Oxnard Vision Plan
HIGH QUALITY TRANSIT AREA PILOT PROJECT
Southern California Association of Governments
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Acknowledgments

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High Quality Transit Area (HQTA) Analysis Pilot Program

Oxnard HQTA - 2048 Vision
Executive Summary

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

**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

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

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

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.

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

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.

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

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: Street Grid at Mobile Home Park
- PG 4: Infill Public Parks
- PG 5: Rail Bicycle Path Greening
- PG 6: Tree Canopy Gap Closure
- PG 7: 3rd Street Bridge Vertical Transportation and Bridge Sidewalk Improvements
- PG 8: 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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