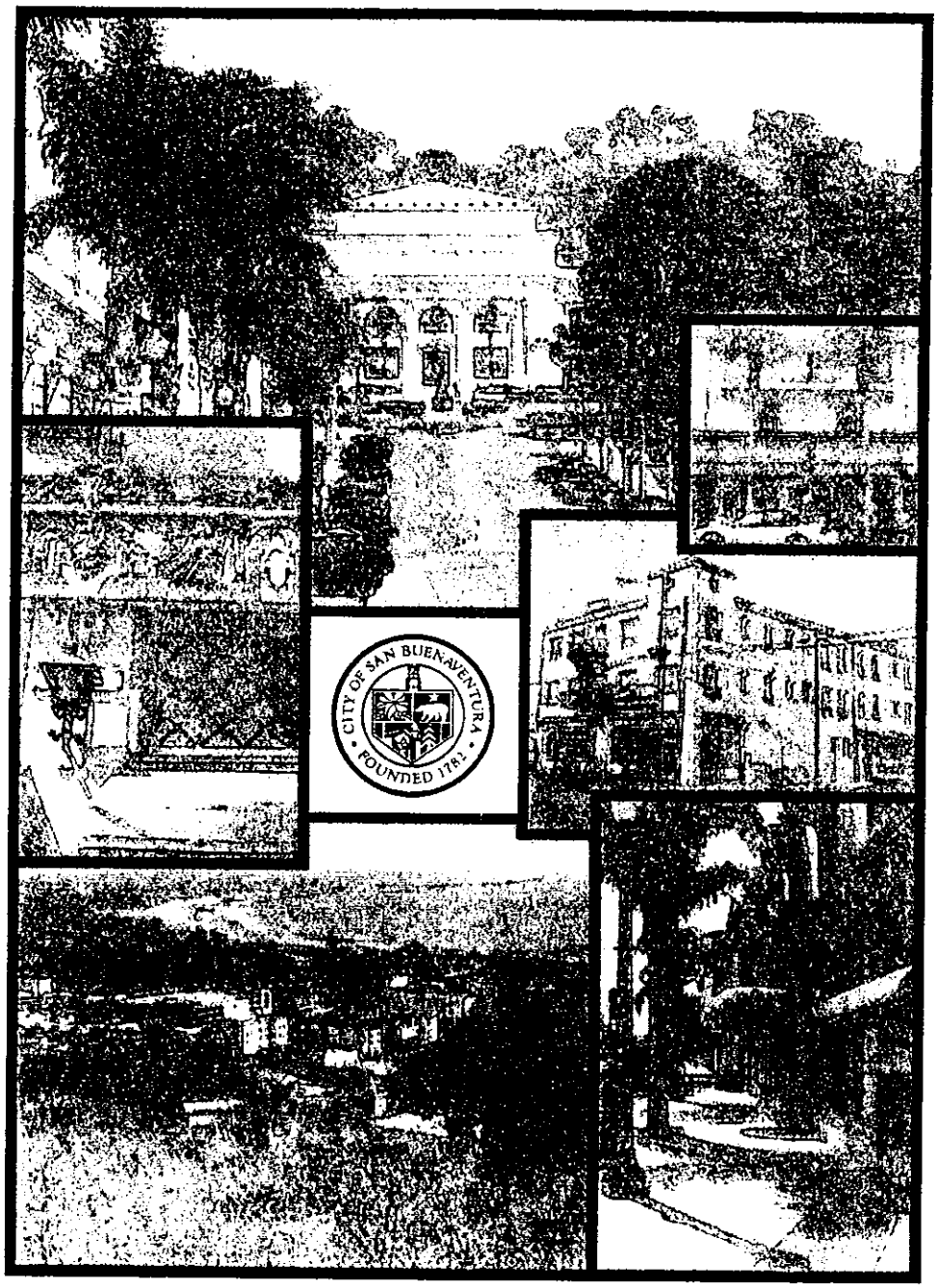
City of San Buenaventura
Comprehensive Plan Update
CPAC Issues & Alternatives Report



September 2003

Acknowledgements

The Advance Planning Section of the Community Development Department wishes to extend their appreciation to the many community members who gave their time and energy to participate in the process of developing the Issues & Alternatives Report.

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Executive Summary

The Comprehensive Plan Advisory Committee (CPAC) voted at their final hearing on September 24, 2003 to finalize the Issues and Alternative Report and the CPAC Recommended Land Use Scenario, and forward them on to the Planning Commission for review and consideration.

The Issues and Alternatives Report is intended to be a summary of the key issues to be addressed and incorporated into the Comprehensive Plan Update. The Key Issues Summary generally focus on seven major topics, including: land use and community character; local economy; circulation; public services; infrastructure; environmental resources, and hazards. Additionally, the Report also includes the CPAC Recommended Land Use Scenario, a brief environmental/infrastructure/ service constraints analysis, and a fiscal impact analysis.

A Draft Recommended Land Use Scenario was developed incorporating direction and comments from the CPAC, and was presented to the CPAC on August 27, 2003. During this meeting the CPAC recommended modifications, which were incorporated into the Final CPAC Recommended Land Use Scenario. The scenario identifies approximately 1,100 acres of land for residential uses which could accommodate nearly 18,000 dwelling units, approximately 860 acres for non-residential land uses (i.e., 152 acres for retail uses, 424 acres for industrial uses,104 acres for office uses, 133 acres for schools, and 35 acres for other public facilities), and over 800 acres for parks and open space. The CPAC Recommended Land Use Scenario is depicted in Figure 3-14 of the CPAC Issues and Alternatives Report.

The Final Issues and Alternatives Report and Final CPAC Recommended Land Use Scenario was submitted to CPAC on September 24, 2003. One additional modification was voted by CPAC to be incorporated into the Final CPAC Recommended Land Use Scenario. This modification involved the expansion of the City's Sphere of Influence boundary to include all of Potential Expansion Area (PEA) 7 (South Montalvo) and PEA 1 (Cañada Larga). This modification is reflected in the CPAC Recommended Land Use Scenario in Figure 3-14.

City of San Buenaventura
Comprehensive Plan Update
Final Issues & Alternatives Report

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1.0 Introduction and Background

1.1 Purpose of the Report

The primary purposes of the Issues and Alternatives Report are: to (1) summarize the key issues identified during the Comprehensive Plan Advisory Committee (CPAC) process; and (2) present the CPAC recommended land use scenario, including environmental and fiscal analysis. This scenario may be modified based on additional public input, Planning Commission review, and City Council consideration to become the preferred alternative for the Comprehensive Plan update.

1.2 Report Format

Section 2 presents the CPAC Key Issues Summary. These issues are critical to determining how specific parcels of land should be used in the future. Section 2 also reviews the primary implementation strategies of the Ventura Vision and provides an outline of the important links between the Ventura Vision and the Comprehensive Plan. Together, the CPAC Key Issues Summary and the Ventura Vision create the framework for updating the goals and policies of the Comprehensive Plan.

Section 3 summarizes data collected for CPAC and the process undertaken to develop the CPAC recommended land use scenario. The following land demand and supply data is provided:

- Housing Demand – This section summarizes population projections and resulting housing demands. It also estimates increased demands for schools and parks due to projected population increases. (Non-residential land demand is covered in Chapter 6.)
- Potential Land Supply – This section takes a comprehensive look at all potential sources of land, including vacant and underutilized sites, the Westside Community Revitalization Plan area, the sphere of influence, reuse of commercial and industrial sites, and potential expansion areas.

The process of developing the CPAC recommended land use scenario is explained under the following subsections:

- Land Use Alternatives – Based on projected demands for residential and non-residential uses and potential sources of land, two land use alternatives were developed for discussion and refinement purposes.
- Draft CPAC Land Use Scenario – This section provides detailed analysis of the combination of elements from the two original alternatives that were included in the draft land use scenario.
- CPAC Recommended Land Use Scenario – CPAC further refined and modified the draft scenario to produce its recommended land use pattern. Section 3.5 shows the final CPAC recommendation and summarizes the changes made to the draft scenario.

Section 4 analyzes environmental opportunities and constraints for the CPAC recommended land use scenario. Section 5 discusses infrastructure and service opportunities and constraints for the CPAC recommended land use scenario.

Section 6 presents fiscal analyses of the CPAC recommended land use scenario. The fiscal analysis covers revenue generation from sources such as sales and property taxes and potential costs to the City for additional city services.

2.0 Key Issues and Comprehensive Plan Update

2.1 CPAC Key Issues Summary

Open space and ocean frame the city

Identifying key issues to be addressed by the Comprehensive Plan update was a significant component of the CPAC process. This section summarizes the key issues by topic: (1) land use and community character, (2) local economy, (3) circulation, (4) public services, (5) infrastructure, (6) environmental resources, and (7) hazards. The list of issues will continue to be refined as the update of the Comprehensive Plan progresses and will be used to develop Plan goals, policies and programs.

Land Use and Community Character

Victorian house in West Ventura

Ventura is a city comprised of relatively distinct neighborhoods, corridors and commercial districts. Although some of these communities share thoroughfares, they generally are bounded by major roads. These recognizable divisions create opportunities to focus activity and travel within neighborhoods – which can ease traffic, encourage walking and biking, and enhance the individual identities of specific geographic communities.

The March 2000 *Ventura Vision* recognizes the importance of respecting and reinforcing the diverse areas of the city using a variety of planning tools, including design guidelines tailored to unique neighborhoods. CPAC members and other citizens have suggested that the Comprehensive Plan update emphasize infill (development of vacant land within already developed areas), pedestrian access, and established architectural styles, while improving aesthetics and creating new cultural and recreational facilities. Revitalizing commercial developments along main roads is one approach that can facilitate all of these objectives (and boost the City's economic base).

The positive image of the city as a whole also depends on preserving natural features in and surrounding Ventura. The need to establish more community gardens and small parks, preserve hillsides, protect the ocean and beaches, and beautify entrances to the city are among the key actions identified by city residents as essential to improving the quality of life for residents and visitors. Careful planning for agricultural lands and adjacent properties will be vital to ensuring that future uses in those sensitive areas will be appropriate and beneficial to local residents.

Important land use and community character issues in Ventura include:

- Rehabilitating vacant Downtown buildings;
- Improving pedestrian access on major streets such as Poli Street, Foothill Road, and Thompson Blvd.;
- Maintaining the current scale of homes in single-family neighborhoods;
- Enhancing the design and user-friendliness of commercial areas such as Five Points; and
- Promoting workplace-supporting retail in heavy employment areas such as Arundell.

Land Use and Community Character Issues	
Citywide	• Encouragement of infill development • Creation or reinforcement of walkable neighborhood centers • Preservation of older buildings, architectural styles, neighborhood character • Revitalization, redesign of strip malls • Slowing of traffic on Poli Street/Foothill Road • Enhancement of city gateways (including along U.S. 101 and off-ramps) • Identification of future uses for SOAR parcels: greenbelt, mixed use, etc. • Preservation of hillsides for open space/recreation • Rezone hillsides to show practical zoning uses • Resolve agriculture/urban conflicts and ensure that agricultural buffers are provided by new development • Protection of ocean resource access and views • Need for community gardens and pocket parks • Need for performing arts center • Adopt design standards to ensure community character for Industrial and Commercial uses • Discourage displacement of low and medium income residents in planning decisions • Establish publicly-owned parking lots • Enhancement of streetscape and alley aesthetics • Integration of Housing Element policies • Incorporation of applicable goals, policies and programs of City plans, including: ➢ Auto Center Specific Plan ➢ Downtown Cultural District Plan ➢ Downtown Specific Plan ➢ Harbor Community Specific Plan ➢ Saticoy Village Specific Plan ➢ Tourism Master Plan ➢ Westside Revitalization Plan ➢ Westside Urban Design Plan ➢ Midtown by Design
West Side	• Development of an oilfields eco-park • Specific plan for Dakota Drive/Seneca Street area • Development of Grant Park, including Cedar Street frontage • Expansion and improvement of access to bike trails • Need for pocket park north of Ramona Street • Inclusion of Canada Larga in sphere of influence • Possible annexation of North Avenue Plan Area on a fast track basis • Possible relocation of the pistol range • Incorporate Westside Community Revitalization Plan into Comp Plan update

Land Use and Community Character Issues	
Downtown	• Integration of Downtown Specific Plan land use concepts • Need for high density housing in western Downtown Residential district • Rehabilitation of buildings • Protection of ocean views • Development of a multimodal transit site • Effective utilization of fairgrounds; coordination with State planning effort
Catalina/Midtown	• Pedestrian access along Poli Street and Thompson Boulevard • Pocket parks north of Main Street and wherever possible • Improvements to streetscape on Main Street • Maintenance of modest building scale (two stories) along streets other than main commercial thoroughfares • Development of high-density housing and mixed use along Thompson Boulevard and Main Street (possibly more than 2 stories) • Need/location for Pedestrian/bike connection to Pierpont/Keys
Montalvo	• Prepare a redevelopment plan for the Montalvo area • Redevelopment around future Metrolink station and freeway frontage • Possible annexation of unincorporated Montalvo on a fast track basis • Develop Specific Plan/Master Plan for Montalvo area
Pierpont/Keys	• Possible mixed use for large vacant parcel • Enhancement of Alessandro Lagoon • Need for pedestrian/bike path extension of beach promenade • Possible addition of publicly owned parking lots on or near Seaward Avenue
Preble/ Loma Vista	• Enhancement of Five Points as a primary node; encouragement of new storefronts • Create a Midtown Plaza from existing public parking areas • Need for pedestrian connection across Main Street south of Telegraph Road • Protection of ocean views
Arundell	• Opportunities for mixed use development • Improved pedestrian access to commercial uses
East Side	• Possible annexation of unincorporated Saticoy on a fast track basis • Develop Specific/Master Plan for Wells/Saticoy Community east of Saticoy Avenue • Saticoy development, including agricultural/urban interface • Consideration of long-term future of SOAR areas • Maintenance of rural character

Local Economy

A key objective of the *Ventura Vision* is to develop a thriving, balanced economy by encouraging a broad range of high quality employment and entrepreneurial opportunities. Attributes that make Ventura appealing to businesses include highway visibility and accessibility, recreational and cultural amenities, an attractive coastal setting, and a vibrant Downtown. Constraints to economic growth in the city

Variety of retail at Victoria Village

include lack of available commercial land, aging infrastructure, narrow range of housing types, and limitations on redevelopment financing. The city economy is projected to grow more rapidly than it has during the past four years (and comparable to the county as a whole).

Economic potential varies by type of business. For example, manufacturing of durable goods has been growing faster in Ventura than countywide, but few large properties exist in the city that can attract significant professional and office development. Such large parcels may prove essential in increasing job growth in fields such as technology and finance, which can increase wages and help maintain a balanced economy.

Retail is a significant economic sector because sales tax is the major City general fund revenue source. Hotels also generate transient occupancy tax, an important source of city revenue. Opportunities exist (particularly along the coast and Downtown) to enhance restaurant, shopping, lodging, entertainment and visitor oriented retail; however, these areas need to be better linked by transit to promote the city as an overall tourist destination.

Although most Ventura neighborhoods have successful retail centers, others need revitalization to attract customers. Maintaining competitiveness through retail revitalization of existing neighborhood retail centers and new retail development that provides a wide range of retail goods and services will enhance taxable retail sales, City revenues, and quality of life for local residents.

Taxable sales also are generated from business-to-business transactions. The city can capitalize on the current opportunity for taxable sales growth from businesses that generate strong non-retail taxable sales. Such business-to-business activity also could increase employment in a variety of fields.

About half of employed city residents work in Ventura. Just over half of the people working in Ventura live elsewhere, which is partly a result of the fact that additional housing is needed in the city to balance the number of jobs.

Important economic issues in Ventura include**:**

- Capturing a share of emerging markets;
- Diversifying the employment base;
- Attracting businesses with higher average wages;
- Expanding tourism and retail development; and
- Revitalizing key underperforming commercial areas.

Bristol Center, a potential redevelopment site

Local Economy Issues	
Citywide	• Development and maintenance of a diversified local economy focusing on technology, manufacturing, business and financial services, and tourism • Identification of opportunity sites by type of potential use • Comparison of employment growth and land needed to accommodate it – demonstrate need for commercial and industrial growth • Definition of labor force assistance opportunities • Matching of resident labor force with emerging jobs through effective training programs coordinated with local colleges and agencies • Development of mix of housing types that improves the jobs-housing balance • Zoning that encourages key industries • Possible annexation of unincorporated areas to meet demonstrated commercial demand • Long-term City fiscal stability • Adequacy of development impact fees in relation to infrastructure costs • Potential for redevelopment/revitalization of older commercial developments • Role of private and non-profit groups in encouraging new development and revitalization • Constraints on new development, including design review process • Utilization of County, State and federal resources for infrastructure • Establishment of child care services
Downtown	• Continued use of redevelopment to enhance economic opportunities • Need for mixed use with retail at street level and housing or offices above • Need for higher density office projects • Estimate of redevelopment land potential
West Side	• Use of redevelopment to create developable land opportunities • Development of a long range strategy to annex oil field areas • Industrial/business park development and supporting retail • Discourage displacement of low-income residents through redevelopment/-gentrification • Promotion of mixed use development • Protection of vitality of existing communities as economic expansion is considered • Integration of West Side Revitalization Plan into Comprehensive Plan
101 Corridor	• Development of a mix of business park and higher intensity office uses • Possible rezoning of land with freeway frontage to higher intensity office uses while preserving viewsheds in selected areas • Need for additional infrastructure and roadways to attract businesses • Need for a long range strategy to annex or rezone appropriate parcels
Saticoy	• Possible annexation of the eastern gateway • Evaluation of land potential in relation to projected demand • Use of redevelopment and rezoning powers to facilitate development
Coastal Area	• Opportunities to enhance tourism, including hotels and dining • Revitalization/reuse of County fairgrounds • Revitalization of beachfront and bike path at Surfers Point
Midtown	• Need for City to coordinate with medical complexes and the two hospitals • Coordinate with Ventura Community College for training and source of jobs.

Circulation

The *Ventura Vision* emphasizes balancing access via city streets, transit, bikeways and pedestrian travel. While the City strives to reduce congestion in part through appropriate roadway improvements, the community also values providing residents with integrated, multi-modal transportation options.

Ventura River Trail

Traffic flow on local roads is generally acceptable, though a few key intersections experience congestion during peak traffic hours. The *Ventura Vision* calls for improving the U.S. 101 bridge over the Santa Clara River, adding crossings along 101, and enhancing service levels and safety on Foothill Road. CPAC also has stressed the need for more north-south arterials and traffic calming on many roadways.

Although several bus and rail systems serve Ventura, connectivity between these transit modes needs to be improved. Frequency of service and the use of smaller, non-polluting buses also are community goals.

The city has become increasingly bike-friendly with the development of bike routes, lanes, and paths for transportation and recreation. The existing bikeway system can be enhanced through further connection of activity areas with bike lanes and paths, additional bike parking facilities, and development of new bike trails along the Santa Clara River and the coast.

Sidewalks, crosswalks, overpasses, tunnels, park and neighborhood path systems, and dedicated trail facilities offer pedestrian access to most areas of Ventura. However, facilities are missing in some key locations, often where highways intervene. The pedestrian environment also could be improved with additional crosswalks, traffic calming, repair and installation of sidewalks, narrowing of selected street segments, and development of paths along the Santa Clara River and barrancas, and in the hillsides.

New transit center at Pacific View Mall

Important circulation issues in Ventura include**:**

- Improving service levels at key intersections;
- Expanding transit service for seniors and disabled persons;

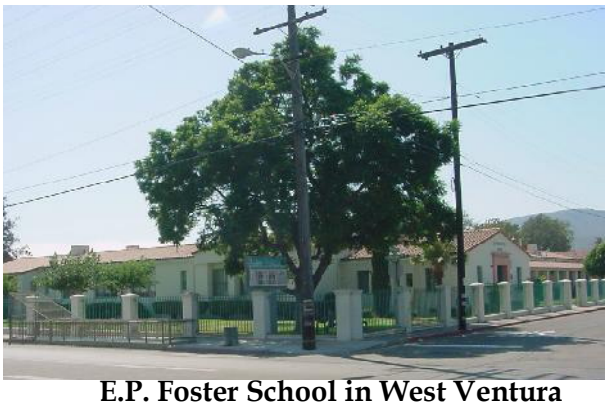
- Enhancing functionality and aesthetics at highway interchanges;
- Increasing safety for bicyclists and pedestrians;
- Improving north/south and east/west connectivity on the east end of the city; and
- Creating access routes between Downtown and the ocean.

Circulation Issues	
Street Network	Citywide • North/South, East/West circulation issues • Need for long range plan for East Side • Safety on Foothill Road (study addition of lanes, bike/pedestrian paths, turn pockets) • Review of Foothill Road issues for potential consistency with *Vision* • Maintain rural character of Foothill Road • Possible road extension/widening for hillside, agricultural land development • Possible additional locations for roundabouts • Evaluation of left turn signals • Need for increased time for pedestrians to cross streets West Side • Improvements to Stanley Avenue/SR 33 interchange • Extension of Olive Street to connect with Ventura Avenue north of Stanley • Traffic slowing on Olive Street, especially near Boys & Girls Club • Connection of the two parts of Cameron Street • Need for additional traffic signals on Ventura Avenue Highway 101 • Aesthetics, signage and undercrossings • Bridge over the Santa Clara River • Interchange with SR 126 to allow southbound access to Highway 101 • Impact of California exit from Highway 101 to Oak • Possible additional interchange at Harbor/101 • Reconfiguration of northbound Telephone Road exit Midtown • Need for new north/south arterials between Foothill Road and Loma Vista Road (study possible extension of Mills Road to Beach) • Traffic slowing on neighborhood streets between Foothill and Loma Vista (e.g., Seaton Hall Avenue, Dorothy Avenue, Agnus Drive) • Customization of Five Points as Midtown entry • Possible roundabout at Main Street/Mills Road intersection Olivas • Need for improvements to Victoria Avenue/Olivas Park Drive intersection • Need for improvements to Telephone Road/Olivas Park Drive intersection Montalvo • Need for improvements to Johnson Drive/Bristol Road intersection East End • Expand Ramelli Avenue • Possible extension of Johnson Drive north to Foothill Road • Need a third crossing over Santa Clara River, if not at Kimball than at another location
Transit	Bus • Improved facilities for elderly and disabled persons • Increased bus routes and schedules • Trolley route between Downtown and Harbor • Bus service to train station

Circulation Issues	
	• Upgrade of bus stop design to reflect neighborhood character and increase rider friendliness (covers, color-coded signs for different routes) • Bike/surfboard/skateboard storage on buses • Use of smaller, non-polluting buses to serve neighborhoods • More north-south connections for SCAT routes <u>Rail</u> • Improved rail service with new/expanded Metrolink Station • Identification of an appropriate train station site with transit connections and parking <u>General</u> • Improved image through marketing, better facilities • Public subsidies for mass transit • Identification of a centrally located multi-modal site, possibly Downtown • Requirements for transit-oriented development (TOD)
Bicycle System	<u>Citywide</u> • Improved bicycle network, both on- and off-street, especially connections • Coordination with County and other communities on input for road projects • Requiring bike lanes when roads are restriped or repaved • Need for through traffic bike lanes at intersections • Potential for a coastal bike route along city beach areas • Connection of Ventura River Trail through Downtown to beach • Improvement to Downtown bike-friendliness • Regular maintenance of bike lanes • Improvement to bike paths between Hobert Park and Saticoy on Telegraph Road • Need for additional, safe bicycle parking (bike lockers) <u>West Side</u> • Bikeway extension to connect segments of Cedar Street • Need for a dedicated bike lane along Ventura Avenue • Need for bike lanes along Olive Street <u>Midtown</u> • Possible connection from Vista del Mar Drive to Thompson Boulevard <u>Pierpont/Keys</u> • Need for safety improvements around freeway ramps (e.g., Harbor Boulevard/Seaward Avenue intersection) • Need for link from Marina Park to Harbor Boulevard
Pedestrian System	<u>General</u> • Maintenance of sidewalks, connection of missing sidewalks, improvements to crosswalks, development of trails • Need for increased signal response time at crosswalks • Need for education about pedestrian safety, particularly at school facilities • Narrowing of streets and lowering of speed limits where feasible • Improvement of safety on Poli Street/Foothill Road • Identification of opportunities for pedestrian-oriented developments: Downtown, West Side, Midtown, and Telegraph Road/gateway area in Thille • Revise standards to allow for wider sidewalks in appropriate areas <u>West Side</u> • Addition of crosswalks on Ventura Avenue • Need for improved access to Grant Park <u>Downtown</u> • Need for improved access to the ocean (possibly at California Street)

Circulation Issues	
	Midtown • Need for improved pedestrian connection across Main Street south of Telegraph Road • Customization of Main Street through Midtown with wide sidewalks and pedestrian amenities • Improvements to Main Street and Thompson Boulevard at Telegraph Road to improve pedestrian friendliness • Need for median/pedestrian safe haven and additional crosswalks on Thompson Boulevard Thille • Need for freeway overcrossing to connect to Camino Real Park Pierpont/Keys • Possible closure of Seaward Avenue to cars between Pierpont Boulevard and the ocean • Possible extension of waterfront sidewalk at the Harbor through yacht club in conformance with Harbor Community Specific Plan • Need for widened sidewalks • Improvements to access from Marina Park to Harbor • Possible extension of beach promenade northward to downtown • Improved access to/along beach areas
Road Maintenance	• Need for increased funding • Need for improved aesthetics in conjunction with road improvement projects • Posting of street cleaning schedules

Public Services



E.P. Foster School in West Ventura

Provision of high quality public services for city residents is a major objective of the *Ventura Vision.* The city crime rate is slightly below the state average, and police issues include maintaining adequate staffing levels and encouraging urban design that enhances vehicle patrol. Average Fire Department response time exceeds the City target of four minutes by 51 seconds, with the longest times at the Harbor/Marina, Johnson Drive/101 area and the hillside neighborhoods north of Foothill Road. Fire Department concerns include staffing levels, wildland/residential interface in hillside areas, and improving fire fighting access in certain parts of the city.

Public school overcrowding has been alleviated with the recent opening of Foothill Technology High School, and Ventura Unified School District middle schools have sufficient space (though locations are not optimal). The 17 public elementary schools, however, are operating at or near capacity. School issues also include securing land for future school sites and heavy use of playing fields.

The County Library system includes three branches in Ventura. Needs include added space for books, expanded hours of service, and an updated and enlarged book collection.

City parks issues include lack of land for new facilities, reliance on non-City facilities, and a shortage of basketball, tennis, and volleyball courts, pools, and soccer and softball fields. (The first phase of the 100-acre Ventura Community Park, including playing fields, is scheduled to begin construction in early 2004.) Residents have expressed interest in additional services for seniors and the mentally and physically challenged, child care, performing arts facilities, and art in public places.

City efforts to divert solid waste from landfills have been successful, achieving a 59 percent diversion rate. Waste disposal issues include planning for closure of the Toland Road Landfill (projected in 2027), finding environmentally-sound methods of electronics recycling, and reducing the volume of food waste.

Arroyo Verde Park

Important public services issues in Ventura include**:**

- Maintaining police and fire staffing to handle increased calls and population;
- Securing land for future school construction;
- Developing additional senior centers;
- Relying too heavily on non-City park and recreation facilities; and
- Improving connectivity of the linear park system and public access to the shoreline.

Public Services Issues	
Police	• Need for increased police staffing in proportion to increasing population in order to handle increased service calls • Reconciliation of urban design elements (such as narrow streets, garages in back, alleys, low nighttime lighting) not conducive to effective vehicle patrol • Reduction in crime in areas of the city with the most calls for service • Need for increased surveillance of speeding along surface streets, particularly near schools • Possible development of new storefront station locations ➢ Funding sources and availability
Fire	• Need for increased staffing for increasing population ➢ Service calls increased threefold since 1980 with no increase in staff ➢ Busiest stations (1 & 2): 4 firefighters on duty instead of 3 • Need for improved fire safety ➢ Downtown – where buildings are often older, close together, and lacking modern safety features ➢ North Ventura Avenue, East Side, and a pocket north of Foothill Road– where water supply for fighting fires is not as accessible ➢ South of Highway 101– where a station is lacking

Public Services Issues	
	• Need for improved response times in certain areas ➢ Harbor/Marina area ➢ Johnson Drive/Highway 101 ➢ Hillsides north of Foothill Road • Possible new station south of Highway 101 ➢ Consider funding • Upgrade and expand existing stations
Schools	• Need for a new elementary school on the West Side • Need for a new elementary and middle school in the East End • Constraints to the identification of sites for future schools ➢ Limited land availability ➢ Potential for extensive toxic clean-up ➢ Strict environmental regulations on land slated for future schools • Need for rehabilitation of play areas needed due to age/overuse ➢ Joint-use of VUSD turf and playfields with City Recreation programs and community groups ➢ Chronic rodent damage, aging sprinkler systems ➢ Funding needed for hard court areas, playground equipment, and general rehabilitation • Requirement for developers to dedicate land for schools or pay impact fees • Increased joint use of school facilities • Update of school district master plan • Identification of appropriate locations for charter and magnet schools • Coordinate relevant planning decisions with Ventura College as they do their master planning • Expansion of police patrol at schools
Libraries	• Need for increased floor space • Need for improved hours of operation • Need for larger book collections • Use of school libraries by the community after school hours • Need for improved internet access • Possible joint use of school libraries • Need for East End branch and funding
City Parks	• Need for more neighborhood and pocket parks in parts of the City (including East End, West Side) • Need for more basketball, volleyball, and tennis courts, soccer fields, baseball and softball diamonds, and other athletic facilities • Improvements to facilities at Grant Park • Possible reevaluation of park standards due to higher density housing • Reliance on non-City facilities (Ventura College, VUSD) • Joint use of city parks • Need for a new park in Thille area
Other Park Facilities	• Improved connectivity for the linear park system • Improved access to beach (including over Highway 101 and increased parking) • More joint use of school facilities for community recreation • Need for a trail plan for hillside areas • Need for improvements to Seaside Park or possible conversion to another use
Recreation Services	• Need for citywide performing/cultural arts facility • Need for additional senior centers, particularly in East End • Need for services for the mentally and physically disabled, especially transportation • Need for child care services

Public Services Issues	
	• Enhanced art in public places • Need for new community pool (in addition to Sports Park), possibly on West Side • Need for public restrooms downtown • Need for additional lifeguards at Pierpont beach
Solid Waste	• Solid waste disposal options when Toland Road Landfill reaches capacity in 2027 (possibly rail transfer) • Disposal of electronic and magnetic media • Food waste disposal • Develop additional recycling facilities

Infrastructure

The *Ventura Vision* identifies the objective of maintaining and improving community infrastructure, especially water-related systems, as critical to future quality of life in the city.

The existing water supply is projected to be adequate through 2015, perhaps longer if continuing demand management practices and conservation programs reduce per capita water use. Expanding reclaimed water service could also help stretch existing supplies. Water quality protection efforts include plans for reducing nitrate levels in an East Ventura groundwater well. Residents have expressed a desire to restore concrete-lined barrancas to a more natural state when feasible and safe.

Wastewater treatment capacity exceeds city needs: the peak day flow in the past few years reached only 75 percent of capacity at the reclamation facility. Odor reduction measures are planned at the plant to enhance quality of life in and around the Harbor, and upgrading of a sewer lift station (which will allow removal of three others) is expected to increase system reliability and reduce operation and maintenance costs.

Arundell Barranca

Specific improvements planned for the storm water drain system include expanding the Sanjon Lift Station to eliminate flooding on Harbor Boulevard and mitigating silt and drainage problems in the Keys area. However, much of the drainage infrastructure, especially corrugated metal pipes, is aging and in need of repair or replacement.

Maintaining the barrancas that are not lined with concrete as natural flood channels will enhance storm water quality and reduce peak flows. The City and residents also favor other natural drainage and flood control systems, such as wildlife ponds and wetlands, over cement retention basins and lined channels where feasible.

Continued efforts toward achieving the two primary objectives of the municipal stormwater permit of: (1) effectively prohibiting non-storm water discharges, and (2) reducing the discharge of pollutants from storm water conveyance systems to the maximum extent possible will also improve storm water quality.

Important infrastructure issues in Ventura include**:**

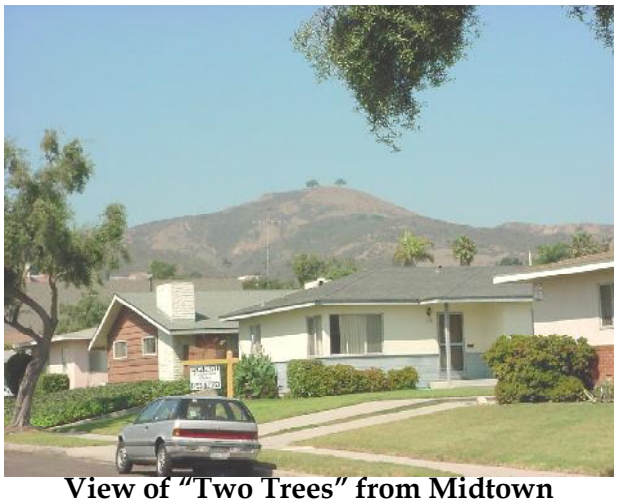
- Conserving water to extend the duration of existing supplies;
- Replacing older Downtown sewers
- Improving the Dover and Weymouth Storm Drain lift stations
- Removing concrete from barrancas and;
- Undergrounding utility lines.

Infrastructure Issues	
Water Supply	• Continuation of demand management practices and conservation programs • Lowering of nitrate levels in East End wells • Increased use of reclaimed water as feasible and safe • Development of reliable water supply after 2012 • Possible covering of water tanks
Wastewater	• Implementation of conveyance system improvements identified in the Capital Improvement Plan Wastewater Database • Reduction of odor at wastewater treatment facility near the Harbor • Need for restrooms downtown • Possible Montalvo wastewater treatment plant • Possible treatment options to septic in Saticoy ➢ Potential annexation of Saticoy and Montalvo to provide city services, and impacts on Bristol trunk system
Storm Drain System	• Expansion of Sanjon Lift Station • Structural improvements to the Weymouth and Dover Lift Stations to replace deteriorating equipment • Upgrade of storm drain deficiencies identified in the 2001 Master Drainage Needs Assessment Study • Restoration of concrete-lined barrancas to more natural state • Storm water run-off ➢ Upgrade of filtration systems for storm water run-off ➢ Identification and monitoring of pollutants in storm water run-off
Other Utilities	• Undergrounding of utility lines • Exploration of alternative energy sources (solar, renewable)

Environmental Resources

The *Ventura Vision* acknowledges that local natural resources are an essential component of quality of life in the city and seeks to protect them wherever possible. These resources include open space, the ocean, watercourses, agricultural lands, scenic vistas, and energy.

Open space areas provide visual amenities and recreational opportunities for local residents, as well as biological habitat for plant and animal species. Important riparian areas include the Santa Clara and Ventura River corridors and associated freshwater marshes, and barrancas. Preservation of hillside areas and enhancement of riparian areas (including surface water quality), beaches and coastal resources are key open space issues.



View of "Two Trees" from Midtown

Good soil, adequate water, long growing season and level topography make the area a productive agricultural region. About 17,000 acres in the planning area currently accommodate row crops, orchards, dry farming, or grazing. Like open space, agricultural lands provide visual relief from the urban environment. A primary agricultural concern is the potential for conflicts with adjacent urban uses over such factors as pesticide, dust, odor, noise, and the visual impact of large greenhouses. Other issues of concern to agricultural producers are possible restrictions on activity, access to water, and lack of affordable housing for agricultural workers.

Agriculture abutting residential land in East Ventura

In addition to open space areas and the shoreline, important visual resources in the Ventura include eucalyptus windrows, other landscape trees, and historic buildings. Visual resource issues include preserving existing scenic vistas, improving building and landscaping standards for new development, and adding street trees and other landscaping in developed areas.

Energy related issues include improving energy efficiency in buildings and reducing transportation-related energy consumption. CPAC members also expressed interest in establishing "green" building standards that focus on renewable energy sources and use of more environmentally friendly building materials.

Important environmental resource issues in Ventura include**:**

- Preserving hillsides as open space;
- Improving coordination of beach management efforts;
- Planning for eventual conversion of agricultural land;
- Preserving views of and from the city; and
- Improving energy efficiency in building design.

Environmental Resource Issues	
Open Space	• Need for additional community gardens • Preservation of existing open space • Preservation of hillside areas
Ocean/Beaches	• Improved coordination of beach management among agencies • Identification of non-structural techniques to address beach erosion • Removal of Matilija Dam (outside Planning Area) • Improved monitoring and enforcement of Best Management Practices to improve ocean water quality
Rivers/ Barrancas	• Continued purchase of land along Santa Clara and Ventura rivers for restoration • Restoration of barrancas • Removal of concrete channelization of barrancas where feasible • Provision of appropriate setback buffers along rivers and barrancas
Agriculture	• Plans/development standards for eventual conversion of some of the agricultural islands in the city • Refinement of policies relating to vegetation buffers between agricultural land and urban uses, setbacks, and easements • Protection of a viable agricultural industry and the "right to farm" • Resolve agriculture/urban conflicts and ensure that agricultural buffers are provided by new development
Visual Resources	• Need for more street trees • Preservation of agricultural wind rows • Preservation of ridgelines above City • Improvements to public art • Protection of Historic Sites • Improvement of gateway views along Highway 101 • Consideration of views of building roofs from freeways • Preservation of ocean vistas • Minimization of light pollution
Energy Resources	• Improved energy efficiency in building design • Development of “green” building standards (alternative energy, materials)

Hazards

The *Ventura Vision* calls for coordinated, proactive efforts among safety agencies to prepare for and respond to community emergencies. Potential hazards in and around Ventura include seismic activity, slope instability, fire, flooding, and materials transport and storage. Protecting citizens from excessive noise is also a City priority.

Brownfield site

Several faults run through the city and surrounding area, raising concerns about groundshaking, slope failure, liquefaction, tsunamis, and seiches. Moderate-to-high liquefaction potential is present in coastal areas and the floodplains of the Santa Clara and Ventura Rivers, which also are prone to soil subsidence and expansion. Landslides and erosion also occur independently of seismic activity in the hillsides above the city, which also are high fire hazard areas.

Flood-prone areas line the Santa Clara and Ventura Rivers, and the Arundell, Harmon, and Brown Barrancas. Although flooding is a direct response to rainfall, the magnitude of flood events is influenced by the presence or absence of vegetation, impervious surfaces, and bridges or other stream crossings. Six dams in the region also could flood areas east of Ventura River and north of the Santa Clara River in the event of failure.

Facilities that use, store, and/or transport hazardous materials generally lie along Ventura Avenue or in the industrial area between Highway 101 and Olivas Park Drive. In addition to potential unintentional release from such facilities, the primary threats involving hazardous materials are transportation accidents. The Fire Department Hazmat team is specially trained and equipped to respond to hazardous materials emergencies.

West Ventura contains about 30 brownfield sites. Many of these have unknown levels of contamination, a factor that deters redevelopment. The City is actively seeking remediation of these parcels by landowners, and has been granted federal funding to assess contaminated sites.

Vehicle traffic is the major noise source affecting the city. Other noise sources are the raceway at Seaside Park, the shooting range in Grant Park, the railroad, and commercial and industrial activity. The primary noise issue is impact on sensitive receptors, such as residential areas, schools, hotels and hospitals.

Important hazard issues in Ventura include:

- Ensuring that new development is earthquake safe;
- Protecting hillside residential areas from wildfire;
- Transforming brownfields into community assets;
- Minimizing exposure to agricultural chemicals; and
- Shielding noise-sensitive land uses from freeways and other major noise generators.

Highway soundwall

Hazard Issues	
Seismic Activity	• Ensuring structural safety of new development
Slope Stability	• Avoiding development on unstable slopes
Flooding	• Reducing flood potential through restoration of drainages to more natural state • Possible inundation from Arundell Dam • Capacity of Saticoy drain
Fire	• Protection of hillside areas from wildfire • Fire hazards for homes along barrancas
Hazardous Materials	• Funding for redevelopment of Brownfield sites (West Side in particular) • Possible relocation of County hazardous waste facility (currently located near West Side water plant) • Exposure to and disposal of household, commercial and agricultural chemicals (pesticides, herbicides) • Transport of hazardous materials through community • Need for improvements to hazardous materials collection
Noise	• Auto racing at Seaside Park • Possible enclosure or relocation of pistol range at Grant Park • Need for soundwalls/barriers along freeways • Enforcement of automobile muffler and motorcycle noise restrictions • Enforcement of Noise Ordinance restrictions at clubs and industrial sites • Development of noise standards for mixed use developments

2.2 Community Character and Neighborhood Form

On September 19, 2001, Paul Crawford of Crawford Multari & Clark and Bill Dennis of Moule & Polyzoides gave a presentation on community character and neighborhood form. At that presentation, the following topics were addressed:

- General Principles of Livability
  - Features that constitute a neighborhood
  - Attributes of successful commercial areas
  - Adjacency of commercial and residential areas
  - Qualities that characterize pedestrian-oriented, mixed-use districts

- Applying Livability Principles in Ventura
    - Overall land-use pattern (the "transect")
    - Distinct mixed-use neighborhoods and commercial areas

- Current Planning Issues in Ventura

CPAC members and citizens then discussed the following questions:

1. Where are the centers and edges of each neighborhood?

2. What features should be protected in each neighborhood?

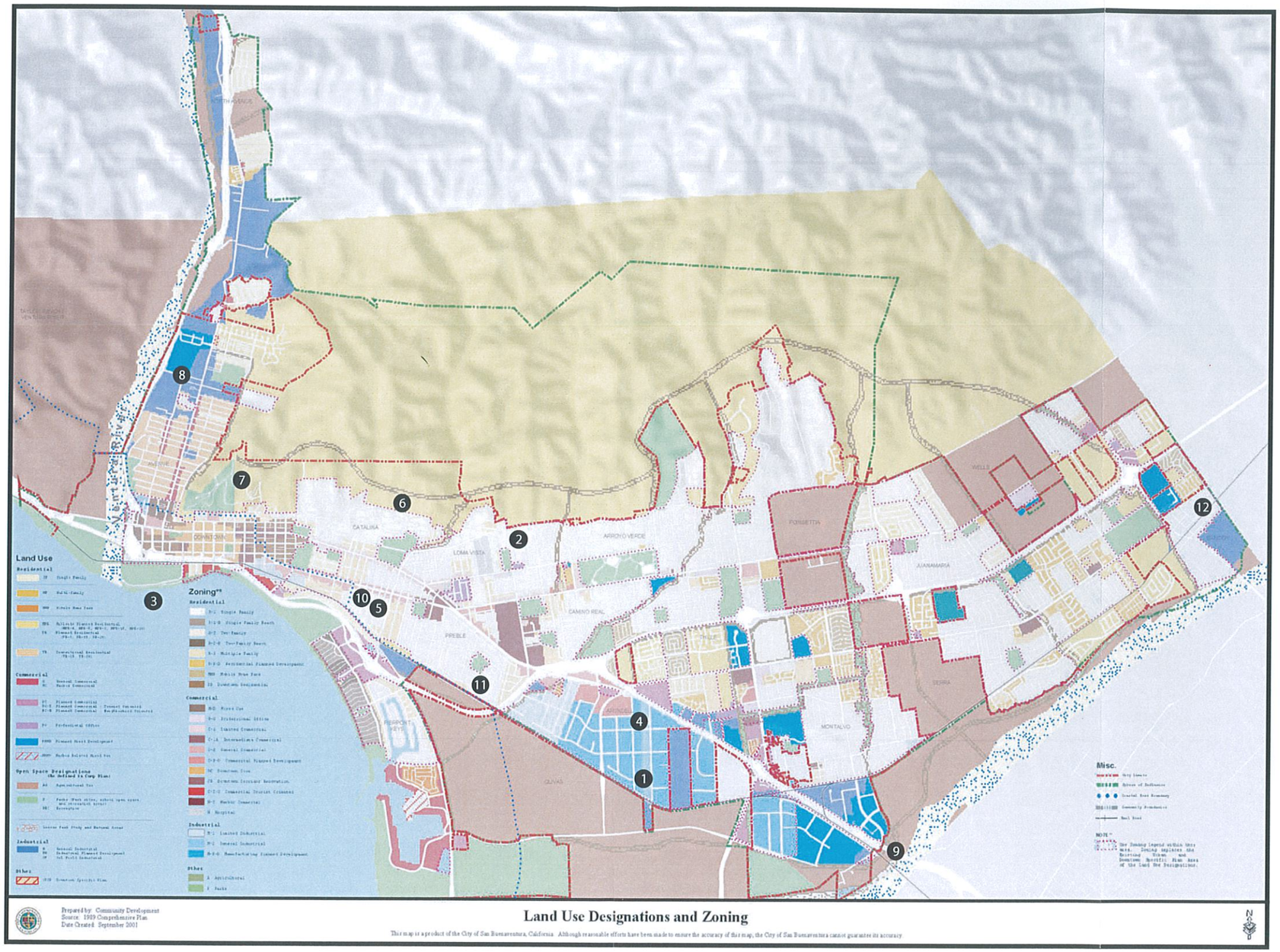
3. What's missing from each neighborhood?

The results of that meeting produced many suggestions and comments informative to the Comprehensive Plan Update. Figure 2-1 summarizes the input received at that meeting.

City of Ventura Comprehensive Plan Advisory Committee, September 19, 2001

Suggestions and Comments

- Improve north-south corridors to connect neighborhoods within Ventura
- Recognize that the loft district can change over time
- Re-enforce connections between: Harbortown, Seward Village, and the Pier/Promenade via bicycles, shuttles, pedestrians and mass transit
- Protect and restore the barrancas
- Encourage bicycle and hiking paths
- Restore watercourses, and remove concrete channels
- Develop community gardens in odd-shaped lots
- Provide covered bus stops, with colored signs that indicate different bus routes
- Use visible signage to post street cleaning schedules
- Retain parks in the City
- Maintain viable businesses
- Preserve the character of residential areas and older buildings
- Plant trees in the City
- Widen sidewalks in Pierpoint and Keys
- Develop a town center in Seaward
- Provide public parking in beach area
- Underground utilities
- Build a performing arts center
- Preserve hillsides (Skyline, Arroyo Verde, Catalina)
- Preserve neighborhood architecture types (Spanish Revival)
- Preserve Main Street commercial
- Improve privacy by reducing traffic intrusions (Keys)
- Reduce and calm foothill traffic, and preserve rural character (Arroyo Verde)
- Preserve/protect the resources of Pacific Ocean
- Protect agricultural tracts east of Hill Road. Preserve the historic fabric and feel of neighborhoods
- Create pedestrian friendly crosswalks
- Build affordable housing
- Improve the appearance of alleys



Site Specific Comments

1. Parcels are too small, needs mixed use
2. Unsafe area for pedestrian crossing
3. California Street Overpass: Managed retrofit project
4. Improve the commercial center so that is is more pedestrian friendly and engaging at the street level
5. Encourage new store fronts in Midtown
6. Provide safe access in the foothills
7. Better access to Grant Park
8. Improve Stanley/33 on ramp
9. Improve Landscaping along the north side of 101 between bridge and Johnson
10. No center, no trees, no style.
11. Needs trees
12. Good potential

Moore Iacofano Goltsman, Inc.

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2.3 Ventura Vision and the Comprehensive Plan Update

The March 2000 "Ventura Vision" document was created through a year-long collaborative process among city government, non-profit organizations, community groups, businesses, schools, and individual residents. This "Seize the Future" process was guided by four broad principles:

1. Reach broadly and deeply into the community;
2. Build on existing community assets as much as possible;
3. Use connections that exist among people, organizations, and community and goals, and encourage such linkages in the future; and
4. Work proactively and collaboratively to implement the shared vision for the future of the community.

Working with these principles, the Seize the Future process created high-level vision statements concerning environmental, economic, social, planning and design, and community collaboration. The Seize the Future process also developed 10 high-priority implementation strategies to enable Ventura to move toward the vision. The implementation strategies were broken into the following sections: Our Natural Community, Our Prosperous Community, Our Well-Planned and Designed Community, Our Accessible Community, Our Sustainable Infrastructure, Our Active Community, Our Healthy and Safe Community, Our Educated Community, Our Creative Community, and Our Involved Community. Finally, the Seize the Future process reviewed specific areas or "places" in the city in need of unique goals and strategies: Shoreline, Foothill Corridor/Hillside, Westside, Downtown, Midtown, Highway 101 Corridor/Business Park, major Commercial Corridor, and the Eastside.

The Comprehensive Plan will be organized by Ventura Vision Implementation Strategy Area and incorporate its policies and programs. Table 2-1 shows the correlation between the Ventura Vision implementation strategies and the state-mandated Comprehensive Plan elements. Each implementation strategy is listed in the left column. The center column gives the corresponding Comprehensive Plan element. California law requires the Plan to cover seven elements: land use, circulation, housing, conservation, open space, safety, and noise. Optional elements (e.g., economic development) can also be included.

Table 2-1 Ventura Vision Link to Comprehensive Plan Elements

Ventura Vision Implementation Strategy Area	Comprehensive Plan Elements	Examples of Topics Covered
Our Natural Community	Conservation Open Space	Open space, hillsides, riparian areas, sensitive plants and animals
Our Prosperous Community	Economic Development	Commercial and industrial growth, economic diversification, job opportunities, tourism
Our Well-planned and Designed Community	Land Use Housing	Development patterns, neighborhoods, visual character, urban design Demographics, housing needs, affordability, constraints on production, Universal Design
Our Accessible Community	Circulation	Traffic, street network, parking, transit services, bike routes
Our Sustainable Infrastructure	Land Use	Public facilities, utilities
Our Active Community	Land Use	Park and recreation facilities, youth and senior programs
Our Healthy and Safe Community	Safety Noise	Development in hazardous areas, hazardous waste management, seismicity, flood control, water quality, brownfields, noise
Our Educated Community	Land Use	Schools, libraries, cultural and historic resources
Our Creative Community	Land Use	Arts, events, community programs
Our Involved Community	Land Use	Participation in governance

Table 2-2, below, provides key planning areas that will be used to focus the update of the Comprehensive Plan. This focus will help to address issues of importance to specific areas and will help to retain and enhance each neighborhood's character.

Table 2-2 Community Council Areas and Neighborhoods

Area	Neighborhoods	Corridors	Districts
Westside	Avenue, North Avenue	Ventura Avenue,	Ventura Avenue
Downtown	Downtown	California Street, Main Street	Downtown
Midtown	Catalina, Preble	Main Street, Thompson Boulevard	Main Street, Thompson Boulevard
Beach and Southside	Pierpont/Keys, Olivas, Arundell	Seaward Avenue	101 Business, Harbor
Hillside	Arroyo Verde, Loma Vista, Poinsettia	Telegraph Road	College
Eastside	Juanamaria, Saticoy, Serra, Wells, Camino Real, Thille	Telephone Road	Saticoy Business

Figure 2-2 presents an example of the Comprehensive Plan format.

Figure 2-2 Comprehensive Plan Format Example

Chapter: Our Healthy and Safe Community

Section: Hazardous Materials

Text: Several paragraphs describing hazardous materials in Ventura, including existing conditions, mitigation, monitoring programs, etc.

Goal: Minimize risks to persons and property from hazardous materials

Policies

Citywide: Ensure that transport and storage of hazardous material occurs in a safe manner.

Program: Work with appropriate State and federal agencies responsible for regulating hazardous materials transport and storage to determine that such activities are conducted in compliance with applicable laws.

Westside: Ensure that removal of hazardous soils from Brownfield sites is achieved in a safe manner.

Program: Work with appropriate State and federal agencies to designate appropriate routes and disposal sites for transport of hazardous soils removed from Brownfield sites.

Program: Work with landowners to achieve compliance with applicable State and federal regulations governing cleanup of Brownfield sites.

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3.0 Land Use Alternatives

The Comprehensive Plan Land Use Map will guide future land use distribution and the pattern of development for the City. CPAC formulated its recommended land use scenario based on detailed projections and analysis of:

- Housing demand;
- Economic demand (see Section 6); and
- Land supply
    - Inventory of vacant and underutilized land;
    - West Side Area Revitalization Plan;
    - Sphere of influence;
    - Potential re-use of commercial and industrial sites under a mixed-use land use designation that includes a residential component and provides more flexibility to property owners and developers; and
    - Potential expansion into non-urbanized areas outside of the city limits.

A Draft CPAC recommended land use scenario was developed based on CPAC direction at its July 16, 2003 meeting (see Section 3.4). The draft scenario was then modified by CPAC on August 27, 2003 (see Section 3.5).

3.1 Housing Demand

3.1.1 Population and Housing

Table 3-1 provides information on population growth over the last decade in Ventura, the County, and the State. As the table shows, the city has grown at a much slower rate (0.9%) than the County (1.26%) or the State (1.38%). The city's slower growth rate can be attributed in part to limited buildable sites and the Residential Growth Management Program (RGMP), which sets annual housing allocations based on the maximum population level (115,874) specified in the 2010 Comprehensive Plan.

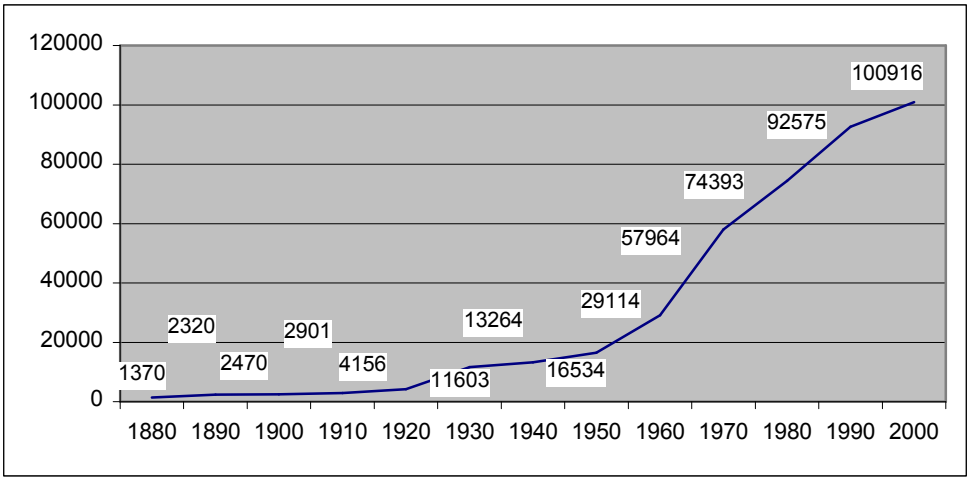
Table 3-1 City, County, and State Population Growth 1990 to 2000

Jurisdiction	1990 Census	2000 Census	Annual Increase 1990 to 2000
City of Ventura	92,575	100,916	0.90 %
County of Ventura	669,016	753,197	1.26 %
California	29,760,021	33,871,648	1.38 %

Source: U.S. Census

Figure 3-1 shows the population trend in Ventura since 1880. Historically, the City has grown at a much faster pace than the most recent (1990-to-2000) Census period.

Figure 3-1 City of Ventura Historic Population Trends



Source: California Department of Finance

Table 3-2 provides the annual growth rate for each 10-year period since 1880. As the table shows, the 0.9% annual growth experienced in the 1990s was one of the lowest 10-year annual growth rates over the past 100 years. In the 1930s, the annual growth rate spiked at almost 18% annually.

Table 3-2 Population Trends and Annual Growth Rates

Year	Population	10-Year Annual Growth Rate
1880	1,370	
1890	2,320	6.93%
1900	2,470	0.65%
1910	2,901	1.74%
1920	4,156	4.33%
1930	11,603	17.92%
1940	13,264	1.43%
1950	16,534	2.47%
1960	29,114	7.61%
1970	57,964	9.91%
1980	74,393	2.83%
1990	92,575	2.44%
2000	100,916	0.90%

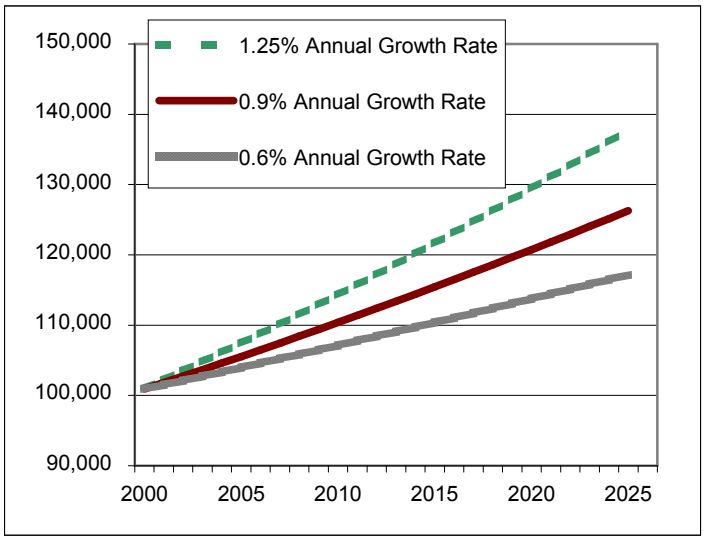
Source: California Department of Finance

Based on these historic trends and information provided by Dr. Christopher Williamson, AICP, CPAC developed low, medium, and high annual population growth projections at 0.6%, 0.9%,

and 1.25%, respectively, for use in subsequent CPAC analysis. (See Appendix A for Williamson's report.) Table 3-3 projects the City's annual population increase and the resulting housing need to 2025 based on these three growth projections.

Figure 3-2, below, graphically depicts the population projections of the various growth rates. Under a 1.25% growth scenario, the population in 2025 will be almost 138,000. If the City experiences a 0.9% annual growth rate the projected population drops over 11,000 to about 126,000, and under the 0.6% growth scenario, the population projection drops to approximately 117,000 in 2025.

Figure 3-2 2025 Population Projections



3.1.2 Schools

Table 3-4 estimates land needed for new elementary, middle, and high schools based on the three projected growth scenarios selected by CPAC. At a 0.6% annual growth rate 57 acres would be needed for new schools. At a 0.9% annual growth rate 90 acres would be needed for new schools, and, if the City experiences a 1.25% growth rate, the number of acres for new schools increases to 130 acres. (See Section 5.7 for additional analysis of school impacts.)

Table 3-3 City of Ventura Population and Housing Projections to 2025

Year	Population Increase at 0.6% Annual Growth Rate	VCOG Persons per Household	Additional Housing Units	2002 Census Persons per Household	Additional Housing Units	Population Increase at 0.9% Annual Growth Rate	VCOG Persons per Household	Additional Housing Units	2002 Census Persons per Household	Additional Housing Units	Population Increase at 1.25% Annual Growth Rate	VCOG Persons per Household	Additional Housing Units	2002 Census Persons per Household	Additional Housing Units
2000	**100,916**					**100,916**					**100,916**				
2001	**101,521**					**101,825**					**102,177**				
2002	**102,131**					**102,743**					**103,455**				
2003	**102,743**	2.56	239	2.56	239	**103,668**	2.56	362	2.56	362	**104,748**	2.56	505	2.56	505
2004	**103,360**	2.56	241	2.56	241	**104,602**	2.56	365	2.56	365	**106,057**	2.56	511	2.56	511
2005	**103,980**	2.62	237	2.56	242	**105,545**	2.62	360	2.56	368	**107,383**	2.62	506	2.56	518
2006	**104,604**	2.62	238	2.56	244	**106,496**	2.62	363	2.56	371	**108,725**	2.62	512	2.56	524
2007	**105,232**	2.62	240	2.56	245	**107,455**	2.62	366	2.56	375	**110,084**	2.62	519	2.56	531
2008	**105,863**	2.62	241	2.56	247	**108,424**	2.62	370	2.56	378	**111,460**	2.62	525	2.56	538
2009	**106,498**	2.62	242	2.56	248	**109,400**	2.62	373	2.56	382	**112,854**	2.62	532	2.56	544
2010	**107,137**	2.66	240	2.56	250	**110,386**	2.66	371	2.56	385	**114,264**	2.66	530	2.56	551
2011	**107,780**	2.66	242	2.56	251	**111,381**	2.66	374	2.56	389	**115,693**	2.66	537	2.56	558
2012	**108,427**	2.66	243	2.56	253	**112,384**	2.66	377	2.56	392	**117,139**	2.66	544	2.56	565
2013	**109,077**	2.66	245	2.56	254	**113,397**	2.66	381	2.56	396	**118,603**	2.66	550	2.56	572
2014	**109,732**	2.66	246	2.56	256	**114,419**	2.66	384	2.56	399	**120,085**	2.66	557	2.56	579
2015	**110,390**	2.69	245	2.56	257	**115,449**	2.69	383	2.56	403	**121,587**	2.69	558	2.56	586
2016	**111,052**	2.69	246	2.56	259	**116,490**	2.69	387	2.56	406	**123,106**	2.69	565	2.56	594
2017	**111,719**	2.69	248	2.56	260	**117,539**	2.69	390	2.56	410	**124,645**	2.69	572	2.56	601
2018	**112,389**	2.69	249	2.56	262	**118,598**	2.69	394	2.56	414	**126,203**	2.69	579	2.56	609
2019	**113,063**	2.69	251	2.56	263	**119,667**	2.69	397	2.56	417	**127,781**	2.69	586	2.56	616
2020	**113,742**	2.72	249	2.56	265	**120,745**	2.72	396	2.56	421	**129,378**	2.72	587	2.56	624
2021	**114,424**	2.72	251	2.56	267	**121,833**	2.72	400	2.56	425	**130,995**	2.72	595	2.56	632
2022	**115,111**	2.72	252	2.56	268	**122,931**	2.72	404	2.56	429	**132,633**	2.72	602	2.56	640
2023	**115,801**	2.72	254	2.56	270	**124,038**	2.72	407	2.56	433	**134,291**	2.72	610	2.56	648
2024	**116,496**	2.72	255	2.56	271	**125,156**	2.72	411	2.56	437	**135,969**	2.72	617	2.56	656
2025	**117,195**	2.74	255	2.56	273	**126,284**	2.74	412	2.56	440	**137,669**	2.74	620	2.56	664
Additional Housing Units by 2025			**5,649**		**5,885**			**8,825**		**9,196**			**12,821**		**13,365**

Source: U.S. Census and Ventura Council of Governments (VCOG)

Table 3-4 Projected School Needs to 2025

	Annual Growth Rate			Assumptions
	0.6%	0.9%	1.25%	
Elementary				
Students	1,295	2,023	2,940	0.22 student generation
New Campuses	3	4	6	500 children per school
Acres	29	45	65	11.1 acres per campus
Middle				
Students	530	828	1,203	0.09 student generation
New Campuses	1	1	1	1,000 children per school
Acres	11	16	24	19.9 acres per campus
High School				
Students	647	1,012	1,470	0.11 student generation
New Campuses	0	1	1	2,000 children per school
Acres	18	28	41	55.7 acres per campus
TOTAL ACRES	**57**	**90**	**130**	

Sources: Ventura Unified School District Development Impact Fee Justification Study (July 3, 2002) and the Guide to School Site Analysis and Development.

3.1.3 Parks

Table 3-5 shows the acres needed for new parks based on the projected growth scenarios selected by CPAC. Using the current City standards for parks and the 0.6%, 0.9%, and 1.25% annual growth rates, 151, 235, and 342 acres, respectively, would be needed for new parks. (See Section 5.8 for additional analysis of park needs.)

Table 3-5 Projected Park Needs to 2025

	0.6% Growth Rate	0.9% Growth Rate	1.25% Growth Rate
Projected Population Growth (2002-2025)	15,064	23,541	34,214
Additional Park Acres (3 ac/1000)[1]	45	71	103
Additional Park Acres (10 ac/1000)[2]	151	235	342

[1]Park standard per Quimby Act (Government Code Section 66477)

[2]Park standard of 10 acres per 1,000 persons (2 acres neighborhood, 3 acres service area, and 5 acres citywide) per City of Venura 1998 Comprehensive Plan.

3.2 Potential Land Supply Available

The City of Ventura is almost entirely built out, meaning that very little vacant land is available for development. Based on information received from the County Assessor in 2002, the city and sphere of influence contain approximately 1,332 acres of vacant land (7% of total land). However, this supply can be increased by redeveloping land that is currently underutilized. In December 2001, the City undertook an underutilized residential land study for the update of the Housing Element, which identified 89 more acres in the city with the potential for added residential development.

The potential land supply is summarized under the following categories and subcategories:

- Infill/reuse
    - Vacant and underutilized sites
    - Westside Community Revitalization Plan
    - Sphere of Influence
    - Redesignation of commercial and industrial sites to mixed-use
- Non-urbanized expansion areas

3.2.1 Vacant and Underutilized Residential Sites

Table 3-6 summarizes vacant and underutilized land zoned for residential development within the city limits. As Table 3-6 shows, Ventura has 333 acres of vacant residential land. Historically, residential developments in the city are constructed at about 70% of the maximum buildout. Assuming that trend continues, the vacant and underutilized residential land has the potential for 2,349 more dwelling units. However, if development density increased to 100% of existing zoning, an additional 3,356 dwelling units could be built. A higher density level could be achieved by establishing a minimum density, creating incentives for higher densities, or increasing maximum allowable density in certain zoning districts.

Table 3-6 Vacant and Underutilized Residential Land

Zoning	Maximum Density	Acreage	Unit Potential at Historic Densities[1]	Unit Potential at 85% Density	Unit Potential at 100% Density	Unit Potential at 115% Density
VACANT						
Single Family (R-1)						
R-1-1AC	1	88.8	62	75	89	102
R-1-B	14	0.4	4	5	6	6
R-1-6	7	18.5	91	110	130	149
R-1-7	6	111.7	469	570	670	771
R-1-10	4	2.7	8	9	11	12
Total Single Family (R-1)	1 to 14	222	633	769	905	1041
Two Family (R-2)	14	1	8	10	11	13
Multiple Family (R-3)						
R-3-1	54	6	223	271	319	366
R-3-2	36	3	78	95	112	128
R-3-5	18	14	180	219	257	296
Total Multiple Family (R-3)	18 to 54	23	481	584	688	791
Residential Planned Development (R-P-D)	6	13	53	64	75	86
Mixed-Use (MXD)	27	21	397	482	567	652
TOTAL VACANT		**280**	**1572**	**1,909**	**2,246**	**2,583**
UNDERUTILIZED						
Two Family (R-2)						
R-2	14	14	140	170	200	230
R-2-B	27	1	13	16	19	22
Total Two Family (R-2)	14 to 27	15	153	186	219	252
Multiple Family (R-3)						
R-3-1	54	6	215	262	308	354
R-3-2	36	0	3	3	4	4
R-3-5	18	32	406	493	580	667
Total Multiple Family (R-3)	18 to 54	38	624	757	891	1025
TOTAL UNDERUTILIZED		**53**	**777**	**944**	**1110**	**1277**
TOTAL VACANT AND UNDERUTILIZED		**333**	**2,349**	**2,852**	**3,356**	**3,859**

1. Historically the city has built out at 70% of maximum density.

Source: City of Ventura Draft Housing Element

3.2.2 Westside Community Revitalization Plan

In March 2002, the City Council accepted the Westside Community Revitalization Plan (Westside Plan) and directed staff to incorporate the policy recommendations of the Westside Plan into the Comprehensive Plan update for further review. The purpose of the Westside Plan is to help the Westside community accomplish its vision for change and to continue revitalization efforts that began in 1996. The Westside Plan is a strategic land use document that identifies and prioritizes opportunities for public and private investment. Table 3-7 summarizes the recommended residential buildout in the Westside Plan. While the existing zoning in the Westside planning area can only accommodate 7,827 dwelling units, the Westside Plan recommended over 10,000 units. This would result in a 130% increase over the current development level (4,638).

Table 3-7 Residential Component of the Westside Revitalization Plan

	Existing	Potential Under Existing Zoning	Final Recommended Westside Revitalization Plan
Dwelling Units	4,638	7,827	10,628

3.2.3 Sphere of Influence

Table 3-8 illustrates the residential potential in the city's existing sphere of influence (SOI). At historic building densities, about 1,120 dwelling units can be developed in the SOI. An additional 350 units can be developed on a 25-acre multifamily parcel in the SOI near the Highway 101 and 126 interchange, and another 770 units can be built on four parcels (138 acres total) of vacant residential land in the SOI in the Wells and Saticoy communities.

Table 3-8 Residential Potential in the Sphere of Influence

Location	Maximum Density	Total Acreage	Unit Potential at Historic Densities[1]
Orchard Site at 101 and 126	20	25	350
Saticoy Area	8	138	770
TOTAL		**163**	**1,120**

[1] *Estimated buildout under existing zoning. Historic density is 70%.*

3.2.4 Potential Redesignation of Commercial and Industrial Sites to Mixed Use

Under the direction of CPAC, City staff and consultants researched the potential of redesignating sites from commercial or industrial land use designations to mixed use in order to facilitate projected growth by *allowing* residential uses to be incorporated as a component of *new* commercial or industrial development. In response to this request, CPAC was presented with more than 40 potential redesignation sites (see Appendix B for the complete list). The criteria for the site selection were:

- Vacant or underutilized commercial and industrial sites within the city limits,
- Vacant or underutilized commercial and industrial sites within the SOI and near existing residential development,
- Commercial sites within the city limits that can accommodate mixed uses, and
- Agricultural-designated sites within the SOI that have non-agricultural uses.

Of the proposed potential redesignation sites, CPAC recommended by a majority that 31 sites be redesignated to mixed use (see Appendix G). Table 3-9 summarizes these sites by area (see also Figure 3-3). Through redevelopment of these sites at a 75/25% residential/commercial or industrial mix, the City could accommodate up to about 5,000 additional dwelling units and another 2.4 million square feet of commercial and industrial space. These sites form the basis for the creation of mixed-use districts (see Figure 3-3). Full buildout of the proposed districts could yield even more residential and non-residential development.

Table 3-9 Summary of CPAC Recommended Redesignation Sites

Mixed Use Area	Total Acreage	Unit Potential at Historic Densities	Maximum Commercial and Industrial Potential (sq. ft.)	Existing Commercial and Industrial Space (sq. ft.)	Net Increase in Commercial/ Industrial Space at Historic Densities (sq. ft.)1
Ventura Avenue / West Side	199	1,243	828,729	139,036	689,693
Downtown	21	653	435,600	105,404	330,196
East Main St. Corridor	10	163	108,900	59,870	49,030
East Thompson Corridor	16	261	174,240	30,146	144,094
Seaward Ave. / 101	28	319	212,355	187,606	24,749
Loma Vista Corridor	10	163	108,900	51,242	57,658
Telegraph Road Corridor	37	482	321,255	269,446	51,809
Victoria Avenue	12	98	65,340	50,087	15,253
Arundell	73	898	598,950	3,220	595,730
Olivas	20	163	108,900	--	108,900
Johnson Dr. / 101	10	163	108,900	--	108,900
Wells / Saticoy	22	221	147,015	9,392	137,623
Harbor	10	163	108,900	--	108,900
TOTAL	**468**	**4,992**	**3,327,984**	**905,449**	**2,422,535**

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Figure 3-3
Potential Areas for Re-Designation

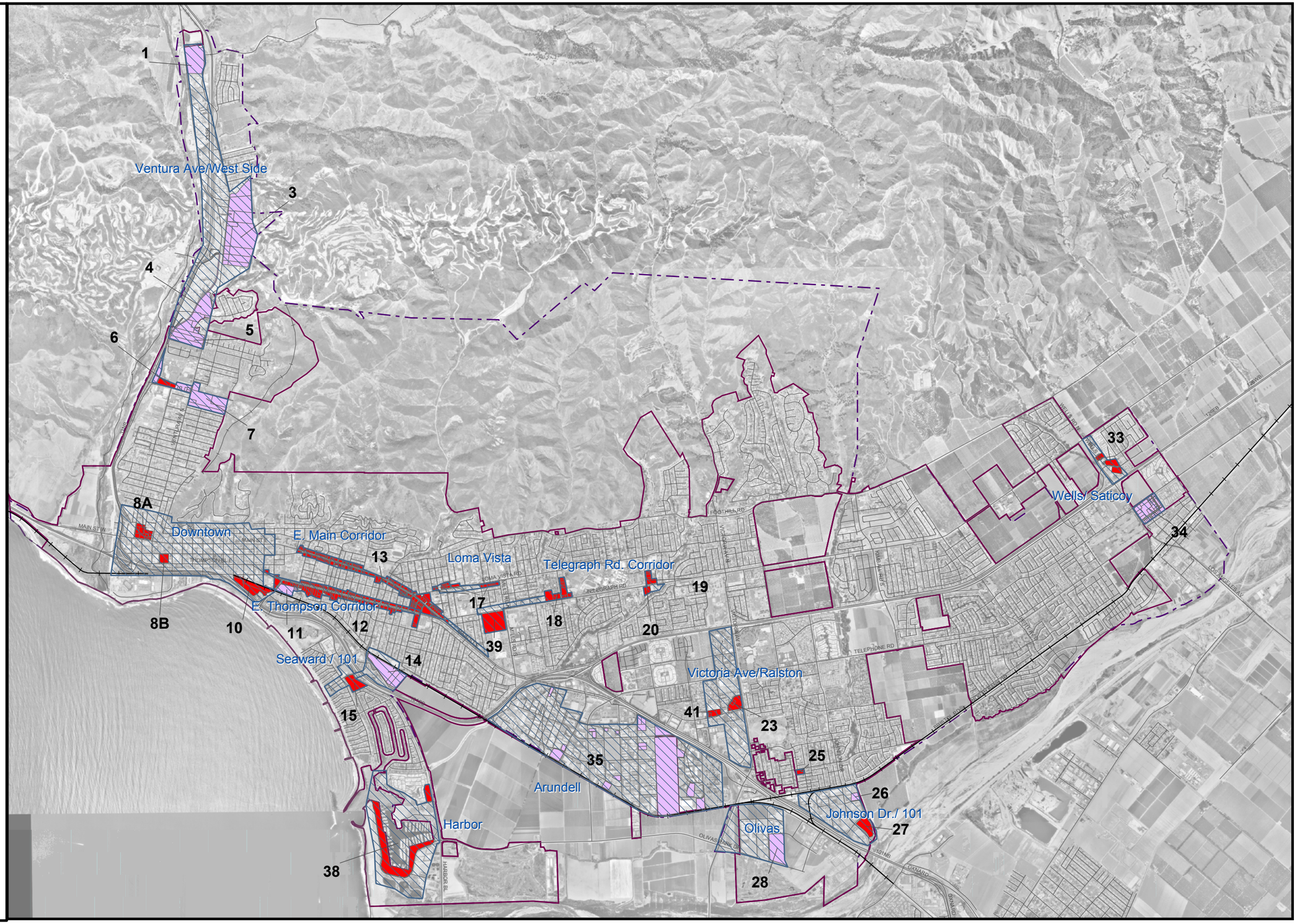
Legend

Category

- Commercial
- Industrial

Mixed Use Area

- District
- City Limits
- Sphere of Influence



0 0.5 1 Miles

Sources:
City of San Buenaventura, 1994 (aerial), 2002 (basemap), Rincon Consultants, Inc., 2003.
Revised: 09/04/2003

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3.2.5 Potential Expansion Areas

Figure 3-4 and Table 3-10 show 12 potential expansion areas (PEAs) considered by CPAC as potentially appropriate for annexation to the City. Each expansion area follows parcel lines. Coloring of the expansion areas on the map corresponds to existing land use designations (Area 1 does not have a City land use designation and is shown without color).

Areas 2, 4, 8, 9, and portions of Areas 3, 5, 10 and 11 are already within the SOI; Areas 1, 6, 7, and 12 are entirely outside the SOI. The Planning Considerations matrix in Appendix D summarizes constraints associated with potential development of each expansion area.

Most of the 12 PEAs are used for agriculture, with some combination of row crops, orchards, and grazing land. Any development or extension of City services in PEAs 4, 10 and 12 would require voter approval under City Measure P, approved in 2001. All of the other areas except PEA 1 are subject to the 1995 City SOAR ("Save Our Agricultural Resources") Initiative, which would require voter approval prior to any redesignation of Agricultural parcels to another land use designation. Although urbanization of agricultural lands could in some cases help resolve the need to buffer agricultural operations and adjacent residential uses, it could also conflict with City objectives concerning agricultural preservation.

Table 3-10
Potential Expansion Areas

Potential Expansion Area		Total Acres
1	Canada Larga	814
2	North Avenue	55
3	Taylor Ranch	280
4	Arroyo Verde Hillside	455
5	West Olivas	317
6	East Olivas	702
7	South Montalvo	155
8	Serra	261
9	Poinsettia	418
10	North Juanamaria	530
11	Wells	456
12	North Wells	237

Of the 12 potential expansion areas, CPAC originally recommended by a majority that sites 2, 8, 7, 9, and 11 (in that order) should be considered for future development under the land use alternatives (see Appendix G). Together these sites total 819 acres. However, based on the projected land demand and the available land supply (i.e. vacant, underutilized, Westside Revitalization Plan recommendations, and SOI parcels zoned residential) the 819 acres exceeded the amount of land required to accommodate a 0.9% annual growth rate. Therefore, only Areas 2, 7, 8, and the southern portion of 9 were included in developing the two land use alternatives (see Figure 3-5 for a map of these areas and Section 3.3 for a discussion of the land use

alternatives. See also Appendix B for the Residential and Non-Residential Land Demand Projections presentation given on March 26, 2003.). Subsequently at the August 27, 2003 meeting, CPAC voted to include Potential Expansion Area 1 and the northern half of Potential Expansion Area 9 in its recommended land use scenario (See Section 3.5).

Potential Expansion Areas

Comprehensive Plan Update 2025

Notes

This Land Use Alternatives map reflects information based on the Ventura Comprehensive Plan Advisory Committee meeting on April 30, 2003.

For more information please contact the Community Development Department

Advance Planning
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Prepared by: Community Development Department
Source: City of Ventura
Photo Date: May-10, 2000
Scale: 1 inch = 1,500 feet

1
2
3
4
5
6
7
8
9
10
11
12

Ventura River

Pacific Ocean

Santa Clara River

Potential Expansion Areas
(See Draft Land Use Alternatives report for explanation.)

Expansion Area

Other

Current Sphere of Influence

City Limits

Figure 3-4

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3.3 Land Use Alternatives

Based on the input received from CPAC on the projected land demand and the sources of land supply, two land use alternatives were developed. The key components of each alternative are listed below.

Alternative 1: No City Expansion

- Emphasize reuse/redevelopment
- Focus business attraction efforts on downtown, Westside and 101 Corridor
- Vacant and underutilized parcels develop at historic densities (70% of maximum buildout)
- Redesignation of some parcels occurs (also with development at historic densities)
- Incorporate Westside Community Revitalization Plan at 70% of the Plan's recommended buildout

Table 3-11 summarizes the potential lands available and the acreages allocated to residential, non-residential, and other land uses for Alternative 1.

Table 3-11 Alternative 1: No City Expansion

Potential Lands Available	Residential Acreage	Potential Housing Units	Potential Retail, Industrial, and Office Acreage	Schools, Parks, and Other
Vacant/Underutilized Residential Sites[1]	333	2,349	215	NA
West Side Revitalization Plan Area	NA	4,200	NA	NA
Sphere of Influence[2]	163	1,120	544	NA
Potential Redesignations	468	4,472	27	NA
TOTAL	**964**	**12,141**	**786**	**NA**

1 Unit potential at historic densities (70% of maximum)

2 Unit Potential under existing zoning at historic densities

Alternative 2: Expand Into Areas 2, 7, 8, and the Southern Portion of Area 9

- Urbanizes agricultural lands and extends sphere of influence to potential expansion areas
- Expands economic development opportunities
- Encourages multifamily and mixed use on Eastside annexation parcels
- Creates potential for new park and recreation uses on selected annexation parcels
- Vacant and underutilized parcels develop at historic densities
- Does not include any redesignations
- Incorporate Westside Community Revitalization Plan consistent with existing zoning at historic densities
- Improves circulation (e.g. Kimball Road, North Bank Drive, Ramelli Avenue, Johnson overpass)

Although CPAC recommended Expansion Areas 2, 7, 8, 9, and 11, based on the projected land demand and the available land supply (i.e. vacant, underutilized, Westside Community Revitalization Plan recommendations, and SOI parcels zoned residential), the 819 acres in these five areas exceeded the amount of land required to accommodate a 0.9% annual growth rate. Therefore, only Areas 2, 7, 8, and the southern portion of Area 9 were included in this land use alternative. (See also Appendix B for the Residential and Non-Residential Land Demand Projections Presentation presented to CPAC on March 26, 2003.)

Table 3-12 summarizes the potential lands available and the acreages allocated to residential, non-residential, and other land uses for Alternative 2.

Table 3-12 Alternative 2: Expand into Areas 2, 7, 8, and 9

Potential Lands Available	Residential Acreage	Potential Housing Units	Potential Retail, Industrial, and Office Acreage	Schools, Parks, and Other Acreage
Vacant/Underutilized Residential Sites[1]	333	2,349	215	NA
West Side Revitalization Plan Area[2]	NA	2,232	NA	NA
Sphere of Influence[2]	163	1,120	544	NA
Potential Expansion Areas	0	3,630	105	304
TOTAL	**496**	**9,331**	**864**	**304**

1 Unit potential at historic densities (70% of maximum).

2 Unit Potential under existing zoning at historic densities.

Although Alternatives 1 and 2 differ in their approach to their distribution of land uses, they include many key common elements, such as:

1. Incorporation of adopted community plan programs (Westside, Downtown, Harbor, etc.)
2. Preservation of open space, hillsides, shoreline, historic resources and views
3. Restoration of natural drainage features
4. Walkable neighborhoods with local serving commercial
5. Pedestrian orientation, amenities and crossings along major corridors
6. Roadway, transit and alternate transportation connections between activity centers
7. Revitalization of commercial corridors (limit new strip commercial development)
8. Business attraction strategies (especially targeting professional/office uses)
9. Workplace supporting retail in industrial and commercial districts
10. Downtown and Westside multifamily housing to meet Regional Housing Need Allocation
11. Compatibility of new development mass and scale
12. Design guidelines tailored to specific neighborhoods, districts and corridors
13. Improvements to streetscapes, alleys, city gateways and freeway frontage
14. Undergrounding of existing and new utility lines
15. Site(s) for multimodal transit center and train station

16. Customization of acceptable levels of service for key roadways

3.4 Draft CPAC Land Use Scenario

Using the information and analysis presented regarding Alternatives 1 and 2, a Draft CPAC Land Use Scenario was developed (see Figures 3-7 and 3-8) and presented to CPAC on August 27, 2003. The draft CPAC recommended land use scenario incorporated key aspects of the two original alternatives in an effort to protect Ventura's unique character and to accommodate projected growth.

Key Features of Draft CPAC Land Use Scenario

- Emphasizes infill
- Vacant and underutilized parcels develop at historic densities
- Incorporates Westside Community Revitalization Plan consistent with existing zoning at historic densities
- Redesignation of some parcels occurs, with development at historic densities
- Urbanizes agricultural lands and extends sphere of influence to expansion areas
- Expands economic development opportunity
- Encourages multifamily and mixed use on eastside annexation parcels
- Creates potential for new park and recreation uses on selected annexation parcels
- Improves circulation (e.g. Kimball Road, North Bank Drive, Ramelli Avenue, Johnson overpass)
- Sphere of influence shrinks to city limits and encompasses the proposed expansion areas

Table 3-13 provides a breakdown of the undeveloped land supply by uses and acres and shows the dwelling unit potential for the draft land use scenario. As the Table illustrates, the scenario identifies 700 acres of residential land, which could provide almost 12,000 dwelling units. This would exceed housing needs for 0.90% annual growth but fall slightly short of accommodating 1.25% annual growth (see Table 3-3). In addition, there are almost 700 acres available for non-residential growth. This is more than adequate to meet the medium land demand projections for non-residential growth (see Chapter 6 and Appendix F). The Draft CPAC Land Use Scenario also provides for more than 300 acres of other land uses, including about 200 acres of parks and open space.

Table 3-13 Draft CPAC Land Use Scenario

Potential Housing Supply	Acres	Units
Vacant and underutilized	333	2,349
Redesignation Potential (excluding West Side Plan)	-	2,601
Westside Community Revitalization Plan (at existing zoning and 70% buildout)	-	2,232
Sphere of Influence	163	1,120
Expansion Areas (2, 7, 8, and 9)	205	3,597
Total Housing Acres/Units	**701**	**11,899**
Potential Non-Residential Supply		
Vacant and Underutilized Non-Residential		
Retail Acres	66	
Industrial Acres	116	
Office Acres	33	
Sub-total Vacant and Underutilized	**215**	
Redesignation Potential (excluding West Side Plan) (1,640,633 sf)	**37**	
Sphere of Influence		
Retail Acres	31	
Industrial Acres	289	
Office Acres	9	
Sub-total Sphere of Influence	**329**	
Potential Expansion Areas		
Retail Acres	43	
Industrial Acres	NA	
Office Acres	62	
Sub-total Potential Expansion Areas	**105**	
Total Non-Residential Acres	**686**	
Potential Other Land Uses		
Schools Acres	78	
Parks and Open Space Acres	215	
Other (e.g. fire stations, police stations, libraries)	11	
Total Other Land Uses Acres	**304**	
Total Acres/Units	**1,691**	**11,899**

CPAC Recommended Expansion Areas

Comprehensive Plan Update 2025

Notes

This Land Use Alternatives map reflects information based on the Ventura Comprehensive Plan Advisory Committee meeting on April 30, 2003.

For more information please contact the Community Development Department

Advance Planning
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Photo Date: May 10, 2000
Scale: 1 inch = 1,500 feet

2

9

8

7

Pacific Ocean

Santa Clara River

Potential Expansion Areas
(See Draft Land Use Alternatives report for explanation.)

Expansion Area

Other

Proposed Sphere of Influence

City Limits

Figure 3-5

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CPAC Recommended Land Use Scenario

Comprehensive Plan Update 2025

Notes

This map reflects information based on the Ventura Comprehensive Plan Draft Land Use Alternatives as of July 16, 2003

For more information please contact the Community Development Department

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Date Created: April 1, 2003
Scale: 1 inch = 1,500 feet

NORTH AVENUE EXPANSION AREA

DESIGNATED INDUSTRIAL BY WESTSIDE REVITALIZATION PLAN

DOWNTOWN SPECIFIC PLAN

HARBOR MASTER PLAN

POINSETTIA EXPANSION AREA

SERRA EXPANSION AREA

SOUTH MONTALVO EXPANSION AREA

Ventura River

Pacific Ocean

Santa Clara River

Proposed Land Use Designations

RESIDENTIAL
- Low Density Residential
- Medium Density Residential
- High Density Residential

COMMERCIAL & INDUSTRIAL
- General Commercial
- Industrial
- Professional Office

MIXED USE
- Mixed Use

RESOURCE & INSTITUTIONAL
- Agriculture
- Parks and Open Space
- Public and Institutional

Other
- Recommended Sphere of Influence
- City Limits
- Specific/Master Plan Areas

Figure 3-6

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CPAC Recommended Land Use Changes

Comprehensive Plan Update 2025

Notes

This map reflects information based on input received from the Ventura Comprehensive Plan Advospry Committee as of July 16, 2003.

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Source: City of Ventura
Date Created: April 1, 2003
Scale: 1 inch = 1,500 feet

Legend

- Residential Component Added to Commercial and Industrial
- Mixed Use Districts
- Expansion Areas to be Master Planned
- Westside Revitalization Area. Please refer to the Westside Revitalization Concept Plan for Land Use Changes.
- Current Sphere of Influence
- Current Planning Boundary
- Proposed Sphere of Influence/Planning Boundary
- City Limits

Pacific Ocean

Ventura River

Santa Clara River

Figure 3-7

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3.4.1 Framework for Development of Expansion Areas

Since redesignation of any agricultural land would require a citywide vote, specific land use changes have not been mapped for the expansion areas. It is assumed that a thoroughly detailed master plan (or specific plan) would be prepared for each expansion area prior to voter approval and subsequent annexation. In addition, a phasing plan could be established whereby the expansion areas are prioritized for development based on triggers, such as employment generation, population growth, or remaining availability of vacant and underutilized land in the existing city.

In addition, direction for future development can be set in the Comprehensive Plan Update by requiring the following within each expansion area neighborhood:

- Build new neighborhoods in a compact form and plan for walkability (i.e., 80-to-100 acres, ¼- mile from center);
- Encourage development that promotes a mix of housing types and meets affordable housing needs;
- Connect street systems that balance auto, pedestrian, and bicycle movement in a fine-grained block, pedestrian and park network system;
- Encourage mixed-use development, preferably near transit nodes;
- Encourage development that responds to unmet needs in nearby existing neighborhoods;
- Connect open spaces, parks and trails into an integrated system;
- Vigorously protect sensitive habitat and watershed land;
- Recognize traditional downtown, commercial districts and urban neighborhoods as being critical anchors for the economic and community vitality of a region; and
- Assume that each potential neighborhood has the opportunity not only to provide amenities to its residents directly, but also to improve quality of life for the larger community.

Table 3-14 provides information on housing, non-residential uses, and other land uses in each expansion area under the draft CPAC recommended land use scenario. The land uses identified in Table 3-14 are conceptual and provide one feasible framework for buildout. As stated above, each expansion area would be developed under a highly detailed, site-specific master plan.

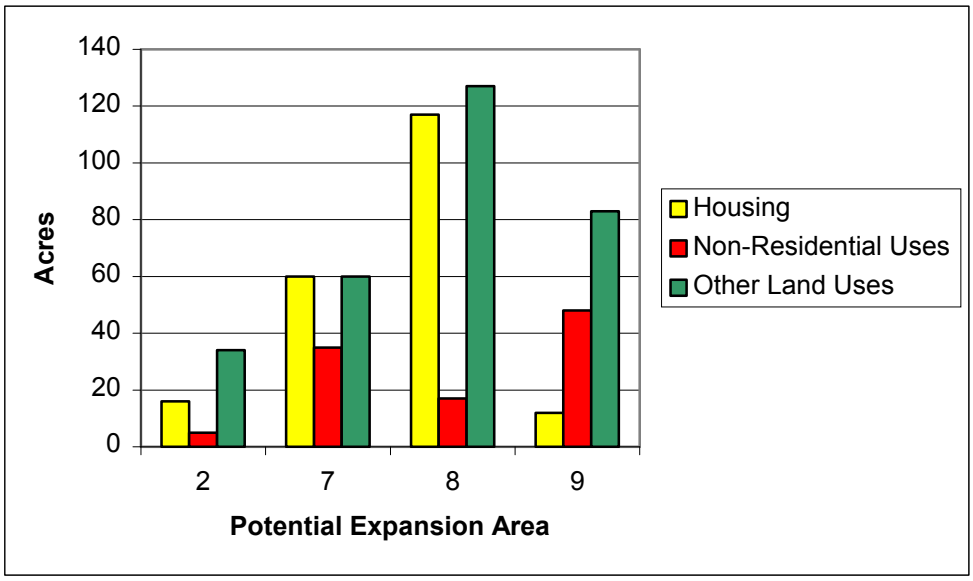
Figure 3-8 compares the land uses in Table 3-14 (housing, non-residential, and other) for each of the expansion areas. Under the draft scenario, a significant amount of land in Area 2 has been allocated for parks due to a demonstrated need on the Westside. In addition, because of their locations near freeway systems, emphasis has been placed on non-residential uses in Area 7 and in Area 9, which has excellent freeway visibility from State Highway 126. Area 8 allocates a substantial amount of acreage for housing due to its central location and proximity to the 100-acre Ventura Community Sports Park.

Table 3-14 Land Uses by Expansion Area for Draft CPAC Land Use Scenario

Potential Expansion Areas	2		7		8		9		Total	
Housing	**Units**	**Acres**	**Units**	**Acres**	**Units**	**Acres**	**Units**	**Acres**	**Units**	**Acres**
Low Density (0-7 du/ac) Acres	21	3	35	5	140	20	14	2	210	30
Medium Density (8-20 du/ac) Acres	140	10	560	40	1,120	80	12	3	1,832	133
High Density (21-54 du/ac) Acres	113	3	567	15	643	17	265	7	1,588	42
Total Housing	**274**	**16**	**1,162**	**60**	**1,903**	**117**	**291**	**12**	**3,630**	**205**
Non-Residential Uses										
Retail		3		15		10		15		43
Industrial		0		0		0		0		0
Office		2		20		7		33		62
Total Non-Residential Uses		**5**		**35**		**17**		**48**		**105**
Other Land Uses										
Schools		18		0		30		30		78
Parks		15		58		92		50		215
Other (e.g. fire stations, police stations, libraries)		1		2		5		3		11
Total Other Land Uses		**34**		**60**		**127**		**83**		**304**
TOTAL	**274**	**55**	**1,162**	**155**	**1,903**	**261**	**291**	**143**	**3,630**	**614**

Note: Housing units calculated as 70% of maximum densities.

Figure 3-8 Land Uses by Expansion Areas for Draft CPAC Scenario

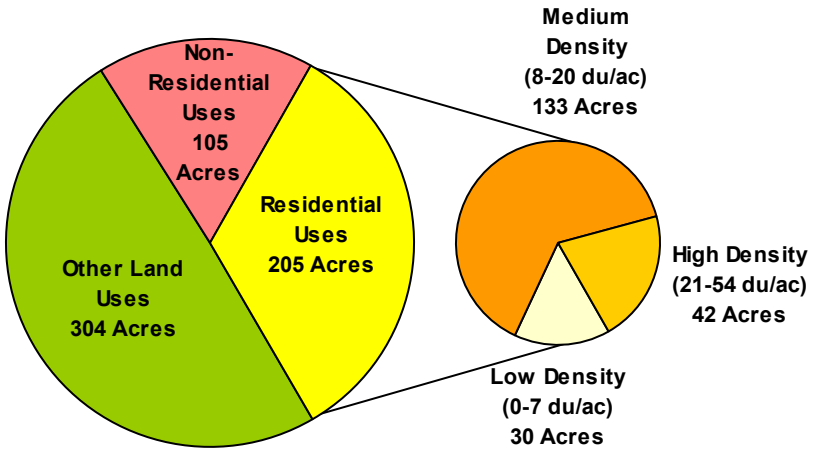


Figures 3-9 through 3-12 depict some of the more significant land use proposals for the expansion areas under the draft CPAC land use scenario. The purple dashed circles on the figures represent walkable neighborhoods based on a determination of existing neighborhood edges and potential centers. The yellow dashed lines are proposed road extensions.

Expansion Area 2 has a recommended park on the southern portion of the area. Expansion Area 7 also proposes a park along the Santa Clara River. This park/open space would link a linear park network in the Serra neighborhood along the Santa Clara River to a park system on the Harmon Barranca. The emphasis on commercial development in Expansion Area 7 would be located near Highway 101 and existing commercial development along Johnson and North Bank Drives. Expansion Area 8 provides opportunities for increased circulation improvements from Kimball Road and Ralston Street extensions. Figure 10 shows the retail and office emphasis in Expansion Area 9 near the highway and a linear park along the barranca on the eastern edge of the property. This linear park would connect to a linear park system to the north and could be extended to the west to access a pedestrian bridge near Hill Road, which crosses over Highway 126 and joins another bike/pedestrian network.

Figure 3-13 combines potential future land use in expansion Areas 2, 7, 8 and 9 under the proposed draft scenario. Of 614 total acres, almost 50% (304 acres) would be used for parks, schools, and other City services; about 33% (205 acres) would be dedicated to housing, and 17% (105 acres) would be devoted to non-residential uses (retail, industrial, and office).

Figure 3-13 Expansion Areas by Land Use for CPAC Draft Land Use Scenario



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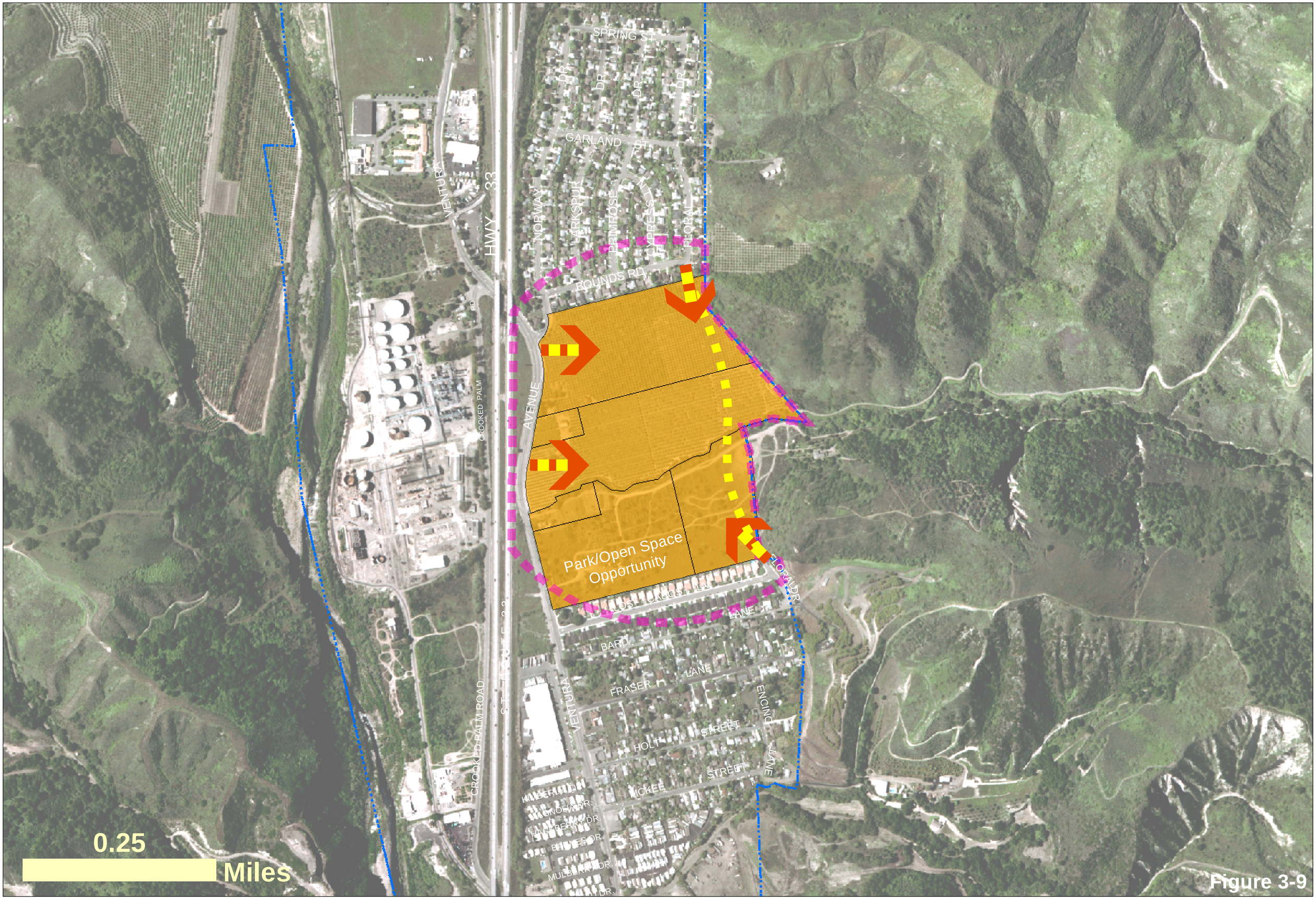

Figure 3-9

Legend

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- Potential Access Points

PEA #2
North Avenue
Comprehensive Plan Update 2025

55 acres
- **-16 acres Housing (274 units)**
- **-5 acres Retail/Office**
- **-34 acres Parks/Schools/Other**

Notes

This map reflects information based on the Ventura Comprehensive Plan Advisory Committee as of July 16, 2003.

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Figure 3-10

Legend

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- Potential Access Points

PEA #7
South Montalvo
Comprehensive Plan Update 2025

156 acres
- **-60 acres Housing (1,162 units)**
- **-35 acres Retail/Office**
- **-60 acres Parks/Schools/Other**

Notes

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Future Sports Park

VUSD School Site

First Assembly of God Site

Figure 3-11

Legend

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- Potential Access Points

PEA #8
Serra
Comprehensive Plan Update 2025

303 acres
- **-117 acres Housing (1,903 units)**
- **-17 acres Retail/Office**
- **-127 acres Parks/Schools/Other**

Notes

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Figure 3-12

Legend

- City Limits
- Proposed Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- Potential Access Points

PEA #9
Poinsettia
Comprehensive Plan Update 2025

143 acres
- **-12 acres Housing (291 units)**
- **-48 acres Retail/Office**
- **-83 acres Parks/Schools/Other**

Notes

This map reflects information based on the Ventura Comprehensive Plan Advisory Committee as of July 16, 2003.

For more information please contact the Community Development Department

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Prepared by: Community Development Department
Source: City of Ventura
Air Photo Date: May 10, 2000

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3.5 CPAC Recommended Land Use Scenario

The Draft Land Use Scenario was modified at the CPAC meeting on August 27, 2003 to:

1. Include all of Expansion Area 9. The Draft Land Use Scenario only included the southern portion of Area 9. This change added 275 acres to Expansion Area 9. (See Section 3.5.1.)
2. Include Expansion Area 1 (Cañada Larga). This added 814 acres to the overall scenario. (See Section 3.5.1.)
3. Provide mixed-use land use designation along the north side of Main Street between Five Points and the Pacific View Mall. (See Section 3.5.2.)
4. Include five redesignation sites in the North Avenue area that were not included in the draft CPAC scenario. (See Section 3.5.2.)
5. Maintain the sphere of influence as it currently exists. (See Figure 3-14.)
6. Maintain the low-density residential land use designation at current levels. The Draft CPAC Land Use Scenario proposed that Low-density Residential allow 0-to-7 dwelling units per acre. This has been increased to a maximum of 8 dwelling units per acre (du/ac). (See Table 3-16.)
7. Increase permitted densities on vacant multi-family sites. Maximum density on vacant R-3-2 parcels was assumed to increase from 36 du/ac to 54 du/ac, and vacant R-3-5 was increased from 19 du/ac to 36 du/ac. This increased the potential units on vacant residential land from 2,349 to 2,568.

Table 3-15 provides a breakdown of the undeveloped land supply by uses and acres and shows the dwelling unit potential for the CPAC recommended land use scenario. As the table illustrates, the scenario identifies almost 1,100 acres of residential land, which could provide almost 18,000 dwelling units. In addition, there are over 860 acres available for non-residential growth. The CPAC recommended land use scenario also provides for almost 1,000 acres of other land uses, including about 800 acres of parks and open space. This large increase in parks and open space is due to the addition of Cañada Larga, which could provide almost 500 acres of parks and open space. (See Figure 3-14 for the map of the CPAC recommended land use scenario.)

3.5.1 Expansion Areas Under the Final CPAC Recommended Land Use Scenario

Although the guidelines for development of expansion areas proposed in Section 3.4.1 would remain in place, the CPAC recommended land use scenario includes another 1,098 acres in the expansion areas. The final scenario includes Expansion Area 1 (Cañada Larga), which is 814 acres, and the northern portion of Expansion Area 9, an additional 275 acres. The plan proposed by the landowner was used to estimate the buildout for Expansion Area 1. In Expansion Area 9, the additional acreage was used for housing. Expansion Areas 2, 7, and 8 have the same amount of development proposed under the Draft Land Use Scenario. (See Figures 3-15 and 3-16 for Expansion Area 1 and changes to Expansion Area 9.)

Table 3-15 Final CPAC Recommended Land Use Scenario

Potential Housing Supply	**Acres**	**Units**
Vacant and underutilized	333	2,568
Redesignation Potential (excluding West Side Plan)	-	4,992
Westside Community Revitalization Plan (at existing zoning and 70% buildout)	-	2,232
Sphere of Influence	163	1,120
Expansion Areas (2, 7, 8, and 9)	596	6,861
Total Housing Acres/Units	**1,092**	**17,773**
Potential Non-Residential Supply		
Vacant and Underutilized Non-Residential		
Retail Acres	66	
Industrial Acres	116	
Office Acres	33	
Sub-total Vacant and Underutilized	**215**	
Redesignation Potential (excluding West Side Plan)	**187**	
Sphere of Influence		
Retail Acres	31	
Industrial Acres	289	
Office Acres	9	
Sub-total Sphere of Influence	**329**	
Potential Expansion Areas		
Retail Acres	55	
Industrial Acres	19	
Office Acres	62	
Sub-total Potential Expansion Areas	**136**	
Total Non-Residential Acres	**867**	
Potential Other Land Uses		
Schools Acres	133	
Parks and Open Space Acres	803	
Other (e.g. fire stations, police stations, libraries)	35	
Total Other Land Uses Acres	**971**	
Total Acres/Units	**2,930**	**17,771**

Table 3-16 Final CPAC Scenario – Land Uses by Expansion Area

Potential Expansion Areas	1		2		7		8		9		Total	
Housing	**Units**	**Acres**	**Units**	**Acres**	**Units**	**Acres**	**Units**	**Acres**	**Units**	**Acres**	**Units**	**Acres**
Low Density (0-8 du/ac) Acres	1,300	283	17	3	28	5	112	20	168	30	1,625	341
Medium Density (9-20 du/ac) Acres	0	0	140	10	560	40	1,120	80	770	55	2,590	185
High Density (21-54 du/ac) Acres	0	0	113	3	567	15	643	17	1,323	35	2,646	70
Total Housing	**1,300**	**283**	**270**	**16**	**1,155**	**60**	**1,875**	**117**	**2,261**	**120**	**6,861**	**596**
Non-Residential Uses												
Retail		12		3		15		10		15		55
Industrial		19		0		0		0		0		19
Office		0		2		20		7		33		62
Total Non-Residential Uses		**31**		**5**		**35**		**17**		**48**		**136**
Other Land Uses												
Schools		0		18		0		30		85		133
Parks		488		15		58		92		150		803
Other		12		1		2		5		15		35
Total Other Land Uses		**500**		**34**		**60**		**127**		**250**		**971**
Total	**1,300**	**814**	**270**	**55**	**1,155**	**155**	**1,875**	**261**	**2,261**	**418**	**6,861**	**1,703**

3.5.2 Redesignations Under the CPAC Recommended Land Use Scenario

A number of sites were analyzed for redesigantion from commercial or industrial land use designations to a mixed-use designation (see Section 3.2.4 for more details). CPAC requested that the following additional redesignation sites be included in the CPAC recommended land use scenario:

- Provide mixed-use land use designation along the north side of Main Street between Five Points and the Pacific View Mall.
- Include five redesignation sites in the North Avenue area that were not included in the draft land use scenario.

These additions, in combination with estimated buildout within the redesignation sites at 100 % of allowable density, increase the residential potential of the redesignation sites to 4,992 units in the CPAC recommended scenario. These sites are included in the mixed-use districts shown on Figure 3-3. (See Appendix C for a complete list of redesignation sites.)

3.6 Land Use Designations

In the Comprehensive Plan Update, the City's roughly 30 existing Land Use Designations are proposed to be consolidated into 10 designations in four categories, as follows (specific rules for parcel development will continue to be contained in the Zoning Ordinance):

Residential

- Low Density – allows single family homes and mobile homes at 8 units per acre
- Medium Density – allows single family, multifamily and mobile homes at 9 to 20 units per acre
- High Density – allows multifamily housing at 21 to 54 units per acre

Commercial and Industrial

- General Commercial – allows a wide range of professional, retail and service uses
- Industrial – allows intensive manufacturing, processing, warehousing and similar uses
- Professional Office – allows administrative, financial, medical, service and similar uses

Resource and Institutional

- Agriculture – allows commercial cultivation of food and plants and raising of animals
- Parks and Open Space – allows passive and active recreation and supporting facilities
- Public and Institutional – allows government, hospital, library, school and similar uses

Mixed Use

- Mixed Use – allows a variety of retail, service, professional and office uses, and multifamily housing at up to 30 units per acre; includes areas regulated by:
    - Downtown Specific Plan – allows a variety of retail, service, professional and office uses, and multifamily housing at up to 64 units per acre in accordance with the Downtown Specific Plan, and
    - Harbor Master Plan – allows uses identified in the Harbor Master Plan on a parcel-specific basis.

Final
CPAC Recommended Land Use Scenario
Comprehensive Plan Update 2025

Notes

This map reflects information based on the Ventura Comprehensive Plan Draft Land Use Alternatives as of September 24, 2003

For more information please contact the
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Source: City of Ventura
Date Created: September 25, 2003
Scale: 1 inch = 1,500 feet

CAÑADA LARGA EXPANSION AREA

NORTH AVENUE EXPANSION AREA

DESIGNATED INDUSTRIAL BY WESTSIDE REVITALIZATION PLAN

DOWNTOWN SPECIFIC PLAN

HARBOR MASTER PLAN

POINSETTIA EXPANSION AREA

SERRA EXPANSION AREA

SOUTH MONTALVO EXPANSION AREA

Ventura River

Pacific Ocean

Santa Clara River

Proposed Land Use Designations

RESIDENTIAL
- Low Density Residential
- Medium Density Residential
- High Density Residential

COMMERCIAL & INDUSTRIAL
- General Commercial
- Industrial
- Professional Office

MIXED USE
- Mixed Use
- Mixed Use Districts

RESOURCE & INSTITUTIONAL
- Agriculture
- Parks and Open Space
- Public and Institutional

Other
- Recommended Sphere of Influence
- City Limits
- Specific/Master Plan Areas

Figure 3-14

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Commercial and Industrial Emphasis

Park and Open Space Opportunity

0.25 Miles

Figure 3-15

Legend

- City Limits
- Current Sphere of influence
- Expansion Area
- Assessor Parcels
- Existing Access Point

PEA #1
Cañada Larga

Comprehensive Plan Update 2025

814 acres
- **-283 acres Housing (1,300 units)**
- **-31 acres Retail/Office/Industrial**
- **-488 acres Parks/Schools/Other**

Notes

This map reflects information based on the Ventura Comprehensive Plan Advisory Committee as of August 27, 2003.

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Park and Open Space Potential

Retail and Office Emphasis

Figure 3-16

PEA #9 (Updated)
Poinsettia
Comprehensive Plan Update 2025

418 acres
- **-120 acres Housing (2,261 units)**
- **-48 acres Retail/Office**
- **-250 acres Parks/Schools/Other**

Legend

- City Limits
- Current Sphere of Influence
- Expansion Area
- Assessor Parcels
- Neighborhoods with 1/4 Mile Radius (5 minute walk)
- Potential Major Road Extensions
- Potential Access Points

Notes

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4.0 CPAC Land Use Scenario Environmental Constraints

This section provides a general analysis of the environmental issues associated with the CPAC recommended land use scenario. Where appropriate the analysis is divided between infill/reuse and non-urbanized potential expansion areas.

4.1 Biological Resources

4.1.1 Infill/Reuse

In general, future development within the existing sphere of influence would have few, if any, impacts to biological resources. "Sensitive" habitat areas remaining within the SOI are limited to the Ventura and Santa Clara Rivers and associated habitats, some of the barrancas that traverse the City, and portions of the coastal and hillside areas. None of the infill or reuse areas identified within the sphere of influence are adjacent to any of these potentially sensitive habitat areas.

A limited number of agricultural properties remain within the SOI, notably the McGrath property south of U.S. 101 and orchards near the U.S. 101/SR 126 interchange and in the Saticoy area. However, the only potential biological issue associated with these areas is the possible presence of raptor nests. Most nesting bird species would be protected under the International Migratory Bird Treaty Act. Active nests should not be disturbed during the breeding season without California Department of Fish and Game (CDFG) consultation.

Areas north and south of the Brooks Institute in the North Ventura Avenue area are undeveloped and contain some sensitive habitats. Habitat in a majority of the area north of the Brooks Institute consists of non-native grassland dominated by non-native grasses and mustard. However, a portion of the area contains hydrophytic plants (potential wetland indicator species), including willows, mugwort, and saltgrass. This area may be classified as wetland habitat. This potential wetland area appears to be isolated from other federal or state jurisdictional waters, although it is approximately 300 feet east of the Ventura River.

The property south of Brooks Institute is divided by the Cañada Larga drainage, which flows into the Ventura River to the west. This drainage is a federal and state jurisdictional water and may contain wetland areas. The drainage contains willow riparian scrub habitat and has potential to contain Least Bell's vireo, a Federal and State endangered species. Any impacts to this area would likely require permitting from the U.S. Army Corps of Engineers (Corp), the California Department of Fish and Game (CDFG), and the Regional Water Quality Control Board (RWQCB). Cañada Larga drainage may also function as a wildlife movement corridor between the Ventura River and upland habitat areas east of the project site. Coast live oak trees located throughout the property may also be considered an important biological resource under CEQA.

4.1.2 Potential Expansion Areas

PEA 1

The primary habitats within Cañada Larga are: (1) non-native grassland, found generally on the valley bottom, the north side of the valley, and the southeast side of the valley; (2) coastal sage scrub habitat, located on the south side of the valley on the north facing slopes; and (3) the riparian area of the Cañada Larga drainage. The Valley bottom and northern side of the valley have been heavily disturbed by grazing. The southern side of the valley contains steeper slopes with thick coastal sage scrub and very little grazing disturbance. Numerous trees are found throughout the valley and include Coast live oak, sycamore, willow, and cottonwood. In the eastern portion of the valley there are areas of oak savannah woodland, generally concentrated in the Leon Canyon area.

Wetland areas may be present within the Cañada Larga riparian area and within any of the drainages tributary to it. Therefore, any disturbance of this area would likely require permitting from the Corp, the CDFG, and the RWQCB.

The area has the potential for federally and state listed species primarily within native habitats remaining in the valley, including the riparian habitat and the coastal sage scrub. Potential species could include the federal and state endangered least bell's vireo and the federally threatened red-legged frog. In addition, the valley, and especially the riparian corridor, may function as a wildlife corridor connecting the Ventura River corridor to natural habitat areas to the east.

PEA 2

PEA 2 is divided by Manuel Creek which flows from east to west emptying into the Ventura River approximately ¼ mile west of the property. The portion of the property located north of this drainage is in use as a lemon orchard. The portion south of the drainage is an abandoned lemon orchard. Areas to the north and south of the property are residential.

No native habitats exist on the orchard area north of Manuel Creek. Some non-native ornamental trees are located within the orchard (around the residence), which have the potential to contain raptor nests. As mentioned above, most nesting bird species would be protected under the International Migratory Bird Treaty Act and would need to be avoided during the breeding season.

The area south of Manuel Creek contains ruderal and oak habitat. Oak trees are protected under the Ventura County non-coastal zone ordinance.

The Manuel Creek drainage is a Federal and State jurisdictional water, and additionally may contain wetland areas. Any impacts to this area would require permitting from the Corp, the CDFG, and the RWQCB. Additionally, the riparian area has potential to contain Least Bell's Vireo, a Federal and State endangered species. This species nests in willow riparian areas and has been found nesting within the Ventura River corridor. Manuel Creek may also provide a

habitat corridor linkage between the Ventura River and upland habitat areas east of the project site.

PEA 7

PEA 7 is located adjacent to the floodplain of the Santa Clara River and is currently used as a lemon orchard. Residential and/or commercial areas are located to the north, east, and west of the site and orchard areas are located to the south. A eucalyptus windrow is located within the site, with the potential for raptor and other bird nests. The southern boundary on the western portion of the site contains what appears to be a residual stream channel that has been relocated east of the site. This residual stream channel area contains eucalyptus trees, cottonwood trees and willows. This residual drainage may also contain wetland areas protected by the Corps and the CDFG. The Harmon Barranca is located on the western boundary of the site, but it is completely armored on the bottom and sides with grouted rock rip-rap and no vegetation. The eastern portion of the site is bound on the south by a hillside containing native scrub habitat.

Due to the agricultural use of the site and the disturbed nature of the residual stream channel, it is unlikely that any special-status species would be located in the area. The site does not appear to contain any migration corridors, and none would be affected by development of the area.

The Santa Clara River is located to the south, but is approximately 200 feet away (at the closest point). Development of the property has little potential to adversely affect biological resources located within the Santa Clara River corridor. The area between the property and the river corridor is currently an orchard.

PEA 8

PEA 8 is entirely in agricultural use, containing orchard, row crops, and nursery areas and is surrounded on all sides by residential and other urban uses. No native habitats are located on the site. Some non-native trees (eucalyptus and pine) are located on the site. These trees have the potential to contain raptor and bird nests.

The site does not appear to contain wetlands, riparian areas, or wildlife corridors. There is no habitat available for special-status species.

PEA 9

PEA 9 is entirely agricultural, containing primarily lemon and avocado orchards with windrows of Italian Poplar (*Populus Canadensis* var. serotina). No native habitats are located on the property, and as such, there is little to no potential for special-status species to be found on the site. Buffers may be needed along Harmon Barranca, which forms the eastern boundary of this site. However, the barranca is highly disturbed and dominated by non-native eucalyptus species.

4.2 Hazards

4.2.1 Geology

Ventura is subject to a variety of geologic and seismic hazards, including surface landsliding, groundshaking, fault surface rupture, and liquefaction. These hazards are described in detail in the August 2002 Comprehensive Plan Update Background Report.

Landsliding is not a significant concern in any of the infill/reuse areas or in PEAs 2, 7, 8, or 9 since none of these areas are in steeply sloped hillside areas. Groundshaking, on the other hand, could affect all of Ventura in the event of a large earthquake on any of several faults in the region. Because groundshaking could affect all portions of the City, it does not pose a particular geographic area within the community.

Figure 4-1 shows seismic faults that underlie Ventura as well as areas with the potential to experience liquefaction due to a moderate or high water table. The Ventura-Foothill Fault, which generally runs along Foothill Road, is the only fault within the planning area that the State of California has officially designated as "active" (i.e., one having ruptured within the last 11,000 years). The westernmost portion of the Main Street mixed-use corridor is within the fault rupture hazard zone associated with this fault. This fault rupture hazard zone also crosses through the northern portion of PEA 9. Any new development or reuse of sites within the hazard zone would require special seismic studies to demonstrate that occupied structures would not overlie the fault. "Potentially active" faults (faults that experienced movement between 11,000 and 1.6 million years ago) cross through PEAs 1, 7 and 8, as well as the Arundell, Johnson Drive/101, and Olivas mixed-use districts. The inferred location of the Red Mountain Fault crosses through the western end of PEA 1. The inferred location of the Oak Ridge Fault crosses through the northwestern portion of PEA 8 and the Arundell community, including the McGrath property. The inferred location of the McGrath Fault crosses through the southern portion of PEA 7 as well as through the Johnson Drive/101 and Olivas districts. Although these potentially active faults do not carry the same legal requirements for study and setbacks that apply to the Ventura-Foothill Fault, they warrant consideration in any effort to plan development in the affected areas.

Liquefaction, a process in which soils liquefy during groundshaking, is of greatest concern in areas with high water tables. As shown on Figure 4-1, areas along the Ventura and Santa Clara Rivers and along the coast have high water tables and are therefore subject to liquefaction hazards. Infill/reuse areas with relatively high liquefaction potential include much of the Westside west of Ventura Avenue, the Seaward Avenue/101 and Harbor districts, a portion of the Johnson Drive/101 district, and portions of Saticoy. Much of PEA 7 also has a high water table and relatively high potential for liquefaction. Although engineering solutions (most commonly, densification of site soils) can typically adequately reduce liquefaction hazards to acceptable levels, liquefaction hazards would warrant further investigation for development proposals in areas with high water tables.

Figure 4-1
Faults/Liquefaction

Legend

- Redesignation Sites
- PEA Sites
- SOI Infill Sites

Faults

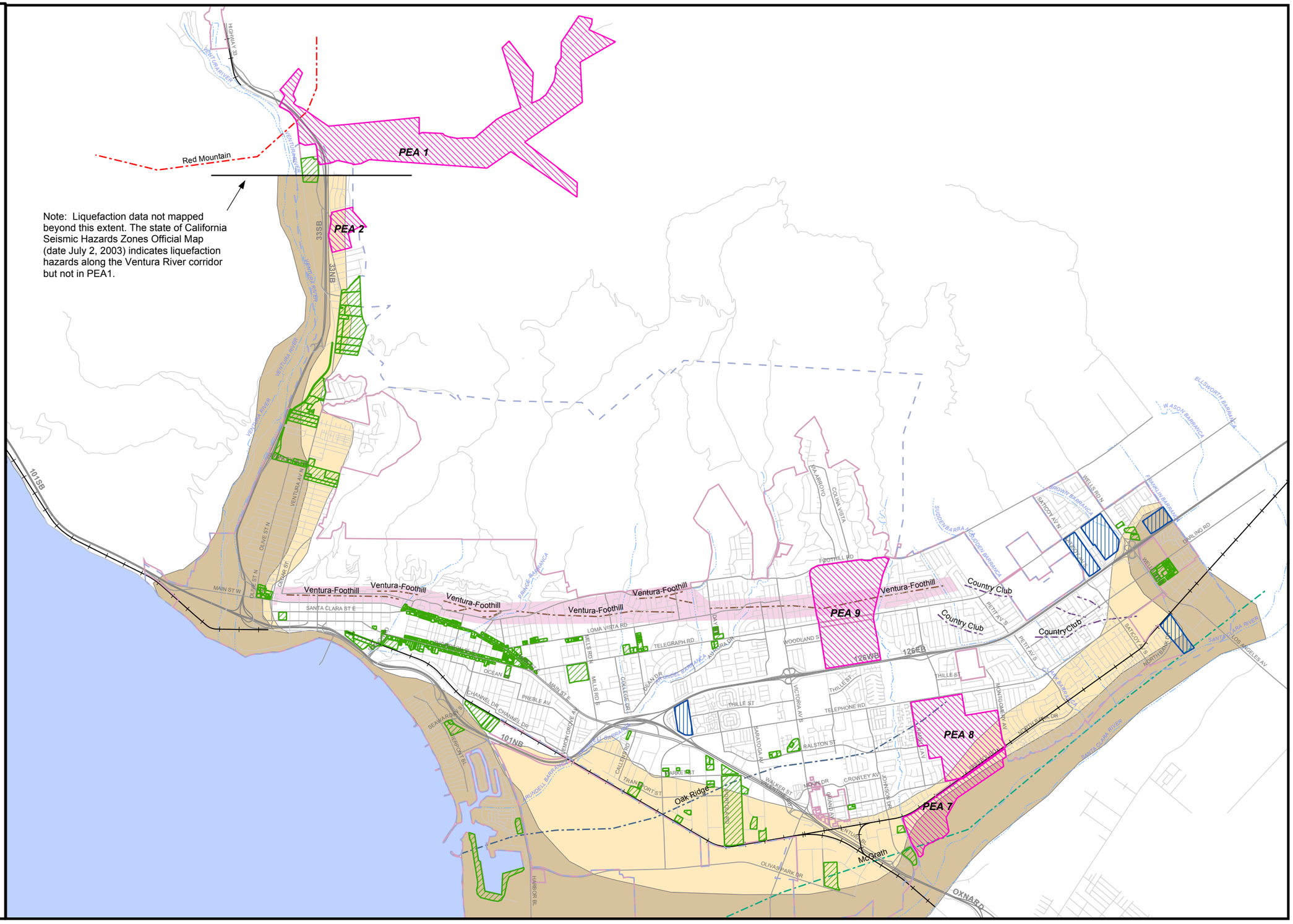
- Country Club
- McGrath
- Oak Ridge
- Red Mountain
- Ventura-Foothill

AP Fault-Rupture Hazard Zone

- Ventura-Foothill

Liquefaction Zones

- High Water Table
- Moderate Water Table
- City Limits
- Sphere of Influence



Sources:
City of San Buenaventura, 1994 (aerial), 2002 (basemap), Rincon Consultants, Inc., 2003.
Revised: 09/15/03

Back of Figure 4-1

4.2.2 Flooding

The flood zones within the planning area are shown on Figure 4-2. The only areas planned for future development that is within the 100-year flood zone is an infill site within the City's SOI in the Saticoy area, west of Wells Road and south of Telegraph Road and the area adjacent to Cañada Larga drainage in PEA 1. The eastern portion of the Saticoy site is subject to the 100-year flood from Brown Barranca. The 100-year flood zone runs through the central portion of PEA 1, but is restricted to the area immediately adjacent to the drainage. No other portion of the infill/reuse areas or of PEAs 2, 7, 8, or 9 is within the 100-year flood zone. To address potential flood issues, either development on that site would need to avoid the 100-year flood zone or building pads within the flood zone would need to be elevated outside the flood plain.

The northwestern corner of PEA 2 and the southeastern boundary of PEA 7 are adjacent to, but outside the 100-year flood zone. Other areas in the Arundell, Johnson Drive, and Saticoy areas are within the 500-year flood zone. There is some potential for flooding in each of these areas, though the current City policy would not restrict development in these areas.

4.2.3 Contamination/Brownfields/Other Hazards

Infill/Reuse

Soil and/or groundwater contamination is a possibility in many of the areas under consideration for infill development or reuse. A limited number of infill properties within the City/SOI (notably, the McGrath property, the 25-acre orchard site near the 101/126 interchange, and some sites in the Saticoy area) are currently in agricultural use; therefore, pesticide/herbicide contamination of site soils is a possibility in these areas. This would not likely be a major obstacle to development, though testing of site soils, and removal of any soils found to be contaminated, would be warranted prior to grading or development in these areas.

Any developed property has the potential for soil contamination due to operation of motor vehicles and use of solvents and other materials that could have been spilled over the years. Generally speaking, the risk of significant contamination requiring remedial action is low through most of the City. However, portions of the Westside have been identified as brownfields with a high likelihood of significant contamination issues. These areas, highlighted on Figures XI-12, XI-13, and XI-14 of the August 2002 Comprehensive Plan Background Report, include two of the potential redesignation areas identified on the Westside (a 20-acre area north of Sycamore Village and a 30-acre area south of DeAnza Middle School). Both areas include equipment storage yards and other industrial uses. Other potential redesignation areas farther north along Ventura Avenue are part of the North Avenue oil field and also have a high potential for soil contamination. Additional industrial areas in the southern portion of the Westside neighborhood that have also been identified as potential brownfield sites could undergo redevelopment/reuse in accordance with the Westside Revitalization Plan.

Generally speaking, soil contamination does not pose an insurmountable obstacle to development or redevelopment insofar as proper treatment or removal of contaminated soils can usually mitigate potential health hazards. Cleanup and reuse of contaminated areas would generally have significant environmental benefits. However, the costs for such remediation can be

substantial and can be a significant deterrent to private investment in areas containing soil contamination.

Potential Expansion Areas

All four of the PEAs are currently in agricultural use so pesticide/herbicide contamination of site soils is a possibility on all four sites. As discussed above, this would not likely be a major obstacle to development, but testing of site soils would be warranted prior to grading and development.

Other potential health hazards are as follows:

- The steep hillsides surrounding PEA 1 have relatively high wildland fire risk. Though the flatter floor of Cañada Larga where development would likely be concentrated is at less risk, wildland fire is a potential concern in this area. Brush clearance around developed areas and use of appropriate landscaping and building standards can generally reduce such hazards to acceptable levels.
- An abandoned rail line traverses the northern portion of PEA 7 and the southern portion of PEA 8. Although no soil contamination is evident, contamination could have occurred due to spills or other upsets from rail activity. Soil testing and, if necessary removal of contaminated soils, would be warranted in the event of a development proposal affecting this area.
- An electrical transmission line traverses the eastern portion of PEA 9. Although there is disagreement about the potential health effects from exposure to electromagnetic fields (EMFs) from such facilities, this is a potential concern for this site. Appropriate setbacks from the transmission line would need to be established for all uses. The California Department of Education has adopted a policy that recommends minimum distances between new schools and the edge of transmission line rights-of-way. The setback guidelines are 100 feet from 50-133 kilovolt (kV) lines; 150 feet from 220-230 kV lines; and 350 feet from 500-550 kV lines.

4.3 Noise

Transportation facilities (roads, rail lines) are and will continue to be the most prominent sources of noise throughout Ventura. Figure 4-3 shows the 60, 65, 70, and 75 decibel (dB or dBA) CNEL[1] contours for major transportation in the community. Noise levels in areas immediately adjacent to the 101, 126, and 33 freeways generally exceed 70 dBA CNEL and noise levels along other major roadways in the community generally exceed 60 dBA CNEL.

The City's Noise Element establishes an exterior noise level standard of 65 dBA CNEL for single and multiple family dwellings. This standard applies to all outside areas used for recreation

[1] *CNEL, or Community Noise Equivalent Level, is a measure of noise that is often used to estimate the effects of noise on communities. The CNEL is essentially a 24-hour average noise level, that is weighted to account for the fact that people are more sensitive to noise occurring at night. To account for this sensitivity, the CNEL adds 5 decibels (dB) to noise occurring from 7-10 PM and adds 10 dB to noise occurring from 10 PM to 7 AM.*

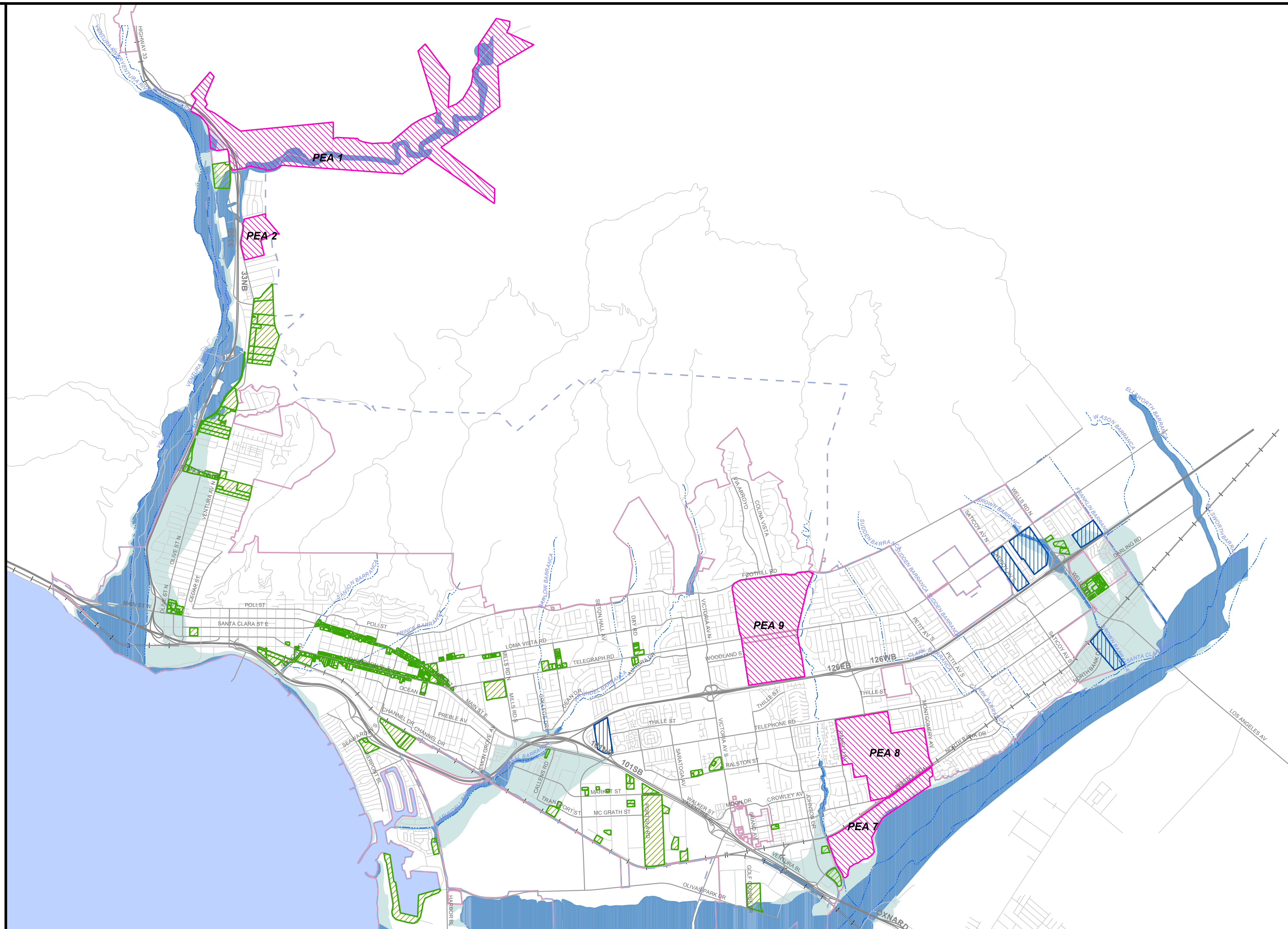
Figure 4-2
Flood Zones

Legend

- Redesignation Sites
- PEA Sites
- SOI Infill Sites
- City Limits
- Sphere of Influence

FEMA Flood Hazard Zones

- A (100-yr floodzone)
- B (500-yr floodzone)



0 0.5 1 Miles

Sources:
City of San Buenaventura, 1994 (aerial), 2002 (basemap), Rincon Consultants, Inc., 2003.
Revised: 09/15/03

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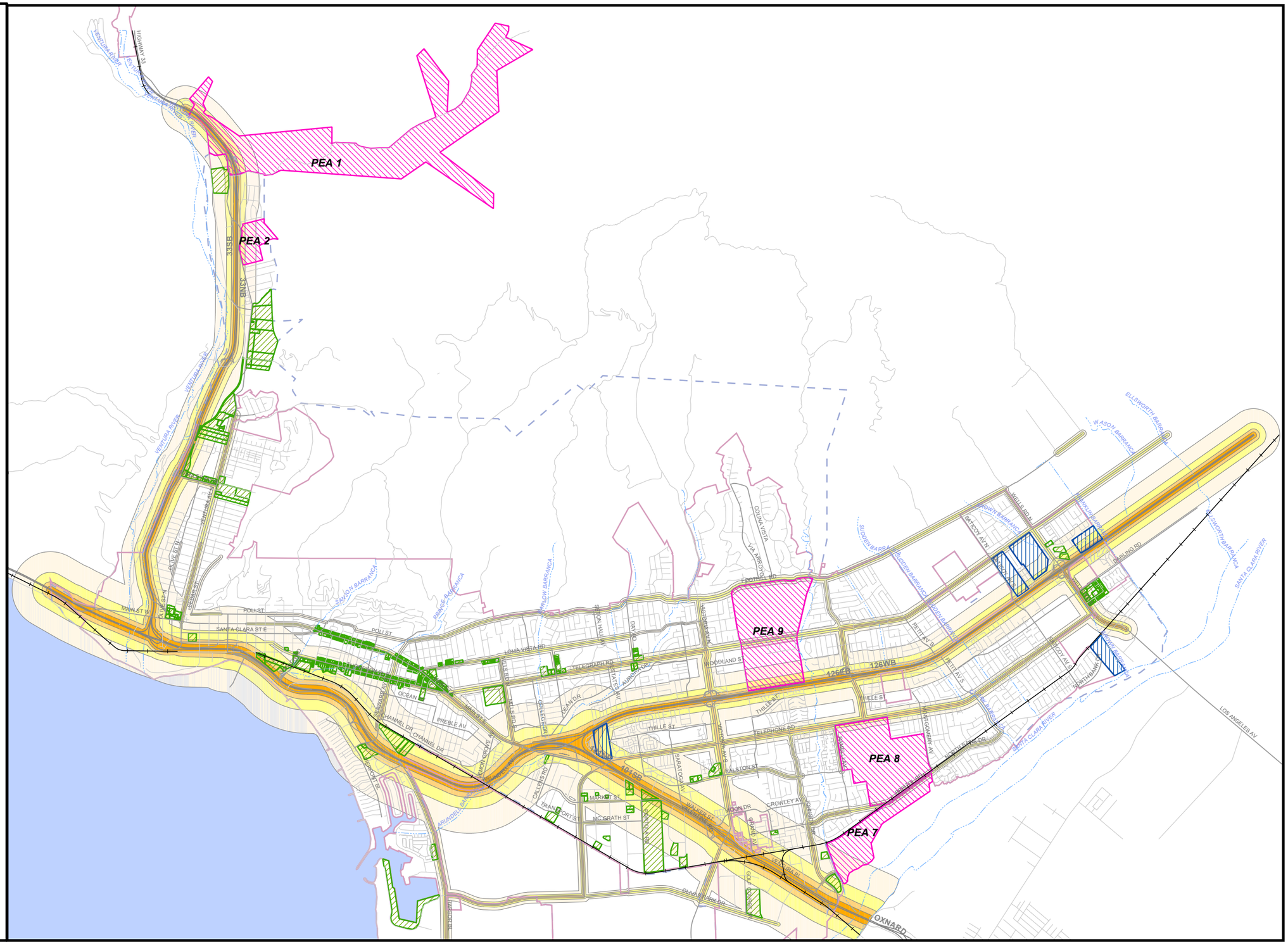
Figure 4-3
Existing Noise Contours

Legend

- Redesignation Sites
- PEA Sites
- SOI Infill Sites

Noise Contours

- 75 dBA Contour
- 70dBA Contour
- 65dBA Contour
- 60dBA Contour
- City Limits
- Sphere of Influence



0 0.5 1 Miles

Sources:
City of San Buenaventura,
1994 (aerial), 2002 (basemap),
Rincon Consultants, Inc., 2003.
Revised: 09/15/03

Back of Figure 4-3

except for upper floor balconies. The Noise Element also establishes a 45 dBA CNEL interior noise standard for habitable rooms in all residences.

4.3.1 Infill/Reuse

Many of the infill/reuse sites are in areas subject to noise exceeding the City's 65 dBA CNEL exterior standard. Much of the 25-acre orchard site near the 101/126 interchange that is within the SOI is subject to noise exceeding 65 dBA CNEL, as are portions of three SOI infill sites north of SR 126 in the Saticoy area. If residential development is proposed in any of these areas, construction of sound walls along the freeway frontages may be warranted and special construction standards to ensure that a 45 dBA CNEL interior level can be achieved would need to be incorporated into the project design. Typical construction generally reduces exterior noise levels by about 20 dB and noise can generally be reduced by 25-30 dBA through such techniques as use of double-paned glass on windows, minimizing the amount of glass facing noise sources, and use of noise insulating building materials.

With the exception of portions of the Arundell community, virtually all of the areas where mixed-use development may be accommodated are subject to noise exceeding 60 dBA CNEL and possibly exceeding the 65 dBA CNEL standard. This is because most of the redesignation sites are located along relatively busy commercial corridors such as Main Street, Ventura Avenue, Thompson Boulevard, and Victoria Avenue. Some sites, such as the McGrath property and sites in the Johnson Drive/101 area, are also subject to noise from Highway 101. All of the sites in the North Avenue area are subject to noise from SR 33.

Construction of sound walls along freeway frontages, particularly SR 33, is probably a viable option for reducing noise impacts for future mixed use development adjacent to freeways. However, construction of sound walls to protect the exterior portions of residential uses from noise along arterial roadway corridors may be infeasible, unpractical, or undesirable from an aesthetic standpoint. Therefore, project design will be critical to achieving acceptable noise levels in these locations. In addition to the noise insulating building techniques described above, projects would generally need to be designed such that exterior recreational areas (such as courtyards) are shielded from noise sources by the buildings themselves. In the case of a site like the McGrath property, it would probably be appropriate to site the non-residential components of any mixed-use development along the freeway frontage, with any residential component behind and further from the freeway.

Other noise sources in the City (the shooting range at Grant Park and the race track at the Ventura Fairgrounds) will likely continue to cause annoyance to some residents in the Downtown and lower Westside neighborhoods. However, they would not be expected to create noise exceeding established City thresholds or that would pose a significant constraint to mixed-use development within these areas.

4.3.2 Potential Expansion Areas

PEA 1

PEA 1 currently experiences very low noise levels as local topography effectively shields this entire area from noise from both Ventura Avenue and SR 33. Noise is not a constraint to development in this area.

PEA 2

PEA 2 is subject to noise from both Ventura Avenue and SR 33. Noise levels in the western portion of the PEA exceed the 65 dBA CNEL exterior standard. Although noise is not a significant constraint to development in this area, consideration should be given to siting residential development away from Ventura Avenue, possibly siting any commercial or other non-residential components along the Ventura Avenue frontage.

PEA 7

Noise generally is not a significant constraint to development within this PEA. Noise levels in the southern portion of the PEA may exceed 60 dBA CNEL, but are not expected to exceed the 65 dBA CNEL standard. Use of standard construction practices and use of sound walls to protect individual properties from noise from Highway 101 as appropriate would be expected to achieve an acceptable noise environment.

PEA 8

Noise is not a significant constraint to development within PEA 8. Noise levels likely exceed the 65 dBA CNEL standard along the Telephone Road frontage. This area would therefore be more suitable for non-residential uses. However, much of the Telephone Road corridor is lined with residential development that is protected by 6-8 foot sound walls. A similar pattern along the Telephone Road frontage within this PEA therefore would not be a significant deviation from the current aesthetic character of the area.

PEA 9

Noise sources affecting this PEA are SR 126 and Telegraph Road. Areas fronting SR 126 in the southern portion of this PEA are more likely to be developed with commercial offices, taking advantage of the freeway visibility; therefore, it is not likely that noise from the freeway would create a significant constraint. In the event that residential development were planned for the southern portion of the site, the existing sound wall along the north side of SR 126 could be extended to protect residences from freeway noise. Telegraph Road presents issues similar to those described above for PEA 8. The Telegraph Road corridor may be more appropriate for a non-residential use, though residences could be built along Telegraph Road with sound walls along the roadway frontage. Construction of sound walls would be consistent with the pattern to the east along Telegraph Road.

4.4 Aesthetics/Views

4.4.1 Infill/Reuse

The infill and reuse development that would be accommodated within the current SOI generally would not change the overall land use character of the community. However, certain "remnant" farmlands within the SOI could be converted to non-agricultural use under the current land use designations, some of which are highly visible from important view corridors. Notable examples include the McGrath property, a 75-acre farm that is visible from Highway 101 and a 25-acre orchard near the 101/126 interchange that is visible from both of those freeway corridors. Conversion of these and other similar sites from their current agricultural use would incrementally alter views from public rights-of-way; however, such land use changes would be consistent with the land use patterns on surrounding properties.

The types of infill and reuse development envisioned within the current SOI would involve intensification of land use and creation of a more densely settled, urban landscape. In certain areas of the City (notably, Downtown, Midtown, and the Westside), it is anticipated that developments three to four stories in height with underground parking would be accommodated, typical of a highly urban area. Examples of recent developments in these areas that are likely to typify what might occur within the Downtown, Midtown, and Westside neighborhoods are shown on Figure 4-4. In other areas of the City, intensities would be somewhat higher than what currently exists, but lower than in the older core of the City. Rather than multi-story buildings with first floor office/retail uses and upper floor residences that may be prevalent in the older core of the City, developments in such areas as the Arundell community and the East End would more likely be no more than two or three stories in height, with residential and non-residential uses occupying different areas on the same property.

The North Avenue area is highly visible to travelers on both SR 33 and Ventura Avenue. The potential redesignation sites in this area are primarily developed with a mix of older industrial and oil field uses, with relatively little aesthetic value. Replacement of these uses with moderately-scaled mixed use development may be considered a general improvement from an aesthetic standpoint, though it would result in the extension of the urban fabric of the community into the North Avenue area.

4.4.2 Potential Expansion Areas

PEA 1

PEA 1 is a relatively isolated canyon that is surrounded by steep hillsides and is primarily undeveloped. The area is of high aesthetic quality as it affords views across an open valley and of surrounding dramatic ridgelines. However, the area is not visible from any current public view corridor as it is effectively shielded from view from both SR 33 and Ventura Avenue by existing topography. In addition, the high ridges surrounding the site restrict views of Cañada Larga from other areas of the City. As such, although development of this area would completely transform its aesthetic character, such development would not be visible from any other portion of the City or any important view corridor.

Figure 4-4

Casa de Anza Apartment building in West Ventura, with a ground floor library and apartments above.

New mixed-use development on Poli Street in Downtown Ventura, with ground floor commercial uses and residences above. This intensity of development could be accommodated throughout Downtown under the CPAC recommended scenario

PEA 2

Portions of this site, much of which is currently used as a lemon orchard, are visible from SR 33 and Ventura Avenue. Although no identified scenic resources are present onsite, conversion of the site to non-agricultural use would change the visual character of the area as well as altering views from these public rights-of-way. However, housing tracts are present both north and south of this site and the Ventura Unified School District (VUSD) plans the construction of a new elementary school immediately south of the site. Consequently, conversion of this site would be consistent with present and planned land use patterns in the area.

PEA 7

This site, currently used for a combination of orchards and row crops, is partially visible from Highway 101. Portions of the site are also visible from Bristol Road. Although identified scenic resources are not present onsite, the conversion to non-agricultural use would change the character of the site. Development would also block the current unbroken views toward the Santa Clara River from Bristol Road. However, the change in land use would be compatible with the visual character of surrounding properties, which include commercial development along Johnson Drive and residential tracts both north and south of Bristol Road and North Bank Drive.

PEA 8

This site is currently used for a combination of row crops and orchards. It is not visible from either Highway 101 or SR 126, but is highly visible from such public rights-of-way as Telephone Road, Bristol Road, and Montgomery Avenue. Although many in the community would likely view the loss of agricultural land as negative aesthetically, conversion of this site would affect relatively few viewers because it is not visible from a highly traveled freeway. In addition, development of the site would be consistent with the land use pattern in the area as areas to the east, west, and north that are developed with single and multi-family residential development.

PEA 9

This site, currently used as an orchard, is visible from SR 126 and Telegraph Road. The site also includes several windrows of Italian Poplars that provide a unique visual resource. Conversion of the site to non-agricultural use would completely change the visual character of the site and may be viewed by many in the community as a negative aesthetic effect. However, the change of use would be consistent with the suburban character of areas to the east, west, and north. The current Comprehensive Plan includes a policy (Policy 7.2 of the Resources Element) specifying that windrows should be preserved whenever possible and the Italian Poplar windrows appear to be good candidates for preservation and incorporation into any future development proposal.

4.5 Agricultural Resources

Tables 4-1 and 4-2 summarize the acreage of farmland that could potentially be converted to non-agricultural use under the CPAC recommended land use scenario. The areas where conversion of agricultural land could occur are shown on Figures 4-5 and 4-6.

Table 4-1 Important Farmlands Affected by Buildout of the CPAC Recommended Land Use Scenario

Category	Agricultural Acreage Potentially Converted by Plan Buildout		
	Infill/Reuse (including SOI infill parcels)	Expansion Areas	Total
Prime Farmland	210	490	**700**
Farmland of Statewide Importance	53	352	**405**
Unique Farmland	0	13	**13**
Farmland of Local Importance	0	448	**448**
Grazing Land	9	438	**447**
Total	**272**	**1,741**	**2,013**

Table 4-2 Lands in Agriculture Use Affected by Buildout of the CPAC Recommended Land Use Scenario

Category	Agricultural Acreage Potentially Converted by Plan Buildout		
	Infill/Reuse (including SOI infill parcels)	Expansion Areas	Total
Orchards	41	659	**700**
Row Crops	163	106	**269**
Grazing Land	0	817	**817**
Total	**204**	**1,582**	**1,786**

As indicated in Table 4-1, full buildout of the CPAC recommended land use scenario would convert up to about 2,000 acres of lands designated as important farmlands to non-agricultural uses, including 700 acres of Prime Farmland. The expansion areas account for about 86% of the overall potential farmland conversion and 70% of the Prime Farmland. Properties that account for the majority of the conversion associated with infill/reuse are the 75-acre McGrath property, the 25-acre orchard near the 101/126 interchange, and the SOI infill sites in the Saticoy area.

About 1,800 acres of land in agricultural production (including grazing land) could be converted to non-agricultural uses under the CPAC recommended land use scenario, including an estimated 700 acres of orchards and 269 acres of row crops (see Table 4-2). The expansion areas would account for about 89% of the overall loss of agricultural production.

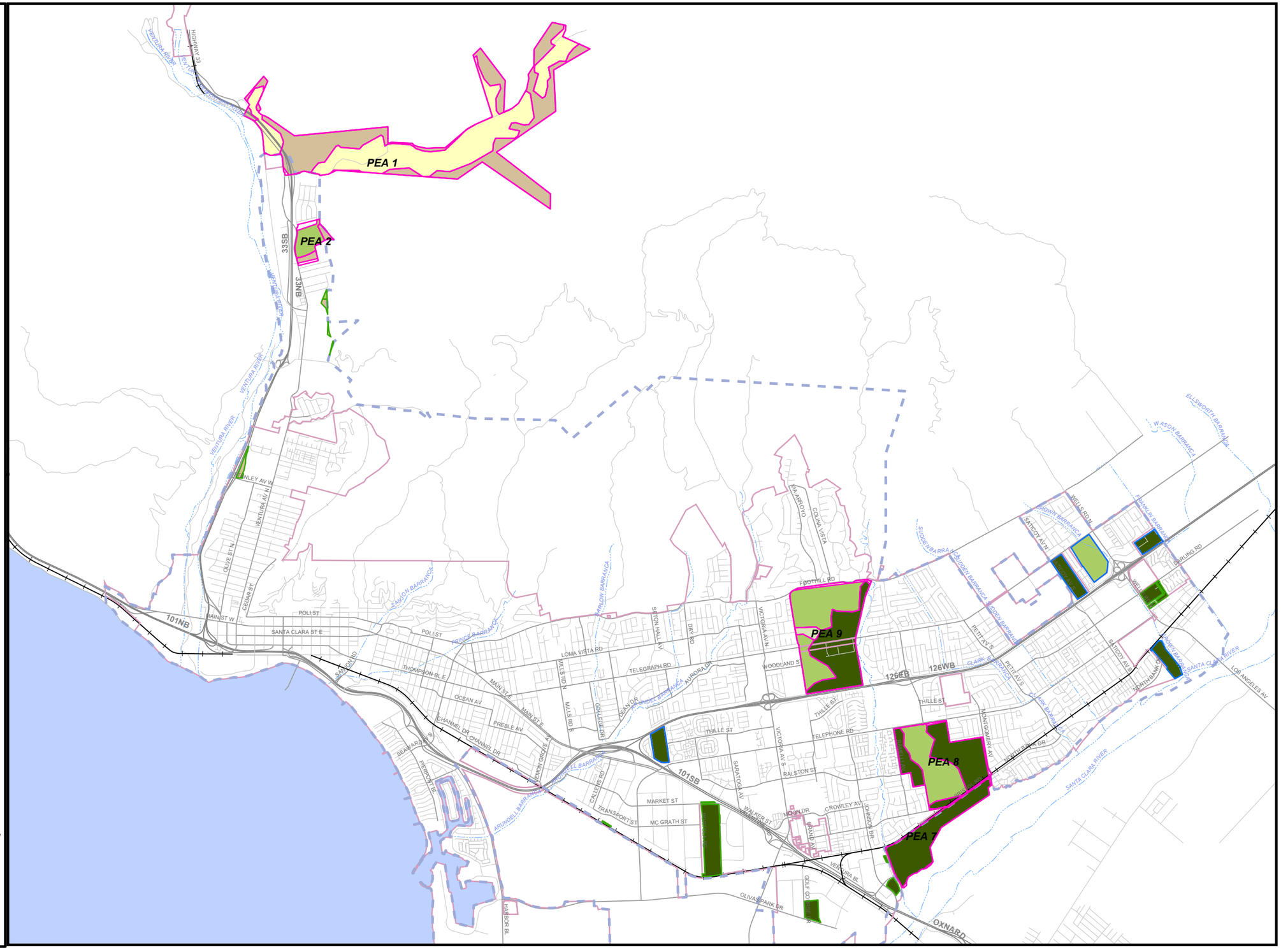
Figure 4-5
Potentially Converted Farmlands

Legend

- Redesignation Sites
- PEA Sites
- SOI Infill Sites
- City Limits
- Sphere of Influence

Farmland Type

- Prime Farmland
- Farmland of Statewide Importance
- Unique Farmland
- Farmland of Local Importance
- Grazing Land



Sources:
City of San Buenaventura,
1994 (aerial), 2002 (basemap),
Department of Conservation, Farmland Monitoring and Mapping Program, 2000;
Rincon Consultants, Inc., 2003.

Revised: 09/15/03

Back of Figure 4-5

Figure 4-6
Potentially Converted Agricultural Lands

Legend

- Redesignation Sites
- SOI Infill Sites
- Sphere of Influence

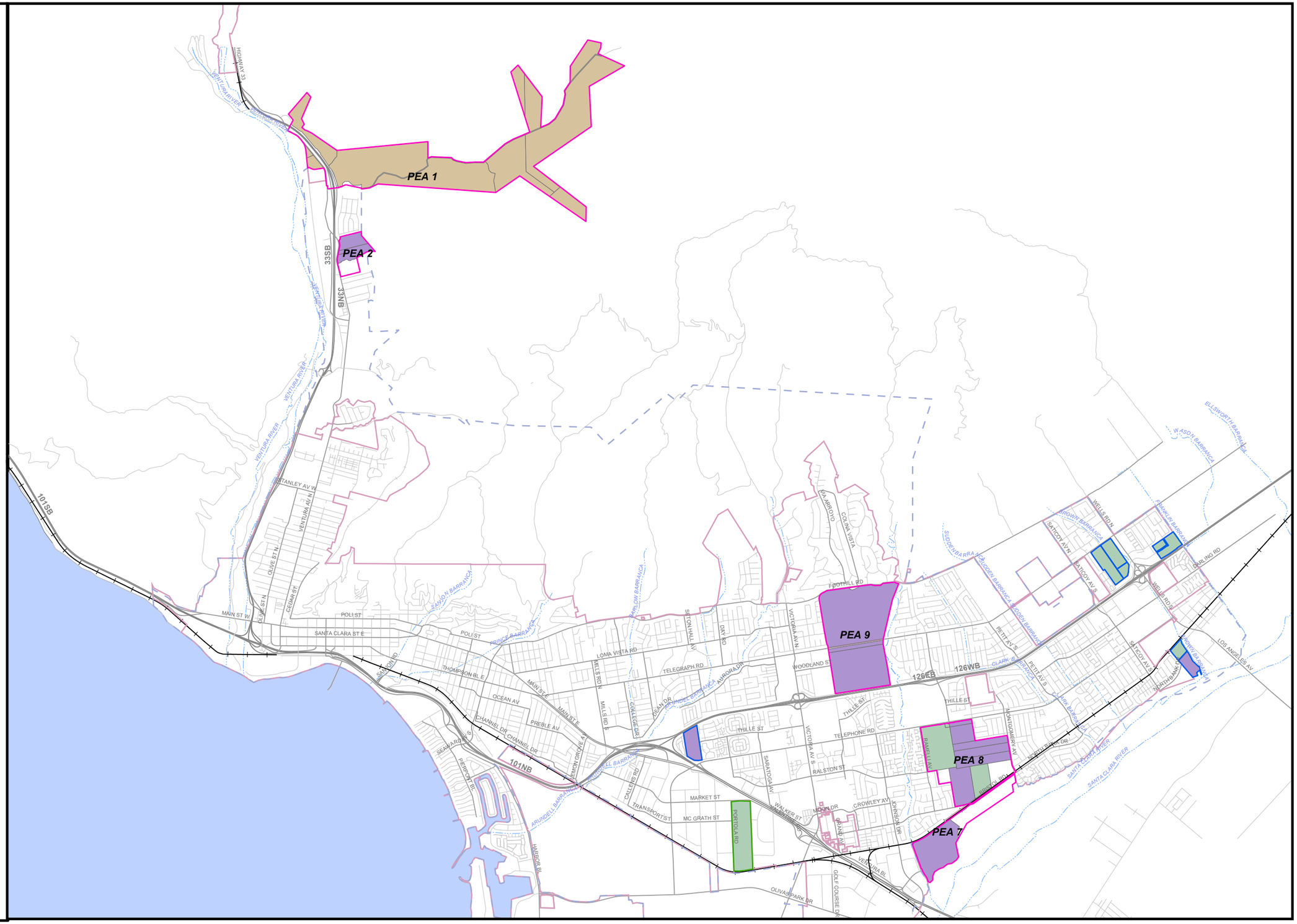
Agriculture Type

- Grazing
- Orchards
- Row Crops

0 0.5 1 Miles

Sources:
City of San Buenaventura, 1994 (aerial), 2002 (basemap), Rincon Consultants, Inc., 2003.

Revised: 09/15/03



Back of Figure 4-6

With the exception of the grazing lands in Cañada Larga (PEA 1), all of the agricultural lands that could be converted under the CPAC recommended land use scenario are partially or completely surrounded by non-agricultural uses such as residences and schools. As discussed in the August 2002 Comprehensive Plan Background Report, the proximity of agricultural lands to these non-agricultural uses has created certain conflicts for both growers and residents. The conversion of these agricultural lands would be expected to generally reduce land use conflicts relating to the interface of agricultural and urban uses. Development within PEA 1 would not be expected to create any significant compatibility issues with agriculture because Cañada Larga is an isolated valley surrounded by steep hillsides that are not used for agriculture.

4.6 Cultural Resources

4.6.1 Historic Resources

Infill/Reuse

There are 91 designated historic resources within the current SOI. A complete listing of these resources can be found at the end of Chapter X of the August 2002 Comprehensive Plan Background Report. Among the notable historic resources are San Buenaventura Mission, the Ortega and Olivas Adobes, and the Santa Gertrudis and San Miguel chapels. Four historic districts have also been established. These include the Mission District, the Mitchell Block District (south of Thompson Boulevard and East of California Street), the Selwyn Shaw District (north of Poli Street between Ann Street and Hemlock Street), and the Simpson Tract District (in the Westside west of Ventura Avenue and between Ramona Street and Center Street).

None of the sites under consideration for redesignation/reuse contain identified historic resources. Therefore, it is not anticipated that infill or reuse accommodated under the CPAC recommended land use scenario would adversely affect historic resources.

Potential Expansion Areas

There are no designated historic sites in any of the PEAs, though all five PEAs include older farmhouses and other buildings that likely meet the 50-year minimum age criterion to qualify for the National Register of Historic Places (see Figure 4-7). Meeting the minimum age criterion does not necessarily mean that the structures are eligible for listing on the National Register and, based on preliminary observations, it is not likely that structures would meet the other criteria for eligibility. However, analysis of the historic significance of the structures would be warranted in the event of a development proposal in any of the PEAs.

4.6.2 Archaeological Resources

Infill/Reuse

A number of archaeological resource areas have been identified within the current SOI. Notable sites include the Shisholop Village at the foot of Figueroa Street, the Mission area, two different

Figure 4-7

Farmhouse fronting Ventura Avenue in PEA 2.

Farmhouse and ancillary structures fronting Telephone Road in PEA 8.

parts of a Chumash Village in the North Avenue area, a village site and cemetery in Saticoy, and a village on Taylor Ranch. In general, the areas where future infill development and reuse are likely to occur would not affect these known sites. Although there is the possibility that as yet undiscovered resources could be present at any location, based on the fact that most of the infill/reuse sites have been previously graded, the likelihood of finding intact resources is low. Areas with the greatest potential for intact resources that could potentially be disturbed include portions of the North Avenue area (such areas as south of the Brooks Institute that are not developed), portions of the Downtown neighborhood, and Saticoy.

Potential Expansion Areas

None of the PEAs have been formally surveyed for archaeological resources. Although no known archaeological resources are present in any of the PEAs and all of the PEAs have been substantially disturbed by past grading and agricultural activities. Therefore, the likelihood that significant archaeological resources are present is not considered high. Nevertheless, PEAs 7, 8, and 9 are in an area of some archaeological sensitivity as resources have been identified on other sites in the East Ventura area, particularly farther east near Saticoy. In addition, the Mission Aqueduct, which stretched from Cañada Larga to the San Buenaventura Mission, is thought to cross through the western portion of PEAs 1 and 2, though it is not known whether any trace of that resource remains. Archaeological resources are not expected to be a major constraint to development on any of the PEAs; however, archaeological investigations would be needed to confirm the presence or absence of archaeological remains.

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5.0 CPAC Recommended Land Use Scenario Infrastructure and Service Constraints

This section provides a general analysis of the infrastructure and service issues associated with the CPAC recommended land use scenario.

5.1 Transportation

The information summarized here presents the results of a preliminary circulation evaluation of the CPAC recommended land use scenario. The purpose of the analysis is to provide an assessment of the traffic implications of the land use increases under this scenario.

Methodology

The transportation data is the product of a quantification of the land use proposal in relation to existing traffic on the City's street system. The increase in land use has been converted to trip generation by geographic area and then in turn converted to estimates of traffic volume increases on the street system.

To derive the traffic volumes forecasts, use was made of the Ventura County Traffic Model (VCTM). The VCTM was developed by the Ventura County Transportation Commission (VCTC) for countywide traffic modeling and has been used for a number of countywide applications. (The City is currently developing a more detailed traffic forecasting model that is anticipated to be ready for use early in 2004.) Since the VCTM has a base year of 1998, the methodology used was to add the project-generated trips to the 1998 version of the VCTM and derive the corresponding increases in traffic volumes. Those incremental increases were then applied to the existing (2001) traffic volumes. In this manner, the increment of traffic due to the proposed land uses can be seen in relation to the existing traffic volumes on the City's street system.

Results

Based on the increase in land use and the associated trip generation specified according to VCTM traffic zone, the total increase in trip generation is estimated at 216,000 vehicle trips per day. This compares with a total citywide trip generation of close to one million daily vehicle trips and hence represents an overall increase of around 22%.

Figure 5-1 shows existing traffic volumes and Figure 5-2 shows the average daily traffic (ADT) increases due to the land uses that could be accommodated with full buildout of the CPAC recommended land use scenario. Figure 5-3 then illustrates the existing plus added traffic volumes. It should be noted that full buildout of the CPAC recommended land use scenario is a theoretical future level of development that, based upon citywide growth rates over the past decade, is not likely to occur within the 20-25 year timeframe of the Comprehensive Plan Update.

On the west side of the City, Ventura Avenue shows an increase of about 12,000 ADT between Ramona and Main Street, which results in a total volume of about 30,000 ADT. North of Ramona Street, the projected volume is 27,000 ADT. A recent analysis of Ventura Avenue as part of the City Council action to downgrade this facility to a two-lane Collector has indicated a maximum carrying capacity for this roadway of around 22,000 ADT. Hence, the proposed land uses cause that volume to be exceeded (27,000) and would require some form of mitigation in the form of additional capacity on parallel facilities such as Cedar Street and/or Olive Street.

Other increases occur along the Victoria Avenue Corridor both north and south of SR-126, and along Telephone Road east of Victoria Avenue. Increases also occur on Main Street between the two sets of freeway ramps and on Johnson Drive near the 101 Freeway. Most of the increases are less than 20 percent of total ADT volumes on these roadways and could generally be accommodated. Johnson Drive shows a higher than 20 percent increase, and may require improvements to carry the increased traffic.

At this time, detailed findings such as intersection level of service (LOS) as per the City's performance criteria is awaiting the citywide traffic model, which produces peak hour intersection level data for changes in land use or circulation. The increases in traffic on the City's street system due to the land uses analyzed here appear reasonable at this time, but any final conclusions will require such intersection analysis.

5.2 Water Supply, Treatment, and Conveyance

Projected water and wastewater demands for the various areas and land uses and cumulative totals for buildout of the entire CPAC recommended land use scenario is included on Table 5-1. As indicated in the table, buildout of the CPAC alternative would increase water demand by just over 13.3 million gallons per day (mgd) or about 14,900 acre-feet per year (AFY). It should be noted that this increase is a conservative estimate and there are also adjustments and mitigation measures that could significantly reduce this demand and its impact on the City's ability to obtain an adequate water supply to serve existing customers and the additional development proposed in the CPAC recommended land use scenario.

PEAs 2, 7, 8 and 9 are currently agricultural areas that, although not being served by the City water system, are utilizing water from private wells drawing from the same groundwater basin as the City and when taken out of agricultural production will increase the available supply that can be extracted from existing City wells or from new wells installed by the City. Assuming an average agricultural irrigation use of 2.0 feet per year on the total 889 acres within these four PEAs equates to an existing annual demand of 1,778 acre-feet or 1.6 mgd. Therefore, it is assumed that any new water demand requirement for development on these areas can be reduced or adjusted down by this amount to determine the net demand required from new water sources.

Also, 1.09 mgd (1,230 AFY) of the water demand from the school and park land use categories in PEAs 7, 8 and 9 is strictly irrigation demands and could be supplied from reclaimed water generated at the Ventura Wastewater Reclamation Plant. The irrigation demands from PEAs 1 and 2 are assumed to be too remote to serve reclaimed water cost-effectively. Additionally, while not included herein, there are other existing and proposed new common landscaped areas,

SEE WINDOW BELOW

Legend

10 20 30 ADT (000s)

Figure 5-1

2001 ADT VOLUMES (000s)

Back of Figure 5-1

SEE WINDOW BELOW

Legend

5 10 20 ADT (000s)

Figure 5-2

PROJECT-GENERATED ADT VOLUMES (000s)

Figure 5-2

Back of Figure 5-2

SEE WINDOW BELOW

STATE ROUTE (OJAI) 33
OJAI FWY
STANLEY AV
OLIVE ST
RAMON ST
KELLOGG ST
VENTURA AV
CEDAR ST
OAK ST
CALIFORNIA ST
CHESTNUT ST
KAROLAMA DR
MAIN ST
POLI ST
MAIN ST
SANTA CLARA ST
SANJON RD
THOMPSON BLVD
VISTA DEL MAR DR
CATALINA ST
OCEAN DR
CHANNEL DR
SAN PEDRO ST
MONMOUTH
PIERPONT
PENINSULA ST
U.S. HWY 101
PREBLE ST
PORTER ST
EMMA AV
LEMON GROVE LN
MAIN ST
MILLS RD
MAPLE ST
DEAN DR
FOOTHILL RD
HILLMONT AV
LOMA VISTA RD
ASHWOOD AV
DAY RD
AURORA DR
VICTORIA AV
VIA ARROYO
COLINA VISTA
KIMBALL RD
LOMA VISTA RD
PETIT AV
WILLIAM CYN RD
WELLS RD
FOOTHILL RD
SATICOY AV
TELEGRAPH RD
STATE ROUTE 126
TELEGRAPH RD
BALBOA ST
DARLING ST
LOS ANGELES AV
WAKE FOREST AV
WOODLAND ST
HILL RD
STATE ROUTE 126
THILLE ST
JOHNSON DR
MONTGOMERY AV
PETIT AV
TELEPHONE RD
PORTOLA RD
SARATOGA AV
RAMELLI DR
NORTH BANK DR
RALSTON ST
MOON DR
GRAND AV
BRISTOL RD
MARKET ST
CALLENS ST
DONLON ST
MC GRATH ST
PORTOLA RD
VALENTINE RD
WALKER ST
VENTURA AV
LELAND ST
GOLF COURSE RD
PERKIN ST
NORTH BANK DR
TELEPHONE RD
HARBOR BLVD
OLIVAS PARK DR
SPINNAKER DR
VICTORIA AV
OLIVAS PARK DR

Legend

10 20 30 ADT (000s)

Figure 5-3

2001 PLUS PROJECTS ADT VOLUMES (000s)

Back of Figure 5-3

golf courses, parks, greenbelts and streetscapes that can be served from reclaimed water in the future in order to further mitigate water supply issues.

Current water production has totaled approximately 19,000 to 21,500 AFY over the past few years, with the range due to seasonal climate and rainfall variations. Using the higher value to be conservative, adding the projected increase of 14,900 AFY results in a buildout demand of 36,400 acre-feet. Adjusting out the total of 3,008 AFY for agricultural use and reclaimed water use, results in a net total demand of approximately 33,390 AFY at build-out. Current sustainable supplies have been conservatively estimated at around 26,000 AFY. Therefore, around 7,000 AFY of additional supply needs to be developed before buildout of the CPAC land use plan can be achieved. Mitigation against this potential shortfall would include proving additional sustainable yield of the groundwater basins, additional reclamation, conservation and demand management, and development of additional sources from importation, desalination, etc.

It should be noted that these buildout projections would extend well beyond the 2025 planning horizon. Assuming the 0.9% annual population growth, only 9,196 of the 17,771 dwelling units would be realized by year 2025, leaving a surplus of 8,575 units to come beyond 2025. The industrial and commercial uses total 680 acres under the CPAC land use plan and a demand of only 390 acres is projected by the year 2025 in the economic forecast. Adjusting out the water demands for these uses that are clearly beyond the 2025 threshold from the above projections results in a 2025 water demand projection of 29,815 AFY. This value compares to the City's current Urban Water Management Plan (Dec. 2000) projected demand of 27,624 AFY for the year 2020 (five years earlier). When the total demand is adjusted to account for the net agricultural demand reduction and the potential reclaimed water use, the CPAC recommended land use scenario would result in a net 2025 demand of approximately 26,800 AFY, which is right at the estimated sustainable supply. Therefore, 2025 would be the approximate timeframe for having mitigation measures in place.

Connection fees would be paid by all new developments, regardless of whether they are expansion parcels, re-designation parcels or any development project and these would cover each project's "buy-in" to existing City supply, storage and transmission/distribution systems. In addition, developers would be responsible to construct all local on and off-site distribution improvements necessary to bring the particular development up to current standards.

The higher intensity land uses associated with the proposed mixed uses in the re-designation areas could cause fire flow and pressure problems in portions of the water system. In order to attain some of the higher densities proposed in these mixed-use areas, three to four story structures would be required. In areas where existing pressures are marginal, such as the 210 Pressure Zone in the Downtown and Ventura Avenue areas, booster pumps may be required to attain adequate pressures in the upper floors. Also, fire flow demands may be inadequate in the existing system depending on main sizes. As more site-specific information is available on the proposed mixed-use developments, these issues should be addressed.

Table 5-1 Projected Water Demand and Wastewater Generation

Potential Residential Development			
Area	**Units**	**Projected Increase in Water Demand (mgd)**	**Projected Increase in Wastewater Generation (mgd)**
Infill on Vacant and Underutilized Land	2,568	1.156	0.552
Redesignation/Reuse	4,992	2.246	1.073
Westside Plan	2,232	1.004	0.480
Sphere of Influence	1,120	0.504	0.241
PEAs (1, 2, 7, 8, and 9)	6,859	3.086	1.475
Residential Subtotal	**17,771**	**7.996**	**3.821**
Potential Non-Residential Development			
Vacant and Underutilized Land	**Acres**	**Projected Increase in Water Demand (mgd)**	**Projected Increase in Wastewater Generation (mgd)**
Retail	66	0.297	0.257
Industrial	116	0.638	0.603
Office	33	0.149	0.129
Subtotal Vacant and Underutilized	**215**	**1.084**	**0.989**
Re-designation Potential[a]	**2,423 ksf**	**0.363**	**0.363**
Sphere of Influence	**Acres**	**Projected Increase in Water Demand (mgd)**	**Projected Increase in Wastewater Generation (mgd)**
Retail	31	0.140	0.121
Industrial	289	1.590	1.503
Office	9	0.041	0.035
Subtotal Sphere of Influence	**329**	**1.771**	**1.659**
Potential Expansion Areas	**Acres**	**Projected Increase in Water Demand (mgd)**	**Projected Increase in Wastewater Generation (mgd)**
Retail	55	0.248	0.215
Industrial	19	0.105	0.099
Office	62	0.279	0.242
Schools	133	0.319	0.120
Parks	803	1.017[b]	--
Other	35	0.158	0.137
Subtotal PEAs	**1,107**	**2.126**	**0.813**
TOTAL WATER DEMAND/ SEWAGE GENERATION (MGD)		**13.340**	**7.645**
TOTAL WATER DEMAND (AFY)		**14,940**	

a No increase in acreage but only increase in building area by 2.423 million square feet.

b Includes only 5% or 24 acres of 488 acres of Park designated in PEA 1 as irrigated, the remaining 464 acres are assumed to be unirrigated, natural open space.

Service to PEA 1 would likely require the development of separate pressure zone(s) as elevations increase up the canyon. This could be accomplished by construction of booster station(s) pumping to reservoir(s) above the canyon.

5.3 Wastewater Conveyance and Treatment

As shown on Table 5-1, buildout of the CPAC alternative is projected to generate an additional 7.6 mgd of wastewater flow. However, all of the flow generated from land north of Dakota Street in the Ventura Avenue area is outside of the City's service area and would likely be collected and treated by Ojai Valley Sanitary District. PEA within and 2 are within this area and would not flow to the Ventura Wastewater Reclamation Facility. These two areas are projected to generate approximately 0.6 mgd. Therefore, the additional flow to the Reclamation Facility would be 7.0 mgd. The current flow at the Ventura Wastewater Reclamation Plant is approximately 10.5 mgd and the rated capacity is 14 mgd, leaving capacity for an additional 3.5 mgd before expansion would be required.

In terms of phasing, the 17,771 dwelling units shown in Table 5-1 include a surplus of 8,575 units that are projected to come after the year 2025 as discussed in the Water Section, above. This reduces the wastewater flow by approximately 1.8 mgd to approximately 5.2 mgd. The projected industrial and commercial land uses include a substantial surplus as discussed above. Adjusting these acreages out results in a total flow to the Wastewater Reclamation Facility in year 2025 of 3.7 mgd, which is only slightly over the capacity. With anticipated continued water conservation and potential inflow and infiltration decreases as older sewer mains are replaced, this amount of development could potentially fit within the capacity of the existing plant. However, based on actual flows, the planning and design process for an expansion should commence when the flow approaches 13.0 mgd. This would allow about five years for planning, design and construction of the expansion as the projected flow increases work out to just under 1.0 mgd every five years.

Redesignation of commercial and industrial uses to more intense, mixed-use, especially in the downtown area, could potentially cause sewer capacity constraints in the tributary sewer mains serving these areas. Most of the proposed densities in these mixed-use areas are in the 15 to 30 dwelling units per acre range (with some higher), which could generate wastewater flows exceeding the capacity of many of the smaller sewer mains that have little or no surplus capacity. As more site-specific information is available on these proposed developments, sewer routing studies can be undertaken to determine if capacity constraints exist and to develop improvements to mitigate them. These required improvements could reach for substantial lengths until downstream facilities are found to have adequate capacity. In many areas, this could require miles of new, larger sewer mains through existing, congested streets and also involve expansion of some lift stations, all at substantial expense. The entire cumulative plan for redesignation in conjunction with the rest of the CPAC recommended land use scenario should be considered and a comprehensive sewer master plan prepared so that any capacity improvement projects required for one project can be combined with others to obtain the most cost effective improvements to serve the community.

5.4 Storm Drains

Drainage runoff from parcels is dependent primarily on the percent impervious factor assigned to the particular parcel. In general, re-designation of commercial or industrial zoned parcels to mixed-use developments should not significantly alter projected drainage runoff quantities. Likewise, development of vacant and underutilized parcels within the City, as long as they were projected for some type of development (with the exception of parks and open space) under the current Comprehensive Plan would not increase runoff substantially. Increasing density or development intensity does not, in and of itself, increase the percent impervious factor and therefore, with the exception of the conversion of the four PEAs from agriculture to development, impacts from the CPAC scenario should not significantly affect existing drainage systems.

With regard to the PEAs, drainage runoff would be expected to increase significantly with development of these areas. However, with existing drainage and storm water quality regulations, new development as proposed in these areas, would be required to either retain storm flows on-site and/or mitigate any downstream capacity constraints. In fact, construction of combination detention/water quality basins in conjunction with development of these expansion area parcels would mitigate current water quality, erosion and sediment transport problems that the City is currently faced with. Development of these parcels and implementation of required drainage mitigation measures such as this could actually help provide the City with a solution to address these issues.

As any of these developments progress, the project proponent would be required to conduct hydrology/hydraulic analyses to determine if any downstream drainage facilities are impacted and develop measures to mitigate these impacts.

5.5 Police

Based upon the current ratio of 1.28 Ventura Police Department (VPD) officers per 1,000 City residents, the approximately 45,000-resident increase that could occur with buildout of the CPAC Recommended Land Use Scenario[1] would generate demand for about 58 additional VPD officers, a 44% increase over current staffing. It is anticipated that needed new personnel would be funded through the City General Fund.

None of the infill/reuse sites or the PEAs pose any obvious constraints to police protection. The infill/reuse sites are already within the area served by the VPD. Three of the five PEAs are generally surrounded by areas served by the VPD. PEAs 1 and 2 would require extension of VPD service to the north, including annexation of properties between the current City boundary just north of Seneca Drive and Cañada Larga. Inclusion of PEA 2 would not be expected to significantly affect response times because of its proximity to other developed areas of the City. The relatively remote location of PEA 1 would require a more substantial extension of the service area, which may result in relatively long emergency response times within this area.

[1] *This estimate is based on an estimated 17,771 new units that could be accommodated under the CPAC recommended land use scenario and an average of 2.56 persons per unit (the current citywide average). In reality, this level of growth is not expected to occur within the 20-25 year timeframe of the Comprehensive Plan Update.*

Although PEA 1 would appear to create the greatest challenges for patrolling, the type of development envisioned for that area does not typically generate a high number of service calls.

The VPD has expressed certain concerns about its ability to effectively patrol higher density development such as that envisioned in the infill/reuse areas. However, it is anticipated that use of appropriate design techniques in new developments would alleviate such concerns. By rehabilitating areas of the existing City with historically high crime rates, it is expected that overall incidence of crime may actually decline.

5.6 Fire

Based upon the current ratio of 0.7 Ventura City Fire Department (VCFD) firefighters per 1,000 City residents, the 45,000-resident increase that could occur with buildout of the CPAC recommended land use scenario[2] would generate demand for about 32 additional firefighting personnel. It is anticipated that needed new personnel would be funded through the City General Fund.

None of the infill/reuse sites or PEAs 2, 7, 8, or 9 pose any obvious problems for fire response. None of these areas are within hillside areas, which are subject to wildland fire hazards and are relatively difficult to serve. The infill/reuse site and PEAs 7, 8, and 9 are all within the current VCFD service area. PEA 2 would require extension of service into that area. The extension is not expected to significantly affect demand for service or emergency response time. However, PEA 1 would require a more substantial extension of the VCFD service area. In addition, because the hillsides surrounding Cañada Larga are subject to wildland fire, that area would present firefighting challenges not present in the other PEAs (see Section 4.2.3 for further discussion of wildland fire hazards). Finally, the lack of a secondary access/evacuation route for PEA 1 would present a fire hazard not present in the other PEAs. Identification of a secondary route may be a prerequisite to development in Cañada Larga.

It should also be noted that the VCFD has identified water supply/pressure as a potential concern in the North Avenue area. Provision of adequate water storage and pressure would be a prerequisite of any development in PEA 1 or 2.

The increased intensity of development anticipated in some of the infill/reuse areas, including increased building height, poses certain constraints to effective firefighting. However, it is anticipated that implementation of appropriate design techniques c ould minimize problems for VCFD response. Replacement of older structures in the Downtown, Midtown, and Westside neighborhoods with newer structures built to current fire code requirements would be expected to reduce overall fire hazards in those areas in spite of the increase in development intensity.

5.7 Schools

Table 5-2 shows the projected number of new students associated with the estimated full buildout that could occur under the CPAC recommended land use scenario. Though not likely to

[2] *Again, the estimate is based on the estimated 17,771 new units that could be accommodated under the CPAC recommended land use scenario.*

Table 5-2 Projected Public School Students at Buildout of CPAC Recommended Scenario

	Potential New Public School Students[a]			
	Elementary	**Middle School**	**High School**	**Total**
Infill/Reuse	2,401	982	1,200	**4,583**
PEAs				
1	286	117	143	**546**
2	59	24	29	**112**
7	254	104	127	**485**
8	412	169	206	**787**
9	497	203	249	**949**
Total	**3,909**	**1,599**	**1,954**	**7,462**

[a] Calculated based upon rates of 0.22 elementary school students per unit, 0.09 middle school students per unit, and 0.11 high school students per unit (all from VUSD).

occur within the 20-25 year horizon, Plan buildout would generate about 7,500 new students within the Ventura Unified School District (VUSD), including about 3,900 elementary school students, 1,600 middle school students, and 2,000 high school students. About 61% of the projected increase in enrollment would be due to growth within the City/SOI.

Table 5-3 shows the number of new schools and total additional acreage for schools needed to serve the projected 7,500-student increase in enrollment at full buildout under the CPAC recommended land use scenario. It is estimated that the equivalent of four new elementary schools, one new middle school, and one new high school would be needed. Based upon the typical acreage requirements for these types of facilities, the 8-10 new school facilities would require about 120-150 acres of land. This acreage estimate could be reduced in various ways, including more intensive use of existing schools, reducing the acreage requirement for new schools.

Table 5-3 Projected School Demands

School Type	Students/ School	Total Number of Schools Needed[a]	Total School Acres Needed[b]
Elementary	600	6-7	60-70
Middle	1,000	1-2	20-40
School	2,000	1	40
Total		**8-10**	**120-150**

[a] Based upon overall student generation shown in Table 4-2.
[b] Assumes 10 acres for elementary schools, 20 acres for middle schools, and 40 acres for high schools.

No land within the existing City/SOI is specifically designated for new schools, though the VUSD is currently planning to develop a new 10-acre elementary school in the North Ventura Avenue area. It is estimated that about 133 acres within the five PEAs could be designated to accommodate new school facilities, including 18 acres in PEA 2, 30 acres in PEA 8, and 85 acres in PEA 9. Thus, about 143 total acres could be available for schools.

The PEAs, in combination with the proposed North Ventura Avenue site, could provide more than enough acreage to meet the requirements associated with development of the PEAs themselves and could offset the demands associated with infill/reuse development within the City/SOI. In the absence of the PEAs, there may be a lack of sufficient land to develop new schools. This could potentially result in the overcrowding at existing schools, though there are various ways in which the VUSD could address overcrowding issues. Among the options are the more intensive use of existing school facilities (including the possible reuse of currently closed facilities such as Washington Elementary School in the Midtown neighborhood) and the acquisition of land for new schools. Though the number of available sites of sufficient capacity for a school of 10+ acres are limited, a number of the redesignation sites could potentially meet the minimum acreage requirements, including several sites in the Arundell area, a 35-acre area south of DeAnza Middle School, and the 20-acre Pacific View Mall - North site. Cost and locational issues may, however, be significant constraints to the use of any or all of these sites.

5.8 Parks

Table 5-4 compares the projected increase in demand for parks to the potential supply of parks. As indicated, the overall supply of parks would be about 215 acres, which is about 91 acres less than the projected demand based upon the current 10 acres/1,000 residents standard. The PEAs could actually provide a substantial surplus of parks (803-acre supply versus demand of 176 acres). However, the infill/reuse areas within the City and SOI would create demand for an estimated 279 acres of parks and do not include any acreage specifically dedicated to park space.

The deficit in park space within the existing City/SOI could be offset by either designating specific parcels as parks or requiring the dedication of park space in association with future large developments. The latter is probably the more practical approach and, though the number of large areas with sufficient land to accommodate new parks is limited, there are several areas that could accommodate parks if developed or redeveloped at some point in the future. Sites with the potential to provide some park acreage as part of an overall development plan include the vacant residential sites within the SOI (the 25-acre orchard site near the 101/126 interchange and several properties in the Saticoy area), the 35-acre area south of DeAnza Middle School, the 75-acre McGrath property, and the 20-acre Pacific View Mall - North site.

Table 5-4 Projected New Park Demand and Supply

	Projected Demand for Parks[a] (in acres)	Potential Supply of New Parks (in acres)
Infill/Reuse	279	0
PEAs		
1	33	488
2	7	15
7	30	58
8	48	92
9	58	150
Total	**455**	**803**

[a] *Calculated based upon an estimated 2.56 persons/new unit (17,791 units) and demand of 10 acres/1,000 residents (the current City park standard). Estimates are based on full buildout of the CPAC recommended land use scenario, which is not likely to occur within the 20-25 year horizon of the Comprehensive Plan Update.*

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6.0 CPAC Recommended Land Use Scenario Fiscal Analysis

This section presents the fiscal impact analysis for the Draft CPAC Land Use Scenario and the CPAC Recommended Land Use Scenario.

6.1 Overview of Fiscal Analysis for the Draft CPAC Land Use Scenario

The findings and key assumptions used in the fiscal analysis for the Draft CPAC Land Use Scenario are presented below.

1. The fiscal impact analysis focuses on the projected ongoing revenues versus operations and maintenance costs; infrastructure costs for such items as water, sewer, road and fire station facilities are not addressed.
2. Table 6-1 presents the fiscal impact analysis at hypothetical build-out showing a projected revenue surplus of about $3.50 million, or a revenue-cost ratio of 1.15 in year 2003 dollars. The fiscal projection represents the increment of revenues and costs from new growth above the City's base year budget.
3. However, it should be noted that this represents an average housing unit value of $650,000 based on current housing market trends; the average housing value where the fiscal impact essentially breaks even is at about $481,500.
4. This analysis does not consider possible long-term impacts from the recent State budget where sales tax may be swapped for a like amount of property tax and the motor vehicle license fees may be reduced.
5. In order to fund a substantial portion of future infrastructure costs, the expansion of redevelopment areas may need to be considered along with an updated development impact fee schedule.
6. The Medium scenario employment projections for retail, industrial, office and other jobs were used to represent the level of non-residential growth by 2025.

6.2 Fiscal Projections for the Draft CPAC Land Use Scenario

Table 6-1 on the next page presents the fiscal projections for the Draft CPAC Land Use Scenario at hypothetical build-out. The total ongoing revenues to the General Fund are projected at about $27.0 million versus $23.5 million of costs. This projection represents the increment of revenues and costs from new growth above the City's base year budget. This projection does not cover additional funding of infrastructure that may have to be covered by the public sector. While there is a projected surplus of about $3.50 million, this assumes an average housing value of $650,000. To demonstrate the sensitivity of this projection to housing values, the break-even point is an average housing value of about $481,500 where the incremental revenues are projected to equal incremental costs.

Also, the projected property taxes represent about 54 percent of the total General Fund revenues projected. Future analyses of potential shifts under the State budget between sales taxes and

Table 6-1 Fiscal Projections
Draft CPAC Land Use Scenario

Revenues	
Property Tax	$14,515,789
Sales Tax (Retail)	2,217,200
Sales Tax (Industrial)	629,880
Hotel/Motel Tax	400,000
Business Licenses	112,746
Motor Vehicle License Fee (MVLF)	1,736,302
Other Revenues	7,353,204
Total Revenues	**$26,965,120**
Costs	
Police Department	$6,484,899
Fire Department	4,162,779
Public Works	3,811,272
Community Services	1,526,062
Community Development	1,304,142
Total Direct Costs	$17,289,143
General Government	6,167,329
Total Costs	**$23,456,473**
Net Surplus	**$3,508,648**
Revenue/Cost Ratio	**1.15**

1. The fiscal projection represents the increment of revenues and costs from new growth above the City's base year budget.
Source: Stanley R. Hoffman Associates, Inc.

property taxes may alter this finding. In addition, future changes in the level of motor vehicle license fees may have significant impacts.

Projected police and fire costs represent about 45 percent of the total incremental General Fund costs. The placement of future fire stations based on the location of development under the Comprehensive Plan has been identified as an important issue that needs further study once the plan is adopted. Under the current Fire Protection Master Plan there are some areas of the City where growth will necessitate the addition of new fire stations and equipment.

6.3 Land Use Assumptions for the Draft CPAC Land Use Scenario

Table 6-2 presents the land use assumptions for residential and non-residential land uses (see also Table 3-13). The 2025 Medium scenario employment projections were used in this evaluation. The projected acres of demand by 2025 that are accommodated by the Draft CPAC Land Use Scenario include: 1) Retail – 110.86 acres; 2) Industrial – 157.47 acres; and 3) office – 122.27 acres. Also, 5.0 acres of demand for hotel development were estimated. If these projections are realized under the Draft CPAC Land Use Scenario, the City will more likely achieve a more diverse economy with a broader mix of occupations and wage levels.

Table 6-2
Draft CPAC Land Use Scenario
Land Use Assumptions

Acres	Amount
Retail	110.86
Industrial	157.47
Office	122.27
Hotel	5.00
Total Acres	395.6
Acres	
Retail	1,026,176
Industrial	2,332,194
Office	1,358,151
Hotel	92,565
Employment	
Retail	2,052
Industrial	4,664
Office	6,791
Subtotal	13,507
Other Employment[1]	8,657
Total	22,164
Demographics	
Housing Units	11,899
Persons per Household	2.56
Population	30,461
Persons Served	41,544

1. Other employment includes jobs not covered under the above categories, such as: agriculture, mining, a portion of services, transportation, and utilities, and most of construction and government.

Source: Stanley R. Hoffman Associates, Inc.

Also shown on Table 6-2 are the estimated square feet of non-residential land uses and the related employment. The housing units were projected to reach 11,899 and a population of 30,461 based on persons per household ratio of 2.56. Some of the fiscal factors were based on a per capita ratio and some were based on a "persons served ratio." The persons served ratio included the addition of 50 percent of the projected employment where it was felt that part of the public costs should be allocated between residential and non-residential land uses.

6.4 Market Valuation Assumptions for the Draft CPAC Land Use Scenario

Table 6-3 presents the market valuation assumptions for residential and non-residential land uses. As mentioned earlier, the estimated average value of $650,000 was used for new housing. Non-residential valuation ranged from $120 per square foot for retail development to $150 per square foot for hotel development. The total valuation was estimated at about $8.3 billion in year 2003 dollars. Non-residential valuation represented only about 7 percent of this estimated total valuation.

Table 6-3 Market Value Assumptions - Draft CPAC Land Use Scenario

Market Values	
Retail	$120
Industrial	$100
Office	$140
Hotel	$150
Residential	$650,000
Valuation	
Retail	$123,141,071
Industrial	$233,219,369
Office	$190,141,099
Hotel	$13,884,750
Residential	$7,734,350,000
Total Valuation	$8,294,736,288

Source: Stanley R. Hoffman Associates, Inc.

6.5 Revenue Assumptions for the Draft CPAC Land Use Scenario

Table 6-4 presents the key General Fund revenue assumptions. The City's estimated average share of the 1 percent basic property tax levy was 17.5 percent based on the assumption that about 50 percent of the growth would occur in the incorporated City versus the unincorporated sphere of influence area. If development occurs in infill areas, the property tax rate averages about 16.5 percent. For annexation areas into the City, the estimated average share of the 1 percent basic property tax rate is about 18.5 percent. Other revenues shown in Table 6-4 were based on a revenue analysis per acre using City finance and geographic information system data. As mentioned above, given the current uncertain economic times, these factors are subject to change.

Table 6-4 Revenue Assumptions - Draft CPAC Land Use Scenario

Property Tax Rate	0.01
City Share	0.175
Retail Tax/Acre	$20,000
Industrial tax/Acre	$4,000
Transient Occupancy Tax/Acre	$80,000
Business License Tax/Acre	$285
Motor Vehicle License Tax	$57
Other Revenues/Persons Served	$177

Source: Stanley R. Hoffman Associates, Inc.
City of Ventura 2002-2003 City Budget

6.6 Cost Assumptions for the Draft CPAC Land Use Scenario

Table 6-5 presents the key General Fund cost assumptions for Police, Fire, Public Works Community Services, Community Development and General Government. These factors are developed on either a cost per capita or a cost per person served. The motor vehicle license fee is on a per capita basis while the other factors are on a person served basis. Essentially, this means that some of the costs are allocated between residential and non-residential land uses.

Table 6-5 Estimated Costs per Person Served and Per Capita - Draft CPAC Land Use Scenario

Description	2002-2003 Adopted	Percent of Total	Estimated Cost per Person Served	Estimated Cost per Capita
Police Department	$20,519,171	27.4%	$156	$197
General Government	19,655,818	26.3%	$150	$188
Fire Department	13,171,662	17.6%	$100	$126
Public Works	12,059,442	16.1%	$92	$116
Community Services	5,225,237	7.0%	$40	$50
Community Development	4,126,503	5.5%	$31	$40
Total	$74,757,833	100.0%	$569	$717

Source: Stanley R. Hoffman Associates, Inc.
City of Ventura 2002-2003 City Budget

6.7 Overview of Fiscal Analysis for the CPAC Recommended Land Use Scenario

The findings and key assumptions used in the fiscal analysis for the CPAC Recommended Land Use Scenario are presented below. Also included is additional analysis regarding housing values in response to comments from several CPAC members at their August 2003 meeting.

1. The fiscal impact analysis focuses on the projected ongoing revenues versus operations and maintenance costs; infrastructure costs for such items as water, sewer, road and fire station facilities are not addressed.
2. The Medium scenario employment projections for retail, industrial, office and other jobs were used to represent the level of non-residential growth by 2025; the total units by 2025 was updated to 17,771.
3. Table 6-6 presents the fiscal impact analysis at hypothetical build-out showing a projected revenue surplus of about $2.52 million, or a revenue-cost ratio of 1.08 in year 2003 dollars. The fiscal projection represents the increment of revenues and costs from new growth above the City's base year budget.
4. However, it should be noted that this represents an average housing unit value of $572,150 based on current housing market trends; the average housing value where the fiscal impact essentially breaks even is about $490,980.

5. This analysis does not consider possible long-term impacts from the recent State budget where sales tax may be swapped for a like amount of property tax and the motor vehicle license fees may be reduced.
6. In order to fund a substantial portion of future infrastructure costs, the expansion of redevelopment areas may need to be considered along with an updated development impact fee schedule.

6.8 Fiscal Projections for the CPAC Recommended Land Use Scenario

Table 6-6 presents the fiscal projections for the CPAC Recommend Land Use Scenario at hypothetical build-out. The total ongoing revenues to the General Fund are projected at about $34.7 million versus $32.2 million of costs. This projection represents the increment of revenues and costs from new growth above the City's base year budget. This projection does not cover additional funding of infrastructure that may have to be covered by the public sector. While there is a projected surplus of about $2.52 million, this assumes an average housing value of $572,150 based on current market data. To demonstrate the sensitivity of this projection to housing values, the break-even point is an average housing value of about $490,980 where the incremental revenues are projected to equal incremental costs. This break-even estimate assumes that all other land use assumptions remain the same and only the average housing value is changed.

Table 6-6 Fiscal Projections - CPAC Recommended Land Use Scenario

Revenues	
Property Tax	$18,774,112
Sales Tax (Retail)	2,217,200
Sales Tax (Industrial)	629,880
Hotel/Motel Tax	400,000
Business Licenses	112,746
Motor Vehicle License Fee (MVLF)	2,593,144
Other Revenues	10,013,924
Total Revenues	**$34,741,006**
Costs	
Police Department	$8,831,414
Fire Department	5,669,060
Public Works	5,190,362
Community Services	2,279,153
Community Development	1,776,039
Total Direct Costs	$23,746,029
General Government	8,470,609
Total Costs	**$32,216,637**
Net Surplus	**$2,524,369**
Revenue/Cost Ratio	**1.08**

1. The fiscal projection represents the increment of revenues and costs from new growth above the City's base year budget.
Source: Stanley R. Hoffman Associates, Inc.

Also, the projected property taxes represent about 54 percent of the total General Fund revenues projected. Future analyses of potential shifts under the State budget between sales taxes and property taxes may alter this finding. Also, future changes in the level of motor vehicle license fees may have significant impacts.

Projected police and fire costs represent about 45 percent of the total incremental General Fund costs. The placement of future fire stations based on the location of development under the Comprehensive Plan has been identified as an important issue that needs further study once the plan is adopted. Under the current Fire Protection Master Plan, there are some areas of the City where growth will necessitate the addition of new fire stations and equipment.

6.9 Land Use Assumptions for the CPAC Recommended Land Use Scenario

Table 6-7 presents the land use assumptions for residential and non-residential land uses (see also Table 3-13). The 2025 Medium scenario employment projections were used in this evaluation. The projected acres of demand by 2025 that are accommodated by the Draft CPAC Land Use Scenario include: 1) Retail – 110.86 acres; 2) Industrial – 157.47 acres; and 3) office – 122.27 acres. Also, 5.0 acres of demand for hotel development were estimated. If these projections are realized under the CPAC Recommended Land Use Scenario, the City will more likely achieve a more diverse economy with a broader mix of occupations and wage levels.

Also shown on Table 6-7 are the estimated square feet of non-residential land uses and the related employment. The housing units were projected to reach 17,771 and a population of 45,494 based on persons per household ratio of 2.56. Some of the fiscal factors were based on a per capita ratio and some were based on a "persons served ratio." The persons served ratio included the addition of 50 percent of the projected employment where it was felt that part of the public costs should be allocated between residential and non-residential land uses.

6.10 Market Valuation Assumptions for the CPAC Recommended Land Use Scenario

Table 6-8 presents the market valuation assumptions for residential and non-residential land uses. As mentioned earlier, the estimated average value of $572,150 was used for new housing. Non-residential valuation ranged from $120 per square foot for retail development to $150 per square foot for hotel development. The total valuation was estimated at about $10.7 billion in year 2003 dollars. Non-residential valuation represented only about 5 percent of this estimated total valuation.

Key statistics for housing values in the City of San Buenaventura are shown in Table 6-9. This information is based on the Realtor.Com website that lists the asking price of various homes and condominiums for mid-year 2003. The average value of single-family homes was estimated at about $658,380 for a sample of 106 units. The median single-family price was $571,950. The standard deviation of $353,763 means that about 67 percent of the units offered for sale fell within the range of $353,616 to $1,012,142.

Table 6-7 CPAC Recommended Land Use Scenario Land Use Assumptions

Acres	Amount
Retail	110.86
Industrial	157.47
Office	122.27
Hotel	5.00
Total Acres	395.6
Acres	
Retail	1,026,176
Industrial	2,332,194
Office	1,358,151
Hotel	92,565
Employment	
Retail	2,052
Industrial	4,664
Office	6,791
Subtotal	13,507
Other Employment[1]	8,657
Total	22,164
Demographics	
Housing Units	17,771
Persons per Household	2.56
Population	45,494
Persons Served	56,576

1. Other employment includes jobs not covered under the above categories, such as: agriculture, mining, a portion of services, transportation, and utilities, and most of construction and government.
Source: Stanley R. Hoffman Associates, Inc.

Table 6-8 Market Value Assumptions - CPAC Recommended Land Use Scenario

Market Values	
Retail	$120
Industrial	$100
Office	$140
Hotel	$150
Residential	$572,150
Valuation	
Retail	$123,141,071
Industrial	$233,219,369
Office	$190,141,099
Hotel	$13,884,750
Residential	$10,167,677,650
Total Valuation	$10,728,063,938

Source: Stanley R. Hoffman Associates, Inc.

Table 6-9 Market Statistics for Housing Values in Ventura - 2003

Type	Median Price	Mean Price	Standard Deviation	Sample Size	Average Density
Single Family	$571,950	$658,379	$353,763	106	5.11
Condominiums	225,000	277,303	146,328	31	25.98
Total	$495,000	$572,150	$572,150	137	9.71

Sources: Stanley R. Hoffman Associates, Inc.
www.realtor.com

The average value of a condominium offered for sale in mid-year 2003 was about $277,300 for a sample of 31 units. The median condominium price was $225,000. The standard deviation of $146,328 means that about 67 percent of the condominium units offered for sale fell within the range of $130,975 to $423,630.

When the single-family units are combined with the condominium units, a weighted average value of $572,150 is estimated for a sample size of 137. The median price was $495,000. The average housing value of $572,150 was used in the fiscal analysis. While this average is based on mid-year 2003 asking prices in San Buenaventura, the average value could be lower over time, in constant 2003 dollars, if proportionally more apartments and higher density units are constructed.

6.11 Revenue Assumptions for the CPAC Recommended Land Use Scenario

Table 6-10 presents the key General Fund revenue assumptions. The City's estimated average share of the 1 percent basic property tax levy was 17.5 percent based on the assumption that about 50 percent of the growth would occur in the incorporated City versus the unincorporated sphere of influence area. If development occurs in infill areas, the property tax rate averages about 16.5 percent. For annexation areas into the City, the estimated average share of the 1 percent basic property tax rate is about 18.5 percent. Other revenues shown in Table 6-10 were based on a revenue analysis per acre using City finance and geographic information system data. As mentioned above, given the current uncertain economic times, these factors are subject to change.

Table 6-10 Revenue Assumptions - CPAC Recommended Land Use Scenario

Property Tax Rate	0.01
City Share	0.175
Retail Tax/Acre	$20,000
Industrial tax/Acre	$4,000
Transient Occupancy Tax/Acre	$80,000
Business License Tax/Acre	$285
Motor Vehicle License Tax	$57
Other Revenues/Persons Served	$177

Source: Stanley R. Hoffman Associates, Inc.
City of Ventura 2002-2003 City Budget

6.12 Cost Assumptions for the CPAC Recommended Land Use Scenario

Table 6-11 presents the key General Fund cost assumptions for Police, Fire, Public Works Community Services, Community Development and General Government. These factors are developed on either a cost per capita or a cost per person served. The motor vehicle license fee is on a per capita basis while the other factors are on a person served basis. Essentially, this means that some of the costs are allocated between residential and non-residential land uses.

Table 6-11 Estimated Costs per Person Served and Per Capita - CPAC Recommended Land Use Scenario

Description	2002-2003 Adopted	Percent of Total	Estimated Cost per Person Served	Estimated Cost per Capita
Police Department	$20,519,171	27.4%	$156	$197
General Government	19,655,818	26.3%	$150	$188
Fire Department	13,171,662	17.6%	$100	$126
Public Works	12,059,442	16.1%	$92	$116
Community Services	5,225,237	7.0%	$40	$50
Community Development	4,126,503	5.5%	$31	$40
Total	$74,757,833	100.0%	$569	$717

Source: Stanley R. Hoffman Associates, Inc.
City of Ventura 2002-2003 City Budget

APPENDIX A

Understanding and Choosing a Growth Rate

Understanding and Choosing a Growth Rate

Ventura Comprehensive Plan Update

DISCUSSION/WHITE PAPER

DRAFT- February 19, 2003

Dr. Christopher Williamson, AICP

I. INTRODUCTION

Goal: Gain an understanding, from general to specific, of projections and rates in order to select nd/or create a growth assumption for the Comprehensive Plan Update process.

Sources: The Practice of Local Government Planning, 3rd ed. ICMA, 2000, chap 4.
The Methods and Materials of Demography, 1976, chaps. 23 & 24.

Format:

- Definitions
- Growth Related Concepts
- Four Methodologies
- Components of Growth
- Recommended Forecast

There is no "right" growth rate (there is the state's RHNA allocation). In the end, you select which components you want to use and add them up. A forecast is offered. Your planned growth should be evaluated against the forecast as a reality check and a way of anticipating consequences, some of which you may want to address.

"Providing components of a controversial number is a way to avoid picking the number. Let the user add the components to suit their needs." (Census Bureau HQ, 1988).

Definitions: Estimate, Projection, Forecast, Plan

- **Estimate:** for current or past year using administrative data (permits, vital records) to update from the most recent census. Estimates also take into account previously unforeseen events such as migration or disasters.
- **Projection:** a conditional "what-if" that characterized a future period under a set of assumptions. Assumption effects increase the longer the forecast period extends. *Projections are the art of making assumptions, and math.*
- **Forecast:** the analyst or groups best guess about the most likely future, and the reliability and applicability of assumptions, datasets, and models.
- **Plan:** evaluate the forecast. Is it desirable? Achievable? The plan can avoid an undesirable future, enable a forecast, or create a more desirable future. The forecast is a 'reality' check on the plan defining the limits and consequences of enacting a plan.
- **Cohort:** a group of individuals who experienced the same significant demographic event during a specified brief period of time and who may be later identified by the same common past experience.

"When using the standard methods of population projection, planners need to...resist the temptation to assume that these results describe the most probably future (the truth) or the most desirable one (the ideal)." (ICMA "Green Book", 3rd ed. Pg. 82)

"All forecasts are projections, but not all projections are forecasts." (Methods, pg. 439)
"...planners often assume that the purpose of planning is simply to accommodate a hypothetical projection." (ICMA, pg. 83).

II. GROWTH RELATED CONCEPTS

Is Planning a Noun or Verb?

Plan (n.): implies an end state community (buildout, vision, etc.). Participatory planning implies that a community can achieve its vision expressed as density, urban form, open space, quality of life, etc. Maintaining and defending the achieved vision is a primary goal of local government (i.e. property values and quality of life).

Related Concepts:

- Growth can always go somewhere else.
- Economic growth can occur after buildout.
- Those who prefer status quo should be able to enjoy it.
- If local elected officials do not protect us, the voters will.
- There is no obligation to accommodate state or national growth.
- All power ultimately resides with the people, not the state legislature.
- Communities have the right of "self-defense" and self-determination.
- Be prepared for the market-driven consequences of your planning decisions.

Plan (v.): implies constant change (regular and/or periodic) and planning is reacting to or leading the change. Accommodating growth falls into this definition, that growth is an outside inevitable force that must and/or should be accommodated and planning is an ongoing decision making process to allocate land and resources.

The state's Housing Element law falls under this definition. DOF starts with assuming past growth (including undocumented immigration) will continue at rates similar to recent past and as a share of national growth, that the state must accommodate with housing, and that each jurisdiction should plan to accommodate its "fair" share.

Related concepts:

- Growth must occur somewhere.
- Growth need not occur everywhere.
- Growth is better in some places than others.
- Migration is market driven, not a policy option.
- There is an obligation to accommodate some growth.
- The opposite of growth is decline, even if only relative.
- Local governments know best where and how to place growth.

To take this conceptual discussion a step further:

Market-Based Economy:

- We live in a market-based economic system.
- Scarce resources are allocated by the market.
- Markets are messy and can be inequitable.
- Government may have to correct market mistakes.
- Markets are designed and managed by government.
- Land is more scarce now than in the past:
    - It is a fixed supply
    - There are competing uses
    - Voters control the uses
    - Demand is increasing relative to supply
- The state's Housing Element law, in effect, designs the housing market by mandating a supply sufficient to meet a projected demand with acceptable prices.
- Housing supply and demand are arguably circular; increase supply and demand increases. You cannot 'solve' a housing crisis.
- Most owner-occupant residents benefit from rising prices.
- It is possible for the market to achieve equilibrium, but it may be seen as inequitable and have negative impacts on other household behavior.

Participatory Representation & Home Rule:

- Registered voters who actually vote make decisions and elect local governments
- Home Rule tradition includes land use. CA is a 'mixed' Home-Rule/Dillon state.
- The state has declared housing to be 'of statewide interest' which sets up the legal ability to override home rule.
- SB910 last year was an attempt to punish cities that do not meet state allocations.
- As-yet unformed and in-migrant households have little to no local vote nor legal right to housing.

In High-Demand Markets, Growth Rate Matters:

- Ventura is in a high-demand market with no end in site.
- Oxnard has capacity that will "soften" the market for about 5 years.
- *"If you build it, it will sell or rent." "If you build it, they will come."*
- What and where you build changes demographics and neighborhoods.
- Demographic change will occur regardless just due to aging and "churning."
- Demographic change will lead to changes in other city services.
- Comprehensive Plan is an opportunity to shape change: Geographic, Demographic, Fiscal, and Quality
- *"When you hold the good cards, you can play to win."*

III. FOUR METHODOLOGIES

Planning-related projections are generally based on one of four methodologies. There is considerable mixing of methodologies.

1.) Housing Unit (allowed/developed units X household size + Group Quarters)
2.) Time-series/Trend (20 year trend, geometric or logistic curve)
3.) Ratio/Share (% of state, jobs per unit, etc)
4.) Cohort-Component (births + deaths + net migration)

Common to all methodologies are several key decisions:

- What is the time frame? 10, 20, 30 years?
- What is the geography? Existing or future city?
- What is being projected:
    - New housing
    - All housing
    - New population
    - All population
    - Households
    - Density
    - Tax revenues
    - Students
    - Jobs
    - Vehicle Trips
    - Air Pollution
    - Income
    - Entitled benefits
    - Voting Behavior
    - Quality of Life

Each projection methodology also has implied and explicit assumptions.

Let's look at each method for Ventura one at a time:

1. Housing Unit

This is NOUN planning. A land suitability use (LSU) analysis coupled with infrastructure design capacity creates a well-planned and well-functioning place. Managed growth occurs until build-out. At buildout, development becomes replacement oriented and growth (or decline) occurs by changes in household size and/or subdivision of existing units. Household size change can be significant, as in Santa Ana and in many post-WWII neighborhoods where large homes where subdivided into apartments. Theoretically, Comprehensive Plans are a noun but as they allow for amendments they act more like a VERB.

For Ventura, the RGMP is the constraining management practice while the existing land use plan allows considerable flexibility on where development occurs, as the theoretical buildout is much higher than the cumulative RGMP allocations. A simple count of allowed units per year could be viewed as a planned growth rate, as shown below.

Table M-1
Housing Unit Method

2002 to 2010			Source
Existing 2002 housing	A	40,305	DOF Jan. 1 E-5
Additional Housing to 2010	B	3,192	RGMP Exhibit A
Units per Year	C	399	B/8
Household size assumption	D	2.56	DOF Jan. 1 E-5
2002 Population	E	102,346	DOF Jan. 1 E-5
Additional population:	F	8,181	B*D
Population gain per year	G	1,023	F/8
Annual population growth	H	**1.0%**	G/E

Assumptions:

1. Annual RGMP is used and developed and occupied
2. New housing household size is same as city 2002 average
3. Existing housing household size does not change
4. Group Quarters population does not change
5. No loss to existing housing, or is replaced outside of RGMP
6. Illegal subdivisions do not occur
7. Extend the allocation until Infill capacity is reached at 5,535 units, @ 10 years

2. Time Series/Trend

This is VERB planning. Projecting past behavior assumes past 'conditions for growth' are likely to continue into the future. Projections that continue past trends are inherently making other assumptions, such as a continuing supply of farmland and/or other undeveloped land for future conversion to housing and urban uses. Past consumer market choices may not really predict future behavior under different market conditions as people have to have housing regardless of their preferences and financial abilities. These situations exist in Ventura County to such an extent that simply extending past patterns into the future is very questionable.

On the other hand, trend-based projections are relatively accurate barring unforeseen economic or environmental events. They are widely used for business and marketing and are many time 'adjusted' or 'raked' to fit cohort-survival Census Bureau or DOF projections. These 'adjusted' trend-based projections are probably the better projection method for anticipating market demand and larger populations and geographies.

Several key methodological decisions:

1. What is the length of the historic time series: 5, 10, 20, 30 years?
2. What technique should you use to 'fit' the time series: straight-line, least-squares?
3. How to you role down from higher geographic level to small areas?

Implied assumptions:

1. No sudden large changes in life expectancy, birth rates, etc.
2. Jobs and housing are eventually sufficient to meet demand.
3. Geography remains fairly stable, most growth occurs in/near existing areas.
4. Differential headship rates are relatively stable and merging toward a norm.

Table M-2A

The first example is based on the DOF's state level projections which uses a cohort survival methodology modified by time series analysis. In terms of the Comprehensive Plan update, the annual growth rate would be 'backed out' of the end year population projection. We use a city to county ratio to take the county projection down to the city.

Table M-2B

This is a purchased commercial database (Applied Geographic Solutions) with city projections to 2011. You can see the post-2000 growth rate is 0.8% but by referencing 1980 as the base year, the longer-term rates are all higher. Marketing projections are reasonably good for 5 years, less so for 10, but do include additional data beyond just population and housing such as income, household type, etc. These data are more or less extended from the Census 2000 data. Documentation states the projections refernced Census 2000 results, DOF projections, and Experian credit bureau data.

Table M-2A
DOF 'Mixed' Trend-Based Projection

2002 to 2020			Source
Existing 2002 housing	A	40,305	DOF Jan. 1 E-5
Existing 2002 population	B	102,346	DOF Jan. 1 E-5
Existing County population	C	780,089	DOF Jan. 1 E-5
City Share of County	D	13.12%	B/C
2020 County Population	E	1,007,200	DOF Interim 2001
2020 City Share @ 2002 Rate	F	132,142	D*E
Household size assumption	G	2.56	DOF Jan. 1 E-5
2020 Housing @ 2002 PPHU	H	51,618	F/G
Additional population	I	29,796	F-B
Population gain per year	J	1,655	I/18
Population growth rate	K	**1.62%**	J/B
Additional housing	L	11,313	H-A
Housing gain per year	M	629	L/18
Housing growth rate	N	**1.56%**	M/A

Table M-2B
Applied Geographic Solutions, 2011

		Total	1980 ref	1990 ref	2001 ref	2006 ref
1980	POP80	79717				
1990	POP90	93467	1.7%			
2001	POPCY	101458	1.3%	0.8%		
2006	POP5Y	105440	1.2%	0.8%	0.8%	
2011	POP0Y	109778	1.2%	0.8%	0.8%	0.8%

3. Ratio/Share Method

The third general methodology looks for a strong proxy measurement of growth to 'hitch on.' A common and inexpensive practice is to take a fixed share of another projection, such as the city's share of the county's population in Table M-2A. Also common is deriving population from jobs. Economic forecasts rely on actual data when they are available, such as building permits and sales tax receipts, and then derive other statistics using ratios and trends. The UCSB reports are a mix of projection methodologies and ratios are usually used as a last resort when better data are not available. Census Bureau economic data are not always tabulated for cities as they are for counties and/or zip codes. (Census 2000 data are about residents, not jobs in the city).

SCAG's 2001 Regional Transportation Plan (RTP)

The 2001 SCAG RTP is largely based on ratio methods to first determine jobs, followed by inferring housing and population from jobs.

"The level of job growth in the SCAG region depends on the amount of national job growth and the share of U.S. job growth that will occur in the SCAG region."

"The city employment was developed based on a two step procedure. First, the city share of county employment was calculated for each individual city based on data from the local input process. Second, the city employment was calculated by multiplying the city share by the county employment control total."

" If there was no city input, fluctuating employment growth trends or unstable jobs to household ratio trends, during the 2005-2025 period, SCAG used the subregional growth share method to develop the smooth, reasonable, and consistent pattern of future growth and relationship with households."(Technical Appendix A)

Below are the 2001 RTP Projections for Ventura:

County	**SCAG**	Ventura
Subregion	**2001 RTP**	Ventura COG
City		Ventura
2,010	**Population**	113,400
2,015	**Population**	118,400
2,020	**Population**	123,400
2,025	**Population**	128,000
2,010	**Households**	40,600
2,015	**Households**	41,800
2,020	**Households**	43,100
2,025	**Households**	44,400
2,010	**Employment**	65,900
2,015	**Employment**	68,300
2,020	**Employment**	70,500
2,025	**Employment**	72,900

Table M-3A derives an annual growth rate using the UCSB 2015 jobs projection of 69,000 (68,300 in the RTP).

Table M-3A
Jobs Derived Annual Growth Rate

			Source
Existing 2000 housing	A	39,838	Census 2000
Existing 2000 population	B	100,916	Census 2000
Crude Household size	C	2.53	B/A
Existing 2000 jobs	D	51,600	UCSB
Jobs/Housing Ratio	E	1.30	D/A
Projected 2015 Jobs	F	69,000	UCSB
Housing at 2000 JH Ratio	G	53,272	F/E
Additional Housing	H	13,434	G-A
Additional Population	I	34,030	H*C
Annual Population gain	J	2,269	I/15
Annual Growth Rate	K	**2.25%**	J/B

Assumptions are:

- Jobs growth occurs independently of local housing supply
- High housing costs do not impact jobs creation
- Jobs pay enough to afford local housing
- Outside markets do not impact local housing more than in the past
- The in-city/out-city commuting ratios stay about the same

The following Census SF3 table shows that about half of Ventura city job-holders also live in the city, half outside the city. If this ratio were extended to 2015, only half of the jobs-induced growth would result in housing in the city: 1.25%. This does not account

for the reverse, new job holders in other parts of the county who would want to live in Ventura. Those detailed data are not yet available.

P27. PLACE OF WORK FOR WORKERS 16 YEARS AND OVER--PLACE LEVEL [5] - Universe: Workers 16 years and over	San Buenaventura (Ventura) city, California
Total:	48,873
Living in a place:	48,873
Worked in place of residence	24,290
Worked outside place of residence	24,583
Not living in a place	0

Solimar's 2015 Cohort Demand Projection

Table M-3B presents a ratio household projections methodology base on the age of the householder we have named "Cohort Demand." Cohort Demand assumes households have fairly constant housing preferences during distinct age periods that are experienced by most persons: initial household formation and/or marriage (Young: up to age 34), child-rearing (Middle: 35-54), and pre-retirement and retirement (Mature: 55 and over) Age-based housing concumption (by cost, type, and tenure), then, is a rough proxy for housing demand for both the resident population as it ages and for in-migrant households who, presumably, would desire housing matched to their lifecycle stage if they can find it at acceptable prices. The 2000 ratios of unit types to the age of the householder would remain constant while the resident cohorts age.

Table M-3B
Cohort Demand, 2015

	2000 Cohort Households		Projected 2015 Cohort Households		Increase		% Increase, 2000-2015
	Number	% of Total HH	Number	% of Total HH	Number	% of Total HH	
Young Households	**7,721**	**18.70%**	**8,582**	**18.60%**	**861**	**17.30%**	**11.20%**
Owner	2,102	5.10%	2,336	5.00%	234	4.70%	11.10%
Renter	5,619	13.60%	6,246	13.50%	627	12.60%	11.20%
Middle Households	**19,282**	**46.70%**	**18,748**	**40.50%**	**-534**	**-10.70%**	**-2.80%**
Owner	11,654	28.20%	11,331	24.50%	-323	-6.50%	-2.80%
Renter	7,628	18.50%	7,417	16.00%	-211	-4.20%	-2.80%
Mature Households	**14,284**	**34.60%**	**18,928**	**40.90%**	**4,644**	**93.40%**	**32.50%**
Owner	10,646	25.80%	14,107	30.50%	3,461	69.60%	32.50%
Renter	3,638	8.80%	4,821	10.40%	1,183	23.80%	32.50%
Total	**41,287**	**100.00%**	**46,258**	**100.00%**	**4,971**	**100.00%**	**12.00%**
Owner	24,402	59.10%	27,774	60.00%	3,372	67.80%	13.80%
Renter	16,885	40.90%	18,484	40.00%	1,599	32.20%	9.50%

The 15 year increase in households is 4,971, an annual rate of 331 for an annual growth rate of 0.8%. This rate does not include allowance for vacancies and Group Quarters population but does allow for the market preferences of the "aging-in-place baby Boom" and "soon-to-emerge" Young future-workforce households (i.e. now in high school).

4. Cohort-Survival Component

The fourth methodology allows you to selectively target reasons for growth (i.e. components), estimate their numbers, then add them into a summary rate.

The basic formula for Cohort-Survival is:
Future Population = current population + births – deaths + net migration.

Natural Increase Components [1 and 2]
National Life Tables (CDC, 2002) give survival probabilities by age. Using Tables 6 and 7 for White Males and Females, the city's 2000 population was aged forward 25 years for a 2025 population of 76,702 [component 1].

Additional births are added to the population by using CDC's 1999 California annual live births of 69.5 per 1,000 women age 15-44. We apply that rate to the resident population for a total of 35,173, as shown below. The California rate probably overestimates births for the city as the statewide rate reflects a larger proportion of Hispanic women statewide compared to Ventura. Low state birth rates clustered around 60 per 1,000 at using that rate gives us 30,366 births [component 2], a drop of about 5,000.

Period	Females	69.5 per 1000	5 years	60 per 1000	5 years
2000	21,482	1,493	7,465	1,289	6,445
2005	21,395	1,487	7,435	1,284	6,419
2010	20,386	1,417	7,084	1,223	6,116
2015	19,579	1,361	6,804	1,175	5,874
2025	19,090	1,327	6,634	1,145	5,727
		7,084	35,421	6,116	30,580
Less 0.7% infant mortality			35,173		30,366

The city's natural population change between 2000 and 2025 is a gain of 6,152 for an annual growth rate of 0.2 percent, virtually flat. Using a California birth rate that would reflect a higher birth rate would add about 5,000 people (double the annual rate to 0.4%)

Table M-4A
Cohort 'Natural' Increase

Census 2000	100,916
Component 1	*76,702*
Component 2	*30,366*
'Natural' 2025	**107,068**
Change	6,152
Annual	246
Percent	0.2%

Migration Components [3 ,4 and 5]

The next three components are more difficult to quantify without making major assumptions.

Component 3 is out-migration of city residents. How many residents leave the city each year? This number may be estimated by realtors or using state changes in DMV addresses. DOF calculates migration at the county level, but not by city.

- Residents who 'leave' through death do not always free up a housing unit.
- Residents who move to Group Quarters (nursing homes), vacancy created.
- Households who move out of the city? Vacancy created.
- Residents who leave a household, they are not replaced by in-migrant
- Residents who leave a household, they are replaced by an in-migrant.
- Residents who leave Group Quarters.

Component 4 is domestic in-migration, how many people move to Ventura from elsewhere in the county, the state, and the nation?

- Move into newly completed unit.
- Move into existing unit that is vacant.
- Move into Group Quarters (jail inmate, nursing home)
- Move into an existing household (new roommate, new spouse, returning child)

Component 5 is international in-migration, both documented and undocumented. It is separate from domestic migration as it is largely under the

Other Components [6, 7, 8 and 9]

Component 6 is the number of housing units needed each year to replace units lost to demolition, natural causes, code enforcement, or conversion to other uses and to keep a healthy vacancy rate of about 4 to 5 percent. City permit data and other records should be able to provide an estimate.

Component 7 is an estimate of undocumented and/or illegal mergers and subdivisions.

Component 8 is the Group Quarters (GQ) population. The GQ population is usually treated as an 'add-on' to the household population to sum to the city's total population. As the Baby Boom ages, however, GQ housing may play a larger role in the city's housing market and could indirectly add units by allowing the elderly to move out of a house they might otherwise have occupied until death. Institutional and military population is counted for some population-based programmatic funding.

Component 9 is a factor for change in household size, which may be applied to specific subpopulations.

Table M-4B summarizes what is possible for the nine growth components.

Table M-4B
Cohort 9 Components

	Components to 2025	Population	Units	Households*	Vacants	V Rate
	Benchmark Census 2000	**100,916**	**39,803**	**38,524**	**1,279**	**3.2%**
1	Aged Existing population	76,702	30,445	29,501	944	3.2%
2	Births to resident population	30,366	12,053	11,679	374	3.2%
3	Out-migration	.	.	.	.	.
4	Domestic in-migration	.	.	.	.	.
5	International in-migration	.	.	.	.	.
6	Replacement housing	.	.	.	.	.
7	Illegal Housing	.	.	.	.	.
8	Group Quarters	2,370	na	na	na	na
9	Change in Household Size	.	.	.	.	.
	TOTAL	**109,438**	**42,498**	**41,180**	**1,318**	
	25-year change	8,522	2,695	2,656	39	
	Annual Change	341	108	106	2	
	Rate based on benchmark	**0.3%**	**0.3%**	**0.3%**	**0.1%**	
	*refers to persons per unit of	2.6				

IV. RECOMMENDATION

What is an Appropriate Growth Rate?

Below are the various projected growth rates presented in the previous section. They range from 0.2 to 1.38 per year, a considerable range of change when summed across 25 years.

Summary of Projection Methods

Method	End Year	Annual Rate	25 years new pop	2025 pop
RGMP Housing Unit	2010	1.00	25,000	125,000
DOF Interim city/share	2020	1.60	40,000	140,000
AGS Adjusted Trend	2011	0.80	20,000	120,000
RTP/UCSB Jobs Ratio (50%)	2015	1.25	31,250	131,250
Cohort Household Demand	2015	0.80	20,000	120,000
Cohort Survival Natural	2025	0.20	5,000	105,000
Cohort 9 Components	2025	na	na	na
Already presented				
City	2025	0.90	22,500	122,500
County	2025	1.26	31,500	131,500
State	2025	1.38	34,500	134,500

APPENDIX B

CPAC Presentation
March 26, 2003

Residential and Non-Residential Land Demand Projections Comprehensive Plan City of San Buenaventura

Prepared by:

Crawford Multari Clark & Associates

Rincon Consultants, Inc.

Stanley R. Hoffman Associates

UCSB Economic Forecast Project

March 26, 2003

PROJECTED POPULATION

	Growth Rate			
	0.6% (Low)	0.9% (Historic)	1.25% (Medium)	1.5% (High)
2000 Census Population (Base Year)	100,916	100,916	100,916	100,916
2025 Projected Population	**116,053**	**123,647**	**132,452**	**138,760**
2002 DOF Population Estimate	102,300	102,300	102,300	102,300
Projected Growth (2002-2025)	**13,753**	**21,347**	**30,152**	**36,460**

Note: 0.9% is the historical growth rate of the City from 1990 to 2000

Sources: U.S. Census and CA DOF

RESULTING HOUSING UNITS

	Growth Rate				
	Person / HH	0.6% (Low)	0.9% (Historic)	1.25% (Medium)	1.5% (High)
Projected Growth (2002-2025)		13,753	21,347	30,152	36,460
Housing Units Needed (City Rate)	**2.56**	5,641	**8,756**	**12,367**	14,954
Housing Units Needed (State Rate)	**2.78**	5,195	8,063	11,388	13,771
Housing Units Needed (County Rate)	**3.04**	4,750	7,373	10,414	12,593

Note: Additional housing units needed includes a 5% vacancy rate adjustment.

Source: U.S. Census

MAXIMUM RESIDENTIAL INFILL BASED ON CURRENT ZONING

Zoning	Acreage	70% of Maximum Density	100% of Maximum Density
VACANT LOTS			
R-1	222	633	905
R-2	1	8	11
R-3	23	481	688
R-P-D	13	53	75
MXD	21	397	567
SUB TOTAL	**280**	**1,572**	**2,246**
UNDERUTILIZED PARCELS			
R-2	15	153	219
R-3	38	624	891
SUB TOTAL	**53**	**777**	**1,110**
TOTAL	**333**	**2,349**	**3,356**

Note: From 1997 to 2001 the city has built out at 70% of maximum density.

Source: City of Ventura Draft Housing Element

POTENTIAL HOUSING SHORTFALL BASED ON CURRENT ZONING

Growth Rate/ *Units*	Buildout/Units	
	70% of Maximum Density (2,349 units)	100% of Maximum Density (3,356 units)
0.6%	3,292 units	2,285 units
5,641	219 acres	152 acres
0.9%	6,407 units	5,400 units
8,756	427 acres	360 acres
1.25%	10,018 units	9,011 units
12,367	668 acres	601 acres
1.5%	12,605 units	11,598 units
14,954	840 acres	773 acres

Note: The number of residential acres determined using 15 du/ac based on the New Urbanism: Comprehensive Report & Best Practices Guide

POTENTIAL ADDITIONAL LAND FOR SCHOOLS

		0.6% Growth Rate	0.9% Growth Rate	1.25% Growth Rate	1.5% Growth Rate
Projected Growth (2002-2025)		**13,753**	**21,347**	**30,152**	**36,460**
Projected Housing Units (2002-2025)*		**5,641**	**8,756**	**12,367**	**14,954**
Elementary (students/housing unit)**	**0.22**	1,241	1,926	2,721	3,290
Additional Schools (@ 500 kids/school)		3	4	6	7
Acres @ 10 acres/campus		30	40	60	70
Middle School (students/housing unit)**	**0.09**	508	788	1,113	1,346
Additional Schools (@ 1000 kids/school)		1	1	2	2
Acres @ 20 acres/campus		20	20	40	40
High School (students/housing unit)	**0.11**	621	963	1,360	1,645
Additional Schools (@ 2000 kids/school)**		1	1	1	1
Acres @ 40 acres/campus		40	40	40	40
Total Acres		**90**	**100**	**140**	**150**

* Assumes 2.56 persons/unit and a 5% vacancy rate adjustment.

POTENTIAL ADDITIONAL LAND FOR PARKS

	0.6% Growth Rate	0.9% Growth Rate	1.25% Growth Rate	1.5% Growth Rate
Projected Growth (2002-2025)	13,753	21,347	30,152	36,460
Additional Park Acres (3 ac/1000)[1]	41	**64**	**90**	109
Additional Park Acres (10 ac/1000) [2]	*138*	*213*	*302*	*365*

[1]Park standard per Quimby Act.

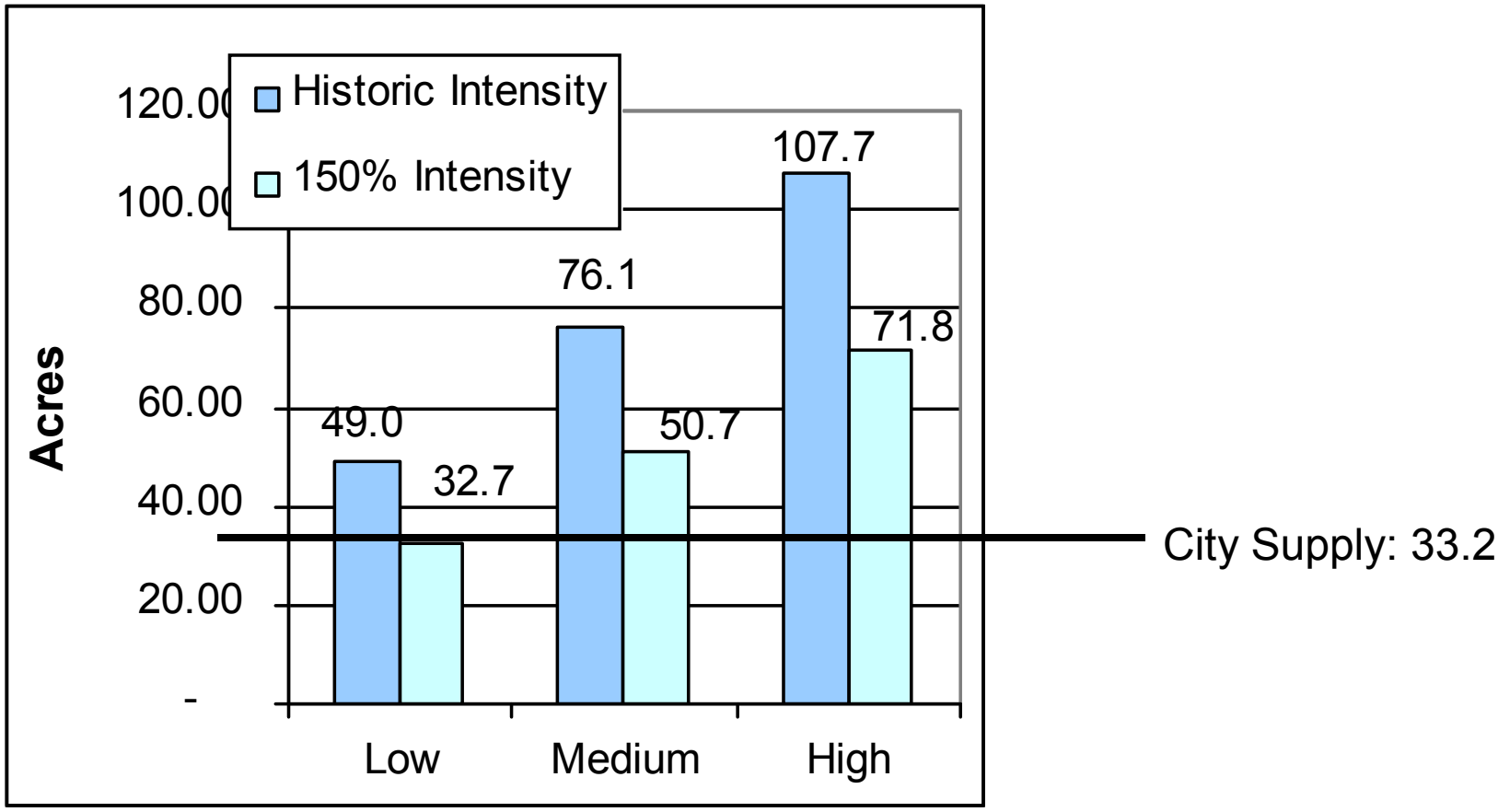
[2]*Park standard of 10 acres per 1,000 persons (2 acres neighborhood, 3 acres service area, and 5 acres citywide) per City of Ventura 1989 Comprehensive Plan.*

NONRESIDENTIAL LAND DEMAND TO 2015
AT HISTORIC DENSITIES

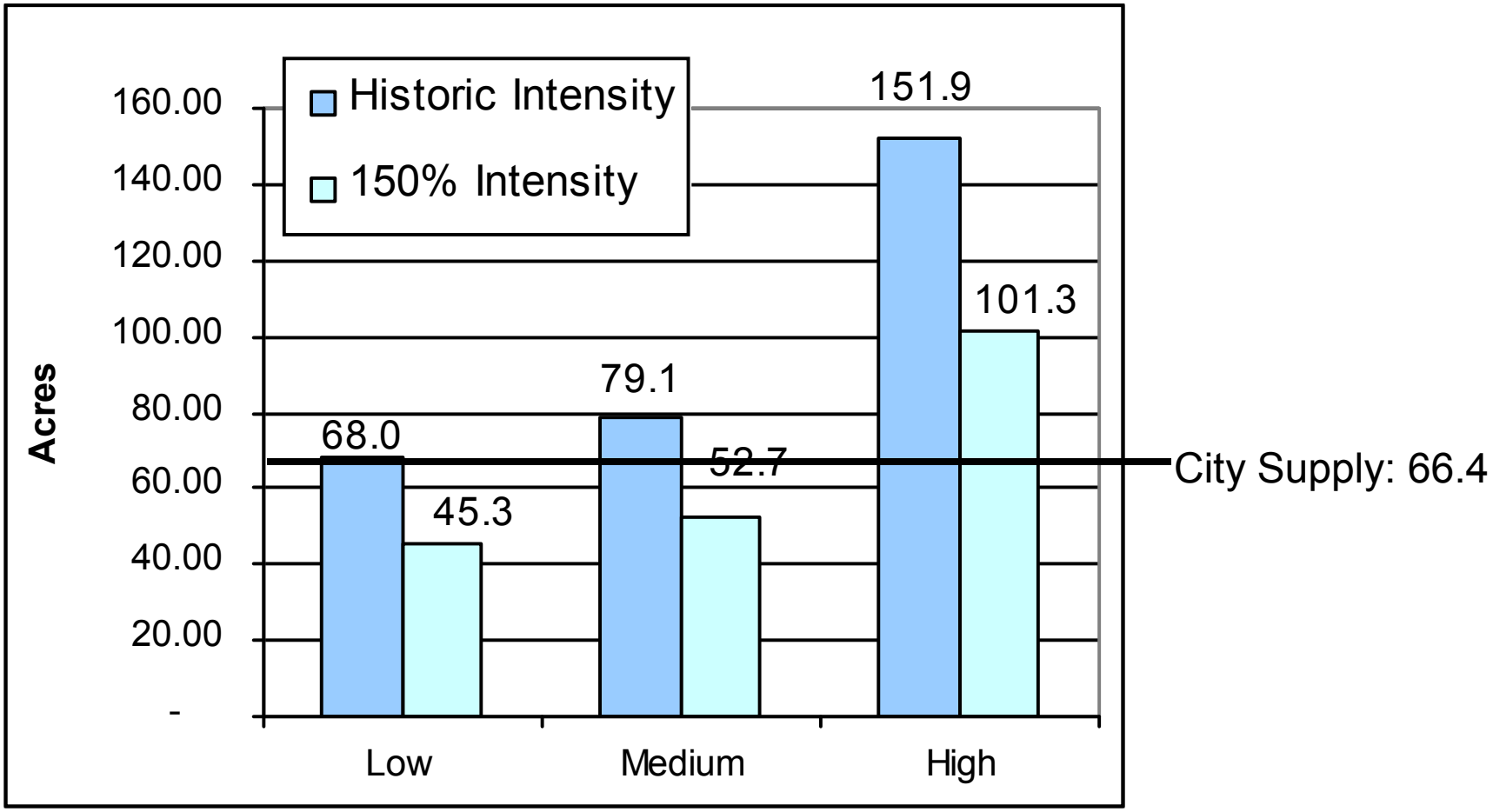
	Low			Medium			High		
	Retail	Industrial	Office	Retail	Industrial	Office	Retail	Industrial	Office
Job Growth	1,258	2,295	2,723	1,465	2,702	4,228	2,813	3,995	5,979
Sq. Ft./	500	500	200	500	500	200	500	500	200
Employee									
Leased Sq. Ft.	**629,150**	**1,147,450**	**544,570**	**732,349**	**1,350,835**	**845,511**	**1,406,338**	**1,997,317**	**1,195,835**
Utiliz. Factor	85%	85%	85%	85%	85%	85%	85%	85%	85%
FAR	0.25	0.40	0.30	0.25	0.40	0.30	0.25	0.40	0.30
Total Sq. Ft.	**2,960,706**	**3,374,853**	**2,135,569**	**3,446,350**	**3,973,045**	**3,315,730**	**6,618,063**	**5,874,461**	**4,689,548**
Acres	**68.0**	**77.5**	**49.0**	**79.1**	**91.2**	**76.1**	**151.9**	**134.9**	**107.7**

Sources: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project, March 2003

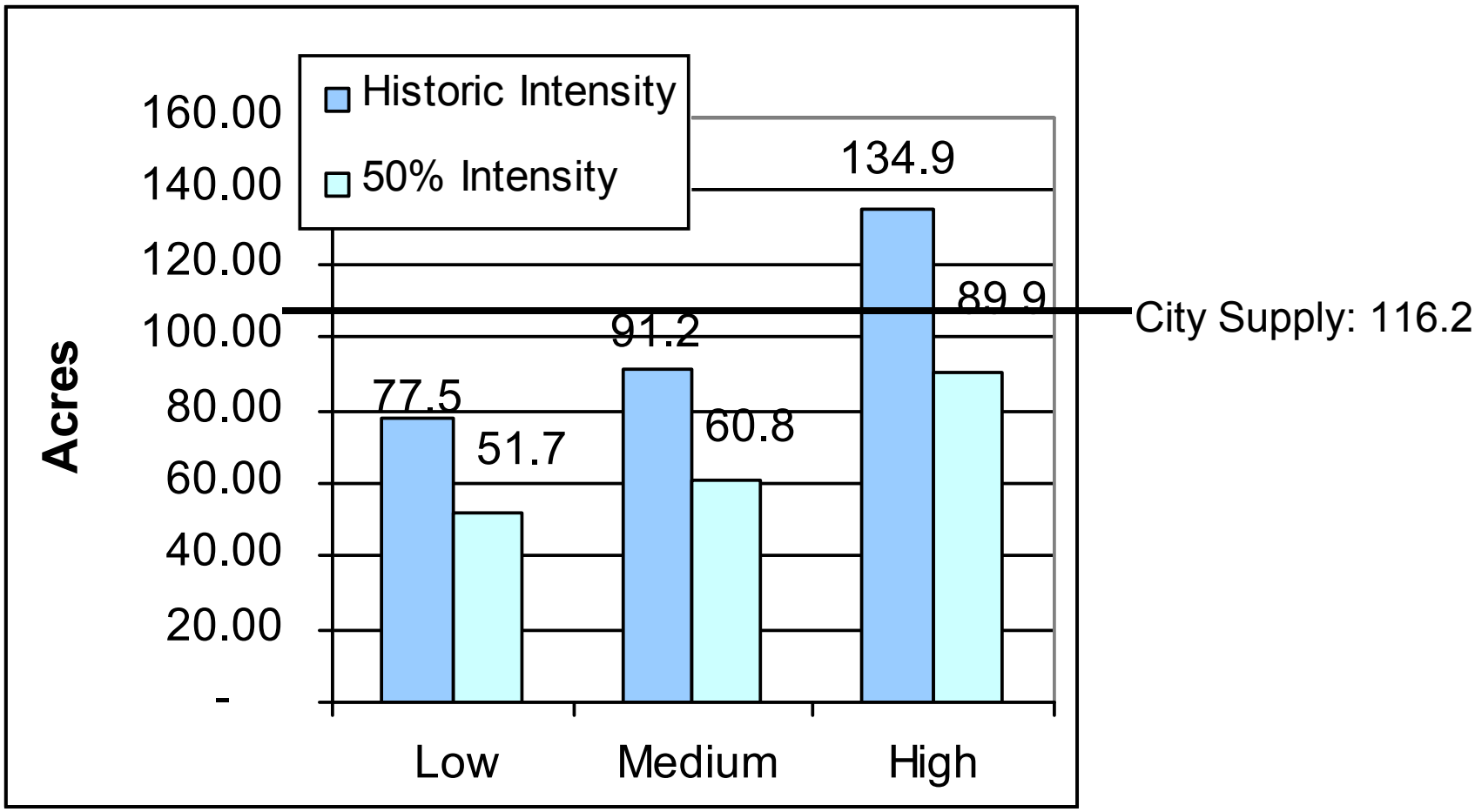
OFFICE LAND DEMAND



RETAIL LAND DEMAND



INDUSTRIAL LAND DEMAND



RANGE OF LAND NEEDED OUTSIDE CITY WITHOUT ANY RE-DESIGNATION

Growth Rate	*Historic Densities Historic Intensities*		*100% Max Density 150% Historic Itensities*	
0.9%	427	residential	360	residential
Medium	56	nonresidential	18	nonresidential
	100	schools	100	schools
	64	parks	64	parks
	17	other	14	other
	664	**acres**	**556**	**acres**
1.25%	668	residential	601	residential
High	163	nonresidential	74	nonresidential
	140	schools	140	schools
	90	parks	90	parks
	27	other	24	other
	1,088	**acres**	**929**	**acres**

Note: Other estimated at 4% of residential acreage. This category would accommodate civic uses such as fire stations, police departments, and libraries. Based on a study preared for the Coalition for a Livable Future 1000 Friends of Oregon (May 2002).

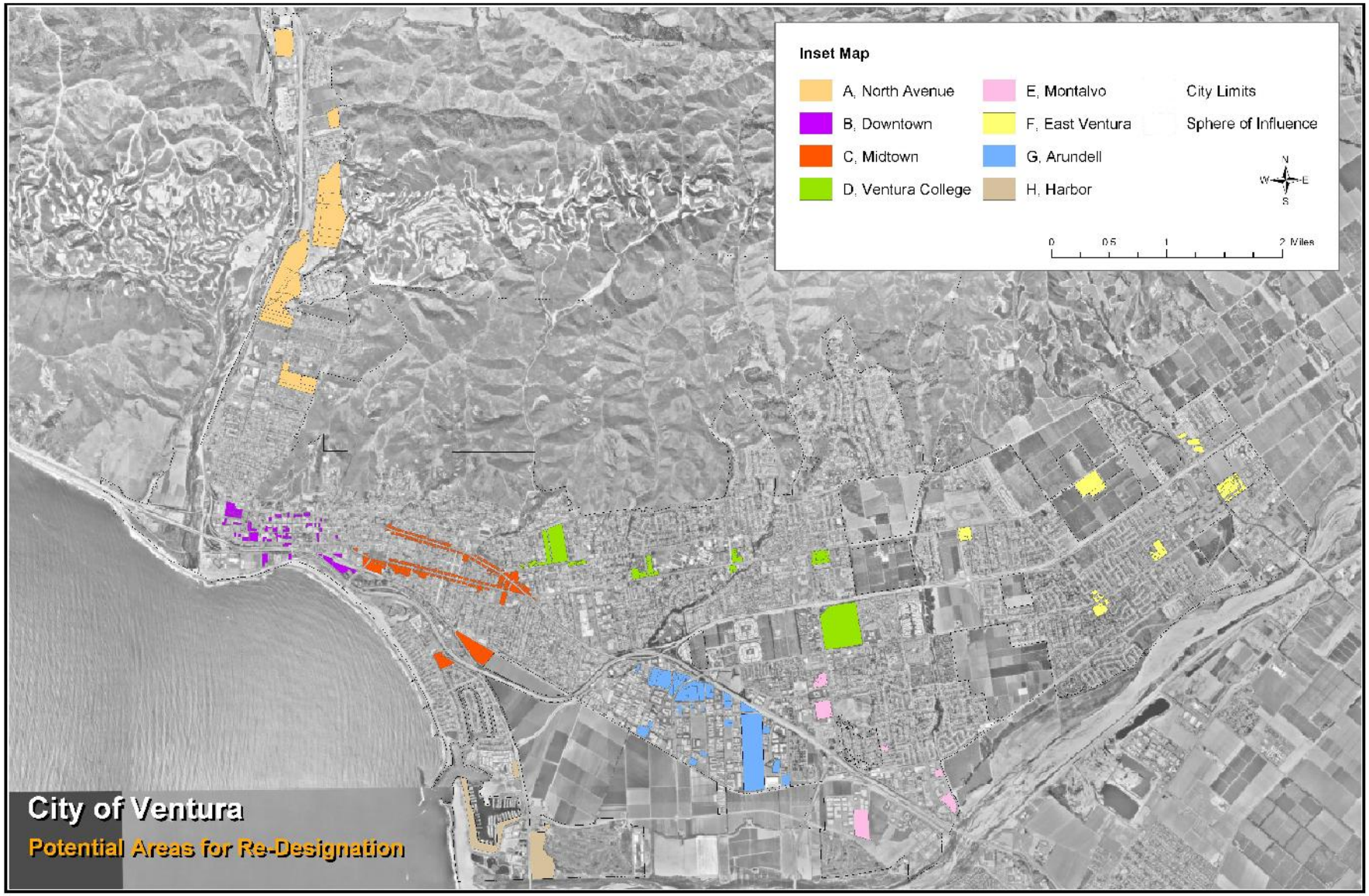
CRITERIA FOR POSSIBLE RE-DESIGNATION TO INCREASE INFILL HOUSING POTENTIAL

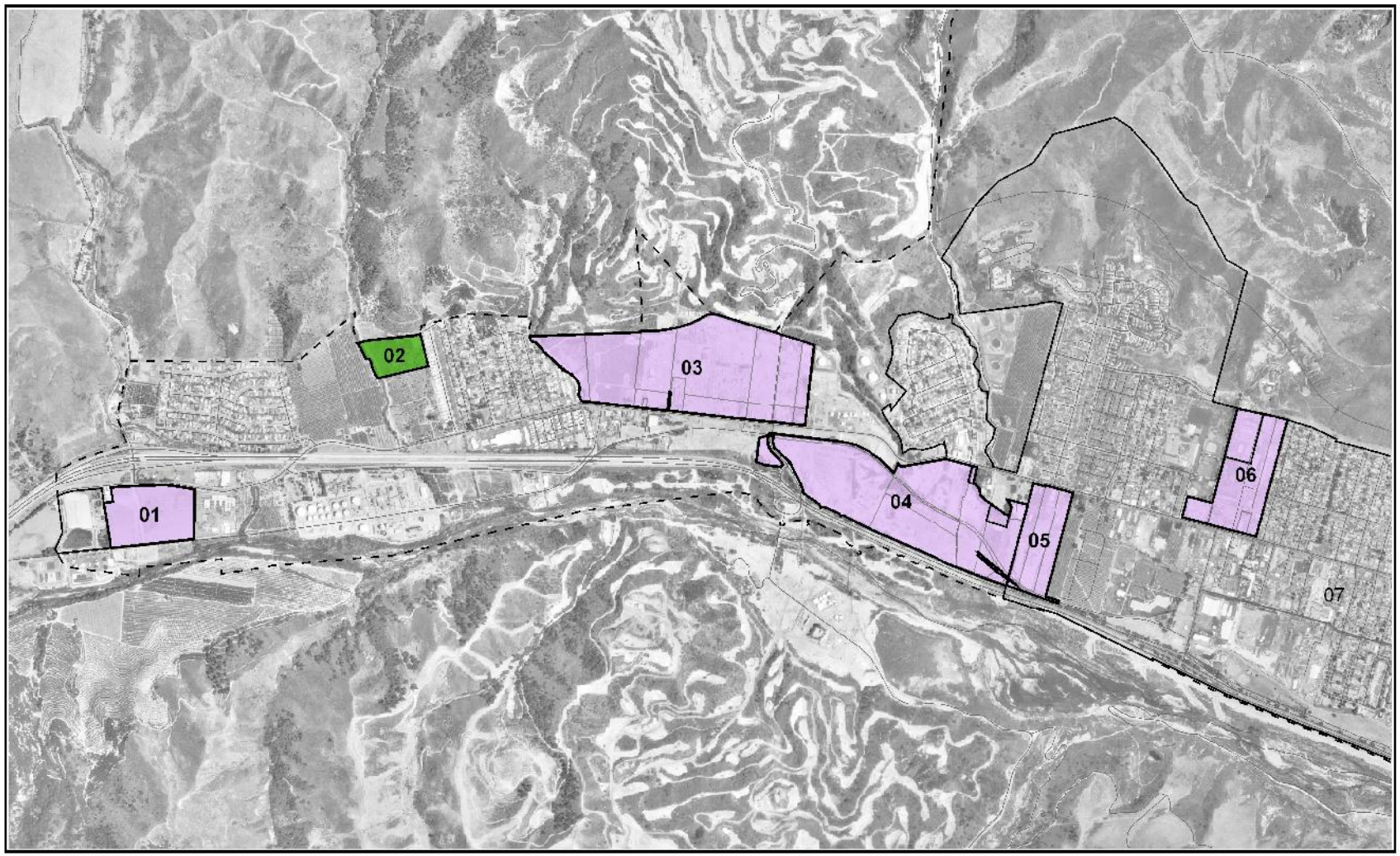
- Vacant/Underutilized Commercial and Industrial Sites within the City Limits

- Vacant/Underutilized Commercial and Industrial Sites within the SOI and Near Existing Developed Areas

- Commercial Sites within the City Limits that can Accommodate Mixed Uses

- Ag.-designated Sites within the SOI that have non-Ag. Uses


Inset Map
A, North Avenue
B, Downtown
C, Midtown
D, Ventura College
E, Montalvo
F, East Ventura
G, Arundell
H, Harbor
City Limits
Sphere of Influence
N
W
E
S
0
0.5
1
2 Miles
City of Ventura
Potential Areas for Re-Designation



City of Ventura

Potential Areas for Re-Designation

Inset Map A: North Avenue

Legend

Industrial

Agricultural

Site Numbers

City Limits

Sphere of Influence

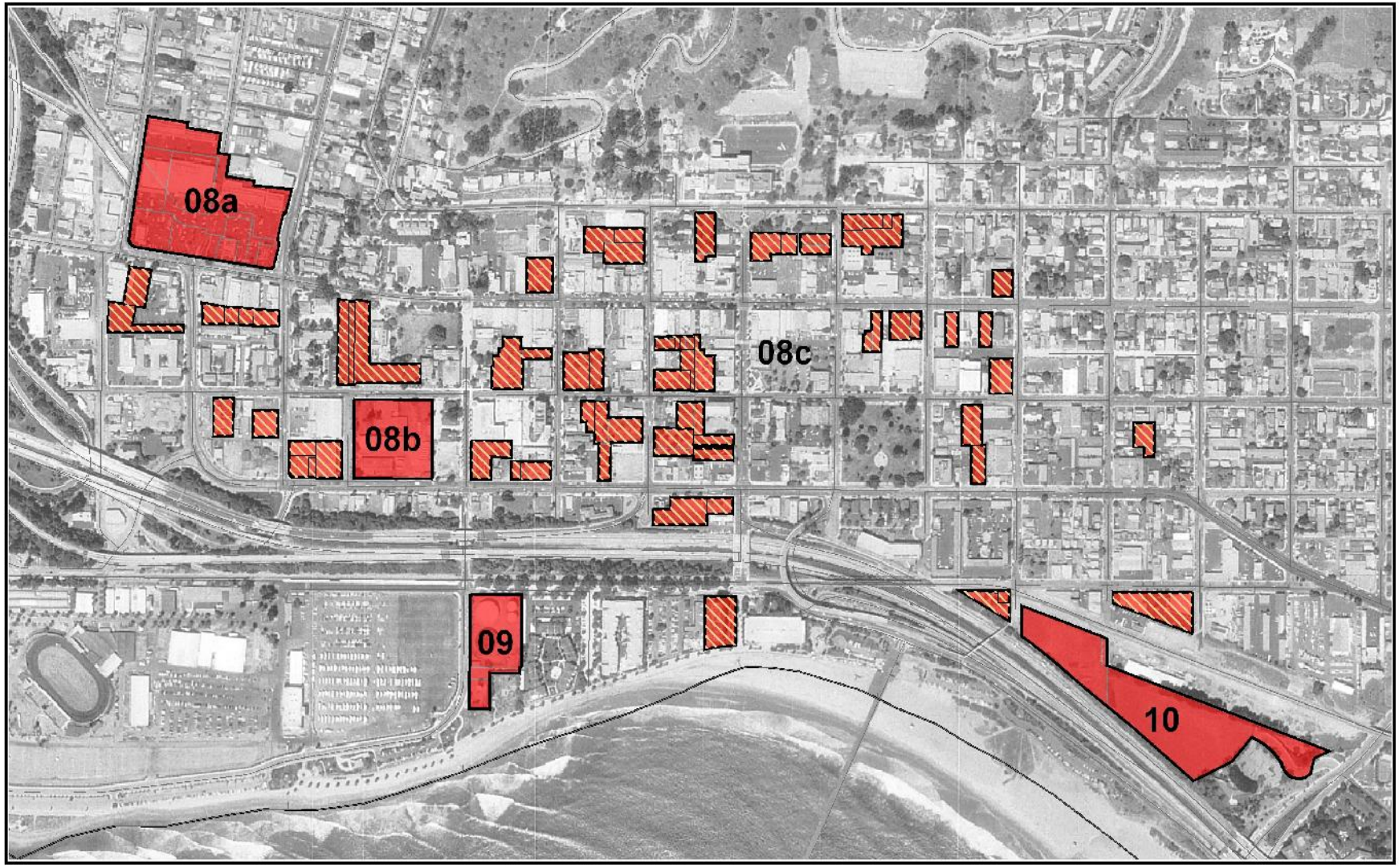
N

0 1,000 2,000 Feet

MAP A: North Avenue

Site No.	Site Name and Location	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (Historic Density)
1	North of Brooks Institute	20	6	120	84
2	East of Proposed Westside Elementary	14	6	84	58
3	North Avenue East (North of Tank Farm)	80	6	480	336
4	North Avenue West (South of Shell Road)	44	6	264	185
5	North of Sycamore Village	20	6 (70%) 15 (30%)	174	122
6	South of De Anza Jr. High	35	6 (70%) 15 (30%)	304	213
	Subtotal:	**213**		**1,426**	**998**
7	Westside Community Revitalization Plan:			2,800*	1,960
	TOTAL:			**4,226**	**2,958**

** Assumes full build-out in accordance with the Westside Community Revitalization Plan (page 15).*



City of Ventura

Potential Areas for Re-Designation

Inset Map B: Downtown

Legend

Commercial

Site Numbers

Surface Parking Lots

City Limits

Sphere of Influence

N

0 500 1,000 Feet

MAP B: Downtown

Site No.	Site Name and Location	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (70% Density)
8a	School District Bus Center and Offices	3	20	60	42
8b	Mission Plaza (Von's) Shopping Center	5	20	100	70
8c	Downtown Surface Parking (25% of Available Area)	5	20	100	70
9	East of Fairgrounds	2	20	40	28
10	Sanjon Triangle	8	20	160	112
	TOTAL:	**23**		**460**	**322**

City of Ventura

Potential Areas for Re-Designation

Inset Map C: Midtown

Legend

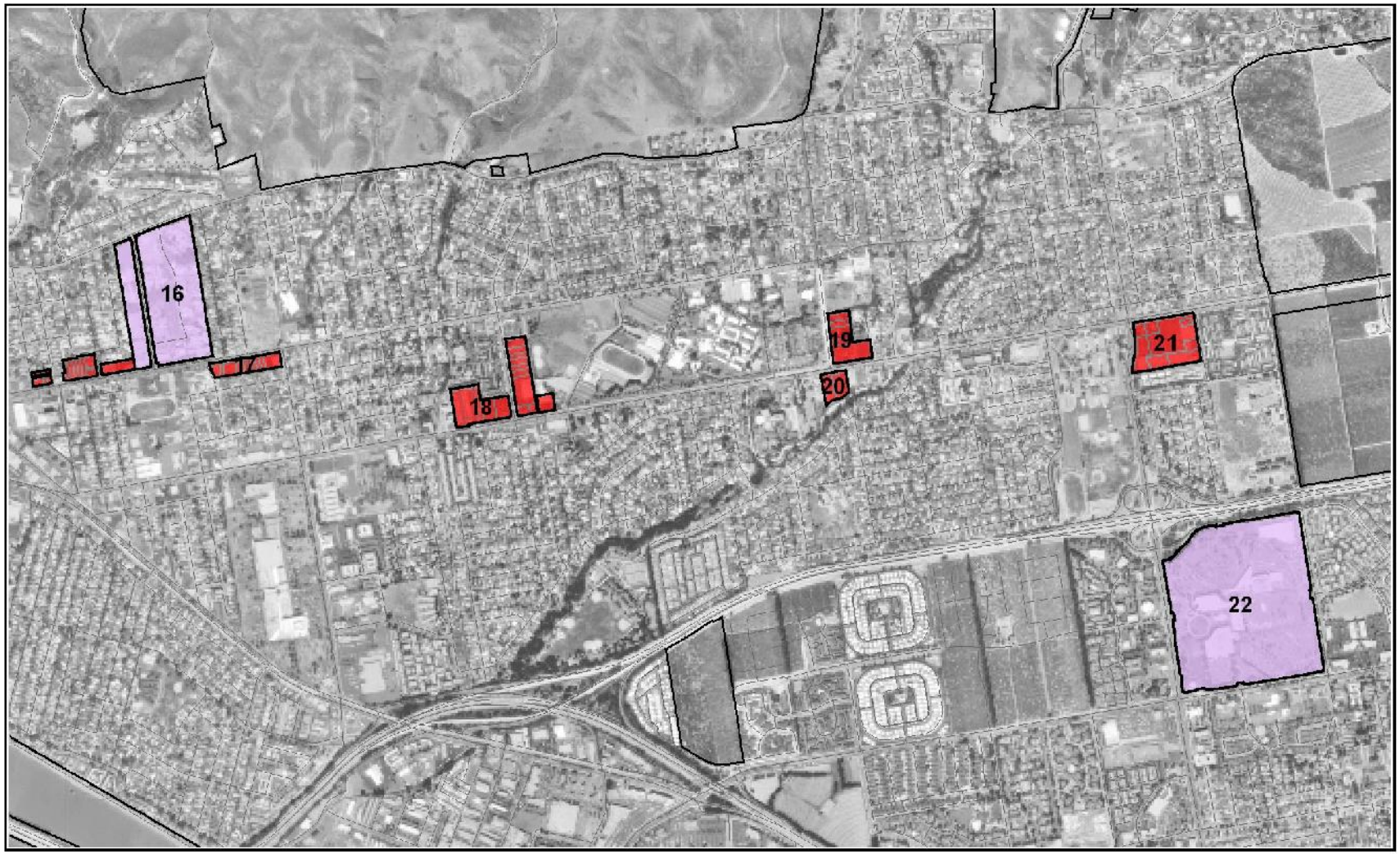
- Commercial
- Industrial
- Site Numbers
- One-story Commercial
- Surface Lots (Parking and Auto Retail)
- City Limits
- Sphere of Influence

N

0 500 1,000 Feet

MAP C: Midtown

Site No.	Site Name and Location	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (70% Density)
11	Sanjon City Yard	6	15	90	63
12	Thompson Blvd. Commercial Corridor	10	15	150	105
13	East Main Street Commercial Corridor	10	15	150	105
14	Seaward Avenue East of Route 101	20	20	400	280
15	Seaward Avenue West of Route 101	8	15	120	84
	TOTAL:	**54**		**910**	**637**



City of Ventura

Potential Areas for Re-Designation

Inset Map D: Ventura College

Legend

Commercial

Industrial

Site Numbers

City Limits

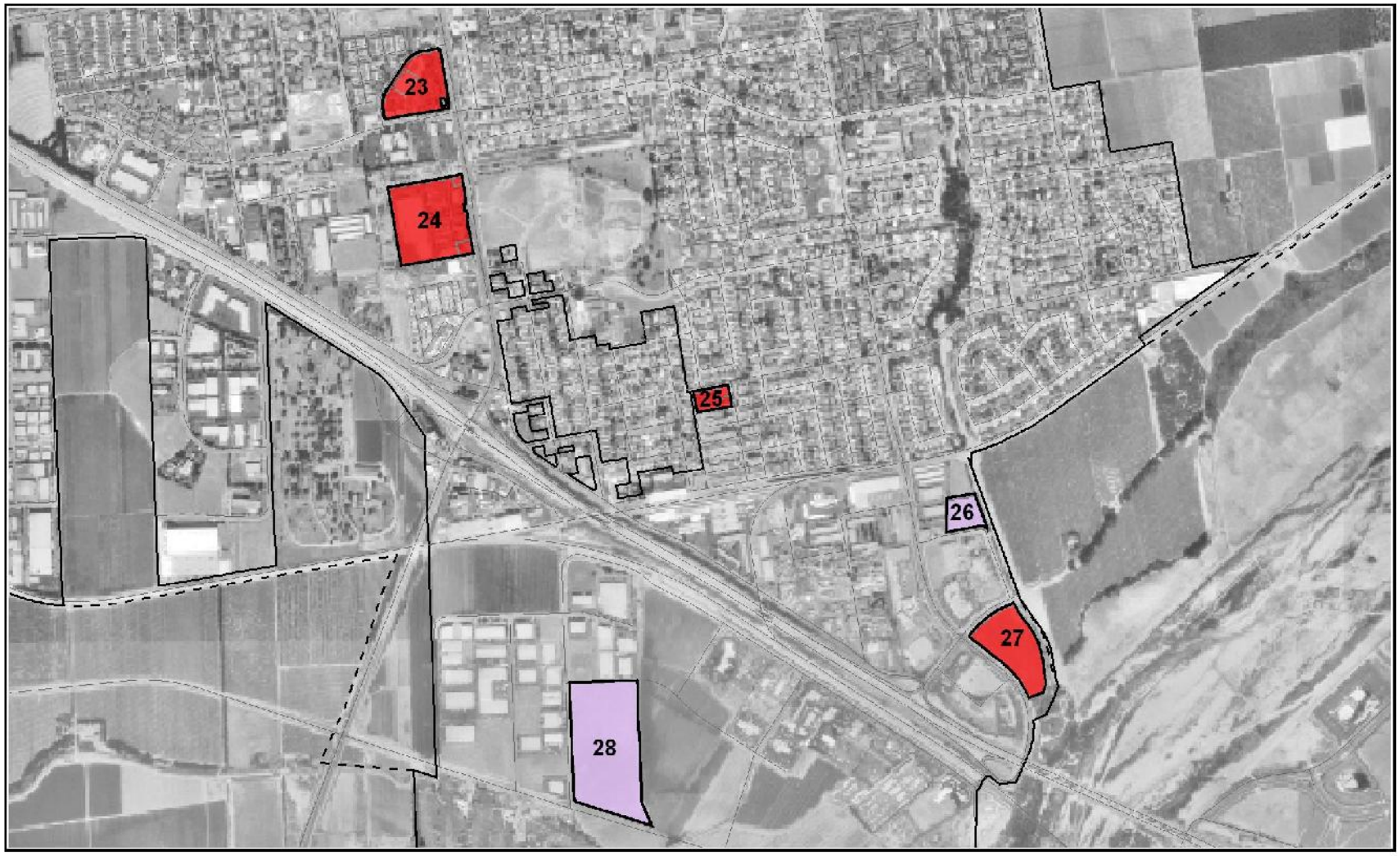
Sphere of Influence

N

0 500 1,000 2,000 Feet

MAP D: Ventura College Area

Site No.	Site Name and Location	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (70% Density)
16	Medical Center Former Juvenile Center	5	20	100	70
17	Loma Vista Professional Office Corridor	7	15	105	74
18	West of Ventura College (Telegraph and Ashwood)	10	15	150	105
19	East of Ventura College (Telegraph and Day)	5	15	75	52
20	West of Mound School	2	15	30	21
21	Victoria Plaza (Telegraph and Victoria)	5	15	75	52
22	County Government Center (20% of entire site)	16	20	320	224
	TOTAL:	**50**		**855**	**598**



City of Ventura

Potential Areas for Re-Designation

Inset Map E: Montalvo

Legend

Commercial

Industrial

Site Numbers

City Limits

Sphere of Influence

N

0 500 1,000 2,000 Feet

MAP E: Montalvo

Site No.	Site Name and Location	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (70% Density)
23	North of Ralston & Victoria (former Ralph's site)	5	15	75	53
24	South of Ralston & Victoria (Kmart Shopping Center)	10	15	150	105
25	Bristol Center	2	15	30	21
26	Johnson Drive (North of Theater)	2	15	30	21
27	Johnson Drive (South of Theater)	8	20	160	112
28	Olivas (Southwest Corner)	20	20	400	280
	TOTAL:	**47**		**845**	**592**

City of Ventura

Potential Areas for Re-Designation

Inset Map F: East Ventura

Legend

Commercial

Industrial

Site Numbers

City Limits

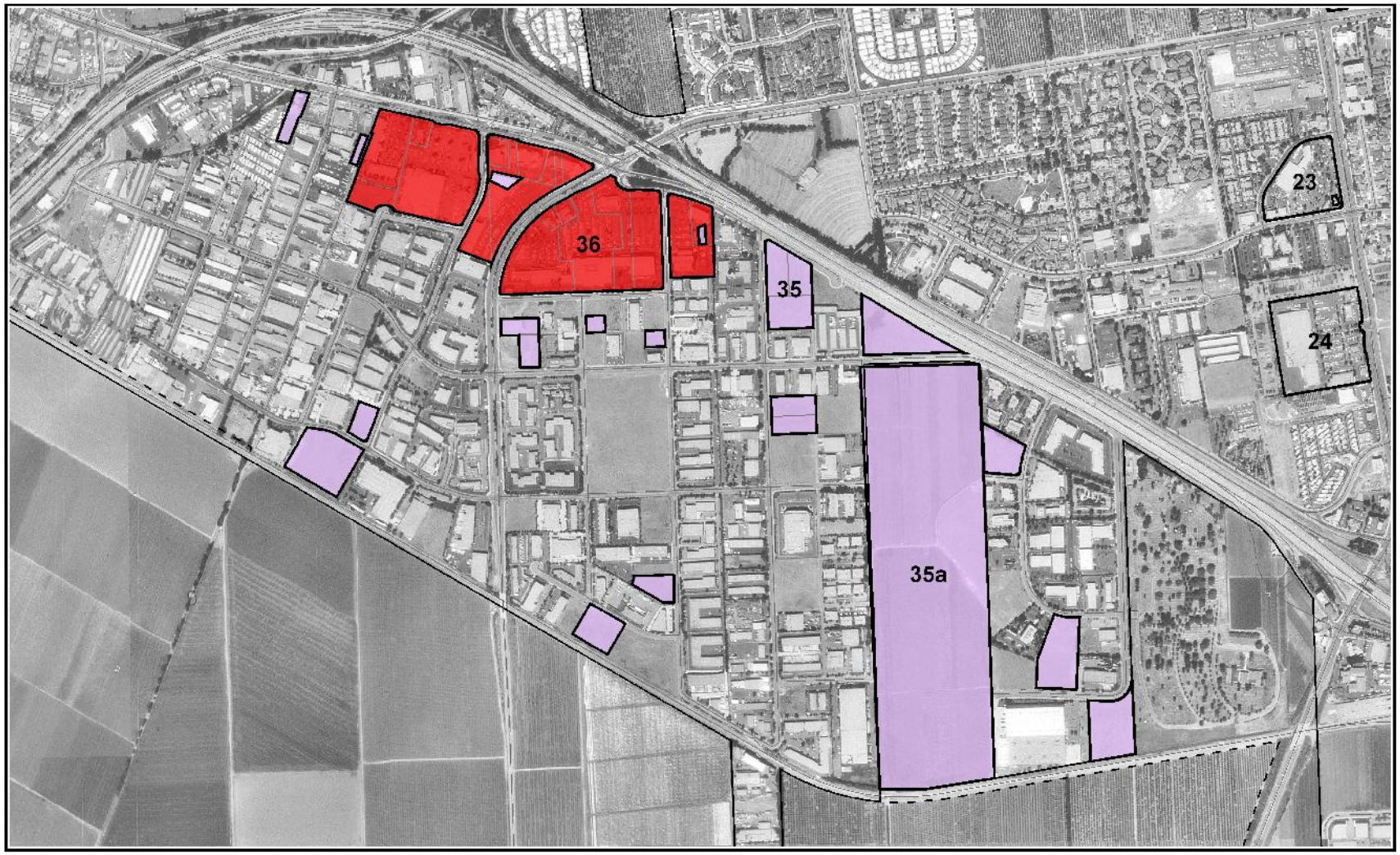
Sphere of Influence

N

0 500 1,000 2,000 Feet

MAP F: East Ventura

Site No.	Site Name	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (70% Density)
29	Telegraph & Kimball (Albertson's Center)	8	15	120	84
30	Edison Site on Telegraph	5	6	30	21
31	Telephone and Petit (Ralph's Center)	10	15	150	105
32	Telephone and Cachuma (Telechuma Center)	9	15	135	94
33	Wells & Citrus (Wells Center)	7	15	105	73
34	Wells & Darling Southeast Corner	15	15	225	158
	TOTAL:	**54**		**765**	**535**



City of Ventura

Potential Areas for Re-Designation

Inset Map G: Arundell

Legend

- Commercial
- Industrial
- Site Numbers
- City Limits
- Sphere of Influence

N

0 500 1,000 Feet

MAP G: Arundell

Site No.	Site Name and Location	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (70% Density)
35	Vacant Industrial Parcels	35	15	525	368
35a	McGrath Property	75	6	450	315
36	Target / Poinsettia Plaza Telephone Road Plaza	50	15	750	525
	TOTAL:	**162**		**1,725**	**1,208**

City of Ventura

Potential Areas for Re-Designation

Inset Map H: Harbor

Legend

- Commercial
- Agricultural
- Site Numbers
- City Limits
- Sphere of Influence

N

0 500 1,000 Feet

MAP H: Harbor Area

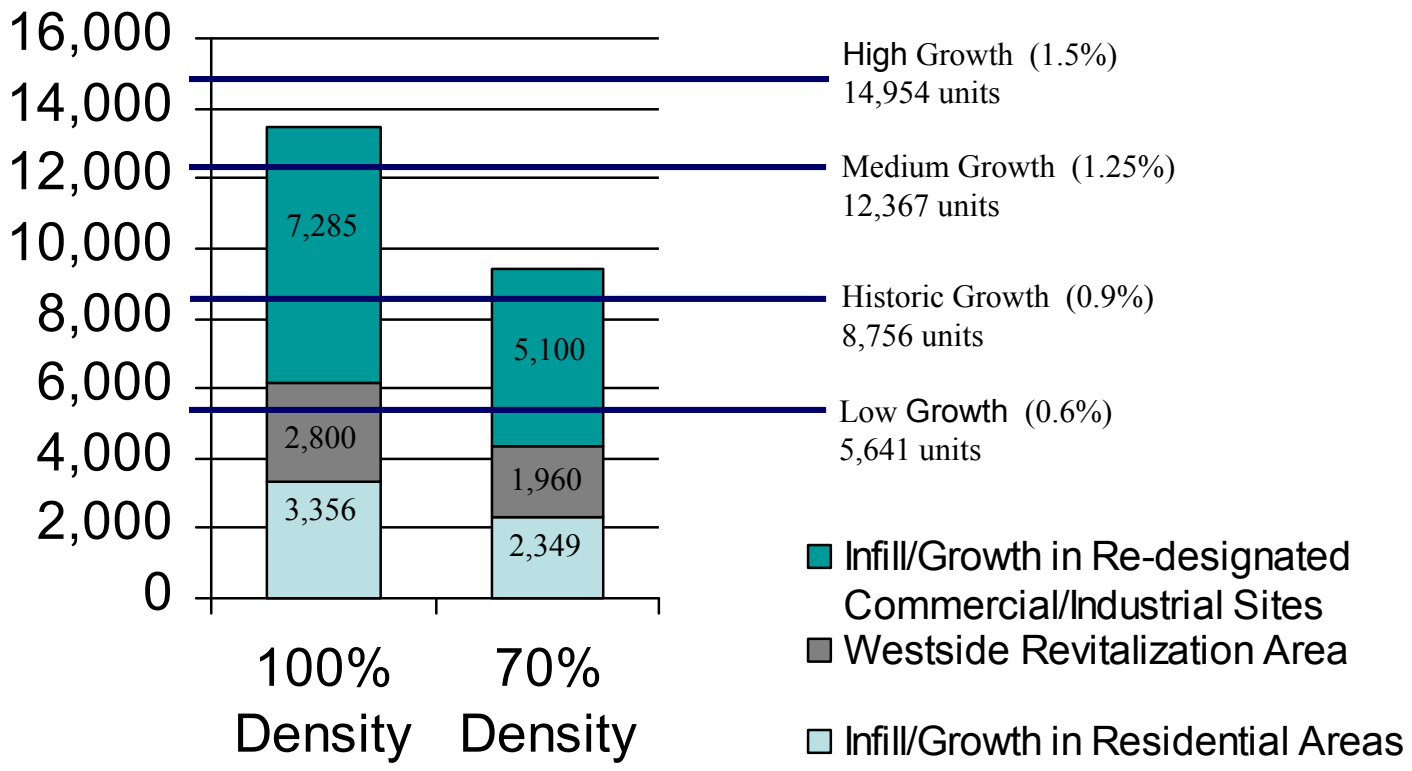
Site No.	Site Name and Location	Developable Area (acres)	Density (units/acre)	Unit Potential (100% Density)	Unit Potential (70% Density)
37	West of the Golf Course	25	6	150	105
38	Harbor Spec. Plan Area	10	15	150	105
	TOTAL:	**35**		**300**	**210**

ADDITIONAL HOUSING INFILL POTENTIAL THROUGH RE-DESIGNATION

Sites for Re-designation	Developable Area (acres)	Unit Potential (100% Density)	Unit Potential (70% Density)
Industrial Sites within City Limits	199	2,750	1,925
Commercial Sites within City Limits	177	2,680	1,876
Within Downtown Spec. Plan Area	23	460	322
Industrial/Commercial/Agriculture Sites within SOI	235	1,395	977
Subtotal:	**634**	**7,285**	**5,100**
Westside Community Revitalization Area:		2,800*	1,960
TOTAL:		**10,085**	**7,060**

**Assumes full build-out in accordance with the Westside Community Revitalization Plan (page 15).*

POTENTIAL INFILL VS. POTENTIAL GROWTH



RANGE OF LAND NEEDED OUTSIDE CITY WITHOUT ANY RE-DESIGNATION

Growth Rate	*Historic Densities Historic Intensities*		*100% Max Density 150% Historic Itensities*	
0.9%	427	residential	360	residential
Medium	56	nonresidential	18	nonresidential
	100	schools	100	schools
	64	parks	64	parks
	17	other	14	other
	664	**acres**	**556**	**acres**
1.25%	668	residential	601	residential
High	163	nonresidential	74	nonresidential
	140	schools	140	schools
	90	parks	90	parks
	27	other	24	other
	1,088	**acres**	**929**	**acres**

Note: Other estimated at 4% of residential acreage. This category would accommodate civic uses such as fire stations, police departments, and libraries. Based on a study preared for the Coalition for a Livable Future 1000 Friends of Oregon (May 2002).

APPENDIX C

CPAC Recommended Sites for Redesignation

Appendix C – CPAC Recommended Sites for Redesignation

Site No.	Site Name and Location	Total Area (acres)	Current Designation	Proposed Re-designation	Possible Density (FAR)	Housing Potential Historic Densities (units) [1]	Commercial and Industrial Potential (sq. ft.)
VENTURA AVENUE/WESTSIDE							
1	North of Brooks Institute	22	Industrial	Mixed Use	0.3	108	71,874
3	North Avenue East (North of Tank Farm)	95	Industrial	Mixed Use	0.3	466	310,365
4	North Avenue West (South of Shell Road)	30	Industrial	Mixed Use	0.3	147	98,010
5	North of Sycamore Village	20	Industrial	Mixed Use	0.5	163	108,900
6	North of Stanley Avenue	14	Industrial	Mixed Use	0.5	114	76,230
7	South of De Anza Jr. High	30	Industrial	Mixed Use	0.5	245	163,350
[1] *Assumes a 75% residential and 25% commercial/industrial mix and 2,000 sf/unit.*				**TOTAL:**		**1,243**	**828,729**
Downtown							
8a	Mission Plaza Shopping Center	9	Spec. Plan	Mixed Use	2.0	294	196,020

Site No.	Site Name and Location	Total Area (acres)	Current Designation	Proposed Re-designation	Possible Density (FAR)	Housing Potential Historic Densities (units) [1]	Commercial and Industrial Potential (sq. ft.)
8b	School District Bus Yard / Offices	3	Spec. Plan	Mixed Use	2.0	98	65,340
10	San Jon Triangle	16	Spec. Plan	Mixed Use	1.0	261	174,240
				TOTAL:		**653**	**435,600**
East Main St. Corridor							
13	East Main Street Corridor[2]	10	Commercial	Mixed Use	1.0	163	108,900
[2]*Estimate of total acreage likely to redevelop*				**TOTAL:**		**163**	**108,900**
East Thompson Corridor							
11	San Jon City Yard	6	Industrial	Mixed Use	1.0	98	65,340
12	Thompson Blvd. Corridor	10	Commercial	Mixed Use	1.0	163	108,900
[2]*Estimate of total acreage likely to redevelop*				**TOTAL:**		**261**	**174,240**
Seaward Ave. / 101							

Site No.	Site Name and Location	Total Area (acres)	Current Designation	Proposed Re-designation	Possible Density (FAR)	Housing Potential Historic Densities (units) [1]	Commercial and Industrial Potential (sq. ft.)
14	Seaward Ave. (East of 101)	23	Industrial	Mixed Use	0.5	188	125,235
15	Seaward Ave. (West of 101)	8	Commercial	Mixed Use	1.0	131	87,120
				TOTAL:		**319**	**212,355**
Loma Vista Corridor							
17	Loma Vista Corridor[3]	10	Prof. Office	Mixed Use	1.0	163	108,900
				TOTAL:		**163**	**108,900**
Telegraph Road Corridor							
39	Pacific View Mall – North	20	Commercial	Mixed Use	1.0	327	217,800
18	West of Ventura College	12	Commercial	Mixed Use	0.5	98	65,340
19/20	East of Ventura College	7	Commercial	Mixed Use	0.5	57	38,115
				TOTAL:		**482**	**321,255**

[3] *Estimate of total acreage likely to redevelop*

Site No.	Site Name and Location	Total Area (acres)	Current Designation	Proposed Re-designation	Possible Density (FAR)	Housing Potential Historic Densities (units) [1]	Commercial and Industrial Potential (sq. ft.)
Victoria Avenue							
23	Victoria Village / Ralston	10	Commercial	Mixed Use	0.5	82	54,450
25	Bristol Center	2	Commercial	Mixed Use	0.5	16	10,890
				TOTAL:		**98**	**65,340**
Arundell							
35	Arundell [4]	35	Industrial	Mixed Use	0.5	286	190,575
35a	McGrath Property	75	Industrial	Mixed Use	0.5	613	408,375
				TOTAL:		**898**	**598,950**
Olivas							
28	Olivas	20	Industrial	Mixed Use	0.5	163	108,900
				TOTAL:		**163**	**108,900**

[4] *Estimate of vacant acreage*

Site No.	Site Name and Location	Total Area (acres)	Current Designation	Proposed Re-designation	Possible Density (FAR)	Housing Potential Historic Densities (units) [1]	Commercial and Industrial Potential (sq. ft.)
Johnson Drive/101							
26	Johnson Dr. North of Theater	2	Industrial	Mixed Use	1.0	33	21,780
27	Johnson Dr. South of Theater	8	Industrial	Mixed Use	1.0	131	87,120
				TOTAL:		**163**	**108,900**
Wells / Saticoy							
33	Wells / Citrus	7	Commercial	Mixed Use	0.5	57	38,115
34	Wells / Darling	20	Industrial	Mixed Use	0.5	163	108,900
				TOTAL:		**221**	**147,015**
Harbor							
38	Harbor Specific Plan Area	10	Spec. Plan	Mixed Use	1.0	163	108,900
				TOTAL:		**163**	**108,900**

APPENDIX D

Planning Considerations Matrix For Potential Expansion Areas

Appendix D - Planning Considerations Matrix for Potential Expansion Areas

Potential Expansion Areas	Planning Considerations Matrix									
	Consistent with the Ventura Vision & Other Planning Documents?	**What legislative actions would be required?**	**Physical constraints (onsite water features, steep slopes, etc.)?**	**Safety or health hazards (contamination, flooding, wildland fire, seismic issues, excessive noise?**	**Would development affect environmentally sensitive habitats or species?**	**Would development directly or indirectly affect agricultural operations?**	**Would major circulation system improvements be needed?**	**Would major infrastructure extensions be required?**	**Does the area present problems for providing essential services (police, fire)?**	**Is the area conducive to "neighborhood oriented" development?**
1.Cañada Larga **Suitability** ◒	Vision states that annexation should be considered (P3.2),.	• Annexation into SOI (site is adjacent to SOI) and City (including LAFCO approval)	Site is comprised by the valley floor, thus developable lands available. Riparian corridor major constraint. Archaeological site (Mission Aqueduct segment) at canyon entrance, though not located on site	• High wildfire risk in areas surrounding site • Limited landslide areas also present in the hills	Yes. Various natural communities present, including grasslands, riparian habitat,	. Cattle grazing operations present; much of area under LCA contract	At present, Yes. Widening of Cañada Larga Road; also, possible improvements to Cañada Larga/Hwy 33 interchange. However, an access road study has been completed by the property owner last year that may address issues	Unlikely. Site is relatively distant from other developed areas, but is adjacent to water plant, sewer plant, and there is a 20-inch gas line running through the property. Improvements to downstream drainage facilities may be needed. Possible long-term cost implications for capital improvements.	Maybe. Site is relatively distant from other developed areas; possible response time concerns. Also, surrounding area is subject to wildland fire hazards.	Maybe. Site is relatively distant from existing neighborhoods, but presence of relatively flat terrain could accommodate mix of uses with pedestrian orientation and provide opportunity for master planning
2. North Avenue **Suitability** ●	Maybe. Site designated "Agricultural" and owned by School District. Vision p.35 (2.5)	• Annexation into City • Voter approval per SOAR	Site is sloped with an east-west riparian corridor.	• High wildfire risk throughout this area • Possible pesticide contamination from agricultural operations	Yes. Various natural communities present, including grasslands, riparian habitat, and limited woodland areas	Yes. Some agricultural operations	No. Access would be from Ventura Avenue.	No. Site is near areas already served by infrastructure.	No. Site is adjacent to developed areas with no obvious access issues.	Yes. Site is adjacent to existing and planned neighborhoods. Terrain allows for mix of uses with pedestrian orientation.
3. Taylor Ranch **Suitability** ○	No. Site designated "Agricultural." Ventura Vision, p. 98 (P2.4) mentions possible conference center, resort/spa, or university.	• Annexation into SOI and City for western portion (including LAFCO approval) • Voter approval per SOAR	Developable, but relatively steeply sloped. Substantial grading and slope stabilization needed to accommodate development.	• High wildfire risk • Possible slope stability issues • Possible pesticide contamination from agricultural operations • Relatively high noise levels in areas adjacent to Hwy 101 • Flooding on eastern 60 acres.	Maybe. Site disturbed by past grazing/ agricultural practices, but nonnative grassland remains.	Yes. Site is currently agricultural and under LCA contract.	Maybe. Depending upon magnitude of development, improvements to Hwy 101 interchange, Main Street bridge over Ventura River may be needed.	Yes. Extension of water, sewer, electrical, natural gas lines across Ventura River needed. Improvements to downstream drainage facilities may be needed. Possible long-term cost implications for capital improvements.	Yes. Site is relatively distant from other developed areas; possible response time concerns. Also, site is subject to wildland fire hazards and hilly terrain presents access challenges.	No. Distance from other developed areas and hilly terrain limit potential for neighborhood orientation.
4.Arroyo Verde Hillside **Suitability** ◒	Maybe. Vision notes conflicting opinions regarding development in foothills. Area designated "Residential," but voters recently rejected hillside housing proposal. Vision p. 96 and p. 98 (P2.6)	• Voter approval per Measure P	Developable, but relatively steeply sloped. Substantial grading and slope stabilization needed to accommodate development.	• High wildfire risk • Possible slope stability issues	Yes. Various natural communities present, including coastal sage scrub, grasslands, and limited riparian habitat.	Yes. No irrigated agriculture, but site is currently grazing land.	Maybe. Depending upon magnitude of development, improvements to Foothill Road (signals, turn pockets, possible widening) may be needed.	Yes. Extension of water, sewer, electrical, natural gas lines into foothill area needed. Possible long-term cost implications for capital improvements.	Maybe. Site is adjacent to other developed areas. However, area is subject to wildland fire hazards and hilly terrain presents access challenges.	Maybe. Site is adjacent to existing neighborhoods, though hilly terrain limits potential for mixed use and pedestrian orientation.

Potential Expansion Areas	Planning Considerations Matrix									
	Consistent with the Ventura Vision & Other Planning Documents?	**What legislative actions would be required?**	**Physical constraints (onsite water features, steep slopes, etc.)?**	**Safety or health hazards (contamination, flooding, wildland fire, seismic issues, excessive noise?**	**Would development affect environmentally sensitive habitats or species?**	**Would development directly or indirectly affect agricultural operations?**	**Would major circulation system improvements be needed?**	**Would major infrastructure extensions be required?**	**Does the area present problems for providing essential services (police, fire)?**	**Is the area conducive to "neighborhood oriented" development?**
5. West Olivas **Suitability** ●	Maybe. Site designated "Agricultural." Vision promotes preservation of agriculture (P2.13), but also calls for possible direct access from Hwy 101 to accommodate future harbor development (P1.29). See also p.35 (2.7 and p. 93 (P1.22)	• Annexation into SOI and City (including LAFCO approval) • Voter approval per SOAR	Flat, developable land. Arundell Barranca present; development potentially provides opportunity to restore concrete channel.	• Possible pesticide contamination from agricultural operations • Relatively high noise levels in areas adjacent to Hwy 101 and Harbor Blvd.	Maybe. Agricultural use generally has little habitat value. Possible minor wetland issues, though Arundell Barranca is channelized through the site.	Yes. Site is Prime farmland within Ventura-Oxnard Greenbelt and is currently used for row crops. Adjacent sites (East Olivas) also agricultural. Direct loss of production; potential for urban/agricultural conflicts.	Maybe. Possible need for new Hwy 101 undercrossing to connect site to Midtown area.	No. Site can be served by existing lines along Harbor Blvd. Possible need to address odor problems at nearby treatment plant.	Maybe. Site access appears good, though lack of a fire station south of Hwy 101 creates possible fire response time issues.	Yes. Site is flat and conducive to mix use and pedestrian orientation. Within walking distance of the harbor and portions of Midtown area.
6. East Olivas **Suitability** ○	Maybe. Site designated "Agricultural." Vision promotes preservation of agriculture (P2.13), but also calls for possible direct access from Hwy 101 to accommodate future harbor development (P1.29)	• Annexation into SOI and City (including LAFCO approval) • Voter approval per SOAR	Flat, developable land. No major constraints present.	Possible pesticide contamination from agricultural operations	Maybe. Agricultural use generally has little habitat value. Possible minor wetland permitting issues associated with agricultural drainages.	Yes. Site is Prime farmland within Ventura-Oxnard Greenbelt and is currently used for row crops. Adjacent sites (West Olivas) also agricultural. Direct loss of production; potential for urban/agricultural conflicts.	Maybe. Possible need for new Hwy 101 under crossing to connect site to Midtown area.	No. Site can be served by existing lines along Harbor Blvd. Possible need to address odor problems at nearby treatment plant.	Maybe. Site access appears good, though lack of a fire station south of Hwy 101 creates possible fire response time issues.	Yes. Site is flat and conducive to mix use and pedestrian orientation. Within walking distance of the harbor and portions of Midtown area.
7. South Montalvo **Suitability** ●	Maybe. Site designated "Agricultural." Vision promotes preservation of agriculture (P2.13), but also suggests potentially developing "interior" parcels to avoid pressure on surrounding agricultural. lands (P8.9)	• Annexation into City • Voter approval per SOAR	Relatively flat, developable land. No major constraints present.	• Possible pesticide contamination from agricultural operations • Within 100-year flood zone and Ventura River dam inundation area • Adjacent to McGrath Fault (potentially active) • Possible liquefaction concerns (high water table)	Maybe. Agricultural use generally has little habitat value, but orchard trees may provide limited habitat for various bird species.	Yes. Site and adjacent lands along river bank are Prime farmland currently used as orchards. Direct loss of production; potential for urban/agricultural conflicts.	No. Only minor road extensions to serve site development needed.	No. Only minor extensions to serve site development needed.	Maybe. Access appears adequate, but possible concerns about Fire Department response time.	Yes. Site is relatively flat and conducive to mix use and pedestrian orientation. Within walking distance of Johnson Drive commercial area.
8. Serra **Suitability** ●	Maybe. Site designated "Agricultural." Vision promotes preservation of agriculture (P2.13), but also suggests potentially developing "interior" parcels to avoid pressure on surrounding agricultural. lands (P8.9)	• Annexation into City • Voter approval per SOAR	Flat, developable land. No major constraints present.	• Possible pesticide contamination from agricultural operations • Adjacent to Oak Ridge Fault (potentially active)	Maybe. Agricultural use generally has little habitat value, but orchard trees may provide limited habitat for various bird species.	Yes. Site includes Prime farmland currently used for row crops and orchards. Direct loss of production; potential for urban/agricultural conflicts, though conversion would avoid conflicts between the site and adjacent residences.	Maybe. Site generally well served by circulation network. Probable need to widen Ramelli Ave. Extension of Kimball, Ralston may improve circulation in the area.	No. Interior site with good access to infrastructure. Only minor extensions to serve site development needed.	No. Interior site with no obvious access concerns.	Yes. Interior site is flat and conducive to mixed use development and neighborhood oriented design. Adjacent to planned new regional park.

Potential Expansion Areas	Planning Considerations Matrix									
	Consistent with the Ventura Vision & Other Planning Documents?	**What legislative actions would be required?**	**Physical constraints (onsite water features, steep slopes, etc.)?**	**Safety or health hazards (contamination, flooding, wildland fire, seismic issues, excessive noise?**	**Would development affect environmentally sensitive habitats or species?**	**Would development directly or indirectly affect agricultural operations?**	**Would major circulation system improvements be needed?**	**Would major infrastructure extensions be required?**	**Does the area present problems for providing essential services (police, fire)?**	**Is the area conducive to "neighborhood oriented" development?**
9. Poinsettia **Suitability** ○	Maybe. Site designated "Agricultural." Vision promotes preservation of agriculture (P2.13), but also suggests potentially developing "interior" parcels to avoid pressure on surrounding agricultural. lands (P8.9)	• Annexation into City (including LAFCO approval) • Voter approval per SOAR	Flat, developable land. No major constraints present.	• Possible pesticide contamination from agricultural operations • Relatively high noise levels in areas adjacent to Hwy 126	Maybe. Agricultural use generally has little habitat value, but orchard trees and adjacent barranca provide limited habitat for various bird species.	Yes. Site includes Prime farmland currently used for orchards. Direct loss of production; potential for urban/agricultural conflicts, though conversion would avoid conflicts between the site and adjacent residences.	Maybe. Site generally well served by circulation network. Possible need for improvements to Foothill Road. Extension of roads through site may improve circulation in the area.	No. Interior site with good access to infrastructure. Only minor extensions to serve site development needed.	No. Interior site with no obvious access concerns.	Yes. Interior site is flat and conducive to mixed use development and neighborhood oriented design.
10. North Juana-maria **Suitability** ◒	Maybe. Vision notes conflicting opinions regarding development in foothills. Area designated "Residential," but voters recently rejected hillside housing proposal. See Vision p. 96 and p. 98.	• Annexation into SOI and City (including LAFCO approval) • Voter approval per Measure P	Developable, but relatively steeply sloped. Substantial grading and slope stabilization needed to accommodate development.	• High wildfire risk • Possible slope stability issues	Yes. Various natural communities present in northern portions, including coastal sage scrub, grasslands, woodlands, and limited riparian habitat.	Yes. Site includes Prime farmland and is currently used for orchards and grazing. Direct loss of production; potential for urban/agricultural conflicts with remaining orchards.	Maybe. Depending upon magnitude of development, improvements to Foothill Road (signals, turn pockets, possible widening) may be needed.	Yes. Extension of water, sewer, electrical, natural gas lines into foothill area needed. Developer would likely fund extensions, but possible long-term cost implications.	Maybe. Site is adjacent to other developed areas. However, area is subject to wildland fire hazards and hilly terrain presents access challenges.	Maybe. Site is on City periphery, but is adjacent to existing neighborhoods. Hilly terrain limits potential for mixed use and pedestrian orientation.
11. Wells **Suitability** ◒	Maybe. Site designated "Agricultural." Vision promotes preservation of agriculture (P2.13), but also suggests potentially developing "interior" parcels to avoid pressure on surrounding agricultural. lands (P8.9)	• Annexation into SOI and City (including LAFCO approval) • Voter approval per SOAR	Relatively flat, developable land. No major constraints present.	• Possible pesticide contamination from agricultural operations • Relatively high noise levels in areas adjacent to Hwy 126	Maybe. Agricultural use generally has little habitat value, but orchard trees may provide limited habitat for various bird species.	Yes. Site includes Prime farmland and is currently used for orchards. Direct loss of production; potential for urban/ agricultural conflicts, though conversion would avoid conflicts between the site and adjacent residences.	Maybe. Site generally well served by circulation network. Possible need for improvements to Foothill Road and Saticoy Avenue. Extension of roads through site may improve circulation in the area.	No. Interior site with good access to infrastructure. Only minor extensions to serve site development needed.	No. Interior site with no obvious access concerns.	Yes. Interior site is relatively flat and conducive to mixed use development and neighborhood oriented design.
12. North Wells **Suitability** ◒	Maybe. Vision notes conflicting opinions regarding development in foothills. Area designated "Residential," but voters recently rejected hillside housing proposal. See Vision p. 96 and p.98.	• Annexation into SOI and City (including LAFCO approval) • Voter approval per Measure P	Developable, but relatively steeply sloped. Substantial grading and slope stabilization needed to accommodate development.	• High wildfire risk • Possible slope stability issues	Maybe. Agricultural use generally has little habitat value, but orchard trees may provide limited habitat for various bird species.	Yes. Site includes Prime farmland currently used for orchards. Direct loss of production; potential for urban/agricultural conflicts with remaining orchards.	Maybe. Depending upon magnitude of development, improvements to Foothill Road (signals, turn pockets, possible widening) and Wells Road may be needed.	Yes. Extension of water, sewer, electrical, natural gas lines into foothill area needed. Developer would likely fund extensions, but possible long-term cost implications.	Maybe. Site is adjacent to other developed areas. However, area is subject to wildland fire hazards and hilly terrain presents access challenges.	Maybe. Site is relatively distant from other developed areas. Hilly terrain limits potential for mixed use and pedestrian orientation.

APPENDIX E

PSOMAS July 9, 2003 Memorandum

PSOMAS

Information and Engineering Solutions

July 9, 2003

Joe Power
RINCON CONSULANTS
790 East Santa Clara Street, Suite 103
Ventura, CA 93001

Subject: Water, Wastewater and Drainage Analysis of Alternative Scenarios

Dear Mr. Power:

We have completed our analysis of the two alternative scenarios with relationship to impacts on water, wastewater and drainage systems. Attached for your use at the upcoming advisory committee meeting are the following write-ups.

- Impacts of Development of the Expansion Areas (Scenario 2)
- Impacts of Overall Growth (at 0.9% to 2025)
- Comparison of Scenarios
- Cost Assumptions Discussion

The Cost Assumptions Discussion is followed by some major infrastructure improvements that can be identified at this time and their approximate costs. We hope this information is helpful in selection of the recommended alternative and we look forward to working with you on the remaining tasks toward adoption of a plan.

Sincerely,

PSOMAS

Michael D. Swan, PE
Senior Project Manager

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Wastewater, Water and Drainage
Impacts of Development of Expansion Areas

Development of the Proposed Expansion Areas with the proposed land uses would have the following impacts on the Water, Wastewater and Drainage Systems, summarized by area.

Area 2 – This area is in the north end of the Ventura Avenue area and is therefore outside the boundary of the City's sewer service area. It would be sewered by Ojai Valley Sanitary District as is the surrounding area. Average sewage flow from this area is projected at just under 0.12 million gallons per day (mgd). Depending on phasing and surrounding development, the Sanitary District should be able to be accommodate this in their existing 3.0 mgd wastewater reclamation plant which is currently running at about three-quarters capacity.

Water demand for this area is projected to be approximately 290 acre-feet per year (AFY) which would be served by extensions and looping from existing City water mains in the area. As with any of these areas, storage within the appropriate pressure zone and other appropriate system improvements would have to be analyzed and implemented as required to serve these areas but those types of system improvements are anticipated to be handled by development impact fees and/or capital improvements installed in conjunction with the development. It should be noted that for these expansion areas currently in agricultural use, water is currently being provided by private wells and not by the City. Although the new water demands from urbanization of these parcels would add to the demand on the City's water system, it is likely that a potential water supply source (well) may come over to the City for use in serving this area and for incorporation into the existing system. Even if an existing well is found to be not economically viable for use by the City, an additional supply commensurate with the existing agricultural irrigation demand for the parcel may be available in the groundwater basin for extraction by other City wells in the area.

Drainage runoff from the urbanization of these existing agricultural expansion areas would be markedly increased due to the change from pervious to paved area on much of these parcels. However, as a condition of development, the developer would be required to construct detention basins to limit runoff to pre-development levels and/or correct any downstream deficiency created by the development. With current water quality requirements on new development projects, existing erosion and stormwater quality problems caused by agricultural runoff would actually be improved or alleviated by development of each of the four expansion parcels and implementation of stormwater quality improvements, BMPs, etc.

Area 7 – This area is projected to generate approximately 0.39 mgd of sewage flow, which would be tributary to the City's Wastewater Reclamation Facility via the Olivas-Bristol Trunk Sewer system. No major capacity constraints are apparent in this system, however, with any of these proposals, a detailed investigation of downstream facilities would be required prior to development approvals, based on more specific information.

Water demands for this expansion area are projected to be about 970 AFY, which would fall within the City's existing 330 Pressure Zone.

Area 7 would appear to drain directly to the Santa Clara River and/or to the downstream reaches of Harmon Barranca near its inlet to the River. No major capacity constraints are apparent in any of these facilities especially in light of the previous discussion on runoff limitations, which is applicable to all of these areas.

Area 8 – As with Area 7, this area is tributary the Wastewater Reclamation Facility via the Olivas-Bristol Trunk Sewer system as well, and is projected to generate an average sewage flow of 0.56 mgd.

Water demands for this area are projected at almost 1500 AFY and although located just across Bristol from Area 7, this area would be in the City's existing 430 Pressure Zone.

Drainage from this parcel would also be to the Santa Clara River and could drain through Area 7, which is to the south. Therefore, the two areas could potentially share any new drainage improvements required. Area 8 could drain down Bristol Road or through Area 7 to get to the downstream reaches of Harmon Barranca or to get directly to the River.

Area 9 – Based on proposed land uses, an average sewage generation of approximately 0.32 mgd is projected from Area 9, which is just north of Highway 126 between S. Hill Road and Harmon Barranca. This area would be tributary to either the sewer main that runs westerly along the north side of Highway 126 or across 126 down to the Telephone Road. Apparently, neither one of those facilities have much additional capacity and some reaches might need to be paralleled to accommodate this flow. A detailed analysis should be undertaken prior to development approval of this parcel.

This area would generate an additional water demand of 690 AFY and would be served primarily by the City's existing 430 Pressure Zone. Development of both Areas 8 and 9 would give the City the opportunity to provide additional looping of the 430 Pressure Zone to provide additional reliability to that water system.

Drainage from Area 9 would be tributary to the County of Ventura's existing 7' x 7' RCB in Telephone Road that flows to Arundel Barranca, which has been shown to be deficient in handling existing storm flows. This should be addressed through a detailed drainage analysis prior to development approval of this area. As a potential benefit, construction of desilting facilities and stormwater quality improvements in conjunction with development of this large agricultural area should reduce sediment loading and improve the water quality of flow tributary to the Keys.

Wastewater, Water and Drainage
Impacts of Overall Growth

Whichever alternative or combination of alternatives is selected, the overall impact of development at the projected 0.9% population growth and additional commercial and industrial development will result in the impacts generally described below on the Wastewater, Water and Drainage Systems. The growth rate utilized in this analysis calls for just under 9,200 additional housing units, 111 acres of additional retail commercial, 122 acres of office commercial, and 157 acres of additional industrial development by the year 2025. These statistics are used to arrive at the impacts described below without regard to site-specific information or areas of proposed development.

Wastewater – Sewage flows would increase by approximately 3.7 mgd. However, it should be noted that some of this would likely be tributary to Ojai Valley Sanitary District, if any of the growth is north of Dakota Street in the Ventura Avenue area. With the existing Water Reclamation Facility capacity rated at 14 mgd and current average flows running around 10.5 mgd, this would take the Plant right to the brink of capacity, depending on how much of the growth is in the north portion of the Ventura Avenue area. Therefore, an expansion to the Wastewater Reclamation Facility should be in the planning/design phases by around year 2020 at these growth rates and assuming current unit flow factors hold true. If additional conservation measures are realized, the need for expansion could be deferred.

It should be noted that redesignation of commercial and industrial uses to more intense, mixed use, especially in the downtown area, would potentially cause sewer capacity constraints in the tributary sewer mains serving these areas. Most of the proposed densities in these mixed use areas are in the 15 to 30 dwelling units per acre range (with some higher), which could impact many of the smaller sewer mains that have little or no surplus capacity. As more site-specific information is available on these proposed developments, sewer routing studies can be undertaken to determine if capacity constraints exist and develop improvements to mitigate them.

Water – Water demands would increase by a projected 6 mgd or 6,730 AFY by year 2025. This projection is also based on current per capita consumption and unit flow factors. The additional demand would be on top of the current water production totals of approximately 19,000 to 21,500 AFY over the past few years. This range is due to seasonal climate and rainfall variations. Using the higher, conservative existing production, the total demand at year 2025 would be around 28,000 AFY. In comparison, the City's current Urban Water Management Plan (Dec. 2000) projected a demand of 27,624 AFY for the year 2020. If some or all of the approximately 3.7 mgd (4,140 AFY) of projected additional wastewater can be reused for irrigation of open spaces, the demand on the treated water system could be reduced accordingly.

The higher intensity land uses associated with the proposed mixed uses could cause fire flow and pressure problems. In order to attain some of the higher densities 3 to 4 story structures would be required. In areas where existing pressures are marginal, such as the 210 Pressure Zone in the North Ventura Avenue area, booster pumps may be required to attain adequate pressures in the upper floors. Also, fire flow demands and storage may be inadequate in the existing system depending on main sizes. As more site-specific information is available on these proposed developments these issues should be addressed.

Drainage – Drainage runoff from parcels is dependent primarily on the percent impervious factor assigned to the particular parcel. In general, redesignation of commercial or industrial parcels to mixed use developments should not significantly alter projected drainage runoff quantities. Likewise, development of vacant and underutilized parcels within the City, as long as they were projected for some type of development (with the exception of parks and open space) under the current general plan would not increase runoff substantially. Increasing density or development intensity does not, in and of itself, increase the percent impervious factor and therefore, with the exception of the conversion of the four expansion areas from agriculture to development discussed in that section herein, impacts from the growth projected from any combination of development in the two scenarios should not significantly impact existing drainage systems.

Comparison of Scenarios

The basic difference between the two scenarios being considered is that Scenario 1 includes the redesignation of some 27 areas throughout the City primarily from commercial or industrial land uses to mixed use and Scenario 2 includes expansion into four areas that are currently under agricultural use and are unincorporated County parcels. For the most part the residential mixed uses are at densities ranging from 15 to 30 dwelling units per acre with a few parcels going as high as 60 units/acre. A detailed comparison of each parcel proposed for redesignation or for each proposed expansion area with regard to the potential impact on the existing water, wastewater or drainage system infrastructure is beyond the scope of this analysis as it would require a substantial amount of detailed information, investigation and analysis. However, a comparative discussion of the pros and cons of each scenario related to these systems is included herein.

Development of the proposed expansion areas for the most part would be easier and have a less significant impact on the water, wastewater and drainage systems than the mixed use redesignation scenario. Since the proposed expansion areas are located such that they are more like infill areas, development of these areas should not cause insurmountable problems relative to providing water, wastewater and drainage service to the parcels.

Whether developing new parcels or intensifying existing land uses as in the redesignation scenario, additional water supply and storage facilities will be required. However, with the proposed expansion areas the required distribution system improvements can generally be provided by looping existing water pipelines on either side of the expansion area sometimes in proposed new roadways through the development or in widened portions of existing roadways. With the densities proposed in the mixed use areas, three to four story construction would generally be the norm, which in most cases would require higher fire flow requirements than the current use or than what is currently available. Therefore, new, larger diameter water mains will generally be required around the perimeter of these parcels, at a minimum. These facilities would generally have to be constructed within existing roadways where space for more utilities is sometimes hard to find and construction is more difficult than the extension of water lines into the proposed expansion areas. The mixed use areas would generally require a looped 16-inch diameter water system around the perimeter of the development. With pavement removal and replacement and traffic control, this could cost on the order of $125 to $150 per linear foot of water main.

As mentioned previously, the current Wastewater Reclamation Facility has adequate capacity to serve most of the proposed growth out to year 2025 and the scenario selected would have no impact on that. Development of Expansion Area 2 is outside the City's sewer service boundary and would be sewered by Ojai Valley Sanitary District. Areas 7 and 8 would be tributary to the existing Olivas-Bristol Trunk Sewer, which would appear to have adequate capacity to accommodate the proposed flows. However, Area 9 would be tributary to the Telephone Road sewer line, which could require some paralleling to obtain adequate capacity for the projected flow. So, for the most part, sewer service could be provided to the proposed expansion areas without significant difficulty. On the other hand, mixed use development tends to increase wastewater flows substantially because of the significantly higher flow from high density residential land uses on a per acre basis. If existing sewer collection lines are found through detailed investigation to be undersized to handle this increased flow, new, parallel sewer mains, or relief trunks, are required. These required improvements sometimes reach for substantial lengths until the downstream facilities are found to have adequate capacity. In many areas, this could require miles of new, larger sewer mains, through existing streets. As with the water system, these improvements can be expensive. Determining the required improvements on a parcel by parcel basis is not appropriate here. The entire cumulative plan for redesignation should be considered and a comprehensive sewer master plan prepared so that any capacity improvement projects required for one project can be combined with others to obtain the most cost effective improvements to serve the entire comprehensive plan proposal.

With regard to drainage, the redesignation of commercial and industrial areas into mixed use areas should not tend to increase storm runoff, since runoff is dependent on the impervious factor of a parcel. Typical single or two story industrial or commercial development usually results in a fairly high impervious factor due to the expansive parking lots and building coverages. With nixed use, there is usually more "vertical" development including parking structures and, if anything, more open space is actually included to break up the density and to serve the residential portion of the development. Therefore, this type of development should not adversely impact downstream drainage systems over what is included in the current general plan. Whereas, development of the existing agricultural uses in the expansion areas would significantly increase storm runoff quantities resulting in higher costs to deal with drainage issues than for the scenario with redesignation. However, with existing drainage and storm water quality regulations, new development, as would be proposed in these areas, would be required to either retain storm flows on-site and/or mitigate any downstream capacity constraints. In fact, construction of combination detention/water quality basins in conjunction with development of these expansion area parcels would mitigate current water quality and sediment transport problems that the City is currently faced with. Development of these parcels and implementation of required drainage mitigation measures such as this could actually help provide the City with a solution to deal with these issues.

Cost Assumptions

Water

Connection fees would be paid by all new developments, regardless of whether they are expansion parcels or redesignation parcels and would cover each project's "buy-in" to existing City supply, storage and transmission/distribution system. Developer would construct all local distribution improvements in addition to those backbone improvements assumed to be required and shown on the attached tables. Other specific assumptions are included in the tables for the Redesignation Scenario and Proposed Expansion Scenario.

Sewer

Sewer connection fees paid by all new developments should finance each project's wastewater treatment plant and trunk sewer capacity. Using the City's sewage flow factors, the projected flows for commercial and industrial development would be equivalent to approximately 18 and 24 dwelling units per acre, respectively. Therefore, and mixed use densities less than those densities should theoretically not adversely impact the collection system any more than build-out of the current general plan. However, there are certain sewers and lift stations in the City that will likely be deficient under build-out of the current general plan. Plus, there are extremely old sewers in some of the downtown areas that are in need of replacement. Identifying each of these facilities and the appropriate corrective action for each of the expansion areas and redesignation areas is beyond the scope of this analysis and would require a complete sewer master plan. As a condition of development of any parcels, the property owner may be required to accomplish an engineering analysis of the downstream trunk sewer system. If downstream capacity constraints are caused by the development, these reaches will have to be paralleled and in some cases the City may request upsizing these parallels at some level of cost sharing between the developer and City. The only parcel that would appear to require a parallel sewer line construction, without detailed analysis of all of the expansion areas and redesignation areas, is Expansion Area 9. This area is tributary to an existing 8- and 10-inch sewer main that runs westerly along Highway 126 and would appear to require a minimum parallel 8-inch sewer for at least 7,000 feet off-site. The developer's cost for this is estimated at approximately $300,000, on top of which the City could contribute toward upsizing.

Drainage

The expansion areas would have land available to retain flow (detention basins) if needed so that capacity of downstream facilities is not adversely impacted, however, most redesignation areas would not. But there should be no increase in the impervious percentage of the land being redesignated from either commercial or industrial to mixed use. Therefore, the redesignation of these parcels should not adversely impact downstream drainage capacity beyond what would be envisioned with build-out of the current general plan. However, any existing drainage system deficiencies would still need to be corrected.

Redesignation Water Improvements

Site No.	Pipe Length	Cost
5	3,600	$540,000
6	2,500	$375,000
7	1,300	$195,000
8	2,000	$300,000
9,10,11	16,000	$2,400,000
15	3,200	$480,000
23,24	5,500	$825,000
27	10,000	$1,500,000
		$6,615,000

Assumes any density over 15 du/acre needs 16-inch loop tied to existing distribution system due to increased fire flow plus higher pressure requirements with structures over 2 stories. Actual developments would need to be analyzed on case-by-case basis at time of development.

PEA Water Improvements

PEA	Pipe Length	Cost
2	n/a	0
7	12,000	$1,500,000
8	8,000	$1,000,000
9	5,200	$650,000
		$3,150,000

PEA 2 requires only local distribution system improvements.
PEA 7 requires 16-inch line thrrough project parallel to Bristol and then offsite in Bristol westerly to existing 330 zone main near fwy.
PEA 8 requires 16-inch main in southerly extension of Kimball to Bristol plus an east-west main through developoment.
PEA 9 requires a 16-inch loop along southerly and easterly boundary of development.

PEA Sewer Improvements

Site No.	Pipe Length	Cost
9	7,000	$300,000

This facility is in addition to normal, on-site sewer collection facility improvements.

APPENDIX F

Land Supply and Demand Analysis

LAND SUPPLY AND DEMAND ANALYSIS, 2000 to 2025: IMPLICATIONS FOR THE COMPREHENSIVE PLAN CITY OF SAN BUENAVENTURA

Prepared for

The City of San Buenaventura
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and

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AUGUST 2003

SRHA Job #978

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CHAPTER 1
INTRODUCTION

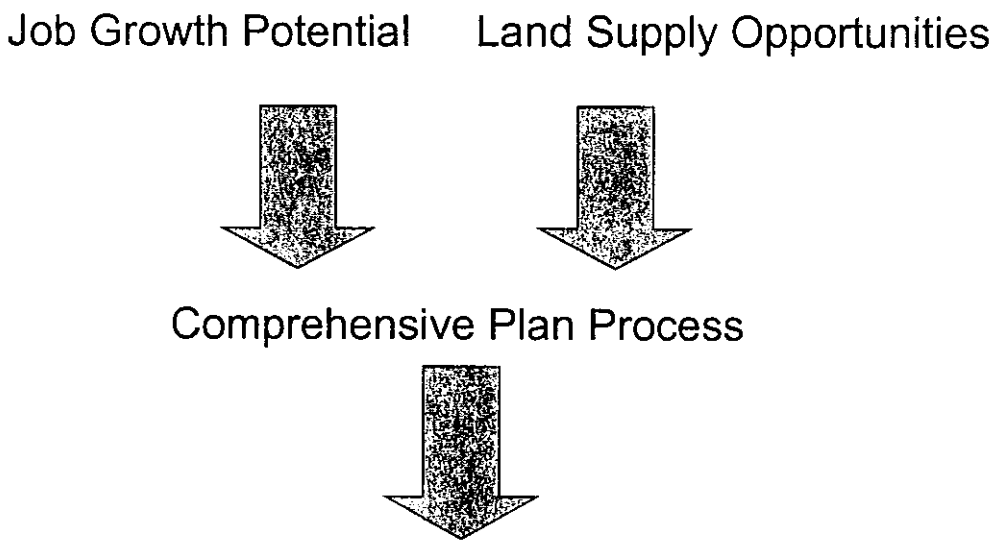
1.1 Purpose of the Report

As part of the continuing Comprehensive Plan update process, *Stanley R. Hoffman Associates, Inc. (SRHA)* has been working with the City of San Buenaventura to address the economic implications of potential land use decisions that will be made by the City over the life of the Comprehensive Plan as shown in Figure 1-1. The City plays a vital role in developing an economic strategy that provides for a balanced and diversified economic base while remaining sensitive to the City's residential and environmental concerns. The intent is to promote and maintain a sound economic base by encouraging land uses that will attract and retain specific economic segments of the market and concurrently enhance the economic position of the community.

The purpose of this analysis is to address the existing and future land supply of the City in terms of projected job growth and to assess the adequacy of available land for economic growth. This land demand and supply analysis has implications for the selection of land use policies to meet future job growth and potential policies to expand the availability of land for both jobs and housing growth.

Figure 1-1

The Comprehensive Plan Framework



1.2 Methodology

Discussions with the City's Planning Department staff, the Ventura Chamber of Commerce's Economic Task Force and CB Richard Ellis real estate brokers has yielded estimated land supply that has been used to estimate vacant commercial and industrial land capacity. Using the City's Geographic Information System (GIS), evaluation of the vacant land supply has been used to estimate future land capacity for each of three land use designations: retail, industrial and office development.

The land supply is based on current land use designations and whether the land is already within the City's corporate boundaries or requires future annexation into the City. These projections included primarily vacant parcels, but some parcels may have lower intensity uses such as oil fields, rail yards and those in agricultural production.

The land supply estimate does not include redevelopment and infill opportunities of existing retail, industrial and office properties nor vacant buildings. However, hypothetical changes in land use intensity are tested to see the potential effects of such land use policies.

Employment demand was projected for the period from 2000 to 2025, in five-year increments for the County of Ventura and the City of San Buenaventura. The University of California, Santa Barbara (UCSB) Economic Forecast project team, under contract with the City of San Buenaventura, prepared these projections. Employment projections were provided for eleven standard industry classifications (SIC) by UCSB and then aggregated into the following three major land-use categories by SRHA: retail, industrial and office.

1.3 Projection Scenarios

The University of California, Santa Barbara Economic Forecast Project (UCSB) developed three employment projection scenarios based on the following set of assumptions:

<u>High Growth</u>

- Economic expansion is strong
- Successfully attract and retain expanding companies
- Aggressive economic development policies

Medium Growth

- Economic growth is moderate
- Modest attraction and retention of expanding companies
- Moderate economic development policies

Low Growth

- Economic growth subsides
- Less able to attract and retain companies
- Minimal economic development policies

1.4 Estimating Future Land Demand

These employment projections serve as the primary data source in estimating future land demand; however, the job growth projections must go through a 2-step conversion process in order to translate job projections into acres of land demand, as follows:

Step 1

Employment projections are prepared by UCSB for 11 standard industry classifications (SIC). These projections are then allocated into 3 land-use categories: retail, industrial, and office. These categories represent about 60 to 70 percent of the total job growth and exclude such job categories as: public sector, medical, local schools, higher education and other institutions.

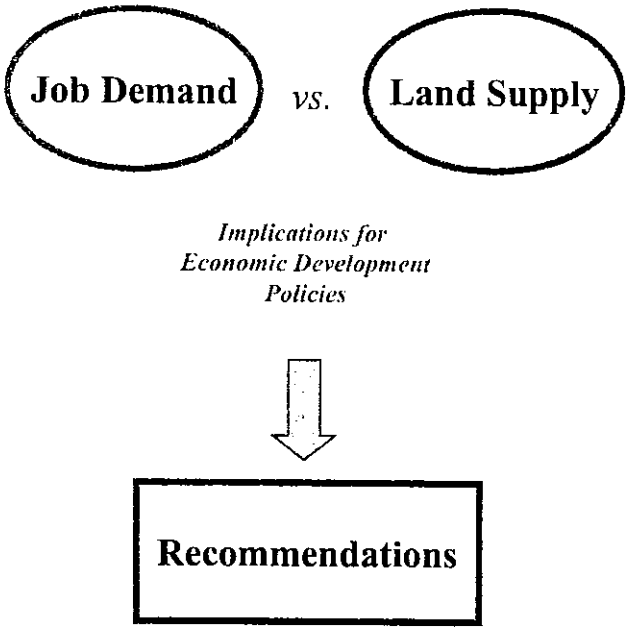
Step 2

The projected job scenarios by retail, industrial and office development are then translated into acreage of land demand using the following factors: 1) space usage per employee; 2) density (FAR – floor area ratio); and 3) land utilization, i.e., the percentage of the site that is considered developable. These factors are first estimated based on current land development experience and then tested for hypothetical intensification, infill or redevelopment policies.

The resulting land demand projections for each scenario are then compared to the available land supply in order to analyze potential land use constraints and recommend future land use designations for economic development. This covers both the City's existing corporate

boundaries and areas that would require future annexation. A generalized diagram of this process is illustrated in Figure 1-2.

Figure 1-2
Land Use Implications of Economic Development



1.5 Overview of Report

Chapter 2 presents a summary of the findings and conclusions. Chapter 3 then presents historic growth trends. Chapter 4 provides job growth projections to 2025. Chapter 5 then provides a comparative growth analysis. Chapter 6 presents the methodology for conversion of employment projections to land use categories. Chapter 7 follows with the land demand projections. Then, Chapter 8 concludes with the land demand and land supply analysis. Appendix Table A-1 presents the detailed employment trends and projections. Appendix Tables A-2 and A-3 present the detailed jobs to land demand conversion analysis at historic densities and at a 50 percent intensification factor, respectively.

CHAPTER 2
SUMMARY OF FINDINGS AND CONCLUSIONS

2.1 Job Growth Rates

Historic Job Growth - The City of Ventura added a total of 8,094 new jobs to its employment base from 1991 to 2000, growing at a 1.9 percent average annual rate; Ventura County added 48,433 new jobs over this same period, growing at a 2.0 percent average annual rate, as shown in Table 2-1.

Projected Job Growth - The UCSB Economic Forecast Project projects the City's employment base to grow at an annual compound rate of from 1.1 percent (Low Projection) to 1.7 percent (High Projection) per annum, as shown in Table 2-1. In comparison, Ventura County's employment base is expected to grow at a faster rate than historical levels. The County is expected to grow at a 2.4 percent annual compound growth rate over the period: 2000 to 2025.

Table 2-1
Historic and Projected Employment Growth, City of San Buenaventura

Total Employment	1991	2000	2025	Avg. Annual Growth Rate 1991-2000	Avg. Annual Growth Rate 2000-2025
City of San Buenaventura					
High	44,801	52,895	80,142	1.9%	1.7%
Medium	44,801	52,895	75,060	1.9%	1.4%
Low	44,801	52,895	69,211	1.9%	1.1%
Ventura County	**245,983**	**294,417**	**538,952**	**2.0%**	**2.4%**
City % of County	*18.2%*	*18.0%*			

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

Average Annual Job Growth - As shown in Table 2-2, the City of Ventura added approximately 899 new jobs per year from 1991 to 2000. This is roughly equivalent to the Medium projection of 877 average jobs per year from 2000 to 2025. In contrast, the High projection is 1,090

average jobs per year while the Low projection is 653 jobs per year. UCSB's employment projections anticipate that the City will add anywhere from 16,316 up to 27,247 new jobs to its employment base over the next twenty-five years from 2000 to 2025.

Table 2-2
Average Annual Growth Rate, City of San Buenaventura

	1991 - 2000		2000 - 2025	
	Total Job Growth	Avg. Annual Job Growth	Total Job Growth	Avg. Annual Job Growth
High	8,094	899	27,247	1,090
Medium	8,094	899	22,165	887
Low	8,094	899	16,316	653

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

2.2 Job Projections by Land Use Categories

UCSB's job growth projections were provided according to 11 (SIC) industry classifications that were converted into 3 private-sector land-use categories, as shown in Table 2-3. The projections anticipate that the City will add between 16,316 to 27,247 new jobs to the City's employment base over the next 25 years. Moreover, 60.1 to 69.4 percent of these jobs will require additional space demands, depending on the level of projections (i.e., high, medium, low).

Table 2-3
Employment Growth by Land-Use, City of San Buenaventura

	Retail	Industrial	Office	Total	% of Total
High	4,509	6,052	8,349	27,247	69.4%
Medium	2,052	4,664	6,791	22,165	60.9%
Low	1,626	3,643	4,545	16,316	60.1%

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

The employment projections are then converted from number of new jobs into a corresponding number of additional acres, i.e., Net Land Demand. The steps involved in the conversion process are illustrated in Figure 2-1.

The Net Land Demand derived from UCSB's employment projections is provided in Table 2-4. The net land demand was also estimated under a higher density assumption, which assumes a 50 percent increase in the density of land uses. This increased density was assumed to occur primarily through urban infill and redevelopment.

Table 2-4
Land Demand (Acres) by Land-Use Category

	RETAIL		
	Low	Medium	High
Historic Density	87.85	110.86	243.58
50% Increase	58.57	73.90	162.39

	INDUSTRIAL		
	Low	Medium	High
Historic Density	122.98	157.47	204.32
50% Increase	81.99	104.98	136.22

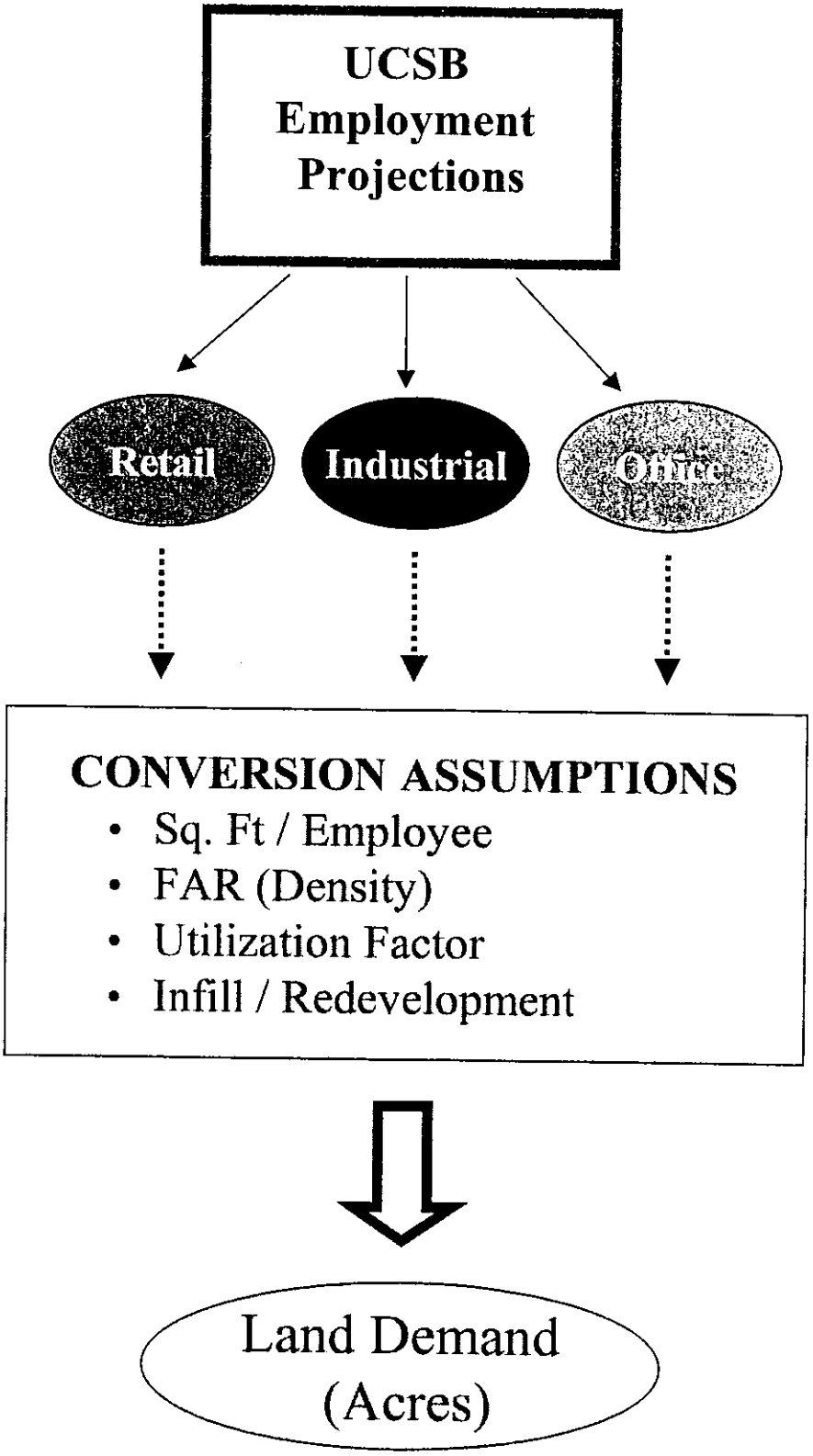
	OFFICE		
	Low	Medium	High
Historic Density	81.83	122.27	150.33
50% Increase	54.55	81.52	100.22

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

The final step is to compare the Net Land Demand estimates to the existing supply, both within the City and within the sphere of influence (SOI). Figures 2-2, 2-3, and 2-4 compare the land demand projections with the existing supply within the incorporated City based on the three land-use categories: retail, industrial and office.

Figure 2-1

Converting Job Growth to Land Demand



2.3 Land Supply versus Land Demand Projections by Land Use Categories

Figure 2-2 demonstrates that the City does not have sufficient space allocated for retail uses, based on current land-use designations. The expected demand for retail space over the next 25 years will range from a low of 59 acres to a high of 244 acres, depending on the level of growth and allowable density. However, the City only has 66.4 acres currently earmarked for retail development and only 97.1 acres within the sphere of influence. If the City achieves the medium growth projections, it will need an additional 44.6 acres of retail land beyond the City supply to meet projected demand of 111 acres. Under the assumed density increase of 50 percent, the estimated supply in the City will still be less than projected demand by 7.6 acres.

Figure 2-2
Demand versus Supply - Retail

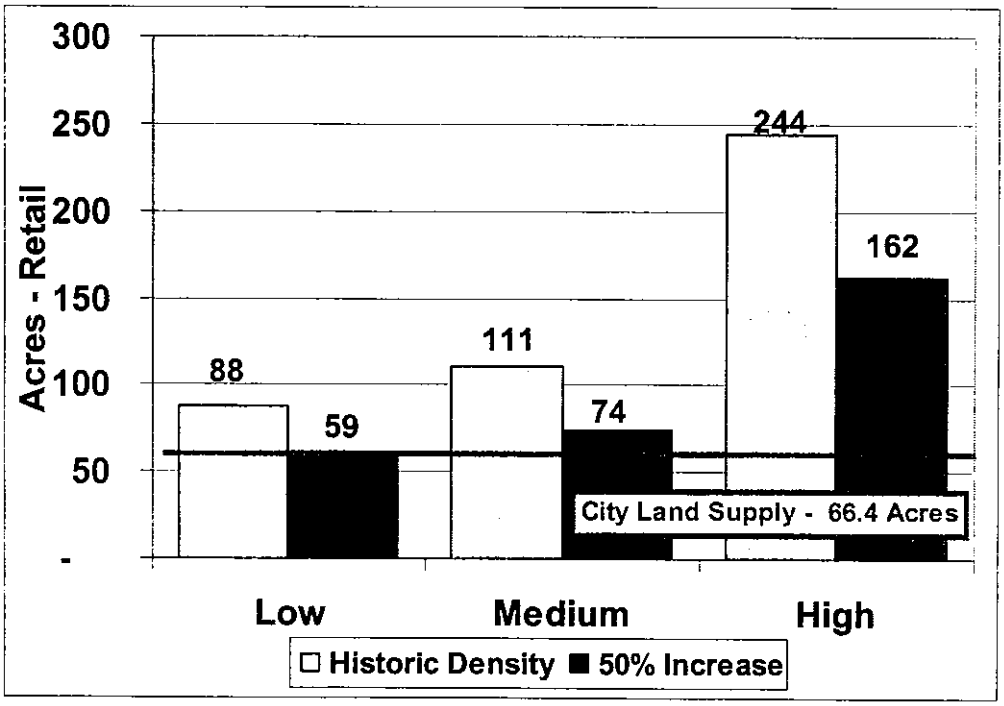
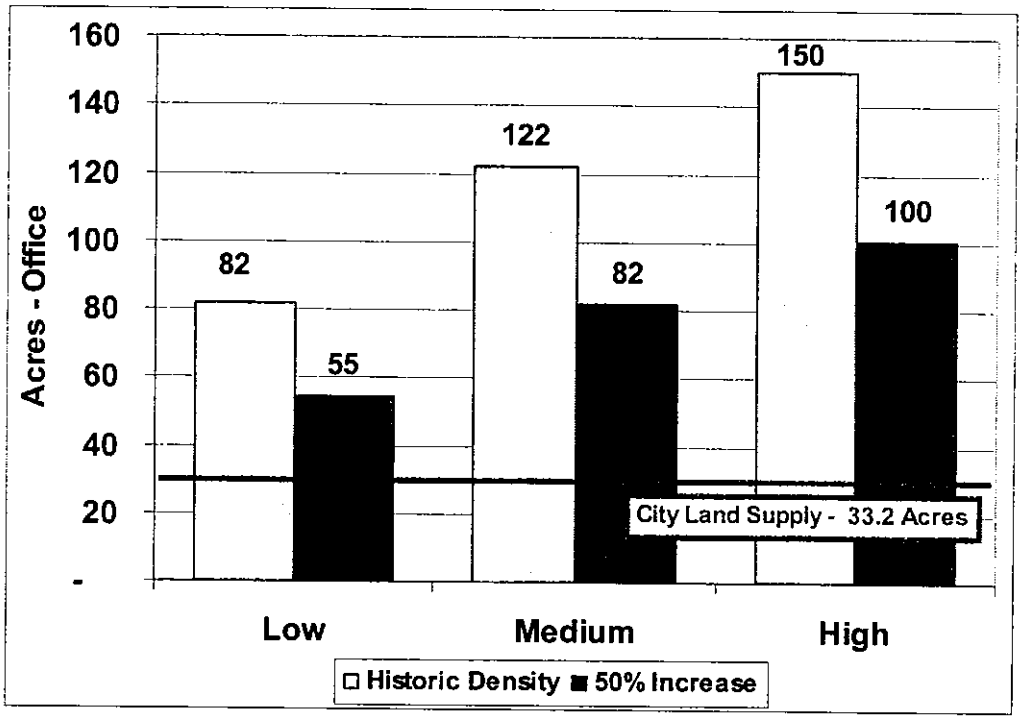


Figure 2-3 addresses the current supply and demand for office space. In this case, the projected demand for office land far exceeds the supply for office land in the City under the medium projection. As shown in Figure 2-3, the land supply in the City for office development is estimated at 33.2 acres in contrast to the medium projection of 122 acres of demand. Even under the 50 percent increased density assumption, the projected land demand of 82 acres exceeds the

supply of 33.2 by 48.8 acres. Maintaining an adequate supply of land for office growth is important for achieving a diverse economy with a mix of higher paying office jobs in the future.

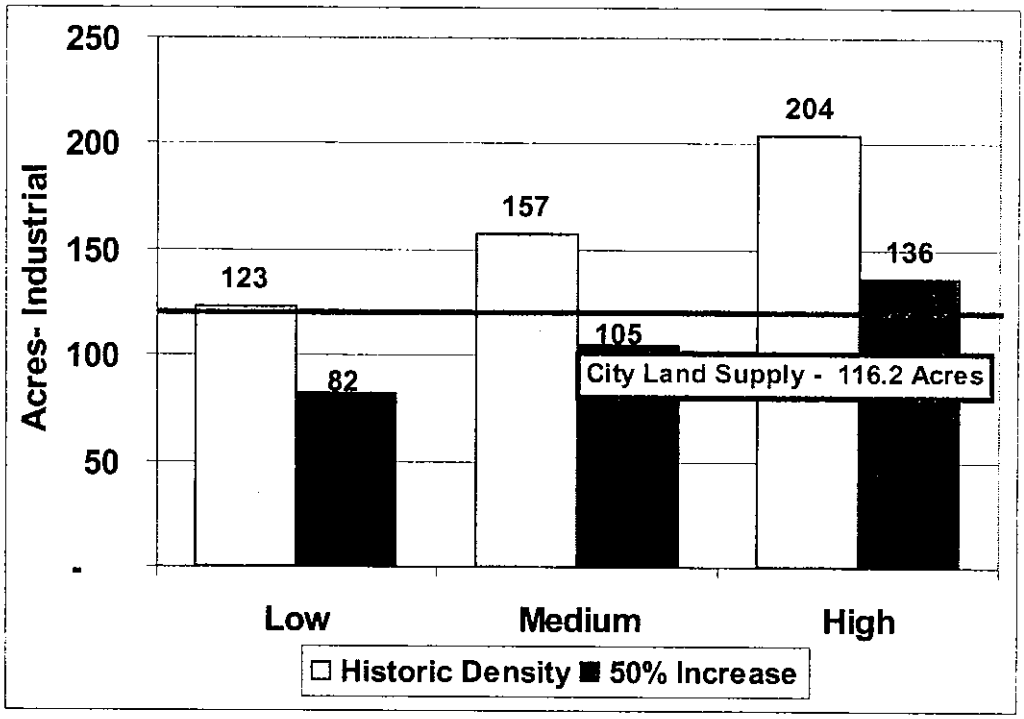
Figure 2-3
Demand versus Supply – Office



As shown in Figure 2-4, the projected demand for industrial land under the medium projection of 157 acres exceeds the estimated supply of 116.2 acres within the City by 40.8 acres. In contrast, when the projection assumes the 50 percent increase in density, the situation reverses and the projected supply actually exceeds the projected demand by 11.2 acres. However, it should be noted that the amount of land for industrial development for the entire sphere of influence area is estimated at 404.8 acres so that adequate industrial land is estimated within the larger area.

A significant finding from this analysis is that the City's land supply will need to be expanded in order to meet the projected land demands to 2025 under the medium projection. This will require a combination of policies that both increase the vacant land supply and recycle developed land.

Figure 2-4
Demand versus Supply – Industrial



CHAPTER 3
HISTORIC JOB GROWTH TRENDS

The City of Ventura added a total of 8,094 new jobs to its employment base from 1991 to 2000, growing from 44,801 in 1991 to 52,895 jobs in 2000 -- a 18.1 percent growth or 1.9 percent average annual growth rate. The County added a total of 48,433 new jobs over this period, growing from 245,983 jobs in 1991 to 294,417 jobs in 2000-- a 19.7 percent growth or 2.0 percent average annual growth rate, as shown in Table 3-1.

Although the City and County 's employment base grew at similar rates, growth was driven by different industries in each respective area. The Services, Construction, Agriculture, and Retail Trade sectors experienced similar growth rates, but the City and County had different growth patterns in other industry sectors. The City experienced a significant average annual growth rate of 8.5 percent in the Durables Manufacturing sector compared with an average annual growth rate for the County of 1.9 percent. The situation was reversed for the Non-Durables Manufacturing sector with an average annual growth rate of only 0.6 percent in the City compared with 6.9 percent at the County level.

Also, the Finance, Insurance and Real Estate sector actually showed a negative average annual growth rate of –1.4 percent for the City compared with an average annual growth rate 3.7 percent for the County. This is an important trend to monitor because this sector represents a range of office jobs that can provide a diversity of occupations and wage levels.

Another useful indicator is the share of total jobs in the City as a percent of the total jobs in the County. This is an overall measure of the competitiveness of the City to capture future job growth. In 1991, the total City jobs of 44,801 represented 18.2 percent of the 245,983 estimated total jobs in the County. By year 2000, the total jobs in the City declined very slightly to 18.0 percent of total jobs in the County. This indicator could also be monitored by specific industry sectors to measure a more focused level of competitiveness. For example, in 1991 the Non-Durable Manufacturing jobs in the City represented 20.8 percent of these jobs in the County; by year 2000, the level of Non-Durable Manufacturing jobs in the City declined to 12.1 percent of the County.

Table 3-1

Historic Job Growth Trends: 1991 to 2000

County of Ventura

Industry Sector	1991	2000	Job Growth	Share of Growth	% Growth	Avg. Annual Growth Rate
Agriculture	15,600	19,342	3,742	7.7%	24.0%	2.4%
Mining	2,183	900	(1,283)	-2.6%	-58.8%	-9.4%
Construction	11,600	15,100	3,500	7.2%	30.2%	3.0%
Durables MFG	22,333	26,425	4,092	8.4%	18.3%	1.9%
Non-durables MFG	8,042	14,617	6,575	13.6%	81.8%	6.9%
Transport. Comm. & Utilities	11,650	11,117	(533)	-1.1%	-4.6%	-0.5%
Finance, Ins., & Real Estate	11,717	16,258	4,542	9.4%	38.8%	3.7%
Retail Trade	45,875	51,883	6,008	12.4%	13.1%	1.4%
Wholesale Trade	12,300	13,092	792	1.6%	6.4%	0.7%
Services	59,783	81,342	21,558	44.5%	36.1%	3.5%
Public Sector	44,900	44,342	(558)	-1.2%	-1.2%	-0.1%
Total, All Industries	**245,983**	**294,417**	**48,433**	**100.0%**	**19.7%**	**2.0%**

City of Ventura

Industry Sector	1991	2000	Job Growth	Share of Growth	% Growth	Avg. Annual Growth Rate
Agriculture	2,050	2,532	482	6.0%	23.5%	2.4%
Mining	888	469	(419)	-5.2%	-47.2%	-6.8%
Construction	2,623	3,290	667	8.2%	25.4%	2.5%
Durables MFG	1,409	2,943	1,534	19.0%	108.9%	8.5%
Non-durables MFG	1,671	1,765	94	1.2%	5.6%	0.6%
Transport. Comm. & Utilities	1,417	1,771	354	4.4%	25.0%	2.5%
Finance, Ins., & Real Estate	2,204	1,939	(265)	-3.3%	-12.0%	-1.4%
Retail Trade	9,726	10,749	1,023	12.6%	10.5%	1.1%
Wholesale Trade	2,071	2,087	16	0.2%	0.8%	0.1%
Services	15,400	19,184	3,784	46.8%	24.6%	2.5%
Public Sector	5,342	6,166	824	10.2%	15.4%	1.6%
Total, All Sectors	**44,801**	**52,895**	**8,094**	**100.0%**	**18.1%**	**1.9%**

		% Share
County of Ventura - population (2000)	*753,197*	
City of Ventura - population (2000)	*100,916*	13.4%

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project
U.S. Census

CHAPTER 4
JOB GROWTH PROJECTIONS

In Table 4-1, the projected job growth is compared with historic trends. The historic annual growth rate over the 1991 to 2000 period was 1.9 percent. In contrast, the job growth projections from 2000 to 2025 ranged from a low of 1.1 percent to a high of 1.7 percent annually. The medium projection was 1.4 percent per year. The detailed projections by industry sectors are presented in Appendix Table A-1 for the three scenarios.

Table 4-1
Historic versus Projected Job Growth

Total Employment	1991	2000	2025	Avg. Annual Growth Rate 1991-2000	Avg. Annual Growth Rate 2000-2025
City of San Buenaventura					
High	44,801	52,895	80,142	1.9%	1.7%
Medium	44,801	52,895	75,060	1.9%	1.4%
Low	44,801	52,895	69,211	1.9%	1.1%
Ventura County	**245,983**	**294,417**	**538,952**	**2.0%**	**2.4%**
City % of County	*18.2%*	*18.0%*			

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

The City of Ventura added a total of 8,094 new jobs to its employment base from 1991 to 2000: approximately 899 employees per year. As Table 4-2 illustrates, the medium growth projection from 2000 to 2025 was an average of 877 new jobs per year, very nearly the same level as the historical trend. In contrast, the high projection averaged 1,090 new jobs per year while the low projection was an average of 653 jobs per year. These projections bracket a range of possible futures that are influenced by the types of land use and economic development policies that are chosen.

Table 4-2

Comparison of Annual Job Growth Rates

	1991 - 2000		2000 - 2025	
	Total Job Growth	Avg. Annual Job Growth	Total Job Growth	Avg. Annual Job Growth
High	8,094	899	27,247	1,090
Medium	8,094	899	22,165	887
Low	8,094	899	16,316	653

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

Overall, the City is expected to make up a smaller share of the County's employment base in the future. In 2000, the City of Ventura had an estimated 52,895 jobs; which accounted for approximately 18.0 percent of the County's total labor force. As shown in Table 4-3, UCSB's 2025 employment projections ranged from 80,142 total jobs (High) to 69,211 total jobs (Low); this represents a decrease from the historic level of 18.0 percent to 14.9 percent to 12.8 percent of the County's total workforce or a decrease in the competitive capture of county job growth.

Table 4-3

UCSB Employment Projections: 2000 – 2025

Employment Projections	2000	2005	2010	2015	2020	2025
County of Ventura	294,417	334,454	382,011	432,664	485,367	538,952
City of Ventura - High	52,895	57,815	63,443	69,083	74,704	80,142
City of Ventura - Medium	52,895	56,044	61,322	66,049	70,635	75,060
City of Ventura - Low	52,895	55,201	58,974	63,053	66,398	69,211
City as % of County	**2000**	**2005**	**2010**	**2015**	**2020**	**2025**
County of Ventura	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
City of Ventura - High	18.0%	17.3%	16.6%	16.0%	15.4%	14.9%
City of Ventura - Medium	18.0%	16.8%	16.1%	15.3%	14.6%	13.9%
City of Ventura - Low	18.0%	16.5%	15.4%	14.6%	13.7%	12.8%

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

CHAPTER 5
COMPARATIVE GROWTH ANALYSIS

Table 5-1 shows that under the Medium and High projections, the Construction and Finance, Insurance and Real Estate (FIRE) industries are expected to experience the greatest job growth on an average annual growth rate basis. This is a positive trend since the City of Ventura experienced negative job growth in the higher-paying Finance, Insurance and Real Estate jobs from 1991 to 2000. Under the Low Projections, the annual job growth rate in the Transportation, Communication and Public Utilities of 2.0 percent edges out the job growth in FIRE of 1.8 percent.

Durables Manufacturing is projected to growth modestly over the 2000 to 2025 period ranging from 1.5 percent to 2.3 percent per year in contrast to the relatively higher rate of 8.5 percent over the historic period. In contrast, Non-Durables Manufacturing grew at a relatively slow rate of 0.6 percent over the historic period but is projected to increase to a range of 1.8 percent to 2.2 percent per year over the projection period.

Table 5-1

Comparison of Average Annual Growth Rates by Industry

		2000 - 2025		
Industry Sector	**Historic 1991-2000**	**High**	**Medium**	**Low**
Agriculture	**2.4%**	-0.1%	-0.2%	-0.3%
Mining	**-6.8%**	-3.0%	-3.0%	-3.3%
Construction	**2.5%**	2.7%	2.6%	2.2%
Durables MFG	**8.5%**	2.3%	1.8%	1.5%
Non-durables MFG	**0.6%**	2.2%	2.0%	1.8%
Transport. Comm. & Utilities	**2.5%**	1.9%	2.3%	2.0%
Finance, Ins., & Real Estate	**-1.4%**	2.9%	2.5%	1.8%
Retail Trade	**1.1%**	1.2%	0.5%	0.5%
Wholesale Trade	**0.1%**	1.4%	0.7%	0.4%
Services	**2.5%**	1.8%	1.5%	1.0%
Public Sector	**1.6%**	1.1%	1.8%	1.6%
Total - All Sectors	**1.9%**	**1.7%**	**1.4%**	**1.1%**

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

Table 5-2 provides a breakdown of the total number of new jobs projected in each industry. As expected, the greatest share of new jobs will occur in Services sector – adding from 5,395 up to 11,122 new jobs in the 2000 to 2025 projections. The combined Manufacturing sectors will add from about 2,300 to about 3,550 jobs. Retail trade is also projected to show sizable growth ranging from 1,300 to about 3,850 jobs over the 2000 to 2025 period. Finance, Insurance and Real Estate shows a modest growth range of 1,124 to 2,050.

Table 5-2

Comparison of Average Annual Job Growth by Industry

		2000 - 2025		
Industry Sector	**Historic 1991-2000**	**High**	**Medium**	**Low**
Agriculture	**482**	(36)	(110)	(208)
Mining	**(419)**	(252)	(252)	(265)
Construction	**667**	3,136	2,995	2,310
Durables MFG	**1,534**	2,252	1,661	1,283
Non-durables MFG	**94**	1,301	1,114	1,016
Transport. Comm. & Utilities	**354**	1,035	1,319	1,106
Finance, Ins., & Real Estate	**(265)**	2,050	1,675	1,124
Retail Trade	**1,023**	3,851	1,546	1,300
Wholesale Trade	**16**	900	390	220
Services	**3,784**	11,122	8,444	5,395
Public Sector	**824**	1,887	3,386	3,035
Total - All Sectors	**8,094**	**27,247**	**22,165**	**16,316**

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

CHAPTER 6
CONVERSION OF JOB PROJECTIONS TO LAND CATEGORIES

Employment projections were provided for 11 standard industry classifications (i.e., SIC categories): Agriculture, Mining, Construction, Durable Manufacturing, Non-Durables Manufacturing, Transportation & Utilities, Finance, Insurance & Real Estate, Retail Trade, Wholesale Trade, Services, and Government.

These employment projections were converted from 11 industry classifications into 3 land-use categories: retail, industrial, and office. However, some proportion of the new job growth will either not be located on-site or will fall into other categories, such as medical, government or institutional land uses. Therefore, it is projected that only about 60 – 70 percent of the new jobs will create retail, office or industrial land demand.

The new jobs captured by retail, industrial, or office space are then translated into a land demand estimate for each category. The conversion process begins with new jobs in each category, which are divided by the average space needs per employees (e.g., 500 sq. ft. per employee for retail) to determine the gross square footage demanded. The next step is to adjust the land demand by a utilization factor and a density factor or floor area ratio (FAR). The final step is to convert space square footage into acres by dividing by 43,560 sq. ft. per acre.

The resulting land demand for each series of projections (high, medium and low) is then compared to the available land supply in order to identify potential land supply implications and economic policy and planning issues.

In order to estimate the demand for retail, industrial, and office space that would result from the projected job growth, the land demand allocation was estimated for each employment category. The land demand allocation as shown in Table 6-1 was estimated based on assumptions of the percentage of jobs in each employment category that would likely locate within particular land use categories, such as retail, industrial or office.

For example, it is estimated that 90 percent of the jobs created in the Finance, Insurance, and Real Estate category will be located in office space while another 5 percent will be situated in retail centers. The remaining 5 percent will likely be home-based or not in the land uses projected.

It is not anticipated that all job growth will result in increased demand for new office, retail and office space. Certain jobs sectors such as agriculture, mining and construction have unique location characteristics and are not typically in a traditional development. Also, some construction employment moves from job site to job site while other construction employment might be based out of an industrial area. Further, a portion of the new jobs created will be field jobs, such as workers in mobile units, repair services, security or utilities. Additionally, the self-employed and home-based individuals will not necessarily create new land demand.

Table 6-1

Land Demand Distribution

Job Mix by Industry	Retail	Industrial	Office
Agriculture			
Mining			
Construction		25%	
Durables MFG		100%	
Non-durables MFG		100%	
Transportation & Utilities		25%	10%
Finance, Ins., & Real Estate	5%		90%
Retail Trade	100%		
Wholesale Trade		100%	
Services	5%	5%	55%
Government			15%

Source: Stanley R. Hoffman Associates, Inc.

The total jobs that are captured by the retail, industrial and office sectors are then estimated using the allocation factors shown in Table 6-1 multiplied by the number of jobs in each industry sector. The projections are shown in Tables 6-2 for High, Table 6-3 for Medium and Table 6-4 for Low projections. As these tables illustrate, the three land-use categories are projected to capture approximately 60 to 70 percent of the total job growth.

Table 6-2

Job Projections by Land Use Category - High

Job Mix by Industry	2000	2005	2010	2015	2020	2025	Job Growth 2000 - 2015	Job Growth 2000 - 2025
Retail	11,805	12,671	13,573	14,446	15,360	16,315	**2,641**	**4,509**
Industrial	9,019	10,315	11,511	12,695	13,881	15,072	**3,676**	**6,052**
Office	13,398	15,136	16,824	18,537	20,198	21,748	**5,138**	**8,349**
Sub-Total	**34,223**	**38,122**	**41,908**	**45,678**	**49,439**	**53,134**	**11,455**	**18,911**
Total - All Sectors	**52,895**	**57,815**	**63,443**	**69,083**	**74,704**	**80,142**	**16,188**	**27,247**

Job Mix by Industry	2000	2005	2010	2015	2020	2025	Job Growth 2000 - 2025	Job Growth 2000 - 2015
Retail	22.3%	21.9%	21.4%	20.9%	20.6%	20.4%	16.3%	16.6%
Industrial	17.1%	17.8%	18.1%	18.4%	18.6%	18.8%	22.7%	22.2%
Office	25.3%	26.2%	26.5%	26.8%	27.0%	27.1%	31.7%	30.6%
% of Total-All Sectors	**64.7%**	**65.9%**	**66.1%**	**66.1%**	**66.2%**	**66.3%**	**70.8%**	**69.4%**
Total - All Sectors	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

Table 6-3

Job Projections by Land Use Category - Medium

Job Mix by Industry	2000	2005	2010	2015	2020	2025	Job Growth 2000 - 2015	Job Growth 2000 - 2025
Retail	11,805	12,414	13,005	13,270	13,553	13,857	**1,465**	**2,052**
Industrial	9,019	9,497	10,618	11,721	12,756	13,684	**2,702**	**4,664**
Office	13,398	14,382	15,993	17,438	18,827	20,189	**4,039**	**6,791**
Sub-Total	**34,223**	**36,293**	**39,616**	**42,428**	**45,137**	**47,731**	**8,206**	**13,508**
Total - All Sectors	**52,895**	**56,044**	**61,322**	**66,049**	**70,635**	**75,060**	**13,154**	**22,165**

Job Mix by Industry	2000	2005	2010	2015	2020	2025	Job Growth 2000 - 2025	Job Growth 2000 - 2015
Retail	22.3%	22.2%	21.2%	20.1%	19.2%	18.5%	11.1%	9.3%
Industrial	17.1%	16.9%	17.3%	17.7%	18.1%	18.2%	20.5%	21.0%
Office	25.3%	25.7%	26.1%	26.4%	26.7%	26.9%	30.7%	30.6%
% of Total-All Sectors	**64.7%**	**64.8%**	**64.6%**	**64.2%**	**63.9%**	**63.6%**	**62.4%**	**60.9%**
Total - All Sectors	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

Table 6-4

Job Projections by Land Use Category - Low

Job Mix by Industry	2000	2005	2010	2015	2020	2025	Job Growth 2000 - 2015	Job Growth 2000 - 2025
Retail	11,805	12,168	12,580	13,063	13,249	13,432	**1,258**	**1,626**
Industrial	9,019	9,398	10,313	11,314	12,130	12,662	**2,295**	**3,643**
Office	13,398	14,168	15,096	16,121	17,055	17,943	**2,723**	**4,545**
Sub-Total	**34,223**	**35,734**	**37,989**	**40,499**	**42,433**	**44,037**	**6,276**	**9,814**
Total - All Sectors	**52,895**	**55,201**	**58,974**	**63,053**	**66,398**	**69,211**	**10,158**	**16,316**

Job Mix by Industry	2000	2005	2010	2015	2020	2025	Job Growth 2000 - 2015	Job Growth 2000 - 2025
Retail	22.3%	22.0%	21.3%	20.7%	20.0%	19.4%	12.4%	10.0%
Industrial	17.1%	17.0%	17.5%	17.9%	18.3%	18.3%	22.6%	22.3%
Office	25.3%	25.7%	25.6%	25.6%	25.7%	25.9%	26.8%	27.9%
% of Total-All Sectors	**64.7%**	**64.7%**	**64.4%**	**64.2%**	**63.9%**	**63.6%**	**61.8%**	**60.1%**
Total - All Sectors	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

CHAPTER 7
LAND DEMAND PROJECTIONS

Once the jobs are converted from 11 SIC industry classifications into the three land-use categories, i.e., retail, industrial and office, the jobs are then converted into a Net Land Demand estimate through a three-step conversion process that is outlined as follows and presented in detail in Appendix Tables A-2 and A-3:

1) Estimate the number of building square feet demanded by multiplying the number of employees in each land-use category by an average square feet per employee factor
2) Determine the estimated land square feet needed by dividing by a Floor Area Ratio (FAR) and a Utilization Factor
3) Convert the total land square feet of demand into acres by dividing by 43,560 square feet per acre

Table 7-1 provides a summary of the projected Net Land Demand in acres of land for each land-use classification under both the historic densities and under a 50 increase in density assumption. The higher density projection results in less land consumption and assumes some combination of redevelopment, urban infill and mixed-use development.

As shown in Table 7-1, the 2000 to 2025 projected demand for land under the Medium projection totals about 390 acres for retail, industrial and office job growth combined. Under the increased density assumption, the projection is for a total of about 260 acres. Thus, the increased density assumption represents a projected 33 percent decrease in land demand.

Table 7-1

Land Demand Projections

	RETAIL		
	Low	Medium	High
Historic Density	87.85	110.86	243.58
50% Increase	58.57	73.90	162.39

	INDUSTRIAL		
	Low	Medium	High
Historic Density	122.98	157.47	204.32
50% Increase	81.99	104.98	136.22

	OFFICE		
	Low	Medium	High
Historic Density	81.83	122.27	150.33
50% Increase	54.55	81.52	100.22

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

CHAPTER 8
LAND DEMAND VERSUS LAND SUPPLY

Finally, the Net Land Demand projections are compared to the existing land supply, both within the City and within the sphere of influence (SOI). Table 8-1 presents this comparison by the retail, industrial and office land use categories for available land within the existing City boundaries. This shows the comparison assuming minimal changes in land supply policies while the later comparison for the SOI assumes more substantive changes in land policy to accommodate the projected demand.

As shown in Table 8-1, projected demand for land exceeds the projected supply under the Historic Density projections for retail, industrial and office projections. When the projections are made assuming a 50 percent increase in density, then the projected retail demand and industrial demand are more commensurate with land supply for the Low and Medium projections. For office demand, the projections are still not in balance even under the increased density assumptions.

Table 8-1

Land Demand versus Land Supply: City Boundaries

	DEMAND - RETAIL			SUPPLY		SUPPLY - DEMAND (RETAIL)		
	Low	Medium	High			Low	Medium	High
Historic Density	87.85	110.86	243.58	City	66.40	(21.45)	(44.46)	(177.18)
50% Increase	58.57	73.90	162.39	City	66.40	**7.83**	(7.50)	(95.99)

	DEMAND - INDUSTRIAL			SUPPLY		SUPPLY - DEMAND (INDUSTRIAL)		
	Low	Medium	High			Low	Medium	High
Historic Density	122.98	157.47	204.32	City	116.20	(6.78)	(41.27)	(88.12)
50% Increase	81.99	104.98	136.22	City	116.20	**34.21**	**11.22**	(20.02)

	DEMAND - OFFICE			SUPPLY		SUPPLY - DEMAND (OFFICE)		
	Low	Medium	High			Low	Medium	High
Historic Density	81.83	122.27	150.33	City	33.20	(48.63)	(89.07)	(117.13)
50% Increase	54.55	81.52	100.22	City	33.20	(21.35)	(48.32)	(67.02)

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

When these same land demand projections are compared against the estimated land supply for the sphere of influence area, that includes the incorporated City and adjacent unincorporated areas, the projections are more favorable for industrial and retail demand versus supply while the office projections still fall short of land supply. As shown in Table 8-2, because of the large potential industrial land supply within the unincorporated sphere areas, the projected industrial land demand falls well within the potential industrial land supply. Also, the retail land demand is more commensurate with the retail land supply under the Low projection, assuming historic densities, and under the Low and Medium projections assuming a 50 percent increase in densities.

In contrast, the projected office land demand still falls short of the projected office land supply under all projections as shown in Table 8-2. While the exact location of the available land supply was not considered in this citywide analysis, the findings suggest a more detailed examination of specific areas that might be added to the office supply or a redesignation of some of the available industrial land into office or mixed-use categories.

Table 8-2

Land Demand versus Land Supply: Sphere of Influence

	DEMAND - RETAIL			SUPPLY		SUPPLY - DEMAND (RETAIL)		
	Low	Medium	High			Low	Medium	High
Historic Density	87.85	110.86	243.58	SOI	97.10	**9.25**	(13.76)	(146.48)
50% Increase	58.57	73.90	162.39	SOI	97.10	**38.53**	**23.20**	(65.29)
	DEMAND - INDUSTRIAL			**SUPPLY**		**SUPPLY - DEMAND (INDUSTRIAL)**		
	Low	Medium	High			Low	Medium	High
Historic Density	122.98	157.47	204.32	SOI	404.80	**281.82**	**247.33**	**200.48**
50% Increase	81.99	104.98	136.22	SOI	404.80	**322.81**	**299.82**	**268.58**
	DEMAND - OFFICE			**SUPPLY**		**SUPPLY - DEMAND (OFFICE)**		
	Low	Medium	High			Low	Medium	High
Historic Density	81.83	122.27	150.33	SOI	42.40	(39.43)	(79.87)	(107.93)
50% Increase	54.55	81.52	100.22	SOI	42.40	(12.15)	(39.12)	(57.82)

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

TABLE A - 1 UCSB EMPLOYMENT PROJECTIONS: 1990 - 2025

Ventura County									
Employment by Industry	**1990**	**1991**	**1995**	**2000**	**2005**	**2010**	**2015**	**2020**	**2025**
Agriculture	16,767	15,600	17,008	19,342	23,513	26,033	28,775	31,531	34,210
Mining	2,292	2,183	1,958	900	952	1,017	1,077	1,133	1,182
Construction	14,008	11,600	11,000	15,100	17,701	20,570	23,562	26,596	29,577
Durables MFG	24,392	22,333	21,067	26,425	29,095	34,618	40,644	47,076	53,784
Non-durables MFG	7,742	8,042	8,525	14,617	19,630	25,463	32,032	39,038	46,046
Transport. Comm. & Utilities	11,758	11,650	10,258	11,117	12,450	14,520	16,731	19,044	21,412
Finance, Ins., & Real Estate	12,100	11,717	12,000	16,258	20,227	23,564	27,253	31,292	35,667
Retail Trade	46,175	45,875	46,117	51,883	58,205	65,218	72,703	80,631	88,963
Wholesale Trade	11,550	12,300	11,942	13,092	14,336	15,735	17,307	19,076	21,070
Services	56,133	59,783	71,400	81,342	88,522	99,077	109,469	119,378	128,471
Public Sector	44,167	44,900	43,033	44,342	49,822	56,195	63,111	70,571	78,571
Private Sector	202,917	201,083	211,275	250,075	284,632	325,815	369,553	414,796	460,381
Total, All Industries	**247,083**	**245,983**	**254,308**	**294,417**	**334,454**	**382,011**	**432,664**	**485,367**	**538,952**

City Scenario 1: High Growth									
Employment by Industry	**1990**	**1991**	**1995**	**2000**	**2005**	**2010**	**2015**	**2020**	**2025**
Agriculture	-	2,050	2,174	2,532	2,038	2,165	2,283	2,388	2,496
Mining	-	888	782	469	376	356	319	271	217
Construction	-	2,623	2,779	3,290	4,277	4,763	5,290	5,846	6,426
Durables MFG	-	1,409	1,856	2,943	3,414	3,833	4,255	4,702	5,195
Non-durables MFG	-	1,671	1,885	1,765	2,030	2,304	2,569	2,826	3,066
Transport. Comm. & Utilities	-	1,417	1,803	1,771	2,053	2,361	2,608	2,765	2,806
Finance, Ins., & Real Estate	-	2,204	2,039	1,939	2,889	3,213	3,534	3,799	3,989
Retail Trade	-	9,726	9,100	10,749	11,491	12,258	12,994	13,773	14,600
Wholesale Trade	-	2,071	2,157	2,087	2,254	2,438	2,621	2,805	2,987
Services	-	15,400	22,577	19,184	20,704	23,085	25,509	27,932	30,306
Public Sector	-	5,342	5,648	6,166	6,289	6,667	7,100	7,597	8,053
Private Sector	-	39,459	47,152	46,729	51,526	56,776	61,983	67,107	72,089
Total, All Sectors	**-**	**44,801**	**52,800**	**52,895**	**57,815**	**63,443**	**69,083**	**74,704**	**80,142**

Source: UCSB Economic Forecast Project

TABLE A - 1 (continued) UCSB EMPLOYMENT PROJECTIONS: 1990 - 2025

City Scenario 2: Existing Trends

Employment by Industry	1990	1991	1995	2000	2005	2010	2015	2020	2025
Agriculture	-	2,050	2,174	2,532	1,985	2,107	2,228	2,329	2,422
Mining	-	888	782	469	376	356	319	271	217
Construction	-	2,623	2,779	3,290	4,311	4,788	5,312	5,817	6,285
Durables MFG	-	1,409	1,856	2,943	3,028	3,459	3,853	4,239	4,604
Non-durables MFG	-	1,671	1,885	1,765	2,008	2,255	2,506	2,719	2,879
Transport. Comm. & Utilities	-	1,417	1,803	1,771	2,039	2,290	2,561	2,830	3,090
Finance, Ins., & Real Estate	-	2,204	2,039	1,939	2,354	2,700	3,028	3,315	3,614
Retail Trade	-	9,726	9,100	10,749	11,291	11,758	11,914	12,093	12,295
Wholesale Trade	-	2,071	2,157	2,087	1,868	2,022	2,189	2,342	2,477
Services	-	15,400	22,577	19,184	20,104	22,240	24,089	25,896	27,628
Public Sector	-	5,342	5,648	6,166	6,679	7,346	8,049	8,785	9,552
Private Sector	-	39,459	47,152	46,729	49,365	53,976	58,000	61,850	65,508
Total, All Sectors	**-**	**44,801**	**52,800**	**52,895**	**56,044**	**61,322**	**66,049**	**70,635**	**75,060**

City Scenario 3: Low Growth

Employment by Industry	1990	1991	1995	2000	2005	2010	2015	2020	2025
Agriculture		2,050	2,174	2,532	1,985	2,098	2,204	2,281	2,324
Mining		888	782	469	376	350	309	258	204
Construction		2,623	2,779	3,290	4,003	4,447	4,895	5,287	5,600
Durables MFG		1,409	1,856	2,943	3,028	3,408	3,824	4,111	4,226
Non-durables MFG		1,671	1,885	1,765	1,999	2,241	2,487	2,674	2,781
Transport. Comm. & Utilities		1,417	1,803	1,771	1,989	2,222	2,457	2,678	2,877
Finance, Ins., & Real Estate		2,204	2,039	1,939	2,124	2,333	2,602	2,823	3,063
Retail Trade		9,726	9,100	10,749	11,057	11,402	11,812	11,930	12,049
Wholesale Trade		2,071	2,157	2,087	1,868	1,935	2,044	2,177	2,307
Services		15,400	22,577	19,184	20,104	21,233	22,427	23,548	24,579
Public Sector		5,342	5,648	6,166	6,668	7,305	7,992	8,631	9,201
Private Sector		39,459	47,152	46,729	48,533	51,669	55,061	57,767	60,010
Total, All Sectors		**44,801**	**52,800**	**52,895**	**55,201**	**58,974**	**63,053**	**66,398**	**69,211**

Source: UCSB Economic Forecast Project

TABLE A-2 JOBS TO LAND DEMAND CONVERSION: 2000 - 2025

	Low			Medium			High		
	Retail	Industrial	Office	Retail	Industrial	Office	Retail	Industrial	Office
Job Growth	1,626	3,643	4,545	2,052	4,664	6,791	4,509	6,052	8,349
Sq. Ft. Per Employee	500	500	200	500	500	200	500	500	200
Leased Sq. Ft.	**813,189**	**1,821,442**	**908,952**	**1,026,137**	**2,332,211**	**1,358,187**	**2,254,732**	**3,026,099**	**1,669,844**
Utilization Factor	85%	85%	85%	85%	85%	85%	85%	85%	85%
FAR	0.25	0.40	0.30	0.25	0.40	0.30	0.25	0.40	0.30
Total Sq. Ft.	3,826,770	5,357,182	3,564,517	4,828,878	6,859,443	5,326,223	10,610,502	8,900,291	6,548,410
Acres [1]	**87.85**	**122.98**	**81.83**	**110.86**	**157.47**	**122.27**	**243.58**	**204.32**	**150.33**

TABLE A-3 JOBS TO LAND DEMAND CONVERSION (50% INTENSIFICATION): 2000 - 2025

	Low			Medium			High		
	Retail	Industrial	Office	Retail	Industrial	Office	Retail	Industrial	Office
Job Growth	1,626	3,643	4,545	2,052	4,664	6,791	4,509	6,052	8,349
Sq. Ft. Per Employee	500	500	200	500	500	200	500	500	200
Leased Sq. Ft.	**813,189**	**1,821,442**	**908,952**	**1,026,137**	**2,332,211**	**1,358,187**	**2,254,732**	**3,026,099**	**1,669,844**
Utilization Factor	85%	85%	85%	85%	85%	85%	85%	85%	85%
FAR	0.25	0.40	0.30	0.25	0.40	0.30	0.25	0.40	0.30
Density/Infill Factor	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50
Total Sq. Ft.	2,551,180	3,571,455	2,376,344	3,219,252	4,572,962	3,550,816	7,073,668	5,933,527	4,365,606
Acres [1]	**58.57**	**81.99**	**54.55**	**73.90**	**104.98**	**81.52**	**162.39**	**136.22**	**100.22**
	0.67	0.67	0.67	0.67	0.67	0.67	0.67	0.67	0.67

1) 43,560 sq. ft. = 1 acre

Source: Stanley R. Hoffman Associates, Inc.
UCSB Economic Forecast Project

APPENDIX G

Areas to be Considered for Future Growth: A Record of the Comprehensive Plan Advisory Committee's Recommendation

City of Ventura
Comprehensive Plan Update to the Year 2025

Task 4.2 – Draft Alternatives

Areas to be Considered for Accommodating Future Growth

A record of the Comprehensive Plan
Advisory Committee's Recommendation

May 19, 2003

Potential Expansion Areas (PEAs)

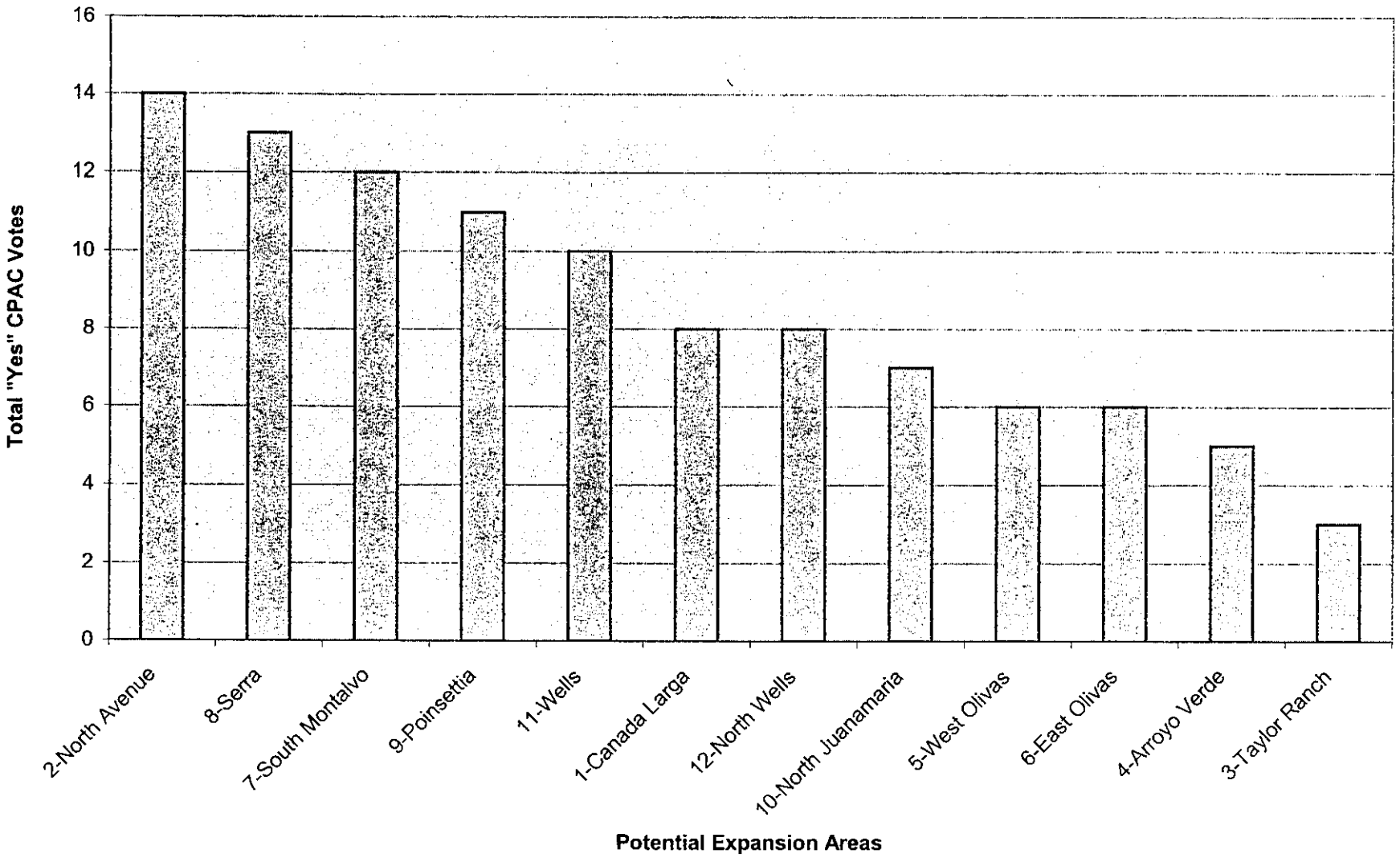
CPAC Votes	1 Canada Larga	2 North Avenue	3 Taylor Ranch	4 Arroyo Verde Hillside	5 West Olivas	6 East Olivas	7 South Montalvo	8 Serra	9 Poinsettia	10 North Juanamaria	11 Wells	12 North Wells
Yes	8	14	3	5	6	6	12	13	11	7	10	8
No	8	3	16	13	9	10	5	4	5	11	4	9
Unsure	3	2	0	1	4	3	2	2	3	1	5	2
Total Votes	19	19	19	19	19	19	19	19	19	19	19	19

YES	
2-North Avenue	14
8-Serra	13
7-South Montalvo	12
9-Poinsettia	11
11-Wells	10
1-Canada Larga	8
12-North Wells	8
10-North Juanamaria	7
5-West Olivas	6
6-East Olivas	6
4-Arroyo Verde	5
3-Taylor Ranch	3

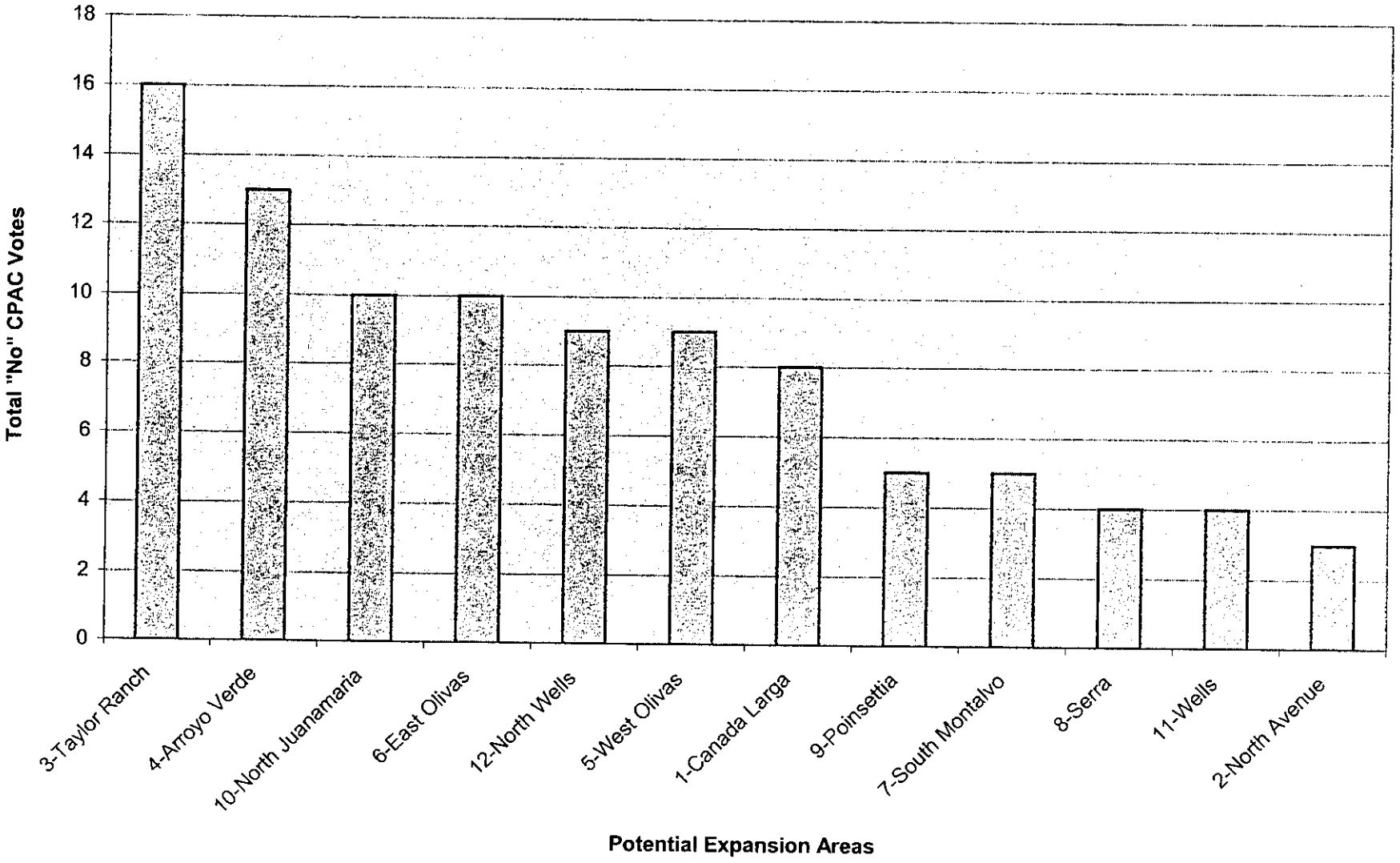
NO	
3-Taylor Ranch	16
4-Arroyo Verde	13
10-North Juanamaria	10
6-East Olivas	10
12-North Wells	9
5-West Olivas	9
1-Canada Larga	8
9-Poinsettia	5
7-South Montalvo	5
8-Serra	4
11-Wells	4
2-North Avenue	3

UNSURE	
11-Wells	5
5-West Olivas	4
1-Canada Larga	3
6-East Olivas	3
9-Poinsettia	3
12-North Wells	2
7-Montalvo	2
8-Serra	2
2-North Avenue	2
4-Arroyo Verde	1
10-North Juanamaria	1
3-Taylor Ranch	0

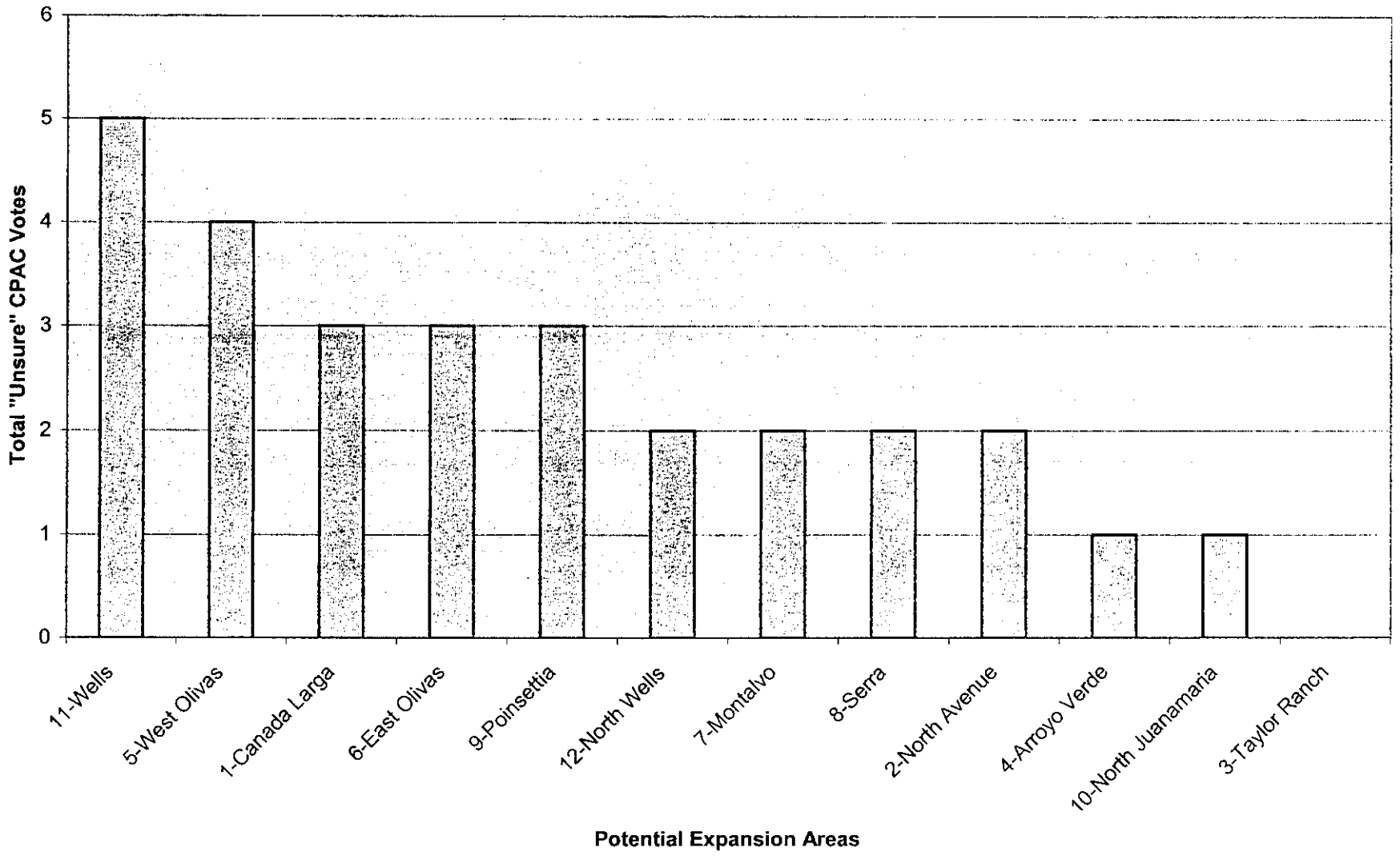
Areas Recommended by CPAC for Future Growth



Areas Not Recommended by CPAC for Future Growth



Areas Uncertain for Future Growth



CPAC Recommendtaions on Infill Sites

Site #	Site Name	Total "Yes" Votes
10	Sanjon Triangle	17
8a	School District	16
12	Thompson Corridor	16
13	Main St. Corridor	16
5	North Sycamore	15
7	Westside Revit.Plan	15
6	South De Anza	14
15	Seaward/WestHWY101	14
33	Wells & Citrus	14
34	Wells & Darling	14
38	Harbor Specific Plan	14
1	North Brooks	13
2	East Elementary	13
3	North Avenue East	13
14	Seaward/East HWY 101	13
19	East Ventura College	13
20	West Mound School	13
26	Johnson Drive - North	12
4	North Avenue West	11
8b	Mission Plaza	11
18	West Ventura College	11
27	Johnson Drive - South	11
35a	McGrath Industrial	11
9	East of Fairgrounds	10
11	Sanjon City Yard	10
17	Loma Vista Corridor	10
28	Olivas SW Corner	10
23	Former Ralph's	9
25	Bristol Center	9
35	Vacant Industrial	9
39	Pacific View North	9
8c	Surface Parking	8
24	Kmart Center	8
30	Edison Site	8
31	Telephone & Petit	8
32	Telechuma Center	8
37	West Golf Course	8
16	Medical Center	7
21	Victoria Plaza	7
29	Telegraph & Kimball	7
41	Ralston Commercial	7
36	Target Poinsettia	6
22	County Gov't Center	5
40	Fairgrounds	4

Site #	Site Name	Total "No" Votes
40	Fairgrounds	13
22	County Gov't Center	10
29	Telegraph & Kimball	10
8c	Surface Parking	8
23	Former Ralph's	8
31	Telephone & Petit	8
36	Target Poinsettia	8
9	East of Fairgrounds	7
16	Medical Center	7
21	Victoria Plaza	7
35	Vacant Industrial	7
8b	Mission Plaza	6
25	Bristol Center	6
32	Telechuma Center	6
37	West Golf Course	6
17	Loma Vista Corridor	5
24	Kmart Center	5
30	Edison Site	5
35a	McGrath Industrial	5
39	Pacific View North	5
4	North Avenue West	4
11	Sanjon City Yard	4
18	West Ventura College	4
28	Olivas SW Corner	4
41	Ralston Commercial	4
1	North Brooks	3
19	East Ventura College	3
26	Johnson Drive - North	3
33	Wells & Citrus	3
2	East Elementary	2
3	North Avenue East	2
8a	School District	2
14	Seaward/East HWY 101	2
15	Seaward/West HWY 101	2
20	West Mound School	2
27	Johnson Drive - South	2
34	Wells & Darling	2
12	Thompson Corridor	1
13	Main St. Corridor	1
38	Harbor Specific Plan	1
5	North Sycamore	0
6	South De Anza	0
7	Westside Revit.Plan	0
10	Sanjon Triangle	0

Source: CPAC Meeting on April 30, 2003

CPAC Recommendtaions on Infill Sites

Site #	Infill Site Name	*Yes*	*No*	*Unsure*	Total Votes
1	North Brooks	13	3	2	18
2	East Elementary	13	2	3	18
3	North Avenue East	13	2	3	18
4	North Avenue West	11	4	3	18
5	North Sycamore	15	0	3	18
6	South De Anza	14	0	4	18
7	Westside Revit.Plan	15	0	3	18
8a	School District	16	2		18
8b	Mission Plaza	11	6	1	18
8c	Surface Parking	8	8	2	18
9	East of Fairgrounds	10	7	1	18
10	Sanjon Triangle	17	0	1	18
11	Sanjon City Yard	10	4	4	18
12	Thompson Corridor	16	1	1	18
13	Main St. Corridor	16	1	1	18
14	Seaward/East HWY 101	13	2	3	18
15	Seaward/West HWY 101	14	2	2	18
16	Medical Center	7	7	4	18
17	Loma Vista Corridor	10	5	3	18
18	West Ventura College	11	4	3	18
19	East Ventura College	13	3	2	18
20	West Mound School	13	2	3	18
21	Victoria Plaza	7	7	4	18
22	County Gov't Center	5	10	3	18
23	Former Ralph's	9	8	1	18
24	Kmart Center	8	5	5	18
25	Bristol Center	9	6	3	18
26	Johnson Drive - North	12	3	3	18
27	Johnson Drive - South	11	2	5	18
28	Olivas SW Corner	10	4	4	18
29	Telegraph & Kimball	7	10	1	18
30	Edison Site	8	5	5	18
31	Telephone & Petit	8	8	2	18
32	Telechuma Center	8	6	4	18
33	Wells & Citrus	14	3	1	18
34	Wells & Darling	14	2	2	18
35	Vacant Industrial	9	7	2	18
35a	McGrath Industrial	11	5	2	18
36	Target Poinsettia	6	8	4	18
37	West Golf Course	8	6	4	18
38	Harbor Specific Plan	14	1	3	18
39	Pacific View North	9	5	4	18
40	Fairgrounds	4	13	1	18
41	Ralston Commercial	7	4	7	18

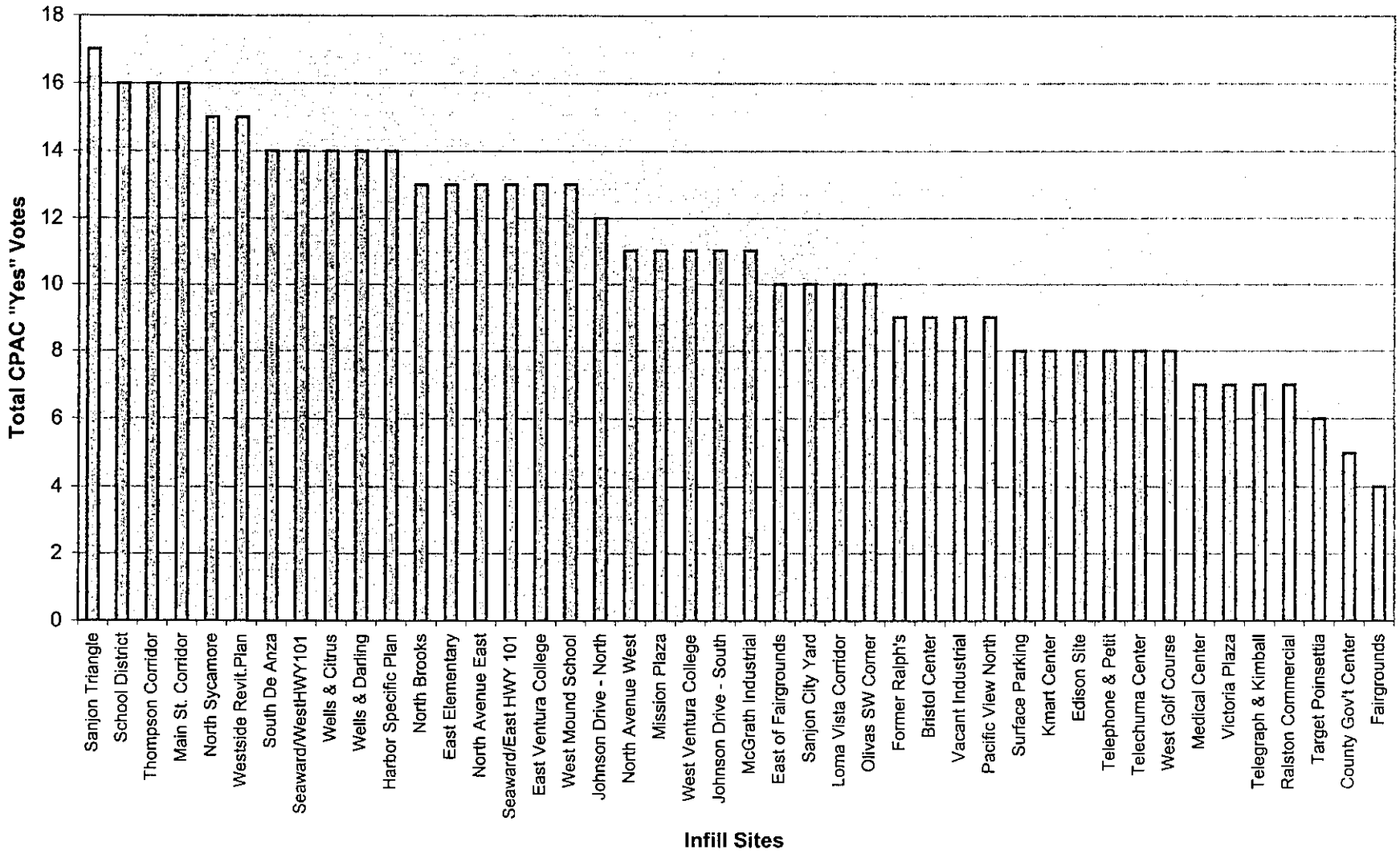
Source: CPAC Meeting on April 30, 2003

CPAC Recommendtaions on Infill Sites

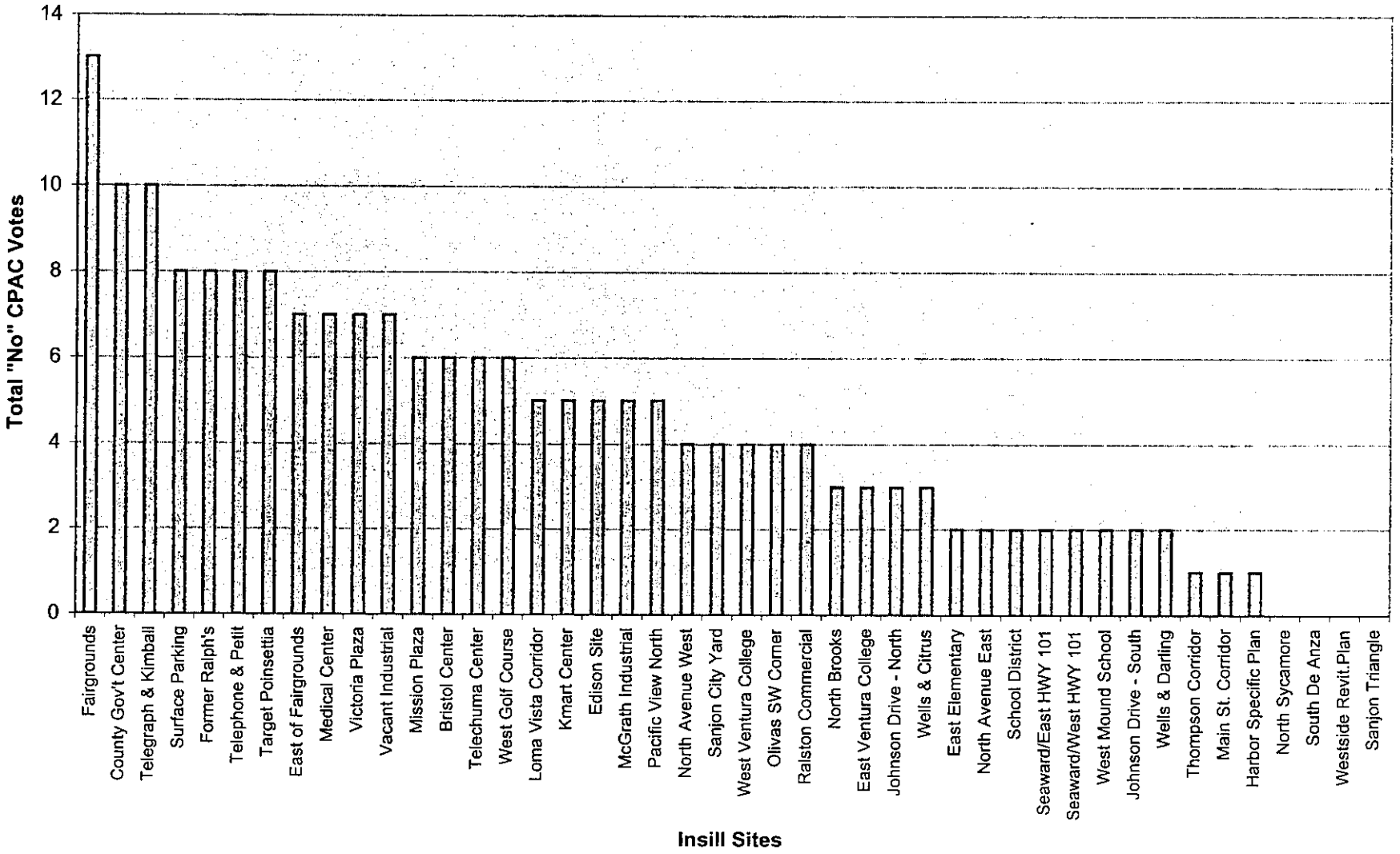
Site #	Infill Site Name	*Unsure*
41	Ralston Commercial	7
24	Kmart Center	5
27	Johnson Drive - South	5
30	Edison Site	5
6	South De Anza	4
11	Sanjon City Yard	4
16	Medical Center	4
21	Victoria Plaza	4
28	Olivas SW Corner	4
32	Telechuma Center	4
36	Target Poinsettia	4
37	West Golf Course	4
39	Pacific View North	4
2	East Elementary	3
3	North Avenue East	3
4	North Avenue West	3
5	North Sycamore	3
7	Westside Revit.Plan	3
14	Seaward/East HWY 101	3
17	Loma Vista Corridor	3
18	West Ventura College	3
20	West Mound School	3
22	County Gov't Center	3
25	Bristol Center	3
26	Johnson Drive - North	3
38	Harbor Specific Plan	3
1	North Brooks	2
8c	Surface Parking	2
15	Seaward/West HWY 101	2
19	East Ventura College	2
31	Telephone & Petit	2
34	Wells & Darling	2
35	Vacant Industrial	2
35a	McGrath Industrial	2
8b	Mission Plaza	1
9	East of Fairgrounds	1
10	Sanjon Triangle	1
12	Thompson Corridor	1
13	Main St. Corridor	1
23	Former Ralph's	1
29	Telegraph & Kimball	1
33	Wells & Citrus	1
40	Fairgrounds	1
8a	School District	

Source: CPAC Meeting on April 30, 2003

Infill Sites Recommended by CPAC



Sites Not Recommended by CPAC for Infill



Sites Uncertain for Infill