

City of Ojai General Plan



Land Use Element

Final

Land Use Element



TABLE OF CONTENTS

	PAGE
INTRODUCTION	1
BACKGROUND AND PURPOSE OF THE LAND USE ELEMENT	1
GOALS AND OBJECTIVES	2
LEGAL AUTHORITY	3
ELEMENT ORGANIZATION AND FORMAT	3
GENERAL PLAN APPROACH	5
PRESERVING OJAI'S SMALL TOWN CHARACTER	5
MAINTAINING COMPATIBILITY BETWEEN OJAI'S BUILT AND NATURAL ENVIRONMENT	13
BALANCING SMALL TOWN LIFE WITH A VIBRANT TOURIST ECONOMY	14
MANAGING THE PACE OF GROWTH AND DEVELOPMENT	15
INTEGRATING OJAI'S VISION WITH ACTION TAKEN BY OTHER AGENCIES	17
LAND USE ELEMENT POLICIES	20
PRESERVING OJAI'S SMALL TOWN CHARACTER	20
MAINTAINING COMPATIBILITY BETWEEN OJAI'S BUILT AND NATURAL ENVIRONMENTS	24
BALANCING SMALL TOWN LIFE WITH VIBRANT TOURIST ECONOMY	24
MANAGING THE PACE OF GROWTH AND DEVELOPMENT	24
INTEGRATING OJAI'S VISION WITH ACTION TAKEN BY OTHER AGENCIES	25
IMPLEMENTATION AND MONITORING PROGRAM	26
INTRODUCTION	26
DEVELOPMENT REVIEW	26
INTERGOVERNMENTAL COORDINATION AND COMMUNITY INVOLVEMENT PROGRAM	52
SPECIAL STUDIES AND PROGRAMS	55
LAND USE ELEMENT REVIEW AND UPDATE	56
IMPLEMENTATION MONITORING	57

Land Use Element



INTRODUCTION

BACKGROUND AND PURPOSE OF THE LAND USE ELEMENT

Ojai is a special place that evokes a certain small town feeling in those who live or visit here. Upon entering Ojai, one cannot help but gain an understanding of what small towns really are; Ojai's character harkens back to the "traditional" small town, not the modern conception of what small town image should be. For residents and visitors alike, Ojai is a friendly, comfortable place; it is familiar. For those who were raised in small towns, Ojai invokes reminders of home; for those who were raised in larger cities, Ojai encompasses the best that can be imagined of small town life.



Residents characterize Ojai as a "small town" or "village," avoiding the term "city" because of its connotations of large size and unbridled growth.

The Land Use Element of the General Plan sets forth Ojai's vision of its future the means by which the City will protect its small town character. The Land Use Element outlines the City's fundamental land use philosophy regarding appropriate types, intensity, and location of new development, and appropriate means for maintaining the area's environmental, social, physical, and economic health and vitality. The Land Use Element, therefore, focuses on the organization of the community's physical environment into logical, functional, and visually pleasing patterns that are consistent with local social values. Of primary concern are the *type, intensity, location, and character* of land uses that will be permitted in the future.

Ojai's overall land use pattern is well established, and is not intended to substantially change over time. Future growth will primarily consist of infill development. However, as this infill occurs, the City will face significant challenges. Ojai's natural setting and significant environmental features need to be protected, and at the same time, private property rights need to be recognized.

Ojai residents recognize that preservation of the community's small town character is not a matter of chance, but requires concerted action and vigilance. Thus, the City has established residential and commercial growth management programs, as well as design guidelines. The effect of these programs is to ensure that the rate, scale, type, and character of new development contributes to, rather than detracts from, Ojai's unique character.

Land Use Element



GOAL AND OBJECTIVES

Despite significant economic, technological, and social changes in California, the residents of Ojai have been successful in preserving their community's character and the features that make Ojai such a desirable community. This has required integrating current planning tools with innovative ideas and a clear sense of community priorities and vision. These priorities and vision form the basis for Ojai's land use goal and objectives.

City of Ojai Land Use Element Goal and Objectives

Goal

It is the goal of the City of Ojai to achieve a well-designed, high quality, and functional balance of land uses which reflects Ojai's unique character and community values, and which integrates the resolution of local and regional issues contained in other elements of the Ojai General Plan.

Objectives

In implementing this goal, it is the objective of the City to:

- *identify and use the unique aspects of the community that comprise the "Ojai experience" as a benchmark for new development;*
- *provide a residential living environment that encourages a diversity in lifestyles, allows for a mixture of uses which support pedestrian accessibility, and provides housing opportunities for all socioeconomic groups;*
- *preserve Ojai's small town character and maintain a built environment that does not detract from Ojai's natural environment;*
- *maintain a vibrant tourist economy which is in balance with Ojai's small town life;*
- *manage the interrelationship between attaining Ojai's vision of its future and actions taken by other organizations and agencies in such a manner as to facilitate achievement of each party's vision of the future; and*
- *manage the growth and pace of development to ensure that community resources are sustainable, and capable of meeting the needs of both present and future residents.*

Figure 1 - Land Use Element Goal and Objectives

Land Use Element



LEGAL AUTHORITY

Under State Law (Government Code Section 65302[a]), every City and County is required to adopt, as part of its General Plan, a Land Use Element which:

"designates the proposed general distribution and general location and extent of the uses of the land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan..."¹

In addition, the General Plan Land Use Element may address other subjects or geographical areas (both within or outside the City limits) which relate to the physical development of the City. Furthermore, State Law suggests that the elements of the General Plan focus attention on issues of greatest community concern.

Table I-2, *Index to the Location of State Mandated General Plan Issues Within the Ojai General Plan* within the Introduction section of the General Plan, provides an index reference of State General Plan requirements and under which section of the Ojai General Plan the State requirement is fulfilled.

ELEMENT ORGANIZATION AND FORMAT

To assist the reader in using the General Plan, the Land Use Element is structured around five general themes, which represent a summary of specific community characteristics and concerns that provide the framework for the land use policy included in the Land Use Element. These themes include: preserving Ojai's small town character, maintaining compatibility between Ojai's built and natural environments, balancing small

Figure 2 - Policy Directives

Policy Directives

Goal: A general, overall and ultimate purpose, aim, or end toward which the City will direct effort.

Objective: A specific statement of desired future conditions toward which the City will expend effort in the context of striving to achieve a broader goal.

General Plan Approach: Discussion as to how the City will resolve relevant issues and manage its future.

Policies: Actions, activities, priorities, and policy direction that, when incorporated with the General Plan approach, detail how goals and objectives will be accomplished.

¹ Pursuant to Government Code Section 65302a, areas within Ojai that are subject to flood hazards are identified in the Safety Element.

Land Use Element



town life with a vibrant tourist economy, managing the pace and growth of development, and integrating Ojai's vision with actions taken by other agencies. The Land Use Element is organized into the following sections below.

Introduction: A brief overview of the background and purpose of the Element is provided. The Introduction also includes the Element's goals and objectives, which represent the first level of policy directives for the Land Use Element.

General Plan Approach and Policies: The General Plan Approach and Strategies represent the directives that the City will use to manage its future, guide new development, and to protect the natural environment and the character of the community (see Figure 2).

Implementation and Monitoring Program: The Implementation and Monitoring Program is the City's blueprint for action. The program includes a presentation of a specific set of actions designed to implement Ojai's goals, objectives and strategies. The action program includes the full range of specific steps necessary to translate the vision described in the Land Use Element into reality.

Land Use Element



GENERAL PLAN APPROACH

PRESERVING OJAI'S SMALL TOWN CHARACTER

It is the Ojai General Plan's approach to preserve the community's "small town" character by using the physical, environmental, and social aspects of the community that form its character as the criteria for determining the appropriateness of new development. Thus, new development must respect or enhance the City's small town feel and fit in with the existing land use pattern. A key component to Ojai's approach is to use the unique community attributes, overall community structure, and individual architectural and urban design features that together create Ojai's unique small town character. These will also act as the guiding principles for the design of new development projects, thus achieving a compatible "fit" between new development and the existing characteristics of the surrounding community, neighborhood, and area where they are developed (see Figure 3).

The residents of Ojai share a common goal of ensuring that the existing "sense of community" is maintained, and that local social values are reflected in community and governmental decision making and the City's development review process.

Ojai's Land Planning and Design Approach:

New developments shall use Ojai's unique community attributes, structure, and features as the guiding principles for all new project designs.

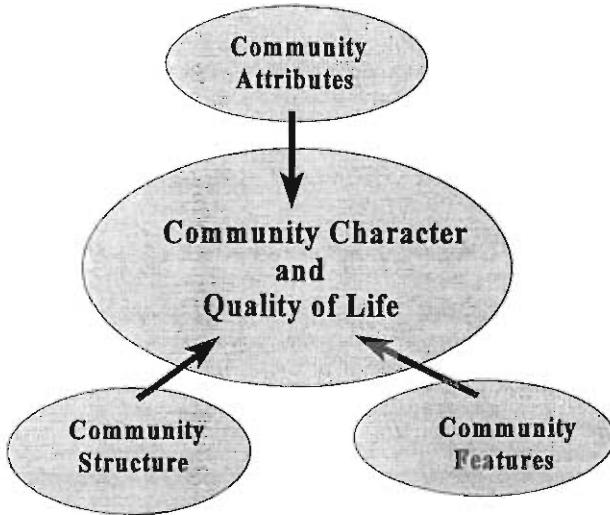


Figure 3 - Planning and Design Approach

Land Use Element



The following provides a general description of the attributes, structure, and features that together make up Ojai's small town character. Community standards for all new development in Ojai are also detailed in the General Plan Land Use Implementation and Monitoring section of the Land Use Element.

Community Attributes

As part of its approach to land use planning and community design, the Ojai General Plan recognizes a number of unique community attributes that together create Ojai's small town character. These attributes include those aspects of life in Ojai which attracted residents to the Ojai Valley, as well as what keeps residents from moving somewhere else. New development is to be compatible with these attributes to ensure compatibility with Ojai's community character.

Ojai Community Attributes

Ojai is a quiet, peaceful community whose picturesque valley setting, architectural character, and protected natural environment combine to provide a refuge from the chaotic sprawl of the metropolitan Los Angeles area. It is a community that:

- ...is first and foremost a place for people and families to live quality lives;*
- ...protects its unique small town character and cultural heritage;*
- ...is not dominated by automobiles, "corporate architecture," or suburban subdivisions;*
- ...respects its physical environment, and protects the distinctive natural environment of the Ojai Valley; and*
- ...successfully blends the best of small town lifestyles and a tourist economy.*

Figure 4 - Community Attributes

Community Structure

Ojai's community structure is comprised of five general types of land uses: Rural/Open Space, Suburban, Village, Employment-Generating, and the Downtown. Overall, Ojai is surrounded by a ring of rural and open space lands which provide definition to the developed portions of the community. Within this ring are a variety of suburban density residential neighborhoods, as well as commercial developments, which are generally located along Ojai Avenue. North of the downtown area is a village-type area of older residential neighborhoods mixed with small scale commercial development. At the center of Ojai is a traditional small town downtown which functions as the civic, cultural, and social heart of the

Land Use Element



community. Southeast of downtown is an area of small industrial uses, as well as a larger suburban business park development. New development needs to not only establish a functional relationship with its site and surrounding properties, but must also establish a comfortable fit with the overall structure of the community as described below (see Figure 5).

In requiring that new development be consistent with existing land use patterns and character, the General Plan recognizes that Ojai's unique land use character is composed of a number of different types of uses that when taken together add interest and diversity to the community. It is Ojai's intent, therefore, to preserve this same diversity and individuality in new residential and commercial development while ensuring that all new development "fit" with the surrounding characteristics of each neighborhood area.

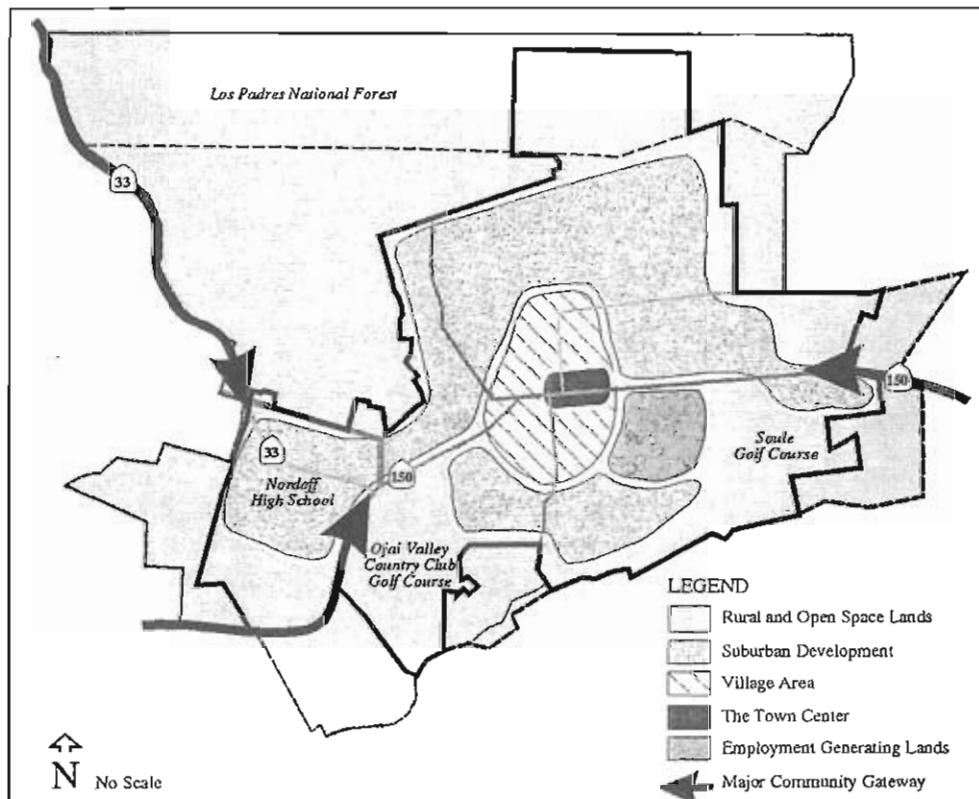


Figure 5 - Community Structure

It is the intent of the General Plan to retain the community's existing land use structure. This structure is depicted in the General Plan Land Use Plan which outlines the general distribution of land uses that, along with the Land Use Element text, define the types and intensities of uses, densities, standards and, in some cases, the conditions under which the uses are considered to be appropriate.

Land Use Element



The Land Use Plan carries out the community's goal to guide future development and manage growth in a way that promotes the health, safety, and welfare of Ojai residents. A copy of the Land Use Plan is provided in a map pocket at the end of the General Plan.

Rural and Open Space Lands

One of the most unique characteristics of Ojai is that the edge of development is defined by an abundance of open land which surrounds the community. Physically, Ojai is bordered on the north by the Santa Ynez Mountains and the Los Padres National Forest, and on the south by Sulphur Mountain. These topographic features stand as a backdrop to the community, and add opportunities for significant views and vistas both to and from the community. The predominant development pattern along the highway corridors leading east and west from Ojai is made up of a mixture of large citrus groves, range land, and other agricultural uses. These rural and open land uses provide an important separation between the City of Ojai and surrounding communities, and are a significant component of Ojai's small town character.



The Ojai Valley

It is the City's intent that the large unbroken expanses of open lands around the perimeter of the community be preserved. Development within these perimeter lands is intended to consist of agricultural open space and very low intensity development (less than 1 dwelling unit/10 acres [du/ac]).

Suburban Development

The perimeter of Ojai's existing developed lands consists of suburban development, much of it newer single family detached residential homes in the familiar Southern California style. These neighborhoods were generally developed as individual entities with few points of entry and little connection to the overall community, and are designed physically and architecturally to facilitate automobile travel. There is no easy connection to walking/bicycle paths, trails or designated bicycle lanes leading into the center of town. The lack of street trees and the presence of tract housing, including sidewalks at curbs, serves to further disconnect some of these developments with the character of Ojai. It is the city's intent not to repeat this style of development.

Land Use Element



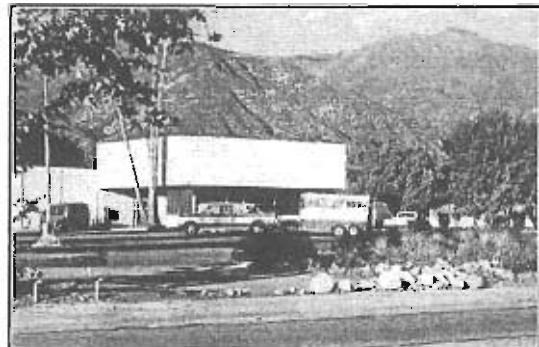
There are, however, some excellent examples of suburban neighborhoods within Ojai, which will serve as models for future neighborhoods. The "Arbolada" is a subdivision that, at one time, comprised the outer edge of the developed town. Its rock and tree-lined streets meander with the topography and serve to tie a diverse collection of older and newer homes together with a strong "sense of place" that is unmistakably Ojai.



The Arbolada

In addition to the Arbolada, older residential neighborhoods in the vicinity of the downtown can serve as models for future development. These neighborhoods exhibit a grid street pattern, and were built by individual contractors, meaning that each home is a unique architectural statement, even though many of these neighborhoods consist of modestly sized homes. The elimination of tract housing with its repetitive architecture is key to preserving Ojai's unique small town character.

There is also a substantial amount of suburban commercial development that is distinguished by large front setbacks and parking between the street and buildings. Most of this development occurred during the past 30 years, and is located on the perimeter of the community at the west and east ends of Highway 150. In addition, one such area of suburban style development can be found just to the west of the town core. This area is composed of grocery, banks, restaurants, and other related commercial uses. The large building setbacks and street-oriented parking make the area unfriendly to pedestrians and bicyclists, and creates an unfortunate barrier between the neighborhood to the west and the town center to the east. The General Plan strives to avoid recreating this style of commercial development. Instead, the General Plan intends that new commercial development be small in scale, and similar in character to commercial development found in and around the downtown area. In these areas, buildings are close to the street, and encourage pedestrian and bicycle access between buildings.



Suburban Commercial Development

Land Use Element



Village Area

As one approaches the downtown area from almost any side street, buildings become noticeably more dense, as lots become smaller and lot coverage increases. Building setbacks lessen, and residential uses are mixed in with a variety of low intensity commercial uses, such as lodging, realty, small medical and other service-related office space, as well as some retail shops, such as antique stores and art galleries.



Village Development

The architecture of these areas varies widely, and includes a mix of building types and styles, from old Victorian and Craftsman houses to small masonry commercial buildings. Where walking paths or sidewalks are present, they are typically narrow, and often of dirt, gravel or asphalt. Trees are abundant and street improvements have often been made to accommodate them, diverting curbs and walks around the trunks and roots to assure their survival. The General Plan aims to preserve the existing character and design of these areas.

The older residential neighborhoods in the central portion of Ojai reflect a traditional style of development which is currently enjoying a revival throughout the United States, and which the City wants for its newer neighborhoods. These traditional or "neotraditional" neighborhoods feature a grid street system, and tend to de-emphasize the presence of automobiles by using narrower street sections than are typically found in suburban style developments. The design of individual houses also supports de-emphasizing the role of automobiles by reducing the visual prominence of the garage, often placing the garage at the rear of the lot with access provided via an alleyway. Rather than being mass produced as part of a large scale tract, housing in these older neighborhoods tends to be more individual. Although they are not necessarily large or lavish, each house has a unique architectural design that is not repeated throughout a



Commercial Development within an Established Ojai Neighborhood

Land Use Element



neighborhood as it would be in a suburban subdivision. It is this traditional style of development that Ojai desires for its future.

Commercial development within this area is pedestrian in scale, unique in their use (art galleries, bed and breakfast) or focused at serving the personal service needs of the surrounding neighborhoods. It is this style of mixed-use development that Ojai desires for its future.

The Town Center

Found primarily in and around Ojai's historic downtown, the area's development pattern is characterized by smaller, contiguous buildings located at the immediate edge of the public right-of-way. These smaller buildings with many shop storefronts and entries ensure a busy pedestrian atmosphere. Most of the buildings in and around the town core are low-lying, one and two story structures of plaster, wood or masonry exterior.

The strength of Ojai's town core as a memorable place can be attributed to the vision of Edmond Drummond Libbey, whose financial support in the early 1900s resulted in the formalized plan for the town centered on a civic park and small commercial district. It is the intent of the Ojai General Plan to preserve this focus on a civic park (Libbey Park), and to retain the small size of the central commercial district. The architecture of the downtown's key structures includes the arcade, which brought together a row of diverse commercial buildings behind an elegant Spanish colonnade, and the post office, whose tower serves as a visual landmark to signify arrival at the center of town. Although many intrusions and diverging styles have been developed in and around this center, the images of these two structures as a relaxed but elegant backdrop to the park are so strong that their impression seems to leave little room for anything else. New development within the downtown area is to be smaller in scale than these structures, and should not compete for visual prominence with them. New development should also incorporate the pedestrian-friendly design of the traditional downtown, with buildings set at the sidewalk and parking located behind.



The Arcade at the Town Center

In most circumstances, there is a sharp line of delineation between the "village" areas around the town center and the center itself. Often, a transition in street

Land Use Element



width and improvements can be seen at the point of transition, corresponding with a change in building type and lot coverage, which does well to emphasize the ending of one district and the beginning of another.

It is the community's intent to recognize the significant impact that a traditional downtown has had on Ojai's image as a small town by ensuring that new development be compatible with the area's historic and architectural features, as well as the civic and cultural focus the area provides to the community. Through the implementation of General Plan policies, Ojai will strive to retain the Town Center's importance as a traditional downtown for the enjoyment of visitors as well as residents.

Employment-Generating Lands

To the east of Libbey Park, southeast of the downtown area, is an area of small industrial uses, as well as a larger modern business park. Industrial development outside of the business park primarily consist of small uses on individual lots. Immediately east of Libbey Park are areas zoned for manufacturing use that are primarily residential in character, as well as areas that consist of a mix of residential and industrial uses. It is the intent of the General Plan to both protect existing residential uses, as well as to allow for an expansion of employment opportunities by establishing:

- expanded opportunities for home occupations to include such uses as cabinet shops, custom furniture manufacturing, artists galleries, and others;
- areas permitting a mix of residential and employment-generating uses, including establishment of appropriate development standards for these areas; and
- performance standards for industrial uses located adjacent to residential areas.

Community Features and Architectural Imagery

To achieve a successful fit with Ojai's small town character, new development should be compatible with neighboring architecture and not overshadow local community landmarks.

Ojai's small town character has largely been created and is anchored by the many identifiable landmark buildings, and is reflected in the type, scale of architectural features that are used throughout the community. It is Ojai's intent to use local community landmarks, as well as the architectural imagery they possess, as the palette to be used in the design of new developments. To successfully implement this approach, new development will be required to integrate existing community architectural and design features which, as identified in the General Plan, support the community's efforts to preserve the small town character.

Land Use Element



The Ojai General Plan also identifies several special areas in the community that possess unique development and design opportunities and needs. Within these areas, Ojai's approach to land use planning is to provide conceptual designs in the implementation portion of the Land Use Element to provide project designers with a starting point from which new developments may be created that fit with the community's small town character. These conceptual designs can be found beginning on page 36 of the Land Use Element.

MAINTAINING COMPATIBILITY BETWEEN OJAI'S BUILT AND NATURAL ENVIRONMENTS

The Ojai General Plan recognizes Ojai's stewardship role in the management of the natural environment.

The Ojai Valley's natural environment is a critical component of the community's overall character. Probably the best example of the priority that Ojai places on preserving the area's natural environment and forcing man-made features to fit into that environment is the City's policy toward oak tree preservation. Large oak trees, which would be removed as part of road construction or widening projects in most cities, remain within Ojai's streets and rights-of-way as ongoing reminders of Ojai's emphasis on development fitting *around* rather than *over* the natural environment.

Historical accounts of the Ojai Valley's development often refer to the wealth of resources, both mineral and natural, that could be found in the "Upper Ojai" area. As is the case for many of Ojai's current residents, those who originally settled in the area were looking for opportunity and a more healthy way of life. As time has passed, the natural beauty of the Valley has been preserved, tempering the pace and intensity of new development.

More than simply expressing an affinity for the Valley's natural environment, the General Plan is an important tool for defending that environment. The approach of the General Plan is to provide for the protection of the natural environment and those resources which comprise the character of the community recognizing that new development may be a threat to their preservation.



Oak Tree Preservation

Land Use Element



Beasant Meadows

Protecting the area's natural hillsides and ridge lines, as well as protecting remaining open lands, are important concerns of the General Plan, which takes a broad view of the environment, recognizing that concerns extend beyond the City's boundaries and immediate physical environment to other issues such as water resource conservation, areawide drainage and flood control,² solid waste management, and protection of air quality. This broad view of the environment also extends geographically, and is reflected in General Plan provisions related to regional planning and visioning programs, including programs that indirectly affect the City of Ojai.

The Ojai General Plan land use approach recognizes that the City must take a stewardship role in the management of the natural environment in both Ojai and the larger Ojai Valley where impacts to natural resources would impinge on community character and the quality of life of Ojai residents. In the review of individual projects, the Ojai General Plan considers natural features such as established trees, arroyos, streambeds, meadows, hillsides, and viewshed as critical elements of a project design that are to be proactively preserved and embellished upon in the design of new development.

BALANCING SMALL TOWN LIFE WITH A VIBRANT TOURIST ECONOMY

The General Plan recognizes that Ojai residents have expressed the need to nurture and expand the range of community events that bring the community together and keep residents and families involved in local activities. Along with the physical components that comprise Ojai's small town character, the large number of community cultural activities available to Ojai residents is a significant element of its small town character and strong sense of community. For a town of its size, Ojai has an unusually active community in terms of community events, such as the Ojai Music Festival, Summer Concert Series, Ojai Tennis Tournament, PGA Seniors Golf Classic, Ojai Mexican Fiesta, and the Ojai Theater Company's "Shakespeare in the Park." Ojai also boasts extensive public and private cultural facilities, such as art galleries and studios, as well as Libbey Bowl, which houses concerts and theater productions.

² Identification of areas within the City that are subject to flooding is included in the Safety Element.

Land Use Element



Tourist Oriented Business

Tourism plays a significant role in supporting these cultural facilities and activities. Over the years, Ojai's dramatic setting and small town character have attracted exclusive private schools and resorts to the area. This, in turn, has created a local market for the purchase of works produced by local artists, as well as a demand for specialty retail uses far beyond that which could be supported by Ojai's resident population. This vibrant, visitor serving economy, in turn, gives the City the

ability to provide services and facilities that are not normally available in towns of Ojai's size.

While the area's visitor serving economy provides substantial benefits, it can at times, also impinge on the area's small town character by attracting large numbers of people, particularly during major events. Because the location of community, cultural, and tourist facilities encourages considerable pedestrian and bicycle activity within the Town Center, congestion in this area during major community events can be highly disruptive. In addition, residents occasionally raise the concern that Ojai's commercial sector caters too much to tourists, featuring expensive specialty goods, and sometimes neglects the daily shopping needs of local residents.

It is the intent of the General Plan to both enhance the City's ability to continue to foster the community spirit that major events bring to the community, as well as to provide opportunities for new business which cater to local needs to grow and become successful. The City will continue to tap into the community's volunteer resourcefulness to ensure community events are a part of, but are not imposed on Ojai's small town character. Implementation of the Village Mixed-Use land use designation will provide opportunities for new locally serving businesses, and improve pedestrian accessibility within the City's town center without negatively impacting the City's small town character.

MANAGING THE PACE OF GROWTH AND DEVELOPMENT

The pace of development in the 1970s alerted the City of Ojai to the problems of rapid growth -- degradation of air and water quality, congested streets, and an inability for area public services and facilities to keep up with increasing demands. Mass produced suburban housing tracts with their repetitive architecture nearly replaced traditional neighborhoods as the predominant housing type within the City. Unconstrained growth threatened to forever change the small town character that made Ojai such an desirable community and had attracted such an interest in

Land Use Element



development. Thus, in 1979, the City adopted residential growth controls to manage the pace of single family and multiple family development. Affordable housing projects, such as the recently completed 21 unit Montgomery Oaks development, were exempted from residential growth controls.

Through the 1980s, commercial development continued. It became apparent that air and water quality were still threatened, traffic congestion continued to mount, and public services and facilities still struggled to maintain pace with the area's rate of growth. Commercial centers were being developed at a rate faster than the City's rate of population increase, and as commercial development expanded in a nearly continuous corridor along Ojai Avenue, the vitality of the downtown area was at risk. In addition, Ojai's overall small town character was threatened as the City became increasingly commercial in nature, and the City's commercial base tilted toward serving the area's tourist population. Thus, in 1991, the City adopted commercial and office growth controls to tie the rate of commercial and office development within the City to the City's rate of population growth.

The purposes of the City's growth control ordinances remain valid today, and it is the intent of the General Plan that growth controls remain in effect as long as is necessary to ensure the following:

- Community features and attributes of Ojai's small town character are protected.
- Quality of life and open space areas within the City of Ojai are preserved.
- Public services and facilities are able to serve both existing and new development in an economical manner within present and future budget constraints.
- New development not overburden the area's transportation facilities, nor require the widening or construction of new roadways in a manner inconsistent with the preservation of significant community or environmental features or attributes.
- A balance of housing types are available to accommodate all economic segments of the community, including older persons on fixed incomes.
- A balance is maintained between the City's residential, commercial, and office sectors, protecting the community from becoming essentially commercial or tourist oriented.

Land Use Element



INTEGRATING OJAI'S VISION WITH ACTIONS TAKEN BY OTHER AGENCIES

The City of Ojai is not an island, but is part of a larger valley community, and has a population that is smaller than that of surrounding unincorporated areas. The overall valley community encompasses large areas of unincorporated County lands, including the mountainsides and agricultural lands that are a critical component of the Ojai's picturesque setting and small town character.

Through its "Guidelines for Orderly Development" and the Ojai Valley Area Plan, Ventura County has established a means for coordinating its land use planning activities with those of the City within its adopted "sphere of influence" and "area of interest." However, Ojai's existing adopted "sphere of influence" and "area of interest" do not encompass all of the areas of concern to the future well-being of the City³. Where needed, the policies and programs of the Ojai General Plan are directed to these additional areas of concern outside of the formal boundaries established by Ventura County and the County Local Agency Formation Commission (LAFCO).



The Ojai Valley

Because Ojai is situated in an enclosed valley with substantial unincorporated lands and a significant unincorporated population, actions taken by Ventura County within these unincorporated areas can have a profound impact on the City and its residents' quality of life. Development within unincorporated areas escalates traffic volumes along City streets, increases demands on City parks and other public facilities, such as libraries and schools, and often introduces impacts that are incompatible with Ojai's small town character.

³

Sphere of influence refers to the area adopted by the County LAFCO, comprising the City's "ultimate boundaries." According to County policy, the City is to be primarily responsible for land use planning within its sphere, and applicants for development will be encouraged to annex their properties into the City. The "area of interest" is an area established by County policy within which applications for land use permits are referred to the City for review and comment. Within the area of interest, the County is primarily responsible for land use planning, and urban development is to be limited to existing communities as designated on the County General Plan.

Land Use Element



In addition, major development upwind of Ojai along the State Highway 33 corridor can significantly impact air quality within the City of Ojai. Apart from simply monitoring regional programs that might have an affect on the General Plan study area, new regional planning efforts have and will demand that local agencies provide the necessary data and feedback relative to their planning activities. Since much of what is decided at the regional level is based on data generated by individual participating cities, Ojai's approach will be not only to participate in providing information about the City, but also to actively monitor and comment on the conclusions reached.



Highway 33

The City will insist that local valley-wide interests be protected and that County planning programs reflect local conditions and valley wide community values.

In the past, Ojai residents and the City studied the feasibility of establishing a "valley-wide city." While this concept was found to have merit as a tool for ensuring coordination of land and environmental management policies in the Ojai Valley, the concept was found to be economically infeasible. In addition, the residents of smaller unincorporated communities, such as Meiner's Oaks, wished to retain their separate identities. As a result, the Ojai General Plan emphasizes coordination and cooperative actions between agencies. The role of the City's General Plan in addressing land use and land and environmental management policy outside of the present City limits is to mitigate potential impacts of development and other activities occurring within the unincorporated portions of the Ojai Valley, and to provide a basis for cooperative action between the City and Ventura County.

While management of land use and roadway capacity along State Highway 33 between Ventura and the Ojai Valley is critical to Ojai's future, it is largely in the hands of Ventura County and Caltrans. Decisions made by the County to permit development along the corridor, as well as decisions by the County and Caltrans to increase the capacity of the State highway or to defer such efforts have the potential for creating widespread changes in Ojai's quality of life by reducing or increasing the ease of commuting to work in Ventura, or by eliminating or exacerbating a fundamental development constraint.

Thus, the City of Ojai will work both on the local and valley-wide levels to enhance local valley resident's representation in regional planning efforts. In working with the County of Ventura, the City will insist that *local, valley-wide* interests be protected and that County planning programs reflect local conditions and valley wide community values.

Land Use Element

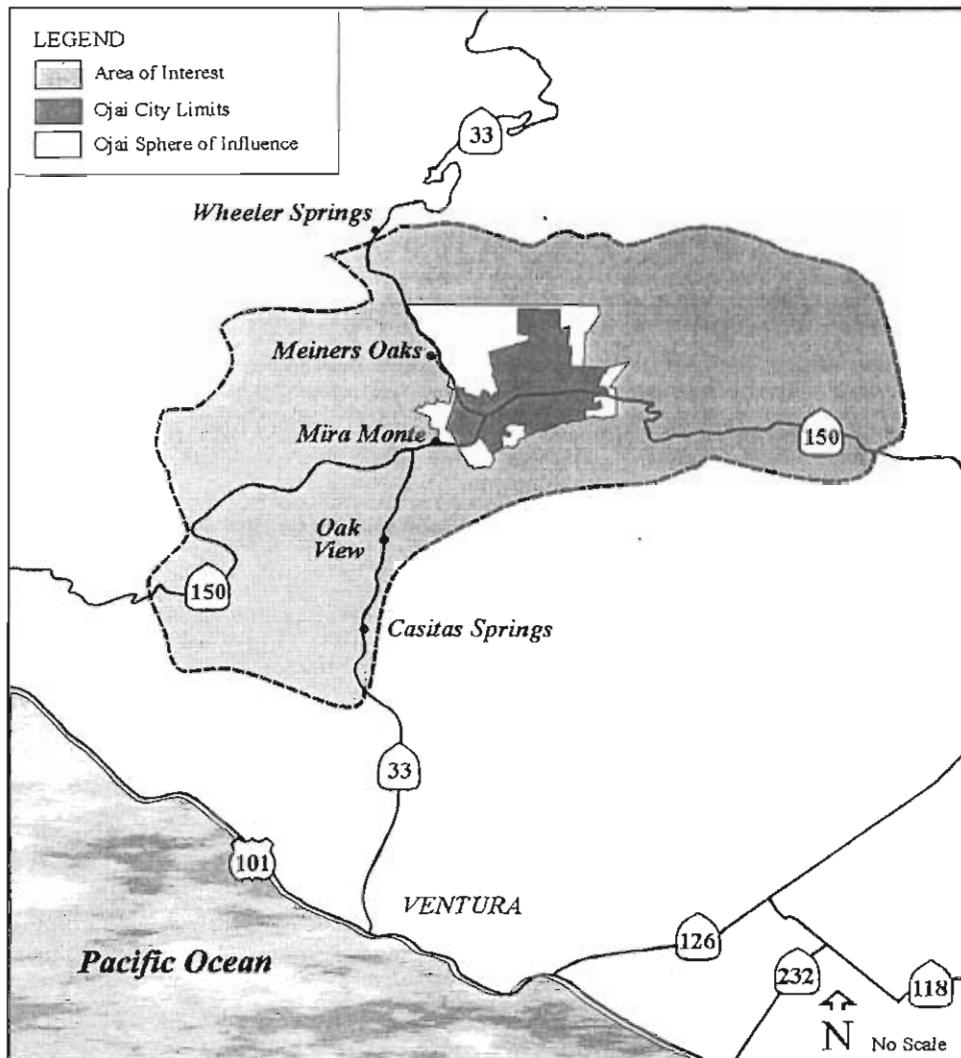


Figure 6 - General Plan Study Area and Area of Interest

It is Ojai's vision that the City and its individual communities and neighborhoods need not abandon their local social values in pursuit of a "greater" regional good, and that no one group should have to accept the brunt of the impacts of a regional solution, nor should any group be forced to accept the brunt of other's possible inaction toward a solution. It is thus a guiding tenet of the Ojai General Plan that both the benefits and impacts of management decisions related to land use, environmental regulation, and traffic flow need to balance regional and citywide needs with the needs of the City's individual neighborhoods. Likewise, it is not appropriate for a jurisdiction, neither the County nor the City, in approving a development project, to *internalize* the benefits of development, and *externalize* the related impacts.

Land Use Element



LAND USE ELEMENT POLICIES

PRESERVING OJAI'S SMALL TOWN CHARACTER

LU-1 Emphasize retention of Ojai's natural environmental setting, small town character, and scenic features as a priority over the expansion of urban areas.

LU-2 Preserve the following physical components of Ojai's small town character, along with the desirable features of individual neighborhoods, and incorporate them into the design of new development wherever feasible.

- a well-defined urban area surrounded by open spaces and grazing and agricultural lands;
- a traditional grid street system with limited collector streets and arterial highways, wherein residences front on most streets and there is a noticeable lack of suburban subdivisions bounded by block walls;
- preservation of existing mature trees in place;
- a lack of mass produced housing tracts with repetitive architecture, resulting in neighborhoods that feature a custom home atmosphere;
- residential streetscapes dominated by broad canopy trees and oaks within some streets and street rights-of-way;
- provision of multi-family living environments in small projects distributed along or in close proximity to the length of the Ojai Avenue corridor;
- retention of a feeling of "openness" and preservation of views of the hills and mountains which form the Ojai Valley, defining the extent of urban development, as well as preservation of the natural character of these hillside areas;
- preservation of significant community monuments such as Libbey Park, the arcade, and the post office, as well as the visual prominence of these features within the downtown area;
- a traditional small town downtown which is pedestrian friendly, of higher intensity than the balance of the community, and which has a unique historical architectural character;
- a generally low profile form of development;

Land Use Element



- a clear lack of corporate architecture in the area's commercial sector, emphasizing instead distinct architectural forms within various commercial neighborhoods;
- commercial signage which is integrated into the overall site and architectural design of the projects they identify, whose materials are compatible with adjacent architecture, and which portrays its message in an unobtrusive manner in the minimal amount of space feasible;
- an emphasis on the retention of natural landforms and the natural environment over its conversion to urban forms; and
- an emphasis on ease of pedestrian and bicycle access and transportation.

LU-3 Maintain an inventory of land uses that provides diverse economic, social, and cultural opportunities; reinforces the characteristics that make Ojai a desirable place to live; and integrates complementary land uses in a manner which minimizes vehicle miles traveled within the community.

LU-4 Create and maintain places and opportunities for the residents of Ojai to interact, exchange ideas, and realize common goals of a unified community. Integrate plazas and focal points into new commercial and multiple family developments.

LU-5 Promote a mix of urban and rural residential neighborhoods which encompass a range of housing types that:

- provide a refuge from the congestion of nearby metropolitan areas;
- are visually attractive and compatible in intensity, dwelling unit size, and structural design with the need to protect the community's small town character;
- provide adequate housing opportunities to meet the needs of present and future Ojai residents; and
- protect the density and character of existing residential neighborhoods, avoiding large concentrations of multiple family developments by distributing such developments into an adequate number of smaller-sized multiple-family housing sites adequate to meet the City's housing objectives for all economic segments of the community

Land Use Element



LU-6 Maintain an adequate inventory of commercial lands for the provision of goods and services to the community that:

- meets the needs of Ojai residents and visitors without increasing the present proportion of commercial and office development (other than which is within the Maricopa Specific Plan) to the City's residential population;
- contribute to a sound local economic base; and
- are visually attractive and compatible in intensity, building scale, and architectural design with the community's natural environment and small town character.

LU-7 Promote a mix of attractive, employment-generating business park and industrial land uses that provide a sound and diversified economic base, and that are compatible with the community's overall small town character.

LU-8 Within commercially viable agricultural areas, permit only land uses which are oriented toward maintaining the long-term viability of agriculture and require minimum parcel sizes consistent with long-term agricultural use.

LU-9 Ensure that all extensions of public services and facilities to facilitate land use changes are accomplished in a manner consistent with the provisions of the Ojai General Plan.

- Prohibit the extension of urban services into areas designated for agricultural, open space, or rural uses.
- Ensure that existing residents and businesses are not burdened with either the capital or operations and maintenance costs of public services and facilities needed to serve new development.

LU-10 Require that new developments be at an appropriate density or intensity based upon compatibility with the majority of existing surrounding uses.

- As part of the development review process, treat the densities and intensities outlined in the Land Use Element for specific designations as the *maximum* allowable, and do not approve the maximum allowable density or intensity unless the proposed project is consistent with provisions of each of the elements of the Ojai General Plan.
- Require that adequate buffering and transitions be provided between dissimilar uses.

Land Use Element



- Where a question of compatibility exists, require the new use to conform to the lower intensity.
- As part of the development review process, new development or the alteration of existing development is to be viewed not only as a freestanding object, but also as part of a street, neighborhood, and as part of the entire community.
- Require that the bulk and massing of new structures relate to the prevailing or planned scale of adjacent development.
- Require that setbacks from streets relate to existing setbacks along the street, the scale of the structure, and the desired character of the development.
- Require that new development respect the views of existing developments; provide view corridors which are oriented toward existing or proposed community amenities, such as parks, open spaces, and natural features.

LU-11 Limit the intensity of new development to that which is consistent with the long-term availability of the resources needed to support existing and future developments, as well as can be supported by adequate public services and facilities within present and reasonably foreseeable budget limitations.

- Permit new developments only where and when adequate water and sewer infrastructure can be ensured by providing systemwide infrastructure improvements in advance of needs. Where construction of master planned facilities is not practical in advance, permit the construction and use of on-site facilities only to the extent that future construction of the master planned facilities will not be jeopardized⁴.
- Ensure that new development will not exacerbate congestion problems along State Highway 33 between Ojai and Ventura or along local roadways.

⁴

Within low and very low density residential areas, septic tanks may be used for sewage disposal in lieu of community sewer system, subject to applicable health requirements.

Land Use Element



MAINTAINING COMPATIBILITY BETWEEN OJAI'S BUILT AND NATURAL ENVIRONMENTS

- LU-12 Recognize Ojai's natural environment as a key community asset, and establish a system wherein the natural environment will be protected not only as an amenity for the developed portions of the City but also because of a sense of responsibility and commitment to good stewardship of the natural environment.
- LU-13 Ensure that new development is consistent with the provisions of the Ojai General Plan Open Space, Conservation, Safety, and Noise elements.
- LU-14 Limit the intensity of development within existing open space lands that are not committed to long-term open space to that which is consistent with their environmental values, sensitivity of specific environmental features, and their contribution to the overall small town character of the community.
- LU-15 Improve traffic flow and eliminate traffic congestion through a combination of limiting land use intensity and expansion of roadway capacity where such expansion is compatible with the environmental values (i.e., preservation of Ojai's small town character, oak tree preservation, etc.) expressed in the General Plan and with the need for preserving Ojai's small town character.
- LU-16 Limit the use of land within the occupied habitats of rare, endangered plant or animal species to permanent open space.

BALANCING SMALL TOWN LIFE WITH A VIBRANT TOURIST ECONOMY

- LU-17 Recognize and support visitor serving uses as an integral part of community life, and ensure that visitor serving uses and activities are designed and managed in such a manner that they are secondary to Ojai's small town character and identity as a desirable place to live.

MANAGING THE PACE OF GROWTH AND DEVELOPMENT

- LU-18 Limit the rate of residential, commercial, and office development as necessary to:
 - preserve the attributes and physical features which comprise Ojai's small town character as expressed in the General Plan;
 - maintain a balance between the expansion of the City's population and its commercial and office sectors, as well as between the City's local and tourist economies;

Land Use Element



- ensure the adequacy of public services and facilities, including schools, and avoid exacerbating congestion on area roadways and regional highways; and
- protect vital resources such as air and water quality.

INTEGRATING OJAI'S VISION WITH ACTIONS TAKEN BY OTHER AGENCIES

LU-19 Establish a sound basis for the City of Ojai to work with Ventura County, Caltrans, and other public service agencies to ensure that actions taken by these agencies do not adversely affect Ojai's quality of life or its unique small town character.

- Identify opportunities for joint programs to further common interests in a cost efficient manner.
- Assist agencies providing services within the City of Ojai, as well as agencies involved in land use, transportation, and the provision of public services and facilities within unincorporated areas adjacent to the City to understand the importance and physical components of, as well as the potential impacts of their actions on preserving Ojai's small town character.
- Work with agencies providing services within the City of Ojai, as well as agencies involved in land use, transportation, and the provision of public services and facilities within unincorporated areas adjacent to the City to resolve differences in the interests and concerns that might exist between them and the City of Ojai.

LU-20 Maintain a system of inter-jurisdictional communications and development review that respects the values of adjacent communities and that equitably distributes both the benefits and impacts associated with a proposed project.

LU-21 Establish and maintain a local data base for use in local, county, and regional planning efforts. Through monitoring of regional planning activities, ensure that information is used to provide an understanding of the regional implications of local land use decisions and the local implications of regional land use decisions.

Land Use Element



IMPLEMENTATION AND MONITORING PROGRAM

INTRODUCTION

The Ojai General Plan Implementation and Monitoring Program describes the specific actions necessary to implement the community's vision as expressed in General Plan goals, objectives, approach, and strategies. Where appropriate, the program uses a "checklist" style format to help guide City decision makers, project designers, and the public through the General Plan implementation and monitoring process. The Implementation and Monitoring Program is organized into five separate components (see box at right).

Implementation and Monitoring Program Components

- ✓ *Development Review*
- ✓ *Intergovernmental Coordination and Community Involvement*
- ✓ *Special Studies and Programs*
- ✓ *General Plan Review and Update*
- ✓ *Implementation Monitoring*

DEVELOPMENT REVIEW

The Development Review component presents a comprehensive set of development review criteria to be applied to new planning, public improvement, and development projects within Ojai. The development review criteria are used to help determine the consistency of proposed new development with policies contained in the Ojai General Plan Land Use Element. The criteria has been developed to answer the following fundamental questions:

- ✓ Is the project consistent with the General Plan designations and Land Use Map?
- ✓ Has the project been included within the residential or commercial growth allocations as determined by the Ojai Growth Management Plan?
- ✓ Does the project meet General Plan public facilities performance standards?
- ✓ Is the project consistent with City wide or specific area design concepts and planning principles?

Land Use Element



Is the Project Consistent with the General Plan Designations and Land Use Map?

All developments will be reviewed to determine whether proposed land uses are consistent with the site's General Plan Land Use designation. An initial determination can be made by comparing the proposed land use with the specific location on the General Plan Land Use Map. Development projects, whether new or expansions to existing uses, are permitted by the development intensity of their site as indicated on the General Plan land use map and as listed below. Development intensities outlined in the General Plan Land Use Element may be permitted **only if** the proposed project is consistent with all relevant policies, review criteria, and approach contained in the General Plan and all relevant standards contained in the Development Review Program.

The identification of a maximum intensity on the General Plan Land Use Map does not imply that all parcels could be developed at their maximum intensity or that any specific parcel is entitled to the maximum intensity.

The Ojai General Plan Land Use map is located in a map pocket at the end of the General Plan.

Agriculture

Agriculture (AG): The primary purpose of areas designated as Agriculture is to provide for agricultural uses and related open land uses which are considered to be an important environmental and economic asset to the City of Ojai. In addition, the Agriculture designation is intended to preserve lands best suited for agricultural activities from the encroachment of incompatible uses; to prevent the intrusion of urban development into agricultural areas in such a manner as to make agricultural production uneconomical or impractical; to provide appropriate areas for certain open uses of land which are not injurious to agricultural uses but which may not be harmonious with urban uses; and to promote the public interest by encouraging, preserving, and protecting such uses within the General Plan study area. Uses include those which are associated with the commercial production or preprocessing of agricultural crops or livestock, along with limited residential uses.

Primary Use:	Agricultural
Acres:	642.88
Maximum Use Intensity:	1 du/10 acres
Population Intensity:	0.23 person/acre

Residential

Very Low Density Residential (VLR): The primary purpose of areas designated Very Low Density Residential

Primary Use:	Single family residential
Acres:	974.69
Maximum Use Intensity:	0-1 du/acre
Population Intensity:	2.3 persons/acre

**Minimum lot size may apply as indicated on the General Plan land use map.*

Land Use Element



is to provide a quasi-rural atmosphere for individuals and facilities who desire a high degree of freedom and independence from their neighbors and yet maintain the benefits associated with City services. This designation is typically found around the edges of the community and is used as a transition to protected natural features such as the Los Padres National Forest, surrounding hillsides, and active agricultural and farming operations. Uses include single family residences on a single lot, the keeping of large animals, and individual private recreation facilities.

Low Density Residential (LR): The primary purpose of areas designated as Low Density Residential is to provide for a transition from lower density quasi-rural areas within the General Plan study area to more urban uses. Uses include detached single family residences on a single lot, the keeping of large animals, and individual private recreation facilities.

Primary Use:	Single family residential
Acres:	483.60
Maximum Use Intensity:	1-2 du/acre
Population Intensity:	4.6 persons/acre

Medium Density Residential (MR): The primary purpose of areas designated as Medium Density Residential is to provide for a single family development within a neighborhood context. This designation includes both custom and tract styles of residential development. The Medium Density Residential designation provides a transition of uses from low to higher residential densities and family residences on a single lot. Uses include detached single family residences on a single lot.

Primary Use:	Single family residential
Acres:	432.57
Maximum Use Intensity:	3-4 du/acre
Population Intensity:	9.25 persons/acre

Medium High Density Residential (MHR): The primary purpose of areas designated as Medium High Residential is to provide for an area of transition from single family densities to those found in the Village Mixed-Use designation. This designation includes single family residential on individual lots up to eight attached dwelling units on a parcel.

Primary Use:	Attached single, family residential
Acres:	140.23
Maximum Use Intensity:	up to 8 du/acre
Population Intensity:	18.5 persons/acre

High Density Residential (HR): The primary purpose of areas designated as High Density Residential is to provide for the orderly development of high density, multiple-family residential development in a manner that will be compatible with surrounding properties and protect neighborhood character and values. It is intended that this designation be located on the periphery of less

Primary Use:	Multiple family residential
Acres:	3.75
Maximum Use Intensity:	up to 15 du/acre
Population Intensity:	34.6 persons/acre

Land Use Element



intense residential areas and adjacent to major or secondary streets, shopping areas, or other intense land uses. This designation includes detached single family residences on a single lot, single family attached units, as well as multi-family development.

Special Housing Overlay (SPL): The primary purpose of areas designated Special Housing Overlay is to identify lands which are appropriate for the development of affordable housing. Projects within the overlay areas may be developed using density increase incentives up to a maximum density, or may be developed within the requirements of the underlying designation. Typical use include the development of senior housing, affordable housing, single resident occupancy facilities, public and private institutional housing, as well as public and private shelters or transitional housing. This designation includes all types of housing units, although medium to high residential densities are considered to be typical.

Unless otherwise stated, the development of units within the Special Housing designation for the purposes described above are considered to be exempt from growth control policies included in the General Plan.

Commercial

General Commercial (GC): The primary purpose of areas designated as General Commercial is to provide appropriately located areas for the general shopping and commercial service needs of the area residents and workers, as well as the needs of highway users and tourists. Appropriate uses include a range of common retail and personal service uses, specialty, offices, highway oriented uses, financial institutions, hotels and motels, and art and studio facilities.

Primary Use:	Commercial and office uses
Acres:	45.27
Maximum Use Intensity:	0.50 FAR

Downtown Commercial (DC): The primary purpose of areas designated as Downtown Commercial is to provide for the establishment of commercial and office related land use types which recognize and are compatible with the historical small town nature of Ojai's downtown Arcade area. Appropriate uses include a wide variety of commercial uses, emphasizing specialty retail and office uses. Typical uses include specialty retail (e.g., handcraft shops, art galleries, bookstores, curio/antique stores, and flower shops), commercial services, professional and business offices, restaurants, markets, cultural facilities, financial institutions, and bed and breakfast inns.

Primary Use:	Specialty commercial
Acres:	9.66
Maximum Use Intensity:	1.50 FAR

Land Use Element



Manufacturing

Commercial Manufacturing (CM):

The primary purpose of areas designated as Commercial Manufacturing is to provide for a broad range of manufacturing and commercial uses which are complementary to one another. Typical uses include light manufacturing, commercial sales and services in support of light manufacturing, and warehouse and distribution facilities.

Primary Use:	Limited manufacturing and complementary commercial
Acres:	29.24
Maximum Use Intensity:	0.45 FAR

Manufacturing Planned Development (MPD):

The primary purpose of areas designated Manufacturing Planned Development is to provide for industrial manufacturing, research and development, and office based firms seeking an attractive pleasant working environment within a master planned industrial park development. Appropriate uses include those which can be made compatible with other uses within the community in terms of generation of noise, dust, odors, vibration, glare, air pollutant emissions, traffic and transportation, and the generation and storage of hazardous materials. Typical uses include light manufacturing and assembly, small-scale warehousing and distribution, and research and development. In addition, restaurants, delis, administrative offices, and other business support uses may be permitted.

Primary Use:	Limited industrial and manufacturing
Acres:	18.72
Maximum Use Intensity:	0.45 FAR

Mixed-Use

Village Mixed-Use (VMU): The primary purpose of areas designated as Village Mixed-Use is to provide the opportunity for development of commercial and residential mixed-use projects close to local services and facilities and which foster the use of alternative modes of circulation such as pedestrian or bicycles. Commercial uses allowed within Village Mixed-Use designated areas are intended to serve the needs of the local residents, support the local artist community, and promote community interaction.

Primary Use: Mixture of commercial and residential.

Acres: 58.98

Maximum Land Use Intensity:

Use	FAR	Dwelling Units
Commercial only	0.50	--
Residential only	N/A	8 du/acre
Live/Work	0.50	8 du/acre
Comm/Residential	1.0	8 du/acre
<hr/>		

Population intensity ranges from 9.2 persons/acre to 18.5 persons/acre.

Within Village Mixed-Use areas, appropriate uses include medium density residential, medical and professional offices, personal services, delis, coffee houses, small cafes, repair shops, florists, music and dance studios, art galleries and studios, artist "live work" combinations, and other uses which are found to be consistent and not more objectionable or detrimental to the general welfare of the surrounding neighborhood.

Land Use Element



Public/Quasi-Public

Institutional, Recreational (IR): The primary purpose of lands designated as Institutional, Recreational is to provide for a variety of uses and activities which have an overall institutional or recreational character, and which will have a non-commercial impact on public services and facilities. Because of the sensitive location of IR-designated lands at a primary entry to the City, provision of substantial open space buffers will be necessary. Typical uses include public and private educational facilities, churches, golf courses, cultural and social service facilities, and hotels.

<i>Primary Use:</i>	<i>Educational, institutional, and recreational open space uses</i>
<i>Acres:</i>	614.63
<i>Maximum Use Intensity:</i>	0.18 to 0.25 FAR

Public/Quasi-Public (P): The primary purpose of lands designated as Public is to provide adequate space for the conduct of public and institutional activities within the community. Typical uses include governmental offices and facilities, churches, and cultural facilities.

<i>Primary Use:</i>	<i>Governmental and institutional uses</i>
<i>Acres:</i>	405.83
<i>Maximum Use Intensity:</i>	Variable

Open Space

Open Space/Resource (OSRE): The primary purpose of lands designated as Open Space/Resource is to provide areas for the preservation of environmental, historical, or cultural resources, managed production of natural resources, and protection of the public health and safety.

Within areas designated as Open Space/Resource, only uses consistent with the preservation of local environmental, cultural, or historical resources, production of natural resources, and the protection of the public health and safety may be considered appropriate subject to applicable City of Ojai General Plan policies and ordinance provisions. Typical uses include open space preserves, dedicated open space, streams, rivers and open drainage easements, trails, rural campgrounds, nature preserves and sanctuaries, nature parks and demonstration gardens, historic buildings, sites, or cemeteries, agriculture, and very low density residential uses, as well as limited mining or excavation of natural resources.

<i>Primary Use:</i>	<i>Natural open space and dedicated natural recreation and resource areas</i>
<i>Acres:</i>	1,110.09
<i>Maximum Use Intensity:</i>	<i>Intensity is governed by the individual character of each site. Residential density ranges from 1 du/10 acres to 1 du/80 acres as indicated on the Ojai General Plan Land Use Map.</i>
<i>Population Intensity:</i>	<i>Ranges from 0.03 person/acre to 0.23 person/acre.</i>

Land Use Element



Specific Plan

Specific Plan Development (SPD):

The primary purpose of lands designated as Specific Plan Development is to provide an opportunity in which all residential land uses are considered to be appropriate, as well as support uses (i.e., open space and recreation, public facilities, commercial, and all employment generating uses) that may be appropriate subject to applicable General Plan policies and Ojai City ordinances.

Primary Use:	Variable
Acres:	N/A
Maximum Use Intensity:	Land use intensity shall be determined through the development review process. In all cases, the overall intensity shall be compatible with adjacent, existing, and planned land uses.

Land Use Assumptions

Land Use Inventory: The City of Ojai maintains a land use data base and geographic information system (GIS) for all parcels within the General Plan study area.

Area Measurements: All land use areas included in the General Plan are measured in net acres. Net acre includes parcel acreage less dedicated street rights-of-way prior to development.

Maximum Land Use Intensity: Residential maximums are based on the number of dwelling units per each acre on land. Non-residential maximums are based on a "floor area ratio" or FAR. FAR includes the floor area of the building divided by the net lot area.

$$\text{Example: } \frac{\text{Building Floor Area}}{\text{Net Lot Area}} = \text{Floor Area Ratio}$$

Population Intensity: Population intensity is based on average of 2.43 persons per household, with a projected vacancy rate of 5 percent.

Probable Build Out: The build out of the General Plan is assumed to be the eventual use of all land within the General Plan study area according to assumption factors contained in the Ojai General Plan Environmental Impact Report.

Probable Build Out Intensities:

City of Ojai Population (at build out based on 2.43 persons per household, with a projected vacancy rate of 5 percent):

9,327 persons

City of Ojai Dwelling Units (at build out):

3,838 units

Probable Build Out Horizon Year (11 du/year for entire study area):

Year 2050

Figure 7 - General Plan Land Use Assumptions

Development within areas designated as Specific Plan Development is to be processed through the use of a specific plan pursuant to Government Code Section 65450, or similar mechanism. In addition, development within this designation

Land Use Element



must provide a greater level of community amenities and cohesiveness, achieve superior design, and create a more desirable living environment than could be achieved through conventional subdivision design and requirements.

Has the project been included within the residential or commercial growth allocations as determined by the Ojai Growth Management Plan?

The City of Ojai has a Residential and Commercial Growth Management Program for all residential, commercial, and office development. The Program includes restrictions on both the number of single family and multi-family dwelling units that can be developed each year within the City of Ojai, as well as the annual allotment of new office and retail commercial development according to the amount of population increase predicted in a given year. All new residential and commercial development projects will be reviewed to determine whether the proposal has obtained a development allotment or is exempt (see Table A) from the provisions of the plan.

Table A - Applicability of Ojai Growth Management Program

The Ojai Growth Management Program applies to all new residential, commercial, and office development except where the following conditions exist:

- a) The project includes approved senior citizen housing; facilities for the physically handicapped; low-income housing; replacement, alteration, repair, demolition, or construction of structures accessory to residential dwellings.
- b) Commercial development is permitted as of right, or as a discretionary approval within General Plan land use designations *other* than the General Commercial (GC), Village Mixed-Use (VMU).
- c) The project involves the replacement, alteration, repair, demolition, or maintenance of commercial buildings or the construction of structures accessory to existing commercial buildings.
- d) The project involves building additions and expansions to existing principal commercial uses or structures, provided it does not involve the construction of a separate structure and does not exceed 25 percent of the existing principal commercial use or structure.

Source: Ojai Municipal Code Title 10 Chapters 6 and 11.

Does the project meet General Plan public facilities performance standards?

All new development projects will be reviewed to identify applicable public services that will be affected by the proposed project. Development projects within Ojai shall not result in a quantifiable reduction in the level of services provided to existing development and as identified in Table B below.

Land Use Element



Therefore, all development projects must demonstrate that they can either meet these standards or incorporate appropriate actions which:

- ✓ construct and/or pay for the new on-site capital improvements that are required to support the project;
- ✓ ensure that all new off-site capital improvements that are required by the project are available prior to certificates of occupancy;
- ✓ are to be phased so as to ensure that the capital facilities that will be used by the new development are available prior to certificates of occupancy;
- ✓ ensure that, in the event that public services or off-site capital facilities are impacted prior to development, the level of service provided to existing development will not be further impacted by the new development; or
- ✓ provide information that demonstrates to the satisfaction of the City Council that the beneficial impacts of the project outweigh service deficiencies created by the project, and that overriding considerations are appropriate.

Table B - Municipal Facilities and Services Mitigation Standards

Facility/Service	Mitigation Standard
Flood Control and Storm Drainage	Adequate facilities to protect structures for human occupancy and major roadways from the 100-year flood.
Water Facilities	Adequate fire flow as established by the Ventura County Fire Protection District, along with sufficient water storage for emergency situations and for maintenance of service pressures on an ongoing basis.
Wastewater Facilities	Provision of sewer service to all commercial, office, and manufacturing uses, as well as to all urban residential areas.
	Unrestricted flow in sanitary sewers during average and peak conditions.
	Adequate treatment capacity such that the rated capacity of treatment facilities accepting sewage from Ojai is greater than average and peak flows.
Solid Waste Services	Once weekly pick-up of residential solid waste. Street sweeping as needed to meet NPDES requirements. Maintain solid waste diversion goals of 25 percent, and increase to 50 percent by the year 2000.
School Facilities	Maintain a neighborhood school concept that provides capacity to meet projected enrollment.
Park Facilities	Four acres of active and passive parkland per 1,000 residents.

Land Use Element



Table B - Municipal Facilities and Services Mitigation Standards

Facility/Service	Mitigation Standard
Fire Prevention and Suppression Services	A five (5) minute maximum response time for fire and emergency medical calls on both a citywide and response area basis. Adequate fire fighter staffing and deployment such that concurrent response can be provided to one emergency medical call and one structural fire call, meeting staffing requirements with regular on-duty fire fighters.
Police Services and Crime Prevention	1.5 Officers per 1,000 population.

Source: City of Ojai, 1995.

Prior to approval of any new development or redevelopment project, the applicant shall review the proposed project with representatives of the individual service provider to determine whether all needed facilities and services needed to support the project will be provided in a timely manner. In cases where the new capital facilities needed by new development is greater than the new development's "fair share" of those facilities, at the City's discretion a reimbursement agreement or other financial mechanism may be established to enable the developer to recoup the cost of providing capital facilities beyond the need directly created by the project.

Is the project consistent with City wide or specific area design concepts and planning principles identified in the General Plan?

All new development will be reviewed to determine consistency with basic General Plan development design concepts and planning principles outlined below:

To achieve a successful fit with Ojai's small town character, new development should appear to have always existed at the same location.

Community Design Characteristics and Imagery

Ojai's small town character is anchored by the many identifiable landmark buildings as well as reflected in the type and scale of architectural features used throughout the community. Project designers will be required to use local community landmarks as well as the architectural imagery they possess as a palette of design approaches to be used in new developments. To successfully implement this approach, new development will be required to integrate existing community architectural and urban design features which, as identified in the following figures, support the community's efforts to preserve Ojai's small town character.

Land Use Element



Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery

Ojai's small town character is reflected in many identifiable landmark buildings as well as in the type and scale of architectural features used throughout the community. When put in context with Ojai's reverence for the surrounding natural setting, these identifiable features add to the unique physical character that make the town memorable. It is Ojai's intent to use these local community landmarks and architectural imagery as a palette of design elements to be used in the planning of new development projects.

Ojai's architectural imagery includes those existing design features that individually may go unnoticed but collectively reflect Ojai's unique character. The following palette of community design features illustrate aspects of existing development that Ojai residents feel are important to the community character, and should be used as examples, not only of "good" or "quality" design, but the type of design details which will help project designers achieve the best "fit" with Ojai's community character.

Landmarks

Ojai's small town character is reflected in a number of the community's more prominent landmark buildings and public spaces. Libbey Park, for example, demonstrates Ojai's commitment to providing a central public space for community and tourist recreation, social interaction, and cultural awareness. These community landmarks reflect the "image anchors" with which residents and visitors already associate. The City of Ojai intends to take advantage of the design features of such recognizable places, buildings, and landmarks to establish a palette of design features that illustrate how the community's character can be integrated into new development throughout Ojai.



Post Office: The Ojai Post Office architecture with its prominent bell tower represents both a visual and auditory landmark signifying the arrival at the center of town.



Arcade: The architecture of this key landmark includes the arcade, which brings together a row of diverse commercial buildings behind an elegant Spanish colonnade.



Libbey Park: A community focal point, the park is a central activity center for local and tourist activities. Libbey Park is characteristic of the traditional town square, or central village green.



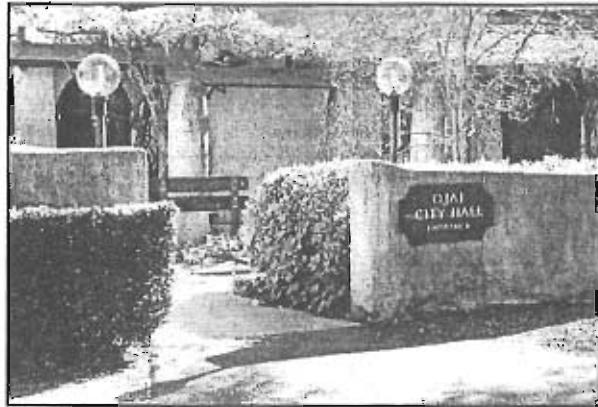
Land Use Element

Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery (Con't.)

Landmarks



Ojai Valley Trail: Once an abandoned rail right-of-way, the Ojai Valley Trail exemplifies Ojai's commitment to encouraging the use of bicycle and pedestrian facilities for alternative transportation.



City Hall: Once part of a residential estate, the Ojai City Hall is a good example of adaptive reuse and conservation of Ojai's unique character.



Arbolada: The Arbolada exemplifies Ojai's commitment to provide a more relaxed suburban neighborhood designed to fit within a natural setting.



Highway 150: Many of the older buildings along Ojai Avenue are reminiscent of Ojai's history as a regional tourist destination. These buildings also reflect the beginning of a type of architecture which was typically seen along California's highways beginning in the 1930s.

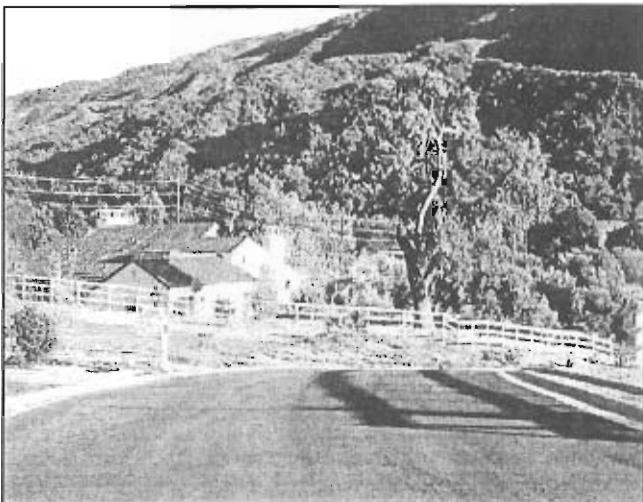


Land Use Element

Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery (Con't.)

Viewsheds and Vistas

The surrounding mountains provide a distinct and memorable backdrop to Ojai. Views of the Topa Topa and surrounding hillsides give the community its sense of refuge; a feeling that Ojai is a place that is protected, tucked away. The preservation and/or enhancement of the existing viewshed will be used as an important project review criteria.



View of Black Mountain from Persimmon Hill Development.



View of the Topa Topa upon arrival at Ojai's west entry.

Streets as Public Spaces

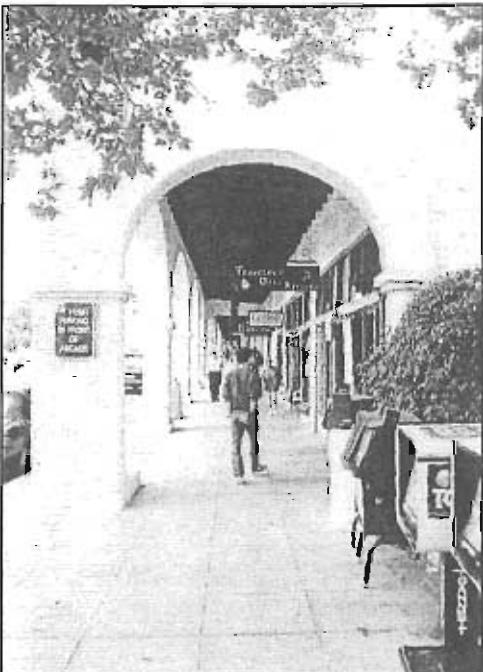
Ojai's streets are considered public spaces where residents, visitors, and business people interact on a daily basis. Ojai recognizes that its streets represent more than just facilities designed to move traffic around and through the community. In some cases, Ojai's streets make a bold statement as to the community's attitudes; the preservation of mature oak trees within the right-of-way for example. In the Arbolada, the streets reflect the relaxed, suburban residential environment. The character of the street changes substantially at the town center, from a soft shouldered, rural edge to a more defined, hard edged cross section. This change helps to reinforce the image of the town center as a true "center," more urban and civic in quality.

As with other aspects of Ojai's physical character, street designs will be balanced with the individual needs of a particular area of the community. Ojai places a priority on creating safe, functional, and logical walking, cycling, and driving opportunities for all users consistent with Ojai's unique character.



Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery (Con't.)

Streets as Public Places



The Arcade offers protection for pedestrians as well as adds to a memorable pedestrian experience.



Front porches in the "Village Area" add a pedestrian feel to the neighborhood.

Community Architecture

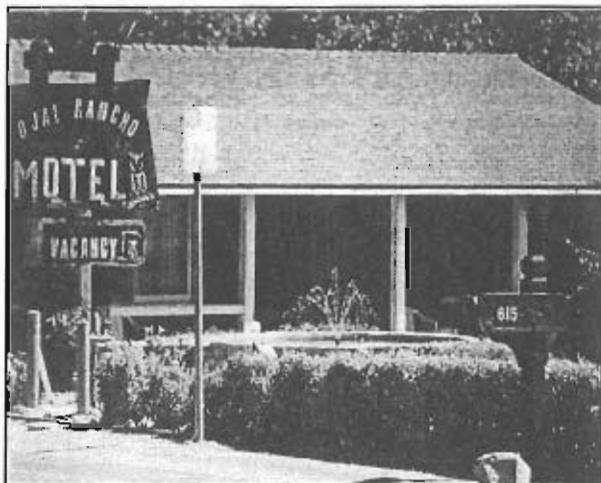
Most buildings within the community are understated and residential in scale. Traditional building forms, including broad eaves and low-lying roofs, are typical. No single style predominates, except within the town center, where the Spanish colonial architecture of the Post Office and the Arcade establish a strong and memorable civic presence. Successful new development "fits" within the existing area and contributes to the preservation or enhancement of the overall character of the community.



Land Use Element

Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery (Con't.)

Community Architecture



Residential Architecture Style Used for Commercial Purposes



Village Residential

Architectural Details

Ojai has the quality of being "hand made." This quality is prevalent in the expression of many details that have evolved out of a natural expression of the relationship of the community to its setting. Mortarless rock walls, stone lined street edges, split-rail fences, hand-painted signs, all contribute to the sense of balance between the built and natural environment that prevails throughout the town.



Understated Signage



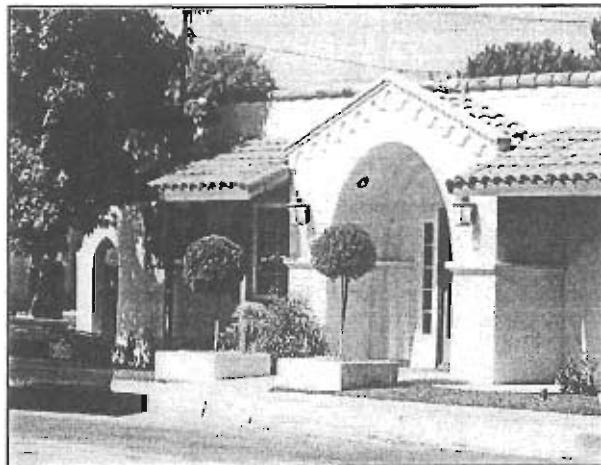
"Sidewalk" Oak Tree

Land Use Element



Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery (Con't.)

Community Architecture



Office Use Emphasizing Residential Architectural Styles



Retail Commercial with a Visual Emphasis on Landscaping and Front Porch



Real Estate Office with Low Key Signage and Residential Architectural Forms



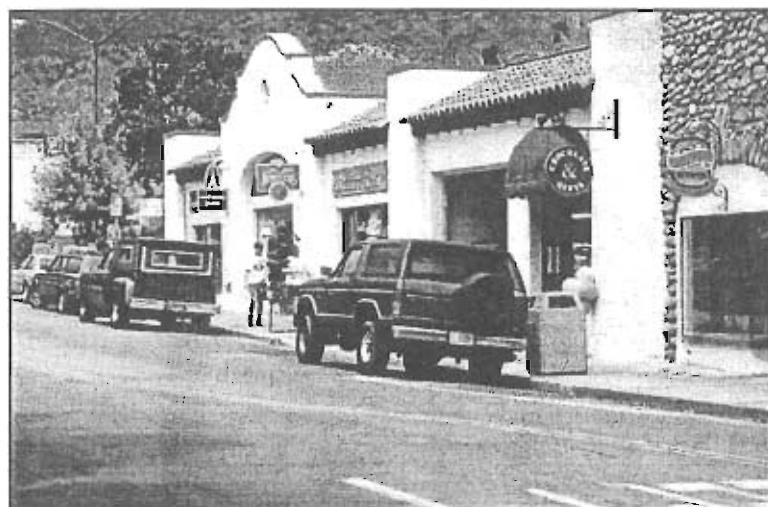
Tourist Commercial with Pedestrian Oriented Signage



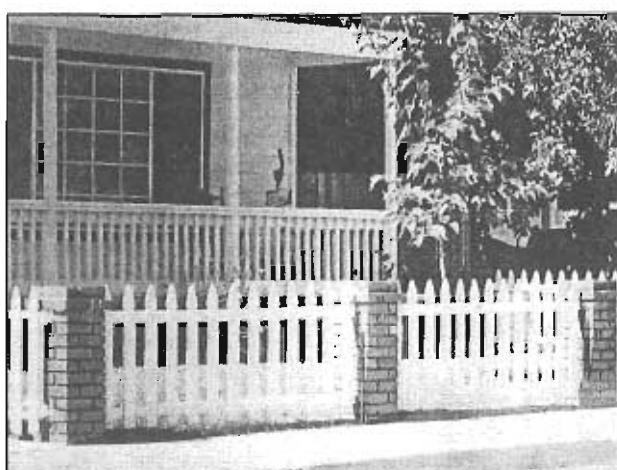
Land Use Element

Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery (Con't.)

Architectural Details



Pedestrian Oriented Signage



Traditional Presentation



Residential Style for Commercial Use



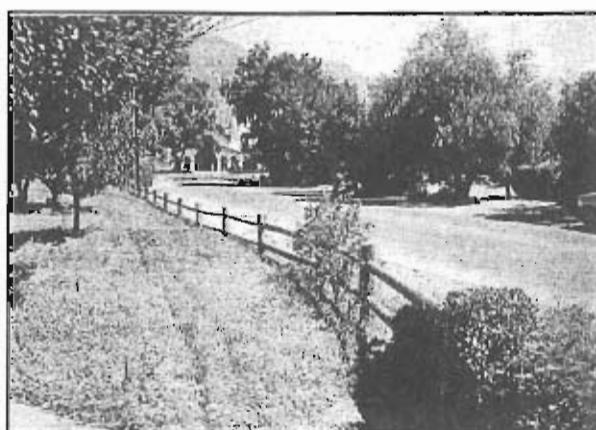
Land Use Element

Figure 8 - Ojai's Architectural Landmarks and Diverse Imagery (Con't.)

Architectural Details



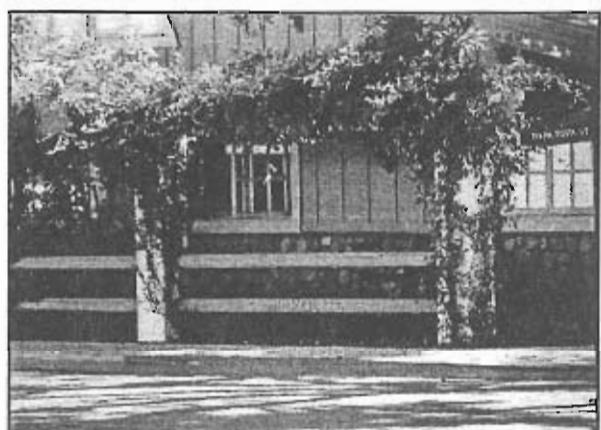
Nontraditional Street Edges



Soft Street Edge



Traditional Front Porch



Unconventional Landscaping Used to Soften the Building Facade

Land Use Element



General Plan Area Design Concepts

The Ojai General Plan identifies certain areas within the community that have been identified as having specific development and design opportunities (see Figure 9). As a method to more accurately describe General Plan Land Use policy within these identified areas, the City has created these design concepts to give project designers a starting point from which new developments may be created that fit with the community's small town character. All new development within the areas identified will be required to demonstrate consistency with the design principles included in each of the design concepts presented below.

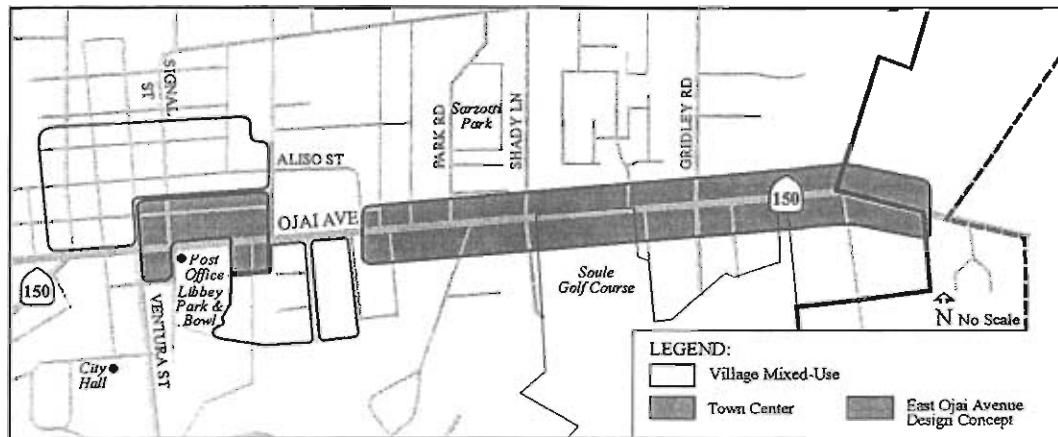


Figure 9 - Special Design Concept Areas

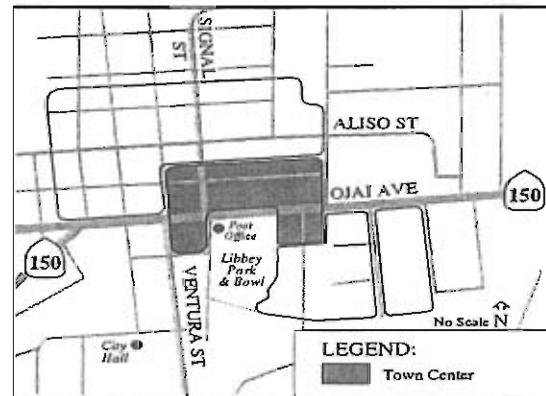


Land Use Element

Figure 10 - Ojai Town Center Design Concept

Existing Character: Ojai's Town Center has a delightfully active atmosphere where people tend to park and leave their cars in one place to access a variety of activities on foot. Existing development in the town center has been developed over time using a scale of architecture that encourages community involvement, informal gatherings, and pedestrian movement between uses. Such community activity is highly valued by residents as one of the main components of Ojai's small town character.

The strength of Ojai's town center as a memorable place can be attributed to the vision of Edmond Drummond Libbey, whose financial support in the early 1900s resulted in the formalized plan for the town centered on a civic park and small commercial district. The architecture of its key structures includes the arcade, which brought together a row of diverse commercial buildings behind an elegant Spanish colonnade, and the post office, whose tower serves as a visual landmark to signify arrival at the center of town. Although many intrusions and diverging styles have been developed in and around this center, the images of these two structures as a relaxed but elegant backdrop to the park are so strong that their impression seems to leave little room for anything else.



Other landmarks within Ojai's Town Center include the Ojai Valley Museum, Libbey Park Bowl, Saint Thomas Aquinas Chapel, and the Pratt House. Most of these community landmarks are located within a short distance of one another, close to commercial and community activity centers. Their architectural character and visibility will serve as a benchmark for evaluating the compatibility of new development within nearby areas.

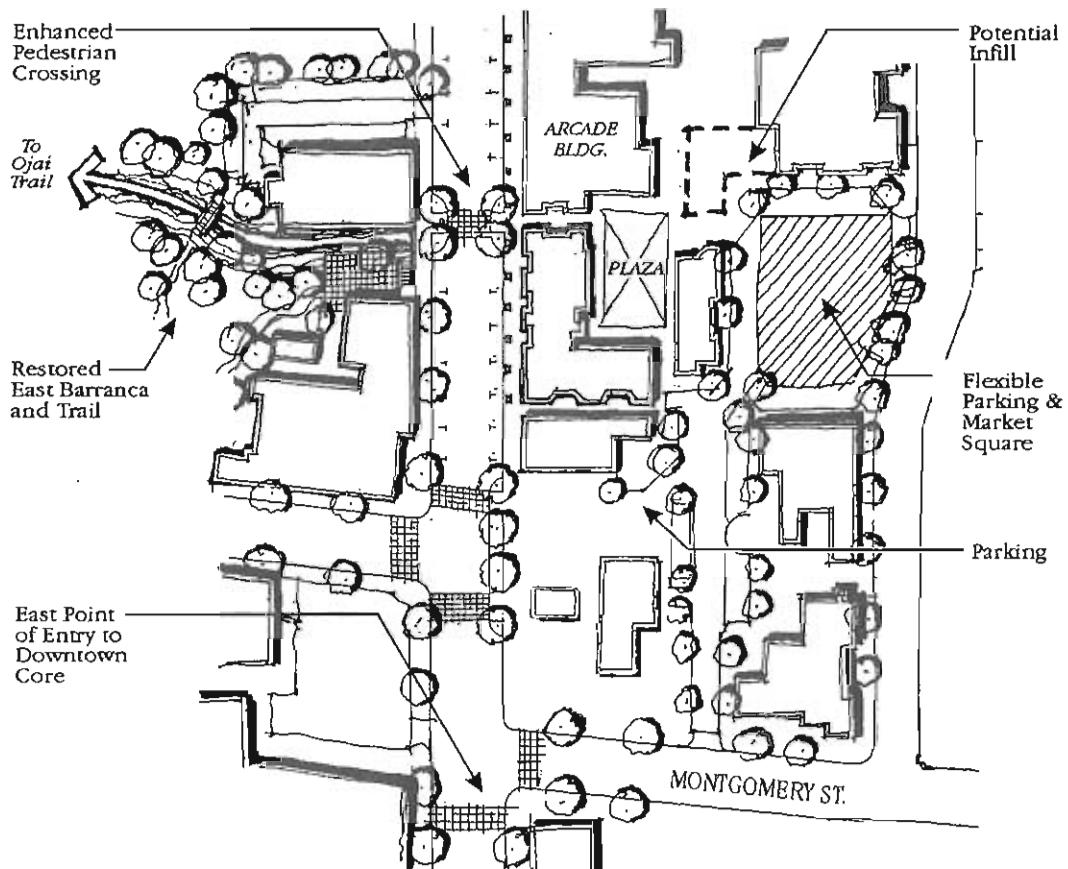
Land Use and Design Opportunities: Opportunities for development within the Town Center area are limited due to the lack of large vacant parcels. Infill and redevelopment opportunities, however, are likely to occur in areas north of the downtown Arcade, east and southwest of Libbey Park, near City Hall, as well as the creative and adaptive reuse of existing commercial buildings.



Source: Mainstreet Architects & Planners, 1995.



Figure 10 - Ojai Town Center Design Concept (Con't.)



Source: Mainstreet Architects & Planners, 1995.

Design Principles for New and Infill Development: New and infill development within the Town Center will adhere to the following general design principles:

New development within the Town Center will:

- ✓ Take care not to overshadow the existing historic and landmark architecture
- ✓ Integrate appropriate design features and characteristics found in surrounding development
- ✓ Include a pedestrian design focus
- ✓ Create lively spaces for both visitors and residents.



Land Use Element

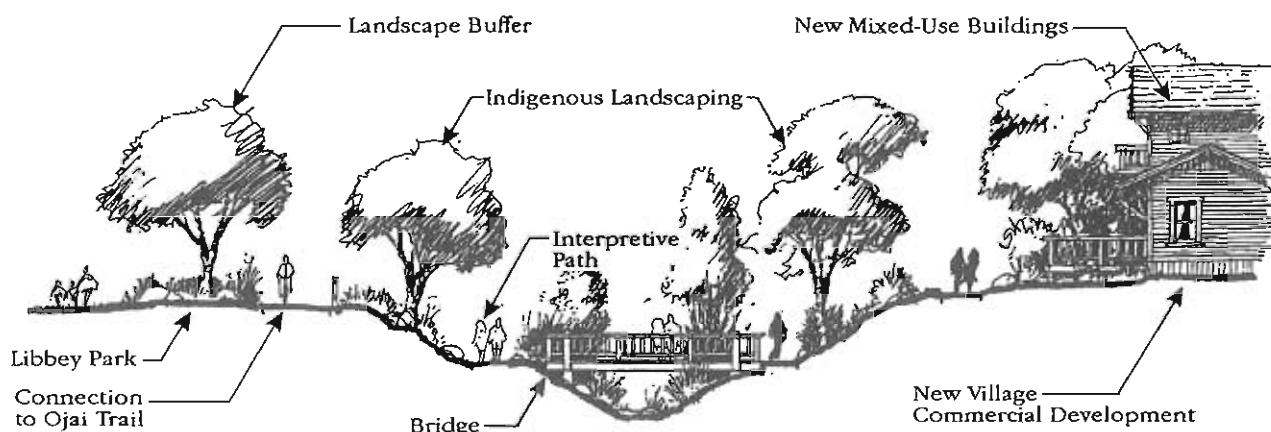
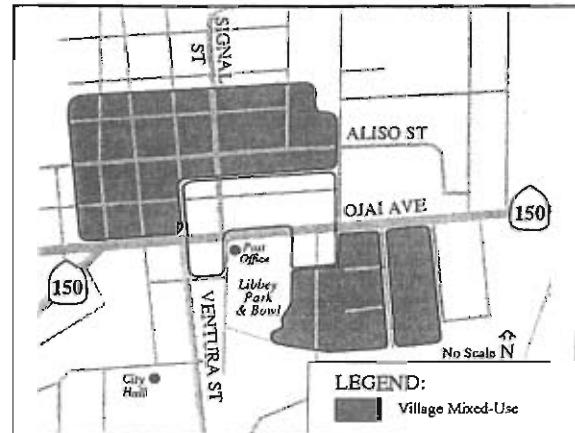
Figure 11 - Village Mixed-Use Design Concept

Existing Character: As one approaches the northern Village Mixed-Use area from almost any side street, buildings become noticeably more dense, as lots become smaller and coverage increases. Building setbacks lessen, and residential uses become mixed, with a variety of low intensity commercial uses, such as lodging, realty, small medical and other service-related office space, as well as some retail shops, such as antique stores and art galleries.

The architecture of these areas varies widely and includes a mix of building types and styles, from old Victorian and Craftsman houses to small masonry commercial buildings. Where walking paths or sidewalks are present, they are typically narrow, and often of dirt, gravel or asphalt. Trees are abundant and street improvements have often been made to accommodate them, diverting curbs and walks around the trunks and roots to assure their survival.

Immediately east of Libbey Park and southeast of the Town Center has been zoned for industrial use but has remained predominantly residential in character. Originally intended to transition to industrial uses, the smaller residential parcels has been slow to change.

Land Use and Design Opportunities: Opportunities for development within the Village Mixed-Use area include infill development on vacant and underutilized parcels, as well as providing opportunities for residents to live and work within the same building or at the same location. Parcels designated as Village Mixed-Use located north of Ojai Avenue are planned to integrate commercial service and limited retail uses within the existing residential setting. New development is planned to include a pedestrian design emphasis which focuses on providing enhanced pedestrian access to all uses.



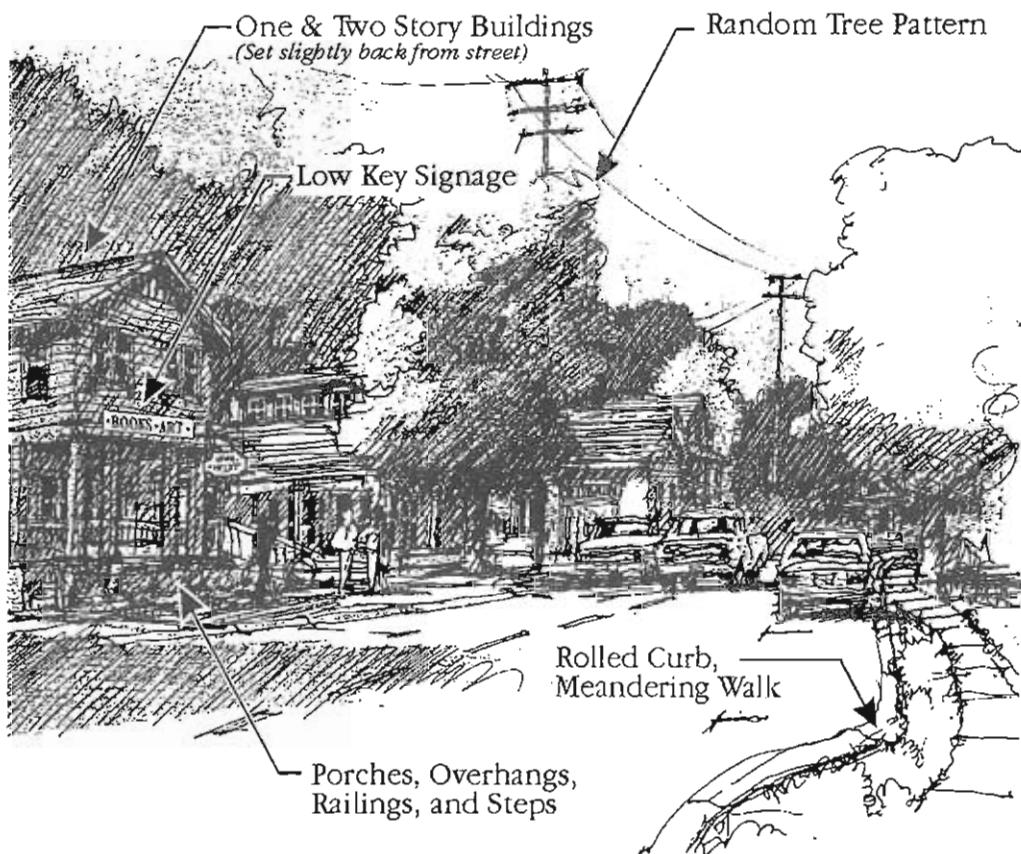
Source: Mainstreet Architects & Planners, 1995.



Land Use Element

Figure 11 - Village Mixed-Use Design Concept (Con't.)

Parcels south of Ojai Avenue are planned to take advantage of the proximity to Libbey Park and the downtown arcade through the creation of pedestrian links and view corridors across the existing arroyo at the east side of Libbey Park. Opportunities exist for the development of smaller "cottage style" businesses such as cabinet shops, custom manufacturing, artist studios, and galleries in areas east of Montgomery Street. This will allow residents the opportunity to live and work in the same location.



Source: Mainstreet Architects & Planners, 1995.
Design Principles for New and Infill Mixed-Use Area:

New development within the Village Mixed-Use area will:

- ✓ Participate in the creation of a pedestrian oriented mix of residential and commercial land use development
- ✓ Take advantage of existing opportunities to link residential and commercial uses through the use of pedestrian sidewalks, pathways, and bridge



Land Use Element

Figure 11 - Village Mixed-Use Design Concept (Con't.)

Design Principles for New and Infill Mixed-Use Area (Con't.):

- ✓ Preserve and maintain the residential scale and character of the area.
 - The size of commercial and industrial buildings should be compatible with nearby residences.
 - Building uses for commercial, office, and/or industrial uses should emphasize residential forms compatible with the surrounding neighborhood.
 - Noise, glare, odors, and ground vibration caused by commercial and industrial uses should be no greater at the property line than would be expected of a typical residential uses.
 - Operating hours of commercial and industrial uses should be limited to the 8:00 a.m. to 9:00 p.m. period.

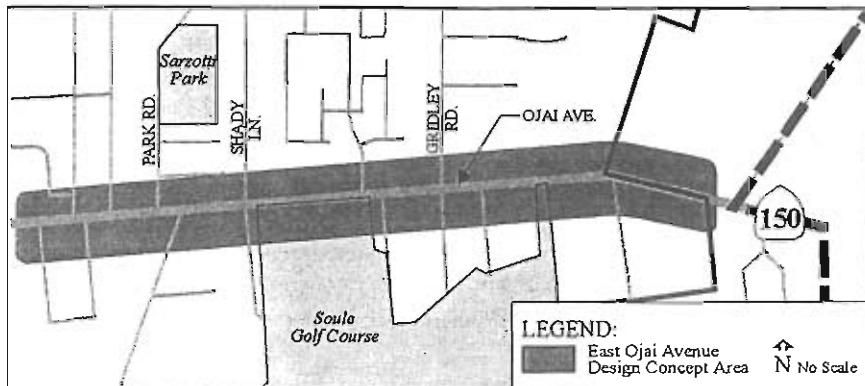


Land Use Element

Figure 12 - East Ojai Avenue Corridor Design Concept

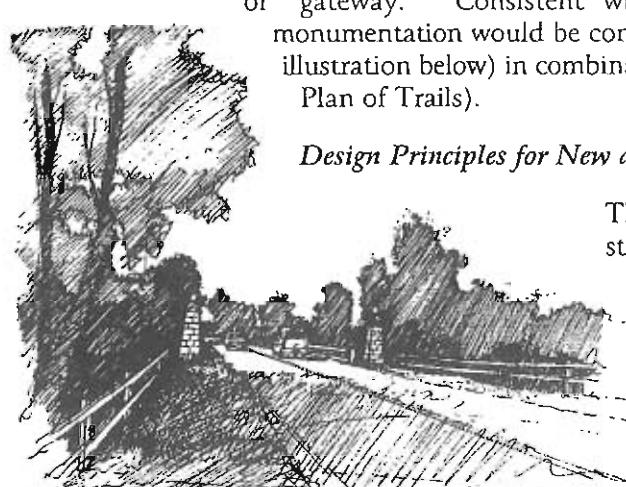
Existing Character: The approach to Ojai out of the upper Ojai Valley from the east reveals glimpses of a cozy, orchard filled valley. As the highway levels out, orchards bordered by low rock walls line the way and announce that residents have prospered here for many years. At the bridge over San Antonio Creek, visitors are aware that they are approaching a developed area, but the tentativeness of the development

does not clearly reveal the quality of the town that lies ahead. The businesses along the highway within this area are disconnected, too far to be within walking distance to the Town Center, and thus have continued to remain underutilized and predominantly auto dependent.



Land Use and Design Opportunities: The eastern portion of the Ojai Avenue/Highway 33 corridor has perhaps the most to offer in terms of opportunities for development. Unlike the Town Center and Village Residential areas, the East Ojai corridor still contains sizable parcels which are underutilized or vacant. Key to the development of this area is the establishment of an architectural focus or "theme" which would be implemented as development occurs. Reminiscent of uses that traditionally bordered the State's highways in the 1930s and 1940s, Ojai will encourage that new development in this area be oriented to visitor serving uses such as hotels, motels, restaurants, and specialty commercial uses. New developments will also be expected to integrate a "California Highway" style of architecture into project designs (see design principles detailed below).

The East Ojai Avenue Corridor also provides opportunities for the establishment of an eastern entry statement or "gateway." Consistent with the California Highway theme suggested above, monumentation would be constructed at the San Antonio Creek crossing (see concept illustration below) in combination with a bicycle trail under crossing (see Ojai Master Plan of Trails).



Design Principles for New and Infill Development:

The design concept for the East Ojai Avenue Corridor is to stimulate architectural interest and diversity by suggesting a style (California Highway) of architecture that is more in keeping with the rural character of Ojai's east end. The *California Highway* style is based on the design elements commonly found in buildings built along California's early interstate system. Although a specific architectural style is not suggested, new development should include elements that evoke the scale, feel, and character reminiscent of 1930s and 1940s rural highway or agricultural uses.

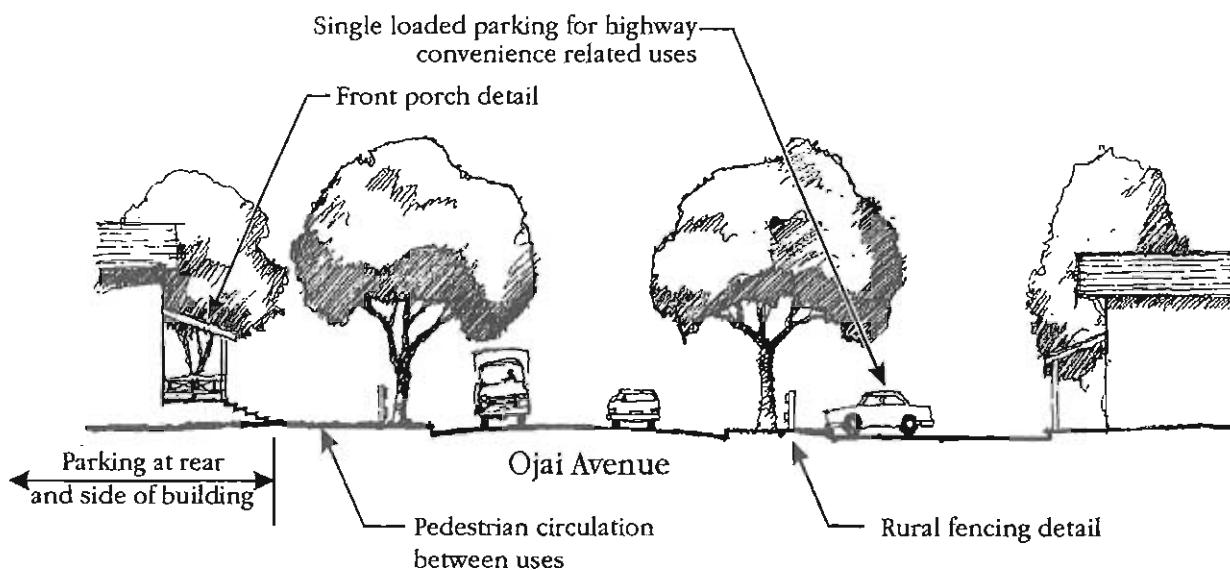
Source: Mainstreet Architects & Planners, 1995.



Figure 12 - East Ojai Avenue Corridor Design Concept (Con't.)

Design Principles for New and Infill Development (Con't):

- ✓ Although parking may be provided in front of buildings, parking lots should not be the dominant visual feature of a site.
- ✓ Buildings should be one story and clustered to create pedestrian courtyards.
- ✓ Buildings should be designed to be free-standing or broken up into small groups; unbroken "strip" type of development is to be avoided.
- ✓ Where feasible, adaptive reuse of existing structures is encouraged.



Source: Mainstreet Architects & Planners, 1995.

Land Use Element



INTERGOVERNMENTAL COORDINATION AND COMMUNITY INVOLVEMENT PROGRAM

The Intergovernmental Coordination and Community Involvement Program proposes actions that reflect the City's commitment to truly representational government, a government that looks for appropriate responses to specific issues. For example, some issues, such as the protection of natural resources, affect not only Ojai, but all Ojai Valley communities, as well as agencies charged with the management of resources within the Valley. Many issues cross geographic boundaries and, therefore, require concerted efforts by several governmental entities before they can be resolved. Intergovernmental coordination means actively pursuing regional solutions to regional problems. Ojai is committed to working with its neighbors to address these issues.

At the same time, Ojai recognizes that to be truly representational, local government must reflect the values of the people it serves. To do so, Ojai has established, as part of its General Plan implementation program, mechanisms for informing the community on local issues and soliciting citizen input.

Coordination of Land Use Planning Activities

Actively coordinate with the land use planning efforts of adjacent jurisdictions, and provide constructive comments regarding the impacts that such programs will have on the City of Ojai by taking the following actions:

- ✓ Actively lobby the County and Ventura River Valley Municipal Advisory Agency Council to consider the formation and adoption of a municipal organization or advisory body (such as an area-wide planning commission) that would oversee the management of land use throughout the Ojai Valley.
- ✓ Closely monitor County development activity and respond to individual land use proposals that would impact local land use. Continue to monitor adjacent County land use proposals that could impact local land use and circulation decisions.
- ✓ Work with the National Forest Service to develop a wilderness transition area that provides guidelines for development adjacent to the Los Padres National Forest area.
- ✓ Work with the County on both a staff level and the City Council Board of Supervisors level to establish basic principles for development review and mitigation of cross-jurisdictional impacts within the Ojai Area Plan jurisdiction, consistent with the concept that the impacts of new development must be offset by project related benefits within each of the jurisdictions in which the impacts will be experienced.

Land Use Element



- ✓ Pursue formation of ad hoc coalitions with other local agencies and community groups as a means of increasing the effectiveness of Ojai's voice in regional planning efforts and the planning efforts of adjacent jurisdictions.
- ✓ Provide local utility providers with a copy of the General Plan Annual Review and Update Report for review and comment.
- ✓ Pursuant to the provisions of Government Code Section 65401, ensure that all departments within the City, and all other local government agencies (including the County, school districts, and other special districts) submit a list of proposed projects to the City, and that the City review and report on the consistency of these projects to the City Council as part of the General Plan Annual Review and Update Report.

Encourage Community Awareness

The effectiveness of the programs described in the Ojai General Plan are dependent on the participation of community residents. To ensure that residents are made aware of these programs, the City shall publicize local programs and provide a forum for public debate of local issues by implementing the following actions:

- ✓ As part of the annual review and update of the General Plan, hold an annual "Open Forum" before the City Council to allow public discussion of current and future land use issues facing the community.
- ✓ Use public access cable to broadcast Planning Commission, City Council meetings, public events, and special presentations related to Ojai's future development.
- ✓ Work with local cable television provider to include a "reader line" on the local TV directory channel advertising public hearings, and public discussions and workshops regarding land use within the City.
- ✓ Establish a connection with the public Internet and develop a "home page" and electronic mail system to provide public access to agenda, announcements, and other public information via home and business computers.

Land Use Element



Citizen Involvement in Community Decision Making

Many of the questions facing Ojai are complex issues requiring policy recommendations and an evaluation of tradeoffs that are not easily done in a public forum. To address these issues, the City Council may appoint task forces or committees to research specific issues and to provide policy direction to the City Council. Members to these task forces would be appointed by the City Council. The task forces will be requested to provide recommended policy direction within a specific time frame, and will be disbanded after the presentation of their recommendations.

Obtain Feedback Regarding City Programs

To provide local decision makers with regular input on how satisfied residents are with their community and their quality of life, a Community Survey will be developed and updated every five years. Future surveys will address not only General Plan issues such as land use and circulation, but more specific issues currently facing the City as well.

Involve The Community In The Development Review Process

In order to facilitate citizen participation in the development review process which would be meaningful to individuals at the neighborhood level, and to facilitate the public hearing process, the City of Ojai encourages informal meetings between citizen groups and developers on proposed development projects. The purpose of such meetings is to facilitate interaction between the developer and neighborhood interests in a relaxed, informal setting, and to provide the developer with the opportunity to inform and obtain feedback from the neighborhood. Specifically, the City encourages developers to meet with affected citizens, and ask Ojai residents to give direction to proposed developments by:

- ✓ delineating specific neighborhood values, goals, and objectives;
- ✓ participating in choosing among alternative project designs; and
- ✓ participating in the review and modification of development plans.

Although the results of these informal meetings are not binding upon the City, early consultation and discussion between developers and affected citizens can significantly facilitate the development review process by resolving issues of social compatibility before public hearings begin.

Land Use Element



SPECIAL STUDIES AND PROGRAMS

Upon adoption of the Ojai General Plan, the City Council will be asked to review the list of special studies listed in this section and to prioritize these studies, assigning responsibility for implementation of each task (see box at right).

Each year, as part of the annual review and update of the General Plan, the City Council (see Land Use Element Review and Update) will be asked to reprioritize the list of special studies. Upon completion of each individual study, appropriate General Plan implementation programs may be added to the Implementation and Monitoring Program contained in the General Plan.

The funding sources for each action listed below will be assigned annually as part of the General Plan Review and Update and the City's annual budget process.

Special Studies Implementation Priorities

<i>Priority</i>	<i>Action</i>
<i>One</i>	<i>Program to be initiated within one year.</i>
<i>Two</i>	<i>Initiate within the next two to five years.</i>
<i>Three</i>	<i>Initiation beyond the next five years.</i>

City of Ojai Municipal Code Revisions (Priority One)

Subsequent to the adoption of the General Plan, the City will undertake a General Plan and Zoning Consistency Program to revise the Zoning Code to achieve consistency with and implement the General Plan. As part of the program, the City will prepare new zones, regulations, and exhibits which reflect the adopted General Plan land use policies. Table C provides a listing of the actions to be taken as part of the General Plan and Zoning Consistency Program, as well as any milestones which will need to take place prior to implementation of each action.

City of Ojai Growth Management Ordinance Readoption (Priority Two)

One year prior to the expiration of the City's Growth Management Ordinance, the City will prepare for the readoption of the growth provisions contained in Title 10, Chapters 6 and 11 as confirmation of the growth management policies contained in the General Plan (see Table C).

Land Use Element



Table C - General Plan and Zoning Consistency Program Actions

Prerequisite to Implementation Action	Action
A. Adoption of General Plan Update (1996-1997)	<ul style="list-style-type: none">Revise the Ojai Zoning Code to reflect land use changes and additions, as well as general policies contained in the General Plan.Develop and adopt a mixed-use ordinance consistent with the Village Mixed-Use (VMU) General Plan land use designation.
B. Expiration of City Growth Management Ordinance (1999-2000).	<ul style="list-style-type: none">Revise Title 10, Chapters 6 and 11 to reflect the growth management policies contained in the Ojai General Plan Land Use Element.

Community Entrance And Directional Signage Program (Priority Two)

The City will take advantage of the existing character of entrances or "gateways" located along State Highways 33 and 150 as well as Creek Road by developing a programs that establishes City identification improvements at key entrances to the City (see Figure 5 - Community Structure). Such gateways are where visitors will receive their first impression and residents can feel a sense of place. It is important, therefore, that entrance signage designs not only identify the City's boundaries but also convey the image with which residents would like to be associated.

Secondary directional signage will also be established as a method to provide direction to public parking, City Hall, Public library and other public facilities; historical and cultural places of interest; transit facilities; Forest Service station and trailheads; public parking areas; as well as locations where civic and cultural events are held.

LAND USE ELEMENT REVIEW AND UPDATE

California Government Code Section 65400(b) requires the planning agency of each city and county in the State to provide an "annual report to the legislative body on the status of the (general) plan and progress in its implementation." The following section details the contents of such a report, which will be prepared and delivered annually to the Ojai City Council regarding the implementation of the Land Use Element.

Land Use Element



Land Use Element Review

On an annual basis, the Planning Department will report on the implementation of the General Plan Land Use Element and provide the following information:

- ✓ A summary of activities undertaken over the past year to implement the General Plan Land Use Element.
- ✓ A review of the General Plan Land Use/Zoning Map, indicating the appropriateness of the mix, location, and relationships between proposed land uses, including an evaluation of the General Plan Land Use Map to ensure that:
 - residential designations provide housing opportunities for all economic segments of the community at densities consistent with the provisions of the General Plan Housing Programs;
 - commercial development meets the retail service and office needs of City residents and provides a healthy tax base to help support community services; and
 - each land use designation within and adjacent to the General Plan study area promotes continued consistency with surrounding General Plan land use designations.
- ✓ A status of vacant land and land use absorption rates by land use type.
- ✓ An assessment of valleywide and regional policies developed in the past year and their associated impact on Ojai's land use policies.
- ✓ Recommendations for future Land Use Element Revisions. Upon adoption by the City Council, a copy of the Land Use Element will be provided for review to the County, local utilities, and regional agencies who have an impact on land use planning with Ojai or its sphere of influence.

IMPLEMENTATION MONITORING

The following information presented in Table D provides an index of General Plan Strategies and related implementation programs along with a description of the responsibility, timing and funding that is likely to be necessary to implement the Ojai General Plan.

Land Use Element



Table D - General Plan Implementation Monitoring Matrix

Implementation Program	Responsibility	Timing	Funding Source
Development Review and General Plan Consistency Program			
Review and determination of project consistency	Planning Department	Implemented on a project by project basis	Department budget and development review fees
Intergovernmental Coordination and Community Involvement Program			
Coordination of land use planning activities	City Manager's Office Planning Department	Ongoing and updated on an annual basis	Department budgets
Encourage community awareness	City Manager's Office Planning Department	Ongoing and updated on an annual basis	Department budgets Development review fees (as they apply to public notice and advertising)
Citizen involvement in community decision making	City Manager's Office Planning Department	On an as needed basis to address specific issues	Department budgets City general fund Other sources of funding may also be available depending on the specific issues to be studied
Obtain feedback regarding City Programs	City Manager to coordinate with all City departments	Every 2 to 5 years	Department budgets City general fund
Involve the community in the development review process	Planning Department and other City Departments depending on specific issue.	On an as needed basis as determined by the City Council	General Fund
Special Studies and Programs			
City of Ojai Municipal Code Revisions	Planning Department City Attorney's Office	To be initiated within 1 year of the General Plan Adoption (1996-1997)	Department budgets

Land Use Element



Table D - General Plan Implementation Monitoring Matrix

Implementation Program	Responsibility	Timing	Funding Source
City of Ojai Growth Management Ordinance Readoption	Planning Department City Attorney's Office	To be initiated within 1 year of ordinance expiration (1999)	Department budgets
Community Entrance and Directional Signage Program	Planning Department	To be initiated within 2 to 5 years in conjunction with the City's capital improvement program (1997-2002)	Department budgets (planning and permit process)
	Engineering Department		City Capital Improvement Funds ISTEA Grant Funds
Land Use Element Review and Update			
Land Use Element Review	Planning Department in coordination with other City departments and the Ojai City Council.	On an annual basis in coordination with City's annual budget process	Department budgets