



Draft Opportunity Sites

Introduction

With the approval by the City Council of the Vision Statement that will guide Moorpark’s update of its General Plan, the City is now embarking on the phase of work that will culminate in the preparation of an updated Land Use Plan. This Plan will designate the high-level uses that will be permitted on all properties in Moorpark by the year 2050 (residential, commercial, open space, etc.), as well as standards for development to be permitted (units per acre for housing and floor area ratio for commercial and industrial uses).

The development of the Land Use Plan will proceed along a publicly led multi-step process. The first step will feature the identification of areas of conservation and possible change. The second step will include the identification of one or more possible uses for the latter properties, which will be followed by an evaluation of their consistency with the Vision Statement and potential impacts associated with these uses. These will be reviewed with the GPAC and community as the foundation for the City’s final selection of a preferred plan.

To initiate the first step in that process, the General Plan Advisory Committee (GPAC) met on February 25, 2021, to review initial recommendations of potential areas of the City where change may occur between the present time and 2050. These areas are referred to as “opportunity sites”. Descriptions of the potential opportunity sites identified by the project team and City staff are included below. The proposed sites were identified based on meeting one or more of the following criteria that suggest the potential for change.

1. Unimproved Land – vacant properties that may be appropriate to accommodate new development; or
2. Under-Improved Land – properties currently developed with buildings that may be vacant, contain uses of marginal economic value, or otherwise considered to be inappropriate to their location; or
3. Improved Land for Redevelopment - properties currently developed at comparatively low intensity with expansive surface parking lots, where additional buildings may be constructed with new uses to enhance the existing use.

Additionally, at its February 10th meeting, the City Council approved consideration of the locations of approved projects with development agreements that have not demonstrated a readiness to move forward to construction as opportunity sites. These sites are identified below as Opportunity Areas 15 through 17, and the Duncan/Ashley site located within Area 4.

At its February 25th meeting, the GPAC reviewed and provided preliminary comments regarding the appropriateness of the original twelve selected sites and identified several additional sites for consideration as potential areas of change. Following the GPAC meeting on February 25th, members were asked to post ideas for additional areas for consideration as opportunity sites on

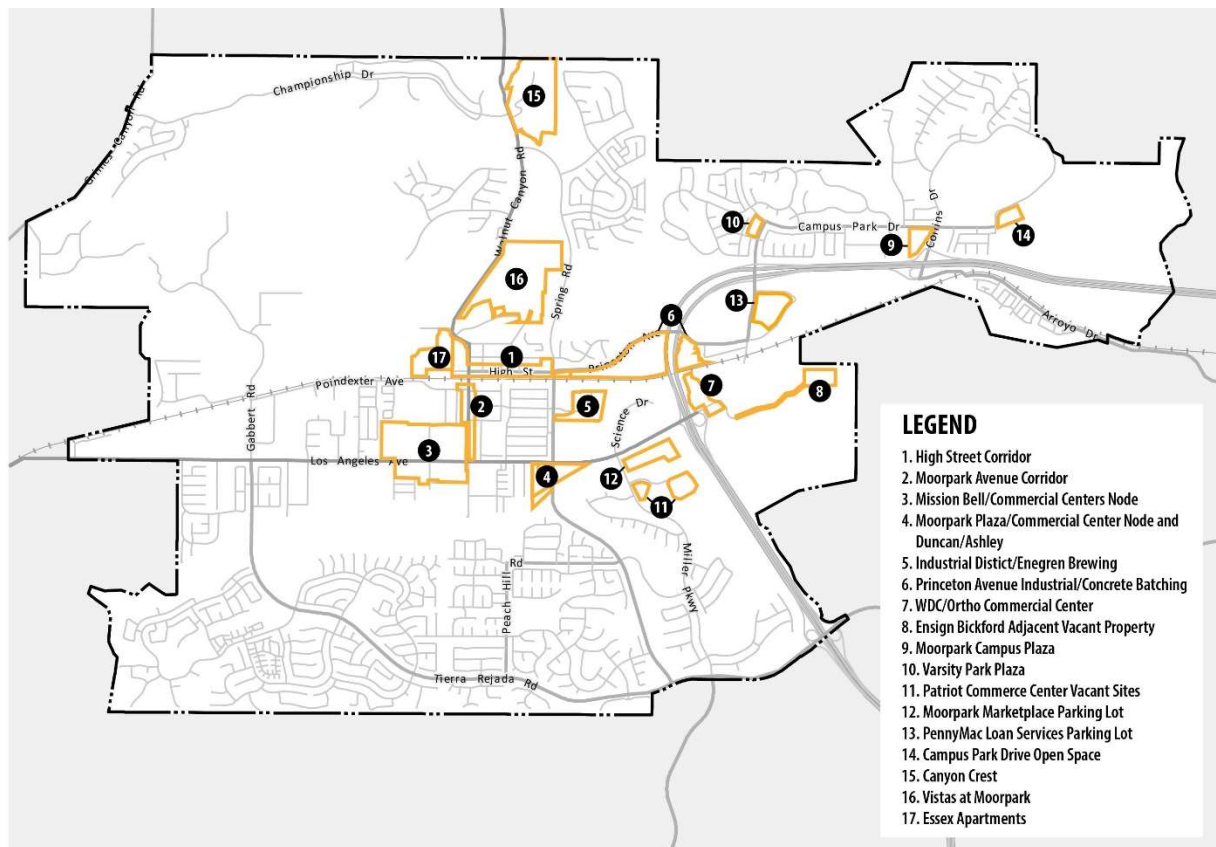
an interactive online map or to submit those ideas to the project team. At its follow-up meeting on March 18th, the GPAC discussed each proposed opportunity site in greater detail and voted on those that should be studied further to determine the appropriate uses to be accommodated. Descriptions of the opportunity sites approved by the GPAC for further consideration are provided on the following pages.

General Policy Considerations

In addition to the Opportunity Sites outlined in this package, the GPAC identified several potential policy directions for consideration as the update continues.

- Evaluate attainable housing solutions outside of single-family housing to accommodate a range of needs, including those of older residents and Moorpark College students.
- There are several opportunities for pedestrian and bicycle trails or paths to better connect different parts of Moorpark to one another.
- The impacts on traffic circulation of potential changes to land use on the proposed Opportunity Areas needs to be considered moving forward.
- There could be an opportunity to extend existing thoroughfares, such as Moorpark Avenue and High Street, to allow alternative routes to Los Angeles Avenue.

Opportunity Sites for Further Study



Information on Draft Opportunity Sites

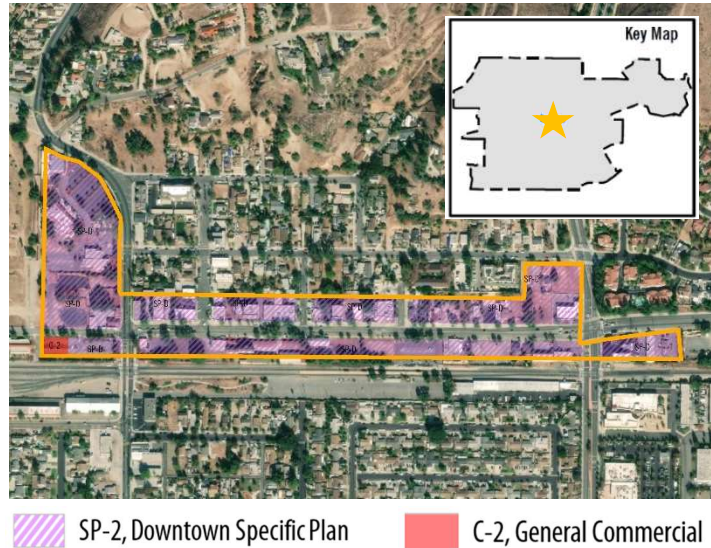
Area 1: High Street Corridor

GENERAL PLAN LAND USE:

General Commercial (0.25 FAR), Downtown Specific Plan (Old Town Commercial - 0.38 FAR, General Commercial - 0.25 FAR, and Public/Institutional)

EXISTING USE: The Civic Center anchors the western edge of the High Street Corridor area and encompasses the center of governance, city hall, library, and community rooms. There are large vacant properties adjoining the Civic Center along with small scale

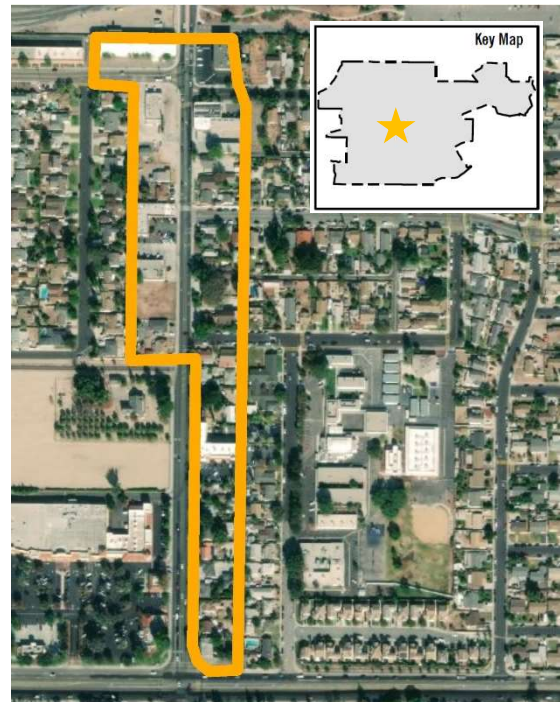
commercial uses on High Street. The south side of the corridor contains larger parcels with a Metrolink/Amtrak station abutting surface parking and vacant lots. The recently approved High Street Station project occupies a site near the train station. The High Street Corridor is included in the Downtown Specific Plan, and land uses include Old Town Commercial along High Street and General Commercial on the eastern edge of the Opportunity Site south of High Street. Both designations allow for an array of commercial uses. The northwestern corner of the site is designated for Public/Institutional uses. The Specific Plan also emphasizes pedestrian-oriented design and connectivity to the Civic Center and other activity nodes.



Area 2: Moorpark Avenue Corridor

GENERAL PLAN LAND USE: Downtown Specific Plan (Office – 0.5 FAR, Neighborhood Commercial – 0.25 FAR, and General Commercial – 0.25 FAR)

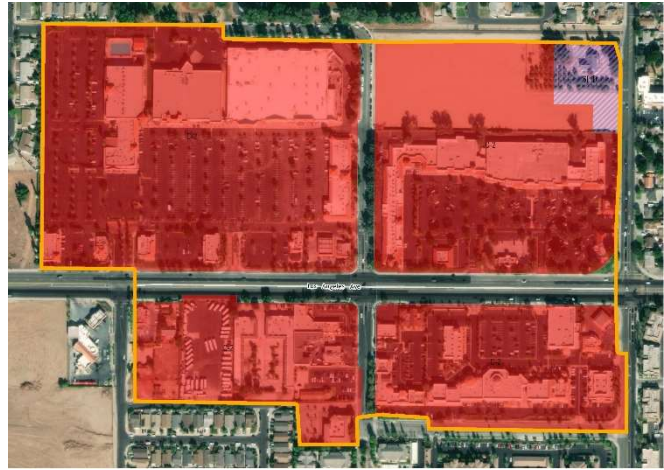
EXISTING USE: The area generally between the railroad and Los Angeles Avenue has served for many years as the western edge of the residential core of Moorpark. This Site is included in the Downtown Specific Plan, which permits Office north of Los Angeles Avenue and east of Moorpark Avenue, Neighborhood Commercial on the northwestern portion of the site, and General Commercial on the northeastern area of the site. The area includes a diverse mix of land uses on shallow parcels. This is one of the primary corridors connecting activity areas on High Street and Los Angeles Avenue.



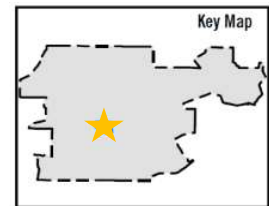
Area 3: Mission Bell/Commercial Centers Node

GENERAL PLAN LAND USE: General Commercial (0.25 FAR), Downtown Specific Plan (Old Town Commercial – 0.38 FAR)

EXISTING USE: Multi-tenant commercial centers with extensive surface parking. Significant number of vacancies in the western portion of Mission Bell Plaza, with fewer in the east (with the grocery store anchor). The northeastern portion of the site included in the Downtown Specific Plan is designated for Old Town Commercial. Properties on the south side of Los Angeles Avenue are developed with small single use commercial buildings on shallow depth parcels. These are largely absent of amenities oriented for pedestrians. Landscaping is relatively sparse.



 SP-2, Downtown Specific Plan  C-2, General Commercial

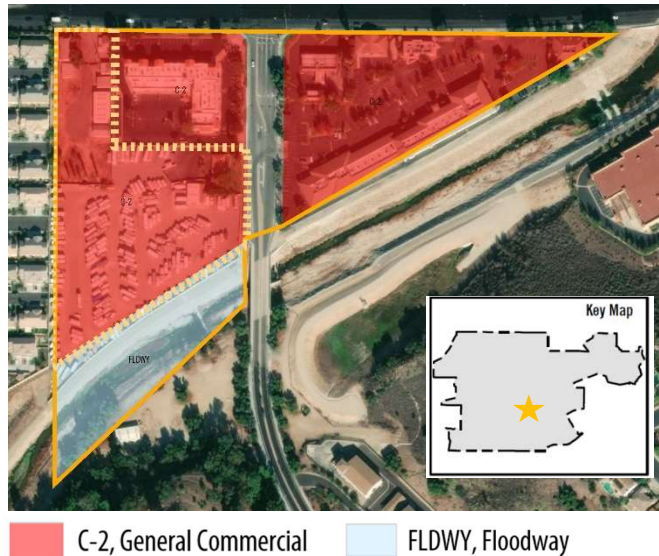


Area 4: Moorpark Plaza/Commercial Center Node and Duncan/Ashley

GENERAL PLAN LAND USE: General Commercial (0.25 FAR), Floodway

EXISTING USE: Small commercial centers on comparatively small parcels. Mix of commercial uses east of Spring Road with RV storage west of Spring Road. The shift from in-store to online retailing has resulted in the closure of several retail establishments, offering the challenge of, and opportunity for, repositioning them for alternative uses.

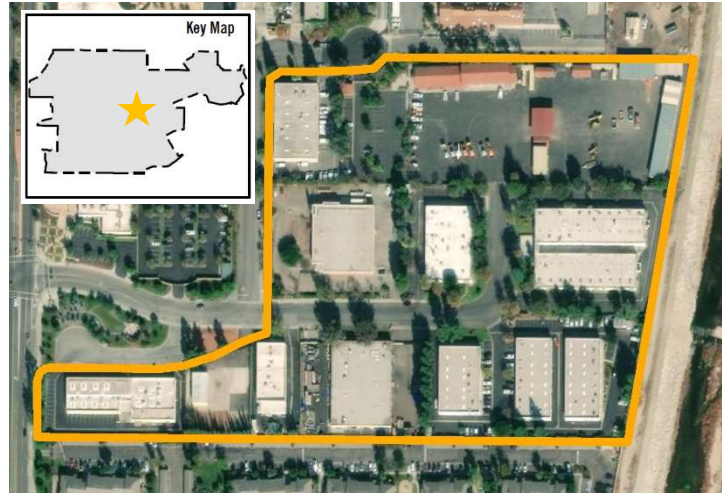
PROPOSED USE: The Duncan Ashley project is located within this area, illustrated by the dashed line. The project includes the development of 95 multi-family condominiums and a private recreation facility on an 8.3-acre site located at 4875 Spring Road and 384 Los Angeles Avenue. The Project was approved on December 20, 2017, however this project has not moved forward to construction and the City Council has requested the GPAC's study for appropriate land uses.



Area 5: Industrial District/Enegren Brewing

GENERAL PLAN LAND USE: Light Industrial (0.38 FAR)

EXISTING USE: Older industrial uses with individual buildings surrounded by parking spaces with little landscape or streetscape amenities. An emerging concentration of flexible/hybrid commercial uses is growing within The Alley, including a brewery, winery, food and entertainment venues that present a contrast to other traditional industrial uses in the area.

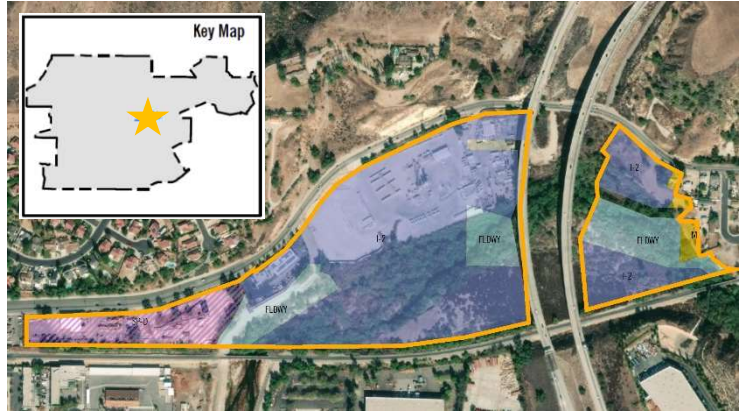


Area 6: Princeton Avenue Industrial/Concrete Batching

GENERAL PLAN LAND USE:

Medium Industrial (0.38 FAR), Floodway, Medium Density Residential (4.0 dwelling units per acre maximum), Downtown Specific Plan (Light Industrial – 0.38 FAR)

EXISTING USE: Older industrial developments including concrete facility next to the SR-118 and SR-23. The site includes unattractive uses that would not be compatible in other areas of the City. The City Successor Agency owns APN 5130024105 and has issued an RFP for development. The western portion of the site is part of the Downtown Specific Plan and is designated for light industrial uses. Adjacent uses include the Virginia Colony neighborhood.



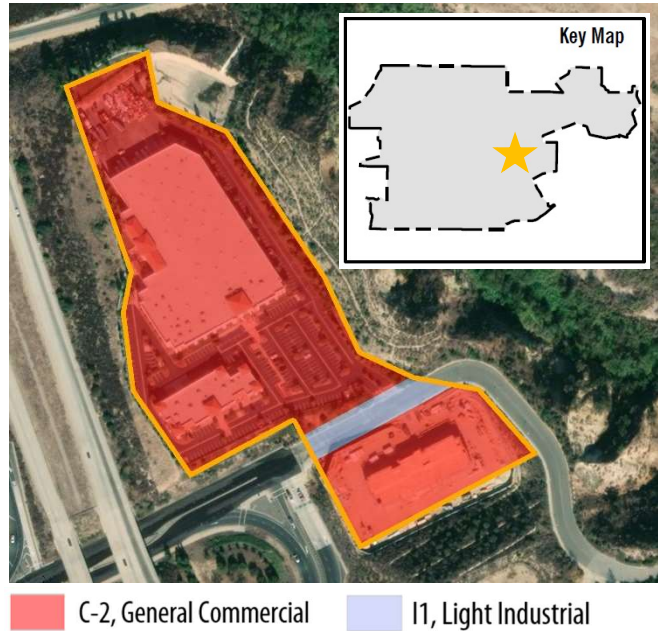
- I2, Medium Industrial
- FLDWY, Floodway
- M, Medium Density Residential
- SP-2, Downtown Specific Plan



Area 7: WDC/Ortho Commercial Center

GENERAL PLAN LAND USE: General Commercial (0.25 FAR), Light Industrial (0.38 FAR)

EXISTING USE: Big box commercial center with two buildings, including WDC Kitchen & Bath and a recently constructed hotel on the southeastern portion. The structures are surrounded by extensive surface parking lots.

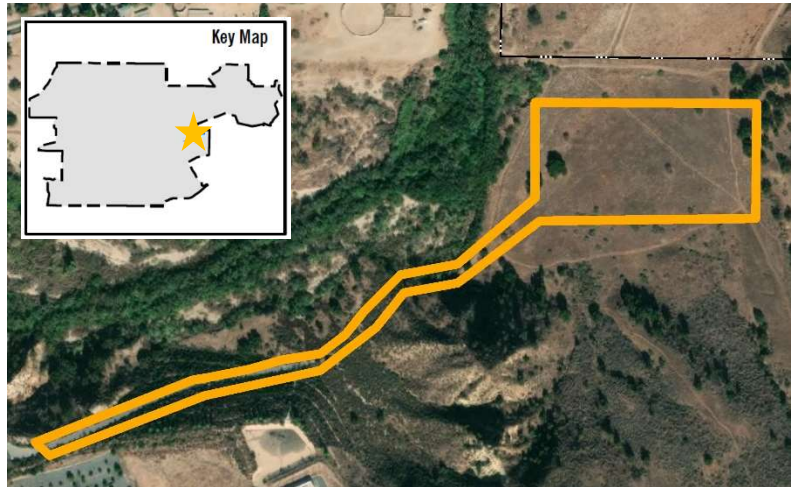


Area 8: Ensign Bickford Adjacent Vacant Property

GENERAL PLAN LAND USE:

Light Industrial (0.38 FAR)

EXISTING USE: Undeveloped property east of Ensign Bickford Aerospace designated for industrial use. Property is disconnected from any other active land uses. This site is located within the Santa Monica-Sierra Madre Connection regional wildlife corridor



Area 9: Moorpark Campus Plaza

GENERAL PLAN LAND USE: General Commercial (0.25 FAR)

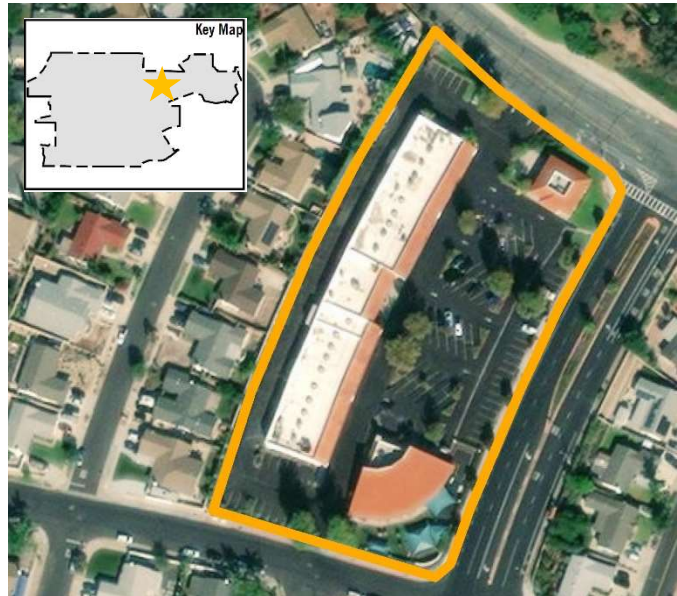
EXISTING USE: This multi-tenant commercial center at the “gateway” to Moorpark College includes two-story buildings with comparatively few vacancies on the first floor, but more on the second. The site has an abundance of surface parking with plazas and pedestrian amenities along many of the building frontages. Along a number of store fronts are expanded sidewalk and landscape areas that may be used for casual dining and other social activity. There is a lack of well-developed pedestrian paths connecting the site with the University campus.



Area 10: Varsity Park Plaza

GENERAL PLAN LAND USE : General Commercial (0.25 FAR)

EXISTING USE: Located at the intersection of Campus Drive and Princeton Avenue, this small neighborhood-serving commercial center has ample surface parking and several vacancies. It lacks pedestrian amenities.



Area 11: Patriot Commerce Center Vacant Sites

Existing General Plan Land Use: Carlsberg Specific Plan

Current Use: Two vacant sites located south of Los Angeles Avenue and west of Highway 23. These sites are adjacent to a multi-tenant commercial development anchored by Target, with substantial surface parking fronting onto Los Angeles Avenue. The sites are designated as Business Park in the Carlsberg Specific Plan, accommodating a diversity of commercial uses.



Area 12: Moorpark Marketplace Parking Lot

Existing General Plan Land Use:
Carlsberg Specific Plan

Current Use: This site is currently surface parking and a shopping center anchored by a Target store.

The Carlsberg Specific Plan designates this area as Sub-Regional Retail/Commercial, which allows for a retail shopping center with support retail and services, but not residential uses.

There are also possible restrictions by the major tenant regarding

potential infill development on the parking lot. If development were to occur, any lost parking would likely need to be replaced.



Area 13: PennyMac Loan Services Parking Lot

Existing General Plan Land Use: I-1, Industrial (0.38 FAR)

Current Use: This site is currently developed with the PennyMac Loan Services offices and an expansive surface parking lot. It is located immediately south and west of Highway 118 and bordered by Condor Drive to the north and east and Princeton Avenue to the west. To the south is a vacant site that is advertised for sale.



Area 14: Campus Park Drive Open Space

Existing General Plan Land Use: OS-2, Open Space

Current Use: Located immediately east of the Moorpark College campus, this site abuts Campus Park Drive, and is currently undeveloped open space, which could be leveraged for a recreation opportunity.

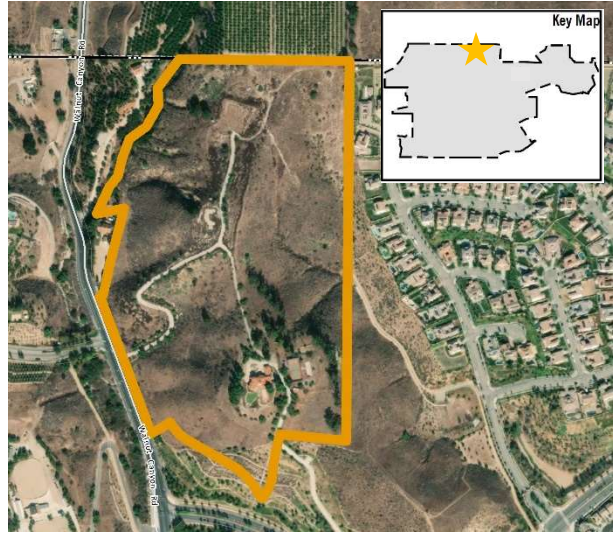


Area 15: Canyon Crest/Birdsall

GENERAL PLAN LAND USE : Rural Low Density Residential (1 dwelling unit per 5-acre maximum)

EXISTING USE: This 42-acre site is located at Marine View Lane, east of Walnut Canyon Road at Championship Drive. The site is largely undeveloped open space of variable topography, adjacent to low density residential developments to the east and west.

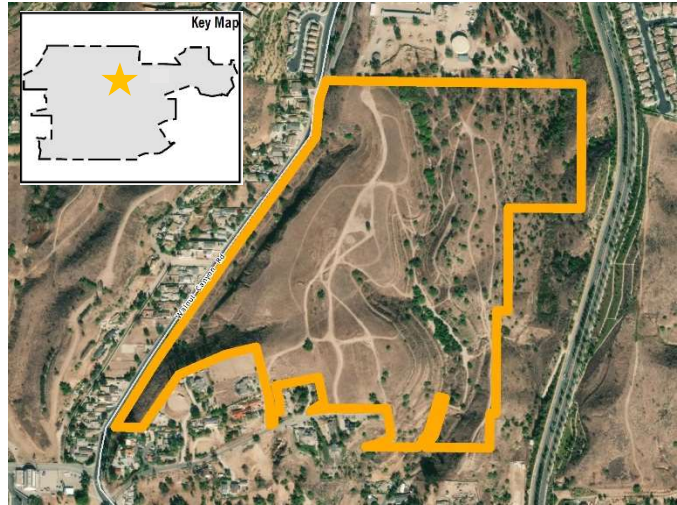
PROPOSED USE: The Canyon Crest project (Development Agreement 2006-01), approved on March 17, 2006, is a residential project that includes the development of 21 single-family homes. This project has not moved forward to construction and the City Council has requested the GPAC's study to determine the appropriate use of this property.



Area 16: The Vistas at Moorpark/City Ventures

GENERAL PLAN LAND USE : Medium Low Density Residential (2.0 dwelling units per acre maximum), Parks

EXISTING USE: This 72-acre property is currently undeveloped open space with variable topography located east of Walnut Canyon Road, west of Spring Road, north of Wicks Road, and south of the Ventura County Water and Sanitation Division yard. Low density residential development borders the southern portion of the site. The north eastern corner of the property is designated as parks and open space.



PROPOSED USE: The Vistas at Moorpark project (Development Agreement 1998-03), approved on March 18, 2015, is a residential project that includes the development of 110 single family residences with the remainder of the site reserved for open space. This project has not moved forward to construction and the City Council has requested the GPAC's study to determine the appropriate uses for this property..

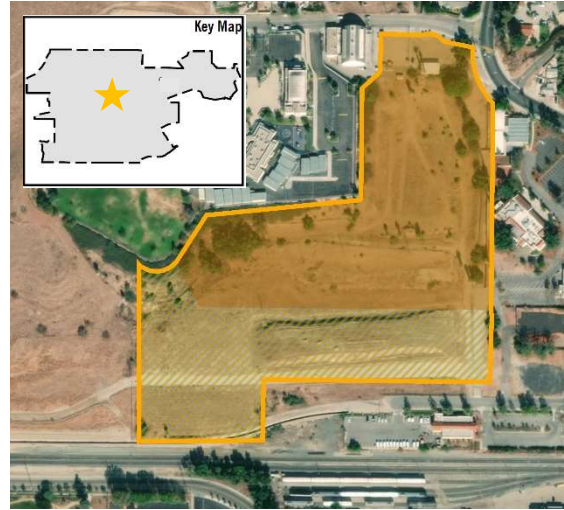


Area 17: Essex Apartments

GENERAL PLAN LAND USE : Specific Plan 9, Very High Density Residential (15.0 dwelling units per acre maximum)

EXISTING USE: The 10.57-acre site is located on land that was formerly the Moorpark High School athletic fields. The gently sloping property runs north from the Moorpark Post Office at the terminus of High Street to the south side of Casey Road adjacent to the Moorpark Boys and Girls Club Gymnasium. The property also borders the City Hall/Community Center area on the east and the Walnut Canyon School to the northwest.

PROPOSED USE: The Essex Apartments project, approved for this site on March 15, 2017, is a residential development of 200 apartment units, however this project has not moved forward to construction.



- VH, Very High Density Residential
- SP-9, Specific Plan 9

