

ADMINISTRATIVE REPORT

Date: March 27, 2012

Agenda Item No.: **Advance 1**

Council Action Date: April 9, 2012

To: RICK COLE, CITY MANAGER

From: JEFFREY LAMBERT, COMMUNITY DEVELOPMENT DIRECTOR

Subject: JOINT CITY COUNCIL AND PLANNING COMMISSION WORKSHOP
CONCERNING THE STATUS OF OUR 2005 GENERAL PLAN
(REPORT NO. 1 of 3)

RECOMMENDATIONS

That the City Council and Planning Commission conduct a joint workshop to:

- a. Receive a presentation on the status of our 2005 General Plan policies and action items; and
- b. Provide preliminary comments concerning the 2005 General Plan Status Report.

PREVIOUS AGENCY ACTION

On February 8, 2011, Council received and reviewed a status report from Community Development six years into implementation of the 2005 Ventura General Plan.

August 8, 2005, Council adopted the 2005 Ventura General Plan that updated and replaced the 1989 Comprehensive Plan for the areas of the city outside of the coastal zone.

SUMMARY

California law requires that each county and city in the state adopt a General Plan and update it periodically. General plans contain policies, objectives, principles, and actions to serve as a comprehensive long-term plan for the physical development of cities and counties. Our City's 2005 General Plan established ten (10) primary goals in order to ensure that our city remains a great place for us to live. From these goals and policies

are “action items” that each respective City department oversees and has provided a status update for this workshop. This status report also provides the cumulative growth of the city, both in an overview and statistical data.

DISCUSSION

Part One: 2005 General Plan Action Items

Under California State Planning and Zoning Law, each city and county is required to adopt a long-term comprehensive general plan with seven mandatory “elements.” These elements address land use, circulation, conservation, housing, noise, open space, and safety. The general plan is also a policy document designed to guide the physical development of the jurisdiction in a manner consistent with its physical, social, economic, and environmental goals.

Our 2005 General Plan went beyond the minimum state requirements, which included an ambitious community-wide visioning effort that captured ten “strategic visions” or goals used to guide, fund, and measure the performance of all department’s major programs and anticipated objectives set by Council. The Plan also established a heightened community vision focused on smart growth principles, resulting in *goals, policies, and actions* to guide future decision-making in Ventura that truly reflect the planning objectives of the community. This workshop is intended to inform the Council, Planning Commission and public on the implementation of our goals, policies and the progress made to-date with each of our 248-action items (Attachment A). Each department will present an overview of their efforts, as it relates to our community’s ten common goals:

1. **OUR NATURAL COMMUNITY:** Our goal is to be a model for other communities of environmental responsibility, living in balance with our natural setting of coastline, rivers, and hillside ecosystems.
2. **OUR PROSPEROUS COMMUNITY:** Our goal is to attract and retain enterprises that provide high-value, high wage jobs; to diversify the local economy; to increase the local tax base; and to anticipate our economic future in order to strengthen our economy and help fund vital public services.
3. **OUR WELL-PLANNED AND DESIGNED COMMUNITY:** Our goal is to protect our hillsides, farmlands, and open spaces; enhance Ventura’s historic and cultural resources; respect our diverse neighborhoods; reinvest in older areas of our community; and make great places by insisting on the highest standards of quality in architecture, landscaping and urban design.
4. **OUR ACCESSIBLE COMMUNITY:** Our goal is to provide residents with more transportation choices by strengthening and balancing bicycle, pedestrian and transit connections in the City and surrounding region.

5. **OUR SUSTAINABLE INFRASTRUCTURE:** Our goal is to safeguard public health, well being and prosperity by providing and maintaining facilities that enable the community to live in balance with natural systems.
6. **OUR ACTIVE COMMUNITY:** Our goal is to add to and enhance our parks and open spaces to provide enriching recreation options for the entire community.
7. **OUR HEALTHY AND SAFE COMMUNITY:** Our goal is to build effective community partnerships that protect and improve the social well being and security of all our citizens.
8. **OUR EDUCATED COMMUNITY:** Our goal is to encourage academic excellence and life-long learning resources to promote a highly-educated citizenry.
9. **OUR CREATIVE COMMUNITY:** Our goal is to become a vibrant cultural center by weaving the arts and local heritage into everyday life.
10. **OUR INVOLVED COMMUNITY:** Our goal is to strive to work together as a community to achieve the Ventura Vision through civic engagement, partnerships, and volunteer service.

Part Two: Growth Strategy, Assumptions and Cumulative Analysis

The Community Development Department (CD) is largely responsible for the majority of action items contained in the 2005 General Plan, covering a wide range of the City's identified goals that serve to guide the city's physical development (see Attachment B). In the sixth year of implementing the 2005 General Plan, CD continues to take stock of progress to date in the development and policy implementation that has occurred under direction of the *Intensification/Reuse Strategy*. The development entitlement list in Attachment C shows approvals as they are distributed in various Neighborhoods, Districts, Corridors and Neighborhood Centers throughout the City. Entitlement data from 2005 through 2011 shows approval of projects totaling the following amount of land citywide:

2005-2011 Project Approvals			
Land Use	Dwelling Units	Square Feet	% Projected
Residential	2,886		35
Retail		371, 539	30
Office		123,013	10
Industrial		554,220	25
Hotel		280,689	53

During the workshop, staff will present by citywide location how development has been permitted, actually built or under construction, and where planning permits expired, mostly as direct result of the economic recession.

Cumulative Growth Analysis

Despite expiration of some entitlements across the city, as percentages of overall growth projected for the 2005 General Plan, the *Intensification/Reuse strategy* has thus far been approved 35% for residential; 30% for retail; 10% for office; 25% for industrial and 53% for hotel uses as indicated by active project entitlements. Proportionally, these percentages remain approximately the same as the 2010 General Plan status report, provided to Council in February 2011. In the short-term, the largest housing approvals occurred with anticipated approvals in the Downtown and Harbor areas as well as multiple large development approvals on the east side of the city, in the Wells Community. The overall amount of retail growth reflects some redistribution of growth toward Downtown, Arundell, Thompson Blvd., and Saticoy Communities. Tracking data also showed a redistribution of growth in office space uses in the College Community, and a greater than anticipated industrial development in the North Bank Community.

Current Policy: Infill First

As the yearly examination of the 2005 General Plan *Infill First Strategy* has begun to show, precise distribution of development does not necessarily occur as projected by the estimates of anticipated growth in General Plan Table 3-2 (Attachment D), nor does it for any long-range comprehensive plan. Over time, implementation drifts from the snap shot projections formulated prior to adoption of a General Plan. Periodic review and examination for implications to implementation of a policy base helps determine necessary future steps required to calibrate or adjust long-range planning goals with changing economic conditions. This can occur either on a case-by-case basis, logging incremental changes to land use designations (amendments), or on a comprehensive basis via General Plan Update.

Implementing the *Infill First Strategy* has not been an easy effort, in some cases challenging both city staff and decision-makers during development review for project entitlements and stirring some unease and controversial reactions from existing neighbors concerned about changing the current fabric of their neighborhoods. In particular, increased densities (dwelling units per acre) where neighbors perceive taller buildings to loom and parking to overflow into adjacent neighborhoods is influencing the city's growth conversation at the project level, with less acknowledgment for the policy decision by Council in the 2005 General Plan to apply the *Infill First Strategy* in order to steer our growth inwardly, to protect our hillsides and preserve our agricultural resources, both in the incorporated and unincorporated areas. Our General Plan is a decisive change of course from typical city growth patterns found in the Southern California region, thus it is not surprising that our implementation effort to sustain these important community resources is harder in real application than just a "feel good" theory. Nonetheless, it is important to note that while Council was innovative in 2005, other state efforts for sustainable community planning have since been adopted, setting land use policy for greater infill development, increased densities and more reliance on jobs/housing balance, particularly along transportation corridors where better transit

systems can be effectuated to reduce green house gas emissions¹. In addition, the pressure to preserve our hillsides and our agricultural resources continues and is not expected to reduce during the life of the current 2005 General Plan or any update contemplated. It should be noted that a balanced community dialogue on our infill first policy has been missing of late; leaving the conversation to those adjacent neighbors with little discussion focused on those infill developments as “*the policy implementation*” of the widely held community vision and strong desire to preserve our hillsides and agricultural resources. Staff will implement in our development review staff reports a policy consistency analysis to better inform the public and decision-makers of this policy implementation alignment.

Acknowledging the implementation challenges inherent in the *Infill First Strategy* is not a basis for determining the policy to be flawed and or that the City’s land use objective should be altered. The impact of the *Great Recession* beginning in 2007, particularly on the housing market, occurred too soon to allow many infill, higher density projects to be built and for the community to assess their value (or not) in a real tangible way: by individual case or as an overall trend. But six years of implementation, including adoption of four form based codes, does provide a framework to refine the *Infill First Strategy*, either by geographic factors or adjustments in the City’s development regulations. To date, each of the four codes adopted have evolved, based upon staff/decision-maker experiences processing projects and the evolution of form-based coding usage throughout the nation.

CITIZEN ADVISORY GROUP REVIEW

This workshop is being conducted as a joint session to allow both the Council and the Planning Commission to discuss the City’s General Plan and engage the public. Further public engagement would occur on the implementation of the 2005 General Plan as the City conducts civic engagement on the contemplated 2015 General Plan update (see Administrative Report No. 3, a later Workshop Agenda item).

PUBLIC COMMUNICATIONS / PUBLIC ENGAGEMENT

The Community Development Director has attended various stakeholder and Community Council meetings during the past three months to inform the public about this General Plan Status Report.

¹ AB 32, 2006; SB 375, 2008; Regional Metropolitan Planning Organization Sustainable Communities Strategy and Regional Transportation Plan

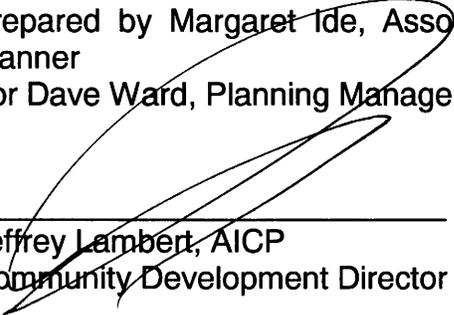
FISCAL IMPACTS

No impacts are associated with this Administrative Report.

ALTERNATIVES

As a progress report on the status of implementing the 2005 General Plan, there is no action necessary by City Council and therefore no alternatives proposed.

Prepared by Margaret Ide, Associate Planner and Lisa Wilkinson, AICP, Associate Planner
For Dave Ward, Planning Manager



Jeffrey Lambert, AICP
Community Development Director

FORWARDED TO THE AGENCY



Office of the City Manager

ATTACHMENT

- A. Status on General Plan Action Items
- B. How the General Plan Regulates Development
- C. 2005-2011 Development Entitlements
- D. 2005 General Plan – Table 3-2. Predicted Development Intensity & Pattern

ATTACHMENT A

**STATUS ON GENERAL PLAN
ACTION ITEMS**

THIS PAGE INTENTIONALLY LEFT BLANK

2005 GENERAL PLAN - SUMMARY OF ACTIONS -

<p>KEY TO ABBREVIATIONS CA = City Attorney CD = Community Development Department [AS] = Administration Division [BS] = Building Services [CP] = Current Planning [LRP] = Long Range Planning [ED] = Economic Development [LD] = Land Development Technology FT = Finance and</p>	<p>FD = Fire Department HR= Human Resources Department PRCP =Parks, Recreation, and Community Partnerships [P] = Parks PD = Police Department PW = Public Works [E] = Engineering [MS] = Maintenance Services [U] = Utilities = Water Department</p>
---	---

Number	Action	Lead	Timeframe	2012 Status
I. Our Natural Community				
1.1	Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone.	CD [CP]	Ongoing	Ongoing
1.2	Prohibit non-coastal-dependent energy facilities within the Coastal Zone, and require any coastal-dependent facilities including pipelines and public utility structures to avoid coastal resources (including recreation, habitat, and archaeological areas) to the extent feasible, or to minimize any impacts if development in such areas is unavoidable.	CD [CP]	Ongoing	Ongoing
1.3	Work with the State Department of Parks and Recreation, Ventura County Watershed Protection Agency, and the Ventura Port District to determine and carry out appropriate methods for protecting and restoring coastal resources, including by supplying sand at beaches under the Beach Erosion Authority for Control Operations and Nourishment (BEACON) South Central Coast Beach Enhancement program.	PW [E]	Ongoing	Efforts currently underway to relocate 30,000 cubic yards of sand from Pierpont Beach to Surfers' Point, Ventura Pier and stockpiling sand at the River Haven site on Olivas Park Drive and Harbor Blvd for future beach nourishment projects. Other opportunities for protecting and restoring beaches are ongoing.
1.4	Require new coastal development to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches.	CD [CP]	Ongoing	Ongoing through development review of projects
1.5	Collect suitable material from dredging and development, and add it to beaches as needed and feasible.	PW [E]	Ongoing	No change. Dredged sand will be used/reused at other beach locations as needed and feasible.

1.6	Support continued efforts to decommission Matilija Dam to improve the sand supply to local beaches.	PW[U]	Long-term	This is a County project that is on hold. The City continues to encourage the removal of the dam in order for more sand to reach our local beaches.
1.7	Update the Hillside Management Program to address and be consistent with the Planning Designations as defined and depicted on the General Plan Diagram.	CD [LRP]	Short-term	Incomplete. Expected completion in 2012. See GP status report #1 for more information.
1.8	Buffer barrancas and creeks that retain natural soil slopes from development according to state and Federal guidelines.	CD [LD]	Ongoing	Ongoing through development review of projects
1.9	Prohibit placement of material in watercourses other than native plants and required flood control structures, and remove debris periodically.	PW [MS/P]	Ongoing	Acquiring permits from regulatory agencies to remove debris and non-native vegetation in drainage areas
1.10	Remove concrete channel structures as funding allows, and where doing so will fit the context of the surrounding area and not create unacceptable flood or erosion potential.	PW [MS/P]	Long-term	Several "Green Streets" projects in design to remove hardscape to treat stormwater runoff
1.11	Require that sensitive wetland and coastal areas be preserved as undeveloped open space wherever feasible and that future developments result in no net loss of wetlands or "natural" areas.	CD [LRP]	Short-term	Ongoing through development review of projects
1.12	Update the provisions of the Hillside Management Program as necessary to ensure protection of open space lands.	CD [LRP]	Mid-term	Incomplete. Expected completion in 2012
1.13	Recommend that the City's Sphere of Influence be coterminous with existing City limits in the hillsides in order to preserve the hillsides as open space.	CD [LRP]	Short-term	Completed (2007)
1.14	Work with established land conservation organizations toward establishing a Ventura hillsides preserve.	PRCP	Mid-term	Ongoing
1.15	Actively seek local, state, and Federal funding sources to achieve preservation of the hillsides.	PRCP	Mid-term	Ongoing

1.16	Comply with directives from regulatory authorities to update and enforce stormwater quality and watershed protection measures that limit impacts to aquatic ecosystems and that preserve and restore the beneficial uses of natural watercourses and wetlands in the city.	PW [U]	Ongoing	A new stormwater ordinance is expected to be adopted by the City in 2012. This new ordinance will enforce regulatory mandates in the MS4 stormwater permit.
1.17	Require development to mitigate its impacts on wildlife through the development review process.	CD [CP]	Ongoing	Ongoing through development review of projects
1.18	Require new development adjacent to rivers, creeks, and barrancas to use native or non-invasive plant species, preferably drought tolerant, for landscaping.	CD [CP] PW [P]	Ongoing	Completed in Saticoy Wells Community Plan (2009); in progress for Westside Community Plan
1.19	Require projects near watercourses, shoreline areas, and other sensitive habitat areas to include surveys for State and/or federally listed sensitive species and to provide appropriate buffers and other mitigation necessary to protect habitat for listed species.	CD [LRP]	Long-term	Ongoing through development review of projects
1.20	Conduct coastal dredging in accordance with the U.S. Army Corps of Engineers and California Department of Fish and Game requirements in order to avoid impacts to sensitive fish and bird species.	PW [E]	Ongoing	All environmental and permitting requirements are being followed.
1.21	Work with State Parks on restoring the Alessandro Lagoon and pursue funding cooperatively.	PRCP	Long-term	On hold
1.22	Adopt development code provisions to protect mature trees as defined by minimum height, canopy, and/or tree trunk diameter.	CD [LRP]	Short-term	Vote by Council in February 2011 to not move forward with this item.
1.23	Require, where appropriate, the preservation of healthy tree windrows associated with current and former agricultural uses, and incorporate trees into the design of new developments.	CD [CP]	Short-term	Ongoing through development review of projects
1.24	Require new development to maintain all indigenous tree species or provide adequately sized replacement native trees on a 3:1 basis.	CD/PW [P]	Ongoing	Zoning amendment expected by summer 2012

1.25	Purchase and use recycled materials and alternative and renewable energy sources as feasible in City operations.	AS [P]	Ongoing	The Finance and Technology AP&P related to this topic (AP&P 18.1) has been modified to include an approved procurement manual which describes the city's requirements for the purchase of sustainable supplies and services. Procurements are made in compliance with this AP&P whenever feasible.
1.26	Reduce pesticide use in City operations.	PRCP	Mid-term	Ongoing
1.27	Utilize green waste as biomass/compost in City operations.	PW [P]	Mid-term	Ongoing use of green waste/mulch at city parks and facilities.
1.28	Purchase low-emission City vehicles, and convert existing gasoline-powered fleet vehicles to cleaner fuels as technology becomes available.	PW [MS]	Mid-term	Purchased hybrid-electric vehicles. Retrofitted several diesel vehicles with Tier 3 compliant Engines. Installed 10 EV Charging Stations.
1.29	Require all City funded projects that enter design and construction after January 1, 2006 to meet a design construction standard equivalent to the minimum U.S. Green Building Council LEED™ Certified rating in accordance with the City's Green Building Standards for Private and Municipal Construction Projects.	CD [BS]	Short-term	Mandatory State Green Building Code compliance began January 1, 2011 and addressed many of the objectives for this goal. Future State Green Building Code updates are anticipated to expand mandatory green building standards to the LEED Silver status.
1.30	Provide information to businesses about how to reduce waste and pollution and conserve resources.	PW [MS]	Short-term	City staff works with E.J. Harrison to provide onsite visits and information (e.g. Trash Flash newsletter, website, blog) to support business efforts to reduce waste and conserve resources.
1.31	Provide incentives for green building projects in both the public and private sectors to comply with either the LEED™ Rating System, California Green Builder, or the Residential Built Green program and to pursue registration and certification; incentives include "Head-of-the-Line" discretionary processing and "Head-of-the-Line" building permit processing.	CD [BS]	Short-term	Implemented
1.32	Apply for grants, rebates, and other funding to install solar panels on all City-owned structures to provide at least half of their electric energy requirements.	PW	Ongoing	A solar panel array is scheduled to be installed behind the City Hall building, which will provide 75% of the buildings required electricity. Opportunities are being explored to install solar panels at other City owned structures as well.

1.33	Publicly acknowledge individuals and businesses that implement green construction and building practices.	CD [BS]	Ongoing	Implemented
2. Our Prosperous Community				
2.1	Track economic indicators for changes that may affect City land resources, tax base, or employment base, such as terms and conditions of sale or lease of available office, retail, and manufacturing space.	CD [ED]	Ongoing	The ED team has met extensively with brokers and now posts, or links to, available office, retail and manufacturing space on the City website.
2.2	Prepare an economic base analysis that identifies opportunities to capture retail sales in sectors where resident purchasing has leaked to other jurisdictions.	CD [ED]	Short-term	Has not been completed.
2.3	Prepare an action plan to implement City economic goals and objectives.	CD [ED]	Mid-term	The 2012-2017 ED Strategy in in draft form being reviewed by the Council ED Subcommittee, and City partners.
2.4	Map priority locations for commercial and industrial development and revitalization, including a range of parcel sizes targeted for high-technology, non-durables manufacturing, finance, business services, tourism, and retail uses.	CD [ED]	Short-term	2005-2010 Economic Development Strategy completed
2.5	Share economic and demographic information with organizations that may refer businesses to Ventura.	CD [ED]	Ongoing	In process.
2.6	Encourage intensification and diversification of uses and properties in districts, corridors, and neighborhood centers, including through assembly of vacant and underutilized parcels.	CD [ED]	Short-term	In process in coordination with RDA dissolution.
2.7	Partner with local commerce groups to recruit companies and pursue funding for business development and land re-utilization.	CD [ED]	Ongoing	Ongoing.
2.8	Carry out Housing Element programs that provide housing to all segments of the local workforce.	CD	Ongoing	Ongoing effort by CD and Housing Authority. Two programs will be addressed in fall 2012.
2.9	Expedite review for childcare facilities that will provide support to local employees.	CD [CP]	Short-term	Ongoing through development review of projects.
2.10	Expedite review of the entitlement process for installation of infrastructure necessary to support high technology and multimedia companies.	CA	Mid-term	Reconsider lead entity during implementation, 2010-2015.
2.11	Allow mixed-use development in commercial and industrial districts as appropriate.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan

2.12	Allow uses such as conference centers with resort amenities on appropriately sized and located parcels.	CD [LRP]	Short-term	Hosted design charrette for the downtown parking lot/Edgewater Development in December 2009
2.13	Market the city to businesses that link agriculture with high technology, such as biotechnology enterprises.	CD [ED]	Ongoing	Ongoing
2.14	Partner with local farms to promote farmers markets and high quality locally grown food.	CS/CD [ED]	Ongoing	Ongoing
2.15	Provide incentives for use of waterfront parcels for recreation, visitor-serving commerce, restaurant, marina, and fishing uses.	CD [ED]	Short-term	City ED staff has worked extensively with the Harbor to achieve favorable outcomes - most recently the Rhumb Line project (previous Scotch and Sirloin restaurant).
2.16	Work with the State to create year-round commercial opportunities at the fairgrounds.	CD [ED]	Long-term	A new Fair Board promises new opportunities in this area.
2.17	Partner with the Harbor District and National Park Service to promote Channel Islands tours and develop a marine learning center.	CS	Long-term	Ongoing
2.18	Prioritize uses within the Harbor Specific Plan area as follows: (1) coastal dependent, (2) commercial fishing, (3) coastal access, and (4) visitor serving commercial and recreational uses.	CD	Short-term	Incomplete. Harbor Master Plan on hold by the Port District
2.19	Partner with hotels and the Chamber of Commerce to promote city golf courses.	PRCP	Long-term	Ongoing
2.20	Promote outdoor recreation as part of an enhanced visitor opportunity strategy.	PRCP	Mid-term	Ongoing
3. Our Well Planned and Designed Community				
3.1	Preserve the stock of existing homes by carrying out Housing Element programs.	CD	Ongoing	Ongoing
3.2	Enhance the appearance of districts, corridors, and gateways (including views from highways) through controls on building placement, design elements, and signage .	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan
3.3	Require preservation of public view sheds and solar access.	CD [CP]	Short-term	Completed. Adopted solar studies for new development though new permit application guidelines (2010)

3.4	Require all shoreline development (including anti-erosion or other protective structures) to provide public access to and along the coast, unless it would duplicate adequate access existing nearby, adversely affect agriculture, or be inconsistent with public safety, military security, or protection of fragile coastal resources.	CD [CP]	Ongoing	Ongoing through development review
3.5	Establish land development incentives to upgrade the appearance of poorly maintained or otherwise unattractive sites, and enforce existing land maintenance regulations.	CD [BS]	Mid-term	Proactive enforcement was suspended by City Council
3.6	Expand and maintain the City's urban forest and thoroughfare landscaping, using native species, in accordance with the City's Park and Development Guidelines and Irrigation and Landscape Guidelines.	PRCP	Ongoing	Ongoing
3.7	Evaluate whether lot coverage standards should be changed based on neighborhood character.	CD [LRP]	Short-term	Potential changes through zoning amendments coming summer 2012
3.8	Adopt new development code provisions that designate neighborhood centers, as depicted on the General Plan Diagram, for a mixture of residences and small-scale, local-serving businesses.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan
3.9	Adopt new development code provisions that designate areas within districts and corridors for mixed-use development that combines businesses with housing and focuses on the redesign of single-use shopping centers and retail parcels into walkable, well connected blocks, with a mix of building types, uses, and public and private frontages.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan
3.10	Allow intensification of commercial areas through conversion of surface parking to building area under a districtwide parking management strategy in the Downtown Specific Plan.	CD [LRP]	Short-term	DTSP (2007) completed and expected to be further addressed through Mobility Plan efforts of proposed 2015 GP update.
3.11	Expand the downtown redevelopment area to include parcels around future transit areas and along freeway frontage.	CD [RDA]	Mid-term	No longer applicable- California redevelopment agencies eliminated effective January 31, 2012

3.12	The City will work with the hospitals on the new Development Code treatment for the Loma Vista corridor, which includes both hospitals.	CD [LRP]	Short-term	Completed in CMH Hospital District Code (2010)
3.13	Assess whether the City's Affordable Housing Programs respond to current needs, and modify them as necessary within State mandated Housing Element updates	CD	Ongoing	Housing Element updated and certified in 2012.
3.14	Utilize infill development, to the extent possible, to accommodate the targeted number and type of housing units described in the Housing Element	CD [LRP]	Ongoing	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan
3.15	Adopt new development code provisions that ensure compliance with Housing Element objectives.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan
3.16	Renew and modify greenbelt agreements as necessary to direct development to already urbanized areas.	CD [LRP]	Long-term	Remains a long-term action item
3.17	Continue to support the Guidelines for Orderly Development as a means of implementing the General Plan, and encourage adherence to these Guidelines by all the cities, the County of Ventura, and the Local Agency Formation Commission (LAFCO); and work with other nearby cities and agencies to avoid sprawl and preserve the rural character in areas outside the urban edge.	CD [LRP]	Ongoing	Ongoing
3.18	Complete community or specific plans, subject to funding, for areas such as Westside, Midtown, Downtown, Wells, Saticoy, Pierpont, Harbor, Loma Vista/Medical District, Victoria Corridor, and others as appropriate. These plans will set clear development standards for public and private investments, foster neighborhood partnerships, and be updated as needed.	CD [LRP]	Ongoing	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan. Other Community Plans are not planned at this time.
3.19	Preparation of the new Development Code will take into account existing or proposed community or specific plans to ensure efficient use of City resources and ample citizen input.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.

3.20	Pursuant to SOAR, adopt development code provisions to “preserve agricultural and open space lands as a desirable means of shaping the City’s internal and external form and size, and of serving the needs of the residents.”	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
3.21	Adopt performance standards for non-farm activities in agricultural areas that protect and support farm operations, including requiring non-farm uses to provide all necessary buffers as determined by the Agriculture Commissioner’s Office.	CD [LRP]	Short-term	Completed in Saticoy Wells Community Plan (2009); in progress for Westside Community Plan
3.22	Offer incentives for agricultural production operations to develop systems of raw product and product processing locally.	CD [ED]	Mid-term	Being actively discussed with FoodShare and the Harbor. Next steps are the Farm Bureau. The 2012 Ag Summit has created some momentum that will need to be captured.
3.23	Develop and adopt a form-based Development Code that emphasizes pedestrian orientation, integration of land uses, treatment of streetscapes as community living space, and environmentally sensitive building design and operation.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
3.24	<p>Revise the Residential Growth Management Program (RGMP) with an integrated set of growth management tools including:</p> <ul style="list-style-type: none"> · Community or specific plans and development codes based on availability of infrastructure and transit that regulate community form and character by directing new residential development to appropriate locations and in ways that integrate with and enhance existing neighborhoods, districts and corridors; · Appropriate mechanisms to ensure that new residential development produces high-quality designs and a range of housing types across all income levels; and, 	CD [LRP]	Short-term	Completed through the adoption of the Housing Approval Program (HAP) in 2006

	<ul style="list-style-type: none"> Numeric limitations linked to the implementation of community or specific plans and development codes and the availability of appropriate infrastructure and resources; within those limitations, the RGMP should provide greater flexibility for timing new residential development. 			
3.25	Establish first priority growth areas to include the districts, corridors, and neighborhood centers as identified in the General Plan Diagram; and second priority areas to include the vacant undeveloped land when a community plan has been prepared for such (within City limits).	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
3.26	Establish and administer a system for the gradual growth of the City through identification of areas set aside for the long-term preservation, for controlled growth, and for encouraged growth.	CD [LRP]	Mid-term	Considered part of ongoing Potential Expansion Area (PEA) discussion, GP report #2 of April 2012 workshop
3.27	Require the use of techniques such as digital simulation and modeling to assist in project review.	CD [CP]	Short-term	Required based on type and size of project- including proposed cellular facilities and large mixed-use projects.
3.28	Revise the planning process to be more user-friendly to both applicants and neighborhood residents in order to implement City policies more efficiently.	CD [CP]	Short-term	Completed and ongoing. Current application-processing times meet or exceed performance standards.
4. Our Accessible Community				
4.1	Direct city transportation investment to efforts that improve user safety and keep the circulation system structurally sound and adequately maintained. First priority for capital funding will go to our pavement management program to return Ventura streets to excellent conditions.	PW[E]	Ongoing	Funding has decreased over time. Street conditions are expected to deteriorate over time unless additional funding is identified.

4.2	Develop a prioritized list of projects needed to improve safety for all travel modes and provide needed connections and multiple route options.	PW[E]	Short-term	Ongoing as a part of the Capital Improvement Program Plan.
4.3	Provide transportation services that meet the special mobility needs of the community including youth, elderly, and disabled persons.	PW[E]	Ongoing	ADA transportation services continues to be adequately provided by Gold Coast Transit and funded by the City.
4.4	Combine education with enforcement to instill safe and courteous use of the shared public roadway.	PRCP	Ongoing	
4.5	Utilize existing roadways to meet mobility needs, and only consider additional travel lanes when other alternatives are not feasible.	CD [LRP]	Ongoing	Ongoing through development review; topic for Mobility Plan
4.6	Require new development to be designed with interconnected transportation modes and routes to complete a grid network.	CD [CP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
4.7	Update the traffic mitigation fee program to fund necessary citywide circulation system and mobility improvements needed in conjunction with new development.	CD [LD]	Short-term	Topic for Mobility Plan as proposed in 2015 General Plan update
4.8	Implement the City's Neighborhood Traffic Management Program and update as necessary to improve livability in residential areas.	PW [E]	Ongoing	Program was eliminated by budget reductions.
4.9	Identify, designate, and enforce truck routes to minimize the impact of truck traffic on residential neighborhoods.	PW [E]	Ongoing	Truck routes are designated in the Municipal Code and are all identified in the field through signage.
4.10	Modify traffic signal timing to ensure safety and minimize delay for all users.	PW [E]	Short-term	Traffic signal timing is periodically reviewed along important corridors and intersections when issues are expressed by the public.
4.11	Refine level of service standards to encourage use of alternative modes of transportation while meeting state and regional mandates.	PW[E]	Short-term	Level of Service standards were changed in the 2005 General Plan to reflect this action.
4.12	Design roadway improvements and facility modifications to minimize the potential for conflict between pedestrians, bicycles, and automobiles.	PW[E]	Ongoing	Bike Master Plan adopted by City Council in May 2011 which designated a Bicycle Coordinator to facilitate safer roadways and facilities for bicyclists.

4.13	Require project proponents to analyze traffic impacts and provide adequate mitigation in the form of needed improvements, in-lieu fee, or a combination thereof.	CD [LD]	Ongoing	Ongoing through development review of projects
4.14	Provide development incentives to encourage projects that reduce automobile trips.	CD [CP]	Short-term	Ongoing. Development applicants encouraged to incorporate trip reduction elements in projects.
4.15	Encourage the placement of facilities that house or serve elderly, disabled, or socioeconomically disadvantaged persons in areas with existing public transportation services and pedestrian and bicycle amenities.	CD [CP]	Ongoing	Ongoing through development review of projects
4.16	Install roadway, transit, and alternative transportation improvements along existing or planned multi-modal corridors, including primary bike and transit routes, and at land use intensity nodes.	PW [E]	Ongoing	Bike Master Plan adopted by City Council in May 2011 which includes multi-modal use of transportation corridors.
4.17	Prepare and periodically update a Mobility Plan that integrates a variety of travel alternatives to minimize reliance on any single mode.	CD [LRP] PW [E]	Short-term	Mobility Plan was placed on hold due to budget reductions. Staff is working to seek grant funding to complete a modified effort in 2013.
4.18	Promote the development and use of recreational trails as transportation routes to connect housing with services, entertainment, and employment.	PW [E]	Ongoing	Reflected in the Bike Master Plan adopted by City Council in May 2011.
4.19	Adopt new development code provisions that establish vehicle trip reduction requirements for all development.	CD [LRP]	Short-term	Expected through Greenhouse gas emission study and Mobility Plan as proposed in 2015 General Plan update.
4.20	Develop a transportation demand management program to shift travel behavior toward alternative modes and services.	PW [E]	Mid-term	No action at this time due to staffing and economic constraints.
4.21	Require new development to provide pedestrian and bicycle access and facilities as appropriate, including connected paths along the shoreline and watercourses.	PW [E/P]	Short-term	Bike Master Plan adopted by City Council in May 2011. New developments are required to follow plan.
4.22	Update the General Bikeway Plan as needed to encourage bicycle use as a viable transportation alternative to the automobile and include the bikeway plan as part of a new Mobility Plan.	PW [E]	Mid-term	Bike Master Plan adopted by City Council in May 2011.

4.23	Upgrade and add bicycle lanes when conducting roadway maintenance as feasible.	PW [E]	Ongoing	Bicycle improvements being considered as a part of all new roadway maintenance projects.
4.24	Require sidewalks wide enough to encourage walking that include ramps and other features needed to ensure access for mobility-impaired persons.	PW [E]	Short-term	ADA Transition Plan and Engineering Design Details and Standards have been developed that include standards for meeting accessibility requirements
4.25	Adopt new development code provisions that require the construction of sidewalks in all future projects, where appropriate.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
4.26	Establish a parking management program to protect the livability of residential neighborhoods, as needed.	CD [LRP] PW [E]	Short-term	City adopted new parking management program for Downtown as well as updated the existing residential parking permit program to include impacted areas around the "Hospital District"
4.27	Extend stubbed-end streets through future developments, where appropriate, to provide necessary circulation within a developing area and for adequate internal circulation within and between neighborhoods. Require new developments in the North Avenue area, where applicable, to extend Norway Drive and Floral Drive to connect to Canada Larga Road; and connect the existing segments of Floral Drive. Designate the extension of Cedar Street between Warner Street and south of Franklin Lane and the linking of the Cameron Street segments in the Westside community as high priority projects.	PW [E]	Mid-term	These roadway connections and extensions are being recommended as a part of the Westside Community Plan, expected adoption in 2012.
4.28	Require all new development to provide for citywide improvements to transit stops that have sufficient quality and amenities, including shelters and benches, to encourage ridership.	PW [E]	Short-term	Currently being required where there is a nexus between impacts from the new development and public transit.
4.29	Develop incentives to encourage City employees and local employers to use transit, rideshare, walk, or bike.	HR	Mid-term	No action at this time.
4.30	Work with public transit agencies to provide information to riders at transit stops, libraries, lodging, and event facilities.	PW [E]	Short-term	Working with transit providers (Gold Coast Transit and VISTA) to expand their information network.

4.31	Work with public and private transit providers to enhance public transit service.	PW [E]	Short-term	Working with transit providers (Gold Coast Transit and VISTA) to make improvements to their system and seek grant funding for new routes.
4.32	Coordinate with public transit systems for the provision of additional routes as demand and funding allow.	PW [E]	Short-term	Working with transit providers (Gold Coast Transit and VISTA) to seek grant funding for new routes. New route being proposed along Victoria Avenue beginning in FY 2012-13
4.33	Work with Amtrak, Metrolink, and Union Pacific to maximize efficiency of passenger and freight rail service to the City and to integrate and coordinate passenger rail service with other transportation modes.	PW [E]	Short-term	City working on multi-modal transit center as a part of the US 101 freeway capping project through Downtown.
4.34	Lobby for additional transportation funding and changes to Federal, State, and regional transportation policy that support local decision-making.	PW [E]	Short-term	No action at this time.
4.35	The City shall pursue funding and site location for a multi-modal transit facility in coordination with VCTC, SCAT, U.P.R.R., Metrolink, Greyhound Bus Lines, and other forms of transportation.	PW [E]	Short-term	City working on multi-modal transit center as a part of the US 101 freeway capping project through Downtown.
4.36	Require development along the following roadways – including noise mitigation, landscaping, and advertising – to respect and preserve views of the community and its natural context.	CD [CP]	Ongoing	Ongoing through development review. Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
	· State Route 33			
	· U.S. HWY 101			
	· Anchors Way			
	· Brakey Road			
	Fairgrounds Loop			
	Ferro Drive			
	Figueroa Street			
	Harbor Boulevard			
	Main Street			
	Navigator Drive			
	North Bank Drive			
	· Poli Street/Foothill Road			
Olivas Park Drive				

	Schooner Drive			
	Spinnaker Drive			
	Summit Drive			
	Telegraph Road – east of Victoria Avenue			
	Victoria Avenue – south of U.S. 101			
	Wells Road			
4.37	Request that State Route 126 and 33, and U.S. HWY 101 be designated as State Scenic Highways.	CD [LRP]	Short-term	Not feasible at this time due to significant processing time and qualification standards.
4.38	Continue to work with Caltrans to soften the barrier impact of U.S. HWY 101 by improving signage, aesthetics and undercrossings and overcrossings.	PW [E/P]	Ongoing	Working with Caltrans and Union Pacific to repaint the UP trestle bridge in Downtown. Pursuing capital project for pedestrian enhancements across the California St. Bridge over Hwy 101
4.39	Maintain street trees along scenic thoroughfares, and replace unhealthy or missing trees along arterials and collectors throughout the City.	PRCP	Ongoing	Ongoing
5. Our Sustainable Infrastructure				
5.1	Require low flow fixtures, leak repair, and drought tolerant landscaping (native species if possible), plus emerging water conservation techniques, such as reclamation, as they become available.	CD [CP]	Ongoing	Ongoing through development review of projects
5.2	Use natural features such as bioswales, wildlife ponds, and wetlands for flood control and water quality treatment when feasible.	PW [MS]	Ongoing	The MS4 Stormwater Permit adopted in 2010 places these requirements on all new developments.
5.3	Demonstrate low water use techniques at community gardens and city-owned facilities.	W	Mid-term	Ongoing
5.4	Update the Urban Water Management plan as necessary in compliance with the State 1983 Urban Water Management Planning Act.	W	Ongoing	Updated and approved by Council June 2011
5.5	Provide incentives for new residences and businesses to incorporate recycling and waste diversion practices, pursuant to guidelines provided by the Environmental Services Office.	PW [MS]	Ongoing	New mandatory business recycling program implemented January, 2012 requires all businesses to recycle. All residential EJ Harrison customers have recycling programs, including providing largest recycling barrel at no additional cost.

5.6	Require project proponents to conduct sewer collection system analyses to determine if downstream facilities are adequate to handle the proposed development.	W	Ongoing	Continue to develop process with Community Development Dept. during project review
5.7	Require project proponents to conduct evaluations of the existing water distribution system, pump station, and storage requirements in order to determine if there are any system deficiencies or needed improvements for the proposed development.	W	Ongoing	Continue to develop process with Community Development Dept. during project review
5.8	Locate new development in or close to developed areas with adequate public services, where it will not have significant adverse effects, either individually or cumulatively, on coastal resources.	CD [LRP]	Ongoing	Completed in Downtown Specific Plan (2007), Midtown Corridors Plan (2007), Victoria Corridor Plan (2009), Saticoy Wells Community Plan (2009); in progress for Westside Community Plan
5.9	Update development fee and assessment district requirements as appropriate to cover the true costs associated with development.	AS	Mid-term	Process in place to update all fees every year. The first year involves a full cost of service study, and the off year involves a CPI update along with any new fees that may be proposed.
5.10	Utilize existing waste source reduction requirements, and continue to expand and improve composting and recycling options.	PW [MS]	Mid-term	New recycling programs implemented for construction & demolition debris. Adopted discount compost bin program and established new compost site at Cornucopia Gardens in 2011.
5.11	Increase emergency water supply capacity through cooperative tie-ins with neighboring suppliers.	W	Mid-term	Included in Cost of Service Rate Design Study and 10 Year Financial Plan
5.12	Apply new technologies to increase the efficiency of the wastewater treatment system.	W	Mid-term	Ongoing
5.13	Increase frequency of city street sweeping, and post schedules at key points within each neighborhood.	PW [MS]	Mid-term	City street sweeping program meets minimum frequencies required by MS4 Stormwater Permit, but do not exceed them. Schedules posted on City website.
5.14	Develop a financing program for the replacement of failing corrugated metal storm drain pipes in the City.	PW [MS]	Short-term	No additional financing identified. City has numerous failing storm drains with no funding to repair them.

5.15	Establish assessment districts or other financing mechanisms to address storm drain system deficiencies in areas where new development is anticipated and deficiencies exist.	PW [MS]	Mid-term	Stormdrain district requires vote of affected property owners. New developments are required to address storm drain deficiencies.
5.16	Require new developments to incorporate stormwater treatment practices that allow percolation to the underlying aquifer and minimize offsite surface runoff utilizing methods such as pervious paving material for parking and other paved areas to facilitate rainwater percolation and retention/detention basins that limit runoff to pre-development levels.	CD [LD]	Ongoing	Ongoing - new MS4 stormwater permit requirements now apply
5.17	Require stormwater treatment measures within new development to reduce the amount of urban pollutant runoff in the Ventura and Santa Clara Rivers and other watercourses.	CD [LD]	Ongoing	Ongoing - new MS4 stormwater permit requirements now apply
5.18	Work with the Ventura Regional Sanitation District and the County to expand the capacity of existing landfills, site new landfills, and/or develop alternative means of disposal that will provide sufficient capacity for solid waste generated in the City.	PW [MS]	Long-term	Most of the City's trash is landfilled in Toland Landfill, which is expected to remain open until 2025, unless VRSD can have an extension approved.
6. Our Active Community				
6.1	Develop new neighborhood parks, pocket parks, and community gardens as feasible and appropriate to meet citizen needs, and require them in new development.	PRCP [P]	Long-term	Ongoing based on funding
6.2	Require higher density development to provide pocket parks, tot lots, seating plazas, and other aesthetic green spaces.	CD [CP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
6.3	Work with the County to plan and develop trails that link the City with surrounding open space and natural areas, and require development projects to include trails when appropriate.	PRCP [P]	Ongoing	Not currently active
6.4	Request Flood Control District approval of public access to unchannelized watercourses for hiking.	PRCP [P]	Mid-term	Ongoing

6.5	Seek landowner permission to allow public access on properties adjacent to open space where needed to connect trails.	PRCP [P]	Ongoing	Delete or move (not Parks purview)
6.6	Update plans for and complete the linear park system as resources allow.	PRCP [P]	Long-term	Ongoing based on funding
6.7	Work with the County of Ventura to initiate efforts to create public trails in the hillside area.	PRCP [P]	Mid-term	Not currently active
6.8	Update and require periodic reviews of the Park and Recreation Workbook as necessary to reflect City objectives and community needs.	PRCP	Short-term	Ongoing
6.9	Require dedication of land identified as part of the City's Linear Park System in conjunction with new development.	CD	Ongoing	Ongoing through project level development review
6.10	Evaluate and incorporate, as feasible, linear park segments in the General Bikeway Plan.	PW	Ongoing	Incorporated in the Bike Master Plan adopted by City Council in May 2011.
6.11	Update standards for citywide public parks and open space to include an expanded menu of shared park types, and identify locations and potential funding sources for acquiring new facilities in existing neighborhoods.	PRCP (P)	Short-term	Ongoing
6.12	Update and carry out the Grant Park Master Plan.	PRCP (P)	Mid-term	Ongoing based on funding
6.13	Foster the partnership between the City and Fair Board to improve Seaside Park.	CD [ED]	Ongoing	Ongoing
6.14	Improve facilities at City parks to respond to the requirements of special needs groups.	PRCP (P)	Mid-term	Ongoing based on funding
6.15	Adjust and subsidize fees to ensure that all residents have the opportunity to participate in recreation programs.	PRCP (CR)	Short-term	Ongoing
6.16	Update the project fee schedule as necessary to ensure that development provides its fair share of park and recreation facilities.	PRCP	Short-term	
6.17	Update and create new agreements for joint use of school and City recreational and park facilities.	PRCP	Mid-term	Ongoing
6.18	Offer programs that highlight natural assets, such as surfing, sailing, kayaking, climbing, gardening, and bird watching.	PRCP (CR)	Ongoing	Ongoing

6.19	Provide additional boating and swimming access as feasible.	PRCP (CR)	Long-term	Ongoing
6.20	Earmark funds for adequate maintenance and rehabilitation of existing skatepark facilities, and identify locations and funding for new development of advanced level skatepark facilities.	PRCP	Mid-term	On hold
6.21	Promote the use of City facilities for special events, such as festivals, tournaments, and races.	PRCP (PK)	Ongoing	Ongoing
6.22	Enter into concession or service agreements where appropriate to supplement City services.	PW	Ongoing	2010 General Services Agreement with Downtown Ventura Partners for cleaning of Downtown public improvement business district.
7. Our Healthy and Safe Community				
7.1	Work with interested parties to identify appropriate locations for assisted-living, hospice, and other care-provision facilities.	CD [AS]	Short-term	Being that these are 'for-profit' enterprises they are market driven. That being said, the college district has been moving in that direction.
7.2	Provide technical assistance to local organizations that deliver health and social services to seniors, homeless persons, low-income citizens, and other groups with special needs.	CD [AS]	Ongoing	Achieved every day.
7.3	Participate in school and agency programs to:	PRCP	Ongoing	No status at this time.
	" provide healthy meals,			
	" combat tobacco, alcohol, and drug dependency,			
	" distribute city park and recreation materials through schools, and			
" distribute information about the benefits of proper nutrition and exercise.				
7.4	Enhance or create ordinances which increase control over ABC licensed premises.	PD	Mid-term	Ordinance created. See Municipal Code section 24.460
7.5	Investigate the creation of new land use fees to enhance funding of alcohol related enforcement, prevention and training efforts.	PD	Mid-term	Ordinance created. See Municipal Code section 24.460
7.6	Adopt updated editions of the California Construction Codes and International Codes as published by the State of California and the International Code Council respectively.	FD [IS]	Ongoing	2010 Codes are adopted. Next adoption scheduled for late 2012

7.7	Require project proponents to perform geotechnical evaluations and implement mitigation prior to development of any site:	CD [CP/LD]	Ongoing	Ongoing as a part of the entitlement or plan check process for construction permits.
	· with slopes greater than 10 percent or that otherwise have potential for landsliding,			
	· along bluffs, dunes, beaches, or other coastal features			
	· in an Alquist-Priolo earthquake fault zone or within 100 feet of an identified active or potentially active fault,			
	· in areas mapped as having moderate or high risk of liquefaction, subsidence, or expansive soils,			
	· in areas within 100-year flood zones, in conformance with all Federal Emergency Management Agency regulations.			
7.8	To the extent feasible, require new critical facilities (hospital, police, fire, and emergency service facilities, and utility “lifeline” facilities) to be located outside of fault and tsunami hazard zones, and require critical facilities within hazard zones to incorporate construction principles that resist damage and facilitate evacuation on short notice.	FD	Ongoing	Ongoing as a part of the plan check process for construction permits
7.9	Maintain and implement the Standardized Emergency Management System (SEMS) Multihazard Functional Response Plan.	FD	Ongoing	Update to plan scheduled as part of countywide effort in 2012
7.10	Require proponents of any new developments within the 100-year floodplain to implement measures, as identified in the Floodplain Ordinance, to protect structures from 100-year flood hazards (e.g., by raising the finished floor elevation outside the floodplain).	CD [BS]	Ongoing	Implemented
7.11	Prohibit grading for vehicle access and parking or operation of vehicles within any floodway.	CD [BS]	Ongoing	Implemented
7.12	Refer development plans to the Fire Department to assure adequacy of structural fire protection, access for firefighting, water supply, and vegetation clearance.	CD [CP]	Ongoing	Ongoing

7.13	Resolve extended response time problems by: <ul style="list-style-type: none"> · adding a fire station at the Pierpont/Harbor area, · relocating Fire Station #4 to the Community Park site, · increasing firefighting and support staff resources, · reviewing and conditioning annexations and development applications, and · require the funding of new services from fees, assessments, or taxes as new subdivisions are developed. 	FD	Long-term	Trigger for facility funding by developers in place.
				Trigger for relocation based on Fire Master Plan in place.
				Fire Sta #4 restaffed as part of SAFER Grant for next three years. FD to continue efforts to seek funding for increased staffing needs
				Ongoing based on project applications
				Fire Facility and Equipment fees in place for new development impacts. Traffic signal preemption system funding to be considered as part of future amendments
7.14	Educate and reinforce City staff understanding of the Standardized Emergency Management System for the State of California.	FD	Ongoing	New staff trained through self-study within 3 months of hire. Existing staff receive refresher training through periodic drills.
7.15	Increase public access to police services by: <ul style="list-style-type: none"> · increasing police staffing to coincide with increasing population, development, and calls for service, · increasing community participation by creating a Volunteers in Policing Program, and · require the funding of new services from fees, assessments, or taxes as new subdivisions are developed. 	PD	Ongoing	See 2012 Ventura Police Crime Reduction Reinvestment Plan
				From 2008-2012 the Police Department reduced sworn staffing from 134 to 122 officers. In 2012 the Department is proposing a Crime Reduction Reinvestment Plan that increases staffing by 7 officers and 1 civilian in an effort to stem a rise in violent gang crime and vagrant related issues.
				In progress
7.16	Provide education about specific safety concerns such as gang activity, senior-targeted fraud, and property crimes.	PD	Ongoing	Managed by the Police Department Civic Engagement Specialist via a variety of social media resources.
7.17	Establish a nexus between police department resources and increased service demands associated with new development.	PD	Mid-term	In progress

7.18	Continue to operate the Downtown police storefront.	PD	Ongoing	Suspended due to funding
7.19	Expand Police Department headquarters as necessary to accommodate staff growth	PD	Mid-term	With reduction in staff no current need to expand Headquarters at this time
7.20	Require air pollution point sources to be located at safe distances from sensitive sites such as homes and schools.	CD [BS]	Short-term	Implemented
7.21	Require analysis of individual development projects in accordance with the most current version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines and, when significant impacts are identified, require implementation of air pollutant mitigation measures determined to be feasible at the time of project approval.	CD	Ongoing	Ongoing through development review of projects and environmental review
7.22	In accordance with Ordinance 93-37, require payment of fees to fund regional transportation demand management (TDM) programs for all projects generating emissions in excess of Ventura County Air Pollution Control District adopted levels.	CD [LD]	Ongoing	Ongoing through development review of projects
7.23	Require individual contractors to implement the construction mitigation measures included in the most recent version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines.	PW [E]	Ongoing	This is complete and is addressed in the City's standard specifications required to be followed by all contractors.
7.24	Only approve projects involving sensitive land uses (such as residences, schools, daycare centers, playgrounds, medical facilities) within or adjacent to industrially designated areas if an analysis provided by the proponent demonstrates that the health risk will not be significant.	CD [CP]	Ongoing	Ongoing through development review
7.25	Adopt new development code provisions that ensure uses in mixed-use projects do not pose significant health effects.	CD [LRP]	Short-term	Completed for DTSP (2007), Midtown Corridors (2007), Victoria (2009), Saticoy Wells (2009); in progress for Westside Community Plan.
7.26	Seek funding for cleanup of sites within the Brownfield Assessment Demonstration Pilot Program and other contaminated areas in West Ventura.	CD [ED]	Mid-term	Ongoing. Moving forward slowly on a parcel by parcel basis.

7.27	Require proponents of projects on or immediately adjacent to lands in industrial, commercial, or agricultural use to perform soil and groundwater contamination assessments in accordance with American Society for Testing and Materials standards, and if contamination exceeds regulatory action levels, require the proponent to undertake remediation procedures prior to grading and development under the supervision of the County Environmental Health Division, County Department of Toxic Substances Control, or Regional Water Quality Control Board (depending upon the nature of any identified contamination).	FD [IS]	Ongoing	Ongoing as part of plan check process
7.28	Educate residents and businesses about how to reduce or eliminate the use of hazardous materials, including by using safer non-toxic equivalents.	PW [MS]	Ongoing	An active outreach program has been implemented for this information including school and business visits, exhibits at events, blogs, website information and mail-outs.
7.29	Require non-agricultural development to provide buffers, as determined by the Agriculture Commissioner's Office, from agricultural operations to minimize the potential for pesticide drift.	CD [CP]	Short-term	Completed with Saticoy Wells Plan (2009) and expected to be addressed through Farmworker Housing/Employee Housing Act zoning amendment in fall 2012
7.30	Require all users, producers, and transporters of hazardous materials and wastes to clearly identify the materials that they store, use, or transport, and to notify the appropriate City, County, State and Federal agencies in the event of a violation.	FD [IS]	Ongoing	Ongoing through periodic inspection of fixed facilities. Transporters exempt from local regulation by Federal statute.
7.31	Work toward voluntary reduction or elimination of aerial and synthetic chemical application in cooperation with local agricultural interests and the Ventura County agricultural commissioner.	FD [IS]	Mid-term	Ongoing efforts coordinated through County agricultural commissioner
	Require acoustical analyses for new residential developments within the mapped 60 decibel (dBA) CNEL contour, or within any area designated for commercial or industrial use, and require mitigation necessary to ensure that:			Implemented

7.32	<ul style="list-style-type: none"> Exterior noise in exterior spaces of new residences and other noise sensitive uses that are used for recreation (such as patios and gardens) does not exceed 65 dBA CNEL, and 	CD [BS]	Ongoing	Implemented
	<ul style="list-style-type: none"> Interior noise in habitable rooms of new residences does not exceed 45 dBA CNEL with all windows closed. 			Implemented
7.33	As funding becomes available, construct sound walls along U.S. 101, SR 126, and SR 33 in areas where existing residences are exposed to exterior noise exceeding 65 dBA CNEL.	PW [E]	Long-term	The State and Federal funds are no longer directed toward funding soundwalls. Local funding not available.
7.34	Request that sound levels associated with concerts at the County Fairgrounds be limited to 70 dBA at the eastern edge of that property.	CD [ED]	Short-term	No action at this time.
7.35	Request the termination of auto racing at the County fairgrounds	CD [ED]	Short-term	Same as above.
7.36	Amend the noise ordinance to restrict leaf blowing, amplified music, trash collection, and other activities that generate complaints.	CD [CP/LRP]	Short-term	To be considered with Action 7.38 and in coordination with PD and Code Enforcement.
7.37	Use rubberized asphalt or other sound reducing material for paving and re-paving of City streets.	PW [E]	Ongoing	Required to be considered for most repaving of City streets.
7.38	Update the Noise Ordinance to provide standards for residential projects and residential components of mixed-use projects within commercial and industrial districts.	CD [LRP]	Short-term	Zoning amendment to be considered by fall 2012
8. Our Prosperous Community				
8.1	Work closely with schools, colleges, and libraries to provide input into site and facility planning.	PRCP	Ongoing	Ongoing
8.2	Organize a regional education summit to generate interest in and ideas about learning opportunities.	PRCP	Mid-term	On hold
8.3	Adopt joint-use agreements with libraries, schools, and other institutions to maximize use of educational facilities.	PRCP	Mid-term	Ongoing
8.4	Distribute information about local educational programs.	PRCP	Mid-term	Ongoing

8.5	Install infrastructure for wireless technology and computer networking in City facilities.	FT	Short-term	A wireless network has been throughout City Hall, the San Jon facility and the sanitation facility, and is continually growing. It is now 8 years old and is currently in the process of being updated. All computers in every city facility are now fully hardwired to the city network.
8.6	Establish educational centers at City parks.	PRCP	Mid-term	Not currently active
8.7	Work with the State Parks Department to establish a marine learning center at the Harbor.	PRCP	Long-term	Not currently active
8.8	Work with the Ventura Unified School District to ensure that school facilities can be provided to serve new development.	CD [LRP]	Ongoing	Ongoing
8.9	Complete a new analysis of community needs, rethinking the role of public libraries in light of the ongoing advances in information technology and the changing ways that individuals and families seek out information and life-long learning opportunities.	PRCP (CP)	Mid-term	Library Strategic Planning process underway. To be completed and begin implementation in May 2012
8.10	Reassess the formal and informal relationships between our current three branch public libraries and school libraries – including the new Ventura College Learning Resource Center – as well as joint use of facilities for a broader range or compatible public, cultural, and educational uses.	PRCP (CP)	Mid-term	Moving in conjunction with Library Strategic Plan implementation
8.11	Develop a Master Plan for Facilities, Programs, and Partnerships to create an accessible, robust, and vibrant library for the 21 st Century system, taking into consideration that circulation of books is no longer the dominant function but will continue to be an important part of a linked network of learning centers.	PRCP (CP)	Mid-term	Moving in conjunction with Library Strategic Plan implementation
8.12	Develop formal partnerships, funding, capital strategies, and joint use agreements to implement the new libraries Master Plan.	PRCP (CP)	Ongoing	Moving in conjunction with Library Strategic Plan implementation
9. Our Creative Community				
9.1	Require works of art in public spaces per the City's Public Art Program Ordinance.	PRCP (CP)	Mid-term	Ongoing

9.2	Sponsor and organize local art exhibits, performances, festivals, cultural events, and forums for local arts organizations and artists.	PRCP (CP)	Ongoing	Ongoing based on funding
9.3	Expand outreach and publicity by:	PRCP (CP)	Ongoing	Ongoing
	" promoting locally produced art and local cultural programs,			
	" publishing a monthly calendar of local art and cultural features,			
	" distributing the <i>State of the Arts</i> quarterly report, and			
	" offering free or subsidized tickets to events.			
9.4	Support the creative sector through training and other professional development opportunities.	PRCP (CP)	Short-term	Ongoing based on funding
9.5	Work with the schools to integrate arts education into the core curriculum	PRCP (CP)	Short-term	Ongoing implementation of the 2009 Arts Master Plan
9.6	Promote the cultural and artistic expressions of Ventura's underrepresented cultural groups.	PRCP (CP)	Mid-term	Ongoing initiative of Office of Cultural Affairs and Cultural Affairs Commission
9.7	Offer ticket subsidy and distribution programs and facilitate transportation to cultural offerings.	PRCP (CP)	Ongoing	Not currently active
9.8	Increase the amount of live-work development, and allow its use for production, display, and sale of art.	CD [LRP]	Ongoing	Ongoing. WAV completed in 2009
9.9	Work with community groups to locate sites for venues for theater, dance, music, and children's programming.	PRCP (CP)	Mid-term	Ongoing initiative of Office of Cultural Affairs and Cultural Affairs Commission
9.10	Provide incentives for preserving structures and sites that are representative of the various periods of the city's social and physical development.	CD [LRP]	Mid-term	Ongoing with Mills Act contracts and policies and procedures for development review of structures over 40 years.
9.11	Organize and promote multi-cultural programs and events that celebrate local history and diversity.	PRCP	Ongoing	Ongoing based on funding
9.12	Allow adaptive reuse of historic buildings.	CD [LRP]	Short-term	Ongoing and subject to development review
9.13	Work with community groups to identify locations for facilities that celebrate local cultural heritage, such as a living history Chumash village and an agricultural history museum.	PRCP	Long-term	Ongoing Ag History Museum opens in Santa Paula. Plans for Chumash Historic park in development by private party.

9.14	Require archaeological assessments for projects proposed in the Coastal Zone and other areas where cultural resources are likely to be located.	CD [CP]	Ongoing	Ongoing through development review of projects
9.15	Suspend development activity when archaeological resources are discovered, and require the developer to retain a qualified archaeologist to oversee handling of the resources in coordination with the Ventura County Archaeological Society and local Native American organizations as appropriate.	CD [CP]	Ongoing	Ongoing through development review of projects
9.16	Pursue funding to preserve historic resources.	PRCP	Ongoing	Funding secured for seismic retrofit of Olivas Adobe. Ongoing based on funding
9.17	Provide incentives to owners of eligible structures to seek historic landmark status and invest in restoration efforts.	CD [LRP]	Short-term	Providing incentives through the Mills Act
9.18	Require that modifications to historically-designated buildings maintain their character.	CD [CP]	Ongoing	Ongoing through development review of projects and HPC review
9.19	For any project in a historic district or that would affect any potential historic resource or structure more than 40 years old, require an assessment of eligibility for State and federal register and landmark status and appropriate mitigation to protect the resource.	CD [CP]	Ongoing	Ongoing through development review of projects and HPC review
9.20	Seek input from the City's Historic Preservation Commission on any proposed development that may affect any designated or potential landmark.	CD [CP]	Ongoing	Ongoing through development review of projects and HPC review
9.21	Update the inventory of historic properties.	CD [LRP]	Ongoing	Completed survey for the DTSP (2007) and in progress for Westside Plan Survey. Ongoing based on funding
9.22	Create a set of guidelines and/or policies directing staff, private property owners, developers, and the public regarding treatment of historic resources that will be readily available at the counter.	CD [LRP]	Short-term	Based on funding. No design guidelines; however, new historic policies and procedures assist treatment of potential historic resources.
9.23	Complete and maintain historic resource surveys containing all the present and future components of the historic fabric within the built, natural, and cultural environments.	CD [LRP]	Ongoing	Completed survey for the DTSP (2007) and in progress for Westside Plan Survey
9.24	Create a historic preservation element.	CD [LRP]	Long-term	To be considered for next General Plan update 27

10. Our Involved Community				
10.1	Conduct focused outreach efforts to encourage all members of the community – including youth, seniors, special needs groups, and non-English speakers – to participate in City activities.	PRCP (CE)	Short-term	Utilize My Ventura as outreach vehicle. Partner with Community Councils
10.2	Obtain public participation by seeking out citizens in their neighborhoods and gathering places such as schools, houses of worship and public spaces.	PRCP (CE)	Ongoing	Not currently active
10.3	Invite civic, neighborhood, and non-profit groups to assist with City project and program planning and implementation.	CD	Ongoing	Ongoing: CD staff attends community councils and conducts project/plan/program specific civic engagement as needed
10.4	Provide incentives for City staff to participate in community and volunteer activities.	HR/PW	Short-term	Ongoing
10.5	Invite seniors to mentor youth and serve as guides at historical sites.	PRCP	Short-term	Olivas Adobe Docents Council
10.6	Offer internships in City governance, and include youth representatives on public bodies.	PRCP	Mid-term	Ongoing through Volunteer Ventura Program
10.7	Continue to offer the Ambassadors program to obtain citizens assistance with City projects.	PRCP	Ongoing	Ongoing
10.8	Utilize the City website as a key source of information and expand it to serve as a tool for civic engagement.	PRCP [CE]	Short-term	Ongoing
10.9	Publish an annual report that evaluates City performance in such areas as conservation, housing, and economic development.	CD	Mid-term	Began in 2011 and includes this report for 2012
10.10	Continue to improve the user-friendliness of the media that communicate information about the City, including the website, cable channels, newsletters, kiosks, and water billing statements.	PRCP [CE]	Short-term	Ongoing
10.11	Establish a clear policy toward the scope, role, boundaries, and jurisdiction of neighborhood Community Councils citywide, with the objectives of strengthening their roles in decision-making.	CD [LRP]	Mid-term	Remains a mid-term action item

10.12	Establish stronger partnerships with neighborhood Community Councils to set area priorities for capital investment, community policing, City services, commercial investment, physical planning, education, and other concerns, to guide both City policies and day-to-day cooperation and problem-solving.	CD [LRP]	Ongoing	Ongoing: CD staff attends community councils and conducts project/plan/program specific civic engagement as needed
10.13	Recognizing that neighborhood empowerment must be balanced and sustained by overall City policies and citywide vision and resources – establish a citywide Neighborhood Community Congress where local neighborhood Community Councils can collaborate and learn from each other.	PRCP [CE]	Mid-term	Not currently active
10.14	Establish clear liaison relationships to foster communication, training, and involvement efforts between the City, neighborhood Community Councils and other community partners, including the Ventura Unified School District and business, civic, cultural and religious groups.	PRCP [CE]	Short-term	Ongoing based on funding

THIS PAGE INTENTIONALLY LEFT BLANK

ATTACHMENT B

**HOW THE GENERAL PLAN
REGULATES DEVELOPMENT**

THIS PAGE INTENTIONALLY LEFT BLANK

ATTACHMENT B

Understanding How the General Plan Regulates Development

General Plan Policy Base

In the case of the City of Ventura, the policy base of the 2005 General Plan focuses on the “Infill First” strategy to focus development on vacant land and neighborhoods, districts and corridors prior to encroaching into sensitive farmland or hillside areas. The General Plan formally acknowledges that the rate of population growth is not subject to City control; but rather projections estimating growth that could reasonably be expected to occur as an outcome of policies of the General Plan in the City and Sphere of Influence through the planning horizon, i.e. Table 3-2, were estimated for purposes of environmental analysis. The actual distribution of growth in the neighborhoods, districts and corridors could vary based on market forces. Thus Table 3-1 shows the ultimate carrying capacity of the land. In other words, the 2005 Ventura General Plan does not rely on formally adopted policy caps as is sometimes the technique for community planning, but relies upon the tools of urban form and development standards to achieve the long-term vision.

Policy mechanisms by which the strategy is achieved in the General Plan include Action 3.25 which calls for establishing first priority growth areas to include the district, corridors and neighborhoods centers; and second priority areas to include vacant and undeveloped land when a community plan has been prepared for such.

Community Plan Policy Base

The Community and Specific Plan base of work adopted since the 2005 General Plan adoption largely centers around a growth monitoring function designed to replace prior growth control exerted by the Residential Growth Management Program (RGMP) which was replaced by the Housing Approval Program (HAP) in 2006 and subsequent Community Plans/Specific Plans. For example, in the Downtown Specific Plan (DTSP), this function is represented by DTSP Action 4.11 which calls for monitoring of residences such that when production reaches 70% of predicted development, City Council shall review the intensity of development and locations throughout Downtown to determine if strategies are needed to modify the pace, redirect location or change mix or uses. Currently the DTSP is at 30 % of predicted residential development.

This same policy is replicated in the Saticoy and Wells Community Plan via Action 11.3.7 which also calls for monitoring and reevaluation of the pace, location and mix of development when 70% of predicted development in the General Plan has been reached in the area. Currently, 52% of predicted residential development has occurred, largely as a result of the Parklands and UC Hansen project approvals.

The one area where this approach differs is the Victoria Corridor Plan and Code, which veered beyond the institution of a monitoring function to establish a growth cap by policy for the area. Action 3.7 of the Victoria Corridor Plan states that development shall be limited to the build-out numbers established in the 2005 General Plan. Unfortunately, given the General Plan's explicit explanation of policy which does NOT establish growth caps via Table 3-2, this policy is internally inconsistent with the 2005 General Plan and should be revised as a future Corridor Plan amendment.

Proposals Subsequent to 2005 General Plan Project Description

To the extent a proposed development project has been, or is being entitled subsequent to adoption of the 2005 General Plan, and is consistent with the urban form and land use designation policies of that document and applicable Community or Specific Plan, development can be found consistent with the General Plan despite growth projections distributed in General Plan Table 3-2. In other words, the development beyond the numbers in the table could still be processed without triggering a General Plan amendment. Environmental analysis would still be subject to the specific limitations imposed by Table 3-2, but the policy base would not be automatically inconsistent with local comprehensive planning. However, where development pressure may begin to show a marked deviance from the intended growth centers of the 2005 General Plan, City Council may wish to reexamine on a holistic, comprehensive basis, the growth assumptions that form the basis of the policy structure of the 2005 General Plan as part of a future updates to that document. This approach secures a policy guidance document that reflects the current policy priorities of the City.

ATTACHMENT C

**2005-2011 DEVELOPMENT
ENTITLEMENTS**

THIS PAGE INTENTIONALLY LEFT BLANK

ATTACHMENT C
DEVELOPMENT ENTITLEMENT 2005-2011

USING THE SPREADSHEET - The following spreadsheet is derived using development project entitlement data contained in the City of Ventura permit processing database. With a few modifications, the table is formatted to replicate 2005 General Plan 'Table 3-2: Predicted Development Intensity & Pattern' (GP Table 3-2). Both GP Table 3-2 and this attachment show distributed growth by the Neighborhood, Districts and Corridors as outlined in the General Plan and depicted in General Plan Diagram 3-5. Projects counted toward the amount of development entitlements accrued since 2005 are either 'approved', 'under construction' or 'built'. Those projects for which development entitlements expired prior to project completion are not counted toward the total of development entitled since adoption of the 2005 Ventura General Plan.

It should also be noted that as Community Plans have been adopted some of the outlined geographies for Neighborhoods, Districts and Corridors as defined by the 2005 General Plan no longer apply and will require updating to more accurately reflect those boundaries as they were adopted. Additionally, some project approvals have fallen outside those areas most anticipated for growth and listed in the General Plan. In those instances, five additional geographies have been added to catch projects approved beyond stipulated boundaries: Pierpont, Serra, Thille, Wells and Westside.

DATA FROM 2010 TO 2011 - Compared to the 2005-2010 Development Entitlement report of February 2011, the spreadsheet shows essentially the same distribution of entitlement, minus those projects that have expired prior to project completion and thus reflects the effects of the recent recession and its impact to development investment.

PERCENTAGE COLUMNS - There are several anomalies found in the spreadsheet to account for development that occurred in areas not forecast by the 2005 Ventura General Plan. In those cases, a mathematical substitute of 1 square foot was substituted for a projection of 0 projected square feet in order to avoid mathematical errors resulting from a denominator of 0. Thus, some individual percentages among land use types in various areas defined by the 2005 General Plan Table 3-2 appear overly large. These outliers are flattened and corrected in the total for non-residential and residential growth using overall totals to calculate the percentage of entitlements to projected growth.

**ATTACHMENT C: DEVELOPMENT ENTITLEMENT 2005-2011
(Approved, Under Construction and Built Projects)**

	2005 Retail (sf)	2011 Retail (sf)	% Projected	2005 Office (sf)	2011 Office (sf)	% Projected	2005 Industrial (sf)	2011 Industrial	% Projected	2005 Hotel	2011 Hotel	% Projected	2005 Total Non-Residential	2011 Total Non-Residential	% Projected	2005 Residential Dwelling Units	2011 Residential Dwelling Units	% Projected
DISTRICTS																		
Upper North Avenue	10,000	0	0	50,000	0	0	150,000	0	0	0	0	0	210,000	0	0	100	0	0
North Avenue	10,000	0	0	50,000	0	0	250,000	0	0	0	0	0	310,000	0	0	50	206	412
Downtown Specific Plan	100,000	126,007	126	200,000	32,215	16	0	0	0	150,000	191,800	128	450,000	350,022	78	1,600	477	30
Pacific View Mall	25,000	16,981	68	0	7,434	743,400	0	0	0	0	0	0	25,000	24,415	98	25	0	0
Harbor	315,000	21,300	7	0	8,600	860,000	0	0	0	230,000	0	0	545,000	29,900	5	300	300	100
Arundell	25,000	11,628	47	300,000	2,320	1	1,000,000	55,087	6	0	0	0	1,325,000	69,035	5	200	0	0
North Bank	300,000	30,282	10	50,000	0	0	300,000	499,133	166	0	0	0	650,000	529,415	81	50	0	0
Montalvo	0	0	0	50,000	0	0	25,000	0	0	0	0	0	75,000	0	0	50	0	0
Saticoy	0	0	0	0	0	0	25,000	0	0	0	0	0	25,000	0	0	50	0	0
Subtotals (Districts)	785,000	206,198	26	700,000	50,569	7	1,750,000	554,220	3	380,000	191,800	50	3,615,000	1,002,787	28	2,425	983	41
CORRIDORS																		
Ventura Avenue	40,000	7,029	18	100,000	41,470	41	50,000	0	0	0	0	0	190,000	48,499	26	800	135	17
Main Street	15,000	6,082	41	40,000	593	1	0	0	0	0	0	0	55,000	6,675	12	100	59	59
Thompson Boulevard	15,000	21,916	146	40,000	0	0	0	0	0	0	0	0	55,000	21,916	40	300	38	13
Loma Vista	15,000	5,100	34	40,000	21,660	54	0	0	0	0	0	0	55,000	26,760	49	25	4	16
Telegraph Road	15,000	0	0	40,000	0	0	0	0	0	0	0	0	55,000	0	0	250	0	0
Victoria Avenue	15,000	0	0	40,000	0	0	0	0	0	0	0	0	55,000	0	0	50	0	0
Johnson Drive	50,000	840	2	20,000	0	0	0	0	0	0	0	0	70,000	840	1	150	0	0
Wells Road	15,000	25,000	167	20,000	0	0	0	0	0	0	0	0	35,000	25,000	71	50	0	0
Subtotals (Corridors)	180,000	65,967	37	340,000	63,723	19	50,000	0	0	0	0	0	570,000	129,690	23	1,725	236	14
SPHERE OF INFLUENCE(SOI/OTHER INFILL/NEIGHBORHOOD CENTERS																		
101/126 Agriculture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	200	0	0
Wells/Saticoy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,050	867	83
Pierpont	30,000	20,230	67	0	0	0	0	0	0	0	0	0	30,000	0	0	100	138	138
Other Neighborhood Centers (includes Seaward/Allessandro+College/Day+Gateway Plaza+Victoria Plaza+Bristol+Kimball/Telegraph+Pettit/Telephone+Telephone/Cachuma+Saticoy)	0	20,965	2,095,600	0	0	0	0	0	0	0	88,889	8,888,900	0	109,854	0	100	0	0
Second Units	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	300	52	17
Underutilized	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	250	0	0
Vacant	165,000	0	0	50,000	0	0	0	0	0	0	0	0	215,000	0	0	450	0	0
Subtotals (SOI/Other Infill/NC)	195,000	41,195	21	50,000	0	0	0	0	0	0	88,889	8,888,900	245,000	109,854	45	2,450	1,057	43
Planning Communities (Not Included within District/Corridor/Center-above)																		
Downtown	1,072	0	0	0	0	0	0	0	0	150,000	0	0	151,072	0	0	50	0	0
Ventura Ave/Westside	7,086	0	0	0	0	0	27,000	0	0	0	0	0	34,086	0	0	238	0	0
Midtown	13,751	0	0	0	0	0	0	0	0	0	0	0	13,751	0	0	34	3	9
College (Telegraph/Loma Vista)	2,718	0	0	8,843	1,761	20	0	0	0	0	0	0	11,561	1,761	15	4	14	350
Telephone Road Corridor	0	0	0	54,785	0	0	0	0	0	0	0	0	54,785	0	0	256	0	0
Montalvo/Victoria	0	0	0	4,300	0	0	0	0	0	0	0	0	4,300	0	0	296	0	0
Saticoy/East End	7,950	56,102	706	5,600	0	0	0	0	0	0	0	0	13,550	56,102	414	840	170	20
Arundell	41,640	0	0	42,614	0	0	18,080	0	0	0	0	0	102,334	0	0	0	0	0
Olivas	7,160	0	0	7,066	0	0	390,053	0	0	0	0	0	404,279	0	0	0	0	0
Pierpont	0	912	91,200	0	0	0	0	0	0	0	0	0	0	912	0	0	0	0
Serra	0	0	0	0	1,000	100,000	0	0	0	0	0	0	0	1,000	0	0	232	0
Thille	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	120	0
Wells	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Westside	0	1,165	0	0	5,960	596,000	0	0	0	0	0	0	0	7,125	0	0	71	0
Subtotal (Planning Communities)	81,377	58,179	71	123,208	8,721	7	435,133	0	0	150,000	0	0	789,718	66,900	8	1,718	610	36
TOTAL	1,241,377	371,539	30	1,213,208	123,013	10	2,235,133	554,220	25	530,000	280,689	53	5,219,718	1,329,461	25	8,318	2,886	35

ATTACHMENT D

**2005 GENERAL PLAN--TABLE
3-2. PREDICTED
DEVELOPMENT**

THIS PAGE INTENTIONALLY LEFT BLANK

CHAPTER 3

Table 3-2. Predicted Development Intensity & Pattern	Residential Development (units)	Non-Residential Development (square feet)				Total
		Retail	Office	Industrial	Hotel	
DISTRICTS						
Upper North Avenue	100	10,000	50,000	150,000	-	210,000
North Avenue	50	10,000	50,000	250,000	-	310,000
Downtown Specific Plan	1,600	100,000	200,000	-	150,000	450,000
Pacific View Mall	25	25,000	-	-	-	25,000
Harbor	300	315,000	-	-	230,000	545,000
Arundell	200	25,000	300,000	1,000,000	-	1,325,000
North Bank	50	300,000	50,000	300,000	-	650,000
Montalvo	50	-	50,000	25,000	-	75,000
Saticoy	50	-	-	25,000	-	25,000
Subtotals (Districts)	2,425	785,000	700,000	1,750,000	380,000	3,615,000
CORRIDORS						
Ventura Avenue	800	40,000	100,000	50,000	-	190,000
Main Street	100	15,000	40,000	-	-	55,000
Thompson Boulevard	300	15,000	40,000	-	-	55,000
Loma Vista Road	25	15,000	40,000	-	-	55,000
Telegraph Road	250	15,000	40,000	-	-	55,000
Victoria Avenue	50	15,000	40,000	-	-	55,000
Johnson Drive	150	50,000	20,000	-	-	70,000
Wells Road	50	15,000	20,000	-	-	35,000
Subtotals (Corridors)	1,725	180,000	340,000	50,000	0	570,000
SPHERE OF INFLUENCE (SOI)/OTHER INFILL/NEIGHBORHOOD CENTERS						
101/126 Agriculture	200	-	-	-	-	-
Wells/Saticoy	1,050	-	-	-	-	-
Pierpont	100	30,000	-	-	-	30,000
Other Neighborhood Centers	100	-	-	-	-	-
Second Units	300	-	-	-	-	-
Underutilized	250	-	-	-	-	-
Vacant	450	165,000	50,000	-	-	215,000
Subtotals (Other Infill)	2,450	195,000	50,000	0	0	245,000
TOTAL INFILL	6,600	1,160,000	1,090,000	1,800,000	380,000	4,430,000
PLANNED AND PENDING DEVELOPMENTS						
Downtown	50	1,072	-	-	150,000	151,072
Ventura Avenue/Westside	238	7,086	-	27,000	-	34,086
Midtown	34	13,751	-	-	-	13,751
College (Telegraph/Loma Vista)	4	2,718	8,843	-	-	11,567
Telephone Road Corridor	256	-	54,785	-	-	54,785
Montalvo/Victoria	296	-	4,300	-	-	4,300
Saticoy/East End	840	7,950	5,600	-	-	13,550
Arundell	-	41,640	42,614	18,080	-	102,334
Olivas	-	7,160	7,066	390,053	-	404,279
Subtotals (Planned/Pending)	1,718	81,377	123,214	435,133	150,000	789,724
TOTAL (Infill+SOI/Other+Pending)	8,318	1,241,377	1,213,214	2,235,133	530,000	5,219,724