celebrating authenticity

DOWNTOWN SPECIFIC PLAN
ADOPTED BY CITY COUNCIL March 2007
CITY OF SAN BUENAVENTURA

DOWNTOWN SPECIFIC PLAN

ADOPTED BY CITY COUNCIL ON MARCH 19, 2007

ORDINANCES: 2007-008, 2007-009
AMENDMENTS

April 26, 2010: Ordinance No. 2010 – 006 – Creating a new use type for Thrift Stores and establish a related Director’s Permit process and operational standards

November 22, 2010: Ordinance No. 2010 – 014 - Modifying areas located in the Coastal Zone for Limited Use Overnight Visitor Accommodations

May 2, 2011: Ordinance No. 2011 – 005 – Creating a new use type and definition for “Personal Services: Restricted”

July 18, 2011: Resolution No. 2011 – 043 – Allowing Emergency Shelters by Right in specific zones and establishing transitional and supportive housing as a family residential use type.

December 17, 2012: Ordinance No. 2012 – 024 – Amending Division 24, Zoning Regulations, to permit Farmers’ Markets subject to a Director’s Permit

December 15, 2014: Resolution No. 2014 – 078 – Accepts and adopts the California Coastal Commission modifications to the Local Coastal Plan Amendment for the Downtown Triangle site.
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I. OVERVIEW

VISION STATEMENT

OVER THE NEXT TEN YEARS, VENTURA WILL EMPHASIZE OUR HISTORY, CULTURE AND UNIQUE CHARACTER TO SUSTAIN THE DOWNTOWN AS OUR CITY’S AUTHENTIC HEART — THE PRE-EMINENT ARENA FOR CIVIC AND ARTISTIC LIFE AND A PREFERRED LOCATION FOR RETAIL AND OFFICE COMMERCE.

“Downtown Ventura is to be a thriving and integrated district of civic, cultural, commercial, recreational and residential activities.” So began the 1993 Downtown Specific Plan which guided more than a decade of successful revitalization:

- Main and California Streets have come back to life as the “central spines of activity”, fulfilling the 1993 vision that the-then struggling Downtown would one day be the “logical place to go find one’s friends, have a cup of coffee, buy a book or simply relax and watch the people go by.”

- A new cineplex, public parking structure and streetscape improvements have served as catalytic drivers of renewed vitality, achieving the goal of “infusing the streets with activity throughout the day and evening.”

- Major new housing developments are finally underway, not only living up to the aim of “insuring a diverse residential population” but also the standard of “demanding the highest quality in new development.”

This 2007 Downtown Specific Plan builds on the first plan’s accomplishments, assesses our new challenges, and spells out what is needed to succeed in the decade ahead. It also addresses the limitations of the 1993 plan, particularly through the new form-based code that through interim use has brought greater clarity and discipline to the goal of engendering buildings that “insure the continued liveability and vitality of the Downtown and contribute to a memorable city identity.”
Today, Downtown Ventura's revived economic vitality represents both a challenge and an opportunity. It is neither possible nor desirable to freeze the area in its current state. Longtime merchants face displacement due to rising real estate values, but the fragile charm of the area cannot be sustained on new restaurants and boutiques alone. By emphasizing the strengths that differentiate Ventura's historic downtown from made-to-order “lifestyle centers,” the vision of sustaining our city’s authentic heart can be achieved.

The 1993 Plan was focused mainly on hope and possibility. The 2007 Plan is focused heavily on opportunity and implementation. To address the needs identified during public outreach events and summarized in various background studies, this plan offers:

1. Goals and policies to guide decision-makers in achieving the community’s desires;
2. Actions to be taken by the City to develop projects and partnerships that implement the goals and policies;
3. Catalytic projects to spur economic investment and residential and commercial development in Downtown;
4. New form-based zoning standards to provide clear direction for developers and staff; and
5. Streetscape improvements to activate the public realm, providing an inviting and engaging urban core.

The Downtown Specific Plan also fulfills the goals, policies and actions of Ventura’s General Plan. Specifically, the General Plan directs the preparation of new form-based zoning regulations and the completion of specific and community plans in areas such as the Westside, Midtown, Wells, Saticoy, Pierpont, Victoria Corridor and the Downtown. However, the certified 1989 Comprehensive Plan, as amended, remains applicable to all areas within the Coastal Zone.

The Downtown Specific Plan lays out a strategy for the continued revitalization of our city’s cultural and commercial core through implementation of eight planning goals that constitute the central elements of this plan (shown at left).
The first San Buenaventura Downtown Specific Plan was adopted in 1993. By 2003, after ten years of using the plan, it became apparent that it was in need of revision to reflect changing circumstances and to re-evaluate the community’s shared vision for Downtown’s future growth and development.

Much has been accomplished in the ten years since the first Downtown Specific Plan was adopted. A brief discussion of how the original eight goals have been accomplished and what remains to be achieved is presented in Table I-1, below:

**Table I-1. 1993 Plan Accomplishments**

<table>
<thead>
<tr>
<th>1993 PLAN GOAL</th>
<th>PROGRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Downtown shall be restored and revitalized as the social and symbolic “Heart of the City.”</td>
<td>Significant progress has been made toward achieving this goal. Construction of the Promenade Plaza, Century Theater and a new parking structure, are all significant contributions. Streetscape improvements provided on California Street and Main Street, which include textured sidewalks, street trees and other street furnishings, have helped to draw people to Downtown. A variety of new eating and entertainment establishments have also brought people Downtown, and along with the new theater, boosted the City’s nightlife and entertainment draw.</td>
</tr>
<tr>
<td>2. The image and visibility of Downtown shall be enhanced, creating a distinctive identity built on the best of what is already there.</td>
<td>The improvements described above have also contributed to achieving this goal. Additional programs undertaken with this Specific Plan update include the Wayfinding program, siting of the Cultural Arts Village, locating a multi-modal transit facility, further streetscape improvements on major Downtown streets, implementation of a Downtown parking management program and efforts to re-connect Downtown with the beach.</td>
</tr>
<tr>
<td>3. The Downtown Core shall be revitalized as the City’s central business district offering a prominent address for a variety of commercial ventures.</td>
<td>Downtown is home to several new restaurants and retail businesses that have opened in the past ten years. Continuing to expand the Downtown economy through commercial, office, and other employment-based development is a continuing goal of the Specific Plan.</td>
</tr>
<tr>
<td>4. Main Street and California Street shall be revitalized as the central shopping streets of the Downtown Core.</td>
<td>The efforts of the Downtown Ventura Organization (DVO), a newly formed group of merchants, residents and community members will further pave the way for revitalization and the promotion of Downtown’s role as a key business district in Ventura. In conjunction with the Redevelopment Agency and Community Development Department, the Downtown Ventura Organization will continue to strategize economic revitalization programs and target marketing opportunities for visitor-serving businesses.</td>
</tr>
</tbody>
</table>

**PLANNING AREA BOUNDARY**

The Downtown Specific Plan area covers approximately 514 acres and is bounded by the Pacific Ocean to the south; the foothills to the north; the Ventura River and Hwy 33 to the west; and Sanjon barranca to the east (see Figure I-1).
The 1993 plan also identified a number of objectives for the near term (5-7 years) and long term (15-20 years). Progress toward achieving these objectives is summarized in Tables A-1 and A-2 of Appendix A.
PUBLIC OUTREACH

The 2007 Downtown Specific Plan is based on the community’s vision. Preparation of the plan was guided by an ongoing public outreach program that included:

- Touring Downtown with key stakeholders;
- Participation in the Creative Cities exercises (December 2002);
- A 3-day coding charrette;
- A 60-day public review period for the April 2006 Draft plan;
- Approximately 20 public workshops and community meetings held in 2006 after release of the Draft plan;
- A six-week public review period for the draft local coastal program amendment, made available with release of the December 2006 Final Draft plan; and
- Discussions with the Historic Preservation Committee, Design Review Committee and Planning Commission before the plan’s adoption by City Council in March 2007.

The public outreach efforts and workshops resulted in a list of planning principles used to guide the update process to develop the first Draft plan. When asked to rank the five most important principles, early workshop participants responded as follows:

1. **Re-connect Downtown to the Beach**
   
   Highway 101 effectively isolates the Downtown from the beach. One of the primary goals of the Downtown Specific Plan should be to reconnect Downtown with the beach for all forms of circulation, but especially for pedestrians. The California Street bridge over Highway 101 should be the focal point for re-establishing this connection. Other secondary connections should be reinforced on Figueroa Street, the Ash Street pedestrian bridge and via the bike tunnel under Highway 101 at Ventura Avenue.

2. **Manage Parking Supply and Demand**
   
   Parking is an essential component of downtown vitality, but is also land-intensive and expensive. The parking standards for the Downtown need to be re-visited with the goal of identifying an appropriate balance between parking supply and demand. One consideration is to reduce or eliminate the off-street parking requirement for Downtown businesses. Another is to re-formulate a parking district to fund consolidated parking in structures.

3. **Improve Public Transit**
   
   The Amtrak train station is inconveniently located with respect to Downtown and connections to other forms of transit serving the city. Consideration should be given to relocate the train station, ideally in conjunction with a multi-modal transit facility. Possible locations include the block between Ash, Front, Fir and Thompson Boulevard or within the vicinity of the Crowne Plaza hotel at the southern terminus of California Street.
4. **Preserve and Enhance our Historic Character**

Downtown Ventura possesses a rich architectural heritage with fine examples of Victorian-era dwellings and an eclectic mix of institutional and commercial buildings. Downtown's sense of authentic historic uniqueness should be maintained.

5. **Establish New Form-Based Development Standards**

Development standards should be updated to establish the physical form and character desired for Downtown. The new standards (i.e., “form-based” code standards) should re-visit and address the following:

- Appropriate building height: consider allowing greater building height that varies with location;
- Permitted uses;
- Allowance for exceptions;
- Consistency between new development standards and those in the existing Municipal Code;
- Provide land use designations north of Main Street and south of Park Row Avenue;
- Incorporate the city’s Wayfinding program;
- Clarify sign regulations; and
- Re-visit the threshold of discretionary permit requirements for construction.

City staff have identified the following three additional principles:

6. **Facilitate Additional Housing to Generate Around-the clock Activity**

Drawing from Goal 6 of the 1993 Downtown Specific Plan that encourages additional residential development to create “around-the clock activity”, several new residential projects have been entitled with others either in the development review process or nearing submittal. This important goal from the 1993 Plan will be carried forward.

7. **Improve Infrastructure to Meet Revitalization Efforts and New Development Requirements**

Along with revitalization and new development come new demands for improvements to an aging, and in some cases, outdated infrastructure system. Planning to meet these needs is imperative.

8. **Preserve and Link Surrounding Natural Areas**

Downtown is surrounded by many unique natural areas including the Ventura River, the Pacific Ocean and the hillsides. New development must be designed to account for, enhance access to, and protect these natural areas.

Where the eight (8) planning principles have been incorporated into the Downtown Specific Plan, they are identified by reference.
ASSESSING DOWNTOWN

To address these issues, the City commissioned special technical studies aimed at providing the necessary foundation for new policies, programs and actions incorporated into this 2007 update:

1. Downtown Market Opportunities Assessment
2. Conceptual Planning Study for a Multi-Modal Transportation Center
3. Downtown Parking Study
4. Historic Landmarks and Districts Report
5. Sewer Deficiency Study

Applicable recommendations from these studies have been incorporated as policies and actions, identifying opportunities for either implementation or additional strategizing. For details and background information regarding these specific studies, please refer to the actual document. Each study is published separately and listed in Appendix D, Background. All are available for review at the Community Development Department located at:

   City Hall
   501 Poli Street, Room 117
   Ventura CA 93001.

Transportation and streetscape plans were also prepared. Recommendations included in the 2006 Downtown Ventura Mobility and Parking Plan and 2004 Streetscape Plan are also incorporated as programs and actions in Chapter II and full streetscape diagrams are presented in Chapter IV.
This section describes existing conditions and opportunities for improvement that drove the formation of the goals, policies and actions identified in Chapter II. By focusing on the following eight key issue areas, this plan addresses the needs and aspirations of the Downtown business and residential community.

1. Ventura’s Unique Character
2. California’s New Art City
3. Animating the Public Realm
4. Economic Vitality
5. Housing Renaissance
6. Mobility
7. “Park Once” Management Strategy
8. Sustainable Infrastructure

In addition to policies and actions, the Development Code in Chapter III addresses community concerns and desires related to the built environment. Through the form established in the Development Code, the Downtown Specific Plan provides further opportunity to achieve community goals. A rendering of the potential scale and massing of buildings within the urban core is shown at left.

Illustrations at left: potential growth in building height and scale in Downtown Ventura over the years to come...
**VENTURA’S UNIQUE CHARACTER**

To promote the long-term vitality of the city, this plan recognizes the value of Downtown as an authentic urban core with a rich heritage. Downtown’s historic, archaeological and architectural resources contribute to an eclectic style that will continue to attract residents, business and visitors. By preserving and enhancing that unique quality through a commitment to urban design and smart growth, this plan lays the groundwork for sustaining Downtown as the city center.

**HISTORIC RESOURCES**

City government plays an active role in the management and protection of important archeological and historic resources through the actions of the City’s Cultural Affairs Commission and the Historic Preservation Committee (HPC). The HPC advises decision makers on issues that may affect historic resources and makes recommendations on the designation of historic districts, landmarks, sites, buildings, structures and points of interest significant to the heritage and development of the city.

The most significant historic building in Downtown Ventura is the San Buenaventura Mission and its supporting structures and sites, such as the San Miguel Chapel site and Mission Aqueduct. The San Buenaventura Mission District is listed in the National Register.

Downtown Ventura also possesses hundreds of commercial and residential buildings that were constructed between 1870 and 1930. Many of these buildings retain their original exterior façade and have been adaptively reused over the years. Other important historic resources are the many large trees that add character to the Downtown; the Moreton Bay fig in Plaza Park is perhaps the most striking example. City-designated historic resources are identified in Figure I-2. A key to the sites is located to the left.

The City has also designated two local Historic Districts within the Downtown Specific Plan area: the Selwyn Shaw and Mitchell Block districts. Within these districts, the City regulates development in order to:

1. Protect against destruction or encroachment;
2. Encourage uses that promote the preservation, maintenance or improvement of points of interest;
3. Assure that new structures and uses in the District are in keeping with the historic character; and
4. Prevent adverse environmental influences on local historic resources (see Zoning Ordinance §24.340.010).

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**FIGURE I-2 HISTORIC RESOURCES LEGEND**

<table>
<thead>
<tr>
<th>Number</th>
<th>Historic Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Ortega Adobe</td>
</tr>
<tr>
<td>3.</td>
<td>Father Serra statue</td>
</tr>
<tr>
<td>4.</td>
<td>County Courthouse</td>
</tr>
<tr>
<td>5.</td>
<td>Grant Park cross</td>
</tr>
<tr>
<td>6.</td>
<td>Mission Plaza site</td>
</tr>
<tr>
<td>7.</td>
<td>Conklin home</td>
</tr>
<tr>
<td>8.</td>
<td>Mission Norfolk pines</td>
</tr>
<tr>
<td>9.</td>
<td>San Buenaventura Mission</td>
</tr>
<tr>
<td>10.</td>
<td>Plaza Morton Bay fig</td>
</tr>
<tr>
<td>11.</td>
<td>Morton Bay fig</td>
</tr>
<tr>
<td>12.</td>
<td>Judge Ewing residence</td>
</tr>
<tr>
<td>13.</td>
<td>Ventura Guaranty building</td>
</tr>
<tr>
<td>14.</td>
<td>San Miguel Chapel site</td>
</tr>
<tr>
<td>15.</td>
<td>First Baptist Church</td>
</tr>
<tr>
<td>16.</td>
<td>Shisholop Village site</td>
</tr>
<tr>
<td>17.</td>
<td>Bard Hospital</td>
</tr>
<tr>
<td>18.</td>
<td>Ventura Wharf (pier)</td>
</tr>
<tr>
<td>19.</td>
<td>Franz Home</td>
</tr>
<tr>
<td>20.</td>
<td>Magnolia Tree</td>
</tr>
<tr>
<td>21.</td>
<td>Hobson Brothers meat packing</td>
</tr>
<tr>
<td>22.</td>
<td>Ventura Theatre</td>
</tr>
<tr>
<td>23.</td>
<td>First Post Office building</td>
</tr>
<tr>
<td>24.</td>
<td>Hitching Post</td>
</tr>
<tr>
<td>25.</td>
<td>Apostolic Church</td>
</tr>
<tr>
<td>26.</td>
<td>Southern Methodist Episcopal Church</td>
</tr>
<tr>
<td>27.</td>
<td>Post Office murals</td>
</tr>
<tr>
<td>28.</td>
<td>Livery Theatre/County Garage</td>
</tr>
<tr>
<td>29.</td>
<td>Packard Garage</td>
</tr>
<tr>
<td>30.</td>
<td>Peirano Store/Wilson Studios</td>
</tr>
<tr>
<td>31.</td>
<td>Peirano residence</td>
</tr>
<tr>
<td>32.</td>
<td>Theodosia Burr Shepherd Gardens</td>
</tr>
<tr>
<td>33.</td>
<td>Feraud General Merchandise Store</td>
</tr>
<tr>
<td>34.</td>
<td>First National Bank of Ventura</td>
</tr>
<tr>
<td>35.</td>
<td>First National Bank</td>
</tr>
<tr>
<td>36.</td>
<td>Bank of Italy</td>
</tr>
<tr>
<td>37.</td>
<td>Dr. C.F. Miller residence</td>
</tr>
<tr>
<td>38.</td>
<td>El Nido Hotel</td>
</tr>
<tr>
<td>39.</td>
<td>Robert Sudden house</td>
</tr>
<tr>
<td>40.</td>
<td>92 North Fir Street</td>
</tr>
</tbody>
</table>

* Historic landmark numbers are assigned by the City; where numbers are out of sequence, those resources are located outside of the plan area and are not shown in Figure I-2.
This Figure is provided for illustrative purposes and may be updated from time to time. Up-to-date source data may be found in the City's GIS database.
Design review is required for changes to exterior structural and/or architectural features, including color and materials, and for all new construction and alterations or additions to existing historic resources. The Development Code (Chapter III) provides Historic Resource Design Guidelines and other development standards for construction on or contiguous to a property that contains a city-designated historic resource.

ARCHAEOLOGICAL RESOURCES
There is considerable evidence that indigenous peoples inhabited the Ventura area and especially the area that became Downtown. Of particular note is Shisholop Village, the site of a Chumash settlement located near the beach at the terminus of Figueroa Street, now an underground resource. Archaeological records show that the village was settled sometime around 1000 A.D. and was believed to have been a Chumash provincial capital.

Sub-surface prehistoric sites are located throughout Downtown. The policies and actions included in Chapter II mandate the preservation of archaeological deposits through the development and environmental review processes.

ARCHITECTURAL CHARACTER
Three architectural styles predominate the Downtown built environment, particularly among residential buildings: Victorian, Craftsman and Spanish. However, these stylistic categories are more like “families,” within them is a broad range of variation. For example, architecture commonly referred to as Victorian includes Italianate, Queen Anne, Eastlake, Victorian Vernacular and Greek Revival. Other styles, such as Art Deco, are also present and have achieved compatibility with the overall mix through massing, color, level of articulation and detailing.

The Development Code in Chapter III does not dictate architectural style, but addresses design on a number of broader levels to establish a matrix of standards and guidelines that will allow projects to develop over time in a familiar scale and character. In this manner, new buildings and renovation projects will support Downtown’s historic lotting pattern and existing mix of architectural styles.

CONSISTENCY REFERENCE
The goals, policies and actions derived from the city’s commitment to preserving Ventura’s unique character are consistent with the following local plans and state policies:

• California Coastal Act
  - CA Article 2, Section 30210
  - CA Article 5, Section 30244
  - CA Article 6, Section 30250 (a) and 30251

• Ventura General Plan
  - Policy 3A: Sustain and complement cherished community characteristics
  - Policy 3B: Integrate uses in building forms that increase choice and encourage community vitality
  - Policy 3C: Maximize use of land in the city before considering expansion
  - Policy 9A: Integrate local history and heritage into urban form and daily life
  - Policy 9D: Ensure proper treatment of archeological and historic resources

• Economic Development Strategy
  - Focus 5, Goal: Continue vitality through planning, organization, and achievement.

• Redevelopment Implementation Plan
  - Section 328: Rehabilitation, Conservation, and Moving of Structures
  - Section 420: Design Guidelines
  - Goal III: Invest in infrastructure and Enhance Community Facilities

• Ventura Cultural Plan
  - Policy 1: Build and preserve a city that is reflective of Ventura’s heritage and aspirations.
  - Policy 2: Support Ventura’s cultural infrastructure: people, places and organizations.
CALIFORNIA’S NEW ART CITY

In 2005, the City Council adopted the Ventura Cultural Plan: “Creating California’s New Art City”. The goals of the plan are permeated with a focus on authenticity and a desire to nurture Ventura’s unique identity. Part of this emphasis on authenticity includes a comprehensive approach to culture, one that weaves together the broad fabric of the community – artists, architecture, culture, history and the environment. Through implementation of policies that support the preservation of Ventura’s local heritage while encouraging artistic development, the City is actively pursuing the integration of art, architecture, culture and history to restore and enhance the unique identity of Downtown.

Cultural planning documents include:

- 2005 Ventura Cultural Plan: Creating California’s New Art City
- 2000 Public Art Long Range Plan
- 1998 Downtown Cultural District Plan

These plans created the framework for art and culture to flourish. Further implementing the recommendations of these planning documents will reinforce the role of Downtown as the cultural center of the city. Goals and policies that are specific to Downtown are incorporated or referenced in this plan.

MISSION PARK CULTURAL ARTS CLUSTER

The Ventura County Museum has approved plans for a major remodel and expansion of its existing facilities. This expansion will extend into Mission Park and make the museum a stronger draw for the western edge of Downtown. Mission Park and the Figueroa Street Plaza will be the center of a new cultural arts center and should be planned as such. The goal is to increase participation in the arts by providing additional cultural facilities to activate the park and plaza, creating a dynamic civic space and linkages to the rest of Downtown. A new town square across from the Mission will provide a much-needed central gathering place for community events.

In July of 2003, the City, in partnership with the San Buenaventura Foundation for the Arts, conducted a Cultural Facilities Feasibility Study to determine the optimum size of a facility that could be supported by the community. That study concluded that Ventura could support a 600-seat performing arts venue. The site of the future facility is identified on Figure I-8 as part of the future Mission Park Cultural Arts Cluster development, further discussed as Catalytic Project No. 2.
ANIMATING THE PUBLIC REALM
The City is responsible for improvements to the public realm that foster a climate conducive to private investment. The public realm includes streets, alleyways, sidewalks, lighting, landscaping and street furniture such as benches, bike racks, newsracks and fountains, as well as squares, plazas, parks, public art, open space areas and pedestrian corridors.

STREETSCAPE
To assess existing conditions and recommend improvements to California, Oak and Figueroa streets and portions of Thompson Boulevard, a “Downtown Streetscape Plan” was prepared. The actions in Chapter II direct specific improvements to these streetscapes. The improvements can be phased, but priority should be given to California and Figueroa streets to re-establish the connection between Downtown and the beach. The 2004 Streetscape Plan is published separately in its entirety. The City’s adapted recommendations, taken from the 2004 document, are depicted graphically in Chapter IV.

California Street
The recommendations for California include providing 12-foot wide sidewalks, introducing revised street tree patterns and pedestrian-oriented light fixtures and creating additional on-street parking. Additionally, California Plaza should be enhanced and connected directly to the beach by a new stairway. The California Street bridge should be renovated to provide wider sidewalks. Strong visual elements like towers or pavilions should be added to emphasize the importance of the crossing. Lighting, noise reduction, landscaping and signage improvements are also recommended.

Figueroa Street
The streetscape along Figueroa should be improved by providing greater consistency of sidewalks, intersection and crosswalks patterns, street trees and lighting along its length. On-street parking patterns can be revised to a mix of parallel and diagonal parking while maintaining bike lanes. The beachside terminus should be re-configured with a better defined visual terminus, such as a water feature or other public art piece to emphasize the importance of this connection. Access to beach parking lots would be retained or improved.

The underpass will be transformed into an attractive gateway between Downtown and the fairgrounds and beach. Improvements including a public art mural, better lighting and signage are already underway for completion in 2008.

Oak Street
Oak Street’s role as a north-south corridor in Downtown will become significantly more important when the northbound Highway 101 offramp is redirected there. Chapter IV recommends enhancing Oak Street by widening sidewalks, improving crosswalks at various intersections and introducing new lighting, street trees and signage.

CONSISTENCY REFERENCE
The goals, policies and actions derived from the city’s commitment to animating the public realm are consistent with the following local plans and state policies:

• California Coastal Act
  - Article 2: Sections 30210, 30211, 30212, 30214(4)
  - Article 3, Section 30221
  - Article 6, Section 30252

• Ventura General Plan
  - Policy 3A: Sustain and complement cherished community characteristics
  - Policy 3B: Integrate uses in building forms that increase choice and encourage community vitality
  - Policy 4D: Protect views along scenic routes

• Economic Development Strategy
  - Focus 5, Goal: Continue vitality through planning, organization and achievement.

• Redevelopment Implementation Plan
  - Goal III: Invest in infrastructure and Enhance Community Facilities

• Ventura Cultural Plan
  - Policy 3: Create a broad-based public awareness of local and regional cultural offerings and amenities.
  - Policy 5: Ensure comprehensive access to and involvement in cultural opportunities for all segments of the population.
Thompson Boulevard
Chapter IV also recommends a number of changes to Thompson Boulevard between Ventura Avenue and Chestnut Street. These include new street trees, lighting, signage and on-street parking. Crosswalk improvements are suggested at key locations, including a new marked crosswalk between Figueroa Street and Ventura Avenue.

PARKS AND RECREATION
There are eight developed parks in the Downtown Specific Plan area. In total, thirteen parks and recreational facilities, including three undeveloped open space areas, serve Downtown residents and visitors as summarized in Table I-2 and as shown in Figure I-3. As noted in Table 3-3 of the environmental impact report (EIR) prepared for this plan, there are currently an estimated 2,299 residences within Downtown. Based on the current citywide average household size of 2.57 persons, the estimated Downtown population is 5,908. Based on the City’s 10 acres per 1,000 residents standard, such a population would demand 59 acres of parks. The current supply of parks accessible to Downtown provides about 26 acres per 1,000 residents, or more than double the City standard. The 1,600 new residences projected for Downtown would add an estimated 4,112 residents (1,600 units x 2.57 persons/unit), bringing the total Downtown population to 10,020. Such a population would need about 100 acres of parks based on the City’s 10 acres per 1,000 residents standard. The 156.1 acres of parks currently available in the Downtown area would provide about 15 acres per 1,000 residents, thus continuing to exceed the City’s standard.

Table I-2. City Park Facilities Serving Downtown

<table>
<thead>
<tr>
<th>PARK</th>
<th>PARK SIZE BY USE (ACRES)</th>
<th>Neighborhood</th>
<th>Community</th>
<th>Citywide</th>
<th>Special Use</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albinger Archaeological Museum</td>
<td>0.9</td>
<td>0.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cemetery Memorial Park</td>
<td>7.1</td>
<td></td>
<td>7.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chapel Site</td>
<td>0.3</td>
<td>0.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown Mini-Park</td>
<td>0.4</td>
<td>0.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eastwood Park</td>
<td>0.7</td>
<td>0.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mission Park</td>
<td>1.5</td>
<td>1.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plaza Park</td>
<td>3.7</td>
<td>3.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promenade Park</td>
<td>1.0</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surfers Point Park</td>
<td>3.4 ^1</td>
<td>3.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant Park*</td>
<td>107.3 ^2</td>
<td>107.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seaside Wilderness Park*</td>
<td>24 ^2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>Ventura Community Park*</td>
<td>100</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Westpark*</td>
<td>1.5 ^3</td>
<td>5.8</td>
<td>5.8</td>
<td>5.8 ^3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>13.7</td>
<td>105.8</td>
<td>107.3</td>
<td>29.3</td>
<td>256.1</td>
<td></td>
</tr>
</tbody>
</table>

Source: 2005 Ventura General Plan.

1 Acreage dependent upon mean high tide line of the Pacific Ocean.
2 Acreage is variable because 65% of the area is located in the Ventura River bed.
3 Not located within the Downtown Specific Plan area, but still accessed and used by Downtown residents.
* Although Westpark is adjacent to Downtown and used by Downtown residents, it is not within the DTSP boundary. Therefore, only its acreage devoted to Community use is counted and not its Neighborhood Use.
Beaches & Other Special Use Recreational Facilities

In addition to City-owned parks, a number of other recreational facilities are available within the planning area. Foremost among these are the seven miles of beach that line the southern boundary of the City. The Ventura River Trail also provides walk, bike, jog and strolling opportunities. In addition, the Ventura Unified School District and Ventura College have joint-use agreements with the City so that residents have access to their sports fields, pools, and gymnasiums after school hours.

Pedestrian Linkage Opportunities

Downtown is situated between three important natural elements: the Pacific Ocean, Ventura River and the foothills. Publicly owned lands including the Omer Raines bike trail along the Pacific Ocean, the City’s oceanfront promenade and the 109-acre Grant Park in the hillside area above City Hall serve as major recreational opportunities that help make Downtown a unique and special place. Very few urban centers have accessibility to such elements in close proximity.

Between these important earth forms and public areas are significant connectors, including several parks and plazas. However, a vital, aesthetically-inviting pedestrian connection to areas such as Mission Park and Figueroa Plaza, the Old Mission grounds, Albinger Museum, Ventura County Museum of History and Art, Eastwood Park, the San Miguel Chapel Site, City Hall, Foster Library, Plaza Park and Cemetery Memorial Park is lacking. Creating connections where residents and visitors can stroll and access cultural and natural areas with minimal intrusion from busy streets is an important aspect to animating the public realm.

Figure I-4 illustrates how future Downtown development can join together with the public sector to help tie these areas together and establish an experience that is Ventura’s own. From the heart of Downtown, a pedestrian should be able to access the beach and beautiful vistas offered through walks along Ventura River and in Grant Park.
ACHIEVING THE VISION

IDENTIFYING OPPORTUNITY

ECONOMIC VITALITY

“Critical mass is created when there is enough activity to occupy a visitor for four to six hours” according to downtown revitalization expert Christopher Leinberger¹. To sustain the restaurants and entertainment assets of Downtown in the face of emerging competition, successful retail must be actively pursued to re-establish Ventura’s historic urban core as a preferred shopping location. Americans are re-asserting the importance of place in retail environments and Downtown Ventura must capitalize on this desire for marvelous venues in which we can spend our money enjoying ourselves. City and Redevelopment Agency land holdings are key to this, along with mixed-use designs that meet current retail operational requirements. But while retail and tourism are highly visible measures of economic success, the General Plan’s focus on high wage, high value jobs is also an essential ingredient of economic stability for Downtown. Returning first class office, studio and live-work space that appeals to entrepreneurial endeavors is critical to balancing and diversifying Downtown’s economic base.

CONSTRAINTS TO DEVELOPMENT

Development potential of the Downtown must be considered within the context of various physical and regulatory constraints. Such special conditions include:

- Environmental constraints such as geology and hydrology;
- Aging infrastructure; and
- Preserving historic buildings while promoting infill and revitalization.

The policies and actions included in this Specific Plan and the urban regulations provided in the Development Code are aimed at addressing these and other constraints to new development.

¹ “The Shape of Downtown”, Urban Land magazine (ULI), December, 2004
FIGURE I-4. PEDESTRIAN LINKAGE OPPORTUNITIES

- Specific Plan Boundary
- School
- Plaza or Pedestrian/ Bike Path
- Park, Open Space or Plaza
- Public Art or Landscape Features

*Note: existing and future opportunities are shown in orange overlay.
HOUSING RENAISSANCE

City government plays a pivotal role in promoting housing by setting policy, facilitating projects and, in some cases, by being a partner in development. Providing sufficient, quality housing in Downtown is a pivotal step toward revitalization, resulting in a lively and livable urban center that can sustain around-the-clock activity. The intent of the policies and actions in Chapter II is to stimulate the production of mixed use and residential development to create additional housing opportunities for local residents and workers while complementing the existing urban fabric, building strong neighborhoods and strengthening the local economy.

Residential development in Downtown can be complex and expensive due to multiple factors, including the difficulty of land assembly, high land costs, physical and environmental constraints and off-site infrastructure costs. The urban standards and direction provided within the Development Code in Chapter III are intended to reduce or eliminate common regulatory obstacles to development. Unlike conventional zoning ordinances, the Code was formulated to illuminate and re-define the development approval process to achieve an eclectic, yet cohesive urban fabric that provides for and meets the needs of a Downtown in concert with redevelopment. The Code provides flexibility in design to encourage the construction of affordable housing units, while elevating the standard for materials and architecture. By guiding development through implementation of the Code and by reducing regulatory and financial burdens via policies and actions, this plan provides the means for overcoming housing challenges in Downtown.

AFFORDABLE HOUSING PRODUCTION STRATEGY

In April of 2004, the Redevelopment Agency (RDA) adopted an inclusionary housing resolution for the Redevelopment Project area, which lies within the Downtown Specific Plan area. This resolution, now codified as Chapter 24R.250 of the city Municipal Code, requires new residential developments of 7 or more units to make 15 percent of the units affordable to low- and moderate-income households. The requirement ensures that future developments in Downtown will meet the Redevelopment Agency's legal mandate for affordable housing production. As identified in the 2005-2010 Redevelopment Agency Implementation Plan, this means that a total of 170 units may be made affordable to very low-, low-, and moderate-income households.

In October of 2004, the City and RDA released a $3.35 million Notice of Funding Availability (NOFA), of which the RDA's Housing Funds provided $2.2 million. Circulated to qualified developers and development teams, the goal of the NOFA was to increase the housing inventory through the construction of new affordable housing units citywide. By 2015, the RDA expects to facilitate development of 769 housing units in the Downtown, including 116 affordable units. Approximately $4.3 million in Redevelopment set aside funds will be available to qualified developers in financing the production of affordable housing in the Downtown over the next few years.
POTENTIAL FOR INFILL

Infill opportunities include vacant and under-utilized properties that are both privately and publicly owned. As an established urban core, these opportunities in Downtown are becoming increasingly limited and will require creative solutions and public/private partnerships. To balance the many goals for Downtown, larger infill projects are likely to serve multiple functions. Surface parking lots, for example, provide excellent opportunities for redevelopment.

The largest infill site is approximately 11 vacant acres commonly known as the “Triangle Site” in the southeastern corner of downtown. Due to its unique size and location, the site presents opportunities for certain uses not otherwise available in Downtown. In addition, any development project at the site must emphasize visitor-serving uses. Therefore, future development and uses must be carefully considered for this site, see Focus Area C on pg. I-47 for a more detailed discussion.

Table I-3 summarizes the acreage of vacant, public and infill opportunity properties within the Downtown Specific Plan area that have a high potential for new development or redevelopment.

Table I-3 - Summary of Vacant, Public and Infill Opportunity Properties

<table>
<thead>
<tr>
<th>LAND USE CATEGORY</th>
<th>ACRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacant¹</td>
<td>16.60</td>
</tr>
<tr>
<td>Infill Opportunities²</td>
<td>10.20</td>
</tr>
<tr>
<td>City Owned Properties</td>
<td></td>
</tr>
<tr>
<td>Vacant</td>
<td>2.87</td>
</tr>
<tr>
<td>Parks</td>
<td>16.68</td>
</tr>
<tr>
<td>Surface Parking Lots</td>
<td>8.46</td>
</tr>
<tr>
<td>Parking Structures</td>
<td>2.58</td>
</tr>
<tr>
<td>Other³</td>
<td>7.52</td>
</tr>
<tr>
<td>RDA Properties</td>
<td></td>
</tr>
<tr>
<td>Vacant</td>
<td>1.79</td>
</tr>
<tr>
<td>Surface Parking Lots</td>
<td>1.02</td>
</tr>
<tr>
<td>Total</td>
<td>67.72</td>
</tr>
<tr>
<td>Potential for Development⁴</td>
<td>40.72</td>
</tr>
</tbody>
</table>

REDEVELOPMENT

The City and its Redevelopment Agency (RDA) will actively engage in helping to assemble land and intensify uses on under-utilized properties. The RDA is already working on a number of owner participation projects whereby RDA-owned land is transferred to an adjacent owner for existing business expansion or new, efficient development. A recent example is the RDA’s acquisition of three run-down buildings at the west end of Thompson Boulevard. These buildings will be razed and combined with other RDA-owned parcels and a partial street abandonment to provide a one-half block development site for affordable artist live-work units, limited retail and supportive housing.

A full description of redevelopment activities is included in the 2005-2010 Redevelopment Agency Implementation Plan.
MOBILITY

Downtown is served by a wide range of circulation modes including cars and trucks, buses, rail, bicycling and walking. It is the intent of this plan to encourage people to use alternative modes of transportation to get to Downtown and to walk or bike once they reach Downtown. Downtown sidewalks, plazas and paseos will continue to be accessible to disabled persons. Providing access to and around Downtown through various transportation options will help ease traffic congestion and enhance Downtown’s pedestrian ambience. However, for the foreseeable future, most people, especially visitors, will continue to arrive by automobile. Therefore, providing adequate and convenient parking is a critical element of transportation planning efforts. In this plan, the city’s goals for parking management are closely tied to achieving our mobility goals.

The City commissioned special studies to explore transportation and accessibility issues and opportunities. For example, in 2003, the City analyzed multi-modal transit center options, looking specifically at the Ventura County Fairgrounds, the parking lot next to the Crowne Plaza hotel and the “Triangle Site” (late eliminated as a potential site by the City Council in 2006). Figure I-9 provides options for locating a multi-modal center in the Downtown. With regard to the public realm, Chapter IV of this plan recommends ways to better connect Downtown and the beach, including improvements to key corridors. With regard to transit and parking, the 2006 Downtown Ventura Mobility and Parking Plan (Nelson/Nygaard Consulting Associates) recommends a comprehensive program to meet Downtown parking needs. The strategies recommended in that plan have been adapted by the community and are included in Chapter II as policies and actions and in the Downtown Parking Management Program in Chapter V.

Each of these studies is published separately.

Figure I-5 identifies Downtown roadway classifications. These classifications will be maintained through the policies and actions in this plan to encourage formation of a pedestrian-oriented transportation network.

CONSISTENCY REFERENCE

The goals, policies and actions derived from the city’s commitment to increasing mobility are consistent with the following local plans and state policies:

• California Coastal Act
  - Article 6, Section 30252
• Ventura General Plan
  - Policy 4A: Ensure that the transportation system is safe and easily accessible to all travelers
  - Policy 4B: Help reduce dependence on the automobile
  - Policy 4C: Increase transit efficiency and options
“PARK ONCE” MANAGEMENT STRATEGY

Most people visiting Downtown for work, shopping, entertainment or recreation arrive by automobile. Although the City strives to encourage alternative means of transportation, provision of adequate parking is an important practical issue for the Downtown’s continued success. The “Parking Study for the DTSP Update” (Katz, Okitsu & Associates 2003) found that in Downtown, north of Highway 101, there are over 4,000 public parking spaces: about 2,500 on-street and the rest in off-street lots, including the Santa Clara Street structure. Overall, there is sufficient capacity to accommodate typical demand, with a little over half of the available spaces occupied during weekday peak times. However, various sub-areas in Downtown reach much higher levels of utilization. For example, approximately two-thirds of all available spaces are occupied in the downtown core around weekday lunchtime. On-street spaces along certain blocks of Main Street are often fully used at times of highest demand, both weekdays and weekends. A detailed breakdown of parking utilization by time and location is included in the 2006 Downtown Ventura Mobility and Parking Plan (published separately).

The 2006 Downtown Ventura Mobility and Parking Plan made recommendations that staff has further tailored to address public input received during the public draft review period for this Specific Plan update. A comprehensive implementation strategy to manage parking supply and demand is called out in the Downtown Parking Management Program (DPMP) in Chapter V. The DPMP will be implemented over time through Action 7.1 in Chapter II and as described in the DPMP itself. The DPMP is intended as a strategy to guide the transition of our Downtown to be more independent of cars over the next ten years; some components will happen within the first few years and others will be implemented over time.

As part of the DPMP, future locations for public parking will be identified and secured after analyzing existing and anticipated supply and demand for parking. Potential parking structure locations are identified in Figure I-6.
FIGURE I-5. DOWNTOWN ROADWAY CLASSIFICATION PLAN

Roadway Design Classification
- Existing Secondary Arterial
- Existing Collector
- Future Extension Collector
- Principal Intersection

FIGURE I-6. POTENTIAL PARKING STRUCTURE LOCATIONS

= Potential location of a new parking structure

* Final locations will be defined through additional and ongoing parking utilization studies.
SUSTAINABLE INFRASTRUCTURE

The California Government Code requires a specific plan to include text and diagrams that specify, “The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.”

The development objectives of the Downtown Specific Plan can only be achieved if infrastructure capacity is available concurrently or in advance of such development.

WATER SUPPLY, DISTRIBUTION AND TREATMENT

The city water system serves residential, commercial, industrial, petroleum recovery and irrigation needs. Raw water is used only for irrigation and injected into the ground for oil recovery. All other customers receive treated potable water.

The western portion of the City, including the Downtown Specific Plan area, is normally supplied from the Casitas Municipal Water District (Lake Casitas) and the Ventura River diversion at Foster Park (in Ojai). The City also supplies water to the Downtown Specific Plan area from groundwater wells located in the eastern portion of Ventura when necessary. As development occurs and demand for water increases, our infrastructure network will respond accordingly.

WASTEWATER COLLECTION AND TREATMENT

The Downtown area has sewer pipes that were installed as early as 1905. Some existing mains are currently at or above capacity. Others will reach or exceed capacity as a result of development in the Downtown Specific Plan area. Capital improvement projects are currently underway to improve sewer lines in the Downtown, however, developers and the City will need to work closely to ensure the continued availability of adequate sewer service.

STORM DRAINAGE

Downtown Ventura is served by a system of storm drains and culverts. Elsewhere in the City natural watercourses or barrancas are part of the drainage system. The Downtown does not include any natural waterways. Drainage patterns within the City generally begin in the hills north of the City and terminate in the Ventura River, Santa Clara River or the Pacific Ocean.

The City’s storm drainage facilities are designed to convey the runoff generated from a 10-year storm event, while City streets convey flows above the 10-year storm, see Figure I-7. As identified in Chapter II, a Master Drainage Plan will be prepared in the next few years to address the City’s drainage issues in a comprehensive approach. New development will need to comply with the Master Drainage Plan.
FIGURE I-7. STORM DRAINAGE FACILITIES AND RECOMMENDED IMPROVEMENTS

1. Garden Street/Santa Clara Street Storm Drain Improvements
2. Surfers Point Beach Water Quality Improvements (California Street Storm Drain)
3. Sanjon Road Pump Station Improvements
4. Thompson Boulevard/Ventura Avenue Storm Drain Improvements
5. Palm Street/Santa Clara Street Storm Drain Improvements
6. Kalorama Street/Church Street Storm Drain Improvements
7. Buena Vista/Ash Street Storm Drain Improvements
8. Summit Drive Storm Drain Improvements
9. Tioga Drive Slope Repair
10. Surfers Point Beach Water Quality Improvements (Figueroa Street Storm Drain)
11. Shoreline Drive Storm Drain Improvements
12. Chestnut Street/Main Street Storm Drain Improvements
SOLID WASTE
A majority of the City’s municipal solid waste is disposed of at the Toland Landfill after processing at Gold Coast Recycling. The State of California mandates that jurisdictions, including Ventura, divert at least 50% of solid waste generated in the jurisdiction from landfill disposal. To help accomplish this mandate, the Downtown Specific Plan ensures that every new development will include receptacles and enclosures to adequately service commercial, retail and residential solid waste and recyclables. Compliance with the City’s Trash and Recycling Enclosure Guidelines will be required of all new development.

LIBRARY SERVICES
Ventura has three public libraries: E.P. Foster Library, H. P. Wright Library and The [Ventura] Avenue Library. The libraries are administered and staffed through the Ventura County Library System. Residents consider the Downtown public library, a “symbol of civic pride”, serving as both a central information resource and community center. The E.P. Foster Library, located at 651 East Main Street, has recently been identified for improvements that will enhance public services by providing additional community meeting venues and educational programming. This “Library of the Future” project is supported with policies and actions in Chapter II.

SCHOOLS
Figure I-3 shows locations of school facilities operated by the Ventura Unified School District (VUSD) that serve Downtown. Additional educational facilities include private schools and institutions of higher learning. VUSD has divided the city into four geographic attendance areas to direct a student’s progression from elementary to high school: Westside, Midtown, Montalvo and East End. Table I-4 lists schools that serve Downtown residents.

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>2001 1ST ENROLLMENT</th>
<th>CAPACITY</th>
<th>UTILIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lincoln Elementary School</td>
<td>266</td>
<td>267</td>
<td>100%</td>
</tr>
<tr>
<td>Pierpont</td>
<td>283</td>
<td>296</td>
<td>96%</td>
</tr>
<tr>
<td>Cabrillo Middle School</td>
<td>1,029</td>
<td>1,192</td>
<td>86%</td>
</tr>
<tr>
<td>Ventura</td>
<td>2,055</td>
<td>2,344</td>
<td>88%</td>
</tr>
<tr>
<td>Foothill Technology</td>
<td>553</td>
<td>550</td>
<td>101%</td>
</tr>
</tbody>
</table>

Source: Ventura Unified School District.

Despite recent school improvements, VUSD staff indicate that several deficiencies still exist and they have concerns regarding future growth and the potential need for new schools. Actions are identified in Chapter II, wherein the City will partner with VUSD to facilitate the provision of new schools and enhanced services.
POLICE PROTECTION

The City of Ventura Police Department (VPD) is budgeted (as of July 1, 2007) for 134 sworn officers. When fully staffed this results in an allocated level of service of about 1.27 officers per 1000 residents. The Department employs an additional 50 civilians as support personnel. The City is divided into four geographic beats. There are at least eight patrol officers on duty across the City at any one time. In the afternoon and evening hours there are overlapping shifts that result in a minimum of 14 officers on patrol form the hours of noon until 2 AM. The Downtown area is located within Beat 1 (of four Beats). Currently there are no specific officers assigned to the Downtown area.

Police Department Recommendations

In 2005, the Downtown Specific Plan area accounted for nearly 13,000 or 20% of total police calls for service citywide. Continued growth of residential and commercial activity in Downtown will increase calls for police service and further strain understaffed police resources. Specifically, higher density neighborhoods, increased tourism and nightlife activities will generate a need for additional police services. To meet the additional needs VPD recommends:

1. Identifying long-term funding sources for additional police personnel and services, including resource allocations for Foot and Bicycle Patrol; and
2. Implementing crime prevention measures through environmental design of public areas.

FIRE PROTECTION

The Ventura City Fire Department (VFD) provides fire protection services to areas within the City, including Downtown. The Department responds to fire, rescue, medical, and hazardous materials emergencies. VFD operates six fire stations in Ventura and is staffed by 105.5 full time employees including 73 sworn firefighters, 3 support staff and 29.5 other employees.

VFD has not officially adopted a standard for firefighter staffing levels; however, for jurisdictions of comparable size and population, staffing levels are typically 0.98 fire fighters per 1,000 residents (Chief Mike Lavery, January 2006). The VFD is currently operating at approximately 0.69 firefighters per 1,000 residents. As of 2006, staffing levels were stretched to provide fire protection services. Growth within the City and the Downtown will require additional personnel in order to meet future service demands.

Fire protection issues associated with Downtown have to do with the age of buildings, their proximity to each other and the general absence of modern safety features. In addition, VFD staff has identified the following design elements, which correspond to fire and rescue response activities:

1. Street width;
2. Single and/or long, dead-end access/egress points for developments;
3. Streets with high percentage grades (e.g. Skyline Drive); and
4. Earthquake prone older structures.
Currently, these issues are evaluated during the development review process on a case by case basis. As new urban design techniques are introduced in Downtown it will become critical that we address the needs and concerns of Fire and Police staff. By working cooperatively with multiple City agencies to review projects for potential health and public safety issues, smart and sustainable growth can occur.
CATALYTIC PROJECTS

GETTING STARTED

CATALYTIC PROJECTS

A few visionary projects are required to begin the re-establishment of Downtown as the pre-eminent arena for civic and artistic life and a preferred location for retail and office commerce. Such projects create a ripple effect throughout by improving access, drawing more residents and visitors to Downtown and spurring additional investment. Due to their large scale and regional impact, these projects demand a broad spectrum of leadership and participation. A variety of government agencies and community and private investors will cooperate to accomplish and facilitate the catalytic projects.

To encourage cooperation from the private sector, including public/private partnerships and investment, public and private development projects that provide substantial public benefit will be considered for development incentives. Four such projects have been identified in the Downtown area (see Figure 1-8) and are described in this section. The four projects are:

- Catalytic Project No. 1 – Multi-Modal Transit Center
- Catalytic project No. 2 – Cultural Arts Cluster
- Catalytic Project No. 3 – Beach Connections
- Catalytic Project No. 4 – California Street Offramp Project

In addition, there are four "focus areas" that have been identified for specific types of development, generally commercial and/or mixed-use. Visionary descriptions of these areas are included in the following pages. Illustrative potential build-out patterns for the areas are shown in Figure 1-8; they include:

- Focus Area A – Urban Core Retail and Office Strategy
- Focus Area B – Neighborhood Centers
- Focus Area C – The Triangle Site
- Focus Area D – Beachfront Promenade
CATALYTIC PROJECT NO. 1 – MULTI-MODAL TRANSIT CENTER

Accessibility is critical to support Downtown retail, office and cultural activities. As Ventura implements greater transit alternatives throughout the city, Downtown will become the city's hub as the site of a multi-modal transit center. The transit center would offer as many transportation alternatives as possible including rail, bus, shuttle, bicycles, taxi service and pedestrian links to Downtown shopping, cultural activities and tourist locations. As such, the transit center should be located within walking distance from the Downtown core, generally the intersection of Main and California and adjacent blocks.

The transit center will also facilitate Goals 6 and 7 of this plan related to mobility and parking management. As viable alternatives to the car become more readily available, major development projects will be able to dedicate less land and invest less capital to meet on-site parking needs. Subsequently, parking requirements will be assessed and potentially revised as transportation alternatives become available.

In 2003, the City completed a feasibility study for the multi-modal transit center. The study identified three potential sites: 1) the existing Amtrak Station at the Ventura County Fairgrounds, 2) the Crowne Plaza hotel parking lot, and 3) the undeveloped Triangle Site property. During a planning charrette in 2004, a fourth site was added that would require capping Highway 101 at the south terminus of Ash Street and a potential new parking garage located in the block bound by Thompson Boulevard, Ash, Front and Fir streets. In 2006, after the public draft of this plan was released, the City Council decided to omit the Triangle Site from consideration in response to public input. The remaining three sites are identified in Figures I-8 and I-9.

Each of the initial sites is technically feasible but only at a very high cost. Estimates ranged from $13 million to more than $18 million. Land acquisition would more than double the cost, except at the fairgrounds site, which would utilize existing State and City property. Capping the highway is likely to be even more expensive.

Due to these prohibitive costs, a multi-modal transit center should be considered as part of a larger, mixed-use project. By including revenue-generating uses, some of the transit center costs can be off-set through shared parking and infrastructure. The ability to co-locate with complementary uses should be a primary factor in siting the multi-modal transit center.

Timeframe: Long-term (10+ years)
FIGURE I-8. CATALYTIC PROJECTS AND FOCUS AREAS

Catalytic Projects & Focus Areas

Legend

- Specific Plan Boundary
- Coastal Zone Boundary

Catalytic Projects

1. Multi-Modal Transit Center (potential locations)
2. Cultural Arts Cluster
3. Beach Connections
   - California Street Bridge
   - Figueroa Street
   - Sanjon Road
   - Ash Street Pedestrian Bridge
4. California Street Offramp Relocation

Focus Areas

A. Urban Core
B. Neighborhood Centers
   - West End
   - East End
C. The Triangle Site
D. Beach Front Promenade
   - Potential Buildout Footprint
FIGURE I-9. POTENTIAL MULTI-MODAL TRANSIT CENTER SITES

Legend
- Purple: Potential Multi-Modal Transit Center Sites
- Blue: Specific Plan Boundary

- Fairgrounds Site
- Parking Lot Adjacent to Crowne Plaza Hotel

Specific Plan Boundary
Potential Multi-Modal Transit Center Sites

City of San Buenaventura DOWNTOWN SPECIFIC PLAN I-39
CATALYTIC PROJECT 2 – CULTURAL ARTS CLUSTER

The focal point for civic and cultural life in Ventura will be an expanded cluster of cultural venues located along Figueroa Plaza between Main Street and Santa Clara Street. The existing anchors are the Ventura County Museum of History and Art and Albinger Museum to the west and the San Buenaventura Mission to the north. To provide “critical mass”, a new Cultural Arts Village on the east side of Figueroa will provide an anchor with Mission Park, linking the elements. Additionally, the expansion of the Ventura County Museum of History and Art will enhance the museum facility, allowing for expanded programming and creating a major cultural destination in the region.

Cultural Arts Village
The San Buenaventura Foundation of the Arts is planning a “Cultural Arts Village.” Components include a 600-seat performing arts auditorium and a separate community hall to be used by organizations for special events, meetings and lectures with the flexibility to convert to a 200-seat studio theater. In addition, the Cultural Arts Village will act as a venue for local programming created by area arts organizations. It will provide visual arts exhibition space and arts education facilities.

The Cultural Arts Village will have an impact on the future development of the south side of the 200 block of Main Street. Private development in this block is strongly encouraged to work with the San Buenaventura Foundation for the Arts.

Timeframe: Mid-term (3-5 years)

Ventura County Museum of History and Art Expansion
The Ventura County Museum of History and Art is planning to add over 18,000 square feet of activity space for additional galleries, an expanded library and archive, classrooms for the museum’s educational programs and a pavilion for cultural, recreational and educational activities.

Expansion plans include:

• Permanent gallery for the museum’s renowned collection of over 26,000 paintings, sculpture and historical artifacts;
• Changing gallery for touring and rotating exhibits;
• Research library and archive to maintain the museum’s collection of books, photographs, maps and documents;
• Expanded museum store with distinctive books and collectables; and
• Pavilion that will seat 200 for lectures, programs and special events.

Timeframe: Mid-term (3-5 years)
CATALYTIC PROJECT 3 – BEACH CONNECTIONS

Reconnecting Downtown to the beach is, and has since 1993 been, a primary goal of the Downtown Specific Plan. There are four existing connections, all of which require improvements. Additionally, the City will explore the feasibility of capping Highway 101 to connect major North-South streets from the Downtown core to Harbor Boulevard, see Action 3.10 (Chapter II). Funding sources and implementation timelines vary.

**California Street Bridge**

Although this is a direct connection over Highway 101, the bridge’s current design is so unfriendly to pedestrians that it often serves as an impediment to people walking between the beach and Downtown. A capital improvement (CIP) project for $1.2 million is already appropriated to widen the sidewalks, improve safety, add streetscape improvements and install public art. Project construction is expected to start in 2008.

**Figueroa Street**

This project is aimed at strengthening and reinforcing the pedestrian character of Figueroa Street, from Santa Clara Street to the beach. Elements that will help achieve this objective include:

- Streetscape plans in Chapter IV;
- Strengthening ‘park’ aspects of Surfer’s Point Park as the beach terminus of Figueroa Street; this effort will be achieved, in part, through the CIP Surfer’s Point Improvements project;
- Strengthening the pedestrian connection between the beach and Grant Park by providing a network of pedestrian paths, bikeways and paseos (see Figure I-4); and
- Encouraging entertainment-type businesses such as restaurants, coffee houses, etc. along northern Figueroa Street to bring more pedestrian traffic into the corridor.

A funded CIP project is currently in progress that will add pedestrian scale lighting, street trees, sidewalk upgrades, and a public art wall under the Hwy 101 bridge between Thompson Boulevard and Harbor Boulevard (including the intersection of Thompson and Harbor). The project will be constructed in 2007-2008.

**Sanjon Street**

Sanjon provides the eastern connection from Downtown to the beach and has existing visitor-serving assets such as the Pierpont Inn and Racquet Club. Sanjon will be re-configured to make it pedestrian friendly, activating the street with pedestrian amenities and visitor-serving uses such as hotels, restaurants/cafes and retail. Development of the Triange Site (Focus Area C) will play an important role as well.
Ash Street Pedestrian Bridge

Ash Street provides another opportunity to connect views of the mountains and the ocean. Public improvements and the design of private investment along Ash Street should enhance the visual and functional link between the neighborhood and the waterfront. A small pocket park or other civic destination should be established at the northern terminus of the Ash Street pedestrian bridge. A streetscape plan will be prepared and a funding source identified to implement the plan.

Timeframe: Near- to mid-term (1-5 years)

CATALYTIC PROJECT NO. 4 – CALIFORNIA STREET OFFRAMP RELOCATION

One of the City's key long-term goals is to relocate the Highway 101 offramp from California Street to Oak Street. Although it received State funding in the past, State budget cuts delayed the project until legislature passed in 2006 allowed the project to move forward again. However, because of the funding delays, the actual project costs are anticipated to be much higher than the original estimates. The project would improve access to Downtown, eliminate current congestion and confusion at the California Street and Thompson Boulevard intersection, and open up improved coastal pedestrian access along California Street to Harbor Boulevard. The potential offramp configuration is shown in Figure 1-10.

Timeframe: Mid-term (3-5 years)
FOCUS AREAS

Four “focus areas” have been identified to meet the goals of the Specific Plan. They represent specific commercial, mixed-use, infill, visitor serving and redevelopment opportunities that extend beyond a single-phase development and could have the same regional impact as Catalytic Projects. These areas would benefit from a focused, comprehensive planning effort. The focus areas are illustrated on Figure I-8 and described below.

FOCUS AREA A – URBAN CORE RETAIL AND OFFICE STRATEGY

The Downtown core has changed significantly since the adoption of the first Specific Plan in 1993. As private owners expand and redevelop their properties, efforts will be made to retain the unique character of Downtown. A retail and office strategy will be completed that focuses on making Downtown a destination, providing services for residents and supporting unique, independent businesses. The Downtown Ventura Organization and the Redevelopment Agency will work with property owners, merchants and residents to retain a variety of retail and office opportunities to keep the Downtown competitive in those markets. Specifically, the area generally bounded by Thompson Boulevard, Oak, Santa Clara and California, offers an opportunity for infill mixed-use development with larger, high-end retail. As retail and commercial development evolves, the need for additional parking may arise and potential sites are identified in Figure I-6.

Timeframe: 2007 to complete strategy; 5+ years for implementation

FOCUS AREA B – NEIGHBORHOOD CENTERS

One of this plan’s objectives is to provide a small town center at the heart of each neighborhood. These areas are zoned for high density mixed-use building types that accommodate retail, office, rowhouses and apartments. Buildings are set close to wide sidewalks within a tight network of streets.

West End

The center of the West End neighborhood is at Main and Garden Streets. The existing shopping center is currently a car-oriented suburban design with buildings set back behind a sea of surface parking that could be adapted to a more urban configuration, reconnecting Garden Street to provide a walkable street grid. A redevelopment site on the southeast corner provides another opportunity to activate this area.

East End

The intersection of Front and Kalorama Streets will be the neighborhood center for the east end. This area is just beginning to be transformed with artist galleries, niche retail and creative offices. Over the long-term, it will be important to extend the existing street grid through to the Triangle Site to the south.

Timeframe: Mid-term (3-5 years)
CATALYTIC PROJECTS

FIGURE I-10. POTENTIAL CALIFORNIA OFFRAMP DESIGN
FOCUS AREA C – THE TRIANGLE SITE

At approximately 11 acres, the Triangle Site represents the largest undeveloped area in Downtown and its ultimate buildout provides an important opportunity to achieve the goals of this plan. The site has incredible ocean views, but constraints include adjacency to Highway 101 and the railroad and limited access from major roads. Development of the site must include provision of public access, visitor-serving uses and/or public recreational uses such as a bluff-top park and improved public amenities at the northern terminus of Ash Street pedestrian bridge, which provides coastal access over Hwy 101. Key issues to be addressed during development of this area are:

• Extending the street grid to the North across the railroad;
• Facilitating pedestrian, bike and vehicular connections between the Downtown core and the beach;
• Addressing noise impacts associated with Hwy 101 and the railroad;
• Provision of public recreational or open space; and
• Public corridor view protection.

Timeframe: Near-term (1-3 years)

FOCUS AREA D – BEACHFRONT PROMENADE

Ventura’s beach area is one of its greatest attractions and offers some of the premier surfing in California. However, no shops or restaurants front on and activate the beach. Instead, the pedestrian walk is defined primarily by a parking structure and private condominiums. The Promenade itself was developed in the 1970s and is dated. The area between the newly renovated Crowne Plaza hotel and the pier, including the parking structure and parking lot should be considered for redevelopment with visitor-serving uses and provisions for public access.

The entire beachfront requires a place-making transformation. This will start with reaching out to the various groups that use the beachfront including those that may not typically participate in improvement projects. It will include an analysis of how people access and use the beach and what works best. From this effort, small-scale, do-able projects that can be implemented quickly will be formulated to bring immediate benefit and pave the way for future, large-scale redevelopment.

Timeframe: Near-term (1-3 years) for analysis, 5+ years for implementation
II. GOALS AND POLICIES

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

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

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

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

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

PLANNING GOALS
1. VENTURA’S UNIQUE CHARACTER
2. CALIFORNIA’S NEW ART CITY
3. ANIMATING THE PUBLIC REALM
4. ECONOMIC VITALITY
5. HOUSING RENAISSANCE
6. MOBILITY IN TRANSPORTATION
7. “PARK ONCE” PARKING MANAGEMENT STRATEGY
8. SUSTAINABLE INFRASTRUCTURE
Today, bland and homogenized suburban environments are losing their appeal as people of all ages seek high-quality environments to live, work and spend time. Timeless principles of human-scale design are returning to favor, promoting adaptive reuse of historic buildings and “new urbanist” approaches to redevelopment and growth management. Among the many historic sites in Downtown, the San Buenaventura Mission is the most visible landmark of Ventura’s authentic history as a real place. Through continued revitalization efforts, we will sustain growth and economic development that builds upon our city’s historic identity.

GOAL 1

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

**Planning Principles Supported**

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

**POLICIES AND ACTIONS**

<table>
<thead>
<tr>
<th>Policy 1A</th>
<th>Enhance, preserve and celebrate the Downtown’s historic and prehistoric resources.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Resources</td>
<td>Conduct an historical survey of Downtown properties in accordance with National Register Bulletin #24 Guidelines for Local Surveys: A Basis for Preservation Planning that includes the following:</td>
</tr>
<tr>
<td></td>
<td>1. Inventory of above ground historic, architectural and cultural resources;</td>
</tr>
<tr>
<td></td>
<td>2. Inventory of below ground prehistoric, historic and cultural resources;</td>
</tr>
<tr>
<td></td>
<td>3. Inventory of potentially significant historic districts that classifies buildings according to categories of importance, which may include the following:</td>
</tr>
<tr>
<td></td>
<td>a. Individually significant buildings, e.g. local landmarks including points of interest and contributing buildings, national historic landmarks or those listed in the National Register of Historic Places or state register.</td>
</tr>
<tr>
<td></td>
<td>b. Contributing buildings - buildings of importance to the understanding of an identified historic district.</td>
</tr>
<tr>
<td></td>
<td>c. Non-contributing buildings - buildings located within an identified historic district that do not contribute to the understanding of the district and/or are not individually historically or culturally significant.</td>
</tr>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Estimated completion Fall/Summer 2007</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund (already allocated)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 1.2</th>
<th>Require all new development on a lot containing a Historic Resource to be reviewed by the Historic Preservation Committee for compliance with this plan’s Historic Resource Design Guidelines and the Secretary of the Interior’s Standards and Guidelines for the Treatment of Historic Properties.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees (See Action 1.6)</td>
</tr>
</tbody>
</table>
POLICIES AND ACTIONS

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

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

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

1. Applications for all development proposals involving structures over 40 years of age shall include a CEQA-based historic, technical assessment (or “Phase I”) prepared by a City-designated historic preservation professional and funded by the applicant.

2. The Community Development Director may request additional documentation via a Phase II study (also funded by the applicant).

3. Community Development Department staff shall evaluate the Phase I and/or Phase II to determine whether the application involves a Historic Resource.

4. When the Community Development Department staff determines a Historic Resource is present but not formally designated as a landmark, the development proposal shall be reviewed by the Historic Preservation Committee (HPC) for compliance with the Secretary of the Interior’s Standards and Guidelines for the Treatment of Historic Properties and this plan’s Historic Resource Design Guidelines, in addition to any review procedures required pursuant to the Development Code.

5. When the Community Development Department staff determines a Historic Resource is not present, the development proposal shall be reviewed pursuant to the Development Code.

Lead Agency: Community Development  
Timeframe: Prior to survey completion, estimated Fall 2007  
Funding: Development application fees
VENTURA’S UNIQUE CHARACTER
POLICIES AND ACTIONS

Action 1.5 | Prior to completion of the survey identified in Action 1.1, all new requests to demolish a structure over 40 years of age shall be evaluated as follows:

1. The Demolition Permit application shall include a CEQA-based historic, technical assessment (or “Phase I”) prepared by a City-designated historic preservation professional and funded by the applicant.

2. The Community Development Director or Building Official may request additional documentation via a Phase II study (also funded by the applicant).

3. Community Development Department staff shall evaluate the Phase I and/or Phase II study to determine whether the application involves a Historic Resource.

4. If Community Development Department staff determines that a potential Historic Resource would be in part or wholly, demolished, an Initial Study shall be prepared.

5. The Historic Preservation Committee (HPC) shall review the resulting environmental document and Demolition Permit application. The HPC may approve, conditionally approve, or deny the Demolition Permit application depending upon its ability to cause a significant environmental impact relative to the Historic Resource.

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

Action 1.6 | Establish a permit application fee for design review by the Historic Preservation Committee.

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

Action 1.7 | Require new or re-modeled Downtown signs be consistent with the pedestrian scale, and designed as prescribed by the Development Code Sign Standards, or in conformance with the Historic Resource Design Guidelines.

Lead Agency: Community Development
Timeframe: Ongoing
Funding: N/A
### POLICIES AND ACTIONS

<table>
<thead>
<tr>
<th><strong>Action 1.8</strong></th>
<th>Identify funding for the ongoing preservation of City-owned historic resources in the Downtown and provide incentives for private preservation efforts.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead Agency:</strong></td>
<td>Community Services</td>
</tr>
<tr>
<td><strong>Timeframe:</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Funding:</strong></td>
<td>General Fund</td>
</tr>
</tbody>
</table>

**Archaeological Resources**

<table>
<thead>
<tr>
<th><strong>Action 1.9</strong></th>
<th>Update the Historic and Prehistoric Sensitivity map.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead Agency:</strong></td>
<td>Community Development</td>
</tr>
<tr>
<td><strong>Timeframe:</strong></td>
<td>Every 2-3 years or as needed</td>
</tr>
<tr>
<td><strong>Funding:</strong></td>
<td>General Fund</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Action 1.10</strong></th>
<th>Continue implementing current City permit procedures to preserve or document archaeological resources by requiring new development to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Have a City-qualified archaeologist and Native American monitor present during excavation in streets and beneath 19th and early 20th century structures consistent with City and County archaeological mitigation guidelines.</td>
</tr>
<tr>
<td>2.</td>
<td>Document and record data or information relevant to prehistoric and historic cultural resources that may be impacted by proposed development to assess potential impacts and develop appropriate mitigation measures;</td>
</tr>
<tr>
<td>3.</td>
<td>Provide periodic and systematic inspection reports of any Pleistocene deposits which are cut by excavation activities, prepared by a qualified paleontologists; and</td>
</tr>
<tr>
<td>4.</td>
<td>Include clauses in grading and building permits that require the developer to contact the Ventura County Historical Society, the Los Angeles Natural History Museum, and/or the invertebrate Paleontologist at the UCLA Department of Geology when an archaeological discovery is made.</td>
</tr>
<tr>
<td><strong>Lead Agency:</strong></td>
<td>Community Development</td>
</tr>
<tr>
<td><strong>Timeframe:</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Funding:</strong></td>
<td>Development application fees</td>
</tr>
</tbody>
</table>

| **Policy 1B** | New development and the substantial remodel of existing development in the Downtown shall be consistent with the purpose and intent of this Specific Plan and the Development Code. |
### POLICIES AND ACTIONS

**VENTURA’S UNIQUE CHARACTER**

<table>
<thead>
<tr>
<th>Action 1.11</th>
<th>Amend the Zoning Ordinance to reference the Development Code (Chapter III) as the legal development standards and provisions for new development and substantial remodels in Downtown.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Concurrent with plan adoption</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 1.12</th>
<th>Ensure all development, including substantial remodels, adheres to Development Code standards.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 1.13</th>
<th>Hire or enlist the services of a Town Architect to ensure consistent application of the Development Code and to uphold Ventura’s urban design aspirations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund, Development application fees</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 1.14</th>
<th>Require all City-funded projects of 5,000 sq. ft. or more, including capital improvement projects (CIP), comply with the City’s Green Building Standards. Encourage private development projects do the same through incentives, such as priority building permit processing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 1.15</th>
<th>Create a new set of Green Building Guidelines for Downtown based on the City’s existing program. The new guidelines for Downtown should incorporate considerations that reflect the urban setting, such as adaptive re-use, historic preservation, stormwater management and other green techniques to enhance an already built environment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>Building &amp; Safety, Green Building Council</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees</td>
</tr>
</tbody>
</table>
### POLICIES AND ACTIONS

<table>
<thead>
<tr>
<th>Action 1.16</th>
<th>Encourage green building site planning and design considerations at the conceptual phase of project review.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees</td>
</tr>
</tbody>
</table>

*Included below are policies specific to development in certain zones. For comprehensive zoning regulations, see the Development Code (Chapter III).*

#### Policy 1C

**Preserve and enhance public views of the ocean, mountains and culturally significant buildings such as San Buenaventura Mission and City Hall.**

<table>
<thead>
<tr>
<th>Action 1.17</th>
<th>Evaluate potential impacts of proposed development on public views of culturally significant structures and natural features, consistent with the Hillside Overlay Zone, during the development review process.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees</td>
</tr>
</tbody>
</table>

#### T6.1 Urban Core Zone

**Policy 1D**

**Provide a mix of uses in the Urban Core. Buildings should accommodate retail businesses, offices and/or restaurants on the ground floor, that depend on foot traffic and exposure to pedestrians.**

<table>
<thead>
<tr>
<th>Action 1.18</th>
<th>Require new development to provide ground-floor commercial, retail and/or office uses as regulated by the Development Code in certain areas (see Figure III-2).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>N/A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 1.19</th>
<th>Restrict siting of new bars and nightclubs to specific street frontages within the Urban Core as identified in the Development Code. No use permits for alcohol establishments functioning as a bar or nightclub shall be issued outside the boundaries of the mapped area of Figure III-3.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>Police Department</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>N/A</td>
</tr>
</tbody>
</table>
VENTURA’S UNIQUE CHARACTER

POLICIES AND ACTIONS

Action 1.20
Update the Noise Ordinance to revise standards for new residential projects, visitor-serving (e.g. hotel) projects and residential components of mixed-used projects in the Urban Core and Neighborhood Center zones where commercial and entertainment uses are concentrated. The new standards should also take into consideration nighttime noise generated by City maintenance activities and vehicles. Based on revisions to the Noise Ordinance, the Development Code should be revised to require such projects to incorporate sound dampening materials, thick exterior or interior walls, sound attenuating windows, or other construction and landscape elements that would minimize noise impacts.

Lead Agency: Community Development
Support Agencies: Code Enforcement, Police Department
Timeframe: 2008-2009
Funding: General Fund

Policy 1E
Revitalize Main, Oak and California Streets as the central shopping streets in the Urban Core. Retail and restaurant infill development shall be focused along these streets to create a continuous line of ground level uses.

Action 1.21
Identify a strategy to strengthen the role of California Street as the primary pedestrian link between the Urban Core and the oceanfront promenade, enhancing the street as an interesting and inviting “spine” with a range of commercial uses to attract visitors, shoppers and residents. Streetscape improvements shall be implemented as prescribed in the Streetscape Plan and Action 3.1. See also Catalytic Project No. 4. California Street Bridge, Chapter I.

Lead Agency: Community Development
Support Agency: Economic Development Division
Timeframe: As funding allows
Funding: General Fund

T4.1 Urban General 1 Zone

Policy 1F
Preserve and restore the historic character of east-side neighborhoods.

Action 1.22
Utilize RDA set-aside funds to facilitate redevelopment or adaptive reuse of existing buildings consistent with the Development Code and Historic Resource Design Guidelines.

Lead Agencies: Redevelopment Agency
Support Agency: Community Development
Timeframe: Ongoing
Funding: RDA Funds
## POLICIES AND ACTIONS

### T4.2/3 Urban General 2/3 Zones

**Policy 1G**

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

**Action 1.23**

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

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

### T5.1 Neighborhood Center Zone

**Policy 1H**

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

**Action 1.24**

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

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

**Action 1.25**

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

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

### T5.1 Figueroa Frontage

**Policy 1I**

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

<table>
<thead>
<tr>
<th>Action 1.26</th>
<th>Establish conservative height limits in areas adjacent to the Mission and require new development be sited and designed pursuant to the Development Code.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe</td>
<td>Concurrent with plan adoption</td>
</tr>
<tr>
<td>Funding</td>
<td>General Fund</td>
</tr>
</tbody>
</table>

### Parks and Open Space Reserve

#### Policy 1J

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

<table>
<thead>
<tr>
<th>Action 1.27</th>
<th>Develop an improvement and implementation plan for enhancing and connecting public parks, open spaces and trails serving Downtown residents and visitors, connecting existing parks and natural areas with each other and the beach through marked trails, paths, self-guided walking tours, etc. See also Goal 3: Animating the Public Realm policies and actions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency</td>
<td>Parks Division</td>
</tr>
<tr>
<td>Support Agencies</td>
<td>Community Development, Public Works</td>
</tr>
<tr>
<td>Timeframe</td>
<td>2008-2009</td>
</tr>
<tr>
<td>Funding</td>
<td>General Fund</td>
</tr>
</tbody>
</table>
GOAL 2: CALIFORNIA’S NEW ART CITY

POLICIES AND ACTIONS

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

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

GOAL 2

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

2005 Ventura Cultural Plan Policies

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

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

Planning Principle Supported

Preserve and Enhance our Historic Character
POLICIES AND ACTIONS

Policy 2A  Promote Downtown as Ventura’s cultural heart.

Action 2.1 Develop a cultural tourism initiative to promote broad public awareness of local cultural offerings in the Downtown Cultural District.

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

Action 2.2 Implement the recommendations and adhere to the policies of the 2005 Ventura Cultural Plan, providing seed funds for new programmatic elements of the Downtown Cultural District, including cultural festivals and special events.

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

Action 2.3 Establish a Cultural Marketing Task Force to explore strategies and partnerships to market the Downtown as a cultural destination.

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

Action 2.4 Develop signage and other information delivery systems, including kiosks, to promote awareness of Downtown’s cultural offerings.

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

Action 2.5 Identify and secure continuous funding for cultural programs, cultural infrastructure development and special initiatives.

Lead Agency: Community Services
Timeframe: Ongoing
Funding: General Fund
### POLICIES AND ACTIONS

| Action 2.6 | Increase participation in the cultural life of Downtown, from production to consumption by:
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hosting events at parks and gathering places in Downtown;</td>
</tr>
<tr>
<td>2.</td>
<td>Establishing ticket subsidy and distribution programs;</td>
</tr>
<tr>
<td>3.</td>
<td>Facilitating transportation to cultural events; and</td>
</tr>
<tr>
<td>4.</td>
<td>Encouraging bilingual programming and advertising.</td>
</tr>
<tr>
<td>Lead Agency:</td>
<td>Community Services</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>Downtown Ventura Organization</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund</td>
</tr>
</tbody>
</table>

**Policy 2B**

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

<table>
<thead>
<tr>
<th>Action 2.7</th>
<th>Partner with the San Buenaventura Foundation for the Arts to develop the Cultural Arts Village project, which will provide a diverse range of public and private programs including a performing arts venue. See Catalytic Project No. 2, Chapter I.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Services</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Permitting 2007; begin construction 2008</td>
</tr>
<tr>
<td>Funding:</td>
<td>Public-private partnerships</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 2.8</th>
<th>Continue to work with a non-profit to develop an artist live/work project consisting of affordable housing units, a transitional or supportive housing center, arts-related commercial space and a community gallery at the corner of South Ventura Avenue and Thompson Boulevard.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Services</td>
</tr>
<tr>
<td>Support Agencies:</td>
<td>Economic Development Division, Redevelopment Agency, Downtown Ventura Organization</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Begin construction 2008</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund, RDA Funds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 2.9</th>
<th>Facilitate the siting of and programming for a municipal art gallery, as well as commercial art galleries through public/private partnerships.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Services</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>As funding allows</td>
</tr>
<tr>
<td>Funding:</td>
<td>Public-private partnerships</td>
</tr>
</tbody>
</table>
Action 2.10 Evaluate the feasibility of a private development fee or other funding mechanism to support cultural facilities and programs, including the placement of public art.

Lead Agencies: Community Services
Support Agency: Community Development
Timeframe: 2007-2008
Funding: General Fund
GOAL 3: ANIMATING THE PUBLIC REALM

POLICIES AND ACTIONS

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

GOAL 3

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

Planning Principles Supported

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

Action 3.5  Develop a program, permitting system and identify funding for placement and design of a consolidated network of newsracks.

Lead Agency: Community Development
Support Agencies: Public Works, Downtown Ventura Organization
Timeframe: 2008-2009
Funding: Currently un-funded

Action 3.6  Require all new development to incorporate sufficient trash and recycling receptacles and enclosures to adequately serve residents and tenants.

Lead Agency: Public Works
Support Agency: Community Development
Timeframe: Ongoing
Funding: General Fund

Action 3.7  Continue to provide and identify funding for public bike racks and lockers.

Lead Agency: Public Works
Support Agencies: Community Services, Downtown Ventura Organization
Timeframe: Ongoing
Funding: Gas Tax, Transportation Development Act (TDA) and state grants

Action 3.8  Revise the Quimby Fee for Downtown projects to improve Downtown parks and public plazas and provide funding for development of cultural amenities.

Lead Agency: Community Development
Support Agency: Parks Division
Timeframe: 2007
Funding: General Fund

Policy 3B  Establish attractive Downtown gateways from East Main Street, and West Main Street, California Street, Ventura Avenue, Harbor Boulevard and Oak Street (after freeway improvements are completed at Oak).

Action 3.9  Map the urban core gateways and designate locations for the placement of public art, interpretive signage and entry signage.

Lead Agencies: Community Development
Support Agencies: Public Works, Community Services
Timeframe: Ongoing
Funding: General Fund, Public Art Fund
ANIMATING THE PUBLIC REALM

POLICIES AND ACTIONS

Policy 3C  Re-connect Downtown to the beach and promote other linkages to the hillsides and Ventura River. Enhance such places for future generations to enjoy.

Action 3.10  Pursue grants to perform a feasibility study to cap Hwy 101 and connect major North-South streets from the Downtown core to Harbor Boulevard.

Lead Agency: Community Development
Timeframe: 2007-2008
Funding: State and other grants

Action 3.11  Renovate the Pierside Promenade and beachfront area to enhance the Downtown waterfront’s appeal as a recreational destination. See Focus Area D, Chapter I.

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

Action 3.12  Enhance the visual and functional link to the waterfront along Ash Street through streetscape improvements and complementary design of new development. See Catalytic Project No. 3, Chapter I.

Lead Agency: Community Development
Support Agency: Public Works
Timeframe: As funding allows
Funding: General Fund

Action 3.13  Develop a strategy and identify funding to implement the pedestrian linkage improvements recommended in Figure I-4, Pedestrian Linkage Opportunities. Obtain easements for public right-of-way on a per-project basis.

Lead Agency: Parks Division
Timeframe: As funding allows
Funding: Parks Funding

Action 3.14  Require all new shoreline development (including anti-erosion or other protective structures) to retain or provide public access in a manner consistent with the California Coastal Act and applicable law.

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

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

GOAL 4

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

Planning Principles Supported

Facilitate Additional Housing
Establish New Form-Based Development Standards
Policy 4A  Partner with merchants, property owners, residents and community supporters of Downtown revitalization to share responsibility for implementing this Specific Plan and achieving its goals.

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

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

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

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

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

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

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

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

Action 4.4  
Continue to identify opportunity sites for the following uses in order to increase the number of people living, working and recreating in Downtown:

1. High-quality infill housing;
2. Office, retail and restaurant development;
3. Visitor-serving facilities; and
4. Cultural and entertainment venues.

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

Action 4.5  
Continue to prioritize and fund redevelopment projects in the Downtown, including revitalization of City and RDA-owned sites identified in the 2005-2010 Redevelopment Agency Implementation Plan.

Lead Agency: Redevelopment Agency  
Support Agency: Community Development  
Timeframe: Ongoing  
Funding: RDA Funds

Action 4.6  
Complete a retail and office market analysis and business development plan to facilitate the provision of job-rich office and retail developments, especially in the area bounded by Thompson Boulevard, Oak, California and Santa Clara Streets (see Focus Area A, Figure I-7).

Lead Agency: Redevelopment Agency  
Support Agency: Downtown Ventura Organization  
Timeframe: 2007  
Funding: RDA Funds

Action 4.7  
Develop incentives for office projects of exceptional design quality along California Street, fronting Plaza Park and in the Neighborhood Center zones.

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

POLICIES AND ACTIONS

Action 4.8 | Require new development incorporate commercial uses on the ground floor, reserving upper floors for office and residential use in buildings fronting the following streets (see Figure III-2):

1. Main Street within the T6.1 zone;
2. Oak Street within the T6.1 zone;
3. California Street within the T6.1 zone; and
4. Chestnut Street within the T6.1 and T5.1 zones.

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

Action 4.9 | Encourage land assembly for odd-shaped and elongated parcels to provide infill opportunities that enhance civic life by defining the public realm through street and pedestrian-oriented frontages.

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

Policy 4C | Regenerate and diversify the Downtown economic base.

Action 4.10 | Devise an employment strategy to maintain the long-term economic vitality of the Downtown by matching the range and types of jobs attracted to the Downtown with the skill set and earning potential of Downtown workers and residents.

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

Policy 4D | Consistent with the General Plan’s predicted development intensity and pattern, monitor and, as necessary, redirect residential and commercial growth.
Monitor the production and pace of new development through the issuance of building permits. The following shall be reported annually to the City Council:

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

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

Lead Agency: Community Development
Timeframe: Annually
Funding: General Fund
GOAL 5: HOUSING RENAISSANCE

POLICIES AND ACTIONS

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

GOAL 5

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

Policy 5A

Facilitate production of a range of housing types that meet the diverse needs of the community.

Action 5.1

Continue to provide financial assistance to non-profits, private housing developers and public agencies to facilitate production of:

1. A range of affordable housing;
2. Live-work spaces;
3. Co-housing opportunities; and
4. Assisted living facilities.

Lead Agency: Redevelopment Agency
Support Agency: Economic Development Division
Timeframe: Ongoing
Funding: RDA Housing Fund and other private funds

Action 5.2

Facilitate provision of transitional and supportive housing units in Downtown consistent with Ventura County’s “10 Year Strategy to End Homelessness”.

Lead Agency: Community Services
Support Agency: Redevelopment Agency
Timeframe: Ongoing
Funding: RDA Housing Fund and other private funds

Action 5.3

Partner with the Redevelopment Agency to target expenditure of set-aside funds for housing production and economic reinvestment, including land assembly, new programs and other housing strategies identified in this section.

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

Action 5.4

Consider reducing parking requirements for low- and very low-income affordable housing units, and single-room occupancy (SRO) units to incentivize development of affordable housing and reduce developer burdens.

Lead Agency: Community Development
Support Agency: Redevelopment Agency
Timeframe: Ongoing
Funding: General Fund, RDA Funds
### POLICIES AND ACTIONS

<table>
<thead>
<tr>
<th>Action 5.5</th>
<th>Ensure all new development containing seven (7) or more residential units constructed in the Merged Redevelopment Project Area complies with the 15% affordable inclusionary housing requirement (Resolution No. 2004-0022).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 5.6</th>
<th>Encourage quality rental housing with three or more bedrooms to accommodate large families by offering the following incentives to 100% rental housing developments that provide, at a minimum, 40% of the units with 3 or more bedrooms:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Parking reduction for attached units; or</td>
</tr>
<tr>
<td>2.</td>
<td>Priority building permit processing.</td>
</tr>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>Redevelopment Agency</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund, RDA Funds</td>
</tr>
</tbody>
</table>

| Policy 5B | Maximize housing opportunities by promoting efficient use of land and resources. |

<table>
<thead>
<tr>
<th>Action 5.7</th>
<th>Maintain an inventory of vacant and under-utilized parcels and provide the inventory to interested developers in conjunction with information on available financial assistance programs and development incentives, such as reduced parking requirements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Support Agencies:</td>
<td>Redevelopment Agency, Downtown Ventura Organization</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund, RDA Funds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 5.8</th>
<th>Develop a strategy to market residential reuse opportunities on deteriorating commercial properties and pursue use of publicly owned land, such as surface parking lots, for affordable housing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Economic Development Division</td>
</tr>
<tr>
<td>Support Agencies:</td>
<td>Redevelopment Agency, Downtown Ventura Organization</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>2007-2008</td>
</tr>
<tr>
<td>Funding:</td>
<td>RDA Funds</td>
</tr>
</tbody>
</table>
Policy 5C

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

Action 5.9

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

Lead Agency: Community Development
Timeframe: Ongoing
Funding: Development application fees
GOAL 6: MOBILITY

POLICIES AND ACTIONS

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

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

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

GOAL 6
Create an integrated transportation system that effectively serves the Downtown area, making Downtown a place where people prefer to walk, bike or ride public transit rather than drive a car.

Planning Principles Supported
Re-connect Downtown to the Beach
Manage Parking Supply and Demand
Improve Public Transit
Improve Infrastructure to Meet Revitalization Efforts
### MOBILITY

#### POLICIES AND ACTIONS

**Policy 6A**

Provide access to and around the Downtown through a variety of options, emphasizing rail, buses, bikes and walking.

**Action 6.1**

Identify a final location within Downtown for a multi-modal transit center (see Catalytic Project No. 1, Chapter I) to integrate rail, Greyhound, SCAT and VISTA bus services.

- **Lead Agency:** Public Works
- **Support Agencies:** Redevelopment Agency, SCAT
- **Timeframe:** 2007-2008
- **Funding:** General Fund

**Action 6.2**

Construct the multi-modal transit center described in Action 6.1.

- **Lead Agency:** Public Works
- **Support Agencies:** Redevelopment Agency, SCAT
- **Timeframe:** As funding allows
- **Funding:** Gas Tax, Transportation Development Act (TDA), RDA, Development Contributions

**Action 6.3**

Evaluate opportunities for improving the Downtown circulation system as part of the approval of new projects, including streets, alleys, sidewalks, bikeways, transit and related facilities.

- **Lead Agency:** Community Development
- **Support Agency:** Public Works
- **Timeframe:** Ongoing
- **Funding:** Gas Tax, Transportation Development Act (TDA), RDA, Development Contributions

**Action 6.4**

Continue to support efforts by SCAT to provide a service that connects the Downtown with Ventura Harbor and beach access points along the way.

- **Lead Agencies:** Public Works, SCAT
- **Support Agency:** SCAT
- **Timeframe:** Monitor and revise routes/schedules as needed
- **Funding:** Transportation Development Act (TDA)

**Action 6.5**

Evaluate the feasibility and effectiveness of a shuttle or tram that connects key destinations within Downtown including Grant Park, shopping areas, parking lots/structures and the beach. Develop a strategy to implement such a service.

- **Lead Agency:** Public Works
- **Support Agency:** SCAT
- **Timeframe:** Ongoing
- **Funding:** Transportation Development Act (TDA)
<table>
<thead>
<tr>
<th>Action 6.6</th>
<th>Evaluate the feasibility of rerouting larger SCAT buses off of Main Street. Encourage local transit with smaller vehicles on Main Street and express service on Thompson Boulevard.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Public Works</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>SCAT</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Transportation Development Act (TDA)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 6.7</th>
<th>Evaluate the feasibility and effectiveness of extending the evening hours of SCAT transit service in the Downtown for peak times (Friday and Saturday).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Public Works</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>SCAT</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Transportation Development Act (TDA), RDA Fund, Parking Fund</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 6.8</th>
<th>Facilitate establishment of a car-sharing service and begin negotiations with a new or existing provider (see Downtown Parking Management Program, Chapter V).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Public Works</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>2011 and beyond, see Chapter V</td>
</tr>
<tr>
<td>Funding:</td>
<td>General Fund</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 6.9</th>
<th>Require all new development contribute toward a Transportation Demand Management (TDM) fund to be used to develop regional programs to offset air pollutant emissions associated with growth anticipated under the DTSP. The TDM fund shall be used to finance City programs to reduce regional air pollutant emissions. Specific mitigation measures that could be undertaken using the TDM fund include, but are not limited to, enhanced public transit service, vanpool programs/subsidies, ride-share assistance programs, car-share service, clean fuel programs, improved pedestrian and bicycle facilities, and park-and-ride facilities. Fee estimates are described in the final environmental impact report (FEIR) for this plan.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>N/A</td>
</tr>
</tbody>
</table>
MOBILITY

POLICIES AND ACTIONS

Policy 6B

Reconnect Downtown with the beach for all forms of circulation, especially pedestrian, prioritizing the California Street bridge over Highway 101 as the focal point for re-establishing this connection. Other secondary connections shall be reinforced on Figueroa Street, San Jon Road, the Ash Street bridge, and through the pedestrian tunnel under the freeway at Ventura Avenue.

Action 6.10

Fund and implement the California Street off-ramp project in cooperation with Caltrans, Ventura County Transportation Commission (VCTC), and State legislators (see Catalytic Project No. 4, Chapter 1).

Lead Agencies: Public Works, Caltrans
Timeframe: As funding allows
Funding: State and federal transportation funds

Action 6.11

Evaluate the feasibility and effectiveness of upgrading the Ash Street pedestrian bridge including improvements to nearby parking, safety, landscaping and amenities (see Catalytic Project No. 3, Chapter I).

Lead Agency: Public Works
Support Agencies: Community Services, Caltrans
Timeframe: 2008-2009
Funding: Gas Tax, Transportation Development Act (TDA), other State and Federal funding

Action 6.12

Improve pedestrian safety at crosswalks along Main and California with additional pedestrian scale lighting, in-ground lighting and bulb-outs. Modify traffic signals on California Street to eliminate pedestrian push buttons, facilitating pedestrian movement.

Lead Agency: Public Works
Support Agency: Community Development
Timeframe: As pedestrian traffic volume increases
Funding: General Fund

Policy 6C

While promoting alternative resident and visitor transportation modes, maintain adequate vehicle movement for commercial use and public safety.

Action 6.13

Continue to evaluate traffic impacts to ensure that the principal Downtown intersections (see Figure I-5) generally operate at level of service (LOS) "D" or better. LOS “E” at peak times is acceptable in the Downtown Urban Core.

Lead Agency: Public Works
Timeframe: Ongoing
Funding: General Fund
## POLICIES AND ACTIONS

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

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

#### Policy 6D

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

| Action 6.16 | Maintain roadways, through development review process, of all Downtown streets subject to designations shown on the Downtown Roadway Classification Plan (Figure I-5), except as provided in Action 6.17. |
| Lead Agency: Community Development | Timeframe: Ongoing | Funding: N/A |

| Action 6.17 | Require new development on the north side of Thompson Boulevard between Oak Street and Ventura Avenue to dedicate 2 ft. of right-of-way to achieve minor street widening that will accommodate on-street parking. See Thompson Boulevard streetscape section plans in Chapter IV. |
| Lead Agency: Community Development | Timeframe: Ongoing | Funding: N/A |
GOAL 7: PARK ONCE

POLICIES AND ACTIONS

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

GOAL 7

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

Planning Principles Supported

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

Blue McRight and Warren Wagner - “Traveller” (California Street parking structure public art)
POLICIES AND ACTIONS

Policy 7A  Manage parking to meet demand in the Downtown through a variety of measures including pricing, parking meters, public parking structures and revised parking standards.

Action 7.1  Implement the Downtown Parking Management Program (DPMP) described in Chapter V. The DPMP includes strategies to manage both parking supply and demand and includes timeframes for implementation.

Lead Agencies:  Public Works
Support Agency:  Community Development
Timeframe:  Varies, see Chapter V
Funding:  General Fund, Parking Fund

Policy 7B  Take advantage of opportunities to consolidate parking into centralized structures and convert some Downtown surface lots (including the many small, inefficient and scattered private lots) into new uses that benefit the community.

Action 7.2  Implement a program to maximize efficient use of existing parking lots and the Santa Clara Street parking structure. Such a program should initially consider improved signage and visibility, including signs that can direct overflow vehicles to alternative locations when lots are full. In part, this will be achieved through the Wayfinding signage program (Action 3.4).

Lead Agency:  Economic Development
Support Agency:  Public Works
Timeframe:  2007-2008
Funding:  General Fund, Parking Fund

Action 7.3  Develop a strategy and identify funding to convert under-utilized surface lots to new uses such as retail, commercial or residences.

Lead Agency:  Redevelopment Agency
Support Agencies:  Economic Development Division, Public Works
Timeframe:  Ongoing
Funding:  General Fund, RDA Fund, Parking Fund
GOAL 8: SUSTAINABLE INFRASTRUCTURE

POLICIES AND ACTIONS

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

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

GOAL 8

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

Planning Principles Supported

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

#### POLICIES AND ACTIONS

<table>
<thead>
<tr>
<th>Policy 8A</th>
<th>Reduce beach erosion, hillside erosion and threats to coastal ecosystem health.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action 8.1</strong></td>
<td>Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone.</td>
</tr>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>N/A</td>
</tr>
</tbody>
</table>

| **Action 8.2** | Require new coastal development adjacent to the beach to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches. |
| Lead Agency: | Community Development |
| Timeframe: | Ongoing |
| Funding: | Development application fees |

| **Action 8.3** | Require that Environmentally Sensitive Habitat Areas (ESHA), especially in the vicinity of Ventura River, be preserved or enhanced as undeveloped open space wherever feasible and that future development result in no net loss of wetlands or natural coastal areas. |
| Lead Agency: | Community Development |
| Timeframe: | Ongoing |
| Funding: | Development application fees |

| **Action 8.4** | Continue to work with the State Department of Parks and Recreation, Ventura County Watershed Protection Agency, and the Ventura Port District to determine and carry out appropriate methods for protecting and restoring coastal resources, including supplying sand at beaches under the Beach Erosion Authority for Control Operations and Nourishment (BEACON) South Central Coast Beach Enhancement Program. |
| Lead Agency: | Public Works |
| Timeframe: | Ongoing |
| Funding: | General Fund |

| **Action 8.5** | Development in the City of Ventura shall be sited and designed to minimize hazards from wave uprush and from geologic hazards including seismic hazards such as liquefaction. New development shall minimize risks to life and property in areas of high geologic, flood, or fire hazard. Development shall assure stability and structural integrity and neither create, nor contribute significantly, to erosion, geologic instability or destruction of the |

City of San Buenaventura DOWNTOWN SPECIFIC PLAN

II-40
site or surrounding areas of in a way require the construction of protective devices that would substantially alter natural landforms along bluffs. Development shall proceed only if the Building Official determines that there is sufficient evidence that the structure may be constructed and maintained safely. All development shall employ earthquake resistant construction and engineering practices.

Development along the promenade, pier, and beach areas within the City of Ventura shall provide, in advance of any new development approvals or redevelopment approvals, erosion and wave uprush studies based upon projections of the range of sea level rise that can be expected (at rates ranging from 5 to 15 mm/yt within the reasonable economic life of the structure (normally 75 years). The Community Development Director may waive such studies on the basis of information contained in a certified EIR for the Promenade or Pier area, if such EIR includes maps of all areas in the City potentially impacted by the storm waves and sea level rise and such maps include elevations of such impacts and estimation of likelihood of such events. All structures shall be sited and designed to minimize destruction of life and property during likely inundation events.

All development located within the tsunami inundation zone as identified by the most recent state or local California Management maps, or below elevation 15 feet above mean sea level shall provide information concerning the height and force of likely tsunami run-up on the property. The Director may waive this requirement if he or she determines that accurate maps concerning the extent, velocity, and depth of likely tsunami run-up is available in a certified EIR that addresses all promenade, pier and beach areas of the City. The Director shall require all development located within a possible tsunami run-up zone to install, as appropriate warning systems and other measures to minimize loss of life due to a tsunami.

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

Action 8.6

For development in which 100 cubic yards or more of excess material is exported, require that the developer coordinate with the City to determine if the excess material is suitable for beach nourishment (it must meet beach quality regulatory agency requirements). Under the BEACON Joint Powers Authority, the City is allowed to place such material in the surf zone at Surfers Point. The City Engineer shall approve scheduling and timing. The applicant shall notify the City Engineer 60 days in advance of the excavation process.
SUSTAINABLE INFRASTRUCTURE

POLICIES AND ACTIONS

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action 8.7</td>
<td>In hillside areas, require all development to minimize land disturbance activities, such as vegetation clearing and grading to reduce erosion potential, sediment loss and soil over-compaction that prevents water absorption.</td>
</tr>
<tr>
<td>Lead Agency:</td>
<td>Community Development</td>
</tr>
<tr>
<td>Support Agency:</td>
<td>Public Works</td>
</tr>
<tr>
<td>Timeframe:</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Funding:</td>
<td>Development application fees</td>
</tr>
</tbody>
</table>

**Policy 8B**

**Improve protection for native plants and animals and maintain the urban canopy.**

| Action 8.8 | Require development to mitigate its impacts on wildlife through the development review process. |
| Lead Agency: | Community Development |
| Timeframe: | Ongoing |
| Funding: | Development application fees |

| Action 8.9 | Require development adjacent to rivers and wetlands to use native or non-invasive species, preferably drought-tolerant for landscaping. |
| Lead Agency: | Community Development |
| Timeframe: | Ongoing |
| Funding: | Development application fees |

| Action 8.10 | Require development proposals near watercourses, shoreline areas, and other sensitive habitat areas include surveys for state and/or federally listed sensitive and endangered species and to provide appropriate buffers and other mitigation necessary to protect habitat for listed species. |
| Lead Agency: | Community Development |
| Timeframe: | Ongoing |
| Funding: | Development application fees |

| Action 8.11 | Require all new development projects retain and protect historic and indigenous trees (per existing City regulations) and mature trees defined by, and subject to the provisions of a future Tree Preservation Ordinance to be prepared per General Plan Action 1.22. |
| Lead Agency: | Community Development |
| Timeframe: | Ongoing |
| Funding: | Development application fees |
### POLICIES AND ACTIONS

**Policy 8C**

**Policy 8C**

*Improve the quality of urban stormwater runoff and groundwater recharge.*

**Action 8.12**

Require all new development to preserve natural drainage features and vegetation to the maximum extent practical or to otherwise maintain pre-development site hydrology by using site design techniques that store, infiltrate, evaporate or detain runoff. All new development shall comply, at minimum, with current municipal National Pollutant Discharge Elimination System requirements for peak flow, stormwater quality and runoff volume.

**Lead Agency:** Community Development  
**Support Agency:** Parks Division  
**Timeframe:** Ongoing upon adoption of a Tree Preservation Ordinance  
**Funding:** Development application fees

**Action 8.13**

Prepare a Master Drainage Plan to control runoff and improve stormwater quality. The Master Drainage Plan shall coordinate stormwater quality requirements on a regional basis and establish a Downtown watershed resource inventory.

**Lead Agency:** Public Works  
**Timeframe:** Ongoing, subject to change upon adoption of a Master Drainage Plan (Action 8.12)  
**Funding:** Development application fees

**Action 8.14**

Once a Master Drainage Plan is adopted, require engineered drainage plans for all new development consistent with the City’s new Master Drainage Plan and applicable federal and state laws.

**Lead Agency:** Community Development  
**Timeframe:** Upon adoption of a Master Drainage Plan  
**Funding:** N/A
POLICIES AND ACTIONS

Action 8.15  Once a Master Drainage Plan is adopted, establish a fee developers may pay in lieu of on-site management of stormwater runoff. The fees should be used to fund regional stormwater projects within the same watershed.

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

Action 8.16  Within public spaces, street medians or landscaping barriers, use hydro-tensiometers and automatic irrigation systems (or similar technology) to achieve the most effective and efficient application of water. On private property, encourage developers to do the same.

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

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

Action 8.17  Where existing facilities are inadequate, new development shall only be approved when the following conditions are met:

1. The developer and/or City can demonstrate that all necessary public facilities will be adequately financed and installed prior to project occupancy (through fees or other means); and

2. The facilities improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.

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

**Table II-1 Downtown Water Improvements**

<table>
<thead>
<tr>
<th>CIP #</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>97901</td>
<td>Downtown Water Main Replacement</td>
</tr>
<tr>
<td>95887</td>
<td>Booster Pump Station Upgrades</td>
</tr>
<tr>
<td>73004</td>
<td>Grant Park Water System Upgrades</td>
</tr>
</tbody>
</table>

**Table II-2 Downtown Sewer Improvements**

<table>
<thead>
<tr>
<th>CIP #</th>
<th>Sewer Study #</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>96889</td>
<td></td>
<td>2005 Sewer Lining and Manhole Rehabilitation</td>
</tr>
<tr>
<td>96885</td>
<td></td>
<td>Downtown Sewer Line Replacement</td>
</tr>
<tr>
<td>96880</td>
<td></td>
<td>Sewer Capacity Upgrades</td>
</tr>
<tr>
<td></td>
<td>E1</td>
<td>South Garden Street Sewer</td>
</tr>
<tr>
<td></td>
<td>E4</td>
<td>21-Inch South Olive Street Sewer</td>
</tr>
<tr>
<td></td>
<td>N21</td>
<td>South Ventura Avenue Sewer</td>
</tr>
<tr>
<td></td>
<td>N22</td>
<td>Harbor Boulevard Sewer</td>
</tr>
<tr>
<td></td>
<td>N23</td>
<td>Palm Street Sewer</td>
</tr>
<tr>
<td></td>
<td>N24</td>
<td>California Street Sewer</td>
</tr>
<tr>
<td></td>
<td>U31</td>
<td>Kalorama Street Sewer</td>
</tr>
<tr>
<td></td>
<td>U32</td>
<td>South Fir Street Sewer</td>
</tr>
<tr>
<td></td>
<td>U33</td>
<td>27-Inch South Olive Street Sewer</td>
</tr>
<tr>
<td></td>
<td>U34</td>
<td>Highway 33 SB Off Ramp Sewer</td>
</tr>
<tr>
<td></td>
<td>U35</td>
<td>21-Inch South Olive Street Sewer</td>
</tr>
<tr>
<td></td>
<td>U36</td>
<td>Hwy 101 and Hwy 33</td>
</tr>
<tr>
<td></td>
<td>U37</td>
<td>South Ventura Avenue Connection</td>
</tr>
<tr>
<td></td>
<td>U38</td>
<td>Oak Street Sewer</td>
</tr>
<tr>
<td></td>
<td>U39</td>
<td>Chestnut Street Sewer</td>
</tr>
<tr>
<td></td>
<td>U41</td>
<td>Front Street Sewer</td>
</tr>
</tbody>
</table>

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

**Action 8.19** Implement the 2004 Trash and Recycling Enclosure Design Guidelines and add inspection guidelines to the occupancy checklist. Require all new developments, redevelopments, and tenant improvements incorporate the guidelines into project design.

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

**Action 8.20** Where applicable, encourage all commercial and retail development to consolidate their trash and recycling in City-approved receptacles and enclosures in parking lots and not in pedestrian access ways.

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

### Public Safety

**Action 8.21** Adopt and implement Crime Prevention Design Guidelines recommended by the Ventura Police Department (VPD) to address public safety issues through commercial and residential project design. All new developments and tenant improvements in the Downtown Redevelopment Area shall be collaboratively reviewed by the VPD, Public Works and Community Development to prevent blight and improve public safety through site design.

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

**Action 8.22** Partner with the Police Department, Public Works and the Redevelopment Agency to identify and implement public safety improvements, including redevelopment and enhancement of existing public parks, plazas, parking areas and restrooms.

- **Lead Agency:** Public Works
- **Support Agencies:** Fire Department, Community Development,
POLICIES AND ACTIONS

Action 8.23
Ensure all proposed developments comply with appropriate fire safety standards per the Uniform Fire & Building Code.

Lead Agency: Fire Department
Support Agency: Community Development
Timeframe: Ongoing
Funding: Development application fees

Action 8.24
Require fire sprinklers be installed for all new development and remodels in accordance with State and City standards as determined by the Fire Marshall.

Lead Agency: Community Development
Support Agency: Building and Safety Division
Timeframe: Ongoing
Funding: Development application fees

Public Services
Action 8.25
In conjunction with the Library of the Future project identified in the 2005 General Plan, develop a strategy to make the Foster Library a model of active life-long learning with extended hours and services.

Lead Agency: Community Services
Timeframe: 2007-2008
Funding: General Fund, other non-city funds and local colleges

Action 8.26
Partner with the Ventura Unified School District (VUSD) and Ventura County Community College to facilitate new schools, campuses and improvements to existing educational facilities and services.

Lead Agencies: Community Development Administration
Support Agency: Community Services
Timeframe: As necessary
Funding: VUSD

Action 8.27
Provide and continue to assess the need for safe, clean public restrooms in the Downtown.

Lead Agency: Economic Development Division
Support Agency: Public Works
Timeframe: Ongoing
Funding: General Fund, Development impact fees
The Development Code is based upon the operating concept of the Transect (shown at left). The Transect provides that certain building forms belong in certain environments; for example, a commercial block building belongs in the hub of Downtown’s commercial activity and a single-family house belongs in Downtown’s east neighborhood. The Development Code does not limit choices; it expands them. Instead of one-size-fits-all regulation, the Development Code uses the Transect ("T") zones to enable different development patterns without becoming a free-for-all.

The Development Code was initially drafted after an extensive inventory of existing physical attributes and subsequently finalized after many public charrettes, workshops and hearings, including a two-year trial period in which the City Council endorsed the applicability of “compatibility guidelines”, which formed the basis for this final version of the Code.

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**PURPOSE AND INTENT**

**ORGANIZATION**

**ARTICLE II  URBAN STANDARDS**

**REGULATING PLAN**

**ALLOWABLE LAND USES AND PERMIT REQUIREMENTS**

**URBAN STANDARDS BY ZONE**

**MIXED TYPE DEVELOPMENT STANDARDS**

**OVERLAY ZONES**

**ARTICLE III  BUILDING TYPES**

**ARTICLE IV  FRONTAGE TYPES**

**ARTICLE V  DESIGN GUIDELINES**

**ARTICLE VI  SIGN STANDARDS**

**ARTICLE VII  OTHER STANDARDS**

**ARTICLE VIII  ADMINISTRATION**

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**RESPONSIBILITY**

**APPLICABILITY**

**APPROVAL REQUIREMENTS**

**VARIANCES: EXCEPTIONS AND WARRANTS**

**EXEMPTIONS AND PERMIT REQUIREMENTS**

**PROCEDURES FOR INTERPRETATION**

**ARTICLE IX  GLOSSARY**
ARTICLE I. INTRODUCTION

PURPOSE AND INTENT

The Development Code translates the Downtown Specific Plan goals and policies into prescriptive evaluation standards and guidelines, ensuring that new development projects exhibit the highest standards of urban design, architecture and landscaping while addressing Downtown’s authentic and rich heritage at the scale of the neighborhood, block, lot and building according to the Transect.

Downtown’s form is compact, walkable and mixed-use; it is meant to be comfortable, safe and ecologically sustainable. The Development Code allows a mix of uses within each neighborhood, so its residents do not have to drive to fulfill everyday needs. The Code simultaneously allows a variety of uses to create vitality and bring many activities of daily living within walking distance of homes.

The Development Code’s most basic components are:

1. Urban Standards (Article II)
2. Building Types (Article III)
3. Frontage Types (Article IV)
4. Design Guidelines (Article V)
ORGANIZATION

At its broadest scale, the Development Code fulfills the Transect through prescriptive measures organized within the Urban Standards, including Mixed Type Development Standards and several overlay zones.

1. Urban Standards pertain to the scale of neighborhoods organized by the Transect (or “T” zones). The Urban Standards apply to six zones (T4.1 Urban General 1, T4.2 Urban General 2, T4.3 Urban General 3, T4.4 Thompson Corridor, T5.1 Neighborhood Center and T6.1 Urban Core) and affect development form and intensity. The Urban Standards require buildings to define the street as a public room and they prohibit surface parking areas from disrupting frontages.

2. Mixed Type Development Standards retain and enhance downtown’s pedestrian scale and character by requiring that new large-scale developments not appear as massive, monolithic structures. Instead, large projects are broken down into a series of buildings scaled to their surrounding context. Carefully conceived groups of separate structures each contribute to an attractive streetscape and the overall quality of a pedestrian-oriented downtown.

B. At the scale of the lot and building, Building Type performance measures combine with Frontage Type measures and Design Guidelines to promote buildings and renovations that strengthen the urban character of the Downtown and, in particular, support a pedestrian-oriented environment. This is accomplished in the following manner:

1. Building Type performance standards relate to the scale of the lot. They depart from a conventional zoning one size fits all approach by, for example, their appropriation of building types according to location within the Transect and lot width. Each building type is principally defined by performance measures relating to pedestrian access and open space arrangement. Performance measures are broken into mandatory (i.e., those which define the ‘type’), indicative (i.e., those which enhance the ‘type’), and subjective (i.e., details which are common to the ‘type’ but best determined through design review) qualities.
2. Frontage Type performance measures combine with the Building Type measures to establish a building’s relationship to the street, blending building scale and syntax to accommodate the pedestrian.

3. Design Guidelines are discretionary evaluation parameters that relate to but are distinctly different from Urban Standards and Building Type measures. Here, building syntax issues of proportion, fenestration and style are addressed. This occurs only after basic urbanistic objectives such as building placement (i.e., Urban Standards) and dwelling access and open space arrangement (i.e., Building Type performance measures) are defined.

From top to bottom, the Development Code’s four-fold approach (consisting of Urban Standards, Building Types, Frontage Types and Design Guidelines) to regulating neighborhood character and building design transitions from the large to smaller scale. The focus is broad, at the neighborhood level, and is then, through a pragmatic and integrated design process, revealed in the form of schematic plans for an individual building.

The Development Code, functions separately from the City’s conventional Zoning Regulations—except for parcels designated C-T-O within the Coastal Zone (see Page III-8, Table III-1 “Regulating Plan”). As a departure from the 1993 Downtown Specific Plan, every evaluation standard necessary to design a project is now located within this plan. However, to provide for smooth administration of the Code, this plan continues to rely upon the Chapter 24 Zoning Regulations for permit processing procedures (e.g., noticing, hearing, appeals, and expiration procedures). Zoning Regulation evaluation standards are relied upon in limited and unique circumstances as noted throughout the Code: including the parcels within the C-T-O zone, as referenced by the zoning map including the parcels within the C-T-O zone, as referenced by the zoning map depicted as Figure III-1 “Regulating Plan,” subject to the provisions of Municipal Code Section 24.240 and subject to the underlying Development Code Standard in the Downtown Specific Plan.
ARTICLE II. URBAN STANDARDS

PURPOSE

The Urban Standards dictate allowable land uses and they set the standard for development in the Downtown Specific Plan area by regulating the shape and form of the built environment.

The Downtown zone designations are illustrated in the Regulating Plan (Figure III-1). The zones are established to effect the desired intensity and building scale for any specific area. The T6.1 Urban Core and T5.1 Neighborhood Center zones facilitate dense commercial, retail and mixed-use development, while the outer-lying T4 Urban General and Thompson Corridor zones are scaled primarily toward residential use and neighborhood character. For two zones, there are distinct edge conditions that regulate street frontage where the character of the buildings fronting those streets is different from the buildings located in the interior of the zone. The two edge conditions are: T5.1 Figueroa Frontage and T4.1 Main Street Frontage. The Parks and Open Space zone limits use in City-designated parks to park/recreational and civic uses. Finally, several overlay zones are advanced to retain monumental buildings, establish equitable height restrictions in hillside areas and to allow some existing uses to remain in areas targeted for primarily residential uses. These are the Civic Building Overlay, Hillside Overlay and Flex Use Overlays. Within the blocks of any zone, Mixed Type Development standards provide further guidance to cement pedestrian and neighborhood compatibility.

Allowed land uses are provided in Table III-1, Land Use and Permit Requirements. Land uses shown in the table are allowed in the zones specified. Any use not listed is prohibited in the Downtown Specific Plan area. Figures III-2 and III-3 designate specific areas for pedestrian-dependent and entertainment uses.

Article VIII. Administration describes procedures for obtaining project approval, while Article VII. Other Standards outlines provisions, including Coastal Zone requirements for development, and uses not defined by the Urban Standards or the Building Type regulations.

In a five-tiered approach, the Urban Standards are:

1. Land Use and Permit Requirements, Table III-1;
2. The Regulating Plan, Figure III-1;
3. Zone Designations T4.1 through T6.1;
4. Mixed Type Development Standards; and
5. Overlay zones.
### ARTICLE II. URBAN STANDARDS

#### 2.10.010 LAND USE AND PERMIT REQUIREMENTS

*Table III-1*

<table>
<thead>
<tr>
<th>ALLOWED USE</th>
<th>T4.1 Main</th>
<th>T4.2</th>
<th>T4.3</th>
<th>T4.4</th>
<th>T5.1</th>
<th>T6.1</th>
<th>POS</th>
<th>T4.3.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Auto Repair</td>
<td>-</td>
<td>U¹</td>
<td>U¹</td>
<td>U</td>
<td>U</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>2 Bar / Nightclub</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>-</td>
</tr>
<tr>
<td>3 Bed &amp; Breakfast</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>-</td>
<td>-</td>
<td>P</td>
</tr>
<tr>
<td>4 Civic</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
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<tr>
<td>5 Community Meeting</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>P</td>
</tr>
<tr>
<td>6 Corner Store</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>U</td>
</tr>
<tr>
<td>7 Daycare</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>-</td>
<td>U</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8 Farmers’ Market</td>
<td>-</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>-</td>
<td>-</td>
<td>U</td>
</tr>
<tr>
<td>9 Gas Station</td>
<td>-</td>
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<td>-</td>
<td>U</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10 Health /Fitness</td>
<td>-</td>
<td>P</td>
<td>-</td>
<td>-</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>-</td>
</tr>
<tr>
<td>11 Home Occupation</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
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<tr>
<td>12 Lodging</td>
<td>-</td>
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<td>-</td>
<td>U</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>13 Medical / Dental</td>
<td>-</td>
<td>U¹</td>
<td>U¹</td>
<td>-</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>-</td>
</tr>
<tr>
<td>14 Multi-Family</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>U</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>-</td>
</tr>
<tr>
<td>15 Office</td>
<td>-</td>
<td>P</td>
<td>U¹</td>
<td>U¹</td>
<td>-</td>
<td>P</td>
<td>P</td>
<td>-</td>
</tr>
<tr>
<td>16 Parks &amp; Recreation</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>17 Personal Services</td>
<td>-</td>
<td>P</td>
<td>-</td>
<td>-</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>-</td>
</tr>
<tr>
<td>18 Recycling</td>
<td>-</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>-</td>
<td>-</td>
<td>U</td>
</tr>
<tr>
<td>19 Restaurant</td>
<td>-</td>
<td>P</td>
<td>-</td>
<td>U²</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>U</td>
</tr>
<tr>
<td>20 Retail</td>
<td>-</td>
<td>P</td>
<td>-</td>
<td>U²</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>-</td>
</tr>
<tr>
<td>21 Single Family / Carriage House</td>
<td>P</td>
<td>P</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>22 Special Residential</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>U</td>
<td>-</td>
</tr>
<tr>
<td>23 Timeshare</td>
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<td>-</td>
<td>-</td>
<td>U²</td>
<td>-</td>
<td>U</td>
<td>U</td>
<td>-</td>
</tr>
<tr>
<td>24 Trade School</td>
<td>-</td>
<td>-</td>
<td>U¹</td>
<td>U¹</td>
<td>U¹</td>
<td>U¹</td>
<td>-</td>
<td>-</td>
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<tr>
<td>25 Light Industrial</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>26 Wholesale / Distribution</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>U¹</td>
<td>U¹</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**Permit Requirements:**  
- **P** = Permitted by Right  
- **U** = Use Permit  
- **-** = Not an allowed use

- Alcohol beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code. For example, a restaurant in the T6.1 zone, while by itself is permitted by right, would not be permitted to sell alcoholic beverages unless a separate Use Permit is obtained.

- New bars and nightclubs are restricted to the areas shown in Figure III-3. Bar and Nightclub Siting.

- Exclusive to the area south of U.S. Highway 101

- Exclusive to the Westside Workplace Overlay Zone

- Exclusive to the Eastside Workplace Overlay Zone

**Key to Zone Names**

<table>
<thead>
<tr>
<th>T4.1</th>
<th>T4.3</th>
<th>T5.1 Figueroa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban General 1</td>
<td>Urban General 3</td>
<td>Figueroa Street Frontage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T4.1 Main</th>
<th>T4.4</th>
<th>T5.1</th>
<th>T6.1</th>
<th>POS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Street Frontage</td>
<td>Thompson Corridor</td>
<td>Neighborhood Center</td>
<td>Urban Core</td>
<td>Parks and Open Space</td>
</tr>
</tbody>
</table>

**CTO**  
Refer to DTSP zoning map (Figure III-1) and Municipal Zoning Code Section 24.240 for sites in the coastal zone subject to C-T-O provisions. Building design standards in the transect-based code will apply to C-T-O zoned sites.
Legend

- **T4.1 - Urban General 1**
- **T4.2 - Urban General 2**
- **T4.3 - Urban General 3**
- **T4.3.5 - Urban General 3**
- **T4.4 - Thompson Corridor**
- **T5.1 - Neighborhood Center**
- **T6.1 - Urban Core**
- **CTO - Commercial Tourist Oriented**
- **Parks and Open Space**
- **Right-of-Way**
- **Coastal Zone**

**Legend**:
- **Downtown Specific Plan Area**
- **Civic Building Overlay**
- **Westside Workplace Overlay**
- **Hillside Overlay**
- **Eastside Workplace Overlay**

**T4.1 Main Street Frontage**
- 20'-25' Front Setback
- Shopfront Frontage Type allowed
- Live/Work Building Type allowed

**For allowed uses see Table III-1**

**T5.1 Figueroa Frontage**

**Coastal Zone**

**Downtown Specific Plan Area (DTSP Figure III-1. Regulating Plan (Revised)**
- Staff Report Attachment C, Exhibit B
A. MIXED USES

Commercial land uses 10, 13, 15, 17, 19, and/or 20 (see Table III-1) are required to be located at ground level street frontages as shown in Figure III-2. The commercial space shall be at least 30 feet deep. Lobbies, paseos or courts providing access to premises behind or above the commercial frontage are exempt from this requirement.
B. BAR / NIGHTCLUB USE

Land use 2. "Bar / Nightclub" is restricted to the shaded areas shown in Figure III-3. Bars and/or nightclubs are prohibited elsewhere in the Downtown Specific Plan area, except in the pier-side plaza as indicated. Generally, the purpose is to allow bars and nightclubs on properties fronting these commercial-lined streets:

1. Main Street within the T6.1 Urban Core zone;
2. Figueroa Street within the T5.1 Neighborhood Center zone;
3. Palm Street within the T6.1 Urban Core zone;
4. Oak Street within the T6.1 Urban Core zone;
5. California Street within the T6.1 Urban Core zone;
6. Chestnut Street within the T6.1 Urban Core and T5.1 Neighborhood Center zones; and
7. Thompson Boulevard within the T6.1 Urban Core and T5.1 Neighborhood Center zones.
2.30.010 URBAN STANDARDS BY ZONE

The Urban Standards contained in the following pages describe land use and allowed form and building type for the zones established in the Regulating Plan (Figure III-1).

The following zone designations are defined by Urban Standards 2.30.020 through 2.30.070:

- **T4.1 Urban General 1**
- **T4.2 Urban General 2**
- **T4.3 Urban General 3**
- **T4.4 Thompson Corridor**
- **T5.1 Neighborhood Center**
- **T6.1 Urban Core**

The **Parks and Open Space** zone provides for public recreational use: active or passive. Within Downtown, these areas are juxtaposed against urbanized properties. Urban park areas are intended to be composed as greens, squares, plazas, and playgrounds. Any proposed building must be incidental and subordinate to their intended public purpose. Consequently, Articles II - IV are not applicable, however, proposed new buildings, significant landscape improvements, or significant changes to existing buildings, landscaping or site layout require Design Review.
ARTICLE II. URBAN STANDARDS

2.30.020 T4.1 URBAN GENERAL 1

A. Building Placement

1. BUILDING PLACEMENT
   a. Primary Buildings shall be placed within the shaded area as shown in the diagram above (unless specified otherwise by a permitted Building Type).
      1. Front Yard Setback: 15' min. to 25' max.
      2. Side Street Setback: 10' to 15'
      3. Side Yard Setback: 5' min.
      4. Rear Setback: 25' min.

2. CARRIAGE HOUSES AND ACCESSORY BUILDINGS
   a. Carriage Houses and Accessory buildings shall be placed in the shaded area shown in Diagram C. Parking Placement.
      1. Street Setback: Rear 50% of lot depth
      2. Side Street Setback: 5' min.
      3. Side Yard Setback: 5' min.
      4. Rear Setback: 5' min.

3. ARCHITECTURAL ENCROACHMENTS
   a. Balconies, bay windows, chimneys, cantilevered rooms, and eaves may encroach into required setbacks as identified below and as may be further limited by the California Building Code (CBC).
      1. Balconies: 6' max. into Street Build-to Line, Side Street Build-to Line and Rear Setbacks.
      2. Bay windows, chimneys, cantilevered rooms, and eaves: 3' max. into all Setback areas identified in Diagram A. Building Placement, above.

B. Building Profile and Frontage

1. HEIGHT
   a. Maximum: 2 stories for Primary Building (20% of building footprint may be 3 story).
   b. Floor to Floor: 12' max.
   c. Accessory Buildings: 14' max. to eave or parapet line.
   d. Carriage Houses: See Building Type performance standards.

2. FRONTAGE TYPES
   a. Stoop
   b. Porch
   c. Lightcourt
   d. Dooryard
C. Parking

![Parking Placement Diagram]

1. PARKING AND SERVICES PLACEMENT
   a. Off-street parking and Services shall be placed in the shaded area shown above.
      1. Street Setback: Rear 50% of lot depth
      2. Side Street Setback: 5’ min. (with alley) / 20’ min. (no alley)
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 5’ min.

2. PARKING REQUIREMENTS
   a. Residential
      1. 1 parking space / 1500 s.f.
      2. No parking spaces are required for single room occupancy units
   b. Non-Residential
      1. 2 parking spaces / 1000 s.f.

D. Building Types

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Allowed Lot Widths</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25' 35' 50' 75' 100' 125' 150'</td>
</tr>
<tr>
<td>Carriage House</td>
<td></td>
</tr>
<tr>
<td>Front Yard House</td>
<td></td>
</tr>
<tr>
<td>Side Yard House</td>
<td></td>
</tr>
<tr>
<td>Dup/Trip/Quadplex</td>
<td></td>
</tr>
<tr>
<td>Villa</td>
<td></td>
</tr>
<tr>
<td>Bungalow Court</td>
<td></td>
</tr>
<tr>
<td>Side Court Housing</td>
<td></td>
</tr>
<tr>
<td>Courtyard Housing</td>
<td></td>
</tr>
<tr>
<td>Stacked Dwelling</td>
<td>Only allowed as part of Mixed Type Developments</td>
</tr>
</tbody>
</table>

The building types allowed within the T4.1 Urban General 1 zone shall be limited to those in the table above, and placed only on lots with the lot width shown. See Article III (Building Type Standards) for performance standards and Article V (Design Guidelines) for architectural expression guidance.

E. Allowed Land Uses

The following land uses may occur within the T4.1 Urban General 1 zone, subject to the noted permit requirements:

<table>
<thead>
<tr>
<th>Allowed Use</th>
<th>Permit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bed &amp; Breakfast</td>
<td>P</td>
</tr>
<tr>
<td>Civic</td>
<td>P</td>
</tr>
<tr>
<td>Community Meeting</td>
<td>U</td>
</tr>
<tr>
<td>Corner Store</td>
<td>U</td>
</tr>
<tr>
<td>Day Care</td>
<td>U</td>
</tr>
<tr>
<td>Home Occupations</td>
<td>P</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>P</td>
</tr>
<tr>
<td>Parks &amp; Recreation</td>
<td>P</td>
</tr>
<tr>
<td>Single Family / Carriage House</td>
<td>P</td>
</tr>
<tr>
<td>Special Residential</td>
<td>U</td>
</tr>
</tbody>
</table>

P = Permitted by Right
U = Use Permit

* Alcoholic beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code.
ARTICLE II. URBAN STANDARDS

2.30.030 T4.2 URBAN GENERAL 2

A. Building Placement

1. SETBACKS
   a. Primary Buildings shall be placed within the shaded area as shown in the diagram above (unless specified otherwise by a permitted Building Type).
      1. Street Build-to Line: 10’
      2. Side Street Build-to Line: 10’
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 15’ min.

2. ACCESSORY BUILDINGS
   a. Accessory Buildings shall be placed in the shaded area shown in Diagram C. Parking Placement.
      1. Street Setback: Rear 50% of lot depth
      2. Side Street Setback: 5’ min.
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 5’ min.

3. ARCHITECTURAL ENCROACHMENTS
   a. Balconies, bay windows, chimneys, cantilevered rooms, and eaves may encroach into required setbacks as identified below and as may be further limited by the California Building Code (CBC).
      1. Balconies: 6’ max. into Street Build-to Line, Side Street Build-to Line and Rear Setback.
      2. Bay windows, chimneys, cantilevered rooms, and eaves: 3’ max. into all Setback areas identified in Diagram A. Building Placement, above.

B. Building Profile and Frontage

1. HEIGHT
   a. Maximum: 2 stories for Primary Building (40% of building footprint may be 3 story).
   b. Floor to Floor: 12’ max.
   c. Accessory buildings: 14’ max. to eave or parapet line.

2. FRONTAGE TYPES
   a. Stoop
   b. Porch
   c. Dooryard
C. Parking

1. PARKING PLACEMENT
   a. Off-street parking and services shall be placed in the shaded area shown above, unless subterranean.
      1. Street Setback: Rear 50% of lot depth
      2. Side Street Setback: 5’ (with alley) / 20’ (no alley)
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 5’ min.
   b. Subterranean parking may extend to a height of 3’ max above finished grade, provided that garage perimeter wall either aligns with face of building or becomes part of a Stoop or Dooryard frontage.

2. PARKING REQUIREMENTS
   a. Residential
      1. 1 parking space / 1500 s.f.
      2. No parking spaces are required for single room occupancy units
   b. Non-Residential
      1. 2 parking spaces / 1000 s.f.

D. Building Types

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Allowed Lot Widths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dup/Trip/Quadplex</td>
<td></td>
</tr>
<tr>
<td>Villa</td>
<td></td>
</tr>
<tr>
<td>Bungalow Court</td>
<td></td>
</tr>
<tr>
<td>Row House</td>
<td></td>
</tr>
<tr>
<td>Live/Work</td>
<td></td>
</tr>
<tr>
<td>Side Court Housing</td>
<td></td>
</tr>
<tr>
<td>Courtyard Housing</td>
<td></td>
</tr>
<tr>
<td>Stacked Dwelling</td>
<td>Only allowed as part of Mixed Type Developments</td>
</tr>
</tbody>
</table>

The building types allowed within the T4.2 Urban General 2 zone shall be limited to those in the table above, and placed only on lots with the lot width shown. See Article III (Building Type Standards) for performance standards and Article V (Design Guidelines) for architectural expression guidance.

E. Allowed Land Uses

The following land uses may occur within the T4.2 Urban General 2 zone, subject to the noted permit requirements:

<table>
<thead>
<tr>
<th>Allowed Use *</th>
<th>Permit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bed &amp; Breakfast</td>
<td>P</td>
</tr>
<tr>
<td>Civic</td>
<td>P</td>
</tr>
<tr>
<td>Corner Store</td>
<td>U</td>
</tr>
<tr>
<td>Home Occupations</td>
<td>P</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>P</td>
</tr>
<tr>
<td>Parks &amp; Recreation</td>
<td>P</td>
</tr>
<tr>
<td>Special Residential</td>
<td>U</td>
</tr>
</tbody>
</table>

P  = Permitted by Right
U  = Use Permit

* Alcoholic beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code.
ARTICLE II. URBAN STANDARDS

2.30.040 T4.3 URBAN GENERAL 3

A. Building Placement

1. SETBACKS
   a. Primary Buildings shall be placed within the shaded area as shown in the diagram above (unless specified otherwise by a permitted Building Type).
      1. Street Build-to Line: 10’
      2. Side Street Build-to Line: 5’
      3. Side Yard Setback: 5’ min
      4. Rear Setback: 5’ min. (with alley) / 15’ min. (no alley)

2. ACCESSORY BUILDINGS
   a. Accessory Buildings shall be placed in the shaded area shown in Diagram C. Parking Placement.
      1. Street Setback: Rear 50% of lot depth
      2. Side Street Setback: 5’ min.
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 5’ min.

3. ARCHITECTURAL ENCROACHMENTS
   a. Balconies, bay windows, chimneys, cantilevered rooms, and eaves may encroach into required setbacks as identified below and as may be further limited by the California Building Code (CBC).
      1. Balconies: 6’ max. into Street Build-to Line, Side Street Build-to Line and Rear Setback.
      2. Bay windows, chimneys, cantilevered rooms, and eaves: 3’ max. into all Setback areas identified in Diagram A. Building Placement, above.

B. Building Profile and Frontage

1. HEIGHT
   a. Maximum: 3 stories for Primary Building (15% of building footprint may be 4 story).
   b. Floor to Floor: 14’ min. and 17’ max. ground floor for the shopfront frontage type; 15’ max. ground floor for all other frontage types; 12’ max. second floor and above.
   c. Accessory buildings: 14’ max. to eave or parapet line.

2. FRONTAGE TYPES
   a. Shopfront
   b. Forecourt
   c. Stoop
   d. Porch
   e. Dooryard
C. Parking

1. PARKING PLACEMENT
   a. Off-street parking and services shall be placed in the shaded area shown above, unless subterranean.
      1. Street Setback: Rear 50% of lot depth
      2. Side Street Setback: 5' min. (with alley) / 20' min. (no alley)
      3. Side Yard Setback: 5' min.
      4. Rear Setback: 5' min.
   b. Subterranean parking may extend to a height of 3’ max. above finished grade, provided that garage perimeter wall
      either aligns with face of building or becomes part of a Stoop or Dooryard frontage.

2. PARKING REQUIREMENTS
   a. Residential
      1. 1 parking space / 1500 s.f.
      2. No parking spaces are required for single room occupancy units
   b. Non-Residential:
      1. 2 parking spaces / 1000 s.f.

D. Building Types

The building types allowed within the T4.3 Urban General 3 zone shall be limited to those in the table above, and placed only
on lots with the lot width shown. See Article III (Building Type Standards) for performance standards and Article V (Design
Guidelines) for architectural expression guidance.

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Allowed Lot Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mansion</td>
<td>25'</td>
</tr>
<tr>
<td>Row House</td>
<td>35'</td>
</tr>
<tr>
<td>Live/Work</td>
<td>50'</td>
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<tr>
<td>Side Court Housing</td>
<td>75'</td>
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<td>Courtyard Housing</td>
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<td>Stacked Dwelling</td>
<td>125'</td>
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<tr>
<td></td>
<td>150'</td>
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E. Allowed Land Uses

The following land uses may occur within the T4.3 Urban General 3 zone, subject to the noted permit requirements:

<table>
<thead>
<tr>
<th>Allowed Use *</th>
<th>Permit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bed &amp; Breakfast</td>
<td>P</td>
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<tr>
<td>Civic</td>
<td>P</td>
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<tr>
<td>Community Meeting</td>
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<tr>
<td>Corner Store</td>
<td>U</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>U</td>
</tr>
<tr>
<td>Home Occupations</td>
<td>P</td>
</tr>
<tr>
<td>Lodging</td>
<td>U</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>P</td>
</tr>
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<td>Parks &amp; Recreation</td>
<td>P</td>
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<tr>
<td>Recycling</td>
<td>U</td>
</tr>
<tr>
<td>Special Residential</td>
<td>U</td>
</tr>
</tbody>
</table>

P = Permitted by Right

U = Use Permit

* Alcoholic beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code.
ARTICLE II. URBAN STANDARDS

2.30.045 T4.3.5 URBAN GENERAL 3.5 - PROMENADE PARCELS

A. Building Placement

![Plan Diagram A]

1. SETBACKS
   a. Primary Buildings shall be placed within the shaded area as shown in above Plan Diagram A (unless specified otherwise by a permitted Building Type).
      1. Street Build-to Line: 15’
      2. Side Street Build-to Line: 5’
      3. Side Yard Setbacks: 5’
      4. Rear Setback: 5’ min. (with public alley)
         25’ min. (without public alley)
      5. Bluff-top Setback: All development, except for the 20-25’ wide public promenade (consisting of a pedestrian walkway/bicycle path, landscaping, and other public access/recreation amenities including, but not limited to, benches, picnic tables, and small trash receptacles for the purpose of public access) and public parking shall be 25’ min. from the top of the bluff.

2. ACCESSORY BUILDINGS
   a. Accessory Buildings shall be placed in the shaded area shown in Plan Diagram C.
      1. Street Setback: Rear 50% of lot depth.
      2. Side Street Setback: 5’ min.
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 5’ min.

3. ARCHITECTURAL ENCROACHMENTS
   a. Balconies, bay windows, chimneys, cantilevered rooms, and eaves may encroach into required setbacks as identified below and as may be further limited by the California Building Code (CBC).

B. Building Profile, Height and Frontage

![Section Diagram B]

1. PROFILE
   Intent: To avoid large, monolithic structures, as viewed from Highway 101 and from the beach, building massing should be varied both vertically and horizontally. The following massing and façade articulation techniques, employed in varied combinations, are required:
   a. Buildings shall be no more than 160’ in length.
   b. Buildings over 90’ long shall be organized into at least two clear masses, distinguished from one another by a height variation of at least one story. Offsets in plan are recommended in combination with such height variation.
   c. To reinforce the town scale of the buildings by introducing verticality to offset the generally horizontal proportions of these buildings, façades should be composed to express horizontal modules of 30 to 40’. This should be accomplished with combinations of window groupings, multi-story porches, plan offsets and roof articulation.

2. HEIGHT
   a. Maximum: 4 stories for Primary Building (at least 40% of building footprint shall be 3 stories or less). No more than two (2) adjacent buildings (or major building masses up to 90 feet wide) may be 4 stories in height.
b. Floor to floor: 14’ min. and 17’ max. ground floor for the shop front frontage type; 16’ max. ground floor for all other frontage types; 12’ max. second floor and above.

c. Accessory buildings: 14’ max. to eave or parapet line.

3. FRONTAGE TYPES

a. Shopfront
b. Forecourt
c. Stoop
d. Porch and Multi-Story Porch
e. Dooryard

4. BIRD SAFE BUILDING STANDARDS

a. All new buildings shall be required to comply with bird-safe building standards for façade treatments, landscaping, lighting and building interiors as follows:

1. Untreated glass or glazing shall not comprise more than thirty-five percent (35%) of the building façade.

2. Acceptable glazing treatments include: fritting, netting, permanent stencils, frosted, non-reflective or angled glass, exterior screens, decorative latticework or grills, physical grids placed on the exterior of glazing, UV patterns visible to birds or similar treatments as approved by the local jurisdiction.

i. Where applicable, vertical elements within the treatment pattern should be at least one-quarter inch (1/4") wide, at a maximum spacing of four inches (4");

ii. Where applicable, horizontal elements within the treatment pattern should be at least one-eighth inch (1/8") wide, at a maximum spacing of two inches (2"); and

iii. No glazing shall have a “Reflectivity Out” coefficient exceeding thirty percent (30%). That is, the fraction of radiant energy that is reflected from glass or glazed surfaces shall not exceed thirty percent (30%).

3. Building edges of exterior courtyards and recessed areas shall be clearly defined, using opaque materials and non-reflective glass.

4. Trees and other vegetation shall be sited so as to avoid or obscure reflection on building facades. Trees and other vegetation planted adjacent to a reflective wall or window shall be planted no further than three feet from the reflective surface.

5. Buildings shall be designed to minimize light spillage and maximize light shielding to the maximum feasible extent per the following standards:

i. Nighttime lighting shall be minimized to levels necessary to provide pedestrian security.

ii. Building lighting shall be shielded and directed downward.

iii. Up-lighting and use of events “searchlights” or spotlights is prohibited.

iv. Landscape lighting shall be limited to low-intensity and low-wattage lights.

v. Red lights shall be limited to only that necessary for security and safety warning purposes.

6. Artificial night light from interior lighting shall be minimized through the utilization of automated on/off systems and motion detectors in non-residential buildings.

7. Avoid the use of “bird traps” such as glass courtyards, interior atriums, windows installed opposite each other, clear glass walls, skywalks and transparent building corners.
C. Parking

1. PARKING
   a. Off-street parking and services shall be placed in the shaded area shown in above Plan Diagram C, unless subterranean.
      1. Street Setback: 35’ min.*
      2. Side Street Setback: 5’ min.
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 5’ min.
   b. Required parking may be at-grade or subterranean.
   c. At-grade, off-street parking spaces may be tuck-under, within a garage or carport, or uncovered, provided they are within the areas shown in the above Plan Diagram C and are not visible from the street.
   d. Subterranean parking may extend to a height of 5’ max. above finished grade, provided the garage perimeter wall aligns with the face of building as shown in Section Diagram B.

* 20’ min. deep “liner” building required between parking and street.

2. OFF-STREET PARKING REQUIREMENTS
   a. Residential:
      1. Please refer to Zoning Regulation Chapter 24.415 (Off-Street Parking Regulations).
   b. Non-Residential:
      1. Please refer to Zoning Regulation Chapter 24.415 (Off-Street Parking Regulations).

2. Development may elect to provide less parking pursuant to a Transportation Demand Program (TDP) that would include but would not be limited to: transit passes, bicycle or vehicle sharing, car/ van pool vehicles, or other alternative transportation incentives. The TDP shall be reviewed and approved prior to issuance of the coastal development permit.

3. BICYCLES PARKING
   a. On-Site Requirement:
      1. All on-site bicycle parking shall be installed pursuant to DTSP Article VII, Section F, Bicycle Parking.
   b. Promenade Requirement:
      1. A minimum of three bicycle racks shall be placed at adequate intervals, adjacent to public access/recreational amenities, along the public promenade.

4. ELECTRICAL VEHICLE CHARGING STATIONS (EVCSs)
   a. New multiple-family development shall provide a minimum of two fully operational EVCSs prior to issuance of the first Certificate of Occupancy for any residential unit. 10% of the total covered parking spaces as required pursuant to Zoning Regulation Chapter 24.415 shall be equipped with the necessary electrical infrastructure for the future installation of additional EVCSs. Once a parking space with an installed/operational EVCS is assigned to a unit or resident, another EVCS shall be installed and fully operational, until the full 10% of the total required covered parking spaces are equipped with fully operational EVCSs.
   b. New commercial development over 10,000 square feet, shall provide EVCSs to serve 2% of the total parking spaces as required pursuant to Zoning Regulation Chapter 24.415.
   c. EVCSs shall be provided in at least one disabled person parking space, both for residential and commercial development, in accordance with state and federal requirements.
### D. Building Types

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Allowed Lot Width</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25'</td>
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<td>Mansion</td>
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<td>Commercial Block</td>
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<tr>
<td>Stacked Dwellings</td>
<td></td>
</tr>
</tbody>
</table>

The building types allowed within the T4.3.5 Urban General 3.5 zone shall be limited to those in the table above, and placed only on lots with the lot width shown. See Article III (Building Type Standards) for performance standards and Article V (Design Guidelines) for architectural expression guidance.

### E. Allowed Land Uses

The following land uses may occur within the T4.3.5 Urban General 3.5 zone, subject to the noted permit requirements:

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<thead>
<tr>
<th>Allowed Use 1</th>
<th>Permit</th>
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<tbody>
<tr>
<td>Bed &amp; Breakfast</td>
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<td>Civic</td>
<td>P</td>
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<tr>
<td>Community Meeting</td>
<td>P</td>
</tr>
<tr>
<td>Corner Store</td>
<td>U</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>U</td>
</tr>
<tr>
<td>Home Occupations 2</td>
<td>P</td>
</tr>
<tr>
<td>Lodging</td>
<td>P</td>
</tr>
<tr>
<td>Multi-Family  2</td>
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</tr>
<tr>
<td>Parks &amp; Recreation</td>
<td>P</td>
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<tr>
<td>Retail</td>
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<td>Recycling</td>
<td>U</td>
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<tr>
<td>Restaurant</td>
<td>U</td>
</tr>
<tr>
<td>Special Residential 2</td>
<td>U</td>
</tr>
</tbody>
</table>

P = Permitted by Right

U = Use Permit

1 Alcoholic beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code.

2 Use is not permitted within the Designated Non-Residential area of Regulating Plan (see Section F.1.c).
F. Regulating Plan

1. The Regulating Plan defines the following Downtown Specific Plan zones within the Promenade Parcels Site:
   a. T4.3.5 Urban General 3.5
   b. Parks and Open Space

2. All buildings that face the "Required Building Frontage" line, as indicated in the adjacent Regulating Plan, shall:
   a. Be built to the Street Build-to Line per Section 2.30.045.A.1.a.1.
   b. Provide Frontage Types per Section 2.30.045.B.2.

G. View Corridors

1. Protect views towards the ocean and the mountains as shown in the View Corridors Diagram at right.
   a. Preserve the existing Ash Street right-of-way, street, and at-grade rail crossing.
   b. Prohibit the construction of buildings within the extended Kalorama Street right-of-way.
   c. Limit the height of new buildings within the extended Laurel Street right-of-way to 24 feet in height to top of ridge line or parapet.
   d. Limit the height of new buildings within the extended Ann Street right-of-way to 24 feet in height to top of ridge line or parapet.
H. Frontage Types

In addition to the frontage types listed in Section 2.30.045.B.2, the following frontage types are allowed within the T4.3.5 Urban General 3.5 Zone:

1. Multi-Level Porch

A multi-level porch is comprised of a porch at the ground level with balconies supported by columns on the upper floors. The top balcony can be open to the sky or covered by a roof. The multi-level porch can be applied to a variety of building types and sizes, ranging from single family houses, to mixed-use commercial block buildings, to stacked dwellings. Like the standard single-level porch, the multi-level porch is applied to buildings where the building facade is set back from the right of way with a front yard.

   a. Configuration. A wide variety of multi-level porch designs are possible, but the following guidelines apply:
      i. Depth: 6 feet min. deep (clear).
      ii. Width: 12 feet min. wide (clear) for centered entry; 10 feet for asymmetrical entry.
      iii. Height: 3 stories tall (clear).
      iv. Porches may be at grade or raised to transition into the building.
      v. Balconies must be supported by columns.

   b. Elements
      i. Fences or walls defining and/or retaining the front yard may not exceed 4 feet in height from the adjacent sidewalk.

2. Supported Balcony over Stoop or Forecourt

A supported balcony is a projecting balcony that is visually supported by architectural elements such as brackets, groins, braces, or cantilevered beams. Supported balconies may be open to the sky or covered by a roof, may be stacked one above the other, and must be used in conjunction with either the Stoop or Forecourt frontage types. Railings are made of wood, metal, or wrought-iron. Balconies lacking elements that visually appear to support the balcony and/or that utilize solid, plaster railings are prohibited.

   a. Configuration. A wide variety of supported balcony designs are possible, but the following guidelines apply:
      i. Depth: 6 feet min. deep (clear).
      ii. Width: 10 feet min. wide (clear).
      iii. Balconies and their supporting elements must be designed in a manner that is consistent with the architectural language of the rest of the building.
ARTICLE II . URBAN STANDARDS
2.30.045 T4.3.5 URBAN GENERAL 3.5 - PROMENADE PARCELS

I. Public Promenade

1. Construct a public Promenade along the south property line of the Site abutting the U.S. 101 right of way as shown in the below Public Realm Diagram and Section Diagrams 1 and 2 on the opposite page. Construction of the public Promenade shall occur concurrently with construction of any site development and shall be completed prior to issuance of any certificate of occupancy. The Promenade shall be devoted to public, coastal access and shall consist of the following components:

a. Promenade: 20’ min. between Ash Street and Ann Street
   25’ min. between Ann Street and Sanjon Rd.

b. Street between Ash Street and Ann Street: 36’ max., curb to curb. Parking along Ash Street, promenade street, and Ann Street shall be made available to the public, and shall not be subject to permit parking restrictions.

c. Public access sidewalk and planters strip: 12’ min., combined

d. A minimum of 2 Promenade Overlooks, generally in the areas shown below and as illustrated in the Promenade Overlook Diagrams on pages III-26 and III-27.

e. Other public access and recreational amenities including but not limited to benches/picnic tables, and bicycle racks.

J. Block Structure

1. Reflect the block structure that currently exists north of the Union Pacific Railroad right-of-way south into the Promenade Parcels Site. This will be accomplished through a combination of public and/or private streets, access ways, pedestrian passages, and building massing.

a. Introduce streets, at the following locations, that provide on-street parallel parking, sidewalks, and planter strips on both sides of the street in accordance with the minimum and maximum dimensions indicated in Section Diagram 3 on the opposite page:

   i. A vehicular street that generally aligns with the Kalorama Street right-of-way.

   ii. A vehicular street that generally aligns with the Ann Street right-of-way, illustrated below as aligning with an existing leasehold. The precise alignment may vary, subject to development review and approval.

Legend

- Designated Public Use: Access, Parking, Promenade and Park
- Developable Parcels
- Potential Promenade Overlook Locations (see diagrams on pages III-26 and III-27)
- New Street (see section diagrams 1 - 3 on page III-25)
- Provide Pedestrian Passage within this area (see section diagram 4 on page III-25)
- Site Boundary
- CTO Public Parking
b. Provide a Pedestrian Passage that generally aligns with the Laurel Street right-of-way as indicated in the Public Realm Diagram (below left) and Section Diagram 4 (below right). The Pedestrian Passage shall be designed according to the following requirements:

1. Adjacent buildings shall face the Pedestrian Passage with appropriate Frontage Types.

2. The space between buildings facing the Pedestrian Passage shall be a minimum of 40’ wide from frontage face to frontage face.

3. A vehicular street lined by sidewalks, planter strips, and parallel parking may be provided in lieu of the Pedestrian Passage.

4. The Pedestrian Passage may be private and enclosed with a fence and gate that is consistent in design and use of materials with the architecture of the adjacent buildings.

2. The precise alignment of the existing drive connecting Ann Street to Sanjon Road may vary, subject to development review and approval, from what is shown in the Public Realm Diagram.
ARTICLE II . URBAN STANDARDS

2.30.045 T4.3.5 URBAN GENERAL 3.5 - PROMENADE PARCELS

A Promenade Overlook Diagram at Kalorama Street

B Promenade Overlook Diagram at Pedestrian Passage
Promenade Overlook Diagram at Ann Street
ARTICLE II . URBAN STANDARDS
2.30.045 T4.3.5 URBAN GENERAL 3.5 - PROMENADE PARCELS

K. In Lieu Fee for Residential Development

To offset the effect of a zoning change to allow lower priority land uses at the Promenade Parcels Site, the Local Coastal Plan ("LCP") shall require payment of a mitigation fee by any project applicant proposing residential uses. Such mitigation fee shall be used for the provision of lower coast overnight visitor serving accommodation within the coastal zone of the City of Ventura. The mitigation fee shall be in the amount of One Million, Seven Hundred and Ninety Four Thousand, and Nine Hundred and Sixteen Dollars ($1,794,916.00), and shall be adjusted annually to account for inflation according to increases in the Consumer Price Index – U.S. City Average.

Prior to the issuance of any building permits to the project applicant by the City of Ventura ("City"), the project applicant shall deposit the entire mitigation fee in an interest-bearing account, to be established and managed by the California Department of Parks and Recreation ("State Parks") pursuant to a memorandum of understanding entered into between State Parks, the Executive Director of the Coastal Commission (the "Executive Director"), and the City. The entire mitigation fee and any accrued interest shall be used to provide lower cost overnight visitor serving accommodations within the Coastal Zone in the City of Ventura, as authorized by the Executive Director within five (5) years of payment of such mitigation fee (unless this time limit is extended for good cause by the Executive Director for a period not to exceed an additional five (5) years). Without limiting the generality of the foregoing, the Executive Director may authorize such mitigation fee to be used to provide funding grants to public agencies or non-profit organizations for the provision of lower cost overnight visitor accommodations within the coastal zone, including but not limited to hostel accommodations, campground accommodations, cabins, or low cost hotel or motel accommodations. The Executive Director, State Parks, and the City shall meet and coordinate to identify an appropriate use of the funds in the MOU. If the Executive Director and State Parks identify an appropriate use of the funds in the MOU, provide notice of such agreement to the City, the City does not agree with the use of the funds and efforts to reach such agreement are not successful within one hundred and twenty (120) days from the date that such notice is provided to the City, then the Executive Director and State Parks may finalize the MOU without the agreement of the City. Any portion of the mitigation fee that remains after the expiration of the aforementioned time period shall, within six (6) months of such date, at the election of the Executive Director, either (i) be donated to the State Coastal Conservancy, City of Ventura, or another organization acceptable to the Executive Director, for the purpose of protecting, enhancing, or providing lower cost overnight accommodations within the Coastal Zone of the City of Ventura, or (ii) be used for other public recreational benefits in the coastal zone, as jointly determined by the Conservancy and the Commission.

L. Condition of Sale

As a condition of sale, Lloyd Properties, a California limited partnership, and any subsequent landowner(s) shall ensure that the purchaser of any parcels subject to the T4.3.5 Urban General 3.5-Promenade Parcels Zone is made aware of the LCP in lieu fee requirements outlined in Section K and that the purchaser agrees to accept a condition of approval on any future coastal development permit implementing said requirement of payment of the in lieu fee without legal challenge.
ARTICLE II. URBAN STANDARDS

2.30.050 T4.4 THOMPSON CORRIDOR

A. Building Placement

![Plan Diagram]

1. SETBACKS
a. Primary Buildings shall be placed within the shaded area as shown in the diagram above (unless specified otherwise by a permitted Building Type).
   1. Front Yard Setback: 0 to 5’ max. for corner lots; 5’ min. to 10’ max. for interior lots.
   2. Side Street Setback: 0 to 5’ max.
   3. Side Yard Setback: 5’ min. adjacent to T4.1 Urban General 1; 0’ adjacent to all other zones.
   4. Rear Setback: 15’ min.

2. ACCESSORY BUILDINGS
a. Accessory Buildings
   1. Permitted only by Warrant.
   2. Must be located within shaded area of Diagram C. Parking Placement.

3. ARCHITECTURAL ENCROACHMENTS
a. Balconies, bay windows, chimneys, cantilevered rooms, and eaves may encroach into required setbacks as identified below and as may be further limited by the California Building Code (CBC).
   1. Balconies: 6’ max. into Street Build-to Line, Side Street Build-to Line and Rear Setback.
   2. Bay windows, chimneys, cantilevered rooms, and eaves: 3’ max. into all Setback areas identified in Diagram A. Building Placement, above.

B. Building Profile and Frontage

![Section Diagram]

1. HEIGHT
a. Maximum: 2 stories for Primary Building (40% of building footprint may be 3 story).
   b. Floor to Floor: 14’ min. and 17’ max. ground floor for the shopfront frontage type; 15’ max. ground floor for all other frontage types; 12’ max. second floor and above.
   b. Accessory buildings: 14’ max. to eave or parapet line.

2. FRONTAGE TYPES
a. Shopfront
b. Forecourt
c. Stoop
d. Porch
e. Lightcourt
f. Dooryard
C. Parking

1. PARKING PLACEMENT
   a. Off-Street parking and Services are allowed only in the shaded area as shown, unless subterranean.
      1. Street Setback: Rear 50% of lot depth.
      2. Side Street Setback: 5’ min. (with alley) / 20’ min. (no alley).
      3. Side Yard Setback: 5’ min.
      4. Rear Setback: 5’ min.
   b. Subterranean parking may extend to a height of 3’ max. above finished grade, provided that garage perimeter wall either aligns with face of building or becomes part of a Stoop or Dooryard frontage.

2. PARKING REQUIREMENTS
   a. Residential
      1. 1 parking space / 1500 s.f.
      2. No parking spaces are required for single room occupancy units
   b. Non-Residential:
      1. 2 parking spaces / 1000 s.f.

D. Building Types

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<thead>
<tr>
<th>Building Type</th>
<th>Allowed Lot Widths</th>
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</tr>
<tr>
<td>Commercial Block</td>
<td></td>
</tr>
<tr>
<td>Stacked Dwelling</td>
<td></td>
</tr>
</tbody>
</table>

The building types allowed within the T4.4 Thompson Corridor zone shall be limited to those in the table above, and placed only on lots with the lot width shown. See Article III (Building Type Standards) for performance standards and Article V (Design Guidelines) for architectural expression guidance.

E. Allowed Land Uses

The following land uses may occur within the T4.4 Thompson Corridor zone, subject to the noted permit requirements:

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<tr>
<th>Allowed Use *</th>
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<tbody>
<tr>
<td>Auto Repair</td>
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<td>Civic</td>
<td>P</td>
</tr>
<tr>
<td>Community Meeting</td>
<td>U</td>
</tr>
<tr>
<td>Day Care</td>
<td>U</td>
</tr>
<tr>
<td>Emergency Shelter</td>
<td>UP (1)</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>U</td>
</tr>
<tr>
<td>Gas Station</td>
<td>U</td>
</tr>
<tr>
<td>Health / Fitness</td>
<td>P</td>
</tr>
<tr>
<td>Home Occupations</td>
<td>P</td>
</tr>
<tr>
<td>Lodging</td>
<td>P</td>
</tr>
<tr>
<td>Medical / Dental</td>
<td>P</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>P</td>
</tr>
<tr>
<td>Office</td>
<td>P</td>
</tr>
<tr>
<td>Parks &amp; Recreation</td>
<td>P</td>
</tr>
<tr>
<td>Personal Services</td>
<td>P</td>
</tr>
<tr>
<td>Recycling</td>
<td>U</td>
</tr>
<tr>
<td>Restaurant</td>
<td>P</td>
</tr>
<tr>
<td>Retail</td>
<td>P</td>
</tr>
<tr>
<td>Special Residential</td>
<td>U</td>
</tr>
<tr>
<td>Thrift Stores</td>
<td>DP</td>
</tr>
<tr>
<td>Trade School</td>
<td>U</td>
</tr>
</tbody>
</table>

* Alcoholic beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code.

(1) Subject to Municipal Code Chapter 24.437
A. Building Placement

1. SETBACKS
   a. Primary Buildings shall be placed within the shaded area as shown in the diagram above (unless specified otherwise by a permitted Building Type).
      1. Street Build-to Line: per Frontage Type requirements
      2. Side Street Build-to Line: 0’ to 5’
      3. Side Yard Setback: 0’
      4. Rear Setback: 5’ min. (with alley) / 15’ min. (no alley)

2. ACCESSORY BUILDINGS
   a. Accessory Buildings
      1. Permitted only by Warrant.
      2. Must be located within shaded area of Diagram C. Parking Placement.

3. ARCHITECTURAL ENCROACHMENTS
   a. Balconies, bay windows, chimneys, cantilevered rooms, and eaves may encroach into required setbacks as identified below and as may be further limited by the California Building Code (CBC).
      1. Balconies: 6’ max. into Street Build-to Line, Side Street Build-to Line and Rear Setback.
      2. Bay windows, chimneys, cantilevered rooms, and eaves: 3’ max. into all Setback areas identified in Diagram A. Building Placement, above.

B. Building Profile and Frontage

1. HEIGHT
   a. Maximum: 3 stories for Primary Building (25% of building footprint may be 4 story).
   b. Floor to Floor: 14’ min. and 18’ max. ground floor for arcade, gallery and shopfront frontage types; 18’ max. ground floor for all other frontage types, 12’ max. second floor and above.
   c. Accessory buildings: 14’ max. to eave or parapet line.

2. FRONTAGE TYPES
   a. Arcade
   b. Gallery
   c. Shopfront
   d. Forecourt
   e. Stoop
C. Parking

1. PARKING PLACEMENT
   a. Off-street parking and Services are allowed only in the shaded area as shown, unless subterranean.
      1. Street Setback: Rear 75% of lot depth
      2. Side Street Setback: 5' min.
      3. Side Yard Setback: 0' min.
      4. Rear Setback: 5' min.
   b. Subterranean parking may extend to a height of 3' max above finished grade, provided that garage perimeter wall either aligns with face of building or becomes part of a Stoop frontage.

2. PARKING REQUIREMENTS
   a. Residential
      1. 1 parking space / 1500 s.f.
      2. No parking spaces are required for single room occupancy units.
   b. Non-Residential:
      1. 2 parking spaces / 1000 s.f.

D. Building Types

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Allowed Lot Widths</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25'</td>
</tr>
<tr>
<td>Row House</td>
<td></td>
</tr>
<tr>
<td>Live/Work</td>
<td></td>
</tr>
<tr>
<td>Courtyard Housing</td>
<td></td>
</tr>
<tr>
<td>Commercial Block</td>
<td></td>
</tr>
<tr>
<td>Stacked Dwelling</td>
<td>Only allowed as part of Mixed Type Developments</td>
</tr>
</tbody>
</table>

The building types allowed within the T5.1 Neighborhood Center zone shall be limited to those in the table above, and placed only on lots with the lot width shown. See Article III (Building Type Standards) for performance standards and Article V (Design Guidelines) for architectural expression guidance.

E. Allowed Land Uses

The following land uses may occur within the T5.1 Neighborhood Center zone, subject to the noted permit requirements:

<table>
<thead>
<tr>
<th>Allowed Use</th>
<th>Permit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar / Nightclub</td>
<td>U</td>
</tr>
<tr>
<td>Civic</td>
<td>P</td>
</tr>
<tr>
<td>Community Meeting</td>
<td>U</td>
</tr>
<tr>
<td>Daycare</td>
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<td>Home Occupations</td>
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P = Permitted by Right
U = Use Permit
DP = Director’s Permit
* Alcoholic beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code.
• New bars and nightclubs are restricted to the areas shown in Figure III-3, Bar and Nightclub Siting.
(1) Subject to Municipal Code Chapter 24.437
ARTICLE II. URBAN STANDARDS

2.30.070 T6.1 URBAN CORE

A. Building Placement

1. SETBACKS
   a. Primary Buildings shall be placed within the shaded area as shown in the diagram above (unless specified otherwise by a permitted Building Type).
      1. Street Build-to Line: 0’ to 5’ min.
      2. Side Street Build-to Line: 0’ to 5’ min.
      3. Side Yard Setback: 0’ min.
      4. Rear Yard Setback: 5’ min.

B. Building Profile and Frontage

1. HEIGHT
   a. Maximum:
      1. Core Area: 4 stories for Primary Building (20% of building footprint may be 5 story).
      2. Fringe Area: 3 stories for Primary Building (25% of building footprint may be 4 story).
      3. Taper Area: 3 stories for Primary Building (25% of building footprint may be 4 story) + 25’ setback for fourth story from Oak and California Streets. Taper area height limits apply to all T6.1 properties South of Hwy 101 (not shown in Maximum Height Diagram).
      4. Mission Area: 3 stories for Primary Building (15% of building footprint may be 4 story).
   b. Floor to Floor: 15’ min. and 20’ max. ground floor for shopfront frontage type; 18’ max. ground floor for all other frontage types; 12’ max. second floor and above.

2. FRONTAGE TYPES
   a. Shopfront
   b. Forecourt
   c. Stoop
   d. Porch (along Poli Street only)
   e. Lightcourt
   f. Dooryard (along Poli Street only)
C. Parking

1. PARKING PLACEMENT
   a. Off-street parking and Services are allowed only in the shaded area as shown, unless subterranean.
      1. Street Setback: Rear 75% of lot depth
      2. Side Street Setback: 5’ min.
      3. Side Yard Setback: 0’
      4. Rear Setback: 5’ min.
   b. Subterranean parking may extend to a height of 3’ max above finished grade, provided that garage perimeter wall either aligns with face of building or becomes part of a Stoop or Dooryard frontage.

2. PARKING REQUIREMENTS
   a. Residential
      1. 1 parking space / 1500 s.f.
      2. No parking spaces are required for single room occupancy units
   b. Non-Residential:
      1. 2 parking spaces / 1000 s.f.

D. Building Types

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</tr>
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<td></td>
</tr>
</tbody>
</table>

The building types allowed within the T6.1 Urban Core zone shall be limited to those in the table above, and placed only on lots with the lot width shown. See Article III (Building Type Standards) for performance standards and Article V (Design Guidelines) for architectural expression guidance.

E. Allowed Land Uses

The following land uses may occur within the T6.1 Urban Core zone, subject to the noted permit requirements:

<table>
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<td>P</td>
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<td>Restaurant</td>
<td>P</td>
</tr>
<tr>
<td>Retail</td>
<td>P</td>
</tr>
<tr>
<td>Special Residential</td>
<td>U</td>
</tr>
<tr>
<td>Timeshare</td>
<td>U*</td>
</tr>
<tr>
<td>Thrift Stores</td>
<td>DP</td>
</tr>
</tbody>
</table>

P = Permitted by Right
U = Use Permit
DP = Director’s Permit

* Alcoholic beverage establishments are subject to a Use Permit under the provisions of Section 24.460.210 of the Municipal Code.

• New bars and nightclubs are restricted to the areas shown in Figure III-3, Bar and Nightclub Siting.

* Exclusive to the area south of U.S. Highway 101.

(1) Subject to Municipal Code Chapter 24.437
A. Purpose
This section regulates the development of large parcels or parcel assemblages. The intent is to generate buildings whose massing and articulation reflect the scale of the historic downtown development pattern, and to prevent large monolithic and repetitive buildings. Large development projects shall be composed of multiple structures and/or shall be designed to have the appearance of multiple independent buildings. A variation in building height and a mix of building and dwelling types within the same project is required in order to reflect the scale and rhythm of Downtown Ventura's historic lotting pattern.

B. Applicability
Any parcel or parcel assemblage with a contiguous area of 30,000 sf or more shall be developed as Mixed Type Development in accordance with the standards in this section [E]. Parcels or parcel assemblages with a contiguous area less than 30,000 sf may also be developed as Mixed Type Development.

C. Submittal Requirements
An application for a development qualifying under this section shall include, at a minimum, a plan sheet, inclusive of diagrams and text, which identifies proposed individual building sites and their dimensions, existing adjacent thoroughfares, proposed new thoroughfares, proposed Building Type(s), proposed Frontage Type(s) and the relationship of the project site to its surrounding context.

D. Relationship to Urban Standards, Building Type Standards and Design Guidelines
Each building within a Mixed Type Development shall comply with the applicable requirements in the Urban Standards, Building Types Standards and Design Guideline. However, standards and requirements shall be amended as follows:

1. Street Setback: For buildings not abutting a street this requirement shall be waived. Buildings shall instead conform with the dimensions and requirements for semi-public paseos and/or courtyards described above [E or W].

2. Access: For buildings not abutting a street pedestrian access shall be taken directly from a paseo or courtyard that functions as the extension of the public realm as described above [E].

3. Side and/or Rear Setback: The overall project site shall be governed by the applicable Urban Standards. Nominal lots shall be governed by the interior side setback for the applicable zone as per the Urban Standards [W].

E. Mixed Type Development Standards

1. MIX OF BUILDING TYPES
a. Developments on parcels or parcel assemblages between 30,000 sf and 50,000 sf shall be composed of at least 2 buildings which may be of the same or different building types as allowed by the applicable zone [E].

b. Developments on parcels or parcel assemblages exceeding 50,000 sf shall be composed of at least 3 buildings which may be of the same or different building types as allowed by the applicable zone [E].

c. Stacked Dwellings are generally not permitted in the downtown as they do not contribute much to enliven the street facade and do not provide direct street access for individual dwelling units. However, Mixed Type Developments allow for the inclusion of Stacked Dwellings if they are integrated into the overall design of a project. Stacked Dwelling building type shall comprise no more than 30% of the total number of units and are encouraged to be located toward the rear of a lot [E].

2. PEDESTRIAN ACCESS
The relatively large downtown blocks and resulting deep lots often accommodate buildings within the block that do not necessarily have direct frontage on any of the block bounding streets. These standards aim at ensuring that all dwelling units and/or residential lobbies independent of their location within a block have access to and are connected with the public realm and the life of the city. To that end, the public realm shall extend into the block in the form of new streets, paseos and/or interconnected courtyards that provide direct access to a public street. Paseos and courtyards are limited to pedestrian traffic, and in no case may a vehicular driveway be the sole means of access to a dwelling. Permitted building types shall be arranged around and take their primary access from this extension of the public realm.

Semi-public paseos and courtyards that serve as an extension of the public realm shall have the following minimum dimensions and setbacks:

a. Paseos shall be a minimum of 15 ft wide between primary building walls. Architectural encroachments are not permitted [E].

b. Courtyards shall be at minimum 30 ft wide for North/South oriented courtyards, or 40 ft wide for East/West oriented courtyard [W]. See Article III, section 3.10.120 for further detail. Architectural encroachments are permitted per the Urban Standards.

3. VEHICULAR ACCESS
a. Parking shall be accessed from new internal streets, alleys or driveways. Cul-de-sacs and dead end streets are prohibited unless topographical constraints prohibit through streets. Alleys may be dead-end if they allow for future connection to adjacent parcels. Garage doors shall face alleys or driveways. Flag lots are prohibited [E].

b. Thoroughfares shall fluctuate in design (i.e., travel lane widths, sidewalk widths, landscaping, etc.) according to variables including, but not limited to, vehicle capacity, vehicle speed, topography, pedestrian (including bicycle use) circulation, public transit, placement of adjacent buildings and businesses and function beyond the project development boundaries, all subject to City Engineer approval. Within Downtown, vehicle and pedestrian movement should emphasize the pedestrian.

4. MASSING AND ARTICULATION

a. Development shall be designed as if buildings were built on narrow lots, following the 50 foot historic lotting pattern in Downtown Ventura. Each building shall have a clear and harmonious pattern of vertically-oriented facade openings including entries, windows, and bays and columns or other exposed vertical supports. Vertical articulations can be produced by variations in roof lines, window groupings, applied facade elements such as piers or pilasters, bay windows and subtle changes in materials and vertical planes that create shadow lines and textural differences. Vertical elements break up long, monolithic building facades along the street. Major vertical elements should be a maximum of 50 ft apart measured center-to-center, which reflects the historic parcel increment of much of Downtown. Article V Design Guidelines shall apply [DR].

5. PUBLIC BUILDINGS

a. Public buildings that, if included, are located in visually prominent central locations recognizable and accessible to the public.

F. Illustrative Diagrams

The diagrams at right and on the following page (III-28) provide an illustrative example of how to comply with this section.
ARTICLE II. URBAN STANDARDS

2.40.010 MIXED TYPE DEVELOPMENT STANDARDS

4. Introduce Lots

5. Introduce Building Types
2.50.010 FLEX USE OVERLAY

A. APPLICABILITY. The Flex Use Overlay is applied to fringe Plan areas titled Westside Workplace and Eastside Workplace.

B. WESTSIDE WORKPLACE

1. This area occurs along the western fringe of Downtown; as depicted on the Regulating Plan (Page III-9, Figure III-1). It is provided a Flex Use Overlay to facilitate an alternative environment for Ventura’s population of artisans and craftspeople. While building types allowed under the base zone (e.g., Courtyard Housing is allowed T4.1 Urban General 1) are required, their function may be designed to accommodate commercial and light industrial activities. The Westside Workplace Area also contains Patagonia; one of Downtown Ventura’s major employers. Retaining the Patagonia buildings and uses, and allowing for them to expand, are priorities of the planning area.

2. Use Permit approval is required prior to commencing Light Industrial, Office, Auto Repair, Trade School, Medical/Dental or Wholesale/Distribution uses in the Westside Workplace Area.

C. EASTSIDE WORKPLACE

1. This area occurs around Ventura’s oldest industrial hub near Front Street and Southern Pacific Railroad; as shown on the Regulating Plan (Page III-9, Figure III-1). While the expansion of residential use was encouraged by the 1993 Downtown Specific Plan and is provided for by this Plan, a Flex Use Overlay will provide for limited commercial uses. The overlay will also enable the retention of a number of existing commercial uses. It will also facilitate neighborhood serving commercial uses within walking distance and, thus, reduce vehicle trips.

2. Use Permit approval is required prior to commencing Restaurant, Timeshare, Trade School, Day Care, Personal Service, Office or Retail uses in the Eastside Workplace Area.

2.50.020 CIVIC BUILDING OVERLAY

A. PURPOSE. Civic buildings and their associated uses represent physical symbols of a community’s social, cultural, educational, and other institutional activities. They preserve the lessons and instruments of culture, offer a dignified forum for the issues of the time, encourage democratic initiatives, and consequently ensure the balanced evolution of the larger society. The physical composition of civic buildings should result in distinction from common, backstory buildings used for dwelling and commerce.

B. APPLICABILITY. New civic buildings and/or alterations to existing civic buildings require Design Review and, to the extent provided for below, conformance to the Development Code standards and guidelines:

1. Article II (Urban Standards) - All requirements apply unless Warrant approval is obtained
2. Article III (Building Types) - Not applicable
3. Article IV (Frontage Types) - Not applicable
4. Article V (Design Guidelines) - All sections apply except 5.10.030 (A) (Context and Architectural Character) and 5.10.030 (B) (Building Massing and Articulation)
5. Article VI (Sign Standards) - Not applicable
7. Article VII (Other Standards) - All requirements apply
ARTICLE II. URBAN STANDARDS

2.50.030 HILLSIDE OVERLAY

A. APPLICABILITY. The following provisions supersede the maximum height regulations for the underlying zones as shown in the Regulating Plan (Figure III-1).

1. HEIGHT

a. Primary Building height, as measured to the eave, shall not project above the following:

i. T4.1 Urban General 1:
   - Rear lot line highest/slope of lot ten percent or less. Where the average elevation of the rear lot line is above the average elevation of the front lot line, and where the slope of the lot is ten percent or less, no building or other structure, shall exceed a height of 12 1/2 feet above the average natural grade of the required rear lot line, or 15 feet above the average natural grade of the required rear setback line, or 30 feet above the average natural grade at each corner point of the building, whichever of the foregoing is the lowest elevation.
   - Rear lot line highest/slope of lot greater than ten percent. Where the average elevation of the rear lot line is above the average elevation of the front lot line, and where the slope of the lot is greater than ten percent, no building or other structure shall exceed a height of ten feet above the average natural grade of the rear lot line, or 15 feet above the average natural grade of the required rear setback line, or 30 feet above the average natural grade at each corner point of the building, whichever of the foregoing is the lowest elevation.
   - Front lot line highest. Where the average elevation of the front lot line is above the average elevation of the rear lot line, no building or other structure shall exceed a height of 15 feet above the average natural grade of the required rear yard setback line, or 30 feet above the average natural grade at each corner point of the building, whichever of the foregoing is the lowest elevation.
   - Through lot. No building or other structure on a through lot in the Hillside Area shall exceed a height of 15 feet above the average elevation of the front lot line of the highest lot frontage and 30 feet above the average natural grade at each corner point of the building line, whichever of the foregoing is the lowest elevation.

ii. T6.1 Urban Core: 24' max. above Poli Street (A) and 36' max. above average natural grade (B), see Maximum Height Diagram (opposite).

b. Survey.

1. Applicants must provide complete topographical and lot survey information prepared by an architect, surveyor, or civil engineer licensed or registered to practice in the State of California, for the lot or lots involved. Such information shall include grading details of any cut or fill slopes and all elevation reference points required by this subsection to verify height measurements, except as provided below. The elevation reference points for the front and rear lot lines and the required rear yard setback line shall be shown directly on the site plan and plotted as follows:
   - Point one and two shall be the lot corners;
   - Point three shall be the midpoint between points one and two;
   - Point four shall be the midpoint between points one and three; and
   - Point five shall be the midpoint between points two and three.
2. Exception to preparation of survey information. Within the boundaries of the Hillside Overlay, the director may determine that the survey information set forth above is not required provided it can be demonstrated, based on criteria established and adopted by separate resolution, of the council, that the height of buildings or structures or expansions thereof, is in scale with surrounding development and will not unreasonably or unnecessarily interfere with scenic views from other public streets and other public areas. However, in no case shall the height of any building or structure or expansion thereof exceed the maximum height set forth in the underlying zone or Hillside Overlay.
ARTICLE III. BUILDING TYPES

3.10.010 PURPOSE

Building Type performance measures are established based on location within the Transect and lot size. For each zone, the Building Types allowed provide standards to achieve the desired built form and pedestrian orientation in the Downtown.

The Building Types allowed in the Downtown Specific Plan area, as described in the following pages, are:

1. Carriage House
2. Front Yard House
3. Side Yard House
4. Duplex, Triplex and Quadplex
5. Villa
6. Mansion
7. Bungalow Court
8. Rowhouse
9. Live / Work
10. Side Court Housing
11. Courtyard Housing
12. Commercial Block
13. Stacked Dwellings
A. DESCRIPTION

A Carriage House is a building type consisting of a dwelling unit on top of or attached, at-grade to a detached garage. Carriage Houses typically abut an alley at the rear of a lot that also includes a Front Yard or Side Yard House. Lots deeper than 120’ within the T4.1 Urban General 1 and T4.1 Main Frontage zones are eligible for a Carriage House. In compliance with State Planning Law, performance standards for Carriage Houses are mandatory and no variance may be granted. Carriage Houses approval is ministerial without public hearing.

B. ACCESS

1. The main entrance to the dwelling unit shall be accessed from the side yard setback, side street build-to or rear yard setback.
2. Where an alley is present, parking and services shall be accessed through the alley.

C. PARKING AND SERVICES

1. No parking is required for the Carriage Houses, however, if provided it may be within a garage, carport or tandem in the driveway.
2. An alley-accessed garage may accommodate up to three cars. A non-alley-accessed garage may accommodate no more than two cars. A street facing garage shall have one-car garage doors.

D. OPEN SPACE

1. Carriage Houses and garages may occupy no more than 30% of that area illustrated by Diagram C.1 (Parking and Services Placement) of the applicable zone.
2. One private yard, separate from the primary yard, of no less than 150 s.f. with a minimum dimension of 10 feet shall be provided. The private yard area may be provided at-grade or via a balcony not oriented toward a side yard setback.
3. On a lot without an alley, a Carriage House shall have a minimum rear yard setback of 10 feet and a minimum side yard setback of 5 feet.
E. LANDSCAPE

1. There are no landscape requirements for this building type.

F. FRONTAGE

1. As Carriage Houses are located in the rear of lots, no Frontage Type is required since direct access from the street is not possible.

G. BUILDING SIZE AND MASSING

1. Carriage houses shall be designed as flats located above a detached garage, attached at-grade to a detached garage, or as a detached unit if no garage is present.

2. Carriage Houses located above garages shall be no taller than 2 stories (inclusive of garage) at 12' max. per floor.

3. Carriage Houses located attached, at-grade to garages shall be no taller than 1 story at 12’ max. per floor.

4. Carriage houses shall be a max. size of 750 s.f. habitable floor area.

5. Carriage houses shall not exceed 50% of primary building’s habitable floor area.
ARTICLE III. BUILDING TYPES

3.10.030 FRONT YARD HOUSE

A. DESCRIPTION

A detached building designed as a single dwelling unit that may be located upon a qualifying lot in the T4.1 Urban General 1 and T4.1 Main Frontage zones. A Front Yard House may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). A Front Yard House is accessed from the sidewalk adjacent to the street build-to line. The following text provides performance standards for Front Yard Houses.

B. ACCESS

1. The main entrance shall be located within the façade and accessed directly from the street through an allowed frontage type. [W]

2. Where an alley is present, parking and services shall be accessed through the alley. [E]

3. Where an alley is not present, parking and services shall be accessed by way of a driveway 7 to 10 feet wide, and with 2-foot min. planters on each side. [W]

4. On a corner lot without access to an alley, parking and services shall be accessed by a driveway of 18 feet maximum width, and with 2-foot min. planters on each side. [W]

C. PARKING AND SERVICES

1. Required parking for one car shall be within a garage. The remainder of required parking may be provided in a garage, carport or uncovered. [W]

2. An alley accessed garage or carport may accommodate up to three cars. [W]

3. Parking facing a side street build-to line shall be accommodated in a two-car (max.) garage with one-car garage doors. [W]

4. Where an alley is present, services, above ground equipment and trash container areas should be located on the alley. [DR]

5. Where an alley is not present, above ground equipment and trash container areas shall be located at least 10 feet behind the façade of the house and be screened from view from the street with landscaping or a fence. [W]
D. OPEN SPACE

1. Front yards are defined by the street build-to-line or front yard setback and frontage type requirements of the applicable zone. [DR]

2. One usable, outdoor space shall be provided behind the Front Yard House at no less than 15% of the area of each lot and of a regular geometry (e.g., rectangular) with a minimum dimension of 20 feet. [W]

E. LANDSCAPE

1. Front yard trees are encouraged to be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Side yard trees may be placed to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. Other than Frontage Type performance measures, there are no additional frontage requirements for this building type.

G. BUILDING SIZE AND MASSING

1. Building elevations abutting side yards should be designed to provide at least one horizontal plane break of at least three feet, and one vertical break. [DR]

2. Houses on corner lots should be designed with two facades of equal architectural expression. [DR]

3. Buildings should be composed of one and/or two story volumes, each designed to house scale. [DR]

4. Attic space may be occupied and not count as a story when applying the height limits of the applicable zone. [DR]
ARTICLE III. BUILDING TYPES

3.10.040 SIDE YARD HOUSE

A. DESCRIPTION

A detached building designed as a single dwelling unit that may be located upon a qualifying lot in the T4.1 Urban General 1 and T4.1 Main Frontage zones. A Side Yard House may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). A Side Yard House is flanked by a side yard accessed via a walkway parallel to the yard area. The following text provides performance standards for Side Yard Houses.

B. ACCESS

1. The main entrance shall be accessed directly from the street through an allowed frontage type or side yard area. [E]
2. Where an alley is present, parking and services shall be accessed through the alley. [E]
3. Where an alley is not present, this type is allowed only on a corner lot. [E]
4. For a corner lot without access to an alley, parking and services shall be accessed by a driveway of 18 feet maximum width, and with 2-foot min. planters on each side. [W]

C. PARKING & SERVICES

1. Required parking for one car shall be within a garage. The remainder of required parking may be provided in a garage, carport or uncovered. [W]
2. An alley accessed garage or carport may accommodate up to three cars. A non-alley-accessed garage or carport may accommodate no more than 2 cars. Parking facing a side street must be accommodated in a garage (carports are not allowed). A side street facing garage shall have 1-car garage doors. [W]
3. Where an alley is present, services, above ground equipment and trash container areas should be located on the alley. [DR]
4. Where an alley is not present, above ground equipment and trash container areas shall be located at least 10 feet behind the façade of the house and be screened from view from the street with landscaping or a fence. [W]

D. OPEN SPACE

1. Front yards are defined by the street build-to line of front yard setback of the applicable zone. [DR]
2. One side yard shall provide usable, outdoor space equal in width to the street build-to line but not less than 15 feet, with ground floor living areas (e.g., living room, family room, dining room, etc.) opening to it with large windows and, where possible, French doors. This side yard shall be enclosed by a wall or hedge no more than 6 feet high, and shall encompass no less than 15% of the area of each lot and of a regular geometry (e.g., rectangular). [E]
3. On a corner lot, the side yard required by D.2, shall abut the street, and the enclosing wall or hedge shall not be more than 6 feet high. The opposite side yard may not have a fence at the property line, with an easement instead allowing use of the yard by the neighbor. Windows facing this opposing yard shall be relatively small and 5 feet min. high, providing light and ventilation while allowing for privacy. [E]

E. LANDSCAPE

1. Trees in the front yard should be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. This building type shall provide a permitted frontage type at the street build-to line, within the front yard setback or within the side yard required by Section D. Open Space. [E]

2. Notwithstanding setback requirements of the applicable zone, the front setback need not exceed 10 feet. [W]

3. A gallery, either one or two stories in height, or an arcade frontage type should occur for at least half the building length along the building elevation facing the side yard required by Section D. Open Space. [DR]

4. Because a frontage type is not mandatory at the frontage street, but may be located within the side yard, special care should be taken to ensure that the composition of fenestration and other architectural details are scaled to the public rooms of the house. [DR]

G. BUILDING SIZE AND MASSING

1. Building elevations abutting side yards shall be designed to provide at least one horizontal plane break of at least three feet, and one vertical break. [DR]

2. Attic space may be occupied and not count as a story when applying the height limits of the applicable zone. [DR]
A. DESCRIPTION

A building containing two, three, or four dwelling units that may be located upon a qualifying lot in the T4.1 Urban General 1, T4.2 Urban General 2, and T4.1 Main Frontage zones. Each dwelling unit is individually accessed directly from the street. A Duplex, Triplex, Quadplex may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). The following text provides performance standards for Duplex, Triplex, Quadplexes.

B. ACCESS

1. Entrances to each dwelling shall be accessed directly from, and face, the street. Access to second floor dwellings shall be by elevator or a stair that may be open, roofed or enclosed. [E]
2. Where an alley is present, parking and services shall be accessed through the alley. [E]
3. Where an alley is not present, parking and services shall be accessed by way of a driveway 7 to 10 feet wide, and with 2-foot min. planters on each side. [W]
4. On a corner lot without access to an alley, parking and services shall be accessed by driveways of 7 to 8 feet maximum width, and with 2-foot min. planters on each side. [W]

C. PARKING & SERVICES

1. One parking space for each dwelling unit shall be within a garage. The remaining required parking spaces may be within a garage, carports, or uncovered. [W]
2. Garages on corner lots without alleys may face the street only if provided with one-car garage doors, and with driveways no more than 8 feet wide that are separated by planters at least 2 feet wide. Garages facing a side street shall not accommodate more than four cars. [W]
3. Where an alley is present, services, above ground equipment and trash container areas shall be located on the alley. [W]
4. Where an alley is not present, above ground equipment and trash container areas shall be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [W]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]
2. Each dwelling at the first floor shall have a usable, outdoor space of at least 150 square feet with a minimum dimension of 8 feet. [W]
3. Each dwelling accessed above the first floor shall have a usable, outdoor space that may be in balconies or loggias and of at least 150 square feet with a minimum dimension of 7 feet. [W]
4. Dwellings accessed at the first floor should provide outdoor space at-grade that is enclosed by landscaping or a wall. [DR]
E. LANDSCAPE

1. Landscape should not be used to separate a front yard from front yards on adjacent parcels. Front yard trees should be of porch scale (no more than 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more than 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. On corner lots, dwellings are encouraged to obtain access through a permitted frontage type from either street; particularly in triplexes and quadplexes. [DR]

G. BUILDING SIZE AND MASSING

1. Building elevations abutting side yards should be designed to provide at least one horizontal plane break of at least three feet, and one vertical break. [DR]

2. Buildings on corner lots should be designed with two facades of equal architectural expression. [DR]

3. Buildings should be massed as large houses, composed principally of two story volumes, each designed to house scale. [DR]

4. Dwellings within buildings may be flats and/or townhouses. [DR]

5. Attic space may be occupied and not count as a story when applying the height limits of the applicable zone. [DR]

H. EXPOSURE TO LIGHT AND AIR

1. At least two sides of each dwelling shall be exposed to outside light and air. [W]
ARTICLE III. BUILDING TYPES

3.10.060 VILLA

A. DESCRIPTION

A large house containing anywhere from two to eight dwelling units that may be located upon a qualifying lot in the T4.1 Urban General 1 and T4.2 Urban General 2 zones. Each dwelling unit is individually accessed from a central lobby, which in turn is accessed directly from the street. A Villa may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). The following text provides performance standards for Villas.

B. ACCESS

1. Access to the building shall occur directly from and face the street. Said access shall be a single point leading to a central lobby which provides access to the individual dwellings without use of a corridor. Second floor dwellings shall be accessed by a stair located in the lobby and, again, without use of a corridor. [E]

2. Where an alley is present, parking and services shall be accessed through the alley. [E]

3. On an interior lot without access to an alley, parking and services shall be accessed by a driveway 7 to 10 feet wide, and with 2-foot min. planters on each side. [W]

4. On a corner lot without access to an alley, parking and services shall be accessed from the side street by driveways of 7 to 8 feet maximum width, and with 2-foot min. planters on each side. [W]

5. Subterranean parking entrances should be located as close as possible to the side or rear of each lot. [DR]

C. PARKING & SERVICES

1. If provided at-grade, one parking space for each dwelling unit shall be within a garage. The remaining required parking spaces may be within a garage, carport, or uncovered. [W]

2. Garages on corner lots without alleys may face the side street only if provided with one-car garage doors, and with driveways no more than 8 feet wide that are separated by planters at least 2 feet wide. Garages facing a side street shall not accommodate more than four cars. [W]

3. Where an alley is present, services, above ground equipment and trash container areas shall be located on the alley. [W]

4. Where an alley is not present, above ground equipment and trash container areas shall be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [W]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]

2. Rear yards shall contain a usable, outdoor space of no less than 15% of the area of each lot and of a regular geometry (e.g., rectangular). This yard area is intended for common use by all dwelling occupants. [E]

3. Dwelling units accessed above the first floor may provide usable, outdoor space in balconies or loggias with a minimum dimension of 7 feet. [DR]

4. Dwelling units accessed at the first floor may provide usable, outdoor space, exclusive of the common yard area required above. [DR]
E. LANDSCAPE

1. Landscape should not be used to separate a front yard from front yards on adjacent parcels. Front yard trees should be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. Other than Frontage Type performance measures, there are no additional frontage requirements for this building type.

G. BUILDING SIZE AND MASSING

1. Building elevations abutting side yards should be designed to provide at least one horizontal plane break of at least three feet, and one vertical break. Architectural elements such as bay windows, projecting rooms or covered balconies may be provided in lieu of one plane break. [DR]

2. Buildings on corner lots should be designed with two facades of equal architectural expression. [DR]

3. Buildings should be massed as large houses, composed principally of two story volumes, each designed to house scale. [DR]

4. Dwellings within buildings may be flats and/or townhouses. [DR]

5. Attic space may be occupied and not count as a story when applying the height limits of the applicable zone. [DR]

H. EXPOSURE TO LIGHT AND AIR

1. At least two sides of each dwelling shall be exposed to outside light and air. [W]
ARTICLE III. BUILDING TYPES

3.10.070 MANSION

A. DESCRIPTION

A detached building with the appearance from the street of a large house which contains more than four dwellings and that may be located upon a qualifying lot in the T4.3 Urban General 3 and T4.4 Thompson Corridor zones. Each dwelling is individually accessed from a central lobby, which in turn is accessed directly from the street. A Mansion may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). The following text provides performance standards for Mansions.

B. ACCESS

1. The main entrance to the building shall be accessed directly from, and face, the street. The main entrance shall open to a central lobby which provides access to individual dwellings through use of a corridor. Second and third floor dwellings shall be accessed by a stair or elevator located in the lobby. Direct access from street to ground floor dwellings at the street build-to line is encouraged. [E]

2. Where an alley is present, parking and services shall be accessed through the alley. [E]

3. On a corner lot without access to an alley, parking and services shall be accessed from the side street by driveways of 7 to 8 feet maximum width, and with 2-foot min. planters on each side. [W]

4. On an interior lot without access to an alley, parking and services shall be accessed by a driveway 7 to 10 feet wide, and with 2-foot min. planters on each side. [W]

5. Subterranean parking entrances should be located as close as possible to the side or rear of each lot. [DR]

C. PARKING & SERVICES

1. Required parking may be at-grade or subterranean. If provided at-grade, one parking space for each dwelling unit shall be within a garage. The remaining required parking spaces may be within a garage, carport, or uncovered. [W]

2. Garages on corner lots without alleys may face the side street only if provided with one-car garage doors, and with driveways no more than 8 feet wide that are separated by planters at least 2 feet wide. Garages facing a side street shall not accommodate more than four cars. [W]

3. Where an alley is present, services, above ground equipment and trash container areas shall be located on the alley. [W]

4. Where an alley is not present, above ground equipment and trash container areas shall be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [W]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]

2. Side yards should be useable by and accessible from the dwellings; where possible. [DR]

3. Each ground level dwelling shall have a usable, outdoor space of at least 150 square feet with a minimum dimension of 8 feet. [E]
E. LANDSCAPE

1. Landscape should not be used to separate a front yard from front yards on adjacent parcels. Front yard trees should be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. Other than Frontage Type performance measures, there are no additional frontage requirements for this building type.

G. BUILDING SIZE AND MASSING

1. Buildings shall be massed as large houses, composed principally of two and three story volumes. [DR]

2. Building elevations abutting side yards should be designed to provide at least one horizontal plane break of at least three feet, and one vertical break. Architectural elements such as bay windows, projecting rooms or covered balconies may be provided in lieu of one plane break. [DR]

3. Buildings on corner lots should be designed with two facades of equal architectural expression. [DR]

4. Dwellings within the building may be flats and/or townhouses. [DR]

5. Attic space may be occupied and not count as a story when applying the height limits of the applicable zone. [DR]
ARTICLE III. BUILDING TYPES

3.10.080 BUNGALOW COURT

A. DESCRIPTION

Four or more detached houses or duplexes arranged around a shared courtyard, with pedestrian access to the building entrances from the courtyard and/or street. Bungalow Courts may be located upon qualifying lots in the T4.1 Urban General 1 and T4.2 Urban General 2 zones. A Bungalow Court may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). The following text provides performance standards for Bungalow Courts.

B. ACCESS

1. Entrances to dwellings shall be directly from the front yard or from the courtyard. [E]

2. Where an alley is present, parking and services shall be accessed through the alley. [E]

3. On a corner lot without access to an alley, parking and services shall be accessed from the side street by driveways of 7 to 8 feet maximum width, and with 2-foot min. planters on each side. [W]

4. On an interior lot without access to an alley, parking and services shall be accessed by a driveway 7 to 10 feet wide, and with 2-foot min. planters on each side. [W]

C. PARKING & SERVICES

1. Required parking shall be at-grade. One parking space for each dwelling unit shall be within a garage. The remaining required parking spaces may be within a garage, carport, or uncovered. [W]

2. Garages on corner lots without alleys may face the side street only if provided with one-car garage doors, and with driveways no more than 8 feet wide that are separated by planters at least 2 feet wide. Garages facing a side street shall not accommodate more than four cars. [W]

3. Where an alley is present, services, above ground equipment and trash container areas shall be located on the alley. [W]

4. Where an alley is not present, above ground equipment and trash container areas shall be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [W]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]

2. Dwelling entrances shall face a courtyard that comprises at least 15% of the lot area and of a regular geometry (e.g., rectangular). [E]

3. Each dwelling shall have a usable at-grade, outdoor space of at least 150 square feet with a minimum dimension of 8 feet. This space shall be exclusive of the courtyard and may be located in a side yard and/or the rear yard. [E]

4. Minimum courtyard dimensions shall be 30 feet. [W]

5. Required outdoor space should be enclosed by a fence, wall or hedge. [DR]
E. LANDSCAPE

1. Landscape should not be used to separate a front yard from front yards on adjacent parcels. Front yard trees should be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. Other than Frontage Type performance measures, there are no additional frontage requirements for this building type.

G. BUILDING SIZE AND MASSING

1. Buildings should be composed of one and/or two story volumes and massed as houses. [DR]

2. Building elevations abutting side yards should be designed to provide at least one horizontal plane break of at least three feet, and one vertical break. Architectural elements such as bay windows, projecting rooms or covered balconies may be provided in lieu of one plane break. [DR]

3. Buildings on corner lots should be designed with two facades of equal architectural expression. [DR]

4. Dwellings within a duplex may be flats and/or townhouses. [DR]

5. Attic space may be occupied and not count as a story when applying the height limits of the applicable zone. [DR]
ARTICLE III. BUILDING TYPES

3.10.090 ROWHOUSE

A. DESCRIPTION

Two or more attached two- or three-story dwellings with zero side yard setbacks located upon a qualifying lot(s) in the T4.2 Urban General 2, T4.3 Urban General 3, T4.4 Thompson Corridor, T5.1 Neighborhood Center and T5.1 Figueroa Frontage zones. A Rowhouse may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). The following text provides performance standards for Rowhouses.

B. ACCESS

1. The main entrance to each dwelling shall be accessed directly from and face the street. [E]

2. Parking and services shall be accessed from an alley or subterranean garage in a Mixed Type Development. This type is not allowed on a lot without an alley if it is not within a Mixed Type Development. [E]

C. PARKING & SERVICES

1. Required parking for one car shall be in a garage, which may be attached to, or detached from, the dwelling. The remaining required parking spaces may be within a garage, carport, or uncovered. [W]

2. Corner lots shall not have garages that face the side street. [W]

3. Services, above ground equipment and trash container areas shall be located on the alley. [W]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]

2. One usable at-grade, outdoor space shall be provided behind the Rowhouse at no less than 15% of the lot area and of a regular geometry (e.g., rectangular) with a minimum dimension of 20 feet. [E]
E. LANDSCAPE

1. Landscape should not be used to separate a front yard from front yards on adjacent parcels. Front yard trees, if provided, should be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. Other than Frontage Type performance measures, there are no additional frontage requirements for this building type.

G. BUILDING SIZE AND MASSING

1. Buildings should be composed of 2 and/or 3-story volumes in compliance with the regulations for the applicable zone. [DR]

2. Buildings on corner lots should be designed with two facades of equal architectural expression. [DR]

H. EXPOSURE TO LIGHT AND AIR

1. At least two sides of each dwelling shall be exposed to outside light and air. [W]
ARTICLE III. BUILDING TYPES

3.10.100 LIVE/WORK

A. DESCRIPTION

An integrated housing unit and working space, occupied and utilized by a single household in a structure, either single family or multi-family, that has been designed or structurally modified to accommodate joint residential occupancy and work activity at the ground floor. Non-residential uses are identified by Table E. Allowed Land Uses of the applicable zone (see Article II). A Live-work building may be located upon a qualifying lot in the T4.2 Urban General 2, T4.3 Urban General 3, T4.4 Thompson Corridor, T5.1 Neighborhood Center, T5.1 Figueroa Frontage and T6.1 Urban Core zones. The following text provides performance standards for Live-work buildings.

B. ACCESS

1. Live-work buildings shall have one of two methods of pedestrian access:

   (a) The main entrance to the ground floor flex space shall be accessed directly from and face the street, and the residential occupancy area shall be accessed by a separate entrance and internal stair that is also accessed from and faces the street. There may also be a small shared lobby that provides separate access to commercial/flex and residential areas [E]; or

   (b) Access to the residential area may be taken through the commercial/flex space that is accessed directly from and faces the street. [E]

2. Parking and services shall be accessed from an alley or subterranean garage in a Mixed Type Development. This type is not allowed on a lot without an alley if it is not within a Mixed Type Development. [E]

C. PARKING & SERVICES

1. Required parking for one car shall be in a garage, which may be attached to, or detached from, the dwelling. The remaining required parking spaces may be within a garage, carport, or uncovered. [W]

2. Corner lots shall not have garages that face the side street. [W]

3. Services, above ground equipment and trash container areas shall be located on the alley. [W]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]

2. One usable at-grade, outdoor space shall be provided behind the Live-work building at no less than 15% of the lot area and of a regular geometry (e.g., rectangular) with a minimum dimension of 20 feet. [E]
E. LANDSCAPE
1. Landscape should not obscure front yards on adjacent lots or the front of the ground floor flex space. [DR]

F. FRONTAGE
1. As a building that provides both residential and non-residential uses, the commercial/flex space on ground floors should be oriented toward the street to allow pedestrian exposure and direct access to the commercial/flex space. [DR]

G. BUILDING SIZE AND MASSING
1. Buildings should be composed of 2 and/or 3-story volumes in compliance with the height limitations of the applicable zone. [DR]
2. Buildings on corner lots should be designed with two facades of equal architectural expression. [DR]

H. EXPOSURE TO LIGHT AND AIR
1. At least two sides of each dwelling shall be exposed to outside light and air. [W]
ARTICLE III. BUILDING TYPES

3.10.110 SIDE COURT HOUSING

A. DESCRIPTION

A building or group of buildings containing dwelling units arranged on a lot in a row with the first unit facing the street upon a qualifying lot in the T4.1 Urban General 1, T4.2 Urban General 2, T4.3 Urban General 3 and T4.4 Thompson Corridor zones. The primary entrance to each unit is from the side yard or, in the case of units facing the street, the front yard. Side Court Housing may be used for non-residential purposes where allowed by Table E. Allowed Land Uses of the applicable zone (see Article II). Side Court Housing is flanked by a side yard and dwellings are accessed via a walkway parallel to that yard area. The following text provides performance standards for Side Court Housing.

B. ACCESS

1. Entrances to dwellings shall be directly from the front yard or side yard area equal in width to the street build-to line. Access to no more than three (3) second-story dwellings shall be through an open or roofed (but not enclosed) stair. [E]

2. Where an alley is present, parking and services shall be accessed through the alley. [E]

3. Where an alley is not present, parking and services shall be accessed by way of a driveway 7 to 10 feet wide, and with 2-foot min. planters on each side. [W]

4. On a corner lot without access to an alley, parking and services shall be accessed by driveways of 7 to 8 feet maximum width, and with 2-foot min. planters on each side. [W]

C. PARKING & SERVICES

1. Required parking may be at-grade or as subterranean. If provided at-grade, one parking space for each dwelling unit shall be within a garage. The remaining required parking spaces may be within a garage, carport, or uncovered. [W]

2. Dwellings may have direct on indirect access to their parking stalls(s), or direct access to stalls enclosed within the garage. A combination of these conditions is encouraged. [DR]

3. Where an alley is present, services, above ground equipment and trash container areas shall be located on the alley. [W]

4. Where an alley is not present, above ground equipment and trash container areas shall be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [W]

5. Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. [DR]
D. OPEN SPACE

1. Front yards are defined by the street build-to-line or front yard setback and frontage type requirements of the applicable zone. [DR]

2. Dwellings shall face an active side court with a minimum dimension of 20 feet. [E]

3. Major ground floor rooms should open to the active side court with large windows and, where possible, doors. [DR]

4. When located in an active side yard, a driveway should be integrated into the design of the yard through the use of a reduced paved area, permeable paving materials or comparable surface area that provides a landscaped aesthetic and usable outdoor space. [DR]

5. Rear yards are not required for this type, as the private useable outdoor space is provided as a common amenity to all residents in the sideyard. [E]

E. LANDSCAPE

1. Landscape should not be used to separate a front yard from front yards on adjacent parcels. Front yard trees should be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

F. FRONTAGE

1. Each ground level dwelling shall have a frontage type that may not encroach into the active sideyard. [W]

G. BUILDING SIZE AND MASSING

1. Buildings should be massed to the street as large houses of primarily two story volumes, and to the side yards as one-and two-story masses at the scale of houses. [DR]

2. The building elevation abutting an inactive side yard should be designed to provide at least one horizontal plane break of at least three feet, and one vertical break. [DR]

3. Buildings on corner lots should be designed with two facades of equal architectural expression. [DR]

4. Dwellings within the buildings may be flats and/or townhouses. [DR]

H. EXPOSURE TO LIGHT AND AIR

1. At least two sides of each dwelling shall be exposed to outside light and air. [W]
ARTICLE III. BUILDING TYPES

3.10.120 COURTYARD HOUSING

A. DESCRIPTION

A group of dwelling units arranged to share one or more common courtyards upon a qualifying lot in any zone. Dwellings take access from the street or the courtyard(s). Dwelling configuration occurs as townhouses, flats, or flats located over or under flats or townhouses. The courtyard is intended to be a semi-public space that is an extension of the public realm. Courtyard Housing for residential and non-residential purposes is allowed in all zones (see Article II). The following text provides performance standards for Courtyard Housing.

B. ACCESS

1. The main entrance to each ground floor dwelling shall be directly off a common courtyard or directly from the street. [E]
2. Access to no more than three second story dwellings shall be through an open or roofed (but not enclosed) stair. [W]
3. Except for dwellings occurring at the fourth story, elevator access from subterranean parking may be provided between the garage and podium only. [W]
4. Where an alley is present, parking and services shall be accessed through the alley. [W]
5. Where an alley is not present on an interior lot, parking and services should be accessed from the street by a driveway near the side lot line and be flanked by planters, at least one-foot wide. [DR]
6. On a corner lot without access to an alley, parking and services shall be accessed by driveways of 7 to 8 feet maximum width, and with 2-foot min. planters on each side. [W]

C. PARKING & SERVICES

1. Required parking may be at-grade or as subterranean. If provided at-grade, one parking space for each dwelling unit shall be within a garage. The remaining required parking spaces may be within a garage, carport, or uncovered. [W]
2. Dwellings may have direct or indirect access to their parking stall(s) or direct access to stalls enclosed within the garage. A combination of these conditions is encouraged. [DR]
3. Where an alley is present, services, including all utility access and above ground equipment and trash container areas shall be located on the alley. [W]
4. Where an alley is not present, above ground equipment and trash container areas should be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [DR]
5. Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. [DR]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]
2. Courtyard housing shall be designed to provide a central courtyard and/or partial, multiple, separated or interconnected courtyards with a cumulative total of at least 15% of the lot. [E]
3. In a project with multiple courtyards, at least two of the courtyards shall conform to the patterns below. [W]
4. Minimum courtyard dimensions shall be 40 feet when the long axis of the courtyard is oriented East/West and 30 feet when the courtyard is oriented North/South. [W]
5. In 40-foot wide courtyards, the frontages and architectural projections allowed within the applicable zone are permitted on two sides of the courtyard; they are permitted on one side of a 30-foot wide courtyard. [W]

6. Private patios may be provided in side and rear yards, and in courtyards. [DR]

7. Courtyards shall be connected to the public way and/or to each other by zaguans, or paseos. [E]
   a. Zaguans shall be a minimum of 10’ wide. [W]
   b. Paseos shall be a minimum of 15’ wide. [W]

E. LANDSCAPE

1. Landscape should not be used to separate a front yard from front yards on adjacent parcels. Front yard trees should be of porch scale (no more that 1.5 times the height of the porch at maturity) except at the margins of the lot, where they may be of house scale (no more that 1.5 times the height of the house at maturity). [DR]

2. Trees may be placed in side yards to protect the privacy of neighbors. [DR]

3. Courtyards located over garages should be designed to avoid the sensation of forced podium hardscape through the use of ample landscaping. [DR]

F. FRONTAGE

1. Entrance doors should be oriented toward courtyards and the street to the degree possible. [DR]

2. No arcade or gallery may encroach into the required minimum width of a courtyard. [W]

3. Stoops up to 3 feet in height and dooryards up to 2 feet in height may be placed above subterranean parking, provided that they are scaled to the street and building. [W]

4. Dooryards that face and/or encroach into a courtyard shall be a minimum of 10 feet wide. [W]

G. BUILDING SIZE AND MASSING

1. Buildings may contain any four combinations of dwelling unit configurations: flats, flats over flats, townhouses, and townhouses over flats. [W]

2. Dwellings may be as repetitive or unique as deemed by individual designs. [DR]

3. Buildings should be composed of one, two and three story masses, each designed to house scale, and not necessarily representing a single dwelling. [DR]

4. Four story masses should be minimized inside courtyards and apparent on street frontages. [DR]

5. The intent of these performance standards is to provide for Courtyard Housing buildings with varying heights. Suggested height ratios are as follows:
   a. 2.0 stories: 80% 2 stories, 20% 1 stories [W]
   b. 2.5 stories: 60% 2 stories, 40% 3 stories [W]
   c. 3.0 stories: 35% 2 stories, 50% 3 stories, 15% 4 stories [W]
   d. 3.5 stories: 15% 2 stories, 60% 3 stories, 25% 4 stories [W]

These height ratios are maximums that correspond to the applicable zone (e.g., Courtyard Housing 2.0 and 2.5 are possible in the T4.2 Urban General 2 zone; and so on).

6. Dwellings at fourth stories shall be accessed by single-loaded corridors or exclusive elevator service and configured as flats. [E]

7. The visibility of elevators and of exterior corridors at the third and/or fourth stories should be minimized by incorporation into the mass of the building. [DR]

H. EXPOSURE TO LIGHT AND AIR

1. At least two sides of each dwelling shall be exposed to outside light and air. [W]
ARTICLE III. BUILDING TYPES

3.10.130 COMMERCIAL BLOCK

A. DESCRIPTION

A building designed for occupancy by retail, service, and/or office uses on the ground floor, with upper floors also configured for those uses or for dwelling units. A Commercial Block may be located upon a qualifying lot in the T4.4 Thompson Corridor, T5.1 Neighborhood Center and T6.1 Urban Core zones.

B. ACCESS

1. The main entrance to each ground floor area shall be directly from and face the street. [E]
2. Entrance to the residential and/or non-residential portions of the building above the ground floor shall be through a street level lobby or through a podium lobby accessible from the street. [E]
3. Elevator access shall be provided between the subterranean garage and each level of the building where dwelling and/or commerce access occurs. [W]
4. Interior circulation to each dwelling shall be through a corridor which may be single or double-loaded. [E]
5. Where an alley is present, parking shall be accessed through the alley. [E]
6. Where an alley is not present, parking shall be accessed by a driveway of 14’ min. width. [E]
7. On a corner lot without access to an alley, parking shall be accessed by a driveway of 14’ min. width. [E]
8. Dwellings can be accessed via a single-loaded, exterior corridor, provided the corridor is designed per the following requirements:
   a. The open corridor length does not exceed 40 feet. [W]
   b. The open corridor is designed in the form of a Monterey balcony, loggia, terrace, or a wall with window openings. [DR]

C. PARKING & SERVICES

1. Required parking may be at-grade or as subterranean. If provided at-grade, parking spaces may be within a garage, carport, or uncovered. [W]
2. Dwellings may have indirect access to their parking stalls. [DR]
3. Where an alley is present, services, above ground equipment and trash container areas shall be located on the alley. [W]
4. Where an alley is not present, above ground equipment and trash container areas should be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [DR]
5. Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. [DR]

D. OPEN SPACE

1. Front yards are defined by the street build-to line or front yard setback and frontage type requirements of the applicable zone. [DR]
2. The primary shared open space is the rear yard, which shall be designed as a courtyard. Courtyards may be located on the ground or on a podium. Side yards may also be provided for outdoor patios connected to ground floor commercial uses. [E]
3. Minimum courtyard dimensions shall be 40 feet when the long axis of the courtyard is oriented East/West, and 30 feet when the courtyard is oriented North/South. [W]
4. The minimum courtyard area shall be twenty percent (20%) of the lot area. [W]
5. Courtyards shall not be of a proportion of less than 1:1 between their width and height. [W]
6. In 40-foot wide courtyards, the frontages and architectural projections allowed within the applicable zone are permitted on two sides of the courtyard; they are permitted on one side of a 30-foot wide courtyard. [W]

7. Private patios may be provided in side and rear yards. [DR]

E. LANDSCAPE

1. No private landscaping is required in front of the building. [DR]

2. Trees may be placed in side yards to create a particular sense of place. [DR]

3. Courtyards located over garages should be designed to avoid the sensation of forced podium hardscape through the use of ample landscaping. [DR]

F. FRONTAGE

1. No arcade or gallery may encroach into the required minimum width of a courtyard. [W]

G. BUILDING SIZE & MASSING

1. Buildings may contain any of three dwelling types: flats, townhouses, and lofts. [W]

2. Dwellings may be as repetitive or unique, as determined by individual designs. [DR]

3. Buildings may be composed of one dominant volume, and may be flanked by secondary ones. [DR]

4. The intent of these regulations is to provide for buildings with varying heights. Suggested height ratios are as follows:
   a. 1.0 story: 100% 1 story [W]
   b. 2.0 stories: 85% 2 stories, 15% 3 stories [W]
   c. 3.0 stories: 85% 3 stories, 15% 4 stories [W]
   d. 4.0 stories: 75% 4 stories, 25% 5 stories [W]

   These height ratios are maximums that may exceed that allowed by the applicable zone (e.g., Commercial Block 4.0 may exceed the 4.0 75% 4-story, 25% 5-story limitation of the T6.1 Urban Core zone).

5. The visibility of elevators and of exterior corridors at the third, fourth and/or fifth stories should be minimized by incorporation into the mass of the building. [DR]
ARTICLE III. BUILDING TYPES

3.10.140 STACKED DWELLING

A. DESCRIPTION

An exclusively residential building comprised of flats and/or other dwelling units above or below, and not meeting the requirements of any other building type herein. This building type must be located within a Mixed Type Development project. The residential units within the Stacked Dwelling shall comprise no more than 30% of the project’s total dwelling unit count. (See Mixed Type Development Standards in Article II). The following text provides performance standards for Stacked Dwelling.

B. ACCESS

1. The entrance to the building shall be through a street level lobby or through a combination of street/podium lobby directly accessible from the street. [E]
2. The main entrance to each ground floor dwelling shall be directly from the street. Secondary access may be through an elevator and corridor. [E]
3. Elevator access shall be provided between the subterranean garage and each level of the building where dwelling access occurs. [W]
4. Interior circulation to each dwelling shall be through a corridor which may be single or double-loaded. [E]
5. Where an alley is present, parking shall be accessed through the alley. [E]
6. Where an alley is not present, parking shall be accessed from the street through the building. [E]
7. On a corner lot without access to an alley, parking shall be accessed from the side street through the building. [E]

8. Dwellings can be accessed via a single-loaded, exterior corridor, provided the corridor is designed per the following requirements:
   a. The open corridor length does not exceed 40 feet. [W]
   b. The open corridor is designed in the form of a Monterey balcony, a loggia, a terrace, or a wall with window openings. [DR]

C. PARKING & SERVICES

1. Required parking may be at-grade or as subterranean. If provided at-grade, parking spaces may be within a garage, carport, or uncovered. [W]
2. Dwellings may have indirect access to their parking stalls. [DR]
3. Where an alley is present, services, above ground equipment and trash container areas shall be located on the alley. [W]
4. Where an alley is not present, above ground equipment and trash container areas should be located at least 10 feet behind the façade of the building and be screened from view from the street with landscaping or a fence. [DR]
5. Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. [DR]
D. OPEN SPACE

1. Front yards are defined by the street build-to line and frontage type requirements of the applicable zone. [DR]

2. The primary shared open space is the rear yard, which shall be designed as a courtyard. Courtyards may be located on the ground or on a podium. Side yards may also be provided for common use gardens. [E]

3. Minimum courtyard dimensions shall be 40 feet when the long axis of the courtyard is oriented East/West, and 30 feet when the courtyard is oriented North/South. [W]

4. Courtyards shall not be of a proportion of less than 1:1 between their width and height. [W]

5. In 40-foot wide courtyards, the frontages and architectural projections allowed within the applicable zone are permitted on two sides of the courtyard; they are permitted on one side of a 30-foot wide courtyard. [W]

6. Private patios may be provided in side and rear yards. [DR]

E. LANDSCAPE

1. Front yard trees, if used, should be less than the height of the buildings, except at the margins of the lot, where they may be used to frame and separate the building from its neighbors. [DR]

2. Trees may be placed in side yards to create a particular sense of place. [DR]

3. Courtyards located over garages should be designed to avoid the sensation of forced podium hardscape through the use of ample landscaping. [DR]

F. FRONTAGE

1. No arcade or gallery may encroach into the required minimum width of a courtyard. [W]

G. BUILDING SIZE & MASSING

1. Buildings may contain any of three dwelling type configurations: flats, townhouses, and lofts. [W]

2. Dwellings may be as repetitive or unique, as determined by individual designs. [DR]

3. Buildings should be composed of one dominant volume, flanked by secondary ones. [DR]

4. The intent of these regulations is to provide for buildings with varying heights through adherence to the applicable zones height ratios.
ARTICLE IV. FRONTAGE TYPES

4.10.010 PURPOSE

Article IV identifies the frontage types allowed within the Downtown Specific Plan area and for each type provides a description, a statement as to the type's intent, and design standards to ensure that proposed development is consistent with the Plan's goals for building form, character, and architectural quality. The types are organized by intensity from most (A. Arcade) to least (H. Dooryard) intense.

The provisions of Article IV work in combination with the underlying zone as identified in the Regulating Plan. A Frontage Type is allowed by zone as provided for in the Urban Standards of Article II. The Frontage Types are:

A. Arcade
B. Gallery
C. Shopfront
D. Forecourt
E. Stoop
F. Porch
G. Lightcourt
H. Dooryard
ARTICLE IV. FRONTAGE TYPES

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A. Arcade
Arcades are facades with an attached colonnade, that is covered by upper stories. This type is ideal for retail use, but only when the sidewalk is fully absorbed within the arcade so that a pedestrian cannot bypass it.

1. Configuration. A great variety of arcade designs are possible, but the following guidelines apply:
   a. The height (10 feet) and the proportions of the arcade may correspond to the facade consistent with the architectural style of the building.
   b. 10 feet wide clear in all directions. Soffits, columns/arches may be treated consistent with the architecture of the building.
   c. Along primary frontages, the arcade may correspond to shopfront openings and:
      • spacing between openings along the right-of-way may be between 8 and 12 feet.
      • primary frontage shopfront openings may be at least 10 feet tall and comprise 65% of the 1st floor wall area facing the street and not have opaque or reflective glazing.

2. Elements
   d. A bulkhead is to transition between the opening(s) and the adjacent grade. The bulkhead may be between 10 inches and 28 inches tall (aluminum shopfront or spandrel panel may not substitute for a bulkhead).
   e. The adjacent sidewalk may not be raised more than 6" without installation of the necessary stair or ramp access.
   f. Max 3’ sidewalk between curb and face of arcade (except at curb extensions for intersections).

B. Gallery
Galleries are shopfronts with an attached colonnade, that projects over the sidewalk and encroaches into the public right of way. This frontage type is ideal for retail use but only when the sidewalk is fully absorbed within the colonnade so that a pedestrian cannot bypass it.

1. Configuration. A great variety of gallery designs are possible, but the following guidelines apply:
   a. The height and the proportions of the gallery may correspond to the facade consistent with the architectural style of the building.
   b. 10 feet wide clear in all directions. Soffits, columns/arches may be treated consistent with the architecture of the building.
   c. Along primary frontage, the arcade may correspond to shopfront openings and:
      • spacing between openings along the right-of-way may be between 8 and 12 feet.
      • primary frontage shopfront openings may be at least 10 feet tall and comprise 65% of the 1st floor wall area facing the street and not have opaque or reflective glazing.
      • shopfronts may be between 10 - 16 feet tall.

2. Elements
   d. A bulkhead is to transition between the opening(s) and the adjacent grade. The bulkhead may be between 10 inches and 28 inches tall (aluminum shopfront or spandrel panel may not substitute for a bulkhead.)
   e. The adjacent sidewalk may not be raised more than 6" without installation of the necessary stair or ramp access.
   f. Max 3’ sidewalk between curb and face of arcade (except at curb extensions for intersections.)
C. Shopfront

Shopfronts are facades placed at or close to the right-of-way line, with the entrance at side walk grade. This type is conventional for retail frontage and is commonly equipped with cantilevered shed roof(s) or awning(s). Recessed Shopfronts are also acceptable.

1. Configuration. A great variety of shopfront designs are possible, but the following guidelines apply:
   a. 10 feet to 16 feet tall, as measured from the adjacent sidewalk.
   b. The Shopfront opening(s) along the primary frontage may be at least 10 feet tall and comprise 65% of the 1st floor wall area facing the street and not have opaque or reflective glazing.
   c. The Shopfront may be recessed from the frontage line by up to 5 feet. The storefront assembly (the doors, display windows, bulkheads and associated framing) should not be deeply set back (maximum of 2 feet) in the Shopfront openings, so that passing pedestrians have a clear view of the shop interior. However, the storefront may be set back up to 12 feet, but not less than 8', for up to 25' of the building Frontage in order to create a covered Alcove in which outdoor dining or merchandising can occur within the volume of the building.
   d. A bulkhead is a transition between the opening(s) and the adjacent grade. The bulkhead may be between 10 inches and 28 inches tall (aluminum shopfront or spandrel panel may not substitute for a bulkhead).
   e. The adjacent sidewalk may not be raised more than 6" without installation of the necessary stair or ramp access.

2. Elements
   f. Awnings, signs, etc, may be located 8 feet min. above the adjacent sidewalk.
   g. Awnings may only cover openings so as to not cover the entire facade.

D. Forecourt

On a Shopfront, Galley, or Arcade frontage, a Forecourt may be created by recessing the Facade for a portion of the building Frontage. A Forecourt is not covered, and must be at least 10' by 10'. A Forecourt may be suitable for gardens, outdoor dining, or in some cases vehicular drop-offs. A fence or wall at the Frontage Line, with a pedestrian opening in all cases, may be provided to define the space of the court. This Frontage type should be used sparingly and in conjunction with Stoops or Shopfronts.

1. Configuration. A great variety of forecourt designs are possible, but the following guidelines apply:
   a. 10 feet deep (clear) min, 30 feet deep (clear) max. Forecourts between 10' and 15' in depth shall be substantially paved, and enhanced with landscaping. Forecourts between 15' and 30' in depth shall be designed with a balance of paving and landscaping.
   b. 10' wide min; up to 50% of lot width
   c. Shopfronts may be between 10 feet and 16 feet tall, as measured from the adjacent sidewalk.
      • The corresponding shopfront(s) opening(s) along the primary frontage may be at least 65% of the 1st floor wall area and not have opaque or reflective glazing.
      • Shopfronts may be recessed from the frontage line by up to 5 feet.
   d. Bulkhead: 10 inches min, 28 inches max (aluminum shopfront or spandrel panel may not be substituted for a bulkhead).

2. Elements
   e. A 1-story fence or wall at the property line may be used to define the private space of the yard.
   f. Minimum clearances: vertical: 8' from sidewalk; horizontal: width of sidewalk.
E. Stoop

Stoops are elevated entry porches/stairs placed close to the frontage line with the ground story elevated from the sidewalk, securing privacy for the windows and front rooms. This type is suitable for ground-floor residential uses with short setbacks. This type may be interspersed with the shopfront frontage type. A porch or shed roof may also cover the stoop.

1. Configuration. A great variety of stoop designs are possible, but the following guidelines apply:
   a. 2 feet min. deep (clear)
   b. 3 feet min. wide (clear)
   c. Stoops may be at grade or raised to transition into the building. In no case may the ground story be elevated more than 3 feet above the adjacent sidewalk.
   d. Stoops must correspond directly to the building entry(s).
2. Elements
   e. Fences or walls defining the stoop or front setback may not exceed 30" from the highest adjacent finished grade.

F. Porch

Front yard porches are a common frontage primarily associated with single family houses, but used with other building types depending on the context in all cases, where the facade is set back from the right of way with a front yard. An encroaching porch may also be appended to the facade. A fence or wall at the property line may be used to define the private space of the yard. The front yard may also be raised from the sidewalk, creating a small retaining wall at the property line with entry steps to the yard.

1. Configuration. A great variety of porch designs are possible, but the following guidelines apply:
   a. 6 feet min. deep (clear);
   b. 12 feet min. wide (clear) for centered entry; 10 feet for asymmetrical entry and;
   c. 10 feet tall (clear).
   d. Porches may be at grade or raised to transition into the building. In no case may porches be raised more than 3 feet from the adjacent grade.
2. Elements
   e. Fences or walls defining and/or retaining the front yard may not exceed 4 feet in height from the adjacent sidewalk.
ARTICLE IV. FRONTAGE TYPES

G. Lightcourt
Lightcourts are frontages wherein the facade is set back from the frontage line by a sunken light court. This type buffers residential use from urban sidewalks and removes the private yard from public encroachment. The lightcourt is suitable for conversion to outdoor cafes.

1. Configuration. The following guideline applies:
   a. Sub-basements accessed by a lightcourt may not be more than 6 feet below the adjacent sidewalk.

H. Dooryard
Dooryards are elevated gardens or terraces that are set back from the frontage line. This type can effectively buffer residential quarters from the sidewalk, while removing the private yard from public encroachment. The Dooryard type is suitable for restaurants and cafes as the eye of the sitter is level with that of the standing passerby.
ARTICLE V. DESIGN GUIDELINES

CONTENTS

5.10.000 STANDARD DESIGN GUIDELINES
5.20.000 HISTORIC RESOURCE DESIGN GUIDELINES

5.10.010 PURPOSE

These Standard Design Guidelines intend to ensure new development establishes a level of architectural quality responsive to its context. Development is encouraged to fit within and contributes to the established or planned architectural character of Downtown. This is done without prescribing architectural style; a list of design and architectural resources is included for reference instead (Section 5.10.040). The Standard Design Guidelines are organized as follows:

A. Context and Architectural Character
B. Building Massing and Articulation
C. Building Walls
D. Wall Openings
E. Roofs
F. Miscellaneous Building Elements
G. Site Improvements

Where a guideline provision is not consistent with an established architectural style reflected in a project design, it should not apply. The Standard Design Guidelines are advisory.
ARTICLE V. DESIGN GUIDELINES

STANDARD DESIGN GUIDELINES

5.10.020 APPLICABILITY

Development proposals inclusive any of the following attributes require Design Review by the City’s Design Review Committee:

A. All new development located within the T5.1 and T6.1 zones.
B. All buildings types located within the Downtown Specific Plan area excluding Front Yard House, Sideyard House and Carriage House.
C. Additions and exterior changes to all structures providing for non-residential uses and all structures with over three dwelling units existing prior to adoption of this Downtown Specific Plan.
D. All Mixed Type Developments.
E. New construction on property contiguous to a Historic Resource.
F. New Civic Buildings or additions and exterior alterations to Civic Buildings.

Standard Design Review requests are processed according to the procedural requirements of Zoning Regulation Chapter 24.515 (Design Review Procedure).

5.10.030 STANDARD GUIDELINES

A. CONTEXT AND ARCHITECTURAL CHARACTER

Proposed buildings should relate to the architectural characteristics of surrounding buildings, especially historic buildings, in order to be more compatible with their neighbors. The intent is not necessarily to replicate or emulate historic buildings, but to allow for a range of architectural expressions that complement the existing urban fabric. Therefore, proposed building designs should be based on and reflect thorough analysis of their surrounding patterns with regard to the following:

1. Building orientation;
2. Horizontal and vertical building articulation;
3. Architectural style;
4. Building scale and proportion;
5. Roof line and form;
6. Fenestration pattern and detailing;
7. Architectural detailing;
8. Exterior finish materials and colors; and
9. Lighting and landscape patterns.

Even where there is no consistent architectural character or pattern found in the surrounding area, building design and massing can be used to complement architectural characteristics of neighboring buildings. In some cases, where the existing context is not so well-defined, or may be undesirable, a proposed project can establish an architectural character and pattern from which future development can take its cues.

B. BUILDING MASSING AND ARTICULATION

1. Each building should have at minimum a distinctive: horizontal base; occupied middle; and eave, cornice and/or parapet line that complement and balance one another. Horizontal articulations can be produced by material changes or applied facade elements.
2. Each building should have a clear and harmonious pattern of vertically-oriented facade openings including entries, windows, and bays and columns or other exposed vertical supports. Vertical articulations can be produced by variations in rooflines; window groupings; applied facade elements such piers or pilasters, bay windows and balconies; entrance stoops and porches; and subtle changes in materials and vertical planes that create shadow lines and textural differences. Vertical elements break up long, monolithic building facades along the street. In the T5.1 and T6.1 zones, major vertical elements should be a maximum of 50 ft apart measured center-to-center, which reflects the historic parcel increment of much of Downtown. In all other zones, major vertical elements should be a maximum of 40 ft apart measured center-to-center.
3. In all zones other than T4, T5.1 and T6.1 buildings should generally be designed to the scale and form of single-family houses.
4. Building Base - This may be as simple as a small projection of the wall surface and/or a different material or color. It may be created by a heavier
or thicker design treatment of the entire ground floor for a building of two or more floors, or by a setback of the upper floors.

5. Pattern of Features - Windows, wall panels, pilasters, building bays, and storefronts should be based on a module derived from the building’s structural bay spacing. Features based on this module should be carried across windowless walls to relieve blank, uninteresting surfaces.

6. Building Entrances to Upper Floors - should be directly visible from the street and easy to identify.

   a. For buildings in T5.1 Neighborhood Center and T6.1 Urban Core:

      i. Main building entrances - should be easily identifiable and distinguishable from first floor storefronts. At least one of the following treatments is recommended:

         a) Marked by a taller mass above, such as a tower, or within a volume that protrudes from the rest of the building surface;

         b) Located in the center of the facade, as part of a symmetrical overall composition;

         c) accented by architectural elements, such as columns, overhanging roofs, awnings, and ornamental light fixtures;

         d) marked or accented by a change in the roofline or change in the roof type.

      ii. Along Main and California Streets - entries to shops or lobbies should be spaced a maximum of fifty (50) feet apart.

      iii. Corner buildings - should provide prominent corner entrances for shops and other activity-generating uses.

   b. For buildings in other zones:

i. A clear entry sequence should lead from the sidewalk to the front door. The following elements are recommended:

   a) Low Hedges, Fences and/or Entry Gates - to define the edge between the public street and private property.

   b). Stairs, Stoops, and Open Porches - are recommended to create attractive semi-public spaces.

      (1) Stairs - All stairs should be boxed and framed by attractive stepped bulkheads walls or balustrade railings. Bullnose treads are recommended. Open or “floating” exterior stairs should not be used.

      (2) Open porches - should have attractive bulkheads or balustrade railings and a roof that complements the pitch and materials of the main roof.

   c) Ornamental Lighting - for porches and walks to add attractiveness, safety, and security.

   d) Freestanding Landscape Elements - such as trellises, arbors, and special landscape materials that add character to yard spaces and / or accent the entry sequence.

   e) Pedestrian Access to Subsurface Parking Garages - should be provided along the building frontages to increase streetside pedestrian activity. Accessways could link directly to the main entrance stoop/porch, or be provided in a separate location. In either case, they should be designed as a prominent, visible
C. BUILDING WALLS

1. Configuration
   a. Two or more wall materials may be combined on one façade only with one above the other - lighter materials above those more substantial (e.g. wood above stucco or masonry, or stucco above masonry); dependent, however, upon the chosen style.
   b. All building elements that project from the building wall by more than 16 inches, including but not limited to decks, balconies, porch roofs and bays, shall be visibly supported by pilasters, piers, brackets, posts, columns, or beams that are sized proportionally to the structure above. This requirement does not apply to cantilevered elements that are typical for a specific style.

2. Wall Surface Materials - If the building mass and pattern of windows and doors is complex, simple wall surfaces are preferable (e.g. stucco); if the building volume and the pattern of wall openings are simple, additional wall texture and articulation should be employed (e.g. bricks or blocks, rusticated stucco, ornamental reliefs). In both cases, pilasters, columns, and cornices should be used to add visual interest and pedestrian scale.

   The palette of wall materials should be kept to a minimum, preferably two (e.g. stucco and tile, brick and stone) or less. Using the same wall materials as adjacent or nearby buildings helps strengthen the district character.
   a. Brick - Brick veneers should be mortared to give the appearance of structural brick. If used, brick tile applications should use wraparound corner and bullnose pieces to minimize a veneer appearance.
   b. Stone and Stone Veneers - are appropriate as a basic building material or as special material for wall panels or sills in combination with other materials, such as brick or concrete.
   c. Poured-in-Place Concrete - options in terms of formwork, pigments, and aggregates should be explored to create rich surfaces. When used, include accents such as ceramic tile or stone for decorative effect.
   d. Ceramic Tile - is recommended as an accent material.
   e. Stucco - and/or painted stucco may be used in order to reduce maintenance and increase wear. All stucco surfaces should be smooth to prevent the collection of dirt and surface pollutants, and the deterioration of painted surfaces.
   f. Wood Siding - Painted horizontal lap wood siding with detailed trim is the only recommended "Main Street" use of wood. For residential application other wood siding configurations are acceptable.
   g. Curtain Wall Systems - Should only be used for limited areas, such as connections between buildings, entrance lobbies, etc.
   h. Note on Parapet and Cornice Cap Flashings - Sheet metal parapet cap flashings should be painted to match wall or trim color.
   i. Not Appropriate:
      a) Simulated finishes - such as artificial stone.
      b) Wood shingles and shakes - Vertical board and batten, shingles, or shakes are not recommended in the T-4, T-5 and T-6 zones; they have a rural/residential character.
      c) Plywood siding.

3. Side and Rear Building Facades - should have a level of trim and finish compatible with the front facade, particularly if they are visible from streets, adjacent parking areas or residential buildings.

4. Blank Wall Areas - without windows or doors are only permitted on internal-block side-property line walls. Such blank walls should reflect the Ground Level Building Increment, Building Massing & Organization, and Facade Compositions guidelines, A through D above. Surface reliefs, decorative vines, and/or architectural murals and other surface enhancements should also be
considered. Any blank exterior wall should also be treated with a graffiti-resistant coating.

5. Color - In general, drab earth tones should not be used. Building walls should contrast trim colors; for example, neutral or light walls with dark colors and saturated hues for accent and ornamental colors; white or light window and door trim on a medium or dark building wall. Colors of adjacent buildings should be taken into consideration.

a. Secondary Color - can be used to give additional emphasis to architectural features such as building bases (like a wainscot), plasters, cornices, capitals, and bands.

b. Bright Colors - should be used sparingly. Typical applications are fabric awnings and banners. A restrained use of bright colors allows display windows and merchandise to catch the eye and stand out in the visual field.

D. WALL OPENINGS

1. Windows - are an important element of building composition and an indicator of overall building quality:

a. All windows within a building, large or small, should be related in operating type, proportions, and trim. Other unifying elements should be used, such as common sill or header lines.

b. For storefront buildings: Window-to-Wall Proportion - In general, upper stories should have a window to wall area proportion (typically 30 — 50%) that is smaller than that of ground floor storefronts.

c. Window Inset - Glass should be inset a minimum of three (3) inches from the exterior wall surface to add relief to the wall surface; this is especially important for stucco buildings.

d. Shaped Frames and Sills - should be used to enhance openings and add additional relief. They should be proportional to the glass area framed; e.g. a larger window should have thicker framing members.

e. Mullions - “true divided light” windows or sectional windows are recommended where a divided window design is desired; “snap-in” grilles or mullions should not be used.

f. Glazing - Clear glazing is strongly recommended. Reflective glazing should not be used. If tinted glazing is used, the tint should be kept as light as possible; green, gray, and blue are recommended.

g. Replacement/Renovation - Wood windows should be replaced with wood windows of the same operating type (e.g. double-hung, casement, etc.; vinyl-covered wood windows are available for lower maintenance). If aluminum replacement windows or doors are used, they should be:

h. Same operating type - and orientation as the original windows (e.g. do not replace a double hung window with a horizontal sliding window).

i. Factory painted - or fluorocoated to match the original; color anodized is also acceptable.

ii. Similar in size - and thickness to the original frame and mullions.

2. Storefronts - are like small buildings with their own base, “rooffline,” and pattern of window and door openings; with the exception of styles, for example, as Art Moderne and Art Deco.

a. Base - a panel of tile or other special material is recommended below display windows. Materials recommended for walls (next section) are generally suitable. Base materials should be the same or “heavier” materials visually than walls.

i. Brick and wood - should only be used if the rest of the wall surface is the same material; neither material should be used exclusively.

ii. Ceramic tile - is frequently used as a storefront base. Dark tile with light stucco is an effective combination. Different colors and sizes of tile may be used for decorative effect.
b. Display Windows - Large pane windows encompassing a minimum of 60% of the storefront surface area are recommended. Where privacy is desired for restaurants, professional services, etc., windows should be divided into smaller panes.

c. Clerestory Windows - are horizontal panels of glass between the storefront and the second floor. They are a traditional element of "main street" buildings, and are recommended for all new or renovated storefronts. Clerestory windows can be good locations for neon, painted-window— and other relatively non-obtrusive types of signs.

d. Recessed Entries - are recommended as another traditional element of the main street storefront. Recommended treatments include:

   i. Special paving materials - such as ceramic tile;

   ii. Ornamental ceilings - such as coffering;

   iii. Decorative light fixtures.

e. Doors - should be substantial and well detailed. They are the one part of the storefront that patrons will invariably touch and feel. They should match the materials, design and character of the display window framing. "Narrowline" aluminum frame doors are not recommended.

f. Cornices - should be provided at the second floor (or roofline for a one-story building) to differentiate the storefront from upper levels of the building and to add visual interest; this also allows the storefront to function as the base for the rest of the building.

g. New or Renovated Storefronts within Historic Buildings—should emulate or recreate a previous storefront (from historic photos or drawings) in order to harmonize with the overall building architecture. This can be flexibly interpreted, for example when the general form of a new storefront is like the original but the materials are contemporary.

E. ROOFS

1. Forms - Roof forms should complement the building mass and match the principal building in terms of style, detailing and materials. Double-pitched roofs (such as gable, hip, pyramid), dormer windows, and chimneys are recommended to add variety and visual interest when viewed from downtown streets below and hillside areas above. Roofs of historic buildings in Ventura and neighboring cities should be used as an inspiration for new designs. Flat roofs are acceptable in the T-5 and T-6 zones if a strong, attractively detailed cornice and/or parapet wall is provided. Single-pitched - or "shed" roofs should not be used for the principal building.

2. Parapet walls - are recommended; they should have a distinct shape or profile, e.g. a gable, arc, or raised center.

3. “Commercial Mansards” - i.e. wraparound roofing panels that do not enclose a habitable floor, should not be used.

4. Mansards - should only be used when emulating a traditional building style that typically employs mansard roofs, e.g. Beaux Arts, Victorian, etc. The following guidelines should apply:

   a. Buildings are three (3) stories or greater height,

   b. They enclose no more and no less than one (1) floor of habitable space;

   c. Dormer windows and other architectural features should occupy a minimum of twenty-five percent (25%) of the roof length.

5. Accent elements - such as flags, cut-out openings, grilles and latticework, ornamental medallions or building numbers are recommended.

6. Mechanical equipment - on rooftops should be screened, preferably behind a parapet roof. Latticework, louvered panels, and other
treatments that are compatible with the building’s architecture may also be appropriate.

7. Materials – Encouraged roof surface materials are identified as follows:
   a. Clay, Ceramic or Concrete Tile - Colorful glazed ceramic tiles are recommended for decorative roof shapes, such as parapets, domes, and turrets.
   b. Metal Seam Roofing - should be anodized, fluorocoated or painted. Copper and lead roofs should be natural or oxidized.

F. MISCELLANEOUS BUILDING ELEMENTS

1. Trellises, Canopies, Awnings and Other Building-Mounted Accessories.
   a. Awnings - are recommended. They should be a colorful fabric mounted over a metal structure that is framed and attractive in design. Fabric awnings are generally preferable to permanent canopies. Backlit awnings are strongly discouraged.
   b. Trellises and Canopies - Materials, colors, and form should be derived from the building architecture.
   c. Height and Projection - trellises, canopies and awnings should be a minimum of seven (7) feet above the sidewalk, and project no more than seven (7) feet out from the building wall.
   d. Placement - of trellises, canopies and awnings should be above the display windows and below the storefront cornice or sign panel. They should not cover piers, pilasters, clerestory windows or other architectural features. An individual awning or canopy for each storefront or building bay complements the building more effectively than one continuous awning does.
   e. Accessories - Colorful banners should be used to add variety to the street. Ornamental brackets and poles add further interest. Hanging flower or plant baskets suspended from ornamental brackets of metal or wood are recommended for storefronts.

2. Accessory Buildings
   a. General - Outbuildings of all types should have architectural treatments derived from the main building: surface materials, trim, fenestration, roof materials, and colors.
   b. Freestanding Garages - should be unobtrusive, preferably located at the rear of properties to minimize visual impact.
   c. Single-Car Garage Doors - are strongly recommended, with windows, surface panels, trim, and other forms of architectural detailing to reduce their impact and scale.
   d. Built-in Garages - should blend with the form of the residence.

G. SITE IMPROVEMENTS

1. Public and Semi-Public Open Space – where provided as part of new development; e.g. pedestrian spaces, arcades, malls, courtyards, etc.
   a. Spatial Definition – Spaces should be defined by buildings or landscape elements on a minimum of two sides.
   b. Linkage - Spaces should be publicly accessible during daylight hours and linked to adjacent streets and sidewalks.
   c. Sequence - Gateways, trellises, special lighting, planting, etc., should be used to create a sequence for pedestrians; for example, an ornamental gate at the sidewalk, a passage lined with columns, and arrival at a courtyard.

2. Walls, Fences and Piers - should be used to define public and private boundaries and spaces.
   a. Design - Walls, fences, and piers should be designed to be compatible with the character of the principal building(s).
      i. Walls and fences should be open and/or low along street frontages - to maintain both a public character and...
sight distance for driveways where they occur.

ii. Fence and wall panels - should be divided into regular modules that reflect the module of the principal building.

iii. Thick and thin elements - should be used, with thicker pieces for supports and panel divisions. Fence posts and support columns should be emphasized and/or built-up.

iv. Walls - should have a base and coping.

c. Materials - should be compatible with the principal building. Post or pier materials may differ from fence materials, such as metal fences with masonry piers.

d. Fences - Wrought iron, cast iron, and welded steel ornamental fences; wood picket fences of substantial design. Metal fences also may be mounted on a low masonry wall, and/or spanning masonry piers. Wooden fences in non-residential areas should be painted, preferably a light color.

e. Walls - recommended are brick, stone, concrete, precast concrete, and stucco-faced concrete or concrete block.

f. Piers - For spatial separation, a line of piers is acceptable. A continuous chain suspended between piers can be an effective and attractive device for creating a separation.

i. Spacing: no more than eight (8) feet on center.

ii. Thickness: at least eighteen (18) inches per side or diameter.

iii. Height: at least three (3) feet, no more than six (6) feet.

iv. Materials: should be the same as or complementary to the principal building.

g. Not Recommended:

i. Chain link fences - If used, chain link should be coated with nylon, preferably of a dark color. Chain link fences can be made more attractive by using masonry or heavy wood posts.

ii. Unfinished or unsurfaced concrete block walls - should not be used; block walls should be coated with stucco or a similar surface.

iii. Rustic wood fences - should not be used.

iv. Barbed wire/plaza wire - should not be used.

3. Paving Materials - recommended for pedestrian surfaces are listed below. In general, a maximum of two materials should be combined in a particular application:

a. Stone - such as slate or granite.

b. Brick Pavers.

c. Concrete Unit Pavers.

d. Poured-in-Place Concrete - with any of the following treatments: integral pigment color, special aggregate, special scoring pattern, ornamental insets such as tile, pattern-stamped. All concrete walks should be tinted to reduce glare.

e. Not Recommended - asphalt, with the exception of bike paths.

4. Furnishings, Art Work, and Special Features - are recommended for public and/or common outdoor spaces.

a. Permanent Outdoor Seating — is recommended in all publicly-accessible ways and spaces. Seating should be either:

i. Incorporated — as part of the design of the building base, or;

ii. Custom designed — in a style related to the architecture of the building (permanent benches of stone, brick or precast concrete), or;

iii. Catalog items — of substantial materials appropriate for the center of the City;
e.g. steel or cast iron, precast concrete, or substantial wood.

b. Portable Seating — movable chairs, tables for cafes and other furniture should be of substantial materials; preferably metal or wood rather than plastic. Tables used for outdoor dining within the public right-of-way (i.e. in sidewalk areas) shall be a maximum of three (3) feet in diameter if round and three (3) feet along the longest side if rectilinear.

c. Street Clocks, Directory Kiosks, and Permanent Freestanding Showcase Displays - are encouraged for commercial buildings, subject to City review for adequate clearances, safety, and design. Designs should reflect the architecture of the sponsoring building or storefront.

d. Fountains - are recommended in open courtyard and passage spaces. The design and materials should be related to the principal building.

e. Public Art - such as sculpture, wall murals and other paintings, lighting displays and special public open spaces are encouraged.

i. Location - of public art should be in highly visible places specifically designed or modified for the purpose of accommodating it; public art should not be located in semi-private areas such as the rear of buildings or in courtyards.

ii. Symbolic content - of public art should relate to and represent the rich history of Downtown Ventura where appropriate; abstract as well as literal representative elements are appropriate.

iii. Murals - should reflect the color and architectural composition of the buildings on which they are painted, and, to the extent appropriate, that of neighboring buildings. Murals are strongly recommended for exposed firewalls and other windowless wall areas that extend two or more floors above neighboring buildings.

f. Surface Parking Lots Should Include Space-Defining Elements — such as arcades, trellises, columns, light standards, walls and railings, stairs and ramps, trees, climbing vines, arbors, and hedges to provide visual interest; use of these elements should be consistent with the principal building and other site features.

5. Plant Materials and Landscaping - should contribute to a comfortable, yet urban, downtown environment. The Streetscape Plan contained in this document and the City of Ventura “City Tree Master Plan” should be referred to in addition to the guidelines listed below. Drought-tolerant plant materials should be used as appropriate.

a. Plant Materials Along Street Frontages - should contribute to a harmonious, civic character.

ii. Street trees - shall be planted along all streets at a spacing of approximately twenty-five (25) feet on center to create a buffer between pedestrians and automobiles. Consistency in tree species, tree size, and spacing should be used to establish a strong street identity.

iii. Trees with open branching structures - should be used. Deciduous trees are recommended to create shade in summer and allow sun in winter.

iv. Curbside planting strips – shall be drought-tolerant grasses or low-growing groundcover; materials that might cause pedestrians to trip shall not be used.

v. Streetside planting areas - should have a simple palette of plant species. Drought-tolerant and/or native plants should be used. Common non-native species such as Juniper, Oleander, and Eucalyptus should not be used.

v. Plant materials that exhibit annual or seasonal color - are recommended to
b. "Orchard Parking" - shall be employed in all surface parking lots. It provides more trees than typical parking lot landscape approaches without the need for islands between parking bays. The "orchard" tree placement provides better shade on the passenger compartment and more even shade and vegetation throughout the parking area. Trees should be planted toward the rear of parking stalls to create a grid of trees rather than isolated rows of trees. Shade trees should be planted between every three (3) parking spaces; at a minimum, trees should be planted between every five (5) spaces.

Tree species employed shall not drop significant amounts of debris, sap or other materials. Threes shall be round-headed, easy to limb up, and able to thrive in urban conditions.

c. Plant Materials in Other Locations - should be selected and placed to reflect both ornamental and functional characteristics.

i. Deciduous trees - should be the predominant large plant material used. They should be located adjacent to buildings and within parking areas to provide shade in summer and allow sun in winter. Species should be selected to be drought-tolerant, provide fall color and minimize litter and other maintenance problems.

ii. Evergreen shrubs and trees - should be used as a screening device, for example, along rear property lines, around mechanical appurtenances, and to obscure grillwork and fencing associated with subsurface parking garages.

iii. Flowering shrubs and trees - should be used where they can be most appreciated: adjacent to walks and recreational areas, or framing building entries, stairs, and walks.

iv. Plants with annual or seasonal color - are recommended to highlight special locations, such as courtyards, building entrances, or access drives.

v. Decorative vines - should be considered for use along fences, property boundaries, perimeter walls, and on blank building elevations.

vi. Palm trees - should be used sparingly. The Specific Plan identifies palms as the trees to be used to establish Figueroa, California, and Ash Streets as symbolic connections to the Oceanfront. Palms planted in other locations should be singular or in tight groupings so as not to compete with the visual importance of these streets.

vii. Drought-tolerant - and/or native plants should generally be used. Common non-native species such as Juniper, Oleander, and Eucalyptus should not be used.

d. Mounding Earth — Freestanding earth berms and/or earth berms against buildings are a suburban landscape approach that are not appropriate in the Downtown Planning Areas.

5.10.040 DESIGN RESOURCES


ARCHITECTURAL STYLES AND EVOLUTION

contributed by: San Buenaventura Conservancy

The Gallery Collection of Ventura’s Architectural Styles
As one reviews the ensuing list of architectural styles and periods of development still evident in Ventura’s built environment, a mental image of a gallery-like art collection begins to emerge.

As at the Getty, the Los Angeles County Museum of Art, or even the Metropolitan Museum in New York, collections of great art are arranged by periods of development of particular styles and techniques.

So, too, one can travel from San Buenaventura Mission, the Avenue area, the Downtown Core, Midtown, Pierpont Bay and Harbor area, the Hillsides, and on out to the East End and experience the styles, construction techniques, and stories of Ventura’s people and developmental influences that is abundantly rich in the existing fabric. In California, it is rare to have over 200 years of architectural history still, for the most part, intact, and flowing from one generation to the other as if arranged in a gallery-like setting.

The City welcome the involvement of all facets of the community to participate in the maintenance and management of the collection, as well as the acquisitions of new contributors to the collection.

City Beginnings
Founded in 1782 with the building of the San Buenaventura Mission, the city of Ventura grew through the decades in a straight line eastward, due to its geographical limitations of the hills and the ocean. This unique growth pattern (as opposed to the more common star or radial layouts of most cities) enables one to travel from the Mission to the far East End and literally see the styles of each generation of growth emerge.

The other distinctive, identifying sense of place Ventura can lay claim to is that it is only one of two California Mission towns whose mission is still in the heart of the original Downtown, San Luis Obispo being the other. Ventura is the only coastal town whose mission is on its Main Street.

As in every habitable portion of North America, the area now called San Buenaventura was originally inhabited by Native Americans, with the Chumash Indians being its largest contingent. However, almost all remaining evidence of their culture today are sub-surface archaeological artifacts. Therefore, it is the existing fabric of the Mission that is the easily traceable beginning of “style” in the city of Ventura.

The Challenge:
Blending the Past while Building the Future
Because of Ventura’s unique history and setting, we invite present and future developers and property owners to bring the very best of their efforts to enhance, integrate, and grow this collection. With the pressure for both residential and commercial interests placed upon the city of San Buenaventura, the challenge will be to integrate the past while successfully building the future, hopefully creating an architectural record that will say the present generation cherishes its history while concurrently crafting a contemporary statement of its time.

HISTORIC RESOURCE DESIGN GUIDELINES
ARTICLE V. DESIGN GUIDELINES

OVERVIEW
All cities trace their stylistic evolution to developmental events or periods that shaped their growth. The significant design styles for the City of Ventura are described in the following pages in order of Ventura’s chronological development. The definable periods of significant growth are:

- Mission Period (1782 to 1834)
- Mexican Period, Secularization and the Ranchos (1824 to 1848)
- California Statehood and Incorporation as a Town (1848 to 1868)
- Transcontinental Railroad Construction (1869 to late 1870s)
- Southern Pacific Railroad through the Santa Clara Valley (1886 to mid 1890s)
- City Beautiful Movement from (1893 to late 1920s)
- Oil/Automobile Land Boom (1920s to late 1930s)
- Post World War II Prosperity (1945 to mid 1960s)
- Corporate Commercialism (1960s to Present)

It is common for developmental periods and styles to overlap each other and be re-used as infill through successive decades. It is also common for types of styles to borrow elements from each other, which is why a building may contain influences from many styles.

DEVELOPMENTAL PERIODS:
- Mission (1782 – 1834)
- Mexican, Secularization, Ranchos (1824 – 1848)

Period Style: Adobe
Worship and Housing (1782 to 1859)
Starting with the Mission, the earliest building material and type of construction was that of hand-hewn adobe brick, made of earth and straw. The surrounding “village” that emerged around the Mission was comprised mostly of adobe housing and commercial buildings.

The last example of the earliest residential adobes closest to the Mission was the Angel S. Escandon adobe located in what is now the 200 block of East Main Street. It was demolished in 1926 to make way for the Nash Auto Sales Garage located at 230 E. Main.

Area of Style Concentration
The concentration of adobe dwellings (both residential, commercial and worship) was within a three-block area around the San Buenaventura Mission. Today, there are only three extant examples within the downtown. The only other structure within city limits is the Olivas Adobe, constructed in the late 1840s on the East end of town.

- Adobe Worship example: Landmark #10 San Buenaventura Mission.
- Adobe Residence examples: Landmark #1 the Olivas Adobe and Landmark #2 the Ortega Adobe.
- Adobe Commercial Building example: Building located within current addresses of 248, 254, 256 E. Main Street.

Landmark 10. San Buenaventura Mission, an example of the Adobe Worship style.
DEVELOPMENTAL PERIODS:

- Transcontinental Railroad Construction (1869 - late 1870s)
- Southern Pacific Railroad through Santa Clara Valley (1886 - mid 1890s)
- City Beautiful Movement (1893 - late 1920s)
- Oil/Automobile Land Boom (1920s - late 1930s)

**Period Style: Wood and Brick**

Pioneer Development (1850 to 1880)

The earliest framed buildings in San Buenaventura were simple box shaped, clapboard structures. Architectural detail was extremely simple, varying from post to split pilasters. Main Street began to emerge with wooden false fronts mixed with long rectangular narrow brick buildings as early as the late 1850s. China Alley and the early storefronts on East Main Street visible in J. C. Brewster’s documentary photography of Ventura from the 1870s to 1909 represent this style. William Dewey Hobson is credited with building the first brick building in the county, the building known for many years as the Cohn store on West Main Street opposite the Santa Clara House, in Ventura. The use of brick for commercial structures, particularly within the Downtown core, remained popular until the late 1920s.

**Area of Style Concentration**

There is one remaining example of a wooden front in Downtown at 809 Front Street. However, there are a large number of extant, original brick commercial buildings along Main Street. These date from the 1870s to the 1920s and can be traced through Sanborn Maps.

**Commercial Brick Building examples:**

- Both sides of Main Street from the Mission to Chestnut
- South side of Main Street from Ventura Avenue to Olive Street

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DEVELOPMENTAL PERIODS:

- California Statehood/Township Incorporation (1848 - 1868)
- Transcontinental Railroad Construction (1869 - 1870)

**Period Style: Romantic**

Early Prosperity (1860 - 1890)

As the town grew, the national trend of the Romantic Period began to influence construction in Ventura. The styles associated with the Romantic Period are Greek Revival, Gothic Revival, Italianate, Exotic Revivals, and Octagon.

**Area of Style Concentration**

The concentration of these styles is primarily in the downtown core as development did not push beyond Cemetery Memorial Park until the 1920s. There are some scattered, smaller examples on the Westside Avenue area. This period style is concurrent with the Victorian Era.

- Gothic Revival Style examples: Ventura Landmark #28 Southern Methodist Episcopal Church (Victorian Rose Bed & Breakfast)
- Italianate Style example: Landmark #21 the Franz Home

![Landmark #28, Episcopal Church, 896 E. Main Street, an example of Gothic Revival Style](image)
DEVELOPMENTAL PERIODS:

- Transcontinental Railroad Construction (1869 - 1870s)
- Southern Pacific Railroad through Santa Clara Valley (1886 - 1890s)
- City Beautiful Movement (1893 - 1920s)

Period Style: Victorian
The Beginning of Sophistication (1860 - 1900)
The term “Victorian” is often referred to as a style, but it is actually an era that represents many styles. Britain’s Queen Victoria ruled from 1837 to 1901, however, in American architecture, the styles that were popular during the last decades of her reign, 1860 to 1900, are referred to as “Victorian”. They encompassed many styles, which were called Second Empire, Stick, Stick Eastlake, Queen Anne, Shingle, Richardsonian Romanesque, Folk Victorian, and other variations.

Area of Style Concentration
This period style is mostly concurrent with the Romantic Period (1860 - 1890). The largest concentration of extant examples is within the confines of the Downtown core from the Westside Ventura Avenue area to the edge of Cemetery Memorial Park, geographically bordered by the San Jon Barranca. Main Street from Ventura Avenue to Chestnut was the primary commercial district and the surrounding areas were developed as the residential districts for the merchants and business persons who worked in the Downtown. It was a live-work environment.

In the 1920s, the discovery of oil and the affordability of the automobile created the largest developmental growth period in the history of the city. Whole blocks along Main Street were filled in with new buildings that offered goods and services to the expanding population. The residential areas pushed eastward with the Hobson Heights and Buenaventura Tracts among the earliest to provide housing. Concurrently, the Ventura Avenue area was developed with small, affordable housing for oil field workers.

DEVELOPMENTAL PERIODS:

- Southern Pacific Railroad through Santa Clara Valley (1886 - 1890s)
- City Beautiful Movement (1893 - late 1920s)
- Oil/Automobile Land Boom (1920s - late 1930s)
- Post World War II Prosperity (1945 - mid 1960s)
- Corporate Commercialism (1960s - Present)

Period Style: Eclectic (including 3 major styles) (1880 - 1940)
From the 1870s to the early 1920s the primary development of San Buenaventura stayed within the confines of the Downtown core from the Westside Ventura Avenue area to the edge of Cemetery Memorial Park, geographically bordered by the San Jon Barranca. Main Street from Ventura Avenue to Chestnut was the primary commercial district and the surrounding areas were developed as the residential districts for the merchants and business persons who worked in the Downtown. It was a live-work environment.

In the 1920s, the discovery of oil and the affordability of the automobile created the largest developmental growth period in the history of the city. Whole blocks along Main Street were filled in with new buildings that offered goods and services to the expanding population. The residential areas pushed eastward with the Hobson Heights and Buenaventura Tracts among the earliest to provide housing. Concurrently, the Ventura Avenue area was developed with small, affordable housing for oil field workers.
The Eclectic Period of architecture overlaps many eras, but it draws on the full spectrum of architectural tradition. There are three main branches of styles with sub-types within this period:

1. Anglo-American, English and French:
   - Colonial Revival 1880 - 1955
   - Neoclassical 1895 - 1950
   - Tudor 1890 - 1940
   - Chateauesque 1880 - 1910
   - Beaux Arts 1885 - 1930

2. Mediterranean:
   - Italian Renaissance 1890 - 1935
   - Mission 1890 - 1920
   - Spanish Eclectic 1915 - 1940
   - Monterey 1925 - 1955
   - Pueblo Revival 1910 - Present

3. Modern:
   - Prairie 1900 - 1920
   - Craftsman 1905 - 1930
   - Modernistic 1920 - 1940
   - International 1925 - Present

1. Anglo-American, English and French

From 1880 to the 1920s, six styles emerged in Ventura varying forms that borrowed heavily from English and French influences: Colonial Revival, Neoclassical, Tudor (also Tudorbethan), Chateauesque, and Beaux Arts.

Area of Style Concentration

All six of these styles are present across the Westside and through Downtown to West Midtown. They include residential and some commercial adaptive reuse examples.

- Colonial Revival examples: Landmark #97 Arnold House (92 N. Fir Street), with a concentration of this type on Santa Clara and Ash Streets.
- Neoclassical examples: Landmark #51 Blackstock House.
- Tudor examples: Landmark #82 Tudor House and Landmark #93 Charles W. Petit House. The Simpson Historic District also has at least three small scale houses of this type and there are several large examples on the hills above Poli Street.
- Chateauesque examples: (few in Ventura) The Somerset Apartments (formerly the Fosnaugh Hotel) at 540 E. Santa Clara is the best example in Downtown. The Mary Mitchell House (670 E. Thompson Blvd) within the Mitchell Block Historic District demonstrates Chateauesque influences and there are some small examples in Midtown.
- Beaux Arts examples: Landmark #4 City Hall (former County Courthouse); influences shown in Landmark #37 First National Bank and Landmark #38 The Bank of Italy.
ARTICLE V. DESIGN GUIDELINES

HISTORIC RESOURCE DESIGN GUIDELINES

2. Mediterranean
From 1890 through the late 1930s there was a revival of interest in the Italian and Spanish influences catapulted by the Spanish-American War and the highly romanticized California Missions. With the advent of the motion picture industry, a frenzy began with the extremely wealthy and these styles became homogenized into the mainstream.

The predominant styles of this period are: Italian Renaissance, Mission Revival, Spanish Eclectic, Monterrey and Pueblo Revival.

Area of Style Concentration
On the Westside and in the Downtown core, the style can be seen in affordable housing residential and some commercial adaptive reuse buildings. In Midtown, there are both affluent and affordable housing residential examples with some commercial adaptive reuse along Thompson and Main streets with the heaviest concentration between Cemetery Memorial Park and the Pacific View Mall.

• Italian Renaissance examples: There are a few affluent examples of these in the Hobson Heights tract above Poli Street.
• Mission Revival examples: Landmark #19 the Elizabeth Bard Memorial Hospital and the Star Rug Factory (305 S. Kalorama St). The Edith Hobson residence in Midtown above Poli Street is an excellent example.
• Spanish Eclectic examples: Ventura has a plethora of variations of this style in the Midtown and Westside areas which reflect the land boom of the oil industry and the affordability of the automobile. Within Downtown, the Ventura Theater (26 S. Chestnut) is an excellent example, with influences also seen in the Elks Lodge (11 S. Ash St), the Masonic Temple (101 S. California St), Landmark #63 El Jardin Patio, and Landmark #40 El Nido Hotel (currently the Bella Maggiore Inn).
• Monterey examples: Midtown area residential in the upper Hobson Heights tract. An early, original example is Landmark #1 the Olivas Adobe. A late example of this style for recreational hotels is the East Wing of the Pierpont Inn (Landmark #80), designed by renowned hospitality architect, Robert R. Jones in 1953.

3. Modern Structures of the Early 20th Century
Although some of the styles of this period appear before 1900, the dawning new Millennium began a rush to modernism with clean lines and open floor plans to cast off the fussy excess of the socially regimented Victorian era.

The styles that emerged during this time period were Prairie, Craftsman, Modernistic, and International that spanned from 1900 to 1940, with the International style still popular today.

Area of Style Concentration
These styles range over a 60 year time span and are listed below by sub-type.

• Prairie examples: There are few examples of this style in Ventura in its purest form, however the influence of this style is seen in the many Craftsman homes in the Downtown Core. A late example of the influence of this style is the West Wing of the Pierpont Inn.
• Craftsman examples: Hundreds of examples of the various types of this style in Ventura with their concentration being on the Avenue, the Downtown Core through the western edge of Midtown that spans this 1905 to 1930 period. Outstanding examples can be found in Landmark #80 the Pierpont Inn, Landmark #55 the Dunning House, Landmark #69 the Hartman House, and two undesignated residences: one at 767 E. Santa Clara and the Harry Valentine house located at 993 E. Santa Clara, a recently restored Oriental Craftsman. The most outstanding example of this style is the Thomas Gould, Jr. residence, built in 1924 by Henry Mather Greene that is on the National Register of Historic Places.
• Modernistic examples: Art Moderne commercial buildings in Ventura were the Mayfair Theater and the Jack Rose Building, now demolished. However, some examples can be found in residential and commercial structures on the east end of the Downtown core and throughout Midtown, which was developed during this time period. Several examples of Art Deco can be found in the Downtown core and in the commercial area of Midtown, most notably Landmark #71 the Mutual Fire Insurance company (now Chicago Ribs) at the corner of Fir and Main Street. Another example is the Firestone Tire building at 200 S. California. Several elements of both Art Moderne and Art Deco can be seen in the residential and commercial areas developed between Seaward Avenue and the Pacific View Mall.

• International examples: Most of the residential examples of the International Style are found in the upper hills above Downtown and Midtown. The Addison Residence designed by architect Carl L. Maston is an outstanding example. However, what became known as Mid-Century Modern borrowed heavily from this style and some excellent examples are the “new” E. P. Foster Library on Main Street, built in front of the old library in 1959, the Medical Building located at 739 E. Main Street, Landmark #59 the David S. Blackburn House, also designed by Carl L. Maston, and the 50s Flat at Landmark #80 the Pierpont Inn (formerly a private residence) designed by architect, Robert R. Jones in 1953. Another great example is the Smith-Hobson house at 63 N Ash St.

DEVELOPMENTAL PERIODS:

• Post World War II Prosperity (1945 - mid 1960s)
• Corporate Commercialism (1960s - Present)

Period Style 1: Post World War II
Eastward Growth (1946 to 1980s)
When construction resumed after World War II, houses based on historical precedent were largely abandoned in favor of new variations of the modern styles that had only begun to gain popularity in the pre-war years.

There were five predominant types that emerged that were loosely based upon previous styles.

Area of Style Concentration
The concentration of these five styles begins primarily east of Seaward when development of the town began pushing eastward after World War II. It continues past Victoria Boulevard with residential construction of the 1970s.

Examples: The Minimal Traditional Style is most prevalent in the neighborhoods east of Seaward Avenue. The Ranch Style becomes predominant in the areas east of Mills Road and east of Victoria with heavy pockets of simplified Ranch style tract homes The Split Level Style is also available in the area east of Mills Road, but becomes more predominant in the development of the late 60s and early 70s as you move toward Victoria and Telephone Boulevards. The Contemporary and Shed Styles are more concentrated in the areas east of Mills Road and north of Foothill Streets. All of this follows the progression from the beginning of the earliest development that began with the Mission to move eastward.

Landmark #71, an example Art Deco
Period Style 2: Neoeclectic
A Return to the Past (1980 to the Present)
The decades between 1950 and the 1970s were
dominated by the Modern styles previously
discussed, however, by the late 1960s, the fashions
of domestic architecture were shifting back toward
styles based on traditional elements and influences,
partly fueled by the social upheaval of that time
period and a shocking awareness that America was
losing its history through the massive demolition of
buildings and even whole neighborhoods that took
place between 1950 and 1965.

By 1980, the Neoeclectic Movement was in full
swing with a decided emphasis on traditional
elements re-introduced in the styles of Mansard,
Neocolonial, Neo-French, Neo-Tudor, Neo-
Mediterranean, Neoclassical Revival, and Neo-
Victorian. In commercial buildings a style called
Post Modern became popular through the work of
architects like Robert Venturi, Michael Graves, and
Richard Meier.

Area of Style Concentration

- Commercial examples: Commerical examples
can be found in Midtown and the beginning of
the East End at Telephone and Main as infill for
shopping. Post Modern influences are primarily
being applied to new commercial construction
and façade renovation within shopping centers.

- Residential examples: Most evident in the
infill residential housing between Telephone
Boulevard and the 126 Freeway that formerly
were lemon orchards. One can find housing
with Victorian, Colonial Revival, Craftsman, and
Spanish Revival character defining features.
This trend is continuing in the very eastward
new development as far as Kimball Road and
beyond.

Since the late 1990s to the present, there has been
a very strong emphasis on traditional elements in
both commercial and residential structures that
seek to incorporate that past sense of “place”.

City of San Buenaventura DOWNTOWN SPECIFIC PLAN
III-86
5.20.010 PURPOSE

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values. The purpose of these guidelines is to facilitate the review of development proposals involving changes to a Historic Resource. The city staff shall use both the guidelines of Section 5.20.040 and the Secretary of the Interior’s Standards for Rehabilitation when evaluating such proposed changes.

5.20.020 APPLICABILITY

Development proposals inclusive any of the following attributes require Design Review by the City’s Historic Preservation Committee, but may also require Design Review by the Design Review Committee and may be subject to final decision by either Committee, see Table III-4. Summary of Approval Requirements (pg. III-113) for details:

A. Designation of a Historic Landmark, point of interest (POI) or District
B. Demolition of a Historic Resource
C. Exterior additions or alterations to a Historic Resource
D. New construction on property containing a Historic Resource
E. New construction on property contiguous to a Historic Resource
F. New residential construction of four units or fewer in Historic District Overlay Zones

Historic Resource Design Review requests are processed according to the procedural requirements of Zoning Regulation Chapter 24.515 (Design Review Procedure).

5.20.030 SECRETARY OF THE INTERIOR’S STANDARDS FOR REHABILITATION

The Secretary of the Interior’s Standards for Rehabilitation are found in Appendix B of this plan. City staff and the Historic Preservation Committee shall use these standards (and the guidelines in Section 5.20.040) to evaluate proposed projects affecting historic resources.

5.20.040 HISTORIC RESOURCE DESIGN GUIDELINES

A. DESIGN APPROACH

Design of infill building facade should be influenced by the other facades on the street but should not attempt to copy. Infill buildings should be sympathetic and compatible with surrounding buildings in terms of mass, scale, height, facade rhythm, placement of doors and windows, storefront design, color and use of materials.
B. DESIGN PRINCIPLES

1. Facade Proportion: Characteristic proportion of existing facades should be respected in relation to new infill development.

2. Proportion of Openings: Maintain the predominant difference between upper story openings and street level storefront openings of adjoining existing development.

3. Horizontal Rhythms: Integrate horizontal elements in the new development (e.g. cornice line, window height/width, and spacing) found in the adjoining historic structures.

4. Wall Articulation: New development should avoid monolithic street wall facades. Development should learn from adjacent historical structures with facades that are “broken” by vertical and horizontal articulation.

5. Roof Articulation: Flat or sloped consistent with surrounding buildings. Flat roofs should use decorative parapets and heavy cornice lines compatible with adjacent historic architecture. Cornice lines of new buildings (horizontal rhythm element) should be aligned with historic adjacent buildings.

6. Building Material Palette: Materials to be used on infill buildings are to be compatible with the materials used on significant adjacent buildings.

7. Mechanical Equipment Screening: Mechanical equipment located on a roof shall be appropriately screened so as not to detract from the historic character of the streetscape and views from the hillsides. Screening shall be architecturally integrated with the structure in terms of color, shape and size and compatible materials that also minimize glare.

8. Setbacks and “Build To” Lines: Maintain the pattern and alignment of buildings established by the traditional setbacks from the street. Build consistently with the street wall, particularly at corner sites. Design new buildings to respond to the existing building context within a block, and provide continuity to the overall streetscape.

9. Entrance Orientation: Maintain the traditional design vocabulary used for defining building entrances.

10. Storefront Design: Storefront is an important visual element and should be compatible in scale, rhythm, recesses, etc to adjoining existing historical storefront design.

11. Door and Window Design: Door and window proportion and detailing should be compatible with adjacent historical architecture, including percent of glass/solid, windowpanes/mullions proportion and window materials.

12. Signage: Signs should be subordinate to the architecture and overall character throughout the downtown area. New signage should be compatible in size, color, proportion, shape placement, and selection of lettering material with adjacent historical signage.

13. Landscaping: Consistency and continuity within the street right-of-way and building setback areas.
ARTICLE VI. SIGN STANDARDS

6.10.010 PURPOSE

The purpose of the standards and guidelines in this section is not uniformity, but elimination of those elements that result in a cluttered and unattractive physical environment. The standards provide basic parameters for creative signs that may be as varied and different as the businesses they represent.

6.10.020 APPLICABILITY

The sign standards in this Article determine the allowed type and size, material, design, and maintenance requirements for signage on commercial and residential development allowed under Article II. Urban Standards.


6.10.030 PERMIT REQUIREMENTS

The Director shall have the authority to review and approve all signs complying with the standards of this Article. The Director may also forward any sign requests to the Design Review Committee for decision. Any sign requests not complying with this Article’s standards shall require Warrant approval.
ARTICLE VI. SIGN STANDARDS

6.10.040 SIGN STANDARDS FOR COMMERCIAL USES

A. LOCATION

The subsequent sign types and standards shall apply in the following zones:

- T4.3 Urban General 3
- T4.4 Thompson Corridor
- T5.1 Neighborhood Center
- T6.1 Urban Core

1. Building-Mounted Signs

a. Projecting Signs are allowed provided:

   i. Signs are no less than 8' above the finished grade, and extend no more than 4 feet out from the wall. See Uniform Sign Code for detailed clearance standards.

   ii. Signs are not mounted above the first floor.

b. Awning and Canopy Signs. Letters and graphics are limited to two surfaces and shall not exceed 33% of the total awning/canopy area.

2. Free-Standing Signs. Pole-mounted and/or other forms of freestanding signs shall not be permitted in T6.1 Urban Core. Exceptions, subject to review, are:

   a. Directory signs or kiosks. These may be considered for sidewalk locations. Those for private arcades or buildings should be on private property, located in publicly accessible courts, access-ways, or passages. Only one directory sign or kiosk is allowed per arcade.

   b. Portable signs (one per building only) - such as menu boards for restaurants, etc., provided:

      i. They are placed immediately in front of the business, within the width of store frontage and not, for example, at the street corner in front of other businesses. For businesses located in an arcade or plaza, a portable sign may be placed at the street entrance to the arcade or plaza.

      ii. They are stored indoors after hours of
B. SIGN SIZE

1. Building-Mounted Signs. Maximum area for each permitted sign type or any combination thereof shall be 1 square foot per 1 linear foot of tenant street frontage, up to a total of 100 square feet on ground floor only. In instances where an existing building has the principal entrance on a side facade (e.g. facing a parking area), the side facade may be counted as street frontage in calculating maximum sign area.

C. EXCEPTIONS

1. Permanent Signs shall be limited to:
   a. Existing built-in signs that are integral to the building design
   b. Painted window signs to a maximum of twenty percent (20%) of the window area
   c. Signs identifying hours of operation to a maximum of two (2) square feet.

D. SIGN MAINTENANCE

A high level of maintenance is essential.

1. Paint. Signs shall be retained in good condition, with touch-up or repainting as needed. Peeling paint should be replaced promptly.
2. Repair. Damaged signs and poles shall be repaired promptly.
3. Illumination. Bulbs and fixtures shall be replaced promptly if they burn out or are broken.
4. Awnings. Awnings that are damaged and/or faded shall be repaired or replaced promptly

6.10.050 DESIGN GUIDELINES FOR COMMERCIAL SIGNAGE

A. ARCHITECTURAL COMPATIBILITY

A building’s architectural style and overall proportions should guide the design of signs. Signs should be located on the facade in areas designed for this function; e.g. a recessed or framed area between the first and second floor; a parapet panel between shop front and roofline.

B. SIGN DESIGN

1. Building-Mounted Signs. Should align with major architectural elements, such as doors and windows. Ornamental elements, such as moldings, pilasters, arches, clerestory windows, roof eaves, or cornice lines should be used as a frame.
   a. Relationship to cornice or roofline. Signs should not extend above the cornice line or into or above roof areas, unless they function as an integral part of the facade or roof design or are a faithful accent to existing architectural details or forms.
      i. A signboard may extend above the cornice line of an otherwise flat-topped building if it is designed as a parapet in keeping with the style of the rest of the building.
      ii. A signboard may extend above an existing parapet, if it is located to function as an accent to the basic parapet design.
      iii. Projecting signs should not extend above the eave line of a sloped roof.
ARTICLE VI. SIGN STANDARDS

2. Projecting Signs
   a. Projecting signs with vertically oriented messages should be slender in appearance, with a proportion of at least 2:1, height to width. Projecting signs with horizontally oriented messages may be rectangular or square in proportion; if located below an awning or canopy as a hanging “blade” sign, they should also be slender, proportioned 2:1 width to height.
   b. If used for structural support the sign shall be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are also appropriate if designed to complement the sign; however, undetailed, standard-size lumber should not be used.

3. Awning and Canopy Signs
   a. Color combinations for awning or canopy signs should be simple. Lettering color and background color should contrast for legibility. Subtle bands of color are appropriate for awnings; more complex patterns or textures should generally not be used.
   b. The awning is primarily for shade and secondarily a sign location. Lettering may appear on the sloped or curved portion, but should not dominate; i.e. ancillary information may be located on the valance (front vertical portion).
   c. Signs on canopies should be in the form of letters or a signboard integrated with the canopy fascia, or freestanding letters mounted on top and extending above the fascia.

4. Other Signs
   a. Figurative signs shaped to reflect the silhouette of a particular object (for example, a key, a coffee cup, etc.) are encouraged. These may be wall-mounted or projecting, but should reflect guidelines for the specific type of sign as listed above.

5. Signs Not Appropriate
   a. “Canned” signs are internally illuminated plastic panels within a sheet metal box enclosure and shall not be used because these signs use a limited range of colors and lettering types and tend to have no relationship to the architecture of the building.
   b. Illuminated “balloon” awning signs should not be used.

C. SIGN MATERIALS

Recommended materials:

1. Signboards. Wood or metal, with painted or engraved letters, or mounted letters of wood or metal.
2. Silhouette or Figurative Signs. Three-dimensional letters, symbols, and/or ornamental figures made of wood or metal.
3. Custom Neon. Exterior-mounted on a signboard or metal support frame or enclosure, or interior-mounted behind clerestory or display windows.
4. Fabric Awnings. Canvas or nylon, with painted or applied lettering; plastic awnings should not be used.

D. SIGN LIGHTING

Recommended lighting:

2. Top or Bottom Lit. With single or multiple spotlights.
6.10.060 SIGN STANDARDS FOR RESIDENTIAL USES

A. LOCATION
The subsequent sign types and standards shall apply in the following zones:

- T4.1 Urban General 1
- T4.2 Urban General 2
- T4.3 Urban General 3
- In all zones, signs may be provided for residential components of mixed-use projects in addition to commercial signs.

B. BUILDING-MOUNTED SIGNS
Incised letters on the building facade are permitted for residential development. Maximum area shall be 1 square foot per 1 linear foot of tenant street frontage, up to a total of 100 square feet.

C. MONUMENT COLUMN SIGNS
These shall be a maximum of 8 feet in height and 3 feet in width.

D. LIVE/WORK DWELLINGS
Live/Work dwellings may have signage inclusive of the following:

1. 2 sq. ft. area maximum
2. Non-illuminated
3. Placed upon windows, doors, or a building wall
4. Below 2nd floor
5. Projecting signs per 6.10.040(A)(1)
ARTICLE VII. OTHER STANDARDS

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7.10.000 PARKING STANDARDS

The City Engineer shall have the authority to review, approve and deviate from the following standards except those related to off-street parking and bicycle calculation. In instances where a project includes a deviation from these standards and also requires Design Review, the City Engineer’s recommendation shall be forwarded to the Design Review Committee for review and action.

A. Curb Cuts. The number of curb cuts shall be minimized, especially on California Street, Chestnut Street, Oak Street and Thompson Boulevard. New curb cuts are not permitted on East Main Street within the Urban Core without approval of an Exception. Shared alleys, access drives and parking arrangements are encouraged to reduce the need for new curb cuts. Where new curb cuts are necessary, the following standards shall be adhered to:

1. Location. Curb cuts shall be on east-west streets where accessible.

2. Width. Maximum width shall be twelve (12) feet for one-way driveway and twenty-four (24) for a two-way driveway.

3. Number. Maximum number of curb cuts associated with a single parcel shall be one (1) two-way curb-cut or two (2) one-way curb cuts; subject to City Engineer approval.

4. Setbacks. Curb cuts shall be setback a minimum of two (2) feet from adjoining properties.
ARTICLE VII. OTHER STANDARDS

B. Dimensions. Parking lot, parking space and alley design and dimensions shall be carried out in accordance with the following standards.

1. Spaces

a. Standard. Each space shall be an unobstructed rectangle not less than nine feet wide by not less than 20 feet long, exclusive of drives, aisles or, if enclosed, structural supports.

b. Compact. Each space shall be an unobstructed rectangle not less than eight feet wide by not less than 16 feet long, exclusive of drives, aisles or, if enclosed, structural supports. Each compact space shall be individually marked or designated as a compact space.

c. Vehicle Overhang. Where a required off-street parking space is designed to abut a landscaped area that is at least five feet wide or a sidewalk that is a minimum of 2 1/2 feet wider than required by the state building code handicap ADA requirements, the length of any such parking spaces, except for parallel spaces, may be reduced by 2 1/2 feet for spaces that are perpendicular or angular to such landscaped area or sidewalk. Except that compact parking spaces shall only be allowed a 1.5-foot overhang.

d. Marking. All parking spaces and directional arrows and instructions shall be clearly designated in a manner satisfactory to the City Engineer.

e. Screening. Where permitted, surface parking shall be screened from view from the public street with an attractive low wall, fence, or line of piers between thirty-two (32) and forty-eight (48) inches in height; including accent landscaping. Shade trees at a ratio of one (1) tree for every three (3) parking spaces in an "orchard" planting arrangement shall also be provided.

2. Aisles. Vehicular access to streets and alleys will be determined to meet the following requirements or as may otherwise be approved by the City Engineer.

a. All Building Types - Driveway access dimensions are identified within each particular building type. The City Engineer or the Fire Department may require a greater minimum width or grant a lesser minimum width depending on the driveway length, number of dwelling units served, turnaround needs, or other factors.

b. Back-out. A minimum 25 foot deep unobstructed back-out area should be provided in front of every garage, carport, or open perpendicular parking space, provided that, where any of the foregoing abut an alley or private street or driveway, the width of the alley or private street or driveway may count towards this required 25 foot back-out area. The City Engineer may grant a lesser back-out distance where, for example, other factors such as increased stall width are included.

3. Alleys. When project development includes access via an alley, alley construction shall comply with the following standards:

a. All alleys shall be within dedicated City right-of-way and shall be a minimum of 20 feet in width.

b. Only dry utilities shall be placed in the alley. Wet utilities shall be placed in the public street.

c. Alleys shall have a minimum 12-foot wide travel section. The entire alley shall have a structural section capable of supporting trash truck and emergency vehicle access and loading. The travel section surface shall be constructed of concrete or pavers over an appropriate structural base.
d. The additional 4-foot area on either side of the travel section shall be pavers or other approved structural surface on an approved base. Dry utilities shall be placed in this area.

e. Trees or shrubs shall not be placed in the alley right-of-way.

f. Where an alley is present, services, including all utility access and above ground equipment and trash container areas shall be located in the alley.

C. Calculation. The total number of off-street parking spaces required shall be calculated as follows:

1. Whenever the computation of the number of off-street parking spaces required by this chapter results in a fractional parking space, each such fractional space shall be constructed as a whole number if equal to or greater than one-half.

2. No off-street parking spaces are required for floor area comprised by carports, garages, parking structures or other buildings devoted exclusively to provision of required parking spaces.

3. No off-street parking spaces are required for floor area exclusively used and maintained for elevators, stairways, restrooms, unstaffed electrical or mechanical equipment rooms, and employee only kitchens, lunchrooms, exercise, or locker rooms.

4. With respect to any Restaurant use type, gross floor area does not include outdoor dining areas.

5. Tandem and stacked parking may count toward the total number of off-street parking spaces.

6. The total number of off-street parking spaces required shall be the sum of the requirements for the various uses on a particular site, except as provided for by the Live/Work building type and the Home Occupation use type.

D. Provision of Required Spaces. The total number of off-street parking spaces shall be provided as follows:

1. The total number of off-street parking spaces required may be reduced if the spaces can be shared among the various uses of a mixed-use development, confirmed through a land use entitlement condition.

2. Up to 35% of required off-street parking spaces may be compact.

3. Any surplus parking may be compact.

4. Up to 100% of the required off-street parking spaces may be provided off-site, but within 1250 ft. of the site and shall be confirmed through a land use entitlement condition.

5. A fee may be paid in-lieu of providing the required number of spaces and shall be confirmed through a land use entitlement condition.

E. Surfacing. In order to minimize the volume and contribution of potential pollutants to the stormwater conveyance system, alternative and permeable pavement materials may be used to simultaneously facilitate vehicle movements and improved water quality subject to City Engineer or Fire Department approval. Asphalt or cement concrete surfacing may be used but are discouraged for exclusive use where water quality enhancement is possible. Gravel parking lots require approval of an Exception.

F. Bicycle Parking. The requirements of this section shall apply when a building is constructed, an existing building is added to or structurally altered, or the use or occupancy of a property is intensified, expanded or changed.

1. Qualifying Uses. The determination of whether bicycle-parking facilities (in the form of both racks and lockers) are required shall be determined as follows:

   a. Residential. Projects of five or more total dwellings shall provide bicycle-parking facilities in the number of ten percent of the total required off-street parking spaces.

   b. Commercial. All commercial projects shall provide bicycle-parking facilities in the number of ten percent of the total required off-street parking spaces.
2. Calculation.

a. Fractional requirements. Where the total number of bicycle parking facilities required includes a fraction of a facility, one additional bicycle facility shall be added for each such fraction.

b. Mixed uses. The total requirement for bicycle parking facilities on a site shall be the sum of the requirements for each of the uses occupying the site.

c. Uses not specified. The decision-making authority may establish bicycle parking facilities requirements for uses not set forth herein. Such determination shall be based upon the requirements for the most comparable uses specified in this section. The decision-making authority may seek the advice of the bicycle technical advisory committee with respect to these matters.

3. Facility Standards.

a. Location. Bicycle parking facilities shall be located on the same site as the use that is subject to the requirements of this section. Bicycle facilities shall be located so as to be at least as convenient as the majority of vehicular parking areas, and as closely oriented to adjacent bikeways as is feasible.

b. Physical Improvement.

i. Bicycle parking facilities shall include provisions for storage and locking of bicycles, either in lockers or secured racks or equivalent installations in which the user may lock the bicycle frame and wheels. Instructions for the proper use of the racks and/or lockers should be provided. Bicycle racks shall be designed so that the user is able to secure both wheels and the frame with a user-provided 1.8-meter six-foot cable or chain and lock. Racks or lockers shall be anchored so that they cannot be easily removed. Lockers shall be designed such that bicycles cannot be removed except by authorized persons. It is recommended that bicycle facilities be covered so that they are protected from the elements. A mix of lockers and racks is encouraged.

ii. The design of bicycle parking facilities with respect to safety, convenience, and security shall be subject to the review and approval of the Director. The director may specify certain types and standards for bicycle parking facilities in addition to the standards set forth herein.

iii. Bicycle parking facilities required in conjunction with uses that are subject to design review shall be reviewed by the decision-making authority to insure that they relate well to the remainder of the facilities, are architecturally consistent with the site and structures, and are located in the most appropriate location.

c. Maintenance. Bicycle parking facilities as required herein shall be provided and maintained for the duration of the use incurring the requirements therefore and shall not be used for other purposes.
7.20.000 YARD STANDARDS

A. Fences & Walls. Fences, walls or dense landscaping that serves as a fence or wall shall be located or maintained as follows:

1. Location & Height.
   a. Between the property line and a Street Build-to Line or Side Street Build-to Line but not located behind the rear of a building, height shall be limited to 3.5 feet max.
   b. Between the property line and Side Street Build-to Line or Side Yard Setback but located behind the rear of a building, height shall be limited to six (6) feet maximum.

B. Patio Covers. Patio covers that are either attached to or detached from a building are subject to the following standards:

1. Location. Patio covers shall be located anywhere within Diagram C (Parking Placement) of the applicable zone, subject to following:
   a. Twelve (12) foot setback from the rear property line; as measured to the supporting post. Two (2) feet of cover overhand is permitted.
   b. Five (5) foot from each side property line; as measured to the supporting post. Two (2) feet of cover overhand is permitted.
   c. Patio Cover may not exceed one-half (1/2) of the lot width nor more than four hundred (400) square feet in area.

2. Height. Patio covers shall not exceed fourteen (14) feet height.

3. Material. If associated with a Building Type requiring Design Review, the material and composition of patio covers shall be evaluated through the Design Review process.

7.30.000 TEMPORARY USES

The procedural requirements and standards identified below pertain to land uses that are temporary in nature and which would occur on private property. Temporary uses that may occur on City property are addressed separately under Municipal Code, Division 18. Example land uses include, but are not limited to, events such as temporary gatherings, swap meets, and community events. Seasonal events including, but not limited to, Christmas tree sales, Halloween pumpkin sales, berry sales, and similar events may occur outside of the downtown.

A. Permit Requirement. Temporary uses may be allowed only upon approval of a Director’s Permit application. The Director’s Permit may be conditionally approved in a manner that places conditions and restrictions on the temporary use including, without limitation, conditions and restrictions relating to duration and hours of operation, noise and litter control, parking and vehicle or pedestrian access, or relating to any such other concerns as may arise with respect to the proposed use.

The procedural requirements for obtaining a Director’s Permit are contained within Zoning Regulations Chapter 24.505.

B. Location. Temporary uses may be carried out in any zoning district other than T4.1 Urban General 1 and T4.2 Urban General 2.

C. Standards. The following types of temporary uses may be considered subject to A & B standards listed above:

1. Community Event. Temporary gatherings of individuals that may involve eating, drinking, fund raisers, or other similar activities, may be conducted at any one site but only for a maximum of one instance of no more than seven consecutive days in any 30 day period and a maximum of six times per calendar year.

2. Non-Charity Auction. Sales of goods or merchandise by auction less than three times per calendar year, and excluding the sale of food products or animals.

3. Promotional Event.
7.40.000 HOME OCCUPATIONS

The procedural requirements and evaluation standards identified below pertain to home businesses; otherwise known as home occupations. The intention of evaluation standards is to allow the reasonable yet limited occupations within dwelling units.

A. Permit Requirement. Home businesses may be conducted by-right in accordance with the standards identified below and in any zone, provided that the home occupation is incidental to the residential use of the dwelling unit and complies with all of the provisions below.

B. Evaluation Standards. Home businesses shall comply with all of the following provisions:

1. Up to one employee shall be permitted and no other pedestrian or vehicular traffic related to the home business is permitted beyond that normally generated by the residential uses prevalent in the vicinity in which the subject property is located;

2. No signs visible from the outside of the dwelling unit are allowed except for signs that are otherwise permitted in conjunction with the primary residential use and provisions of this plan;

3. No supplies or equipment used for, or in any way related to, the home business may be stored outside the dwelling unit;

4. No more than one vehicle used for, or in any way related to, the home business may be used or stored on the premises and any truck or van related to the home occupation shall not exceed a maximum capacity of one ton;

5. No hazardous materials may be used for any activities related to the home business or stored on the premises for that purpose unless approved by the Fire Chief or his or her designee;

6. No activities related to the home business may be performed on the premises if such activities produce, or may produce, any external physical effects, including, but not limited to, noise, smoke, odors, vibrations, electromagnetic wave interference, line voltage fluctuation, or similar physical impacts;

7. No more than 750 gross square feet of the dwelling unit may be used in connection with the home business;

8. Deliveries of any supplies or equipment related to the home occupations are allowed no more than once daily, provided that such deliveries shall not interfere with traffic circulation;

9. No additional off-street parking is required for the business use.
7.50.000 NONCONFORMITY REGULATIONS

This section regulates nonconforming lots, nonconforming structures, and nonconforming uses, including uses that are nonconforming as to required off-street parking. This section is intended to allow nonconforming lots, structures, uses, and off-street parking arrangements to continue to the extent consistent with the health, safety and public welfare purposes of this plan, with the ultimate goal being to bring such nonconforming lots, structures, and uses into compliance with the plan.

A. Nonconforming Buildings or Structures. Buildings or other structures that are nonconforming as to setback, yard, height, or other Development Code provisions may be repaired, replaced, or added to, only to the extent permitted by this section:

1. Lots which are nonconforming as to width may be adjusted or subdivided provided the resulting re-configuration brings the nonconforming lot into, or closer to, conformity with the requirements of this plan.

2. Additions. A nonconforming building or other structure may be added to, provided that an addition of 50% or more of the existing floor area shall trigger compliance with all Development Code provisions for the portion of the building or structure comprising the addition.

3. Restoration of building or other structure. If a nonconforming building or structure is damaged or partially destroyed by fire, flood, wind, earthquake, or other calamity or act of God or the public enemy, structural alterations, or other repairs for purposes of reconstruction may be carried out so long as they are repaired or replaced to no more than their original size (i.e., no additional floor area shall be added).

4. Other repair. Repair of nonconforming buildings or other structures, other than structural alterations and other repairs required for restoration of damaged or partially destroyed buildings, may be carried out provided that:

   a. No structural alterations may be carried out unless those structural alterations are determined by the building official to be required for protection of the public health or safety, and

   b. No like-for-like reconstruction of nonconforming buildings or other structure may be carried out unless such reconstruction is determined by the building official to be required for protection of the public health or safety.

5. Remodels, and other additions or alterations. Notwithstanding any provisions of the above-listed standards, in any instance where a person proposes to, or commences to, alter, expand, or add to an existing nonconforming building or structure and nonconforming portions of the nonconforming building or structure are demolished in the course of such alterations, expansions, or additions, all nonconforming portions of the building or structure so demolished shall be reconstructed in compliance with all requirements of this plan. This requirement shall apply regardless of whether such demolition is determined by the building official to be necessary to comply with the Uniform Building Code or required for the protection of the public health and safety.

6. Historic Resources. Remodels, additions and alterations to designated historic resources shall not be subject to: (1) Article II (Urban Standards) requirements pertaining to Building Placement (Setbacks, Accessory Buildings and Architectural Encroachments), Placement (Setbacks, Accessory Buildings and Architectural Encroachments), Building Profile and Front-
ARTICLE VII. OTHER STANDARDS

age (Height and Frontage Types), Parking (Parking Placement) and Building Types; and (2) Article III (Building Types). Instead, proposed remodels, additions and alterations shall be evaluated according to the requirements of Article V (Design Guidelines for Historic Resources).

B. Nonconforming Uses. A nonconforming use, including any uses incidental thereto, may continue, even if ceased for a period longer than six months, provided such use is not intensified, expanded or extended in any way. Nonconforming uses shall not be changed to any other use, in whole or in part, except to a conforming use which is permitted in the zoning district in which the subject site is located.

C. Nonconforming as to Parking. All uses that are nonconforming as to the off-street parking requirements of this plan shall comply with the following:

1. Repair of buildings. Where the off-street parking provided for a use does not meet the requirements of this plan, repair of any buildings on the site occupied by that use may be carried out, provided that, no structural alterations may be carried out unless the building official determines those structural alterations to be necessary for the protection of the public health and safety. If structural alterations are carried out which are not determined by the building official to be necessary for the protection of the public health or safety, all off-street parking requirements of this plan must be met by any and all uses occupying, or otherwise using, any buildings on the subject site.

2. Additions to building. Where the off-street parking provided for a use does not meet the requirements of this plan, additions to buildings on the site occupied by that use may be carried out only if all requirements of this plan are met by any and all uses occupying, or otherwise using, any buildings on the subject site.

3. Vacancy. In addition to the above provisions regarding discontinuance of nonconforming uses and change of a nonconforming use to a conforming use, where any non-residential use does not meet the off-street parking requirements of this plan, and the building which the non-residential use occupies becomes and remains vacant for an uninterrupted period of 12 months, the building may not be reoccupied, nor may any new land use be initiated anywhere on the site, unless all requirements of plan are met.

D. Abatement of Nonconforming Uses. Where no buildings are occupied or otherwise used in connection with a nonconforming use, that use shall be terminated within five years from the date it became nonconforming, provided that for any use that becomes nonconforming as a result of a zone change, the specified five-year period of time for the termination of the nonconforming use shall be computed from the effective date of the zone change.

7.70.000 OUTDOOR DINING IN PUBLIC RIGHT-OF-WAY

This section provides regulations for outdoor dining within the public right-of-way when accompanying a Restaurant use type.

A. Permit Requirement. No person may establish outdoor dining in the public right-of-way unless a Director’s permit is first approved. The procedural requirements for obtaining a Director’s Permit are contained within Zoning Regulations Chapter 24.505. A Director’s Permit application shall include adequate plans and information to determine compliance with this section.

The procedural requirements for obtaining a Director’s Permit are contained within Zoning Regulations Chapter 24.505.

B. Evaluation Standards. No Director’s Permit for outdoor dining in the public right-of-way may be approved unless all of the following development and operational standards are met:
1. To provide for adequate pedestrian circulation, four feet of clearance between dining furnishings and any curbline, street furniture, or above ground utilities. A minimum of 50 feet of clearance, shall be maintained between dining furnishings and the centerline of intersecting perpendicular driveways, alleys or streets to provide for adequate vehicle sight, unless a lesser distance is determined by the Director and City Engineer to be adequate for the protection of the public safety.

2. Tables and chairs used for outdoor dining shall be of substantial materials. Tables shall be a maximum of three feet in diameter if round and three feet along the longest side if rectilinear. All such furnishings shall be stored indoors after hours of operation.

3. In addition to signage permitted for the restaurant, one portable sign, such as a menu board/chalk board or “A” frame board sign shall be permitted, provided that said sign is attractively designed, maintains adequate pedestrian and vehicle sight clearance as described above, does not block the visibility of display windows or signage of any adjacent business, is stored indoors after hours of operation, and is limited to no more than ten square feet in area. Additional signage on umbrellas may also be permitted through a Director’s permit. The Director shall have design review authority for signs used in conjunction with outdoor dining uses and shall carry out such design review authority in conjunction with the overall review of the outdoor dining use pursuant to this section.

4. No portion of the outdoor dining use, including furnishings and signs, shall block visibility of display windows or signage of adjacent businesses, unless written consent of any affected adjacent business owner to block visibility is obtained by the applicant and provided to the Director.

5. The outdoor dining use operator shall maintain the outdoor dining area in a clean and safe condition at all times, including properly disposing of all trash generated by the operation.

6. Any alcohol service in an outdoor dining area must be compliant with an alcohol CUP.

7. Approval of a Director’s Permit for outdoor dining in the public right-of-way shall be valid for an initial one year period. Permittees may apply for an unlimited term permit renewal, unless a limited term is deemed appropriate by the Director. Applications and renewals shall be subject to an application fee that may include a separate fee for outdoor dining uses in the public right-of-way.

8. The outdoor dining use operator shall provide an executed city hold harmless waiver and proof of liability insurance to the satisfaction of the city risk manager.

C. No additional parking spaces for their outdoor dining area shall be required.
7.70.000 TIMESHARE

This section establishes criteria by which timeshare facilities can adequately function as lodging services.

A. Limits on Occupancy. Occupancy of the same timeshare unit by any person shall be limited to 30 consecutive days or one calendar month, whichever is less. In no instance shall any person occupy one or more timeshare units in any timeshare facility for more than 90 days per calendar year. Units that do not meet these criteria shall be considered residential dwelling units.

B. Permit Requirement. Timeshare facilities and conversions to timeshare use may be permitted only in zones south of U.S. Highway 101 and within the Eastside Workplace Overlay. Timeshare facilities shall require the approval of a Use Permit. Conversion of timeshare units to residential condominium use shall be prohibited. Timeshare facilities may include other uses, either as other principal uses or incidental uses to the timeshare facility, so long as each such specific use is permitted by the zone regulations for the zone within which the timeshare facility is located. Such other uses shall meet all city ordinances and requirements.

C. Required Facilities. Facilities, amenities and design features usually associated with hotels (e.g., lobby, check in area, registration desk, service closets, laundry facilities, etc.) may be required as a condition of approval of a use permit to ensure that the timeshare facility will adequately function as lodging services.

D. Availability. Any use permit approving a proposed timeshare facility or a timeshare conversion may require the project to provide units which will not be sold but which will function instead as hotel rental units available to the general public.

E. Conversion. Conversion of any type of existing units or facilities to timeshare facility use shall require the approval of a use permit. All such proposed conversions to timeshare facility use shall be evaluated in terms of the physical suitability of the units or facilities for timeshare facility use. Items to be considered shall include, but not be limited to:

1. General maintenance and upkeep of the structures;
2. General physical condition of the facility;
3. Age of the structures;
4. Suitability of the units for the type of occupancy proposed;
5. Availability of kitchen facilities;
6. The age, condition, and general repair of any recreational facilities; and
7. Conformance with appropriate building, safety or fire standards

Improvements to the project site or any buildings or structures thereon to mitigate any identified deficiencies may be required as a condition of approval of any use permit for such conversion.

F. Submittal Requirements. In addition to any information requirements established for use permit applications, the following information shall also be submitted as part of any application to develop or institute a timeshare facility:

1. Site plan, showing the location of all buildings, parking areas, circulation systems, landscaped areas, vehicular entrances, pedestrian entrances, recreation areas, and any ancillary uses.
2. Elevation plans in sufficient detail to indicate the type of materials to be used.
3. Typical floor plans of each timeshare unit.
4. Proposed phasing of construction of the timeshare use.
5. Description of the type of timeshare method to be used (fee simple, leasehold, etc.).
6. Identification of timeshare intervals and the number of intervals per unit.
7. Identification of which units are in the timeshare program and the use of the units not included in the program.
8. Description of amenities and any incidental uses that are proposed in conjunction with the timeshare facility.
9. Description of the availability of the time-share project, including ancillary uses, to the general public.

10. Description of the method of management of the project and indication of a contact person or party responsible for the day-to-day operation of the project.

11. Description of the type and operation of any other uses (residential, commercial, recreational) that are to be carried out in conjunction with the timeshare facility.

12. Description of the methods to be used to guarantee the future adequacy, stability, and continuity of a satisfactory level of management and maintenance.

13. Description of the method to be used in collecting and transmitting the transient occupancy tax to the city.

G. Public Notice. Public notice shall be given for all use permits associated with timeshare facilities pursuant to the provisions of Zoning Ordinance Chapter 24.560. In addition, for apartments or residential condominiums proposed to be converted to timeshare facilities, written notice shall be mailed to all tenants residing in the project proposed to be converted not less than ten days prior to the hearing. Such notice shall specify the following: (1) The date, time, place and purpose of the hearing; (2) That should the permit be approved, tenants may be required to vacate the premises; and (3) That should the permit be approved, the property owner shall be required to give all tenants a minimum of 180 days notice to vacate; and that, such notice shall not restrict the exercise of lawful remedies pertaining to, but not limited to, tenant’s default in the payment of rent or defacing or destruction of all or part of the rented premises.

H. Findings. In addition to the findings required for approval of a use permit, the following findings shall be necessary for approval of a permit for a timeshare facility: (1) that the proposal is in conformance with the Local Coastal Program; and (2) that the project will not preclude the development of other needed tourist facilities, hotels or motel facilities in the city as a whole, or in a particular area of the city.

I. Coastal Zone Requirements - Limited Use Overnight Visitor Accommodation Restricts. Timeshares, Condominium Hotels. Fractional Ownership Hotels and other such uses are considered limited use overnight visitor accommodations and subject to the specific regulations in Municipal Zoning Code Section 24.310.050.

7.80.000 WIRELESS TELECOMMUNICATION FACILITIES

This section establishes the development and operational standards for the review of Wireless Telecommunication Facilities (WTF).

A. The provision of this section intend to:

1. Provide for the siting and development of Wireless Telecommunications Facilities to serve City of Ventura residents, businesses, industry, schools, and other institutions and to set forth specific permit regulations for those facilities;

2. Promote orderly development and ensure that Wireless Telecommunications Facilities are compatible with surrounding land uses in order to preserve the unique visual character of the city;

3. Provide a public forum to ensure a balance between public concerns and private interests in establishing Wireless Telecommunications Facilities;

4. Protect the visual character of the city from the potential adverse effects of Wireless Telecommunications Facilities and prevent visual blight within or along the city’s scenic corridors and ridgelines through careful design, siting, landscaping, and various innovative camouflage techniques;

5. Avoid potential damage to adjacent properties from tower/monopole failure through careful engineering and siting of such structures;

6. Maximize the use of any existing wireless telecommunication tower or monopole and the use of well-camouflaged sites to minimize the need to construct new towers or
ARTICLE VII. OTHER STANDARDS

monopoles within the city;

7. Maximize and encourage the use of Minor camouflage Wireless Telecommunications Facilities or co-location with existing Wireless Telecommunications Facilities structures as a primary option rather than construction of new single-use towers or monopoles; and

8. Protect the visual and other environmental resources of Ventura.

B. Permit Requirement. Prior to the installation of Wireless Telecommunications Facilities use types, the type of permit required shall be:

1. Wireless Telecommunication Facilities, Mini: A zoning clearance must be obtained prior to the installation.

2. Wireless Telecommunication Facilities, Minor: A director’s permit shall be obtained prior to installation.

3. Wireless Telecommunication Facilities, Major. A use permit shall be obtained prior to installation.

C. Submittal Requirements. In addition to any requirements established for the submittal of an application, including materials, plans and fees, the applicant may be required to submit one or more of the following as determined desirable by the community development director to make the required findings:

1. The name, address, telephone number and title of the officer, agent or employee responsible for the accuracy of the applicant’s materials and who will serve as a contact for the city regarding the siting of new Wireless Telecommunications Facilities in the city.

2. A project description fully describing the proposed facility, including a description of proposed lighting and noise-generating equipment, and the projected useful life of the facility.

3. A site plan of the proposed project including existing and proposed walls and fences, proposed lighting and access to the facility.

4. A landscape plan showing all existing vegetation and identifying landscaping that is to be retained on the site and any additional vegetation that is proposed to screen the facility from adjacent land uses and public views.

5. If ground mounted, a topographic map showing existing and proposed contours, including access.

6. A narrative and map description of all of the other applicant’s existing and proposed Wireless Telecommunications Facilities within the city.

7. Visual impact assessment, including existing site photos and photo simulations from a minimum of four vantage points. The photo simulation is to be an accurate representation that includes a worst case impact on the view from the public realm and shall encompass a radius of at least 1,000 feet from the proposed site. The assessments shall consider views from public areas as well as from nearby private residences.

8. An alternate site analysis presenting various locations considered, which would minimize the number, size, and adverse visual impacts of facilities necessary to provide telecommunication services to the public. When the decision-making authority determines that an alternate location is more desirable, the burden of proof shall be on the applicant to show that the alternate location is not feasible or reasonable for signal access.

9. Retention of an appropriate technical consultant, by the city, at the applicant’s expense to verify the need for any requested administration variance.

10. Such other information as the director may reasonably require.

D. Development and Operational Standards. Regardless of the zoning district in which Wireless Telecommunications Facilities are proposed to be located, the following development and operational standard shall be met:

1. Sufficient entry-deterring measures shall
be incorporated into the facility design, if needed, to reduce the potential for trespass and injury.

2. Mobile or immobile equipment not used in direct support of a Wireless Telecommunications Facility shall not be stored on the site of a Wireless Telecommunications Facility, unless repairs to the facility are being made.

3. The use of any portion of a Wireless Telecommunications Facility for signs or advertising purposes is prohibited, unless it is part of the camouflage design or primary structure upon which the Wireless Telecommunications Facility is affixed.

4. Accessory facilities, (i.e., vaults, equipment rooms, utilities and equipment enclosures) shall be constructed out of non-reflective materials (visible exterior surfaces only) or shall be placed in underground vaults if feasible.

5. Ground-mounted accessory facilities which can not be practically placed in underground vaults, such as security lighting or screening walls, shall be no taller than six feet in height unless approved otherwise by the decision making authority and shall be designed to be compatible with a structure or facility typically found in the area and zone where it is located. Existing vegetation removed by construction of support utilities shall be replaced.

E. Additional Standards. Wireless Telecommunications Facilities Major shall incorporate the following design elements to the greatest extent possible:

1. The height shall be the minimum necessary without compromising reasonable reception or transmission.

2. The design, finish, colors and texture shall be non-reflective and blend with the surrounding natural and/or man-made environment.

3. Screening of the facility by existing and/or proposed structures and landscaping to the extent possible without unduly compromising reception when not of a camouflage design.

4. Fencing, landscaping, and other screening shall be integrated and compatible with surrounding improvements.

5. If it is necessary, painted components shall be repainted with “flat” (non-gloss) paint to maintain continuous coverage at all times. The color selected shall be one that will minimize the visual impact to the greatest extent feasible. Facilities that will be primarily viewed against soils, trees grasslands or sky shall be painted or repainted colors matching these landscapes during the predominant season.

6. All utilities servicing the facilities shall be placed underground unless existing overhead lines currently servicing the site will be used to service the facilities.

F. Location. Wireless Telecommunications Facilities shall be located so as to minimize their visibility and the number of separate, individual, distinct facilities required. Unless specified otherwise as part of a required permit, all of the following standards shall be followed in the siting of Wireless Telecommunications Facilities.

1. Wireless Telecommunications Facilities shall be located on a site in such a manner that it does not occupy or displace the minimum required parking spaces or minimum required landscape areas.

2. Wireless Telecommunications Facilities shall be installed so that they are not visible from any Scenic Drive or Scenic Approach as identified in the community design element of the comprehensive plan unless sufficiently screened or camouflaged.

3. Wireless Telecommunications Facilities and their appurtenances shall not be situated between the primary building on the parcel and any public or private street adjoining the parcel unless sufficiently screened or camouflaged.

4. Wireless Telecommunications Facilities located in hillside areas of high visibility
shall be sited below the ridgeline or otherwise designed to mitigate their impact on the ridgeline profile and are sufficiently screened or camouflaged.

5. Wireless Telecommunications Facilities shall not be installed on an exposed ridge-line, in or at a location readily visible from Highway 101 or Highway 33, a public trail, public park or other outdoor recreation area unless it is placed underground, depressed, or located behind earth berms or blends with the surrounding existing natural and manmade environment in such a manner as to be camouflaged.

6. Wireless Telecommunications Facilities shall not be installed at a location where special painting or lighting will be required by the FAA regulations, unless technical evidence acceptable to the decision-making authority, is submitted showing that this is the only technically feasible location for this facility.

G. Co-Location. To the extent feasible, Wireless Telecommunications Facilities shall be designed to promote site sharing and co-location. Accordingly, Wireless Telecommunications Facilities shall comply with the following standards.

1. Accessory facilities, including but not limited to, poles, towers, parking areas, access roads, utilities and equipment buildings shall be shared by the site users.

2. The facility shall make available unutilized or underutilized space for co-location of other Wireless Telecommunications Facilities, including space for those entities providing similar, competing services.

3. All new Wireless Telecommunications Facilities Major shall be designed to accommodate co-location.

4. Application permits required for Wireless Telecommunications Facilities Major shall include the following in addition to the information as applicable:
   a. Documentation identifying the total capacity of the structure, including the number and types of antennae that can be accommodated over the life of the project; and,
   b. A written statement of willingness to lease space on the proposed support structure to other users or a written explanation why the subject facility is not a candidate for co-location.

H. Height. Wireless Telecommunications Facilities Major and freestanding Wireless Telecommunications Facilities Minor shall be limited to the maximum height allowed by the underlying zone in which the facility is to be located. Wireless Telecommunications Facilities Mini or Minor located on or attached to a building or structure shall be subject to the following height restrictions:

1. The height shall not exceed that building’s height limit as determined by this plan.

2. The height shall not exceed the height of the building or structure that is legally non-conforming to height.

3. Notwithstanding any provision of this section, if the height of any Wireless Telecommunications Facilities Mini or Minor exceeds the overall height limitations of the zone district within which it is sited, or exceeds the legally non-conforming height, that facility shall require approval of a Warrant.

I. Setbacks. Building-mounted Wireless Telecommunications Facilities Mini shall meet the existing legal or legally non-conforming setbacks of the structure or building to which they are attached. Freestanding Wireless Telecommunications Facilities: Minor and Wireless Telecommunications Facilities Major shall be limited to the same setbacks as those required by the underlying zone in which the facility is to be located.

J. Lighting. Exterior lighting for Wireless Telecommunications Facilities shall be limited to the following:

1. A manually-operated or motion-detector controlled light above any accessory struc-
ture which shall be kept off except when personnel are actually present at night.

2. The minimum tower lighting required by FAA regulations.

3. Lighting shall be shielded or directed to the greatest extent possible in such a manner as to minimize the amount of light that falls onto nearby properties, particularly residences.

4. Requirements of paragraphs one or three above may be waived by the decision making authority if the Wireless Telecommunications Facilities is designed as a light pole. In such instance, lighting intensity, direction, and shielding shall be the same as other pole-mounted lights in the vicinity, the design of which has been duplicated for construction of the Wireless Telecommunications Facilities.

K. Screening. All ground-mounted Wireless Telecommunications Facilities shall be installed in such a manner to maintain and enhance existing vegetation and shall include additional suitable landscaping to screen the facility to the extent feasible. To that end, the following shall apply to all ground-mounted Wireless Telecommunications Facilities:

1. All areas disturbed during project construction, other than the access travelway and parking shall be revegetated with plants compatible with the surrounding area.

2. Landscaping shall be required to screen new access grading from public viewpoints.

L. Noise. All Wireless Telecommunications Facilities shall be constructed and operated in such a manner as to minimize the amount of disruption caused to nearby residents, businesses and users of nearby recreational areas such as public parks and trails. Operation of backup generators and batteries shall be limited to power outages or testing and maintenance purposes only.

M. Findings. In addition to the findings required for approval of a director’s permit, use permit, planned development permit or design review approval, prior to approval of a Wireless Telecommunications Facility, the decision-making authority shall make the following additional findings:

1. The proposed site results in fewer or less severe impacts than any alternative sites that have been considered;

2. Special design considerations have been incorporated into or applied to the Wireless Telecommunications Facilities to ensure that the facility will not result in an adverse visual impact to the surrounding properties or public views;

3. The proposed Wireless Telecommunications Facilities will be substantially screened from the view of surrounding properties and public view or will otherwise be substantially camouflaged; and

4. All applicable development standards for Wireless Telecommunications Facilities have been met, or an administrative variance has been granted.

N. Warrants. Exceptions to dimensional requirements specified within this chapter, as limited through section 7.10.080.F, may be granted through issuance of an administrative variance.

O. Existing Telecommunication Facilities. All Wireless Telecommunications Facilities legally operating on the effective date of this chapter, but not complying with the provisions of this chapter, shall be allowed to continue their present usage as a legal non-conforming use and structure and shall be treated as a legal non-conforming use and structure in accordance with the Nonconformity Regulations of this plan. A Wireless Telecommunications Facilities that has received approval from the city in the form of either a building permit or discretionary permit, but has not yet been constructed or placed in operation prior to the effective date of this chapter, shall be considered an existing Wireless Telecommunications Facilities so long as such approval is current and has not expired. New
construction, other than routine maintenance to an existing Wireless Telecommunications Facilities, shall comply with the requirements of this chapter.

P. Abandonment. If, after becoming operational, a Wireless Telecommunications Facility has been out of use for 12 continuous months, the facility and all appurtenant structures shall be deemed abandoned. If the director determines that the facility has been abandoned, the applicant may be required to remove all equipment from the premises within 60 calendar days of receipt of written notice from the city to abate and restore the site to its original pre-construction condition. If such facilities are not removed within 60 days, the city may remove the facility at the last operator’s expense. For facilities located on city property, this removal requirement shall be incorporated within the terms of the lease.

Q. Nonexclusive Grant. No approval granted under this chapter is intended to confer, or shall be construed to confer, any right, privilege, license or franchise to occupy or use the public rights-of-way of the city for delivery of telecommunication services or for any other purposes.

7.90.000 ANIMALS

A. Domestic animals. Domestic animals, as defined in Chapter 24.110 of the Municipal Code, are permitted in all downtown zones, provided that, no more than four adult animals over the age of four months are permitted per dwelling unit or establishment and, further provided that, no more than three adult dogs shall be permitted per dwelling unit or establishment.

B. Livestock animals. Livestock animals, as defined in Chapter 24.110 of the Municipal Code, are not permitted in any of the downtown zones.

C. Wild animals. Wild animals, as defined in Chapter 24.110 of the Municipal Code, are not permitted in any of the downtown zones.
ARTICLE VIII. ADMINISTRATION

8.10.010 AUTHORITY FOR THE DEVELOPMENT CODE

This Development Code is enacted based on the authority vested in the City of San Buenaventura by the State of California, including but not limited to: the State Constitution, the Planning and Zoning Law (Government Code Sections 65000 et seq.).

8.10.020 RESPONSIBILITY FOR ADMINISTRATION

This Development Code shall be administered by: the San Buenaventura City Council, hereafter referred to as the “Council”; the Planning Commission, referred to as the “Commission”; the Design Review Committee, hereafter “DRC”; the Historic Preservation Committee, referred to as “HPC”; the Community Development Director, referred to as the “Director”; and the Community Development Department, hereafter referred to as the “Department” as specified by the provisions of this Development Code.

8.10.030 APPLICABILITY OF THE DEVELOPMENT CODE

This Development Code applies to all land uses, subdivisions, and development within the City of San Buenaventura Downtown Specific Plan area, as follows.

A. New land uses or structures, changes to land uses or structures. It shall be unlawful, and a violation of this Development Code for any person to establish, construct, reconstruct, enlarge, alter, or replace any use of land or structure, except in compliance with the requirements listed below, including those relating to nonconforming uses, structures, and parcels. No Building Permit or Grading Permit shall be issued by the City unless the proposed construction complies with all applicable provisions of this Development Code.

B. Subdivisions. Any subdivision of land proposed within the City after the effective date of this Development Code shall enable development of structures consistent with evaluation standards relating to Urban Standards and Building Type; including, where applicable, those relating to Mixed Type Development Standards. A subdivision application shall contain, to the Director’s satisfaction, sufficient plans and information to demonstrate existing and/or future development upon newly created lots may feasibly conform to the Development Code.

C. Minimum requirements. The provisions of this Development Code
shall be minimum requirements for the promotion of the public health, safety, and general welfare. When this Development Code provides for authority on the part of a City official or body, that discretion may be exercised to impose more stringent requirements than set forth in this Development Code, as may be determined by the applicable review authority to be necessary to promote orderly land use and development, environmental resource protection, and the other purposes of this Development Code.

D. Conflicting Requirements

1. Development Code and Municipal Code provisions. If a conflict occurs between requirements of this Development Code, or between this Development Code and the City of San Buenaventura Municipal Code or other regulations of the City, the most restrictive shall apply.

2. Development Agreements. If conflicts occur between the requirements of this Development Code and standards adopted as part of any development agreement, the requirements of the development agreement shall apply.

3. Private Agreements. This Development Code applies to all land uses and development regardless of whether it imposes a greater or lesser restriction on the development or use of structures or land than a private agreement or restriction (for example, CC&Rs), without affecting the applicability of any agreement or restriction.

E. Other requirements may apply. Nothing in this Development Code eliminates the need for obtaining any other permits required by the City, or any permit, approval or entitlement required by any other applicable special district or agency, and/or the regulations of any State, or Federal agency.

8.10.040 APPROVAL REQUIREMENTS

Each structure and land use shall be established, constructed, reconstructed, enlarged, altered, moved or replaced in compliance with the following requirements, as summarized in Table III-4:

A. Allowable use or function. The land use or function must be allowed by the Urban Standards in the zone where the site is located. Adult-oriented uses (i.e., Zoning Regulations Chapter 24.492) are prohibited within the Plan area.

B. Permit and approval requirements. Any and all planning permits or other approvals required by this Development Code shall be obtained before the issuance of any required grading, building, or other construction permit, and before the proposed use is constructed, otherwise established or put into operation, unless the proposed use is listed as exempted below.

C. Development standards, conditions of approval. Each land use and structure shall comply with the development standards of Article II (Urban Standards), Article III (Building Type) and Article VII (Other Standards) and any applicable conditions imposed by a previously granted planning permit.

D. Legal parcel. The site of a proposed development or new land use must be a parcel that was legally created or certified in compliance with the Subdivision Map Act and the City’s Subdivision Ordinance.

E. New nonresidential land use in an existing building or on developed site. A land use identified by Article II (Urban Standards) as a “P” (Permitted) use, that is proposed on a site where no construction requiring a Building Permit will occur, shall require a Zoning Clearance as provided for below to ensure that the site complies with all applicable standards of this Development Code, including parking, landscaping, signs, trash enclosures, etc. Zoning Clearance shall not be granted and the proposed land use shall not be established unless the site and existing improvements comply with all applicable requirements of this Development Code, except as provided by the Nonconformity Regulations of Section 7.10.060. No Zoning Clearance may be
### Table III-2. Summary of Approval Requirements

<table>
<thead>
<tr>
<th>Type of Decision</th>
<th>Development Code Reference (Municipal Code)</th>
<th>Role of Review Authority</th>
<th>Director</th>
<th>HPC</th>
<th>DRC</th>
<th>PC</th>
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<td>Development Agreement</td>
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<td>Additions and exterior changes to all structures providing non-residential use, except for structures with over 3 dwelling units, built prior to adoption of this Plan</td>
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<td>New construction on property contiguous to a Historic Resource</td>
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</tbody>
</table>

Notes:
1. "R" means that the Review Authority makes a Recommendation to a higher-level Review Authority, which can also be a decision-making body; "D" means that the Review Authority makes the final Decision on the matter; "A" (i.e., Appeal) means that the Review Authority may consider and decide upon the Decision of an earlier Review Authority/decision-making body, in compliance with Chapter 17.84 (Appeals) of the Municipal Code. See Review Authorities Defined, below.
2. A proposed zone change may be initiated by the Planning commission or City council, or by application pursuant to section 24.500.030. A zone change to establish a Historic District Overlay Zone, or amend the boundaries thereof, may be initiated by the Historic Preservation Committee.
3. Uses Permitted by Right ("P") may require Zoning Clearance if no Building Permit is required, and a Director’s Permit if Design Review is required pursuant to any regulations within this Development Code.
5. The Director may defer action and refer the request to the Design Review Committee so that the Committee may instead make the decision.
6. In the case of a Warrant or Exception request.

**Review Authorities Defined:**
- Director=Community Development Director
- HPC=Historic Preservation Committee
- DRC=Design Review Committee
- PC=Planning Commission

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issued if the request in question is located on the same site where there are existing violations of this plan, including, without limitation, violations of the terms of a discretionary permit or approval relating to the site. Zoning clearances shall expire 180 days after issuance, unless otherwise indicated on the clearance or unless the use of land or structures or building construction has commenced and is being diligently pursued.

F. Design review. Major Design Review, according to the procedural requirements of Zoning Regulations Chapter (Sec. 24.545) shall be required for the following:

1. All new development located within the T5.1 Neighborhood Center and T6.1 Urban Core zones.
2. All Buildings Types excluding Front Yard House, Sideyard House and Carriage House.
3. Additions and exterior changes to all structures providing for non-residential uses and all structures with over three dwelling units existing prior to adoption of the 2006 Downtown Specific Plan.
4. All new development on a lot containing a Historic Resource shall require Major Design Review by the Historic Preservation Committee for compliance with this plan’s Historic Resource Design Guidelines and the Secretary of the Interior’s Standards and Guidelines for the Treatment of Historic Properties.
5. All new development contiguous to a lot containing a Historic Resource shall require Major Design Review by the Design Review Committee (DRC) for compliance with the Development Code and the Historic Preservation Committee (HPC) for compliance with this plan’s Historic Resources Guidelines and Secretary of the Interior’s Standards and Guidelines for the Treatment of Historic Properties.

G. Use permit. A land use identified by Article II (Urban Standards) as a “U” (Use Permit) use, shall require a Use Permit. Zoning Regulations Chapter 24.520 (Use Permit Procedure) specifies the Use Permit processing procedure.

H. Director’s Permit. Uses or activities of the Development Code requiring Director’s Permit approval shall be processed according to the requirements of Zoning Regulations Chapter 24.505 (Director’s Permit Procedure).

I. Floodplain overlay zone permit. Flood Plain Overlay Zone development permits are required for development or redevelopment within any area of the Coastal Zone identified on the Official Flood Plain Overlay Zone Map as being within the Flood Plain Overlay Zone. Zoning Regulations Chapter 24.530 (Floodplain Overlay Zone Development Permit Procedure) specifies the Floodplain Overlay Zone Development Permit processing procedure.

J. Residential condominium conversions. In order to regulate development in a manner that provides a variety of housing types and neighborhoods for residents, both renters and owners, the provisions of Zoning Regulations Chapter 24.425 (Residential Condominium Conversion Regulations) shall apply to all proposed residential condominium conversion projects located within the plan area.

K. Access and open space review. Prior to issuance of building permits, site plans and floor plans may be reviewed by the Director to determine that building type access and open space requirements will be met. This review shall preclude or lessen the possibility that dwellings without compliant access and sufficient open space, including sufficient off-street parking space(s), might be installed during or after construction. During building access and open space review process, additional changes may be required in the placement of exterior doors, windows, stairways, hallways, utility connections, or other fixtures or architectural features when determined by the Director to be necessary or desirable to preclude or lessen the likelihood of unlawful dwelling unit creations in the future.

L. Consumer recycling collection. Consumer recycling collection is permitted in any zone and shall be located on a site whereby they do not occupy or displace required parking spaces or required landscaped areas. No more than six collection bins, containers, or reverse vending machines, not to exceed a total of 200 square
feet in area, shall be located on any one site.

M. Historic Resource review. The following review and permit procedures pertain to projects potentially effecting a Historic Resource.

1. All new development on a lot containing a Historic Resource shall undergo Design Review by the Historic Preservation Committee (HPC) for compliance with the Historic Resource Design Guidelines of Article V and the Secretary of the Interior’s Standards and Guidelines for the Treatment of Historic Properties.

2. All new development contiguous to a lot containing a Historic Resource shall undergo Design Review by the Design Review Committee (DRC) for compliance with the Development Code and the Historic Preservation Committee (HPC) for compliance with the Historic Resource Design Guidelines of Article V and the Secretary of the Interior’s Standards and Guidelines for the Treatment of Historic Properties.

3. Prior to completion of the Historic Resources Survey identified in Action 1.1 of this Plan, all new development in Downtown shall be evaluated on an interim basis as follows:

   a. Applications for all development proposals involving structures over 40 years in age shall include a CEQA-based historic, technical assessment (or “Phase I”) prepared by a City-designated historic professional.
   
   b. The Community Development Director may request additional documentation via a Phase II study.
   
   c. Community Development Department staff shall evaluate the Phase I and/or Phase II to determine whether the application involves a Historic Resource.
   
   d. If the Community Development Department Director determines a Historic Resource is present, but not formally designated as a landmark, the development proposal shall be reviewed by the Historic Preservation Committee (HPC) for compliance with the Historic Resource Design Guidelines of Article V and the Secretary of the Interior’s Standards and Guidelines for the Treatment of Historic Properties.
   
   e. If the Community Development Department Director determines a Historic Resource is not present, the development proposal shall be reviewed pursuant to the standards in Articles II-IV.

4. Prior to completion of the Historic Resources Survey identified in Action 1.1 of this Plan, all requests to demolish a structure over 40 years of age shall be evaluated as follows:

   a. The Demolition permit application shall include a Phase I survey. The Community Development Director or Building Official may request additional documentation via a Phase II study.
   
   b. Community Development Department staff shall evaluate the Phase I and/or Phase II study to determine whether the application involves a Historic Resource.
   
   c. If the Community Development Department Director determines that a potential Historic Resource would be in part or wholly, demolished, an Initial Study shall be prepared.
   
   d. The Historic Preservation Committee (HPC) shall review the resulting environmental document and demolition permit application. The HPC may approve, conditionally approve, or deny the demolition permit application depending upon its ability to cause a significant environmental impact relative to the Historic Resource.

N. Other review procedures. The following procedural requirements of the Zoning Regulations and State law shall also apply within
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the plan area:

1. Alcoholic Beverage Establishments (24.460)
2. Parking Approval Procedure (24.510)
3. Redevelopment Project and Affordable Housing Program (24R.520)
5. Specific Plan Procedure (24.555)
6. Notice and Hearing Requirements (24.560)
7. Appeal Procedure (24.565)
8. Permit Amendment, Revocation and Re-evaluation Procedure (24.570)
10. Subdivision Regulations (Municipal Code Division 26)
11. State Density Bonus Law

8.10.050 VARIANCES: WARRANTS AND EXCEPTIONS

There shall be two levels of deviation from the evaluation standards of the Downtown Specific Plan: Warrants and Exceptions.

A. Type. Variances are classified into two categories based on their assignment to evaluation standards and, consequently, the ability of those standards to further the goals, policies and actions of this plan. Mere economic or financial hardship alone is not sufficient justification for granting either a Warrant or Exception.

1. Warrant.
   a. A Warrant is a deviation that would permit a practice that is not consistent with a specific provision of this plan, but is justified by its ability to fulfill this plan’s intent while not compromising its goals, policies and actions.
   b. Any Building Type performance standard with the notation “[W]” indicates a mandatory requirement unless Warrant approval is obtained.
   c. All of the following Urban Standards are mandatory requirements unless approval of a Warrant is obtained:
      i. Building Placement: Architectural Encroachments
      ii. Building Profile and Frontage: Height, exclusive of the Hillside Overlay
      iii. Building Type: Minimum Lot Width - by no more than a 10-foot reduction and where all requirements of Article II (Building Types), exclusive of those measures designated [DR], are met.
   d. Warrants are subject to Director review and action in a public Administrative hearing.
   e. Warrants are discouraged but may be permissible when they fulfill the plan’s goals, policies and actions.
   f. Warrants are required for all remodels, additions and alterations to designated historic resources not consistent with the Development Code.
   g. Warrants may be obtained for approval of Civic Buildings that do not conform to the Urban Standards (Article II).

2. Exceptions
   a. An Exception is a deviation that would permit a practice that is not consistent with a specific provision of this plan that is critical to the furtherance of its goals, policies and actions.
   b. Any Building Type performance standard with the notation “[E]” indicates a mandatory requirement unless Exception approval is obtained.
   c. All of the following Urban Standards are mandatory requirements unless approval of an Exception is obtained:
      i. Building Placement: Primary
Buildings

ii. Building Placement: Accessory Buildings as it relates to Accessory Buildings only and not Carriage Houses.

iii. Hillside Overlay: Building Profile and Frontage

iv. Parking: Parking Placement

v. Parking: Parking Requirements

d. Exceptions are subject to Planning Commission review and action.

e. Exceptions are strongly discouraged since they severely compromise the ability to fulfill the plan's goals, policies and actions.

3. Design Review

a. Any building type evaluation standard that, regardless of the use of terms such as "should" and "shall," is followed by the notation "[DR]" indicates a permissive requirement that is subject to Design Review. No Warrant or Exception shall be required.

B. Limitations. The following evaluation standards shall not be eligible for Warrants or Exceptions:

1. Building Type - Minimum Lot Width reduction of more than 10-feet and where all requirements of Article II (Building Types), exclusive of those measures designated [DR] are not met.

2. All Development Code standards relating to Carriage Houses.

3. Land use or activity on a particular site which is not otherwise allowed.


C. Submittal Requirements. Each Warrant or Exception application shall include, at a minimum, the following:

1. A statement of the evaluation standard or standards that are the subject of the proposed Warrant or Exception;

2. A textual description of the manner in which the applicant proposes to deviate from such evaluation standard or standards;

3. Plans, drawn to scale, showing the nature, location, dimensions, and elevation of the structure, area, or part thereof that is the subject of the proposed Warrant or Exception; including the development projects relationship to the surrounding context;

4. A justification for the proposed variance in light of the requirements set forth above; and

5. Such other information as may be required by the Director, DRC, HPC, Commission or Council.

D. Processing. Both Warrants and Exceptions shall be reviewed and acted upon in accordance with the procedural requirements of Zoning Regulation Sections 24.535.150 through 24.535.230.

E. Findings. In order to approve a Warrant or Exception, the review authority must make findings as follows:

1. All warrants:

   a. The Warrant, while not consistent with a specific provision of this Code, is justified by its intent or by hardship.

   b. The Warrant would result in development compatible with the scale and character of existing development in the vicinity.

   c. The Warrant would result in development that is not detrimental to or that would adversely impact adjacent properties.

2. Warrants in the Hillside Overlay, exclusive of Height, in addition to (1) a, b, and c, above: evaluating the proposed project in light of reasonable use and development of
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the property on which the proposed structure or expansion is to occur, the project authorized by the Warrant will not unreasonably or unnecessarily interfere with the scenic view from any other public or private property; including, but not limited to, public streets and other public areas.

3. Warrants for remodels, additions and alterations to historic resources in addition to (1) a, b, and c, above: For remodels, additions and alterations to historic resources not consistent with the Development Code, said proposal results in development that, first and foremost, preserves those portions or features which convey the building’s historical, cultural or architectural values, and secondarily, adherence to the Development Code’s intent as reflected by the Purpose and Applicability Statements of Sections 1.10.010, 10.10.020 and 2.10.010.

4. Warrants for Civic Buildings in addition to (1) a, b, and c, above: The Civic Building provides a public service dedicated to arts, culture, education, recreation, government, transit and/or public parking and is uniquely designed to feature as a prominent, architecturally significant contribution to the built environment such that exemption from the provisions of Article II is warranted.

5. Exceptions

a. The parcel of property has physical characteristics so unusual that complying with the evaluation standard would create an exceptional hardship to the applicant or the surrounding property owners. The characteristics must be unique to the property and not be shared by adjacent parcels. The unique characteristic must pertain to the land itself, not to the existing or proposed structure, its inhabitants, or the property owners.

b. For Exception requests in the Hillside Overlay, evaluating the proposed project in light of reasonable use and development of the property on which the proposed structure or expansion is to occur, the project authorized by the exception will not unreasonably or unnecessarily interfere with the scenic view from any other public or private property; including, but not limited to, public streets and other public areas.

F. Conditions of approval. In approving a Warrant or Exception, the review authority:

1. May impose any reasonable conditions to ensure that the approval complies with the findings required above.

8.10.060 EXEMPTIONS FROM PLANNING PERMIT REQUIREMENTS

The planning permit requirements of this Development Code do not apply to the structures, land uses, and activities identified by this Section. These are allowed in all planning areas subject to compliance with this Section.

A. General requirements for exemption. The land uses, structures, and activities identified by Subsection B. below are exempt from the planning permit requirements of this Development Code only when:

1. The new use, activity or structure associated with the Carriage House, Front Yard House and Side Yard House that are established and operated in compliance with the setback requirements, height limits, and all other applicable standards of Article II (Urban Standards), Article III, (Building Type), and, where applicable, those relating to Nonconformity Regulations; and

2. Any permit or approval required by City regulations other than this Development Code is obtained (for example, a Building Permit).

B. Exempt activities and land uses. The following are exempt from the land use permit requirements of this Development Code when in compliance with Subsection A. above.

1. Decks, paths and driveways. Decks, plat-
forms, on-site paths, and driveways that are not required to have a Building Permit or Grading Permit.

2. Fences and walls in compliance with height and location requirements in the T4.1 Urban General 1, T4.2 Urban General 2 and T4.3 Urban General 3 zones.

3. Interior remodeling. Interior alterations that do not increase the gross floor area of the structure, or change the permitted use of the structure.

4. Repairs and maintenance.
   a. Single-family dwellings. Ordinary non-structural repairs to, and maintenance of, single-family dwellings.
   b. Multi-family, and non-residential structures. Ordinary non-structural repairs to, and maintenance of multi-family residential and non-residential structures, if:
      i. The work does not change the approved land use of the site or structure, or add to, enlarge or expand the land use and/or structure; and
      ii. Any exterior repairs employing the same materials and design as the original construction.

5. Small, portable residential accessory structures. A single portable structure of 120 square feet or less per lot or unit, including pre-manufactured storage sheds and other small structures in T4.1 Urban General 1, T4.2 Urban General 2, T4.3 Urban General 3, T4.4 Thompson Corridor, and T5.1 Figueroa Frontage zone that are exempt from Building Permit requirements in compliance with the Municipal Code and the Uniform Building Code. Additional structures may be approved in compliance with Article II (Urban Standards), where allowed by the applicable zoning district.

6. Spas, hot tubs, and fish ponds. Portable spas, hot tubs, and constructed fish ponds, and similar equipment and structures that do not: exceed 120 square feet in total area including related equipment; contain more than 2,000 gallons of water; or exceed two feet in depth.

7. Utilities. The erection, construction, alteration, or maintenance by a public utility or public agency of utilities intended to service existing or nearby approved developments shall be permitted in any zoning district. These include: water; gas; electric; supply or disposal systems; including wires, mains, drains, sewers, pipes, conduits, cables, fire-alarm boxes, police call boxes, traffic signals, hydrants, etc., but not including new transmission lines and structures. Satellite and wireless communications antennas are not exempt, and are instead subject to Article II (Urban Standards) and Zoning Regulations Chapter 24.497 (Telecommunications Facilities).

8.10.070 RULES OF INTERPRETATION

A. Authority. The Director has the authority to interpret any provision of this Development Code. Whenever the Director determines that the meaning or applicability of any Development Code requirement is subject to interpretation, the Director may issue an official interpretation. The Director may also refer any issue of interpretation to the Commission for their determination.

B. Rules of interpretation.

1. Language. When used in this Development Code, the words “shall,” “must,” “will,” “is to,” “may be” and “are to” are always mandatory. “Should” is not mandatory but is strongly recommended; and “may” is permissive. The present tense includes the past and future tenses; and the future tense includes the present. The singular number includes the plural number, and the plural the singular, unless the natural construction of the word indicates otherwise. The words “includes” and “including” shall mean “including but not limited to . . .”
2. Time limits. Whenever a number of days is specified in this Development Code, or in any permit, condition of approval, or notice provided in compliance with this Development Code, the number of days shall be construed as calendar days. A time limit shall extend to 5:00 p.m. on the following working day when the last of the specified number of days falls on a weekend or holiday.

3. State law requirements. Where this Development Code references applicable provisions of State law (for example, the California Government Code, Subdivision Map Act, or Public Resources Code), the reference shall be construed to be the applicable State law provisions as they may be amended from time to time.

4. Corner Lots. The Director shall have the authority, when reviewing an application concerning a corner lot, to determine the Street Setback and Side Street Setback where the distance differ within a particular zone.

C. Procedure for interpretations. Whenever the Director determines that the meaning or applicability of any requirement of this Development Code is subject to interpretation generally, or as applied to a specific case, the Director may issue an official interpretation. The Director may also forward any interpretation of the meaning or applicability of any provision of this Development Code directly to the Commission for a determination at a public meeting.

1. Findings, basis for interpretation. The issuance of an interpretation shall include findings stating the basis for the interpretation. The basis for an interpretation may include technological changes or new industry standards. The issuance of an interpretation shall also include a finding documenting the consistency of the interpretation with the General Plan, and any applicable Specific Plan.

2. Record of interpretations. Official interpretations shall be:
   a. Written, and shall quote the provisions of this Development Code being interpreted, and the applicability in the particular or general circumstances that caused the need for interpretations, and the determination; and
   b. Distributed to the Council, Commission, Director, City Manager, City Attorney, City Clerk, and Department staff.

Any provision of this Development Code that is determined by the Director to need refinement or revision will be corrected by amending this Development Code as soon as is practical. Until an amendment can occur, the Director will maintain a complete record of all official interpretations to this Development Code, indexed by the number of the Article or Section that is the subject of the interpretation.

3. Appeals. Any interpretation of this Development Code may be appealed to the Planning Commission in compliance with Zoning Regulations Chapter 24.565 (Appeal Procedure).
9.10.010 GLOSSARY OF TERMS

The terms in this Article are defined for purposes of the Development Code. Definitions in Chapter 24 of the Municipal Code are applicable.

Accessory Building: A building located on the same lot and customarily incidental and subordinate to the Primary Building on the lot or to the use of land. Where an accessory structure is attached to the Primary Building, as by a roof or common wall, such structures shall be considered a portion of the Primary Building. Typically accessory structures are intended for a variety of uses such as vehicular parking, storage of lawn and garden equipment, storage of household items, play house and greenhouse. Accessory structures may include habitable area such as a home office, recreation room, guesthouse, and sleeping room(s).

Affordable Housing: A residential unit that is restricted to occupancy by an income eligible household as defined by a local, State or Federal Program, as may be amended from time to time.

Alcove: A recessed space within a Shopfront frontage where the façade is aligned with the frontage line thereby creating a covered functional space.

Allee: A regularly spaced and aligned row of trees usually planted along a thoroughfare or pedestrian path.

Alley: A public way permanently reserved as a secondary means of access to abutting property.

Attic: Space between the ceiling joists and roof rafters of a structure. An attic may be accessible by a staircase or other means and may also be finished into rooms.

Auto Repair: Repair of automobiles and the sale, installation, and servicing of automobile equipment and parts, but excluding system repairs conducted as an incidental use in conjunction with a automotive sales and retail business, including equipment rentals, sales or services. Typical uses include muffler shops, tire shops, automotive detailing, tune-up shops, automobile repair garages, vehicle stereo installation and automobile glass shops.

Average Natural Grade: The average elevation of the surface of the ground comprising a site as determined by a survey taken from five equally-spaced points along each setback line.

Bar/Nightclub: Establishment providing entertainment such as live music and dancing on-site alcohol consumption, but not adult entertainment. The sale of alcoholic beverages is separately regulated by Zoning Regulations Chapter 24.460 (Alcoholic Beverage Establishments - Use Permit). Entertainment is also separately regulated by Zoning Regulations Chapter 10.450 (Dance Halls.)

Bed/Breakfast: Establishment providing temporary lodging typically of three to five individual rooms or suites in a single family dwelling unit for temporary rental to members of the public and which may include incidental food, drink and services intended for the convenience of guests.

Bicycle Lane: A dedicated bicycle lane running within a moderate-speed vehicular thoroughfare, demarcated by striping.

Bicycle Route: A thoroughfare suitable for the shared use of bicycles and automobiles moving at low speeds.

Bicycle Trail: A bicycle way running independently of a high-speed vehicular thoroughfare.

Block: The aggregate of private lots, passages, rear lanes and alleys, circumscribed by thoroughfares.

Block Face: The aggregate of all the building facades on one side of a block. The Block Face provides the context for establishing architectural harmony.

Build-to Line, Street: Building setback distance varying by zone designation that is measured from the property line abutting a street at which point a building must be placed. For corner lot scenarios, the Director shall have the authority to determine the applicability of a Street Build-to Line and/or Side Street Build-to Line.
ARTICLE IX. GLOSSARY

Build-to Line, Side Street: Building setback distance applying to corner lots that varies by zone designation and that is measured from the property line abutting a street at which point a building must be placed. The Director shall have the authority to determine the applicability of a Street Build-to Line and/or Side Street Build-to Line.

Building Configuration: The form of a building, based on its massing, private frontage and height.

Building Disposition: The placement of a building on its lot.

Building Function: The uses accommodated by a building and its lot. Building functions (i.e., uses) are categorized by Table III-1. Land Use and Permit Requirements in Article II (page III-8) and are either permitted by right or via use permit.

Building Height: The vertical extent of a building measured in stories, not including a raised basement or a habitable attic. Height limits do not apply to masts, belfries, clock towers, chimney flues, water tanks, elevator bulkheads and similar structures. Building Height shall be measured from the average grade of the enfronting thoroughfare, except in the Hillside Overlay (see Section 2.50.030).

Building Type: A structure category commonly determined by function, disposition on the lot, and configuration, including frontage and height but specifically defined by Article III.

Carriage House: A separate, attached or detached, complete housekeeping unit with kitchen, sleeping and full bathroom facilities, located in the same lot as a Primary Building but subordinate in size.

Civic: A use operated by a public agency or non-profit organization for the primary purpose of providing a service to the general public. Such uses are dedicated to, by way of example but without limitation, arts, culture, education, recreation, government, transit and municipal/public parking.

Civic Building: A building owned or leased by a public agency or non-profit organization for the primary purpose of providing a service to the general public dedicated to arts, culture, education, recreation, government, transit and municipal/public parking.

Civic Space: An outdoor area dedicated for public use. Civic Spaces are defined by a combination of physical elements that define the relationship between their intended use, size, landscaping and/or enfronting buildings.

Commercial: The term collectively defining workplace, office and retail functions.

Common Destination: An area of focused community activity defining the approximate center of a Pedestrian Shed. It may include without limitation one or more of the following: a Civic Space, a Civic Building, a Commercial center, or transit stop. A Common Destination may act as the social center of a Neighborhood.

Community Meeting: Consisting of group gatherings conducted indoors. Typical uses include synagogues, mosques, temples, churches, community centers, bingo halls, private clubs, fraternal, philanthropic and charitable organizations, and lodges. Additional typical uses include those providing live or recorded events or performances, or other activities intended for spectators that are conducted within an enclosed building such as motion picture theatres, music performance halls, and sports arenas.

Context: Surroundings, including a combination of architectural, natural and civic elements that define specific neighborhood or block character.
Corner Store: A commercial land uses that may, upon authorization of a Use Permit, be located within buildings on a corner lot in the T4.1, T4.2 and T4.3 zones. Typical uses include Personal Services, Retail, Restaurant and Office. Since the Corner Store land use type is located in zones primarily intended for residential use, a Use Permit is necessary to ensure compatibility with nearby dwellings. Corner Store design variables include, but are not limited to, floor area, hours of operation, outdoor lighting, outdoor maintenance and outdoor seating limited by the Use Permit.

Corridor: A linear geographic system incorporating transportation and/or greenway trajectories. A transportation corridor may be a linear urban Transect Zone.

Day Care: Day care centers as defined by the Health and Safety Code, and the day care and supervision of more than 12 children under 18 years of age for periods of less than 24 hours per day.

Density: The number of dwelling units within a standard measure of land area, usually given as units per acre.

Design Speed: Is the velocity at which a thoroughfare tends to be driven without the constraints of signage or enforcement. There are three ranges of speed: Very Low: (below 20 MPH); Low: (20-25 MPH); Moderate: (25-35 MPH); High: (above 35 MPH). Lane width is determined by desired design speed.

Driveway: A vehicular lane within a lot, usually leading to a garage.

Dwelling Unit: Any building or portion thereof that contains living facilities including all of the following: provisions for sleeping, a kitchen, and sanitation for not more than one family.

Elevation: An exterior wall of a building not along a Street Build-to Line or Side Street Build-to Line.

Emergency Shelters: Housing with minimal supportive services for homeless persons and limits the occupancy of six months or less by a homeless person. No individual or household may be denied emergency shelter because of an inability to pay. This use type does not include Residential Care or Group Care.

Enfront: To place an element along a frontage line, as in "porches enfront the street."

Entrance, Principal: The main point of pedestrian access into a building.

Facade: The exterior wall of a building that is set along a Street Build-to Line or Side Street Build-to Line.

Farmers’ Market, Certified: Indoor and outdoor sales of fresh produce and other artisan prepared food goods typically in a multiple vendor format in a designated area where on designated days and times, growers and producers may sell directly to the public from open, semi-open or within built facilities in accordance with the State or County Agricultural Commission under California Code of Regulations Title 3, Chapter 3, Article 6.5.

Flat(s): Dwelling unit that consists of a single-floor level.

Flex space: Ground level floor area that is structurally built to accommodate both residential and non-residential uses; such as that in a Live-work building.

Frontage Type Site and/or building design feature that interfaces between public (or semi-public) and private spaces. The interface occurs physically according to horizontal and vertical parameters with a principal purpose of identifying and mediating access to a building entry point. Design instruction and diagrammatic examples of permitted Frontage Types are provided in Article IV, beginning on page III-63.

Gas Station: Retail sale, from the premises, of vehicle fuel which may include the incidental sale of other petroleum products, tires, batteries, and replacement items, and the incidental provision of minor repairs and lubricating services. Typical uses
include automobile service stations and filling stations and special oil change and lube shops.

**Health/Fitness:** Establishments offering predominately participant sports within an enclosed building. Typical uses include bowling alleys, billiard parlors, pool halls, indoor ice or roller skating rinks, indoor racquetball courts, indoor batting cages and health or fitness clubs.

**Historic Resource:** A building, site or feature that is a local, state, or national historic landmark, or anything that is determined to be a Historic Resource under CEQA.

**Historic Resource, Potential:** A building, site or feature that, regardless of whether it has been surveyed or not, may qualify for designation as a local, state or national historic landmark.

**Home Occupation:** An occupation conducted at a premises containing a dwelling unit as an incidental use by the occupant of that dwelling unit.

**Inside Turning Radius:** The curved edge of a thoroughfare at an intersection, measured at the inside edge of the vehicular tracking. The smaller the Turning Radius, the smaller the pedestrian crossing distance and the more slowly the vehicle is forced to make the turn.

**Light Industrial:** A use including the manufacture, predominantly from previously prepared materials, of finished products or parts, including processing, fabrication, assembly, treatment, and packaging of such products and incidental storage and distribution of such products or parts, but excluding basic industrial processing classified under the “General Industrial” use type in the Zoning Ordinance (Section 24.115.3210). Typical uses include apparel manufacturing, machine shops, and furniture manufacturing.

**Liner Building:** A building designed to mask a parking lot or a parking garage from a frontage. A Liner Building, if less than 30 feet deep and two (2) stories high, shall be exempt from Urban Standard C. Parking Requirements.

**Lodging:** Establishments providing two (2) or more housekeeping units of six (6) or more rooms or suites for temporary rental to members of the public and which may include incidental food, drink and other sales and services intended for the convenience of guests. Typical uses include hotels, motels and timeshare facilities.

**Loft:** Dwelling unit that contains the volume of two stories but where the second floor typically consists of less floor area than the first; as in a mezzanine.

**Lot Line:** The boundary that legally and geometrically demarcates a lot.

**Lot Width:** The length of the principal frontage lot line.

**Medical/Dental:** Establishment providing medical, psychiatric, surgical, dental or other health-related services. This includes medical, dental, psychiatric or other therapeutic services offered in individual offices or suites, which may include laboratories incidental to the practitioner’s consulting or therapeutic work but excluding licensed health facilities, as defined in Health and Safety Code Section 1250, except as provided in Health and Safety Code Section 1267.8.

**Multi-Family:** The use of a site for two or more dwellings within one or more buildings and includes, without limitation, “Residential Condominiums” as defined in the Zoning Ordinance (Section 24.115.270).

**Neighborhood:** An urbanized area at least 40 acres that is primarily Residential. A Neighborhood shall be based upon a partial or entire Standard Pedestrian Shed. The physical center of the Neighborhood should be located at an important traffic intersection associated with a Civic or Commercial institution.

**Office:** Consisting of offices of firms or organizations that primarily provide executive, management, administrative or financial services.
also refers to establishments primarily engaged in providing professional services to individuals or businesses, but excludes uses classified under the Medical/Dental. Typical uses include corporation headquarters and administrative offices, banks, savings and loans, law offices, real estate offices, public relations firms, advertising firms, insurance offices, travel agencies, and photography studios.

Pedestrian Shed: A Pedestrian Shed that is elongated along an important Commercial corridor such as a main street. The resulting shed is shaped like a lozenge. (Sometimes called an Elongated Pedestrian Shed.)

Pedestrian Shed, Long: A Pedestrian Shed of 1/2 mile radius used for mapping community types when a transit stop (bus or rail) is present or proposed as the Common Destination.

Pedestrian Shed, Standard: A Pedestrian Shed of 1/4 mile radius, or 1320 feet, about the distance of a five-minute walk at a leisurely pace. (Sometimes called a "walkshed" or "walkable catchment").

Planter: The element of the public streetscape that accommodates landscaping, including street trees. Planters may be continuous or individual.

Personal Services: Establishments primarily engaged in the provision of services for the enhancement of personal appearance, cleaning, alteration or reconditioning of garments and accessories, and similar non-business related or non-professional services. Typical uses include reducing salons, tanning salons, barber shops, tailors, shoe repair shops, self-service laundries, and dry cleaning shops, but exclude uses classified under the Office and Trade School.

Personal Services: Restricted use type consists of establishments that due to their nature may have a blighting and/or deteriorating effect upon surrounding areas and which may need to be dispersed to mitigate their adverse impact. Examples of these use types include tattoo and body piercing services.

Primary Building: The main building on a lot, usually located toward the frontage.

Private Frontage: The privately held layer between the frontage line and the primary building facade. The structures and landscaping within the Private Frontage may be held to specific standards. The variables of Private Frontage are the depth of the setback and the combination of architectural elements such as fences, stoops, porches and galleries.

Public Frontage: The area between the curb of the
vehicular lanes and the Frontage Line. Physical elements of the Public Frontage include the type of curb, sidewalk, planter, street tree and streetlight.

**Rear Alley:**
A vehicular driveway located to the rear of lots providing access to service areas and parking, and containing utility easements. Alleys should be paved from building face to building face, with drainage by inverted crown at the center or with roll curbs at the edges.

**Rear Lane:**
A vehicular driveway located to the rear of lots providing access to parking and outbuildings and containing utility easements. Rear lanes may be paved lightly to driveway standards. Its streetscape consists of gravel or landscaped edges, no raised curb and is drained by percolation.

**Recycling:**
A facility requiring a use permit for consumer drop off and collection, with or without remuneration, of used paper products, glass, plastic, or metal.

**Residential:**
Premises available for long-term human dwelling.

**Retail:**
Establishments engaged in the sale of goods and merchandise.

**Restaurant:**
Sale of prepared food and beverages in a ready-to-eat state for on-site or off-site consumption. A dining area may or may not be provided. Vehicle drive-up service is prohibited. The restaurant use may be ancillary to another use.

**Road:**
A local, rural and suburban thoroughfare of low vehicular speed and capacity. Its public frontage consists of swales drained by percolation and a walking path or bicycle trail along one or both sides. The landscaping consists of multiple species composed in naturalistic clusters. This type is allocated to the more rural Transect Zones (T1-T4.1).

**Services:**
Activities and, in some instances, their structural components that relate to the maintenance and basic functioning components of each land use. These activities may include, but are not limited to, trash and recycling areas and above ground components of wet and dry utilities.

**Sidewalk:**
The paved area of the public frontage dedicated exclusively to pedestrian activity.

**Single Family:**
The use of a site for one dwelling within one building.

**Single Room Occupancy (SRO):**
A building with rooms that provide sleeping areas with shared bathrooms and kitchens.

**Special Residential:**
A use within or comprising any of the following as the definitions of same may be amended from time to time: Group Care Residential (defined in the Zoning Ordinance), Group Care (defined in the Zoning Ordinance), Boarding Houses (defined in the Zoning Ordinance), and Single Room Occupancy (defined in this Glossary).

**Stacked Parking:**
An off-street parking arrangement where one vehicle is parked atop the other one.

**Story:**
A habitable level within a building that, depending upon zone location, may extend between 12 to 18 feet in height from finished floor to finished ceiling. Attics and raised basements are not considered stories for the purposes of determining building height.

**Street:**
A local urban thoroughfare of low speed and capacity. Its public frontage consists of raised curbs drained by inlets and sidewalks separated from the vehicular lanes by a planter and parking on both sides. The landscaping consists of regularly placed street trees. This type is permitted within the more urban Transect Zones (T4-T6).

**Street Setback:**
The distance between a property line and any structure requiring a building permit.

**Streetscape:**
The urban element that establishes the major part of the public realm. The streetscape is composed of thoroughfares (travel lanes for vehicles and bicycles, parking lanes for cars, and sidewalks or paths for pedestrians) as well as the visible private frontages.
Thrift Stores: Any retail establishment primarily selling used goods that are donated or acquired for less than reasonable wholesale value of the goods.

Through Lot: A lot having a frontage on, and rights of vehicular access to, two parallel or approximately parallel streets. For the purposes of determining vehicular access to parallel streets pursuant to this definition, alleys are not streets. The Community Development Director shall determine, either as a part of an application or independently prior to application, the Street Build-to Line. More than one Street Build-to Line may be determined. The basis for determination shall be the particular property’s orientation to a street, proposed or potential use of that area near the street, and ability to further the goals and policies of this plan.

Townhome: Dwelling unit that includes two or more stories.

Town Center: The mixed-use center or main Commercial corridor of a community.

Trade School: Provision of educational services with the primary purpose of preparing students for jobs in a trade or profession, or instructing students in a hobby or craft. Typical uses include training in business or vocational fields, music, hair styling, or martial arts. Any establishment offering aerobic dancing, or other dancing instruction that also offers exercise machines, saunas, Jacuzzis, or other amenities typically associated with health and fitness clubs, is not included in this use type.

Transect: A system of ordering human habitats in a range from the most natural to the most urban. The Ventura General Plan identifies six Transect Zones that describe the physical character of place at any scale, according to the density and intensity of land use and urbanism.
ARTICLE IX. GLOSSARY

Transect Zone (T-Zone): Transect Zones are administratively similar to the landuse zones in conventional codes, except that in addition to the usual building use, density, height, and setback requirements, other elements of the intended habitat are integrated, including those of the private lot and building and the enfronting public streetscape. The elements are determined by their location on the Transect scale. The T-Zones are: T1 Natural, T2 Rural, T4.1 Suburban, T4 General Urban, T5 Urban Center, and T6 Urban Core.

Transition Line: A horizontal line spanning the full width of a facade, expressed by a material change or by a continuous horizontal articulation such as a cornice or a balcony.

Type: A category determined by function, disposition, and configuration, including size or extent. There are community types, street types, civic space types, etc. (See also: Building Type)

Wholesale / Distribution: A use consisting of establishments primarily engaged in wholesaling, storage, moving or bulk distribution of goods other than live animals. Typical uses include wholesale distributors, storage warehouses, and moving and storage firms.

Wireless Telecommunication Facility (WTF): An unmanned facility that transmits and/or receives electromagnetic signals for the purpose of providing telecommunication service. Wireless Telecommunication Facilities (WTF) include, without limitation, building or ground-mounted directional (panel), omni-directional (whip), vertical, parabolic (satellite dish), and portable antennae, microwave dishes/antennae and related accessory structures for the transmission and receipt of wireless signals. Such facilities may include but are not limited to, facilities for the transmission and reception of cellular, enhanced specialized mobile radio, personal communication system, paging, e-mail, and other data transmission.

WTF do not include facilities staffed with onsite personnel (other than occasional maintenance and installation personnel), vehicle or other outdoor storage yards, office or broadcast studios, ham radio antennae, or TVROs (Television Receive Only), or other uses defined in section 24.115.3440 (Utility or Equipment Substations Use Classification). Wireless Telecommunications Facilities are divided into three use types.

WTF Mini: Any Wireless Telecommunications Facilities directly affixed to a primary building or structure, provided that all components of the facility are designed in a manner to be architecturally consistent with the building or structure and meet all zoning ordinance requirements for the underlying zone. Examples of WTF Mini include, without limitation, Wireless Telecommunications Facilities concealed within existing structures such as attics, cupolas, steeples, stanchions, belltowers, or similar structures, mounted to the penthouse of a building to appear as part of the architecture.

WTF Minor: Freestanding WTF designed to blend into the surrounding natural or man-made environment in order to minimize the overall visual impact, such designs would include flag, telephone or light poles, palm trees, windmills, or rock formations and other similar items. WTF Minor may further include, without limitation, Wireless Telecommunications Facilities proposed to co-locate on another freestanding existing WTF Major.
WTF Major: Wireless Telecommunications Facilities that do not meet the definition of WTF Mini or WTF Minor, including, without limitation, a structure mounted Wireless Telecommunications Facilities or freestanding monopoles or towers constructed to support Wireless Telecommunications Facilities and accessory facilities that are not designed to blend with the structure to which they are attached or camouflaged with the surrounding environment. “Accessory facilities,” for the purpose of this definition, includes a building or shelter to house cabinets, utilities, back-up generators or batteries, and other related appurtenances such as: guy wires; security lighting and/or FAA required lighting; screening materials such as landscaping and decorative walls; and access roads or driveways. Any Wireless Telecommunications Facility that does not meet the definition of either a WTF Mini or WTF Minor shall be considered a Wireless Telecommunications Facility Major.
This chapter identifies streetscape improvements, such as sidewalk dimension, lighting, landscaping and signage. The recommendations in this Chapter are conceptual. They are based on the 2004 Streetscape Project Plan prepared by Moule & Polyzoides Architects and Urbanists. When the City undertakes each individual street improvement these recommendations will be further evaluated and supplemented on a per-project basis. Through implementation, the City will continue to revitalize four (4) specific streets in the Downtown, providing an engaging public realm to attract visitors, residents and businesses.

In conjunction with individual street improvements, this Specific Plan recommends an overall landscape plan (Figure IV-I) be implemented to achieve a cohesive and visually stimulating environment. Action 3.1 (Chapter II) directs implementation of the street improvements described in this chapter.

**STREETS RECOMMENDED FOR IMPROVEMENT:**
1. **CALIFORNIA STREET**
2. **FIGUEROA STREET**
3. **OAK STREET**
4. **THOMPSON BOULEVARD**
The existing sidewalk materials and patterns have also been applied to California Street's crosswalks (north of Thompson). The alley between Main and Santa Clara shifts as it crosses California Street. This street configuration not only slows traffic, but also improves the urban experience by introducing buildings at the visual termination of the alley. Pocket park on the corner of California Street and Santa Clara Street. In order to accommodate the 101 freeway off-ramp the east side of the California Street Bridge is closed to pedestrians. The closure not only forms an unattractive barrier, but also emphasizes the disconnect between downtown and the shoreline. The median dividing the freeway lanes provides an excellent place to introduce landscape. This landscape could also mark downtown's presence to motorists driving by on the 101 freeway. California Street terminates at California Plaza. Historically, the pier extended to the center line of California Street forming an important visual terminus. Reintroducing this visual terminus could help entice pedestrians to cross over the freeway, particularly at night.

North of Thompson Boulevard, California Street has recently been renovated; regularly-spaced queen palms and "acorn" streetlights line the upgraded sidewalks; diagonal parking has been introduced. These improvements could help inform streetscape design south of Thompson. Wide sidewalks not only provide a comfortable place for pedestrians to walk, but also accommodate a wide range of activities and street side amenities (cafe tables, trees, lights, bike racks). Views of the Pacific Ocean entice pedestrians and motorists south toward the ocean. However, the car-dominated character of Thompson Boulevard and the wide, noisy expanse of the 101 freeway form uninviting barriers to pedestrians. Other than the view of the ocean, the California Street bridge forms an uninviting connection to the shoreline. In order to attract people from downtown, the bridge will need to be upgraded to be more pedestrian-friendly. Between California Street and Figueroa Street, the railroad tracks are lined with spectacular shade trees, providing an ideal location for the Amtrak station. The shoreline promenade is currently frequented by a steady flow of pedestrians. The introduction of varied activities and uses (retail, restaurants, bike rentals, etc.) would help draw even more people to the promenade.
Public Realm and Tree Planting Plan

Legend:
- Specific Plan Boundary
- North-South Downtown Streets: Alternate palms and flowering trees
- East Neighborhood Parkways: Canopy trees
- Cross Town Boulevards: Large evergreen canopy trees
- Front Street/Harbor Boulevard: Fan palms
- Main Street: Alternate Queen Palms and Honey Locust
- Poli Street: flowering trees
- West Neighborhood: Small flowering trees
- As described in this Chapter

Streets to be considered for additional streetscape plans:

- Specific Plan Boundary
- North-South Downtown Streets: Alternate palms and flowering trees
- East Neighborhood Parkways: Canopy trees
- Cross Town Boulevards: Large evergreen canopy trees
- Front Street/Harbor Boulevard: Fan palms
- Main Street: Alternate Queen Palms and Honey Locust
- Poli Street: flowering trees
- West Neighborhood: Small flowering trees
- As described in this Chapter

Streets to be considered for additional streetscape plans:
I. GENERAL RECOMMENDATIONS

A. Create a consistent streetscape by:
   - Providing for 12 foot wide sidewalks
   - Introducing street tree pattern of alternating Queen Palms and flowering canopy trees
   - Introducing pedestrian-oriented light fixtures
   - Providing diagonal, or at a minimum, parallel parking on both sides of street
   - Improving crosswalks at Poli Street, Thompson Boulevard, and Harbor Boulevard
   - Retaining left turn pockets at Thompson Blvd.

B. Re-establish connection to the ocean by:
   - Renovating the California Street Bridge
   - Enhancing California Plaza
   - Connecting California Plaza with the beach by introducing a stairway

II. STREET TREES

The existing streetscape improvements (paving, "acorn" street lights, street trees) between Thompson Boulevard and Poli Street remain, however, to establish the designated street tree pattern, every other Queen Palm needs to be removed and replaced with a flowering shade tree. The removed Queen Palm should be relocated to the southern portion of California Street.

III. STREET LIGHTS

The existing "acorn" street lights on California Street north of Thompson Boulevard should also be installed on the southern portions of the street.

IV. BANNERS

Currently, the banners on California Street are installed at a 45 degree angle to the street to prevent cars from bumping into the banners. To ensure the banners are seen more effectively by pedestrians and motorists, banner poles should be installed so that tapered banners hang perpendicular to the street. The banners should be tapered at a minimum of 16 feet above ground and one foot out from the banner pole to prevent motorists from bumping into the banners.
Upgrade street crossing to City Hall. Introduce a change in paving material to strengthen the identity of the crosswalk as well as to slow vehicular traffic.

Keep existing "acorn" light fixtures.

Keep existing sidewalk improvements north of Thompson Boulevard. Remove every other Queen Palm and replace with flowering tree such as Golden Medallion Tree (*Cassia leptophylla*). Removed Queen Palms should be relocated to California Street south of Thompson Boulevard.

Introducing diagonal parking on the east side of California Street between Thompson Boulevard and Santa Clara Street. New parking configuration shall be dependent on a thorough traffic study, particularly at the intersection of California Street and Thompson Boulevard.

Keep existing diagonal parking.
CALIFORNIA PLAZA
Renovate California Plaza to attract pedestrians to the shoreline and pier by:
- Encouraging the Crowne Plaza hotel to open up the ground floor to the plaza.
- Encouraging structures on east side of plaza to engage the plaza.
- Creating a direct link to the beach by building steps leading from the plaza to the beach.
- Continuing the street tree pattern of alternating Queen Palms and flowering trees into California Plaza while retaining the existing Mexican Fan Palms.
- Preservation of existing California Plaza artwork is imperative.

Upgrade street crossing by introducing a change in paving materials to strengthen the identity of the crosswalk, slow automobile traffic and help establish a pedestrian character at Thompson Boulevard; intersection design must be preceded by a detailed traffic analysis.

Renovate California Street Bridge to strengthen pedestrian connection between Downtown and the shoreline. (Concept Plan shown on following page.)

Upgrade street crossing by introducing a change in paving materials to strengthen the identity of the crosswalk and slow traffic.

Retain existing fountain and artwork.

Provide crosswalk at north end of bridge so pedestrians can cross over to the west side of street and avoid freeway off-ramp traffic. This requirement will no longer be necessary once the off-ramp is moved to Oak Street.

Introduce flowering bushes such as oleander in the freeway median.

Keep existing Mexican Fan Palms. Introduce alternative Queen Palms and flowering trees. Renovate Crowne Plaza ground floor to engage California Plaza pedestrians.

Introduce sculptural elements to complement the Father Serra statue at northern terminus of California Street. A sculpture constructed of thin lightweight members is one way of introducing a focal point without blocking the view. A kinetic structure could take advantage of the constant winds that blow from the ocean.

Introduce stronger connection between California Plaza and water with steps leading directly to the beach. (Example of steps in New York City’s Battery Park) This necessitates relocating the storm drains that currently empty out here.

City of San Buenaventura DOWNTOWN SPECIFIC PLAN
IV-7
California Street Bridge with existing freeway off-ramp conditions. In order to improve the physical appearance of the bridge, the east side of the ramp would be opened-up to pedestrian traffic. A crosswalk will be introduced at the north end of the bridge to prevent pedestrians from interfering with the freeway off-ramp.

California Street Bridge with freeway off-ramp moved to Oak Street. The freeway off-ramp would pass beneath the California Street Bridge allowing the sidewalk and street character to pass, uninterrupted, from Downtown to the Ocean.
FIGUEROA STREET

EXISTING CONDITIONS

Figueroa Plaza links Main Street with Santa Clara Street. The U.S. 101 overpass, seen in the distance, frames the Pacific Ocean.

Like California Street, Figueroa Street has been renovated with the introduction of regularly-spaced queen palms and “acorn”-style street lights, upgraded sidewalk, and crosswalks, new tree grates and bollards.

The U.S. 101 overpass serves as a gateway to the ocean and the fairgrounds.

The 101 freeway underpass, lined by a dreary chain link fence and unkept dirt embankment, is an uninviting arrival point for visitors arriving via Amtrak. The adjacent fairgrounds parking lot makes the arrival even more unappealing. An obvious link with the Downtown is absent.

The shoreline promenade links the fairgrounds to the pier and beyond.

Mission San Buenaventura occupies the northern end of Figueroa Street. Though visible during the day, the Mission is poorly lit at night. Illuminating the front facade at night would greatly improve the civic presence of the building.

The U.S. 101 underpass, seen in the distance, frames the Pacific Ocean.

The relatively healthy sidewalks, improved street lighting, and street trees make Figueroa Street an inviting arrival and pedestrian pathway.

The 101 underpass serves as a gateway to the ocean and the fairgrounds. The 101 freeway underpass, lined by a dreary chain link fence and unkept dirt embankment, is an uninviting arrival point for visitors arriving via Amtrak. The adjacent fairgrounds parking lot makes the arrival even more unappealing. An obvious link with the Downtown is absent.

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The shoreline promenade links the fairgrounds to the pier and beyond.

Figueroa Street’s physical and visual connection to the shoreline is blocked by scuffy landscape. Pedestrians, looking for the most direct route to the beach, have trampled a path through the poorly placed landscape.

Lacking adequate street trees, lighting, and sidewalk width, the southern portion of Figueroa Street is unimproved and pedestrian unfriendly. The expansive parking lot adds to the unappealing character of south Figueroa Street.

A long, blank wall on the east side of Figueroa Street forms an imposing and pedestrian unfriendly edge along the east side of the street.

Figueroa Street’s physical and visual connection to the shoreline is blocked by scuffy landscape. Pedestrians, looking for the most direct route to the beach, have trampled a path through the poorly placed landscape.

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A long, blank wall on the east side of Figueroa Street forms an imposing and pedestrian unfriendly edge along the east side of the street.

Figueroa Street’s physical and visual connection to the shoreline is blocked by scuffy landscape. Pedestrians, looking for the most direct route to the beach, have trampled a path through the poorly placed landscape.
I. GENERAL RECOMMENDATIONS
Create a consistent streetscape along entire length of Figueroa Street comprised by:
- Establishing 12 foot wide sidewalks
- Establishing a street tree pattern of alternating Queen Palms and Mexican Fan Palms
- Installing “Acorn” light fixtures
- Introduce parallel paring on one side of street while keeping existing bike lanes.

II. STREET TREES
The existing streetscape improvements (paving, “acorn” street lights, street trees) between Thompson Boulevard and Santa Clara Street remain, however, to establish the designated street tree pattern, every other Queen Palm needs to be removed and replaced with Canary Island Palm. The removed Queen Palms should be relocated to the south Figueroa Street.

III. STREET LIGHTS
The existing pedestrian-scaled “acorn” street lights (shown on California Street at right) should be introduced south of Thompson Boulevard.

IV. SIGNAGE
Provisions should be made for banners along the entire length of Figueroa Street.

Queen Palm (*Syagrus romanzoffianum*)
The Canary Island Palm (*Phoenix canariensis*) visually re-asserts the connection between Downtown and the ocean.
The Mexican Fan Palm (*Washingtonia filifera*) is another species that could alternate with the Queen Palm.

Typical “acorn” light fixture
Close-up of existing “acorn” lamp
Close-up of existing “acorn” base

Because south Figueroa Street is exposed to more demanding weather conditions, banners could be made of permanent materials.
Another option is to use tapered banners, nautical in character.
FIGUEROA STREET

FIGUEROA STREET UNDERPASS RECOMMENDED IMPROVEMENTS

I. GENERAL RECOMMENDATIONS
Strengthen Downtown’s connection to the ocean by transforming the U.S. 101 freeway underpass into a gateway between Downtown and the fairgrounds/shoreline.

II. ENCLOSURE
Fill-in the angled embankments on each side of the roadway. Introduce creative lighting strategies to transform the underpass into a more appealing and safe passage.

III. PUBLIC ART
The new walls enclosing the previously-sloped freeway embankments provide an excellent location for a public art project such as murals.

IV. SIGNAGE
Introduce signage to demarcate the passage to and from Downtown directly on the surface of the underpass.
FIGUEROA STREET

RECOMMENDED IMPROVEMENTS

Keep existing sidewalk improvements north of Thompson Boulevard.

Remove every other Queen Palm and replace with Canary Island or Mexican Fan Palm. Relocated removed Queen Palms to southern portion of Figueroa Street.

Build wall to block freeway underpass embankment which is devoid of landscape and a potential haven for vagrants. Introduce public art such as a mural on new wall. Introduce signage immediately above the roadway to identify passage to and from Downtown.

Study ways to make Amtrak station less isolated (including perhaps moving the platform to a completely different location.)

Re-configure sidewalks south of Thompson Boulevard to match width of northern part of street.

Crosswalks connecting the south and north sides of Santa Clara Street have been upgraded to concrete and pavers. The crosswalk connecting the east and west side of Figueroa Street still needs to be upgraded.

Introduce parallel parking on east side of street (maintain bike lanes.)

Upgraded intersection including crosswalks constructed of different paving materials. Bulbout intersections to slow traffic and shorten distance pedestrians must travel to cross street. Intersection design must be preceded by a detailed traffic analysis.

Introduce parallel parking on west side of street (maintain bike lanes.)

Upgrade intersection by paving crosswalks in materials other than asphalt.

Introduce parallel parking on east side of street (maintain bike lanes.)

In order to establish a more formal and direct visual link between Downtown and the shoreline, introduce a traffic circle at the southern terminus of Figueroa Street. The roundabout could also identify Surfer’s Point. Introduce a water feature or suitable landscaping within the roundabout. Road re-configuration should maintain access to beach parking lots, in conjunction with potential street and parking area changes as part of the Surfer’s Point Managed Retreat project.

Introduce a roundabout to strengthen the Figueroa Street axis.
Oak Street’s existing canopy trees not only provide shady respite for pedestrians in the summer, but also provide a tree type different from Figueroa and California Streets.

Oak Street’s sidewalks are too narrow to achieve the pedestrian friendly environment promoted in this plan. They do not comfortably accommodate pedestrians and street side uses such as outdoor seating, bike racks, newspaper racks, etc.

The mid-block crossing between Santa Clara and Main is demarcated solely by paint. A change in materials would emphasize the pedestrian nature of the crosswalk as well as slow traffic by alerting motorists of the crossing.

A public telephone is attached to a storefront. Amenities such as public telephones and newspaper vending boxes should be intelligently integrated into the streetscape.

As Oak Street approaches Thompson Boulevard street trees disappear.

Looking south on Oak Street, the connection to the ocean has been severed by the freeway. Though Harbor’s large eucalyptus trees block views of the ocean, their dark silhouette provides a good background for a much needed terminating element.

Oak Street’s current sidewalk width cannot comfortably accommodate street furniture and other sidewalk amenities. In order to pass a flower pot and fire hydrant shown in this photo, pedestrians must walk single-file.

Oak Street’s streetscape is inconsistent: tree wells vary in size and shape, tree well grates are noticeably absent, sidewalks are composed of plain concrete and are unevenly graded (creating dangerous tripping hazards).

Downtown’s urban fabric south of Santa Clara Street deteriorates into surface parking lots and vacant plots of land.

Facing north, Oak Street terminates at the hills. This is the view motorists exiting the 101 freeway will see once the off-ramp is relocated to Oak Street. This image also shows ample width of Oak Street’s roadway.
I. GENERAL RECOMMENDATIONS
Create a consistent streetscape along entire length of Oak Street by:

- Widening sidewalks to 11 foot (min.) width
- Introducing street tree pattern of alternating palms and flowering canopy trees
- Provide parallel parking on both sides of the street, except at intersections, where left turn lanes are needed (e.g. Thompson and Santa Clara)
- Improve mid-block street crossing.
- Introduce grove of oak trees to terminate the southern end of Oak Street.

II. STREET TREES
In order to widen the sidewalks the existing Melaleuca linariifolia street trees will need to be removed. Care should be taken to reduce the impact of selected street trees on storefront signage.

III. STREET LIGHTS
Street lights should be consistent with those currently used in the downtown (California Street shown).

IV. SIGNAGE
A monument sign at the southern end of Oak Street should be considered once the U.S. 101 off-ramp is relocated from California Street to Oak Street.

V. BANNERS
To enhance the public realm and provide context with banners along Main and California Streets, banner poles should be installed along Main and Oak. To ensure the banners are seen more effectively by pedestrians and motorists, banner poles should be installed so that the tapered banners hang perpendicular to the street. The banners should be tapered at a minimum of 16 feet above ground and one foot out from the banner pole to prevent motorist from bumping into the banners.
**OAK STREET**

**RECOMMENDED IMPROVEMENTS**

- Widen sidewalks along entire length of Oak Street to a minimum of 11 feet.
- Remove existing Melaleuca trees and replace with alternating pattern of palm trees and flowering canopy trees.
- Keep parallel parking on entire length of Oak Street.
- Introduce grove of oak trees to terminate the southern end of Oak Street, but not to conflict with future off-ramp relocation.
- Upgrade street crossing.
- Retain existing crosswalk improvements.
- Upgrade street crossing.
- Upgrade intersection including crosswalks constructed of different paving materials and bulb-out intersections intended to slow automobile traffic and to establish a pedestrian character along Thompson Boulevard. Intersection design must be preceded by a detailed traffic analysis.
- Future U.S. 101 off-ramp location.
THOMPSON BOULEVARD

EXISTING CONDITIONS

Marked cross walks are not provided at Junipero Street or Palm Street. Marked crosswalks are provided on only three sides of the intersection at Ventura Avenue.

The Greyhound bus station is located at the corner of Thompson Boulevard and Palm Street.

Street-side planters vary in their size, shape and plantings. Some business owners have landscaped the planters in front of their businesses contributing to further lack of uniformity of the streetscape.

Thompson Boulevard’s streetscape is unfriendly and poorly landscaped.

Several surf stores occupy Thompson Boulevard’s south side. Surf-related retail begins to create a unique sense of place.

Several restaurants also occupy Thompson Boulevard’s south side.

The San Miguel Chapel site is located on the south side of the street.

Suburban planter with cacti, but no street trees. Thompson Boulevard lacks consistent street trees and they often vary in size, species, and spacing.

Utilities (vault boxes, manholes, fire hydrants) are randomly placed and often encroach onto sidewalks, planters or both contributing further to Thompson Boulevard’s visual chaos.

No on-street parking is permitted along Thompson Boulevard in several areas.
I. GENERAL RECOMMENDATIONS

Create a consistent streetscape along entire length of Thompson Boulevard by:

- Providing parallel parking and wider sidewalks on the north and south sides of Thompson Boulevard between Oak Street and Ventura Avenue in a phased approach, see phasing diagrams to the right;
- Introducing large canopy street trees at regular intervals;
- Introducing combination pedestrian-oriented light fixtures;
- Introducing curb “bulb-outs” at pertinent intersections; and
- Improving crosswalks at Ventura Avenue, Palm Street, and Oak Street.
THOMPSON BOULEVARD

RECOMMENDED IMPROVEMENTS

II. STREET TREES
The portion of Thompson Boulevard that passes through Downtown (between Chestnut Street and Figueroa Street) should be urban in character. Accordingly trees between Chestnut Street and Figueroa Street should be planted in tree wells. Street trees west of Figueroa Street and east of Chestnut Street should be planted in landscaped parkway strips.

A possible Thompson Boulevard street tree species with a large canopy is the Flowering Red Gum Tree (Eucalyptus filicola), Ventura’s official tree. An alternate street tree for Thompson Boulevard is the Chinese evergreen Elm (Ulmus parvifolia). Another street tree for Thompson Boulevard is the Brazilian Wood (Cedrela fissilis).

III. STREET LIGHTS
Thompson Boulevard is currently a street that is dominated by fast moving automobiles. However, as the vacant properties begin to develop, more and more pedestrians will walk along Thompson Boulevard. Street lights should be introduced that illuminate the way for automobiles and pedestrians alike.

Examples of combination pedestrian / carriageway fixtures

IV. SIGNAGE & GRAPHICS
An effective way to transform the haphazardly placed utility boxes along Thompson Boulevard is to paint their surfaces with a variety of creative and playful designs.
THOMPSON BOULEVARD

RECOMMENDED IMPROVEMENTS

Provide large wide canopy shade trees that fill large voids and create shaded boulevard appearance. Red Gums to continue along Thompson Boulevard outside of central business district.

Potential east side location for Downtown gateway trees.

Extend Junipero and Colombo Streets as development occurs on the south side of Thompson Boulevard. This will eliminate the need for a left turn lane, making Phase II of the street improvements feasible (pg IV-17).

Potential west side location for downtown gateway trees.

Colombo Street: new street provided with site development.

Potential east side location for Downtown gateway trees.

Red Flowering Gum to continue along Thompson Avenue east of Chestnut Street (not shown).
V. PROGRAMS AND IMPLEMENTATION

CONTENTS

DOWNTOWN PARKING MANAGEMENT PROGRAM
2006-2011 DOWNTOWN CAPITAL IMPROVEMENT PROJECTS
SUMMARY OF ACTIONS
The Downtown Parking Management Program (DPMP) requirements were developed on the premise that parking is not an end in itself, but a means to achieve broader community goals by leveraging existing assets. Managing both parking supply and parking demand establishes a necessary balance between providing too much parking and not providing enough parking to meet community needs. Too much parking wastes valuable land resources, distorts the urban form, encourages automobile dependence, and increases the cost of new development. Not providing enough parking limits economic growth and increases traffic congestion. The City desired balance for parking supply and demand is achieved when 85% of the parking supply is utilized during peak periods leaving 15% of supply available for use at any given time. Implementation of the requirements in this program will further the overall vision of a walkable, pedestrian-oriented and economically vital Downtown as identified in this Specific Plan, the 2005 General Plan and the 2005-2010 Economic Development Strategy.

The parking management goals, policies, actions defined in this program are based on recommendations in the March 2006 Downtown Ventura Mobility and Parking Plan prepared by Nelson/Nygaard Consulting Associates. Those recommendations were developed from an analysis of parking supply and demand conditions in downtown Ventura, a comprehensive review of transportation and parking management best practices, new technological advances in the field and surveys of cities comparable to Ventura. The consultant recommendations were then tailored to the City’s unique needs based on extensive stakeholder input. The resulting policies and actions are summarized in the Implementation Plan Summary.

PURPOSE

The DPMP identifies the goal, rationale and benefit behind each requirement created to manage parking resources in the Downtown Specific Plan Area. Established by adoption of the Downtown Specific Plan, the DPMP consists of two major implementation strategies: (1) Managing Parking Supply and (2) Managing Parking Demand.

The requirements of this plan will be enacted partly via the Development Code in Chapter III and otherwise as outlined in the Implementation Plan Summary either by ordinance or by resolution of the City Council.

1 Details regarding the analysis are described in the March 2006 Downtown Ventura Mobility and Parking Plan available at the City planning counter in Room 117 at 501 Poli Street and online (www.cityofventura.net/downtown).
I. IMPLEMENTATION PLAN SUMMARY

Managing both demand and supply of parking is critical in achieving urban design, housing and economic development goals for Downtown. The actions needed to implement the goals of this plan are summarized in a series of steps that should be taken in specific order. The steps are strategic and organized to be cost-effective. The success of many of the recommendations in this plan will be leveraged if implemented concurrently, while the success of others depends on earlier recommendations being implemented and well established.

A. CONCURRENT IMPLEMENTATION: 2007

*Implemented in conjunction with plan adoption by the City Council:*

1. Implement new code and parking regulations for all new development in the Downtown Specific Plan area outside of the Coastal Zone that, among other things, reduces minimum parking requirements to levels that reflect urban demand in a downtown district.

B. NEAR-TERM IMPLEMENTATION: 2007-2008

*Upon plan adoption by the City Council, staff will initiate the following actions (once funding is appropriated):*

1. Hire new parking management staff (or contractors) to implement the requirements of this plan and perform ongoing monitoring and supply and demand analyses.

2. Complete a study of existing parking supply and demand for all public on-street, public off-street, and private parking lots and structures in the Downtown Specific Plan area.

3. Based on the results of the parking study identified in Step B.2, determine where future public parking supply should be added due to high demand or anticipated redevelopment of existing at-grade lots. Reserve potential locations for future public parking structures. Proceed with initial planning, financing, and designing of a new public parking structure where demand is anticipated to be greatest.

C. SHORT-TERM IMPLEMENTATION: 2008-2009

*Implemented upon certification of the DTSP by the California Coastal Commission and then by resolution or ordinance of the City Council:*

1. Implement new code and parking regulations for all new development in the Downtown Specific Plan within the Coastal Zone that:
   a. Reduces minimum parking requirements to levels that reflect urban demand in a downtown district; and
   b. Expands applicability of the existing in-lieu parking fee program to all new development.

D. MID-TERM IMPLEMENTATION: 2008-2011

*Implemented by resolution or ordinance of the City Council:*

1. Require residential parking costs to be “unbundled” from the cost of the housing itself.

2. Form a Commercial Parking Benefit District that dedicates parking revenue to public improvements and services within the Downtown Specific Plan area only. Potential net revenue uses include landscaping, trash receptacles and collection service, street cleaning, pedestrian-scaled lighting, transit and bicycle infrastructure, and management of Downtown transportation amenities and infrastructure.

3. Implement a paid parking program to achieve Downtown revitalization goals, including improved urban design, cleanliness, safety and economic vitality. Paid parking program would be established in areas identified in Step B.2, and north of Highway 101. Public parking supply south of Highway 101 is not subject to the regulations of this Downtown Parking Management Program.

4. Establish Residential Parking Benefit Districts to prevent unwanted spillover parking in adjacent residential neighborhoods.

5. Require all employers in the Downtown Specific Plan area to offer employees the option to “cash out” the cost, if applicable, of a parking space provided by the employer. Parking spaces paid for by employers are made available to employees as a Transportation Fringe Benefit to promote use of alternative transportation methods2.

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2 Current state law (§43845 of the California Health and Safety Code) already requires employers with over 50 employees to offer the parking cash-out.
II. MANAGING PARKING SUPPLY

WHAT IS A “PARK ONCE” STRATEGY?
Managing the supply of private and public parking will reduce the long-term cost of having to build more supply than is needed to support a successful, economically viable and sustainable downtown. Through efficient utilization and management of the current and future supply of parking, the City will ensure that sufficient parking is available for residents and visitors to Downtown Ventura. To generate economic vitality in Downtown, we will create an environment that enables a visitor to easily find parking such that he or she can park upon arrival in Downtown and then shop, dine or be entertained without having to get back in the car. This is called the “Park Once” strategy and it is implemented by:

• Managing parking supply as a public utility, just like streets and sewers, to maximize the efficiency of existing parking and provide public parking in strategically-placed, city-managed lots and structures; and
• Encouraging existing private commercial parking to be shared among different land uses so that spaces are available to the public when not serving private commercial use.

Operating the downtown parking supply as a single shared pool results in significant savings in daily vehicle trips, air emissions and costly provision of parking spaces, for three reasons:

1. Those arriving by car can easily follow a “park once” pattern: they park their car just once and complete multiple daily tasks on foot, or by using local transit, before returning to their car.
2. Spaces can be efficiently shared between uses with different peak hours, peak days, and peak seasons of parking demand (such as office, restaurant, retail and entertainment uses).
3. The parking supply can be sized to meet average parking loads (instead of the worst-case parking ratios needed for isolated suburban buildings), since the common supply allows shops and offices with above-average demand to be balanced by shops and offices that have below-average demand or are temporarily vacant.

E. LONG-TERM IMPLEMENTATION: 2011 AND BEYOND

Implemented upon success of Steps A through D:

1. Use net parking revenue from the Commercial Parking Benefit Districts to fund long-term transportation and parking demand management programs and incentives, and street improvements within the Downtown Specific Plan area, including:
   a. Provide universal transit passes for all residents and employees in the Commercial Parking Benefit District; and
   b. Establish a car sharing program with one or more convenient and highly-visible “pods” located in Downtown Specific Plan area.

2. Construct additional parking supply, such as parking structures, when Downtown peak parking occupancy regularly and consistently exceeds 80% in the Downtown Core. Parking supply shall be located as identified in Step B.2.

3. Through Development Code revisions, continue to reduce parking requirements in a phased approach as parking supply balances with parking demand. Allow further reductions for projects that incorporate transportation and parking demand management strategies.

4. Once parking resources are sufficiently shared to meet demand and future supply needs are funded, remove minimum parking requirements in a phase approach.

5. Perform ongoing monitoring, supply and demand analyses, and program operation.

6. Require new mixed-use developments to provide common transportation amenities such as transit passes, bicycles, personal mobility devices, scooters, neighborhood use vehicles, and shared cars in proportion to the size of the development.

7. Perform ongoing monitoring, supply and demand analyses, and program operation.
Overall, the benefits of implementing a “Park Once” strategy for the entire Downtown include:

- A welcoming environment for customers and visitors through removal of confusing time and "no re-park" restriction signs scattered throughout Downtown.
- Greater urban design and redevelopment opportunities by consolidating the parking supply into strategically placed lots and new larger, more space-efficient (and therefore more cost-effective) structures.
- Finally, and perhaps most importantly, by transforming motorists into pedestrians, who walk instead of drive to different downtown destinations. A “park once” strategy is an immediate generator of pedestrian life, creating crowds of people who animate public life on the streets and generate patrons for street-oriented retail businesses and restaurants.

The strategy to initiate a "Park Once" environment is addressed in this Downtown Parking Management Program as a comprehensive series of actions and policies to manage both parking supply and demand.

POLICIES AND ACTIONS

The following parking supply management policies and actions will be implemented, in concert with policies and actions to manage parking demand, to meet the eight overall Downtown Specific Plan Goals. The following actions are summarized in Section I. Implementation Plan Summary in chronological order of implementation. For this Section, they are organized under pertinent policy statements.

Policy S1: Reduce and Eventually Remove Minimum Parking Requirements.

**Action S1.1:** Implement new code and parking regulations for all new development in the Downtown Specific Plan area that reduces minimum parking requirements to levels that reflect urban demand in a downtown district.

**Action S1.2:** Implement new code and parking regulations for all new development in the Downtown Specific Plan area that expands applicability of the existing in-lieu parking fee program to all new development.

**Action S1.3:** Through Development Code revisions, continue to reduce parking requirements in a phased approach as parking supply balances with parking demand. Allow further reductions for projects that incorporate transportation and parking demand management strategies.

**Action S1.4:** Once parking resources are sufficiently shared to meet demand and future supply needs are funded, remove minimum parking requirements in a phased approach.

Policy S2: Implement a “Park Once” Strategy for the Downtown Specific Plan area.

**Action S2.1:** Complete a study of existing parking supply and demand for all public on-street, public off-street, and private parking lots and structures in the Downtown Specific Plan area.

**Action S2.2:** Based on the results of the parking study identified in Action S2.1, determine where future public parking supply should be added due to high demand or anticipated redevelopment of existing at-grade lots. Reserve potential locations for future public parking structures. Proceed with initial planning, financing, and designing of a new public parking structure where demand is anticipated to be greatest.

**Action S2.3:** Construct additional parking supply, such as parking structures, when Downtown peak parking occupancy regularly and consistently exceeds 80% in the Downtown Core. Parking supply shall be located as identified in Action S2.1.

Policy S3: Form commercial and residential parking benefit districts.

**Action S3.1:** Form a Commercial Parking Benefit District that dedicates parking revenue to public improvements and services within the Downtown Specific Plan area only. Potential net revenue uses include landscaping, trash receptacles and collection service, street cleaning, pedestrian-scaled lighting, transit and bicycle infrastructure, and management of Downtown transportation amenities and infrastructure.

**Action S3.2:** Implement a paid parking program to achieve Downtown revitalization goals, including improved urban design, cleanliness, safety and economic vitality. (Paid parking would be established in areas identified in Action S2.1, and north of Highway...
101. Public parking supply south of Highway 101 is not subject to the regulations of this Downtown Parking Management Program.)

**Action S3.3:** Establish Residential Parking Benefit Districts to prevent unwanted spillover parking in adjacent residential neighborhoods

**RATIONALE FOR ACTIONS**

**Action S1.1:** Implement new code and parking regulations for all new development in the Downtown Specific Plan area that reduces minimum parking requirements to levels that reflect urban demand in a downtown district.

Timing: Concurrent with DTSP adoption (2007) and ongoing

Reducing and eventually removing minimum parking requirements will remove barriers to new development, encourage efficiently shared public parking, and create a healthy market for Downtown parking, where parking spaces are bought, sold, rented and leased like any other commodity.

Minimum parking requirements have emerged as one of the biggest obstacles to many cities’ efforts to encourage new residential and commercial development in their revitalizing downtown areas. As UCLA professor Don Shoup describes it, “Parking requirements cause great harm; they subsidize cars, distort transportation choices, warp urban form, increase housing costs, burden low-income households, debase urban design, damage the economy, and degrade the environment… Off-street parking requirements also cost a lot of money, although this cost is hidden in higher prices for everything except parking itself.”

Minimum parking requirements currently serve to prevent spillover parking, the phenomenon of commuters filling up all of the parking spaces on a downtown’s streets, and then spilling over into adjacent residential areas. However, once the actions in this program are implemented, market rate prices for on-street parking in the Downtown Core will ensure that ample vacancies exist on the street directly in front of businesses. In the adjacent residential neighborhoods, the mechanism of residential parking benefit districts will ensure that unwanted spill over parking is prevented there as well. Once these two key program actions have been implemented, imposing minimum parking requirements becomes superfluous.

Ventura’s existing minimum parking requirements often require more than one square foot of parking area for every square foot of building. And the minimum parking requirements for downtown often require more parking than building, and this is especially true for uses that help create vibrancy and life downtown (restaurants, night clubs, etc). Removing these requirements, and the interim step of reducing them to levels appropriate to a traditional downtown, can greatly improve urban design, while making it possible to build many projects that were previously infeasible.

After minimum parking requirements have been reduced – and after the recommendations in this plan to prevent spillover parking have been successfully implemented – minimum parking requirements for all new development in the Downtown Plan Specific will be removed. Doing so will provide numerous rewards, allowing Ventura to achieve its goals of a more walkable and transit oriented downtown, a healthier economy and environment, lower housing costs and better urban design.

While the necessary strategies to prevent spillover parking are being established, minimum parking requirements for downtown Ventura will be reduced to rates that reflect the actual demand observed in similar mixed-use downtowns.

**New Minimum Parking Requirements**

The 2000 Census shows that residents of Downtown own substantially fewer vehicles per household than both the national average and the citywide average; this pattern holds true for both rental units and ownership units. Among homeowners in the Downtown, the average household owns 1.48 vehicles, while among renters the average household has just 0.72 vehicles. To reflect this difference in vehicle ownership rates, the minimum parking requirements included in the Development Code (Chapter III) have been revised. The new minimum parking requirements are as follows:

1. Nonresidential Parking requirements: 2 parking spaces per 1,000 square feet.

3 See Actions S3.1 through S3.3 for a description of the proposed parking benefit districts.
The establishment of a single, “blended” ratio for all nonresidential land uses serves two purposes: (1) it reflects the typical average demand for observed for Downtown Ventura uses in comparable downtowns; and (2) it makes it possible for land uses to change freely over time within a building, as property owner’s needs and economic demands change.

2. Residential parking requirements: 1 parking space per 1,500 square feet.
   a. No parking spaces required for single-room occupancy (SRO) units

Additionally, the following parking provisions are established:

• Except for designated disabled parking spaces, no parking spaces for any use in the Downtown Specific Plan area are required to be individually accessible (e.g., tandem, stacking, and valet parking are permitted by right to satisfy the minimum parking requirements).

• Shared on-site parking between land uses with different periods of peak parking demand are allowed for all uses in the Downtown Specific Plan area. Shared on-site parking is allowed to satisfy 100% of the minimum parking requirement for each use at the approval of the Community Development Director.

• Off-site parking is allowed, within 1,250 feet, to satisfy 100% of the minimum parking requirement for each use at the approval of the Community Development Director. Off-site parking located further than 1,250 feet may be allowed at the approval of the Community Development Director.

• The incorporation of transportation and parking demand management strategies to justify a reduced amount of parking will be allowed at the approval of the Community Development Director.

The current option to pay a fee in-lieu of providing on-site parking will be expanded to apply to all development types within the Downtown Specific Plan area. Payment of the in-lieu parking fee for each required space would be allowed to satisfy 100% of the minimum parking requirement. The in-lieu revenue generated by the program will be used to fund parking and transportation management strategies contained in this plan.

Action S1.3: Through Development Code revisions, continue to reduce parking requirements in a phased approach as parking supply balances with parking demand. Allow further reductions for projects that incorporate transportation and parking demand management strategies.

Timing: Long-term (2011 and beyond)

For greater explanation of the rationale and benefit of reducing minimum parking requirements, see also the description for Action S1.2.

Action S1.4: Once parking resources are sufficiently shared to meet demand and future supply needs are funded, remove minimum parking requirements in a phased approach.

Timing: Long-term (2011 and beyond)

After market-rate pricing has been instituted for Downtown’s on-street parking and residential parking benefit districts have been established, the City will be able to remove minimum parking requirements in the Downtown Specific Plan area. For greater explanation of the rationale and benefit of reducing and eliminating minimum parking requirements, see the description for Action S1.2.

Action S1.2: Implement new code and parking regulations for all new development in the Downtown Specific Plan area that expands applicability of the existing in-lieu parking fee program to all new development.


Action S2.1: Complete a study of existing parking supply and demand for all public on-street, public off-street, and private parking lots and structures in the Downtown Specific Plan area.


A regularly updated analysis of parking supply and demand is required to maximize the efficient siting and management of the parking supply. Until management
systems such as parking meters and kiosks are in place that can monitor parking utilization on a daily basis, a regular update of on-street and off-street parking supply and utilization is required.

**Action S2.2: Based on the results of the parking study identified in Action S2.1, determine where future public parking supply should be added due to high demand or anticipated redevelopment of existing at-grade lots. Reserve potential locations for future public parking structures. Proceed with initial planning, financing, and designing of a new public parking structure where demand is anticipated to be greatest.**


Because the funding, planning and design efforts required to construct a public parking structure take many years to complete, these steps must be initiated in advance of actual need and as early as possible. That way, the City will be able to provide adequate parking once surface lots are converted to new uses and the Downtown occupancy rates demonstrate that additional parking supply is needed.

**Action S2.3: Construct additional parking supply, such as parking structures, when Downtown peak parking occupancy regularly and consistently exceeds 80% in the Downtown Core. Parking supply shall be located as identified in Action S2.1.**

Timing: Long-term (2011 and beyond)

Construction of a City-funded public parking structure takes years of planning and fund raising, which is why the planning for such structures will take place beginning in 2007. The actual construction of a new structure should be underway by 2011 or should begin when occupancy regularly exceeds 80% in order to maintain and not exceed 85% occupancy in the Downtown Core.

**Action S3.1: Form a Commercial Parking Benefit District that dedicates parking revenue to public improvements and services within the Downtown Specific Plan area only. Potential net revenue uses include landscaping, trash receptacles and collection service, street cleaning, pedestrian-scaled lighting, transit and bicycle infrastructure, and management of Downtown transportation amenities and infrastructure.**

Timing: Mid-term (2008-2011)

Always available, convenient, on-street customer parking is of primary importance for ground-level retail to succeed. To create vacancies and rapid turnover in the best, most convenient, front door parking spaces, it is crucial to have price incentives to persuade some drivers to park in the less convenient spaces (on upper floors of a parking structure or in a lot a block or two away): higher prices for the best spots, cheap or free for the less convenient, currently underused lots. The sequential steps necessary to accomplish this include:

1. Create both commercial and residential parking benefit districts

Creation of both commercial and residential parking benefit districts will manage supply and demand by putting customers first to create vacancies and turnover of the most convenient “front door” curb parking spaces to ensure availability for customers and visitors. The Districts will also provide revenues necessary to increase the supply of shared public parking and improve the public realm.

2. Amend existing downtown commercial parking districts

There are currently two downtown commercial parking districts that were established in the 1950’s. They have a long history and may have remaining obligations that should be addressed. Currently, the two districts are the only Downtown areas in which in lieu fees may be collected.

3. Implement paid parking (see Action S3.2)

**Action S3.2: Implement a paid parking program to achieve Downtown revitalization goals, including improved urban design, cleanliness, safety and economic vitality.**

Paid parking would be established in areas identified in Action S2.1, and north of Highway 101. Public parking supply south of Highway 101 is not subject to the regulations of this Downtown Parking Management Program.

Timing: Mid-term (2008-2011)
Multi-space, pay-by-space parking meters will be installed in the core commercial area of downtown. Meter locations will be finalized through analysis of existing parking supply and demand conditions identified in the parking study per Action S2.1.

- Multi-space meters control 10-20 parking spaces, resulting in just one or two meters per block face.
- Meters will accept multiple forms of payment (coins, credit cards, etc.) and may allow the user to extend time from any other meter, or by cell phone, to provide ease of use.
- Meters will be solar powered and centrally networked with wireless technology, to reduce operation costs and improve parking management and pricing decisions.
- Implement a “pay-by-space” payment system which allows motorists to park, pay, and go (not pay-and-display, which requires customer to return to vehicle to display a receipt and can contribute to litter problems)

Parking prices will be set at rates that create a 15% vacancy rate on each block.

Motorists can be thought of as falling into two primary categories: bargain hunters and convenience seekers. Convenience seekers are more willing to pay for an available front door spot. Many shoppers and diners are convenience seekers: they are typically less sensitive to parking charges because they stay for relatively short periods of time, meaning that they will accumulate less of a fee than an employee or other all-day visitor. By contrast, many long-stay parkers, such as employees, find it more worthwhile to walk a block to save on eight hours worth of parking fees. With proper pricing, the bargain hunters will choose currently underutilized lots, leaving the prime spots available for those convenience seekers who are willing to spend a bit more. For Downtown merchants, it is important to make prime spots available for both those who are willing to pay a small fee to park are also those who are willing to spend money in downtown stores and restaurants.

If prices are used to create vacancies and turnover in the prime parking spots, then what is the right price? An ideal occupancy rate is 85% at even the busiest hour, a rate that leaves about one out of every seven spaces available, or approximately two empty spaces on each block face. This provides enough vacancies that visitors can easily find a spot near their destination when they first arrive. For each block and each parking lot in Downtown, the right price is the price that will achieve this goal. This means that pricing should not be uniform: the most desirable spaces need higher prices, while less convenient lots are cheap or may even be free. Prices should also vary by time of day and day of week: for example, higher at noon, and lower at midnight.

Ideally, parking occupancy for each block and lot should be monitored carefully, and prices adjusted regularly to keep enough spaces available. In short, prices should be set at market rate, according to demand, so that just enough spaces are always available. Professor Donald Shoup of UCLA advocates setting prices for parking according to the “Goldilocks Principle”:

The price is too high if many spaces are vacant, and too low if no spaces are vacant. Children learn that porridge shouldn’t be too hot or too cold, and that beds shouldn’t be too soft or too firm. Likewise, the price of curb parking shouldn’t be too high or too low. When about 15 percent of curb spaces are vacant, the price is just right. What alternative price could be better?

If this principle is followed, then there need be no fear that pricing parking will drive customers away. After all, when the front-door parking spots at the curb are entirely full, under-pricing parking cannot create more curb parking spaces for customers, because it cannot create more spaces. And, if the initial parking meter rate on a block is accidentally set too high, so that there are too many vacancies, then a policy goal of achieving an 85% occupancy rate will result in lowering the parking rate until the parking is once again well used (including making parking free, if need be).

Time limits and all-day loading zones will be eliminated.

Once a policy of market rate pricing is adopted, with the goal of achieving an 85% occupancy rate on each block, even at the busiest hours, then time limits can actually be eliminated. With their elimination, much of the worry and “ticket anxiety” for downtown customers disappears. There will always be spaces available to park.
III. MANAGING PARKING DEMAND

Managing the demand for parking will allow current investment of parking supply to be utilized more efficiently, thereby reducing the long-term cost of having to build more supply than is needed to support a successful, sustainable downtown. The following set of parking demand management policies and actions will be implemented, in concert with policies and actions to manage parking supply, to meet the eight overall Downtown Specific Plan Goals. The following actions are summarized in Section I. Implementation Plan Summary in chronological order of implementation. For this Section, they are organized under pertinent policy statements.

POLICIES AND ACTIONS

Policy D1: Manage the demand for public and private parking.

Action D1.1: Implement new code and parking regulations for all new development in the Downtown Specific Plan area that requires residential parking costs to be “unbundled” from the cost of the housing itself.

Action D1.2: Hire new parking management staff (or contractors) to implement the requirements of this plan and perform ongoing monitoring and supply and demand analyses.

Action D1.3: Require all employers in the Downtown Specific Plan area to offer employees the option to “cash out” the cost, if applicable, of a parking space provided by the employer. Parking spaces paid for by employers are made available to employees as a Transportation Fringe Benefit to promote use of alternative transportation methods.

Action S3.3: Establish Residential Parking Benefit Districts to prevent unwanted spillover parking in adjacent residential neighborhoods.

Timing: Mid-term (2008-2011)

Once the Commercial Benefit District is established some existing residents inside of the district boundaries will have no readily available, free off-site parking. As the City transitions from a downtown with free parking to one with market driven parking pricing, a short term parking permit arrangement will be established to handle the transition. The permit will give existing residents who do not have any available on-site or alternative parking the ability to park in a designated lot.
Policy D2: Invest a portion of net parking revenues in transportation demand management strategies.

Action D2.1: Use net parking revenue from the Commercial Parking Benefit Districts to fund street improvements and long-term transportation and parking demand management programs and incentives within the Downtown Specific Plan area, including:

a. Universal transit passes for all residents and employees in the Commercial Parking Benefit District; and

b. A car sharing program with one or more convenient and highly-visible “pods” located in Downtown Specific Plan area.

RATIONALE FOR ACTIONS

Action D1.1: Implement new code and parking regulations for all new development in the Downtown Specific Plan area that requires residential parking costs to be “unbundled” from the cost of the housing itself.

Timing: Concurrent with DTSP adoption (2007)

The City will require that all new residential development “unbundle” the full cost of providing parking from the cost of the housing itself to create a separate charge for use of the parking spaces.

Parking costs are generally included in the sale or rental price of housing. But although the cost of parking is often hidden in this way, parking is never free. Everyone pays for parking, but almost nobody pays directly. Each parking space can cost upwards of $31,000 to build new and is usually already included in the purchase price of the residential unit. Unbundling parking provides a financial reward to households who decide to dispense with one or more of their cars, and helps attract those who wish to live in a transit-oriented neighborhood where it is possible to live well with only one car, or even no car, per household.

Allowing this choice can provide a substantial financial benefit. For example, among downtown Ventura households earning less than $25,000 per year, more than 40% have no car, and more than 70% have one car or fewer. Unbundling parking costs means that these households no longer have to pay for parking spaces that they may not be able to use or afford.

Charging separately for parking is also the single most effective strategy to encourage households to own fewer cars, and rely more on walking, bicycling and using public transit (especially when coupled with universal transit passes). According to one study, unbundling residential parking can significantly reduce household vehicle ownership and parking demand by as much as 35% depending on the monthly cost of the parking space.

Action D1.2: Hire new parking management staff (or contractors) to implement the requirements of this plan and perform ongoing monitoring and supply and demand analyses.


Action D1.3: Require all employers in the Downtown Specific Plan area to offer employees the option to “cash out” the cost, if applicable, of a parking space provided by the employer. Parking spaces paid for by employers are made available to employees as a Transportation Fringe Benefit to promote use of alternative transportation methods.

Timing: Mid-term (2008-2011)

Requiring all new and existing employers that provide subsidized employee parking to offer their employees the option to “cash out” their parking subsidy will lower parking demand. Many employers in downtown (including the City itself) provide free private parking for their employees. Under a parking cash out requirement, employers will be able to continue this practice on the condition that they offer the cash value of the parking subsidy to any employee who does not drive to work.

The cash value of the parking subsidy would be offered in one of two forms:

- A transit/vanpool subsidy equal to the value of the parking subsidy (of which up to $105 is tax-free for both employer and employee)
- A taxable carpool/walk/bike subsidy equal to the value of the parking subsidy

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5 Current state law (§43845 of the California Health and Safety Code) already requires employers with over 50 employees to offer the parking cash out.
Employees who opt to cash out their parking subsidies would not be eligible to receive free parking from the employer, and would be responsible for paying to park on days when they drive to work even if there is no pay mechanism.

**BENEFITS OF PARKING CASH OUT**

- Provides an equal transportation subsidy to employees who ride transit, carpool, vanpool, walk or bicycle to work. The benefit is particularly valuable to low-income employees, who are less likely to drive to work alone.

- Provides a low-cost fringe benefit that can help individual businesses recruit and retain employees.

- Employers report that parking cash-out requirements are simple to administer and enforce, typically requiring just one to two minutes per employee per month to administer.

In addition to these benefits, the primary benefit of a parking cash out program is their proven effect on reducing auto congestion and parking demand. Studies that illustrate programs implemented in cities, colleges, and by individual employers, covering tens of thousands of employees and hundreds of firms show that, even in suburban locations with little or no transit, financial incentives can substantially reduce parking demand. On average, a financial incentive of $70 per month reduced parking demand by over one-quarter. At the University of Washington, a financial incentive of just $18 per month reduced parking demand by 24 percent.

State Law currently requires the employer to provide a cash allowance to an employee if the employer has an out-of-pocket expense to provide parking for its employees. For instance, the office building that is planned on being built at 60 California Street has entered into an agreement with the City to lease spaces in the City’s Santa Clara Street Parking structure. If the owner of the building passes on the monthly per space lease cost of the parking to a tenant, the tenant (employer) is required to provide a subsidy to any employee that does not use one of the leasable spaces, provided that the employer receives a credit for the unused space.

However, to achieve the full potential of parking cash-out programs, Ventura would adopt local legislation that extends parking cash out requirements to all employers in the Downtown Specific Plan area who provide free/reduced price parking to their employees, including both those who own or lease their parking. The ordinance would require that any downtown employers that provide subsidized parking to one or more of their employees must provide all their employees with the option to “cash out” their employee parking by taking the cash value of the parking subsidy. To establish the value of parking, the ordinance would define the market value of parking downtown using the most recent estimate of the cost to add additional parking spaces to downtown, including both the opportunity costs of land, and the cost to build operate and maintain parking itself. This figure currently stands at $188 per month.

In order to enforce this parking cash out requirement, the City would have to require employers to provide proof of compliance (via an affidavit signed by a company officer) at the same time that they receive/renew their business license or pay their annual business taxes. This method ensures that all employers are in compliance with parking cash out requirements on an ongoing basis, rather than limiting proof of compliance to a one-time enforcement for employers occupying new or renovated commercial buildings.

**Action D2.1:** Use net parking revenue from the Commercial Parking Benefit Districts to fund street improvements and long-term transportation and parking demand management programs and incentives, within the Downtown Specific Plan area, including:

- Universal transit passes for all residents and employees in the Commercial Parking Benefit District; and

- A car sharing program with one or more convenient and highly-visible “pods” located in Downtown Specific Plan area.

**Timing:** Long-term (2011 and beyond)

**EXAMPLE PARKING DEMAND MANAGEMENT PROGRAMS AND INCENTIVES**

It can often be cheaper to reduce some of the parking demand than to only construct new parking. The City will invest in the most cost-effective mix of transportation modes for access to downtown, including both public parking and transportation demand management strategies. By investing in the following package of demand-reduction strategies, the City will cost-
effectively reduce parking demand in downtown (and the resulting traffic volumes) by one quarter to one third. A portion of parking revenues (and other fees, grants, and/or transportation funds, when available) will be used to establish a full menu of transportation programs for the benefit of all downtown residents and employers. These programs may include:

- Carpool & Vanpool Incentives. The City will work with the Ventura County Transportation Commission's Rideshare program to provide ridesharing services, such as a carpool and vanpool incentives, customized ride-matching services, a Guaranteed Ride Home program (offering a limited number of emergency rides home), and an active marketing program to advertise the services to employees and residents.

- Pedestrian and Bicycle Facilities. Sidewalk and street crossing improvements will make walking safer and more desirable. Increased bicycle facilities including a centralized location for secure bike parking, clothes lockers, and shower facilities.

- Transportation Resource Center. An information center will be established to provide personalized information on transit routes and schedules, carpool and vanpool programs, bicycle routes and facilities and other transportation options. The center may take a variety of forms from an actual physical storefront to on-line based virtual resource center.

Employees commuting to Downtown already have lower drive alone rates than employees who work elsewhere in Ventura (60% compared to 66%) and commute by transit, bike, and on foot at twice the rate of employees commuting to other areas of Ventura. With a focused effort, and genuine financial incentives, the share can be increased.

Commute Mode for Downtown Employees

<table>
<thead>
<tr>
<th>Commute Mode</th>
<th>Downtown</th>
<th>Citywide</th>
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<tbody>
<tr>
<td>Drive Alone</td>
<td>60%</td>
<td>66%</td>
</tr>
<tr>
<td>Carpool</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Transit</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Bike / Walk</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Worked at home</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Total Non-Drive Alone</td>
<td>21%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: 2000 US Census Transportation Planning Package

Universal transit passes for all residents and employees in the Commercial Parking Benefit District.

A universal transit pass program provides free, unlimited ride transit passes for every employee and resident of the Downtown Specific Plan area. The annual passes will be purchased by the Parking Benefit District from the transit operators (SCAT and VISTA). Universal transit passes will not only reduce parking demand, but will provide public transit systems with a stable source of income, while helping increase ridership.

A review of existing universal transit pass programs found that the annual per employee fees are between 1% and 17% of the retail price for an equivalent annual transit pass. The principle of employee and/or residential transit passes is similar to that of group insurance plans – transit agencies can offer deep bulk discounts when selling passes to a large group, with universal enrollment, on the basis that not all those offered the pass will actually use them regularly.

An example of a universal transit pass is the Eco-Pass program in downtown Boulder, which provides free transit on Denver's Regional Transportation District (RTD) light rail and buses to more than 7500 employees, employed by 700 different businesses in downtown Boulder. To fund this program, Boulder's downtown parking benefit district pays a flat fee for each employee who is enrolled in the program, regardless of whether the employee actually rides transit. Because every single employee in the downtown is enrolled in the program, the Regional Transportation District in turn provides the transit passes at a deep bulk discount.

Universal transit passes provide multiple benefits for riders, the City, and transit providers as listed below:

For transit riders:

- Free access to transit (e.g., eliminating the current $1.25 per ride or $41 per month South Coast area transit pass price)
- Rewards existing riders, attracts new ones
- For employees who drive, making public transit free can effectively create demand for existing transit routes that provide convenient park-and-ride shuttles to existing under-utilized remote parking areas.
Many cities and institutions have found that trying to provide additional parking spaces costs much more than reducing parking demand by simply providing everyone with a free transit pass. For example, a study of UCLA’s universal transit pass program found that a new parking space costs more than 3 times as much as a free transit pass ($223/month versus $71/month).

In addition, on-street parking spaces formerly taken by residents’ autos free up more spaces for short-term parkers. This can provide additional parking revenue to pay for improvements in the Commercial Parking Benefit District. For example, the same study of UCLA’s universal transit pass program mentioned above found that an hourly space on-campus generates 30% more revenue than a monthly space if used 50% of the time and 149% more revenue than a monthly space if used 100% of the time.

Purchase of a universal transit pass program for all downtown employees and existing residents will be funded through some combination of the following funding sources:

- Parking revenue
- Grants from environmental, public health, traffic mitigation sources (grants usually funds pilot projects)
- Local Transportation Development Act (TDA) funds

In implementing a universal transit pass program, the City will emphasize:

- Universal coverage for all residents, which will allow for a lower per rider costs and a deeper discount to be offered
- Automatic opt-in, which lowers sign-up barriers and encourages greater participation and ridership gains
- Plan for targeted transit service improvements to further encourage usage of the universal transit pass and/or to respond to increased ridership after the program is launched

Car Sharing Program

The City of Ventura will establish a car sharing service with one or more shared vehicle “pods” strategically located in the Downtown Specific Plan area. In order
to help establish a car sharing service, the City will establish a car sharing program concurrent with the launch of the a transit pass program and include the following strategies:

- Replace some existing city-owned fleet vehicles with car sharing cars.
- Partially or fully subsidize operation costs for a specified term.
- Require developers to pay into a car-share start-up fund.
- Provide other incentives, such as:
  - Offering convenient and visible spaces in downtown public parking facilities to car sharing providers for locating car sharing “pods”.
  - Requiring developers of large downtown projects to offer car sharing operators the right of first refusal for a limited number of parking spaces
  - Offering city employees discounted annual car sharing memberships.

National car sharing operators using telephone and Internet-based reservation systems, allow for a hassle-free way to rent cars by the hour, with members receiving a single bill at the end of the month for all their usage. The shared cars are located at convenient neighborhood “pods”.

This strategy has proven successful in reducing both household vehicle ownership and the percentage of employees who drive alone because of the need to have a car for errands during the workday. As a result, car sharing can be an important tool to reduce parking demand.

For residents, car sharing reduces the need to own a vehicle, particularly a second or third car. Recent surveys have shown that more than half of car-share users have sold at least one vehicle since joining a program in the San Francisco Bay Area. For employees, car sharing allows them to take transit to work, since they will have a vehicle available for errands during the day.

Dedicate Parking Revenues to Public Improvements and Public Services that Benefit the Downtown Specific Plan Area

Revenues from paid parking in the Commercial Parking Benefit District will fund public improvements that benefit the Downtown Specific Plan area. (“Revenues” means total parking revenues from the area, less revenue collection costs, such as purchase and operation of the meters, enforcement and the administration of the district.) Downtown parking revenues need to be spent for the benefit of the Downtown on projects that merchants and property owners have had a choice in deciding rather than having the parking revenues disappear into the General Fund. Bonding against future revenue (i.e. issuing revenue bonds) will enable to fund larger capital projects (including the cost of the meters) in the early stages of implementing the Commercial Parking Benefit District.

To ensure such continuing support for a Commercial Parking Benefit District, and for continuing to charge fair market rates for parking, it is crucial to give downtown stakeholders a strong voice in setting policies for the district, deciding how downtown parking revenues should be spent, and overseeing the operation of district to ensure that the monies collected from their customers are spent wisely.

Establish a Parking Advisory Board

To accomplish this, the City Council should establish an advisory board, similar to the City of Pasadena’s Parking Meter Revenue Advisory Board, which advises the City Council on policies, rates and expenditures of meter revenues. City Council would appoint the members of the Advisory Board, with the recommended composition including City staff, Downtown business and property owners and other Downtown community leaders. In particular, the Advisory Board should advise City Council how the community would like the meter revenue spent in downtown. The City Council will retain final approval over all expenditures.
### Table V-1

<table>
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<th>Project Number</th>
<th>Project Description</th>
<th>Responsible Agency/Dept.</th>
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<th>Total Estimated Project Cost</th>
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### Table V-1

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<tr>
<td>72061</td>
<td>California Plaza Repairs</td>
<td>Public Works</td>
<td>2008-09</td>
<td>$300,000</td>
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<tr>
<td>72063</td>
<td>Downtown Tree Well Electrical System Replacem</td>
<td>Public Works</td>
<td>2008-09</td>
<td>$300,000</td>
<td>CIP General</td>
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<tr>
<td>78004</td>
<td>ADA - Ortega Adobe and Olivas Adobe</td>
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<td>2010-11</td>
<td>$517,500</td>
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<tr>
<td>93980</td>
<td>Pomenade Beach Stairs and Sea-wall</td>
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<td>2008-09</td>
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<td>94664</td>
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<td>(none)</td>
<td>New Parking Structure</td>
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<td>2011 +</td>
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<td>RDA, Development Impact Fee</td>
<td>Funding Partially Identified</td>
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## DOWNTOWN 2006-2011 CAPITAL IMPROVEMENT PROJECTS

### Table V-1

<table>
<thead>
<tr>
<th>Project</th>
<th>Project Description</th>
<th>Responsible Agency/Dept.</th>
<th>Completion (If funded) FY</th>
<th>Total Estimated Project Cost</th>
<th>Funding Source</th>
<th>Funding Identification</th>
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<tr>
<td>92865</td>
<td>Seaside Wilderness Park Enhancement</td>
<td>Public Works</td>
<td>2007-08</td>
<td>$610,540</td>
<td>Grant (CIP General)</td>
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<td>92895</td>
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<td>93014</td>
<td>Cemetery Memorial Park Improvement</td>
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<td>2007-08</td>
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<td>93959</td>
<td>Surfers Point Improvements</td>
<td>Public Works</td>
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<td>72018</td>
<td>Mission Park Restroom Renovation</td>
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<tr>
<td>79119</td>
<td>City Hall Art Gallery Improvements</td>
<td>Comm Services</td>
<td>2008-09</td>
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<td>98150</td>
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<td>98158</td>
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<td>Project Number</td>
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<td>Completion (If funded) FY</td>
<td>Total Estimated Project Cost</td>
<td>Funding Source</td>
<td>Funding Identification</td>
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<td>72024</td>
<td>ASM - Downtown</td>
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<td>2008-09</td>
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<td>ASM - Olive Street Resurfacing</td>
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<td>91894</td>
<td>California Street Bridge Upgrade</td>
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<td>2007-08</td>
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<td>91911</td>
<td>Figueroa Street Underpass</td>
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<td>71010</td>
<td>City Parking Lot Irrigation &amp; Landscape Upgrade</td>
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<tr>
<td>99885</td>
<td>Oak Street Improvements</td>
<td>Redevelopment Agency</td>
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<td>Redevelopment Agency</td>
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<td>WASTEWATER UTILITY</td>
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<tr>
<td>96880</td>
<td>Sewer Capacity Upgrades</td>
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<td>96885</td>
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<tr>
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<td>2005 Sewer Lining and Manhole Rehabilitation</td>
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<td>2007-08</td>
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<td>96886</td>
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<td>WATER UTILITY</td>
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<td>97901</td>
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<td>Public Works</td>
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<td>97887</td>
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## SUMMARY OF ACTIONS

### Table V-2

<table>
<thead>
<tr>
<th>Number</th>
<th>Action</th>
<th>Lead Agency / Dept.</th>
<th>Support Agency / Dept.</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VENTURA'S UNIQUE CHARACTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1.1    | Conduct an historical survey of Downtown properties in accordance with National Register Bulletin #24 Guidelines for Local Surveys: A Basis for Preservation Planning that includes the following:  
1. Inventory of above ground historic, architectural and cultural resources;  
2. Inventory of below ground prehistoric, historic and cultural resources;  
3. Inventory of potentially significant historic districts that classifies buildings according to categories of importance, which may include the following:  
   a. Individually significant buildings, e.g. local landmarks including points of interest and contributing buildings, national historic landmarks or those listed in the National Register of Historic Places or state register.  
   b. Contributing buildings - buildings of importance to the understanding of an identified historic district.  
   c. Non-contributing buildings - buildings located within an identified historic district that do not contribute to the understanding of the district and/or are not individually historically or culturally significant. | CD                    | --                    | Estimated completion Fall 2007 |
| 1.2    | Require all new development on a lot containing a Historic Resource to be reviewed by the Historic Preservation Committee for compliance with this plan's Historic Resource Design Guidelines and the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties. | CD                    | --                    | Ongoing                   |
| 1.3    | Require all new development contiguous to a lot containing a Historic Resource to be reviewed by the Historic Preservation Committee (HPC) for compliance with this plan's Historic Resource Design Guidelines and by the Design Review Committee (DRC) for compliance with the Development Code. | CD                    | --                    | Ongoing                   |
| 1.4    | Prior to completion of the survey identified in Action 1.1, all new development in Downtown shall be evaluated as follows:  
1. Applications for all development proposals involving structures over 40 years of age shall include a CEQA-based historic, technical assessment (or "Phase I") prepared by a City-designated historic preservation professional and funded by the applicant.  
2. The Community Development Director may request additional documentation via a Phase II study (also funded by the applicant).  
3. Community Development Department staff shall evaluate the Phase I and/or Phase II to determine whether the application involves a Historic Resource.  
4. When the Community Development Department staff determines a Historic Resource is present but not formally designated as a landmark, the development proposal shall be reviewed by the Historic Preservation Committee (HPC) for compliance with the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties and this plan's Historic Resource Design Guidelines, in addition to any review procedures required pursuant to the Development Code.  
5. When the Community Development Department staff determines a Historic Resource is not present, the development proposal shall be reviewed pursuant to the Development Code. | CD                    | --                    | Prior to survey completion, estimated Fall 2007 |

### KEY TO ABBREVIATIONS

- Caltrans = CA Dept. of Transportation
- CD = Community Development Dept.
- CD [A] = Administration
- CD [E] = Economic Development
- CS = Community Services Dept.
- DVO = Downtown Ventura Org.
- FD = Fire Department
- FD [BS] = Building and Safety
- FD [CE] = Code Enforcement
- GBC = Green Building Council
- PD = Police Department
- PW [P] = Parks
- RDA = Redevelopment Agency
- SCAT = South Coast Area Transit
- VVCB = Ventura Visitors & Convention Bureau

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

-- = none assigned
<table>
<thead>
<tr>
<th>Number</th>
<th>Action</th>
<th>Lead Agency / Dept.</th>
<th>Support Agency / Dept.</th>
<th>Timeframe</th>
</tr>
</thead>
</table>
| 1.5    | Prior to completion of the survey identified in Action 1.1, all new requests to demolish a structure over 40 years of age shall be evaluated as follows:  
1. The Demolition Permit application shall include a CEQA-based historic, technical assessment (or “Phase I”) prepared by a City-designated historic preservation professional and funded by the applicant.  
2. The Community Development Director or Building Official may request additional documentation via a Phase II study (also funded by the applicant).  
3. Community Development Department staff shall evaluate the Phase I and/or Phase II study to determine whether the application involves a Historic Resource.  
4. If Community Development Department staff determines that a potential Historic Resource would be in part or wholly, demolished, an Initial Study shall be prepared.  
5. The Historic Preservation Committee (HPC) shall review the resulting environmental document and Demolition Permit application. The HPC may approve, conditionally approve, or deny the Demolition Permit application depending upon its ability to cause a significant environmental impact relative to the Historic Resource. | CD | -- | Prior to survey completion, estimated Fall 2007 |
| 1.6    | Establish a permit application fee for design review by the Historic Preservation Committee. | CD | -- | 2007-2008 |
| 1.7    | Require new or re-modeled Downtown signs be consistent with the pedestrian scale, and designed as prescribed by the Development Code Sign Standards, or in conformance with the Historic Resource Design Guidelines. | CD | -- | Ongoing |
| 1.8    | Identify funding for the ongoing preservation of City-owned historic resources in the Downtown and provide incentives for private preservation efforts. | CD | -- | Ongoing |
| 1.9    | Update the Historic and Prehistoric Sensitivity map. | CD | -- | Ongoing |
| 1.10   | Continue implementing current City permit procedures to preserve or document archaeological resources by requiring new development to:  
1. Have a City-qualified archaeologist and Native American monitor present during excavation in streets and beneath 19th and early 20th century structures consistent with City and County archaeological mitigation guidelines.  
2. Document and record data or information relevant to prehistoric and historic cultural resources that may be impacted by proposed development to assess potential impacts and develop appropriate mitigation measures;  
3. Provide periodic and systematic inspection reports of any Pleistocene deposits which are cut by excavation activities, prepared by a qualified paleontologists; and  
4. Include clauses in grading and building permits that require the developer to contact the Ventura County Historical Society, the Los Angeles Natural History Museum, and/or the invertebrate Paleontologist at the UCLA Department of Geology when an archaeological discovery is made. | CD | -- | Ongoing |
| 1.11   | Amend the Zoning Ordinance to reference the Development Code (Chapter III) as the legal development standards and provisions for new development and substantial remodels in Downtown. | CD | -- | Concurrent with plan adoption |

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SUMMARY OF ACTIONS

Table V-2

<table>
<thead>
<tr>
<th>Number</th>
<th>Action</th>
<th>Lead Agency / Dept.</th>
<th>Support Agency / Dept.</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.12</td>
<td>Ensure all development, including substantial remodels, adheres to Development Code standards.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
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<tr>
<td>1.13</td>
<td>Hire or enlist the services of a Town Architect to ensure consistent application of the Development Code and to uphold Ventura’s urban design aspirations.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
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<tr>
<td>1.14</td>
<td>Require all City-funded projects of 5,000 sq. ft. or more, including capital improvement projects (CIP), comply with the City’s Green Building Standards. Encourage private development projects do the same through incentives, such as priority building permit processing.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>1.15</td>
<td>Create a new set of Green Building Guidelines for Downtown based on the City’s existing program. The new guidelines for Downtown should incorporate considerations that reflect the urban setting, such as adaptive re-use, historic preservation, stormwater management and other green techniques to enhance an already built environment.</td>
<td>CD</td>
<td>FD [BS], GBC</td>
<td>Ongoing</td>
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<tr>
<td>1.16</td>
<td>Encourage green building site planning and design considerations at the conceptual phase of project review.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
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<tr>
<td>1.17</td>
<td>Evaluate potential impacts of proposed development on public views of culturally significant structures and natural features, consistent with the Hillside Overlay Zone, during the development review process.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
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<tr>
<td>1.18</td>
<td>Require new development to provide ground-floor commercial, retail and/or office uses as regulated by the Development Code in certain areas (see Figure III-2).</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
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<tr>
<td>1.19</td>
<td>Restrict siting of new bars and nightclubs to specific street frontages within the Urban Core as identified in the Development Code. No use permits for alcohol establishments functioning as a bar or nightclub shall be issued outside the boundaries of the mapped area of Figure III-3.</td>
<td>CD</td>
<td>PD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>1.20</td>
<td>Update the Noise Ordinance to revise standards for new residential projects, visitor-serving (e.g. hotel) projects and residential components of mixed-used projects in the Urban Core and Neighborhood Center zones where commercial and entertainment uses are concentrated. The new standards should also take into consideration nighttime noise generated by City maintenance activities and vehicles. Based on revisions to the Noise Ordinance, the Development Code should be revised to require such projects to incorporate sound dampening materials, thick exterior or interior walls, sound attenuating windows, or other construction and landscape elements that would minimize noise impacts.</td>
<td>CD</td>
<td>FD [CE], PD</td>
<td>2008-2009</td>
</tr>
<tr>
<td>1.21</td>
<td>Identify a strategy to strengthen the role of California Street as the primary pedestrian link between the Urban Core and the oceanfront promenade, enhancing the street as an interesting and inviting “spine” with a range of commercial uses to attract visitors, shoppers and residents. Streetscape improvements shall be implemented as prescribed in the Streetscape Plan and Action 3.1. See also Catalytic Project No. 4. California Street Bridge, Chapter I.</td>
<td>CD</td>
<td>CD [ED]</td>
<td>As funding allows</td>
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<tr>
<td>1.22</td>
<td>Utilize RDA set-aside funds to facilitate redevelopment or adaptive reuse of existing buildings consistent with the Development Code and Historic Resource Design Guidelines.</td>
<td>RDA</td>
<td>CD</td>
<td>Ongoing</td>
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<tr>
<td>1.23</td>
<td>Develop strategies to promote economic growth of Downtown west-side businesses, recognizing their expansion needs, in a manner sensitive to the neighborhood.</td>
<td>CD [ED]</td>
<td>RDA, DVO</td>
<td>Ongoing</td>
</tr>
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</table>

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<tr>
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<th>Lead Agency / Dept.</th>
<th>Support Agency / Dept.</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.24</td>
<td>Require new development in the Neighborhood Center zones to provide ground-floor commercial and retail uses as identified in the Development Code. Upper floors may be used for residences, lodging or offices, see Figure III-2.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
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<td>1.25</td>
<td>Revitalize existing suburban-style shopping centers to be consistent with the urban fabric envisioned by the Development Code.</td>
<td>RDA, CD, DVO</td>
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<tr>
<td>1.26</td>
<td>Establish conservative height limits in areas adjacent to the Mission and require new development be sited and designed pursuant to the Development Code.</td>
<td>CD</td>
<td>--</td>
<td>Concurrent with plan adoption</td>
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<tr>
<td>1.27</td>
<td>Develop an improvement and implementation plan for enhancing and connecting public parks, open spaces and trails serving Downtown residents and visitors, connecting existing parks and natural areas with each other and the beach through marked trails, paths, self-guided walking tours, etc. See also Goal 3: Animating the Public Realm policies and actions.</td>
<td>PW [P]</td>
<td>CD, PW</td>
<td>2008-2009</td>
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**CALIFORNIA'S NEW ART CITY**

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<td>2.1</td>
<td>Develop a cultural tourism initiative to promote broad public awareness of local cultural offerings in the Downtown Cultural District.</td>
<td>CS, CD, DVO, VVCB</td>
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<td>2007-2009</td>
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<tr>
<td>2.2</td>
<td>Implement the recommendations and adhere to the policies of the 2005 Ventura Cultural Plan, providing seed funds for new programmatic elements of the Downtown Cultural District, including cultural festivals and special events.</td>
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<tr>
<td>2.3</td>
<td>Establish a Cultural Marketing Task Force to explore strategies and partnerships to market the Downtown as a cultural destination.</td>
<td>CS, DVO</td>
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<td>2008-2009</td>
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<tr>
<td>2.4</td>
<td>Develop signage and other information delivery systems, including kiosks, to promote awareness of Downtown’s cultural offerings.</td>
<td>CS, CD [ED], DVO</td>
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<td>2008-2009</td>
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<tr>
<td>2.5</td>
<td>Identify and secure continuous funding for cultural programs, cultural infrastructure development and special initiatives.</td>
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<td>--</td>
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<tr>
<td>2.6</td>
<td>Increase participation in the cultural life of Downtown, from production to consumption by: 1. Hosting events at parks and gathering places in Downtown; 2. Establishing ticket subsidy and distribution programs; 3. Facilitating transportation to cultural events; and 4. Encouraging bilingual programming and advertising.</td>
<td>CS, DVO</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>2.7</td>
<td>Partner with the San Buenaventura Foundation for the Arts to develop the Cultural Arts Village project, which will provide a diverse range of public and private programs including a performing arts venue. See Catalytic Project No. 2, Chapter I.</td>
<td>CS</td>
<td>--</td>
<td>Permitting 2007; Begin construction 2008</td>
</tr>
<tr>
<td>2.8</td>
<td>Continue to work with a non-profit to develop an artist live/work project consisting of affordable housing units, a transitional or supportive housing center, arts-related commercial space and a community gallery at the corner of South Ventura Avenue and Thompson Boulevard.</td>
<td>CS, CD [ED], RDA, DVO</td>
<td></td>
<td>Begin construction 2008</td>
</tr>
<tr>
<td>2.9</td>
<td>Facilitate the siting of and programming for a municipal art gallery, as well as commercial art galleries through public/private partnerships.</td>
<td>CS</td>
<td>--</td>
<td>As funding allows</td>
</tr>
<tr>
<td>2.10</td>
<td>Evaluate the feasibility of a private development fee or other funding mechanism to support cultural facilities and programs, including the placement of public art.</td>
<td>CS, CD</td>
<td></td>
<td>2007-2008</td>
</tr>
</tbody>
</table>

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

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City of San Buenaventura DOWNTOWN SPECIFIC PLAN

V-23
Table V-2

<table>
<thead>
<tr>
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<th>Support Agency / Dept.</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Implement the streetscape recommendations for California, Oak and Figueroa streets and Thompson Boulevard (contained in Chapter IV). Establish a detailed implementation program that sets timeframes given available funding and community priorities. Improvements can be phased, but priority should be given to California and Figueroa streets to re-establish the connection between Downtown and the beach.</td>
<td>PW, or a per-project basis</td>
<td>--</td>
<td>2010</td>
</tr>
<tr>
<td>3.2</td>
<td>Prepare streetscape improvement plans for Downtown streets not included in Chapter IV, including East Main and Santa Clara streets.</td>
<td>PW</td>
<td>--</td>
<td>As funding allows</td>
</tr>
<tr>
<td>3.3</td>
<td>Provide Downtown street trees as shown in Figure IV-1.</td>
<td>PW</td>
<td>RDA</td>
<td>2009 for completion</td>
</tr>
<tr>
<td>3.4</td>
<td>Continue to implement the Wayfinding signage program for the Downtown, providing an informational kiosk and signage oriented to pedestrians.</td>
<td>PW</td>
<td>CD [ED]</td>
<td>2008</td>
</tr>
<tr>
<td>3.5</td>
<td>Develop a program, permitting system and identify funding for placement and design of a consolidated network of newsracks.</td>
<td>CD</td>
<td>PW, DVO</td>
<td>2008-2009</td>
</tr>
<tr>
<td>3.6</td>
<td>Require all new development to incorporate sufficient trash and recycling receptacles and enclosures to adequately serve residents and tenants.</td>
<td>PW</td>
<td>CD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3.7</td>
<td>Continue to provide and identify funding for public bike racks and lockers.</td>
<td>PW</td>
<td>CS, DVO</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3.8</td>
<td>Revise the Quimby Fee for Downtown projects to improve Downtown parks and public plazas and provide funding for development of cultural amenities.</td>
<td>CD</td>
<td>PW [P]</td>
<td>2007</td>
</tr>
<tr>
<td>3.9</td>
<td>Map the urban core gateways and designate locations for the placement of public art, interpretive signage and entry signage.</td>
<td>CD</td>
<td>PW, CS</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3.10</td>
<td>Pursue grants to perform a feasibility study to cap Hwy 101 and connect major North-South streets from the Downtown core to Harbor Boulevard.</td>
<td>CD</td>
<td>--</td>
<td>2007-2008</td>
</tr>
<tr>
<td>3.11</td>
<td>Renovate the Pierside Promenade and beachfront area to enhance the Downtown waterfront’s appeal as a recreational destination. See Focus Area D, Chapter I.</td>
<td>CD</td>
<td>PW, RDA</td>
<td>As funding allows</td>
</tr>
<tr>
<td>3.12</td>
<td>Enhance the visual and functional link to the waterfront along Ash Street through streetscape improvements and complementary design of new development. See Catalytic Project No. 3, Chapter I.</td>
<td>CD</td>
<td>PW</td>
<td>As funding allows</td>
</tr>
<tr>
<td>3.13</td>
<td>Develop a strategy and identify funding to implement the pedestrian linkage improvements recommended in Figure I-4, Pedestrian Linkage Opportunities. Obtain easements for public right-of-way on a per-project basis.</td>
<td>PW [P]</td>
<td>--</td>
<td>As funding allows</td>
</tr>
<tr>
<td>3.14</td>
<td>Require all new shoreline development (including anti-erosion or other protective structures) to retain or provide public access in a manner consistent with the California Coastal Act and applicable law.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

**ECONOMIC VITALITY**

| 4.1    | The newly established Downtown Ventura Organization (DVO) will: 1. Improve the appearance, security, design and overall operation of Downtown; 2. Strengthen and expand the economic vitality of Downtown; and 3. Promote a positive image of Downtown through marketing and events. | DVO                  | CD [ED]               | 2007               |
| 4.2    | Evaluate the feasibility of establishing an entity (e.g. a Local Development Corporation) to facilitate large-scale transformational real estate projects that may involve City assets, such as surface parking lots. | DVO                  | CD [ED]               | 2007-2008          |

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<tbody>
<tr>
<td>4.3</td>
<td>Amend the Zoning Ordinance to incorporate the new Downtown zones shown in the Regulating Plan of the Development Code and the new urban standards and building types that establish rules to facilitate a range of commercial, residential and institutional uses.</td>
<td>CD</td>
<td>--</td>
<td>Concurrent w/ plan adoption</td>
</tr>
<tr>
<td>4.4</td>
<td>Continue to identify opportunity sites for the following uses in order to increase the number of people living, working and recreating in Downtown: 1. High-quality infill housing; 2. Office, retail and restaurant development; 3. Visitor-serving facilities; and 4. Cultural and entertainment venues.</td>
<td>CD [ED]</td>
<td>RDA, DVO</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.5</td>
<td>Continue to prioritize and fund redevelopment projects in the Downtown, including revitalization of City and RDA-owned sites identified in the 2005-2010 Redevelopment Agency Implementation Plan.</td>
<td>RDA</td>
<td>CD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.6</td>
<td>Complete a retail and office market analysis and business development plan to facilitate the provision of job-rich office and retail developments, especially in the area bounded by Thompson Boulevard, Oak, California and Santa Clara Streets (see Focus Area A, Figure I-7).</td>
<td>RDA</td>
<td>DVO</td>
<td>2007</td>
</tr>
<tr>
<td>4.7</td>
<td>Develop incentives for office projects of exceptional design quality along California Street, fronting Plaza Park and in the Neighborhood Center zones.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.8</td>
<td>Require new development incorporate commercial uses on the ground floor, reserving upper floors for office and residential use in buildings fronting the following streets (see Figure III-2): 1. Main Street within the T6.1 zone; 2. Oak Street within the T6.1 zone; 3. California Street within the T6.1 zone; and 4. Chestnut Street within the T6.1 and T5.1 zones.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.9</td>
<td>Encourage land assembly for odd-shaped and elongated parcels to provide infill opportunities that enhance civic life by defining the public realm through street and pedestrian-oriented frontages.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.10</td>
<td>Devise an employment strategy to maintain the long-term economic vitality of the Downtown by matching the range and types of jobs attracted to the Downtown with the skill set and earning potential of Downtown workers and residents.</td>
<td>CD [ED]</td>
<td>RDA, DVO</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.11</td>
<td>Monitor the production and pace of new development through the issuance of building permits. The following shall be reported annually to the City Council: 1. Production and pace of new residential units; 2. Production and pace of new commercial growth, identifying total square feet of retail, office and visitor-serving (hotel) space; and 3. Total number of planning permits approved and applications pending. When Downtown production of residences and commerce has reached 70% of predicted development as defined in the City’s 2005 General Plan (either 1,120 issued residential building permits or 315,000 commercial square feet in issued building permits), City Council shall review the intensity of development and locations throughout the Downtown Specific Plan area to determine if strategies are needed to modify the pace, redirect location or change the mix of Downtown residential and commercial development.</td>
<td>CD</td>
<td>--</td>
<td>Annually</td>
</tr>
</tbody>
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<th>Support Agency / Dept</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Continue to provide financial assistance to non-profits, private housing developers and public agencies to facilitate production of: 1. A range of affordable housing; 2. Live-work spaces; 3. Co-housing opportunities; and 4. Assisted living facilities.</td>
<td>RDA</td>
<td>CD [ED]</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.2</td>
<td>Facilitate provision of transitional and supportive housing units in Downtown consistent with Ventura County’s “10 Year Strategy to End Homelessness”.</td>
<td>CS</td>
<td>RDA</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.3</td>
<td>Partner with the Redevelopment Agency to target expenditure of set-aside funds for housing production and economic reinvestment, including land assembly, new programs and other housing strategies identified in this section.</td>
<td>CD [ED]</td>
<td>CD, DVO</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.4</td>
<td>Consider reducing parking requirements for low- and very low-income affordable housing units, and single-room occupancy (SRO) units to incentivize development of affordable housing and reduce developer burdens.</td>
<td>CD</td>
<td>RDA</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.5</td>
<td>Ensure all new development containing seven (7) or more residential units constructed in the Merged Redevelopment Project Area complies with the 15% affordable inclusionary housing requirement (Resolution No. 2004-0022).</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.6</td>
<td>Encourage quality rental housing with three or more bedrooms to accommodate large families by offering the following incentives to 100% rental housing developments that provide, at a minimum, 40% of the units with 3 or more bedrooms: 1. Parking reduction for attached units; or 2. Priority building permit processing.</td>
<td>CD</td>
<td>RDA</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.7</td>
<td>Maintain an inventory of vacant and under-utilized parcels and provide the inventory to interested developers in conjunction with information on available financial assistance programs and development incentives, such as reduced parking requirements.</td>
<td>CD</td>
<td>RDA, DVO</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.8</td>
<td>Develop a strategy to market residential reuse opportunities on deteriorating commercial properties and pursue use of publicly owned land, such as surface parking lots, for affordable housing.</td>
<td>CD [ED]</td>
<td>RDA, DVO</td>
<td>2007-2008</td>
</tr>
<tr>
<td>5.9</td>
<td>Ensure all residential development, including remodels, adheres to the Development Code, including design criteria suggested by the Design Guidelines, to sustain an eclectic mix of architectural styles that complements the Downtown’s unique and historic character.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.1</td>
<td>Identify a final location within Downtown for a multi-modal transit center (see Catalytic Project No. 1, Chapter I) to integrate rail, Greyhound, SCAT and VISTA bus services.</td>
<td>PW</td>
<td>RDA, SCAT</td>
<td>2007-2008</td>
</tr>
<tr>
<td>6.2</td>
<td>Construct the multi-modal transit center described in Action 6.1.</td>
<td>PW</td>
<td>RDA, SCAT</td>
<td>As funding allows</td>
</tr>
<tr>
<td>6.3</td>
<td>Evaluate opportunities for improving the Downtown circulation system as part of the approval of new projects, including streets, alleys, sidewalks, bikeways, transit and related facilities.</td>
<td>CD</td>
<td>PW</td>
<td>Ongoing</td>
</tr>
</tbody>
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</thead>
<tbody>
<tr>
<td>6.4</td>
<td>Continue to support efforts by SCAT to provide a service that connects the Downtown with Ventura Harbor and beach access points along the way.</td>
<td>PW</td>
<td>SCAT</td>
<td>Monitor and revise routes/schedules as needed</td>
</tr>
<tr>
<td>6.5</td>
<td>Evaluate the feasibility and effectiveness of a shuttle or tram that connects key destinations within Downtown including Grant Park, shopping areas, parking lots/structures and the beach. Develop a strategy to implement such a service.</td>
<td>PW</td>
<td>SCAT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.6</td>
<td>Evaluate the feasibility of rerouting larger SCAT buses off of Main Street. Encourage local transit with smaller vehicles on Main Street and express service on Thompson Boulevard.</td>
<td>PW</td>
<td>SCAT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.7</td>
<td>Evaluate the feasibility and effectiveness of extending the evening hours of SCAT transit service in the Downtown for peak times (Friday and Saturday).</td>
<td>PW</td>
<td>SCAT</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.8</td>
<td>Facilitate establishment of a car-sharing service and begin negotiations with a new or existing provider (see Downtown Parking Management Program, Chapter V).</td>
<td>PW</td>
<td>CD</td>
<td>2011 and beyond</td>
</tr>
<tr>
<td>6.9</td>
<td>Require all new development contribute toward a Transportation Demand Management (TDM) fund to be used to develop regional programs to offset air pollutant emissions associated with growth anticipated under the DTSP. The TDM fund shall be used to finance City programs to reduce regional air pollutant emissions. Specific mitigation measures that could be undertaken using the TDM fund include, but are not limited to, enhanced public transit service, vanpool programs/subsidies, ride-share assistance programs, car-share service, clean fuel programs, improved pedestrian and bicycle facilities, and park-and-ride facilities. Fee estimates are described in the final environmental impact report (FEIR) for this plan.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.10</td>
<td>Fund and implement the California Street off-ramp project in cooperation with Caltrans, VCTC, and State legislators (see Catalytic Project No. 4, Chapter 1).</td>
<td>PW, Caltrans</td>
<td>--</td>
<td>As funding allows</td>
</tr>
<tr>
<td>6.11</td>
<td>Evaluate the feasibility and effectiveness of upgrading the Ash Street pedestrian bridge including improvements to nearby parking, safety, landscaping and amenities (see Catalytic Project No. 3, Chapter I).</td>
<td>PW</td>
<td>CS, Caltrans</td>
<td>2008-2009</td>
</tr>
<tr>
<td>6.12</td>
<td>Improve pedestrian safety at crosswalks along Main and California with additional pedestrian scale lighting, in-ground lighting and bulb-outs. Modify traffic signals on California Street to eliminate pedestrian push buttons, facilitating pedestrian movement.</td>
<td>PW</td>
<td>CD</td>
<td>As pedestrian traffic volume increases</td>
</tr>
<tr>
<td>6.13</td>
<td>Continue to evaluate traffic impacts to ensure that the principal Downtown intersections (see Figure I-5) generally operate at level of service (LOS) “D” or better. LOS “E” at peak times is acceptable in the Downtown Urban Core.</td>
<td>PW</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.14</td>
<td>Require new development with the potential to cause traffic impacts to provide a traffic study demonstrating that principal intersections (see Figure I-5) would remain at level of service (LOS) “D” or better after project construction.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.15</td>
<td>Require on-street commercial truck loading occur before 11 AM to ensure daytime parking remains available for business patrons and to facilitate pedestrian movement. As necessary, provide adequate truck parking and loading areas elsewhere to reduce loading activity interference with traffic flow or disruption of the general pedestrian ambience.</td>
<td>PW</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>6.16</td>
<td>Maintain roadways, through development review process, of all Downtown streets subject to designations shown on the Downtown roadway classification plan (Figure I-5), except as provided in Action 6.17.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
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<tr>
<td>6.17</td>
<td>Require new development on the north side of Thompson Boulevard between Oak Street and Ventura Avenue to dedicate 2 ft. of right-of-way to achieve minor street widening that will accommodate on-street parking. See Thompson Boulevard streetscape section plans in Chapter IV.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### “PARK ONCE” MANAGEMENT STRATEGY

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<tr>
<td>7.1</td>
<td>Implement the Downtown Parking Management Program (DPMP) described in Chapter V. The DPMP includes strategies to manage both parking supply and demand and includes timeframes for implementation.</td>
<td>PW</td>
<td>CD</td>
</tr>
<tr>
<td>7.2</td>
<td>Implement a program to maximize efficient use of existing parking lots and the Santa Clara Street parking structure. Such a program should initially consider improved signage and visibility, including signs that can direct overflow vehicles to alternative locations when lots are full. In part, this will be achieved through the Wayfinding signage program (Action 3.4).</td>
<td>CD [ED]</td>
<td>PW</td>
</tr>
<tr>
<td>7.3</td>
<td>Develop a strategy and identify funding to convert under-utilized surface lots to new uses such as retail, commercial or residences.</td>
<td>RDA</td>
<td>CD [ED], PW</td>
</tr>
</tbody>
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### SUSTAINABLE INFRASTRUCTURE

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<td>8.1</td>
<td>Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone.</td>
<td>CD</td>
<td>--</td>
</tr>
<tr>
<td>8.2</td>
<td>Require new coastal development adjacent to the beach to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches.</td>
<td>CD</td>
<td>--</td>
</tr>
<tr>
<td>8.3</td>
<td>Require that Environmentally Sensitive Habitat Areas (ESHA), especially in the vicinity of Ventura River, be preserved or enhanced as undeveloped open space wherever feasible and that future development result in no net loss of wetlands or natural coastal areas.</td>
<td>CD</td>
<td>--</td>
</tr>
<tr>
<td>8.4</td>
<td>Continue to work with the State Department of Parks and Recreation, Ventura County Watershed Protection Agency, and the Ventura Port District to determine and carry out appropriate methods for protecting and restoring coastal resources, including supplying sand at beaches under the Beach Erosion Authority for Control Operations and Nourishment (BEACON) South Central Coast Beach Enhancement Program.</td>
<td>PW</td>
<td>--</td>
</tr>
<tr>
<td>8.5</td>
<td>For development in which 100 cubic yards or more of excess material is exported, require that the developer coordinate with the City to determine if the excess material is suitable for beach nourishment (it must meet beach quality regulatory agency requirements). Under the BEACON Joint Powers Authority, the City is allowed to place such material in the surf zone at Surfers Point. The City Engineer shall approve scheduling and timing. The applicant shall notify the City Engineer 60 days in advance of the excavation process.</td>
<td>CD</td>
<td>PW</td>
</tr>
<tr>
<td>8.6</td>
<td>In hillside areas, require all development to minimize land disturbance activities, such as vegetation clearing and grading to reduce erosion potential, sediment loss and soil over-compaction that prevents water absorption.</td>
<td>CD</td>
<td>--</td>
</tr>
<tr>
<td>8.7</td>
<td>Require development to mitigate its impacts on wildlife through the development review process.</td>
<td>CD</td>
<td>--</td>
</tr>
<tr>
<td>8.8</td>
<td>Require development adjacent to rivers and wetlands to use native or non-invasive species, preferably drought-tolerant for landscaping.</td>
<td>CD</td>
<td>--</td>
</tr>
</tbody>
</table>

### KEY TO ABBREVIATIONS

- Caltrans = CA Dept. of Transportation
- CD = Community Development Dept.
- CD [A] = Administration
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- CS = Community Services Dept.
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- RDA = Redevelopment Agency
- SCAT = South Coast Area Transit
- VVCB = Ventura Visitors & Convention Bureau

*Ongoing = May require short-, mid- or long-term recurring action*
<table>
<thead>
<tr>
<th>Number</th>
<th>Action</th>
<th>Lead Agency / Dept.</th>
<th>Support Agency / Dept.</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.9</td>
<td>Require development proposals near watercourses, shoreline areas, and other sensitive habitat areas include surveys for state and/or federally listed sensitive and endangered species and to provide appropriate buffers and other mitigation necessary to protect habitat for listed species.</td>
<td>CD</td>
<td>--</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.10</td>
<td>Require all new development projects retain and protect historic and indigenous trees (per existing City regulations) and mature trees defined by, and subject to the provisions of a future Tree Preservation Ordinance to be prepared per General Plan Action 1.22.</td>
<td>CD</td>
<td>PW [P]</td>
<td>Ongoing upon adoption of a Tree Preservation Ordinance</td>
</tr>
<tr>
<td>8.11</td>
<td>Require all new development to preserve natural drainage features and vegetation to the maximum extent practical or to otherwise maintain pre-development site hydrology by using site design techniques that store, infiltrate, evaporate or detain runoff. All new development shall comply, at minimum, with current municipal National Pollutant Discharge Elimination System requirements for peak flow, stormwater quality and runoff volume.</td>
<td>CD</td>
<td>PW</td>
<td>Ongoing, subject to change upon adoption of a Master Drainage Plan (Action 8.12)</td>
</tr>
<tr>
<td>8.12</td>
<td>Prepare a Master Drainage Plan to control runoff and improve stormwater quality. The Master Drainage Plan shall coordinate stormwater quality requirements on a regional basis and establish a Downtown watershed resource inventory.</td>
<td>PW</td>
<td>--</td>
<td>As funding allows</td>
</tr>
<tr>
<td>8.13</td>
<td>Once a Master Drainage Plan is adopted, require engineered drainage plans for all new development consistent with the City’s new Master Drainage Plan and applicable federal and state laws.</td>
<td>CD</td>
<td>--</td>
<td>Upon adoption of a Master Drainage Plan</td>
</tr>
<tr>
<td>8.14</td>
<td>Once a Master Drainage Plan is adopted, establish a fee developers may pay in lieu of on-site management of stormwater runoff. The fees should be used to fund regional stormwater projects within the same watershed.</td>
<td>PW</td>
<td>--</td>
<td>Upon adoption of a Master Drainage Plan</td>
</tr>
<tr>
<td>8.15</td>
<td>Within public spaces, street medians or landscaping barriers, use hydro-tensiometers and automatic irrigation systems (or similar technology) to achieve the most effective and efficient application of water. On private property, encourage developers to do the same.</td>
<td>PW</td>
<td>CD</td>
<td>As funding allows (per-project basis)</td>
</tr>
<tr>
<td>8.16</td>
<td>Where existing facilities are inadequate, new development shall only be approved when the following conditions are met: 1. The developer and/or City can demonstrate that all necessary public facilities will be adequately financed and installed prior to project occupancy (through fees or other means); and 2. The facilities improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.</td>
<td>CD</td>
<td>PW</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.17</td>
<td>Implement sewer and water improvements for the Downtown as identified in the 2005 Midtown/Westside Sewer System Study and described in the City’s 2006-2011 Capital Improvement Program (CIP) and summarized in Tables II-1 and II-2. Project implementation is based on funding availability and prioritization by the City Council. Where improvements are necessary to support new development, that new development shall pay its proportionate share of improvement costs as determined by the Public Works Director prior to project approval.</td>
<td>PW</td>
<td>--</td>
<td>Ongoing, as funding allows</td>
</tr>
<tr>
<td>8.18</td>
<td>Implement the 2004 Trash and Recycling Enclosure Design Guidelines and add inspection guidelines to the occupancy checklist. Require all new developments, redevelopments, and tenant improvements incorporate the guidelines into project design.</td>
<td>PW</td>
<td>CD</td>
<td>As funding allows</td>
</tr>
</tbody>
</table>

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- -- = none assigned

City of San Buenaventura DOWNTOWN SPECIFIC PLAN V-29
<table>
<thead>
<tr>
<th>Number</th>
<th>Action</th>
<th>Lead Agency / Dept.</th>
<th>Support Agency / Dept.</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.19</td>
<td>Where applicable, encourage all commercial and retail development to consolidate their trash and recycling in City-approved receptacles and enclosures in parking lots and not in pedestrian access ways.</td>
<td>CD</td>
<td>PW, DVO</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.20</td>
<td>Adopt and implement Crime Prevention Design Guidelines recommended by the Ventura Police Department (VPD) to address public safety issues through commercial and residential project design. All new developments and tenant improvements in the Downtown Redevelopment Area shall be collaboratively reviewed by the VPD, Public Works and Community Development to prevent blight and improve public safety through site design.</td>
<td>PD</td>
<td>FD, CD, PW</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.21</td>
<td>Partner with the Police Department, Public Works and the Redevelopment Agency to identify and implement public safety improvements, including redevelopment and enhancement of existing public parks, plazas, parking areas and restrooms.</td>
<td>PW</td>
<td>FD, CD, PD, RDA</td>
<td>As funding allows</td>
</tr>
<tr>
<td>8.22</td>
<td>Ensure all proposed developments comply with appropriate fire safety standards per the Uniform Fire &amp; Building Code.</td>
<td>FD</td>
<td>CD</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.23</td>
<td>Require fire sprinklers be installed for all new development and remodels in accordance with State and City standards as determined by the Fire Marshall.</td>
<td>CD</td>
<td>FD [BS]</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.24</td>
<td>In conjunction with the Library of the Future project identified in the 2005 General Plan, develop a strategy to make the Foster Library a model of active life-long learning with extended hours and services.</td>
<td>CS</td>
<td>--</td>
<td>2007-2008</td>
</tr>
<tr>
<td>8.25</td>
<td>Partner with the Ventura Unified School District (VUSD) and Ventura County Community College to facilitate new schools, campuses and improvements to existing educational facilities and services.</td>
<td>CD [A]</td>
<td>CS</td>
<td>As necessary</td>
</tr>
<tr>
<td>8.26</td>
<td>Provide and continue to assess the need for safe, clean public restrooms in the Downtown.</td>
<td>CD [ED]</td>
<td>PW</td>
<td>Ongoing</td>
</tr>
<tr>
<td>8.27</td>
<td>Evaluate the feasibility of public wireless internet (Wi-Fi).</td>
<td>CD [ED]</td>
<td>RDA</td>
<td>2007</td>
</tr>
</tbody>
</table>

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City of San Buenaventura DOWNTOWN SPECIFIC PLAN
V-30
ACKNOWLEDGEMENTS

CITY COUNCIL
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Neal Andrews
Brian Brennan
Bill Fulton
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Edward Summers

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Bob Boehm, City Attorney
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Kaizer Rangwala, Assistant Community Dev. Director
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VS Chandrashaker, Associate Transportation Engineer
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Elena Brokaw, Community Services Director
Jay Panzica, Chief Financial Officer
Pat Miller, Police Chief
Mika Lavery, Fire Chief
Mabi Plisky, City Clerk

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

DTSP PROGRAMS AND IMPLEMENTATION
Placeholder for:
1. Downtown CIP projects
2. Summary of Actions (as Finalized)

PLANNING COMMISSION
John Hecht, Chair
Martin Johnson, Vice Chair
Carolyn Briggs
Michael Faulconer
Martel Fraser
Ronald Allen
Curtis Stiles

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CRAWFORD MULTARI & CLARK ASSOCIATES
Paul Crawford, FAICP, Principal
Dave Moran, Senior Associate
MOULE & POLYZOIDES ARCHITECTS/ URBANISTS
Stephanos Polyzoides, Principal
Juan Gomez-Novy, Project Manager
NELSON/NYGAARD CONSULTING ASSOCIATES
Patrick Siegman, Principal
Jeremy Nelson, Associate Project Manager
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Rincon Consultants, Inc.
Stephen Svete, AICP, President
Joseph Power, AICP, Principal
Cori Lindbeck, Associate Environmental Planner

SUPPORT CONSULTANTS
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Ken Corney, Assistant Police Chief
Quinn Fenwick, Lieutenant
Dave Wilson, Lieutenant
Denise Sindelar, Public & Visual Arts Sup.
Andrew Stuffler, Building Official

Lisa Wilkinson, Associate Planner

City of San Buenaventura DOWNTOWN SPECIFIC PLAN
V-31
APPENDICES

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

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

<table>
<thead>
<tr>
<th>5 – 7 Year Objectives</th>
<th>Status</th>
<th>Progress Toward Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Private Investment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote California Street infill development</td>
<td>Objective met; other improvements are ongoing</td>
<td>California Street streetscape improvements completed; New parking structure completed; lease agreement for California 66; improvements to freeway overpass</td>
</tr>
<tr>
<td>Promote infill development along Main Street</td>
<td>Objective met; other improvements are ongoing</td>
<td>Streetscape improvements to Main Street completed; new Century Theater; other new businesses throughout</td>
</tr>
<tr>
<td>Promote pierside redevelopment project</td>
<td>In progress</td>
<td>Currently under staff review to determine ownership structure</td>
</tr>
<tr>
<td>Promote residential development in Downtown core</td>
<td>Objective met; other improvements are ongoing</td>
<td>Olson Company project; new regulations adopted to promote infill of housing</td>
</tr>
<tr>
<td>Promote new office development in the Downtown core</td>
<td>Objective met; other improvements are ongoing</td>
<td>Business assistance program enacted; construction of Court of Appeals at Santa Clara and Figueroa; Faucett Building constructed</td>
</tr>
<tr>
<td>Promote renovation of storefronts along Main Street</td>
<td>Objective met; other improvements are ongoing</td>
<td>Business assistance program; Peirano Building with RDA funding for acquisition and renovation</td>
</tr>
<tr>
<td>Promote infill along Figueroa Street</td>
<td>Objective met; other improvements are ongoing</td>
<td>Construction of Court of Appeals at Santa Clara and Figueroa; Faucett Building constructed</td>
</tr>
<tr>
<td>Relocate historical buildings to the Figueroa Street corridor</td>
<td>Complete</td>
<td>Relocation of three historical structures to Figueroa Street</td>
</tr>
<tr>
<td><strong>Public Investment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown Landmark and California Street bridge improvements</td>
<td>In progress</td>
<td>Design phase completed; streetscape improvements to the bridge are included in this Specific Plan (Chapter IV)</td>
</tr>
<tr>
<td>California Street improvements</td>
<td>Objective met; other improvements are ongoing</td>
<td>Additional streetscape improvements recommended as part of this Specific Plan (Chapter IV)</td>
</tr>
<tr>
<td>Holiday Inn (now Crowne Plaza) plaza redesign</td>
<td>In progress</td>
<td>Conceptual design phase underway</td>
</tr>
<tr>
<td>Downtown Plaza</td>
<td>Complete</td>
<td>Included in Specific Plan</td>
</tr>
<tr>
<td>California Street offramp redesign (interim)</td>
<td>On hold</td>
<td>State funding currently not available</td>
</tr>
<tr>
<td>Pier reconstruction</td>
<td>Complete</td>
<td></td>
</tr>
</tbody>
</table>
### Table A-2. 1993 Specific Plan Summary of 15-20 Year Objectives

<table>
<thead>
<tr>
<th>15 – 20 Year Objectives</th>
<th>Status</th>
<th>Progress Toward Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote additional office development in the Downtown</td>
<td>Ongoing</td>
<td>Business Assistance Program; RDA activities; the updated Specific Plan incorporates provisions for accommodating live/work settings (Chapter IV)</td>
</tr>
<tr>
<td>Promote residential development on all remaining opportunity sites</td>
<td>Ongoing</td>
<td>Infill incentives are included in development standards for updated Specific Plan, RDA activities</td>
</tr>
<tr>
<td>Promote continued renovation of storefront commercial buildings in Downtown core</td>
<td>Ongoing</td>
<td>Business Assistance Program</td>
</tr>
<tr>
<td>Promote construction of new homes and renovation of multifamily residential uses in Eastside neighborhood</td>
<td>Ongoing</td>
<td>First time homebuyers program; Housing preservation program</td>
</tr>
<tr>
<td>Promote construction of commercial structures along Main Street east of Fir Street that replicate the established architectural character</td>
<td>Ongoing</td>
<td>Business assistance program</td>
</tr>
<tr>
<td>Promote the development of a variety of types of visitor-serving uses in proximity to the Downtown waterfront</td>
<td>Ongoing</td>
<td>Market study prepared for updated Downtown Specific Plan (Appendix B)</td>
</tr>
<tr>
<td>Accommodate the expansion of Patagonia</td>
<td>Ongoing</td>
<td>Master Plan for Patagonia development is in place and is incorporated into this Specific Plan</td>
</tr>
<tr>
<td>Promote the development of live/ work facilities to accommodate artists and craftpeople</td>
<td>Complete</td>
<td>The updated Specific Plan incorporates provisions for accommodating live/work settings via the Development Code. The WAV artist live-work facility is in progress at the corner of Thompson and Ventura Ave.</td>
</tr>
</tbody>
</table>
## Table A-2. 1993 Specific Plan Summary of 15 - 20 Year Objectives

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

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

(Department of Interior regulations, 36 CFR 67)
CALIFORNIA GOVERNMENT CODE

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

CALIFORNIA COASTAL ACT

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

LOCAL COASTAL PROGRAM

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

GENERAL PLAN

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

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

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

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

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

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

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

They are available for review at the Public Planning Counter:

City Hall
Room 117
501 Poli Street
Ventura, CA 93001