



Oxnard Vision Plan

HIGH QUALITY TRANSIT AREA
PILOT PROJECT

Southern California
Association of Governments

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Table of Contents

Part 1: Executive Summary	5	Part 5: Vision	35
High Quality Transit Area (HQTA) Analysis Pilot Program	6	A - Overview	37
Oxnard HQTA - 2048 Vision	7	Vision Plan Goals	38
		Framework Plan	39
Part 2: Station Area Profile	9	Pilot Project Area - 2018	40
Overview		Pilot Project Area - 2048 Potential Buildout	41
Oxnard High Quality Transit Area	10	Priority Projects	42
Oxnard Transit Center	11	B - Land Use Strategy	43
Socioeconomic Profile		Opportunity Sites	44
Demographic Profile	12	Regulating Concept Plan	45
Employment Profile	13	Major Development Areas	46
Employment Trends	14	District Profiles	48
Previous Planning Efforts		C - Infrastructure and Public Realm Strategy	61
City of Oxnard Downtown Street Tree Master Plan (2003)	15	Priority Projects	62
City of Oxnard Downtown Strategic Plan (2005)	16	Bicycle Network	63
Downtown Oxnard Mobility and Parking Management Plan (2009)	17	Pedestrian / Greening Network	64
City of Oxnard Bicycle & Pedestrian Facilities Master Plan (2011)	18	Parking and Transportation Network	65
DETOD Development Feasibility and Funding Options Report (2012)	19	Key Improvements	66
CNU Downtown Oxnard Vision Plan (2016)	20	Corridor Improvements	69
Oxnard Corridor Community Transportation Improvement Plan (2016)	21		
Oxnard Downtown Zones & Design Guidelines (DRAFT, December 2018)	22	Part 6: Implementation Plan	79
		Phasing and Financial Strategy	
Part 3: Outreach	23	Overview	80
Stakeholder Interviews		Prioritization of Major Development Areas and Associated Priority Projects	81
Developers – RDA Development, DALY Group and RK Real Estate Partners	24	Priority Oxnard Funding Sources	82
Transit Providers – Gold Coast Transit and Ventura County Transportation Commission (VCTC)	25	Priority Projects by Major Development Area	83
Business Owners – Meta St & 7th St and B St & 4th St	26	Priority Projects in multiple Major Development Areas	87
		Metrics	
Part 4: Opportunities and Constraints Analysis	27	Metrics Overview	89
Mobility		SCAG Model Output Data	90
Constraints	28	Appendix	93
Opportunities	29	Existing Conditions Inventory	95
Land Use		HQTA Toolkit	121
Constraints	30		
Opportunities	31		
Urban Design			
Constraints	33		
Opportunities	34		

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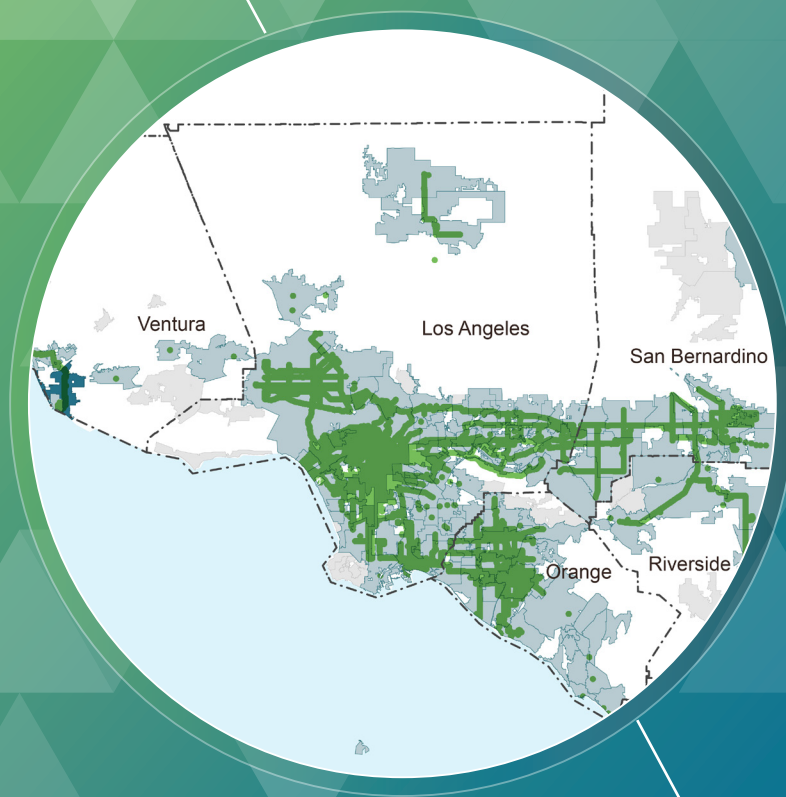
Part 1

Executive Summary

The Executive Summary provides background on the HQTA Pilot Program, the structure of the Vision Plan, and a brief summary of the project goals and proposed developments.

High Quality Transit Area (HQTA) Analysis Pilot Program

Oxnard HQTA - 2048 Vision



High Quality Transit Area (HQTA) Analysis Pilot Program

EXECUTIVE SUMMARY

Pilot Program Overview

The High Quality Transit Area (HQTA) Analysis program was created by SCAG in 2017 to help implement the goals and objectives of the Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). The 2016 RTP/SCS, the 30-year plan for the Southern California Region, forecasts that 46% of future household growth will be located in HQTAs, which comprise just 3% of land area. HQTAs are areas within easy walking distance to current or anticipated transit service with 15-minute or better service. The three main goals of the HQTA Analysis program are as follows:

- Implement the RTP/SCS for future job and housing growth near high quality transit through actionable transit-oriented development (TOD) projects
- Promote higher-density development and active transportation within HQTAs
- Reduce Greenhouse Gases (GHG) and Vehicle Miles Traveled (VMT) by 21% over 2005 levels

Benefits of Transit-Oriented Development

Transit-Oriented Development (TOD) is a vibrant, mixed-use form of urban development that clusters a variety of housing types, employment opportunities, and community amenities at or near major transit stations. Integrated clusters of TODs establish a multi-modal network of public and private realm improvements that allow residents to walk, bike, or take transit to major attractions, which results in several environmental, economic, and social benefits:

Environment

- Increased transit ridership
- Reduced VMT
- Improved air quality through reduced GHG emissions
- Conservation of land and open space

Social

- Increased housing and employment choices
- Greater mobility choices
- Health benefits
- Enhanced sense of community
- Enhanced public safety
- Increased quality of life

Economic

- Catalyst for economic development
- Redevelopment of vacant and underutilized properties
- Increased property value
- Decreased infrastructure costs
- Revenue for transit systems
- Reduced household spending on transportation
- Increase in affordable housing

What is a Vision Plan?

The Vision Plan for each HQTA Pilot Project is an illustrative tool that provides city staff, elected officials, and community stakeholders with a high-level analysis of the HQTA's existing conditions, TOD opportunity sites, and potential public realm improvements that could catalyze future development activity. The plans include a long-term buildout scenario and a phasing and financial strategy for identified priority projects. HQTA Vision Plans are not regulatory documents and do not need to be adopted. Pilot Project Cities will use the Vision Plans to start discussions with SCAG and community stakeholders in future efforts to update adopted general and specific plans. The main sections of this Vision Plan are as follows:

Part 2: Station Area Profile

The Station Area Profile describes the current planning, urban design, socioeconomic, and transportation context within the Oxnard HQTA Study Area. The Profile also includes a summary of previous planning efforts.

Part 3: Outreach

Outreach efforts included public meetings and reoccurring correspondence with City of Oxnard staff members.

Part 4: Opportunities & Constraints Analysis

This analysis includes a summary of urban design, land use, and mobility constraints and identifies potential investments that will support walking, biking, and the use of transit.

Part 5: Vision

The Vision presents a 30-year vision for a transit-supportive Oxnard HQTA. It includes a redevelopment strategy, specific infrastructure investments, active transportation projects, and placemaking amenities that will help to make the area more livable, walkable, and accessible to transit.

Part 6: Implementation Plan

Policies, programs, initiatives, and partnerships will be key to the success of the plan. In addition, a customized financial strategy is included that targets funding streams to specific projects outlined in the Vision Plan. SCAG will partner with the City to help secure funding for the projects. A Metrics Worksheet establishes a baseline and long-term targets for growth in jobs, housing, the modal shift to non-motorized forms of transportation, and other key metrics that will be tracked by SCAG and the City over the next several years.

HQTA Toolkit (Appendix)

The development strategy and priority projects outlined in the Vision Plan are tied to the HQTA Toolkit, which will give the City a range of options for meeting the goals and objectives set forth in the Vision Plan. The Toolkit includes transportation investments with cost estimates, TOD precedent projects, open space typologies, and other components of an innovative HQTA.

Oxnard HQTA - 2048 Vision

EXECUTIVE SUMMARY

Key Opportunities

- The Pilot Project Area is located in the downtown area, which already has pedestrian alleys connecting major commercial streets.
- A Street has an existing “main street” character.
- The City is drafting a new downtown development code that allows for greater, TOD-compatible densities at Plaza Park and the Oxnard Transit Center.
- Oxnard Boulevard has multiple surface parking lots which may be developed into more active uses.
- The Royal Palms Mobile Home Park may be re-imagined as a more walkable, diverse housing cluster.



For illustrative and visioning purposes only; the ultimate buildout will be determined through a specific plan update, further discussions with property owners, and interested developers.

Vision Plan Goals

#1: Linear circulation and/or open space elements that unify the parcels which comprise the HQTA Pilot Project Area

#2: Establish a new model of a lively self-contained urban village for young workers and multi-generational households

#3: Capitalize on Oxnard's thriving biomedical industry, tech industry, and large student population with a transit-adjacent innovation hub

#4: Create a 21st Century employment cluster that allows employees to live and work within walking distance of a Metrolink Station

#5: Incorporate modern technology and best practices to ensure longterm environmental sustainability

Major Development Areas (MDA)

Major Development Areas contain clusters of complementary priority projects. An MDA phasing strategy is provided in Part 6 (Implementation).

- MD 1** Oxnard Transit Center Block
- MD 2** Carnegie Museum / Plaza Park Block
- MD 3** Royal Palms Mobile Home Park
- MD 4** Infill along Oxnard Boulevard

Priority Projects

Priority projects are targeted infrastructure or public realm improvements that could catalyze development and private investment in the Pilot Project Area. Funding sources for each priority project type and a priority project phasing strategy are provided in Part 6 (Implementation).

Bicycle Projects

- B 1** Bike Hub
- B 2** Rail Path Bicycle Trail
- B 3** B Street Bicycle Track
- B 4** North-South Bicycle Connection
- B 5** East-West Bicycle Connection

Pedestrian/Greening Projects

- PG 1** Transit Plaza
- PG 2** Green Alleyways
- PG 3** Festival Street
- PG 4** Street Grid at Mobile Home Park
- PG 5** Infill Public Parks
- PG 6** Rail Bicycle Path Greening
- PG 7** Tree Canopy Gap Closure
- PG 8** 3rd Street Bridge Vertical Transportation and Bridge Sidewalk Improvements
- PG 9** Oxnard Blvd / 4th St Scramble Crosswalk

Corridor Projects

- C 1** 3rd Street
- C 2** 4th Street
- C 3** 5th Street
- C 4** Oxnard Boulevard
- C 5** A Street
- C 6** B Street
- C 7** C Street

Parking and Transit Projects

- PT 1** Reconfigured Bus Bays
- PT 2** Transit Priority Corridors
- PT 3** Arterial Bus Rapid Transit
- PT 4** New Public Parking Structures

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