CITY OF VENTURA

ADMINISTRATIVE REPORT

Date: March 26, 2012

Agenda Item No.: **Advance 2**

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: IMPLEMENTATION STRATEGY FOR 2005 GENERAL PLAN ACTION POTENTIAL EXPANSION AREAS (PEAS) (REPORT NO. 2 OF 3)**

RECOMMENDATIONS

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

a. Receive a presentation and review 2005 Potential Expansion Area (PEA) considerations and evaluate a PEA strategy.
b. Adopt a "Jobs First" policy for consideration of Potential Expansion Areas
c. Adopt a "Long-term Community Enhancement" Planning Initiative
d. Direct staff to return with the PEA strategy for formal Council adoption.

PREVIOUS AGENCY ACTION

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

January 24, 2011, Council appropriated funds for completion of the Westside Community Plan and Development Code, associated special studies and civic engagement efforts and also provided direction to reduce the Westside Community Planning Area boundary to the existing city limits.

SUMMARY

One purpose of this segment of the general plan workshop is a forward-looking discussion of a Potential Expansion Area (PEA) strategy, including a two-tier approach for processing individual project requests based upon prioritized criteria, and for completion via a comprehensive planning approach as part of possible 2015 General Plan Update.

DISCUSSION

This report provides an overview of the Potential Expansion Areas (PEAs) as a policy consideration of the 2005 Ventura General Plan and analyzed in the 2005 General Plan Environmental Impact Report, where the General Plan directed formulation of a strategy for future expansion of the City.

1) PEAS Background: General Plan Policy Base

While 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, it acknowledges that the *"Infill First"* strategy may need to be supplemented by expansion into areas outside the City limits. Thus the General Plan calls for formulation of a long-term expansion strategy for prioritizing designated Potential Expansion Areas (PEAs) for incorporation and development. The 2005 General Plan preparation included analysis of Potential Expansion Areas (PEAs) and adopted *Action 3.26,* which calls for establishing a system for prioritizing areas for controlled growth and encouraged growth. Based on public input, the future PEAs strategy was to be formulated to prioritize development based on community values and infrastructure potential. The bulk of analysis for potential strategies for consideration is outlined via the scenario analysis contained within the 2005 General Plan Final Environmental Impact Report (FEIR), located at the following link: http://www.cityofventura.net/files/file/comm-develop/ventura_general_plan_feir_2005.pdf (Attachment A).

To the extent that five scenarios were established during environmental analysis of the General Plan, and those scenarios are various redistributions of land use, including public and parks space among the several PEAs, it is assumed the reevaluation of the *Infill First Strategy* would necessarily involve a selection among the various scenarios based on which land use was felt by the City to present the highest need. Toward this end, the 2005 GP FEIR project description includes five scenarios beyond the "Infill Only" description that analyzed the PEAs in various combinations to demonstrate alternate configurations/distributions of additional growth. The PEAs analyzed in combination include North Avenue, Olivas, Serra, Poinsettia and Western Canada Large (see map in Attachment B).

Existing PEA Analysis

This 2005 FEIR analysis of reasonably foreseeable combinations was meant to facilitate the ultimate adoption and necessary general plan amendments that would arise upon formulation of a long-range expansion plan and subsequent inclusion in the General Plan diagram and policies. Each scenario provides a variation of land uses and acreage relative to the combination of PEAs and amount of acreage the resulting development (residential, retail and office) would yield given desired planning factors for community benefits, such as major public infrastructure, public space, trails and parks etc. An important point to note

regarding the scenarios is that while the overall acreage remains the same for each scenario, they vary in the amount of land they assume for public uses and open space based on overall development capacity of the chosen PEA combination. Thus the analysis of any one PEA does not stand apart from its specified scenario and could not be broken apart geographically and taken as an isolated set of impacts. In other words, Council could not just select a PEA and directly amend the General Plan. Further analysis, including environmental assessment, and public review would be necessary.

PEAs Update

Since adoption of the General Plan, several areas previously thought to be the most appropriate for development and the first priority for incorporation into the City have become subject to development constraints not previously considered:

- The North Avenue PEA, previously attached to the Westside and North Avenue Community Planning Area was dropped by City Council in January 2011 for consideration as a part of the Community Planning Area, as was the larger eastern Canada Larga Canyon expansion proposal. This Council direction was due to review of a market demand and fiscal impact report for the study area and substantial public comment expressing concern over proposed city expansion in these two locations. Since the city can no longer benefit from the catalytic investment previously allowed under the former California Redevelopment Law, a specific "RDA" economic finance tool considered as implementation strategy tied to North Avenue, this PEA is now even less viable.
- The Olivas PEA has natural planning constraints inherent to the site such as its location within the Coastal Zone, flood zone and proximity to regional agricultural resources of the Oxnard Plain.

A reevaluation of priorities for incorporation of the PEAs is both timely and necessary. Such an analysis points toward a comprehensive consideration of the "Poinsettia" and "Serra" PEAs as a north/south band of long-term future growth, phased-in during the term of the General Plan Update (2015-2025.) No pre-judgment is made for the outcome of such a process. The 2015 General Plan might envision future development of all, some or none of the Poinsettia/Serra study area.

2) Proposed Tiered PEA Strategy

Implementing the General Plan directive to adopt a strategy for the PEAs can be divided into two tiers. The first would be a policy for handling of requests for consideration of PEA incorporation submitted under the 2005 General Plan by developer(s) which require Council to develop and establish criteria (such as those utilized for infill General Plan Amendments.) The second tier would actually select PEA(s) for City-initiated future development consideration as part of the 2015 General Plan Update. Such an effort would require SOAR votes and required community design work to complete. The first tier is

described as a "Jobs First" Policy. The second tier is described as "Long-term Community Enhancement" Planning Initiative.

"Jobs First": Policy for processing General Plan amendments project by project within the PEAs under the 2005 General Plan

The adoption of the "Infill First Strategy" in the 2005 General Plan postponed consideration of the Proposed Expansion Areas considered during the General Plan update process. It was anticipated that criteria for addressing those PEAs would follow the adoption of the General Plan. To complete this commitment, a formal administrative procedure for pre-screening conceptual descriptions would need to be established, similar to that of General Plan Amendment pre-screen applications submitted for City Council consideration from time to time. In that process, individual property owner(s) may file for a General Plan Amendment Prescreen, where both Planning Commission and Council would authorize the filing for legislative land use amendments based upon established criteria. Staff has briefly used those criteria, recently updated by the Council in July 2011, as a basis for creating PEA expansion criteria. Given the inventory of more than 2,000 entitled and unbuilt homes and the 2005 General Plan's emphasis on high-value, high wage jobs as the basis for "Our Prosperous Community," the "pass/fail" initial criteria would be that any proposed annexation would primarily facilitate additional high-wage, high-value employment to the City's economic base.

Criteria Factor 1 - City economic goals and strategy factor:

The project prioritizes City economic goals and strategies by demonstrating the potential to create a dense number of employees per acre of high-value, high-wage jobs in markets such as biotechnology, computer software, communications, entertainment, multimedia, education, and business and financial services located in a business industrial park, general manufacturing or commercial office proposal.

The basis for Criteria Factor 1 above is Council's directive for economic development of the city, specifically as noted in 2005 General Plan Policy Goal for Our Prosperous Community, which states,

> *"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."*

Criteria Factors 2 – In addition, the Council approach to evaluation of PEAs, could include those taken from general comprehensive planning practice as well as existing City criteria for pre-screening General Plan Amendments per Resolution No. 2011-040, revised and adopted on July 18, 2011. Examples of such criteria, modified for PEAs, include:

1. Proximity to existing supporting land uses: residential – medical, retail, office, transit linkage, existing infrastructure; non-residential – existing supporting infrastructure, proximity to related and support businesses
2. Provision of public amenities: transit linkage; parks; open space;
3. Potential compatibility with either existing or planned land uses in the area of the proposed amendment;
4. Potential conformance with other City Council adopted policies;
5. Potential conformance to City Council direction over the past 24 months;
6. External regulatory, economic, social or environmental conditions which may warrant pursuit of a PEA area;
7. Relative score and likelihood of success at annexation through LAFCO criteria such as: population, topography, land area and land use, valuation, drainage, necessary community services etc.

Analysis of any proposal should be compared to any of the scenario descriptions included in the 2005 General Plan FEIR to assess its fit with the current general plan analysis and the ability for the project to be supported by current infrastructure capacity or what level of infrastructure improvements (roads, utilities and parks and other community amenities) the developer would fund or construct. Where these proposals may fall short of assumptions already in place, the project-by-project strategy will require a new round of environmental analysis, policies and criteria on which to amend one or more of the PEAs into the General Plan.

2015 General Plan Update – ***"Long-term Community Enhancement" Planning Initiative***

The second phase of Potential Expansion Area analysis would comprise a policy-based approach that begins anew. It would prioritize the City's future goals for Ventura's long-term growth. It would focus on important community amenities (including parks and schools) and strengthening Ventura's tax base (with business employment and commercial shopping/service nodes) from the ground up. Based upon the above analysis that Poinsettia and Serra PEAs are best suited for the next phase of long-term community development, planning comprehensively for both areas as a whole would serve the City as an "*Infill Strategy 2.0*", looking within our City's sphere of influence for community development, yet still protecting our hillsides and the surrounding, regional agricultural resources. In staff's analysis, this comprehensive approach of the PEA strategy provides for the full range of public improvements and community benefits to be assessed and integrated into the existing, adjacent neighborhoods, and could be tied to land use adjustments as part of a 2015 General Plan Update. The Tier II approach also puts the City in the lead in this public policy dialogue rather than being reactive to multiple individual landowners seeking changed land use designations. At this comprehensive scale and through a robust civic engagement process, the community would be in the driver's seat to coherently plan long-term growth and achieve neighborhood and citywide amenities and benefits (as opposed to developer-initiated projects.) Further, the effort would allow the community dialogue to occur in conjunction with a citywide community dialogue and policy discussions and not limited to this specific geographic area. Such an effort would be

concurrent with and folded into the General Plan Update process (see Report No. 3 of the workshop agenda).

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.

PUBLIC COMMUNICATIONS / PUBLIC ENGAGEMENT

The Community Development Director has attended various stakeholder and Community Council meetings during the past three months to begin to engage the public in discussions regarding the status of the General Plan and the possible future General Plan Update. In particular, discussions have occurred with Ventura Citizens for Hillside Preservation, the Farm Bureau and members of the SOAR Board. Other stakeholder groups have been informed of the City's efforts to frame a PEA policy discussion as part of the General Plan Status Report workshop and a staff recommendation as part of 2015 General Plan update (refer also to Report No. 3 of this workshop agenda).

FISCAL IMPACTS

No fiscal impacts are associated with this Administrative Report; however, future general plan amendments necessary to address one or more of the PEAs would have fiscal impacts. Under the PEA "Jobs First" project by project approach, legislative land use changes, proportional share of infrastructure and community benefits, and development entitlement would be paid for by property owners subject to the PEA. With the PEA "Long-term Community Enhancement" comprehensive policy approach, Community Development would identify those fiscal impacts if Council formalizes future considerations for a 2015 General Plan Update, including processing timeframes for SOAR requirements.

ALTERNATIVES

Based upon the workshop discussion of the PEA strategy, Council could decide in favor of the "project by project" (Tier I), and decline the holistic approach proposed as part of the 2015 General Plan Update. The implication of this alternative is individual property owners would file for a General Plan Amendment (GPA) Prescreen in order for Council to consider the merits of their proposal. The criteria to evaluate each individual proposal would be either through application of Council's previously adopted GPA Prescreen Resolution 2011-040, or evaluation by other criteria as determined through this workshop, and formally adopted as noted above in this Report Recommendation.

Prepared by Margaret Ide, Associate Planner
For Dave Ward, Planning Manager

Jeffrey Lambert, AICP
Community Development Director

FORWARDED TO THE AGENCY

Rick Cole

Office of the City Manager

ATTACHMENTS

A. 2005 General Plan FEIR Potential Expansion Area Land Use Scenarios
B. Map of 2005 Potential Expansion Areas
C. Property Owner Letters of Interest for General Plan Amendments

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ATTACHMENT A

2005 GENERAL PLAN FEIR
POTENTIAL EXPANSION AREA
LAND USE SCENARIOS

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Appendix C

Project Description Information

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Intensification/Reuse Only (Scenario 1)

	Residential Development (units)	Non-Residential Development (square feet)				
		Retail	Office	Industrial	Hotel	Total
Districts						
Upper North Avenue	100	10,000	60,000	150,000		210,000
North Avenue	50	10,000	50,000	250,000		310,000
Downtown	1,600	100,000	200,000		150,000	450,000
Pacific View Mall	25	25,000	0			25,000
Harbor	300	66,000			150,000	216,000
Arundell	200	25,000	300,000	1,000,000		1,325,000
Auto Center	50	300,000	50,000	300,000		650,000
Metrolink	50		50,000	25,000		75,000
Saticoy	50	0		25,000		25,000
Subtotals (Districts)	**2,425**	**536,000**	**700,000**	**1,750,000**	**300,000**	**3,286,000**
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**
SOI/Other Infill						
101/126 Agriculture	200					0
Wells/Saticoy	1,050					0
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**
Totals (Intensification/Reuse)	**6,600**	**911,000**	**1,090,000**	**1,800,000**	**300,000**	**4,101,000**
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	8,849			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**
Totals (Intensification + Expansion + Pending)	**8,318**	**992,377**	**1,213,214**	**2,235,133**	**450,000**	**4,890,724**

Notes:

1. Overall residential growth is based on 0.88% annual growth through 2025. Overall non-residential growth is based on estimates provided by Stanley R. Hoffman Associates, Inc. All unit and square footage numbers are estimates of how future growth may be distributed based on available land, local land use practices, and recent Council and community direction and preferences. All figures are for analytical purposes only. The actual distribution of future growth in the City may vary based on market forces and other factors. Both the districts/corridors and expansion areas could accommodate more development and/or a different mix of development.

2. The distribution of growth in the districts and corridors is based on the following general assumptions: (a) The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth; (b) the Arundell, North Avenue, and Upper North Avenue areas will be the focus of future industrial growth; (c) other districts and corridors will not be the focus of growth, but will accommodate a certain amount of growth over time. When possible, knowledge of possible future plans or land availability has been used to estimate future growth. For example, the estimates of growth in the Downtown and Harbor Districts are based on the Downtown Specific Plan and Master Plan and staff knowledge of likely projects. Growth estimates for the Arundell community consider the likely development of the 75-acre McGrath property with a mix of uses and development of other vacant lands. Growth estimates for the Auto Center area consider the possibility of a "big box" retailer in that area.

3. Estimates of growth in the SOI/Other Infill sites are based on the following general assumptions: (a) 101/126 Orchard site will develop similarly to a project recently proposed for that site; (b) Wells/Saticoy sites will develop in accordance with ongoing planning efforts for these areas; (c) the Pierpont area will develop generally in accordance with a conceptual project recently considered by the City; (d) Second Units will be added at a rate of 15/year; (e) roughly half of underutilized lands identified in the Housing Element will be re-developed over the next 20 years; (f) all vacant lands outside the districts and corridors will be developed in accordance with the proposed land use designations.

4. Planned and Pending Developments based upon the City's 2004 Planning and Pending Developments list. Building areas do not include self storage facilities.

5. Expansion area totals are conceptual estimates that encompass a mix of uses and residential densities.

6. The following potential projects not included in the 2004 Planned and Pending Developments list have been included in the future development totals: (1) 150,000 square feet of industrial development in the Auto Center area; (2) 165,000 square feet of retail development along Wells Road in the Saticoy area; (3) 50,000 square feet of office development on a 3.5-acre site along Ralston Drive. The Auto Center industrial project is included in the Auto Center district; the other two projects are included in the "vacant" category. The square footage associated with these projects has been added to the projections of future growth to provide a "worst-case" analysis of possible future impacts.

Intensification/Reuse + N. Avenue + Olivas + Serra (Scenario 2)

	Residential Development (units)	Non-Residential Development (square feet)				
		Retail	Office	Industrial	Hotel	Total
Districts						
Upper North Avenue	100	10,000	50,000	200,000		260,000
North Avenue	50	10,000	50,000	400,000		460,000
Downtown	1,800	100,000	200,000		150,000	450,000
Pacific View Mall	25	25,000	0			25,000
Harbor	300	66,000			150,000	216,000
Arundell	200	25,000	300,000	1,200,000		1,525,000
Auto Center	50	300,000	50,000	300,000		650,000
Metrolink	50		50,000	50,000		100,000
Saticoy	50	0		75,000		75,000
Subtotals (Districts)	**2,425**	**536,000**	**700,000**	**2,225,000**	**300,000**	**3,761,000**
Corridors						
Ventura Avenue	800	40,000	100,000	100,000		240,000
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**	**100,000**	**0**	**620,000**
SOI/Other Infill						
101/126 Agriculture	200					0
Wells/Saticoy	1,050					0
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**
Totals (Intensification/Reuse)	**6,600**	**911,000**	**1,090,000**	**2,325,000**	**300,000**	**4,626,000**
Expansion Areas						
North Avenue	176	18,295				18,295
Olivas	1,484	109,771	439,085			548,856
Serra	1,042	91,476	256,133			347,609
Canada Larga						
Poinsettia						
Subtotals (Expansion)	**2,702**	**219,542**	**695,218**	**0**	**0**	**914,760**
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	8,849			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**
Totals (Intensification + Expansion + Pending)	**11,020**	**1,211,919**	**1,908,432**	**2,760,133**	**450,000**	**6,330,484**

Notes:

1. Overall residential growth is based on 1.14% annual growth through 2025. Overall non-residential growth is based on estimates provided by Stanley R. Hoffman Associates, Inc. All unit and square footage numbers are estimates of how future growth may be distributed based on available land, local land use practices, and recent Council and community direction and preferences. All figures are for analytical purposes only. The actual distribution of future growth in the City may vary based on market forces and other factors. Both the districts/corridors and expansion areas could accommodate more development and/or a different mix of development.

2. The distribution of growth in the districts and corridors is based on the following general assumptions: (a) The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth; (b) the Arundell, North Avenue, and Upper North Avenue areas will be the focus of future industrial growth; (c) other districts and corridors will not be the focus of growth, but will accommodate a certain amount of growth over time. When possible, knowledge of possible future plans or land availability has been used to estimate future growth. For example, the estimates of growth in the Downtown and Harbor Districts are based on the Downtown Specific Plan and Master Plan and staff knowledge of likely projects. Growth estimates for the Arundell community consider the likely development of the 75-acre McGrath property with a mix of uses and development of other vacant lands. Growth estimates for the Auto Center area consider the possibility of a "big box" retailer in that area.

3. Estimates of growth in the SOI/Other Infill sites are based on the following general assumptions: (a) 101/126 Orchard site will develop similarly to a project recently proposed for that site; (b) Wells/Saticoy sites will develop in accordance with ongoing planning efforts for those areas; (c) the Pierpont area will develop generally in accordance with a conceptual project recently considered by the City; (d) Second Units will be added at a rate of 15/year; (e) roughly half of underutilized lands identified in the Housing Element will be re-developed over the next 20 years; (f) all vacant lands outside the districts and corridors will be developed in accordance with the proposed land use designations.

4. Planned and Pending Developments based upon the City's 2004 Planning and Pending Developments list. Building areas do not include self storage facilities.

5. Expansion area totals are conceptual estimates that encompass a mix of uses and residential densities.

6. The following potential projects not included in the 2004 Planned and Pending Developments list have been included in the future development totals: (1) 160,000 square feet of industrial development in the Auto Center area; (2) 165,000 square feet of retail development along Wells Road in the Saticoy area; (3) 50,000 square feet of office development on a 3.5-acre site along Ralston Drive. The Auto Center industrial project is included in the Auto Center district; the other two projects are included in the "vacant" category. The square footage associated with these projects has been added to the projections of future growth to provide a "worst-case" analysis of possible future impacts.

Intensification/Reuse + North Avenue + Olivas (Scenario 3)

	Residential Development (units)	Non-Residential Development (square feet)				
		Retail	Office	Industrial	Hotel	Total
Districts						
Upper North Avenue	100	10,000	50,000	200,000		260,000
North Avenue	50	10,000	50,000	400,000		460,000
Downtown	1,600	100,000	200,000		150,000	450,000
Pacific View Mall	25	25,000	0			25,000
Harbor	300	66,000			150,000	216,000
Arundell	200	25,000	300,000	1,200,000		1,525,000
Auto Center	50	300,000	50,000	300,000		650,000
Metrolink	50		50,000	50,000		100,000
Saticoy	50	0		75,000		75,000
Subtotals (Districts)	**2,425**	**536,000**	**700,000**	**2,225,000**	**300,000**	**3,761,000**
Corridors						
Ventura Avenue	800	40,000	100,000	100,000		240,000
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**	**100,000**	**0**	**620,000**
SOI/Other Infill						
101/126 Agriculture	200					0
Wells/Saticoy	1,050					0
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**
Totals (Intensification/Reuse)	**6,600**	**911,000**	**1,090,000**	**2,325,000**	**300,000**	**4,626,000**
Expansion Areas						
North Avenue	322	36,590	54,886			91,476
Olivas	2,394	182,952	640,332			823,284
Serra						
Canada Larga						
Poinsettia						
Subtotals (Expansion)	**2,716**	**219,542**	**695,218**	**0**	**0**	**914,760**
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	8,849			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
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Subtotals (Planned/Pending)	**1,718**	**81,377**	**123,214**	**435,133**	**150,000**	**789,724**
Totals (Intensification + Expansion + Pending)	**11,034**	**1,211,919**	**1,908,432**	**2,760,133**	**450,000**	**6,330,484**

Notes:

1. Overall residential growth is based on 1.14% annual growth through 2025. Overall non-residential growth is based on estimates provided by Stanley R. Hoffman Associates, Inc. All unit and square footage numbers are estimates of how future growth may be distributed based on available land, local land use practices, and recent Council and community direction and preferences. All figures are for analytical purposes only. The actual distribution of future growth in the City may vary based on market forces and other factors. Both the districts/corridors and expansion areas could accommodate more development and/or a different mix of development.

2. The distribution of growth in the districts and corridors is based on the following general assumptions: (a) The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth; (b) the Arundell, North Avenue, and Upper North Avenue areas will be the focus of future industrial growth; (c) other districts and corridors will not be the focus of growth, but will accommodate a certain amount of growth over time. When possible, knowledge of possible future plans or land availability has been used to estimate future growth. For example, the estimates of growth in the Downtown and Harbor Districts are based on the Downtown Specific Plan and Master Plan and staff knowledge of likely projects. Growth estimates for the Arundell community consider the likely development of the 75-acre McGrath property with a mix of uses and development of other vacant lands. Growth estimates for the Auto Center area consider the possibility of a "big box" retailer in that area.

3. Estimates of growth in the SOI/Other Infill sites are based on the following general assumptions: (a) 101/126 Orchard site will develop similarly to a project recently proposed for that site; (b) Wells/Saticoy sites will develop in accordance with ongoing planning efforts for those areas; (c) the Pierpont area will develop generally in accordance with a conceptual project recently considered by the City; (d) Second Units will be added at a rate of 15/year; (e) roughly half of underutilized lands identified in the Housing Element will be re-developed over the next 20 years; (f) all vacant lands outside the districts and corridors will be developed in accordance with the proposed land use designations.

4. Planned and Pending Developments based upon the City's 2004 Planning and Pending Developments list. Building areas do not include self storage facilities.

5. Expansion area totals are conceptual estimates that encompass a mix of uses and residential densities.

6. The following potential projects not included in the 2004 Planned and Pending Developments list have been included in the future development totals: (1) 150,000 square feet of industrial development in the Auto Center area; (2) 165,000 square feet of retail development along Wells Road in the Saticoy area; (3) 50,000 square feet of office development on a 3.5-acre site along Ralston Drive. The Auto Center industrial project is included in the Auto Center district; the other two projects are included in the "vacant" category. The square footage associated with these projects has been added to the projections of future growth to provide a "worst-case" analysis of possible future impacts.

Intensification/Reuse + North Avenue + Serra (Scenario 4)

	Residential Development (units)	Non-Residential Development (square feet)				
		Retail	Office	Industrial	Hotel	Total
Districts						
Upper North Avenue	100	10,000	50,000	200,000		260,000
North Avenue	50	10,000	50,000	400,000		460,000
Downtown	1,600	100,000	200,000		150,000	450,000
Pacific View Mall	25	25,000	0			25,000
Harbor	300	66,000			150,000	216,000
Arundell	200	25,000	300,000	1,200,000		1,525,000
Auto Center	50	300,000	50,000	300,000		650,000
Metrolink	50		50,000	50,000		100,000
Saticoy	50	0		75,000		75,000
Subtotals (Districts)	**2,425**	**536,000**	**700,000**	**2,225,000**	**300,000**	**3,761,000**
Corridors						
Ventura Avenue	800	40,000	100,000	100,000		240,000
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**	**100,000**	**0**	**620,000**
SOI/Other Infill						
101/126 Agriculture	200					0
Wells/Saticoy	1,050					0
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**
Totals (Intensification/Reuse)	**6,600**	**911,000**	**1,090,000**	**2,325,000**	**300,000**	**4,626,000**
Expansion Areas						
North Avenue	322	36,590	54,886			91,476
Olivas						0
Serra	2,380	182,952	640,332			823,284
Canada Larga						
Poinsettia						
Subtotals (Expansion)	**2,702**	**219,542**	**695,218**	**0**	**0**	**914,760**
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	8,849			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		41,840	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**
Totals (Intensification + Expansion + Pending)	**11,020**	**1,211,919**	**1,908,432**	**2,760,133**	**450,000**	**6,330,484**

Notes:

1. Overall residential growth is based on 1.14% annual growth through 2025. Overall non-residential growth is based on estimates provided by Stanley R. Hoffman Associates, Inc. All unit and square footage numbers are estimates of how future growth may be distributed based on available land, local land use practices, and recent Council and community direction and preferences. All figures are for analytical purposes only. The actual distribution of future growth in the City may vary based on market forces and other factors. Both the districts/corridors and expansion areas could accommodate more development and/or a different mix of development.

2. The distribution of growth in the districts and corridors is based on the following general assumptions: (a) The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth; (b) the Arundell, North Avenue, and Upper North Avenue areas will be the focus of future industrial growth; (c) other districts and corridors will not be the focus of growth, but will accommodate a certain amount of growth over time. When possible, knowledge of possible future plans or land availability has been used to estimate future growth. For example, the estimates of growth in the Downtown and Harbor Districts are based on the Downtown Specific Plan and Master Plan and staff knowledge of likely projects. Growth estimates for the Arundell community consider the likely development of the 75-acre McGrath property with a mix of uses and development of other vacant lands. Growth estimates for the Auto Center area consider the possibility of a "big box" retailer in that area.

3. Estimates of growth in the SOI/Other Infill sites are based on the following general assumptions: (a) 101/126 Orchard site will develop similarly to a project recently proposed for that site; (b) Wells/Saticoy sites will develop in accordance with ongoing planning efforts for those areas; (c) the Pierpont area will develop generally in accordance with a conceptual project recently considered by the City; (d) Second Units will be added at a rate of 15/year; (e) roughly half of underutilized lands identified in the Housing Element will be re-developed over the next 20 years; (f) all vacant lands outside the districts and corridors will be developed in accordance with the proposed land use designations.

4. Planned and Pending Developments based upon the City's 2004 Planning and Pending Developments list. Building areas do not include self storage facilities.

5. Expansion area totals are conceptual estimates that encompass a mix of uses and residential densities.

6. The following potential projects not included in the 2004 Planned and Pending Developments list have been included in the future development totals: (1) 150,000 square feet of industrial development in the Auto Center area; (2) 165,000 square feet of retail development along Wells Road in the Saticoy area; (3) 50,000 square feet of office development on a 3.5-acre site along Ralston Drive. The Auto Center industrial project is included in the Auto Center district; the other two projects are included in the "vacant" category. The square footage associated with these projects has been added to the projections of future growth to provide a "worst-case" analysis of possible future impacts.

Intensification/Reuse + North Avenue + W. Canada Larga (Scenario 5)

	Residential Development (units)	Non-Residential Development				
		Retail	Office	Industrial	Hotel	Total
Districts						
Upper North Avenue	100	10,000	50,000	200,000		260,000
North Avenue	50	10,000	50,000	400,000		460,000
Downtown	1,600	100,000	200,000		150,000	450,000
Pacific View Mall	25	25,000	0			25,000
Harbor	300	66,000			150,000	216,000
Arundell	200	25,000	300,000	1,200,000		1,525,000
Auto Center	50	300,000	50,000	300,000		650,000
Metrolink	50		50,000	50,000		100,000
Saticoy	50	0		75,000		75,000
Subtotals (Districts)	**2,425**	**536,000**	**700,000**	**2,225,000**	**300,000**	**3,761,000**
Corridors						
Ventura Avenue	800	40,000	100,000	100,000		240,000
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**	**100,000**	**0**	**620,000**
SOI/Other Infill						
101/126 Agriculture	200					0
Wells/Saticoy	1,050					0
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**
Totals (Intensification/Reuse)	**6,600**	**911,000**	**1,090,000**	**2,325,000**	**300,000**	**4,626,000**
Expansion Areas						
North Avenue	979	91,476	219,542			311,018
Olivas						0
Serra						
Canada Larga	1,728	109,771	439,085			548,856
Poinsettia						
Subtotals (Expansion)	**2,707**	**201,247**	**658,627**	**0**	**0**	**859,874**
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	8,849			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**
Totals (Intensification + Expansion + Pending)	**11,025**	**1,193,624**	**1,871,841**	**2,760,133**	**450,000**	**6,275,598**

Notes:

1. Overall residential growth is based on 1.14% annual growth through 2025. Overall non-residential growth is based on estimates provided by Stanley R. Hoffman Associates, Inc. All unit and square footage numbers are estimates of how future growth may be distributed based on available land, local land use practices, and recent Council and community direction and preferences. All figures are for analytical purposes only. The actual distribution of future growth in the City may vary based on market forces and other factors. Both the districts/corridors and expansion areas could accommodate more development and/or a different mix of development.

2. The distribution of growth in the districts and corridors is based on the following general assumptions: (a) The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth; (b) the Arundell, North Avenue, and Upper North Avenue areas will be the focus of future industrial growth; (c) other districts and corridors will not be the focus of growth, but will accommodate a certain amount of growth over time. When possible, knowledge of possible future plans or land availability has been used to estimate future growth. For example, the estimates of growth in the Downtown and Harbor Districts are based on the Downtown Specific Plan and Master Plan and staff knowledge of likely projects. Growth estimates for the Arundell community consider the likely development of the 75-acre McGrath property with a mix of uses and development of other vacant lands. Growth estimates for the Auto Center area consider the possibility of a "big box" retailer in that area.

3. Estimates of growth in the SOI/Other Infill sites are based on the following general assumptions: (a) 101/126 Orchard site will develop similarly to a project recently proposed for that site; (b) Wells/Saticoy sites will develop in accordance with ongoing planning efforts for those areas; (c) the Pierpont area will develop generally in accordance with a conceptual project recently considered by the City; (d) Second Units will be added at a rate of 15/year; (e) roughly half of underutilized lands identified in the Housing Element will be re-developed over the next 20 years; (f) all vacant lands outside the districts and corridors will be developed in accordance with the proposed land use designations.

4. Planned and Pending Developments based upon the City's 2004 Planning and Pending Developments list. Building areas do not include self storage facilities.

5. Expansion area totals are conceptual estimates that encompass a mix of uses and residential densities.

6. The following potential projects not included in the 2004 Planned and Pending Developments list have been included in the future development totals: (1) 150,000 square feet of industrial development in the Auto Center area; (2) 165,000 square feet of retail development along Wells Road in the Saticoy area; (3) 50,000 square feet of office development on a 3.5-acre site along Ralston Drive. The Auto Center industrial project is included in the Auto Center district; the other two projects are included in the "vacant" category. The square footage associated with these projects has been added to the projections of future growth to provide a "worst-case" analysis of possible future impacts.

Intensification/Reuse + North Avenue + Poinsettia (Scenario 6)

	Residential Development (units)	Non-Residential Development				
		Retail	Office	Industrial	Hotel	Total
Districts						
Upper North Avenue	100	10,000	50,000	200,000		260,000
North Avenue	50	10,000	50,000	400,000		460,000
Downtown	1,600	100,000	200,000		150,000	450,000
Pacific View Mall	25	25,000	0			25,000
Harbor	300	66,000			150,000	216,000
Arundell	200	25,000	300,000	1,200,000		1,525,000
Auto Center	50	300,000	50,000	300,000		650,000
Metrolink	50		50,000	50,000		100,000
Saticoy	50	0		75,000		75,000
Subtotals (Districts)	**2,425**	**536,000**	**700,000**	**2,225,000**	**300,000**	**3,761,000**
Corridors						
Ventura Avenue	800	40,000	100,000	100,000		240,000
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**	**100,000**	**0**	**620,000**
SOI/Other Infill						
101/126 Agriculture	200					0
Wells/Saticoy	1,050					0
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**
Totals (Intensification/Reuse)	**6,600**	**911,000**	**1,090,000**	**2,325,000**	**300,000**	**4,626,000**
Expansion Areas						
North Avenue	322	36,590	54,886			91,476
Olivas						0
Serra						
Canada Larga						
Poinsettia	2,380	182,952	640,332			823,284
Subtotals (Expansion)	**2,702**	**219,542**	**695,218**	**0**	**0**	**914,760**
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	8,849			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**
Totals (Intensification + Expansion + Pending)	**11,020**	**1,211,919**	**1,908,432**	**2,760,133**	**450,000**	**6,330,484**

Notes:

1. Overall residential growth is based on 1.14% annual growth through 2025. Overall non-residential growth is based on estimates provided by Stanley R. Hoffman Associates, Inc. All unit and square footage numbers are estimates of how future growth may be distributed based on available land, local land use practices, and recent Council and community direction and preferences. All figures are for analytical purposes only. The actual distribution of future growth in the City may vary based on market forces and other factors. Both the districts/corridors and expansion areas could accommodate more development and/or a different mix of development.

2. The distribution of growth in the districts and corridors is based on the following general assumptions: (a) The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth; (b) the Arundell, North Avenue, and Upper North Avenue areas will be the focus of future industrial growth; (c) other districts and corridors will not be the focus of growth, but will accommodate a certain amount of growth over time. When possible, knowledge of possible future plans or land availability has been used to estimate future growth. For example, the estimates of growth in the Downtown and Harbor Districts are based on the Downtown Specific Plan and Master Plan and staff knowledge of likely projects. Growth estimates for the Arundell community consider the likely development of the 75-acre McGrath property with a mix of uses and development of other vacant lands. Growth estimates for the Auto Center area consider the possibility of a "big box" retailer in that area.

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4. Planned and Pending Developments based upon the City's 2004 Planning and Pending Developments list. Building areas do not include self storage facilities.

5. Expansion area totals are conceptual estimates that encompass a mix of uses and residential densities.

6. The following potential projects not included in the 2004 Planned and Pending Developments list have been included in the future development totals: (1) 150,000 square feet of industrial development in the Auto Center area; (2) 165,000 square feet of retail development along Wells Road in the Saticoy area; (3) 50,000 square feet of office development on a 3.5-acre site along Ralston Drive. The Auto Center industrial project is included in the Auto Center district; the other two projects are included in the "vacant" category. The square footage associated with these projects has been added to the projections of future growth to provide a "worst-case" analysis of possible future impacts.

ATTACHMENT B

MAP OF 2005 POTENTIAL EXPANSION AREAS

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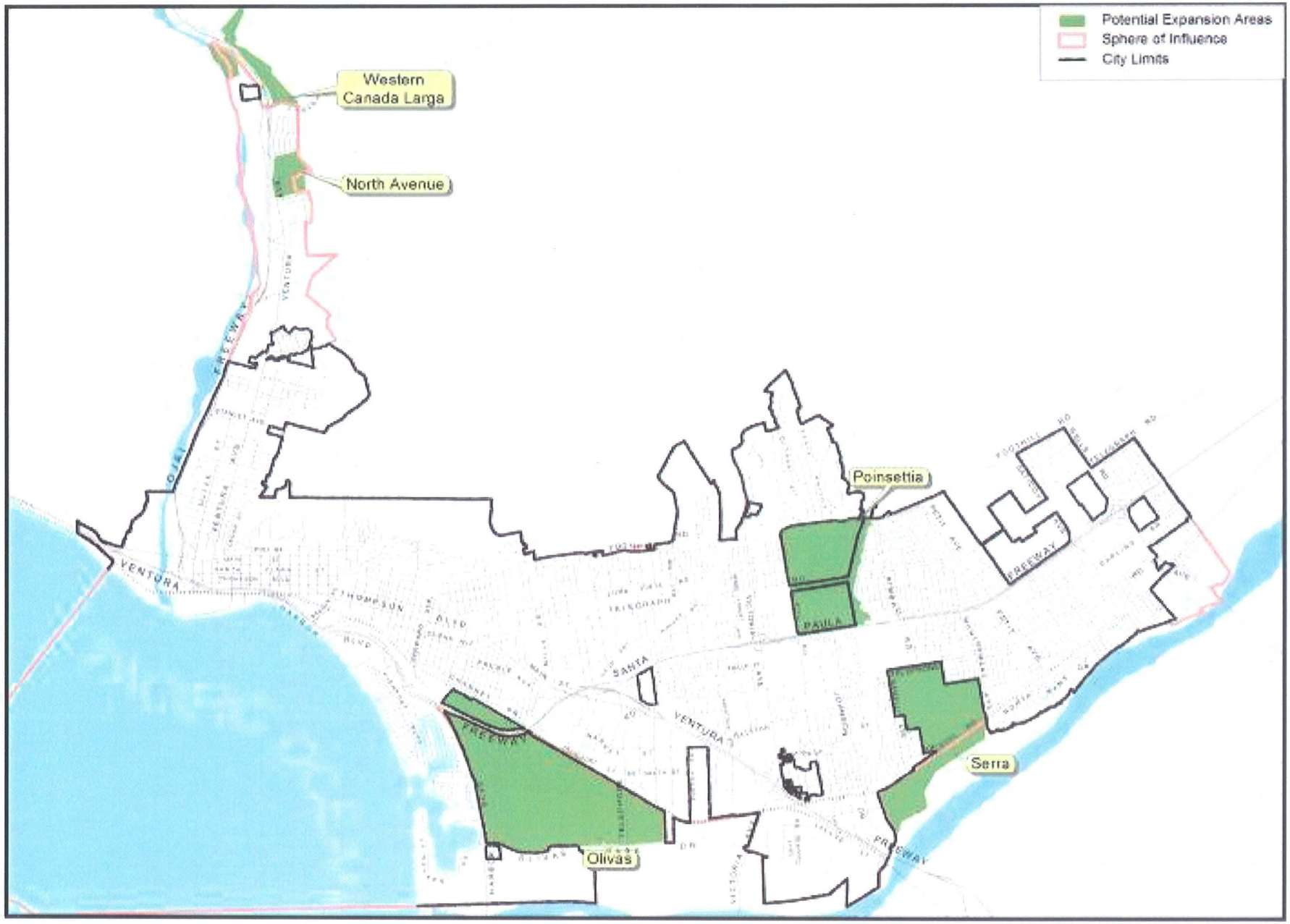
Potential Expansion Areas
Sphere of Influence
City Limits
Western Canada Larga
North Avenue
Poinsettia
Olivas
Serra
VENTURA
FREEWAY
THOMPSON
BLVD
SANTA
PAULA
VENTURA
FREEWAY

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ATTACHMENT C

PROPERTY OWNER LETTERS OF INTEREST FOR GENERAL PLAN AMENDMENTS

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Development Planning Services, Inc.
211 Village Commons Blvd., Suite 15
Camarillo, California 93012
805.484.8303 fax 805.484.8993
dps711@devplan.net

March 29, 2012

Mayor Mike Tracy
City Council
City of San Buenaventura
P.O. Box 99
Ventura, CA 93002

RE: General Plan Amendment Pre-Screen Process

Dear Mayor Tracy and Members of the City Council,

The Hiji family, owners of the 130 acres directly behind the Johnson Drive Cinemark 16 theaters, supports staff's recommendation to consider this property as the logical location for future infill.

BACKGROUND

When the General Plan was adopted in 2005, the City Council reviewed six possible expansion scenarios and selected the "Intensification/Reuse Only" option. The remaining scenarios consisted of various alternatives within the existing footprint of the city. All included the small North Avenue expansion area as the highest priority. However, the North Avenue expansion area was removed from the community planning process in 2011.

The Serra expansion area, including the Hiji property, was the next highest priority and was included in two of the scenarios. The City Council at that time analyzed a number of combinations but did not include a combination of the Serra and Poinsettia expansion areas.

Since the adoption of the General Plan the adjacent Johnson Drive commercial area has struggled financially and additional economic shocks are anticipated. Cinemark Theaters, the major retail draw, is relocating to Oxnard by the end of this year. The Casden property is in receivership and being sold and, according to commercial real estate brokers, this part of Johnson Drive has one of the highest retail vacancies in the county.

ECONOMIC DEVELOPMENT

Any planning effort should address the economic development of the eastern gateway to the city. Focus Area #1 is moving forward south of the freeway but these efforts could be undermined if visitors must drive through a mostly vacant, run-down commercial district as they exit the 101. Given limited city resources, the Hiji's planning team will work with the other area property owners to create an economic development strategy. Components of this strategy may include a permanent East Ventura multi-modal station, re-uses for the theater complex, a walkable mixed-use community, new park, bike and vehicular connections and other concepts that will provide public benefit in a well thought-out area plan.

PUBLIC BENEFIT

Ventura will receive substantial public benefit from moving forward with this concept. In addition to the new multi-modal station, extensive parks and trails, the proposed project will not only pay for itself but also add significantly to the city's budget. An independent fiscal impact analysis prepared by Illuminas Consulting shows that the Hiji project alone would generate $700,000 in net revenue annually to the General Fund after paying for all of its costs including new public safety personnel. This does not account for the potential benefits to the city generated by a revitalized commercial district.

The Hiji's, a local farming and philanthropic family, own the entire 130 acre property being requested for study. As a single entity, the Hiji's are able to fund and expedite the planning process and have a strong track record of delivering high-quality, community-supported projects.

Although we are ready to move forward immediately, we will work with staff as part of the larger study area now under consideration by the City Council. If the larger study area proves infeasible, we will request permission to proceed on a smaller, project-level scale that would include analysis of the existing Johnson Drive commercial area.

We look forward to working with staff and the community to plan a high-quality economic engine for this area and provide significant public benefit for Ventura.

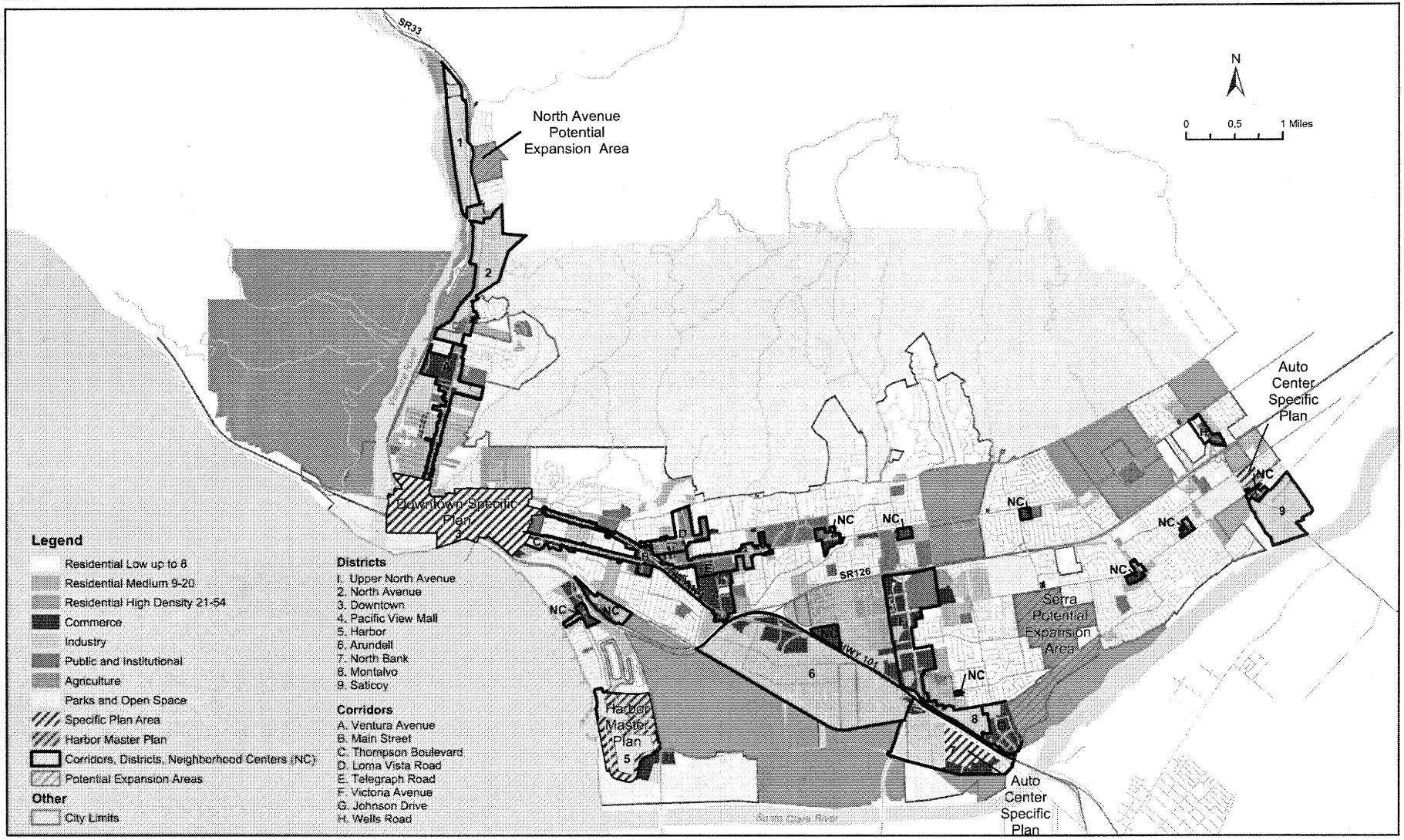
Thank you for your consideration.

Respectfully,

Dennis Hardgrave

c: Rick Cole, City Manager
Jeffrey Lambert, AICP, Community Development Director

HIJI PROPERTY



Source: City of Ventura Planning Department, August 2004.

Scenario 4 - Intensification/Reuse + North Avenue + Serra Figure 2-6

City of Ventura

LIMCO DEL MAR, LTD.

March 26, 2012

Mr. Jeffery Lambert

Mr. Dave Ward

City of Ventura

501 Poli Street

Ventura, Ca 93001

Gentleman,

This letter is in support of our property, Limco Del Mar, being included into discussions for the General Plan update for the City of Ventura. I have enclosed an aerial map outlining the property for your identification. In brief discussions with staff, early indications are that as a community we may be exploring possibilities of including our property for City infill planning. As an ongoing community partner, we applaud the effort to focus on practical solutions for the City of Ventura and its citizens in regard to looking into future needs for our community.

Limco Del Mar has been engaged with the City for over 50 years in discussions for development of this property and we look forward in the future lending support in any way we can to aid that progression. We look forward to an open dialog that blends the needs and desires for all in building a healthy and sustainable community.

Best Regards

Alex Teague

Sr. Vice President/COO

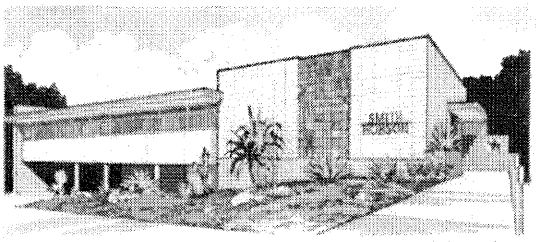
Limoneira Company

General Partner, Limco Del Mar LTD

1141 Cummings Road Santa Paula, CA 93060
Phone: (805) 525-5541 Fax: (805) 525-8211

Google earth

miles 3
km 5



R. H. SMITH FAMILY PROPERTIES, LLC

POST OFFICE BOX 25010 63 NORTH ASH ST.
VENTURA, CA 93002-2250 • PHONE 805-648-3363 • FAX 805-648-4603
E-mail • SmithHobson@Earthlink.net

March 28, 2012

Mr. Jeffrey Lambert
City of Ventura
501 Poli Street
Ventura CA 93001

Dear Mr. Lambert,

Thank you for informing us of the general plan update workshop scheduled for April 9th.

R. H. Smith Family Properties, LLC owns property located in the Serra community known as Potential Expansion Area 8. The property owners in the Serra community participated fully in the last general plan update process. A detailed analysis of the benefits and constraints to the community of this area was done as part of the previous process which can be provided and updated as needed.

We support the City's effort to update the general plan. We continue to believe that this area should be included within the city limits rather than remaining an agricultural island in the county. We look forward to working with the City and the community on an update to the general plan.

Sincerely

R.H. Smith Family Properties, LLC

Gregory H. Smith

Gregory H. Smith, Managing Member