

---

# Westside Community Plan

**Revised Draft**

**October 2012**

---

## Acknowledgements

### City Council:

Mike Tracy, Mayor  
Cheryl Heitmann, Deputy Mayor  
Neil Andrews, Councilmember  
Brian Brennan, Councilmember  
James L. Monahan, Councilmember  
Carl E. Morehouse, Councilmember  
Christy Weir, Councilmember

### Planning Commission:

Gregory Ramirez, Chairman  
Dan Long, Vice-Chairman  
Scott Boydston, Commissioner  
Nancy Butler Francis, Commissioner  
David Ferrin, Commissioner  
Rondi Guthrie, Commissioner  
Martin Johnson, Commissioner

### Support Staff:

Shana Epstein, Ventura Water General Manager  
Susan Rungren, Water Resource Planning Manager  
Tom Mericle, City Transportation Manager  
Jeff Hereford, Civil Engineer  
Derek Eason-Towers, Bicycle Coordinator  
Ray Olsen, Environmental Services Manager  
Quinn Fenwick, Assistant Police Chief

Brian Clark, Fire Marshal  
Andrew Stuffer, City Building Official  
Elena Brokaw Snyders, Director, Parks, Recreation & Community Partnerships  
Nancy O'Conner, Parks Manager  
Denise Sindelar, Community Services Manager  
Eric Wallner, Associate Planner  
Judy Devine, Community Services Manager  
Mario Robinson, Community Services Supervisor  
Anita Diaz, Community Services Coordinator  
Jennie Buckingham, Senior Planner  
Peter Brown, Community Services Manager  
Joseph Briglio, Senior Planner  
Lilly Okamura, Senior Planner  
Kathy Payne, Planning Assistant  
Lisa Urban, Senior Civic Engagement Specialist

### Lead Staff:

Johnny Johnston, Interim City Manager  
Ariel Pierre Calonne, City Attorney  
Jeffrey Lambert, Community Development Director  
Dave Ward, Planning Manager  
Margaret Ide, Associate Planner, Project Manager  
Iain Holt, Senior Planner  
Chandra Shakar, Associate Transportation Engineer  
Teresa Purrington, Management Analyst II  
Luz Juachon, Secretary

---

# Table of Contents

<b>Introduction</b>	<b>1</b>
<b>12.1 Our Natural Community</b>	<b>7</b>
<b>12.2 Our Prosperous Community</b>	<b>9</b>
<b>12.3 Our Well Planned Community</b>	<b>15</b>
<b>12.4 Our Accessible Community</b>	<b>21</b>
<b>12.5 Our Sustainable Infrastructure</b>	<b>27</b>
<b>12.6 Our Active Community</b>	<b>29</b>
<b>12.7 Our Healthy and Safe Community</b>	<b>31</b>
<b>12.8 Our Educated Community</b>	<b>37</b>
<b>12.9 Our Creative Community</b>	<b>39</b>

# Westside Community Plan

---

## List of Figures

Westside Planning Area	4
2006 General Plan Land Use Designations Map	5
Economic Catalyst Sites	10
Historic Districts Map	16
Cameron Street Park Exhibit	17
Urban Design Plan	19
Transit Map	22
Circulation Map	25
Parks/Open Space	28
Flood Zones	32
Seismic Hazard Areas	34
Wildfire Risk Zones	35

## Introduction

### Community Vision

TO CREATE AN INTERCONNECTED, REVITALIZED WESTSIDE COMMUNITY THAT IMPROVES OVER TIME BY PRESERVING NEIGHBORHOOD HERITAGE, SUPPORTING AND EXPANDING THE VIBRANT ARTS COMMUNITY, REQUIRING WELL DESIGNED DEVELOPMENT, INCREASING URBAN PLAZAS AND GREEN SPACES, ENHANCING MULTI-MODAL TRAVEL OPTIONS, AND EXPANDING JOBS, WITH AN EMPHASIS ON GREEN TECHNOLOGY AND HIGH TECH SECTOR OPPORTUNITIES.

### Setting

The proposed Westside Community Plan area consists of approximately 900 acres excluding ROW, located on the western edge of the City. The Plan area is generally bounded by the steep hillsides to the east, Highway 33 to the west, Park Row Avenue on the south, and Ottawa Street on the North and the adjacent North Avenue District as identified in the 2005 General Plan. The Plan area is divided into eastern and western halves by Ventura Avenue.

The southerly border of the Westside Plan begins immediately north of the Downtown Ventura area, and is approximately 26 miles south of the City of Santa Barbara. State Route 33 connects the Westside area to unincorporated Ventura County and Ojai to the north, and to Highway 101 which connects the greater Ventura City area to Los Angeles to the south, and Santa Barbara County to the north.

### History

The City of Ventura was originally settled by native Chumash tribes who lived undisturbed until the arrival of Spanish missionaries. In 1782, missionaries led by Junipero Serra established the San Buenaventura Mission south of the Plan area, the original aqueduct of which runs to the north end of the Plan area.

Because Ventura was not easily accessible, the City experienced little economic or population growth until a railway connection and port were established in the 1880s that catalyzed development. Oil was discovered in Ventura in 1885. In the early 1900s, the first oil field was created on the Westside, known as the Ventura Avenue Oil Field. The subsequent oil boom resulted in a period of intense growth for the Westside Community and the adjacent North Avenue area, and established the pattern of development. This period of industrial development was influential in shaping the community's character. By the 1920s, both the Westside Community and adjacent North Avenue areas had approximately 113 oil wells. The oil boom also resulted in the establishment of other support industries, such as wire yards and machine shops. The Westside Community area was developed with workforce housing. By the 1970s, oil production rates began to decline, taking much of the employment base out of the area. A large refinery located near Stanley Avenue was demolished, and one of the larger companies in the area, VETCO, sold their headquarters to KINKO'S, signaling a shift to lighter industrial uses in the area.

# Westside Community Plan

---

## **Built Environment, Context and Character**

The Westside area is characterized by an interconnected, pedestrian-scale grid of workforce housing neighborhoods dating back to the early part of the 20th century. Several disconnected alleyways and frequently spaced narrow residential streets provide residents with pedestrian-oriented paths to access Ventura Avenue, the planning area's primary roadway. Along Ventura Avenue, commercial development ranges from small single-story shops to larger two-story mixed-use buildings with a regular pattern of small nodes that have historically served as gathering places. However, there are often abrupt transitions between industrial and residential land uses, coupled with a discontinuous pattern of industrial land uses along Ventura Avenue and Olive Street with a resulting inconsistent pattern of building massing and scale North of Stanley Avenue along Ventura Avenue of the Westside area. The primary connection between Ventura Avenue and State Route 33 for the Westside is Stanley Avenue. Stanley Avenue is home to the Ventura Unified School District headquarters and bus operations center, Ventura Community College District headquarters, as well as industrial uses and several mixed-use development proposals.

## **Implementation**

This Community Plan is intended to implement the City's General Plan at the neighborhood level. While this Community Plan provides further direction on requirements and development standards for new development, policies and actions of the General Plan remain applicable and in effect. The Westside Community Planning Project includes a proposal to study adoption of a redevelopment project area per California Redevelopment Law (CRL). Implementation of policies and public improvements included within the Community Plan will occur through redevelopment tax increment financing, Capital Improvement Program financing and leveraged private investment, among other financing opportunities.

## **Plan Preparation Process**

Civic engagement is critical to successful planning efforts. The Westside Community Plan is the result of an extensive public participation process that began in 1996 with the series of 'Take Part Westside' public workshops, which led to a community vision for revitalization of the Westside area. In 1999, the *Westside Urban Design Plan* incorporated key elements and established design guidelines supportive of the 'Take Part Westside' vision.

In the year 2000, the *Ventura Vision* plan, which ultimately guided formulation of the 2005 Ventura General Plan, incorporated the goals and objectives developed during the Westside vision process. That same year, the *Westside Economic Strategy* assessed the Westside's economic strengths, weaknesses, and opportunities and summarized the existing conditions of the areas land uses. These efforts culminated in the 2001 Westside Workshop and *Conceptual Land Use Plan*.

Beginning in 2006, the City also sponsored well-attended public workshops over several months to gather and incorporate meaningful public input. Students from the City and Regional Planning Department at California Polytechnic State

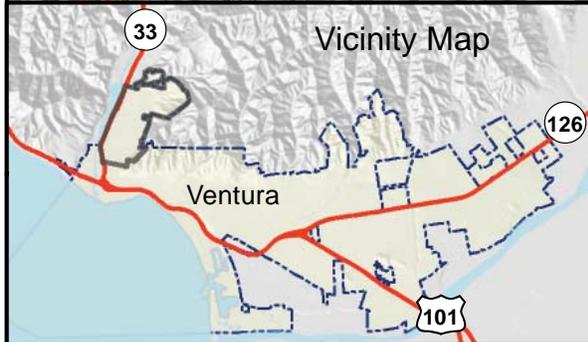
# Westside Community Plan

---

University, San Luis Obispo, assisted City staff with many of these workshops and assembling background data for the Community Plan including a comprehensive survey of parcels in the project area, and survey of community members preferences regarding building type and scale.

In the Fall of 2010, a preliminary draft Westside Community Plan was circulated for public review and feedback including extensive workshops and feedback sessions with community groups, city commissions and members of the public. The result of that feedback was contained in the Draft Westside Community Plan of April 2011. Continued review by the Planning Commission City Council and specialized workshops in the summer of 2011 resulted in the current Draft Westside Community Plan.

# Westside Community Plan



## Westside Planning Area

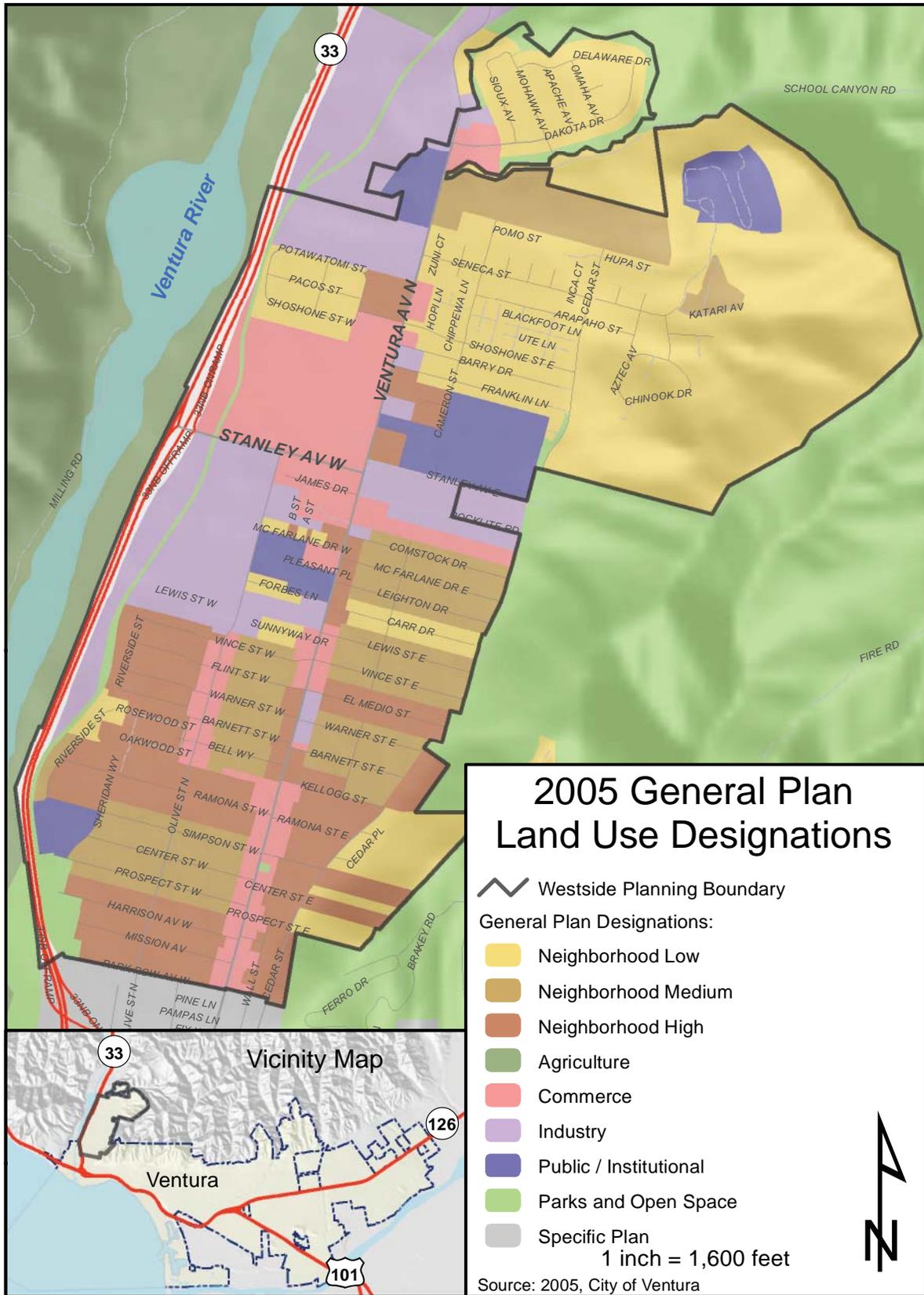
 Westside Planning Boundary

1 inch = 1,600 feet

Source: City of Ventura



# Westside Community Plan



This page intentionally left blank

## 12.1 Our Natural Community

The natural setting framing the Westside Community Planning area is one of the areas greatest assets. The Pacific Ocean is located less than one mile south of the Westside Community area. To the east and west, the Westside sits between the Ventura County hillsides and the Ventura River. Drainage channels from this area feed the Ventura River, which eventually empties into the Pacific Ocean. Revitalization of the Westside Community area must consider the potential human impact on the river and hillside environments and also focus on the benefits these natural areas provide for the community, such as contributing to larger ecosystems, adding aesthetic value, and providing recreational opportunities. On a regional level, the Westside Community has a primary interest in participating in the implementation of the Vision Plan for Lower Ventura River Parkway completed in April 2012, to preserve and enhance the Ventura River.

### **Goal: Support the native ecology, endangered species, and opportunities for recreational uses in and along the Ventura River.**

#### **Policy 12 A: Participate with stakeholders and agencies to protect natural resources and enhance the Ventura River.**

Action 12.1.1: Assist and work regionally with the County and Ventura River stakeholders in the implementation of the Ventura River Parkway for watershed and recreation planning.

Action 12.1.2: Upon adoption of the Ventura River Multi-Species Habitat Conservation Plan, new development shall coordinate with Federal, State and Local resource agencies to facilitate recovery of endangered species in the Ventura River Watershed.

#### **Policy 12 B: Follow a development approach that contributes to resource conservation in the Westside Community.**

Action 12.1.3: In partnership with other stakeholders, conduct an inventory of existing conditions and hydrological resources at the regional and watershed scale and formulate a plan to mitigate hydrological impacts of development to water quality of local surface drainage in developed areas adjacent to the Ventura river.

Action 12.1.4: Provide bio-filtering and groundwater recharging through low impact development (LID) and other careful design of new development in the Westside Community.

Action 12.1.5: Require new development to install city approved trash excluders in stormwater inlets to reduce trash outflow to the Ventura River.



Lower Ventura River Parkway Plan provides planning tool for local governments and land owners to create a parkway:

- compatible with recreational use,
- promotes sustainable land stewardship,
- respects river function, and
- enhances regional ecosystems

This page intentionally left blank

## 12.2 Our Prosperous Community

Positioned along two major north-south arterials at Ventura Avenue and State Route 33, the Westside Community is located at the western edge of the city with opportunities for neighborhood serving retail and business to serve this segment of the population. The Westside has historically provided an excellent location for oil production support businesses as well as a wide variety of construction materials manufacturing and distribution firms. In recent years the local labor force has expanded to include many who are employed in technology sectors and the growing artist community. The industrial land located within the Westside is well suited for potential transition to green and high technology industries for economic prosperity in the first half of the 21st Century.

Proposed neighborhood linkages and revitalization of a jobs-producing industrial base is a Plan objective. Improved connectivity of the urban form can promote retail and transitioning industrial areas and create shopping and business service opportunities for the west side of Ventura. A variety of retail, shopping, educational, creative arts, and industrial opportunities are called for throughout the Plan. An opportunity exists to enhance retail along Ventura Avenue while promoting green and high-tech industrial opportunities in obsolete or converting industrial portions of the Plan area around Stanley Avenue. This Plan intends the historical Westside neighborhood to remain the town center of the area, complete with residential, retail and office space and several pedestrian nodes to facilitate community interaction and placemaking. Existing smaller industrial businesses are to be preserved to protect the jobs that they provide. The City of Ventura recognizes that prosperity is to be shared with all segments of the community and that services and jobs for struggling families, the disadvantaged, or disabled are part of what makes a community integrated, healthy and safe. This Plan aspires to protect economic interests of all residents by preserving and encouraging diversity in employment opportunities.

**GOAL: Increase local shopping opportunities, diversify the local economy, and create job opportunities in the Westside areas.**

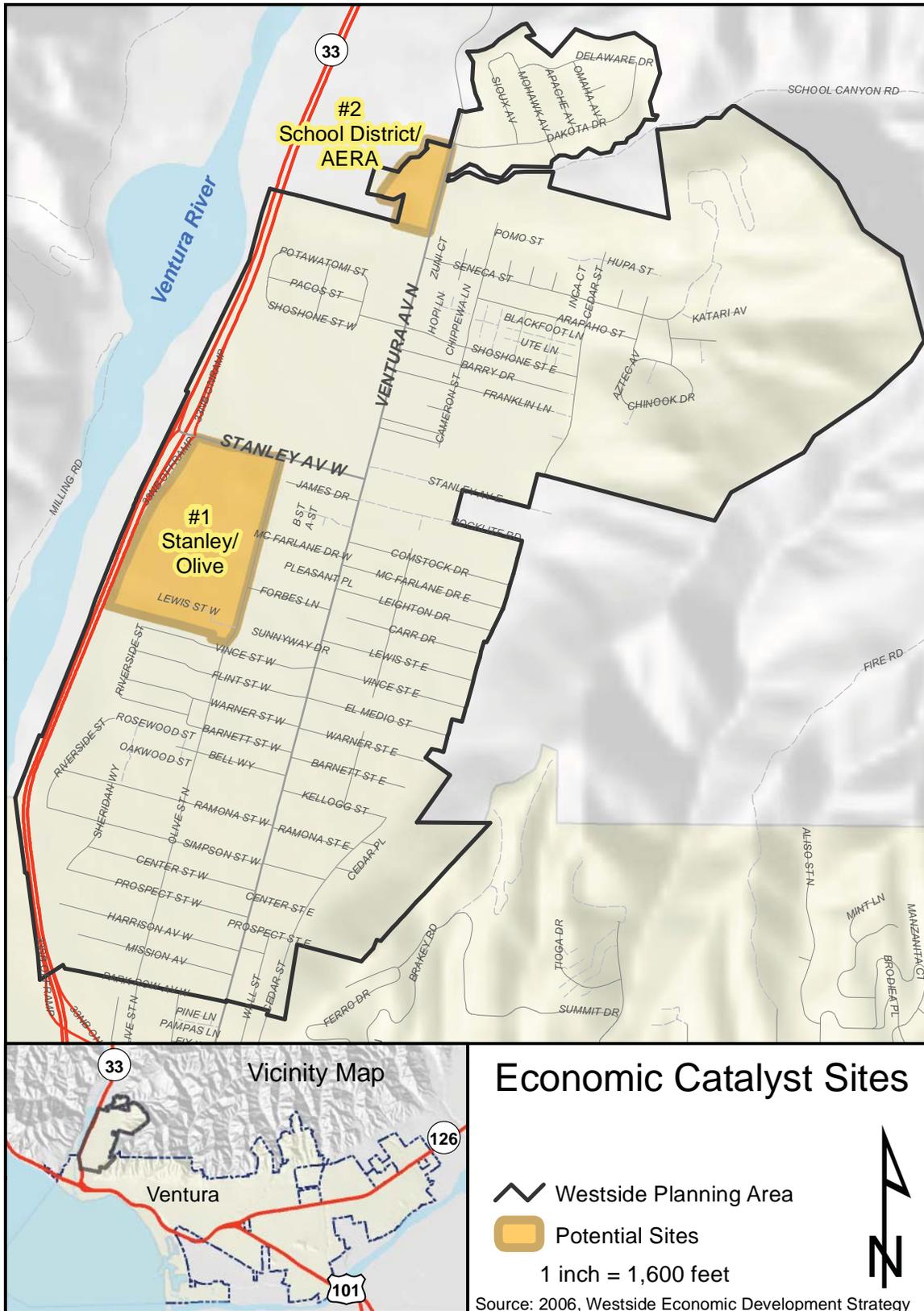
**GOAL: Provide for a variety of Westside Community workforce and transitional housing opportunities.**

**GOAL: Encourage diverse and equitable neighborhoods that provide housing options for a full range of incomes, physical abilities and ages.**

**Policy 12 C: Stimulate private investment for revitalization of underutilized parcels in the Westside Community Plan area.**

Action 12.2.1: Identify federal, state and local funding sources for the Westside Community Planning project area to stimulate economic development and generate leverage funds for development opportunity sites in the area.

# Westside Community Plan



Action 12.2.2: Stimulate investment in two catalyst sites for their revitalization through available public and private financing along Olive at Stanley Avenue (Stanley/Olive); and portions of AERA and Ventura Unified School District parcels west of Ventura Avenue at Shell Road (School District/AERA) as follows:

- Catalyst Site #1: Industrial area south of Stanley Avenue, along Olive Street to be focus of economic development efforts to encourage traditional, green and high technology job recruitment to the City.
- Catalyst Site #2: School District/AERA: Portions of 90 acre site that includes approximately 4.5 acre Avenue School site to be considered for mixed-use development to provide transition between industrial uses to the north and newer residential and commercial uses to the south.

**Policy 12 D: Support economic growth and the creation of traditional, green and high technology jobs through business retention, expansion, and formation.**

Action: 12.2.3: Design and conduct a business-marketing program to publicize the key attributes of a Westside location to the business community.

Action 12.2.4: Collaborate with countywide, regional, and statewide economic development organizations to heighten awareness among targeted industries about the characteristics of business sites in the Westside.

Action 12.2.5: Establish a strategic vision that outlines Ventura Avenue as one of the City's Business Corridors and includes an emphasis on green industries.

Action 12.2.6: Consider the creation of an incentive program that targets businesses within desirable high-tech, green and creative industries to establish or relocate in the Westside Community.

**Policy 12 E: Identify and designate Westside sites that are compatible with development opportunities for technology businesses and professional services firms to provide jobs.**

Action 12.2.7: Establish a cohesive strategy for redevelopment of former oil industrial areas along Stanley Avenue and Olive Street.

Action 12.2.8: Expressly preserve underutilized sites on the Westside for job producing uses with respect to the whole community planning area.

\*\*\*Action 12.2.9: Designate suitable locations and development standards for industrial and service commercial businesses in the Westside Community. Action implemented through Regulating Code designation.

\*\*\*Action 12.2.10 Zone or maintain at least 96 acres for industrial and service commercial development, based on economic market analysis to inform the Plan. Action implemented through Regulating Code designation of Special District Industrial and Urban Center/Urban General.

# Westside Community Plan

---

Action 12.2.11: Pursue funding for brownfield site assessment and remediation to facilitate reuse of obsolete industrial parcels in the Westside Community.

Action 12.2.12: Locate sites or developments that could potentially house a green technology incubator and partner with other organizations for implementation.

Action 12.2.13: Respect and preserve oil production, high value job base and maintain existing land use, but anticipate long range industrial mixed use development of the Avenue School site. (Catalyst #2)

## **Policy 12 F: Collaborate with workforce training agencies and services programs to ensure Westside local worker access to new jobs.**

Action 12.2.14: Coordinate with the California Employment Development Department, the County Human Services Agency, the Ventura Workforce Investment Board, Regional Occupation Program, and other workforce training agencies to provide well tailored employment training programs to meet the needs of businesses locating in the Westside and resident workers seeking new employment opportunities.

## **Policy 12 G: Prioritize and promote expansion of local-serving retail and service businesses to improve shopping opportunities in the Westside Community.**

\*\*\*Action 12.2.15: Zone locations for local-serving retail commercial businesses. Action implemented through Regulating Code designation.

\*\*\*Action 12.2.16: Zone suitable sites for future retail commercial development to serve growth in Westside market demand. Action implemented through Regulating Code designation.

## **Policy 12 H: Promote development of Westside housing opportunities commensurate with the incomes generated by local businesses, at both upper and lower income levels.**

Action 12.2.17: Encourage mixed use development to achieve a mix of housing types for a range of household income levels and options for seniors, families with children, and persons with disabilities in the community.

## **Policy 12 I: Encourage high quality, sustainable and green development project designs that reflect environmental quality and consideration of long- term benefit over short-term gain.**

\*\*\*Action 12.2.18: Expand the range of building and site design options that are permitted in order to further reduce the environmental footprint of new development in the community. Action implemented through Regulating Code.

\*\*\*Action 12.2.19 Establish cost-effective private property design standards to provide visual buffers to screen industrial business operations from public

right-of-ways. Action implemented through Regulating Code.

Action 12.2.20 Identify funding or incentive programs to assist property owners in property improvements to screen industrial operations and reduce off-site visual impacts.

**Policy: 12 J: Establish flexible form-based standards conducive to successful mixed-use development that provide residential and business opportunities at all economic levels.**

\*\*\*Action 12.2.21: Allow commercial businesses to be located where they benefit from traffic flow and visibility in order to capture market support from outside the Westside Community. Action implemented through Regulating Code.

\*\*\*Action 12.2.22: Allow for shared parking in mixed-use projects to reduce the overall costs of development and defray the cost to commercial development. Action implemented through Regulating Code.

\*\*\*Action 12.2.23: Collocate residential housing types that are compatible with the noise, lighting and traffic flows of business development in mixed-use projects. Action implemented through Regulating Code.

This page intentionally left blank

## 12.3 Our Well Planned Community

Residents of the Westside want to enhance the quality of life within their neighborhoods. Revitalization of the public realm and redevelopment of commercial and industrial areas should be of the highest design to promote sense of place and local cultural identity, animation of the public realm, and foster connectivity. New development should also provide public amenities such as parks and protection of adjacent natural resources to meet larger citywide goals. These citywide goals include creating walkable, bikeable, compact neighborhoods with a wide diversity of housing types and neighborhood serving uses in order to increase housing choices, with strong urban design to address infill development in the residential areas and a strategy to increase parks. Greater intensity and mixed-uses are called for along Ventura Avenue. This Plan attempts to balance the public purpose of citywide initiatives to implement an infill strategy for Districts, neighborhood centers and along corridors within existing neighborhoods.

The future development of the Westside will be largely based on the success of revitalization efforts along Ventura Avenue and key areas that can serve as catalysts for other infill development. These areas include: the existing mixed use areas of Olive Street and the commercial corridor along Ventura Avenue with a focus on access and connectivity to spur economic activity; neighborhood centers within walking distance of surrounding communities, linked by multi-modal transit options and pedestrian-oriented design. Successful investment in these areas will strengthen the economic forces that encourage other infill development to occur.

The Westside includes the Ventura Avenue Corridor and is home to several neighborhood centers that are surrounded by well-connected neighborhood blocks. Opportunities exist to realize the revitalized potential of the neighborhood through improved linkages to expand mobility, enhanced pedestrian amenities along streetscapes, and contextually appropriate height and massing of new development along mixed-use corridors.

**GOAL: Encourage Traditional Neighborhood Design in existing and new Westside neighborhoods.**

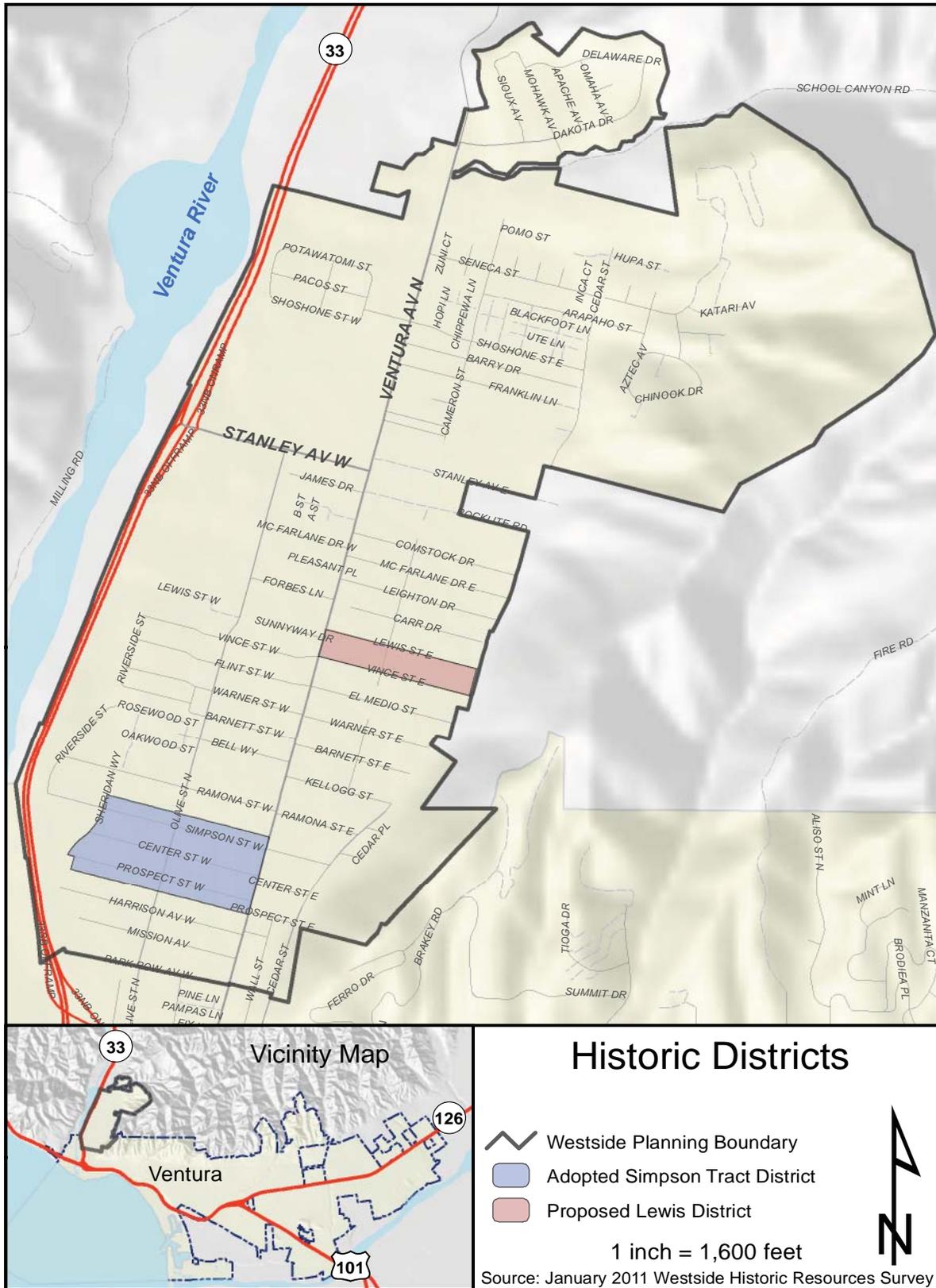
**GOAL: Enhance Ventura Avenue with plazas and green spaces that can accommodate gathering areas, trees and public art.**

**GOAL: Emphasize Neighborhood Preservation by valuing existing residential, industrial and artistic characteristics of the Westside community.**

**Policy 12 K: Develop public squares through dedication of pedestrian oriented space in new development along the Ventura Avenue Corridor.**

Action 12.3.1: Install gateway monumentation within the right-of-way at the intersections of Ventura Avenue at Park Avenue, Ventura Avenue at Stanley Avenue, and Stanley Avenue at Olive Street.

# Westside Community Plan



# Westside Community Plan

Action 12.3.2: Create more intensive core ¼ mile pedestrian development areas along Ventura Avenue between Park Row to Kellogg; Warner to Lewis and around Stanley Avenue to Shoshone.



Cameron Street Park Exhibit

**Policy 12L: Preserve existing Westside neighborhood character and integrate local history and cultural heritage into urban form and daily life.**

Action 12.3.3: Coordinate with neighborhoods and the Historic Preservation Committee to designate a historic district between Lewis and Vince Streets and adopt design guidelines as identified in 2011 Westside Historic Preservation Survey.

Action 12.3.4: Maintain the scale of new buildings compatible with existing neighborhoods.

Action 12.3.5: Provide a transition in the buildings and urban form of the edges between the Downtown Specific Plan and Westside Plan.

Action 12.3.6: Work with Ventura Unified School District to facilitate reuse of Avenue School into a community amenity.

Action 12.3.7: Maintain the existing historically built character with regard to the increments of building, blocks, and neighborhoods that form the Westside.

# Westside Community Plan

---

## **Policy 12 M: Integrate the design principles of Traditional Neighborhood Development into Westside community-scale and building-scale plan.**

Action 12.3.8: Develop more mixed-use type buildings and live/work units along Ventura Avenue and other adjacent streets.

\*\*\*Action 12.3.9: Preserve existing neighborhood housing types and provide more opportunities for owner occupied housing via a mix of housing types including live/work. Action implemented through Regulating Code building types; however occupancy not regulated.

\*\*\*Action 12.3.10: Create development standards that allow existing neighborhoods to change over time to reflect the community design features of this Community Plan. Action implemented through Regulating Code.

\*\*\*Action 12.3.11: Revise allowable park standards to accommodate urban greens and green spaces within urbanized area. \*\*\* Action implemented through Regulating Code.

Action 12.3.12: Encourage and create more alley commercial loading areas.

## **Policy 12 N: Revitalize former and present industrial sites in the Westside Industrial area south of Stanley Avenue.**

\*\*\*Action 12.3.13: Establish a cohesive strategy for redevelopment of former oil industrial areas along Stanley Avenue and Olive Street to accommodate traditional, green and high technology sector industries. Action implemented through Regulating Code.

\*\*\*Action 12.3.14: Renovate uses on Ventura Avenue south of Stanley, including a combination of residential and mixed-use development. Some of the mixed-use development could include and/or retain light industrial use. Action implemented through Regulating Code.

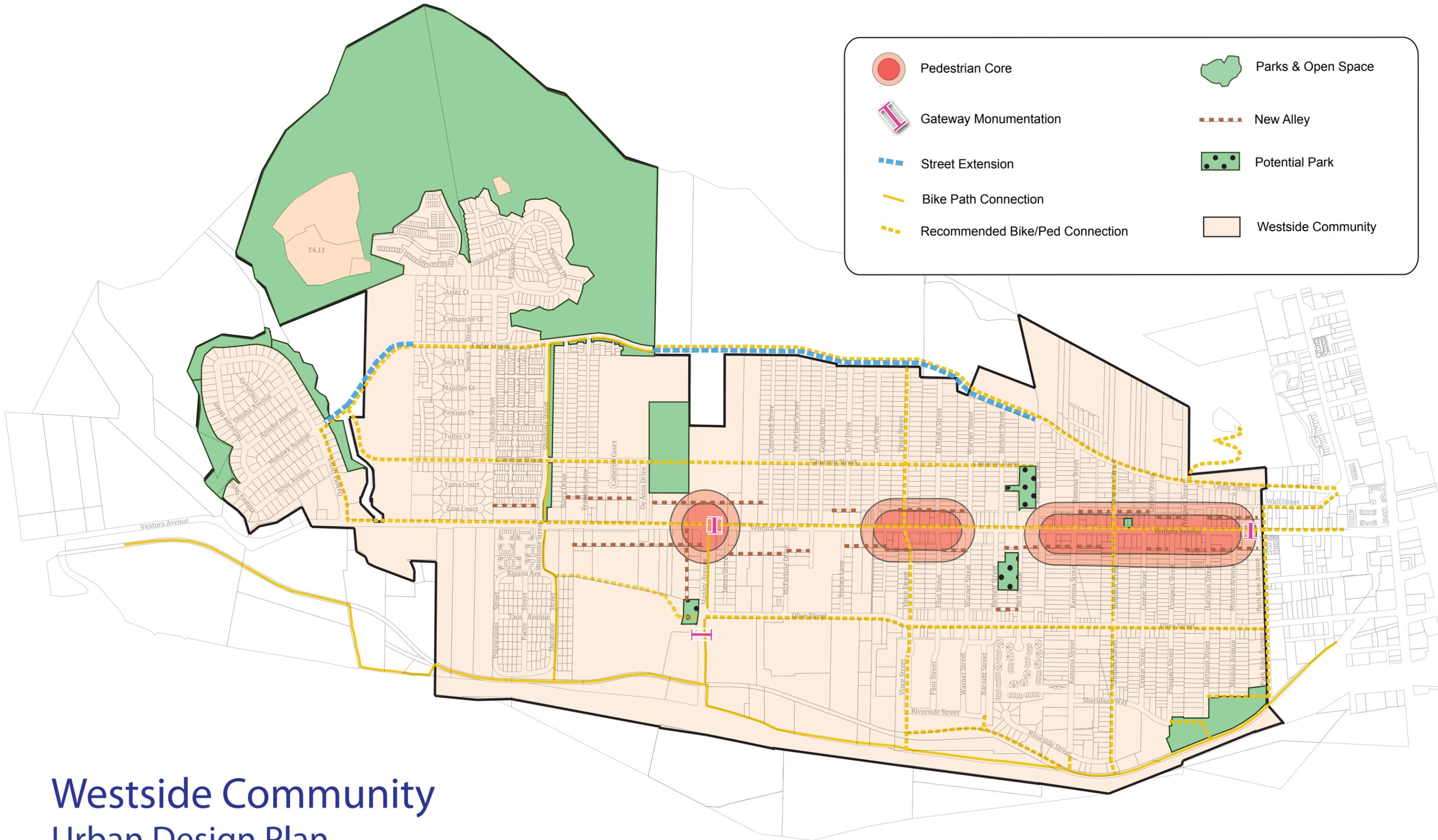
\*\*\*Action 12.3.15: Adopt 'flex-shed' industrial building type to accommodate future industrial and mixed-use development. Action implemented through Regulating Code.

## **Policy 12 O: Enhance the streetscape of the Westside.**

Action 12.3.16: Protect existing trees and plant new trees, especially along Ventura Avenue.

Action 12.3.17: Add trees, streetscape improvements, public art, and architectural elements along Ventura and Olive Avenues.

Action 12.3.18: Explore with Westside property owners the placement of neighborhood street trees on private parcels.



# Westside Community Urban Design Plan

# **Westside Community Plan**

---

## 12.4 Our Accessible Community

Mobility is the ability for people, goods and services to circulate from one place to another. Efficient mobility is essential for a vibrant economy, social interaction and safety. Transportation enhancements necessary to improve mobility in the Westside Community area include public streetscape design, community gateways, bike paths, improved connectors and transit through neighborhood streets.

Pedestrian and bicycle mobility are key components for the future of the Westside Community area. Along Ventura Avenue, the corridor will be a place where pedestrian mobility is the preferred and necessary mode to activate the public realm and invigorate the corridor. Streetscape improvements are necessary to provide an enhanced and safe pedestrian experience. Public transit options that provide safe linkages from the neighborhoods to the Ventura Avenue transit trunk lines will also be necessary to maintain accessibility for residents from their home to the commercial corridor or places of work. Within neighborhoods, the Plan calls for providing improvements and linkages to bicycle facilities. It also calls for connections in the street grid where it may be experiencing blockages that inhibit mobility through the neighborhood.

Additionally, the community has a strong desire to access the unincorporated hillsides along Cedar Street for recreational benefits, but existing landslide instability and multi-jurisdictional authorities will require collaborative, long-term vision and work plan to achieve.

**GOAL: Encourage various modes of travel by providing infrastructure for buses, bikes and pedestrians as well as cars and improved connections from the Ventura River Trail to neighborhoods to the hillsides.**

**GOAL: Improve parking along Ventura Avenue for commercial business customers.**

**Policy 12 P: Improve roadway design along Ventura Avenue to enhance pedestrian safety, facilitate safe crossing of pedestrians and bicyclists, and improve parking. Ensure that the Westside circulation system is interconnected and usable by all modes of transportation.**

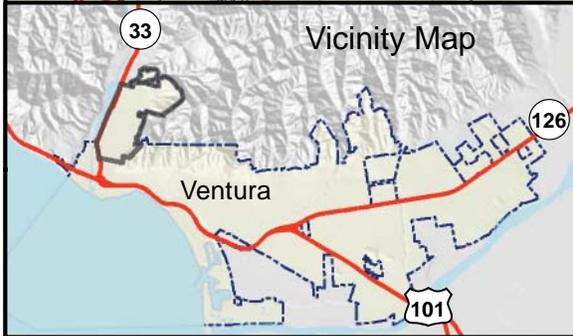
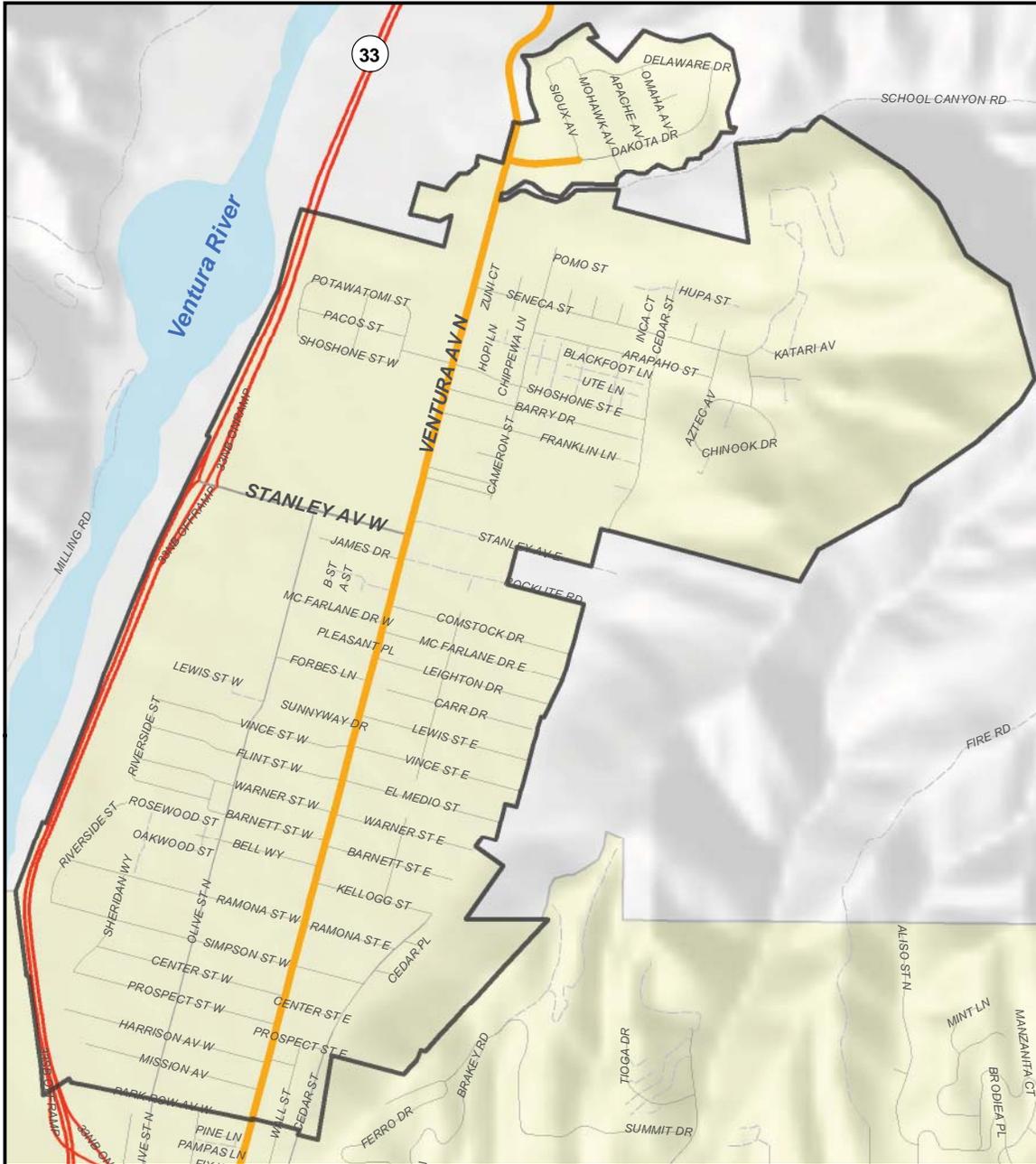
Action 12.4.1: Develop street standards that emphasize the safe and efficient movement of vehicles, pedestrian safety, streetscapes, and compatibility with adjoining urban features and incorporate naturalistic 'green street' design elements into the streetscapes.

Action 12.4.2: Where appropriate reinstate the Neighborhood Traffic Management program and consider implementation on a block by block or neighborhood by neighborhood basis to slow traffic through residential neighborhoods.

Action 12.4.3: Extend Cedar Street to Mohawk Avenue.

Action 12.4.4: City Public Works will utilize tools such as improved signage, signalization and curb extensions to provide improved bicycle and pedestrian

# Westside Community Plan



## Gold Coast Bus Routes

-  Westside Planning Boundary
-  Gold Coast Bus Route 6 & 16

1 inch = 1,600 feet

Source: 2011, Gold Coast Transit



safety crossings across Ventura Avenue at locations such as Vince, Warner, McFarland and DeAnza when funding is available.

Action 12.4.5: Consider restricting commercial truck loading along Ventura Avenue to ensure parking for customers and facilitate pedestrian and bicycle mobility.

Action 12.4.6: Work with local schools and the community on a Safe Routes to Schools program.

## **Policy 12 Q: Improve bike and pedestrian connections to the Ventura River Trail and through the neighborhoods.**

Action 12.4.7: Develop a bicycle and pedestrian accessible extension of Olive Street from Stanley Avenue to Shoshone Street.

Action 12.4.8: Develop connections from the regional Ventura River Trail bike trail to adjoining neighborhoods consistent with the Bicycle Master Plan and explore connections at Simpson Street and Riverside Drive among other potential locations.

Action 12.4.9: Develop bicycle/pedestrian boulevards along Cameron Street, Vince Street, Simpson Street, and Park Row to facilitate east-west mobility and improve access to the Ventura River Trail.

Action 12.4.10: Connect portions of Cedar Street for multi-modal access, including bicycles, pedestrians, and automobiles.

Action 12.4.11: Integrate bicycle trails into the Westside Community to serve both as transportation corridors and as recreational amenities.

## **Policy 12 R: Restore and enhance connection to the local beach.**

Action 12.4.12 Create a safe and attractive pedestrian and bicycle crossing at Olive Street and the Stanley Avenue/Highway 33 off ramp as specified in the Bicycle Master Plan.

Action 12.4.13: Create a safe and attractive extension of the southern end of the Ventura River Bicycle Path at Rex Street, so it crosses Highway 33 on/off -ramp as specified in the Bicycle Master Plan.

## **Policy 12S: Develop an access strategy connecting the Westside Community to the hillsides along Cedar Street**

Action 12.4.14: Working with local residents, property owners, the Ventura Hillside Conservancy, and City and County officials, develop a workplan to stabilize the hillsides and prevent landslides above Cedar Street, Vince Street, Carr Drive, El Medio Street, Lewis Street and Warner Street to ensure public safety.

Action 12.4.15: Where the hillside has been stabilized, develop a workplan to connect Westside residents to Grant Park by creating pedestrian trails where possible and where elevation grades will permit along Cedar Street corridor.

# Westside Community Plan

---

## **Policy 12T: Enhance the mobility grid network through new and existing alleys.**

Action 12.4.16: Develop a long-range master Westside Community circulation plan for alleys and streets to establish the urban form to guide future redevelopment.

\*\*\*Action 12.4.17: Identify blocks in the lower Westside planning area likely to experience future redevelopment and most suitable for creation of alley structure to provide connectivity within neighborhoods; include this as development standard in the Development Code. Action implemented through Regulating Code.

Action 12.4.18: Reconnect existing alleys to link portions of neighborhoods to Ventura Avenue.

## **Policy 12 U: Reduce dependence on the automobile in the Westside Community.**

Action 12.4.19: Prepare a Westside Parking Study to assess supply and demand and recommend revised parking standards for the Westside.

Action 12.4.20: Provide for shared parking and transportation improvements.

Action 12.4.21: Require all new development to contribute toward a Transportation Demand Management (TDM) fund to be used to develop community, City, and regional transportation programs that reduce transportation related air pollutants.

Action 12.4.22: Facilitate the establishment of a Westside car-sharing service by preparing a feasibility study when funding is available, such as from the TDM fund.

\*\*\*Action 12.4.23: Require all new development and existing development, where feasible, to provide bike racks that meet League of American Bicyclists standards for public use and bike lockers and shower facilities for employee use. Action implemented through Regulating Code.

## **Policy 12 V: Improve Westside Community public transit and transportation options.**

Action 12.4.24: In consultation with VCTC/Gold Coast Transit, complete a long-range transit study to establish Westside Community transit needs and identify viable long-term funding mechanisms.

Action 12.4.25: Subject to available long-term funding, establish secondary transit circulation on Olive Avenue and other streets as needed to facilitate access to primary transit trunk lines along Ventura Avenue.

Action 12.4.26: Coordinate with VCTC/Gold Coast Transit to relocate transit stops to areas subject to the most intense urban centers as designated in the Regulating Code.



This page intentionally left blank

## 12.5 Our Sustainable Infrastructure

Sustainable development is an integrated approach to development that attempts to maximize efficient and effective long-range management of land and community resources. Revitalization in the Westside Community will be focused toward Ventura Avenue, some industrial land reuse, and opportunities in existing residential neighborhoods, both proactive measures to encourage development to incorporate green design.

A sufficient water supply, effective wastewater treatment system, and an efficient drainage system are vital components of a community's well-being. It is the responsibility of the City to ensure that infill growth has adequate public facilities and services as well as preserves and enhances valuable resources such as hydrological resources through effective groundwater management and participation in regional efforts such as the Lower Ventura River Parkway plan.

**GOAL: Minimize the impacts of new development on Westside infrastructure and the Ventura River Watershed through advancing sustainable planning and design practices.**

**Policy 12 W. Incorporate green design and infrastructure solutions into the urban landscape using low impact development techniques to protect and preserve water resources.**

Action 12.5.1: Require new development and redevelopment to implement Low Impact Development stormwater techniques as outlined in the Ventura County Technical Guidance Manual for Stormwater Quality Control Measures to retain, treat and infiltrate stormwater runoff.

**Policy 12 X: Require new development in the Westside Community to provide necessary public infrastructure to sustain anticipated development and maintain current services.**

Action 12.5.2: Promote a natural means of drainage from the Westside to the Ventura River in new development where feasible in existing developed areas.

Action 12.5.3: Install infrastructure for wireless technology and computer networking that is accessible from various public locations along the Ventura Avenue corridor.

Action 12.5.4: Update the 2005 Westside/Downtown Sewer Main Capacity Deficiency Fee Nexus Study, downstream wastewater capacity studies and Capital Improvement Deficiency Study (CIDS) fees for the Westside Community to determine adequate capacity, supply, fireflow and/or infrastructure improvements.

Action 12.5.5: New development shall fund a hydraulic analysis to evaluate and determine water capacity, supply and infrastructure improvements which shall be constructed prior to occupancy.

# Westside Community Plan



## 12.6 Our Active Community

The City of Ventura is committed to ensuring that citizens have plentiful access to high quality spaces for active and passive recreation. In the Westside area, that requires improvements to aging facilities and enhanced connectivity to larger amenities adjacent to the project area. Parks provide gathering places where residents and visitors share the area's natural amenities and enjoy recreational activities and cultural events. The City values the social benefit of youth-oriented programs such as tutoring, recreation, education, and classes focused on the arts that are provided through joint partnerships with the Ventura Unified School District and community organizations. As existing infill development occurs within the community, additional or expanded facilities and programs are desired to meet community needs and maintain existing service to residents. This Plan calls for modernization of existing facilities, shared use agreements with partner agencies, and providing services to youth and seniors. Additionally, leisure time will be enhanced through attention to creating more enjoyable public spaces such as plazas in the urban setting.

The natural setting framing the Westside area is one of its greatest assets in providing open space amenities to area residents. This Plan calls for participating in joint community efforts; providing recreational and educational opportunities including hiking and bicycle trails to complement the existing Ventura River Trail; and connecting the Westside to Grant Park.

**GOAL: Create new park space and increase passive and active recreational opportunities at Westpark, Harry A. Lyon Park, along the Ventura River Trail and Brock Linear Park.**

**Policy 12 Y: Design Westside Community facilities to provide multiple community benefits, including daytime activities for seniors, weekend athletic programs and public gathering spaces.**

Action 12.6.1: Encourage public-private partnership and seek funding mechanisms for planning, design and construction of the Westside Community pool at Harry Lyon park.

Action 12.6.2: Build out the Westpark Master Plan for recreation facilities.

Action 12.6.3: Plan, design and seek funding to install passive green space fronting the Adult Center on Ventura Avenue.

Action 12.6.4: Seek opportunity site to develop public park and/or open space.

Action 12.6.5: Consider redesignating the General Plan Land Use of the approximately 2 acre site located at the northeast corner of Kellogg Street and Ventura Avenue, the approximately 1 acre city-owned site on the north side of Stanley Avenue, and the approximately 1.6 acre site located at Bell Way near Olive Street to Parks and Open Space.

# Westside Community Plan

---

Action 12.6.6: Permit a Transfer of Development Rights (TDR) opportunity between City property and private property to develop a park.

Action 12.6.7: Pursue funding mechanisms to finance acquisition, construction, operation and maintenance of a new park facility.

Action 12.6.8: Develop joint use agreements with the Ventura Unified School District for joint use of school parks and recreational space and fund. The City shall coordinate and fund a pilot program for joint use at one or more of the Ventura Unified School District facilities in the Westside Community.

Action 12.6.9: Form partnerships to allow cooperative community gardens in neighborhoods and public facilities.

Action 12.6.10: Pursue opportunities for development of vacant or underutilized lots as neighborhood greenspace.

**Policy 12 Z: Expand the park and trail network opportunities in the Westside to link the community to the hillside, Ventura river, and connection to the Ventura shoreline.**

Action 12.6.11: Pursue partnerships, engineering solutions, safety and funding measures to establish a trail connection to Grant Park from the Westside neighborhoods.

Refer to Policy 12S Actions 12.4.14 & 12.4.15 on page 26 of Our Accessible Community regarding hillside accessibility strategy.

## 12.7 Our Healthy and Safe Community

Cumulatively, there are significant natural and manmade risks in the Plan area that must be planned for appropriately in order to create a safe and healthy urban environment. While the natural setting surrounding the community is one of its most notable assets, it also presents threats, as the Westside Community planning area is located between steep erosive hillsides with high risk of wildfire. Landslides and liquefaction are pressing issues on the hillsides to the east of Cedar Avenue. In addition to placement within the 100-year flood zone, the Ventura River and its northern dams and connecting creeks pose high risk of flooding. Because of the historical prominence of the oil industry on the Westside, there are contaminated Brownfield sites and gas conveyance lines running beneath the Plan area. Additionally, seismic fault lines run to the north and south of the area, which necessitates careful attention to applicable building code requirements. Potential risks to life and property must be minimized through innovative programs, model mitigation measures, and mindful urban design. State Route 33 adjacent to the project area generates noise to neighboring residential neighborhoods, requiring mitigation in project design. Crime and public safety is a growing concern among the residents of the Westside.

**GOAL: Reduce threats to public health and safety throughout the Westside Community through regulation of hazardous conditions and enhanced public safety services and facilities.**

**Policy 12 AA: Minimize the Westside Community exposure to floods, landslides and hazardous substances.**

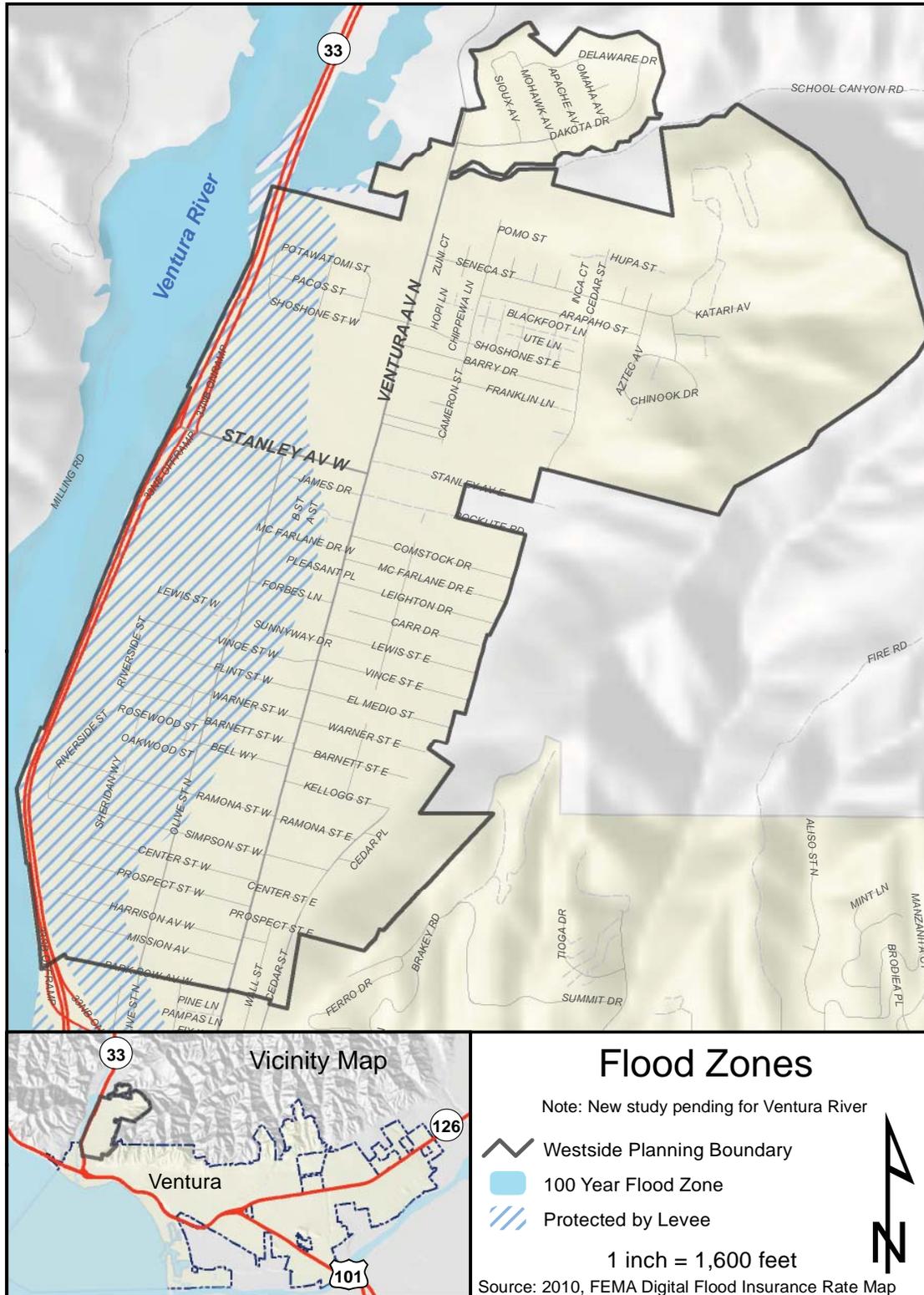
Action 12.7.1: Require proponents of any new development within the Ventura River 100-year floodplain to implement measures, as identified in the Flood Plain Ordinance, to protect structures from 100-year flood hazards (e.g. by raising the finished floor elevation outside the floodplain).

Action 12.7.2: Develop urban standards to accommodate future findings of updated Flood Insurance Study of Ventura River and Army Corp of Engineers levy study.

Action 12.7.3: Seek grant funding through FEMA's Hazard Mitigation Grant Program (HMGP), Pre-Disaster Mitigation (PDM), Flood Mitigation Assistance (FMA), Repetitive Flood Claims (RFC), and Severe Repetitive Loss (SRL) programs to provide funding for eligible mitigation activities that reduce disaster losses and protect life and property from future disaster damages. (Note Flood hazard is required analysis in the Environmental Impact Report.)

Action 12.7.4: Monitor the use and storage of hazardous substances in the industrial areas to alleviate the risk of watercourse contamination along the Ventura River through development review and National Pollution Discharge Elimination System (NPDES) monitoring requirements.

# Westside Community Plan



Refer to Policy 12S Actions 12.4.12 & 12.4.13 on page 26 of Our Accessible Community regarding hillside landslide strategy.

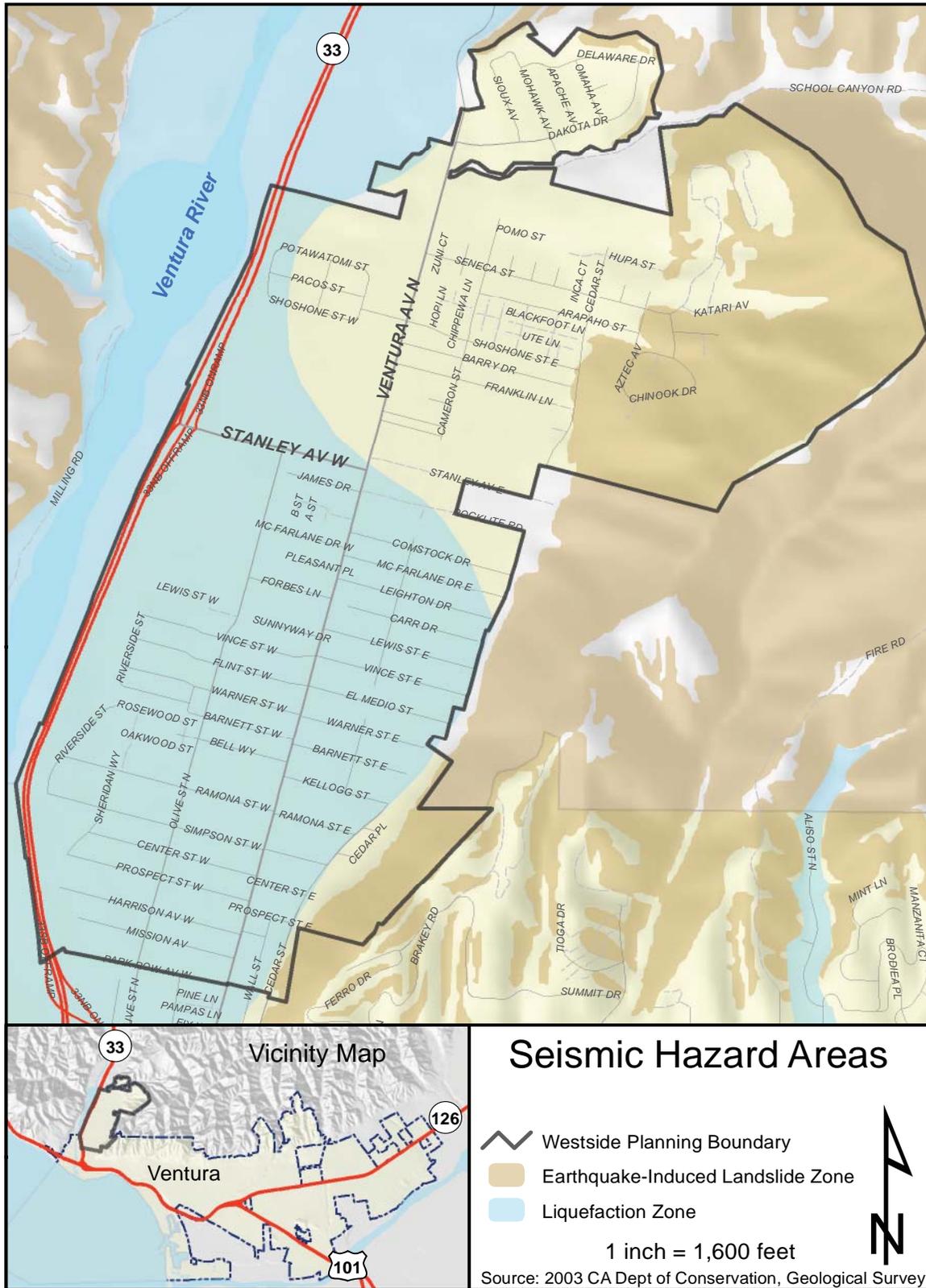
**Policy 12.BB: Develop a public safety strategy and provide necessary public safety personnel to serve the Westside Area.**

Action 12.7.5: Require new development to pay their fair share to fund additional public safety facilities and services for police and fire.

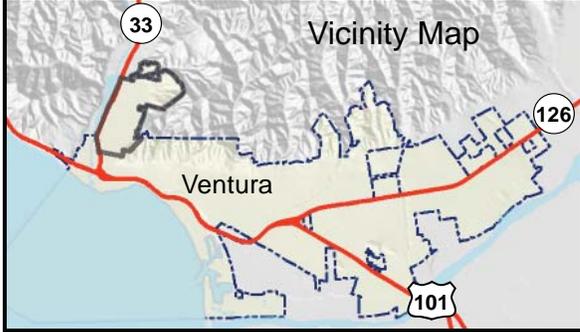
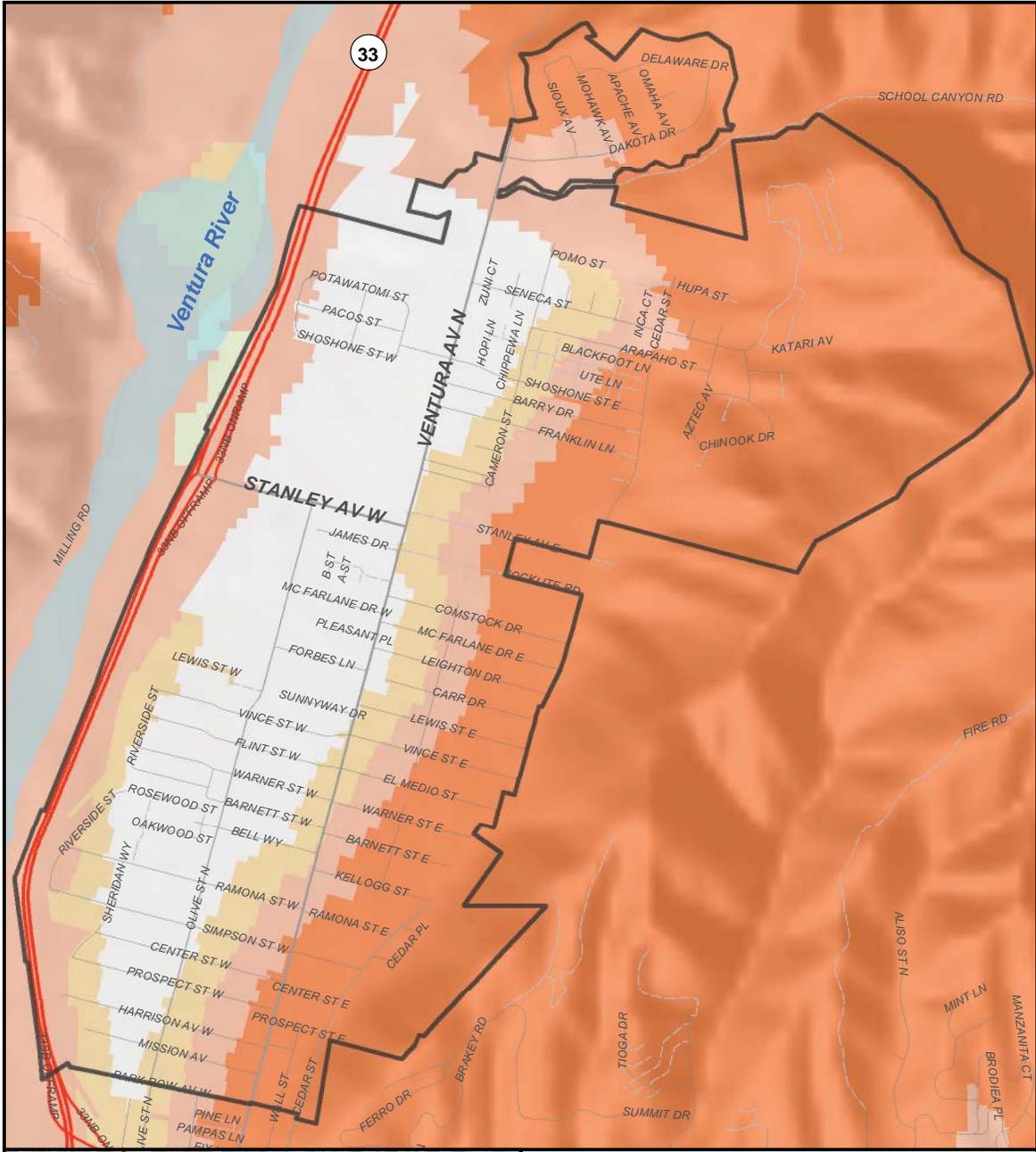
Action 12.7.6: Integrate features such as public visibility, night-time public use, low-level lighting, or other crime prevention measures, into the design of commercial and public buildings in order to create a safe environment, particularly in mixed-use areas.

Action 12.7.8: Pursue public, private and grant funding to add code enforcement personnel in order to provide enhanced services to Westside public places, recognizing the relationship of crime to poorly maintained areas.

# Westside Community Plan



# Westside Community Plan



### Wildfire Risk Zones

- Westside Planning Boundary
- Very High
- High
- Moderate
- Non-Wildland/Non-Urban

1 inch = 1,600 feet

Source: 2007, CA Dept of Forestry & Fire Prevention

This page intentionally left blank

## 12.8 Our Educated Community

The majority of students in the Westside project area attend Sheridan Way, E.P. Foster Elementary Schools, and De Anza Middle School. It is important to support a well-educated, active, and culturally sensitive community. Providing a variety of learning opportunities enriches the lives of children and helps to assure their economic independence. Strategies for increasing adult education and job training should be pursued. To meet the growing needs of the community, a potential expansion and relocation of the Avenue Library can also offer increased educational opportunities.

**GOAL: Provide learning opportunities for adults and children through community partnerships.**

**Policy 12 CC: Partner with the Ventura Unified School District, Ventura Community College, Ventura County Library and other education organizations to provide an adult education and training program in the Westside Community.**

Action 12.8.1: As a short-term strategy, coordinate with Ventura Unified School District for shared use of campus facilities for adult education and training programs.

Action 12.8.2: Seek grant funding and local sponsorships to develop and promote a Westside adult education and training program.

Action 12.8.3: In the long-term, find a permanent location for a Westside adult education and training center within a Pedestrian Core Node, such as Stanley and Ventura Avenue, or the old Avenue School at 2717 Ventura Avenue.

Action 12.8.4: Explore relocation and expansion of the neighborhood library facility from the current location at 606 North Ventura Avenue, near higher density neighborhood development, school or park.

**Policy 12 DD: As the population increases in the Westside Community, the City shall coordinate with Ventura Unified School District for necessary school facilities, including a possible new elementary school to serve new development.**

# Westside Community Plan

---

## Existing Westside Community Muruals



Sheridan Way Elementary



Westpark Campus



JR CB Shop

## 12.9 Our Creative Community

The arts build civic pride and cultural diversity and are a large part of the identity of the Westside community, which is home to many local Ventura artists. Community arts programs in the area are built on local historical foundations and cultural contributions of Westside residents. In particular, the local community seeks to enhance and foster the Latino Culture as a foundation of the Westside. As a community identifier, generous provisions for public arts should be made to weave arts into everyday life and enhance the newly revitalized areas.

**GOAL: Protect the cultural heritage, with particular attention to the Latino influence on the Westside and promote creativity and civic art in the Westside community to improve the quality of the built environment and animate the public realm.**

**Policy 12 EE: Increase Westside public art and cultural expression throughout the community.**

Action 12.9.1: As a public-private partnership, fund, develop and implement a Westside Mural Program to include the following:

1. Identify, map and encourage protection of existing community murals.
2. Outreach with stakeholders groups such as Bell Arts Factory, CAUSE, and Westside Community Council to promote and collaborate new mural installations.
3. Coordinate with the City's Community Partnerships and Community Development Departments to process murals through the Public Arts Commission and Design Review Committee, as appropriate, pursuant to the Interim Mural Guidelines.

Action 12.9.2: Promote and expand the City's Artwalk as a major event in the Westside Community.

**Policy 12 FF: Meet the Westside Community needs for performance, exhibition, and workspace.**

Action 12.9.3: Partner with community-based organizations to facilitate the promotion of artists and arts-based activities in the Westside Community.

Action 12.9.4: Continue City programming of cultural activities translation of City publications into Spanish, and Latino arts marketing workshops.

Action 12.9.5: Encourage community gathering and cultural activities such as farmer's markets in public spaces.

### Community Ideas for Cultural Events

- De Colores festival,
- movie screenings through Starlight Cinema at Westpark,
- City grant support for the Dia de los Muertos celebration,
- the Ventura Big Read, and
- inclusion of Mexican folk music at City event series

# Westside Community Plan

---

## **Policy 12 GG: Encourage the expansion of Westside Community facilities and business opportunities for local artists.**

Action 12.9.6: Identify locations for, and support the development of, workspaces for local artists, including live/work development, venues for display of the art, including cultural performances, and business spaces for vendors that supply the local arts community, including the photography and motion picture arts and sciences taught at Brooks Institute.

Action 12.9.7: Encourage Brooks Institute to take a strong role in arts development in the community, including possibly offering scholarships to local residents and hosting or sponsoring arts and cultural events in the community.