

Spring 2016

Midtown Ventura Wellness District Urban Design Concept Plan

CRP 553 Project Planning Lab

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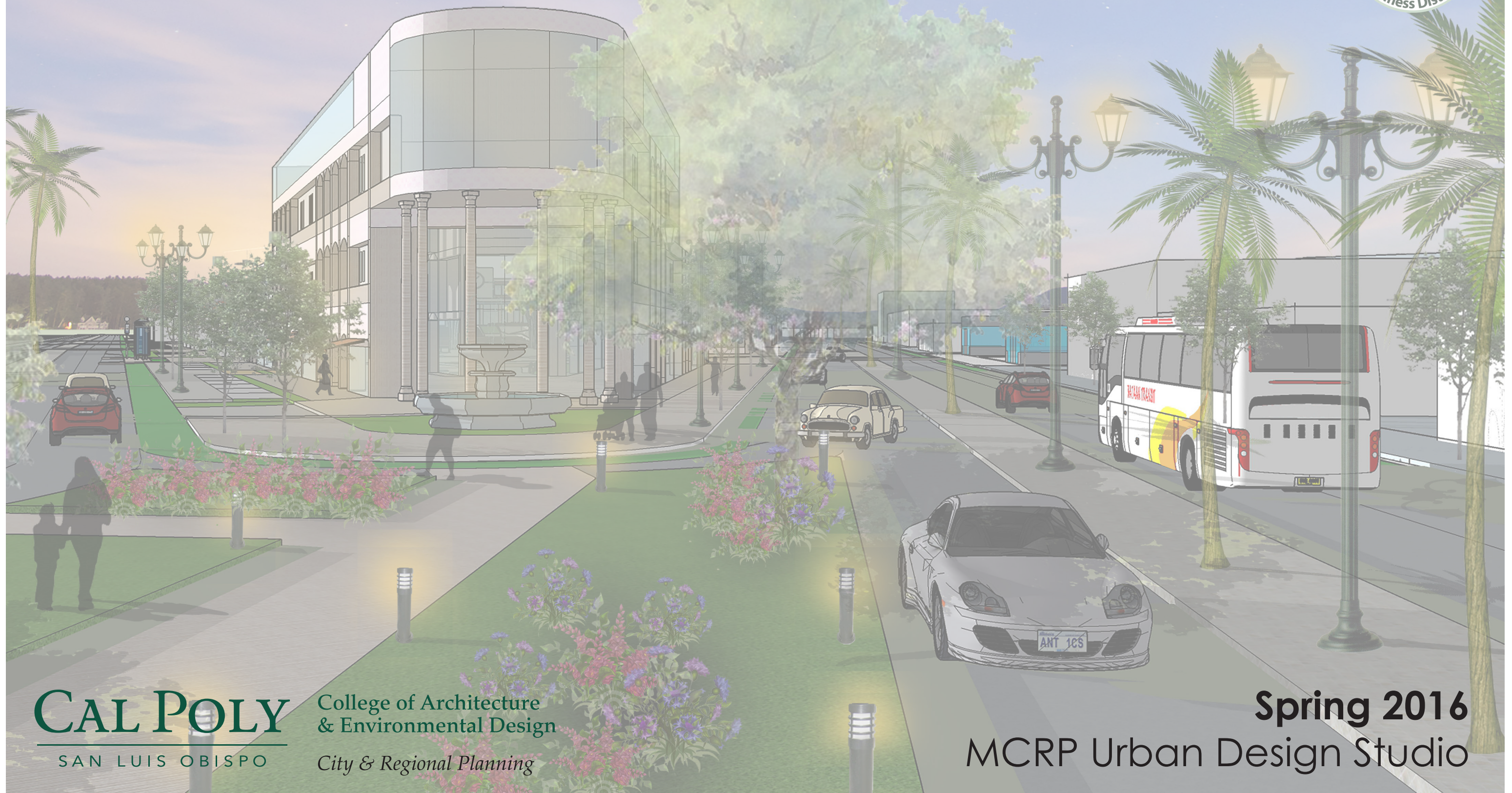
Spring April 1, 2016.

Winner of the 2017 Academic Excellence Award from the Central Coast Section of the California Chapter, American Planning Association

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Midtown Ventura Wellness District

Urban Design Concept Plan



CAL POLY
SAN LUIS OBISPO

College of Architecture
& Environmental Design
City & Regional Planning

Spring 2016
MCRP Urban Design Studio

Cover illustration:

Landmark corner of the District Core area.

Looking northwest from corner of Main and Thompson.

Rendering by Mei-han Kuo.

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Spring 2016

MCRP Urban Design Studio

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Midtown Ventura Wellness District

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The Midtown Ventura Wellness District Urban Design Concept Plan was prepared by the first year class of the Master of City and Regional Planning program at Cal Poly San Luis Obispo during the 2016 Spring Quarter. This work is meant to contribute to the City of Buenaventura's long range planning efforts through a development vision and a number of planning and design scenarios and ideas for a special wellness-related district around the Community Memorial Hospital and the County Medical Center in Ventura's Midtown.

We are grateful to the City of Buenaventura's Planning Department and its staff for supporting and encouraging this academic initiative, and to the Midtown Community Council for their encouragement.

We want to acknowledge the leadership of instructors Amir Hajrasouliha and Vicente del Rio. We are grateful for all their help.

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TABLE OF CONTENTS

Executive Summary 7

PART 1 _ SITE ASSESSMENT

Chapter 1 _ Analysis of Existing Documents and Data 13

- 1.1 Documents and Plans 13
- 1.2. Demographic Studies 14
- 1.3 Housing 16
- 1.4 Neighborhood Characteristics 17
- 1.5 Circulation 19
- 1.6 Environmental Conditions 21
- 1.7 Existing Zoning 23
- 1.8 Land Ownership 25

Chapter 2 _ Field Surveys 27

- 2.1 Awareness Walk 28
- 2.2. Lot Surveys 32
- 2.5 Developable Land 35
- 2.6 Walkability 36

Chapter 3 _ Community Engagement 39

- 3.1 Pedestrian Interviews 42
- 3.3 Online Survey 45

Chapter 4 _ Constraints and Opportunities 51

- 4.1 SWOT Analysis 51
- 4.5 Constraints and Opportunities Map 55

PART 2 _ CONCEPT PLAN

Chapter 5 _ Vision/Goals/Objectives 59

Chapter 6 _ Wellness District Concept 62

Chapter 7 _ The Private Domain 64

- 7.1 Zoning 64
- 7.2 Design Guidelines 67
- 7.3 Building Typologies 72
- 7.4 Objective & Actions 93
- 7.5 Private Domain Implementation Matrix 74

Chapter 8 _ The Public Domain 76

- 8.1 Gateway Concepts 76
- 8.2 Health-Related Uses, Recreation, and Social Events 77
- 8.3 Open Spaces 79
- 8.4 General Street Types 81
- 8.5 Specific Street Types 82
- 8.6 Regional Connections 98
- 8.7 Intersections and Crosswalks 99
- 8.8 The Five-Points Intersection 103
- 8.9 Parking 105
- 8.10 Public Domain Implementation Matrix - Gateways 106
- 8.11 Public Domain Implementation Matrix - Health Related
Uses, Recreation, and Social Events 108
- 8.12 Public Domain Implementation Matrix - Open Spaces 112
- 8.13 Public Domain Implementation Matrix - General
Street Types 116



- 8.14 Public Domain Implementation Matrix - Specific
Street Types 118
- 8.15 Public Domain Implementation Matrix - Regional
Connections, Intersections and Crosswalks 120
- 8.16 Public Domain Implementation Matrix - Parking 122

Chapter 9 _ Midtown Core Project 123

- 9.1 Design Concept 124
- 9.2 Development Phasing 127
- 9.3 Illustrative Views 128
- 9.4 Parking 135
- 9.5 Circulation 135
- 9.6 Open Space 135
- 9.7 The Core Implementation Matrix 136
- 9.8 The Core Phased Development Matrix 138

Chapter 10 _ Implementation of the Wellness District 139

Implementation Matrixes 132

References 145

Appendixes (separate volume)

- 1. Awareness Walk Reports A.3
- 2. Lot Surveys A.16
- 3. GIS Maps A.94
- 4. Field Interviews A.108
- 5. Internet Survey Template A.117

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EXECUTIVE SUMMARY

This report resulted from an academic exercise by a team of graduate-level students from Cal Poly San Luis Obispo's City and Regional Planning Department during the Spring Quarter, 2016. With the support and encouragement of the City of Buena Ventura, the team proposed a development concept and an urban design concept plan for the Midtown that explore the notion of wellness in a holistic manner, and are consistent with the General Plan and the city's economic strategy.

This plan was motivated by the results of the 2005 Midtown Charrette and the 2013 technical assistance workshop by Urban Land Institute which suggested the potential for a special district around the concept of wellness. This idea was motivated by the expansion of two important hospital sites, the Community Memorial Hospital and the Ventura County Medical Center located at close proximity to each other. Totalling over \$600 million dollars of investment in facilities and infrastructure, the redevelopment of both sites together with the concentration of medical-related uses around them generates an important community and economic hub in Midtown.

Communities across the nation are recognizing the critical link between the built environment and public health. Consciously improving the physical design of communities has the potential to reverse downward trends in people's overall health and life span. Designing and planning healthy communities is a process that involves bringing together a wide range of stakeholders who can incorporate community values and implement best practices to actualize them.

The Midtown Ventura Wellness District Concept Plan focuses on the area bounded by Loma Vista Road, Telegraph Avenue, Thompson Boulevard, North Seaward Avenue and South Katherine Drive (see Figure). The plan explores innovative urban design concepts to direct future development in a manner that preserves the existing physical characteristics that make the community unique while encouraging positive redevelopment. The existing street network will be adapted to increase walkability and safety while encouraging alternative transportation. Zoning changes and housing



Project area in Ventura's Midtown District.

strategies are suggested in order to attract mixed-uses, better serve the community, and respond to the needs of the workforce, leveraging the economic and employment base of the hospitals. And because medical facilities have a distinct physical form and the area needs a character and an identity, the plan proposes distinct design ideas. Bringing together all of these important features, the plan seeks to promote the development of an active Wellness District through improvements to the built environment which reflect a sense of community vitality.

This report represents the final product of an intensive ten-week process involving a number of phases and tasks. The process started with the review of existing plans, documents, and data on Ventura and on the project site. Meetings were held with important stakeholders, including an a group of City of Ventura planning professionals and representatives from both the Community Memorial Hospital and Ventura County Medical Center.



Midtown Ventura Wellness District

Urban Design Concept Plan

While in the field, the class conducted several tasks in order to fully understand physical and spatial conditions, but also the community's needs and expectations. These included an awareness walk when students annotated and photographed the project area and general uses and behaviors, a thorough parcel-by-parcel survey of development conditions, as well as interviews with area users and community members. The awareness walk informed a Walkability Score and the parcel surveys helped to determine developable lands. The Walkability Score helped the class assess the quality of the walking environment through variables such as complexity, transparency, legibility, and enclosure. The class also posted an on-line survey platform which allowed a wider range of stakeholders to express their needs and expectations for the area. All this material allowed the class to conduct a thorough and comprehensive analysis of opportunities and impediments for development.

Broad targets which quickly coalesced in the project's early stages included housing for all segments of the population (particularly to the workforce employed by the hospitals), support for existing businesses, strategies to help community members remain successful, access to parks and open space, and increasing safety, appeal, and aesthetics. It became clear that developing a vision statement and goals around the concept of wellness could provide a platform to improvements for both existing residents and newcomers - in an effort to preserve the area's best features and characteristics, as well as foster positive change.

Following the Site Assessment, a vision statement for the Wellness District was identified, as well as eight goals, several corresponding objectives, and a series of strategic design concepts and policy recommendations. These policies set forth broad strategies to guide urban planning and design within the Wellness District, as well as more specific proposals for the District's core area.

The Midtown Wellness District Urban Design Concept Plan is guided by the following eight goals associated with wellness as identified by the Cal Poly team. The first letter of

each goal, put together, help us remember the overall guiding principle of the future quality of life in the area.

W alkability,
E ngagement,
L ocal Identity,
L inkages,
N atural Environment,
E conomic Vitality,
S afety,
S trategic Housing.

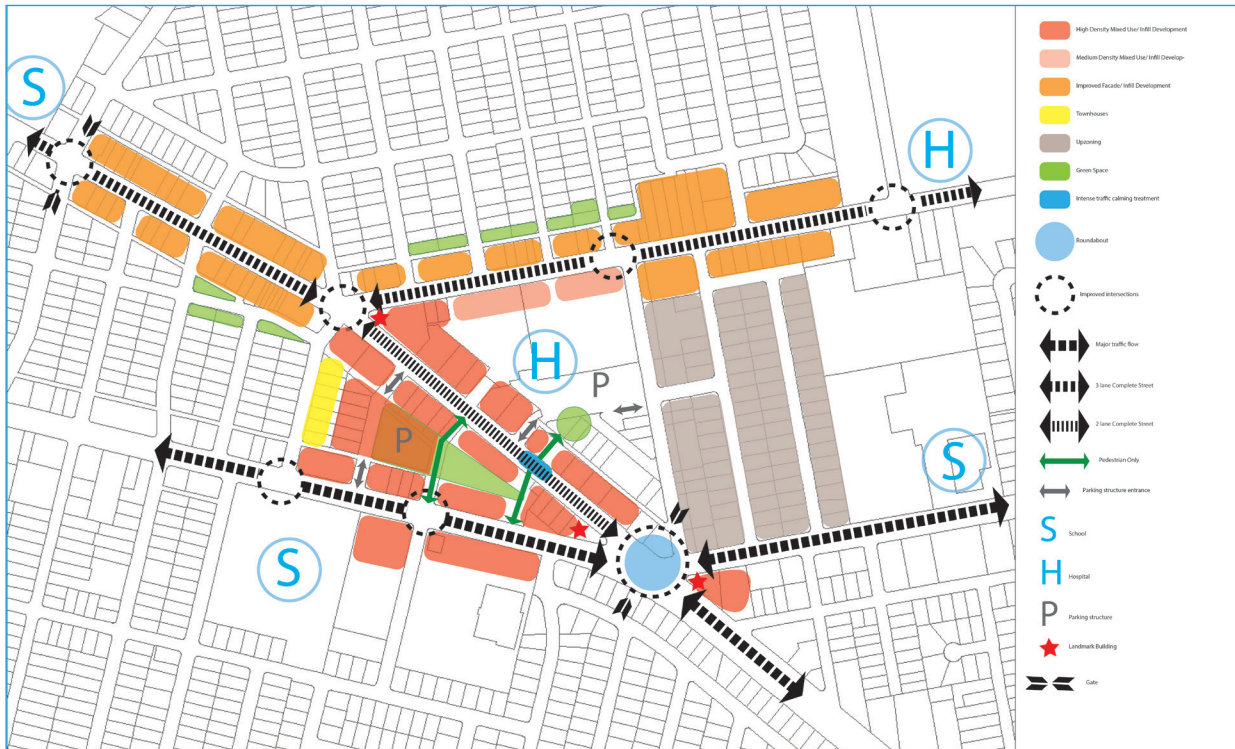
The class was sub-divided into three groups of students so that each could concentrate and develop their studies and proposals for the Public Domain, the Private Domain, and the District's Core. As there were many significant issues relative to the public right-of-way, they required extensive technical analysis, planning, and design care particularly concerning accessibility and safety. Alternative land use strategies were identified as opportunities for private sector development.

The efforts and strategies of the three groups combined work to implement the interrelated objectives contained within the overarching goals of W.E.L.L.N.E.S.S. Key proposals include:

- Major circulation and pedestrian safety improvements including a roundabout at the "5-Points" intersection of Main Street, Thompson Boulevard, and Telegraph Road.
- Redesign of several intersections toward improving safety for pedestrians and bicyclists.
- A redesigned Loma Vista Road including a planted median, bike lanes, specially designed bus stops, new street lights, safe parallel parking, comfortable and landscaped sidewalks with pedestrian facilities, and added crosswalks.
- A redesigned Main Street with appropriate sidewalks, bikelanes and pedestrian crossings.

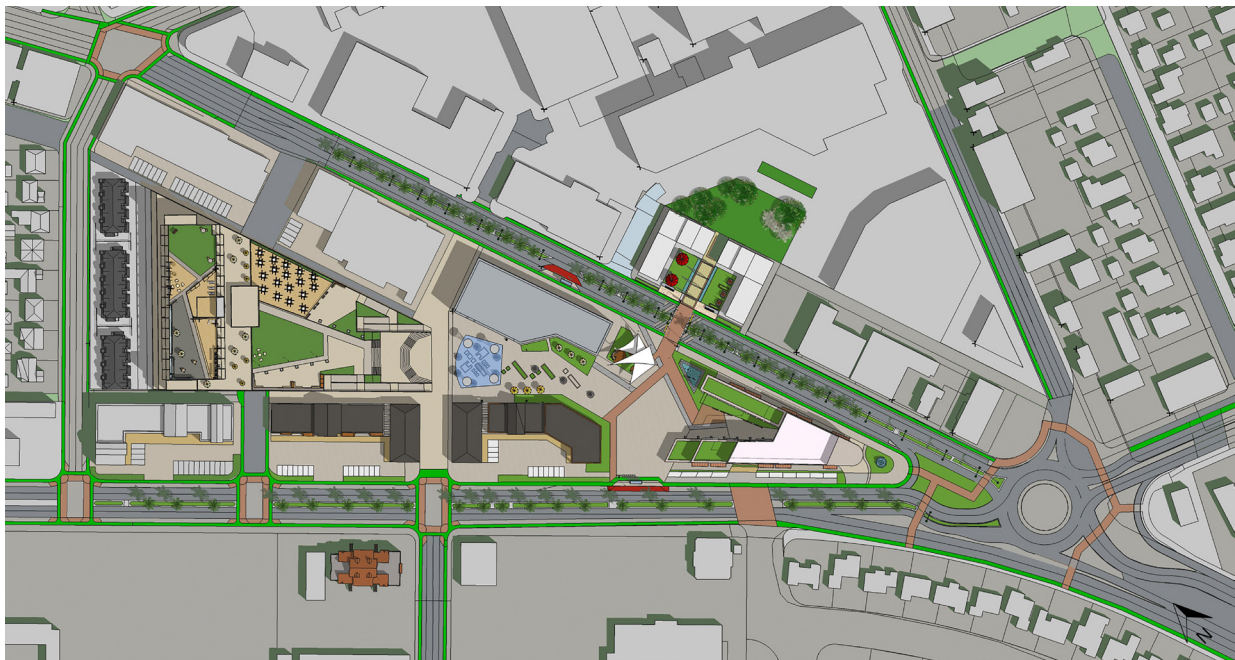
Midtown Ventura Wellness District

Urban Design Concept Plan



Concept diagram for the Midtown Wellness District.

Illustrative site plan for the District Core at Main and Thompson.



- General quality streetscaping including landscaping, tree planting, planted medians, special street furniture, signage, public art and branding for a distinct and memorable district. The branding includes a new logo to be applied to signage and marketing materials.
- Increasing safe and alternative transportation options, particularly the use of bicycles.
- Specific ideas for augmenting park space and access to open space in and beyond the area.
- Expansion of the General Urban Zone and Urban Center Zone to serve the needs of existing and future residents, visitors, and property owners.
- Incentives to mixed-uses and a housing strategy that meet the needs of Ventura’s diverse population and the district’s workforce.
- Improvement to walkability throughout the area through encouraging more building transparency on the ground floor, redesigned sidewalks, new crosswalks, signalization, and public light.
- Protection of distant views and their valorization through the use of rooftops.
- Implementation of catalytic developments that could help meet the needs of the surrounding communities while serving the district itself.

The most important catalytic development proposed is the Core, corresponding to a triangular-shaped area defined by Main, Thompson, and South Katherine. This area’s existing development conditions, property ownership including two existing city-owned parking lots, and strategic location will facilitate the the implementation of a special design concept that would help catapult the redevelopment of the entire district and the establishment of a strong identity. The Core will include a hotel and a public plaza over a parking structure, different types of residential and commercial development, and internal public parks with a small amphitheatre and space for community events such as a Farmers



Midtown Ventura Wellness District

Urban Design Concept Plan

Market. The Core will be directly linked to the CMH (north) and elementary school (south) by pedestrian crossings, and will be part of the District's south gateway as it is edged by the so-called 5-corners.

The ideas in the Midtown Ventura Wellness District Concept Plan were put to test by the class, by applying the same Walkability Score and measuring the same variables used in the initial assessment of the existing development. Overall, the indicators point towards an improved pedestrian environment, indicative of a more attractive, lively and active streetscape with a diverse range of uses. The report concludes with a discussion on implementation, including matrixes relating goals, objectives and specific actions to help prioritize them.

Limitations to this work and report include the relatively short time span available for the project, the team's limited exposure to the project area, and the limited public engagement. Our work is meant as a contribution to the City's long term planning efforts and as a platform for community participation. The team was encouraged to think "outside of the box" in order to help develop ideas and concepts of what a Wellness District could be. The proposed actions are intended to prompt innovative planning decisions by the City of Ventura and relevant stakeholders.

The Midtown Ventura Wellness District Concept Plan provides a long range guide for the development of strategic urban design concepts intended to promote vitality and well-being within the community. We would like to thank the City of Ventura and its Planning staff for the opportunity, and we hope that our ideas, concepts, and vision for a Wellness District may be useful in the development of a more vibrant, connected, and sustainable urban environment.



PART 1

Site Assessment



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Chapter 1:

Analysis of Existing Documents and Data

The class started with students doing a thorough analysis of the existing documentation as related to Ventura and, specifically, to the project area. These documents and the student’s findings were used in defining the proposals. This chapter presents a summary of the most important documentation as well as of the demographics including socioeconomic, health, housing, and livability. The chapter includes a discussion of the existing neighborhood characteristics through figure-ground analysis, land use, crime rate, existing roadways, livability, parking conditions, public transportation and traffic, environmental conditions, and zoning. An important part of this phase was to put together a map with land ownership in the project area, since it has direct implications with project development.

1.1. Documents and Plans

City of Buenaventura 2005 General Plan

The general plan addresses the following ten comprehensive goals. These provided a fundamental framework for the development of the Wellness District Urban Design Concept Plant.

1. OUR NATURAL COMMUNITY
2. OUR PROSPEROUS COMMUNITY
3. OUR WELL PLANNED & DESIGNED COMMUNITY
4. OUR ACCESSIBLE COMMUNITY
5. OUR SUSTAINABLE INFRASTRUCTURE
6. OUR ACTIVE COMMUNITY
7. OUR HEALTHY AND SAFE COMMUNITY
8. OUR EDUCATED COMMUNITY
9. OUR CREATIVE COMMUNITY
10. OUR INVOLVED COMMUNITY

CITY OF SAN BUENAVENTURA, MUNICIPAL CODE

The Municipal Code contains various regulations and legal information for the City. Most of the document defines how the City runs and by whom, or is just definitions of what they are regulating. There are a few sections in the City with form-based codes, so we can use those as examples if necessary. There is the Saticoy and Wells Communities Development Code Parklands Specific Plan Development Code contained in the Municipal Code. The Code does not include anything about inclusionary zoning. The Code will mostly be necessary for legal information or knowing the regulations.

CITY OF SAN BUENAVENTURA 2011, BICYCLE MASTER PLAN

The City of Ventura wants to increase and encourage bike riding. The Master Plan contains a lot of information regarding bikes. The Plan includes; legal information, relevant planning documents, the bike needs of the community, existing bike path information, recommended bike path information, maintenance information, a funding strategy, a bike outreach program, and an implementation strategy. The Plan also includes images of the existing bike path network, the recommended bike path network, and a map showing bike fatality incidents. The Bike Plan will be useful because we should incorporate bike riding into the Wellness District.

URBAN LAND INSTITUTE TECHNICAL ASSISTANCE PANEL: WELLNESS DISTRICT

The Urban Land Institute’s Technical Assistance Panel report for Ventura describes the concept of a Wellness District based on the proximity of Community Memorial Hospital and Ventura County Medical Center to each other along Loma Vista Road. Further development in the area - residential, commercial, and parking - should incorporate the needs of the hospitals and the surrounding community along the concept of a Wellness District.

COMMUNITY MEMORIAL HOSPITAL DISTRICT DEVELOPMENT CODE

The Community Memorial Hospital District Development Code supersedes the Midtown Corridor Development Code and the City of San Buenaventura Zoning Code for the planning area at Main Street and Loma Vista Road and nearby side streets. The Community Memorial Hospital site is to be conducive to pedestrian activity by designating the scale of buildings that front sidewalks and landscaped open space.



Midtown Ventura Wellness District

Urban Design Concept Plan

2005 MIDTOWN VENTURA CHARRETTE

The Midtown Ventura Charrette was conducted in March 2005. The charrette provided a vehicle for stakeholders to come together and provide input on the future design of Midtown Ventura. In addition to the Charrette goals, an intensity plan was proposed, including the suggestion of creating a new town square along Main Street, south of Loma Visit and between Telegraph Road. The Charrette considered existing conditions of the Midtown Ventura area including existing zoning, lot frontages, street width, transit, notable buildings, and intersection analysis. The product of the Charrette was a proposed intensity plan which considered new design strategies including intensity characteristics, parks, transit, neighborhood nodes, and a series of implementation strategies. Additionally, the Charrett produced a “Graffiti Wall” where members of the public has an opportunity to express their concerns and suggestions for their community.

MIDTOWN CORRIDOR DEVELOPMENT CODE

The Proposed Midtown Corridors Development Code is Subpart 24M of the City of Buenaventura Zoning Ordinance. The Midtown Corridor Code carries out the policies of the ventura General Plan by classifying and regulating the types and intensities of development and land uses within the Midtown Corridors area consistent with, and in furtherance of, the policies and objectives of the General Plan. This code was adopted to protect and promote public health, safety, comfort, convenience, prosperity, and general welfare of the community.

1.2. Demographic Studies

Socio-economic:

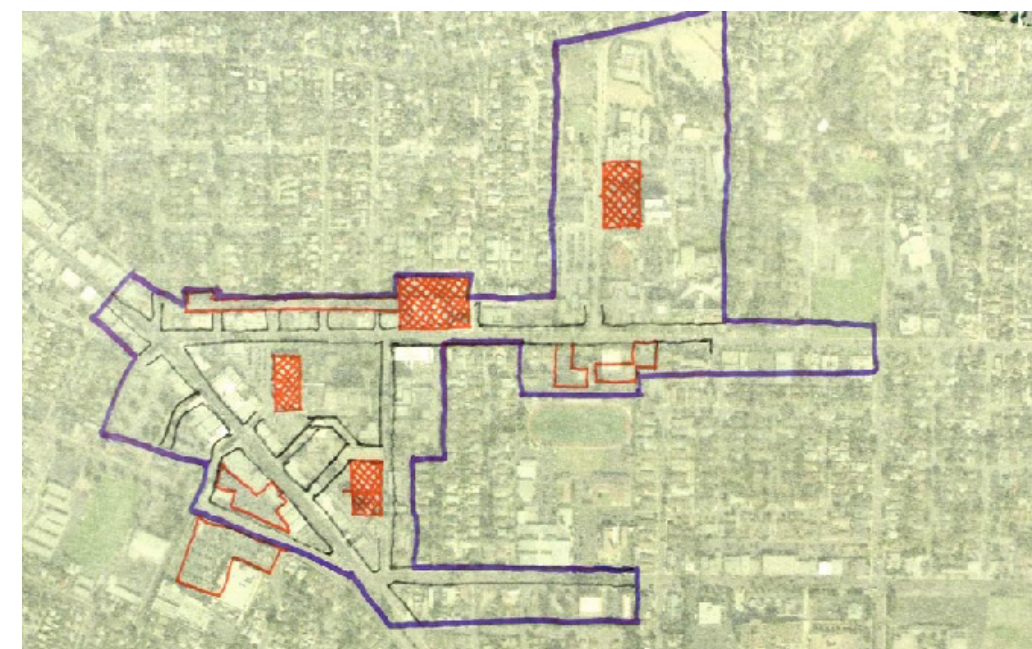
The population of the city of Ventura, as well as in our Wellness District study area, both show trends of the growth rate slowing and stabilizing. In addition, the general population is aging, as the baby-boomer generation is progressing into their 50s and 60s. This indicates the potential need for more services and infrastructure geared toward the senior-age population, while the work-force population is becoming smaller and possibly decreasing the tax-base for the city to provide such services.

Job sector analysis of the study area shows that the sectors with the highest rates employment are Health Care and Social Assistance, Retail Trade, and Accommodation and Food Services. This shows the



The Midtown Corridors Development Code and one of the ideas from the Midtown Charrette for Main Street.

The Midtown Wellness District area as defined by the ULI advisory panel workshop.

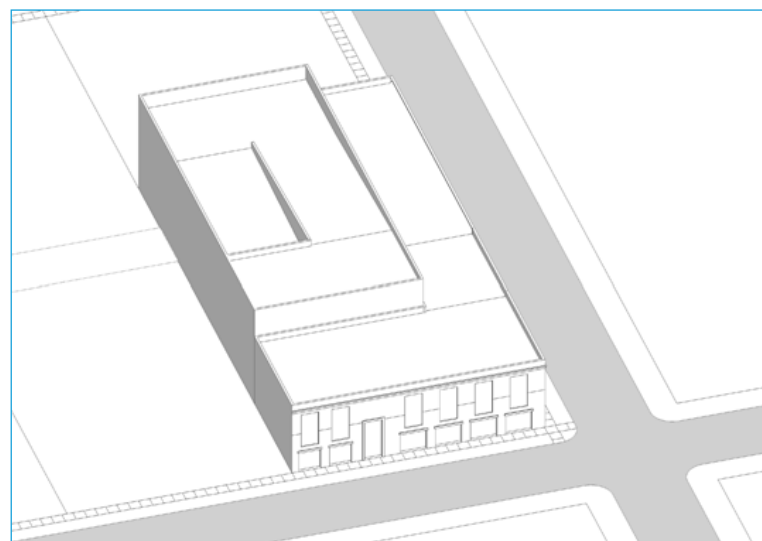


Midtown Ventura Wellness District

Urban Design Concept Plan



Illustrations from the Community Memorial Hospital Development Code. Above, an illustrative map showing the public realm. Below, one of the suggested building types which define a layer of retail along the sidewalk.



potential for the Wellness District to become a destination and an addition economic center in the city. Job earnings are slightly lower on average within the study area as compared to the city as a whole. There is a higher rate of people in the lowest bracket of earnings in the study area than in the city as a whole (27.1% make \$1250 or less), and a lower rate of people within the highest bracket of earnings in the study area than the city as a whole, which suggests that the Wellness District has a lower income on average than the entire city. In 2014, the majority of the population age 25 and over had a high school degree (18%), some college (25%), or a bachelor's degree (23%).

The racial makeup of the study area is somewhat proportionally reflective of the city as a whole. The breakdown of the distribution of races of householders in the study area reflects the distribution of races in the city with a majority percent white, followed by 'Some other race,' 'Two or more races,' 'Asian,' 'Black,' and 'American Indian.' The most significant change in the study area was a decrease of -2.8% of the white population, followed by a -0.2% decrease of the American Indian population over a ten year period from 2000-2010.

Health:

Considering health data is collected at a county level, it was extremely hard to collect data just for our study area. Healthy People 2020 targets for Ventura County indicate that the county has not met any of the targets regarding:

- Access to Health Care
- Environmental Health: workers commuting by public transportation and workers who walk to work
- tuberculosis prevalence
- Infant mortality rate
- Age-adjusted death rate due to suicide
- Age-adjusted death rate due to drug use
- Adults who smoke

Although all these health targets are important to meet, probably the most interesting we should keep in mind as we move further with this project are: adults who smoke; suicide rate (highest in 15-19 and 20-24); and limited active transportation. In our study area specifically, there is only one park and lots of fast/convenience food stores. This indicates that our area is basically a food desert and an activity desert.



Midtown Ventura Wellness District

Urban Design Concept Plan

Livability (health and engagement):

To measure “livability” in a certain area, the AARP Public Policy Institute developed the Livability Index. The score is composed of 7 major categories: housing, neighborhood, transportation, environment, health, engagement, and opportunity. Here we specifically look at livability in terms of health and engagement. The results from this index can be used as a basis for citizens and policymakers to help enhance the quality of life in their communities. For Ventura County specifically, the index results indicate that the County should improve:

- Access to health care and patient satisfaction;
- Opportunities for civic engagement;
- Opportunities for social engagement.

Table 1: The AARP Livability Scores for Ventura.

AARP Livability Ventura, CA										
Tract	Access to Grocery Stores	Access to Parks	Access to Libraries	Access to Jobs by Transit	Access to Jobs by Auto	Mixed Use Neighborhood	Activity Density (JobsPerSq.Mi)	Crime Rate	Vacancy Rate	Livability Score
19001	4	0	0	0	67,120	0.84	19,480	218	0%	55
19002	3	0	0	0	64,183	0.83	7,982	218	4.70%	55
19004	1	0	0	0	63,155	0.85	5,851	218	12.40%	52
19005	2	0	0	0	66,676	0.87	7,501	218	0%	53
27001	2	2	0	0	72,949	0.9	9,652	218	3.30%	52
28002	1	1	0	0	72,447	0.85	9,639	218	5.90%	50
28003	3	1	0	0	68,566	0.87	8,360	218	0%	51
28004	1.5	1.6	0	0	68,234	0.81	9,237	218	4.60%	51
28005	5	0	0	0	68,783	0.82	6,966	218	0%	53

Source: <livabilityindex.aarp.org>

1.3. Housing

The housing stock in the study area is primarily comprised of single-family residential units built on large lots. The majority of these units will build during the postwar period (roughly 1950-1960). Also present in the study are multi-family structures, which are typically have four residential units spread out over two stories. Both single-family and multi-family housing types tend to have naturalistic shrubs and trees that are representative of American suburban landscapes.

There is a noticeable lack of apartment over commercial (mixed-use) housing types within the study area, despite the presence of multiple corridors with high density development. Finally, there was not a high degree of aesthetic harmony between commercial and residential zones, both in terms of building types and architectural styles.

While many of the businesses on the main corridor appeared to have lower rents, the residential units in the neighborhood appeared to be more expensive. While the Department of Housing and Urban Development Location Affordability Index tool indicated that this neighborhood is affordable, with 30% of a household’s annual income going toward housing costs, this number is calculated using the city of Ventura median income of \$76,483 in 2012. According to the San Buenaventura Municipal Code Inclusionary Housing Program, “63 percent of the households in Ventura presently make at or below moderate income.” The municipal code findings clearly state that there is a great need for workforce and affordable housing in this area in order to cultivate wellness for residents of all socioeconomic groups. Indeed, the City Council found that “the city of San Buenaventura faces a lack of access to decent, affordable housing, which has a direct impact upon the health, safety and welfare of its residents.”

The City of Ventura’s projected housing need based on the Interim Inclusionary Housing Program found that “the Regional Housing Needs Assessment (RHNA) has established that the City’s Housing Production allocation requires the development of 1,116 new affordable housing units as follows: 354 units (18 percent) are needed for moderate-income, 272 units (14 percent) are needed for low-income and 488 units (25 percent) are needed for very low-income during the current 1998—2008 allocation cycle” (Chapter 24R.240, Article 1). Furthermore, the Municipal Code states that “a lack of new units affordable to very low-, low- and moderate-income households within the City will have a substantially negative impact because: (1) housing will have to be built far from employment centers, which will increase



commuting and negatively impact traffic, air and noise pollution, and (2) the City and employers within the City will find it difficult to recruit and retain employees.” That said, building dense, affordable housing in the Wellness District Project area would be consistent with the City’s Municipal code and would further meet the needs expressed by the surrounding hospitals for affordable and workforce housing adjacent to this large employment base.

There were no specific policy recommendations in the municipal code regarding senior housing. In particular this area is relatively heterogeneous in demographic characteristics when compared to the rest of Ventura. Most residents in this area are white adults over the age of 25, with the largest group between the ages of 45 and 55. Most of these residents will be retiring and potentially looking to downsize in the next ten to fifteen years. We recommend planners and policymakers implement specific objectives pertaining to this growing senior population that are consistent with the overall goals of creating a diverse, livable community surrounding the wellness district.

Given the proximity to the Ventura County Medical Center, it would also be advisable to incentivize the creation or expansion of supportive and transitional for individuals with mental illness to address neighborhood concerns about patients being discharged from the hospital without anywhere to go. Along those lines, given the high percentage of homeless persons living in the surrounding area, incentivizing emergency and transitional housing, and Single Room Occupancy units would be key to ensuring this population has access to life-sustaining amenities.

Development projects consisting of 15 or more residential units have to provide and designate a certain percentage of the total units as Inclusionary Housing Units, restricting their occupancy for moderate-, low-, or very low-income households, as set forth below. For purposes of calculating the number of inclusionary units required, any additional units authorized as a density bonus under the City Density Bonus Ordinance or State law will not be counted in determining the required number of units.

Projects with 59 units or less shall provide a total of Inclusionary Units as follows: from 15 to 20 units (1); 21 to 26 (2); 27 to 33 (3); 34 to 39 (4); 40 to 46 (5); 47 to 53 (6); 54 to 59 (7). For projects containing 60 units or more, 15% shall be designated as inclusionary units. For each type of project, there is a formula to calculate the distribution of units to moderate-, low-, or very low-income households.

1.4. Neighborhood Characteristics

Figure-Ground Analysis

A series of Figure-Ground Maps were developed by the class, allowing to easily depict graphically important themes related to urban design quality. In such types of maps, the major theme is considered the “figure” and depicted in black, while all the rest is considered “ground” and shows in white. This technique not only facilitates a quick visual understanding of existing conditions, but it also facilitates quantitative measures (see maps in Page 18).

Approximately 93% of all of the buildings within the study area are comprised of single- and multi-family residential units located off local streets and away from major street corridors. The majority of commercial uses (this includes private medical practices) are located along major street corridors (Main Street East and Thompson Boulevard East with a portion of them located on Telegraph Road) that allows for more accessibility via walking, biking, transit, and private automotive. Commercial uses require a higher amount of parking space than residential uses and can be somewhat difficult to manage in heavily dense areas.

For the study area there are on-street parking locations along the major street corridors, but a large amount of parking lots are located behind the storefronts especially on Main Street East and Thompson Boulevard East. Most storefronts will have backdoor access for customer convenience, yet it takes away from concentrating active use of the main street corridors. Most of the medical uses are located on Loma Vista Road to maintain minimal traveling distances between the hospitals and medical offices that separate medical administration from practices at the hospitals. It is also important to take note of the amount of educational institutions within the study area that could potentially increase active uses within the area during and not during operational hours into the areas of commercial use.

Neighborhood Livability

What makes a neighborhood truly livable is the quality of access and convenience for residents and visitors. Diverse, compact neighborhoods make it easier for residents to reach the things they need most, from jobs to grocery stores to libraries. Additionally, neighborhoods served by good access to more distant destinations via transit or automotive help residents connect to jobs and services through the greater community. All approximations will be made for the study area as a whole.



Midtown Ventura Wellness District

Urban Design Concept Plan

Figure-Ground for General Residential



Figure-Ground for Surface Parking



Figure-Ground for Other Uses





- Access to Jobs by Transit: For accessibility to jobs outside of Ventura within a 45-minute transit commute, there were 0 job opportunities as the transit system would’ve taken much longer to reach other cities and does not account for the first-last mile of the trip as well.
- Access to Jobs by Auto: For accessibility to jobs outside of Ventura within a 45-minute automobile commute, there were approximately 65,000 to 72,000 job opportunities as drivers can travel much farther and faster to reach other cities.
- Mixed-Use Neighborhoods: There is a high diversity of destinations and job opportunities within a mile as the study area possesses a high score of .85 measured at a 0 to 1 scale.
- Activity Density: The study area has an average of 8633.66 of jobs and people per square mile that suggests a high density of people and jobs located within the study area.
- Access to Parks: The study area has a very low number (average of 0.62) of parks within a half-mile.
- Access to Libraries: The study area has no libraries located within a half-mile.
- Crime Rate: The City of Ventura has 218 violent and property crimes per 10,000 people measured at the county scale. This suggests that the area has somewhat of a crime issue that can range from traffic incidents with injuries to commercial burglaries, making the area somewhat unsafe.
- Access to Grocery Stores and Farmers’ Markets: The study area has an average of 2.5 grocery stores and farmers’ markets within a half-mile that suggests healthier food options for residents.
- Vacancy Rate: The average percentage of vacant housing units is 3.44%, but since some of the Census Block Groups are strictly commercial, it skews the results. Areas with mainly residential units have between 5% to 12% vacancy rates.
- Livability Score: This score rates the overall livability of a selected neighborhood on a scale from 0 to 100. Average community gets a score of 50, while above-average communities score higher and below-average communities score lower. The average score of the study area is 52.44 which is an somewhat average score for the study area.

Crime in the Study Area

Crime is prevalent throughout the study area. Although many crimes are being reported throughout

the area, the most common crimes are traffic incidents with injuries, commercial burglaries, vandalism, drug offenses, and residential burglaries. Besides the occasions of residential burglaries, the majority of these crimes are in close proximity to the major roadways of Loma Vista, Main, and Thompson. Of major concern are Main Street between Loma Vista and Telegraph, and Thompson across the entire study area. Both of these sections contain the highest rates of all crimes.

These crimes on the major corridors of our study area contribute to the overall sense of insecurity in the area. The present threat of injury from the rapid moving traffic and the existing vandalism along storefronts build the image of the area as being undesirable for shopping and walking. Further contributing to this decay experienced through vandalism and lack of customers is the high occurrence of drug related offenses in the area. These cases are heavily clustered along Thompson Boulevard and Main Street, with business owners reporting having to remove drug paraphernalia daily.

The combination of crimes reported in the Wellness District limit the walkability and livability of the area. These crimes pose a major obstacle to the development and prosperity of the area. Addressing these crimes and traffic hazards will be necessary to creating a Wellness District where visitors feel comfortable spending time in the area.

1.5. Circulation

Traffic Information

The respective mode share of driving alone to work by all workers in the three census tracts that intersect with the project site (i.e., Census Tract 19, Census Tract 27, Census Tract 28) are 77.2 percent, 84.3 percent, and 85.4 percent, according to the United States Census Bureau (USCB). Driving alone makes up an overwhelming portion of work related mode share.

The bulk of workers also tended to leave for work between 6:00 AM and 9:00 AM. The morning peak is between 7:30 AM and 7:59 AM. Travel times to work were skewed right, meaning that most workers tended to spend shorter periods of time commuting relative to all workers. The bulk of workers spent less than 25 minutes commuting to work.

The ordinal directions of the bulk of jobs of workers who lived in the three census tracts tended to be easterly and southeasterly, according to the OnTheMap tool provided by the USCB.



Midtown Ventura Wellness District

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Alternative Modes of Transportation

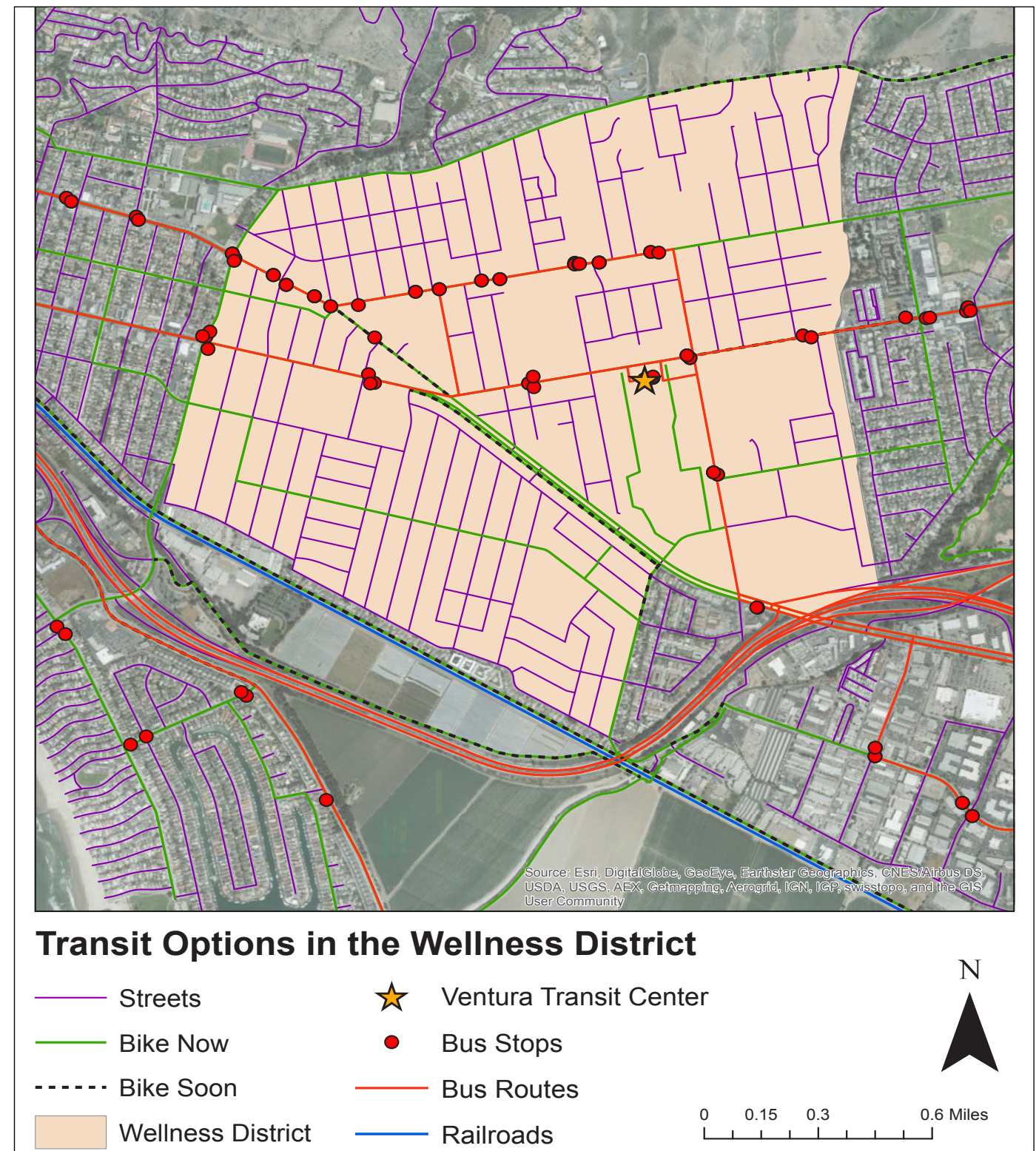
The city of Ventura offers a variety of standards and direction for pedestrian circulation, bicycle transportation and bus and rail public transit. The city recognizes pedestrian systems as inseparable from land use and have plans to make the network less fractured. Ventura puts a lot of emphasis on the importance of bicycle transportation, so far as committing to a General Bikeway Plan and allowing bicycle usage on all city thoroughfares. The wellness district is well accessed by a variety of bus transit services, routes, and stops, not to mention that the Ventura Transit Center is located within the boundary of the wellness district. On the other hand, the city of Ventura is more limited in rail transit, accessed by two rail companies at limited times of the day. As a whole, the city of Ventura has done well to accommodate and promote a variety of alternative modes of transportation and offer plans for further development of these transit options in the future.

Parking

In the aspect of parking features in the study area, it could be inferred that there are an appropriate number of parking lots in the developing area. As we estimated, there are over approximately 60 parking lots in the study area, especially around the main streets. These parking lots have different capacities, and have the potential for responding to different demands in the study area. On the other hand, after having meetings with the City of Ventura's staff and Adam Thernell, Senior Vice President and Chief Operating Officer of the Community Memorial Hospital, we noticed that the need for parking is a big issue for the hospital (staff and visitors). As a result, it seems that some changes should be done in regard to parking. As there is an appropriate number of parking lots in the study area, new construction for parking is not recommended. Some changes in policies for using available parking in the study area, like increasing the cost of parking and increasing the public's access to existing parking, is recommended.

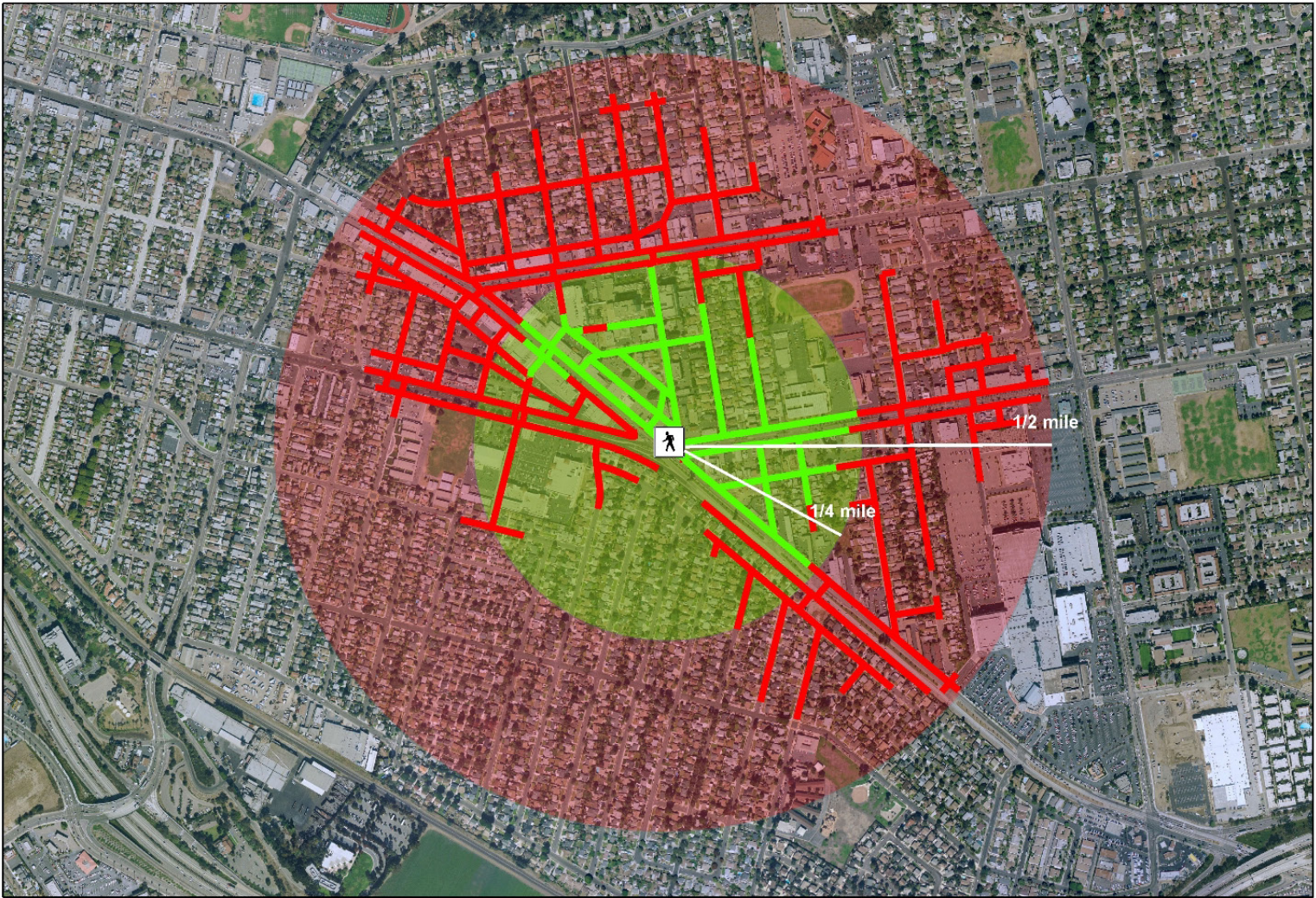
Walkability

Walkability is one of the most important features for livability and a healthy living. In our project area not only it is important for the residential community and visitors, but also because the proximity of both hospitals generate significant foot traffic particularly Loma Vista and towards the Pacific View Mall. The small distance between the two hospitals also generate pedestrian traffic between them. The map in page 21, from the 2005 General Plan, depicts pedestrian sheds in the project area.





Pedestrian sheds in the project area. From the 2005 City of Buena Ventura General Plan.



SOURCE: City of Ventura, Created for the Midtown Ventura Design Charette, March 2005

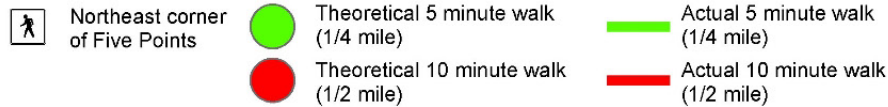


Figure 3-2
Pedestrian Shed, Theoretical versus Actual

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

1.6. Environmental Conditions

Water Quality, Hydrology and Drainage

The initial field trip to the Ventura Wellness District study area presented an opportunity to investigate issues surrounding the hydrology, water quality and drainage during a low pressure system that resulted in a substantial amount of precipitation. The study area is almost completely paved, the impervious nature of this urban environment had poor water quality. Nearly all streets had insufficient drainage from the 1950's and the result was large pools of storm water runoff from paved areas, which contained hydrocarbons, sediments, pesticides, herbicides, toxic metals, and coliform bacteria. The hydrologic systems of the urban study area are severely degraded and urbanized.

The storm water is directed to a series of 24" side street storm drains that flow to a 36" storm drain line, connecting to a 48" storm drain line located in Main Street, ultimately flowing into the Pacific Ocean (General Plan, 2005). This can create problems for human health on popular beaches during large precipitation events with bacteria and target pollutant standards being violated by state regulations enforced by the California Environmental Protection Agency.

Beach water quality monitoring and strong pollution prevention measures are critical for protecting beach goers from waterborne diseases. Local health agencies are responsible for issuing advisories (postings) and closures. An advisory is issued when the results of testing indicate that one or more bacterial and target pollutant levels exceed the Ocean Water Contact Sport Standards issued by the California Department of Health Services (HS Code 115875-115915). Posted advisories usually are placed as signs at the beach and often along access points to the beach saying that swimming may cause illness. Beach closures have resulted from pollutants reaching popular Ventura beaches in the past from large precipitation events when storm water draining urban areas reaches coastal waters. Closures are issued immediately upon notification by the agency responsible for the spill and closure signs are posted along the beach. For beach closures, the water remains off limits for wading, swimming and surfing until bacterial and pollutant standards are met.

Topography and Vegetation

The proposed area for the wellness district is relatively flat, increasing in elevation as you move East. The range of elevation is 60 feet to 320 feet, but the main street corridors in our mid-town study area



Midtown Ventura Wellness District

Urban Design Concept Plan

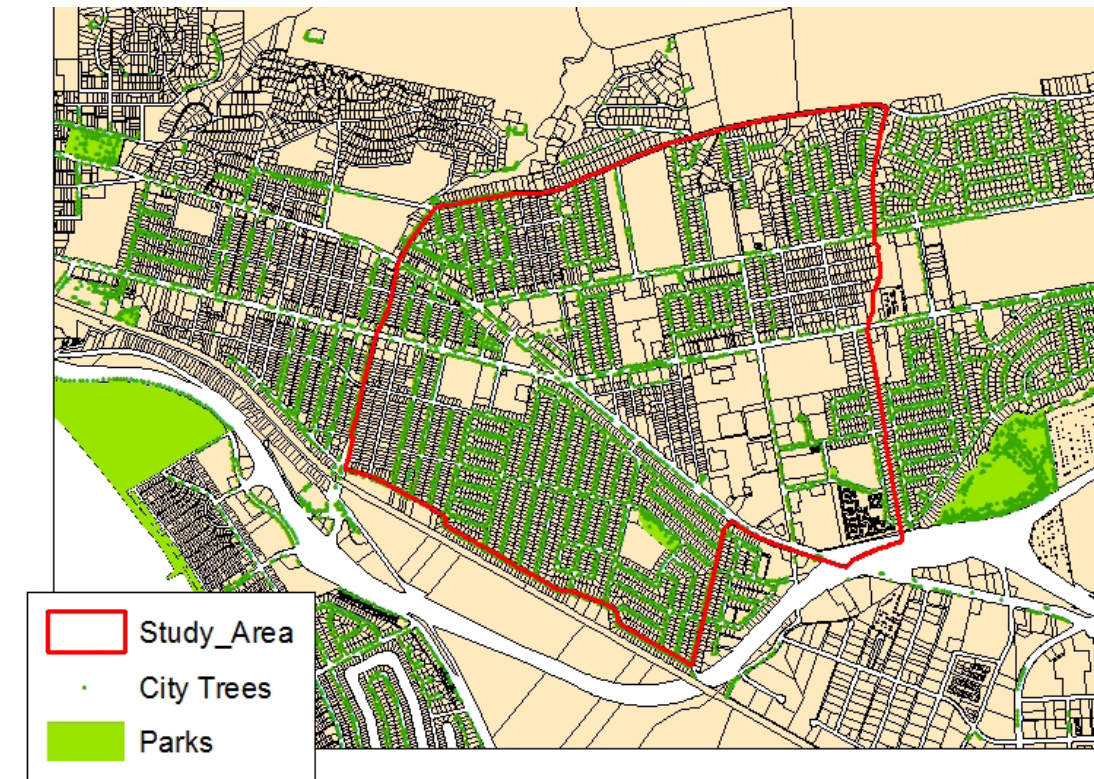
are gently sloping. Vegetation was lacking along the street corridors. Palm trees lined the main streets while tree species that are larger with a broad canopy cover concentrated in the neighborhoods. Besides the palm trees, the main streets lacked any planters or vegetative streetscaping that would increase the beauty of the area as well as act as a traffic control. More thought needs to happen to determine if different tree species should be used on the main streets (palm trees do not remove much carbon dioxide or provide temperature/noise control, however large trees may block signs and buildings that the owners may not like). Parks and public open spaces were not adequately represented in the study area. More public areas need to be provided to facilitate social capital, public health, and environmental improvement.

Air Quality, Climate, and Orientation

Motor vehicles and other motor equipment will be of highest concern for the generation of ozone and PM10 within the study area, particularly from May to October as sunlight is required for the formation of ozone (City of Ventura, 2010). Children, the elderly, people with respiratory disorders, and highly active individuals are the most sensitive to particulate matter and ozone (EPA, 2016). Given that those groups are very likely to utilize the facilities of the Wellness District, measures should be taken to assure air pollution is mitigated to a healthy level. Some of these measures include street trees (to sequester pollutants), traffic circles (to reduce congestion at intersections), and alternative transportation incentives (to reduce emissions).

Weather in Ventura is generally mild and conducive to outdoor activity, but temperatures often exceed 90 degrees during summer months. Street trees will provide shade to sidewalks and buildings on extremely hot days, maintaining active transportation and reducing energy use in buildings. Other measures can be taken to assure that buildings do not use an excessive amount of energy for air conditioning, such as requiring all new buildings to be LEED certified.

The majority of buildings along Main Street face northeast and southwest, (on the west side and east side, respectively). A majority of the buildings along Telegraph Rd. and Loma Vista Rd. are facing north and south (on the south and north side, respectively) (see map in this page) The orientation of the streets relative to the sun have important implications for the massing and orientation of new or renovated buildings.



Community parks and city tree distribution.
(source: City of Ventura)



Two examples of distribution of trees along sidewalks in the project area.
Left, street next to CMH. Right, Main Street.



1.7 Existing Zoning

The majority of the study is currently zoned as residential besides on the main corridors of Loma Vista Road, Main Street, Telegraph Road, and Thompson Boulevard (see Map in Page 24). Along these corridors, parcels are mainly zoned for commercial, professional office and medical uses. The existing zones are described below:

Midtown Corridors Development Code Zoning

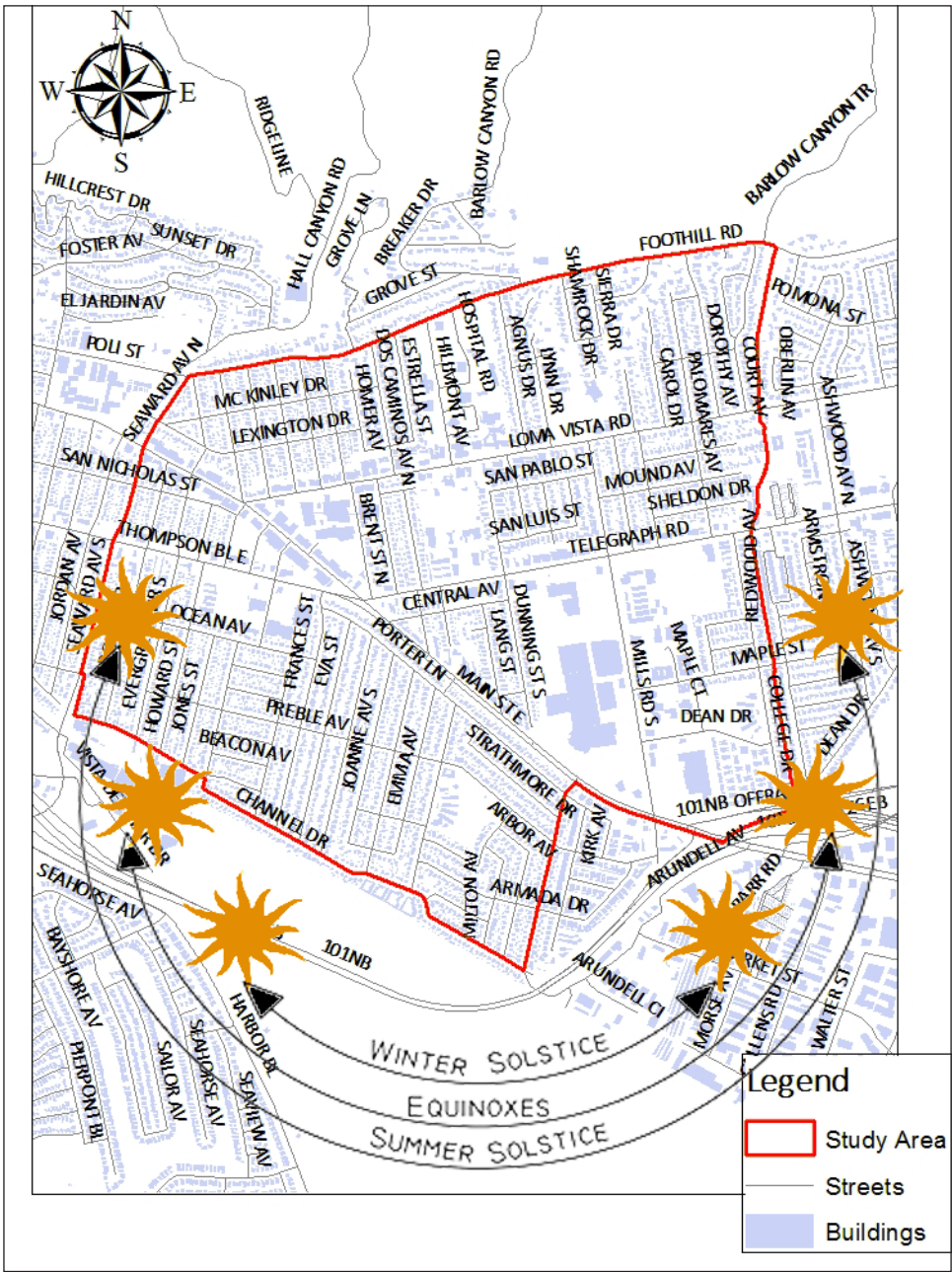
T4.5 General Urban Zone. The General Urban Zone consists of mixed-use but primarily residential urban fabric. It has a wide range of building types. Setbacks and landscaping are variable. Streets typically define medium sized blocks. Specific design guidelines are stated in the Midtown Corridors Development Code.

T5.2 The Urban Center Zone. The Urban Center Zone consists of higher density mixed-use building types that accommodate retail, office, rowhouses and apartment uses. It has a tight network of streets with wide sidewalks, steady tree planting, and buildings set close to the frontages. Specific design guidelines are stated in the Midtown Corridors Development Code.

Other Existing Zones in Project Area

There are a 8 additional land uses zoned in the project area. These zones are listed below. Specific design guidelines for development can be found in the San Buenaventura, California Code of Ordinances.

- C-1: Limited Commercial Zone
- C-1A: Intermediate Commercial Zone
- C-2: General Commercial Zone
- CPD: Commercial Planned Development Zone
- H: Hospital Zone
- P-O: Professional Office.
- R-1: Single Family Zone
- R-3: Multiple Family Zone



Building orientation in the study area.



Distribution of Parcels and Ownership.

The colors indicate same ownerships.



1.8. Land Ownership

The impact of ownerships by private and public investors who have similar geographical proximity (same ownerships within a block of each other) are of large interest to the study as it shows the viability of those parcels to become developable land in the future. With data provided by the city, the class was able to put together three maps:

- a) Map depicting parcels under the same ownership (by colors); see page 25.
- b) Map depicting parcels owned by the City of Buonaventura; see page26.
- c) Map depicting parcels owned by the Community Memorial Hospital see page 27.

This information is important in order to help indicate the potential opportunities for development in the Wellness Distritc, and the attainment of design concepts that may turn the area into a livable, attractive community and fulfill the project vision. What makes these ideal conditions difficult is that these comprised areas of the Wellness District are understood as entirely private, self-referring entities which are incapable of generating these conditions. It does not create an integration of these surrounding areas, but instead draws a separation of interest which in turn becomes a disintegrated community. This section refers to same parcel ownerships of close geographical proximity within the Wellness District to draw deeper observations of potential developable land.

The City of San Buenaventura owns several parking parcels on the southern end of Main Street behind the commercial buildings between Evergreen Drive South and Borchard Drive. The City also owns several parking parcels on the northern end of Main Street behind the commercial buildings between Cabrillo Drive and Brent Street North for a grand total of 329,686 square feet (7.57 acres). Community Memorial Hospital owns a large portion of parcels that includes the hospital and surrounding parcels as well between the boundaries of Main Street, Loma Vista Road and Joanne Avenue North for a grand total of 318,977 square feet (7.32 acres). Other areas within similar ownership within the Wellness District can be viewed on the “Developable Parcels Due to Same Ownership” map that includes an array of land use parcels (residential, commercial, office, etc.) with same ownership. The area for other areas with same ownership comes to a total of 1,026,349 square feet (23.56 acres) of potential developable land.



Midtown Ventura Wellness District

Urban Design Concept Plan







Midtown Ventura Wellness District Urban Design Concept Plan

Chapter 2: Field surveys

On Friday April 8 and Saturday April 9, the class went to Ventura to meet with the city planners, CMH and VCMC representatives, and to perform a series of data gathering, surveys, and field studies. The meetings allowed the students to have an initial understanding of how the institutional major stakeholders perceive the project area, as well as their needs and expectations for future development. Following the meetings, the students went to the project area and performed initial studies labelled as Awareness Walk. Next, they were divided into smaller teams to gather on the existing conditions of the project area, such as surveys with passer-byes and store employees and clients, a detailed survey of the uses and physical conditions of every lot, walkability studies, etc. One of the teams concentrated in interviewing people at random in the downtown, as well as in performing the same type of walkability studies so that we could have a control site to compare with. The results of the field surveys and studies follow, except for those pertaining to the interviews which appear with other community engagement information in Chapter 3.

2.1. Awareness Walk

For the Awareness Walk the students received a structured guide with factors and elements to observe and photograph during their first contact with the project area. For this task, students were divided into small teams who performed the analysis in pre-determined sub-sectors of the project area. These subsectors and representative images are depicted in the map in page 29. During the awareness walk students reflected on area's positive and negative attributes from the street level. Observations during this walk attempted to identify the qualities of the study area overall, as well as the differences in its block to block character. While walking through these specific zones, noticeable features such as overall condition, social activities, and conflicts between land uses or movement were documented.

Overall, the awareness walks found that the study area had some consistent issues. However, many of these issues pose opportunities for improvement. The area is primarily home to single story businesses in varying degrees of condition. Many are oriented towards the back alleyways and parking lots instead

of towards the main streets. Due to this lack of street transparency, as well as the presence of litter on moderately maintained sidewalks, there is little social activity on the streets. Currently, all zones of the study area are very auto-centric. The streets carry large amounts of traffic with high speed limits and few crosswalks. The most severe location of these issues is the Five Points area. Here there are no methods for crossing several streets, forcing pedestrians to illegally and dangerously cross.

The findings of these individual awareness walks were compiled into a chart that provides a concise overview of the attributes of each zone. The complete reports for each zone's awareness walk is available in Appendix 2.



Representative images from the Awareness Walk.



Midtown Ventura Wellness District
Urban Design Concept Plan



Map showing the distribution of sub-sectors for the Awareness Walk, and representative images for each one.



A: Unique zig-zag storefront



B: Bus stop with shelter



C: Large, poorly maintained city parking lot



D: Interesting building with shelter-less bus stop



E: Mixed-use building with medical services



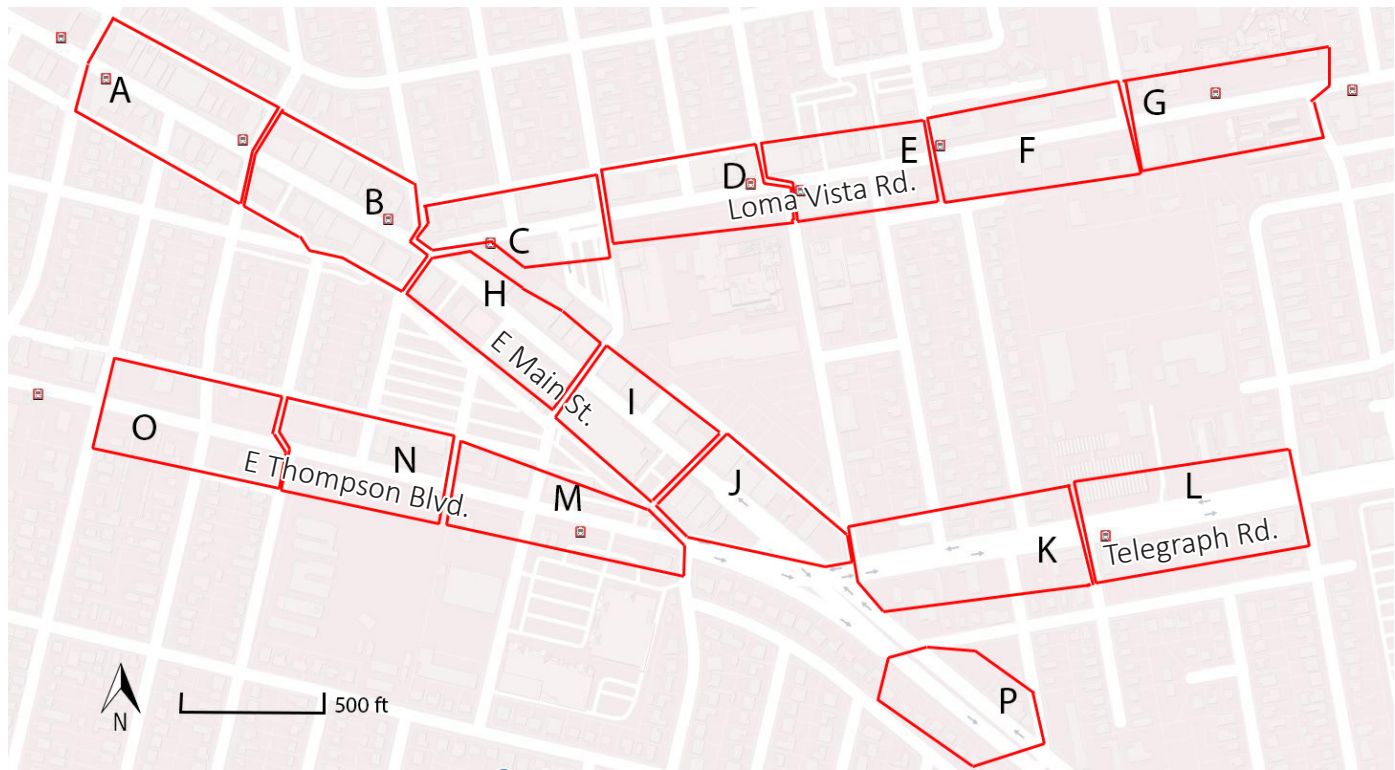
F: Sikh Gurdwara in poor condition, but nice landscaping



P: Mom & Pop Flower Shop with strange covered windows



O: Out-dated motel surrounded by incompatible auto-uses



LEGEND

- Zone Area
- A Photo's location in corresponding zone



G: Well-maintained county hospital building



H: Medical services directly associated with CMH.



N: Auto-oriented Thompson Square Shopping Center



M: Unattractive auto uses



L: Iconic church area with potential for streetscaping



K: Machine-yard, possible site for redevelopment



J: Possible site for redevelopment with increased building height



I: Yolanda's-popular restaurant for hospital employee



Midtown Ventura Wellness District

Urban Design Concept Plan

Chart showing the compiled information from the Awareness Walk for each sub-sector of the project area.

Zone	General condition	Land Uses	Social activity	Pedestrian/ bicycle activity	Landmarks	Views:	Wayfinding:	Transparency:	Open Space	Structures that catch the eye	Visual character	Environment conditions	Conflicts
A	Fair	retail, office, restaurant, beauty, service, recreation	hanging out and quick shopping	low	no	Yes	Yes	Good	No	Yes	Fair	No	Yes
B	Poor	Beauty office restaurant auto service religion retail	Smoking and hanging out	low	Yes	Yes	Yes	Good	No	No	Poor	Yes	Yes
C	Fair	Medical, Office, Beauty, Retail, Parking	Passing through	low	no	Yes	Yes	Fair	No	Yes	Fair	Yes	No
D	Fair	Medical	Passing through	low	Yes	No	Yes	Poor	No	Yes	Fair	Yes	Yes
E	Fair	Medical, Residential, Beauty, Office	Passing through and Eating	low	Yes	Yes	Yes	Poor	No	Yes	Fair	Yes	Yes
F	Fair	Religion, Office, Service, Storage, Residential	Passing through	low	no	No	Yes	Poor	No	Yes	Poor	Yes	No
G	Good	medical/office	None	low	Yes	Yes	Yes	Fair	No	Yes	Fair	Yes	No
H		Medical, Retail, Service, Auto Service	none	low	no	No	Yes	Fair	No	No	Fair	No	Yes
I	Fair	Retail, restaurants, office, vacant, recreation	Passing through	low	no	Yes	Yes	Fair	No	No	Fair	No	Yes
J	Fair	Beauty, Office, Retail, Auto-Service, vacant	Passing through none	low	no	No	No	Good	No	Yes	Fair	No	Yes
K	Fair	Medical, Beauty, Office, Residential, Auto Service, Recreation	Passing through	low	Yes	Yes	Yes	Fair	No	Yes	Fair	No	Yes
L	Fair	Office, Restaurant, Medical, Religion, Residential, Vacant (Parking), Education	Passing through + reaching destination	low	Yes	Yes	Yes	Poor	Yes	Yes	Fair	No	Yes
M	Fair	Retail, Restaurant. Auto Service (parking)	Auto Service, Commercial Shopping Center, Fast Food	low	no	No	Yes	Fair	No	No	Fair	No	Yes
N	Fair	Retail, Auto Service, Auto Sales, Service	Auto repair, car wash	low	no	Yes	No	Poor	No	No	Poor	Yes	Yes
O	Fair	Auto Sales, Restaurant, Recreation, Office, Car Wash	None	low	no	No	Yes	Poor	No	No	Poor	No	Yes
P	Fair	Restaurant, Residential, Vacant	None	low	no	Yes	Yes	Poor	No	No	Poor	No	Yes



WELLNESS DISTRICT STUDY, VENTURA _ LOT SURVEY

Survey zone _____ Lot _____

Vacant: _____ No inhabited buildings but lot is used for _____

Lot Conditions (number buildings and locate on your map)

Buildings		1		2		3		4		5			
Number of stories <i>(ground floor counts as one)</i>													
Type of Use	Ground												
	1st floor												
	2nd floor												
	3rd floor & plus												
Prevalent façade materials													
Prevalent façade color													
General maintenance aspect <i>(Bad, average, good)</i>		B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(In your opinion)</i>		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes		
Mature trees in the lot <i>(locate on the map)</i>		How many _____ Aspect _____											
Other significant aspects <i>(locate on the map if necessary)</i>													

Sidewalk Conditions - mark occurrence of the elements below on your map

Sidewalk	No	Yes	Average width:	Condition: <i>(bad, average, good)</i>	B	A	G
Trees	Yes___ No ___	How many ___ Mature? _____					
Planter	Yes___ No ___	Bench			Yes___ No ___		
Street lights	Yes___ No ___	Bus stop / shelter			Yes___ No ___		
Other significant aspects:							

Insert photo of lot frontage here

(take the photo perpendicular to lot front)

Insert photo of sidewalk frontage here

(take the photo from the middle of the sidewalk, looking up or down the lot front)

2.2. Lot Surveys

During the field studies, the students performed a thorough and comprehensive survey of each lot in the project area, forllowing a pre-design survey template (see figure in this page). The template included information on land use; type, number of stories and maintenance of buildings; facade materials and colots; etc. The survey also includes information on the sidewalk that correspond to the lot, as well as photos. The complete lot surveys are presented in Appendix 2.

The information collected through the lot surveys informed the development of several maps and a GIS analysis, revealing important information and the potential for redevelopment in the project area. These maps are presented in the following pages.

Average sidewalk widths varied throughout the District, but the street segments with the widest sidewalks were Main Street between Loma Vista Road and Telegraph Road, and Thompson Boulevard west of Main Street. Sidewalk conditions were the best along Loma Vista Road, Telegraph Road, and Main Street between Loma Vista Road and Telegraph Road. For the number of trees on sidewalks, it was found that sidewalk segments outside of the central segment of Main Street had the highest number.

Larger lots were found to generally have a higher number of trees compared to smaller lots. The state of maintenance of buildings varied throughout the site, but it appeared that those along Loma Vista had a better state of maintenance compared to other areas of the District. Finally, streetlights were generally present along Thompson Road, Loma Vista Road, and Main Street between Loma Vista Road and Thompson Road.



Midtown Ventura Wellness District

Urban Design Concept Plan

Lot Survey Results: Number of Trees in the Sidewalk



Lot Survey Results: Number of Trees in Lots



Lot Survey Results: Buildings Maintenance





Lot Survey Results:
Conditions of Sidewalks

Lot Survey Results: Presence of Streetlights



Lot Survey Results:
Average Sidewalk Width



2.3. Developable Land

Based on the information obtained, the class developed a map indicating the a gradation of Developable Lands from 0 (less developable) to 7 (most developable). The map is based on six (6) criteria: 1)size, 2) ownership, 3) building condition, 4) vacancy, 5) building height, 6) surface parking coverage. Scores were given on conditions which made the parcel more or less developable. Higher scores indicate a greater development potential. The criteria were as follows:

- 1) All buildings in the study area were grouped into 5 categories based on building size. Parcels that contained the smallest building size received a score of zero and the largest building size received the maximum score of 4.
- 2) If any two adjacent parcels had the same owner, they received the score of 1.
- 3) The condition of individual buildings was determined based on-site parcel surveys; buildings in poor condition received the maximum category score of 2.
- 4) Vacant parcels were given the category score of 1.
- 5) Parcels that were limited to structures less than one-story received the score of 1.
- 6) Parcels which were covered by more than eighty percent of surface level parking received the maximum score of 2.

The minimum possible cumulative score was zero (0). The maximum possible cumulative score was eleven (11). The measurement tool incorporates a relatively small number of variables. Prior to decision making on particular parcels, external factors and context will inform the feasibility of development.

Development Potential of Parcels





2.4 Walkability

The class performed an analysis of the streets in the project area using Ewing & Clemente (2013) methodology for measuring urban design qualities that encourage walkability. The methodology includes a predesigned sheet with weighted measures for five categories of urban design qualities: Imageability, Enclosure, Human Scale, Transparency, and Complexity. According to Ewing & Clemente, the more these qualities are present in the pedestrian environment (that is, the higher the scores are obtained from the field observation) the more walkable an area is considered. Each quality itself includes several assets, and each is measured in the field according to certain predetermined aspects present in the pedestrian domain (see Score Sheet to Measure Walkability in this page).

By comparing the scores of streets in the Wellness District between themselves, and to those obtained for a control block in downtown Ventura, one can infer the need for certain types of urban design interventions (see Compiled Walkability Map and maps for individual categories are presented in the following pages). The class also performed a similar exercise with the proposed actions developed by this plan, so that we could more fully understand its potential impact after implementation; such an analysis shows at the end on this report in the Chapter on Implementation.

It was found that, for all categories, the downtown block had a much higher score than the streets in the Wellness District although in some of its blocks did show relatively high walkability scores. Imageability is the quality of space that is distinct and recognizable and is highest in the study area around the Community Memorial Hospital and near Ventura High School. Some factors important to imageability are courtyards, uniquely shaped buildings, and outdoor dining.

Enclosure is the quality that indicates the degree to which streets and public spaces are defined by buildings, walls, and trees. Enclosure in the study area is best along E Main St due to the building density, and lowest along Telegraph Road and near the County Hospital due to the large amount of parking lots.

The quality of Human Scale includes factors such as sight lines, proportion of windows at street level, building height, and amount of street furniture. A main reason why many streets in our area have a low human scale is due to the lack of street furniture and outdoor dining areas. Certain areas do contain outdoor dining and a high levels of windows, which is seen in the score.

step	recorded value	multiplier	multiplier x recorded value
imageability			
1. number of courtyards, plazas, and parks (both sides, within study area)		0,41	
2. number of major landscape features (both sides, beyond study area)		0,72	
3. proportion historic building frontage (both sides, within study area)		0,97	
4. number of buildings with identifiers (both sides, within study area)		0,11	
5. number of buildings with non-rectangular shapes (both sides, within study area)		0,08	
6. presence of outdoor dining (your side, within study area)		0,64	
7. number of people (your side, within study area)		0,02	
8. noise level (both sides, within study area)		-0,18	
add constant			+2.44
imageability score			
enclosure			
1. number of long sight lines (both sides, beyond study area)		-0,31	
2a. proportion street wall (your side, beyond study area)		0,72	
2b. proportion street wall (opposite side, beyond study area)		0,94	
3a. proportion sky (ahead, beyond study area)		-1,42	
3b. proportion sky (across, beyond study area)		-2,19	
add constant			+2.57
enclosure score			
human scale			
1. number of long sight lines (both sides, beyond study area)		-0,74	
2. proportion windows at street level (your side, within study area)		1,10	
3. average building heights (your side, within study area)		-0,003	
4. number of small planters (your side, within study area)		0,05	
5. number of pieces of street furniture and other street items (your side, within study area)		0,04	
add constant			+2.61
human scale score			
transparency			
1. proportion windows at street level (your side, within study area)		1,22	
2. proportion street wall (your side, beyond study area)		0,67	
3. proportion active uses (your side, within study area)		0,53	
add constant			+1.71
transparency score			
complexity			
1. number of buildings (both sides, beyond study area)		0,05	
2a. number of basic building colors (both sides, beyond study area)		0,23	
2b. number of accent colors (both sides, beyond study area)		0,12	
3. presence of outdoor dining (your side, within study area)		0,42	
4. number of pieces of public art (both sides, within study area)		0,29	
5. number of people (your side, within study area)		0,03	
add constant			+2.61
complexity score			



Midtown Ventura Wellness District

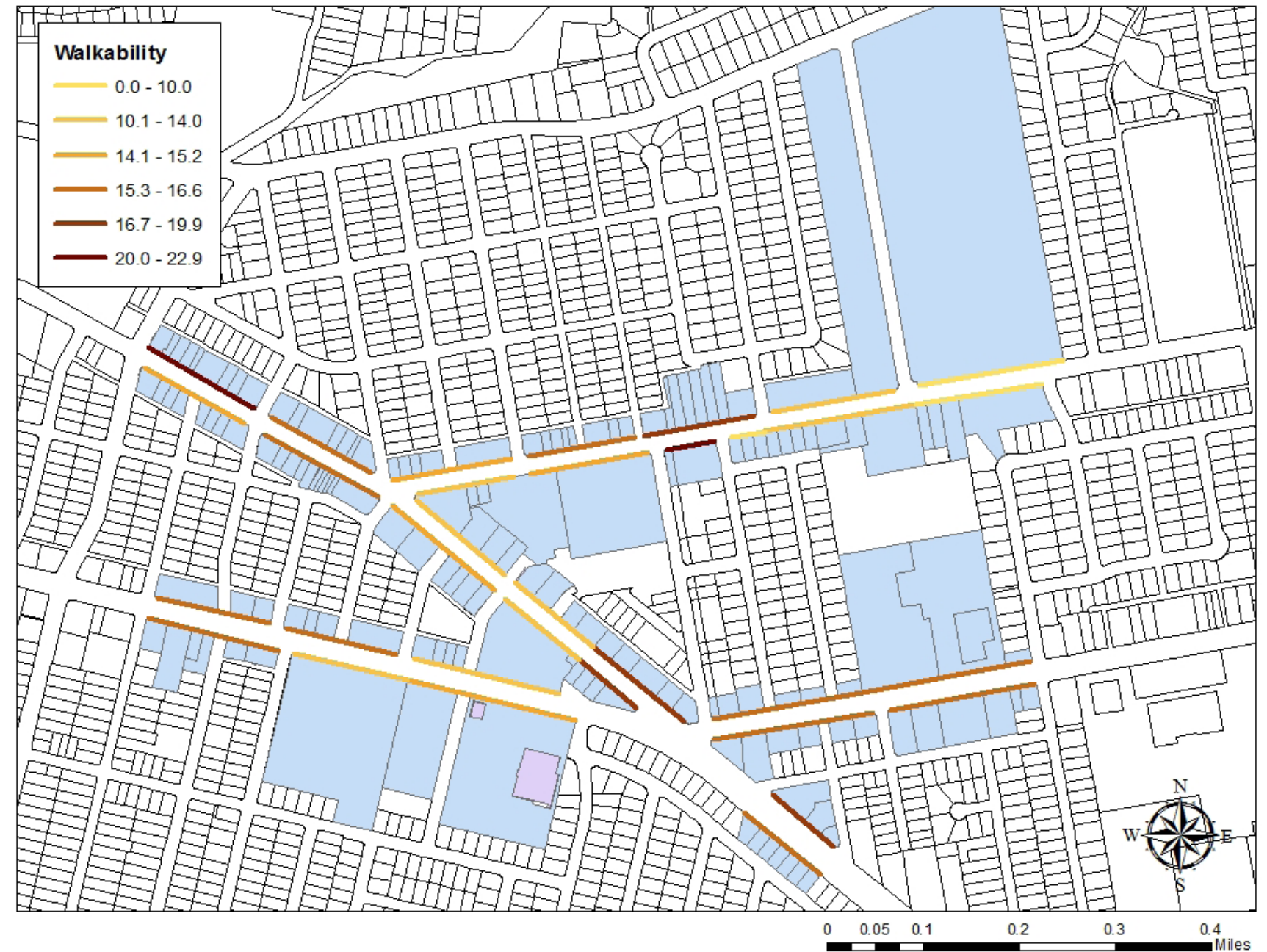
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Transparency is the degree people can perceive human activity beyond the edge of a street or public space. There is a higher degree of transparency along Main Street due to the large proportion of store windows.

Finally, the quality of Complexity is relatively low around most of the Midtown area as compared to Downtown Ventura. The portion of Midtown that has a higher complexity score is near the Community Memorial Hospital, and specifically, where there are mixed-use buildings and outdoor dining. The individual maps representing graphicall the results for each quality are in the next pages.

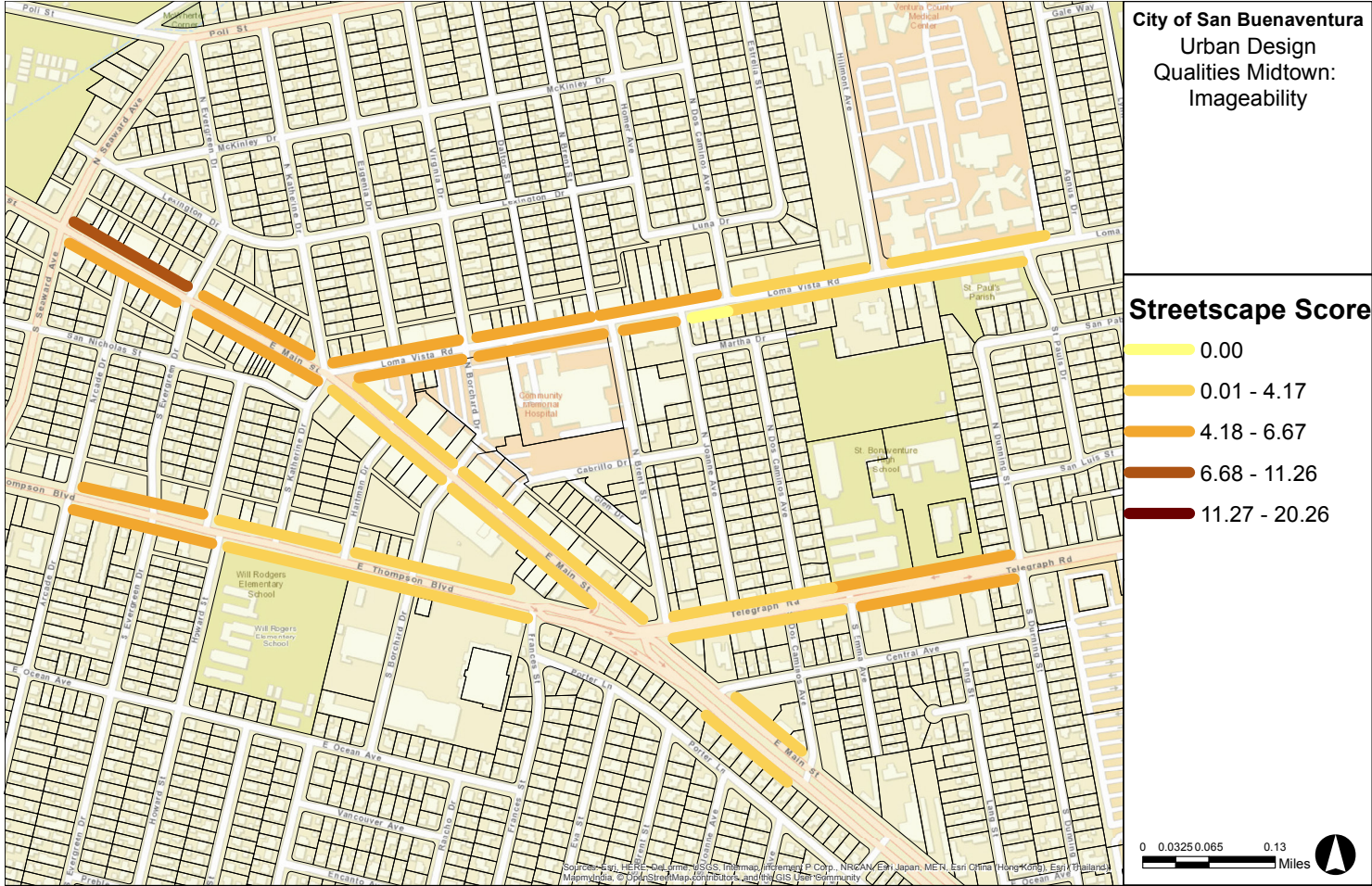
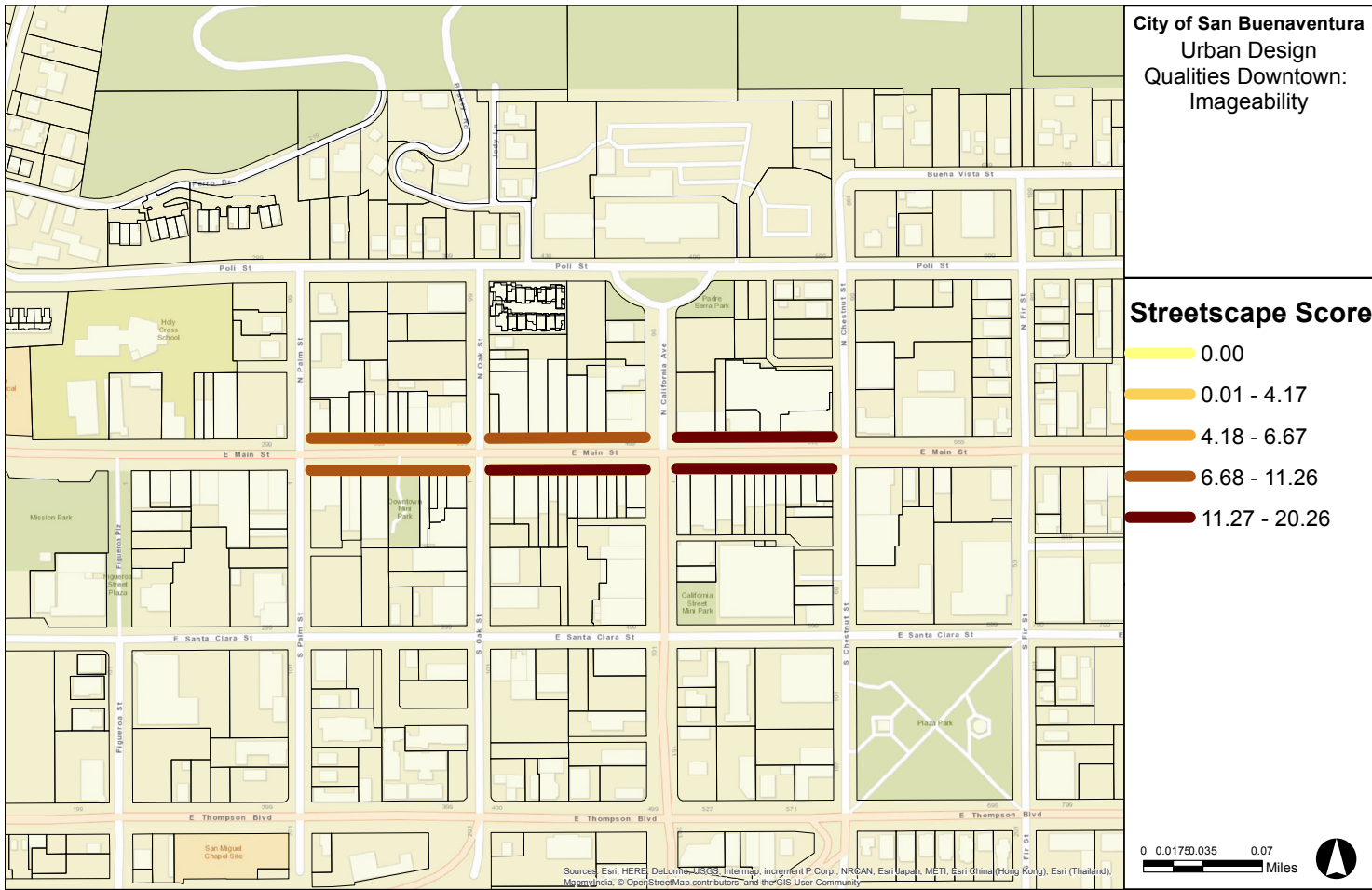
Walkability

Map representing the Walkability Scores in the project area.
The darker the color, the more walkable is the street/sidewalk.





Imageability

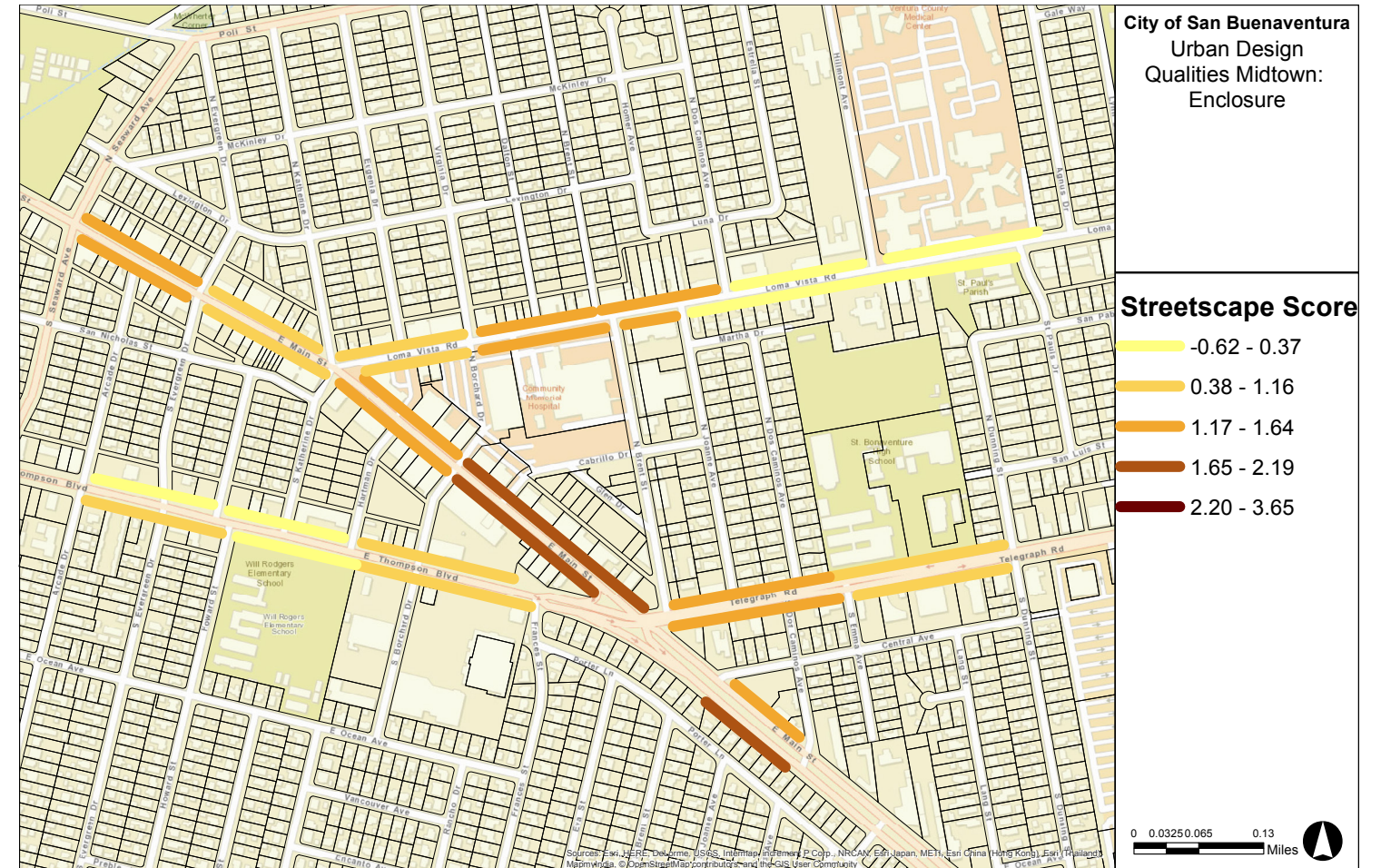
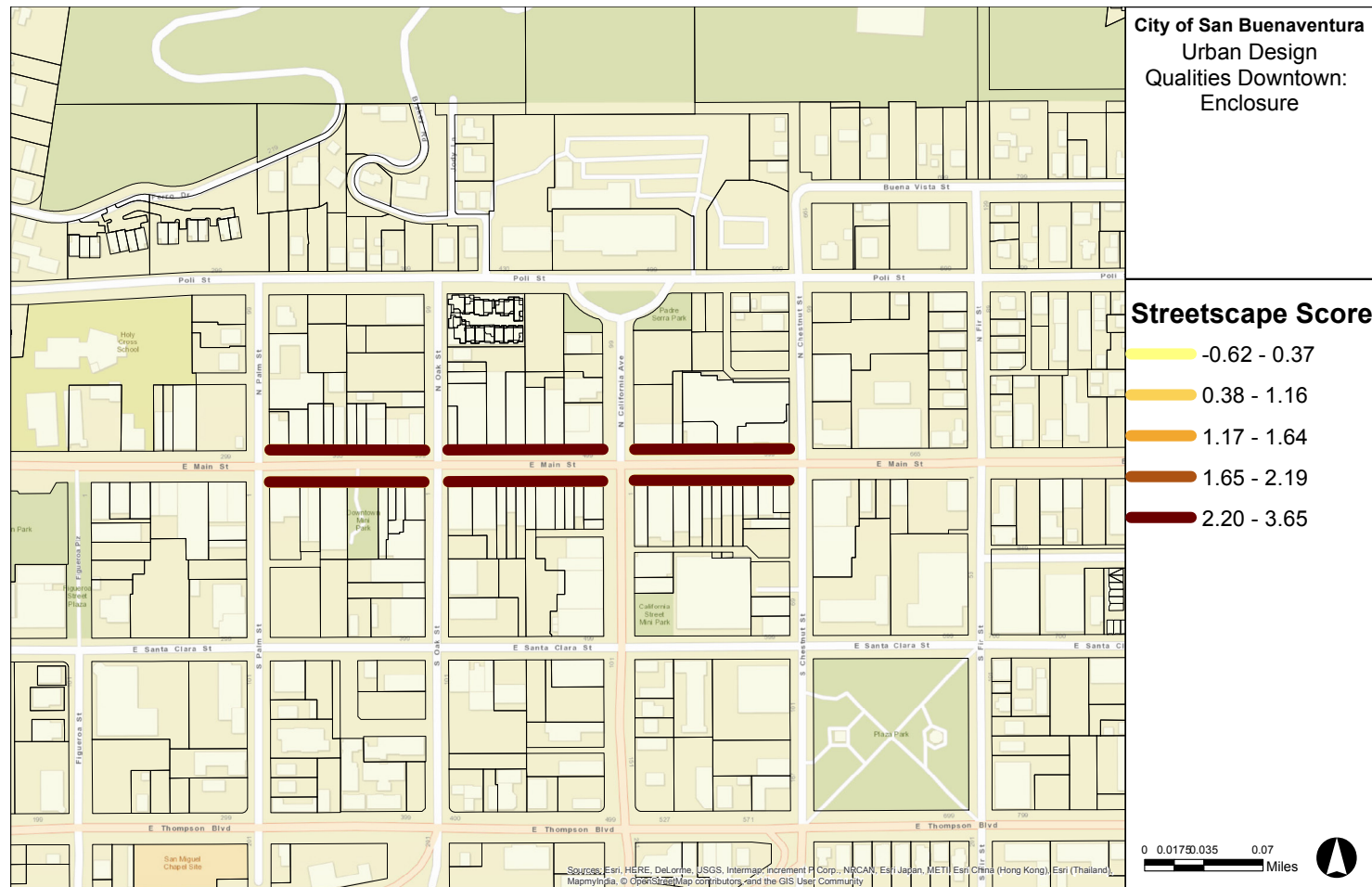


Maps representing Imageability scores: downtown (left) X project area (right)



Midtown Ventura Wellness District Urban Design Concept Plan

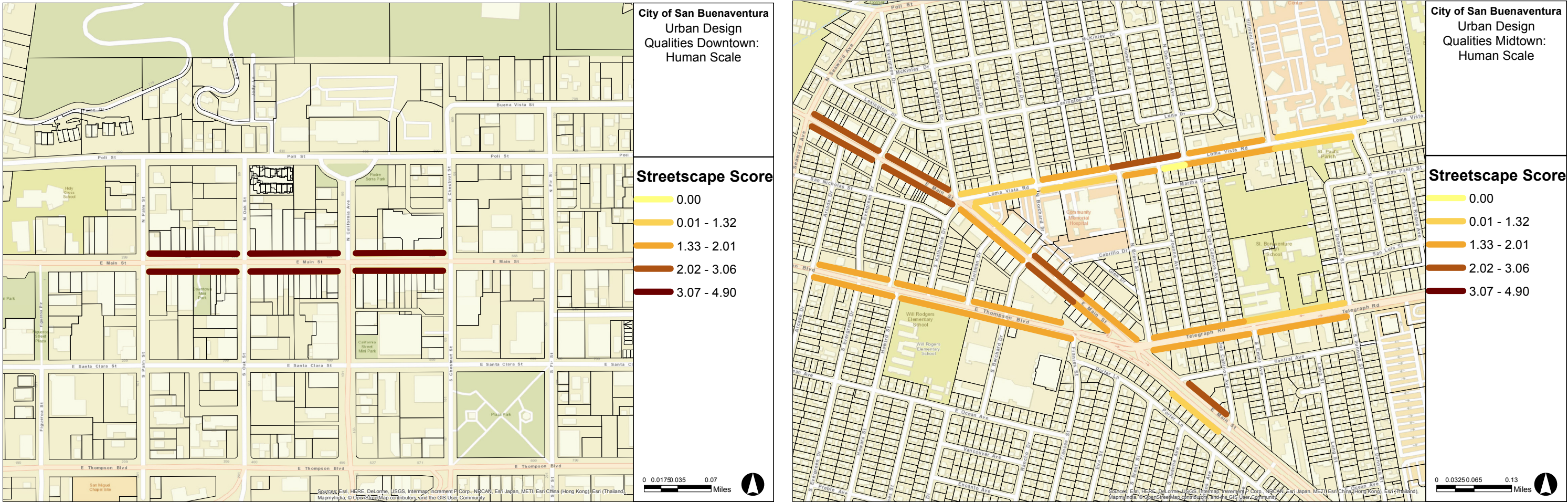
Enclosure



Maps representing Enclosure scores: downtown (left) X project area (right)



Human Scale

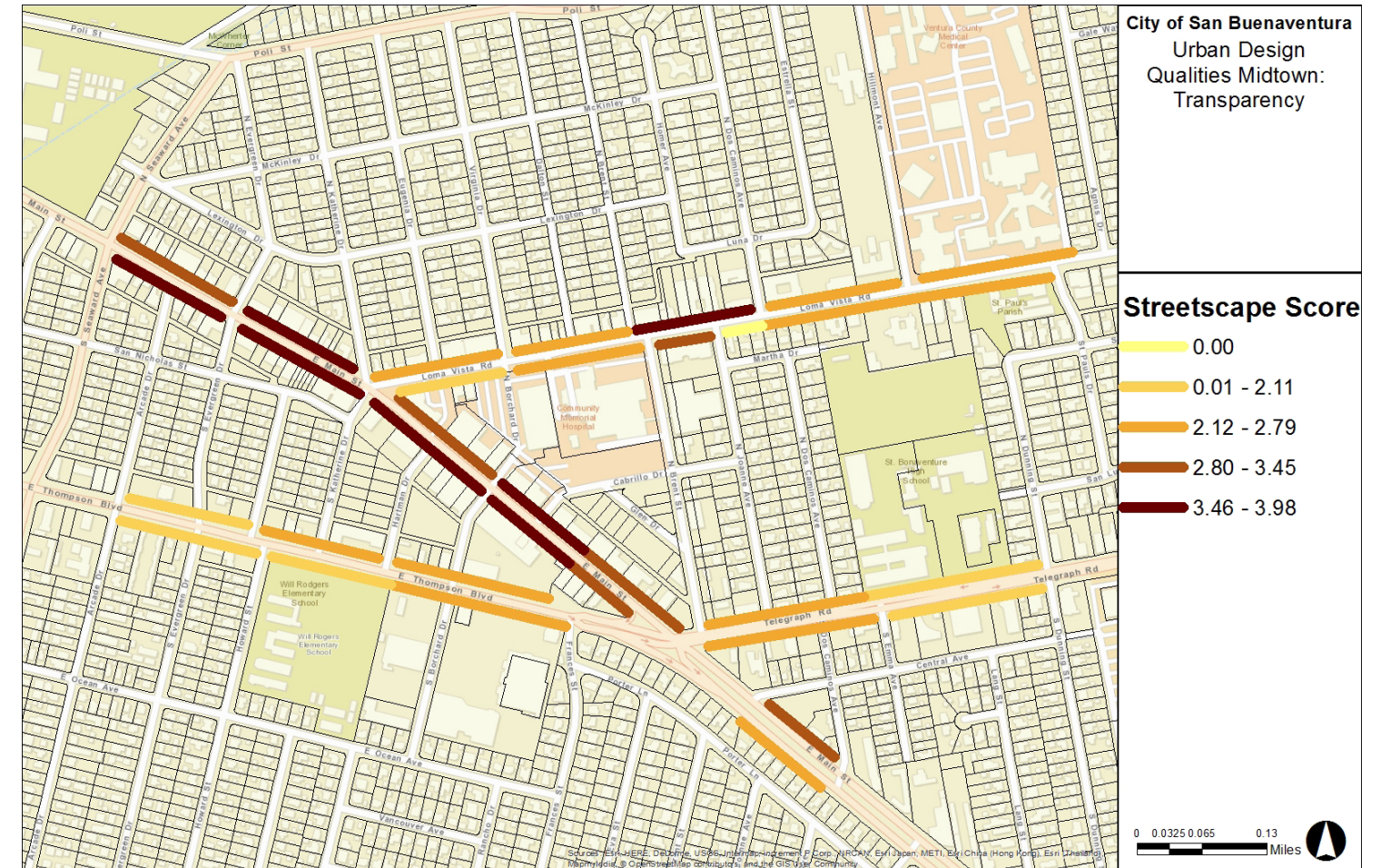
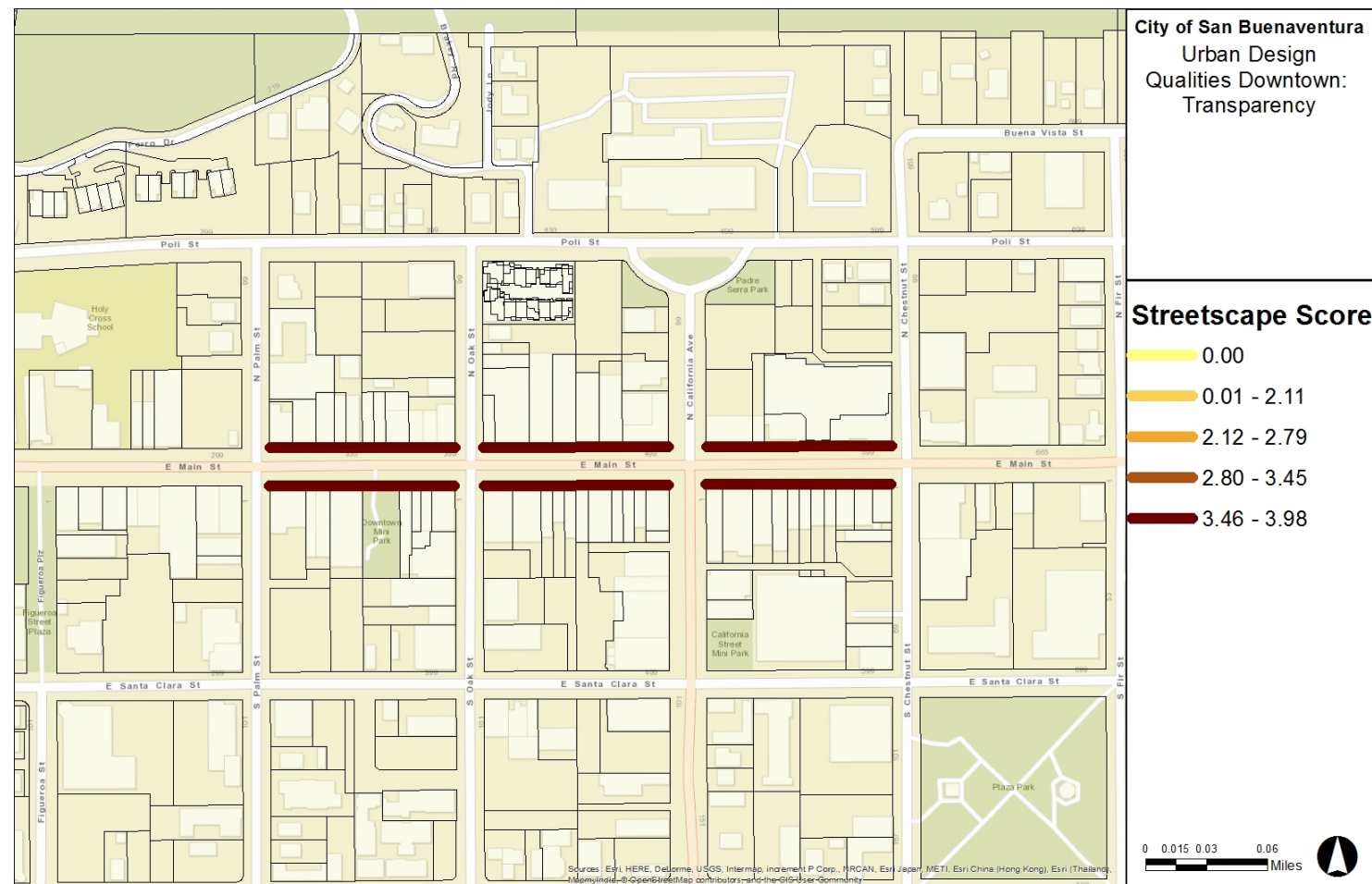


Maps representing Human Scale scores: downtown (left) X project area (right)



Midtown Ventura Wellness District Urban Design Concept Plan

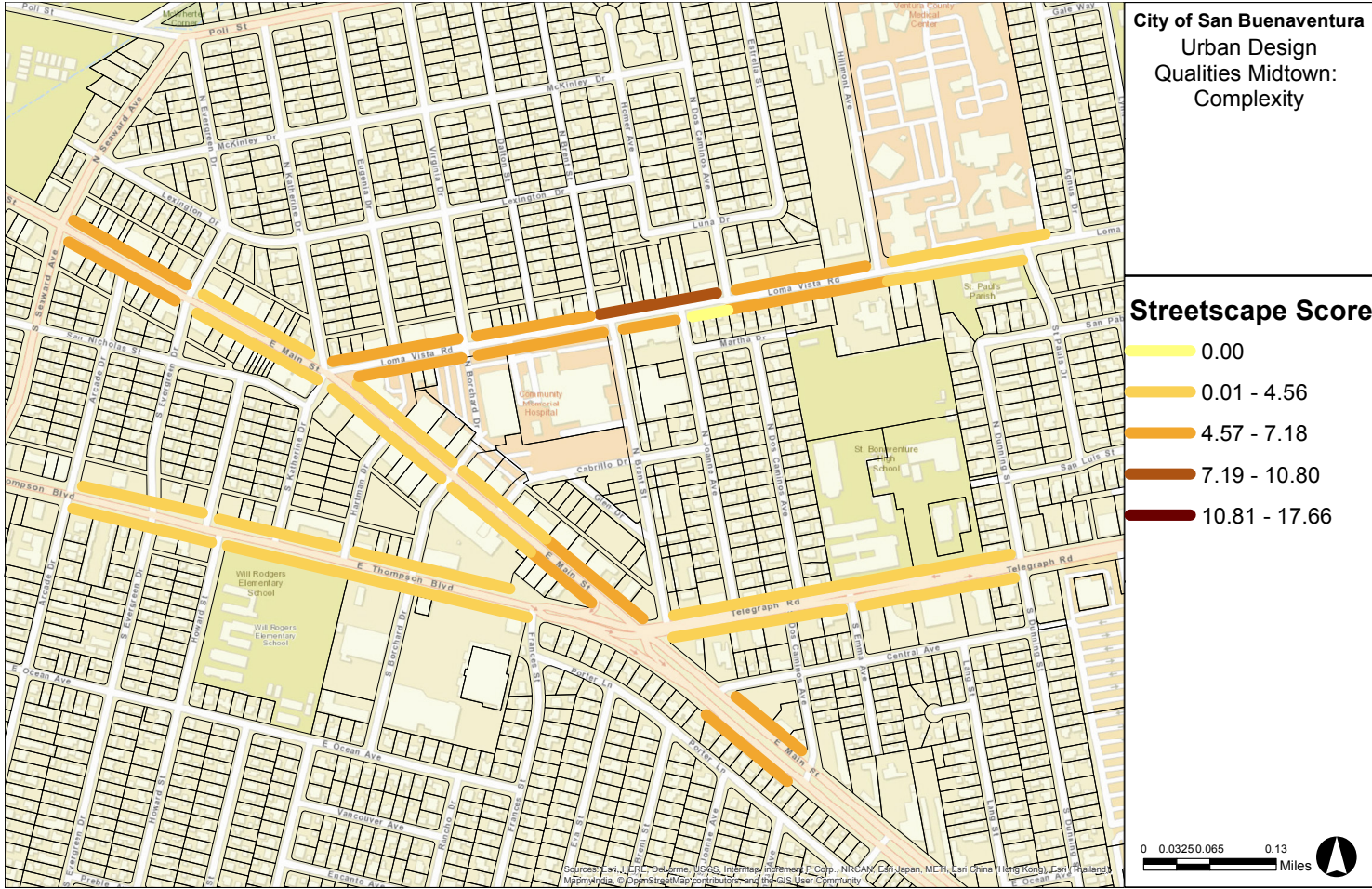
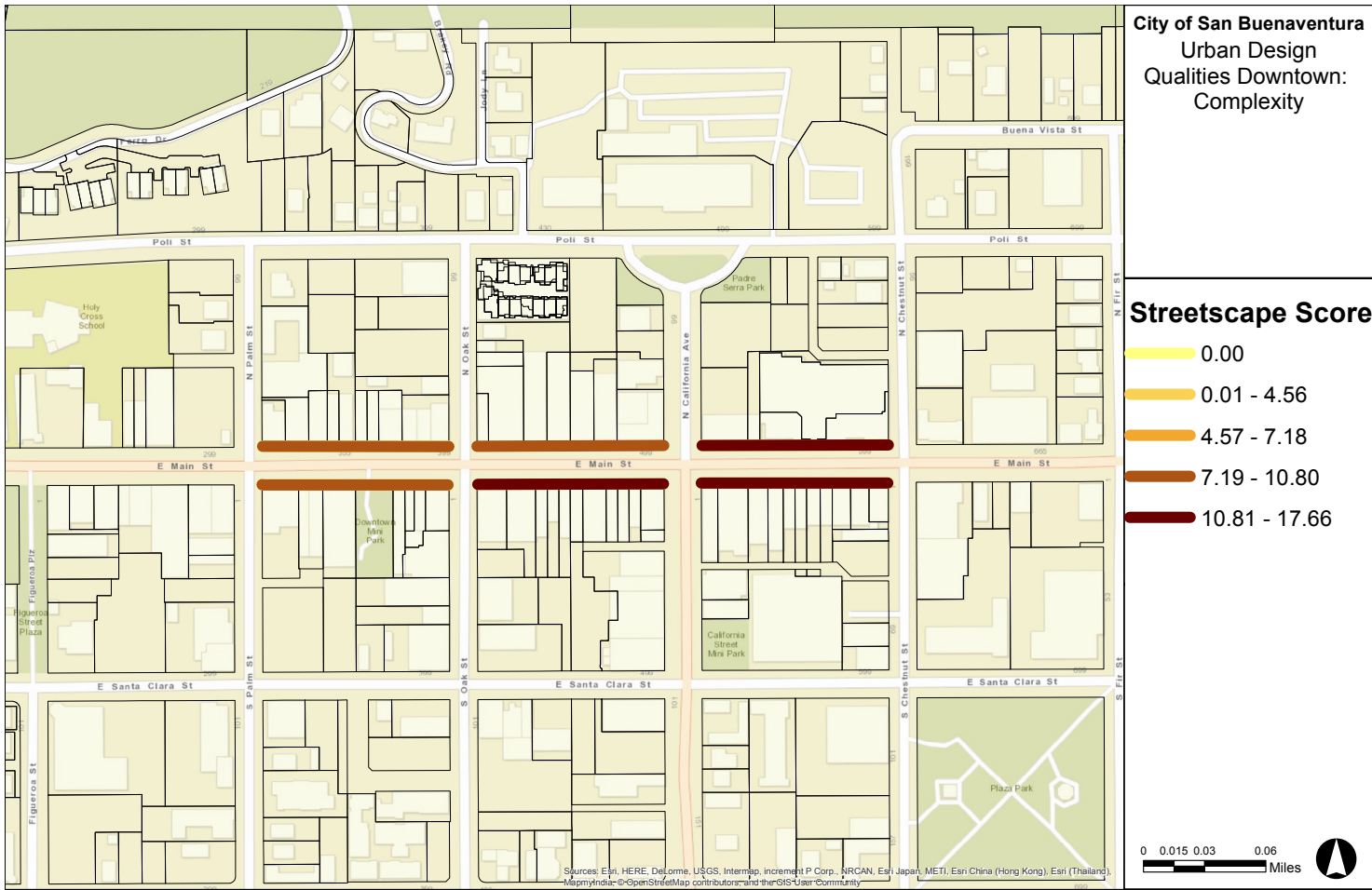
Transparency



Maps representing Transparency scores: downtown (left) X project area (right)



Complexity



Maps representing Complexity scores: downtown (left) X project area (right)



Chapter 3: Community Engagement

During the realization of this project, there were four major moments for community input, as follows:

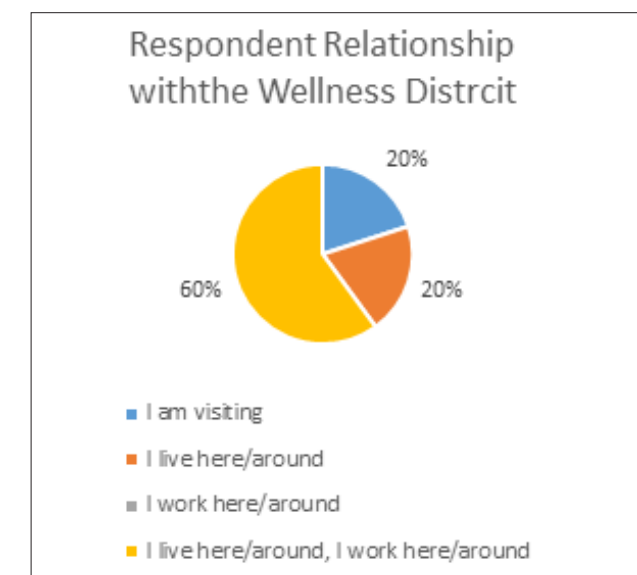
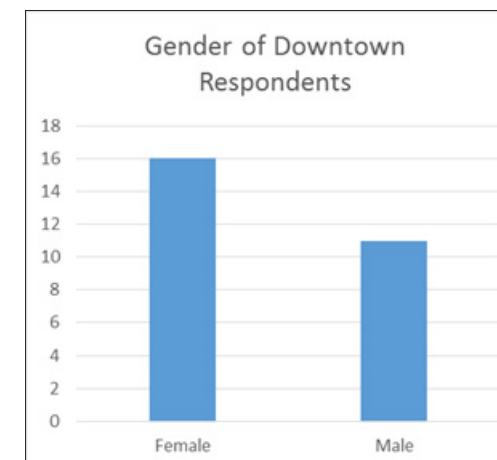
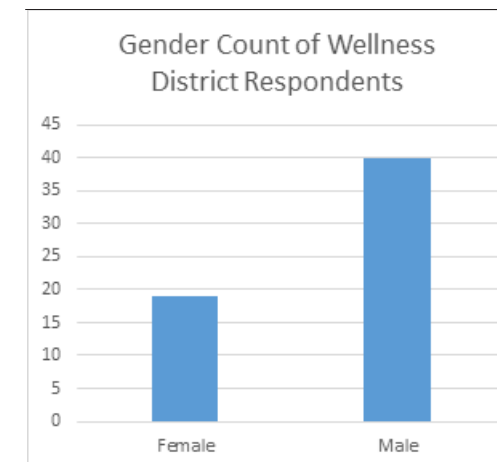
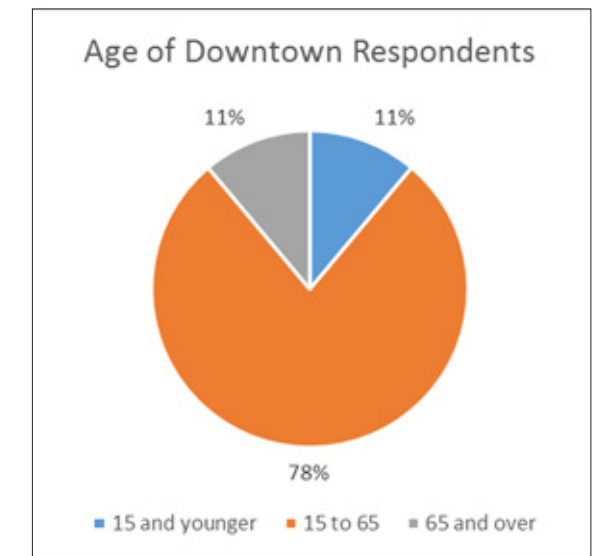
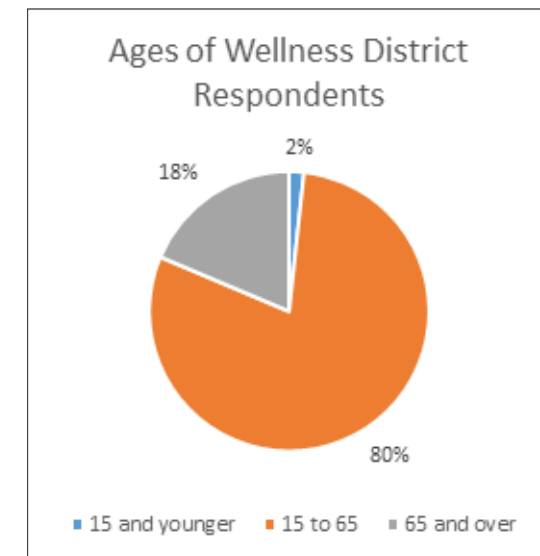
- 1) During the class visit to Ventura and conversations with city staff and personnel from the Ventura Community Memorial Hospital and the Ventura County Medical Center;
- 2) During the visit the field visit, students interviewed several pedestrians in the project area as well as in downtown;
- 3) From on-line survey made available to community members; and
- 4) During the public presentation of the work and proposals in Ventura's City Hall on June 3, 2016.

3.1 Pedestrian Interviews

On April 8th and 9th, 2016 the students surveyed a total of 59 people in the Midtown area and 27 people in the Downtown area. The Downtown survey questions varied slightly from the Midtown survey. The interview questions (see Appendix) allowed the studio to understand the community's perception of existing physical conditions of the study area and their preferences for development. Survey questions range from demographic characteristics of the respondent to a varying level of satisfaction regarding built environment qualities.

Demographics

The majority of the respondents in both Downtown and Midtown study area were men between ages 15 and 65 years old. Most respondents are Ventura residents, although about 16% are from Oxnard. Most of the Midtown respondents either work or live in/nearby the study area. Very few respondents both live and work in/nearby the study area. A majority of the Midtown respondents stated their reason for visiting the area that day was for work, dining, or shopping. A majority of the Downtown respondents stated that they normally visit Midtown for dining, shopping, or medical services. Very few of the Downtown respondents work in the study area.





Frequency of Visits

A majority of Midtown respondents visit the study area 2-5 times a week, whereas a majority of Downtown respondents only visit the study area rarely to a couple times a month.

Travel Mode

Both Midtown and Downtown respondents mainly drive alone to the study area. Very few respondents bike, walk, or take the bus to the study area.

Perception of Project Area

When asked about their impression of the study area, most Midtown respondents discussed how it needs improvement in some way. The second most common response is an association with the hospital. Most Downtown respondents had nothing to say about Midtown, but some stated that it needed improvement.

Safety

Most Downtown and Midtown respondents feel safe from crime and vehicles in the study area, but a considerable amount were neither satisfied nor unsatisfied with safety from vehicles.

Sidewalk Conditions and Cleanliness

A majority of the Midtown and Downtown respondents feel satisfied or neutral with the sidewalk conditions and cleanliness of the study area.

Aesthetics

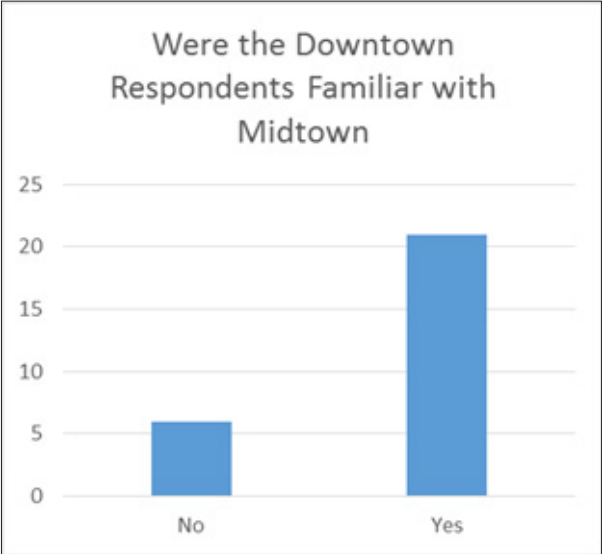
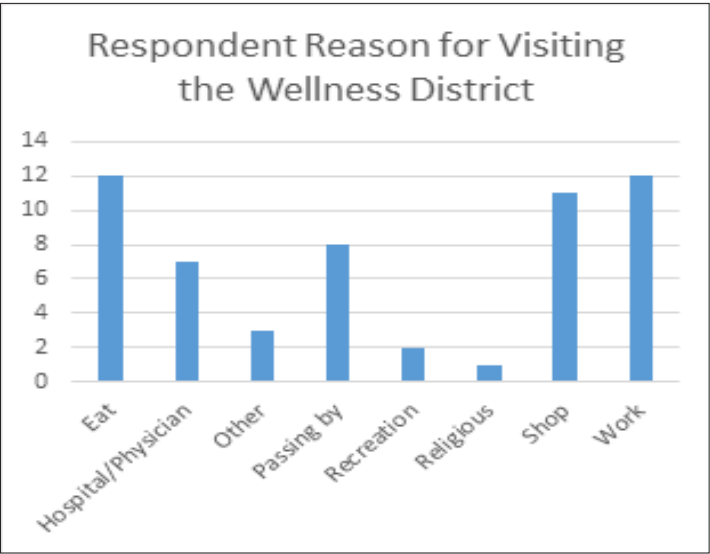
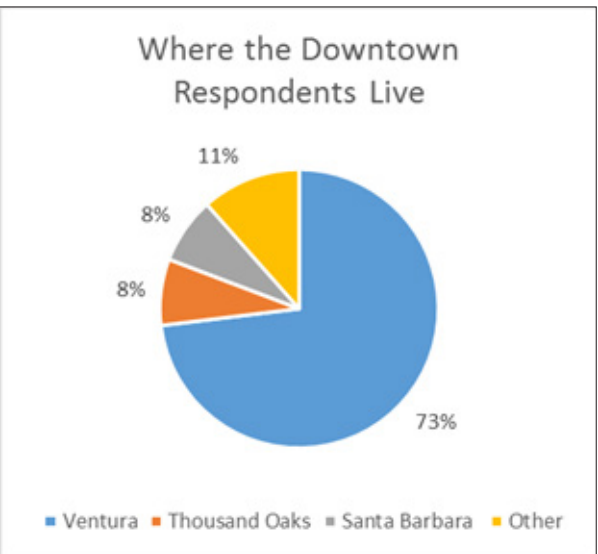
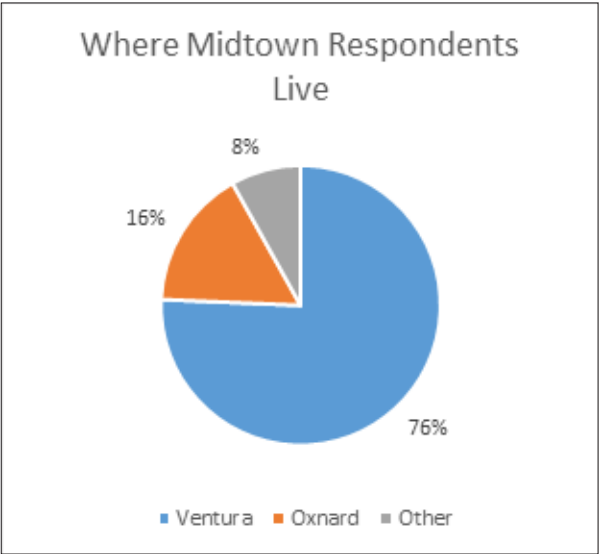
A majority of the Midtown respondents feel neutral about the aesthetic quality of the study area, but very few Downtown respondents feel satisfied.

Places to Eat

A majority of Downtown and Midtown respondents feel satisfied with dining options in the study area.

Places to Shop

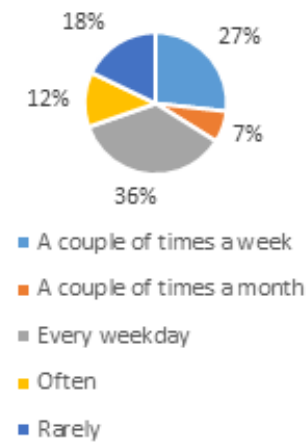
A majority of Midtown respondents feel neutral or satisfied with shopping in the study area, but most Downtown respondents are not satisfied.



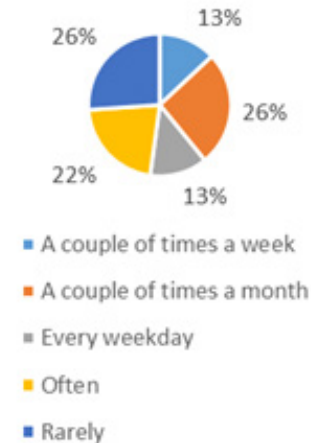


Midtown Ventura Wellness District Urban Design Concept Plan

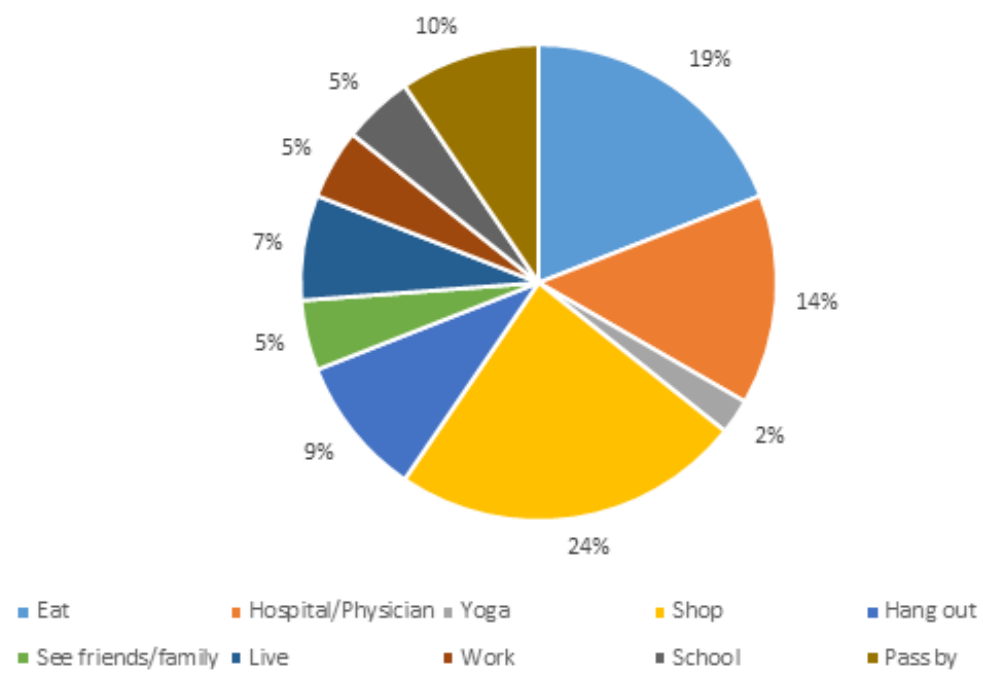
How often do Respondents Visit the Wellness District



How often the Downtown Respondents Go to Midtown



What the Downtown Respondents Normally Do in Midtown



Places to Relax and Socialize

Both Midtown and Downtown respondents are mostly unsatisfied with the number of places to stop, relax, and socialize in the study area.

Parking

Both Midtown and Downtown respondents are mostly satisfied with parking in the study area.

Vehicular Circulation

Both Midtown and Downtown respondents are mostly neutral or satisfied with vehicular circulation in the study area.

Development Preferences

Of the Midtown respondents, the most common preferences for future development include: more parking, restaurants and eateries, and places to stop, relax, and socialize. The least common preferences include upgrades to buildings, cleanliness, hotels, and elderly-friendly services.

Of the Downtown respondents, the most common preferences for future development include more restaurants and eateries, trees along the sidewalk, and more places to stop, relax, and socialize. The least common preferences include outdoor dining, community swimming pool, professional offices, and theaters.



Midtown Ventura Wellness District

Urban Design Concept Plan

What do you normally do in this part of Midtown?

The most common activities reported are passing by, shopping, and medical services (other than the hospital itself).

Answer Choices	Responses	
Work	8.51%	4
Eat	19.15%	9
Shop	17.02%	8
Hospital	6.38%	3
Other medical service	14.89%	7
School	0.00%	0
Hang out	2.13%	1
Pass By	31.91%	15

If you work in this part of Midtown, in which sector?

A majority of respondents do not work in the area. Of those who do work there, most reported that they worked in the hospital and commercial sectors.

Answer Choices	Responses	
Hospital	8.11%	3
Other medical service	2.70%	1
Commercial	5.41%	2
Education	5.41%	2
Industrial	0.00%	0
Government	2.70%	1
I don't work there.	75.68%	28

How do you normally get to the Project Area?

A majority of respondents reported that they normally drive alone to the study area. However, 14% walk and almost 10% carpool. Very few respondents bike to the area, and none take the bus.

Answer Choices	Responses	
Walking	14.29%	6
Bike	4.76%	2
Bus	0.00%	0
Drive alone	71.43%	30
Carpool	9.52%	4
Someone drops me off	0.00%	0

How satisfied are you with the following factors in the Project Area?

	Not satisfied	Neutral	Satisfied
Safety from crime	18.75% 9	47.92% 23	33.33% 16
Safety from vehicles	54.17% 26	27.08% 13	18.75% 9
Sidewalk conditions	51.02% 25	30.61% 15	18.37% 9
Cleanliness	41.67% 20	35.42% 17	22.92% 11
Aesthetics	63.04% 29	34.78% 16	2.17% 1
Places to eat	40.43% 19	44.68% 21	14.89% 7
Places to shop	45.83% 22	31.25% 15	22.92% 11



Midtown Ventura Wellness District

Urban Design Concept Plan

The next four questions indicate visual preferences. The images corresponding to the text descriptions can be seen in the Appendix.

Bike lane preferences

A vast majority of respondents (all but two) prefer bike lanes for every street. The most popular designs are bike lanes with a parking lane buffer on E. Main St., painted buffer for Loma Vista Rd. and Telegraph Rd., and landscaped buffer for E. Thompson.

		E Main St	Loma Vista Rd	Telegraph Rd	E Thompson Bl
Option 1	Separated from vehicles by a painted buffer	60.87% 14	69.57% 16	78.26% 18	69.57% 16
Option 2	Separated and protected by landscaping	73.17% 30	68.29% 28	68.29% 28	78.05% 32
Option 3	Separated and protected by parked cars	75.00% 21	67.86% 19	60.71% 17	67.86% 19
	None	50.00% 1	0.00% 0	0.00% 0	50.00% 1
	No preference	0.00% 0	0.00% 0	0.00% 0	0.00% 0

Option 1



Option 2



Option 3





Sidewalk design preferences

The majority of respondents would like to see parklets and planted medians on E. Main St, as well as parallel parking intermixed with seating and planting on Loma Vista Rd., Telegraph Rd., and E. Thompson. A large majority would like to see a planted median on E. Thompson as well.

		E Main St	Loma Vista Rd	Telegraph Rd	E Thompson Bl
Option 1	Parklets: Selected parking spaces occupied by seating and landscaping.	88.89% 24	44.44% 12	29.63% 8	29.63% 8
Option 2	Parallel parking intermixed with seating and planting.	47.37% 18	78.95% 30	78.95% 30	65.79% 25
Option 3	Planted median wherever possible along the street.	78.13% 25	50.00% 16	40.63% 13	59.38% 19

Option 2



Option 1



Option 3





Midtown Ventura Wellness District

Urban Design Concept Plan

Land use preferences

A majority of respondents would like to see multi-use buildings on all major streets except for East Thompson, apartments on Loma Vista and Telegraph, retail/office complexes on East Main and East Thompson, and townhomes on Loma Vista and Telegraph.

	E Main St	Loma Vista Rd	Telegraph Rd	E Thompson Bl
Apartment buildings	22.58% 7	51.61% 16	58.06% 18	54.84% 17
Townhomes	34.48% 10	75.86% 22	58.62% 17	41.38% 12
Multi-Use Buildings (apartments over retail/office)	73.91% 34	56.52% 26	60.87% 28	50.00% 23
Retail/office complexes	67.86% 19	46.43% 13	46.43% 13	71.43% 20



Example of Town Homes included in the Survey.



Example of Mixed-Use Building included in the Survey.



Example of Apartment Building included in the Survey.

Example of Retail/Office Complex included in the Survey.





Chapter 4: Constraints and Opportunities

4.1 S.W.O.T. Analysis

Considering the information collected and discussed in the previous pages, the class was able to perform a SWOT Analysis of the project area. This analysis considers the areas’ internal factors as Strengths and Weaknesses, and the factors beyond the area as Opportunities and Threats. Generally speaking, internal factors impact the project directly but can also be changed or modified by it. On the other hand, while Opportunities and Threats may impact and influence the project, they are generated by elements or situations beyond its direct scope.

The SWOT analysis was performed and organized into five categories: (1) Existing Regulations and Plans, (2) Circulation & Transportation, (3) Housing, (4) Neighborhood Characteristics, (5) Demographics, Health, and Social Engagement, and (6) Environment. The most important issues identified in the analysis are related to the area’s auto-dependent culture and street design, the lack of public spaces, the intensity of traffic, and the lack of affordable/workforce housing. The most important assets and opportunities are related to existing polices supportive of “wellness,” mixed uses, proximity to hospitals, and economic opportunities. The Livability Index, local GIS data, and ULI study were important resources for this SWOT analysis.

4.1.1 Existing Regulations and Plans

Strengths

- ULI study provides a wealth of information indicating the need for a Wellness District.
- The Midtown Corridor and CMH Development Codes are consistent with the concepts of the Wellness District.
- The City Council supports the concepts of the Wellness District.
- Midtown Ventura Community Council Development Guidelines are helpful to Wellness District Concept Plan.

Opportunities

- Development of the Kaiser campus could be incorporated into the Wellness District.
- Community events can support the concept of the Wellness District.

Weaknesses

- Lack of support, protection, or incentives for enhancing local businesses.
- Zoning ordinance is relatively disorganized.
- No Climate Action Plan.
- Lack of policy regarding support services for homeless population.

Threats

- Lack of political support from hillside residents .
- Connectivity to beach is not addressed by existing policies and plans.
- Ambiguous zoning code does not encourage appropriate development outside of study area.



4.1.2 Circulation and Transportation

Strengths

- Five-points intersection brings the main corridors together.
- Available street parking even at pick hours.
- Wide blvds with space for complete streets.
- Bike lanes on many street segments.
- Hospital shuttles exist.
- Nearby transit center
- Existing public transit is good

Opportunities

- Proximity to Amtrak station is a potential for regional accessibility.
- Connectivity between the activity nodes inside and outside of the project area.

Weaknesses

- Five-points intersection is not friendly to pedestrians and congested.
- Lack of active transportation network.
- bike lanes, crosswalks, wide sidewalks, and other safety features are missing at some locations.
- Heavy traffic corridors.
- Palm trees are in the middle of the sidewalks
- Lack of unique character/sense of place to encourage active transportation.

Threats

- HY 101 is a physical barrier to the beach and other parts of Ventura.
- Pacific view mall and Oxnard compete with site.
- Auto dependent culture in Ventura area.
- Future growth (pressure on services an streetnetwork).

4.1.3 Housing

Strengths

- Well-built, charming neighborhoods.
- Small lot sizes are good for higher density development.
- High demand for housing.
- Hospital is a major job center; incentive to live in the area.

Opportunities

- Large aging population; demand for senior housing (high density).
- Transitional housing needed for homeless youth/adults (institutional discharge).
- Start-ups – biotechnology.
- Temporary lodging for hospital visitors (Hotels, AirBnB, etc).
- Affordable housing.
- High demand of housing for CA.

Weaknesses

- Low density.
- Unaffordable housing.
- No workforce housing available.
- Residential neighborhood disconnected from major corridors.
- Limited transit options for neighborhoods.
- Not enough visitor and professional housing.
- Lack of services for homeless population.

Threats

- Local opposition to taller, high density buildings.
- New development may increase property values and cause displacement.



4.1.4 Neighborhood Characteristics

Strengths

- Diversity of commercial uses and plenty of amenities.
- Relatively little violent crimes .
- Diversity of commercial uses.
- Neighborhood proximity to amenities encourages pedestrian activity.

Opportunities

- Educational institutions in Ventura may invest in the project area.
- Proximity to Downtown area may encourage development.

Weaknesses

- Many vacant commercial buildings.
- Hospitals limit street façade.
- Lack of outdoor furniture and trash cans.
- Lack of community centers.
- Existing active uses are one-stop amenities.
- Lack of public spaces.
- Lack of cleanliness.
- Lack of aesthetic value on the commercial corridors.
- Auto-oriented streets and uses.
- Lack of uniqueness in commercial corridors, especially compared to the surrounding residential areas.
- Lack of local art output/venues.

Threats

- Outsourcing of jobs.
- Downtown area competition.
- Pacific View Mall competition

4.1.5 Demographics, Health, and

Strengths

- Jobs are concentrated in medical, retail, accommodation.
- Community support for improvements in Midtown.
- Multiculturalism.
- Strong Midtown Community Organization.

Opportunities

- Potential to increase commerce and economic activity and become a secondary business district.
- Outdoor and urban lifestyles can be easily promoted.
- Family festival in park.
- Good balance of housing and employment to encourage active transportation.

Weaknesses

- Majority white population.
- Aging population.
- Average income in project area is lower than the city average.
- Lack of food options.
- Disconnect between Midtown & Downtown communities.
- Limited bike lanes → not the safest.
- Vehicular travel too fast.
- According Livability Index: low patient satisfaction in the county.
- Closure of mental health facilities influenced large homeless population
- Low voting rate and low rate of opportunities for civic engagement
- Low social involvement (see Livability index).
- Lack of social spaces.

Threats

- Homeless population inhabiting open-spaces
- Lack of funding for community engagement.
- Auto-oriented culture prevents active transportation.



Midtown Ventura Wellness District

Urban Design Concept Plan

4.1.6 Environment

Strengths

- Mountains provides view and also access to outdoor activities.
- Existing vegetation is rich and diverse at the residential areas.
- Water quality is acceptable.

Opportunities

- Beach, river trails, the surrounding mountains are rec opportunities.
- Mild weather and active/outdoors culture are potential for ctive living.
- Renewable energy incentives.
- Promoting environmental tourism
- Promoting biodiversity

Weaknesses

- Lack of street trees and other vegetation
- Immature trees with lack of maintenance.
- Impervious surfaces.
- Lack of parks and other public spaces.
- Local air pollution is relatively high.
- Lack of street cleanliness.
- Congested intersections decreases air quality.
- Lack of green infrastructure.
- Lack of renewable resources.

Threats

- Regional air pollution.
- Hazards such as drought, extreme heat waves, heavy rain, earthquakes, mudslides, and other climate change hazards.

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PART 2
Concept Plan



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Chapter 5: Vision/Goals/Objectives

The Wellness District vision statement captures the essence of the background research and public outreach process conducted by the design team throughout the planning process. After gaining an understanding of the project area and input from stakeholders in the community, the team was able to build upon those ideas to craft a vision for the area. The vision statement highlights the community’s opportunities to incorporate wellness into the everyday lifestyle in Midtown. Physical, emotional, economic, and spiritual health acknowledged in the visions statement and are further developed through goals and objectives. These goals and objectives were developed to reflect the wellness. A list of projects that support the objectives is featured in the Implementation chapter.

Midtown Wellness District : Vision Statement

Located in the heart of Ventura, the Midtown Wellness District acts as the regional center for the promotion of individual and community well being.

The Wellness District encompasses social, physical, emotional, economic, and environmental health through the W.E.L.L.N.E.S.S. Goals:

Walkability, Engagement, Local Identity, Linkages, Natural Environment, Economic Vitality, Safety, and Strategic Housing.

W.E.L.L.N.E.S.S Goals



Walkability

a community where walking is a comfortable and enjoyable part of life.



Engagement

a community that is engaged in social and civic opportunities.



Local Identity

a community with unique character and sense of place.



Linkages

a community in which people can easily access needs and opportunities through a variety of convenient transportation options.



Natural Environment

a community that exists in harmony with the natural environment.



Economic Vitality

a community that prospers from local and regional economic opportunities.



Safety

a community that is a safe and comfortable for residents and visitors alike.



Strategic Housing

a community that promotes strategic housing development for a 24/7 neighborhood.



Walkability

A community where walking is a comfortable and enjoyable part of life.

Objective 1.1 Improve access and update the physical infrastructure to be more conducive to walking.

Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily needs are within walkable distance.



Engagement

A community that is engaged in social and civic opportunities.

Objective 2.1 Improve social opportunities.

Objective 2.2 Improve civic opportunities.



Local Identity

A community with unique character and sense of place.

Objective 3.1 Promote cohesive and comprehensive planning efforts.

Objective 3.2 Encourage design features, uses, and events that are unique to the area.



Linkages

A community in which people can easily access needs and opportunities through a variety of convenient transportation options.

Objective 4.1 Improve alternative transportation access within the district.

Objective 4.2 Better link areas within the district to each other and to the greater Ventura area.



Natural Environment

A community that exists in harmony with the natural environment.



Economic Vitality

A community that prospers from local and regional economic opportunities.



Safety

A community that is a safe and comfortable for residents and visitors alike.



Strategic Housing

A community that promotes strategic housing development for a 24/7 neighborhood.

Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services.

Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events.

Objective 6.1 Support local businesses and further their ability to sustain and thrive.

Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center.

Objective 7.1 Promote crime prevention measures.

Objective 7.2 Promote safety for all modes of transportation.

Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center.

Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area.



Midtown Ventura Wellness District

Urban Design Concept Plan

Chapter 6: Wellness District Concept

The Wellness District consists of a portion of the Midtown area of Ventura, which includes Community Memorial Hospital and Ventura County Medical Center. The concept diagram illustrates the spatial distribution of proposed urban design ideas in response to the WELLNESS goals (described in Chapter 5).

The main components of the proposed concept diagram include following suggestions:

- **Land Use Ideas:**

- 1) Increase the density of buildings and uses and infill development along E. Main Street and E. Thompson Blvd. where proposed.
- 2) Increase the density of buildings and uses and infill development along Loma Vista in front of CMH.
- 3) Infill development in empty lots or surface parking lots, and improve building facades to enhance aesthetic qualities along portions of E. Main St (North of Seaward Ave) and Loma Vista Rd (facing CMH to Hillmont Ave) .
- 4) Provide additional housing units with private garages and a private access alley way for residents only, in proposed area on S Katherine Dr.
- 5) Allow for more uses to expand economic opportunity in neighborhoods East of CMH (N. Brent Street, N. Joanne Ave, N. Dos Caminos Ave)
- 6) Open spaces to be utilized for public uses such as parks, community gardens, etc. Potential spaces for green space have been identified along the alley way behind businesses on Loma Vista Rd between N Katherine Dr. and N. Brent Street.

- **Circulation and Transportation Ideas:**

- 7) Traffic calming actions such as decreasing speed limit, adding intersections, decreasing traffic lanes, decreasing width of traffic lanes, etc. located on E. Main St at the proposed mid-block intersection and pedestrian access point to CMH.
- 8) Reform the current Five Points intersection to improve traffic flow and pedestrian access.

9) Add mid-block crossings and traffic lights on E. Thompson Blvd. at Hartman Dr. and S Katherine Dr., and on Loma Avenue, Vista Rd. at N. Brent St and Hillmont Ave., in addition to improving the existing intersections of Loma Vista Rd. at E. Main St, and Seaward Ave. at E. Main St.

10) Reduction of four lanes to three lanes, one lane of traffic in each direction, and a turn lane in the center, with bike lanes, wide sidewalks, and appropriate landscaping along Loma Vista Rd, and on E. Main St. north of Loma Vista Rd.

11) Reduction to two lanes, one lane of traffic in each direction, bike lanes, wide sidewalks, and appropriate landscaping on E Main St. between Loma Vista Rd. and Telegraph Rd.

12) Vehicle access to parking structure to CMH parking structure at Cabrillo Dr, and to the proposed parking structure located in “The Core” where Hartman Dr. is currently located, with access from E. Thompson Rd. and E. Main St.

- **Placemaking Ideas:**

13) New construction of a triangular-shaped building that is visually compelling and memorable, to act as a landmark feature within the district facing the proposed roundabout improvements on the Five Points intersection.

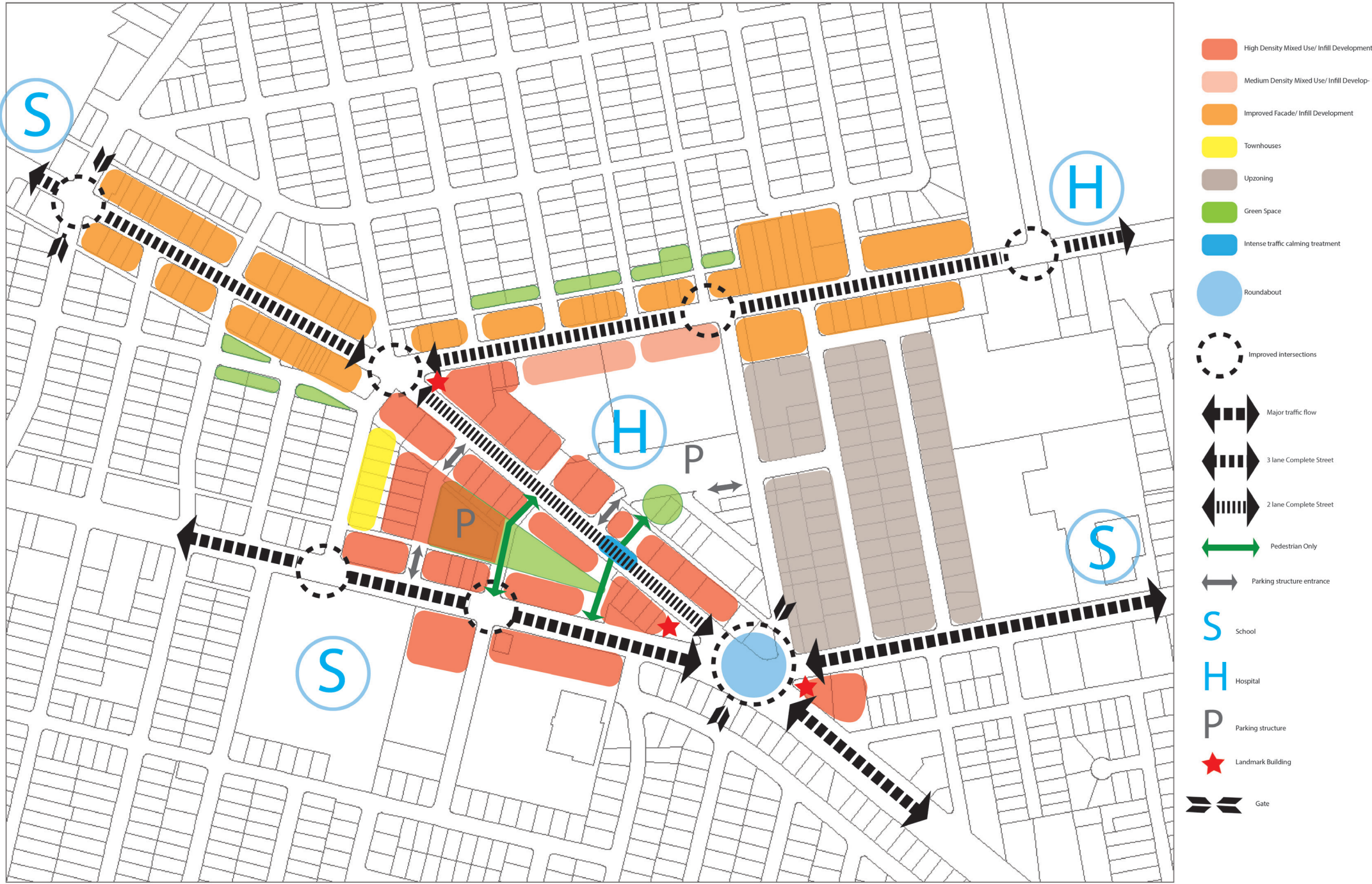
14) A sign or artistic feature that conveys entrance to the Wellness District in several locations on the periphery of the Wellness District: E. Main St X Seaward Ave, E. Main St. X Telegraph Rd, etc.

In the next pages this basic concept will be developed and expanded with project proposals organized into three categories:

- 1) the private domain,
- 2) the public domain, and
- 3) the “Core” area.



Concept diagram depicting major proposals for the Wellness District





Midtown Ventura Wellness District Urban Design Concept Plan

Chapter 7: The Private Domain (PR)

The Private Domain includes proposals for the regulation of development within the private spaces. Since what happens within lots and private spaces can be seen from the public domain (streets and open spaces), development of the private domain can have a significant impact on urban design, on the form, character and identity of the city. This section presents the physical design concepts and proposed zoning amendments needed to implement the goals and vision of the Wellness Design Concept Plan.

7.1 Zoning

The existing zoning in the project area consists of zones identified in the Midtown Corridors Development Code. Additional zones in the project area include hospital, professional offices, commercial, and residential uses. A detailed description of existing zoning is presented below:

Midtown Corridors Development Code Zoning

T4.5 General Urban Zone. The General Urban Zone consists of mixed-use but primarily residential urban fabric. It has a wide range of building types. Setbacks and landscaping are variable. Streets typically define medium sized blocks. Specific design guidelines are stated in the Midtown Corridors Development Code.

T5.2 The Urban Center Zone. The Urban Center Zone consists of higher density mixed-use building types that accommodate retail, office, rowhouses and apartment uses. It has a tight network of streets with wide sidewalks, steady tree planting, and buildings set close to the frontages. Specific design guidelines are stated in the Midtown Corridors Development Code.

Other Existing Zones in Project Area

There are a 8 additional land uses zoned in the project area. These zones are listed below. Specific design guidelines for development can be found in the San Buenaventura, California Code of Ordinances.

- C-1: Limited Commercial Zone
- C-1A: Intermediate Commercial Zone
- C-2: General Commercial Zone
- CPD: Commercial Planned Development Zone
- H: Hospital Zone
- P-O: Professional Office.
- R-1: Single Family Zone

Proposed zoning changes include following projects/policies (PR), highlighted in grey boxes:

“T4.5”

PR-1. The T4.5 (General Urban) Zone will be expanded along Telegraph Road and Loma Vista Road as opportunities for the development of mixed-use projects occur.

This will help accomplish the goal of increasing opportunities for housing and amenities in the Wellness District for residents and visitors. It is recognized that the existing T4.5 Zone does not allow for ‘parklet’ style open spaces. Parklets and similar creative uses of existing public space to increase open space amenities should be implemented in the Wellness District. Concepts and actions are proposed in the Open Space section.

“T5.2”

PR-2. The T5.2 (Urban Center) Zone will be expanded to the blocks south of Thompson Boulevard on either side of Borchard Drive, instead of the existing T4.5 Zone as indicated in the Midtown Corridors Development Code.

There is a critical opportunity at the intersection at Thompson and Borchard to connect development on Thompson with the pedestrian amenities of the Core, Main Street, and the Wellness District beyond.

“Shopfront” Overlay

PR-3. The shopfront overlay would be similar in description to the Midtown Corridors Development Code Shopfront Overlay, with a few principal additions.



The shopfront overlay along Loma Vista Road would maintain or establish setbacks to encourage pedestrian-oriented development and create a blending of the public and private domain. In this case, setbacks should encourage the use of street furniture and to make possible outdoor dining uses in the public right-of-way. It is recognized that many medical use facilities may not be compatible with a storefront requirement. Therefore, where possible, these uses should occur on the second floor of mixed-use developments, with retail or physical fitness studio spaces occupying the first floor for an active pedestrian environment. Additionally, an exception for ground floor medical facilities and professional offices in the shopfront overlay zone may be established, in which case, enhanced landscaping (see Design Guidelines: Landscaping) or public art requirements may be extracted to reach the goal of improving the pedestrian experience in the Wellness District.

Along Telegraph Road, the shopfront overlay will help to foster uses compatible with the needs of surrounding neighborhoods and professional offices.

“Strategic Parking” Overlay

PR-4. Maintain T4.5 and T5.2 residential parking requirements - with the exception of single-room occupancy housing units and senior housing.

Single-room occupancy units shall have no parking requirement, and senior units shall have parking requirements at one half of the T4.5 and T5.2 residential requirements. The Strategic Parking Overlay will reduce the parking requirements for retail and commercial uses within the zone to one space per 1,000 sq. ft. of gross floor space. The parking needs of these businesses will be met off-site to implement a “park once” strategy. Pedestrian prioritization will be important in connecting the parking structures in the area to the amenities of surrounding streets via accessible, welcoming transitions.

“Restricted Commercial” Overlay

PR-5. Within the Restricted Commercial Overlay, uses will include the mix of residences and professional offices to maintain existing neighborhood character of medium density housing.

The overlay has been established to preserve the neighborhood in the transition to the T4.5 Zone. This overlay is between N Brent St and N Joanne St.

“Senior Housing”

PR-6. Implement a Senior Housing Overlay in the Core development and on the west side of Borchard Street, between Thompson Boulevard and Ocean Avenue.

Residential development that occurs in these area will necessarily be comprised of a portion of units that qualify as affordable senior housing.

“Inclusionary/Workforce Housing”

PR-7. Implement inclusionary/workforce housing overlay, north and east side of CMH.

Accommodating affordable housing for the people who live and work in Midtown is critical, specially those who work at CMH and VCMC. This strategy is an attempt to reduce the burden of time and money spent on travel, and locate affordable housing near the employment centers of CMH and VCMC.

“Transitional Housing”

PR-8. Provide housing facilitated by emergency and wraparound services, and include a portion of single-occupancy rooms.

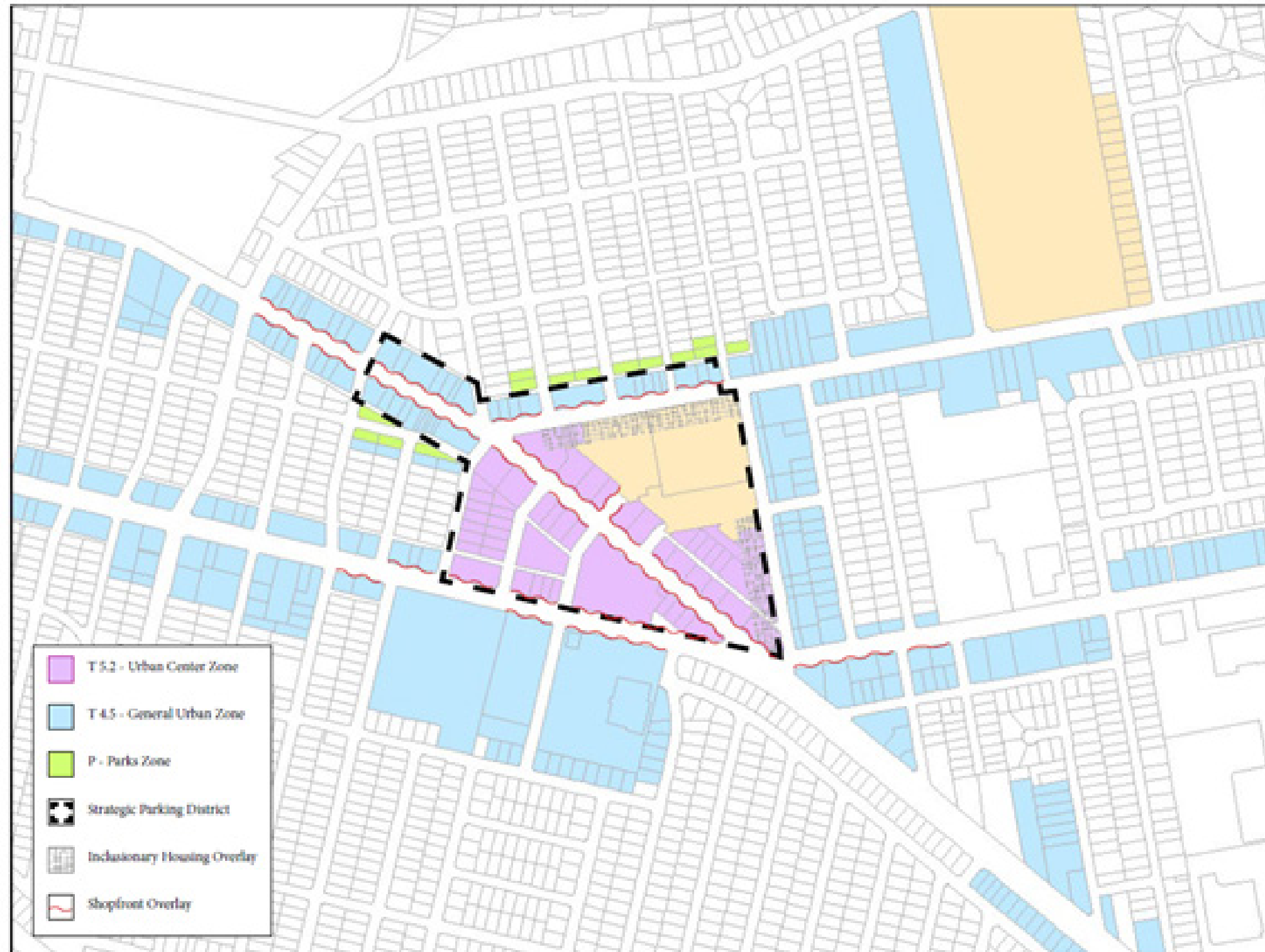
The location of transitional housing near the services of CMH, VCMC, and surrounding health facilities aims to generate an environment conducive to the goal of successful independent living outside of shelters.



Midtown Ventura Wellness District

Urban Design Concept Plan

Proposed Zoning





7.2 Design Guidelines

Landscaping

Landscaping is essential to create inviting and comfortable spaces within the Wellness District. Landscaping provides shade and protection from the elements and softens the transition between the street and developed areas by providing color and texture, privacy and buffers between buildings, and relief from the more developed urban environment in the form of open space and parks. The Wellness District Concept adopts the Landscaping Design Guidelines from the City of Ventura Design Guidelines with additions that incorporate the goals of the Wellness District.

Landscaping should achieve the following objectives as relevant to a particular project:

- Enhance the aesthetic appearance of development
- Help buffer the transition between residential and abutting non-residential development
- Help control erosion
- Screen incompatible land uses
- Preserve the visual integrity of neighborhoods and commercial districts, and enhance pedestrian and vehicular traffic and safety by clearly distinguishing walkways and access points

The following actions/projects are proposed for landscaping in the Wellness District:

“Plants to Guide”

PR-9. Use landscaping in the form of consistent plant types in the public right-of-way to help guide visitors and residents through the Wellness District.

An ideal location for this concept is the intersection of Main Street and Loma Vista Road, whereby plant types would connect the two parts of the Wellness District. The visibility of Loma Vista Road is compromised by the sharp angle of its intersection with Main Street. Landscaping would help indicate that these two distinct areas are part of the same conceptual place.



Illustrative example of PR-9. Landscaping for place identity to help wayfinding.



Illustrative example of PR-10. Medicinal herbs for education.

“Plants for Wellness”

PR-10. Incorporate medicinal herbs into landscaping in the Wellness District with educational plaques.

“Gardens for Wellness”

PR-11. Incorporate edible plants and trees in demonstration gardens or community gardens at sites and schools around the Wellness District.



Illustrative example of PR-11. Community gardens with edible plants.



Midtown Ventura Wellness District

Urban Design Concept Plan

PR-12. All areas not occupied by buildings, parking and access and other features should be landscaped.

Landscaping and other open spaces should be integrated into the overall site design for a project. Landscaping should enhance and complement the design of the building(s), preserve and enhance the views, provide buffers, transition areas and screening.

Some commonly used planting design concepts include:

- Grouping specimen trees and providing rows at major focal points and entries.
- Flowering vines on walls and arbors.
- Pots, vases, window boxes and raised planters.
- Trees to create canopy and shade, especially in parking areas and along pedestrian ways.
- Flowering trees or seasonal flowers to provide color.
- Berms, plantings, and low walls to screen parking areas.

PR-13. Landscaping should employ drought-tolerant varieties of plants.

Native and other mature trees should be preserved and incorporated into the design of a project, to the extent practical.

Turf areas are water intensive and require a high degree of maintenance. For these reasons, turf areas should be minimized and used primarily to provide usable open space areas. The design and location of turf areas should consider such factors as accessibility, ease of maintenance and water conservation. Guidelines for turf use include the following:

- Limit turf to 10%-20% of the total landscaped area of a site.
- Do not use turf in areas narrower than about 4 feet.
- Locate turf in active play areas such as common areas, play fields, and other usable open space areas.



*Illustrative examples of PR-12.
Landscaped parking lots and sidewalks, with tree canopies and planters.*



*Illustrative example of PR-13.
Drought tolerant planting in public spaces.*



Signage

Signs play an important role in the success of any business by providing identification and needed advertising. When signs are integrated into the architectural design of buildings they provide a personal quality that contributes to the ambiance of the Wellness District, especially those with unique and/or historical character. Conversely, signs may intrude upon otherwise pleasant surroundings when they are applied as an afterthought. The guidelines that followed are intended to balance the legitimate advertising needs of businesses with the need to prevent visual clutter that detracts from the overall vision of the Wellness District. Sign design for all projects in Wellness district should:

- Encourage creative, well-eco-designed signs that contribute positively to Wellness district’s visual , and development of a distinctive image;
- Recognition that some businesses are small establishments that depend on their signs as the primary advertising and require a variety sign types that are well designed;
- Be compatible with the building’s architectural design and with other signs in the immediate vicinity.

The following guidelines are intended to supplement the city’s sign regulations contained in the City of Ventura Zoning Chapter 24.420 - Sign Regulations. This section provides general design guidance for all sign types. The following guidelines apply to all signs.

Signage-Placement

PR-14. The location and size of signs on any building should be proportioned to the scale and relate to the architecture of that particular structure.

- Signs used for Business identification should be located on the business primary entrance in a location that doesn’t cover doors, windows, and architectural details.
- Signs should not be higher than the edge of the roofline.
- Freestanding/Monument signs should be placed within landscaped area(s) perpendicular to approaching traffic and positioned to provide clear lines of sight at intersections and driveway approaches.

Signage Materials and Color

PR-15. The selected materials and colors should contribute to the legibility of the sign.

- Sign materials should be selected with consideration to the architectural design of the building façade. Sign materials should complement the materials on the façade.
- Fluorescent colors should not be used.
- Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible
- Sign colors and materials should be selected to contribute to the sign’s legibility. Excessive use of colors is discouraged. Colors should relate to and complement the materials or paint scheme of the buildings, including accenting highlights and trim colors. The number of colors on any sign should be limited to three.

Sign legibility

PR-16. an effective sign should be legible.

- The most significant influence on legibility is lettering style.
- Lettering styles should complement the building architecture or streetscape. However, avoid hard-to-read intricate typefaces
- Avoid spacing letters and words too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message.
- Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter styles to no more than two for small signs and three for larger signs
- Use symbols and logos in the place of words whenever appropriate. The viewer will usually register a lot quicker than a written message.
- The design of logos and signs should be complementary to the architecture of the building.



Midtown Ventura Wellness District

Urban Design Concept Plan



Illustrative example of PR-16. Effective letter type centralized in the building facade above the shop windows.

Sign Illumination

PR-17. Signs should have the capacity of being lit in the evening.

- Individually illuminated letter, or lighted solid letters are preferred over internally lighted signs. You should restrain from lighting the entire sign.
- Indirect external illumination should be placed so that it complements the surface the sign is attached to.
- When external lighting fixtures are used, measures should be taken in order to shield the light source from spilling over into nearby residential or public right of way.

Illustrative examples of PR-17. Lighted solid letters.



Sign Types

PR-18. When considering signage for the project, applicants should first consult with applicable sections of the Ventura Municipal Code.

A. Wall Signs

Wall signs are attached parallel to or painted on a wall surface, including a parapet or canopy fascia of a building. The following guidelines apply to wall signs:

- Wall signs should be applied horizontally directly above the storefront.
- Wall signs should be centered above the store or building entrance within an architecturally established area or unbroken area of the building facade.

B. Projecting signs

Projecting signs are permanently attached to building, perpendicular to the surface of a wall or projection. The following guidelines apply to projecting signs:

- Projecting signs of a small scale are typical of pedestrian-oriented commercial areas. These signs are effective if oriented and scaled to the pedestrian.
- The sign's location should be determined by visibility and should be no higher than the first level of a building.
- A projecting sign should never be located lower than eight feet above ground level or extend closer than two feet to the nearest curb.
- The sign should be hung at a 90- degree angle from the face of the building, except as part of a creative sign.
- Internal illumination of a projecting sign should be avoided. Projecting signs are encouraged to be externally illuminated.

C. Window Signs

Window signs are located within a window area of a business. Window signs may be consist of permanent materials affixed to a window, or text and graphics painted directly onto the window surface. The following guidelines apply to window signs:



Illustrative example of PR-18. An effective wall sign design should be integral to the building's architectural composition.

- Window signs should not exceed 20 percent of the window area, and only one window sign per frontage is allowed.
- Window signs should be applied so that they do not obscure the visibility into a shop for the passerby. Every effort should be made to integrate window signs with store window displays
- Lighted signs, flashing signs or any other sign not applied directly to a windowpane are not permitted.

D. Under-Canopy Signs

Under-canopy signs are suspended below a canopy or marquee, perpendicular to the nearest elevation. The following guidelines apply to under-canopy signs:

- The choice of materials should be weather resistant.
- Under canopy signs should never hang lower than 6 feet 8 inches from the ground.
- Monument type signs are preferred over tall pole signs for business identification whenever possible. In the case of several tenants occupying the same site, individual wall mounted signs are appropriate in combination with a site identifying the locations address



Illustrative example of PR-18. An acceptable Projecting Sign.



Illustrative example of PR-18. An acceptable Window Sign.



Illustrative example of PR-18. Example of an acceptable Under-Canopy Sign



Midtown Ventura Wellness District

Urban Design Concept Plan

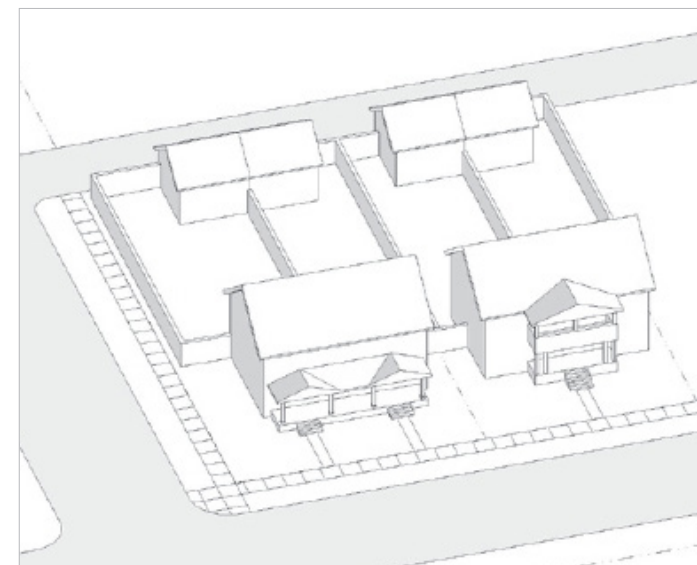
7.3 Building Typology

Development in the Wellness District should encourage a limited number of building types, in accordance to this plan's vision and goals. We recommend the adoption of five building types, as follows:

- Duplex, Triplex and Quadplex;
- Bungalow Court;
- Row House;
- Live/Work;
- Commercial Block.

The city should consider a building type that is not listed above only in special cases, particularly when in landmarks locations and, particularly, when located in “The Core” area of the Wellness District (see next Chapter of this plan).

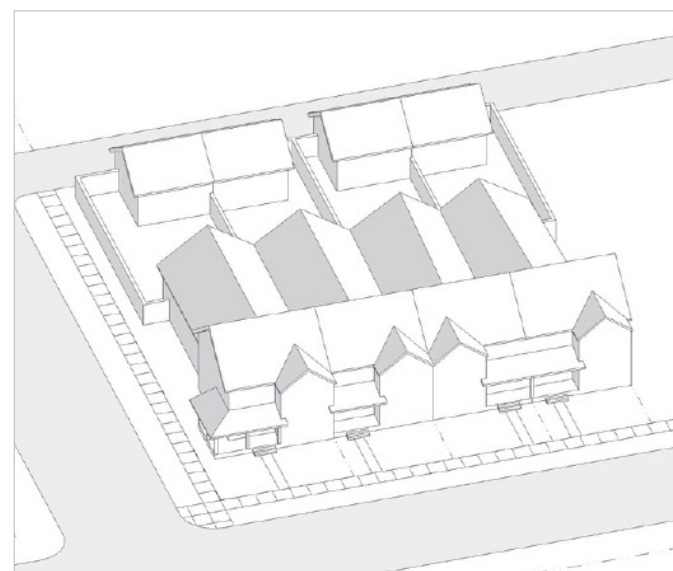
Development and design for these five building types should follow the requirements contained in Modtown Corridors Development Code.



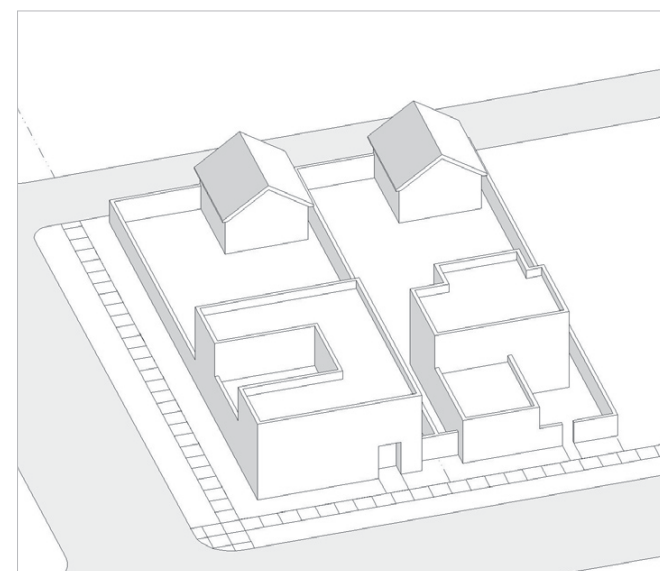
Duplex, Triplex and Quadplex.



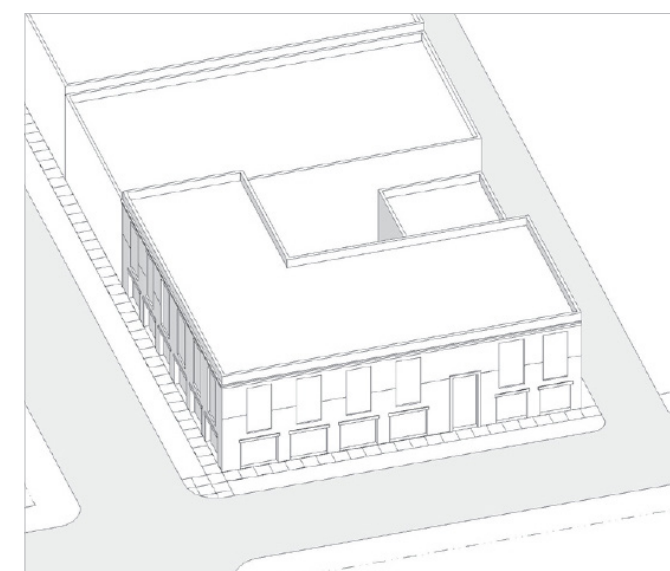
Bungalow Court.



Row House.



Live Work.



Commercial Block.



Example of Duplex Housing.



Example of Courtyard Housing.

Example of Row Houses.



Example of Live/Work.



Example of Commercial Block.





Midtown Ventura Wellness District

Urban Design Concept Plan

7.4 Private Domain Implementation Matrix

The land use plan embodies the vision for the Wellness District goals while maintaining congruency with the Midtown Corridors concept; the following land use action items address the development code, overlays, and housing. In order to deliver aesthetics and appropriate scale, and to accommodate

the needs of the area’s residents and visitors, the T4.5 Zone is incorporated into the Wellness District, as described in Action PR-1. Alternative overlays in the study area, suggested in Action PR-2 to PR-5, can be used to encourage development strategies in further accord with the W.E.L.L.N.E.S.S. Goals. Housing to meet specific needs of the Ventura population are encouraged in the Wellness District, and outlined in Action PR-6 to PR-8.

Implementation Matrix
Private Domain
(Part 1)

*Listing Projects/policies in
the Private Domain (PR) by
Objectives and Goals.*

Action Number	Action Text	W.E.L.L.N.E.S.S. Objectives							
		Walkability		Engagement		Local Identity		Linkages	
		Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area	Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area
PR-1	T4.5 will be expanded along Telegraph and Loma Vista Road	X	X	X	X	X			X
PR-2	T5.2 will be expanded to the blocks south of Thompson	X	X	X	X	X			X
PR-3	The shopfront overlay	X	X	X	X	X	X		X
PR-4	Maintain T4.5 and T5.2 residential parking requirements	X				X	X	X	
PR-5	Implement a Restricted Commercial Overlay		X	X	X	X	X		
PR-6	Implement a Senior Housing Overlay		X	X		X	X		
PR-7	Implement inclusionary/ workforce housing overlay, north and east side of CMH.	X	X			X	X		
PR-8	Provide Transitional Housing	X	X				X		
PR-9 to PR-18	Adopt design guidelines that correlate to the General Plan and Midtown Corridor Code for the Wellness District	X		X		X	X		



Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
		X	X				
	X	X	X				
	X	X	X	X			
X		X	X				
							X
						X	
							X
X							

Implementation Matrix
Private Domain
(Part 2)

Listing Project/Action by Objectives and Goals.



Chapter 8:

The Public Domain (PU)

The intent of the recommendations contained in the Public Domain chapter are to ensure that public areas within the Wellness District are well designed and contribute to the creation of a built environment that enhances Midtown Ventura's unique sense of place. In order to achieve a built environment in the Wellness District that is a positive physical expression of its setting, it is important to understand the qualities and elements that constitute its environment.

The physical identity of the Wellness District consists of several diverse elements, including natural factors such as open space, recreation, vegetation, and drainage and human factors such as streetscape, gateways, streets, circulation, parking, regional connections, and social/health/recreational events.

To realize the potential for the Wellness District, the following recommendations and projects (PU) are considered to best implement the City's current goals as well as the W.E.L.L.N.E.S.S. concept plan's objectives. These suggestions consider the following:

8.1 Gateway Concepts

Gateway signs and markers can be utilized to create a sense of place within a district. The Wellness District area currently lacks any discernible gateway features that inform visitors of their entry into the District. However, the existing street layout and the future creation of pedestrian corridors create opportunities for gateway signs and markers that announce entry into the Wellness District.

Entryways that produce a unique sense of place for the Wellness District can be achieved with the following actions:

PU-1. Establish a consistent design character of gateway features through the use of similar materials, colors, and scale.

PU-2. Consider the proposed roundabout at Five-Point intersection as the main gateway for the Wellness District.

PU-3. Create signs and markers at both automotive and pedestrian scales that are placed strategically

PU-4. Establish distinct, eye-catching signage and features at all entry points into the District

- Utilize the proposed roundabout at the Five-Point Intersection as a space for a sign or marker that is representative of the Wellness District.
- Create distinct signs at the important District entry points on Thompson Blvd, Loma Vista Rd, and Main St.

PU-5. Utilize signs that are both aesthetically appealing and able to direct the public

PU-6. Incorporate gateway signage that direct visitors to key Wellness District features such as the hospitals, open space, and Midtown core

PU-7. Utilize unique and consistent vegetation along medians and roadsides at gateways

Example of a marker at a roundabout generating a strong gateway.





8.2 Health-Related Uses, Recreation, and Social Events

A central component of the Wellness District will be to establish functional uses and events that promote a healthy community. This effort will include the creation of projects ranging from health events at nearby schools to the improvement of bicycle and pedestrian infrastructure that increases healthy transit. The new CMH and VCMC facilities will be integral in these redevelopment efforts as the anchor of this new healthy community.

With the renovation of the areas surrounding the CMH & VCMC facilities and the implementation of the Wellness District of the District, comes an associated responsibility to promote project objectives through the following projects/policies (PU) in the Public Domain Category:

PU-8. Foster opportunities, amongst the public health workforce, to build positive, sustainable partnerships with private businesses, community organizations and residents through public events.

PU-9. Promote healthy community development through events that connect local task forces, health groups, schools and Ventura County Public Health Department.

PU-10. Utilize county, state and federal grants and programs to fund healthy community events and uses associated with Community Memorial Hospital and Ventura County Medical Center.

PU-11. Develop an integrated process to monitor Wellness District renovation performance/ improvement and changes in health outcomes through community outreach or events.

PU-12. Inform and educate the public about health issues, and empower preventative practice.

PU-13. Mobilize community partnerships to identify and solve health problems.



Example of pedestrian gateway into a district.



Example of appropriate District Marker and directional signage for motorists.



Example of district marker with with informational signage for pedestrians.



Midtown Ventura Wellness District

Urban Design Concept Plan

PU-14. Promote events within the Wellness District study area surrounding health, equity and sustainability.

PU-15. To support environments that protect and promote the health and well-being of everyone in the Wellness District study area.

PU-16. Offer and encourage the public in programs and activities that involve natural assets, including surfing, sailing, kayaking, climbing, gardening, and bird watching.

PU-17. Work with Will Rogers and Loma Vista Elementary Schools to establish community gardens on their premises.

PU-18. Increase community engagement and capacity building for the development of Class 1 path for schools, hospitals, and residential areas in the study area.

PU-19. Establish a farm-to-school program that connects K-12 schools and local farms to promote healthy meals in school cafeterias, student nutrition, agriculture education, and the support of local and regional farms.

PU-20. Increase the capacity of communities to support active and healthy living environments.

PU-21. Foster the partnership between the City of Ventura, County of Ventura, State, Federal, and non-profit organizations to promote and fund establishment of safe pedestrian and biking infrastructure, such as Safe-Routes-to-School.

PU-22. Utilize state and federal grants to fund access to parks, open spaces, gyms, hiking trails, and other exercise opportunities to limit obesity and promote well-being.

PU-23. Use social media to promote community involvement in the Wellness District study area during the public involvement phase of the planning process.

PU-24. Promote the installation of basic outdoor workout space and equipment.

PU-25. Promote the use of City facilities for special events, such as festivals, tournaments, and fairs.

PU-26. Design social events that involve participation by local businesses such as art walks, farmers' markets, and street fairs.

PU-27. Use parks/open space, public space, to create events that connect residential neighborhoods, commercial and mixed use areas, and hospitals to the rest of the Ventura community.

PU-28. Develop incentives to encourage City employees and local employers to use bikeshare, walk, or bike programs.



Community gardens at school sites would be educational and provide healthy foods for the students.



8.3 Open Spaces

Recognizing the urban character of the Wellness District study area and increased urbanization of Ventura as a whole creates a necessity for the City to provide access to existing parks and open spaces through well planned linkages. Opportunities exist within and nearby to the study area to create new parks and open spaces while maintaining and improving the current infrastructure the City provides to access the existing natural opportunities. It is important to recognize the unique urban characteristics and many points-of-interaction/transition between neighborhoods and the Wellness District to accomplish this task.

With the redevelopment of the Wellness District comes an opportunity to strengthen community health with novel recreational opportunities and events that promote social cohesion. The establishment of a formal plan to improve the public’s image of the District by holistically addressing deficits that currently exist will increase the capacity of community environments to support active and healthy living.

Through maximizing opportunities that build positive, sustainable partnerships with community organizations and residents, the City can develop programs that address agreed-upon community needs through the following projects/policies (PU):

PU-29. Keep intact unpaved open space lands that filter stormwater.

PU-30. Promote the use of previous pavement and bioswales to filter stormwater in parks, trails, and open space.

PU-31. Encourage native plant and animal species in urban/open space interfaces.

PU-32. Encourage green roof overlay including rooftop gardens in the Wellness District study area providing for improved viewshed of surrounding area and air quality .



Example of a green roof.

PU-33. Allow appropriate revenue-generating activities at City parks.

PU-34. Require higher density development to provide pocket parks, tot lots, seating plazas, and other aesthetic green spaces.

PU-35. Develop community gardens as feasible and appropriate to meet citizen needs, and require them in new development.

*Wellness District
Farmers Market.*





Midtown Ventura Wellness District

Urban Design Concept Plan

PU-36. Provide opportunities for passive recreation, stress relief, and personal well-being by developing of parks, plazas, and other public spaces

PU-37. Provide services needed by youth, seniors, and residents with special needs to access parks and open spaces

PU-38. Protect and promote an environmental ethic through providing access to open space habitats and parks that are vital to local education of native plant and animal species

PU-39. Seek landowner permission to allow public access on properties adjacent to open space where needed to connect trails

PU-40. Work with the County of Ventura to initiate efforts to create public trails in the hillsides

PU-41. Use parks/open space, public space, to create transitions between residential neighborhoods, commercial and mixed use areas, and hospitals

- Create parks and community gardens in the parking lots north of Loma Vista Rd centered around Virginia Dr to buffer the existing neighborhood from the higher density corridor.
- Create parks in the parking lots along San Nicholas St to buffer the existing neighborhood from the higher density corridor.

PU-42. Create a Sea to Sky trail, Class 1 Multi-Use path that connects San Buenaventura State Beach to Wellness District study area and surrounding hillsides.

PU-43. Build the necessary infrastructure and signage to connect Midtown to the local trail system.

PU-44. Request Flood Control District approval of public access along unchannelized watercourses for hiking.

PU-45. Promote new community emergency evacuation routes by establishing Class 1 trail systems that connect to health facilities located Wellness District study area.

PU-46. Establish safe connections from the Wellness District study area to urban farms and community gardens that support healthy recreational opportunities, locally-grown food traveling shorter distances, reducing fossil fuel use and associated air pollution.

PU-47. Establish connection of Wellness District study area with surrounding large landowners and the City utilizing conservation easements that create new open spaces, improve quality of life, attract homebuyers, clean businesses and high paying jobs.

PU-48. Slow the growth in automobile traffic so the City experiences less congestion within the Wellness District study area through promoting alternative forms of transportation to open spaces and parks.



Provide attractive bicycle infrastructure along the roadways of the Sea to Sky Trail.



8.4 General Street Types

The project area contains a variety of different street types that merit different design considerations. This discussion sets possible scenarios to alter (or preserve) the existing right of way for the project area’s seven street types:

- 1. Main Street Segment A;
- 2. Main Street Segment B and Loma Vista Road;
- 3. Thompson Boulevard and Telegraph Road;
- 4. Main Street Segment C;
- 5. Typical Commercial Streets;
- 6. Typical Residential Streets;
- 7. Alleys.

Street Types
Diagram





Midtown Ventura Wellness District Urban Design Concept Plan

General Proposed Actions for Street Types 1, 2, and 3.

The major throughway streets of the project area correspond to Street Types 1, 2, and 3. It is recommend these streets be redeveloped as “complete streets”. As defined by the National Complete Streets Coalition, complete streets are “streets for everyone”. These streets are safe and accessible for all users including pedestrians, bicyclists, motorists, and transit riders. Other benefits of complete streets include:

- Increased accessibility and mobility for the young and elderly populations who cannot drive;
- Improved personal health by increasing walking and biking activities;
- Increased economic activity for business due to accessibility and additional foot traffic;
- Reduced carbon footprint due to reduced dependence on automobile .

The projects/policies (PU) actions proposed for Street Types 1, 2, and 3 are as follows:

PU-52. Incorporate special street markings for bike plans, like green pavement for bike lanes.

PU-49. Incorporate special street markings for bus stops, such as red colored pavement for bus stops.

PU-50. Add shelters and seating at bus stops.

PU-51. Add more garbage and recycling collectors on sidewalks, particularly near concentrations of pedestrians and bicyclists.

PU-53. Remove an current palm trees on sidewalks and place pedestrian-scaled trees that provide large canopies.

- Trees should be planted 10-20 feet from each other to create a pedestrian-friendly and visually connected landscape;
- Incorporate trees with tree guards and bio-retention cells.

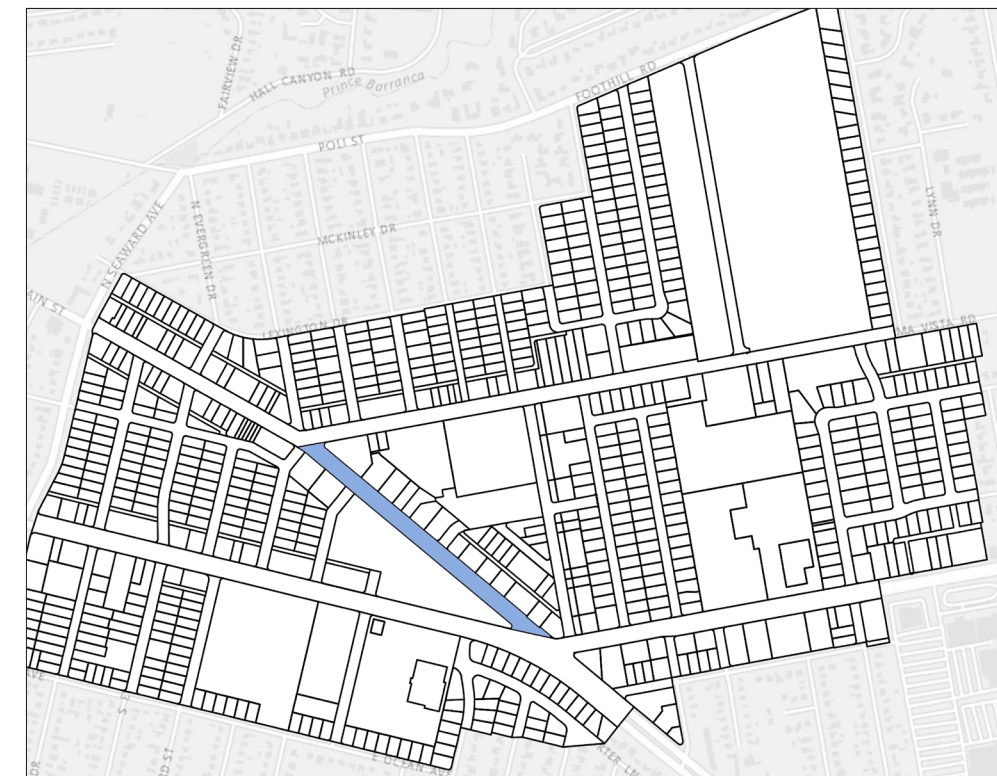
PU-54. Incorporate medium-sized canopy trees with bioswales at proposed center medians (except at the medians on South Main St).

PU-55. Encourage parklets as an alternative to parallel parking wherever appropriate.

PU-56. Provide hardware for a Wellness banner and sidewalk-facing pedestrian lights on current street light fixtures.

8.5 Specific Street Types

Street Type 1 *E Main St - Segment A*





Existing Conditions in Main Street along Segment A:
Loma Vista to Five-Point Intersection

From Loma Vista Road to Five-Points, this section of Main has two traffic lanes, sidewalks, and parallel parking on each side. The sidewalks are of good width. The area is notable for being adjacent to the Community Memorial Hospital, and it is dominated by one-two story commercial buildings, blank facades, minimal landscaping, and vacant lots. The street proposals for Segment A are:

PU-ST-1 Redesign ROW into a complete street, by following the proposed in Table 8.5.1.

PU-ST-2. Add light fixtures at medians bordering the crosswalk in front of the south-side of VCMH.

- Select light poles include a Wellness banner or other amenities (i.e. hanging flower baskets, artwork).
- Place lighting to focus on illuminating the pedestrian crosswalk and on vehicular traffic.

PU-ST-3. Add palm trees with accent lights at the medians bordering the crosswalk in front of the south-side of the hospital.

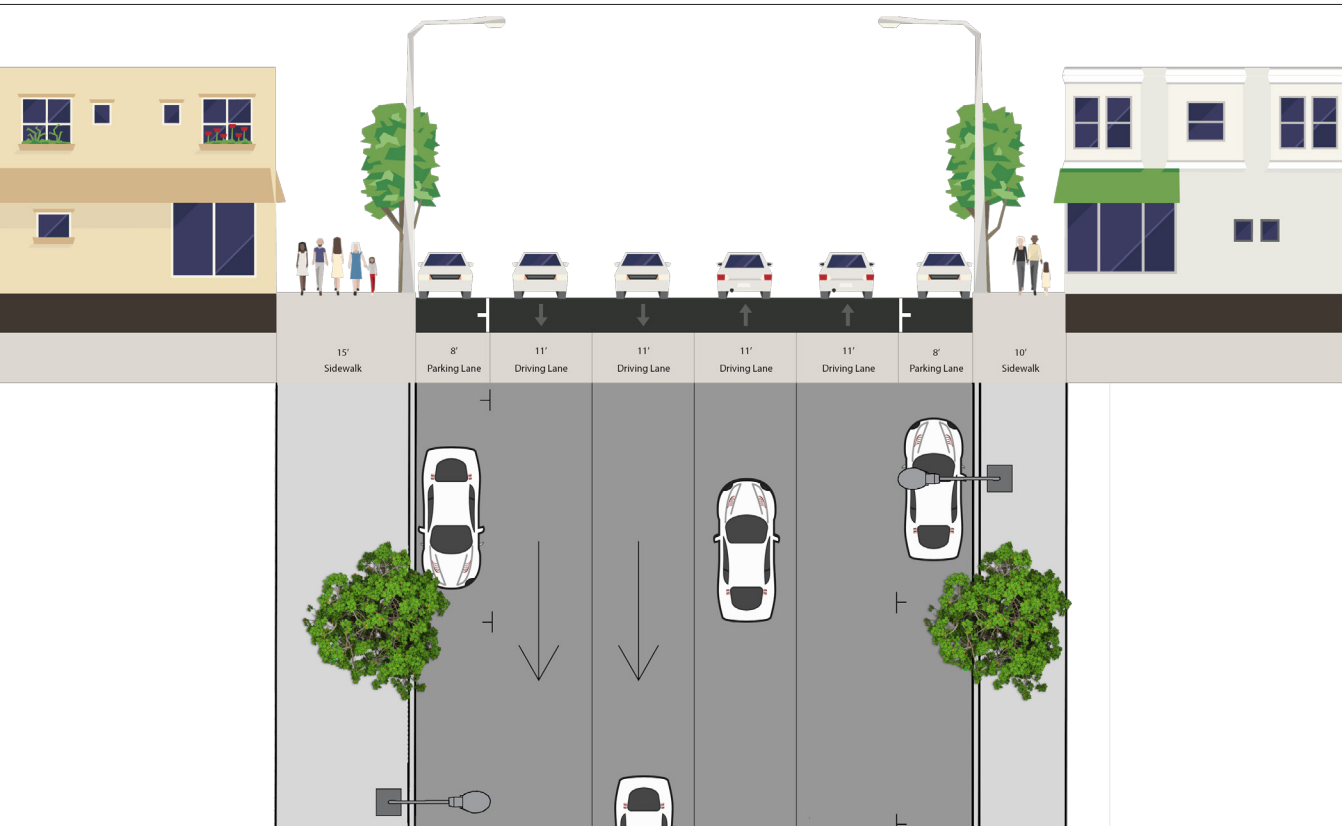


Table 8.5.1. Existing Conditions Proposals for East Main Street (A)

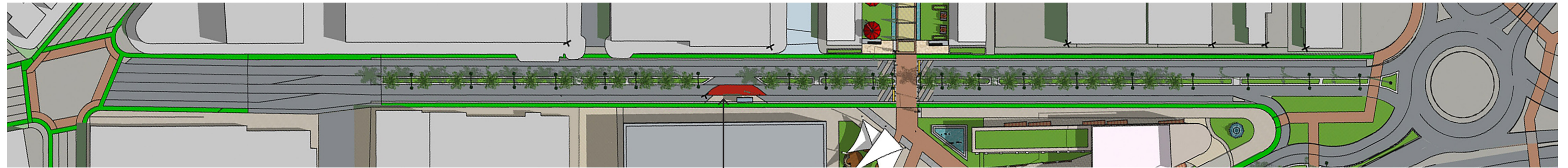
Key	Existing	Proposed
Sidewalk	10'; 15' (south side)	→ 2 at 13'
Parking Lane	2 at 8'	→ 2 at 7'
Traffic Lane	4 at <u>at</u> 11'	→ 2 at 11'
Bike Lane	None	→ 2 at 4'
Bike Lane Buffer	None	→ 2 at 2'
Center Turn Lane OR Landscaped Median	None	→ 10'
Total Right of Way:		85 ft
Speed Limit		30 mph



Midtown Ventura Wellness District

Urban Design Concept Plan

Proposed Redesign of East Main Street with Median and Mid-Block Crossing

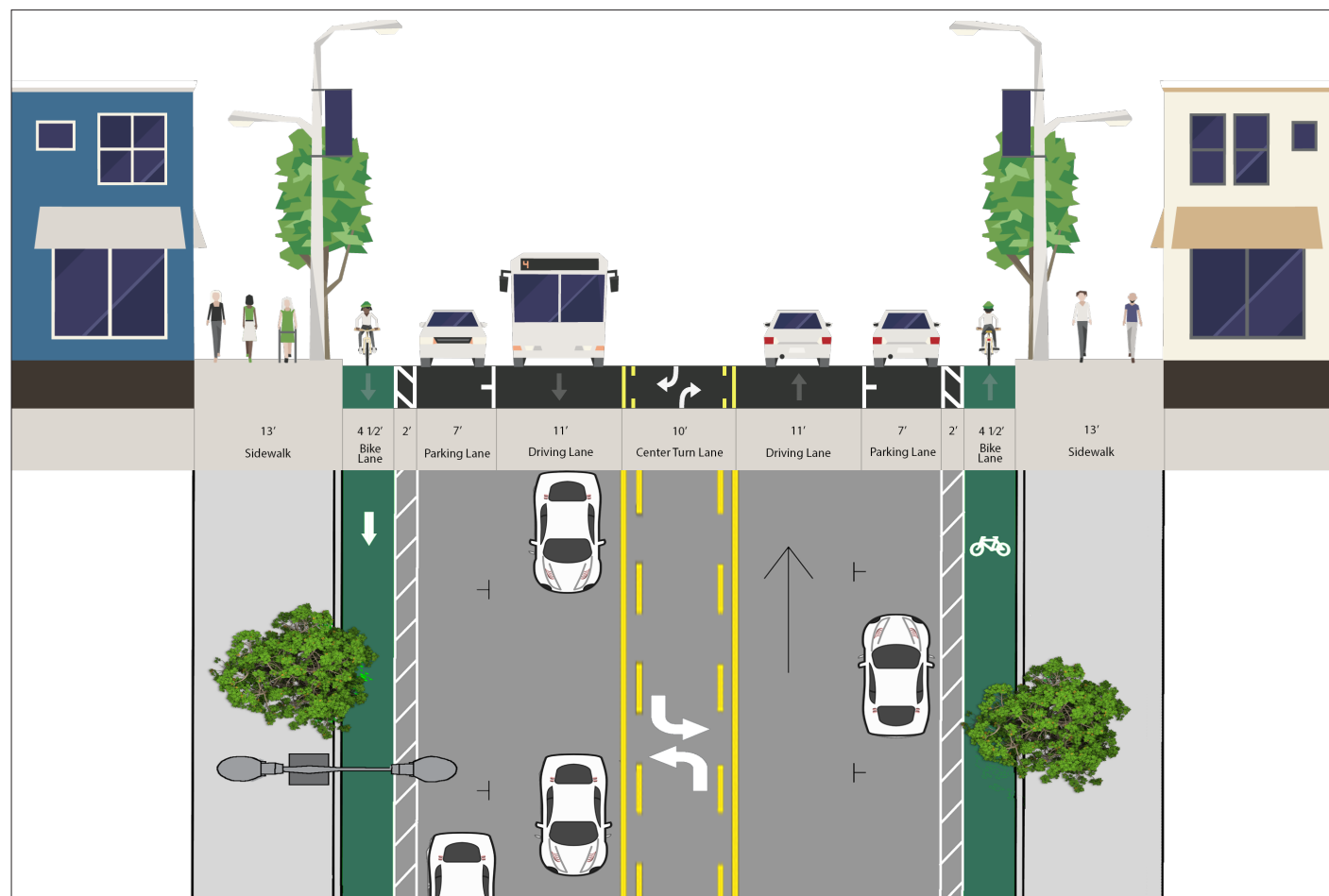


Bus Stop Type 2

Midblock crossing to Hospital Plaza

Roundabout at
Five-Points Corners

Proposed No Median for Street Type 1

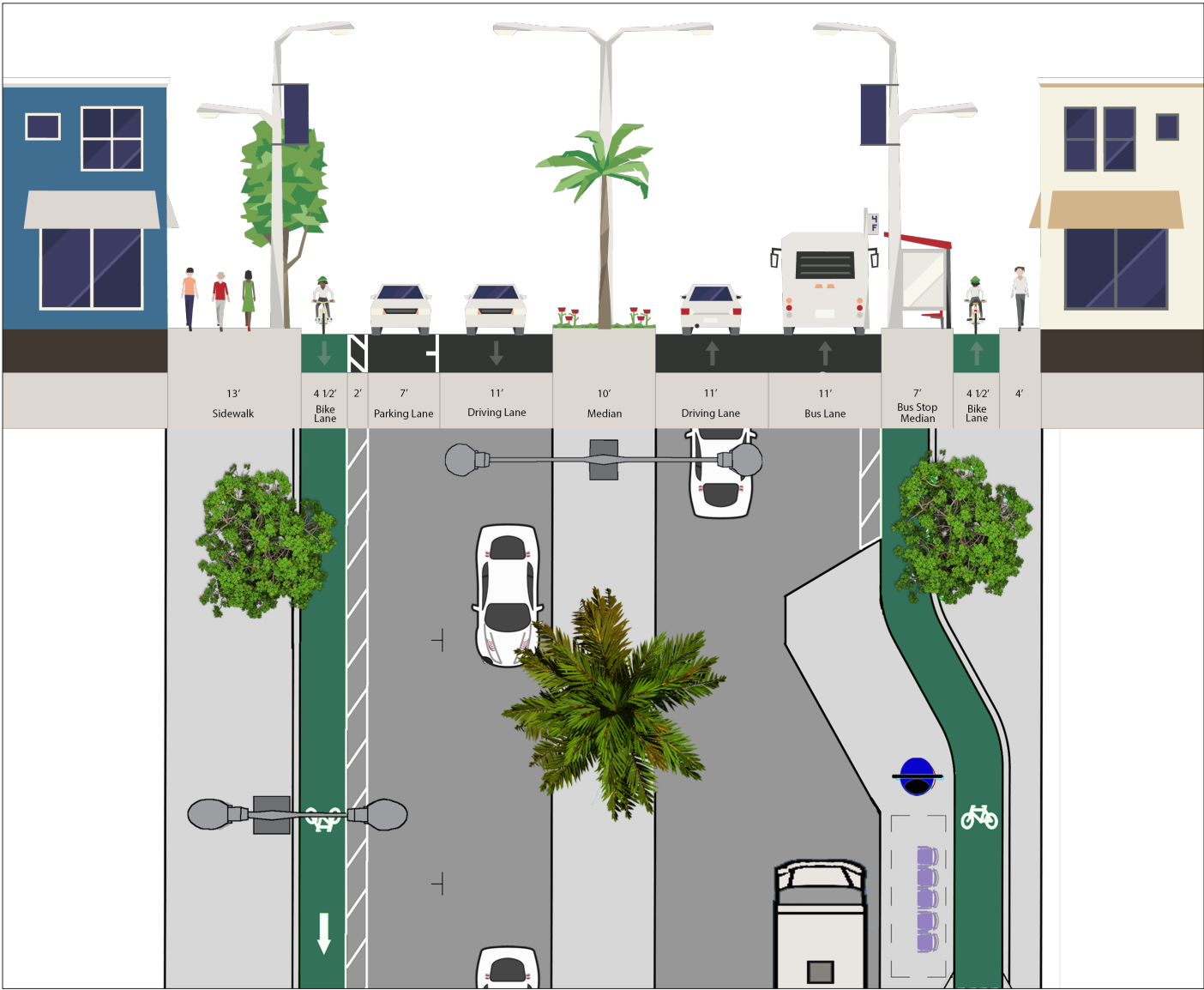


Proposed Median for Street Type 1

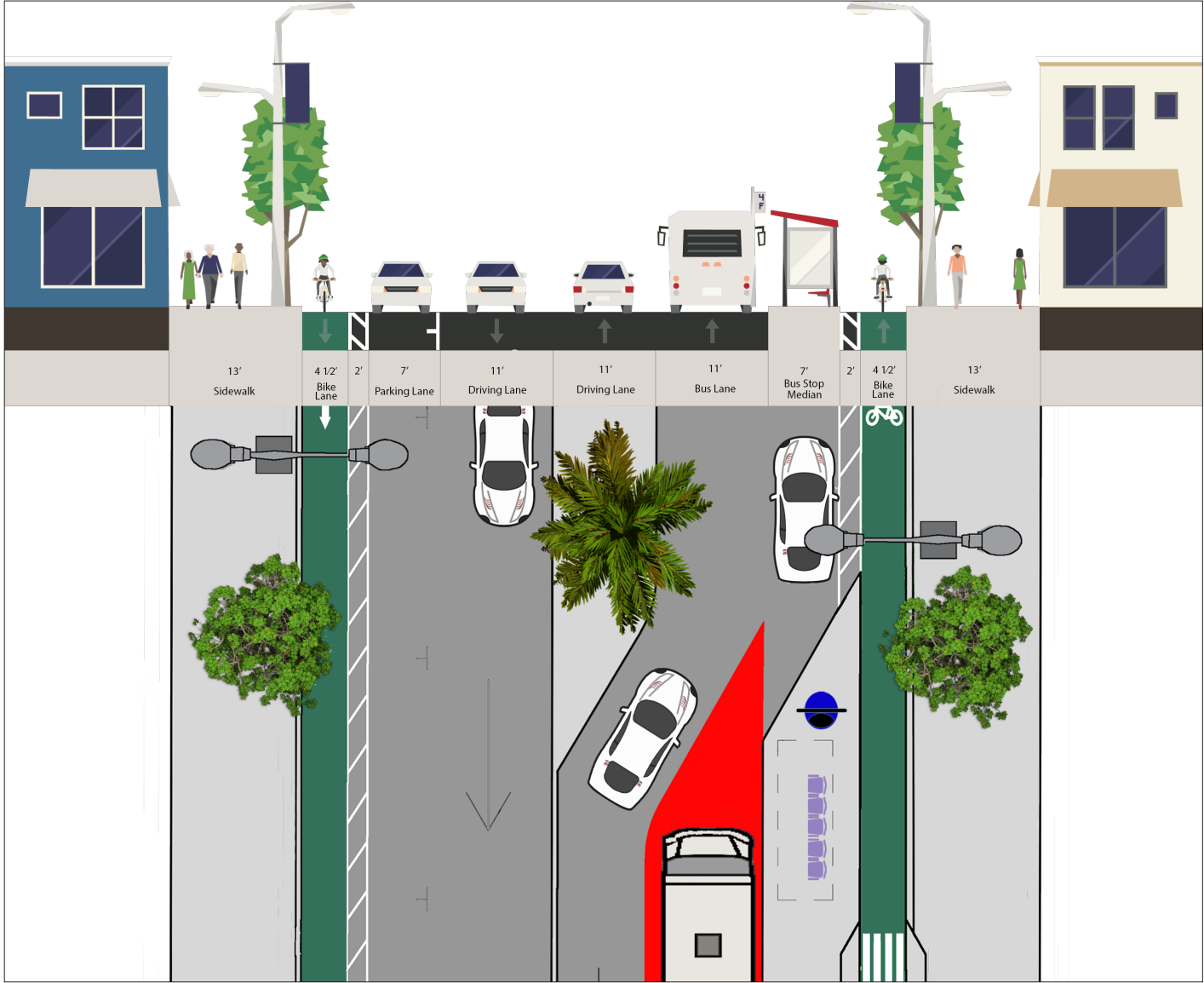




Proposed Bus Stop 1 for Street Type 1



Proposed Bus Stop 2 for Street Type 1





Midtown Ventura Wellness District

Urban Design Concept Plan

Street Type 2 E Main St - Segment B



From Seaward Avenue to Loma Vista Road, this section of Main street has two traffic lanes, parallel parking, and a minimum-sized sidewalk on each side and landscaping is minimal. Buildings are one to two stories high which are primarily of a commercial nature defined by shop fronts. The following are the proposed projects/programs:

PU-ST-4. Redesign the right-of-way to be a complete street, by following the proposed in Table 8.5.2.



Existing Conditions for Main Street between Seaward Avenue and Loma Vista Road





Street Type 2 Loma Vista Road

Table 8.5.2. Existing Conditions and Proposals for E Main Street (B)

Key	Existing	Proposed
Sidewalk	2 at 8'	→ 2 at 11'
Parking Lane	2 at 8'	→ 2 at 7'
Traffic Lane	4 at 12'	→ 2 at 11'
Bike Lane	None	→ 2 at 4'
Bike Lane Buffer	None	→ 2 at 2'
Landscaped Median	None	→ 10'
Total Right of Way:		80 ft
Speed limit		30 mph

The proposed typical site plan and section for this Segment (Street Type 2) are depicted below in the next pages.



From Main Street to Mills Road, Loma Vista road predominantly consists of a center turn lane, two traffic lanes, bike lanes, parallel parking, and minimum sized-sidewalks. This section of Loma Vista is notable for its major throughway for the Community Memorial Hospital, Ventura County Medical Center, and other medical-related uses. Landscaping is minimal and there is no cohesive or distinct character of this segment. The following are the proposed projects/programs:

PU-ST-5. Redesign the right-of-way to be a complete street, by following the proposed in Table 8.5.3.

PU-ST-6. Add accent lights to trees on the medians and sidewalks of Loma Vista to add a visual connection between hospitals.



Midtown Ventura Wellness District

Urban Design Concept Plan



Existing Conditions for Loma Vista Road between Main Street and Mills Road

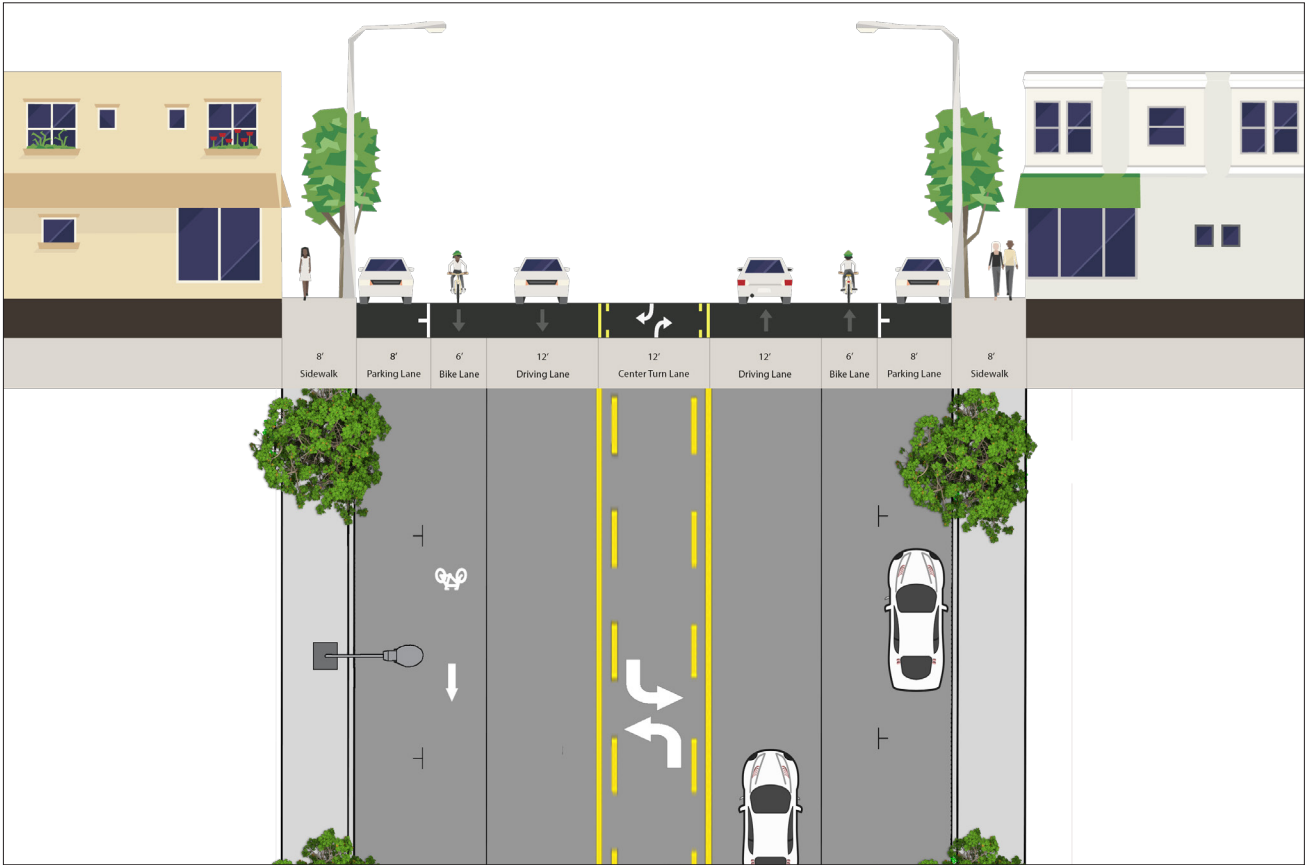


Table 8.5.3. Existing Conditions and Proposals for Loma Vista Road

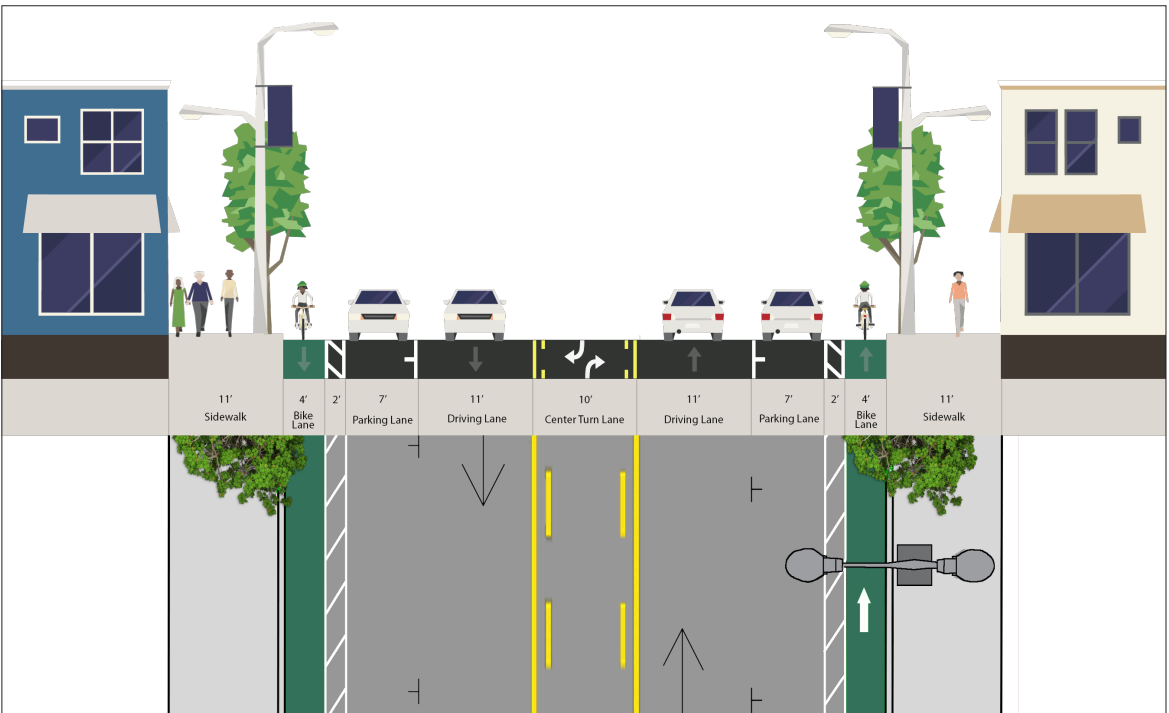
Key	Existing	Proposed
Sidewalk	2 at 9'	→ 2 at 11'
Parking Lane	2 at 8'	→ 2 at 7'
Traffic Lane	2 at 12'	→ 2 at 11'
Bike Lane	2 at 6'	→ 2 at 4'
Bike Lane Buffer	None	→ 2 at 2'
Center Turn Lane OR Landscaped Median	12'	→ 10'
Total Right of Way:		80 ft
Speed Limit		30 mph



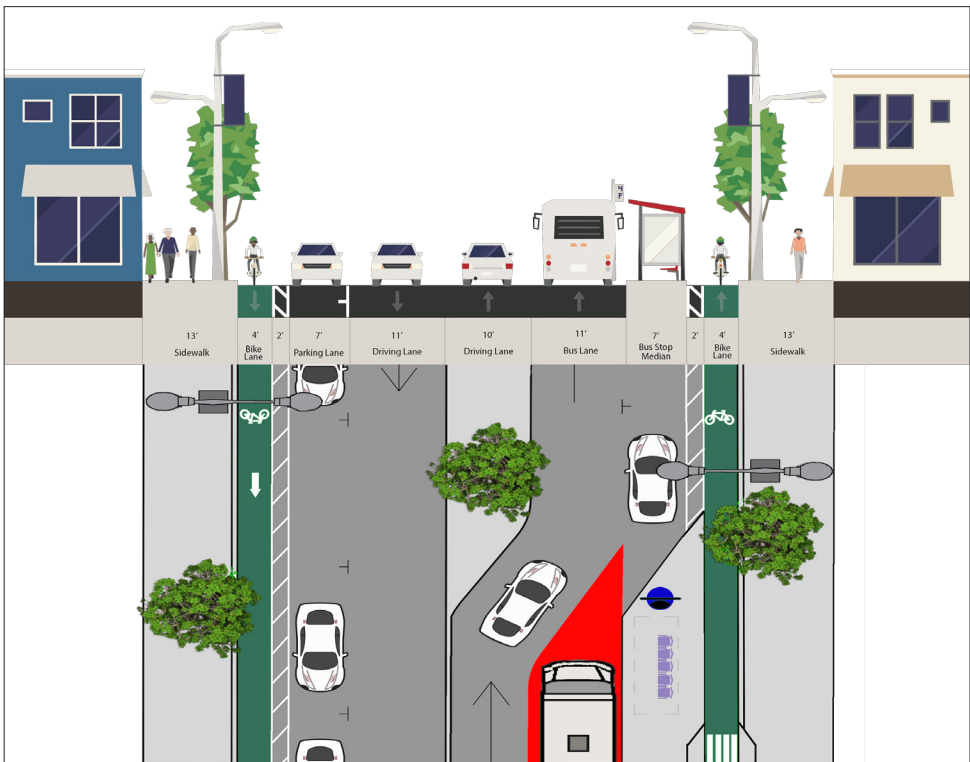
Proposed Bus Stop 1 for Street Type 2



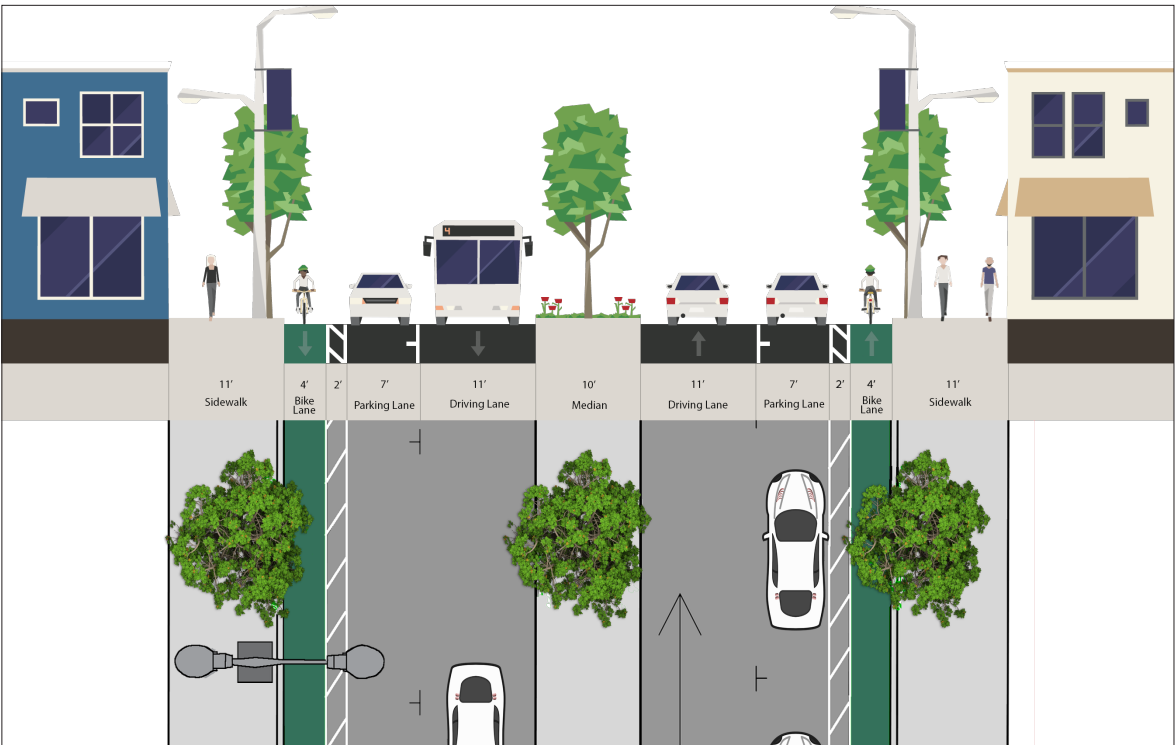
Proposed No Median Section for Street Type 2



Proposed Bus Stop 2 for Street Type 2



Proposed Median for Street Type 2





Midtown Ventura Wellness District

Urban Design Concept Plan

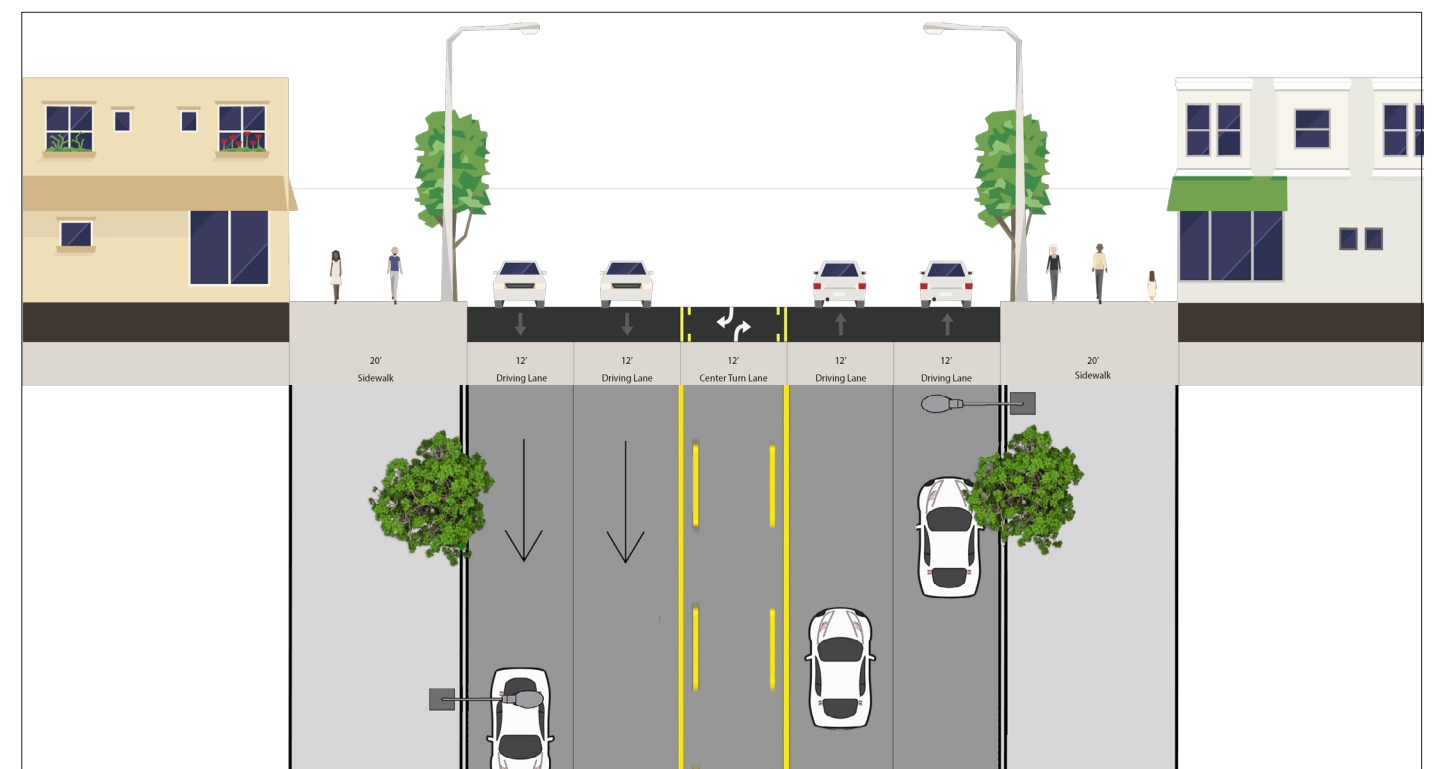
Street Type 3 Thompson Blvd



From Seaward Street to Main Street, Thompson Boulevard has a center turn lane, four traffic lanes, and large sidewalks. The area is defined by large lot one-story commercial buildings. Landscaping is minimal and there is no cohesive or distinct character of this segment.

PU-ST-7. Redesign the right-of-way to be a complete street, by following the proposals in Table 8.5.4.

Existing Conditions for Thompson Boulevard between Seaward Street and Main Street





Street Type 3 Telegraph Road

Table 8.5.4 Existing Conditions and Proposals for Thompson Blvd.

Key	Existing	Proposed
Sidewalk	2 at 20'	→ 2 at 10'
Parking	None	→ 2 at 7'
Traffic Lane	4 at at 12'	→ 4 at 11'
Bike Lane	None	→ 2 at 4'
Bike Lane Buffer	None	→ 2 at 2'
Center Turn Lane OR Landscaped Median	12'	→ 10'
Total Right of Way:		100 ft
Speed Limit		35 mph



From Five Points to Mills Road, Telegraph Road predominantly consists of a landscaped median of palm trees, four traffic lanes, two bike lanes, and minimum-sized sidewalks. This section of Telegraph Road is notable for Saint Bonaventure High School and the Ventura Transit Center. The area is also defined by large lot developments, one-story commercial units, and residential units. Landscaping is minimal and there is no cohesive or distinct character of this segment.

PU-ST-8. Redesign the right-of-way to be a complete street, by following the proposed Table 8.5.5.



Midtown Ventura Wellness District

Urban Design Concept Plan



Existing Conditions in Telegraph Road between Five Points and Mills Road

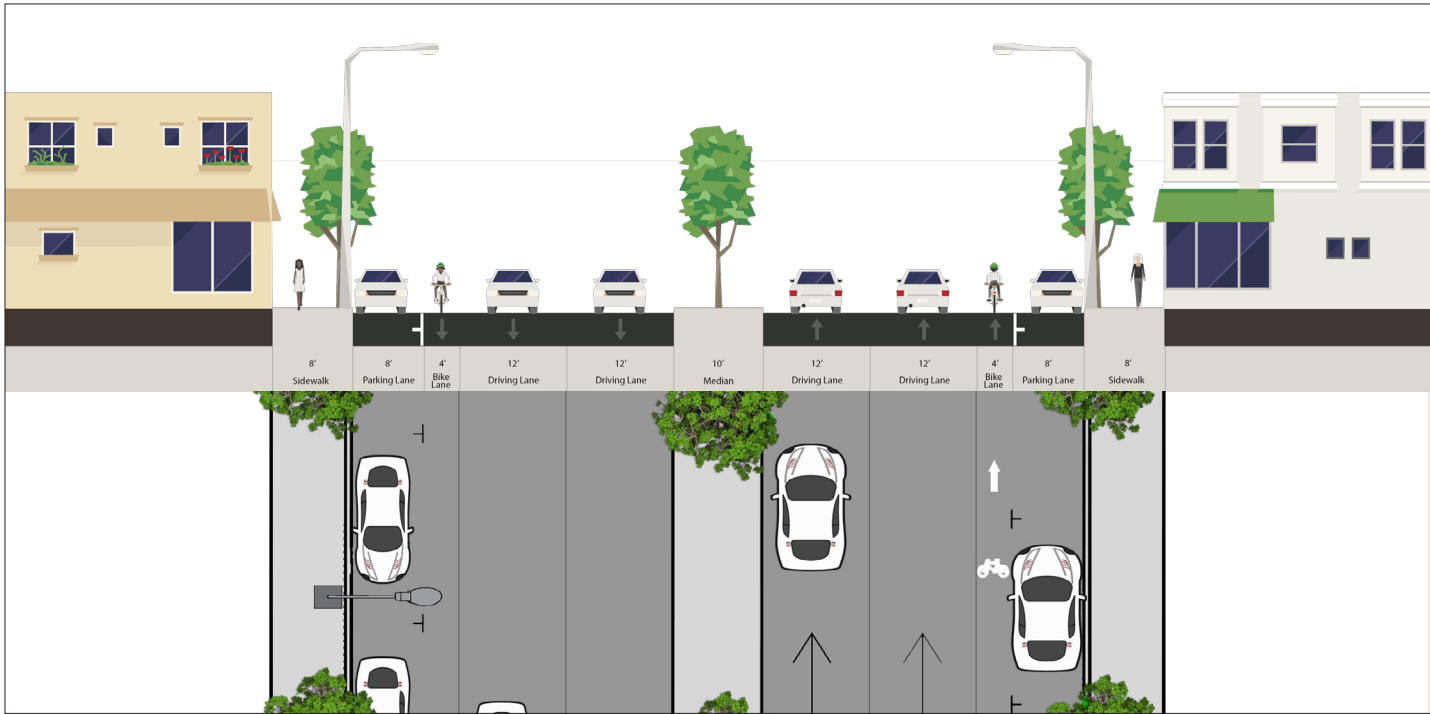
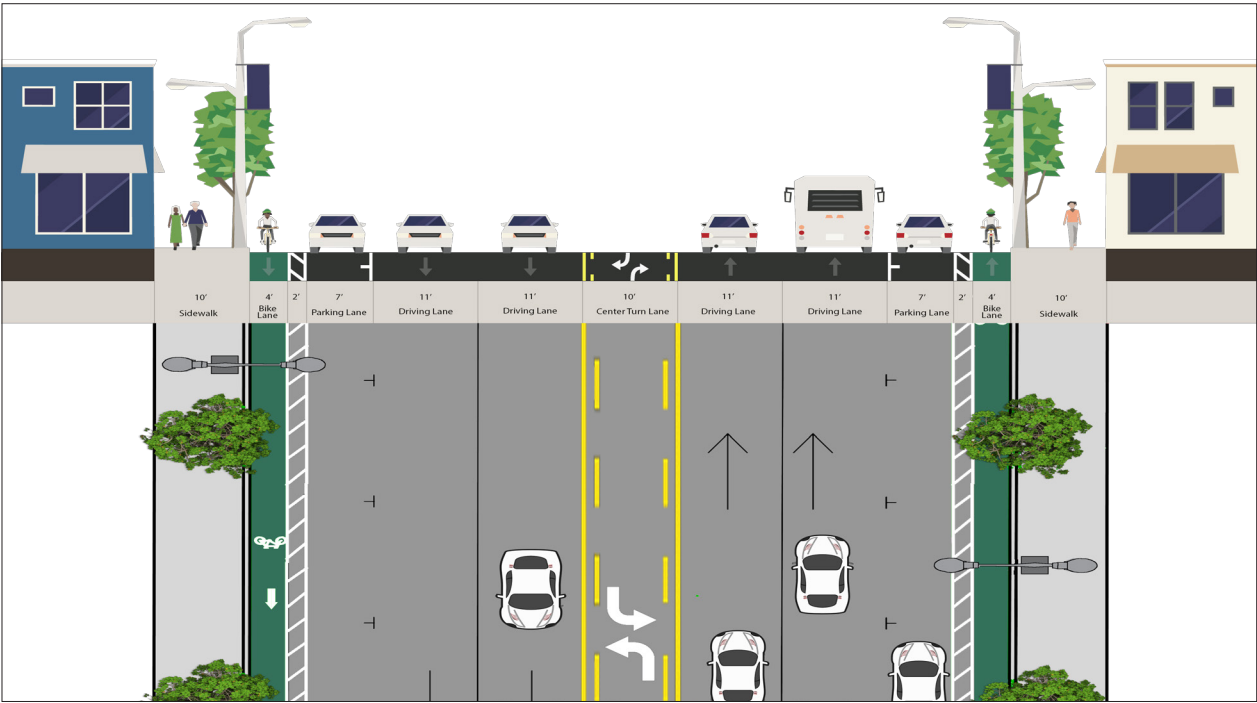


Table 8.5.5 Existing Conditions and Proposals for Telegraph Road

Key	Existing	Proposed
Sidewalk	2 at 9'	→ 2 at 10'
Parking Lane	2 at 8'	→ 2 at 7'
Traffic Lane	4 at 12'	→ 4 at 11'
Bike Lane	2 at 4'	→ 2 at 4'
Bike Lane Buffer	None	→ 2 at 2'
Center Turn Lane OR Landscaped Median	10'	→ 10'
Total Right of Way:		100 ft
Speed Limit		35 mph

Proposed No Median for Street Type 3

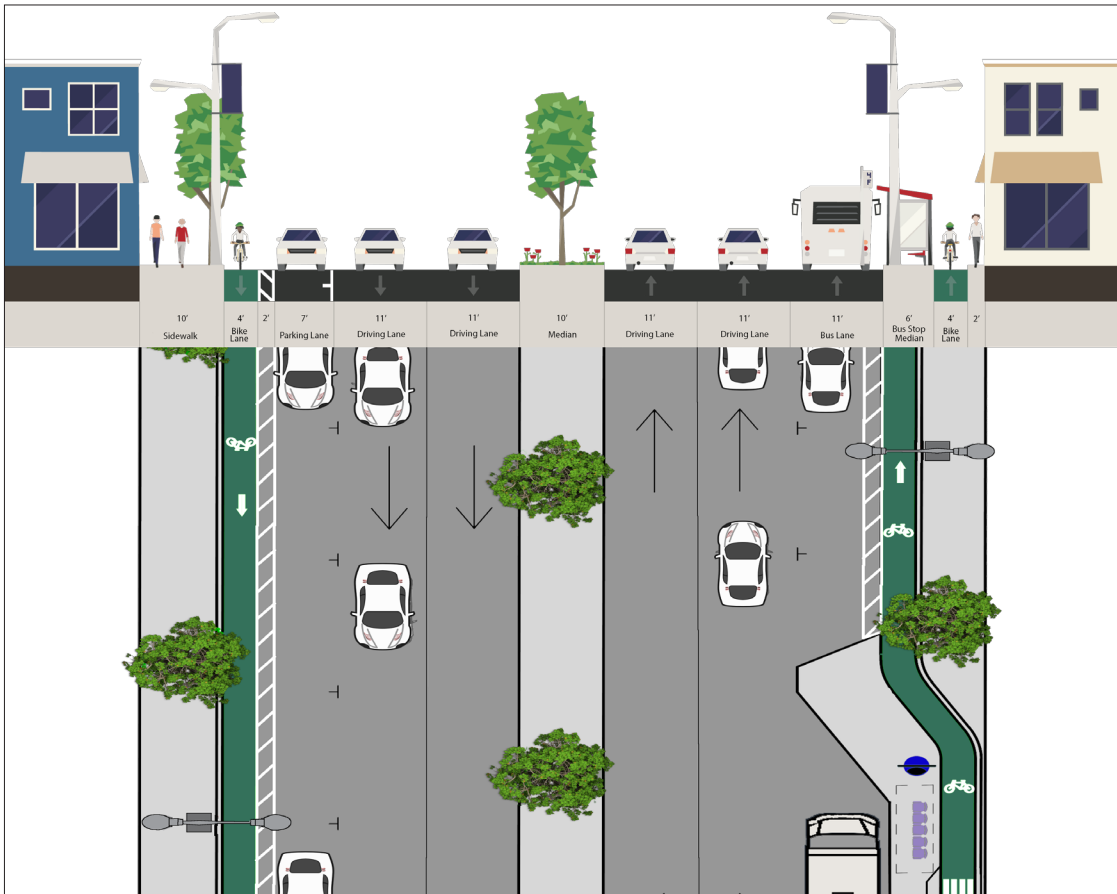




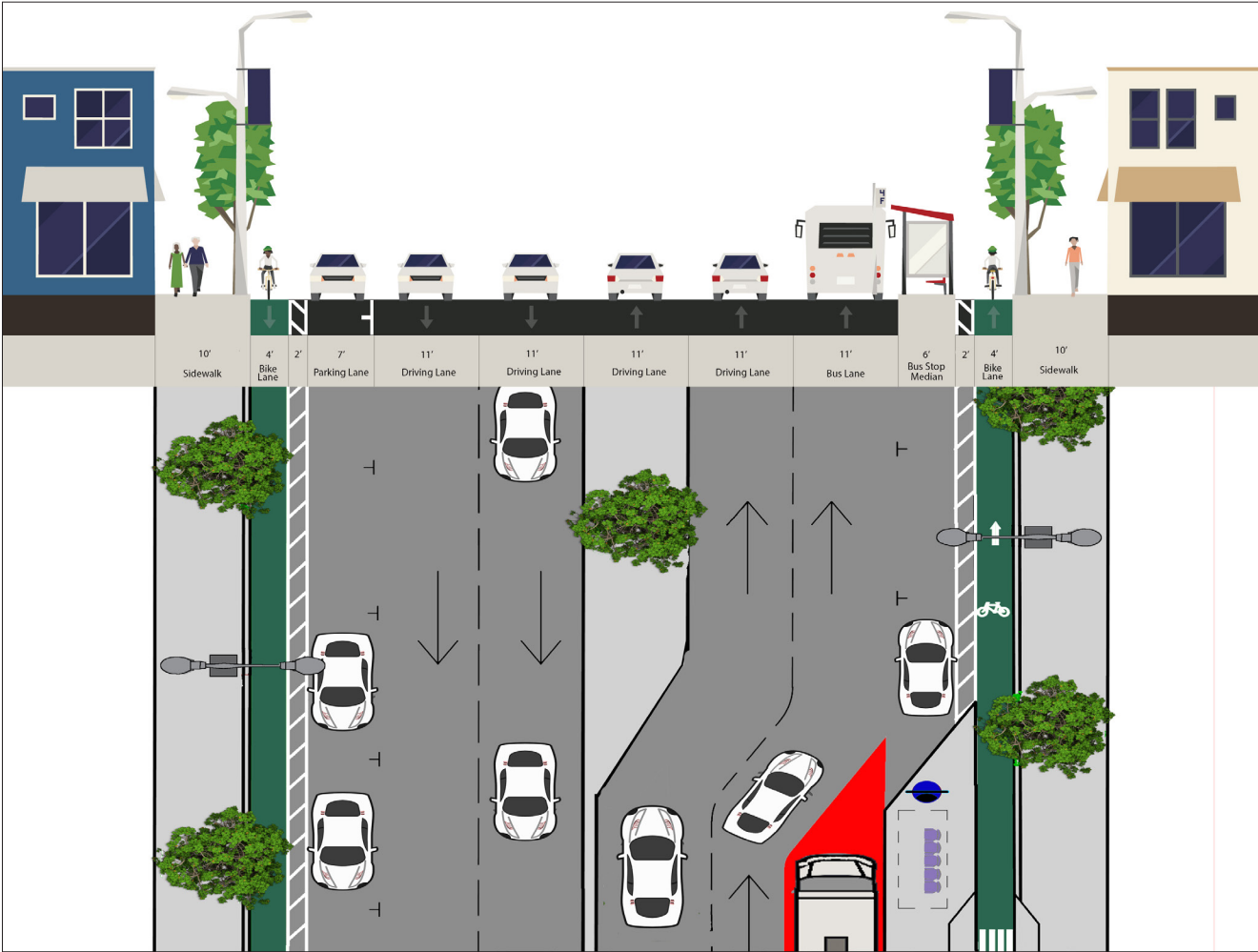
Proposed Median for Street Type 3



Proposed Bus Stop 1 for Street Type 3



Proposed Bus Stop 2 for Street Type 3





Midtown Ventura Wellness District

Urban Design Concept Plan

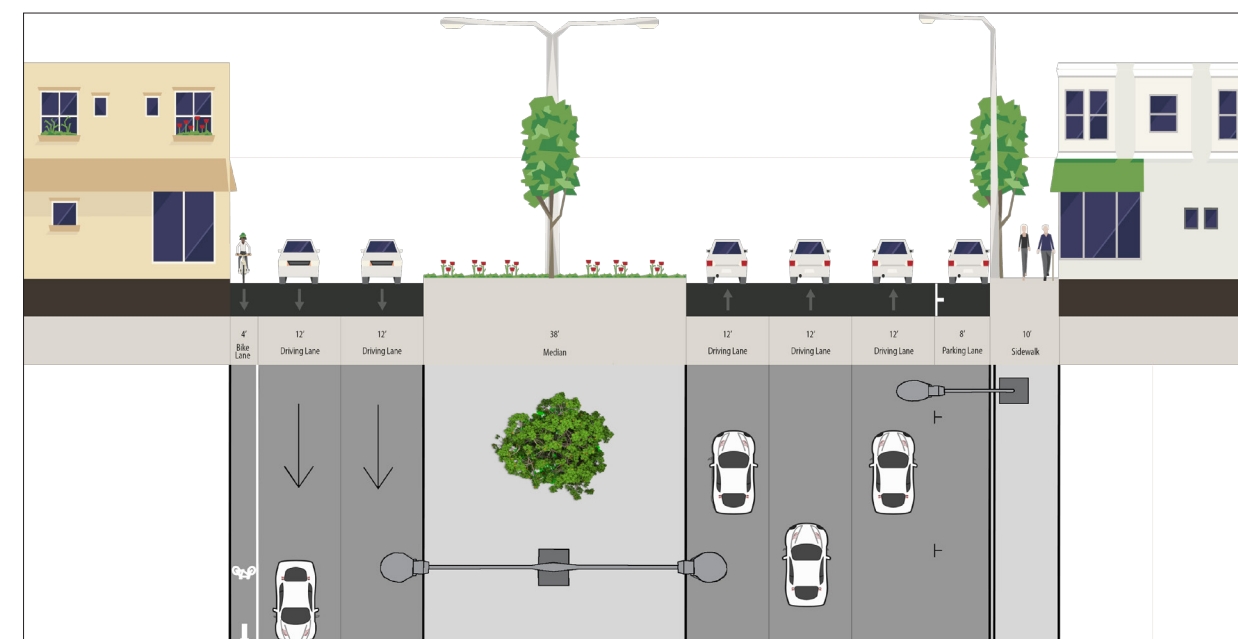
Street Type 4 East Main St - Segment C



From Five Points to Mills Road, this segment of Main Street is part of US-101 Bus Route that is utilized as an urban thoroughfare, with five travel lanes divided by and a landscaped median. On the north side, the street includes three traffic lanes, parallel parking, and a sidewalk. The south side does not have a sidewalk, but does have two traffic lanes and bike lane. The area is also defined by one and two-story buildings commercial buildings on the north side and one-story single family houses delineated with a masonry block wall on the south side. Landscape elements are limited, inconsistent, and do not create a pleasant pedestrian experience.

There are no proposed actions for this Street Type (East Main St. Segment C).

Existing conditions, E Main St. south of five-point intersection





Street Type 5 Typical Commercial Streets

Table 8.5.6. Existing Conditions and Proposals to E Main St (C)

Key	Existing	Proposed
Sidewalk	10' north side; none on south side	No proposed actions
Parking Lane	8' north side; none on south side	
Traffic Lane	5 at 12'	
Bike Lane	None on north side; 4' on south side	
Bike Lane Buffer	None	
Turn Lane OR Landscaped Median	38'	120 ft
Total Right of Way:		
Speed Limit		
		35 mph



The typical commercial street predominantly consists of two traffic lanes, parallel parking, and moderately sized-sidewalks. These segments are notable for its minor throughway for both the Community Memorial Hospital, Ventura County Medical center and commercial uses in the surrounding area. Landscaping is moderate and there is limited cohesive or distinct character for these segments.

There are no proposed actions for Street Type 5 (Commercial Streets).



Midtown Ventura Wellness District
Urban Design Concept Plan

Existing Conditions in Typical Commercial Street

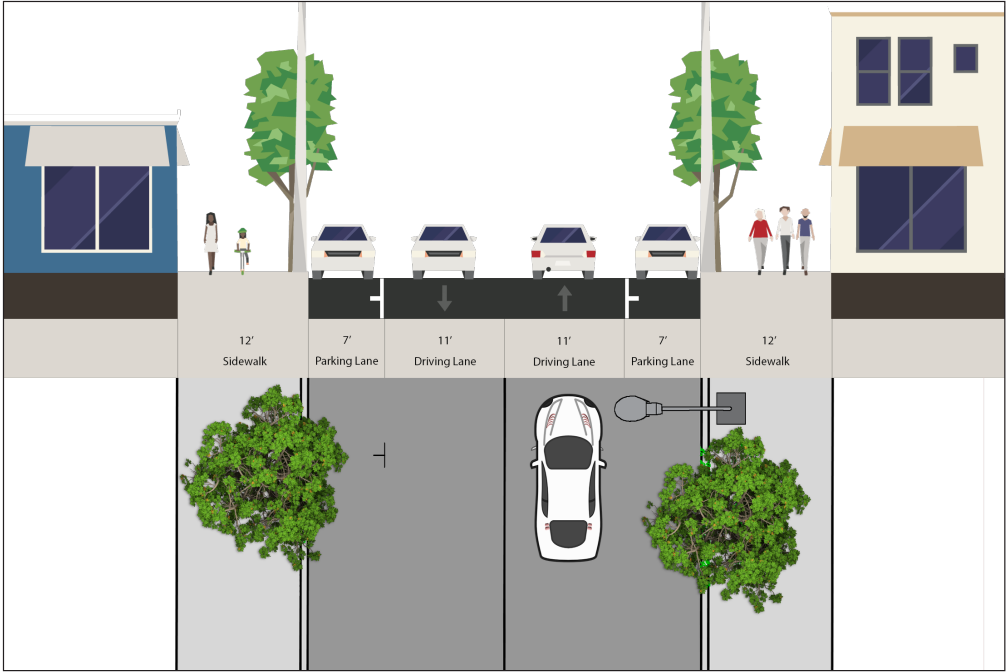


Table 8.5.7. Existing Conditions and Proposals for Typical Commercial Streets

Key	Existing	Proposed
Sidewalk	12'	No proposed changes
Parking Lane	7'	
Traffic Lane	11'	
Bike Lane	None	
Bike Lane Buffer	None	
Center Turn Lane OR Landscaped Median	None	
Total Right of Way:		60 ft
Speed Limit		25 mph

Street Type 6 Typical Residential Streets



The typical residential street predominantly consists of two traffic lanes, parallel parking, and minimum sized-sidewalks. These segments are notable for their minor throughway for residential units in the surrounding area. Landscaping is moderate and there is limited cohesive or distinct character for these segments.

There are no proposed actions for Street Type 6 (Residential Streets).



Existing Conditions for Typical Residential Street



Table 8.5.8. Existing Conditions and Proposals For Typical Residential Streets

Key	Existing	Proposed
Sidewalk	9 1/2'	No proposed changes
Parking Lane	7'	
Traffic Lane	11'	
Bike Lane	None	
Bike Lane Buffer	None	
Center Turn Lane OR Landscaped Median	38'	
Total Right of Way:		55 ft
Speed Limit		20 mph

Street Type 7 Alleyways



The alley takes on multiple forms and characters as it is functionally necessary and appropriate. Alleys are located in the rear of lots and provide the primary vehicular access to residential, as well as non-residential property. Garages are oriented to and accessed from alleys. Trash cans, gas and electric meters and other utilities are located in the alleys.

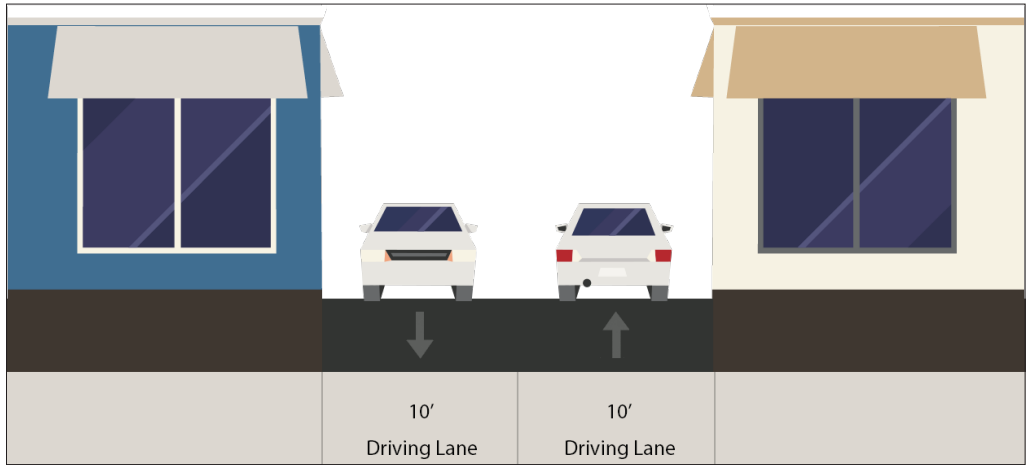
There are no proposed actions for Street Type 7 (Alleyways).



Midtown Ventura Wellness District

Urban Design Concept Plan

Existing Conditions in Alleyways



Existing Conditions and Proposals For Alleyways

Key	Existing	Proposed
Sidewalk	None	No proposed changes
Parking Lane	None	
Traffic Lane	10'	
Bike Lane	None	
Bike Lane Buffer	None	
Center Turn Lane OR Landscaped Median	None	
Total Right of Way:		20 ft
Speed Limit		15 mph

8.6 Regional Connections

Contained adjacent to the project area, the Ventura Transit Center provides opportunity for access to Midtown from areas throughout the region. Gold Coast Transit District currently serves the region by offering a variety of bus transit routes. The intention of this discussion is to offer possible scenarios to alter (or preserve) existing regional transit routes or propose new routes to better serve.

General Proposals for Regional Connections:

- Consider re-evaluating current routes and stops to ensure that each route best serves the highest possible number of potential users
- Through the utilization of existing stops, generate a “Midtown Rapid Route” with the intention of offering a short loop that traces the perimeter of the project area while also accessing downtown Ventura. This will offer easy travel between Downtown and Midtown in addition to easy travel within Midtown for citizens less mobile.
- Consider the development of a bus line with the sole intention of connecting the Ventura Transit Center in Midtown with both rail stations: Ventura Station (Amtrak) and East Ventura Station (Metrolink).
- Funding shall be sought to pay for changes in existing transit lines and the addition of new transit routes.

PU-57. Re-evaluate current routes and stops to best serve potential users

PU-58. Create a “Midtown Rapid Route” that follows the perimeter of Midtown and accesses Downtown

PU-59. Develop a bus route that accesses both rail stations in Ventura as well as the Ventura Transit Center

PU-60. Find funding such to support changes in existing routes and the addition of new routes



8.7 Intersections and Crosswalks

The main roads in Midtown are severely lacking in infrastructure conducive to the safe and enjoyable use of alternative transportation. The area is seriously devoid of Midstreet crosswalks, bike lanes, and safe bus stops. The proposals concerning this type of infrastructure include the following:

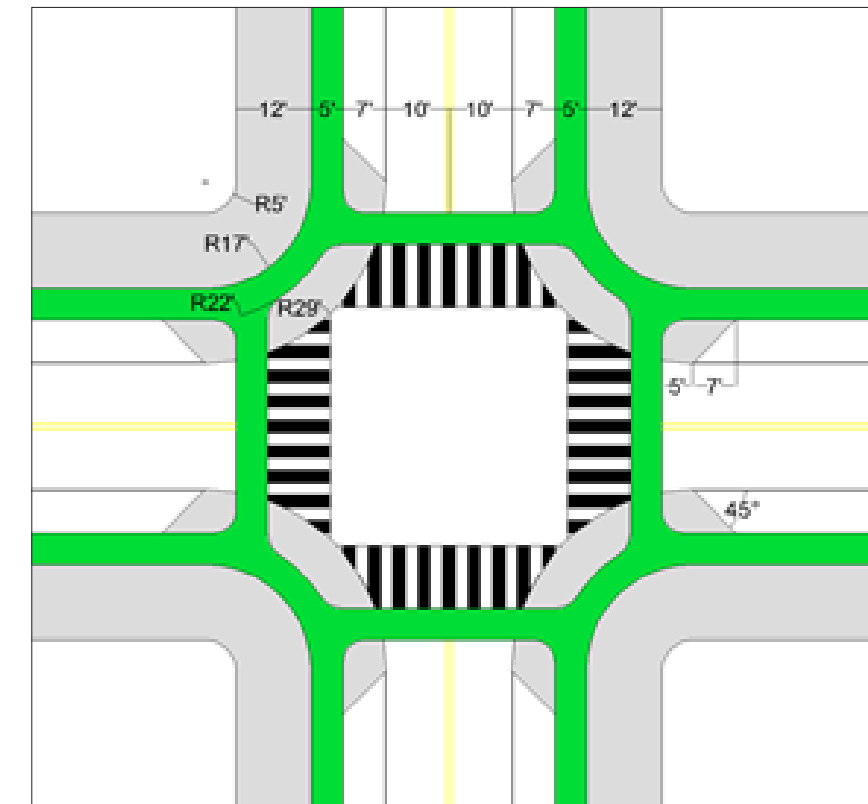
PU-61. Implement safe and comfortable pedestrian crossings at select intersections.

Design concepts:

- Add bulbouts on sidewalk corners.
- To ensure protected turns, bike lanes should be parallel to the sidewalk.
- Add trees and bioretention swales or rain gardens to retain stormwater and improve aesthetic quality of the streetscape.
- Select tree types that will not block visibility around crosswalks.
- Add bioretention features to the sidewalk and bulbouts where feasible.

Suggested sizing for a typical intersection (see Figure on this page)

- Sidewalk width: 10' minimum.
- Crosswalk width: 6' minimum.
- Crosswalk ramp or curb cut width: 25' minimum.
- Crosswalk bulb out depth: 10' minimum (width of parking lane)
- Add a crosswalk at least every quarter mile with the standard crosswalk sign at minimum.
- Elevate crosswalks about 4 inches wherever feasible.



Typical Intersection



Example of green bulbouts.



Midtown Ventura Wellness District

Urban Design Concept Plan

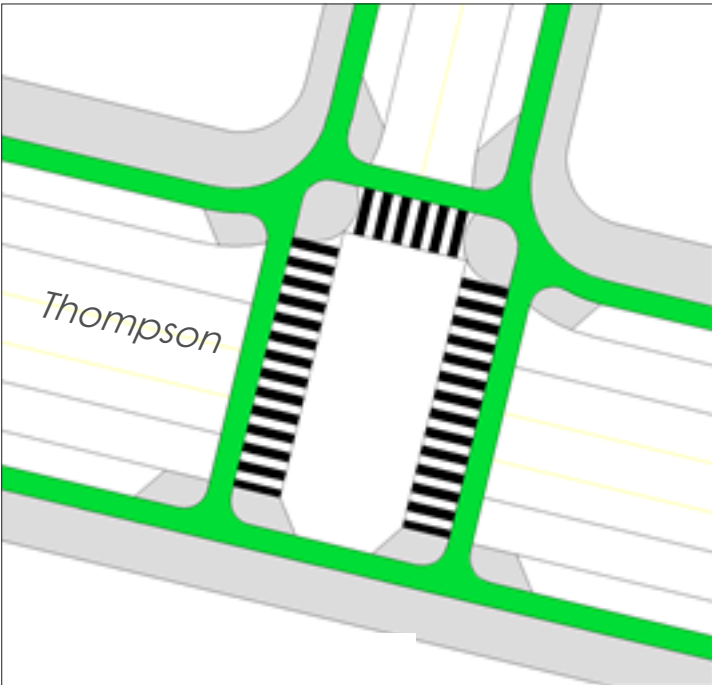
Proposed Redesigned Intersections and Crosswalks



- ↔ Mid-Block Crosswalk
- Special Intersection with Crosswalks at all corners
- New Traffic Light
- Existing Traffic Light with New Crosswalks at all Corners



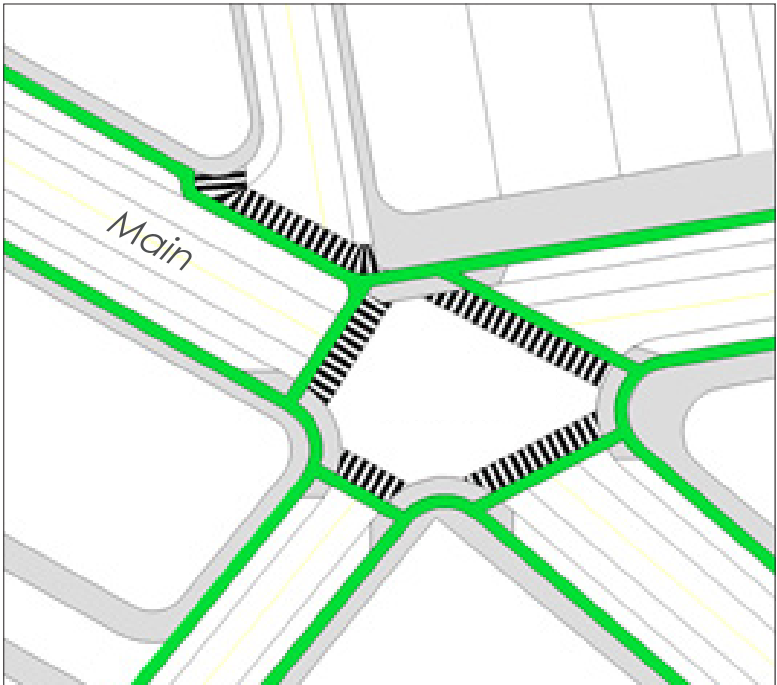
Katherine and Thompson



Borchard and Thompson

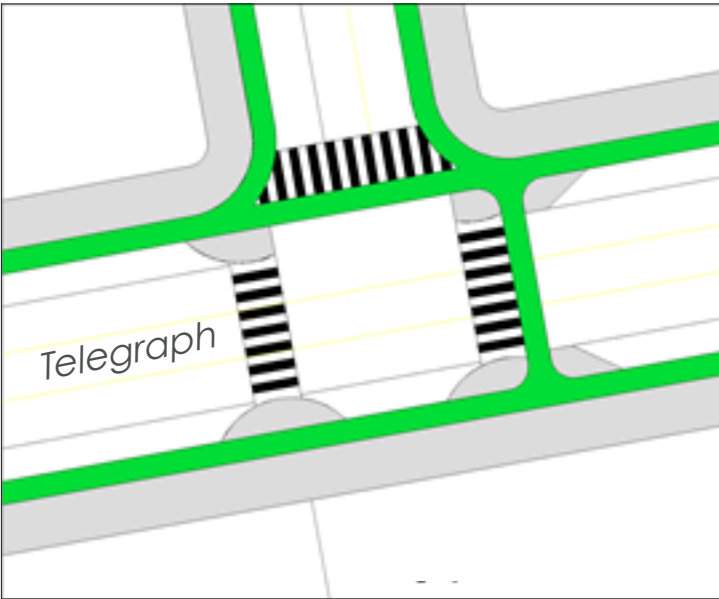


Main and Loma Vista

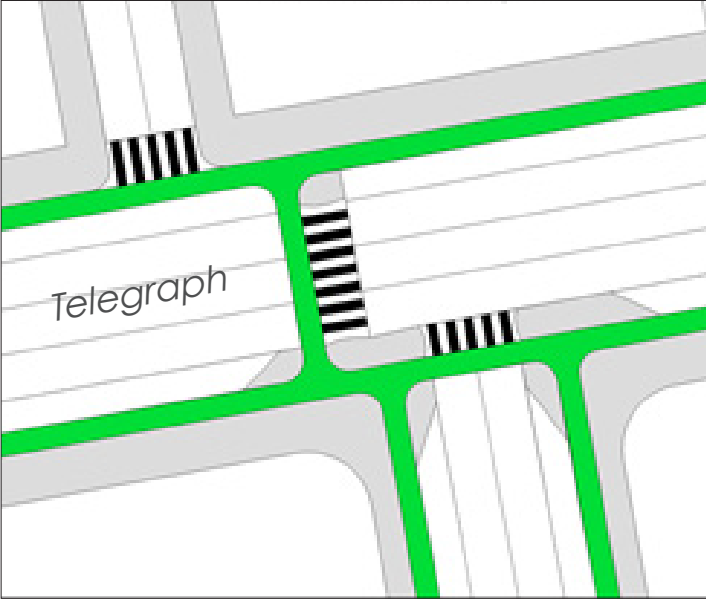


Special Intersections

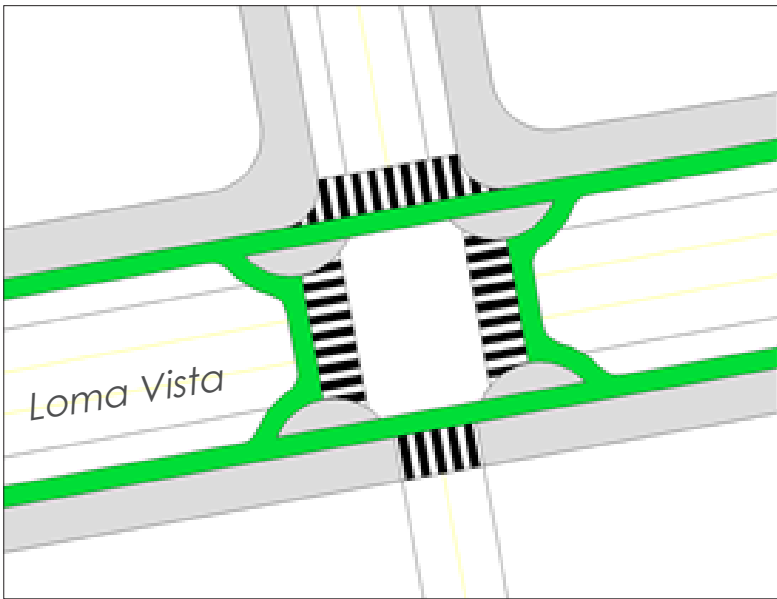
Telegraph and Ashwood



Telegraph at Palomares and College



Loma Vista and Virginia





Midtown Ventura Wellness District

Urban Design Concept Plan

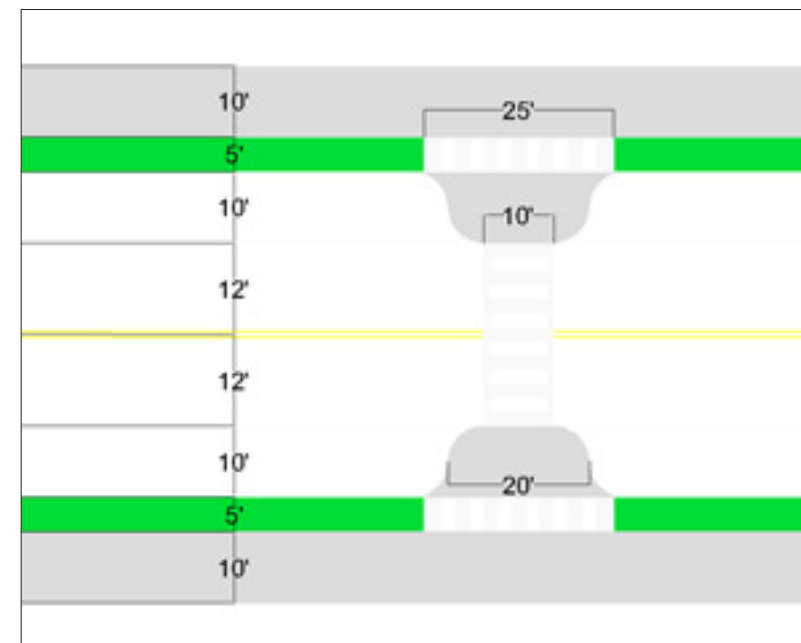
PU-62. Implement safe and comfortable mid-block crosswalks.

Design concepts:

- Add a crosswalk at least every quarter mile with the standard crosswalk sign at minimum.
- Add mid-block crosswalk at East Main connecting to the CMH site.
- Add mid-block crosswalk serving the Community Memorial Hospital.
- Add mid-block crosswalk serving the Ventura County Medical Center.
- Add mid-block crosswalk serving the Ventura County Medical Center.
- Add mid-block crosswalks at Thompson Avenue.

Suggested sizing (see Figure on this page)

- Sidewalk width: 10' minimum.
- Parking lane width: 10'
- Auto travel lane width: 12'
- Bike lane width: 5' minimum
- Crosswalk width: 10' minimum
- Crosswalk ramp or curb cut width: 25' minimum.
- Crosswalk bulb out depth: 10' minimum (width of parking lane)
- Elevate crosswalks about 4 inches wherever feasible.
- Add flashing light crosswalks at least every half mile.



Typical Mid-block Crosswalk





8.8 The Five-Points Intersection

Currently, the 5 Points intersection is designed to efficiently move large amounts of traffic at the expense of pedestrians and the Main Street corridor. The 5 Points intersection lacks crosswalks across all streets besides Telegraph Road, and the multiple lanes of high speed traffic add to the discomfort for pedestrians in the area.

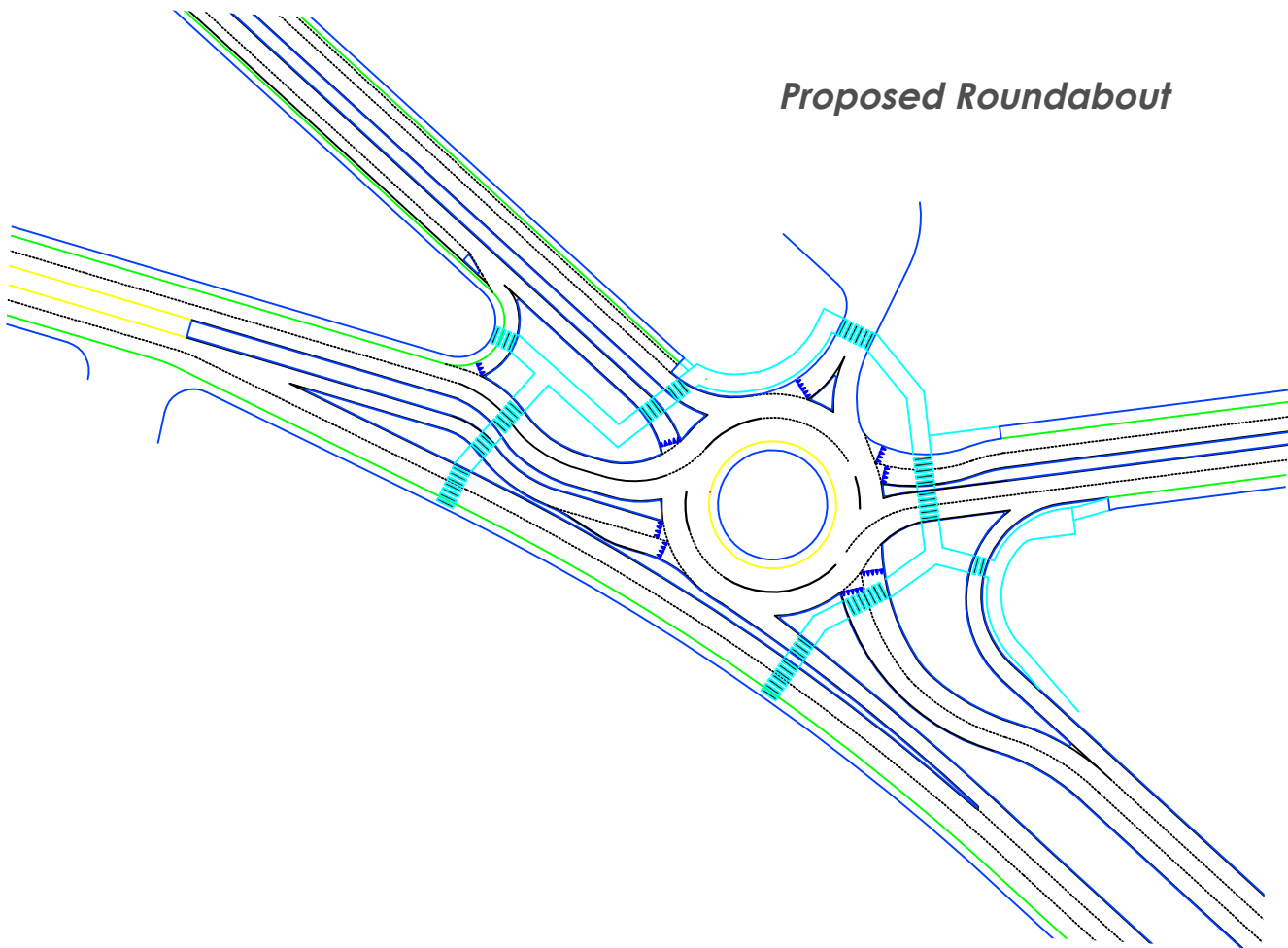
PU-63. Implement a roundabout at the 5-points intersection.

The roundabout will slow traffic as it enters into the Wellness District and act as a gateway marker for the District as it can hold a sculpture or fountain. The roundabout will require the encroachment on two privately owned parcels. Brent Street will also be rerouted to the roundabout through the currently vacant parcel number 770022210 at 2895 Main Street. The connection of Brent Street into the roundabout will assist traffic into the Community Memorial Hospital's new building and parking structure.

Existing Conditions



Proposed Roundabout

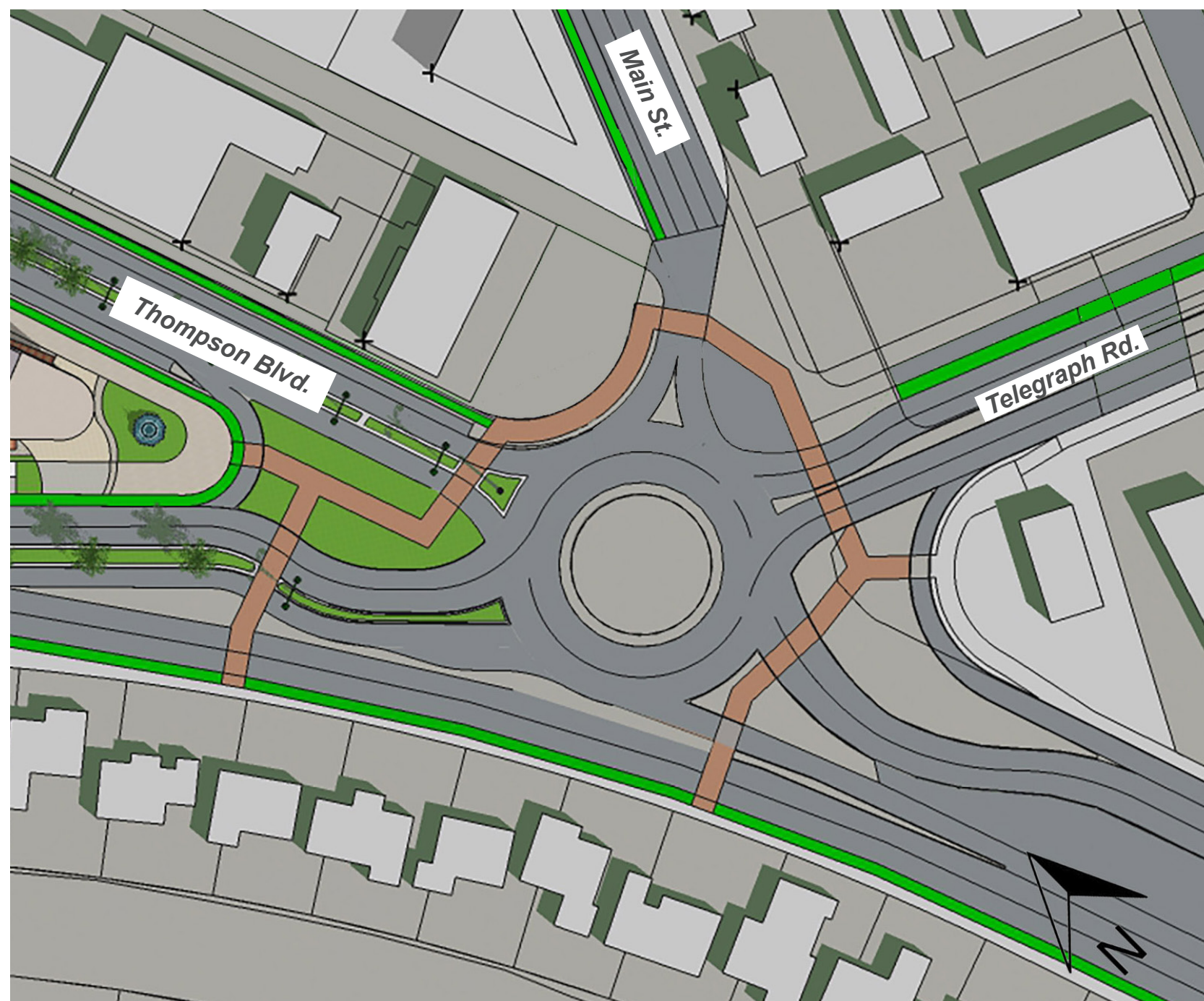




Midtown Ventura Wellness District

Urban Design Concept Plan

Illustrative Site Plan of Proposed Roundabout at the Five-Points Intersection.



Examples of roundabouts with sculptures as gateways





8.9 Parking

Parking is a notable issue for residents and business owners within the project area, who have expressed concern over spillover from the Hospital sites may significantly reduce the amount of parking available. In response to these concerns, a transportation demand management (TDM) strategy has been developed in order to reduce parking demand through a balance of public and private parking. This strategy seeks to ensure an “adequate but not excessive supply of parking” (CMH Development Code, 20). Furthermore, the Urban Land Institute TAP Report has suggested the implementation of a “park once” strategy for commercial and retail activity (ULI, 2005). The establishment of a comprehensive, integrated parking network will promote the availability of multiple travel choices while continuing to provide the demonstrated need for vehicular access within the Wellness District.

The city of Ventura should work with the CVMC and the CMH, the surrounding businesses, and community stakeholders in order to develop a comprehensive parking strategy.

This section describes proposals for specific projects and programs that encourage strategic parking management, facilitate walkability and encourage the development of active public spaces.

PU-64. Encourage parking reductions based on proximity to walkable destinations and services.

PU-65. Encourage off-street parking lots to transition to uses that support and create vitality, economic development, and multimodal transportation.

PU-66. Identify ways to encourage private and public parking facilities, as well as public-private partnerships.

PU-67. Encourage a mixture of land uses that have differing peak operating hours.

PU-68. Locate parking within parking structures where feasible.

PU-69. Consider implementing “Pay-By-Space” parking meters within the district core.

- “Pay-by-Space” parking meters have a number of benefits, including:
- Potential increases in occupancy and turnover of parking spaces;
 - More timely and complete information and statistics;;
 - Greater flexibility and control of parking rates;
 - A broader range of payment options including credit cards and mobile phones.

PU-70. Consider adopting market-rate parking fees within the Wellness District.

- The adoption of market-rate parking fees within the Wellness District would:
- Raise revenue for the maintenance of parking facilities;
 - Encourage the use of alternative transportation choices;
 - Manages parking demand to the available supply.

PU-71. Encourage land uses to unbundle parking from leases.

PU-72. Provide public bicycle parking in central and convenient locations.

PU-73. Provide secure and practical options for bicycle parking.



8.10 Public Domain Implementation Matrix - Gateway Concepts

	Action Number	Action Text	W.E.L.L.N.E.S.S. Objectives					
			Walkability		Engagement		Local Identity	
			Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area
Gateway Concepts	PU-1	Establish a consistent design character of gateway features through the use of similar materials, colors, and scale					X	
	PU-2	Design gateway features in a manner that is consistent with the vision statement and urban design goals of the Wellness District					X	
	PU-3	Create signs and markers at both automotive and pedestrian scales that are placed strategically					X	
	PU-4	Establish distinct, eye-catching signage and features at all entry points into the District						X
	PU-5	Utilize signs that are both aesthetically appealing and able to direct the public						X
	PU-6	Incorporate gateway signage that direct visitors to key Wellness District features such as the hospitals, open space, and Midtown Core						X
	PU-7	Utilize unique and consistent vegetation along medians and road signs at gateways						X



Linkages		Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area	Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area



8.11 Public Domain Implementation Matrix - Health-Related Uses, Recreation, and Social Events.

	Action Number	Action Text	W.E.L.L.N.E.S.S. Objectives					
			Walkability		Engagement		Local Identity	
			Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area
Health-Related Uses, Recreation and Social Events	PU-9	Promote healthy community development through events that connect local task forces, health groups, schools, and Ventura County Public Health Department						
	PU-10	Utilize county, state, and federal grants and programs to fund healthy community events and uses associated with Community Memorial Hospital and Ventura County Medical Center						
	PU-11	Develop an integrated process to monitor Wellness District renovation performance/ improvement and changes in health outcomes through community outreach or events						X
	PU-12	Inform and educate the public about health issues, and empower preventative practice						X
	PU-13	Mobilize community partnerships to identify and solve health problems						X
	PU-14	Promote events in the Wellness District involving health, equity, and sustainability						X
	PU-15	Support environments that protect and promote the health and well-being of everyone in the Wellness District						X
	PU-16	Offer and encourage the public in programs and activities that involve natural assets, including surfing, sailing, kayaking, climbing, gardening, and bird watching						X



Linkages		Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area	Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
					X				
					X				



Midtown Ventura Wellness District

Urban Design Concept Plan

	PU-17	Work with Will Rogers and Loma Vista Elementary Schools to establish community gardens on their premises						X
	PU-18	Increase community engagement and capacity building for the development of Class 1 path for schools, hospitals, and residential areas in the study area	X	X				
	PU-19	Establish a farm-to-school program that connects K-12 schools and local farms to promote healthy meals in school cafeterias, student nutrition, agriculture education, and the support of local and regional farms						x
	PU-20	Increase the capacity of communities to support active and healthy living environments						
	PU-21	Foster the partnership between the City of Ventura, County of Ventura, State, Federal, and non-profit organizations to promote and fund establishment of safe pedestrian and biking infrastructure, such as Safe-Routes-to-School						
	PU-22	Utilize state and federal grants to fund access to parks, open spaces, gyms, hiking trails, and other exercise opportunities to limit obesity and promote well-being			x	X	X	X
	PU-23	Use social media to promote community involvement in the Wellness District study area during the public involvement phase of the planning process						X
	PU-24	Promote the installation of basic outdoor workout space and equipment						X
	PU-25	Promote the use of City facilities for special events, such as festivals, tournaments, and races						X
	PU-26	Design social events that involve participation by local businesses such as art walks, farmers' markets, and street fairs			X	X		X
	PU-27	Use parks/open space, public space, to create events that connect residential neighborhoods, commercial and mixed use areas, and hospitals to the rest of the Ventura community						
	PU-28	Develop incentives to encourage City employees and local employers to use bikeshare, walk, or bike programs						



x	x						x		
							x		
							x		
		x	x				x		
	x			x	x				
	x			x					
							x		



8.12 Public Domain Implementation Matrix - Open Spaces

	Action Number	Action Text	W.E.L.L.N.E.S.S. Objectives					
			Walkability		Engagement		Local Identity	
			Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area
Open Space Plan	PU-30	Promote the use of previous pavement and bioswales to filter stormwater in parks, trails, and open space						X
	PU-31	Encourage native plant and animal species in urban and open space interfaces					X	
	PU-32	Encourage green roof overlay including rooftop gardens in the Wellness District study area providing for improved viewshed of the surrounding area and air quality			X		X	X
	PU-33	Allow appropriate revenue-generating activities at city parks	X		X			X
	PU-34	Require higher density development to provide pocket parks, tot lots, seating plazas, and other aesthetic green spaces	X	X	X	X		X
	PU-35	Develop community gardens as feasible and appropriate to meet citizen needs, and require them in new development	X	X	X	X		X
	PU-36	Provide opportunities for passive recreation, stress relief, and personal well-being by developing of parks, plazas, and other public spaces	X	X	X			X
	PU-37	Provide services needed by youth, seniors, and residents with special needs to access parks and open spaces	X	X	X	X	X	X
	PU-38	Protect and promote an environment ethic through providing access to open space habitats and parks that are vital to local education of native plant and animal species			X	X	X	X



Linkages		Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area	Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
		X							
		X	X						
		X	X						
				X					
		X			X				
		X	X						
X		X	X			X			
		X							



Midtown Ventura Wellness District

Urban Design Concept Plan

	PU-39	Seek landowner permission to allow public access on properties adjacent to open space where needed to connect trails	X	X	X		X	X
	PU-40	Work with the County of Ventura to initiate efforts to create public trails in the hillsides			X		X	X
	PU-41	Use parks/open space, public space, to create transitions between residential neighborhoods, commercial and mixed use areas, and hospitals	X		X		X	X
	PU-42	Create a Sea to Sky trail, Class 1 Multi-Use path that connects San Buenaventura State Beach to Wellness District study area and surrounding hillsides			X			X
	PU-43	Build the necessary infrastructure and signage to connect Midtown to the local trail system						
	PU-44	Request Flood Control District approval of public access along unchannelized watercourses for hiking						
	PU-45	Promote new community emergency evacuation routes by establishing Class 1 trails systems that connect to health facilities located in the study area						
	PU-46	Establish safe connections from the study area to urban farms and community gardens that support healthy recreational opportunities, locally-grown food traveling shorter distances, reducing fossil fuel use and associated air pollution						
	PU-47	Establish connection of Wellness District with surrounding large landowners and the City utilizing conservation easements that create new open spaces, improve quality of life, attract homebuyers, clean businesses, and high paying jobs						
	PU-48	Slow the growth in automobile traffic so the City experiences less congestion within the Wellness District through promoting alternative forms of transportation to open spaces and parks						



x	x					x			
	x	x							
	x								
x	x	x							
	x								
			x						
			x						
				x					
				x					
							x		



8.13 Public Domain Implementation Matrix - General Street Types

Action Number		Action Text	W.E.L.L.N.E.S.S. Objectives					
			Walkability		Engagement		Local Identity	
			Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area
General Street Types	PU-50	Add shelters and seating at bus stops						
	PU-51	Add more garbage and recycling collectors on sidewalks, particularly near concentrations of pedestrians and bicyclists	X					
	PU-52	Incorporate special street markings for bike plans, like green pavement for bike lanes						
	PU-53	Remove any current palm trees on sidewalks and place pedestrian-scaled trees that provide large canopies	X					
	PU-54	Incorporate medium-sized canopy trees with bioswales at proposed center medians (except at the medians on S Main)	X					
	PU-55	Encourage parklets as an alternative to parallel parking wherever appropriate	X					
	PU-56	Provide hardware for a Wellness banner and sidewalk-facing pedestrian lights on current street light fixtures	X					



Linkages		Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area	Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
X									
		X							
X									
	X	X	X						
	X	X	X						
		X	X						
X						X	X		



8.14 Public Domain Implementation Matrix - Specific Street Types

		Action Number	Action Text	W.E.L.L.N.E.S.S. Objectives					
				Walkability		Engagement		Local Identity	
				Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area
Street Type 1	E Main St - Segment A	PU-ST-1	Redesign the right-of-way to be a complete street, by following the proposed actions in Table 8.5.1	X				X	
		PU-ST-2	Add light fixtures at the medians bordering the crosswalk in front of the south-side of the hospital	X				X	X
		PU-ST-3	Add palm trees with accent lights at the medians bordering the crosswalk in front of the south-side of the hospital						X
Street Type 2	E Main St - Segment B	PU-ST-4	Redesign the right-of-way to be a complete street, by following the proposed actions in Table 8.5.2	X				X	
		PU-ST-5	Redesign the right-of-way to be a complete street, by following the proposed actions in Table 8.5.3	X				X	
	Loma Vista Rd	PU-ST-6	Add accent lights to trees on the medians and sidewalks of Loma Vista to add a visual connection between hospitals	X				X	X
Street Type 3	Thompson Blvd	PU-ST-7	Redesign the right-of-way to be a complete street, by following the proposed actions in Table 8.5.4	X				X	
	Telegraph Rd	PU-ST-8	Redesign the right-of-way to be a complete street, by following the proposed actions in Table 8.5.5	X				X	



Linkages		Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area	Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
X	X			X			X		
X	X			X			X		
X	X			X			X		
X	X			X			X		
	X								
X	X			X			X		
X	X			X			X		



8.15 Public Domain Implementation Matrix - Regional Connections & Intersections and Sidewalks

	Action Number	Action Text	W.E.L.L.N.E.S.S. Objectives					
			Walkability		Engagement		Local Identity	
			Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area
Regional Connections	PU-58	Create a "Midtown Rapid Route" that follows the perimeter of Midtown and accesses Downtown						
	PU-59	Develop a bus route that accesses both rail stations in Ventura as well as the Ventura Transit Center						
	PU-60	Find funding such to support changes in existing routes and the addition of new routes						
Intersections and Crosswalks	PU-61	Implement complete intersections throughout the study area	X					
	PU-62	Implement mid-street crosswalks	X					
	PU-63	Implement a roundabout at the 5-points intersection	X					



Linkages		Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 4.1 Improve alternative transportation to each other and access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area	Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
X									
	X								
	X								
X							X		
X							X		
							X		



8.16 Public Domain Implementation Matrix - Parking

Action Number		Action Text	W.E.L.L.N.E.S.S. Objectives					
			Walkability		Engagement		Local Identity	
			Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area
Parking	PU-65	Encourage off-street parking lots to transition to uses that support and create vitality, economic development, and multimodal transportation	X					
	PU-66	Identify ways to supply parking facilities through public, public-private, and private partnerships	X					
	PU-67	Encourage a mixture of land uses that have differing peak operating hours	X					
	PU-68	Locate parking within parking structures where feasible	X	X				
	PU-69	Consider implementing "Pay-By-Space" parking meters within the district core	X					
	PU-70	Consider adopting market-rate pricing within the Wellness District	X					
	PU-71	Encourage land uses to unbundle parking from leases	X					
	PU-72	Provide public bicycle parking in central and convenient locations	X					
	PU-73	Provide secure and practical options for bicycle parking	X					



Linkages		Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area	Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
X									
X									



Chapter 9:

Midtown Core Project

The purpose of this chapter in the Wellness District Concept Plan is to offer a holistic design proposal for a section of the study area that offers the most opportunity for a catalyst project. A catalyst project is a development with concentrated opportunities for social and economic activity that will spark growth throughout the rest of the district.

The triangular-shaped area of the Wellness District located between East Thompson Blvd, East Main St and South Katherine Dr., due to its location, is hereafter called “The Core”. This plan proposes that this area becomes a catalytic project through proposes large-scale and mixed-use developments that embody the W.E.L.L.N.E.S.S. goals, and satisfy the needs and wishes of residents and visitors.

The implementation of The Core will be facilitated because of the following main reasons:

- strategic location;
- existence of two large city-owned parcels currently utilized as parking lots;
- under-utilization of existing buildings and parcels.

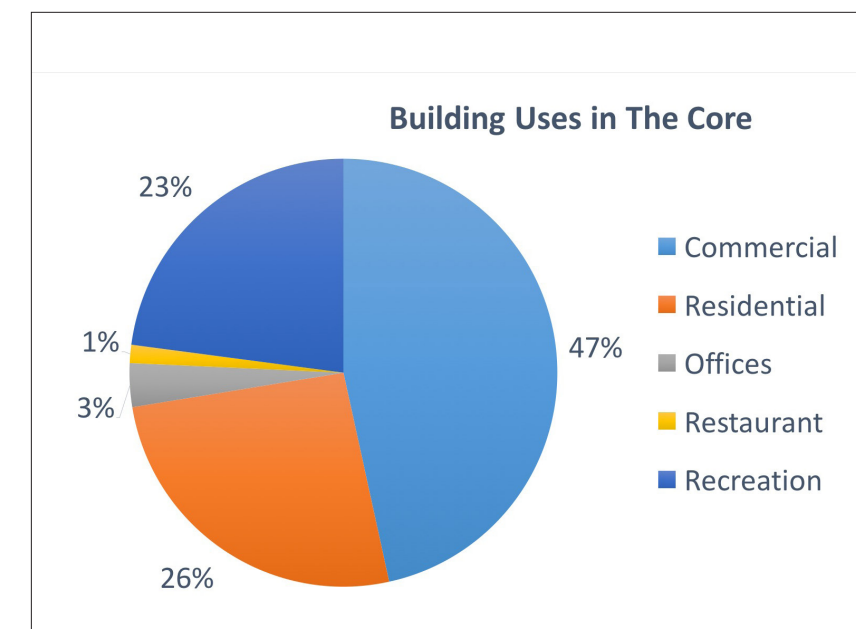
Vision Statement

“The Core” of the Wellness District incorporates the W.E.L.L.N.E.S.S. goals through smart revitalization, mixed uses, recreation options, openspace, and strategic development in the heart of Midtown Ventura.

9.1 Design Concept

The intent of “The Core” is to provide for all aspects of human wellness, while also preparing the way for economic growth. Stakeholders expressed the need for more commercial opportunities in the area, as well as a need for workforce and affordable housing. Therefore, the design incorporates a variety of uses including: single-family housing, senior housing, a 56 room hotel, a recreational/fitness facility, 300 space parking structure, and commercial space that will encourage wellness-focused dining and retail business to locate within the area.

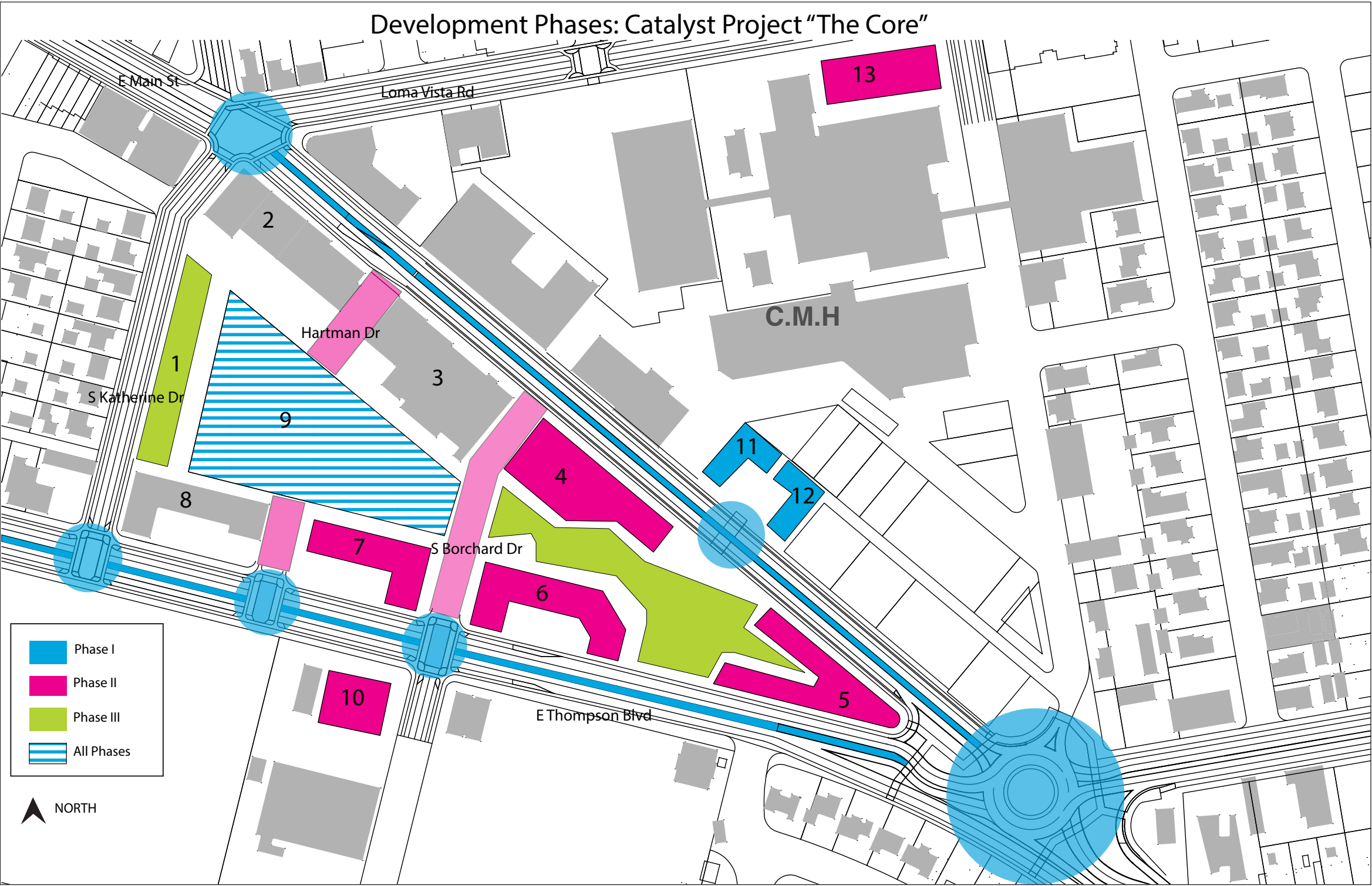
True to the City of San Buenaventura’s goals of infill development, many of the proposed new buildings are mixed-use, with businesses located on the ground floor, and residences or offices on the upper floors. This building typology, with residences located above businesses, shapes the urban landscape by providing 24 hours a day, 7 days a week activity. This not only makes the Wellness District an exciting place to be, it also provides the community a sense of cohesion and safety. The mpa next page illustrates the new buildings and their uses. It should be noted that several of the existing buildings (building numbers: 2, 3, and 8) show no changes due to their well-maintained condition. The buildings proposed for infill and redesign are: buildings 4, 6, 7, 11, and 12. Proposed new buildings are: 1, 5, 9, 19, 13.





Proposed Uses for Building Footprints

- 1: Town houses
- 2: Commercial / offices
- 3 & 4: Residential over retail
- 5: Offices over commercial and restaurant
- 6 & 7: Commercial
- 8: Existing
- 9: Hotel and public plaza over parking structure
- 10: Residential (65 and over)
- 11 & 12: Restaurants
- 13: Commercial

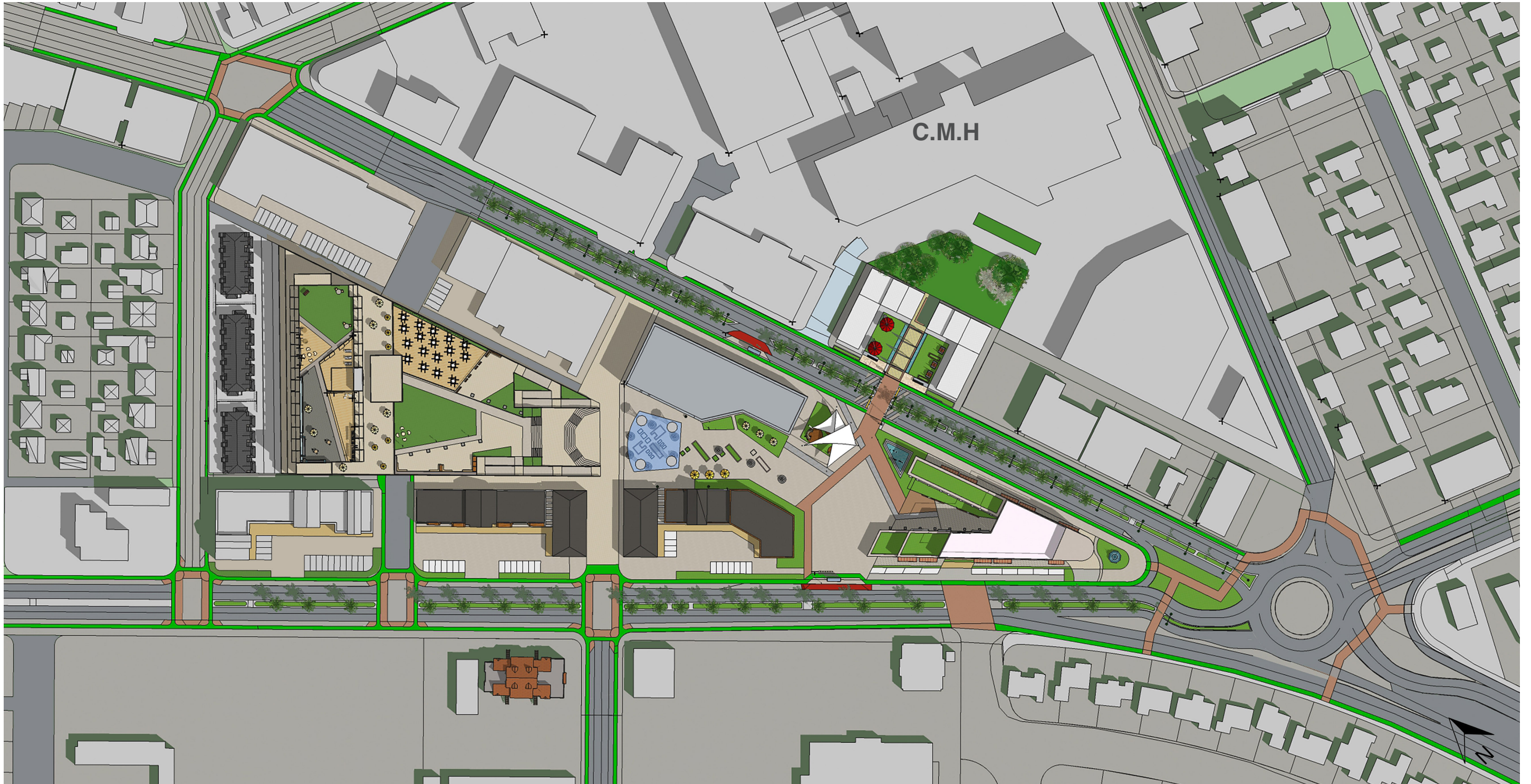




Midtown Ventura Wellness District

Urban Design Concept Plan

Illustrative Site Plan of The Core





9.2 Development Phasing

Phase I (0-5 years)

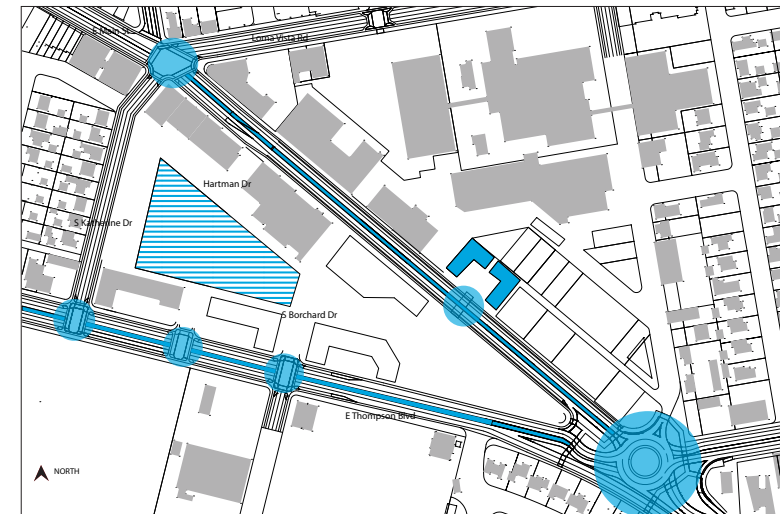
- Find developers, confirm project with governing jurisdictions, complete possible EIR, get the official permit to start construction;
- Start construction on street medians on E Main St and E Thompson Blvd;
- Reconstruct buildings in front of Community Memorial Hospital plaza (Buildings 11 and 12);
- Start construction on 5-Points Intersection and other 3 proposed intersections;
- Close Hartman and S. Borchard drives to traffic at The Core;
- Combine city parcels;
- Begin landscaping and sidewalk work (*please refer to design qualities in Section 7.2*).

Phase II (5-10 years)

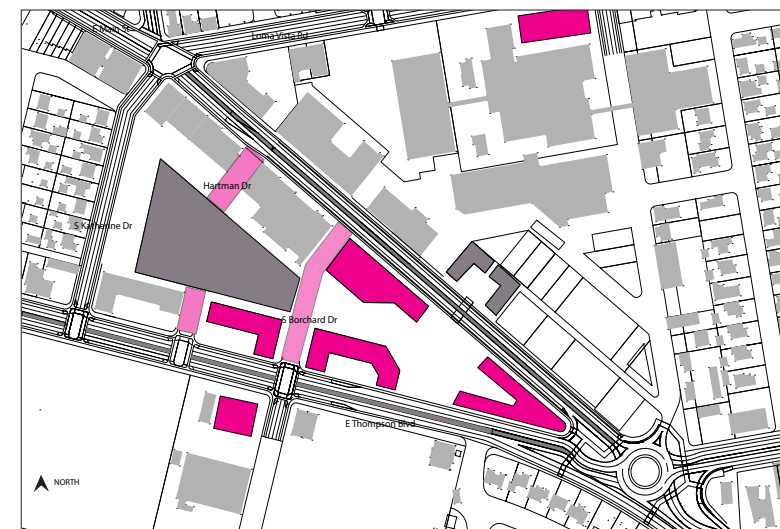
- Begin infill on hospital-side on Loma Vista Rd (Building 13);
- Begin infill along both sides of E Thompson Blvd (Buildings 6, 7, 10);
- Close portions of Hartman Dr and S Borchard Dr between E Main St and E Thompson Blvd to vehicles;
- Public / Private partnership for Building 9 (hotel over parking);
- Incentivize and begin construction on the Landmark Building (Building 5) on the corner of E Main St and E Thompson Blvd.
- Begin construction on Building 4 on E Main St.

Phase III (10-15 years)

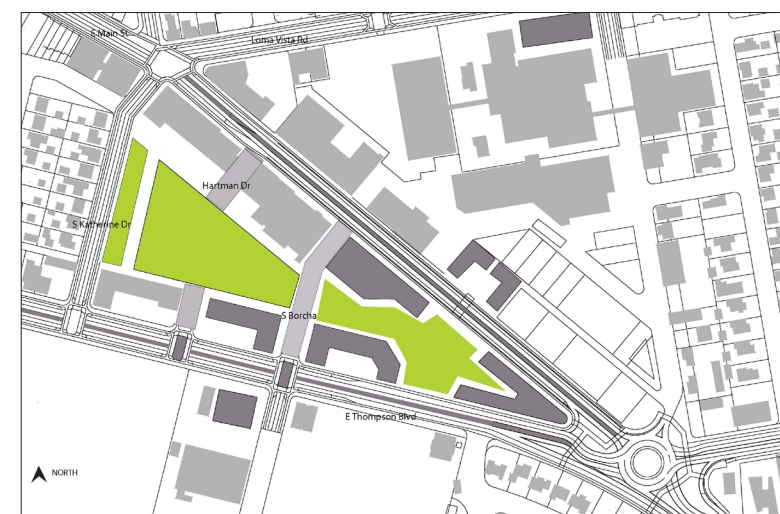
- Begin construction of townhomes along S Katherine Dr. (Building cluster 1).
- Begin construction of Building 9.



Development Phase I



Development Phase II



Development Phase III



Midtown Ventura Wellness District Urban Design Concept Plan

Aerial View of the Core from the Five-Points intersection.

9.3 Illustrative Views



Existing: View from the Five-Points Intersection.





View of proposed connection between The Core and the Community Memorial Hospital Plaza across East Main Street.

*Restaurants and
pedestrian passage*



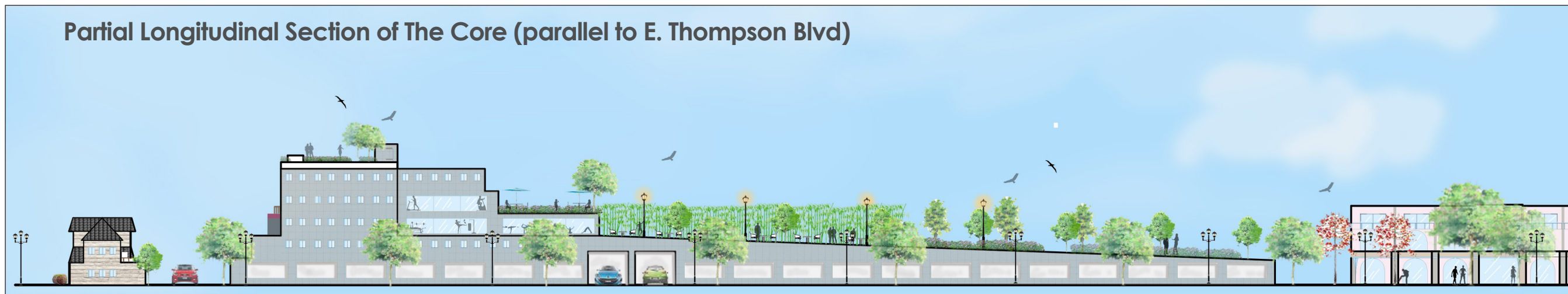
Public Plaza for community events



Midtown Ventura Wellness District

Urban Design Concept Plan

Partial Longitudinal Section of The Core (parallel to E. Thompson Blvd)



*Town Houses at
S. Katherine Dr.*

*Alleyway to
Town Houses*

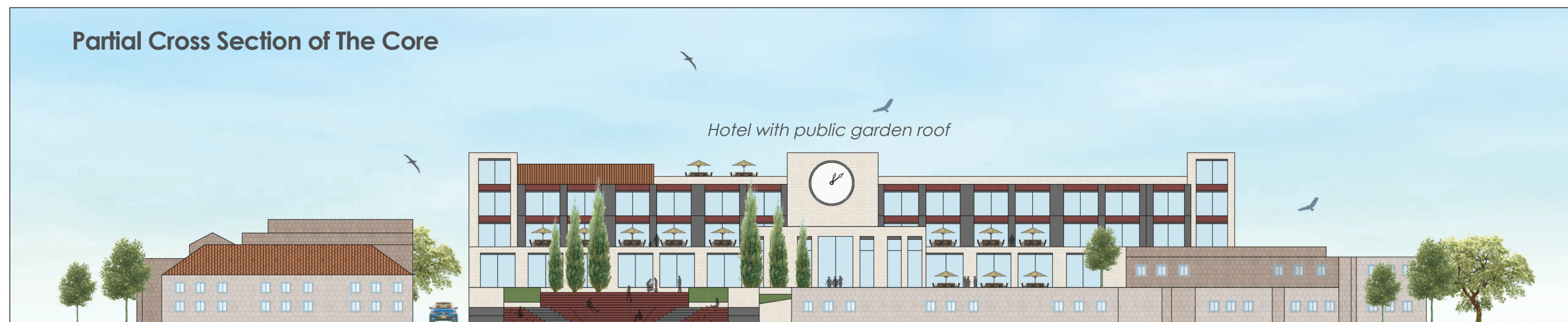
*Hotel with public
garden roof*

Hotel amenities and public plaza

Open space and view of mixed-use building

Parking structure (underground + ground)

Partial Cross Section of The Core



Thompson Blvd.

Mixed-Use

*Hotel amenities and public plaza
Stairs / amphitheatre towards open space*

Main Street



Hotel and Wellness Plaza
on top of the parking structure

Roof garden and public observation
deck at the top of the Hotel





Midtown Ventura Wellness District

Urban Design Concept Plan

Proposed town-houses on South Katherine Dr. (with hotel building on back)



Alleyway to back of town-houses



Hotel over parking

Town-houses



Existing conditions on S Katherine Dr



View from the proposed open space inside The Core looking toward the amphi-theatre, public plaza and hotel over the parking structure.

View of the open space inside The Core.



Existing conditions inside The Core area (South Borchard Dr.)





Midtown Ventura Wellness District

Urban Design Concept Plan



Proposal for East Thompson Blvd.

Existing conditions on East Thompson Blvd.



View of pedestrian connection across East Main St. towards proosed public passage and the CMH Hospital Plaza.

Existing conditions on East Main Street with CMH in the background.





9.4 Parking

The proposal for “The Core” features 356 off-street parking spaces. Of the five parking lots, the space with the greatest number of available spaces is two-story parking structure (Parking lot 1) with 150 subterranean spaces, and 150 ground-level parking spaces. Parking lots 2 and 3 offer twenty-four spaces each. Parking lot 4 offers eleven spaces, and parking lot 5 offers approximately 25 spaces. The closure of Hartman Drive will allow dedicated accesses to the parking struture and the hotel from Main and Thompson.

9.5 Circulation

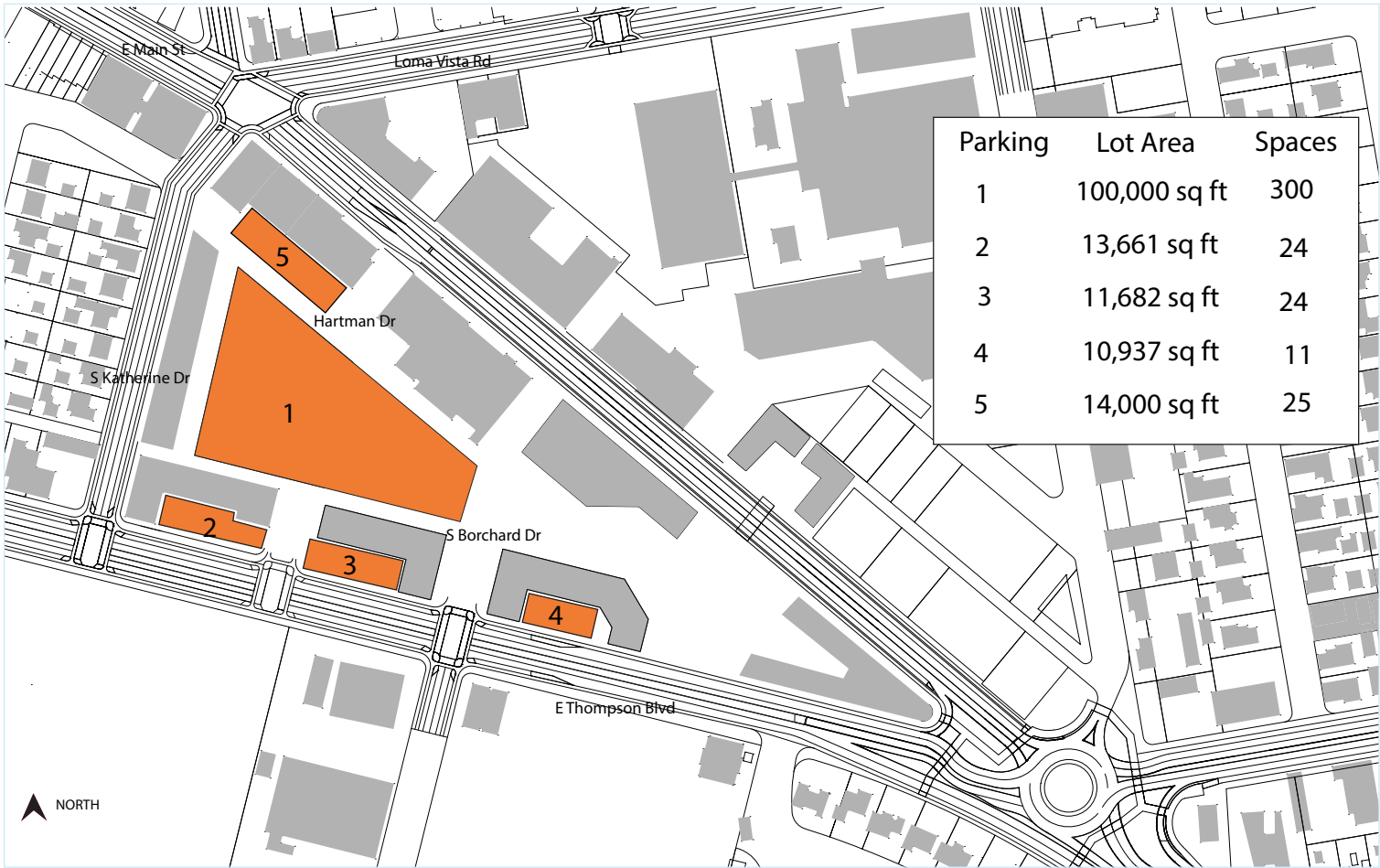
The redesign of Hartman Drive and the closure of South Borchard Drive will permit the redesign of The Core as a unique coordinated public/private project. Pathways throughout the space connect to proposed crosswalks and intersections as described in the circulation chapter of this document. Another important feature of the Core is the pedestrian crossing on E Main St that connects The Core public plaza to the square formed by the newly redeveloped buildings (11 and 12) that are adjacent to Community Memorial Hospital gardens. This increased connectivity feature, when coupled with the proposed shuttle service (also in the circulation chapter of this document) guarantees that the catalyst concept of the Core becomes a reality by providing access to all areas of the Wellness District from the Core and vice-versa.

9.6 Open Space

One of the highlights of this design is the proposed public plaza in the center of “The Core”. Part of this public plaza will be developed on top of the parking structure, connected to the hotel ammenities and resrtaurant, and featuring a confortably designed set of steps to connect to the rest of the open space at street level. These steps will double as seats for an amphitheatre.

Throughout the open spaces will feature drought-tolerant plants, trees, pathways, seating areas, and a visually compelling, covered outdoor space suitable for social and community events such as a Farmers Market and musical performances. The designers’ vision for the space is a peaceful yet dynamic environment where members of the community and visitors alike can walk and sit at their leisure while visiting the surrounding businesses and hospitals. The public parking structure, the special intersections and pedestrian crossings around The Core, and the direct pedestrian connection to the CMH Plaza will ensure the livability of the open spaces and mixed uses they complement.

Parking Map for “The Core”





Midtown Ventura Wellness District

Urban Design Concept Plan

9.7 The Core Implementation Matrix

Action Number	Action Text	W.E.L.L.N.E.S.S. Objectives							
		Walkability		Engagement		Local Identity		Linkages	
		Objective 1.1 Improve access update the physical infrastructure to be more conducive to walking	Objective 1.2 Create a desirable mix of uses of amenities and destinations so that daily and weekly needs are within walkable distance	Objective 2.1 Improve social opportunities	Objective 2.2 Improve civic opportunities	Objective 3.1 Promote cohesive and comprehensive planning efforts	Objective 3.2 Encourage design features, uses, and events that are unique to the area	Objective 4.1 Improve alternative transportation access within the district	Objective 4.2 Better link areas within the district to each other and to the greater Ventura area
MC-1	Establish a memorable sense of place the community can identify and enjoy	X	X			X	X	X	X
MC-2	Incorporate and establish a variety of housing types in area: single-family, elderly persons, temporary (hotel), and workforce/affordable								
MC-3	Establish a public plaza(s) for the community to use and appreciate	X	X	X	X	X	X	X	X
MC-4	Identify and develop areas with great opportunity for growth and enhancement			X	X	X	X		
MC-5	Create safe walkways and linkages between "The Core" and surrounding environment	X	X			X	X	X	X
MC-6	Involve the community and local input whenever possible in the establishment of buildings, uses, street decor, and maintenance of "The Core" to maximize success and enhance the sense of place			X	X	X	X		
MC-7	Provide opportunities that encourage health and wellness for the public to utilize	X	X	X	X	X	X		



Natural Environment		Economic Vitality		Safety		Strategic Housing	
Objective 5.1 Integrate the built and natural environment to maintain and improve ecosystem services	Objective 5.2 Increase the durability and adaptive capacity of infrastructure and people in natural hazard events	Objective 6.1 Support local businesses and further their ability to sustain and thrive	Objective 6.2 Maximize economic opportunities linked to Community Memorial Hospital and Ventura County Medical Center	Objective 7.1 Promote crime prevention measures	Objective 7.2 Promote safety for all modes of transportation	Objective 8.1 Incentivize workforce housing that serves Community Memorial Hospital and Ventura County Medical Center	Objective 8.2 Incentivize a variety of housing solutions for the greater Ventura area
X	X			X	X		
		X	X			X	X
X	X			X	X		
		X	X			X	X
X	X			X	X		
		X	X				
		X	X	X	X		



Midtown Ventura Wellness District

Urban Design Concept Plan

9.8 The Core Phased Development Matrix

	Specific Development Action	Action Numers						
		MC-1	MC-2	MC-3	MC-4	MC-5	MC-6	MC-7
Phase I (0-5 years)	Find developers, confirm project with governing jurisdictions, complete EIR, get the official permit to start construction	X	X	X	X	X	X	X
	Build street medians and pedestrian crossings on E Main St and E Thompson Blvd	X				X	X	
	Reconstruct the 5-Points Intersection with a roundabout and pedestrian crossings, as well as other 4 proposed intersections: E Main St/Loma Vista Rd/S Katherine Dr; S Katherine Dr/E Thompson Blvd; Hartman Dr/E Thompson Blvd; Borchard Dr/E Thompson Blvd	X				X	X	
	Reconstruct existing building in front of Community Memorial Hospital plaza into a pair of structures that by design, cultivate social activity, transparency, and connectivity from "The Core" to the Community Memorial Hospital	X			X	X		
	Cosmetic improvements on the surrounding study area outside "The Core" utilizing the design qualities in Section 7.2	X					X	
Phase II (5-10 years)	Infill existing parking lots on the Community Memorial Hospital side of Loma Vista Rd with mixed-use buildings				X		X	X
	Infill existing parking lots on the south-side of E Thompson Blvd, near the Von's building, with a housing complex for elderly persons		X		X			
	Infill existing buildings on the north-side of E Thompson Blvd with mixed-use buildings				X		X	X
	Close portions of Hartman Dr and S Borchard Dr between E Main St and E Thompson Blvd to motor vehicles, in order to encourage pedestrian activity in "The Core"	X				X		X
	Infill existing City parking lots between E Main St and E Thompson Blvd with a mixed-use structure that provides parking, a recreational facility, hotel, commercial, and public space (the Lighthouse Structure). Incentivize project, and partner with local community agencies to ensure the utmost success	X	X	X	X	X	X	X
	Demolition of existing buildings on the corner of E Main St and E Thompson Blvd and construction of a building that will serve as a landmark to the area (the Landmark Building). Incentivize project, and partner with local community agencies to ensure the utmost success	X		X	X		X	X
	Redevelop existing building where Smart & Final is currently located, to a mixed-use building with commercial on the first floor and residential units on the second floor		X		X		X	
Phase III (10-20 years)	Construct single-family, workforce townhomes adjacent to the Lighthouse Structure along S Katherine Dr		X		X		X	
	Infill remaining areas not being developed within "The Core" with a public plaza and paseos. Utilize means including public-private partnerships and community organizations to ensure maintenance and success of the area	X		X	X	X	X	X
	Complete rooftop deck on Mixed-Use Structure	X		X			X	X



Chapter 10:

Implementation of the Wellness District

This section discusses the administrative and regulatory steps for the City of San Buenaventura to implement the Midtown Wellness District Concept Plan. A description of city actions needed to approve the plan, a list of public improvements needed to complete the district, funding sources, and phasing are discussed.

City Actions

1. General Plan Amendment - Zoning Change

In order to implement the Midtown Wellness District Concept Plan (Wellness Plan), the City of Buenaventura must amend its General Plan Land Use Map and Zoning Map to that recommended by the Wellness Plan. The changes discussed below refer to the Proposed Land Use Map in the Wellness Plan. Under the Wellness Plan, parcels lined along segments of Thompson Boulevard, Main Street, Loma Vista Road, Hillmont Avenue, North Brent Street, and Telegraph Road, among others, should be rezoned as T4.5 - General Urban Zone.

Parcels located in The Core, as well as along portions of Main Street and Telegraph Road, should be rezoned as T5.2 - Urban Center Zone. Some parcels along San Nicholas Street and between Loma Vista Road and a service road just north of Loma Vista Road should be rezoned as P - Park Zone. A Strategic Parking District should be established in the area bounded by Telegraph Road, North Brent Street, the service road north of Loma Vista Road, and North Evergreen Drive.

Inclusionary Housing Overlays should be established along the southern side of Loma Vista Road between Main Street and North Brent Street and the west side of North Brent Street between the northern intersection of North Brent Street and Cabrillo Street and the southern intersection of North Brent Street and Cabrillo Street.

Shopfront Overlays should be established along both sides of Main Street between North Seaward Avenue and Telegraph Road, along both sides of Loma Vista Road between Main Street and North Brent Street, along both sides of Cabrillo Drive from Main Street to a 90-degree right-hand turn to the

southeast, along the west side of North Brent Street from Telegraph Road to Cabrillo Drive, and along the southern side of Telegraph Road from Main Street to Emma Avenue. A Residential Overlay over parcels zoned as T5.2 - Urban Center Zone and T4.5 - General Urban Zone along the south side of Thompson Boulevard should be established.

2. Adoption of the Wellness District Concept Plan

An ordinance adopting the Wellness District Concept Plan must be adopted by City Council and/or other governing bodies in the City of Ventura.

Public Improvements

Public improvements are recommended as actions as part of the Wellness District Concept Plan. Costs for implementation should be discussed with the Finance & Technology Department to determine funding needs. Public improvement opportunities are discussed for the Wellness District.

Parking & Circulation

The City should encourage parking reductions based on proximity to walkable destinations and services, consider “Pay-by-Space” parking meters within the Wellness District Core, locate parking within parking structures where feasible, and provide public bicycle parking in central and convenient locations.

A public-private partnership can be formed to implement The Core’s building that will be composed of parking structure, hotel and public plaza. The construction of town-houses on South Katherine Dr. will contribute to cover the costs.

Street Typology

The City should adopt the seven street typologies of Complete Streets proposed for the Wellness District. These street typologies include the implementation of bulb outs, wide sidewalks, specially designed intersections, mid-street crosswalks, buffered bicycle lanes, distinctive and safe bus stops, pedestrian-scaled tree planting and lighting, low-impact landscaping, parklets, and landscaped medians. Funds from National programs such as Safe Routes to School can be partially utilized.



Midtown Ventura Wellness District

Urban Design Concept Plan

Intersections

The City should implement bulbouts, bicycle lanes, and wide crosswalks at intersections within the Wellness District. Funds from National programs such as Safe Routes to School can be partially utilized.

5-Points Roundabout

A roundabout with a public art or water feature in the center should be implemented at the five-way intersection of Thompson Boulevard, Main Street, North Brent Street, and Telegraph Road. Funds from National programs such as Safe Routes to School can be partially utilized.

Gateways and Area Markers

The City should place gateways, distinct markers, and wayfinding points in strategic locations in the Wellness District.

Parks and Open Space

The City should implement community gardens throughout the Wellness District at the proposed locations in the Wellness Plan.

Social Events

The City should promote art and social events to encourage community vitality.

Funding sources

Funding sources identified to promote healthy communities and recreational opportunities have been identified to support the implementation of the Wellness District. Funding sources can come from federal, state, and regional funds as well as grants, private funds, joint development, city general funds, and open space improvement funds. Possible funding sources for the implementation of essential public facilities and improvements within the project area are described below.

Health-Related Funding Sources:

- County of Ventura: Safe Routes to School Task Force
- Ventura County Public Health Strategic Plan
- County of Ventura Community Health Improvement Plan
- Recreation: State and Federal Grants and Funding Opportunities
- California State Parks' Office of Grants & Local Services iRecreational Trails program
 - Land and Water Conservation Fund

- Habitat Conservation Fund

- Proposition 40 and 50

- National Trails Training Partnership
- National Park Service Rivers, Trails and Conservation Assistance Program
- California Trails & Greenways Foundation
- Alliance for Biking and Walking Advocacy Advance Grants

Phasing of Public Improvements

As funding becomes available to pay for the costs associated with the public improvements, improvements will be made on a phased schedule. This will also allow time for the area to transition into the Wellness District and build a strong identity. Communities change incrementally and for the plan to be successful, a phased approach is recommended. With the adoption of the Wellness District Concept Plan, the City of Ventura will incorporate design guidelines and development approvals supporting the Wellness District. On an annual basis, the Community Development Department and the Economic Development Manager will review the project area to identify areas of focus in the Wellness District the upcoming fiscal year.

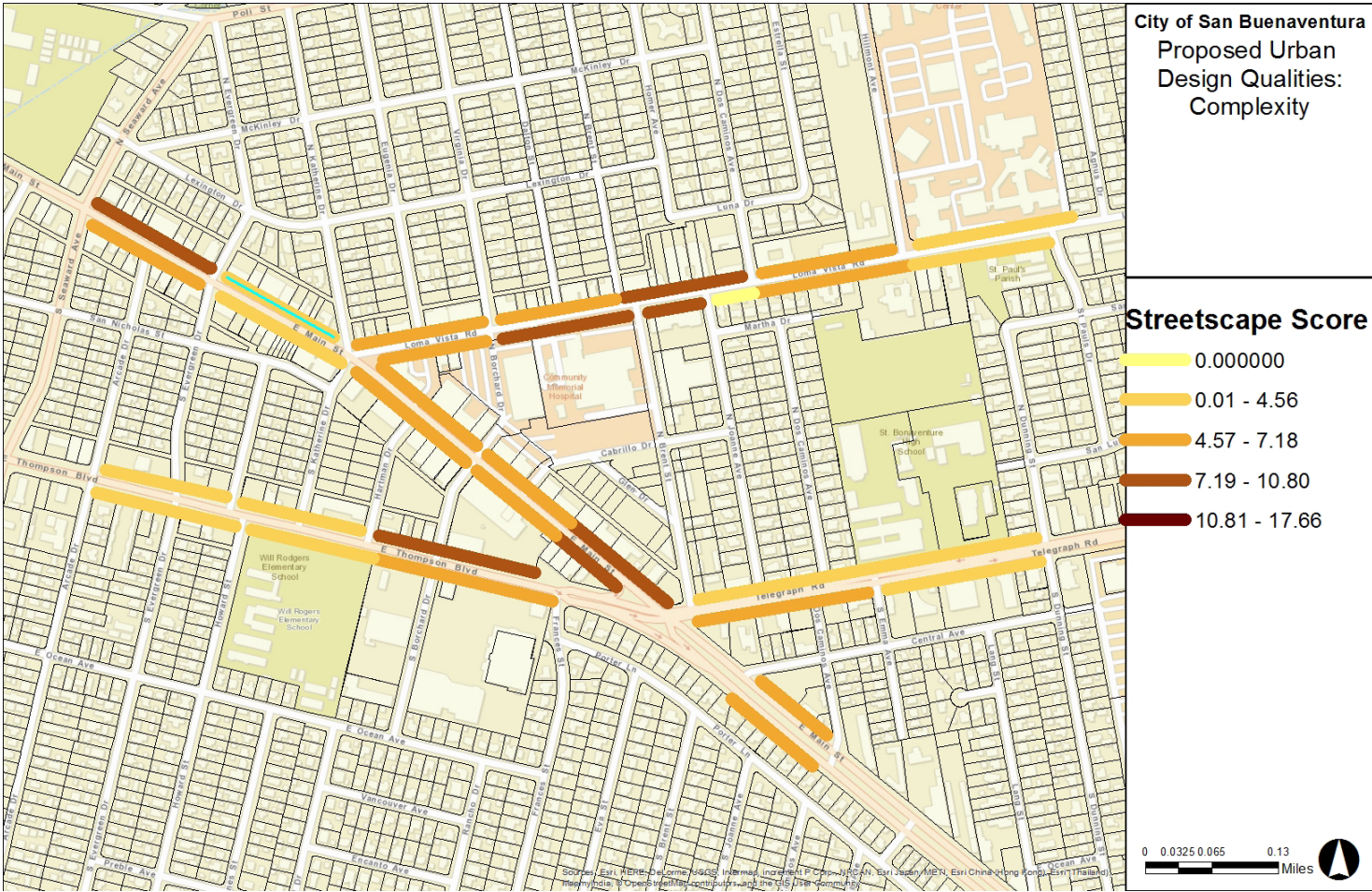
Benefits of Wellness District Concept Plan Adoption

With the adoption of all the proposed objectives, actions, and specific projects as outlined this Wellness District Concept Plan, this study area in Midtown Ventura will exhibit an improved walkability score in all five dimensions described in Ewing's Urban Design Qualities Manual. Improved walkability means a greater human attraction to an area, which can increase economic revenue and utilization of a place to overall make it more memorable.

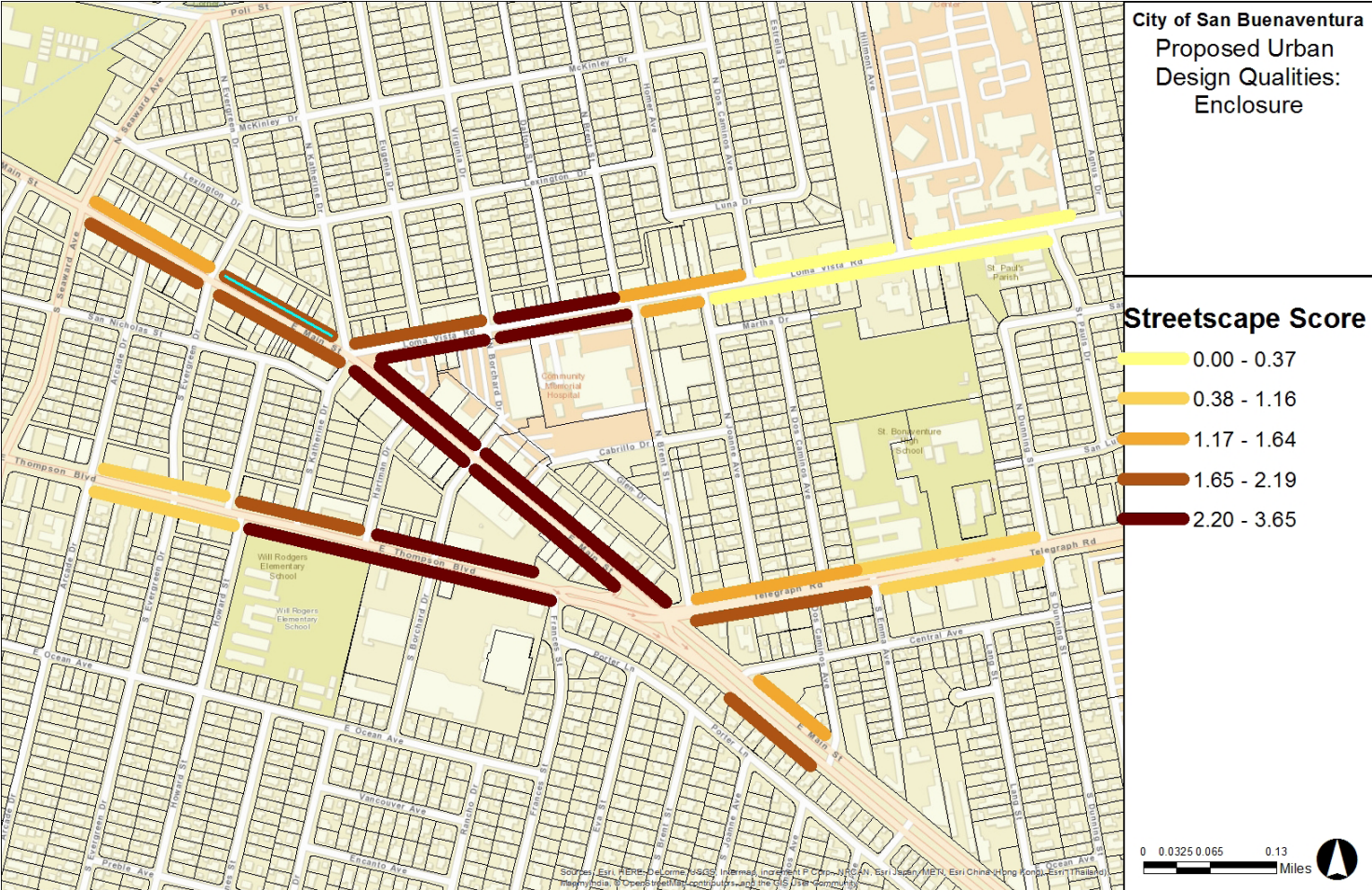
The goal of this Concept Plan aims to achieve the “promotion of individual and community well-being” which has been proved in these improved walkability scores. It should be noted that these scores were determined by combining all the new suggestions and changes to the study area. Since this is a concept plan, estimation was also utilized. Please refer to the following maps for improved scores.



Improved Complexity Map



Improved Enclosure Map

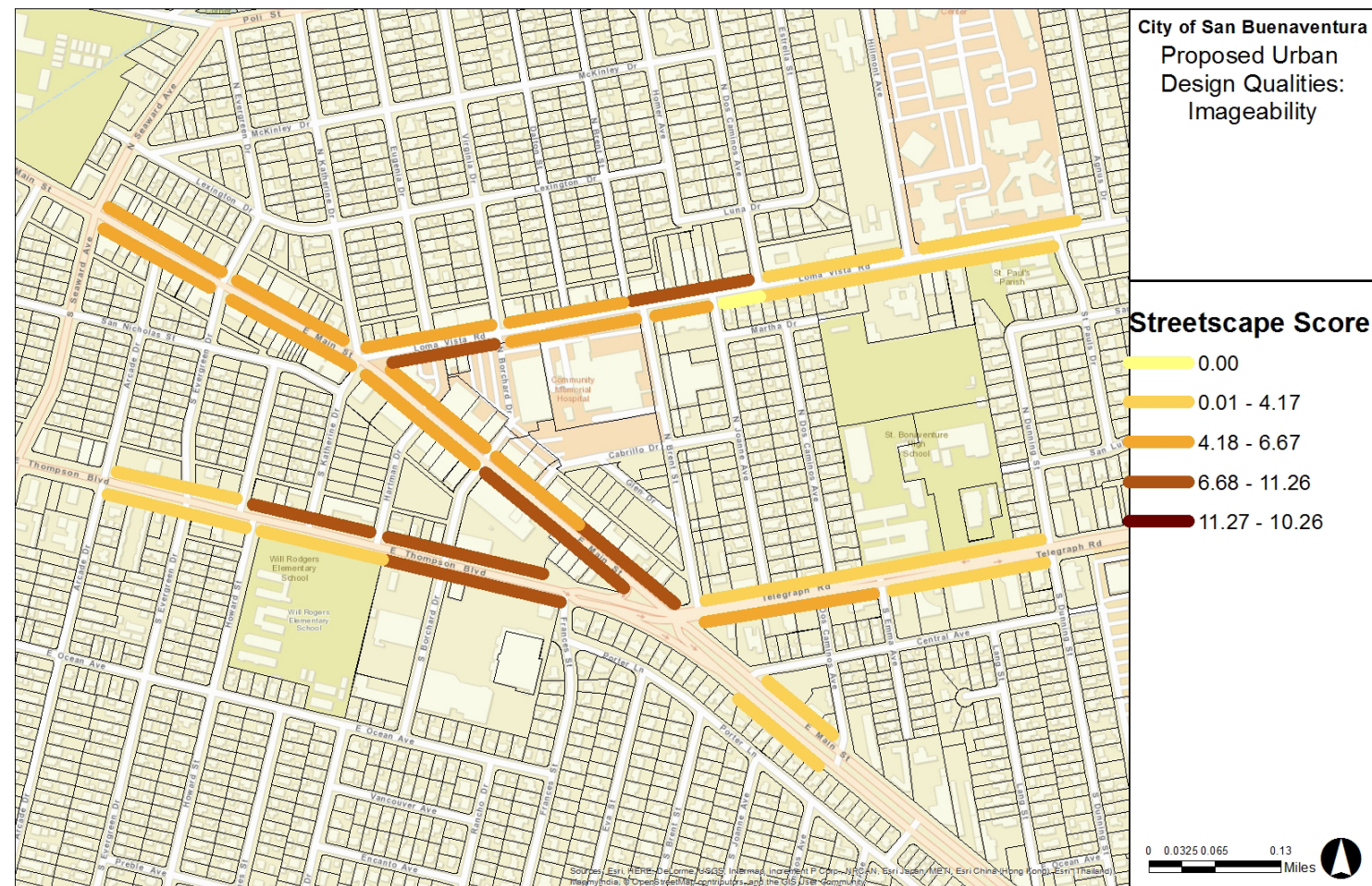




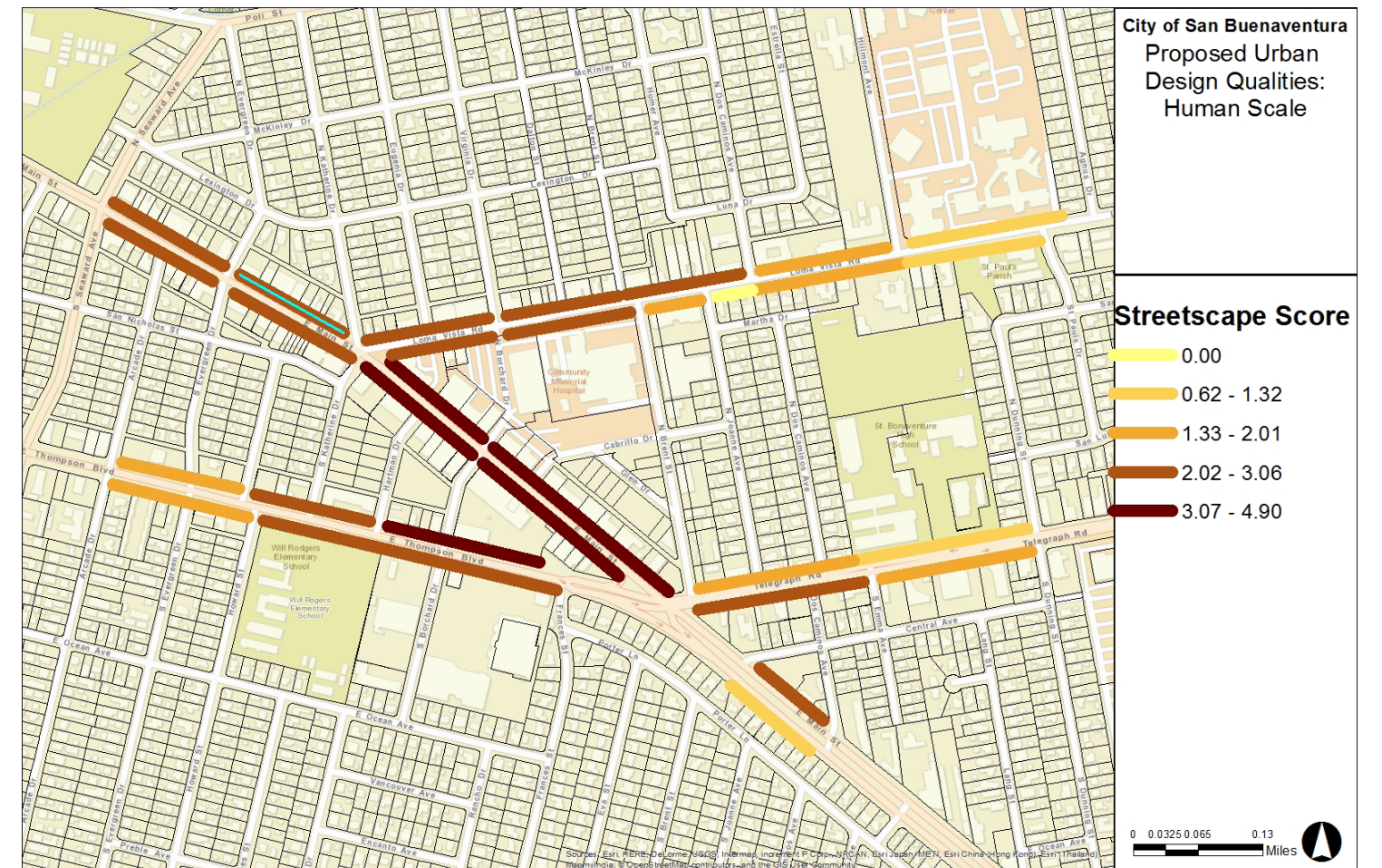
Midtown Ventura Wellness District

Urban Design Concept Plan

Improved Imageability Map

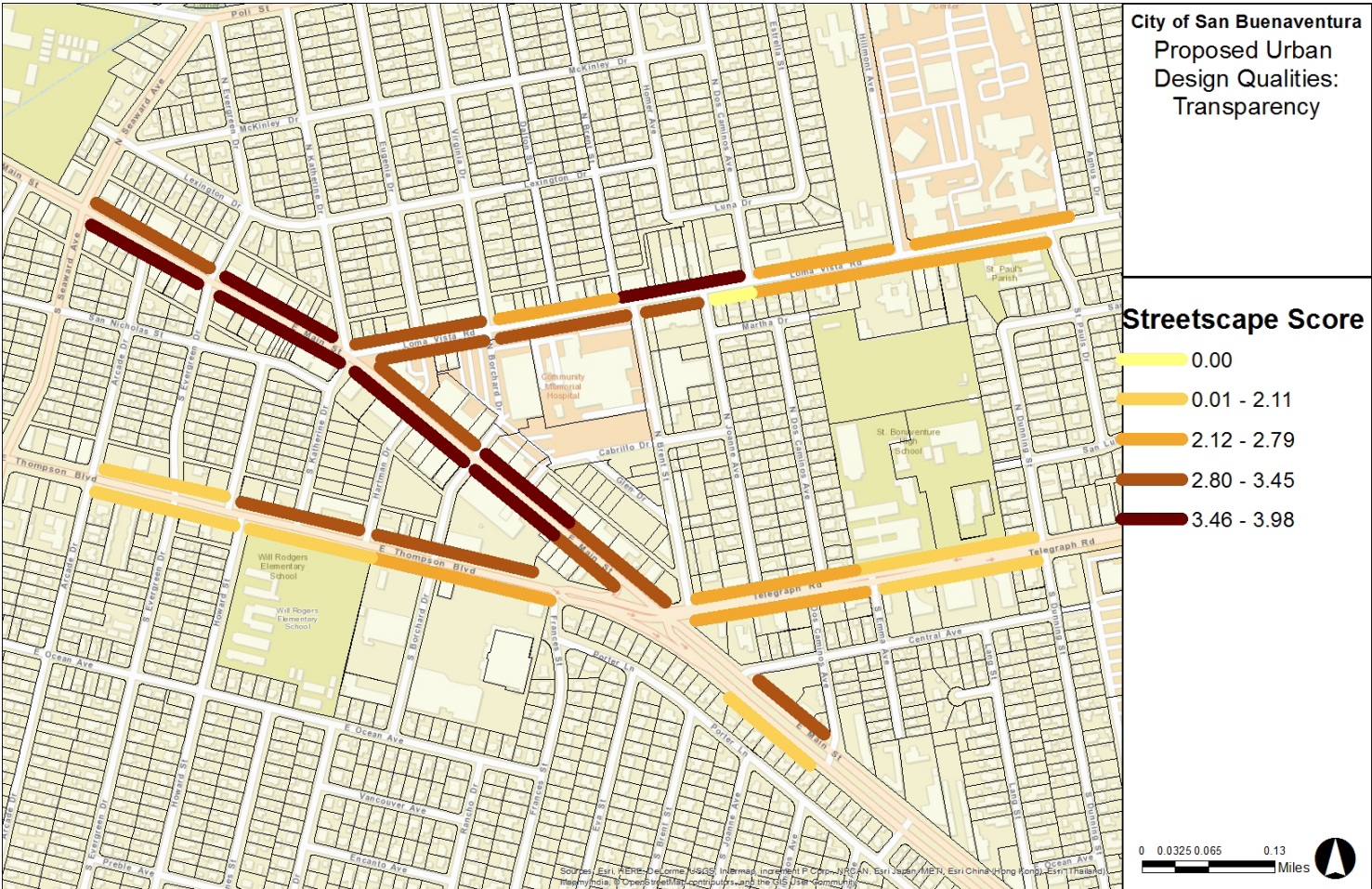


Improved Human Scale Map





Improved Transparency Map



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