

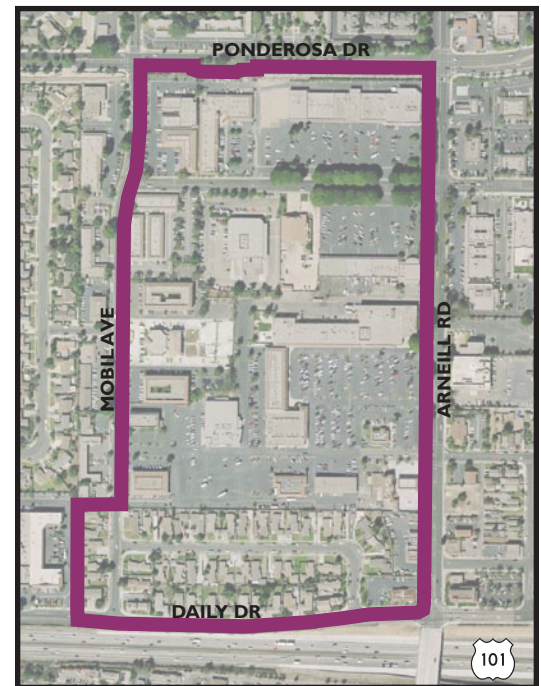
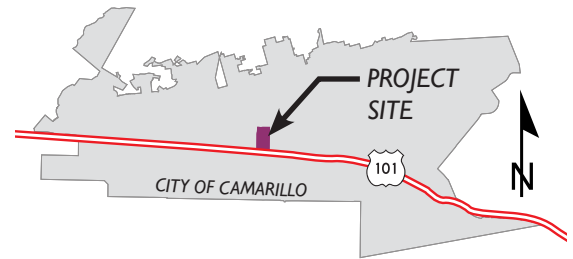
Chapter I — Introduction

The Camarillo Commons Strategic Plan (the Plan) is the result of a comprehensive planning effort lead by the City of Camarillo aimed at establishing a long range plan for the revitalization of the Camarillo Commons Plan Area (Plan Area). The Plan Area encompasses 55 total acres and is located in the heart of the City of Camarillo in Ventura County. The Plan Area is within walking distance of the historic Camarillo Old Town off of Ventura Boulevard, and is bound by four major roads; Daily Drive (the frontage road off of Highway 101) to the south, Mobil Avenue to the west, Ponderosa Drive to the north, and the focus of the project along Arneill Road to the east.

An Opportunities and Constraints Plan was developed early on in the planning process to uncover the potential for the Plan Area, and act as a foundation from which to draft the Plan. The Opportunities and Constraints Plan was used as a source to foster input from City officials and staff, the Citizen Advisory Committee, and key stakeholders. Through a series of public outreach meetings and workshops a Vision Plan was developed that embodies the mixed-use village envisioned for the Plan Area.

The Plan clearly articulates the vision for the Plan Area, identifies economic goals, provides development standards and guidelines for new development and redevelopment, traffic, regulatory, and physical issues. It establishes a framework for development within the area, with a logical system of circulation and parking, and a cohesive set of streetscape improvements that will create a pedestrian-friendly environment and sense of place in the heart of Camarillo.

To meet the objectives of the Plan, portions of the Plan Area will have to be rezoned to allow for more flexibility than what is presently allowed by the City's zoning regulations. This Plan recommends an appropriate mix of land uses, urban design concepts, architectural design guidelines, and establishes a framework to guide implementation of the "vision."



Project Vicinity and Boundary Maps

This Plan was drafted using the goals and objectives of the City's General Plan and the standards and regulations of the City's Ordinance as a guide. A Mitigated Negative Declaration (MND) has also been prepared to evaluate potential environmental impacts of future development in the Plan Area and with instruction on how to mitigate those impacts.

The Plan has been organized as follows:

Chapter 1 (Introduction) contains a project background and a detailed description of the existing conditions in the Plan Area that includes a thorough market and traffic analysis.

Chapter 2 (Project Vision and Design Principles) describes the vision for the Plan Area and is supported by the Vision Poster, made up of plan illustratives, street sections, and a bird eye view of the proposed site plan. Also included in Chapter 2 are the before and after graphics that depict the redevelopment potential at three key location along Arneill Road.

Chapter 3 (Land Use Regulations and Standards) outlines the allowable uses in the Plan Area and the development standards associated to each type of use.

Chapter 4 (Circulation Plan) deals with the circulation pattern throughout the Plan Area for all modes of transportation including walking and biking paths. The plan places emphasis on pedestrian circulation, consolidated parking, and a connection to surrounding uses. This chapter also includes street sections depicting the proposed street improvements in the Plan Area.

Chapter 5 (Urban Design and Streetscape Plan) contains the guiding urban design principles of the Plan and the Streetscape Plan that illustrates the relationship between the buildings, the streets, and public spaces.

Chapter 6 (Architectural Design Guidelines) provides an outline of guidelines that define and illustrate the desired architectural character and expected quality of architecture in the Plan Area.

The final two chapters in the Plan (Chapter 7 - Infrastructure and Utilities, and 8 -

Implementation) are intended to provide a framework to successfully implement the Plan and ensure its objectives are integrated effectively with the goals of existing documents, including the City's General Plan and Zoning Ordinance.

PROJECT BACKGROUND

This chapter establishes an understanding of the existing conditions in the Camarillo Commons Plan Area (Plan Area). It begins with a review of the built environment in the study area, a brief look of its history, and the existing land use and zoning designations within the Plan Area. Uncovering the existing opportunities and constraints in the Plan Area included research of existing circulation, access, visual conditions, land uses, utilities, "as-built" plans and existing infrastructure information for sanitary sewer service, water service, storm water management, dry utilities (electrical, telephone, cable, etc.) and roadways.

The Camarillo Commons Strategic Plan (The Plan) was developed using a comprehensive market analysis as the foundation from which the land use and policy recommendations were derived. The market study includes research on the current market conditions as well as the potential market demand for particular uses in the area. The overall approach to the traffic and parking analysis recognizes the special issues associated with redevelopment area. While the area is currently generating traffic, the desire for redevelopment is to intensify the Plan Area which is generally under-utilized and has the opportunity to be developed more efficiently. Accordingly, the traffic analysis has examined the effect of redevelopment, including such issues as increases in trip generation, increased parking needs, and the interrelationship between different uses (e.g., mixed residential and commercial uses).

History

Historically, the Camarillo Commons Plan Area began as the core of Camarillo in the late 1950s and early 1960s. Ponderosa Center was one of the very first community-scale shopping centers which provided significant convenience concerning household goods, groceries, and urban services for a rapidly growing Camarillo which was principally developed on the north side of the 101 freeway. Thus, Ponderosa Center, completed in 1963, is a significant portion of the overall existing development, and has been in operation and evolution and tenant change outs for more than 43 years. Besides the

retail convenience, significant office space was built adjacent to Mobil Avenue on the west side, and continues in operation today with multiple office tenancies, and a mix of retail services and commercial services.



Existing Shopping Center off of Pickwick Drive

The Plan Area is not visible from the 101 freeway, because the freeway is below grade at that portion of its alignment.

Arterial road access is adequate. Users/shoppers/clients reach the Plan Area from Arneill Road, from Ponderosa Drive, and from Daily Drive. The Plan Area is also accessed from Mobil Avenue. The Plan Area is connected to Camarillo Old Town on the south side of the 101 freeway via a refurbished Arneill Road bridge (2004) across the freeway.

Existing Zoning and Land Uses

There are two zones within the Camarillo Commons Plan Area, Commercial Planned Development (CPD) Zone and the Residential Planned Development (RPD) Zone. The Plan Area is comprised of a variety of land uses, a majority of which are commercial uses within the CPD Zone. The existing land uses are oriented in a strip mall configuration with the buildings positioned at the back of the lots leaving room for large parking lots in the front yard setbacks. The types of existing uses in the CPD Zone are generally locally oriented and include

uses such as restaurants, a grocery store, veterinarian office, flower shop, ballet studio, bike shop, and video store, copy shop, liquor store, health food store, mattress store, bowling alley, and auto parts stores.

The existing residential units are located on the southern end of the Plan Area on Raemere Street in the Residential Planned Development (RPD) Zone. The Raemere Street residential neighborhood is currently designated as Medium Density (18 DU / Acre max.) Residential in the City's General Plan Land-Use Map.

Mobil Avenue is currently lined with office uses and a pocket of retail development on the corner of Mobil Avenue and Ponderosa Drive. The Plan Area also contains a Post Office (U.S. Post Office) and a fire station (Camarillo City Fire Department) both located off of Pickwick Drive, and a church (Calvary Chapel Camarillo) on Mobil Avenue.

Early in the planning process, an opportunities and constraints analysis was performed to develop a clear understanding of the existing conditions in the Plan Area. From that study an Opportunities and Constraints Map was developed and the following information was evaluated (see Opportunities and Constraints Map, Figure 1.2).

Existing Physical Constraints and Opportunities

- Given the location of the Plan Area in close proximity to the Camarillo Old Town area and dense residential development, it is imperative that the plan include an opportunity to integrate strong pedestrian-oriented connections to surrounding uses and neighborhoods, including the Raemere Street residential neighborhood. Enhancing the streetscape along Arneill Road with amenities to enhance the pedestrian experience is a key component.
- There is opportunity to reorganize the site and relocate existing uses into buildings that have a greater street presence.
- Gateway opportunities exist on the northern and southern ends of the Plan Area off of Arneill Road.
- An informal parking lot connection between Arneill Road and Mobil Avenue currently acts as an extension of Barry Street. This should be integrated as a road connection into the circulation system of the proposed plan.

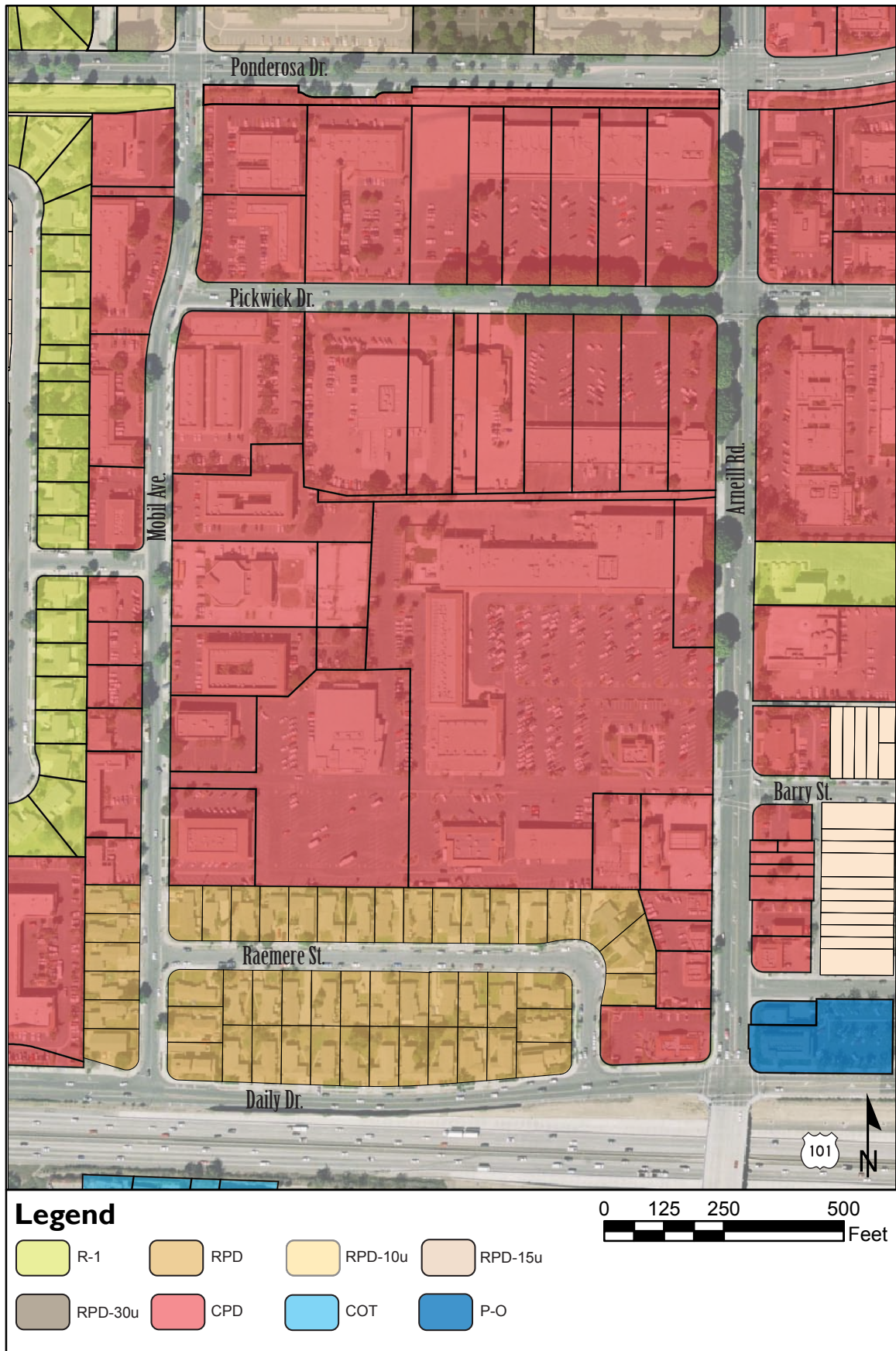


FIGURE I.1

EXISTING ZONING MAP (2005)

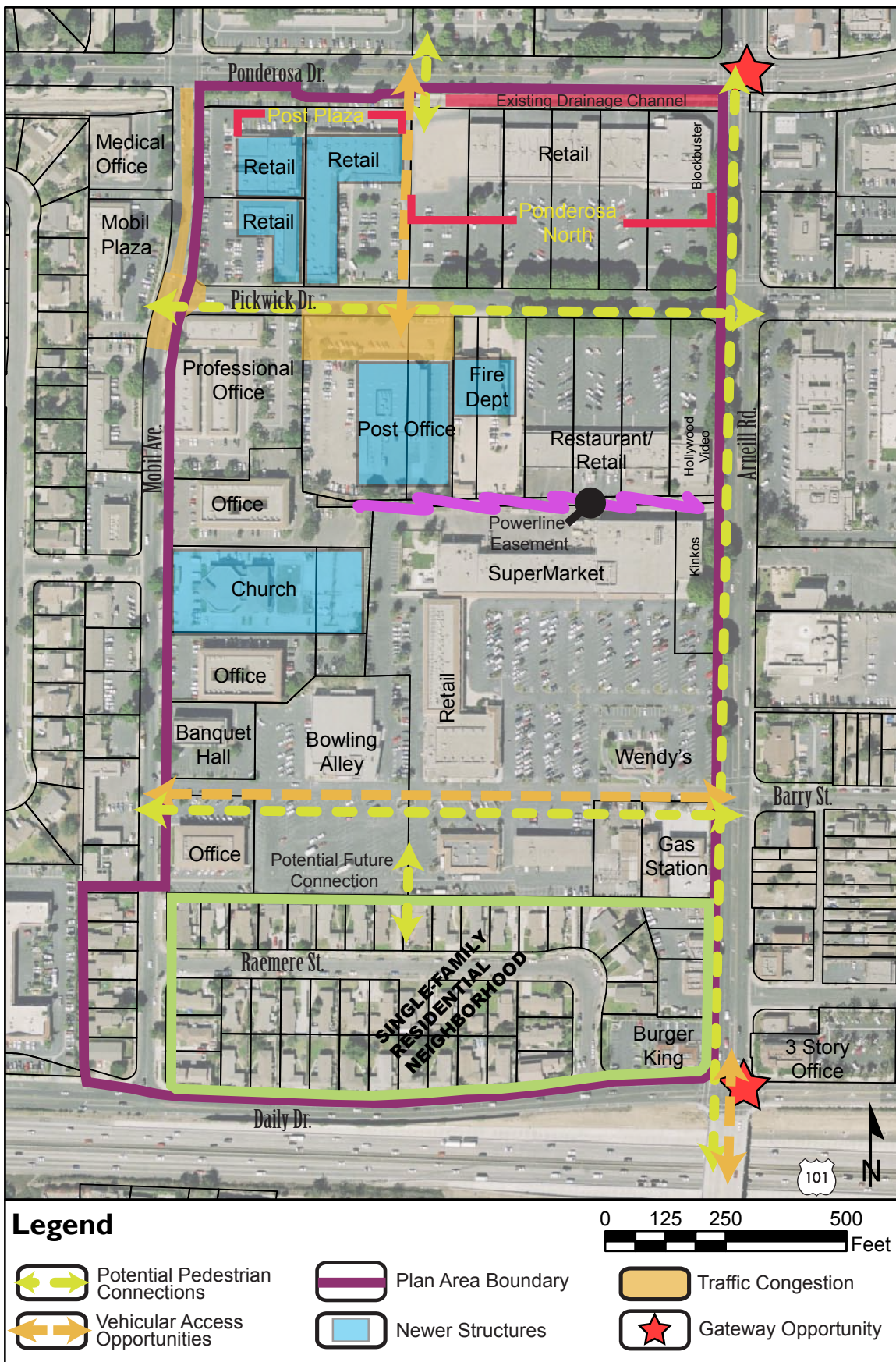


FIGURE I.2

OPPORTUNITIES & CONSTRAINTS MAP



Disconnected Relationship between Buildings and Streetscape

- There is an opportunity in the Raemere Street residential neighborhood to enhance the streetscape, reconfigure the lots to establish a street presence, improve the existing structures, and increase the overall density.
- Currently there are traffic concerns related to the vehicular circulation around the Post Office, which negatively impact the traffic situation at the corner of Mobil Avenue and Pickwick Drive.



Existing Post Office Parking Area

- There are power lines throughout the site that could be under-grounded and a culvert along Ponderosa Drive that could be covered to increase the aesthetic quality of the area and potentially attain more developable land.



Powerlines in Alley off of Arneill Road

- There are five parcels on the site that contain newer structures, including the Church, Fire Station, Post Plaza, and Post Office locations, that will remain and consequently impact the site design.
- The traffic volumes on Arneill Road and Ponderosa Drive need to be considered when designing the pedestrian environment on adjacent sidewalks.

MARKET CONDITIONS

In order to establish the framework for consideration of possible options for the redevelopment of the nearly 55-acre Camarillo Commons Plan Area (Plan Area), it is important to define the contemporary circumstances which exist in the area that may or may not be altered by the initiatives the property holders, the Redevelopment Agency, and the City take over the next 10 to 20 years.

- Recent real estate analysis shows housing purchase price values have made it possible for “mixed use” first floor commercial uses to meet contemporary/acceptable lease/rent rates. Without the high value housing, stacked mixed-use is very difficult.
- Housing, of virtually any product type, does remain very valuable, at high prices, in all of Ventura County. This, to some degree, moderates part of the multiple inflationary impacts defined above.
- The redevelopment enthusiasm for Arneill Road is going to be an evolving phased effort that will take time because of both market demand adjustments and the complexity of reusing already built out occupied ownerships and tenancies.
- The Camarillo Promenade was approved for “lifestyle” retail and restaurants containing 240,000 s.f..

- The “Springville” Specific Plan area (west of Las Posas Road, and north of the 101 Freeway) is moving toward plan finalization and entitlements, possibly late 2006, with over 1,000 homes and village retail on the west end of town. It is subject to City partnership with the State (Caltrans) on the proposed Springville/101 Freeway Interchange development.
- The Plan Area has been a convenience shopping location for more than four decades.
- Camarillo presently has about 4,500 condominiums, about 5,000 apartment units, and 1,058 mobile homes. Condominiums make up about 1/6th of all housing units in the City. More will be built; however, very few were entered as new net additions in 2004 and 2005 estimates by the State Department of Finance.
- There are no significant mixed-use developments with upper story residential uses in the City as yet. This is a market yet to be tested.

Existing Development

Presently the on-site commercial use floor space is 376,580 square feet, or a floor area ratio of approximately 0.24 on the current 36.15 net acres of plan area in commercial use before any new plan concepts and additional public rights-of-way are defined.

Existing commercial uses in the area are composed of a wide variety of commercial retail, including a 99¢ Only Store, as well as a medium-scale food market. Service commercial activities, auto repairs, supplies, and services, some commercial recreation (bowling alley), and offices are also distributed throughout the Plan Area. The offices are primarily aligned along the east side of Mobil Avenue.

Ownerships

The total number of assessor parcels in the area includes 63 parcels in commercial use, and 43 residential lot parcels on the southerly end. In the commercial property area, there are 28 owners of individual properties, as well as an additional 18 owners of a commercial office condominium property on a single prior development (several of the commercial office condominiums are combined by individual owners). Sixty-three of the parcels/condominiums are held by owners with addresses in the City of Camarillo. There are 5 parcels in public use, including 2 held by Ventura County Fire

Protection District for the Fire Station, 1 by Ventura County Flood Control, which is the channel on the south side of Ponderosa Drive, and 2 parcels held by the United States Postal Service.

Additionally, there are 3 parcels which are in religious ownership, including 2 held by God's Grace Fellowship, and 1 held by Religious Science.

Retail Sales Volume

Research data provided by the City indicates that the Ponderosa Center and adjoining commercial properties in the Plan Area generate approximately \$30 million annually in taxable retail sales. From 2003 to 2004, that sales volume went up by approximately 2 percent, or roughly \$600,000. When measured against total City of Camarillo taxable retail sales, the Plan Area generates between 4.6 percent and 5.0 percent of total City taxable sales. This suggests a scale of roughly 5 percent of all retail sales taxes received by the City of Camarillo annually. Note, however, that the area has probably been roughly static in terms of activity, as compared to the intense growth which has recently been seen in Camarillo's capture of taxable retail sales. For example, 2004 saw a 21 percent increase in the sales of home furnishings and appliance stores, and a 17 percent year-over-year growth for building materials stores. Overall, the City of Camarillo enjoyed a 10 percent taxable sales volume increase in 2004 over 2003. Note, of course, that the City has many neighborhood- and community scale shopping centers, especially concentrated on the north side of the 101 freeway. During the past 10 years, however, significant big box clusters of stores have been developed west of Los Posas and the Camarillo Premium Outlets have grown through four phases since the mid 1990s, south of the freeway, east of Los

Posas.

Hence, the Plan Area, which is adjoined by other convenience commercial shopping centers including Central Plaza, has maintained the convenience character, but is somewhat flat in terms of any growth.

Estimated Current Employment in the Area

By using a generally conservative employment per floor space ratio of 1 employee for 600 square feet, it is reasonable to estimate that the Plan Area has roughly 628 employees. Because many are engaged in retail, it is likely that there are a larger number of full-time equivalent ("FTE"), or multiple part time jobs. Note, however, that one fourth of this estimate would be office employees who may be much more efficient in terms of floor space usage, possibly at one employee per 300 to 400 square feet of building floor space. These numbers do not count the Fire Station or the Postal Service.

By another ratio concept, if one divided the 628 employees by the 36 net commercial acres, the result is approximately 17 employees per acre. That is a very modest employment density, but it is primarily based upon very large surface parking lots and principally single-story structures among the retail stores clusters.

Economic Development Status

The Plan Area is a part of the Camarillo Corridor Redevelopment Project adopted by the City of Camarillo in 1996. Next year, in 2007, the redevelopment project will reach its 11th year of implementation activity, which, under state law (SB1290), will obligate the agency to redistribute higher amounts of redevelopment tax increment to the other taxing jurisdictions, thus, the earnings of tax increment will flatten somewhat for several years into

the future. Also, in the 12th year of redevelopment project implementation (2008), again under state law, the potential use of condemnation/eminent domain expires.

Camarillo has eminent domain as an authorized activity in its redevelopment plan, and is pursuing a plan ordinance amendment to further extend that authority. Overall, Ponderosa Center and the adjoining retail, office, and commercial services which are clustered in the Plan Area, remain as one of the more recognized community-scale shopping and convenience locations. This is substantially the case because of the existence of the United States Postal Service offices which provide significant convenience for the core of the City of Camarillo. (Refer to Appendix A - Market Analysis for additional information).

BASELINE TRAFFIC REPORT

Existing Conditions

The study area contains a mixture of commercial, office, public, and multi-family residential uses including the post office and a county fire station. The City's General Plan designates all of the area for general commercial development with the exception of the medium density residential area in the southernmost portion of the project area (Raemere Street neighborhood). The study area, with the exception of the existing Raemere Street residential neighborhood, is within the Camarillo Corridor Redevelopment Project area.

Arneill Road, Daily Drive, and Ponderosa Drive are identified as secondary arterials on the City's General Plan Circulation Element. Mobil Avenue and Pickwick Drive are designated as collector streets. The Arneill Road bridge, which crosses over the Ventura Freeway (US-101) south of the project area, was recently rebuilt as part of the Caltrans 101/134 Lewis Road Interchange Reconstruction Project and provides a direct connection between Ventura Boulevard/Old Town Camarillo and the study area. Peak hour intersection volumes were counted at key intersections in the project vicinity in 2005 and 2006. These counts were collected after the completion of the recent ramp and bridge modifications and represent existing conditions against which the proposed project was analyzed. Existing AM and PM peak hour intersection volumes are illustrated in Appendix A.

Trip Generation

Trip generation rates for the proposed redevelopment

Table I.1 — Project Land-Use and Trip Generation Summary

LAND USE CATEGORY	AMOUNT	AM PEAK HOUR			PM PEAK HOUR			ADT
		IN	OUT	TOTAL	IN	OUT	TOTAL	
TRIP RATES								
Medium Density Res	DU	.15	.49	.64	.54	.28	.82	8.01
High Density Res	DU	.09	.42	.51	.43	.20	.63	6.47
Civic Center	TSF	3.47	.60	4.07	1.88	5.07	6.95	47.00
General Commercial	TSF	.84	.38	1.22	2.55	2.55	5.10	54.50
General Office	TSF	1.70	.21	1.91	.32	1.54	1.86	14.03
TRIP GENERATION								
Camarillo Commons								
Medium Density Res	298 DU	45	146	191	161	83	244	2,387
High Density Res	192 DU	17	81	98	82	38	120	1,242
Civic Center	7.0 TSF	24	4	28	13	35	48	329
General Commercial	329.0 TSF	277	125	402	839	839	1,678	17,932
General Office	80.0 TSF	136	17	153	26	123	149	1,122
Sub-Total		499	373	872	1,121	1,118	2,239	23,012
Internal Trips (8%)		-40	-30	-70	-90	-90	-180	-1,841
Credit for Existing Uses		-153	-115	-268	-344	-343	-687	-7,062
Raemere Neighborhood								
Medium Density Res	165 DU	25	81	106	89	46	135	1,322
Internal Trips (8%)		-2	-6	-8	-7	-4	-11	-106
Credit for Existing Res	84 DU	-13	-41	-54	-45	-24	-69	-672
Total Trip Generation		316	262	578	724	703	1,427	14,653
Source: Tri-City Traffic Model (Brea Downtown Area)								
Abbreviations: ADT – Average Daily Trips DU – Dwelling Units TSF – Thousand Square Feet								

area were obtained from the Brea Downtown Area mixed-use development project. The project consists of residential, retail, and office components. Table I.1 summarizes the land use and projected trip generation for the Camarillo Commons Project.

As the trip generation summary table indicates, the Camarillo Commons area will generate a total of approximately 23,000 trips daily, of which 870 will occur during the AM peak hour and 2,240 will occur during the PM peak hour. The Raemere Street neighborhood will generate approximately 1,300 trips daily, with 110 generated during the AM peak hour and 140 generated during the PM peak hour.

The mixed-use nature of the project will result in an eight percent reduction for internal trips. The proposed project will replace some, but not

all, of the existing uses in the project area. Without details of which uses will be replaced or the trips currently generated by these uses, a conservative estimate was made that the existing uses to be replaced currently generate one-third the amount of traffic as the proposed project. With this in mind, the total number of new trips added to the surrounding circulation system would be approximately 14,700 trips daily, of which 580 would be generated during the AM peak hour and 1,430 generated during the PM peak hour.

Trip distribution for the projected trips was determined from the Camarillo Area Traffic Model and is illustrated in Figure I.3. Project traffic was assigned to the surrounding circulation system according to this distribution. Project-generated peak hour trips are illustrated in Appendix A. The project-generated traffic was added to existing

Table 1.2 — Existing-Plus-Project ICU and Project Impact Summary

INTERSECTION		EXISTING	EXISTING + PROJECT	PROJECT TRIPS IN CRITICAL MOVEMENT	PROJECT IMPACT ABOVE LEVEL OF SIGNIFICANCE
Mobil & Ponderosa	AM	.43	.49	103	No
	PM	.61	.68	171	No
Mobil & Pickwick	AM	.29	.32	40	No
	PM	.60	.66	100	No
Mobil & Daily	AM	.40	.44	48	No
	PM	.64	.72	133	No
Arneill & Ponderosa	AM	.50	.54	133	No
	PM	.71	.77	186	No
Arneill & Pickwick	AM	.48	.52	158	No
	PM	.76	.85 *	198	Yes
Arneill & Daily	AM	.50	.51	76	No
	PM	.70	.79	212	No
Arneill & Ventura	AM	.44	.46	60	No
	PM	.54	.60	157	No

* City intersection exceeds LOS "D+" (ICU .83)

Level of service ranges: .00 - .60 A
 .61 - .70 B
 .71 - .80 C
 .81 - .90 D
 .91 - 1.00 E
 Above 1.00 F

volumes presented in the previous section to obtain existing-plus-project volumes. Existing-plus-project peak hour intersection volumes are illustrated in Appendix A.

Impact Analysis

Intersection capacity utilization (ICU) values were determined for existing and existing-plus project conditions based on existing lane configurations, and the results are presented in Table 1.2 (actual ICU calculation sheets are included in Appendix B). This table also summarizes the project contribution at each study intersection. The acceptable level of service (LOS) for the City of Camarillo is LOS "D+" (ICU value of .83). A significant project impact is defined as an increase of 30 or more project trips in the critical movement at an intersection which operates at LOS "D", an increase of 20 or more project trips in the critical movement at an intersection which operates at LOS "E", or an increase of 10 project trips in the critical movement at an intersection which operates at LOS "F".

As the ICU table indicates, two intersections are significantly impacted by the project. The project will add more than 30 peak hour trips to the critical movements at Arneill Road and Pickwick Drive and at US-101 southbound ramps and Ventura Boulevard both of which will operate at LOS "D" during the PM peak hour. The project will be responsible for mitigation of short-range impacts at these locations.

Intersection Improvements

The proposed project will have a significant impact on the intersection of Arneill Road and Pickwick Drive during the PM peak hour. Recommended intersection improvements to mitigate project impacts at this location consist of adding a southbound right-turn lane and adding an eastbound right-turn lane. These intersection improvements will result in LOS "C" during the PM peak hour.

In addition to the mitigation measures discussed in this section, the project will be responsible for improving Arneill Road along the project frontage to provide a southbound right-turn lane at Barry Street

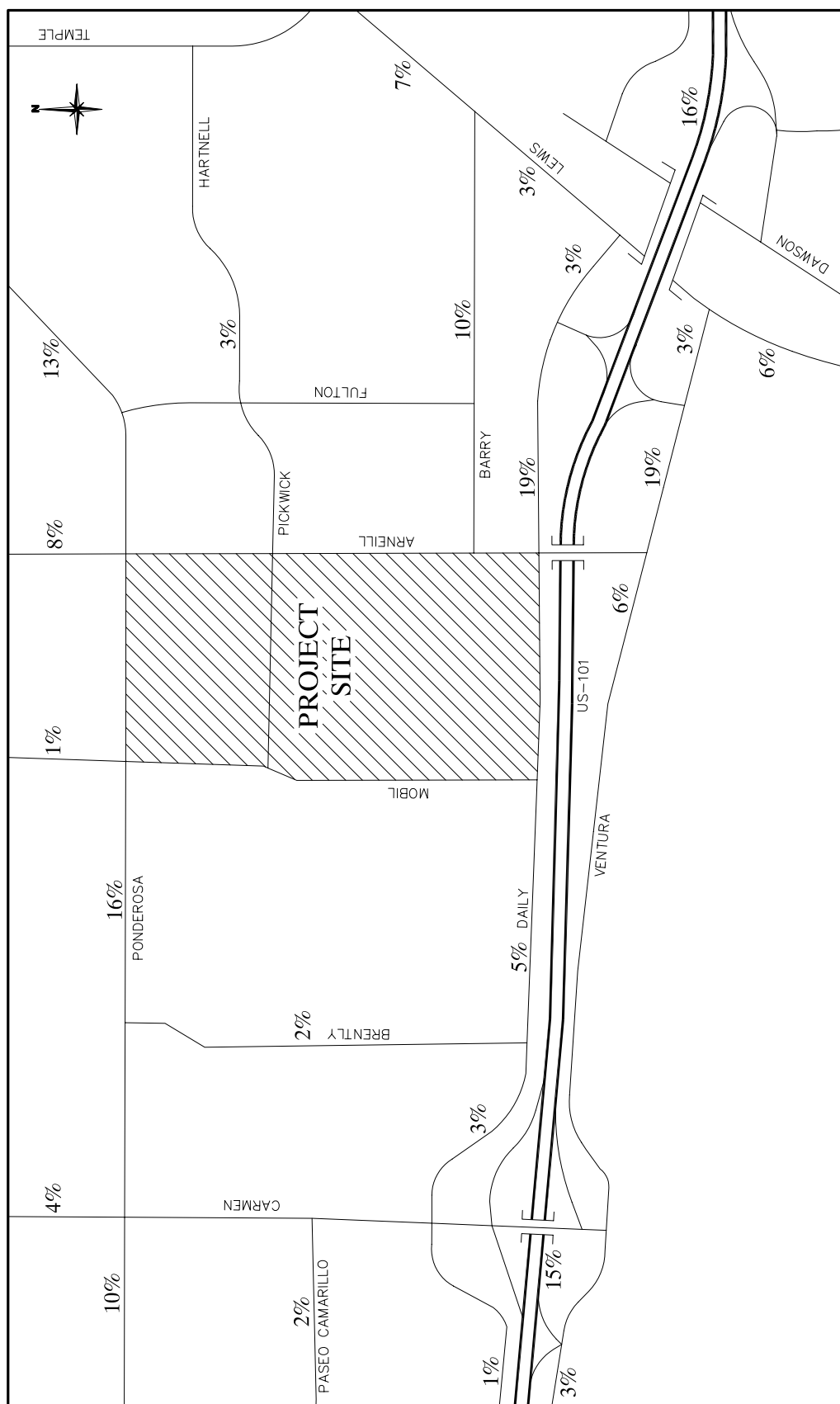


FIGURE 1.3

GENERAL PROJECT TRAFFIC DISTRIBUTION



BUILDOUT ADT VOLUME

and at the project entrance midway between Pickwick Drive and Barry Street. The lane configurations at each street exiting the project at Arneill Road shall consist of an eastbound left-turn lane, an eastbound through lane, and an eastbound right-turn lane.

Internal Circulation

Based upon the proposed land use and trip generation and distribution as outlined by individual zones (as shown in Figure 1.4 and Table 1.3) an internal assessment of circulation and roadway capacity was conducted. The total trip generation for each zone was determined and assigned based upon the overall area-wide trip distribution pattern. The results indicate the following daily trips can be anticipated on the site's internal street system.

Table 1.3 — Street ADT Range Summary	
Pickwick Drive	6,000 – 7,800
Barry Street	2,400 – 6,200
Raemere Street	1,300
Arneill Entrance	2,200
Area D Roads (3)	2,600

The Plan Area's two main internal roadways, Pickwick Drive and Barry Street, will both be two lane roadways with a center left turn lane. Their typical roadway cross-section includes a left-turn lane, one through lane and a separate right-turn lane at their signalized intersection with Arneill Road. With this lane configuration the capacity of both Pickwick Drive and Barry Street are estimated at about 12,000 to 15,000 ADT. With projected daily traffic of less than 8,000 ADT on both Pickwick Drive and Barry Street, the level of service, even during peak hour, is expected to be LOS "B" or better. Such volumes will require signalization (which currently exists) at the two intersections on Arneill Drive. In addition, the intersection of Mobil Avenue and Pickwick Drive is also expected to need signalization. The intersection of Barry Street and Mobil Avenue is expected to operate satisfactorily under one-way stop control but signalization would complete a system around the entire Arneill Road development area and enable traffic to flow smoothly on Mobil Avenue and enter and exit Barry Street safely and efficiently. There is

one internal intersection on Barry Street at Essenza Lane where all-way stop control may be required. Otherwise, the remaining internal intersection will be adequately served through the installation of stop sign control only on the side streets – i.e., Pickwick Drive and Barry Street will be designated as through routes.

Conclusion

The proposed project consists of redeveloping portions of the area bounded by Ponderosa Road, Arneill Road, Daily Drive, and Mobil Avenue with a mix of retail, office, and residential uses. According to the traffic model developed for the proposed project there would be an increase of approximately 14,700 daily trips on the surrounding circulation system, of which 580 would be generated during the AM peak hour and 1,430 generated during the PM peak hour. The project was found to have a significant impact on two intersections in the study area under existing conditions, and appropriate mitigation measures were recommended which result in an acceptable level of service (LOS "C") at each location.

REGULATORY ANALYSIS

The Camarillo Commons Strategic Plan (The Plan) was drafted in accordance with the adopted goals and objectives of the City's applicable Zoning Ordinance and General Plan that impact the Camarillo Commons Plan Area (Plan Area). The following ordinances and policies present both opportunities and constraints that will have to be considered and will act as the framework for development in the Plan Area.

The vision for the Plan Area is to establish an environment that encourages pedestrian activity by offering a variety of land uses within close proximity to each other. The appropriate mix, scale, and placement of these uses must be strategically planned to ensure their success in attracting visitors throughout the day. Currently, the Plan Area is zoned primarily for commercial development under the Commercial Planned Development (CPD) Zone which is segregated from the Residential Planned Development Zone in the Raemere Street residential neighborhood on the southern end of the Plan Area. Clearly, the existing zoning does not allow for the mixed-use product that is envisioned for the Plan Area.

Recently the City has employed two new zones, the Village Commercial Mixed-Use (CMU) and the Camarillo Old Town (COT), that promote mixed-use development. In these zones the intent is to allow for a mix of land uses, however residential development in both zones is regulated to vertical mixed-use structures where dwelling units are only allowed above commercial or office uses.

Though these zones have many parallel goals and regulations, in order to support the vision for the Plan Area as depicted in the Vision Plan (Figure 3.1), it is imperative that stand alone residential development is not only allowed but encouraged. A variety of residential products would help diversify the City's housing market and attract a diverse mix of residents. Residential densities are necessary to support the proposed commercial development and achieve the desired village-like character.

To accomplish the Plan Area goals and vision, and make the process more user friendly, a new zone is recommended for the Plan Area called the Camarillo Commons Mixed-Use (CC) Zone (see Figure 1.5 Proposed Zoning Map). A set of specific development standards were drafted, as part of

the Land Use and Development Standards section of Chapter 3, to provide the needed framework and flexibility for establishing a successful mixed-use village. The CC zone would apply to the entire Plan Area except the Raemere Street residential neighborhood which would retain its existing RPD zoning. To accommodate the desired objective, the maximum allowed density in that Raemere Street Residential Neighborhood should be increased from the existing Medium Density (18 DU/Acre) designation to a High Density General Plan Land Use designation which allows a maximum density of 30 DU/Acre.

Applicable objectives from the City of Camarillo Municipal Code

Chapter 19.23 CMU (VILLAGE COMMERCIAL MIXED-USE) ZONE

An essential component of The Plan is the introduction of the mixed-use product type primarily along Arneill Road. The existing zoning in the area, Commercial Planned Development (CPD), generally calls for a separation between uses. However the Village Commercial Mixed-Use (CMU) adopted by the City on June 24, 2005 allows for flexibility in the configuration of uses on a single site which supports the vision of this plan. The CMU Zone is designed to protect and preserve the character of the area while identifying development standards for new uses that allow for innovative development solutions. The primary purpose of the CMU zone is to "provide for a combination of commercial, office, upper-story residential uses and compatible related development to promote pedestrian use and enjoyment of the mixed-use area. At the same time, it provides for development programs to complement the area and the city. Additional design guidelines may be adopted to provide further assistance in implementing this zone. (Ord. 980 § 2 (part), 2005.)" The

objectives of the CMU clearly complement the neo-traditional mixed-use concept that is envisioned for the Plan Area, and will act as the foundation from which to develop and implement the new Camarillo Commons Mixed-Use Zone proposed for the Plan Area.

Chapter 19.25 COT (CAMARILLO OLD TOWN) ZONE

The Camarillo Old Town zone (COT) was employed by the City to help redevelop the Camarillo Old Town area just south of the Plan Area and establish a distinct pedestrian-friendly character. Similar to the measures that were implemented through the COT Zone, the new zoning and land use regulations proposed for the Plan Area are intended to incorporate a circulation pattern, intensity, and site/building design to create an environment that fosters pedestrian activity. The design approach for the Plan Area is to create a destination that will not compete with the Camarillo Old Town area, but will complement it.

Applicable objectives and policies from the City of Camarillo General Plan

Community Design Element

The following objectives and principles from the General Plan's Community Design Element, which include the desired "Community Character and Image" from the Heritage Zone policy, were used as the foundation from which the design guidelines of The Plan were developed, and thus are consistent with the vision for the Plan Area.

Residential Principles:

- *New residential areas in the Land Use Element should be compatible with existing or proposed adjoining uses. The use of boundary walls, landscaping, and appropriate setbacks should be provided where land uses transition or where changes in residential densities occur between projects.*
- *The project should complement the existing environment and should incorporate any existing mature trees, rock formations, or other topographical features.*
- *Appropriate vehicular access for the residents should be provided within the project and extended to other adjoining areas for future development consistent with the Land Use Element.*
- *Pedestrian access should be provided to nearby parks and schools and on-site recreational areas.*
- *The development should address existing and potential noise sources and incorporate noise attenuation features, such as berms, walls, greater setbacks, or building features, such as added insulation.*
- *The development should be designed to incorporate passive and active solar applications. The site planning should address environmental features, such as solar patterns and wind currents. The design of buildings should incorporate energy efficient mechanical systems, proper insulation, building overhangs and such in order to make efficient use of nonrenewable resources and reduce energy costs. Modern design features can easily incorporate energy efficient concepts in a well designed manner.*
- *The design of residential areas has the opportunity to incorporate the concepts of defensible space to add a greater degree of security in the neighborhood. The design and placement of entries, walls, lighting and security hardware should be considered. In addition, Neighborhood Watch and Block parent programs are beneficial.*
- *The design of the buildings including the exterior materials and style should be complementary to the area. The development plans should incorporate well designed landscaping programs and*

should address the materials utilized on screen walls and accessory buildings.

Commercial Principles:

- Adequate areas for pedestrian activities should be provided and should include a variety in the sizes of the pedestrian spaces to encourage different types of usage of those spaces.
- The configuration of the building should avoid a strictly linear development plan. A variety of building heights, setbacks, and differences in the configuration should be encouraged to add scale to the development.
- Landscaping areas should be utilized to screen parking areas, to accent pedestrian areas, and to soften walls of buildings.
- Adequate amounts of parking in locations accessible to buildings should be provided.
- Support features, such as loading spaces, trash enclosures, and street furniture, should be provided and considered in the initial design of the project.
- The use of common parking areas, accessways, and landscaping programs should be utilized to tie commercial areas together both aesthetically and functionally.
- Commercial buildings which are not complementary and that do not relate to the surrounding environment should be discouraged.
- Mechanical equipment, including rooftop-mounted units, is required to be screened from view. Screening is encouraged to be designed as an integral element of the project.
- Transformer units, backflow units, and air compressors mounted on the ground area should be adequately screened by walls or landscaping.
- Commercial areas should provide for adequate building setbacks, landscaping, and other features to improve the appearance of the commercial development and include transition between commercial and residential uses.

Heritage Zone

A portion of the Plan Area falls within the Heritage Zone as defined in the Community Design Element of the City's General Plan. The Design Guidelines depicted in Chapter 5 of this document are drafted to meet the objectives of the Heritage Zone. The Design Guidelines in Chapter 5 are also consistent with specific architectural elements desired in the Heritage Zone such as materials, colors, and textures as well as building scale, roof forms, and massing.

Purposely, the objectives of the Heritage Zone were used as the foundation from which The Plan was drafted. Policy measures ensuring the buildings are well articulated and oriented to complement not only the desired architectural character of the Plan Area but also the surrounding uses, are paramount to the success of The Plan. Elements of the Heritage Zone policy were integrated into The Plan which includes objectives such as "Buildings should address the site planning through the use of proper setbacks, access to streets, and support features such as parking, landscaping, and loading areas. The buildings should be accented with surrounding landscaping, plazas, walkways, and identifiable entry. The massing of buildings should provide for a balance between wall areas and roof areas, window areas, and landscaping... The variety in the design of the building can also be achieved through the use of a variety of roofing planes, wall areas, overhangs, pedestrian spaces, and trellises." Appropriate treatment of gateways or "approachways" is also an important component of the Community Design Element and was addressed accordingly. Design elements to help define the entrance into the Plan Area are covered in the Land Use Standards section in Chapter 3 and the Design Guidelines in Chapter 5.

Land Use Element

The Land Use element along with the City's General Plan Land Use Map provides the framework for development by establishing policy direction and land use objectives. The Camarillo Commons Plan Area (Plan Area) is primarily within the City's redevelopment area and the majority is currently zoned for Commercial Planned Development (CPD). Implementation of this plan would require an amendment to the current General Plan designation and would establish a new zone that will take precedent over the underlying zones.

The Land Use Element of the City of Camarillo's General Plan supports the vision that has been drafted for the Plan Area through the following objectives and principles:

Residential Objective: To continually improve the areas as places for living by ensuring that those portions of the city which are best suited for residential use will be developed and preserved as healthful, safe, pleasant, attractive neighborhoods where all citizens are served by a full range of appropriate community facilities.

Principles:

- *To identify residential neighborhood patterns as a means of assisting in their planning and protection.*
- *To provide each neighborhood with adequate and convenient public facilities and amenities, particularly park and recreation facilities.*
- *To protect residential property values and privacy by ensuring compatible development with surrounding land uses and by preventing the intrusion of incompatible land uses.*
- *To discourage through traffic in order to promote safe neighborhoods.*

- *To encourage the highest quality of development in those cases where structures are replaced.*
- *Continue programs for preservation of housing units in the Barry Street/Raemere Street areas through redevelopment programs and maintenance programs.*
- *Encourage the continued use of the Heritage Zone design program in the residential areas as set forth in the Community Design Element.*
- *Encourage the establishment of pathways within various residential projects with interconnects to city or regional pathway systems.*
- *Encourage adequate recreation facilities to serve the population expected to reside in cluster residential projects which may include recreation equipment for children, swimming pools, tennis courts, etc.*
- *Encourage pathways which provide priority for pedestrians and separation from vehicle traffic except where street crossing is required, in which case proper notice and design should be provided.*
- *Consider residential opportunities for properties being studied for reuse potential.*

Commercial Objective: The general placement and massing of commercial structures should consider the area and scale of the city and promote quality design in keeping with the community environment. The commercial areas of the city include the Business district along Ventura Boulevard, community shopping centers along Carmen Drive and Arneill Road, several neighborhood convenience centers, the highway oriented uses along the freeway and all of the other commercial and business areas of the City of Camarillo.

Principles:

- *To achieve a balance of commercial areas that will provide for the retail business, professional and service needs of the residents of Camarillo, as well as attracting customers from the surrounding service areas.*
- *Provide adequate land and proper location for the various types of commercial activities so that they*

can provide optimum service to the community and surrounding service area.

- Encourage and promote the overall improvement of efficiency and visual appeal of all commercial areas in keeping with the Heritage Zone policy of the city as set forth in the Community Design Element.
- Alleviate the problems of traffic congestion and require adequate off-street parking geared to each of the types of commercial activity and the promotion of on-site pathways with interconnects to adjoining areas.
- Ensure compatibility by preventing the intrusion of incompatible uses within commercial areas. Improve the relationship between commercial areas and adjacent noncommercial land through landscape buffers which will insure the protection of adjacent residential land from annoyance by undue noise, light, traffic and other activities generated by intensive commercial use.
- Maintain a proper balance of commercial activities between the various commercial areas so that business opportunities and support will be at an optimum.
- Encourage the development of grouped neighborhood convenience shopping facilities to serve the needs of the adjacent residential areas. Require the development of landscaped pedestrian ways, bike paths, adequate parking and safe access from adjacent thoroughfares.
- Promote improved architectural appearance of commercial buildings and structures and require adequate setbacks and properly landscaped sites and means for proper maintenance.
- Provide adequate municipal services for all commercial areas, including the improvement of street appearance, through a program of street tree planting, suitable street lighting and the relocation of unsightly wires and utility poles. There should be careful regulation of signs and outdoor advertising to prevent unsightly

proliferations which confuse rather than inform or identify uses.

Circulation Element

The Circulation Element of the City's General Plan signifies the importance of establishing a system of well-connected roads and paths that "offer its users efficiency, continuity, safety and attractiveness." The vision for the Plan Area is dependent on an efficient circulation network that includes vehicular routes and paths for bikes and pedestrian that are connected both internally and to the surrounding uses.

The City's policy is to maintain a LOS of "C" or better on all streets and intersections. Brief periods of LOS "D" during peak a.m. and p.m. traffic hours are permitted where improving to LOS "C" would be unreasonably costly.

The following principles are stated in the Circulation Element and were used as the basis for developing the circulation pattern in the Plan Area which is aimed at promoting measures to enhance alternative or active modes of transportation, i.e. biking, walking, and public transportation.

- Promote the beautification of streets and other corridors by developing and maintaining a tree planting and landscaping program that will best enhance the character of Camarillo and its environs.
- Continue promotion of the construction and maintenance of sidewalks in all residential areas to provide safe pedestrian circulation and facilitate use by the handicapped.
- Provide adequate, efficient, safe and attractive pedestrian walkways and bikeways within and surrounding the community and between major generators, such as schools, parks, shopping areas and transit terminals.

Redevelopment Plan for the Camarillo Corridor

Project

The majority of the Plan Area falls within the jurisdiction of the City of Camarillo's Redevelopment Agency, thus the Plan is designed to meet the objectives of applicable redevelopment plans within the City including the Redevelopment Plan for the Camarillo Corridor Project adopted in June 1996. The goals associated with the Redevelopment Plan establish a vision for the redevelopment area that is aimed at achieving "an environment reflecting a high level of concern for architectural, landscape, and urban design and land use principals..." and to encourage "... investment by the private sector in the development and redevelopment of the Project Area by eliminating impediments to such development and redevelopment." In addition the plan promotes increased densities to expand the City's housing supply and retail development to include "opportunities for low and moderate-income households" and "provide for the diversification of offerings to encourage retail uses as a draw to new shoppers." Providing a healthy mix of land uses including a variety of housing products is an essential component of The Plan and imperative to its success. The Architectural Design Guidelines illustrated in Chapter 6, are intended to enhance the aesthetic quality of the Plan Area and establish an identity that reflects the community's vision while complementing the surrounding uses. Finally, the Land Use and Development standards section (Chapter 3) and the Implementation Plan (Chapter 8) provide the framework for streamlining the development review process for quality projects that are consistent with the development standards and desired character for the Plan Area.

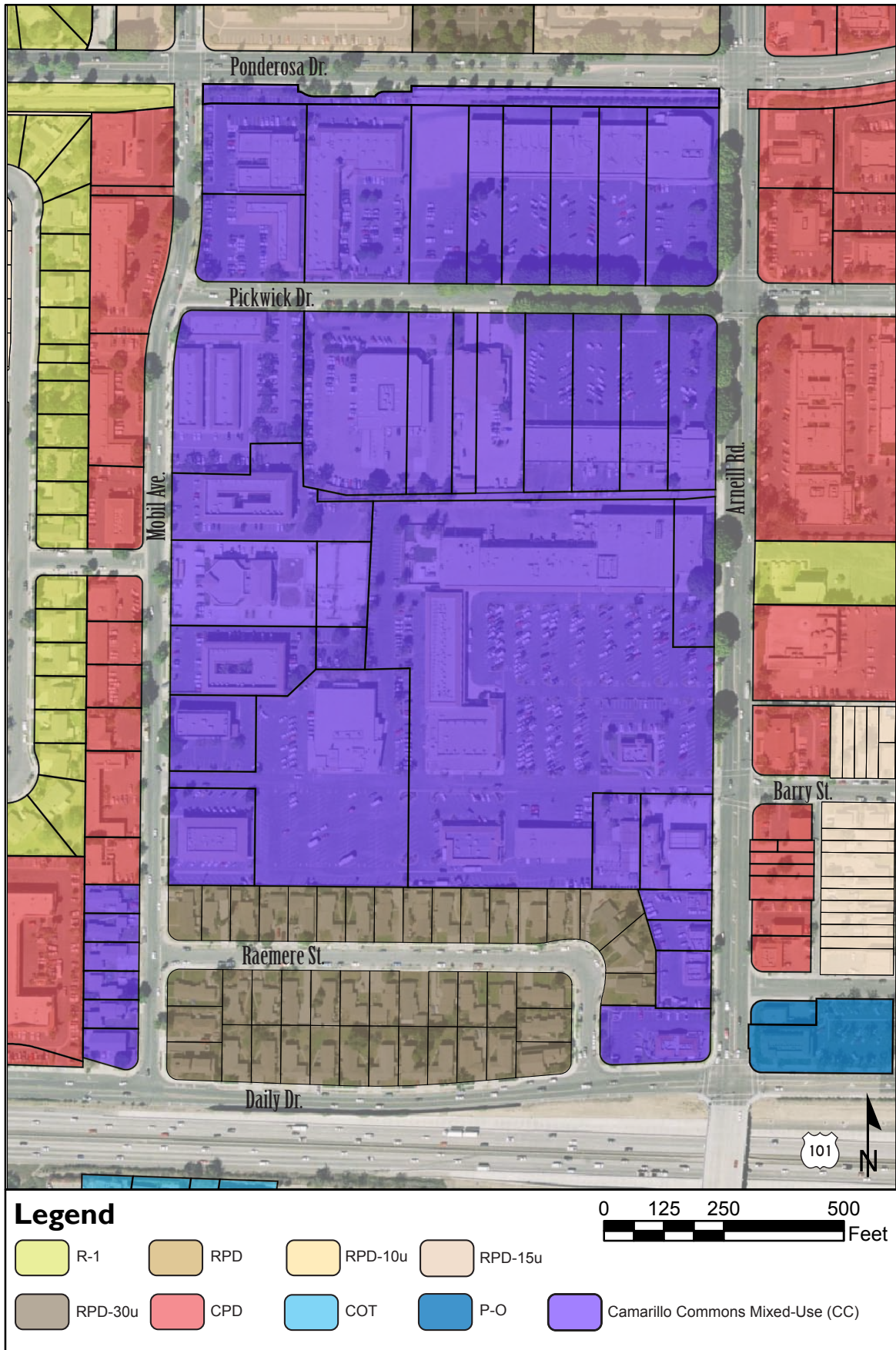


FIGURE I.5

PROPOSED ZONING MAP

PUBLIC INVOLVEMENT AND WORKSHOPS

In an effort to foster input and identify the goals and objectives of community members, including key stakeholders and city representatives, a series of meetings and workshops were conducted in the City of Camarillo. These meetings were used to develop urban design and planning principles, land use and circulation plans, streetscape improvement plans, and implementation actions for the Camarillo Commons area.

Citizen Advisory Committee Meeting

The Arneill Road Redevelopment Project was presented to the Citizen Advisory Committee on March 17th, 2005 to garner their insight. The meeting agenda included a visual preference survey exercise and a segment that asked the committee members to present their vision for the area. They were also asked to address issues / opportunities and traffic concerns. The following is a summary of that discussion.



The committee members unanimously agreed that given the location of the project area, it can flourish as a “town center” if integrated effectively with the surrounding uses including the Camarillo Old Town area. Members noted that the project area could benefit from higher densities and the relocation of structures to create an inviting pedestrian-oriented environment.

A variety of well connected locally-oriented destinations including a mix of uses with residential units located above retail and open spaces where people can congregate, were viewed as an appropriate use of the land.

A few of the concerns that were noted by the committee members included the lack of identity in the project area due to the fragmentation of uses and an uninviting streetscape. The members agreed that the project area should not compete with the Camarillo Old Town area or the outlets near by, but instead can tap into the consumer base that frequents those areas. A challenge is bringing the land owners together to work toward a common goal.

One of the largest concerns that came up during the meeting was the location of the Post Office and the traffic congestion it presents. This issue will have to be addressed to help establish an efficient circulation system throughout the project area.

Key Stakeholder Meetings

On April 20th, 2005 the RRM team met with key stakeholders in the City of Camarillo including property owners, planning commission members, and a chamber member to present the Arneill Road Redevelopment Project and record their thoughts and concerns. The following is a summary of that discussion.

The comments we received from the stakeholders were generally very positive, as most realize the project area’s potential and had a similar vision for how it can develop into a mixed-use village core. Their concerns varied, but almost all of the stakeholders agreed that an integral initial step is to bring the multiple owners in the area together to work toward a common goal, which could be a challenge. Many felt that the parcels are currently underutilized and the area is over-parked. There was a consensus that architecturally many of the buildings are outdated and detract from the architectural character in the City. It was important to many of the stakeholders that an identity for the area be established and a complementary design theme be carried out throughout the project to include efficient inter-connected paths both internally and to surrounding uses.

The property owners agreed that at a minimum a façade upgrade is vital, but were also open to the idea of increasing the density in the project area by expanding both vertically

and horizontally. Their main concern with such an endeavor was the funding and whether incentives may be available. The type of uses that the stakeholders envisioned for the area included; live theatre, cafes, restaurants, bookstores, and generally places where people can gather. They agreed that it is important to establish destinations that will draw visitors and local residents to the area and entice them to stay for a while. The mixed-use approach was a viable alternative for the majority of the stakeholders.

Generally the comments revolved around the notion that a unified theme is desired for the project area that ties a tightly knit pedestrian-oriented streetscape into a mixed-use core that offers residential units as well as nightlife that will energize the community and establish a livable environment that thrives 24 hours a day.

CDC Study Session

To ensure that the project was moving in the right direction and in line with the City's comprehensive vision, the RRM team met with the Community Development Commission (CDC) on April 27th, 2005 to discuss the Arneill Road Redevelopment project. The study session began with an overview of the project including a progress report detailing the meetings and workshops that had been conducted. The remainder of the meeting was treated as an open forum to allow CDC members to share their ideas and help direct the redevelopment plan for the project area. The following is a summary of those suggestions.

The CDC unanimously agreed that the project site is currently under-utilized and the existing uses are disjointed internally and lacking a strong connection to adjacent structures. They believe that there is an opportunity for "work force" housing that would allow people working in the area to afford to live there. The CDC noted that in general the structures are old and outdated and the site can benefit from higher densities and a unifying architectural character to help give the project area an identity.

In order to achieve this objective the CDC specified a few hurdles that need to be addressed. Traffic calming measures, such as a center median and designated crosswalks, along Arneill Road were seen as a necessity to help create a safe pedestrian environment. Circulation concerns related to ingress and egress point around the Post Office was also noted as an issue that needs some attention, and a couple

of CDC members suggested that Pickwick Drive is currently too narrow which might be exasperating the issue. In general, the auto-oriented nature of the project area was viewed as a concern.

The CDCs' vision reflected many of the same ideas that have come out of the community workshops. The CDC expressed their desire to see the structures along the major arterials (Arneill Road, Pickwick Drive, Ponderosa Drive, and Mobil Avenue) be reoriented to establish a strong street presence, while relocating parking areas behind buildings to minimize their visibility. They agreed that a healthy mix of uses could help energize the project area by establishing destinations that have the potential to draw both local and regional visitors. They noted the importance of creating a strong connection to the Camarillo Old Town area along Ventura Blvd. nearby and creating a tie to the University. Ultimately, the CDC would like the project area to be redeveloped as a town center, with a unique character that is attractive and fits well into its surroundings.

In House Design Charrette

On May 24th, 2005 the RRM team met with the Camarillo Planning Staff to generate the basic framework from which the site plan for this project would grow. A design charrette was employed to foster input from the City and help layout the key elements of the plan including the basic circulation pattern and the potential type of land uses. It was important to consider the relationship between proposed uses the existing uses currently on and surrounding the site.

Community Workshop I

The RRM team, along with support from City staff, facilitated a community workshop in Camarillo to gather valuable input from

concerned citizens and stakeholders in the area on June 2nd, 2005. The workshop agenda included a visual preference survey and an ideas sharing segment that asked participants to present their vision and potential concerns about the existing conditions in the project area. The remainder of the workshop was focused around a design charrette exercise that allowed participants to share their ideas graphically, by developing conceptual site plans that depicted the potential composition of the project area. The following is a summary of the concepts that came out of the workshop.



The overarching theme that was echoed consistently by the participants in the workshop was the notion that the project area requires an identity that can act as a catalyst to attract both local residents and visitors from outside the area. Comments included the desire to orient the project area as the “Heartbeat of Camarillo” with unique and attractive destinations. A majority of the participants were excited about the possibility of incorporating a vertical mix of uses that would intensify much of the underutilized parcels in the project area (i.e. paved parking lots) and establish a pedestrian-oriented environment that’s inviting and safe. Many noted that an important component of establishing a new streetscape design for the area was to ensure that it connects effectively to

Ventura Blvd. and the Camarillo Old Town area. One of the main concerns expressed was the location of the Post Office and the traffic impacts associated with it.

The design charrette exercise produced some very innovative and thought provoking site planning solutions. It was apparent that the participants desire an increase in the overall density in the project area, with buildings oriented toward tree-lined streets and paths and parking tucked either behind or beneath structures. Most of the plans incorporated some variation of a mixed-use core that was well connected by both vehicular and pedestrian circulation.



Raemere Street Neighborhood Meeting Summary

The intent of this meeting held on July 20th, 2005 was to present the Arneill Road Redevelopment Project to property owners in the Raemere Street residential neighborhood located on the southern border of the project site. The meeting agenda included an overview of the existing conditions on the site, an update of meetings to date, and a discussion and idea sharing exercise that afforded the property owners an opportunity to express their concerns. The meeting concluded with a review of examples of successful projects in other cities and a discussion regarding how the City of Camarillo might provide incentives for change. The following is a summary of the meeting.

The main concern that was echoed by a majority of the property owners was the need to address the parking situation on Raemere Street. Currently many cars are

parked in the same location on the street for long periods of time which exasperates an already tight parking condition. The property owners believe that the overcrowding of units is adding to this problem. In short, they believe that parking in the area needs to be regulated. The circulation pattern throughout the neighborhood was also noted as a concern. The property owners believe that the ingress and egress points on Raemere Street are difficult to maneuver due to the excessive traffic speeds on Mobil Avenue and Daily Drive. Potential solutions that were suggested included incorporating traffic calming measures along the surrounding streets and converting Raemere Street to a one-way street. Other issues that were noted included the gradual deterioration of some of the homes on Raemere Street and issues related to poor construction (i.e. the lack of insulation and the presence of mold).

A majority of the property owners agreed that there is an opportunity to increase the density in the area and to beautify the Raemere Street corridor by not only adding streetscape amenities but upgrading the structures. There is a desire to tie the Raemere Street neighborhood into the surrounding areas and enhance the architectural character of the residential units. The owners also noted that the appearance of the back of the units facing into the project site should be improved and physical connections into the site, through pedestrian parkways etc., should be incorporated.

To help the property owners reach their goals and the objectives of the Arneill Road Redevelopment Project, the City offered potential incentives including permit streamlining and rehab loans. Ultimately it is important to integrate the Raemere Street neighborhood into the project site and the feedback we received from the property owners was integral to reaching that goal.

Community Workshop II

The focus of Workshop II, held in the City of Camarillo on September 22nd, 2005, was built around the unveiling of the Vision Poster. All of the charrettes, workshops, and meetings up to this point were planned to gather information from stakeholders, community members, and City representatives to develop a comprehensive vision. The Vision Poster is the cumulative product of those meetings, as it incorporates the goals and overall vision for the project area. The meeting agenda included a quick overview of the

project team and the studies and meetings that had been conducted to this point. A powerpoint presentation was next on the agenda which walked the participants through the vision plan and the illustrative pieces that accompanied it. The meeting was then opened up to forum type format to allow the workshop participants to comment on the plan. The participants were also given the opportunity to write down their comments and turn it in after the workshop. The following is a summary of those comments.



The first few comments came from community members and shop owners who had attended the first workshop and citizen advisory committee meeting, who noted that the vision plan was a great representation of the communities' goals and objectives and reflected the objectives that came out of the prior meetings. Some participants, particularly business owners, expressed their concern about the relocation of structures and how that may impact their ability to run their businesses during construction. Others asked about incentives that might be offered and the projected timeframe for implementing the plan. The participants were ensured that most of their concerns would be addressed in the implementation section of the strategic plan that will be drafted for the project area.

After speaking to a few of the business owners, as they came up to get a closer look at the hardcopy of the posters after the presentation, it was apparent that they understand the potential for the project area and could see the benefit of relocating their businesses to get better street presence.



CDC Study Session II

On October 26th, 2005 the RRM team presented the Vision Plan to the Community Development Commission (CDC) to receive their feedback. The presentation included a recap of the meetings to date and a review of the design principles that had been drafted from the input received at subsequent meetings. Before and after graphics for key intersections along Arneill Road were also presented.

Comments from the CDC were positive. They asked that particular elements such as loading zones around the commercial areas and additional open/recreational spaces in the residential neighborhoods be incorporated into the plan. There was also a request to break up the internal linear street parallel to Arneill Road (Essenza Lane) by adding a bend in the road at Aldea Drive. The CDC also agreed that there is a need for increased residential densities to accommodate a range of socioeconomic backgrounds including students from the nearby University. CDC members noted

that the residential units along Ponderosa Drive should be buffered from the street to reduce the impacts from the automobile traffic along that busy arterial. Finally it was expressed that a connection back to Ventura Boulevard (Camarillo Old Town) was important to feed off of its success.

Citizen Advisory Committee Meeting II

After gathering and incorporating the comments from the workshops and the CDC Study Session, the RRM team met with the Citizen Advisory Committee on March 23rd, 2006 to present the revised Vision Poster as well as key provisions from the Camarillo Commons (the name given to the Plan Area) Strategic Plan. The committee members were generally pleased with the direction that the plan had taken and provided some feedback on particular urban design elements, including the sidewalk lights and street furnishings. There was also a discussion about potential alternatives to address the circulation concerns around the post office.

Community Workshop III

The final community workshop was held on April 6th, 2006 to present the revised Vision Poster, supporting graphics, and key provisions from the Camarillo Commons Strategic Plan. The turnout was pleasantly high as stakeholders and community members came out to view the latest version of the plan.

Common concerns that were expressed by many of the participants were regarding the implementation of the plan and how that would impact existing uses. City staff expressed that the plan is designed to be carried through incrementally as property owners come forward to ignite change. It was reiterated that development is not mandatory and that this was only an exercise to illustrate the potential for the Plan Area. City staff also noted that there is an opportunity for collaboration between property owners to partner and work toward a common goal.

The RRM team pointed out that the vision for the Plan Area was generated from the feedback that was received from the community and is designed as a long term plan. Ultimately the plan will be implemented by the community and private investment on a project by project basis. It was also expressed that the City may get involved in the public realm by enhancing the streetscape to potentially spur development that is consistent with the vision.

One life time community member and owner of a business in the Plan Area who attended all of the community meetings stated that she saw the potential for the area as it has been illustrated in the Vision Plan and is open for change. She expressed the need for additional housing opportunities in the area to drive down housing costs and diversify the housing market.

CDC Study Session III

A CDC Study Session was held on April 26th, 2006 to review the revised Vision Plan and components of the Draft Camarillo Commons Strategic Plan. The meeting included a PowerPoint presented by RRM and the City's Planning staff to members of the CDC.

The latest Vision Poster and components of the Strategic Plan were generally well received. Members of the CDC noted that the Strategic Plan is on track and the proposed densities fit well within the Plan Area. The importance of including the Raemere Street residential neighborhood into the revitalization efforts was also noted, to ensure that area is tied effectively into the rest of the Plan Area.

The CDC unanimously agreed that the City's role should be clearly defined, which primarily includes assistance with off-site improvements such as minor streetscape enhancements, covering the open drainage channel, and under-grounding of utilities.