2.0 BACKGROUND

DEFINITION of GENERAL PLAN BOUNDARIES

Introduction

The Camarillo General Plan is a series of goals and policies for the city to implement in guiding both public and private decision-making on existing and proposed planning issues relevant to the city and its environs. In order to facilitate intergovernmental coordination for the purpose of developing a high level of planning efficiency, the Camarillo General Plan focuses from the macro area of interest to specific areas.

By developing this system of hierarchy, the definition of how boundaries are developed will vary with every plan. The factors that usually determine boundaries are listed below:

Paths are routes of travel from which people observe the city. They are the freeways and highways such as the Ventura Freeway/U.S. 101 and Los Angeles Avenue/State Route 118.

Edges are boundaries between areas of contrasting character. At the citywide scale large landscape features such as the Camarillo Hills, the Las Posas Hills and the edge of the Santa Monica Mountains mainly create these.

Nodes are strategic spots, which form focal points. They may be concentrations of activity or plazas such as a shopping center or community center.

Districts are some areas or regions, which are recognizable as having some common identifying character. Many contain special uses such as the agricultural area on the Oxnard Plain. Other examples are Ventura Boulevard, the Golden Triangle, Camarillo Airport, Camarillo Old Town, and visually distinctive residential areas like the Las Posas Estates and the Camarillo Heights.

Jurisdictional Boundaries are those lines, which designate areas of control or authority by various agencies, such as cities and counties. Also, included are special districts such as the Pleasant Valley School District and the City of Camarillo Water Department.

Census Tracts are designated by the Bureau of Census, United States Department of Commerce, to maintain accurate population and related information.

From the factors listed previously, decisions can then be made by analyzing the various boundaries and selecting those, which best satisfy the needs of the planning area. The following material is a description of those boundaries used in the development of the Camarillo General Plan.

Regional Location

The City of Camarillo lies within Pleasant Valley, in the southern portion of Ventura County. Hills, mountains and agricultural lands surround the city. With the Ventura Freeway/U.S. 101 (Camino Real) traversing the city, access is readily available to the City of Ventura, 16 miles to the north, and to the Los Angeles Civic Center, 41 miles to the south.

Sphere of Influence

“Sphere of Influence” means a plan for probable ultimate physical boundaries and service area of a local governmental agency. Sphere of Influence boundaries

are boundaries adopted by the Local Agency Formation Commission (LAFCO), which delineate limits beyond which each of the cities involved cannot annex territory. One purpose of sphere of influence boundaries is to prevent competing annexation proposals between cities.

The Camarillo sphere of influence follows present city limit boundaries in most locations. The sphere does include land to the north in the Camarillo Heights and Las Posas Estates areas as well as land to the west of the city at the end of the Camarillo Hills. Land that is in the county between Las Posas Road and Central Avenue on both sides of the Ventura Freeway is included.

A second regional boundary is called an "area of interest." This is an area containing approximately 75 square miles. Development proposed within the "area of interest" would be referred to the city for comment and recommendation. Generally the boundary to the north of the existing city limits includes the Camarillo Hills to their northern slopes south of Los Angeles/State Route 118. Continuing eastward, the area of interest boundary includes a large portion of the Santa Rosa Valley, south of Las Posas Hills and north of the

REGIONAL LOCATION

Mountclef Ridge. From this area on, the area of interest boundary continues in a southwest direction along the ridgelines of the Calleguas, Conejo, Guadalasca and Santa Monica Mountains ending at the edge of the Pacific Ocean west of Las Julia Valley.

From the northern slopes of the Camarillo Hills, the area of interest boundary extends west along Revolon Wash past the Santa Clara del Norte area, crossing the Ventura Freeway/ U.S. 101. The boundary continues in a southeast direction parallel to Revolon Wash until crossing Wood Road.

Planning Area

For the purpose of this General Plan, a planning area was developed to include not less than 1.5 miles beyond the existing city limits.

In addition to the existing municipal boundary, reference to "the city" includes portions of the Camarillo Heights and Las Posas Estates subject for possible future annexation in accordance with the Sphere of Influence.

Community Analysis

In order to develop a plan for the future of a community, certain demographic, economic, land use, and zoning data must be gathered. From this data an analysis of existing conditions and directions of growth or change is made, thereby supplying information through which decisions and proposals can be arrived at. The following paragraphs provide summary discussions of the data collected and used for the development of this plan.

Physical Environmental Description

The City of Camarillo lies within a particularly unique and special environmental setting. As part of an extremely fertile coastal plain, Camarillo offers a mild climate, rich soils, mountainous terrain on three sides, and the Pacific Ocean to the west.

In order to better understand Camarillo, the physical and environmental characteristics of the city itself and the surrounding land were studied. The subsequent pages of the discussion summarize the analysis of the following natural characteristics:

- Climate
- Physiography
- Soils
- Geology
- Flora and Fauna
- Hydrology
- Map – General Plan Boundaries

Climate

Camarillo has a mild Mediterranean-type climate, with the average year round temperature being in the low seventies. The area receives approximately 16 inches of rain annually. The prevailing winds are westerlies, with a high percentage of low speed winds (about 4 M.P.H.). During the fall and winter, periodic Santa Ana conditions bring dry, warm wind from the northeast. With the Pacific Ocean only ten miles to the west, fog and low visibility occasionally occur.

The climatological conditions, temperature inversion, and low wind speed, which help cause air quality problems throughout much of the Southern California coastal region, also occur in Camarillo. Simply stated, temperature inversion is caused when warm, dry air above cool marine air creates a lid that keeps the moist marine air from rising. Temperature inversion and low wind speed, coupled with physiographic characteristics and the producers of pollutants (auto emissions, manufacturing, etc.) create those dreaded smoggy days, particularly during the summer.

Physiography

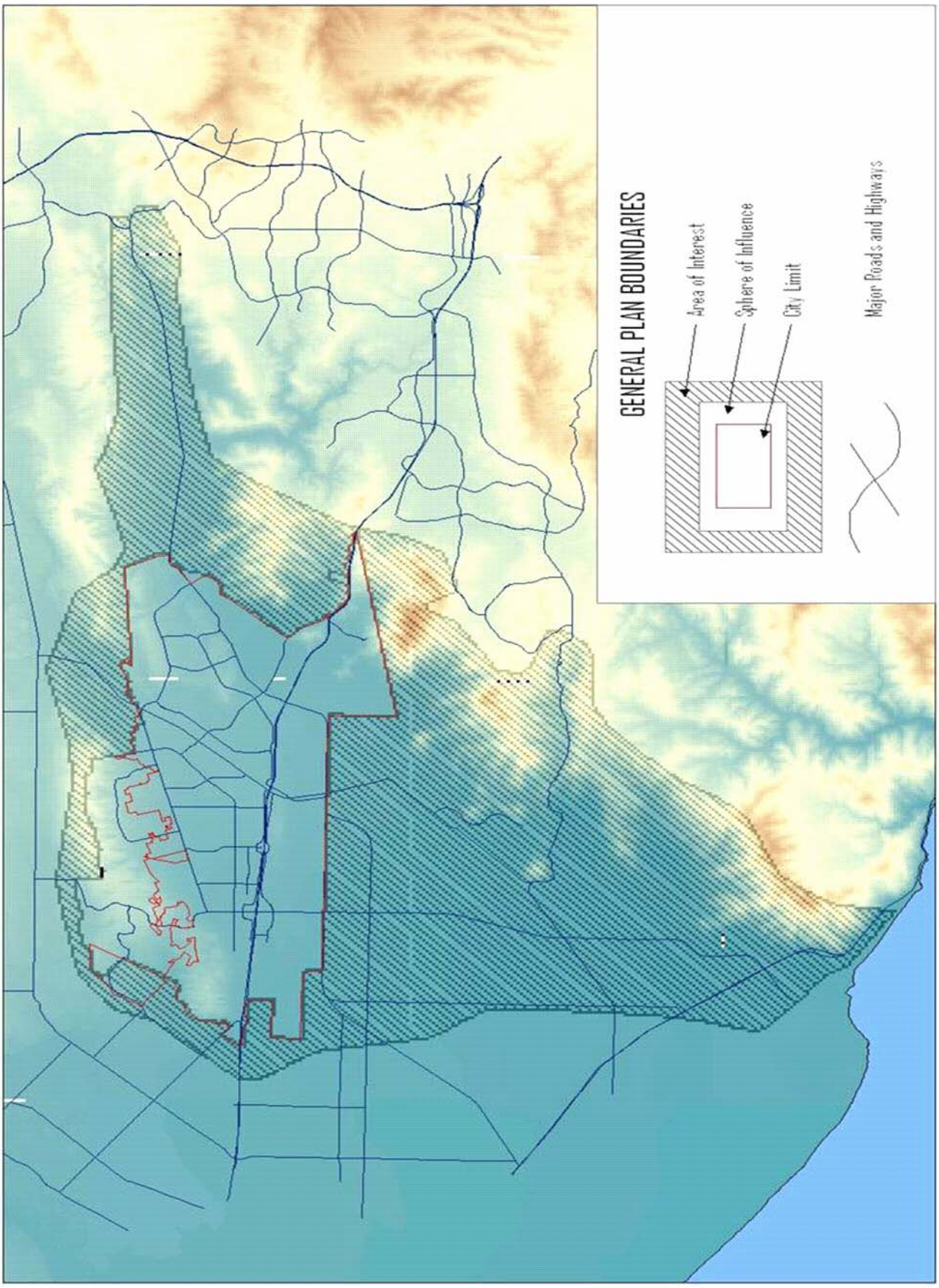
Both the amenities (i.e., visual quality) and the unfavorable conditions (i.e., air quality) are directly associated with the diverse topography found in the Camarillo area. The lowest elevation in the planning area, 30 feet above sea level, is located to the southwest, on the Oxnard Plain. At the extreme southeast portion of the planning area lies the northern-most extension of the Santa Monica Mountains, which rise to 1,814 feet. To the north of the city lie the Camarillo Hills, which reach an elevation of 884 feet.

The hills of Camarillo are an extremely desirable, yet fragile, living environment. The pressure to build houses, particularly on “view” lots, grows daily. The delicate natural systems of the hills can survive harmoniously with limited residential and associated urban development only if fully understood and well planned. Several criteria must be used in determination of where development can occur. Slope, which is one of those criteria, is discussed in the following section.

Slopes range from the relatively flat lands of the Oxnard Plain to the extremely steep rise of the Santa Monica Mountains. For the purposes of the study, slopes were distributed into three basic categories:

0 – 14% Slope
15 – 29% Slope
30% + Slope

Generally speaking, the capabilities of the slope categories are: Slopes of 0 – 14% offer little or no restraints to most types of


GENERAL PLAN BOUNDARIES
Area of Interest
Sphere of Influence
City Limit
Major Roads and Highways

development; slopes of 15% - 29% offer some limitations and will support low densities of residential uses; and, slopes of 30% and over are least compatible with development because of the need for major land alteration.

Soils

Within the study areas there are six general soil associations. They include:

- Pico-Metz-Anacapa Association: Level to moderately sloping, very deep well-drained sandy loams and very deep, somewhat-drained loamy sands.
- Mocho-Sorrento-Garretson Association: Level to moderately sloping, very deep, well-drained loams to silty clay loams.
- Camarillo-Hueneme-Pacheco Association: Level nearly level, very deep, poorly drained loams sands to silty clay loams.
- Rincon-Huerhuero-Azule Association: Level to moderately steep, very deep, well-drained and moderately well drained, very fine sandy loams to silty clay loams that have a slowly- and very-slowly permeable sandy clay subsoil.
- Calleguas-Arnold Association: Strongly sloping to steep, well-drained shaley loams that are shallow over shale or sandstone and somewhat excessively drained sands that are very deep over sandstone.
- Hambright-Ignaeous Rock Land-Gilroy Association: Rock land and strongly sloping to very steep, well-drained clay loams that are shallow to moderately deep over basic igneous rock.

Because of the existing and projected economic environmental importance of agriculture to the Camarillo area, the soils analysis was conducted primarily to examine the capability of local soils for agricultural use. The analysis included areas of the planning area that had no existing urban land use, areas which were not definitely committed for urbanization and areas of slope generally less than 15%. *(**Note:** This is not to say that agriculture stops at 15% slope; lemons, avocados, etc., are successfully grown on slopes above, but the analysis was primarily concerned with field crop capability.)*

For the purposes of the study, soils were divided into four groupings. These groups were derived from the Capability Classes used by the U.S. Department of Agriculture, Soil Conservation Service.

The groups are as follows:

◊ **Group I**

Class I soils have few limitations that restrict their use.

Class II soils have moderate limitations that reduce the choice of plants or that require moderate conservation practices.

◊ **Group II**

Class III soils have severe limitations that reduce the choice of plants, require very careful management, or both.

Class IV soils have very severe limitations that reduce the choice of plants, require very careful management, or both.

◊ **Group III**

Class V soils are not likely to erode, but have other limitations, impractical to remove, that limit their use largely to pasture or range, woodland, or wildlife habitat. There are no Class V soils in Ventura County.

Class VI soils have severe limitations that make them generally unsuited to cultivation and limit their use largely to pasture or range, woodland, or wildlife habitat.

◊ **Group IV**

Class VII soils have very severe limitations that make them unsuited to cultivation and that restrict their use largely to pasture or range, woodland, or wildlife habitat.

Class VIII soils and landforms have limitations that preclude their use for commercial plant production and

restrict their use to recreation, wildlife habitat, or water supply, or to esthetic purposes.

The areas studied showed a high percentage of Group I soils, primarily located on the relatively flat Oxnard Plain. The Oxnard Plain, because of these high-quality agricultural soils, coupled with a favorable climate, is considered one of the most fertile areas in the world. The prime agricultural soils found here are usually located in the flat, highly developable lands. Therefore, extreme pressures are placed on owners of these lands to discontinue agriculture in favor of urban development. Most of the available Group I soils are currently in active agriculture.

Group II soils are basically found skirting Group I soils and up into the Santa Rosa Valley. Group II soils, although subject to more agricultural limitations than that of Group I, are subject to the same development pressures.

Groups III and IV soils are found scattered throughout the planning area. Group III soils are basically located in and around the arroyos that flow toward Beardsley Wash and in scattered locations around and within the Mission Oaks area. Group IV soils are generally associated with arroyos and areas of mixed terrain.

In relation to the shrink-swell potential of soils (expansive soils) in the area, only the easternmost and westernmost extents of the city possess substantial quantities of highly expansive soils, Moderately expansive soils are scattered throughout the city and its sphere. Although new construction techniques may tend to diminish the shrink-swell hazard, it should be a primary consideration in the preparation of development plans. This will be addressed in the Public Safety Element of the General Plan.

Geology

The Safety Element discusses, in more detail, the geology of Camarillo; however, this section offers a cursory description of the geologic factors used to develop the Plan. For technical data, refer to the Safety Element and various other studies published by the county and the California Geological Survey.

Camarillo is located in the Ventura basin, which is a part of the Transverse Ranges Geomorphic Province of California. Once part of the sea, the area had a great thickness of sediments deposited from which hills and mountains were created through tectonic action and erosion. Sediments are still being deposited along the various perennial and annual waterways and washes throughout the area.

Varying depths and densities of alluvial deposits ranging from clay silt to sand underlies the Camarillo area. The relatively flat Oxnard Plain is gently folded, while the mountain chains are anticlines and the associated valleys are synclines. Beneath the thick alluvial deposits of the Oxnard Plain lie several faults.

Several significant active faults cross Ventura County. Regional assessments of seismic shaking potential have analyzed the hazard associated with those faults. They have provided us with much of our current knowledge about the faults that could potentially affect the Camarillo area. Although the 1971 San Fernando and the 1994 Northridge earthquakes occurred outside of Ventura County (in the San Fernando Valley), they were caused by rupture along two major fault systems that continue westward into Ventura County. Those earthquakes dramatically illustrate the potential for damage that can be expected from future earthquakes in the Los Angeles, Ventura, and Santa Barbara areas.

A network of several faults, which run generally in an east-west direction, intersects the City of Camarillo and its sphere. Both the San Fernando and Northridge earthquakes occurred on east-west-trending reverse faults, a fault type

that is common throughout Ventura County and the City of Camarillo. The most conspicuous is the Simi-Santa Rosa Fault, which extends from the eastern portion of the Santa Rosa Valley into the "Golden Triangle," just south of the Las Posas Road and on into the Oxnard Plain. Several schools, substantial populations, and major utility lines (gas, water, sewer) lie within the area designated as the Simi-Santa Rosa Fault hazard zone. Other Camarillo area faults include: Springville Fault, Camarillo Fault, Bailey Fault and one unnamed fault.

These fault zones, like the Simi-Santa Rosa Fault, all contain concentrations of populations and major facilities and are subject to potential earthquake damage.

Within the Camarillo area, the northern slopes of the Camarillo Hills and the southwestern portion of the Santa Rosa Hills are known as existing landslide zones. Recent studies show, however, that substantial portions of the hilly terrain in and around the city are not stable, particularly on slopes of 10% or greater. According to studies provided by Ventura County, the Camarillo Hills lie within a Landslide/Mudslide Hazard Zone of intermediate stability (10-15%), as are portions of the Santa Monica Mountains. The hilly areas of eastern Camarillo, east of Lewis Road and north of Ventura Freeway, are classified as a high Landslide/Mudslide Hazard Zone (15% + slopes). There is little or no danger of landslide on slopes of less than 10%.

As a potential geologic hazard, liquefaction hazard has been demonstrated in various portions of the city; however, the areas to the west and south are widely susceptible to this hazard. Liquefaction is defined in the Safety Element as: *A process by which a water-saturated sand lens loses coherence when shaken. Involved is the collapse of sand grains into intergranular voids, which induces an increase in pore pressure, and loss of strength. This loss of strength leads to a quicksand condition in which objects can either sink or float depending on their density.*

During a strong earthquake, there is a moderate possibility of liquefaction occurring in a belt roughly running along Beardsley Wash, continuing on south of the Ventura Freeway and on up into the Arroyo Conejo. Furthermore, the potential for liquefaction is high during a strong earthquake in large areas west of Beardsley Wash and south of Pleasant Valley Road, extending to the coast.

The Camarillo area does contain mineral resources that could be extracted, such as sand and gravel; however, no extraction activities are currently taking place, except rock quarrying near Conejo Mountain

Flora and Fauna

Although the dominant uses in the Planning Area are classified as urban development or agriculture, the natural community remains an integral part of the total environment. The natural vegetation and wildlife communities of the Camarillo area are representative of most coastal areas in Southern California.

In Camarillo, the major vegetation and wildlife communities are concentrated in three general locations. The area most closely associated with existing urban development is the northern side of the Camarillo Hills. The other areas are located to the east, mainly in the Las Posas Hills and the steep slopes of the Santa Monica Mountains. All three areas are similar in types of wildlife and vegetation; however, because of human contact, some areas are more abundant than others.

The plant life in the area is made up of coastal sage scrub, chaparral, grassland, and limited woodland communities. Of the natural vegetation, the coastal sage scrub community appears to be dominant. Chaparral is the next most prevalent plant community. Because of the excellent agricultural soils, most areas containing grassland communities have disappeared; however, some still exist scattered throughout the area. The woodland community in Camarillo is limited to a few scattered native trees, primarily in and around arroyos, and to groves of Eucalyptus, which were introduced from Australia. There appear to be no plant

species in Camarillo, which would be endangered or indigenous to this area only.

Wildlife communities are normally concentrated in the plant communities. The wildlife community consists of reptiles, amphibians, mammals, and birds, which are common throughout the coastal regions of Southern California.

Hydrology

Within the Camarillo Sphere of Influence, areas of hydrological concern are those subject to hazardous surface runoff, flood damage, inundation, rapid saturation, and erosion.

The area west of Las Posas Road is subject to potential hazardous surface runoff if the present drainage and absorption patterns are disrupted by development. Flood damage and inundation areas include the land east of Lewis Road, between Santa Rosa Road and Pancho Road, the Adohr Farms site, and the area south of the California State University at Channel Islands (CSUCI) with its own sewage plant.

Development south of Pleasant Valley Road to the boundary of Mugu Lagoon is limited to the existing rapid saturation characteristics of the area. Lands bordering the Beardsley Wash and the Revolon Slough remain vulnerable due to the overall hydrological characteristics of the area.

Demographic Analysis

In order to develop a plan for the future of a community, certain demographic, economic, land use and zoning data must be gathered. From this data an analysis of existing conditions and directions of growth or change is made, thereby supplying information through which decisions and proposals can be arrived at. The following paragraphs provide summary discussions of the data collected and used for the development of this plan.

Camarillo Population Growth				
1970	1980	1990	2000	2003
19,219	37,797	52,303	57,077	60,515

The population for Camarillo was estimated to be 60,515 by the State Department of Finance on January 1, 2003. The 2000 Federal Census credited the city with 57,077 compared to 52,303 in 1990 and 37,797 in 1980 and 19,219 in 1970. Based upon the 2000 census the city is 117 in size in the state. A comparison of population growth since 1970 shows a tripling in size with the fastest growth occurring between 1970 and 1980, (96% increase). The population growth from 1990 to 2000 was a more modest 9 % increase due in part to a reduction in the number of persons per household. According to the 2000 census information, the updated split is 48.4% males and 51.6% females.

The city as a whole has continued to age with the median age being 38.9 years in 2000 compared with 24 years old in 1970, 32.9 years in 1980 and 36.1 years in 1990. The 14 and under age group has increased to 21.20% of the population, up from 10.2% in 1980 and 20.7% in 1990. Over 24.9% of the population was 65 or older in 1990, compared to 12.7% in 1980 and 3.7% in 1970. By contrast in 2000, the 65 or older age group decreased to 16.9% of the total population.

In 1970's, housing developments such as Leisure Village, a retirement community were constructed, as well as five mobile home parks. In 1970, the number of citizens above 55 was 1,686 (8%). In 1980, it was 8,835 (23.3%), representing a significant increase within a relatively short period of time. Since 1980 the increase in citizens over 55 has shown only slight increases. In 1990 there were 13,052 (24.9%) citizens above 55 years of age and in 2000, the number of citizens above 55 was 14,810 (25.9%).

RESIDENT MARKET DEMOGRAPHIC PROFILE (Year 2000)					
	Ventura County		Camarillo		Camarillo as a Share of the County
Population by Age		Share		Share	
0 to 14 Years	179,707	24%	12,072	21%	7%
15 to 24 Years	102,057	14%	6,069	11%	6%
25 to 34 Years	104,166	14%	6,819	12%	7%
35 to 44 Years	126,980	17%	9,459	17%	7%
45 to 54 Years	102,747	14%	7,848	14%	8%
55 to 64 Years	60,736	8%	5,130	9%	8%
65 to 74 Years	40,244	5%	4,112	7%	10%
75 and over	36,560	5%	5,568	10%	15%

The number of dwelling units rose from 5,535 in 1970, to 14,234 in 1980, to 18,731 in 1990 and o 21,438 in 2000 while the number of persons per household decreased from 3.62 in 1980 to 2.81 in 1990 to 2.62 in 2000. The city made up 7.8% of the county population in 1990 and 7.1% in 1980, currently, in the year 2000, the city makes up 13.19% of the county population. In 2000, there were 21,438 dwelling units in the city. Further discussion of the housing background is contained in the Housing Element.

1970	1980	Inc from Prior Yr	1990	In from Prior Yr	2000	Inc from Prior Yr
5,535	14,234	(61%)	18,731	(24%)	21,438	(13%)

RACIAL CHARACTERISTICS

The following is a comparison between 1970, 1980, 1990 and 2000 racial composition. Census terminology changed slightly from one census to another.

RACIAL CHARACTERISTICS					
	1970	1980	1990	2000	
Caucasian/White	84.1%	84.1%	79.1%	72.8%	
Hispanic	12.5%	10.1%	12.9%	15.5%	
Negro/Black	.8%	1.0%	2.3%	1.5%	
Oriental/Asian	--	--	5.1%	7.2%	
American Indian/Native American	--	--	.6	.5	

According to the above table the American Indian population has leveled off with .5% of the population in the year 2000. The city has a greater percentage of Caucasians and a lower percentage of Hispanics compared to the county, which had 69.9% Caucasian and 33.4% Hispanic and compared to the state, which had 62.6% Caucasian and 33.4%

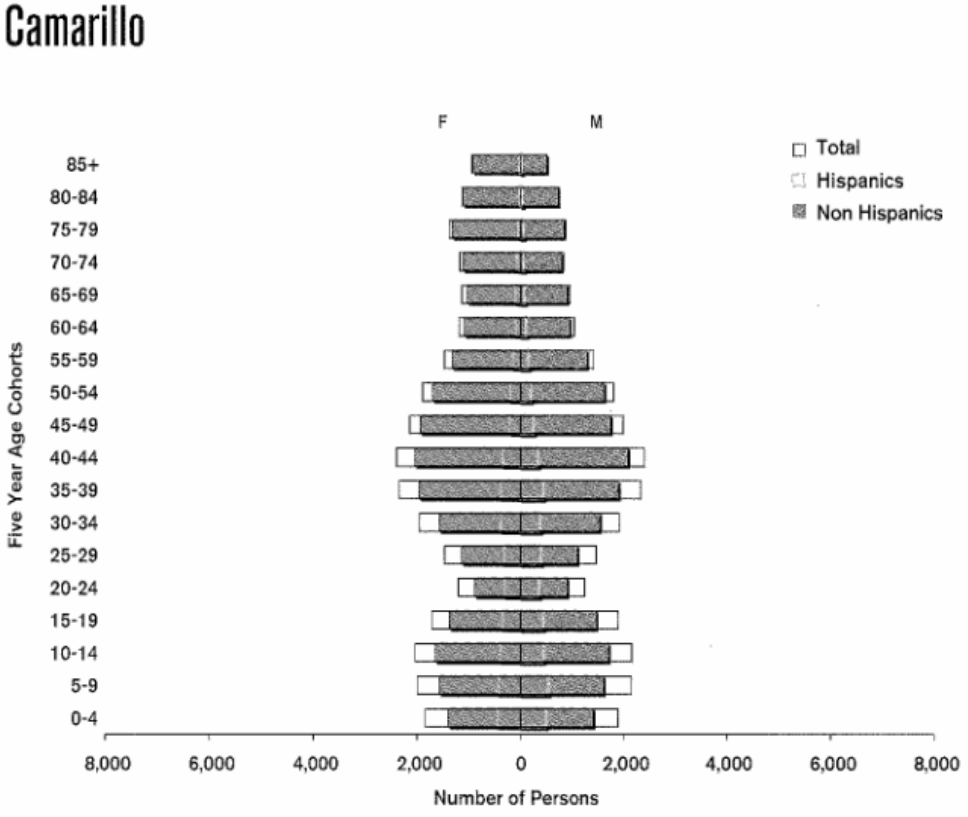
Hispanic. As is characteristic in the State of California the Hispanic population continues to rise in the year 2000, 15.5% of the population of the city is characterized as Hispanic or Latino. Otherwise, the city is reflective of the racial balance in the area.

INCOME DISTRIBUTION

Camarillo is a middle- to upper-middle income community with 61.1% of the households earning between $50,000 or greater compared to 58.9% of the households countywide.

Approximately 5% or only 3,012 individuals were below the poverty level compared with the county percentage of 9%. The median family income in the year 2000 was $72,676, which is up significantly from $53,295 in 1990, $26,467 in 1980, and 12,947 in 1970. The county median family income was $65,285 in 2000.

AGE/SEX DISTRIBUTION COMPARISON



Median Age (years) 38.9
Source: 2000 U.S. Census, Economics Research Associates

HOUSEHOLD INCOME
2000

Family Income	Camarillo	Percent	County	Percent
Less than $10,000	873	4	11,934	5
$10,000-$24,999	2,604	12	29,950	12
$25,000-$34,999	1,812	8	22,967	9
$35,000-$49,999	3,059	14	35,036	14
$50,000-$74,999	4,568	21	51,585	21
$75,000-$99,999	3,271	15	36,546	15
$100,000+	5,247	24	55,485	23
Median	**$62,457**		**$59,666**	

Source: 2000 U.S. Census

Occupation and Employment

In 2000, there were 27,470 members of the civilian labor force in Camarillo representing an overall increase of which 14,818 (53.9%) were males and 12,652 (54.1%) were females. The percentage of female workers compared with other years declined. In 1990 there were 25,943 members in the civilian labor force with 14,687 (56.6%) males and 11,256 (43.3%) females. In 1980 there were 17,141 members in the civilian labor force, 9,805 (57%) males and 7,336 (43%) females and 65% males compared with 35% females in 1970.

EMPLOYMENT STATUS		
Population 16 years and over	44,217	100.0
In labor force	27,920	63.1
Civilian labor force	27,471	62.1
Employed	26,484	59.9
Unemployed	987	2.2
Percent of civilian labor force	3.6	(X)
Armed Forces	449	1.0
Not in labor force	16,297	36.9
Females 16 years and over	23,372	100.
In labor force	12,698	54.3
Civilian labor force	12,652	54.1
Employed	12,289	52.6

Source: 2000 U.S. Census

OCCUPATION

The management, professional and related occupations category leads the way by a significant amount in the city.

Occupation	Camarillo	Percent	Ventura County	Percent
Management, Professional and Related Occupations	11,316	42.7	127,157	36.
Service Occupations	3,343	12.6	46,762	13.4
Sales and Office Occupations	7,308	27.6	95,006	27.3
Farming, Forestry and Fishing	154	0.6	10,869	3.1
Construction, Extraction and Maintenance Occupation	2,133	8.1	28,589	8.2
Production, Transportation and Material Moving Occupation	2,230	8.4	39,955	11.5
	26,484		**348,338**	

Source: 2000 U.S. Census

EMPLOYMENT BY INDUSTRY

Source: 2000 U.S. Census

Industry	Employees
Agriculture, Forestry, Fisheries & Mining	404
Construction	1,671
Manufacturing.	3,789
Transportation	662
Wholesale Trade	932
Retail Trade	2,995
Finance, Insurance, Real Estate	2,115
Personal, Entertainment, Recreation Services	1,565
Educational, Health & Social Services	4,834
Other Professional and Related Services	2,864
Public Administration	2,238

EDUCATION LEVEL

The city education attainment levels are somewhat greater than the county education attainment levels. A comparison of educational levels show the greatest difference in elementary school category (10.4%) and a (3.6%) difference for those with four or more years of college.

	County	Percent	City	Percent
Less than 9th grade	49,085	10.4	1,403	3.6
9th to 12th grade, no diploma	44,787	9.5	2,270	5.8
High School graduate (includes equivalency)	92,936	19.7	8,068	20.7
Some college, no degree	120,471	25.5	10,738	27.6
College, 4+ years	164,477	34.8	16,494	42.3
	471,756		**38,973**	

Source: 2000 U.S. Census

ECONOMIC SUMMARY

According to a October 23, 2002, Economics Research Associates; Camarillo's retail position in the region has improved significantly during the 1997-2001 period with strongest per-capita taxable retail sales growth in the City of Camarillo's competitive market. The City of Camarillo has turned itself around from being a community with significant sales leakage to being one of significant sales capture in the region. The Camarillo Premium Outlets, Camarillo Town Center, Home Depot and the renewal of the Camarillo Old Town have spurred the retail market growth in the city.

TAXABLE RETAIL SALES

According to a October 23, 2002, Economics Research Associates; Camarillo's retail position in the region remains strong and has significantly improved between 1997 through 2003. During the 1997-2000 period taxable sales in retail stores in Camarillo has increased by 52 percent in absolute terms and by approximately 15 percent compounded annually. This has been driven by high growth in the Apparel and Household sectors. Growth in these sectors have resulted from expanding market capture in the Camarillo Premium Outlets that opened in 1995 and expanded in 1998, as well as the Camarillo Town Center opened in 1997. These centers have repositioned Camarillo's retail market. During the 1997-2000 period, Camarillo's share of total countrywide retail sales has increased from 7 percent to 8 percent. New retail additions such as the Home Depot and other local and the community serving centers continue to improve Camarillo's retail presence in the region. Future retail competition on the surrounding areas may cause this growth spurt to plateau.