Appendix

A - Existing Conditions Inventory
B - HQTA Toolkit
Appendix A
Existing Conditions Inventory
Project Area

• A Street, 5th Street, and Highway 1 as major corridors

• Mountain View Corridor could be added
Activity Centers

A  Civic Center
B  Naval Base
C  Oxnard Airport
D  Oxnard College
E  St. John’s Regional Medical Center
F  Centerpoint Mall
G  Esplanade Shopping Center
H  Ventura Transit Center

Source: Gold Coast Transit
Demographic Profile

Oxnard Vision Plan

EXISTING CONDITIONS INVENTORY

**Demographic Profile**

**Oxnard – MetroLink Station**

**Demographic Profile**

- **City of Oxnard** constitutes 1.8% of the land area of Ventura County and accounts for nearly one-fourth of its population.
- The Study Area comprises of nearly 4.3% of the population of the City and has a higher population density than the City.
- Oxnard’s population growth is expected to outpace that of the County over the next ten years.
- The City and the Study Area have a greater share of Hispanic population compared to the County.
- More than half the population in the County has college education, but both the City and the Study Area have a larger number of high school dropouts.
- Both the County and City have relatively higher household incomes but the Study Area comprising of homeless shelters and retirement homes has a much lower median household income and higher unemployment rate.

**Demographics (2017)**

<table>
<thead>
<tr>
<th>Study Area</th>
<th>City of Oxnard</th>
<th>Ventura County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>8,929</td>
<td>208,362</td>
</tr>
<tr>
<td>Pop. Density (Per Sq. Mile)</td>
<td>11,303</td>
<td>7,613</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>0.77%</td>
<td>0.74%</td>
</tr>
<tr>
<td></td>
<td>Historic (2010-2017)</td>
<td>1.19%</td>
</tr>
<tr>
<td>Total Households</td>
<td>2,259</td>
<td>51,967</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>3.82</td>
<td>4.00</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>0.44%</td>
<td>0.61%</td>
</tr>
<tr>
<td></td>
<td>Historic (2010-2017)</td>
<td>1.30%</td>
</tr>
<tr>
<td>Median Age</td>
<td>29.9</td>
<td>29.9</td>
</tr>
<tr>
<td>0-17 years</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>18-64 Years</td>
<td>60%</td>
<td>62%</td>
</tr>
<tr>
<td>64 Years and Over</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Jobs per Household*</td>
<td>4.3</td>
<td>1.1</td>
</tr>
<tr>
<td>Unemployment Rate**</td>
<td>7.5%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$35,014</td>
<td>$62,044</td>
</tr>
</tbody>
</table>


**Housing Tenure (2016)**

<table>
<thead>
<tr>
<th>Study Area</th>
<th>City of Oxnard</th>
<th>Ventura County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>24%</td>
<td>49%</td>
</tr>
<tr>
<td>Renter</td>
<td>69%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Mobility (2016)**

<table>
<thead>
<tr>
<th>Study Area</th>
<th>City of Oxnard</th>
<th>Ventura County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Commute Time (in mins.)</td>
<td>NA</td>
<td>25</td>
</tr>
<tr>
<td>Cars per Household*</td>
<td>NA</td>
<td>0.0</td>
</tr>
<tr>
<td>Public Transit Users*</td>
<td>NA</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Solo Drivers</td>
<td>74%</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Racial and Ethnic Composition (2017)**

<table>
<thead>
<tr>
<th>Study Area</th>
<th>City of Oxnard</th>
<th>Ventura County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>89.0%</td>
<td>75.5%</td>
</tr>
</tbody>
</table>

**Educational Attainment (2017)**

<table>
<thead>
<tr>
<th>Study Area</th>
<th>City of Oxnard</th>
<th>Ventura County</th>
</tr>
</thead>
<tbody>
<tr>
<td>No High School Diploma</td>
<td>37%</td>
<td>41%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>College</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Higher Education</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*HR&A Advisors, Inc.*

**Percentage of population 16 years and over in the labor force.**

**Notes:**

1. Single-Family
2. Multifamily

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98
Employment Profile

Oxnard Vision Plan

Oxnard – MetroLink Station

Employment Profile

- The Study Area is a major job center with 9,600+ jobs, includes the City’s Central Business District, and constitutes nearly 16 percent of Citywide jobs.

- Nearly 98 percent of workers in the Study Area travel from outside the Study Area.

- According to SCAG employment forecasts, job growth in the City and the Study Area is likely outpace the County over the next ten years.

- While the household income in the Study Area is the lower than the City and the County, the earnings per job in the Study Area is the highest, reflecting the location of high paying jobs, but not necessarily employing surrounding residents.

- City of Oxnard has been a hub of mineral and natural gas extraction historically, and the Natural Resources sector is one largest employment sectors.

<table>
<thead>
<tr>
<th>Study Area</th>
<th>City of Oxnard</th>
<th>Ventura County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Worker Population</td>
<td>9,643</td>
<td>59,294</td>
</tr>
<tr>
<td>Job Density (per sq. mile)</td>
<td>12,206</td>
<td>6,144</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Historic (2010-2015)</td>
<td>5.3%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Projected (2017-2027)</td>
<td>0.7%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Average Earnings per Job*</td>
<td>$75,630</td>
<td>$70,583</td>
</tr>
</tbody>
</table>

Top Three Industry Clusters

<table>
<thead>
<tr>
<th>Natural Resources</th>
<th>Education &amp; Medical</th>
<th>Education &amp; Medical</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Government</td>
<td>PD&amp;R</td>
<td>PD&amp;R</td>
</tr>
<tr>
<td>18%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>PD&amp;R</td>
<td>Natural Resources</td>
<td>Government</td>
</tr>
<tr>
<td>10%</td>
<td>17%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Includes wages, salaries, supplements (additional employee benefits), and proprietor income.

Employment Trends

OXNARD – MetroLink Station

EMPLOYMENT TRENDS

• The Study Area along with the City and the County have gained jobs between 2010 and 2015. The Study Area has witnessed 22 percent net gain in jobs between 2010 and 2015. However, some of this gain may be due to relocation of jobs within the City.

• The City has gained most jobs in the Education and Medical sector, followed by Government sector. The fastest growing employment sectors in the City and the County are Entertainment, followed by Government and Education and Medical.

HQTA OPPORTUNITIES

• The Study Area is located in Oxnard’s Central Business District and is the largest employment hub of the City of Oxnard; with the highest job density and highest earnings per worker.

• The HQTA also includes the Oxnard Transit Center, which offers multi-modal transportation, including bus and rail.

• The area is already a job center and is witnessing significant developments, both market-rate and affordable housing. The Study Area can become a vibrant mixed use center with complementary residential uses and amenities.

• The Study Area currently offers high-paying jobs and attracts employees from the region. But lack of high-quality residential developments in the area has resulted in the disconnect between the resident population and the workers.

• Although the Study Area has added nearly 2,000 new jobs, many of them are in the low employment-density sector of PD&R. Establishing an HQTA could be an appropriate opportunity to encourage higher employment density sectors, such as knowledge-based industries to relocate to the area. The HQTA could offer ancillary uses such as retail and food services, along with job training and vocational education centers that could serve as supporting services to the Central Business District.

<table>
<thead>
<tr>
<th>Employment Growth in Industry Clusters (2010-2015)</th>
<th>Study Area</th>
<th>City of Oxnard</th>
<th>Ventura County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Resources</td>
<td>1,131</td>
<td>113</td>
<td>1,254</td>
</tr>
<tr>
<td>Production, Distribution, and Repair</td>
<td>511</td>
<td>1,416</td>
<td>562</td>
</tr>
<tr>
<td>Retail</td>
<td>(83)</td>
<td>630</td>
<td>4,205</td>
</tr>
<tr>
<td>Knowledge-based</td>
<td>177</td>
<td>(274)</td>
<td>(1,254)</td>
</tr>
<tr>
<td>Education and Medical</td>
<td>296</td>
<td>1,886</td>
<td>7,427</td>
</tr>
<tr>
<td>Entertainment</td>
<td>(16)</td>
<td>1,430</td>
<td>4,956</td>
</tr>
<tr>
<td>Government</td>
<td>187</td>
<td>1,547</td>
<td>3,071</td>
</tr>
<tr>
<td>Other</td>
<td>(22)</td>
<td>(1,055)</td>
<td>(2,090)</td>
</tr>
</tbody>
</table>

| Net Gain of Jobs (2010-2015)                     | 2,181      | 5,693          | 18,151        |

Negative numbers in parenthesis

Sources: LEHD
Metrolink Station

- 110 spaces; 3 handicapped spaces
- Utilization of Parking Lot? Future Demand?
- Origin/Destination studies?
- Ridership?
- 3 outbound Metrolink Trains/day; 1hr 15 mins to LAUS; new service to Santa Barbara
- Ventura line 802 weekday boardings/day, decline from 955 in 2012-2013
Sidewalks

- Several intersections downtown without striped crosswalks
- Limited connections to Mountain View Industrial
- Typical sidewalk is 5’ wide

Source: Oxnard Sidewalk Survey, 2015
Walkshed and Connectivity

EXISTING CONDITIONS INVENTORY

Walkshed
Block
Intersection

Source: ESRI

Oxnard Vision Plan
• 10 bus lines at Transportation Center

• Peak frequencies 40+ minutes for many routes
**Bicycle Facilities - Existing and Proposed**

- No bike routes proposed for Highway 1
- 3rd Street Class II route stops at A Street
- No Class II bicycle connections to station

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**EXISTING CONDITIONS INVENTORY**

- **Class III**

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Source: City of Oxnard Bicycle and Pedestrian Facilities Master Plan, 2012
106

Bicycle Facilities - Connection from Colonia Road

EXISTING CONDITIONS INVENTORY

2.3 Colonía Road | Bicycle Connectivity

To the north of the recommended 3rd street bridge and library gateway, Deodar Avenue and Palm Drive offer a different type of gateway to A Street. They were originally configured as the northernly access to A Street, mirroring the South Oxnard Boulevard straight shot into A Street at Six Points (now Five Points). The 1993 Downtown District Master Plan recommended enhancing these existing assets to provide another way to entice motorists to enter the Downtown, and that is still a good idea.

And there is an additional opportunity at this location. Immediately to the north of Deodar is Colonía Road, and connecting from Oxnard Boulevard to A Street and aligned with Colonía Road is a largely unused public alley. This looks like an opportunity to address, in a small way, the long-standing perception, and reality, of a lack of connection between the La Colonia community on “the wrong side of the tracks” and Downtown Oxnard and its historically more advantaged neighborhoods. We recommend the following:

1. Extend the Class I bikeway on the east side of Oxnard Boulevard and the railroad from it’s present southerly terminus at the future Camina del Sol, to Colonía Road. This would require a right of way agreement with the railroad and/or owners of the adjacent packing house property.

2. Construct a two-way cycle track along the north side of Colonía Road from the Class I bikeway to Oxnard Boulevard, expand the crosswalk there to include bike lanes to the west side, and improve the unused alley as a multi-use trail from Oxnard Boulevard to A Street.

3. Modify the curb extensions and improve the crosswalk at A Street to connect the alley trail to new Class II bike lanes on A Street, connecting south to Downtown.

4. Optionally, improve the landscape and signage in the curving sections of Deodar and/or Palm, to make it plain that these are gateways to Downtown Oxnard. There are many routes to Downtown, and making them appear more promising to passersby on the Boulevard may be the most effective single strategy for revitalizing the Downtown.

Source: CNU Design Charette, 2016
Open Space

- Large park planned at end of rail spur in Mountain View Industrial district
- Opportunity for pocket parks, privately-owned public space (POPS)
- Inconsistent mature street tree canopy
Traffic Volumes

Source: City of Oxford 2030 General Plan EIR
Collisions and “High Pedestrian Demand Areas”

- 5th Street has high incidence of pedestrian/vehicular collisions
- 4th Street noted as a “high priority area”
Rail Lines and Truck Routes

- What is the utilization of rail spurs in project area?
- Potential for bike corridors, rails to trails
**Major Corridors - Oxnard Boulevard/Highway 1**

**EXISTING CONDITIONS INVENTORY**

**Oxnard Boulevard Transformation**

Phase 1: Street Reconfiguration: Narrower vehicular lanes support slower speeds and, counter-intuitively higher volumes of traffic.

Phase 2: Potential Mixed-Use Infill Development: Ground floor retail has a much better chance of success, with on-street parking and wider, more comfortable pedestrian spaces on the sidewalks.

Phase 3: Mixed-Use Infill up to 5 Stories: New taller buildings might be set back an additional 10 feet, providing 20 foot sidewalks, as found in many of the most successful, mature downtowns in the country.

*Source: CNU Design Charrette, 2016*
Major Corridors - A Street

‘A’ Street Transformation

**Existing Condition (north ‘A’ St):** North of 3rd Street, A Street is a very wide two-lane roadway, generally lacking street trees and pedestrian activity.

**Existing Condition (‘A’ St Downtown):** Two travel lanes and angled parking have been restored to A Street south of 3rd, but more business activity and street beautification are needed.

**A Street (Deodar Ave to 3rd St):** New bike lanes (either colored green as shown or simply striped with white paint) along with new street trees in existing empty tree planters, new pedestrian-scale street lights, and new mid-block crosswalks with curb extensions and palm trees to mark the crossing. Such improvements could surely be made in phases, as funding allows.

**A Street (3rd St to 7th St):** Back-in angled parking, landscape enhancements at mid-block crosswalks, bike corrals, and parklets can all add life to A Street’s retail environment.

Source: CNU Design Charrette, 2016
Existing Land Use

Oxnard Vision Plan

EXISTING CONDITIONS INVENTORY

General Plan Land Use

- Mountain View industrial parcels to be up-zoned to CBD
- 6-story height limit; exceptions allowed
- FAR: Commercial 1.5; Office 3.0
- Residential DUPA: 39 units/acre max

Source: City of Oxnard, September 2014
- Private lots are relatively unused
- High utilization near Civic Center
- Low utilization of City Hall parking structure
- Do any lots charge for parking?

Parking - Peak Hour Parking Occupancy (12p-1p), October 2007

EXISTING CONDITIONS INVENTORY

Source: Downtown Oxnard Parking and Mobility Plan
### EXISTING CONDITIONS INVENTORY

- Utilization along Highway 1 increases
- Relatively little usage of Civic Center Facilities
- On-street parking utilization along B Street and Highway 1 cross streets increases
- Most lots along Highway 1 are publicly-owned - redevelopment opportunity
Vacant and Publicly-Owned

- Several publicly-owned sites:
  - Plaza area
  - Highway 1

Source: City of Oxnard
Vacant and Publicly-Owned

- Parking Authority Facilities:
  - Highway 1
  - B Street
  - Plaza District

- City of Oxnard:
  - Transportation Center and parcels across the street
  - North of 3rd Across the tracks
  - Additional parcels near Highway 1/7th

Source: City of Oxnard
Potential Development Opportunities

- Transportation Center - Publicly-owned land
- Mountain View corridor
- A Street Infill
- Highway 1 Infill
- Others?
Other Issues

Environmental Sustainability

Desired Density, Intensity

Mix of Uses - Economic Development Strategies

Planned Bicycle and Pedestrian Improvement Projects

Placemaking Opportunities

Development Opportunities

Others?