

SUMMARY OF ACTIONS

Table V-2

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
VENTURA'S UNIQUE CHARACTER				
1.1	<p>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:</p> <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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. 	CD	--	Estimated completion Fall 2007
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.	CD	--	Ongoing
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.	CD	--	Ongoing
1.4	<p>Prior to completion of the survey identified in Action 1.1, all new development in Downtown shall be evaluated as follows:</p> <ol style="list-style-type: none"> 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. 	CD	--	Prior to survey completion, estimated Fall 2007

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
 CD = Community Development Dept.
 CD [A] = Administration
 CD [E] = Economic Development
 CS = Community Services Dept.
 DVO = Downtown Ventura Org.

FD = Fire Department
 FD [BS] = Building and Safety
 FD [CE] = Code Enforcement
 GBC = Green Building Council
 PD = Police Department
 PW = Public Works Department

PW [P] = Parks
 RDA = Redevelopment Agency
 SCAT = South Coast Area Transit
 VVCB = Ventura Visitors & Convention Bureau
 -- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
1.5	<p>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:</p> <ol style="list-style-type: none"> 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. 	CD	--	Prior to survey completion, estimated Fall 2007
1.6	Establish a permit application fee for design review by the Historic Preservation Committee.	CD	--	2007-2008
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.	CD	--	Ongoing
1.8	Identify funding for the ongoing preservation of City-owned historic resources in the Downtown and provide incentives for private preservation efforts.	CD	--	Ongoing
1.9	Update the Historic and Prehistoric Sensitivity map.	CD	--	Ongoing
1.10	<p>Continue implementing current City permit procedures to preserve or document archaeological resources by requiring new development to:</p> <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; and 4. 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. 	CD	--	Ongoing
1.11	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.	CD	--	Concurrent with plan adoption

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
CD = Community Development Dept.
CD [A] = Administration
CD [E] = Economic Development
CS = Community Services Dept.
DVO = Downtown Ventura Org.

FD = Fire Department
FD [BS] = Building and Safety
FD [CE] = Code Enforcement
GBC = Green Building Council
PD = Police Department
PW = Public Works Department

PW [P] = Parks
RDA = Redevelopment Agency
SCAT = South Coast Area Transit
VVCB = Ventura Visitors & Convention Bureau
-- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

SUMMARY OF ACTIONS

Table V-2

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
1.12	Ensure all development, including substantial remodels, adheres to Development Code standards.	CD	--	Ongoing
1.13	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.	CD	--	Ongoing
1.14	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.	CD	--	Ongoing
1.15	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.	CD	FD [BS], GBC	Ongoing
1.16	Encourage green building site planning and design considerations at the conceptual phase of project review.	CD	--	Ongoing
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.	CD	--	Ongoing
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).	CD	--	Ongoing
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.	CD	PD	Ongoing
1.20	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.	CD	FD [CE], PD	2008-2009
1.21	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.	CD	CD [ED]	As funding allows
1.22	Utilize RDA set-aside funds to facilitate redevelopment or adaptive reuse of existing buildings consistent with the Development Code and Historic Resource Design Guidelines.	RDA	CD	Ongoing
1.23	Develop strategies to promote economic growth of Downtown west-side businesses, recognizing their expansion needs, in a manner sensitive to the neighborhood.	CD [ED]	RDA, DVO	Ongoing

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
 CD = Community Development Dept.
 CD [A] = Administration
 CD [E] = Economic Development
 CS = Community Services Dept.
 DVO = Downtown Ventura Org.

FD = Fire Department
 FD [BS] = Building and Safety
 FD [CE] = Code Enforcement
 GBC = Green Building Council
 PD = Police Department
 PW = Public Works Department

PW [P] = Parks
 RDA = Redevelopment Agency
 SCAT = South Coast Area Transit
 VVCB = Ventura Visitors & Convention Bureau
 -- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
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.	CD	--	Ongoing
1.25	Revitalize existing suburban-style shopping centers to be consistent with the urban fabric envisioned by the Development Code.	RDA	CD, DVO	Ongoing
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.	CD	--	Concurrent w/ plan adoption
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.	PW [P]	CD, PW	2008-2009
CALIFORNIA'S NEW ART CITY				
2.1	Develop a cultural tourism initiative to promote broad public awareness of local cultural offerings in the Downtown Cultural District.	CS	CD, DVO, VVCB	2007-2009
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.	CS	RDA	Ongoing
2.3	Establish a Cultural Marketing Task Force to explore strategies and partnerships to market the Downtown as a cultural destination.	CS	DVO	2008-2009
2.4	Develop signage and other information delivery systems, including kiosks, to promote awareness of Downtown's cultural offerings.	CS	CD [ED], DVO	2008-2009
2.5	Identify and secure continuous funding for cultural programs, cultural infrastructure development and special initiatives.	CS	--	Ongoing
2.6	Increase participation in the cultural life of Downtown, from production to consumption by: <ol style="list-style-type: none"> 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. 	CS	DVO	Ongoing
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.	CS	--	Permitting 2007; Begin construction 2008
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.	CS	CD [ED], RDA, DVO	Begin construction 2008
2.9	Facilitate the siting of and programming for a municipal art gallery, as well as commercial art galleries through public/private partnerships.	CS	--	As funding allows
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.	CS	CD	2007-2008

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
CD = Community Development Dept.
CD [A] = Administration
CD [E] = Economic Development
CS = Community Services Dept.
DVO = Downtown Ventura Org.

FD = Fire Department
FD [BS] = Building and Safety
FD [CE] = Code Enforcement
GBC = Green Building Council
PD = Police Department
PW = Public Works Department

PW [P] = Parks
RDA = Redevelopment Agency
SCAT = South Coast Area Transit
VVCB = Ventura Visitors & Convention Bureau
-- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

SUMMARY OF ACTIONS

Table V-2

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
ANIMATING THE PUBLIC REALM				
3.1	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.	PW, or a per-project basis	--	2010
3.2	Prepare streetscape improvement plans for Downtown streets not included in Chapter IV, including East Main and Santa Clara streets.	PW	--	As funding allows
3.3	Provide Downtown street trees as shown in Figure IV-1.	PW	RDA	2009 for completion
3.4	Continue to implement the Wayfinding signage program for the Downtown, providing an informational kiosk and signage oriented to pedestrians.	PW	CD [ED]	2008
3.5	Develop a program, permitting system and identify funding for placement and design of a consolidated network of newsracks.	CD	PW, DVO	2008-2009
3.6	Require all new development to incorporate sufficient trash and recycling receptacles and enclosures to adequately serve residents and tenants.	PW	CD	Ongoing
3.7	Continue to provide and identify funding for public bike racks and lockers.	PW	CS, DVO	Ongoing
3.8	Revise the Quimby Fee for Downtown projects to improve Downtown parks and public plazas and provide funding for development of cultural amenities.	CD	PW [P]	2007
3.9	Map the urban core gateways and designate locations for the placement of public art, interpretive signage and entry signage.	CD	PW, CS	Ongoing
3.10	Pursue grants to perform a feasibility study to cap Hwy 101 and connect major North-South streets from the Downtown core to Harbor Boulevard.	CD	--	2007-2008
3.11	Renovate the Pierside Promenade and beachfront area to enhance the Downtown waterfront's appeal as a recreational destination. See Focus Area D, Chapter I.	CD	PW, RDA	As funding allows
3.12	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.	CD	PW	As funding allows
3.13	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.	PW [P]	--	As funding allows
3.14	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.	CD	--	Ongoing
ECONOMIC VITALITY				
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.	DVO	CD [ED]	2007
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.	DVO	CD [ED]	2007-2008

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
 CD = Community Development Dept.
 CD [A] = Administration
 CD [E] = Economic Development
 CS = Community Services Dept.
 DVO = Downtown Ventura Org.

FD = Fire Department
 FD [BS] = Building and Safety
 FD [CE] = Code Enforcement
 GBC = Green Building Council
 PD = Police Department
 PW = Public Works Department

PW [P] = Parks
 RDA = Redevelopment Agency
 SCAT = South Coast Area Transit
 VVCB = Ventura Visitors & Convention Bureau
 -- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
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.	CD	--	Concurrent w/ plan adoption
4.4	Continue to identify opportunity sites for the following uses in order to increase the number of people living, working and recreating in Downtown: <ul 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. 	CD [ED]	RDA, DVO	Ongoing
4.5	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.	RDA	CD	Ongoing
4.6	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).	RDA	DVO	2007
4.7	Develop incentives for office projects of exceptional design quality along California Street, fronting Plaza Park and in the Neighborhood Center zones.	CD	--	Ongoing
4.8	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): <ul 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; and 4. Chestnut Street within the T6.1 and T5.1 zones. 	CD	--	Ongoing
4.9	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.	CD	--	Ongoing
4.10	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.	CD [ED]	RDA, DVO	Ongoing
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: <ul style="list-style-type: none"> 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.	CD	--	Annually

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
CD = Community Development Dept.
CD [A] = Administration
CD [E] = Economic Development
CS = Community Services Dept.
DVO = Downtown Ventura Org.

FD = Fire Department
FD [BS] = Building and Safety
FD [CE] = Code Enforcement
GBC = Green Building Council
PD = Police Department
PW = Public Works Department

PW [P] = Parks
RDA = Redevelopment Agency
SCAT = South Coast Area Transit
VVCB = Ventura Visitors & Convention Bureau
-- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

SUMMARY OF ACTIONS

Table V-2

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
HOUSING RENAISSANCE				
5.1	Continue to provide financial assistance to non-profits, private housing developers and public agencies to facilitate production of: <ol style="list-style-type: none"> 1. A range of affordable housing; 2. Live-work spaces; 3. Co-housing opportunities; and 4. Assisted living facilities. 	RDA	CD [ED]	Ongoing
5.2	Facilitate provision of transitional and supportive housing units in Downtown consistent with Ventura County's "10 Year Strategy to End Homelessness".	CS	RDA	Ongoing
5.3	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.	CD [ED]	CD, DVO	Ongoing
5.4	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.	CD	RDA	Ongoing
5.5	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).	CD	--	Ongoing
5.6	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: <ol style="list-style-type: none"> 1. Parking reduction for attached units; or 2. Priority building permit processing. 	CD	RDA	Ongoing
5.7	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.	CD	RDA, DVO	Ongoing
5.8	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.	CD [ED]	RDA, DVO	2007-2008
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.	CD	--	Ongoing
MOBILITY IN TRANSPORTATION				
6.1	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.	PW	RDA, SCAT	2007-2008
6.2	Construct the multi-modal transit center described in Action 6.1.	PW	RDA, SCAT	As funding allows
6.3	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.	CD	PW	Ongoing

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
 CD = Community Development Dept.
 CD [A] = Administration
 CD [E] = Economic Development
 CS = Community Services Dept.
 DVO = Downtown Ventura Org.

FD = Fire Department
 FD [BS] = Building and Safety
 FD [CE] = Code Enforcement
 GBC = Green Building Council
 PD = Police Department
 PW = Public Works Department

PW [P] = Parks
 RDA = Redevelopment Agency
 SCAT = South Coast Area Transit
 VVCB = Ventura Visitors & Convention Bureau
 -- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
6.4	Continue to support efforts by SCAT to provide a service that connects the Downtown with Ventura Harbor and beach access points along the way.	PW	SCAT	Monitor and revise routes/schedules as needed
6.5	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.	PW	SCAT	Ongoing
6.6	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.	PW	SCAT	Ongoing
6.7	Evaluate the feasibility and effectiveness of extending the evening hours of SCAT transit service in the Downtown for peak times (Friday and Saturday).	PW	SCAT	Ongoing
6.8	Facilitate establishment of a car-sharing service and begin negotiations with a new or existing provider (see Downtown Parking Management Program, Chapter V).	PW	CD	2011 and beyond
6.9	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.	CD	--	Ongoing
6.10	Fund and implement the California Street off-ramp project in cooperation with Caltrans, VCTC, and State legislators (see Catalytic Project No. 4, Chapter 1).	PW, Caltrans	--	As funding allows
6.11	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).	PW	CS, Caltrans	2008-2009
6.12	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.	PW	CD	As pedestrian traffic volume increases
6.13	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.	PW	--	Ongoing
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.	CD	--	Ongoing
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.	PW	--	Ongoing
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.	CD	--	Ongoing

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
CD = Community Development Dept.
CD [A] = Administration
CD [E] = Economic Development
CS = Community Services Dept.
DVO = Downtown Ventura Org.

FD = Fire Department
FD [BS] = Building and Safety
FD [CE] = Code Enforcement
GBC = Green Building Council
PD = Police Department
PW = Public Works Department

PW [P] = Parks
RDA = Redevelopment Agency
SCAT = South Coast Area Transit
VVCB = Ventura Visitors & Convention Bureau
-- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

SUMMARY OF ACTIONS

Table V-2

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
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.	CD	--	Ongoing
"PARK ONCE" MANAGEMENT STRATEGY				
7.1	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.	PW	CD	Varies from short- to long-term, see pg. V-4 and V-5
7.2	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).	CD [ED]	PW	2007-2008
7.3	Develop a strategy and identify funding to convert under-utilized surface lots to new uses such as retail, commercial or residences.	RDA	CD [ED], PW	Ongoing
SUSTAINABLE INFRASTRUCTURE				
8.1	Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone.	CD	--	Ongoing
8.2	Require new coastal development adjacent to the beach to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches.	CD	--	Ongoing
8.3	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.	CD	--	Ongoing
8.4	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.	PW	--	Ongoing
8.5	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.	CD	PW	Ongoing
8.6	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.	CD	--	Ongoing
8.7	Require development to mitigate its impacts on wildlife through the development review process.	CD	--	Ongoing
8.8	Require development adjacent to rivers and wetlands to use native or non-invasive species, preferably drought-tolerant for landscaping.	CD	--	Ongoing

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
 CD = Community Development Dept.
 CD [A] = Administration
 CD [E] = Economic Development
 CS = Community Services Dept.
 DVO = Downtown Ventura Org.

FD = Fire Department
 FD [BS] = Building and Safety
 FD [CE] = Code Enforcement
 GBC = Green Building Council
 PD = Police Department
 PW = Public Works Department

PW [P] = Parks
 RDA = Redevelopment Agency
 SCAT = South Coast Area Transit
 VVCB = Ventura Visitors & Convention Bureau
 -- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
8.9	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.	CD	--	Ongoing
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.	CD	PW [P]	Ongoing upon adoption of a Tree Preservation Ordinance
8.11	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.	CD	PW	Ongoing, subject to change upon adoption of a Master Drainage Plan (Action 8.12)
8.12	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.	PW	--	As funding allows
8.13	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.	CD	--	Upon adoption of a Master Drainage Plan
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.	PW	--	Upon adoption of a Master Drainage Plan
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.	PW	CD	As funding allows (per-project basis)
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.	CD	PW	Ongoing
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 Tables II-1 and II-2. 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.	PW	--	Ongoing, as funding allows
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.	PW	CD	As funding allows

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
 CD = Community Development Dept.
 CD [A] = Administration
 CD [E] = Economic Development
 CS = Community Services Dept.
 DVO = Downtown Ventura Org.

FD = Fire Department
 FD [BS] = Building and Safety
 FD [CE] = Code Enforcement
 GBC = Green Building Council
 PD = Police Department
 PW = Public Works Department

PW [P] = Parks
 RDA = Redevelopment Agency
 SCAT = South Coast Area Transit
 VVCB = Ventura Visitors & Convention Bureau
 -- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

SUMMARY OF ACTIONS

Table V-2

Number	Action	Lead Agency / Dept.	Support Agency / Dept.	Timeframe
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.	CD	PW, DVO	Ongoing
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.	PD	FD, CD, PW	Ongoing
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.	PW	FD, CD, PD, RDA	As funding allows
8.22	Ensure all proposed developments comply with appropriate fire safety standards per the Uniform Fire & Building Code.	FD	CD	Ongoing
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.	CD	FD [BS]	Ongoing
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.	CS	--	2007-2008
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.	CD [A]	CS	As necessary
8.26	Provide and continue to assess the need for safe, clean public restrooms in the Downtown.	CD [ED]	PW	Ongoing
8.27	Evaluate the feasibility of public wireless internet (Wi-Fi).	CD [ED]	RDA	2007

KEY TO ABBREVIATIONS

Caltrans = CA Dept. of Transportation
 CD = Community Development Dept.
 CD [A] = Administration
 CD [E] = Economic Development
 CS = Community Services Dept.
 DVO = Downtown Ventura Org.

FD = Fire Department
 FD [BS] = Building and Safety
 FD [CE] = Code Enforcement
 GBC = Green Building Council
 PD = Police Department
 PW = Public Works Department

PW [P] = Parks
 RDA = Redevelopment Agency
 SCAT = South Coast Area Transit
 VVCB = Ventura Visitors & Convention Bureau
 -- = none assigned

Ongoing = May require short-, mid- or long-term recurring action

ACKNOWLEDGEMENTS

CITY COUNCIL

Carl E. Morehouse, Mayor
Christy Weir, Deputy Mayor
Neal Andrews
Brian Brennan
Bill Fulton
James L. Monahan
Edward Summers

CITY OF SAN BUENAVENTURA

Rick Cole, City Manager
Mary Walsh, Deputy City Manager
Bob Boehm, City Attorney
Nelson Hernandez, Community Development Director

LEAD STAFF

Nicole Horn, Associate Planner, Project Manager
Kaizer Rangwala, Assistant Community Dev. Director
Sid White, Economic Development & Revitalization Manager
Jim Neuerburg, Assistant City Attorney II
Kari Gialketsis, Principal Planner
Dave Ward, Principal Planner
Kevin Colin, Senior Planner
Margaret Ide, Associate Planner, Environmental Project Manager
Thomas Mericle, Transportation and Traffic Engineer
VS Chandrashaker, Associate Transportation Engineer
Dave Armstrong, RDA Project Manager

SUPPORT STAFF

Ron Calkins, Public Works Director
Elena Brokaw, Community Services Director
Jay Panzica, Chief Financial Officer
Pat Miller, Police Chief
Mike Lavery, Fire Chief
Mabi Plisky, City Clerk

Rick Raives, City Engineer
Bob Williams, Principal Civil Engineer
Vicki Musgrove, Maintenance Services Mgr.
Richard Bradley, Management Analyst II
Mike Montoya, Parks Manager
Daryl Wagar, Parks Supervisor
Ray Olsen, Environmental Services Supervisor
Don Davis, Utilities Manager
Susan Rungren, Utilities Planning Engineer
Kerry Adams-Hapner, Cultural Affairs Manager
Denise Sindelar, Public & Visual Arts Sup.
Andrew Stuffer, Building Official

Ken Corney, Assistant Police Chief
Quinn Fenwick, Lieutenant
Dave Wilson, Lieutenant
Jenise Wagar, Civic Engagement Manager
Richard Newsham, Marketing Specialist
Priscilla Holmes, Graphics Supervisor
Roger Adams, Systems Analyst I
Don Taylor, Systems Analyst I
Lisette Alivandivafa, Office Services Sup.
Rob Garven, Print Shop Supervisor
Yvonne Velasco, Printer II
Alvin Adora, Printer I
Luz Juachon, Secretary
Sue Torres, Administrative Secretary

Lisa Wilkinson, Associate Planner

DTSP PROGRAMS PLANNING AND IMPLEMENTATION COMMISSION

Placeholder for: John Hecht, Chair
Martin Johnson, Vice Chair
1. Downtown CIP projects
Carolyn Briggs
2. Summary of Actions (as finalized)
Michael Faulstich
Martel Fraser
Ronald Allen
Curtis Stiles

TECHNICAL CONSULTANTS TO THE CITY

CRAWFORD MULTARI & CLARK ASSOCIATES

Paul Crawford, FAICP, Principal
Dave Moran, Senior Associate

MOULE & POLYZOIDES ARCHITECTS/ URBANISTS

Stephanos Polyzoides, Principal
Juan Gomez-Novy, Project Manager

NELSON/NYGAARD CONSULTING ASSOCIATES

Patrick Siegman, Principal
Jeremy Nelson, Associate Project Manager

HDR-Town Planning

Dave Sargent, Principal
Maria Martinez, Town Planner

Rincon Consultants, Inc.

Stephen Svete, AICP, President
Joseph Power, AICP, Principal
Cori Lindbeck, Associate Environmental Planner

SUPPORT CONSULTANTS

Keyser Marston Associates, Inc.

APPENDICES

- A. SUMMARY OF THE 1993 PLAN OBJECTIVES AND ACHIEVEMENTS
- B. SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION
- C. REGULATORY SETTING
- D. LIST OF SUPPORTING DOCUMENTS

APPENDIX A

SUMMARY OF THE 1993 PLAN OBJECTIVES AND ACHIEVEMENTS

Table A-1. 1993 Specific Plan Summary of 5 -7 Year Objectives

5 – 7 Year Objectives	Status	Progress Toward Implementation
Private Investment		
Promote California Street infill development	Objective met; other improvements are ongoing	California Street streetscape improvements completed; New parking structure completed; lease agreement for California 66; improvements to freeway overpass
Promote infill development along Main Street	Objective met; other improvements are ongoing	Streetscape improvements to Main Street completed; new Century Theater; other new businesses throughout
Promote pierside redevelopment project	In progress	Currently under staff review to determine ownership structure
Promote residential development in Downtown core	Objective met; other improvements are ongoing	Olson Company project; new regulations adopted to promote infill of housing
Promote new office development in the Downtown core	Objective met; other improvements are ongoing	Business assistance program enacted; construction of Court of Appeals at Santa Clara and Figueroa; Faucett Building constructed
Promote renovation of storefronts along Main Street	Objective met; other improvements are ongoing	Business assistance program; Peirano Building with RDA funding for acquisition and renovation
Promote infill along Figueroa Street	Objective met; other improvements are ongoing	Construction of Court of Appeals at Santa Clara and Figueroa; Faucett Building constructed
Relocate historical buildings to the Figueroa Street corridor	Complete	Relocation of three historical structures to Figueroa Street
Public Investment		
Downtown Landmark and California Street bridge improvements	In progress	Design phase completed; streetscape improvements to the bridge are included in this Specific Plan (Chapter IV)
California Street improvements	Objective met; other improvements are ongoing	Additional streetscape improvements recommended as part of this Specific Plan (Chapter IV)
Holiday Inn (now Crowne Plaza) plaza redesign	In progress	Conceptual design phase underway
Downtown Plaza	Complete	Included in Specific Plan
California Street offramp redesign (interim)	On hold	State funding currently not available
Pier reconstruction	Complete	

Table A-2. 1993 Specific Plan Summary of 15 -20 Year Objectives

15 – 20 Year Objectives	Status	Progress Toward Implementation
Private Investment		
Promote additional office development in the Downtown	Ongoing	Business Assistance Program; RDA activities; the updated Specific Plan incorporates provisions for accommodating live/work settings (Chapter IV)
Promote residential development on all remaining opportunity sites	Ongoing	Infill incentives are included in development standards for updated Specific Plan, RDA activities
Promote continued renovation of storefront commercial buildings in Downtown core	Ongoing	Business Assistance Program
Promote construction of new homes and renovation of multifamily residential uses in Eastside neighborhood	Ongoing	First time homebuyers program; Housing preservation program
Promote construction of commercial structures along Main Street east of Fir Street that replicate the established architectural character	Ongoing	Business assistance program
Promote the development of a variety of types of visitor-serving uses in proximity to the Downtown waterfront	Ongoing	Market study prepared for updated Downtown Specific Plan (Appendix B)
Accommodate the expansion of Patagonia	Ongoing	Master Plan for Patagonia development is in place and is incorporated into this Specific Plan
Promote the development of live/work facilities to accommodate artists and craftpeople	Complete	The updated Specific Plan incorporates provisions for accommodating live/work settings via the Development Code. The WAV artist live-work facility is in progress at the corner of Thompson and Ventura Ave.
Public Investment		
Figueroa Street improvements	In progress	Additional improvements are incorporated into this Specific Plan (Chapter IV)
Ash Street improvements	Ongoing	To be considered with private and non-profit development, this updated Specific Plan prioritizes completion of a future streetscape plan and improvements to the overpass.

APPENDIX A

SUMMARY OF THE 1993 PLAN OBJECTIVES AND ACHIEVEMENTS

Table A-2. 1993 Specific Plan Summary of 15 - 20 Year Objectives

15 – 20 Year Objectives	Status	Progress Toward Implementation
West Side Neighborhood Parks	Ongoing	Conceptual design phase under way
Mission Park Amphitheater	Redefined and in progress	Improvements to Mission Park are planned as part of the Cultural Arts Center facility currently in design phase (see Catalytic Projects), however, an amphitheater has not been prioritized.
East Main Street improvements	Incomplete	A streetscape plan is prioritized in this updated Specific Plan
California Street offramp redesign/relocation to Oak Street	On hold	Draft Project Study Report completed; State funding currently not available
Thompson Boulevard improvements	In progress	Streetscape improvements are incorporated into this updated Specific Plan (Chapter IV)
Olive Street/Thompson Boulevard realignment	No progress	No progress; the 1993 Plan indicates that this objective was “subject to further study”. This has not been pursued and has not been carried forward as an objective.
Regional bus station and train station (Multi-modal station)	In progress	Siting study for multi-modal transit center incorporated into this updated Specific Plan. However, it is currently un-funded.

APPENDIX B

SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

(Department of Interior regulations, 36 CFR 67)

APPENDIX C

REGULATORY SETTING

CALIFORNIA GOVERNMENT CODE

The California Government Code requires a specific plan to include text and diagrams which specify "...the distribution, location, and extent of the uses of land, including open space, within the area covered by the plan." Chapters II, III and IV of the Downtown Specific Plan fulfill this requirement.

CALIFORNIA COASTAL ACT

As shown on the Regulating Plan (Figure IV-1), a large portion of the Downtown Specific Plan area lies within the Coastal Zone as defined the Coastal Act of 1976, Public Resources Code § 30000 et seq. The Downtown Specific plan must be consistent with the various policies and standards of the Coastal Act.

LOCAL COASTAL PROGRAM

The City of San Buenaventura adopted its General Plan in August of 2005. The subsequent specific and community plans identified in the General Plan will, as they are adopted, serve as updates to the city's 1989 Local Coastal Program (LCP). The first Downtown Specific Plan was certified by the Coastal Commission in 1994. This 2007 update replaces the previous plan in its entirety. As such, the 2007 Downtown Specific Plan, as adopted by the San Buenaventura City Council, requires certification by the Coastal Commission as an amendment to the city's Local Coastal Program. The Downtown Specific Plan is both a Land Use and Implementation Plan that constitutes the majority of the LCP for property within the coastal zone in Downtown.

GENERAL PLAN

A specific plan can be thought of as a detailed general plan focusing on a portion of a city. Section 65450 of the California Government Code describes the required contents of a specific plan and its relationship to the general plan as follows:

65450. After the legislative body has adopted a general plan, the planning agency may, or if so directed by the legislative body, shall, prepare specific plans for the systematic implementation of the general plan for all or part of the area covered by the general plan.

The 2007 Downtown Specific Plan is the first in a series of intended updates to Ventura's specific plans and *new* community plans that implement the goals, policies and programs of the Ventura General Plan. By establishing policies and standards for development and redevelopment that are consistent with the General Plan, the Downtown Specific Plan is consistent with the General Plan.

REDEVELOPMENT PLAN

The Downtown Specific Plan area encompasses the City's redevelopment project area (see Figure I-1). Redevelopment is a powerful tool for implementing the objectives of the General Plan and Downtown Specific Plan. Under California redevelopment law, agencies can generate revenue from the property tax associated with the growth in assessed value of properties within the project area, and use these revenues to effect improvements. At least 20 percent of these revenues must be set aside for the provision of affordable housing.

The overall goal of the 2005-2010 Redevelopment Implementation Plan is to alleviate conditions within Downtown that are impediments to the full and beneficial use of properties and buildings. Among the many important tools available to the Redevelopment Agency in accomplishing this task is the use of tax increment financing to help pay for revitalization efforts. Together, the Downtown Specific Plan and the Redevelopment Implementation Plan work hand in hand to revitalize Downtown.

APPENDIX D

SUPPORTING DOCUMENTS

The following documents were prepared as part of the Downtown Specific Plan update process. They are background materials published separately and included by reference:

1. 2006 Downtown Ventura Mobility and Parking Plan
2. 2004 Streetscape Project Plan
3. Downtown Market Opportunities Assessment
4. Conceptual Planning Study for a Multi-Modal Transportation Center
5. Downtown Parking Study
6. Historic Landmarks and Districts Report

They are available for review at the Public Planning Counter:

City Hall
Room 117
501 Poli Street
Ventura, CA 93001