



# Westside Public Review Draft Community Plan and Development Code



# Westside Community Planning Context

WE THE PEOPLE  
of Ventura, in order to  
ensure that our City  
continues to be a great place  
for us to live ...



ACHIEVING THE VISION  
2005 ventura general plan

Action 3.18: Complete  
**community** or specific  
**plans**...for areas such as  
**Westside**, Midtown,  
Downtown, Wells, Saticoy...

Action 3.15: Adopt new  
**development code**  
provisions...

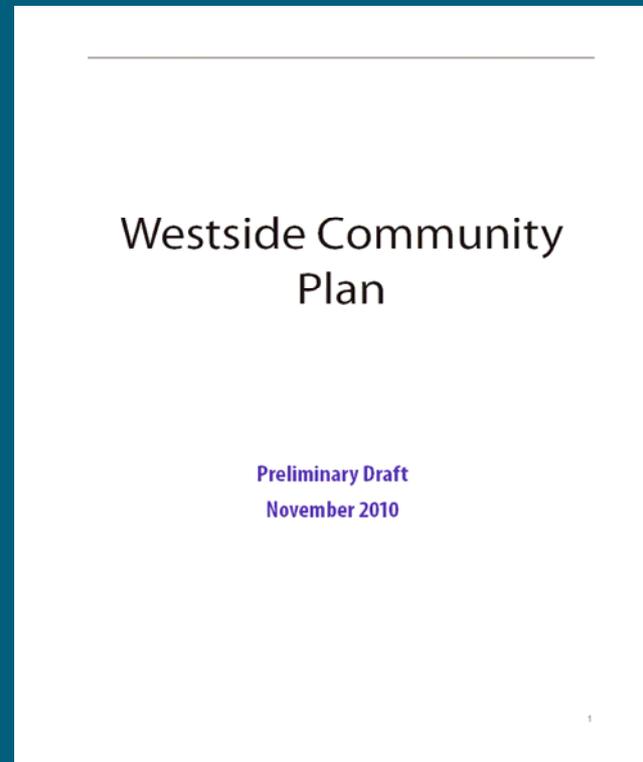
Plan

Code



# Major Community Comments

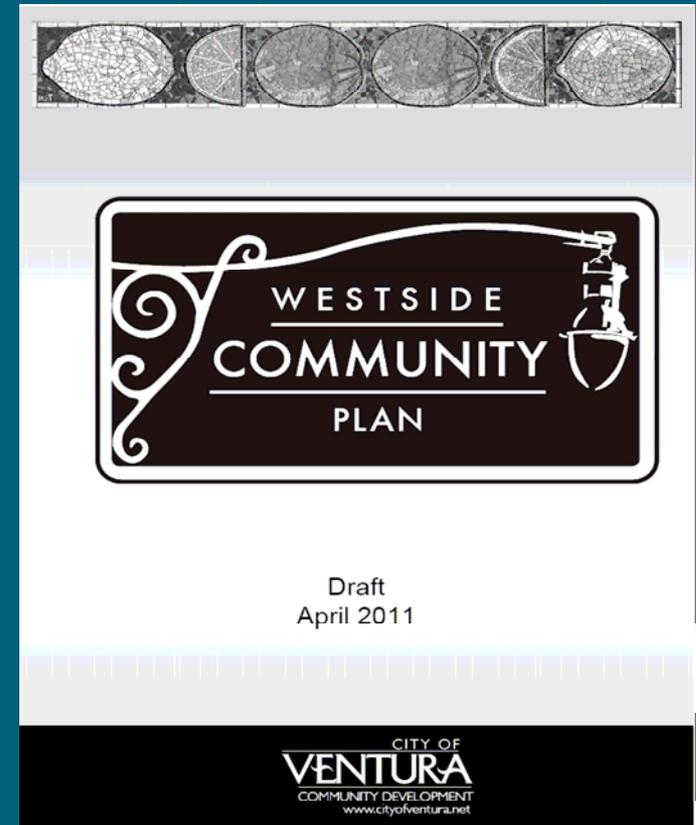
- Urban parks and plazas
- Bike/ped connectivity
- Crossing the Avenue
- Building height concern
- Neighborhood Context Sensitivity
- Watershed protection





# Council Initiation – Draft Plan & Code

- Major Issues
- Response Matrix
- Tonight's Objective



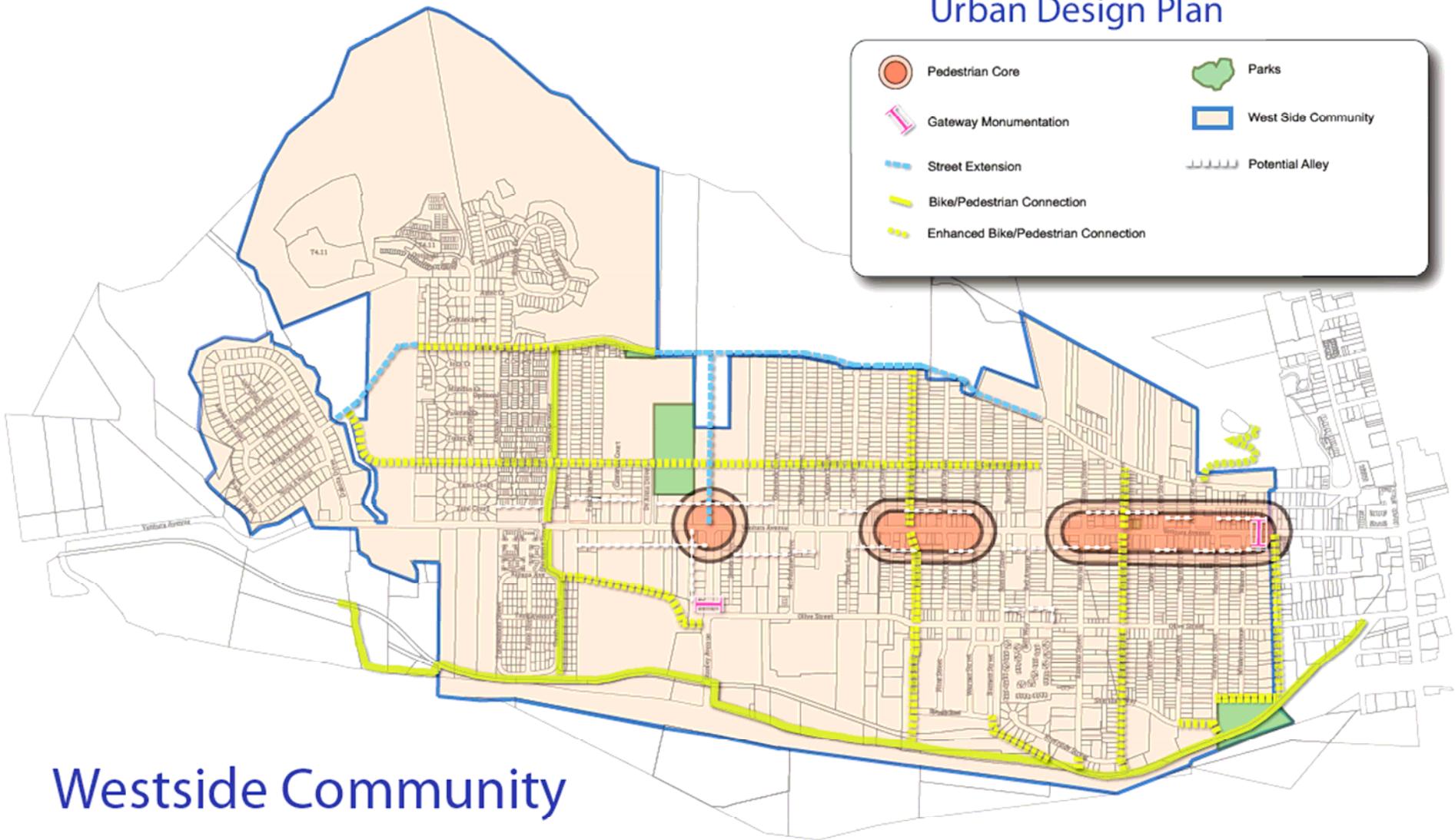


# **Commercial Core**

**The Avenue**

## Urban Design Plan

	Pedestrian Core		Parks
	Gateway Monumentation		West Side Community
	Street Extension		Potential Alley
	Bike/Pedestrian Connection		
	Enhanced Bike/Pedestrian Connection		



## Westside Community

# Parks/Height Incentive



# Economic Strategies

Establish RDA

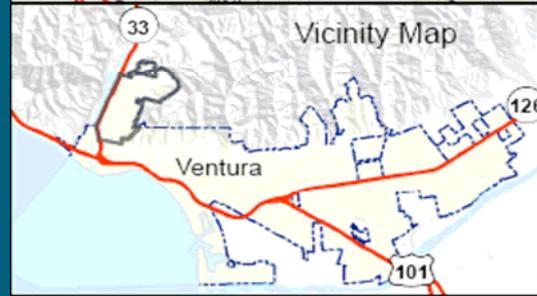
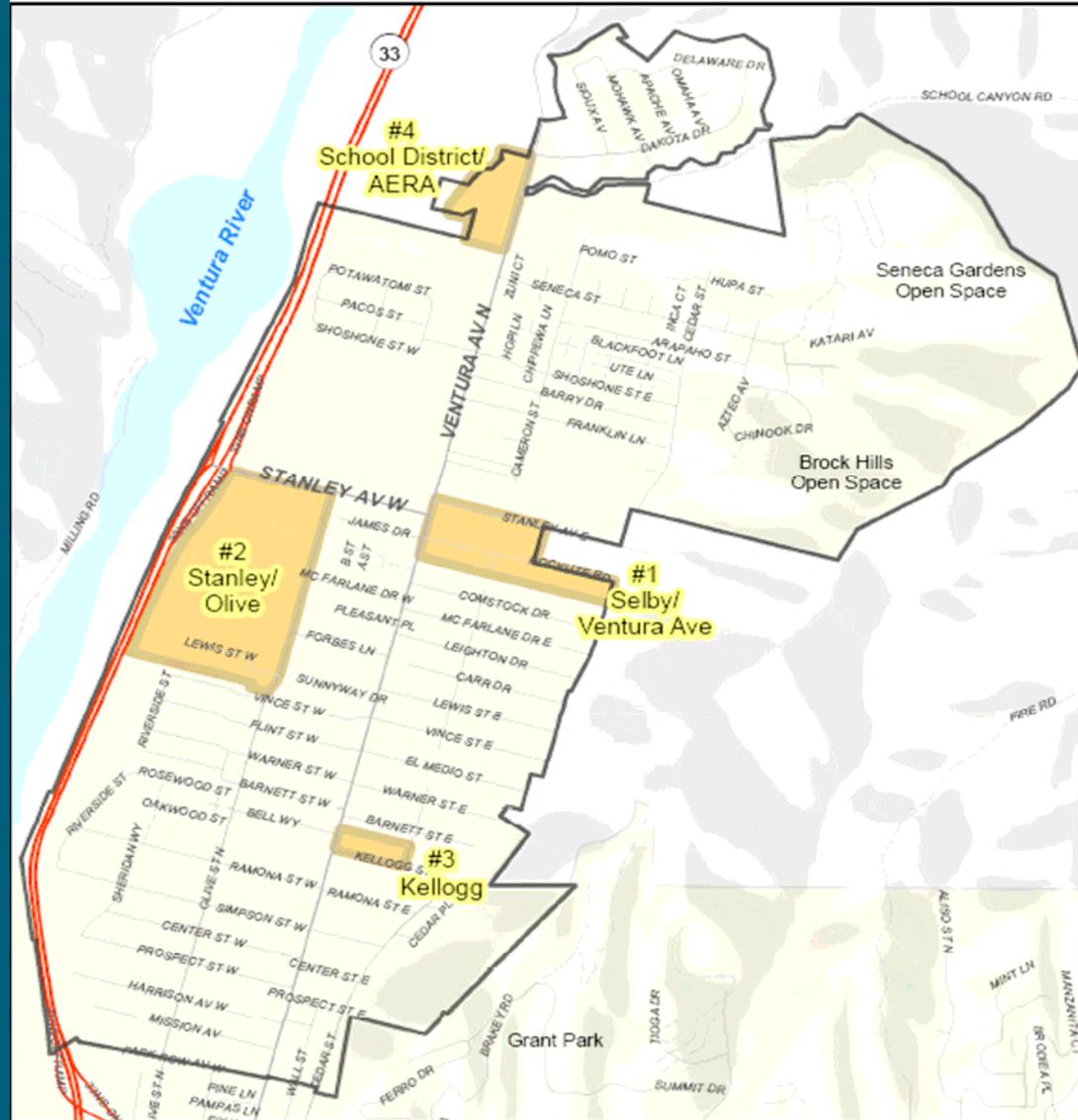
Green Technology

Workforce Training

Promote Local Retail

Promote Green  
Development

FBC to Expand Mixed-  
Use



## Economic Catalyst Sites

Westside Planning Boundary

Potential Sites

1 inch = 1,600 feet

Source: 2006, Westside Economic Development Strategy





# **Community Neighborhoods**

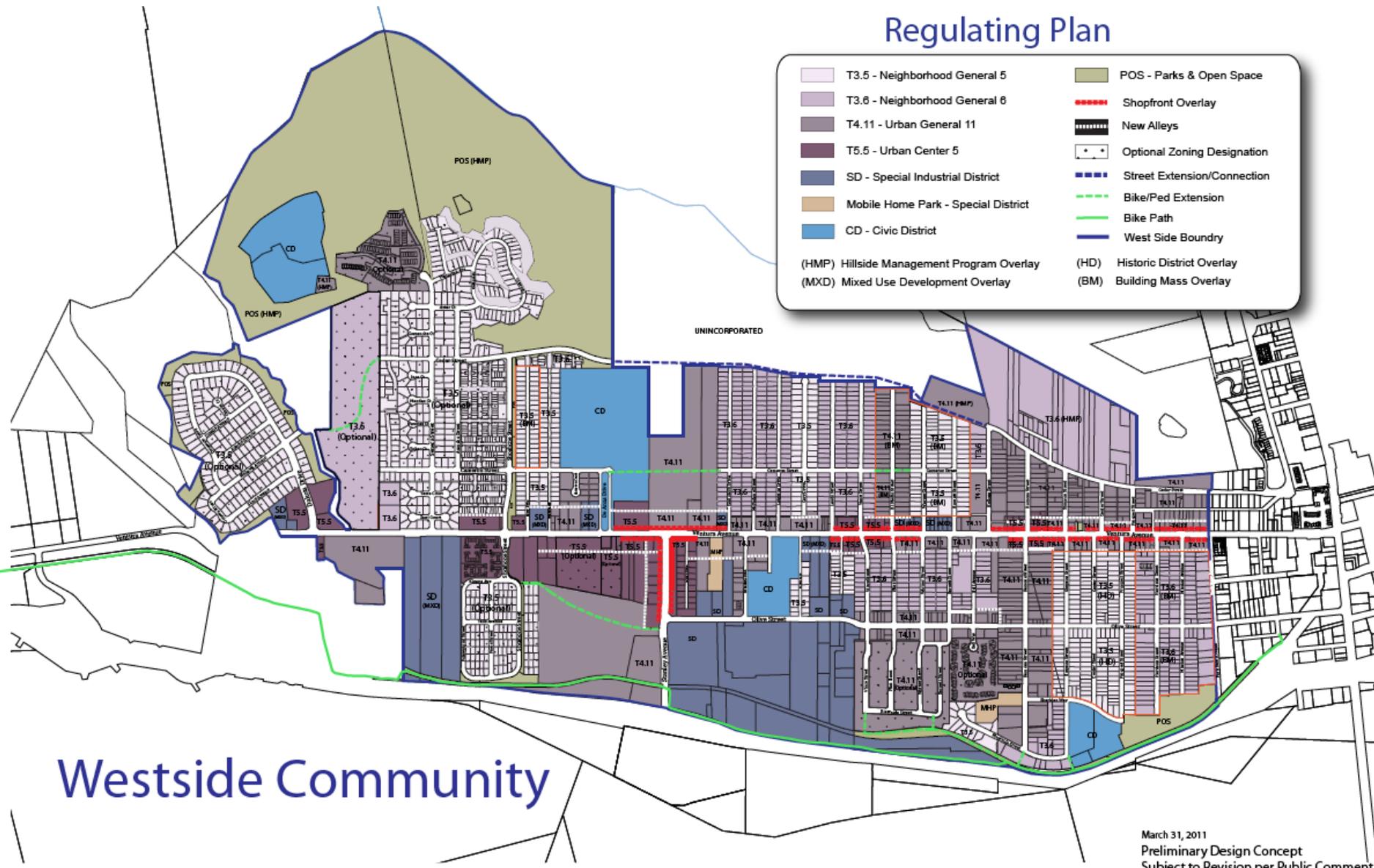


## Regulating Plan

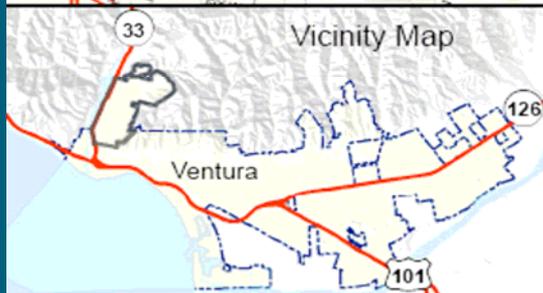
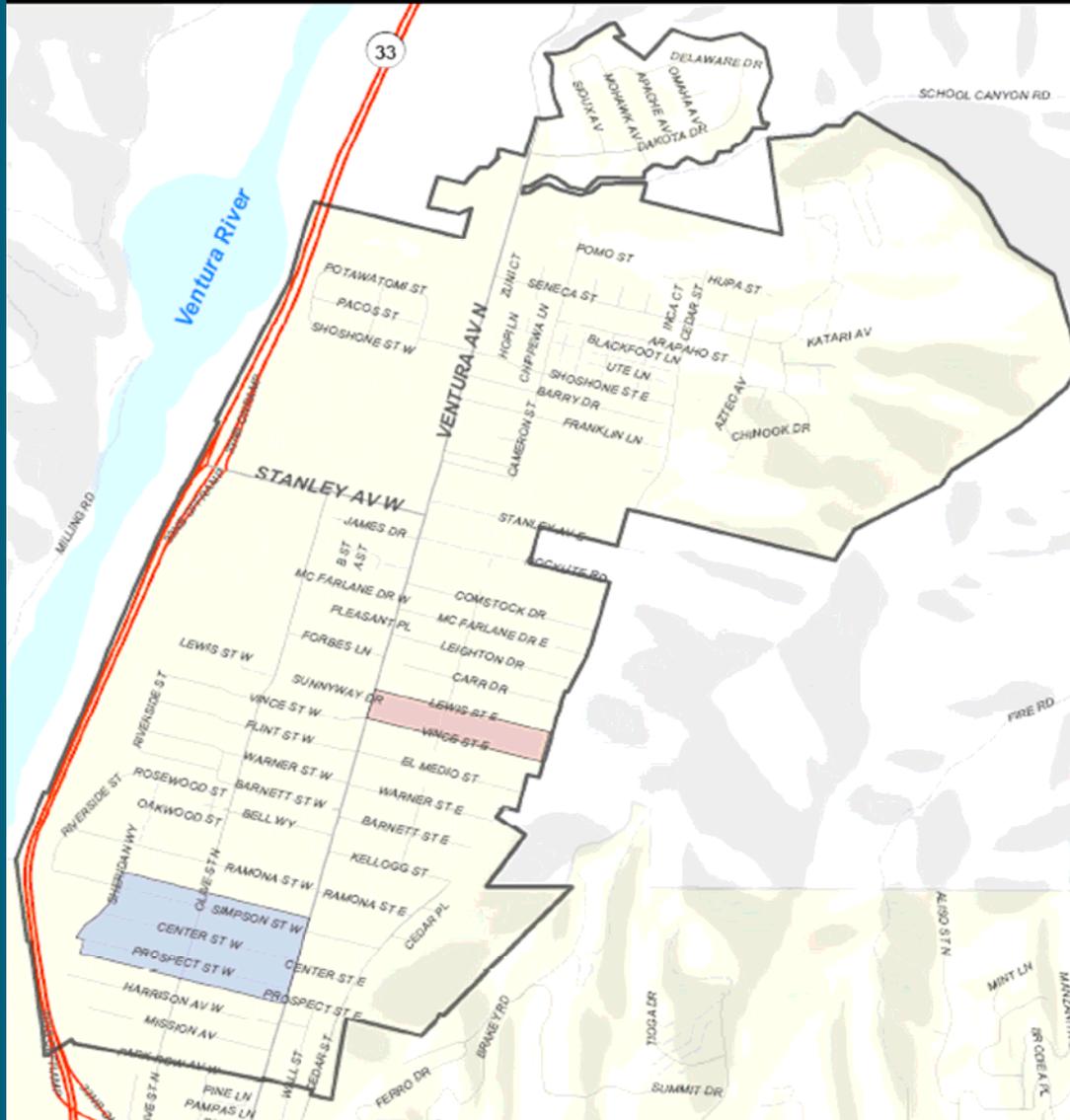
	T3.5 - Neighborhood General 5		POS - Parks & Open Space
	T3.6 - Neighborhood General 6		Shopfront Overlay
	T4.11 - Urban General 11		New Alleys
	T5.5 - Urban Center 5		Optional Zoning Designation
	SD - Special Industrial District		Street Extension/Connection
	Mobile Home Park - Special District		Bike/Ped Extension
	CD - Civic District		Bike Path
			West Side Boundary

(HMP)	Hillside Management Program Overlay	(HD)	Historic District Overlay
(MXD)	Mixed Use Development Overlay	(BM)	Building Mass Overlay



## Westside Community



## Historic Districts

-  Westside Planning Boundary
-  Adopted Simpson Tract District
-  Proposed Lewis District

1 inch = 1,600 feet



Source: January 2011 Westside Historic Resources Survey



# **Community Edges**

# Ventura River and Hillsides



# Public Programs

- Cultural Heritage
- Westside Arts
- Education & training
- Infrastructure





# **Tailoring the Westside Development Code**

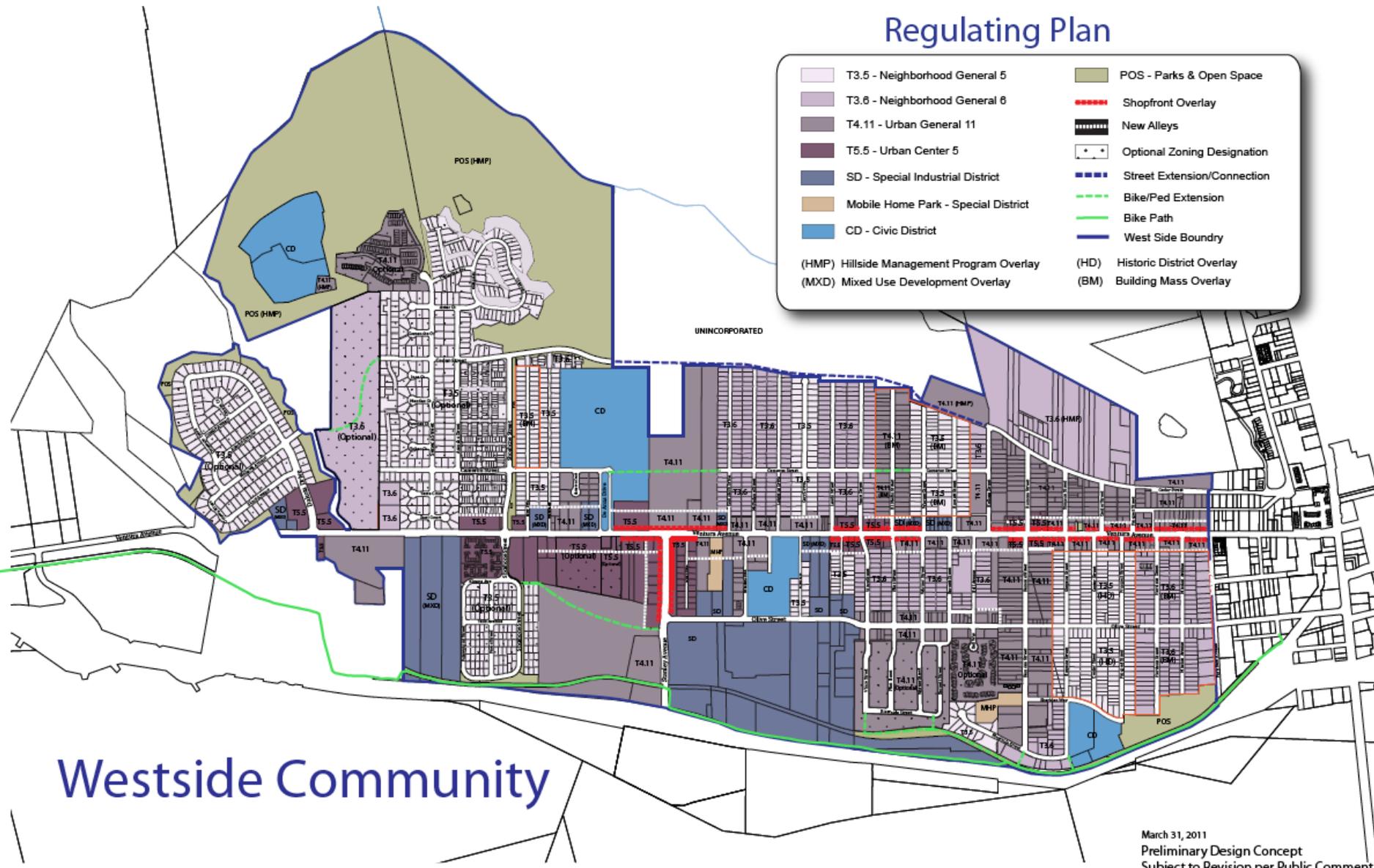


## Regulating Plan

	T3.5 - Neighborhood General 5		POS - Parks & Open Space
	T3.6 - Neighborhood General 6		Shopfront Overlay
	T4.11 - Urban General 11		New Alleys
	T5.5 - Urban Center 5		Optional Zoning Designation
	SD - Special Industrial District		Street Extension/Connection
	Mobile Home Park - Special District		Bike/Ped Extension
	CD - Civic District		Bike Path
			West Side Boundary

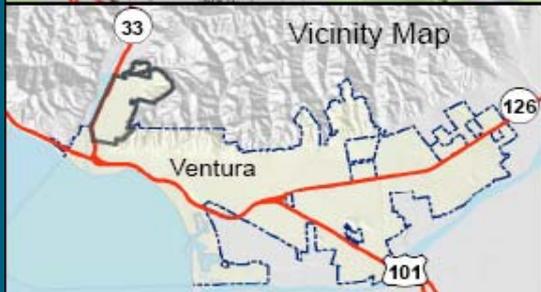
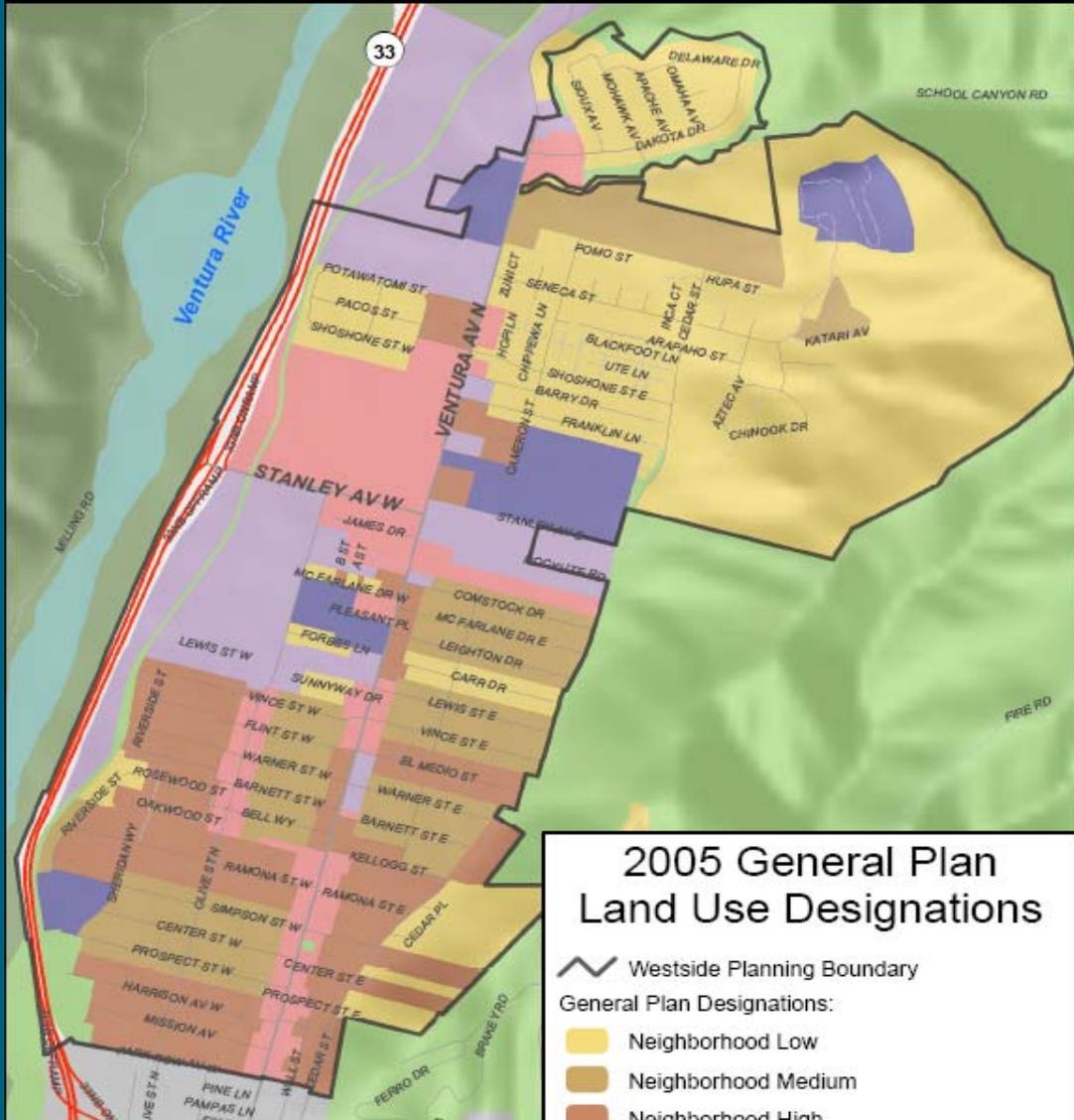
(HMP)	Hillside Management Program Overlay	(HD)	Historic District Overlay
(MXD)	Mixed Use Development Overlay	(BM)	Building Mass Overlay



## Westside Community

# Parks/Open Space





## 2005 General Plan Land Use Designations

Westside Planning Boundary

General Plan Designations:

- Neighborhood Low
- Neighborhood Medium
- Neighborhood High
- Agriculture
- Commerce
- Industry
- Public / Institutional
- Parks and Open Space
- Specific Plan

1 inch = 1,600 feet

Source: 2005, City of Ventura



# Nonconforming Structures

- **Ventura Avenue Corridor:**
  - 6 Month limit for Discontinued Use
  - Any Addition triggers full conformity
  - Full reconstruction after qualifying event
- **Westside Neighborhoods –**
  - Indefinite continuation for discontinued use
  - <20% Addition
  - < 50% may be rebuilt after qualifying event



# City Height Regulations

- Ventura Avenue Corridor

  - C-2: max. 75 feet & six stories

  - M-1: max. 45 feet & three stories

  - M-2: max. 75 feet & six stories

- Neighborhoods

  - R-3: max. 45 feet & three stories

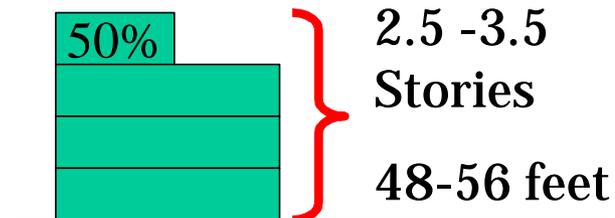
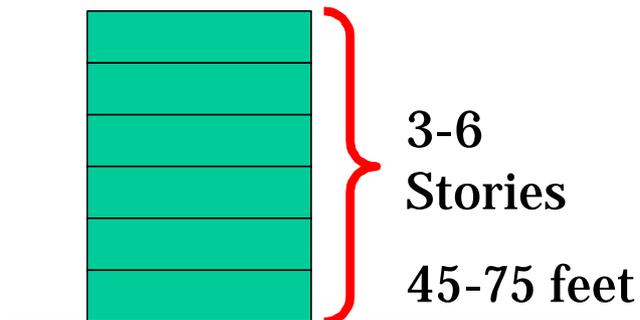
  - R-1: max. 30 feet & two and a half stories



# Ventura Corridor Heights

- Existing
  - C-2 & M-1 Zones

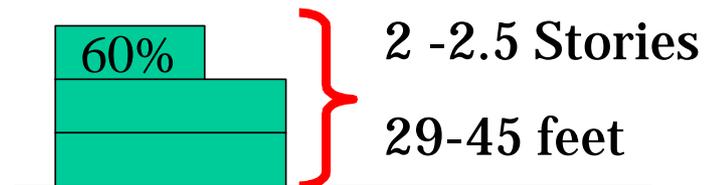
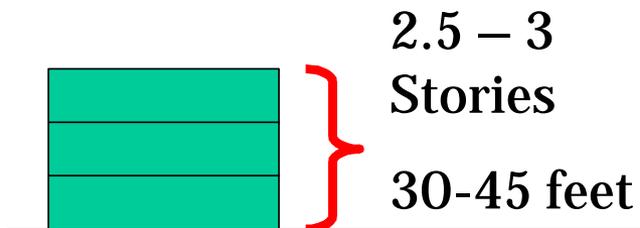
- Proposed
  - T4.11 & T5.5





# Neighborhood Heights

- Existing Zones
  - R-1, R-2 & R-3
- Proposed Zones
  - T3.5, T3.6 & T4.11



## Next Steps

- CEQA NOP
- Parking study
- Historic Survey – Industrial Assessment
- Plan Policy Refinement

## Next Steps

- Summer Code Refinement Exercise
  - Corridor Bldg. Height & Massing
  - Industrial building typology or standards
  - Eclectic typologies



# **Recommendations Agenda Item # 3**

Direct Staff to:

- Proceed with CEQA Environmental Analysis
- Community Plan Policy Refinement
- Code Refinement Exercise

# Recommendations Agenda Item #4

Direct Staff to:

- Execute contract with Impact Sciences, Inc. to prepare Westside EIR
- Appropriate funds from the City's 2010/2011 Contingency Fund to the Community Development Dept., Westside Project fund.