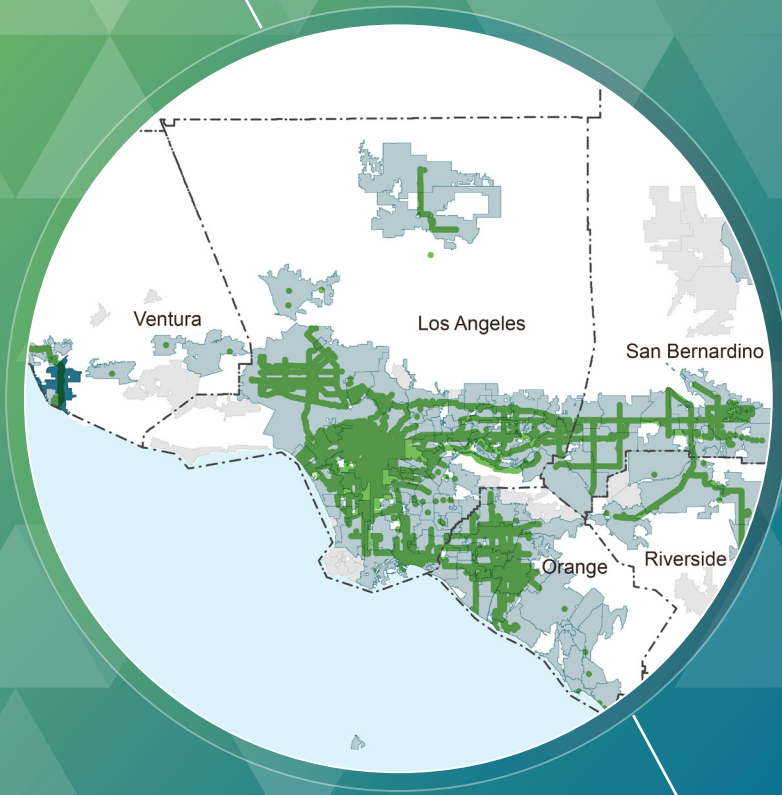


Part 2

Station Area Profile

The Station Area Profile is a summary of the existing physical and socioeconomic conditions, as well as previously completed plans for the Pilot Project Area.



Overview

Oxnard High Quality Transit Area
Oxnard Transit Center

Socioeconomic Profile

Demographic Profile
Employment Profile
Employment Trends

Previous Planning Efforts

City of Oxnard Downtown Street Tree Master Plan (2003)
City of Oxnard Downtown Strategic Plan (2005)
Downtown Oxnard Mobility and Parking Management Plan (2009)
City of Oxnard Bicycle & Pedestrian Facilities Master Plan (2011)
DETOD Feasibility and Funding Options Report (2012)
CNU Downtown Oxnard Vision Plan Charrette (2016)
Oxnard Downtown Zones & Design Guidelines (DRAFT,

December 2018)

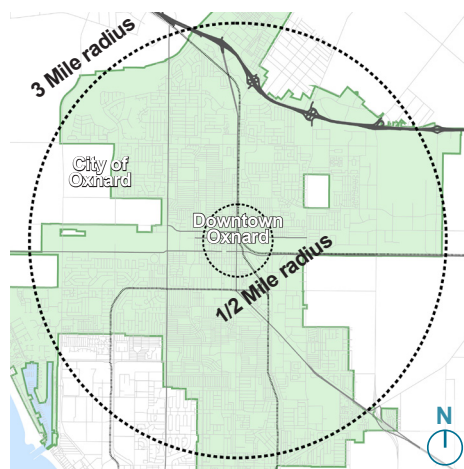


Oxnard High Quality Transit Area

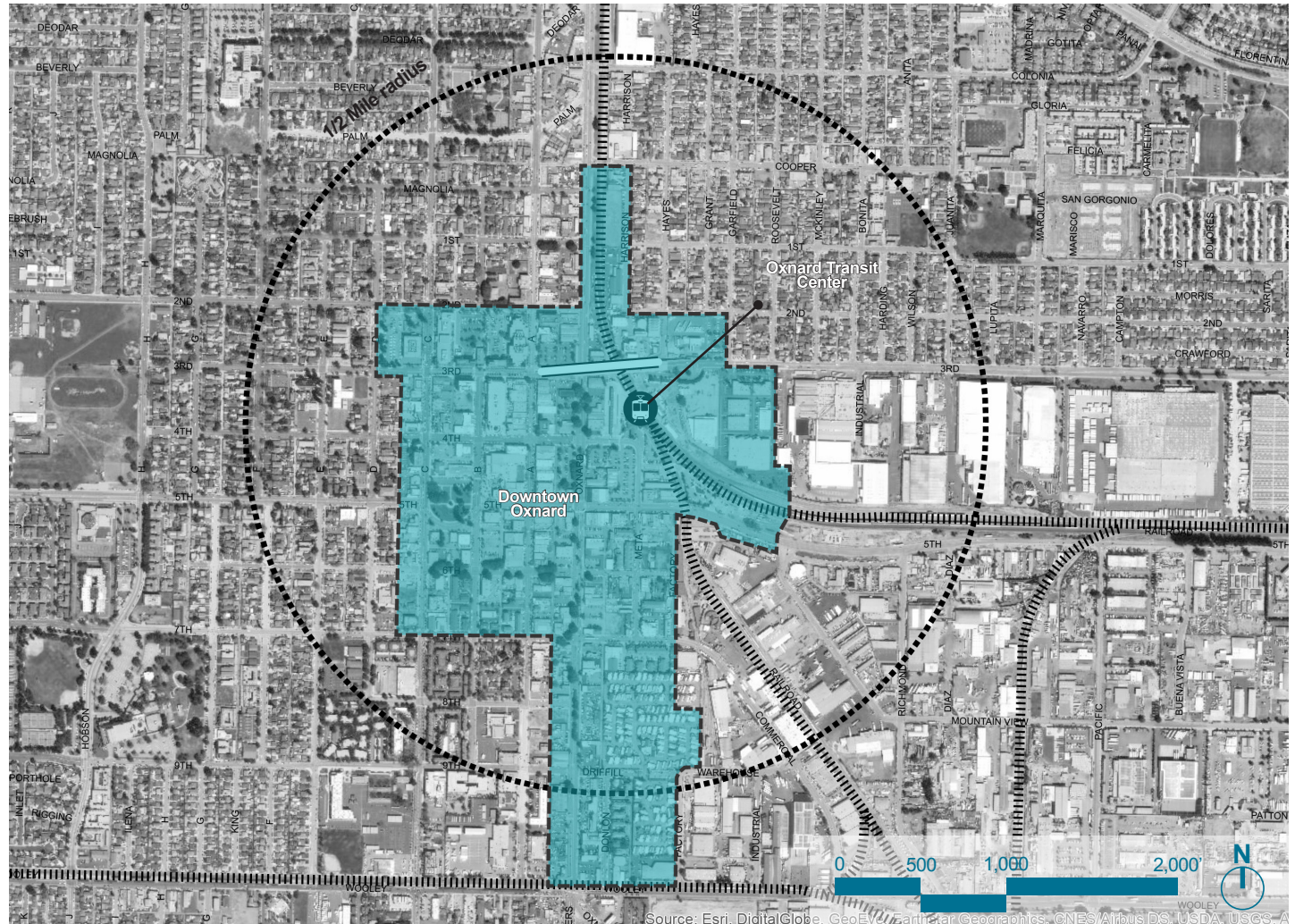
OVERVIEW

The City of Oxnard's High Quality Transit Area (HQTA) is located in the Downtown Oxnard Central Business District (CBD) and includes properties on the east side of the rail line between 2nd Street and Roosevelt Avenue. The HQTA includes the Downtown Metrolink station at the Oxnard Transit Center, which is served by the Ventura Line passenger rail as well as has Gold Coast Transit, Ventura County Transportation Commission (VCTC), and Amtrak as bus service operators.

The HQTA is largely comprised of 1- to 2-story industrial and commercial uses and surface parking lots; many parcels are vacant and parking lots within the Pilot Project Area remain largely open during peak hours. The City's aim is to enhance the HQTA with high quality transit-oriented development.



- Metrolink Station and Corridor
- City of Oxnard Boundary
- Pilot Project Area
- 1/2 Mile Radius: Typical comfortable walkable distance, not considering barriers



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, A

Oxnard Transit Center

OVERVIEW

The Oxnard Transit Center (OTC) is serviced by 10 bus lines with peak frequencies at 40+ minutes for many routes. Bus operators with stops at the OTC include Gold Coast Transit, VCTC, and Greyhound. Gold Coast Transit and the VCTC have identified and are currently studying the potential for more frequent service on popular local bus routes which may reverse declining ridership at the OTC.

The OTC is within Downtown and less than half a mile away from the Oxnard Civic Center. This rich mix of existing land uses presents an opportunity to catalyze high-quality, mixed-use residential/commercial projects to attract and retain employees.

The Metrolink Station has a 110 stall surface parking lot east of the platform with an additional 50 stalls of 2-hour limited parking next to the station. On weekdays between 4:00 a.m. and 9:00 a.m. there are 4 inbound trains from OTC to Los Angeles Union Station (LAUS). There are 6 daily inbound/outbound Metrolink trains at the OTC; more frequent service is needed to boost ridership.

The OTC has a layover area with a capacity for 10 buses. The station building houses Gold Coast Transit's call center as well as other administrative offices for transit operators. The OTC provides free parking for guests, and overnight parking is permitted.

The OTC offers options for Metrolink riders to transfer to Amtrak lines.

Metrolink: Ventura County Line



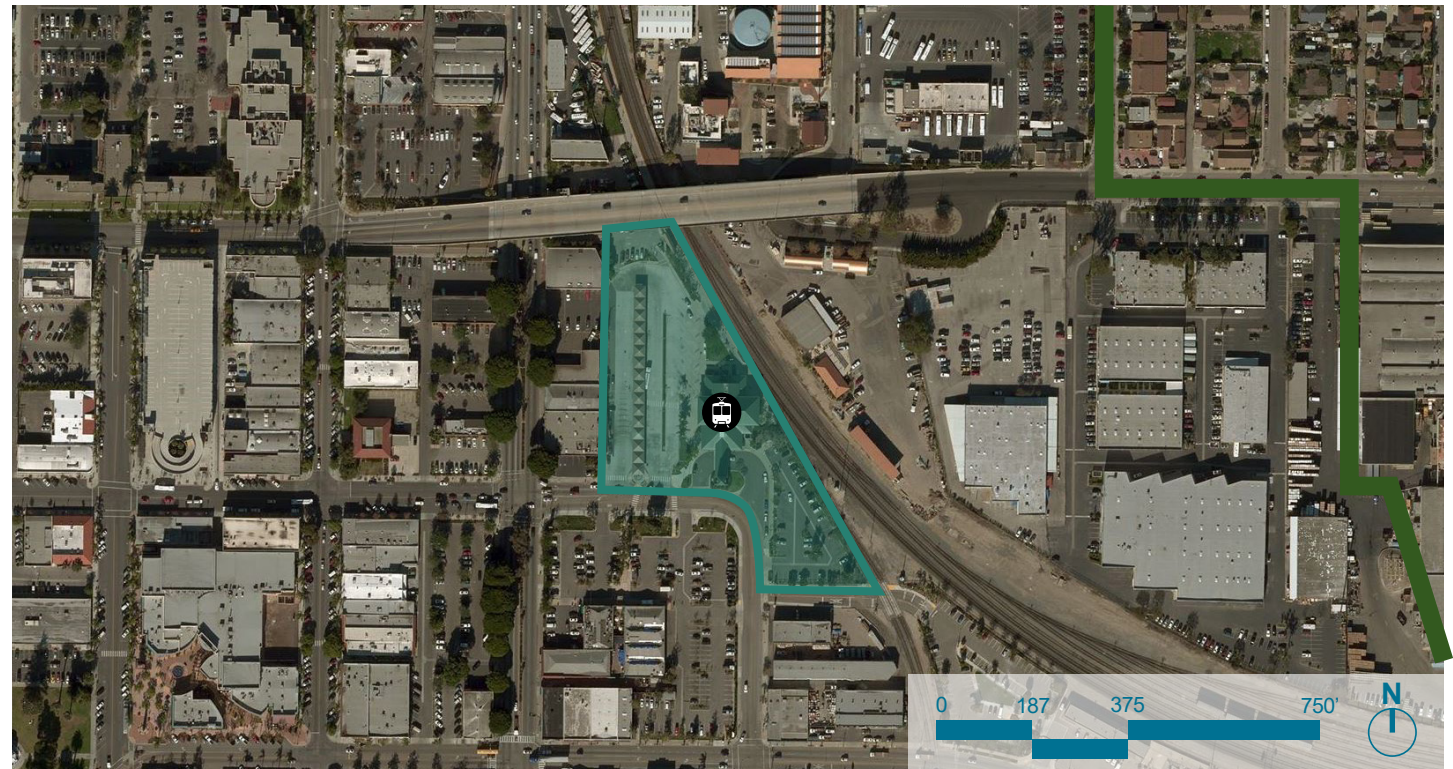
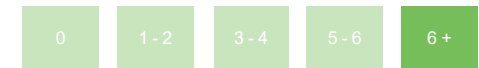
Service Type






Average Peak Period Frequency (minutes)



Transit Routes within 1/2 mile



-  Metrolink Station and Corridor
-  Pilot Project Area
-  Oxnard Transit Center

Demographic Profile

SOCIOECONOMIC PROFILE

The City of Oxnard constitutes 1.8% of the land area of Ventura County and accounts for nearly one-fourth of its population.

The Study Area*** comprises of nearly 4.3% of the population of the City and has a higher population density than the City.

Oxnard's population growth is expected to outpace that of the County over the next ten years. The City and the Study Area have a greater share of Hispanic population compared to the County.

More than half the population in the County has college education, but both the City and the Study Area have a larger number of high school dropouts.

Both the County and City have relatively higher household incomes but the Study Area comprising of homeless shelters and retirement homes has a much lower median household income and higher unemployment rate.

DEMOGRAPHICS (2017)	Study Area	City of Oxnard	Ventura County
Total Population	8,929	208,362	861,790
Pop. Density (Per Sq. Mile)	11,303	7,613	458
Annual Growth Rate			
Historic (2010-2017)	0.77%	0.74%	0.65%
Projected (2017-2027)	1.19%	2.19%	0.70%
Total Households	2,259	51,967	276,677
Average HH Size	3.82	4.00	3.09
Annual Growth Rate			
Historic (2010-2017)	0.44%	0.61%	0.51%
Projected (2017-2027)	1.30%	3.40%	0.81%
Median Age	29.9	29.9	37.2
0-17 years	31%	28%	24%
18-64 Years	60%	62%	62%
64 Years and Over	10%	10%	14%
Jobs per Household*	4.3	1.1	1.1
Unemployment Rate**	7.5%	5.7%	5.1%
Median Household Income	\$35,014	\$62,044	\$81,522

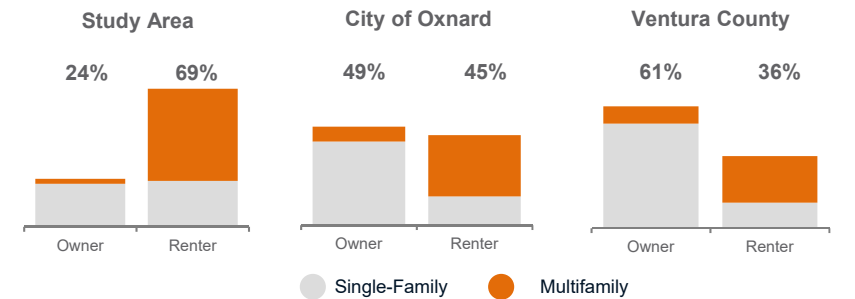
* HR&AAdvisors, Inc.

**Percentage of population 16 years and over in the labor force.

*** Study Area is defined as a 5-minute drivetime from the Oxnard Metrolink station and is not the typical half-mile radius around the station.

Sources: Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008, Dept. of Finance E5 2007.

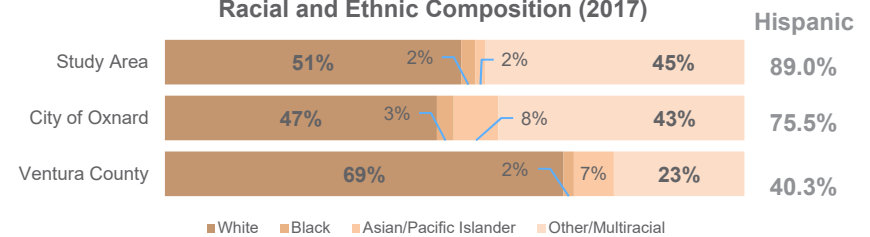
HOUSING TENURE (2016)



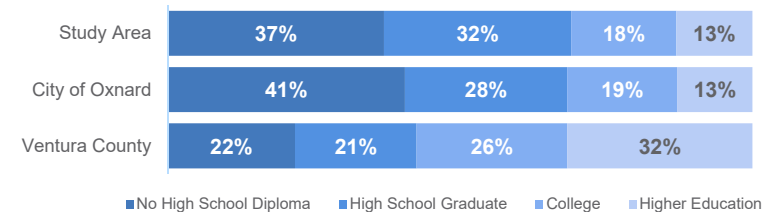
MOBILITY (2016)

	Study Area	City of Oxnard	Ventura County
Average Commute Time (in mins.)	NA	25	26
Cars per Household*	NA	0.0	0.0
Public Transit Users	NA	1%	1%
Solo Drivers	NA	74%	78%
Others	NA	25%	21%

Racial and Ethnic Composition (2017)



Educational Attainment (2017)



Employment Profile

SOCIOECONOMIC PROFILE

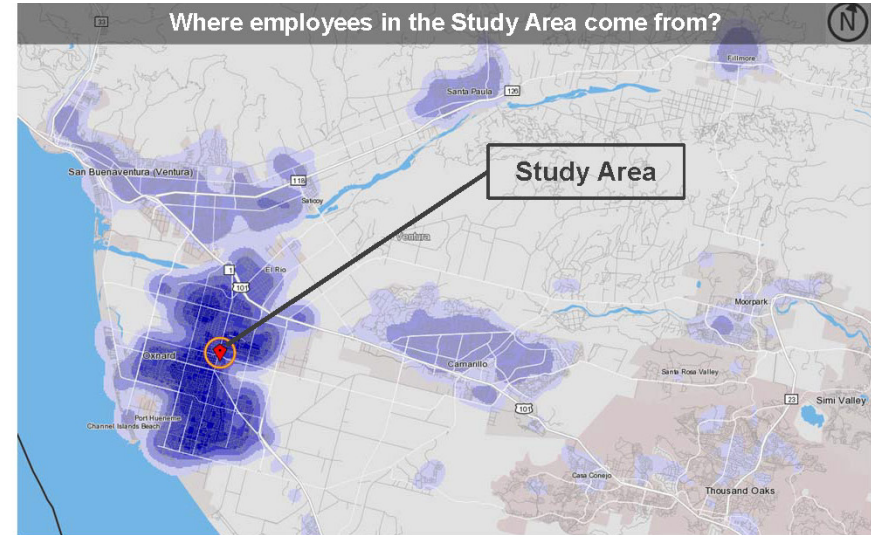
The Study Area is a major job center with 9,600+ jobs, includes the City’s Central Business District, and constitutes nearly 16% of Citywide jobs.

Nearly 98% of workers in the Study Area travel from outside the Study Area.

According to SCAG employment forecasts, job growth in the City and the Study Area is likely outpace the County over the next ten years.

While the household income in the Study Area is the lower than the City and the County, the earnings per job in the Study Area is the highest, reflecting the location of high paying jobs, but not necessarily employing surrounding residents.

The City of Oxnard has been a hub of mineral and natural gas extraction historically, and the Natural Resources sector is one largest employment sectors.



	Study Area	City of Oxnard	Ventura County
EMPLOYMENT (2015)			
Total Worker Population	9,643	59,294	304,533
Job Density (per sq. mile)	12,206	6,144	64
Annual Growth Rate			
Historic (2010-2015)	5.3%	2.0%	1.2%
Projected (2017-2027)	0.7%	1.6%	0.8%
Average Earnings per Job*	\$75,630	\$70,583	\$66,970

Top Three Industry Clusters	Study Area	City of Oxnard	Ventura County
	Natural Resources 48%	Education & Medical 22%	Education & Medical 21%
	Government 18%	PD&R 20%	PD&R 16%
	PD&R 10%	Natural Resources 17%	Government 14%

* Includes wages, salaries, supplements (additional employee benefits), and proprietor income. Approximated by zip code.

Employment Industry Cluster Classification

The classification is based on Center for Transit-Oriented Development 2010 Report.

- **Natural Resources** includes agriculture and mining;
- **Production, Distribution, and Repair (“PD&R”)** includes manufacturing, wholesale trade, transportation and warehousing;
- **Knowledge-based** includes information, finance and insurance, real estate, scientific, professional, and technical services, and management of companies;
- **Entertainment** includes arts, entertainment, and recreation, and accommodation and food services;
- **Government** includes utilities, construction, public administration and other administrative and support services.

Sources: LEHD, Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008.

Employment Trends

The Study Area along with the City and the County have gained jobs between 2010 and 2015. The Study Area has witnessed 22% net gain in jobs between 2010 and 2015. However, some of this gain may be due to relocation of jobs within the City.

The City has gained most jobs in the Education and Medical sector, followed by Government sector. The fastest growing employment sector in the City and the County is Entertainment, followed by Government, Education and Medical.

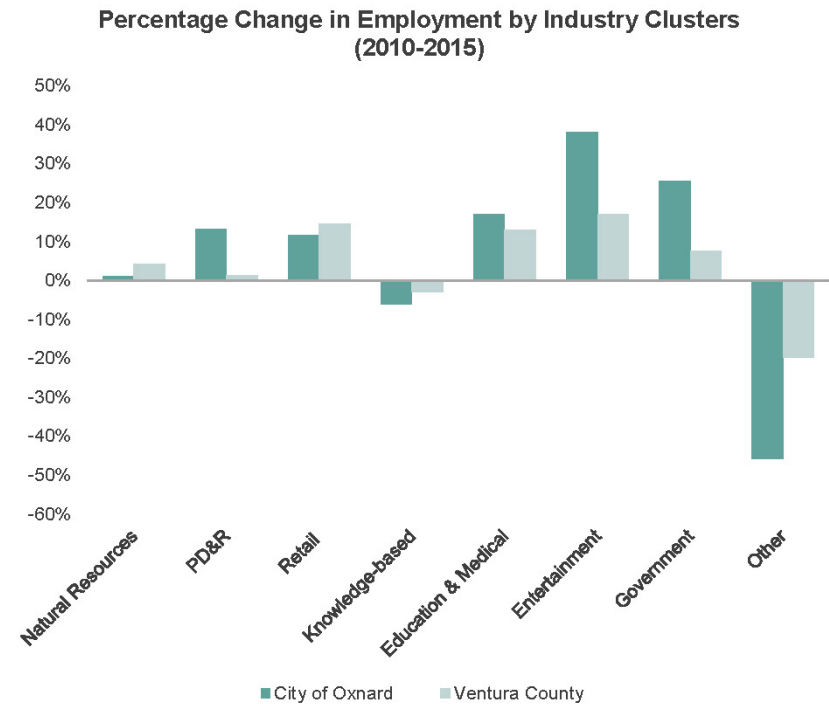
HQTA Opportunities

- The Study Area is located in Oxnard’s Central Business District and is the largest employment hub of the City of Oxnard; with the highest job density and highest earnings per worker.
- The HQTA also includes the Oxnard Transit Center, which offers multi-modal transportation, including bus and rail.
- The area is already a job center and is witnessing significant developments, both market-rate and affordable housing.
- The Study Area can become a vibrant mixed use center with complementary residential uses and amenities.
- The Study Area currently offers high-paying jobs and attracts employees from the region. But lack of high-quality residential developments in the area has resulted in the disconnect between the resident population and the workers.
- The Study Area also has high job density and could offer ancillary uses such as retail and food services, along with job training and vocational education centers that could serve as supporting services to the Central Business District.

SOCIOECONOMIC PROFILE

EMPLOYMENT TRENDS	Study Area	City of Oxnard	Ventura County
Employment Growth in Industry Clusters (2010-2015)			
Natural Resources	1,131	113	1,254
Production, Distribution, and Repair	511	1,416	582
Retail	(83)	630	4,205
Knowledge-based	177	(274)	(1,254)
Education and Medical	296	1,886	7,427
Entertainment	(16)	1,430	4,956
Government	187	1,547	3,071
Other	(22)	(1,055)	(2,090)
Net Gain of Jobs (2010-2015)	2,181	5,693	18,151

Negative numbers in parenthesis



City of Oxnard Downtown Street Tree Master Plan (2003)

The 2003 Downtown Street Tree Master Plan identifies the existing tree canopy in the Downtown and sets forth guidelines to increase tree canopy coverage and establish a consistent species arrangement. The analysis indicated that the existing mix of tree species was too varied and caused sidewalk disruption. The plan identified surface parking lots fronting major streets as major opportunity areas to introduce large canopy trees.

Principles

- **SPATIAL ORDER:** The use of trees as sculpture or decoration is incidental to fundamental spatial arrangement in urban design.
- **SPATIAL DEFINITION USING TREES:** Bands of trees can achieve coherence by establishing an ordered continuity of trunk spacing and branch texture.
- **SIMPLE ORDER WITH FEW SPECIES:** Growing conditions of the city do not permit the multi-layered species diversity that is characteristic of natural woodland. A haphazard arrangement of trees in an effort to duplicate nature fails because it lacks the complex organization of woodland organisms that gives the forest complex layered composition.
- **ARRANGEMENTS IN PURPOSEFUL PATTERNS:** Our habit of considering geometric composition as static comes from the limitations of two-dimensional representation in drawings. Moving through space formed by a row or grid becomes a rhythm similar to a kaleidoscope with each twist compounding a fixed number of elements. Rows of trees create a discrete pedestrian space at the edge of the street. These trees connect and extend the geometry, rhythms, and scale of urban buildings while creating a safety barrier from the perceived danger of vehicular traffic.

Tree Species

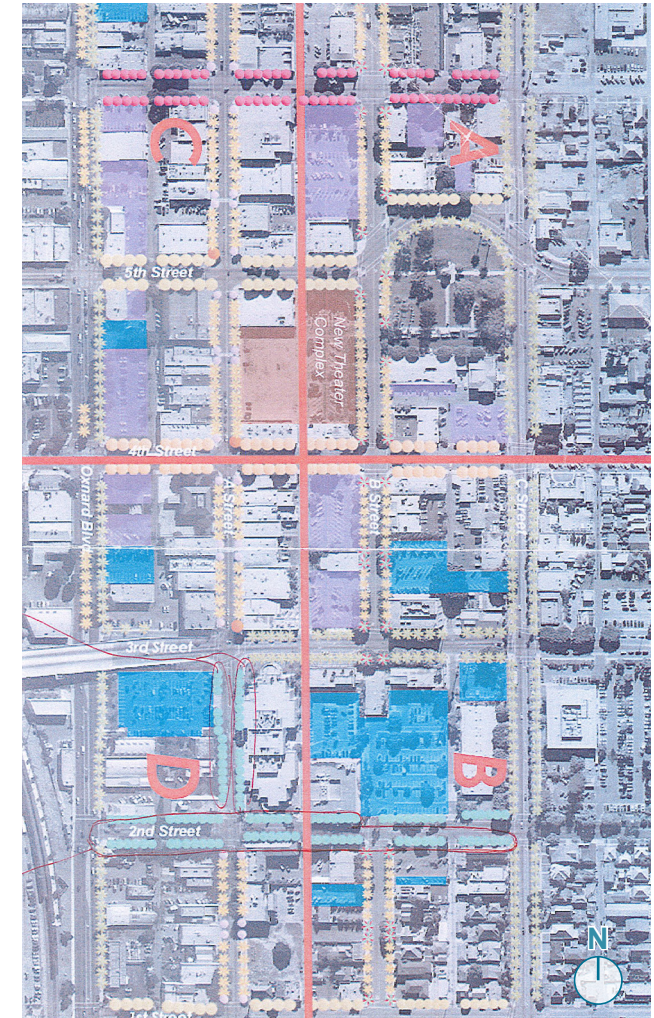
- **OXNARD BOULEVARD:** Mexican Fan Palm (*Washingtonia robusta*). Replace *Melaleucas* in median planters with Queen palms.
- **A STREET:** Queen Palm (*Syagrus romanzoffianum*). Continue the existing pattern with Jacarandas at intersections and mid-blocks. Keep existing Brazilian Pepper (*Schinus terebinthifolius*) until unhealthy, then replace them with Jacarandas.
- **B STREET:** Queen Palm (*Syagrus romanzoffianum*). Canary Island Date Palms (*Phoenix canariensis*) at intersections and mid-block, terminating at the facade of the new Civic Center, and continuing beyond the parking lot. Decomposed granite will be used in the planters of Canary Island Date Palms rather than tree grates.
- **C STREET:** Mexican Fan palm (*Washingtonia robusta*). Continue the existing pattern.
- **2ND STREET:** Bottle-Tree (*Brahychiton populneus*).
- **3RD STREET:** Mexican Fan Palm (*Washingtonia robusta*) and I Canary Island Date Palm (*Phoenix canariensis*) at the corners of B and 3rd Streets.
- **4TH STREET:** American Sweet Gum (*Liquidambar styraciflua* 'Palo Alto').
- **5TH STREET:** London Plane Trees (*Platanus acerifolia* 'Bloodgood').

PREVIOUS PLANNING EFFORTS

Street Tree Master Plan Map

LEGEND

<i>Liquidambar styraciflua</i> 'Palo Alto' American Sweet Gum	
<i>Liquidambar styraciflua</i> 'Burgundy' American Sweet Gum	
<i>Platanus acerifolia</i> London Plane Tree	
<i>Schinus terebinthifolius</i> Brazilian Pepper Tree	
<i>Brachychiton populneus</i> Bottle Tree	
<i>Jacaranda mimosifolia</i> Jacaranda	
<i>Phoenix canariensis</i> Canary Island Date Palm	
<i>Washingtonia robusta</i> Mexican Fan Palm	
<i>Syagrus romanzoffianum</i> Queen Palm	
Public Parking <i>Tipuana Tipu</i> Tipu Tree	
<i>Liquidambar styraciflua</i> 'Palo Alto' American Sweet Gum	
City Parking <i>Tipuana Tipu</i> Tipu Tree <i>Ginkgo biloba</i> Maidenhair Tree	



Source: City of Oxnard Downtown Street Tree Master Plan (2003)

City of Oxnard Downtown Strategic Plan (2005)

The 2005 Downtown Strategic Plan supercedes the Downtown District Master Plan (1996). The Specific Plan's study area occupies a portion of the Oxnard Transit Center District, the Civic Center District, the Plaza Arts and Entertainment District, and the "A" Street Retail District.

Goals

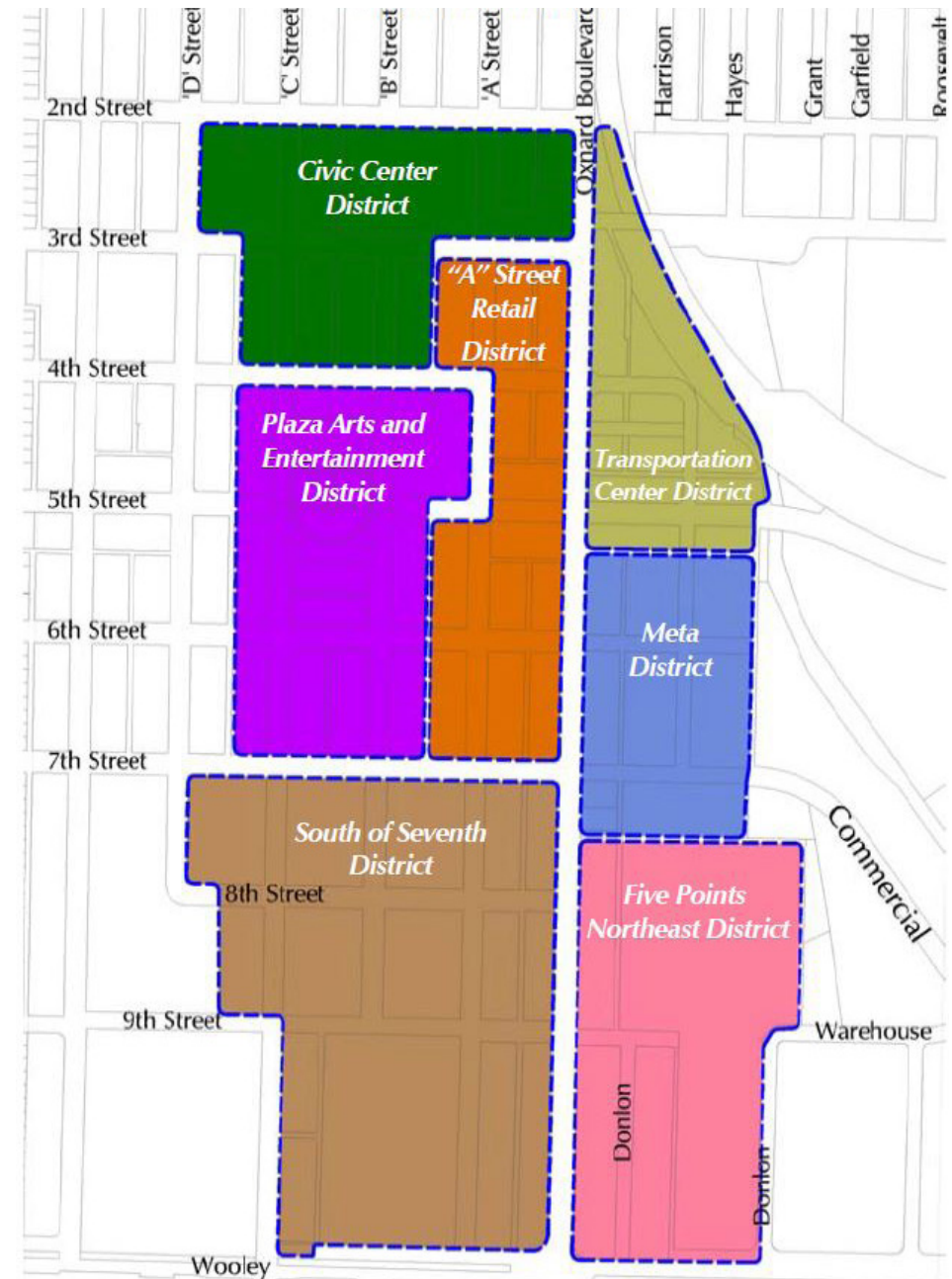
- **GENERATE A SENSE OF PLACE:** Implement strategies and projects that add coherence to Downtown Oxnard's inconsistent architectural and streetscape patterns.
- **INCREASE ECONOMIC VITALITY:** Encourage the development of new retail and office uses to add to the employment centers within and around Downtown.
- **IMPROVE PEDESTRIAN ACCESS:** A network of pedestrian paths is proposed throughout the downtown that includes attractive amenities such as improved crossing conditions.

Sub-Areas

- **CIVIC CENTER DISTRICT:** Intends to use the Civic Center's renovation project as a catalyst for new public and private office development
- **PLAZA ENTERTAINMENT AND ARTS DISTRICT:** Encourage and enhance existing and proposed arts and entertainment uses. Streetscape and pedestrian amenity improvements.
- **"A" STREET RETAIL DISTRICT:** Establish a typical "downtown, Main Street" corridor environment with a mix of 2- to 4-story retail and offices, live/work, and residential mixed-use. State Highway traffic intended to be rerouted from Oxnard Boulevard to Rice Avenue to reduce vehicle speeds and traffic volumes in the downtown.
- **OXNARD TRANSIT CENTER DISTRICT:** Encourage a service/restaurant plaza around the Oxnard Transit Center with ample public space for visitors.
- **META DISTRICT:** Establish a mixed-use urban neighborhood through the addition of medium-density infill residential and neighborhood-oriented retail development.
- **SOUTH OF SEVENTH DISTRICT:** Add new medium-high density residential infill developments to create an urban residential neighborhood.
- **FIVE POINTS NORTHEAST DISTRICT:** Utilize vacant properties along Oxnard boulevard to generate mixed-use infill developments.

PREVIOUS PLANNING EFFORTS

Downtown Districts



Source: City of Oxnard Downtown Strategic Plan (2005)

Downtown Oxnard Mobility and Parking Management Plan (2009)

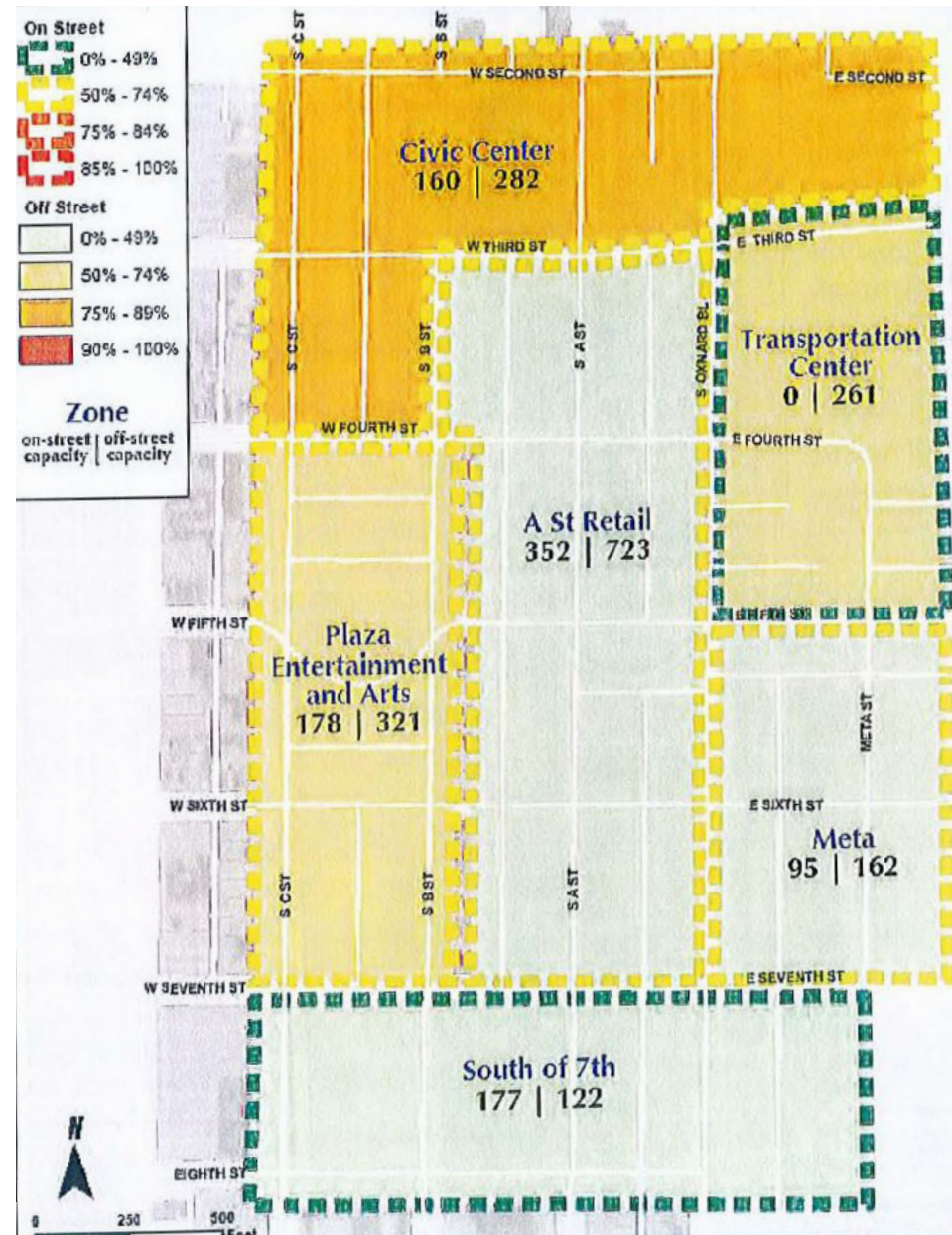
PREVIOUS PLANNING EFFORTS

The 2009 Downtown Oxnard Mobility and Parking Management Plan identifies a variety of recommendations to achieve a more efficient parking supply arrangement in the downtown area.

Recommendations

- **PARK ONCE STRATEGY:** Reconfigure the existing parking supply with shared structures that allow users to park once and walk to any of their destinations in the downtown.
- **REDUCE MINIMUM PARKING REQUIREMENTS:** Develop and implement an in-lieu fee to provide for shared parking facilities and reduce the total number of spaces required to meet actual demand.
- **INSTALL NEW PARKING METERS / INVEST METER REVENUES:** Monetize the available on-street parking locations for reinvestment in priority Downtown programs, such as pedestrian infrastructure improvements.
- **PROVIDE UNIVERSAL TRANSIT PASSES:** Universal transit passes increase the usage of multi transit line routes as well as overall transit ridership, increasing transit accessibility for employees and students of major employment/education nodes.
- **REQUIRE PARKING CASH OUT:** This mandates an equal subsidy be provided to employees who commute to work if that employer subsidizes off-street employee parking. This encourages employees to take transit or carpool to work.
- **CREATE A RESIDENTIAL PARKING BENEFIT DISTRICT:** Provide free parking permits for the surrounding residential neighborhoods to the residents and allow visitors to pay to use surplus street parking to prevent spillover parking demand on residential streets.
- **CONSTRUCT NEW PARKING STRUCTURE WHEN NEEDED:** Any new parking structures should be publicly owned and managed, and only constructed after the existing surplus parking supply is exhausted.

Peak Hour Parking Occupancy



Source: Downtown Oxnard Mobility and Parking Management Plan (2009)

City of Oxnard Bicycle & Pedestrian Facilities Master Plan (2011)

PREVIOUS PLANNING EFFORTS

The 2011 Bicycle & Pedestrian Facilities Master Plan supercedes an earlier plan of the same name from 2002 that builds upon prior attempts to improve bicycle and pedestrian amenities in the City of Oxnard. The Plan also includes recommendations from the Ventura County-wide Bicycle Master Plan (2007) and the County of Ventura Board of Supervisors Bicycle Vision (2005). If all recommended facilities are implemented, the proposed additions to bicycle and pedestrian networks were estimated to reduce Oxnard's vehicle miles traveled (VMT) by over 12,000,000 miles per year.

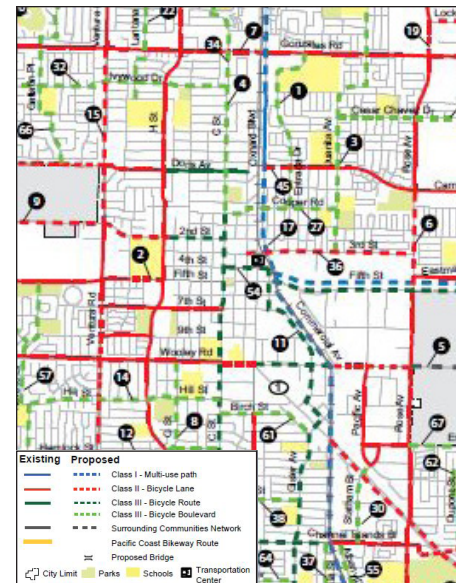
Goals

- **EXPAND BICYCLE/PEDESTRIAN FACILITIES:** Improve connectivity within the city through the expansion of new bicycle and pedestrian facilities and amenities.
- **CONNECT NETWORKS TO ACTIVITY CENTERS:** New and existing bicycle and pedestrian networks should connect to major activity centers (e.g., civic, employment, and retail centers).
- **IMPROVE BICYCLE/PEDESTRIAN SAFETY:** Introduce road design and policy interventions that improve the safety of cyclists and pedestrians.
- **PRIORITIZE ACTIVE TRANSPORTATION:** Increase the bicycle mode share in the city and elevate the priority of cyclists and pedestrians.

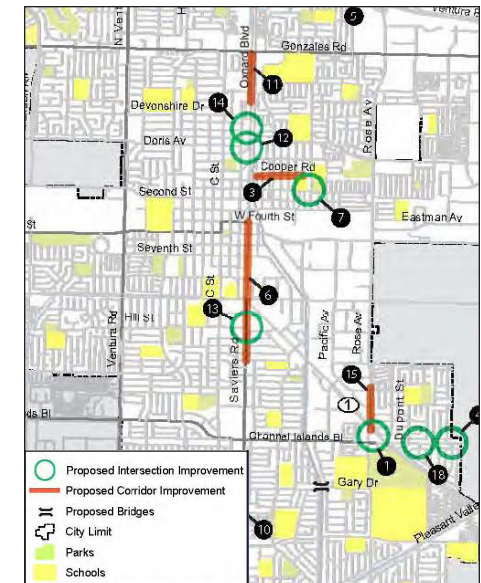
Sub-Areas

- **ENTRADA DR-GARFIELD AVE:** Introduce new bicycle boulevard facilities to intersect with existing and proposed bike lanes.
- **5TH ST:** Improve bike lanes with added bicycle facilities.
- **SNOW AVE-TORERO DR-LIMONERO PL- MARTIN LUTHER KING JR DR- JUANITA:** Introduce new bicycle boulevard facilities to intersect with existing proposed bike lanes.
- **C STREET-CANTERBURY WAY -COURTLAND ST:** Introduce new bicycle boulevard facilities to intersect with existing and proposed bike routes and boulevards.
- **WOOLEY RD:** Connect existing bike lanes with new bike facilities (lanes/routes) on unconnected segments
- **ROSE AVE:** Connect the gap in the existing bike lanes along Rose Avenue around 3rd Street.
- **OXNARD BLVD / CHANNEL ISLANDS BLVD / ROSE AVE:** Improve sidewalk on bridge and improve intersection of Rose / Oxnard
- **CHANNEL ISLANDS BLVD / MERCED AND EL DORADO:** Install missing sidewalk segment; stripe crosswalks across Channel Islands Boulevard

Prioritized Bicycle Projects



Prioritized Pedestrian Projects



Prioritized Corridor Projects

Project Name	Treatment	Quantity	Units	Unit Cost	Estimated Cost
Corridors					
Cooper Rd (Hayes Ave to Juanita Ave)	Crosswalk	8	EA	\$260 /each	\$2,080
	RRFB	1	EA	\$26,000 /each	\$26,000
	Subtotal				\$28,080
Oxnard Blvd (South of Vineyard to Oxnard Service Rd)	Sidewalk	370	FT	\$7.9 /foot	\$2,915
	Curb and Gutter	370	FT	\$33.8 /foot	\$12,506
	Curb Ramp	1	EA	\$6,500 /foot	\$6,500
	Subtotal				\$21,921
Oxnard Blvd (Gonzales Rd to A Street)	Sidewalk	1100	FT	\$7.9 /foot	\$8,667
	Curb and Gutter	1100	FT	\$33.8 /foot	\$37,180
	Crosswalk	1	EA	\$260 /each	\$260
	Subtotal				\$46,107
Oxnard Blvd (Orchard Pl to 101 Overpass)	Sidewalk	1370	FT	\$7.9 /foot	\$10,794
	Curb and Gutter	1370	FT	\$33.8 /foot	\$46,306
	Curb and Gutter Removal	1370	FT	\$10 /foot	\$14,248
	Intersection Geometry Modification	1	EA	\$1,300,000 /each	\$1,300,000
	Crosswalk	1	EA	\$260 /each	\$260
	Subtotal				\$1,371,608

Source: City of Oxnard Bicycle & Pedestrian Facilities Master Plan (2011)

DETOD Development Feasibility and Funding Options Report (2012)

The 2012 DETOD (Downtown East Transit Oriented District) Development Feasibility and Funding Options Report is a follow-up analysis of redevelopment opportunity sites in the northeast portion of Downtown Oxnard. This area was identified in the 2011 General Plan as a new “urban village.” The Report determined through a proforma analysis that the proposed land uses and development patterns were not feasible under assumed market conditions, but a variety of public and private initiatives could achieve revitalization goals in the long-term. The report recommended a 3-phased development approach around the Oxnard Transit Center, with immediate development to be concentrated nearest the center.

Goals

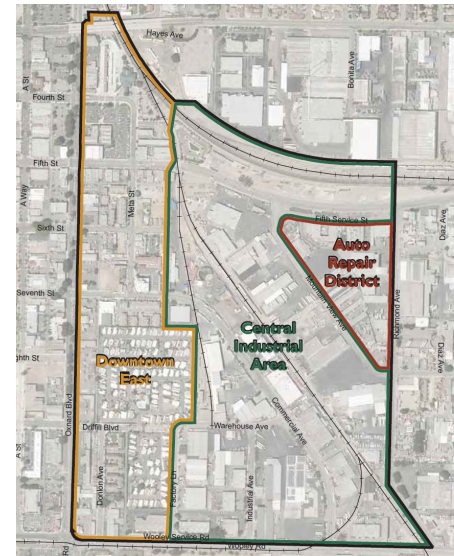
- **REDEVELOP UNDER UTILIZED SITES:** Introduce new development that is the highest and best use for lots that are currently vacant or under-performing.
- **ADD INFILL MULTIFAMILY HOUSING:** The report addresses the projected housing demand for the city by highlighting residential development opportunities.
- **ASSEMBLE ADJACENT PROPERTIES:** Combining adjacent parcels will ease the design challenge for new redevelopment projects, and will simplify land ownership in the future.

Downtown East Sub-Area

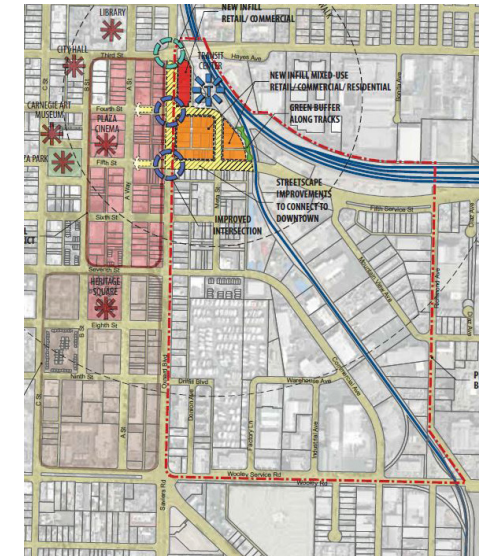
- **LAND USE:** High-density transit-oriented infill development projects to be built incrementally on vacant or underutilized sites. Minimal commercial along Oxnard Boulevard and Wooley Road. A green buffer between the Central Industrial Sub-Area
- **MOBILITY:** Streetscape and intersection improvements are proposed near the Oxnard Transit Center to promote a walkable environment. The report also suggested new streets in the southern portion of the sub-area to break up the major superblocks to the north and south of Eighth Street.

PREVIOUS PLANNING EFFORTS

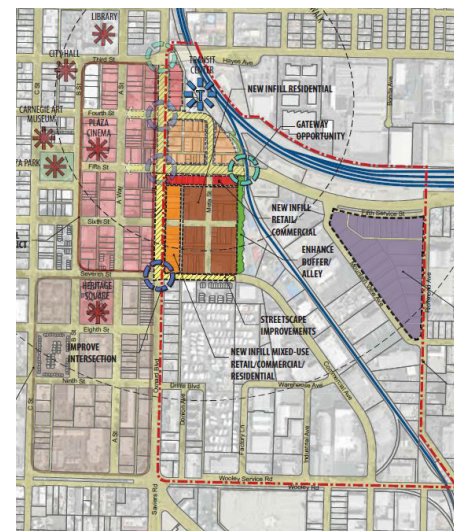
DETOD Sub-Areas



Downtown East Sub-Area Phase 1



Downtown East Sub-Area Phase 2



Downtown East Sub-Area Phase 3

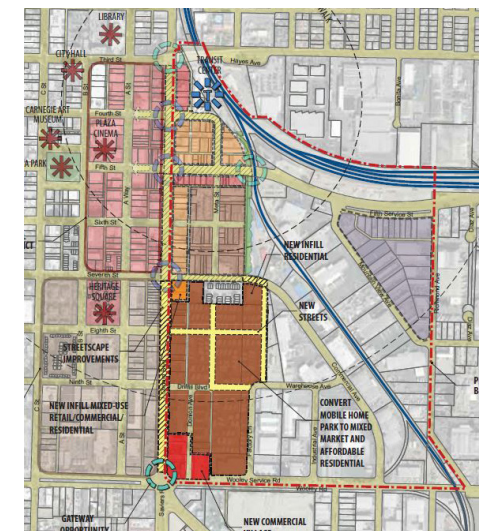


FIGURE 6
DETOD LAND USE AND PHASING PROGRAM: PHASE 3

Source: DETOD Development Feasibility and Funding Options Report (2012)

CNU Downtown Oxnard Vision Plan (2016)

PREVIOUS PLANNING EFFORTS

The 2016 Downtown Oxnard Vision Plan builds upon previous planning efforts to suggest phased reorganization of Oxnard Boulevard. This plan synthesizes multiple previous plans to generate priority projects for the downtown area.

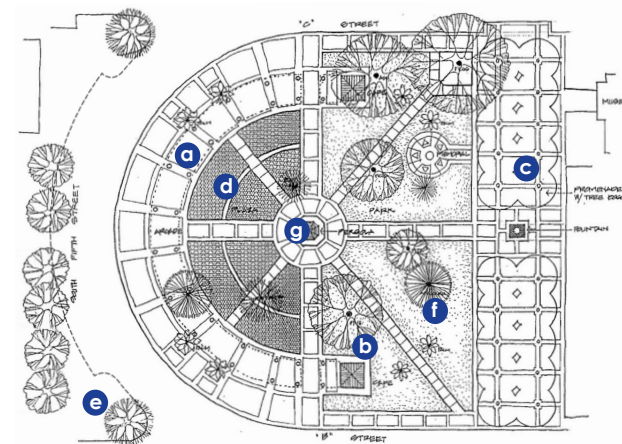
Goals

- **SUPPORT INFILL DEVELOPMENT:** Introduce new development that is the highest and best use for lots that are currently vacant or under-performing. A significant portion of this new development should be housing.
- **IMPLEMENT THE DOWNTOWN PARKING MANAGEMENT PLAN:** The report follows the 2009 Downtown Oxnard Mobility and Parking Management Plan's recommendations for a park once district and shared parking strategy.

Sub-Areas

- **OXNARD BOULEVARD:** Implement a phased approach to redevelopment along Oxnard Boulevard. Primary phase would include streetscape improvements and lane re-striping. Secondary phase would include medium-scale infill development. Final phase would include large scale infill development.
- **OXNARD / 3RD GATEWAY:** Introduce placemaking features on Oxnard Boulevard at the 3rd Street bridge to create a visual marker for entering downtown such as improved signage, murals, and landscaping.
- **A STREET:** Make A Street Downtown Oxnard's definitive "Main Street". Make the street the primary bike boulevard of downtown.
- **PLAZA PARK:** Improvements to Plaza Park include a new colonnade and pergola, new pavilions and kiosks, new pavement, and landscaping. Additionally, infill development around the park should be consistent with a high-quality "restaurant row".

Plaza Park Enhancements



Plaza Park Enhancements: The basic recommendation is to complete the 1993 Park Master Plan.

- a** New Colonnade/Pergola
- b** Small Flexible Pavilions/Kiosks
- c** Repaved/Landscaped Parking Plaza
- d** New Hardscaped Plaza
- e** Sidewalk/Corner Plazas
- f** Existing Park
- g** Existing Pagoda

1993 Plaza Park Master Plan

Oxnard Blvd Phased Transition



Phase 1: Street Reconfiguration: Narrower vehicular lanes support slower speeds and, counter-intuitively higher volumes of traffic.



Phase 2: Potential Mixed-Use Infill Development: Ground floor retail has a much better chance of success, with on-street parking and wider, more comfortable pedestrian spaces on the sidewalks.



Phase 3: Mixed-Use Infill up to 5 Stories: New taller buildings might be set back an additional 10 feet, providing 20 foot sidewalks, as found in many of the most successful, mature downtowns in the country.

A Street Proposed Condition



C A Street (Deodar Ave to 3rd St): New bike lanes (either colored green as shown or simply striped with white paint) along with new street trees in existing empty tree planters, new pedestrian-scale street lights, and new mid-block crosswalk with curb extensions and palm trees to mark the crossing. Such improvements could surely be made in phases, as funding allows.



D A Street (3rd St to 7th St): Back-in angled parking, landscape enhancements at mid-block crosswalks, bike corrals, and parklets can add life to A Street's retail environment.

Source: CNU Downtown Oxnard Vision Plan (2016)

Oxnard Corridor Community Transportation Improvement Plan (2016)

PREVIOUS PLANNING EFFORTS

The Oxnard Corridor Community Transportation Improvement Plan (OCCTIP) was adopted in 2016 as part of CalTrans' Community-Based Transportation Planning Program, Catalyst Project for Sustainable Strategies Pilot Program. The OCCTIP helps to achieve the goals of the Oxnard General Plan, AB 32, and SB 375. OCCTIP does this by converting vehicle-priority roads to walkable "main streets." The Plan establishes 8 road segments of focus; Segments 4 and 8 are entirely or partially within the HQT Pilot Project Area.

Corridors

- **STATE ROUTE 1 (PACIFIC COAST HIGHWAY):** A 656-mile north-south route and is part of the California Scenic Highway System.
- **OXNARD BOULEVARD:** The principal entrance to Oxnard from both the north and south and functions as a primary arterial.
- **STATE ROUTE 232 (VINEYARD AVENUE):** A four-mile north-south route that extends from Oxnard Boulevard to State Route 118 within Ventura County.
- **VINEYARD AVENUE:** Provides an important connection between Route 101 and central Oxnard via Oxnard Boulevard.
- **FIFTH STREET:** The principal east-west street serving the Central Business District of Oxnard and eastward across the Oxnard Plain for 12 miles.

SEGMENT 4 - Oxnard Boulevard (Downtown) between 2nd Street and Five Points

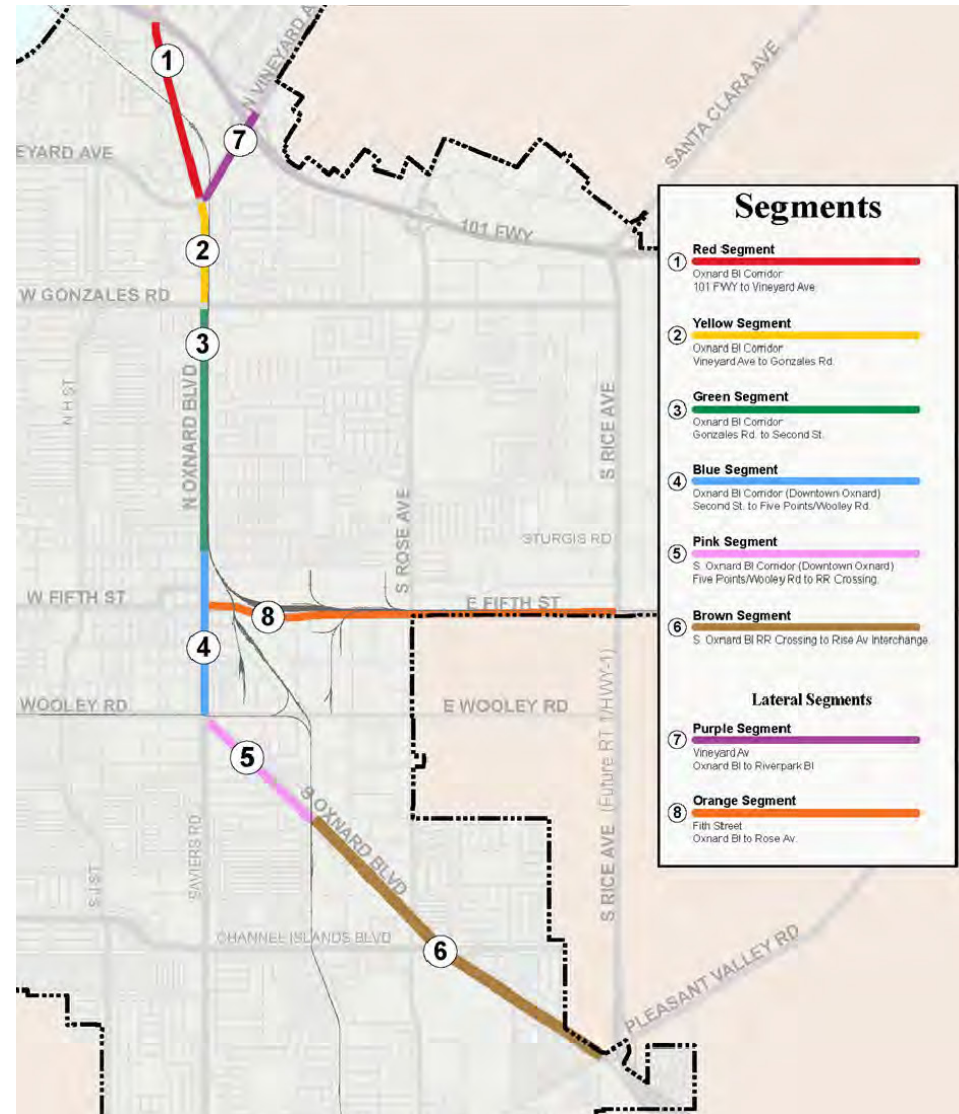
- **Existing Conditions Summary:** This segment is a 4 lane corridor in Downtown Oxnard with a raised landscaped median, sidewalk on both sides, no bicycle facilities, and no transit stops. Building frontages are directly behind the back of walk. There are a number of driveways and the available right-of-way is limited.
- **Recommendations Summary:** This section focuses on the downtown corridor and includes "Complete Streets" and "Options for Capital Improvements." Shared bike lanes, wide sidewalks, cross walks, reduction of the median, bus stops and narrowing the through-way from four- to two-lanes are among the options that will be ultimately decided by the City of Oxnard.

SEGMENT 8a - Fifth Street between Oxnard and Rose Avenue

- **Existing Conditions Summary:** This segment has four lanes with sidewalk on both sides up to the rail crossing. There is sidewalk on the southern side until Mountainview Avenue. There are no bicycle facilities or continuous pedestrian facilities.
- **Recommendations Summary:** This section focuses on "Complete Streets" and "Options for Capital Improvements" in central Oxnard. Shared bike lanes, sidewalks, cross walks, bus stops and widening Fifth Street from two- to four-lanes are all recommended improvements. These improvements will result in increased connectivity and additional capacity along the industrial corridor.

Oxnard Vision Plan

OCCTIP Segment Overview Map



Source: Oxnard Corridor Community Transportation Improvement Plan (2016)

Oxnard Downtown Code (DRAFT, December 2018)

The December 2018 draft of the Oxnard Downtown Code document represents a comprehensive update to development standards for new construction in the Downtown. The plan divides Downtown Oxnard into three zones: Downtown Core (DT C), Downtown General (DT G), and Downtown Edge (DT E).

Goals

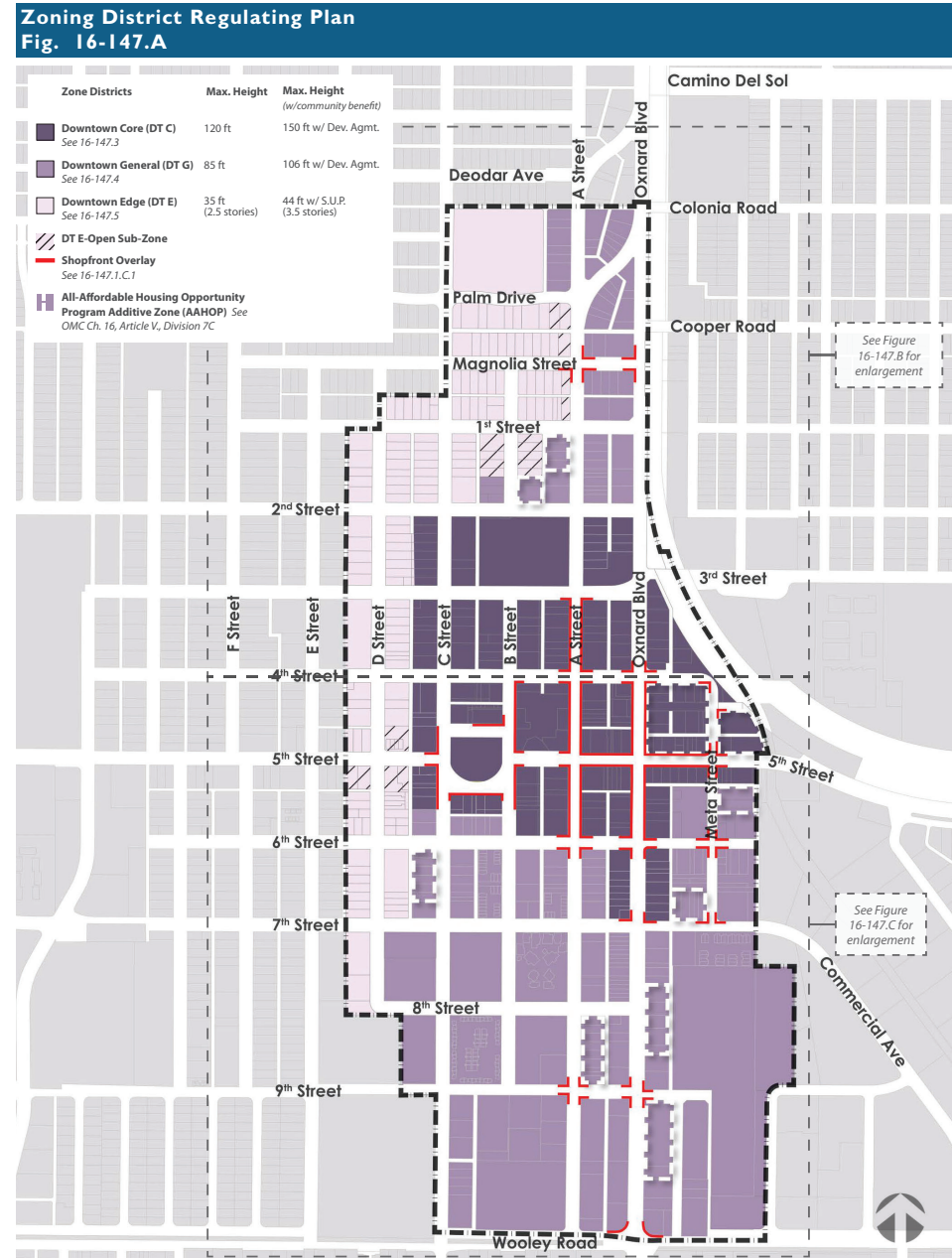
- **CREATE A VIBRANT DOWNTOWN:** Institute development standards that generate appropriately-scaled buildings that serve as vibrant social and commercial focal points within walking distance of many homes and transit.
- **DEVELOP THE NEIGHBORHOOD CHARACTER:** Use subzones to institute stricter development standards where necessary to preserve existing character, and more lenient standards where necessary to distinguish an area lacking character.

Zones

- **DOWNTOWN CORE (DT C):** DT C zone is the highest density zone in the Draft Code and is generally clustered around the Oxnard Transit Center and Plaza Park. This zone is characterized by lively, pedestrian-oriented retail, restaurant, service, and art gallery ground floor uses, with housing and offices on upper floors or behind shopfronts lining the street. On historic "A" Street between 3rd and 6th streets service and office uses are not allowed. Building facades are simple and planar, with many ground-floor shopfronts set on or very near the lot lines, with simple arrangements of recessed window openings stacked above the shopfronts. This arrangement follows TOD best practices and helps create an attractive, dynamic street presence for pedestrians. Building heights can be up to 120 feet tall, or 150 feet tall when community benefits are included.
- **DOWNTOWN GENERAL (DT G):** This zone is characterized by a mix of non-residential ground floors frontages with shopfronts and residential ground floors set back behind pedestrian-oriented frontages and resident/visitor access via dooryards, stoops, and spacious lobbies. Buildings can be up to 106 feet tall when community benefits are included.
- **DOWNTOWN EDGE (DT E):** This zone is characterized by a mix of housing types with residential ground floors setback behind pedestrian-oriented frontages with resident and visitor access via dooryards, stoops, and porches. Buildings can be up to 3.5 stories in height when community benefits are included.

PREVIOUS PLANNING EFFORTS

Sub-Areas Map (DRAFT, December 2018)



Source: Oxnard Downtown Code (DRAFT, December 2018)