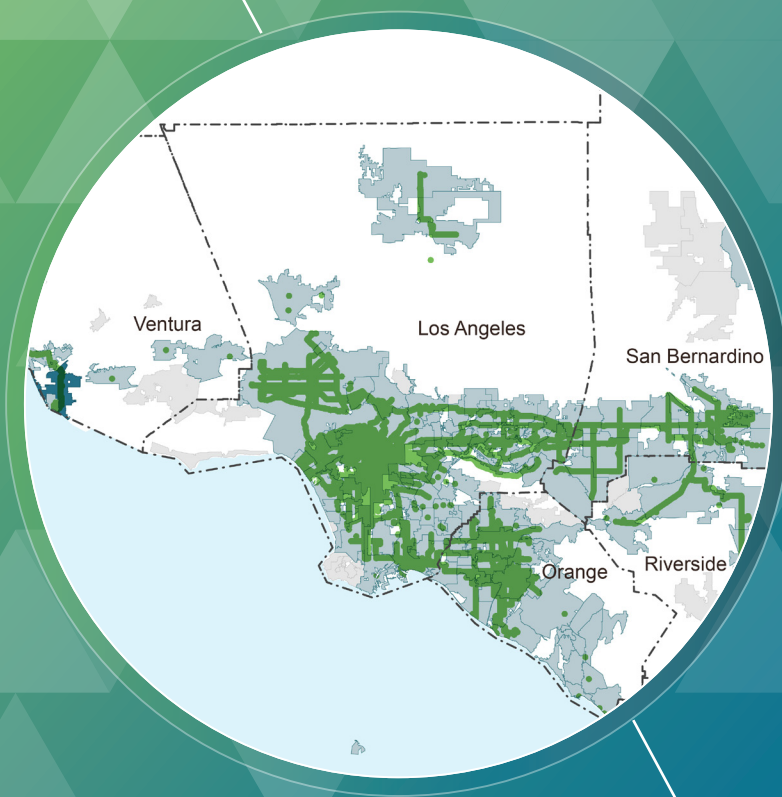


Appendix

A - Existing Conditions Inventory

B - HQTA Toolkit

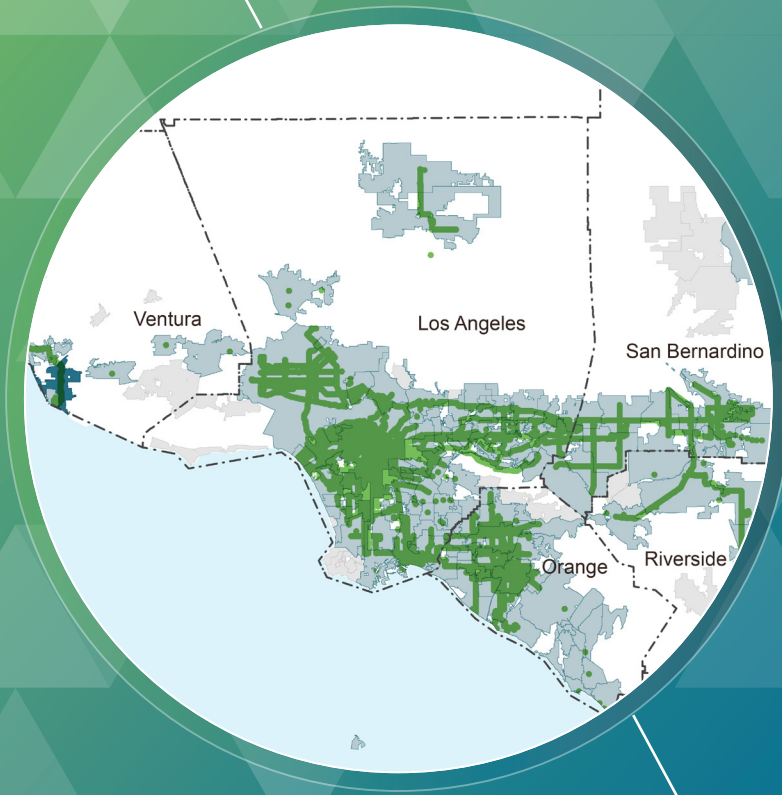


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Appendix A

Existing Conditions

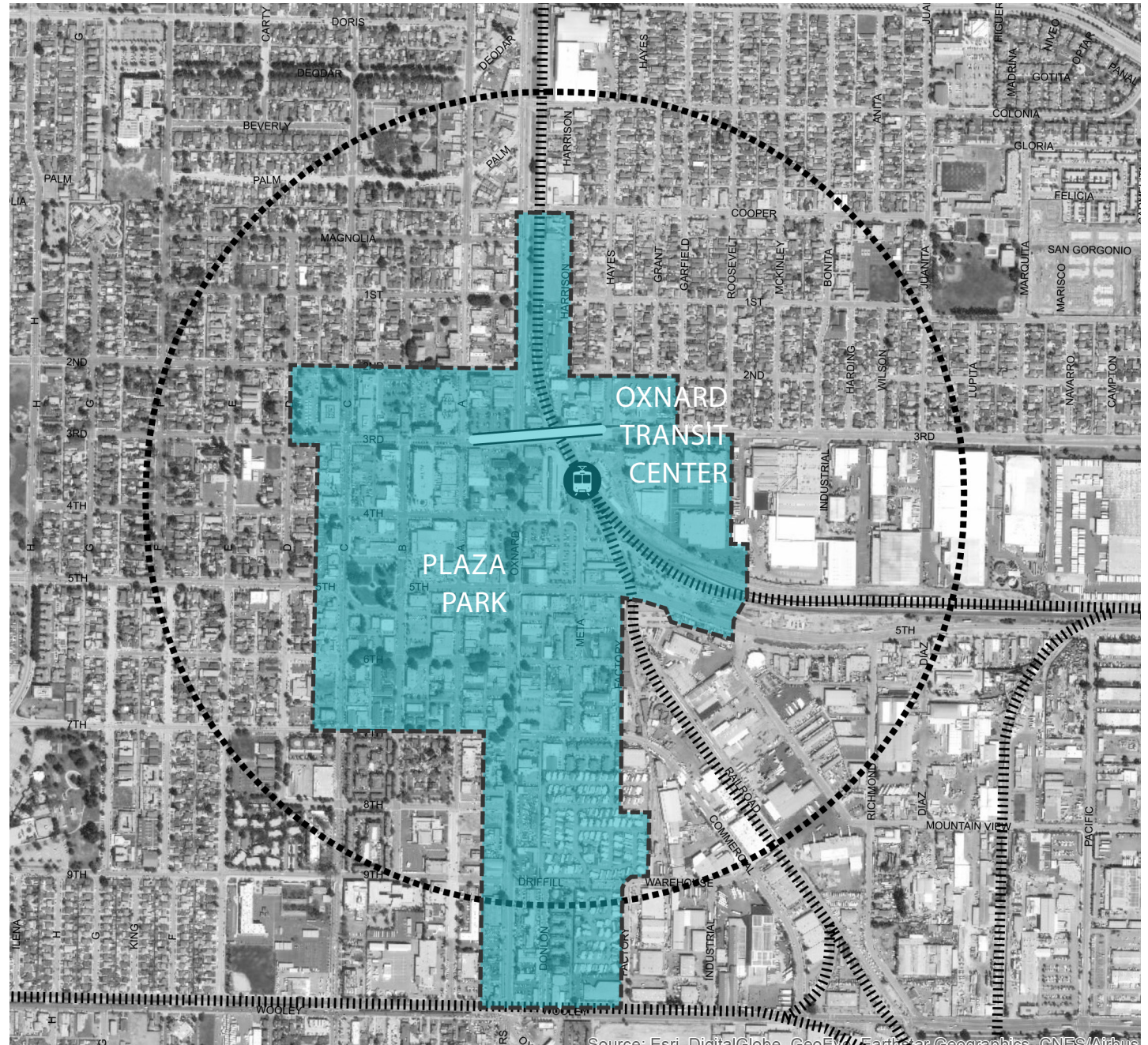
Inventory



Project Area

- A Street, 5th Street, and Highway 1 as major corridors
- Mountain View Corridor could be added

EXISTING CONDITIONS INVENTORY



Transportation Center



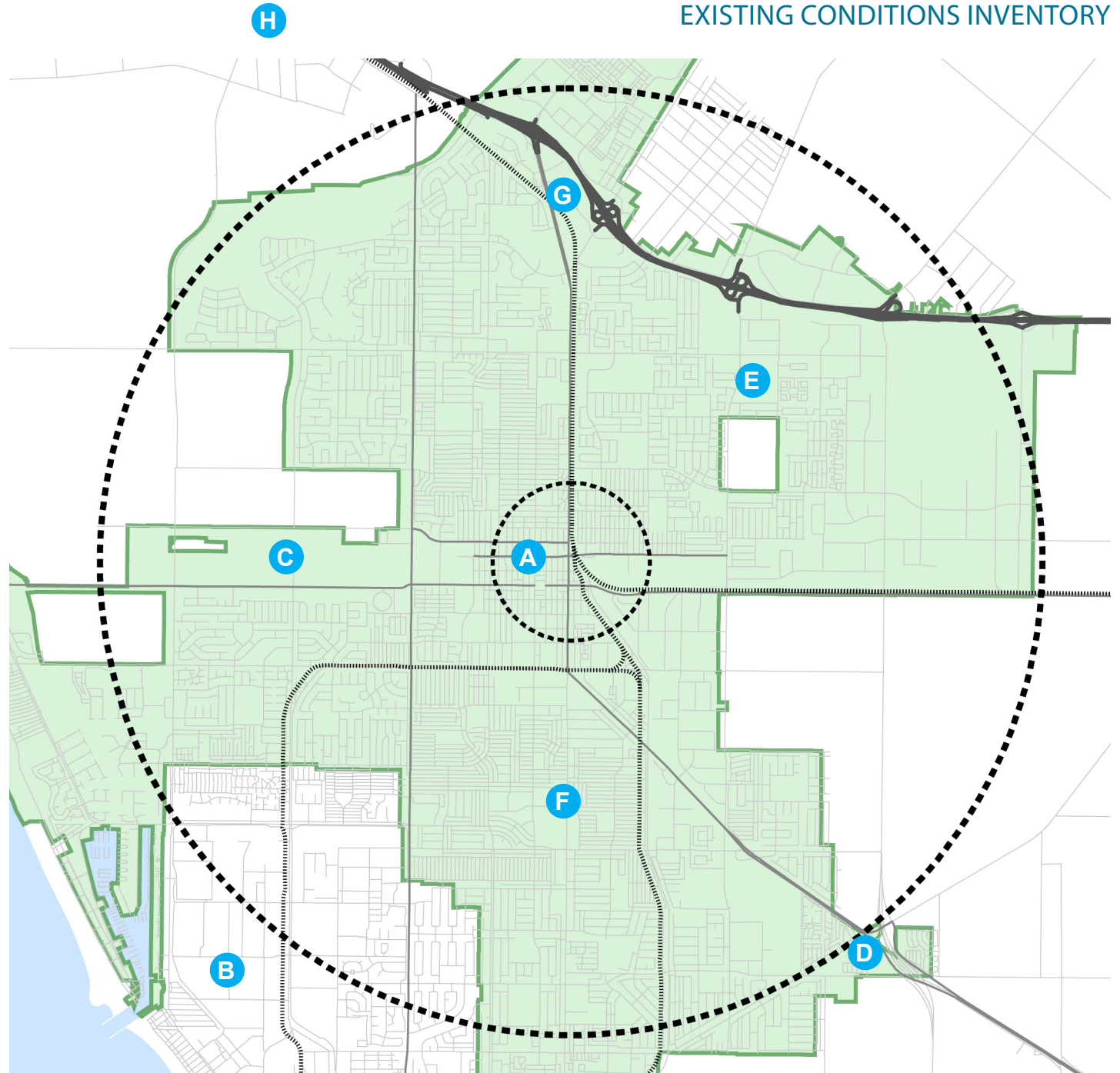
1/2 mile area

Source: ESRI

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus

Activity Centers

- A** Civic Center
- B** Naval Base
- C** Oxnard Airport
- D** Oxnard College
- E** St. John's Regional Medical Center
- F** Centerpoint Mall
- G** Esplanade Shopping Center
- H** Ventura Transit Center



Source: Gold Coast Transit

Demographic Profile

EXISTING CONDITIONS INVENTORY

OXNARD – MetroLink Station

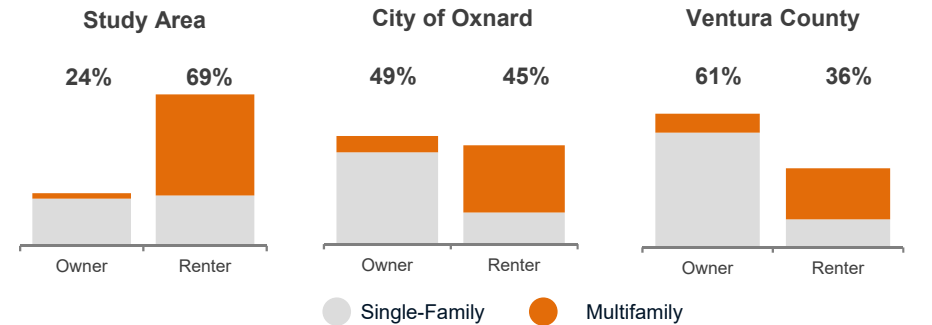
DEMOGRAPHIC PROFILE

- **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

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

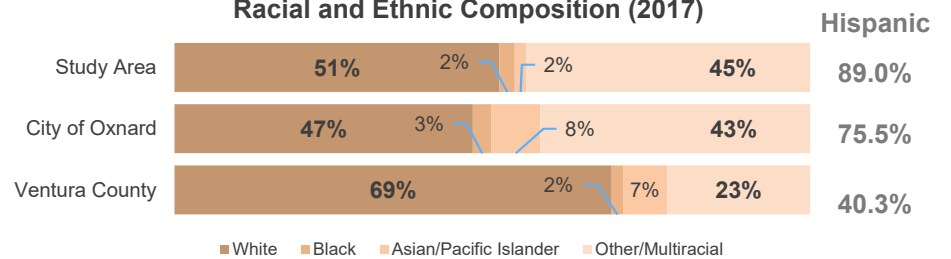
HOUSING TENURE (2016)



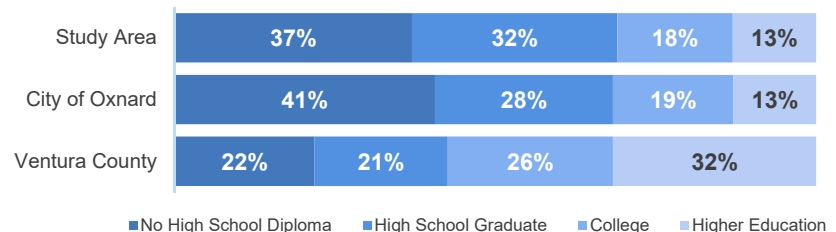
MOBILITY (2016)

	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)



* HR&A Advisors, Inc.

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

Employment Profile

OXNARD – MetroLink Station

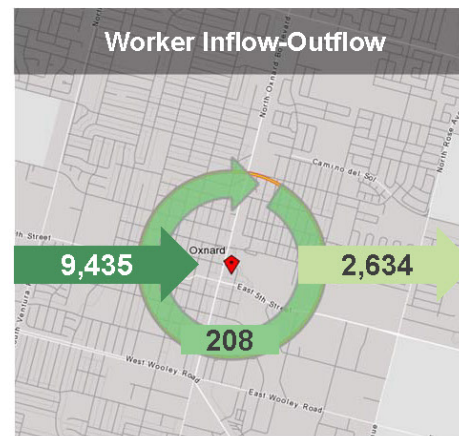
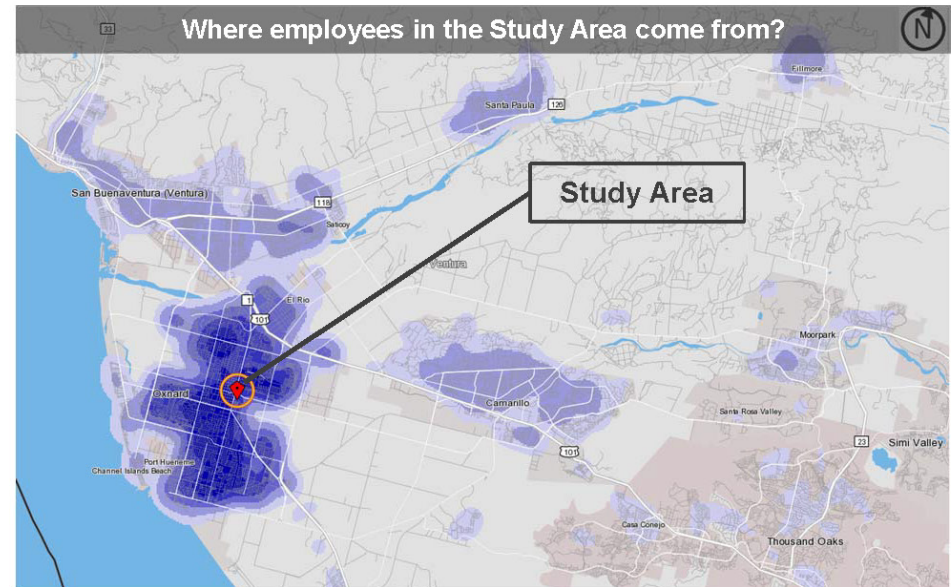
EMPLOYMENT PROFILE

- The Study Area is a major job center with **9,600+ jobs**, includes the City's Central Business District, and constitutes nearly 16 percent of Citywide jobs.
- Nearly **98 percent** 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.
- City of Oxnard has been a **hub of mineral and natural gas extraction historically**, and the Natural Resources sector is one largest employment sectors.

EMPLOYMENT (2015)	Study Area	City of Oxnard	Ventura County
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			
	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.

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



*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, **Other** includes other services (excluding public administration).

OXNARD – MetroLink Station

EMPLOYMENT TRENDS

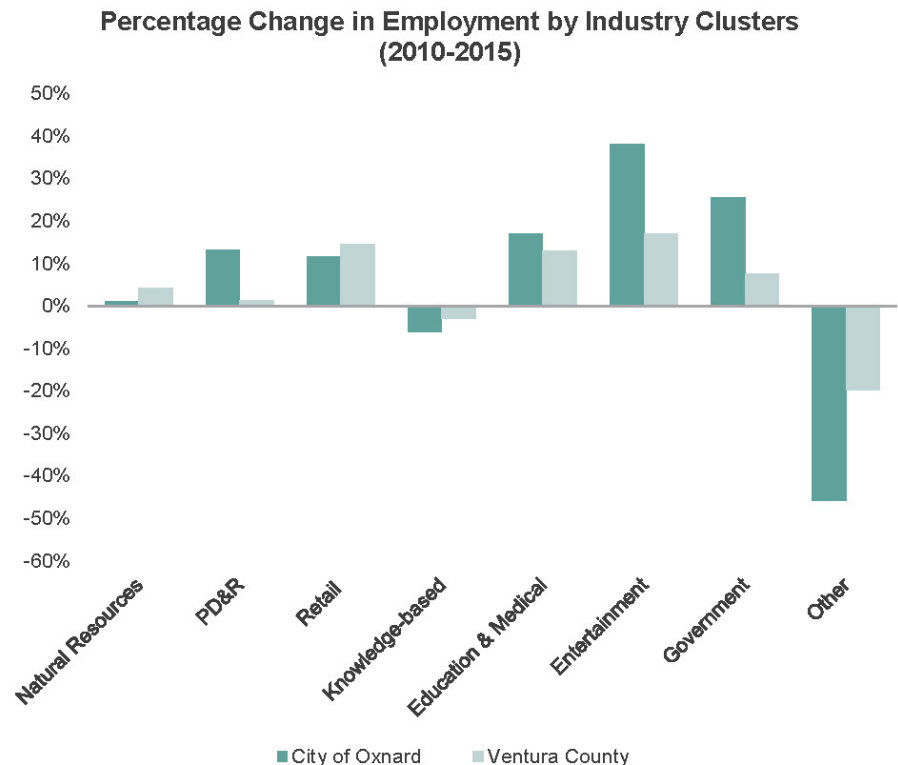
- The Study Area along with the City and the County have gained jobs between 2010 and 2015. **The Study Area has witnessed 22 percent net gain in jobs** between 2010 and 2015. However, some of this gain may be due to **relocation of jobs within the City.**
- **The City has gained most jobs in the Education and Medical sector, followed by Government sector. The fastest growing employment sectors in the City and the County are Entertainment, followed by Government and 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.
- Although the Study Area has added nearly 2,000 new jobs, many of them are in the low employment-density sector of PD&R. Establishing an HQTA could be an appropriate opportunity to encourage higher employment density sectors, such as knowledge-based industries to relocate to the area. The HQTA 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.

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



Sources: LEHD

Metrolink Station

EXISTING CONDITIONS INVENTORY

- 110 spaces; 3 handicapped spaces
- Utilization of Parking Lot? Future Demand?
- Origin/Destination studies?
- Ridership?
- 3 outbound Metrolink Trains/day; 1hr 15 mins to LAUS; new service to Santa Barbara
- Ventura line 802 weekday boardings/day, decline from 955 in 2012-2013







ers and other items in the 3D viewer

Source: ESRI

Sidewalks

EXISTING CONDITIONS INVENTORY

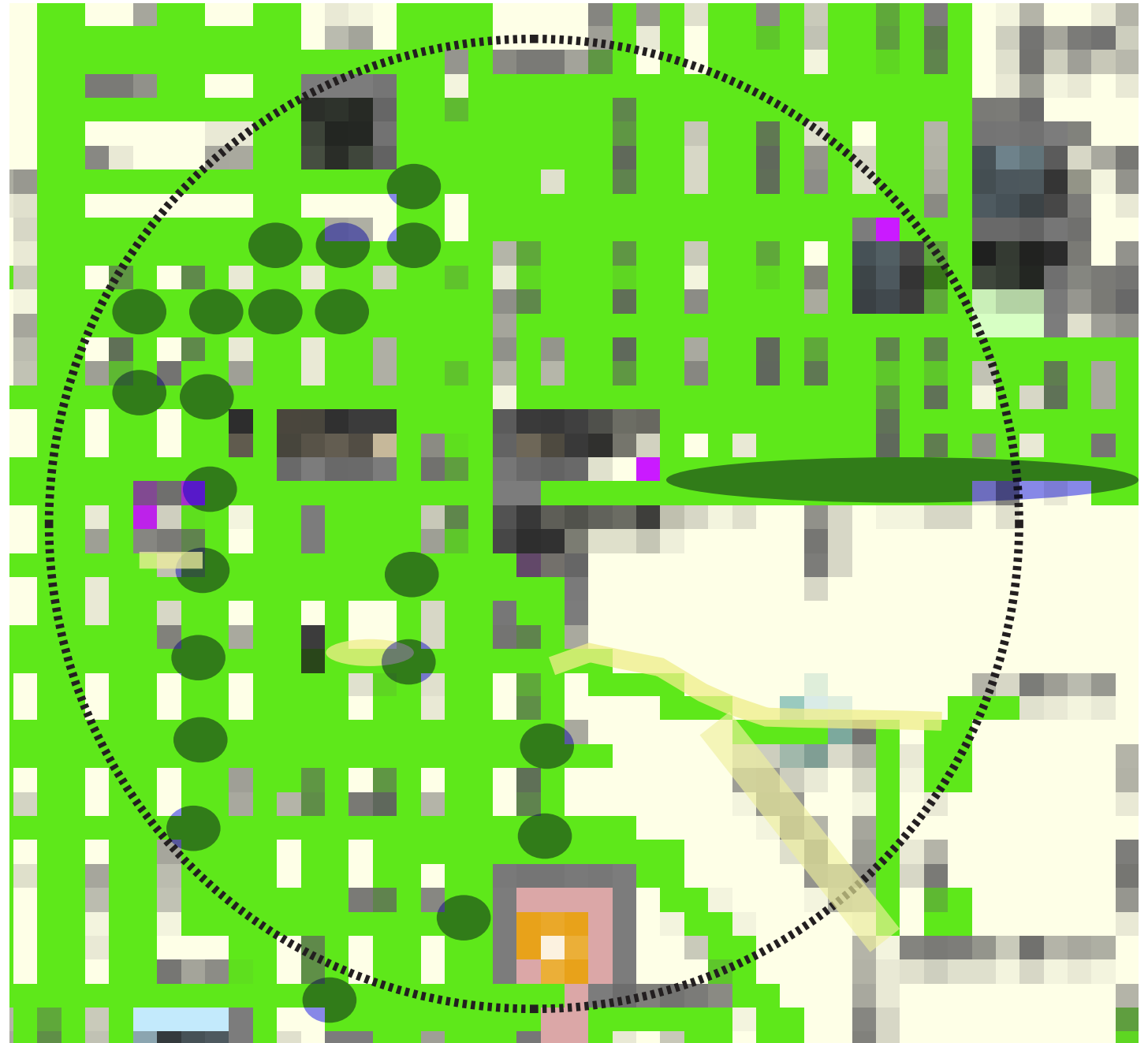
- Several intersections downtown without striped crosswalks
- Limited connections to Mountain View Industrial
- Typical sidewalk is 5' wide

-  Crosswalk Gap
-  Sidewalk Gap
-  Sidewalk
-  Crosswalk

0 500 1,000 2,000'

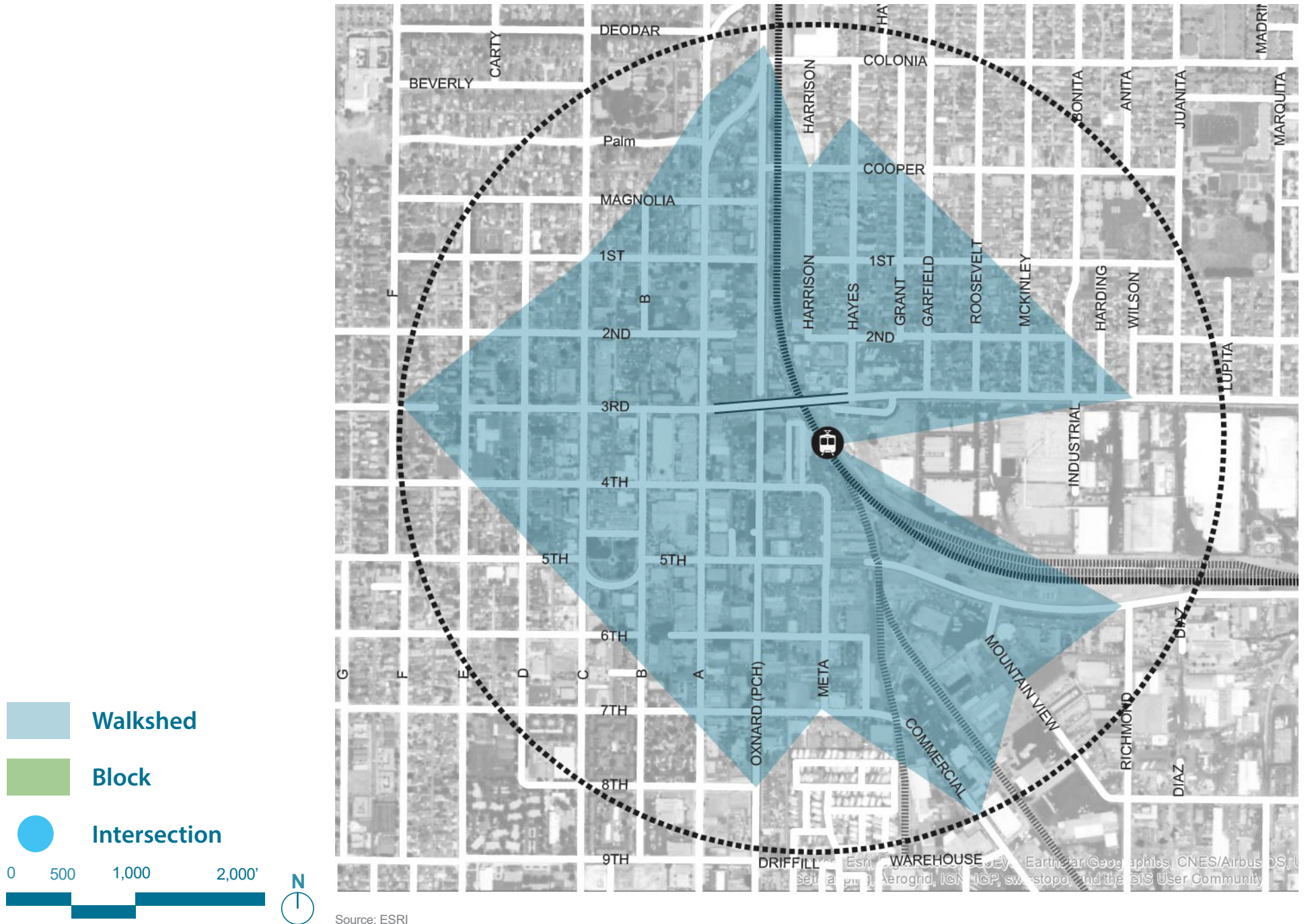


Source: Oxnard Sidewalk Survey, 2015



Walkshed and Connectivity

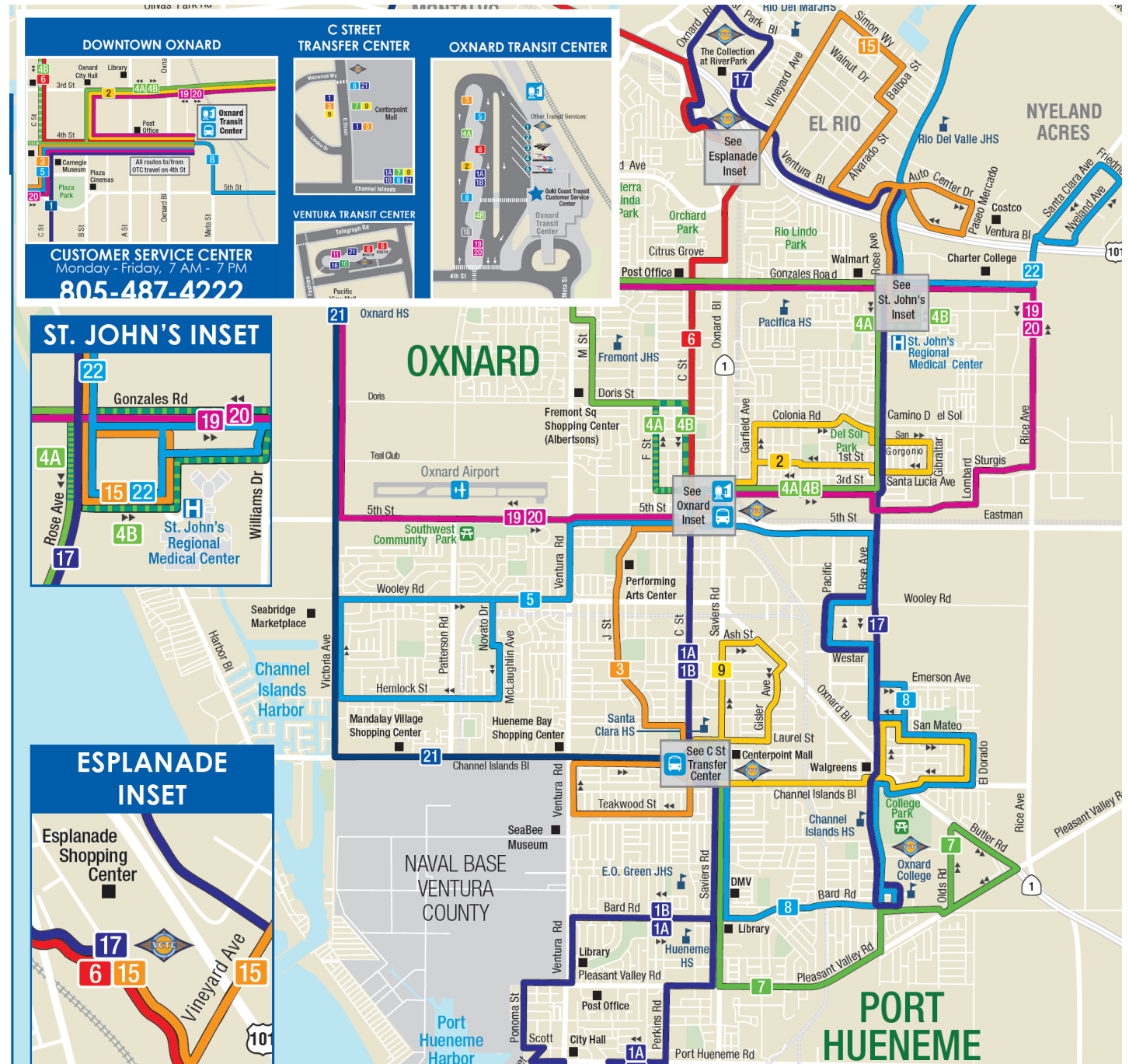
EXISTING CONDITIONS INVENTORY



Public Transportation - Gold Coast Transit

EXISTING CONDITIONS INVENTORY

- 10 bus lines at Transportation Center
- Peak frequencies 40+ minutes for many routes



Bicycle Facilities - Existing and Proposed

EXISTING CONDITIONS INVENTORY

- No bike routes proposed for Highway 1
- 3rd Street Class II route stops at A Street
- No Class II bicycle connections to station

Existing

— Class II

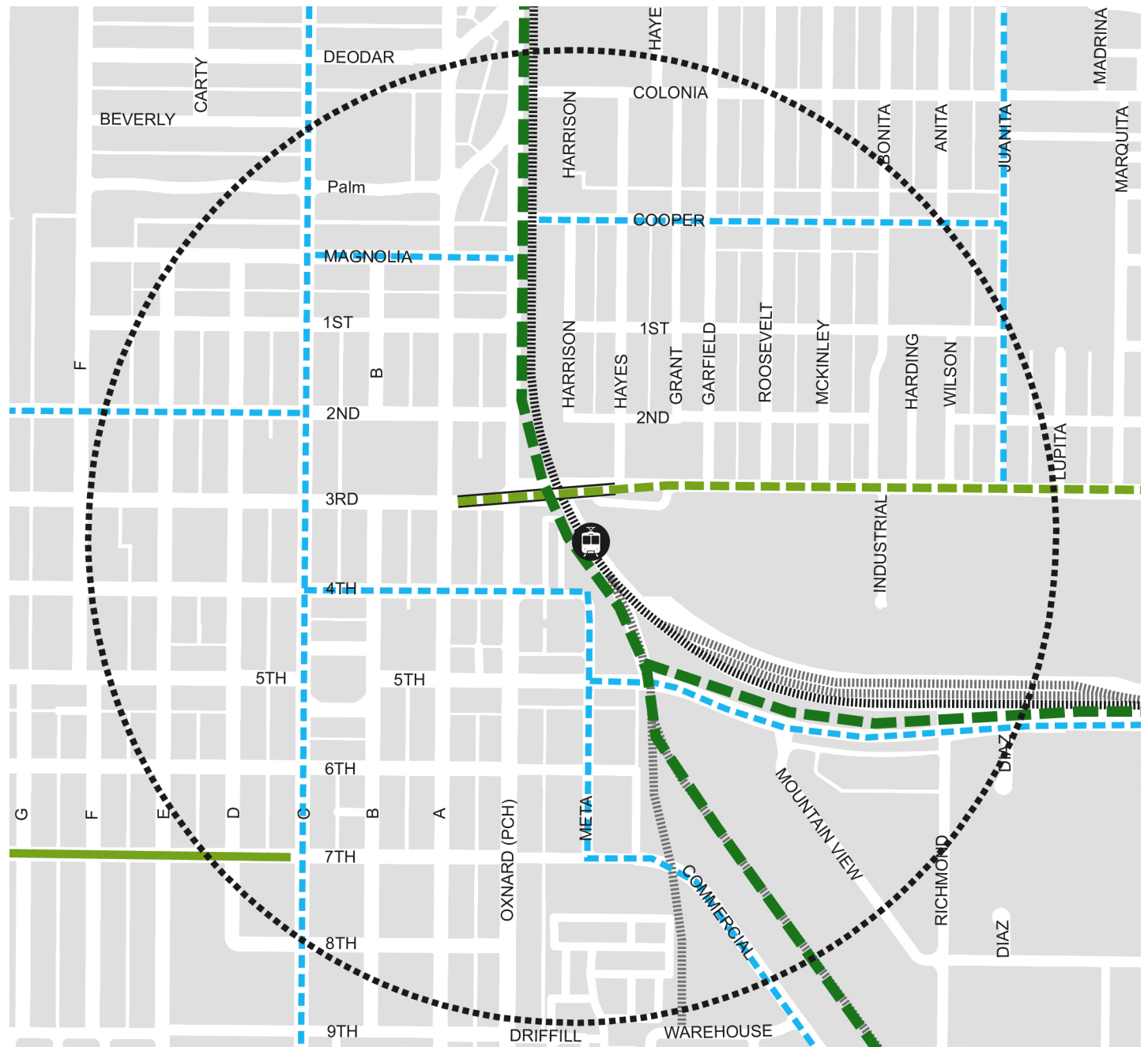
Proposed

--- Class I

--- Class II

--- Class III

0 500 1,000 2,000'



Source: City of Oxnard Bicycle and Pedestrian Facilities Master Plan, 2012

2.3 Colonia Road | Bicycle Connectivity

To the north of the recommended 3rd Street bridge and library gateway, Deodar Avenue and Palm Drive offer a different type of gateway to A Street. They were originally configured as the northerly access to A Street, mirroring the South Oxnard Boulevard straight shot into A Street at Six Points (now Five Points). The 1993 Downtown District Master Plan recommended enhancing these existing assets to provide another way to entice motorists to enter the Downtown, and that is still a good idea.

And there is an additional opportunity at this location. Immediately to the north of Deodar is Colonia Road, and connecting from Oxnard Boulevard to A Street and aligned with Colonia Road is a largely unused public alley. This looks like an opportunity to address, in a small way, the long-standing perception, and reality, of a lack of connection between the La Colonia community on “the wrong side of the tracks” and Downtown Oxnard and it’s historically more advantaged neighborhoods. We recommend the following:



Existing Condition: The intersection of Oxnard Boulevard and Colonia Road look like exactly what it has historically been - a road for trucks to get to and from packinghouses and the gateway to the poorest neighborhoods of Oxnard. It can be transformed to be a beautiful pedestrian and bicycle connection from a neighborhood with many pedestrians and bicyclists to the rebounding city center.

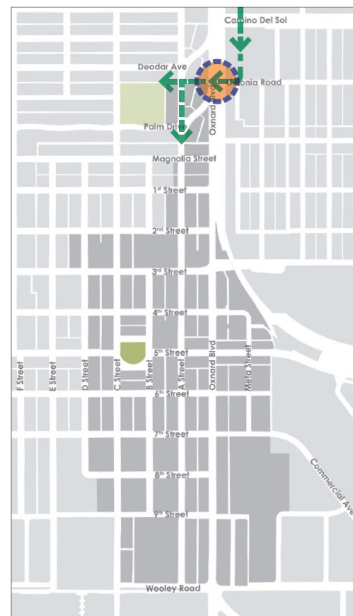
Colonia Rd Bicycle Connectivity to 'A' Street



Recommended Linkage: The Class I bikeway on the east side of the UPRR is extended south to Colonia Road, a two-way cycle-track connects to and across Oxnard Boulevard, and the existing alley to A Street is landscaped and paved as a multi-use path for pedestrians and bikes. This connects to new Class II bike lanes on A Street, and onward south to Downtown. The alley east of A Street could also be improved as a better access to Wilson Park. And, link these recommendations with Existing and Planning City-wide Bicycle and Pedestrian Facilities.



Gateway Elements: A simple gateway device could transform an unused alley to a signpost for Downtown.



Key Plan

1. Extend the Class I bikeway on the east side of Oxnard Boulevard and the railroad from its present southerly terminus at the future Camino del Sol, to Colonia Road. This would require a right of way agreement with the railroad and/or owners of the adjacent packing house property.
2. Construct a two-way cycle track along the north side of Colonia Road from the Class I bikeway to Oxnard Boulevard, expand the crosswalk there to include bike lanes to the west side, and improve the unused alley as a multi-use trail from Oxnard Boulevard to A Street.
3. Modify the curb extensions and improve the crosswalk at A Street to connect the alley trail to new Class II bike lanes on A Street, connecting south to Downtown.
4. Optionally, improve the landscape and signage in the curving sections of Deodar and/or Palm, to make it plain that these are gateways to Downtown Oxnard. There are many routes to Downtown, and making them appear more promising to passersby on the Boulevard may be the most effective single strategy for revitalizing the Downtown.

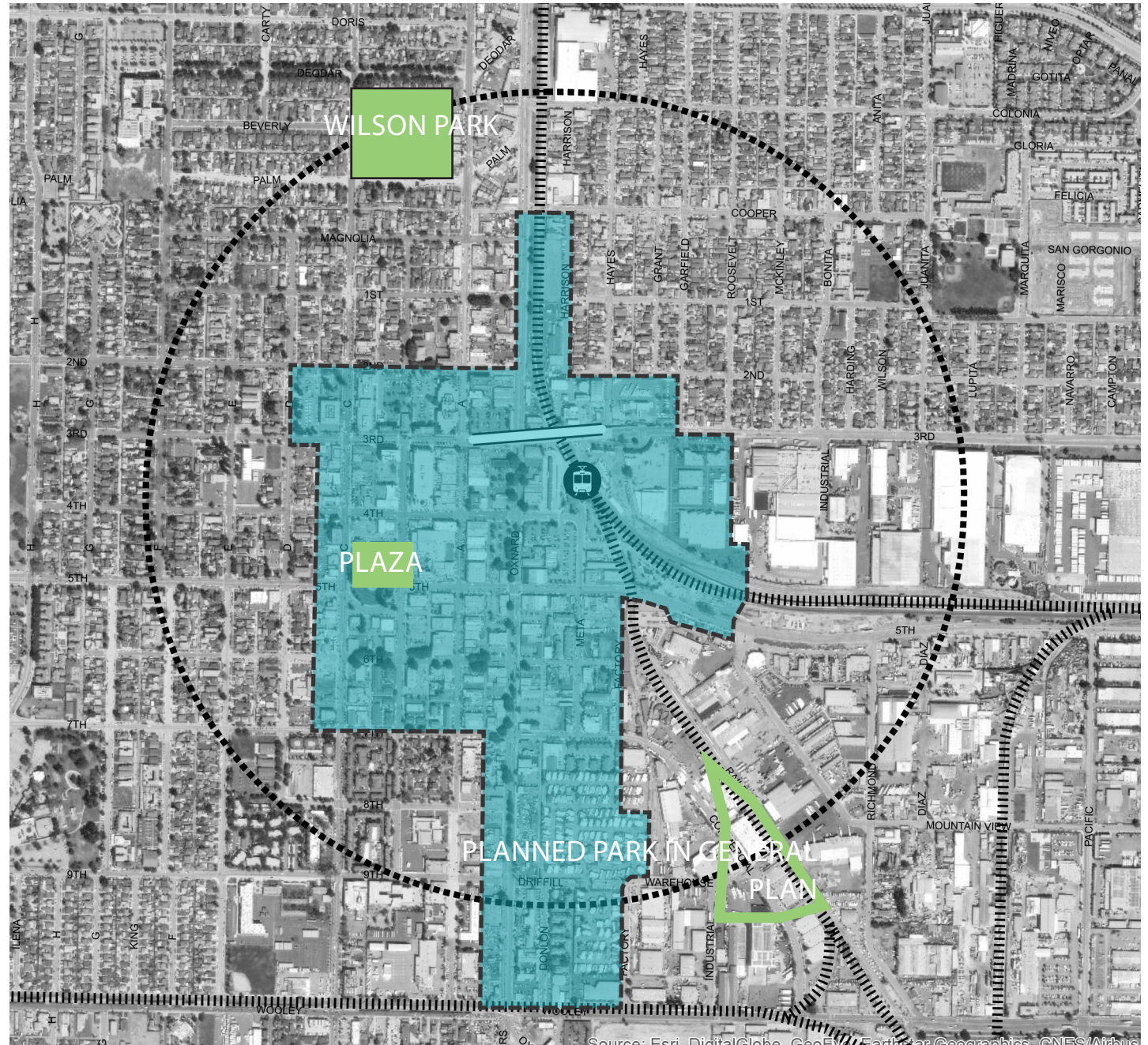


Figure 4

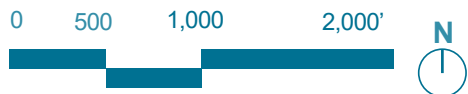
Open Space

- Large park planned at end of rail spur in Mountain View Industrial district
- Opportunity for pocket parks, privately-owned public space (POPS)
- Inconsistent mature street tree canopy

EXISTING CONDITIONS INVENTORY



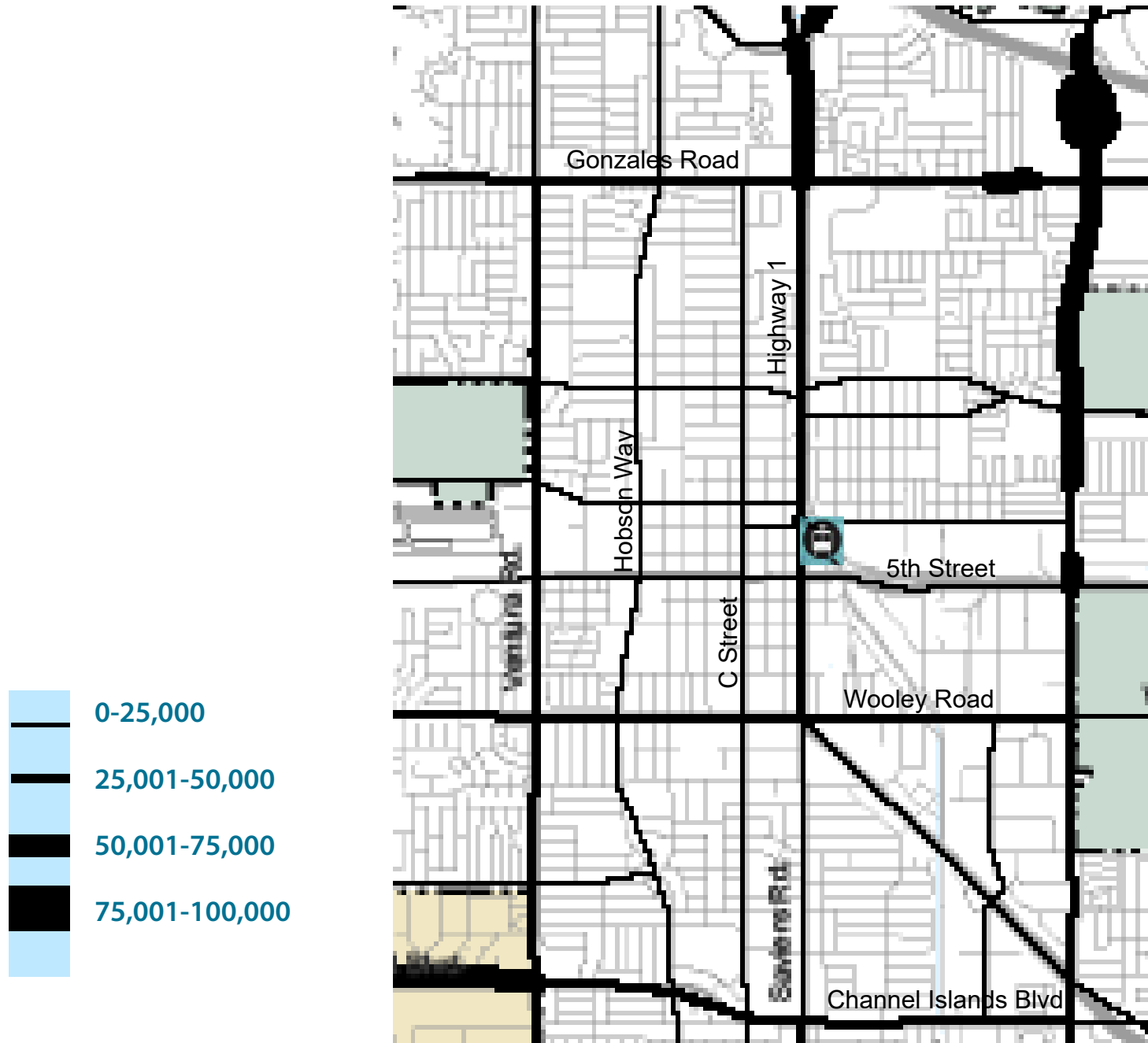
 Open Space / Plaza



Source: 2030 Oxnard General Plan

Traffic Volumes

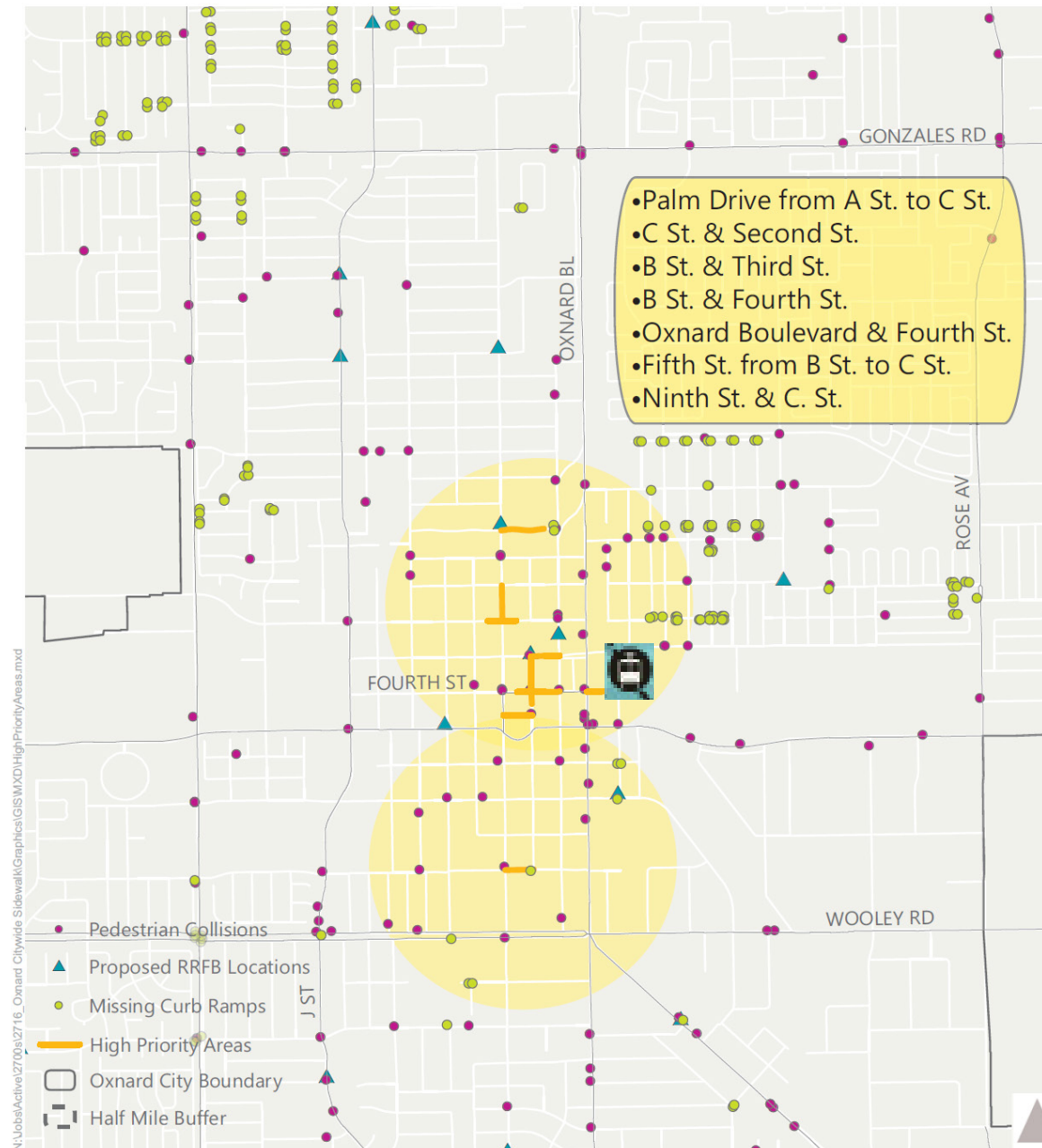
EXISTING CONDITIONS INVENTORY



Source: City of Oxnard 2030 General Plan EIR

Collisions and “High Pedestrian Demand Areas”

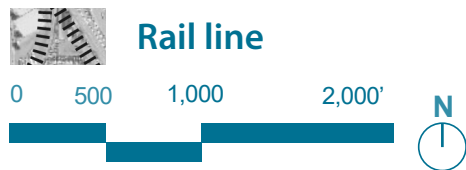
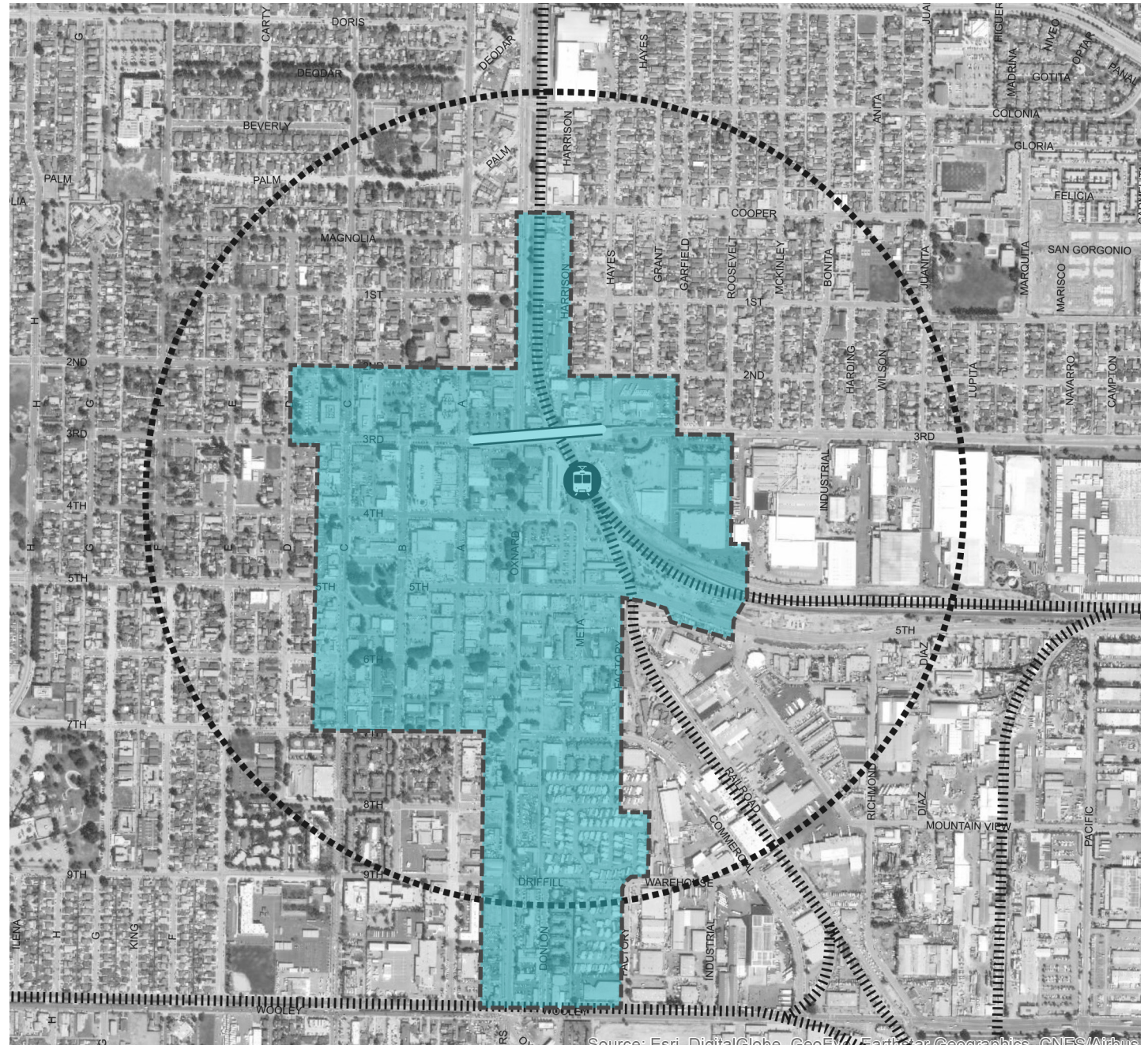
- 5th Street has high incidence of pedestrian/vehicular collisions
- 4th Street noted as a “high priority area”



Source: Oxnard Sidewalk Survey, 2015

Rail Lines and Truck Routes

- What is the utilization of rail spurs in project area?
- Potential for bike corridors, rails to trails



Source: ESRI

Major Corridors - Oxnard Boulevard/Highway 1

EXISTING CONDITIONS INVENTORY

CHAPTER 2: VISION PLAN

CHAPTER 2: VISION PLAN | CITY OF OXNARD + CNU - CALIFORNI



a Existing Condition: Two very wide, fast vehicular lanes northbound and southbound, armored raised medians with Australian Paperbark trees, no on-street parking, and sidewalks in most cases either obstructed and lifted by very large Ficus trees or lacking street trees entirely.

Oxnard Boulevard Transformation



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.



Key Plan

Source: CNU Design Charrette, 2016

Major Corridors - A Street



Public Frontage Character: describe

'A' Street Transformation



a Existing Condition (north 'A' St): North of 3rd Street, A Street is a very wide two-lane roadway, generally lacking street trees and pedestrian activity.



b Existing Condition ('A' St Downtown): Two travel lanes and angled parking have been restored to A Street south of 3rd, but more business activity and street beautification are needed.



Key Plan



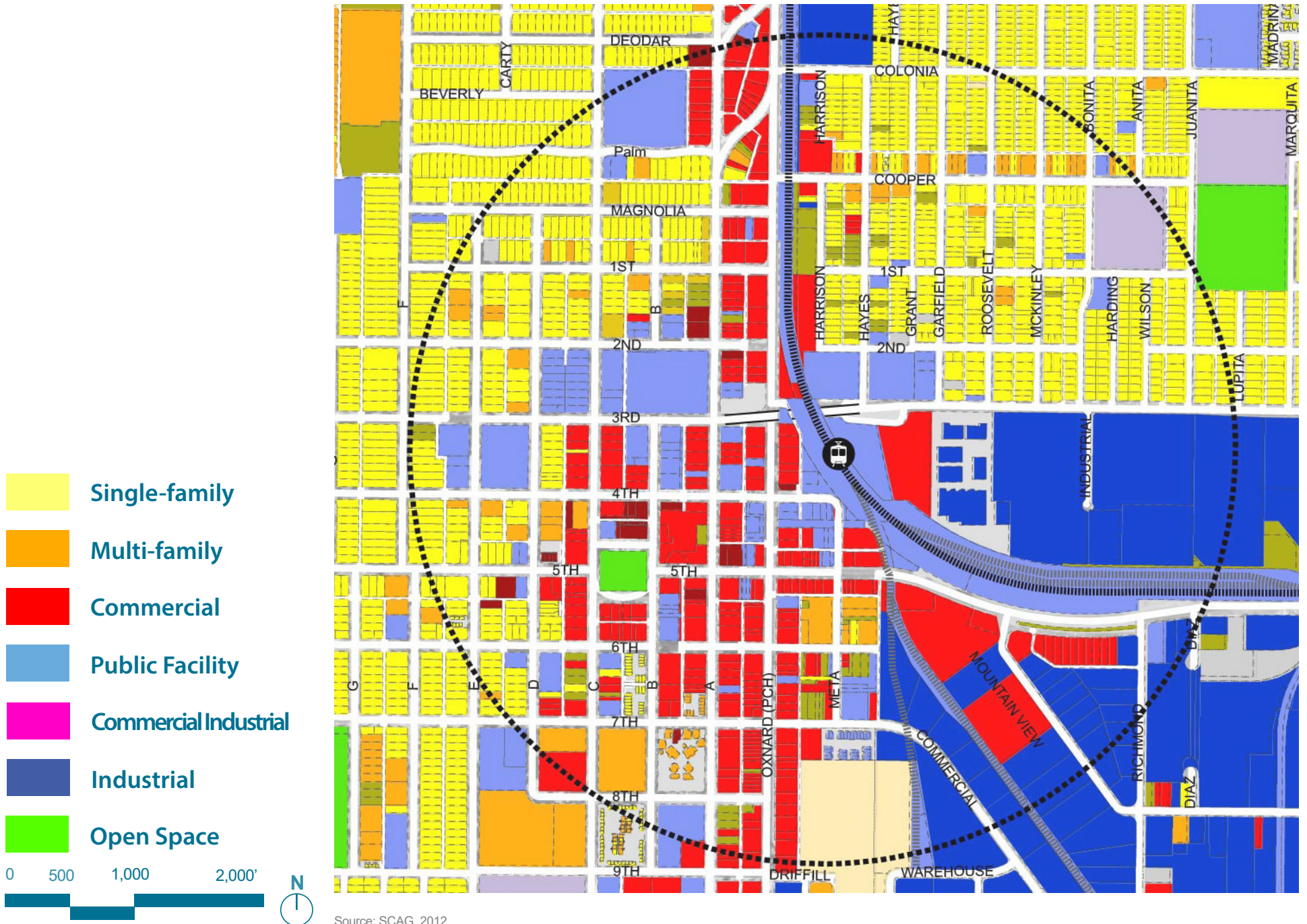
a A Street (Deodar Ave to 3rd St): New bike lanes (either colored green as shown or simply striped with white paint) along with new street trees in existing empty tree planters, new pedestrian-scale street lights, and new mid-block crosswalk with curb extensions and palm trees to mark the crossing. Such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



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

Source: CNU Design Charrette, 2016

Existing Land Use

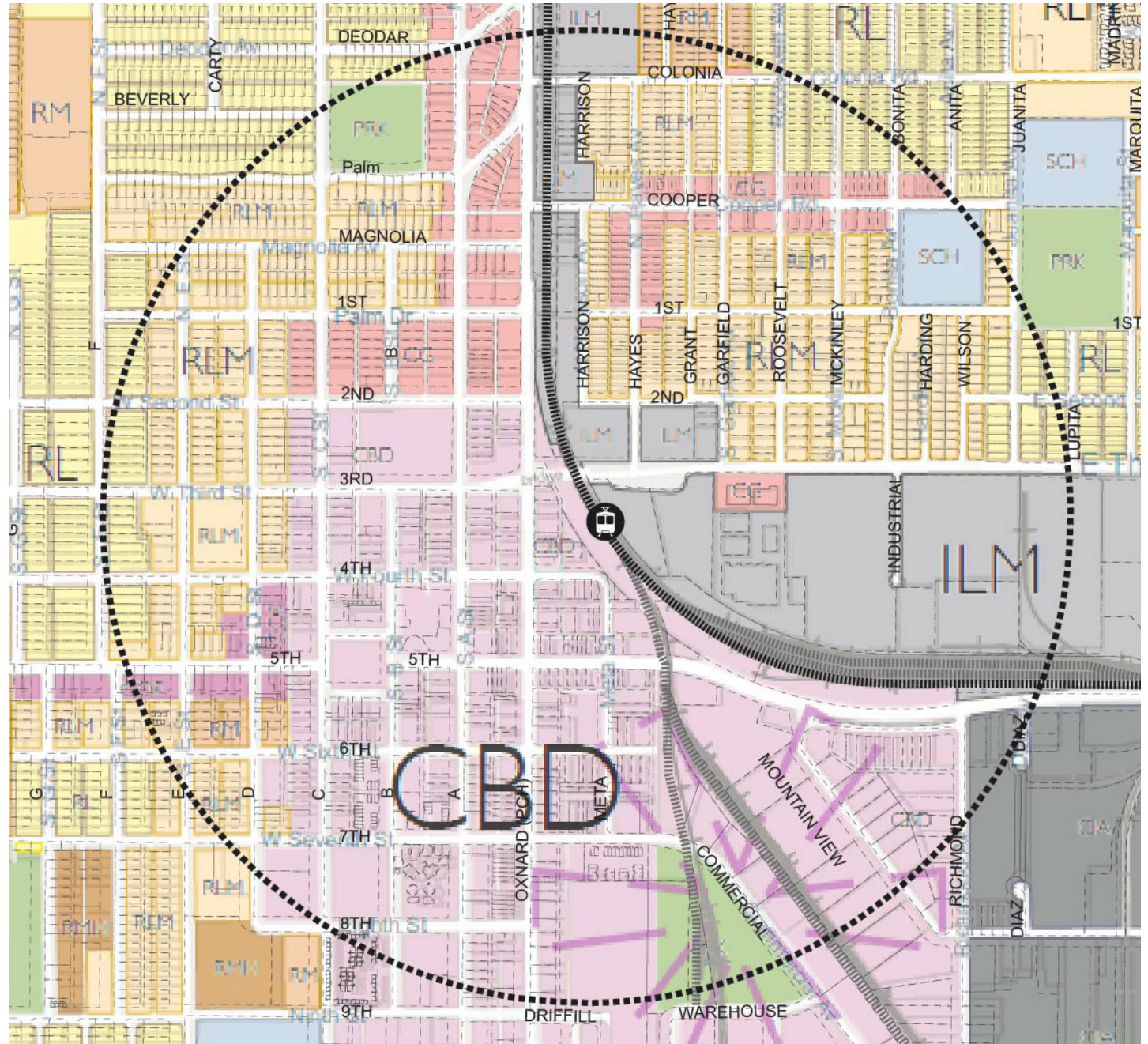


Source: SCAG, 2012.

General Plan Land Use

EXISTING CONDITIONS INVENTORY

- Mountain View industrial parcels to be up-zoned to CBD
- 6-story height limit; exceptions allowed
- FAR: Commercial 1.5; Office 3.0
- Residential DUPA: 39 units/acre max

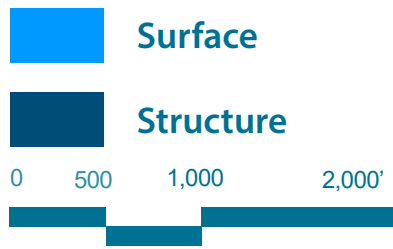
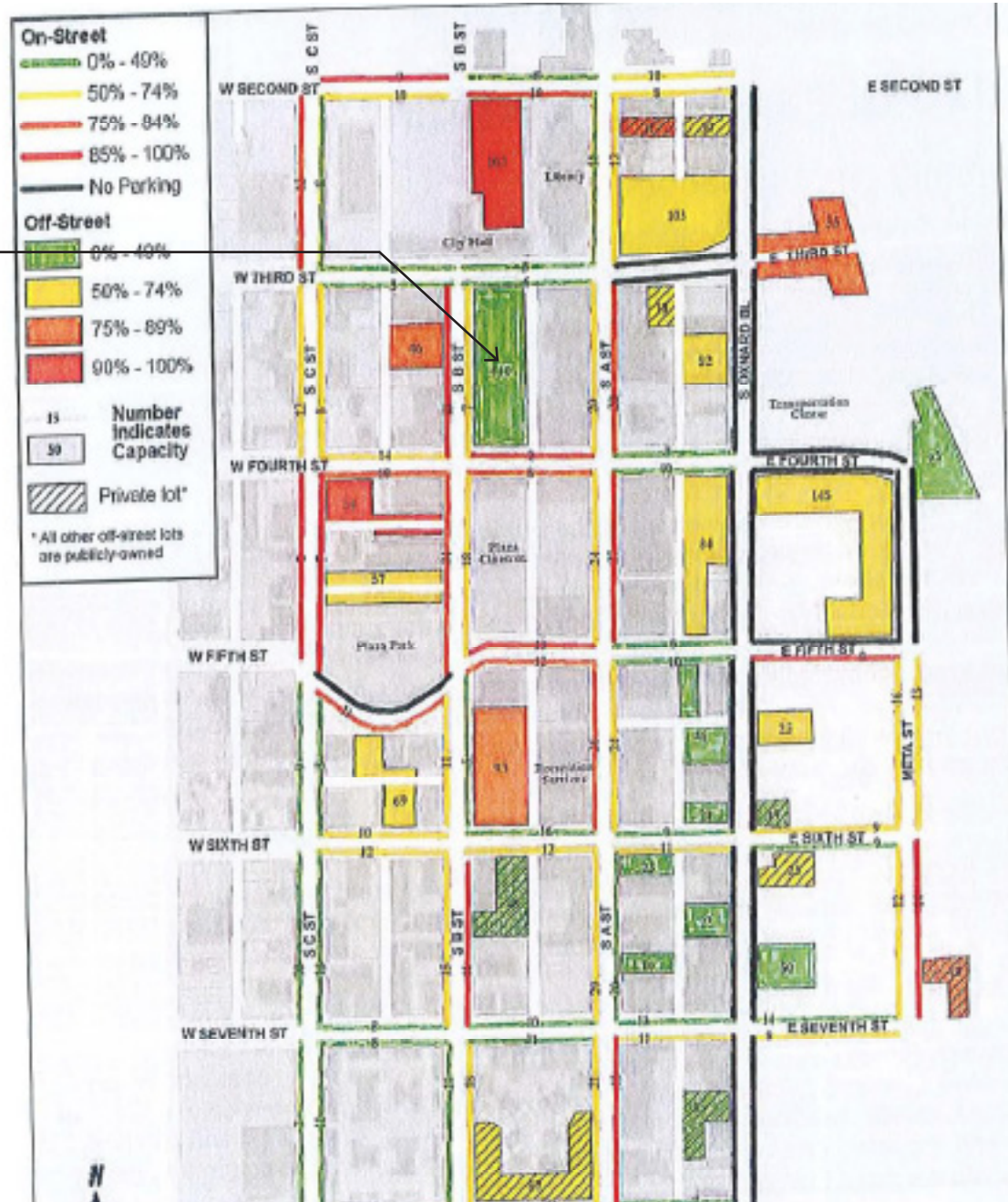


Source: City of Oxnard, September 2014

Parking - Peak Hour Parking Occupancy (12p-1p), October 2007

EXISTING CONDITIONS INVENTORY

- Private lots are relatively unused
- High utilization near Civic Center
- Low utilization of City Hall parking structure
- Do any lots charge for parking?

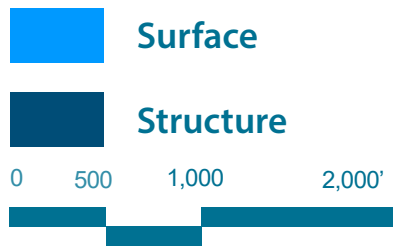
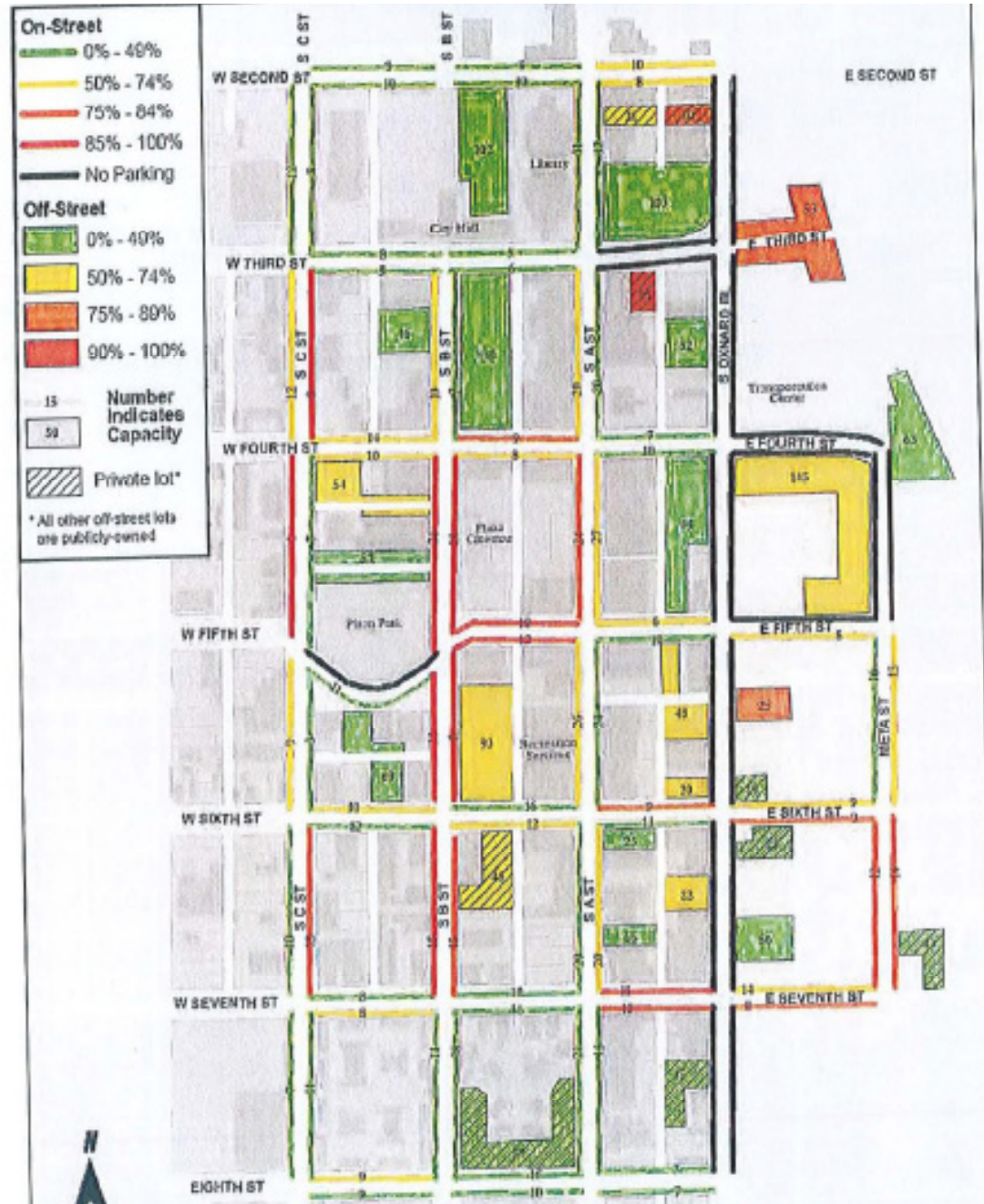


Source: Downtown Oxnard Parking and Mobility Plan

Parking - Peak Hour Parking Occupancy (5p-7p), October 2007

EXISTING CONDITIONS INVENTORY

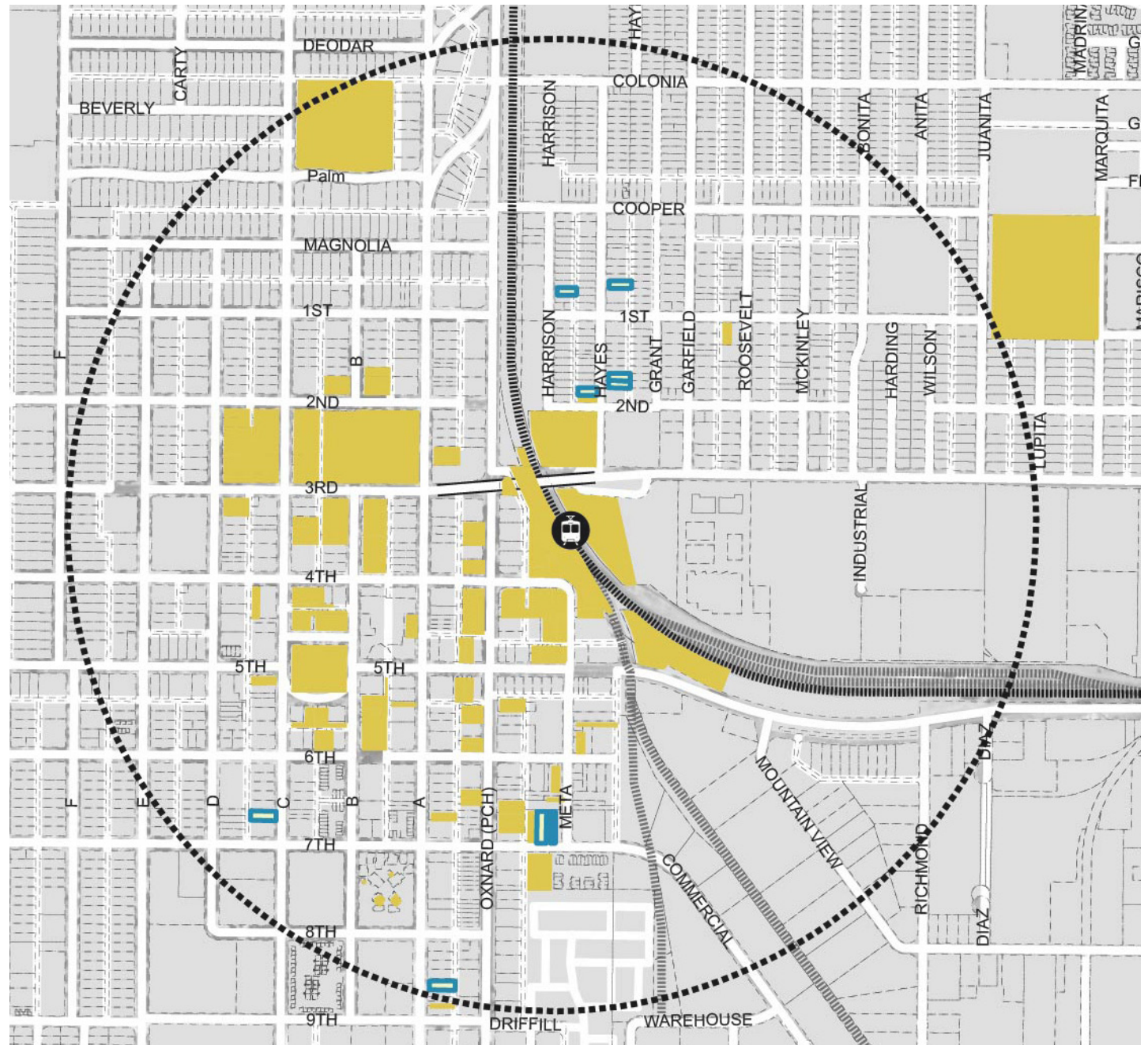
- Utilization along Highway 1 increases
- Relatively little usage of Civic Center Facilities
- On-street parking utilization along B Street and Highway 1 cross streets increases
- Most lots along Highway 1 are publicly-owned - redevelopment opportunity



Source: Downtown Oxnard Parking and Mobility Plan

Vacant and Publicly-Owned

- Several publicly-owned sites:
 - Plaza area
 - Highway 1



 Publicly-owned

 Vacant

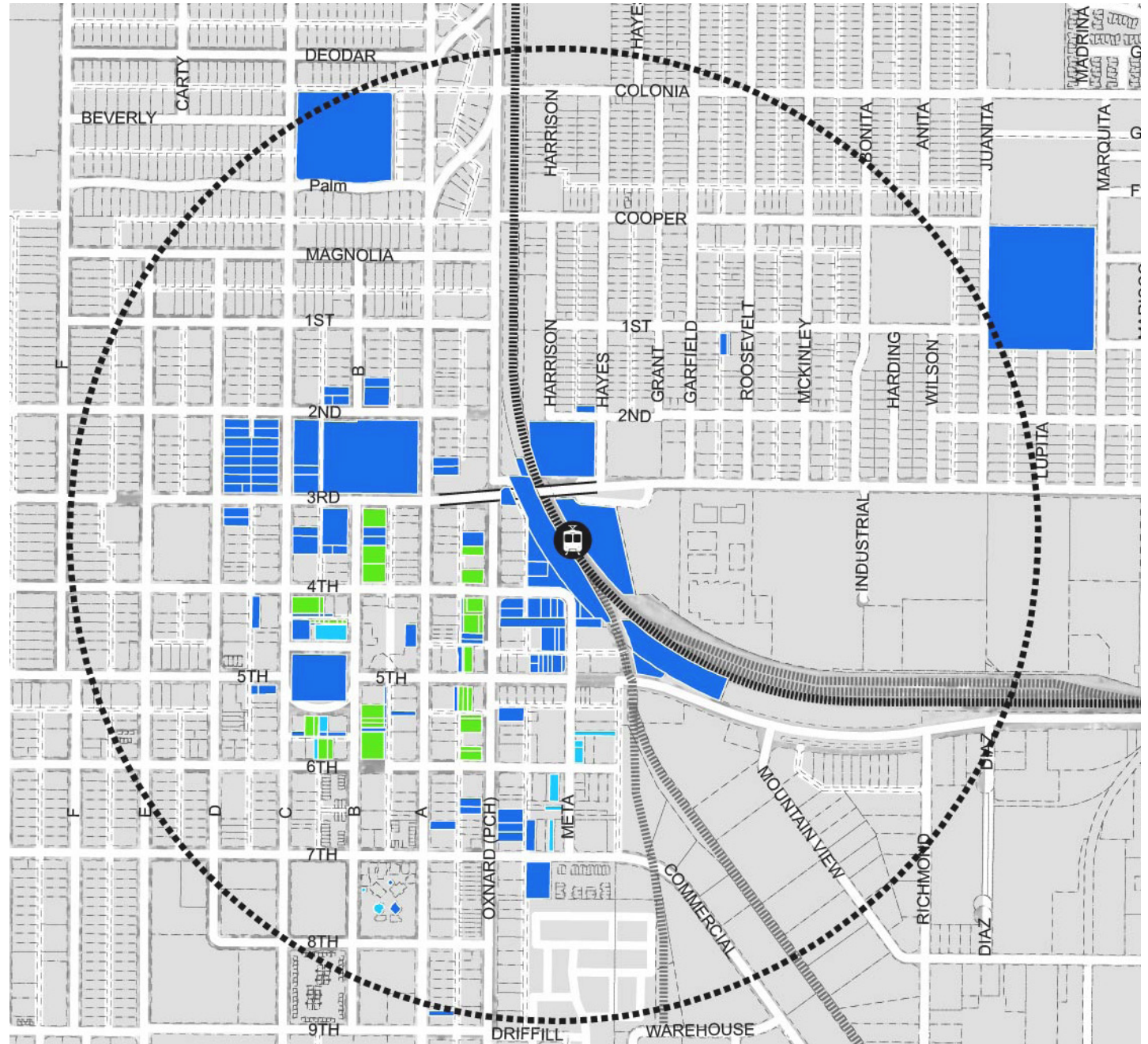
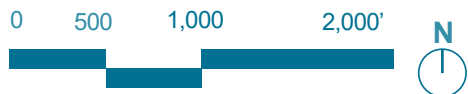
0 500 1,000 2,000'



Source: City of Oxnard

Vacant and Publicly-Owned

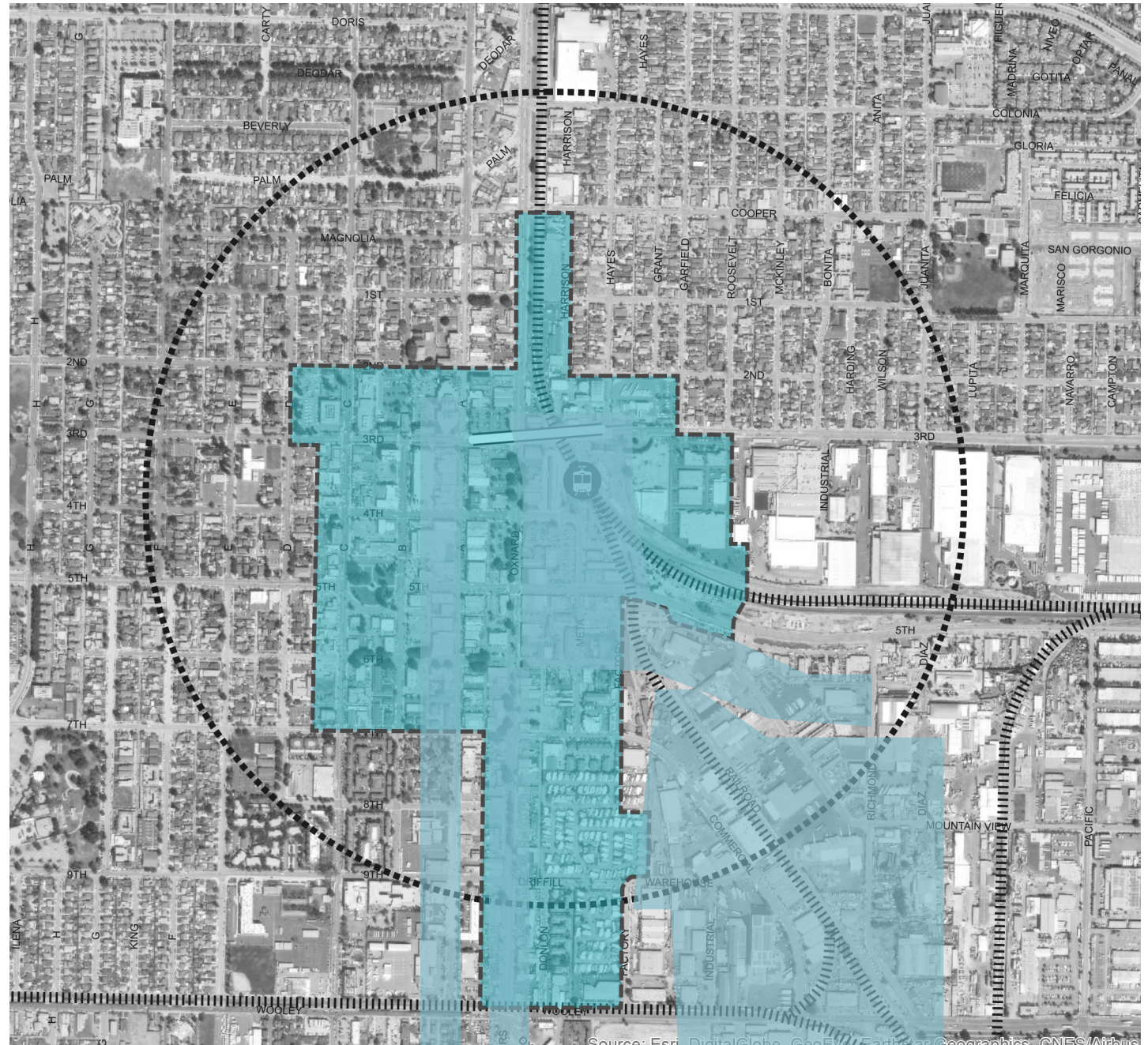
- Parking Authority Facilities:
 - Highway 1
 - B Street
 - Plaza District
- City of Oxnard:
 - Transportation Center and parcels across the street
 - North of 3rd Across the tracks
 - Additional parcels near Highway 1/7th



Source: City of Oxnard

Potential Development Opportunities

- Transportation Center - Publicly-owned land
- Mountain View corridor
- A Street Infill
- Highway 1 Infill
- Others?



Source: XX

Other Issues

EXISTING CONDITIONS INVENTORY

Environmental Sustainability

Desired Density, Intensity

Mix of Uses - Economic Development Strategies

Planned Bicycle and Pedestrian Improvement Projects

Placemaking Opportunities

Development Opportunities

Others?