

Part 3

Outreach

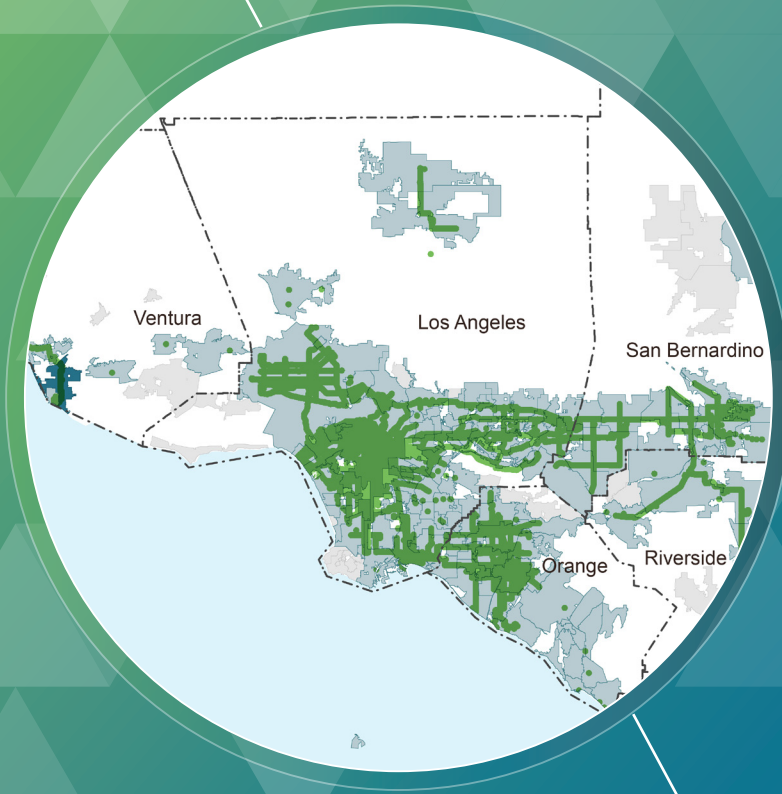
Input from key stakeholders was an essential component of the research and analysis presented in Part 4 (Opportunities and Constraints), and ultimately Part 5 (Vision).

Stakeholder Interviews

Developers – RDA Development, DALY Group and RK Real Estate Partners - 6/12/2018

Transit Providers – Gold Coast Transit and Ventura County Transportation Commission (VCTC) - 6/12/2018

Business Owners – Meta St & 7th St and B St & 4th St - 6/12/2018



Developers – RDA Development, DALY Group and RK Real Estate Partners - 6/12/2018

STAKEHOLDER INTERVIEWS

The purpose of the Stakeholder meetings was to bring together the City of Oxnard, stakeholders, and the consultant team to discuss coordination and direction of the project. The meeting consisted of introductory comments from the consultant team to facilitate discussion of multiple topics. Topics of discussion included project goals, the vision plan process and other topics important to local transit providers, property owners and developers. The following is a summary of the main discussion items.

RK Real Estate Developers

- The train schedule is a problem
 - Limited service to Los Angeles
- Vibrancy in downtown needs to be created
 - Walkability
 - Mixed-Use
 - Bikeshare
 - Zipcars
 - Higher paying jobs
- Both private and public investment need to work in tandem

DALY Group

- DALY Group are the developers for the Wagon Wheel project
- Getting to downtown on Oxnard Blvd from Fwy 101 is difficult
 - Truck traffic
 - Traffic lights don't seem to be synchronized
- There are numerous commercial vacancies
- There needs to be a 24 hr presence in downtown
- There is more TOD opportunity at the Moorpark Metrolink Station than at the Oxnard Metrolink Station due to additional service to and from Los Angeles; need to contact Metrolink to determine if additional service is possible at OTC
- Land assembly can be difficult in downtown as properties are owned by multiple family members
- There needs to be more time given to developers to close on escrow
- DALY Group is looking to redevelop the Mitsubishi car dealership along Oxnard Blvd
 - Affordable Housing Advisory Board (AHAB) site
 - 75% has to be affordable
 - Surface/tuck under parking
 - Type V construction
 - If land was given at a discount, developers can possibly do 50+ du/acre on podiums

- Get local owners for businesses such as breweries
- Encourages start-ups and incubators
- Encourages "flex space" in mixed-use projects to allow the market to dictate
- Encourages some horizontal mixed-use to reduce costs e.g. venting a ground floor restaurant in a mixed-use building can be very costly
- 5th St is extremely difficult for accessing downtown
- Demand for residential is strong especially the rental market
- Micro units will work in Oxnard
 - In Ventura 300-500 s.f. studios are in high demand, renting at \$4/s.f.
- Unbundle the parking as it's not very viable for developers to deal with current parking requirements

RDA Development

- There is a perception problem in Oxnard with homelessness
- The "brand" in Oxnard is and should be different from Riverpark; the Oxnard brand should be one of authenticity
- Provide a vision beyond what potential may be possible

Transit Providers – Gold Coast Transit and Ventura County Transportation Commission (VCTC) - 6/12/2018

STAKEHOLDER INTERVIEWS

- Origin/Destination survey will be completed this year
- Routes 7, 8, and 9 go to the Oxnard Transit Center
- Ridership has decreased the last few years
- Gold Coast Transit will send Consultant Team and relevant studies including ridership data and 5-7 year transit improvement plan
- Current bus routes will likely change next year after a new service on Ventura Rd is implemented
 - New service has a grant
 - New service will go to Oxnard College and the Naval Base
 - Local neighborhood routes will be rerouted as a result of the new service on Ventura Rd
- Route 6 along C St which goes to and from Ventura provides approximately 50% of the ridership for Gold Coast Transit
- Gold Coast Transit has not provided a new service on Oxnard Blvd due to:
 - Not much residential density
 - Sidewalks are nonexistent in many segments north of Downtown
 - Crosswalks are minimal along Oxnard Blvd north of Downtown
- There is more ridership to Ventura College than there is to Oxnard College
 - Ventura College has limited parking
 - The route to Ventura College is more direct
 - Headways for Ventura College are every 25 minutes as opposed to every 45 minutes for Oxnard College
- There will be a 1-year pilot program for free rides to any of the colleges in Ventura County
- BRT has been considered on Oxnard Blvd
 - Long term solution
 - Funding is a critical issue – no sales tax currently in Ventura City.
 - Gold Coast Transit would like to see BRT proposed in the HQTAs vision for Oxnard including cost estimates
- Today the busiest transit intersection is at 4th St and B St where numerous routes converge and transfers occur
 - Routes come down C St then split onto 4th St
 - 1,000 daily boardings at this intersection
 - Need for improvements in amenities for waiting areas (shelters, lighting etc)
- Acquisition for properties north and south of Plaza Park was approved last night
- There will be an RFP for development advisory service on Gold Coast Transit's current site location
 - Gold Coast Transit will be moving to 1901 Auto Center Dr
 - Gold Coast is looking for recommendations on how to redevelop their current site – will issue feasibility study RFP
- Gold Coast wants to hold on to the property to be able to generate revenue in order to meet the 20% farebox recovery ratio
- The connection on the 3rd St bridge needs to be improved
- A tunnel underneath the Metrolink tracks may be feasible
- The City will ask if Public Works envisions moving their facilities from their current sites adjacent to 3rd St bridge and to the tracks
- The trains currently back up to Cooper Rd and Colonia Rd
- Ventura County section of Metrolink service has been cut back
 - There is more service at the Moorpark Station; many Oxnard residents drive there
 - There has been a decrease in ridership
 - Babyboomers are retiring
 - Young professionals want to live close to Los Angeles
- Walkability and lighting needs to be improved throughout
- Funding for rail takes away funding for transit
- Gold Coast Transit is looking to implement a bikeshare program. Bikeshare operated by a transit service can go towards credits on buying electric buses by 2026 as mandated
- 13k-14k travel to Santa Barbara
- 67k travel to Los Angeles

Business Owners – Meta St & 7th St and B St & 4th St - 6/12/2018

STAKEHOLDER INTERVIEWS

B St & 4th St (North of Plaza Park)

- 4-5 years with the property
- Has another property on A St
- Realtor and attorney are current tenants
- More residents in downtown would be good for businesses
- Wants to see better businesses/retail in downtown
- An adult school/vocational training school would be a good service to have
- Bring in music performances at Plaza Park to attract people

Meta St & 7th St (Clinicas)

- Much of the clientele walks and takes bus
- Improvements to safety (personal) and walkability is needed in downtown
- Clinicas has a need to expand and a current need for more parking
- Clinicas is open to having a partnership to introduce residential
- Clinicas primarily serves the under-insured and those with no insurance
- Festivals such as the Salsa festival in downtown can help be a major draw and attract investment in downtown

- Downtown will be competing with Riverpark's regional draw, adjacent to the freeway but the City acknowledges Downtown does not want to be Riverpark and should be different and have an authentic sense of place
 - Historic bones of downtown are important to preserve
 - Introduction of the arts into downtown (arts hub)
 - There will be parking options for owners (reduced requirements)
 - There is a summer Concert Series at Heritage Square but not at Plaza Park