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AGENDA  
OXNARD CITY COUNCIL  
Council Chambers, 305 West Third Street  
January 31, 2017  
**Special Meeting - 5:00 PM**

A. ROLL CALL/POSTING OF AGENDA

B. OPENING CEREMONIES

Pledge of allegiance to the flag of the United States

C. REPORTS

Economic Development Department

1. SUBJECT: Downtown Capital Improvement Projects (10/20/10)

RECOMMENDATION: That City Council:

1) receive a report on the implementation and programming of the \$6.15 million Settlement Funds to benefit the downtown; and

2) provide direction to City Staff pertaining to the proposed allocation of funds and area to begin the reinvestment in downtown Oxnard; and

3) approve a total budget of \$1,455,000 for Downtown Revitalization and Downtown Capital Improvement Projects. As each project is proposed and the identified funding is fully committed, staff will return to Council for each project's full consideration and approval.

4) Prioritize each Capital Improvement Project through a ranking system survey, and receive and review results to establish priorities.

Legislative Body: CC

Contact: Kymberly Horner

Phone: 385-7407

D. PUBLIC COMMENTS ON REPORTS

At this time, a person may address the legislative body only on matters appearing on the reports. The presiding officer shall permit a person to address the legislative body after the staff presentation on the report and before the consideration of the report by the legislative body. The presiding officer shall limit public comments to three minutes.

E. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

City of Oxnard internet address: [www.oxnard.org](http://www.oxnard.org).



**CITY COUNCIL  
AGENDA REPORT**

**TYPE OF ITEM: Report**  
**AGENDA ITEM NO.: 1**

**DATE:** January 31, 2017

**TO:** City Council

**THROUGH:** Greg Nyhoff  
City Manager

**FROM:** Kymberly Horner  
Economic Development Direct

**SUBJECT:** Downtown Capital Improvement Projects (10/20/10)

**CONTACT:** Kymberly Horner, Economic Development Director  
Kymberly.Horner@oxnard.org, 385-7407

**RECOMMENDATION:**

That City Council:

- 1) receive a report on the implementation and programming of the \$6.15 million Settlement Funds to benefit the downtown; and
- 2) provide direction to City Staff pertaining to the proposed allocation of funds and area to begin the reinvestment in downtown Oxnard; and
- 3) approve a total budget of \$1,455,000 for Downtown Revitalization and Downtown Capital Improvement Projects. As each project is proposed and the identified funding is fully committed, staff will return to Council for each project's full consideration and approval.
- 4) Prioritize each Capital Improvement Project through a ranking system survey, and receive and review results to establish priorities.

**BACKGROUND**

After a long-standing dispute regarding the disposition of funds earmarked for Downtown Revitalization, a settlement agreement was reached and finalized in April 2015, between the City and developers of Centennial Plaza. The settlement involves the distribution of funds derived from the development of a new RiverPark theater complex at The Collection. Settlement funds are intended to offset the potential impact that the new theater complex at the Collection might have on Plaza Cinemas and the adjoining Centennial Plaza in Downtown Oxnard.

Under the settlement agreement, \$150,000 is expressly earmarked for improvements to Plaza Cinemas while \$6.15 million is earmarked for Downtown Revitalization. The settlement funds were placed into a City account titled “Downtown Improvement Program,” and throughout this report, the settlement money will be referred to as Downtown Improvement Program Settlement Funds (“DIPSF”). In January of 2016, Congress for New Urbanism (“CNU”) was commissioned by the City to revisit and integrate earlier Downtown planning and policy documents into an overarching “vision” for Downtown. The assignment called for promoting the principles of walkable communities, economic vibrancy, vertical mixed use and land use intensification. The planning effort involved Downtown community groups, property owners, business owners, residents and other Stakeholders. The event was highlighted by a week-long design charrette, walking tour, individual interviews with participants and City staff and overall input from the community. The results are expressed in a “Downtown Vision Plan” (“DVP”) that was presented to City Council on October 18, 2016. The purpose of the design charrette was to help articulate an overarching vision for Downtown and to provide guidance for allocating a portion of the DIPSF.

On December 19, 2016, City Staff presented the “Three-Year Implementation Plan.” The Three-Year Implementation Plan recommends that some of the DIPSF be initially invested in the Central Business District (“CBD”) Area. The CBD is also commonly referred to as Downtown’s Core Area. The City Council can increase or decrease boundaries as needed; however, staff is recommending that initially some of the funds be programmed in a concentrated area which includes the Downtown’s Core Area that will produce the most immediate and intensive impact to the City’s Downtown. The Implementation Plan recommends a phased approach to the public reinvestment of the DIPSF, beginning in the Downtown Core Area (Attachment 1 Downtown Core Area Map).

There are three main components to the Implementation Plan: (i) Regulatory Retooling (Land Use and Design Review, Parking Management), (ii) Public Reinvestment (Capital Improvements, Business Inducement Programs, Arts Hub, and Property Disposition), and (iii) Program Administration (Project Management, Regulatory Documents, Tourism, Public Infrastructure, Stakeholder Involvement, Special Events, City Council Follow-up, and Homelessness Strategies). The Regulatory Retooling and Public Reinvestment components of the Implementation Plan present a phased implementation strategy, whereas Program Administration is ongoing.

Phase 1 will consist of implementing public improvements, consistent with the Downtown Vision Plan (2016) and the Downtown Strategic Plan (2005). The purpose of this report is to address the needs of Phase 1 Capital Improvement Projects (“CIP”). The report will also refer to these projects as Downtown Improvement Projects. Phase 1 encompasses basic infrastructure essential for public health, safety and welfare.

Phase 1 Downtown Improvement Projects (“DIP”): The projects reflected in Attachment 2 are derived from feedback provided by stakeholder groups together with results of an on-line survey of Downtown businesses between August and September of this year: (i) installation of trash enclosures and refuse containers on the east side of Oxnard Boulevard; (ii) installation of lighting at Plaza Park and additional lighting throughout the Downtown to improve visibility, walkability and public safety; (iii) Downtown Façade Paint and Improvement Program; (iv) placement of

temporary and/or permanent restrooms to supplement existing public facilities; (v) Downtown Tree Trimming on Oxnard Boulevard; (vi) new Downtown Design Guideline; and (vii) a Downtown revolving loan program for funding to supply small businesses and entrepreneurs with gap financing.

Phase 2 consists of more robust capital reinvestment to compliment and reinforce land use strategies. Phase 2 will require more detailed planning, project prioritization and budget development through a budget driven process. Staff will return to City Council with a more detailed plan for consideration of Phase 2 “Catalytic Improvements.”

### ***Downtown Capital Projects Survey (Attachment 2)***

Based on the input received thus far, a consensus has emerged on projects of immediate need. Although a formal expenditure plan remains in the formative stages, staff believes it is important to evidence the City’s commitment to Downtown by funding initiatives of common accord. With the improvement in the State’s economy, ODID and other stakeholders believe it is time to revisit projects and programs that stalled out in the mid 2000’s due to the Great Recession and the ending of Redevelopment. The projects thus far identified, and for which an initial allocation of settlement funds and other funding sources are proposed, consist of the following:

#### **Surveyed Projects**

1. **Downtown Trash Enclosures.** Installation of trash enclosures and refuse containers at strategic locations on the east side of Oxnard Boulevard in consultation with the City’s Solid Waste Division. **(\$100,000)**
2. **Downtown Lighting.** Installation of lighting at strategic locations throughout the Downtown to improve visibility, walkability and public safety. **(\$50,000)**
3. **Façade Improvements.** Continuation of financial assistance for design and construction of facade improvements for commercial buildings to help revitalize and strengthen the economic base of the project area. **(\$200,000)**
4. **Public Restrooms.** Strategic placement of temporary/portable restrooms to supplement public facilities at the Library, Transportation Center, Service Center, City Hall and Heritage Square. **(\$400,000)**
5. **Downtown Tree Trimming Oxnard Blvd.** Consult with arborists concerning condition of trees on Oxnard Boulevard from Fourth Street to Eighth Street. **(\$25,000)**
6. **Downtown Design Guidelines.** Alignment and creation of Downtown guidelines to institute more flexible standards based on general principles embodied in DVP. This would include design guidelines, parklet designs, outdoor dining guidelines, and permit streamlining. **(\$30,000)**
7. **Revolving Loan Program.** Create revolving loan program for Downtown Businesses to assist small businesses and entrepreneurs with gap financing needed to start or expand their businesses. **(\$200,000)**

### **Additional Recommended Projects**

Although the following projects were not initially included as part of the Capital Improvement Survey, these projects are being recommended by Staff for the first phase of Downtown revitalization. The projects, programs and functions listed below are mostly called out in Phase 1 of the Implementation Plan under Regulatory Retooling or Public Reinvestment. Additionally, some have been recommended in the Downtown Vision Plan for implementation.

8. **Parking Management Plan.** Amend the Zoning Code to implement the recommendations of the 2009 Downtown Oxnard Mobility and Parking Management Plan. **(\$30,000)**
9. **Arts Hub.** Initiate creative place-making through the development of a collective vision and action plan that highlights the cultural and artistic capital of the Oxnard arts community, and fosters synergy between creative resources and downtown businesses. **(\$200,000)**
10. **“A” Street Enhanced Landscaping** - Provide enhanced landscaping **(\$20,000)**
11. **“A” Street Improvements** - Include angled parking, parkletts, outdoor dining standards and design prototype. **(\$30,000)**
12. **Project Manager** – Create a new position, Project Manager, in the Economic Development Department to oversee Downtown revitalization projects. **(\$100,000)**
13. **Tourism** - Coordinate with Oxnard Convention and Visitors Bureau the creation of making Downtown a themed destination area. **(\$20,000)**
14. **Land Use Policies** - Align General Plan policies and Zoning Code regulations to institute more flexible standards based on general principals embodied in the DVP **(\$50,000)**

If approved, most of the projects listed will require additional consideration and or approval by City Council. The initial support of these projects will aid in public/private reinvestment in Downtown. Based on feedback from local business owners, Stakeholders and other parties interested in the Downtown, it is their desire to improve the economy of Downtown through investing in capital projects, the arts, tourism and other cultural and social programs. Table 1, Attachment 3 lists each proposed project as as recommended by the Downtown Stakeholders. Table 1 provides a more detailed narrative of each proposed CIP and the anticipated cost to fund the individual projects or programs. Table 2, Attachment 3, provides an additional list of CIP projects and programs and their descriptions. Table 2 represents CIPs as recommended in the Downtown Vision Plan. These recommendations are also supported by City Staff.

### **PROPOSED CAPITAL IMPROVEMENT PROJECT RANKING SYSTEM**

At the December 19, 2016 City Council Meeting, the City Council requested City Staff to come back with an agenda item providing the City Council with an opportunity to rank the proposed capital improvement projects and programs. Tables 1 and 2 provide the additional description of each proposed project, the anticipated cost of the project and a ranking column, to address the City Council’s request. During the January 31, 2017, City Council Meeting, City Staff will ask the City Council to individually rank each capital project and program by priority (1-14).

Number 1 will represent the highest priority and Number 14 will represent the lowest priority. We are asking each numerical value to be used only once by each City Council member. The ranking will be taken and tallied and the results will be presented during the meeting. The City Council will provide direction to City Staff pertaining to the proposed capital projects and programs and establish the priorities.

If approved, Staff would begin putting these projects in place in the current fiscal year. The goal of implementing these projects, programs, functions and administrative duties is to foster and renew a sense of community with our Downtown businesses, property owners, residents, Stakeholders and visitors and to attract new customers, investors, businesses, activities and residents to the Downtown District.

### **STRATEGIC PRIORITY**

This agenda item supports the Economic Development strategy. The purpose of the Economic Development strategy is to develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character. This item supports the following goals and objectives:

- Revitalize Oxnard's downtown and pursue economic development opportunities
- Develop a vision and plan (with timelines) for downtown revitalization to create a vibrant center for our community, emphasizing cultural arts, diversity and historic assets

### **FINANCIAL IMPACT**

The total budget request for FY 2016-2017 for the proposed CIP, Art Initiatives and Administrative Functions total approximately \$1,455,000.00. If funding for all of the aforementioned projects is approved, it will leave a balance of approximately \$4,695,000.00 in DIPSF for the City Council to utilize for future projects in Downtown.

### **ATTACHMENTS:**

Attachment 1 Map

Attachment 2 Survey

Attachment 3 Table 1 and 2



DEODAR AVE

BEVERLY DR

N C ST

Proposed Overlay Zone

MAGNOLIA AVE

W FIRST ST

N B ST

S B ST

W SECOND ST

W SECOND ST

S D ST

SC ST

SA ST

OXNARD BL

W THIRD ST

Downtown Core  
(Downtown Improvement Fund Target Area)

W FOURTH ST

W FOURTH ST

E FOURTH ST

R-108

S B ST

W FIFTH ST

SA ST

W SIXTH ST

CBD Zone

Downtown Strategic Plan

W SEVENTH ST

E SEVENTH ST

SA ST

META ST

EIGHTH ST

NINTH ST

W WOOLEY RD

E WOOLEY RD

OXNARD BL

DONLON AVE

WAREHOUSE AVE

COMMERCIAL AVE

COLONIA RD

COOPER RD

E FIRST ST

E SECOND ST

E THIRD ST

N HARRIS AVE

N HAYES AVE

S HAYES AVE

N GRANT AVE

N ROOSEVELT AVE

N MCKINLEY AVE

NG ST

NF ST

NG ST

SF ST

SG ST

SG ST

SG ST

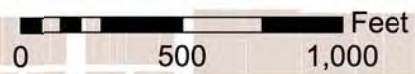
SF ST

SH ST

SG ST

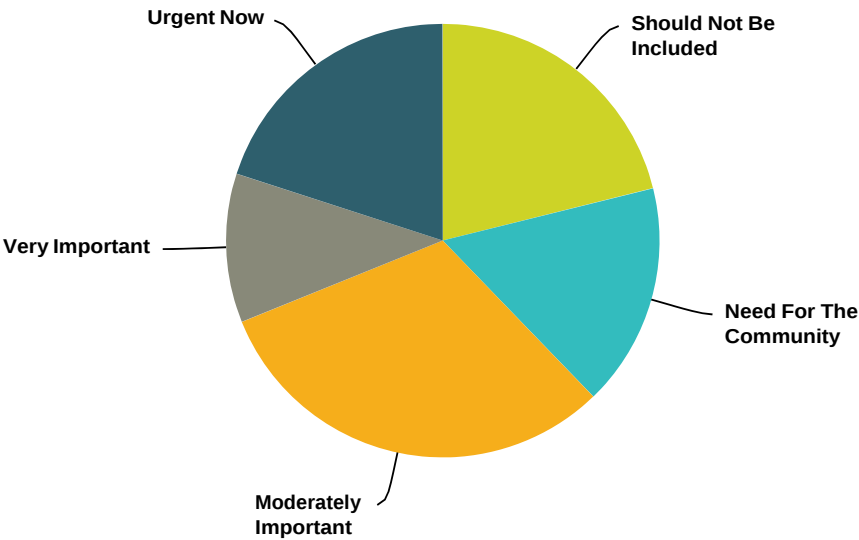
KING ST

SF ST



**Q1 Solid Waste Management: installation of trash enclosures and refuse containers at strategic locations on the east side of Oxnard Boulevard in consultation with the City’s Solid Waste Division.**

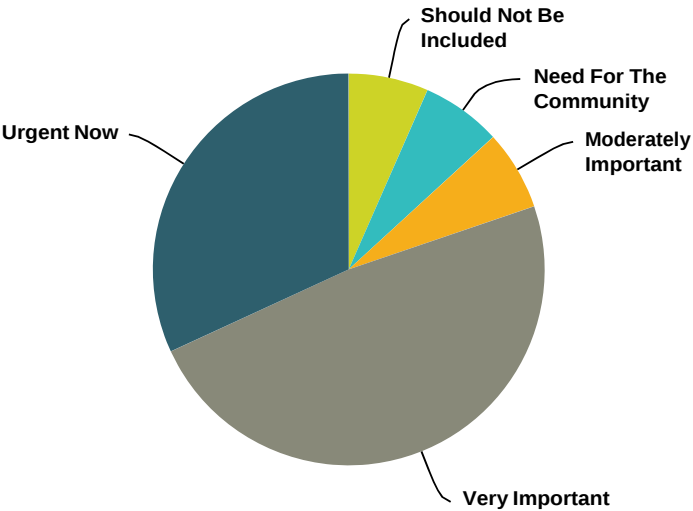
Answered: 90 Skipped: 1



| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 21.11%    | 19 |
| Need For The Community | 16.67%    | 15 |
| Moderately Important   | 31.11%    | 28 |
| Very Important         | 11.11%    | 10 |
| Urgent Now             | 20.00%    | 18 |
| Total                  |           | 90 |

Q2 Downtown Lighting: installation of lighting at Plaza and other strategic locations throughout the downtown to improve visibility, walkability and public safety.

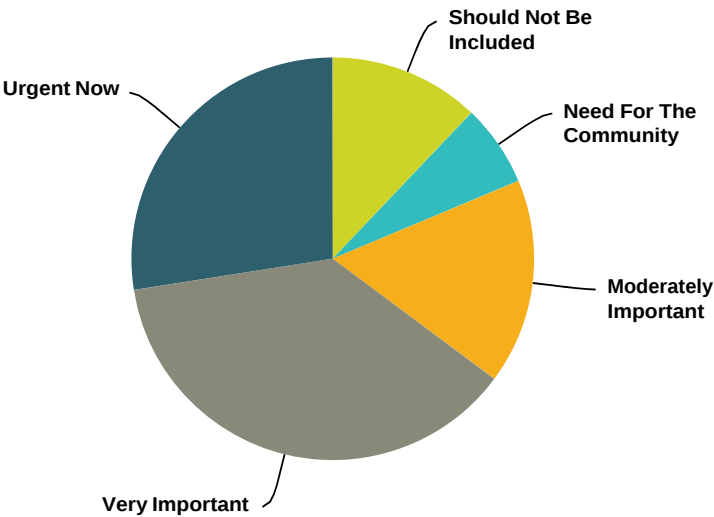
Answered: 91 Skipped: 0



| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 6.59%     | 6  |
| Need For The Community | 6.59%     | 6  |
| Moderately Important   | 6.59%     | 6  |
| Very Important         | 48.35%    | 44 |
| Urgent Now             | 31.87%    | 29 |
| Total                  |           | 91 |

**Q3 Downtown Façade Improvement Program: continuation of financial assistance for design and construction of facade improvements for commercial buildings to help revitalize and strengthen the economic base of the project area.**

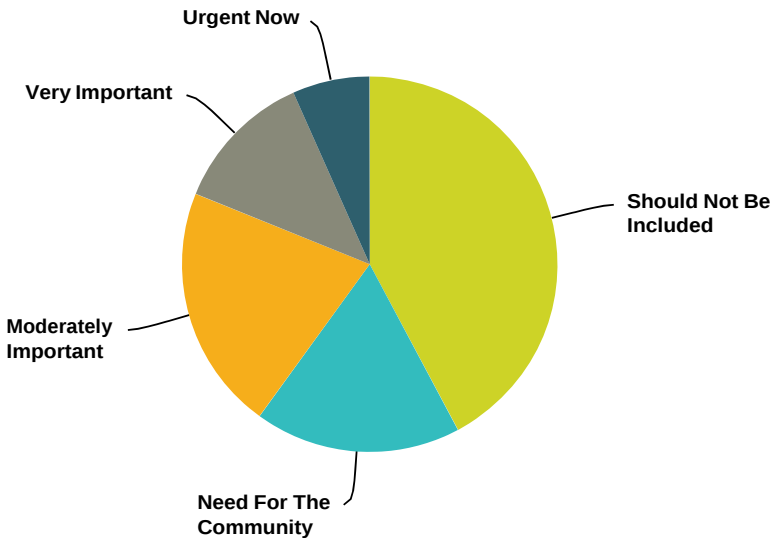
Answered: 91 Skipped: 0



| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 12.09%    | 11 |
| Need For The Community | 6.59%     | 6  |
| Moderately Important   | 16.48%    | 15 |
| Very Important         | 37.36%    | 34 |
| Urgent Now             | 27.47%    | 25 |
| Total                  |           | 91 |

Q4 Temporary Public Restrooms: strategic placement of temporary portable restrooms to supplement public facilities at the Library, Transportation Center, Service Center, City Hall and Heritage Square.

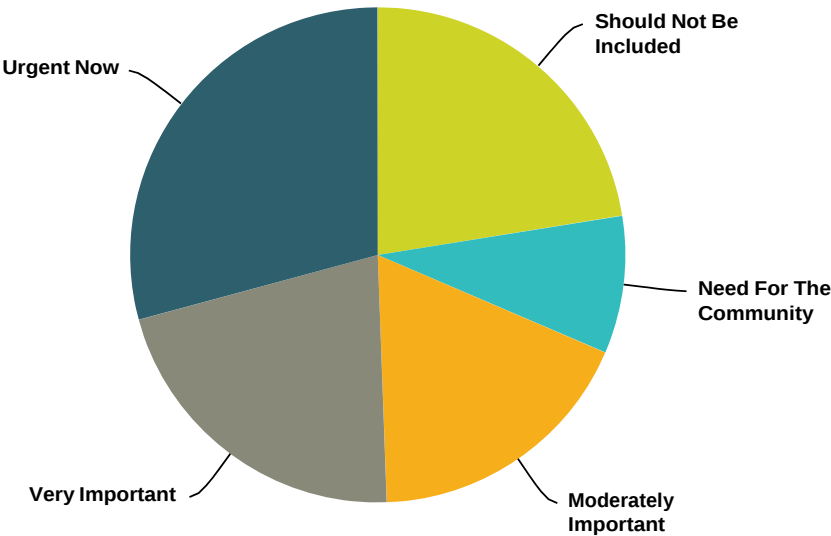
Answered: 90 Skipped: 1



| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 42.22%    | 38 |
| Need For The Community | 17.78%    | 16 |
| Moderately Important   | 21.11%    | 19 |
| Very Important         | 12.22%    | 11 |
| Urgent Now             | 6.67%     | 6  |
| Total                  |           | 90 |

Q5 Permanent Public Restroom: installation of a Permanent Public restrooms to supplement public facilities at the Library, Transportation Center, Service Center, City Hall and Heritage Square.

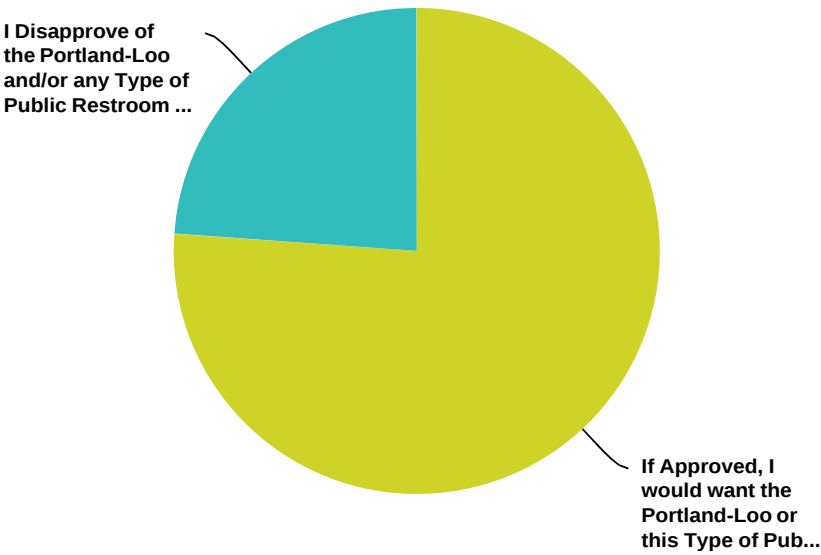
Answered: 89 Skipped: 2



| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 22.47%    | 20 |
| Need For The Community | 8.99%     | 8  |
| Moderately Important   | 17.98%    | 16 |
| Very Important         | 21.35%    | 19 |
| Urgent Now             | 29.21%    | 26 |
| Total                  |           | 89 |

Q6 Permanent Public Restroom: The Portland-Loo

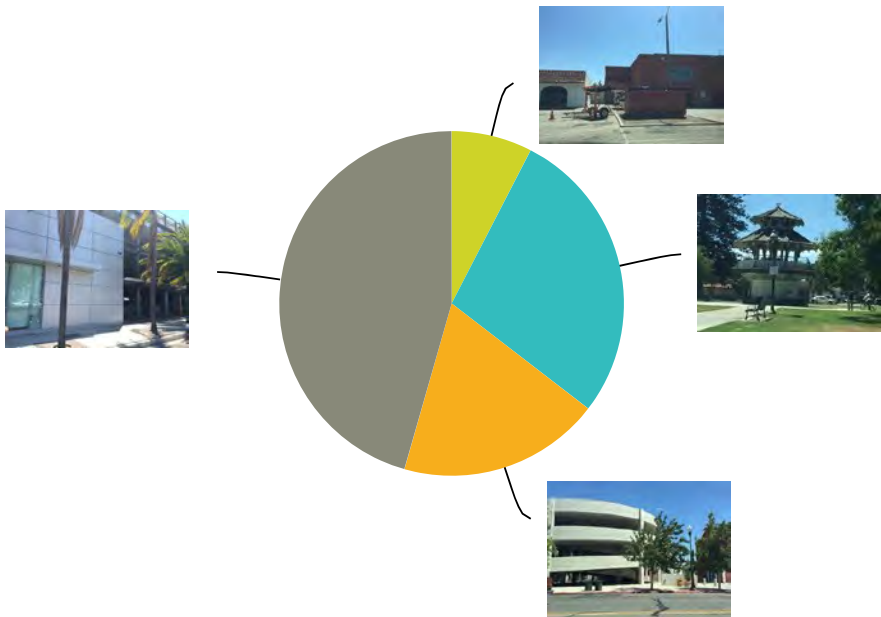
Answered: 88 Skipped: 3



| Answer Choices                                                                             | Responses |    |
|--------------------------------------------------------------------------------------------|-----------|----|
| If Approved, I would want the Portland-Loo or this Type of Public Restroom in the Downtown | 76.14%    | 67 |
| I Disapprove of the Portland-Loo and/or any Type of Public Restroom in the Down            | 23.86%    | 21 |
| Total                                                                                      |           | 88 |

Q7 Location of Restroom

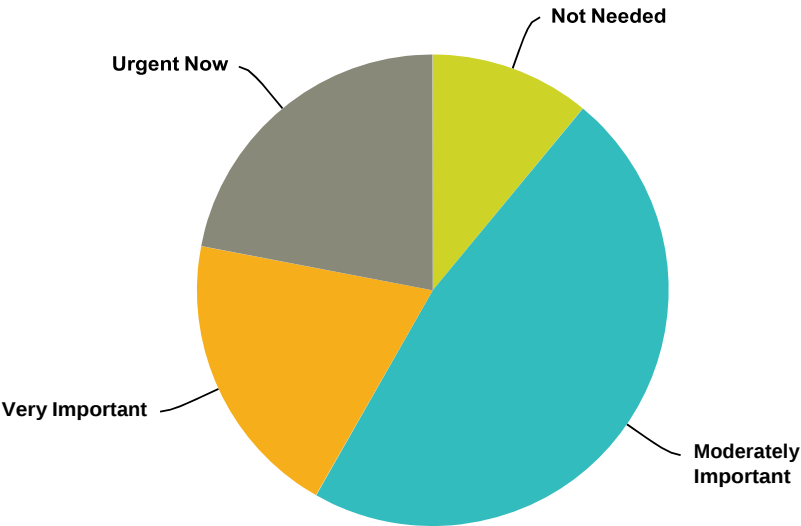
Answered: 79    Skipped: 12



| Answer Choices                                                                      | Responses |    |
|-------------------------------------------------------------------------------------|-----------|----|
|   | 7.59%     | 6  |
|  | 27.85%    | 22 |
|  | 18.99%    | 15 |
|  | 45.57%    | 36 |
| Total                                                                               |           | 79 |

Q8 Downtown Tree Trimming Oxnard Blvd

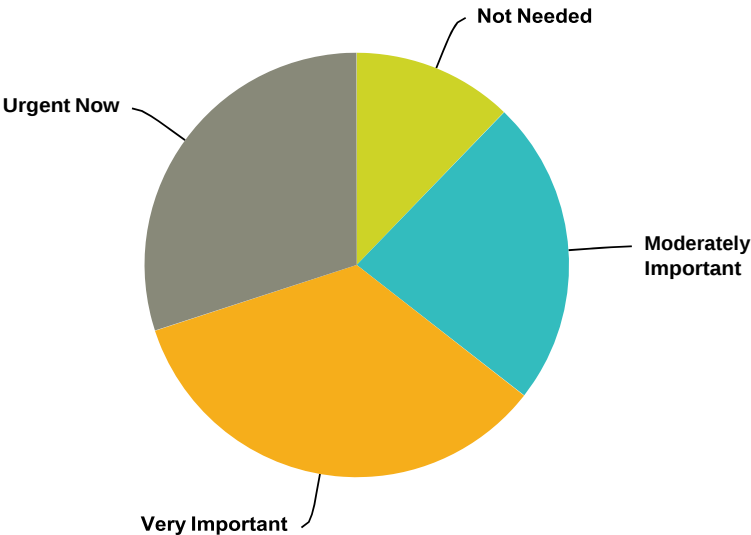
Answered: 91 Skipped: 0



| Answer Choices       | Responses |    |
|----------------------|-----------|----|
| Not Needed           | 10.99%    | 10 |
| Moderately Important | 47.25%    | 43 |
| Very Important       | 19.78%    | 18 |
| Urgent Now           | 21.98%    | 20 |
| Total                |           | 91 |

Q9 Downtown Design Guidelines: creation of new design guidelines to coordinate and orchestrate the overall development of the city core, for future projects to produce a better livable, walkable, sustainable Downtown.

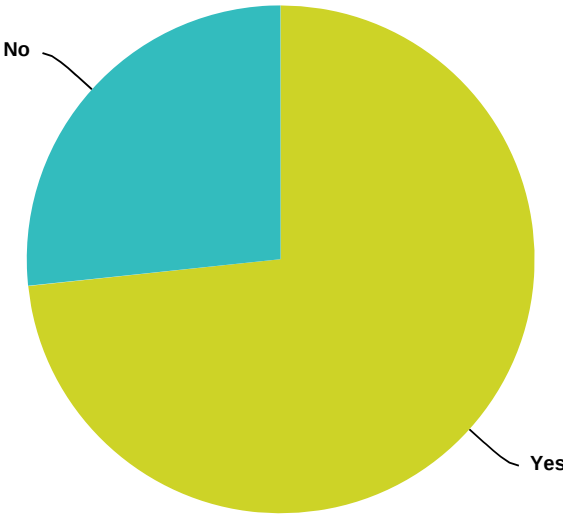
Answered: 90 Skipped: 1



| Answer Choices       | Responses |    |
|----------------------|-----------|----|
| Not Needed           | 12.22%    | 11 |
| Moderately Important | 23.33%    | 21 |
| Very Important       | 34.44%    | 31 |
| Urgent Now           | 30.00%    | 27 |
| Total                |           | 90 |

**Q10 Revolving Loan Program For  
Downtown Businesses revolving Loan  
Fund Program supplies small businesses  
and entrepreneurs with the gap financing  
needed to start or expand their business**

Answered: 90 Skipped: 1



| Answer Choices | Responses |    |
|----------------|-----------|----|
| Yes            | 73.33%    | 66 |
| No             | 26.67%    | 24 |
| Total          |           | 90 |

|   | PROPOSED CAPITAL IMPROVEMENT PROJECTS Table 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Anticipated Amount | Priority Ranking |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------------------|
| 1 | <b>Downtown Trash Enclosures</b> - <i>Project Manager: Ralph Alamillo</i><br>Approved in 2004, the Downtown Operations Team, coordinated a plan for dealing with refuse container on the east side of Oxnard Blvd.<br>Seven locations were identified as areas in need of either singlewide or doublewide trash enclosures. Approval of this item will be a continuation of the 2004 Trash Enclosure CIP. The trash enclosures for the Downtown district will help provide an aesthetic welcome to customers and improves the views from alleys and side streets.                                                       | \$100,000          |                  |
| 2 | <b>Downtown Lighting</b> - <i>Project Manager: Ralph Alamillo</i><br>Lighting a corridor along the alleyway between A and B Street will help tie-in the downtown business to Heritage Square serving as a link to attract the public to experience Heritage Square while enjoying the downtown events and businesses.<br>Plaza Park palm trees are illuminated by the up lighting which currently is not functioning and are in need of replacing. These lights will be LED, energy efficient and will light up the park showing off these beautiful matured palms.                                                     | \$50,000           |                  |
| 3 | <b>Façade Improvement Program</b> - <i>Project Manager: Kymberly Horner</i><br>Continue the implementation of a Façade and Paint Improvement Program to assist Downtown businesses in enhancing the exteriors of their buildings, including improved signage, lighting, landscaping, awnings and other building treatments. The program includes financial assistance for both architectural services and physical improvements<br>Continuation of financial assistance for design & construction of façade improvements for commercial buildings to help revitalize & strengthen the economic base of the project area | \$200,000          |                  |
| 4 | <b>Public Restroom</b> - <i>Project Manager: Ralph Alamillo</i><br>A restroom will aid and attract the public to visit the downtown businesses.<br>Possible locations have been identified within the center of the Downtown area, built to withstand use, abuse, and discourage any other use except as a restroom                                                                                                                                                                                                                                                                                                     | \$400,000          |                  |
| 5 | <b>Downtown Tree Trimming</b> - <i>Project Manager: Ralph Alamillo</i><br>The City has invested in downtown trees for years and in order to add value in all aspects they must be kept properly maintained.<br>Trimming the trees on a regular basis will aid to the aesthetics and health, keeping the downtown district vibrant and attractive.<br>A key element to the downtown renovation project is the appearance and attractiveness of the storefront businesses and the entire district.                                                                                                                        | \$25,000           |                  |
| 6 | <b>Downtown Design Guidelines</b> - <i>Project Manager: Ashley Golden</i><br>Develop and implement permit streamlining processes and flexible design standards based on the general principles of the Downtown Vision Plan (DVP). Programs include: parkway and sidewalk dining, outdoor design guidelines, sign standards, and permit streamlining.                                                                                                                                                                                                                                                                    | \$30,000           |                  |
| 7 | <b>Revolving Loan Program</b> - <i>Project Manager: Kymberly Horner</i><br>Create revolving loan program for Downtown Businesses to assist small businesses & entrepreneurs with gap financing needed to start or expand their businesses                                                                                                                                                                                                                                                                                                                                                                               | \$200,000          |                  |

Rank the Tables 1 and 2 In Priority Order 1-14. Number 1 Equals Highest Priority Number 14 Equals Lowest Priority. **Please Assign Only One Number Per CIP.**

|    | PROPOSED CAPITAL IMPROVEMENT PROJECTS Table 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Amount    | Ranking |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|
| 8  | <b>Parking Management Plan</b> – Project Manager: Ashley Golden<br>Obtain a comprehensive and updated parking study for the Downtown and prepare amendments to the Zoning Code to implement the recommendations of the 2009 Downtown Oxnard Mobility and Parking Management Plan (DOMPMP). The DOMPMP encourages a park-once strategy and incorporates flexible parking requirements, including an in-lieu fee option, for business and development Downtown.                                                                                                                                                                                                                                                                                                                                                                                         | \$30,000  |         |
| 9  | <b>Downtown Art Hub</b> – Project Manager: Ingrid Hardy<br>The initial seed money will assist in initiating creative placemaking in downtown Oxnard. Creative placemaking provides artists, arts organizations, and community development practitioners the platform to deliberately integrate arts and culture into community revitalization work. It places arts at the table with land-use, transportation, economic development, housing, and infrastructure. Initial efforts must begin with cultural planning which will represent the collective vision of the community. In addition, staff recommends setting aside funding for pilot arts engagement projects such as interactive programming, public art projects, and festivals and performances that activate public spaces.                                                             | \$200,000 |         |
| 10 | <b>“A” Street Enhanced Landscaping</b> – Project Manager: Dan Ryberg<br>Replace the dead and dying geraniums in the midblock planters with new plantings that require less water and are more striking and attractive. Allow businesses the option of placing “parklets” in the parking spaces in front of their shops. These devices act essentially as “sidewalk extensions”, providing generous amounts of room for outdoor dining that the existing 10 foot sidewalks cannot support. Add curb extensions (bulb-outs) at cross street intersections - particularly 4th, 5th, 6th and 7th - to shorten crossing distances for pedestrians on A Street, and provide additional opportunities for attractive landscaping.                                                                                                                            | \$20,000  |         |
| 11 | <b>“A” Street Improvements</b> – Project Manager: Dan Ryberg<br>Create angled parking blocks south of 3rd Street so that parking could be “back in”, as a way easier and safer to use to exit. Primarily because one does not need to back out blind into traffic upon exiting a space.<br>In the blocks north of 3rd Street up to Deodar, create striped Class 2 bike lanes, replacing the central continuous turn lane and narrowing the vehicular lanes to 10 feet. This would generate lower vehicular speeds and make A Street a safer, more comfortable bike route for residents of nearby neighborhoods - and existing and future residents of the Downtown - to use to access the Downtown. “Bike corrals” for parking bikes without blocking sidewalks can be simply constructed adjacent to the existing mid-block crosswalks and planters. | \$30,000  |         |
| 12 | <b>Project Manager (Downtown)</b> – Project Manager: Kymberly Horner<br>The Project Manager will play a key role in helping City Staff in creating a vibrant urban mixed-use district that will serve as a destination for the city and region. The Project Manager will help coordinate the disposition of properties, update stakeholders including appropriate staff in the organization on the progress of the project; Makes presentations to elected officials, community groups, and the public. Prepares and presents City Council agenda items                                                                                                                                                                                                                                                                                               | \$100,000 |         |
| 13 | <b>Tourism</b> - Project Managers: Kymberly Horner, Ingrid Hardy, Joshua Travers<br>Funding to support strengthening the economic significance of tourism in Oxnard's downtown area. Funding will support marketing and small projects that will drive positive awareness and appeal that showcase downtown as a great destination place within our community. OCVB has an opportunity that would allow for a full day of Broll filming around Oxnard (at our preferred locations) that includes drone footage. This is the marketing method of the future and will give our community a significant amount of material to work with that can be tailored to meet many marketing needs.                                                                                                                                                               | \$20,000  |         |
| 14 | <b>Land Use Policies</b> – Project Manager: Ashley Golden<br>Align the General Plan and Zoning development standards regarding uses and development Downtown to incorporate the principles of the DVP including mixed-use, pedestrian oriented development and encourage high density, high quality architectural treatments and infill development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | \$50,000  |         |

Rank the Tables 1 and 2 In Priority Order 1-14. Number 1 Equals Highest Priority Number 14 Equals Lowest Priority. ***Please Assign Only One Number Per CIP.***



# City of Oxnard

## DOWNTOWN REVITALIZATION

### PHASE 1 INITIATIVES PROPOSED

#### CAPITAL IMPROVEMENT PROJECTS, PROGRAMS FUNCTIONS & ACTIVITIES

Presented By: Kymberly Horner  
Economic Development Director

Date: January 31, 2017



# PROJECT EVOLUTION

## Downtown Oxnard 3-Yr Implementation Plan

|    |                                                                                                                                                                                          |                                                     |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 1  | <b>KANE, BALLMER &amp; BERKMAN</b>                                                                                                                                                       | <i>Exempt from Filing Fees Per Govt. Code §6103</i> |
| 2  | Murray O. Kane, SBN 48082 – <a href="mailto:mkane@kbblaw.com">mkane@kbblaw.com</a>                                                                                                       |                                                     |
| 3  | Guillermo A. Frias, SBN 201800 – <a href="mailto:gfrias@kbblaw.com">gfrias@kbblaw.com</a>                                                                                                |                                                     |
| 4  | Edward B. Kang, SBN 237751 – <a href="mailto:edward@kbblaw.com">edward@kbblaw.com</a>                                                                                                    |                                                     |
| 5  | 515 South Figueroa Street, Suite 780                                                                                                                                                     |                                                     |
| 6  | Los Angeles, California 90071                                                                                                                                                            |                                                     |
| 7  | Telephone: (213) 617-0480                                                                                                                                                                |                                                     |
| 8  | Facsimile: (213) 625-0931                                                                                                                                                                |                                                     |
| 9  | Attorneys for Cross-Complainant                                                                                                                                                          |                                                     |
| 10 | CITY OF OXNARD, a municipal corporation; and                                                                                                                                             |                                                     |
| 11 | CITY OF OXNARD in its capacity as the COMMUNITY                                                                                                                                          |                                                     |
| 12 | DEVELOPMENT COMMISSION SUCCESSOR AGENCY                                                                                                                                                  |                                                     |
| 13 | <b>SUPERIOR COURT OF THE STATE OF CALIFORNIA</b>                                                                                                                                         |                                                     |
| 14 | <b>COUNTY OF VENTURA</b>                                                                                                                                                                 |                                                     |
| 15 | SOCM I, LLC, a Delaware limited liability company,                                                                                                                                       | CASE NO. 56-2012-00427637-CU-MC-VTA                 |
| 16 | Plaintiff,                                                                                                                                                                               |                                                     |
| 17 | v.                                                                                                                                                                                       | Hon. Rocky Baio                                     |
| 18 |                                                                                                                                                                                          | Dept. 20                                            |
| 19 | CITY OF OXNARD, a California municipality,                                                                                                                                               | <b>STIPULATION FOR ENTRY OF</b>                     |
| 20 | OXNARD COMMUNITY DEVELOPMENT COMMISSION, a California public body,                                                                                                                       | <b>JUDGMENT</b>                                     |
| 21 | OXNARD COMMUNITY DEVELOPMENT COMMISSION SUCCESSOR AGENCY,                                                                                                                                |                                                     |
| 22 | STRAND CINEMAS, LLC, a California limited liability company, OXNARD THEATER GROUP, LLC, a Delaware limited liability company, SAN MARCOS, INC., a California corporation, and DOES 1-10, |                                                     |
| 23 | Defendants.                                                                                                                                                                              |                                                     |
| 24 | AND RELATED CROSS-ACTIONS                                                                                                                                                                |                                                     |
| 25 |                                                                                                                                                                                          |                                                     |
| 26 |                                                                                                                                                                                          |                                                     |
| 27 |                                                                                                                                                                                          |                                                     |
| 28 |                                                                                                                                                                                          |                                                     |

## RiverPark Settlement

- Court Approval in **April 2015**
- \$150,000 for Plaza Cinemas
- \$6.15 Million for Downtown

## Downtown Vision Plan

- Published **May 2016**
- Design & Land Use Proposals
- Capital Improvement Suggestions

## Consensus Building

- Outreach **May-Oct 2016**
- Stakeholder Consultations
- Implementation Plan Preparation

## HISTORIC OVERVIEW

- June 2011- Dissolution of the former redevelopment agency
- April 2015 - Downtown Theater Settlement (\$6.5 Million) Approved
- December 31, 2015 - Long Range Property Management Plan Approved
- January 28, 2016 - February 6, 2016 CNU Downtown Charrette Process
- May 24, 2016 - Final Version CNU Downtown Vision Plan submitted to the City
- June 30, 2016 - City Budget Approved
- July 28, 2016 - Downtown Vision Plan Stakeholders Meeting
- August 2016 - City Council Dark
- October 2016 - Downtown Vision Plan Approved
- December 2016 – Downtown Vision Plan Implementation Approved
- January 2017- Downtown Capital Improvement Plan

# DOWNTOWN VISION PLAN LEADERSHIP TEAM

Greg Nyhoff, City Manager

Ruth Osuna, Assistant City Manager

Kymberly Horner, Economic Development Director

Dan Rydberg, Public Works Director

Ashley Golden, Development Services Director

Arturo Casillas, Housing Director

Ingrid Hardy, Cultural and Community Affairs Director

Keith Brooks, Information Technology Director

## *Supporting Staff :*

*Randy Mitchell, IT Manager*

*Chelsea Rynolds, PAC Manager*

*Doug Spondello, Senior Planner*

*Diane Deschenes, Administrative Assistant*

*Maria Santana, Administrative Secretary*

*Michelle Kantor, Cultural Arts*

*Adam Smith, Economic Development*



# STAKEHOLDER PARTICIPATION

Oxnard Downtown Improvement District (“ODID”)  
Downtown Oxnard Merchants Association (“DOMA”)  
Oxnard Convention and Visitors Bureau (“OCVB”)  
Oxnard Community Planning Group (“OCPG”)  
Property Owners  
Business Owners  
Residents  
Interested Parties



# POLICY-PLANNING OUTCOME

## Downtown Oxnard 3-Yr Implementation Plan



### **DOWNTOWN THREE-YEAR IMPLEMENTATION PLAN**

**(“IMPLEMENTATION PLAN”)  
Revitalization of  
Downtown Oxnard**

**DRAFT**

## IMPLEMENTATION PLAN

### Fundamental Purpose

- Continuation of Downtown Revitalization
- Guidance on Settlement Funds

### Plan Components

- Regulatory Retooling
- Public Reinvestment
- Program Administration

### Implementation Phasing

- Phase 1 – Immediate Needs
- Phase 2 – Long Range Initiatives

# PHASE 1 PROJECT PROPOSALS

## Downtown Oxnard 3-Yr Implementation Plan

THE CITY OF OXNARD INVITES YOU TO A COMMUNITY MEETING ON  
**DOWNTOWN OXNARD**  
Focusing on Revitalization

**Join Us!** Join us in the discussion about our priorities as we continue to revitalize the physical and social redevelopment of Downtown Oxnard.

**Purpose:**

- 1) View and provide feedback on the Downtown Oxnard Draft Vision Plan.
- 2) Survey community members about the top 7 recommendations in the Section 2.0 Draft Plan.
- 3) Hear an update on public restrooms, park lighting and other proposed capital improvements.

Draft vision plan available online at: [oxnard.org/OFD/draftvisionplan](http://oxnard.org/OFD/draftvisionplan)

**THURSDAY, JULY 28, 2016**  
5:00 - 7:00 PM

**Location:**  
Human Resources Activity Room  
300 West Third Street (enter from B Street)

For more information please contact Kimberly Horner, Economic Development Director, Economic Development Department at (805) 305-7407.



Economic Development  
[www.Oxnard.org](http://www.Oxnard.org)



## CIP Survey Results

- Refuse Enclosures
- Downtown Lighting
- Façade Improvements
- Public Restrooms
- Oxnard Blvd. Tree Trimming
- Downtown Design Guidelines
- Revolving Loan Program

## Additional Suggestions

- Parking Management Plan
- Arts Hub
- “A” Street Enhanced Landscaping

If approved, Staff would begin putting these projects in place in the current fiscal year.

- **Funding Sources :** Downtown Improvement Project Settlement Funds (“DIPSF”), General Funds (“GF”), Oxnard Downtown Improvement District (“ODID”) Funds, Community Development Block Grant Funds (“CDBG”), Redevelopment Property Tax Trust Funds (“RPTTF”)
- **Funding from the General Fund, ODID, CDBG and RPTTF require additional approval processes**

# PHASE 1 BUDGET PROPOSAL

## Downtown Oxnard 3-Yr Implementation Plan

|    | Project                         | Amount      | Allocation |       |    |      |       | Ranking |
|----|---------------------------------|-------------|------------|-------|----|------|-------|---------|
|    |                                 |             | CDBG       | DIPSF | GF | ODID | RPTTF |         |
| 1  | Downtown Trash Enclosures       | \$100,000   |            |       |    |      |       |         |
| 2  | Downtown Lightning              | \$50,000    |            |       |    |      |       |         |
| 3  | Façade Improvement Program      | \$200,000   |            |       |    |      |       |         |
| 4  | Public Restroom                 | \$400,000   |            |       |    |      |       |         |
| 5  | Downtown Tree Trimming          | \$25,000    |            |       |    |      |       |         |
| 6  | Downtown Design Guidelines      | \$30,000    |            |       |    |      |       |         |
| 7  | Revolving Loan Program          | \$200,000   |            |       |    |      |       |         |
| 8  | Parking Management Plan         | \$30,000    |            |       |    |      |       |         |
| 9  | Downtown Art Hub                | \$200,000   |            |       |    |      |       |         |
| 10 | "A" Street Enhanced Landscaping | \$20,000    |            |       |    |      |       |         |
| 11 | "A" Street Improvements         | \$30,000    |            |       |    |      |       |         |
| 12 | Project Manager                 | \$100,000   |            |       |    |      |       |         |
| 13 | Tourism                         | \$20,000    |            |       |    |      |       |         |
| 14 | Land Use Policies               | \$50,000    |            |       |    |      |       |         |
|    | Total Funding Request           | \$1,455,000 |            |       |    |      |       |         |

# TRASH ENCLOSURES



Approved in 2004, the Downtown Operations Team coordinated a plan for dealing with refuse containers on the east side of Oxnard Blvd. Seven locations were identified as areas in need of either singlewide or doublewide trash enclosures. Approval of this item will be a continuation of the 2004 CIP. The trash enclosures for the Downtown district will help provide an aesthetic welcome to customers and improves the views from alleys and side streets.

# DOWNTOWN LIGHTING



- Lighting a corridor along the alleyway between A and B Street will help tie-in the downtown business to Heritage Square serving as a link to attract the public to experience Heritage Square while enjoying the downtown events and businesses.
- Plaza Park palm trees are illuminated by the up lighting which currently is not functioning and are in need of replacing. These lights will be LED, energy efficient and will light up the park showing off these beautiful matured palms.

## DOWNTOWN LIGHTING



- In addition, lighting a corridor along the alleyway between A and B Street will help tie-in the downtown business to Heritage Square. This corridor will serve as a link to attract the public to experience Heritage Square while enjoying the downtown events and businesses. The corridor will be enhanced with landscaping such as palm trees and special lighting, illuminating the path to experience an enjoyable and safe walk from one end to another.

## FAÇADE IMPROVEMENT PROGRAM

Continue the implementation of a Façade and Paint Improvement Program to assist Downtown businesses in enhancing the exteriors of their buildings, including improved signage, lighting, landscaping, awnings and other building treatments. The program includes financial assistance for both architectural services and physical improvements.



Project Manager: Kymberly Horner

# FAÇADE IMPROVEMENT PROGRAM

Before



After



Teatro Boulevard, 626 South Oxnard Blvd.

Project Manager: Kymberly Horner

# FAÇADE IMPROVEMENT PROGRAM



Continuation of financial assistance for design & construction of façade improvements for commercial buildings to help revitalize & strengthen the economic base of the project area

# PUBLIC RESTROOM



- A restroom will aid and attract the public to visit the downtown businesses if public facilities are made available.
- Possible locations have been identified within the center of the Downtown area, built to withstand use, abuse, and discourage any other use except as a restroom

## DOWNTOWN TREE TRIMMING



- The City has invested in downtown trees for years and in order to add value in all aspects they must be kept properly maintained.
- Trimming the trees on a regular basis will aid to the aesthetics and health, keeping the downtown district vibrant and attractive.
- A key element to the downtown renovation project is the appearance and attractiveness of the storefront businesses and the entire district.

## DOWNTOWN DESIGN GUIDELINES

- *Downtown Design Guidelines* – Develop and implement permit streamlining processes and flexible design standards based on the general principles of the Downtown Vision Plan (DVP). Programs include: parkway and sidewalk dining, outdoor design guidelines, sign standards, and permit streamlining. (\$30,000)



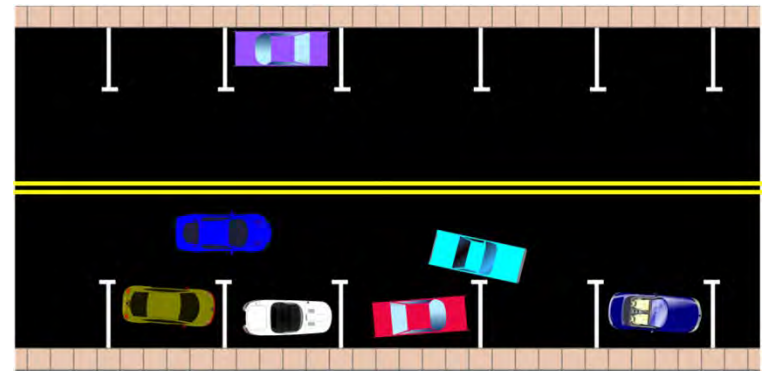
# REVOLVING LOAN PROGRAM



Create revolving loan program for Downtown Businesses to assist small businesses & entrepreneurs with gap financing needed to start or expand their businesses

## PARKING MANAGEMENT PLAN

- **Parking Management Plan** – Obtain a comprehensive and updated parking study for the Downtown and prepare amendments to the Zoning Code to implement the recommendations of the *2009 Downtown Oxnard Mobility and Parking Management Plan (DOMPMP)*. The DOMPMP encourages a park-once strategy and incorporates flexible parking requirements, including an in-lieu fee option, for business and development Downtown.



## DOWNTOWN ART HUB

Creative placemaking provides artists, arts organizations, and community development practitioners the platform to deliberately integrate arts and culture into community revitalization work. It places arts at the table with land-use, transportation, economic development, housing, and infrastructure. Initial efforts must begin with cultural planning which will represent the collective vision of the community. In addition, staff recommends setting aside funding for pilot arts engagement projects such as interactive programming, public art projects, and festivals and performances that activate public spaces.

The initial seed money will assist in initiating creative placemaking in downtown Oxnard.



## “A” STREET ENHANCED LANDSCAPING



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

1. Replace the dead and dying geraniums in the midblock planters with new plantings that require less water and are more striking and attractive.
2. Allow businesses the option of placing “parklets” in the parking spaces in front of their shops. These devices act essentially as “sidewalk extensions”, providing generous amounts of room for outdoor dining that the existing 10 foot sidewalks cannot support.
3. Add curb extensions (bulb-outs) at cross street intersections - particularly 4th, 5th, 6th and 7th - to shorten crossing distances for pedestrians on A Street, and provide additional opportunities for attractive landscaping.

## “A” STREET IMPROVEMENTS



1. Create angled parking blocks south of 3rd Street so that parking could be “back in”, as a way easier and safer to use to exit. Primarily because one does not need to back out blind into traffic upon exiting a space.
2. In the blocks north of 3rd Street up to Deodar, create striped Class 2 bike lanes, replacing the central continuous turn lane and narrowing the vehicular lanes to 10 feet. This would generate lower vehicular speeds and make A Street a safer, more comfortable bike route for residents of nearby neighborhoods - and existing and future residents of the Downtown - to use to access the Downtown.
3. “Bike corrals” for parking bikes without blocking sidewalks can be simply constructed adjacent to the existing mid-block crosswalks and planters.

# PROJECT MANAGER

The Project Manager will play a key role in helping City Staff in creating a vibrant urban mixed-use district that will serve as a destination for the city and region. The Project Manager will help coordinate the disposition of properties, update stakeholders including appropriate staff in the organization on the progress of the project; Makes presentations to elected officials, community groups, and the public. Prepares and presents City Council agenda items



Project Manager: Kymberly Horner

## TOURISM

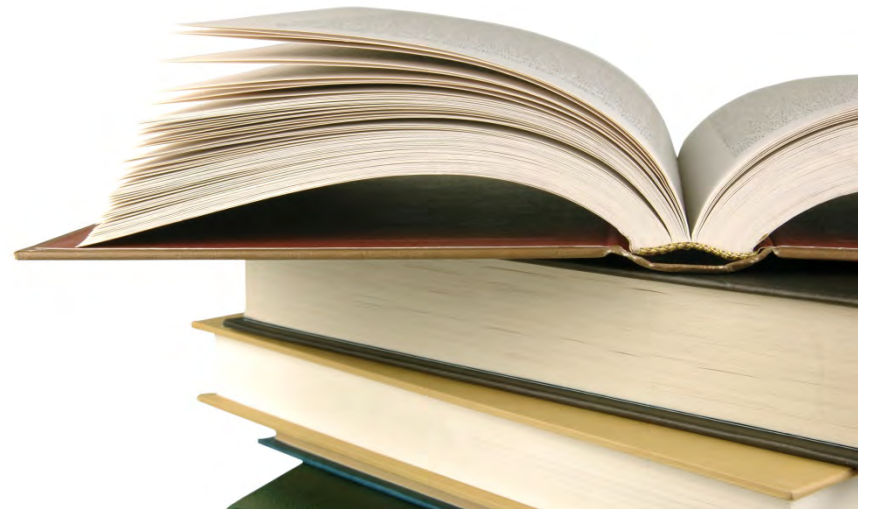
- Funding to support strengthening the economic significance of tourism in Oxnard's downtown area. Funding will support marketing and small projects that will drive positive awareness and appeal that showcase downtown as a great destination place within our community.

OCVB has an opportunity that would allow for a full day of Broll filming around Oxnard (at our preferred locations) that includes drone footage. This is the marketing method of the future and will give our community a significant amount of material to work with that can be tailored to meet many marketing needs.



## LAND USE POLICIES

- **Land Use Policies** – Align the General Plan and Zoning development standards regarding uses and development Downtown to incorporate the principles of the DVP including mixed-use, pedestrian oriented development and encourage high density, high quality architectural treatments and infill development.



# REQUESTED ACTIONS

## Downtown Oxnard 3-Yr Implementation Plan



### **DOWNTOWN THREE-YEAR IMPLEMENTATION PLAN**

**("IMPLEMENTATION PLAN")**

**Revitalization of  
Downtown Oxnard**

**DRAFT**

- **APPROVE THE PROPOSED PROJECTS AND BUDGET FOR PHASE 1 OF THE PLAN**
- **AUTHORIZE STAFF TO COMMENCE PHASE 1 OF THE PLAN**
- **DIRECT STAFF TO RETURN TO THE COUNCIL FOR PHASE 2 PROJECT AND BUDGET AUTHORITY**

# ECONOMIC DEVELOPMENT STRATEGY

**Purpose:** To develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character.



**City Council  
Strategic Priorities  
2016-2018**

## GOAL 1

Create vibrant and economically sustainable commercial, industrial and retail industries throughout the City.

### OBJECTIVES

- a. Focus available resources on a comprehensive effort to promote economic activity in Oxnard, including a marketing program that communicates the City's available resources and assets.

### PERFORMANCE MEASURES

1. Increase in annual number of new businesses opened in Oxnard by 5%.

## GOAL 2

Enhance business development throughout the City.

### OBJECTIVES

- a. Develop a strong citywide economy which attracts investment, increases the tax base, creates employment opportunities, and generates public revenue.
- b. Improve relationships and communication between the City and the business community.
- c. Capitalize on historic, cultural and natural resources.
- d. Public safety will collaborate with the business community to promote an environment that supports economic development.

### PERFORMANCE MEASURES

1. 10% Improvement in the building permit turnaround time.

## GOAL 3

Enhance business retention and attraction.

### OBJECTIVES

- a. Implement an economic development plan for attracting and retaining business.

### PERFORMANCE MEASURES

1. 5% improvement in City's annual retention rate.

## GOAL 4

Implement a "one stop shop" effort at the City's Service Center.

### OBJECTIVES

- a. Streamline internal process to ensure government efficiencies.

### PERFORMANCE MEASURES

1. Turnaround time for 1st plan checks is less than 4 weeks 90% of time.
2. Turnaround time for discretionary permits is less than 6 months 90% of the time.
3. Customer satisfaction surveys with approval ratings over 85%.

## GOAL 5

Revitalize Oxnard's downtown and pursue economic development opportunities.

### OBJECTIVES

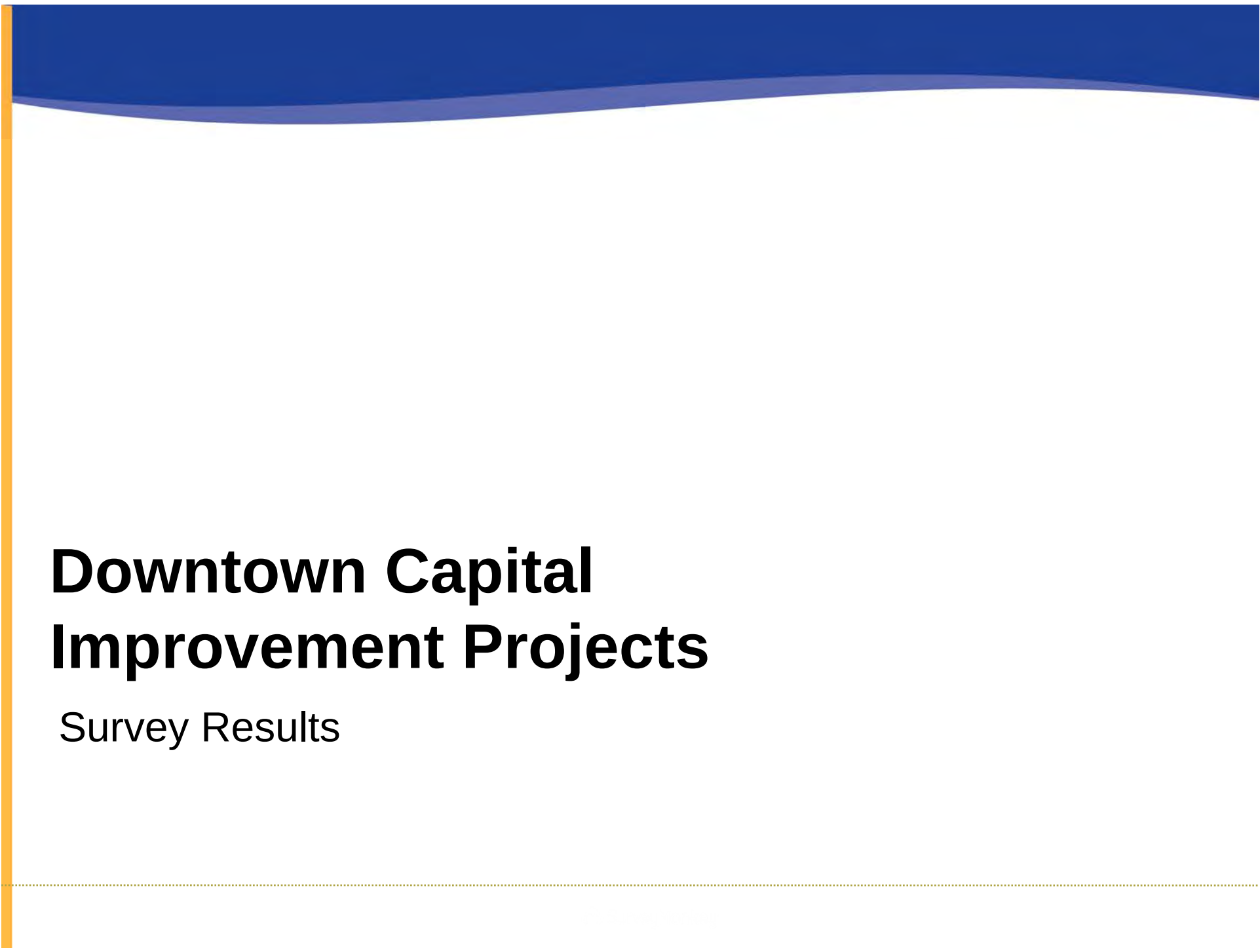
- a. Develop a vision and plan (with timelines) for downtown revitalization to create a vibrant center for our community, emphasizing cultural arts, diversity, and historic assets.

### PERFORMANCE MEASURES

1. 5% increase in number of visitors/tourists to Oxnard for the next two years.



# QUESTIONS



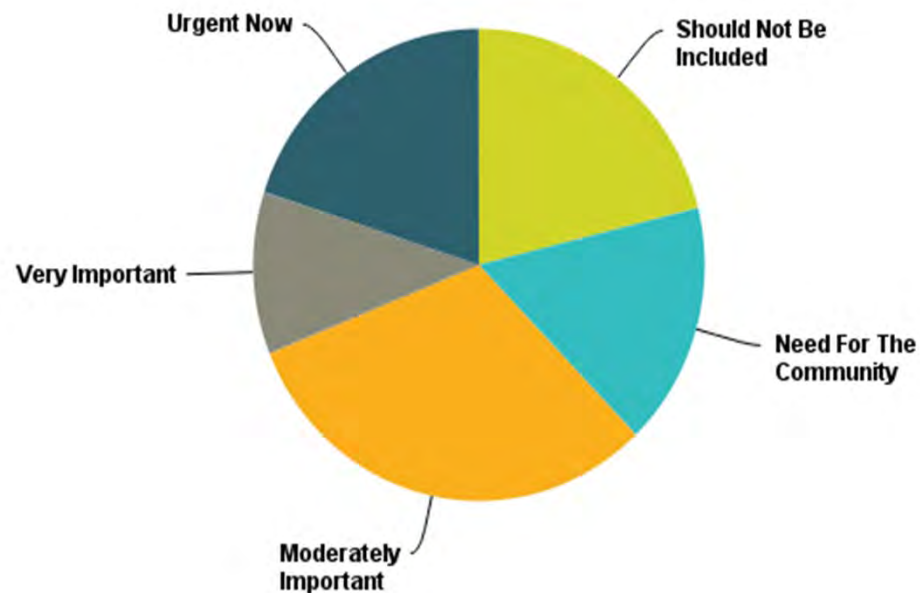
# **Downtown Capital Improvement Projects**

Survey Results

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**Q1: Solid Waste Management: installation of trash enclosures and refuse containers at strategic locations on the east side of Oxnard Boulevard in consultation with the City's Solid Waste Division.**



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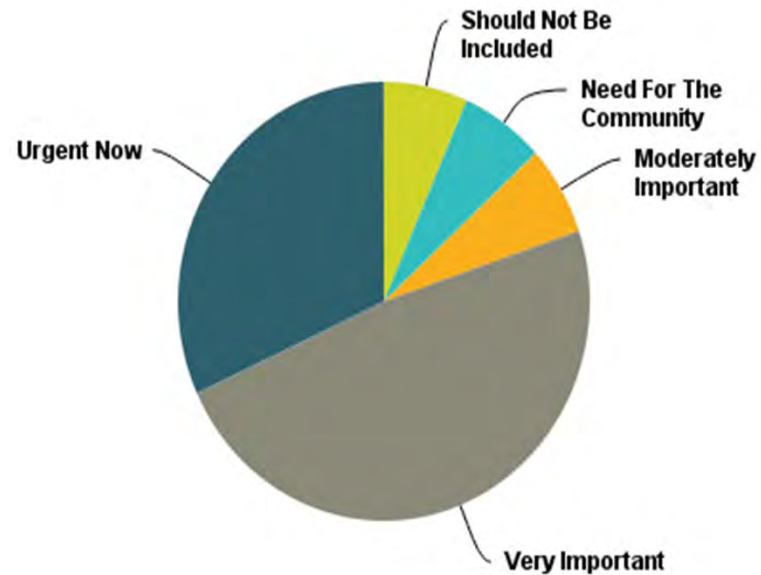
**Q1: Solid Waste Management: installation of trash enclosures and refuse containers at strategic locations on the east side of Oxnard Boulevard in consultation with the City's Solid Waste Division.**

| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 21.11%    | 19 |
| Need For The Community | 16.67%    | 15 |
| Moderately Important   | 31.11%    | 28 |
| Very Important         | 11.11%    | 10 |
| Urgent Now             | 20.00%    | 18 |
| Total                  |           | 90 |

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**Q2: Downtown Lighting: installation of lighting at Plaza and other strategic locations throughout the downtown to improve visibility, walkability and public safety.**



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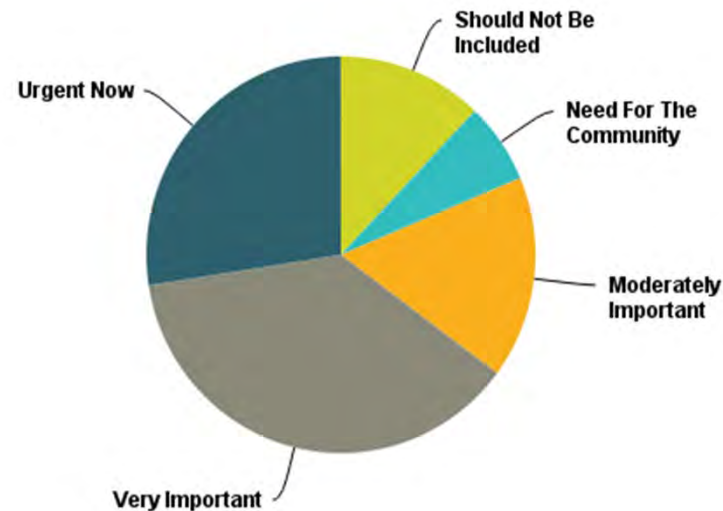
**Q2: Downtown Lighting: installation of lighting at Plaza and other strategic locations throughout the downtown to improve visibility, walkability and public safety.**

| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 6.59%     | 6  |
| Need For The Community | 6.59%     | 6  |
| Moderately Important   | 6.59%     | 6  |
| Very Important         | 48.35%    | 44 |
| Urgent Now             | 31.87%    | 29 |
| Total                  |           | 91 |

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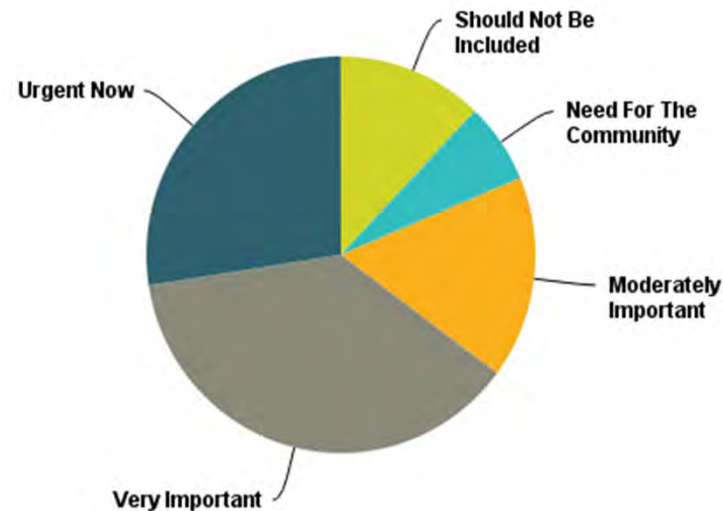
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**Q3: Downtown Façade Improvement Program: continuation of financial assistance for design and construction of facade improvements for commercial buildings to help revitalize and strengthen the economic base of the project area.**



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**Q3: Downtown Façade Improvement Program: continuation of financial assistance for design and construction of facade improvements for commercial buildings to help revitalize and strengthen the economic base of the project area.**



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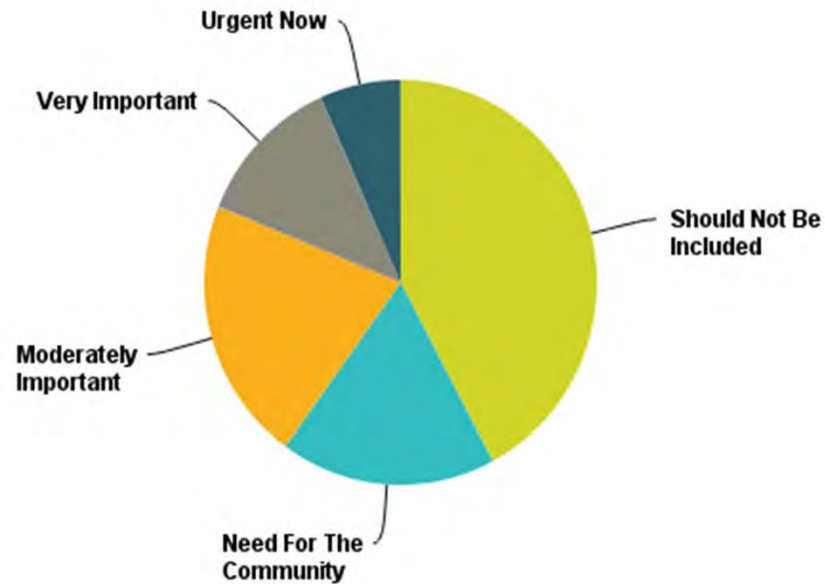
**Q3: Downtown Façade Improvement Program: continuation of financial assistance for design and construction of facade improvements for commercial buildings to help revitalize and strengthen the economic base of the project area.**

| Answer Choices         | Responses |    |
|------------------------|-----------|----|
| Should Not Be Included | 12.09%    | 11 |
| Need For The Community | 6.59%     | 6  |
| Moderately Important   | 16.48%    | 15 |
| Very Important         | 37.36%    | 34 |
| Urgent Now             | 27.47%    | 25 |
| Total                  |           | 91 |

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**Q4: Temporary Public Restrooms: strategic placement of temporary portable restrooms to supplement public facilities at the Library, Transportation Center, Service Center, City Hall and Heritage Square.**



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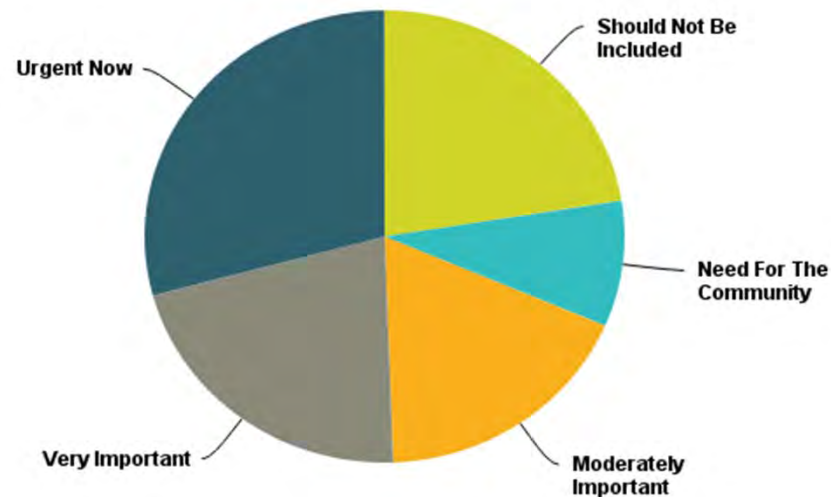
**Q4: Temporary Public Restrooms: strategic placement of temporary portable restrooms to supplement public facilities at the Library, Transportation Center, Service Center, City Hall and Heritage Square.**

| Answer Choices         | Responses |           |
|------------------------|-----------|-----------|
| Should Not Be Included | 42.22%    | 38        |
| Need For The Community | 17.78%    | 16        |
| Moderately Important   | 21.11%    | 19        |
| Very Important         | 12.22%    | 11        |
| Urgent Now             | 6.67%     | 6         |
| <b>Total</b>           |           | <b>90</b> |

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**Q5: Permanent Public Restroom: installation of a Permanent Public restrooms to supplement public facilities at the Library, Transportation Center, Service Center, City Hall and Heritage Square.**



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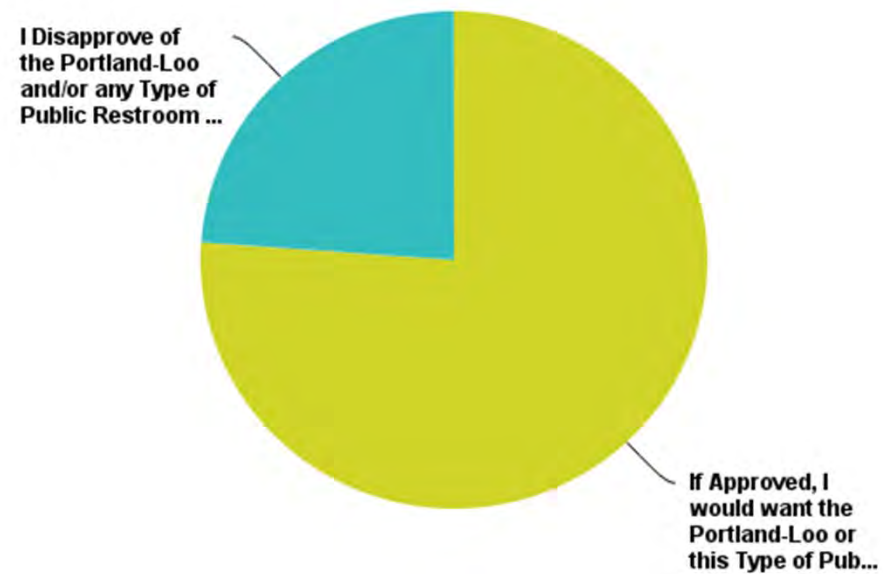
**Q5: Permanent Public Restroom: installation of a Permanent Public restrooms to supplement public facilities at the Library, Transportation Center, Service Center, City Hall and Heritage Square.**

| Answer Choices         | Responses |           |
|------------------------|-----------|-----------|
| Should Not Be Included | 22.47%    | 20        |
| Need For The Community | 8.99%     | 8         |
| Moderately Important   | 17.98%    | 16        |
| Very Important         | 21.35%    | 19        |
| Urgent Now             | 29.21%    | 26        |
| <b>Total</b>           |           | <b>89</b> |

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## Q6: Permanent Public Restroom: The Portland-Loo



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## Q6: Permanent Public Restroom: The Portland-Loo

| Answer Choices                                                                             | Responses |
|--------------------------------------------------------------------------------------------|-----------|
| If Approved, I would want the Portland-Loo or this Type of Public Restroom in the Downtown | 76.14% 67 |
| I Disapprove of the Portland-Loo and/or any Type of Public Restroom in the Down            | 23.86% 21 |
| Total                                                                                      | 88        |

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## The Portland –Loo Located at Wilson Park

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## Q7: Location of Restroom

| Answer Choices                                                                      | Responses |           |
|-------------------------------------------------------------------------------------|-----------|-----------|
|    | 7.59%     | 6         |
|    | 27.85%    | 22        |
|   | 18.99%    | 15        |
|  | 45.57%    | 36        |
| <b>Total</b>                                                                        |           | <b>79</b> |

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## Plaza Park Location

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## **“B” Street Parking Lot Location**

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## 4<sup>th</sup> Street and “B” Street Location In Front of Parking Structure

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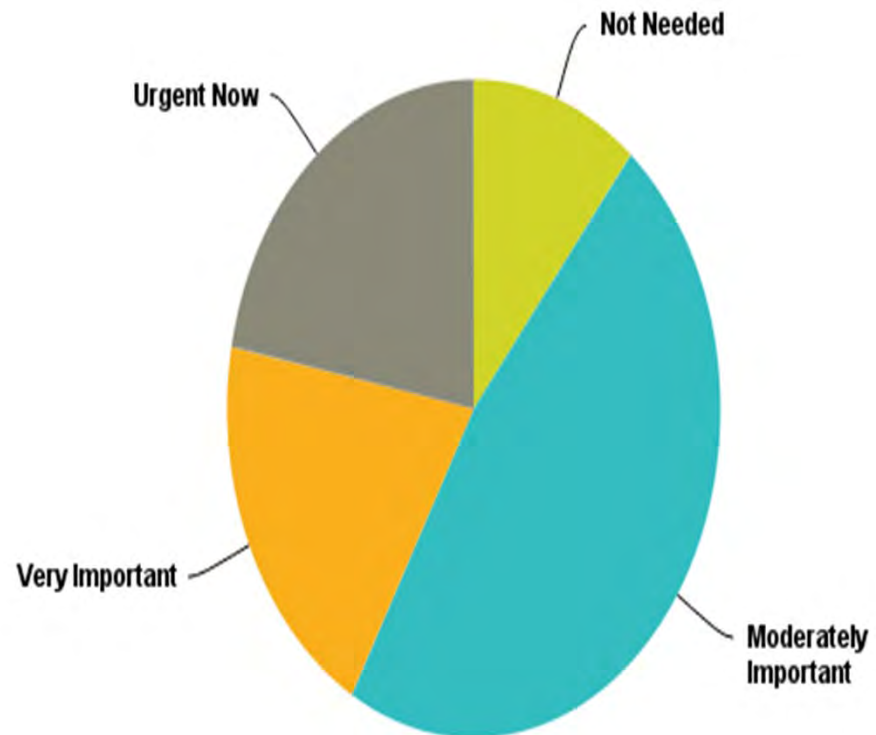
## Police Store Front Location at Parking Structure on “B” Street

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## Q8: Downtown Tree Trimming Oxnard Blvd



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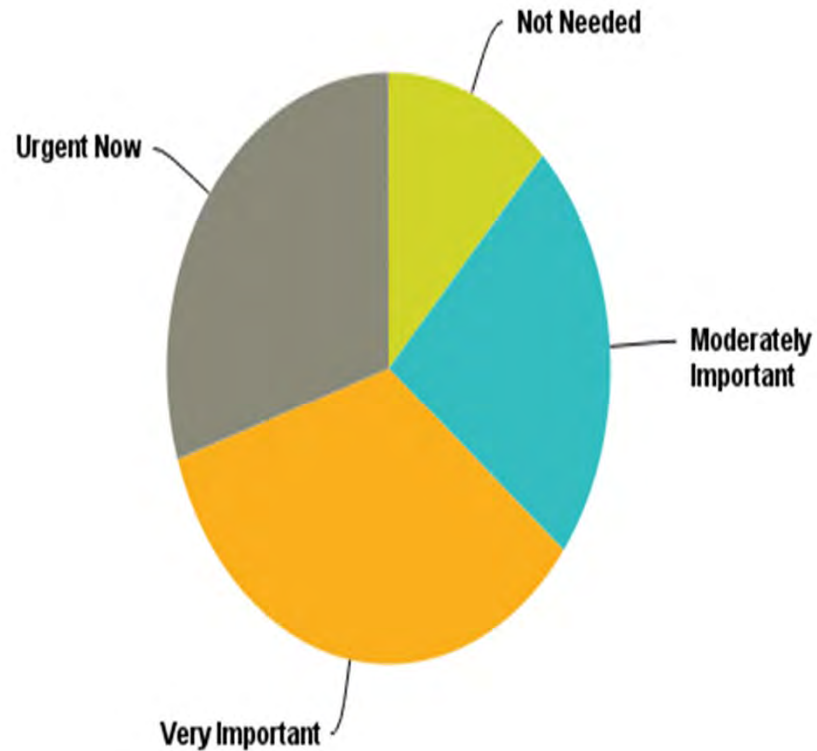
## Q8: Downtown Tree Trimming Oxnard Blvd

| Answer Choices       | Responses |    |
|----------------------|-----------|----|
| Not Needed           | 10.99%    | 10 |
| Moderately Important | 47.25%    | 43 |
| Very Important       | 19.78%    | 18 |
| Urgent Now           | 21.98%    | 20 |
| Total                |           | 91 |

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**Q9: Downtown Design Guidelines: creation of new design guidelines to coordinate and orchestrate the overall development of the city core, for future projects to produce a better livable, walkable, sustainable Downtown.**



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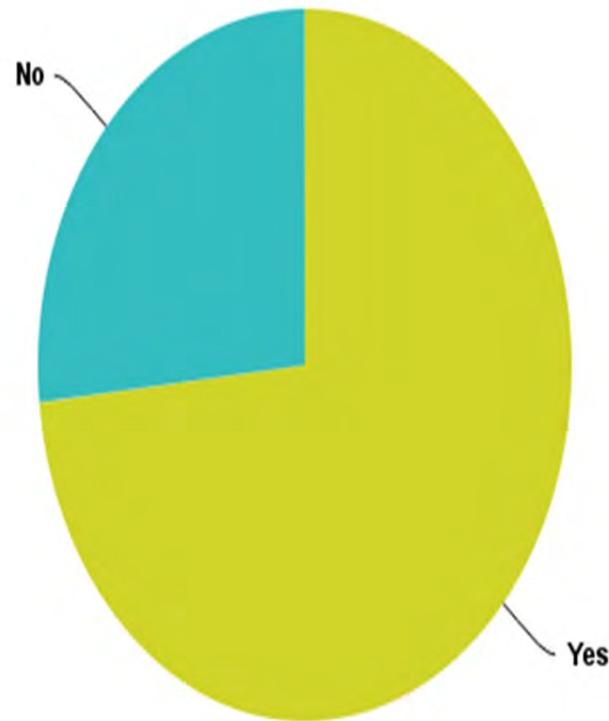
**Q9: Downtown Design Guidelines: creation of new design guidelines to coordinate and orchestrate the overall development of the city core, for future projects to produce a better livable, walkable, sustainable Downtown.**

| Answer Choices       | Responses |           |
|----------------------|-----------|-----------|
| Not Needed           | 12.22%    | 11        |
| Moderately Important | 23.33%    | 21        |
| Very Important       | 34.44%    | 31        |
| Urgent Now           | 30.00%    | 27        |
| <b>Total</b>         |           | <b>90</b> |

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**Q10: Revolving Loan Program For Downtown Businesses revolving Loan Fund Program supplies small businesses and entrepreneurs with the gap financing needed to start or expand their business**



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**Q10: Revolving Loan Program For Downtown Businesses revolving Loan Fund Program supplies small businesses and entrepreneurs with the gap financing needed to start or expand their business**

| Answer Choices | Responses |    |
|----------------|-----------|----|
| Yes            | 73.33%    | 66 |
| No             | 26.67%    | 24 |
| Total          |           | 90 |