

## Monthly Meeting Minutes 9/7/2022

3:15 pm, via Zoom video chat

### Ventura Social Services Task Force

Attendees: Judy Alexandre, Brian Brennan, Kevin Clerici, Sonja Flores, Jennifer Harkey, Pam Kelley, Jacob Lesner-Buxton, Mariah Lopez, Robert March, Edwin Martinez, Sandra Meyer, Maria Navarro, Cathi Nye, Kappy Paulson, Matthew Raimi, Clyde Reynolds, Leona Rollins, Jan Schmutte, Elizabeth R. Stone, Nan Waltman, Summer Ward

- I. Call to order - Judy Alexandre
- II. Introductions - Judy Alexandre
- III. Approval of the agenda for 9/7/22 - MSC
  - A. Judy Alexandre - Added announcement:
    1. Rents are skyrocketing in Ventura.
      - a) Ventura Homeless Prevention Fund has used up all of its funds (>\$50K)
        - (1) Badly needs more funds.  
<https://venturahomelessprevention.org/>
        - (2) It's much cheaper to keep people housed than to re-house them. \$1,000-1,500 versus \$5,000+
- IV. Approval of the minutes for 8/3/22 - MSC
- V. Treasurer's Report - Jan Schmutte - \$2,009.53
  - A. Spent \$300 on the Faith Subcommittee gathering
- VI. Presentation by Matt Raimi, consultant for the City of Ventura General Plan update. - Matt Raimi
  - A. Full presentation (28 page) presented at the end of the minutes.
  - B. Hope to inform VSSTF about land use alternatives.
  - C. Has been engaging with the community for a while.
  - D. Q&A following presentation.
    1. Jennifer Harkey
      - a) Can ADUs be built under more zoning designations?
        - (1) Matthew Raimi - yes.
    2. Nan Waltman - How do the changes translate into housing units?
      - a) Matthew Raimi - Current growth rate is ~5,300 units. The target is to increase growth by 2-3x (~10,600 - 15,900 new units).
    3. Maria Navarro
      - a) What is the rationale for using east Ventura?
      - b) Why were no single home tracts densified?
      - c) Matthew Raimi - Currently focusing on individual areas. Will also be looking at increasing density.
    4. Clyde Reynolds - Is increasing housing along major corridors going to be supported more?
      - a) Matthew Raimi - Core corridors are part of the strategy.
        - (1) Better transit options.

- (2) Many corridors back up to single family homes.
    - (3) A lot of the parcels are small or oddly shaped, which makes development harder.
    - (4) Ventura is currently fairly built out.
      - (a) Need to make policy changes.
        - (i) Could convert commercial zones or develop SOAR areas.
          - (a) Both of those require political support and a lot of work.
  - 5. Maria Navarro - Based on historical patterns of development, how will expansion occur?
    - a) Matthew Raimi - Expect a hybrid solution that combines elements from the various alternatives in the attached presentation.
  - 6. Clyde Reynolds - East end expansion
    - a) Will it be mostly R1 zoning or will it include any higher density areas?
    - b) Matthew Raimi - Still exploring concepts.
      - (1) The idea is to use a broad mix of housing types (residential, mixed use).
  - 7. What are the benefits of development?
    - a) Tax revenue.
    - b) Diversity of jobs.
    - c) Diversity of housing.
- VII. Advocacy followup from last meeting. Next steps discussion and plan, including gap needs - Judy Alexandre.
- A. Still figuring out what we want to push for.
    - 1. Meeting next week to discuss.
  - B. Gap Needs
    - 1. Storage for people - An increasing problem, and not just for valuable papers.
    - 2. Portland Loos <https://www.portland.gov/parks/loo>
    - 3. Foul Weather Shelter
      - a) We need a hot weather plan.
        - (1) Should be on the next HOPES agenda.
- VIII. Actions to participate in the Ventura County Housing Coalition (VCHC) - Judy Alexandre
- A. Would like VSSTF to approve the Principles and Purpose Statement (sent out via email prior to this meeting).
  - B. Clyde Reynolds - the coalition came about through the Southern California Association of Governments' Sustainable Communities (SCAG) Program grant.
    - 1. CAUSE led the effort.
    - 2. Countywide group for advocating for affordable housing.
  - C. Judy Alexandre - VCHC is looking for organizations to join it.
  - D. Nan Waltman - Who convenes the coalition?
    - 1. Judy Alexandre - Lucas Zucker of CAUSE.

2. Maria Navarro - Local developers are on the steering committee along with Lucas Zucker and Maria Navarro (CAUSE).
- E. Kappy Paulson - Can groups like LUYVTEH sign on?
  1. Judy Alexandre - Will bring it up at the next meeting.
- F. Jennifer Harkey - Can VCHC make a presentation to VSSTF?
- G. Judy Alexandre - 5 organizations are currently in the coalition:
  1. People's Self Help Housing, Many Mansions, CAUSE, Southern California Association of Non-Profit Housing (SCANPH), Cabrillo Economic Development Corporation.
  2. MSC - To sign the statement and be part of the general community.
    - a) Next month, we can decide on an alternate VSSTF representative to attend with Judy Alexandre.
- IX. Report from VSSTF Faith Subcommittee on the 8/30/22 interfaith gathering - Pamela Kelley
  - A. Gathering went well. Very positive response.
  - B. Purpose was to provide an opportunity for faith communities to share ways to help unsheltered people.
  - C. 60 registrants, 37 attendees.
    1. 10 faith communities.
    2. 11 agencies (those that use volunteers).
- X. Update on VSSTF and Homes For All (HFA) Candidate Forum on 9/28/22 at 6:30pm at the Church of The Foothills. - Judy Alexandre
  - A. This is the only in-person forum for candidates this year.
    1. League of Women Voters will do a virtual forum.
  - B. 2 candidates have not responded.
  - C. 2 candidates have conflicts.
- XI. Report from City of Ventura - Leona Rollins
  - A. Next HOPES subcommittee meeting on 9/13/22 at 3:00pm.
  - B. Foul Weather Shelter (FWS) update:
    1. Prepared to activate the 2022-23 FWS for:
      - a)  $\leq 40^{\circ}\text{F}$  or  $\geq \frac{1}{2}"$  of rain.
    2. Will be discussing cooling centers.
  - C. Comprehensive homelessness plan
    1. Waiting before releasing Requests for Proposals (RFP).
  - D. Working on drafting emergency rent protection ordinance.
- XII. Continuum of Care (COC) Update - Jennifer Harkey
  - A. Notice of funding
    1. Closed RFPs for HUD funding.
      - a) Making recommendations to the COC board next week.
        - (1) Meeting is open to the public.
  - B. Still accepting RFPs until 9/16/22 for HUD Notice Of Funding Availability (NOFA) funding.
    1. Permanent supportive housing; applications for new or existing (expanding) projects

- C. Anticipate round 4 of Homeless Housing, Assistance and Prevention (HHAP) funding in September-October 2022.
  - 1. Open for 30 days once available.
  - 2. Much more flexible than federal funds.
  - 3. \$4.8 million in grants for Ventura County
    - a) Rental assistance
    - b) Youth programs (10% of funds required for this)
    - c) Motel vouchers
    - d) Homelessness prevention
  - 4. Kappy Paulson - Can Lift Up Your Voice To End Homelessness (LUYVTEH) get funds for the Moving In Project?
    - a) Jennifer Harkey - Work with organizations that do street outreach and tie activities to their efforts.
- D. Judy Alexandre - Encourage the city to increase funds to social service agencies.
- XIII. HOPE & Solutions Subcommittee
  - A. Judy Alexandre sent out the agenda today.
- XIV. Legislative Update
  - A. Judy Alexandre sent out the latest update today.
  - B. AB 2011 passed - Affordable Housing and High Road Jobs Act of 2022
- XV. Meeting adjourned until 10/5/2022.
  - A. Will try to get Matt Raimi back for a future meeting.

Meetings:

City Council HOPES & Solutions Subcommittee (addressing issues regarding homelessness).

VSSTF Faith Subcommittee 3rd Friday of each month, 3pm Pam Kelley ([pamjk3@msn.com](mailto:pamjk3@msn.com)), patio of Judy Alexandre

# Ventura Social Services Task Force Land Use Alternatives Meeting

September 7, 2022



Visit [www.PlanVentura.com](http://www.PlanVentura.com) to register for emails, view documents, or events calendar



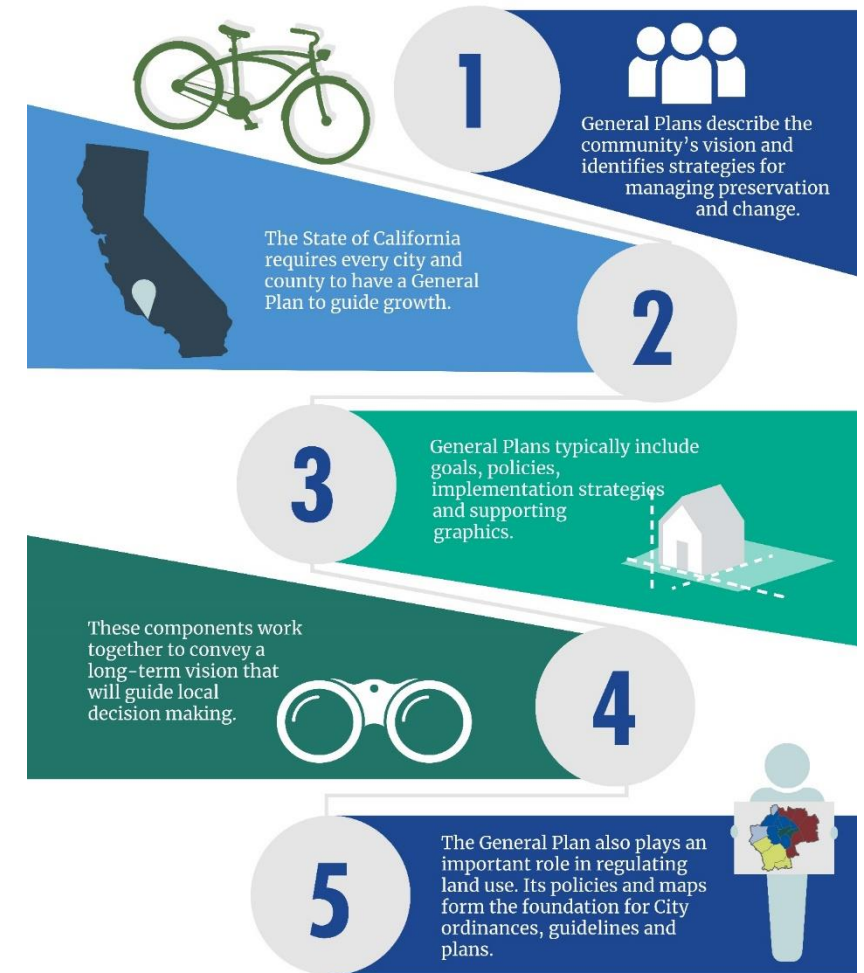
# Background

# Purpose of a General Plan

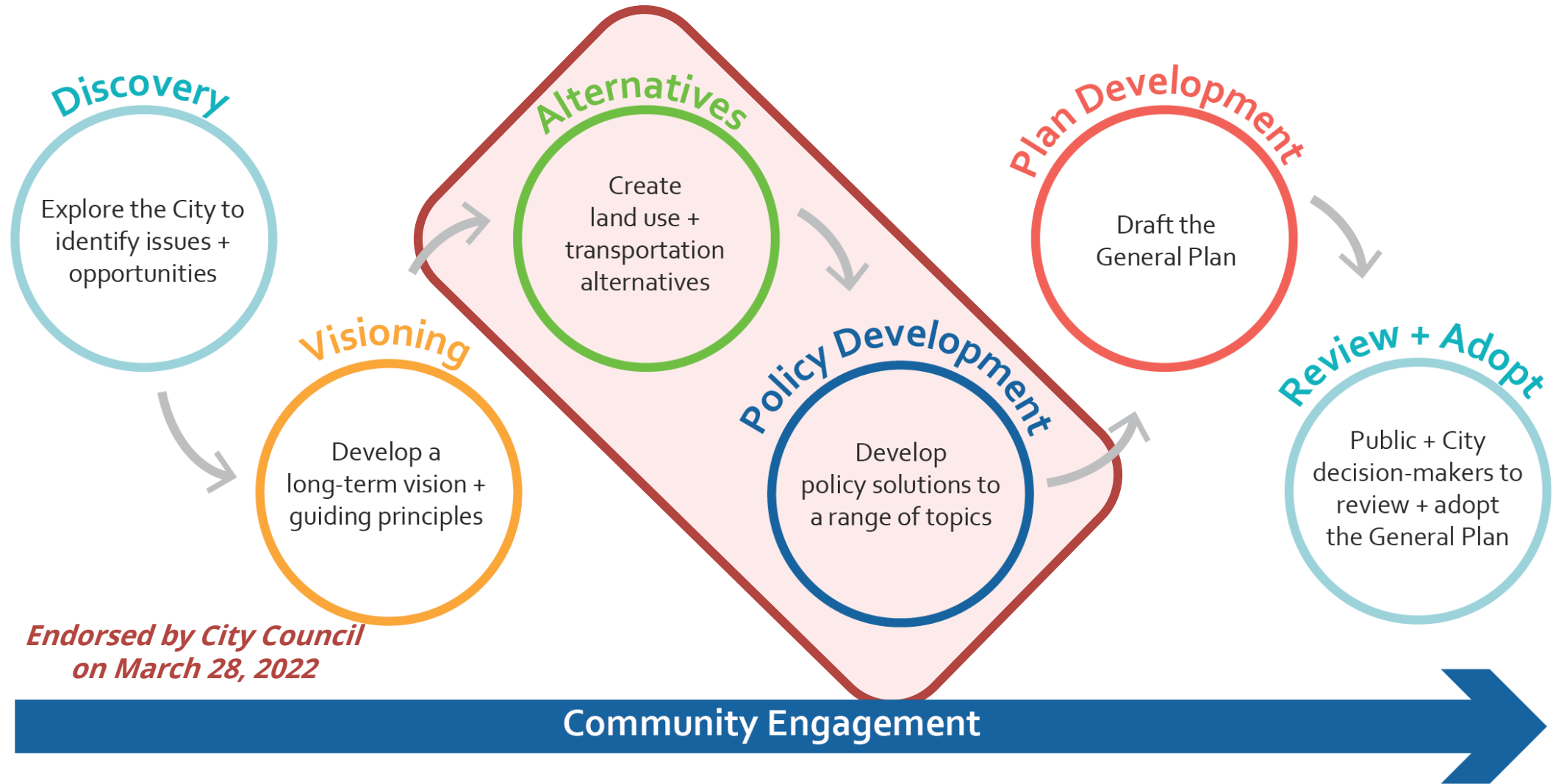
- Long-term policy document to **guide the future actions**
- Enables the community to come together to develop a **shared vision** for the next 25-30 years
- Updated every 10-15 years
- Preserves and enhances **community strengths**
- Addresses **topics of concern**
- **9 required elements**
  1. Land Use
  2. Circulation
  3. Housing
  4. Noise
  5. Conservation
  6. Safety
  7. Open Space
  8. Air Quality
  9. Environmental Justice

## WHAT IS A GENERAL PLAN?

*A General Plan is like a road map for the future of Ventura*



# General Plan Update Process





# What is the “Vision”?

- Describes what the future of the City will look like
- Developed through extensive community engagement and multiple meetings with the GPAC.
- Endorsed by the City Council on March 28, 2022.
- Serves as the basis for the land use alternatives and topic-specific goals and policies.
- Includes three components:
  - **Vision Statement:** describes where the City aspires to be in 2050
  - **Core Values:** define Ventura’s culture and priorities
  - **Strategies:** provide specific benchmarks or actions for achieving the vision/core values



*"The residents of Ventura will implement a shared vision to achieve a sustainable, equitable, and resilient future. We will work together to protect the characteristics we cherish the most: **the California beach town character; the welcoming, close-knit community feel; views of and access to the ocean and hills; our rich history; the diversity of cultures, races, and ethnicities.**"*

Visit [www.PlanVentura.com](http://www.PlanVentura.com) to view the Vision Statement (English + Spanish)



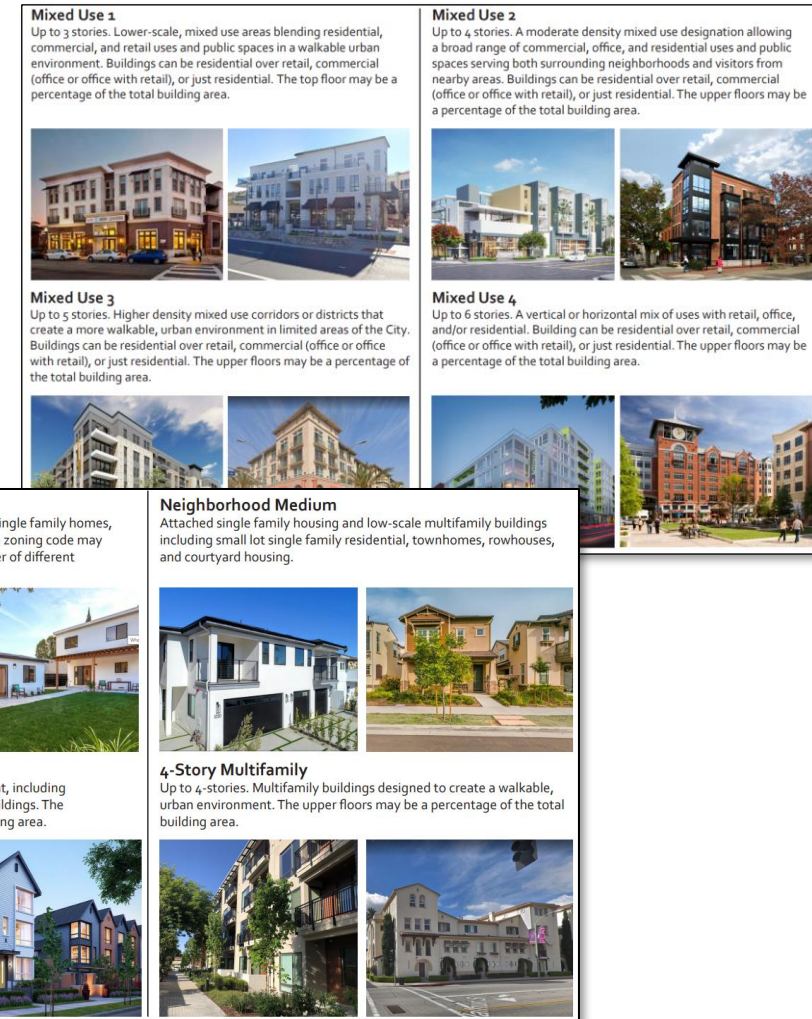
# What are “Land Use Designations”?

- Defines the future (allowable) type, distribution, and intensity of all parcels
- Includes a land use diagram
- Establishes standards for density
  - Residential (dwelling units per acre)
  - Non-residential (floor-area ratio)
- Must align with and reflect content from other elements



# Proposed Land Use Designation Categories

- **Residential** designations for the residential-only areas of the city.
- **Mixed-use** designations to allow for a mix of uses in an area, including vertical and horizontal mixed-use within a single project.
- **Commercial** designations to provide areas for retail, offices, and service uses. Residential uses are not allowed in these designations (except for Neighborhood Commercial where residential is allowed as a secondary use).
- **Employment** designations to allow for a range of job-producing uses including light industrial, light manufacturing, research & development (R&D), and office uses. Residential uses are not allowed in these designations.
- **Public/Institutional** uses including schools, parks, open spaces, hospitals, and other public uses.





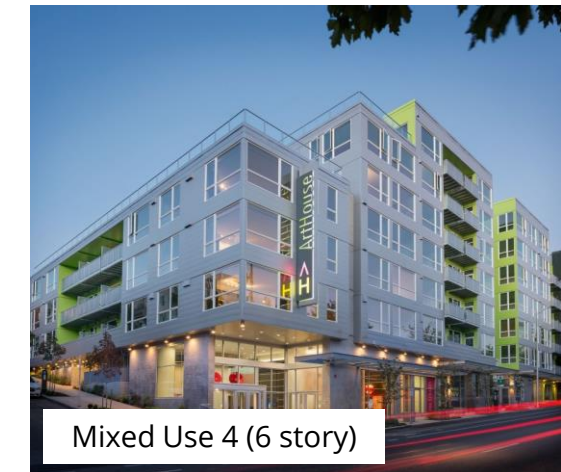
# Residential Designations

- **Neighborhood Very Low:** single-family residential at very low density
- **Neighborhood Low:** single family, ADUs, duplexes
- **Neighborhood Low Medium:** single family, townhomes, rowhouses
- **Neighborhood Medium:** single family, townhomes, rowhouses, and some small multifamily housing
- **Single Family Beach:** single family in the coastal zone
- **Two Family Beach:** single family/duplexes in the coastal zone
- **3-Story Multifamily/Coastal 3-Story Multifamily:** up to 3-story residential
- **4-Story Multifamily:** up to 4-story residential
- **Mobile Home Exclusive**



# Mixed Use Designations

- **Mixed Use 1/Coastal Mixed Use 1:** up to 3 stories
- **Mixed Use 2/ Coastal Mixed Use 2:** up to 4 stories
- **Mixed Use 3/ Coastal Mixed Use 3:** up to 5 stories
- **Mixed Use 4 /Coastal Mixed Use 4:** up to 6 stories
- **Harbor Mixed Use:** up to 3 stories in the Harbor area
- **Coastal Mixed Use:** up to 3 stories in the Coastal Zone





# Non-Residential Designations

- **Commercial\*:** Non-residential only, up to 3 stories/45 feet
- **Neighborhood Center\*:** Primarily commercial with residential as second use; up to 3-4 stories
- **Office/R&D\*:** Professional office up to 6 stories/75 feet
- **Light Industrial/Flex:** Similar to M-1 zone; up to 3 stories/45 feet
- **General/Heavy Industrial:** Similar to M-2 zone, but reduced height to 3 stories/45 feet
- **Hospital**



*\*New designations*

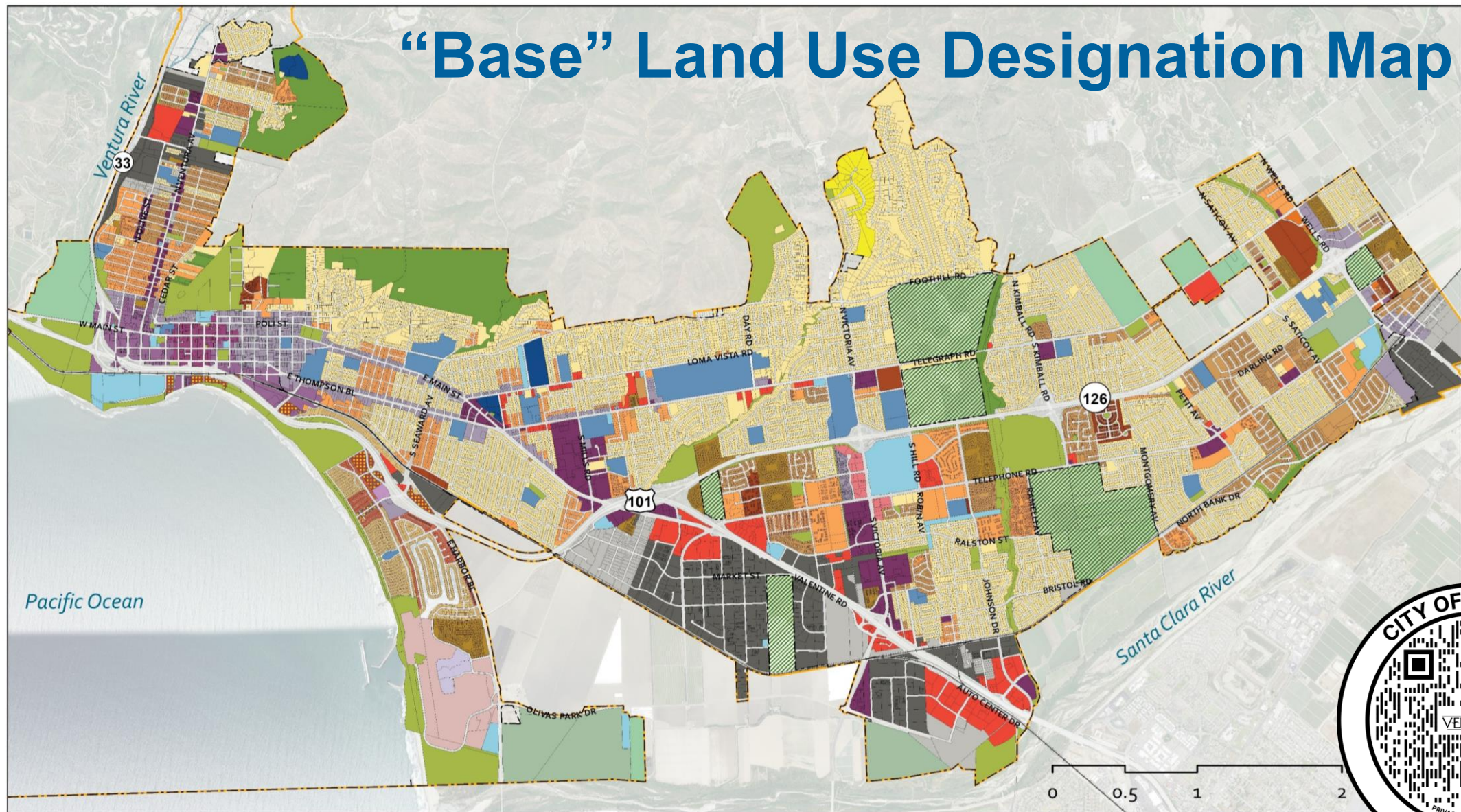
# Public and Institutional

- **Public (General):** Civic facilities and uses
- **Schools:** Public and private schools
- **Natural Open Spaces**
- **Agriculture**
- **Parks**
- **Golf Courses**





# “Base” Land Use Designation Map



- Ventura City Limits
- Sphere of Influence
- Areas of Discussion
- Railroad

- |  |   |   |  |  |   |
|--|---|---|--|--|---|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span> Neighborhood Very Low       | <span style="display: inline-block; width: 15px; height: 15px; background-color: brown; border: 1px solid black;"></span> Neighborhood Medium       | <span style="display: inline-block; width: 15px; height: 15px; background-color: purple; border: 1px solid black;"></span> Mixed Use 2            | <span style="display: inline-block; width: 15px; height: 15px; background-color: red; border: 1px solid black;"></span> Commercial                         | <span style="display: inline-block; width: 15px; height: 15px; background-color: pink; border: 1px solid black;"></span> Office/R&D            | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgreen; border: 1px solid black;"></span> Golf Course  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: lightyellow; border: 1px solid black;"></span> Neighborhood Low       | <span style="display: inline-block; width: 15px; height: 15px; background-color: orange; border: 1px solid black;"></span> 3 Story Multifamily      | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkpurple; border: 1px solid black;"></span> Mixed Use 3        | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkorange; border: 1px solid black;"></span> Commercial Tourist Oriented | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkblue; border: 1px solid black;"></span> Hospital          | <span style="display: inline-block; width: 15px; height: 15px; background-color: green; border: 1px solid black;"></span> Open Space        |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: tan; border: 1px solid black;"></span> Single Family Beach            | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkorange; border: 1px solid black;"></span> 4 Story Multifamily  | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkpurple; border: 1px solid black;"></span> Mixed Use 4        | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightpink; border: 1px solid black;"></span> Harbor Commercial            | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightblue; border: 1px solid black;"></span> Public (General) | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgreen; border: 1px solid black;"></span> Agricultural |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: lightbrown; border: 1px solid black;"></span> Neighborhood Low Medium | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkbrown; border: 1px solid black;"></span> Mobile Home Exclusive | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightpurple; border: 1px solid black;"></span> Harbor Mixed Use  | <span style="display: inline-block; width: 15px; height: 15px; background-color: gray; border: 1px solid black;"></span> Light Industrial/Flex             | <span style="display: inline-block; width: 15px; height: 15px; background-color: blue; border: 1px solid black;"></span> School                | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgreen; border: 1px solid black;"></span> SOAR Areas   |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: darkred; border: 1px solid black;"></span> Two-to-Four Family Beach   | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkpurple; border: 1px solid black;"></span> Mixed Use 1          | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightpurple; border: 1px solid black;"></span> Coastal Mixed Use | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkgray; border: 1px solid black;"></span> General/Heavy Industrial      | <span style="display: inline-block; width: 15px; height: 15px; background-color: green; border: 1px solid black;"></span> Park                 |   |

Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

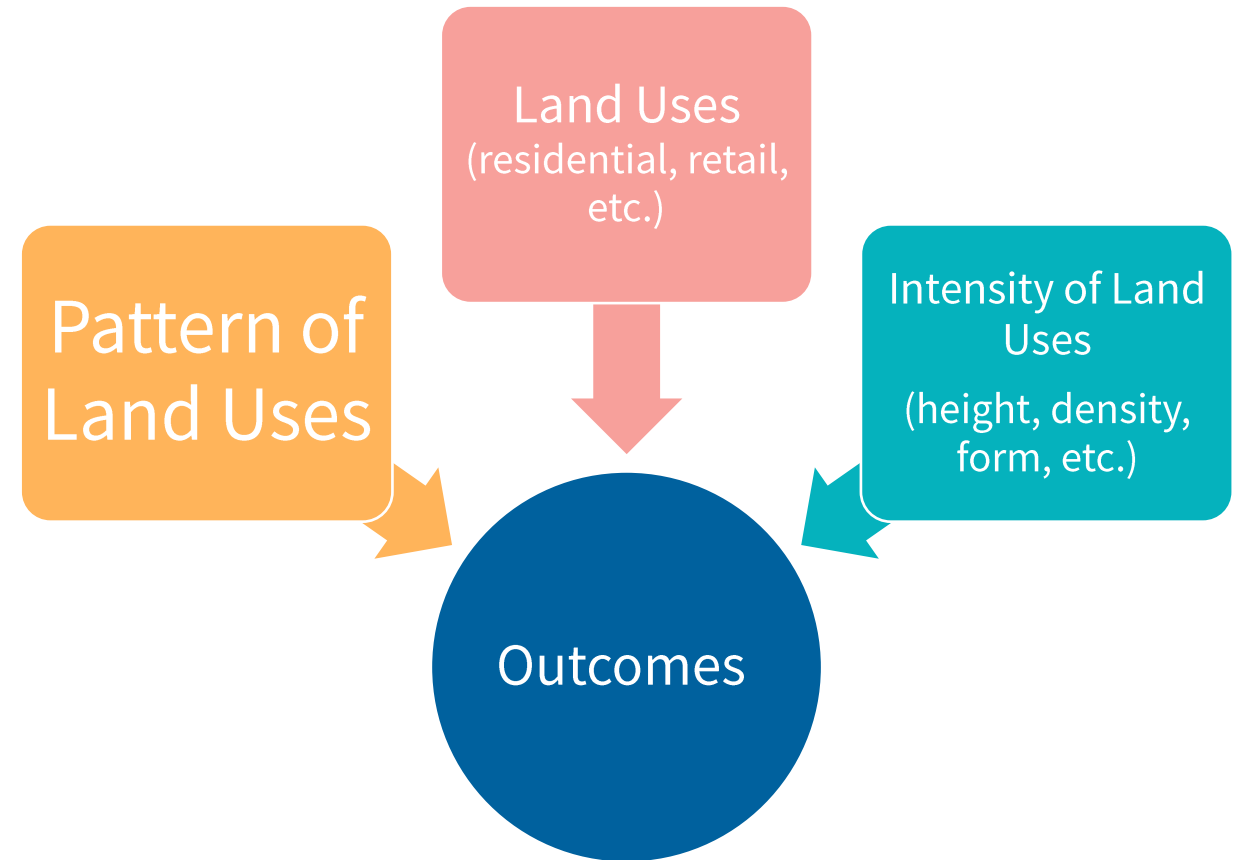




# Alternatives

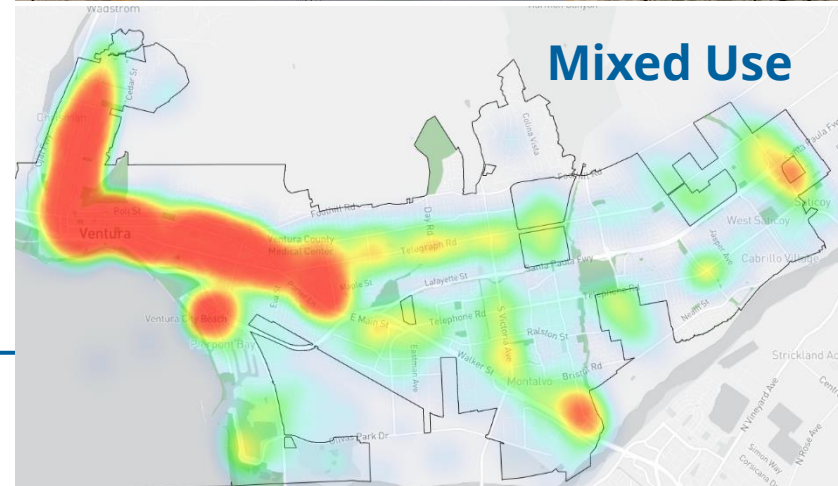
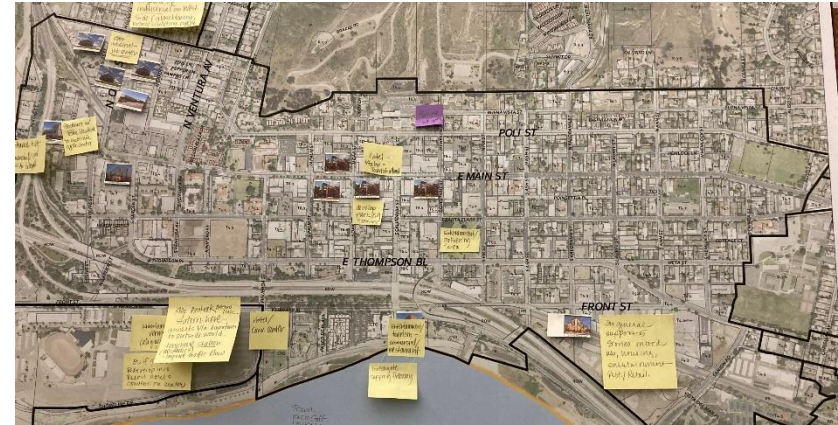
# Land Use Alternatives

- Discuss how the physical form of the City will evolve in 20-30 years
- Implement a range ideas from the public during the engagement process
- Implement the Vision and Guiding Principles
- Allow the General Plan team to better understand the community's direction on:
  - The overall mix of land uses
  - The total amount of development in the city
  - Where in the city new development should be targeted
  - The maximum height of buildings allowed in different areas



# Input for Alternatives

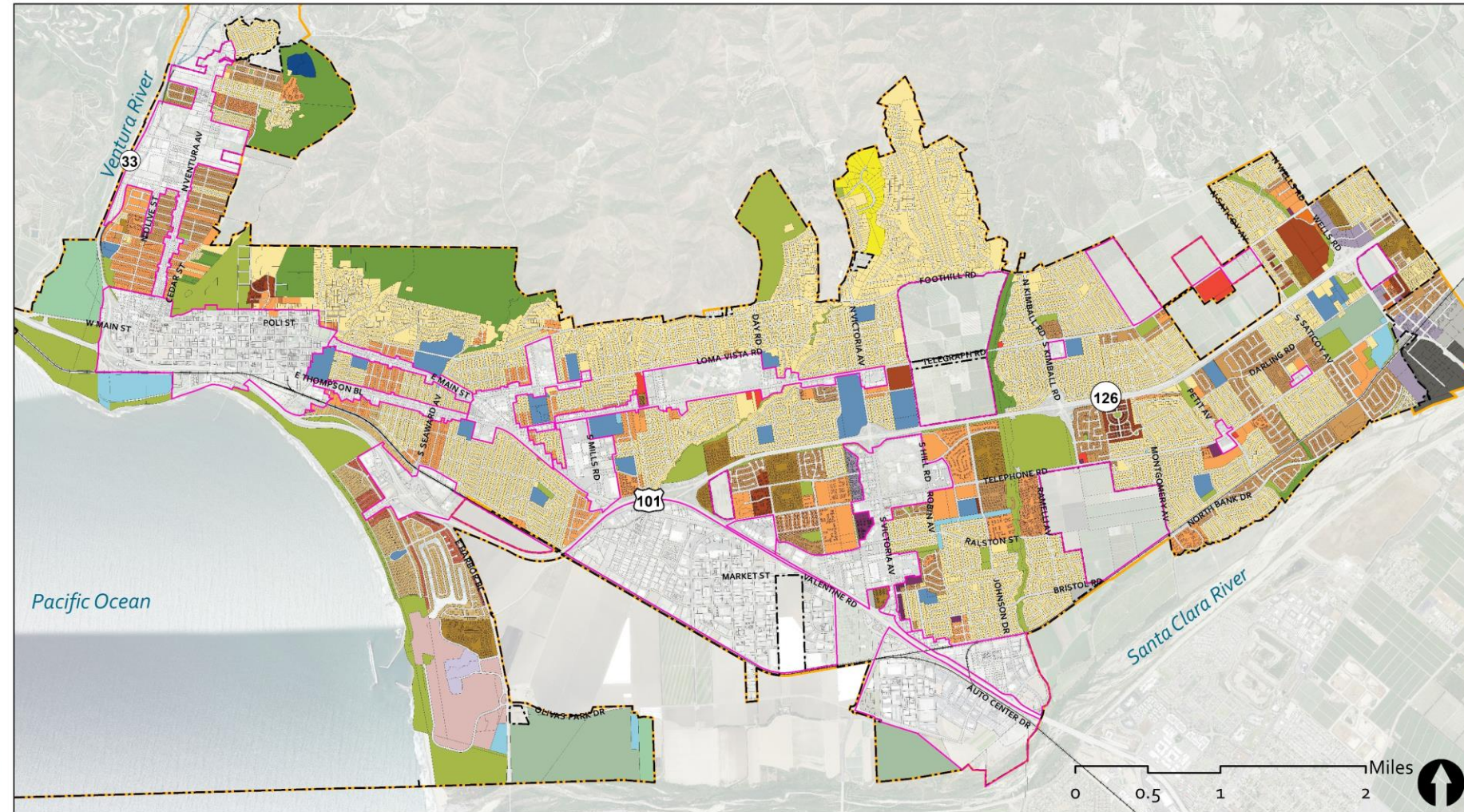
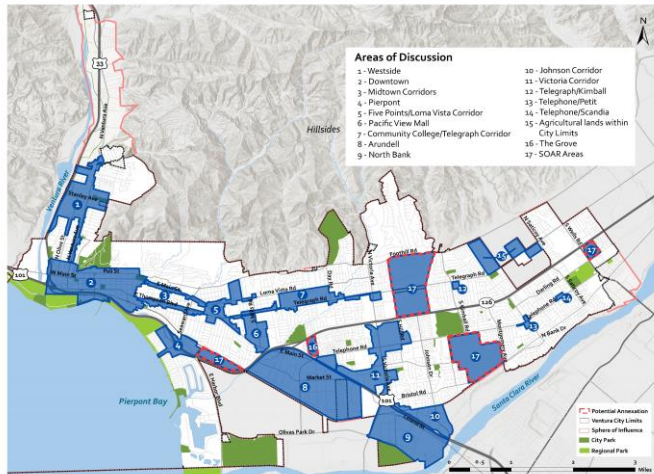
- GPAC – Meetings April 19 and May 16 and 17
- Public input at GPAC meetings
- Map-based vision survey
- Other community input





# Areas Outside of the Areas of Discussion

- Reflects the proposed land use designations and map for the areas outside of the Areas of Discussion.
- Ensures compatibility with the existing development standards.

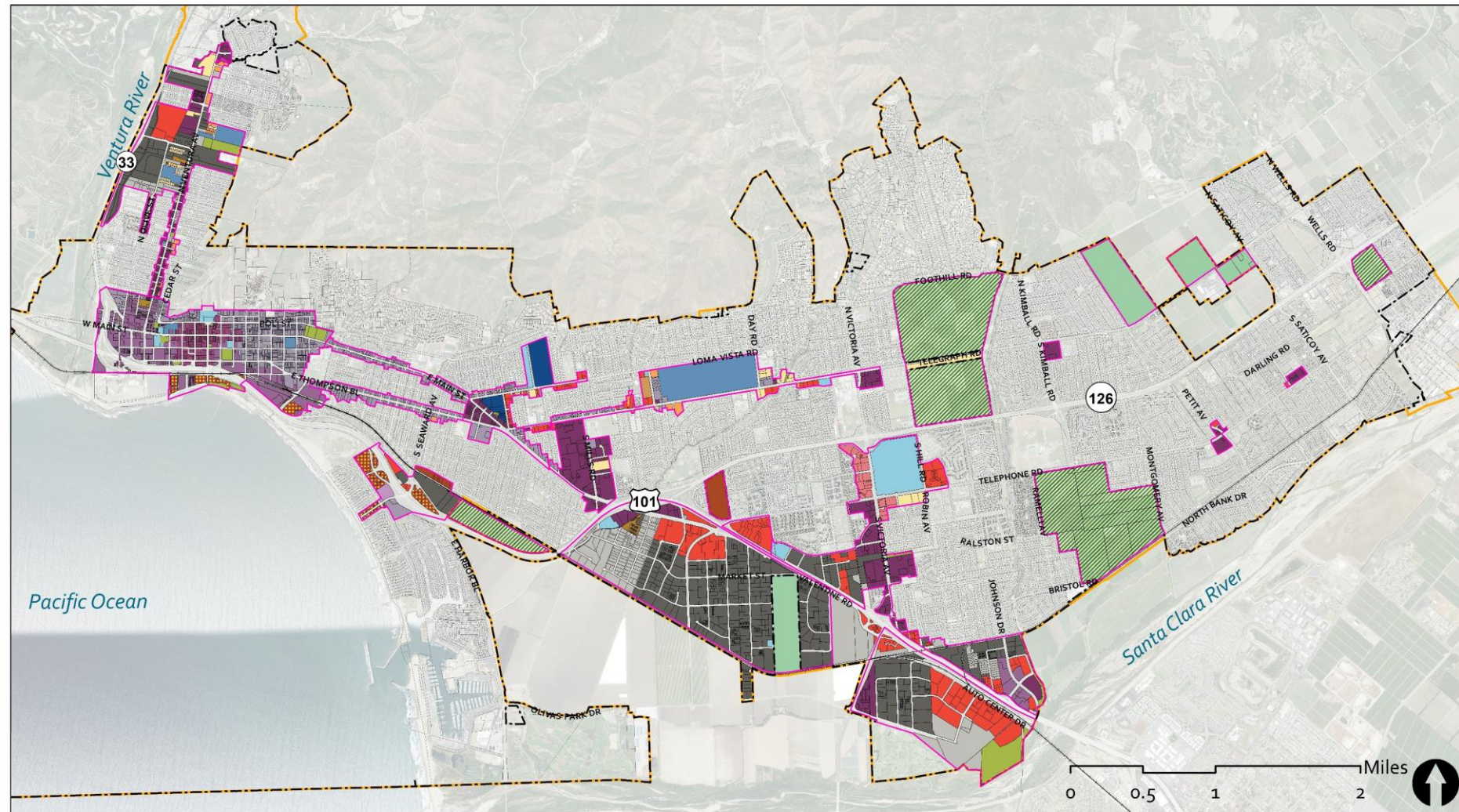


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



# Base Alternative

- Reflects the base land use designations for the Areas of Discussion.
- Implements existing zoning to ensure that new development is generally compatible with the existing development standards.
- Some differences between base designations and zoning map
- Point of comparison for all alternatives



--- Ventura City Limits  
--- Sphere of Influence  
--- Areas of Discussion  
--- Railroad

Neighborhood Low  
Neighborhood Low Medium  
Neighborhood Medium  
3 Story Multifamily  
4 Story Multifamily

Mobile Home Exclusive  
Mixed Use 1  
Mixed Use 2  
Mixed Use 3  
Mixed Use 4

Coastal Mixed Use  
Commercial  
Commercial Tourist Oriented  
Light Industrial/Flex  
General/Heavy Industrial

Office/R&D  
Hospital  
Public (General)  
School  
Park

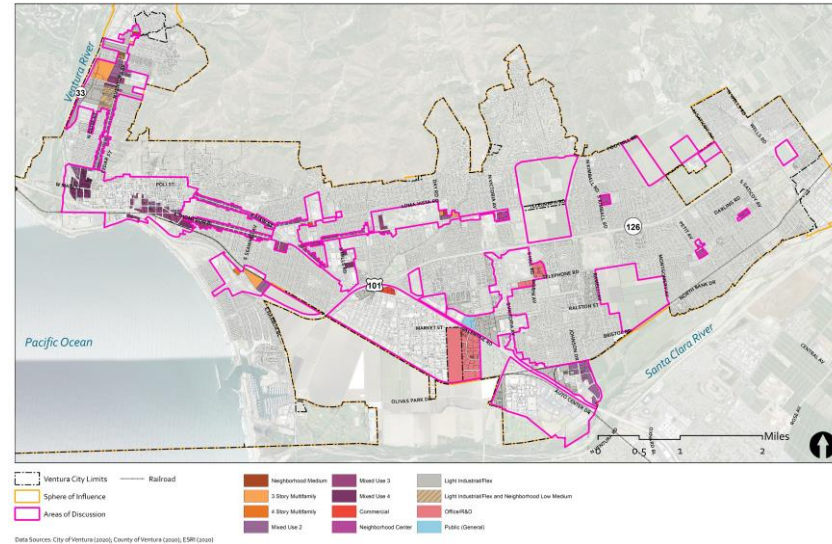
Agricultural  
SOAR Areas

Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

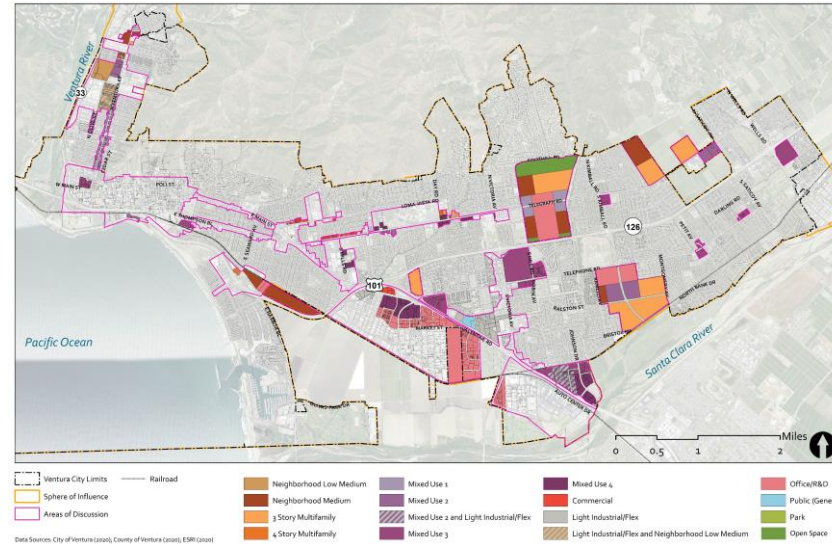


# Land Use Alternatives - Parcels Changing From Base

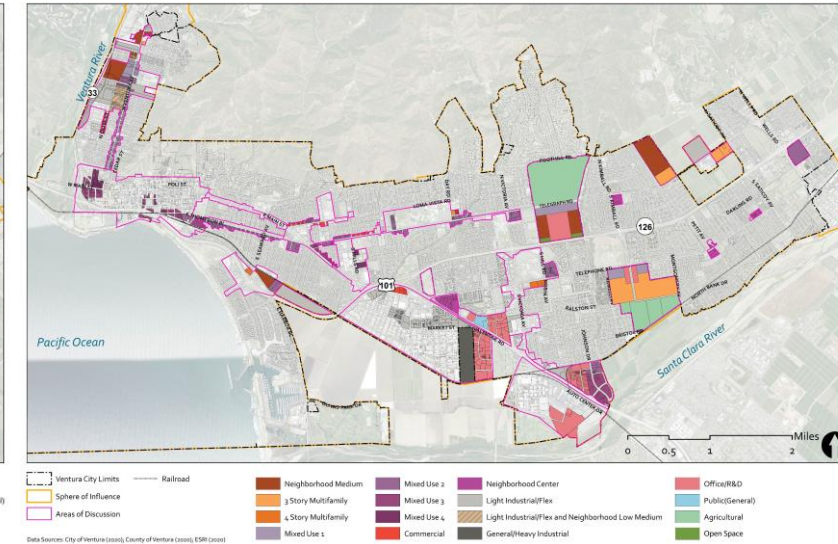
## Core



## Expansion



## Distributed



Focuses new residential development and jobs in and around the Downtown and along major transit corridors. Expands job capacity on the Westside and in Arundell.

Increases residential and job capacity in SOAR areas located within the SOI and minimizes density increases in Downtown, Five Points/Pacific View Mall and the Midtown Corridors. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*

Spreads development throughout the City by allowing minimal increases in density in targeted locations and allowing for development in some SOAR areas. *(SOAR areas will continue to require a vote of the people prior to any property-owner-initiated annexation and land use change.)*

# Residential Designation Changes Compared to Base

Areas of Discussion	Base (in acres)	Change from Base (in acres)		
		Core	Expansion	Distributed
Neighborhood Medium	33	4	173	154
3 Story Multifamily	19	49	238	127
4 Story Multifamily	0	3	4	12
Mixed Use 1 (3 story)	240	-134	46	14
Mixed Use 2 (4 story)	158	111	34	83
Mixed Use 3 (5 story)	45	98	219	103
Mixed Use 4 (6 story)	304	-73	4	-91

# Downtown

Example of Area of Discussion Alternatives



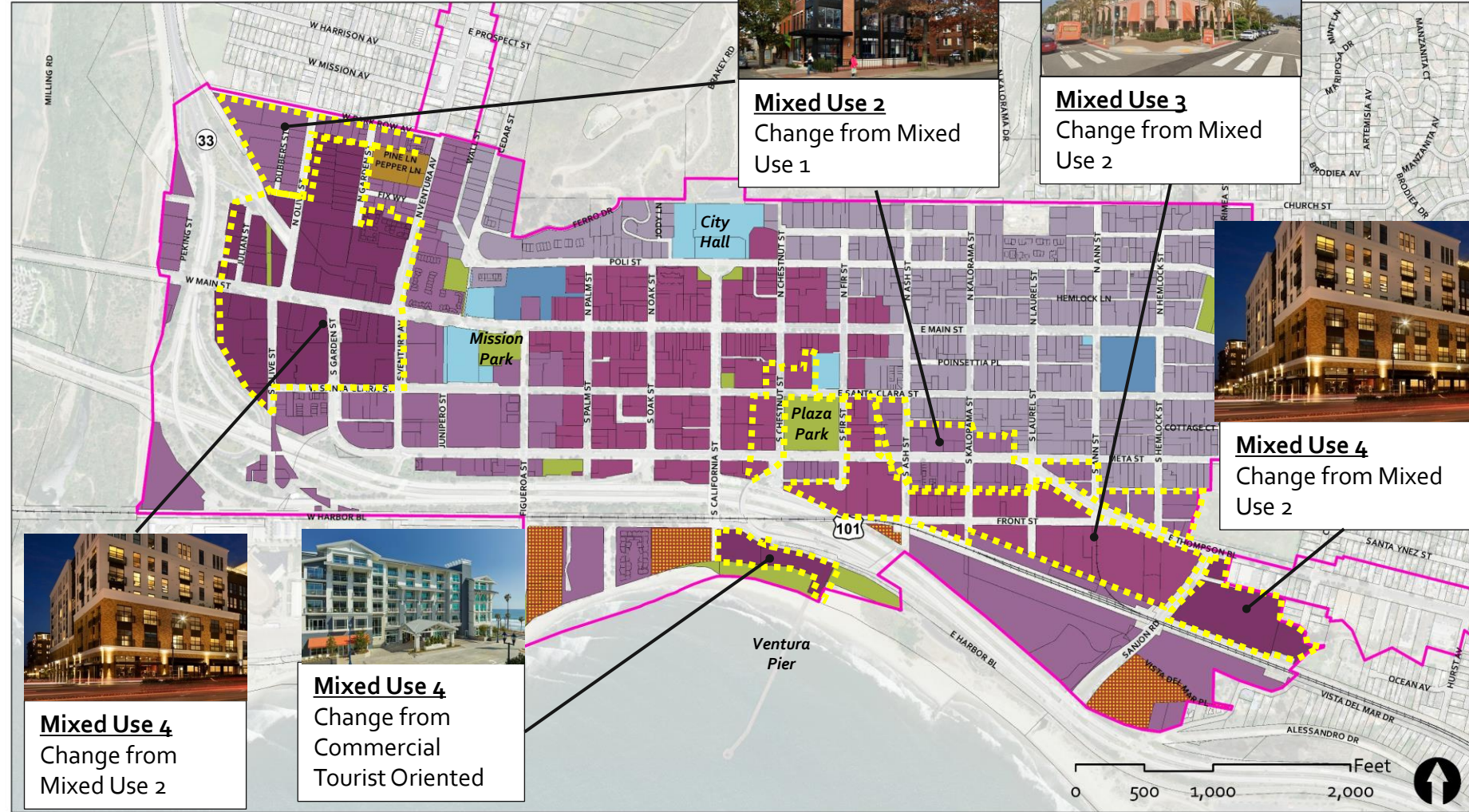


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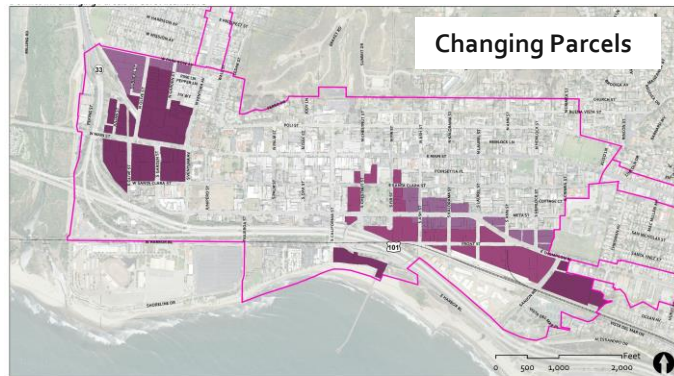


# Downtown - Core

- Identifies the Downtown as an area for a significant amount of new development.
- Expands development capacity on the east and west sides of Downtown to allow for an increase in multifamily housing and jobs, while maintaining the current zoning (i.e., building heights) in most of the area.
- Activates the beachfront with the addition of Mixed Use 4 (6 stories) to allow additional retail and new visitor serving uses (e.g., hotels).
- Expands development capacity around Plaza Park and the Thompson corridor.



Changing Parcels

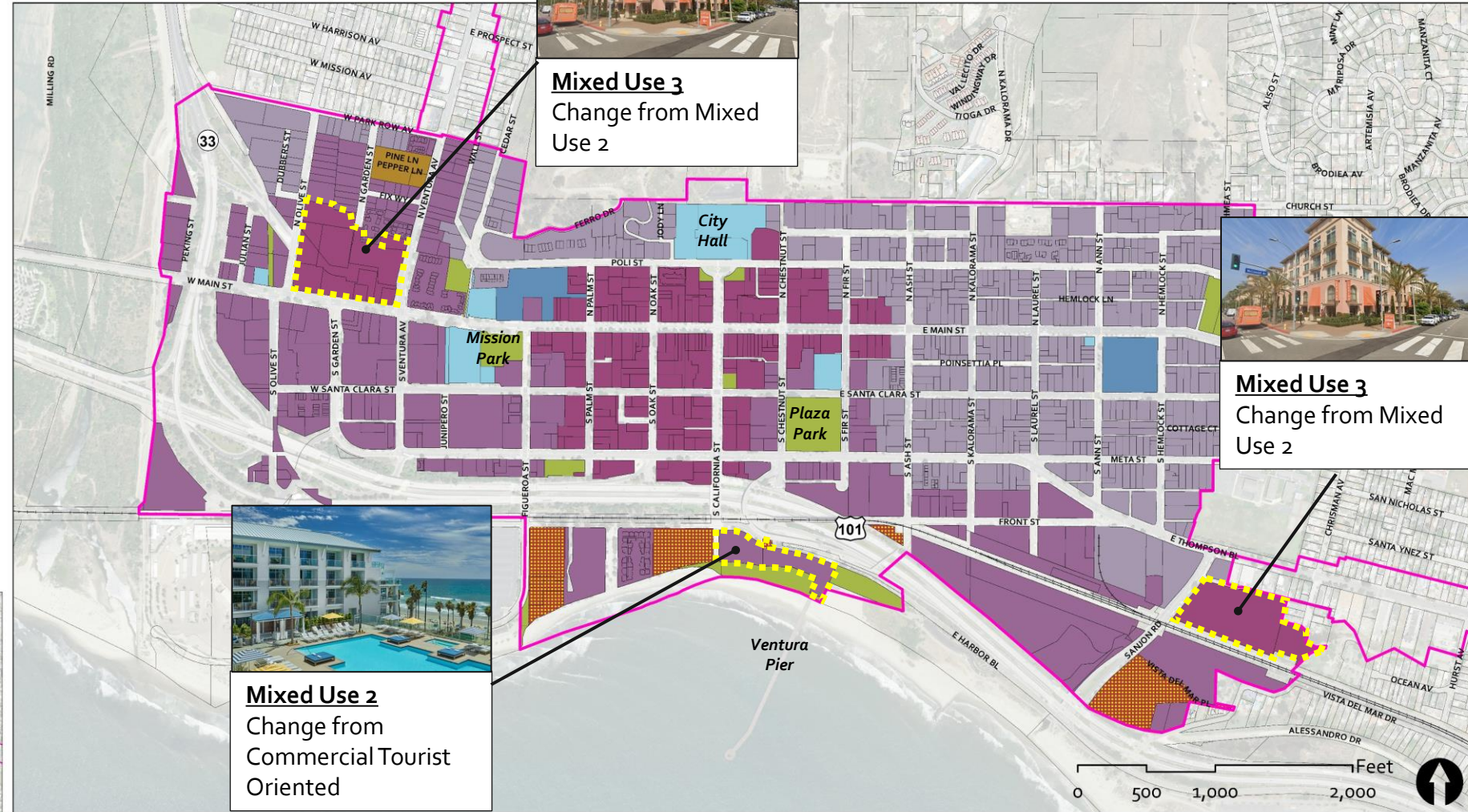
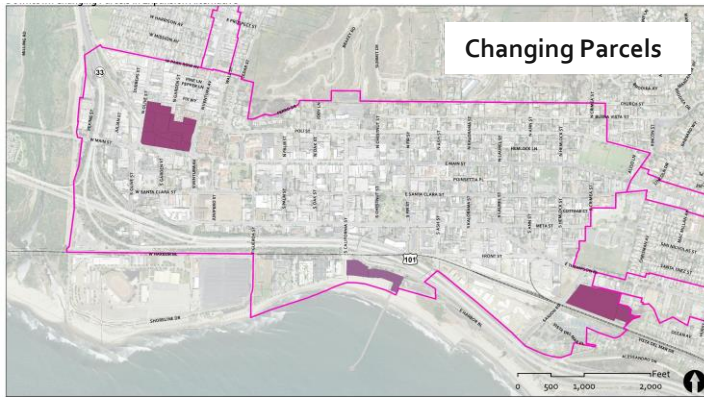


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



# Downtown - Expansion

- Maintains most of the existing land use designations.
- Increases allowable height and density at Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories). Additional policies would be put in place to maintain a strong retail component (e.g., grocery store).
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.
- Increases the City yard on Sanjon from Mixed Use 2 (4 stories) to Mixed Use 3 (5 stories).

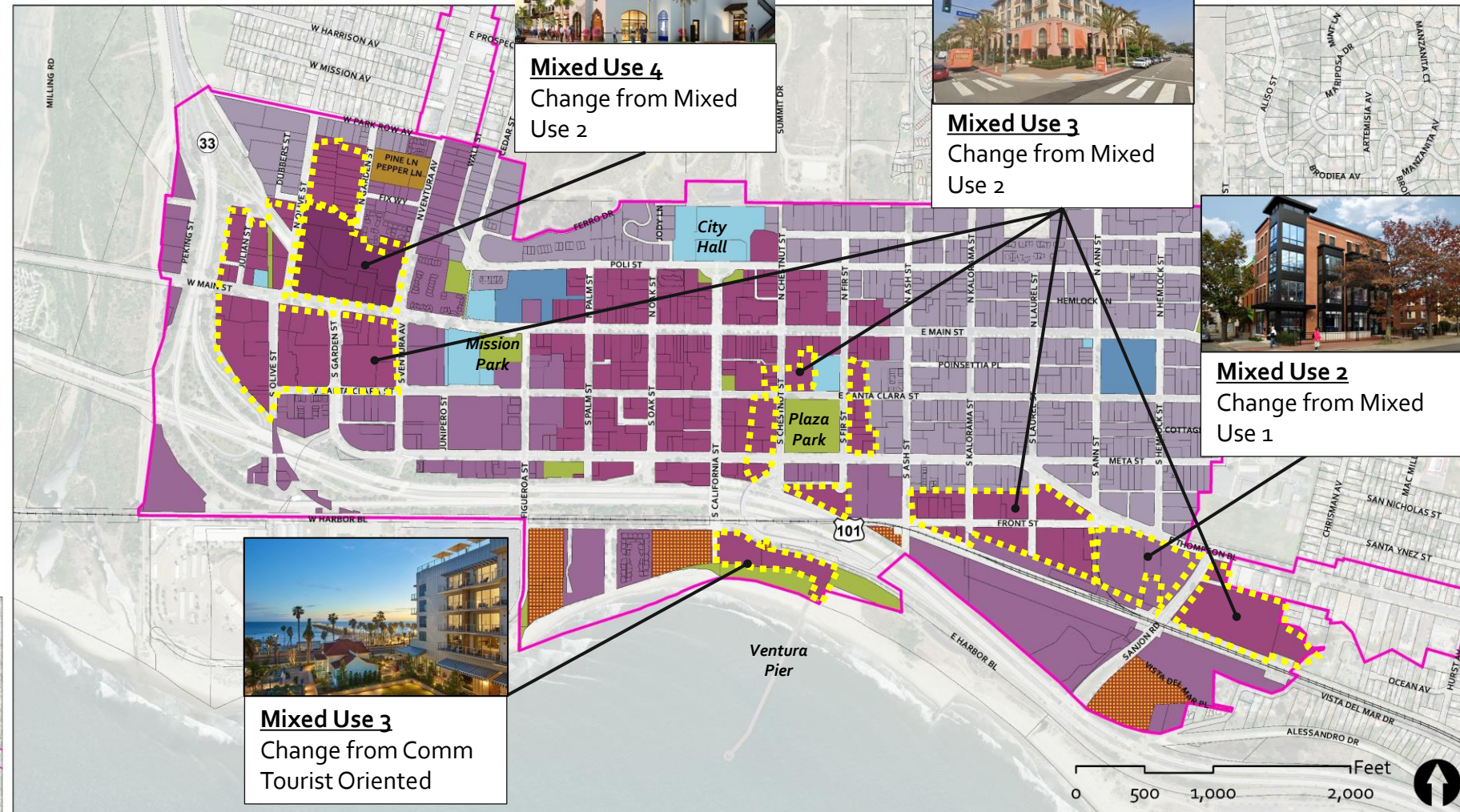
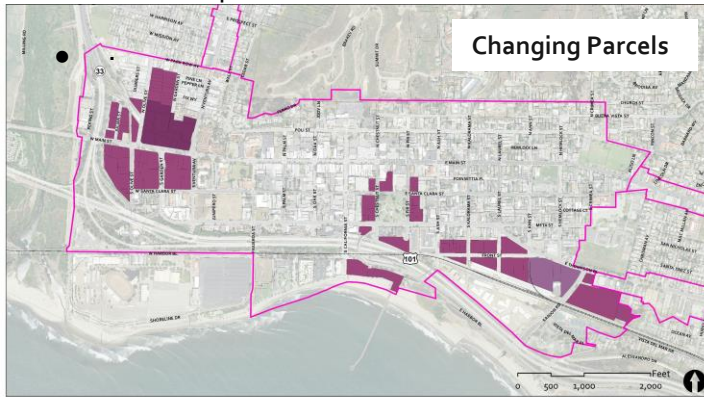


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)



# Downtown - Distributed

- Maintains the vision in the Downtown Specific Plan but allows for some increases in height on the east and west sides of Downtown to accommodate more housing and jobs.
- Increases allowable height and density of Mission Plaza from Mixed Use 2 (4 stories) to Mixed Use 4 (6 stories).
- Increases heights by 1 story around Mission Plaza, around Plaza Park, and along Thompson to encourage additional development.
- Changes the land use designation for the parking garage and pier along the beach from Commercial Tourist Oriented to Mixed Use 3 (5 stories) to help create an active beach experience.



Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

# Next Steps

# Next Steps

## • Office Hours

- Tuesday, September 13, 6:00-8:30 PM, Virtual
- Monday, September 19, 6:00-8:30 PM, City Hall Community Room
- Tuesday, September 27, 6:00-8:30 PM, Virtual

## • Community Council Meetings

- ~~Westside Community Council, Wednesday, September 7, 6:30 PM~~
- Midtown Community Council, Thursday, September 8, 7:00 PM
- Montalvo Community Council, Wednesday, September 14, 6:30 PM
- East Ventura Community Council, Thursday, September 15, 7:00 PM
- Pierpont Bay Community Council, TBD
- College Area Community Council, Wednesday, September 28, 7:00 PM

## • Water Educational Forum (TBD)

## • Pop-Up Workshops

- Throughout the City in the Fall



Visit [www.PlanVentura.com](http://www.PlanVentura.com) to register for emails, view documents, or events calendar

# Virtual Surveys

- 11 surveys for feedback on individual areas
  - Citywide and Downtown – START HERE
  - 10 for individual Areas of Discussion – Take one or all
  - Limited to 1 per IP address
- Open Thursday, Sept 1 – mid October
- Surveys are the primary source of input



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# Question and Answer and Discussion