

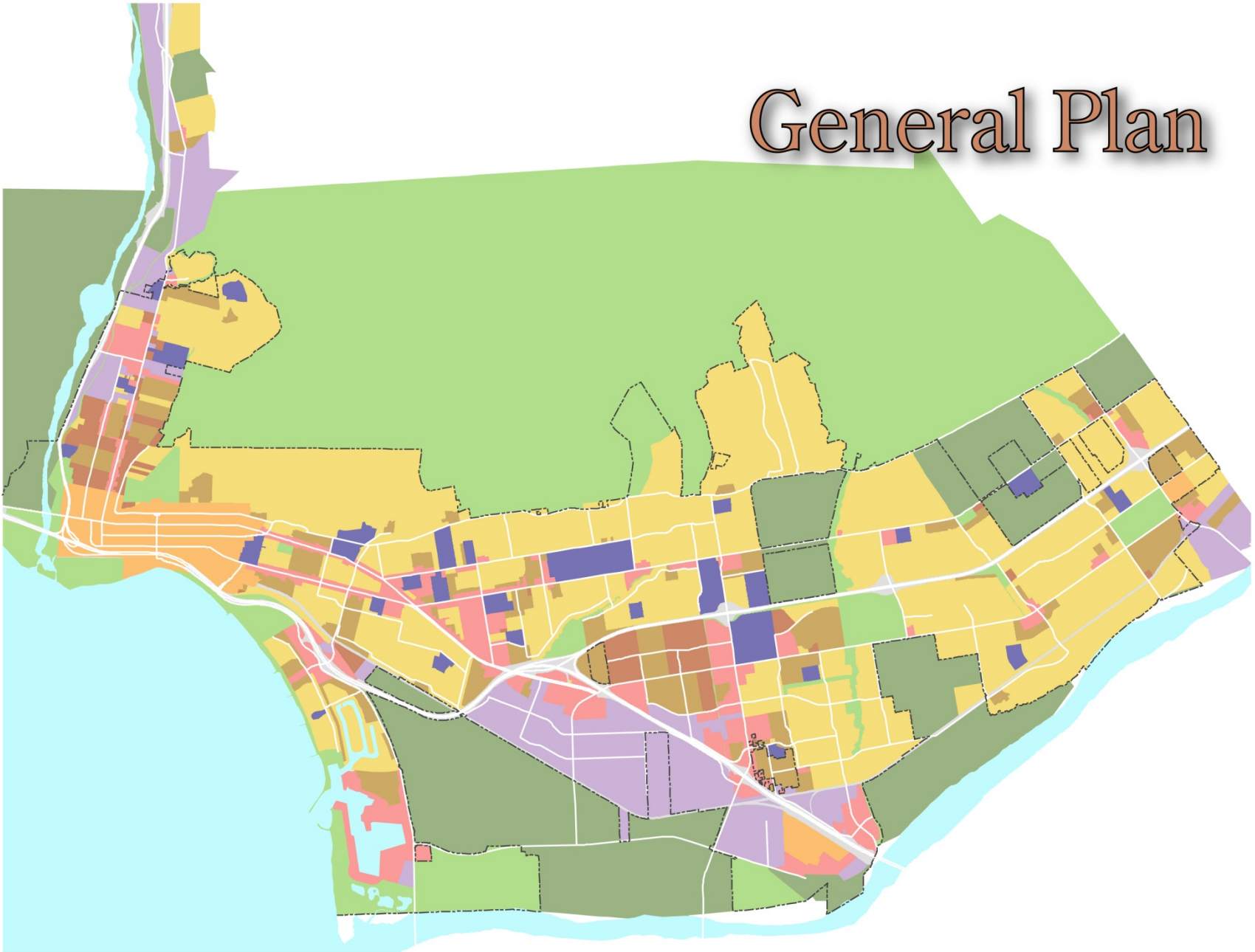
Jeffrey Lambert, AICP

Community Development Director
City of Ventura, California

City of Ventura



General Plan



- **Ventura's Vision**

Protect Agriculture and natural land from development

“Well-planned approach to managing growth”

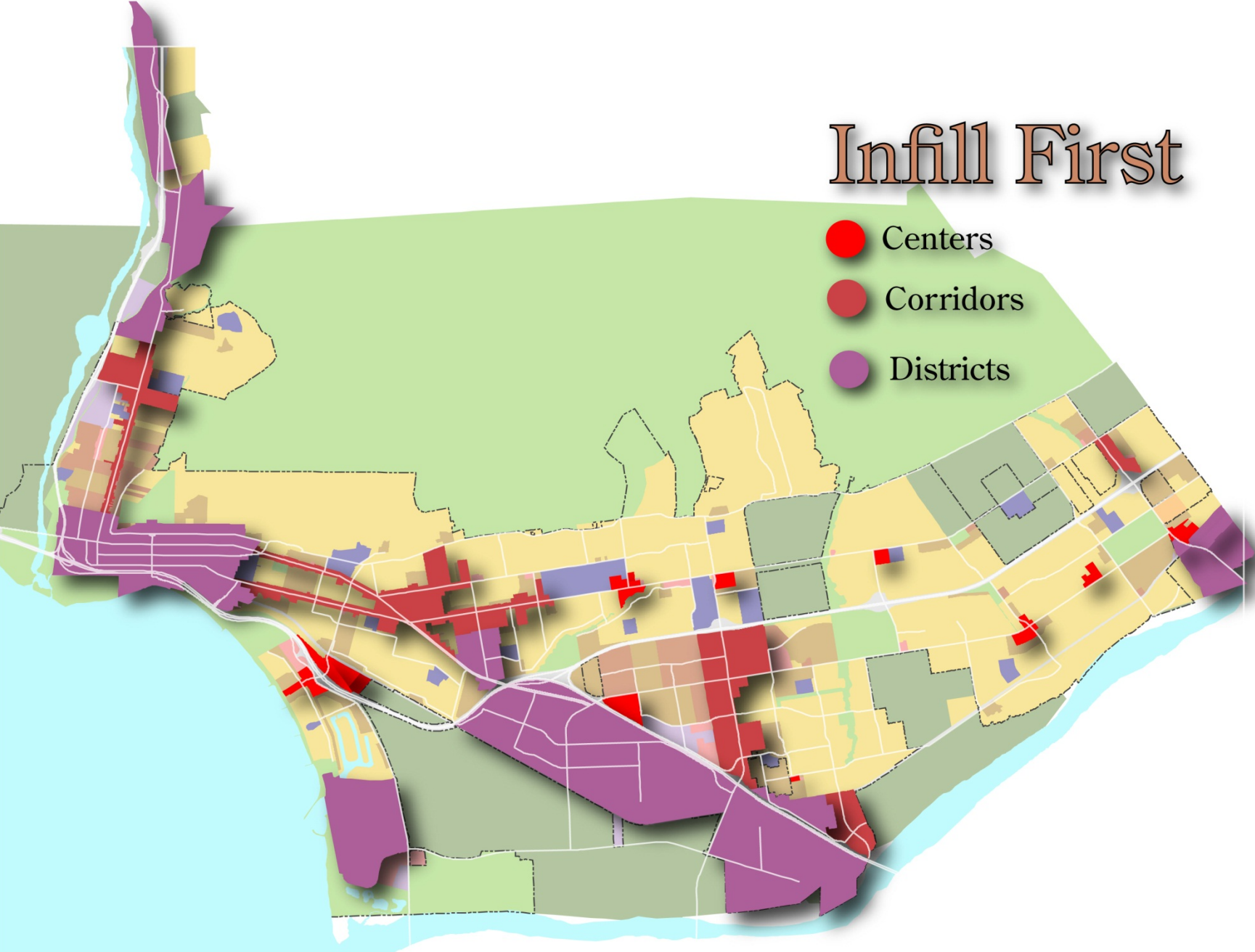
“high quality infill”

“Reusing existing buildings and land”

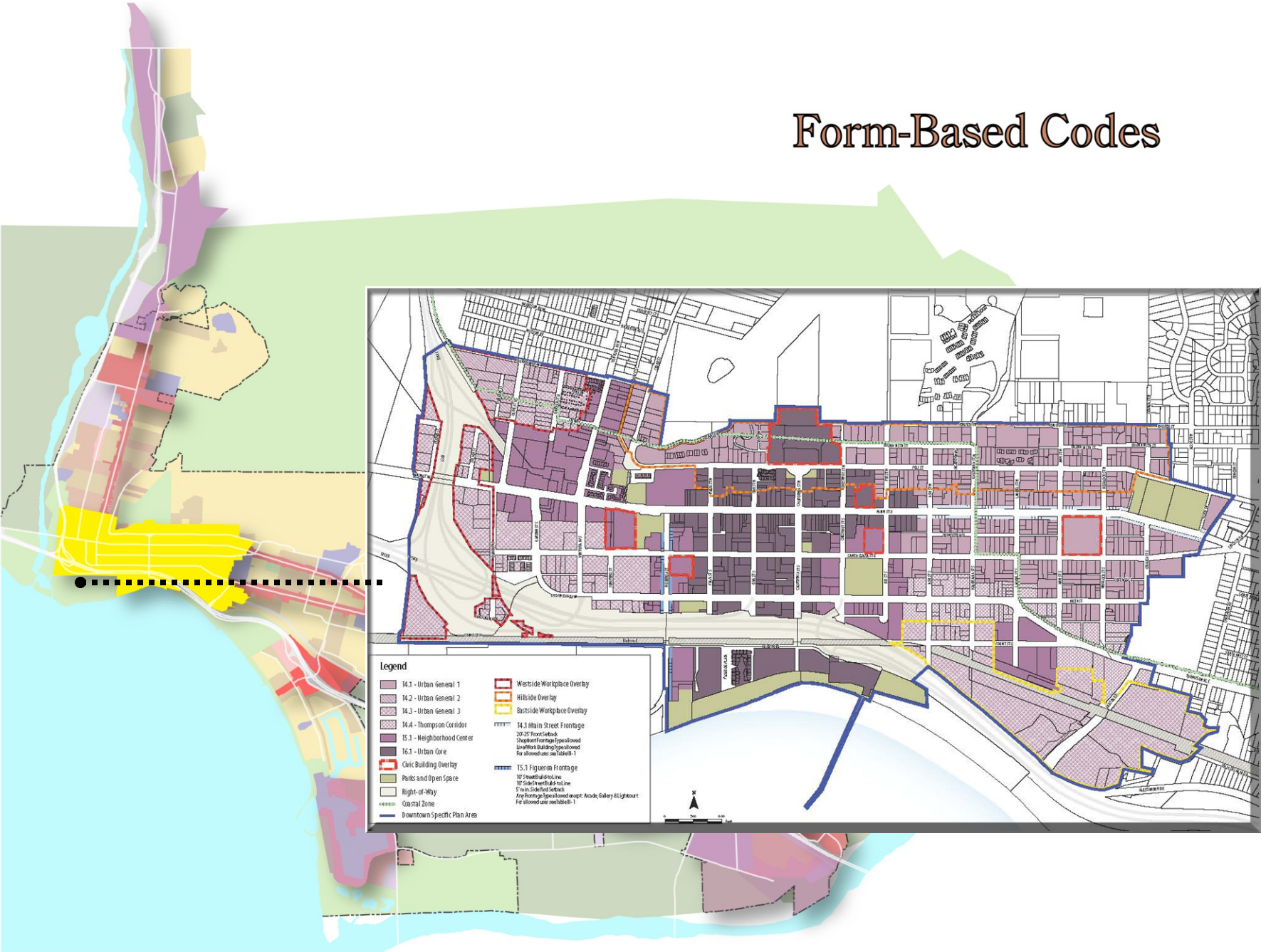
“Revitalizing historic downtown”

Infill First

- Centers
- Corridors
- Districts



Form-Based Codes



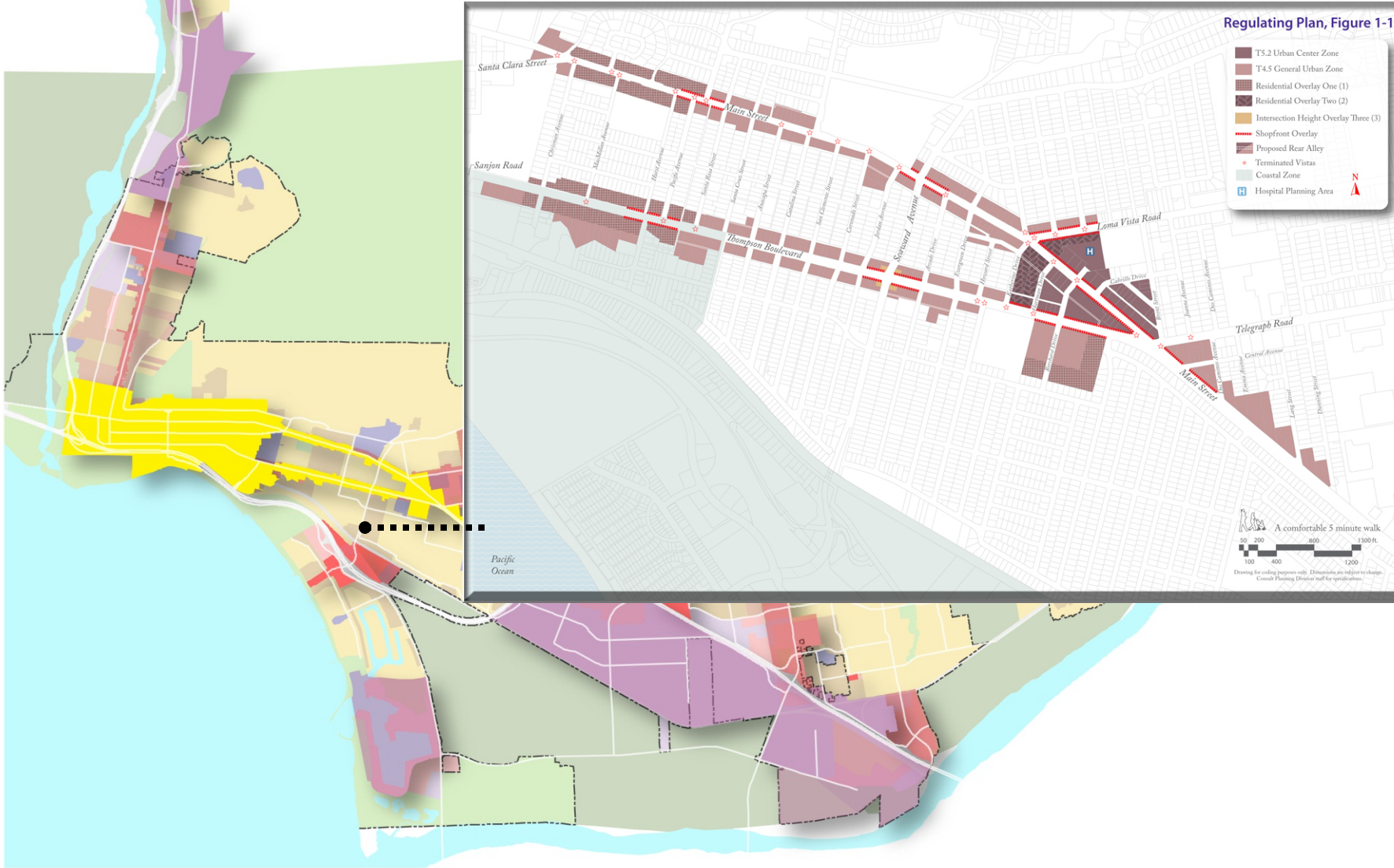
Downtown Specific Plan

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



Form-Based Codes

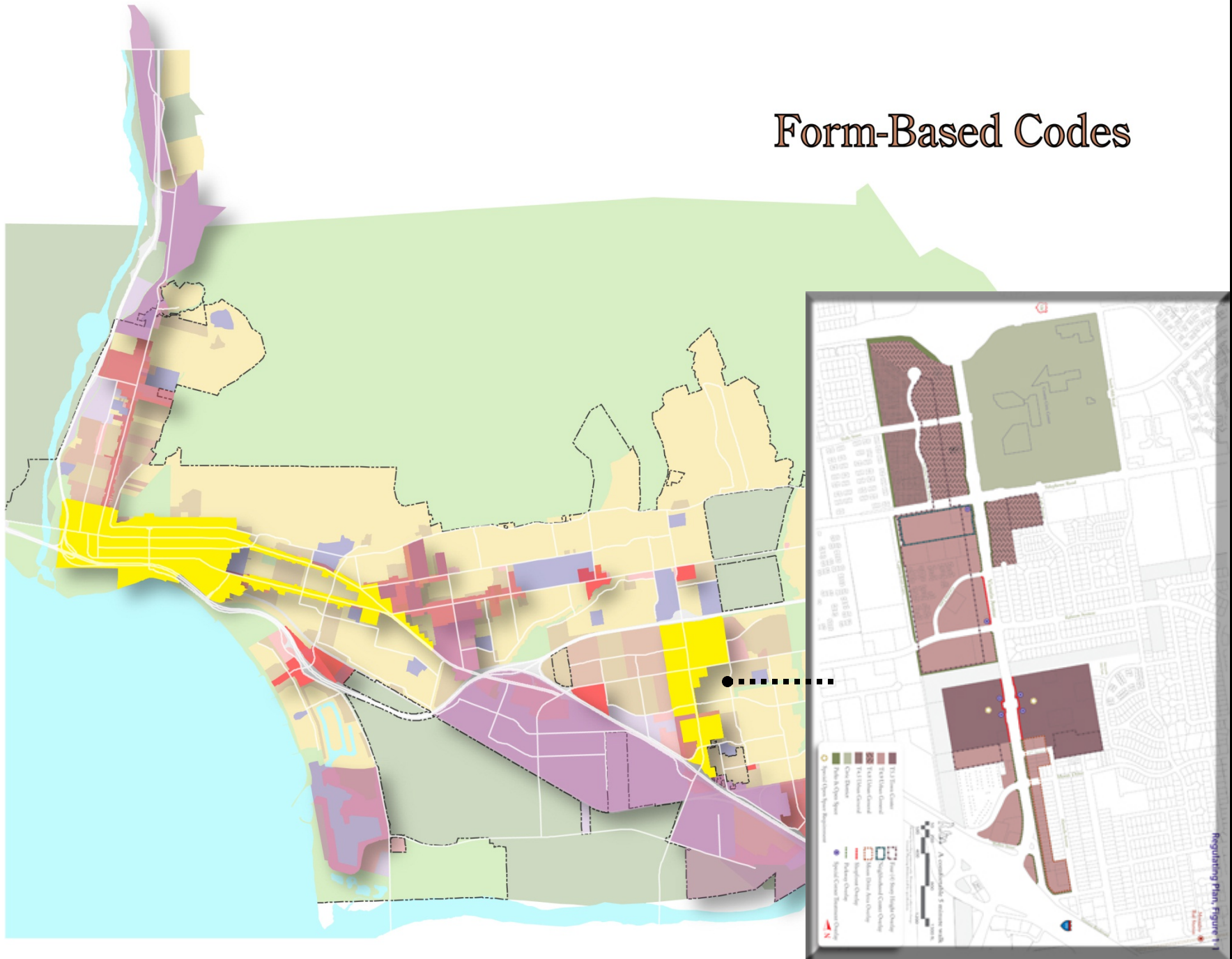
Regulating Plan, Figure 1-1



Midtown Corridor Plan

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

Form-Based Codes



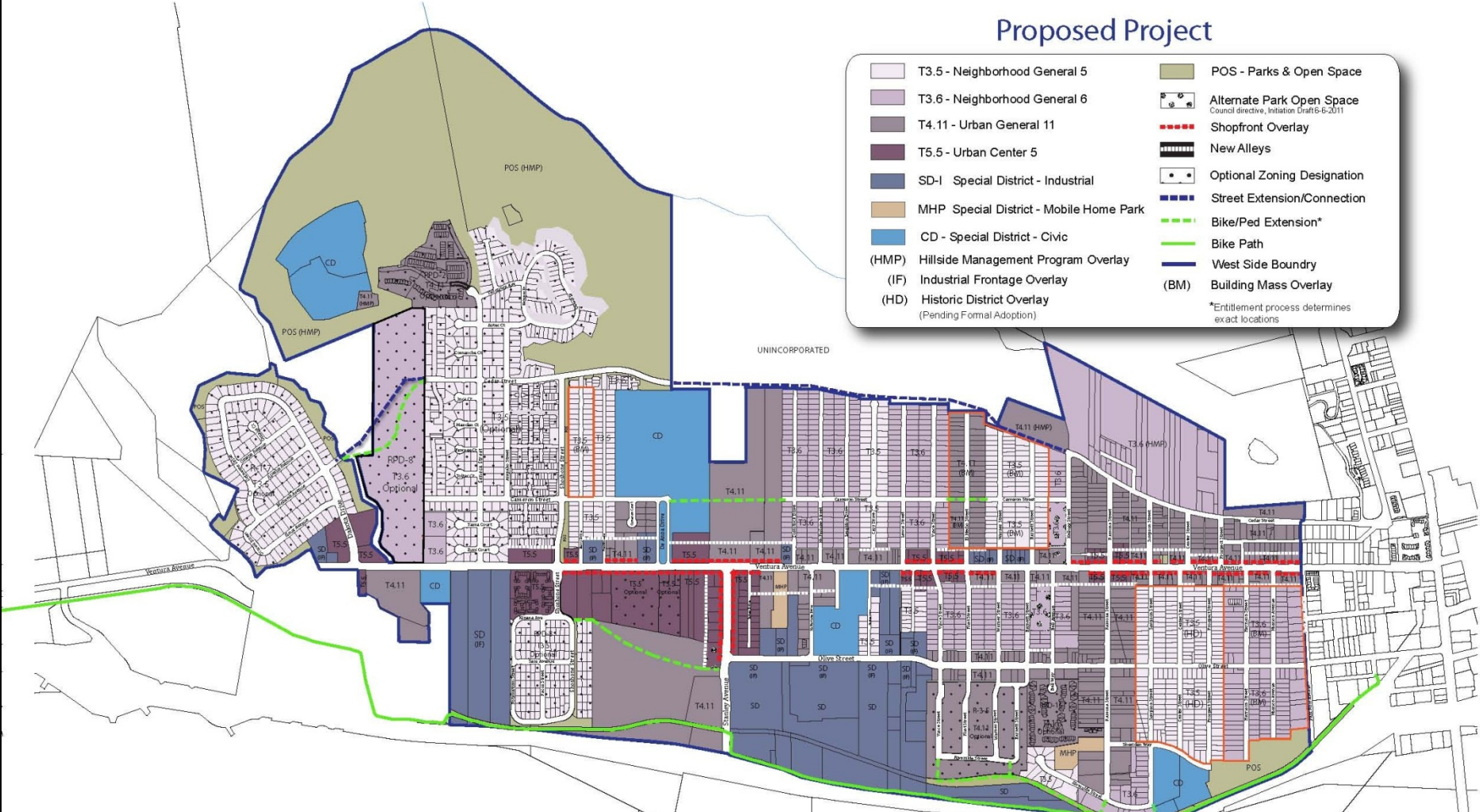
Victoria Corridor Plan

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

Proposed Project

	T3.5 - Neighborhood General 5		POS - Parks & Open Space
	T3.6 - Neighborhood General 6		Alternate Park Open Space Council directive, Initiation (Draft 6-6-2011)
	T4.11 - Urban General 11		Shopfront Overlay
	T5.5 - Urban Center 5		New Alleys
	SD-I Special District - Industrial		Optional Zoning Designation
	MHP Special District - Mobile Home Park		Street Extension/Connection
	CD - Special District - Civic		Bike/Ped Extension*
	(HMP) Hillside Management Program Overlay		Bike Path
	(IF) Industrial Frontage Overlay		West Side Boundry
	(HD) Historic District Overlay (Pending Formal Adoption)		Building Mass Overlay

*Entitlement process determines exact locations



Westside Community Plan and Code Area

Westside Plan

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



Additional Thoughts

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



Additional Thoughts

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

