



MOORPARK 2050

LAND USE ALTERNATIVES REPORT

NOVEMBER 2021



- 1 Introduction3**
- 1.1 Land Use Alternatives report Purpose and Process 3**
 - Land Use Alternatives Report Purpose.....3
 - Land Use alternatives Process4
 - Next Steps.....4
- 1.2 Report content..... 5**
 - Alternatives Map and Land Use Categories Table.....5
 - Market Considerations5
 - Opportunity Sites.....5
 - Comparative Analysis of Land Use Concepts6
- 2 Summary Map of Land Use alternatives.....8**
- 3 Market Considerations10**
 - Future Retail Demand..... 10
 - Considerations for Mixed Use Areas 11
 - Capacity Versus Demand 11
- 4 Opportunity Sites13**
- 4.1 Existing Commercial Sites with Potential for Housing..... 13**
 - Site 3A: Mission Bell Plaza 15
 - Site 3B: Moorpark Town Center 18
 - Site 4B: Commercial Center 22
 - Site 7: WDC/Ortho Commercial Center 25
 - Site 9: Moorpark Campus Plaza 28
 - Site 12: Moorpark Marketplace Parking Lot..... 32
- 4.2 Commercial Sites (Housing not Recommended) 36**
 - Site 3C: Tuscany Square/Village Retail Area..... 37
 - Site 4C: Moorpark Plaza 40
 - Site 10: Varsity Park Plaza..... 43
- 4.3 Industrial Sites46**
 - Site 5: Industrial District/Enegren Brewing 47
 - Site 6: Princeton Avenue Industrial/Concrete Batching 50
 - Site 13: Penny Mac (incl. parking lot)..... 54
- 4.4 Mixed Use Corridors..... 57**
 - Site 1: High Street Corridor..... 58
 - Site 2: Moorpark Avenue Corridor 61
- 4.5 Vacant Sites..... 64**

Site 8: Ensign-Bickford Adjacent Vacant Property.....	65
Site 11: Patriot Commerce Center Vacant Properties.....	68
Site 17: Special Needs Housing Study Site.....	71
Site 18: Hilltop Site	74
4.6 Approved Housing Project Sites.....	77
Site 4A: Duncan Ashley	78
Site 15: Canyon Crest.....	81
Site 16: Vistas at Moorpark	84

1 INTRODUCTION

1.1 LAND USE ALTERNATIVES REPORT PURPOSE AND PROCESS

LAND USE ALTERNATIVES REPORT PURPOSE

Considerable time has passed since the last comprehensive update of the City of Moorpark's General Plan in 1986 and limited update in 1992. The General Plan is an important policy statement by the community regarding the direction, priorities, and values that guide Moorpark into the future. There are important challenges, opportunities, and emerging trends that need to be addressed to enable the General Plan to be effective in ensuring that the future conforms to the visions and aspirations of Moorpark's residents. For these reasons, the City has embarked on a comprehensive update to its General Plan.

An important component of this General Plan update is the development of the Land Use Element Diagram, which will guide the proposed distribution and intensity of uses of land for housing, business, industry, open spaces, natural resources, public facilities, and other categories of public and private use. This report describes land use concepts for potential areas of change, or Opportunity Sites, that have been recommended by the City's General Plan Advisory Committee (GPAC) for consideration in updating the General Plan's Land Use Diagram. Feedback provided on the alternatives presented in this report will be used by community stakeholders, the GPAC and decision makers in developing a preferred Land Use Plan for the City of Moorpark to guide areas of stability and areas of change to 2050.

Opportunity Sites are properties that are deemed likely to change by the General Plan's horizon year of 2050 and where new development may be targeted in the future, including properties that are currently vacant, underutilized, and experiencing the loss of existing retail and other uses. Opportunity Sites are not the only areas that can change during the Plan's duration. New development may occur in other locations where there is an approved Specific Plan and/or Development Agreement, and in areas where existing zoning permits intensified development. The Opportunity Sites identified in this report generally comprise three categories; unimproved land, under-improved land, and improved land for redevelopment. These categories are defined as:

1. Unimproved Land – vacant properties that may be appropriate to accommodate new development.
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.
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.



This report presents recommendations for alternative land use concepts that could guide future growth and development in Moorpark and lays out a comparative analysis of potential buildout projections and the implications of future development on indicators such as vehicle trips and vehicle miles traveled, greenhouse gas efficiency and water and sewer demand. With an understanding of the outcomes provided by this analysis, the community and decisionmakers will be able to determine the appropriate outcome for the City of Moorpark, based on the vision, goals and values.

LAND USE ALTERNATIVES PROCESS

The process for determining the land use alternatives presented in this report began with the City and consultant team developing an initial list of potential areas of change (Opportunity Sites) for consideration by the GPAC and members of the public. In determining the list of Opportunity Sites, it was assumed that the predominantly residential areas of the City that exist today will maintain their general use and character over the next 30 years. Opportunity Sites were also restricted to areas within the current City boundaries.

Over a series of successive public meetings, GPAC and community members considered the initial list of sites, introduced ideas for additional sites for consideration, and finalized a list of sites for evaluation as potential areas of change. While considering possible sites, several properties subject to existing entitlements and approved Development Agreements were identified that have failed to move forward to construction over an extended period of time. The City Council directed the project team to consider these as Opportunity Sites for discussion of their potential future use with the community.

A workshop was conducted with the community at-large on May 27th, 2021, to present the Opportunity Sites identified by the GPAC and receive input for potential future land use concepts that might be accommodated on these sites. Ideas from the community were reviewed by the GPAC in advance of a workshop held on July 10th, 2021 to identify preliminary land use alternatives for each Opportunity Site. Some of the land use alternatives presented in this report are consistent with current General Plan and on-the-ground land uses, while others represent a significant departure in character and built form from uses on the ground today or prescribed by the current General Plan.

The City of Moorpark is committed to a General Plan update that is guided by the community. Four meetings of the General Plan Advisory Committee were dedicated to the identification of Opportunity Sites and development of the draft Land Use Alternatives. Through the citywide workshop held on May 27th and the accompanying online mapping activity that was open until June 3rd, 197 comments were submitted by the community related to potential future uses. The results of that community-driven planning process are the recommendations contained herein, Made by Moorpark.

NEXT STEPS

The publication of this report will coincide with a community-wide open house at which the land use alternatives will be presented and comments on preferred alternatives will be gathered. The ability for the public to provide comments on the Land Use plans will also be complimented by an online survey (available in both English and Spanish), which will provide an opportunity for those unable to attend the meeting to provide their preferences related to the land use alternatives. The information gathered via

the in-person and online outreach activities will be presented to the GPAC members for their consideration in developing a consolidated preferred land use plan. The recommendations of the GPAC and comments provided by the public will be forwarded to the Planning Commission and City Council for their consideration in selecting a preferred land use plan to be incorporated into the updated General Plan.

1.2 REPORT CONTENT

This report includes the sections described below.

ALTERNATIVES MAP AND LAND USE CATEGORIES TABLE

A summary map depicts the land use alternatives recommended for each Opportunity Site by the GPAC and an accompanying table describes the draft land use categories considered by the GPAC in developing the alternatives.

MARKET CONSIDERATIONS

Market conditions that are important to consider when evaluating and comparing alternatives for future development are summarized in this section.

OPPORTUNITY SITES

To ease their consideration and comparison, the Opportunity Sites have been grouped into six categories based on their predominant current use. These categories include commercial sites with the potential to accommodate future housing, commercial sites where future housing use is not recommended, industrial sites, mixed-use corridors, vacant sites, and sites where housing developments have been approved but have not moved forward to construction. The numbering of the Opportunity Sites is non-sequential to maintain consistency with materials presented at previous GPAC meetings and the prior public workshop.

SITE MAP

Site maps are used to illustrate each Opportunity Site and its current General Plan designation.

DESCRIPTION OF EXISTING USES, GENERAL PLAN DESIGNATION AND CHARACTER

Existing conditions are described for each of the Opportunity Sites, including site characteristics, current uses, and existing General Plan land use designations.

DESCRIPTION OF RECOMMENDED LAND USE ALTERNATIVE(S)

One or more possible uses identified by the GPAC for each Opportunity Site are described, including their design and development characteristics, "fit" with adjoining development and, as appropriate, open spaces. Any descriptions of potential siting and orientation of new development is conceptual in nature and should not be understood to represent a proposed site plan or design.



CONCEPTUAL IMAGES

Each land use alternative is accompanied with photographs of comparable development prototypes or illustrative concepts of potential site plans to enable stakeholders and decision-makers to understand the anticipated scale and character of development.

COMPARATIVE ANALYSIS OF LAND USE CONCEPTS

For each Opportunity Site, a common set of performance measures are used to compare the alternatives recommended by the GPAC with the type and quantity of development allowed today, under the current General Plan. The intention is to indicate some of the tradeoffs presented by alternative development scenarios. For example, an alternative that includes both housing and commercial uses may impose a higher demand on water and sewer capacity than an alternative that only allows commercial uses. But the mixed-use commercial and residential alternative may induce fewer car trips and a lower greenhouse gas emissions per user than the single use commercial alternative. The measures included for comparison are described below.

BUILDOUT PROJECTIONS

For each Opportunity Site, the total number of residential units and square feet of non-residential development has been projected for the base scenario ("currently allowed") and proposed land use alternative(s). What is "currently allowed" is defined by the maximum amount of development allowed under the current General Plan land use designation, except where the existing buildout of a site exceeds the maximum envelope allowed under the current General Plan. In the case of the latter, the existing buildout figure is used for the base scenario. The "proposed" scenario for each alternative is based on the maximum envelope of developable densities and intensities described in the draft land use categories. For sites where a significant portion of the existing built environment is anticipated to remain (such as the High Street and Moorpark Avenue corridors), a percentage of the entire site (either 50% or 33%, as appropriate) was assumed to redevelop to the maximum permitted envelope. The remaining percentage of those areas were assumed to remain as is.

ENVIRONMENTAL CONSIDERATIONS

Each site has been evaluated for its exposure to environmental hazards that could potentially limit their suitability for redevelopment, as identified in the Existing Conditions Report. These hazards include fire, flood, seismic and sensitive wildlife corridors.

Measures of fire exposure include whether the site is within a Very High Fire Severity Zone, which includes over 5,000 acres in the northern, eastern, and southern portions of the City. Fire hazards are also identified in association with the Wildland-Urban Interface (WUI), which is defined as areas where both vegetation and structures provide fuel for wildfires, exacerbating fire occurrence and fire spread. Approximately 3,500 acres of land within Moorpark is within the WUI.

Flood exposure is denoted as areas that have a 1 percent chance of flooding within a given year, also referred to as the 100-year flood zone. These Special Flood Hazard Areas are subject to the National Flood Insurance Program, which is based on the minimal requirements for flood plain management and

is designed to minimize flood damage within such areas. “Floodway” is a land use designation in the City’s current General Plan that identifies the floodway of the Arroyo Simi as identified by the Federal Emergency Management Agency. Habitable structures are prohibited in areas designated as Floodway.

Seismic hazards are measured in this report by the danger of liquefaction, which occurs when loose sand and silt that are saturated with water behave like a liquid when shaken by an earthquake. Approximately 48.6 percent of the city’s population currently live in areas deemed prone to liquefaction. Sites have also been evaluated for their susceptibility to earthquake-induced landslides. None of the Opportunity Sites falls within an Alquist-Priolo Earthquake Fault Zone, which crosses the southeast corner of the city.

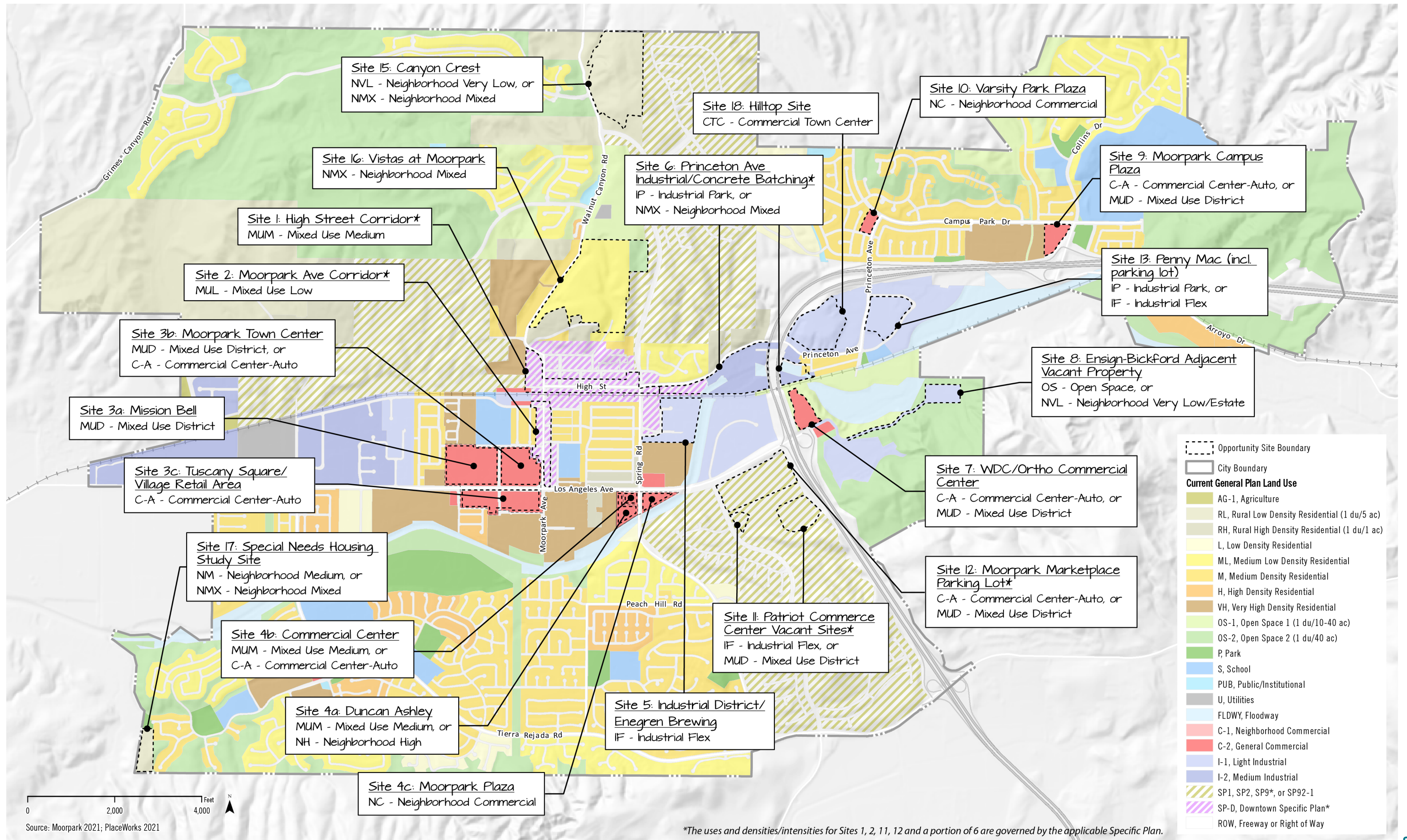
Lastly, the Opportunity Sites have been evaluated for their proximity to identified wildlife corridors, which are linear landscape elements that provide for wildlife species movement and dispersal between two or more habitats. The Santa Monica—Sierra Madre Connection, which is a chain of linkages that connect the Santa Monica, Simi, Santa Susana, and Sierra Madre ranges, occurs within the eastern half of the City and branches around Moorpark College and residential developments that largely restrict wildlife movement through this area.

IMPLICATIONS OF PLAN ALTERNATIVES

Each recommended land use alternative has also been evaluated for its potential implications related to the City’s infrastructure and greenhouse gas emissions. The implications include measures of water demand, sewer demand, home-based and work-based vehicle miles traveled (VMT), vehicle trips, and the comparative efficiency of land use types related to greenhouse gas emissions.

Water demand and sewer flow are measured by the estimated number of gallons per day generated by residents and employees associated with the recommended land use types. Vehicle miles traveled, which indicates the length that a land use induces people to drive, is measured per capita, per day for homes and per employee, per day for non-residential uses. Vehicle trips are measured by the number of trips taken by vehicle between origins and destinations that are generated per day by a land use alternative. Vehicle trips measures the number of vehicles on the road, which more directly impacts roadway capacities and traffic, while VMT measures the distance that vehicles on the road travel, and can reflect expected impacts on safety, health and the environment (e.g. noise, air quality, greenhouse gas emissions). This report also compares the climate impacts characterized by the greenhouse gas efficiency of the land use alternatives as measured by vehicle trips per service population. A lower rate of trips per population indicates a lesser relative impact on greenhouse gas emissions due to vehicle trips.

2 SUMMARY MAP OF LAND USE ALTERNATIVES



*The uses and densities/intensities for Sites 1, 2, 11, 12 and a portion of 6 are governed by the applicable Specific Plan.

Moorpark Preliminary Land Use Ideas for Opportunity Sites



A “menu” of preliminary land use categories was used by the General Plan Advisory Committee (GPAC) in brainstorming land use plan concepts and alternatives for Opportunity Sites in Moorpark as part of a day-long workshop that occurred on July 10, 2021. The following “menu” describes each preliminary category, examples of permitted land use types, typical standards for density (units per acre)/intensity (floor area ratio), and correlation with existing General Plan Land Use map designations.

ABBR.	NAME	DESCRIPTION	GENERALLY ALLOWED USES	TYPICAL INTENSITY	CURRENT GP DESIGNATIONS
Residential					
NVL	Neighborhood Very Low/Estate	Housing developed on large lots, mostly in the areas of some topography where a portion of the lot is slope; estate-type units in planned residential subdivisions with extensive trail systems and open spaces; and on the edges of the City.	Single-family homes, Accessory Dwelling Units, public facilities such as parks and schools	Up to 2.0 dwelling units per acre	Medium Low Residential, 2.0 du/ac
NL	Neighborhood Low	This designation includes single-family neighborhoods at a variety of densities. The purposes are to (a) protect existing single-family areas and provide for infill development within these areas at a similar scale as the surrounding residential context and (b) provide for the development of new single family subdivisions on large vacant properties comparable in scale with existing single-family neighborhoods.	Single-family homes, Accessory Dwelling Units, public facilities such as parks and schools	2.0 to 7.2 dwelling units per acre	Medium Density Residential, 4 du/ac [Note: Existing densities in areas currently mapped with this designation range from 5.0 to 7.2 du/ac]
NLM**	Neighborhood Low Medium	This designation includes a variety of detached and attached housing units, located and designed to complement and transition with single-family residential neighborhoods.	Small lot single-family, duplexes, triplexes, fourplexes, rowhouses, and townhomes; Accessory Dwelling Units, public facilities such as parks and schools	7.2 to 12.0 dwelling units per acre	High Density Residential, 7 du/ac [Note: Existing densities in areas currently designated on the Land Use Plan for this category range from 8.0 to 14.0 du/ac]
NM	Neighborhood Medium	This designation includes a mix of lower-scaled attached multi-family homes, referred to as “missing middle” housing types, often close to existing or proposed retail and commercial areas.	Small lot single-family, townhomes, rowhouses, duplexes, triplexes, fourplexes, courtyard housing, and walk-up multi-family buildings of 2 stories in heights; Accessory Dwelling Units, public facilities such as parks and schools	12.0 to 24.0 dwelling units per acre	High Density Residential, 7 du/ac [Note: Existing densities in areas currently designated on the Land Use Plan for this category range from 8.0 to 14.0 du/ac]
NH	Neighborhood High	This designation includes a mix of attached multi-family housing types, within walking distance of retail, services, and major centers of activity and transit stations.	Townhomes, rowhouses, courtyard housing, and multi-family buildings of up to 3 stories in height; associated recreational amenities, public facilities such as parks and schools	24.0 to 32.0 dwelling units per acre	Very High Density Residential, 15 du/ac
NMX	Neighborhood Mixed/Planned Development	This designation provides for a mix of housing types within a large planned development area, with recreational amenities, community meeting rooms, and/or small neighborhood-serving retail, and extensive open spaces and trail systems.	Single-family homes, small lot housing, townhomes, rowhouses, courtyard housing, and multi-family buildings of up to 3 stories in height; associated recreational amenities, public facilities such as parks and schools	Up to 8.0 dwelling units per acre averaged over the entire property	Specific Plan
Commercial					
NC	Neighborhood Commercial	This designation applies to small parcels, typically 1 to 5 acres in size, providing convenience-type retail, neighborhood offices, and service activities in 1 story buildings designed to serve the immediate neighborhood accessible by car, bicycle, and on-foot.	Small format grocery and drug stores, personal services, convenience stores, restaurants, gas stations, banks and other neighborhood serving uses. Residential is not a permitted use.	Up to 0.5 floor area ratio (FAR)	Neighborhood Commercial, 0.25 FAR
C-A	Commercial Center-Auto	This designation applies to properties developed for single and/or multi-tenant commercial and office buildings set back from street frontages, with surface parking and primary access by the automobile and few pedestrian-oriented amenities such as plazas and walkways.	Retail commercial, grocery and drug stores, restaurants, movie theaters, offices, personal services, hotels, automobile sales and repair, and similar uses. Residential is not a permitted use.	Up to 0.5 FAR	General Commercial, 0.25 FAR
CTC	Commercial Town Center	This designation applies to properties developed for multiple commercial and/or office buildings oriented to street frontages and internal plazas and public spaces. Promotes walkability and patronage of multiple businesses. This is a contemporary model for the redevelopment of automobile-oriented commercial centers.	Retail, restaurants, movie theaters, offices, hotels, recreation, and other “experiential” establishments, hotels, and amenities for children. Residential is not a permitted use.	Up to 0.75 FAR	General Commercial, 0.25 FAR
Mixed-Use					
MUL	Mixed Use Low	This designation provides for neighborhood-serving goods and services and multi-family residential in a mixed-use format (vertical or horizontal) or as stand-alone projects. Buildings in this designation will be designed to be walkable with wide sidewalks, active frontages, and minimal setbacks from the back of the sidewalk.	Retail, restaurants, commercial uses (such as banks or real estate offices), residential in multi-family buildings, or attached single-family units (e.g., townhomes), live/work, public facilities such as community centers and libraries	Up to 1.5 FAR	Neighborhood Commercial, 0.25 FAR
MUM	Mixed Use Medium	This designation provides for a mix of commercial, office, and housing development in buildings with an additional story in height to achieve project feasibility. Buildings will contain active ground floor uses located at or near the sidewalk with housing or office next to or above.	Retail, restaurants, commercial uses (such as banks or real estate offices), residential in multi-family buildings, or attached single-family units (e.g., townhomes), live/work, public facilities such as community centers and libraries	Up to 2.0 FAR	Neighborhood Commercial, 0.25 FAR
MUD	Mixed Use District	This designation applies to larger sized properties developed with a mix of uses that may include buildings developed for a single use (such as retail, office, restaurant, and housing) and/or structures that integrate multiple uses vertically (such as housing above ground level retail). Typically, such projects establish a compact, walkable, “village-like” environment where buildings are grouped along external and internal street frontages and pedestrian-oriented pathways, plazas, and open spaces, with parking located in structures or subterranean. A model for the redevelopment of underutilized commercial centers.	Retail, restaurants, commercial uses (such as banks or real estate offices), residential in multi-family buildings, or attached single-family units (e.g., townhomes), live/work, public facilities such as community centers and libraries	Up to 2.0 FAR	Neighborhood Commercial, 0.25 FAR
Industrial					
IP	Industrial Park	This designation applies to properties developed with multiple industrial (light manufacturing), research and development, offices, and other buildings containing one or more tenant and limited support uses, with surface parking lots. Some areas developed with landscapes and streetscapes to convey a “campus-like” environment. Truck access to individual businesses normally required.	Light industrial, research and development, business offices, entertainment production, technology, bio-medical, supporting uses (such as copy houses and employee-serving coffee shops and restaurants)	Up to 1.0 FAR	Light and Medium Industrial, 0.38 FAR
IF	Industrial Flex	This designation applies to properties developed integrating a diversity of specialty commercial and small-scale hotels with uses permitted by “Industrial Park” that activate the area in the evening and on weekends. Truck routes and hours of operation are limited to prevent conflicts with customers.	Light industrial, research and development, business offices, entertainment production, technology, bio-medical, commercial (health clubs/gyms, restaurants, coffee shops, financial institutions), specialty (brew pubs, wine tasting, performance entertainment) uses, and small-scale/boutique hotels	Up to 1.0 FAR	Light and Medium Industrial, 0.38 FAR
IL**	Industrial-Large Format and Logistics	This designation applies to properties developed for large format industries generally exceeding 200,000 square feet of building area and are typically used for major manufacturing, warehousing, and distribution activities. Often these uses require significant areas set aside for truck access and loading of goods and materials.	Manufacturing, warehousing, logistics and distributive facilities, research and development, offices, ancillary supporting uses.	Up to 1.5 FAR	Light and Medium Industrial, 0.38 FAR
Parks and Open Space***					
OS**	Open Space	This designation identifies permanent open space areas which function to preserve visual resources and natural areas, buffer communities and provide relief from noise and crowding of urban development, maintain environmentally hazardous areas, etc.	N/A	N/A	Open Space 2
UP**	Urban Park	This designation applies to properties developed for small parks, typically one acre or smaller, integrated into higher density areas of a community. Often accommodates play equipment, water amenities, outdoor performance facilities, and similar facilities.	N/A	N/A	Park
NCP**	Neighborhood/Community Park	This designation applies to properties developed for active and passive recreational activity serving a neighborhood or the larger community. Natural open areas may be preserved and integrated into the park. Ideally, a park is located within a quarter mile of every residence.	N/A	N/A	Park

**These land uses were considered by the GPAC, but not recommended for an opportunity site and therefore not depicted on the map.

***It should be noted that the City may be precluded from designating private properties for these uses in the Land Use Plan due to the legal implications for “takings” of private property. However, for the purposes of the land use planning exercise it is acceptable to identify general areas for which the GPAC considers that there is a need or opportunity for the above uses.



3 MARKET CONSIDERATIONS

Building on the analysis and modeling included in the General Plan Existing Conditions Report, this section summarizes the market conditions that are important to consider when evaluating and comparing alternatives for future development.

FUTURE RETAIL DEMAND

As discussed in the Existing Conditions Report, Moorpark currently leaks retail spending to other jurisdictions. Given the competition from retail facilities in nearby areas, especially regional scale shopping centers, it will be an uphill battle to capture that leaked spending and then to attract spending from visitors from other parts of Ventura County by providing more of the same types of auto-oriented strip centers with expansive surface parking lots and few amenities that induce people to linger or move about on foot.

The City generally should expect patronage of and demand for conventional auto-oriented retail shopping centers to grow alongside population and household growth. However, with the continuing shift to online retail, the demand for conventional shopping centers can be expected to diminish over time. Experience-oriented commercial districts that combine shopping with dining, entertainment, activities and events offer not only a counter to the shift to online retail but also, in providing a new commercial environment, create the opportunity to retain a higher level of resident's consumer spending in Moorpark.

To compete effectively, Moorpark will need more experience-oriented, walkable commercial districts and nodes. In addition, such places often become regional shopping, dining, and entertainment destinations. One key aspect of these places is the presence of people walking during the day and at night, conveying an image of these places as alive and vibrant social gathering spots. The key to this is having plenty of people living within or nearby the district. Higher residential densities and mixed-use development thus helps to support vibrant, competitive commercial districts that offer a variety of amenities.

There is also a downside to having too much retail building space in less-competitive formats. A commercial property owner with vacancies will likely resort to lowering the asking rent in order to attract tenants. Either with vacancies or lower rents, the property owner has less revenue to invest in maintenance and property upkeep. A deteriorating shopping center is less attractive to customers and commercial tenants, and thus, there are more vacancies and rent pressures grow. This becomes a downward spiral that may lead to urban blight. The data do not suggest that Moorpark is in the situation, but it can be the long-term outcome of having excess retail building space.

At the same time, conventional auto-centric shopping centers are not dead and will likely be a part of our commerce for many years to come. Convenience and accessibility are important to the vitality of retail shopping centers. This includes proximity to and access from major thoroughfares as well as ease

of ingress and egress, internal circulation, available parking stalls, and even comfortable pedestrian movement once parked. Businesses in conventional shopping centers tend to rely more on visibility to passersby, including signage, but anchor tenants that draw customers from the city and beyond are also important to the success of other businesses.

What is not readily known is the evolving balance among auto-centric shopping centers, experience-oriented commercial districts, and online retail. For the General Plan Update, ensuring that Moorpark has vibrant experience-oriented districts and attractive and competitive auto-centric shopping centers can help ensure that the City captures an increasing share of retail sales and sales tax revenue.

CONSIDERATIONS FOR MIXED USE AREAS

As discussed above, mixed-use areas help to support competitive commercial districts. However, mixed-use tends to have more intense and dense development than do other land use types. Parking becomes a resource that must be carefully managed as more and more people must drive to mixed-use areas. Thus, this type of development performs better as more and more people live within walking/biking distance or have transit options. Retail, dining, and entertainment businesses in a mixed-use district tend to rely more on foot traffic than they do on individual business visibility to passing auto traffic. Nevertheless, mixed-use districts as a whole benefit from having visibility to auto traffic, if passersby see some attractive and enticing architecture, streetscapes, and features. Seeing people walking around a mixed-use district helps convey to passersby that this district is alive and vibrant, even if they may not see individual businesses or signage from the roadway.

Furthermore, the economy is amid several transformations, wrought or accelerated by the COVID-19 pandemic. These include the shift to online retail, growing use of telemedicine, and the shift to hybrid workplaces with increased work-from-home. It is not yet clear where these shifts and transformations may end, but it does appear that there will be growing office vacancies, muted demand for office development for many years and increased demand for outdoor dining and socializing. Increased planning for mixed-use development allows property owners, developers, and the community to respond to these changing market dynamics over time.

CAPACITY VERSUS DEMAND

Generally, it is acceptable for the general plan to provide more capacity for certain land uses than what is reasonably expected based on market demand and past trends. This is especially true for desired types of development.

First, the general plan has a long time horizon; in Moorpark's case this is 30 years. Look back 30 years ago, there were no smart phones, the internet was still something of a novelty, and online retail was non-existent. Thus, one should expect more disruptive changes over the next 30 years.

More importantly, though, not every property owner will necessarily be ready and willing to sell their land for new development when the market is ripe to support to support new development. In such cases, developers often have to offer higher purchase prices to entice hesitant property owners. Land cost is one of the key factors in determining the financial feasibility of new development and



redevelopment. Thus, even when the market will support new and expanded businesses, it may not be possible to secure land for the construction of new buildings. When the general plan allocates more land than may be necessary, it increases the likelihood that land will be available when market conditions support new development.

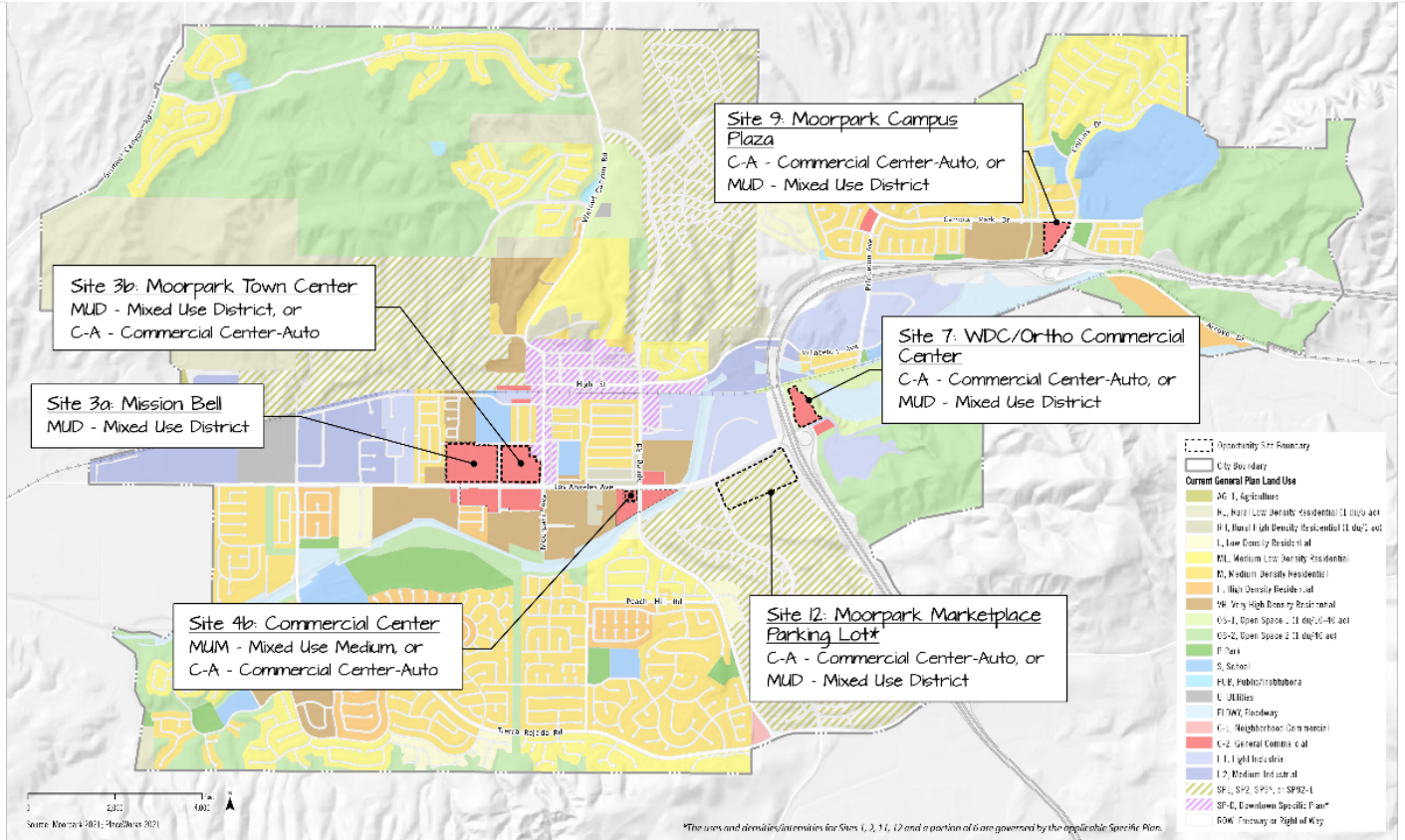
4 OPPORTUNITY SITES

4.1 EXISTING COMMERCIAL SITES WITH POTENTIAL FOR HOUSING

As depicted in the map on the following page, the Opportunity Sites in this category include auto-oriented commercial areas where the potential for infill housing development should be contemplated, either as a stand-alone use within a mixed use district or as part of a vertical mix of uses with retail uses occupying the ground floor and residences above. Where two alternatives have been recommended, the primary options are for the site to continue to accommodate commercial use exclusively, or to allow for the possible integration of new housing as market circumstances dictate and property size and configuration allow. These sites share some common characteristics and considerations, as summarized below.

KEY CONSIDERATIONS

- Large surface parking lots could be redeveloped for commercial uses, housing uses, or a mix of uses; future parking needs could be accommodated in shared structures
- Infill housing would provide more opportunities for residents to access amenities on foot and would enhance commercial activity
- Opportunity to improve frontage along key corridors to enhance the City's character and the non-automotive circulation experience
- The demand for conventional auto-oriented shopping centers with expansive surface parking lots and few amenities that induce people to linger or move about on foot can be expected to diminish over time.
- Experience-oriented, walkable mixed use and commercial districts that combine shopping with dining, entertainment, activities and events provide an opportunity to retain a higher level of consumer spending in Moorpark and counter the shift to online retail.



SITE 3A: MISSION BELL PLAZA

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

EXISTING USE: Multi-tenant commercial center with extensive surface parking on approximately 26-acre site. Largest current tenants include Tractor Supply Company and Grocery Outlet. The site's large number of vacancies may signify a property that is less competitive with other auto-oriented retail sites in the City.

DESCRIPTION OF PROPOSED LAND USE OPTION

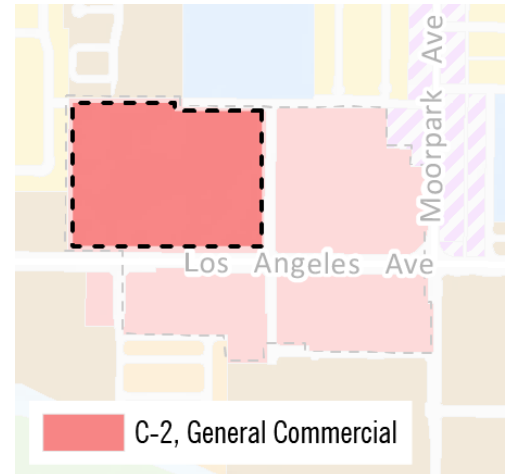
MIXED USE DISTRICT (MUD)

Continued auto-oriented commercial use was not seen as a viable long-term alternative by the GPAC. The Mixed Use District designation would allow a pedestrian-oriented village with buildings clustered around plazas and parks. This village environment would include a mix of commercial and residential uses within the Mission Bell Site, integrated horizontally or vertically. To establish a more consistent and pedestrian-scaled streetscape, infill development could be oriented to front on Los Angeles Avenue. Streetscape amenities within the site, such as wide sidewalks, landscaping, lighting, and new buildings that front on interior streets and plazas could create an environment that is pedestrian-oriented and walkable. The GPAC has recommended requiring any new development to provide public open spaces that connect to Poindexter Park, creating a central park or community gathering area. When considered with the adjoining Moorpark Town Center, these sites could become a bustling mixed-use activity center, connecting to the civic center and High Street corridor to the north, and accessible on foot to adjoining neighborhoods.

KEY CONSIDERATIONS / QUESTIONS

- The site's large number of vacancies may signify a property that is less competitive with other auto-oriented retail sites in the City
- Underutilized surface parking lot could be put to more productive use
- Infill housing at this location could provide more opportunities for residents to access amenities on foot and enhance commercial activity
- Opportunity to improve streetscape along Los Angeles Avenue

SITE 3A MAP



SITE 3A EXISTING CONDITIONS



- Opportunity to create an activity center that is walkable from adjoining neighborhoods and a destination that attracts users from throughout the city due to its location and size

CONCEPTUAL IMAGES: MIXED USE DISTRICT

The concept illustrations below show the potential siting and orientation of new buildings and open spaces on the Mission Bell site enlarged (a) and together with the mixed use redevelopment of the adjacent Moorpark Town Center site (b).



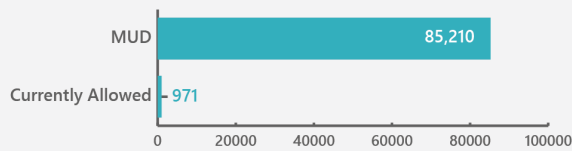
ENVIRONMENTAL CONSIDERATIONS

HAZARD	YES	NO
Very High Fire Hazard Severity Zone		<input checked="" type="checkbox"/>
Wildland Urban Interface		<input checked="" type="checkbox"/>
Earthquake-Induced Landslide Zone		<input checked="" type="checkbox"/>

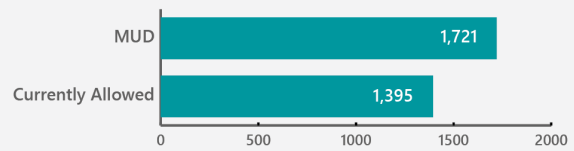
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES

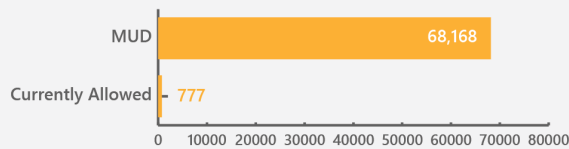
WATER (gallons per day)



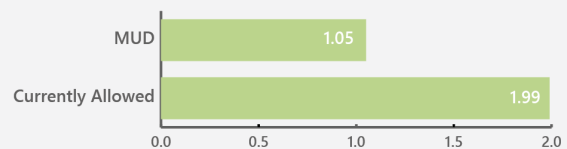
VEHICLE TRIPS (origins and destinations, per day)



SEWER (gallons per day)



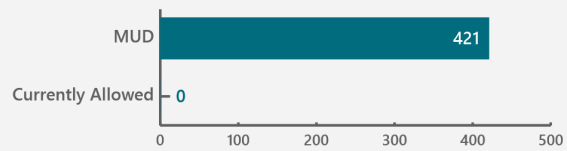
GREENHOUSE GAS EFFICIENCY (trips per service population)



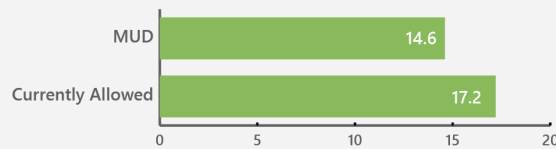
HOME-BASED VMT (per capita, per day)



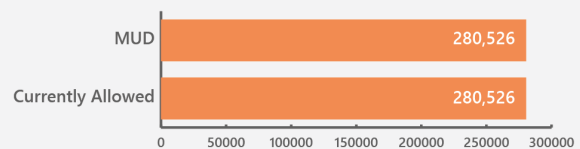
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 3B: MOORPARK TOWN CENTER

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

EXISTING USE: Multi-tenant auto-oriented commercial center with extensive surface parking on approximately 17-acre site. Largest current tenants include a Ralphs supermarket and CVS pharmacy.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: MIXED USE DISTRICT (MUD)

The Mixed Use District designation would allow a mix of commercial and residential uses, either horizontally or vertically integrated. To establish a more consistent and pedestrian-oriented streetscape, infill development could be oriented to front on Los Angeles Avenue. Streetscape amenities within the site, such as wide sidewalks, landscaping, lighting, and new buildings that front on interior streets and plazas could create an environment that is pedestrian-oriented and walkable. When considered with the adjoining Mission Bell site, this area could become a bustling mixed-use activity center, connecting to the civic center and High Street corridor to the north, and accessible on foot to adjoining neighborhoods .

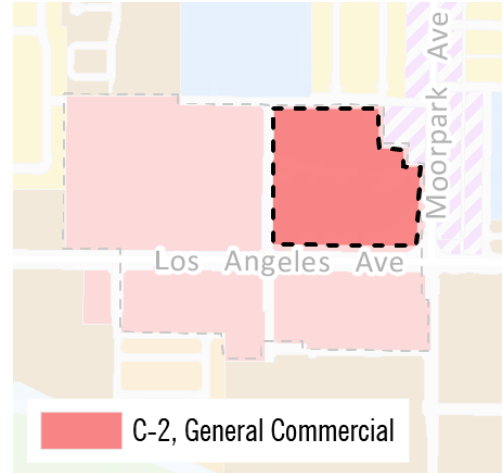
OPTION 2: COMMERCIAL CENTER - AUTO (C-A)

The Commercial Center – Auto designation would reinforce the existing auto-oriented commercial development at Moorpark Town Center, with buildings set back from the street and surface parking, while allowing for intensification of commercial uses in underutilized areas. To establish a more consistent and pedestrian-oriented streetscape, infill development could be oriented to front on Los Angeles Avenue and Moorpark Avenue. Public realm improvements, such as sidewalks and landscaping, would enhance the physical environment and make the site more pedestrian-friendly.

KEY CONSIDERATIONS / QUESTIONS

- The built environment could be enhanced through landscaping, plazas and pedestrian-oriented improvements
- Infill housing at this location would provide more opportunities for residents to access amenities on foot and would enhance commercial activity

SITE 3B MAP



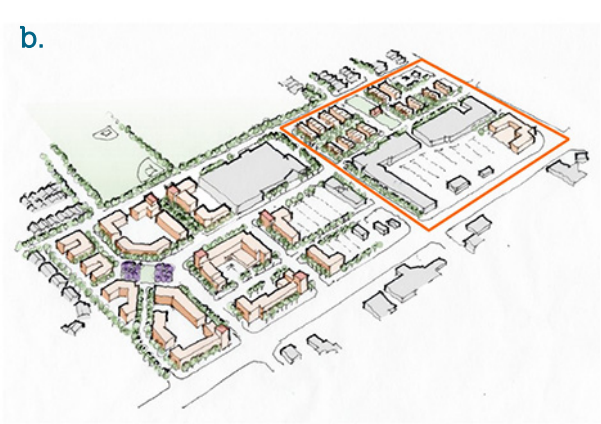
SITE 3B EXISTING CONDITIONS



- Opportunity to improve frontages along Los Angeles Avenue and Moorpark Avenue, and to strengthen the link between the traditional downtown district and the City's primary commercial corridor
- Opportunity to create an activity center that is walkable from adjoining neighborhoods and a destination that attracts users from throughout the city due to its location and size

CONCEPTUAL IMAGES: MIXED USE DISTRICT

The concept illustrations below show the potential siting and orientation of new buildings and open spaces on the Moorpark Town Center site enlarged (a) and together with the mixed use redevelopment of the adjacent Mission Bell Plaza site (b).



CONCEPTUAL IMAGES: COMMERCIAL CENTER – AUTO

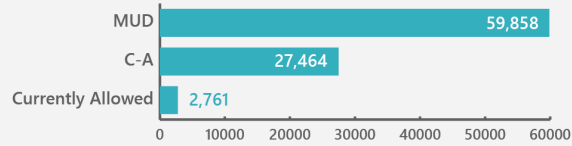


ENVIRONMENTAL CONSIDERATIONS

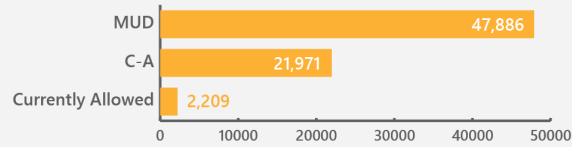
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		
Wildland Urban Interface		
Earthquake-Induced Landslide Zone		
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES

WATER (gallons per day)



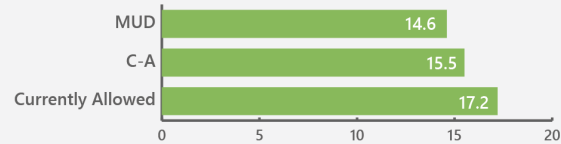
SEWER (gallons per day)



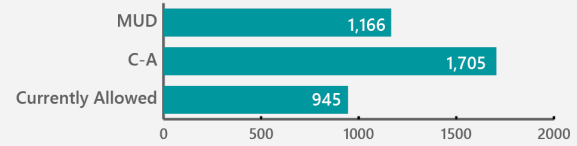
HOME-BASED VMT (per capita, per day)



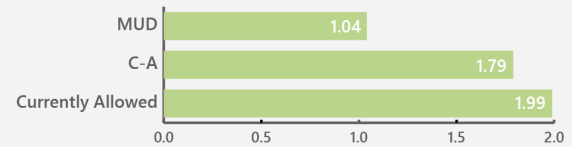
WORK-BASED VMT (per employee, per day)



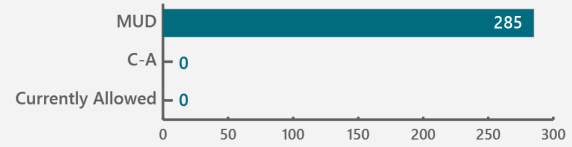
VEHICLE TRIPS (origins and destinations, per day)



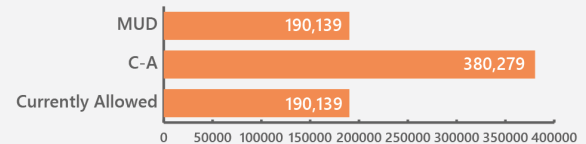
GREENHOUSE GAS EFFICIENCY (trips per service population)



HOUSING UNITS (number of units)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 4B: COMMERCIAL CENTER

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

EXISTING USE: Mix of small commercial centers on comparatively small parcels on western Spring Road frontage. This site is 2.2 acres, whereas the Mission Bell Plaza is approximately 26 acres and the Moorpark Town Center site is approximately 17 acres. Though setback from the major thoroughfares behind surface parking, Gateway Plaza is well landscaped and integrates wide sidewalks, ornamental lighting and paseos.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: MIXED USE MEDIUM (MUM)

The Mixed Use Medium designation could be considered in combination with development scenarios for the adjoining Duncan Ashley site (#4a). Planning for the sites in tandem would allow for an integrated horizontal or vertical mix of commercial and residential uses. Proximity to the Arroyo Simi offers the potential for integrating green space or recreation opportunities should the property be incorporated in a larger development project joined with the Duncan Ashley site.

OPTION 2: COMMERCIAL CENTER - AUTO (C-A)

The Commercial Center – Auto designation would accommodate continued auto-oriented commercial uses, with buildings set back from the street and surface parking in front. The size and configuration of existing uses is a constraint on significant intensification of the site. If new commercial development were to be sited here, it could be oriented to improve the frontages along Los Angeles Avenue and Spring Road.

KEY CONSIDERATIONS / QUESTIONS

- Should site retain predominantly commercial use or provide the option for integration with residential development at Duncan Ashley site?
- The size and configuration of existing uses is a constraint on infill development of commercial uses on the site
- Opportunity to integrate green space or recreational access oriented towards the Arroyo Simi if planned in tandem with Site 4a

SITE 4B MAP



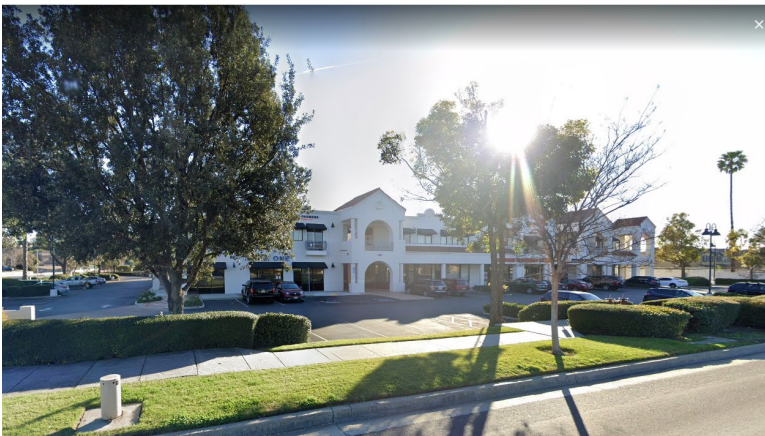
SITE 4B EXISTING CONDITIONS



CONCEPTUAL IMAGES: MIXED USE MEDIUM



CONCEPTUAL IMAGES: COMMERCIAL CENTER – AUTO

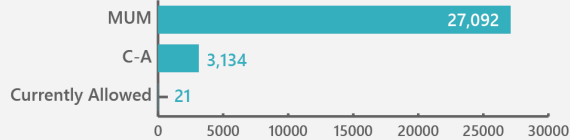


ENVIRONMENTAL CONSIDERATIONS

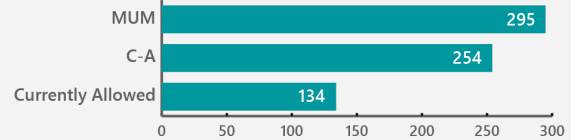
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		⊗
Wildland Urban Interface		⊗
Earthquake-Induced Landslide Zone		⊗
Liquefaction Zone	☑	
100-Year Flood Zone		⊗
Regional Wildlife Corridor		⊗

IMPLICATIONS OF PLAN ALTERNATIVES

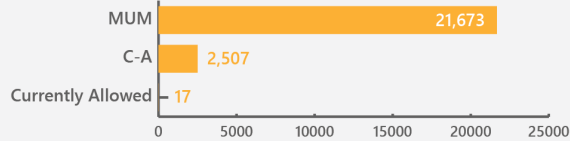
WATER (gallons per day)



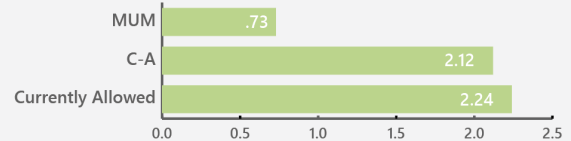
VEHICLE TRIPS (origins and destinations, per day)



SEWER (gallons per day)



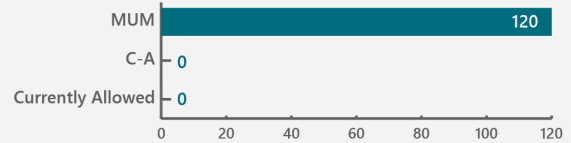
GREENHOUSE GAS EFFICIENCY (trips per service population)



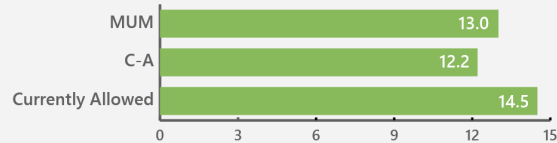
HOME-BASED VMT (per capita, per day)



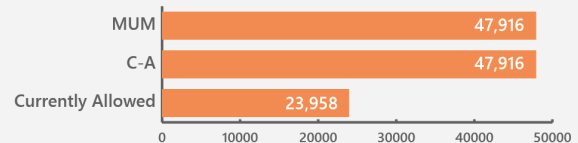
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 7: WDC/ORTHO COMMERCIAL CENTER

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

EXISTING USE: Big box commercial center with two buildings, including WDC Kitchen & Bath. The WDC building is industrial in nature, with an extensive warehouse adjoining the retail storefront. The structures are surrounded by extensive surface parking lots.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: MIXED USE DISTRICT (MUD)

The Mixed Use District designation would allow a pedestrian-oriented village with infill housing and commercial uses on underutilized portions of the site. This village environment would include a mix of commercial and residential uses within the site, integrated horizontally or vertically. Commercial uses could include restaurants, cafes or coffee shops, financial institutions, and a gym or health club to support employees in this area and guests of the nearby Fairfield Inn & Suites. Infill housing could be oriented towards the eastern portion of the site, insulated from the highway by commercial uses. Additional amenities, such as wide sidewalks, lighting and landscaping would create an environment that is more pedestrian-oriented and walkable.

OPTION 2: COMMERCIAL CENTER - AUTO (C-A)

The Commercial Center – Auto designation would reinforce the existing auto-oriented commercial uses on this site, while allowing for infill commercial development, serving employees in this area and guests of the adjacent Fairfield Inn & Suites. Infill of commercial uses could be scaled to fit the existing character of commercial development at this site. Physical improvements, such as wide sidewalks and improved landscaping, could enhance the physical environment and make the site more pedestrian-friendly.

KEY CONSIDERATIONS / QUESTIONS

- Surface parking areas could be redeveloped for residential or commercial uses with a shared parking structure or subterranean parking
- Adjacent open space areas could be an asset and orienting feature for infill housing
- The site is separated from the City's centers of activity by the SR 118 freeway overpass

SITE 7 MAP



SITE 7 EXISTING CONDITIONS



CONCEPTUAL IMAGES: MIXED USE DISTRICT



CONCEPTUAL IMAGES: COMMERCIAL CENTER - AUTO

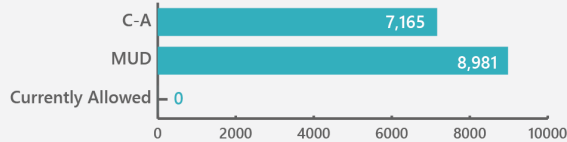


ENVIRONMENTAL CONSIDERATIONS

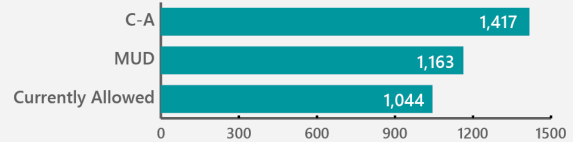
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		✘
Wildland Urban Interface		✘
Earthquake-Induced Landslide Zone		✘
Liquefaction Zone	✔	
100-Year Flood Zone		✘
Regional Wildlife Corridor		✘

IMPLICATIONS OF PLAN ALTERNATIVES

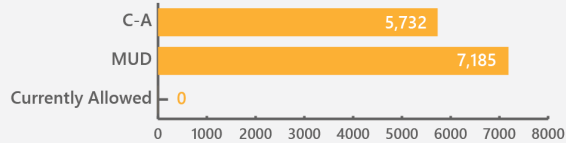
WATER (gallons per day)



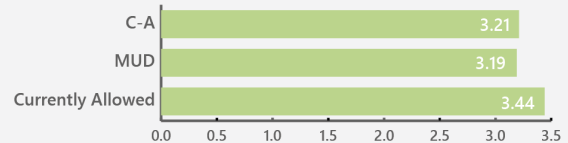
VEHICLE TRIPS (origins and destinations, per day)



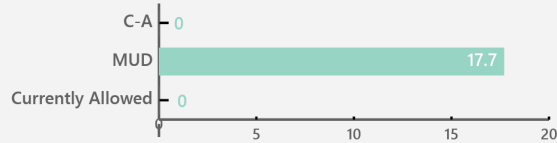
SEWER (gallons per day)



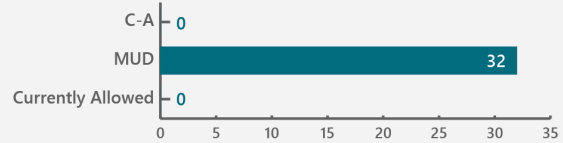
GREENHOUSE GAS EFFICIENCY (trips per service population)



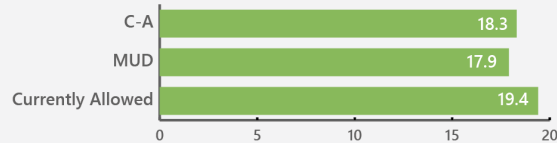
HOME-BASED VMT (per capita, per day)



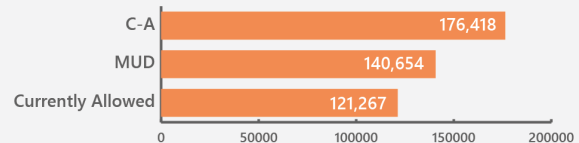
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 9: MOORPARK CAMPUS PLAZA

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, 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 several storefronts 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 Moorpark College campus.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: MIXED USE DISTRICT (MUD)

The Mixed Use District designation would allow a pedestrian-oriented village with infill housing and commercial uses on underutilized portions of the site. This village environment could include a mix of commercial and residential uses within the site, integrated horizontally or vertically. Commercial uses could include restaurants or coffee shops, a bookstore, office, and other activity-generating commercial uses supported by an academic anchor. To take advantage of the proximity to Moorpark College, infill housing could be geared toward the college community. Physical improvements, such as wide sidewalks, lighting, plazas or other outdoor gathering spaces could be utilized to create an environment that is more pedestrian-oriented and walkable.

OPTION 2: COMMERCIAL CENTER - AUTO (C-A)

The Commercial Center – Auto designation would reinforce the existing uses on the site, while allowing for infill of new commercial development in underutilized areas. Infill commercial buildings could be scaled to fit the character of existing development at this site. Improvements, such as wide sidewalks and improved landscaping could enhance the physical environment, make the site more pedestrian-friendly, and improve non-vehicular linkages to the Moorpark College campus. Inclusion of outdoor gathering spaces like plazas or dining areas into site plans for infill development could improve use of this site as an activity center for the college community.

SITE 9 MAP



SITE 9 EXISTING CONDITIONS



KEY CONSIDERATIONS / QUESTIONS

- Opportunity to enhance the built environment and connection to the Moorpark College campus through plazas and pedestrian-oriented improvements
- Infill housing at this location could be oriented to college students and staff, enhance commercial activity, and improve non-vehicular access to amenities and the campus

CONCEPTUAL IMAGES: MIXED USE DISTRICT







The concept illustration below shows the potential siting and orientation of new buildings and open spaces.



CONCEPTUAL IMAGES: COMMERCIAL CENTER - AUTO

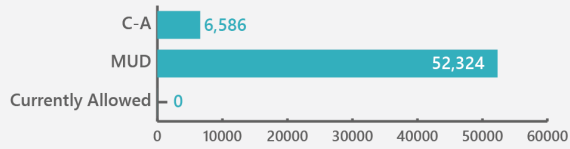


ENVIRONMENTAL CONSIDERATIONS

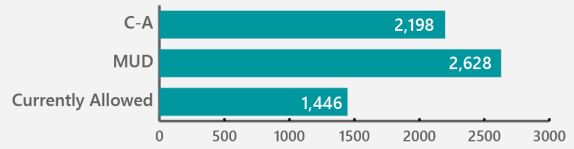
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		
Wildland Urban Interface		
Earthquake-Induced Landslide Zone		
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES

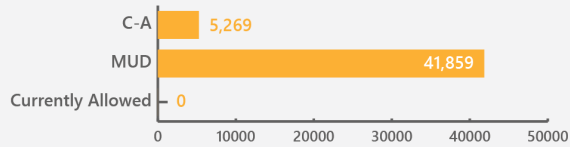
WATER (gallons per day)



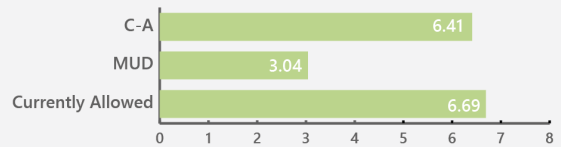
VEHICLE TRIPS (origins and destinations, per day)



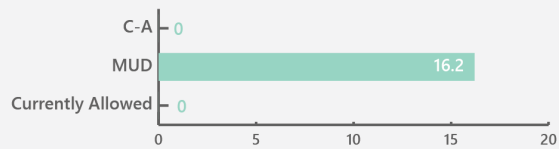
SEWER (gallons per day)



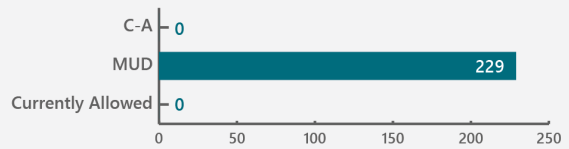
GREENHOUSE GAS EFFICIENCY (trips per service population)



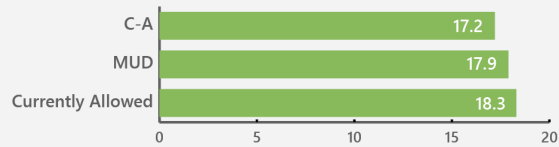
HOME-BASED VMT (per capita, per day)



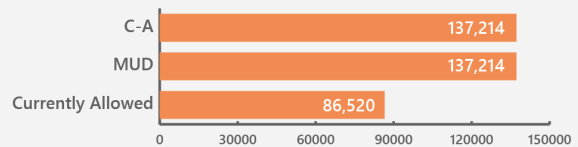
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 12: MOORPARK MARKETPLACE PARKING LOT

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: SP-9, Carlsberg Specific Plan

EXISTING USE: This site is currently surface parking for 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 the siting and orientation of potential infill development on the parking lot. If development were to occur, any lost parking would likely need to be replaced.

EXISTING SPECIFIC PLAN OBJECTIVES AND POLICIES:

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: MIXED USE DISTRICT (MUD)

The Mixed Use District designation would allow the creation of a pedestrian-oriented village with buildings clustered around plazas and small parks through infill development of additional commercial and new residential uses, integrated horizontally or vertically. To create more defined site edges, new buildings could be sited and orientated towards Los Angeles Avenue and Miller Parkway. Streetscape amenities within the site, such as wide sidewalks, lighting, and minimal building setbacks could create an environment that is more pedestrian-oriented and walkable. Any existing parking lost by additional development may need to be replaced in shared structures on-site. New pedestrian facilities within the site could be designed to connect with the existing sidewalk network established by surrounding commercial properties, leveraging the proximity of this site to already active corridors and a mix of uses along Los Angeles Avenue. Site planning may need to accommodate Target’s view plane requirements.

OPTION 2: COMMERCIAL CENTER - AUTO (C-A)

The Commercial Center – Auto designation would reinforce the existing commercial uses on this site, while allowing for infill of commercial uses on underutilized portions of the site. The frontage and visibility of the site along Los Angeles Avenue and Miller Parkway could be improved via the siting and orientation of new buildings along those edges. Physical improvements, such as wide sidewalks and improved landscaping, could enhance the physical environment and make the site more pedestrian-friendly.

SITE 12 MAP



SITE 12 EXISTING CONDITIONS



KEY CONSIDERATIONS / QUESTIONS

- Redesignation would require update of the Carlsberg Specific Plan
- Underutilized surface parking areas could be redeveloped for residential or commercial uses with a shared parking structure or subterranean parking replacing removed spaces
- Opportunity to enhance the built environment through plazas and pedestrian-oriented improvements
- Infill housing at this location could provide more opportunities for residents to access amenities on foot and enhance commercial activity
- Opportunity to establish a more consistent and pedestrian-scaled streetscape along Los Angeles Avenue

CONCEPTUAL IMAGES: MIXED USE DISTRICT

The concept illustration below shows the potential siting and orientation of new buildings and open spaces.



CONCEPTUAL IMAGES: COMMERCIAL CENTER - AUTO

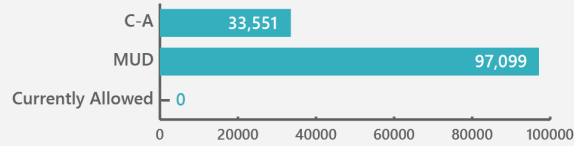


ENVIRONMENTAL CONSIDERATIONS

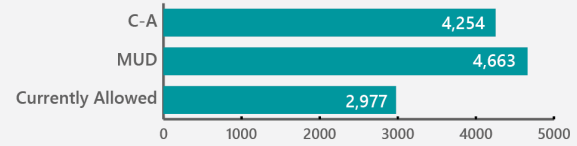
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	✔	
Wildland Urban Interface		✘
Earthquake-Induced Landslide Zone		✘
Liquefaction Zone	✔	
100-Year Flood Zone		✘
Regional Wildlife Corridor		✘

IMPLICATIONS OF PLAN ALTERNATIVES

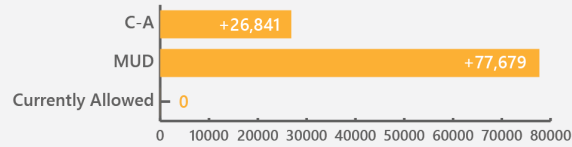
WATER (gallons per day)



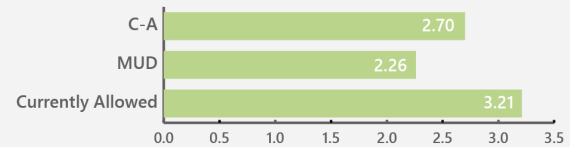
VEHICLE TRIPS (origins and destinations, per day)



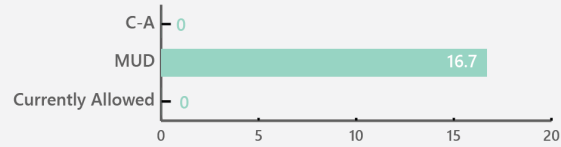
SEWER (gallons per day)



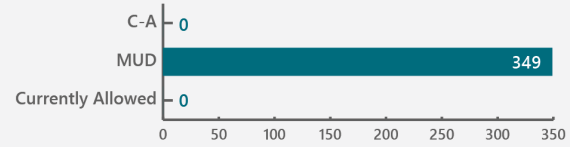
GREENHOUSE GAS EFFICIENCY (trips per service population)



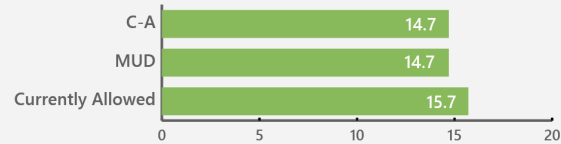
HOME-BASED VMT (per capita, per day)



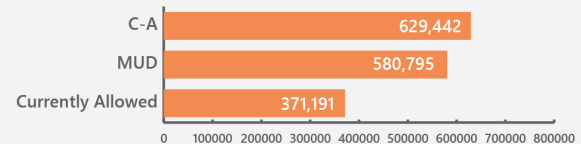
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)

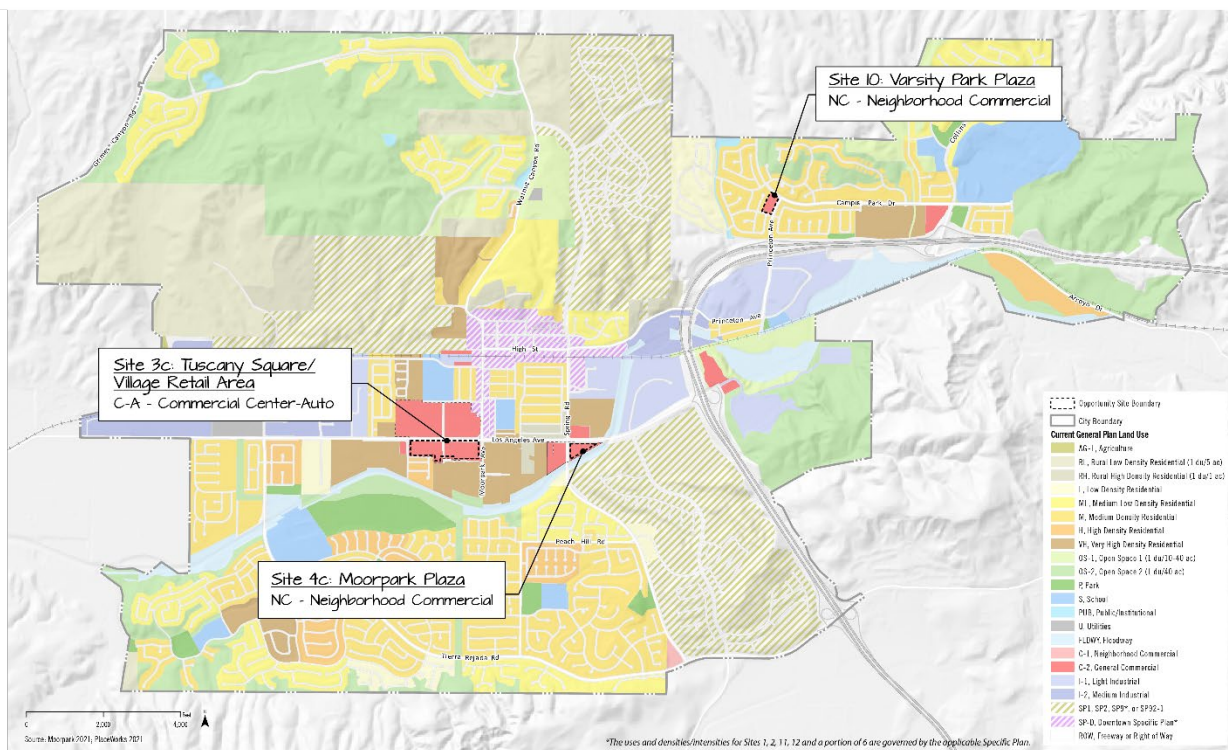


4.2 COMMERCIAL SITES (HOUSING NOT RECOMMENDED)

The Opportunity Sites included in this category include strip commercial centers and smaller-scaled commercial areas serving adjacent neighborhoods where the size and configuration of the parcels likely prohibits redevelopment with a broader mix of uses (including housing). In all cases, the GPAC have recommended continued commercial use into the future. These sites share some common characteristics and considerations, as summarized below.

KEY CONSIDERATIONS

- Size and configuration of parcels likely prohibit infill residential development
- Opportunity to enhance street frontages and internal site environments through pedestrian-friendly improvements



SITE 3C: TUSCANY SQUARE/VILLAGE RETAIL AREA

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

EXISTING USE: Multi-tenant commercial center with buildings set back from Los Angeles Avenue behind surface parking lots. Properties are developed with small single use commercial buildings on shallow depth parcels. A landscaped sidewalk extends along Los Angeles Avenue, but amenities oriented towards pedestrians are minimal.

DESCRIPTION OF PROPOSED LAND USE OPTION

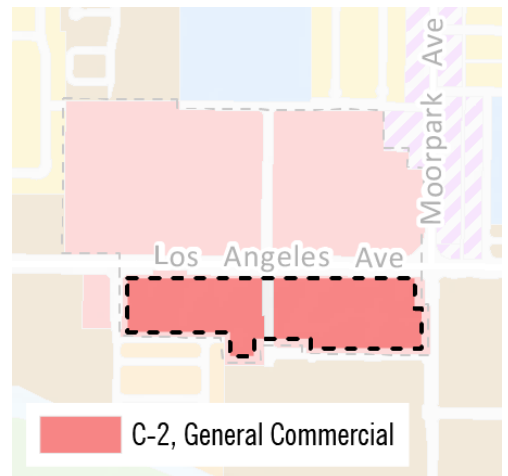
COMMERCIAL CENTER – AUTO (C-A)

The Commercial Center – Auto designation would reinforce the existing commercial uses, with buildings set back from the street frontage and abundant surface parking. The configuration of the Tuscany Square/Village Retail area could allow for intensification of commercial uses in surface parking areas. A more consistent and pedestrian-friendly streetscape could be provided by new commercial development along Los Angeles Avenue. Public realm improvements, such as sidewalks, plazas and landscaping, would enhance the physical environment and make the site more pedestrian-friendly.

KEY CONSIDERATIONS / QUESTIONS

- Shallow parcel depths make it unlikely to support infill residential development
- Any new commercial development could be sited to front on Los Angeles Avenue, establishing a more consistent and human-scaled streetscape

SITE 3C MAP









SITE 3C EXISTING CONDITIONS



CONCEPTUAL IMAGES: COMMERCIAL CENTER - AUTO

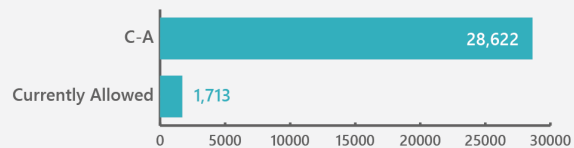


ENVIRONMENTAL CONSIDERATIONS

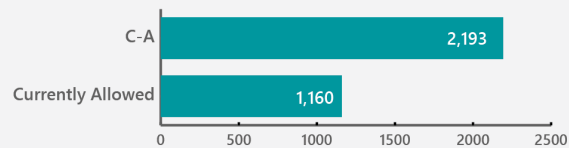
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		
Wildland Urban Interface		
Earthquake-Induced Landslide Zone		
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES

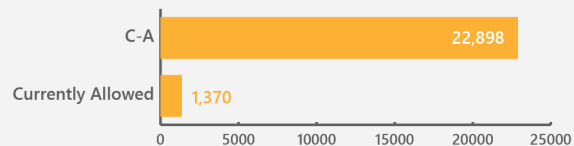
WATER (gallons per day)



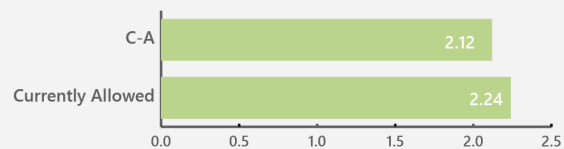
VEHICLE TRIPS (origins and destinations, per day)



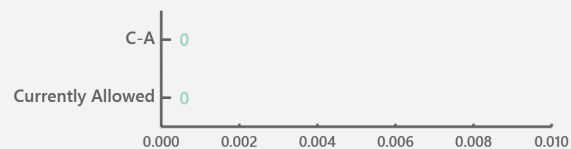
SEWER (gallons per day)



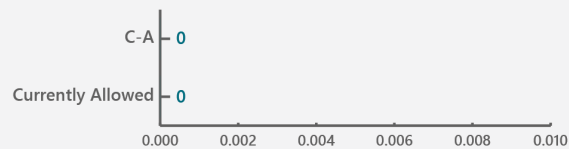
GREENHOUSE GAS EFFICIENCY (trips per service population)



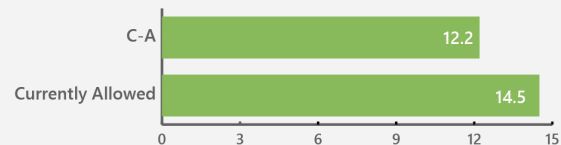
HOME-BASED VMT (per capita, per day)



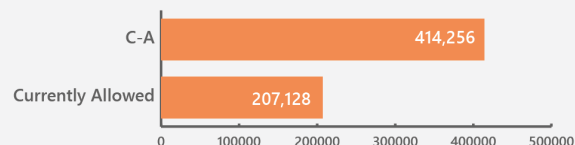
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 4C: MOORPARK PLAZA

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

EXISTING USE: Commercial center on comparatively small site east of Spring Road. The site is less than 5 acres, whereas the Mission Bell Plaza site is approximately 25-acres and the Moorpark Town Center site is approximately 17-acres. The Arroyo Simi runs along the southern portion of the site, resulting in a triangular shape. A surface parking lot is partially screened from Los Angeles Avenue by a drive-through fast food outlet and a bank, which, though oriented inward to the parking lot, establish a presence along the street. Current uses do not establish a well-defined corner at the at the prominent intersection of Spring Road and Los Angeles Avenue.

DESCRIPTION OF PROPOSED LAND USE OPTION

NEIGHBORHOOD COMMERCIAL (NC)

The Neighborhood Commercial designation would reinforce the existing uses on this site, while allowing for limited infill of small footprint commercial uses on any underutilized parking areas. The current parcel size and configuration limits opportunities for infill of mixed use development at this site. Physical improvements, such as wide sidewalks, outdoor dining areas, and improved landscaping, could enhance the physical environment and make the site more pedestrian-friendly.

KEY CONSIDERATIONS / QUESTIONS

- Opportunity to improve presence at prominent intersection at Los Angeles Avenue and Spring Road
- Parcel size and configuration limits opportunities for infill development
- Opportunity to establish a more consistent and pedestrian-scaled streetscape along Spring Road
- Future uses could connect to or orient towards the Arroyo Simi

SITE 4C MAP



SITE 4C EXISTING CONDITIONS



CONCEPTUAL IMAGES: NEIGHBORHOOD COMMERCIAL

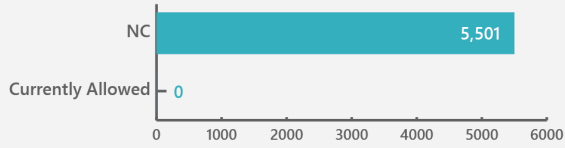


ENVIRONMENTAL CONSIDERATIONS

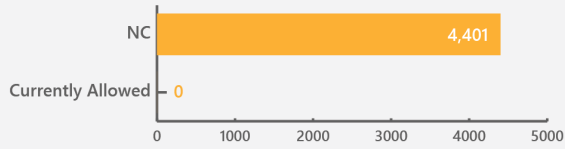
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		
Wildland Urban Interface		
Earthquake-Induced Landslide Zone		
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES

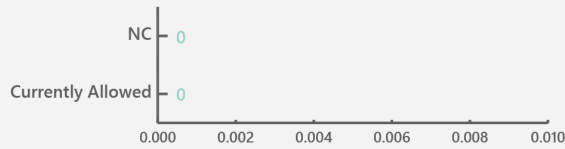
WATER (gallons per day)



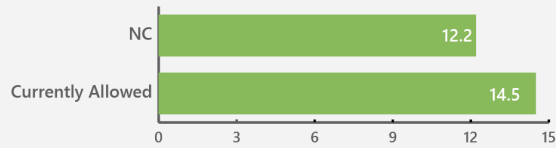
SEWER (gallons per day)



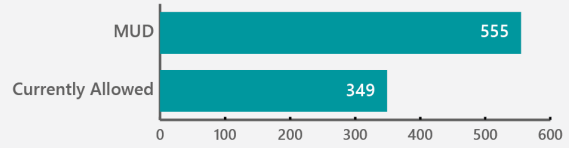
HOME-BASED VMT (per capita, per day)



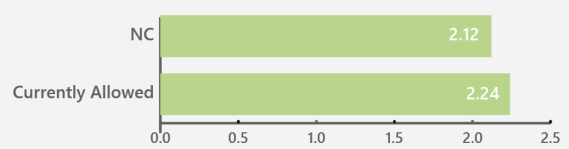
WORK-BASED VMT (per employee, per day)



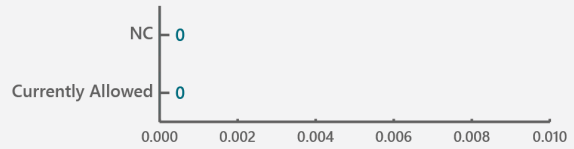
VEHICLE TRIPS (origins and destinations, per day)



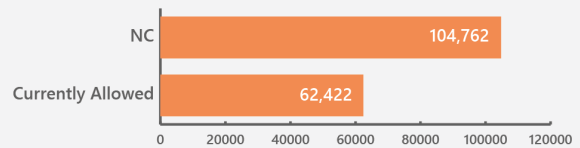
GREENHOUSE GAS EFFICIENCY (trips per service population)



HOUSING UNITS (number of units)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 10: VARSITY PARK PLAZA

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

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

DESCRIPTION OF PROPOSED LAND USE OPTION

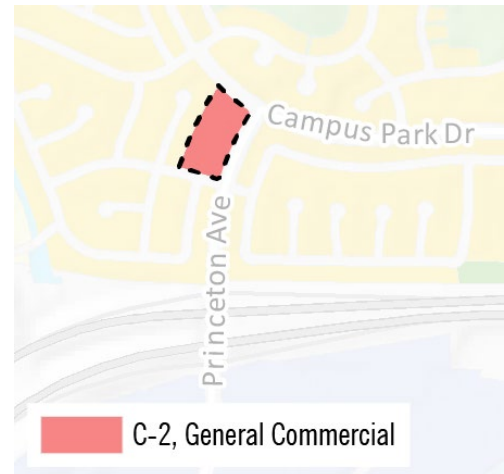
NEIGHBORHOOD COMMERCIAL (NC)

The Commercial Center – Auto designation would reinforce the existing uses on this site, while allowing for very limited infill of new locally-oriented commercial development in underutilized parking areas. The physical size of this site constrains it from significant intensification of commercial uses or mixed use development. Improvements, such as wide sidewalks and improved landscaping could enhance the physical environment and make the site more pedestrian-friendly. Inclusion of outdoor gathering spaces like plazas or dining areas into site plans for infill development could improve use of this site as a social center serving the local community.

KEY CONSIDERATIONS / QUESTIONS

- Opportunity to enhance the built environment through pedestrian-oriented improvements
- Parcel size and configuration limits opportunities for infill development

SITE 10 MAP



SITE 10 EXISTING CONDITIONS



CONCEPTUAL IMAGES: NEIGHBORHOOD COMMERCIAL

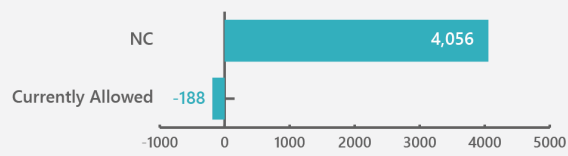


ENVIRONMENTAL CONSIDERATIONS

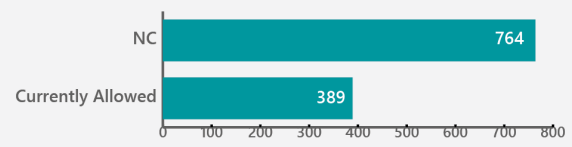
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	✓	
Wildland Urban Interface	✓	
Earthquake-Induced Landslide Zone		✗
Liquefaction Zone	✓	
100-Year Flood Zone		✗
Regional Wildlife Corridor		✗

IMPLICATIONS OF PLAN ALTERNATIVES

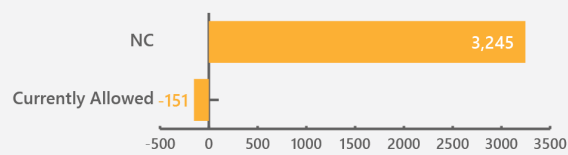
WATER (gallons per day)



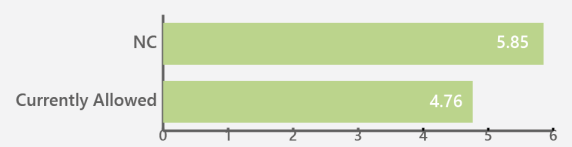
VEHICLE TRIPS (origins and destinations, per day)



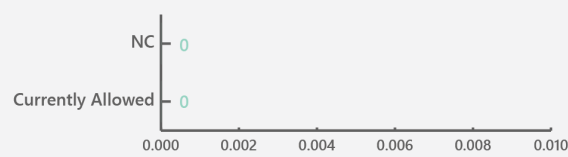
SEWER (gallons per day)



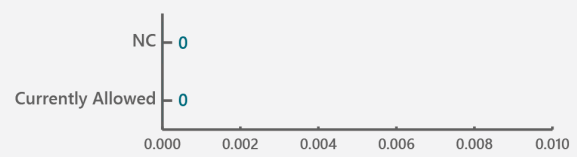
GREENHOUSE GAS EFFICIENCY (trips per service population)



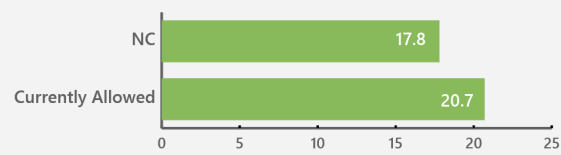
HOME-BASED VMT (per capita, per day)



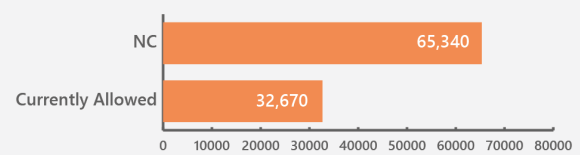
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)

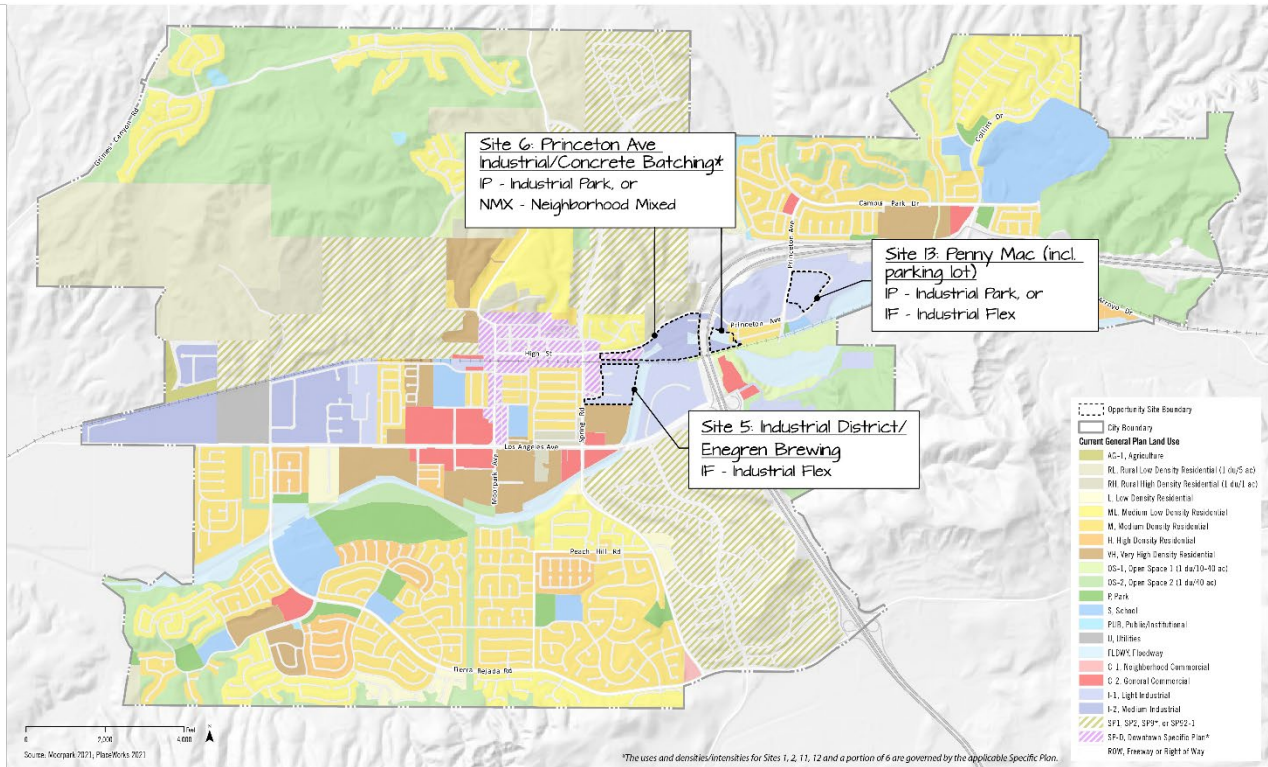


4.3 INDUSTRIAL SITES

The Opportunity Sites included in this category include the City's older industrial areas, which have either already begun to evolve to accommodate new uses or could lend themselves to allowing new uses in the future. These sites share some common characteristics and considerations, as summarized below.

KEY CONSIDERATIONS

- Offer opportunities to accommodate a wider variety of uses than is allowed today
- Proximity to the Arroyo Simi could be an asset to future uses



SITE 5: INDUSTRIAL DISTRICT/ENEGREN BREWING

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: I-1, 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, and other uses that present a contrast to traditional industrial uses in the area.

DESCRIPTION OF PROPOSED LAND USE OPTION

INDUSTRIAL FLEX (IF)

This area could become a new center of social activity for Moorpark, building upon the emerging mix of uses. The Industrial Flex designation would allow a broader mix of light industrial and specialty or destination commercial like makerspaces, small business incubators or start-up spaces, business offices, service-based commercial uses like gyms, coffee shops, and financial institutions, and bio-medical uses. These ancillary commercial uses could attract additional activity to this area and provide services for employees and businesses located within the site as well. This designation would also allow the district to accommodate uses like live entertainment that may be hard to locate in other areas of the city. Older industrial buildings in this area could be repurposed through adaptive reuse, attracting new light industrial uses and production of specialty items. Streetscape improvements, like wider sidewalks and additional landscaping, could enhance pedestrian connectivity between this area and the High Street corridor, including the rail station.

KEY CONSIDERATIONS / QUESTIONS

- This district already accommodates non-industrial uses, however the Industrial Flex designation would allow for a greater mix of uses by-right
- The Flex designation could accommodate emerging businesses and entrepreneurs priced out of industrial and commercial areas with higher rents
- The area includes underutilized and older building stock that could transition to new uses over time
- Opportunity to connect to the Arroyo Simi, if recreational uses are established along its course through the City

SITE 5 MAP



SITE 5 EXISTING CONDITIONS



CONCEPTUAL IMAGES: INDUSTRIAL FLEX

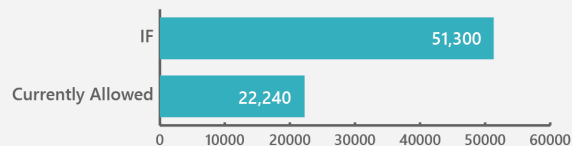


ENVIRONMENTAL CONSIDERATIONS

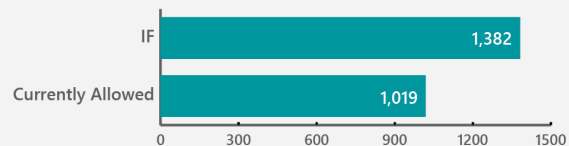
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		⊗
Wildland Urban Interface		⊗
Earthquake-Induced Landslide Zone		⊗
Liquefaction Zone	✓	
100-Year Flood Zone	✓	
Regional Wildlife Corridor		⊗

IMPLICATIONS OF PLAN ALTERNATIVES

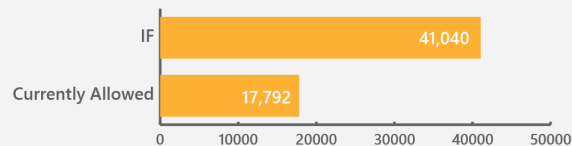
WATER (gallons per day)



VEHICLE TRIPS (origins and destinations, per day)



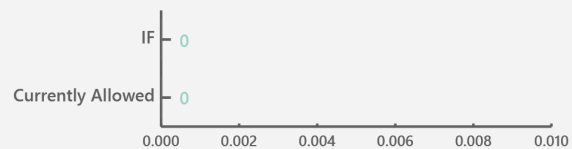
SEWER (gallons per day)



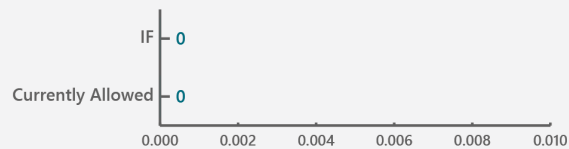
GREENHOUSE GAS EFFICIENCY (trips per service population)



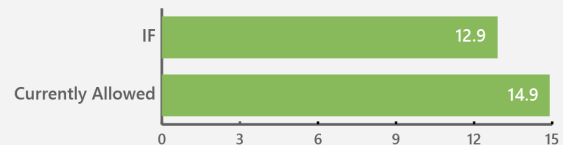
HOME-BASED VMT (per capita, per day)



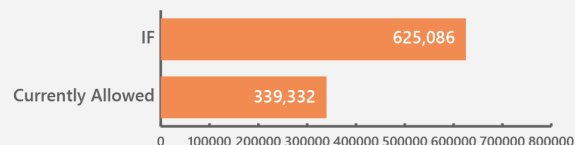
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 6: PRINCETON AVENUE INDUSTRIAL/CONCRETE BATCHING

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: I-2, Medium Industrial (0.38 FAR); FLDWY, Floodway; M, Medium Density Residential (4.0 dwelling units per acre maximum); SP-D, Downtown Specific Plan (Light Industrial – 0.38 FAR)

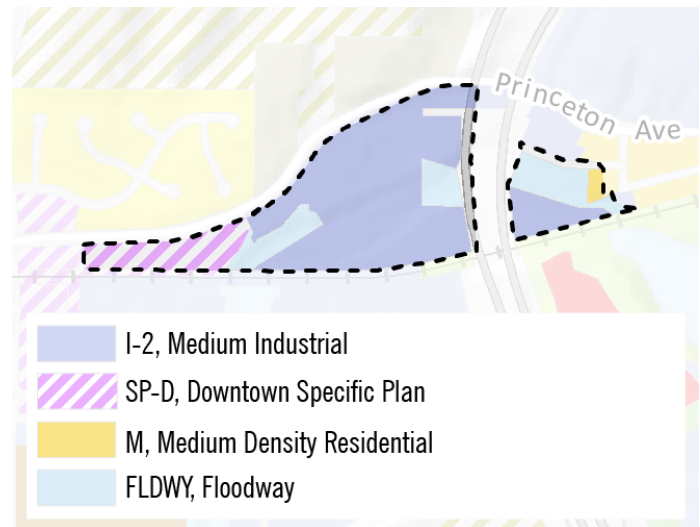
EXISTING USE: This site is characterized by the industrial uses including the concrete facility next to the SR-118 and SR-23. The site includes uses that would likely not be compatible in other areas of the City. The western portion of the site is part of the Downtown Specific Plan and is designated for light industrial uses. Adjacent uses include the Virginia Colony neighborhood to the east. The Arroyo Simi and its floodway run through the site, which constrains the developable areas, but also offers an opportunity for green space or trails moving forward.

DESCRIPTION OF PROPOSED LAND USE OPTION(S)

OPTION 1: INDUSTRIAL PARK (IP)

This site could be re-envisioned as an eco-industrial campus, creating a sustainability-focused gateway into the core of Moorpark. The Industrial Park designation could allow for continued long-term opportunities for job-generating uses, particularly those in green industries. This designation allows for light manufacturing, research and development, bio-medical, and offices, including surface parking lots for employees. Ancillary commercial uses supported by employment hubs, like gyms or health clubs, coffee shops, financial institutions, and restaurants, are also allowed by this designation. New buildings could enhance the edges of this site, particularly along Princeton Avenue. Landscaping along roadways and other streetscape amenities like wider sidewalks would improve the pedestrian experience, and could improve connectivity to the High Street corridor and the rail station. The principles of sustainability could be incorporated throughout the site layout, new building construction materials, and water and energy systems of new structures. The Arroyo Simi runs through the site, creating an opportunity to integrate green space into new industrial uses and to attract green industries to a campus with employee-serving commercial uses.

SITE 6 MAP



SITE 6 EXISTING CONDITIONS



OPTION 2: NEIGHBORHOOD MIXED DENSITY (NMX)

This designation would allow for a mix of housing types within a large planned development area, as conversion and phasing out of existing industrial uses occurs at this site. The planned development area could include a mix of housing types, including single-family homes, rowhouses, and multi-family buildings up to three stories, among other housing types, as well as active or passive recreation and open space, and public amenities such as schools, libraries, and parks. Principles of sustainability could be implemented in housing type distribution and layout within the site, new home construction materials, and water and energy systems of new housing. Integration of green space or a pedestrian and bicycle trail near the Arroyo Simi would allow connectivity to a future recreational path.

KEY CONSIDERATIONS / QUESTIONS

- Site is a key connection between the east and west portions of the City and a gateway to the downtown area
- The Industrial Park designation would strengthen and reinforce the existing industrial uses, allowing for continued long-term opportunities for job-generating uses
- The Neighborhood Mixed Density designation would introduce new types of uses to this site, but would integrate with residential uses along the site's eastern edge
- Potential for health and noise impacts from proximity to the freeway and railroad tracks
- Arroyo Simi and areas designated as floodway are a constraint on developable area but also provide an opportunity for orienting the physical environment and future uses







CONCEPTUAL IMAGES: INDUSTRIAL PARK



CONCEPTUAL IMAGES: NEIGHBORHOOD MIXED DENSITY

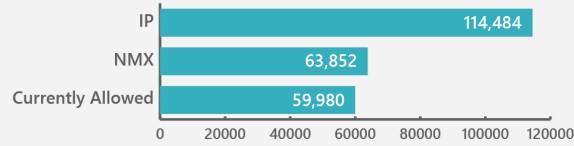


ENVIRONMENTAL CONSIDERATIONS

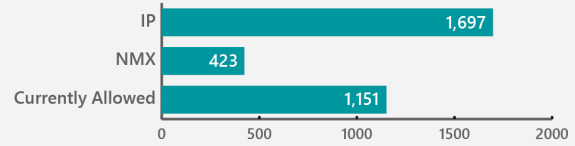
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		
Wildland Urban Interface		
Earthquake-Induced Landslide Zone		
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES

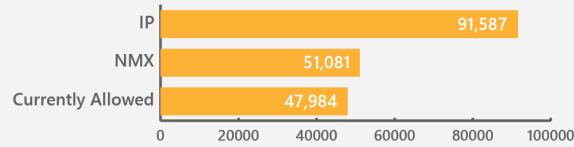
WATER (gallons per day)



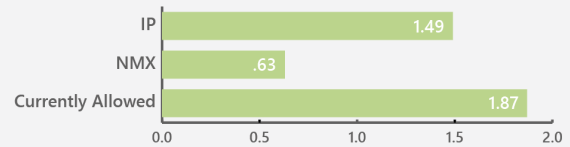
VEHICLE TRIPS (origins and destinations, per day)



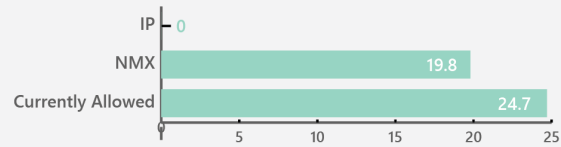
SEWER (gallons per day)



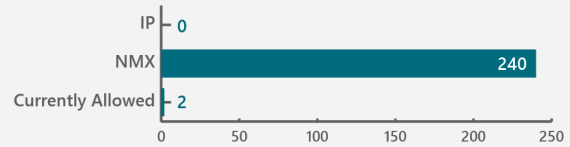
GREENHOUSE GAS EFFICIENCY (trips per service population)



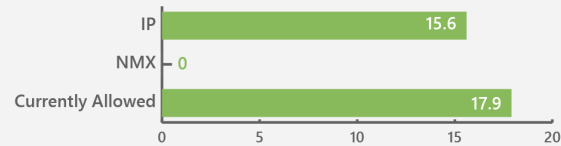
HOME-BASED VMT (per capita, per day)



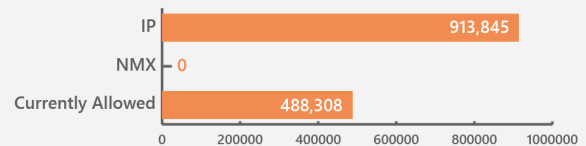
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 13: PENNY MAC (INCL. PARKING LOT)

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: I-1, Light Industrial (0.38 FAR)

EXISTING 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 recently advertised for sale.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

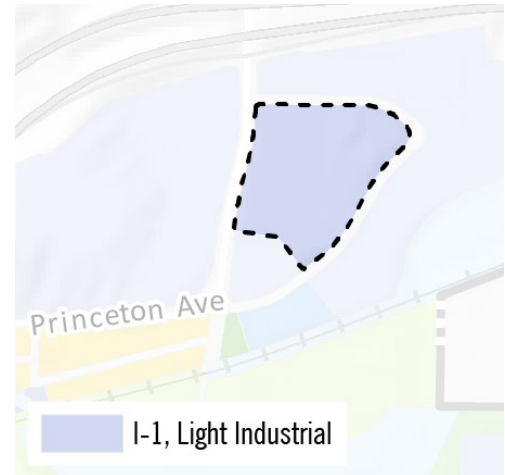
OPTION 1: INDUSTRIAL PARK (IP)

This site could be re-envisioned as a campus environment, strengthening and reinforcing the existing uses at this site, and allowing for continued long-term opportunities for job-generating uses. The Industrial Park designation allows for light manufacturing, research and development, bio-medical, and offices. Ancillary commercial uses supported by employment hubs, like gyms or health clubs, coffee shops, financial institutions, and restaurants, are also allowed by this designation. The edges of this site, particularly along Princeton Avenue, could be enhanced with new buildings. Additional landscaping along roadways and other streetscape amenities like wider sidewalks and plazas could improve the pedestrian experience within the site. Any surface parking displaced by infill development may need to be replaced in a shared parking facility.

OPTION 2: INDUSTRIAL FLEX (IF)

The Industrial Flex designation would allow infill opportunities on surface parking areas for a broader mix of light industrial and supporting commercial uses, such as makerspaces, small business incubators or start-up spaces, business offices and service-based commercial uses like gyms, coffee shops, and financial institutions. New commercial uses could attract additional activity to this area and provide services for the existing population employed by PennyMac Loan Services at this site. Improved streetscape amenities, like wider sidewalks and additional landscaping, could improve the pedestrian experience within the site. Any surface parking displaced by infill development may need to be replaced in a shared parking facility.

SITE 13 MAP



SITE 13 EXISTING CONDITIONS



KEY CONSIDERATIONS / QUESTIONS

- Industrial Flex would allow for a wider variety of uses on the site and activation during nights and weekends
- Industrial Park would protect the continued use of this site as an office campus
- Opportunity to enhance the built environment through pedestrian-oriented improvements
- Any surface parking displaced by infill development may need to be replaced in a shared parking facility

CONCEPTUAL IMAGES: INDUSTRIAL PARK



CONCEPTUAL IMAGES: INDUSTRIAL FLEX

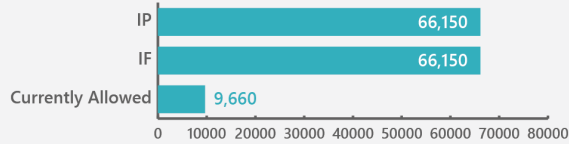


ENVIRONMENTAL CONSIDERATIONS

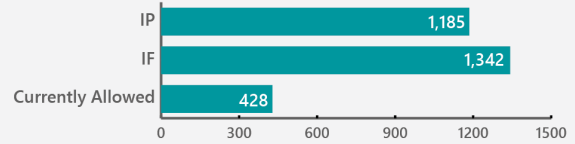
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	✓	
Wildland Urban Interface		✗
Earthquake-Induced Landslide Zone		✗
Liquefaction Zone	✓	
100-Year Flood Zone		✗
Regional Wildlife Corridor		✗

IMPLICATIONS OF PLAN ALTERNATIVES

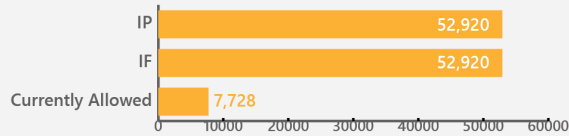
WATER (gallons per day)



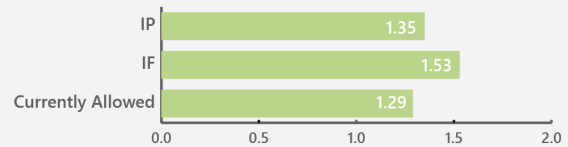
VEHICLE TRIPS (origins and destinations, per day)



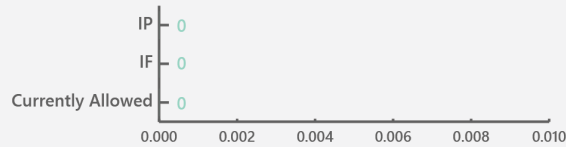
SEWER (gallons per day)



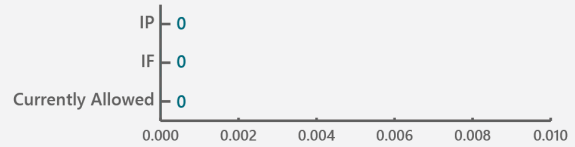
GREENHOUSE GAS EFFICIENCY (trips per service population)



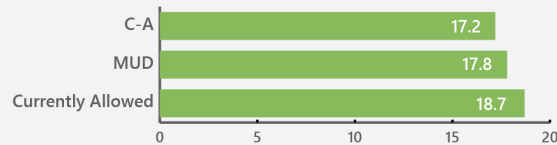
HOME-BASED VMT (per capita, per day)



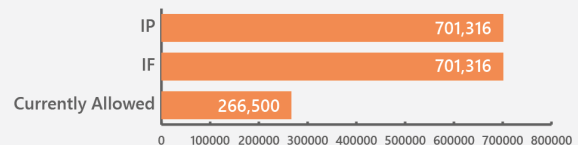
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)

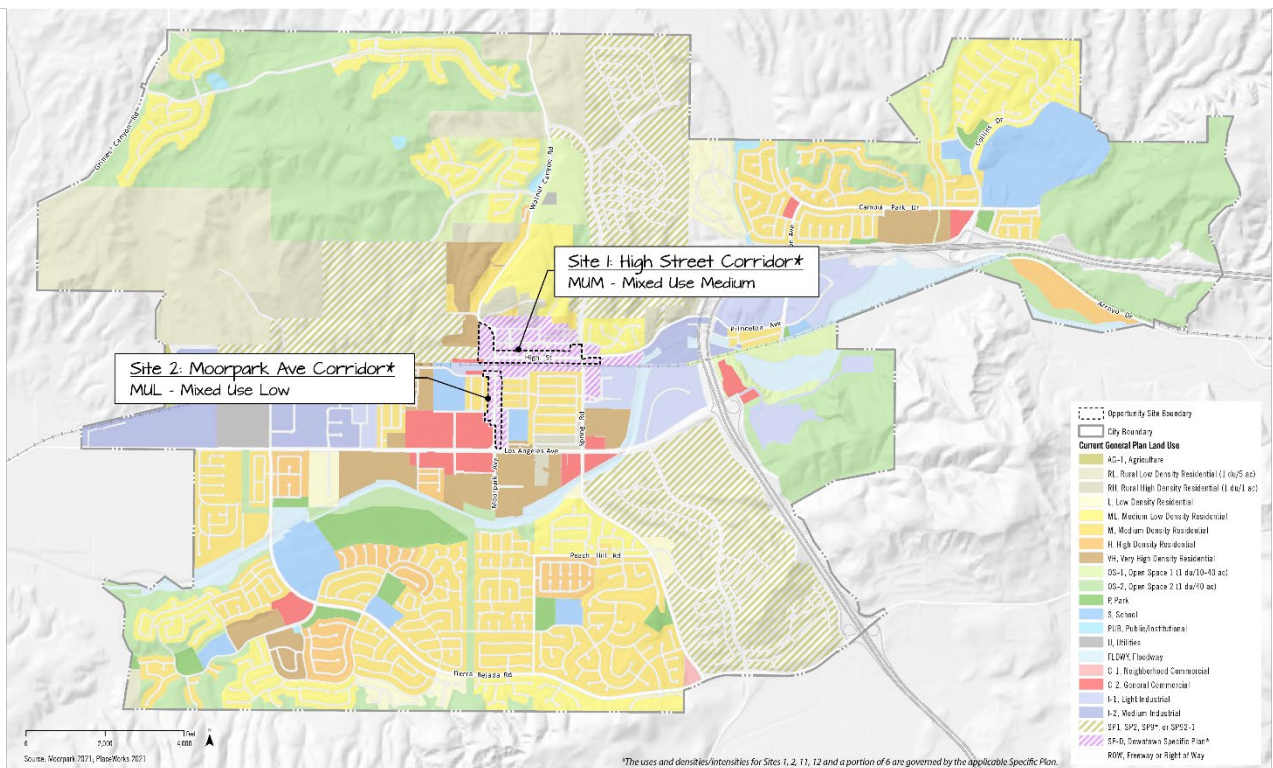


4.4 MIXED USE CORRIDORS

The Opportunity Sites included in this category comprise the City's oldest developed corridors, which both feature a mix of commercial and residential uses and offer the potential for an improved pedestrian experience. High Street and Moorpark Avenue provide linkages between civic and commercial areas, which could be strengthened to enhance the character of the downtown district and the connection between the City's primary centers of activity. The corridors' proximity to the city's oldest residential neighborhoods suggests that redevelopment should be sensitive to those adjacencies. These sites share some common characteristics and considerations, as summarized below.

KEY CONSIDERATIONS

- Opportunities to enhance the environment for non-motorized means of travel (e.g. walking, biking, scooting) within close proximity to large residential populations
- Corridors include vacant and underutilized parcels which could be redeveloped for a variety of uses
- Opportunities to improve the character and linkages between the City's primary centers of civic and commercial activity



SITE 1: HIGH STREET CORRIDOR

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR); SP-D, Downtown Specific Plan (Old Town Commercial - 0.38 FAR, General Commercial - 0.25 FAR, and Public/Institutional)

EXISTING USE: High Street is the traditional heart of Moorpark, the area where the City's first residential neighborhood, retail stores and civic institutions were developed in proximity to a Southern Pacific Railroad station. The civic center anchors the western edge of the High Street Corridor area and includes the 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 will occupy a site near the train station.

EXISTING SPECIFIC PLAN CONSIDERATIONS:

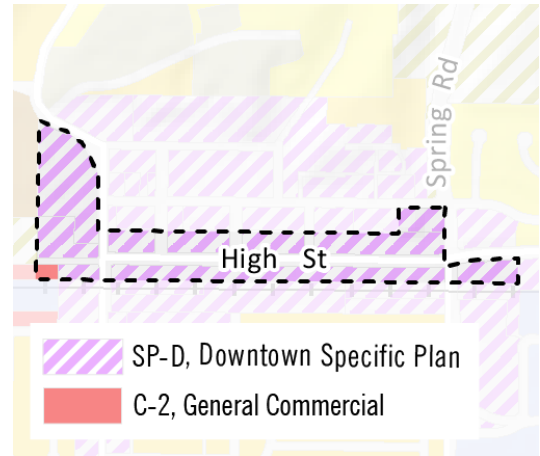
The High Street Corridor is included in the Downtown Specific Plan, and land uses designated by the plan include Old Town Commercial along High Street and General Commercial on the eastern edge of the site south of High Street. Both Specific Plan designations allow for an array of commercial uses. The northwestern corner of the district is designated for Public/Institutional uses. The Specific Plan also emphasizes pedestrian-oriented design and connectivity to the civic center and other activity nodes

DESCRIPTION OF PROPOSED LAND USE OPTION

MIXED USE MEDIUM (MUM)

The Mixed Use Medium designation could support the creation of a pedestrian- and transit-oriented district along the High Street corridor. This designation would allow a vibrant, active mix of uses along High Street, including ground floor community-serving retail, restaurants, and other commercial uses, and housing or office uses next door to businesses or above them. This designation could allow for improved connectivity between the existing eastern commercial node and western civic node on High Street, encouraging additional activity and foot traffic along the corridor. The corridor's character could be enhanced by preserving existing historic structures while allowing for infill development that could be scaled to complement existing buildings. Additional streetscape amenities, such as wide sidewalks, minimal building setbacks, and improved landscaping could further improve the pedestrian experience

SITE 1 MAP



SITE 1 EXISTING CONDITIONS



and encourage walkability along the corridor. A centrally located green space or other community gathering area could contribute to the area's prominent role in the community. Lower heights along the northern edge of the corridor would provide a sensitive transition to adjacent single family residential neighborhoods.

KEY CONSIDERATIONS / QUESTIONS

- Future uses could support the City Council's strategic goal to "Place an Emphasis on Economic Development with a Focus on Historic High Street to Enhance a Destination and Sense of Community"
- Opportunity to spotlight and enhance the City's unique character and history, while supporting a vibrant pedestrian-oriented district
- Unique opportunity to leverage the regional rail station for transit-oriented development
- Sensitive transitions to adjacent low-scale neighborhoods should be considered

CONCEPTUAL IMAGES: MIXED USE MEDIUM

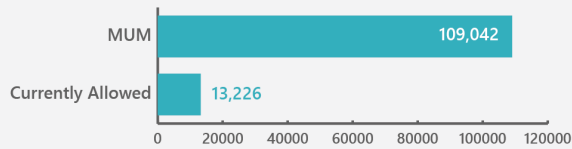


ENVIRONMENTAL CONSIDERATIONS

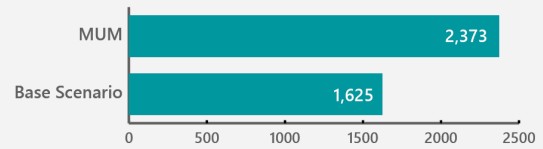
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	☑	
Wildland Urban Interface		☒
Earthquake-Induced Landslide Zone		☒
Liquefaction Zone	☑	
100-Year Flood Zone		☒
Regional Wildlife Corridor		☒

IMPLICATIONS OF PLAN ALTERNATIVES

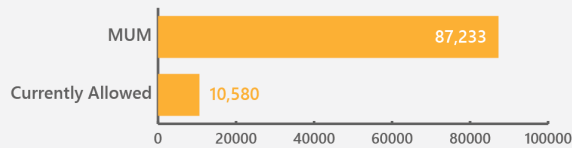
WATER (gallons per day)



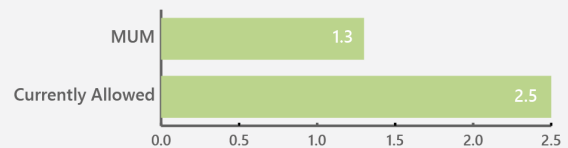
VEHICLE TRIPS (origins and destinations, per day)



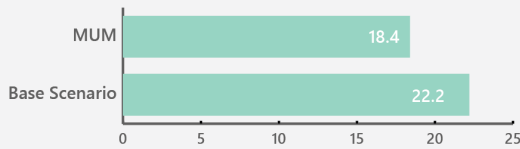
SEWER (gallons per day)



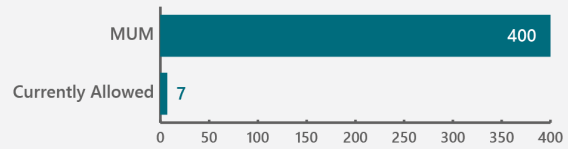
GREENHOUSE GAS EFFICIENCY (trips per service population)



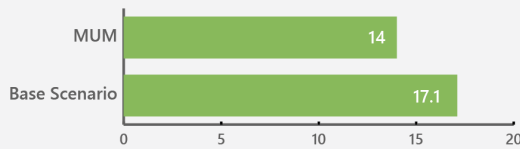
HOME-BASED VMT (per capita, per day)



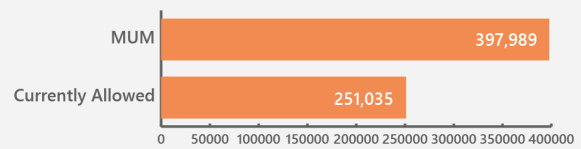
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 2: MOORPARK AVENUE CORRIDOR

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: SP-D, 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. 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. The Birkenshaw house and orchard, near the intersection of Moorpark Ave and 3rd Street, is a reminder of the City’s agricultural roots, and provides a transition from the Los Angeles Avenue commercial district to the low-scale mix of uses along the corridor and to adjacent residential communities.

EXISTING SPECIFIC PLAN OBJECTIVES AND POLICIES:

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 corridor, and General Commercial on the northeastern area of the corridor.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

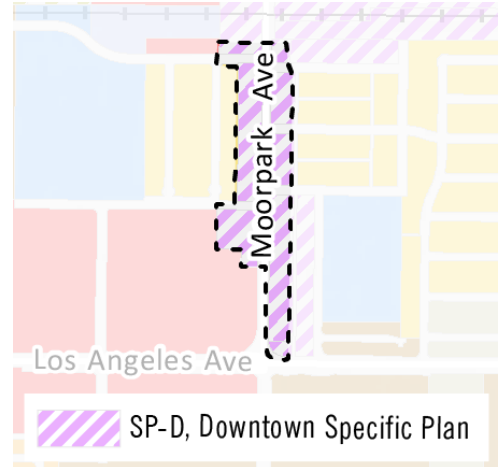
MIXED USE LOW (MUL)

The Mixed Use Low designation would reinforce the existing horizontal mix of commercial and residential uses. This designation allows for restaurants, retail, or services, while accommodating lower density residential uses. Appropriate transitions to the adjoining residential neighborhoods should be considered. This corridor could improve pedestrian connectivity between the nodes of activity that currently exist along High Street and Los Angeles Avenue. Pedestrian-oriented enhancements such as improved landscaping and wider sidewalks could make the corridor more walkable and increase foot traffic. This designation could also allow for the adaptive reuse of the Birkenshaw House and Orchard into an events space that celebrates the City’s agricultural history.

KEY CONSIDERATIONS / QUESTIONS

- Key connective corridor between Los Angeles Avenue and High Street, and opportunity to enhance pedestrian infrastructure
- Recommended land use would reinforce existing mix of uses

SITE 2 MAP



SITE 2 EXISTING CONDITIONS



- New uses should be sensitive to current scale of corridor and neighboring residential areas

CONCEPTUAL IMAGES: MIXED USE LOW

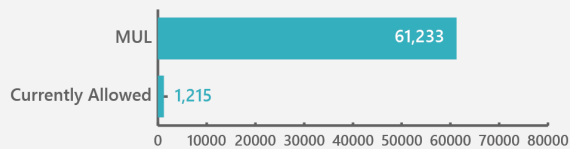


ENVIRONMENTAL CONSIDERATIONS

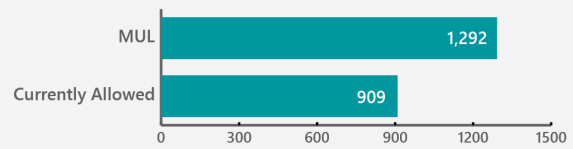
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	✓	
Wildland Urban Interface		✗
Earthquake-Induced Landslide Zone		✗
Liquefaction Zone	✓	
100-Year Flood Zone		✗
Regional Wildlife Corridor		✗

IMPLICATIONS OF PLAN ALTERNATIVES

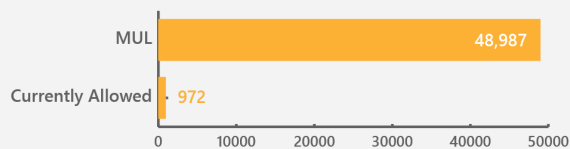
WATER (gallons per day)



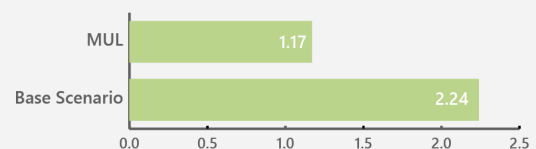
VEHICLE TRIPS (origins and destinations, per day)



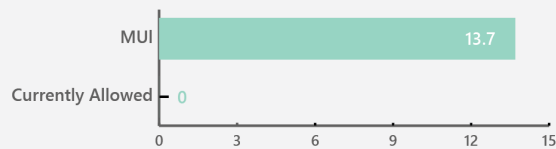
SEWER (gallons per day)



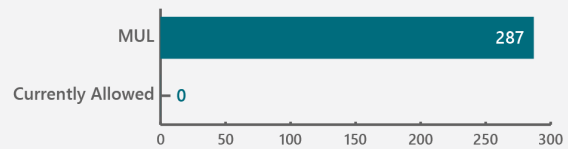
GREENHOUSE GAS EFFICIENCY (trips per service population)



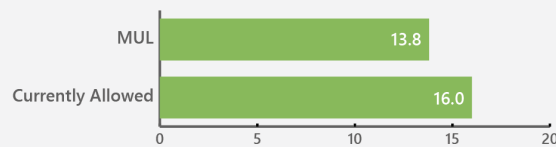
HOME-BASED VMT (per capita, per day)



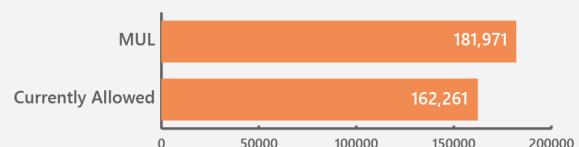
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)

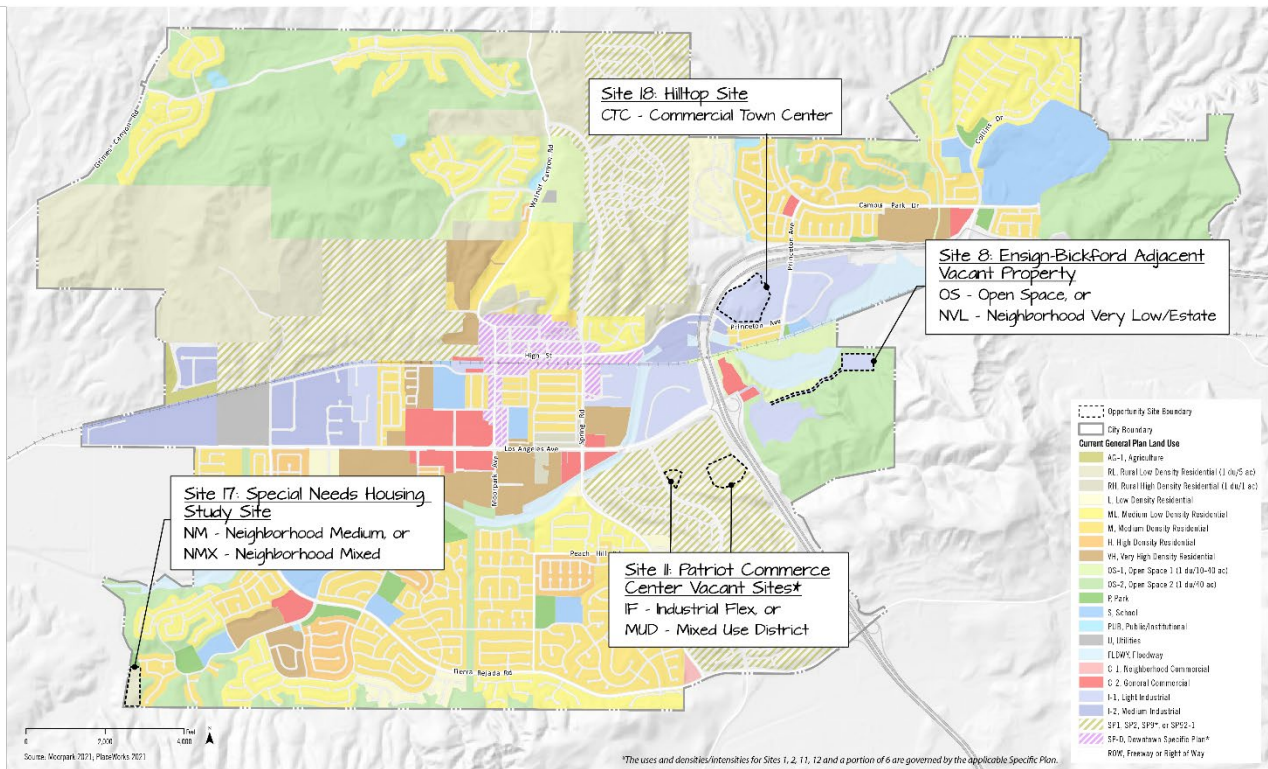


4.5 VACANT SITES

The Opportunity Sites included in this category are vacant sites within a variety of contexts, including undeveloped pads adjacent to existing business districts and unbuilt areas adjacent to open spaces and residential districts. Where sites are located within existing Specific Plan areas, the underlying specific plan would likely need to be updated to support new uses. These sites share some common characteristics and considerations, as summarized below.

KEY CONSIDERATIONS

- Potential for redevelopment may be limited by adjacent uses, lease agreements, accessibility, and environmental constraints



SITE 8: ENSIGN-BICKFORD ADJACENT VACANT PROPERTY

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: I-1, 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.

DESCRIPTION OF PROPOSED LAND USE OPTION(S)

OPTION 1: NEIGHBORHOOD VERY LOW RESIDENTIAL/ESTATE (NVL)

The Neighborhood Very Low Residential/Estate designation allows for low density housing development on large lots and estate-type units in planned residential subdivisions. Planned development could conform to the natural topography in this area, and could retain some open spaces while integrating trails and natural areas. New housing could be clustered together to maximize open space on this site. Any housing development that occurs within the site will need to be sensitive to the Santa Monica-Sierra Madre Wildlife Corridor.

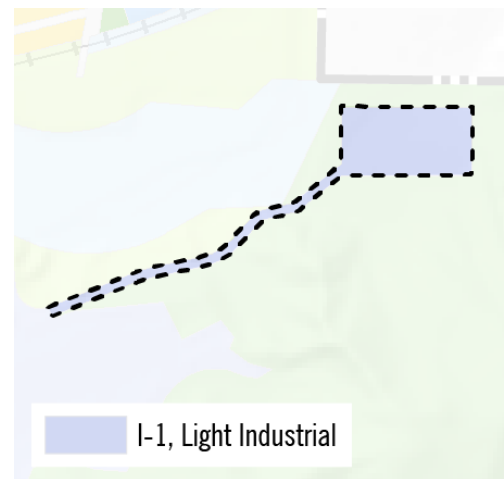
OPTION 2: OPEN SPACE (OS)

The Open Space designation would allow for the preservation of open space and natural resources in this area, including the Santa Monica-Sierra Madre Wildlife Corridor. The addition of a nature observation area or trails with educational markers could allow for passive recreation on this site. The ability to redesignate privately owned land for open space use would likely require acquisition of this site by the City, or an easement.

KEY CONSIDERATIONS / QUESTIONS

- A maximum of 21 homes could be built within the site based on the proposed maximum density for the Neighborhood Very Low Residential/Estate (NVL) designation.
- Because this land is privately owned, redesignation for open space use would likely require acquisition by the City, or an easement.
- Any development projects may require actions to mitigate impacts to the Santa Monica-Sierra Madre Connection regional wildlife corridor.

SITE 8 MAP



SITE 8 EXISTING CONDITIONS



CONCEPTUAL IMAGES: NEIGHBORHOOD VERY LOW



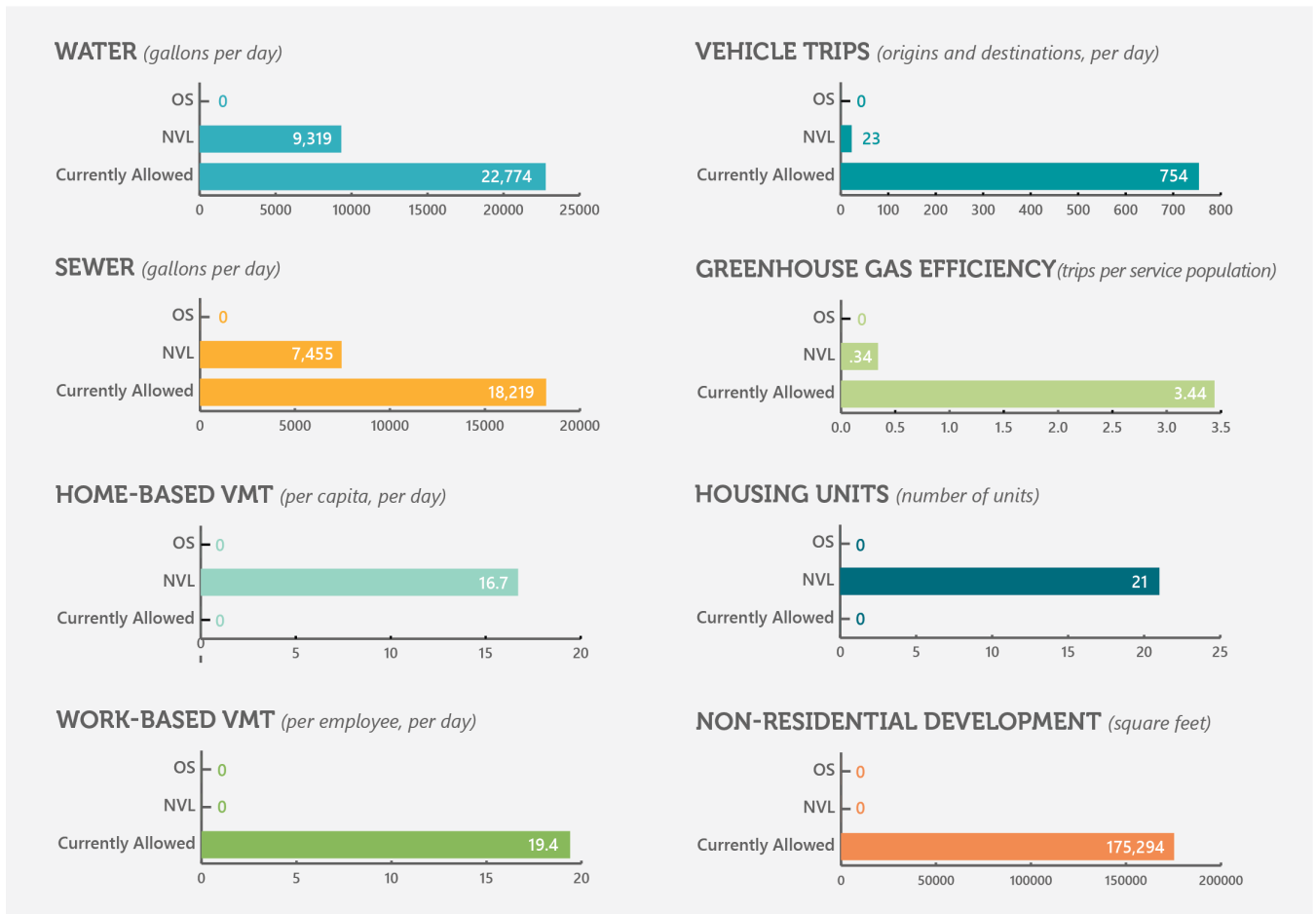
CONCEPTUAL IMAGES: OPEN SPACE



ENVIRONMENTAL CONSIDERATIONS

HAZARD	YES	NO
Very High Fire Hazard Severity Zone	☑	
Wildland Urban Interface		☒
Earthquake-Induced Landslide Zone	☑	
Liquefaction Zone	☑	
100-Year Flood Zone		☒
Regional Wildlife Corridor	☑	

IMPLICATIONS OF PLAN ALTERNATIVES



SITE 11: PATRIOT COMMERCE CENTER VACANT PROPERTIES

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: SP-9, Carlsberg Specific Plan

EXISTING 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.

EXISTING SPECIFIC PLAN OBJECTIVES AND POLICIES: The sites are designated as Business Park in the Carlsberg Specific Plan, accommodating a diversity of commercial uses.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: MIXED USE DISTRICT (MUD)

The Mixed Use District designation would allow for complementary commercial and residential uses in this high activity area, providing residents of new housing with easy access to amenities and jobs. Frontages along Patriot Drive and Miller Parkway could be improved by the siting and orientation of new buildings. Streetscape amenities such as wide sidewalks, lighting, and minimal building setbacks could create an environment that is more pedestrian-oriented and walkable. New pedestrian facilities within the site could integrate with the existing sidewalk network that connects surrounding commercial properties.

OPTION 2: INDUSTRIAL FLEX (IF)

This alternative is envisioned as an activity center, building upon the commercial uses adjacent to the site that includes anchor retail and office uses. The Industrial Flex designation would allow a broad mix of job-generating light industrial and supporting commercial uses, such as makerspaces, small business incubators or start-up spaces, a small or boutique hotel, offices, and ancillary commercial uses like gyms, coffee shops, and financial institutions. These supporting commercial uses could attract additional activity to this area and provide services for existing employees. The Industrial flex designation could also allow the site to attract experiential uses like live entertainment, wine tasting, and brew pubs. Streetscape improvements, like wider sidewalks and additional landscaping, could improve pedestrian connectivity between this area and the surrounding commercial uses.

KEY CONSIDERATIONS / QUESTIONS

- Accommodation of new uses may require update of the Carlsberg Specific Plan
- The Industrial Flex designation would allow for job-generating uses generally consistent with the surrounding area as well as ancillary commercial and entertainment uses

SITE 11 MAP



SITE 11 EXISTING CONDITIONS



- Infill housing at this location could provide more opportunities for residents to access amenities and jobs on foot and enhance commercial activity

CONCEPTUAL IMAGES: MIXED USE DISTRICT



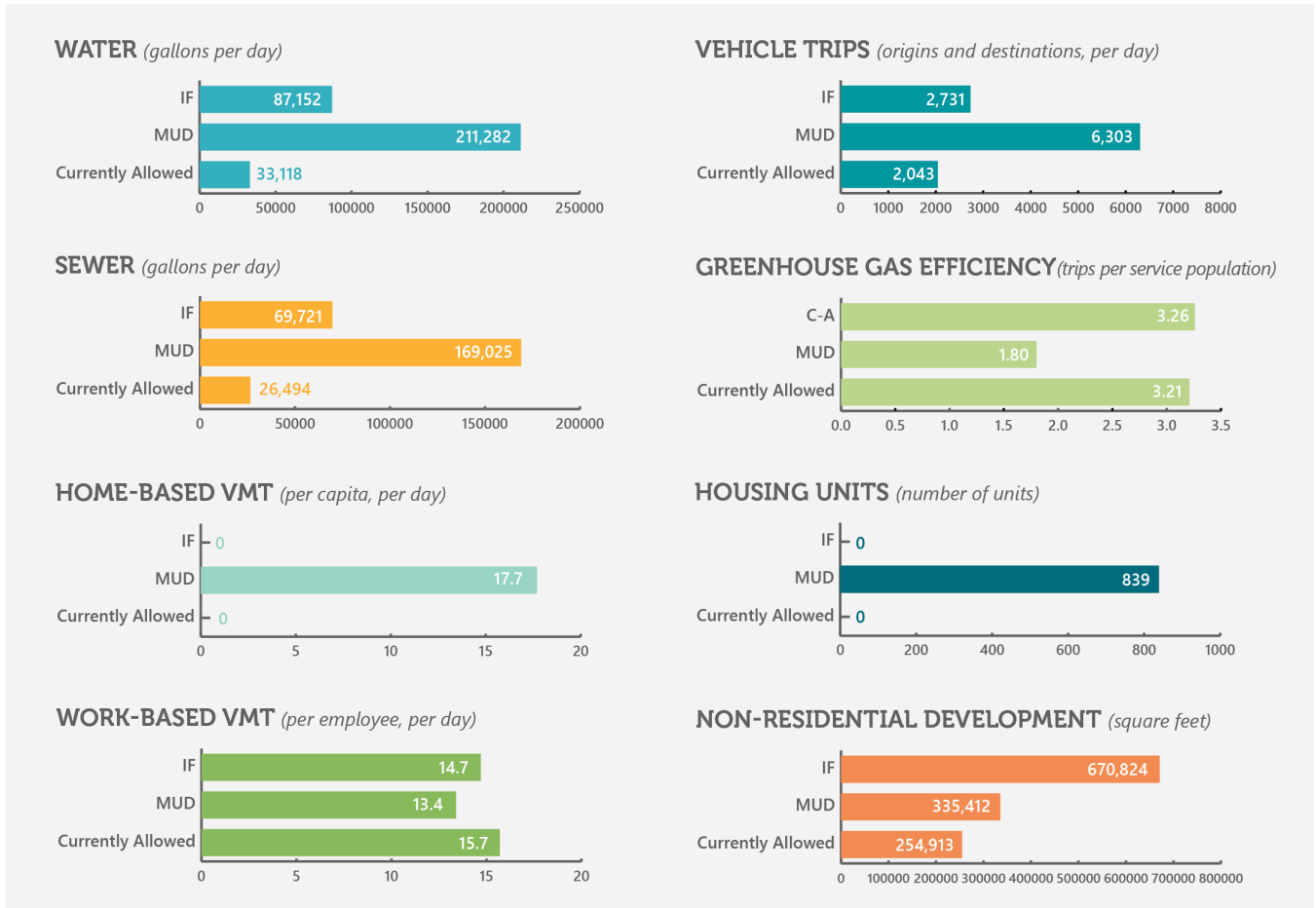
CONCEPTUAL IMAGES: INDUSTRIAL FLEX



ENVIRONMENTAL CONSIDERATIONS

HAZARD	YES	NO
Very High Fire Hazard Severity Zone		
Wildland Urban Interface		
Earthquake-Induced Landslide Zone		
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES



SITE 17: SPECIAL NEEDS HOUSING STUDY SITE

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

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

EXISTING USE: The site of approximately 8 acres is currently occupied by low density single-family homes set in rolling hills just north of the rugged terrain that separates Moorpark from the Santa Rosa Valley. It is located west of the Mountain Meadows subdivision and east of the Home Acres neighborhood of single-family homes on large lots, which is located in unincorporated Los Angeles County. The site is only accessible by vehicle via a private drive.

A comment submitted by the public via the Land Use concepts mapping activity associated with the workshop hosted on May 27, 2021, suggested that this location at the southwest corner of the City be considered for residential use as senior or affordable housing.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

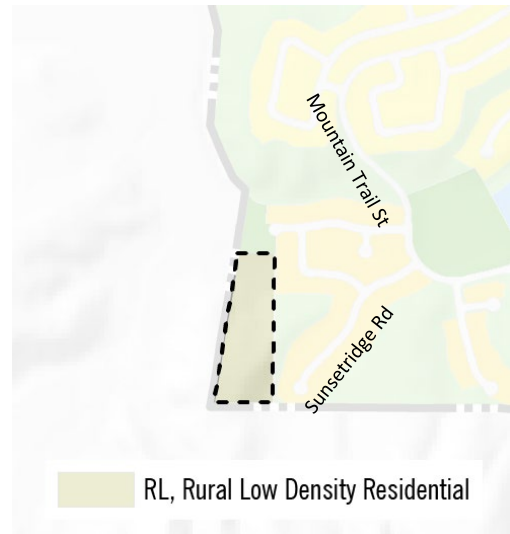
OPTION 1: NEIGHBORHOOD MIXED DENSITY (NMX)

At its meeting on September 2, 2021, the GPAC confirmed a recommendation for allowing senior or affordable housing at this site, with a suggestion of a Neighborhood Mixed designation. This designation provides for a mix of housing types within a large planned development area, with recreational amenities, community meeting rooms, and/or small neighborhood-serving retail, and extensive open spaces and trail systems. This designation could allow single-family homes, small lot housing, townhomes, rowhouses, courtyard housing, and multi-family buildings of up to 3 stories in height, along with associated recreational amenities and public facilities such as parks and schools.

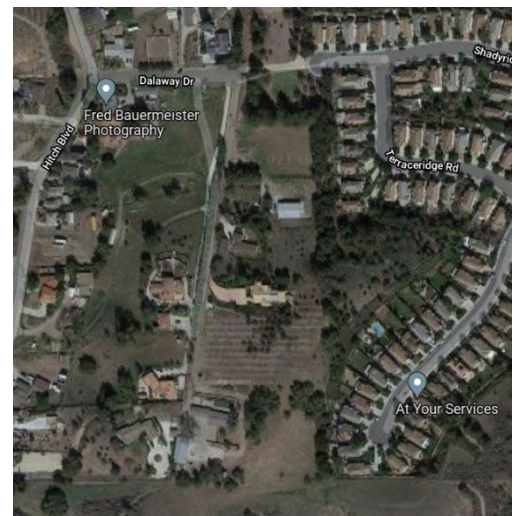
OPTION 2: NEIGHBORHOOD MEDIUM (NM)

An alternative designation that allows for multi-family densities that could support senior or affordable housing is Neighborhood Medium. This designation allows for a mix of lower-scaled attached multi-family homes, referred to as "missing middle" housing types. Small lot single-family, townhomes, rowhouses, duplexes, triplexes, fourplexes, courtyard housing, and walk-up multi-family buildings of 2 stories in heights are also allowed in this category.

SITE 17 MAP



SITE 17 EXISTING CONDITIONS



KEY CONSIDERATIONS / QUESTIONS

- Future use would likely need to accommodate at least as much housing as is allowed today (2)
- The site is removed from services and access is limited via a private road
- Ability to provide senior or affordable housing would likely require maximum densities high enough to support multi-family housing types

CONCEPTUAL IMAGES: NEIGHBORHOOD MEDIUM



CONCEPTUAL IMAGES: NEIGHBORHOOD MIXED DENSITY

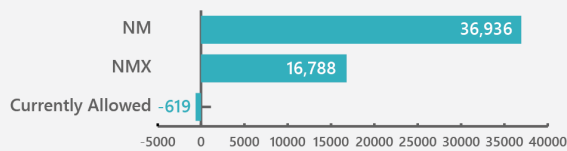


ENVIRONMENTAL CONSIDERATIONS

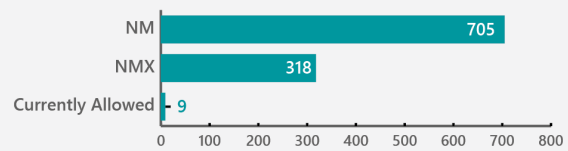
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	☑	
Wildland Urban Interface		☒
Earthquake-Induced Landslide Zone	☑	
Liquefaction Zone	☑	
100-Year Flood Zone		☒
Regional Wildlife Corridor		☒

IMPLICATIONS OF PLAN ALTERNATIVES

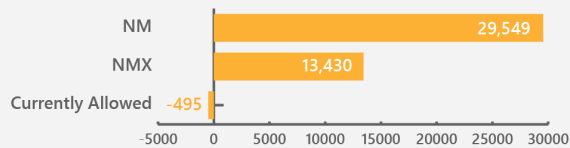
WATER (gallons per day)



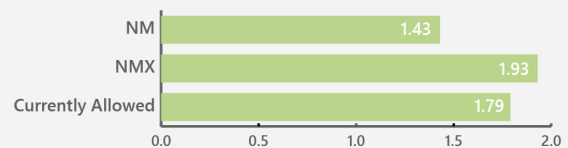
VEHICLE TRIPS (origins and destinations, per day)



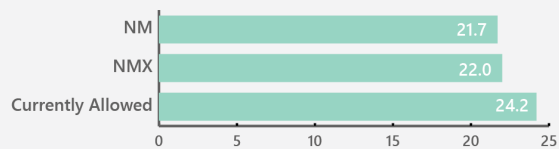
SEWER (gallons per day)



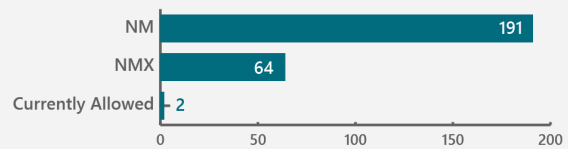
GREENHOUSE GAS EFFICIENCY (trips per service population)



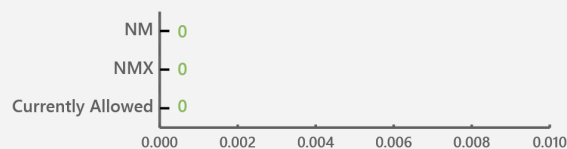
HOME-BASED VMT (per capita, per day)



HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 18: HILLTOP SITE

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: I-1, Light Industrial (0.38 FAR)

EXISTING USE: This site is located on a graded pad atop a hill west of Princeton Ave and south of SR-118. It is designated for light industrial uses in the current General Plan. Development may be constrained by the topography and access limitations. Adjacent properties include two large industrial parks with large footprint concrete tilt-up buildings, surface parking lots, and extensive landscaping along the Princeton Ave frontage.

DESCRIPTION OF PROPOSED LAND USE OPTION

COMMERCIAL TOWN CENTER (CTC)

On July 15, 2020, the City Council approved a resolution requiring a General Plan Land Use Map Amendment, Development Agreement and Zone Change to facilitate commercial development of the highly visible and prominent project site. The Commercial Town Center designation applies to properties developed for multiple commercial and/or office buildings oriented to street frontages and internal plazas and public spaces to promote walkability within the site and patronage of multiple businesses. Types of uses allowed in this category include retail, restaurants, movie theaters, offices, hotels, recreation, and other “experiential” establishments, and amenities for children.

KEY CONSIDERATIONS / QUESTIONS

- Project site is prominent and highly visible from SR-118
- Access to the site may be constrained by topography
- The Commercial Town Center designation aligns with the City Council goals for the site and would allow for a variety of commercial uses, including destination retail and hotel and conference facilities
- Is a residential component desired to support the commercial uses?

SITE 18 MAP



SITE 18 EXISTING CONDITIONS



CONCEPTUAL IMAGES: COMMERCIAL TOWN CENTER

The concept illustration below shows the potential siting and orientation of new buildings and open spaces.

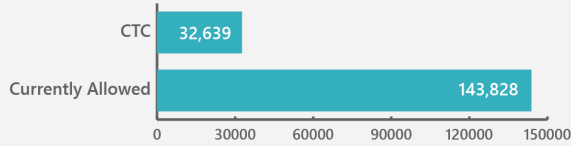


ENVIRONMENTAL CONSIDERATIONS

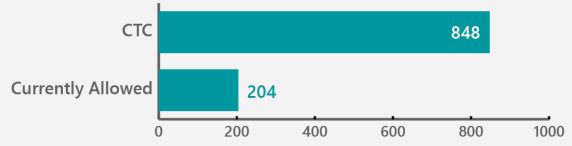
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	✓	
Wildland Urban Interface		✗
Earthquake-Induced Landslide Zone		✗
Liquefaction Zone	✓	
100-Year Flood Zone		✗
Regional Wildlife Corridor	✓	

IMPLICATIONS OF PLAN ALTERNATIVES

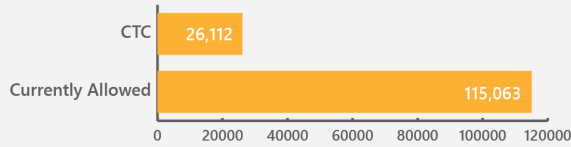
WATER (gallons per day)



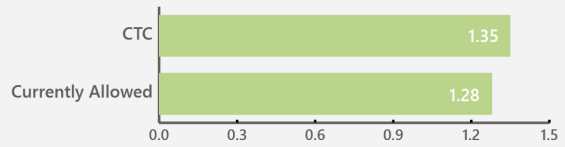
VEHICLE TRIPS (origins and destinations, per day)



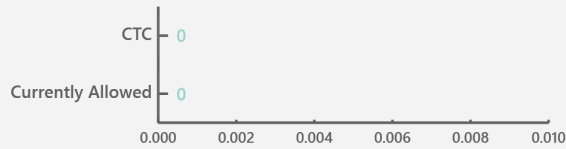
SEWER (gallons per day)



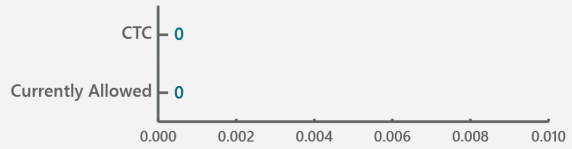
GREENHOUSE GAS EFFICIENCY (trips per service population)



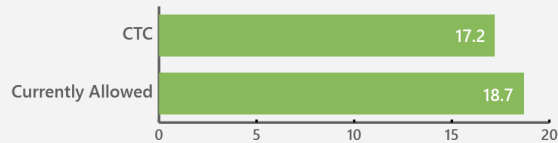
HOME-BASED VMT (per capita, per day)



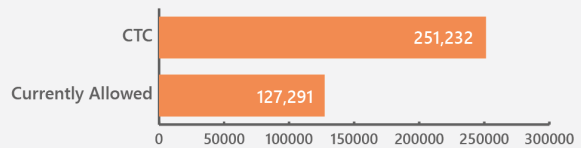
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)

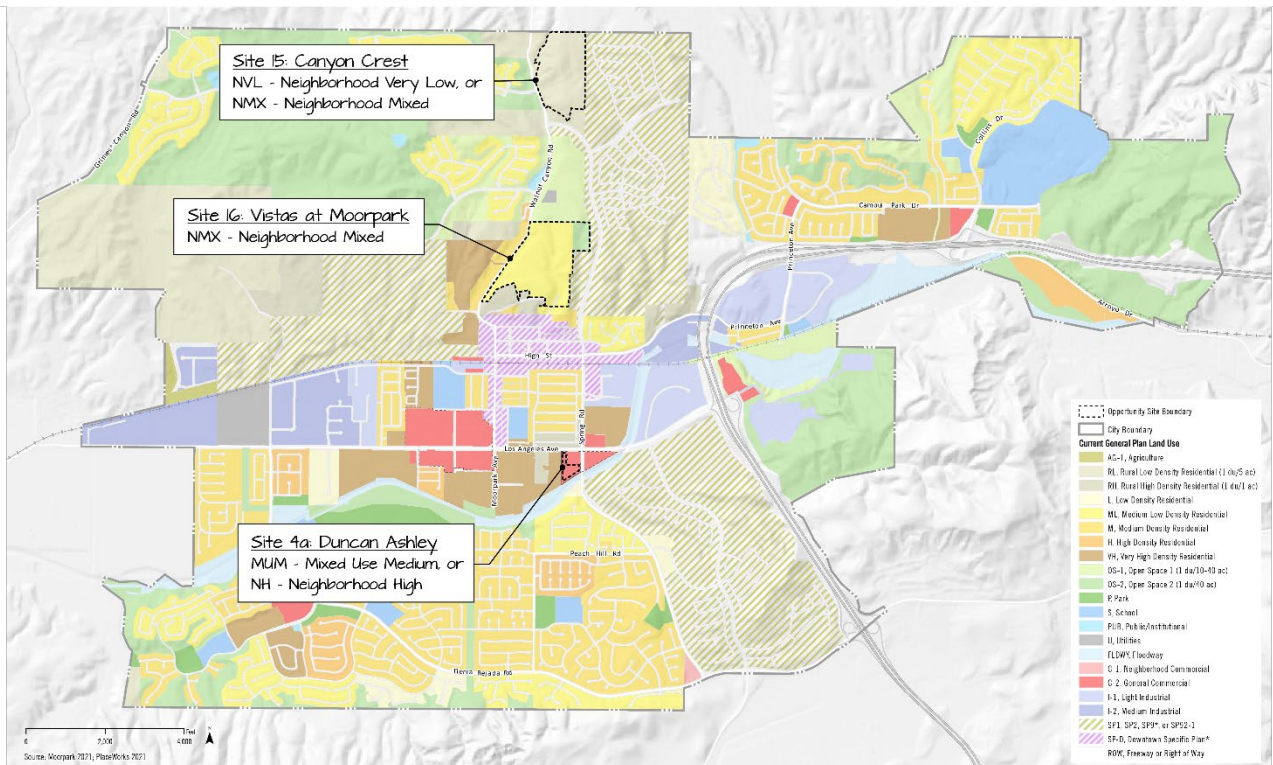


4.6 APPROVED HOUSING PROJECT SITES

These Opportunity Sites include three stalled housing projects identified by the City Council for consideration. Each site has been entitled for a residential development project with an associated development agreement but has been unable to move into construction for a lengthy period of time. The GPAC has recommended alternative residential categories for each site that could allow for a higher quantity and greater variety of housing types. These sites share some common characteristics and considerations, as summarized below.

KEY CONSIDERATIONS

- The City is precluded from limiting future residential uses of each site below what is currently allowed, unless an equal or greater quantity of residential development were to be allowed concurrently elsewhere in the city.
- Environmental and topographic constraints may limit development potential for each site



SITE 4A: DUNCAN ASHLEY

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: C-2, General Commercial (0.25 FAR)

PROPOSED USE: The approved Duncan Ashley 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.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: MIXED USE MEDIUM (MUM)

The Mixed Use Medium designation would allow a horizontal or vertical mix of commercial and residential uses, which could potentially be integrated with uses on the adjacent property (site 4b). Proximity to the Arroyo Simi offers the possibility for connection to future recreation opportunities. Minimal building setbacks from internal streets, wide sidewalks, and other streetscape enhancements could aid in creating a pedestrian-friendly environment.

OPTION 2: NEIGHBORHOOD RESIDENTIAL HIGH (NH)

The Neighborhood Residential High designation would accommodate multi-family residential uses. This designation would allow a mix of attached multi-family housing options, including townhomes, rowhouses, courtyard housing, and other multi-family housing types, within walking distance of commercial centers along Los Angeles Avenue. Buildings could be sited and oriented to take advantage of a potential future Arroyo Simi open space or recreational amenity.

KEY CONSIDERATIONS / QUESTIONS

- Would likely need to accommodate at least as much housing as has been approved for the site (95 units)
- Opportunity to orient uses towards a future Arroyo Simi open space or recreational amenity

SITE 4A MAP



SITE 4A EXISTING CONDITIONS



CONCEPTUAL IMAGES: MIXED USE MEDIUM



CONCEPTUAL IMAGES: NEIGHBORHOOD HIGH

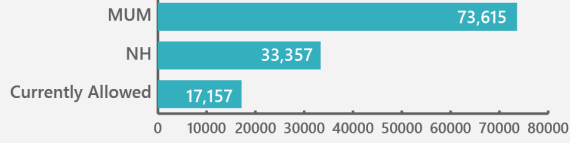


ENVIRONMENTAL CONSIDERATIONS

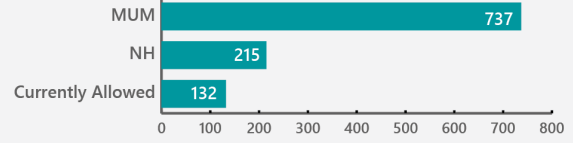
HAZARD	YES	NO
Very High Fire Hazard Severity Zone		
Wildland Urban Interface		
Earthquake-Induced Landslide Zone		
Liquefaction Zone		
100-Year Flood Zone		
Regional Wildlife Corridor		

IMPLICATIONS OF PLAN ALTERNATIVES

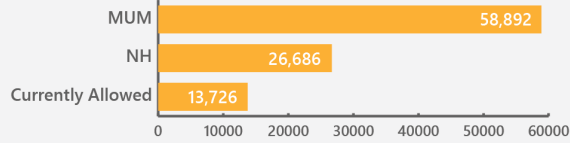
WATER (gallons per day)



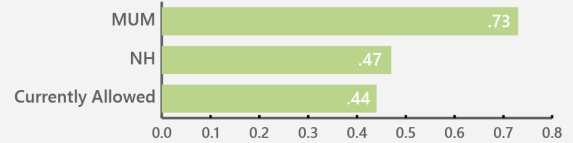
VEHICLE TRIPS (origins and destinations, per day)



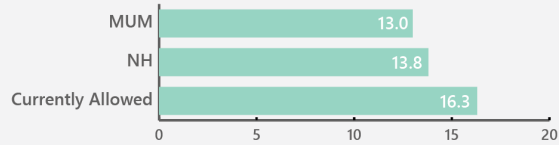
SEWER (gallons per day)



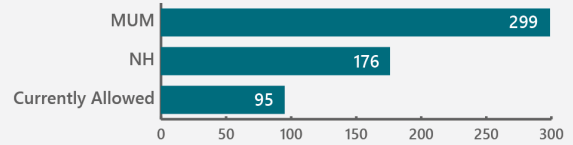
GREENHOUSE GAS EFFICIENCY (trips per service population)



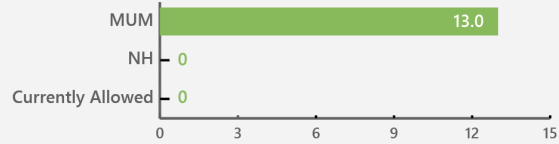
HOME-BASED VMT (per capita, per day)



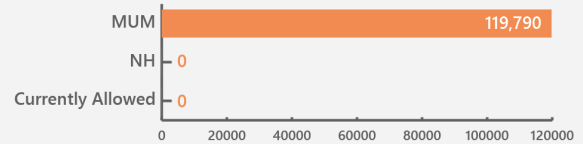
HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 15: CANYON CREST

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: RL, 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.

DESCRIPTION OF PROPOSED LAND USE OPTIONS

OPTION 1: NEIGHBORHOOD VERY LOW RESIDENTIAL/ESTATE (NVL)

The Neighborhood Very Low Residential/Estate designation allows for low density housing development on large lots and estate-type units in planned residential subdivisions. Planned development could conform to the natural topography in this area, and could integrate parks, trails and natural areas.

OPTION 2: NEIGHBORHOOD MIXED (NMX)

This designation would allow for a mix of housing types within a large planned development, including single-family homes, townhomes, rowhouses, and duplexes, triplexes, or fourplexes. Active or passive recreation and open space could also be integrated into the site, and public amenities such as community meeting rooms, small neighborhood-serving retail, schools, libraries, and parks are also allowed under this designation. The distribution of housing on this site could be designed to reflect the natural setting and topography.

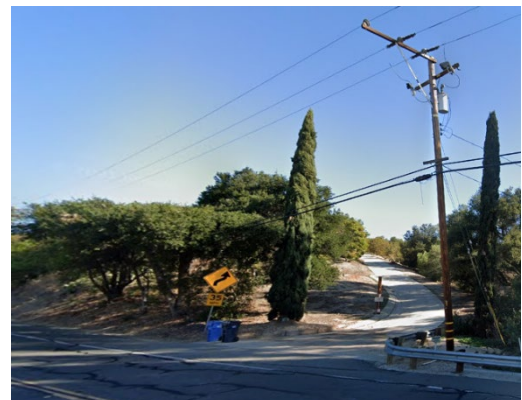
KEY CONSIDERATIONS / QUESTIONS

- Future use would likely need to accommodate at least as much housing as has been approved for the site (21 units)

SITE 15 MAP



SITE 15 EXISTING CONDITIONS



- The Neighborhood Very Low Residential/Estate designation would only allow for large lot and estate type of single-family homes.
- The Neighborhood Mixed designation would allow for a larger mix of housing types and potentially a larger range of prices.

CONCEPTUAL IMAGES: NEIGHBORHOOD VERY LOW



CONCEPTUAL IMAGES: NEIGHBORHOOD MIXED

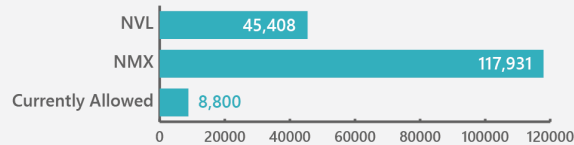


ENVIRONMENTAL CONSIDERATIONS

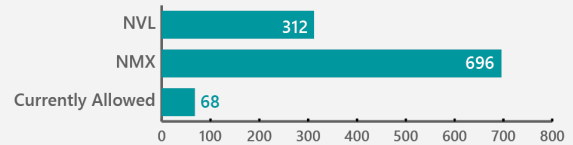
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	✓	
Wildland Urban Interface	✓	
Earthquake-Induced Landslide Zone	✓	
Liquefaction Zone		✗
100-Year Flood Zone		✗
Regional Wildlife Corridor		✗

IMPLICATIONS OF PLAN ALTERNATIVES

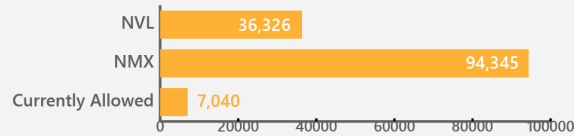
WATER (gallons per day)



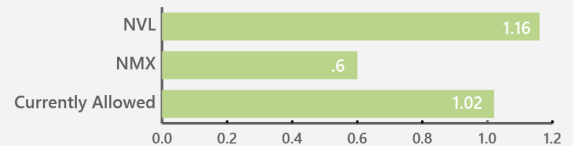
VEHICLE TRIPS (origins and destinations, per day)



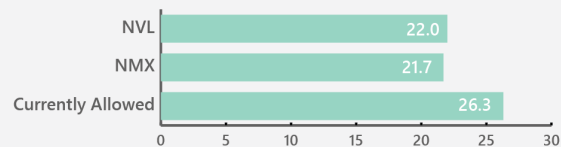
SEWER (gallons per day)



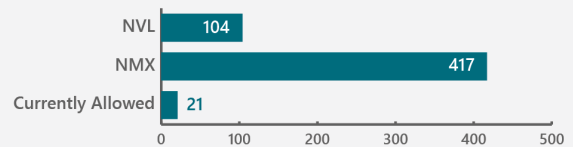
GREENHOUSE GAS EFFICIENCY (trips per service population)



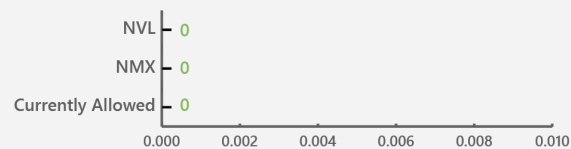
HOME-BASED VMT (per capita, per day)



HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)



SITE 16: VISTAS AT MOORPARK

DESCRIPTION OF EXISTING USES, DESIGNATIONS, AND CHARACTER

GENERAL PLAN LAND USE: ML, Medium Low Density Residential (2.0 dwelling units per acre maximum); P, 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 northeastern 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.

DESCRIPTION OF PROPOSED LAND USE OPTION

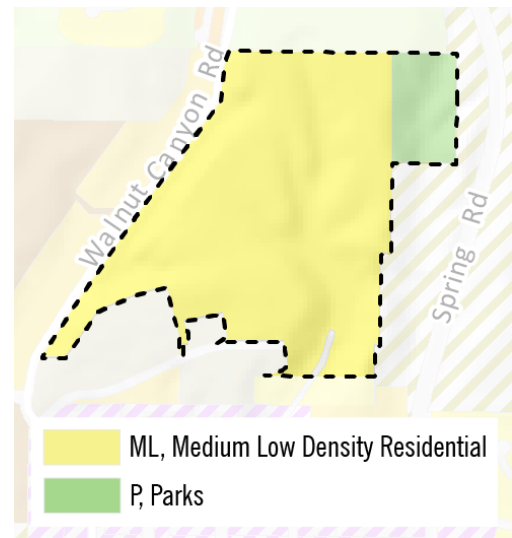
NEIGHBORHOOD MIXED (NMX)

This designation would allow for a mix of housing types within a large planned development area, including single-family homes, townhomes, and multi-family buildings up to three stories, among other housing types, as well as active or passive recreation and open space, and public amenities such as schools, libraries, and parks. Development on this site could be designed to reflect the site's topography and natural setting. To maximize proximity to the High Street Corridor, the highest density housing types could be positioned at the southern end of the site.

KEY CONSIDERATIONS / QUESTIONS

- Future use would likely need to accommodate at least as much housing as has been approved for the site (110 units).
- The Neighborhood Mixed designation would allow for a greater mix of housing types than is allowed today.

SITE 16 MAP



SITE 16 EXISTING CONDITIONS



CONCEPTUAL IMAGES: NEIGHBORHOOD MIXED

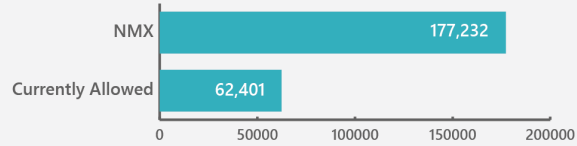


ENVIRONMENTAL CONSIDERATIONS

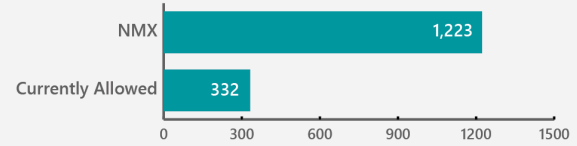
HAZARD	YES	NO
Very High Fire Hazard Severity Zone	✓	
Wildland Urban Interface	✓	
Earthquake-Induced Landslide Zone	✓	
Liquefaction Zone	✓	
100-Year Flood Zone		✗
Regional Wildlife Corridor		✗

IMPLICATIONS OF PLAN ALTERNATIVES

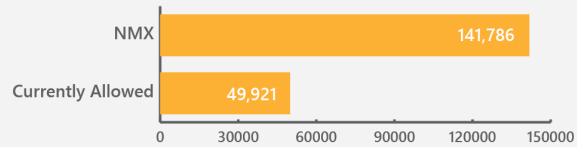
WATER (gallons per day)



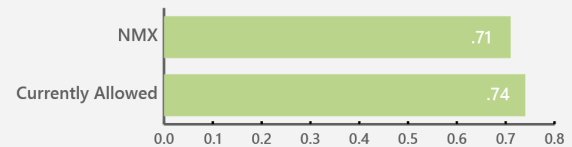
VEHICLE TRIPS (origins and destinations, per day)



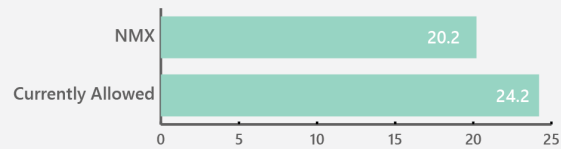
SEWER (gallons per day)



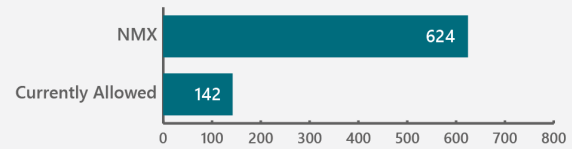
GREENHOUSE GAS EFFICIENCY (trips per service population)



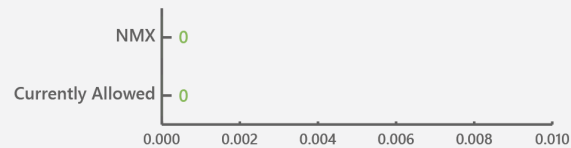
HOME-BASED VMT (per capita, per day)



HOUSING UNITS (number of units)



WORK-BASED VMT (per employee, per day)



NON-RESIDENTIAL DEVELOPMENT (square feet)

