City of Oxnard

DOWNTOWN STRATEGIC PLAN

Project Report

APRIL 2005

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1.0 INTRODUCTION AND STUDY OVERVIEW

1.1 PURPOSE OF THE STUDY

Over the past decade, the City of Oxnard has prepared and adopted a variety of plans, policies, and guidelines addressing land use and design issues in Downtown Oxnard. This includes the *Oxnard Downtown District Master Plan* and its accompanying *Oxnard Downtown Design Guidelines* in 1996, the Central Business District (CBD) provisions of the City's Zoning Ordinance, and the *Meta Street Master Plan* in 1990. The primary focus of these efforts has generally been on design elements, with an emphasis on architectural design. Prompted by the recent initiation of two focused planning projects in the Downtown Area (the *Oxnard Transportation Center Master Plan* and the *Five Points Circulation and Land Use Study*), as well as several private development initiatives, the City decided to undertake a broader, overarching evaluation of many elements of the Downtown area. That is the purpose of this study.

The overall intent of this study is to establish priorities for public and private investment in the downtown area, as well as address land use issues. The result will be a new Downtown Strategic Plan that incorporates previously adopted design standards but also provides clear guidance concerning the appropriate land uses for the Downtown. This Plan emphasizes strategic implementation that will include prioritization of actions for public and private investment in the Downtown Oxnard.

1.2 HISTORY OF THE STUDY AREA

Pre-Industrial. The Chumash Indians were the earliest known inhabitants of the Oxnard area. They lived in round, thatched houses and gained some notoriety for their well-constructed plank canoes and fine basketwork.

Westward Expansion. During the mid-nineteenth century immigrants began to pour into the area from Europe and the East Coast of the United States. They proceeded to produce great crops of barley and lima beans, which quickly became the major industry. Achille and Henry Levy were thus inspired to open an agricultural brokerage business in 1882, and finally a bank, which encouraged and assisted farmers.

Agriculture Builds the City: In 1897, ranchers Albert Maulhardt and Johannes Borchard decided that sugar beets would be a profitable crop for the area, and invited Henry Oxnard to construct a local factory to process the harvests. Oxnard and his three brothers, further encouraged by a pledge of 18,000 acres of sugar beets from local farmers, agreed, and built a factory in the heart of the rich fields. The Southern Pacific Railroad constructed a spur right to the factory site so the processed beets could be shipped out.

Prior to this in 1876, Thomas Bard had already constructed a wharf to serve as a port for the shipping of foodstuffs and goods grown and produced in this rich agricultural area. Taking advantage of the submarine Hueneme Canyon, a 1,500-foot wharf was constructed in 1872 to transfer lighter goods from the coast to the offshore ships.

A town quickly sprang up near the beet factory. Almost overnight, businesses and residences appeared around the town square known as *the Plaza*. Schools and churches emerged just as rapidly to serve the expanding population. The City of Oxnard was incorporated in 1903, taking its name from the Oxnard brothers who had founded the sugar beet factory.

Diversity. The beet factory and other nearby agricultural operations attracted many Chinese, Japanese, and Mexican workers to Oxnard and

the sugar beet industry brought diversification to agriculture. Major crops then included beans, beets, and barley, and businesses in town expanded to include general merchandisers, restaurants, laundries, saloons, and banks. Oxnard built its first public library, a classically styled, Andrew Carnegie gift, on the northwest corner of the plaza in 1907. The building stands today as a county historical landmark, the only remaining structure from the early days of the plaza.

Connecting to the Nation. By the early 1920s, lemons had outstripped lima beans and sugar beets as the number one crop. In 1922, two giant Sunkist lemon-packing plants were built and Sunkist became one of the port village's largest employers. A much-needed port became crucial to the role of fulfilling the region's commercial interests. It finally came to pass through the efforts of Thomas Bard's son, Richard, who is credited with leading the charge for the approval and formation of the Oxnard Harbor District in 1937.

1.3 THE STUDY AREA DEFINED

1.3.1 Regional Boundaries

While the focus of the study is on the Oxnard downtown area, a much larger area has been taken into consideration in formulating recommendations for the Downtown. It includes all of the adjacent residential neighborhoods to the north, northeast, south, and west, as well as the industrial area to the east. In addition, a more regional context is considered in looking at the Downtown in terms of its relationship to the rest of Oxnard and Ventura County as a whole, including the central business districts of Ventura and Camarillo, and other significant retail and commercial districts in and around Oxnard.

1.3.2 Project Area

The project area for this study consists of the area designated as the Central Business District (CBD) in both the *City of Oxnard 2020 General Plan* and the *City Zoning Map*. Its boundary is defined by 2nd Street on the north, the Ventura County railroad and Factory Lane on the east, Wooley Road on the south, and C and D Streets on the west. This area, which covers approximately 200 acres, is interchangeably referred to as "Downtown Oxnard" or the "CBD."

1.4 GOALS FOR THE DOWNTOWN

1.4.1 Reinventing Downtown Oxnard

A city's downtown is a special place. Traditionally, it has been a place to work, recreate, shop, gather for civic activities, or, simply, to hang-out. But like many downtowns around the nation, Downtown Oxnard has become increasingly isolated from an outwardly expanding city, losing some of its former vitality and historic functions in the process. As the city becomes further distanced from both its center and its past, the challenge of maintaining its identity becomes greater.

The particular challenge for Downtown is, first, to strengthen what remains. Its present lack of a clear character and identity hinders its prospects as a destination attraction, although its rich history of settlement, physical structure, and central location establish a solid foundation to build on. The goal and challenge of this Strategic Plan is therefore to set the stage for resurrection of Oxnard's sense of itself as both a city of historic import, and a vibrant community that is intimately connected to its core. This core will be a modern downtown with the amenities and cultural attractions of a regional destination center.

1.4.2 *The Strategic Plan*

The overall goal of this study is to establish a guiding framework and a plan for the future development and redevelopment of Downtown Oxnard. This new Downtown Strategic Plan incorporates some previously adopted policies and standards, but also expands upon them to establish priorities for public and private investment in the downtown area as well as to address land use issues. This Plan includes an Implementation Program that prioritizes actions for public and private investment in Downtown Oxnard.

1.4.3 Community Vision for Downtown Oxnard

Through consultation with key stakeholders in the Downtown area, the City gathered a wide variety of input concerning the future of Downtown. A public outreach process engaged the participation of all interested Downtown property and business owners in discussion with key City staff and others interested in the future of Downtown. One of the most active groups in the process was the Oxnard Downtown Partnership (ODP), which is also referred to as the property-based improvement district (PBID).

As part of a leadership retreat conducted in February 2003, the ODP Board crafted the following vision statement for Downtown Oxnard over the next several years:

> *Downtown Oxnard will be a multi-faceted commercial center—a unique, pedestrian scale shopping district boasting a clean and safe environment, a wide selection of appealing shopping and business options, high quality entertainment and dining venues attractive to both visitors and residents. Downtown Oxnard will feature a unique balance of being, all at once, a center suitable for everyday shoppers to fill their everyday needs, an authentic, charming commercial enterprise where visitors can discover unique values, a sophisticated business center offering vital professional services and opportunity, and a convenient, enticing residential neighborhood. Downtown Oxnard will be family oriented, fun, friendly, alive, attractive and profitable—it will again be the "Heart" of Oxnard and a measure of civic pride.*

These statements reflect the similar results of a separate outreach conducted by the City in February 2003. Five workshop-style meetings employed a variety of discussion exercises to focus discussion on the following key issues:

- Market Conditions
- Land Use
- Transportation/Parking
- Infrastructure
- Architectural Design
- Streetscape

Nearly 100 Downtown stakeholders participated in that process, providing a broad range of perspectives on the Downtown and a solid basis for the development of strategic recommendations for future City action.

2.0 STUDY CONTEXT

2.1 THE REGIONAL CONTEXT

Downtown Oxnard is one of several city and sub-regional centers in the region. It sits between the downtown centers of neighboring Camarillo and Ventura, and is surrounded by a variety of other retail centers that both complement and compete with Downtown Oxnard businesses and attractions. Each of these centers and sub-centers has developed a distinctive form and character created to serve the surrounding communities.

2.1.1 Downtown Ventura

Downtown Ventura, approximately 11 miles northwest of Downtown Oxnard, is a well-developed city center with retail, office, civic, and some residential uses. It is currently Ventura County's most active cultural and commercial center with art galleries, bookstores, coffee houses, boutiques, a wide variety of restaurants and entertainment, all within walking distance of each other. Downtown Ventura is the largest shopping area in the county with over 400 shops and restaurants, most of which are small, independent businesses.

2.1.2 Downtown Camarillo

The focus of Downtown Camarillo is the redeveloped strip of shops and restaurants that run along Highway 101 approximately 11 miles northeast of Downtown Oxnard. Though it is only a strip development, it is attractively renovated with landscaping and a renovated street façade. It serves the shoppers at the nearby Premium Factory Stores and travelers on the freeway, as well as local residents.

2.1.3 Retail Centers

Several retail centers within and around Oxnard provide shopping opportunities for Ventura County residents and visitors. Following are brief profiles of the most significant of these:

Shopping at the Rose: Located on Highway 101 at Rose Avenue in Oxnard, approximately two miles away from Downtown Oxnard. The center's main tenants are Sam's Club, Wal-Mart, CompUSA and Vons.

Centerpoint Mall: This center is approximately two miles south of Downtown Oxnard at the intersection of Saviers Road and Channel Islands Boulevard. Its main tenants are Mervyn's, Payless and Albertsons.

Oxnard Factory Outlet/Oxnard Home and Lifestyle Center: Located on the south side of Highway 101 between Rice Road and Rose Avenue in Oxnard just over two miles from Downtown, this discount center features a variety of housewares, home furnishings, luggage, and electronics retailers, including Gap and Florsheim. It is currently being renovated as "The Palms."

Plaza del Norte Marketplace: Located on the north side of Highway 101 between Rice and Rose Avenues, this shopping area includes Costco, Marshall's, Wickes Furniture, Home Depot, a variety of restaurants, and additional retail stores.

The Esplanade: This "power center" is located approximately 2.5 miles north of Downtown Oxnard off Highway 101 at Vineyard and Oxnard Boulevards. Its major tenants include Cost Plus, Borders Books, Staples, Home Depot, and Nordstrom Rack.

Pacific View Mall: This enclosed regional mall is located at 3301 East Main Street in Ventura, about 7 miles northwest of Downtown Oxnard. Its anchor tenants are Macy's, J.C. Penney, Robinsons-May, and Sears.

Camarillo Premium Outlet: Located approximately nine miles northeast of Downtown Oxnard on Highway 101 in Camarillo, this outlet mall offers a variety of upscale retail outlets. Among these are Coach, Off 5th-Saks Fifth Avenue, Barneys of New York, Versace, Donna Karan, Liz Claiborne, and Nike.

2.1.4 Planned/Emerging Centers

In addition to these existing regional sub-centers, there are two significant centers that will soon add to the mix in Oxnard.

RiverPark: This mixed-use community is located immediately north of the Ventura Freeway (U.S. 101) between Vineyard Avenue and the Santa Clara River. In addition to a variety of residential uses, it will include a significant retail and office component. The specific plan for the 700-acre project calls for the following distribution of uses: 244 acres of residential (2,800 units), 147 acres of commercial (2.5 million square feet), 44 acres of public facilities (including schools and community playfields), and 265 acres of open space (water storage and basins, parks). The commercial uses will consist of retail and entertainment uses, office space, a hotel and convention center, and groundfloor retail in residential buildings in selected locations.

Wagon Wheel: The proposed Wagon Wheel project, located just south of Highway 101 at the northern terminus of Oxnard Boulevard, involves the redevelopment of an 80-acre area of first generation commercial and industrial uses into a mixed-use, transit-oriented development.

2.1.5 Downtown Oxnard in Context

In contrast to these retail centers, Oxnard's Downtown presents itself as more sophisticated in both history and content. It is the oldest center in the region with more infrastructure and buildings, and its redevelopment will include the establishment of a different type of commercial activity. A major focus of development will be on smaller-scale, pedestrian-oriented shopping, with an emphasis on boutique style stores. Downtown Oxnard will therefore not compete with existing retail centers, but will both complement and supplement them by offering regional shoppers an interesting and exciting addition to the commercial typology of the area, as well as a qualitatively different shopping experience.

2.2 Downtown Land Use

Downtown Oxnard retains the basic structure of the traditional downtown that it once was. Following are brief descriptions of the types of use by broad classification:

2.2.1 Commercial

Three north-south streets define the main commercial areas of Downtown: Oxnard Boulevard (State Route 1) is home to a variety of uses, with a preponderance of the auto-oriented businesses typical of a state highway (e.g., auto service, tire shops, gas stations); "A" Street is Downtown Oxnard's "main street," hosting a mix of retail and services, with some small offices; and C Street includes a similar a mix of uses, albeit without the same sort of traditional Downtown scale. There are also some small commercial uses along Meta Street.

Another prominent commercial node is Heritage Square, which occupies the block bound by 7th, "A," 8th, and C Streets. This complex of relocated historic buildings hosts a variety of uses, including professional offices, a visitor center, a community theatre, and facilities for weddings, meetings, and other special events.

2.2.2 Public/Institutional

Public and quasi-public institutional uses have a major presence in Downtown Oxnard. The most prominent concentration of such uses is in the northern part of Downtown, where City facilities dominate. These include City Hall, the City Hall annex, and the Main Library. The prominence of municipal facilities will increase in this part of Downtown,

with the planned reconstruction of the Civic Center complex and the completion of the Civic Center Parking Structure.

The southern edge of Downtown also includes some prominent public and public quasi-public facilities, with the Ventura County Human Services Agency, the Oxnard School District Education Service Center, and the Elks Club. The School District's Operations Service Center and Driffill School, which are west of C Street, just north of Wooley, also occupy a considerable amount of land, although they are outside of Downtown as defined for this study.

On the east side of Oxnard Boulevard, there are also some prominent public/quasi-public uses. The most prominent of these is the Oxnard Transportation Center, which lies at the eastern extension of 4th Street and the northern extension of Meta Street. Also, toward the southern end of Meta Street are Clinicas del Camino Real, which provides health services to medically underserved residents, and Oxnard Boys and Girls Club, which offers a variety of youth programs.

2.2.3 Residential

Residential uses in Downtown Oxnard are concentrated in three areas: along B Street south of 7th Street (the 105-unit Mariners Place apartments and the 95-unit Casa Marina Condominiums); along Meta Street (the 24-unit Meta Street Apartments and several small single-family homes); and between east of Oxnard Boulevard between 7th Street and Wooley (the 104-unit Royal Palms Mobile Home Park and the 32-unit Villa Solimar apartment complex).

In addition to the housing that currently exists within Downtown Oxnard, as defined for this study, single-family neighborhoods surround the area to the north, west, and south. This includes the Henry T. Oxnard Historic District, which is placed on the National Register of Historic Places.

2.2.4 Parks and Recreation

The only formal park in Downtown Oxnard is Plaza Park, a passive park that dates back to the original layout of the city in 1898. It includes one of Oxnard's key landmarks in the Pagoda, which was constructed in 1910.

2.2.5 Industrial

While there are no industrial uses within the Downtown, there is a significant concentration of industrial development to east of Downtown, along 5th Street. This development is significant because it frames the entry into Downtown from the east.

2.3 PHYSICAL STRUCTURE

Downtown Oxnard retains the essentially the same block and street layout that was originally designed in 1898 when the town was founded. The basic structure consists of 300- by 400-foot blocks with 80-foot wide rights-of-way for streets and 20-foot wide north-south running alleys bisecting the blocks. The basic scale established by this pattern of 2.75-acre blocks is typical of traditional, turn-of-the-century downtowns, and is very hospitable to pedestrians.

There are a few important anomalies in the structure and function of Downtown streets and blocks. For instance, in some cases the blocks have been consolidated, including at the Civic Center site and at the southern edge of Downtown, immediately north of Wooley Road. These changes have had the effect of terminating B Street within the Downtown at both the north and south ends. In other cases, the alleyways have been vacated and resorbed into the blocks, particularly south of 7th Street (e.g., Heritage Square, Mariner's Place apartments, Casa Marina townhomes). Another prominent example of both consolidation of blocks and vacation of public rights of way is the Royal Palms Mobile Home Park, which at 16 acres is by far the largest parcel of land in Downtown Oxnard.

Finally, the character of two Downtown streets has been changed by physical alterations or changes in function. As a State Highway, Oxnard Boulevard has assumed a higher order role in the regional transportation network; it is no longer a local, Downtown street. With the relocation of Highway 1 to the east of town and the associated relegation of authority for the Boulevard from Caltrans to the City, however, this could change. The other street that has been altered considerably is 3rd Street, with the construction of the bridge over the railroad tracks, which essentially eliminated the stretch between the Boulevard and "A" Street from the local network, as well as disrupting the continuity of the Downtown grid.

2.4 CIRCULATION

As noted in Section 2.3, Downtown Oxnard was developed on a traditional grid of intersecting local streets, with a few exceptions. Most streets serve a primarily local function. The exceptions are Oxnard Boulevard, which is a state highway (State Route 1), and 5th Street (State Route 34) and Wooley Road, which extend from the eastern edge of town all the way to the beach. These facilities attract many through travelers who are not destined for Downtown or its immediate environs.

All of Downtown Oxnard's streets are designed to carry two-way traffic and most are just two-lane facilities within Downtown. The exception is Oxnard Boulevard, which is a four-lane facility with a wide landscaped median that is interrupted by left-turn pockets at cross-streets, until it approaches the Five Points intersection, at which becomes a six-lane arterial continuing to the southeast (as Oxnard Boulevard) and south (as Saviers Road). C Street also includes a paved median with a turn lane through Downtown.

2.4.1 Traffic

Traffic analyses conducted over the past several years for projects such as the Downtown Theater Project (2000) and the Five Points Land Use-Circulation Study (2003) have arrived at similar conclusions concerning the quality of traffic in the Downtown area. Generally, with planned system improvements, the intersections within the area operate at good levels of service (i.e., LOS A through D) for both current and forecast conditions, except for the Five Points intersection, which is forecast to operate at LOS F during both the AM and PM peak periods. As noted

above, the Five Points intersection is the subject of a separate study that is evaluating changes in both the configuration of the intersection and the land use in the area around the intersection. That study is particularly crucial for the Downtown area because it will influence decisions on the future of Oxnard Boulevard once Caltrans relinquishes control to the City.

Notwithstanding the Five Points intersection, it appears that the Downtown street network, with its current operating design, will accommodate future traffic efficiently without major changes.

2.4.2 Transit

The Oxnard Transportation Center (OTC), located at the northeast corner of Oxnard Boulevard and 4th Street, is an operations hub for South Coast Area Transit (SCAT) bus service, a station for Amtrak and Metrolink passenger rail service and several other transit operations. These other transit operations include Greyhound, Ventura Intercity Service Transit Authority (VISTA) regional commuter bus service, and several paratransit services.

SCAT routes serve activity centers in the area from several roadways, including along C Street. Notably, no local transit service is provided in the downtown area on Oxnard Boulevard south of Gonzales Road (although some regional and intercity operators use the route to access OTC).

SCAT officials have indicated that a primary obstacle to operations along Oxnard Boulevard is the lack of opportunities for stops not in a through traffic lane. A secondary obstacle is the congestion around the Five Points intersection.

2.4.3 Bicycle Facilities

The Ventura County Transportation Commission's Bikeway Plan map shows that designated On-Street Bike Routes are located along H Street to the west and along Pacific and Rose Avenues to the east. Oxnard Boulevard is currently designated a "Class Four" Bike Route, which means that the corridor is a State Highway Route where bicycles are permitted, but the roadway is not signed as a bike route. This designation may change as the State Route One designation is being relocated east to Rose Avenue.

2.5 PARKING

For the past several years, the City has been evaluating parking issues in Downtown, particularly as they relate to the theater project and the reconstruction of the Civic Center complex. This includes the completion of a Downtown Parking Management Plan in February 1998. That study, which the City is in the process of updating, concluded the following:

- **Parking Space Supply:** As of 1998, there were 1,379 off-street public parking spaces located in 29 lots within Downtown Oxnard (excluding the area south of 7th Street) and 772 private parking spaces located in 52 lots. This included the lots and spaces that have since been removed to accommodate the theater project and the new parking structure. There were also 861 public parking spaces located on the streets (curb parking) within Downtown. The total combined parking supply thus totaled 3,022 spaces.
- **Parking Space Demand:** Demand for parking spaces in Downtown Oxnard varies considerably by time-of-day and day-of-week, with the demand peaking during the weekday business hours (8 am to 5 pm). With development of the theater, peak demand would spread to include evenings and nights on weekdays and weekends.

Demand occupancy varies throughout the downtown area by time-of-day and day-of-week, by type of parking facility (public lot, private lot, on-street), location, and by type of land use. Composite weekday demand for public parking spaces is currently approximately 43 percent occupancy during the weekday (7 am to 5 pm) and 40 percent occupancy during the weekend (noon to 5 pm), based upon parking code requirements in effect in the late 1990s.

- **Redevelopment Activity and Future Parking Space Demand:** The theater project was expected to spur redevelopment in the area surrounding the theater. Specifically, the Parking Management Plan assumed that office uses would be supplanted by retail uses complementing the theater, thus resulting in a change in different parking accumulation patterns. The net result was estimated to be an increase in the demand for public parking spaces to approximately 74 percent occupancy during the weekday (7 am to 5 pm) and 79 percent during the weekend (noon to 5 pm), based upon parking code requirements in effect in 1998.
- **Shared Parking:** The Parking Management Plan recommended a change in parking code requirements to recognize the benefit of shared parking in order to provide for more efficient utilization of parking spaces for future land use development and to better reflect future parking space demand. The principle of shared parking is that a broader mixture of land uses will result in some Downtown business patrons visiting more than one business/property during each trip Downtown (trip-chaining), without reparking their vehicle. Thus fewer spaces would be required for each business.
- **Parking Management:** The Plan recommended several techniques to maximize the Downtown parking supply and provide for safer parking areas. These included using the public parking lot space more efficiently through redesign and re-striping, which, according to the Plan, could have yielded between 200 and 250 additional spaces. These additional spaces would decrease the future peak occupancy levels to 66 percent for weekdays and 71 percent for weekends, based upon the shared parking concept applied to the theater project and the anticipated future redevelopment.

The 1998 Parking Management Plan summarized these findings, along with others, in an Action Plan for management of both supply of and demand for parking in Downtown Oxnard. This included the following measures:

- Improved Signage
- Regular Maintenance
- Enhanced Lighting and Security
- Implementation of Time Restrictions
- Periodic Monitoring of Parking Demand
- Redesign of Public Lots
- Establishment of a Downtown Parking Committee
- Construction of More Parking
- Adoption of a Shared Parking Policy

While the Plan did not conclude that parking demand warranted the development of a new parking structure, it did include an evaluation of potential locations for a new structure. Among these was the site where

the new 466-space Civic Center Parking Structure is being constructed, which was not the preferred location; a site at the northwestern corner of 4th Street and Oxnard Boulevard was instead judged to be the most promising location.

The Parking Management Plan also observed that the relinquishment of Oxnard Boulevard as a State Highway would provide an opportunity to construct 90 curb spaces on the Boulevard.

2.6 Downtown's Image and Character

A downtown's image depends, essentially, on two things: (1) its architecture and (2) the character and condition of its streets.

A repeating architectural style or element helps to create a distinct identity for a single development, a district, or an entire community. The street, in concert with the architecture, is the tie that binds it all together. Building facades, street landscaping, and street furniture combine to compose the physical images of streets, districts, downtowns, and ultimately, the city.

Most downtowns present a variety of architectural styles, facades, and streetscapes representing different eras of their past and manifesting the city as a living organism with a history of incremental development. Oxnard's downtown is no exception; its diversity of architecture and landscaping designs reflect the different eras of Oxnard's history.

The essential task for Downtown development is to bring coherence to these distinct urban elements of downtown by understanding the history and the dynamics that generated them. The following discussions describe these elements by first explaining the architectural styles evident in Downtown and then discussing the character of the streets in Downtown Oxnard.

2.6.1 Styles of Architecture in the Downtown

A site survey together with a review of the Downtown Design Guidelines confirms the existence of the following eight architectural styles in downtown Oxnard:

- Early Twentieth Century Commercial
- Classical Revival (Greek Revival)
- Art Deco (Moderne)
- Spanish Revival
- Early Renaissance Revival
- Eclectic
- Bungalow
- International/ Contemporary

Early Twentieth Century Commercial

This is a popular "Main Street" architectural style that began in the late 1800s and is evident in most urban centers around the country. Buildings were square or rectangular with flat roofs terminating in some form of a cornice. Ornamentation was minimal and windows filled a great proportion of the street wall space, establishing the character of the building. Projecting bay windows were typically used on the ground floor for display; on the second floor, often used for office space, the windows normally included a fixed central pane flanked by two narrow casements that opened to provide ventilation. This style was a shorter version of the Chicago School high-rise commercial architecture.

Building Materials: Brick, concrete, steel, and wood

Architectural Elements: Recessed entries, bay windows, canopies, and awnings

Examples: Woolworth Building, and shops on East 5th Street

Classical Revival (Greek Revival)

This style flourished in the United States around the second quarter of the 19th Century. Its popularity was a reflection of the country's self-awareness as a place of democratic ideals, a successor to ancient Greece. Churches, banks, courts, libraries, and even some houses sported the characteristic and

distinctive columns, pilasters, and pedimented roofs, with their heavy cornices and friezes. These white buildings had carefully proportioned, symmetrical facades.

Building Materials: Stone, brick, concrete, marble, and wood

Architectural Elements: Columns, pediments, cornices, and friezes

Examples: The Carnegie Art Museum

Art Deco (Moderne)

Art Deco, Moderne, or Modernistic, as it is variously called, was the first widely popular style in the United States to arrive from Europe, as it did in the late 1920s. It is, essentially, a style of decoration that was applied to buildings, furniture, jewelry, and even clothing. The Art Deco ornamentation consists largely of geometrical designs, often in the form of parallel straight lines (as seen in the Vogue Theater on B Street and The Teatro on the Boulevard). Though Art Deco buildings exist throughout the country, the style was particularly popular in Los Angeles, Miami Beach, and New York City.

Both of the above mentioned Downtown buildings have Art Deco characteristics applied to their elevations, as in the marquees, and although the buildings themselves do not contain elements of the style, they should be considered for renovation and preservation. Their presence in the Downtown is a strong asset marking the city's historic and cultural history, and its participation in a national (and international) trend of style during the Art Deco era.

Building Materials: Concrete, smooth-faced stone, and metal are characteristic exterior coverings, often including vivid colors and accents in glass and terra cotta

Architectural Elements: Simplified and streamlined forms and futuristic effects

Examples: Vogue Theater on B Street and Teatro on Oxnard Boulevard.

Spanish Revival

This style was popular during the 20s and 30s where Spanish settlement occurred in California, Florida, and Arizona. The original adobe structures consisting of massive walls and flat roofs were eventually made more

elaborate with masonry construction, red clay tile roofs, and ornate entrance portals.

Building Materials: Masonry, concrete, wood, stucco, and red clay

Architectural Elements: Arches, columns, ornate entrances, and red clay tile roofs

Examples: US Post Office on "A" Street at 4th Street

Early Renaissance Revival

Popular in the late 19th and early 20th Centuries, this style was represented in many public and major institutional buildings. As an interpretation of classical and Renaissance designs by American architects trained in the Beaux-Arts tradition, it can be considered a distinctively American style. Among other things, it was characterized by close attention to the location of the buildings on the site. In perspective views, elevations are subtly different yet strongly related to each other.

Building Materials: Masonry, concrete, steel, and decorative elements

Architectural Elements: Arched windows, columns, recessed entrances, and friezes

Examples: Former Bank of A. Levy on A and 5th Streets

Eclectic

These buildings bend the rules or do not follow a particular architectural style, which results in a mixture of building facades.

Building Materials: Varies

Architectural Elements: Varies

Examples: *Cabo Restaurant*

The Bungalow

This term applies to small, single-story houses with a porch or porches. They were very popular in many parts of the country early in the 20th Century, especially in California. They display a high degree of craftsmanship and are constructed of materials left as much as possible in their original states. "There is nothing either affected or insincere about these little houses. They are neither consciously artistic nor consciously rustic." (Fred Thompson, 1916).

Building Materials: Wooden frames, stucco, bricks, roof tiles, shingles, or any other local materials

Architectural Elements: Walls, porches, chimneys, pitched roofs, and overhangs

Examples: Former American Beet Company manager homes serving as offices at the northeast corner of 7th and B Streets.

International / Contemporary Style

This style, based on modern structural principles and materials, began in Europe and the United States (the Chicago School) towards the end of the 19th Century. It was recognized in the United States as a style after the New York Museum of Modern Art exhibit in 1932, where it gained legitimacy and definition. It rejected decoration; solid planes and large glass windows were an important aspect of the style, and structural systems were expressed in different forms in the building elevations.

Building Materials: Concrete, glass, and steel

Architectural Elements: Skeleton–frame construction, ribbon windows, corner glass windows

Examples: Government buildings, including City Hall, the City Annex Building, and the Main Library

2.6.2 Street Character in Downtown Oxnard

Building facades, sidewalks, trees and plants, street furniture and signage all play important roles in creating the final image and identity of a street. In his book *The Image of the City*, Kevin Lynch identifies building facades as important elements in creating a distinctive street image and identity: "A distinctive façade is a factor that strengthens path identity."

Building Facades

The building façades of Downtown Oxnard are as varied as the mixed land uses and the mixed architectural styles resident within it. But in spite of the jumble of elevations, the architecture of downtown Oxnard does posses many of the elements that contribute to successful street facades: an uninterrupted continuity of buildings along the streets, controlled heights, and a bold use of colors.

Overhead Utilities

While most parts of Downtown have had the overhead utilities placed underground, there are still several areas where poles and overhead lines clutter the streetscape. In particular, the following streets/locations exhibit such clutter:

- 3rd Street: The south side of 3rd Street, between Oxnard Boulevard and C Street.
- Meta Street Area: This area has, by far, the greatest concentration of overhead utilities, with poles and lines along Meta, 6th, and 7th Streets, as well as on the alleys between Oxnard Boulevard and Meta Street and just south of 5th Street.
- West of Oxnard Boulevard: Perhaps the most visually intrusive lines run along the alley between the Boulevard and "A" Street from Wooley Road on the south to 6th Street on the north. Because there are several vacant properties along this stretch, these poles and lines can be seen easily from both of these streets.
- 9th Street: The north side of the street from Oxnard Boulevard to C Street.

- East of C Street: The north-south running alley just east of C Street from 9th Street to Wooley Road.
- Wooley Road: The most significant corridor runs along the south side of Wooley Road until it reaches the Five Points intersection, where it crosses over to the north side.

In addition to these areas, there are a few other spots where overhead poles and lines remain.

Overall Street Conditions

The existing quality of Downtown streets varies widely. An evaluation of street conditions in the Downtown produced three categories: poor, moderate, and good.

Poor Conditions: Meta Street and the adjacent sections of 5th, 6th , and 7th Streets are in need of improvements: overhead utility lines appear at many locations along the street, sidewalks are narrow and have little or no landscaping along their edges, and there is no street furniture.

Moderate Conditions: The majority of Downtown falls within this category. These streets have standard sidewalks, handicap ramps at major intersections, and some street trees. With the exception of streetlights, there is no other street furniture. Vegetation and signage are sparse.

Good Conditions: "A" Street and the streets surrounding Heritage Square and Plaza Park present good streetscapes. They have scored sidewalks, enhanced handicap ramps, dense landscaping, and signage. The street furniture includes benches, lighting, and refuse containers.

2.7 GATEWAYS, LANDMARKS, AND WAYFINDING/SIGNAGE

2.7.1 Gateways

Downtown Oxnard currently lacks well-defined gateways, but several entry points into Downtown hold promise as distinctive entrances once their shortcomings are addressed. Additional emphasis can be added through design and signage.

- The northern entrance to Downtown currently lacks definition or identification as a gateway. The most visible object as one approaches from the north is the 3rd Street overpass of Oxnard Boulevard, which is an isolated element in the townscape, lacking psychological or visual connection to both its surroundings and downtown.
- The Five Points Intersection at the southern entrance of Downtown is well known as a difficult traffic intersection, but it is currently being evaluated for redesign by the City. Due to its importance and its natural location as an important entrance, it cannot be overlooked as a southern gateway.
- 5th Street as it intersects with the railroad (the section of 5th Street leading to the downtown – from the eastern entrance) abuts an industrial area. Thus, the path into Downtown is cluttered and chaotic, with very little streetscaping. Furthermore, there is no definitive physical sense of entry into Downtown.
- The 5th and C Street intersection is the western entrance to Downtown, providing an attractive entry point with Plaza Park and its associated

landscaping. The fact that this gateway lies at the seam between the historic neighborhoods to the west and the Downtown commercial core limits opportunities for pronounced gateway treatments that might conflict with the character and scale of the residential neighborhoods.

2.7.2 Landmarks, Order, and Orientation

Landmarks provide orientation and points of reference for navigating the urban environment. They include physical objects such as distinctive or historical buildings, signs, natural features, historical monuments, or even distinctive commercial signs or venues. They are usually visible from many locations and contrast with their surroundings.

A variety of structures, landmarks, and street/alley patterns come together in Downtown to help establish order and orientation. These represent great assets and contribute to creating a strong downtown image. For example:

- The City Hall complex creates a natural terminus to B Street, allowing it to act as a north-south view corridor
- Fourth Street looking east towards the OTC tower creates an east-west view corridor
- The OTC tower as a landmark offers a clear orientation to the eastern edge of the downtown
- The mid-block alleys in Downtown create an interesting hierarchy of street sizes and systems, including pedestrian pathways, and they are great north-south view corridors.
- Important landmarks, such as Heritage Square, Plaza Park, and the Carnegie museum offer points of orientation within Downtown.

All of these elements are existing assets in Downtown Oxnard. Their preservation and enhancement are, therefore, essential to Downtown redevelopment efforts.

2.7.3 Wayfinding/Signage

The City's downtown signs, with their vibrant colors and graphics, are very visible, are effective announcements of the presence of Downtown Oxnard, but they do not provide information about Downtown, nor are they intended to. An integrated downtown/ district directional sign system that is unique in its character to Downtown and uniform in its design and contents, would greatly benefit the downtown on two levels:

- The existing sign system is unique to Downtown Oxnard and should be augmented to offer increased clarity of location, and a sense of arrival to the Downtown for both motorists and pedestrians. The sign system should also act as one of the street furniture elements that provide a distinctive and easily recognizable image for Downtown.

- Specific Downtown District signs would promote the unique identity of each District and point to sites of interest within them.

3.0 PREVIOUSLY APPROVED PLANS, POLICIES, AND PROPOSALS

Over the past ten years the City of Oxnard has prepared and adopted a variety of plans, polices, and guidelines addressing land use and design issues for its downtown. This includes the 1992 *Oxnard Master Plan*, and the 1996 *Oxnard Downtown District Master Plan* (with its accompanying *Oxnard Downtown Design Guidelines*, the *Central Business District (CBD) provisions of the City's Zoning Ordinance*, and the 1990 *Meta Street Master Plan*). These plans contributed to the development standards and building codes that have regulated both building and street design in downtown Oxnard in the last decade. They are described below.

3.1 DOWNTOWN DISTRICT MASTER PLAN (1996)

Four design firms contributed to this 1996 plan prepared for the Oxnard Community Development Commission: Civitas, Andres Duany and Elizabeth Plater-Zyberk, the Gibbs Planning Group, and Curtis Stiles, A.S.L.A. Its purpose was to establish guidelines and regulations for the physical and economic revitalization of the downtown district. The plan has two regulatory components: (1) the Code, and (2) the Public Realm. An advisory third component proposes a business and an operation plan for the systematic transformation of both the physical fabric and the economy of the downtown district**.**

3.1.1 The Code

The first regulatory component of the 1996 Downtown District Master Plan, the *Code,* presented the land use standards, development standards, architectural design criteria, and development design review procedures for the development of private property in the downtown. Civic buildings were excused from these requirements so that distinct and identifiable civic buildings could be built for the community. (They are, however, subject to a review by the Development Advisory Committee– the *DAC*.) These regulations specified and defined the different uses of buildings, their architectural elements, their building materials, and the construction method for each different element. The Code also includes prototype plans and elevations for the different types of downtown buildings (e.g., storefront, urban town house, urban apartment house, courtyard apartment house, and parking structures).

Allowed Uses

The Central Business District Code clearly spells out details of the allowed commercial uses in the following four categories: (1) service uses, (2) retail, (3) cultural uses, and (4) technology. (*Sec. 34-105.2. Permitted Uses*) It also allows some other conditionally permitted uses / activities on approval of a special use permit. Uses requiring special permits include hotels and motels, concert halls, nightclubs, public or private schools, parking garages, theaters, … etc. (*Sec. 34-105.3. Conditionally Permitted Uses*). It prohibits certain uses such as mini warehouses, drive-in restaurants, swap meets, thrift shops, and privately operated social services. (*Sec. 34-105.4. Prohibited Uses*)

Development Standards

The CBD code contains detailed development standards for the CBD, including lot coverage, setback regulations, parking location and requirements, and residential density as well as minimum standards for residential units. (*Sec. 34-105.5.*). It also provides standards and guidelines for architectural design, building elements (walls, colors, roofs, windows, entryways, awnings), landscaping, lighting, and outdoor storage and refuse enclosures. (*Sec. 34-105.6)*

3.1.2 The Public Realm

The Public Realm component of the 1996 Downtown District Master Plan presented regulations for all public spaces within the downtown district (including streets, plazas, parks, paseos, and parking lots between buildings). Its purpose was to ensure that public space improvements were to be constructed in coordination with the development of private land.

The Public Realm component of the Plan emphasized the importance of public spaces and places and included a recommendation to introduce public art into the downtown (in both public and private projects). Thincluded improvement of street furniture, trees, and parking plans and policies, as well as streetscape proposals for the following streets: 2nd Street through 9th Street, Meta Street, Oxnard Boulevard, and B and C Streets.

The plan also identified the following as important public spaces to be rehabilitated and reconstructed by the City:

Plaza Park. A schematic plan for major improvements of Plaza Park was recommended to provide an attractive, safe, and clean public gathering space for the district. Additionally, it would anchor the west end of the 5th Street retail corridor and improve the flow of traffic from 5th Street into the downtown retail core. The plan recommended adding a Pergola, renovating the existing Pagoda and pavement, and incorporating a carousel or other facility for family attraction. The first phase of these improvements, including renovation of the Pagoda, has been constructed.

Plaza de la Estacion. The 1996 Plan included a recommendation to develop a plaza by incorporating portions of 4th and Meta Streets with an abutting parking lot to create an "incubator retail" center. The prototype plan was a one-story building type with small retail spaces to be built on the east edge of the plaza, opening directly onto the plaza. This would allow the space to host festivals and special events, while still allowing the accommodation of parking and the streets' functions. No action has been taken to implement these recommendations.

Oxnard Boulevard. The program envisioned a more intimate urban typology for Oxnard Boulevard, including a recommendation to redesign the portion that extends from 7th Street to 3rd Street into a "downtown avenue" street type. It also recommended a future light-rail line (on the existing right-of-way from the south end of Saviers Road to a point just north of the district, where it would connect to the existing Southern Pacific right-of-way and allow for a major stop at the Plaza de la Estacion). No action has been taken to implement these recommendations.

Restoration of "A" Street. The Plan recommended restoration of "A" Street to its original linear character (from its former meandering quality) and addition of as many angled on-street parking spaces as possible on both sides of the street. (Both of these recommendations have been implemented.) The plan also envisioned placement of street trees at 40-foot intervals behind the curb and the installation of traditional streetlights at 80-foot intervals (centered between the trees). The location of a future light-rail line on "A" Street was also considered**.**

Heritage Square. The Plan recommended preservation and augmentation of the successful character of Heritage Square by adapting its existing buildings to accommodate restaurant and entertainment uses.

Public Improvement Implementation Priorities

The 1996 Oxnard Downtown District Master Plan prioritized the implementation of the recommended projects as follows:

- The restoration of "A" Street (completed)
- The selection of a municipal color to unify street signage, traffic lights, and streetlights (partially accomplished)
- The development of Oxnard Boulevard (subject to Caltrans transfer of jurisdiction to the City, which has not yet occurred)
- The provision of directional signage throughout the Downtown (partially accomplished)
- Improvements to major cross streets (2nd, 4th, 5th, and 7th) in gateway blocks between Oxnard Boulevard and "A" Street (partially accomplished)
- Implementation of the Plaza Park Master Plan (partially accomplished)
- Construction of Plaza de la Estacion (not yet accomplished)
- An annual evaluation of the public parking need in the downtown (partially accomplished)

3.2 THE CENTRAL BUSINESS DISTRICT ZONE

In January of 2002, the Oxnard City Council adopted *Ordinance No. 2587* of the City Code, pertaining to a Central Business District Zone (CBD). Its purpose was to assist in the creation of a high quality, mixed-use urban environment for Downtown Oxnard. The provisions of the CBD Zone were intended to implement the recommendations of the Downtown District Master Plan by promoting a mixture of land uses (residential, commercial, cultural, and recreational), minimizing dependence on auto travel by encouraging pedestrian-oriented commercial activities, and locating employment and retail centers close to residential development (of varying densities). It also sets guidelines for permitted uses, prohibited uses, and conditionally permitted uses in the district.

To support its objective of high urban quality, the CBD zone ordinance encourages flexibility in architectural design, but also provides guidelines for design and development. It builds on past decisions, enforcing the existing *Oxnard Downtown District Master Plan* design guidelines, and provides additional regulations (regarding building styles, materials, colors, and advertising and building signs). All new construction, and remodeling of more than 50 percent of existing structures, must conform to the design standards set out in the ordinance. The ordinance also provides development standards for lot areas, building heights, setbacks, parking requirements, street elevations, and landscaping.

The CBD zone ordinance resulted in the establishment of the CIty Council-appointed Downtown Design Review Committee (DDRC) to review applications for both major and minor downtown design projects. It also identified the City's Planning and Environmental Services Manager as the key staff person responsible for administration of the CBD zone provisions. The Manager and the DDRC, by a set procedure, together oversee the approval / denial process for all new development in the Downtown District.

All major or minor changes to buildings or other property in the CBD require a *downtown design review permit*. The Planning and Environmental Services Manager evaluates the over-the-counter applications, but refers all accepted applications for major and minor *downtown design review permits* to the DRC for recommendations.

3.3 DOWNTOWN DESIGN GUIDELINES

This series of design guidelines interprets the urban design standards and the intended vision of the 1996 *Downtown District Master Plan*. They focus mainly on architectural styles and elements and building materials and details (including attention to exterior building elements such as exterior lighting, awnings, and signs). The Guidelines are divided into the following seven sections:

- **Section I: Overview:** Summary of the Downtown District Master Plan, which, along with the CBD Zone, the guidelines are intended to implement.
- **Section II: Permit Process:** Procedural guidance on how to obtain permits for various activities, as well as enforcement.
- **Section III: Architectural Styles:** Summary guidance for architectural design. Much of the information in this section is repeated in Section 2.6.1 of this report.
- **Section IV: Renovations:** Guidance for renovation of buildings, including remodels, as well as advice on how to address key elements of a building's façade.
- **Section V: Storefront Design:** Directions for development or renovation of street-level storefronts.
- **Section VI: Design Details:** Advice on a variety of issues related to building design, including building materials, color, awnings, and lighting.
- **Section VII: Signs:** Guidance on sign design, including prohibited types of signs.

The guidance contained in these seven sections is primarily advisory, with very few mandates. Essentially, the Guidelines were prepared as a convenient means to communicate the intent of the Downtown District Master Plan in a user-friendly, easily-distributable form.

3.4 META STREET MASTER PLAN (1990)

The *Meta Street Master Plan* examined an area of approximately four blocks of the Downtown on a parcel-by-parcel basis and recommended new land uses as well as design guidelines for its redevelopment (for both the public and private sectors). It was not intended as a regulatory instrument, but instead to be used by City as a means to stimulate private development commitments in the area.

The plan recommended major land use changes, from industrial and specialty retail to residential. The Master Plan was presented and discussed at a work session of the City Council, which produced these four final goals and policies regarding the plan:

- An enhancement of the Latino cultural characteristics of Meta Street
- The introduction of well-designed forms of housing as the predominant new land use of Meta Street
- The establishment of uses that will support the new residential character of the street
- To upgrade and rebuild the infrastructure of the street to consistent with contemporary standards

4.0 STRATEGIC DEVELOPMENT PLAN FOR THE DOWNTOWN

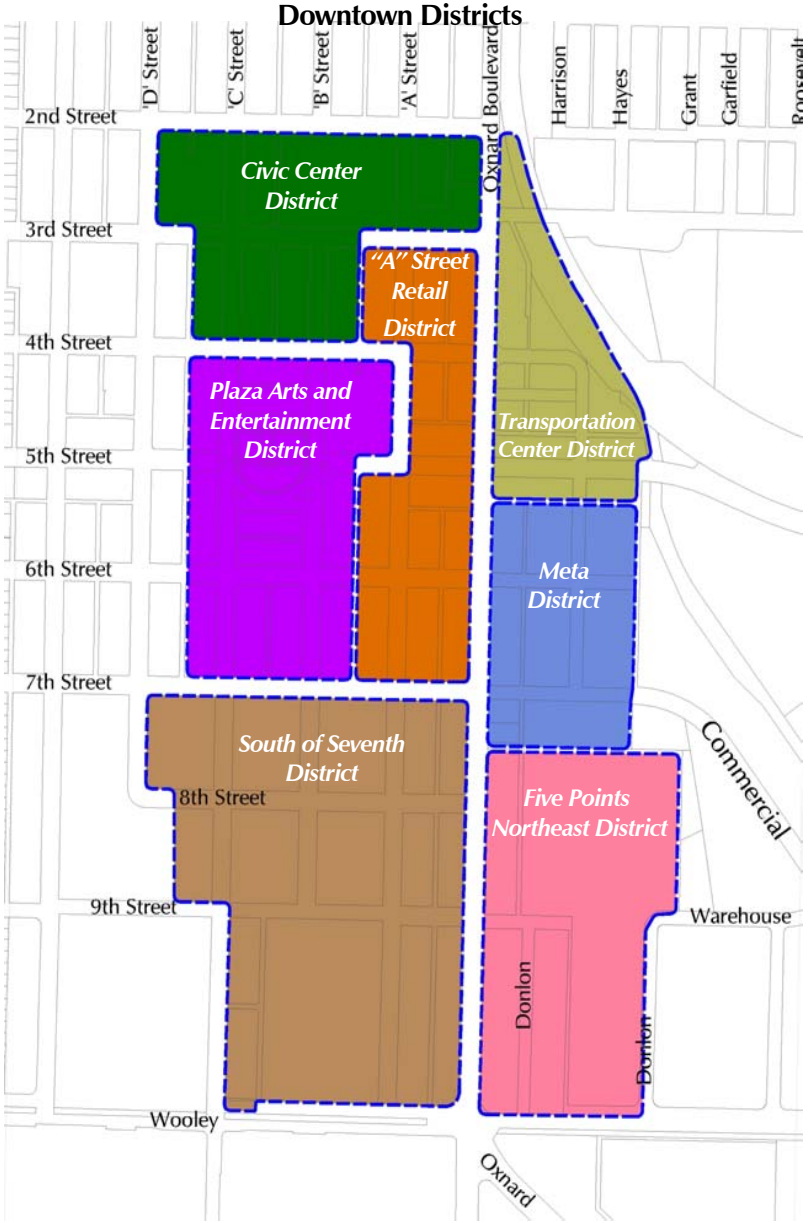
4.1 THE CONCEPT OF DISTRICTS

Among the many objectives pursued by the City in preparing the *Downtown Strategic Plan* is the articulation of a more detailed program for land use in the Downtown. For several years, land use regulations in Downtown have been painted with the broad-brushed CBD zone and land use designation, with no articulation of the City's expectations for the type and character of development for specific locations within Downtown. Thus, one of the City's challenges in crafting this Strategic Plan was effectively defining the geographic scope of Downtown Oxnard. At approximately 200 acres, the area covered by the City's CBD zoning is relatively large for a community of Oxnard's size. As a result, there is a lack of land use focus in the downtown.

In response to this issue, a series of seven districts reflecting particular identities in terms of land use, character, and function have been identified. This plan's intent is to further redefine and strengthen them by recognizing their unique contributions to creating a vital downtown and recommending strategies that promote or enhance these contributions. The seven districts established for this effort (see Figure 1) are as follows:

- The Civic Center District
- The Plaza Entertainment and Arts District
- "A" Street Retail District
- The Transportation Center District
- The Meta District
- The South of Seventh District
- The Five Points Northeast District

Figure 1
Downtown Districts



One aspect of this effort was the identification of opportunity sites that might act as catalysts for development. This approach is based on a theory that has been validated in many different cities, nationally and internationally. A catalyst development works well in a well-defined area (e.g., the districts) where investors can feel confident in the character and nature of future development in the area. A catalyst is often a significant building, street improvement, retail centers, cultural venue, or even an intention, or future plan.

4.2 The Function and Character of Districts and Connectivity

Each downtown district, though distinctive in function and character, has a part to play in the overall integrity of downtown. While it is important to enhance and emphasize the uniqueness of each, it is equally important to connect them together into a larger, clearly identified Downtown. This can be effectively done by the use of urban design elements such as landscaping, street furniture, and the treatments of street surfaces. Though these would vary somewhat according to location and function, the use of common design characteristics that are exclusive to Downtown create a visual connection of the various districts into a cohesive whole. North-South streets such as Oxnard Boulevard, and "A," B, and C Streets—along with the alleys in the middle of the blocks between those streets—could create and strengthen that connectivity through the use of urban design elements that share a common theme or design.

An examination and comprehension of development issues entails an investigation of the many scales of urban context, beginning with the district and continuing on down to a block-by-block analysis. As the details of each district are considered, it is important to keep in mind the larger picture question: How does this district or this block's development fit in with the Downtown, the city, and the region? To understand these complex interrelationships, a near simultaneous analysis of the issues at each scale is appropriate, beginning with the regional and working downward, and by limiting the examination to the level of detail pertinent to each scale.

4.3 Overarching Fabric/Recommendations

Historic photographs of Downtown Oxnard depict an established town center with general stores, a green public space (Plaza Park), and well-defined architecture. Present day Downtown Oxnard has built on its historical heritage to add important landmarks, and a well-defined hierarchical system of streets and alleyways. With its firm connections to the expanded metropolis (including Oxnard itself and the surrounding region), it continues to be central to the life of the city. While the seven districts that compose Downtown reflect different facets of Oxnard, they unite in presenting a common identity for the city. This identity is supported by the unifying pattern of its streets and alleyways, which form a network of movement throughout the Downtown (for both pedestrians and automobiles). In concert with this is the relatively uniform scale of the buildings, which adds an element of human scale and comfort to the experience of both residents and visitors. The City has done an admirable job of maintaining this comfort of uniformity, while at the same time allowing for individual differences in buildings that add texture to the Downtown experience. In addition to many interesting styles of architecture that can be exploited to enhance the cityscape, the street trees and other lush foliage are also instrumental in creating a distinctive character for the downtown.

This view is based on a thorough study of Downtown Oxnard's history, a review of all of the previously approved plans, policies, and proposals for Downtown development, as well as an inventory analysis of its existing resources. The fundamental goal of this process is thus to build on the considerable strengths that the Downtown already possesses and to augment areas of weakness so that they may contribute to the overall development strategy.

The following sections of this report first present overarching recommendations for Downtown, then district-by-district recommendations that are consistent with and nested within these broader recommendations. Each set of recommendations addresses land use and development, streetscape, traffic and pedestrian circulation, and architectural character. These recommendations in many cases reflect or reiterate the recommendations of the various plans that have been completed over the last ten years (as described in Section 3.0).

4.3.1 Land Use and Development Strategies

The following are the broad land use and development strategies for Downtown that establish the framework for more focused strategies for each of the Downtown Districts:

- Mixed-use development (commercial / office / retail) in northern Downtown along Oxnard Boulevard and A and B Streets to augment the existing commercial character of those streets.
- Niche retail commercial uses on the northern section of Oxnard Boulevard, and on A and B Streets, between 3rd and 7th Streets.
- Diverse commercial, including automobile-oriented uses, along the southern section of the east side of Oxnard Boulevard.
- Government uses concentrated in the Civic Center District and the Oxnard Transportation Center District.
- Cultural amenities and mixed-uses focused around the Carnegie Museum and Plaza Park (in the Plaza Entertainment and Arts District).
- Residential uses south of 7th Street and along Meta Street or as part of mixed-use projects in other districts.
- Modify the City's CBD zoning provisions to be consistent with the district-based recommendations of the Downtown Strategic Plan.

4.3.2 Streetscape Improvements

A variety of streetscape improvements will benefit either all of Downtown or multiple districts within Downtown. These are as follows:

- Replace all overhead utility lines and poles in Downtown with underground utilities. The City has an ordinance requiring all new development or redevelopment to place the utilities serving that development underground. The City might consider an in-lieu fee for small-scale projects that would not otherwise permit efficient undergrounding, This fee could then be used to support City-initiated efforts. The City should evaluate prospects for acquiring funding under the California Public Utilities Commission's (CPUC) Rule 20, which sets policies and procedures for the conversion of overhead power lines and other equipment to underground facilities. This program is coordinated through Southern California Edison.
- Unify the light fixtures throughout the Downtown. This includes replacing the high-mounted cobra-head light poles on key pedestrian corridors with pedestrian-scale streetlights. On streets with high traffic volumes and high pedestrian activity, the City should consider a two-tiered fixture that provides illumination for both the automobile travel lanes and the sidewalks.
- Lower the height of the existing median on Oxnard Boulevard and plant it with low-growing trees and shrubs. This would lessen the barrier effect created by the existing built-up median.
- Provide features at mid-block crossings and at street intersections to clearly identify and enhance pedestrian crossings and ensure pedestrian safety. (Such treatments are already in place at the five mid-block points along "A" Street between 7th Street and 2nd Street).
- Add a unified design of street furniture (including bus shelters, benches, refuse containers) to all Downtown streets.

- Implement the recommendations of the *Downtown Street Tree Master Plan*, with an emphasis on establishing and maintaining shaded pedestrian pathways and areas of refuge.
- Establish and redefine gateways and entry points to the Downtown through land use adjustments, graphic wayfinding signage, and landscape treatment.
- Establish a wayfinding system within Downtown that recognizes the distinct identities and qualities of each district, while promoting an overall Downtown theme. The system should include a signage program that includes directional maps for pedestrians.
- Develop public plazas, of many different scales, where public art may be displayed.
- Amend the City's Art in Public Places program to allow funds to be used to locate art throughout the Downtown area.

4.3.3 Traffic and Pedestrian Circulation

While there is no need to or benefit associated with altering the fundamental traffic patterns in Downtown, there are several measures that the City could take that would benefit the overall traffic and pedestrian circulation within Downtown. These are as follows:

- Traffic calming devices should be installed throughout Downtown wherever feasible. This will enhance safety and encourage more pedestrian activity. This could include diagonal on-street parking, corner "bumpouts," and mid-block pedestrian crossings similar to those on "A" Street.
- Provision of new parking structures in Downtown and establishment of Downtown as a parking district (where parking in lieu payments are permitted).
- Integration of Downtown's north-south alleyways into the pedestrian circulation network. This could include installing clearly identified paved pedestrian pathways in the alleys and improving pedestrian connections between streets and alleys. This could also involve creating secondary building access to promote alley-loaded entrances or thruways, as well as development of mid-block "paseos" that connect the alleys with parallel streets.

4.3.4 Overall Architectural Style/Theme for the Downtown

As described in Section 2.6.1 of this report, Downtown Oxnard encompasses a variety of architectural styles that reflect the historical development of the area. There is no predominant architectural theme or style, so it would be neither practical nor advisable to impose an architectural program that attempts to unify the appearance of buildings in Downtown (or any of its districts), either through design of new structures or redesign of existing structures (including installation of facades). The following recommendations reflect this general perspective, while elaborating on specific aspects of the architecture of Downtown.

- The use of any particular architectural style should not be dictated in any of the Downtown districts. Design elements of a special architectural style could, however, be incorporated into contemporary building design not in the form of reproduction, but as a contemporary interpretations of that style; this approach could be particularly effective for larger scale retail, office, residential, and mixed-use projects.
- New smaller scale commercial and residential buildings should be encouraged to follow one of the Downtown existing non-eclectic architectural styles. The choice of styles should consider the context established by existing buildings along the adjacent street frontage.
- New larger scale buildings (especially on Oxnard Boulevard, A and B Streets, and around Plaza Park) should be allowed to exceed the CBD height limitations of 45 feet in exchange for a publicly accessible space on the project site or other design amenities (based on the approval of the Downtown Design Review Committee).

4.3.5 Parking

As Downtown Oxnard continues to fill-in and intensify with new development, parking will become an increasingly important issue, particularly as surface lots are converted to development. The following recommendations reflect a range of actions that the City could take to ensure that parking supply remains sufficient to meet the demands of Downtown residents, business owners, and visitors.

- Shared parking facilities in Downtown are strongly encouraged in order to eliminate the need for surface parking lots. New commercial and mixed-use developments should share space in the proposed new parking structures; the number of parking spaces allocated to each will be based on each business's actual usage, and operating hours.
- Consider establishing Downtown as a parking district to fund new parking structures and on-grade parking improvements.
- All new downtown development, new additions, and each change of use that necessitates more parking within the district should adhere to the City's guidelines regarding parking space requirements. They must provide the required number of parking spaces relative to their size, or pay an in-lieu fee on a per-space basis.
- A system of in-lieu payments will facilitate the development of smaller sites within the Downtown area as it allows developers to confine their land acquisition to the development site only. It will maximize the site's potential and make it more attractive for development. It is also beneficial to the City because the fees, acquired from many developers, will enable the City to build public parking structures within Downtown.
- The fee/parking space requirement should be a formula based on the total number of spaces in the immediate area (within 1,000 ft of the nearest point of the subject property) and the projected cost of building a public parking structure per space.
- New parking structures should be placed along the main pedestrian streets, and should include retail or commercial office on the ground level.
- Parking structure ingress and egress, if applicable, should be placed on the existing alleys and should be well-defined in order to minimize interference with pedestrian and car circulation.
- Parking lots should be landscaped and secured where necessary.

4.4 CIVIC CENTER DISTRICT

The Civic Center District encompasses the Civic Center site and the blocks immediately south thereof (approximately 18 acres). It is intended to be the primary location for public and government uses in the Downtown area, acting as the northern "cap" of Downtown. The area is currently dominated by the City's Civic Center, including City Hall and its Annex, the main Library, and the Public Safety Building. The Civic Center will become even more prominent and distinct when the complex is renovated and expanded. The expansion project includes upgrades and additions to the existing CIty Hall building (including the Council Chambers), conversion of the old library building into a new development services center, parking lot improvements, and demolition of an existing 58,000 square foot building. Building additions will total 47,000 square feet. Accounting for the demolition of the existing building, the net square footage reduction will be 11,000 square feet.

In addition to the City's offices, which together account for between 500 and 600 employees, the Civic Center District is envisioned as an area that will accommodate other public offices as well as private offices for supporting businesses

4.4.1 Land Use and Development Strategies

The land use in this area is mainly for government office uses and associated services. The many catalyst projects that are taking place in this District, including the renovated Civic Center and the new

parking structure, will establish the District as the Oxnard's government center. The new projects will contribute to the creation of that strong identity and image of a government center, which should encourage government agencies from all other districts to relocate to it, taking advantage of the efficiency of their proximity to each other, and of the centralized prestigious location.

Principally Permitted/ Encouraged Uses	Zone Clearance/ CBD Design Permit Required	Special Use Permit
▪ Government and Private Office	▪ Office ▪ Retail ▪ Parking Facilities	▪ Residential ▪ Social Services ▪ Institutional Uses

Development Strategies

- The development of more office buildings on C Street between 3rd and 4th Streets, which could potentially accommodate existing government agencies that are presently located in other parts of the Downtown.
- Opportunities for a new office building on "A" Street east of the Library, which could be developed for private offices that need to be in proximity to government offices.
- An increase in the permitted height of buildings in the area.

Such a concentration of employment would benefit the Downtown as a whole by bringing together a critical mass of daytime office workers who would patronize downtown businesses.

The concentration of offices will also increase pedestrian activity within the area, which will in turn generate demand for some office retail services within the area.

4.4.2 Streetscape and Public Open Spaces

The streets within this district contain the major ingredients for a government civic center street, such as 10-foot sidewalks and on-street diagonal parking. The following additional improvements are recommended in order to encourage pedestrian usage and reinforce the civic and community character of the district:

- New street landscaping at the pedestrian scale, including trees and shrubs (per the *Downtown Street Tree Master Plan*).
- Decorative and textured paving patterns in crosswalks that extend to the entrances of the government buildings.
- Open space setbacks at street intersections and traffic calming techniques.
- Pedestrian scale street lighting at the intersections.
- Unified street furniture: bus shelters, benches, and refuse containers.
- District signage and directional maps.
- Public art in and around government buildings that invites participation and interaction.

4.4.3 Traffic and Pedestrian Circulation

Changes to the existing traffic pattern in the Civic Center District are not necessary. However, in order to encourage pedestrian activity within the district, traffic calming measures should be considered within the district in the three-block area between Oxnard Boulevard (on the east) and D Street (on the west) including 2nd, 3rd, and 4th Streets. This will reinforce pedestrian movement both within the district, and to and from the Entertainment and Arts District across 4th Street. Slower traffic in a government center provides for better security, allows drivers better recognition of government buildings and services, and accommodates pedestrian movement within the area.

4.4.4 Architectural Character

All the new government buildings currently in the design stage (such as the City Hall expansion and the parking structure) are intended to represent the Contemporary / International style, which promotes sustainable design and flexibility in the use of building materials, colors, and building forms. Public civic buildings should be image-

making, designed to act as landmarks for the community. All new buildings should be designed to connect visually with the street and to the surrounding structures. Taller government and office buildings should relate to the common 2- to 3-story height of the Downtown by being set back from the street enough to include public plazas on the street frontage.

4.5 "A" Street Retail District

The "A" Street Retail District is focused on "A" Street, which for all intents and purposes is Downtown Oxnard's "Main Street." In addition, the Downtown Retail Core includes block fronts along 2nd, 3rd, 4th, 5th, 6th, and 7th Streets. The intent of this District, which covers approximately 28 acres, is to establish a traditional downtown "Main Street," with a mix of retail, service, and offices, all within buildings whose architectural designs reinforce the pedestrian scale and orientation of the streets. These buildings should be at least two, but no more than four, stories tall to conform to Sec. 34-105.5 of the CBD Development Standards. This will create a sense of enclosure along the street. Uses may be mixed within the buildings (e.g., ground-floor retail, with offices or residential units above).

The "A" Street Corridor has attracted considerable attention over the past few decades as the City, in sequence, converted it into a pedestrian mall in the early 1970s, then reopened it to vehicular traffic in a serpentine configuration in the late 1980s, and finally restored it as a traditional Main Street, with diagonal parking, corner "bumpouts," mid-block pedestrian crossings, and a unified streetscape theme in 1996. The current configuration provides a preliminary framework for improved private investment in the area, but the existing 10-foot wide sidewalks—currently interrupted by street lights and tree wells—are not sufficient for the anticipated retail oriented pedestrian activities. As development begins to occur on the street, more street improvements will be needed in order to attract a stronger and more economically diversified retail market.

4.5.1 Land Use and Development Strategies

This district contains three categories of opportunity sites: (1) vacant sites that are temporarily used for parking; (2) underutilized surface parking lots; and (3) underutilized retail space. All of the vacant sites, excepting the one on the NW corner of 7th and "A" Streets, are along Oxnard Boulevard. These lots offer an opportunity for redevelopment into mixed-use buildings with retail/restaurants/offices on the street level and one or two floors of office or live/work space or residential units above the ground floor.

Principally Permitted/ Encouraged Uses	Zone Clearance/ CBD Design Permit Required	Special Use Permit

▪ Retail
  ▪ Required on ground floor of all buildings between 4th and 6th Streets on "A" Street
  ▪ Encouraged on ground floor of all buildings
▪ Services
	▪ Retail
	▪ Service
		▪ Office
		▪ Residential
		▪ Institutional Uses
		▪ Public/Quasi-Public

Development Strategies

- A multi-story parking structure to accommodate the projected demand for parking generated by new development. It would also accommodate some of the parking now occupying the plaza on the SE corner of 4th Street and Oxnard Boulevard, freeing it to be used to create a development of retail stores surrounding an open public space.
- Mixed-use development, with retail on the ground floor and offices above.

- Many of the existing structures on "A" Street have the potential to improve or increase their retail space by either adding an extra floor to the existing structure or by adding adjacent square footage.
- Adjacent alleys offer possibilities for retail stores and other businesses to have double access and visibility: from both "A" Street and the alleys.

4.5.2 Streetscape and Public Open Spaces

As the major streets of the Downtown District, Oxnard Boulevard and "A" Street could also act as connectors between districts. Their development, therefore, will play an important role in the revitalization of the area.

"A" Street with the existing scale and character of its buildings is able to support a commercial district. A future possibility for sidewalk widening and additional street furniture, combines excellent design ingredients for a thriving commercial district. Development of the street in this manner will accommodate a type of retail that is able to attract a diversity of people from the region.

Oxnard Boulevard currently operates as State Route 1, the Pacific Coast Highway (PCH), to Highway 101, but the improvement of the Rice Avenue corridor will allow the rerouting of State Route 1 traffic to bypass Oxnard Boulevard and Downtown. The resulting lower traffic volume presents an opportunity to redesign and convert Oxnard Boulevard into a downtown commercial street with mixed uses and a pedestrian friendly environment. This transformation will require some modification of existing street elements that are currently more reflective of high volume traffic. For example, the concrete, sloped medians located along many parts of the boulevard inhibit cross-street visual continuity and are not conducive to safe and comfortable pedestrian crossing. Also, the pedestrian crossing at 8th Street lacks both signals and visibility, so it is unsafe for both pedestrians and motorists.

Short-term Improvement of "A" Street and Oxnard Boulevard:

- Street and directional signage, landscape materials, and street furniture must be placed at calculated heights and distances so as not to impair visibility of the intersections.
- Pedestrian-scale street lighting should be installed at regular intervals along "A" Street, the Boulevard, and at street intersections. These fixtures would also reinforce the sense of arrival to the downtown.
- Pedestrian crosswalks at mid-block and intersections should be incorporated into the pedestrian routes (they could be slightly raised, colored concrete or concrete pavers with integral colored concrete edge banding and LED lighting).
- Alleyways should be secondary to streets in the hierarchal structure of accessibility for pedestrian and car movement. They should also contain bicycle paths that connect to other parts of the Downtown.
- The median on Oxnard Boulevard should be lowered to allow a sense of connectivity across the Boulevard; it should be planted with low-growing flowering shrubs and ground cover. Shade trees should be planted at consistent intervals in designated sections along the sidewalks lining the Boulevard.

Long-term Improvement of "A" Street and Oxnard Boulevard

- Increase the width of the sidewalk to allow a clear path for pedestrian movement and a planter strip for trees and street furniture (including street lights, benches, directional signs, and trash bins). This will enhance pedestrian activity in the district and will make sidewalks the dominant streetscape element.
- Add planter strips with plant types that contribute a variety of colors to the streetscape
- Employ decorative and textured paving patterns on the sidewalks to clearly identify pedestrian paths and the street furniture strip.

4.5.3 *Traffic and Pedestrian Circulation*

Oxnard Boulevard will experience lower traffic volume initially as bypass traffic is diverted to Rice Avenue. This, along with the proposed street trees, street lighting, and the pedestrian crosswalks at the intersections, will encourage more pedestrian activity on the Boulevard. There is no need to change any existing traffic patterns at this time. However, as the Boulevard continues its transformation into a commercial Main Street, the expected increase in pedestrian activity may require widening the sidewalks and a possible reconfiguration of the existing traffic patterns or lane configurations at a later date. In conjunction with these other changes, the City should consider placement of on-street parking spaces along the Boulevard, as suggested in the 1998 Downtown Parking Strategy. This would have the benefit of providing additional parking, while "calming" traffic and providing a buffer between pedestrians and traffic.

4.5.4 *Architectural Character*

Vacant sites on Oxnard Boulevard present a current opportunity to add new and original contemporary designs that will enhance and complement the existing architecture on the Boulevard. The exterior building design of these new structures should coordinate the use of building materials, forms, and / or color with existing structures in order to create an identifiable character for the district. Building heights along the Boulevard should be at least two, but no more than four, stories tall to conform to Sec. 34-105.5 of the CBD Development Standards. Infill structures should build their ground floors to the front property line, and should be creative in relating their new rooflines to the adjacent property.

The northern section of Oxnard Boulevard between 3rd and 8th Streets should have the same quality of retail as the downtown core area on A and B Streets, while the southern section between 7th Street and the Five Points Intersection will continue to serve a mix of retail, including automobile related retail.

4.6 PLAZA ENTERTAINMENT AND ART DISTRICT

This district encompasses the area surrounding Plaza Park, including the new multiplex theatre project that is proposed for the block bounded by 4th, "A," 5th, and B Streets. The intent for the District, which covers about 14 acres, is to establish a vital area emphasizing entertainment and arts uses, as well as supporting service uses, including restaurants catering to patrons of the entertainment and arts venues.

4.6.1 *Land Use and Development Strategies*

The focal points of the district are Plaza Park, the Carnegie Museum, and the movie theatre / retail / restaurant complex (currently under construction) on the northeast corner of 5th and B Streets. This catalyst project will serve as a recreational node and will help attract pedestrian activity to the surrounding retail core of Downtown.

The proposed land use for the Plaza Entertainment and Arts District is generally mixed-use.

Principally Permitted/ Encouraged Uses	Zone Clearance/ CBD Design Permit Required	Special Use Permit
▪ Visitor and Sub-Regional Retail ▪ Theaters ▪ Museums ▪ Galleries	▪ Retail ▪ Theaters ▪ Museums ▪ Galleries	▪ Residential

Development Strategies

- A specialty retail complex that could include the expansion or enhancement of the Carnegie Art Museum. (This could serve as contemporary and historical landmark structures respectively.)
- All blocks surrounding Plaza Park should be considered for mixed-use commercial/office/residential projects.

- Plaza Park should expand north to connect with the Carnegie Museum site (eliminating the section of 5th Street between B and C Streets on the north of the Plaza Park).
- A new residential project south of the historic Vogue Theatre. This will allow the Vogue Theatre to remain as an architectural landmark within the community, while the internal use of the theatre may vary to meet market conditions. (For example, the structure could be used to accommodate retail, restaurant, or religious activities.)
- CBD zoning provisions should be modified to allow up to 85 dwelling units per acre and up to 6 stories by special permit.

4.6.2 Streetscape and Public Open Spaces

The major open space feature within the District, and all of Downtown for that matter, is Plaza Park, which has a very traditional foursquare design. The proposed expansion of Plaza Park to the north will create a public plaza that will enhance the park's role as the heart of the community. The proposed movie theatre and retail shops --located to the northeast of the Plaza--will draw more people to the District. Density will also increase as a result of the expected residential development, which will require services and provide the area with 24-hour a day residents.

The short- and long-term development guidelines proposed for "A" Street should be used for the redevelopment of B and C Streets as well. The resulting uniform character of those streets will help create a linkage between the districts, and will reflect a common character for the Downtown. Short- term improvements for B and C Streets could include the following:

- Mid-block, and intersections pedestrian crosswalks should be incorporated into the pedestrian routes and emphasized (they could be colored concrete or concrete pavers with integral colored concrete edge banding and LED lighting).
- Street and directional signage, landscape materials, and street furniture must be placed at calculated heights and distances so as not to impair visibility of the intersections.
- Pedestrian scale street lighting should be installed at regular intervals along B and C Streets and at intersections. These fixtures would also reinforce a sense of arrival to the downtown.

Long-term Improvements for B and C Streets:

- Sidewalks widths should be increased to allow a clear path for pedestrian movement and a planting strip for trees and street furniture (including street lights, benches, directional signs, and trash bins). This will enhance pedestrian activity in the District and will make sidewalks the dominant streetscape element.
- Decorative and textured paving patterns should be employed on the sidewalks to clearly identify pedestrian paths, and on the street furniture strip.
- Decorative and textured paving patterns should be employed on the sidewalks to clearly identify pedestrian paths, and on the street furniture strip.

4.6.3 Traffic and Pedestrian Circulation

The existing traffic on "A", B, and C Streets, and on the intersecting 4th, 5th, and 6th Streets, moves efficiently and is forecast to continue to do so. Thus no change in the existing patterns is warranted.

The planned theater, the potential museum expansion, the expected future residential and commercial projects, and the expansion of Plaza Park will contribute to an increase in pedestrian activity. It is therefore important to plan for a comprehensive network system for pedestrian movement within the area employing sidewalk widening, an emphasis on mid-block and intersection crossings through design, and the incorporation of the existing alleyways into the network.

This area should include a multi-level parking structure to serve patrons of the proposed movie theatre complex, Plaza Park, Carnegie

Center, and adjacent retail stores, as well as the "A" Street Retail District. The ground floor of a new structure could also have some commercial activity. The existing City-owned lot at the northeastern corner of 6th and B Streets is a good candidate for such a structure.

4.6.4 Architectural Character

The contemporary design of the new movie theater complex will prepare the District to receive additional contemporary architecture. The contrast between the contemporary design of the theater complex and the classical architecture styles of the existing Carnegie Museum and Vogue Theater marquee will, if handled correctly through landscaping and other strategies, enhance the architectural character of the District. The District should be characterized by contrasts in architecture – the old and the new – each serving to accentuate and enhance the other. This contrast of styles will distinguish the District among the others in the Downtown, and emphasize Oxnard's position as both an historical and a modern city. Promotion of contemporary forms and materials for all future development in the District would support the establishment of this dynamic contrast in styles.

4.7 THE TRANSPORTATION CENTER DISTRICT

The Oxnard Transportation Center is an important transportation hub that serves the needs of travelers ranging from local bus patrons to train commuters and intercity travelers. With its signature clock tower, it could also be one of Downtown's more prominent landmarks if firmly incorporated into the Downtown (a challenge faced by this approximately 19-acre district). The recommendation to reclaim Oxnard Boulevard as a commercial, pedestrian-friendly street running through the center of Downtown will help achieve this objective.

The District includes two of the most important entry points into Downtown: westbound 5th Street and southbound Oxnard Boulevard. To establish a strong (positive) impression for travelers entering Downtown from the east along 5th Street, this plan recommends pulling the urban edge of Downtown east of the railroad tracks. This could be accomplished through a combination of redevelopment of the properties immediately north and south of 5th Street, including the adaptive reuse of the old Amtrak Depot as a focal point for development on the north side.

4.7.1 Land Use and Development Strategies

The presence of excellent transportation access, coupled with the adjacent land that appears ripe for redevelopment, offers strong opportunities for the establishment of transit-oriented uses. Potential uses might include transit-oriented residential uses. Sufficient parking would have to be provided to accommodate parking demand associated with the OTC and other uses along 5th Street.

Principally Permitted/ Encouraged Uses	Zone Clearance/ CBD Design Permit Required	Special Use Permit
▪ Visitor-Serving Retail and Services ▪ Transit -Oriented Uses	▪ Uses within Oxnard Transportation Center (OTC)	▪ All Uses Outside of the OTC

Development Strategies

- A commercial plaza at the SE Corner of 4th Street and Oxnard Boulevard (the area currently used for surface parking). Retail stores / restaurants / cafes could be built on the northern and southern boundaries of the site, defining the block while keeping the interior as an open, hard-space public plaza with interactive public art. The retail / restaurant / café would be accessible from both the plaza and the streets. The plaza would expand the Downtown to the east, help connect the OTC to the rest of the Downtown, and act as a pleasant transportation gateway to the Downtown.
- Implement the adopted *OTC Master Plan*, which addresses the need for additional parking, the need for better circulation within

and around the site, and the need to create a better pedestrian path within the District.

- Implementation of the *OTC Master Plan* and the proposal for a commercial plaza at the SE corner of Oxnard Boulevard and 4th Street will create a strong eastern boundary and a distinctive transportation gateway to the Downtown.
- Development of a residential/mixed-use project at the northeast corner of 5th and Meta Streets.

4.7.2 Streetscape and Public Open Spaces

The recommended transformation of Oxnard Boulevard into a downtown "Main Street" and the recently developed residential projects in the Meta District will attract pedestrian movement and activity to the area. The proposed *OTC Master Plan* provides a network of pedestrian paths throughout the OTC and extends outward, connecting the OTC to the proposed commercial plaza on both its eastern and northern sides. The proposed additional parking east of the tracks and under the 3rd Street overpass, along with the proposed parking structure on the southwest corner of 4th Street and Oxnard Boulevard, will provide ample space for parking needs.

Street Improvement Recommendations

- Reconstruction and repair of existing sidewalks.
- Install street and directional signage, and street furniture and place them at calculated heights and distances so as not to impair visibility of the intersections.
- Install pedestrian scale street lighting at regular intervals and at intersections to match the rest of the Downtown.
- Pave the pedestrian crossing areas with the same textures, and colors as those proposed for the pavement of the plaza (on Oxnard and 4th) to create a sense of connectivity within the District.

4.7.3 Traffic and Pedestrian Circulation

The *OTC Master Plan* will improve traffic circulation in the OTC area. An additional bus island will reduce pedestrian congestion at the existing island, and the network of pedestrian paths will greatly improve pedestrian movement within the area.

4.7.4 Architectural Character

The distinctive characteristics of the OTC building and its exclusive use of bricks could be repeated in the development of new projects in the District. Using this strategy will help establish a character for the OTC District, and a recognizable architectural image for this transportation gateway.

4.8 META DISTRICT

The intent for this approximately 14-acre district is to establish a unique, primarily residential transit-oriented neighborhood within the Downtown. Consistent with discussions in earlier reports, the 1986 *Meta Street Master Plan* and the 1996 *Oxnard Downtown District Master Plan,* the neighborhood would assume an internal focus with the center located at the intersection of 6th and Meta Streets. Here, a commercial intersection adjacent to a hard surface open public space could serve dual roles as a main Downtown public space and as a plaza for neighborhood social and cultural activities.

An objective of new development in the Meta District is to balance the housing stock by introducing market rate units to complement the two affordable projects that are planned for the northwest corner of 6th and Meta Streets, and south of 7th Street on the Boys and Girls Club site.

4.8.1 Land Use and Development Strategies

Although this District covers a relatively small area in comparison to other districts, it has perhaps the greatest opportunity for improvement. The predominant use along Meta Street is medium

density residential. There are also several single-family homes in the area, many of which are in need of renovation and repair.

The uses along Oxnard Boulevard on the western edge of the neighborhood are entirely commercial**.** As recommended above, three vacant lots along Oxnard Boulevard could be developed as mixed-use / commercial.

Principally Permitted/ Encouraged Uses	Zone Clearance/ CBD Design Permit Required	Special Use Permit
▪ Transit-Oriented Residential ▪ Neighborhood Service Commercial	▪ N/A	▪ All Uses

Development Strategies

- Neighborhood retail and a small public space. (This space could be developed as a hard surface open space with benches and other street furniture).
- Moderate density infill housing on Meta Street with ownership opportunities.
- Retail is recommended for the vacant lots on Oxnard Boulevard.

4.8.2 Streetscape and Public Open Spaces

Meta Street has a number of streetscape issues including the presence of overhead utilities and the lack of a street tree theme and landscaping; it lacks amenities and a character suitable for pedestrian use. The combination of these issues makes Meta Street a rather uninviting streetscape.

Street Improvement Recommendations

- Remove existing utility poles and lines and replace them with underground utilities.
- The sidewalks should be repaired and if possible widened to provide for comfortable pedestrian circulation.
- Develop a landscape theme with street trees planted at set intervals. This could simply be an extension of the planting schemes of the Downtown Street Tree Master Plan into the Meta Street area, which is not covered by the Master Plan.
- Provide street furniture and pedestrian scale street lighting along both sides of the street frontage.
- Provide designated pedestrian crossing zones at mid-block and intersections (identified by applying special textures and colors to their surfaces and LED lighting).

4.8.3 Traffic and Pedestrian Circulation

The recommended residential/commercial uses, sidewalk reconstruction, creation of intersection and mid-block pedestrian crossings, along with the expected changes in building facades within the District, will produce a new character that is more conducive to pedestrian activity. This will increase pedestrian circulation in the District, creating a livelier streetscape.

No changes in traffic patterns are warranted.

4.8.4 Architectural Character

The vacant and underutilized properties in the Meta District dominate the streetscape and overwhelm the few buildings that possess recognizable architecture styles. Exceptions are the billiard bar and the Mexican restaurant on the corner of 7th and Meta Streets. These are typical of the Southwest / Santa-Fe style. The new Meta Street Apartments at the northwest corner of 6th and Meta Streets are a typical, contemporary California style.

Though vacant properties dominate, the architectural features shared by the buildings in the District could be used to create some character for the District (based on these historic forms). For example: arches, a colonnade, and red brick are used. The lack of a dominant style, apart from the features above, offers some flexibility in proposing new designs. The presence of vacant lots offers an opportunity to use

architectural elements in new buildings to create a recognizable district. An appropriate contemporary architecture could use the elements mentioned above.

4.9 SOUTH OF SEVENTH DISTRICT

This is the largest downtown district, at around 47 acres. As with the Meta District, the intent of this district is to create a distinct residential neighborhood within Downtown. The area already includes some large residential projects (the 105-unit Mariners Place apartments and the 95-unit Casa Marina condominiums). As envisioned, residential infill or redevelopment projects with similar or slightly higher densities could be added to create a very strong residential character to the area. The key to creating the critical mass necessary to establish this character lies in the opportunities for the reuse or redevelopment of several key properties. The existing neighborhood school (Driffill Elementary) and a new neighborhood-scale market (Vallarta Market) on "A" Street would complement the new (and existing) residential uses in the area and help to create a vital urban neighborhood.

4.9.1 Land Use and Development Strategies

This District is envisioned as distinctly residential with neighborhood commercial uses and community retail facilities. The Vallarta Market on the northeast corner of "A" Street and Wooley Road will provide an important service to the increased residential development in the District.

Principally Permitted/ Encouraged Uses	Zone Clearance/ CBD Design Permit Required	Special Use Permit
▪ Medium- To High-Density Residential ▪ Limited Neighborhood - Serving Commercial Services	▪ Residential	▪ Commercial Services ▪ Institutional Uses

Development Strategies

- The development of a medium- or high-density two-story townhouses in proximity to Heritage Square would complement the existing Mariners Place apartments by providing a diversity of housing types in the District. Their site design should require a sufficient number of street ties to the adjacent neighborhoods in order to better connect all the housing of the District.
- The development of a two- to four-story high-density residential project close to the edge of the District. Such a large residential development will represent the gateway to the District. It should be designed to preserve community views to the rest of the Downtown, connect its internal pedestrian circulation with the surrounding streets, and enhance the residential image of the District.
- The development of an apartment complex in proximity to the existing Mariners Place complex to balance the need for this type of housing in the District.

4.9.2 Streetscape and Public Open Spaces

The streetscapes of "A," B, and C Streets between 7th and Wooley Streets should be maintained to emphasize the District's identity as the major downtown residential district. Also in line with this objective, new residential development should include pedestrian and open space systems that are well coordinated with the existing streets within the District. The existing streetscape around Heritage Square is very well developed and could be used as a model for the redevelopment of the District.

Street Improvement Recommendations

The following measures will help to improve the pedestrian environment and contribute to the overall residential quality of the streets:

- Replicate the pedestrian enhancements around Heritage Square as remaining block faces in the District are redeveloped (i.e., textured corner bumpouts, sidewalks with planter strips).
- Locate street signage and other street furniture in the planting strip in a way that complements the overall streetscape.
- Introduce new street lighting appropriate to the pedestrian scale with an intensity of lighting that provides safety and security to the neighborhood (remove existing high-mounted cobra-head lights).

4.9.3 Traffic and Pedestrian Circulation

Although no change is proposed regarding the current traffic patterns and the on-street parking, the following changes are recommended:

- Introduce traffic calming devices and residential speed limits.

4.9.4 Architectural Character

The architecture of this district has a variety of styles and character: Heritage Square contains historical residential buildings that now support office uses, and the newer residential projects of high- and medium-density housing are of a contemporary style. This district has the potential to develop into a well-planned and designed residential community with a distinctive character. The following guidelines will assist in this task:

- Craftsman style architecture or elements thereof is encouraged for new residential uses.
- New residential projects should have continuous landscaped open spaces, connecting pedestrian paths with existing developments.
- The roof designs of the new developments should vary, while maintaining the scale and character of adjacent buildings. They should relate to the general character of the District.
- Entries to the new developments should provide both distinct identities and connectivity to the street and surrounding developments and other open public spaces in the neighborhood.
- Architecture styles should not be limited, but should follow some general guidelines such as the design of building facades to create shadow lines.

4.10 FIVE POINTS NORTHEAST DISTRICT

This 28-acre area is currently dominated by the Royal Palms Mobile Home Park, which covers 16 acres and includes approximately 140 dwelling units, most of which are occupied by seniors and families. In addition, Villa Solimar (a 32-unit affordable housing complex) is located immediately west of Royal Palms. The remaining uses in the area are commercial uses fronting the Boulevard and Wooley Road.

4.10.1 Land Use and Development Strategies

While the City does not anticipate major changes in the character of the Five Points Northeast Neighborhood in the near term, there is opportunity for privately initiated redevelopment along the Boulevard. The potential development of two- to three-story mixed-use structures along the Boulevard with retail on the street level, and residential or live/work units above would enhance the urban character of the District.

Principally Permitted/ Encouraged Uses	**Zone Clearance/ CBD Design Permit Required**	**Special Use Permit**
▪ Residential ▪ Commercial uses adjacent to Five Points	▪ Residential	▪ Commercial ▪ Institutional Uses

4.10.2 Streetscape and Public Open Spaces

The same recommendations regarding redevelopment of the northern part of Oxnard Boulevard apply to this section of Oxnard Boulevard. Although the type of commercial retail activity in the southern section of the Boulevard will differ from its northern section, the following street improvements should be carried out for the total length of the Boulevard within the Downtown:

Street Improvement Recommendations

- The Oxnard Boulevard median should be lowered to allow a sense of connectivity across the boulevard; it should be planted with low growing flowering shrubs and groundcover.
- Shade trees should be planted at consistent intervals in designated sections along the sidewalks lining the boulevard.
- Pedestrian scale street lighting should be installed at regular intervals along Oxnard Boulevard.
- All pedestrian crossings should have a different texture than the street paving: slightly raised with a different pattern and color.
- Street and directional signage, landscape materials, and street furniture must be placed at calculated heights and distances so as not to impair visibility of the intersections.

4.10.3 Architectural Character

The dominant existing use in this district is the Royal Palms Mobilehome Park, which has no architectural theme. As noted above, opportunities for new development are limited to the a few properties along Oxnard Boulevard and Wooley Road. The lack of any theme offers some flexibility in proposing new designs. An appropriate contemporary architecture could use elements from adjacent districts along the Boulevard.

5.0 SUMMARY OF DISTRICT LAND USE RECOMMENDATIONS, DEVELOPMENT STRATEGIES, AND ACTION PRIORITIES

Civic Center District	This district is intended mainly to support office uses and associated service retail. Public uses should be encouraged to locate in this district to confirm its identity as Oxnard's Civic Center. Along with the many catalyst projects that are taking place in this district, there are still opportunities for further development in the district. **Development Strategies** ▪ The development of more office buildings on C Street between 3rd and 4th Streets, which could potentially accommodate existing government offices that are presently located in other parts of the Downtown. ▪ Opportunities for a new office building on "A" Street east of the library, which could be developed for private offices that need to be in proximity to government offices. **Action Priorities** ▪ Focus on completing Civic Center complex and parking structure. ▪ Initiate discussions with public agencies with offices elsewhere in Downtown to consider moving to the Civic Center District. ▪ Work with owners of vacant land in the area to promote projects that will accommodate new government uses.
"A" Street Retail District	"A" Street is Downtown Oxnard's "Main Street." Thus, the intent of the "A" Street Retail District is to sustain and enhance the existing character by continued support of retail/office mixed-use, with retail/restaurant on the street level and one or two floors of office, live-work, or residential space above. The existing scale and character of the buildings on "A" Street, together with the pedestrian-oriented streetscape, set the stage for a thriving commercial district. This includes capitalizing on the district's mid-block alleys and paseos to add visual interest and streetscape amenities, as well as additional access and enhanced visibility to ground-floor uses. **Development Strategies** ▪ A multi-story parking structure to accommodate the projected demand for parking generated by new development. It would also accommodate some of the parking now occupying the plaza on the SE corner of 4th Street and Oxnard Boulevard, freeing it to be used to create a development of retail stores surrounding an open public space. ▪ Mixed-use development, with retail on the ground floor and offices or residential above. ▪ Improve or increase the retail space for many of the existing structures on "A" Street by either adding an extra floor to the existing structure or by adding adjacent square footage. ▪ Allow retail stores, offices, and other businesses on "A" Street to have double access and visibility from both "A" Street and the alley. ▪ New structures in the "A" Street Retail District should be designed in such a way as to provide commercial and retail services from the ground floor, preferably from a storefront condition. Existing retail space within the district shall not be permitted to convert to non-retail uses. Existing offices within purpose-built office buildings shall be allowed to continue. **Action Priorities** ▪ Initiate a parking structure and parking district feasibility study to determine the most appropriate location(s) for a new structure in the "A" Street District, and parking facilities in the balance of Downtown. ▪ Continue to promote "A" Street as Downtown Oxnard's "Main Street."

Plaza Entertainment and Arts District	The intent of the Plaza Arts and Entertainment District is to provide for a mixture of urban uses with an emphasis on entertainment and arts uses, as well as supporting service uses (including restaurants and specialty retail). The focal points of the district are Plaza Park, the new movie theater, and the Carnegie Museum. The complete revitalization of this district should, however, entail the following development strategies: **Development Strategies** ▪ A specialty retail complex that could include the expansion of the Carnegie Art Museum. (This could serve as contemporary and historical landmark structures respectively.) ▪ All blocks surrounding Plaza Park should be considered for mixed-use commercial/office/residential space. ▪ Plaza Park should expand north to connect with the Carnegie Museum and adjacent buildings (eliminating the section of 5th Street between B and C Streets on the north of the Plaza Park). ▪ A multi-level parking structure that could serve patrons of the proposed movie theatre complex, Plaza Park, Carnegie Center, and adjacent retail stores. This proposed parking could also serve the adjacent Downtown Commercial District. The ground floor could also have some commercial activity. ▪ A new residential project south of the currently unoccupied, historic Vogue Theatre, while encouraging the theatre building to remain as an architectural landmark, with the internal use varying to address market demand. ▪ CBD zoning provisions should be modified to allow up to 85 dwelling units per acre and up to 6 stories by special permit. **Action Priorities** ▪ Continue working with private development interests to promote projects consistent with the development strategies described above. ▪ Parking structure feasibility study (see "A" Street Retail District)
Transportation Center District	The presence of excellent transportation access, coupled with the adjacent land that appears ripe for redevelopment, offers strong opportunities for the establishment of transit-oriented uses. Sufficient parking would have to be provided to accommodate parking demand associated with the OTC and other uses along 5th Street. **Development Strategies** ▪ A commercial plaza at the southeast corner of 4th Street and Oxnard Boulevard (the area currently used for surface parking). Retail stores/restaurants/cafes could be built on the northern and southern boundaries of the site, defining the block while keeping the interior as an open, hard-space public plaza with interactive public art. The retail/restaurant/café would be accessible from both the plaza and the streets. The plaza would expand the Downtown to the east, help connect the OTC to the rest of the Downtown, and act as a pleasant transportation gateway into Downtown. ▪ Implementation of the adopted *OTC Master Plan* which addresses the need for additional parking, the need for better circulation within and around the site, and the need to create a better pedestrian path within the district. **Action Priorities** ▪ Develop a plan for establishing a commercial plaza at 4th Street and Oxnard Boulevard. ▪ Parking structure feasibility study (see "A" Street Retail District)
Meta Street District	The vision of the Meta District is to establish a unique, mixed-use urban neighborhood. To achieve this vision, future development would consist of medium-density infill housing and neighborhood-oriented retail uses. The following development strategies for more infill housing and retail would balance the housing stock (by introducing market rate housing to complement the two ongoing affordable housing project in the neighborhood), and would provide new retail opportunities:

	Development Strategies ▪ The 6th Street intersection could be developed for commercial and community function with retail at the intersection and a small public space along the south edge of 6th Street between the alley and Meta Street. ▪ Infill housing on 6th and Meta Streets. ▪ Retail is recommended for vacant lots on 7th Street and Oxnard Boulevard. **Action Priorities** ▪ Prepare and adopt a utility undergrounding ordinance that requires project developers to either bury overhead utilities or contribute in-lieu fees to support a City-sponsored program to do so. ▪ Work with the Southern California Edison to acquiring funding for utility undergrounding under the PUC's Rule 20. ▪ Prepare a streetscape improvement plan for Meta and 6th Streets that would further the strategies listed above.
South of Seventh District	The South of Seventh District is the largest downtown district and is intended to evolve into an urban residential neighborhood. The eventual conversion of existing non-residential uses to mid- to high-density residential uses will enhance the already-established residential character of the district. This will result in the further envelopment of Downtown's office, retail, and entertainment districts with residential neighborhoods that will provide vitality and contribute substantially to the built-in consumer base for the other districts. **Development Strategies** ▪ The development of a medium / high density two-story townhouses, in proximity to Heritage Square would complement the existing residential uses by providing a diversity of housing in the district. The site design of any new projects should ensure connectivity with the adjacent neighborhoods. ▪ The development of a two to four-story high-density condominiums close to the edge of the district. Such a large residential development will represent the gateway to the district. It should be designed to preserve community views to the rest of the downtown, connect its internal pedestrian circulation with the surrounding streets, and enhance the residential image of the district. ▪ The development of an apartment complex in proximity to the existing Mariners Place complex to balance the need for this type of housing in the district ▪ The development of a small-scale street corner facility for neighborhood services **Action Priorities** ▪ Meet with public agency property owners in the area (i.e., the County, School District) to discuss prospects for relocating existing operations to the Civic Center District, thus opening-up opportunities for residential development in the South of Seventh District. ▪ Pursue undergrounding program (see discussion under Meta District). ▪ Work with owners of vacant properties along Oxnard Boulevard to identify appropriate infill projects.
Five Points Northeast District	The Five Points Northeast District will continue to be anchored by residential uses in the interior of its blocks, but will be buoyed by the addition of new retail and mixed-use projects along Oxnard Boulevard and Wooley Road. These new projects could range from two- to three-story mixed-use structures with retail or office uses on the street level and residential units above to high-volume retail uses dependent on automobile transportation. **Action Priorities** ▪ Work with owners of vacant properties along Oxnard Boulevard to identify appropriate infill projects.

6.0 SUMMARY OF GENERAL RECOMMENDATIONS

Urban Systems	Urban Elements	Recommendations	Implementation Responsibility
Utilities	Overhead Utilities	▪ Replace the overhead lines on 3rd Street, Meta Street, and the alleyways with underground utilities.	▪ Public Works ▪ Community Development ▪ Private Development Interests ▪ Utility Companies
Streets	Street Lights	▪ Replace the high-mounted, widely spaced cobra-head light poles located at downtown street intersections with pedestrian scale streetlights that match the existing style. ▪ Install streetlights at regular intervals to create a dynamic environment that illuminates the downtown architecture and street landscape, ensures nighttime pedestrian security, and facilitates the safe movement of vehicles. ▪ Use standard light fixtures throughout the downtown to reinforce a sense of identity and arrival to the downtown.	▪ Public Works ▪ Community Development

	Street Pavement and Sidewalks	▪ Consider establishing a special assessment district for the financing of improvements within the public right-of-way, such as medians, utilities, and streetscapes.
		▪ Street improvements for Oxnard Boulevard, "A" Street, and B Street should include the following:
		  ▪ Lower the height of the existing median on Oxnard Boulevard and plant it with low-growing flowering shrubs and groundcover.
		  ▪ Apply decorative paving patterns and textures on the sidewalks to clearly identify the pedestrian paths and the street furniture strip.
		  ▪ Provide colored concrete pavers at mid-block and street intersections to mark pedestrian crossings.
		  ▪ Increase sidewalk width on B Street and Oxnard Boulevard, as a long -term improvement strategy.
			▪ Community Development
			▪ Public Works

	Street Trees and Landscaping	▪ Implement the Downtown Street Tree Master Plan. ▪ Add planter strips that contain tree wells and plant types that will contribute a variety of color to the streetscape.	▪ Recreation and Community Services ▪ Public Works
	Street Furniture	▪ Add street furniture (including bus shelters, benches and refuse containers) to all downtown streets.	▪ Public Works

Urban Systems	Urban Elements	Recommendations	Implementation Responsibility
		▪ Add seating areas to bus shelters and strategically selected locations along pedestrian paths. ▪ Bus shelters, paving patterns, light posts, benches, and all other street furniture designs should be of consistent design and quality throughout the downtown district in order to clearly define and create an identity for the downtown, including a sense of connection between downtown districts.	
Signage	Street and District Signs	▪ Add specific district signs representing the seven proposed districts within Downtown to help establish district identities. These signs should include district logos that signal the defining character of each district. The proposed directional signs should also include Downtown maps with distances between locations, and locations of important landmarks and destinations. The design of the signs should be integrated with the street furniture and total streetscape design.	▪ Community Development ▪ Public Works
Common Areas	Plazas, Sculptures and Murals	▪ All new government buildings, and high-density mixed-use projects should incorporate in their design common public areas/plazas that display public art of the kind that invites participation and interaction. ▪ Public plazas should connect to each other, and to the surrounding streets, and alleys in order to enhance pedestrian activity within the downtown. ▪ The City has an adopted Art-In-Public-Places policy, which requires significant art works in major new developments.	▪ Development Services ▪ Community Development
Architectural Design	Buildings	The use of any particular architectural style should not be dictated in any downtown district. However, the use of design elements from any particular style in contemporary Design should be encouraged. The following are district specific recommendations: **Civic Center District** ▪ New government buildings in the Civic Center district should be image making, designed to reflect the regional and cultural history of the area, and act as landmarks for the community. The proposed new buildings should be designed to connect firmly to the street and to the surrounding structures. Contemporary, sustainable design	▪ Development Services ▪ Community Development

Urban Systems	Urban Elements	Recommendations	Implementation Responsibility
		should be encouraged, with flexibility in the use of building material and colors. ▪ Taller government and office buildings should relate to the common 2-3 story height of the downtown by being set back from the street enough to include public plazas on the street frontage. **"A" Street Retail District** ▪ Vacant sites on Oxnard Boulevard and renovations on "A" Street present opportunities to add new and original contemporary designs that will enhance and complement the existing architecture on the Boulevard and on "A" Street. The exterior building design of these new structures should coordinate the use of building materials, forms, and / or color with existing structures in order to create an identifiable character for the district. **The Transportation Center District** ▪ The distinctive characteristics of the OTC building and its exclusive use of bricks could be repeated as architectural elements (either conceptual or a direct repetition) in the development of new projects in the Transportation Center District. **Meta Street District** ▪ The architectural features shared by some existing buildings in the Meta Street District could be used to create a character for the district. These should be incorporated into new, contemporary designs for new buildings in order to create a distinctive character for the Meta District. **Plaza Entertainment and Arts District** ▪ Contemporary forms and contemporary materials should be used in the development of any new buildings in this district. The contrast of styles between the existing Carnegie Museum and the proposed new buildings will distinguish the district among the others in the downtown. **The South of Seventh District** ▪ The new residential developments in the South of Seventh District should have continuous landscaped open spaces that	

Urban Systems	Urban Elements	Recommendations	Implementation Responsibility
		connect pedestrian paths with existing developments. ▪ New roof designs should vary while maintaining the scale and character of adjacent buildings; they should relate to the general character of the district. ▪ Entries to proposed new developments should provide both distinct identities and connectivity to surrounding developments and other open public spaces within the existing neighborhood.	
	Building Heights on Oxnard Boulevard, "A" Street, and around Plaza Park	▪ New building s should be allowed to exceed the CBD height limitations of 45 feet in exchange for public space on the project site (upon the approval of the Downtown Design Review Committee) or other amenity acceptable to the City.	▪ Development Services ▪ Community Development
Traffic and Pedestrian Circulation	Crosswalks and Pedestrian Paths	▪ No changes are recommended in the existing traffic pattern. However, raised crosswalks at mid-block and street intersections would help cause traffic calming in the three-block area between Oxnard Boulevard (on the east) and D Street (on the west).	▪ Community Development ▪ Public Works ▪ Development Services
Parking	Parking Structures and Surface Lots	▪ Shared parking facilities in the downtown are strongly encouraged in order to eliminate the need for surface parking lots. New commercial and mixed use developments should share space in the proposed new parking structures; the number of parking spaces allocated to each will be based on each business's actual usage, and operating hours. **Parking Districts and Parking In-Lieu Payments** ▪ Consider a Downtown parking district to fund parking structures and surface parking improvements. ▪ All new downtown development, new additions, and each change of use that necessitates more parking within the district should adhere to the City's guidelines regarding parking space requirements. They must provide the required number of parking spaces relative to their size, or pay a fee on a per-space basis. ▪ A system of in-lieu payments will facilitate the development of smaller sites within the Downtown area as it allows developers to confine their land acquisition to the development site only. It will maximize the site's potential	▪ Development Services ▪ Community Development

Urban Systems	Urban Elements	Recommendations	Implementation Responsibility
		and make it more attractive for development. It is also beneficial to the city because the fees, acquired from many developers, will enable the city to build public parking structures within the downtown. ▪ The fee/parking space requirement should be a formula based on the total number of parking spaces in the immediate area (within 1,000 feet of the nearest point of the subject property) and the projected cost of building a public parking structure per space. ▪ New parking structures should be placed along the main pedestrian streets, and should include retail or commercial office on the ground level. ▪ Parking structure ingress and egress, if applicable, should be placed on the existing alleys and should be well-defined to minimize interference with pedestrian and car circulation. ▪ Parking lots should be screened at their periphery while still allowing observation into the lot.	
Alleyways		▪ Alleyways should have identified paved pedestrian paths ▪ Improve pedestrian access across alleys. ▪ Replace existing high mounted cobra-head lights with pedestrian scale lights. ▪ Replace overhead utility lines with underground utilities. ▪ Enhance rear entries to commercial buildings where provided. ▪ Provide additional landscape material on the alley, and at rear of commercial buildings. ▪ Protect the alleys' north/south view corridors from obstruction.	▪ Public Works ▪ Community Development
Gateways		Four well identified entry points to the Downtown should be established through land use adjustments, graphic design, and landscape design, as follows: **The Overpass on Oxnard Boulevard and 3rd Street** ▪ A graphic representation of the Downtown logo should be displayed on the currently blank surfaces of the Overpass. ▪ Redesign the access roads to the overpass to reflect the concept of a gateway.	▪ Development Services ▪ Public Works ▪ Community Development

Urban Systems	Urban Elements	Recommendations	Implementation Responsibility
		▪ Incorporate some of the materials and colors from the graphics in all the road paving and landscaping in order to unify all the gateway elements. **East 5th Street as it intersects with the Railroad Tracks** ▪ Reconstruct the road section of 5th Street east of the Ventura County railroad tracks to Rose Avenue, providing turning lanes and traffic islands. ▪ Plant trees and shrubs on both sides of 5th Street from Rose Avenue to Oxnard Boulevard, including the existing island on the south side of 5th between Richmond and Mountain View Avenues. ▪ Sponsor a facade improvement plan for the section of 5th Street between the railroad tracks and Oxnard Boulevard. ▪ Develop a specific area plan for the 5th Street corridor between Rice Avenue and Oxnard Boulevard to guide streetscape improvements, and examine existing areas for reuse when land use transition occurs. ▪ Consider a freestanding structure in the form of a gate just across the railroad tracks on 5th Street framing the view of the Downtown and defining the eastern gateway. **The Five Points Intersection** ▪ Request the developers of the four corner sites at the Five Points intersection to contribute a small open space from the anticipated redevelopment for the display of public art ▪ Connect the four open spaces resulting at the four corners of the intersection with well-defined pedestrian pathways. ▪ The proposed larger open space made out of independent smaller open spaces displaying public art and connected by pedestrian pathways should create a unique Southern gateway to Downtown. **The 5th and C Street intersection** ▪ This is a well-defined entry point to the Downtown; the Plaza Park, the Carnegie Museum, and the new theater are visible to both pedestrians and automobiles as they approach the Downtown on 5th Street.	