

CITY OF VENTURA  
**Comprehensive  
Plan Update**



**CPAC Recommended  
Land Use Scenario**  
*Draft*

**August 27, 2003**

Prepared by: *The City of Ventura, Crawford Multari Clark & Associates,  
Rincon Consultants, Inc., Stanley R. Hoffman Associates, PSOMAS, and Austin-Foust Associates, Inc.*

## Key Aspects of the CPAC Recommended Land Use Scenario

- Emphasizes infill
- Vacant and underutilized parcels develop at historic densities
- Incorporates Westside Community Revitalization Plan consistent with existing zoning at historic densities



## Key Aspects of the CPAC Recommended Land Use Scenario

- Redesignation in some areas, with development at historic densities
- Expands economic development opportunity
- Urbanizes agricultural lands and extends sphere of influence to expansion areas



## Key Aspects of the CPAC Recommended Land Use Scenario

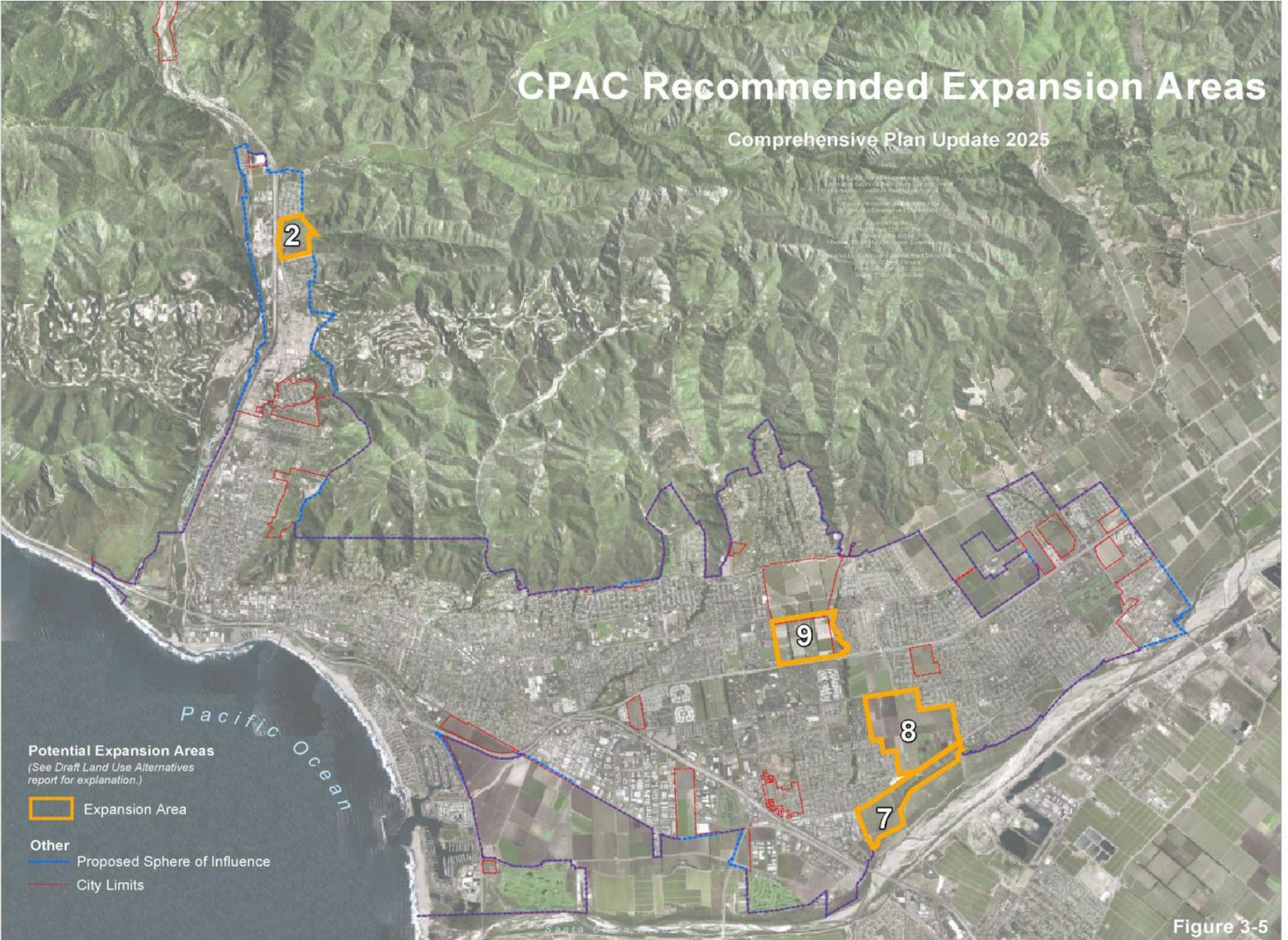
- Encourages multifamily and mixed use on eastside annexation parcels
- Creates potential for new park and recreation uses
- Improves circulation (e.g. Kimball Road, North Bank Drive, Ramelli Avenue, Johnson overpass)



# CPAC Recommended Expansion Areas

Comprehensive Plan Update 2025

Map Scale: 1" = 1000 feet  
Map Date: 12/22/2024  
Map Author: City of San Buenaventura  
Map Title: CPAC Recommended Expansion Areas  
Map Project: Comprehensive Plan Update 2025



### Potential Expansion Areas

(See Draft Land Use Alternatives report for explanation.)

-  Expansion Area
-  Proposed Sphere of Influence
-  City Limits

Figure 3-5

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.

# City of Ventura

## Potential Areas for Re-Designation

### Legend

#### Land Use Categories

Commercial

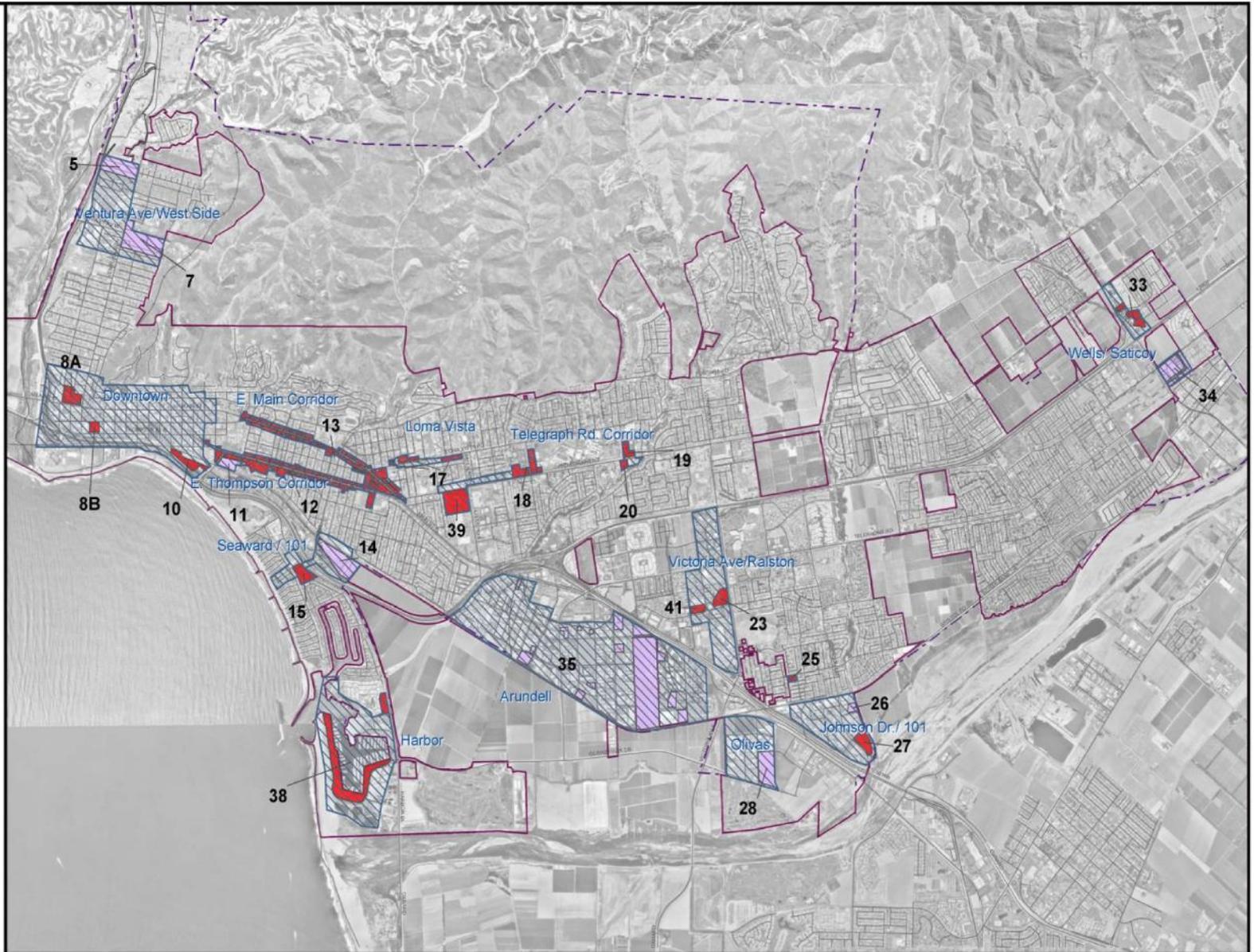
Industrial

#### Mixed Use Area

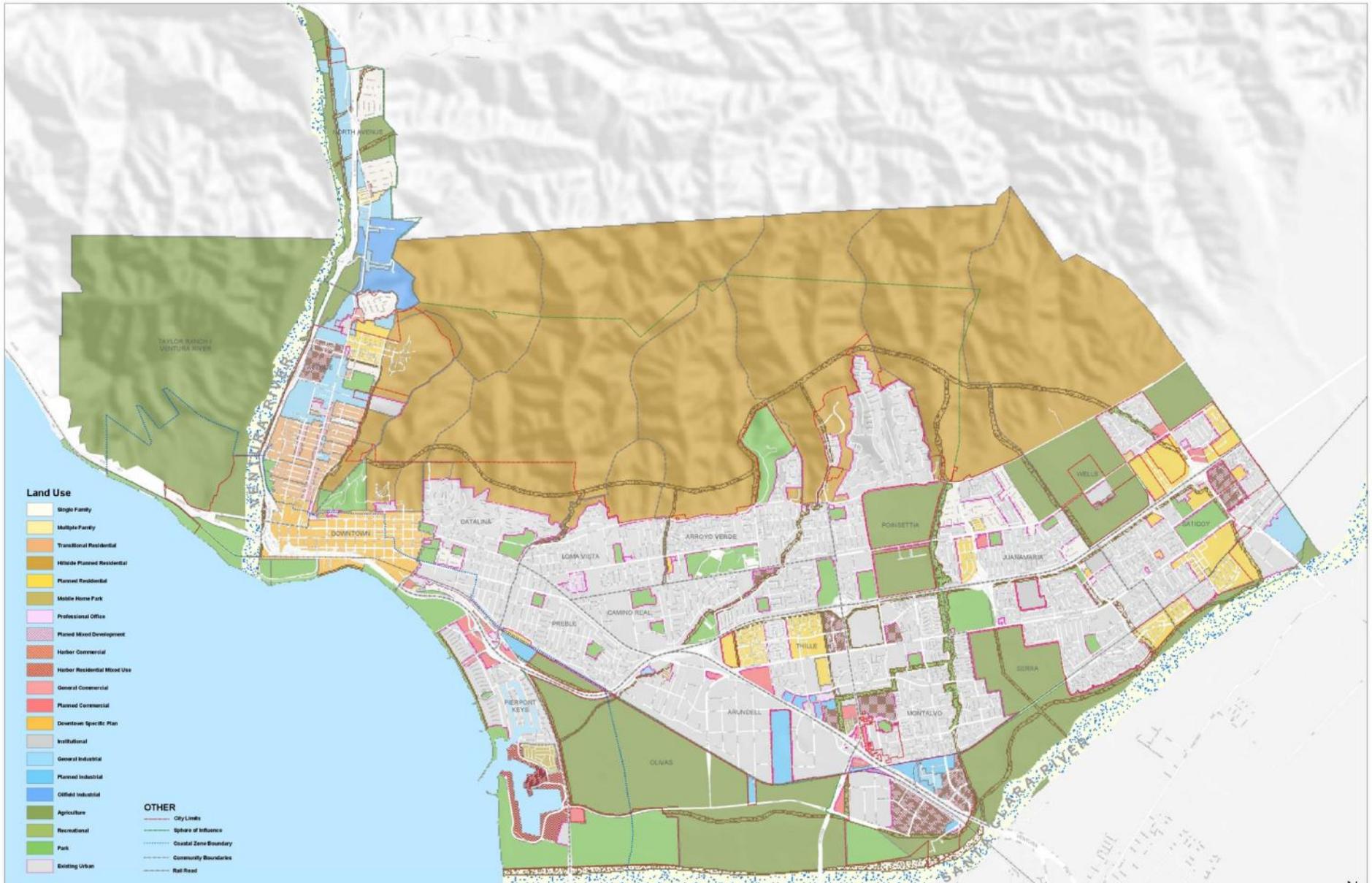
District

City Limits

Sphere of Influence



Sources:  
City of San Buenaventura,  
1994 (aerial), 2002 (basemap),  
Rincon Consultants, Inc., 2003.  
Revised: 08/06/2003



**Land Use**

- Single Family
  - Multiple Family
  - Transitional Residential
  - Mixed Planned Residential
  - Planned Residential
  - Mobile Home Park
  - Professional Office
  - Planned Mixed Development
  - Harbor Commercial
  - Harbor Residential Mixed Use
  - General Commercial
  - Planned Commercial
  - Downtown Specific Plan
  - Institutional
  - General Industrial
  - Planned Industrial
  - Office Industrial
  - Agriculture
  - Recreational
  - Park
  - Existing Urban
- OTHER**
- City Limits
  - Sphere of Influence
  - Coastal Zone Boundary
  - Community Boundaries
  - Rail Road

## Land Use Designations

### CITY OF SAN BUENAVENTURA



Prepared by: Community Development  
 Source: 1997 Comprehensive Plan  
 Date Created: October 3, 2001  
 Scale: 1 inch = 1,389 feet

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

Note  
 This Land Use map reflects Land Use Designations based on information current as of October 3, 2001. For Land Use Regulations please contact:  
 Planning Division  
 City Hall, Room 117, 301 Post St.,  
 Ventura, CA 93001  
 Phone: 805.654.7100 www.ci.ventura.ca.us



# CPAC Recommended Land Use Scenario

## Comprehensive Plan Update 2025

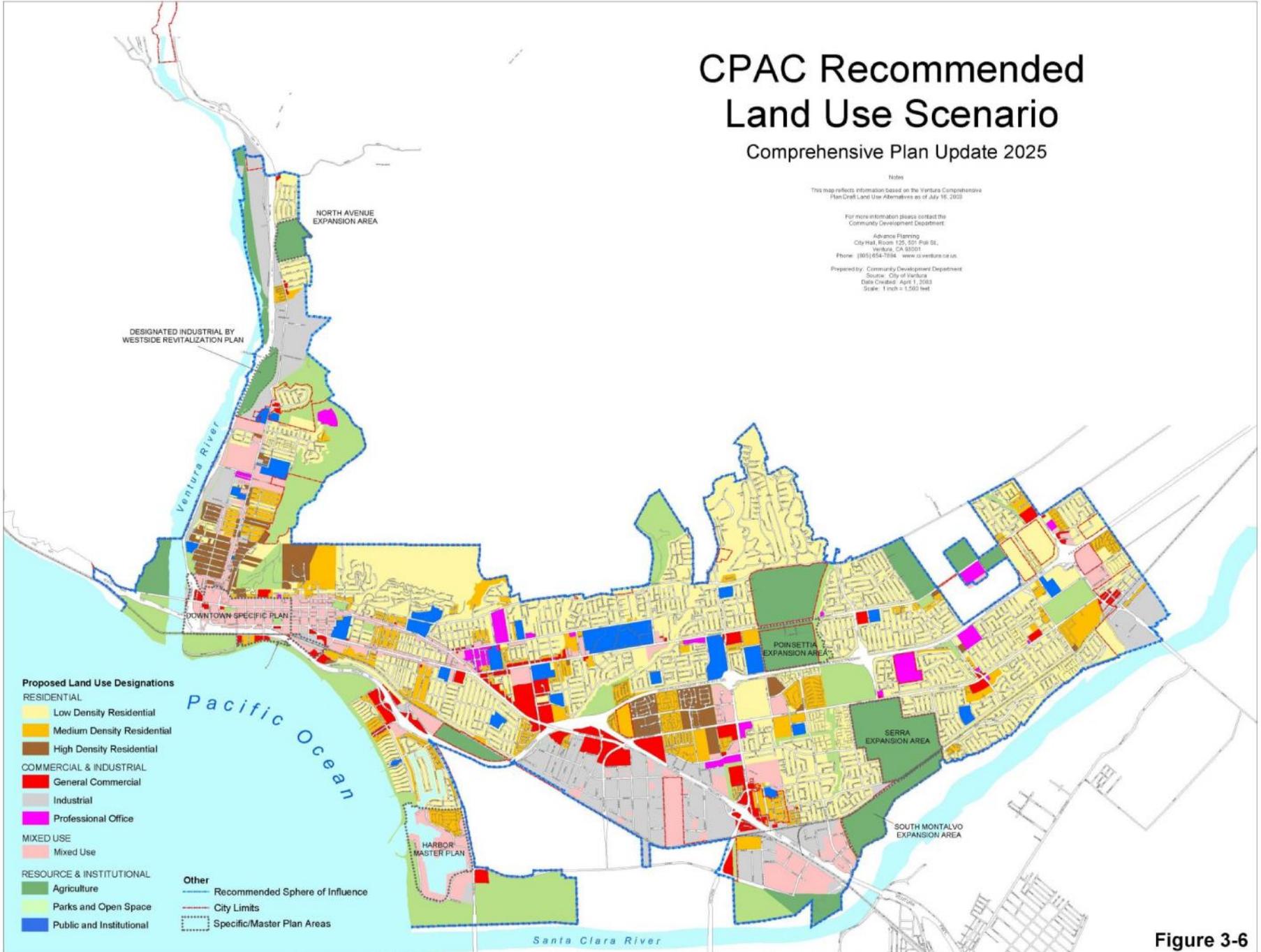
**Notes**

This map reflects information based on the Ventura Comprehensive Plan Draft Land Use Alternatives as of July 16, 2023.

For more information please contact the Community Development Department:

Advance Planning  
City Hall, Room 125, 501 Park St.,  
Ventura, CA 93001  
Phone: (805) 654-7994 www.ci.ventura.ca.us

Prepared by: Community Development Department  
Source: City of Ventura  
Date Created: April 1, 2023  
Scale: 1 inch = 1,500 feet



**Figure 3-6**

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# CPAC Recommended Areas of Changes

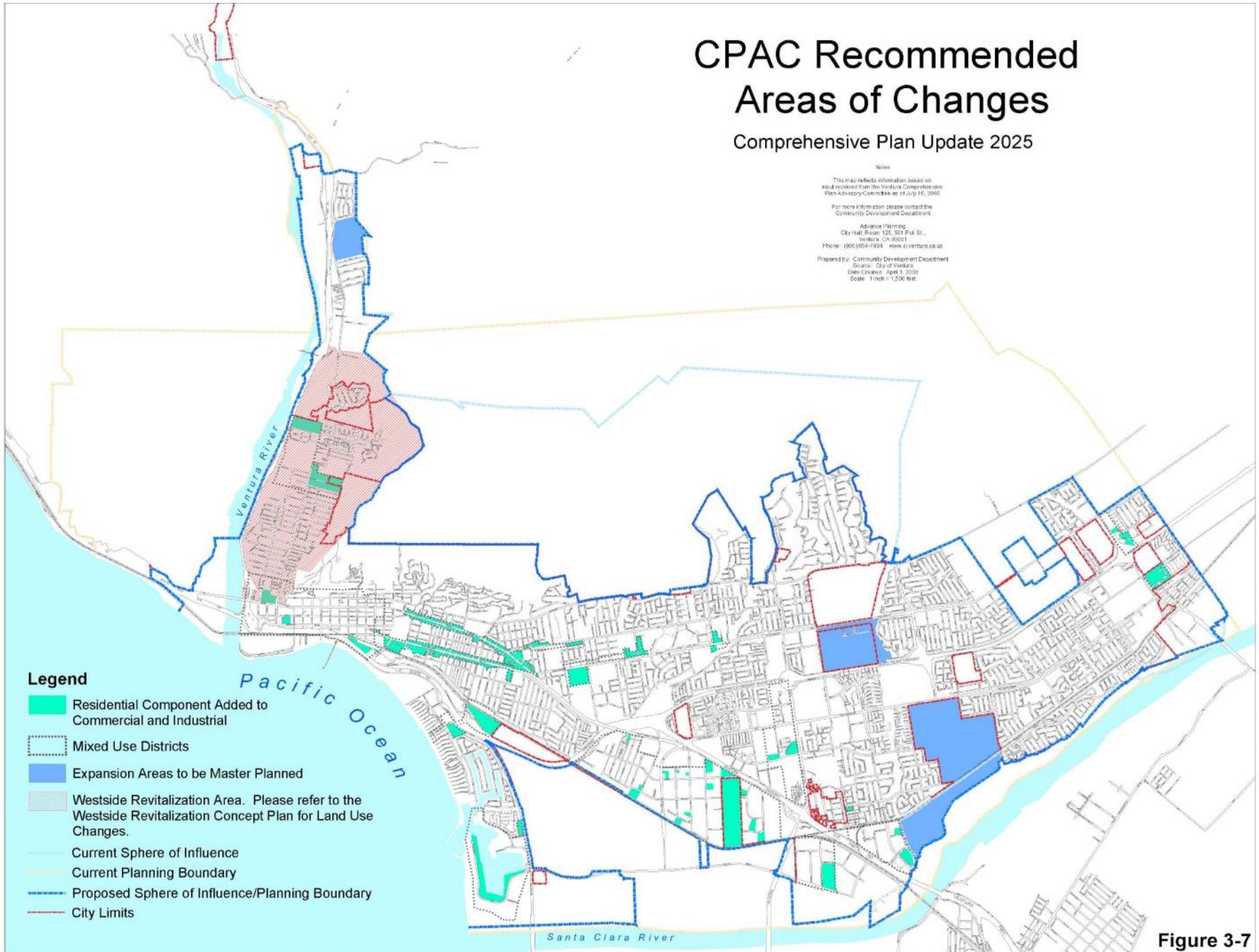
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**Notes**

This map reflects information based on input received from the Ventura Comprehensive Plan Advisory Committee as of July 16, 2024.  
For more information please contact the Community Development Department.

Advance Planning  
City Hall, Room 126, 501 Pk. St.,  
Ventura, CA 93001  
Phone: (805) 654-1934 www.ci.ventura.ca.us

Prepared by: Community Development Department  
Source: City of Ventura  
Date Created: April 1, 2024  
Scale: 1 inch = 1,500 feet



**Legend**

- Residential Component Added to Commercial and Industrial
- Mixed Use Districts
- Expansion Areas to be Master Planned
- Westside Revitalization Area. Please refer to the Westside Revitalization Concept Plan for Land Use Changes.
- Current Sphere of Influence
- Current Planning Boundary
- Proposed Sphere of Influence/Planning Boundary
- City Limits

**Figure 3-7**

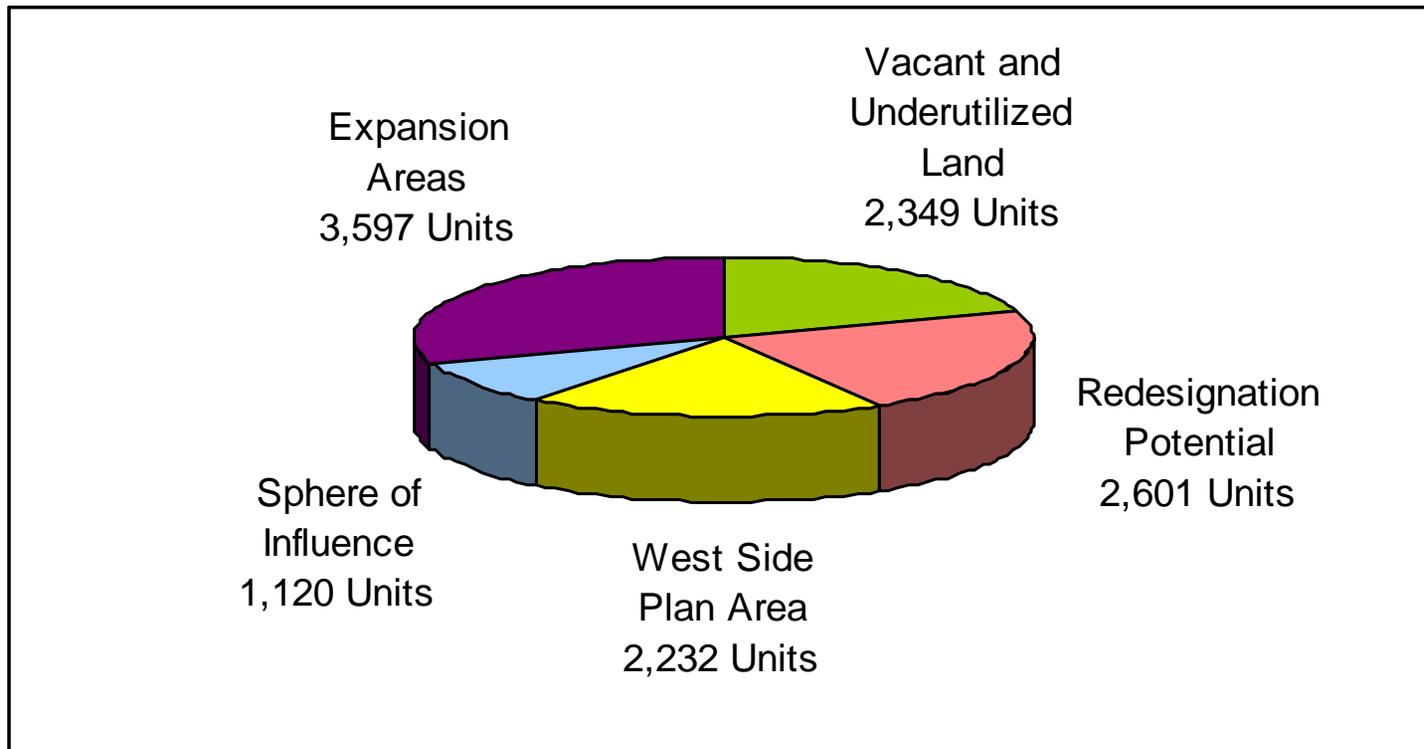
This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

# CPAC Recommended Land Use Scenario Undeveloped Land Supply

	<b>Acres</b>	<b>Units</b>
<b>Housing</b>	701	11,899
<b>Non-Residential</b>	686	
<b>Other</b>	304	
<b>Total</b>	<b>1,691</b>	<b>11,899</b>



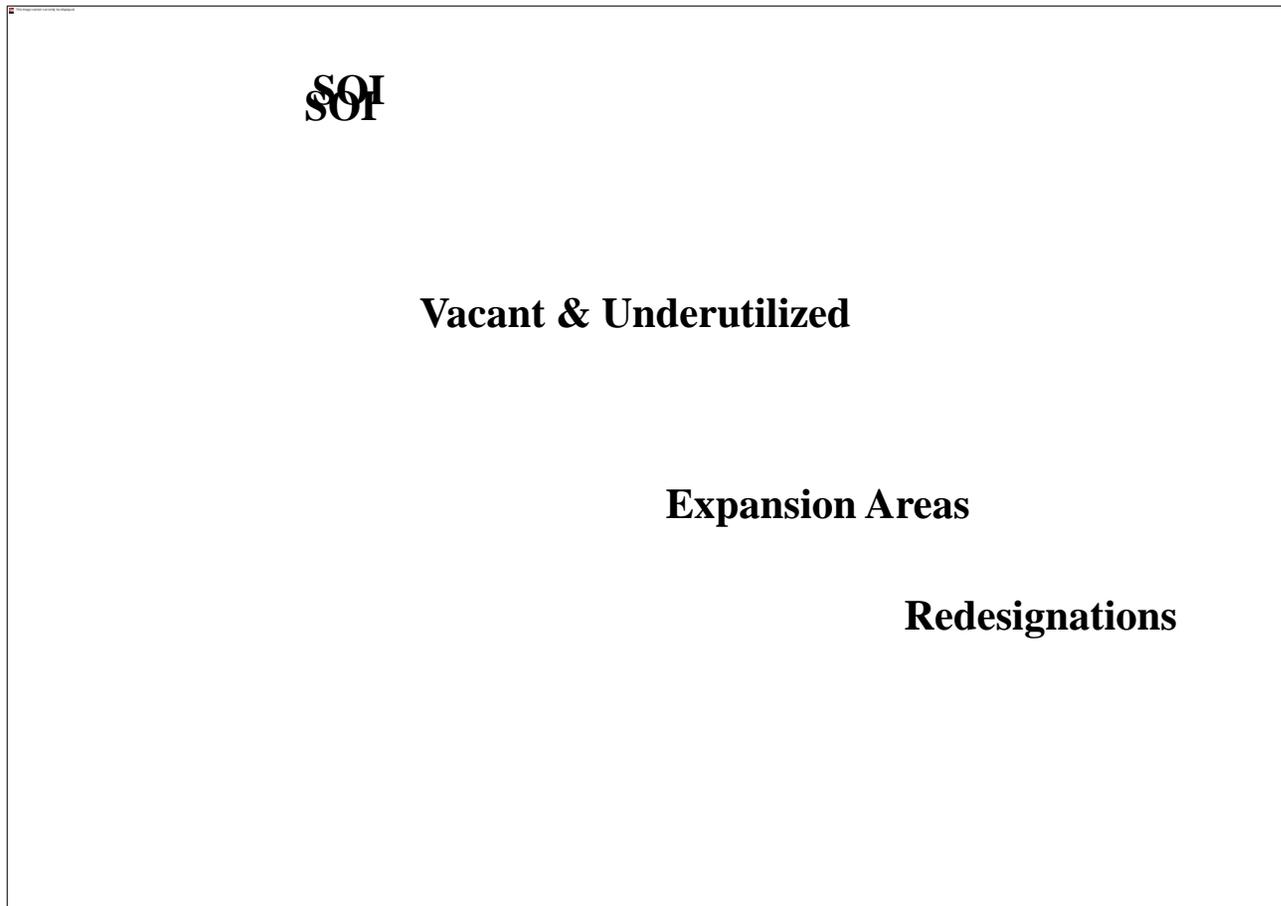
# Undeveloped Land Supply Housing



11,899 Housing Units



# Undeveloped Land Supply Non-Residential



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686 Acres Total

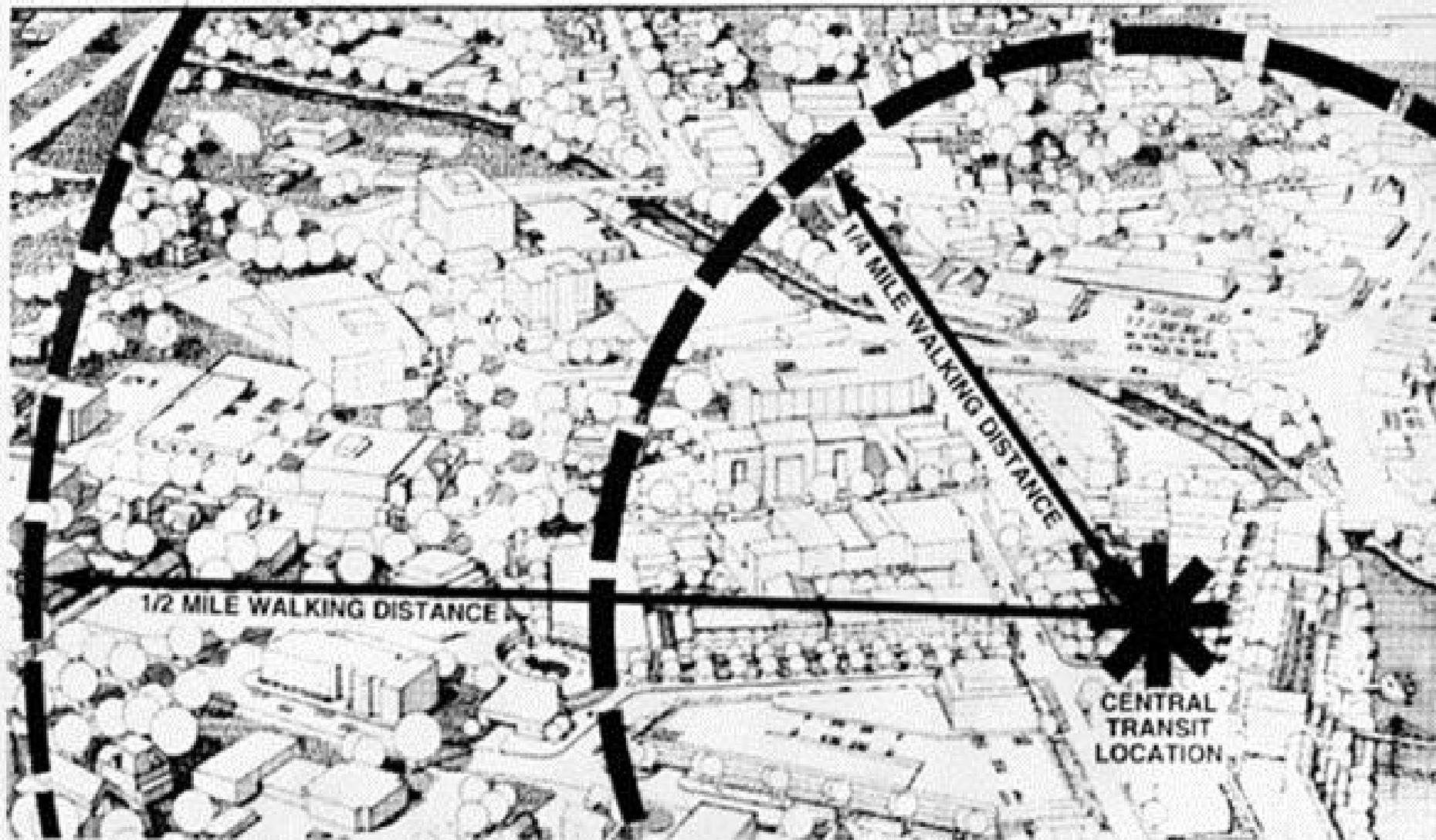


## Framework for Development of Expansion Areas

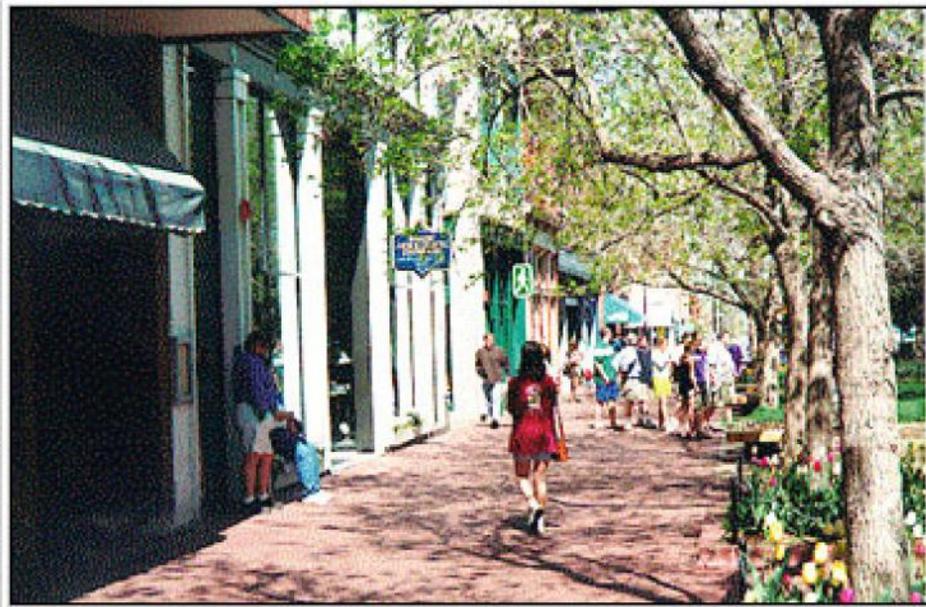
- Build new neighborhoods in a compact form and plan for walkability (i.e., 80-to-100 acres, 1/4- mile from center)
- Connect street systems that balance auto, pedestrian, and bicycle movement in a fine-grained block, pedestrian and park network system



## FIVE MINUTE AND TEN MINUTE WALK



## 5 MINUTE DRIVE



## 5 MINUTE WALK

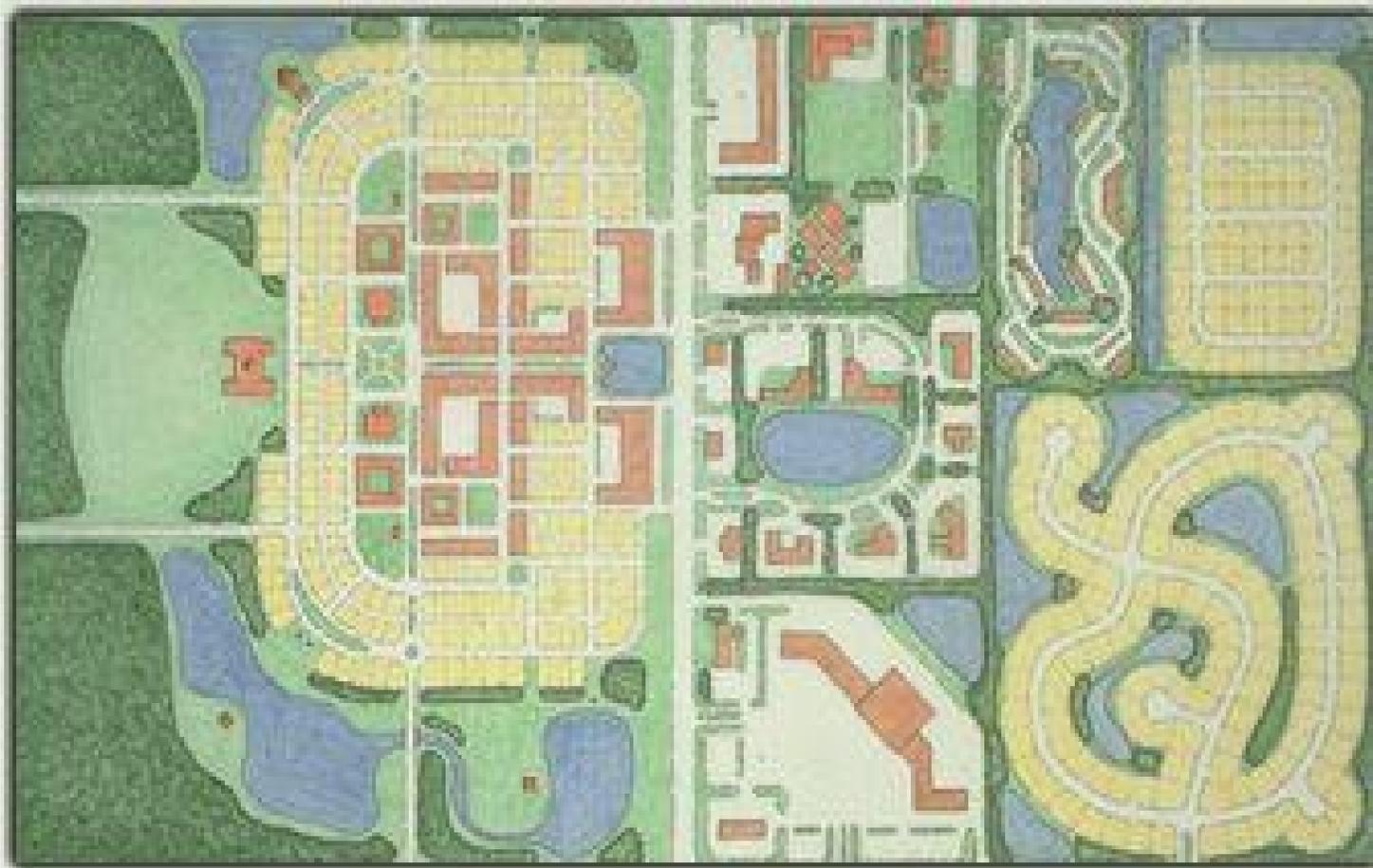
August 27, 2003



## Framework for Development of Expansion Areas

- Recognize traditional downtowns, commercial districts, and urban neighborhoods as critical anchors for the economic and community vitality of a region
- Assume that each potential neighborhood has the opportunity not only to provide amenities to its residents directly, but also to improve quality of life for the larger community





Traditional

Conventional

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**Varied roof line with  
uniform materials**

**Varied roof line to add  
visual interest**



**Ornamental  
Street Trees**

**Awnings replace  
overhangs**

**Street trees**

**Awnings  
to provide shade and  
add visual interest**

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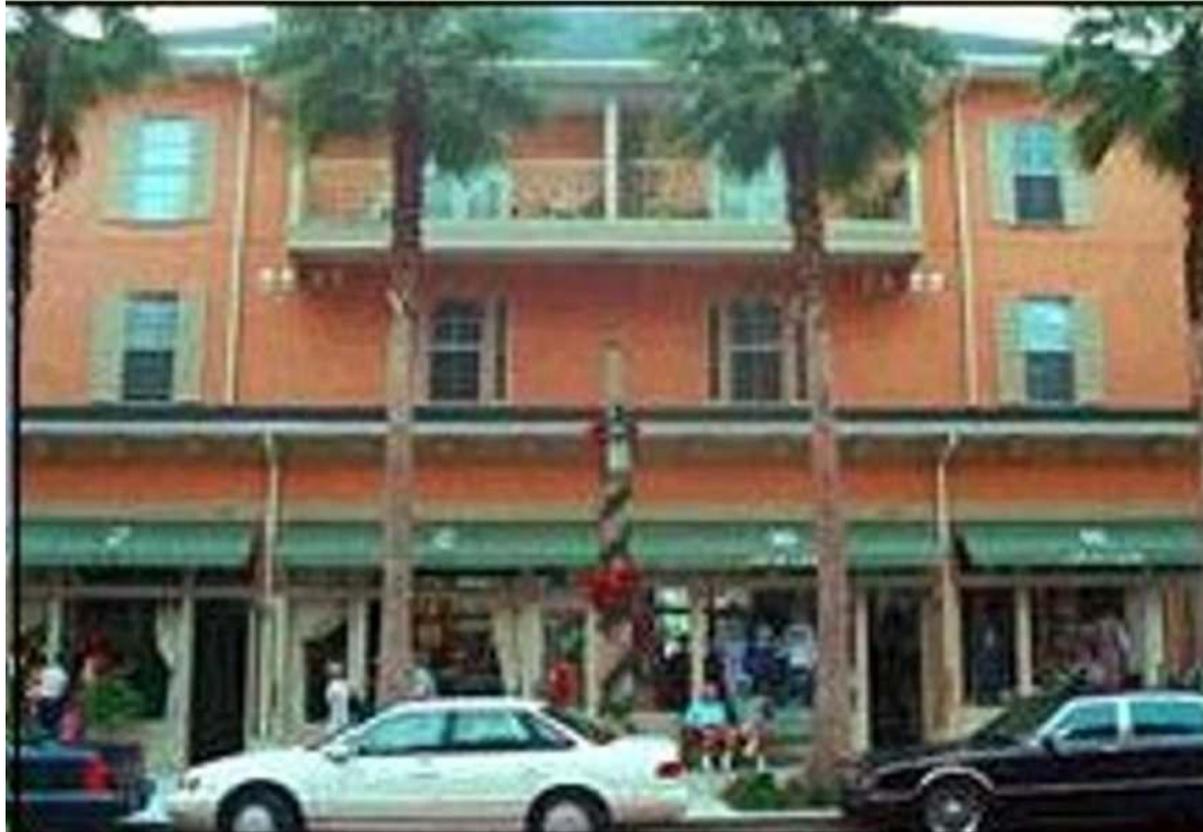


## Framework for Development of Expansion Areas

- Encourage mixed-use development, preferably near transit nodes
- Encourage development that responds to unmet needs in nearby existing neighborhoods



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## Framework for Development of Expansion Areas

- Connect open spaces, parks and trails into an integrated system
- Vigorously protect sensitive habitat and watershed land



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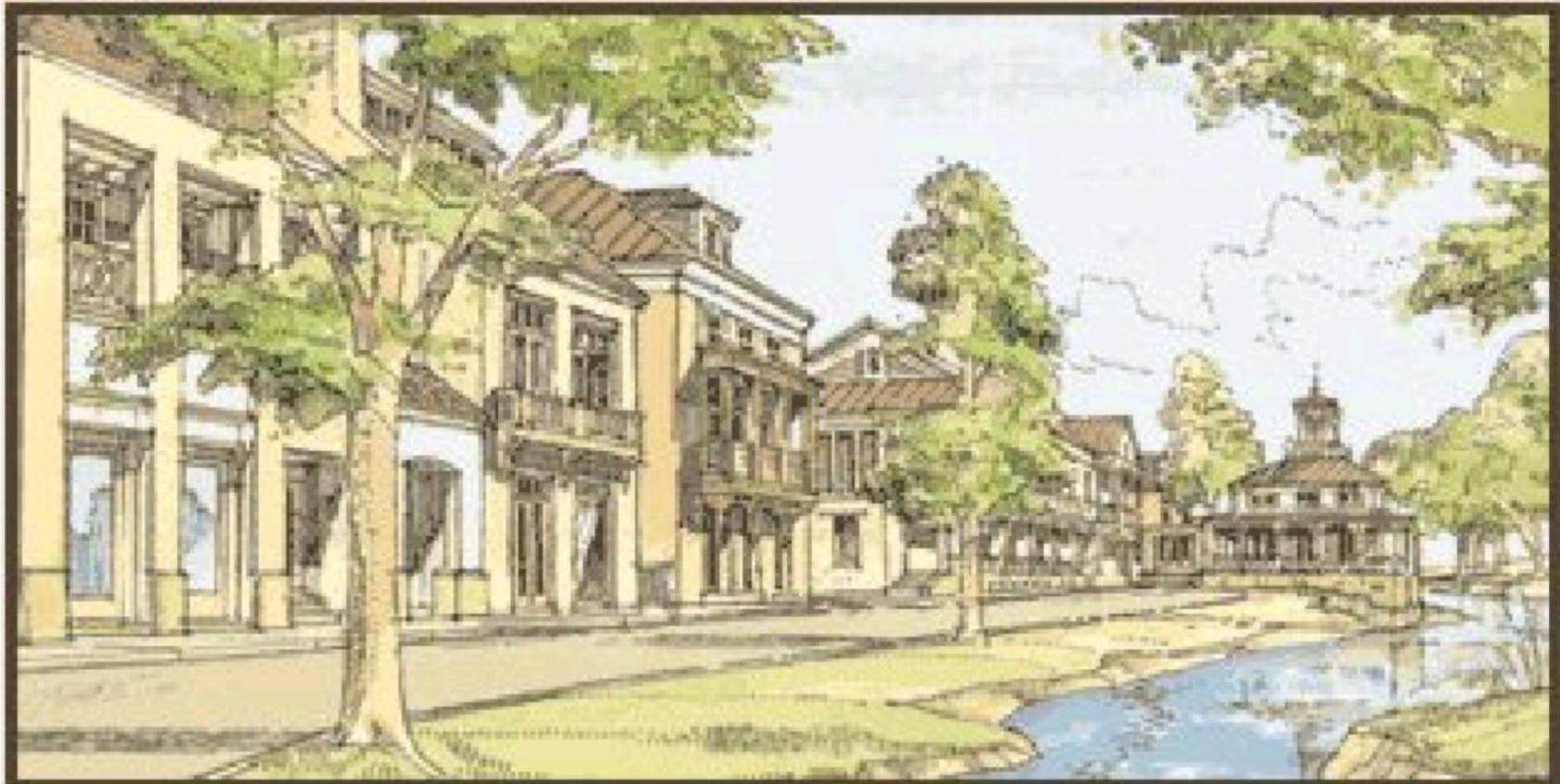
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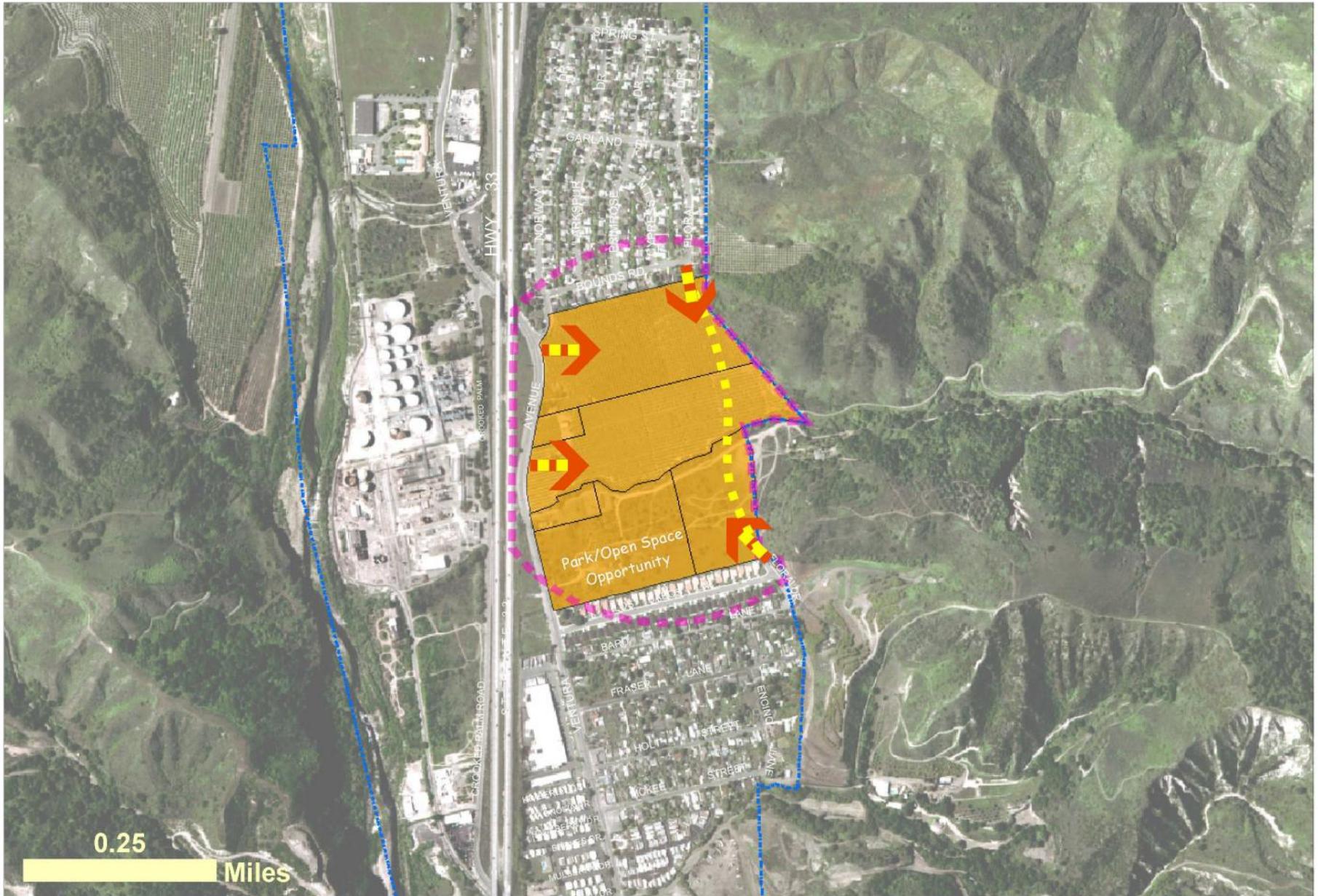


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**Legend**

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- Potential Access Points

**PEA #2**  
**North Avenue**  
**Comprehensive Plan Update 2025**

**55 acres**  
**-16 acres Housing (274 units)**  
**-5 acres Retail/Office**  
**-34 acres Parks/Schools/Other**

Notes  
 This map reflects information based on the Ventura Comprehensive Plan Advisory Committee 9/5/2019, 10/16/2019.  
 The map is illustrative and does not constitute a final plan. For more information please contact the Community Development Department.  
 Address Planning  
 City Hall, 5000 125th St, Ventura, CA 93003  
 Phone: (805) 656-7622, www.ci.ventura.ca.us  
 Prepared by: Community Development Department, City of Ventura  
 Air Photo Date: May 12, 2020

This map is a product of the City of Ventura, California. A map is made with care, but it cannot be held responsible for the accuracy of the map. The City of Ventura does not warrant its accuracy.



Figure 3-10

**Legend**

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- ➔ Potential Access Points

**PEA #7**  
**South Montalvo**  
**Comprehensive Plan Update 2025**

**156 acres**  
**-60 acres Housing (1,162 units)**  
**-35 acres Retail/Office**  
**-60 acres Parks/Schools/Other**

Notes  
 This map reflects information based on the Ventura Comprehensive Plan Advisory Committee 9/14/16, 2016.  
 The more information please contact the Community Development Department  
 Address Planning  
 City Hall, 5000 125 St, 19th St,  
 Ventura, CA 93003  
 Phone: (805) 656-7624, www.ci.ventura.ca.us  
 Prepared by: Community Development Department  
 Source: City of Ventura  
 Air Photo Date: May 11, 2020

This map is a product of the City of San Francisco, California. A third-party vendor has been used to create the map. The City of San Francisco cannot guarantee its accuracy.



Figure 3-11

**Legend**

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- ➔ Potential Access Points

**PEA #8  
Serra  
Comprehensive Plan Update 2025**

**303 acres**  
**-117 acres Housing (1,903 units)**  
**-17 acres Retail/Office**  
**-127 acres Parks/Schools/Other**

Notes  
 \*Planning reflects information based on the Ventura Comprehensive Plan Advisory Committee as of meeting on July 11, 2023.  
 The more information project contact the Community Development Department  
 Address Planning  
 City Hall, 3000 125 St, 7th Fl.  
 Ventura, CA 93003  
 Phone: (805) 656-7623, www.ci.ventura.ca.us  
 Prepared by: Community Development Department  
 Source: City of Ventura  
 Air Photo Date: May 12, 2020

Planning is a product of the City of Ventura, California. A single accessible version has been made to ensure the accuracy of this map. The City of Ventura reserves the right to modify this map.



Figure 3-12

**Legend**

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- ➔ Potential Access Points

**PEA #9  
Poinsettia  
Comprehensive Plan Update 2025**

**143 acres**  
**-12 acres Housing (291 units)**  
**-48 acres Retail/Office**  
**-83 acres Parks/Schools/Other**

Notes  
 \*Threats reflect information based on the Ventura Comprehensive Plan Advisory Committee 05/07/16, 2015.  
 The major Poinsettia project located the Community Development Department  
 Advance Planning  
 City Hall, 3000 125th St.,  
 Ventura, CA 93003  
 Phone: (805) 656-7622, www.ci.ventura.ca.us  
 Prepared by: Community Development Department  
 Source: City of Ventura  
 Air Photo Date: May 12, 2010

Nothing is guaranteed by the City of San Francisco, California. A third-party source of information is used to ensure the accuracy of this map. The City of San Francisco cannot be held responsible for any errors.

# **Fiscal Projections: Recommended Land Use Scenario**



*Prepared by Stanley R. Hoffman Associates, Inc.  
August 27, 2003*

August 27, 2003



# Key Fiscal Assumptions

## General Fund:

- Incremental Fiscal Analysis
- Infrastructure Costs Not Included
- Medium Scenario Employment Projections
- Available Developable Land

## Housing Values:

- Average Housing Value = \$650,000
- Break-Even Value = \$481,500

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# 2025 Growth Projections

- Housing Units 11,900
- Population 30,460
- Employment 22,160
- Non-Res. Land Demand 396 Ac.



# General Fund Fiscal Projection

**Revenues:** \$27.0 million

**Costs:** **\$23.5 million**

**Net Surplus:** \$3.5 million

**Revenue/Cost Ratio:** 1.15

***Property Taxes:*** 54% of Total Revenues

***Police & Fire:*** 45% of Total Costs



# Findings and Key Issues

- **Net Annual Surplus: \$3.5 million**
- **Promotes Economic Diversification**
- **Economic Development Strategy Required**
- **Funding of Infrastructure**
- **Potential Expansion of Redevelopment**
- **Impact of State Budget Uncertain**

