

Victoria Avenue Corridor Plan

Ventura, California



The 2005 Ventura General Plan called for revitalizing the Victoria Avenue Corridor by “eliminating ‘big-box,’ mega-block, auto-oriented strip development” and replacing it with walkable blocks, mixed building types and uses, transit options, and wider sidewalks. Through a public workshop process, the Victoria Avenue Corridor Plan has resulted in strategic recommendations, master plan scenarios, a form-based code and capital improvement recommendations to transform this major arterial into a sophisticated urban boulevard.

BEFORE

- Many buildings setback behind parking lots or have their ‘backs turned’ to the corridor
- Eight lane thoroughfare offers very little appeal to pedestrians
- Large single-use shopping centers and workplace centers are isolated from corridor activity
- Civic center in northern segment serves as anchor for workplace district



Looking north along Victoria Avenue from the 101 interchange

ASSIGNMENT

Prepare a form-based development code and arterial re-design concept to direct new investment towards achieving:

- a network of walkable streets, blocks, and open spaces
- an active mixed use frontage along the corridor
- an increased level of intensity than is typical in adjacent neighborhoods
- a healthy mix of land uses to ensure comfortable and stable neighborhoods, workplaces, and neighborhood centers

OUTCOMES

- Administrative Draft of plan and form-based code delivered: December 2006
- City Council has approved master plan and capital improvement recommendations

CLIENT: City of Ventura

FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



The Plan area stretches between the County Civic Center at Route 126 south to the intersection with Highway 101. Numerous redevelopment sites provide opportunity to connect the corridor with adjacent residential and workplace districts. Streetscape designs complement existing residential development by narrowing the roadway from eight lanes to six, creating land for new pedestrian oriented areas and a new neighborhood green.



The proposed design for Victoria Avenue envisions protected angled parking to complement mixed use buildings with ground floor retail or restaurants and office above on the west side of the street. A new network of walkable streets and blocks will be anchored by a neighborhood green and new single-family town homes.