units. About 400 of these people are in nursing homes, 950 in institutional settings (695 in the county jail), and 1,000 in various residential care or group homes. The 2-to-3 percent of the population expected to live in group quarters in 2025 (about 2,700 to 4,000 persons) could increase if nursing homes and assisted living facilities are developed to house the aging population at a greater rate than in the past. Assisted living units and group homes with 6 or fewer unrelated adults (which do not need a State license) can complicate tabulation of the group quarters population.

**Table IV-5. Persons Per Occupied Unit, 2000**

<b>Neighborhood</b>	<b>Persons/Unit</b>
Wells	2.54
Juanamaria	2.98
Saticoy and Serra	2.86
Thille	2.31
Montalvo	2.71
E Camino Real	2.03
Camino Real	2.51
W Camino Real	2.19
Poinsettia	2.69
Arroyo Verde	2.62
Loma Vista	2.25
Catalina	2.30
Downtown	1.74
The Avenue	3.21
Pierpont/Keys	2.10
Preble, Olivas, Arundell	2.46
Study Area Total	2.57

The Census Bureau did not explicitly attempt to count the homeless population in Census 2000 as they did in the 1990 Census. The 2000 group quarters data does include a category called “other non-household living situations” with 9 persons.

### **Household Population and Persons Per Occupied Unit**

When the group quarters population is subtracted from the total population, the remaining household population in 2000 was 100,462. These residents occupied 39,090 units, for an average of 2.57 persons per occupied unit, a 5 percent increase from 2.45 in 1990. Table 5 shows that the number of persons per unit ranged from 2 to 3 in all but two neighborhoods: Downtown (1.74) and The Avenue (3.21).

Table IV-6 shows that population increased in proportion to occupied units in The Avenue, Wells, Juanamaria, Saticoy and Serra, Thille, Camino Real, West Camino Real and POA. Increases could be due to construction of new housing with 2-to-3 persons per unit, new households replacing previous households of roughly the same size and type, and/or households adding members. This latter explanation seems especially evident in The Avenue where the ratio of additional persons to units is 13:1. Again, some of this apparent increase may be due to a more accurate count of Hispanics in Census 2000 compared to 1990.

Population decreased relative to the change in occupied units in Montalvo, East Camino Real, Poinsettia, and Downtown. Households in these areas may be losing members through death, children leaving, divorce or separation, and/or smaller households replacing previous larger households. To a lesser extent, these trends are also occurring in Arroyo Verde, Loma Vista, Catalina, and Pierpont Keys, where the lack of change in occupied units and persons suggests a decline compared to the new City average for persons per unit.

**Table IV-6. Change in Households, 1990 to 2000**

	<b>Households</b>	<b>HH Pop</b>	<b>Pop/Unit</b>
Wells	193	395	2.05
Juanamaria	793	2285	2.88
Saticoy and Serra	646	1887	2.92
Thille	443	1018	2.30
Montalvo	95	-125	-1.32
East Camino Real	2	-129	-64.50
Camino Real	25	93	3.72
West Camino Real	-22	30	-1.36
Poinsettia	-7	-170	24.29
Arroyo Verde	53	53	1.00
Loma Vista	-32	-28	0.88
Catalina	42	45	1.07
Downtown	148	-1	-0.01
The Avenue	99	1347	13.61
Pierpont/Keys	79	59	0.75
Preble, Olivas, Arundell	108	304	2.81
Study Area Overall	2665	7063	2.65

***Allocating the Household Population Change***

Analysis of neighborhood change must also consider net gain in housing units and change in vacancy rates.

A household population change occurs in one of the following ways:

1. into or out of existing occupied housing;
2. to and from vacant units; and/or
3. into new housing units (net of demolitions and other losses to the stock).

Table IV-7 shows how household population change in each neighborhood was allocated among the three options. The data demonstrates that household size was stable or decreased (exception in The Avenue), and that new units accommodated nearly all of the population growth. The number of units for sale or rent decreased from 1,955 in 1990 to 1,301 in 2000. About 500 units were vacant for other reasons in both years. (Only vacant for rent or sale are counted, not second homes.)

The relatively stable population, with most increase due to new construction, is typical of maturing suburbs where older neighborhoods are not quite old enough to see complete turnover. Homes constructed in the 1960s and 1970s still house many original owners or households with similar characteristics, while new neighborhoods tend to attract younger families with children moving into the area (or perhaps the grown children of residents of the older neighborhoods). Household size in the lowest cost areas increases as housing costs rise citywide.

**Table IV-7. Population Change, 1990 to 2000**

Neighborhood	1990			2000			Change			
	Vacant	Occupied Units	Hhld Pop	Vacant	Occupied Units	Hhld Pop	Pop	To/Fm Existing	To/Fm Vacant	To New Units
Wells	59	1,378	3,592	58	1,571	3,987	395	-95	3	487
Juanamaria	20	1,546	4,687	40	2,339	6,972	2,285	-79	-60	2,423
Saticoy/Serra	172	5,391	15,373	72	6,037	17,260	1,887	40	286	1,561
Thille	166	2,321	5,376	86	2,764	6,394	1,018	-7	185	840
Montalvo	189	4,797	13,376	107	4,892	13,251	-125	-382	222	35
E Camino Real	40	489	1,127	32	491	998	-129	-133	16	-12
Camino Real	27	936	2,323	11	961	2,416	93	30	40	23
W Cam. Real	123	1,734	3,716	65	1,712	3,746	30	78	127	-175
Poinsettia	29	1,347	3,777	26	1,340	3,607	-170	-151	8	-27
Arroyo Verde	111	1,559	4,170	44	1,612	4,223	53	-86	176	-37
Loma Vista	58	1,689	3,754	42	1,657	3,726	-28	44	36	-108
Catalina	108	2,459	5,710	71	2,501	5,755	45	-52	85	12
Downtown	218	2,046	3,825	146	2,194	3,824	-1	-259	125	132
The Avenue	168	3,913	11,536	130	4,012	12,883	1,347	1,029	122	196
Pierpont/Keys	385	2,421	5,190	300	2,500	5,249	59	-107	178	-13
Preble, Olivas, Arundell	82	2,399	5,867	71	2,507	6,171	304	38	27	239
<b>Total</b>	<b>1,955</b>	<b>36,425</b>	<b>93,399</b>	<b>1,301</b>	<b>39,090</b>	<b>100,462</b>	<b>7,063</b>	<b>214</b>	<b>1,681</b>	<b>5,168</b>

**1990-2000 Neighborhood Change**

An effort to characterize household and population change by Lifecycle in each neighborhood can help improve projections of future population and neighborhood dynamics. Each neighborhood is treated individually and as part of a larger area, as follows:

<b>Westside</b>	The Avenue, Downtown, and Catalina
<b>Hillsides</b>	Loma Vista, Arroyo Verde, and Poinsettia
<b>Midtown</b>	Thille, and East, West, and Camino Real,
<b>Beach and Southside</b>	Montalvo, Pierpont/Keys and Preble, Olivas, and Arundell
<b>Eastside</b>	Juanamaria, Wells, and Saticoy and Serra

From these characterizations strong common themes are identified. The themes are then applied and a likely scenario constructed for the near future. Appendix B presents neighborhood profile data grouped by these five areas.

In describing households, 1-to-3 rooms is considered small, 4-to-6 is medium, and 7 or more is large (this roughly matches 1 bedroom, 2-to-3 bedrooms, and 4 or more bedrooms). Households are categorized using the Census definition of family – at least two persons related legally or by blood. All households with children are families, but not all family households have children. Non-family households have one person or unrelated members, such as roommates or unmarried partners.

## ***Westside***

### The Avenue

Nearly 60 percent of households are renters. Half of the owner-occupied units have 1 or 2 persons. About half the households are singles or couples with no children under 18. Most households with children are Hispanic and renters. Most units are medium size in 1-or-2-unit structures. Household sizes should increase, in part through addition of rooms. Renters may be displaced if investor owners decide to sell.

About half of the homes were built before 1960 and half before 1980; only 80 units are newer. Since 1990 the area has seen an increase in owner-occupied middle age households (age 45 to 64), usually with children and Hispanic, and a decline in young and over 65 singles and renters. This area had a proportional population gain about half again as high as the City, but some of that could be attributable to a better count of the Hispanic population.

The area is densely developed with largely low and moderate income but is essentially the only remaining affordable neighborhood with large tracts of (industrial) land that could be converted to housing. Although gentrification and demand from Santa Barbara commuters are impacting the neighborhood, many current lower-income residents are expected to remain. Their children, however, will have limited housing choices in Ventura unless their incomes rise.

### Downtown

Downtown is 83 percent renters, mostly age 25 to 44, with 1 or 2 persons per unit. Less than 10 percent of households are singles over age 65. Less than 20 percent of the households have children. Over half the units are small, half are in buildings with 10 or more units, and half were built between 1960 and 1980. Only 107 units (about 5 percent) have been added since 1990. Since then, households with children have declined while singles and non-children households have increased. Renters over age 65 generally have been replaced with renters' aged 45 to 64.

Downtown's high number of renters may be exposed to displacement if their units are sold to resident owners and/or rents continue to increase beyond the current residents' incomes. The renters would then have few choices and could begin a trend toward increasing household size. Many may leave for employment or housing elsewhere, perhaps turning over the rental stock to older households with higher incomes. Combined with larger renter household sizes, the area's population may increase through multifamily infill.

### Catalina

There are slightly more owners than renters, with owners generally being older than renters. Two-thirds of households are 1 or 2 persons with no children. Most units are medium size in 1-2 unit structures built before 1960. Only 36 units (about 1.5 percent) have been added since 1990.

Although the population increased by only 66 people, it increased in middle age owners and renters and decreased in over-65 owners, young renters, and renting families. Some of this change could be the same people switching from rental to ownership, aging, and/or changing their family situation. Catalina has a relatively high proportion of families.

Turnover is expected to be lower than in Downtown, but the population per rental unit should increase slowly in response to higher rents (assuming incomes do not increase commensurately). The older and owner-occupied housing could see reinvestment and possible expansion to capitalize on increasing equity. The population may age and become more like the Hillside over time as relatively young owners settle, probably adding children and increasing the under age 18 population.

### ***Midtown***

#### ***East Camino Real***

This small neighborhood is 83 percent renters, generally singles and couples without children and between 25 and 44 years of age. About 60 percent of the units are apartments, mostly in larger buildings built between 1960 and 1980. Since 1990 younger and over-65 renters have given way to those age 45 to 64. The area lost 78 housing units, which could account for some of the change in population characteristics. The largely multi-family low-rise neighborhood should remain stable: the area is built out and housing is not old enough for large-scale redevelopment.

#### ***Camino Real***

Camino Real area is 80 percent owner-occupied with about 15 percent of the households being singles over age 65 living alone. Over 60 percent of households have no children, and over half are 1 or 2 person owner-occupied (many of whom are also over 65). The units generally are medium and large single-family houses, though 13 percent are mobile homes. Most housing is 1960 to 1980 vintage with a net increase of 62 units since 1990. Since 1990, there are more non-traditional but still family households. Younger renters have increased and some households have added children.

This area should see change as nearly 40 percent of the households are already over 65 and homeowners. This neighborhood was largely developed during one decade, and many of the current older residents are original owners. Diversity may increase, as new owners are more likely to be Non-White families.

#### ***West Camino Real***

This area is diverse in age and evenly split between owners and renters, although most households are small and without children under age 18. Nearly 40 percent are over age 65 and 25 percent are single over age 65 (women outnumbering men 4:1). Most units are medium size, and about half are single family, half apartments. Nearly all units were built between 1960 and 1980, and the area has seen a net decline of 74 units since 1990. The 25-to-64 age group increased between 1990 and 2000 (while over-65 decreased), as did the number of families with children.

This neighborhood is similar to Camino Real but is more renter occupied and with older housing. Change here could be more pronounced due to the larger rental stock and relative higher affordability.

### Thille

Thille is a relatively young neighborhood, evenly owner/renter, and about 30 percent of households have children. The area has a mix of unit types built mostly between 1960 and 1980, including about 550 mobile homes and few large single-family homes. About 400 units have been added since 1990. The 45-to-64 age group increased in the past decade.

Current residents may stay in place, in which case the area would age, add children and becoming more owner-occupied. Alternatively, residents could trade their equity for housing freed up by the oldest households elsewhere. The mix of incomes and ownership suggest future turnover among renters, perhaps with increasing household size, but relative stability as owners may be unable to afford more expensive homes.

### ***Beach and Southside***

#### Montalvo

Montalvo is 60 percent owner-occupied, generally by people older than the 40 percent who rent. About 20 percent of the households are over 65 years of age, and about half of these are single, mostly women. One-in-seven family households have three or more children, about a third of which are Hispanic. Although there is a mix of unit sizes and types (including mobile homes), most units are medium sized single-family. Since 1990 the area has gotten older and more owner-occupied, perhaps as some of the residents moved from rental to ownership.

The area should see a general moving up of residents as the oldest homeowners free up their units to younger owners, who in turn sell to those who are currently renters. Except for additional infill housing, the total population should remain about the same overall. Increasing equity combined with decent incomes should spur remodeling and additions.

#### Pierpont/Keys

The beach area is split between owners and renters, with owners being somewhat older than renters. About 75 percent of households have 1 or 2 persons, and 25 percent are over age 65. There are about 600 mobile homes (where many of the over-65 reside), and most of the other units are medium sized single family houses built between 1960 and 1980. Since 1990, the number of larger renter and owner-occupied households in the 45-to-64 age group has increased, suggesting that people were pooling incomes to live near the beach.

A high-quality beachfront residential area gaining in value, this neighborhood should see small houses and rentals give way to larger owner-occupied homes. Remaining rental households likely will increase in size as supply goes down and rents go up (though there probably will always be demand for beachside living). The mobile home park (with 21 percent of the housing) probably will remain unchanged as its residents would likely oppose any conversion attempts. Several prime development sites could infill with high cost housing and rentals, increasing the overall population.

#### Preble, Arundell, and Olivas

This area is split between owners and renters, with owners being somewhat older than renters. About 30 percent of the households have 3 or more persons, mostly families with children. Over

half the housing is medium-sized single-family units built mostly between 1940 and 1960. Over-65 householders declined, replaced by younger families, and renters generally got older.

These changes are expected to continue as younger families replace some original owners. Developers may try to convert office and industrial land to housing rather than challenge SOAR (a policy decision the City may have to face in the near future).

### ***Hillsides***

#### Loma Vista

Although households are of all ages, 60 percent are owner-occupied, and older households tend to be owner-occupied. About 10 percent of householders are over 65 living alone. Nearly 70 percent of households are 1 or 2 persons without children. Most units are medium size, detached or duplexes, and built between 1940 and 1960. They saw a net loss of 39 units in the last decade. Over-65 homeowners were replaced with middle-age owners, many with children. Middle-age renters with few children replaced younger renters and over-65 renters. The younger population may have aged here in place, some buying homes from the over-65 population, or the change could have come as households with higher income replaced lower income renters.

With 28 percent of households over 65, Loma Vista may see turnover. As one of the most desirable areas in the City, thereby should attract younger, higher income households who may add children to the population, raising the population. Rental housing may also increase in size in response to rising rents, but the rental population would be similar in age to the current profile.

#### Arroyo Verde

Over 80 percent of homes are owner-occupied, and about one-third are over-65 with about 200 living alone. About one-quarter of the households are families with 1 or 2 children. Nearly all units are single family – half are medium, half large. Most were built between 1960 and 1980, and about 30 percent between 1940 and 1959. Only 12 units have been added since 1990. Many households are aging, children are leaving, and there was an increase in over-65 females living alone. Some younger families added children, and there was an increase in older renters replacing younger renting families with children.

This area and Poinsettia are largely homogeneous in household and unit characteristics, with many original residents remaining from the 1970s when the hillsides were developed. Given current housing values, as the oldest households leave they will likely be replaced with middle age households who are probably moving up from a sale somewhere else. The overall population should remain about the same, with the exception of the proposed additional hillside development, if approved and developed.

#### Poinsettia

This area is 93 percent owner-occupied, with about 25 percent having children (usually 1 or 2). Two-thirds of the units are large and were built between 1960 and 1980. The area changed little since 1990, except that the households have aged and children have left.

In summary, the Hillsides households are 30-to-50 years old, largely single family and owner-occupied. The populations are aging and the households are relatively small.

### ***Eastside***

#### **Juanamaria**

This area grew by 800 units between 1990 and 2000, mostly owner-occupied families. Most households (90 percent) are owner-occupied, with nearly half having children. The low number of over-65 living alone suggests these households are closer to 65 than older. About half of the units are large, and nearly all are single family. This neighborhood has had the highest share of recent development. More children live here as new families settle in. Small infill areas are expected to add more housing and population, and the older housing should gain in value, allowing for improvements.

#### **Wells**

Wells is about 2:1 owners to renters, with owners being older than renters and about 25 percent of households over 65. About 30 percent of the housing is apartments and 18 percent mobile homes. Retirement housing has been added since 1990.

Wells and Saticoy and Serra are at the urban edge where land is still available for new housing. Both areas have a mix of household and housing types, reflecting a scattered development pattern still in transition. The population should increase as more housing is developed, and the types of households could be greatly influenced by City policies and programs.

#### **Saticoy & Serra**

This area is similar to Wells in terms of tenure and unit mix, but with fewer over-65 households. Nearly 700 units were added after 1990, most small owner households with no children.

## 6. Appendix A

### Neighborhood Geography

There are 20 communities recognized in the 1989 Ventura Comprehensive Plan, including the Ventura Hillside. This chapter is based on Census 2000 census tracts, and the following table shows the approximate match of communities to tracts as well as the corresponding 1990 Census tracts. It required identifying neighborhoods where the 1990 and 2000 tract boundaries were the same. Several tracts include agricultural areas and unincorporated areas just outside the City.

The resulting 16 neighborhood areas are used for this analysis (Camino Real was divided into three neighborhoods).

<b>Neighborhood Geographies</b>						
<b>Census 2000 Tract(s)</b>	<b>1990 Census Tract</b>	<b>1990 to 2000 Changes</b>	<b>Comprehensive Plan Community</b>	<b>Study Areas</b>	<b>Census 2000 Tracts</b>	<b>'hood</b>
12.01	12.01	Hillside area removed	Wells	Wells	12.01	1
12.02	12.02	Hillside area removed	Juanamaria	Juanamaria	12.02	2
13.01	13	Split into 13.01 and 13.02	Saticoy Serra	Saticoy and Serra	13.01	3
13.02					13.02	
14.01	14	Split into 14.01 and 14.02			14.01	
14.02					14.02	
15.02	15.02	No Change	Thille	Thille	15.02	4
15.03	15.03	Boundary changes among all three tracts	Montalvo	Montalvo	15.03	5
15.06	15.04		Montalvo		15.06	
15.07	15.05		Montalvo		15.07	
16.01	16.01	No Change	Camino Real	E. Camino Real	16.01	6
16.02	16.02	No Change	Camino Real	Camino Real	16.02	7
27	27	No Change	Camino Real	W. Camino Real	27	8
17	17	No Change	Poinsettia	Poinsettia	17	9
18	18	No Change	Arroyo Verde	Arroyo Verde	18	10
19	19	No Change	Loma Vista	Loma Vista,	19	11
20	20	Hillside area removed	Catalina	Catalina	20	12
26	26	No Change	Catalina		26	
21.02	21.02	No Change	Downtown	Downtown	21.02	13
24	24	No Change	Downtown		24	
22	22	No Change	Avenue	The Avenue	22	14
23	23	West of river removed	Avenue		23	
25	25	No Change	Pierpont Keys	Pierpont Keys	25	15
28	28.01	Recombined into 28	Preble	Preble, Olivas, and Arundell	28	16
	28.02	Recombined into 28	Olivas Arundell			
			Taylor Ranch	Not included		
			North Avenue	Not included		
			Hillside	Not included		

## 7. Appendix B Neighborhood Profiles

<b>Westside Downtown</b>	<b>[14]</b>		<b>[13]</b>		<b>[12]</b>	
<b>AGE</b>	<b>The Avenue</b>	<b>%</b>	<b>Downtown</b>	<b>%</b>	<b>Catalina</b>	<b>%</b>
LT25OOC	20	0.5%	2	0.1%	8	0.3%
25-44OOC	724	18.0%	99	4.5%	410	16.4%
45-64OOC	667	16.6%	148	6.7%	604	24.2%
GE65OOC	237	5.9%	126	5.7%	359	14.4%
LT25RNTR	193	4.8%	149	6.8%	90	3.6%
25-44RNTR	1419	35.4%	908	41.4%	689	27.5%
45-64RNTR	585	14.6%	537	24.5%	269	10.8%
GE65RNT	167	4.2%	225	10.3%	72	2.9%
<b>TENURE</b>						
TOT-OOC	1648	41.1%	375	17.1%	1381	55.2%
TOT-RNTR	2364	58.9%	1819	82.9%	1120	44.8%
<b>HOUSEHOLD SIZE</b>						
LE2OOC	835	20.8%	303	13.8%	888	35.5%
3-4OOC	507	12.6%	62	2.8%	385	15.4%
GE5OOC	306	7.6%	10	0.5%	108	4.3%
LE2RNTR	1014	25.3%	1547	70.5%	801	32.0%
3-4RNTR	755	18.8%	226	10.3%	255	10.2%
GE5RNTR	595	14.8%	46	2.1%	64	2.6%
<b>CHILDREN</b>						
Couplewchild	1206	30.1%	133	6.1%	434	17.4%
CoupleNK	662	16.5%	331	15.1%	657	26.3%
OtherFamily	492	12.3%	148	6.7%	219	8.8%
Femalewchild	441	11.0%	117	5.3%	137	5.5%
NF&singles	1211	30.2%	1465	66.8%	1054	42.1%
<b>SPECIAL POPULATIONS</b>						
Over65Mone	68		73		40	
Over65Fone	116		154		141	
With<18HISP	1107		79		138	
<b>UNITS</b>						
Total Units	4142		2340		2572	
<b>UNIT SIZE (based on 1990 Census)</b>						
Small	1271	31.3%	1286	57.6%	532	21.0%
Medium	2598	64.0%	858	38.4%	1529	60.3%
Large	193	4.8%	89	4.0%	475	18.7%
1-2 Unit	2918	71.8%	629	28.2%	2161	85.2%
3-9 Units	557	13.7%	378	16.9%	227	9.0%
10 or more	364	9.0%	1194	53.5%	121	4.8%
MHOthers	223	5.5%	32	1.4%	27	1.1%
<b>WHEN BUILT (assumes net increase were built 90 to 2000)</b>						
1990-00	80	1.9%	107	4.6%	36	1.4%
1980-89	153	3.7%	9	0.4%	20	0.8%
1960-79	1859	44.9%	1143	48.8%	529	20.6%
1940-59	922	22.3%	500	21.4%	927	36.0%
Pre1940	1128	27.2%	581	24.8%	1060	41.2%

MIDTOWN AGE	[5] Montalvo		[6] E Camino Real		[7] Camino Real		[8] W Camino Real		[4] Thille	
		%		%		%		%		%
LT25OOC	20	0.4%	0	0.0%	2	0.2%	9	0.5%	31	1.1%
25-44OOC	895	18.3%	19	3.9%	154	16.0%	228	13.3%	567	20.5%
45-64OOC	1216	24.9%	35	7.1%	239	24.9%	310	18.1%	563	20.4%
GE65OOC	809	16.5%	28	5.7%	369	38.4%	310	18.1%	268	9.7%
LT25RNTR	176	3.6%	44	9.0%	11	1.1%	32	1.9%	92	3.3%
25-44RNTR	1043	21.3%	193	39.3%	115	12.0%	286	16.7%	730	26.4%
45-64RNTR	519	10.6%	115	23.4%	63	6.6%	195	11.4%	323	11.7%
GE65RNT	214	4.4%	57	11.6%	8	0.8%	342	20.0%	190	6.9%
<b>TENURE</b>										
TOT-OOC	2940	60.1%	82	16.7%	764	79.5%	857	50.1%	1429	51.7%
TOT-RNTR	1952	39.9%	409	83.3%	197	20.5%	855	49.9%	1335	48.3%
<b>HOUSEHOLD SIZE</b>										
LE2OOC	1705	34.9%	52	10.6%	525	54.6%	535	31.3%	923	33.4%
3-4OOC	914	18.7%	20	4.1%	187	19.5%	264	15.4%	382	13.8%
GE5OOC	321	6.6%	10	2.0%	52	5.4%	58	3.4%	124	4.5%
LE2RNTR	974	19.9%	328	66.8%	69	7.2%	652	38.1%	904	32.7%
3-4RNTR	707	14.5%	67	13.6%	103	10.7%	168	9.8%	355	12.8%
GE5RNTR	271	5.5%	14	2.9%	25	2.6%	35	2.0%	76	2.7%
<b>CHILDREN</b>										
Couplewchild	1133	23.2%	56	11.4%	198	20.6%	280	16.4%	488	17.7%
CoupleNK	1336	27.3%	100	20.4%	338	35.2%	407	23.8%	523	18.9%
OtherFamily	526	10.8%	51	10.4%	97	10.1%	177	10.3%	306	11.1%
Femalewchild	434	8.9%	36	7.3%	57	5.9%	106	6.2%	243	8.8%
NF&singles	1463	29.9%	248	50.5%	271	28.2%	742	43.3%	1204	43.6%
<b>SPECIAL POPULATIONS</b>										
Over65Mone	89		15		30		77		61	
Over65Fone	369		27		110		331		242	
With<18HISP	450		37		45		67		307	
<b>UNITS</b>										
Total Units	4999		523		972		1777		2850	
<b>UNIT SIZE (based on 1990 Census)</b>										
Small	653	13.0%	274	45.6%	9	1.0%	554	29.9%	526	21.5%
Medium	3425	68.1%	283	47.1%	610	67.0%	1135	61.3%	1829	74.7%
Large	952	18.9%	44	7.3%	291	32.0%	162	8.8%	94	3.8%
1-2Unit	3355	66.7%	230	38.3%	705	77.5%	983	53.1%	828	29.1%
3-9Units	756	15.0%	82	13.6%	16	1.8%	355	19.2%	654	22.9%
10or more	599	11.9%	283	47.1%	66	7.3%	491	26.5%	408	14.3%
MHOthers	320	6.4%	6	1.0%	123	13.5%	22	1.2%	559	19.6%
<b>WHEN BUILT (assumes net increase were built 90 to 2000)</b>										
1990-00	-31	-0.6%	-78	-14.9%	62	6.4%	-74	-4.2%	401	14.1%
1980-89	114	2.3%	0	0.0%	0	0.0%	0	0.0%	405	14.2%
1960-79	4364	87.3%	506	96.7%	755	77.7%	898	50.5%	1975	69.3%
1940-59	531	10.6%	54	10.3%	155	15.9%	865	48.7%	69	2.4%
Pre1940	21	0.4%	41	7.8%	0	0.0%	88	5.0%	0	0.0%

<b>Beach/Southside AGE</b>	<b>[15] Pierpont</b>	<b>%</b>	<b>[16] POA</b>	<b>%</b>
LT25OOC	8	0.3%	2	0.1%
25-44OOC	229	9.2%	430	17.2%
45-64OOC	560	22.4%	441	17.6%
GE65OOC	584	23.4%	422	16.8%
LT25RNTR	58	2.3%	101	4.0%
25-44RNTR	665	26.6%	686	27.4%
45-64RNTR	319	12.8%	323	12.9%
GE65RNT	77	3.1%	102	4.1%
<b>TENURE</b>				
TOT-OOC	1381	55.2%	1295	51.7%
TOT-RNTR	1119	44.8%	1212	48.3%
<b>HOUSEHOLD SIZE</b>				
LE2OOC	1082	43.3%	756	30.2%
3-4OOC	249	10.0%	417	16.6%
GE5OOC	50	2.0%	122	4.9%
LE2RNTR	780	31.2%	781	31.2%
3-4RNTR	291	11.6%	343	13.7%
GE5RNTR	48	1.9%	88	3.5%
<b>CHILDREN</b>				
Couplewchild	326	13.0%	531	21.2%
CoupleNK	747	29.9%	534	21.3%
OtherFamily	200	8.0%	275	11.0%
Femalewchild	109	4.4%	192	7.7%
NF&singles	1118	44.7%	975	38.9%
<b>SPECIAL POPULATIONS</b>				
Over65Mone	78		67	
Over65Fone	215		178	
With<18HISP	52		173	
<b>UNITS</b>				
Total Units	2800		2578	
<b>UNIT SIZE (based on 1990 Census)</b>				
Small	616	21.2%	684	27.2%
Medium	1763	60.8%	1594	63.4%
Large	521	18.0%	237	9.4%
1-2Unit	1815	62.6%	1797	71.5%
3-9Units	430	14.8%	201	8.0%
10or more	39	1.3%	410	16.3%
MHOthers	616	21.2%	107	4.3%
<b>WHEN BUILT (assumes net increase were built 90 to 2000)</b>				
1990-00	-100	-3.6%	63	2.4%
1980-89	0	0.0%	0	0.0%
1960-79	2188	78.1%	679	26.3%
1940-59	617	22.0%	1739	67.5%
Pre1940	95	3.4%	97	3.8%

HILLSIDES	[11]		[10]		[9]	
	Loma Vista	%	Arroyo Verde	%	Poinsettia	%
AGE						
LT25OOC	2	0.1%	5	0.3%	0	0.0%
25-44OOC	248	15.0%	297	18.4%	229	17.1%
45-64OOC	373	22.5%	551	34.2%	603	45.0%
GE65OOC	363	21.9%	475	29.5%	410	30.6%
LT25RNTR	24	1.4%	12	0.7%	1	0.1%
25-44RNTR	351	21.2%	105	6.5%	54	4.0%
45-64RNTR	199	12.0%	101	6.3%	36	2.7%
GE65RNT	97	5.9%	66	4.1%	7	0.5%
<b>TENURE</b>						
TOT-OOC	986	59.5%	1328	82.4%	1242	92.7%
TOT-RNTR	671	40.5%	284	17.6%	98	7.3%
<b>HOUSEHOLD SIZE</b>						
LE2OOC	654	39.5%	761	47.2%	724	54.0%
3-4OOC	274	16.5%	447	27.7%	405	30.2%
GE5OOC	58	3.5%	120	7.4%	113	8.4%
LE2RNTR	487	29.4%	165	10.2%	31	2.3%
3-4RNTR	159	9.6%	88	5.5%	45	3.4%
GE5RNTR	25	1.5%	31	1.9%	22	1.6%
<b>CHILDREN</b>						
Couplewchild	299	18.0%	406	25.2%	362	27.0%
CoupleNK	486	29.3%	621	38.5%	626	46.7%
OtherFamily	169	10.2%	140	8.7%	81	6.0%
Femalewchild	87	5.3%	44	2.7%	38	2.8%
NF&singles	616	37.2%	401	24.9%	233	17.4%
<b>SPECIAL POPULATIONS</b>						
Over65Mone	39		40		28	
Over65Fone	152		147		78	
With<18HISP	60		43		31	
<b>UNITS</b>						
Total Units	1699		1656		1366	
<b>UNIT SIZE (based on 1990 Census)</b>						
Small	270	15.5%	116	7.1%	5	0.4%
Medium	1160	66.7%	729	44.3%	415	30.7%
Large	308	17.7%	799	48.6%	930	68.9%
1-2Unit	1375	79.1%	1527	92.9%	1350	100.0%
3-9Units	291	16.7%	0	0.0%	0	0.0%
10or more	54	3.1%	13	0.8%	0	0.0%
MHOthers	18	1.0%	104	6.3%	0	0.0%
<b>WHEN BUILT (assumes net increase were built 90 to 2000)</b>						
1990-00	-39	-2.3%	12	0.7%	16	1.2%
1980-89	6	0.4%	26	1.6%	21	1.5%
1960-79	299	17.6%	1100	66.4%	1121	82.1%
1940-59	1273	74.9%	480	29.0%	208	15.2%
Pre1940	160	9.4%	38	2.3%	0	0.0%

<b>EASTSIDE</b>	<b>[2]</b>		<b>[1]</b>		<b>[3]</b>	
<b>AGE</b>	<b>Juanamaria</b>	<b>%</b>	<b>Wells</b>	<b>%</b>	<b>Saticoy and Serra</b>	<b>%</b>
LT25OOC	5	0.2%	5	0.3%	12	0.2%
25-44OOC	781	33.4%	280	17.8%	1441	23.9%
45-64OOC	873	37.3%	379	24.1%	1656	27.4%
GE65OOC	428	18.3%	335	21.3%	952	15.8%
LT25RNTR	9	0.4%	59	3.8%	107	1.8%
25-44RNTR	139	5.9%	345	22.0%	1032	17.1%
45-64RNTR	84	3.6%	143	9.1%	570	9.4%
GE65RNT	20	0.9%	25	1.6%	267	4.4%
<b>TENURE</b>						
TOT-OOC	2087	89.2%	999	63.6%	4061	67.3%
TOT-RNTR	252	10.8%	572	36.4%	1976	32.7%
<b>HOUSEHOLD SIZE</b>						
LE2OOC	946	40.4%	614	39.1%	2031	33.6%
3-4OOC	861	36.8%	301	19.2%	1474	24.4%
GE5OOC	280	12.0%	84	5.3%	556	9.2%
LE2RNTR	98	4.2%	316	20.1%	1043	17.3%
3-4RNTR	107	4.6%	194	12.3%	609	10.1%
GE5RNTR	47	2.0%	62	3.9%	324	5.4%
<b>CHILDREN</b>						
Couplewchild	870	37.2%	360	22.9%	1822	30.2%
CoupleNK	834	35.7%	422	26.9%	1713	28.4%
OtherFamily	203	8.7%	150	9.5%	534	8.8%
Femalewchild	92	3.9%	116	7.4%	420	7.0%
NF&singles	340	14.5%	523	33.3%	1548	25.6%
<b>SPECIAL POPULATIONS</b>						
Over65Mone	24		50		121	
Over65Fone	83		122		409	
With<18HISP	116		139		651	
<b>UNITS</b>						
Total Units	2379		1629		6109	
<b>UNIT SIZE (based on 1990 Census)</b>						
Small	46	2.9%	324	22.8%	929	17.2%
Medium	725	46.4%	646	45.5%	3041	56.2%
Large	790	50.6%	449	31.6%	1445	26.7%
1-2Unit	1522	97.5%	677	47.7%	3993	73.7%
3-9Units	5	0.3%	64	4.5%	356	6.6%
10or more	20	1.3%	427	30.1%	649	12.0%
MHOthers	14	0.9%	251	17.7%	417	7.7%
<b>WHEN BUILT (assumes net increase were built 90 to 2000)</b>						
1990-00	818	34.4%	210	12.9%	694	11.4%
1980-89	0	0.0%	0	0.0%	86	1.4%
1960-79	1373	57.7%	1347	82.7%	4836	79.2%
1940-59	172	7.2%	55	3.4%	372	6.1%
Pre1940	16	0.7%	17	1.0%	121	2.0%

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## **V. Housing**

### **1. Introduction**

This Housing Element Technical Report provides the detailed background information used in developing the Element's policies and programs for the 2000-2005 planning period. Providing the technical information in a separate report allows the Element itself to focus on housing strategies and solutions. This Technical Report consists of the following sections:

- Housing Needs Assessment (Section 2), which describes and analyzes Ventura's population, household, and housing characteristics and trends;
- Housing Constraints (Section 3), which assesses potential market, governmental, and other constraints to the development and affordability of housing; and
- Housing Resources (Section 4), which analyzes the land, financial, and administrative resources available to address Ventura's housing needs.

This Technical Report is prepared using various sources of information. Data from the 1990 Census on Population and Housing is used to a large extent because detailed data from the 2000 Census is not available as of this writing. Where possible, preliminary general demographic data from Census 2000 have been incorporated in the report. Several data sources are used to update the 1990 Census and supplement the preliminary 2000 Census data including:

- Race/ethnicity data that is updated by school enrollment data from the State Department of Education;
- Housing market information, such as home sales, rents, and vacancies, that is updated by City surveys, property tax assessor's files, and market research services;
- Public and non-profit agencies that are consulted for data on special needs groups, the services available to them, and gaps in the system; and
- Lending patterns for home purchase and home improvement loans that are provided through the Home Mortgage Disclosure Act (HMDA) database.

### **2. Housing Needs Assessment**

#### ***Population Characteristics***

Population growth and various demographic variables largely determine the type and amount of housing needed in a community. Factors such as age, race/ethnicity, occupation, and income level combine to influence the type of housing needed and the ability to afford housing.

### **Population Trends**

Since its incorporation in 1866, San Buenaventura (Ventura) has grown from a small settlement of less than 1,000 residents to a city of over 100,000 by 2000. Ventura's population grew most dramatically during the 1950s and 1960s, and has slowed since 1970. The number of City residents increased by 27 percent in the 1970s and 24 percent in the 1980s, in contrast to 76 percent and 99 percent in the 1950s and 1960s, respectively. According to the 2000 Census, the City's population was 100,916, representing an increase of 9 percent since 1990. This level of growth is noticeably lower than that in prior decades.

Table V-1 provides a comparison between Ventura's population growth in the 1980s and 1990s with that experienced by nearby communities and the County as a whole. As shown below, the increase in Ventura's population during the 1980s was comparable to the County as a whole, but rather modest during the 1990s. Given that Ventura is approaching build-out and has limited land available for future residential development, the City's population is not anticipated to increase dramatically this decade. The Southern California Association of Governments (SCAG) projects that the City's population will grow to 114,325 by 2010, representing an increase of 13 percent above 2000 levels.

**Table V-1: Population Growth Trends**

<b>Jurisdiction</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>1980 – 1990 % Change</b>	<b>1990 – 2000 % Change</b>
Camarillo	37,797	52,303	57,077	+38%	+9%
Oxnard	108,195	142,216	170,358	+31%	+20%
<b>San Buenaventura</b>	74,393	92,575	100,916	+24%	+9%
Santa Paula	20,552	25,062	28,598	+22%	+14%
Thousand Oaks	77,072	104,352	117,005	+35%	+12%
Ventura County	529,174	669,016	753,197	+26%	+13%

Sources: 1980, 1990, 2000 Census.

**Age Characteristics**

A community’s housing needs are determined in part by the age characteristics of residents. Each age group has distinct lifestyles, family type and size, income levels, and housing preferences. As people move through each stage, their housing need and preferences also change. As a result, evaluating the age characteristics of a community is important in addressing housing needs of residents.

Table V-2 below summarizes the age characteristics of Ventura residents in 1990 and 2000. During the 1990s, the number of older adults (45 to 64) increased by 38 percent, contributing to an increase in the median age from 33.7 to 36.8 years. These residents are usually at the peak of their earning power and are more likely to be homeowners. The young adult population (25 to 44) decreased by 5 percent during the decade, but continue to be the largest segment (32 percent) of the City’s population. Generally, younger adults occupy rental units, condominiums, or smaller single-family homes. Given the high housing costs in Ventura relative to surrounding communities, many young adults may choose to live in more affordable areas, such as Oxnard or Santa Paula.

A noticeable increase was evident among residents age 65 or older, which grew by 12 percent between 1990 and 2000. This is consistent with the national trend of a growing senior population. Three-quarters of senior households in Ventura are homeowners and typically live in single-family homes. As they get older and require greater care/assistance, these seniors may begin to consider other housing options, such as senior apartments, assisted living facilities, and nursing homes.

Several trends could become apparent over the coming decade. For instance, if the relatively large adult population between 45 and 64 continue as long-term community residents, Ventura should have an appreciably larger senior population by 2010. Also, if the school age population in 2000 continues to live in Ventura, the college age (18 to 24) population will gradually increase this decade. Given these trends, there is a continued need to expand housing opportunities for seniors and younger adults in Ventura.

**Table V-2: Age Characteristics and Trends**

Age Groups	1990		2000		% Change 1990-2000
	Persons	Percent	Persons	Percent	
Preschool (Ages <5)	6,645	7%	6,641	7%	- >1%
School Age (5-17)	15,118	16%	18,621	19%	+23%
College Age (18-24)	9,068	10%	7,866	8%	-13%
Young Adults (25-44)	33,535	36%	31,808	32%	-5%
Older Adults (45-64)	16,662	18%	23,049	23%	+38%
Seniors (65+)	11,547	12%	12,931	13%	+12%
Total	92,575	100%	100,916	100%	+9%
Median Age	33.7		36.8		+9%

Sources: 1990, 2000 Census.

**Race and Ethnicity**

Ventura County has been gradually changing in the racial and ethnic composition of its population. These changes have implications for housing needs to the extent that different groups may have different household characteristics, income levels, and cultural backgrounds that affect their needs and preferences for housing.

Ventura, like many Southern California communities, has also diversified in terms of the racial and ethnic composition of its population. As of 2000, whites comprised the largest racial group in Ventura, at 68 percent. However, their share of the population has decreased steadily over the past two decades, while other race and ethnic groups grew noticeably in size and proportion.

Among the four major race and ethnic groups, the largest percentage increase in population between 1990 and 2000 was attributable to Hispanics (51 percent), followed by Asians (30 percent). As shown in Table V-3, the Hispanic share of the population increased from 18 percent in 1990 to 24 percent in 2000. Although the number of Asian residents grew, their share of the City’s population remained unchanged at 3 percent. The number of residents in the “All Other” category grew dramatically in part because unlike prior Census efforts, the 2000 Census allowed respondents to identify themselves as members of more than one racial group.

The student population in Ventura has diversified as well. An examination of recent enrollment data compiled by the State Department of Education for the Ventura Unified School District indicates that minorities comprise a growing and significant portion of the student population. Approximately 40 percent of students belonged to the three major minority groups (Hispanic, Asian, and Black) in 1998/99, compared to 23 percent in 1987/88. In particular, the Hispanic share of the student population grew from 19 percent to 34 percent.

**Table V-3: Race and Ethnicity**

Race/Ethnicity	1990		2000	
	Persons	Percent	Persons	Percent
White	71,691	77%	68,710	68%
Black	1,439	2%	1,284	1%
Asian*	2,363	3%	3,067	3%
Hispanic	16,251	18%	24,573	24%
All Other	831	1%	3,282	3%
Total	92,575	100%	100,916	100%

Sources: 1990, 2000 Census. \* Includes Pacific Islanders.

**Employment Market**

Employment also has an important impact upon housing needs to the extent that different jobs and income levels determine the type and size of housing a household can afford. According to the 1990 Census, a total of 49,876 Ventura residents were in the labor force, with the unemployment rate at 3.7 percent. In 2000 the level of unemployment was 3.6 percent, which is lower than the countywide rate of 4.5 percent (State Employment Development Department or EDD).

Table V-4 indicates the types of occupations held by residents in Ventura and the County as a whole. As of 1990, the two largest occupational categories were managerial and professional, and sales, technical, and administrative. These categories accounted for 32 percent and 33 percent of employed residents, respectively. Relatively higher paying jobs are in both categories, except for certain sales positions, translating into higher incomes for the residents engaged in these activities. Ventura’s occupational profile is similar to that countywide, with the exception that a much smaller share of City residents are in the farming, forestry, and fishing occupations. Countywide, 5 percent of employed persons held farming related jobs, as compared to just 2 percent for the City.

**Table V-4: Occupational Profile**

Occupations of Residents	Ventura		County	
	Persons	Percent	Persons	Percent
Managerial/Professional	15,287	32%	98,253	29%
Sales, Technical, Admin.	15,723	33%	107,561	32%
Service Occupations	5,454	11%	37,637	11%
Production/Crafts/Repair	5,830	12%	39,379	12%
Operators, Fabricators, Labor	4,678	10%	38,034	11%
Farming, Forestry, Fishing	819	2%	15,908	5%
Total	47,791	100%	336,772	100%

Source: 1990 Census. (2000 Census data not yet available.)

In terms of the City’s employment base, the total number of jobs in Ventura increased by 13 percent (approximately 5,600 jobs) between 1993 and 2000, from 44,548 to 50,146 (Ventura County 2001 Economic Outlook, UCSB). Much of this growth occurred in the retail trade, durables manufacturing, public, and services sectors. Services, retail, and public/government sectors account for the majority (69 percent) of jobs in Ventura today.

Table V-5 identifies the major employers in Ventura. With over 7,000 employees, the County of Ventura is the largest employer in the City. Reflective of the high number of public sector jobs in Ventura, other major employers also include the Ventura Unified School District, the County Health Care Agency, and the City of Ventura.

**Table V-5: Major Employers in Ventura**

<b>Employer</b>	<b>Number of Employees</b>
County of Ventura	7,400
Ventura Unified School District	2,287
Ventura County Health Care Agency	1,900
Community Memorial Hospital	1,300
Kinko’s Corporate Offices	1,248
Ventura College	757
Southern California Edison	650
City of Ventura	625
Bank of America	406
Meditech Health Services, Inc.	400
Pictsweet Mushroom Farms	389
Madera Corporation	323

Source: City of San Buenaventura, 2000.

A growing concern in Ventura County is an increasing imbalance between jobs and housing, i.e. new residential construction has not kept pace with job creation. The City of Ventura has a job-housing ratio of 1.26 (50,146 jobs/39,919 units), indicating that there are 1.26 jobs for every housing unit. According to UCSB’s 2001 Ventura County Economic Outlook, the growing gap between housing prices and income levels has made it difficult for the County’s workforce to find affordable housing. Persons employed in lower-paying occupations, such as retail workers, service employees, and farmworkers, are particularly in need of housing assistance. According to the State EDD, most of these workers earn below \$20,000 annually, less than 50 percent of the County median income. Given high housing costs in Ventura, without some form of subsidy, lower-income workers would most likely need to spend a substantial portion of their income on housing and/or live in substandard housing and overcrowded conditions.

In addition, homeownership is becoming increasingly difficult to achieve for middle class professionals, including teachers, police officers, firefighters, nurses, and other public employees. Because of high housing prices in Ventura, some of these professionals are forced to live further away where homes are less costly and must commute longer distances to their place of work. The decline in the City’s young adult population (age 25 to 44) during the 1990s provides evidence of this trend.

Recognizing the growing jobs/housing imbalance, the Ventura County Economic Development Association (VCEDA) has established a Housing Task Force to address the problem and to educate decision makers, business leaders, and community groups about the risks associated with a chronic under-production of new housing. In a recent survey conducted by the Task Force, the majority of major employers in the County indicated that housing affordability and availability are indeed a problem. It is thus highly possible

that housing shortages and affordability issues can deter companies from relocating to, or expanding in Ventura County.

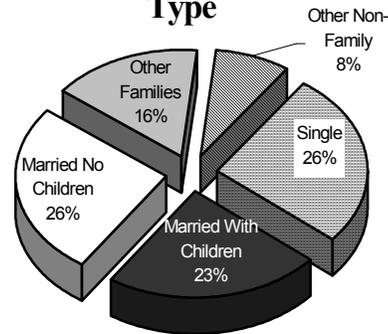
**Household Characteristics**

Household type and size, income levels, the presence of special needs populations, and other household characteristics determine the type of housing needed by residents. This section details the various household characteristics affecting housing needs.

Household Type

According to the 2000 Census, Ventura is home to 38,524 households, of which 66 percent are families (Figure V-1). Families are comprised of married couple families with or without children as well as other family types, such as female-headed households with children. Non-families, including singles, and other households, make up 34 percent of households in Ventura. Singles comprise roughly one-quarter of all households in the City.

**Figure V-1: Household Type**



As exhibited in Table V-6, the composition of households in Ventura remained relatively unchanged between 1990 and 2000. As was the case ten years ago, families comprise approximately two-thirds of all households, while non-families account for the remaining one-third. The average household size changed little as well, increasing only slightly from 2.55 persons per household in 1990 to 2.56 in 2000.

Despite the apparent stability in the composition of Ventura households, there are two noteworthy trends. First, the number of non-traditional families in the “other” category grew in the 1990s (by 22 percent). Many of these families are likely to be single parents

**Table V-6: Household Characteristics**

Household Type	1990		2000		Change
	Number	Percent	Number	Percent	
Households	35,408	100%	38,524	100%	+9%
Families	23,635	67%	25,244	66%	+7%
Married With Children	8,479	24%	8,751	23%	+3%
Married No Children	10,008	28%	10,202	26%	+2%
Other Families	5,148	15%	6,291	16%	+22%
Non-Families	11,773	33%	13,280	34%	+13%
Singles	8,710	25%	10,206	26%	+17%
Other	3,063	9%	3,074	8%	+>1%
Average Household Size	2.55		2.56		+>1%

Sources: 1990, 2000 Census.

with children. Second, the number of singles increased noticeably (17 percent). These individuals could include young working professionals as well as elderly persons living alone.

Household Income

Household income is one of the most important factors affecting housing opportunity and determining a household’s ability to balance housing costs with other basic necessities of life. Income levels can vary considerably among households, based upon tenure, household type, and location of residence, among other factors.

**Figure V-2: Median Household Income**

Based on estimates from the Ventura County Economic Outlook 2001 (UCSB), the median household income of Ventura residents in 2000 was \$55,137. As shown in Figure V-2, Ventura’s median household income was higher than that of Oxnard and Santa Paula, but lower than that of Camarillo and Thousand Oaks. The countywide figure is \$60,785.

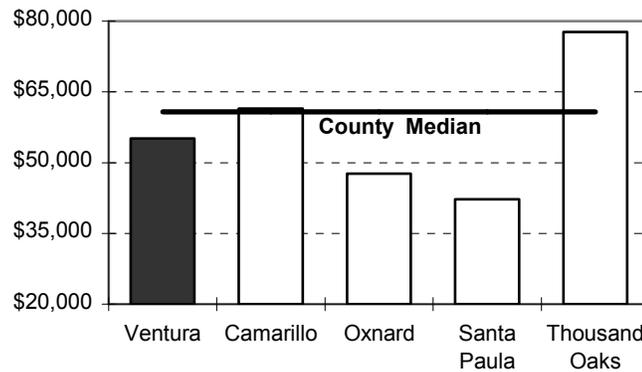


Table V-7 compares the composition of Ventura households by income with that of the County as a whole. As indicated below, 35 percent of all households in the City were in the above moderate-income category (above 120 percent of the County median family income or MFI), as compared to 42 percent countywide. Approximately 23 percent of Ventura households were in the moderate-income range (81 to 120 percent of MFI). Lower-income (80 percent or less of MFI) households account for a larger share of households in Ventura than in the County as a whole (42 percent versus 36 percent). This is consistent with the fact that Ventura’s median household income is lower than that countywide.

**Table V-7: Household Income Distribution**

Income Group	Percent of County MFI	Ventura	County
Very Low	0 - 50%	23%	19%
Low	51 - 80%	19%	17%
Moderate	81 - 120%	23%	22%
Above Moderate	120% +	35%	42%
Total		100%	100%

Source: Southern California Association of Governments (SCAG), 1998.

As is the case in most cities, household income varies significantly by household type in Ventura (Table V-8). Senior households are a particularly vulnerable group. Over half (53 percent) of senior households in Ventura earn lower income, with 21 percent earning extremely low income. About 34 percent of large households are also lower-income, which coupled with a limited supply of large affordable units, translates into higher overcrowding rates.

“Other” households consist of non-senior persons living alone or unrelated persons living together, such as students, younger adults, and unrelated persons doubling up. Next to seniors, “other” households have the highest proportion of lower-income households and extremely low-income households. This is an indicator of potential overpayment, which is discussed later in this section.

**Table V-8: Income by Household Type**

<b>Household Type</b>	<b>Extremely Low (0-30%)</b>	<b>Very Low (31-50%)</b>	<b>Low (51-80%)</b>	<b>Total Lower Income</b>
Seniors (62 and over)	21%	17%	16%	53%
Small Related (2-4)	6%	7%	9%	22%
Large Related (5+)	10%	10%	15%	34%
All Other Households	12%	9%	14%	34%
Total	11%	10%	12%	9%

Source: Comprehensive Housing Affordability Strategy (CHAS), 1994.

Special Needs Groups

Certain groups have greater difficulty in finding decent, affordable housing due to their special needs and/or circumstances. Special circumstances may be related to one’s employment and income, family characteristics, disability, and household characteristics among others. As a result, certain segments of Ventura’s residents may be more likely to have lower income and/or experience overpayment, overcrowding, and/or other housing problems.

State Housing Element law identifies the following “special needs” groups: senior households, disabled persons, female-headed households, large families, families and persons in need of emergency shelter, and farmworkers. This section provides a detailed discussion of the housing needs of each particular group as well as the major programs and services available to address their housing and supportive services needs. Data from both the 1990 and 2000 (preliminary) Census are used to determine the size of special needs groups in Ventura. Recent information from service providers and government agencies is used to supplement the data. Table V-9 summarizes the special needs groups residing in the City.

**Table V-9: Special Needs Groups**

Special Needs Groups	Persons	Households	Percent of City
Seniors (65 years and older) <sup>(1)</sup>		8,292	21%
Seniors Living Alone <sup>(1)</sup>		3,734	10%
Disabled (16 years and older)	9,800		14% <sup>(2)</sup>
Work Disability only	6,249		9% <sup>(2)</sup>
Mobility/Self-Care Limitation only	993		1% <sup>(2)</sup>
Work Disability and Mobility/ Self-Care Limitation	2,558		4% <sup>(2)</sup>
Female-headed Households <sup>(1)</sup>		4,517	12%
With Children <sup>(1)</sup>		2,605	7%
Large Households		3,300	9%
Homeless Persons	>103		<1%
Farmworker Jobs <sup>(3)</sup>	560		1% <sup>(4)</sup>

Source: 1990 Census (unless otherwise noted).

1. Source: 2000 Census
2. Percent of total persons 16 years and older
3. Source: State Employment Development Department (EDD), 2001 (Count of 171 farmworker jobs, plus 389 jobs at Pictsweet Mushroom Farms.)
4. Percent of total employment/jobs in Ventura

Senior Households

Senior households typically have special housing needs due to three primary concerns: fixed income, high health care costs, and physical disabilities. According to the 2000 Census, one-fifth (8,292) of households in Ventura were headed by persons age 65 years and older. Some of the special needs of seniors are as follows:

- **Disabilities:** Of the senior population, 37 percent have a work disability and/or self-care or mobility limitation (1990 Census).
- **Limited Income:** Many seniors have limited income for health and other expenses. Because of their retired status, 38 percent of senior households in Ventura earn extremely low to very low incomes, defined as below 50 percent of the median family income (1990 Census, 1994 CHAS).
- **Overpayment:** Because of the limited supply of affordable housing, 41 percent of Ventura’s senior households overpay for housing. The prevalence of overpayment varies by tenure: 18 percent of homeowners and 67 percent of renters are overpaying (1990 Census, 1994 CHAS).

Over three-quarters (6,383) of elderly households in Ventura are homeowners (2000 Census). Because of physical and/or other limitations, senior homeowners may have difficulty in performing regular home maintenance or repair activities. Elderly women are especially in need of assistance. Most of the 3,734 seniors living alone in 2000 are

likely to be women; 83 percent of seniors living alone were women in 1990. In addition, because many seniors have fixed or limited income, they may have difficulty making monthly mortgage or rent payments.

Various programs can assist senior needs, including but not limited to congregate care, supportive services, rental subsidies, shared housing, and housing rehabilitation assistance. For the frail elderly, or those with disabilities, housing with architectural design features that accommodate disabilities can help ensure continued independent living. Elderly with mobility/self care limitation also benefit from transportation alternatives. Senior housing with supportive services can be provided to allow independent living. According to the State Department of Social Services (2000), ten licensed care facilities for seniors are located in Ventura. These facilities provide a total of 993 beds for persons age 60 and above.

About 23 percent of elderly households in Ventura are renters (2000 Census). The Ventura Housing Authority provides Section 8 rental assistance to very low-income households, including seniors, to help them afford rents. As of early 2001, 197 elderly households received Section 8 assistance from the City's Housing Authority. Over 200 elderly households were on the waiting list for assistance, representing 13 percent of all households on the list. In addition, approximately 60 percent of the public housing stock (400 units) are restricted for occupancy by seniors. The Housing Authority also facilitated the development of the 14-unit Rose Garden project located in the downtown area for very low-income seniors. Other assisted senior developments include the 75-unit Silvercrest-Ventura apartments located in east Ventura and the 104-unit Cypress Meadows (tax credit development). In total, Ventura has 593 senior designated housing units, with an additional 993 beds within community care facilities.

Assisted living facilities represent another housing option for seniors in Ventura. These facilities are typically for the more frail elderly and offer daily assistance with personal and household tasks. Over the past two years, the City has approved three assisted living projects with a total capacity for 469 seniors. With an estimated population of 6,602 over the age of 75 (Census 2000), the need for additional supportive housing options for seniors remains high.

In addition to building senior housing facilities, "universal design" features incorporated into new single-family development can allow seniors to remain in independent living environments for longer periods of time. The goal of universal design is to address a wide range of abilities including children, aging populations, and persons with disabilities, by providing features in residential construction that enhance accessibility. As part of the Housing Element update, the City will evaluate adoption of a program to encourage homebuilders to offer Universal Design features to prospective homebuyers.

Through the Ventura Avenue Adult Center and the Ventura Senior Recreation Center, the City provides programs and services for seniors and adults age 50 or older to facilitate social interaction and foster independence. Services include information and referral; education classes and leisure activities; social activities; lunches; legal services; and

insurance counseling. The Ventura County Area Agency on Aging also offers a variety of services to elderly persons in the County.

### Disabled Persons

Disabled persons have special housing needs because of their fixed income, the lack of accessible and affordable housing, and the higher health costs associated with their disability. The City is home to residents with disabilities that prevent them from working, restrict their mobility, or make it difficult to care for themselves. An additional segment of residents suffers from disabilities that require living in an institutional setting.

The 1990 Census defines three types of disability: work, mobility, or self-care limitations. Disabilities are defined as mental, physical or health conditions that last over six months. The Census tracks the following types of disability:

- Work disability: refers to a condition lasting over six months which restricts a person's choice of work and prevents them from working full-time;
- Mobility limitation: refers to a physical or mental condition lasting over six months which makes it difficult to go outside the home alone; and
- Self-care limitation: refers to a physical or mental condition lasting over six months that makes it difficult to take care of one's personal needs.

A total of 9,800 persons with disabilities reside in Ventura, representing 14 percent of the City's population 16 years old and above (1990 Census). Approximately 64 percent of these residents are faced with work disability, 10 percent have mobility/self-care limitations, and the remaining 26 percent have both work disabilities and mobility/self-care limitations. This includes persons with mental, physical, and developmental disabilities.

The living arrangement of disabled persons depends on the severity of the disability. Many persons live at home in an independent fashion or with other family members. To maintain independent living, disabled persons may need assistance. This can include special housing design features for the physically disabled, income support for those who are unable to work, and in-home supportive services for persons with medical conditions among others. Services can be provided by public or private agencies. In Ventura, agencies offering services to persons with disabilities include (but are not limited to) the City's Community Services Department, Ventura County Human Services Agency, the Ventura County Behavioral Health Department, the Association for Retarded Citizens, and the Independent Living Resource Center.

Rental assistance through the City Housing Authority also helps disabled persons afford housing in Ventura. As of early 2001, 318 persons with disabilities received Section 8 assistance through the Housing Authority. A total of 321 persons with disabilities were on the waiting list for assistance.

Severely mentally ill persons are especially in need of assistance. Mentally disabled persons are those with psychiatric disabilities that impair their ability to function in the community to varying degrees. The National Institute for Mental Health estimates 2.5 percent of the adult population suffers from mental illness, translating to an estimated 1,875 persons with mental illness within the City of Ventura. Many mentally disabled persons can live and work independently within a conventional living environment. More severely disabled individuals require a group living environment in which partial or constant supervision is provided by trained personnel within a family-like environment. The most severely affected individuals may require an institutional environment in which medical attention and therapy are provided within the living environment.

According to the Ventura County Analysis of Impediments to Fair Housing Choice (2000), the Ventura County Behavioral Health Department (BHD) has identified an urgent crisis resulting from the shortage of supportive housing for persons with mental illness who no longer require acute care. General estimates indicate at least 250 new supportive housing beds are needed in the County.

The current housing stock available for mentally ill clients served by BHD consists of a variety of living environments with varying degrees of staff support and services. BHD clients use Supplemental Social Security Income (SSI) to cover the state-capped board and care rate of \$872 per month. The current stock of beds in Ventura County ranges from shelter with minimal specialized support to highly supportive environments, and includes: unlicensed room and board facilities; semi-independent living homes; permanent supportive housing; a mental health rehabilitation center; and licensed Board and Care facilities.

#### Female-headed Households

Female-headed households with children often require special consideration and assistance as a result of their greater need for affordable housing, accessible day care, health care, and other supportive services. Because of their relatively lower incomes and higher living expenses, such households usually have more limited opportunities for finding affordable, decent, and safe housing.

Ventura is home to 4,517 female-headed households, of which 2,605 are with children under 18 years old (2000 Census). These households are a particularly vulnerable group because they must balance the needs of their children with work responsibilities. In 1990, 25 percent of female-headed families with children under 18 lived in poverty, compared to 3 percent of married-couple families.

Battered women with children comprise a sub-group of female-headed households that are especially in need. In Ventura, there are a number of social service providers and transitional and emergency housing facilities serving women in need, including the Salvation Army, Transitional Living Center, the Coalition Against Household Violence emergency shelter, Catholic Charities, Interface Children Family Services, and the Prototypes Women's Center.

### Large Households

Large households are defined as having five or more members residing in the home. These households constitute a special need group, because there is often a limited supply of adequately sized, affordable housing units in a community. In order to save for other basic necessities such as food, clothing and medical care, it is common for lower-income large households to reside in smaller units, which frequently results in overcrowding. A total of 3,300 large households live in Ventura, 45 percent (1,485) of which are renter households.

The housing needs of large households are typically met through larger units. Ventura has approximately 13,500 ownership units and 3,640 rental units with three or more bedrooms that could reasonably accommodate large families without overcrowding. However, because the vast majority of these units are single-family homes and are expensive, overcrowding is more prevalent among large families. In 1990, 49 percent of the City's large renter households and 16 percent of large owner households lived in overcrowded conditions.

To address overcrowding, communities can provide incentives to facilitate the development of larger apartments with three or more bedrooms for large households. A shortage of large rental units can also be alleviated through the provision of affordable ownership housing opportunities, such as first-time homebuyer programs and self-help housing (e.g., Habitat for Humanity), to move renters into homeownership. Financial assistance for room additions may also help to relieve overcrowding.

Of the approximately 1,100 Ventura households receiving Section 8 rental assistance from the Housing Authority (as of 2001), 580 or 53 percent are families. With Section 8 assistance, these families are able to afford two- to three-bedroom units in the community. As of early 2001, there were 879 families with children on the waiting list for assistance.

### Farmworkers

Farmworkers are traditionally defined as persons whose primary incomes are earned through permanent or seasonal agricultural labor. Permanent farm laborers work in the fields, processing plants, or support activities on a generally year-round basis. When workloads increase during harvest periods, the labor force is supplemented by seasonal labor, often supplied by a labor contractor. For some crops, farms may hire migrant workers, defined as those whose travel prevents them from returning to their primary residence every evening.

The Migrant Health Program of the U.S. Department of Health and Human Services released a study in 2000 estimating the number of migrant and seasonal farmworkers and their non-farmworker household members in California: Migrant and Seasonal Farmworker Enumeration Profiles Study. The study was based on secondary source material, including existing database information and interviews with knowledgeable individuals. The study indicates that Ventura County has an estimated 35,181 farmworkers, including 16,289 migrant farmworkers and 18,892 seasonal farmworkers.

According to the 1990 Census, there were 819 Ventura residents employed in farming, forestry, and fishing occupations. Of these individuals, 147 were farmworkers. Recent (2001) data from the State Employment Development Department (EDD) indicates that there were approximately 171 farmworker jobs reported by Ventura-based businesses in 1999 (zip codes 93001, 93003, and 93004). (This figure is the number of farmworker jobs reported by employers in Ventura and may not include Ventura residents who work as agricultural workers outside of the City limits.) Thus the EDD estimate is most likely an undercount. Pictsweet Mushroom Farms alone, a major employer in Ventura, has a total of 389 employees, and was categorized under a different Standard Industry Classification (SIC) code by EDD. Adding Pictsweet to the 171 jobs reported by EDD equates to an estimated 560 farmworker jobs in the City.

Various alternative data sources suggest that the number of farmworkers in Ventura is greater than that reported by the Census and EDD. One such data source is Clinicas del Camino Real, a major provider of health services to farmworkers in Ventura County. In 2000, Clinicas saw a total of 3,938 patients at their Ventura facility on Wells Road who were members of a family with a farmworker head of households. A limitation of this data is that it includes family members who are not farmworkers, as well as persons who use the clinic and reside outside the City. Of the patients served by Clinicas countywide, about 70 percent are seasonal and 30 percent are migrant workers. Another source of information is the Ventura Unified School District, which indicated that 900 students are currently enrolled in the Migrant Education Program and are eligible for services under the program. This figure represents the number of students whose parents are migrant farmworkers.

As part of its 2000-2005 Housing Element update, the County of Ventura is undertaking a study of a representative sample of farmworker households, their housing needs, and methods to address their needs. The study will specifically include: a survey of farmworker households to more accurately estimate median family size, family income, housing conditions, and amount of rent paid; an analysis of trends in changes of agricultural crop types and farm labor demand; and an evaluation of sites for farm labor housing projects. The study will cover all unincorporated communities in the County, including unincorporated areas located within the City's planning area. When completed, this study will assist the City in better understanding the housing needs of farmworkers, and in formulating responsive policies and programs to meet their needs.

Farmworkers are generally considered to have special housing needs because of their very limited income and the often-unstable nature of their employment. While no local surveys are available which document the specific housing needs of farm labor in Ventura, Statewide surveys provide some insight into the demographic characteristics and housing needs of farmworkers. Among the major findings are:

- **Residency:** Unlike many areas where a significant portion of the agricultural labor is migrant, the citrus and vegetable laborers in Ventura County tend to be settled in the community and find work there throughout much of the year (Agricultural Studies

92-2, EDD). As a result, Ventura County farmworkers primarily need permanent affordable housing, rather than migrant labor camps.

- **Limited Income:** Farmworkers typically earn very low incomes. According to the Rural Community Assistance Corporation, three-fourths of California's farmworkers earned less than \$10,000 a year in 2000. Only one out of seven earned more than \$12,500.
- **Overcrowding:** Because of their very low incomes, farmworkers have limited housing choices and are often forced to double up to afford rents. No local surveys have been taken of farmworker housing, but a Statewide survey indicates that overcrowding is prevalent and a significant housing problem exists among farmworkers (The Parlier Survey, California Institute for Rural Studies, 1997).
- **Substandard Housing Conditions:** Many farmworkers live in overcrowded conditions and substandard housing, including shacks, illegal garage units, and other structures generally unsuitable for occupancy (The Parlier Survey, 1997).

The majority of farmworkers in Ventura are non-migrant permanent and seasonal laborers. As such, the housing needs of farmworkers are most appropriately addressed through the provision of permanent affordable housing, rather than migrant farm labor camps. Nevertheless, the City recognizes that there is a small migrant farmworker population in Ventura. Currently, the City permits farm employee housing in the Agricultural (A) zoning district, subject to a use permit. Farm employee housing is defined as one or more dwelling units used exclusively to house farmworkers and their families. The site upon which farm employee housing can be developed must be at least 40 acres in area and include an operational agricultural use.

To provide for additional sites for migrant farmworker housing, the City will, as part of this Housing Element update, remove the minimum area threshold of 40 acres and permit farm employee housing in additional zoning districts, subject to a use permit. The Housing Element also establishes a new program to assist in the development of affordable housing for the community's workforce, including farm laborers, retail workers, and service workers, among other lower paying occupations.

### Homeless Persons

The 1990 Census documented 103 homeless persons in Ventura, of which 60 were staying in emergency shelters and 43 were visible in street locations. This is most likely an undercount. It has been widely acknowledged that the methodology used in the 1990 Census to count the number of homeless persons was ineffective, thereby resulting in substantial undercounting of the homeless in many jurisdictions. Two surveys of the homeless in Ventura were completed recently. The Salvation Army's four-month survey conducted between December 2000 and March 2001 documented an unduplicated count of 177 persons served by the organization from Ventura. Another survey completed by Ventura County Homeless and Housing Coalition in February 2001 identified 71 persons who sought shelter one night in February and indicated they "usually live in the City of

Ventura.” These surveys provide some indication of the minimum size of the homeless population in Ventura, but are not intended to be complete counts due to various limiting factors. These surveys, for example, do not include persons at high risk of homelessness, primarily individuals who are temporarily staying with family or friends and may be asked to leave anytime.

Historically, many homeless persons in Ventura congregated in the Ventura and Santa Clara riverbeds. However, due to flood safety concerns, Ventura police officers visit homeless encampments along the Ventura and Santa Clara rivers to encourage homeless persons to move to emergency shelters. Officers provide flyers to these individuals about social services agencies and programs available, and inform them about nearby shelters.

In general, there are three major types of facilities that provide shelter for homeless individuals and families: emergency shelters, transitional housing, and permanent housing. These types of facilities are defined below:

- **Emergency Shelter:** provides overnight shelter and fulfills a client’s basic needs (i.e. food, clothing, medical care) either on-site or through off-site services. The permitted length of stay can vary from one day at a time to two months, depending upon whether the shelter is short-term or long-term.
- **Transitional Housing:** a residence that provides housing for up to two years. Residents of transitional housing are usually connected to rehabilitative services, including substance abuse and mental health care interventions, employment services, counseling and life skills training.
- **Permanent Housing:** refers to permanent housing that is affordable in the community or permanent and service-enriched permanent housing that is linked with on-going supportive services (on-site or off-site) and is designed to allow formerly homeless clients to live at the facility on an indefinite basis.

All three types of facilities are available in Ventura, although many facilities only accept people from a specific sub-population of homeless (e.g. victims of domestic abuse). As summarized in Table V-10, the non-profit homeless facilities and service providers in the City, include the Salvation Army Transitional Living Center, Christopher Place, Our Place-Turning Point Foundation, and the Prototypes Women’s Center.

The Ventura Housing Authority is committed to assisting the homeless. The Housing Authority offers 50 dedicated rental vouchers to homeless persons and families as well as 100 vouchers for those with special needs (such as persons with HIV/AIDS, CalWORKs recipients, emancipated youth etc).

The City also participates in the Ventura County Continuum of Care program to meet the housing and supportive service needs of homeless individuals and families. In addition, the City works with the River-Dweller Aid Intercity Network (RAIN) to provide transitional housing and services to the homeless. RAIN provides transitional housing services to homeless families and individuals throughout the County. The City further participates in the Cold Weather Shelter program to provide needed shelter and services

to individuals during the winter and rainy seasons. Winter shelters are conducted out of National Guard armories and no City permits are required to operate such facilities.

The County's Human Services Agency also offers a motel voucher program, providing temporary assistance to help the homeless and those at risk of homelessness. Between July 2000 and March 2001, the Agency provided short-term motel vouchers to 289 families Countywide. Nearly half (49 percent) of these vouchers were used in the City of Ventura and the maximum stay is 14 days.

While a range of facilities and services to assist the homeless are available in Ventura, a significant gap exists between the need for facilities and the inventory of beds available. The May 2001 Continuum of Care Gaps Analysis estimates the Countywide unmet need, excluding the City of Oxnard, to be 752 emergency shelter beds (299 individuals, 453 persons in families with children), 619 transitional housing beds for 12 to 24 months stays (212 individuals, 407 persons in families), and 390 additional beds with associated supportive housing services and rent subsidies (178 individuals, 212 persons in families). Assuming that this existing unmet need should be shared by each jurisdiction based on proportional share of current employment (17.7 percent), the City of Ventura's existing unmet need is 133 emergency shelter beds, 110 transitional beds, and 69 additional beds with supportive services and rent subsidies. The City is actively working with the Continuum of Care Homeless Task Force to establish a year-round shelter in the City to address the gap in shelter beds.

**Table V-10: Major Homeless Facilities/Providers in Ventura**

Facility/Provider	Capacity	Services
<b>Emergency Shelters</b>		
Coalition Against Household Violence	17 beds	Emergency shelter for women and children.
Interface Children Family Services	6 beds	Prevention, counseling, shelter, treatment, and education programs for abused children, battered women, high-risk and homeless youth and families in crisis.
Our Place–Turning Point Foundation	10 beds	Shelter program for mentally ill adults. Services include meals, showers, laundry facilities, housing referrals, outreach, and assistance in filing for benefits.
<b>Transitional Housing</b>		
Commission on Human Concerns The Goldberg House	5 rooms	Services include access to telephone, mail, food pantry, clothing donations, drop-in center, transportation assistance, and lease assistance.
Salvation Army Transitional Living Center	41 beds	Transitional housing program for homeless families and single women. Services include welfare help and food bags.
Prototypes Women’s Center	6+ beds	Residential facility for pregnant and parenting women recovering from drug and alcohol abuse.
<b>Permanent Housing</b>		
Stephenson’s Place	10 units	Housing with supportive services.
Triplex – Housing Authority	3 units	3 units of permanent affordable housing.
Christopher Place	12 rooms	Housing for persons with HIV/ AIDS.
Housing Authority of the City of Ventura	150 vouchers/ certificates	Rental vouchers/certificates for 50 homeless persons and families, and 100 persons with special needs.

Sources: City of Ventura Planning Division, September 2001;  
Directory of Health and Human Services, Interface Children Family Services, 2000.

***Housing Stock Characteristics***

This section of the Housing Element addresses various housing characteristics and conditions that affect the well-being of City residents. Housing factors evaluated include the following: housing stock and growth, tenure and vacancy rates, age and condition, housing costs, and affordability, among others.

Housing Growth

Between 1980 and 1990, the housing stock in Ventura increased by 22 percent, from 30,627 to 37,343 units. As exhibited in Table V-11, this level of growth was fairly comparable to that Countywide. Since 1990, however, the City has experienced limited

housing growth, with only a 7 percent increase between 1990 and 2000. In comparison, the housing stock grew by 14 percent in Thousand Oaks, which had approximately the same number of housing units as Ventura in 1990.

As of the 2000 Census, Ventura has a total of 39,803 housing units. Residential development activity in Ventura has been limited over the past decade, primarily due to the declining amount of vacant land available as well as the economic recession that spanned the early to mid 1990s. The City’s Residential Growth Management Program (RGMP) has been in effect since it replaced the former Air Quality Management Program and has served to balance housing growth with quality of life issues.

**Table V-11: Housing Growth Trends**

Jurisdiction	1980	1990	2000	1980 – 1990 % Change	1990 – 2000 % Change
Camarillo	14,234	18,730	21,946	+32%	+17%
Oxnard	35,087	41,247	45,166	+18%	+9%
<b>San Buenaventura</b>	30,627	37,343	39,803	+22%	+7%
Santa Paula	7,141	8,062	8,341	+13%	+3%
Thousand Oaks	27,491	37,773	42,958	+37%	+14%
Ventura County	183,384	228,478	251,712	+25%	+10%

Sources: 1980, 1990, 2000 Census.

Housing Type and Tenure

Table V-12 summarizes various characteristics of the housing stock in Ventura. With relatively limited housing growth occurring in the 1990s, the composition of the housing stock in 2000 is essentially the same as that ten years ago. Single-family homes and multi-family dwelling units comprise approximately 64 percent and 30 percent of the housing stock, respectively. Mobile homes account for the remaining 6 percent.

The City’s homeownership rate of 59 percent in 2000 is well below the countywide rate of 68 percent. This relationship remains relatively unchanged from 1990 when the City’s homeownership rate was 56 percent and the County’s was 65 percent, although represents a noticeable increase in homeownership among both jurisdictions.

**Table V-12: Changes in Housing Stock, City of Ventura**

Housing Type	1990		2000	
	No. of Units	% of Total	No. of Units	% of Total
Single-Family	23,655	63%	25,731	64%
Detached	20,082	54%	22,044	55%
Attached	3,573	10%	3,687	9%
Multi-Family	11,540	31%	12,040	30%
2-4 Units	3,583	10%	3,747	9%
5+ Units	7,957	21%	8,293	21%
Mobile Homes	2,148	6%	2,148	6%
Total Units	37,343	100%	39,919	100%
Vacancy Rate	5.18%		3.20%*	

Sources: 1990 Census; State Department of Finance, 2000; \* 2000 Census.

A measure of the availability of and demand for housing is the vacancy rate. As of the 2000 Census, Ventura’s overall vacancy rate was 3.2 percent, slightly lower than the countywide level of 3.4 percent. The City’s rental vacancy rate was especially low at 2.8 percent, well below the “optimal” rate of 5 percent. This low level of vacancy indicates the high demand for and relatively limited supply of rental housing in Ventura.

Table V-13 summarizes the housing units by tenure and bedroom size. This analysis shows that there are 3,639 rental units with three or more bedrooms, greater than the number of large renter households (1,485) in the City. However, many of these rental units are single-family homes and the rents associated with most of them are likely beyond the reach of lower-income large renter households.

**Table V-13: Bedroom Mix of Housing Units by Tenure**

# Bed-rooms	Owner-Occupied Units	Renter-Occupied Units	Vacant Unit	Total
0	100	1,159	105	1,364
1	861	4,623	426	5,910
2	5,469	6,059	779	12,307
3	8,089	2,856	441	11,386
4	4,721	672	154	5,547
5+	688	111	30	829
Total	19,928	15,480	1,935	37,343

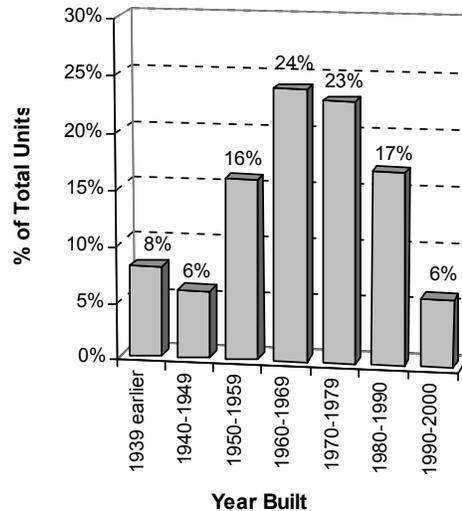
Source: 1990 Census.

Housing Age and Condition

Housing age is an important indicator of housing condition within a community. Like any other tangible asset, housing is subject to gradual deterioration over time. If not properly and regularly maintained, housing can deteriorate and discourage reinvestment, depress neighboring property values and eventually impact the quality of life in a

neighborhood. Thus maintaining and improving housing quality is an important goal for the City.

**Figure V-3: Year Housing Built**



Sources: 1990, 2000 Census.

Figure V-3 above provides a breakdown of the housing stock by year built. As of 2000, 54 percent of housing units in Ventura are over 30 years old and 14 percent are over 50 years old. A general rule in the housing industry is that structures older than 30 years begin to show signs of deterioration and require reinvestment. Unless properly maintained, homes older than 50 years require major renovations to remain in good working order. The greatest concentrations of older homes are located in the western and central portions of the City. These areas are therefore likely to have the greatest rehabilitation needs.

A growing concern in Ventura is that some landlords lack the incentive to maintain or improve their rental properties because of the strong housing market and the high demand for apartments in particular. More aggressive code enforcement or inspection efforts may be necessary to ensure the quality of the rental housing stock. The City currently administers a Housing Code Enforcement program that aims to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards. When violations are identified or cited, staff encourage property owners to seek assistance through the Housing Preservation Loan Program administered by the Housing Authority. This program offers a low-interest loan to owners of single-family homes and multi-family developments of up to four units.

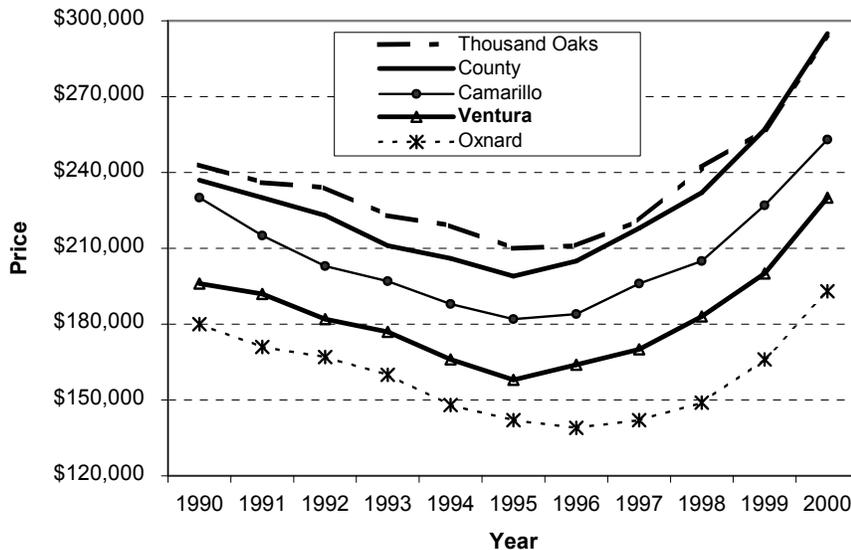
Housing Costs and Affordability

The cost of housing is directly related to the extent of housing problems in a community. If housing costs are relatively high in comparison to household income, there will be a correspondingly higher prevalence of overpayment and overcrowding. This section summarizes the cost and affordability of the housing stock to Ventura residents.

Sales and Rental Survey

Figure V-4 shows the median home price in Ventura and neighboring communities between 1990 and 2000. Like most cities in the County, the median home price in Ventura has risen over the past five years after being on the decline during the economic recession in the early to mid-1990s. As of 2000, the median sales price of new and existing single-family homes and condominiums in Ventura was \$230,000, about 28 percent lower than the countywide median of \$295,000. As was the case historically, the median home price in Ventura is higher than that in Oxnard, but lower than that in Camarillo and Thousand Oaks.

**Figure V-4: Median Home Prices**



Source: Ventura 2001 Economic Outlook, UCSB.

Table V-14 provides a summary of sales and rental prices for housing in Ventura. During 2000, 1,152 single-family homes were sold in Ventura, the majority (872) of which were three- or four-bedroom units. These sales include the resale of existing homes as well as sales of new homes. The median price for a single-family home was \$239,000 for a two-bedroom unit, \$250,000 for a three-bedroom unit, and \$295,000 for a four-bedroom unit. A recent (mid-2001) field survey of new residential subdivisions in Ventura indicates that most homes are in the high \$200,000s to mid \$300,000s price range.

Condominiums provide a slightly lower cost homeownership alternative in Ventura. During 2000, 521 condominium or townhome units were sold, comprising approximately 31 percent of all units sold. The median price of a condominium varied from \$144,000 for a one-bedroom unit to \$178,000 for a unit with three bedrooms.

Apartment rents vary by location as well as the quality and amount of amenities. According to the Dyer Sheehan Group (January 2001), a real estate consulting firm based in Ventura, the average rents for apartment units in the City were as follows: \$666 for a studio, \$879 for a one-bedroom unit, \$1,146 for a two-bedroom unit, and \$1,046 for a three-bedroom unit. Like home prices, rent levels have risen steadily since the late 1990s, reflecting both the high demand and limited supply of apartments. Rental data were collected through a survey of 32 apartment complexes, ranging in size from 10 to 400 units. Only 15 percent of the rental units surveyed have three bedrooms.

**Table V-14: Market Home Sales and Apartment Rents**

Housing Type	Bed-rooms	Units Sold	Range	Median	Average
<b>Homes<sup>1</sup></b>	1	17	\$105,000 - \$475,000	\$175,500	\$233,618
	2	215	\$71,500 - \$909,000	\$239,000	\$257,909
	3	496	\$54,000 - \$1,555,000	\$250,000	\$278,600
	4	376	\$60,000 - \$1,380,000	\$295,000	\$327,054
	5+	48	\$100,000 - \$1,220,000	\$331,000	\$358,939
<b>Condos<sup>1</sup></b>	1	9	\$88,500 - \$218,500	\$144,000	\$137,444
	2	337	\$65,000 - \$2,616,000	\$149,000	\$194,218
	3	171	\$96,500 - \$382,500	\$178,000	\$184,649
	4	4	\$120,000 - \$154,000	\$143,000	\$140,000
	<b>Bdrms.</b>	<b>Units in Survey</b>	<b>Range</b>	<b>Median</b>	<b>Average</b>
<b>Rentals<sup>2</sup></b>	Studio	193	\$585 - \$750	N/A	\$666
	1	1,277	\$625 - \$1,800	N/A	\$879
	2	1,368	\$693 - \$3,000	N/A	\$1,146
	3	192	\$868 - \$3,100	N/A	\$1,046

Source: <sup>1</sup> Dataquick (2001); <sup>2</sup> Dyer Sheehan Group, Inc. (2001).

The Dyer Sheehan Group also indicates that the rental vacancy rate has been very low in recent years. The average vacancy rate (in January) was 1.04 percent in 1999, 2.16 percent in 2000, and 2.15 percent in 2001. These levels of vacancy are all lower than that reported by the 2000 Census (2.8 percent).

Housing Affordability

Housing affordability can be inferred by comparing the cost of renting or owning a home in Ventura with the maximum affordable housing costs to households that earn different

income levels. Taken together, this information can indicate who can afford what size and type of housing as well as the type of households that would likely experience overcrowding or overpayment.

The federal Department of Housing and Urban Development (HUD) conducts annual household income surveys nationwide, including Ventura County, to determine the maximum affordable payments of different households and their eligibility for federal housing assistance. In evaluating affordability, it should be noted that the maximum affordable price refers to the maximum amount that could be paid by households in the top of their respective income category. Households in the lower end of each category (e.g. 25 percent of MFI) will experience some level of overpayment.

Table V-15 below shows the annual income for very low, low, and moderate-income households by household size and the maximum affordable housing payment based on the federal standard of 30 percent of household income. Standard housing costs for utilities, taxes, and property insurance are also shown. From these income and housing cost figures, the maximum affordable home price and rent is determined.

**Table V-15: Housing Affordability Matrix (2001)**

Income Group	Income Levels		Housing Costs		Maximum Affordable Price*	
	Annual Income	Affordable Payment	Utilities	Taxes & Insurance	Ownership	Rental
<b>Very Low</b>						
One Person	\$25,150	\$629	\$50	\$200	\$63,254	\$579
Small Family	\$32,300	\$808	\$100	\$250	\$76,406	\$708
Large Family	\$38,750	\$969	\$150	\$300	\$86,636	\$819
<b>Low</b>						
One Person	\$36,750	\$919	\$50	\$200	\$111,687	\$869
Small Family	\$47,250	\$1,181	\$100	\$250	\$138,826	\$1,081
Large Family	\$56,700	\$1,418	\$150	\$300	\$161,581	\$1,268
<b>Moderate</b>						
One Person	\$60,300	\$1,508	\$50	\$200	\$210,013	\$1,458
Small Family	\$77,550	\$1,939	\$100	\$250	\$265,335	\$1,839
Large Family	\$93,050	\$2,326	\$150	\$300	\$313,350	\$2,176

**Notations:**

1. Small Family = 3 persons; Large Family = 5 persons
2. Monthly affordable rent based upon payments of no more than 30% of household income
3. Property taxes and insurance costs are estimated based on averages for the region.
4. Affordable home price is based on down payment of 10%, annual interest of 7%, a 30-year mortgage and monthly payment of 30% of gross household income.

*Affordability by Household Income*

The previous Table showed the maximum amount that a household can pay for housing each month without exceeding the 30 percent income-housing cost threshold for

overpayment. This amount can be compared to current housing prices (Table V-14) to determine what types of housing opportunities a household can afford.

**Very Low-Income Households:** Very low-income households earn 50 percent or less of the County median family income-between \$25,150 for a one-person household and \$38,750 for a five-person household. Given the high costs of single-family homes and condominiums in Ventura, very low-income households are limited to rental housing.

Average apartment rents in Ventura are as follows: \$666 for a studio, \$879 for a one-bedroom unit, \$1,146 for a two-bedroom unit, and \$1,046 for a three-bedroom apartment. After deductions for utilities, a very low-income household can only afford to pay \$579 to \$819 in rent per month, depending on household size. In practical terms, this means that a one-person household cannot afford an average priced studio without overpaying. A large family (five or more persons) would have to overpay to live in an adequately sized rental unit. Thus it is not surprising that a significant number of very low-income households are on the waiting list for government housing assistance, including public housing and the Section 8 rental assistance program.

**Low-Income Households:** Low-income households earn 51 percent to 80 percent or less of the County's median family income – between \$36,750 for a one-person household and \$56,700 for a five-person household. The maximum affordable home price for a low-income household ranges from \$111,687 to \$161,581. Based on the sales data presented in Table V-14, low-income households cannot afford the median sales price for a single-family home in the City, regardless of size. However, condominiums do offer an affordable homeownership option to low income households.

After deductions for utilities, a low-income household can afford to pay \$869 to \$1,268 in rent per month, depending on family size. A one-person household can afford a studio apartment, although the supply of such units may be limited. Small families would most likely overpay for an adequately sized (two or more bedrooms) apartment. Large families can afford some three-bedroom units. However, these units are limited in supply and such families will likely overpay or double up to afford housing in the community.

**Moderate-Income Households:** Moderate-income households earn 81 percent to 120 percent of the County's median family income – between \$60,300 to \$93,050 depending on household size. The maximum affordable home price for a moderate-income household is \$210,013 for a one-person household, \$265,335 for a small family, and \$313,350 for a five-person family. One-person households and small families can theoretically afford a limited number of two- to three-bedroom single-family homes and most condominiums available on the market. Large families should be able afford a few three- and four-bedroom homes. However, the down payment and closing costs may prevent many of these households from achieving homeownership. With a maximum affordable rent payment of between \$1,778 and \$2,669 per month, moderate-income households can afford the majority of the apartment units listed for rent.

### Assisted Housing At-Risk of Conversion

Existing housing that receives governmental assistance is often a significant source of affordable housing in many communities. Because of its significance, this section identifies publicly assisted rental housing in Ventura, evaluates the potential of such housing to convert to market rates during a ten-year planning period (January 2000 to July 2010), and analyzes the cost to preserve those units. Resources for preservation/replacement of these units and housing programs to address their preservation are described in Section 4 of the Housing Element Technical Report.

Table V-16 is an inventory of publicly assisted rental housing projects in Ventura. A total of 473 assisted rental units are provided within eleven developments, including units assisted through a variety of federal, State, and local government programs. These programs include HUD Section 8 (project-based), Section 236, Section 202, HOME, bond financing, low-income housing tax credits, and local redevelopment agency (RDA) set-aside funds for housing. In addition to the projects listed below, the Ventura Housing Authority manages 716 public housing units for very low-income families, seniors, and persons with special needs. The public housing stock is not at risk of conversion because the Housing Authority is charged with providing the units to very low-income households in the community.

**Table V-16: Inventory of Publicly Assisted Rental Housing**

<b>Project Name</b>	<b>Total Units</b>	<b>Affordable Units</b>	<b>Household Type</b>	<b>Funding Source(s)</b>	<b>Earliest Expiration of Affordability</b>
Ventura Terrace	130	97	Family	Section 8; Section 236(j)(1)	March 2002 (At Risk)
Bell Way Apartments	11	11	Family	Tax Credits	December 2004 (At Risk)
Garden Estates	48	48	Family	Tax Credits; RDA	December 2005; 2013 (At Risk)
Silvercrest-Ventura	75	74	Elderly/Disabled	Section 8; Section 202	July 2011 (Not At Risk)
Kalorama Apartments	24	24	Family	HOME	2014 (Not At Risk)
Rose Garden	14	14	Senior	Housing Authority; RDA; CDBG	2019 (Not At Risk)
Casa de Anza	14	14	Singles/Family	HOME; RDA	Post 2010 (Not At Risk)
Pelican Point	400	80	Family	Multi-Family Bond Finance;	Post 2010 (Not At Risk)
Olive Street Apartments	4	4	Family	RDA	Post 2010 (Not At Risk)
Cypress Meadows	104	104	Senior	Tax Credits	Post 2010 (Not At Risk)
Triplex	3	3	Family	HOME	Post 2010 (Not At Risk)

Sources: Planning Division, City of Ventura, 2001; California Housing Partnership Corporation, 2001.

### Loss of Assisted Housing

Affordability covenants and deed restrictions are typically used to maintain the affordability of publicly assisted housing, ensuring that these units are available to lower- and moderate-income households in the long term. Over time, the City may face the risk of losing some of its affordable units due to the expiration of covenants and deed restrictions. As the relatively tight housing market continues to put upward pressure on market rents, property owners are more inclined to discontinue public subsidies and convert the assisted units to market-rate housing.

According to a risk assessment conducted by the California Housing Partnership Corporation (CHPC), one federally assisted project is at risk of conversion to complete market-rate housing: the 130-unit Ventura Terrace project, which provides 97 affordable units. Ventura Terrace was preserved previously, but is again determined to be at risk because its project-based Section 8 contract expires in 2002. The only other federally

assisted project, Silvercrest Ventura, is not at risk of conversion during the planning period because the project is owned by a non-profit organization and its affordability control expires after 2010. CHPC also identified two tax credit projects that are at high risk of conversion: the 11-unit Bell Way Apartments and 48-unit Garden Estates. The tax credit-related affordability controls on the two projects end in 2004 and 2005, respectively.

The following analysis describes and evaluates preservation and replacement options for the Ventura Terrace, Bell Way Apartments, and Garden Estates projects.

#### Preservation and Replacement Options

To maintain the existing affordable housing stock, the City must either preserve the existing assisted units or facilitate the development of new units. Depending on the circumstances of at-risk projects, different options may be used to preserve or replace the units. Preservation options typically include: 1) transfer of project to non-profit ownership; 2) provision of rental assistance to tenants using non-federal funding sources; and 3) purchase of affordability covenants. In terms of replacement, the most direct option is the development of new assisted multi-family housing units. These options are described below.

**Transfer of Ownership:** Transferring ownership of an at-risk project to a non-profit housing provider is generally one of the least costly ways to ensure that the at-risk units remain affordable for the long term. By transferring property ownership to a non-profit organization, low-income restrictions can be secured indefinitely and the project would become potentially eligible for a greater range of governmental assistance. This preservation option is a possibility for all three at-risk projects development, which are owned by for-profit owners. Because it is not possible to only acquire the 97 total affordable units in Ventura Terrace, the estimated market value is calculated for all 130 units in the project, plus the 59 total units in Bell Way Apartments and Garden Estates (see Table V-17).

Current market value for the units is estimated on the basis of the project's potential annual income, and operating and maintenance expenses. As indicated below, the estimated market value of all three projects is \$19.9 million.

**Table V-17: Market Value of At-Risk Projects**

Project Information	Ventura Terrace	Bell Way Apartments	Garden Estates	Total
1-bedroom Units	30	0	0	30
2-bedroom Units	100	0	48	148
3-bedroom Units	0	11	0	11
Total Units	130	11	48	189
Annual Operating Cost	\$452,800	\$48,576	\$179,904	\$681,280
Annual Gross Income	\$1,691,640	\$138,072	\$660,096	\$2,489,808
Net Annual Income	\$1,238,840	\$89,496	\$480,192	\$1,808,528
Estimated Market Value	\$13,627,240	\$984,456	\$5,282,112	\$19,893,808

Market value for project is estimated with the following assumptions:

1. Average market rent is \$879 for a one-bedroom unit, \$1,146 for a two-bedroom unit, and \$1,046 for a three-bedroom unit (*Source: Dyer Sheehan, January 2001*).
2. Average unit size is 650 square feet for a one-bedroom unit, 937 square feet for a two-bedroom unit, and 1,104 square feet for a three-bedroom unit (*Source: Dyer Sheehan, January 2001*).
3. Vacancy rate is assumed at 0% as all three projects are currently fully occupied.
4. Annual operating expenses per square foot is estimated to be \$4.00.
5. Market value = Annual net project income x multiplication factor.
6. Multiplication factor for a building in moderate condition is 11.

**Rental Assistance:** Rental subsidies using non-federal (State, local or other) funding sources can be used to maintain affordability of the 97 at-risk affordable units. These rent subsidies can be structured to mirror the federal Section 8 program. Under Section 8, HUD pays the difference between what tenants can pay (defined as 30 percent of household income) and what HUD estimates as the fair market rent (FMR) on the unit. In Ventura County, the fair market rent (2001) is determined to be \$773 for a one-bedroom unit, \$978 for a two-bedroom unit, and \$1,301 for a three-bedroom unit.

The feasibility of this alternative is highly dependent upon the availability of non-federal funding sources necessary to make rent subsidies available and the willingness of property owners to accept rental vouchers if they can be provided. As indicated in Table V-18, the total cost of subsidizing the rents at all 156 at-risk units is estimated at \$61,889 per month or \$741,662 annually.

**Table V-18: Rental Subsidies Required**

Unit Size	Total Units <sup>1</sup>	Fair Market Rent	Household Size	Very Low Income (50% AMI) <sup>2</sup>	Affordable Cost – Utilities <sup>3</sup>	Monthly Per Unit Subsidy	Total Monthly Subsidy
1-br	30	\$773	1	\$25,150	\$629	\$244	\$7,328
2-br	115	\$978	2	\$28,700	\$718	\$411	\$47,208
3-br	11	\$1,301	3	\$32,300	\$808	\$669	\$7,354
<b>Total</b>	<b>156</b>						<b>\$61,889</b>

1. Of the 97 assisted units in Ventura Terrace, 30 are one-bedroom units and 67 are two-bedroom units. All of the assisted units in Bell Way Apartments are three-bedroom units and all of the units in Garden Estates are two-bedroom units.
2. Fair Market Rent (FMR) is determined by HUD. In Ventura County, the FMR is \$773 for a one-bedroom unit, \$978 for a two-bedroom unit, and \$1,301 for a three-bedroom unit.
3. 2001 Area Median Household Income (AMI) limits set by HUD. In Ventura County, the area median income limit for a very low-income household is \$25,150 for a one-person household, \$28,700 for a two-person household, and \$32,300 for a three-person household.
4. Affordable cost = 30% of household income minus estimated utility allowance of \$100 for a one-bedroom unit, \$150 for a two-bedroom unit, and \$175 for a three-bedroom unit.

**Purchase of Affordability Covenants:** Another option to preserve the affordability of the at-risk project is to provide an incentive package to the owner to maintain the project as affordable housing. Incentives could include writing down the interest rate on the remaining loan balance, and/or supplementing the Section 8 subsidy received to market levels. The feasibility of this option depends on whether the complex is too highly leveraged. By providing lump sum financial incentives or on-going subsidies in rents or reduced mortgage interest rates to the owner, the City can ensure that some or all of the units remain affordable.

**Construction of Replacement Units:** The construction of new low-income housing units is a means of replacing the at-risk units should they be converted to market-rate units. The cost of developing housing depends upon a variety of factors, including density, size of the units (i.e. square footage and number of bedrooms), location, land costs, and type of construction. Assuming an average construction cost of \$100,000 per unit, it would cost approximately \$15.6 million (excluding land costs) to construct 156 new assisted units. Including land costs, the total costs to develop replacement units will be significantly higher.

**Cost Comparisons:** Given it is owned by a for-profit owner, there is a possibility that Ventura Terrace will convert to a fully market-rate housing development. The above analysis attempts to estimate the cost of preserving the at-risk units under various options. The cost of acquiring the projects and transferring ownership to non-profit organizations is high (\$19.9 million). In comparison, the annual costs of providing rental subsidies

required to preserve the 134 assisted units are relatively low (\$742,662). However, long-term affordability of the units cannot be ensured in this manner. The option of constructing 156 replacement units is costly (\$15.6 million, excluding land costs) and constrained by a variety of factors, including growing scarcity of land, rising land costs, and potential community opposition. The best option to preserve the at-risk units appears to be the purchase of affordability covenants. This option would likely require the participation of the Ventura Redevelopment Agency and the use of its set-aside funds.

### ***Regional Housing Needs***

State law requires all regional councils of governments, including the Southern California Association of Governments (SCAG) to determine the existing and projected housing need for its region (Government Code Section 65580 et. seq.) and determine the portion allocated to each jurisdiction within the SCAG region. This is called the Regional Housing Needs Assessment (RHNA) process.

### ***Existing Housing Needs***

A continuing priority of communities is enhancing or maintaining their quality of life. A key measure of quality of life in a community is the extent of “housing problems.” The federal Department of Housing and Urban Development (HUD) and SCAG have developed an existing needs statement that details the number of households that are paying too much for housing (overpayment) and/or are living in overcrowded conditions (overcrowding). These terms are defined by HUD as follows:

- **Overcrowding:** Refers to a housing unit which is occupied by more than one person per room, excluding kitchens, bathrooms, hallways, and porches.
- **Overpayment:** Refers to a household paying 30 percent or more of its gross income for rent (either mortgage or rent), including costs for utilities, property insurance, and real estate taxes.

According to SCAG 1998 projections (based on the 1990 Census), 14,125 households in Ventura experience some type of housing problem, representing 38 percent of the City’s total households. Table V-19 below details the extent of housing problems by tenure. Renters are typically more likely to live in overcrowded conditions or overpay for housing. In Ventura, about half of all renters experience some type of housing problem. Specifically, 10 percent of renters live in overcrowded housing and 48 percent overpay for housing. The issues of overcrowding and overpayment are further examined in the following discussions.

**Table V-19: Housing Problems by Tenure - 1998**

Condition	Renters		Owners		Total	
	Number	% of Renter Households	Number	% of Owner Households	Number	% of All Households
Overcrowding	1,725	10%	472	2%	2,197	6%
Overpayment	7,956	48%	5,658	27%	13,614	36%
Housing Problems	8,389	51%	3,889	27%	14,125	38%

Source: Southern California Association of Governments (SCAG), 1998.

Overcrowding

Overcrowding occurs when housing costs are so high relative to income that families “double or triple” up to devote income to other basic needs of food and medical care. Overcrowding also tends to result in accelerated deterioration of homes, a shortage of street parking, increased strain on public infrastructure, and additional traffic. Therefore, maintaining a reasonable level of occupancy and alleviating overcrowding are critical to enhancing the quality of life in the community.

According to SCAG, a total of 2,197 Ventura households lived in overcrowded conditions in 1998, representing approximately 6 percent of all households. Of these households, 1,725 (79 percent) were renters and 472 (21 percent) were owners. Approximately 10 percent of renters and 2 percent of Ventura households were overcrowded. Countywide, 19 percent of renters and 6 percent of owners lived in overcrowded conditions, indicating that overcrowding is a much less significant problem in the City.

Overcrowding rates vary significantly by income, type, and size of household. Generally, lower-income households and large families experience a disproportionate share of overcrowding, which is also the case in Ventura. Large family renter households in the City have an overcrowding rate of 49 percent (Table V-20). Lower-income large families have a particularly high overcrowding rate (53 percent). Given that large rental units are generally not affordable to lower-income large household renters, and that the majority of large homes (three or more bedrooms) are out of reach for low-income families, the level of overcrowding will likely remain high for large families.

**Table V-20: Household Overcrowding Profile**

<b>Family Type</b>	<b>All Households</b>	<b>Owner Households</b>	<b>Renter Households</b>	<b>Lower Income Households</b>
Total	6%	2%	10%	9%
Seniors	0%	0%	0%	0%
Small Families	5%	1%	10%	11%
Large Families	32%	16%	49%	53%
Others	2%	0%	2%	2%

Sources: Southern California Association of Governments (SCAG), 1998; Comprehensive Housing Affordability Strategy (CHAS), 1994.

Overpayment

Housing overpayment occurs when housing costs increase faster than income. As is the case throughout Southern California, it is not uncommon to overpay for housing in Ventura. However, to the extent that overpayment is often disproportionately concentrated among the most vulnerable members of the community, maintaining a reasonable level of housing cost burden is an important contributor to quality of life.

Housing overpayment is a significant and growing problem in Ventura County, where many households pay a substantial portion of their income for housing. The problem is particularly severe for renters. According to SCAG, a total of 13,614 Ventura households overpaid for housing in 1998, representing 36 percent of all households. Of these households, 7,956 (58 percent) were renters and 5,658 (42 percent) were owners. Approximately 48 percent of renters and 27 percent of owners overpaid for housing. It is anticipated that the 2000 Census will show that the level of overpayment has increased over the past decade for both renters and owners.

Housing overpayment also varies significantly by household income, type and size. Senior renters are especially vulnerable, with 67 percent of such households overpaying for housing. Approximately 64 percent of all lower-income households overpay for housing. Both lower-income small and large families experience high levels of overpayment, at 77 percent and 67 percent, respectively. Table V-21 summarizes the prevalence of overpayment by household type and size.

**Table V-21: Household Overpayment Profile**

<b>Family Type</b>	<b>All Households</b>	<b>Owner Households</b>	<b>Renter Households</b>	<b>Lower Income Households</b>
Total	36%	27%	48%	64%
Seniors	30%	18%	67%	47%
Small Families	36%	30%	45%	77%
Large Families	39%	33%	47%	67%
Others	41%	40%	42%	75%

Sources: Southern California Association of Governments (SCAG), 1998;  
 Comprehensive Housing Affordability Strategy (CHAS), 1994.

Future Housing Need

Future housing need refers to the share of the region’s housing need that has been allocated to a community. The State Department of Housing and Community Development (HCD) supplies a regional housing goal number to SCAG, which is then broken into four income categories. SCAG is then mandated to distribute the numbers to jurisdictions in the region by income categories. These target numbers are the minimum number of housing units a community is required to provide adequate sites through zoning and is one of the primary threshold criteria necessary to achieve State HCD approval of Housing Element.

In allocating the region’s future housing needs to jurisdictions, SCAG is required to take the following factors into consideration pursuant to Section 65584 of the State Government Code:

- Market demand for housing
- Employment opportunities
- Availability of suitable sites and public facilities
- Commuting patterns
- Type and tenure of housing
- Loss of units in assisted housing developments
- Over-concentration of lower-income households
- Geological and topographical constraints

SCAG calculates future housing needs based upon household growth forecasts provided by communities. Once household growth is determined, SCAG makes an adjustment to allow for a sufficient number of units needed for normal vacancies and replacements for demolitions and conversions. The vacancy and demolition calculations are based upon average rates developed for the Ventura Council of Governments (VCOG), which includes all jurisdictions in Ventura County. After construction need is determined, SCAG applies a “fair share” formula to determine the number of housing units to be affordable at different income levels. The fair share calculation is performed to meet the State mandate to reduce the disproportionate concentration of lower-income households

in any one community and ensure that each city shares in the region’s need for affordable housing.

The existing income distribution of a community determines its fair share adjustment. SCAG uses household income data from the 1990 Census to assign households to four State-specified income groups, defined by household income as a percentage of the regional (County) median. The four income groups are: very low income (defined as below 50 percent of the County median), low (51 to 80 percent), moderate (81 to 120 percent), and above moderate (over 120 percent).

As indicated in Table V-22, Ventura’s share of regional future housing needs or its Regional Housing Needs Allocation (RHNA) is a total of 1,950 units for the 1998 to 2005 period. The income composition of these units is also provided as part of the RHNA.

**Table V-22: Ventura’s Share of Regional Housing Needs**

<b>Income Group</b>	<b>RHNA Allocation</b>	<b>Percent of Total RHNA Allocation</b>
Very Low	488	25%
Low	272	14%
Moderate	354	18%
Above Moderate	836	43%
Total	1,950	100%

Source: Southern California Association of Governments (SCAG), 2000.

As previously stated, the City’s Housing Element must demonstrate the availability of sufficiently zoned land to meet these planning targets. Zoning to meet the needs of lower and moderate-income households must be of sufficient density and with reasonable development standards to facilitate development affordable to these groups. Fulfillment of this test of zoning and development standards constitutes the provision of “adequate sites” to address the RHNA.

***Coastal Zone Housing***

California Government Code (Section 65588) requires that the Housing Element update take into account any low- or moderate-income housing provided or required in the coastal zone pursuant to Section 65590 (the Mello Act). State law requires that jurisdictions monitor the following:

- Number of new housing units approved for construction in the coastal zone;
- Number of housing units for low- or moderate-income households required to be provided in new housing within the coastal zone or within three miles;
- Number of existing housing units occupied by low- or moderate-income households that have been authorized for demolition or conversion since January 1, 1982; and

- Number of housing units for low- and moderate-income households required for replacement or authorized to be converted or demolished and their location.

The City’s 1994 Housing Element provides the following information on housing in the coastal zone for the period between January 1, 1982 and January 1, 1991:

- Number of new units approved for construction: 179
- Number of new units for low- and moderate-income households required to be provided either within the coastal zone or within three miles of it: 92
- Number of units occupied by low- and moderate-income households and authorized to be demolished or converted: 109
- Number of units for low- and moderate-income households required either within the coastal zone or within three miles of it in order to replace those demolished or converted: 92

According to the City’s 1994 Housing Element, the City met the replacement requirement of 92 units through the provision of 94 new affordable units in four projects, including 23 units for very low-income households, 19 for low-income households, and 52 for moderate-income households.

Table V-23 documents residential development activity in Ventura’s coastal zone since January 1991, including the number of affordable housing units built in the City within three miles of the coastal zone. The level of development activity was determined by examining City/County Housing Change Reports, which are prepared monthly to monitor the number of housing units added or subtracted from the City’s housing stock.

**Table V-23: Ventura’s Coastal Zone Residential Development,  
January 1991 to January 2002**

Location	Units Demolished	New Units Built	Demolished Units to be Rebuilt	Units Rebuilt	Net Units	
					Total Units*	Affordable Units**
Within Coastal Zone	10	51	6	6	41	14
Within 3 miles of Coastal Zone	34	499	7	53	511	104
Total	44	550	13	59	552	118

Source: City of Ventura Planning Division, February 2002.

\* Total Net Units = New Units Built + Units Rebuilt – Units Demolished – Demolished Units to be Rebuilt

\*\* Affordable units include units for very low, low, and moderate-income households.

Since January 1991, a total of 118 new deed-restricted affordable units have been built in the coastal zone or within a three-miles radius. This number exceeds the number of units demolished (10) in the in the coastal zone during this time frame, as well as within the three-mile radius (34). (Units demolished include both market-rate and deed-restricted affordable units.) Affordable housing projects completed in the coastal zone since 1991 include:

- Rose Garden (14 apartment units for very low-income seniors);
- Weston Phases V to IX (90 condominium/apartment units for moderate-income households); and
- Casa De Anza (14 apartment units for very low-income households).

The City has therefore complied with the requirements of the Mello Act. To ensure continued compliance, the City will continue to monitor residential development activities in its coastal zone.

**3. Housing Constraints**

The provision of adequate and affordable housing opportunities is an important goal of the City. However, there are a variety of factors that can work to encourage or constrain the development, maintenance, and improvement of the housing stock in Ventura. These include market mechanisms, government codes, and physical and environmental constraints. This section addresses potential market, governmental, and environmental constraints to housing in Ventura.

**Market Constraints**

Land costs, construction costs, and market financing contribute to the cost of housing reinvestment and production. Although many constraints are driven by market

conditions, jurisdictions have some leverage in instituting policies and programs to address these constraints.

### Development Costs

Construction costs vary widely according to the type of development, with multi-family housing generally less expensive to construct than single-family homes. However, there is wide variation within each construction type, depending on the size of unit and the number and quality of amenities provided, such as fireplaces, swimming pools, and interior fixtures among others. According to the Construction Industry Research Board, typical single-family residential construction costs range from approximately \$60 to \$90 per square foot. The average cost of multi-family construction runs from \$50 to \$85 per square foot. These costs are exclusive of the costs of land and soft costs, such as entitlements, financing, etc.

A reduction in amenities and the quality of building materials (above a minimum acceptability for health, safety, and adequate performance) could result in lower sales prices. In addition, prefabricated factory-built housing may provide for lower priced housing by reducing construction and labor costs. Another factor related to construction costs is the number of units built at one time. As the number increases, overall costs generally decrease as builders can benefit from the economies of scale.

Another key component is the price of raw land and any necessary improvements. The diminishing supply of residential land combined with a high demand for such development keeps land costs high in most Ventura County communities. Based on recent (2001) sales information, land costs for improved residential parcels within the City of Ventura are estimated to range from \$13 to \$20 per square foot for a single-family lot and from \$15 to over \$20 per square foot for a multi-family property. Land write-downs are a tool used by redevelopment agencies to support the development of affordable housing on agency-owned/acquired property in exchange for affordability controls.

### Mortgage and Rehabilitation Financing from Lending Institutions

The availability of financing affects a person's ability to purchase or improve a home. Under the Home Mortgage Disclosure Act (HMDA), lending institutions are required to disclose information on the disposition of loan applications by the income, gender, and race of the applicants. This applies to all loan applications for home purchases and improvements, whether financed at market rate or with government assistance.

Tables V-24 and V-25 summarize the disposition of loan applications submitted to financial institutions for home purchase and home improvement loans within the City of Ventura. Included is information on the percentage of loans that are "approved" and "denied" by applicants of different income levels. The status of "other" loans indicate loan applications that were neither approved nor denied, but were not accepted by the applicant, or those applications that were withdrawn by the applicant.

Home Purchase Loans

In 1999, a total of 2,660 households applied for conventional loans to purchase homes in Ventura. About 40 percent of the loan applicants were upper-income (120 percent or more of County median family income or MFI) households. Moderate-income (81 to 120 percent of MFI) and lower-income (<80 percent of MFI) households accounted for 30 percent and 24 percent of loan applicants, respectively. The overall loan approval rate was 76 percent. As expected, the approval rates for home purchase loans varied by household income, though not dramatically. The approval rate was 73 percent for lower-income households, 75 percent for moderate-income households and 81 percent for upper-income households.

A total of 379 applications were submitted for the purchase of homes in Ventura through government-backed loans (e.g. FHA, VA). To be eligible for such loans, residents must meet the established income standards. Not surprisingly, the vast majority (83 percent) of applicants for government-backed loans were lower- or moderate-income households. The overall loan approval rate was 83 percent. Over 80 percent of government-backed loan applications were approved for each of the three income categories.

**Table V-24: Disposition of Home Purchase Loans**

Applicant Income	Conventional Loans				Government-Backed Loans			
	Total	Approved	Denied	Other	Total	Approved	Denied	Other
Lower	640	73%	15%	12%	198	82%	8%	10%
Moderate	807	75%	12%	14%	119	87%	6%	7%
Upper	1,085	81%	7%	12%	53	85%	11%	4%
N.A.*	128	55%	16%	28%	9	33%	22%	44%
Total	2,660	76%	11%	13%	379	83%	8%	9%

Source: Home Mortgage Disclosure Act (HMDA) data, 1999.

N.A. Loan applicants who chose not to disclose their income.

Home Improvement Loans

A total of 421 Ventura households applied for home improvement loans in 1999. Approximately 90 percent of these applications (380) were for conventional loans, with the remaining 10 percent (41) for government-backed loans. For conventional home improvement loans, the overall approval rate was 74 percent, just slightly below the rate for conventional home purchase loans (76 percent). Upper-income households accounted for the largest share of loan applicants (35 percent), followed by moderate-income (31 percent) and lower-income households (26 percent). Among the three income groups, moderate-income households had the highest approval rate at 77 percent, while lower-income households had the lowest rate at 66 percent.

For government-backed home improvement loans, the approval rate was 46 percent overall and varied significantly by income. Over 70 percent of loan applications from moderate-income households were approved, as compared to 29 percent and 45 percent

for lower-income and upper-income households, respectively. This wide variation is due in part to the limited number of applications (41).

**Table V-25: Disposition of Home Improvement Loans**

Applicant Income	Conventional Loans				Government-Backed Loans			
	Total	Approved	Denied	Other	Total	Approved	Denied	Other
Lower	99	66%	25%	9%	14	29%	57%	14%
Moderate	117	77%	16%	7%	14	71%	29%	0%
Upper	134	74%	16%	10%	11	45%	45%	9%
N.A.	30	93%	7%	0%	2	0%	100%	0%
Total	380	74%	18%	8%	41	46%	46%	7%

Source: Home Mortgage Disclosure Act (HMDA) data, 1999.

N.A. Loan applicants who chose not to disclose their income.

To address potential private market lending constraints and expand homeownership and home improvement opportunities, the City of Ventura offers and/or participates in a variety of programs. These include the Homebuyer Assistance Program and Mortgage Credit Certificates (MCC) as well as rehabilitation programs for single-family homes and rental properties. Such programs assist lower- and moderate-income residents by increasing access to favorable loan terms to purchase or improve their homes. The Housing Plan section of the Housing Element provides more detailed information on the type and extent of programs available.

### ***Governmental Constraints***

Local policies and regulations can impact the price and availability of housing and in particular, the provision of affordable housing. Land use controls, site improvement requirements, fees and exactions, permit processing procedures, and various other issues may present constraints to the maintenance, development and improvement of housing. This section discusses potential governmental constraints in Ventura.

Ventura's current Land Use Element was adopted in 1989. The City is in the process of updating the Land Use Element, along with the entire Comprehensive Plan, as well as evaluating the Zoning Regulations. As this process is not anticipated to be completed until early 2004, the following analysis of potential government constraints is based on the current Comprehensive Plan and Zoning Regulations. The Housing Element will develop recommendations as appropriate to address identified constraints, which will then be addressed in the Comprehensive Plan and, if deemed necessary, the Zoning Regulations to follow.

### **Land Use Controls**

The Land Use Element sets forth the City's policies for guiding local land use development. These policies, together with existing zoning regulations, establish the amount and distribution of land allocated for different uses. As summarized in Table V-26, the Land Use Element provides for six residential land use categories, a mobile home park designation, and two mixed-use designations permitting residential uses.

**Table V-26: Land Use Categories Permitting Residential Use**

Comprehensive Plan Land Use Category	Zoning District(s)	Density (Units per Net Acre)	Primary Residential Type(s)
Single Family (SF)	R-1	1 to 7	Single-family development.
Multiple Family (MF)	R-2, R-3	Up to 54	Multiple-family residential use of two or more units.
Planned Residential (PR)	R-P-D	6 to 36	Master planned communities.
Transitional Residential (TR-15)	R-2, R-3	15 average	Mid- to high-density multi-family residential uses.
Transitional Residential (TR-20)	R-2, R-3	20 average	Mid- to high-density multi-family residential uses.
Hillside Planned Residential (HPR)	R-P-D	0.1 to 36	Master planned communities.
Mobile Home Park (MHP)	MHP	Up to 8	Mobile home parks.
Harbor Related Mixed-Use (HRMU)	HC	Up to 20	Mixed-use tourist-commercial/residential development.
Planned Mixed Use Development (PMXD)	M-X-D	Varies	Larger scale mixed-use projects.

Source: Land Use Element, City of San Buenaventura Comprehensive Plan, 1989.

**Downtown Specific Plan:** The City has adopted a Specific Plan for the Downtown area to provide focused planning and development standards tailored to the unique characteristics of the area. With an area of approximately 445 acres, the Downtown Specific Plan encompasses an area bounded by Buena Vista Street and West Park Row Avenue on the north, Cemetery Memorial Park, Cabrillo Middle School and Sanjon Road on the east, the Pacific Ocean on the south, and State Route 33 on the west.

The Specific Plan was adopted in 1993 and provides a strategy to increase the Downtown’s vitality as a civic center for the community through integration of more housing, cultural facilities, and a closer visual and physical connection with the beach and shoreline. One of the major goals of the Plan is to encourage mid-density and mixed-use developments that combine residential and commercial uses. The Specific Plan provides for three residential districts in the Downtown, including Urban Residential/Downtown Core, Urban Residential, and Neighborhood Renovation. The maximum permitted residential density is 54 units per acre in all three districts. Both “horizontal” and “vertical” mixed-use projects are permitted in the Downtown, meaning that stand-alone residential use is permitted without a requirement for commercial use.

By adopting a specific plan for the Downtown, residential uses are permitted “by right,” and do not require a use permit. In addition, environmental clearance has already been completed as part of the Specific Plan Environmental Impact Report (EIR), thereby eliminating requirements for environmental (CEQA) review on most new residential

projects. Residential development may require parcel map or tract map approval or other approvals pursuant to the City's subdivision ordinance, as applicable.

The Downtown Specific Plan Area has experienced limited residential growth in recent years. The only major project completed was the Rose Garden, which is owned by the Housing Authority and offers 14 units for very low-income seniors. However, the City anticipates more housing to be developed in the Downtown area in the near future. As of September 2001, 43 new units were under construction and 47 units had been approved in the Downtown area. Among the approved projects is an integrated residential/commercial mixed-use development offering 12 apartment units and 1,072 square feet of commercial uses.

#### Residential Development Standards

The City regulates the type, location, density, and scale of residential development primarily through the Zoning Regulations. Zoning regulations are designed to protect and promote the health, safety, and general welfare of residents as well as implement the policies of the Comprehensive Plan. The Zoning Regulations also serves to preserve the character and integrity of existing neighborhoods. The Regulations sets forth the City's specific residential development standards, which are summarized, in Table V-27. As indicated below, in addition to residential zones, higher density residential uses are also permitted in commercial zones. As previously indicated, the City will be evaluating its Zoning Regulations as part of the Comprehensive Plan update.

**Table V-27: Residential Development Standards**

Zoning District	Maximum Density (du/ac)	Minimum Lot Area (sq.ft.)	Maximum Building Coverage (%)	Maximum Building Height (ft.)
R-1	6	6,000-43,560	35%	30 (2½ stories)
R-1-B	6	3,200	40%	30 (2½ stories)
R-2	10	6,000	60%	30 (2½ stories)
R-2-B	10	3,200	60%	30 (2½ stories)
R-3	54	6,000	60%	45 (3 stories)
MHP	8	3,010	75% <sup>1</sup>	30 (2½ stories)
R-P-D	30	None <sup>2</sup>	None <sup>2</sup>	30 (2½ stories)
C-1	27	None <sup>3</sup>	None <sup>3</sup>	45 (3 stories)
C-1A	27	None <sup>3</sup>	None <sup>3</sup>	75 (6 stories)
C-2	27	None <sup>3</sup>	None <sup>3</sup>	75 (6 stories)
H-C	20	None <sup>2</sup>	50%	45 (3 stories)
M-X-D	54	None <sup>3</sup>	None <sup>3</sup>	75 (6 stories)
A	N/A <sup>4</sup>	40 acres	50%	35 (2½ stories)

Source: Zoning Regulations, City of Ventura, 1999.

Notes:

1. Percent of each mobile home space.
2. None, but the City may specify such standards for a particular site as a condition of approval of a planned development permit.
3. None if the lot is not used exclusively for residential purposes; if exclusively residential, standards for the R-3 zone apply.
4. Residential uses in the "A" zone are primarily limited to a caretaker's residence and farm employee housing, both subject to a use permit.

**Maximum Density:** The maximum density permitted, defined in terms of the number of dwelling units per acre, varies by zone. The maximum density ranges from 6 units per acre in the R-1 (single-family) zone to 10 units per acre in the R-2 zone to 54 units per acre in the high density R-3 zone. With a density bonus, the maximum density in the R-3 zone can be above 54 units per acre. The City also permits high density (R-3) uses in the C-1, C-1A, and C-2 zones with a density of 27 units per acre without the requirement of a discretionary permit as a means of expanding areas for multi-family infill development. The Zoning Regulations also establishes a mixed-use district (M-X-D) which allows housing to be developed at a density of 54 units per acre.

**Structural Limits:** Through its Zoning Regulations, the City has also established regulations affecting the size of structures, such as minimum lot size, maximum lot coverage, and height. Generally, Ventura's residential development standards are

comparable to those of the nearby cities of Oxnard and Santa Paula, including minimum lot area (per unit) and height standards. For example, the maximum building height of 45 feet in Ventura’s R-3 zone is identical to that in the R-4 zone in Oxnard and Santa Paula. In comparison, the maximum structure height permitted in the County’s R-P-D zone is 35 feet.

**Parking Requirements:** The City’s parking requirements for residential districts vary by housing type and anticipated parking needs. The City calculates the parking requirements by unit type, and on a per-bedroom basis for multi-family units, as illustrated in Table V-28. Most single-family homes are required to have two garage spaces, except for homes built prior to March 15, 1965. For multi-family rental units, one covered space is required for a one-bedroom unit and two spaces (one covered) are mandated for units with two or more bedrooms. For condominiums, two and a half spaces are required for each dwelling unit, two of which must be within a garage.

Parking requirements in Ventura are similar to those in other jurisdictions and do not unduly constrain housing production. The City allows for flexibility in parking standards for planned developments, including the use of compact spaces for up to 35 percent of the required spaces. Special parking standards have also been established for the Downtown Specific Plan area to accommodate mixed-use projects and foster shared parking. The City will re-evaluate its parking requirements as part of the process of updating its Comprehensive Plan and Zoning Regulations.

**Table V-28: Parking Requirements**

Type of Residential Development	Required Parking Spaces
All Zones except R-1-B and R-2-B	2 spaces within a garage per unit if built after March 15, 1965 1 space within a garage per unit if built before March 15, 1965
R-1-B and R-2-B	2 spaces within a garage per unit
Large Multi-Family, Small Multi-Family One-bedroom unit Two-bedroom unit or larger	1 covered space 2 spaces (1 covered space) ¼ additional guest space for every unit
Residential Condominiums	2½ spaces per unit (2 garage spaces); ¼ of total for guests
Mobile Home Parks	2 spaces per unit + 1 space for every 4 units + 1 space for each 300 sq.ft. of gross floor area of community and recreational buildings

Source: Zoning Regulations, City of Ventura, 1999.

### Flexibility in Development Standards

The City offers various mechanisms to provide relief from development standards that are typically required of all residential projects under the Zoning Regulations. These mechanisms include mixed-use development provisions, the Residential Planned Development (R-P-D) designation, and the density bonus program.

**Mixed-Use Development:** The City's Land Use Element encourages a mix of uses in several locations, including areas designated for Planned Mixed-Use Development and Harbor Related Mixed-Use under the Land Use Element. In terms of zoning, mixed-use developments are permitted in the C-1, C-1A, C-2, H-C, and M-X-D zones. The Downtown, in particular, is where the City is most interested in promoting mid-density and mixed-use developments with integrated commercial and residential uses. To provide an incentive for mixed-use development, the City has established shared parking provisions and less restrictive parking standards in the Downtown area for mixed-use projects.

In contrast to exclusively single-use zones, mixed-use allows for a combination of uses, such as residential with retail, office, commercial and/or entertainment developments. Mixed-use is especially beneficial and appropriate for communities that lack vacant residential land, creating the opportunity for new housing through infill development and decreasing housing costs through shared amenities and parking. The City recently (July 2001) approved two mixed-use residential/commercial projects, one of which will be located in the Downtown Specific Plan Area. A total of 25 new housing units will be provided through these developments.

**Residential Planned Development:** The Residential Planned Development (R-P-D) zone was created for large land areas that can be planned, zoned, developed and administered as individual, integrated communities. Each planned community is intended to be developed in such a way that takes maximum advantage of its unique location, environment, and physical features. As indicated in Table V-27, the Zoning Regulations does not establish minimum lot area or maximum building coverage requirements for the R-P-D zone. Instead, the City has the discretion of specifying such standards for a particular site as a condition of approval of a planned development permit.

**Affordable Housing Program:** The City currently has in-place an Affordable Housing Program, which was adopted in 1988 and aims to encourage private housing developers to provide affordable housing. Under this program, three types of incentives are offered: exemption of units for lower-income households under the Residential Growth Management Program (RGMP), density bonuses or equivalent incentives, and development agreements for 100 percent affordable housing projects. Sixteen projects totaling nearly 1,000 units have utilized the City's Affordable Housing Program. Recent projects include the Garden Estates apartment project and Seneca Gardens. Monitoring of the agreements under the Affordable Housing Program is administered by the Housing Authority and began in 1999. (Please refer to Appendix B, Program #4, for a complete list of affordable projects currently monitored by the Housing Authority.)

Since adoption of the City’s program in 1988, several changes have been made to State density bonus law which are not currently reflected in the City’s program. One of these changes is that in addition to the 25 percent density increase, a project providing 20 percent of its total units for low-income households, 10 percent for very low-income households, or 50 percent for seniors must also be offered at least one regulatory concession. In order to provide clear direction to developers, the local implementing ordinance should articulate the types of regulatory concessions the jurisdiction is willing to offer. As part of this Housing Element update, the City’s Affordable Housing Program will be amended for consistency with State density bonus law, as well as revisions to the RGMP.

Provisions for a Variety of Housing

Housing Element law specifies that jurisdictions must identify adequate sites to be made available through appropriate zoning and development standards to encourage the development of a variety of housing types for all economic segments of the population. This includes single-family homes, multi-family housing, second units, mobile homes, emergency shelters and transitional housing among others. Table V-29 below summarizes housing types permitted within the City’s zoning districts.

**Table V-29: Housing Types Permitted by Zone**

Housing Types Permitted	R-1	R-1-B	R-2	R-2-B	R-3	MH P	R-P-D	C-1, C-1A, C-2	M-X-D	A
Single-Family	☐	☐	☐	☐	☐			☐	PD	☐
Two-Family			☐	☐	☐		PD	☐	PD	
Small Multi-Family					☐		PD	☐	PD	
Large Multi-Family					PD		PD	PD	PD	
Condominiums			PD	PD	PD		PD	PD	PD	
Caretaker Housing										U
Second Unit	U									
Mobile Home Parks						PD				
Group Residential					U		U/PD	U	U/PD	
Residential Care	☐	☐	☐	☐	☐		PD	☐	PD	
Farm Employee Housing										U
Group Care Facility (6 or fewer clients)	☐	☐	☐	☐	☐					
Group Care Facility (7 or more clients)	U	U	U	U	U	U	U	U	U	

☐ = Permitted U = Permitted Subject to a Use Permit  
 PD = Permitted Use/New Development Subject to a Planned Development Permit

Source: Zoning Regulations, City of Ventura, 1999.

Besides single-family homes, the City provides for various other housing types that are available for all economic segments of the community, including persons earning lower income, seniors, the disabled, the homeless, and agricultural workers, among others. These include multi-family housing, second units, mobile homes, residential care facilities, transitional housing, emergency shelters, group care facility, and farm employee housing.

**Multi-Family Housing:** Multi-family housing makes up approximately 30 percent of the existing housing stock in Ventura. The City's Zoning Regulations expressly permits small (3 or 4 units per lot) multi-family projects in the R-3, C-1, C-1A, and C-2 zoning districts. In addition, these developments are allowed in the R-P-D and M-X-D zones, subject to a planned development (PD) permit. Large (5 or more units) multi-family projects are permitted in the R-3, R-P-D, M-X-D, C-1, C-1A, C-2 zones, subject to a planned development permit. The purpose of the planned development permit is to ensure that the proposed project is compatible with surrounding uses in terms of design, construction, and operation. Condominiums are permitted in various residential and commercial districts, subject to a planned development permit, including the R-2, R-2-B, R-3, C-1, C-1A, and C-2 zones.

To preserve the rental housing stock, the City has in place a Condominium Conversion Ordinance. The Ordinance requires findings that a proposed conversion would not adversely affect the supply and availability of rental housing in Ventura or a specific area of the City. It further requires that if the vacancy is below 5 percent, new rental units must be constructed by the applicant to equal or exceed the number of units proposed to be converted. Relocation assistance must also be provided to displaced residents.

**Residential Second Units:** The Zoning Regulations defines a residential second unit as a separate, complete housekeeping unit with kitchen, sleeping, and full bathroom facilities that is located on the same lot as a primary dwelling. In an effort to meet the special housing needs of one and two-person households, the City amended the Zoning Regulations in 1987 to permit second units in the R-1 zone, subject to a use permit. The use permit is intended to ensure that the second unit to be developed on a particular site is suitable to the location and compatible to the existing neighborhood.

Second units are specifically permitted on R-1 lots with an area of 6,000 square feet or greater, subject to a use permit. The total floor area of an attached second unit cannot exceed 30 percent of the living area of the primary unit. For a detached second unit, the maximum floor area is 1,200 square feet. One off-street parking space is required for a second unit, in addition to the space required for the primary dwelling. The additional space may be in tandem and is not required to be covered. Approximately three second units are approved in Ventura on an annual basis. To further facilitate second units, the City could consider eliminating the use permit requirement in selected single-family districts, instead providing for staff level approvals. In so doing, both the added time necessary for a public hearing and the use permit fee would be eliminated.

**Mobile Homes:** Approximately 6 percent of Ventura's housing stock consists of mobile homes. Mobile home parks are permitted in the MHP zone at a maximum density of eight units per acre. According to the State Department of Housing and Community Development (HCD), there are currently over 2,100 mobile homes in 16 mobile home parks in Ventura. These parks vary in size, from 11 mobile home spaces in the smallest park to 310 in the largest one. The City has established a Mobile Home Park (MHP) designation under both its Comprehensive Plan and Zoning Regulations. Thus, for those parks that have been designated for mobile home park use under the Comprehensive Plan and/or Zoning Regulations, a plan amendment and/or zone change would be required should a property owner desire a change in use. Currently, three of Ventura's mobile home parks have a MHP land use designation and 11 are zoned MHP. The remaining parks are designated and/or zoned for planned residential developments.

The City has also enacted a Rent Stabilization Ordinance for rental mobile home parks. Subject to certain exceptions for extraordinary capital improvement expenditures, mobile home parks may only apply for rent increases once annually. The formula for calculating rent increases is complex, but the average increase is approximately 5 percent per year. The Ordinance has the effect of maintaining the affordability of mobile homes, particularly for seniors, who comprise the majority of mobile home park residents.

**Residential Care Facilities:** Residential care facilities for six or fewer persons licensed by the State are permitted in all of the residential zoning districts as well as the C-1, C-1A, and C-2 commercial districts. Care facilities may also be developed in the R-P-D and M-X-D districts, subject to a planned development permit. As indicated earlier, Ventura is home to 25 large licensed care facilities offering a total of nearly 1,200 beds. The vast majority of these beds (993) are in ten residential care facilities for the elderly.

**Transitional Housing and Emergency Shelters:** Transitional housing is typically defined as temporary (often six months to two years) housing for a homeless individual or family who is transitioning to permanent housing or for youth that are moving out of the foster care system. An emergency shelter is a facility that provides shelter to homeless families and/or individuals on a limited short-term basis.

The City permits group residential uses, including transitional housing facilities, in multi-family districts, subject to a use permit. Emergency shelters, defined as a community service use in Ventura, is also permitted in multi-family zones, subject to a use permit. Various facilities serving the homeless are located in Ventura, including the Salvation Army Transitional Living Center (41 beds), a shelter offered by the Coalition Against Household Violence (17 beds), and Our Place (10 beds). The City also participates in the Cold Weather Shelter program that uses National Guard armories as shelters. No City permits are required to operate such facilities.

**Farm Employee Housing:** Farm employee housing is defined as one or more dwelling units used exclusively for the purpose of housing farm workers and their families employed for agricultural work. The City permits farm employee housing in the Agricultural (A) zoning district, subject to a use permit. The site upon which farm

employee housing can be developed must be at least 40 acres in area and include an operational agricultural use. The maximum number of units that can be constructed on a 40-acre site is 12 units. For sites larger than 40 acres, a maximum of three units can be developed for each 10 acres of additional site area.

Since there is no density specified for farm employee housing, any proposal would be contingent upon the Planning Commission’s finding that the site can adequately accommodate the proposed use. The City has not received any development applications for farm employee housing in many years. Cabrillo Village, a farm worker housing cooperative, is located in east Ventura. This development contains a total of 154 units, including 80 single-family homes and 74 apartment units.

**Residential Uses in the Downtown:** The Downtown Specific Plan Area is comprised of three planning areas: the Corridor Renovation (CR), Downtown Core (DC), and Downtown Residential (DR) areas. A variety of residential uses are permitted in the Downtown, as summarized in Table V-30.

**Table V-30: Housing Types Permitted in the Downtown**

Housing Types Permitted	DR	DC	CR
Single-Family	☐		
Two-Family	☐		
Small Multi-Family	☐		
Large Multi-Family	☐	☐	☐
Condominiums	☐	☐	☐
Second Unit	☐		
Group Residential	<i>U</i>	<i>U</i>	<i>U</i>
Single Room Occupancy Hotels		☐	
Group Care Facility (6 or fewer clients)	☐	☐	☐
Group Care Facility (7 or more clients)	<i>U</i>	<i>U</i>	<i>U</i>

☐ = Permitted *U* = Permitted Subject to a Use Permit  
*PD* = Permitted Use/New Development Subject to a Planned Development Permit

Source: Zoning Regulations, City of Ventura, 1999.

As shown above, large (5 or more units) multi-family residential and condominium projects are expressly permitted in all three Downtown planning areas. The maximum density permitted in the Downtown is 54 units per acre. Second units are permitted by right in the DR (Downtown Residential-Neighborhood Renovation) area. Also, single room occupancy (SRO) hotels are allowed in the DC area.

Development Permit Procedures

The processing time needed to obtain development permits and required approvals varies depending on the scope of the project. Smaller projects typically require less time, and larger projects more time. The City strives to keep its permit procedures streamlined and processing times minimal. The Planning Division of the Community Development Department is the lead agency in processing residential development applications and as appropriate, coordinates the processing of those applications with other City departments/agencies.

Table V-31 below shows the average processing times for typical residential development applications. If a project involves more than one type of permit, such as a zone change, a planned development permit, and a tentative map, all three applications are processed concurrently to minimize overall processing time. In accordance with State planning law, Comprehensive Plan amendments are limited to no more than four times per year. Other entitlement permits are processed on a continual basis. The Planning Commission holds two public meetings a month. Any Planning Commission action on a Comprehensive Plan Amendment, Zone Change, or Tentative Tract Map application is required to go before the City Council for final action. Other permits acted on by the Planning Commission are final unless appealed.

**Table V-31: Average Time Frames for Development Applications**

Application Type	Frequency of Hearings	Average Processing Time*
Comprehensive Plan Amendment	4 times per year	1 to 2 years
Zone Change	2 times per month	6 months to 1 year
Administrative Planned Development Permit	2 times per month	2 to 5 months
Planned Development Permit	2 times per month	3 to 6 months
Use Permit	2 times per month	3 to 6 months
Tentative Tract Map	2 times per month	1 to 2 years
Tentative Parcel Map	2 times per month	3 to 6 months
Design Review	2 times per month	2 to 5 months

\* Note: Processing times shown are general estimates.

Source: City of Ventura Planning Division, August 2001.

The City currently offers some concurrent processing and uses a pre-application process and development agreements. Work is also underway to prepare user-friendly handouts that explain the various permit processes. However, additional efforts could be made to simplify permit procedures and reduce processing times. For example, residential projects with more than five units require a Planned Development Permit and public hearing before the Planning Commission, which on average takes three to six months. In order to better facilitate infill developments, the City could raise this five-unit threshold or eliminate it entirely for infill projects, requiring instead an “Administrative Planned

Development Permit” and public review before the Zoning Hearing Officer. In addition, both the Design Review and CEQA review processes are separate from the land use entitlement process, which results in a linear process rather than one that is truly concurrent.

Residential projects are subject to the Residential Growth Management Program (RGMP) allocation. With the exception of projects under the “larger projects” category, projects are processed in an open, continuous filing. For larger projects, applications are accepted biennially and all such projects are reviewed simultaneously. The review process for larger projects normally takes approximately seven months or longer. After a project receives an allocation, it must then obtain any required discretionary planning approvals, such as a zone change and a Tentative Tract Map. The program also requires construction to begin within 18 months of the time category is granted. Residential projects of five units or less are granted allocation on a first come, first served basis. Units for very low- and low-income households fall under an exempt category under the RGMP. The RGMP process is described in further detail under the Growth Management discussion (see page V-57).

The City uses the development agreement procedure as a means to reduce uncertainty in the development approval process and to encourage the achievement of growth management policies and objectives, including the provision of adequate public facilities and affordable housing. Development agreements were used as a tool to provide 26 affordable (3 very low, 4 low, and 19 moderate) rental units in the Garden Estates apartment project and 77 affordable (22 low and 50 moderate) ownership units (57 completed) in the Seneca Highlands project, as well as several new single-family subdivisions.

#### Fees and Exactions

The City of Ventura collects various fees from developments to cover the costs of processing permits. These include fees for planning and zoning approvals, subdivision map act approvals, environmental review, engineering and plan check services, and building permits among others. Table V-32 summarizes the major planning fees collected by the City.

**Table V-32: Planning Fees**

<b>Fee</b>	<b>Fees Amount (\$)</b>
Code Amendment	\$3,100
Zone Change	\$2,400
Planned Development Permits	
1-14 units	\$1,700
5-15 units	\$2,600
16+ units	\$3,400
Administrative Planned Development Permits	
1-14 units	\$740
5-15 units	\$1,100
16+ units	\$1,500
Residential Use Permit	\$1,670
Residential Administrative Use Permit	\$740
Flood Plain Development Permit	\$2,800
Major Variance	\$2,500
Administrative Variance	\$385
Administrative Variance/Planning Commission	\$530
Coastal Development Permit	\$380
Administrative Coastal Development Permit	\$400
Tentative Subdivision Map	\$3,200
Tentative Parcel Map	\$2,700
Residential Design Review	
1-14 units	\$195
5-15 units	\$290
16+ units	\$380
Residential Growth Management Program (RGMP) Allocation Process	
Small and Downtown	\$550
Large	\$3,245
Development Agreement	\$3,735
Density Review	\$50

Source: City of Ventura Planning Division, July 2001.

Affordable housing projects are exempt from the \$3,735 development agreement fee and may receive reductions of other City fees, including planning permit fees.

State law authorizes communities to charge developers for providing specific services as well as meeting the resulting service impacts from new development. Like most

California jurisdictions, the City also collects various fees from developments to cover the costs of providing the necessary services and infrastructure related to new development projects. Table V-33 summarizes these development fees.

**Table V-33: Development Fees**

<b>Fee</b>	<b>Per Unit Fee Amount (\$)</b>
<b>Traffic Mitigation Fees</b>	
Single-Family	\$5,245
Condominium	\$4,145
Apartment	\$3,145
Mobile Home	\$2,385
Recreational Vehicle (RV)	\$1,190
<b>Park and Recreation Facilities Fees</b>	
1-bedroom	\$379
2-bedroom	\$518
3+ bedrooms	\$1,176
Mobile Home Pad	\$216
<b>General Capital Improvements</b>	
Single-Family	\$667
More than 2 bedrooms	\$65 each additional bedroom over 2
Mobile Home Pad	\$380
<b>Sewer Connection Fees</b>	
Single-Family	\$1,659
Second Unit	\$1,244

Source: Planning Division, City of Ventura, July 2001.

Table V-34 on the following page provides an example of estimated fees to be levied on a proposed condominium project. This project, which is being developed by the Olson Company, is located in the Downtown area and will consist of 26 condominium units. As indicated, the total estimated fees, including discretionary permit fees, building and safety permit fees, and special district and development fees, are approximately \$280,000 or \$10,766 per unit.

**Table V-34: Estimated Fees for a 26-Unit Condominium Project**

<b>Fee</b>	<b>Estimated Fee Amount (\$)</b>
<b>Discretionary Permits</b>	
Environmental Review	\$765
Housing Allocation (RGMP)	\$550
Design Review	\$380
Administrative Variance	\$385
Tentative Tract Map	\$3,200
Coastal Development Permit	\$200
<b>Total Planning Fees</b>	<b>\$5,480</b>
<b>Building &amp; Safety Permits</b>	
Building Permit	\$18,563
Plan Check	\$10,890
ADA & Energy Plan Check	\$1,094
ADA & Energy Inspection	\$1,855
Water Connection	\$21,000
Sewer Connection	\$32,779
Grading Plan Check	\$330
Encroachment Permit	\$85
Grading Permit	\$450
Improvement Plan Check	\$1,462
<b>Total Building and Safety Fees</b>	<b>\$88,508</b>
<b>Special District &amp; Development Fees</b>	
Service Area Park Fee (City)	\$11,336
Traffic Mitigation (City)	\$107,770
School District	\$38,765
Flood Control	\$3,000
Parks and Recreation Tax	\$11,817
Capital Improvement Tax	\$13,240
<b>Total Special Districts &amp; Development Fees</b>	<b>\$185,928</b>
<b>Total Estimated Fees</b>	<b>\$279,916</b>

Source: City of Ventura Planning Division, July 2001.

In June 2001 the State Department of Housing and Community Development (HCD) released the report, “Pay to Play, Residential Development Fees in California, 1999,” which analyzes California’s residential development fees Statewide. The report includes the findings of a 1999 survey of 89 California cities and counties prepared by HCD to identify typical fee amounts for homes in a 25-unit subdivision, for individual “infill” houses, and for a 45-unit apartment building. Ventura was one of the jurisdictions that

participated in the survey. Table V-35 compares the City's development fees with those levied by other participating cities in Ventura County.

**Table V-35: Development Fees by Project Type and Jurisdiction**

Jurisdiction	Total Fees per Unit		
	25-unit Subdivision	Infill House	45-unit Apartment Building
Moorpark	\$20,354	\$17,880	\$13,090
Simi Valley	\$18,809	\$18,698	\$13,835
<b>Ventura</b>	\$24,319	\$24,143	\$13,214
Southern California Average	\$21,410	\$19,377	\$14,360

Source: *Pay to Play: Residential Development Fees in California Cities and Counties*, State Department of Housing and Community Development (HCD), 1999.

As indicated above, the per unit development fees for a 25-unit subdivision and an infill house in Ventura are \$24,319 and \$24,143, respectively. These fee amounts are noticeably higher than those levied in the cities of Moorpark and Simi Valley. For a 45-unit apartment building, the per unit development fees in Ventura is \$13,214. This fee amount is comparable to those in Moorpark and Simi Valley, and lower than the Southern California average of \$14,360.

#### Building Codes and their Enforcement

The City of Ventura has adopted the Uniform Building Code (UBC), which establishes standards and requires inspections at various stages of construction to ensure code compliance and minimum health and safety standards. The City's building code also requires new residential construction to comply with the federal Americans with Disabilities Act (ADA), which specifies a minimum percentage of dwelling units in new developments that must be fully accessible to the physically disabled. Although these standards and the time required for inspections increase housing production costs and may impact the viability of rehabilitation of older properties which are required to be brought up to current code standards, the intent of the codes is to provide structurally sound, safe, and energy-efficient housing.

The City administers a Housing Code Enforcement Program that aims to preserve and maintain the livability and quality of neighborhoods. Code enforcement staff investigates violations of property maintenance standards as defined in the Municipal Code as well as other complaints. When violations are identified or cited, staff encourage property owners to seek assistance through the Home Preservation Loan Program offered by the Housing Authority. This program provides low-interest loans to eligible homeowners to make necessary repairs, which may include plumbing/sewer, electrical, re-roofing, termite damage repair, structural repairs, and kitchen and bathroom remodeling. The

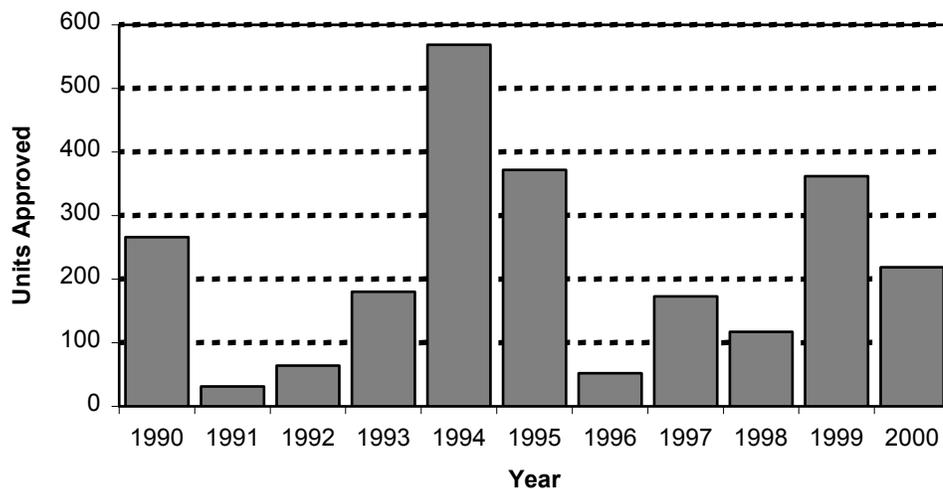
City’s approach is to educate and provide awareness rather than being punitive. This approach has been very effective, usually resulting in compliance with a single letter.

Growth Management

Growth management is an important issue in Ventura County. With the goal of preventing urban sprawl and unplanned growth of suburban areas, various jurisdictions in the County, including the City of Ventura, have established local growth management programs and/or adopted the Save Our Agricultural Resources (SOAR) initiative.

**Residential Growth Management Program:** The City adopted the Residential Growth Management Program (RGMP) in 1990 as the City’s approach to meeting air quality standards required under the Air Quality Management Program (AQMP). The RGMP is intended to implement the City’s Comprehensive Plan, which establishes a maximum population of 115,874 by the year 2010. The RGMP serves as a mechanism to synchronize development with the availability of infrastructure, resources and municipal services within the maximum residential holding capacity established by the Comprehensive Plan. Figure V-5 shows the number of new housing units approved (based on building permit data) in the City since implementation of the RGMP began in 1990.

**Figure V-5: New Residential Units Approved**



Source: Ventura 2001 Economic Outlook, UCSB.

Under the RGMP, housing units are allocated competitively, with points awarded based on site design, traffic circulation, recreational features, environmental mitigation measures, provision of affordable housing (to lower-income households), and energy and water conservation. A dwelling unit allocation schedule is adopted by the City Council at least once a year following their review of updated population data from the State Department of Finance and other sources. The allocation schedule reflects the

distribution of available units among four categories of projects: Larger Projects, Downtown Projects, Public Benefit Projects, and Exempt Projects. Public Benefit Projects may be awarded allocations from the Larger Projects category (or, if sufficient findings are made, the Downtown category), and therefore the allocation schedule does not include a dwelling unit number in the Public Benefit category. The RGMP defines several categories of Public Benefit Projects, including “unique types of housing for a segment of the City’s population which would not ordinarily be served.” Exempt projects include both projects with four or fewer units, and affordable housing projects (only very low and low-income units are exempt).

V-36 reflects the housing allocations as of January 2002.

**Table V-36: Residential Growth Management Program  
Housing Unit Allocation Schedule - 2002<sup>1</sup>**

<b>Allocation Cycle</b>	<b>Housing Units Available</b>	<b>Exempt Projects<sup>2</sup></b>	<b>Downtown Projects<sup>3</sup></b>	<b>VUSD Set-Aside<sup>4</sup></b>	<b>Larger Projects</b>	<b>Public Benefit Projects</b>
2002		100		74	352	
2004		100		74	351	
2006		100		73	351	
2008		100		73	352	
2010		100				
<b>Total Units</b>	<b>3,192</b>	<b>500</b>	<b>992<sup>5</sup></b>	<b>294</b>	<b>1,406</b>	<sup>6</sup>
<b>Percentage</b>	<b>100%</b>	<b>15.7%</b>	<b>31.1%</b>	<b>9.2%</b>	<b>44%</b>	

<sup>1</sup> Based on State Department of Finance January 2002 Population Estimate.

<sup>2</sup> Exempt Projects are subtracted from the Downtown/Harbor Projects, Larger Projects or general housing pool as appropriate by project size, location, and exemption status. This number is an estimated reserve to accommodate a range of Exempt Projects including low-income housing and small infill projects. These allocations assume a higher reserve to respond to the net gain in potential units due to the DOF population adjustment.

<sup>3</sup> Assumes approval of recommended definition/boundary change for Downtown Projects under concurrent consideration by Council.

<sup>4</sup> These allocations pertain to two surplus Ventura Unified School District (VUSD) properties, subject to conditions adopted by City Council.

<sup>5</sup> 8 Housing units were allocated (i.e., Dearkland – Case No. DP-16) since the last allocation schedule update on July 30, 2001, and an expired allocation award returned 9 units (i.e., Marmont – Case No. DP-10). Of the 992 units available to Downtown Projects, 300 units are committed to the Northeast Harbor Area and 200 units are committed to the Avenue Community Area.

<sup>6</sup> Public Benefit Projects are allocated from the Larger Project category; no projects of this type have been allocated housing units yet.

The RGMP program has two opposing effects on housing: it limits the number of available units, but it encourages the provision of affordable housing. The RGMP will not impact the City's ability to meet its regional housing needs during this housing Element cycle. Pro-rating the ten year RGMP allocation of 2,530 units over the five year housing element cycle provides for 1,266 units. In addition, in 2000 the City approved RGMP entitlements on 3 projects which have applied for discretionary permits and have yet to be built (Weston apartments, Greystone condominiums, and Westwood Development condominiums and single-family homes), thereby adding 378 additional units during the planning period. Adding these approved projects (378 units) to the 5 year RGMP allocation (1,266 units) provides for a total of 1,644 units, providing more than enough capacity to address the City's outstanding RHNA obligation of 1,230 units (refer to Table V-39).

**Save Our Agricultural Resources (SOAR):** In 1995 voters in Ventura approved the Save Our Agricultural Resources (SOAR) initiative. This initiative amended the City's Comprehensive Plan to establish development limitations on lands designated for agricultural use. To protect depleting agricultural land, SOAR requires voter approval for the conversion of agricultural and rural land to non-agricultural uses. There are currently approximately 1,264 acres of land within Ventura's Planning Area covered under the SOAR initiative.

### ***Environmental Constraints***

Environmental constraints and hazards affect, in varying degrees, existing and future residential developments in Ventura. Discussed below are the major environmental hazards in the City. (More detailed discussion of environmental safety issues is provided in the Safety Element of the Comprehensive Plan.)

**Geologic and Seismic Hazards:** As part of the Southern California region, Ventura is located within an area of high seismic activity. Earthquake faults near or within the boundaries of the City include the Ventura-Pitas Point Fault and the Oak Ridge Fault, with the San Andreas Fault located approximately 40 miles east of Ventura. As a safety measure, the City requires a minimum 50-foot setback from active and potentially active fault lines. The Safety Element establishes policies to increase mitigation measures and further study potential earthquake related hazards.

**Fire Hazards:** The City is subject to both urban and wildland fires. Suppression and prevention services in Ventura are provided by the City Fire Department. The City has experienced an overall trend of decreasing structural fires and continues to implement education and prevention programs.

Rugged hills and mountains bordering the City on the north also create a wildfire hazard. Hillside developments within natural brush areas are particularly susceptible to destruction in wildfires. In addition, numerous residential areas are in or adjacent to the hazardous wildfire area and could be exposed to wildfires and related damage. These include residential developments on and adjacent to hillsides in the Poinsettia, Arroyo Verde, Catalina, Downtown, and Avenue communities.

The City has adopted a Hillside Management Program to regulate development of Ventura's hillside areas. Its overall intent is to relate the number and distribution of new housing units to the unique topographical, geological, and hydrological conditions in the hillside. An objective of the program is to direct hillside development to areas that will have the least impact on the environment, including scenic resources, water resources, and biological habitats. The program specifically addresses geologic and fire hazards, aesthetics, access, drainage, density and site development.

**Flood Hazards:** Areas surrounding the Ventura and Santa Clara Rivers are potential flood hazard areas and have experienced flooding in the past. However, the 100-year flood hazard area for the Ventura River is relatively small due to a levee constructed along the east bank of the river by the U.S. Army Corps of Engineers in 1948 to protect the western part of Ventura. The City also adopted a flood plain ordinance in 1986 to limit new development on flood plains in accordance with requirements of the National Flood Insurance Program. In general, new development in the floodplain is limited to agriculture, recreation, and appropriate public facilities.

In addition to the Ventura and Santa Clara Rivers, potential floods caused by dam failure pose a hazard to the City. There are six major dams that could inundate portions of Ventura, including the Matilija, Casitas, Bouquet, Castaic, Pyramid and Santa Felicia Dams. Inundation zones associated with the Bouquet, Castaic, Pyramid and San Felicia Dams have limited residential population, and loss of life may be avoided with the expected minimum two-hour time delay from dam failure to inundation. The Casitas and Matilija Dams inundation zones include much more substantial residential populations. The 47-minute time delay for the Casitas Dam and the one-hour delay for the Matilija Dam put large numbers of people at risk if evacuation cannot be immediate. Property damage would be unavoidable in the event of a complete failure of the Casitas or Castaic Dams, and the accumulated loss and cost of repair or rebuilding would be substantial. It should be noted, however, that the likelihood of a complete dam failure is remote.

#### **4. Housing Resources**

This section analyzes the resources available for the development, rehabilitation, and preservation of housing in Ventura. This includes an evaluation of the availability of land resources, the City's ability to satisfy its share of the region's future housing needs, the financial resources available to support housing activities, and the administrative resources available to assist in implementing the City's housing programs.

##### ***Availability of Sites for Housing***

A critical component of the Housing Element is the identification of adequate sites to accommodate projected future housing development, and evaluation of the adequacy of these sites in fulfilling the City's share of regional housing needs as determined by the Southern California Association of Governments (SCAG). As part of this Housing Element update, a parcel-specific vacant and underutilized site analysis was performed using the City's Geographic Information System (GIS) and information from the County Assessor's database. A preliminary inventory of vacant and underutilized parcels was developed using this data. This list was refined to include only lots that could realistically be developed or redeveloped based on staff's knowledge and an examination

of aerial photographs. Figure II-2 identifies the location of vacant and underutilized sites potentially available for future residential development. As indicated, these include only those sites within the current City limits, and exclude sites under development that are credited towards the City’s regional housing needs (refer to Table V-22).

Vacant Sites

Table V-37 shows the City’s residential development potential on vacant sites by zoning designations. Parcels that lie within 30 percent or greater slopes or within floodplains and barrancas were excluded from the analysis. The residential development potential is calculated by multiplying the amount of vacant acreage by the likely density (units per acre). Based on information about past projects, this likely density is determined to be 70 percent of the maximum allowable density. As indicated, a total of 2,050 new housing units can be developed on vacant lots in Ventura. Over half of this housing growth will be accommodated on R-1 lots (a potential of 641 new units) and R-3 lots (488 new units). A total of 749 new units may be developed in the mixed-use/commercial districts (MXD, HC, C-1, C-1A, C-2), where residential uses are permitted. The Downtown Specific Plan area, comprised of the CR (Corridor Renovation), DC (Downtown Core), and DR (Downtown Residential) districts, can accommodate 139 new units on vacant sites, with significant additional potential on underutilized sites described in the following section. Geographically, vacant lots available for future housing development are relatively scattered, with the largest parcels located in an area north of Foothill Road in the western half of the City.

**Table V-37: Residential Development Potential on Vacant Sites**

Zoning	Maximum Density	Vacant Acreage	Unit Potential (70% of Maximum Density)
R-1-1AC	1	88.8	48
R-1-B	14	0.4	4
R-1-6	7	18.5	94
R-1-7	6	111.7	486
R-1-10	4	2.7	8
R-2	14	0.8	4
R-3-1	54	5.9	227
R-3-2	36	3.1	79
R-3-5	18	14.3	182
R-P-D	<1 – 6	12.5	29
Downtown			
CR	54	0.4	15
DC	54	2.2	83
DR	54	1.1	42
MXD	27	13.9	265
HC	14	21.0	210
C-1, C-1A, C-2	27	14.3	274
		311.7	2,050

Source: Planning Division, City of Ventura, December 2001.

Underutilized Sites

Because Ventura is approaching build-out and has a limited amount of developable vacant land remaining, housing growth will occur on underutilized infill sites as well as vacant land. Underutilized sites are characterized by existing development that falls significantly below the maximum allowable zoning densities. Examples of mechanisms that facilitate infill development on underutilized parcels include the Downtown Specific Plan, which promotes redevelopment on underutilized parcels, and the proposed Infill Incentives Ordinance as proposed in the Housing Plan.

For purposes of the Housing Element sites analysis, only parcels that were developed with less than 50 percent of the maximum density allowed under zoning are considered “underutilized” in this analysis. Also, the analysis only includes parcels zoned for multi-family or mixed-use development; areas zoned R-1 or R-P-D are excluded because they are zoned for lower density uses and are less likely to be redeveloped within the next five years. Parcels that lie within 30 percent or greater slopes or within floodplains and barrancas were excluded from the analysis.

Table V-38 shows Ventura’s residential development potential on underutilized sites by zoning designations. As indicated, a total of 1,664 new units can potentially be developed on underutilized parcels in Ventura. Over half of these units may be accommodated in R-3 zoned areas, which provide potentially 956 new multi-family units. A total of 321 new units may be developed on underutilized R-2 zoned parcels. The Downtown area can accommodate 386 new multi-family and mixed-use units.

**Table V-38: Residential Development Potential on Underutilized Sites**

Zoning	Maximum Density	Underutilized Acreage (Remaining Buildable Area)	Unit Potential (70% of Maximum Density)
R-2	14	16.8	164
R-2-B	27	18.3	157
R-3-1	54	11.2	423
R-3-2	36	0.1	3
R-3-5	18	42.1	530
Downtown			
CR	54	6.5	247
DC	54	1.3	49
DR	54	2.4	90
Total		88.7	1,664

Source: Planning Division, City of Ventura, December 2001.

Future residential development can result from the demolition of older, single-family homes on existing deep lots and the construction of several new homes or a multi-family project on such lots or the consolidation of two or more adjacent lots. This type of redevelopment has the potential to occur in older single-family neighborhoods that are

zoned for higher density, multi-family uses, including the Downtown, Mid-Town, and West Side areas.

Comparison of Site Inventory with RHNA

The Regional Housing Needs Assessment (RHNA) was prepared by SCAG for the 1998-2005 planning period. As part of this process, SCAG requires each community to plan for a certain number of housing units from 1998 to 2005. This requirement is satisfied by identifying sites that could accommodate housing at levels affordable to very low, low, moderate, and above moderate-income households. SCAG, in conjunction with the Ventura Council of Governments (VCOG), has determined that Ventura’s share of the regional housing needs is a total of 1,950 new housing units.

Construction Activity

Housing built from January 1, 1998 onward can be credited towards meeting the adequate sites requirement for the RHNA. Between January 1998 and July 2001, a total of 720 housing units were produced in Ventura. Given local real estate market conditions and specific price information on the larger housing projects, along with information on income restrictions on several assisted projects, these units are assigned to the four income categories as shown in Table V-39.

**Table V-39: Remaining 1998-2005 RHNA**

<b>Income/ Affordability Category</b>	<b>Regional Housing Needs (RHNA)</b>	<b>Number of New Units Produced</b>	<b>Remaining Units Needed</b>
Very Low	488	14	474
Low	272	0	272
Moderate	354	145	209
Above Moderate	836	561	275
<b>Total</b>	<b>1,950</b>	<b>720</b>	<b>1,230</b>

Sources: Planning Division, City of Ventura, January 2002;  
Southern California Association of Governments, 2000.

Of the 720 new units provided, 159 are affordable to lower- to moderate-income households. These affordable units are comprised of the following:

- 14 apartment units in Rose Garden for very low-income seniors;
- 62 single-family homes in the Rio Vista development sold at moderate-price levels (based on Dataquick sales information);
- 21 single-family homes in the Beazer development sold at moderate-income price levels (Dataquick); and
- 12 individual single-family homes sold at moderate-income price levels (Dataquick).

Subtracting the 720 units built from the City's assigned RHNA leaves a remaining construction need of 1,230 new units, as indicated in Table V-39.

#### *Adequacy of Sites to Fulfill RHNA*

Considering that over 3,700 additional housing units can be accommodated in Ventura, including 2,050 units on vacant sites and 1,664 units on underutilized sites, the City has adequate land to address its remaining RHNA of 1,230 units. The more important issue is whether targets for each affordability level can be met, especially those for lower- and moderate-income households.

Given high land costs in Ventura, units for lower-income households will most likely be developed on vacant and underutilized R-3-1 and R-3-2 sites where the maximum permitted densities are 54 units and 36 units per acre, respectively. With a density bonus, projects may be built at even higher densities. Based on the sites analysis, a total of 732 new units may be developed on vacant and underutilized R-3-1 or R-3-2 parcels. Furthermore, units for lower-income households may be developed in the Downtown area. Specifically, vacant and underutilized parcels in the Downtown have the potential to accommodate 526 new units. The combined housing potential of 1,258 units (732 plus 526) on R-3-1 and R-3-2 sites and in the Downtown exceeds the City's remaining RHNA of 746 units for lower-income households.

As indicated earlier, the Rose Garden, which offers 14 rental units to very low-income seniors, is located in the Downtown area. The City anticipates more housing to be developed in the Downtown in the near future. As of September 2001, 43 new units were under construction and 47 units had been approved in the Downtown area. Among the approved projects was an integrated residential/commercial mixed-use development offering 12 apartment units and 1,072 square feet of commercial space.

Housing for moderate-income households can be accommodated on vacant or underutilized lots zoned R-3-5, which have a maximum permitted density of 18 units per acre. As indicated in Table V-39, 712 potential new units may be developed on vacant or underutilized R-3-5 lots, well above Ventura's remaining RHNA of 209 units for moderate-income households. Future projects for moderate-income households are likely to include condominiums, townhomes, and single-family homes on smaller, infill lots given local real estate market conditions. All three housing types are expressly permitted in R-3 zones. Examples of such projects include Seneca Gardens, Rio Vista, and Beazer, all of which offered units affordable at moderate-income levels.

#### ***Financial Resources***

Ventura has access to a variety of existing and potential funding sources available for affordable housing activities. They include programs from local, State, federal and private resources. The following section describes the five largest housing funding sources the City of Ventura can use for housing production, rehabilitation, or preservation: CDBG grants, HOME funds, redevelopment set-aside funds, the Section 8 rental assistance program, and California Housing Finance Agency (CHFA) HELP Program. Table V-40 provides a complete inventory.

### Community Development Block Grant (CDBG) Funds

The CDBG program provides funds for a range of community development activities. The program is flexible in that the funds can be used for a range of activities. The eligible activities include, but are not limited to: acquisition and/or disposition of real estate or property, public facilities and improvements, relocation, rehabilitation and construction (under certain limitations) of housing, homeownership assistance, and also clearance activities. The City of Ventura receives approximately \$973,000 in CDBG funds annually. Recently, the City contributed \$40,000 in CDBG funds to support the renovation of the new location for the RAIN transitional living facility.

### HOME Investment Partnership Program Funds

Federal HOME funds can be used for activities that promote affordable rental housing and homeownership for lower-income households. Such activities include the following: building acquisition, new construction, reconstruction, moderate or substantial rehabilitation, first-time homebuyer assistance, and tenant-based assistance. A federal priority for use of these funds is preservation of the at-risk housing stock. The City of Ventura is a member of the Ventura County HOME Consortium. The City anticipates receiving from the County, which administers the HOME program in Ventura County, approximately \$400,000 in HOME funds annually during the planning period. As a participating member of the Consortium, the City must provide a minimum 25 percent local match of the funds drawn down from the HOME account in that fiscal year.

In recent years, the City granted HOME funds to support the acquisition and/or rehabilitation of two residential projects, the 14-unit Casa De Anza (\$647,000) and the 24-unit Kalorama Apartments (\$300,000). The City also used HOME funds to acquire the HERO Triplex and to assist residents in acquiring the County Estates Mobile Home Park. For the year 2001-2002, the City has allocated \$94,850 in HOME funds to support the rehabilitation of the RAIN homeless shelter.

### Redevelopment Housing Set-Aside

State law requires the Ventura Redevelopment Agency to set aside a minimum of 20 percent of all tax increment revenue generated from redevelopment projects for affordable housing. The Agency's set-aside funds must be used for activities that increase, improve, or preserve the supply of affordable housing. Housing developed under this program must remain affordable to the targeted income group for at least 15 years for rentals and 10 years for ownership housing.

As of February 2002, the Agency had \$1.5 million in its existing balance of redevelopment set-aside account, and anticipates generating approximately \$270,000 annually in additional funds. In total, an estimated \$2.58 million in set-aside funds will be available to support housing activities during the 2000-2005 planning period. These funds will be used to support homeownership assistance and new construction of affordable units. The Agency is in the process of identifying sites for development with affordable housing. Set-aside funds will also be used as the 25 percent match requirement for any HOME funded projects.

### Section 8 Rental Assistance

The Section 8 program or housing choice voucher program is a federal program that provides rental assistance to very low-income persons in need of affordable housing. The Section 8 program offers a voucher. A voucher pays the difference between the payment standard (an exception to fair market rent) and what a tenant can afford to pay (e.g. 30 percent of their income). A voucher allows a tenant to choose housing that may cost above the payment standard, with the tenant paying the extra cost. The Housing Authority of the City of San Buenaventura administers the Section 8 program in Ventura. As of 2001, approximately 1,100 Ventura households received Section 8 assistance from the Housing Authority.

### California Housing Partnership Corporation (CHFA) HELP Program

The goal of the CHFA HELP Program is to provide affordable housing opportunities through program partnerships with local jurisdictions consistent with local housing priorities. HELP Program funds must be used to directly provide affordable housing. Housing units are required to be affordable, with “affordable” being defined in the context of the unmet housing needs and priorities of a local jurisdiction. HELP Program funds may not be used for technical assistance or administrative costs. In 2001, the City of Ventura received a \$1.5 million loan through the HELP Program to initiate the Rental Rehabilitation Demonstration Program. The City may request authorization from CHFA to redirect a portion of these funds to support in the new construction of affordable housing.

**Table V-40: Financial Resources for Housing Activities**

Program Name	Description	Eligible Activities
<b>1. Federal Programs</b>		
Community Development Block Grant (CDBG)	Grants awarded to the City on a formula basis for housing and community development activities.	<input type="checkbox"/> Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Home Buyer Assistance <input type="checkbox"/> Economic Development <input type="checkbox"/> Homeless Assistance <input type="checkbox"/> Public Services
HOME	Flexible grant program awarded to City on a formula basis for housing activities. City participates in Ventura County Home Consortium.	<input type="checkbox"/> Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Home Buyer Assistance <input type="checkbox"/> Rental Assistance
Section 8 Rental Assistance Program	Rental assistance payments to owners of private market rate units on behalf of very low-income tenants.	<input type="checkbox"/> Rental Assistance
Emergency Shelter Grants (ESG)	Grants potentially available to the City through the County to implement a broad range of activities that serve homeless persons.	<input type="checkbox"/> Shelter Construction <input type="checkbox"/> Shelter Operation <input type="checkbox"/> Social Services <input type="checkbox"/> Homeless Prevention
Section 202	Grants to non-profit developers of supportive housing for the elderly.	<input type="checkbox"/> Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> New Construction
Section 811	Grants to non-profit developers of supportive housing for persons with disabilities, including group homes, independent living facilities and intermediate care facilities.	<input type="checkbox"/> Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> New Construction <input type="checkbox"/> Rental Assistance
Section 203(k)	When rehabilitation is involved, a lender typically requires the improvements to be finished before a mortgage is made. This program provides a long-term, low interest loan at fixed rate to finance acquisition and rehabilitation of the property.	<input type="checkbox"/> Land Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Relocation of Unit <input type="checkbox"/> Refinance Existing Indebtedness
Section 108 Loan	Provides loan guarantee to CDBG entitlement jurisdictions for capital improvement projects. Maximum loan amount can be up to five times the jurisdiction's recent annual allocation. Maximum loan term is 20 years.	<input type="checkbox"/> Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Home Buyer Assistance <input type="checkbox"/> Economic Development <input type="checkbox"/> Homeless Assistance <input type="checkbox"/> Public Services
Mortgage Credit Certificate Program	Income tax credits available to first-time homebuyers to buy new or existing single-family housing. Local agencies (County) make certificates available.	<input type="checkbox"/> Home Buyer Assistance

**Table V-40: Financial Resources for Housing Activities**

<b>Program Name</b>	<b>Description</b>	<b>Eligible Activities</b>
Low-income Housing Tax Credit (LIHTC)	Tax credits are available to persons and corporations that invest in low-income rental housing. Proceeds from the sale are typically used to create housing.	<input type="checkbox"/> New Construction
U.S. Department of Agriculture (USDA) Housing Programs (Sections 514 and 516)	Below market-rate loans and grants for farmworker rental housing.	<input type="checkbox"/> New Construction <input type="checkbox"/> Rehabilitation
<b>2. State Programs</b>		
Proposition 1A	Potential buyers or tenants of affordable housing projects are eligible to receive downpayment assistance or rent subsidies at amounts equivalent to the school fees paid by the housing developer.	<input type="checkbox"/> Downpayment Assistance <input type="checkbox"/> Rental Assistance
Emergency Shelter Program	Grants awarded to non-profit organizations for shelter support services.	<input type="checkbox"/> Support Services
Multi-Family Housing Program (MHP)	Deferred payment loans for the new construction, rehabilitation and preservation of rental housing.	<input type="checkbox"/> New Construction <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Preservation
California Housing Finance Agency (CHFA) Rental Housing Programs	Below market rate financing offered to builders and developers of multiple-family and elderly rental housing. Tax exempt bonds provide below-market mortgages.	<input type="checkbox"/> New Construction <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Acquisition of Properties from 20 to 150 units
California Housing Finance Agency Home Mortgage Purchase Program	CHFA sells tax-exempt bonds to make below market loans to first-time homebuyers. Program operates through participating lenders who originate loans for CHFA.	<input type="checkbox"/> Homebuyer Assistance
Supportive Housing/Minors Leaving Foster Care	Funding for housing and services for mentally ill, disabled and persons needing support services to live independently.	X Supportive Housing X Foster Care
Downtown Rebound	Funding to facilitate infill development and conversion of commercial buildings for “live-work” spaces.	X Rehabilitation X Conversion
CHFA HELP Program	Interest bearing loan to jurisdictions for rehabilitation activities. Ventura received \$1.5 million to initiate the Rental Rehabilitation Demonstration Program. City may request expansion of use of funds to support new construction activities.	X Rehabilitation X New Construction (per CHFA approval)

**Table V-40: Financial Resources for Housing Activities**

<b>Program Name</b>	<b>Description</b>	<b>Eligible Activities</b>
<b>3. Local Programs</b>		
Redevelopment Housing Fund	State law requires that 20% of Redevelopment Agency funds be set aside for a wide range of affordable housing activities governed by State law.	<input type="checkbox"/> Acquisition <input type="checkbox"/> Rehabilitation <input type="checkbox"/> New Construction
Tax Exempt Housing Revenue Bond	The City can support low-income housing by issuing housing mortgage revenue bonds requiring the developer to lease a fixed percentage of the units to low-income families at specified rental rates.	<input type="checkbox"/> New Construction <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Acquisition
<b>4. Private Resources/Financing Programs</b>		
Federal National Mortgage Association (Fannie Mae)	<input type="checkbox"/> Fixed rate mortgages issued by private mortgage insurers.	<input type="checkbox"/> Home Buyer Assistance
	<input type="checkbox"/> Mortgages which fund the purchase and rehabilitation of a home.	<input type="checkbox"/> Home Buyer Assistance <input type="checkbox"/> Rehabilitation
	<input type="checkbox"/> Low Down-Payment Mortgages for Single-Family Homes in under served low-income and minority cities.	<input type="checkbox"/> Home Buyer Assistance
Savings Association Mortgage Company Inc.	Pooling process to fund loans for affordable ownership and rental housing projects. Non-profit and for profit developers contact member institutions.	<input type="checkbox"/> New construction of rentals, cooperatives, self help housing, homeless shelters, and group homes
California Community Reinvestment Corporation (CCRC)	Non-profit mortgage banking consortium designed to provide long-term debt financing for affordable multi-family rental housing. Non-profit and for profit developers contact member banks.	<input type="checkbox"/> New Construction <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Acquisition
Federal Home Loan Bank Affordable Housing Program	Direct Subsidies to non-profit and for profit developers and public agencies for affordable low-income ownership and rental projects.	<input type="checkbox"/> New Construction
Freddie Mac	Home Works - Provides first and second mortgages that include rehabilitation loan. City provides gap financing for rehabilitation component. Households earning up to 80% of MFI qualify.	<input type="checkbox"/> Home Buyer Assistance combined with Rehabilitation

Source: Compiled by CBA, 2001.

**Administrative Resources**

Described below are public and non-profit agencies that have been involved or are interested in housing activities in Ventura. These agencies play important roles in meeting the housing needs of the community. In particular, they are or can be involved in the improvement of the housing stock, expansion of affordable housing opportunities, preservation of existing affordable housing, and/or provision of housing assistance to households in need.

**Ventura Redevelopment Agency:** The Ventura Redevelopment Agency has assisted in the provision of affordable housing opportunities to meet community needs. Over the years, the Agency has assisted in the development of the 14-unit Rose Garden project for seniors and 48-unit Garden Estates apartments. Using its set-aside funds, the Agency has also acquired a number of properties that may potentially be developed with housing in the future. In addition, the Agency supports the Mortgage Assistance Program administered by the Housing Authority of the City of Ventura.

**Housing Authority of the City of San Buenaventura:** The Ventura Housing Authority operates public housing developments and administers the Section 8 Voucher Program that provides rental subsidies to very low-income households, including families, elderly persons, the disabled, and other special needs households. The Housing Authority currently operates 716 public housing units in Ventura, including approximately 400 units for the elderly. A total of 1,035 households are on the waiting for list for public housing. As of early 2001, nearly 1,100 Ventura households received Section 8 assistance from the Housing Authority, with 1,573 additional households on the waiting list. The Housing Authority also offers 50 rental vouchers to assist the homeless. In addition, the Authority administers the Housing Preservation Loan Program, Rental Rehabilitation Program, Mortgage Credit Certificate (MCC) Program, and the First-Time Homebuyer Program. The Housing Authority also monitors projects under the Affordable Housing Program.

**Cabrillo Economic Development Corporation:** The Cabrillo Economic Development Corporation (CEDC) is a Community Housing Development Organization (CHDO) under the HOME program and is an active affordable housing developer in Ventura and Santa Barbara counties. CEDC consists of construction, property management, homeownership, counseling, and community building divisions. With financial assistance from the City, CEDC acquired and renovated the 24-unit Kalorama Apartments near the downtown.

**Habitat for Humanity of Ventura County:** Habitat for Humanity is a non-profit, Christian organization dedicated to building affordable housing and rehabilitating homes for lower-income families. Habitat builds and repairs homes with the help of volunteers and partner families. Habitat homes are sold to partner families at no profit with affordable, no-interest loans. Volunteers, churches, businesses, and other groups provide most of the labor for the homes. Government agencies or individuals usually donate land for new homes. Habitat is currently involved in the construction of 22 new homes in the unincorporated community of Piru.

**Mercy Charities Housing California (MCHC):** Mercy Charities is a statewide non-profit housing development corporation whose mission is to support and strengthen communities through the provision of quality, affordable, services-enriched housing for lower-income individuals and families. MCHC has been active in nearby Oxnard, where the corporation was/is involved in the construction of three affordable housing projects.

**Many Mansions, Inc.:** Many Mansions is a non-profit housing and community development organization founded in 1979 to promote and provide safe, well-managed housing to limited income residents of the Conejo Valley and surrounding communities in Ventura County. Many Mansions develops, owns, and self-manages special needs and permanent affordable housing. The organization also provides resident services, housing counseling, a food bank and homeownership counseling. Many Mansions has been particularly active in the City of Thousand Oaks.

**Peoples' Self-Help Housing Corporation (PSHHC):** PSHHC is a housing and development corporation serving San Luis Obispo, Santa Barbara, and Ventura counties. PSHHC provides design, implementation, technical assistance, and property management of low-income homeownership and rental housing. PSHHC is known to have produced attractive single-family homes at affordable prices in Santa Barbara. PSHHC developed 62 homes in Moorpark and is completing 47 homes in Piru.

**HomeAid America Los Angeles/Ventura:** HomeAid operates under the auspices of the Greater Los Angeles/Ventura Chapter of the Building Industry Association of Southern California. Established in 1989, HomeAid Los Angeles/Ventura has developed a number of shelters/housing facilities for the homeless and will soon complete the RAIN shelter in the County of Ventura which will accommodate 100 residents.

**Commission on Human Concerns:** The Commission on Human Concerns is a non-profit organization that offers assistance to lower-income individuals and families through programs such as: home weatherization, lease assistance, utility bill assistance, legal services including family and administrative law, form preparation, income tax assistance, counseling, case management, food distribution), and day center for the homeless. The Commission operates the Goldberg House, a five-room transitional housing facility, in Ventura.

**Partners in Housing:** Based in Newbury Park, Partners in Housing is a public benefit corporation dedicated to the development and management of housing for lower-income households in Ventura County, particularly those with special needs. Partners in Housing is the non-profit arm of the Area Housing Authority of the County of Ventura. The first project completed by Partners In Housing is Villa Calleguas, a 24-unit apartment complex for independent living for the mentally challenged located in the City of Camarillo.

***Opportunities for Energy Conservation***

Utility-related costs can directly impact the affordability of housing in Southern California. However, Title 24 of the California Administrative Code sets forth mandatory energy standards for new development, and requires adoption of an “energy budget.” In turn, the home building industry must comply with these standards while localities are responsible for enforcing the energy conservation regulations.

The following are among the alternative ways to meet these energy standards.

Alternative 1: The passive solar approach which requires proper solar orientation, appropriate levels of thermal mass, south facing windows, and moderate insulation levels.

Alternative 2: Generally requires higher levels of insulation than Alternative 1, but has no thermal mass or window orientation requirements.

Alternative 3: Also is without passive solar design but requires active solar water heating in exchange for less stringent insulation and/or glazing requirements.

Additional energy conservation measures are as follows: (1) locating the home on the northern portion of the sunniest location of the site; (2) designing the structure to admit the maximum amount of sunlight into the building and to reduce exposure to extreme weather conditions; (3) locating indoor areas of maximum usage along the south face of the building and placing corridors, closets, laundry rooms, power core, and garages along the north face; and (4) making the main entrance a small enclosed space that creates an air lock between the building and its exterior; orienting the entrance away from winds; or using a windbreak to reduce the wind velocity against the entrance.

Utility companies serving Ventura offer or participate in various programs to promote the efficient use of energy and assist lower-income customers. These programs are described below.

**Southern California Edison programs:** Southern California Edison offers a variety of energy conservation services under the Low Income Energy Efficiency programs (LIEE), which help qualified homeowners and renters conserve energy and control their electricity costs. Eligible customers receive services from local community agencies and licensed contractors working with Edison. Services include weatherization, efficient lighting and cooling, refrigerator replacement, and energy education. In addition, Edison participates in the California Alternative Rates for Energy (CARE) program, which provides a 15 percent discount on electric bills for low-income customers.

**Southern California Gas programs:** The Southern California Gas Company offers two direct assistance programs to limited income customers: (1) a no-cost weatherization (such as attic insulation and water blankets) and (2) a no-cost furnace repair and replacement service. The Gas Company also participates in the State CARE program, providing low-income customers with a discount on their gas bills.

## **VI. Local Economy**

### **1. Purpose of the Economic Base Study**

The Economic Base Study has been prepared to achieve an understanding of the City's economic base and how each industry sector contributes to the City of San Buenaventura's economy. The purpose is also to identify target economic opportunities that are both realistic and compatible with the City's vision. In this context, the study analyzes the growth and distribution of the County's economic base to identify key industries that can be attracted to the City and support its vision for a diversified economy. Job types, salary and skill levels, income, land availability and housing affordability are also important attributes of the economy. Additionally, the study analyzes trends and conditions that relate to the City's ability to promote economic vitality, and presents different indicators to measure the condition of the City's economic well-being.

The findings of the Economic Base Study will form the background for preparing the Economic Development Element of the Comprehensive Plan. In order to maintain the City's Comprehensive Plan vision of a fiscally healthy and balanced economy, the Economic Development Element defines broad goals and policies and discusses existing and future economic development efforts. It also serves to compile key economic policies in one document and to set priorities for future economic actions.

The Economic Development Element is closely linked to other elements of the Comprehensive Plan, such as Land Use, Circulation and Housing. Economic development is impacted by almost everything the City does toward maintaining and influencing a high quality of life. This includes improving parks and recreation, enhancing public safety, improving streets, storm drains and other physical infrastructure, and is intimately connected to activities of outside agencies and organizations. Quality of life is a key consideration in maintaining a strong economic base.

The Economic Development Element's long-term goals and policies serve to provide an organizational framework that can guide ongoing development efforts. Recognizing that economic development is not a static process, the goals and policies should also maintain flexibility to respond to changing economic trends and local market conditions. Additionally, it should suggest implementation actions by which economic performance can be monitored and evaluated on a regular basis to gauge effectiveness of the City's Economic Development strategy.

The Economic Development Element builds upon ongoing programs and provides a framework within the context of the Comprehensive Plan to insure that the City of San Buenaventura is able to maintain a strong economic base and take advantage of future economic opportunities. It helps guide development standards to achieve economic goals. A strong economy not only provides the local workers with adequate income to afford a high quality of life, but it also provides local government with adequate public revenues to maintain a high quality of public services.

#### ***Achieving the Vision: Ventura Vision 2000***

The Ventura Vision 2000 was developed by a broad-based citizen's outreach committee and accepted by the City Council in March 2000 to serve as the shared vision for the community. This document describes an economic vision for the City of San Buenaventura as follows:

- Develop a flourishing and balanced economy by encouraging a broad range of high quality employment and entrepreneurial opportunities;
- Encourage private economic development that can support public services and amenities associated with a high quality of life;
- Develop a vital and prosperous economy while maintaining “small-town” qualities;
- Achieve enhanced economic vitality through cooperation between private and public sectors; and
- Actively participating in regional economic development efforts.

The visioning process led to the specification of a broad economic strategy and economic objectives, which are identified in a section of Ventura Vision 2000 entitled “Our Prosperous Community” and are summarized in Table VI-1.

**Table VI-1.  
City of San Buenaventura Economic Base Analysis  
Ventura Vision 2000 Economic Objectives**

<b>FOCUS AREA</b>	<b>OBJECTIVES</b>
Business/Industrial Sectors	Promote a diverse range of jobs, businesses and industries that provide a balance of high paying employment and entrepreneurial opportunities.
Special Focus Areas	Create economic enhancement in areas with outstanding potential and/or special needs.
Tourism	Improve tourism opportunities in a way that respects the needs of residents and minimizes impact on community.
Retail/Sales Tax Revenue	Develop a vibrant and diverse retail sector.
Agricultural Sector	Promote a forward-looking agricultural sector that is integrated with the economy & urban fabric of community.
Business Infrastructure	Enhance infrastructure to support a prosperous economy and the retention, expansion and attraction of targeted businesses.
Workforce Education	Work with educational institutions to create programs that enhance skills and capacities of the local work force.
Quality Housing	Promote a mix of attractive and high-quality housing for Ventura’s residents.
Public Sector Financial Management	Maintain an efficient system of public fiscal management.
Effective Partnering and Public-Private Sector Interaction	Develop strategic partnerships between public and private sectors to promote a broad range of employment opportunities and overall economic vitality.

Source: Ventura Vision March 2000, City of San Buenaventura.

**Key Economic Development Issues**

While economic growth in the City of San Buenaventura offers opportunities for the City to achieve its economic vision, there are also potential constraints. The following summarizes key economic issues for the City:

- Services, retail, government and manufacturing account for the vast majority of jobs in Ventura County today. Since San Buenaventura is the county seat, the county government (including the County Hospital) is by far the largest single employer in the City. A key goal is to find opportunities to diversify the local economy;
- Several key industry sectors have been identified for Ventura County and are also important to San Buenaventura, including: high technology manufacturing, non-durable manufacturing, business and financial services and tourism. The City should diversify its employment base in these key sectors in order to maintain a balanced economy. Training programs are integral to providing jobs in these emerging industries;
- Recently, at the regional and County level, there has been increasing job growth in technology-related fields such as biotechnology, computer software, communications, entertainment, multimedia, education and business and financial services. A key question is: how does the City position itself to capture a share of these markets?
- The City has a low vacancy rate and limited space for new residential development. The shortage of housing, as well as its high cost, is a constraint to attracting businesses to the City. Employers require housing to serve the needs of their employees at all levels;
- A shortage of available commercial and industrial land will continue to be a constraint. However, there are locations in the City that present opportunities for development. Parcels of land that are underutilized present opportunities for re-use. For example, in the Westside Corridor, redevelopment studies have already been undertaken. Downtown and neighborhood revitalization also provide opportunities for new development;
- Tourism is strong in San Buenaventura. Its beaches, museums, downtown, harbor and nearby Channel Islands attract more than 1.5 million visitors annually. Potential opportunities exist to expand the tourist and visitor market;
- The City also has opportunities for enhancement of beachfront property from the Santa Clara River outlet northward for hotel and visitor possibilities, including the fairgrounds. This area, referred to as the “String of Pearls,” should focus on tourism opportunities and expanded access;
- The City’s high visibility and accessibility due to its location along U.S. Highway 101 and State Highway 126 are locational attributes which can attract retail, commercial, tourism and industrial opportunities;
- Retail trade is a significant economic activity because sales tax is the major municipal General Fund revenue source. While San Buenaventura generates a high level of sales

tax per capita compared with other areas of Ventura County, there are opportunities to expand the retail base; and

- Infrastructure capacity and limited financing resources will be an ongoing constraint.

### ***Data Sources and Methodology***

A variety of existing resources have been used to provide historic trends and indicators for evaluating the City's economic base including the following:

- Demographic data from the 1990 and 2000 U.S. Censuses;
- Taxable sales for fiscal years 1989-2000, City of San Buenaventura;
- Taxable sales 1989-2000, 3<sup>rd</sup> quarter, California State Board of Equalization;
- Business License Tax Data for years 1990-2000, City of San Buenaventura;
- City of San Buenaventura Adopted Budget 2000-01;
- Vacant residential and non-residential land inventory, City of San Buenaventura;
- Employment, gross product and average wage data for 1993 – 2000 from the University of California, Santa Barbara's (UCSB) Economic Outlook 2001, and special tabulations;
- Permit activity and valuation data from the Construction Industry Research Board, 2001;
- Ventura County Business Cluster Analysis, Applied Development Economics, September 11, 1995;
- Tourism Master Plan, City of San Buenaventura, June 1999; and
- A windshield survey of the City's existing and proposed development areas.

## **2. Demographics**

### ***Population and Households***

Table VI-2 shows the change in population and household characteristics from 1990 to 2000. As shown, the City's population grew at less than an average of one percent annually between 1990 and 2000. Ventura County population growth was slightly higher at 1.2 percent annually. Total households in the City grew at about the same rate as the population, with owner-occupied households growing faster than renter-occupied households, or an average 1.3 percent annually. Average household size remained practically constant in San Buenaventura since 1990 at 2.62 persons per household in 2000. This is less than Ventura County at 3.10 persons per household.

### ***Ethnic Composition***

The ethnic composition of San Buenaventura and the County in 2000 is shown in Table VI-3. The majority of the City is classified as White at 68 percent of the total population, compared with the County at 57 percent. The next largest ethnic group in San Buenaventura is Hispanic, which represents 24 percent of the total population. Hispanics comprise about one-third of the County's population. Other races, including those origin is more than two races, comprise about 7 percent of the City's population and about 10 percent of the County's population.

**Table VI-2.**  
**City of San Buenaventura Economic Base Analysis**  
**Population and Household Characteristics: 1990 to 2000**

	1990	2000	1990 - 2000 Change	1990 - 2000
				Avg Annual Growth
<b>San Buenaventura</b>				
Population	92,575	100,916	8,341	0.9%
Households	35,408	38,524	3,116	0.8%
Owner-Occupied	19,928	22,596	2,668	1.3%
Renter-occupied	15,480	15,928	448	0.3%
Avg. HH size owner	na	2.62		
Avg. HH size renter	na	2.46		
Avg. HH size	2.61	2.62		
<b>Ventura County</b>				
Population	669,016	753,197	84,181	1.2%
Households	217,298	243,234	25,936	1.1%
Owner-Occupied	142,262	164,380	22,118	1.5%
Renter-occupied	75,036	78,854	3,818	0.5%
Avg. HH size owner	na	3.03		
Avg. HH size renter	na	3.08		
Avg. HH size	3.08	3.10		

Source: Stanley R. Hoffman Associates, Inc.  
U.S. Census, 1990 and 2000.

**Table VI-3.**  
**City of San Buenaventura Economic Base Analysis**  
**Ethnic Distribution in 2000**

Race	San Buenaventura	% of Total	Ventura County	% of Total
White	68,710	68%	427,449	57%
Black	1,284	1%	13,490	2%
Hispanic	24,573	24%	251,734	33%
Asian	2,933	3%	39,452	5%
Other	917	1%	5,678	1%
More than two races <sup>1</sup>	2,499	2%	15,394	2%
Total	100,916	100%	753,197	100%

1. New classification system in 2000 Census includes an additional category for origin of more than two races.

Source: Stanley R. Hoffman Associates, Inc.  
U.S. Census Bureau, 2000.

**Age Distribution: Working Age Population**

The working age population, persons age 18 to 64 years, provides an indication of the potential labor force. As shown in Table VI-4, about 62.0 percent of the City's population in year 2000 was comprised of persons in this age category, about the same as the County (61.0 percent). As shown, although there has been a relatively small increase in the age 18 to 64 category for both the City and the County; this age category declined slightly as a percentage of the total population from 1990 to 2000. For the City, population in this category declined from 64.0 percent of the total population in 1990 to 62.2 percent of the total in 2000. The County's distribution of this age group also declined during the same time period, from 63.3 percent to 61.4 percent. Correspondingly, there was a slight increase in the other age categories from 1990 to 2000 for both the City and the County.

**Table VI-4.**  
**City of San Buenaventura Economic Base Analysis**  
**Working Age Population: 1990 and 2000**

Population	San Buenaventura		County	
	1990	2000	1990	2000
Ages < 18	21,763	25,262	182,908	214,244
Ages 18 - 64	59,265	62,723	423,639	462,149
Ages 65 and over	<u>11,547</u>	<u>12,931</u>	<u>62,469</u>	<u>76,804</u>
Total Population	92,575	100,916	669,016	753,197
Ages < 18 as % of Total	23.5%	25.0%	27.3%	28.4%
Ages 18 - 64 as % of Total	64.0%	62.2%	63.3%	61.4%
Ages 65+ as % of Total	<u>12.5%</u>	<u>12.8%</u>	<u>9.3%</u>	<u>10.2%</u>
	100.0%	100.0%	100.0%	100.0%

Source: Stanley R. Hoffman Associates, Inc.  
U.S. Census 2000.

**Jobs to Households Ratio**

The jobs to households ratio is a general indicator used to measure the growth in jobs relative to households. In theory, if households have job opportunities closer to home, this can potentially reduce overall commuting. Table VI-5 presents a regional comparison of projected jobs to households ratios for each of the six counties within the SCAG (Southern California Association of Governments) region for 1997 and 2025. These ratios are for the combined incorporated and unincorporated areas of each county. The City of San Buenaventura is also shown for comparison. In 1997, the ratio for Ventura County was 1.26, slightly less than the regional ratio of 1.34. By 2025, SCAG forecasts that Ventura County will increase to 1.40, higher than the projected regional ratio of 1.34. This is more job growth relative to households than for neighboring Los Angeles County, which is projected to decrease from 1.40 in 1997 to 1.28 in 2025. The City of San Buenaventura's jobs to households ratio is higher than the County, with its ratio projected to increase from 1.47 in 1997 to 1.64 in 2025.

<b>County</b>	<b>1997</b>			<b>2025</b>			<b>Change</b>
	<b>Jobs</b>	<b>Households</b>	<b>Ratio</b>	<b>Jobs</b>	<b>Households</b>	<b>Ratio</b>	
Imperial	55,573	38,384	1.45	94,061	97,883	0.96	-0.49
Los Angeles	4,303,192	3,071,597	1.40	5,290,938	4,118,809	1.28	-0.12
Orange	1,345,626	887,887	1.52	2,043,660	1,068,051	1.91	0.39
Riverside	432,400	462,830	0.93	1,006,419	933,887	1.08	0.15
San Bernardino	540,141	508,551	1.06	1,085,709	889,875	1.22	0.16
Ventura	293,948	232,831	1.26	431,506	309,210	1.40	0.14
Regional Total	6,970,880	5,202,080	1.34	9,952,293	7,417,715	1.34	0.00
San Buenaventura	54,918	37,399	1.47	72,855	44,396	1.64	0.17
Source: Stanley R. Hoffman Associates, Inc.							
SCAG 2025 Regional Forecasts							

### 3. Physical and Locational Characteristics

#### *Overview of Primary Resource Assets*

One of California's original mission towns, the City of San Buenaventura is located 63 miles northwest of Los Angeles. The City's beaches and its warm Mediterranean climate are among the key resources that San Buenaventura offers. The City has a small boat harbor that includes the headquarters of the Channel Islands National Marine Sanctuary. Other key attractions, such as the Seaside County Fairgrounds facility, along with the City's cultural amenities, can help promote tourism as a strong component of the City's economic base. Among these are the following:

Ventura Harbor. The Harbor is the home of the Channel Islands Visitor Center, and provides a variety of dining and shopping opportunities;

The Ventura Pier. The pier at the end of California Street was originally built in 1872, making it one of California's oldest wooden piers. It features a restaurant, a gift shop and views of the Channel Islands, coastline and mountains;

Ventura State Beach. Visible from Harbor Boulevard and Highway 101, the State Beach is an important link between the downtown area and the Harbor;

The Channel Islands National Park Visitor Center and Anacapa Island. These attractions are unique resources, which have the potential to enable the City to be a nature/adventure tourism destination offering sailing, kayaking, scuba diving and snorkeling;

The Beachfront Promenade. At the ocean end of California Street, the beachfront promenade is home to the Holiday Inn and conference center. The Promenade hosts several weekend arts and crafts shows throughout the year;

Olivas Adobe. The 1999 Tourism Master Plan identified Olivas Adobe as an underutilized historic attraction that could offer outdoor concerts and banquet facilities;

Ventura County Museum of History & Art. The museum offers excellent art and historical exhibits featuring the area's artists and historical artifacts. Additional plans include a 750-seat auditorium and a gallery with touring exhibits;

Historic Downtown. San Buenaventura's historic and quaint downtown area offers a variety of restaurants and retail offerings in a small-town setting with historic architecture and cultural amenities. Along Main St. is a 10-screen state-of-the-art cinema complex along with bookstores, antique shops, restaurants, specialty retailers and galleries;

Golf Courses. The City's two golf courses, Olivas Park and Buenaventura Golf Club, could be included as part of overall destination packages. Through the creation of hotel and golf packages, additional overnight visitors could be generated;

San Buenaventura Mission. Built in 1782, the Mission anchors the western part of the downtown area and is still used for regular Catholic Church services. There are plans for the Mission to add a theater and undergo other renovations; and

Ventura County Fairgrounds. The Ventura County Fair attracts over 35,000 patrons annually with weekend attendance nearly at capacity, and could be used year-round for other events as well.

### ***Transportation Options***

The City has a variety of transportation options, providing bus and rail transportation, as well as easy access by freeway. Being a coastal city, Ventura also offers commercial shipping and pleasure boating passage. These transportation options include:

Freeway/Highway. Highway 101 (Ventura Freeway) runs south to Los Angeles, San Fernando Valley and San Diego, and north to Santa Barbara, San Luis Obispo and San Francisco;

Port and Water Travel. Close to San Buenaventura, nearby Port Hueneme is the only deep-water port between Long Beach and San Francisco. Products are shipped in and out of this port daily. For small vessels, Ventura Harbor Marina provides both commercial and private recreational and live-aboard boating facilities;

Rail Service. METROLINK provides commuter rail service twice daily from Ventura to Los Angeles with stops in several Ventura County communities as well as Los Angeles County destinations. A new Montalvo Station is expected to begin operating in the fall of 2002. AMTRAK also honors Metrolink commuter passes; and

Bus Lines. Ventura Inter-city Transit Authority (VISTA) operates 4 regular bus routes and two general public dial-a-ride services. In addition, South Coast Area Transit (SCAT) operates bus

routes serving the cities of San Buenaventura, Oxnard, Port Hueneme and the County area between them.

Airports. Airline travel is in close proximity to Los Angeles International Airport, Burbank-Glendale-Pasadena Regional Airport and Santa Barbara Municipal Airport. For private aircraft Camarillo, Oxnard and Santa Paula Airports provide several opportunities in the area.

### ***Vacant Land Analysis***

According to the City, there is a total of 589 acres of vacant residential, commercial and industrial land available within the City. Commercial and industrial land comprises about 277 acres of this vacant acreage, or about 47 percent of the total. At an estimated floor area ratio (FAR) of 0.50, this results in about 6.0 million square feet of maximum buildable area. This is a rough estimate since the approximate square footage varies for office, retail and industrial uses.

The 312 acres of vacant residential land results in about 2,278 new housing units at an average 7.3 units per acre. When 30 or greater percent slope constraints are applied to applicable residential parcels, the number of potential units is reduced somewhat. The City has indicated that housing supply and affordability are key issues and potentially deter companies from relocating to, or expanding in the City.

### ***Employment Densities***

Site selection is one of the most difficult tasks of facility development. Because the City of Ventura is largely built-out, there are few large sites available. Infill development on smaller parcels and adaptive reuse of existing structures can also provide additional site inventory.

Continued job creation will require development of new facilities to house the economic activity. As shown in Table VI-6, the acreage required by type of development per 100 new employees varies according to land use. Retail and industrial uses tend to be more land consumptive per employee than office development that can be accommodated by a range of land use intensities.

Also, increased job growth drives the demand for additional housing at a variety of price and rental ranges. While hypothetical jobs/housing balance ratios have been considered, in practice it is difficult to specify one overall ratio because the variation in employment types and wages will influence the mix of housing types and densities demanded.

**Table VI-6.**  
**City of San Buenaventura Economic Base Analysis**  
**Required Land Area per 100 New Employees by Land Use**

Employment Sector	Average Building sq.ft. per Employee	Building Area sq. ft. per 100 Employees	Estimated FAR (Floor Area Ratio)	Required Land Area per 100 New Employees	
				Square feet	Acres
Retail	500	50,000	0.23	217,391	5.0
Office **	300	30,000	0.35	85,714	2.0
	300	30,000	1.00	30,000	0.7
Industrial	600	60,000	0.45	133,333	3.1

\*\* These are averages for office development.

Source: Stanley R. Hoffman Associates, Inc.

### ***Redevelopment Project Areas***

Redevelopment is a process created to assist city and county government in eliminating blight from designated areas and to achieve desired development, revitalization and rehabilitation of commercial, industrial and residential property. The City began its redevelopment effort in 1966 with the adoption of the Beachfront project area and added the Mission Plaza and Downtown projects in subsequent years. In December 1997, the three existing project areas were combined into a single Downtown Project Area. The tax increment generated by the sales or reassessment of property in this project area is the Redevelopment agency's primary revenue source. Tax increment monies are anticipated to grow at 4 percent to 6 percent based on recent redevelopment activities and property ownership turnover.

The City's Redevelopment Project area encompasses 320.5 acres, which is quite small relative to the City's geographic area. Many other jurisdictions that are smaller than San Buenaventura have larger redevelopment project areas and therefore are able to generate a larger amount of tax increment for project funding.

## **4. Market Assessment**

### ***Taxable Sales Trends***

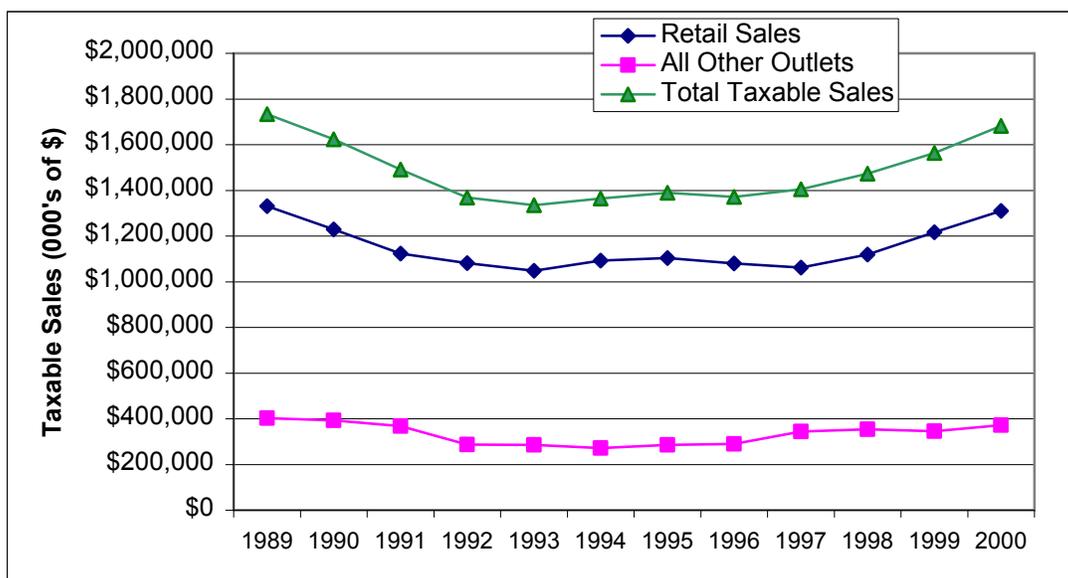
As the City's major municipal General Fund revenue source, sales tax is a significant contributor to San Buenaventura's economic vitality. This section discusses taxable sales trends in the City of San Buenaventura, addressing its performance relative to the region and nearby communities. First, total taxable sales for the City from 1989 to 2000 are presented. Per capita taxable retail sales by individual sales category for the City in 1989 and 2000 are then compared to the County and State for this same time period. The City's per capita taxable retail sales are also compared with nearby communities for 1989 and 1999, since 1999 was the most recent calendar year for which data was available for these communities. The last section presents trends related to the

City’s business-to-business (non-retail) taxable sales from 1989 to 2000. All taxable sales values are presented in constant 2000 dollars to remove the effects of inflation.

**Total Taxable Sales Trends**

Total taxable sales transactions in the City declined about 3 percent in year 2000 inflation adjusted dollars from about \$1.73 billion in 1989 to \$1.68 billion in 2000 as shown in Figure VI-1. Year 1989 was chosen as a benchmark because it was the peak year before the decline in the early to mid-1990s. As shown in Figure VI-1, taxable retail sales transactions represented about 75 to 80 percent of the total, decreasing from about \$1.33 billion to about \$1.31 billion over this same period, or a decline of about 1.6 percent. Transactions from All Other Outlets (i.e., non-retail), primarily business-to-business, declined about 7.7 percent in real dollars, decreasing from about \$402 million in 1989 to about \$372 million in 2000. Inflation from 1989 to 2000 was about 2.7 percent annually according to the Bureau of Labor Statistics Consumer Price Index. Taxable retail sales in year 2000 have almost returned to their 1989 level in real dollars.

**Figure VI-1.**  
**City of San Buenaventura Economic Base Analysis**  
**Total Taxable Sales Transactions (in \$000’s), 1989 to 2000**  
**(in constant 2000 dollars)**



Source: California State Board of Equalization & City of San Buenaventura (year 2000).

**Per Capita Taxable Retail Sales Trends**

San Buenaventura: Per Capita Taxable Retail Sales by Category: 1989 and 2000. Per capita taxable retail sales are a rough estimate of the retail sales performance in San Buenaventura, and are calculated by dividing the total retail sales by the City’s total population for a particular year. As shown in Table VI-7, per capita taxable retail sales for the City have declined in 2000 inflation adjusted dollars from \$14,383 in 1989 to \$12,982 in 2000 with declines in most categories. The largest dollar decreases were in Home Furnishings and Food Stores followed by

Service Stations, Building Materials and Other Retail. The largest relative changes were in the Home Furnishings and Food Store categories that declined by 50.6 percent and 31.4 percent respectively. Auto Dealers and Supplies have continued to represent the largest portion of the City's per capita taxable retail sales in spite of a 2.1 percent decline in real dollars per capita from 1989 to 2000. Apparel is the only category that showed an increase (13.7 percent) while General Merchandise showed only a small decrease (0.3 percent).

**Table VI-7.**  
**City of San Buenaventura Economic Base Analysis**  
**Per Capita Taxable Retail Transactions: City of San Buenaventura**  
**(in constant 2000 dollars)**

Retail Group	1989	2000	Change	% Change
Apparel Stores	\$548	\$623	\$75	13.7%
General Merchandise <sup>1</sup>	2,214	2,208	-6	-0.3%
Food Stores	787	540	-247	-31.4%
Eating and Drinking Places	1,428	1,397	-31	-2.2%
Home Furnishings	1,028	508	-520	-50.6%
Building Materials	1,059	864	-196	-18.5%
Auto Dealers and Supplies	3,904	3,824	-80	-2.1%
Service Stations	1,059	904	-154	-14.6%
Other Retail <sup>2</sup>	<u>2,354</u>	<u>2,112</u>	<u>-242</u>	<u>-10.3%</u>
<b>Retail Subtotal</b>	<b>\$14,383</b>	<b>\$12,982</b>	<b>-\$1,401</b>	<b>-9.7%</b>
Population	92,575	100,916	8,341	9.0%

1. General merchandise includes drug stores.

2. Other retail includes packaged liquor and second-hand merchandise.

Sources: Stanley R. Hoffman Associates, Inc.  
California State Board of Equalization.  
U.S. Census Bureau.  
Consumer Price Index: inflation factor 1989/2000: 1.34

This data suggests that there are opportunities for diversification in the retail base in order to address the growing competition in the City's market area and to serve the City's population, employment and tourists.

Comparative Per Capita Taxable Retail Sales: City, County and State. Table VI-8 presents the per capita taxable retail sales for the City compared to both Ventura County and the State in 1989 and 2000. The City's per capita taxable retail sales continues to be higher overall than both the County and the State. However, it has declined in real dollars relative to its population growth from 1989 to 2000, decreasing from \$14,383 to \$12,982 per capita during this time period. The City's population increased from 92,575 to 100,916 during this time period, or by about 9 percent. The total per capita taxable retail sales for both the County and State have remained relatively constant from 1989 to 2000 in real dollars.

**Table VI-8.**  
**City of San Buenaventura Economic Base Analysis**  
**Comparative Per Capita Taxable Retail Transactions: 1989**  
**(in constant 2000 dollars)**

<b>Retail Group</b>	<b>City</b>	<b>County<sup>3</sup></b>	<b>State<sup>3</sup></b>
Apparel Stores	\$548	\$374	\$438
General Merchandise <sup>1</sup>	2,214	1,365	1,319
Food Stores	787	626	639
Eating and Drinking Places	1,428	888	998
Home Furnishings	1,028	393	408
Building Materials	1,059	868	806
Auto Dealers and Supplies	3,904	1,911	1,540
Service Stations	1,059	589	644
Other Retail <sup>2</sup>	<u>2,354</u>	<u>853</u>	<u>1,108</u>
<b>Retail Subtotal</b>	<b>\$14,383</b>	<b>\$7,867</b>	<b>\$7,899</b>
Population	92,575	669,016	29,760,021

**Table VI-9.**  
**City of San Buenaventura Economic Base Analysis**  
**Comparative Per Capita Taxable Retail Transactions: 2000**

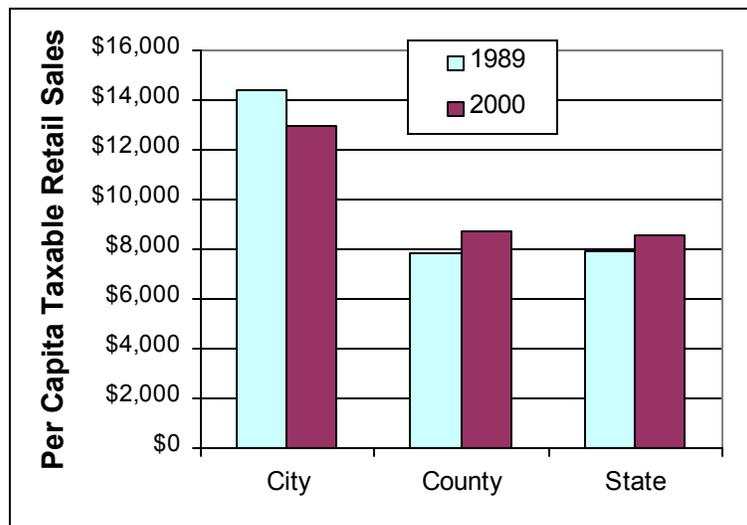
<b>Retail Group</b>	<b>City</b>	<b>County<sup>3</sup></b>	<b>State<sup>3</sup></b>
Apparel Stores	\$623	\$442	\$379
General Merchandise Stores <sup>1</sup>	2,208	1,399	1,356
Food Stores	540	515	549
Eating and Drinking Places	1,397	966	1,052
Home Furnishings	508	354	407
Building Materials	864	725	668
Auto Dealers and Supplies	3,824	2,079	1,703
Service Stations	904	638	737
Other Retail Stores <sup>2</sup>	<u>2,112</u>	<u>1,586</u>	<u>1,688</u>
<b>Retail Subtotal</b>	<b>\$12,982</b>	<b>\$8,703</b>	<b>\$8,540</b>
Population	100,916	753,197	33,871,648

1. General merchandise includes drug stores.
2. Other retail includes packaged liquor and second-hand merchandise.
3. 2000 annual sales were estimated by applying a factor to the first 3 quarters of retail sales in 2000. This factor was the ratio of sales for the first 3 quarters in 1999 to annual 1999 sales by retail category.

Sources: Stanley R. Hoffman Associates, Inc.  
California State Board of Equalization.  
U.S. Census 2000 population estimates.

Competitive Position and Retailing Opportunities. The City’s 2000 per capita taxable retail sales relative to the County and State are shown in Figure VI-2. As shown, the City remains higher in per capita sales than both the County and the State. However its competitive position has declined, primarily due to the extensive retail development along the Highway 101 corridor in communities such as Oxnard and Camarillo. This suggests that the City needs to target key retail sectors in order to maintain a strong share of the retail market. Revitalization of the City’s regional mall and the downtown central business district, and development of the Montalvo Square and Ventura Gateway projects are examples of enhancing local retailing opportunities. Future opportunities for development need to be identified in other parts of the city targeting both the local population and the tourism markets.

**Figure VI-2.  
Comparative Per Capita Taxable Retail Sales: 1989 and 2000  
(In Constant 2000 Dollars)**



Source: California State Board of Equalization.

Comparative Per Capita Taxable Retail Sales: San Buenaventura and Nearby Communities. Table VI-10 shows per capita taxable retail sales for the City of San Buenaventura compared to nearby communities and the County from 1989 to 1999 in 2000 dollars. Year 1999 was chosen because this was the latest year with published retail sales data for the other communities. During 1999, the City of San Buenaventura had higher per capita taxable retail sales overall (\$12,062) than the County (\$8,029). This was only exceeded by the per capita taxable retail sales in Thousand Oaks of \$13,988.

**Table VI-10.**  
**City of San Buenaventura**  
**Comparative Taxable Retail Per Capita Sales, 1989 and 1999**  
**(in constant 2000 dollars)**

<b>Jurisdiction</b>	<b>1989</b>	<b>1999</b>	<b>Change</b>	<b>% Change</b>
San Buenaventura	\$14,385	\$12,062	-\$2,323	-16.1%
Camarillo	5,281	7,471	2,189	41.5%
Oxnard	7,998	8,513	515	6.4%
Thousand Oaks	12,221	13,988	1,767	14.5%
Ventura County	\$7,867	\$8,029	\$162	2.1%

Source: Stanley R. Hoffman Associates, Inc.

California State Board of Equalization Taxable Sales: 1989-1999.

California State Department of Finance, population estimates.

Consumer Price Index: inflation factor 1989/2000: 1.34

Consumer Price Index: inflation factor 1999/2000: 1.03

Non-Retail Taxable Sales. Non-Retail sales tax revenues include primarily manufacturing, leasing, building materials – wholesale, and business services firms that generate taxable sales to other businesses, and in some cases to the public. Also included are a smaller amount of taxable sales from business and personal services. As shown in Table VI-11, four categories accounted for about 53 percent of the total non-retail sales tax revenues in 2000 of \$372.5 million. These categories included Light Industry (18.6 percent), Leasing (14.4 percent), Building Materials – Wholesale (12.0 percent) and Oil and Gas Products (8.2 percent). Only about 15 percent of the total non-retail sales are attributable to business and personal services. Expansion of the industrial and business sectors should increase non-retail taxable sales commensurately. As shown previously in Table VI-1, total taxable non-retail sales have declined by 7.7 percent from 1989 to 2000 in constant 2000 dollars.

Estimated Retail Sales Capture. “Retail sales capture” is an approximate indicator of how well the retail sector is performing in the City. While households do not spend all of their purchasing power in their city of residence, hypothetical sales capture is estimated by comparing total annual retail sales in the City to the estimated total annual retail purchases by the City’s residents. If the total retail sales are greater than the total retail purchases by the City’s residents, this indicates that the City is generally drawing sales from outside its boundaries. The U.S. Consumer Expenditure Survey provides data on average annual household retail expenditures that is used to estimate resident purchases.

Table VI-12 shows the estimated retail sales capture for the City of San Buenaventura during 2000. As shown in Table VI-12, households in the City of San Buenaventura spent an estimated \$871.7 million on retail purchases in 2000, or about 34 percent of their average household income. As indicated in Column D (retail sales less household purchases), the City has an estimated total positive capture of about \$578.5 million in retail sales, or about 66 percent of the City’s potential household purchasing power. The strongest categories are Auto Dealers and Other Retail followed by Building Materials and General Merchandise.

**Table VI-11.**  
**City of San Buenaventura Economic Base Analysis**  
**Business-to-Business Taxable Sales by Category: 2000**

<b>Category</b>	<b>Taxable Sales</b>	<b>% of Total</b>
Non-store retailers	\$4,536,000	1.2%
Part-Time Business	5,380,000	1.4%
Vending Companies	92,100	0.0%
Building Materials Wholesale	44,672,600	12.0%
Office Machines	20,850,400	5.6%
Health Services	4,973,400	1.3%
Leasing	53,511,800	14.4%
Electronic Equipment	12,639,100	3.4%
Government/Non-Profit	5,252,400	1.4%
Auctioneer Sales	425,400	0.1%
Business Services	26,977,500	7.3%
Food Processing/Equip	2,433,300	0.7%
Mfg./Textiles	1,270,000	0.3%
Chemical Products	7,009,800	1.9%
Photo Processing/Equip	3,188,800	0.9%
Vehicle Parts	1,200,800	0.3%
Transportation	158,900	0.0%
Oil and Gas Products	30,617,200	8.2%
Heavy Industry	23,067,800	6.2%
Light Industry	<u>69,225,200</u>	<u>18.6%</u>
Total Business-to-Business	317,482,500	85.5%
Total Business/Personal	<u>\$54,020,200</u>	14.5%
<b>All Other Outlets (non-retail)</b>	<b>\$371,502,700</b>	<b>100.0%</b>

Sources: Stanley R. Hoffman Associates, Inc.  
City of San Buenaventura.

Residential Market Trends. As with other areas in Southern California, housing affordability is a primary issue in Ventura County in meeting the needs of the labor force. The high cost of housing is an obstacle in attracting businesses to the City. Another key issue for the City is the limited acreage available for new residential development. This section discusses average home price trends from 1990 to 2000 in the County, trends in the City's rental housing market, and trends in residential building activity and valuation from 1990 to 2000.

Average Home Price Trends: 1990 to 2000. In the City of San Buenaventura, housing mix and affordability is a major factor when attracting businesses to the area. Table VI-13 shows the average home prices for Ventura County from 1990 to 2000 in inflation-adjusted dollars. In 2000, the average price of a new home in real dollars was \$360,888, compared to \$280,754 for an existing home. As shown in Figure VI-13, prices declined overall from 1990 to 1996 in real dollars, but have been on the rise again since 1997. By 2000, average prices in real terms are

estimated to have returned to 1990 levels for new homes while average prices for existing homes are about 9 percent below 1990 levels.

**Table VI-12.**  
**City of San Buenaventura Economic Base Analysis**  
**City of San Buenaventura Estimated Retail Sales Capture**  
**(in constant 2000 dollars)**

Retail Category	(A) Total Retail Sales (in 000's) <sup>1</sup>	(B) Average Purchases per Household <sup>2</sup>	(C) Total HH Purchases (in 000's) <sup>3</sup>	(D) = (A) - (C) Estimated Capture (in 000's)
Apparel Stores	\$62,896	\$1,349	\$51,969	\$10,927
General Merchandise Stores <sup>4</sup>	235,838	5,024	193,545	42,293
Food Stores	181,710	4,734	182,373	-663
Eating and Drinking Places	141,016	2,933	112,991	28,025
Home Furnishings	51,270	971	37,407	13,863
Building Materials <sup>5</sup>	87,168	872	33,593	53,575
Auto Dealers and parts <sup>6</sup>	385,887	3,838	147,855	238,032
Gasoline Service Stations	91,272	1,367	52,662	38,610
Other Retail <sup>7</sup>	213,180	1,541	59,365	153,815
Totals	\$1,450,237	\$22,630	\$871,760	\$578,477
Number of Households		38,524		
HH Size		2.56		
Average Household Income		\$67,198		
Retail Expend. As % of Income		33.68%		

1. Total retail sales for Drug Stores are factored up by 0.62 and Food Stores are factored up by 0.30 to account for the non-taxable portion of these categories.
2. Based on estimates from the U.S. Consumer Expenditure Survey.
3. Estimated by multiplying average expenditures per household by total households.
4. General Merchandise includes Drug Stores.
5. Includes only sales to households and not to contractors or builders
6. Does not include automobile purchases by businesses.
7. Other Retail includes Packaged Liquor.

Source: Stanley R. Hoffman Associates, Inc.  
U.S. Consumer Expenditure Survey.

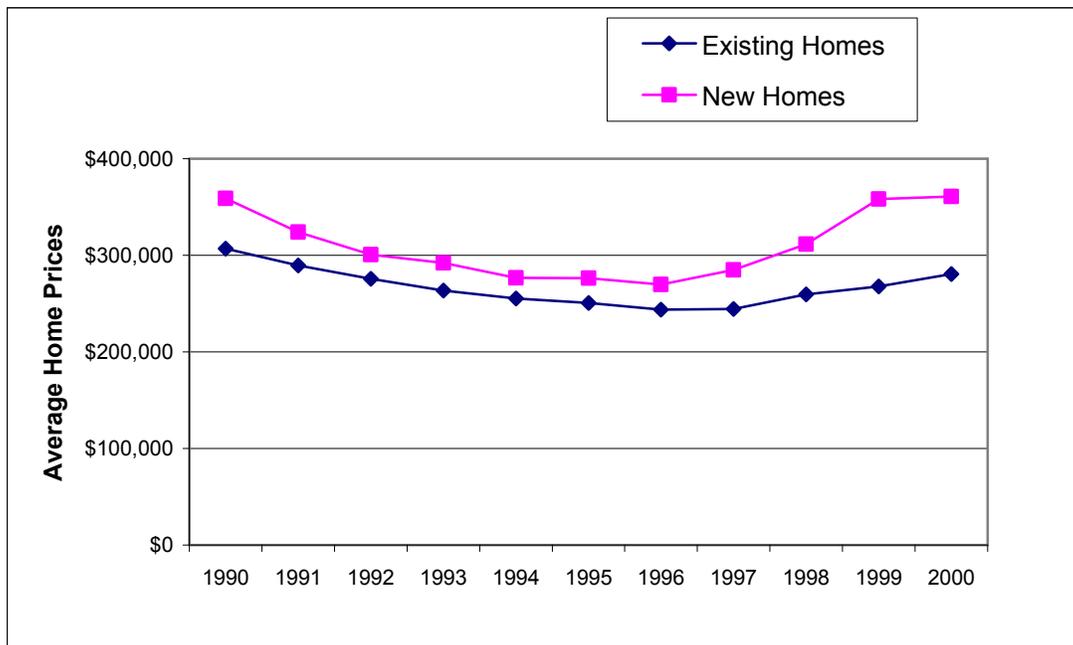
**Table VI-13.**  
**City of San Buenaventura Economic Base Analysis**  
**Average Home Price Trends for Ventura County: 1990 to 2000**  
**(in constant 2000 dollars)**

Year	Existing Homes		New Homes	
	Average Price	% Change	Average Price	% Change
1990	\$306,879	N/A	\$358,943	N/A
1991	289,629	-5.6%	323,949	-9.7%
1992	275,763	-4.8%	300,757	-7.2%
1993	263,444	-4.5%	292,004	-2.9%
1994	255,209	-3.1%	276,614	-5.3%
1995	250,680	-1.8%	276,478	0.0%
1996	243,837	-2.7%	269,763	-2.4%
1997	244,382	0.2%	284,836	5.6%
1998	259,578	6.2%	311,578	9.4%
1999	267,842	3.2%	358,217	15.0%
2000	\$280,754	4.8%	\$360,888	0.7%

Sources: Stanley R. Hoffman Associates, Inc.  
 Real Estate Research Council of Southern California,  
 First Quarter, 2001.

Housing Affordability. A range of estimated maximum affordable home prices is shown in Figure VI-3 as a “rule of thumb.” This is based on estimated household incomes for one worker versus multiple worker households using data from UCSB’s Economic Outlook 2001. The report also estimated that the median home price for the City of San Buenaventura was \$230,000 in 2000. As indicated, the median-priced home would not have been affordable to many of the employees earning the average salary in key industry sectors as shown in Table VI-8. Affordability would require either higher wages or multiple wage earners per household.

**Figure VI-3.**  
**Average Home Price Trends for Ventura County: 1990 to 2000**  
**(in Constant 2000 Dollars)**



Source: Real Estate Research Council of Southern California.

Rental Housing Market Trends. Due to the growing gap between prices and income levels, apartments have become a critical source of housing for Ventura County’s workforce and middle class. At the estimated average rent range of \$650 to \$1,200 per month for a 2-bedroom apartment based on current listings, an annual income of \$23,400 to \$43,200 is needed to qualify. This estimate is computed on the estimated threshold of one-third average household income to cover housing, and it equates from \$11.25 to \$21.80 per hour, based on a 40-hour week. Rental rates for the first quarters of years 1998 to 2001 are shown in Table VI-15 in inflation-adjusted dollars. The average rent for an apartment in the first quarter during this time period increased from \$915 in 1998 to almost \$1,100 in 2001. Vacancy rates have remained relatively stable at about 3.0 percent.

**Table VI-14.  
City of San Buenaventura Economic Base Analysis  
Housing Affordability by Sector and Annual Salary**

Industry Sector	Average Salary per Worker 2000	Maximum Affordable Housing Price	
		Single Worker <sup>1</sup> Per Household	Multiple Workers <sup>2</sup> Per Household
Agricultural	\$25,298	\$83,480	\$127,450
Mining	46,555	153,630	234,550
Construction	36,724	121,190	185,020
Durables Manufacturing	38,683	127,650	194,890
Non-Durables Manufacturing	34,401	113,520	173,310
Transportation, Comm. & Utilities	41,506	136,970	209,110
Wholesale Trade	40,956	135,150	206,340
Retail Trade	21,273	70,200	107,180
Finance, Insurance, Real Estate	36,839	121,570	185,600
Services	30,231	99,760	152,310
Public Sector	54,787	180,800	276,030
Private Sector	30,218	99,720	152,240
All Industries	\$33,314	\$109,940	\$167,850

1. Calculation of affordable home price is based on a multiplier of 3.3 times average worker salary assuming the Federal housing affordability standard of 30% of gross income.
2. Based on wage and salary data from *Outlook 2001*, an average household income factor of 53% above the first worker is applied for additional workers in the household.

Source: Stanley R. Hoffman Associates, Inc.

**Table VI-15.  
City of San Buenaventura Economic Base Analysis  
Average Rental Trends for Ventura County: First Quarter 1998 - 2001  
( in constant 2000 dollars)**

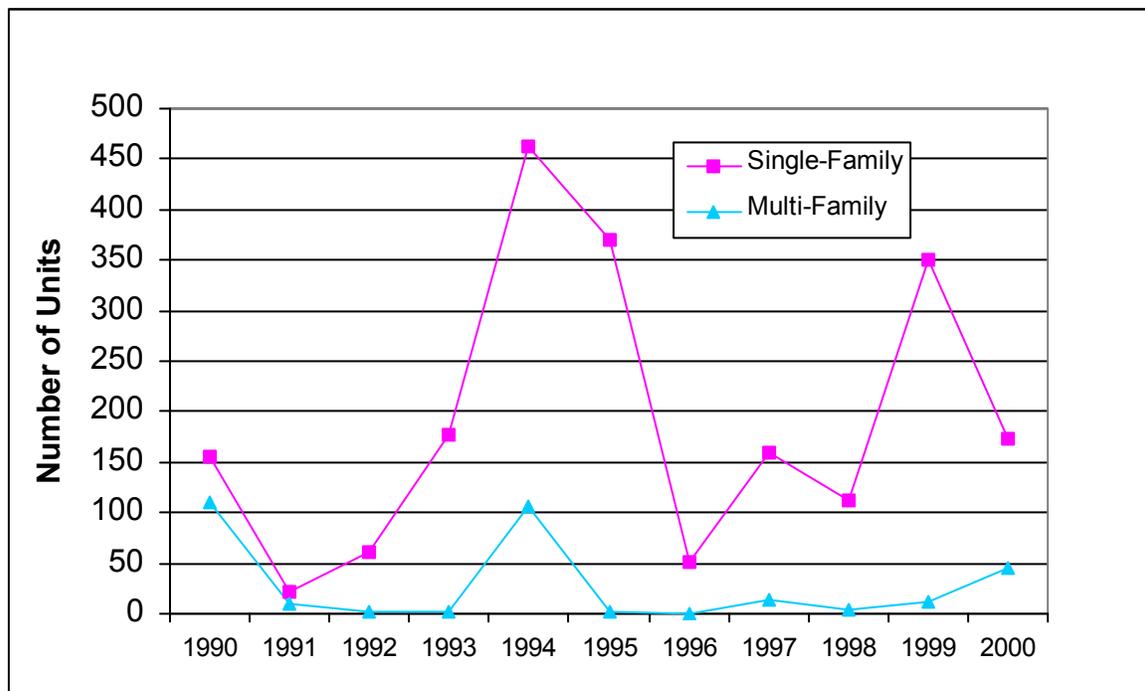
Year/Qtr.	Average Rent	Change	Average Vacancy Rates
98-1	\$915	n/a	3.0%
99-1	\$929	\$14	2.6
00-1	\$1,013	\$84	3.1
01-1	\$1,066	\$53	2.9%

Sources: Stanley R. Hoffman Associates, Inc.  
Real Estate Research Council of Southern California,  
First Quarter, 2001.

Residential Building Activity Trends. Table VI-15 presents new residential building activity trends in the City of San Buenaventura from 1990 to 2000 in year 2000 dollars. As shown in Figure VI-4, an average of 191 new single-family units and an average of 28 new multi-family units were built annually over the 1990 to 2000 period. The total valuation for single-family development averaged about \$35.9 million annually, while multi-family development averaged only about \$2.3 million. As shown, in inflation-adjusted dollars total new residential valuation changed dramatically during the intervening years while the \$41.8 million of residential valuation in 1990 was relatively similar to the \$42.2 million in 2000.

As shown in Figure VI-4, building activity for both single-family and multi-family development fluctuated widely over this time period. This figure also shows that multi-family development comprised a small percentage of the total residential volume from 1990 to 2000, averaging about 13 percent of the total development annually over this time period.

**Figure VI-4.**  
**City of San Buenaventura Economic Base Analysis**  
**City of San Buenaventura New Residential Building Activity: 1990 to 2000**



Source: Construction Industry Research Board, September 2001.

Non-Residential Market Trends. As with residential development, one of the key issues for the City is the limited availability of commercial and industrial acreage sufficient to provide the types of structures needed for key industries to locate. This section discusses the City’s industrial and commercial building activity trends, retail development and the office market.

Industrial and Commercial Building Permit Activity. Table VI-16 presents new non-residential building activity trends in the City of San Buenaventura from 1990 to 2000 in year 2000 dollars. As shown in Table VI-11, the total valuation of non-residential building permits declined from 1990 to 2000, decreasing from about \$23.2 to \$10.7 million in inflation-adjusted dollars. This represents an average annual valuation of about \$13.5 million. Average annual commercial valuation was about \$11.9 million, while industrial valuation was about \$2.6 million. Industrial building activity has remained a small percentage of the total non-residential development from 1990 to 2000, ranging from 5.5 to 31.5 percent of the total valuation.

**Table VI-16.**  
**City of San Buenaventura**  
**New Non-Residential Building Permit Valuation: 1990 to 2000**  
**(in thousands of constant 2000 dollars)**

<b>Year</b>	<b>Commercial</b>	<b>% of Total</b>	<b>Industrial</b>	<b>% of Total</b>	<b>Total</b>
1990	\$19,446	84.0%	\$3,715	16.0%	\$23,160
1991	14,625	92.8%	1,142	7.2%	15,767
1992	2,472	100.0%	0.0	0.0%	2,472
1993	6,197	100.0%	0.0	0.0%	6,197
1994	3,406	100.0%	0.0	0.0%	3,406
1995	9,739	100.0%	0.0	0.0%	9,739
1996	7,835	73.1%	2,888	26.9%	10,723
1997	4,985	68.5%	2,288	31.5%	7,272
1998	22,456	94.5%	1,317	5.5%	23,774
1999	31,922	89.0%	3,949	11.0%	35,871
2000	\$7,862	73.3%	\$2,867	26.7%	\$10,729
<b>Avg. Valuation Per Year</b>	<b>\$11,904</b>		<b>\$2,595</b>		<b>\$13,555</b>

Source: Stanley R. Hoffman Associates, Inc.  
 Construction Industry Research Board.

Office Market Trends. Office supply and leasing activity within Ventura County has been provided by CB Richard Ellis from their report, Office Market, 3<sup>rd</sup> Quarter 2001, and is summarized in Table VI-17 and Figure VI-5. The data refers to leasable office buildings from the 3<sup>rd</sup> quarter of 1999 to the 3<sup>rd</sup> quarter of 2001 for buildings with a size of 10,000 or more square feet, and is based on CB Richard Ellis's survey data. It provides an approximation of market activity. According to Table VI-12, as of the third quarter 2001, there were 241 office buildings surveyed in Ventura County, accounting for about 9.1 million total office-building square feet. Approximately 61 percent, or about 5.5 million total square feet, were in the East County while 39 percent, or about 3.6 million square feet, were in the West County. Figure VI-5 shows a summary of office building square footage for the same time period and shows that the East County comprised most of the increase in total office leasing activity within Ventura County.

As shown in Table VI-17, total office building square footage for Ventura County increased from 3<sup>rd</sup> quarter 1999 to 3<sup>rd</sup> quarter 2001 by about 1.25 million square feet, and includes both new construction and existing buildings added to the survey.

- The East County added about 1.1 million square feet in 22 office buildings, accounting for 91 percent of the increase in total office square footage;
- The communities of Thousand Oaks and Westlake Village comprised 90 percent of the County's total increase; and
- San Buenaventura's increase comprised about 99.7 thousand square feet, or 88 percent of the West County's net increase in total leasable office building square footage, but only about 15,000 square feet of that amount was new construction.

**Table VI-17.**  
**City of San Buenaventura Economic Base Analysis**  
**Area Office Market Activity, 3rd Quarter 1999 to 3rd Quarter 2001**

City	No. of Buildings Surveyed	Average Building Square Feet	Total Occupied Square Feet <sup>1</sup>	Total Occupied Square Feet <sup>2</sup>	Vacant Square Feet	Vacancy Rate
<b>3rd Quarter, 1999</b>						
San Buenaventura	45	25,432	1,144,418	947,722	196,696	17.2%
Oxnard	23	51,524	1,185,046	997,034	188,012	15.9%
Camarillo	27	41,317	1,115,564	1,040,659	74,905	6.7%
West County	95	36,263	3,445,028	2,985,415	459,613	13.3%
Thousand Oaks	35	29,717	1,040,104	922,317	117,787	11.3%
Westlake Village	70	43,353	3,034,691	2,724,759	309,932	10.2%
Simi Valley	12	26,944	323,331	301,781	21,550	6.7%
East County	117	37,591	4,398,126	3,948,857	449,269	10.2%
<b>Total County</b>	212	36,996	7,843,154	6,934,272	908,882	11.6%
<b>3rd Quarter, 2001</b>						
San Buenaventura	51	24,395	1,244,132	1,041,646	202,486	16.3%
Oxnard	23	53,546	1,231,549	1,060,951	170,598	13.9%
Camarillo	28	38,659	1,082,458	1,022,236	60,222	5.6%
West County	102	34,884	3,558,139	3,124,833	433,306	12.2%
Thousand Oaks	47	34,467	1,619,972	1,314,130	305,842	18.9%
Westlake Village	80	44,718	3,577,432	3,232,043	345,389	9.7%
Simi Valley	12	27,778	333,331	330,299	3,032	0.9%
East County	139	39,789	5,530,735	4,876,472	654,263	11.8%
<b>Total County</b>	241	37,713	9,088,874	8,001,305	1,087,569	12.0%
<b>2 Year Change</b>						
San Buenaventura	6	(1,037)	99,714	93,924	5,790	-0.9%
Oxnard	0	2,022	46,503	63,917	(17,414)	-2.0%
Camarillo	1	(2,658)	(33,106)	(18,423)	(14,683)	-1.2%
West County	7	(1,380)	113,111	139,418	(26,307)	-1.2%
Thousand Oaks	12	4,750	579,868	391,813	188,055	7.6%
Westlake Village	10	1,365	542,741	507,284	35,457	-0.6%
Simi Valley	0	833	10,000	28,518	(18,518)	-5.8%
East County	22	2,199	1,132,609	927,615	204,994	1.6%
<b>Total County</b>	29	717	1,245,720	1,067,033	178,687	0.4%
<b>% Increase of Total County</b>						
West	24%		9%	13%		
East	76%		91%	87%		

1. Data includes Ventura County's existing competitive multi-tenant industrial buildings that are vacant or occupied, with a building size of 10,000 or more square feet, and also includes both new construction and existing buildings added to the survey. It excludes government, medical, and owner/user buildings.

2. This represents leasing activity among the buildings surveyed.

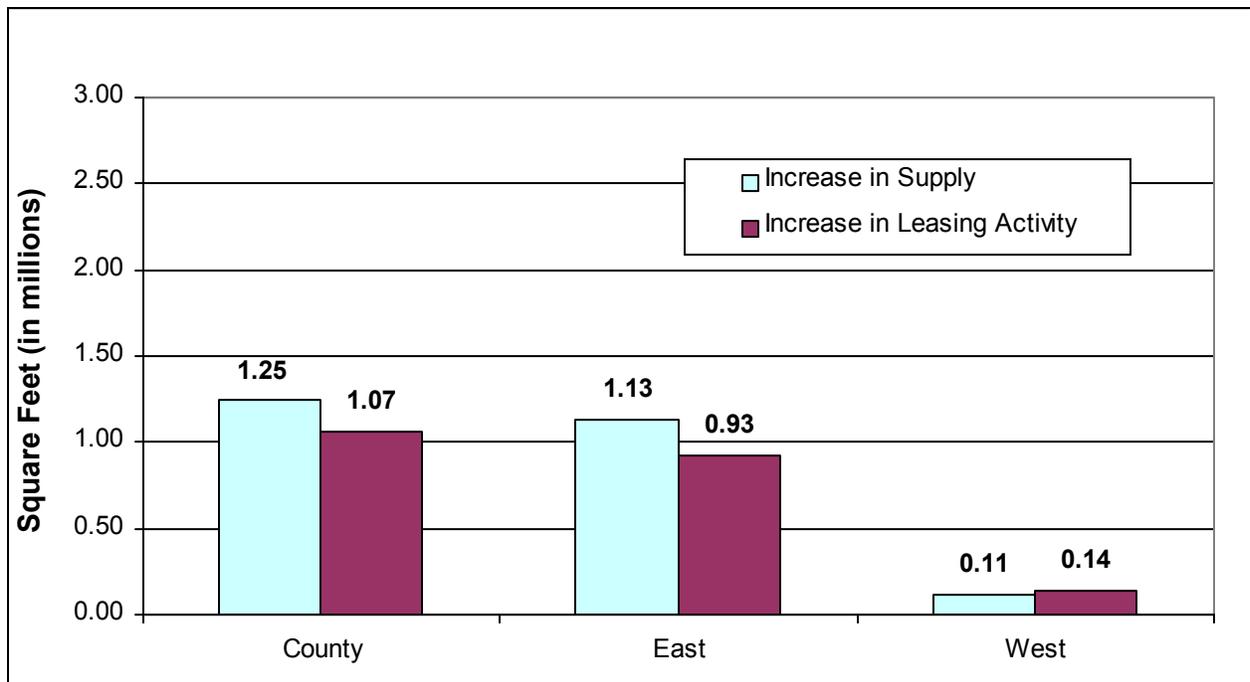
Source: Stanley R. Hoffman Associates, Inc.

CB Richard Ellis, Office Markets, 3rd Quarter, 1999 and 2001.

Absorption. Most new leasing activity also occurred in the East County. Figure VI-5 shows the absorption of office building space from 3<sup>rd</sup> quarter 1999 to 3<sup>rd</sup> quarter 2001.

- The East County accounted for 87 percent of the County’s surveyed leasing activity of office buildings, or about 1.1 million square feet;
- Again, the communities of Thousand Oaks and Westlake Village comprised the bulk of this leasing activity, or 84 percent of the County’s total increase; and
- The West County represented about 13 percent of the County’s net surveyed leasing activity, or 139.4 thousand square feet; San Buenaventura showed leasing activity of about 93.9 thousand square feet.

**Figure VI-5.  
City of San Buenaventura Economic Base Analysis  
Increase in Office Supply and Leasing Activity  
Ventura County: 3<sup>rd</sup> Quarter 1999 to 3<sup>rd</sup> Quarter 2001**



Source: CB Richard Ellis

Vacancy Rates. Overall, the County experienced a slight increase in vacancy rates from 11.6 percent in 3<sup>rd</sup> quarter 1999 to 12.0 percent in 3<sup>rd</sup> quarter 2001, or an increase of 0.4 percent. Table VI-18 summarizes the vacancy rates for Ventura County.

- The East County increased from 10.2 percent in 1999 to 11.8 percent in 2001, comprising about 654.3 thousand of the County’s 1.1 million vacant square feet;

- West County declined from 13.3 percent in 1999 to 12.2 percent in 2001; and
- The City of San Buenaventura had the highest vacancy rate within the County in 1999 of 17.2 percent, declining to 16.3 percent in 2001.

**Table VI-18.**  
**City of San Buenaventura Economic Base Analysis**  
**Office Building Activity Summary**

	Vacancy Rate <sup>1</sup>		Average Lease Rates/SF/MO <sup>2</sup>		
	1999	2001	Class A	Class B	Class C
<b>Office</b>					
West County	13.3%	12.2%	\$1.6 to \$1.85	\$1.50 to \$1.65	\$1.25 to \$1.50
East County	10.2%	11.8%	2.25 to 2.75	1.75 to 2.20	1.25 to 1.70
Ventura County	11.6%	12.0%	\$1.60 to 2.75	\$1.50 to \$2.20	\$1.25 to \$1.70

1. Vacancy rates as of 3rd quarter 1999 and 2001.
2. Lease rates quoted for Industrial are "NNN" (tenant is responsible for taxes, insurance, maintenance and repairs for 2nd quarter 2001).

Definitions: Class A- high and mid-rise office buildings, Class B- 2-3 story/garden style office buildings, Class C- back office/research and development office buildings.

Source: Stanley R. Hoffman Associates, Inc.  
 CB Richard Ellis, Office Markets, 3rd Quarter, 1999 and 2001.

Lease Rates. Figure VI-6 shows a graph for the midpoint lease rates for office in the second quarter of 2001. Class A represents high and mid-rise office buildings. Class B represents 2-3 story/garden style office buildings. Class C is back office/research and development office buildings. As Table VI-13 and Figure VI-6 show, the East County had relatively higher office lease rates than the West County.

Market Trends. The office building construction and leasing activity for leasable, non-owner/user buildings has been stronger in the East Ventura County area. While the City of San Buenaventura has shown some activity, it has been a relatively small portion of the overall market activity. Vacancy rates have generally been higher and market lease rates lower. The lower average lease rates have not spurred significant new construction activity in the City and a major change in this trend is not expected in the near term.

Industrial Market Trends. Industrial supply and absorption activity within Ventura County has been provided by CB Richard Ellis from their report. Industrial Market, 3<sup>rd</sup> Quarter as presented in Table VI-19 and Figure VI-7. The data refers to leasable industrial buildings with a building size of 10,000 or more square feet from 3<sup>rd</sup> quarter 1999 to 3<sup>rd</sup> quarter 2001, and is based on CB Richard Ellis's survey data. It provides an approximation of market activity.

**Figure VI-6.**  
**City of San Buenaventura Economic Base Analysis**  
**Ventura County: Mid-Point Office Lease Rates, 2<sup>nd</sup> Quarter 2001**



Source: CB Richard Ellis.

As shown in Table VI-19, as of the third quarter 2001, there were a total of 1,545 industrial buildings surveyed in Ventura County, accounting for over 58 million total industrial building square feet. In 3<sup>rd</sup> quarter 2001, approximately 60 percent of the industrial space, or about 34.9 million total square feet, was in the West County, with the other 40 percent, or about 23.3 million square feet, in the East County. However, the East County accounts for about 53 percent of the gross leasing activity over the past two years.

As shown in Table VI-19, total industrial building square feet for Ventura County increased from 1999 to 2001, by about 4.8 million square feet, which includes both new construction and existing buildings added to the survey.

- The West County included about 2.8 million square feet, accounting for 60 percent of the increase in total surveyed industrial square footage;
- The East County captured about 1.9 million square feet, or about 40 percent of the County's total increase; and about 43 percent of the increase was in the City of Oxnard, adding about 2.04 million square feet; and
- In contrast, the City of San Buenaventura added 10 percent of the total, or 471.2 thousand square feet.

**Table VI-19.**  
**City of San Buenaventura Economic Base Analysis**  
**Area Industrial Market Activity, 3rd Quarter 1999 to 3rd Quarter 2001**

City	No. of Buildings Surveyed	Average Building Square Feet	Total Occupied Square Feet	Total Occupied Square Feet <sup>2</sup>	Vacant Square Feet	Vacancy Rate
<b>3rd Quarter, 1999</b>						
San Buenaventura	300	26,270	7,880,893	7,575,329	305,564	3.9%
Oxnard	362	40,003	14,481,021	12,933,818	1,547,203	10.7%
Camarillo	236	40,992	9,674,084	8,984,835	689,249	7.1%
West County	898	35,675	32,035,998	29,493,982	2,542,016	7.9%
Thousand Oaks	166	39,322	6,527,499	5,283,066	1,244,433	19.1%
Westlake Village	133	36,445	4,847,171	4,490,540	356,631	7.4%
Simi Valley	167	42,721	7,134,401	6,363,200	771,201	10.8%
Moorpark	77	37,381	2,878,351	2,464,452	413,899	14.4%
East County	543	39,388	21,387,422	18,601,258	2,786,164	13.0%
<b>Total County</b>	<b>1,441</b>	<b>37,074</b>	<b>53,423,420</b>	<b>48,095,240</b>	<b>5,328,180</b>	<b>10.0%</b>
<b>3rd Quarter, 2001</b>						
San Buenaventura	323	25,858	8,352,073	7,629,078	722,995	8.7%
Oxnard	398	41,501	16,517,523	15,368,759	1,148,764	7.0%
Camarillo	249	40,157	9,999,148	9,027,102	972,046	9.7%
West County	970	35,947	34,868,744	32,024,939	2,843,805	8.2%
Thousand Oaks	180	38,481	6,926,547	6,369,290	557,257	8.0%
Westlake Village	134	39,159	5,247,296	5,115,284	132,012	2.5%
Simi Valley	177	43,420	7,685,401	6,714,631	970,770	12.6%
Moorpark	84	41,053	3,448,438	3,219,961	228,477	6.6%
East County	575	40,535	23,307,682	21,419,166	1,888,516	8.1%
<b>Total County</b>	<b>1,545</b>	<b>37,655</b>	<b>58,176,426</b>	<b>53,444,105</b>	<b>4,732,321</b>	<b>8.1%</b>
<b>2 Year Change</b>						
Ventura	23	(412)	471,180	53,749	417,431	4.8%
Oxnard	36	1,498	2,036,502	2,434,941	(398,439)	-3.7%
Camarillo	13	(835)	325,064	42,267	282,797	2.6%
West County	72	272	2,832,746	2,530,957	301,789	0.2%
Thousand Oaks	14	(841)	399,048	1,086,224	(687,176)	-11.0%
Westlake Village	1	2,714	400,125	624,744	(224,619)	-4.8%
Simi Valley	10	699	551,000	351,431	199,569	1.8%
Moorpark	7	3,672	570,087	755,509	(185,422)	-7.8%
East County	32	1,148	1,920,260	2,817,908	(897,648)	-4.9%
<b>Total County</b>	<b>104</b>	<b>581</b>	<b>4,753,006</b>	<b>5,348,865</b>	<b>(595,859)</b>	<b>-1.8%</b>
<b>% Increase of Total County</b>						
West	69%		60%	47%		
East	31%		40%	53%		

1. Data includes Ventura County's existing competitive multi-tenant industrial buildings that are vacant or occupied, with a building size of 10,000 or more square feet, and also includes both new construction and existing buildings added to the survey. It excludes government, medical, and owner/user buildings.

2. This represents leasing activity among the buildings surveyed.

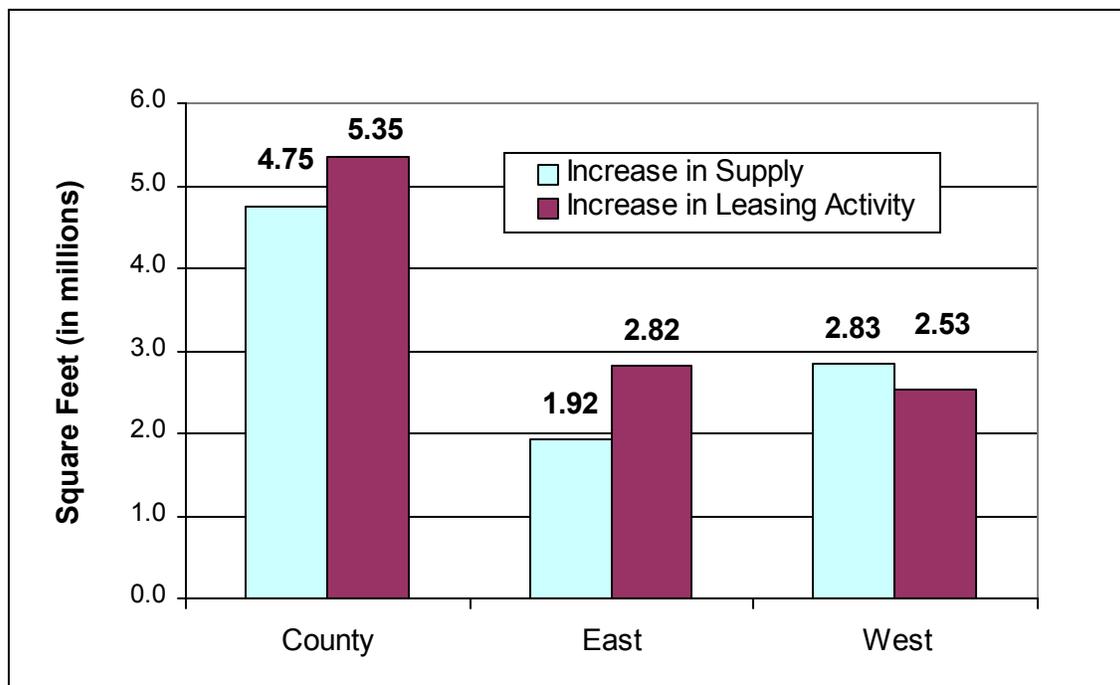
Sources: Stanley R. Hoffman Associates, Inc.

CB Richard Ellis, Office Markets, 3rd Quarter, 1999 and 2001.

Absorption. The majority of the gross leasing activity occurred in the East County. Figure VI-7 shows the leasing of industrial buildings from 3<sup>rd</sup> quarter 1999 to 3<sup>rd</sup> quarter 2001.

- The East County accounted for 53 percent of the County’s leasing of industrial buildings, or about 2.82 million square feet;
- The West County absorbed the other 47 percent, or about 2.53 million square feet;
- Two cities contained about two thirds of the total leasing activity with Oxnard at about 2.43 million square feet and Thousand Oaks at about 1.09 million square feet; and
- In contrast, the City of San Buenaventura only leased about 53.7 thousand square feet of industrial space.

**Figure VI-7.  
City of San Buenaventura Economic Base Analysis  
Increase in Industrial Supply and Leasing Activity  
Ventura County: 3<sup>rd</sup> Quarter 1999 to 3<sup>rd</sup> Quarter 2001**



Source: CB Richard Ellis.

Vacancy Rates. Overall, the County experienced a decrease in vacancy rates from 10.0 percent in 3<sup>rd</sup> quarter 1999 to 8.1 percent in 3<sup>rd</sup> quarter 2001 as summarized in Table VI-20 for the buildings surveyed.

- Average industrial vacancy rates decreased significantly in the East County from 13.0 percent in 1999 to 8.1 percent in 2001; and
- In contrast, the West County increased slightly in average vacancy rate from 7.9 percent in 1999 to 8.2 percent in 2001.

Lease Rates. Figure VI-8 shows the mid-point of lease rates for industries in the 2<sup>nd</sup> quarter of 2001. Class A represents high-tech/research and development industrial space. Class B represents light industrial space and Class C is heavy industrial space. Industrial lease rates for the East County were relatively higher than the West County during the 2<sup>nd</sup> quarter of 2001.

**Table VI-20.  
City of San Buenaventura Economic Base Analysis  
Industrial Building Activity Summary**

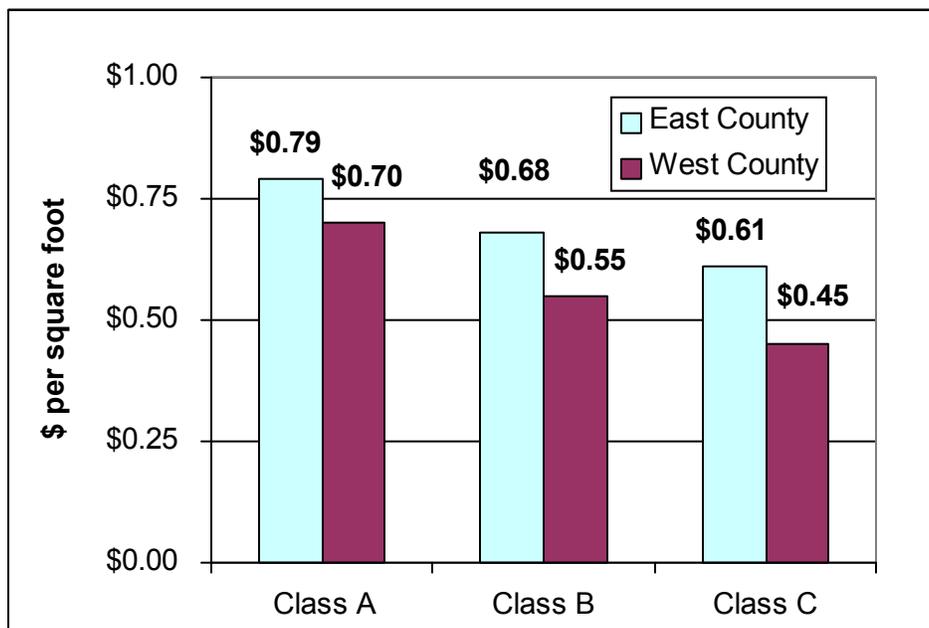
	Vacancy Rate <sup>1</sup>		Average Lease Rates/SF/MO <sup>2</sup>		
	1999	2001	Class A	Class B	Class C
<b>Industrial</b>					
West County	7.9%	8.2%	\$0.70	\$0.55	\$0.45
East County	13.0%	8.1%	0.79	0.68	0.61
Ventura County	10.0%	8.1%	\$0.70-\$0.79	\$0.55 to \$0.68	\$0.45 to \$0.61

1. Vacancy rates as of 3rd quarter 1999 and 2001.
2. Lease rates quoted for Industrial are "NNN" (tenant is responsible for taxes, insurance, insurance, maintenance and repairs for 3rd quarter 1999 and 2001).

Definitions: Class A- Class Hi-tech/R&D space, Class B- Light Industrial, Class C- Heavy Industrial.

Sources: Stanley R. Hoffman Associates, Inc.  
CB Richard Ellis, Office Markets, 3rd Quarter, 1999 and 2001.

**Figure VI-8.**  
**City of San Buenaventura Economic Base Analysis**  
**Mid-Point Industrial Lease Rates, 2<sup>nd</sup> Quarter 2001**



Source: CB Richard Ellis

Market Trends. Industrial space development and absorption is more evenly spread between East and West Ventura County than office development. Despite cutbacks in the high-tech industry, industrial properties continue to lease and sell at a steady pace. Diversity in industrial businesses within Ventura County is mitigating the impact of the economic slowdown on the market. Less speculative construction is expected as developers become more cautious. In contrast to the stronger absorption in other communities throughout the County, the City of San Buenaventura has shown relatively little new industrial space absorption from 3<sup>rd</sup> quarter 1999 to 3<sup>rd</sup> quarter 2001.

Retail Market Trends. Data from CB Richard Ellis for existing competitive community and neighborhood shopping centers in Ventura County is presented in Table VI-21 with many of these centers anchored by major tenants. The data is shown for gross leasable square footage (GLA). This information covers the period from 3<sup>rd</sup> quarter 1999 to 3<sup>rd</sup> quarter 2001.

As shown in Table VI-21, the total gross leasable square footage (GLA) in the CB Richard Ellis survey was over 13.7 million square feet in 3<sup>rd</sup> quarter 2001. This GLA was relatively evenly distributed between East (48 percent) and West County (52 percent). The countywide retail center vacancy rate was about 7.6 percent for 3<sup>rd</sup> quarter 2001. This grew by almost 2 percentage points from 3<sup>rd</sup> quarter 1999.

In the City of San Buenaventura, about 1.9 million square feet of community and neighborhood center space was included in the survey. While the square footage remained the same over the two-year period, the vacancy rate for the City was shown to have increased to 14.7 percent in 3<sup>rd</sup>

quarter 2001 from 4.1 percent in 3<sup>rd</sup> quarter 1999. This increase in vacancy rate was due to almost 200.0 thousand square feet becoming available for lease over this period.

Table VI-21 lists the characteristics of the multi-tenant retail centers located in the City of San Buenaventura as reported in the 2000 Shopping Center Directory (published annually by the National Research Bureau). In addition, retail centers under construction in the City are also shown. The existing centers include a total of about 1.9 million square feet of anchor tenants as well as smaller retail shops. The two largest centers together comprise about 1.1 million square feet or 57 percent of the total. The largest center is the Pacific View (Buenaventura Mall) super regional center at Main and Mill Streets, with about 801,000 square feet of space including anchors such as Macy's, Robinson's-May, Sears and JC Penney. Most of the centers were built prior to 1990 and several, including the recently refurbished Buenaventura Mall, were built in the 1960s. Development of the Montalvo Hill and Ventura Gateway projects currently under construction represent additional retail opportunities. These retail projects will include a total of 404,533 square feet, resulting in about 2.3 million square feet of retail in the City when completed. Figure VI-9 shows the locations of both the existing centers and those under construction.

### ***Tourism***

Tourism is an important component of the City's economic base, providing jobs in hotel, retail and restaurant establishments. In addition, the industry generates public revenues from transient occupancy tax and retail sales. The City of San Buenaventura's Tourism Master Plan provides an assessment of the City's tourism industry, which indicates that several growth opportunities exist. Major tourist venues include the Channel Islands National Park, beaches and harbor, and downtown cultural attractions.

Ventura County is part of the Central Coast travel region that extends northward to Santa Barbara, San Luis Obispo and Monterey Counties. According to the California Division of Tourism, this region is estimated to have about 31.4 million visitor trips representing about 12.4 percent of California's travel volume. The Division estimates that regional travel expenditures total approximately \$5.4 billion. Channel Islands National Park attracted almost 500,000 visitors in 2000. The Division of Tourism also reported that the average daily room rate in 2000 for the Oxnard-Ventura area was \$73.09 and the average occupancy rate was 69.9 percent. In this context, there are significant opportunities for the City to increase tourism and business travel. Jobs as well as sizable public revenues are generated through increased hotel occupancy tax and retail sales. Table VI-22 shows average expenditures per person per day on business and leisure travel for the Central Coast travel region. In 1999 visitors to Ventura County spent an average of \$55 per day in travel expenditures, including lodging, food and beverages, shopping, recreation and entertainment. This was less than the other counties in the region.

**Table VI-21.**  
**City of San Buenaventura Economic Base Analysis**  
**Area Retail Market Activity, 3rd Quarter 1999 to 3rd Quarter 2001**

City	No. of Buildings Surveyed	Total Sq. Ft. of Gross Leasable Area <sup>1</sup>	Total Sq. Ft. Available <sup>2</sup>	Vacancy Rate
<b>3rd Quarter, 1999</b>				
San Buenaventura	17	1,868,635	76,997	4.1%
Oxnard/ Pt. Hueneme	21	3,265,730	236,761	7.3%
Camarillo	10	1,528,146	147,799	9.7%
Santa Paula/Fillmore	NA	NA	NA	NA
West County <sup>3</sup>	48	6,662,511	461,557	6.9%
Newbury Park	5	346,373	14,843	4.3%
Thousand Oaks	14	2,121,107	113,496	5.4%
Westlake Village	5	555,487	8,820	1.6%
Simi Valley	21	2,923,974	153,658	5.3%
Moorpark	3	489,887	9,282	1.9%
East County	48	6,436,828	300,099	4.7%
<b>Total County</b>	<b>96</b>	<b>13,099,339</b>	<b>761,656</b>	<b>5.8%</b>
<b>3rd Quarter, 2001</b>				
San Buenaventura	17	1,868,635	274,994	14.7%
Oxnard/ Pt. Hueneme	23	3,332,730	263,218	7.9%
Camarillo	11	1,581,809	123,174	7.8%
Santa Paula/Fillmore	3	307,243	32,237	10.5%
West County	54	7,090,417	693,623	9.8%
Newbury Park	6	469,490	7,050	1.5%
Thousand Oaks	14	2,121,107	118,163	5.6%
Westlake Village	5	555,487	7,500	1.4%
Simi Valley	23	2,978,995	182,485	6.1%
Moorpark	3	489,887	29,746	6.0%
East County	51	6,614,966	344,944	5.2%
<b>Total County</b>	<b>105</b>	<b>13,705,383</b>	<b>1,038,567</b>	<b>7.6%</b>
<b>2 year Change</b>				
Ventura	0	0	197,997	10.6%
Oxnard/ Pt. Hueneme	2	67,000	26,457	0.7%
Camarillo	1	53,663	-24,625	-1.9%
Santa Paula/Fillmore	3	307,243	32,237	NA
West County	6	427,906	232,066	2.9%
Newbury Park	1	123,117	-7,793	-2.8%
Thousand Oaks	0	0	4,667	0.2%
Westlake Village	0	0	-1,320	-0.2%
Simi Valley	2	55,021	28,827	0.9%
Moorpark	0	0	20,464	4.1%
East County	3	178,138	44,845	0.6%
<b>Total County</b>	<b>9</b>	<b>606,044</b>	<b>276,911</b>	<b>1.8%</b>
<b>% Increase of Total County</b>				
West	67%		84%	
East	33%		16%	

1. Data includes existing competitive community/neighborhood shopping centers in Ventura County with the majority anchored by major tenants.

2. This represents space currently available for direct lease.

3. Data for West County 3rd Quarter, 1999 was not available for the Cities of Santa Paula & Fillmore.

Source: CB Richard Ellis, Retail Markets, 3rd Quarter, 1999 and 2001.

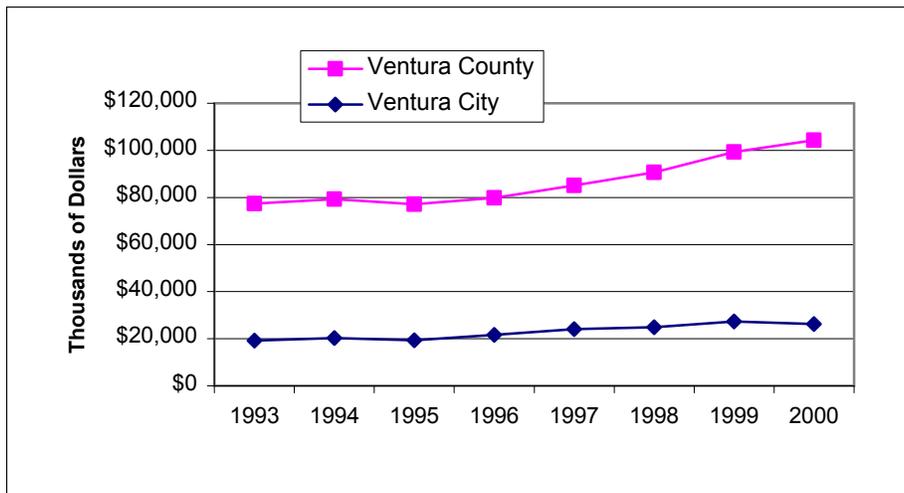
**Table VI-22.**  
**City of San Buenaventura Economic Base Analysis**  
**Average Expenditures Per Person Per Day in 1999**  
**(in constant 2000 dollars)**

Area	Total <sup>1</sup>	Business	Leisure
Santa Barbara County	\$77.50	\$81.40	\$76.60
Monterey County	\$96.80	\$124.80	\$86.70
San Luis Obispo County	\$86.10	\$93.10	\$85.10
<b>Ventura County</b>	<b>\$55.10</b>	<b>\$62.80</b>	<b>\$53.00</b>

1. Expenditures do not include transportation.

Sources: Stanley R. Hoffman Associates, Inc.  
 California Division of Tourism

**Figure VI-9.**  
**Hotel Room Sales: 1993 to 2000**  
**(in Constant 2000 Dollars)**



Source: City of San Buenaventura.

Hotel Room Sales. Hotel room sales are another indicator that reveals the level of the City's tourism activities. Table VI-23 shows the room sales generated by hotels in San Buenaventura compared to the County. Hotel room sales in the City represent 25 to 28 percent of the total room sales in the County from 1993 to 2000. As shown, the average annual growth in hotel sales for the City during this time period was about the same as the County. However, as shown in Figure VI-9, the City has shown some slowing since 1998.

**Table VI-23.**  
**City of San Buenaventura Economic Base Analysis**  
**Hotel Room Sales: 1993 to 2000**  
**(in thousands of constant 2000 dollars)**

Year	San Buenaventura	Percent Change	Ventura County	Percent Change	City as % of County
1993	\$19,207	N/A	\$77,386	N/A	25%
1994	20,303	5.7%	79,292	2.5%	26%
1995	19,413	-4.4%	77,110	-2.8%	25%
1996	21,598	11.3%	79,843	3.5%	27%
1997	24,030	11.3%	85,151	6.6%	28%
1998	24,949	3.8%	90,645	6.5%	28%
1999	27,325	9.5%	99,337	9.6%	28%
2000	\$26,306	-3.7%	\$104,287	5.0%	25%
Avg. Annual Growth	4.6%		4.4%		

Source: Stanley R. Hoffman Associates, Inc.  
*Economic Outlook 2000, Ventura County*, UCSB.  
 Consumer Price Index, CPI factor 1996 to 2000: 1.09

Hotel Inventory. As shown in Table VI-24, the City of Ventura currently has several lodging places with a total of about 1,340 rooms as listed in the 2001 AAA Tour Book. The nightly room rate ranges from \$50 to \$295. Due to the City's accessibility and visibility from the US-101 freeway, hotel development could continue to capture a variety of tourist and business travelers.

**Table VI-24.**  
**City of San Buenaventura Economic Base Analysis**  
**Lodging in the City and Daily Rates**

Hotel/Motel	Address	Total Rooms	Daily Rates	
			Low	High
La Quinta Inn	5818 Valentine Rd	142	\$55	\$79
Seaward Inn	2094 E. Harbor Blvd.	41	50	80
Vagabond Inn	756 E. Thompson Blvd.	82	56	83
Country Inn & Suites By Carlson	298 Chestnut St.	120	84	94
Best Western Inn	708 E. Thompson Blvd.	75	59	99
The Clocktower Inn	181 E. Santa Clara	49	99	129
Clarion Ventura Beach Hotel	2055 Harbor Blvd.	284	109	149
Holiday Inn Ventura Beach Resort	450 E. Harbor Blvd.	260	129	149
Four Points Ventura Harbortown By Sheraton	1050 Schooner Dr.	152	135	159
Bella Maggiore Inn	67 S. California St.	28	75	175
Victorian Rose Bed & Breakfast	896 E. Main St.	5	99	175
La Mer European Bed & Breakfast	411 Poli St.	5	90	185
Inn On The Beach	1175 S. Seaward Ave.	24	80	195
Pierpoint Inn	550 Sanjon Rd	72	\$115	\$295
<b>Total Rooms</b>		1,339		

Source: Stanley R. Hoffman Associates Inc.

AAA 2001 TourBook, Southern California & Las Vegas

Transient Occupancy Tax. Hotel transient occupancy tax, at 10 percent of gross room receipts, also contributes significantly to the City's public revenues. As shown in Table VI-25, in real dollars this revenue source has grown from about \$2.1 million in 1995 to \$2.7 million in 2000. This has resulted in a 5.0 percent average annual increase that is relatively higher than the average inflation rate of 2.1 percent over this time period. Figure VI-10 indicates that this source of public revenues has grown steadily since 1995.

**Table VI-25.**  
**City of San Buenaventura Economic Base Analysis**  
**Transient Occupancy Tax: 1995 to 2000**  
**(in constant 2000 dollars)**

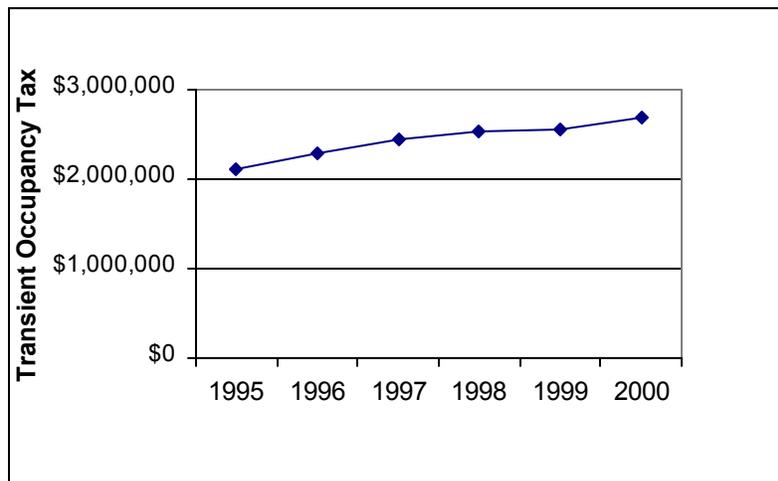
Year	Total TOT	Annual Growth rate
1995	\$2,105,385	N/A
1996	2,278,909	8.2%
1997	2,442,882	7.2%
1998	2,533,881	3.7%
1999	2,561,527	1.1%
2000	\$2,680,824	4.7%

Annual average growth rate 5.0%

1. CPI average 1995 to 2000: 2.1%

Sources: Stanley R. Hoffman Associates, Inc.  
 City of San Buenaventura.  
 Bureau of Labor Statistics, Consumer Price Index.

**Figure VI-10.**  
**Transient Occupancy Tax: 1995 to 2000**  
**(in Constant 2000 Dollars)**



Source: City of San Buenaventura.

## 5. Economic Base Analysis

In economic base theory, the driving force of the local economy is considered to be the Basic Industries or those industries that export a high proportion of their goods and services outside of the local region and cause income to flow into the region. The theory is that local regions grow as the external demand for locally produced goods and services grow. The economic base model then links changes in the local economy to changes in the basic industries through a multiplier effect where money earned through export activities generates demand for local, or non-basic, activity. Basic industries support indirect jobs and business linkages that further expand the economic base.

### ***Employment Profile and Economic Base: 1993 to 2000***

The employment profile from 1993 to 2000 for Ventura County and the City of San Buenaventura is shown in Table VI-26. Additionally, selected industries that are estimated to constitute the economic base employment are also shown. Traditionally, economic base industries were considered to be agriculture, mining and manufacturing. However, other industries can also be considered to be part of the economic base. For example, portions of Transportation relate to long distance transportation and the seaport that serves markets outside Ventura County. Also, a portion of Services, such as those related to tourism and some business services serve broader markets. Additionally, some government employment can be considered basic, particularly employment related to the two military bases in Ventura County.

As shown in Table VI-26, the economic base employment for Ventura County is estimated at about 79,300, or almost 28 percent of the total County employment of 245,008 in year 2000. The City is relatively less comprised of basic industries than Ventura County with an estimate of about 11,000 basic employment, representing about 22 percent of the total City employment of 50,146 for the same year. The City's basic employment is proportionally less than Ventura County indicating proportionally more in Services and Retail Trade.

**Table VI-26**  
**City of San Buenaventura Economic Base Analysis**  
**Employment: 1993 and 2000**

EMPLOYMENT CATEGORY	Ventura County Employment				Ventura City Employment			
	1993	2000	Annual Rate	Economic Base	1993	2000	Annual Rate	Economic Base
<b>Agriculture</b>	18,017	17,700	-0.3%	17,700	2,261	2,644	2.3%	2,644
Production	10,250	11,067	1.1%		1,155	1,503	3.8%	
Services	7,767	6,633	-2.2%		1,106	1,141	0.4%	
<b>Mining</b>	2,217	1,100	-9.5%	1,100	749	473	-6.3%	473
<b>Construction</b>	9,108	15,317	7.7%		2,336	3,032	3.8%	
<b>Durable Manufacturing</b>	21,983	25,850	2.3%	25,850	1,589	2,718	8.0%	2,718
Electronic Equipment	6,533	8,967	4.6%		236	242	0.3%	
Transportation Equipment	2,250	2,467	1.3%		71	239	18.9%	
Instruments & Measuring Equipment	4,467	2,900	-6.0%		147	271	9.2%	
Industrial Machinery	3,692	5,358	5.5%		593	846	5.2%	
<b>Non-Durable Manufacturing</b>	8,367	14,183	7.8%	14,183	1,909	1,732	-1.4%	1,732
<b>Transportation and Public Utilities</b>	10,200	12,250	2.7%	2,704	1,358	1,766	3.8%	597
Transportation	4,400	5,758	3.9%		669	889	4.1%	
Communications & Public Utilities	5,800	6,492	1.6%		689	877	3.5%	
<b>Wholesale Trade</b>	11,167	12,725	1.9%	2,800	2,019	2,122	0.7%	720
<b>Retail Trade</b>	43,317	50,500	2.2%		8,709	10,664	2.9%	
Retail Trade (non-food)	9,267	11,792	3.5%		5,587	6,901	3.1%	
Eating & Drinking	16,183	17,575	1.2%		3,122	3,763	2.7%	
<b>Finance, Insurance &amp; Real Estate</b>	12,600	14,875	2.4%		2,219	1,952	-1.8%	
Finance	5,633	5,983	0.9%		421	536	3.5%	
<b>Services</b>	64,808	79,183	2.9%	9,182	16,085	16,879	0.7%	2,052
Business Services	16,292	25,425	6.6%		4,463	3,757	-2.4%	
Health Services	16,217	16,658	0.4%		5,268	5,508	0.6%	
Other Services	32,300	37,100	2.0%		6,353	7,615	2.6%	
<b>Public Sector</b>	43,225	44,658	0.5%	5,759	5,316	6,162	2.1%	0
<b>Private Sector</b>	201,783	243,683	2.7%		39,232	43,983	1.6%	
<b>Total, All Industries</b>	245,008	288,342	2.4%	79,278	44,548	50,146	1.7%	10,937
<b>Economic Base Employment as Percent of Total Employment:</b>		100%		27.5%		100%		21.8%

Source: Stanley R. Hoffman Associates  
California Employment Development Department data as provided by the  
University of California, Santa Barbara, Economic Forecast Project

***Comparative County/City Employment Trends***

As shown above in Table VI-26, the growth in employment from 44,548 in 1993 to 50,146 in 2000 represents an annual average growth rate of 1.7 percent for the City of San Buenaventura. This is relatively slower than the County growth rate of 2.4 percent. A key economic development issue is potentially attracting industries that can drive the economy and that are growing within the larger market area. For example, Durable Manufacturing has been growing at about 2.3 percent per year in the County over the 1993 to 2000 period in the County; within the City this group has been growing relatively faster at about 8.0 percent per year. Potentially there could be opportunities to attract industries within the Durable Manufacturing group such as Electronic Equipment, Transportation Equipment, Instruments and Measuring Equipment and Industrial Machinery.

In Non-Durable Manufacturing, the trend is reversed. The County shows relatively rapid growth of about 7.8 percent per year while the City actually declined in employment at about 1.4 percent per year. This group includes the rapidly expanding biotechnology and research and development firms, such as Amgen, that are primarily located in the eastern portion of the County. A consideration would be to determine if there are opportunities to attract these types of firms to San Buenaventura and what conditions need to be in place to achieve this objective.

In the Services sector, selected activities such as Business Services and Tourism provide the opportunity to expand the economic base. The expansion of Business Services could likely increase the capture of professional and technical businesses such as: engineering and management, legal and accounting, computer and data management and specialized consulting activities, such as planning and environmental services. Also, the expansion of Tourism could likely capture increased hotel and retail activity that serves both the leisure and business traveler.

***San Buenaventura as a percent of County Employment***

As shown in Table VI-27, from 1993 to 2000 the City of San Buenaventura's employment declined slightly from 18.2 to 17.4 percent as a percent of County employment. However, selected sectors showed sizable increases or decreases relative to the County. For example, Durables Manufacturing (Electronics and Transportation Equipment, Instruments and Industrial Machinery) increased from 7.2 percent to 10.5 percent of County employment while Non-Durables Manufacturing (Food and Kindred Products, Apparel and Printing and Publishing) declined from 22.8 percent to 12.2 percent. Finance, Insurance and Real Estate declined from 17.6 percent to 13.1 percent and Business Services declined from 27.4 percent to 14.8 percent.

**Table VI-27.  
City of San Buenaventura Economic Base Analysis  
City's Share of County Employment: 1993 and 2000**

Employment Category	City % of County		Change
	1993	2000	
<b>Agriculture</b>	<b>12.5%</b>	<b>14.9%</b>	2.4%
Production	11.3%	13.6%	2.3%
Services	14.2%	17.2%	3.0%
<b>Mining</b>	<b>33.8%</b>	<b>43.0%</b>	9.3%
<b>Construction</b>	<b>25.6%</b>	<b>19.8%</b>	-5.9%
<b>Durable Manufacturing</b>	<b>7.2%</b>	<b>10.5%</b>	3.3%
Electronic Equipment	3.6%	2.7%	-0.9%
Transportation Equipment	3.2%	9.7%	6.5%
Instruments & Measuring Equipment	3.3%	9.3%	6.1%
Industrial Machinery	16.1%	15.8%	-0.3%
<b>Non-Durable Manufacturing</b>	<b>22.8%</b>	<b>12.2%</b>	-10.6%
<b>Transportation and Public Utilities</b>	<b>13.3%</b>	<b>14.4%</b>	1.1%
Transportation	15.2%	15.4%	0.2%
Communications & Public Utilities	11.9%	13.5%	1.6%
<b>Wholesale Trade</b>	<b>18.1%</b>	<b>16.7%</b>	-1.4%
<b>Retail Trade</b>	<b>20.1%</b>	<b>21.1%</b>	1.0%
Retail Trade (non-food)	60.3%	58.5%	-1.8%
Eating & Drinking	19.3%	21.4%	2.1%
<b>Finance, Insurance &amp; Real Estate</b>	<b>17.6%</b>	<b>13.1%</b>	-4.5%
Finance	7.5%	9.0%	1.5%
<b>Services</b>	<b>24.8%</b>	<b>21.3%</b>	-3.5%
Business Services	27.4%	14.8%	-12.6%
Health Services	32.5%	33.1%	0.6%
Other Services	19.7%	20.5%	0.9%
<b>Public Sector</b>	<b>12.3%</b>	<b>13.8%</b>	1.5%
<b>Private Sector</b>	<b>19.4%</b>	<b>18.0%</b>	-1.4%
<b>Total, All Industries</b>	<b>18.2%</b>	<b>17.4%</b>	-0.8%

Source: Stanley R. Hoffman Associates  
California Employment Development Department data as provided by the  
University of California, Santa Barbara, Economic Forecast Project

### ***Average Salary Trends: 1993 to 2000***

Another economic base consideration is the relative salaries generated by the respective industries. As shown in Table VI-28, the average salary for all industries in the County for year 2000 is estimated at about \$38,800 while those for the economic base industries average about \$47,800, or 23 percent higher. In some industries that comprise the economic base employment, the averages are much higher than the County average, such as Durable Manufacturing (\$53,222) and Non-Durable Manufacturing (\$77,033). In the City of San Buenaventura, the average salary for the estimated basic employment at \$34,400 is only 3 percent higher than the total for all industries of \$33,466. In selected basic industries, for example Durable and Non-Durable Manufacturing industries, the average salaries range from 10 to 16 percent higher, respectively.

In addition, selected categories within the Services sector, such as Legal Services and Engineering and Management, can have higher average salaries than this sector as a whole as

shown in Table VI-28. This suggests that if the right mix of basic industries can be expanded or attracted to the city, there is the potential to increase average incomes in the local area.

### ***Key Economic Indicators***

This section addresses various economic indicators that can assist in assessing the strengths and weaknesses of a geographic area's economic base. This includes the ability to compare the local economy with the larger economy, and identify what industries in the City's economic base lead or lag behind local growth trends. These indicators include location quotients, shift-share analysis and gross product analysis.

### ***Location Quotients***

The location quotient assesses the local distribution of a larger area's economic activity. In this analysis, the location quotient assesses the local distribution of employment within San Buenaventura by comparing an industry's share of the local economy with that same industry's share of the Tri-County economy, including the Counties of Ventura, Santa Barbara and San Luis Obispo. A ratio of greater than 1.0 means that the city has more concentration of that particular industry compared with the Tri-County regional economy and a ratio of less than 1.0 means that it has less.

**Table VI-28**  
**City of San Buenaventura Economic Base Analysis**  
**Average Salaries: 1993 and 2000<sup>1</sup>**

EMPLOYMENT CATEGORY	Ventura County Average Salaries				Ventura City Average Salaries			
	1993	2000	Annual Rate	Economic Base	1993	2000	Annual Rate	Economic Base
<b>Agriculture</b>	\$15,198	\$21,350	5.0%	\$21,350	\$17,871	\$25,298	5.1%	\$25,298
Production	\$17,117	\$21,819	3.5%		\$21,257	\$30,917	5.5%	
Services	\$13,176	\$18,231	4.7%		\$14,336	\$17,894	3.2%	
<b>Mining</b>	\$49,851	\$57,173	2.0%	\$57,173	\$46,334	\$46,555	0.1%	\$46,555
<b>Construction</b>	\$28,869	\$37,030	3.6%		\$29,960	\$36,724	3.0%	
<b>Durable Manufacturing</b>	\$35,570	\$53,222	5.9%	\$53,222	\$28,081	\$38,683	4.7%	\$38,683
Electronic Equipment	\$36,345	\$60,455	7.5%		\$23,134	\$39,706	8.0%	
Transportation Equipment	\$46,226	\$50,685	1.3%		\$22,476	\$32,040	5.2%	
Instruments & Measuring Equipment	\$36,812	\$58,277	6.8%		\$34,324	\$35,869	0.6%	
Industrial Machinery	\$39,953	\$56,489	5.1%		\$31,305	\$43,196	4.7%	
<b>Non-Durable Manufacturing</b>	\$28,331	\$77,033	15.4%	\$77,033	\$26,504	\$38,026	5.3%	\$38,026
<b>Transportation and Public Utilities</b>	\$36,123	\$40,971	1.8%	\$40,971	\$28,814	\$41,506	5.4%	\$41,506
Transportation	\$28,176	\$33,390	2.5%		\$23,751	\$28,316	2.5%	
Communications & Public Utilities	\$43,680	\$48,384	1.5%		\$33,730	\$54,875	7.2%	
<b>Wholesale Trade</b>	\$32,858	\$43,427	4.1%	\$43,427	\$26,458	\$40,956	6.4%	\$40,956
<b>Retail Trade</b>	\$15,105	\$21,337	5.1%		\$15,826	\$21,273	4.3%	
Retail Trade (non-food)	\$18,698	\$26,227	5.0%		\$19,646	\$26,471	4.4%	
Eating & Drinking	\$9,107	\$12,621	4.8%		\$8,989	\$11,741	3.9%	
<b>Finance, Insurance &amp; Real Estate</b>	\$32,516	\$46,808	5.3%		\$27,327	\$36,839	4.4%	
Finance	\$39,971	\$53,514	4.3%		\$38,008	\$43,651	2.0%	
<b>Services</b>	\$26,595	\$37,566	5.1%	\$37,566	\$25,392	\$30,231	2.5%	\$30,231
Business Services	\$20,957	\$28,728	4.6%		\$20,610	\$24,337	2.4%	
Health Services	\$31,085	\$39,456	3.5%		\$30,871	\$34,995	1.8%	
Other Services	\$26,598	\$31,554	2.5%		\$24,208	\$29,694	3.0%	
<b>Public Sector</b>	\$35,973	\$52,354	5.5%	\$52,354	\$34,423	\$54,787	6.9%	\$54,787
<b>Private Sector</b>	\$25,733	\$37,930	5.7%		\$23,953	\$30,479	3.5%	
<b>Total, All Industries</b>	\$26,542	\$38,808	5.6%	\$47,781	\$25,202	\$33,466	4.1%	\$34,401
<b>Economic Base Employment as Percent of Total Employment:</b>		100%		123%		100%		103%

1. Average salaries are shown in nominal dollars.

Source: Stanley R. Hoffman Associates  
California Employment Development Department data as provided by the  
University of California, Santa Barbara, Economic Forecast Project

**Table VI-29**  
**City of San Buenaventura Economic Base Analysis**  
**Services Sector Average Salaries: 1993 and 2000 <sup>1</sup>**

Sector	Ventura County Average Salaries				Ventura City Average Salaries			
	1993	2000	Annual Rate	Economic Base	1993	2000	Annual Rate	Economic Base
<b>Services</b>	<b>\$26,595</b>	<b>\$37,566</b>	<b>5.1%</b>	<b>\$37,566</b>	<b>\$25,392</b>	<b>\$30,231</b>	<b>2.5%</b>	<b>\$30,231</b>
Business Services	\$20,957	\$28,728	4.6%		\$20,610	\$24,337	2.4%	
Health Services	\$31,085	\$39,456	3.5%		\$30,871	\$34,995	1.8%	
Hotel & Lodging	\$12,843	\$17,903	4.9%		\$11,193	\$15,186	4.5%	
Legal	\$41,199	\$44,677	1.2%		\$41,849	\$49,977	2.6%	
Engineering & Mgr	\$43,616	\$44,578	0.3%		\$40,037	\$49,005	2.9%	
Other Services	\$22,946	\$27,205	2.5%		\$17,980	\$23,629	4.0%	

1. The detail for the Services category was developed using 2-digit SIC data from EDD and normalizing the data to the Services employment numbers provided by UCSB through their labor market data. Average salaries are shown in nominal dollars.

Sources: Stanley R. Hoffman Associates, Inc.

As shown in Table VI-30, the City is less concentrated in basic employment than the Tri-County region. For example, the year 2000 location quotients of 0.776 for Durable and 0.245 for Non-Durable Manufacturing are both less than the ratio of 1.0. While the Mining sector has ratios significantly above 1.0 in 1993 and 2000, this is a relatively small portion of the economy. Also, the Services sector is either close to or above the ratio of 1.0. This likely reflects both the influence of household serving businesses and tourism on the local economy. These indicators provide information in evaluating the economy and in identifying target industry sectors that can achieve the City’s desired objectives and economic vision.

**Table VI-30.**  
**City of San Buenaventura Economic Base Analysis**  
**Tri-County Location Quotients: 1993 and 2000**<sup>1</sup>

Industry Sector	Location Quotient	
	1993	2000
Agriculture	0.642	0.634
Mining	2.372	2.843
Construction	1.435	1.179
Durables Manufacturing	0.445	0.776
Non-Durables Manufacturing	0.395	0.245
Transportation, Comm. & Utilities	0.605	0.798
Wholesale Trade	1.187	1.108
Retail Trade	1.055	1.119
Finance, Insurance, Real Estate	0.987	0.774
Services	1.058	0.979
Public Sector	1.727	2.006
Total, All Industries	1.000	1.000

1. The location quotients assess the local distribution of employment within the City of San Buenaventura by comparing an industry's share of the local economy with that same industry's share of the Tri-County economy. (Ventura, Santa Barbara and San Luis Obispo Counties).

Sources: Stanley R. Hoffman Associates, Inc.

California Employment Development Department

### ***Shift-Share Analysis***

The Shift-Share analytical technique has been developed to understand how local economies change and to distinguish between trends that are more national or regional rather than local in scope. While the comparison economy is typically the national, state or regional level, for this analysis, the City of San Buenaventura is compared to the County of Ventura's employment growth trends.

The Shift-Share method divides the economy into three components. The first component, the "Share Effect", identifies how much of the employment growth in the city's economy was due to overall economic growth in the County. The second component, the "Industry Mix Effect", measures how much of the local economic growth was the result of its industry composition being tilted toward or away from faster growing industries. The third component, the "Competitive Shift", estimates the amount of growth in the local economy that was due to local competitive conditions.

As shown in Table VI-29, the City's employment would have grown by 17.7 percent if it experienced the same share of employment growth as the County's overall growth rate. The industry mix effect accounted for only a 2.3 percent overall increase, where each industry at the City level grew at the same relative rate as the corresponding industry at the County level. It shows wide variation depending upon the particular industry.

The third component, the competitive shift, shows an overall 7.5 percent negative growth at the City level. This essentially indicates that the City was not strongly competitive in several of the faster growing industry groupings at the County level, namely, Non-durables Manufacturing and Services. Also, the Finance, Insurance and Real Estate grouping grew less rapidly relative to the

County. When combined, these three components increased 12.6 percent from 1993 to 2000. While the County of Ventura showed relatively rapid growth in several important industry groupings, such as Non-durables manufacturing and Services, the City was not as competitive as other jurisdictions in the County in capturing these same industries.

### ***Gross Product Analysis***

Gross product is a measure of the total value added of all goods and services production in a particular area. It is a more comprehensive economic output indicator than employment or wages alone and is measured as the sum of consumption expenditures, government purchases of goods and services and gross investment. The gross product estimates have been prepared by the University of California, Santa Barbara (UCSB) Forecast Project for 1993 through 2000, in constant 1996 dollars, based on state as well as local Standard Industrial Classification (SIC) data and by making an assumption regarding the labor income share of the local area. While gross product estimates are typically made at a national level, the UCSB estimates provide an approximate measure of local economic production in the City of San Buenaventura and the County.

### ***Gross City Product***

The estimated Gross City Product by industry sectors is shown in Table VI-30, Panel A. The City's total gross product grew at an annual average rate of 4.3 percent from 1993 to 2000, increasing from about \$4.2 billion to \$5.7 billion. The three largest industry sectors were Services (27%), Retail Trade (15%) and Finance, Insurance and Real Estate (13%) constituting an estimated 55 percent of the City's total gross product in year 2000. The public sector was estimated at 9 percent of the gross product.

Durables manufacturing grew to 6 percent of the Gross City Product in 2000 from only 2 percent in 1993 and increased its share of total County Gross Product from 7 percent to 9 percent, as shown in Table 5-7, Panel C. In contrast, Non-Durables Manufacturing stayed constant at 4 percent of the Gross City Product from 1993 to 2000, but dropped significantly from 23 percent to 5 percent when viewed as a share of the County's Gross Product. The significance of these two sectors is that they include the rapidly growing sectors of high technology manufacturing and biotechnology.

### ***County Gross Product***

In contrast, the estimated Gross County Product grew more rapidly from 1993 to 2000 at an average annual rate of 6.6 percent, as shown in Table VI-30, Panel B, increasing from about \$20.7 billion to 32.4 billion. The three largest industry sectors, when combining Durables and Non-Durables Manufacturing, were Manufacturing (24%), Services (22%) and Finance, Insurance and Real Estate (17%) constituting an estimated 63 percent of the County's total gross product in year 2000. The public sector was estimated at only 5 percent of the gross product in 2000, declining from 7 percent in 1993.

At the county level, the Gross Product for Durables Manufacturing and Non-Durables Manufacturing exhibited the most rapid growth from 1993 to 2000. As shown Table VI-30, Panel B, Non-Durables Manufacturing and Durables Manufacturing grew at average annual rates of 26.2 percent and 14.9 percent, respectively, over this same period. While the City was estimated to capture a greater proportion of the Durables Manufacturing growth in the County, it was not able to maintain that same capture performance for Non-Durables Manufacturing. This

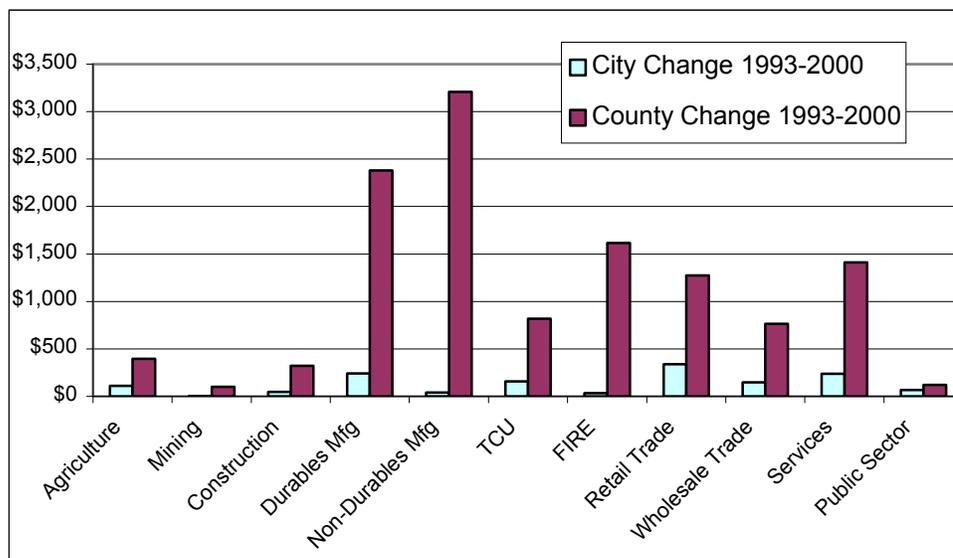
later sector includes growth in biotechnology firms that were more concentrated in the Thousand Oaks area of eastern Ventura County.

**Comparative Change in Gross Products**

The change in Gross Product for the City and the County are compared in Figure VI-11 and provides a measure of local competitiveness. Overall, the Gross Product of the City, in constant 1996 dollars, declined to about 18.0 percent in 2000 as a share of the County’s Gross Product from 20.0 percent in 1993. This represents a capture of about 16.0 percent of the County’s estimated \$11.7 billion increase in Gross Product from 1993 to 2000.

When viewed by employment category as shown in Table 5-8, the City captured only about 1.3 percent of the County’s most rapidly growing Non-Durables Manufacturing sector. The City fared better by capturing about 10.0 percent of the next fastest growing sector of Durables Manufacturing. While Finance, Insurance and Real Estate (FIRE) and Services did not grow as rapidly because of their relatively large initial base, they did exhibit sizable growth from 1993 to 2000 in County Gross Product as shown in Figure 5-1 and Table 5-8. The City captured only about 2 percent of the County Gross Product growth in FIRE, but fared better by capturing about 17.0 percent of Services. These measures indicate where the City could potentially strengthen its economic position.

**Figure VI-11.**  
**City of San Buenaventura Economic Base Analysis**  
**Change in Gross Product for City and County: 1993 and 2000**  
**(in millions of 1996 dollars)**



Note: TCU = Transportation, Communication, Utilities; FIRE = Finance, Insurance & Real Estate.

**Table VI-31**  
**City of San Buenaventura Economic Base Analysis**  
**City and County Change in Gross Product: 1993-2000**

Employment Category	Change in Gross Product: 1993-2000		% of County Change
	County	City	
Agriculture	\$394	\$111	28.2%
Mining	102	2	2.0%
Construction	322	46	14.3%
Durables Mfg	2,379	241	10.1%
Non-Durables Mfg	3,210	40	1.2%
Trans., Comm., Utilities <sup>1</sup>	109	183	167.9%
Finance, Insurance & Real Estate	1,617	32	2.0%
Retail Trade	1,275	337	26.4%
Wholesale Trade	764	149	19.5%
Services	1,411	239	16.9%
Public Sector	122	67	55.1%
Private Sector	<u>11,583</u>	<u>1,379</u>	<u>11.9%</u>
Total	\$11,705	\$1,446	12.4%

1. The City change is greater than 100% of the County change due to the decline in the Utilities sector in other areas of the County.

Source: Stanley R. Hoffman Associates, Inc.

UCSB Economic Forecast Project, November, 2000.

### ***Emerging Industry Clusters***

A report prepared in September 1995 for the County, entitled Ventura County Business Cluster Analysis, identified and located business clusters in the County and discussed past growth trends and future projections. As defined in this report, business clusters are concentrations of local businesses that produce a set of related goods and services, and use similar technologies and labor skills. Usually, these goods and services are exported outside the region or attract money into the region.

Industry concentrations present in the County are the starting point for developing clusters. Based on an analysis of growth potential for the respective industries, certain emerging clusters were recommended in this report as providing the best opportunity for successful County involvement. In order to connote a cluster, there must be actual interaction among the companies through networking associations and there must be institutional support through the assistance of public and non-profit resources. Also, they tend to be located in a relatively concentrated geographic area. Most of the industry concentrations identified in the County did not meet these criteria, but had the potential for growth, and were therefore identified as emerging clusters. The following clusters were identified by the 1995 study as emerging or declining clusters:

#### Growing and Emerging Clusters

- Agriculture
- Communications (subgroup of high technology)
- Machinery (subgroup of metals and machinery)
- Biomedical

- Plastics
- Environmental
- Tourism
- Business Services
- Health Care
- Education and Training

#### Declining Clusters

- Defense
- Oil and Gas

The emerging clusters reflect the increased importance of biotechnology and other high-technology production in both the national and global economies. Declining industries include the Defense and Mining sectors, which includes oil and gas extraction companies. The Report further identified several non-cluster industries, including:

#### Non- Cluster Industries

- Electrical Equipment
- Apparel
- Paper
- Sporting Goods
- Cosmetics
- Publishing

The importance of analyzing the clusters, according to the 1995 Cluster study, is to give regions a better understanding of the missing links in locally available supplies. This information could help identify market opportunities for Ventura County businesses. Representatives of various economic clusters can then work with public officials to ensure the availability of timely, appropriate and cutting-edge services, including education and training, and public infrastructure.

The Study further recommends that the government of Ventura County, in collaboration with the Council on Economic Vitality, implement a structured program to identify, survey and further assist business clusters in Ventura County. The value of this approach would be to enable local governments to be proactive in improving their competitive position by eliminating key barriers and improving access to public facilities and services. The more recent information, which was discussed previously in the Gross Product Analysis section, identifies the following four industry categories as focus areas for the City of San Buenaventura to improve its competitive position:

- Durables Manufacturing, including machinery and high-technology manufacturing;
- Non-Durables Manufacturing, including bio-medical and bio-technology;
- Finance, Insurance and Real Estate, including corporate headquarters and back-office operations; and
- Services, including Professional and Technical Services and those related to Tourism.

Additionally, attention should be paid the Agriculture sector, which represents over 2,600 jobs in San Buenaventura, and the Mining sector that includes oil and gas extraction. While these sectors are not growing particularly, they both have an important presence in the City that is likely to remain for a number of years.

***Major Employers in San Buenaventura in Year 2000***

About 31 percent of the City's total employment, or 15,425, in year 2000 was provided by the major employers shown in Table VI-32. About 15 percent of the total City jobs, or 7,665, were estimated in the public sector. This is higher than the data for public employment of about 6,200 in year 2000 presented previously in Table 5-1 and reflects the lack of compatibility with the conventions used to report public sector data by the California Economic Development Department, according to the UCSB researchers. Also, while Manufacturing represents a key industry in the County, it is not represented among the top employers of the City.

The Services sector in the City should continue to grow reflective of County trends and indicates the need for continuing office development. Further, in order to provide a diversified employment base with sufficient income, the City of San Buenaventura will have to continue to focus on employment in the key growth industries such as high technology, biotechnology, multimedia, electronics, finance, and business and professional services.

**Table VI-32**  
**City of San Buenaventura Economic Base Analysis**  
**Major Employers in San Buenaventura: 2000**

Company	Type	Employees	% of Total City
County of Ventura <sup>1</sup>	Public	5,540	
Ventura County Health Care Agency <sup>1</sup>	Public	1,500	
City of Ventura	Public	<u>625</u>	
		7,665	15.3%
Kinko's Corporate Offices <sup>2</sup>	Business Services	1,248	
Madera Corporation	Business Services	323	
Ventura Unified School District	Educational Services	2,287	
Ventura College	Educational Services	757	
Bank of America	Financial Services	406	
Community Memorial Hospital	Health Services	1,300	
Meditech Health Services, Inc.	Health Services	<u>400</u>	
		6,721	13.4%
Southern California Edison	Utility	650	1.3%
Pictsweet Mushroom Farms	Agriculture	<u>389</u>	0.8%
Sub-total Major Employers		15,425	30.8%
Total City Employment		50,146	100.0%

1. Of the 7,700 estimated County workers, about 70 percent are located at the Government Center or other locations in the City. According to County Health Care personnel, an estimated 1,500 employees work in the City at the County Health Care Agency out of a total of about 1,900 employees.
2. Kinko's has recently reported the relocation of their corporate facilities outside the City over the next several years.

Sources: Stanley R. Hoffman Associates, Inc.  
City of San Buenaventura.

### ***Labor Force Characteristics***

This section addresses characteristics of the City's labor force from occupational data available from the 1990 census, educational attainment as a measure of skill-level and preparedness for certain types of high-technology jobs, and educational and training resources provided by the City to assist workers in obtaining the skills necessary to pursue jobs in high-growth industries.

### ***Occupational Data in 1990***

The characteristics of the City and County's labor force in 1990 are shown in Table VI-33. As shown, the majority of the residents' occupations, in both the County and the City, were in the Managerial and Professional and Technical, Sales and Administrative Support categories, with these combined categories representing over 60 percent of the total occupational categories. Service occupations represent about 11 percent of the total occupations in the City. In general, the salaries for managerial and technical occupations are higher than for service occupations.

**Table VI-33**  
**City of San Buenaventura Economic Base Analysis**  
**Occupations in 1990 - Employed Persons 16 Years and Over**

Occupation	San Buenaventura	% of Total	Ventura County	% of Total
Managerial and professional specialty occupations				
Executive, administrative, and managerial positions	7,011	14.7%	49,202	14.6%
Professional specialty occupations	<u>8,276</u>	<u>17.3%</u>	<u>49,051</u>	<u>14.6%</u>
	15,287	32.0%	98,253	29.2%
Technical, sales, and administrative support occupations				
Technicians and related support occupations	1,964	4.1%	13,283	3.9%
Sales occupations	5,962	12.5%	41,491	12.3%
Administrative support occupations, including clerical	<u>7,797</u>	<u>16.3%</u>	<u>52,787</u>	<u>15.7%</u>
	15,723	32.9%	107,561	31.9%
Service occupations	5,454	11.4%	37,637	11.2%
Farming, forestry, and fishing occupations	819	1.7%	15,908	4.7%
Precision production, craft, and repair occupations	5,830	12.2%	39,379	11.7%
Operators, fabricators, and laborers	<u>4,678</u>	<u>9.8%</u>	<u>38,034</u>	<u>11.3%</u>
Total employed persons 16 years and over	47,791	100.0%	336,772	100.0%

Source: Stanley R. Hoffman Associates, Inc.  
U.S. Census Bureau, 1990.

The service category includes hotel and restaurant workers as well as business, professional and health workers. Although the City's hotels are a major generator of City public revenues, in terms of worker income, the average annual salary of service workers in the hotel industry was only about \$17,900 in 2000 in the County. This is based on average salary estimates provided by UCSB's Economic Forecast Project. A key issue will continue to be the availability of housing that is adequate to meet the expanding employment needs of local businesses and its ability to reduce significant commuting into San Buenaventura.

### ***Educational Attainment***

Although the 1990 U.S. Census provides data on the composition of the City's labor force by type of job and occupation, it is dated. More recent data on educational attainment can be used as a proxy to estimate a more current picture of the labor force. Educational level can be used as an approximation of a person's skill level (i.e., jobs requiring higher skills generally require a higher level of education or training). As shown in Table VI-34, the data provided in the 2001 Ventura County Economic Outlook indicates that about 84 percent of San Buenaventura residents aged 25 and over have at least a high school diploma; slightly higher than the County at 79 percent. About 34 percent have an Associates Degree or higher, versus about 32 percent countywide. The implications may be that employers with requirements for skilled, higher wage jobs could be attracted to the City in the future.

**Table VI-34.  
City of San Buenaventura  
Population Age 25+ Years by Education Level: 2001**

Education Level	San Buenaventura	Ventura County
Elementary or Some High School	15.9%	20.6%
High School Graduate	21.7%	22.1%
Some College	28.2%	25.6%
Associates Degree only	9.6%	8.6%
Bachelors Degree only	15.4%	15.1%
Graduate Degree	9.3%	7.9%
Percent of Population with High School Diploma & Above	84.1%	79.4%
Percent of Population with Associate Degree & above	34.2%	31.7%

Source: 2001 Ventura County Economic Outlook

### ***Education and Training Resources***

As shown in Table VI-35, there are several higher educational institutions in the City of San Buenaventura that provide opportunities for education and training. These institutions form a resource base that can assist in providing a skilled and educated labor force, as well as re-training workers in declining industries. For example, Ventura Community College offers a Small Business Academy, a training program for small business entrepreneurs to improve management and development of their businesses. In addition, their Biotechnology Program facilitates economic development in the region by training and placing students in biotechnology positions. The new California State University in nearby Camarillo will provide opportunities for training and education as well. In 2002, the California State University, Channel Islands will open with approximately 2,500 students. By the year 2006, enrollment is expected to increase to 5,000 students, eventually reaching 15,000 in both on-campus and distance learning programs. These institutions are important in building the labor force skills that can serve the targeted industries. Also, the Ventura Unified School District recognizes the importance of a quality K-12 school system. A recently approved bond measure of \$81 million is being invested in expanding their facilities and programs, such as the new Foothill Technology High School.

**Table VI-35**  
**City of San Buenaventura Economic Base Analysis**  
**Educational Institutions in San Buenaventura**

College/ University	Address
Azusa Pacific University Satellite Campus	5700 Ralston
Brooks Institute of Photography	5301 N. Ventura Avenue
California Lutheran University	1001 Partridge Drive, Suite 220
Technology Development Center	5200 Valentine Road
UCSB Ventura Center	3585 Maple Street #112
Ventura Community College	4667 Telegraph Road
Ventura College Community & Resource Development	4667 Telegraph Road
Ventura College of Law	4475 Market Street

Source: Stanley R. Hoffman Associates, Inc.  
Ventura Chamber of Commerce

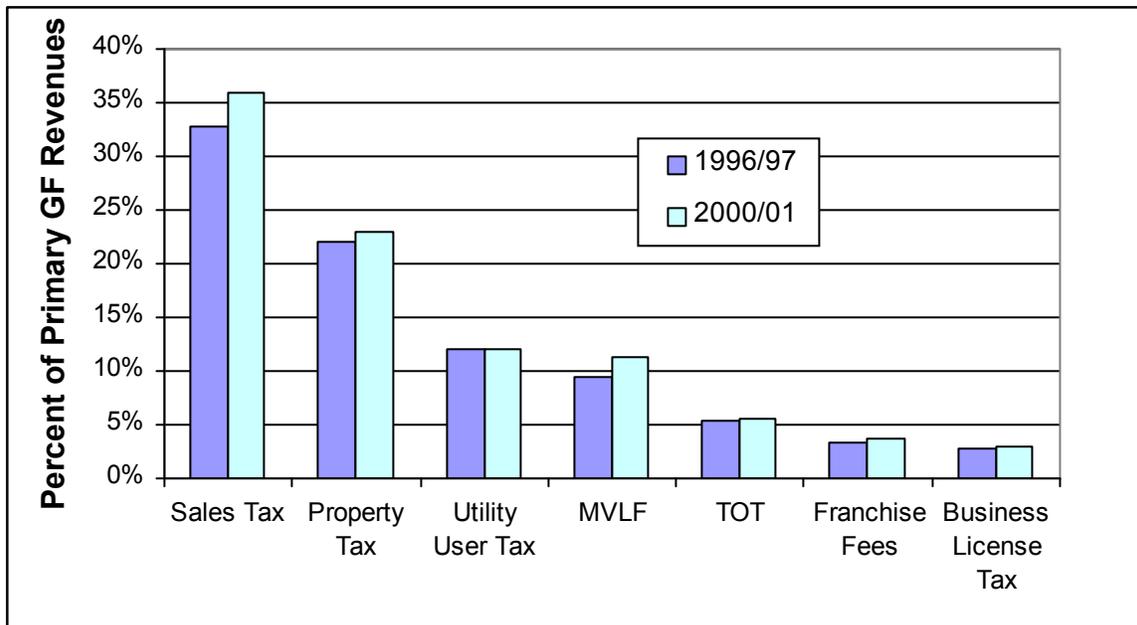
## 6. Fiscal and Financial Considerations

### *Public Revenue Trends*

A large portion of the City's General Fund revenue comes from the primary revenues and fees that include sales taxes, property taxes, utility user taxes, motor vehicle license fees, franchise fees, business license tax, interest earnings and transient occupancy taxes. According to the City budget, these primary revenue sources combine to represent between 80 and 85 percent of total General Fund Revenue. Figure VI-12 shows the trends in these primary revenues in current and constant 2000 dollars from fiscal years 1996/97 to 2000/01. In current dollars, these primary revenues increased from about \$41.5 million dollars in 1996/97 to about \$44.8 million in 2000/01, or an increase of about 8 percent. When adjusted for inflation in 2000 dollars, total primary revenues declined by about 0.8 percent from 1996/97 to 2000/01. In constant dollars, motor vehicle license fees, franchise fees and sales tax have shown the largest increases over this time period. Interest earnings have shown the most dramatic change, decreasing by about 55 percent.

Figure VI-12 illustrates the growth and distribution of selected primary General Fund revenues for fiscal years 1996/97 and 2000/01 in constant 2000 dollars. Distribution of most primary sources has remained stable over this time period, with only slight increases. The largest portion of the primary revenues is sales tax, at about 36 percent in 2000/01, followed by property tax at about 23 percent. Sales tax has increased slightly from about 33 percent to 36 percent of the total General Fund revenues from 1996/97 to 2000/01. Utility user tax has remained at about 12 percent of the primary revenue sources, while Motor Vehicle License Fees has increased slightly from about 9 percent to 11 percent of the primary revenues during this time period. Transient occupancy taxes (TOT) comprised about 6 percent of the primary revenue sources in 2000/01, while franchise fees and business license tax comprised about 4 percent and 3 percent of the total General Fund revenues respectively.

**Figure VI-12.**  
**City of San Buenaventura Economic Base Analysis**  
**Distribution of Primary Revenue Sources: Fiscal Years 1996/97 and 2000/01**  
**(in constant 2000 dollars)**



Source: City of San Buenaventura, Adopted Budget 2000-01.

New retail and property development can provide the support for both increased sales and property taxes, as well as promote revitalization efforts through redevelopment property tax increment. These revenues are significant when it comes to funding the desired service increases as a result of population and employment growth and to enhance the community’s quality of life.

***Fiscal Revenues by Land Use***

The General Fund is a major source of revenues for funding many of the public services required to meet the needs of existing, as well as future population and employment in the City. As discussed previously, the primary revenue sources of the General Fund include property tax, sales tax, motor vehicle license fees, transient occupancy tax (TOT), interest earnings, utility user tax, franchise fees, and business license tax. When these primary revenues are allocated by land uses, patterns emerge that are reflective of current fiscal conditions. These patterns can assist in evaluating the fiscal impacts of future development.

While the total General Fund revenues allocated to residential land uses (\$27.6 million) is only slightly less than for retail land uses (\$28.8 million) as shown in Table VI-36, the General Fund revenue per acre is highest for commercial land uses at \$25,075. This is followed by \$8,413 per acre for industrial and \$4,060 for residential land uses. Of the 8,784 developed acres estimated for the City, 6,807 are residential, 1,148 are commercial and 829 are industrial.

Table VI-36 also presents the primary General Fund revenues by land uses. The commercial land use category is clearly the highest because of sales taxes and hotel occupancy taxes that comprise about 52 percent of the total commercial General Fund revenues per acre. Similarly, non-retail sales taxes are estimated to comprise about 51 percent of the total General Fund revenues per

Table VI-36  
**City of San Buenaventura Economic Base Analysis**  
**Primary General Fund Revenue Sources: Fiscal Years 1996/97 to 2000/01<sup>1</sup>**  
 (in current dollars)

Category	1996/97	1997/98	1998/99	1999/00	2000/01	1996/97 to 2000/01 % Change
Sales Tax	\$13,630,752	\$14,487,131	\$15,442,300	\$15,242,448	\$16,144,100	18.4%
Property Tax	9,174,490	9,250,059	9,485,765	9,981,220	10,310,300	12.4%
Utility User Tax	5,019,413	5,204,062	4,928,108	5,086,814	5,407,100	7.7%
Motor Vehicle License Fees	3,914,189	4,245,721	4,529,170	4,200,000	5,082,700	29.9%
Interest Earnings	4,979,691	3,709,348	3,605,465	3,286,718	2,417,300	-51.5%
Franchise Fees	1,368,205	1,558,885	1,563,293	1,525,000	1,653,900	19.1%
Business License Tax	1,127,989	1,167,468	1,264,689	1,228,413	1,325,500	17.5%
Transient Occupancy Tax (TOT)	<u>2,258,719</u>	<u>2,310,419</u>	<u>2,508,347</u>	<u>2,484,000</u>	<u>2,508,800</u>	11.2%
<b>Total Primary Revenue Sources</b>	<b>\$41,491,448</b>	<b>\$41,933,093</b>	<b>\$43,325,137</b>	<b>\$43,034,613</b>	<b>\$44,849,700</b>	<b>8.1%</b>

(in constant 2000 dollars)

Category	1996/97	1997/98	1998/99	1999/00	2000/01	1996/97 to 2000/01 % Change
Sales Tax	\$14,851,029	\$15,537,448	\$16,327,164	\$15,747,165	\$16,144,100	8.7%
Property Tax	9,995,825	9,920,688	10,029,312	10,311,724	10,310,300	3.1%
Utility User Tax	5,468,770	5,581,356	5,208,380	5,255,252	5,407,100	-1.1%
Motor Vehicle License Fees	4,264,602	4,553,536	4,788,697	4,339,073	5,082,700	19.2%
Interest Earnings	5,425,492	3,978,276	3,812,063	3,395,550	2,417,300	-55.4%
Franchise Fees	1,512,482	1,671,904	1,652,872	1,575,497	1,653,900	9.4%
Business License Tax	1,228,971	1,252,109	1,337,157	1,269,089	1,325,500	7.9%
Transient Occupancy Tax (TOT)	<u>2,458,749</u>	<u>2,477,924</u>	<u>2,652,079</u>	<u>2,566,252</u>	<u>2,508,800</u>	2.0%
<b>Total Primary Revenue Sources</b>	<b>\$45,205,920</b>	<b>\$44,973,242</b>	<b>\$45,807,723</b>	<b>\$44,459,600</b>	<b>\$44,849,700</b>	<b>-0.8%</b>

1. FY 1999-2000 projected, City of San Buenaventura 2000-2001 Budget.  
 FY 2000-01 estimated, City of San Buenaventura 2000-2001 Budget.

Sources: Stanley R. Hoffman Associates, Inc.  
 City of San Buenaventura, Adopted Budget 2000-2001.

acre for industrial land uses. For residential land uses, property taxes and motor vehicle license fees constitute almost 47 percent of the total estimated General Fund revenues per acre. Clearly, sales taxes allocated on a situs basis to retail acres, even though the bulk of retail sales taxes are generated by household purchasing power, influences the residential category's lower per acre allocation.

### **Redevelopment Financing**

Currently, the Agency's tax increment proceeds are being used primarily to retire a loan extended to the Agency from the City's General Fund. Payments by the Agency to the City began in 2000-2001 from proceeds received in 1999-2000. To date, the total amount of loans provided to the Agency is about \$16.4 million. The remaining credit available for Agency use is about \$577.4 thousand. As shown in Table VI-37, the redevelopment budget for 2001-2002 indicates that estimated Redevelopment Agency revenues currently available are about \$2.0 million. These agency revenues include property tax increment and other revenues. However, after estimated expenditures of about \$1.8 million, the balance remaining for Agency use at year-end 2001-2002 is estimated at about \$180.0 thousand. This includes the annual Agency repayment of \$500.0 thousand to the General Fund for the City's initial loan.

**Table VI-37**  
**City of San Buenaventura Economic Base Analysis**  
**Proposed Redevelopment Agency Budget for 2001-2002**

<b>Estimated Revenue</b>	<b>Amount</b>
2000-2001 Tax Increment Available	\$383,160
One Time Property Sale (Thompson/Figueroa)	116,840
2001-2002 Annual Tax Increment	1,266,000
<u>2001-2002 Other Revenue</u>	<u>226,882</u>
Total Estimated Revenue Available 7/1/2001	\$1,992,882
<b>Proposed Expenditures</b>	<b>Amount</b>
20% Housing Set Aside	\$308,500
Payment on Loan Interest	500,000
Annual COP Debt Payment	435,333
<u>RDA Administration Budget</u>	<u>568,713</u>
Total Proposed Expenditures	\$1,812,546
Estimated Balance Available Year End 2001-2002	\$180,336

Source: City of San Buenaventura, *Adopted Budget, 2001 - 2002*.

Redevelopment property tax increment financing may not be a sufficient long-term tool for fully funding the needed capital projects and improvements. There are two key issues that limit the potential of redevelopment financing as a tool for the City. First, the repayment of the initial loan from the City reduces available property tax increment. Secondly, the City's Redevelopment Project area encompasses only 320 acres, which is quite small relative to the City's geographic area. Therefore, the amount of property tax increment generated from future development may not be sufficient to fund projects that require large capital financing or are in other parts of the City.

***Other Financing Approaches***

In addition to redevelopment financing tools, the City depends on its General Fund revenues, State gasoline taxes, State and Federal grants and loans and other revenue resources for funding varying levels of ongoing operations and maintenance costs and capital costs of public improvements. These improvements enhance the residents' quality of life and help promote existing and increased business activity.

***Operations and Maintenance Funding***

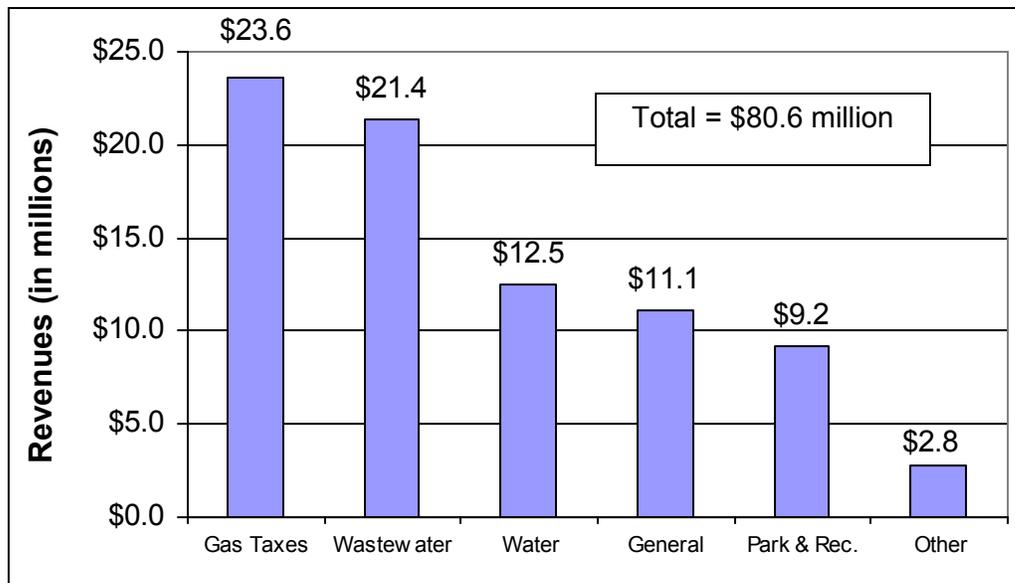
The City depends primarily on its primary General Fund revenues for funding the operations and maintenance of City services. For fiscal year 2000 – 2001, these revenues are estimated at about \$40.0 million. However, these resources are not adequate to fund all of the City's public safety or public works priorities. Therefore, the shortfall for these departments, as well as Recreation, Administrative and Financial services and Community and Economic Development are augmented, whenever possible, with a combination of charges for services, licenses and permits, interest earnings, other minor revenues, and some State and Federal resources. According to the City, for fiscal year 2001 – 2002 local taxes and fees comprise about 90 percent of the General Fund's resources. The State and Federal portion comprises only about 10 percent of the citywide General Fund.

***Capital Funding***

Potential sources of capital funding may come from both internal and external sources. The City's General Fund, State gasoline taxes and redevelopment property tax increment are the primary sources of internal revenues that can be used to fund improvements. Other local sources may include special taxes or benefit assessments that are subject to either popular or land owner voter approval. External sources may include state and federal resources, such as federal Community Development Block Grants (CBDG) and Transportation Efficiency Act (TEA 21) Grants and State Park Bond funds.

The City's 2001 – 2006 Capital Improvement Plan (CIP) includes a total of 216 projects for a total cost of about \$290.0 million. Capital Improvement Plans are 5 to 10 year plans that indicate what improvements are necessary and identify the means to pay for those improvements. As shown in Figure 6-2, about \$80.6 million has been estimated for CIP revenues in 2001 - 2002.

**Figure VI-13**  
**City of San Buenaventura**  
**Capital Improvement Revenue Distribution, 2001/2002**



Source: City of San Buenaventura, Adopted 2001 – 2002 Operating, Capital Improvement, Redevelopment Agency Budget.

Figure VI-13 shows that the primary CIP revenue category for 2001 – 2002 is gasoline taxes. The City receives State gasoline taxes, that may be used for both operations and maintenance and capital improvements related to streets and roads. The City's annual budgeting process may designate a portion of these revenues for specific facilities subject to annual budgeting priorities. About \$23.6 million has been estimated for gas tax revenues in fiscal year 2001-2002. According to the CIP, these revenues will be used for a range of public works activities such as street improvements, slurry seal, median modification safety improvements, traffic signal improvements, upgrades to bridges and freeway off-ramps, and transit facilities maintenance. Large portions of the CIP revenues have also been allocated for wastewater (\$21.4 million) and water facility (\$12.5 million) improvements in 2001 – 2002.

Additionally, Federal and state grants are important public revenue sources for capital funding. The state grants estimated for 2001 – 2002 range in amounts from \$350,000 to \$5,000,000 million, with some requiring matching funds. Some of these grants will be used for construction of freeway ramps and bridges, and other street improvements, such as those available through a process administered by the Federal Government via The Transportation Efficiency Act for the 21st Century (TEA 21). A high priority is placed on enhancing connections between highways, transit and pedestrian movement and on integrating these systems into their surrounding communities, such as linkages with the nearby train stations. A special category places a priority on facilities for pedestrians, landscaping and scenic beautification.

Another primary source of federal grant funding is the Community Development Block Grant (CDBG) program. CDBG grants are federal grants that are awarded to cities on a formula basis for housing and community development activities. Eligible activities include acquisition,

rehabilitation, homebuyer assistance, economic development activities, homeless assistance and public services. About \$1.2 million of funds are estimated in 2001 – 2002 and will be used to fund the Simpson Street, Westside Gateway and Ramona Street improvements as well as the City's Homeless and Continuum of Care concerns.

Other resources that have been used by the City or will possibly be used in the future come from State Park Bond funds, Federal Economic Development Administration grants, Small Business Administration funds, public art resources and charitable gifts and donations. Identifying and obtaining the appropriate revenues for capital facilities becomes a key component of the implementation strategy.

## **7. Economic Opportunities and Constraints**

### ***Overview***

The primary purpose of the Economic Base Study is to identify target economic opportunities that are both realistic and compatible with the City's Vision statement. This section summarizes key economic opportunities as well as constraints for the City. These opportunities and constraints are the foundation for policy consideration and priority setting in the next steps of this process.

### ***Opportunities***

Capturing a share of emerging markets. A key opportunity is potentially attracting industries that can drive the economy and are growing within the larger market area. Durable Manufacturing has been growing over the 1993 to 2000 period relatively faster in the City than for the County. There could be opportunities to attract industries within the Durable Manufacturing group such as Electronic Equipment, Transportation Equipment, Instruments and Measuring Equipment and Industrial Machinery. Recently, at the regional and County level, there has been increasing job growth in technology-related fields such as biotechnology, computer software, communications, entertainment, multimedia, education and business and financial services.

Diversification of the Employment Base. Several key industry sectors have been identified for Ventura County and are also important to San Buenaventura, including high technology manufacturing, non-durable manufacturing, business and financial services and tourism. The City must diversify its employment base in these key sectors in order to maintain a balanced economy.

Expanding Tourism. The City's beaches and its coastal climate are among the key resources that San Buenaventura can offer. The City also has opportunities for enhancement of beachfront property (the "String of Pearls") from the Santa Clara River outlet northward for hotel and visitor possibilities, including the fairgrounds. However, the beach-harbor-downtown areas will need to be better linked to promote the City as an overall tourist destination. In addition, hotels are a generator of transient occupancy tax (TOT), an important source of City General Fund revenues.

Expanding Retail Development. Retail trade is a significant economic activity because sales tax is the major municipal General Fund revenue source. While San Buenaventura generates a

relatively high level of sales tax per capita compared with other areas of Ventura County, there are opportunities to expand the retail base.

Visibility and Access. The City's high visibility and accessibility due to its location along U.S. Highway 101 and State Highway 126 are locational attributes that can attract retail, commercial, tourism and industrial opportunities.

Revitalization and Redevelopment. There are also opportunities for revitalization and redevelopment in different areas of the City. For example, in the Westside Corridor, revitalization planning has already been undertaken. There are also continuing opportunities for revitalization throughout the City.

### ***Constraints***

Shortage of Available Non-Residential Land. A shortage of available commercial and industrial land limits the number of and types of businesses that could locate in the City. However, parcels of land that are underutilized present opportunities for re-use, such as in the Westside Corridor.

Shortage of Housing and Residential Land. The lack of availability of a wide range of housing types in different price ranges, presents a constraint when attracting businesses to the City. Employers require housing to serve the needs of their employees at all levels, and the City has a low vacancy rate and limited acreage for new residential development.

Aging Infrastructure. Public infrastructure to meet the needs of an increasingly technology oriented economy will be essential to remain competitive. To expand and modernize the City's infrastructure capacity will require reinvestment in the city's public infrastructure as well as obtaining the necessary financing resources.

Limited Financial Resources. Limited financial resources will be an ongoing constraint. As an older established community, service costs may increase beyond the ability to generate public revenues to maintain and provide for city services and infrastructure. Obtaining adequate financing resources will continue to be an important tool for implementation.

## **8. Economic Policy Considerations**

### ***Overview***

Economic development is a dynamic process that increases the wealth of the community and allows it to provide a high quality of life for its residents, businesses and organizations. The intent is to promote and maintain a sound economic base by encouraging land uses that will attract and retain specific economic segments of the market and concurrently enhance the economic position of the community.

The County of Ventura and the City of San Buenaventura are part of a larger Southern California economy that is shaped by local, national and global forces. This in turn generates growth pressures northward on Ventura County as the Los Angeles basin continues to expand. The 2001 Ventura County Economic Outlook expects the economy of Ventura County to grow more slowly than it has over the past four years, but still at impressive rates. These trends will effect

what happens in the City and provide economic opportunities for growth. How the City's business sectors may be influenced by these trends needs to be clearly understood.

The City plays a vital role in developing an economic strategy by providing assistance to local businesses and identifying and attracting businesses which are needed to provide a balanced and diversified economic base while remaining sensitive to environmental concerns. A responsive city government can create a stable, confident atmosphere for potential investors with long-term commitments to the community.

The Economic Base Study provides an understanding of the City of San Buenaventura's economy in the context of Ventura County. As priorities are selected, this will lead to an updated Economic Development Element as part of the Comprehensive Plan. The Economic Development Element is intended to direct the City's efforts in the area of economic growth, and presents economic goals and their corresponding objectives, policies and programs for future implementation. The goals and policies are a guide to local decision-making, while economic background information contained in this study becomes the basis for informed choices.

### ***Key Economic Policy Areas***

The Economic Development Element will present economic goals and their corresponding objectives, policies and programs for future implementation. Following are the key areas for policy consideration, priority setting and potential policy action:

Diversification of the Local Economy. A key goal is to find opportunities to diversify the local economy. Several key industry sectors have been identified as emerging industries for San Buenaventura, including: high technology, non-durables manufacturing, finance, business services, tourism and retail trade. The City must diversify its employment base in these key sectors in order to maintain a balanced economy.

Capturing Emerging Industries. Particular focus should be on increasing job growth in technology-related fields such as biotechnology, computer software, entertainment, multimedia and business services that also have the ability to increase average wages. This will involve providing locations for such industries to locate in the City, as well as providing job training programs to train workers in these emerging industries.

Retention and Strengthening of Existing Businesses. While new economic opportunities are sought to keep the City competitive, the retention and expansion of existing businesses to the extent possible will also serve to preserve and grow the established economic base. Partnerships with local business organizations and educational institutions will facilitate this effort.

Attracting a High-Skill Labor Force. The focus should be on attracting and developing a labor force with skills that are commensurate with the high technology and services jobs in the industries that the City wishes to attract. In order to develop and maintain an educated and skilled labor force in the City, continuing training programs should be provided. In addition, varied housing opportunities need to be available to appeal to a diverse labor force.

Housing Affordability. The shortage of housing, as well as a mix of housing types, presents a constraint when attracting businesses to the City. Employers require housing to serve the needs of their employees at all wage and salary levels.

Availability of Developable Residential Land. A vibrant economic base will place demands on housing for workers who wish to live near their place of work. Residential land supply is also limited. Developable land for housing at all price levels is a critical issue.

Availability of Developable Non-Residential Land. Finding adequate sites for new or expanding firms is a major constraint since the City has a shortage of available commercial and industrial land. The City will need to look at underutilized parcels of land, such as former oil fields or older urban areas, and their possibilities for re-use. The retention, expansion and attraction of firms are highly dependent on their ability to afford the cost of land.

Maintaining Growth in Public Revenues Commensurate with Public Services. A large portion of the City's General Fund revenue comes from sales taxes, property taxes, utility user taxes, motor vehicle license fees and transient occupancy taxes. As an older established community, service costs may increase beyond the ability to generate public revenues. Attention to maintaining growth among these key public revenue sources will be important to providing a high quality of public services and facilities.

Maintaining Strong Taxable Sales Growth. The largest portion of the General Fund revenues comes from taxable sales. Taxable sales are generated from both the retail sector and from business to business transactions. Maintaining competitiveness through retail revitalization of existing centers and new retail development that provides a wide range of retail goods and services will continue to enhance taxable retail sales. An important opportunity for taxable sales growth is from businesses that generate strong non-retail taxable sales. This business-to-business activity also reflects a strong interrelationship between employment sectors within the economic base.

Expanding Tourism. The City has opportunities for enhancement of tourism opportunities, including the development of beachfront property. Beaches, museums, the downtown, the harbor and nearby Channel Islands are amenities that benefit residents and attract more than 1.5 million visitors annually. Enhancement of these opportunities, particularly along the coast and in the downtown area, will continue to support restaurants, shopping, lodging, entertainment and visitor oriented activities.

Revitalization and Reinvestment Opportunities. As a largely built-out community the City must address the continued vitality of the established commercial, industrial and residential areas. This will require reinvestment in the city's public infrastructure as well as private property investment and modernization. Infrastructure to meet the needs of an increasingly technology oriented economy will be essential to remain competitive. Specific revitalization and reinvestment activities must recognize the importance and unique character of these areas to achieve economic vitality while respecting the community's quality of life.

In conclusion, the City has a number of attributes and advantages that will continue to make it an attractive and desirable location for businesses, residents and tourists. These attributes will attract retail, commercial, tourism and industrial opportunities. The goals and policies set forth

in the Economic Development Element will play an important role in shaping the future quality of life for the City of San Buenaventura's residents and businesses.

## 9. Outline of the Economic Development Element

### ***Purpose of the Economic Development Element***

The purpose of the Economic Development Element is to establish economic goals and policies that will lead to the City's vision of a prosperous community while maintaining a high quality of life. These policies will also provide the foundation for implementation strategies, as a separate document, that will lead to specific actions and programs. The following is an annotated outline of the Economic Development Element.

#### Purpose.

The purpose of the Economic Development Element is to enhance the economic character and achieve the community's economic vision. It is used as a basis for a more specific economic development strategy and provides direction to focus resources to retain and attract new businesses, and provide public services that are well integrated with land use, circulation, and public facilities.

Economic Development Issues. The City must consider what actions are necessary in order to achieve its vision, such as diversifying industries and employment, increasing public revenues and fiscal sustainability, improving housing availability and affordability, upgrading infrastructure, utilizing available land and enhancing its financing capabilities.

Background Economic Analysis. The background economic analysis presents different indicators to measure the condition of the City's economic well being. Analysis within the Economic Development Element will include the economic base study, target industry analysis, employment trends and characteristics, and addressing future economic conditions.

Economic Development Policies. Economic development policies serve as the guiding principles to enhance the City's competitive position. These policies are intended to facilitate increased employment opportunities through diversification of the economic base, expansion and attraction of businesses, encouragement of public/private partnerships, enhancement of public services and infrastructure and meeting the housing needs of the area's employees.

Implementation Strategy. The Implementation Strategy will be prepared as a separate document and draw upon the Economic Development Policies. An economic strategy is used to develop specific programs and actions to achieve the vision of the City. Geographic areas of the community that can support commercial, industrial, and professional businesses would be identified to retain and attract businesses that lead to a broader range of wages and increased public revenues. Business retention and recruitment can be encouraged by maintaining public infrastructure, providing a full range of economic development services, and improving labor skills to meet the needs of new business opportunities.

## VII. Circulation

This section discusses the transportation setting for the City of Ventura circulation system. Existing conditions are described, including motorized and non-motorized transportation facilities.

### 1. Motorized Transportation

The motorized transportation components of the City circulation system include arterial streets, bus service and rail service.

#### *Arterial Street System*

The Citywide street system is illustrated in Figure VII-1 at the end of this chapter. Shown here are those streets that are included in the Circulation Element, together with the existing midblock lanes on each street segment. Traffic conditions on the street network are described in terms of traffic volumes on the individual streets and in terms of intersection operation. The former uses average daily traffic (ADT) as the measure of traffic usage, while the latter examines peak hour volumes to determine how well an intersection performs during rush hours. Specific performance criteria are used to evaluate intersections throughout the City, and the following discussion describes such criteria.

Performance Criteria. These criteria include “performance standards” and “thresholds of significance,” the latter being used for identifying project impacts in a traffic study context. The performance standards are established by City policy (e.g., in the Circulation Element) and represent desired operating conditions for the City roadway system. For the Circulation Element to be in “balance” with the Land Use Element, the circulation system must achieve such criteria.

The performance criteria used here are based on two primary measures. The first is “capacity” which establishes the vehicle carrying ability of a roadway, and the second is “volume.” The volume measure is either a traffic count (in the case of existing volumes) or a forecast for a future point in time. The ratio between the volume and the capacity gives a volume/capacity (V/C) ratio and based on that V/C ratio, a corresponding level of service (LOS) is defined.

Tables VII-1 and VII-2 contain LOS descriptions for arterial roadways and freeways as contained in the 2000 Highway Capacity Manual (HCM). These descriptions illustrate how LOS is based on driving experience, with speed and delay (at an intersection) being the primary driver perception parameters.

The evaluation of arterial roadway performance is based on peak-hour traffic and intersection capacity, which is the defining limitation on a roadway system. Levels of service for arterial roadway intersections are determined based on operating conditions during the AM and PM peak hours. Intersection capacity utilization (ICU) methodology is applied using peak hour volumes and the geometric configuration of the intersection. This methodology sums the V/C ratios for the critical movements of an intersection and is generally compatible with the intersection capacity analysis methodology outlined in the HCM 2000.

**Table VII-1. Level of Service Descriptions – Urban Streets**

The average travel speed along an urban street is the determinant of the operating level of service (LOS). The travel speed along a segment, section, or entire length of an urban street is dependent on the running speed between signalized intersections and the amount of control delay incurred at signalized intersections. The following general statements characterize LOS along urban streets and show the relationship to free flow speeds (FFS)

LOS	Description	Percent of FFS
A	LOS A describes primarily free-flow operations at average travel speeds, usually about 90 percent of the FFS for the given street class. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Control delay at signalized intersections is normal.	90
B	LOS B describes reasonably unimpeded operations at average travel speeds, usually about 70 percent of the FFS for the street class. Vehicles are completely unimpeded in their ability to maneuver with the traffic stream. Control delay at signalized intersections is minimal.	70
C	LOS C describes stable operations; however, ability to maneuver and change lanes in midblock locations may be more restricted than at LOS B, and longer queues, adverse signal coordination, or both may contribute to lower average travel speeds of about 50 percent of the FFS for the street class.	50
D	LOS D borders on a range in which small increases in flow may cause substantial increases in delay and decreases in travel speed. LOS D may be due to adverse signal progression, inappropriate signal timing, high volumes, or a combination of these factors. Average travel speeds are about 40 percent of FFS	40
E	LOS E is characterized by significant delays and average travel speeds of 33 percent or less of the FFS. Such operations are caused by a combination of adverse progression, high signal density, high volumes, extensive delays at critical intersections, and inappropriate signal timing.	33
F	LOS F is characterized by urban street flow at extremely low speeds, typically one-third to one-fourth of the FFS. Intersection congestion is likely at critical signalized locations, with high delays, high volumes, and extensive queuing.	25

Source: Highway Capacity Manual 2000, Transportation Research Board, National Research Council

**Table VII-2. Level of Service Descriptions – Signalized Intersections**

Levels of service (LOS) for signalized intersections are defined in terms of control delay as follows:

LOS	DESCRIPTION	Delay per Vehicle (secs)
A	LOS A describes operations with low control delay, up to 10 seconds per vehicle. This LOS occurs when progression is extremely favorable and most vehicles arrive during the green phase. Many vehicles do not stop at all. Short cycle lengths may tend to contribute to low delay values.	< 10
B	LOS B describes operations with control delay greater than 10 and up to 20 seconds per vehicle. This level generally occurs with good progression, short cycle lengths, or both. More vehicles stop than the LOS A, causing higher levels of delay.	10 – 20
C	LOS C describes operations with control delay greater than 20 and up to 35 seconds per vehicle. These higher delays may result from only fair progression, longer cycle lengths, or both. Individual cycle failures may begin to appear at this level. Cycle failure occurs when a given green phase does not serve queued vehicles, and overflows occur. The number of vehicles stopping is significant at this level, though many still pass through the intersection without stopping.	20 – 35
D	LOS D describes operations with control delay greater than 35 and up to 55 seconds per vehicle. At LOS D, the influence of congestion becomes more noticeable. Longer delays may result from some combination of unfavorable progression, long cycle lengths, and high V/C ratios. Many vehicles stop, and the proportion of vehicles not stopping declines. Individual cycle failures are noticeable.	35 – 55
E	LOS E describes operations with control delay greater than 55 and up to 80 seconds per vehicle. These high delay values generally indicate poor progression, long cycle lengths, and high V/C ratios. Individual cycle failures are frequent.	55 – 80
F	LOS F describes operations with control delay in excess of 80 seconds per vehicle. This level, considered unacceptable to most drivers, often occurs with oversaturation, that is, when arrival flow rates exceed the capacity of lane groups. It may also occur at high V/C ratios with many individual cycle failures. Poor progression and long cycle lengths may also contribute significantly to high delay levels.	> 80

Source: Highway Capacity Manual 2000, Transportation Research Board, National Research Council

The ICU calculation methodology and associated performance criteria used for the arterial street system are summarized in Table VII-3. The saturation flow rate and clearance interval parameters listed here are those used by the City for intersection analyses. This methodology is considered appropriate for planning level analyses (rather than detailed traffic operations analyses) and is also applicable to traffic impact analyses.

**Table VII-3. Arterial Intersection Performance Criteria**

<p><b>V/C Calculation Methodology</b></p> <p>Level of service to be based on peak hour intersection capacity utilization (ICU) values calculated using the following assumptions:</p> <p style="padding-left: 40px;">Saturation Flow Rate: 1,600 vehicles/hour/lane.</p> <p style="padding-left: 40px;">Clearance Interval: none</p>															
<p><b>Performance Standard</b></p> <p>Level of Service C (peak hour ICU less than or equal to 0.80) for arterial street intersections                  Level of Service D (peak hour ICU less than or equal to 0.90) for freeway interchange intersections</p>															
<p><b>Threshold of Significance for Impact Analyses</b></p> <p>For an intersection that is forecast to operate worse than the performance standard (i.e., ICU greater than .80), the impact of a given project is considered to be significant if the project increases the ICU by more than 0.01. An ICU increase of more than .01 does not cause the threshold of significance to be exceeded if the with-project ICU does not exceed .80.</p>															
<p><b>Level of Service</b></p> <p>Level of service ranges are as follows:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">ICU</th> <th style="text-align: center;">LEVEL OF SERVICE (LOS)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">0.00 – 0.60</td> <td style="text-align: center;">A</td> </tr> <tr> <td style="text-align: center;">0.61 – 0.70</td> <td style="text-align: center;">B</td> </tr> <tr> <td style="text-align: center;">0.71 – 0.80</td> <td style="text-align: center;">C</td> </tr> <tr> <td style="text-align: center;">0.81 – 0.90</td> <td style="text-align: center;">D</td> </tr> <tr> <td style="text-align: center;">0.91 – 1.00</td> <td style="text-align: center;">E</td> </tr> <tr> <td style="text-align: center;">Above 1.00</td> <td style="text-align: center;">F</td> </tr> </tbody> </table>		ICU	LEVEL OF SERVICE (LOS)	0.00 – 0.60	A	0.61 – 0.70	B	0.71 – 0.80	C	0.81 – 0.90	D	0.91 – 1.00	E	Above 1.00	F
ICU	LEVEL OF SERVICE (LOS)														
0.00 – 0.60	A														
0.61 – 0.70	B														
0.71 – 0.80	C														
0.81 – 0.90	D														
0.91 – 1.00	E														
Above 1.00	F														

The City currently uses LOS “C” as the desirable operating condition for City intersections and LOS “D” for freeway interchange intersections. The City prepares an annual monitoring report that provides traffic count data, level of service summaries and information on planned improvements at individual intersections. The latest report released in April 2002 is referenced at the end of this chapter.

Existing ADT Volumes. Figure VII-2 at the end of this chapter shows the existing ADT volumes on the arterial street system. These volumes are based on counts taken in 2001 and represent two-direction 24-hour vehicles on an average weekday. As noted above in the discussion on performance criteria, such volumes are not used directly in level of service criteria, but serve a number of purposes relative to evaluating the usage of the arterial street system.

Existing Levels Of Service. As discussed in the performance criteria section, level of service (LOS) on the arterial street system is defined according to peak hour intersection performance using intersection capacity utilization (ICU) values. Figure VII-3 at the end of this chapter shows the intersections included in this evaluation, and Table VII-4 lists the current ICUs and corresponding LOS values (ICU calculations can be found in the Appendix at the end of this chapter). The ICUs and LOS values are also illustrated in Figure VII-4, which shows the highest of the AM or PM ICU values at each intersection. The two locations that do not meet the performance standard are:

- Victoria Avenue and Olivas Park Drive (PM LOS “E”)
- Johnson Drive & Bristol Road (PM LOS “D”)

Improvements needed at several intersections in the City (including Victoria and Olivas Park) are noted in the City’s annual transportation report.

**Table VII-4. Existing Intersection Capacity Utilization Summary**

Intersection	AM Peak Hour		PM Peak Hour	
	ICU	LOS	ICU	LOS
1. Victoria/Foothill	.50	A	.60	A
3. Victoria & Telegraph	.67	B	.66	B
4. Victoria & Woodland	.67	B	.52	A
5. Victoria & SR-126 Off-Ramp	.62	B	.60	A
6. Victoria & Thille	.48	A	.55	A
7. Victoria & Telephone	.52	A	.61	B
8. Victoria & Ralston	.66	B	.61	B
12. Victoria & US101 NB On-Ramp	.52	A	.56	A
14. Hill & Telephone	.61	B	.53	A
19. Monmouth & Harbor	.64	B	.79	C
20. Harbor & Spinnaker	.27	A	.51	A
24. Mills & Telegraph	.48	A	.52	A
25. Mills & Maple	.33	A	.45	A
26. Mills & Dean	.37	A	.68	B
27. Mills & Main	.53	B	.79	C
28. US 101 NB On-Ramp & Main	.55	A	.79	C
29. SR-126-EB on & Main	.37	A	.66	B
30. Callens & Main	.34	A	.55	A
31. Donlon & Main	.49	A	.70	B
32. Telephone & Main	.61	B	.74	C
33. US 101-NB & Telephone	.45	A	.48	A
34. Portola & Telephone	.59	A	.56	A
38. Telephone & Market	.34	A	.53	A
41. Telephone & Poinsetta	.22	A	.61	B
46. Seaward & Main	.58	A	.64	B
47. Main & Loma/Katherine	.45	A	.48	A
49. Main & Telegraph	.49	A	.68	B
50. Emma & Main	.42	A	.48	A
51. Lemon Grove & Main	.41	A	.56	A
53. Kimball & Telephone	.59	A	.55	A
55. Kimball & SR-126 EB Ramps	.37	A	.44	A
56. Kimball & SR-126 WB Ramps	.42	A	.31	A
58. Kimball & Telegraph	.49	A	.43	A
63. Petit & Telephone	.53	A	.60	A
65. San Jon & Thompson	.34	A	.25	A

**Table VII-4. Existing Intersection Capacity Utilization Summary**

Intersection	AM Peak Hour		PM Peak Hour	
	ICU	LOS	ICU	LOS
68. Seaward & Thompson	.49	A	.58	A
79. Wake Forest & Telegraph	.57	A	.55	A
85. Victoria & Olivas Park	.60	A	.96*	E
86. Telephone & Olivas Park	.59	A	.75	C
92. Johnson & Bristol	.71	C	.81*	D
94. Johnson & NorthBank	.53	A	.70	B
96. Montgomery & NorthBank	.44	A	.32	A
102. Wells & Telegraph	.55	A	.51	A
104. Wells & SR-126 EB Ramp	.68	B	.72	C
106. Wells & Telephone	.78	C	.69	B
114. California & Thompson	.53	A	.73	C
115. Chestnut & Thompson	.38	A	.51	A
120. Ventura & Main	.49	A	.75	C
132. Ventura & Stanley	.60	A	.66	B
136. US 101-SB & Valentine	.40	A	.44	A
138. Johnson & US 101-SB Ramps	.86	D	.69	B
161. Victoria & Valentine	.33	A	.58	A

\* Exceeds acceptable LOS

To improve traffic circulation in Ventura and the region, the Vision has several recommendations:

- Identifying new and/or improved north-south arterials within Ventura;
- Evaluating the impacts and feasibility of constructing a new crossing of the Santa Clara River;
- Considering a new crossing of Portola Avenue over U.S. 101 and new crossing of Johnson Drive over State Route (SR) 126; and
- Coordinating with CalTrans to develop and implement a strong and effective signage program on U.S. 101, as well as to improve the aesthetics and undercrossings along the freeway (to soften the visual barrier of U.S. 101).

Foothill Road is a two-lane, east-west connection along the northern border of Ventura. The Vision suggests that the new Circulation Element “balance Foothill Road’s role linking the eastside to the westside while maintaining a ‘country’ road feel.” Recommendations include:

- Creating an off-road bicycle and pedestrian trail where feasible (currently, no street sidewalks exist along large portions of the road, and Class II bike lane segments are rare);
- Enhancing Foothill as a scenic two-lane roadway, limiting alignment changes to those needed to address demonstrated safety problems;
- Reducing speed limits (speed limits currently vary between 55 and 40 mph, with the longest section between Kimball Road and North Brent Road at 45 mph);
- Improving transit service (currently, there is no service on Foothill Road); and
- Using contour grading and landscape screening techniques for road repair and design.

Possible future development of various agricultural parcels throughout East Ventura may warrant the extension of streets in that community, such as Johnson Drive, Kimball Road, and Loma

Vista Road. The notion of expanding streets in these areas and others (including Cameron Street, Cedar Street, and Olive Street on the Westside) has both supporters and opponents who spoke at numerous CPAC workshops in 2001-2002.

### **Scenic Routes**

The State Streets and Highways Code (Section 260-283; 263.3) designates portions of State Route 33 and U.S. 101 as Scenic Highways, including the segments in Ventura. Objective 6 of the Resources Element and Objective 6 of the Community Design Element of the 1989 Comprehensive Plan call for protecting views from and along these roadways. Community Design Element Objective 6 also identifies the following roads in the city as “Scenic Drives” deserving protection via specific conditions on development along and adjacent to the rights-of-way:

- Anchors Way
- Fairgrounds Loop
- Figueroa Street
- Harbor Boulevard
- Main Street North Bank Drive
- Navigator Drive
- Poli Street/Foothill Road
- Roads in Grant Park (Brakey Road, Summit Drive and Ferro Drive)
- Olivas Park Drive
- Spinnaker Drive
- Schooner Drive
- Telegraph Road (east of Victoria Avenue)
- Victoria Avenue (south of U.S. 101)
- Wells Road

“Scenic Approaches” (“gateways”) to Ventura are also identified as worthy of aesthetic regulation. Specific policies for all of these scenic corridors address noise mitigation, landscaping, renovation of existing landmarks, and control of outdoor advertising. Criteria for new development and the adoption of ordinances to implement these policies are anticipated to be included in the Comprehensive Plan Update. Community Design Element Program 6.0.1.a. also seeks to have State Route 126 identified as eligible for State Scenic Highway Designation.

### **Transit**

The City of Ventura has local bus service as well as Greyhound bus service. Greyhound buses connect Ventura with other statewide and national destinations. The Greyhound Station is located at 291 East Thompson Boulevard near Palm Street, and is located in a small undersized building. A new, enhanced multi-modal transit center planned to include Greyhound and other transit services has been discussed by Ventura residents, CPAC members, and City staff. Its development is of high priority in the *Ventura Vision* and among Ventura residents attending CPAC workshops.

Local bus routes serving the City are illustrated in Figure VII-5 at the end of this chapter. Service is provided by South Coast Area Transit (SCAT), a publicly owned transit company serving West Ventura County cities including Ventura, since 1973. Annual ridership for the entire system, which operates 43 buses in its fleet, is approximately 3 million.

Six local bus routes are in service on both weekdays and weekend days. Night service runs until 9:30 PM. The routes serve most major activity centers throughout the City; however, large areas such as the East End are not located on or near bus routes. A new bus transfer station at the Pacific View Mall near Telegraph Road is now open. Additional multi-modal transfer centers, as

well as upgraded bus stops, have been recommended by Ventura residents and City staff.

As discussed in the bicycle section of this chapter, buses are able to transport bicycles by means of racks mounted outside on the front. No storage space is available on board for bicycles, surfboards, skateboards, or luggage. All SCAT busses are fully accessible with wheelchair lifts and “kneeling” features the driver can lower so the first step is closer to street level. SCAT offers discounted fares to seniors and disabled riders, as well as a dial-a-ride service.

Rail transit service is provided by Metrolink and AMTRAK. Neither station location is currently served by the bus service, which is viewed as a problem by Ventura residents who use alternative modes of transportation to move about the region. Metrolink provides rail service between Oxnard and Union Station in Los Angeles on the Ventura County line. A temporary Metrolink station is proposed in the City at Ventura Boulevard and Inez Street (scheduled to open in fall, 2002). Presently, two trains in both the AM and PM operate the entire length of the route between Oxnard and Union Station. On March 21, 2000 the City of Ventura Planning Commission approved the temporary Metrolink station with the condition that the Ventura County Transportation Commission (VCTC) participate with City staff to select a long-term site during the Comprehensive Plan Update within a 5 year timeframe.

AMTRAK provides rail service to Ventura via the Pacific Surfliner on six trains that travel between San Luis Obispo to the north and San Diego to the south. The unstaffed station is located at Harbor Boulevard and Figueroa Street adjacent to the Ventura County Fairgrounds (Seaside Park). Four trains operate daily, with one additional train on the weekends and one additional train that operates only on weekdays. A multi-modal transit center, suggested in the Ventura Vision and by many Ventura residents at CPAC workshops, could offer AMTRAK services.

Transit Deficiencies. The Ventura Vision process and CPAC workshops identified the need for enhanced transit service for seniors and the disabled populations as one of the City’s top transportation priorities. Other transit suggestions from the Ventura Vision include:

- Develop a multi-modal transit center that could integrate rail, Greyhound, and SCAT services and other future transit options;
- Coordinate with SCAT and other partners to offer more frequent, smaller, and reduced-emissions buses and vans;
- Strive to improve the image of transit through marketing and facility enhancements;
- Synchronize bus routes and schedules to enhance ability to transfer between buses;
- Monitor implementation of the coordinated transit services for seniors and disabled program to ensure service improvements are realized;
- Ensure bus and other transit route links major employment centers, children’s activity centers, senior/low income services, and destinations such as the beach, downtown, CSU Channel Islands, and regional airports;
- Study the feasibility of offering extended bus service to downtown Ventura on Friday and Saturday nights;
- Upgrade bus stops with well-designed benches, shelters, and other facilities, particularly in transit-dependant communities;
- Consider various long-term options for intra-city mass transit such as light rail,

- electric trolley or a monorail loop;
- Offer more frequent Metrolink service to Ventura; and
- Offer regular rail service from Ventura to CSU Channel Islands.

## 2. Non-Motorized Transportation

The non-motorized components of the City's circulation system include bicycles and pedestrians. The Ventura bicycle system is shown in Figure VII-6 at the end of this chapter. The City General Bikeway Plan, adopted in December 1999, provides detailed information regarding the current bikeway network and an implementation program for augmenting the existing system. The plan envisions a "citywide bikeway system that serves the needs of both commuter and recreational cyclists." The following discussion summarizes key information from that report.

Overview. The City Comprehensive Plan contains policies within the Circulation Element and the Park and Recreation Element that relate to bikeways and support facilities. The Select System of Bikeways Map, adopted by the City Council on December 13, 1999, delineates existing and proposed bikeways that connect major destinations such as schools, businesses,

public facilities, transit centers, and regional trails. The map also indicates the location of amenities such as bike racks, restrooms, and shower facilities. Also, the Zoning Ordinance includes required standards for bicycle parking facilities in new development to encourage greater use of bicycles as an alternate form of transportation.

The General Bikeway Plan is designed to facilitate the following actions:

- Address and expand upon existing City policies and establish related goals;
- Recommend bikeway design standards;
- Evaluate existing bicycle safety and education programs and make recommendations for enhancement;
- Identify priorities and a phasing plan for implementation of the Select System of Bikeways Map; and
- Identify and recommend potential funding alternatives and other opportunities for inter-agency cooperation.

The Plan serves as a flexible, comprehensive and long-range guide for future bicycle planning, design and budgetary decisions, and helps ensure that the community's bicycle transportation and recreational needs are met.

Bikeway Plan Components. The California Bicycle Transportation Act outlines the basic elements to be included in a general bikeway plan in order to be acceptable by the California State Department of Transportation. The City's General Bikeway Plan addresses these requirements under the following headings.

- **Route Selection** – The current recommended bicycle routing within the City of Ventura is based on the City's Select System of Bikeways Map, which was adopted by the City Council as part of the General Bikeway Plan. The Select System of Bikeways Map was developed in concert with the Linear Park Network, the Land Use

Plan Map and the Circulation Plan Map to integrate land use, circulation and recreational considerations.

- **Citizen and Community Involvement** – Development of the bikeway plan has had considerable community involvement. Entities contributing to this process include the Bicycle Advisory Team and the Parks and Recreation Commission. The Ventura County Transportation Commission has been consulted as part of the process to ensure long-term coordination of the General Bikeway Plan with the Regional Transportation Plan.
- **Flexibility and Coordination with Long-Range Transportation Planning** – The City’s General Bikeway Plan has been developed to be consistent with local and regional transportation plans. The City Engineering, Planning, Police, and Public Works departments work together to address bicycle transportation issues. These include safety, upgrading of bicycle facilities, maintenance, and the impacts on bicycle travel of capital improvement and major maintenance projects. The City coordinates with the Ventura County Transportation Commission on an annual basis to update the Ventura County Bikeways Map, which depicts bicyclist amenities throughout Ventura County. In addition, Local Bikeway Plans from Ventura County and adjoining Cities, including Oxnard, Santa Paula, Ojai, the Southern California Association of Governments, and Caltrans are reviewed for consistency with the Select System of Bikeways Map.
- **Rest Facilities and Parking Facilities** – The Select System of Bikeways Map indicates the location of bicyclist amenities, including access to bicycle parking, storage facilities, and restrooms. City Resolution No. 81-74 establishes guidelines for bicycle parking facilities in conjunction with new construction in the City. The Community Development Department has also adopted bicycle rack guidelines as directed in the Resolution. The provision of bicycle storage facilities, shower and dressing areas and other amenities is encouraged in the planning of public and private developments.
- **Bicycle Safety Education** – The General Bikeway Plan provides both physical recommendations (such as bike lanes) and program recommendations. The latter includes efforts to educate bicyclists and motorists, and efforts to increase the use of bicycles as a transportation alternative.

City bikeways conform to standards and designations established by the California Department of Transportation (Caltrans). Figure VII-7 at the end of this chapter illustrates the three classes of bikeway facilities, and discussion of each class of bikeway follows.

- **Bike Path (Class I)** – Class I bike paths are separated from roads by distance or barriers, and cross-traffic by motor vehicles is minimized. Bike paths offer opportunities not provided by the road system and can provide recreational opportunities or serve as desirable commuter routes. Design standards require two-way bicycle paths to be a minimum of eight feet wide plus shoulders. Bike paths are usually shared with pedestrians, and if pedestrian use is expected to be significant, the

desirable width is 12 feet.

- **Bike Lane (Class II)** – A Class II bikeway is a lane on a road that is reserved for bicycles. The lane is painted with pavement lines and markings and is signed. The lane markings decrease the potential for conflicts between motorists and bicyclists. Bike lanes are one-way, with a lane on each side of the roadway between the travel lane and the edge of paving or, if parking is permitted, between the travel lane and the parking lane. The lanes are at least four feet wide, five feet if parking is permitted.
- **Bike Route (Class III)** – Class III bike routes share existing roads and provide continuity to other bikeways or designated preferred routes through high traffic areas. There is no separate lane and bike routes are established by placing signs that direct cyclists and warn drivers of the presence of bicyclists. Since bicyclists are permitted on all roads, the decision to sign a road as a bike route is based on factors including the advisability of encouraging bicycle travel on the route, the need to meet bicycle demand, and the desire to connect discontinuous segments of bike lanes.

SCAT buses are equipped to transport bicycles. The Pacific View Mall, the National Guard Armory, and the Park and Ride Lot provide bikeway interface with transit routes, enhancing the opportunities to employ multiple modes of transportation in reaching a particular destination.

Bicycle System Deficiencies. The General Bikeways Plan, the *Ventura Vision*, the existing Comprehensive Plan, and various neighborhood advisory plans all place high emphasis on improving the bicycle network of the City. Residents at CPAC workshops felt the continuity of the bike system could be improved. They expressed the desire to increase the number of bicycle facilities throughout the City and in specific neighborhoods. The overall bicycle objective identified through the Vision process was to create a safe, accessible, and interconnected network of bike paths, lanes, and routes to ensure that Ventura is a bicycle-friendly community. Accordingly, the following elements should be considered:

- Connect schools, parks, activity areas, housing areas, and employment centers with bike paths and lanes, particularly between developments where no streets exist;
- Construct additional off-street (Class I) bicycle paths or separated Class II bike lanes on streets across the community (such as on Main Street/Loma Vista Road from downtown to Victoria Avenue, and along Cedar Street and Olive Street on the Westside of Ventura);
- Install additional bicycle parking facilities at appropriate locations;
- Identify locations for off-street bike paths along the Santa Clara River and along the coast which would connect to the recently established Ventura River Trail;
- Reevaluate bicycle facility standards to ensure they are designed so that they can be adequately maintained;
- Identify and prioritize improvements for major bicycle/automobile conflict points; and
- Establish a bicycle route identification and signage program that is visible and in keeping with the character of the community.

The Ventura Vision also recommends reactivating the Bicycle Advisory Team to develop an ongoing bicycle education program. Finally, the Vision suggests that impacts on bicyclists should be included in the review of new development projects, new roadways, and roadway rehabilitation projects to ensure bicycle lane needs are considered in the final design and in detouring plans during construction. Several participants of CPAC workshops indicated that any upgrades to arterial streets should include the striping of a separated bikeway.

### **3. Pedestrian System**

As with circulation in general, the utility of pedestrian systems is inextricably linked to land use patterns. Combined with urban design elements, land use patterns influence how much walking can safely and effectively take place in a community. Circulation systems that are designed with pedestrians in mind tend to increase pedestrian activity, and those that are oriented to motor vehicles can create disincentives to walking.

Ventura's pedestrian system consists of sidewalks, sidewalk access ramps, crosswalks, and other physical structures such as overpasses and tunnels that are directly designed to accommodate pedestrian movement. Special corridors such as the Beachfront Promenade, California Plaza, and Figueroa Plaza have been designated especially for pedestrians. The pedestrian system also includes neighborhood and park path systems, and dedicated trail facilities that are shared with bicyclists and other users. Figure VII-8 at the end of this chapter depicts the primary pedestrian facilities in the City.

A top priority of the Vision is to reduce automobile trips. A key goal is moving away from automobile dependence toward an integrated and multi-modal transportation system including bus, rail, bicycle and pedestrian modes. This system is to be structured with routes that connect key use areas and destinations

The 2000 U.S. Census found that the proportion of commuters who walk in California, 2.72 percent, is higher than the figure nationwide, 2.68 percent (the percentage for the City is not yet available). Table VII-5 shows the 1990 Census percentages for people who either walked or worked at home; these figures are higher than those reported in 2000 because they include telecommuters and home occupation workers.

**Table VII-5. Percentage of Commuters Who Either Walk or Work at Home, 1990**

Ventura	Santa Barbara	Oxnard	California	United States
5.44%	9.97%	4.34%	6.62%	6.68%

Source: U.S. Census Bureau website, 2002.

**Table VII-6. Pedestrian Count Survey Results  
15-minute Periods, February 2002**

Survey Location	Day	Sidewalk Width	ROW width	Travel Lanes	Speed Limit	Total Peds
Ventura Ave (btn Center St & Simpson St)	Saturday	8'	66'	3	35	37
Ventura Ave (btn Center St & Simpson St)	Wednesday	8'	66'	3	35	39
Main St (downtown)	Saturday	13', 18'	91'	2	25	173
Main St (downtown)	Wednesday	13', 18'	91'	2	25	114
Beachfront Promenade	Saturday	30'	na	na	na	79
Beachfront Promenade	Wednesday	30'	na	na	na	58
Thompson Blvd (midtown)	Saturday	19', 12.5'	86.5'	4	35	11
Thompson Blvd (midtown)	Wednesday	19', 12.5'	86.5'	4	35	7
Main St (midtown)	Saturday	8'	78.5'	4	35	10
Main St (midtown)	Wednesday	8'	78.5'	4	35	15
Pierpont Blvd (btn Monmouth Dr & Seaward Ave)	Saturday	5'	85'	2 +	35	13
Pierpont Blvd (btn Monmouth Dr & Seaward Ave)	Wednesday	5'	85'	2 +	35	5
Seaward Ave (btn Pierpont Blvd & Beach)	Saturday	10'	70'	2 +	35	44
Seaward Ave (btn Pierpont Blvd & Beach)	Wednesday	10'	70'	2 +	35	15
Harbor Area Path	Saturday	14'	na	na	na	162
Harbor Area Path	Wednesday	14'	na	na	na	78
Market St (btn Goodyear Ave & Eastman Ave)	Saturday	5.5', 8'	88.5'	3	35	6
Market St (btn Goodyear Ave & Eastman Ave)	Wednesday	5.5', 8'	88.5'	3	35	13
Victoria Ave (btn Thille St & Telephone Rd)	Saturday	10'	125'	8	45	6
Victoria Ave (btn Thille St & Telephone Rd)	Wednesday	10'	125'	8	45	74
Victoria Ave (btn Telephone Rd & Ralston St)	Saturday	10'	120'	8	40	6
Victoria Ave (btn Telephone Rd & Ralston St)	Wednesday	10'	120'	8	40	61
Johnson Ave (btn Bristol Rd & North Bank Dr)	Saturday	8'	106'	6	45	9
Johnson Ave (btn Bristol Rd & North Bank Dr)	Wednesday	8'	106'	6	45	13
Telegraph Rd (btn Kimball Rd & Crocker Ave)	Saturday	10', 8'	133'	6 +	50	34
Telegraph Rd (btn Kimball Rd & Crocker Ave)	Wednesday	10', 8'	133'	6 +	50	16
Loma Vista Rd (btn Tulane St & West Campus Way)	Saturday	7', 11.5'	86'	4	45	21
Loma Vista Rd (btn Tulane St & West Campus Way)	Wednesday	7', 11.5'	86'	4	45	53

Source: Rincon Consultants, February, 2002.

City of Ventura Pedestrian System Use Survey. A review of the pedestrian system of Ventura was conducted in February 2002 and is summarized below. Primary pedestrian zones were

identified, as well as opportunities for the further development of emerging pedestrian districts and connections between key pedestrian facilities. The survey also identified specific elements that are lacking in Ventura's pedestrian system. Sources include City staff interviews, Public Works inventories, related traffic and planning documents, and field visits.

Pedestrians were counted in 14 locations for 15-minute periods on Saturdays and Wednesdays to estimate the level of pedestrian activity in locations throughout the City. Counts were conducted at different times between 10 AM and 3 PM. Locations were surveyed during perceived peak activity periods. Survey locations were visited at the same time on Saturdays and Wednesdays to make comparisons about pedestrian activity at specific locations on weekends versus weekdays. The results are intended to provide a preliminary characterization of pedestrian activity levels. A blank copy of the Pedestrian Count Survey is included at the end of this chapter. Results of the pedestrian counts are shown in Table VII-6. The survey results will be highlighted in the individual community pedestrian analyses that follow the discussion about citywide pedestrian facilities and programs.

Neighborhood Pedestrian Systems. Table VII-6 shows the pedestrian count survey results. These results provide an indication of which neighborhoods experience the greatest level of pedestrian activity. The following paragraphs summarize existing pedestrian travel conditions by neighborhood.

**Westside.** Ventura Avenue currently experiences moderate to high levels of pedestrian activity. The surveys confirm that Westside residents take advantage of the land use pattern that places goods and services within walking distance to residences, with nearly 40 pedestrians between 10:00 and 10:15 AM. City staff and residents report higher levels of pedestrian activity throughout the day and into the evening.

The compact and diverse nature of development along the Avenue results in a functional mixed-used commercial corridor. Crosswalks traverse the Avenue, many of which have large reflective Pedestrian Crossing signs to alert drivers. Sidewalks are eight feet wide, while residential streets generally have four-foot sidewalks. Recreational walkers also use the Ventura River Trail, a multi-purpose path extending 7.5 miles from Main Street to Foster Park in Casitas Springs. On this Class II Bikeway, walkers share the path with bicyclists, in-line skaters, and others.

Westside residents and CPAC members have expressed their desire to make Ventura Avenue and its neighboring streets more pedestrian-friendly. The 2002 Westside Revitalization Plan calls for creating and/or bolstering moderately dense pedestrian cores with business, residential and cultural/social uses.

**Downtown.** Downtown has a high level of pedestrian activity. According to data collected during the survey, Main Street between Oak Street and California Street has the highest number of people walking per block in the City. The survey was conducted at this location between 10:45 and 11:00 AM; more than 170 pedestrians were counted on Saturday, while close to 115 people were counted walking on Wednesday.

Many urban design elements enhance the pedestrian experience Downtown. Diversity of building type, well-defined edges with limited openings into businesses, and

uninterrupted building façade with qualities that engage the eye create interesting streets that support pedestrian activity. Examples of engaging façade elements include complex windows, murals, tile inlays, awnings, cornices and figurative signage.

Tourists and residents congregate in this historic, cultural, and main commercial retail district. Downtown hosts street festivals and special events that attract visitors and residents in a variety of activities geared towards walking. Downtown streets have a number of amenities that enhance the experience of pedestrians. Street trees serve as attractive landscaping elements, provide protection for pedestrians from rain and sun, and act as vertical edges to the public space of streets. Special tree lighting on the trunks of street trees along California Street and Main Street give the area a festive atmosphere. Downtown sidewalks are equipped with street furniture such as benches and waste containers, Special District Pole Lighting and banners advertise the Cultural Downtown District while defining the edge of the sidewalks. Main Street sidewalks are wide – between 13 and 18 feet, thereby accommodating larger numbers of pedestrians. The crosswalks on Main to California are highlighted in different material and are outlined in white for higher visibility. Better connections between Downtown and the beachfront are called for in the Ventura Vision. The California Street bridge is a major pedestrian connection, although residents have complained that the sidewalk on the west side is too narrow for its function. There is no access to the sidewalk on the south side of the bridge, and no bicycle lanes on either side; all non-motorized traffic must pass within the narrow space of a six-foot wide sidewalk. These concerns will be remedied when the bridge is reconstructed, a project the City is working on with Caltrans. The City recently approved a contract to redesign the California Street U.S. 101 northbound offramp to relocate it to Oak Street. This will better facilitate the pedestrian connection between downtown and California Plaza and the beach promenade.

The Figueroa Street underpass also provides pedestrian access to the beach from Downtown. The City has grant funding to improve the aesthetics of Figueroa Street between Harbor and Thompson Boulevards as a pedestrian/bicycle corridor. The project includes bike lanes, landscaping, retaining walls, new lighting, and reconstruction of the existing sidewalks. Construction is expected to begin in 2003. The underpass has also been selected as a location for a public art project.

A pedestrian footbridge provides access from the Ash Street corridor to the Ventura Pier. It has been noted that the crosswalk linking the bridge landing to the Pier itself across Harbor Boulevard should be equipped with better pedestrian safety devices. A fourth downtown connection at the western edge of downtown, a pedestrian underpass linking Ventura Avenue to the Fairgrounds under the freeway, has been closed with locked gates for many years.

***Beachfront Promenade and Ventura Pier.*** The Beachfront Promenade and the Ventura Pier experience a high level of pedestrian activity. The Beachfront Promenade extends from the Fairgrounds to San Buenaventura State Beach. Pedestrian counts conducted on the Promenade between 11:30 and 11:45 AM place this location as third most popular with pedestrians. On a Saturday, close to 80 pedestrians were counted here in a 15-minute period, while the Wednesday survey counted almost 60 people walking.

Pedestrians are attracted to the scenic quality and recreational value of the Promenade, which allows walking, biking, and jogging in a corridor removed from vehicular traffic. The Promenade brings users to Seaside Park and the Surfers Point Managed Retreat project, a multi-agency effort by the City that will rehabilitate the path that links to the Ventura River Trail.

The Ventura Pier is a historical structure that has always supported pedestrian movement. Though working vehicles once used the pier for commerce, it has been the exclusive domain of recreation and pedestrians for decades. Benches are present at frequent intervals for resting. In addition to the Special District Pole Lighting banners that welcome visitors to Ventura's Waterfront District, towards the end of the pier are colorful woodcut signs at eye level. Attached to the hand railing, the Pier has educational boxes with panels detailing the history and ecology of Ventura's waterfront. These information panels are placed roughly every 200 yards from each other and are on both sides of the Pier. They provide an interactive element that makes pedestrian use highly appealing.

**Midtown.** The Midtown community is an area with minimal pedestrian activity, according to pedestrian counts conducted in two locations between 12:30 and 1:15 PM. On Thompson Boulevard between Santa Cruz Street and Anacapa Street, 11 pedestrians were counted on a Saturday, while seven were counted on a Wednesday. Main Street, one block east between the same cross-streets, had ten pedestrians on a Saturday and 15 on a Wednesday. Higher pedestrian activity in select portions of Midtown has been reported by residents and City staff. In particular, the stretch of Loma Vista Road west of Mills Street in the vicinity of the hospital and clinics is a popular spot for joggers in the afternoon and evening.

The Midtown land use pattern contains obstacles to effective pedestrian use. Many of the commercial buildings have entrances in back, thereby encouraging parking and access from parking lots. Thompson Boulevard and Main Street have been identified as roads that are difficult for pedestrians to cross.

Sidewalks on the main streets are wide and could accommodate a variety of pedestrian amenities, though few exist. At the Main Street survey location, the sidewalks are eight feet wide yet the only benches are at bus stops. The sidewalk on the north side of Thompson Boulevard at that survey location is 12-½ feet wide, while on the south side, the sidewalk is nineteen feet wide. No amenities were visible on this stretch of Thompson Boulevard.

Midtown residents acknowledge that design for pedestrians can be improved and would like to make changes to increase pedestrian activity. Sidewalk enhancements would most likely accomplish this objective. In summer 2000, residents attended workshops organized by the City to develop a plan for their community. Midtown By Design is the resultant planning document and was prepared with the Midtown Ventura Community Council in 2001. One of the many goals repeatedly stressed in the plan is the desire to enhance the pedestrian system of this community.

The Plan calls for improved facilities within the neighborhood, including signalized crosswalks at key intersections along Main Street and Thompson Boulevard. This

suggestion is included in the Ventura Vision, which has a policy directing the City to install additional pedestrian crossings at key intersections, especially in Midtown.

Some crosswalks, pedestrian crossings and connections to the beach could be improved. Crossing locations identified as difficult were Thompson Boulevard, U.S. 101, and Harbor Boulevard at Seaward Avenue and San Jon Road. Midtown By Design recommends that existing beach connections along Seaward Avenue and San Jon Road be made more pedestrian friendly. The plan also recommends using the barranca from Hurst Avenue through Ocean Park to and through the Alessandro Lagoon natural habitat area, or crossing U.S. 101 from Anacapa and Catalina Streets through Vista Del Mar Drive or Alessandro Drive.

The streets of Midtown could be improved to better accommodate pedestrians. Midtown By Design states that Main Street “shall have wider sidewalks, canopy trees, decorative lighting, and street furniture in conjunction with redesigned parking to facilitate shopping, outdoor dining, temporary exhibits and events and create a pedestrian friendly zone.” The Five Points area and major vehicular intersections along Main Street, Thompson Boulevard, and Seaward Avenue “shall be redesigned to be more pedestrian friendly.”

**Pierpont.** Pierpont community is a predominantly residential neighborhood situated between the Pacific Ocean and U.S. 101. Its secluded location and beachside ambience reinforces a strong neighborhood character. According to the pedestrian surveys, Pierpont experiences a healthy level of pedestrian activity. Pedestrians were counted at two locations between 1:30 and 2:15 PM.

At lower Seaward Avenue, where the road terminates at the beach, pedestrian activity was moderate to high. During the Saturday survey period, 44 pedestrians were tallied. The mixed-use corridor of restaurants, retail, and residential buildings along lower Seaward Avenue creates a popular gathering point for both residents and tourists. On the Wednesday survey period, 15 pedestrians were counted. A second count location was surveyed at Pierpont Boulevard north of Seaward Avenue. This residential location experienced low pedestrian activity levels at the time of the surveys. On Saturday, 13 pedestrians were counted in a 15-minute period. Five pedestrians were observed during the Wednesday session. Conversations with neighbors suggest that residents generate most Pierpont Boulevard pedestrian activity. Casual interviews with pedestrians also supported the restriping of Pierpont Boulevard in 2002 which has had positive effects in calming traffic and creating a safer pedestrian and bicycle environment.

Narrow sidewalks and varying driveway lengths on Seaward Avenue may hamper pedestrian use. Sidewalks in the neighborhood are generally four feet wide including the curb. Driveways vary in length, but many are too short to accommodate the number of cars attempting to park on them. This results in parked vehicles obstructing the public sidewalk.

**Harbor Area.** Specifically designated as a tourist-serving district by the Comprehensive Plan, the Harbor currently experiences high levels of pedestrian activity. Of the 14 survey locations around the City, the Harbor experiences the second highest levels of pedestrian activity after Main Street Downtown. Counting took place on the separated

pathway that encircles the inner Harbor-Marina area between 10:00 and 10:15 AM. During the Saturday session, 162 people were observed walking on this path during a 15-minute period. During the Wednesday session, 78 pedestrians were counted.

Visitor attractions of the area include the Channel Islands National Park Headquarters, public and private marinas, public and commercial fishing landings, and the unique scenic resources of the Harbor or the outer beach area. Pedestrian access is currently provided throughout the Ventura Harbor area by sidewalks and pathways. Sidewalks provide access to the Harbor on Beachmont Street and Harbor Boulevard.

Pedestrian amenities that enhance the pedestrian experience in the Harbor include wide sidewalks with benches, trash receptacles, and drinking fountains. Path lights are attractive and support the special Waterfront District banners. Level walking surfaces and separate bicycle routes on streets help to establish a pleasing pedestrian environment.

Despite these successful design features, the pedestrian system of the Harbor lacks continuity. The 2001 Draft Ventura Harbor Master Plan sets forth plans specifically designed to facilitate coastal-dependant uses and activities in the Harbor area, and to provide for increased coastal access for pedestrians. It analyzes the amenities, missing links, and opportunities of the pedestrian system in the harbor area. The Plan asserts that continuous, well-signed and designed pathways would enhance visitor use of the Harbor. Pathways currently appear to users as being discontinuous in certain parts. Existing pathway interruptions include sections at the boat launches, undeveloped parcels, and the break where the Ventura Yacht Club directs pedestrians to a sidewalk along a high block wall.

The Plan suggests improvements to remedy the discontinuity. In the Northwest Harbor Area, additions to the pathway are recommended, plus striping and signs to direct pedestrians and boat users. Pathways in the Southwest Harbor should be striped for pedestrian crossings, and signs for safety regarding the commercial off-loading area should be posted. In the South Peninsula section, the block wall surrounding the Ventura Yacht Club should be lowered and softened with landscaping, and additional signs encouraging visitors to use the pathway that runs along the beach side should be posted where the trail ends at the National Park Headquarters.

A second project, a Beachfront Boardwalk, is recommended along the manmade dunes near the parking lot west of Spinnaker Drive. The Plan suggests the boardwalk be constructed of materials such as railroad ties or wood to achieve an aesthetically pleasing look, and the dunes be revegetated with native species.

**Arundell.** Arundell is bounded by U.S. 101, State Route 126, Victoria Avenue, and the Southern Pacific Railroad. According to the pedestrian counts, minimal activity occurs in this area. Pedestrians were observed on Market Street between Goodyear Avenue and Eastman Avenue between 10:45 and 11:00 AM. During the Saturday session, six pedestrians were tallied during a 15-minute period. Thirteen people were observed during the Wednesday survey period. The low numbers could be attributed to the fact that this block of Market Street is the only one with sidewalks. The system is discontinuous, with periodic sidewalks and missing access ramps.

Arundell could support higher levels of pedestrian activity, but development has not recognized the need for sidewalks since industrial uses historically have been perceived to have few employees. Instead, land use patterns of the area have trended towards offices. The City has changed its policy to require sidewalks for new development. Retail and commercial uses are also increasing in the area.

**East Ventura.** Five locations in the east end of the City were surveyed for pedestrian activity. According to the surveys, the neighborhood surrounding and encompassing Ventura College experiences moderate to high levels of pedestrian activity. Pedestrians were observed between 2:30 and 2:45 PM on Loma Vista Road between Tulane Street and West Campus Way. During the Saturday count, 21 pedestrians were tallied. More pedestrians were present on Wednesday, where 53 people were recorded walking at this location. Foot traffic is associated with the campus, H. P. Wright library at the southeast corner of the campus, and neighborhood-serving retail uses located on the east and west edges of the campus.

Deficiencies are present in the street network between Mills Road, Foothill Road, Hill Road, and State Route 126. Sidewalks are lacking in many places. The small neighborhood between Loma Vista Road, Mills Road, and Telegraph Road has no sidewalks at all, and the majority of intersections in this entire area do not have handicap access ramps.

Pedestrians were observed at two locations on Victoria Avenue near the County Government Center. Surveys took place on Victoria Avenue between Thille Street and Telephone Road, and between Telephone Road and Ralston Street. Pedestrian activity varied greatly between weekday and weekend survey times.

At Victoria Avenue between Thille Street and Telephone Road, surveyed between 11:30 and 11:45 AM, six pedestrians were observed during the Saturday session. The Wednesday tally recorded 74 people walking on the ten-foot wide sidewalk, 7-½ feet of which is a designated bike lane. Further south between Telephone Road and Ralston Street, observed between 12:00 and 12:15 PM, six pedestrians were counted on Saturday, while 61 walkers were observed on Wednesday.

Counts on Johnson Drive between Bristol Road and North Bank Drive from 1:00 to 1:15 PM showed low levels of pedestrian activity on both weekdays and weekends. On Saturday only nine pedestrians were counted, while only 13 were observed walking on Wednesday despite many destinations in the vicinity, including shops, restaurants, and a movie complex. This is likely related to a lack of residences in the immediate area and excessively wide arterials with high traffic speeds. The expansive right-of-way of Johnson Drive, 106 feet wide, dedicates only 16 feet to sidewalks with no buffering parkway between sidewalk and curb. Johnson Drive has six lanes of travel and a 45 mph speed limit.

On Telegraph Road between Kimball Road and Crocker Avenue from 1:45 to 2:00 PM, 34 pedestrians were observed on Saturday, and 16 were counted on Wednesday.

Although the right-of-way is 133 feet and the posted speed limit is 50 mph, designated six-foot wide bike lanes afford pedestrians more space than at other locations with similar characteristics. Street trees contribute to the appealing pedestrian environment. The mix of residential, retail, and a nearby park give pedestrians added destination options. The neighborhood around Juanamaria Park experienced such an increase in pedestrian activity once the park opened causing City Engineers to install a mid-block crossing with a signal across Kimball Road to provide safe access. Wide sidewalks (eight feet) on streets border the park.

Several linear parks and multipurpose paths along the barrancas in east Ventura accommodate pedestrian activity. These enhanced travel corridors provide pedestrians a natural walking experience separated from automobile traffic. A goal repeated in the Ventura Vision, the Comprehensive Plan, and various neighborhood plans is to work with the Ventura County Flood District, the County, and others to negotiate joint use of rights-of-way alongside barrancas. Arundell Barranca borders Camino Real Park, a major sports park in the middle of the City. A greenway also runs along the south side of State Route 126 from the Government Center to the Harmon Barranca, which will serve as the western boundary of the future 100-acre Ventura Community Park, the first phase of which is expected to be completed in fall 2003. Harmon Barranca and its associated multipurpose paths provide connections for pedestrians, joggers and bicyclists to Barranca Vista Park.

The pedestrian system of East Ventura created by these barrancas and linear parks is often interrupted, inhibiting the potential of the parkways to serve as a circuit system. Passage across Telephone Road and Telegraph Road is difficult because of road width (varying from 4 to 8 lanes) and relatively high vehicle speeds (with speed limits of 50 mph on Telephone Road and 40-45 mph on Telegraph Road). While the streets of East Ventura generally have sidewalks (except for parts of Saticoy Avenue and Darling Road), access ramps generally have not been constructed.

***Foothill Area.*** Foothill Road is a major street that runs along the northern edge of Ventura. Developments off and along this artillery do not support a great deal of pedestrian activity. Walking along portions of Foothill Road itself is not well accommodated since there is usually no sidewalk. Posted speed limits are 55 mph in the eastern-most stretch between the City limits and Kimball Road, 45 mph between Kimball Road and North Brent Street, and 40 mph between North Brent Street and Seaward Avenue. Ventura Vision identifies Foothill Road as lacking pedestrian access, particularly near Arroyo Verde Park. Since a traffic light was recently installed at Day Road, residents and park users have reported that pedestrian access to Arroyo Verde Park, the City's largest park, has improved.

Except for the Skyline and Clearpoint neighborhoods, the Foothill area generally lacks sidewalks. Roads in these areas tend to be steep, narrow, and curving.

Citywide Pedestrian Facilities and Programs. Figure VII-8 at the end of this chapter depicts primary pedestrian facilities in Ventura, which are described below. Numerous Citywide

programs that encourage Ventura residents to walk are also highlighted. Finally, pedestrian activity and facilities are summarized by neighborhood.

**Sidewalks.** Sidewalks are the most important component of the City's pedestrian system. The City maintains 283 centerline miles of streets (one centerline mile is 5,280 feet by 10 feet) and 2 million square feet of sidewalks. Most city streets have sidewalks, but some neighborhood streets do not. For example, portions of the Arundell area that were developed in the 1970s and 1980s lack sidewalks. During that period, it was assumed industrial uses would not need sidewalks. Some hillside neighborhoods also lack sidewalks, including portions of Hobson Heights and Ondulando. Finally, there are stretches of arterial streets, such as Foothill Road and Telephone Road that lack sidewalks.

Maintenance of the sidewalk system is a large cost for the City. As of January 2002, the City had recorded 11,249 damaged segments of sidewalk.

**Sidewalk Access Ramps.** Access ramps are sloped sidewalks at intersections that provide transitions into street crosswalks for wheelchairs, strollers, and other wheeled vehicles like bicycles. The need for access ramps was codified with the 1990 Americans with Disabilities Act (ADA), which intends to make American society more accessible to people with disabilities. It contains requirements for new construction, alterations or renovations to buildings and facilities, and access to existing facilities of private companies that provide public goods or services. ADA requires access ramps at each street intersection from the sidewalk to the street level to permit safe movement for people with disabilities. Access ramps are currently being retrofitted into city sidewalks.

**Crosswalks.** The California Vehicle Code defines a crosswalk as the portion of a roadway at an intersection that is an extension of the curb and property lines of the intersecting street, or is any other portion of a roadway that is marked as a pedestrian crossing location by painted lines. A marked crosswalk is delineated by white or yellow painted markings on the pavement. Crosswalks adjacent to or within 600 feet of a school building or grounds are painted yellow; all other painted crosswalks are white. Although drivers legally must yield to pedestrians in any crosswalk (marked or unmarked), marking is used to encourage pedestrians to use particular crossings. The City maintains marked crosswalks at intersections:

- Where there is substantial conflict between vehicle and pedestrian movement;
- Where significant pedestrian concentrations occur;
- Where pedestrians could not otherwise recognize the proper place to cross; and
- Where traffic movements are controlled.

Such locations include school crossings and signalized and four way stop intersections. It is city policy not to paint a crosswalk at mid-block locations where traffic is not controlled by stop signs or traffic signals.

School Area Traffic Safety Guidelines. The Vision calls for the City to work with the Ventura Unified School District to improve pedestrian facilities adjacent to schools. Studies have shown

that school age pedestrians are the group at greatest risk on city streets. To minimize that risk and as part of the California Department of Transportation's "Safe Routes to Schools" program, the City has prepared a set of guidelines to help educate elementary and middle school children on how to reach school as safely as possible. Suggested School Routes contains maps for each VUSD elementary and middle school that show the suggested route to school for children coming from surrounding residential communities. The recommended routes take into account physical barriers such as railway lines, freeways, high volume streets, and major arterial streets. They were designed to take advantage of low volume residential streets, stop signs, traffic signals, flashing beacons, bike lanes, adult school crossing guards, pedestrian bridges, and existing sidewalks. Maps can be obtained from the schools, VUSD, and the City.

The City School Area Traffic Safety Guidelines also explains that adult crossing guards are typically assigned at locations where:

- Official supervision of elementary school pedestrians is desirable when they cross a public street indicated on the Suggested Routes to School, and
- At least 40 elementary school pedestrians for each of any two hours daily use the crosswalk while going to or from school.

State criteria are also used to determine where crossing guards should be provided. Requests for new crossing guards are directed to the VUSD. Each adult crossing guard costs the VUSD over \$5,000 per year, and there is limited funding for providing crossing guards. The Guidelines also discuss educational methods of increasing student pedestrian safety. A program to educate school age children on traffic safety is recommended to be prepared and presented to the schools on an annual basis.

Lowered Speed Limits. In January 2001 the State revised the criteria used to determine speed limits. The new criteria added consideration of adjacent residential density and bicycle and pedestrian safety. Many city streets have been resurveyed under the new criteria, and speed limits have been lowered. In October 2001, the City lowered the speed limits on the streets listed in Table VII-7. Additional streets have been surveyed and adjusted since October 2001. This ongoing effort will continue to evaluate and adjust the speed limit.

**Table VII-7. Streets with Lowered Speed Limits**

Street Segment	Previous Speed	New Speed
Olive St—Stanley to Vince	35 mph	30 mph
Loma Vista Rd—Main to Mills	40mph	35 mph
Main St—Laurel to Lincoln	40 mph	35 mph
Main St—Seaward to Loma Vista	35 mph	30 mph
Thompson Blvd—Oak to Chestnut	35 mph	30 mph
Poli St—Lincoln to Kalorama	35 mph	30 mph
Spinnaker Dr—Harbor to Angler	40 mph	35 mph
Spinnaker Dr—Angler to end	40 mph	30 mph
Market St—Telephone to Portola	40 mph	35 mph
Telephone Rd—Market to Main	45 mph	40 mph
Telegraph Rd—Saticoy to Wells	55 mph	50 mph
Telegraph Rd—Hill to Harmon Barranca	50 mph	45 mph
Harbor Blvd—Beachmont to Olivas	55 mph	50 mph
Main St—Lincoln to Seaward	40 mph	35 mph

Source: City of Ventura, Future Focus Newsletter, December 2001-February 2002.

Restriping Streets. The City has been studying the advantages, disadvantages, and feasibility of narrowing selected segments of arterials and collector streets from four lanes to two to make them more pedestrian and bicycle friendly, as well as to calm traffic. Pierpont Boulevard was restriped from four lanes to two, narrowing the field of car travel while affording pedestrians more buffer area from through-lanes of vehicle traffic. Class II bike lanes on the street were widened and clearly painted, while cars were aligned more toward the center of the street. Similar efforts have been implemented on Santa Clara Street, Main Street between Fir Street and Crimea Street, and Loma Vista Road between Main Street and Mills Road.

Neighborhood Traffic Management and Calming Program. In June 1997, the City Council adopted a Comprehensive Neighborhood Traffic Management and Calming Policy aimed at reducing traffic volumes and speeds on local residential streets carrying 800 or more vehicles per day. The Program is a four-tiered approach offering 25 different options to citizens wanting to implement traffic measures on their streets. Levels 1 and 2, which do not involve major physical changes to the street, are implemented by the City. Posting 25 mph speed limits and directing Police Department enforcement are two traffic-claming approaches at these levels. Levels 3 and 4 options, which are funded by citizens, involve physical changes to the street such as traffic circles, speed humps, and chokers, to calm traffic speeds and/or reduce traffic volumes.

The policy identifies the petition process and neighborhood surveys to demonstrate majority support for implementation of specific options. Since the program's inception, the Angus Drive

neighborhood has implemented traffic calming measures that involved physical changes to the roadways. Three new neighborhoods, the Beazer Tract, River Bend Ranch, and Sycamore Village, have been developed with physical traffic calming aspects. A report describing the Neighborhood Traffic Management and Calming Program is available at City Hall or on line at [www.ci.ventura.ca.us/cityhall/publicworks/traffic.htm](http://www.ci.ventura.ca.us/cityhall/publicworks/traffic.htm).

Linear Park System. Since the 1974 adoption of a Linear Park System depicted on Land Use and Circulation Plan maps, it has been the City's intent to create a linear park around the perimeter of the City that preserves public access and views. This extensive network of greenways and barrancas provides natural recreational opportunities for pedestrians. This is particularly the case in the east end of Ventura, where linear parks are one of the dominant features of the pedestrian system. As of December 2001, 24 linear parks comprised a total of approximately 46 acres. Additional information, including a map of the Linear Park System and a list of Ventura's linear parks can be found in Chapter XIII (Public Services).

More linear parks are planned throughout the City. It has been the City's policy to continue to implement the Linear Park System through appropriate dedications, improvements, and/or acquisitions in conjunction with new development proposals. The new connections are to include, where feasible, neighborhood facilities, as well as connections between existing neighborhoods and proposed hillside developments.

Portions of the system have been designated as study areas to determine their feasibility for future development as linear park segments. As these determinations are made, or as the City's boundaries change and new communities are created, appropriate amendments to the Linear Park System are made. Extending the Linear Park System in natural areas is of high priority to City staff and residents. The Ventura Vision document expresses a goal of developing additional walking trails along the Ventura and Santa Clara Rivers, along the barrancas, and in the hillsides.

Conclusion. The following is a summary of the City's pedestrian system.

- Ventura benefits from strong pedestrian activity levels in select districts –Downtown, the Harbor, the Beach Promenade and Ventura Pier, the Westside, and Pierpont. Moderate activity occurs around Ventura College and in Midtown. Large areas of the City, including East Ventura and Arundell experience low levels of pedestrian activity.
- Recent improvements to the circulation system, such as access ramp retrofitting and restriping of arterials and corresponding lowering of the speed limits have been positively received in neighborhoods as traffic-calming steps that help encourage increased pedestrian activity.
- Planned or recognized improvements such as the California Street bridge and ramp system redesign, the Surfers Point Managed Retreat program, and the Figueroa Street underpass improvement can further enhance the pedestrian system that connects two of the City's highest pedestrian-use areas, Downtown and the Shoreline.
- In accordance with recently accepted neighborhood design plans, the Vision

document, and other adopted policies, future design of the circulation system in Ventura should accommodate pedestrian facilities.

**Table VII-8. Neighborhood Pedestrian System Concerns**

<b>Community</b>	<b>Concern</b>
Westside	--Few sidewalk and pedestrian amenities such as street trees, lights, benches --Conflict between bicycles on sidewalks and pedestrians
Downtown	--Inadequate and unsafe Beach connections
Midtown	--Few sidewalk and pedestrian amenities such as street trees --Limited marked or signalized crosswalks --Signal phases for crossing wide streets too short --Cars drive too fast despite 35 mph posted speed limit
Pierpont	--Residential driveways too short, and sidewalks too narrow (5 feet) --Mixed-use area (lower Seaward) not attracting as many pedestrians as it should
Harbor	--Frequent disconnections of inner-harbor pedestrian path
Arundell	--Large portions of missing sidewalks along streets --No sidewalk and pedestrian amenities where sidewalks do exist
East Ventura	--Several main streets very wide with high ADTs (lots of cars) --Cars drive too fast (posted speed limit between 40 and 55 mph) --Sidewalks lacking in some areas --Few sidewalk amenities where sidewalks do exist --Bicycle lanes on sidewalks on parts of Telephone Road and Victoria Avenue
Foothill Area	--Foothill Road dangerous (few sidewalks/crossings, too many cars, drive too fast) --Some neighborhoods lack sidewalks

Source: Ventura Vision, 2000, CPAC workshops 2001-2002, various neighborhood plans, and Rincon Consultants sites visits, 2002.

Pedestrian System Deficiencies. The main deficiency of Ventura’s pedestrian system is its discontinuity. Many sections of streets lack sidewalks, and pedestrian connections between key use areas are rare and often in need of repair. A pedestrian environment is lacking in a number of locations throughout the City. There are limited crosswalks in some key use areas, and, in some instances, the pedestrian signal phases are too short for many walkers. Traffic-calming measures would also improve the walkability of many Ventura neighborhoods. Table VII-8 lists specific pedestrian system deficiencies by neighborhood. Ventura Vision, the General Bikeway Plan, the Comprehensive Plan, and various neighborhood plans (Westside Urban Design Plan, Midtown by Design, Westside Revitalization Plan and Ventura Harbor Master Plan) all place high emphasis on improving the pedestrian network and recommend specific improvements.

The Ventura Vision cites many of the concerns highlighted by Ventura residents and CPAC workshop participants. Specific Vision recommendations include:

- Study the feasibility of narrowing selected segments of streets from four lanes to two;
- Improve the walkability of major roads (such as Foothill Road);
- Lengthen pedestrian signal phases in areas of considerable pedestrian traffic;
- Install additional pedestrian crossings at key intersections, especially in Midtown;
- Develop safe and attractive walkways from downtown to beach;
- Ensure that new developments include breaks in their walls to permit pedestrian travel;

- Develop additional walking trails along the Santa Clara River, barrancas, and in hillsides; and
- Improve pedestrian facilities near schools.

#### **4. Road Maintenance**

The City's Public Works Department is charged with maintaining the roadway system of Ventura. This system includes approximately:

- 283 centerline miles of streets (one centerline mile is 5,280 feet by 10 feet);
- 2 million square feet of sidewalks;
- 350 miles of curbs and gutters;
- 15,000 road signs; and
- 1.2 million linear feet of street markings.

Although streets are built to last for 20 to 40 years, they begin to deteriorate the moment they are constructed. Streets with more traffic, particularly heavy truck traffic, deteriorate more rapidly than streets in residential neighborhoods. Maintaining the overall condition of city streets requires more money than the City receives from its share of gasoline taxes. Street maintenance cost about \$8 million in 2001-2002 and is expected to cost about \$9 million in 2002-2003. Only about \$3.4 million is available annually from gasoline taxes. Therefore, paving priorities have been established to best utilize the limited funding available for the greatest long-term value.

The City has a computerized management system (known as the Ventura Pavement Management System, or VPMS) that assists the Public Works Department in tracking and prioritizing the maintenance needs of all city streets. Although the City is currently trying to catch up on needed maintenance that has been deferred, the VPMS is based upon the concept that it is less costly to proactively maintain streets than allow them to deteriorate to the point of needing reconstruction.

All streets in the City are visually inspected for pavement condition based on a number of factors including cracking, rutting, and wear. The appropriate pavement repair method is then determined and a cost estimate for that repair method is calculated. This repair cost is factored into the traffic load carried by the street to determine a cost/benefit ratio for the pavement repairs.

The VPMS is used to create a Five Year Pavement Management Plan, which designates various parts of those sections to be repaved or resurfaced over the next five fiscal years. A map of the Five Year Pavement Management Plan can be viewed on the City Public Works website or at City Hall.

The City sweeps residential streets once a month. Arterial streets are swept once or twice per week, at night when parking and traffic are light. Starting in 2002, the Public Works Department has been providing and publicizing a regular schedule with specific days of sweeping service for each neighborhood. The City aims to give residents prior notice to move motor homes and cars so sweeping will be more effective. Frequent sweeping also helps keeps waste from getting into storm drains. As a beach community, Ventura needs to be proactive in catching debris before it goes into the ocean and affects water quality. Cleaner storm drains flood less and improve

public safety. Street sweeping schedules and color-coded maps are available on the Public Works website and at City Hall.

Road Maintenance Deficiencies. The primary deficiency associated with City road maintenance programs is lack of funding. Based upon the \$9 million street maintenance cost for 2002-2003 and the availability of only about \$3.4 million in gasoline tax funding, the annual shortfall is currently about \$6.6 million.

Other deficiencies were identified through the Seize the Future process, and several policies were recommended in the *Ventura Vision*. These include:

- Implement innovative street beautification programs as part of regular street maintenance (such as planting vines on block walls along major roadways or updating median landscaping, street trees and sidewalks concurrent with street overlays);
- Work with Community Councils, local historical societies, and others on the communities street naming program to ensure recognition of local historical figures and to address confusing names (such as Telephone Road and Telegraph Road);
- Coordinate projects such as the installation of new fiber optic cables, water lines with routine road maintenance for greater efficiency; and
- Reduce speed limits on selected residential roads and pedestrian-oriented commercial streets as allowed by statute.

## 5. Glossary

Certain terms used throughout this report are defined below to clarify their intended meaning:

ADT	Average Daily Traffic. Generally used to measure the total two-directional traffic volumes passing a given point on a roadway.
CMP	Congestion Management Program administered by the Ventura County Transportation Authority.
DU	Dwelling Unit. Used in quantifying residential land use.
FSP	Fair Share Participation, as applied to funding of the future transportation improvements.
ICU	Intersection Capacity Utilization. A measure of the volume to capacity ratio for an intersection. Typically used to determine the peak hour level of service for a given set of intersection volumes.
LOS	Level of Service. A scale used to evaluate circulation system performance based on intersection ICU values or volume/capacity ratios of arterial segments.
Peak Hour	This refers to the hour during the AM peak period (typically 7 AM - 9 AM) or the PM peak period (typically 3 PM - 6 PM) in which the greatest

	number of vehicle trips are generated by a given land use or are traveling on a given roadway.
Trip end	A trip generation measure which represents the total trips entering and leaving a location.
TSF	Thousand Square Feet. Used in quantifying non-residential land uses, and refers to building floor area.
V/C	Volume to Capacity Ratio. This is typically used to describe the percentage of capacity utilized by existing or projected traffic on a segment of an arterial or intersection.
VPD	Vehicles Per Day. Similar to ADT, but more typically applied to trip generation (i.e., the amount of traffic generated by a given amount of land use).
VPH	Vehicles Per Hour. Used for roadway volumes (counts or forecasts) and trip generation estimates. Measures the number of vehicles in a one hour period, typically the AM or PM peak hour.

## 6. Appendix A: Intersection Capacity Utilization

Peak hour intersection volume/capacity ratios are calculated by means of intersection capacity utilization (ICU) values. ICU calculations were performed for the intersections shown in Figure VII-1. For simplicity, signalization is assumed at each intersection. Precise ICU calculations of existing non-signalized intersections would require a more detailed analysis.

The procedure is based on the critical movement methodology, and shows the amount of capacity utilized by each critical move. A capacity of 1600 vehicles per hour (VPH) per lane is assumed with no clearance interval. A "de-facto" right-turn lane is used in the ICU calculation for cases where a curb lane is wide enough to separately serve both thru and right-turn traffic (typically with a width of 19 feet from curb to outside of thru-lane with parking prohibited during peak periods). Such lanes are treated the same as striped right-turn lanes during the ICU calculations, but they are denoted on the ICU calculation worksheets using the letter "d" in place of a numerical entry for right-turn lanes.

The methodology also incorporates a check for right-turn capacity utilization. Both right-turn-on-green (RTOG) and right-turn-on-red (RTOR) capacity availability are calculated and checked against the total right-turn capacity need. If insufficient capacity is available, then an adjustment is made to the total capacity utilization value. The following example shows how this adjustment is made.

### Example For Northbound Right

#### 1. Right-Turn-On-Green (RTOG)

*Circulation*

If NBT is critical move, then:

$$\text{RTOG} = \text{V/C (NBT)}$$

Otherwise,

$$\text{RTOG} = \text{V/C (NBL)} + \text{V/C (SBT)} - \text{V/C (SBL)}$$

## 2. Right-Turn-On-Red (RTOR)

If WBL is critical move, then:

$$\text{RTOR} = \text{V/C (WBL)}$$

Otherwise,

$$\text{RTOR} = \text{V/C (EBL)} + \text{V/C (WBT)} - \text{V/C (EBT)}$$

## 3. Right-Turn Overlap Adjustment

If the northbound right is assumed to overlap with the adjacent westbound left, adjustments to the RTOG and RTOR values are made as follows:

$$\text{RTOG} = \text{RTOG} + \text{V/C (WBL)}$$

$$\text{RTOR} = \text{RTOR} - \text{V/C (WBL)}$$

## 4. Total Right-Turn Capacity (RTC) Availability For NBR

$$\text{RTC} = \text{RTOG} + \text{factor} \times \text{RTOR}$$

Where factor = RTOR saturation flow factor (75%)

Right-turn adjustment is then as follows: Additional ICU = V/C (NBR) - RTC

A zero or negative value indicates that adequate capacity is available and no adjustment is necessary. A positive value indicates that the available RTOR and RTOG capacity does not adequately accommodate the right-turn V/C, therefore the right-turn is essentially considered to be a critical movement. In such cases, the right-turn adjustment is noted on the ICU worksheet and it is included in the total capacity utilization value. When it is determined that a right-turn adjustment is required for more than one right-turn movement, the word "multi" is printed on the worksheet instead of an actual right-turn movement reference, and the right-turn adjustments are cumulatively added to the total capacity utilization value. In such cases, further operational evaluation is typically carried out to determine if under actual operational conditions, the critical right-turns would operate simultaneously, and therefore a right-turn adjustment credit should be applied.

### ***Shared Lane V/C Methodology***

For intersection approaches where shared usage of a lane is permitted by more than one turn movement (e.g., left/thru, thru/right, left/thru/right), the individual turn volumes are evaluated to determine whether dedication of the shared lane is warranted to any one given turn movement. The following example demonstrates how this evaluation is carried out for a shared left/thru Lane:

### 1. Average Lane Volume (ALV)

$$ALV = \frac{\text{Left-Turn Volume} + \text{Thru Volume}}{\text{Total Left} + \text{Thru Approach Lanes (including shared lane)}}$$

### 2. ALV for Each Approach

$$ALV (\text{Left}) = \frac{\text{Left-Turn Volume}}{\text{Left Approach Lanes (including shared lane)}}$$

$$ALV (\text{Thru}) = \frac{\text{Thru Volume}}{\text{Thru Approach Lanes (including shared lane)}}$$

### 3. Lane Dedication is Warranted

If ALV (Left) is greater than ALV then full dedication of the shared lane to the left-turn approach is warranted. Left-turn and thru V/C ratios for this case are calculated as follows:

$$V/C (\text{Left}) = \frac{\text{Left-Turn Volume}}{\text{Left Approach Capacity (including shared lane)}}$$

$$V/C (\text{Thru}) = \frac{\text{Thru Volume}}{\text{Thru Approach Capacity (excluding shared lane)}}$$

Similarly, if ALV (Thru) is greater than ALV then full dedication to the thru approach is warranted, and left-turn and thru V/C ratios are calculated as follows:

$$V/C (\text{Left}) = \frac{\text{Left-Turn Volume}}{\text{Left Approach Capacity (excluding shared lane)}}$$

$$V/C (\text{Thru}) = \frac{\text{Thru Volume}}{\text{Thru Approach Capacity (including shared lane)}}$$

### 4. Lane Dedication is not Warranted

If ALV (Left) and ALV (Thru) are both less than ALV, the left/thru lane is assumed to be truly shared and each left, left/thru or thru approach lane carries an evenly distributed volume of traffic equal to ALV. A combined left/thru V/C ratio is calculated as follows:

$$V/C (\text{Left/Thru}) = \frac{\text{Left-Turn Volume} + \text{Thru Volume}}{\text{Total Left} + \text{Thru Approach Capacity (including shared lane)}}$$

This V/C (Left/Thru) ratio is assigned as the V/C (Thru) ratio for the critical movement analysis and ICU summary listing.

If split phasing has not been designated for this approach, the relative proportion of V/C (Thru) that is attributed to the left-turn volume is estimated as follows:

If approach has more than one left-turn (including shared lane), then:

$$V/C (\text{Left}) = V/C (\text{Thru})$$

If approach has only one left-turn lane (shared lane), then:

$$V/C (\text{Left}) = \frac{\text{Left-Turn Volume}}{\text{Single Approach Lane Capacity}}$$

If this left-turn movement is determined to be a critical movement, the V/C (Left) value is posted in brackets on the ICU summary printout.

These same steps are carried out for shared thru/right lanes. If full dedication of a shared thru/right lane to the right-turn movement is warranted, the right-turn V/C value calculated in step three is checked against the RTOR and RTOG capacity availability if the option to include right-turns in the V/C ratio calculations is selected. If the V/C value that is determined using the shared lane methodology described here is reduced due to RTOR and RTOG capacity availability, the V/C value for the thru/right lanes is posted in brackets.

When an approach contains more than one shared lane (e.g., left/thru and thru/right), steps one and two listed above are carried out for the three turn movements combined. Step four is carried out if dedication is not warranted for either of the shared lanes. If dedication of one of the shared lanes is warranted to one movement or another, step three is carried out for the two movements involved, and then steps one through four are repeated for the two movements involved in the other shared lane.

**7. Appendix B**

**PEDESTRIAN COUNT SURVEY**

Location: \_\_\_\_\_

Date, Time: \_\_\_\_\_ Recorder's name: \_\_\_\_\_

Weather during time of observation: \_\_\_\_\_

Curb-to-curb width: \_\_\_\_\_ Right of Way Width: \_\_\_\_\_

Parking lanes? Y / N      Bike lanes? Y / N      Number of travel lanes: \_\_\_\_\_

Posted speed limit: \_\_\_\_\_ Number of Average Daily Trips: \_\_\_\_\_

Other attributes: \_\_\_\_\_

\_\_\_\_\_

Destinations: \_\_\_\_\_

\_\_\_\_\_

Sidewalks:    E / S    Width: \_\_\_\_\_      Number of Pedestrians: \_\_\_\_\_

                  W / N    Width: \_\_\_\_\_      Number of Pedestrians: \_\_\_\_\_

General Observations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sketch of Street Segment Geometrics, if necessary:

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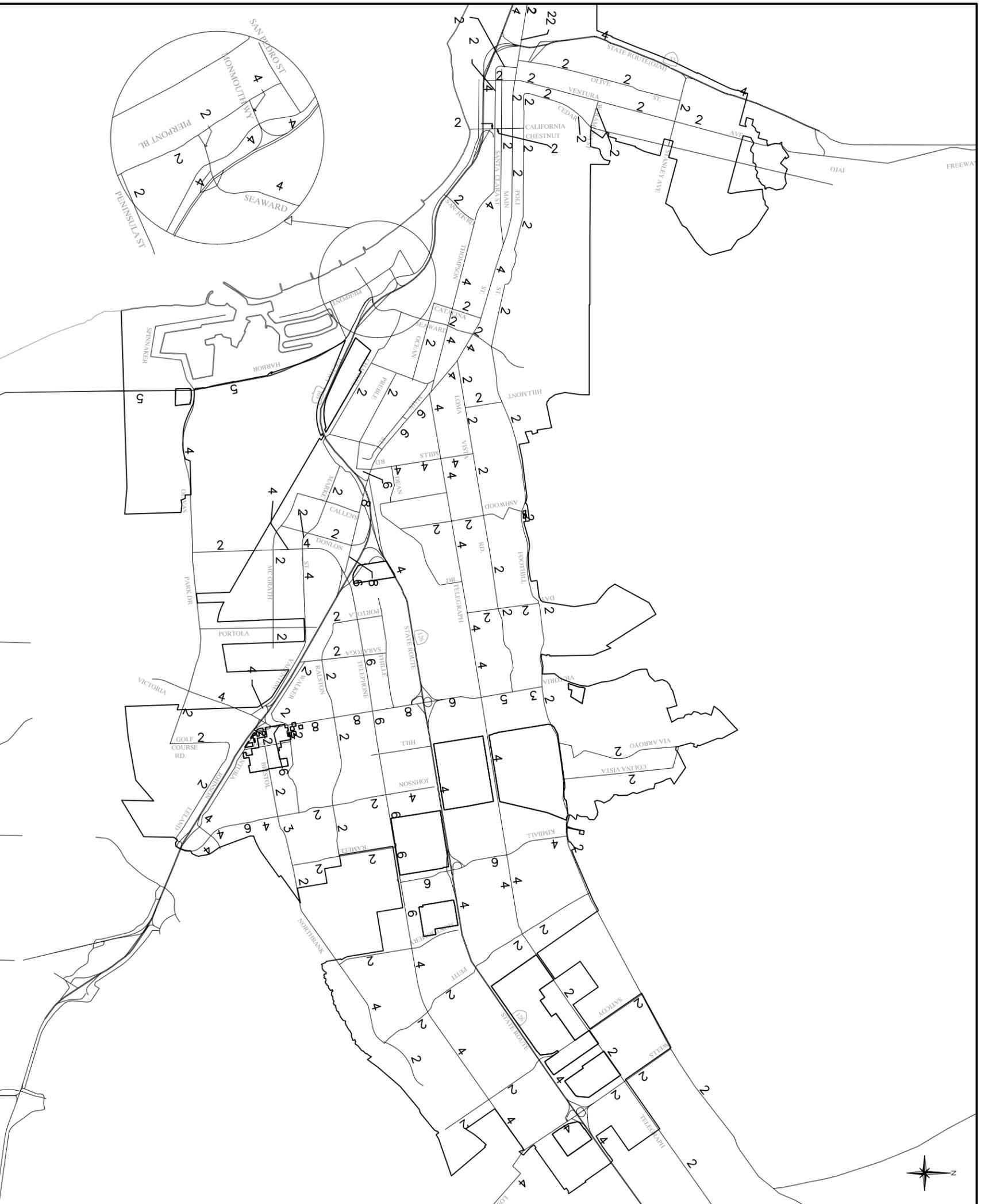
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**FIGURE VII-1  
Existing Mid-Block Lanes**



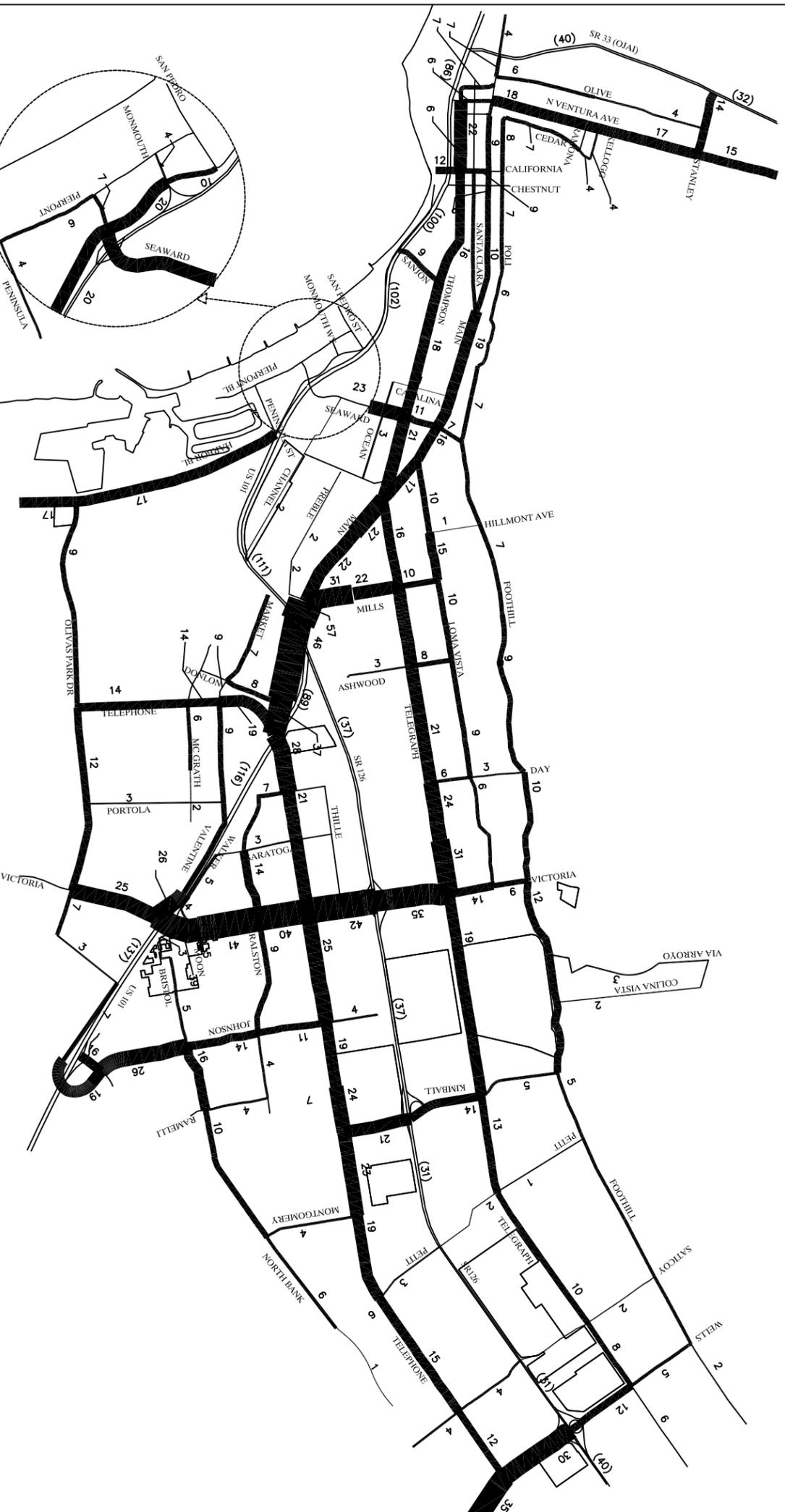
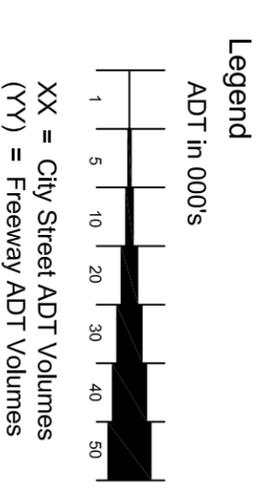
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**FIGURE VII-2  
Existing Average Daily Traffic**



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**FIGURE VII-3**  
**Intersection Location Map**

- Legend**
- = Intersection Location
  - XX = Intersection Location Number referenced in report tables



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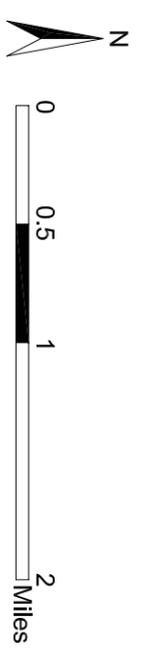
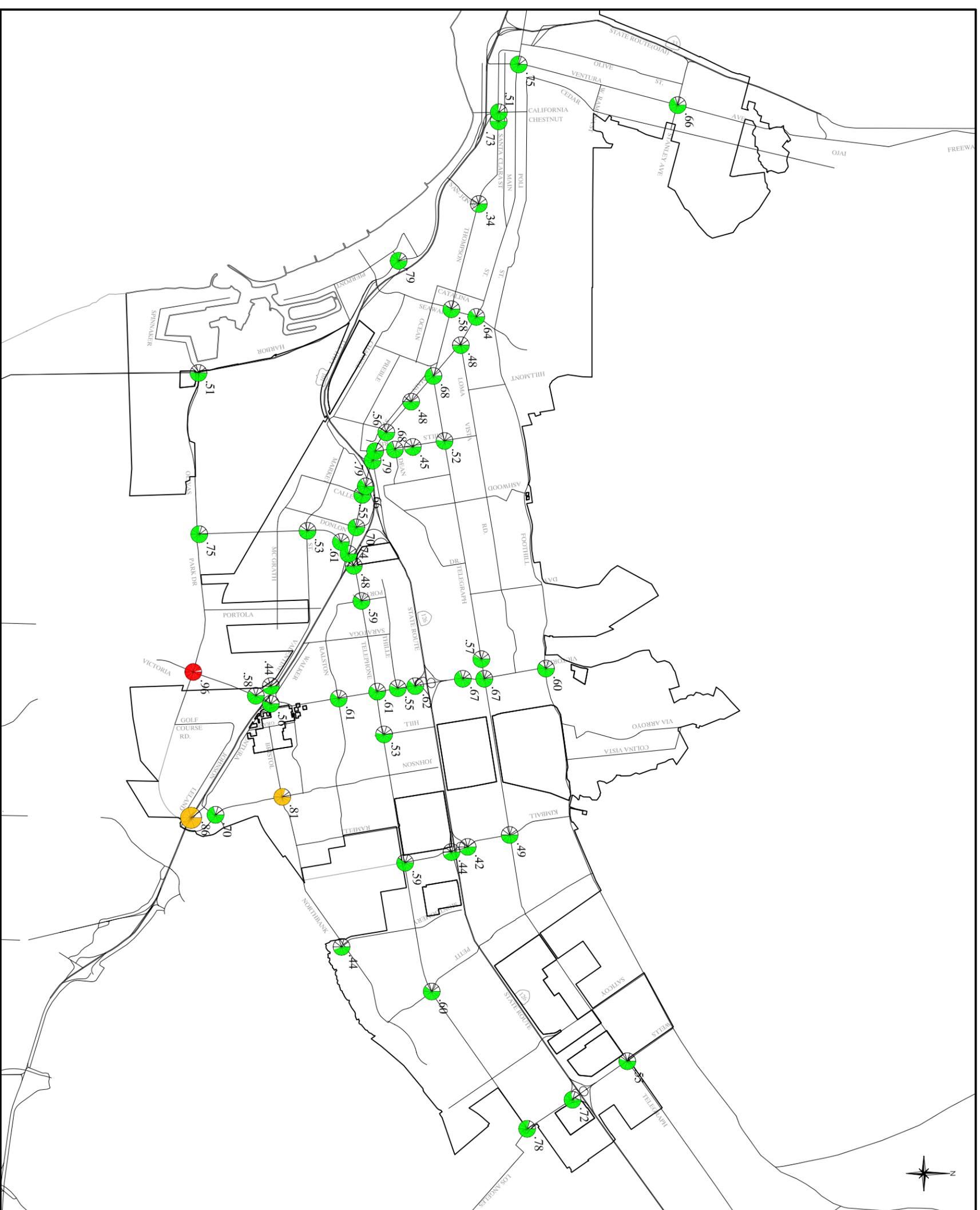
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**FIGURE VII-4**  
**Existing Intersection Capacity**  
**Utilization (Highest of AM or PM)**

**Legend**

	LOS A-C	Level of service (LOS) range:	LOS D .81-.90
	LOS D	LOS A .00-.60	LOS E .91-1.00
	LOS E-F	LOS B .61-.70	LOS F Above 1.00
		LOS C .71-.80	



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Source: City of San Buenaventura and Austin-Foust Associates Inc., 2002

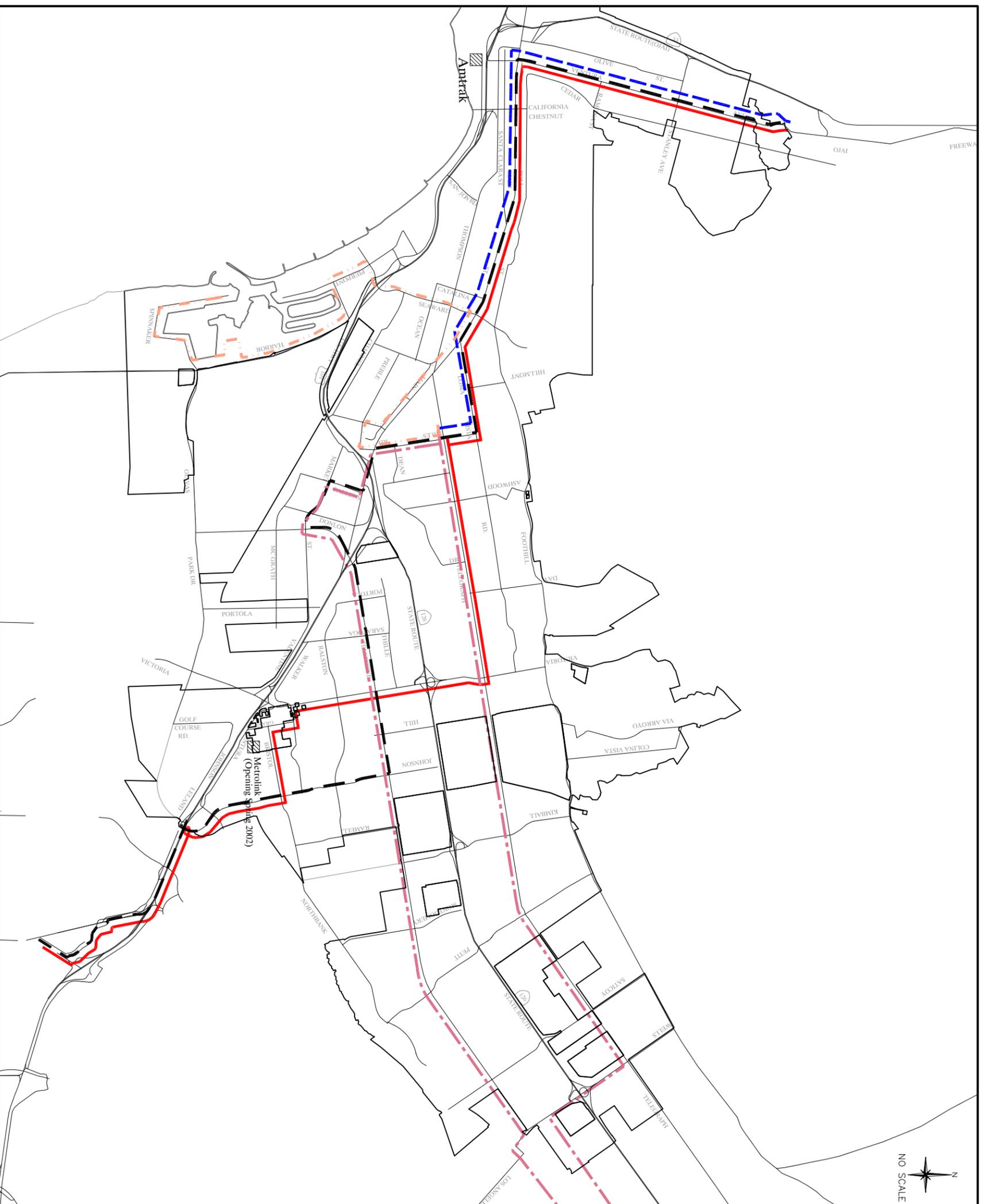
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**FIGURE VII-5  
Existing Bus Routes**

**Legend**

- Route 2
- Route 6B
- Route 12
- Route 16
- Route 10/11



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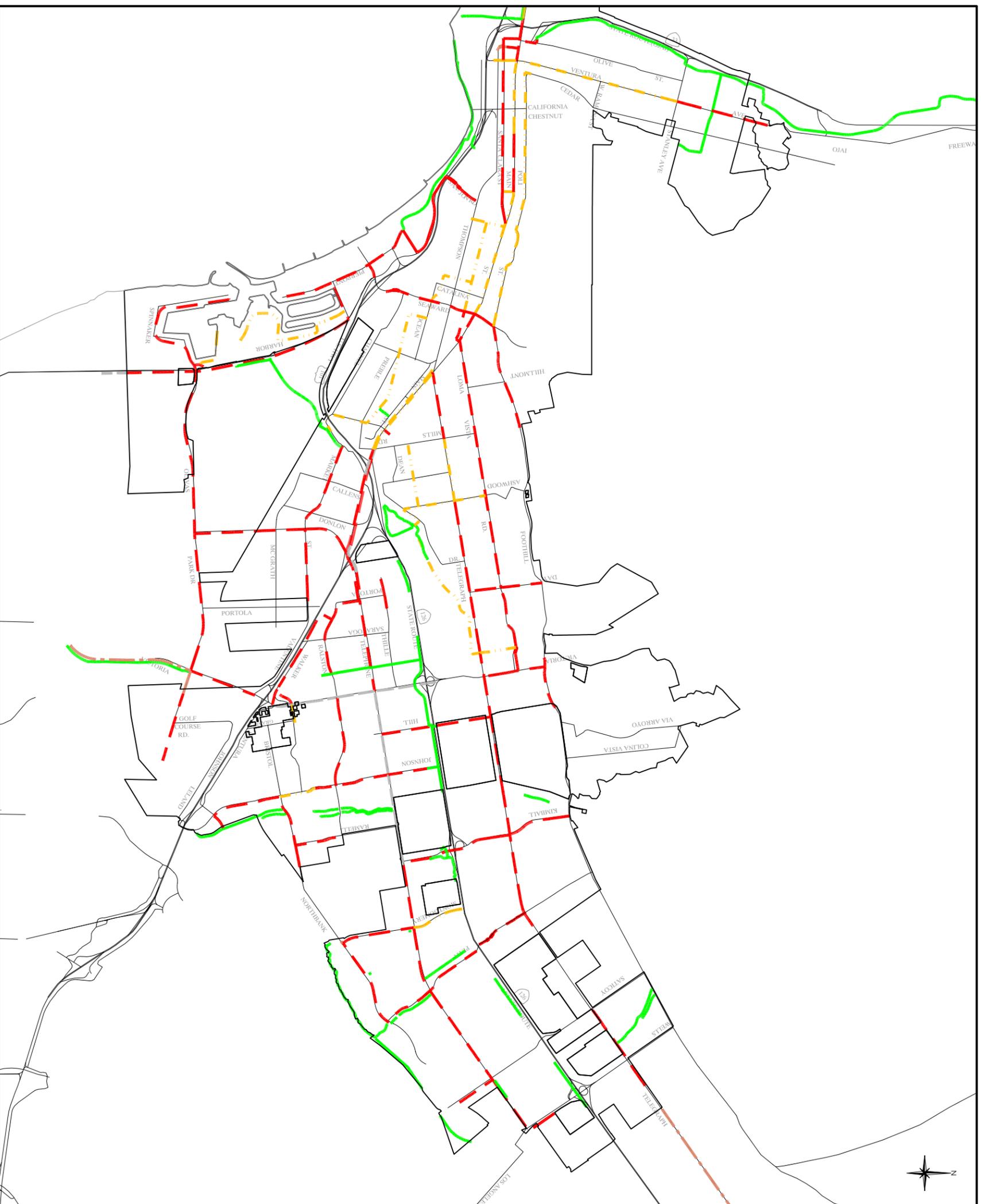
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**FIGURE VII-6  
Existing Bikeway Map**

**Legend**

-  Class 1
-  Class 2
-  Class 3
-  Class 3-sidewalk
-  Shoulder



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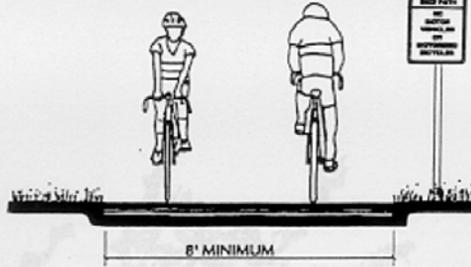
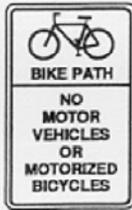


Source: City of San Buenaventura and Austin-Foust Associates Inc., 2002

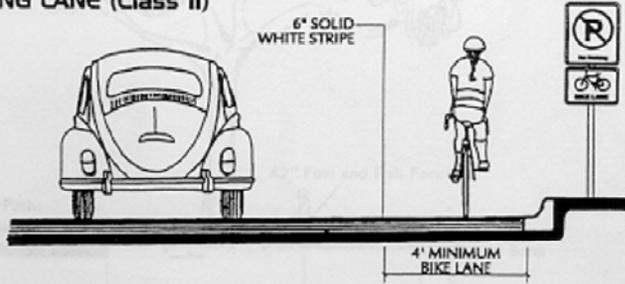
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**General Bikeway Plan**

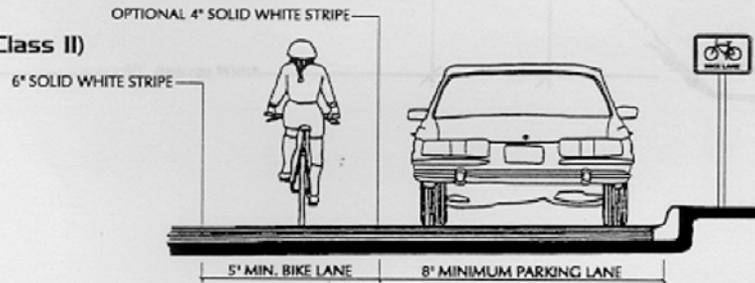
**BIKE PATH (Class I)**



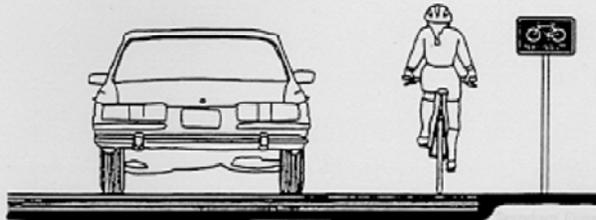
**BIKE LANE WITHOUT PARKING LANE (Class II)**



**BIKE LANE WITH PARKING LANE (Class II)**



**BIKE ROUTE (Class III)**



**Figure 8**

**Classes of Bikeway Signs and Designations**

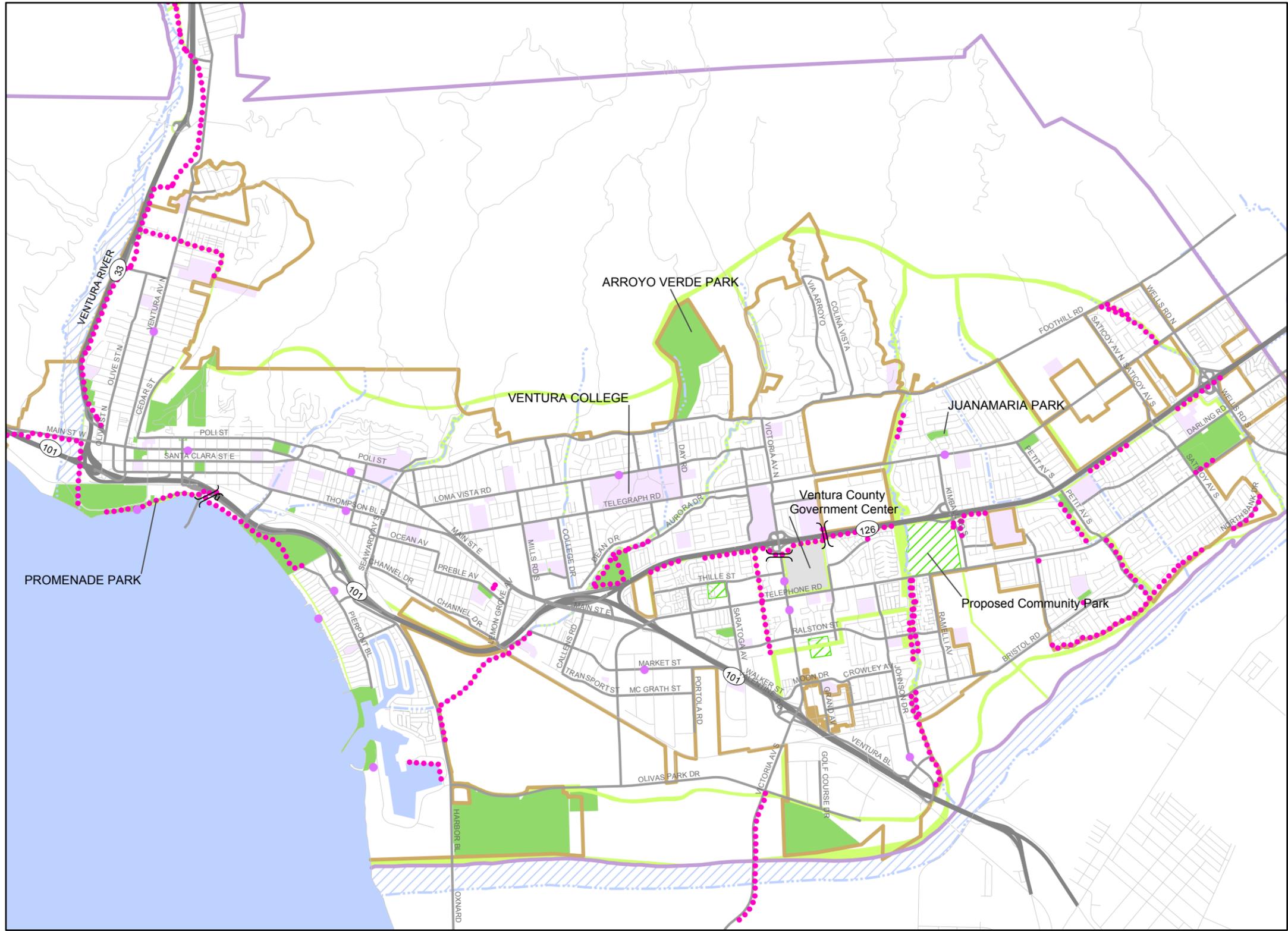
Source: City of San Buenaventura and Austin-Foust Associates Inc., 2002

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**FIGURE VII-7  
Bikeway Classifications**

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**Figure VII-8  
Pedestrian System**

**Legend**

- Pedestrian Count Locations
- Freeway
- Major Road
- Road
- Parks
- Linear Park Network
- City Limits
- ⋯ Class 1 Bikeways
- Schools
- Barrancas
- Rivers
- Planning Area
- } Pedestrian Bridges



**City of Ventura  
Comprehensive Plan Update**

Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

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## VIII. Public Services

This section describes the major public services in the planning area, including police and fire protection, schools, libraries, parks and recreation, and solid waste management.

### 1. Police Protection

The City of Ventura Police Department (VPD) provides law enforcement services in the incorporated City. VPD headquarters is located at 1425 Dowell Drive. The Department also has offices Downtown, on the West Side, at the Ventura Mall, and in Montalvo. Figure VIII-1 at the end of this chapter shows existing police facilities in the City.

VPD is currently budgeted for 132 sworn officers and is fully staffed, resulting in an allocated level of service of about 1.28 officers per 1,000 residents. The Department employs an additional 60 civilians as support personnel. Table VIII-1 compares the VPD's ratio of officers to 1,000 residents with other cities in the region with similar populations.

The City does not have an adopted standard for staffing levels. The City Council has directed that staff undertake a Needs Assessment to be presented to the Council during FY 2002/03.

**Table VIII-1. Police Officers to Population Ratios, 2001**

City	Number of Officers per 1,000 residents
Ventura	1.28
Santa Barbara	1.64
Oxnard	1.14

*Sources: Cities of Ventura, Santa Barbara, and Oxnard Police Departments, 2001.*

VPD is separated into two divisions: Operations, and Services. The Operations Division is comprised of patrol officers, specialty assignment officers, and Police Service Officers (PSOs), as well as a traffic division, gang enforcement unit, a Youth Intensive Intervention Program, and Youth Activities Program (YIIP & YAP). In order to provide greater service coverage in the patrol division, officers are assigned to one-person vehicles. The number of officers on patrol has remained relatively constant since 1992, while the number of specialty assignment officers in the Operations Division has increased. Funding for specialty assignment officers is generally grant-based, and thus not permanent. Grant based officers in the Operations Division include gang, and prevention officers as well as youth and school programs. Among these programs is the Police Activities League (PAL) that provides recreational and character-building activities for young people to keep them away from drugs, gangs, violence and criminal behavior.

The Services Division consists of a Detective Bureau, an Information Technology Bureau, and a Professional Standards Bureau.

There are 15 detectives assigned to the Detective Bureau; this is considered minimum staff given current caseloads. The Information Technology Division includes police records, the communications division, and an IT section. The Professional Standards Bureau is responsible for internal affairs, recruiting, and department marketing efforts. Given detective staffing levels the department requires patrol officers working in the Operations Division to conduct a significant number of complete investigations and follow ups relating to certain crimes.

Police Service Officers (PSOs) working in the Operations Division are used to staff the police storefronts located throughout the City. Their primary functions are staffing the storefronts, and will occasionally assist in carrying out preliminary investigations, transportation of recovered property, processing evidence, and controlling traffic.

The Services Division consists of detectives who work on cases involving crimes against persons, gangs, business crimes, property crimes, family violence, arson, elder abuse, and missing persons. In addition to the civilian administrative personnel in the Services Division, PSOs also work in this Division, and perform duties relating to missing persons, property, narcotics, sex registrants, crime scene identification, and court duties. As with the number of patrol officers, the number of detectives has not grown since 1992.

The Department is equipped with 32 patrol cars, several unmarked sedans, four motorcycles, and four K-9 teams. All police cars are outfitted with computers, cell phones, and other technological tools to assist in responding to calls for service. Response time to Class I calls, (crimes in progress or alarm soundings) averages less than five minutes; response time for all other calls averages less than six minutes.

The City is divided into four geographic beats, with three rotating 12-½-hour shifts per day. There are at least eight patrol officers on duty at any one time. In the evening hours there are overlapping shifts so that there can be a minimum of 12 officers on patrol from the hours of noon until 2:00 AM. In the event that additional assistance is needed, the Department has mutual aid agreements with other agencies within Ventura County.

### ***Crime Rates***

Crime statistics are reported to the Federal Bureau of Investigation on a regular basis so that comparisons can be made between cities with similar characteristics. Crimes reported are limited to violent crimes (murder, rape, robbery, and aggravated assault) and property crimes (burglary, larceny, theft, and motor vehicle theft). White collar crimes such as forgery and identity theft are not included in the FBI Uniform Crime Reports but are a major source of crime in the City of Ventura. In 2000 the City of Ventura had a crime rate of 32.75 crimes per 1,000 persons. Table VIII-2 below compares Ventura's crime rate with that of other regional cities of similar size. The crime rates for California and the nation as a whole are also included. The crime rate for the City is lower than state and national rates and substantially lower than that of Oxnard.

**Table VIII-2. Crime Rates, 2000**

<b>Jurisdiction</b>	<b>Number of Crimes per 1,000 residents</b>
City of Ventura	32.75
City of Santa Barbara	29.9
City of Oxnard	56.6
State of California	37.4
United States	41.2

Source: FBI, Uniform Crime Reports, 2000

Preliminary reports list 1,568 crimes committed in the City during the first half of 2001, compared to 1,514 during the same period in 2000. (Full year crime data for 2001 are expected by the fall of 2002.) As mentioned earlier, the City is divided into 4 geographic beats; crimes and calls for service are fairly evenly dispersed across those 4 geographic beats.

### ***Police Department Concerns***

VPD staff have identified a number of concerns they would like to see addressed in the Comprehensive Plan Update, as follows:

- Design elements that are not conducive to vehicle patrol:
  - Higher density neighborhoods;
  - Narrow streets;
  - Poorly lit areas with vegetative cover; and
  - Garages/alleys in the rear of lots.
- The shape of the City of Ventura is long and narrow, although it is only 21 square miles. The City covers an area from the top of Ventura Avenue to roughly Wells Road. Response times are negatively affected by the elongated layout of the City.

## **2. Fire Protection**

The Ventura City Fire Department (VCFD) provides fire protection services to areas within the City's corporate boundary. The Department responds to fire, rescue, medical, and hazardous materials emergencies. The VCFD operates six fire stations in Ventura, with administrative offices at 1425 Dowell Drive. Figure VIII-1 shows existing fire stations serving the City.

VCFD is budgeted for 73 full time sworn firefighters, resulting in an allocated service level of about 0.7 firefighters per 1,000 residents. The City does not have an adopted standard for staffing levels. The City Council has directed that staff undertake a Needs Assessment to be presented to the Council during FY 2002/03.

VCFD surveyed other fire agencies in the region providing the same or similar services. Table VIII-3 compares VCFD's ratio of firefighters to 1,000 residents with the ratios of those agencies.

**Table VIII-3. Fire Department Service Ratios, 2001**

<b>Agency</b>	<b>Firefighters per 1,000 residents</b>
Ventura City Fire	0.7
Santa Barbara City Fire	1.2
Oxnard City Fire	0.5

Sources: Cities of Ventura, Santa Barbara, and Oxnard Fire Departments

VCFD is comprised of three Divisions: Operations, Administration, and Inspection Services. The Operations Division is responsible for activities and emergency responses of the Department's firefighting force. There are 23 firefighters on duty at all times within the City. At stations 1, 2, 3, 4, and 6, there are three firefighters on duty at a time. Station 5, the most centrally located (near the intersection of Highways 101 and 126), has both a truck company and engine company assigned to the station and is staffed with seven firefighters on duty at a time. In addition there is one battalion chief on duty at a time (assigned as the shift manager), whose quarters are adjacent to station 2.

Firefighters work in 24-hour shifts, however some specialty assignments, such as the arson unit, also require firefighters to be available during off-duty hours. For additional emergency response assistance VCFD has an Automatic Aid Agreement with the Ventura County Fire Protection District, which has two fire stations close to the City limits and other stations located throughout the county. The Agreement, which specifies that whichever station or engine (City or County) is closest to the emergency will be the first to respond, is intended to ensure that Ventura residents receive the most immediate response possible in emergency situations.

The Department utilizes a variety of vehicles, including fire engines, ladder trucks, and other apparatus. Each engine is staffed with three persons and is equipped for fire fighting, medical aid, light rescues, and basic hazardous materials control such as gasoline leakage or spilled loads.

VCFD participates in the County Emergency Services Special Operations component, which is responsible for countywide response to emergencies requiring technically skilled operations. Some of the specialized emergency services provided include swift water rescue and confined space rescue (as might arise from collapsed buildings, caves, trench cave-ins, and the like).

VCFD maintains a hazardous materials response team (haz-mat team), which is handled as a collateral assignment by one of VCFD's engine companies. The haz-mat team is specially trained and equipped to respond to emergencies involving potentially hazardous materials. As partners in a region-wide Hazardous Materials Response Plan, additional fire protection equipment and staffing specifically designed for large-scale hazardous materials incidents is available from the Ventura County Fire Protection District, the City of Oxnard, and the U.S. Naval Construction Battalion Center. The threat of a major hazardous materials incident in Ventura exists from commercial vehicles and rail, fixed facilities, and clandestine dumping.

The VCFD's Administrative Division is responsible for, among other things, Emergency Medical Services and Emergency Management. The EMS Section is responsible for providing medical oversight, including training and certification of fire company personnel as Emergency Medical Technicians. In addition to a fire captain and engineer, there is at least one firefighter/paramedic on each fire engine called out for service. Firefighters are provided with special training in the use of the semi-automatic defibrillator, CPR, and multi-casualty incident management. The EMS Section is also responsible for ensuring the highest level of medical quality control in accordance with Ventura County Emergency Medical Services Agency requirements. The Administrative Division also oversees Emergency Management and the coordination of the Emergency Operations Center, which includes training City employees on areas of responsibilities during citywide disasters.

Through VCFD's Inspection Services Division, the Department provides inspection services related to Fire and Building Code compliance and code enforcement for both new and existing developments within the City. The City's Building Official/Fire Marshal is the division manager and reports directly to the Fire Chief. The Inspection Services Division is staffed with non-sworn, civilian personnel. When needed, Ventura residents obtain fire permits and hazardous materials permits through the Fire Department.

### ***Emergency Response***

The average response time to all emergency calls responded to by VCFD is less than five minutes. Table VIII-4 compares VCFD's response time with the average response times of other local city fire departments.

**Table VIII-4. Fire Department Response Times, 2002**

<b>City</b>	<b>Response Time</b>
Ventura	4 minutes, 51 seconds
Santa Barbara	4 minutes, 8 seconds
Oxnard	4 minutes, 38 seconds

Source: Ventura City Fire Department, Santa Barbara City Fire Department, and Oxnard Fire Department.

Areas of the City where response times are lengthier include the Harbor/Marina area, Johnson Drive/Highway 101 area, and the hillside neighborhoods north of Foothill Road.

The Department follows several safety standards and safety programs. The City Standardized Emergency Management System Multi-hazard Functional Response Plan outlines City procedure in the event of a major catastrophe, while the Hazardous Materials Response Plan sets forth the protocol for handling hazardous waste spills. The Department's Weed Abatement Program aims to reduce the risk of wildfire in vegetated hillsides and canyon areas, especially the areas north of Poli Street / Foothill Road and east of Ventura Avenue.

### ***VCFD Concerns***

VCFD staff has highlighted specific areas of the City where potential challenges to fire fighting and rescue operations are present, including:

- Wildland/residential interface in the hillsides;
- Downtown Ventura, where buildings are older, close together, and often without modern safety features;
- North Ventura Avenue, Eastern Ventura, and a pocket north of Foothill Road where water supply for fighting fires is not easily accessible; and
- Lengthier response times to certain sections of town:
  - Ventura Harbor and surrounding areas;
  - Johnson Drive / Highway 101; and
  - Hillsides north of Foothill Road.

In addition, VCFD staff has identified the following project design elements which are not conducive to fire and rescue activities that they would like to see addressed in the Comprehensive Plan Update:

- Narrow streets;
- Single and/or long, dead-end access/egress points for developments; and
- Streets with high percentage grades (e.g. Skyline Drive).

### **3. Homeland Security**

The events of September 11, 2001 affected communities across the United States. The Ventura Police and Fire Departments have taken several measures to safeguard the community against such incidences. One measure involves a more formalized procedure of VPD safety checks of 13 critical infrastructure locations, which include City-operated buildings, local hospitals, utility facilities, and the Pacific View Mall. Prior to September 11, police officers visited these locations to perform safety checks as schedules permitted. In response to the attacks, these inspections occur more regularly, and a follow-up report is submitted to owners of the facilities.

The City also has trained police officers to deal with activities that may threaten the security of the community. VPD officers participated in the Los Angeles and Ventura County Terrorism Early Warning Group training with the Ventura County Fire Department, and a protocol for emergency personnel to respond to suspicious packages has been developed. All VCFD engine company personnel have been trained as first responders for hazardous material calls. To ensure a safe water supply, the City has adopted a number of precautionary measures to address unauthorized entry to water facilities, power outages, water quality contamination and minor earthquakes and otherwise safeguard the water system.

### **4. Schools**

The City is served by the Ventura Unified School District (VUSD). Additional educational facilities include private schools and institutions of higher learning. Figure VIII-2 at the end of this chapter shows locations of school facilities operated by the VUSD in the City.

VUSD boundaries extend from the Santa Clara River west to include the entire City of Ventura, north along Highway 33 to include most of the Oak View community, and west to the Santa Barbara County line. District schools are organized as kindergarten through fifth grade elementary schools, sixth through eighth grade middle schools, and ninth through twelfth grade high schools. VUSD manages 16 elementary schools in the City (and one elementary school in Oak View), four middle schools, three high schools, one continuation high school, Opportunity and Independent Study programs, and an adult education program.

The District has divided the City into four geographic attendance areas to direct a student's progression from elementary to high school: West Side, Midtown, Montalvo, and East End. All Elementary schools except one serve a specific attendance area of one or more neighborhoods; the exception is Mound School, which is a District-wide math magnet school.

According to the VUSD Classroom Usage Report, 2001-2002, total first month enrollment in 2001 for elementary schools was 7,783 students. The state of California recently funded a Class Size Reduction program that requires the District to provide space for classes of no more than 20 students for kindergarten through grade 3. Based on this requirement, the total maximum capacity of the 16 elementary schools is 8,107 students. Thus, as of the first month of enrollment for 2001, Ventura's elementary schools as a whole were operating at 96 percent of capacity. Table VIII-5 shows the enrollment statistics for each of the VUSD elementary schools.

**Table VIII-5. Elementary School Enrollment, 2001**

School	2001 1 <sup>st</sup> Month Student Enrollment	Student Capacity	Utilization
E. P. Foster	534	534	100%
Sheridan Way	629	634	99%
Lincoln	266	267	100%
Pierpont	283	296	96%
Will Rogers	466	515	90%
Blanche Reynolds	479	504	95%
Loma Vista	349	372	94%
Elmhurst	590	581	102%
Mound	571	574	99%
Poinsettia	492	522	94%
Montalvo	425	428	100%
Portola	564	574	98%
Juanamaria	510	514	99%
Citrus Glen	563	567	99%
Junipero Serra	615	739	83%
Saticoy	454	486	93%

Source: Ventura Unified School District.

Elementary schools in the City range in size from fewer than 300 to more than 700 students, and populations of elementary-aged students in neighborhoods vary. Several elementary schools are operating above planned enrollment capacity.

Because both West Side elementary schools are overcrowded, some West Side students have been given the option to attend other schools. Planning has begun for a new West Side elementary school. A new elementary school (Citrus Glen) was recently constructed to meet the needs of the growing East End population.

The District operates four middle schools in the City. Total first month 2001 enrollment for the four middle schools was 4,187 students, 90 percent of the total capacity of 4,648 students. Table VIII-6 shows enrollment figures for each VUSD middle school.

**Table VIII-6. Middle School Enrollment, 2001**

<b>School</b>	<b>2001 1<sup>st</sup> Month Student Enrollment</b>	<b>Student Capacity</b>	<b>Utilization</b>
De Anza	745	946	79%
Cabrillo	1,029	1,192	86%
Anacapa	1,011	1,060	95%
Balboa	1,401	1,450	97%

*Source: Ventura Unified School District.*

Unlike the elementary schools, the West Side middle school (De Anza) currently has sufficient space, but there is a need for a fifth middle school to serve other portions of the City. At the time it was built, Balboa was near the eastern edge of the City. However, the construction of new housing east of the school has led to high enrollment that and a very large attendance area. Some students living close to Balboa are bused to Anacapa, which in turn results in some students living close to Anacapa being bused to Cabrillo. A cap of 1,000 students for a middle school has been recommended and endorsed by the Long Range Plan Committee, with a preferred size of 850-900 students. According to the District, a new middle school in eastern Ventura would balance enrollment geographically and eliminate some lengthy bus rides for students.

The District manages three non-continuation high schools in Ventura. Attendance for the first month of enrollment in 2001 was 4,683 students for the three high schools, 91 percent of total capacity (5,170 students). Table VIII-7 shows enrollment figures for each VUSD high school.

**Table VIII-7. High School Enrollment, 2001**

<b>School</b>	<b>2001 1<sup>st</sup> Month Student Enrollment</b>	<b>Student Capacity</b>	<b>Utilization</b>
Ventura	2,055	2,344	88%
Foothill Technology	553	550	101%
Buena	2,075	2,276	91%

*Source: Ventura Unified School District.*

Foothill Technology High School, opened in 2001 to emphasize development of technology and health related skills, has eased crowding at Buena and Ventura High Schools. Although Foothill is already operating at 101 percent of its 550-student capacity, VUSD staff indicates that an additional high school is not needed.

The District offers several special programs. Pacific Continuation High School occupies a former elementary school in central Ventura near the intersection of Main Street and Mills Road. Pacific Continuation had a 2001 first month enrollment of 233 students, 83 percent of its 282-student capacity. Secondary alternative schools at Buena and Ventura High Schools, as well as the Opportunity Program and the Independent Study Program at the Pacific Continuation High School, enable students to make up units, get extra help, and transfer back to the mainstream schools. The Adult Education Facility at the intersection of Valentine Road and Sperry Avenue had a 2001 first month enrollment of 2,623 concurrent and non-concurrent students.

A number of improvements have occurred within the VUSD since the adoption of the Long Range Facility Plan in 1997. These include:

- Construction of the specialized technology high school;
- Construction of a new elementary school in East Ventura;
- Modernization of five elementary schools, three middle schools, and two high schools; and
- Consolidation of the two elementary schools serving the Oak View area into one.

### ***VUSD Concerns***

Despite recent improvements, VUSD staff indicate that several deficiencies still exist and the District has a few concerns regarding future development, including:

- Need for new elementary school on the West Side;
- Need for new middle school in the East End;
- Desire to consolidate VUSD administrative offices;
- Difficulty of securing open space for future school sites:
  - Strict environmental regulations on land slated for future school sites;
  - Potential sites often require extensive toxic clean-up; and
  - Limited options available in urban areas like Ventura; and

- Overuse of playfields:
  - Joint use of VUSD turf and playfields with City Recreation programs taking toll;
  - Fields used as intensively by community groups as they are by school programs;
  - Years of wear, chronic rodent damage, and aging sprinkler system problems; and
  - Funding needed for hard court areas, playground equipment, and general rehabilitation.

### ***Other Educational Facilities***

In addition to the services provided by the VUSD, several other facilities are provided in Ventura to meet the community's educational needs. Fifteen private schools are located in the City of Ventura. Table VIII-8 lists the schools, classification (see table footnote for explanation), religious denomination if applicable, and grades offered.

**Table VIII-8. Private Schools**

<b>School</b>	<b>Classification<sup>1</sup></b>	<b>Denomination</b>	<b>Grades Offered</b>
First Baptist Day School	1	Baptist	K-5
St. Augustine Academy	2		4-12
Sacred Heart	1	Catholic	K-8
Ventura Missionary Christian Day	1	Missionary	K-8
College Heights Christian Elementary	1	Baptist	K-8
Temple Christian	1	Baptist	K-8
St. Bonaventure High School	1	Catholic	9-12
Holy Cross	1	Catholic	K-8
Our Lady of The Assumption	1	Catholic	K-8
St. Paul's Parish Day Elementary	1	Episcopalian	K-8
Grace Lutheran Christian Day	1	Lutheran	K-6
Jameson	3		K-12
Ventura County Christian High School	2		9-12
Hill Road Montessori Preschool	3		K-3
Wells Road Baptist Academy	1	Baptist	K-12

*Source: California Department of Education, 2002.*

<sup>1</sup>*If there is a "1" entered in Classification, the school is church-affiliated and the denomination will appear in the next column. If there is a "2" entered, the school is religious, but not church-affiliated. If there is a "3" entered, the school is secular.*

The 1990 U.S. Census found that about 10 percent of the elementary and high school age students living in the City attended non-public schools.

Ventura is also home to several higher educational institutions. Ventura College, part of the countywide community college system, had an enrollment of over 12,300 students in fall of 2001. The College, located on Telegraph Road, projects 15 percent enrollment growth by 2015. The Ventura College of Law offers law degrees locally. Both the University of California, Santa Barbara, and California State University, Northridge have satellite campuses in Ventura, offering

bachelor's and master's degrees in a variety of majors. California Lutheran University and Azusa Pacific University also offer classes in Ventura.

## 5. Libraries

Three public libraries are located in the Ventura. Part of the Ventura County Library System, these libraries are E.P. Foster, H.P. Wright, and Avenue. Their locations are depicted on Figure VIII-2 at the end of this chapter, and characteristics of the three libraries are summarized in Table VIII-9.

**Table VIII-9. Libraries**

<b>Library</b>	<b>Cardholders</b>	<b>2000-2001 Patronage</b>	<b>Hours Open Weekly</b>	<b>Facility Size (square feet)</b>
E.P. Foster	34,000	203,604	54	31,000
H.P. Wright	34,600	62,766	39	12,000
Avenue	5,272	unknown	25	3,000

*Source: County of Ventura, 2001.*

Located Downtown, E.P. Foster Library is open 54 hours per week. Patronage for 2000-2001 was 203,604 people, and as of June 30, 2001, more than 34,000 cardholders were registered through Foster. H.P. Wright Library on the Ventura College campus (a City-owned facility operated by the County on Ventura County Community College District leased land) is open 39 hours per week. Patronage for 2000-2001 was 62,766 people, with about 34,600 registered cardholders. Located on the West Side of Ventura, the Avenue Library is open 25 hours per week. The number of cardholders as of June 30, 2001 attributed to Avenue Library was 5,272.

A 2001 survey found that library patrons were evenly distributed by zip code, but that per capita library registration was much higher in the 93001 zip code than in the others. The survey also found that Wright Library attracts 48 percent of overall patrons, Foster Library draws 45 percent of City patrons, and the remaining 7 percent visit the Avenue Library.

Based on a 1997 study, that the City currently needs about 60,000-85,000 square feet of total public library space, compared to the existing 46,000 square feet. At a fall 2001 workshop, CPAC members voiced a desire for additional library space and longer hours of service. The idea of initiating a joint-use agreement with VUSD and Ventura College for library use was suggested.

Library administrators, City Community Services staff, and the City's Library Advisory Commission (who serve as liaisons with the County library system) agree that a shortage of library space exists. There is also frustration in the community over the limited hours that local libraries are open. Both staff and residents have expressed a desire to update and expand the book collection.

## 6. Parks and Recreation

The Ventura recreation system includes 27 City parks, a linear park system, beaches, special recreation facilities and programs, community-wide activities, and senior services. Park and recreational facilities in the City are shown on Figure VIII-3 at the end of this chapter.

### *Park Standards*

State and national organizations and government agencies have established a range of definitions and standards for provision of park and recreation areas and facilities based on type, size or area, access and site development. State and federal financial assistance is often predicated on the development of specific local criteria. Such standards represent a long-range measure for provision of a complete park and recreation system. The use of standards as reference measures does not imply that park acreage must necessarily be met entirely by City-owned facilities. In addition to recreation areas under City jurisdiction, substantial acreage within or adjacent to the planning area is held by public schools or county and state parks.

Park standards in the 1989 Comprehensive Plan are principally derived from the National Parks and Recreation Association, statewide or other local jurisdictions. These standards are used as measures to determine the overall sufficiency of existing facilities in the City of Ventura, and as guidelines to plan for the needs of the future population. Table VIII-10 shows that the City has adopted higher standards than those set forth by the National Recreation and Park Association.

**Table VIII-10. Park Standards per 1,000 Population**

Park Type	Standard	
	City of Ventura	National Park and Recreation Association
Neighborhood	2 acres	1.5 acres
Service Area	3 acres	2 acres
Citywide	5 acres	5 acres
<b>Total</b>	<b>10 acres</b>	<b>8.5 acres</b>

Sources: City of Ventura, Comprehensive Plan, 1989 and [www.nrpa.org](http://www.nrpa.org).

### *City Parks*

The City of Ventura public park system includes neighborhood parks, service area parks, citywide parks, and a linear park system. Existing City park facilities are listed in Tables VIII-11 and VIII-12. With the new Ventura Community Park, the City operates about 856 acres of park facilities, or about 8 acres per 100,000 residents. A discussion of the various types of facilities follows.

**Table VIII-11. City Park Facilities**

Park	Park Size (in acres)				
	Neighborhood Park Use	Service Area Park Use	Citywide Park Use	Special Use	Total
Albinger Archaeological Museum				0.93	<b>0.93</b>
Arroyo Verde Park	2.00	23.00	104.27		<b>129.27</b>
Barranca Vista Park	8.74				<b>8.74</b>
Blanche Reynolds Park	3.35				<b>3.35</b>
Buenaventura Golf Course				98.90	<b>98.90</b>
Camino Real Park	8.21	30.00			<b>38.21</b>
Cemetery Memorial Park	7.09				<b>7.09</b>
Chumash Park	6.08				<b>6.08</b>
Downtown Mini-Park	0.37				<b>0.37</b>
Eastwood Park				0.73	<b>0.73</b>
Fritz Huntsinger Youth Sports Complex	4.32	14.00			<b>18.32</b>
Grant Park			107.29		<b>107.29</b>
Harry A. Lyon Park		10.66			<b>10.66</b>
Hobert Park	7.05				<b>7.05</b>
Juanamaria Park	5.00				<b>5.00</b>
Junipero Serra Park	2.72				<b>2.72</b>
Marina Park	4.00	11.26			<b>15.26</b>
Marion Cannon Park	5.00				<b>5.00</b>
Mission Park	1.47				<b>1.47</b>
Ocean Avenue Park	1.32				<b>1.32</b>
Olivas Adobe Historical Park				22.50	<b>22.50</b>
Olivas Park Golf Course				184.29	<b>184.29</b>
Ortega Adobe Historic Residence				0.28	<b>0.28</b>
Plaza Park	3.67				<b>3.67</b>
Promenade Park	1.00				<b>1.00</b>
Seaside Wilderness Park				20-24 <sup>1,2</sup>	<b>20-24</b>
Surfers Point at Seaside Park				3.42 <sup>1</sup>	<b>3.42</b>
Ventura Community Park <sup>3</sup>		50.00	50.00		
Westpark	1.50	5.82			<b>7.32</b>
<b>Total</b>	<b>72.89</b>	<b>144.74</b>	<b>261.56</b>	<b>331.05-335.05</b>	<b>810.24-814.24</b>

Sources: City of Ventura, Parks and Recreation Element and Workbook, 1989 and Community Services Department, 2002  
 Note that several parks are listed in more than one category, as they serve a variety of functions. This table reflects an estimate of the acreage of such facilities that is dedicated to each specific function..

<sup>1</sup> Acreage dependent upon mean high tide line of the Pacific Ocean.

<sup>2</sup> Acreage is variable because 65% of the area is located in the Ventura River bed.

<sup>3</sup> The Ventura Community Park is not operational yet, but upon completion, will serve both Service Area and Citywide park functions. Half of the 100-acre site was assumed to serve each function.

**Table VIII-12. City-Owned Linear Parks**

<b>Park Name</b>	<b>Acres</b>	<b>Facilities Provided</b>
Antelope Linear Park	0.70	Bike Path, Greenbelt
Arundell Linear Park	1.05	Bike Path, Greenbelt
Aurora Drive Linear Park	1.40	Bike Path, Greenbelt
Belaire Linear Park	1.50	Open Space, Walking Paths, Greenbelt, Tot Lot
Bristol Bay Linear Park	4.00	Bike Path, Greenbelt, Fence
Brock Linear Park	2.50	Bike Path, Greenbelt, Picnic Tables
Cherrie Linear Park	0.81	Phase 1 under construction
Chumash Linear Park	1.50	Bike Path, Greenbelt
County Square Linear Park	5.40	Bike Path, Greenbelt
Kindercare Linear Park	0.20	Bike Path, Greenbelt
LDS Linear Park	0.20	Bike Path, Greenbelt
Webster Linear Park	3.38	Bike Path, Greenbelt
Cyprus Point Linear Park	4.25	Bike Path, Greenbelt
Rancho Ventura Linear Park	2.00	Bike Path, Greenbelt
Riverview Linear Park	2.40	Bike Path, Greenbelt, Bike Racks, Fence, Benches, Drinking Fountains, Litter Containers
North Bank Greens Linear Park	0.55	Bike Path, Greenbelt, Fence
North Bank Linear Park	--	Bike Path, Bike Rack, Tables, Fence, Litter Containers
Stonehedge Linear Park	2.00	Bike Path, Greenbelt, Fence
Strathmore Linear Park	2.00	Bike Path, Greenbelt, Tot Lot, Picnic Tables, Benches, Basketball Court, Fence
Todd Ranch	1.00	Bike Path, Fence
Henderson Linear Park	2.50	Bike Path, Greenbelt, Litter Containers, Benches
Woodside Linear Park	4.00	Bike Path, Greenbelt, Fence
Weston Linear Park	2.56	Bike Path, Greenbelt, Litter Containers, Lights, Fence
Saticoy Linear Park	--	Bike Path
<b>Total</b>	<b>45.90</b>	

*Source: City of Ventura, Linear Parks Inventory, 2001.*

### Neighborhood Parks

A neighborhood park is a small park (preferably a minimum of five acres), which serves a specific neighborhood within a planning community. The City's neighborhood park standard is 2 acres of parkland for every 1,000 people. Provision of neighborhood parks close to the user population is an ongoing City objective. These types of facilities are currently available to residents in most city neighborhoods. As shown in Table VIII-11, there are about 18 neighborhood park sites in the City, totaling about 73 acres.

Communities with neighborhood park deficiencies that could potentially be mitigated with currently zoned urban land are Thille, Montalvo, Wells and Saticoy. However, as of April 2002, there were no plans for neighborhood parks in these communities. According to Community

Services staff, the deficiencies in the Thille and Montalvo communities are of particular concern because of the rapidly depleting amount of available land in those areas.

### Service Area Parks

Service area parks are intended to provide opportunities and facilities of a special nature to a broad segment of the population. Service area parks preferably have a minimum size of 35-40 acres, although unique features or developments may be more important to a service area park than size alone. The City's standard for service area parks is 3 acres per 1,000 population. Amenities within may include athletic fields, courts, recreation buildings, preschool and youth play apparatus, group and individual picnic areas, and landscaped areas for informal activities and passive use. Six existing sites sizes totaling about 95 acres currently serve service area park functions.

The City's service area park acreage will be significantly increased by the full construction of the new Ventura Community Park. In March 1998, the City selected Thille Ranch, a 100-acre site at the intersection of Telephone Road and Kimball Road, for the development of a community park. Plans for the park include a community center, gymnasium, aquatics center, police storefront, and fire station. The park will also include areas for passive and active recreation, as well as permanent, indoor/outdoor sports fields and courts. These facilities will be able to accommodate informal community use, in addition to organized league practice and tournament games. The first phase of developing the park is scheduled for early 2003, with completion scheduled in 2004.

### Citywide Parks

A citywide park is an area or facility that offers recreational opportunities of such a variety that it attracts a wide range of local age groups and interests from inside and outside the City. Citywide parks are usually at least 100 acres in size, and the City standard is 5 acres per 1,000 residents. Citywide parks often feature large open space areas or unique natural or cultural areas, as well as group picnic areas, interpretive centers, riding, bicycling and hiking trails, formal sports facilities, and other unique features. Citywide parks allow for the preservation of quality leisure spaces, and efforts are made to include large scenic open spaces, where possible. Two existing sites in Ventura – Arroyo Verde Park and Grant Park - serve as citywide parks. The Ventura Community Park will also serve citywide park functions.

### Special Use Facilities

The City has not adopted specific standards for special use facilities, but operates eight such facilities totaling just over 330 acres. These facilities provide unique amenities that permit a single or specialized recreational activity. Special use facilities include two golf courses, the Seaside Wilderness Park, the Olivas Adobe Historical Park, and the Albinger Archaeological Museum.

### Linear Parks

The City has not adopted specific standards for linear parks; however, such facilities can serve many of the functions of both neighborhood and service area parks. Since 1974, with the adoption of a Linear Park System depicted on Land Use and Circulation Plan maps, it has been the City's intent to create a linear park around the perimeter of the City that preserves public access

and vistas. This network of greenways and barrancas in the City provides natural recreational opportunities for Ventura pedestrians. Linear parks are also a valuable component of the alternative transportation system as they include trails and bikeways for commuting and recreation. As shown in Table VIII-14, the 24 linear park facilities total about 46 acres (also see the Pedestrian System discussion in Chapter VII). The linear park system includes such features as bike paths, greenbelts, picnic tables, and tot lots.

Resources available for constructing the linear park and trail system are acquired through conditions placed on developers who plan to build in areas within the linear park network. A set of guidelines for linear park development adopted by the City Council in 1976 provide direction to developers in designing and improving linear park systems. They identify standards for linear park width, landscaping, fencing, and lighting for paths in eight categories: along barrancas, freeways, rivers, beachfront, marina, hillsides, Southern California Edison rights-of-way, and tree rows. The guidelines emphasize widened turf areas for multi-purpose recreational uses within easy reach of adjacent urban areas.

**Table VIII-13. Non-City Special Use Facilities**

<b>Facility Name</b>	<b>Acres</b>	<b>Ownership</b>
Channel Islands National Park Headquarters	2.75	Federal
Emma Wood State Beach	35.87	State
Marina Beach/Cove	12.87	Ventura Port
McGrath State Beach	170.00	State
San Buenaventura State Beach Park	116.21	State
Saticoy Regional Golf Course	48.62	County
Ventura County Fairgrounds	51.96	State
Ventura College (ball fields, pool, gymnasium, track, media center)	5.00	Community College District
VUSD fields (various schools)*	156.80	Ventura Unified School District
<b>TOTAL</b>	<b>600.08</b>	

Sources: City of Ventura, Parks and Recreation Element and Workbook, 1989 and Community Services Department, 2002, Ventura College, 2002, VUSD, 2002.

\* Acreage based on estimate of turf area at all VUSD sites.

### ***Beaches & Other Non-City Special Use Recreational Facilities***

In addition to City-owned parks, a number of other recreational facilities are available within the planning area. Foremost among these are the seven miles of beach that line the western boundary of the City. Although not owned by the City, the waterfront open space provides valuable recreational opportunities for Ventura residents. Other non-City facilities include the County Fairgrounds and the Saticoy Regional Golf Course. In addition, the Ventura Unified School District and Ventura College have joint-use agreements with the City so that residents have access to their sports fields, pools, and gymnasiums after school hours. Table VIII-13 lists non-City recreational facilities that are available to community residents.

Special use facilities, parks within the planning area belonging to other jurisdictions, and state beach property outside the City limits help make up for the shortage of park area in Ventura. While these facilities meet some citywide needs, they are not considered as contributors to citywide park acreage.

### ***Concerns Regarding Ventura Parks***

Table VIII-14 shows the total acreage of parks and other recreational facilities in the City. As indicated, the planning area includes a total of about 1,456 acres of park and other recreational facilities, including about 856 acres of City parks (including linear parks). Based on the City's total acreage standard (10 acres per 1,000 residents), community-wide demand for parks is estimated at about 1,050 acres. Therefore, City parks alone do not meet the current Comprehensive Plan acreage standard, although the overall acreage of available recreational facilities exceeds 10 acres per 1,000 residents.

**Table VIII-14. Total Park Acreage**

<b>Park Type</b>	<b>Current Acreage</b>
City Park	810*
Linear Park (City-Owned)	46
Non-City Facility	600
<b>Total</b>	<b>1,456</b>

*Sources: City of Ventura, Parks and Recreation Element and Workbook, 1989, and Community Services Department, 2002.*

*\* Note: the new Ventura Community Park is included in this total.*

The lack of available land to develop additional park facilities for Ventura's growing population is a primary concern with respect to parks. Also, although the City has joint-use agreements with VUSD and Ventura College where school playfields are used by community and youth groups after school hours, reliance upon these joint-use agreements is potentially problematic because of the limited availability of school ground facilities and the accelerated decline of field quality due to overuse. Finally, even after the completion of the Ventura Community Park, the City will still have a shortage of basketball, volleyball, and tennis courts, soccer fields, softball diamonds, pools, and other athletic facilities to meet the current and projected future needs of Ventura residents.

### ***City Recreation Programs***

The City operates four neighborhood centers (Ventura Avenue Adult Center, Senior Recreation Center, Barranca Vista Center, and Westpark Community Center), where recreation programs and senior services are available to city residents. A large Citywide Community Center is planned for the future phases of the Community Park at the Thille Ranch site.

City organized sports programs include youth and adult teams and classes, the most popular of which are softball, soccer, and aquatics. A study found that 33,478 Ventura residents participated in organized sport activities in 2000. Other recreational activities include youth and

adult arts education programs (with about 8,000 participants annually), environmental education, adaptive recreation programs, youth after-school activities and summer camps.

City senior programs cater to residents 50 years and older, who constitute about 22 percent of the City's population. Senior services facilities are located on North Ventura Avenue and Downtown on East Santa Clara Street. Programs include health screening, a senior nutrition program, a home energy assistance program, transportation services, health insurance counseling, and income tax preparation.

The City sponsors several cultural special events. Three Art Walks are held annually in the spring, summer, and fall, highlighting Ventura's visual artists with between 8,000 and 10,000 participants. Two street festivals, one on July 4 and one on the second Sunday in December, each draw 35,000-40,000 visitors to Downtown.

### ***Concerns Regarding City Recreational Services***

Community Services staff note that services or facilities not provided but desired by residents, as well as existing services that could be enhanced, include:

- A citywide performing / cultural arts facility;
- Additional senior centers, particularly in East End;
- Additional services for the mentally and physically disabled, especially transportation;
- Additional child care services;
- After school programs;
- Westside pool; and
- Gymnasiums, community centers.

## **7. Solid Waste Management**

The Environmental Services Office (ESO) in the City Public Works Department manages collection and disposal of solid waste. The Office also develops methods of waste diversion.

The City has a franchise agreement with Harrison Industries for residential and commercial solid waste removal. This arrangement includes curbside collection, with three residential disposal options (trash, recyclables, and yard waste), plus the "Unicycling Recycling Program" for businesses that allow bagged trash and recyclables to share a single container. An additional no-fee salvager permitting system allows other companies to collect recyclable materials from Ventura businesses.

After collection, waste is sorted at the Gold Coast Material Recovery Facility and Transfer Station. What cannot be recycled is sent to landfills. The majority of Ventura's non-recycled waste (95 percent) goes to Toland Road Landfill, while about 3 percent is sent to the Simi Valley Landfill. The remaining 2 percent is shipped to landfills in Los Angeles County. Operated by the Ventura Sanitation District, Toland Road Landfill has a permitted throughput of 1,500 tons of waste per day. Its total permitted capacity is 30 million cubic yards of waste, and it is projected to reach capacity in 2027.

**Table VIII-15. Waste Diversion Programs, 1999**

<b>Program Description</b>	<b>Program Implementation</b>	<b>Tons/Year Diverted</b>	<b>Percentage of Total Diversion</b>
Business Source Reduction (education program)	ESO	54,307	29%
Business Internal Recycling (education program)	ESO	28,812	15%
Green Waste Drop-off	City Public Works	23,989	13%
Aggregate Base Recycling	City Streets and Engineering Divisions	14,500	8%
Residential Curbside Yardwaste Recycling	Harrison Industries	12,724	7%
Permitted Salvagers (permitting system)	ESO	12,426	6%
Inert Waste Recycling by City Contractors	City Streets and Engineering Divisions	12,111	6%
Commercial Recycling (recyclable materials & yardwaste)	Harrison & Gold Coast Recycling	10,741	5%
Bio-Solids Recycling	City Sanitation Dept.	9,801	5%
Residential Curbside Recycling	Harrison Industries	8,044	4%
Parks Grasscycling	City Parks Dept.	958	<1%
Backyard Composting (education program)	ESO	499	<1%
AB 2020 Buyback Centers	California Dept. of Conservation	46	<1%
Tire Recapping	City Fleet Maintenance Division	5	<1%
<b>TOTAL</b>		<b>188,963</b>	<b>100%</b>

Source: City of Ventura, Waste Program Office Program Report, 2000.

State law requires cities to divert at least 50 percent of the solid waste they generate from landfills through source reduction, reuse of materials, and recycling. The ESO has initiated a series of projects that have resulted in a comprehensive waste reduction and recycling program. Each year, the amount of waste diverted from local landfills has increased. In 1999, approximately 319,000 tons of waste was generated in Ventura. Of that amount, 189,000 tons, (59 percent) was diverted from landfill disposal. Of the approximately 320,000 tons of waste generated citywide in 2000, roughly 208,000 tons (65 percent) was diverted from landfills. Table VIII-15 lists the program, implementing agency, the tons diverted, and the percentage of the total diversion attributed to that program for 1999. The 1999 data can be consolidated into six program categories, listed in Table VIII-16.

**Table VIII-16. Waste Diversion Program Categories**

<b>Program</b>	<b>Tons / Year Diverted</b>	<b>% of Total Diversion</b>
ESO Education Outreach	83,618	44%
City Public Works Department	61,364	32%
Harrison & Gold Coast Residential Recycling Collection	20,768	11%
Permitted Salvagers Commercial Recycling	12,426	7%
Harrison & Gold Coast Commercial Recycling	10,741	5%
AB 2020 Recycling Centers	46	<1%
<b>TOTAL</b>	<b>188,963</b>	<b>100%</b>

*Source: City of Ventura, Waste Program Office Program Report, 2000.*

In 1999, the largest portion of waste diverted (44 percent) was through ESO Education Outreach programs. As State law allows the City to document waste diverted through source reduction and in-house recycling programs, the ESO has designed and implemented a variety of educational outreach programs to inspire and persuade residents and businesses to reduce their waste through source reduction. In 1999, 29 percent of Ventura's total diversion was attributed to source reduction. The ESO educational program includes exhibits and special events, media advertisements, Waste Watch awards, cable access television programs, an internet website, compost workshops, and school presentations.

Public Works Department efforts accounted for 32 percent of waste diversion in 1999. More than 26,000 tons of concrete, asphalt, and soil are recycled during City construction projects each year. Contractors who perform construction and demolition work for the City are directed to divert the materials from landfill disposal. Public Works also recycles about 24,000 tons of green waste and wood annually. Tree trimmings, beach storm debris, and wood from demolition projects are either chipped by City crews and given away as free mulch to residents, or separated and delivered to Cal Wood, a local company that processes the materials into soil amendment products. Public Works no longer collects and bags grasses cut at City parks, allowing grass clippings to decompose naturally. The Department also diverts 9,800 tons of biosolids generated annually at the City Wastewater Treatment Plant by using the biosolids as agriculture soil amendments.

Harrison Industries and Gold Coast Recycling residential and commercial collection account for 16 percent of waste diversion. The franchise agreement between the City and Harrison Industries encompasses a variety of options for waste diversion, such that every commercial and residential customer could be currently participating in some type of waste diversion program if they desired. Permitted salvagers and recycling centers are responsible for the remaining 8 percent of diversion.

ESO provides several household hazardous waste disposal and recycling options for residents and small businesses. One-day collection events for all types of hazardous waste occur on a quarterly basis, with attendance increasing steadily since 1997. In 2000, between 20,000-25,000

pounds of hazardous waste were collected from 200-250 residents and small businesses at each event. Gold Coast Recycling Center accepts certain hazardous wastes from residents and businesses, collecting 50,000 pounds of waste in 2000. Venturans recycled more than 110,000 gallons of motor oil and 37,000 pounds of oil filters in 2000 at 13 used-oil collection centers. Two local paint stores voluntarily serve as collection centers where residents annually recycle 1,500-2,000 gallons of latex paint, the majority of which is reused by the City for covering graffiti.

### ***Solid Waste Concerns***

Although residents of Ventura are increasingly diverting more solid waste each year, space is decreasing in area landfills. Ventura Regional Sanitation District staff indicates that when Toland Road Landfill reaches capacity, it will either be expanded or new landfill sites will be identified. In addition to using local landfills, other options for solid waste disposal include rail transfer or incineration.

One issue of concern relates to disposal of electronic products. Some electronic companies offer recycling services, where they return discarded products (computers, hardware, cartridges, etc) to their country of origin to be recycled; however, these products are frequently disposed of in ways that pollute the environment. Accordingly, the City is part of a statewide effort exploring alternative ways of recycling electronic waste without shipping it overseas.

Another statewide concern is disposal of food waste. Integrated Waste Management Board data show that Californians disposed of approximately 6 million tons of food in 1999. That year Ventura residents disposed of about 8,400 tons of food, the largest segment (comprising 20%) of the disposed waste stream. City staff is continuously developing ways to reduce this amount by coordinating with social service providers such as food pantries and homeless shelters.

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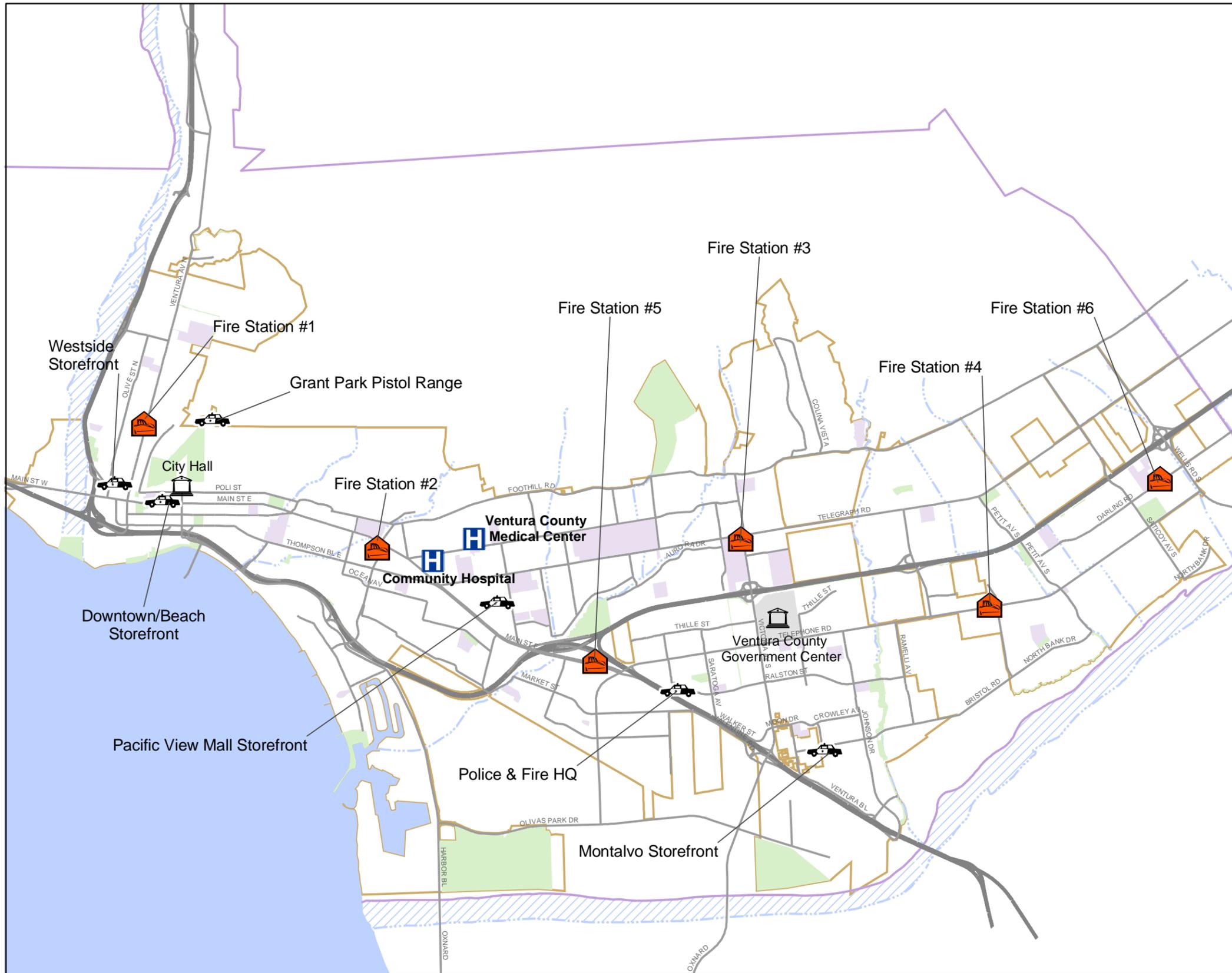
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**Figure VIII-1  
Police and Fire Stations**

**Legend**

-  Police
-  Fire
-  Hospital
-  Government
-  Schools
-  Parks
-  Barrancas
-  Rivers
-  Freeway
-  Major Road
-  City Limits
-  Planning Area



**City of Ventura  
Comprehensive Plan Update**

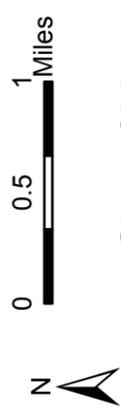
Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

*The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.*



**Figure VIII-2  
Public Schools and Libraries**

- Legend**
-  Elementary School
  -  Middle School
  -  High School
  -  School Facilities
  -  Adult Education
  -  Community College
  -  Library
  -  Freeway
  -  Major Road
  -  Parks
  -  County Govt. Center
  -  Planning Area
  -  City Limits



**City of Ventura  
Comprehensive Plan Update**



Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.

**Figure VIII-3  
Parks and Recreational Facilities**

**Legend**

-  City, County, State, and Linear Parks
-  Planned Community Park
-  Linear Park Network
-  Recreational Facilities
-  Rivers
-  Barrancas
-  City Limits
-  Planning Area



0 0.5 1 Miles

**City of Ventura  
Comprehensive Plan Update**

Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

*The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.*



## IX. Infrastructure

### 1. Water Resources

This section presents information about the City of Ventura water system as of April 2002. Facilities discussed include water treatment, wells, reservoirs, pump stations, and pipelines. The City water system consists of approximately 30,000 service connections. The City receives supplemental water from Casitas Municipal Water District and United Water Conservation District. The City water system provides water to residential, commercial, industrial, petroleum recovery, irrigation, and municipal users. Raw water is used for irrigation and injected into the ground for oil recovery. All other customers receive treated potable water.

The western portion of the City obtains water predominantly from Lake Casitas and the Ventura River diversion near Foster Park north of the City. The eastern portion of the City obtains water predominantly from wells drawing on three groundwater basins. Because of an agreement between the Casitas Water District and the U.S. Bureau of Reclamation and the method of financing the Lake Casitas project, water from Lake Casitas cannot be used outside the Casitas District boundaries. Only City-generated water diverted from the Ventura River at Foster Park can be used to service the eastern area of the City.

An operational evaluation prepared as part of the 1993 City Water Master Plan provides a detailed analysis of the water system and future needs. The study evaluated water quality, supply and storage capacity, the distribution system, system reliability, and operational flexibility. The study identified alternative sources of supply, recommended system improvements, and provided an implementation plan for meeting the future demand.

The water system consists of four treatment facilities, 30 tanks and reservoirs (active) on 20 sites, 22 pump stations, and 10 groundwater wells. One of the treatment facilities has been decommissioned. The service area is divided into 15 pressure zones. These zones have been established based on the growth pattern, topography, and physical capability of the water pipelines, storage, and pumping facilities. Figure IX-1 shows the location of water distribution facilities, and Table IX-1 lists the water treatment facilities and their capacities.

**Table IX-1. Water Treatment Facilities**

<b>Treatment Facilities</b>	<b>Capacity</b>	<b>Remarks</b>
Avenue Water Treatment Plant	10 MGD	In Service
Seaward Water Conditioning Plant	6 MGD	Decommissioned
Bailey Water Conditioning Facility	4 MGD	In Service
Saticoy Water Conditioning Facility	4 MGD	In Service

Source: City of Ventura Public Works Department

Table IX-2 shows that City water storage facilities, consisting of tanks and reservoirs, have a total capacity of 49.68 million gallons (MG).

**Table IX-2 Water Storage Facilities**

<b>Reservoir</b>	<b>Status</b>	<b>Zone</b>	<b>Capacity</b>
Power Reservoir	Active	210	15.17 MG
Pistol Range Tank	Active	210	1.0 MG
Hall Canyon Reservoir (2)	Active	210	8.20 MG
Grant Park Reservoir (2)	Active	260	2.20 MG
Hall Canyon Tanks (2)	Active	260	0.65 MG
Bailey Reservoir (3)	Active	330	7.2 MG
Valley Vista Tank (New)	Active	400	1.0 MG
Foothill Tanks (2)	Active	430	1.50 MG
Sexton Tanks (2)	Active	430	5.00 MG
Corbett Tank	Active	430	1.50 MG
Mariano Tanks (2)	Active	460	0.65 MG
Kimball Tank	Active	530	1.00 MG
McElrea Tanks (2)	Active	598	0.25 MG
View Park Tank	Active	597	0.16 MG
Kalorama Tanks (2)	Active	605	0.30 MG
Willis Tank	Active	605	1.0 MG
Ondulando Tank	Active	860	0.40 MG
Nob Hill Tank	Active	1035	0.30 MG
Seneca Tank	Active	400	1.2 MG
Elizabeth Tank	Active	605W	1.0 MG
<b>Total Storage Capacity (Active)</b>			<b>49.68 MG</b>

The City's distribution system mains fall into two categories: (1) distribution mains ranging in size from 4-inches to 12-inches in diameter; and, (2) transmission mains ranging in size from 14-inches to 36-inches in diameter. Table IX-3 provides a breakdown of the composition of the City's distribution system. Figure IX-1 shows the location of water distribution mains.

**Table IX-3. Distribution Mains**

<b>Material</b>	<b>Amount (Percent)</b>	<b>Size (Inches)</b>
Cast Iron – Cement Lined	40	4-36
Ductile Iron	5	4-20
Asbestos Cement	40	6-10
PVC	10	8
Standard Steel	5	12-20

Source: City of Ventura Public Works

The City operates and maintains 21 pump stations, eight of which have been recently improved. Table IX-4 lists these pump stations.

**Table IX-4 Booster Pump Stations**

<b>Booster Pump Station</b>	<b>Unit No.</b>	<b>Total Capacity (gpm)</b>	<b>Horsepower (Hp)</b>	<b>Zone Supplied</b>
Elizabeth	#1	1600	75	535
	#2	1600	75	535
	#3	1600	75	535
McElrea	#1	400	30	588
	#2	400	30	588
Day Road	#1	540	40	605
	#2	Standby only	40	Standby only
	#3	Standby only	40	Standby only
Foothill	#1	400	40	430A
	#2	440	40	430A
Golf Course <sup>1</sup>	#1	2000	250	330
	#2	2000	250	330
	#3	2000	250	330
	#4	2000	200	315
Gosnell	#2	1500	200	Standby only - 400
Hall Canyon <sup>1</sup>	#1	675	20	260
	#2	750	20	260
Kimball <sup>1</sup>	#1	1000	40	535
	#2	1000	40	535
Five Points <sup>1</sup>	#2	1600	100	430
	#3	2500	200	430
	#4	2500	200	430
	#5	2500	200	430
Modella <sup>1</sup>	#1	660	25	260
	#2	660	25	260
	#3	660	25	260
Nob Hill <sup>1</sup>	#1	480	30	1035
	#2	480	30	1035
Ondulando <sup>1</sup>	#1	600	75	860
	#2	600	75	860
Power <sup>1</sup>	#1	7000	200	210
	#2	7050	200	210
Seaward & Poli	#1	1100	100	430
	#2	1100	100	430
	#3	1100	100	430
Mariano	#1	590	50	466
	#2	590	50	466
Valley Vista	#1	480	40	400
	#2	480	40	400
	#3	900	75	400
View Park	#1	500	40	605
	#2	500	40	605
Willis	#1	545	50	860
	#2	545	50	860
Bailey	#1	2400	100	430
	#2	2400	100	430
	#3	2400	100	430
Kalorama & Church St.	#1	430	60	605
	#2	430	60	605
330 Zone	#1	2500	300	330
	#2	2500	300	330
	#3	2500	300	330

<sup>1</sup>Improvement made in April 2002.

Source: City of Ventura Public Works

**Table IX-5  
Pressure Zones**

<b>ZONE</b>	<b>Area (Ac.)</b>
400/260R	2322.0
535	1695.5
1035	109.7
210	4338.7
860	402.5
860/660R	220.5
430	5292.2
605K	77.5
605M/466R	97.5
260	628.0
605V	136.0
330	4411.2
466/360R	325.4
605W	300.2
<b>Totals</b>	<b>20,356.8</b>

The City’s system is divided into 14 pressure zones (see Table IX-5 and Figure IX-1), which range from 210 to 1,035 feet above sea level. These zones were established based on the land use pattern, topography and the ability to optimize system pressure. The pressure zone numbers refer to the storage facility and high water elevations serving that zone. Four pressures zones, 400/260R, 466/360R, 605M/466R, and 860/660R all reduce pressure within an individual zone to keep delivery pressures adequate. The City does not experience any low pressures.

The City has five different well groups with a total of 12 wells, as shown in Table IX-6. The Golf Course Wells, Victoria Well, and Nye Wells are used extensively. Victoria Well #2 and Saticoy Well #2 located at the Saticoy Water Conditioning facility are the most recent wells added to the system.

Source: City of Ventura GIS

**Table IX-6. Water Wells**

<b>Well</b>	<b>Location</b>	<b>Discharge Zone</b>	<b>Unit Number</b>	<b>Horsepower</b>	<b>Quantity (gpm)</b>	<b>(TDH) (ft)</b>
Golf Course	Ventura Golf Course	330	#3	75	2,304	500
			#4	75	2,069	500
			#5	75	2,500	500
			#6	75	2,500	500
Victoria	800 S. Victoria	330	#2	450	2,800	500
Saticoy	Telephone and Wells Road	430	#2	No data Available	No data Available	500
Nye	Foster Park	210	#1A	15	500	37
			#2	10	550	40
			#7	25	1,670	36
			#8	15	1,034	33
Mound	Hill and Telegraph	330	#1			
			#2			

Source: City of Ventura Public Works

There are presently five water sources that provide water to the City water system.

- Casitas Municipal Water District
- Ventura River Surface Water Intake, Subsurface Water and Wells (Foster Park)
- Mound Groundwater Basin
- Oxnard Plain Groundwater Basin (Fox Canyon Aquifer)
- Santa Paula Groundwater Basin

Table IX-7 summarizes historic and projected water supply from these sources, as detailed in the 2000 City Urban Water Management Plan. The historic delivery values shown represent the capacity of available sources. The projected numbers in the table estimate available water supply levels under normal, non-drought conditions. Actual water supply levels in any given year may be significantly higher or lower than these averages.

**Table IX-7. Historic and Projected Water Source Supply Availability (Acre Feet)**

Year	Surface Water		Groundwater			Total Water Supply
	Lake Casitas	Ventura River	Mound Basin	Oxnard Plain Basin	Santa Paula Basin	
<i>Historic</i>						
1980	7,544	7,276	0	5,198	2,129	22,147
1985	9,099	5,493	2,360	6,172	46	23,170
1990	6,175	2,859	4,365	5,749	0	19,148
1995	1,622	9,042	2,169	2,603	2,594	18,030
1996	4,456	7,926	2,789	2,768	1,599	19,538
1997	7,089	7,052	213	3,452	2,025	19,831
1998	4,328	8,069	802	4,312	1,033	18,544
1999	7,061	6,419	3,954	1,621	1,669	20,724
2000	5,846	6,801	4,590	2,675	1,697	21,609
2001	6,250	5,727	4,036	908	2,007	18,928
<i>Projected</i>						
2005	8,000	6,700	4,200	4,400	3,000	26,300
2010	8,000	6,700	4,200	4,100	3,000	26,000
2015	8,000	6,700	4,200	4,100	3,000	26,000
2020	8,000	6,700	4,200	4,100	3,000	26,000

Source: City of Ventura Urban Water Management Plan, December 2000

The City generally uses its water supplies in the following order: Ventura River, Lake Casitas and groundwater basins. Water is used in this order to maximum amount of surface water that would otherwise be lost to runoff before using stored groundwater.

The City also utilizes recycled water supply from the Ventura Water Reclamation Facility to augment its municipal water supply. The tertiary-level treatment plant produces effluent that meets the requirements of Title 22 of the California Administrative Code at a plant capacity of approximately 10.5 million gallons per day. Recycled water is currently used at two golf courses, for landscaping at the Olivas Adobe City Park, and for landscaped medians in the Santa Clara River Estuary. Treated effluent is also used for wildlife enhancement in the Ventura marina area. The City recycled water system consists of five miles of pipelines and two pumping facilities. The total recycled water delivery for 1999 was 329 million gallons.

The 1992 City Reclaimed Water Master Plan, which guides future expansion of reclaimed water service, recommends pursuit of landscape irrigation opportunities adjacent to or within reasonable distances of existing reclaimed water distribution systems. A 1999 City review of the Plan noted that implementation of all of the recommended improvements was not justified at that time because the amount of available effluent supply was less than estimated in the Master Plan due to the fact that most of the reclaimed water is required to be discharged into the estuary, and that the proposed expansion of the golf courses currently using reclaimed water would utilize

most or all of the estimated available supply. The analysis also found that reclaimed water fees did not generate enough revenue to allow significant expansion and/or upgrades to the existing reclaimed water system. The City Council adopted a policy for reclaimed water, which allows the City to provide reclaimed water, to irrigation users as available, to new and existing potable water customers, thereby decreasing potable water demand.

To enhance system reliability, the City, pursuant to regulations set by the Fox Canyon Groundwater Management Agency has established a water bank for emergency purposes. This water is reserved for significant water shortage such as drought or catastrophic events and is not available for normal use. State Water Project water became available in 1971 through an agreement with the Casitas Water District and the Department of Water Resources that is valid until 2038. However, the City has not yet received delivery of its entitlement, and it is not certain if or when facilities will be constructed to transport State Water Project water to the City.

Water consumption in the City has decreased as a result of successful water conservation efforts. Demand management programs include plumbing retrofits, mandatory conservation ordinances affecting new and existing homes and businesses, water system optimization, and higher cost of water through increasing block rates. Existing and proposed conservation programs are intended to reduce per capita water use through more efficient water consumption by all users.

**Table IX-8. Historic and Projected Water Production (Acre Feet)**

<b>Year</b>	<b>Estimated Population</b>	<b>Per Capita Use <sup>(1)</sup></b>	<b>Treated Water Production</b>	<b>Raw Water Production</b>	<b>Total Water Production</b>
<i>Historic</i>					
1980	73,497	0.236	17,381	4,766	22,147
1990	92,557	0.182	16,831	2,317	19,148
1995	99,100	0.166	16,428	1,602	18,030
1996	100,000	0.180	18,038	1,500	19,538
1997	100,600	0.179	18,002	1,829	19,831
1998	101,700	0.165	16,775	1,769	18,544
1999	102,700	0.191	19,657	1,067	20,724
2000	100,916	0.203	20,481	1,128	21,609
2001	101,925	0.175	17,793	1,135	18,928
<i>Projected</i>					
2005	109,465	0.194	21,236	2,500	23,736
2010	115,774	0.194	22,460	2,500	24,960
2015	122,447	0.194	23,755	2,500	26,255
2020	129,504	0.194	25,124	2,500	27,624

Source: City of Ventura Urban Water Management Plan, Dec. 2000

(1) Per capita use excludes raw water and oil use.

Table IX-8 presents historic and projected water production in the service area. The City does not currently experience water supply shortages and does not anticipate the need for additional supplies until 2015.

### ***Drinking Water Quality***

In late 2002, the City will have completed changes to its water supply disinfection program for the use of chloramines for disinfection rather than chlorine primarily because the Casitas District is also switching to chloramine disinfection and the two methods can't be utilized where the water would be commingled. This process was selected because chloramines have less odor and taste. The City owns and maintains a full scale, state certified laboratory where water quality is monitored. All treatment plants are run by State certified operators who consistently monitor water quality constituents.

In order to ensure tap water is safe to drink, the U.S. Environmental Protection Agency (EPA) and the California Department of Health Services prescribe regulations that limit the amount of certain contaminants allowed in water provided by public water systems. The City of Ventura treats its water according to the Department's regulations. Table IX-9 shows the latest water quality test results for Ventura. The system meets all primary drinking water standards including state and federal water quality requirements. However, as shown in Table IX-9, the average total dissolved solid concentration from groundwater sources was slightly higher than the Maximum Contaminant Level (MCL) for secondary standards.

The following terms are used to describing water quality.

- **Maximum Contaminant Level (MCL):** The highest level of a contaminant allowed in drinking water. Primary MCLs are set as close to the Federal Public Health Goals or State Maximum Contaminant Level Goals as is economically and technologically feasible. Secondary MCLs are set to protect the odor, taste and appearance of drinking water.
- **Primary Drinking Water Standard:** MCLs for contaminants that affect health along with their monitoring and reporting requirements, and water treatment requirements.
- **Maximum Contaminant Level Goal:** The level of contaminant in drinking water below which there is no known or expected risk to the health; set by EPA.
- **Public Health Goal:** The level of a contaminant in drinking water below which there is no known or expected risk to health; set by the California EPA.
- **Regulatory Action Level (RAL):** The concentration of a contaminant, which, if exceeded, triggers treatment or other requirements that a water system must follow.

The Department of Health Services also conducts an annual inspection of the public water systems. Table IX-10 shows the latest water quality testing results for the distribution system and wells. An inspection report prepared in 2001 indicated a history of high nitrate levels in the following Eastside well: standby Victoria Well No. 1 (44.3 mg/l). Monthly sampling is required at this well to monitor nitrate. The City obtained additional samples at Victoria Well No. 1 with nitrate results around 10 ppm in June 2001, and 8.1 ppm in January 2002. The MCL is 10 ppm. The City is attempting to determine if an operational solution to lowering the nitrate level is feasible. Although the MCL for nitrate is above the allowable level, the City has made adjustments to meet the MCL as mandated by the Department of Health Services.

Table IX-9. Water Quality Testing, 2001

Constituent	Units	Maximum Level MCL	Ventura River		Groundwater		CMWD	
			Average	Range	Average	Range	Average	Range
<b>Primary Standards (PDWD)</b>								
Water Clarity								
Turbidity	NTU	5	0.24	0.09-0.24	0.4	0.1-0.4	0.13	0.01-0.13
Radioactive Contaminants								
Gross Alpha	pCi/l	15	3.8	2.1-5.8	6.7	2.7-12.1	2	0.9-2
Gross Beta	pCi/l	50	4	ND-8.0	8	ND-15.8	NA	NA
Radium 226 & 228	pCi/l	5	0.63	ND-1.7	1.1	ND-1.7	NA	NA
Uranium	pCi/l	20	2.4	1.8-3.4	5.1	2.8-8.5	NA	NA
Inorganic Contaminants								
Aluminum	ppb	1000	ND	ND	89	63-114	ND	ND
Arsenic	ppb	50	ND	ND	ND	ND	2	2
Barium	ppm	1	ND	ND	ND	ND	0.1	0.1
Fluoride	ppm	2	0.5	0.4-0.6	0.5	0.5-0.8	0.2	0.2
Nitrate (as N)	ppm	10	0.8	ND-1.3	0.7	ND-2.2	0.4	ND-0.7
<b>Secondary Standards</b>								
Aesthetic Standards								
Color	color	15	ND	ND	4.1	ND-5	2	1-2
Odor	Threshold	3	ND	ND	ND	ND-2	2	1-2
Chloride	ppm	500	28	24-36	67	27-97	11	11-12
		Non						
Corrosivity	ppm	corrosive	0.23	-0.21-0.47	0.37	0.13-0.71	0.3	0.3
Iron	ppb	300	ND	ND	ND	ND-200	ND	ND
Total dissolved solids	ppb	1000	498	460-558	1133	994-1392	370	370
Specific conductance	umhos	1600	756	650-800	1560	1376-1800	524	500-560
Sulfate	ppm	500	189	171-197	546	192-710	132	132
Additional Constituents								
pH	units	6.5-8.5	7.7	7.5-7.9	7.5	7.1-8.1	NA	NA
Hardness	ppm	None	334	263-517	587	531-711	225	225
Calcium	ppm	None	81	64-96	159	146-182	NA	NA
Magnesium	ppm	None	27	24-29	46	39-62	NA	NA
Sodium	ppm	None	34	27-38	130	97-166	23	23
Phosphate	ppm	None	0.1	0.1-0.21	0.1	0.07-0.15	NA	NA
Potassium	ppm	None	2.5	2.3-2.9	4.8	4.1-5.4	NA	NA
Total Alkalinity	ppm	None	160	141-187	235	151-289	NA	NA

**Table IX-10. Distribution System and Well Testing, 2001**

Constituent	Units	Maximum Level MCL	Distribution System Average	Distribution System Range
<b>Primary Standards</b>				
Disinfection				
Chlorine Residual	ppm	None	1.1	0.2-2.2
Disinfection By Products				
Total Trihalomethanes	ppb	100	67.8	ND-111
Total Haloacetic Acids	ppb	60	51.1	5.5-83.9
Microbiological Contaminants				
Total Coliform Bacteria	NA	5%	0	0
Fecal Coliform Bacteria	NA	0	0	0

Constituent	Units	Maximum Level RAL	Samples Collected	Above RAL	90th Percentile
Lead	ppb	15	36	0	ND
Copper	ppm	1.3	36	1	0.72

ND: Not Detected

NA: Data Not Available

## 2. Sewer System

This section presents information for evaluation of the City of Ventura sewer system as of April 2002. Sewer system components discussed are treatment facilities, lift stations, pipelines and new facilities and services. The majority of residents receive sewer service directly from the City; however, three separate sanitary sewer agencies provide service to specific areas: Montalvo Municipal Improvement District, Saticoy Sanitary Sewer District, and Ojai Valley Sanitary District. Each agency has its own treatment facility. There are a few pockets in the City currently served by individual septic tanks, which typically have been annexed to the City since 1979 and have been slowly connecting to the sewer system as failures of private septic tank systems occur.

The City collection system includes seven major tributary, or planning, areas (see Figure IX-2) with a total service area of 31,309 acres: Ventura Avenue; Vista Del Mar; Woolsey Trunk; Pierpont Bay; Olivas-Bristol Trunk; Wells Road Valley; and, Santa Clara River area. The downtown area has sewer pipes that were installed as early as 1905. Some of the most recently installed pipes comprise the southern portion of the sewer system in the harbor area.

The City also provides wastewater treatment for tributary collections systems operated by others. These include the North Coast Communities (Ventura County Service Area 29), where the system is owned by the County and operated by the Ventura County Regional Sanitation District, and McGrath State Beach, owned and operated by the State.

**Table IX-11. Estimated Transmission Main Composition**

Material	Amount (Percent)
VCP <sup>1</sup>	80
PVC <sup>2</sup>	20

<sup>1</sup>VCP: Vitrified Clay Pipe<sup>2</sup>PVC: Poly Vinyl Chloride

Source: City of Ventura Public Works Department

The City collection system consists of nearly 60 miles of main collector sewer pipeline with about 450 miles of total gravity sewer pipe, 3 miles of force mains, 8,700 manholes, and 14 lift stations, two of which have been abandoned indefinitely. Sewer system lines range in diameter from 4 to 48 inches. Figure IX-2 shows the locations of sewage collection and treatment Facilities. Table IX-11 provides details about the composition of the conveyance system, and Table IX-12 summarizes the lift station capacities.

**Table IX-12. Lift Station Capacities (City Facilities Only)**

Facility Name	Capacity (gpm)
Beachmont	200
Cabrillo Village	Data not available – <i>Private Facility</i>
Harper Drive	160
Mammoth Street	Abandoned indefinitely
Marina	275
North Bank	580
Olivas	Abandoned indefinitely
Pierpont	2400
Seaside	4200
Seaview	200
Spinnaker	300
State Beach	385
Topaz	271
Wells Road	965

Source: City of Ventura Public Works Department

The Pierpont Lift Station is in the process of being upgraded to improve reliability performance, and various sewer replacements are being undertaken as part of the City's current Capital Improvement Program. One such project is the North Bank replacement, which is scheduled to be in operation by the end of 2003 and when completed will eliminate the Topaz, Harper and Wells Road Lift Stations as well as the old North Bank Lift Station.

### ***Deficiency Studies and Plans***

A 1988 study analyzed system deficiencies and build-out alternatives for the different planning areas, and how these alternatives would impact the sewer system. Four alternatives were evaluated with differing land use growth projections and effluent collection procedures between the four sewer providers. Another 1988 study proposed development of a new gravity sewer in three phases. The system consisted of a lower segment, middle segment, and upper segment. The upper segment, known as the Bristol Relief Sewer Phase 1, is a 36-inch diameter pipeline, which was constructed in 1994. The second phase of this improvement was constructed in 1997-

98 and together these improvements relieved capacity constraints in the east end. Phase 2 of the Bristol Relief Sewer is now included in the current Capital Improvement Program.

A third study prepared in 1990 recommended abandoning several existing lift stations in the east end of the City, installing one large lift station, and installing several sewer lines to serve localized areas. The 1995 East Ventura Sanitary Sewer Collector Study contains a comprehensive re-evaluation of the earlier proposed sewer system improvements. The report addressed sewer flows for 1995 conditions and projected development, newly constructed sewer facilities in the area, and optimization of the improvements recommended in the previous reports.

**Table IX-13. Planned Sewer System Capital Improvement Projects**

<b>Project No.</b>	<b>Project Description</b>	<b>CIP Reference Page</b>
96850	Sewer Repairs, Church to Buenavista	10 – 7
96851	VWRF Odor Control	10 – 9
96852	North Bank Lift Station	10 – 11
96853	Modify Administration and Operations Building	10 – 13
96854	VWRF Emergency Generator	10 – 15
96855	VWRF Upgrade, Phase II	10 – 17
96860	Bristol Relief Sewer – Final Phase	10 – 19
96861	New Influent Headworks	10 – 21
96865	Wastewater Lift Station Repair	10 – 23
96866	North Bank Force Main	10 – 25
96867	Southern Trunk Sewer	10 – 27
96868	Wells Trunk Sewer	10 – 29
96869	Western Trunk Sewer	10 – 31
96871	Pierpont Lift Station Upgrade	10 – 33
96872	Wastewater Vehicle Maintenance Storage	10 – 35
96873	Waste Activated Sludge Pump Station	10 – 37
96874	Tertiary Filter Replacement	10 – 39
96877	Downtown/Westside Sewer System Analysis	10 – 45
96878	VWRF Digester 4	10 – 47
96879	Sewer Realignment and Sag Repair	10 – 49
96880	Sewer Capacity Upgrades	10 – 51

Source: City of Ventura

Since these studies were prepared, various developers have installed major off-site sewer improvements within the service area covered by these studies. The City has initiated a study of the western and central portion as well as the midtown and downtown portion of the sewer system that will investigate current conditions, analyze planning criteria and sewer flows, and addresses any deficiencies. The City also is video taping the entire sewer system to get a better idea of the condition and location of older pipes. In 2000, the City compiled a Preventive Maintenance and Spill Response Plan to aid in the prevention of sewage spills and overflows. To date there have been no emergencies involving sewage overflows from trunklines. Table IX-13 describes capital improvements to the sewer system planned during the next five years.

**Table IX-14. Treatment Facilities**

Treatment Facilities	Treatment Type	Capacity	Average Daily Flow
Ojai Valley Sanitary District Treatment Plant	Tertiary	3 MGD	2.14 MGD (71% capacity)
Ventura Water Reclamation Facility	Tertiary	14 MGD	10.5 MGD (75% capacity)
Montalvo Municipal Improvement District Treatment Plant	Secondary	0.36 MGD	0.242 MGD (67% capacity)
Saticoy Sanitary District Treatment Plant	Secondary <sup>1</sup>	0.25 MGD	0.16 MGD (64% capacity)

<sup>1</sup> Includes nutrient removal prior to percolation

Source: Individual agencies listed

### ***Treatment and Disposal***

Table IX-14 lists treatment facilities in the area that are all operating below capacity. Primary treatment consists of the physical removal of solids by screening and/or sedimentation. In secondary treatment, bacterial or biochemical action and sedimentation consumes and removes organic and biological material from the wastewater. In tertiary treatment, the wastewater is coagulated, filtered and disinfected to further remove solids, and bacterial and pathogenic material.

The Ventura Water Reclamation Facility, located in the harbor area, treats most of the wastewater for the City. This plant was originally designed with a capacity of 14 mgd and provides tertiary treatment, effluent filtration and chlorination/de-chlorination. The effluent then discharges into the Santa Clara River Estuary. A small portion of the effluent is reclaimed and used for irrigation. Solids handling consists of thickening, anaerobic digestion and dewatering by filter presses prior to land application. Plant flow for 2001 averaged 9.3 mgd.

Current average annual flows are about 14 mgd, with a minimum of 5.6 mgd discharged to the Santa Clara Estuary as required by the existing Regional Water Quality Control Broad (RWQCB) Permit. The remaining effluent is either transferred to recycling ponds, where a portion is delivered as reclaimed water, or lost through percolation or evaporation.

Odor problems around the facility come primarily from the headworks area where the initial effluent is collected prior to entering the facility. The odor problem is typical of wastewater treatment facilities and is being addressed in the current Capital Improvement Plan (odor also stems from a nearby mushroom farm).

Table IX-15 shows monthly average wastewater flows for 2001.

**Table IX-15. Wastewater Flows, 2001**

<b>Citywide Inluent at Ventura WTP 2001</b>	
<b>Month</b>	<b>Average Flow (mgd)</b>
January	9.28
February	9.59
<b>March</b>	<b>10.78</b>
April	9.61
May	9.15
June	9.14
July	9.09
August	9.13
September	9.06
October	8.89
November	9.08
December	8.85
Average	9.304
<b>Peak</b>	<b>10.78</b>
Minimum	8.85
Total	111.65

Source: Ventura Water Reclamation Facility Annual Report 2001

Peak monthly flow in 2001 occurred in March (10.8 mgd). Peak flow in 2000 occurred in June (12.7 mgd) and 1999 in September (9.4 mgd).

The reclamation facility operates under a RWQCB permit for production of reclaimed water (issued 1987), which will be brought before the RWQCB for review in 2002, and for discharge into the Santa Clara Estuary (renewed in 2000), which must be reviewed every five years.

The Ojai Valley Sanitary District Treatment Plant was constructed in 1963 with a capacity of 1.4 million gallons per day. It was expanded to the current capacity of 3 mgd in 1965. A major rehabilitation and upgrade project financed by an EPA Clean Water Construction Grant was carried out in 1982 to bring effluent into compliance with requirements established by the Los Angeles Regional Water Quality Control Board. Reduction of ammonia-nitrogen was the most important of these requirements. Treated effluent is discharged to the Ventura River.

The Montalvo Municipal Improvement District Treatment Plant is secondary treatment plant, with a capacity of 0.36 mgd, and serves the Montalvo Community. Treated effluent is discharged into the Santa Clara River Estuary. The Saticoy Sanitary District Treatment Plant has a capacity of 2.2 million gallons per day and is currently undergoing expansion and upgrading to tertiary treatment.

Table IX-16 lists wastewater generation factors applied to new development in Ventura.

**Table IX-16. Wastewater Generation Factors**

Land Use	Average Flow
Residential	0.00013 cfs/capita
Industrial	0.0081 cfs/acre
Commercial	0.0061 cfs/acre
Public Structures	0.0061 cfs/acre
Recreation	0.00031 cfs/acre
Hospital	0.039 cfs/100 beds
School	0.031 cfs/1000 students
College	0.031 cfs/1000 students

Source: Ventura Standards and Design Manual, 2000

### 3. Drainage Systems

This section summarizes conditions and key opportunities and constraints associated with drainage in Ventura to provide a broad assessment to be used for evaluating proposed land use alternatives during the Comprehensive Plan Update. More detailed analysis of system conditions would be a necessary part of a future Master Drainage Plan or specific area drainage plans. The information in this section is based on the following efforts and sources:

1. Existing and related drainage documents were reviewed, including:
  - As-Built Drawings:
    - Johnson Drive RR Grade Separation Drainage Plan, 1999.
    - Telegraph Road Storm Drain, 1996.
    - Seton Hall Storm Drain, 1996.

- Ramona Street Storm Drain, Phase III, 1996.
  - City of Ventura Drainage Map Tiles, 1990.
  - City of Ventura GIS data, including: storm drains, City boundary, rivers, barrancas, and streets, 2001.
  - Draft Master Drainage Needs Assessment Study, Potential Project Locations, City of Ventura, 2001.
  - Report on Master Drainage Plan, City of Ventura, California, 1971.
  - The Wells and Saticoy Communities Capital Improvement Deficiency Study Update, 1996.
  - Ventura Vision, 2000.
  - City of Ventura Comprehensive Plan Update EIR, 1989.
2. A GIS data layer was prepared to illustrate existing City drainage facilities. Trunk storm drain systems identified in the 1989 EIR and existing City storm drain facilities from the City's Drainage Map tiles that are larger than or equal to 48 inches were added to the City's GIS atlas.
  3. A storm drain base exhibit map was prepared in GIS format, identifying major City drainage facilities by size.
  4. The City's major storm drain deficiencies were identified by compiling data from previous studies, listed below:
    - Draft Master Drainage Needs Assessment Study, Potential Project Locations. City of Ventura. April 3, 2001
    - City Comprehensive Plan EIR, 1989.
  5. An identified deficiency was considered corrected if improvement plans were obtained that addressed the deficiency and those plans were either recently approved or the facilities were already constructed.

Drainage patterns within the City generally begin in the hills north of the City and terminate in the Ventura River, Santa Clara River or the Pacific Ocean. The Ventura County Flood Control District (VCFCD) owns and/or maintains about 20 natural and improved (concrete lined) barrancas that serve as major drainage courses in the City. Watercourses under VCFCD control are listed below:

Discharging to the Santa Clara River:

- Franklin Barranca is an improved concrete channel from Highway 126 south to the Santa Clara River. Above Highway 126, the barranca is a channelized earth ditch, with erosion stabilization.
- Brown Barranca is, for the most part, a stabilized earthen ditch. One segment, from Telegraph Road to Highway 126, is unstabilized and subject to severe erosion. The sections from Highway 126 to the Santa Clara River also have severe bank erosion and the bridge at Darling/Wells Road and some power poles may be structurally compromised.

- Sudden and Clark Barrancas are mostly improved, concrete lined channels. Sudden Barranca has an unlined portion between Telegraph Road and Highway 126.
- Harmon and Ondulando Barrancas are primarily natural channels. A portion of Ondulando is a box culvert and Harmon is natural to Telegraph Road then box culvert, dirt, natural, and rip-rap sides as it proceeds downstream.
- Moon Ditch is a fully improved concrete channel and culvert system.

#### Discharging to the Pacific Ocean:

- Arundell Barranca is a stabilized natural channel above Highway 101, with the exception of improved portions south of Foothill Road to Telegraph Road and in the Hidden Valley subdivision above Foothill Road.
- Barlow and Reservoir Barrancas are fully improved south of Foothill Road.
- Prince and San Jon Barrancas are fully improved above Poli Street to the Pacific Ocean, with the exception of a small segment of San Jon Barranca from Main Street to Poli Street.

#### Discharging to the Ventura River:

- Dent Drain is a pipe culvert system.
- School House Canyon is a natural channel.
- Canada De San Joaquin is a natural channel east of Ventura Avenue, and is an improved channel for a short segment west of the Avenue.
- Los Encinas Barranca is a natural channel east of Ventura Avenue, and an improved channel to the west.
- Canada Larga Creek is a natural channel east of Highway 33.

VCFCDD has permit authority for construction of drainage systems that connect to these barrancas and watercourses, and is responsible for providing adequate hydraulic capacity. VCFCDD watercourses must have capacity to safely carry the runoff from a 100-year storm (which has a 1 percent probability of occurring each year). The barrancas in the City are identified in Figure IX-3 (with the exception of Ondulando, Moon Ditch, and the creeks draining to the Ventura River).

Ventura Vision states that the City should work with County, State, and federal agencies and the Flood Control District to maintain the remaining unlined barrancas as natural flood channels and seasonal recreational trails. Concrete-lined barrancas should be restored to their natural conditions where feasible and safe. Where feasible, natural drainage and flood control systems (e.g., wildlife ponds and wetlands) should be utilized over cement retention basins and lined channels.

The City owns and/or maintains local drainage facilities in the City and portions of Brown and Clark Barrancas, including approximately 20 miles of major facilities with a diameter equal to or greater than 48 inches. (City drainage facilities range from 6 to 96 inches in diameter.) The remaining City drainage system connects to these major facilities. Most City facilities are designed to convey the runoff generated from a 10-year storm event within the storm drain, while city streets convey flows above the 10-year storm.

The 1971 Drainage Master Plan notes that many of the tributaries to the major existing storm drains lacked adequate inlet capacity and are undersized. A 1996 deficiency study identified public improvements needed in the Franklin and Brown Barrancas to support future development in Wells and Saticoy neighborhoods.

Figure IX-3 shows major City drainage facilities, and Figure IX-4 identifies deficiencies in major drainage facilities (greater than 48"). Correction of these deficiencies ranges in complexity from minor maintenance improvements to major capital improvements. Most of the City's trunk drainage system is adequately sized. The Avenue neighborhood has the majority (75 percent) of undersized or inadequate facilities in the City. Figure IX-5 compares the linear feet of major storm drains with the linear feet of deficiencies by neighborhood, as reported in the Draft 2001 Master Drainage Needs Assessment Study. Neighborhoods not listed have no documented deficiencies.

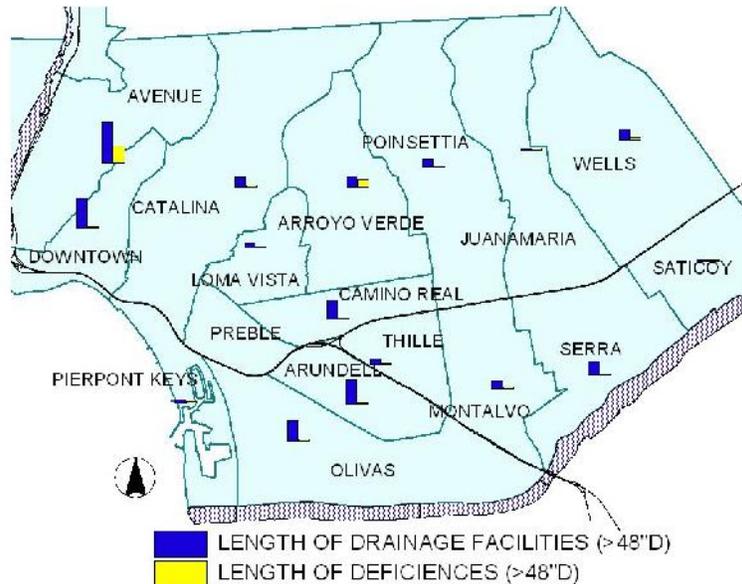
As noted on Figure IX-4, approximately 50 deficiencies are identified in the Draft Master Drainage Needs Assessment Study that pertain to drainage facilities 48-inches in diameter or larger.

There are four lift station facilities in the storm drain system:

- Dover Lift Station
- Weymouth Lift Station
- Johnson Lift Station
- San Jon & Prince Barranca Lift Station

The San Jon Lift Station is inadequately sized to convey storm flows away from the adjacent lagoon and flooding sometimes occurs on Harbor Boulevard. Two of the four lift stations need some structural improvements per the Draft Master Drainage Needs Assessment Study. Weymouth and Dover Lift Stations have failing structural supports and crumbling concrete that will require restoration and replacement of the existing equipment, including the slide gate, pumps and controls. Dover Lift Station is in better condition than Weymouth. Johnson Lift Station is newly online and sufficient.

Deferred maintenance has become an issue in the City due to aging drainage facilities. A staff estimate to replace all corrugated metal pipe drains older than 50 years, alone totaled approximately \$10 million.

**Figure IX-5. Relative Trunk Deficiencies by Neighborhood**

As noted in *Ventura Vision*, siltation in the Keys is a problem. The Arundell Barranca carries sediment to the Pierpont Keys area. This results in the need to dredge the Keys approximately every seven to ten years. *Ventura Vision* recommends the City work with the Flood Control District to continue to mitigate silt and drainage problems in the Keys.

### ***Opportunities and Constraints***

Although development projects are planned in the City, peak flow runoff from proposed developments must not exceed the design flows of the existing system. A common method to mitigate the increase in flow from a proposed development is detention and/or retention. *Ventura Vision* states that the City should work with the Flood Control District to implement storm water detention as a means of mitigating drainage deficiencies, especially for any hillside development. The *Vision* also recommends considering methods to achieve the ambitious goal of maintaining runoff into effected drainage systems at pre-development quantities.

In its drainage requirements, the Flood Control District requires that, “The outlet discharge should not cause any increase of flood flow for any frequency flow rate less than the peak design flow rate.” With regard to the increase in erosion potential, the 2000 Ventura Countywide Stormwater Quality Urban Impact Mitigation Plan requires proposed developments to “control the post-development peak storm water runoff discharge rates to maintain or reduce pre-development downstream erosion and to protect stream habitat.” This impacts both large and small storm water flows. Storm water quality requirements, as well as downstream erosion impacts, rather than drainage facility capacity, however, may be the controlling factor for future developments in the City.

The City, County, Flood Control District, and nine other local cities are co-permittees on National Pollutant Discharge Elimination System (NPDES) Permit No. CAS004002 issued by the Regional Water Quality Control Board in 2000. NPDES is a Federal EPA program administered by the states to control water pollution by regulating point sources. In California, the Water Quality Control Board is responsible for ensuring compliance with the provisions of the Federal Clean Water Act and the State Water Quality Control Act. The Los Angeles Regional Water Quality Control Board ensures compliance with the countywide NPDES permit. The Ventura Countywide Stormwater Quality Urban Impact Mitigation Plan (SQUIMP) is included as an attachment to the permit. The two primary municipal permit objectives are:

1. Effectively prohibit non-storm water discharges; and
2. Reduce the discharge of pollutants from storm water conveyance systems to the maximum extent practicable.

Developed to address storm water pollution from new development and redevelopment by the private sector, the SQUIMP contains a list of the minimum required Best Management Practices required for a designated project. A Best Management Practice (BMP) is defined as any program, technology, process, siting criteria, operating method, measure, or device that controls, prevents, removes, or reduces pollution. Per SQUIMP, BMPs can be used for minimizing the introduction of pollutants of concern that may result in significant impacts to the storm water conveyance system from site runoff. Treatment Control BMPs are required for eight categories of development. Additional BMPs may be required by ordinance or code adopted by the City and applied generally or on a case-by-case basis.

The City is required to implement the requirements of the SQUIMP, and developers are required to comply with those provisions. One of the most important components of SQUIMP is the protection of environmentally sensitive areas (ESA). These are defined in California Public Resources Code Section 30107.5 as an area in which plant or animal life or their habitats are either rare or especially valuable because of their role in an ecosystem and which would be easily disturbed or degraded by human activities and developments. Under the NPDES permit land development guidelines and city ordinances must provide for the protection of ESAs.

Table IX-7 lists the pollutants of concern for the two rivers that run through the City, per the 1998 California 303(d) List for Ventura and Santa Clara Rivers. A new 303(d) List is currently being developed by the State RWQCB. Water quality is subject to seasonal variation. Sources of water quality degradation in the region include surface runoff from oil fields, agricultural areas, urban land uses and natural sedimentation. Pollutant loads are expected to correspond to tributary land uses. BMPs must be selected consistent with both anticipated pollutant loads and water quality objectives (pollutants of concern).

**Table IX-7. Pollutants of Concern, 1998**

Location	Pollutant of Concern
Ventura River Estuary	Eutrophic DDT Trash Algae
Ventura River Reach 1 (Estuary to Main Street)	Copper Silver Zinc Algae
Ventura River Reach 2 (Main St. to Weldon Canyon)	Copper Algae Selenium Zinc Silver
Ventura River Reach 3 (Weldon Canyon to Confl. with Coyote Creek)	Pumping Water Diversion
Santa Clara River Estuary	High Coliform Count ChemA Toxaphene

**4. References**

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a. Water Supply

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a. Sewage

"Ventura Water Renovation Facility Master Plan - Montgomery Watson (9/1993)

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- a. Don Davis, Utilities Manager
- b. Susan Rungren, Utilities Planning Engineer
- c. Dan Pfeifer, Waste Water Superintendent

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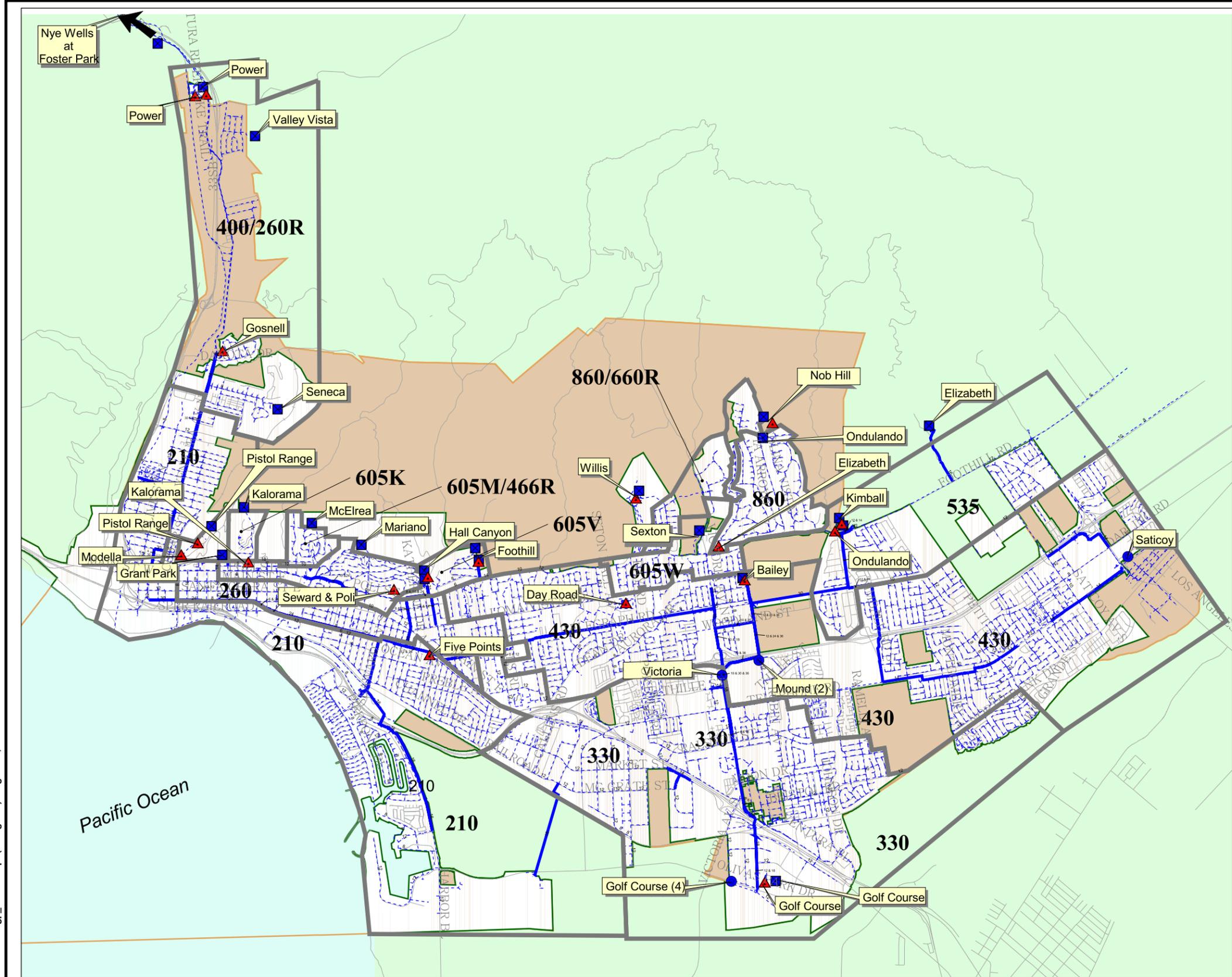
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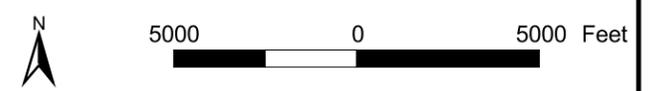
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### Figure IX-1 Water Facilities

**Legend**

- ▲ BOOSTER PUMP STATION
- RESERVOIR & TANK
- WELL
- 14 - 36 inches (Transmission Mains)
- - - Distribution Main
- Pressure Zones
- City Limits
- Sphere of Influence  
Sphere of Influence includes area within City boundary and extends into the Ocean.



## City of Ventura Comprehensive Plan Update

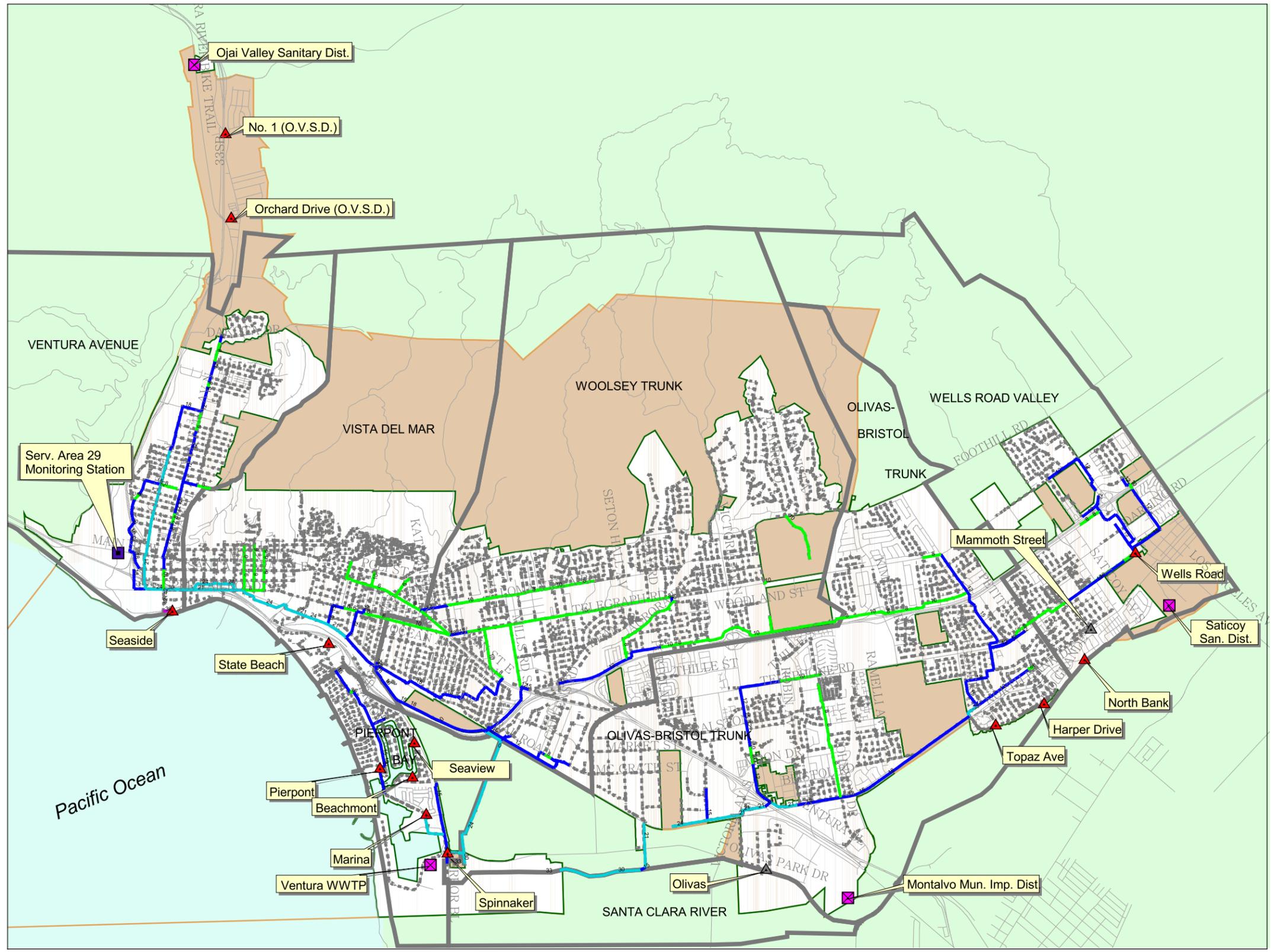


**PSOMAS**

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Source: City of San Buenaventura and Psomas, 2002

*This map is a product of Psomas and it was created for illustration purposes only: its accuracy cannot be guaranteed.*



### Figure IX-2 Wastewater Facilities

**Legend**

Existing Sewer Facilities

- ▲ LIFT STATION
- TREATMENT PLANT
- ▲ ABANDONED LIFT STATION
- MONITORING STATION

Major Sewer Trunk Mains

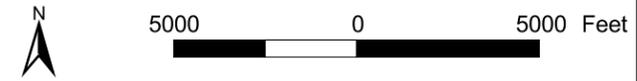
- 6 - 10 inches
- 12 - 18 inches
- 21 - 30 inches
- 36 inches and larger

--- Sewer Mains 4" and smaller

▭ Planning Areas

▭ City Limits

▭ Sphere of Influence  
Sphere of Influence includes area within City boundary and extends into the Ocean.



## City of Ventura Comprehensive Plan Update

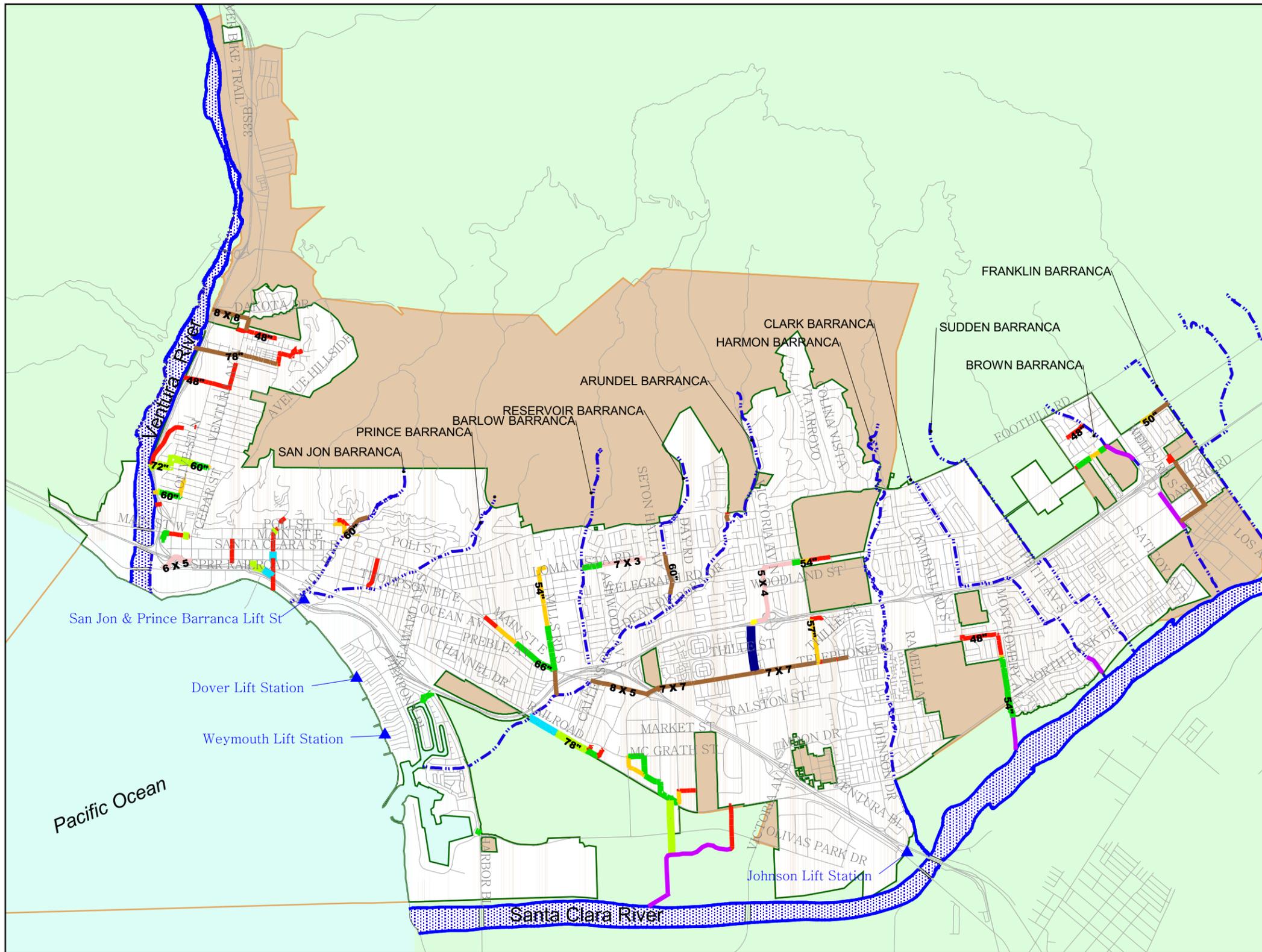
Source: City of San Buenaventura and Psomas, 2002

*This map is a product of Psomas and it was created for illustration purposes only: its accuracy cannot be guaranteed.*



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**Figure IX-3**  
**Existing Major Drainage Facilities**  
**by Facility Size**  
**48" diameter and larger**

**Legend**

- 48 inch pipe
- 50 inch - 57 inch pipe
- 60 inch - 66 inch pipe
- 72 inch - 78 inch pipe
- 84 inch pipe
- 96 inch pipe
- natural channel
- RCB Culvert
- Ventura County Flood Control District Facilities
- ▲ Lift Stations
- - - Barrancas
- City Limits
- Sphere of Influence

Sphere of Influence includes area within City boundary and extends into the Ocean.



**City of Ventura**  
**Comprehensive Plan Update**

Source: City of San Buenaventura, Department of Public Works and Psomas, 2002.

This map is a product of Psomas and it was created for illustration purposes only: its accuracy cannot be guaranteed.

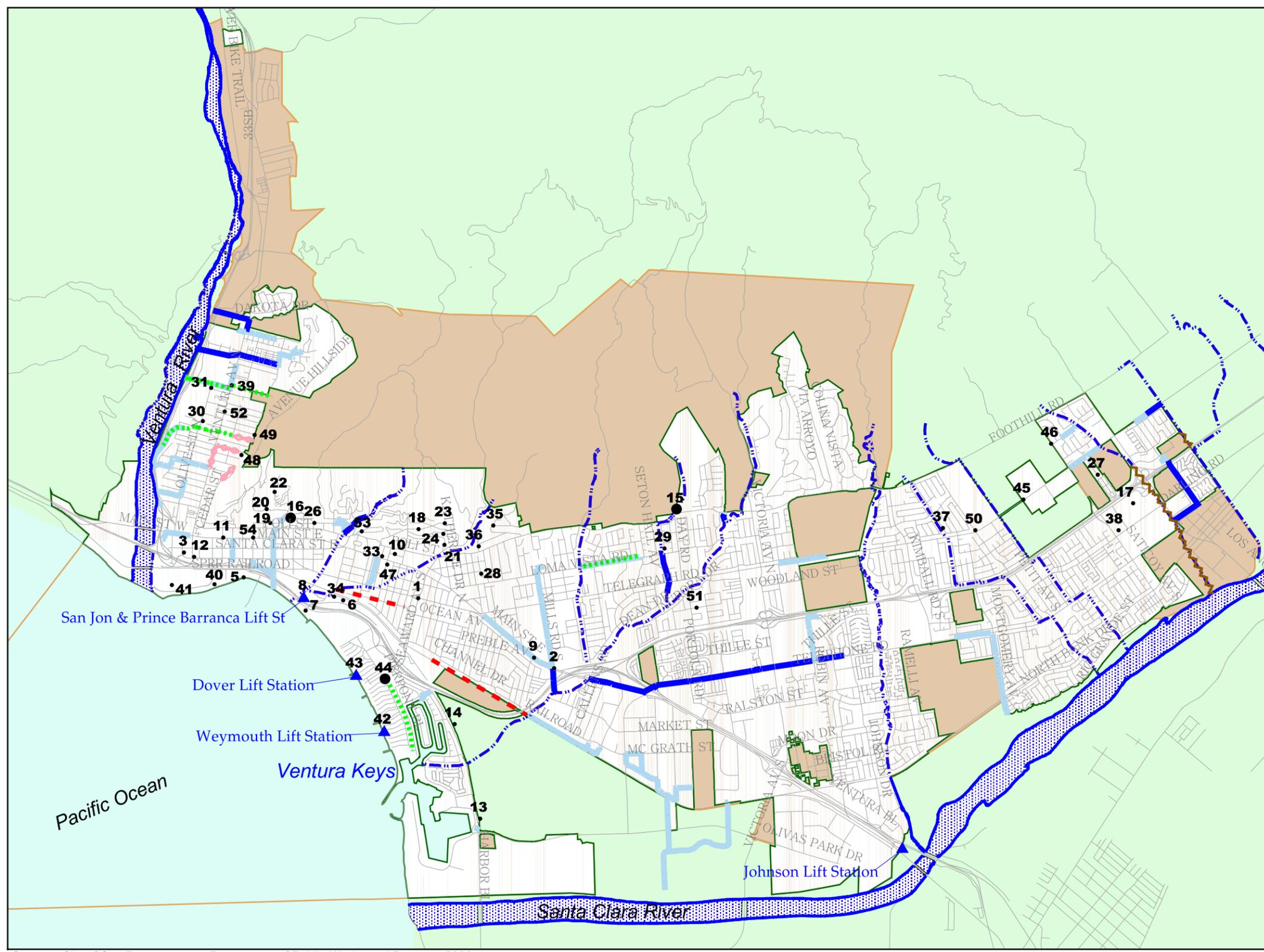
**PSOMAS**



**Figure IX-4**  
**Existing Major Drainage Facilities**  
**Facilities (48" diameter and larger)**  
**with Deficiencies**

**Legend**

- Lack of or Inadequate Facility
- Undersized Drainage Facility
- Incomplete Facility
- source: 1989 Comprehensive Plan EIR
- Capital Improvements in Wells and Saticoy Communities
- source: 1996 Wells and Saticoy Communities Capital Improvement Deficiency Study Update
- Potential Major Project Locations
- Potential Project Locations
- Refer to source document for detailed project descriptions.
- source: City Draft Master Drainage Needs Assessment Study
- Major City Drains (>48")
- Ventura County Flood Control Facilities
- Barrancas
- Lift Stations
- City Limits
- Sphere of Influence
- Sphere of Influence includes area within City boundary and extends into the Ocean.



**City of Ventura**  
**Comprehensive Plan Update**



**PSOMAS**

Source: City of San Buenaventura, Department of Public Works and Psomas, 2002.

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## **X. Environmental Resources**

This section describes environmental resources in the planning area, including open space lands, biological species and habitats, agriculture, visual quality, cultural resources, mineral deposits, and air quality.

### **1. Open Space Lands**

Situated between the Pacific Ocean, the Ventura foothills, and the Ventura and Santa Clara rivers, the City of Ventura enjoys many natural resources that are in open space. Important open space lands in the planning area include the rivers, hillsides, beaches, and barrancas.

#### ***Hillsides***

The hills of the Transverse Range rise above Ventura about 1,200 feet, providing a dramatic visual backdrop and scenic vistas of the City, ocean, Ventura River Valley, and Oxnard coastal plain. The hillside area covers about 4,000 acres of steep slopes, incised drainages, ridge tops, and narrow flat valleys. Much of the foothills have been used for grazing in the past; and grazing operations remain in some locations. Vegetation and habitat includes annual grasses with scattered pockets of coastal sage scrub and remnant riparian corridors. Some residential development extends onto the flanks of the hills.

The Hillside Management Program adopted in 1978, has been periodically updated in response to concerns that the area be protected physically and aesthetically from the effects of development. The Hillside Management Program contains standards, guidelines, and a review process for proposed development. The City's Stormwater Quality Management Plan (SQUIMP) also requires standards for hillside areas, primarily associated with development requirements and the potential for construction-related stormwater runoff because of higher erosion potential in sloped areas. The hillsides primarily are in private ownership, though Grant Park above City Hall provides public access.

A small portion of the foothills lies within the City limits and is zoned for residential use. The majority of the area lies outside the corporate boundary, and has a County land use designation of Open Space or Agricultural, which allows one housing unit per 160 acres, or one unit per 40 acres, respectively. About 1900 acres of the hillside lands lie within the City Sphere of Influence and carry a land use designation allowing four housing units per acre. However, this density is overlain with the Hillside Management Program, which would tend to reduce the density yield dramatically.

Ventura Vision calls for a comprehensive plan to guide future use of the hillsides, including resource protection, recreation, and housing. The Vision reflects a desire for hillside restoration and habitat protection, wildland recreation through public trail access, and open space preservation expressed by many Ventura residents. Discussions regarding development of portions of the hillsides while leaving the rest in open space with dedicated public trails have been ongoing between hillside landowners, Ventura community members, and City officials. A measure to consider approval of a proposal to develop 1,390 houses in several pockets within the hillside area will appear on the November 2002 ballot.

***Rivers/Riparian/Estuarine Areas***

The Ventura River flows south to the Pacific Ocean along the western edge of the City. The Santa Clara River flows to the ocean from the Santa Clara River Valley to the Oxnard coastal plain along the southern edge of the City. The resources provided by both rivers include undeveloped open space, biological habitat, aesthetic qualities, and sand and gravel for mining. The rivers also contribute ecological components to the broader Pacific Coast ecosystem.

Another important component of the rivers is the recreational opportunities they provide. A Class 1 bicycle trail and pedestrian path stretches from Ventura to Ojai along the Ventura River. The Ventura Vision calls for a similar trail along the Santa Clara River.

The well-developed riparian communities found along the Ventura and Santa Clara Rivers are dominated primarily by Arroyo willow, with occasional trees, including Western sycamore, cottonwoods, and white elder. The area now covered by riparian vegetation represents a small remnant of the historic riparian zone, and recent flooding has temporarily denuded some areas. A more diverse, extensive and native plant dominated habitat has been lost due to permanent development and disturbance.

Coastal Freshwater Marshes are found along the upper reaches of the Santa Clara and Ventura Rivers where saltwater does not intrude at high tide. Freshwater marshes are also found at the Alessandro Lagoon, the mouth of the San Jon Barranca, and at the end of the Kalorama Canyon Drain. The marshes are very high in biological productivity and scarce in the region. The habitat areas at the mouth of the Ventura and Santa Clara Rivers and the Alessandro Lagoon are used as resting and feeding areas for migratory and residential shorebirds and waterfowl, and to a lesser degree, by resident terrestrial species.

***Beaches/Ocean***

The planning area includes about seven miles of beach. Although not owned entirely by the City, the waterfront open space provides valuable recreational opportunities for Ventura residents and visitors. Ventura Vision identifies the shoreline as one of Ventura's most prized assets, both for quality of life for residents and as a visitor attraction.

Beach facilities in the planning area include:

- Emma Wood State Beach
- Ventura Seaside Park and Fairgrounds
- Surfers Point at Seaside Park
- Beachfront Promenade Park
- San Buenaventura State Beach
- Pierpont Community Beach
- Marina Beach / Cove Port District Beach
- Channel Islands National Park Headquarters
- Surfers Knoll
- Santa Clara River Mouth

Many residents have expressed concern that the shoreline is cut off physically and visually from the rest of the City because of U.S. Highway 101 and the railroad. Certain shoreline areas need

improved maintenance and updated design. Connecting the beaches to the rest of Ventura will improve accessibility and better showcase the shoreline as an attractive symbol of the city natural heritage. The shoreline is also envisioned as an area with a high standard of design and maintenance and as the site for community events ranging from the county fair to regional sports events.

Scarce dune habitat and beach vegetation provide some nesting, foraging, and mating grounds for wildlife. Exposure to the elements and human intrusion has diminished the habitat value of the beach area, but ongoing rehabilitation and conservation programs (described below) aim to enhance the beach area.

The Pacific Ocean provides opportunities for a variety of recreational and commercial pursuits. The Ventura Harbor is the main focus of the City's connection with the ocean. Private and public marinas and boat launches, as well as commercial outfitters, provide opportunities for residents and tourists to explore the local marine environment, including the Channel Islands National Park and Marine Sanctuary. Fishing, diving, and whale watching are a few of the many outdoor pursuits available via boats moored at the harbor. Ventura Vision recommends improvements to the pedestrian-accessible Ventura Pier, including:

- Improved lighting
- Separated fishing zone
- Improved boat and swimming access
- Enhanced parking areas
- A seafood, flower, and vegetable market
- New Bridge over U.S. Highway 101 at California Street

### ***Barrancas***

A series of barrancas (see Table X-1), or seasonal watercourses, traverse the City as narrow incised drainage channels extending from the foothills to either the Pacific Ocean or the Santa Clara River. Two smaller barrancas drain into the Arundell Barranca before it enters the ocean. Where barrancas have not been channelized, they provide wildlife habitat and movement corridors, natural open space, scenic qualities, and recreational opportunities.

**Table X-1. Major Barrancas in Ventura**

<b>Barranca Name</b>	<b>Drains to:</b>
Sanjon	Pacific Ocean
Prince	Pacific Ocean
Barlow	Arundell Barranca
Reservoir	Arundell Barranca
Arundell	Pacific Ocean
Harmon	Santa Clara River
Clark	Santa Clara River
Sudden	Santa Clara River
Brown	Santa Clara River
Franklin	Santa Clara River

Source: City of Ventura, Comprehensive Plan MEIR, 1989 and Ventura Vision, 2000.

Portions of some barrancas in East Ventura serve as greenways, with paths for bicycling and walking. Ventura Vision document recommends that the City work with property owners, the Ventura County Flood Control District, and community organizations to develop additional walking trails along the barrancas.

A historically diverse, native plant habitat has been lost due to disturbance and development along the barrancas, particularly south of Foothill Road. Mature eucalyptus trees now uniquely dominate several barrancas. Although not native, the eucalyptus trees provide important raptor habitat and offer wind and solar screening. Other common plant species include willows, as well as introduced tobacco and castor bean trees.

### ***Open Space Conservation Programs***

Policy 4.6 of the Comprehensive Plan recommends evaluating the feasibility of retaining open space areas through “establishment of land trusts, donations, purchase and transfer of development rights, or other programs.” Some of these programs, aimed at preserving agricultural lands within the City, are mentioned later in this chapter. There has been discussion of creating a land trust for the hillside area if part of it becomes developed; however, no official land trusts have yet been established in the planning area.

Recognizing the desire to preserve open space in the hillsides, Ventura residents initiated an open space conservation program specific to the foothills. A November 2001 ballot initiative (Measure P) was approved by 77 percent of the voters that requires voter approval for any urban development or extension of public services within 9,108 acres of hillsides adjacent to the City. Figure X-1 includes an outline of the Hillside area requiring voter participation. The first proposal for hillside development that is subject to Measure P will go before the voters in the November 2002 election.

## **2. Biological Resources**

The rivers, barrancas, ocean, and hillsides in the planning area are home to a variety of important habitats and species of concern. Figure X-1 shows the primary vegetation cover types and location of critical habitats. The following paragraphs describe important habitats in the planning area that contain significant biological resources.

### ***Coastal Strand/Beach***

Sandy beaches are usually not vegetated, and the organisms that inhabit these areas are characteristically mobile and respond quickly to changing sediment patterns. The intertidal area of the sandy beach is used by mole crabs, clams, and polychaete worms that bury themselves in the sand and between cobbles to feed on particles brought in on the waves. These latter species provide an important food resource for various shorebirds, especially during migratory periods. Beach hoppers and the common sand crab are locally abundant on the higher portions of the beach.

Cobble beach habitat is also found near the Ventura River mouth and in patches intermixed with sandy beach habitat. Littleneck and bean clams may be found buried next to cobbles used by

gastropods such as the black turban. The cobble area also contains a few striped and yellow shore crabs. The federally threatened western snowy plover forages in the beach habitat in the City but is not known to nest in this area. The endangered least tern nests in sandy beach/coastal strand habitat north of the Santa Clara River mouth.

A discontinuous remnant coastal strand habitat exists in the loose sand and stabilized dunes landward of the intertidal and beach areas. The primary plant species are introduced ice plant and various annual grasses. Native plants include silver beachbur, beach evening primrose, and sand verbena, which typically exhibit a low, matted appearance adapted to this harsh environment. The strand habitat has few resident vertebrate species. Typical vertebrates seen in this area include western fence lizard, Brewer's blackbird, house finch, and American pipit, as well as pocket gopher and ground squirrel where soils are more stable. The sensitive silvery legless lizard may also be found in coastal strand and dune habitat.

A limited amount of rocky shore habitat is present along the beach due to man-made revetments at the Harbor, Fairgrounds, Beachfront Promenade, and sharp junctions along the beach. Species commonly found in this habitat include rock lice, striped shore crab, limpet, and acorn barnacles. A variety of shorebirds visit these habitats, as do near-shore fish that feed during high tides. Sea and shore birds such as cormorants, brown pelicans, willets, and various gulls frequently can be seen roosting on breakwaters and revetments.

### ***Estuaries / Salt and Fresh Water Marshes***

Estuaries are partially enclosed coastal waters with a free connection to the sea. They are highly productive biological habitats, and many fish species and free-swimming invertebrates use estuaries as nursery grounds. Marshes form within and along the edges of estuaries, and also where standing water is present for sufficient periods.

The estuaries at the mouth of the Ventura and Santa Clara Rivers are used as resting and feeding areas for migratory and residential shorebirds and waterfowl, and to a lesser degree, by resident terrestrial species. Several state and federally listed (or candidate) endangered or threatened birds may use the estuaries. They include the brown pelican, California least tern, and Belding's savannah sparrow (in pickleweed saltmarsh). Brown pelicans are commonly seen foraging offshore and at the river mouths, as is the least tern. Also of special interest are the cypress trees at the mouth of the Ventura River that were formerly used as over wintering sites for large aggregations of Monarch butterflies. Two sensitive species of fish, tidewater goby (now proposed for delisting) and the federally endangered steelhead, use the estuaries of the Ventura and Santa Clara Rivers. The sensitive southwestern pond turtle may also be found in freshwater portions of the Ventura and Santa Clara River estuaries. The southern tarplant was reported from the Ventura River estuary in 1992, while the endangered Ventura milkvetch was formerly found in local estuaries.

Alessandro Lagoon is a freshwater marsh located north of the U.S. HWY 101. It provides important migratory and nesting habitat for waterfowl, including mallard, ruddy duck, gadwall, pintail, and teal. Other birds such as marsh wren and red-winged blackbird nest in the marsh vegetation.

### ***Coastal Sage Scrub***

Coastal sage scrub is found intermixed with annual grassland communities in the foothills above Ventura. This native plant community is characterized by the predominance of sub-shrubs, one to five feet in height with semi-woody stems growing from a woody base. Many of the species in the community display special adaptations to prevailing climatic conditions, such as winter rainfall and summer drought, by being drought-deciduous, having grayish-foliage with heavy pubescence on stems and leaves, or similar adaptations to arid conditions.

This brushland habitat hosts a variety of animals, most of which are permanent residents. Amphibians like the California slender salamander and the western toad are found in moist canyon areas. Reptiles such as the western fence lizard, side-blotched lizard, western whiptail, gopher snake, common kingsnake, and western rattlesnake also occupy this habitat. Resident bird species include the Anna's hummingbird, California towhee, spotted towhee, wrentit, Bewick's wren, blue-gray gnatcatcher, California thrasher, mourning dove, and California quail. Coastal sage scrub provides the primary year-round hunting ground for many raptors that forage in the adjacent grasslands during the spring. This plant community also provides the shelter necessary for nesting of many wildlife species. Typical mammals found in this habitat include ground squirrels, gophers, coyote, pocket mice, western harvest mouse, wood rat, cottontail rabbit, bobcat, opossum, raccoon, skunk, and deer.

### ***Oak Woodland***

Oak woodlands occur along with riparian woodlands and some dense groves of planted trees within the urban portion of the City. This designation refers to a closed-to-partially open-canopy woodland dominated by the coast live oak. Oaks are relatively limited within the planning area, located only within major drainages such as Harmon, Long, and Sexton Canyons. Oak trees significantly affect the micro-environment around them because their extensive shade produces significantly lowered temperatures than in the nearby scrub and grassland communities. This allows a variety of plants and animals to occur in areas where they otherwise would not be found. Oak trees also provide significant vertical diversity that is important to bird species.

Oak woodlands provide roosting and nesting sites for many birds, particularly raptors. Red-tailed hawk, Cooper's hawk, sparrow hawk, and sharp-shinned hawk are all found in this community. Oak woodland also provides habitat for several species of woodpeckers, including red-shafted flicker, acorn woodpecker, Downey woodpecker, and Nuttall's woodpecker. Titmouse, warblers, and flycatchers are also common. Amphibians present in sage scrub communities are also found here, along with reptiles and mammals common to several plant associations.

### ***Riparian Woodland and Thickets***

Riparian woodland and thickets consist of scattered semi-aquatic trees, shrubs, and herbs along intermittent and perennial streams. Willows dominate the riparian areas within the City, along with coast live oaks in the adjacent oak woodlands. Wildlife in riparian woodlands is similar to that found in oak woodlands. Several sensitive bird species breed in riparian areas in the City, including the least Bell's vireo, willow flycatcher, yellow warbler, and yellow breasted chat. The sensitive coast horned lizard can be found in barren soil patches adjacent to riparian areas, as well as within scrub and grassland areas.

Riparian habitats contain open water at least during the winter and spring seasons and are an important part of many animals' habitats. Open water is heavily used by larval forms of several insect orders, and is the sole breeding ground for amphibians. Fish, limited to permanent water areas, found within the Ventura and Santa Clara Rivers include, bluegill, carp, green sunfish, arroyo chub, mosquito fish, staghorn sculpin, and three-spine stickle back. Steelhead and rainbow trout are known to occur in the Ventura River upstream of the City, and steelhead trout migrate along both the Ventura and Santa Clara Rivers through the City to the ocean.

### ***Grasslands***

Grasslands in the area are primarily composed of non-native introduced annuals and biennials used extensively for grazing. Some small pockets of native wildflowers, such as California poppy and blue-eyed grass, are scattered throughout the grasslands in areas less exposed to grazing, primarily in grassy openings on upper slopes within the coastal sage scrub community.

The grassland areas provide habitat for grazers and seed eaters. Rodents, which characterize this area, include the ground squirrel, pocket gopher, and deer mice. Deer, coyote, and cottontail rabbits are also relatively common. Many reptiles occupy this habitat, especially where exposed rock or barren soil surfaces are present. Carnivores including the badger and coyote roam this area, though raptor birds such as the sparrow hawk (kestrel), red-tailed hawk, and white-tailed kites are the major dominants of the area. These birds play an important role in controlling rodent populations. Seed-eating bird species are also common constituents of grasslands. Species such as the savannah sparrow, mourning dove, and various finches are common. Grasslands are also the primary foraging grounds for swallows, swifts, and bats, which nest elsewhere.

### ***Environmentally Sensitive Areas***

The California Department of Fish and Game (CDFG) indicates that during the last century, over 90% of California's riparian habitat has been removed or severely disturbed. This includes coastline, marsh, and river vegetation types. Congress passed Section 404 of the Clean Water Act in 1977 to regulate loss of wetlands due to nationwide decreases in significant wetland habitats. With the Army Corps of Engineers as its regulatory agency, this federal law calls for the protection of wetlands. In addition to the increasing scarcity of the habitat itself, all four rare and endangered birds found within the planning area (see Table X-3 below) either nest or feed in riparian vegetation.

The major sensitive riparian areas (including the barrancas and rivers shown in Figure X-1) within the city planning area are the estuaries and upstream regions of the Ventura and Santa Clara Rivers, the Arundell, Franklin, Clark, Prince, Barlow, San Jon, Harrison, Sudden, and Brown Barrancas, the Alessandro freshwater mark, and the coastline. An additional habitat highly used by migratory birds is the sewage treatment plan settling ponds south of the harbor at the Santa Clara River mouth.

The City's Hillside Management Program also emphasizes the importance of preserving the oak woodlands that are scattered along the foothill canyons.

### ***Species of Concern***

Federal, State, and local authorities under a variety of legislative acts share regulatory authority over biological resources. The California Department of Fish and Game (CDFG) has direct jurisdiction under law for biological resources through the state Fish and Game Code and under the California Endangered Species Act. The federal Endangered Species Act also provides direct regulatory authority over specially designated organisms and their habitats to the U.S. Fish and Wildlife Service (USFWS). These acts specifically regulate designated endangered and threatened species, which are defined as:

- **Endangered Species:** any species that is in danger of extinction throughout all or a significant portion of its range.
- **Threatened Species:** any species that is likely to become an endangered species within the foreseeable future throughout all or a significant part of its range.

### ***Sensitive Plants***

Special-status plant species are either listed as endangered or threatened under the federal or California Endangered Special Acts, or rare under the California Native Plant Protection Act, or considered to be rare (but not formally listed) by resource agencies, professional organizations (e.g., California Native Plant Society [CNPS]), and the scientific community. Table X-2 shows ten special-status plant species found in the planning area, two of which are considered endangered. These species are found in estuaries where development is unlikely to occur.

**Table X-2. Sensitive Plant Species of the Ventura Planning Area**

<b>Common Name</b>	<b>Scientific Name</b>	<b>Agency Status</b>
Ventura marsh milk-vetch	<i>Astragalus pycnostachyus</i>	CE, FE
Salt marsh bird's-beak	<i>Cordylanthus maritimus ssp maritimus</i>	CE, FE
Plummer's baccharis	<i>Baccharis plummerae ssp plummerae</i>	List 4
Brewer's calandrinia	<i>Calandrinia breweri</i>	List 4
Catalina mariposa lily	<i>Calochortus catalinae</i>	List 4
Plummer's mariposa lily	<i>Calochortus plummerae</i>	CES, FSC
Prostrate spineflower	<i>Chorizanthe procumbens</i>	List 4
Western dichondra	<i>Dichondra occidentalis</i>	List 4
California spineflower	<i>Mucronea californica</i>	List 4
southern tarplant	<i>Centromadia parryi ssp australis</i>	List 1B

Source: CDFG, 2002.

CE = California Endangered

FE = Federal Endangered

CES = California Eligible Species (CNPS Lists 1A, 1B, and 2) per CDFG Special Plants List

FSC = Federal Species of Concern

List 1B, 4 = CNPS per CDFG Special Plants List

### ***Sensitive Wildlife***

Several amphibian, fish, reptile, bird, and mammal species of concern that are known or possibly found in the planning area are listed in Table X-3. State or federally listed species are accorded the highest protection status. The two fish species and five bird species either federally and/or State protected in Ventura tend to inhabit the rivers and estuaries where development is unlikely to occur.

**Table X-3. Sensitive Animals of the Ventura Planning Area**

<b>Common Name</b>	<b>Scientific Name</b>	<b>Agency Status</b>
<b>Amphibians</b>		
Coast range newt	<i>Taricha torosa torosa</i>	CSC
Western spadefoot toad	<i>Scaphiopus hammondi</i>	FSC, CSC
<b>Fish</b>		
Tidewater goby	<i>Eucyclogobius Newberryi</i>	FE (proposed for delisting)
Southern California steelhead trout ESU	<i>Oncorhynchus mykiss</i>	FE
<b>Reptiles</b>		
Coast horned lizard	<i>Phrynosoma coronatum</i>	FSC, CSC
Coastal western whiptail	<i>Cnemidophorus tigris multiscutatus</i>	FSC, CSC
Silvery legless lizard	<i>Aniella p. pulchra</i>	FSC, CSC
Southwestern pond turtle	<i>Clemmys marmorata ssp. Pallida</i>	FSC, CSC
Coastal patch-nosed snake	<i>Salvadora hexalepis virgultea</i>	FSC, CSC
Two-striped garter snake	<i>Thamnophis hammondi</i>	FSC, CSC
<b>Birds</b>		
Cooper's hawk	<i>Accipiter cooperii</i>	CSC (nesting)
Sharp-shinned hawk	<i>Accipiter striatus</i>	CSC (nesting)
White-tailed kite	<i>Elanus leucurus</i>	CFP
California brown pelican	<i>Pelecanus occidentalis californicus</i>	CE, FE
California least tern	<i>Sterna antillarum browni</i>	CE, FE
Belding's savannah sparrow	<i>Passerculus sandwichensis beldingi</i>	CE
Northern harrier	<i>Circus cyaneus</i>	CSC (nesting)
Western snowy plover	<i>Charadrius alexandrinus nivosus</i>	FT
Merlin	<i>Falco columbarius</i>	CSC
Ferruginous hawk	<i>Buteo regalis</i>	CSC (winter)
Least Bell's vireo	<i>Vireo belli ssp. Pusillus</i>	CE, FE
Willow flycatcher	<i>Empidonax traillii</i>	CE, FE ( <i>E. t. extimus</i> )
Coastal cactus wren	<i>Campylorhynchus brunneicapillus</i>	CSC
Yellow warbler	<i>Dendroica petechia ssp. Brewsteri</i>	FSC, CSC
Loggerhead shrike	<i>Lanius l. ludovicianus</i>	FSC, CSC
California horned lark	<i>Eremophila alpestris actia</i>	CSC
Bell's sage sparrow	<i>Amphispiza b. bellii</i>	FSC, CSC
Ashy rufous-crowned sparrow	<i>Aimophila ruficeps canescens</i>	FSC, CSC
<b>Mammals</b>		
Pallid bat	<i>Antrozous pallidus</i>	CSC
Pale big-eared bat	<i>Plecotus townsendi pallescens</i>	FSC, CSC
California mastiff bat	<i>Eumops perotis ssp. Californicus</i>	FSC, CSC
San Diego desert woodrat	<i>Neotoma lepida intermedia</i>	FSC, CSC
San Diego black-tailed jackrabbit	<i>Lepus californicus ssp. Bennetti</i>	FSC CSC
American badger	<i>Taxidea taxus</i>	SA
Source: CDFG, 2002.		
CE = California Endangered		FE = Federal Endangered
CFP = California Fully Protected		FSC = Federal Species of Concern
CSC = California Species of Concern		FT = Federal Threatened
SA = California Special Animal		

### ***Conservation and Restoration Programs***

To protect and enhance the sensitive habitats in the planning area and the species that inhabit them, numerous conservation and restoration programs have been initiated by public agencies such as the City, State Parks Service, non-profit groups such as Friends of the River, and individual volunteers. Below is a short list and description of some of the locations with conservation or restoration programs.

Ventura River Estuary. At the mouth of the Ventura River is a valuable estuary that provides food and nursing grounds for waterfowl, aquatic species, and other wildlife. City staff removed non-native plant species from one area and replaced them with native vegetation. Two additional areas are scheduled for invasive plant removal and revegetation, pending grants from various sources.

Ventura River Trail. In a joint project involving the City and the State Parks Service, the west side of the Ventura River has been re-vegetated and enhanced. Non-native Giant Reed was eradicated and replaced with native vegetation, and a multi-purpose path was constructed from Ventura to Ojai. Two interpretive kiosks that explain riparian ecology were installed at the Ventura end of the trail. Funding for this project was provided by grants from the California Coastal Conservancy and the State Parks Service, with matching funds from the City.

Upstream Ventura River. In the mainstream of the Ventura River, the U.S. Fish and Wildlife Service has been coordinating with the City on a potential Habitat Conservation Plan for endangered species including steelhead trout. Impediments to migration, such as a water diversion structure and wells, may be removed as part of this 50-year plan possible physical restoration and monitoring project that would help facilitate fish passage.

Foster Park. The Foster Park Riparian Restoration and Giant reed Removal Project is a mitigation requirement by the Corps of Engineers (Corps) for the City for work in the Ventura River in 1998 related to repairs of water facilities. During the repair activities, the City temporarily disturbed a total of 0.51 acres of unvegetated riverbed. The Corps mitigation requirements included planting of riparian plants and the eradication of non-native weeds.

The City has received a request by the Ventura County Arundo Task Force to use City property just north of Foster Park for an Arundo Removal Pilot Project. The project's intent is to educate the public about the threat posed by *Arundo donax*, the need for its eradication and the methods used for its removal and eradication. In conjunction with the project, a revegetation effort will occur.

Surfers Point. The City is leading a multi-agency effort to create a plan that would repair the damaged coastline of Surfers Point near the Ventura County Fairgrounds. The project, called the Surfers Point Managed Shoreline Retreat, was developed to identify the proper method of replacing the surf-damaged area located at Seaside Park near the Ventura River estuary. In an ongoing process that began in 1995, the California Coastal Commission, California State Parks, 31<sup>st</sup> District Agriculture Association, and the City have coordinated with representatives from the Ventura Surfrider Foundation and other interested parties to determine how best to restore and

protect the bike path and pedestrian walkway, parking area, dune habitat, and beach access points.

San Buenaventura State Beach. Numerous rehabilitation projects are taking place along the State Beach. The San Buenaventura State Beach Master Plan outlines policies that aim to improve and enhance the overall condition of the beach. Seeds have been and will continue to be planted along the entire length of the beach, while specific areas have been targeted for restoration. Trees and shrubs have been placed along the bicycle and pedestrian pathway bordering the beach, including about 2,000 shrubs planted by local Girl Scouts in 2001. At Sanjon Road, a revegetation and restoration effort has begun and is fenced off from public access. Funded by Texaco, this project is being implemented by the State Parks staff. At the Lifeguard Station, a five-year restoration plan involves introducing native plants to the area to improve habitat for the legless lizard. At the Kalorama Street location, revegetation is taking place after storm waters damaged the area.

Alessandro Lagoon. This highly productive habitat is managed by the California State Parks system, although the City maintains Alessandro Drive. The City has requested Coastal Conservancy assistance through a Wetlands Recovery Grant to restore the lagoon by upgrading its status to a wildlife habitat sanctuary with interpretive facilities and a bike path encircling it. City staff would like to close adjacent Alessandro Drive to vehicle traffic and construct a recreational bike path to provide alternative safe access to the Pierpont area and beach. The Coastal Conservancy reviewed the proposal and has recommended that the project be put on hold for future coordination between the City and State Parks.

Ventura Harbor Wetlands/Santa Clara River Mouth. The City has initiated an extensive project aimed at restoring the wetlands located near the Ventura Harbor. The City has coordinated with the State Parks to remove invasive plant species and revegetate with native plants, and is studying the feasibility of rehabilitating the entire area. The City plan will look at ways to improve design at the water treatment ponds to be even more inviting to wildlife by further removing invasive plants, and to create a destination for visitors. This would involve installing interpretive signage, a pathway, and public art.

Water Quality Monitoring. In addition to the various restoration and conservation programs occurring at locations throughout the planning area, public agencies and private groups regularly monitor coastal water quality.

The County of Ventura Environmental Health Division tests 53 sites along the coastline (beaches), 16 within City limits. Reviewing the most recent data (April 2002), all locations except Hobie Beach outside of the planning area meet all State health standards. Historically, the Sanjon site has been problematic. Sites along Promenade Park and at Peninsula Beach have also been frequently closed due to sewage spills. In general, the county warns not to swim within 100 yards of a flowing storm drain or within 72 hours after a rainstorm. Advisories are in effect after periods of heavy rain, and signs are posted when spills occur or when use is restricted.

Santa Monica-based Heal the Bay monitors and compiles reports on public agency water quality testing at sites along the coastline. An April 2002 check on Heal the Bay's website indicated that water along the Ventura coast is low in bacterial counts, except after periods of heavy rainfall. Heal the Bay reports that record storms and droughts associated with El Nino resulted in numerous sewage spills during past winters and cleaner beaches in summers due to extensive dry spells. However, in a recent five-year study, the number of days with excellent water quality declined during both dry and wet periods.

The is only one formal water quality testing of freshwater in the City. In January 2001, The Ventura River Watershed Monitoring Program ("Stream Team") was established was initiated as a 2000 as a joint project of Santa Barbara ChannelKeeper and Surfrider Foundation Ventura Chapter. The Stream Team recruits and trains community members to take part in monthly water quality monitoring sessions. The program has three goals: 1) to establish long-term monitoring to collect baseline data on the Ventura River, 2) to establish a trained and knowledgeable volunteer base, and 3) to locate polluted "hot spots" and track down their sources. The Stream Team now monitor 15 sites throughout the watershed, located from just above the estuary at the Main Street Bridge to sites above Matilija Dam. Two of the sites, Ventura River at the Main Street Bridge and Stanley Drain at the Ventura River, are within the City's corporate boundary. Two more, Ventura River at the Shell Road Bridge at Canada Larga at the Ventura Avenue Bridge, are within the City's Sphere of Influence. The remaining 11 sites are upstream within the watershed. As of June 2002, volunteers had collected over 250 data points each month since January 2001, and logged over 850 hours in the field. This data includes on-site measurements of dissolved oxygen, turbidity, conductivity, pH, temperature and flow. Additionally, water collected at each site is analyzed back at ChannelKeeper's laboratory for three bacterial indicators, and for the common pollutants nitrate and phosphate.

### **3. Agricultural Resources**

Agriculture continues to play an important role in the economy of Ventura County and the City of Ventura. Ventura County is one of the principal agricultural counties in the state; in 2000, the value of agriculture production for Ventura County was \$1.05 billion. This level of production is made possible by the presence of high quality soils, adequate water supply, favorable climate, long growing season, and level topography.

Figure X-2 shows lands currently in agricultural production in the Ventura planning area. The city has soil and climate conditions suitable for specialty crops, including citrus, strawberries, and selected vegetables, sometimes yielding three crops per year. The top five crops in Ventura County by value in 2000 were lemons, strawberries, celery, nursery stock, and avocados. Nursery stock and cut flowers are of increasing importance to local agricultural production.

Approximately 17,000 acres of land are currently in agricultural use in the planning area. Irrigated farmland is located primarily within the eastern and southern portions of the planning area. Dry land farming and grazing occur on the Taylor Ranch west of the Ventura River. Grazing occurs on the hillside areas north of the City. These four general types of agricultural lands can be further separated into the following categories of products:

- Row crops. These include vegetables (such as broccoli and lettuce) and strawberries.
- Orchards. Most of the City orchards are in lemons, although oranges are found in the flatlands. The orchards located in the hillsides in the northeast portion of the planning area are in avocados.
- Dry Farming. The only dry farming in the planning area is lima beans on the Taylor Ranch.
- Grazing. Grazing includes lands used for cattle and sheep.

The U.S. Soil Conservation Service Important Farmlands Inventory system is used to inventory lands with agricultural value. Figure X-3 shows important farmlands in the planning area. This system divides farmland into classes based on productive capability of the land (rather than the mere presence of ideal soil conditions). The system effectively recognizes that a large amount of agricultural land in California and Ventura County that would not ordinarily be classified as “prime” under the previous evaluation system and is among the most productive land in the country. The major classifications for farmlands are described below.

- “Prime” farmlands in California are irrigated soils (Class I and II) over 40 inches deep with an available water-holding capacity of four inches or more. They are generally well drained and free from frequent flooding. Soil reaction is neither extremely acid nor strongly alkaline. The erosion hazard is slight and farming is not limited by cobbly surface layers, slow subsoil permeability or freezing soil temperatures.
- Farmlands of “statewide” importance are lands other than “prime” that have a good combination of physical and chemical characteristics to produce food, feed, forage, fiber, and oil seed crops. The criteria are like that for “prime” except that no minimum soil depth limitation or permeability restriction exists. “Statewide” farmlands have broader waterholding capacity, soil reaction, may be slightly saline or alkali affected, and may have a slight erosion hazard.
- “Unique” farmlands are additional lands that produce high value food and fiber crops, as listed in the annual report of the Department of Food and Agriculture.
- The criteria for farmlands of “local” importance, developed by the SCS Field Office in Somis and reviewed by the Ventura County Agricultural Advisory Committee, include dry farming and non-irrigated “prime” or “statewide” lands.

### ***Agricultural Resource Policies***

As the population of the Ventura planning area grows and the need for developable lands intensifies, the protection of agricultural resources becomes increasingly important. Four policies described below aim to ensure the continued preservation of agricultural lands in the planning area. Figure X-4 shows lands that are affected by one or more of these policies.

Land Conservation Act. A primary tool to preserve farmlands is the California Land Conservation Act (LCA) or Williamson Act contract program, established in 1965. Under provisions of the Act, private landowners may voluntarily enter into a long-term contract (minimum of 10 years) with cities and counties to form agricultural preserves and maintain their property in agricultural or open space uses in return for a reduced property tax assessment based on the agricultural value of the property. These property tax assessments are usually much lower than normal because they are based upon farming and open space uses, as opposed to full market value. The term of an LCA contract is generally nine years and automatically renews itself each year for another ten-year period, unless a Notice of Non-Renewal is filed or the contract is cancelled. State Government Code Section 51282 provides specific findings that must be made for the approval of LCA contract cancellations. Ventura County entered the program in 1969, and as of April 2002, between 130,000 and 132,000 acres of crop were in under LCA contracts.

Save Our Agricultural Resources (SOAR) Initiatives. In November 1995, a majority of voters (52 percent) in the City passed the Save Our Agricultural Resources (SOAR) Initiative, also called the Agricultural Lands Preservation Initiative. The Ventura County Save Open Space and Agricultural Resources Initiative, Measure B, passed in November 1998 by a 63 percent majority. Both measures generally prevent changes in specified land use categories of the Comprehensive Plan unless the land use change is approved by a majority of voters. The City SOAR measure reaffirms and readopts until the year 2030 the Agricultural Use designations defined in the 1989 Comprehensive Plan.

Greenbelt Agreements. Several cities, Ventura County, and the Local Agency Formation Commission (LAFCO) have adopted greenbelt agreements between jurisdictions to further the objectives of the Guidelines for Orderly Development and to assist in preserving agriculture and other open space lands located between cities. Greenbelt agreements are joint or co-adopted resolutions by cities, the County (when applicable) and LAFCO, whereby it is agreed to cooperatively administer a policy of non-annexation and non-development in a specific area. The basic purpose of the greenbelt is to establish a mutual agreement between cities regarding the limits of urban growth for each city. Any change to those boundaries by the affected cities would require the approval of LAFCO.

The City of Ventura is a participant in two greenbelt agreements. Ventura and Santa Paula adopted an agreement in 1967 to maintain the area between the Franklin Barranca east of the Ventura city limits and the Adams Barranca west of the Santa Paula city limits in agriculture production. The majority of agricultural lands in this greenbelt are under LCA contract. Ventura entered into a greenbelt agreement with the City of Oxnard in 1994. Boundaries for the greenbelts involving the City of Ventura are depicted on Figure X-4.

Right-To-Farm Ordinances. In 1997 the City approved a Right-To-Farm Ordinance to provide some protection to farmers against nuisance claims and frivolous lawsuits involving legal and accepted farming practices. The measure requires realtors to disclose potential conflicts with agriculture (e.g., pesticide smells, noise from machinery, pesticides use) when properties adjacent to agricultural parcels are for sale. The ordinance also provides a statement that agriculture is not subject to nuisance claims if it is being properly conducted. Ventura County also has a Right-To-Farm Ordinance that mediates similar disputes between neighboring cities.

### ***Agriculture Industry Concerns***

Ventura County is an area where large acreages of conventional agriculture abut urban land uses, including schools and homes. Various conflicts have arisen between farmers and users of adjoining parcels. Areas of potential conflict are primarily in East Ventura, where newer housing tracts, schools, and other uses are located immediately adjacent to agricultural parcels. Areas where agricultural and urban uses immediately abut each other are shown on Figure X-3. This land use pattern also occurs to a lesser degree in portions of the North Ventura Avenue community.

The direct interface between agricultural and urban uses has created a variety of potential conflicts for both growers and urban interests. The following information was provided by the Agriculture Policy Working group of the Ventura County Agricultural Commission in January 1998, and from a meeting with Ventura County growers organized by the Agricultural Commission in November 2001.

Specifically, problems concerning the agricultural/urban interface include:

#### *Issues for Urban Interests*

- Use of pesticides/dust problems in vicinity of residential neighborhoods, particularly near schools.
- Odors associated with pesticides and livestock.
- Noise related to farming equipment.
- Growing presence and operation of large greenhouses.
- General effects of agriculture on air quality.

#### *Issues for Agricultural Interests*

- Restrictions on activity.
- Restrictions on conversion.
- Loss of revenue and competitiveness.
- Competition for water and land.
- Pilferage, trespassing, and littering.
- Dust from adjacent construction activity.
- Economic burden of providing low-income housing in the cities for the agricultural work force.
- Pressure to site new public facilities in the interface because of open space land availability.
- Cost of purchasing land for expansion for farms is inflated by adjacent residential, commercial, and industrial zoning.
- Right-to-Farm ordinances provide relief from lawsuits; yet do not preclude legal battles. Also, such ordinances do not eliminate pressures to sell farmland for other uses.

#### *Other Constraints to the Agriculture Industry listed by the 1998 Policy Working Group*

- Information gaps, misperceptions, and unrealistic expectations of public.

- Land use and fiscal policies that affect farmland conversion.
- External forces (NAFTA, GATT, etc.) that impede the agricultural industry.

#### **4. Visual Resources**

The Ventura planning area has a wide variety of landscapes and seascapes, including natural, agricultural, and urban components. The major visual components of the community are described below.

##### ***Hillsides***

The northern portion of the planning area consists of the rolling hills and steep mountains of the coastal range. West of the Ventura River, hills form the western and northern boundaries of the planning area. Mesas and steep bluffs provide variation and create visual interest. The greatest diversity in the hillside area can be found in and near Harmon and Hall Canyons, where slopes can exceed 60 percent and the canyons form deep cuts in the landscape. The remaining hillside areas have slopes ranging from 20 to 60 percent, with scattered mesas and rolling terrain. In addition to providing distinctive views from the urban core looking north, the hillsides provide residents and visitors panoramic views of the City and the ocean. Grant Park affords the best public access to vista points.

The hillsides dominate the city landscape and can be seen throughout the planning area. The visual quality of the hillsides is a function of their open space, agricultural character, and topographic diversity. The visual condition of the hillsides varies widely depending on whether and how an area has been developed (residential or industrial) and how visible it is. The hills above West Ventura have a significant amount of oil production activity that is not screened and is highly visible to the public. The hillside areas of the Arroyo Verde and Poinsettia communities have substantial residential development, which has significantly altered their open space and agricultural character. On the hillsides west of the Ventura River and east of the Poinsettia community that run parallel to U.S. Highway 101, all of the features within the field of vision are characteristic of the region.

The Hillside Scenic Resource Area designation in the existing Comprehensive Plan applies to areas such as skyline ridges and significant natural landmarks. Its policies state that hillside scenic resources are to be maintained in a natural, undeveloped state. The Plan's Land Use Element states the City's intent to obtain scenic easements from property owners in conjunction with new development. The granting of a scenic easement will obligate the property owner to retain, maintain, preserve, and protect the public view of these areas in their natural state, without obstruction by structures. A scenic easement is not intended to prohibit the clearing of brush or planting of vegetation necessary to reduce fire hazards.

##### ***Shorelines***

Ventura's beaches begin at the mouth of the Santa Clara River and continue in a northwesterly direction to Promenade Park at the southern terminus of Figueroa Street. Beyond this point, the beaches become rocky, providing a variation in the visual character of the coastline. The coastline and offshore views exhibit extensive human-made alterations in the form of the Ventura Pier, Ventura Harbor, and several breakwaters along the shore, as well as oil drilling

platforms offshore. However, the coastline offers clear views of the Channel Islands and a distant open horizon that area residents value highly.

Most of the area directly inland from the beaches from the Ventura Marina to San Buenaventura State Beach Park is densely developed. This limits travelers' seashore vistas to views along Harbor Boulevard from the state beach to the Holiday Inn, and from U.S. Highway 101, which is elevated in this area. Public views of the shore are also available from state beaches. The Promenade that runs parallel to the shore from the pier to Figueroa Street is a prime public view corridor developed by the City and State to take advantage of the seashore as a scenic resource.

### ***Rivers and Barrancas***

The Ventura River and its associated floodplain form a distinctive landmark along the western boundary of the City as it parallels the State Route 33 for several miles. Views of the river from the highway are limited by the levee between the river and the freeway. Where the Ventura River flows into the Pacific Ocean unique scenic opportunities exist associated with changes in vegetation as the floodplain freshwater meets seawater. This estuary provides a distinctive view for pedestrians and bicyclists using the path that parallels the river and for Amtrak travelers crossing the river. Motorists also have an opportunity to see this vista from Highway 101. Looking north, they see the densely vegetated Ventura River and the grass-covered hills when entering or leaving the City.

The Santa Clara River forms the southern boundary of the City. The river and adjacent floodplain serve as important visual elements in creating a scenic approach to the City from the south. The river is nearly dry most of the year, exposing an expansive rock and sand streambed interspersed with riparian vegetation. Aside from the visual opportunities provided from the City circulation system, the Santa Clara River is visible only to residents in the southeastern portion of the City along the northern riverbank and to some hillside residents. Human-made features such as sand and gravel operations, maintenance roads, levees, and utility lines all conflict with, but do not overpower, the open, natural water patterns of the Santa Clara River.

The planning area contains several barrancas of varying depth and width that add another visual dimension to the landscape. In their natural state, barrancas are often densely vegetated and provide a pleasant contrast to surrounding urban or undeveloped areas because of their lush green appearance. There are several wooded barrancas in the planning area that enhance the surrounding neighborhoods. The Brown, Harmon, and Arundell barrancas are specifically designated as distinctive because of the variety of plant materials they contain and the natural character they provide.

### ***Agricultural Lands and Windrows***

Agricultural activity is prevalent in portions of East and West Ventura. Orchards and irrigated row crops create distinctive colored patterns that contrast sharply with the urban landscape and with the wheat-colored grasslands of the hillsides from April through November.

Windrows are rows of trees planted adjacent to agricultural lands to serve as windbreaks. They function as visual accompaniments to the various agricultural parcels throughout the planning area. Tree windrows also serve as reference points or demarcation lines within the community.

Finally, they preserve a sense of the local heritage and contribute to the aesthetics of the City. Various policies of the 1989 Comprehensive Plan recognize and protect the natural and aesthetic value of tree rows. According to the Plan, any new development containing or adjacent to windrows within the City Linear Park System are required to dedicate and improve a minimum 20-foot right-of-way adjacent to the windrows. Where agricultural windrows are not located within the existing or proposed Linear Park System, the windrows are to be preserved, subject to an arborist's report.

## 5. Cultural Resources

The Ventura planning area is rich in cultural and historic resources. In addition to numerous prehistoric sites in the vicinity, about 100 sites (primarily in the Downtown area) and four neighborhood districts have been designated as historic. Figure X-5 shows the locations of these sites.

### *Prehistoric Resources*

The diversity of natural resources, the temperate climate that allowed for long growing seasons, proximity to the coast, and abundant lithic materials available for tool manufacturing all combined to produce an archeological record in Ventura of almost the entire chronological and cultural span of human activity in southern California.

Significant Recorded Prehistoric Sites. For the 1989 Comprehensive Plan Master EIR, an inventory of recorded archaeological sites was compiled from the files of the State Information Center, Institute of Archaeology, University of California at Los Angeles, site records, excavation reports, and relevant literature. This information has been updated for this Comprehensive Plan Update with materials provided by the City, local museums, and historical groups. A map of the recorded prehistoric sites and potential archaeological resources, prepared for 1989 MEIR by Greenwood and Associates, is available for review by authorized persons at the Planning Division of the City Community Development Department.

In the planning area there are 25 recorded archaeological sites, and 91 historic sites, at least 43 of which may also contain subsurface cultural resources. Prehistoric sites generally involve at least one of the following resources: middens, milling stone sites, large villages, cemeteries, hilltop bead shrines, flake scatters and camp workshops. Specific key areas include: Shisholop Village, the Mission, and village sites in the North Avenue community, in Saticoy, and at Taylor Ranch. Drainages, especially the Ventura River, are also important archaeological locations.

Shisholop Village Also Historic Landmark 18, this is the important Chumash village at the foot of Figueroa Street. One portion of the village has been excavated; additional remains may exist.

Mission Area Village sites exist on both the north and south sides of Main Street. Important structures associated with the Mission have also been documented. The Mission Aqueduct, which is fragmented, lies in sections as it heads north towards Canada Larga.

North Avenue Community Two different parts of a major Chumash village have been excavated in one area. In another location, excavation revealed "dark mound soil" which contrasted to the

light claylike surrounding soils. This location has been covered by a dwelling, roads, gardens, and orchards. The owner of the property collected mortars, pestles, milling stones, and projectile points, plus branding irons, spurs, and knives. A segment of the Mission aqueduct runs along the base of a hill east and south of the site. Since the original recording of the site, the construction of State Route 33 may have affected part of the front yard. The owner has since died; the whereabouts of his collection are unknown.

Saticoy Community Included in this area is a village site, most likely Chumash, covering an area 300 by 1,000 feet, containing projectile points, scrapers, blades, drills, manos, milling stones, and trading beads. A cemetery, potentially Chumash, is also located in Saticoy.

Taylor Ranch In a highly archaeologically sensitive area of Ventura County, a major village has been excavated and deemed to be the “most prominent cultural resource within area” (*Singer and Atwood, 1987*). Estimated to be of the Oak Grove (Milling Stone) period, the site measures 500 by 1,000 feet, and includes the following artifacts: milling stones, manos, hammerstones, and various flakes.

### **Historic Resources**

As of December 2001, there were a total of 91 designated historic sites and four historic districts in the planning area. These include local, State, and National Register landmarks and landmark districts. The City owns several historic properties operated as sites open to the public and run by the Parks and Recreation Department. These sites include the Olivas Adobe, Ortega Adobe, Albinger Archaeological Museum, and other recorded archaeological sites in the Downtown area.

**Table X-4. Ventura County Cultural Heritage Board  
Landmarks and Points of Interest**

<b>Historic Resource</b>	<b>Address</b>	<b>Designation</b>
Saticoy Walnut Grower’s Association Warehouse	1235-55 E. Wells Rd, Saticoy	
Saticoy Warehouse Company, Bean Warehouse	10995 Azahar St, Saticoy	
Farmer’s and Merchants Bank of Santa Paula, Saticoy Branch	1203 Los Angeles Av, Saticoy	
Site of Saticoy Springs and Chumash Indian Village	Near Telephone Rd and Saticoy Av, Saticoy	
Sacred Heart Mission Church	Darling Rd, Saticoy	
Site of Santa Gertrudis Chapel	Off Hwy 33, North Ventura	
Ventura County Courthouse (Present City Hall)	501 Poli St	NRHP
Mission Aqueduct	Canada Larga Rd	NRHP
Keene Home	Bell Way	
Five Trees (presently Two Trees)	Above Foothill Rd, at Agnus Dr	

Source: The Cultural Heritage Board, Landmarks and Points of Interest, July 1992.

NRHP - National Register of Historic Places; Landmark - County designation for a cultural resource, structure, natural feature, site or area having historic, archaeological, cultural, or aesthetic significance. Point of Interest – County designation for a site of a historic resource, structure, feature area or an historic event that no longer exists.

Specific historic sites include the Mission and its facilities, the Ortega adobe and the Olivas adobe, the Santa Gertrudis Chapel and San Miguel Chapels, and Chinatown. Historical landmarks that may also contain significant archaeological resources are mainly the nineteenth and early twentieth century residences of Ventura citizens, or early commercial buildings such as

the Ferraud and Peirano stores downtown or the Bard Hospital on North Fir Street. For a complete listing of the 91 historic sites in the City, please refer to the list of historical resources at the end of this chapter.

The Ventura County Cultural Heritage Board designates landmarks and points of interest in the county. Several of the county landmarks were surveyed as part of a Historical Property Survey for the Vineyard Avenue/State Route 126 project completed by Caltrans for portions of the Saticoy area. The results included recommendations of buildings eligible for the National Register of Historic Places. The landmarks and points of interest located within the planning area, along with those buildings that have been listed in the National Register of Historic Places, are listed in Table X-4.

In 1982, the City received a grant from the State Office of Historic Preservation to conduct a comprehensive survey of the Downtown and Ventura Avenue areas. This study, combined with the Historical Architectural Survey completed in 1980 as part of the Downtown San Buenaventura Redevelopment Study Area, created a list of potential landmark sites in the downtown and Avenue areas of the City. Many of these proposed landmarks have since been designated.

In addition to the landmarks identified through the Cultural Heritage Survey, the Ventura Historic Preservation Committee is continually considering other sites eligible for landmark status. After recommendation from the Historic Preservation Committee, the Ventura Planning Commission holds a public hearing and sends the subject application to the City Council. If the proposed landmark meets the applicable standards set forth in the Ventura City Code 1971, section 3.310.170, then the Council may vote to adopt a resolution approving a landmark or point of interest and refer such recommendation to the County Clerk's office.

## **6. Mineral Resources**

The two principal mineral resources in the planning area are petroleum and aggregate. Aggregate includes sand, gravel, and rock material. It comprises the basic ingredients for a large variety of rock products including fill, construction-grade concrete, and riprap. Most extraction sites in the planning area are located in unincorporated Ventura County along the Santa Clara River in proximity to areas of use and demand. Other aggregate mining activity occurs in the Ventura River east of the Taylor Ranch property.

Access to mining areas is protected through various County overlay zones. The County's Mineral Resource Protection Area corresponds with "classified" and "designated" MRZ-2 areas recognized by the state. Under the 1975 State Surface Mining and Reclamation Act, areas categorized as "designated" warrant particular protection to ensure a long-term supply of construction materials. The county's 1983 Mineral Resource Management Program and Mineral Resource Protection Area/Overlay Zone ensure access to this resource and prohibit land uses incompatible with mineral extraction.

Petroleum (oil and gas) fields in the planning area are located in the foothills, and in the North Avenue and Ventura Avenue communities. Historically, oil production has played an integral

role in the development of the Westside area of Ventura, where oil was discovered in 1885 during the drilling of a water well. By the late 1920s, a total of 113 wells were in place in West Ventura, producing approximately 57,000 barrels of oil and 213 million cubic feet of gas per day. By the 1930s, the Westside population had doubled and the neighborhood became home to industries that supported oil production. By the 1980s, a drop in local oil production rates and a general decline in the oil production industry resulted in a substantial reduction in oilfield related activity. The remaining oilfields are located in unincorporated Ventura County.

## 7. Air Quality

Both the federal and State governments have established ambient air quality standards for the protection of public health. The U.S. Environmental Protection Agency (EPA) is the federal agency designated to administer air quality regulation, while the California Air Resources Board (CARB) provides air quality management through county-level Air Pollution Control Districts (APCDs). CARB has established air quality standards and is responsible for the control of mobile emission sources, while APCDs are responsible for enforcing standards and regulating stationary sources. The CARB has established 14 air basins statewide.

**Table X-5. Federal and State Ambient Air Quality Standards**

<b>Pollutant</b>	<b>Averaging Time</b>	<b>Federal Primary Standards</b>	<b>California Standards</b>
Ozone	8-Hour	0.08 PPM	---
	1-Hour	0.12 PPM	0.09 PPM
Carbon Monoxide	8-Hour	9.0 PPM	9.0 PPM
	1-Hour	35.0 PPM	20.0 PPM
Nitrogen Dioxide	Annual	0.05 PPM	---
	1-Hour	---	0.25 PPM
Sulfur Dioxide	Annual	0.03 PPM	---
	24-Hour	0.14 PPM	0.04 PPM
	1-Hour	---	0.25 PPM
Suspended Particulates	Annual	50 ug/m <sup>3</sup>	30 ug/m <sup>3</sup>
	24-Hour	150 ug/m <sup>3</sup>	50 ug/m <sup>3</sup>
Lead	30-Day Average	---	1.5 ug/m <sup>3</sup>
	3-Month Average	1.5 ug/m <sup>3</sup>	---

ppm = parts per million

ug/m<sup>3</sup> = micrograms per cubic meter

Source: California Air Resources Board

EPA has set primary and secondary ambient air quality standards for ozone (O<sub>3</sub>), carbon monoxide (CO), nitrogen dioxide, sulfur dioxide, suspended particulates (PM<sub>10</sub>), and lead. In addition, the State has established health-based ambient air quality standards for these and other pollutants that are more stringent than the federal standards. Table X-5 depicts the federal and state primary standards for major pollutants. EPA recently announced changes to the National Ambient Air Quality Standards for ozone and particulate matter. The federal ozone standard was lowered to 0.08 parts per million (ppm) and the averaging period was changed from one-hour to an eight-hour running average. A new particulate matter standard for 2.5 micron particulates (PM<sub>2.5</sub>) was created in addition to the standard for 10 micron particulates (PM<sub>10</sub>).

Monitoring stations throughout California check air quality. The Emma Wood Air Quality Monitoring Station north of Ventura is the monitoring station for the planning area. However, the El Rio Air Quality Monitoring Station east of the planning area may better reflect worst-case air quality conditions as it is immediately downwind of Ventura. This station measures ozone, CO, NO<sub>2</sub>, and PM<sub>10</sub>. As shown in Table X-6, concentrations of ozone and PM<sub>10</sub> did not exceed federal standards from 1999 to 2001. One exceedance of the state ozone standard occurred in 1999, and exceedances of state standards for PM<sub>10</sub> occurred on one day during 1999 and 2000. The major sources of ozone precursors in Ventura County are motor vehicles and other mobile equipment, solvent use, pesticide application, the petroleum industry, and electric utilities. The major sources of PM<sub>10</sub> are road dust, construction, mobile sources, and farming operations.

**Table X-6. Summary of Air Quality Data  
from the El Rio Monitoring Station**

Year	Number of Days Above Federal Standard		Number of Days Above State Standard	
	Ozone	PM <sub>10</sub>	Ozone	PM <sub>10</sub>
1999	0	0	1	1
2000	0	0	0	1
2001	0	0	0	0

Source: California Air Resources Board Summary of Air Quality Data, 1999, 2000, and 2001.

The City of Ventura is located in the Ventura County portion of the South Central Coast Air Basin. The Ventura County (APCD), the designated air quality control agency in the Basin, administers the Air Quality Management Plan (AQMP) for the area. The Ventura County portion of the South Central Coast Air Basin is a state and federal non-attainment area for ozone and a state non-attainment area for suspended particulates (PM<sub>10</sub>). Although the Ventura County portion of the South Central Coast Air Basin is in attainment for State and federal carbon monoxide standards, carbon monoxide is also an air pollutant of concern.

The AQMP focuses on the ozone nonattainment problem in Ventura County. The AQMP includes stationary source, mobile source, and transportation control measures to reduce emissions of all air pollutants. In addition to implementing these controls, progress toward achieving the national ambient air quality standards for ozone depends upon adherence to population and industrial growth forecasts outlined in the AQMP. Even with the adoption of recommended control measures, the AQMP projects that emissions of ozone precursors will increase due to mobile sources, emissions from power plants, and an increase in population and economic growth in the county in general. The plan does not address control strategies for particulate matter. The AQMP is available for review at the APCD office at 800 South Victoria Avenue.

## 8. Appendix A

### CITY OF SAN BUENAVENTURA HISTORIC LANDMARKS & DISTRICTS

April 1, 2002

NO.	LANDMARK NAME	ADDRESS	ADDITIONAL INFORMATION
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<b>1.</b>	<b>Olivas Adobe</b> <i>Designated February 11, 1974</i>	<b>4200 Olivas Park Drive</b>	SL/NRHP (CA-VEN-815H)
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This two-story Monterey style adobe was the center of San Miguel Rancho. Built in 1847 by Don Raymundo Olivas, a prominent cattle and sheep rancher, it was owned by the family until 1899. Restored in the late 1920s by millionaire Max Fleischmann of Fleischmann Yeast and Margarine fame, the historic house was given to the City of San Buenaventura in 1961. Now a historic museum, it is dedicated to Ventura's rancho heritage.

<b>2.</b>	<b>Ortega Adobe</b> <i>Designated February 11, 1974</i>	<b>215 West Main Street</b>	(CA-VEN-785H)
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Emigdio Miguel Ortega, grandson of Josef Francisco de Ortega, discoverer of San Francisco Bay in 1734, and comandante of Santa Barbara in 1782, was born at Mission San Diego. Emigdio was appointed Sergeant of the Santa Barbara Company in 1818 and commissioned at Los Angeles in 1918. He married Concepcion Dominguez at Mission Santa Barbara. Through the land grant of 1830-1850 for Rancho Ex-Mission Santa Buenaventura from Governor Pio Pico, he bought the 200 x 200 foot lot and built the adobe in 1855-57. The west half of the adobe was washed away by the floods of 1862 and rebuilt using the original roof tiles from the Mission San Buenaventura. In 1897, Emilio C. Ortega, son of Emigdio and Concepcion, began and operated from the adobe, the now famous Ortega Chili Factory. Located at 215 W Main Street, it was the townhouse of the Ortega Family, built in 1857.

<b>3.</b>	<b>Father Serra Statue</b> <i>Designated February 11, 1974</i>	<b>501 Poli Street</b>	
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This bronze statue was designed by John Palo-Kanges and represents an idealized image of Father Junipero Serra, the founder of Mission San Buenaventura. Located in front of Ventura's City Hall on California Street, the original cement statue was a WPA project in 1936. Due to weathering, the original was placed in storage in 1989 and replaced by the present bronze one. The wooden statue used to mold the bronze statue is located in the atrium of the City Hall. It was unveiled in November 1936.

<b>4.</b>	<b>City Hall</b> <i>Designated February 11, 1974</i>	<b>601 Poli Street</b>	SL/NRHP
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Constructed in 1912, it served as the Ventura County Courthouse until 1962. Designed by famed Los Angeles architect, Albert C. Martin Sr. in the "Beau Arts" or Neo-classic style. The building features the faces of 24 monks on the facade and stained glass skylights and domes in the interior. Restored and converted into Ventura's City Hall in 1972, it stands as one of the state's premier civic buildings. The west wing, formerly the county sheriffs office and jail, was restored and added to the City Hall designation in 1988.

**5. Grant Park Cross**                      **Ferro Drive**                      SL(Site)  
*Designated February 11, 1974*

The wooden cross, made of pine from Santa Paula Canyon, was placed on this site to commemorate the original cross erected by Father Junipero Serra when he founded Mission San Buenaventura in 1782. Two earlier crosses had blown down by 1875 and were not replaced again until the ladies of the ECO Club, a service club, erected the present cross on Admission Day, September 9, 1912.

**6. Mission Plaza**                      **100 Block E. Main Street**                      NRHP  
**Archeological Site**                      **Mission Plaza Park**                      District SL  
**North side of Main Street**                      (CA-VEN-4-87)  
**including the Albinger**  
**Museum, Filtration building**  
*Designated February 11, 1974*

The Mission Plaza Archaeological Project studied the area west of Mission San Buenaventura Church and along Valdez Alley from 1973 to 1975. A number of important features covering 3,500 years of history were uncovered at the site. These features include five mission building foundations, ceramic pipelines, an adobe brick factory, a well, an earth oven, and a water filtration building. Nicknamed El Caballo (the Horse) because of a carved wall feature in the shape of an animal head, the filtration building, built in 1782 by Chumash labor under the direction of Father Pedro Cambon, is the oldest standing structure in Ventura County. In the late 1860s, the building was used as a jail. The Mission Plaza Archaeological site includes VEN-4, which was recorded in 1951 in the UCLA Archaeological Survey Archives. The approximately one and one half acre area was designated as a local historic landmark on February 11, 1974.

**7. Conklin Residence**                      **608 East Thompson Blvd.**                      Mitchell Block  
*Designated May 6, 1974*

Located at 608 E Thompson Blvd., the home was originally built in 1877 by Dr. Solomon Leander Stuart, a dentist, whose office was located on California Street between Main and Santa Clara Streets. He is thought to have been a descendent of the artist Gilbert Stuart. The home was then deeded in 1887 to E. L. Mitchell, proprietor of a brick business and builder of two of the homes within the Mitchell Block. Marguerite Conklin, granddaughter of Marada Waton and owner of the property in 1918, lived her entire life within this restored Cape Cod style home midst her family heirlooms. It is folklore that her mantle clock, silent on the day of her passing in

1977, would never be operable again. The exterior was changed to its present Cape Cod appearance in 1927.

**8. Mission Norfolk Pines**                      **211E Main Street**                      Mission District  
*Designated July 1, 1974*

Two of the tallest trees in the City, these large Norfolk Island Pines (*araucaria excilas*) are located adjacent to the San Buenaventura Mission. The trees were planted in the 1880s, and legend suggests that they were brought here from Norfolk Island by a sea captain to be used as replacement masts for his ship. The captain, perhaps lost at sea, never returned to claim his trees. Traditionally, the trees are lit with colored lights during the holiday season and can be seen from miles along Highway 101.

In November 2000, the America The Beautiful Fund designated the pines as California's Millennium Landmark Trees. The non-profit group has given the designation to at least one tree in each of the 50 states that "has seen the nation progress from a largely rural, farming community to an industrial powerhouse." The mission Norfolk Pines were the first trees to be given the designation in California.

**9. Mound Pepper Tree**                      **5430 Telegraph Road**                      *No longer exists*  
*Designated July 1, 1974*

The Mound Pepper Tree was located 25 feet west of the east property line of the Mound Guest Home. It was cited as the oldest and largest tree of its specie in the City. It was 100 years old, 43 feet tall, 23.5 feet in circumference at its narrowest point two feet above ground and had a 100-foot branch spread.

**10. San Buenaventura Mission**    **211E Main Street**                      NRHP District  
*Designated July 1, 1974*

Father Junipero Serra founded Mission San Buenaventura on Easter Sunday, March 31, 1782. It was the ninth and last mission founded by Father Serra. Construction on the first adobe mission church began in 1787, but problems forced its demolition in 1790. The present stone and adobe church was built just to the east of the original structure and completed in 1809. The Mexican Government secularized the missions in 1834, and in 1846, Mission San Buenaventura was sold to Jose Arnaz and became known as Rancho Ex-Mission. In 1862, President Abraham Lincoln returned the Mission San Buenaventura Church to the Catholic Church, which owns it to this day.

**11. Plaza Park Moreton Bay**                      **Chestnut and Santa Clara Streets**  
**Fig Tree**  
*Designated July 1, 1974*

The Moreton Bay Fig tree, which was planted in Plaza Park in 1874, is thought to be the largest tree of its species, being 68 feet high with a branch spread of 130 feet in the City. It is a *ficus*

*macrophylla*, which is a native of Queensland Australia. The tree is located at the northwest corner of Plaza Park at Chestnut and Santa Clara Streets.

- 12. Mission Plaza Moreton Bay Fig Tree**      **100 Block East Main Street**      Mission District/NHRP  
*Designated July 1, 1974*

The Mission Plaza Moreton Bay Fig Tree (*ficus macrophylla*) dominates the east side of Mission Plaza Park, along Figueroa Plaza. Its branches have a spread of over 100 feet and its circumference is 18 feet. The tree is over 120 years old. This area is part of the Mission National Register of Historic Places (NRHP) District.

- 13. Baker Residence**      **2107 Poli Street**  
*Designated September 23, 1975*

Located at 2107 Poli Street, the home was built in 1888 by architect Franklin Pierce and it is a well-preserved model of Victorian architecture.

- 14. Judge Ewing Residence**      **605 Poli Street**  
*Designated September 23, 1975*

This house was built in 1894 for Judge Felix Ewing, then the only judge in Ventura County. It was built in the popular Queen Anne style. The large wrap-around porch was elaborate for its time. The library has special carved paneling and tiled floors. The stone used in the walls was quarried in Foster Park north of Ventura. The building is now used as law offices.

- 15. Theodore Groene Building**      **592 East Main Street**  
**Bahn's Jewelry Store**  
*Designated October 27, 1975*

This building was originally constructed in the late 1920's as a bank for the Ventura Guarantee and Loan. Although it served as a home for many different businesses, it is primarily known as being occupied by the Bahn's Jewelry Store. Purchased by Theodore Groene in 1961, it was then restored by the contractor, Clyde Campbell. The building features a beautiful interior, including three large murals by Norman Kennedy. The exterior is noteworthy because of the lovely brickwork and the unusual ceramic tiles. The original white paint was removed from the building in 1982.

- 16. San Miguel Chapel Site**      **NE corner Thompson Blvd.**      NRHP  
*Designated October 27, 1975*

Located at the northeast corner of the intersection of Thompson Boulevard and Palm Street. The San Miguel Chapel, originally constructed of adobe brick about 1790, served as a place of worship while the Mission San Buenaventura was being built. The Chapel was the first permanent structure in Ventura built by non-Aboriginal man. A second chapel, half the size of the first, was built on the site after the original chapel was destroyed by the earthquake of 1812.

Subsequently, the chapel suffered extensive damage from natural causes, and, in 1873, the walls were torn down. The site was excavated by students from Moorpark College, starting in 1974. Excavated features include the uncovered aqueduct, which served the Mission, a rock foundation, a bell tower, and a section of painted wall.

**17. Robert Stacy Judd Church 101 Laurel Street**  
**Church of Religious Science**  
*Designated December 1, 1975*

This unusual building was designed for Ventura's First Baptist Church by Hollywood architect Robert Stacy-Judd. Finished in 1931, the church stands as a monument to the Mayan Revival style. Due to funds provided by local sculptor, Jason Herron, the building was restored in the mid 1980s.

**18. Shisholop Village Site/ South end Figueroa Street (CA-VEN-3)**  
**Cabrillo's Landing**  
*Designated December 22, 1975*

Located directly on the beach at the foot of Figueroa Street is the site of the Chumash Indian village called Shisholop by the missionaries who settled Ventura. Believed to have been a Chumash provincial capital, Shisholop was first settled shortly after A.D. 1000 and reached its zenith about the time it was visited in 1542 by Portuguese navigator Juan Rodriguez Cabrillo, while on an exploratory expedition for Spain. The location of Shisholop Village and the Cabrillo landing was designated a historical site on December 22, 1975.

**19. Elizabeth Bard Memorial Hospital 121 North Fir Street**  
*Designated March 8, 1976*

Opened on January 1, 1902, by brothers Senator Thomas R. Bard and Dr. Cephas Little Bard as a memorial to their mother, the Elizabeth Bard memorial Hospital is Ventura's only remaining Mission Revival building. Located on a hillside just two blocks east of City Hall, the structure, with its arched loggia, scalloped parapeted gables and domed bell tower, stands out as one of the finest works of well-known local builder Selwyn Locke Shaw. Cephas Bard, who came to Ventura in 1868, is said to have been the County's first doctor. He was also the first patient to die in the Bard Hospital in 1902. The building, which has been rehabilitated for use as offices, was designated a historic landmark on March 8, 1976.

**20. Ventura Wharf (Pier) Harbor Blvd. east of California Street**  
*Designated March 29, 1976*

The Ventura Wharf was partially destroyed in 1926 and was rebuilt as it appears today. Located off of Harbor Boulevard between California Street and Fir Street, the pier was built to encourage growth in Ventura and to provide an outlet for farmers and their crops. The pier was considered a public utility and "absolutely indispensable" to the city's economy. The wooden structure includes a restaurant and a bait and tackle shop. The pier is a point of interest for today's tourists,



*Designated December 20, 1976*

Located at 902 E. Main St. This was originally the Alice Bartlett Club. The building has both architectural and historical significance. It was moved to its present location in 1922.

- 28. Southern Methodist Episcopal Church**                      **896 East Main Street**  
*Designated July 11, 1977*

Located at 896 E. Main Street. The church was built in 1890 and is the last of the original seven churches built in the City during that time. It is in the Gothic style with a high steeple and beautiful stained glass windows. It currently houses the Victorian Rose Bed & Breakfast.

- 29. Post Office Murals**                      **675 East Santa Clara Street**  
*Designated October 24, 1977*

Located in the Post Office at 675 E Santa Clara Street, the murals were painted by Gordon Grant in 1936-37. The project was sponsored by the Federal Arts project of the WPA.

- 30. Livery/County Garage**                      **34 North Palm Street**  
*Designated November 21, 1977*

Located on Palm Street, the site has been in use since 1875 as a livery stable, then stable and garage until it was purchased by the County in 1921. It now houses the Livery Theatre, office, and retail uses.

- 31. Packard Garage**                      **42 North Chestnut Street**  
*Designated November 21, 1977*

Located on Chestnut Street, the building was originally constructed in 1925 to be used as a garage and showroom. The County purchased the building in 1956 for use as a warehouse. It is currently vacant.

- 32. Peirano Store**                      **204 East Main Street**                      Mission District  
*Designated January 16, 1978*

Oldest brick building in the City, built in November 1877. Located at the southeast corner of Main Street and Figueroa Plaza. Owned by the Peirano family since 1890 and in constant use as a grocery store since 1877 until Nick Peirano, nephew of the original owner, retired in 1986. It has housed a restaurant since September 1998.

- 33. Peirano Residence (Parrish Law Offices)**                      **107 So Figueroa Street**                      Mission District  
*Designated January 16, 1978*

House located at the southwest corner of Figueroa and Santa Clara Streets. Built in 1897 by the Peirano family and in constant use by the family until 1976. House is 1-1/2 story wood frame with gabled roof. Restored by Donald Parrish and currently used as a law office.

- 34. Theodosia Burr Shepherd Gardens**      **SE corner of Poli and Chestnut Streets**      Point of Interest  
*Designated July 17, 1978*

The original gardens of one of California's most famous horticulturists, were located between Main and Poli, Chestnut and Fir Streets. All that remains is a Star Pine and a Bird of Paradise. Designated a Point of Interest July 17, 1978.

- 35. Feraud Store & Bakery (1903 Building)**      **2 West Main Street**      NRHP  
*Designated July 17, 1978*

Located at the southwest corner of Main Street and Ventura Avenue, the Feraud Bakery and Grocery Store was begun by Jules Feraud in 1903. The bakery stayed in the family until 1944. Currently owned by Robert Addison and used as a retail store. Designated a Point of Interest July 17, 1978.

- 36. First National Bank of Ventura 1904**      **401 East Main Street**      Point of Interest  
*Designated August 13, 1978*

Located at 401E Main Street, the building was opened in June 1904 as the First National Bank. The building has been much altered over the years for various commercial uses. Designated a Point of Interest August 14, 1978.

- 37. First National Bank of Ventura 1926**      **494 East Main Street**  
*Designated October 16, 1978*

Located at the cornerstone of the downtown area at Main and California Streets, this building was used as a bank for many years. First as the First National Bank of Ventura, then Bank of America, Security First National, Channel Island State Bank and Wells Fargo before becoming the American Commercial Bank. The building currently houses a retail furniture store on the ground floor and offices on upper floors.

- 38. Bank of Italy**      **394 East Main Street**  
*Designated December 4, 1978*

Located at 394 E Main Street, the building was constructed in 1923-24 after being promoted by John Lagomarsino, Sr. The architectural style is Italian Renaissance Revival, which was widely used for commercial structures at that time. The building currently houses retail uses on the ground floor and office uses on the second floor.

**39. Dr. T. E. Cunnane Residence 128 South California Street***Designated December 18, 1978*

Located at 128 S. California Street, this structure was the home and office of Dr. Thomas E. Cunnane, the city's physician after the death of Dr. Bard in 1902. The structure is one of the few remaining examples of Queen Anne cottage style architecture. Now used as business offices.

**40. A. C. Martin Building 69 So California Street  
(Bella Maggiore Inn)***Designated April 9, 1979*

The facade is at 69 S. California Street. The building was constructed in 1926. The architect was A. C. Martin of Los Angeles, who also designed the current City Hall. The style of the facade is taken from Spanish Renaissance sources. Restored by Tom Wood and currently houses the Bella Maggiore Inn. At one time it was known as El Nido Hotel.

**41. Robert Sudden Residence 825 Front Street***Designated April 9, 1979*

The house at 825 Front Street was built in 1886 by Captain Robert Sudden. It was originally located at Fir and Meta streets and was moved to its present location in 1916.

**42. Robert M. Sheridan Residence 1029 Poli Street***Designated May 21, 1979*

Located at 1029 Poli Street, this craftsman bungalow house deviates from the traditional box-like shaped bungalow. Historically the house is important for it was built by Robert M. Sheridan, son of early pioneer E. M. Sheridan, who was editor of the Ventura Signal. The house was used by Robert and his wife, Ellen, who was a well-known editor, writer and designer.

**43. Chaffey & McKeeby SE corner Main and Point of Interest  
Einstein & Bernheim Palm Streets**

**General Store  
(building demolished)**  
*Designated May 21, 1979*

This building was located at the southeast corner of Main and Palm Streets and was demolished because of structural problems in December 1979. The building was originally two general merchandise stores built in 1872. The owners were associated with the early development of the City; the Einstein and Bernheim store eventually became the Great Eastern Department Store. The site now houses Mid-State Bank.

**44. Dudley House SW corner Loma Vista NRHP  
Designated January 21, 1980 and Ashwood Ave.**



Eastern Department Store, who lived in the house in 1910 through 1911. When additional information identified the owner as Jacques Roos, the designated name was changed in 1991.

**48. Dacy Fazio House**                      **557 E. Thompson Blvd.**  
*Designated April 14, 1980*

Orville Wadleigh, an early Ventura County rancher and City Trustee in 1918-1919, had this house built for his daughter Dacy Fazio in 1910. Dacy was married to Ben Fazio, owner and operator of the Fazio-Newby grocery store on Main Street. The house is a typical Craftsman Bungalow, but the property includes a carriage house/barn, which is significant as the only remaining example of a carriage house in the old downtown. The style and construction of the structure indicate that it may be older than the house itself. The house was restored in 1980 by Ira Goldenring for use as the Law Offices of Goldenring and Goldenring.

**49. Terry House**                              **4949 Foothill Road**  
*Designated July 14, 1980*

Located at 4949 Foothill Road, now the Unitarian Church. The house was built in 1917 by J. Myers of Oxnard, for Wellington G. Wide. The Wide Family lived in the house until 1922 when it was purchased by Joe Terry, Sr. The building combines several different styles of architecture, and is a one-of-a-kind example left in Ventura of a ranch/farm house built for an affluent family of that period.

**50. Bert Shaw House**                      **1141 Poli Street**  
*Designated September 15, 1980*

Built in 1896 by Jesse Bert Shaw, the son of Selwyn Shaw and a carpenter/builder like his father, this one-and-a-half story Victorian, with a medium high pitched cross gable roof and plain boxed cornice, is one of several houses built and lived in by members of the Shaw family along the 1100 block of Poli Street. The main feature of this house is a modified Palladian window on the front. A flat roofed addition was added on the west in 1929.

**51. Blackstock House**                      **835 E Main Street**  
*Designated September 15, 1980*

The Blackstock House, thought to be the work of architect Charles Russell, was the home of James Blackstock, Main Street businessman and proprietor of the Central Cash and Meat Market and the Union Ice Co. from 1916 to 1926. The house was constructed in 1901 on the site of what is now the Ventura City Hall on Poli Street (originally built as the Ventura County Courthouse), and was moved ten years later to its present site at 835 Main Street, a prestigious address in early Ventura. The house remained in the Blackstock Family until 1944.

The Blackstock House marks a stylistic transition from the Queen Anne mode of Victorian design period which was ending at the turn of the century, to the Classical or Colonial revivals which swept the nation from about 1880 to 1950. The square tower of the Blackstock House, with its pointed peak (hipped roof) distinctly echoes the Victorian style. The classical or

Colonial details can be seen in the modillions (Flat brackets under the eaves) that support the eaves, the elaborate frieze details above the second floor window, the articulation of the two stories with different classical orders and the triangular pediment above the portico.

**52. Sifford House** **162 So Ash Street**  
*Designated September 15, 1980*

The house is located in 1895 for the Frank Sifford family. Mr. Sifford was owner of the Ventura Transfer Company. His wife, Cora, was active in the Native Daughters of the Golden West. Unique characteristics include a portico columned front door, framed by a horseshoe shaped arch. The second story is accentuated by a small balcony above the front porch. Originally, the Palladian style window to the left of the front door contained stained glass in the arched center section. The house is a two-story box like shape and is a transition between the Queen Anne and Colonial Revival styles.

**53. Nellie Clover House** **857 E. Main Street**  
*Designated November 1980*

This house is a fine example of a classical turn of the century cottage. The Main Street lot originally belonged to Thomas Binns who died in 1891 and left the property to Eleanor Clover, mother of Melvin Clover. Melvin married his housekeeper, Nellie (nee' de la Riva), and they first occupied the house in 1911. Their marriage lasted less than a year. The house was deeded to Nellie in 1913 and she retained ownership until her death in 1964. The de la Riva family has a long history on Ventura, and the Binns were related to the Sheridans, another prominent family.

The house incorporates several distinctive architectural features. A dentiled Italianate cornice surround the building. A hipped roof with a large shingled pediment porch is supported by classical Corinthian columns. The shingle pediment features a Palladian style vent. The buildings features also include narrow clapboard siding, bay windows and a decorative redwood front door with a sunburst design.

**54. Kimball House** **7891 E Telephone Road**  
**(Hertel Office Bldg.)**  
*Designated July 1981*

Eugene C. Kimball, a well-known rancher and inventor of farm machinery, built this house in 1929 for his growing family. Eugene C. Kimball was the son of Charles Newton Kimball who came to Ventura from Massachusetts in 1876 and farmed near Seaward Avenue between Main Street and Thompson Boulevard. The architect for the house was Alfred Frank Priest of Los Angeles. The house has elements of the Colonial Revival style. Mission style is seen in the arches, courtyard, and the red tile roof, with touches of Monterey revival style in the wood columns. The interior for the house remains much as it did when originally constructed. It is a one-story residence with a basement, of approximately 4,500 square feet, containing four bedrooms located on a little over on 1.5 acres.

**55. Dunning House** **932 E Main Street**



**59. Blackburn House** **721 E Main Street**  
*Designated January 9, 1984*

The David S. Blackburn house was built in the late 1880s. It was constructed in the late Queen Anne style and has Colonial Revival elements. It is the most elaborate home from the turn of the 20<sup>th</sup> century still remaining on Main Street. The home is a large, two-story structure with a shingled tower, wrap around porch and an attached water tower. Notable interior features include intricate fireplaces, leaded glass window, arched ceiling, special moldings and hardwood floors. An addition built on the west side for office space makes careful use of matching materials.

**60. Alessandro Lagoon** **Junction of Vista Del Mar**  
*Designated December 1982* **Drive and Alessandro Drive**

In the later 19<sup>th</sup> and early 20<sup>th</sup> Centuries the site of the Alessandro Lagoon was known as Chautauqua flats and was a popular spot for camping and amusement enterprises. Today, it is one of the few existing fresh water refuges of the Pacific Coast flyway within Ventura County. The area is a triangular piece of land approximately 7.0 acres extending easterly from the junction of Vista Del Mar Drive and Alessandro Drive to a point of approximately 0.3 miles on Alessandro Drive which is west of the northern border fence of U. S. Highway 101. The area is presently enclosed in a seven-foot high chain link fence.

**61. Elwell House** **143 So Figueroa Street**  
*Designated March 7, 1985*

The Elwell house was built in 1892 and belonged to William Elwell and his wife Elel Frieda Tico Elwell, descendents of important California and Yankee families.

This house is a single story house with a medium pitched hipped roof with an offset gable and slanted bay window. Decorative brackets in sets of three are found under the eaves and the bay window has diamond panes in the upper portion. The front porch, featuring turned columns and saw-tooth molding, has been extended and enclosed. An addition was made to the rear of the house in the 1920's. Asbestos shingles were added to the exterior of the house. Don Parrish restored the house for use as offices.

**62. Suyter House** **1157 Poli Street** **Shaw District**  
*Designated April 22, 1985*

The William Suytar house was built in 1890-91 by Selwyn Shaw as a rental house. It is one of three landmarks located in the Selwyn Shaw Historic District. This Queen Anne-style residence features a prominent two-story slanted bay tower which extends from the side facing high-pitched gable roof. The tower roof is octagon shaped with a rooster finial at the peak. Decorative details include fish scale shingles, stained glass, dentils and elaborate flower and tendril applied design in small porch gable. The landmark takes its name from 1920s resident William Suyter, who served as a local deputy sheriff. It was moved from 334 S Oak Street at the time of the Beachfront Redevelopment.

**63. El Jardin Patio Building 451-61 E. Main Street***Designated August 12, 1985*

The El Jardin (Garden) Patio building was designed as one of the earliest outdoor malls in Southern California. The shopping court was very popular in the 1920s, but El Jardin appears to be the only example built in Ventura. The two-story structure, with shops and offices opening onto an interior courtyard, remains basically unchanged from its original design. A large archway on Main Street leads to a well landscaped courtyard built on three levels. The wood trimmed stucco building has large multi-paned arched windows, wrought iron railing and lamps, carved wooden spools, beams, and brackets and mission tile. Some of the tile has been replaced with brick tile. The use of low pitched tile parapets and flush tile roof lines enhance the effect of a “Spanish Village.” In the 1950s, the arched front entrances and side windows on the street level were removed and replaced with large display windows.

El Jardin Patio was designed by the prominent Los Angeles architectural firm of Weber, Staunton and Spalding in 1925 for G.W. Chrisman and W.B. and Mary Alpin. The Alpines ran La Foresial, a flower shop on the west side of the courtyard, for many years. Their son, William Alpin, a photographer for Sunset Magazine, had his studio in the rear of the courtyard.

One of the earliest tenants of El Jardin was the Jack Rose Smart Shop, which was the first retailer in town to sell off-the-rack women’s fashion. This store occupied the Main Street location east of the archway. Jack Rose, a man who believed downtown businesses, opened his first Ventura store in 1925 and continued to personally operate a downtown Main Street store until his death in 1955. In 1948, he built the art deco Jack Rose Building on the northwest corner of Main and Chestnut Streets to house his store.

**64. Robert Brakey Residence 413 Poli Street***Designated October 14, 1985.*

The Brakey House was built in 1890 for Ventura’s well known house mover, Robert E. Brakey. Although the house has been altered, it still retains the significant features of its original Victorian character. The Brakey family continued to live on this property through the 1930s. Robert Brakey was a City Trustee in 1916-17. His son, John R. Brakey continued the house moving business and among his accomplishments was the moving of the Port Hueneme Lighthouse which, unfortunately, no longer remains. John also accumulated a large collection of historic photographs, which can be seen at the Ventura County Historical Museum.

**65. Judge Ben T. Williams House 386 Franklin Lane***Designated January 26, 1987*

The Judge Ben T. Williams House was built on the Avenue around 1890 possibly by Selwyn Shaw. Around 1950 it was moved to Franklin Lane. It is an example of a Queen Anne ranch house, with Stick-Eastlake influence. Benjamin Tully Williams was Judge of the Superior Court of Ventura for many years during the 1890’s and early 1900’s. He was also one of the most powerful political figures in the County during that time.

**66. Charles Corcoran House      831 Buena Vista Street**  
*Designated April 1, 1986*

The Charles B. Corcoran Houses embody the distinctive characteristics of a type of and period of construction. The original house, built in the California Bungalow style in 1910, is a single story house with low pitched roofs, a porch with overhanging gables supported by elephantine columns, a cast concrete block foundation, and wood siding. This bungalow also includes a large Palladian bay window. The 1930 house is a much finer example of its style. Built in the Mediterranean, or Spanish Colonial Revival style, the architecture includes a red tile roof with low pitch, stucco walls, arched doorways throughout, wrought iron balconies and railings, and exposed rafters and beams.

**67. Charles Cooper House      163 Cedar Street**  
*October 14, 1986*

Charles L. Cooper, a carpenter, purchased this property in 1886 and built the house in the same year. One of the more noted owners was Mr. Frank White, owner from 1929-49. Mr. White was a horticulturist and developed new strains of many common flowers. The house represents a particular period of local history when Ventura was only a small community; just prior to the tremendous economic boom created by the arrival of the Southern Pacific Railroad in 1887.

**68. Josiah Keene House      41 Bell Way**  
*Designated September 28, 1987*

The Josiah Keene home was built near Ventura Avenue around 1872, making it one of the first grand homes built in San Buenaventura after incorporation. Josiah Keene was a veteran of the Civil War; a former U.S. Treasury employee; and a San Buenaventura area rancher. The house, which was moved to 41 Bell Way in 1928, is perhaps the City's only example of Second Empire/Victorian Residential style.

**69. Hartman House      73 No Palm Street**  
*Designated September 28, 1987*

In 1911, the Hartman family moved into this residence. Previously, portions of the San Buenaventura Mission complex and a brewery were on the property. The house is a well-preserved example of the Craftsman Bungalow style, which was prevalent in California in the first quarter of the 20<sup>th</sup> century, and contains many of the woodwork details, which were part of that style. Gayle Kieran restored the house in 1988 and it is now used as offices.

**70. J. A. Day House      759 E Poli Street**  
*Designated April 25, 1988*

In 1889, prominent local grocer J.A. Day built this Victorian home, in the Stick-Eastlake style. The structure contains unique carpentry work with a profusion of wood detail in the balusters and frieze, with crafted decorative pediments over the windows, and stained glass over the door

and around the windows. The J.A. Day home reinforces the historical feeling of the nearby Selwyn Shaw Historic District.

**71. Ventura Insurance Bldg      692 E Main Street**  
**(Rosarito Beach Restaurant)**  
*Designated April 25, 1988*

In 1937, this building was built for the Ventura County Mutual Fire Insurance Company. The concrete structure is unique for San Buenaventura in its classic expression of Art Deco or Moderne style with Aztec Revival flower elements in the design. The noted Los Angeles Architect William W. Ache created the design. Mr. Frank Nam restored the building in 1988 and it is now the Rosarito Beach Restaurant.

**72. Erburu House              2465 Hall Canyon Road**  
*Designated January 5, 1989*

The house at 2465 Hall Canyon Road was built in 1909 by Mariano Erburu as a residence for his family. This 1½ story California Craftsman Bungalow is distinctive in its size, with 4,000 sq. ft of floor space. The front of the house has a low gable roof with a large gable dormer. The house's exterior is clapboard siding, with wide framed casement and double hung windows. Mr. Erburu, an immigrant from Spain, was a prominent Ventura businessman. Mr. Erburu primarily was in the sheep business and at one time owned a flock of over 300 head. In the late 1890's he also was a partner in a mercantile business with J. Feraud. The house was the first in the area and a focal point for those traveling to Ventura through Hall Canyon. The present owners, Robert and Pauline Chianese, have authentically restored both the interior and exterior of the house.

**73. McCoskey Love House              119 S. Figueroa Street**  
**(Parrish restored to office bldg)**  
*Designated July 17, 1989*

Ada McCoskey Love was the widow of prominent Ventura physician, J. H. Love. Dr. Love came to Ventura in 1891 and was a major figure in the community until his death in 1906. The Loves moved into this house in 1904. The house's style uniquely combines elements of the Italianate period with early Victorian influences. It has been moved twice with its original location being on the northwest corner of Chestnut and East Santa Clara Streets. Mr. Don Parrish has restored the house for use as offices.

**74. Kate Duval House              953 E Main Street**  
*Designated July 17, 1989*

The house was built in 1902 as a rental unit for the Eugene W. Duval family and was owned by Kate Duval, wife of Eugene. Mr. Duval operated a hardware store on Main Street. The Duvals lived in the house next door at 943 East Main. The most unique feature of this restored Queen Anne Cottage is the large front slanted bay window with its shingled pediment, sunburst brackets and decorative blocks.

**76. J. Hoover Love House                      970 E Santa Clara Street**  
*Designated July 17, 1989*

This house was built in 1923 by Louis Rudolph and sold to J. Hoover Love, Deputy County Tax Collector and son of the prominent Ventura physician Dr. J. H. Love. It is unique in its blending of a Mediterranean exterior with an American Arts and Crafts Movement interior. The Mediterranean influence is seen in the parapet roof and symmetrical stucco facade. Craftsman features include a carved wood door with four narrow panes flanked by narrow multi-paned windows. French doors with wrought iron railings are found on each side of the main entrance with raised quatrefoils.

**77. Mabel Nellie Owen House              93 W. Simpson Street                      Simpson Tract**  
*Designated January 22, 1990*

This Mediterranean style house at 93 W Simpson was the home of Mabel Nellie Owen who was an activist and voice for the Avenue Community for over fifty years. Projects with which she was involved include relocation of the Taylor Ranch feed lots, opposing a proposal to construct a sewer treatment plant next to Sheridan Way School, building of Westpark and Avenue Adult Centers, initiation of a senior mini bus, and construction of the Church of God in Christ church.

**77. Dr. Cephus Bard House                      52 W. Mission Street**  
*Designated April 1, 1991*

Dr. Cephus L. Bard, brother of Senator Thomas Bard, was a prominent physician in Ventura during the late 1800's. This house, built in 1886 for Dr. Bard, was originally located on Oak Street. It is one of the few remaining Italianate structures in Ventura and has maintained its integrity over the years.

**78. Carlo Hahn House                              211 E. Santa Clara Street**  
*Designated July 15, 1991*

This two-story residence was built between 1912 and 1914 for Carlo Hahn, an agent for the Bortalino Hat Co. and a partner of Giovanni Ferro. Mr. Ferro, Hahn's brother-in-law, lived next door in the elaborate Italianate villa once owned by the Schiappapietra family. The Hahn House was built to complement the adjacent mansion. It exhibits several characteristics of early Victorian styles although built well after the period ended. The house was remodeled as a restaurant in 1971. The house is listed as a contributing member of the Mission National Historic District.

**79. Hammonds/Reese House                      637-639 Poli Street**  
*Designated September 14, 1992*

This one and one-half story Queen Anne Victorian has maintained its integrity over the years since being built in 1905. Its several outstanding features include a wraparound porch with Corinthian columns, both slanted and rounded bay windows, windows with diamond patterns, irregular gable roof lines, two tall decorative brick chimneys, decorative brackets under the

extended eaves and narrow clapboard siding. The house is located on a prominent hillside and is surrounded by other designated landmarks - the Ewing House to the west, the Bard Hospital to the east, and remnants of the Theodosia Burr Gardens across the street. The house was originally built for Harry and Dora Hammonds. Mr. Hammonds owned an insurance company in Ventura for over forty years. The second owner in 1912 was David J. Reese. Mr. Reese was the Ventura Postmaster and Editor and proprietor of the Ventura Daily Free Press and the Ventura Weekly Free Press.

**80. Pierpont Inn                      550 San Jon Road**  
*Designated February 1, 1993*

A two-story hotel built in the Craftsman style in 1908 for Austen Pierpont. Sold in 1928 to Gus and Mattie Gleichmann who restored and enlarged the Inn over the years. President and Mrs. Bush lived in one of the cottages while Mr. Bush was working in the oil business.

**81. A. D. Briggs House                      856 East Thompson Boulevard**  
**(Christopher Place)**  
*Designated May 10, 1993*

The house was built for Arthur D. Briggs in 1894. It is an unusually fine and well-maintained example of the Queen Anne style and stands with the house next door at 844 Thompson as an example of the many homes that were located in this neighborhood at the turn of the century.

**82.    301 S. Dunning Street**  
*Designated October 12, 1993*

This one and a half story English Tudor has a rectangular shape with a high pitched gable roof punctuated by 3 gabled dormer windows. On one side of this house there is a bay window, while the front features a fixed paned window. All other windows are wood casement. A front porch with matching fixed paned windows brick sides and stained glass windows complete the front. This house has a brick driveway with accents of brick and wood planters that complete the landscaping. This home on a corner lot also has many mature trees including a central English yew in the front.

**83. Arcade Building                      38-50 West Main Street**  
*Designated March 21, 1994*

The area around Ventura Avenue east and west on Main Street was the beginning of the auto sales industry in the City of Ventura during the mid to late 1920s. Auto dealers at 38 - 50 W. Main Street included Dodge, Chrysler, Edsel and Jaguar as well as vintage car operations. The present owner is Robert Addison. Roy Weatherly of Weatherly Motors was a long time owner.

**84. Cassidy Dairy Ranch                      3908 Loma Vista Road**  
*Designated May 16, 1994*

This house was built by noted builder Selwyn Shaw in 1894 on 7½ acres as a country residence for Richard & Amelia Cassidy. He farmed oranges, grain and lima beans. In 1911 walnut trees were planted. In the mid 1920s Cassidy started a dairy, "Cassidy Dairy Ranch" which was discontinued in 1935 upon the death of Richard Cassidy. The barn was built in 1899 by Fred Cassidy. Glen Cassidy, grandson of Richard, built his small house on the site in 1952.

**85. San Buenaventura 204-208 E. Main Street**  
**Mission Lavanderia**  
**Under Storeroom**  
*Designated November 14, 1994*

The Mission Lavanderia was built and probably used in conjunction with the aqueduct. Because Spanish artisans were at the Mission between 1790-95 the Lavanderia and aqueduct were undoubtedly built in the earlier part of the time span of 1792-1815. The water ran from the Mission aqueduct to the fountain and into the central tank and eventually emptied into the Mission gardens to the west.

The Mission era Lavanderia was discovered under the storage behind the Peirano Market and Wilson Studio (204/208 E: Main Street) when the buildings were to be rehabilitated in 1991. Many post mission era artifacts including bottles, porcelain, stoneware, and abalone shells were found in the crawl space under the floor of the storage areas. A segment of mortared Mission floor tile was also found in the crawl space.

**86. Erle Stanley Gardner 21 So. California Street, Room 306**  
**Office**  
*Designated February 6, 1995*

Erle Stanley Gardner was the author of 82 Perry Mason mystery novels. Gardner moved to Ventura in 1915. He practiced law in 1921 and lived here until 1934. Gardner lived in four different residences in the 15 years he spent in Ventura, only the last of which is still standing. This residence is located at 2420 Foster Avenue. His office was located in Room 306 at the northeast corner of 21 S. California Street in the First National Bank Building. The office is presently occupied by a law firm. The specific office Gardner occupied does not retain any of Gardner's personal objects.

**87. Casa de Anza 606-612 N Ventura Ave**  
*Designated March 23, 1998 11-15 E Simpson St*

The Casa de Anza apartment building was originally constructed in 1929 by Richard Langdon and the building is an example of the Spanish Colonial Revival style of the 1920's. The apartment building was erected as a direct result of the oil boom occurring on the Avenue and the resultant need for housing oil workers. After the building is restored the ground floor will be used as a library.

**88. WWII Gun Emplacements Near Ventura River mouth**  
*Designated September 1998*

Today it is estimated that of the 10 original Southern California coastal artillery sites, only three remain, one of which is Ventura's Battery 2. Ventura is fortunate to have such a rare and important reminder of W.W. II. Presently the remains of the emplacements are two large concrete rings approximately 38 feet in diameter. The rings are topped with a steel rail.

**89. Norton Ranch House            71 North Palm Street**  
*Designated October 1998*

This Craftsman style house was built in 1910 by Mr. Norton for his home in the 40-acre walnut grove located off of Bristol Road in east Ventura. During the twentieth century many prominent families, Cheney, Callens, Vanoni, Ramelli and De Silva, connected to the house. In 1990, the house was moved to 71 North Palm Street and restored. It is currently being used as a restaurant.

**90. John C Fremont Camp            100 Block East Main Street**  
*Designated January 11, 1999*

John C. Fremont led an expedition of troops, horses and supplies from Monterey to San Buenaventura during late 1846 and early 1847, during the War with Mexico. The trip south was arduous and, in the afternoon of January 5, 1847, Fremont and his remaining expedition entered San Buenaventura and camped overnight in the orchard west of the San Buenaventura Mission Garden wall. On the rise above the Mission, a small bank of Californians was seen and Fremont and his troops fired on them. The Californians scattered and Fremont's men guarded the top of the hill all night. During that night, Fremont captured Don Jose Arnaz, a local merchant and threatened his life until Arnaz gave Fremont military information and supplies. Arnaz was released. Land that Arnaz had purchased from the Mission in 1846 was taken from him by the United States government, which did not recognize his title to the land. The land was later returned to him by the U.S. Courts. In 1850, Arnaz sold the land to Dr. Manual R. de Poli, a Spanish physician.

**91. China Alley Historic Area    200 Block East Main**

In the late nineteenth century, a flourishing Chinese settlement made up of merchants, laborers, and families settled on Figueroa Street, between Main and Santa Clara Street and China Alley, a former street that ran perpendicular to Figueroa Street in the middle of the newly incorporated township of San Buenaventura.

**92. Louis Rudolph                    958 E. Santa Clara Street**  
**Craftsman Bungalow**  
*Designated March, 2002*

This single-story Craftsman Bungalow was built by local contractor Louis Rudolph in 1922 and lived in by his family until 1925, when he sold the lot to Amos Lovoorn, Manager of the J.C. Penney Company. Mr. Rudolph built the house next door and also built the Elk's Lodge on Main Street and Ash Street.

The house is a well-designed bungalow with a basement. The low-pitched hipped gable roof has exposed rafters under the broad eaves. Two large square stuccoed columns supported the hipped gable roof and cross-beam. A half brick design is featured on both the columns and the fireplace. The house has narrow clapboard on the upper portion and shingles on the lower portion.

**HISTORIC DISTRICTS**

Mission Historic District	Boundaries:	E. Santa Clara Street Ventura Avenue Poli Street Palm Street
Mitchell Block Historic District	Boundaries:	Plaza Park/Houses on Thompson Boulevard 608, 620, 632, 644, 658, 670, 682 and 692
Selwyn Shaw Historic District	Boundaries:	Buena Vista Street Ann Street Hemlock Street Poli Street
Simpson Tract Historic District	Boundaries:	Sheridan Way Ventura Avenue W. Prospect Street W. Simpson Street

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Source: California Department of Forestry and Fire Protection, 2000 (cover types renamed based on local vegetation characteristics).

This map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.

**Figure X-1  
Vegetation and Critical Habitats**

**Legend**

**COVERTYPE**

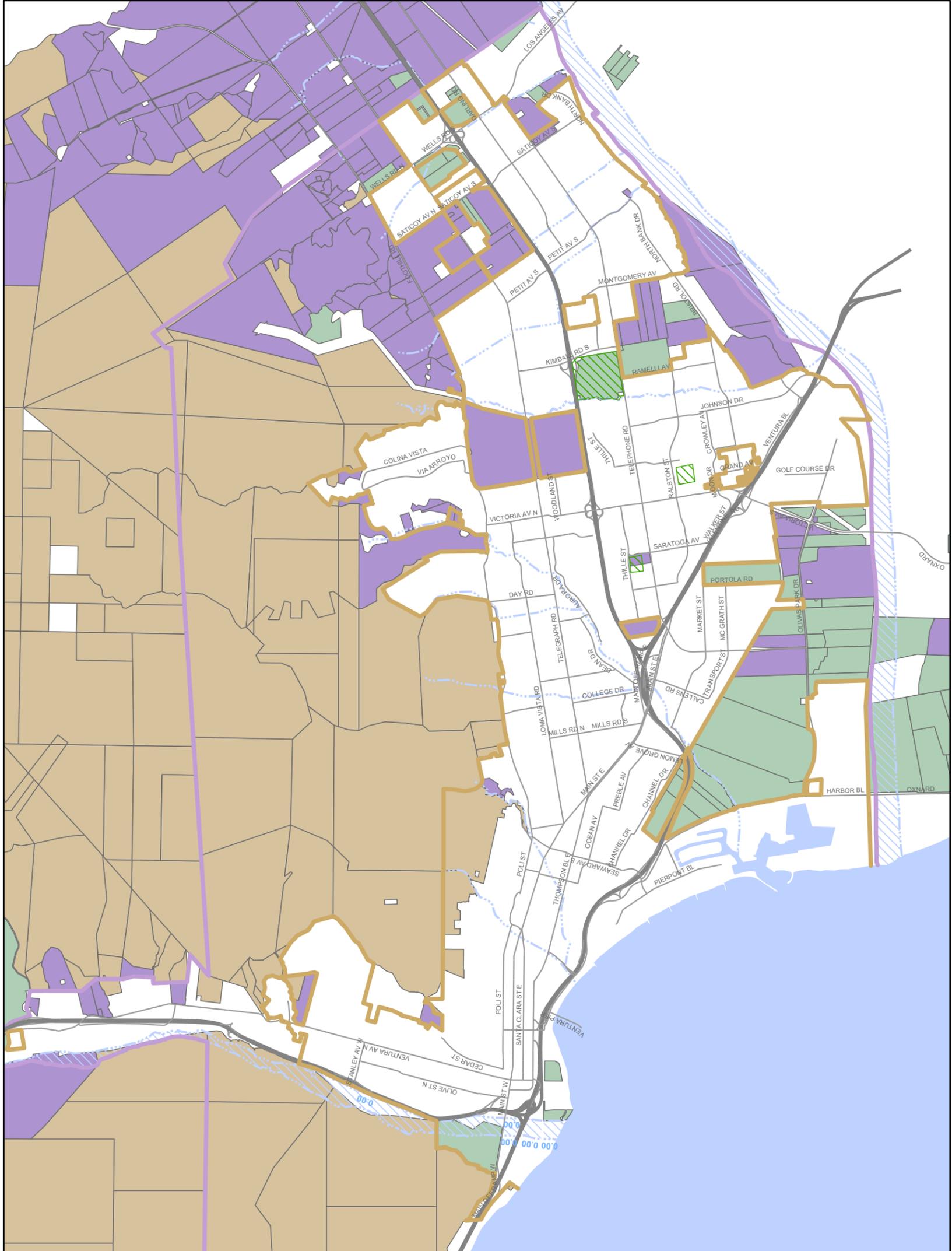
- Agriculture
- Barren, rock, sand
- Riparian and oak woodland
- Herbaceous (grassland)/open parkland
- Coastal Sage Scrub
- Urban
- Water
- Estuarine Habitat
- Rivers
- Barrancas
- City Limits
- Planning Area

*Vegetation cover types were derived from Landsat Thematic Mapper (TM) satellite imagery from the California Department of Forestry and Fire Protection and the USDA Forest Service.*



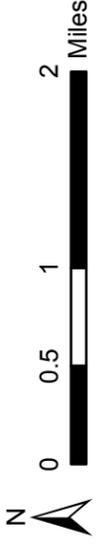
**City of Ventura  
Comprehensive Plan Update**





**Figure X-2**  
**Lands in Agricultural Use**

- Legend**
- Livestock
  - Orchards
  - Row Crops
  - Planned Community Park
  - Barrancas
  - Rivers
  - Freeway
  - Major Road
  - City Limits
  - Planning Area

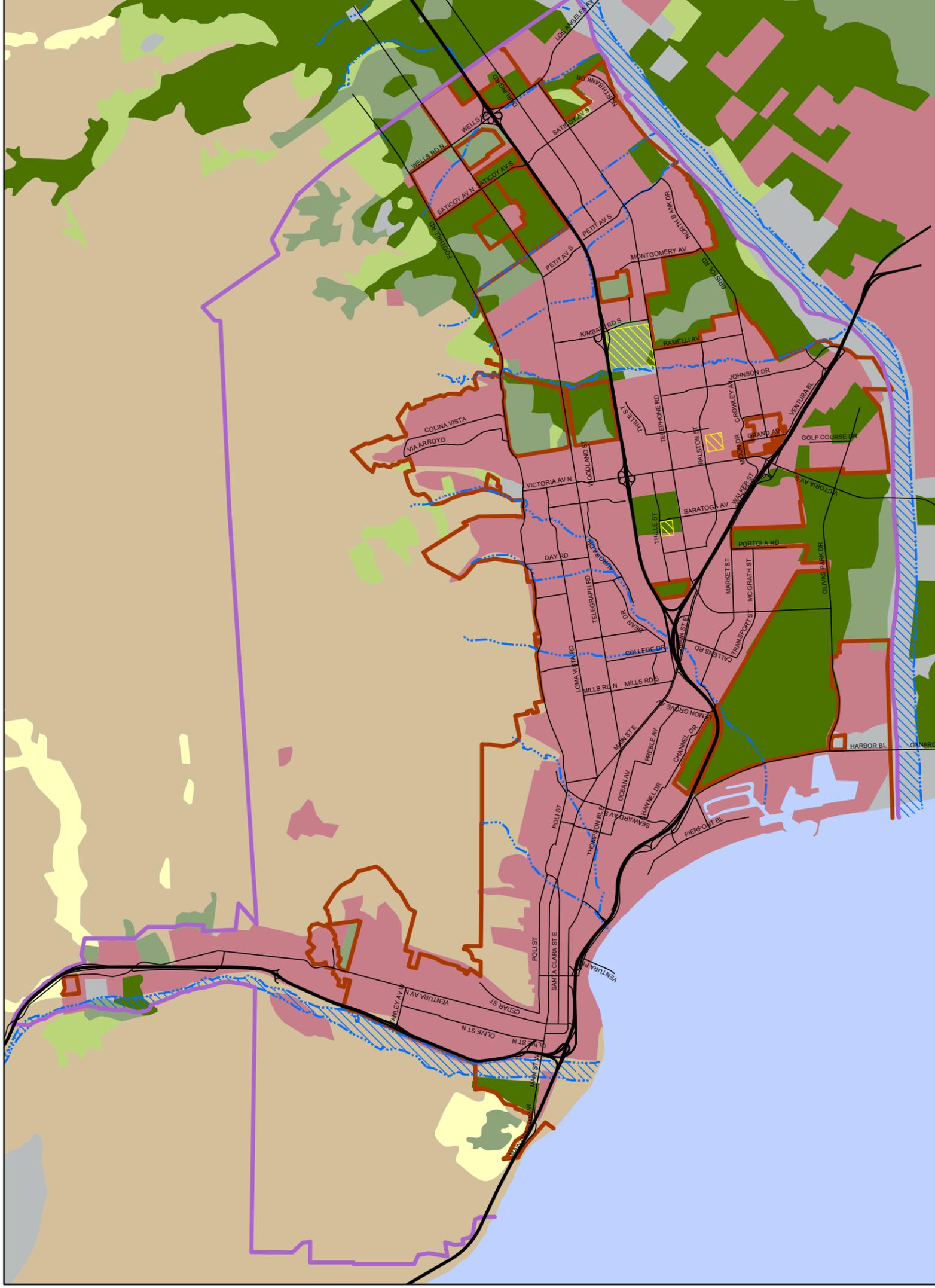


**City of Ventura**  
**Comprehensive Plan Update**



Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

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**Figure X-3  
Important Farmlands**

**Legend**

- Prime Farmland
- Farmland of Statewide Importance
- Unique Farmland
- Farmland of Local Importance
- Grazing Land
- Urban and Built-Up Land
- Other Land
- Planned Community Park
- Freeway
- Major Road
- Barrancas
- City Limits
- Rivers
- Planning Area

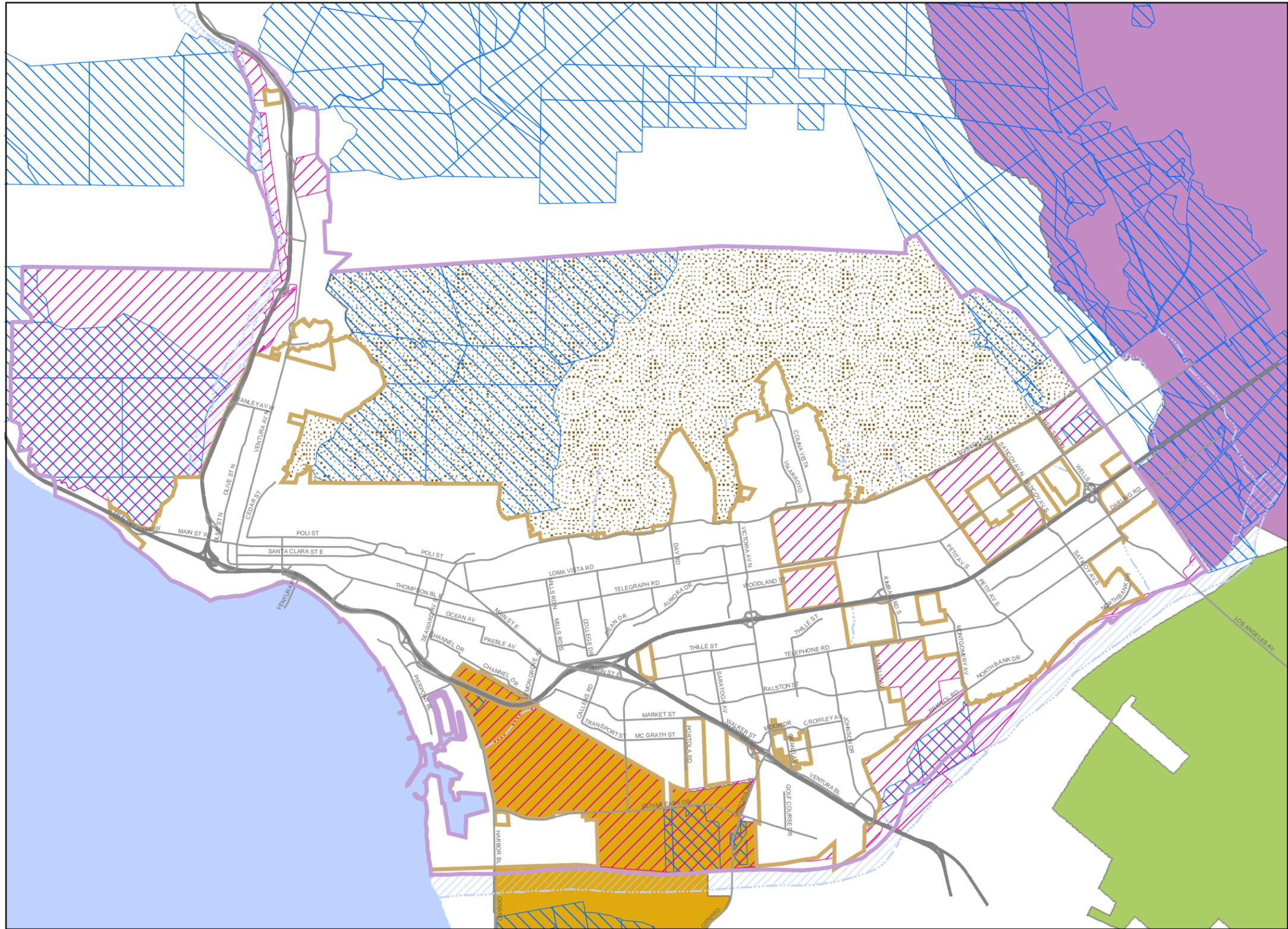


**City of Ventura  
Comprehensive Plan Update**



The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.

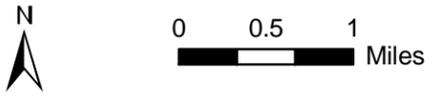
Source: State of California, Department of Conservation, Farmland Mapping and Monitoring Program, 2000.



**Figure X-4  
Greenbelts,  
Land Conservation Act Contracts,  
SOAR Designated Lands,  
and Hillside Voter Participation Areas**

**Legend**

-  SOAR Designated Parcels
-  Hillside Voter Participation Area
-  Land Conservation Act Contracts
- Greenbelts**
-  OXNARD-CAMARILLO
-  VENTURA OXNARD
-  VENTURA-SANTA PAULA
-  Freeway
-  Major Road
-  Rivers
-  Barrancas
-  City Limits
-  Planning Area



**City of Ventura  
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Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

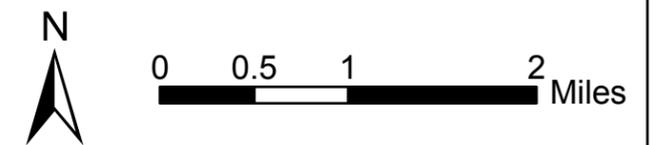
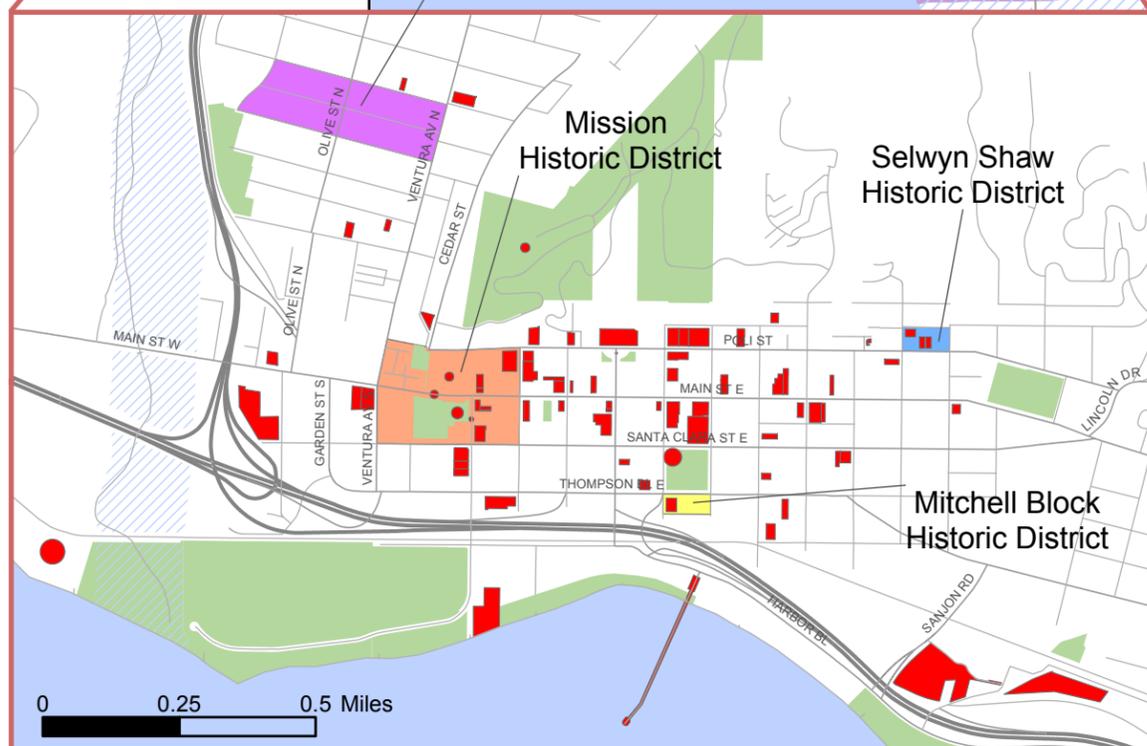
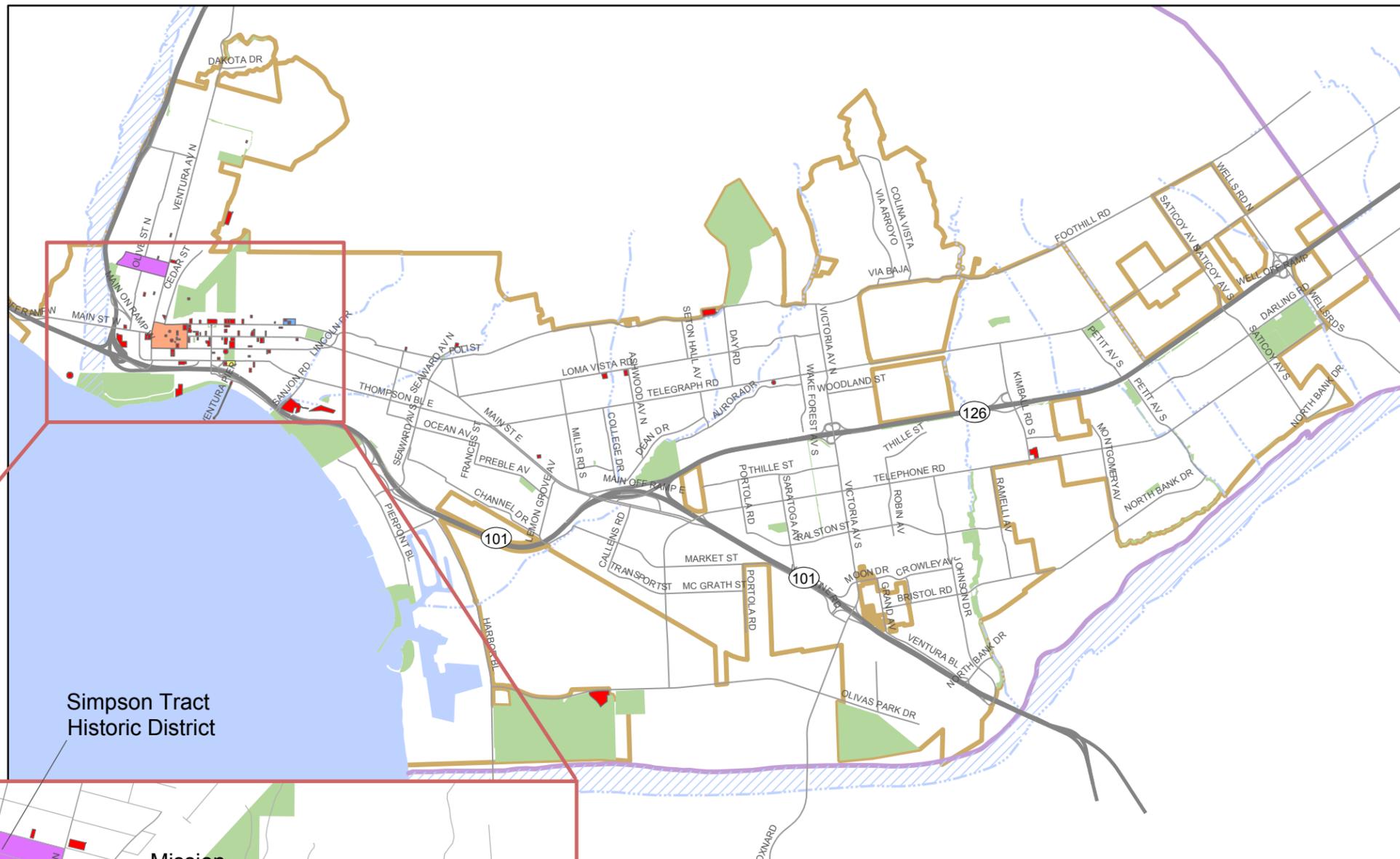
*The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.*



**Figure X-5  
Historic Districts and Sites**

**Legend**

- Historic Sites
- Mission Historic District
- Mitchell Block Historic District
- Selwyn Shaw Historic District
- Simpson Tract Historic District
- Parks
- Rivers
- City Limits
- Planning Area



**City of Ventura  
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## **XI. Hazards**

This chapter discusses existing hazards in the planning area. Unless otherwise noted, the information presented is primarily based upon documentation provided in the 1989 Final Master Environmental Impact Report and associated technical appendices for the current City of Ventura Comprehensive Plan.

### **1. Seismic and Geologic Hazards**

Ventura lies in a highly active earthquake region of southern California and thus is subject to various seismic and geologic hazards, including ground shaking, surface rupture, landsliding, liquefaction and soil subsidence. The following paragraphs provide a detailed discussion of these hazards.

#### ***Ground Shaking and Surface Rupture***

Ground shaking is caused by the release of accumulated energy during an earthquake. The energy is released in the form of seismic waves that travel outward in all directions from the earthquake center. The intensity of ground shaking at a particular site is a function of several factors, including: maximum ground acceleration, magnitude of the earthquake, near-surface amplification, distance from the epicenter, duration of strong shaking, and natural vibration period. The primary adverse effects of ground shaking are the damage or destruction of buildings and infrastructure and the potential loss of life. Additional geologic hazards, such as slope failure, liquefaction, tsunamis, seiches and dam failure may be triggered by earthquakes and ground shaking.

A fault is a plane or surface in the earth along which failure has occurred and materials on opposite sides have moved relative to one another in response to the accumulation and release of stress. Faults that are known to have moved in recent history (the last 200 years) are considered active. Those that have exhibited signs of activity during the last 11,000 years are also considered potentially active. Ground surface displacement along a fault, although more limited in area than the ground shaking associated with it, can have disastrous consequences when structures are located across or near the fault zone.

Sudden fault movement involves forces so great that generally it is not feasible (economically or structurally) to design and build structures to accommodate rapid displacement and remain intact. Amounts of movement during an earthquake can range from several inches to tens of feet. Fault displacement may also occur gradually, not as a result of earthquakes, but as the nearly imperceptible continual movement known as creep. Creep can produce the rupture or bending of buildings, fences, railroads, streets, pipelines, curbs and other linear structures.

Faults in the Planning Area. Areas on or around active and potentially active fault traces are potentially subject to surface rupture. Major faults in the planning area that may produce damaging ground shaking in the City are shown on Figure XI-1. They include the Ventura-Foothill, Oak Ridge, McGrath, Red Mountain and Country Club Faults.

The **Ventura-Foothill Fault** zone is considered active and was designated as an Alquist-Priolo Earthquake Fault Zone by the State Geologist in 1978. (Alquist-Priolo Earthquake Fault Zones encompass surface traces of active faults that have potential for future surface fault rupture.) This designation requires a geological investigation to determine if a site is threatened by surface displacement from future fault movement prior to the approval of a development permit. The Ventura-Foothill Fault trends east-west across the northern section of the City near the base of the foothills. Properties along this fault trace have the greatest potential for surface rupture in the City.

The **Country Club Fault** is a northwest-southeast trending zone in the eastern portion of the City between Kimball Road and Wells Road to the west and east, and Telegraph and Telephone Roads to the north and south. This fault is considered potentially active but was evaluated in 1976 and not designated as an Alquist-Priolo Special Studies Zone.

The **Oak Ridge** and **McGrath Faults** comprise a zone that trends northeast-southwest and across the southern portion of the City. The fault has thousands of feet of subsurface displacement but is poorly defined at the surface. This fault is considered at least potentially active and probably active.

The **Red Mountain Fault Zone** lies north of and adjacent to the City water filtration plant on North Ventura Avenue. This fault is considered active and portions outside the planning area are Alquist-Priolo Earthquake Fault Zones.

Table XI-1 shows the estimated maximum credible earthquake that may occur due to activity along the most significant faults that could affect the planning area. It includes active regional faults such as the San Andreas and the Anacapa that, though miles distant, are known to produce tremors sufficient in magnitude to affect large areas.

**Table XI-1. Significant Faults and Estimated Maximum Credible Earthquake Size**

<b>Fault Name</b>	<b>Estimated Maximum Credible Earthquake</b>
Ventura-Pitas Point	7.2
Red Mountain	7.3
Oak Ridge	7.2
Simi-Santa Rosa	7.0
San Cayetano	6.8
Arroyo Parida-More Ranch	7.5
Mid Channel	7.5
Santa Ynez (East)	7.5
Malibu Coast	7.5
Anacapa	7.0
San Andreas (Mojave)	7.0

Source: Fugro West, Inc., 1996. Geotechnical Study, Lake Canyon Dam.

In the event of a strong earthquake (magnitude 6.0 to 7.5) originating in southern Ventura County, or a major earthquake (8.0 magnitude) along the San Andreas Fault, damage to many existing structures could be severe and some loss of life could occur.

### ***Liquefaction and Subsidence***

Liquefaction is a process by which relatively soft, watery sediments may liquefy (lose their solidity) during moderate to intense ground shaking. The potential for liquefaction is greatest in areas with loose, granular, low-density soils, where the water table lies within the upper 50 feet of the ground surface. Liquefaction may manifest itself through the development of cracks in the ground, followed by the emergence of water from the ground in the form of sand boils, sand volcanoes and sand ridges. If quicksand conditions develop as the soil liquefies, buildings and other objects on the ground surface may tilt or sink, and lightweight buried structures may float to the surface.

Extreme settling or ground subsidence may result from liquefaction. Ground settlement often occurs differentially because sand and water are seldom distributed evenly over broad areas. If the ground surface slopes even very gently, liquefaction may lead to lateral spreading or low angle landsliding of soft saturated soils. This can result in the rapid or gradual loss of strength in the foundation materials, so that structures built upon them gradually settle or break up as the foundation soils flow out from beneath them. Liquefaction hazards are present in the City primarily in coastal areas and along rivers. Areas rated as having moderate to high potential for liquefaction are depicted on Figure XI-2.

Subsidence may be caused by liquefaction. It may also be caused by groundwater withdrawal, oil or gas withdrawal, and hydroconsolidation. Groundwater withdrawal subsidence generally occurs in valley areas underlain by alluvium. This type of subsidence results from extraction of a large quantity of water from an unconsolidated aquifer. As water is removed from the aquifer, the total weight of the overburden, which the water had helped support, is placed on the alluvial structure and it is compressed. If fine-grained silts and clays make up portions of the aquifer, the additional load can squeeze the water out of these layers and into the coarser-grained portions of the aquifer. All of this compaction produces a net loss in volume and hence a subsidence of the land surface. A very similar sequence of events leads to subsidence with the oil and gas withdrawals. Hydroconsolidation subsidence can occur in dry, unconsolidated, porous, semiarid and arid deposits that, when wetted, lose their strength and develop spontaneous settling, slumpage or cracking.

Damage caused by subsidence generally is not immediate or violent in nature. The consolidation of alluvium and settling of the land surface is a process that tends to take many years, except when prompted by seismic shaking or wetting of highly collapsible soils. However, subsidence that results from groundwater or oil and gas withdrawal can be responsible for numerous structural effects. Most seriously affected are long surface infrastructure facilities that are sensitive to slight changes in gradient, such as wells, sewers and other underground utility lines. Hydroconsolidation is one of the most destructive forms of subsidence because it can cause severe damage to pipelines, roads, buildings and other structures over shorter time periods.

Gradual inundation by surface water is a potentially serious secondary effect of subsidence in the City as both the ocean and the Santa Clara River could flow into depressed areas. In the case of the coastal portion of Ventura, beach erosion may extend inland due to the loss of elevation caused by subsidence. Any area where probable subsidence is on the order of 0.05 feet/year is considered highly susceptible. In Ventura this category extends along the coast roughly from Pierpont to the intersection of Highway 101 with the Santa Clara River.

Hydroconsolidation has occurred in and around the Ventura College vicinity. The susceptible area is underlain by alluvial fan deposits and could possibly extend from Buena High School to Mills Road to the east and from the college to Highway 126 to the south. Alluvial fan deposits in the Planning Area are also potentially susceptible to hydroconsolidation.

A related problem is expansive soils, which are generally clayey and swell when wetted and shrink when dried. Wetting can occur naturally in a number of ways, (e.g., absorption from the air, rainfall, groundwater fluctuations, lawn watering and broken water or sewer lines). In hillside areas, as expansive soils expand and contract, gradual downslope creep may occur, eventually causing landsliding. Clay soils also retain water and may act as lubricated slippage planes between other soil/rock strata, also producing landslides, often during earthquakes or by unusually moist conditions.

Expansive soils are also often prone to erosion. Foundations of structures placed on expansive soils may rise during the wet season and fall during the succeeding dry season. Zones of highly expansive soils are in the hillsides include the San Pedro, Santa Barbara and Pico geologic formations. Other significant areas of high shrink-swell potential are located west of the intersection of Harbor Boulevard and Olivas Park Drive and around the intersection of Victoria Avenue and Olivas Park Drive. Figure XI-3 shows expansive soil zones in the planning area.

### ***Landslides***

A landslide is the perceptible downslope movement of earth mass. It is part of the continuous, natural, gravity-induced movement of soil, rock and debris. Landsliding can range from downslope creep of soil and rock material to sudden failure of entire hillsides. Landslides include rockfalls, slumps, block glides, mudslides, debris flows and mud flows. Landsliding or slope instability may be caused by natural factors such as fractured or weak bedrock, heavy rainfall, erosion, earthquake activity, and fire, as well as by human alteration of topography and water content in the soil.

The hillsides north of Poli Street/Foothill Road and east of Ventura Avenue and Cedar Street contain many existing landslides and are likely to experience future landslide activity. In 1992, heavy rains produced mudslides near Ventura Avenue that killed several people. Although landslides generally occur on slopes 30 percent or steeper, they may also occur on slopes that are less steep. Slope stability conditions vary locally in the hillside area based on soil and rock type and groundwater depth. Figure XI-4 depicts existing areas with landslide morphology in the planning area.

Figure XI-5 shows the area addressed in the City Hillside Management Program, which ties the amount, distribution and quality of future development to topographical, geological, and

hydrological constraints in an effort to retain natural and scenic character and to minimize the danger to life and property from landsliding, erosion, fire, flooding, and water pollution.

## 2. Wildland Fire Hazards

The Ventura hillsides are covered mainly with grasses and brush, with scattered oak at lower elevations. The general lack of rain from May to November causes this vegetation to become very dry, making the hillsides a high fire hazard area (see Figure XI-6). The California Department of Forestry has indicated this rating should be considered an *average* for the area, rather than a delineation of exact conditions. Variations in slope, weather, fuel load, aspect, elevation, and air movement may influence hazard conditions in a specific location. Risk to any individual structure also depends on factors such as access, water supply, clearance, and structural characteristics.

Numerous residential areas in and adjacent to the hazardous wildfire area could be exposed to wildfires and related damage. These include the residential developments located on and adjacent to hillsides in the Poinsettia, Arroyo Verde, Catalina, Downtown and Ventura Avenue communities. Historical fires in the hills directly north of the City include the 1956 Sexton Canyon Fire and the 1970 Foothill Fire, which burned homes in Ventura; the 1992 Seneca Fire that originated near a west Ventura apartment complex and reached the edge of Hall Canyon, burning 529 acres; and the 1996 Poli Fire in 1996 that originated near Grant Park and burned 362 acres.

The City Fire Department would be the first to respond to a fire in the City (See Chapter VIII, Public Services). If a fire requires more than City resources to suppress, mutual aid agreements in effect with neighboring cities, counties, and State and Federal agencies call for additional assistance from the nearest facilities of these entities.

## 3. Flooding

A flood is a temporary rise in stream flow that results in water overtopping stream banks and inundating adjacent areas not normally covered with water. The floodplain is the relatively flat or lowland area adjoining a stream that is subject to periodic inundation by floodwater. Flooding is a naturally occurring event with some long-range beneficial effects, such as the replenishment of beach sand and nutrients to agricultural lands and the ocean. However, flooding creates a hazard when structures are placed in the floodplain.

The Federal Emergency Management Agency (FEMA) describes floods in terms of their frequency of occurrence. For example, the 100-year flood is the flood magnitude that has a one-percent chance of being equaled or exceeded in any given year. This type of designation is based on probability. According to statistical averages, a 25-year flood should occur an average of once every 25 years, but two 25-year floods could conceivably occur in any one-year period. For planning purposes, the 100-year flood is most often used to delineate floodplain boundaries.

Flooding is basically a direct response to the amount, distribution and intensity of precipitation. Most storms are relatively small and do not create flooding. The magnitude and frequency of

flood events can be influenced by many factors, including alterations to the characteristics of a drainage basin or a floodplain. Such changes include growth of brush and trees in the flood plain, denudation of vegetation (including by fire), construction of impervious surfaces, channelization, and installation bridges and other stream crossings.

The extent of damage caused by any flood depends on many factors including: topography of the area flooded; depth, duration and velocity of the floodwaters; extent and type of development in the floodplain; and effectiveness of forecasting, warning and emergency operations.

The largest and most damaging recorded natural floods in the Ventura and Santa Clara River watersheds occurred in 1969, with 100-year peak discharges being exceeded in both river channels. Property damage was estimated at \$60 million, and 13 people were killed. The City wastewater treatment facility was severely damaged, resulting in the discharge of raw sewage onto local beaches. The floods also caused sediment to flow into the harbor, which had to be dredged to restore use of the waterways. After the 1969 floods, the sediment from the harbor was moved to the Olivas Park golf course, which elevated the golf course enough to act as a dam, narrowing the extent of the Santa Clara River floodplain. Flood events in 1992, 1995 and 1998 along the Ventura River resulted in closure of Highway and rescue of persons from the river. The 1992 flood washed out an RV Park south of U.S. Highway 101 and resulted in substantial loss of property.

**Table XI-2. Existing Dams with Potential to Affect the Planning Area**

<b>Dam</b>	<b>Location</b>	<b>Construction Material</b>	<b>Capacity (Acre Feet)</b>
Matilija	West fork of Matilija Creek above Matilija Hot Springs	Concrete	1,800
Casitas Dam	Coyote Creek west of Casitas Springs	Earth Fill	250,000
Bouquet Dam (two dams)	Adjacent to Bouquet Canyon Road about 17 miles north of the Santa Clarita Sheriff's Station (Valencia)	Earth Fill	36,505
Castaic Dam	Castaic Creek one mile northeast of town of Castaic	Earth Fill	325,000
Pyramid Dam	Piru Creek 15 miles north of Castaic	Earth and Rock Fill	179,000
Santa Felicia (Piru) Dam	Piru Creek 5 miles north of the town of Piru	Earth Fill	100,000

Source: McClelland Consultants (West), Inc. Environmental Services, 1989.

Figure XI-7 shows areas in the City subject to inundation by the 100-year and 500-year floods. FEMA requires that owners of property located in the 100-year flood inundation area maintain flood protection insurance. The 100-year flood hazard area for the Ventura River is relatively small due to construction of a levee along the east bank of the river by the U.S. Army Corps of Engineers in 1948. A 100-year flood along the Santa Clara River would affect a fairly limited area of the City just north of the river near the Olivas Park and Buenaventura golf courses. Other

areas that could potentially experience flooding impacts as a result of a 100-year event include land adjacent to the Arundell, Harmon, and Brown Barrancas.

### ***Dam Inundation***

Table XI-2 lists the six dams that could flood portions of the planning area if they failed. All of these dams meet applicable safety requirements and, with the exception of Casitas Dam (which is regulated by the Bureau of Reclamation), are inspected by the Division of Dam Safety, California Department of Water Resources, twice per year to ensure they meet all safety requirements and that necessary maintenance is performed. The Bureau of Reclamation has stated that Casitas Dam is in satisfactory condition for normal operations and a safety evaluation is ongoing. Matilija Dam is in the process of being decommissioned. Figure XI-8 shows areas that would be inundated in the event of dam failure. The Casitas Dam inundation area includes most of the Ventura River Valley and portions of Downtown. The Castaic and Pyramid Dam inundation area lies north of Olivas Park Drive and south of U.S. Highway 101 and State Route 126.

A proposal is currently under review to construct a new debris basin and dam in Lake Canyon that would alleviate flooding problems along the Arundell Barranca. Geotechnical design parameters are intended to ensure that the dam is not likely to fail, and the State Division of Safety of Dams will conduct a technical review of the final design. Division engineers and geologists will perform inspections throughout the construction period to verify design assumptions and ensure adherence to the plans and specifications.

In the event of a dam failure or other flood event, the County would follow an emergency response and evacuation plan set forth in the Multi-hazard Functional Plan managed by the Ventura County Sheriff's Office of Emergency Services. The County bilingual alert system includes mobile emergency vehicle sirens and loudspeakers, and door-to-door notification. The City flood emergency warning systems also includes public alerts by television service providers.

## **4. Hazardous Materials**

Improper use, storage, transport and disposal of hazardous materials and waste may result in harm to humans, surface and groundwater degradation, air pollution, fire, and explosion. Some hazardous materials commonly used in households and by industry have been linked to increased occurrences of cancer, birth defects, reproductive failures, and other irreversible health effects.

Several hundred facilities in the planning area that meet specified threshold quantities for hazardous materials are regulated by the City and County of Ventura per the Certified Unified Program Agency (CUPA). Threshold quantities are defined as hazardous materials equal to or exceeding 55 gallons or 500 pounds, 200 cubic feet of compressed gas, and/or hazardous waste in any amount.

Numerous federal, State and local regulations regarding use, storage, transportation, handling, processing and disposal of hazardous materials and waste have been adopted since the passage of the federal Resource Conservation and Recovery Act (RCRA) of 1976. The goal of RCRA is to

assure adequate tracking of hazardous materials from generation to proper disposal. California Fire Codes (CFC) Articles 79, 80 et al., which augment RCRA, are the primary regulatory guidelines used by the City to govern the storage and use of hazardous materials. The CFC also serves as the principal enforcement document from which corresponding violations are written.

In response to the requirements of State chemical disclosure laws, the City Fire Department has been designated as the administering agency for CUPA. The purpose of this legislation is to provide accurate information at all times regarding the location, type, approximate quantity, and health risk of hazardous materials or waste to emergency response personnel, the public and other government officials. Accordingly, the City Fire Department compiles and maintains a list of businesses that meet the threshold criteria for hazardous materials, compressed gases and/or hazardous waste.

The most likely cause of a major hazardous materials incident is a transportation accident involving a vehicle carrying such material. The main arteries in the City utilized by transporters of hazardous materials and waste are State Route 33, U.S. Highway 101, State Route 126 and railways (see Figure XI-9). The City does not currently restrict travel ways for hazardous materials transportation.

Companies that transport hazardous materials and waste for both the City and local businesses include Black Gold Industries, Asbury Environmental Services and BLT Enterprises. Black Gold Industries mainly transports waste oil, waste oil filters, antifreeze waste, and soak-up sand from area businesses to a refinery in the Los Angeles area for recycling. Asbury Environmental Services transports hazardous waste and material from area businesses to a facility in Compton for recycling. BLT Enterprises transports waste from area businesses to its facilities in either Burbank or Los Angeles for recycling, or to an Oxnard recycling facility (previously owned by BLT but currently owned by Consolidated Services).

Another serious hazardous materials threat exists from an accidental spill and/or incident at one of the facilities that manufacture, store, and process toxic chemicals and/or generate hazardous waste materials in or near the City. Larger users of hazardous materials include commercial manufacturing, petroleum exploration, industrial fabrication, biotechnology, and agribusinesses. Figure XI-10 shows that these businesses are confined primarily to (1) Ventura Avenue from Thompson Avenue to Stanley Avenue, and (2) Telephone Road west of the U.S. Highway 101 to south of Olivias Park Drive. Potentially hazardous materials used by businesses in these areas include petroleum based fuels, chlorinated solvents, acrylic coatings, corrosive or caustic additives, and to a lesser extent, chemical fertilizers, pesticides and herbicides.

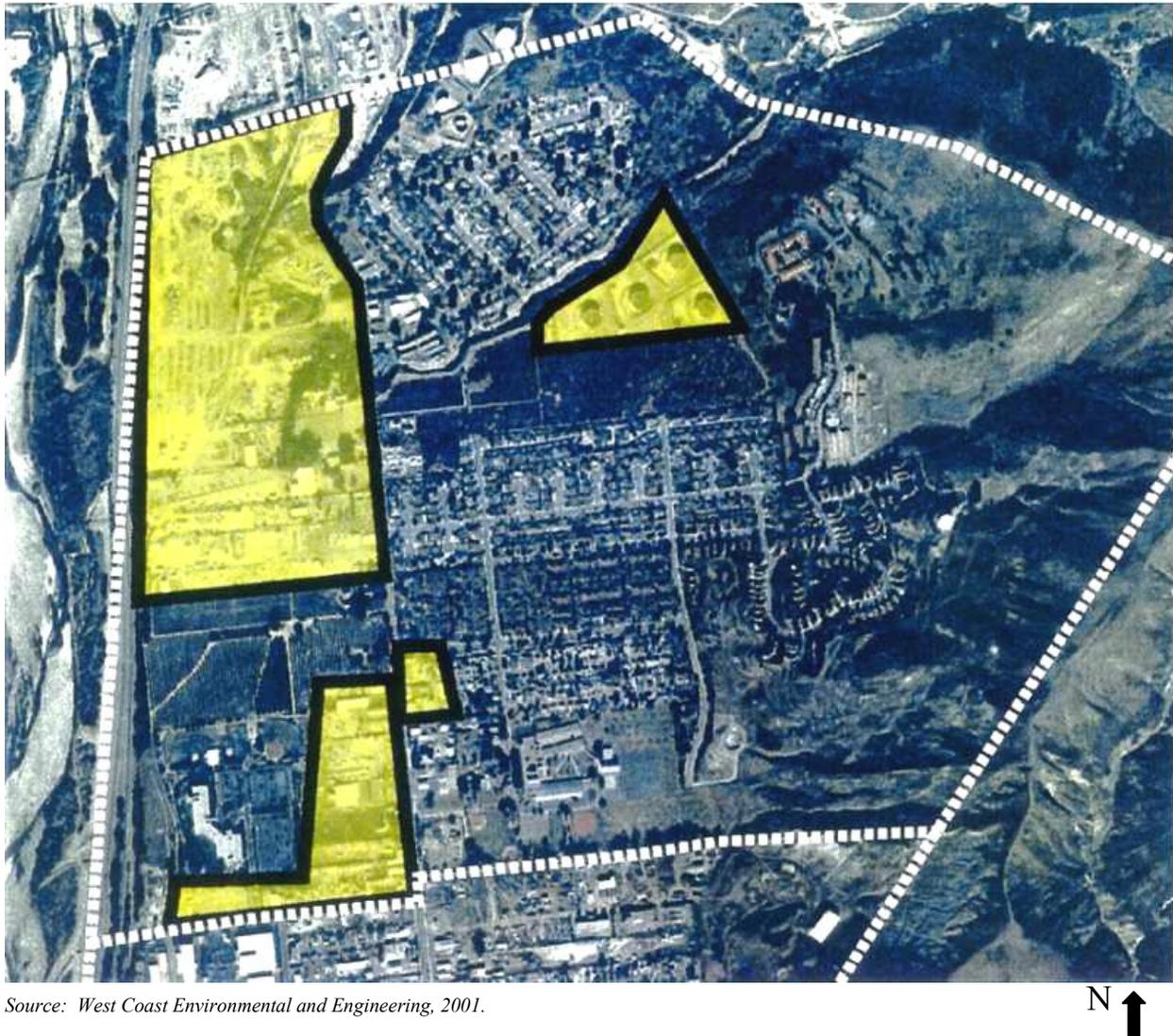
The threat from hazardous materials use at other facilities throughout the City is reduced significantly by contingency and evacuation plans administered by the City Fire Department. The Department responds to all hazardous materials calls with team from Station 6 at 10979 Darling Road. The hazmat team is specially trained and equipped to perform basic procedures for a hazardous materials emergency. Once an incident occurs initial notification is made to the California Warning Center in Sacramento, and the Center notifies various State agencies and the regional duty officer. Various designated local liaisons, managers, officers, and representatives involved in the chain of command follow specific checklist actions in a coordinated response.

The list includes ensuring that people who may be exposed remain upwind or upstream of the incident site, assisting in identifying substances, and ensuring that proper clean-up arrangements are made.

### ***Brownfield Sites***

Sites with actual or perceived contamination and that may have potential for redevelopment or reuse, brownfields often were once the source of jobs and economic benefits to the community but lie abandoned due to fears about contamination and potential liability. The United States Environmental Protection Agency (EPA) has selected the Westside as part of a two-year Brownfield Assessment Demonstration Pilot Program (see Figure XI-11 at the end of this chapter). The program calls for environmental assessments on former industrial properties to leverage their cleanup and redevelopment, make the sites more attractive to prospective developers, and generate employment and tax revenue. A 2001 study identified properties potentially eligible for funding for site assessments (if the property owner were willing to participate in the pilot program).

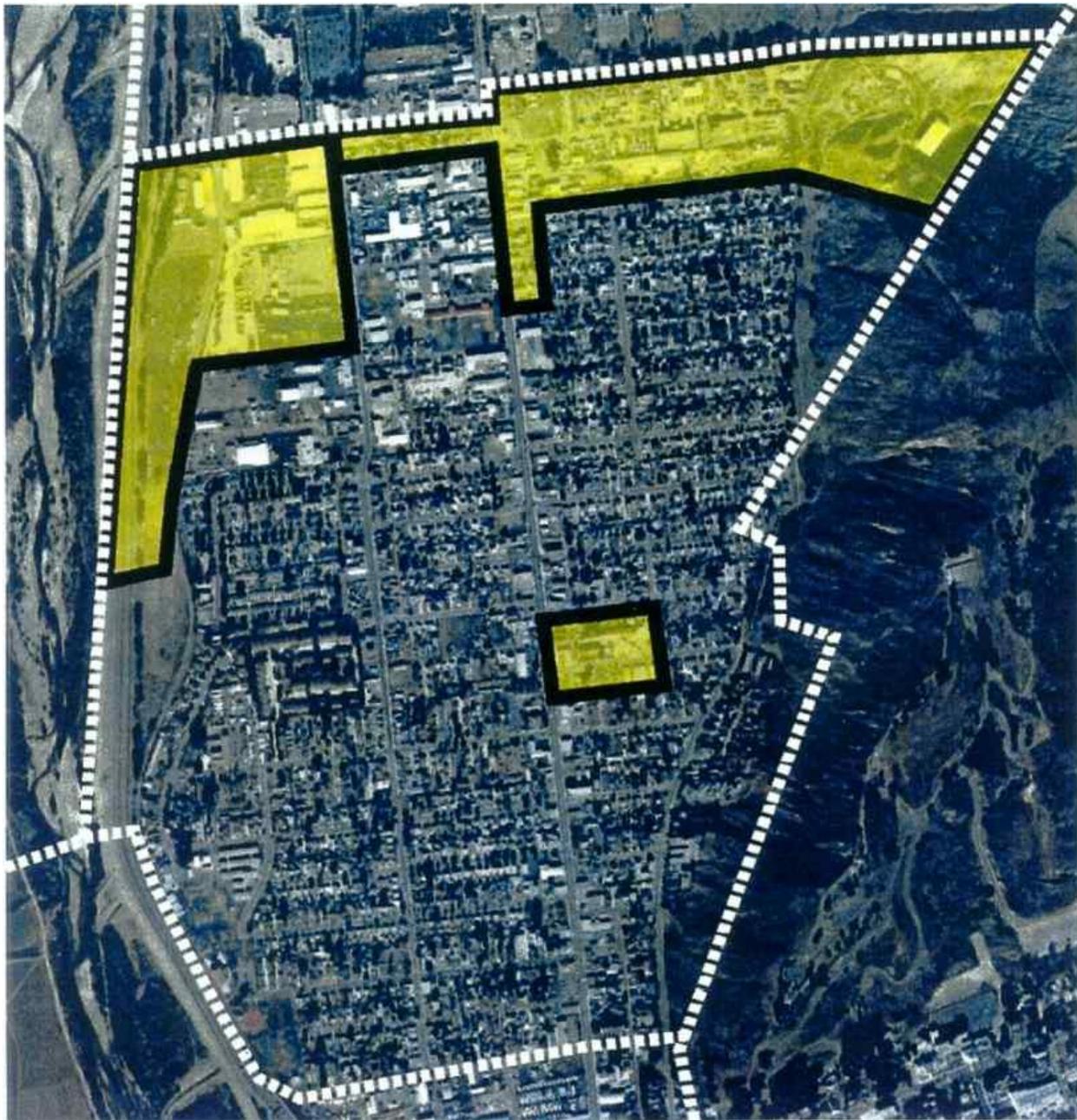
The 1.7-square mile Westside neighborhood is believed to contain approximately 30 brownfield sites, many of which have unknown levels of contamination. There are approximately 19 potential hazardous waste sites per square mile in the Westside, compared to just one per square mile in the rest of the City. The sites include an ammonia nitrate plant, a large salvage and metal recycling operation, an abandoned rocklite mine, and various heavy commercial and industrial operations, and oil industry facilities. Some of the brownfield parcels are adjacent to residential neighborhoods, school, parks and open space, and the Ventura River.

**Figure XI-12. Northern Potential Brownfield Area of West Ventura**

Source: West Coast Environmental and Engineering, 2001.

The northern section of the study area has historically been dominated by oil production and the businesses that support this industry. Currently, this area consists of a mix of land use dominated to some degree by industrial uses. Figure XI-12 highlights the parcels most likely to contain brownfield sites in this area (where previous businesses clustered): the north side of Stanley Avenue, along Ventura Avenue near the intersection of Franklin Lane, and west of Ventura Avenue north of Barry Lane.

**Figure XI-13. Central Potential Brownfield Area of West Ventura**



Source: West Coast Environmental and Engineering, 2001.



Businesses in the central section included a refinery in the northwest portion of this area, rock quarries at the end of Rocklite Road and at the west end of Stanley Avenue in the Ventura River bottom, and an oil tool/machine shop in the area of Kellogg Street that eventually converted to a steel company. These businesses clustered along the south side of Stanley Avenue, both sides of Rocklite Road, between Olive Street and State Route 33 (north of West Lewis Street), and at various locations along Ventura Avenue. These areas, highlighted in Figure XI-13, are identified as the areas most likely to contain brownfield sites.

The southern section included oilfield service companies (wireline, perforating and well workovers), chemical suppliers, bulk fuel storage and sales, commercial laundries, auto salvage yards, and metal fabrication. These businesses were centered on the north Main Street along Julian and Peking Streets, along West Park Row and Dubbers Street, along Olive Street immediately north and south of Main Street, and along Ventura Avenue north of Thompson Boulevard. Figure XI-14 highlights these areas as the most likely to contain brownfield sites.

**Figure XI-14. Southern Potential Brownfield Area of West Ventura**



Source: West Coast Environmental and Engineering, 2001.



Table XI-3 lists potential contaminants that may exist in the brownfield areas.

**Table XI-3 Potential Environmental Contaminants by Industry**

Industry Type	Typical Operations	Potential Contaminants
Oilfield and Oilfield Service	Oil production and handling, oil tool, welding, and machine shops, vacuum truck services, equipment storage yards, waste disposal, wireline, perforation	Toxic metals, petroleum solvents, chlorinated solvents, semivolatile hydrocarbons, polychlorinated biphenyls (PCBs)
Scrap Metal and Salvage Yards	Metal recycling, equipment scrapping, waste disposal, auto salvage, vehicle scrapping	Toxic metals, petroleum solvents, chlorinated solvents, semivolatile hydrocarbons, PCBs
Chemical Facilities	Chemical supply, refineries, natural gas processing/compression plants, bulk fuel storage/sales	Toxic metals, petroleum solvents, chlorinated solvents, semivolatile hydrocarbons, caustics and acids, PCBs
Quarry Sites	Rock quarries, mining, processing, mixing	Toxic metals, petroleum solvents, chlorinated solvents, semivolatile hydrocarbons, explosive charges

Source: West Coast Environmental and Engineering, 2001.

EPA granted the City \$200,000 in 1999 for the pilot program that can be used for Phase I and Phase II site assessments, but may not be used for remediation. The City has not yet located a property owner interested in participating in the program. This may be due to concerns regarding liability for site remediation under the federal Comprehensive Environmental Response, Compensation and Liability Act (CERCLA).

CERCLA was amended in January of 2002 with passage of the Small Business Liability Relief and Brownfields Revitalization Act. This Act provides some relief for small businesses from liability under CERCLA. It authorizes \$200 million per fiscal year through 2006 to provide financial assistance for brownfield revitalization. While some exclusions exist (such as for facilities at which there has been a release of PCBs), there are essentially four distinct funding opportunities available to the City under this Act beginning in fall 2002: (1) up to \$350,000 for site characterization; (2) \$200,000 for remediation of a brownfield site; (3) \$200,000 for environmental employment and training for residents impacted by brownfields; and (4) \$1,000,000 in revolving loan funds for remediation.

Although the funding already granted to the City is restricted to sites not contaminated by petroleum, it can still be used for Phase I (and possibly part of Phase II) activities, as it may not be readily apparent that petroleum contamination exists at a particular site, and commingling of substances may allow for the funding to be utilized at certain sites. The 2002 legislation allows greater flexibility in the use of future funds. Other potential federal funding sources include:

- The Department of Housing and Urban Development Empowerment Zone/Enterprise Community program;
- The Department of Transportation Livable Communities program;
- The Department of Commerce Economic Development Administration;
- Various Department of the Interior programs; and

- The State Department of Toxic Substances Control Cleanup Loans and Environmental Assistance to Neighborhoods (CLEAN) Brownfield Loan Program.

The CLEAN Program (enacted in 2000) establishes financial incentives to encourage property owners, developers, community groups and local governments to redevelop abandoned and underutilized urban properties in California. Initially \$85 million was available through this program; however, only \$6 million is currently available in revolving loan funds. Some restrictions on the use of this funding exist (e.g., the property may not be previously owned by the government).

## 5. Noise

Sounds we hear are the result of a noise source inducing vibration in the air. The vibration produces alternating bands of relatively dense and sparse particles of air, spreading outward from the source in the same way ripples move through water. The result of the movement of the particles is a fluctuation in the normal atmospheric pressure, or sound waves.

Sound waves radiate in all directions from a source and may be reflected and scattered or, like other wave actions, turn corners. When the source stops vibrating, the sound waves disappear almost instantaneously, and the sound ceases. The ear is extremely sensitive to sound pressure fluctuations, which are converted into auditory sensations. Sound may be described in terms of:

- Amplitude (perceived as loudness);
- Frequency (perceived as pitch); and
- Time pattern.

Amplitude is a measure of the pressure of force that a sound can exert. Although there are other measures of sound amplitude, sound pressure is most often used as a measurement descriptor. Subjectively, a sound is considered louder if its amplitude is higher than another sound. The unit of sound pressure is the decibel (dB).

The rate at which a sound source vibrates determines frequency. The units for frequency refer to the number of times that the acoustical pressure (amplitude) peaks for each sound per unit of time. The unit of time is usually one second and the term Hertz (Hz) is used to designate the number of cycles per second. Subjectively, a sound that has more cycles per second is higher pitched. Humans can identify sounds with frequencies from about 20 Hz to 20,000 Hz. Pure tones are relatively rare in real-life situations and most sounds consist instead of a complex mixture of many frequencies.

The way in which sounds occur over time is also important in gauging the way noise is perceived by listeners. Continuous sounds are those produced for relatively long periods at a constant level, such as the noise of a waterfall. Intermittent sounds are those that are produced for short periods, such as the ringing of a telephone or aircraft take-offs and landings. Impulse noises are sounds that are produced in an extremely short span of time, such as a pistol shot or handclap. Fluctuating sounds vary in level over time, such as the loudness of traffic sounds at a busy intersection.

Noise level (or volume) is generally measured in dB using the A-weighted sound pressure level (dBA). The A-weighting scale is an adjustment to actual sound power levels to be consistent

with human hearing response, which is most sensitive to frequencies around 4,000 Hz (about the highest note on a piano) and less sensitive to low frequencies below 100 Hz (a low rumble). In addition to the actual instantaneous measurement of sound levels, the duration of sound is important as sounds that occur over a long period of time are more likely to be an annoying or cause direct physical damage or environmental stress. One of the most frequently used noise measures that considers both duration and sound power level is the equivalent noise level (Leq). Leq is defined as the single steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual fluctuating levels over a period of time.

Sound pressure level is measured on a logarithmic scale with 0 dB based on the lowest detectable sound that people can perceive. Based on the logarithmic scale, a doubling of sound energy is equivalent to an increase of 3 dB, and a sound that is 10 dB less than the ambient sound level has no effect on ambient noise. A sound must be about 10 dB greater than the reference sound to be judged as twice as loud. In general, a 3 dB change in community noise levels is noticeable, while 1-2 dB changes generally are not perceived. Quiet suburban areas typically have noise levels in the range of 40-50 dBA, while areas along arterial streets are in the 50-60+ dBA range. Normal conversational levels are 60-65 dBA, and ambient noise levels greater than that can interrupt conversations.

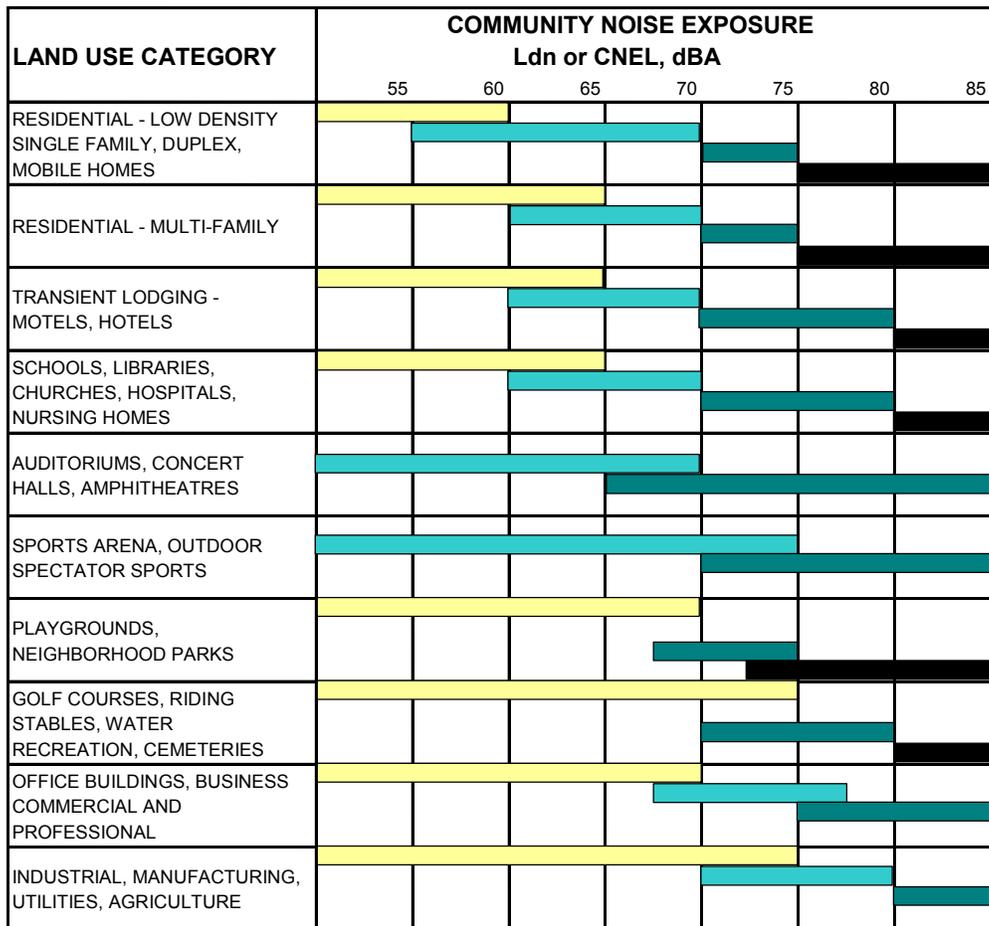
Noise levels typically attenuate (or drop off) at a rate of 6 dBA per doubling of distance from point sources (such as industrial machinery). Noise from lightly to moderately traveled roads typically attenuates at a rate of about 4.5 dBA per doubling of distance. Noise from heavily traveled roads typically attenuates at about 3 dBA per doubling of distance.

A given level of noise may be more or less tolerable depending on the duration of exposure and the time of day. For example, noise tends to be more disturbing at night than during the day. Accordingly, several measures of noise exposure consider both the magnitude of noise and the time it occurs. The two most commonly used indices for measuring community noise levels are the Day-Night Noise Level and the Community Noise Equivalent Level.

EPA and the U.S. Department of Housing and Urban Development (HUD) use the Day-Night Noise Level (Ldn), which is essentially the Leq for a 24-hour period with 10 decibels added to nighttime sounds (10 pm-7 am). The unweighted daytime and evening noise levels are combined with these weighted levels and averaged to obtain an Ldn value. The Community Noise Equivalent Level (CNEL) is identical to the Ldn except that it also adds 5 dB to sound levels occurring from 7 pm to 10 pm. Ldn and CNEL are basically equivalent; there is generally less than 1 dBA difference between their values.

A key objective of the Comprehensive Plan Noise Element is to provide noise exposure information for use in making land use decisions. Guidelines of noise compatible land use, as defined in the California Office of Planning and Research's (OPR) Noise Element Guidelines, are presented on Figure XI-15. The objective of the noise compatibility guidelines is to provide the community with a means of determining acceptable noise levels for various land uses. Classification of a land use as normally acceptable indicates that the highest noise level in that band is the maximum desirable for existing or conventional construction that does not incorporate any special acoustical treatment.

**Figure XI-15. Acceptable Noise Levels**



**NORMALLY ACCEPTABLE**  
Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.

**NORMALLY UNACCEPTABLE**  
New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design

**CONDITIONALLY ACCEPTABLE**  
New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.

**CLEARLY UNACCEPTABLE**  
New construction or development should generally not be undertaken.

Source: General Plan Guidelines, California Office of Planning and Research

In developing these acceptability recommendations, efforts were made to maintain consistency with the goals defined by the EPA “Levels Document” and the State Sound Transmission Control Standards for multi-family housing. In both of these documents, an interior noise exposure of 45 dB CNEL (or Ldn) is recommended to permit normal residential activity. If one considers the typical range of noise reduction provided by residential dwellings (12 to 18 dB with windows partially open), the 60 dB outdoor value identified as “clearly acceptable” for residential land use would provide the recommended interior environment.

### ***Local Noise Sources and Levels***

Vehicle traffic on local freeways and major roads is by far the greatest generator of noise throughout the planning area. Major road noise sources include three freeways (U.S. Highway 101, SR 126, and SR 33) and several major arterial streets with high levels of traffic (Victoria Avenue, Main Street, Telephone Road, Telegraph Road). Other noise sources such as trains, industrial activity, and various recreational facilities (Ventura Raceway, Ventura Shooting Range) affect distinct areas of the community. Major noise sources in the planning area include:

- Freeway traffic
- Primary arterial traffic
- Freight and passenger trains
- Commercial/industrial activity
- Seaside Park/Ventura Raceway
- Ventura Shooting Range

To assess current noise exposure in Ventura, a community noise survey was conducted and noise contour map was developed. The noise survey involved conducting noise measurements at 34 locations throughout the planning area. The noise contour map involved placement of noise contours (areas of equal noise exposure) around major noise sources in the planning area to indicate areas where elevated noise levels may occur.

Various locations within Ventura were surveyed from October 2001 to April 2002 in order to establish existing levels of noise. These measurement sites were selected to determine the impact from major sources of noise within the City. A total of 34 measurements were conducted, which provide a basis for understanding the overall existing noise environment of the planning area. Table XI-4 summarizes the noise monitoring results at each of the 34 locations. The Leq values for each location are shown on Figure XI-16. The measurement duration was 20 minutes for each location. It should be noted that the sound level at any location fluctuates during the day. Therefore, the results of the measurements are not necessarily indicative of long-term average daily noise exposures at the measurement positions.

**Table XI-4. Noise Survey Results**

Site #	Measured Noise Level (dBA)				Measurement Location
	Leq	Lmax	L(10)	L(90)	
1	69.7	83.4	73.2	55.8	Telegraph Rd/Nevada - 35 ft from Telegraph centerline
2	69.9	85.1	73.2	62.4	SR 126/Henderson and Jasper - 45 ft from elevated freeway, 20 feet from centerline of Henderson
3	63.7	78.1	66.5	57.7	SR 126/Hayes and Eisenhower - 100 ft from freeway
4	68.1	84.4	72.4	56.6	Telephone/Petit - 30 ft from centerline of Telephone Road
5	60	83.7	62.2	47.5	Channel Drive/Borchard - 25 ft from centerline of Channel Drive (includes train pass-by, 75 feet to train tracks)
6	70	83.5	74.7	50.8	Foothill/Skyline - 35 ft from Foothill centerline
7	58.6	76.9	61.6	41.3	Via Arroyo/Vio Posito - 15 ft from Via Arroyo centerline
8	53.7	76	53.7	41.5	Antelope Avenue - 25 ft from Antelope Ave centerline
9	72.6	86.8	75.6	64.5	Victoria/Thille - 60 ft from Victoria centerline
10	64.8	82.8	68.5	51.6	Peacock/Nightingale - 25 ft from Nightingale centerline
11	69.2	87.1	72.5	56.9	Victoria Ave/Loma Vista - 40 ft from Victoria centerline
12	64.8	82.8	68.5	51.6	Aurora/Bryn Mawr - 15 ft from Aurora centerline
13	69.8	88.4	74.2	54.9	Telephone/Chalmette - 30 ft from Telephone Road centerline
14	73.6	86.1	77.6	59.1	Telegraph Road/Ventura College - 40 ft from Telegraph Road centerline
15	67.7	90.7	68.5	55.1	College Drive - 20 ft from College Drive centerline
16	69	84.6	71.6	64	Highway 101/Main St and Arundell - 60 ft from freeway, 16 ft from Arundell centerline
17	68.1	88	72.2	50.2	Poli Street/Brent Street - 40 ft from Poli centerline
18	71.9	92.3	73.8	59.1	Loma Vista/Brent Street - 25 ft from Loma Vista centerline
19	62.3	80.3	65.5	54.9	California Street/Main Street - 22 ft from California St centerline
20	64.5	89.1	64.7	52.1	Channel Drive/Jones Street - 22 ft from Channel Drive centerline
21	60.9	75.5	65.1	50.8	Catalina Street/Evans Street - 25 ft from Catalina centerline
22	51.7	65.3	54	47.2	Marina Park/Pierpont
23	72.6	84	75.7	67.3	Harbor Blvd/Peninsula - 80 ft from freeway, 36 feet to Harbor centerline
24	52.3	81.2	53.3	44.1	Church Street/Aliso - 20 ft from Church St centerline
25	72.5	89.6	76.2	61.5	Thompson Blvd./Hemlock Street - 30 ft from Thompson centerline
26	61.2	79.4	61.8	57.1	Seaside Park - approximately 1,000 from freeway and train tracks
27	68	82.1	71.8	56.8	Olive Street/Prospect Drive - 11 feet from Olive centerline
28	74.4	85.3	77.8	66.5	Stanley Avenue/Olive Street - 20 ft from Stanley Ave centerline
29	72	89.5	75.2	58.2	Ventura Ave/Seneca Street - 30 ft from Ventura Ave centerline
30	58.1	76.3	62.1	46.4	Kalorama Street/Poli Street - 20 feet from Kalorama centerline
31	45.6	57	*	*	Tioga/Caliente - east of Grant Park (firing range audible)
32	62.7	77.7	*	*	Cedar Street/E. Simpson Street - west of Grant Park

**Table XI-4. Noise Survey Results**

Site #	Measured Noise Level (dBA)				Measurement Location
	Leq	Lmax	L(10)	L(90)	
					(firing range inaudible)
33	47.2	63.1	*	*	Cedar Street/Cedar Place - west of Grant Park (firing range inaudible)
34	62.8	80.1	65.2	56.6	South Figueroa near Seaside Park - between apartments and parking lot (auto racing at Fairgrounds in progress)

\*Data unavailable

$L_{eq}$  = energy equivalent sound level. This value is representative of the long-term annoyance potential as well as other effects of the noise.

$L_{max}$  = the maximum sound level during the measurement period.

$L_{10}$  = the near maximum sound level. This value is exceeded 10% of the time during the measurement period.

$L_{90}$  = the near minimum sound level. This value is exceeded 90% of the time during the measurement period.

Figure XI-17 shows noise contours that were developed using existing daily traffic data. As shown, the CNEL along freeways in the planning area generally exceeds 70 dBA, while the CNEL along most major arterials exceeds 65 dBA. It should be noted that the contours present a worst-case scenario in which no structures, sound walls, or other barriers intervene between the source and receiver; actual noise levels may be considerably lower than indicated. The contour map should be used as a screening tool to indicate areas where noise may be a problem. More detailed investigation of a given site would need to be conducted to determine actual noise levels and, if necessary, appropriate mitigation.

### **Noise Generators**

Table XI-4 lists locations where noise was measured in 2000. As noted above, a significant portion of the noise experienced in Ventura is produced by traffic on Highways 33, 101 and 126. Four measurement locations (2, 3, 16, and 23) were subject primarily to noise originating from freeway traffic. The  $L_{eq}$  value for these sites ranged from 63.7 to 72.6 dBA. Site 3 had a significantly lower  $L_{eq}$  than the other three, most likely because of the existence of a sound barrier protecting that location from freeway noise.

A study completed in 2000 assessed noise levels in Ventura County and provided recommendations for noise barrier locations along Highways 101, 33 and 126. Based upon these measurements, using either 66 or 67 dBA Peak Hour  $L_{eq}$  as the threshold (depending on activity land use category), and considerations such as the potential effectiveness of a noise barrier in the proposed project areas, specific areas were recommended for further consideration of noise barriers. Those areas with the highest Peak Hour dBA (exceeding 70 dBA) where noise barriers were recommended for further consideration are summarized in Table XI-5.

**Table XI-5. Highway Traffic Noise Barrier Study Findings (dBA)**

Highway	Project Location	10 Min. Leq	Peak Hour Noise Level (dBA)	Barrier Noise Level Reduction (dBA)
101	Northbound: 0.25 mile west of Lemon Grove Ave. to Main Street	68	71	5
126	Eastbound: 0.48 mile east of Kimball Rd. to Wells Rd.	72	74	7
101/126	Northbound: Telephone Rd. to SR 126, westbound	71	73	5
126	Westbound: Victoria Ave. to Hill Rd.	70	72	6

Source: Illingworth & Rodkin, Inc., Acoustics/Air Quality, Noise Readings, Planning and Cost Estimates for the Development of Noise Barriers in Ventura County, 2000.

Four measurement sites (4, 9, 13, and 19) correspond to principal arterials. Noise levels (Leq) for these roadways ranged from 62.3 to 72.6 dBA. As indicated, noise levels immediately adjacent to major arterials typically exceed 65 dBA CNEL. Although the amount of train traffic through the City (14 freight and passenger trains daily) would not be expected to exceed community compatibility standards based on the 24-hour average (CNEL), individual train operations can be disturbing to nearby receivers, particularly at night, as evidenced by the maximum sound level ( $L_{max}$ ) of 83.7 dBA measured at site 5.

Commercial and industrial activity can produce noise from heavy traffic, deliveries, and machinery. Although commercial and industrial noise is not a problem in most of the planning area, portions of West Ventura and Midtown have commercial and industrial activity in close proximity to noise sensitive uses such as residences and schools: measurements at sites 25, 27, 28, 29, and 30 sites ranged from 58 to 74 dBA, mainly as result of heavy traffic.

The Ventura Raceway at Seaside Park hosts auto races on Saturday evenings. Although racing noise does not violate community noise standards based on a 24-hour average noise level, engine sounds can be heard through much of Downtown, Midtown, and West Ventura, and residents have expressed a high level of annoyance. A measurement taken near the end of S. Figueroa Street (site 34) during a race registered maximum noise levels of 80.1 dBA.

The outdoor Ventura Shooting Range in the northern part of Grant Park has been the source of occasional noise complaints. In response, the City Parks Department completed a study in 1998 that measured noise levels generated by various ammunition types. Table XI-6 describes the highest sound levels measured at four sites.

**Table XI-6. Noise from Ventura Shooting Range, 1998**

Site	Wind Speed	Ammunition Type	dBA
348 Carr Drive	0-3	.45 caliber pistol (one pistol), 5 rounds/5 seconds	72
254 Carr Drive	2-4	.45 and .40 caliber pistols (one of each), 5 rounds/10 seconds	74
258/265 Barnett Street	4-6	.45 caliber pistol (one pistol), 5 rounds/5 seconds	71
173 Barnett Street	0-2	.45 and .40 caliber pistol (one of each), 5 rounds/5 seconds	71

Source: City of Ventura, Pistol Range Sound Test, 1998.

Measurements recorded during the 2001 community noise survey in West Ventura (sites 31, 32, and 33) while the shooting range was open indicated firing range could be heard only from Site 33. This may be due to installation of sound barriers on the north side of the range since the 1998 study; however, the 1998 measurements were obtained at locations slightly farther north, where the range may still be audible.

#### ***Noise Sensitive Locations***

Noise sensitive locations include areas where excessive noise could interfere with normal operations or activities. Land uses that are typically considered noise sensitive include schools, hospitals, and residential areas.

A number of residential areas in Ventura are located adjacent to freeways or along major arterials. The community noise survey included measurements at eight residential sites (1, 6, 7, 10, 12, 17, 20, and 24). Residential areas experienced sound levels ranging from 52.3 to 70.0 dBA. The highest measured residential noise levels were along Telegraph Road, though levels exceeding 60 dBA were also measured along Poli Street, Channel Drive, Aurora Drive, and Nightingale Street.

Many schools in the planning area are located adjacent to major roads, with resultant elevated noise levels. In particular, Buena High School and Mound Elementary School are located directly adjacent to SR 126, while Sheridan Way Elementary is located adjacent to SR 33. Several other area schools are located on major arterials with relatively high noise levels. The community noise survey included measurements at four schools (sites 11, 14, 15, and 21), with sound level measurements ranging from 60.9 to 73.6 dBA. The recorded noise level at Ventura College along Telegraph Road exceeds the “conditionally acceptable” limit of 70 dBA.

The two hospitals in Ventura (Community Memorial and the County Medical Center) are both located on Loma Vista Road, a relatively highly traveled arterial. However, with the exception of the road frontage, the hospital sites are relatively quiet due to shielding by onsite structures, and interior noise levels are not known to exceed acceptable levels at either facility. The community noise survey included a measurement at Community Memorial Hospital (site 18). The noise level at the hospital was measured at 71.9, which is above the 70 dBA “conditionally acceptable” limit for that use.

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## **Personal Contacts**

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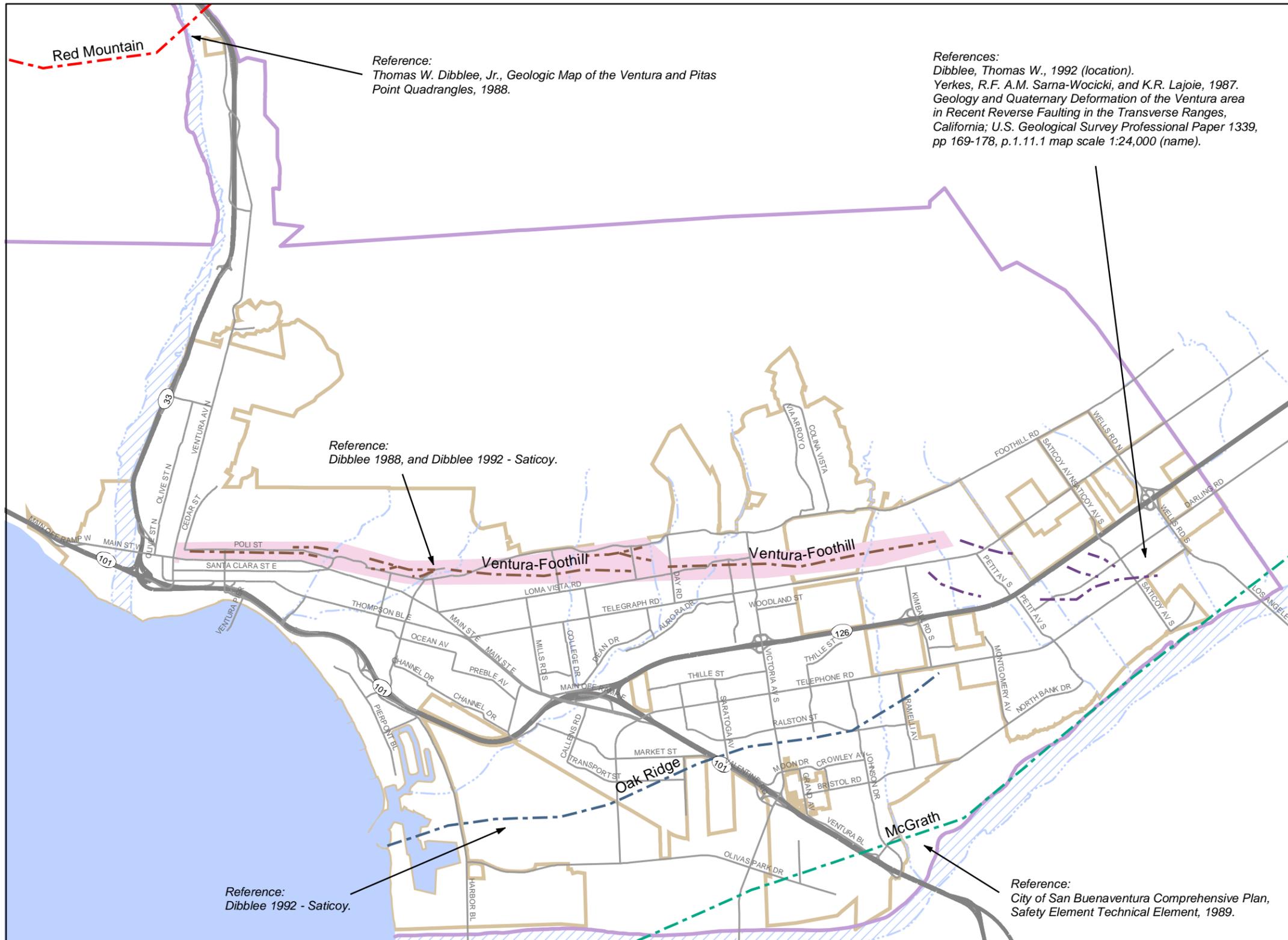
Kahan, Bobbie, Project Officer, United States Environmental Protection Agency.

Grant, Joe, Hazardous Materials Specialist, Inspection Services Division, Ventura City Fire Department.

Ralston, Daryl, Fire Chief, County of Ventura.

Trodder, Michelle, Associate Governmental Program Analyst, Department of Toxic Substances Control.

Yargeau, Ted, Project Manager, Ventura City Area, Department of Toxic Substances Control.



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### Figure XI-1 Major Fault Systems

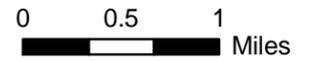
(Inferred or approximately located)

#### Legend

- Country Club
- McGrath
- Oak Ridge
- Red Mountain
- Ventura-Foothill

#### Alquist-Priolo Fault-Rupture Hazard Zone

- Ventura-Foothill
- Barrancas
- Rivers
- Freeway
- Major Road
- City Limits
- Planning Area

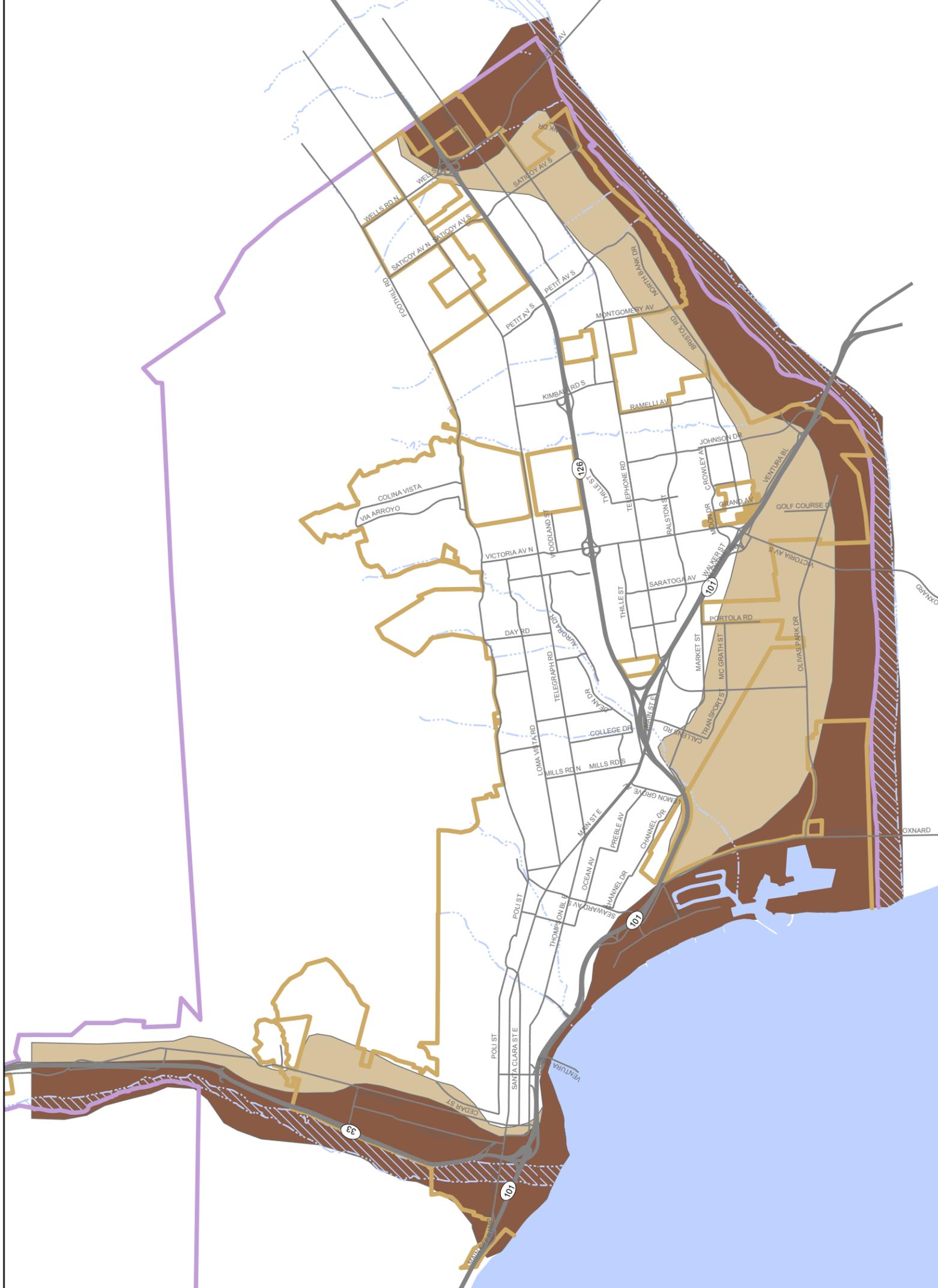


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Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

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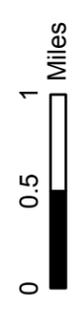


**Figure XI-2**  
**Liquefaction Hazard Areas**

**Legend**

**Liquefaction Zones**

- High Water Table
- Moderate Water Table
- City Limits
- Freeway
- Major Road
- Planning Area
- Rivers
- Barrancas

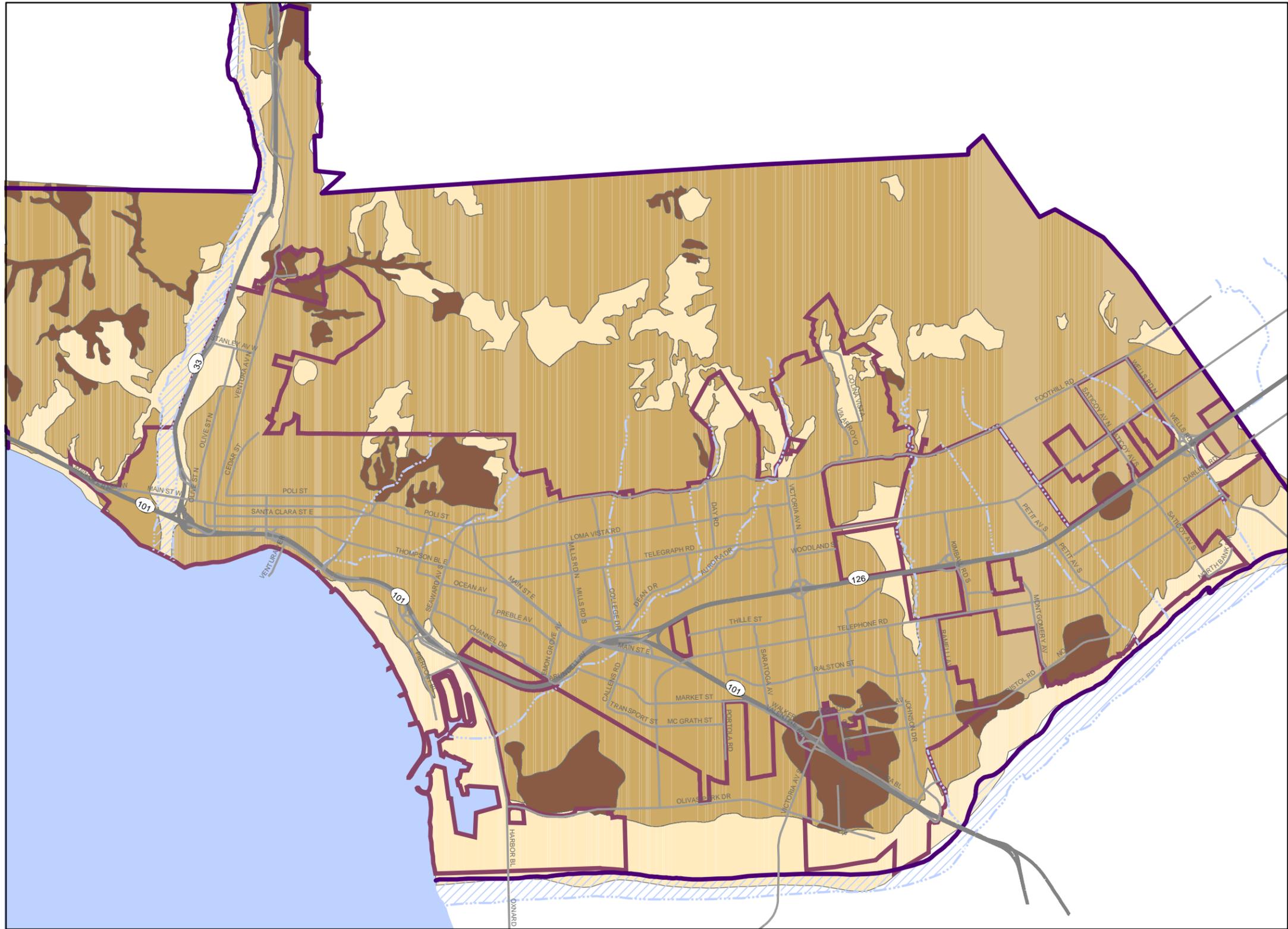


Source: City of San Buenaventura Water Resources Public Works Agency, 1976.

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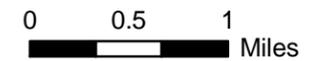


**Figure XI-3  
Expansive Soil Areas**

**Legend**

**Expansive Soil Zones**

- High
- Moderate
- Low
- Freeway
- Major Road
- Barrancas
- Rivers
- City Limits
- Planning Area



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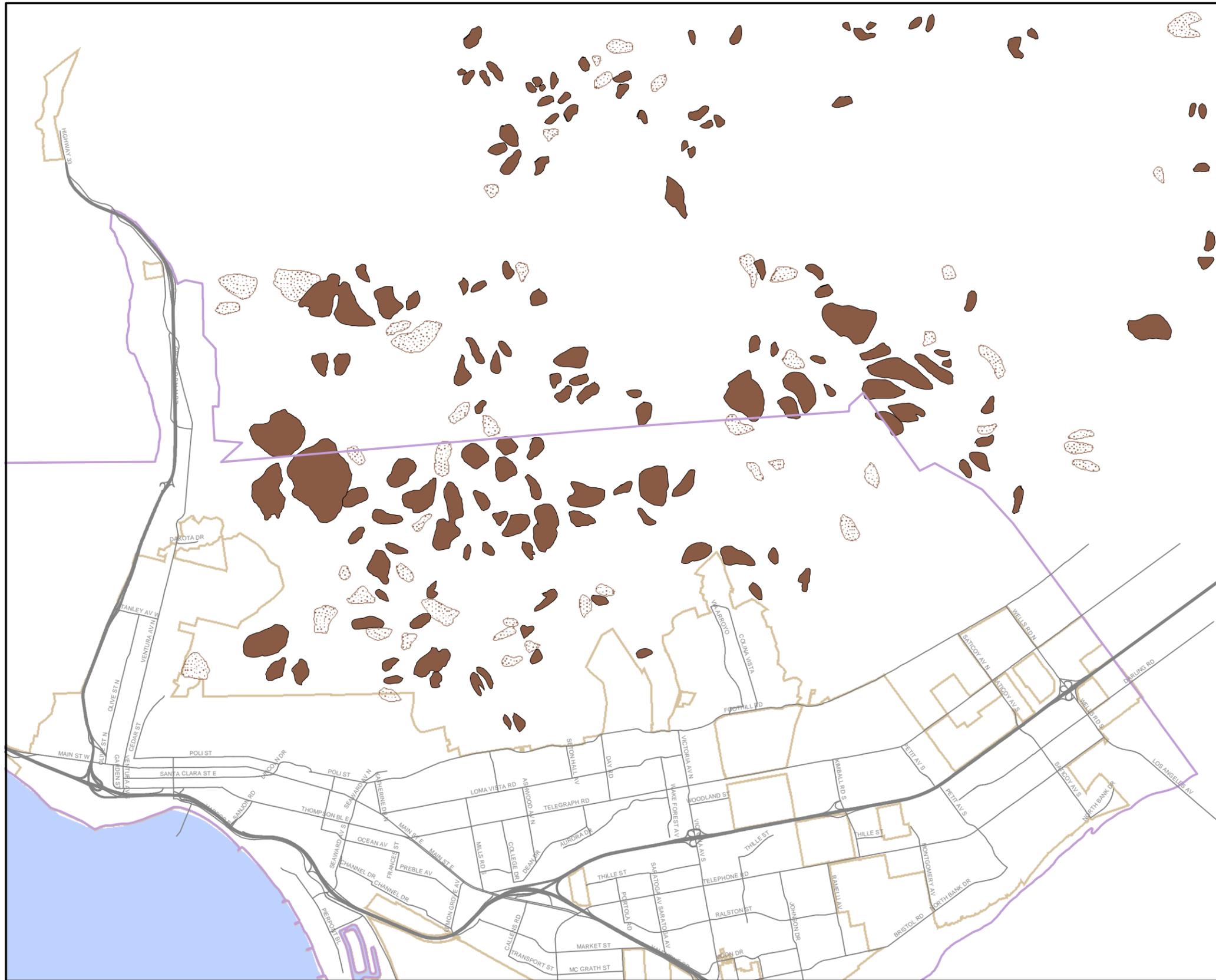


**Figure XI-4  
Critical Erosion Areas**

**Legend**

-  Defined Landslide Morphology
-  Questionable Landslide Morphology
-  Planning Area
-  Freeway
-  Major Road
-  City Limits

*Please note:*  
 "Defined Landslide Morphology" refers to areas with well defined landslide morphology and with well defined bounds.  
 "Questionable Landslide Morphology" refers to areas with questionable landslide morphology and well defined bounds; may be of landslide origin.



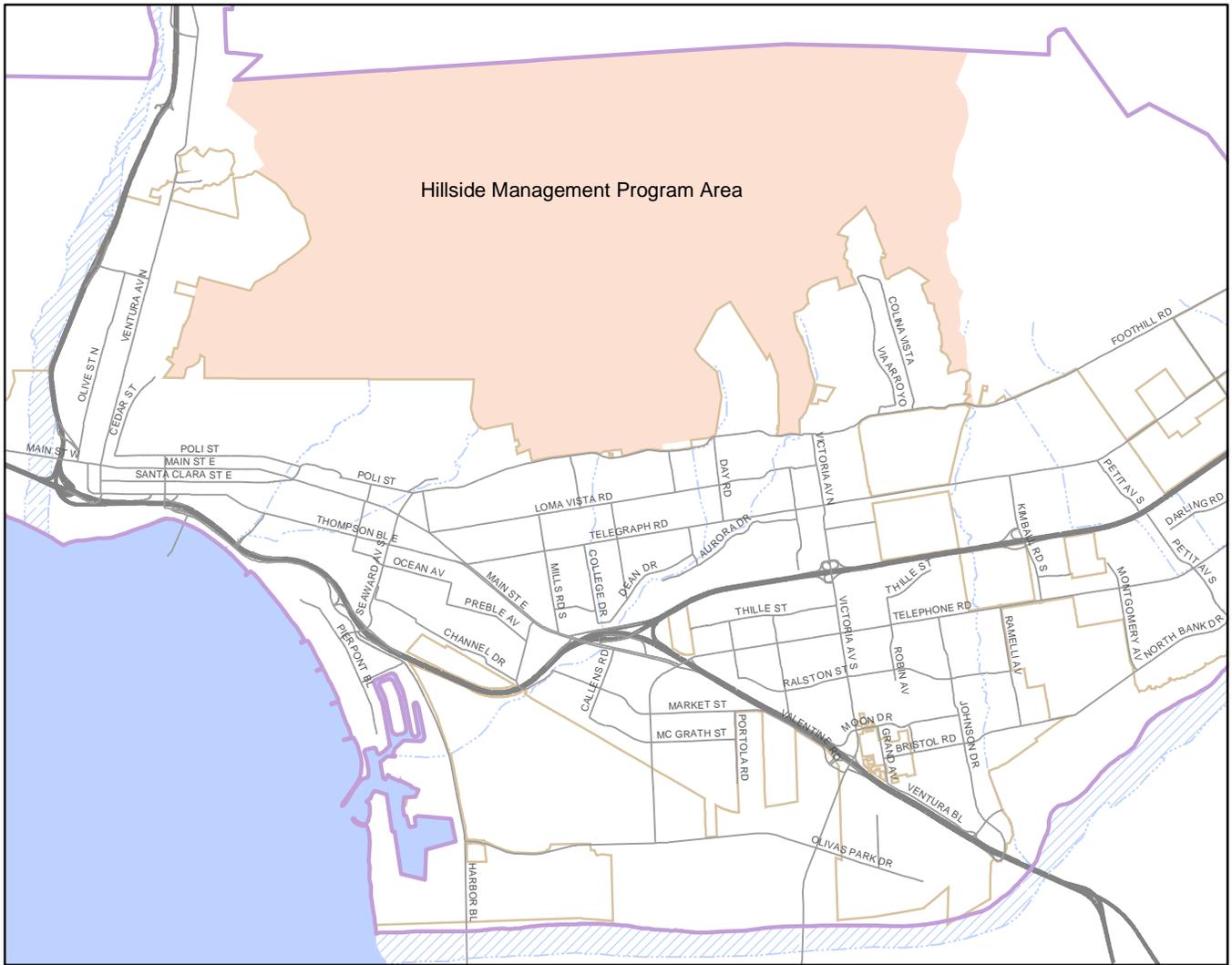
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Source: State of California Department of Mines and Geology, 1972-1974.

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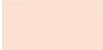


Source: City of San Buenaventura Comprehensive Plan, Environmental Impact Report, 1989.

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**Figure XI-5  
Hillside Management Program Areas**

**Legend**

-  Hillside Management Program Area
-  Freeway
-  Major Road
-  Barrancas
-  Rivers
-  City Limits
-  Planning Area



0 0.5 1 Miles

**City of Ventura  
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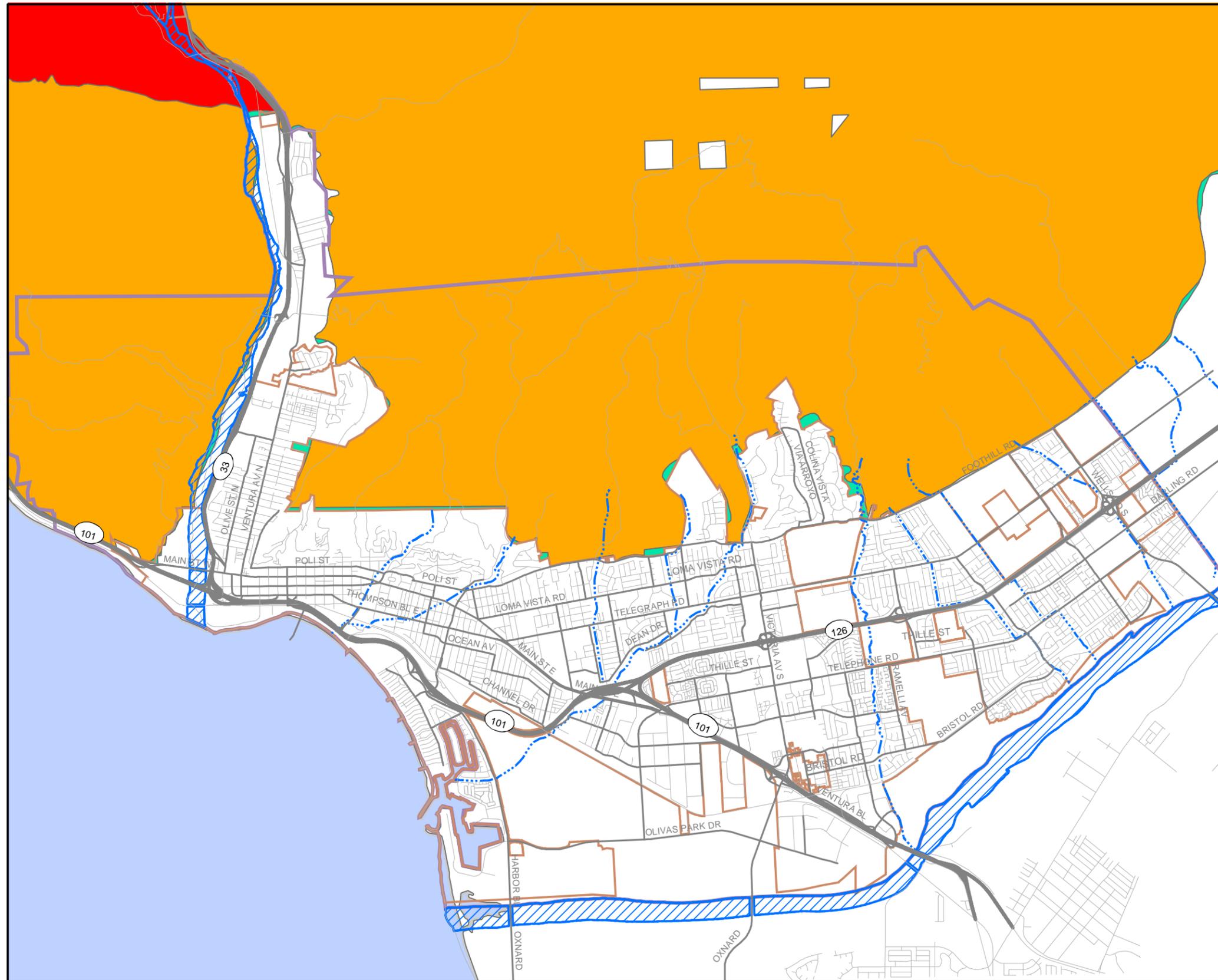
**Figure XI-6  
Wildfire Risk Areas**

**Legend**

**SEVERITY**

- Very High
- High
- Non-SRA (State Responsibility Area)
- No Data
- Freeway
- Major Road
- Road
- Barrancas
- Rivers
- City Limits
- Planning Area

*Please note:  
Due to data limitations this map should not be used as  
a measure of risk to individual structures. Additionally,  
zones are designed to give an average hazard rating  
for the area and do not necessarily define exact  
conditions for all areas within the zone.*



0 0.5 1 Miles

**City of Ventura  
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Source: California Department of Forestry and Fire Protection, 1985.

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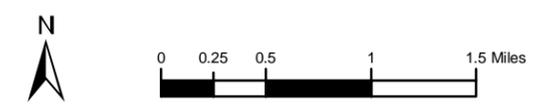
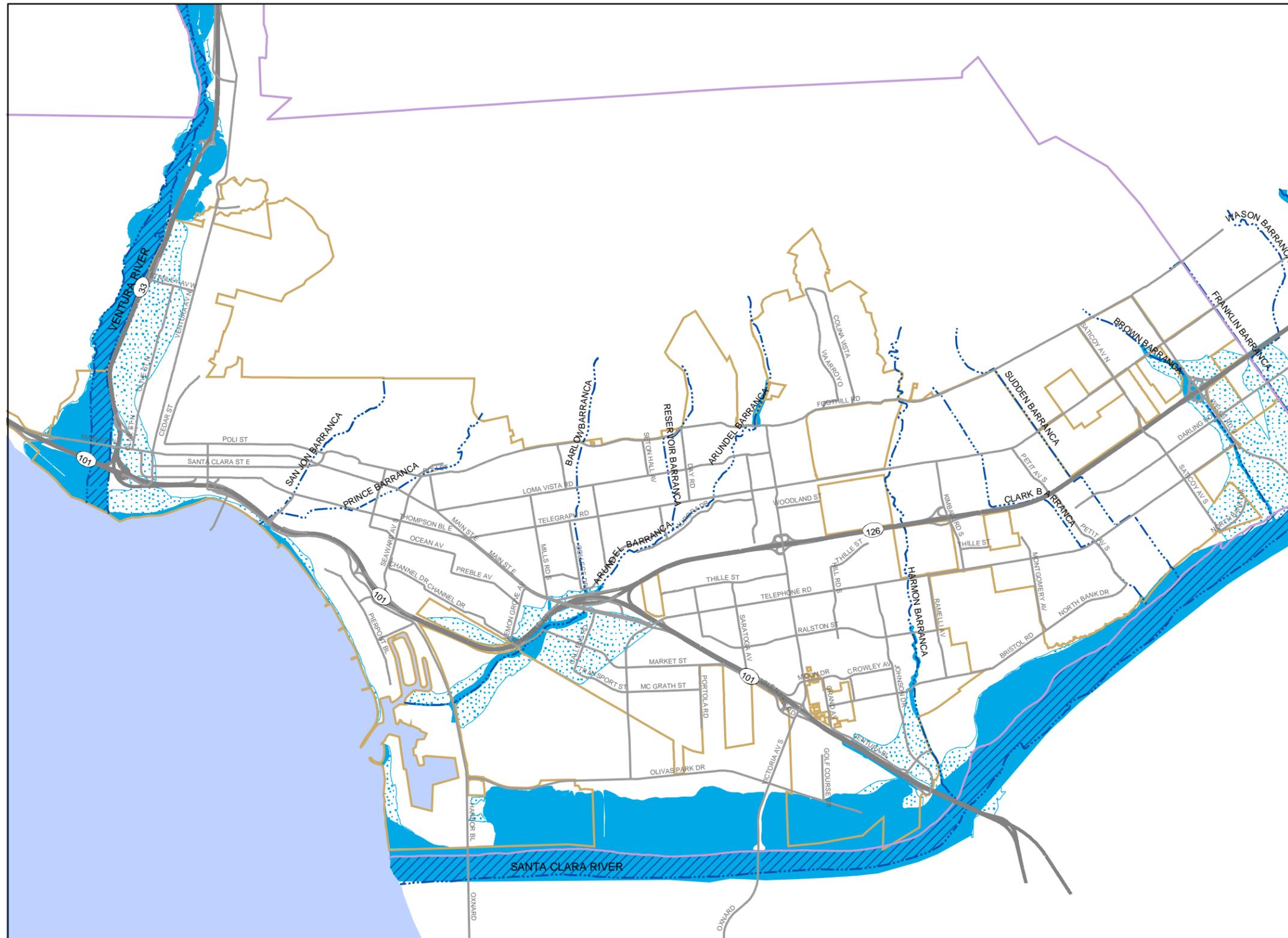


**Figure XI-7  
FEMA Flood Hazard Zones**

**Legend**

**ZONE**

-  A (100-yr floodzone)
-  B (500-yr floodzone)
-  Freeway
-  Major Road
-  Barrancas
-  Rivers
-  City Limits
-  Planning Area



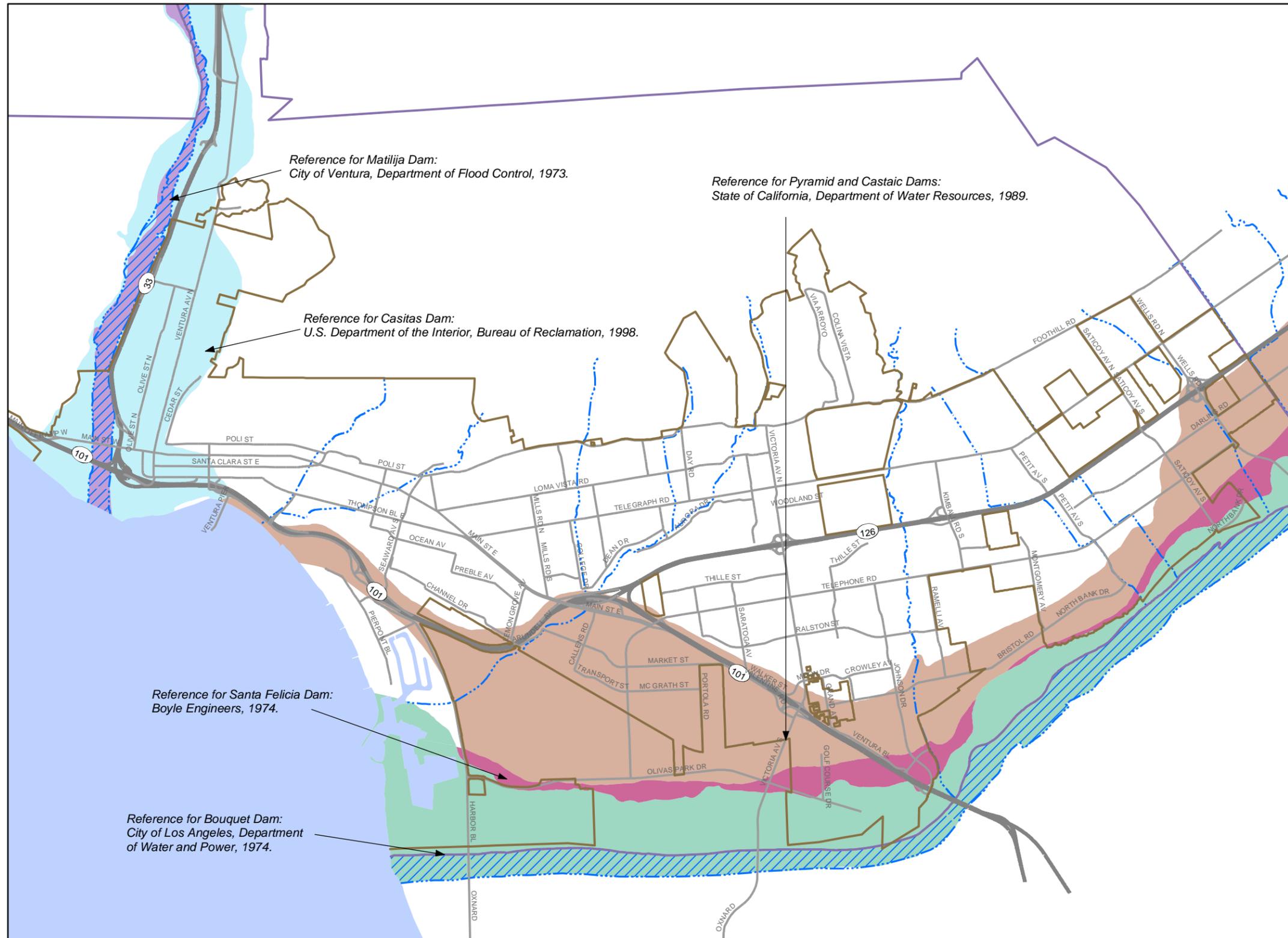
**City of Ventura  
Comprehensive Plan Update**

Source: Federal Emergency Management Agency, Flood Insurance Rate Map, 1985.

*The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.*

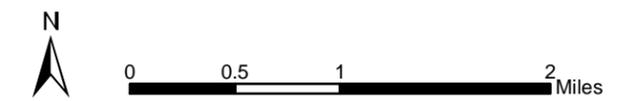


**Figure XI-8  
Dam Inundation Areas**



**Legend**

- Bouquet Dam
- Casitas Dam
- Castaic and Pyramid Dams (coterminous)
- Matilija Dam
- Santa Felicia Dam
- Freeway
- Major Road
- Barrancas
- Rivers
- Planning Area
- City Limits

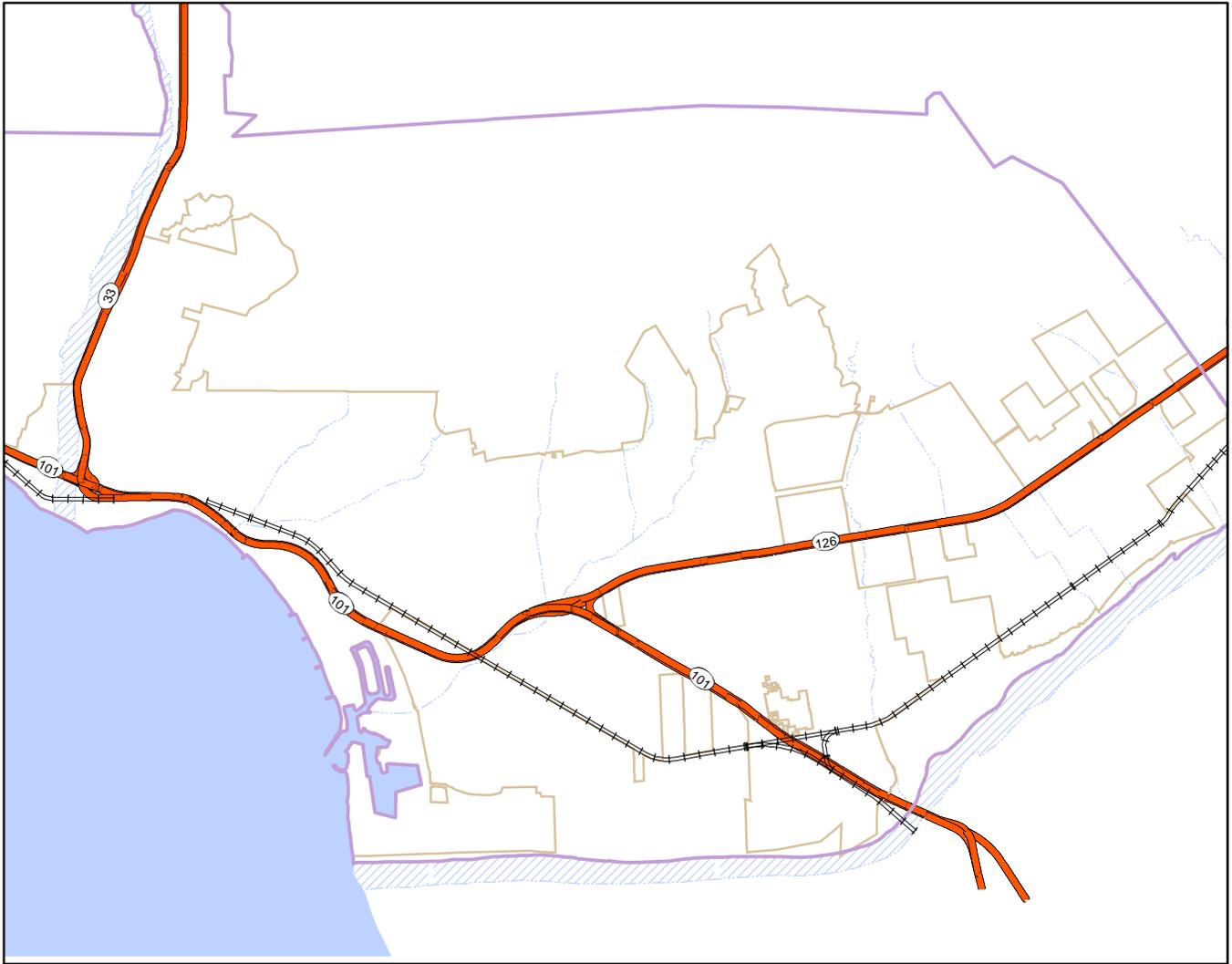


**City of Ventura  
Comprehensive Plan Update**

Source: County of Ventura, Resource Management Agency, 2002.

The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.





Source: City of Ventura Fire Department, 2002.

*The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.*

### Figure XI-9 Major Rail and Truck Transportation Corridors

#### Legend

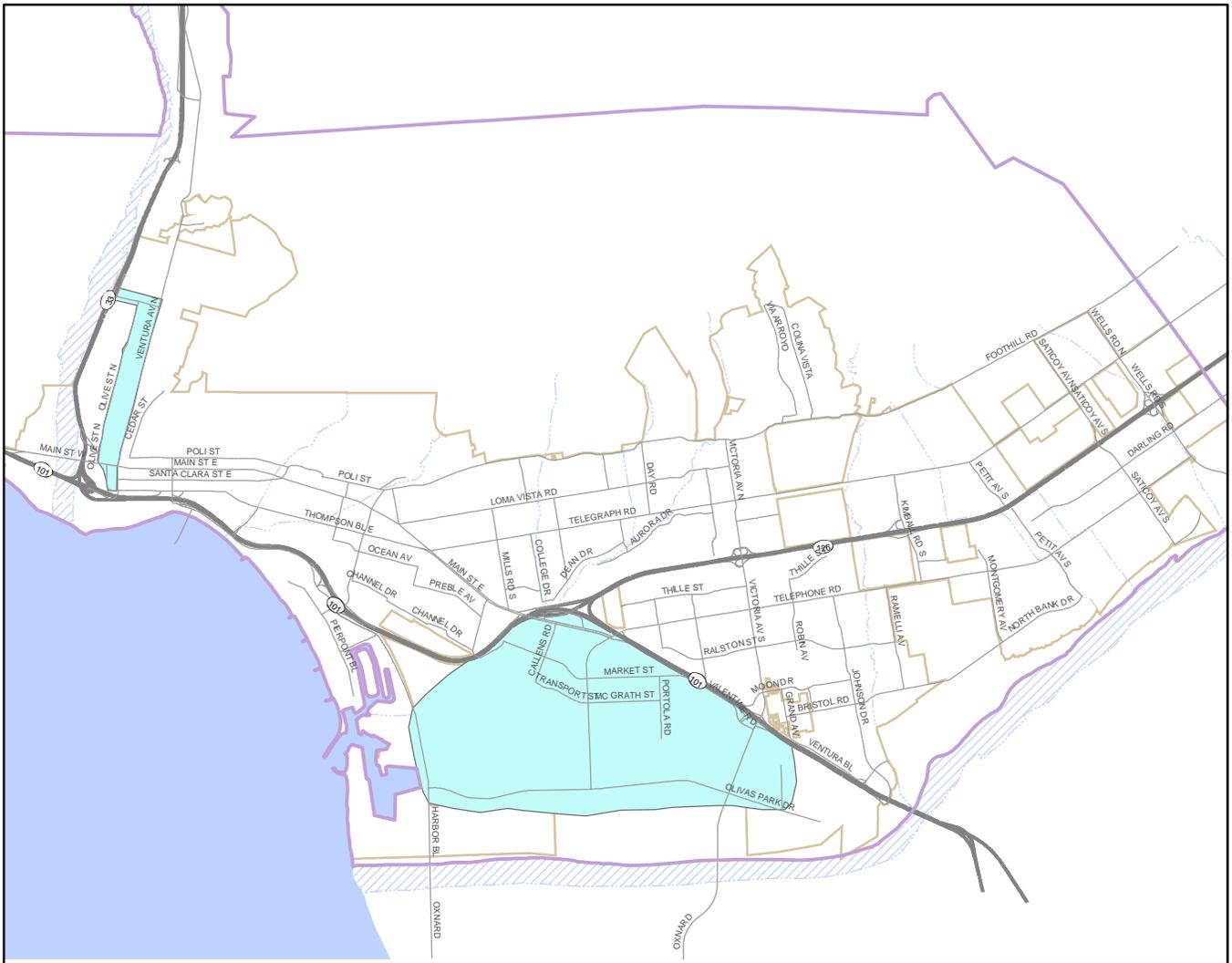
-  Rail Line
-  Freeway
-  Barrancas
-  Rivers
-  City Limits
-  Planning Area



0 0.5 1 Miles

**City of Ventura  
Comprehensive Plan Update**





Source: City of Ventura Fire Department, 2002.

The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.

### Figure XI-10 High Concentration of Hazardous Material Users

#### Legend

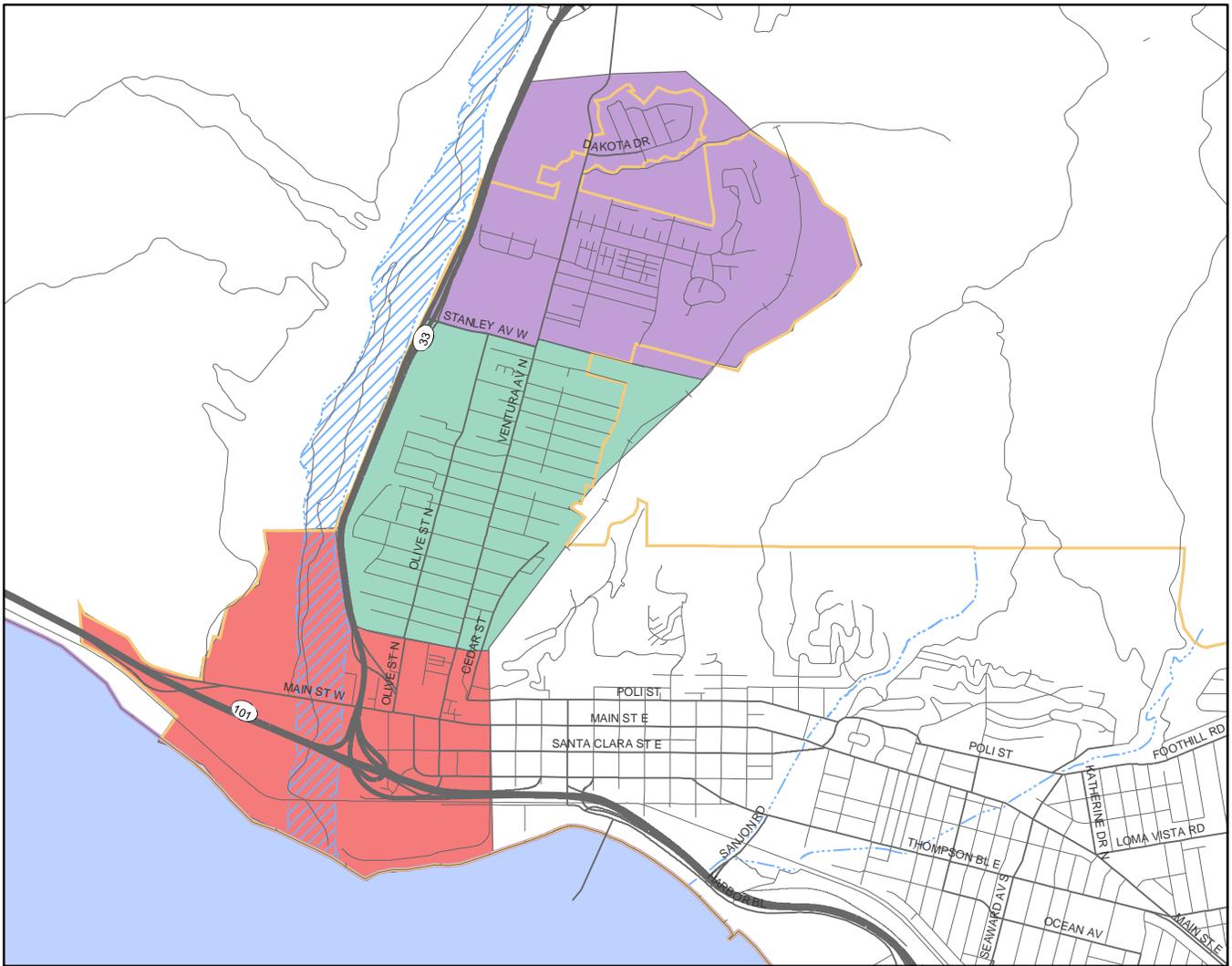
-  General areas containing larger users of hazardous materials.
-  Freeway
-  Major Road
-  Barrancas
-  Rivers
-  City Limits
-  Planning Area



0 0.5 1 Miles

**City of Ventura  
Comprehensive Plan Update**





Source: City of Ventura Fire Department, 2002.

The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.

**Figure XI-11  
Potential Brownfield Areas**

**Legend**

- |   |                  |   |             |
|---|------------------|---|-------------|
|  | Northern Section |  | Freeway     |
|  | Central Section  |  | Major Road  |
|  | Southern Section |  | Streets     |
|   |                  |  | Barrancas   |
|   |                  |  | Rivers      |
|   |                  |  | City Limits |



0 2,000 4,000 Feet

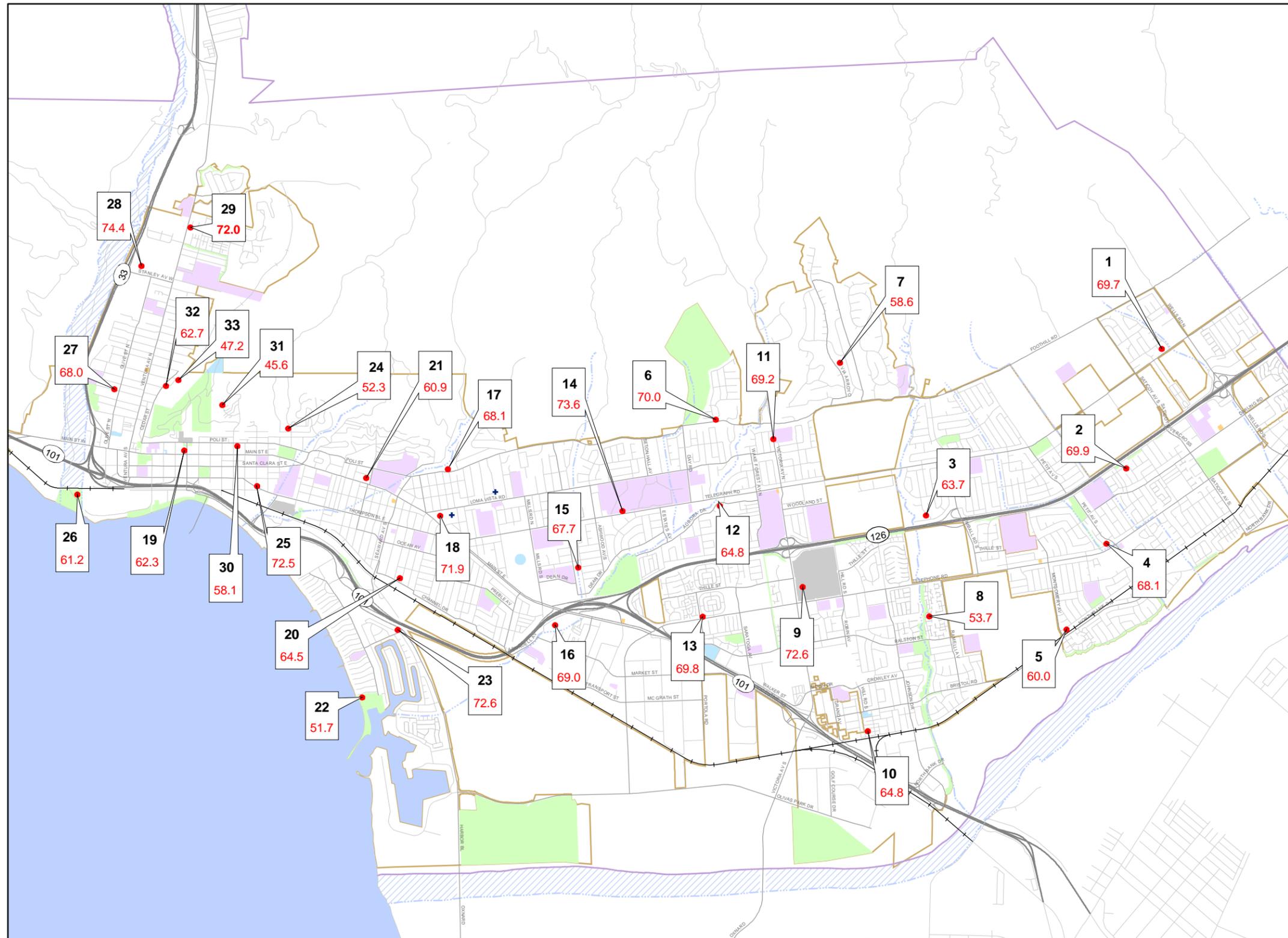
**City of Ventura  
Comprehensive Plan Update**



**Figure XI-16  
Noise Measurement Sites  
and Leq Values**

**Legend**

- Noise Measurement Sites
- ADMIN
- FIRE
- PARK
- POLICE
- Schools
- + Hospitals
- Rivers
- Barrancas
- Freeway
- Major Road
- Streets
- City Limits
- Planning Area
- Rail Line
- 4 Site Numbers
- 68.1 Leq Values

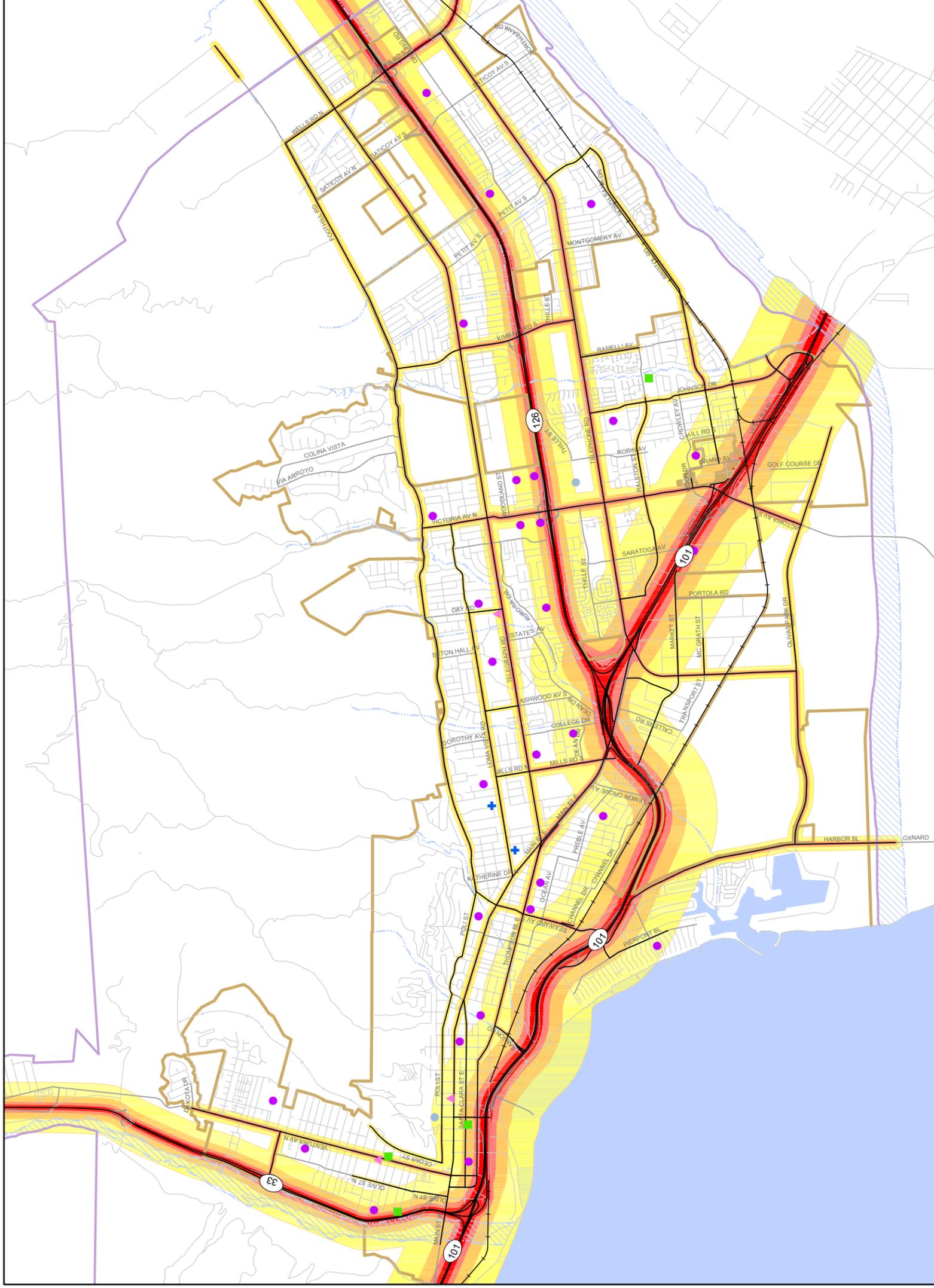


**City of Ventura  
Comprehensive Plan Update**

Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

The map is a product of the City of San Buenaventura, California and Rincon Consultants, Inc. It was created for illustration purposes only; its accuracy cannot be guaranteed.





**Figure XI-17  
Existing Noise Contours (Ldn)**

**Legend**

- Contoured Streets (Over 5000 ADT)
- 60dBA Contour
- 65dBA Contour
- 70dBA Contour
- 75dBA Contour
- Major Road
- Road
- Rail line
- Barrancas
- City Limits
- Rivers
- Planning Area
- Schools
- Government
- Hospital
- Library
- Recreational Centers



**City of Ventura  
Comprehensive Plan Update**



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Source: City of San Buenaventura and Rincon Consultants, Inc., 2002.

Note:  
Noise contours are based on traffic volumes. The calculations do not take into account stationary sources of noise or the effects of topography or noise mitigation, such as sound walls or berms.

