

II. GOALS AND POLICIES



By collaborating with the public, other government agencies and private developers, the goals, policies and actions included in this chapter will be implemented to achieve the desired development and long-term vitality of our Downtown.

GOALS identify physical, economic and social ends that the community wishes to achieve.

POLICIES establish a basic course of action for decision-makers to follow that will fulfill the community's desired goals.

ACTIONS need to be undertaken by the City and partners to implement the policies.

The Downtown Specific Plan goals are assimilated from comments received during public charettes and workshops. For each goal, the eight planning principles used to guide the Specific Plan update process are identified. The goals and policies are intended to preserve the best of Ventura's unique and endearing qualities, while building upon and improving the Downtown's economic base to attract visitors, residents and businesses and establish around-the-clock activity. Each goal creates a sub-chapter of policies and actions organized as follows:

PLANNING GOALS

1. *VENTURA'S UNIQUE CHARACTER*
2. *CALIFORNIA'S NEW ART CITY*
3. *ANIMATING THE PUBLIC REALM*
4. *ECONOMIC VITALITY*
5. *HOUSING RENAISSANCE*
6. *MOBILITY IN TRANSPORTATION*
7. *"PARK ONCE" PARKING MANAGEMENT STRATEGY*
8. *SUSTAINABLE INFRASTRUCTURE*

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GOAL 1: VENTURA'S UNIQUE CHARACTER

POLICIES AND ACTIONS



Main Street looking west, circa 1930

Planning Principles Supported

Today, bland and homogenized suburban environments are losing their appeal as people of all ages seek high-quality environments to live, work and spend time. Timeless principles of human-scale design are returning to favor, promoting adaptive reuse of historic buildings and “new urbanist” approaches to redevelopment and growth management. Among the many historic sites in Downtown, the San Buenaventura Mission is the most visible landmark of Ventura’s authentic history as a real place. Through continued revitalization efforts, we will sustain growth and economic development that builds upon our city’s historic identity.

GOAL 1

Preserve Ventura’s special sense of place by insisting on high standards of architecture, urban design and landscaping so that new development complements the eclectic architecture and historic richness of our Downtown.

**Re-connect Downtown to the Beach
Preserve and Enhance our Historic Character
Establish New Form-Based Development Standards**

VENTURA'S UNIQUE CHARACTER

POLICIES AND ACTIONS

Policy 1A Historic Resources

Action 1.1

Enhance, preserve and celebrate the Downtown's historic and prehistoric resources.

Conduct an historical survey of Downtown properties in accordance with National Register Bulletin #24 Guidelines for Local Surveys: A Basis for Preservation Planning that includes the following:

1. Inventory of above ground historic, architectural and cultural resources;
2. Inventory of below ground prehistoric, historic and cultural resources;
3. Inventory of potentially significant historic districts that classifies buildings according to categories of importance, which may include the following:
 - a. Individually significant buildings, e.g. local landmarks including points of interest and contributing buildings, national historic landmarks or those listed in the National Register of Historic Places or state register.
 - b. Contributing buildings - buildings of importance to the understanding of an identified historic district.
 - c. Non-contributing buildings - buildings located within an identified historic district that do not contribute to the understanding of the district and/or are not individually historically or culturally significant.

Lead Agency: Community Development
Timeframe: Estimated completion Fall/Summer 2007
Funding: General Fund (already allocated)

Action 1.2

Require all new development on a lot containing a Historic Resource to be reviewed by the Historic Preservation Committee for compliance with this plan's Historic Resource Design Guidelines and the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties.

Lead Agency: Community Development
Timeframe: Ongoing
Funding: Development application fees
(See Action 1.6)

POLICIES AND ACTIONS

Action 1.3 Require all new development contiguous to a lot containing a Historic Resource to be reviewed by the Historic Preservation Committee (HPC) for compliance with this plan's Historic Resource Design Guidelines and by the Design Review Committee (DRC) for compliance with the Development Code.

Lead Agency: Community Development
Timeframe: Ongoing
Funding: Development application fees

Action 1.4 Prior to completion of the survey identified in Action 1.1, all new development in Downtown shall be evaluated as follows:

1. Applications for all development proposals involving structures over 40 years of age shall include a CEQA-based historic, technical assessment (or "Phase I") prepared by a City-designated historic preservation professional and funded by the applicant.
2. The Community Development Director may request additional documentation via a Phase II study (also funded by the applicant).
3. Community Development Department staff shall evaluate the Phase I and/or Phase II to determine whether the application involves a Historic Resource.
4. When the Community Development Department staff determines a Historic Resource is present but not formally designated as a landmark, the development proposal shall be reviewed by the Historic Preservation Committee (HPC) for compliance with the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties and this plan's Historic Resource Design Guidelines, in addition to any review procedures required pursuant to the Development Code.
5. When the Community Development Department staff determines a Historic Resource is not present, the development proposal shall be reviewed pursuant to the Development Code.

Lead Agency: Community Development
Timeframe: Prior to survey completion, estimated Fall 2007
Funding: Development application fees

VENTURA'S UNIQUE CHARACTER

POLICIES AND ACTIONS

Action 1.5

Prior to completion of the survey identified in Action 1.1, all new requests to demolish a structure over 40 years of age shall be evaluated as follows:

1. The Demolition Permit application shall include a CEQA-based historic, technical assessment (or "Phase I") prepared by a City-designated historic preservation professional and funded by the applicant.
2. The Community Development Director or Building Official may request additional documentation via a Phase II study (also funded by the applicant).
3. Community Development Department staff shall evaluate the Phase I and/or Phase II study to determine whether the application involves a Historic Resource.
4. If Community Development Department staff determines that a potential Historic Resource would be in part or wholly, demolished, an Initial Study shall be prepared.
5. The Historic Preservation Committee (HPC) shall review the resulting environmental document and Demolition Permit application. The HPC may approve, conditionally approve, or deny the Demolition Permit application depending upon its ability to cause a significant environmental impact relative to the Historic Resource.

Lead Agency: Community Development
Timeframe: Prior to survey completion, estimated Fall 2007
Funding: Development application fees

Action 1.6

Establish a permit application fee for design review by the Historic Preservation Committee.

Lead Agency: Community Development
Timeframe: 2007-2008
Funding: N/A

Action 1.7

Require new or re-modeled Downtown signs be consistent with the pedestrian scale, and designed as prescribed by the Development Code Sign Standards, or in conformance with the Historic Resource Design Guidelines.

Lead Agency: Community Development
Timeframe: Ongoing
Funding: N/A

POLICIES AND ACTIONS

Action 1.8	Identify funding for the ongoing preservation of City-owned historic resources in the Downtown and provide incentives for private preservation efforts. Lead Agency: Community Services Timeframe: Ongoing Funding: General Fund
Archaeological Resources	
Action 1.9	Update the Historic and Prehistoric Sensitivity map. Lead Agency: Community Development Timeframe: Every 2-3 years or as needed Funding: General Fund
Action 1.10	Continue implementing current City permit procedures to preserve or document archaeological resources by requiring new development to: <ol style="list-style-type: none">1. Have a City-qualified archaeologist and Native American monitor present during excavation in streets and beneath 19th and early 20th century structures consistent with City and County archaeological mitigation guidelines.2. Document and record data or information relevant to prehistoric and historic cultural resources that may be impacted by proposed development to assess potential impacts and develop appropriate mitigation measures;3. Provide periodic and systematic inspection reports of any Pleistocene deposits which are cut by excavation activities, prepared by a qualified paleontologists; and4. Include clauses in grading and building permits that require the developer to contact the Ventura County Historical Society, the Los Angeles Natural History Museum, and/or the invertebrate Paleontologist at the UCLA Department of Geology when an archaeological discovery is made. Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees
Policy 1B	New development and the substantial remodel of existing development in the Downtown shall be consistent with the purpose and intent of this Specific Plan and the Development Code.

VENTURA'S UNIQUE CHARACTER

POLICIES AND ACTIONS

Action 1.11	<p>Amend the Zoning Ordinance to reference the Development Code (Chapter III) as the legal development standards and provisions for new development and substantial remodels in Downtown.</p> <p>Lead Agency: Community Development Timeframe: Concurrent with plan adoption Funding: General Fund</p>
Action 1.12	<p>Ensure all development, including substantial remodels, adheres to Development Code standards.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Action 1.13	<p>Hire or enlist the services of a Town Architect to ensure consistent application of the Development Code and to uphold Ventura's urban design aspirations.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: General Fund, Development application fees</p>
Action 1.14	<p>Require all City-funded projects of 5,000 sq. ft. or more, including capital improvement projects (CIP), comply with the City's Green Building Standards. Encourage private development projects do the same through incentives, such as priority building permit processing.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Action 1.15	<p>Create a new set of Green Building Guidelines for Downtown based on the City's existing program. The new guidelines for Downtown should incorporate considerations that reflect the urban setting, such as adaptive re-use, historic preservation, stormwater management and other green techniques to enhance an already built environment.</p> <p>Lead Agency: Community Development Support Agency: Building & Safety, Green Building Council Timeframe: Ongoing Funding: Development application fees</p>

POLICIES AND ACTIONS

Action 1.16	Encourage green building site planning and design considerations at the conceptual phase of project review.
	Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees
	<i>Included below are policies specific to development in certain zones. For comprehensive zoning regulations, see the Development Code (Chapter III).</i>
Policy 1C	Preserve and enhance public views of the ocean, mountains and culturally significant buildings such as San Buenaventura Mission and City Hall.
Action 1.17	Evaluate potential impacts of proposed development on public views of culturally significant structures and natural features, consistent with the Hillside Overlay Zone, during the development review process.
	Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees
T6.1 Urban Core Zone	
Policy 1D	Provide a mix of uses in the Urban Core. Buildings should accommodate retail businesses, offices and/or restaurants on the ground floor, that depend on foot traffic and exposure to pedestrians.
Action 1.18	Require new development to provide ground-floor commercial, retail and/or office uses as regulated by the Development Code in certain areas (see Figure III-2).
	Lead Agency: Community Development Timeframe: Ongoing Funding: N/A
Action 1.19	Restrict siting of new bars and nightclubs to specific street frontages within the Urban Core as identified in the Development Code. No use permits for alcohol establishments functioning as a bar or nightclub shall be issued outside the boundaries of the mapped area of Figure III-3.
	Lead Agency: Community Development Support Agency: Police Department Timeframe: Ongoing Funding: N/A

VENTURA'S UNIQUE CHARACTER

POLICIES AND ACTIONS

Action 1.20	<p>Update the Noise Ordinance to revise standards for new residential projects, visitor-serving (e.g. hotel) projects and residential components of mixed-used projects in the Urban Core and Neighborhood Center zones where commercial and entertainment uses are concentrated. The new standards should also take into consideration nighttime noise generated by City maintenance activities and vehicles. Based on revisions to the Noise Ordinance, the Development Code should be revised to require such projects to incorporate sound dampening materials, thick exterior or interior walls, sound attenuating windows, or other construction and landscape elements that would minimize noise impacts.</p>
	<p>Lead Agency: Community Development Support Agencies: Code Enforcement, Police Department Timeframe: 2008-2009 Funding: General Fund</p>
Policy 1E	Revitalize Main, Oak and California Streets as the central shopping streets in the Urban Core. Retail and restaurant infill development shall be focused along these streets to create a continuous line of ground level uses.
Action 1.21	<p>Identify a strategy to strengthen the role of California Street as the primary pedestrian link between the Urban Core and the oceanfront promenade, enhancing the street as an interesting and inviting "spine" with a range of commercial uses to attract visitors, shoppers and residents. Streetscape improvements shall be implemented as prescribed in the Streetscape Plan and Action 3.1. See also Catalytic Project No. 4. California Street Bridge, Chapter I.</p>
	<p>Lead Agency: Community Development Support Agency: Economic Development Division Timeframe: As funding allows Funding: General Fund</p>
T4.1 Urban General 1 Zone	
Policy 1F	Preserve and restore the historic character of east-side neighborhoods.
Action 1.22	<p>Utilize RDA set-aside funds to facilitate redevelopment or adaptive reuse of existing buildings consistent with the Development Code and Historic Resource Design Guidelines.</p>
	<p>Lead Agencies: Redevelopment Agency Support Agency: Community Development Timeframe: Ongoing Funding: RDA Funds</p>

POLICIES AND ACTIONS

T4.2/3 Urban General 2/3 Zones

Policy 1G

Coordinate private development and public improvements to facilitate a coherent and attractive urban neighborhood in the west-side area of Downtown.

Action 1.23

Develop strategies to promote economic growth of Downtown west-side businesses, recognizing their expansion needs, in a manner sensitive to the neighborhood.

Lead Agency: Economic Development Division
 Support Agencies: Redevelopment Agency, Downtown Ventura Organization
 Timeframe: Ongoing
 Funding: General Fund, RDA

T5.1 Neighborhood Center Zone

Policy 1H

Establish compatible retail businesses and/or restaurants on the ground floor in the Neighborhood Center zones that depend on foot traffic and exposure to pedestrians.

Action 1.24

Require new development in the Neighborhood Center zones to provide ground-floor commercial and retail uses as identified in the Development Code. Upper floors may be used for residences, lodging or offices, see Figure III-2.

Lead Agency: Community Development
 Timeframe: Ongoing
 Funding: N/A

Action 1.25

Revitalize existing suburban-style shopping centers to be consistent with the urban fabric envisioned by the Development Code.

Lead Agency: Redevelopment Agency
 Support Agencies: Community Development, Downtown Ventura Organization
 Timeframe: Ongoing
 Funding: RDA Funds

T5.1 Figueroa Frontage

Policy 1I

Orient public improvements and private development along Figueroa Street to accentuate the presence of San Buenaventura Mission and reinforce the connection between the Mission and the oceanfront.

VENTURA'S UNIQUE CHARACTER

POLICIES AND ACTIONS

Action 1.26

Establish conservative height limits in areas adjacent to the Mission and require new development be sited and designed pursuant to the Development Code.

Lead Agency: Community Development
Timeframe: Concurrent with plan adoption
Funding: General Fund

Parks and Open Space Reserve

Policy 1J

Establish and maintain an enhanced, interconnected system of Downtown public parks, trails and open space.

Action 1.27

Develop an improvement and implementation plan for enhancing and connecting public parks, open spaces and trails serving Downtown residents and visitors, connecting existing parks and natural areas with each other and the beach through marked trails, paths, self-guided walking tours, etc. See also Goal 3: Animating the Public Realm policies and actions.

Lead Agency: Parks Division
Support Agencies: Community Development, Public Works
Timeframe: 2008-2009
Funding: General Fund

GOAL 2: CALIFORNIA'S NEW ART CITY

POLICIES AND ACTIONS



Ruth Ellen Hoag - Rubicon Theater watercolor

2005 Ventura Cultural Plan Policies

In addition to the policies identified in this section, the 2005 Ventura Cultural Plan is a supporting document to the Downtown Specific Plan. The Cultural Plan policies make recommendations regarding facilities, arts programming, funding, marketing, and urban design issues as stated below:

1. Build and preserve a city that is reflective of Ventura's heritage and aspirations;
2. Support Ventura's cultural infrastructure: people, places and organizations;
3. Create broad-based public awareness of local and regional cultural offerings and amenities;
4. Enhance opportunities for life-long learning in the arts;
5. Ensure comprehensive access to and involvement in cultural opportunities for all segments of the population; and
6. Stabilize and expand funding and other resources that support Ventura's cultural assets.

Planning Principle Supported

Established as a Cultural District in 1998, Downtown is the heart and soul of Ventura and is home to several important cultural venues including the Ventura Theater, Rubicon Theater, Ventura County Museum of History and Art, Buenaventura Art Gallery, Livery Theater and the San Buenaventura Mission. Artwalks, concerts, lectures, festivals, outdoor performances, and public art are among the many cultural experiences offered in the Downtown, attracting visitors and supporting a burgeoning art industry. The venues and organizations that provide programming have contributed to the Downtown's renaissance, enhancing the quality of life for residents and visitors.

The arts will continue to play an essential role in the coming decade, as quality of life decisions continue to shape people's choices about where to live, work, shop, vacation, and invest time and money. By providing opportunities to convene and share experiences, the arts will help build connections and create social capital in Ventura. The creative cultural community will continue to contribute a direct, beneficial economic impact through visitor and industry spending.

GOAL 2

Weave art and culture into the fabric of Downtown everyday life through the growth and expansion of cultural institutions and by nurturing creative and artistic expression in the public realm.

Preserve and Enhance our Historic Character

CALIFORNIA'S NEW ART CITY

POLICIES AND ACTIONS

Policy 2A

Promote Downtown as Ventura's cultural heart.

Action 2.1

Develop a cultural tourism initiative to promote broad public awareness of local cultural offerings in the Downtown Cultural District.

Lead Agency: Community Services
Support Agencies: Downtown Ventura Organization,
Ventura Visitors & Convention Bureau
Timeframe: 2007-2009
Funding: General Fund

Action 2.2

Implement the recommendations and adhere to the policies of the 2005 Ventura Cultural Plan, providing seed funds for new programmatic elements of the Downtown Cultural District, including cultural festivals and special events.

Lead Agency: Community Services
Support Agency: Redevelopment Agency
Timeframe: Ongoing
Funding: General Fund, RDA Funds

Action 2.3

Establish a Cultural Marketing Task Force to explore strategies and partnerships to market the Downtown as a cultural destination.

Lead Agency: Community Services
Support Agency: Downtown Ventura Organization
Timeframe: 2008-2009
Funding: General Fund

Action 2.4

Develop signage and other information delivery systems, including kiosks, to promote awareness of Downtown's cultural offerings.

Lead Agency: Community Services
Support Agencies: Economic Development Division,
Downtown Ventura Organization
Timeframe: 2008-2009
Funding: General Fund

Action 2.5

Identify and secure continuous funding for cultural programs, cultural infrastructure development and special initiatives.

Lead Agency: Community Services
Timeframe: Ongoing
Funding: General Fund

POLICIES AND ACTIONS

Action 2.6 Increase participation in the cultural life of Downtown, from production to consumption by:

1. Hosting events at parks and gathering places in Downtown;
2. Establishing ticket subsidy and distribution programs;
3. Facilitating transportation to cultural events; and
4. Encouraging bilingual programming and advertising.

Lead Agency: Community Services
 Support Agency: Downtown Ventura Organization
 Timeframe: Ongoing
 Funding: General Fund

Policy 2B Promote first-class venues for artistic production, performance and display; for cultural education; and live-work space for artists.

Action 2.7 Partner with the San Buenaventura Foundation for the Arts to develop the Cultural Arts Village project, which will provide a diverse range of public and private programs including a performing arts venue. See Catalytic Project No. 2, Chapter I.

Lead Agency: Community Services
 Timeframe: Permitting 2007; begin construction 2008
 Funding: Public-private partnerships

Action 2.8 Continue to work with a non-profit to develop an artist live/work project consisting of affordable housing units, a transitional or supportive housing center, arts-related commercial space and a community gallery at the corner of South Ventura Avenue and Thompson Boulevard.

Lead Agency: Community Services
 Support Agencies: Economic Development Division, Redevelopment Agency, Downtown Ventura Organization
 Timeframe: Begin construction 2008
 Funding: General Fund, RDA Funds

Action 2.9 Facilitate the siting of and programming for a municipal art gallery, as well as commercial art galleries through public/private partnerships.

Lead Agency: Community Services
 Timeframe: As funding allows
 Funding: Public-private partnerships

CALIFORNIA'S NEW ART CITY

POLICIES AND ACTIONS

Action 2.10

Evaluate the feasibility of a private development fee or other funding mechanism to support cultural facilities and programs, including the placement of public art.

Lead Agencies: Community Services
Support Agency: Community Development
Timeframe: 2007-2008
Funding: General Fund

GOAL 3: ANIMATING THE PUBLIC REALM

POLICIES AND ACTIONS



Donna Granata - Ventura Pier



Plaza Park

Planning Principles Supported

Vibrant public spaces are integral to the success of any great city center. Efforts over the last five years have been made to improve the previously dreary and unimaginative streetscape in Downtown. Our greatest return on public investment will come from continuing to improve streets, parks, alleys and landscaping at a standard we can take pride in.

GOAL 3

Maintain and enhance public features such as parks, streetscapes and open spaces. Provide access to our natural areas, including the hillsides and Ventura River and re-connect Downtown to the ocean. Encourage development and events that activate the public realm.

**Re-connect Downtown to the Beach
Preserve and Enhance our Historic Character
Establish New Form-Based Development Standards
Preserve and Link Surrounding Natural Areas**

ANIMATING THE PUBLIC REALM

POLICIES AND ACTIONS

Policy 3A	Enhance the public realm through careful placement and design of street trees, public art, street furnishings, bike racks, landscaping, signage, newsstands, street lights, paving and trash receptacles.
Action 3.1	<p>Implement the streetscape recommendations for California, Oak and Figueroa streets and Thompson Boulevard (contained in Chapter IV). Establish a detailed implementation program that sets timeframes given available funding and community priorities. Improvements can be phased, but priority should be given to California and Figueroa streets to re-establish the connection between Downtown and the beach.</p> <p>Lead Agency: Public Works, or a per-project basis Timeframe: 2010 for completion Funding: Gas Tax and Transportation Development Act (TDA) for implementation plan; state and federal transportation funding for construction</p>
Action 3.2	<p>Prepare streetscape improvement plans for Downtown streets not included in Chapter IV, including East Main and Santa Clara streets.</p> <p>Lead Agency: Public Works Timeframe: As funding allows Funding: Gas Tax and Transportation Development Act (TDA) for implementation plan; state and federal transportation funding for construction</p>
Action 3.3	<p>Provide Downtown street trees as shown in Figure IV-1.</p> <p>Lead Agency: Public Works Support Agency: Redevelopment Agency Timeframe: In coordination with streetscape improvements and new development, to be completed by 2009 Funding: General Fund, RDA Funds</p>
Action 3.4	<p>Continue to implement the Wayfinding signage program for the Downtown area, providing an informational kiosk and signage oriented to pedestrians.</p> <p>Lead Agency: Public Works Support Agency: Economic Development Division Timeframe: 2008 Funding: General Fund (currently un-funded)</p>

POLICIES AND ACTIONS

Action 3.5	Develop a program, permitting system and identify funding for placement and design of a consolidated network of newsracks.
	<p>Lead Agency: Community Development Support Agencies: Public Works, Downtown Ventura Organization Timeframe: 2008-2009 Funding: Currently un-funded</p>
Action 3.6	Require all new development to incorporate sufficient trash and recycling receptacles and enclosures to adequately serve residents and tenants.
	<p>Lead Agency: Public Works Support Agency: Community Development Timeframe: Ongoing Funding: General Fund</p>
Action 3.7	Continue to provide and identify funding for public bike racks and lockers.
	<p>Lead Agency: Public Works Support Agencies: Community Services, Downtown Ventura Organization Timeframe: Ongoing Funding: Gas Tax, Transportation Development Act (TDA) and state grants</p>
Action 3.8	Revise the Quimby Fee for Downtown projects to improve Downtown parks and public plazas and provide funding for development of cultural amenities.
	<p>Lead Agency: Community Development Support Agency: Parks Division Timeframe: 2007 Funding: General Fund</p>
Policy 3B	Establish attractive Downtown gateways from East Main Street, and West Main Street, California Street, Ventura Avenue, Harbor Boulevard and Oak Street (after freeway improvements are completed at Oak).
Action 3.9	Map the urban core gateways and designate locations for the placement of public art, interpretive signage and entry signage.
	<p>Lead Agencies: Community Development Support Agencies: Public Works, Community Services Timeframe: Ongoing Funding: General Fund, Public Art Fund</p>

ANIMATING THE PUBLIC REALM

POLICIES AND ACTIONS

Policy 3C	Re-connect Downtown to the beach and promote other linkages to the hillsides and Ventura River. Enhance such places for future generations to enjoy.
Action 3.10	<p>Pursue grants to perform a feasibility study to cap Hwy 101 and connect major North-South streets from the Downtown core to Harbor Boulevard.</p> <p>Lead Agency: Community Development Timeframe: 2007-2008 Funding: State and other grants</p>
Action 3.11	<p>Renovate the Pierside Promenade and beachfront area to enhance the Downtown waterfront's appeal as a recreational destination. See Focus Area D, Chapter I.</p> <p>Lead Agencies: Community Development Support Agencies: Public Works, Redevelopment Agency Timeframe: As funding allows Funding: General Fund, RDA Funds</p>
Action 3.12	<p>Enhance the visual and functional link to the waterfront along Ash Street through streetscape improvements and complementary design of new development. See Catalytic Project No. 3, Chapter I.</p> <p>Lead Agency: Community Development Support Agency: Public Works Timeframe: As funding allows Funding: General Fund</p>
Action 3.13	<p>Develop a strategy and identify funding to implement the pedestrian linkage improvements recommended in Figure I-4, Pedestrian Linkage Opportunities. Obtain easements for public right-of-way on a per-project basis.</p> <p>Lead Agency: Parks Division Timeframe: As funding allows Funding: Parks Funding</p>
Action 3.14	<p>Require all new shoreline development (including anti-erosion or other protective structures) to retain or provide public access in a manner consistent with the California Coastal Act and applicable law.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: N/A</p>

GOAL 4: ECONOMIC VITALITY

POLICIES AND ACTIONS



Downtown shopping

The 2005 Economic Development Strategy laid out a goal for the Downtown: continue vitality through planning, organization and achievement. One of the four approaches to achieving this goal is through “economic restructuring”. To enhance Downtown retail and commercial activity, strategies will be developed by first identifying appropriate type, mix and location of commercial and retail uses. These strategies will set the grounds for diversifying, thus strengthening, the Downtown economic base.

However, downtowns are not revitalized by public action alone. Private entrepreneurs, non-profit service providers, civic associations and volunteers all play key roles. We are fortunate that just as this new plan represents a major refocusing of City efforts, The Downtown Ventura Organization has emerged representing a cross-section of stakeholders dedicated to ensuring that Downtown Ventura will be a cultural district and livable neighborhood as well as a strong retail center and business community.

GOAL 4

Establish Downtown as a preferred place to work as well as live or visit. Ensure the future economic stability of Downtown by providing an active daytime workforce in offices and studios and by promoting successful retailing, tourism and the provision of high wage, high value jobs.

Planning Principles Supported

**Facilitate Additional Housing
Establish New Form-Based Development Standards**

ECONOMIC VITALITY

POLICIES AND ACTIONS

Policy 4A Partner with merchants, property owners, residents and community supporters of Downtown revitalization to share responsibility for implementing this Specific Plan and achieving its goals.

Action 4.1 The newly established Downtown Ventura Organization (DVO) will:

1. Improve the appearance, security, design and overall operation of Downtown;
2. Strengthen and expand the economic vitality of Downtown; and
3. Promote a positive image of Downtown through marketing and events.

Lead Agency: Downtown Ventura Organization
Support Agency: Economic Development Division
Timeframe: 2007
Funding: General Fund

Action 4.2 Evaluate the feasibility of establishing an entity (e.g. a Local Development Corporation) to facilitate large-scale transformational real estate projects that may involve City assets, such as surface parking lots.

Lead Agency: Downtown Ventura Organization
Support Agency: Economic Development Division
Timeframe: 2007-2008
Funding: General Fund

Policy 4B Activate the Downtown by incorporating a complementary range of commercial, residential and institutional uses to establish around-the-clock activity and promote tourism.

Action 4.3 Amend the Zoning Ordinance to incorporate the new Downtown zones shown in the Regulating Plan of the Development Code and the new urban standards and building types that establish rules to facilitate a range of commercial, residential and institutional uses.

Lead Agency: Community Development
Timeframe: Concurrent with plan adoption
Funding: General Fund

POLICIES AND ACTIONS

Action 4.4	<p>Continue to identify opportunity sites for the following uses in order to increase the number of people living, working and recreating in Downtown:</p> <ol style="list-style-type: none"> 1. High-quality infill housing; 2. Office, retail and restaurant development; 3. Visitor-serving facilities; and 4. Cultural and entertainment venues. <p>Lead Agency: Economic Development Support Agencies: Redevelopment Agency, Downtown Ventura Organization Timeframe: Ongoing Funding: General Fund, RDA Funds</p>
Action 4.5	<p>Continue to prioritize and fund redevelopment projects in the Downtown, including revitalization of City and RDA-owned sites identified in the 2005-2010 Redevelopment Agency Implementation Plan.</p> <p>Lead Agency: Redevelopment Agency Support Agency: Community Development Timeframe: Ongoing Funding: RDA Funds</p>
Action 4.6	<p>Complete a retail and office market analysis and business development plan to facilitate the provision of job-rich office and retail developments, especially in the area bounded by Thompson Boulevard, Oak, California and Santa Clara Streets (see Focus Area A, Figure I-7).</p> <p>Lead Agency: Redevelopment Agency Support Agency: Downtown Ventura Organization Timeframe: 2007 Funding: RDA Funds</p>
Action 4.7	<p>Develop incentives for office projects of exceptional design quality along California Street, fronting Plaza Park and in the Neighborhood Center zones.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: N/A</p>

ECONOMIC VITALITY

POLICIES AND ACTIONS

Action 4.8	<p>Require new development incorporate commercial uses on the ground floor, reserving upper floors for office and residential use in buildings fronting the following streets (see Figure III-2):</p> <ol style="list-style-type: none">1. Main Street within the T6.1 zone;2. Oak Street within the T6.1 zone;3. California Street within the T6.1 zone; and4. Chestnut Street within the T6.1 and T5.1 zones. <p>Lead Agency: Community Development Timeframe: Ongoing Funding: N/A</p>
Action 4.9	<p>Encourage land assembly for odd-shaped and elongated parcels to provide infill opportunities that enhance civic life by defining the public realm through street and pedestrian-oriented frontages.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: N/A</p>
Policy 4C	Regenerate and diversify the Downtown economic base.
Action 4.10	<p>Devise an employment strategy to maintain the long-term economic vitality of the Downtown by matching the range and types of jobs attracted to the Downtown with the skill set and earning potential of Downtown workers and residents.</p> <p>Lead Agency: Economic Development Support Agencies: Redevelopment Agency, Downtown Ventura Organization Timeframe: Ongoing Funding: General Fund, RDA Funds</p>
Policy 4D	Consistent with the General Plan’s predicted development intensity and pattern, monitor and, as necessary, redirect residential and commercial growth.

POLICIES AND ACTIONS

Action 4.11

Monitor the production and pace of new development through the issuance of building permits. The following shall be reported annually to the City Council:

- 1. Production and pace of new residential units;
- 2. Production and pace of new commercial growth, identifying total square feet of retail, office and visitor-serving (hotel) space; and
- 3. Total number of planning permits approved and applications pending.

When Downtown production of residences and commerce has reached 70% of predicted development as defined in the City's 2005 General Plan (either 1,120 issued residential building permits or 315,000 commercial square feet in issued building permits), City Council shall review the intensity of development and locations throughout the Downtown Specific Plan area to determine if strategies are needed to modify the pace, redirect location or change the mix of Downtown residential and commercial development.

Lead Agency: Community Development
Timeframe: Annually
Funding: General Fund

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GOAL 5: HOUSING RENAISSANCE

POLICIES AND ACTIONS



Multi-family residence on Main Street

Over the past 10 years revitalization efforts have created a re-awakening of Downtown Ventura. The growth bringing new life back to historic Downtown must be sustained. Beyond facilitating more residential units, it will be essential to improve the security and livability of Downtown, including provision of attractive park space and convenient services and neighborhood commercial uses. This section establishes the means to provide a range of housing to meet diverse needs, while demanding high quality development sensitive to Downtown's historic and unique character.

GOAL 5

Provide high-quality, urban housing for a diverse range of income levels. Encourage efficient utilization of Downtown's limited land resources by promoting infill development.

Planning Principles Supported

**Preserve and Enhance our Historic Character
Establish Form-Based Development Standards
Facilitate Additional Housing**

HOUSING RENAISSANCE

POLICIES AND ACTIONS

Policy 5A	Facilitate production of a range of housing types that meet the diverse needs of the community.
Action 5.1	<p>Continue to provide financial assistance to non-profits, private housing developers and public agencies to facilitate production of:</p> <ol style="list-style-type: none">1. A range of affordable housing;2. Live-work spaces;3. Co-housing opportunities; and4. Assisted living facilities. <p>Lead Agency: Redevelopment Agency Support Agency: Economic Development Division Timeframe: Ongoing Funding: RDA Housing Fund and other private funds</p>
Action 5.2	<p>Facilitate provision of transitional and supportive housing units in Downtown consistent with Ventura County’s “10 Year Strategy to End Homelessness”.</p> <p>Lead Agency: Community Services Support Agency: Redevelopment Agency Timeframe: Ongoing Funding: RDA Housing Fund and other private funds</p>
Action 5.3	<p>Partner with the Redevelopment Agency to target expenditure of set-aside funds for housing production and economic reinvestment, including land assembly, new programs and other housing strategies identified in this section.</p> <p>Lead Agency: Economic Development Division Support Agencies: Community Development, Downtown Ventura Organization Timeframe: Ongoing Funding: RDA Funds</p>
Action 5.4	<p>Consider reducing parking requirements for low- and very low-income affordable housing units, and single-room occupancy (SRO) units to incentivize development of affordable housing and reduce developer burdens.</p> <p>Lead Agency: Community Development Support Agency: Redevelopment Agency Timeframe: Ongoing Funding: General Fund, RDA Funds</p>

POLICIES AND ACTIONS

<p>Action 5.5</p>	<p>Ensure all new development containing seven (7) or more residential units constructed in the Merged Redevelopment Project Area complies with the 15% affordable inclusionary housing requirement (Resolution No. 2004-0022).</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
<p>Action 5.6</p>	<p>Encourage quality rental housing with three or more bedrooms to accommodate large families by offering the following incentives to 100% rental housing developments that provide, at a minimum, 40% of the units with 3 or more bedrooms:</p> <ol style="list-style-type: none"> 1. Parking reduction for attached units; or 2. Priority building permit processing. <p>Lead Agency: Community Development Support Agency: Redevelopment Agency Timeframe: Ongoing Funding: General Fund, RDA Funds</p>
<p>Policy 5B</p>	<p>Maximize housing opportunities by promoting efficient use of land and resources.</p>
<p>Action 5.7</p>	<p>Maintain an inventory of vacant and under-utilized parcels and provide the inventory to interested developers in conjunction with information on available financial assistance programs and development incentives, such as reduced parking requirements.</p> <p>Lead Agency: Community Development Support Agencies: Redevelopment Agency, Downtown Ventura Organization Timeframe: Ongoing Funding: General Fund, RDA Funds</p>
<p>Action 5.8</p>	<p>Develop a strategy to market residential reuse opportunities on deteriorating commercial properties and pursue use of publicly owned land, such as surface parking lots, for affordable housing.</p> <p>Lead Agency: Economic Development Division Support Agencies: Redevelopment Agency, Downtown Ventura Organization Timeframe: 2007-2008 Funding: RDA Funds</p>

HOUSING RENAISSANCE

POLICIES AND ACTIONS

Policy 5C

Augment the historic and unique character of the Downtown by ensuring new residential development and remodels exhibit the highest standards of architecture, urban design and landscaping.

Action 5.9

Ensure all residential development, including remodels, adheres to the Development Code, including design criteria suggested by the Design Guidelines, to sustain an eclectic mix of architectural styles that complements the Downtown's unique and historic character.

Lead Agency: Community Development
Timeframe: Ongoing
Funding: Development application fees

GOAL 6: MOBILITY

POLICIES AND ACTIONS



Donna Granata - Amtrak train

We will pursue the ambitious General Plan goal of providing “more transportation choices by strengthening and balancing bicycle, pedestrian and transit opportunities.” This will require innovative and sustained efforts, including a transit hub that brings together rail and bus connections to connect the rest of the city and the region.

The Downtown Ventura Mobility and Parking Plan recommendations were established on the premise that parking and transportation is not an end in itself, but a means to achieve broader community goals such as commercial revitalization and increased tourism. The policies and actions in this Chapter are based on those recommendations.

By implementing improved circulation and alternative transportation methods, our parking and mobility goals become more realistic.

GOAL 6

Create an integrated transportation system that effectively serves the Downtown area, making Downtown a place where people prefer to walk, bike or ride public transit rather than drive a car.

Planning Principles Supported

**Re-connect Downtown to the Beach
Manage Parking Supply and Demand
Improve Public Transit
Improve Infrastructure to Meet Revitalization Efforts**

MOBILITY

POLICIES AND ACTIONS

Policy 6A	Provide access to and around the Downtown through a variety of options, emphasizing rail, buses, bikes and walking.
Action 6.1	<p>Identify a final location within Downtown for a multi-modal transit center (see Catalytic Project No. 1, Chapter I) to integrate rail, Greyhound, SCAT and VISTA bus services.</p> <p>Lead Agency: Public Works Support Agencies: Redevelopment Agency, SCAT Timeframe: 2007-2008 Funding: General Fund</p>
Action 6.2	<p>Construct the multi-modal transit center described in Action 6.1.</p> <p>Lead Agency: Public Works Support Agencies: Redevelopment Agency, SCAT Timeframe: As funding allows Funding: Gas Tax, Transportation Development Act (TDA), RDA, Development Contributions</p>
Action 6.3	<p>Evaluate opportunities for improving the Downtown circulation system as part of the approval of new projects, including streets, alleys, sidewalks, bikeways, transit and related facilities.</p> <p>Lead Agency: Community Development Support Agency: Public Works Timeframe: Ongoing Funding: Gas Tax, Transportation Development Act (TDA), RDA, Development Contributions</p>
Action 6.4	<p>Continue to support efforts by SCAT to provide a service that connects the Downtown with Ventura Harbor and beach access points along the way.</p> <p>Lead Agencies: Public Works Support Agency: SCAT Timeframe: Monitor and revise routes/schedules as needed Funding: Transportation Development Act (TDA)</p>
Action 6.5	<p>Evaluate the feasibility and effectiveness of a shuttle or tram that connects key destinations within Downtown including Grant Park, shopping areas, parking lots/structures and the beach. Develop a strategy to implement such a service.</p> <p>Lead Agency: Public Works Support Agency: SCAT Timeframe: Ongoing Funding: Transportation Development Act (TDA)</p>

POLICIES AND ACTIONS

Action 6.6	<p>Evaluate the feasibility of rerouting larger SCAT buses off of Main Street. Encourage local transit with smaller vehicles on Main Street and express service on Thompson Boulevard.</p>
	<p>Lead Agency: Public Works Support Agency: SCAT Timeframe: Ongoing Funding: Transportation Development Act (TDA)</p>
Action 6.7	<p>Evaluate the feasibility and effectiveness of extending the evening hours of SCAT transit service in the Downtown for peak times (Friday and Saturday).</p>
	<p>Lead Agency: Public Works Support Agency: SCAT Timeframe: Ongoing Funding: Transportation Development Act (TDA), RDA Fund, Parking Fund</p>
Action 6.8	<p>Facilitate establishment of a car-sharing service and begin negotiations with a new or existing provider (see Downtown Parking Management Program, Chapter V).</p>
	<p>Lead Agency: Public Works Support Agency: Community Development Timeframe: 2011 and beyond, see Chapter V Funding: General Fund</p>
Action 6.9	<p>Require all new development contribute toward a Transportation Demand Management (TDM) fund to be used to develop regional programs to offset air pollutant emissions associated with growth anticipated under the DTSP. The TDM fund shall be used to finance City programs to reduce regional air pollutant emissions. Specific mitigation measures that could be undertaken using the TDM fund include, but are not limited to, enhanced public transit service, vanpool programs/subsidies, ride-share assistance programs, car-share service, clean fuel programs, improved pedestrian and bicycle facilities, and park-and-ride facilities. Fee estimates are described in the final environmental impact report (FEIR) for this plan.</p>
	<p>Lead Agency: Community Development Timeframe: Ongoing Funding: N/A</p>

MOBILITY

POLICIES AND ACTIONS

Policy 6B	Reconnect Downtown with the beach for all forms of circulation, especially pedestrian, prioritizing the California Street bridge over Highway 101 as the focal point for re-establishing this connection. Other secondary connections shall be reinforced on Figueroa Street, San Jon Road, the Ash Street bridge, and through the pedestrian tunnel under the freeway at Ventura Avenue.
Action 6.10	<p>Fund and implement the California Street off-ramp project in cooperation with Caltrans, Ventura County Transportation Commission (VCTC), and State legislators (see Catalytic Project No. 4, Chapter 1).</p> <p>Lead Agencies: Public Works, Caltrans Timeframe: As funding allows Funding: State and federal transportation funds</p>
Action 6.11	<p>Evaluate the feasibility and effectiveness of upgrading the Ash Street pedestrian bridge including improvements to nearby parking, safety, landscaping and amenities (see Catalytic Project No. 3, Chapter I).</p> <p>Lead Agency: Public Works Support Agencies: Community Services, Caltrans Timeframe: 2008-2009 Funding: Gas Tax, Transportation Development Act (TDA), other State and Federal funding</p>
Action 6.12	<p>Improve pedestrian safety at crosswalks along Main and California with additional pedestrian scale lighting, in-ground lighting and bulb-outs. Modify traffic signals on California Street to eliminate pedestrian push buttons, facilitating pedestrian movement.</p> <p>Lead Agency: Public Works Support Agency: Community Development Timeframe: As pedestrian traffic volume increases Funding: General Fund</p>
Policy 6C	While promoting alternative resident and visitor transportation modes, maintain adequate vehicle movement for commercial use and public safety.
Action 6.13	<p>Continue to evaluate traffic impacts to ensure that the principal Downtown intersections (see Figure I-5) generally operate at level of service (LOS) "D" or better. LOS "E" at peak times is acceptable in the Downtown Urban Core.</p> <p>Lead Agency: Public Works Timeframe: Ongoing Funding: General Fund</p>

POLICIES AND ACTIONS

Action 6.14 | Require new development with the potential to cause traffic impacts to provide a traffic study demonstrating that principal intersections (see Figure I-5) would remain at level of service (LOS) “D” or better after project construction.

Lead Agency: Community Development
 Timeframe: Ongoing
 Funding: Development application fees

Action 6.15 | Require on-street commercial truck loading occur before 11 AM to ensure daytime parking remains available for business patrons and to facilitate pedestrian movement. As necessary, provide adequate truck parking and loading areas elsewhere to reduce loading activity interference with traffic flow or disruption of the general pedestrian ambience.

Lead Agency: Public Works
 Timeframe: Ongoing
 Funding: General Fund

Policy 6D | Maintain all streets at their current number of lanes, or fewer. Allow minor widening of right-of-way only to facilitate pedestrian and other non-auto-oriented mobility efforts.

Action 6.16 | Maintain roadways, through development review process, of all Downtown streets subject to designations shown on the Downtown Roadway Classification Plan (Figure I-5), except as provided in Action 6.17.

Lead Agency: Community Development
 Timeframe: Ongoing
 Funding: N/A

Action 6.17 | Require new development on the north side of Thompson Boulevard between Oak Street and Ventura Avenue to dedicate 2 ft. of right-of-way to achieve minor street widening that will accommodate on-street parking. See Thompson Boulevard streetscape section plans in Chapter IV.

Lead Agency: Community Development
 Timeframe: Ongoing
 Funding: N/A

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GOAL 7: PARK ONCE

POLICIES AND ACTIONS



*Blue McRight and Warren Wagner - "Traveller"
(California Street parking structure public art)*

Recognizing that most visitors and commuters will continue to arrive in the Downtown by car, comprehensively and effectively managing parking is critical to continued revitalization. The linchpin of this approach will be to adopt a "park once" strategy where visitors store their cars upon arriving in Downtown and access a variety of destinations on foot or using transit. Charging for parking is vital to creating a market mechanism that will promote the conversion of surface parking to more efficient structures and provide adequate funding for enhancing security and pedestrian amenities.

GOAL 7

Efficiently manage supply and demand for Downtown parking to accommodate visitor, commuter, and resident parking needs.

Planning Principles Supported

**Re-connect Downtown to the Beach
Manage Parking Supply and Demand
Improve Public Transit**

PARK ONCE

POLICIES AND ACTIONS

Policy 7A	Manage parking to meet demand in the Downtown through a variety of measures including pricing, parking meters, public parking structures and revised parking standards.
Action 7.1	<p>Implement the Downtown Parking Management Program (DPMP) described in Chapter V. The DPMP includes strategies to manage both parking supply and demand and includes timeframes for implementation.</p> <p>Lead Agencies: Public Works Support Agency: Community Development Timeframe: Varies, see Chapter V Funding: General Fund, Parking Fund</p>
Policy 7B	Take advantage of opportunities to consolidate parking into centralized structures and convert some Downtown surface lots (including the many small, inefficient and scattered private lots) into new uses that benefit the community.
Action 7.2	<p>Implement a program to maximize efficient use of existing parking lots and the Santa Clara Street parking structure. Such a program should initially consider improved signage and visibility, including signs that can direct overflow vehicles to alternative locations when lots are full. In part, this will be achieved through the Wayfinding signage program (Action 3.4).</p> <p>Lead Agency: Economic Development Support Agency: Public Works Timeframe: 2007-2008 Funding: General Fund, Parking Fund</p>
Action 7.3	<p>Develop a strategy and identify funding to convert under-utilized surface lots to new uses such as retail, commercial or residences.</p> <p>Lead Agency: Redevelopment Agency Support Agencies: Economic Development Division, Public Works Timeframe: Ongoing Funding: General Fund, RDA Fund, Parking Fund</p>

GOAL 8: SUSTAINABLE INFRASTRUCTURE

POLICIES AND ACTIONS



Water testing (Public Works staff)

Capitalizing on the increasing economic viability of Downtown, new investments must continually be made to handle the increased demands that a revitalized urban core will demand. Creative partnerships and strategies will be deployed and tested to secure the health and safety of residents and visitors.

As Downtown continues to emerge as Ventura's central business district, the preservation of our parks and natural areas will become increasingly important. Managing the necessary balance between growth and environmental conservation is the primary goal of providing sustainable infrastructure.

GOAL 8

Safeguard public health, safety and prosperity by providing and maintaining facilities that enable the community to live in balance with natural systems. Continue to ensure public services keep pace with new development in Downtown.

Planning Principles Supported

**Preserve and Enhance our Historic Character
Improve Infrastructure to Meet Revitalization Efforts
Preserve and Link Surrounding Natural Areas**

SUSTAINABLE INFRASTRUCTURE

POLICIES AND ACTIONS

Policy 8A	Reduce beach erosion, hillside erosion and threats to coastal ecosystem health.
Action 8.1	<p>Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: N/A</p>
Action 8.2	<p>Require new coastal development adjacent to the beach to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Action 8.3	<p>Require that Environmentally Sensitive Habitat Areas (ESHA), especially in the vicinity of Ventura River, be preserved or enhanced as undeveloped open space wherever feasible and that future development result in no net loss of wetlands or natural coastal areas.</p> <p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Action 8.4	<p>Continue to 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 supplying sand at beaches under the Beach Erosion Authority for Control Operations and Nourishment (BEACON) South Central Coast Beach Enhancement Program.</p> <p>Lead Agency: Public Works Timeframe: Ongoing Funding: General Fund</p>

POLICIES AND ACTIONS

Action 8.5	<p>For development in which 100 cubic yards or more of excess material is exported, require that the developer coordinate with the City to determine if the excess material is suitable for beach nourishment (it must meet beach quality regulatory agency requirements). Under the BEACON Joint Powers Authority, the City is allowed to place such material in the surf zone at Surfers Point. The City Engineer shall approve scheduling and timing. The applicant shall notify the City Engineer 60 days in advance of the excavation process.</p>
	<p>Lead Agency: Community Development Support Agency: Public Works Timeframe: Ongoing Funding: Development application fees</p>
Action 8.6	<p>In hillside areas, require all development to minimize land disturbance activities, such as vegetation clearing and grading to reduce erosion potential, sediment loss and soil over-compaction that prevents water absorption.</p>
	<p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Policy 8B	<p>Improve protection for native plants and animals and maintain the urban canopy.</p>
Action 8.7	<p>Require development to mitigate its impacts on wildlife through the development review process.</p>
	<p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Action 8.8	<p>Require development adjacent to rivers and wetlands to use native or non-invasive species, preferably drought-tolerant for landscaping.</p>
	<p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Action 8.9	<p>Require development proposals near watercourses, shoreline areas, and other sensitive habitat areas include surveys for state and/or federally listed sensitive and endangered species and to provide appropriate buffers and other mitigation necessary to protect habitat for listed species.</p>
	<p>Lead Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>

SUSTAINABLE INFRASTRUCTURE

POLICIES AND ACTIONS

Action 8.10	Require all new development projects retain and protect historic and indigenous trees (per existing City regulations) and mature trees defined by, and subject to the provisions of a future Tree Preservation Ordinance to be prepared per General Plan Action 1.22.
	<p>Lead Agency: Community Development Support Agency: Parks Division Timeframe: Ongoing upon adoption of a Tree Preservation Ordinance Funding: Development application fees</p>
Policy 8C	Improve the quality of urban stormwater runoff and groundwater recharge.
Action 8.11	<p>Require all new development to preserve natural drainage features and vegetation to the maximum extent practical or to otherwise maintain pre-development site hydrology by using site design techniques that store, infiltrate, evaporate or detain runoff. All new development shall comply, at minimum, with current municipal National Pollutant Discharge Elimination System requirements for peak flow, stormwater quality and runoff volume.</p> <p>Lead Agency: Community Development Support Agency: Public Works Timeframe: Ongoing, subject to change upon adoption of a Master Drainage Plan (Action 8.12) Funding: Development application fees</p>
Action 8.12	<p>Prepare a Master Drainage Plan to control runoff and improve stormwater quality. The Master Drainage Plan shall coordinate stormwater quality requirements on a regional basis and establish a Downtown watershed resource inventory.</p> <p>Lead Agency: Public Works Timeframe: As funding allows Funding: General Fund</p>
Action 8.13	<p>Once a Master Drainage Plan is adopted, require engineered drainage plans for all new development consistent with the City's new Master Drainage Plan and applicable federal and state laws.</p> <p>Lead Agency: Community Development Timeframe: Upon adoption of a Master Drainage Plan Funding: N/A</p>

POLICIES AND ACTIONS

Action 8.14 | Once a Master Drainage Plan is adopted, establish a fee developers may pay in lieu of on-site management of stormwater runoff. The fees should be used to fund regional stormwater projects within the same watershed.

Lead Agency: Public Works
 Timeframe: Upon adoption of a Master Drainage Plan
 Funding: N/A

Action 8.15 | Within public spaces, street medians or landscaping barriers, use hydro-tensiometers and automatic irrigation systems (or similar technology) to achieve the most effective and efficient application of water. On private property, encourage developers to do the same.

Lead Agency: Public Works
 Support Agency: Community Development
 Timeframe: As funding allows (per-project basis)
 Funding: General Fund

Policy 8D | Provide adequate public facilities and services to serve new development and maintain current services.

Action 8.16 | Where existing facilities are inadequate, new development shall only be approved when the following conditions are met:

1. The developer and/or City can demonstrate that all necessary public facilities will be adequately financed and installed prior to project occupancy (through fees or other means); and
2. The facilities improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.

Lead Agency: Community Development
 Support Agency: Public Works
 Timeframe: Ongoing
 Funding: N/A

SUSTAINABLE INFRASTRUCTURE

POLICIES AND ACTIONS

Water and Wastewater

Action 8.17

Implement sewer and water improvements for the Downtown as identified in the 2005 Midtown/Westside Sewer System Study and described in the City's 2006-2011 Capital Improvement Program (CIP) and summarized in the tables, below. Project implementation is based on funding availability and prioritization by the City Council. Where improvements are necessary to support new development, that new development shall pay its proportionate share of improvement costs as determined by the Public Works Director prior to project approval.

Table II-1 Downtown Water Improvements

CIP #	PROJECT DESCRIPTION
97901	Downtown Water Main Replacement
95887	Booster Pump Station Upgrades
73004	Grant Park Water System Upgrades

Table II-2 Downtown Sewer Improvements

CIP #	SEWER STUDY #	PROJECT DESCRIPTION
96889		2005 Sewer Lining and Manhole Rehabilitation
96885		Downtown Sewer Line Replacement
96880		Sewer Capacity Upgrades
	E1	South Garden Street Sewer
	E4	21-Inch South Olive Street Sewer
	N21	South Ventura Avenue Sewer
	N22	Harbor Boulevard Sewer
	N23	Palm Street Sewer
	N24	California Street Sewer
	U31	Kalorama Street Sewer
	U32	South Fir Street Sewer
	U33	27-Inch South Olive Street Sewer
	U34	Highway 33 SB Off Ramp Sewer
	U35	21-Inch South Olive Street Sewer
	U36	Hwy 101 and Hwy 33
	U37	South Ventura Avenue Connection
	U38	Oak Street Sewer
	U39	Chestnut Street Sewer
	U41	Front Street Sewer

Lead Agency: Public Works
 Timeframe: Ongoing, as funding allows
 Funding: General Fund, Development impact fees

POLICIES AND ACTIONS

Solid Waste

Action 8.18

Implement the 2004 Trash and Recycling Enclosure Design Guidelines and add inspection guidelines to the occupancy checklist. Require all new developments, redevelopments, and tenant improvements incorporate the guidelines into project design.

Lead Agency: Public Works
 Support Agency: Community Development
 Timeframe: As funding allows
 Funding: General Fund, AB939 Funding, Public Art Funding (as applicable)

Action 8.19

Where applicable, encourage all commercial and retail development to consolidate their trash and recycling in City-approved receptacles and enclosures in parking lots and not in pedestrian access ways.

Lead Agency: Community Development
 Support Agencies: Public Works, Downtown Ventura Organization
 Timeframe: Ongoing
 Funding: Development application fees

Public Safety

Action 8.20

Adopt and implement Crime Prevention Design Guidelines recommended by the Ventura Police Department (VPD) to address public safety issues through commercial and residential project design. All new developments and tenant improvements in the Downtown Redevelopment Area shall be collaboratively reviewed by the VPD, Public Works and Community Development to prevent blight and improve public safety through site design.

Lead Agency: Police Department
 Support Agencies: Fire Department, Community Development, Public Works
 Timeframe: Ongoing
 Funding: General Fund

Action 8.21

Partner with the Police Department, Public Works and the Redevelopment Agency to identify and implement public safety improvements, including redevelopment and enhancement of existing public parks, plazas, parking areas and restrooms.

Lead Agency: Public Works
 Support Agencies: Fire Department, Community Development, Police Department, Redevelopment Agency
 Timeframe: As funding allows
 Funding: General Fund, RDA

SUSTAINABLE INFRASTRUCTURE

POLICIES AND ACTIONS

Action 8.22	Ensure all proposed developments comply with appropriate fire safety standards per the Uniform Fire & Building Code.
	<p>Lead Agency: Fire Department Support Agency: Community Development Timeframe: Ongoing Funding: Development application fees</p>
Action 8.23	Require fire sprinklers be installed for all new development and remodels in accordance with State and City standards as determined by the Fire Marshall.
	<p>Lead Agency: Community Development Support Agency: Building and Safety Division Timeframe: Ongoing Funding: Development application fees</p>
Public Services	
Action 8.24	In conjunction with the Library of the Future project identified in the 2005 General Plan, develop a strategy to make the Foster Library a model of active life-long learning with extended hours and services.
	<p>Lead Agency: Community Services Timeframe: 2007-2008 Funding: General Fund, other non-city funds and local colleges</p>
Action 8.25	Partner with the Ventura Unified School District (VUSD) and Ventura County Community College to facilitate new schools, campuses and improvements to existing educational facilities and services.
	<p>Lead Agencies: Community Development Administration Support Agency: Community Services Timeframe: As necessary Funding: VUSD</p>
Action 8.26	Provide and continue to assess the need for safe, clean public restrooms in the Downtown.
	<p>Lead Agency: Economic Development Division Support Agency: Public Works Timeframe: Ongoing Funding: General Fund, Development impact fees</p>
Action 8.27	Evaluate the feasibility of public wireless internet (Wi-Fi).
	<p>Lead Agency: Economic Development Division Support Agency: Redevelopment Agency Timeframe: 2007 Funding: General Fund, RDA Fund</p>