



MOORPARK GENERAL PLAN LAND USE CONCEPTS

**Summary of comments provided via online mapping activity and in connection with
Public Workshop #2
June 30, 2021**

Background

On May 27th, 2021, the City of Moorpark hosted *Community Workshop #2: Land Use Concepts* as part of the City's General Plan Update. During this meeting, the City launched an interactive mapping activity intended to gain community input into the development of the City's updated Land Use Plan. The mapping activity, which was hosted online utilizing the Social Pinpoint community engagement platform, remained open until June 3rd, 2021, to allow those who were not able to attend the virtual workshop an opportunity to provide comments and to allow those who attended the virtual workshop an opportunity to add additional comments.

A total of 197 comments were submitted by participants via the mapping activity, which was available in English, Spanish, and several other languages through a Google Translate plugin. Input collected by the activity will be used by the City and the General Plan Advisory Committee (GPAC) to inform the development of land use alternatives and will also be shared with the Planning Commission and City Council. Following is a description of how the Social Pinpoint mapping exercise was carried out and a summary of the results of the activity. All the comments submitted via the mapping exercise can be viewed in their entirety in the Appendix to this report, along with the transcript of comments and questions related to land uses that were received during the workshop via the Q&A feature in Zoom, and comments submitted in writing prior to the workshop by an individual who was unable to attend.

How was the Social Pinpoint exercise structured?

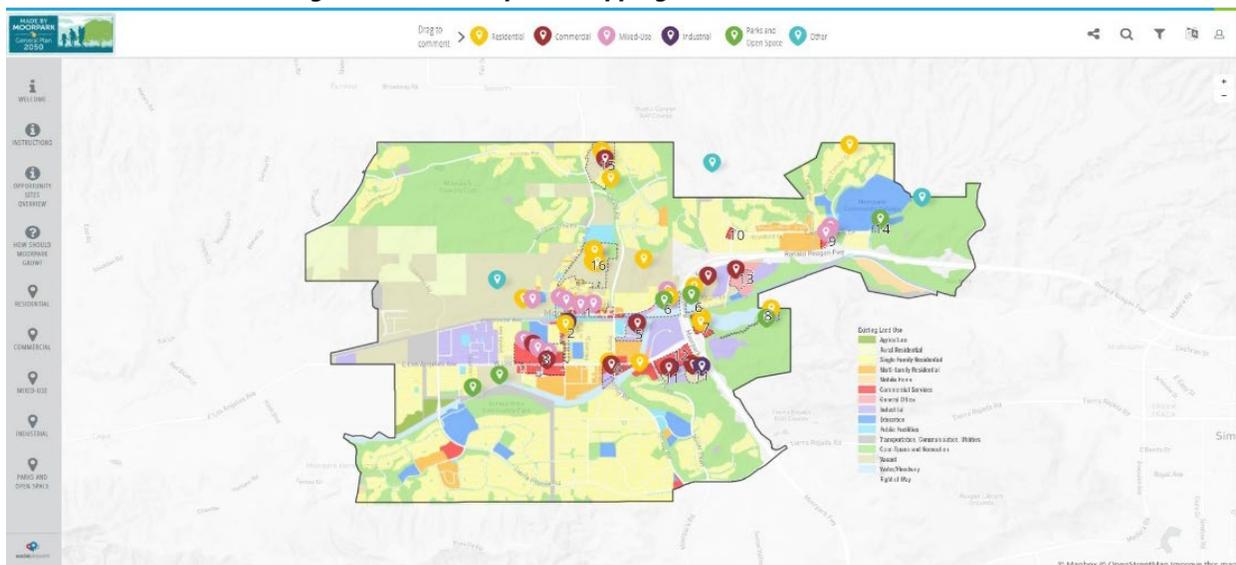
The Social Pinpoint mapping exercise allowed participants to view a description of the each of the potential Opportunity Sites identified through the General Plan process thus far, view existing land use in Moorpark, and provide comments on what future land uses they would like to see within the Opportunity Sites and throughout the city.

To add comments to the Social Pinpoint map, participants were asked to choose from six colored pins representing land use categories; residential, commercial, mixed-use, industrial, parks and open space, and other (which was intended to capture any uses not listed or comments that were not associated with land use). The site included a description for each land use category and sub-categories within each of the larger land use categories. Participants were asked to identify intended land use sub-categories in their comments to help the project team better understand the specific type of use they envisioned for a particular place in Moorpark. Participants were also

able to upload photo examples of a use, place or idea that reflects the type of use they would like to see in a particular location.

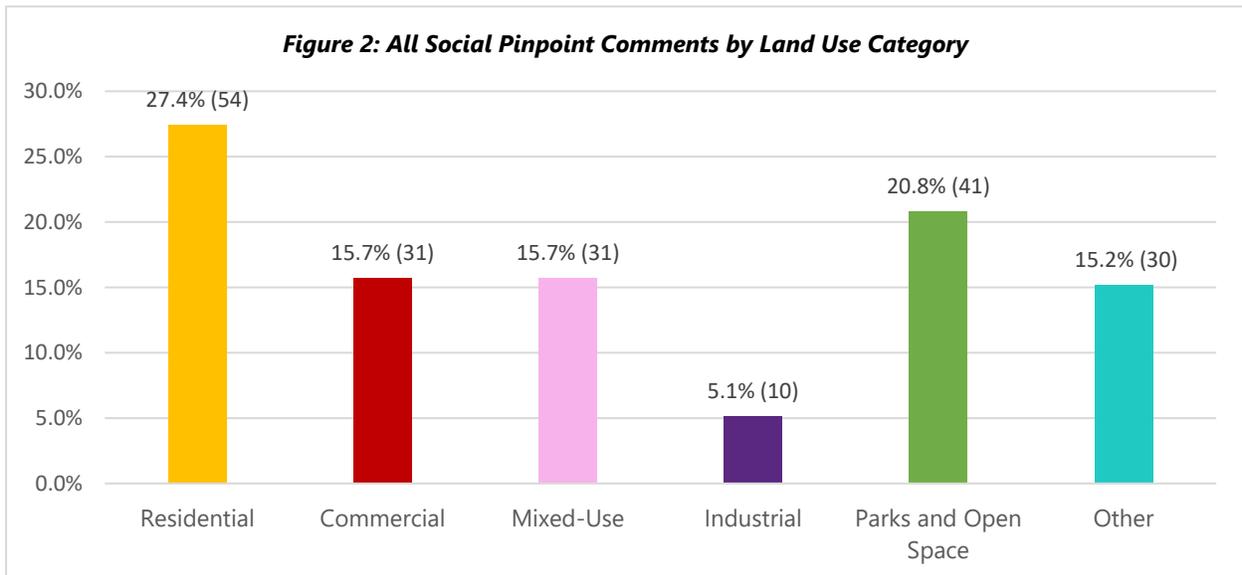
The Social Pinpoint site also included a survey that was intended to gauge participants' opinions on how Moorpark should plan to grow through 2050. There are currently provisions in place via the City's voter-approved Save Open Space and Agricultural Resources (SOAR) Ordinance that limits where development may occur in the future. Currently, SOAR limits development to within the current city boundaries, but it has provisions that allow for expansion of that area. Participants were asked to vote on how they would like to see Moorpark grow by taking a survey on the Social Pinpoint site, selecting to either accommodate all future growth within Moorpark's existing urban limit line (SOAR boundaries), or plan to accommodate some growth outside of this boundary in the areas currently protected by SOAR, contingent on voter approval.

Figure 1: Social Pinpoint Mapping Exercise Interface



What did we hear?

Out of 197 comments received during the mapping exercise period, some consistent themes emerged, which are provided below. The overall breakdown of all comments by land use category can be seen in Figure 2.



Out of comments received during the mapping exercise period, 107 comments were placed inside of Opportunity Site boundaries. Of these comments placed inside of Opportunity Site boundaries, the number of comments by land use category can be seen in Table 1 below.

Table 1: All Social Pinpoint Comments in Opportunity Site Boundaries by Land Use*

Opportunity Site	Residential	Commercial	Mixed-Use	Industrial	Parks & Open Space	Other	Total
Site #1: High Street	0	1	7	0	1	5	14
Site #2: Moorpark Avenue Corridor	2	0	1	1	0	2	6
Site #3: Mission Bell/Commercial Centers Node	2	3	9	0	1	0	15
Site #4: Moorpark Plaza/Commercial Center Node and Duncan Ashley	3	9	0	0	0	0	12
Site #5: Industrial District/Enegren Brewing	0	1	0	2	0	0	3
Site #6: Princeton Avenue Industrial/Concrete Batching	4	0	1	2	4	0	11



<i>Opportunity Site</i>	<i>Residential</i>	<i>Commercial</i>	<i>Mixed-Use</i>	<i>Industrial</i>	<i>Parks & Open Space</i>	<i>Other</i>	<i>Total</i>
Site #7: WDC/Ortho Commercial Center	1	1	0	0	0	0	2
Site #8: Ensign Bickford Adjacent Vacant Property	0	0	0	0	1	1	2
Site #9: Moorpark Campus Plaza	0	2	3	0	0	0	5
Site #10: Varsity Park Plaza	0	3	0	0	0	0	3
Site #11: Patriot Commerce Center Vacant Sites	5	4	0	4	0	1	14
Site #12: Moorpark Marketplace Parking Lot	0	1	0	0	0	0	1
Site #13: PennyMac Loan Services Parking Lot	0	1	0	0	0	1	2
Site #14: Campus Park Drive Open Space	0	0	0	0	0	0	0
Site #15: Canyon Crest	4	1	1	0	1	0	7
Site #16: Vistas at Moorpark	10	0	0	0	0	0	10
Total Number of Comments Inside Opportunity Site Boundaries							107

**While the comments captured in Table 1 are only those that fell inside of an Opportunity Site boundary, the more detailed analysis on the following pages includes additional nuance, accounting for comments that were placed near an Opportunity Site boundary, or those that specifically referenced an Opportunity Site but were placed outside the boundary.*

KEY THEMES:

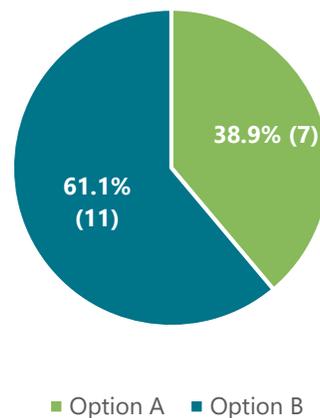
- Residential:** Participants recommended a variety of housing types throughout Moorpark, ranging from retaining single-family detached traditional neighborhoods, to missing middle housing types like attached townhomes, to high density housing options like apartments and condos. Generally, participants indicated that Moorpark needs diversified, affordable housing options to appeal to a variety of residents.
- Commercial:** Many participants expressed the desire to retain current uses in commercial centers that have performed well over time, and to fill vacancies in existing commercial spaces. Proposed new commercial uses included entertainment venues, community-serving retail and restaurants, and anchors such as a hospital or hotel.

- Mixed-Use:** Recommendations for a mix of residential and commercial land uses were most frequently placed in existing commercial or industrial areas in Moorpark, or along major thoroughfares. Many participants expressed the desire for increased street-level activation in Moorpark’s core, which could be achieved by adding a mix of medium or high-density housing, more entertainment options, pedestrian and bike-oriented amenities, and retail and restaurants that appeal to a diverse audience.
- Industrial:** Comments received related to industrial land uses mostly suggest retaining existing industrial areas in Moorpark, while possibly introducing more flexibility and diversification into what uses are allowed in industrial areas currently. Many participants referenced the “Funk Zone” in Santa Barbara as a precedent of a diversified industrial district.
- Parks and Open Space:** Respondents had an array of recommendations to create new or enhance existing parks, open space and trail amenities throughout Moorpark. Several participants expressed interest in leveraging the entire Arroyo Simi for a trail or path to enhance bicycle and pedestrian connectivity both within Moorpark, and to neighboring communities.

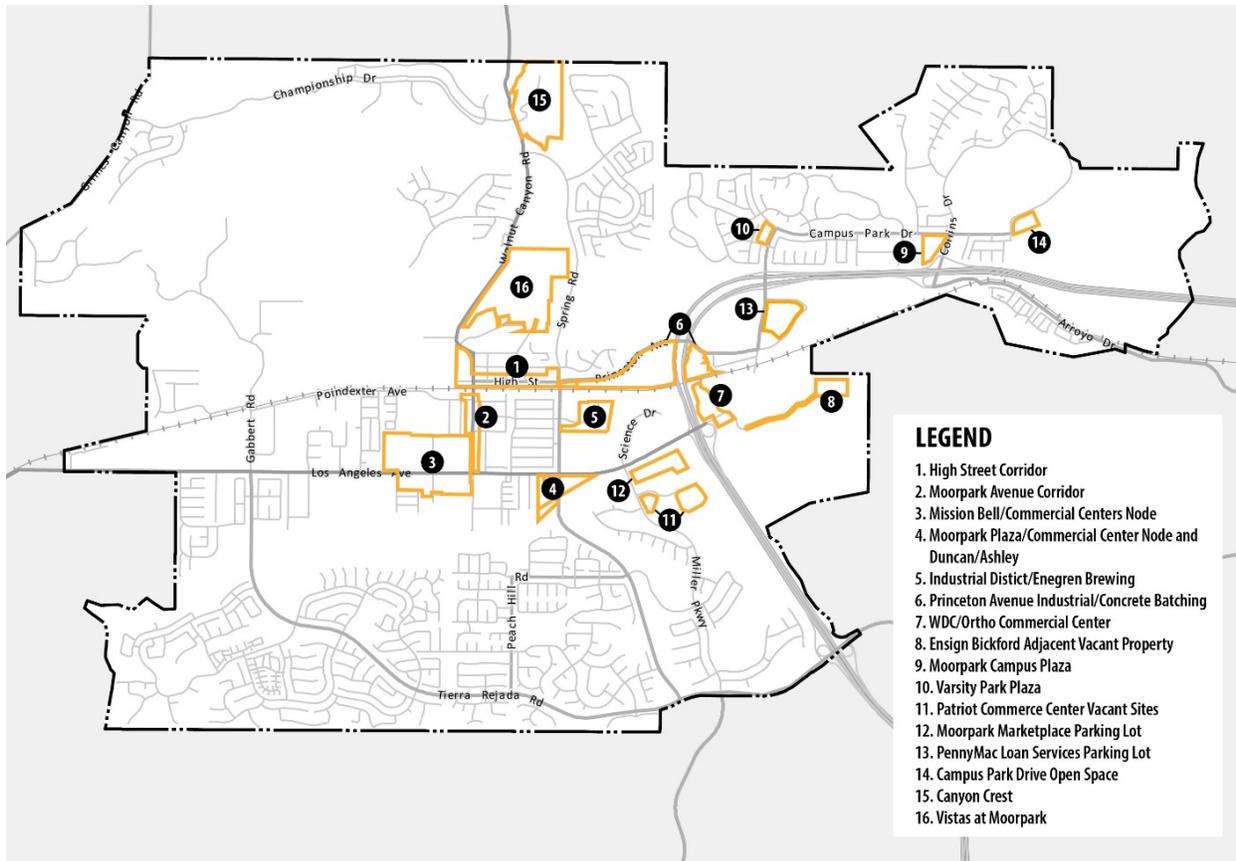
GROWTH STRATEGY SURVEY RESULTS

Participants were asked to vote on how they would like to see Moorpark grow by taking a survey on the Social Pinpoint site, selecting either Option A, to accommodate all future growth within Moorpark’s existing urban limit line (SOAR boundaries), or Option B, to plan to accommodate some growth outside of this boundary in the areas currently protected by SOAR, contingent on voter approval. The survey received a total of 18 responses, the results of which can be viewed in Figure 3.

Figure 3: Moorpark Growth Strategy Survey Question



DRAFT OPPORTUNITY SITES

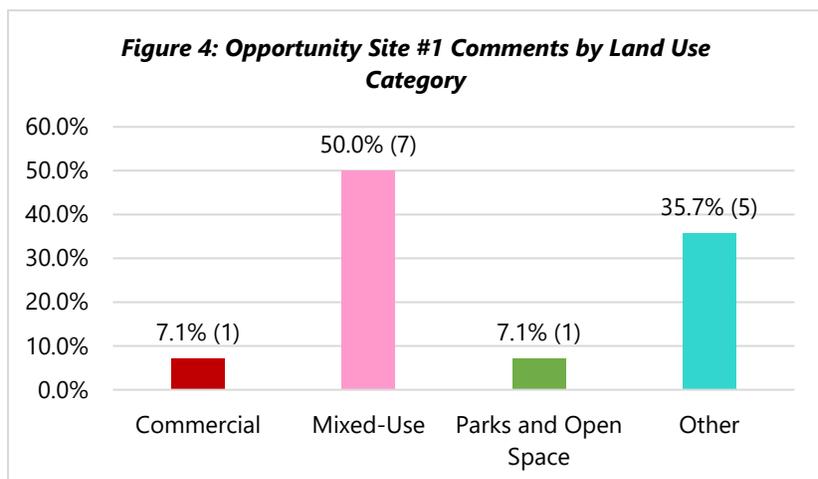


BY OPPORTUNITY SITE

1. High Street Corridor

- 14 recommended land use pins were placed within the Opportunity Site #1 boundary.
- Half of pins recommended the mixed-use typology for this area. Two participants recommended the Vertical Mixed-Use:

Medium (Mb) sub-category, one participant recommended the Mixed-Use Districts (Mc)



sub-category, and several respondents, while not identifying a sub-category, stated they would like to see an activated corridor that has a diverse mix of restaurants, shops, and entertainment options.

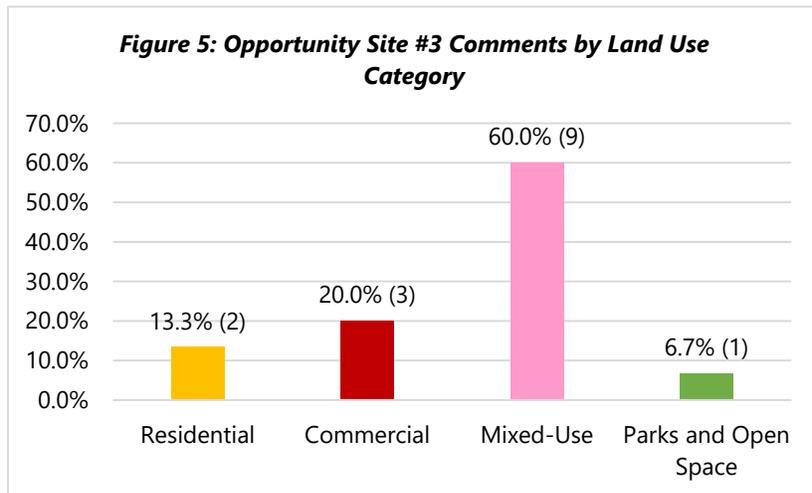
- There was also one pin each recommending commercial uses (citing train noise as a reason to exclude residential along the corridor) and parks and open space (recommending a park or school every one-third mile).
- The remaining pins were in the 'other' category and ranged in topic from closing High Street to vehicular traffic and creating a pedestrian-oriented environment, to building a community pool in the High Street Corridor area.
- While placed outside of the Opportunity Site #1 boundary, there were several additional pins that specifically referenced the High Street corridor. Two pins recommended a mix of uses along High Street with the goal of activating and revitalizing the area. The other pin recommended centrally located parks and open space, designed to draw people into a true city center.

2. Moorpark Avenue Corridor

- Opportunity Site #2 received 6 recommended land use pins within the area boundary, and one immediately adjacent to the site.
- Two participants recommended residential land uses along the Moorpark Avenue Corridor. One respondent recommended the Single-Family Detached – Small Lot Housing (Rc) sub-category, while the other recommended a residential planned development to accommodate Moorpark's housing needs.
- A mix of uses was also recommended by one participant, citing the conversion of houses along Moorpark Avenue to restaurants and businesses that has occurred already over time.
- One land use pin recommended industrial use for the area, while the other two were in the 'other' category. Two of these participants mentioned Santa Barbara's Funk Zone as a precedent for this area (one using the industrial land use category, and one utilizing an 'other' pin) as an example of a mixed-use or light industrial/maker district that is close to a train station.
- Another commenter utilizing the 'other' pin recommended exercising sensitivity to the surrounding neighborhoods if any changes are proposed for this site.
- While the pin was placed outside of the Opportunity Site #2 boundary, another participant utilized the parks and open space typology to recommend a landmark or art monument green space at the northwest corner of Los Angeles Ave and Moorpark Ave.

3. Mission Bell/Commercial Centers Node

- Opportunity Site #3 received a total of 15 comments within the site boundary.
- Two participants recommended residential land uses at this site. One of the commenters suggested higher density homes due to this location’s proximity to High Street and Moorpark

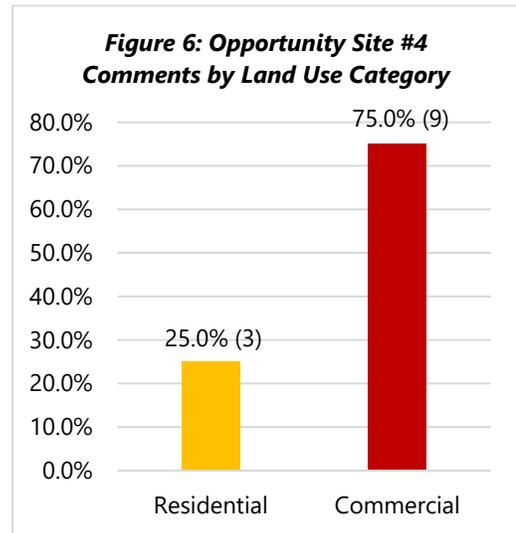


Ave, while the other respondent recommended single-family housing on this site.

- Of the three commercial land use comments on this site, one suggested retaining the existing commercial designation, one recommended the Automobile-Oriented Commercial Center (Ca) sub-category, and one participant recommended a mix of uses.
- Most comments placed within the Opportunity Site #3 boundary recommended a mix of residential and commercial uses on this site moving forward. Mixed-use sub-categories that were recommended by participants for this site include Mixed-Use: District (Mc), Vertical Mixed-Use: Low (Ma), and a mix of Pedestrian-Oriented Commercial Center: “Village Environment”, Apartments: 2-Story (Rh), and Apartments: 3-Story (Ri). Several other participants who recommended mixed-use for this site expressed the desire to see increased activation of this area, suggesting uses such as family-friendly entertainment venues, pedestrian-friendly amenities and open space, and small-format retail with second or third floor residential.
- The participant who utilized the parks and open space pin recommended this site as a possible location for a community pool and splash pad.
- Two respondents made the distinction between future uses for Mission Bell Plaza versus Moorpark Town Center within this site, and the need to reevaluate land use for Mission Bell Plaza, while retaining existing uses at Moorpark Town Center.

4. Moorpark Plaza/Commercial Center Node and Duncan/Ashley

- Opportunity Site #4 received 12 recommended land use pins within the site boundary.
- All three of the participants who selected the residential pin for this site mentioned they would like to see Attached Townhomes (Rg) at this location. Additionally, two of the respondents recommended condominiums for this site, in addition to townhomes.
- Most respondents who submitted a recommended land use for this site chose commercial. More specifically, three participants chose the Automobile-Oriented Commercial Centers (Ca) sub-category for this site. Several respondents also suggested leaving the existing commercial land use at this site as-is moving forward.

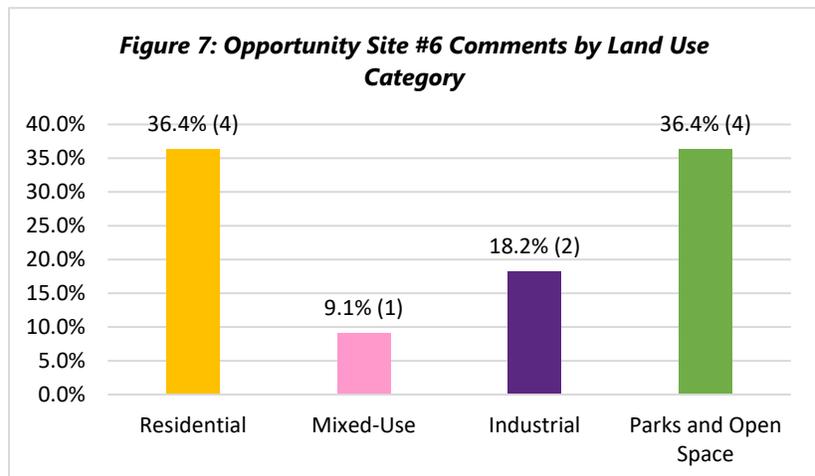


5. Industrial District/Enegren Brewing

- Three comments were received within the Opportunity Site #4 boundary.
- Two participants recommended retaining the existing industrial land use, including one comment specifically suggesting the Industrial Park (Ia) sub-category.
- The third respondent recommended commercial land use for this site moving forward, citing the Funk-Zone in Santa Barbara as a precedent.

6. Princeton Avenue Industrial/Concrete Batching

- Opportunity Site #6 received 11 recommended land use comments.
- Four of the comments recommended residential land uses on this site, and all of these comments recommended the Attached Townhomes (Rg) sub-category.



- One participant recommended mixed-use, indicating that this site could serve as a buffer between High Street and the northern edge of Moorpark.

- Two respondents chose the industrial land use category for this site. One respondent recommended retaining the existing industrial uses on the site due to its proximity to the Arroyo and the 118 Freeway, while the other recommended Opportunity Site #6 as a location for a community crisis team call center for teens and at-risk young adults.
- The remaining four comments on this site recommended parks and open space uses ranging from walking paths, exercise equipment, and play equipment for children to undisturbed open space. One participant also suggested adding gateway signage or a monument at this location.

7. WDC/Ortho Commercial Center

- Two respondents provided recommended land uses for Opportunity Site #7.
- One respondent recommended residential, specifically the Attached Townhomes (Rg) sub-category.
- The other respondent recommended retaining the existing commercial land use.

8. Ensign Bickford Adjacent Vacant Property

- Opportunity Site #8 received two recommended land use pins within the site boundary.
- One respondent recommended parks and open space for this site, citing the location as a barrier to future commercial or residential uses.
- The second comment within the site boundary used the 'other' land use pin to recommend this site as a good location for a funeral home or cemetery.
- There was a third pin just outside the Opportunity Site #8 boundary that recommended residential land use in this area, more specifically the Single Family Detached – Rural (Ra) sub-category.

9. Moorpark Campus Plaza

- Opportunity Site #9 received five recommended land use comments.
- Two of these comments recommended retaining existing commercial uses at this site. One participant suggested making this site more of a pedestrian-oriented, village environment, while the other comment recommended a used college bookstore and second-story, service-oriented commercial uses moving forward.
- Three of the recommended land use comments suggested mixed-use for Opportunity Site #9. More specifically, all three participants recommended mixed-use with student housing, while one participant recommended the Vertical Mixed-Use: Medium (Mb) sub-category.

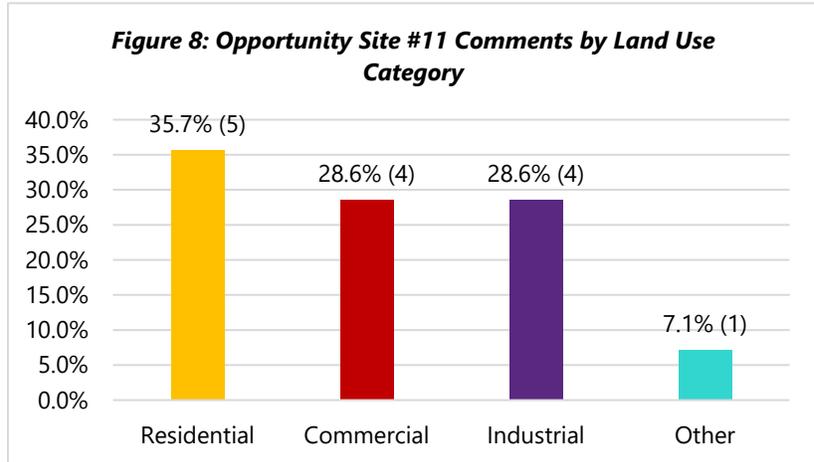
10. Varsity Park Plaza

- Opportunity Site #10 received three recommended land use comments.

- All three of the participants who placed pins on this site recommended retaining existing commercial uses. One of the participants cited the overall success of this commercial center over time as reason to retain the existing use. Another respondent commented that the site faces the challenge of having a school and pharmacy blocking visibility for the rest of the shopping center. The third respondent recommended this site as a possible future location for a grocery store.

11. Patriot Commerce Center Vacant Sites

- There were a total of 14 recommended land use pins placed by participants within the Opportunity Site #11 boundary
- Five of the comments received on Opportunity Site #11 recommended residential land uses



- moving forward, and all five respondents recommended high density housing types at this site, citing its proximity to Moorpark amenities, freeway access, and walkability of the area as key assets for denser housing types, such as townhomes, apartments, or condos.
- Four respondents recommended commercial land uses, three of which recommended this site as a location for a live music venue(s). The remaining comment recommended a new hotel for this area.
- Four comments suggested industrial uses for this area in the future, with one recommending the Diversified Industrial Park (Ib) sub-category, and the other three suggesting that the existing industrial character of the area be continued on the site, rather than trying to introduce new residential uses in an existing commercial and industrial area.
- One additional comment was left within the boundary of Opportunity Site #11 utilizing the 'other' pin category, and this participant recommended a mix of commercial and industrial uses, possibly incorporating entertainment uses to activate the area, like bowling or miniature golf, but also suggested excluding housing on this site
- While placed just outside the Opportunity Site boundary, another pin that was placed in the vicinity also recommended industrial uses at this site, more specifically the Diversified Industrial Park (Ia) sub-category.

12. Moorpark Marketplace Parking Lot

- One recommended land use pin was placed within the Opportunity Site #12 boundary.
- The participant placed the commercial land use pin in this site, and recommending that the existing use be retained, as this commercial area has largely experienced success.

13. PennyMac Loan Services Parking Lot

- Opportunity Site #13 received two comments within the site boundary.
- One comment recommended commercial uses at this site moving forward, citing the need for additional retail in this area of Moorpark.
- The other respondent used the 'other' pin to recommend that the existing uses within the Opportunity Site #13 boundary should be retained.

14. Campus Park Drive Open Space

- While there were no comments received within the Opportunity Site #14 boundary during the mapping exercise, there were four comments placed in very close proximity to the site boundary, or that specifically called-out Opportunity Site #14.
- One participant recommended residential land uses at this site, particularly student housing since the site is adjacent to Moorpark College.
- The remaining three comments recommended parks and open space land uses for this site. One participant recommended utilizing this site as a gateway to Alamos Canyon, while another participant suggested this site be used for an urban park that could be utilized by Moorpark College students. The third parks and open space comment recommended retaining the existing open space designation at this site.

15. Canyon Crest

- A total of seven participants placed recommended land use pins within the Opportunity Site #15 boundary.
- Four respondents recommended residential uses on this site moving forward. One participant recommended the Small-Lot Single Family (Rc) sub-category for this area, while another participant recommended Single Family Detached – Traditional Neighborhood (Rb), and another comment suggested either Single Family Detached – Rural (Ra) or other forms of single family detached housing. The final comment recommended higher density housing at this site to increase affordability, paired with horse amenities, to build upon the agricultural heritage of Moorpark and this site's proximity to horse trails in the area.
- One respondent recommended the Automobile-Oriented Commercial Center (Ca) sub-category at this site, citing the need for a context-sensitive community anchor or hub for this area of Moorpark.

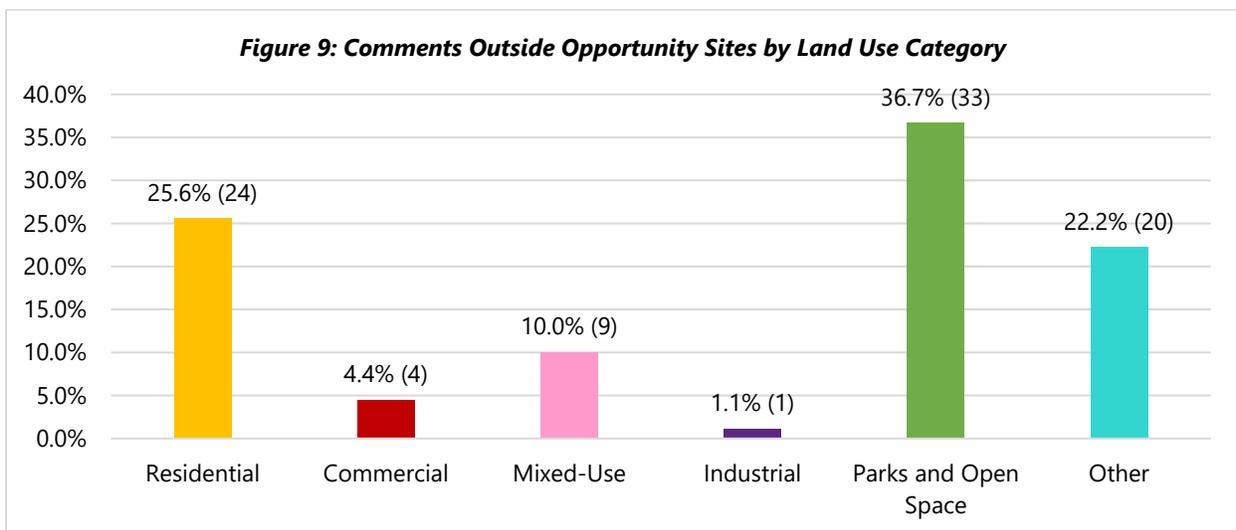
- Another participant suggested mixed-use at Opportunity Site #15 that could include condominiums or townhomes, plus community-serving retail such as dry cleaners, coffee shops, or family-oriented dining.

16. Vistas at Moorpark

- Opportunity Site #16 received 10 comments within the site boundary, which all recommended residential land uses moving forward
- Respondents suggested a variety of residential sub-categories for this site, including; four respondents for Single Family Detached – Traditional Neighborhood (Rb), five respondents for Small-Lot Single Family (Rc), one participant for Tiny Houses (Rd), two respondents for Multi-Plex Houses (Re), one participant for Courtyard Houses (Rf), two respondents for Attached Townhomes (Rg), one respondent chose Apartments - 3 Story (Ri), and three participants recommended Mixed-Density Housing (Rj).
- Additional, more general, comments included providing affordable housing options at this site for a variety of income levels, incorporating detached single family homes, or utilizing this site as an opportunity for an agriculture-based residential community.

COMMENTS NOT ASSOCIATED WITH OPPORTUNITY SITES

A number of participant comments were received outside of designated opportunity site areas. A breakdown of comments received outside of opportunity sites broken out by land use type can be seen in Figure 9. Additionally, a summary of the comments received for each of the land use types provided in this mapping exercise can be found below.



Residential

- Respondents offered recommendations for a variety of residential uses throughout Moorpark.



- Many participants cited the need for a diverse mix of housing types, predominantly multi-family residential uses, throughout Moorpark to accommodate a range of incomes, students, young families, and seniors.
- Several participants cited the Metrolink station as an amenity, and recommended denser, more affordable residential uses within walking or biking distance of the station, and the existing amenities on High Street.

Commercial

- The majority of comments recommending commercial uses were placed inside of or in very close proximity to Opportunity Site boundaries.
- Two comments were placed outside of Opportunity Site boundaries near the 118 Freeway and Princeton Avenue that recommended an anchor of some kind, like a hotel and/or convention center or a hospital, in that area.

Mixed-Use

- Several respondents recommended the mixed-use category outside of Opportunity Site boundaries, primarily along main corridors in Moorpark like Los Angeles Avenue or High Street, or close to the Metrolink station.
- Many of these comments more specifically suggested the Mixed-Use: Districts (Mc) sub-category in these areas, with features like dining, retail, and enhanced pedestrian and bicycle amenities. Mixed-use district precedents referenced by participants included Collection at River Park in Oxnard, Tin City in Paso, and Westlake.
- There were also several comments recommending a mixed-use senior facility, which could include amenities such as housing, medical services, an activity center, and a grocery store.

Industrial

- There was one comment recommending industrial land uses placed just outside of the Opportunity Site #11 boundary. This respondent proposed the Diversified Industrial Park (Ib) sub-category, and cited Santa Barbara's Funk Zone as a precedent.

Parks and Open Space

- Many respondents recommended a variety of parks and open space enhancements throughout Moorpark to provide the City with additional outdoor, community-focused amenities. Examples of open space amenities suggested included a disc golf course, places for people to safely observe existing amenities like the Sierra-Madre Wildlife Corridor or wetlands, gateway signage or monuments at entrances and exits to the City,
- A key theme that emerged from the comments associated with this land use was the desire to create a pedestrian and bicycle path along the entirety of the Arroyo Simi River in Moorpark. Multiple respondents recommended then connecting this path to existing paths in the community, creating a more robust open space network throughout the City. One respondent cited the walking and biking trails in Ojai as a precedent for this idea.



- Another idea that was referenced by multiple comments was the desire to have a centrally-located open space for community gatherings, a playground, sports fields, a community pool, and other parks and open space amenities. One participant used Paso Robles Square as a successful example of this concept.

Other

- There were a wide range of comments provided by participants utilizing the 'Other' pin in the Social Pinpoint mapping exercise.
- One concept that was echoed by multiple comments was the desire to retain existing agricultural uses where possible throughout Moorpark, as this is a pillar of the community's history and identity.
- Another idea that several comments suggested was to build gateway signage or a monument to welcome people into the City, or to thank people for visiting as they leave the City.
- A third idea that was voiced both in the Social Pinpoint activity, and during the Community Workshop event, is to hone in on one or two 'things' that Moorpark can become known for. During the Community Workshop, one participant suggested that Moorpark could become a wine destination for the region, citing [Woodinville, Washington](#) as a precedent.
- There were several comments recommending that the potential for renewable energy land uses, such as solar or wind facilities, should be considered in Moorpark moving forward.
- Written comments provided by a participant prior to Community Workshop #2 recommended establishing Specific Plan Areas within the City's Area of Interest, but outside of the City's current SOAR and Sphere of Influence boundaries, to accommodate future growth.¹

¹ This participant was unable to attend Community Workshop #2, and thus submitted written comments to the City prior to the meeting. The detailed comments and exhibits that were sent to the City ahead of Community Workshop #2 can be found in the Appendix.