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City of Ventura, California
City of Ventura
• Ventura’s Vision
Protect Agriculture and natural land from development
“Well-planned approach to managing growth”
“high quality infill”
“Reusing existing buildings and land”
“Revitalizing historic downtown”
Downtown Specific Plan

• Form: what happens when others care about use?
  • California Coastal Commission
  • Housing and Community Development (HCD)
  • Community – you gonna put what...where?
Midtown Corridor Plan

- Calibrating the corridor form:
  - Adjacent neighborhoods
  - Shop-front – how much is too much?
  - View protections
- Connecting to Places – Downtown and “Wellness District”
Victoria Corridor Plan

• The street is important too…not just the land use…
• Ground Truth with development community – involve the those who will deliver the vision
• Understand market readiness
• Keeping the “vision” alive during the long-term implementation
Westside Plan

• Balancing desire for “redevelopment” with community stability
• Managing the transformation of place (from “underused” industrial to mixed use community
• Cultural implications
Additional Thoughts

- Define the Corridor’s purpose – “brand”
- Code Flexibility – code calibration cannot be “perfect”
- Can entitlement certainty be achieved?
- Listen (and understand) the neighborhood voice – develop alliances
Additional Thoughts

• Infrastructure and community amenities are important as corridors transform – how will public amenities and services be delivered