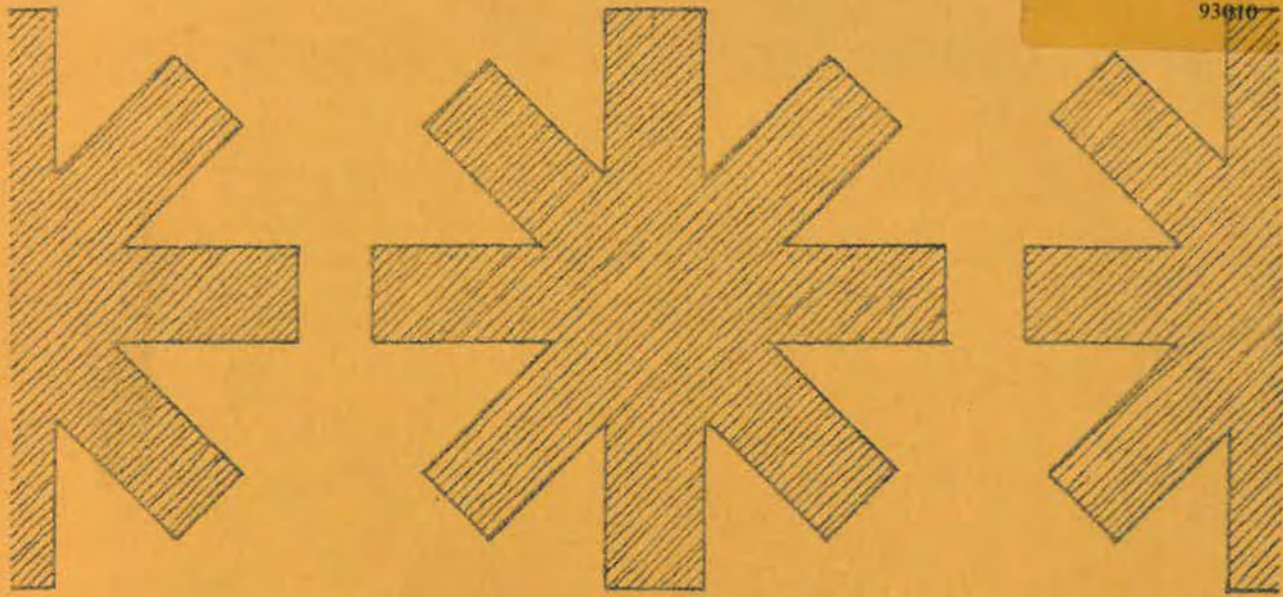


Larry R. Davis
2011 Vanguard Dr.
Camarillo, CA
93010



CIVIC CENTER SPECIFIC PLAN

CÁMARILLO

PLANNING

EXIHIBIT "A"
DEPARTMENT

PREFACE

This is a specific plan study report which consists of three primary sections.

The first section is a planning study providing an overall analysis of the area within Camarillo known as the Civic Center block. This section responds to the various physical, sociological factors pertaining to the area.

The second portion is an economic analysis of the past and future trends affecting the area.

The third section consists of alternative plans and recommendations. These plans are predicated on the information presented in the study. The alternative plans have some similarities to the existing General Plan for the area and current plans submitted for consideration by the City. There are some important differences as well because of a further refinement for the civic block area.

RESOLUTION NO. PC 102-76

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CAMARILLO RECOMMENDING APPROVAL OF THE CIVIC CENTER SPECIFIC PLAN AND AMENDING THE LAND USE ELEMENT, CIRCULATION ELEMENT, AND COMMUNITY DESIGN ELEMENT TO THE GENERAL PLAN AS IT PERTAINS TO THE CIVIC CENTER SPECIFIC PLAN AREA IN THE CITY OF CAMARILLO FURTHER DESCRIBED AND SET FORTH HEREIN AS GENERAL PLAN AMENDMENT, 76-2

WHEREAS, the Planning Commission has reviewed the various modifications to the General Plan Land Use, Circulation and Community Design Elements in the form of a Specific Plan which is a further refinement of the General Plan on December 14, 1976; and,

WHEREAS, the Planning Commission has considered the various changes and the limitations of the various public utilities necessary to serve the intended uses proposed to be created by the change in the General Plan; and,

WHEREAS, the limitations have been brought to the attention of the individual property owners included within the Specific Plan; and,

WHEREAS, it was determined that it was the desire of the City to develop a Specific Plan which includes the area bounded on the north by Ponderosa, on the south by Daily Drive and on the east by Carmen Drive and on the west by Rosewood Avenue; and,

WHEREAS, the Civic Center Specific Plan was designated by the City Council as a special study area in the adopted General Plan which represents a very significant and remaining large parcel within the currently most densely populated area of the City and in turn will serve as establishing a community focal point or theme; and,

WHEREAS, a need for the Specific Study is further enhanced and intensified by the opening of the Camarillo Airport providing the City an opportunity to capitalize on that significant land use change and make the best of it with a view to expanding the potential and general economy for the City; and,

WHEREAS, the different types of uses envisioned for the Civic Center Block should be compatible and mutually supportive of one another and with existing uses in the surrounding area and must be accomplished in an attractive and pleasing way for both passers by and visitors to the block.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Camarillo recommends the approval of the amendments to the General Plan Land Use, Circulation and Community Design Elements consisting of the following:

1. The land use shall be as shown on the Specific Plan Civic Center map labelled Exhibit A attached and made a part of this resolution.

2. The various design standards incorporated in the Specific Plan Civic Center Block Study and part of the Resolution shall be adhered to and incorporated into the various projects submitted to the City for consideration and ultimately approved for development.
3. That the precise alignment be submitted to the Planning Commission and City Council for Pickwick Drive and Lantana Street, with Pickwick Drive curving to the south and Lantana Street curving easterly generally to the center of the Daily property south of Pickwick Drive, prior to or at the time of consideration of any zone change involving the subject property.

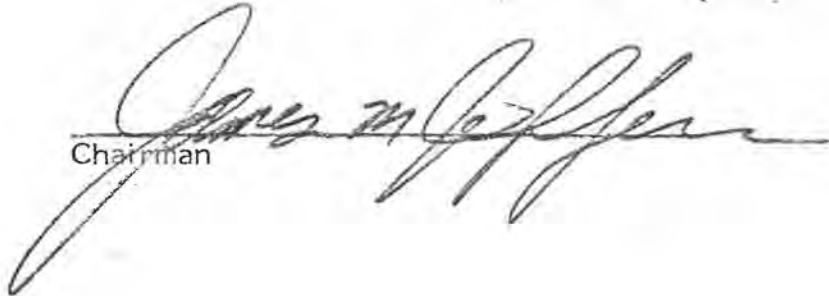
NOW, THEREFORE, BE IT RESOLVED that the Planning Commission hereby recommends approval of the change to the General Plan by the adoption of the Civic Center Specific Plan amending the Land Use Element, Circulation Element, and Community Design Element for the City of Camarillo.

APPROVED AND ADOPTED this 14th day of December, 1976, by members of the Planning Commission voting as follows:


AYES: Commissioners Bowen, Jeffers, Wallace, Wuelfing

NOES: None

ABSENT: Chairman Funk


Chairman

ATTEST:


Secretary

RESOLUTION NO. 76-177

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CAMARILLO APPROVING THE CIVIC CENTER SPECIFIC PLAN AND AMENDING THE LAND USE ELEMENT, CIRCULATION ELEMENT, AND COMMUNITY DESIGN ELEMENT TO THE GENERAL PLAN, FURTHER DESCRIBED AND SET FORTH HEREIN AS GENERAL PLAN AMENDMENT, 76-2

WHEREAS, the Planning Commission has reviewed the various modifications to the General Plan Land Use, Circulation and Community Design Elements in the form of a Specific Plan which is a further refinement of the General Plan on December 14, 1976; and, the City Council held a public hearing on December 15, 1976 and considered the testimony and,

WHEREAS, the City Council has considered the various changes and the limitations of the various public utilities necessary to serve the intended uses proposed to be created by the change in the General Plan; and,

WHEREAS, the limitations have been brought to the attention of the individual property owners included within the Specific Plan; and,

WHEREAS, the Civic Center Specific Plan was designated by the City Council as a special study area in the adopted General Plan which represents a very significant and remaining large parcel within the currently most densely populated area of the City and in turn will serve as establishing a community focal point or theme; and,

WHEREAS, a need for the Specific Study is further enhanced and intensified by the opening of the Camarillo Airport providing the City an opportunity to capitalize on that significant land use change and make the best of it with a view to expanding the potential and general economy for the City; and,

WHEREAS, the different types of uses envisioned for the Civic Center Block should be compatible and mutually supportive of one another and with existing uses in the surrounding area and must be accomplished in an attractive and pleasing way for both passers by and visitors to the block.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Camarillo approves the amendments to the General Plan Land Use, Circulation and Community Design Elements consisting of the following:

1. The land use shall be as shown on the Specific Plan Civic Center map labelled Exhibit A attached and made a part of this resolution.
2. The various design standards incorporated in the Specific Plan Civic Center Block Study and part of the Resolution shall be adhered to and incorporated into the various projects submitted to the City for consideration and ultimately approved for development.
3. That the precise alignment be submitted to the Planning Commission and City Council for Pickwick Drive and Lantana Street, with Pickwick Drive curving to the south and Lantana Street curving easterly generally to the center of the Daily property south of Pickwick Drive, prior to or at the time of consideration of any zone change involving the subject property.


NOW, THEREFORE, BE IT RESOLVED that the City Council hereby approves the change to the General Plan by the adoption of the Civic Center Specific Plan amending the Land Use Element, Circulation Element, and Community Design Element for the City of Camarillo.

APPROVED AND ADOPTED this 15th day of December, 1976.



Mayor

ATTEST:




City Clerk

I HEREBY CERTIFY that the foregoing Resolution No. 76-177 was adopted at an ~~adjourned~~ regular meeting of the City Council on the 15th day of December, 1976 by members of the City Council voting as follows:

AYES: Councilmen: Gayle, Moore, Leland, Rush; Mayor Pena

NOES: Councilmen: none

ABSENT: Councilmen: none



City Clerk


cc:  Planning Dept.

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CIVIC CENTER SPECIFIC PLAN

INTRODUCTION

This is a study concerned with the future land uses of an area containing approximately 123.26 acres and bounded by the Ventura Freeway on the south, Carmen Drive on the east, Ponderosa Drive on the north and Rosewood Avenue on the west.

This study is a result of instructions issued at the time of the adoption of the General Plan in May, 1975, by the City Council which directed a specific plan for the area. After review and public hearings, the plan may be adopted and incorporated into the General Plan as with other amendments to the General Plan.

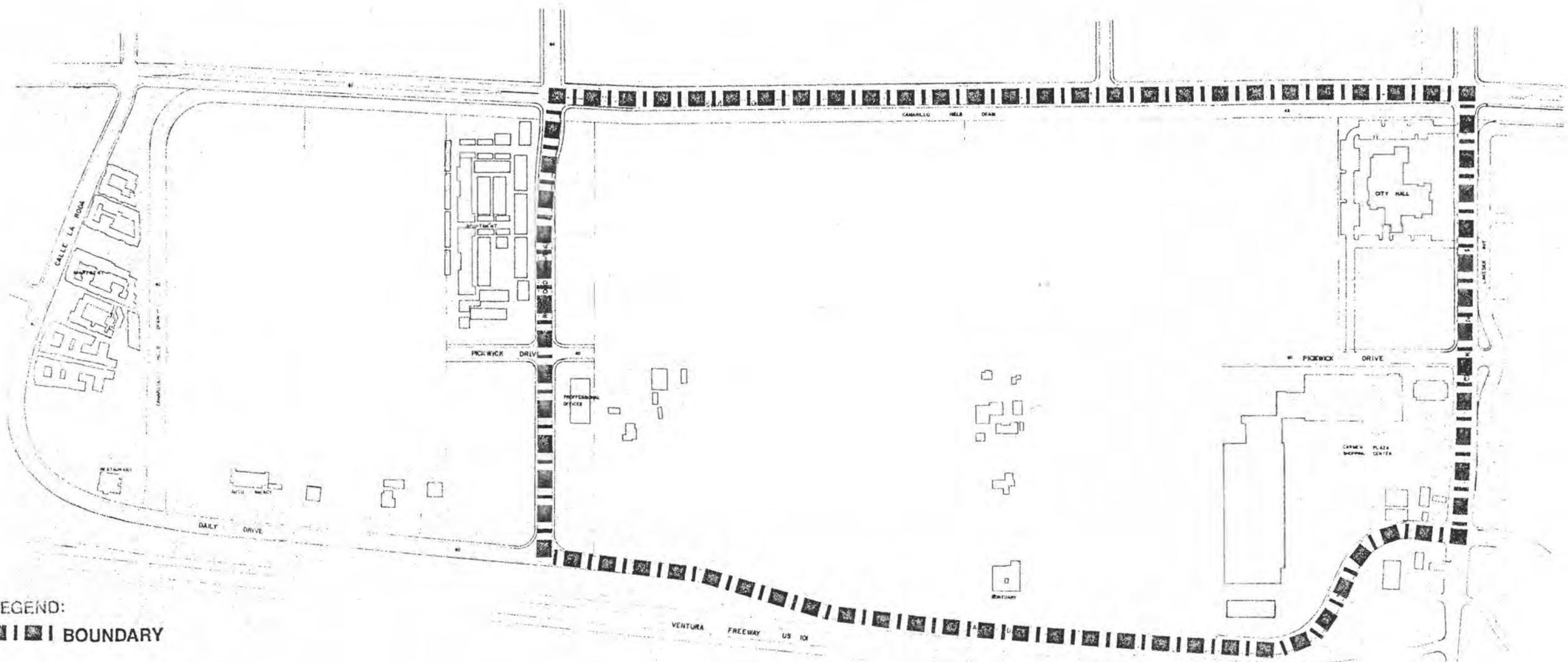
AUTHORITY OF SPECIFIC PLANS

Title 7, Article 8 of the California State Government Code sets the legal guidelines for "Authority and Scope of Specific Plan" formulation. Article 9 establishes the "Procedure for Adoption of Specific Plans and Regulations" and Article 10 establishes the "Administration of Specific Plans and Regulations" aspect.

Under these guidelines, the California Government Code, Section 65450, states:

"The Planning Agency may, or if so directed by the legislative body shall, prepare specific plans based on the general plan and drafts of such regulations, programs, and legislation as may in its judgment be required for the systematic execution of the general plan and the planning agency may recommend such plans and measures to the legislative body for adoption."

The procedure for the adoption of specific plans includes a public hearing to be held by the Planning Commission before recommending the adoption of a specific plan, regulations, and/or amendments to the legislative body. The legislative body will then hold a public hearing before approving the specific plan, regulations, or amendments.



LEGEND:
 [Thick dashed line symbol] BOUNDARY

STUDY AREA
 CIVIC CENTER AREA SPECIFIC PLAN STUDY



CITY OF CAMARILLO
 PLANNING DEPARTMENT

SETTING AND AREA HISTORY

The study area is a rectangle, nearly .62 mile by .31 mile. The characteristics in terms of climate, physiography, soils, geology, flora and fauna are much as described in the General Plan. Generally the area lies between two seismic fault zones on prime quality level soil. The area has coastal climate, as does the rest of the city. The area is outside any known flood hazard zone and has the Camarillo Hills Drain Channel bordering the north study area boundary.

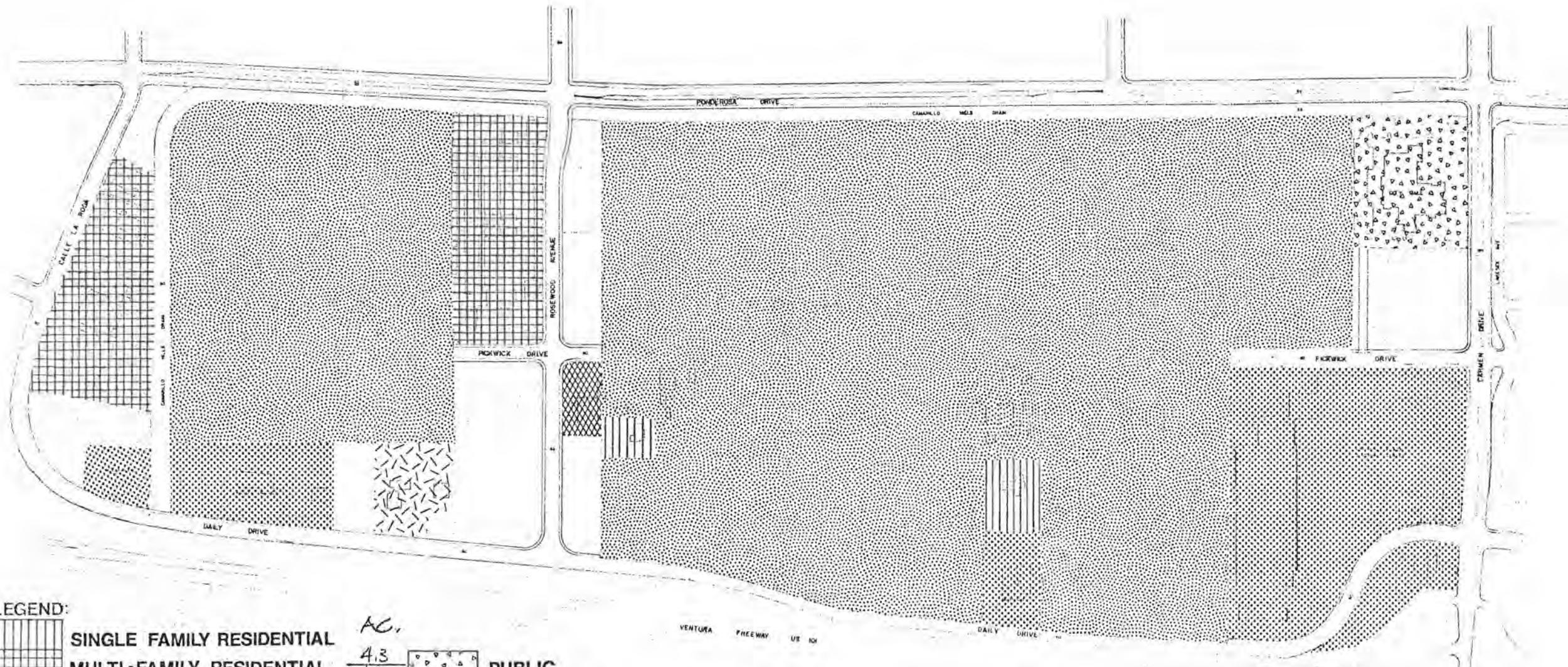
The study area has been in agricultural since early settlement with only two farm houses and their accessory dwellings and buildings occupying the land until recent years. Portions of the perimeter streets were constructed in 1972 as was the Carmen Plaza Shopping Center at the southeasterly corner of the study area. Prior to that, the only commercial activity was the Griffin Brothers Mortuary which was built in 1968. In recent years the Rosewood Professional Building and other commercial uses near Carmen and Daily Drive have been added. The Hal Watkins automotive and recreation vehicle center, a restaurant, and the Boy Scout Center have also been constructed nearby to the west of Rosewood on Daily Drive.

The study area does provide substantial employment opportunities. Approximately 230 persons work within the study area. Businesses include restaurants, hardware, grocery, drug store, banks, service stations, professional offices and service stations.

Land Use and Zoning

Of the approximately 123.26 acres contained within the study area, approximately 21.71 acres are presently developed. 99.55 acres are vacant or in agriculture. The developed portions of the property include a two story professional office building located on Rosewood Avenue zoned CO on slightly less than one acre of land. East of Rosewood Avenue on the north side of Daily Drive is a small temporary flower sales building as well as a ranch house, farm labor housing, and accessory structures for a farm operation. Further to the east, fronting on Daily Drive, is the Griffin Brothers Mortuary on approximately 3.25 acres of land zoned R-1 and containing the mortuary facilities and a residence. Immediately behind the mortuary property are some additional residences and farm structures used in conjunction with farming the adjacent land.

Within the study area there are two old farm houses which represent the early farming pattern in the area. The existence of the old houses and some of the accessory buildings including the barn provide an opportunity to retain an excellent example of an early farmhouse style as well as the surrounding trees



AC LEGEND:

1.94	[Grid Pattern]	SINGLE FAMILY RESIDENTIAL
18.17	[Grid Pattern]	MULTI-FAMILY RESIDENTIAL
0	[Dotted Pattern]	COMMERCIAL
12.06	[Dotted Pattern]	OFFICE
16.86	[Dotted Pattern]	AGRICULTURE
24.45	[Dotted Pattern]	
1.79	[Dotted Pattern]	
91.70	[Dotted Pattern]	
118.31	[Dotted Pattern]	

AC.		
4.3	[Dotted Pattern]	PUBLIC
4.3	[Dotted Pattern]	SEMI-PUBLIC
0	[Dotted Pattern]	VACANT
7.85	[Dotted Pattern]	
16.03	[Dotted Pattern]	
123.26		TOTAL STUDY AREA
178.96		MAPPED AREA

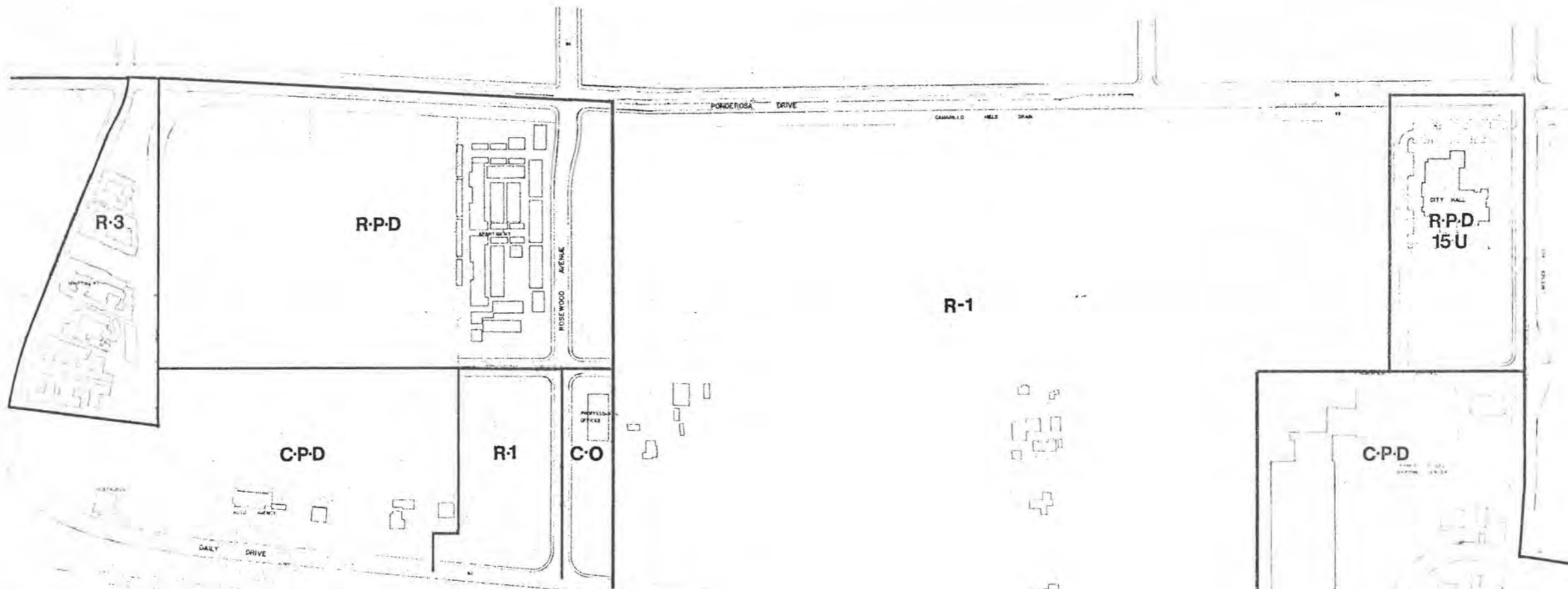
EXISTING LAND USE

CIVIC CENTER AREA SPECIFIC PLAN STUDY

B



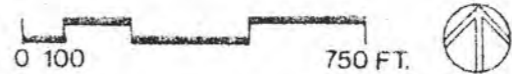
CITY OF CAMARILLO
PLANNING DEPARTMENT



LEGEND:	STUDY AREA	MAPPED AREA
R-1	95.44 AC	100.43
R-3	0	6.79
R-P-D	2.47	28.30
R-P-D 15	8.30	8.30
C-O	2.17	2.17
C-P-D	<u>14.88</u>	<u>32.97</u>
TOTAL	123.26	178.96

EXISTING ZONING

CIVIC CENTER AREA SPECIFIC PLAN STUDY

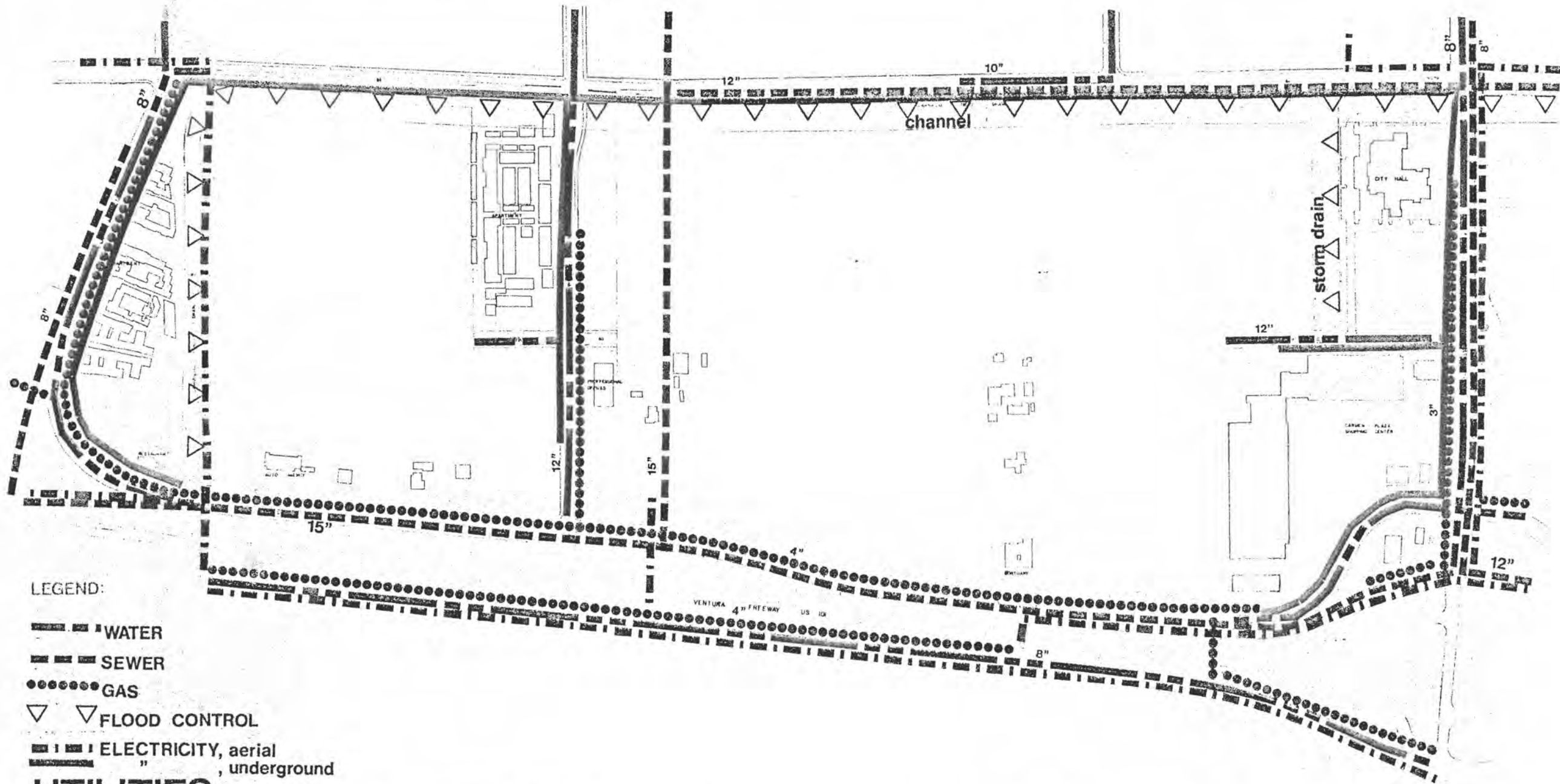


and grounds which serves the area residents as a link with the heritage of the community. An example, the present Kita properties has a farm house and accessory building. That farmhouse, while being almost as old as the nearby Boy Scout office, does not have the ornate Victorian features found in the Daily house (Boy Scout office). The Griffin house was also built by a branch of the Daily family during their early settlement and farming of the area. This house represents a different style of architecture in that it has a stucco exterior with a second-story balcony on the front. The house represents a much more recent style of building than that found in the early years of Camarillo development and it is worth preserving.

Near the southeast corner of the study area lies the Carmen Plaza shopping center which contains 14.88 acres of land. To the south of the shopping center, across Daily Drive, is a Mobil service station, a Love's Restaurant, and a car wash. At the southwest corner of Carmen Drive and Ponderosa is an approximately 8-acre site zoned RPD-15U and presently owned by the City of Camarillo which is designated as the future site of a civic center complex to house a city hall (under construction) and police department facility.

The area surrounding this study boundary is characterized by the Ventura Freeway on the south with Daily Drive parallel to the freeway which allows freeway exposure to the property located on the northerly side of Daily Drive. The property to the west which is developed with apartments and commercial activities is separated from the study area by Rosewood Avenue, a 68 foot right-of-way collector street. The area on the north across the Camarillo Hills drain and Ponderosa is partially developed in single-family residences with a considerable amount of vacant land between Rosewood Avenue and Lantana Street. In addition, Valle Lindo Elementary School and the Monte Vista Junior High School are located north of the study area as well as the proposed 10-acre Valle Lindo community park adjacent to Valle Lindo School. The property near the intersection of Ponderosa and Carmen Drive is developed in single-family residences with townhouses easterly of Carmen Drive between Daily Drive and Ponderosa Drive. The area to the southeast of the study area is zoned commercially and developed with a service station, restaurants, and motel, and is adjacent to the Ventura Freeway off-ramp for Carmen Drive.

Approximately 18 percent of the total study area is presently developed either in commercial or residential uses with the remaining 82 percent open and used primarily for agricultural purposes. A summary of land use and zoning is indicated on the area maps.



- LEGEND:
- WATER
 - SEWER
 - GAS
 - FLOOD CONTROL
 - ELECTRICITY, aerial
 - " , underground

UTILITIES

CIVIC CENTER AREA SPECIFIC PLAN STUDY



CITY OF CAMARILLO
PLANNING DEPARTMENT

Utilities (water, sewer, gas, telephone, flood control)

WATER

The area is served by 8- and 12-inch water lines in Rosewood Avenue, a 12-inch water line in Pickwick Drive and Daily Drive adjacent to Carmen Plaza shopping center and an 8-inch water line in Carmen Drive. A 4-inch water main exists to the southwesterly corner of the study area and Daily Drive. A 16-inch water line is scheduled to be installed along Ponderosa Drive during the 1977-78 budget year.

SEWER

Sewer facilities are presently in place along the entire southerly boundary of the study area in Daily Drive with a 12-inch line. Rosewood and Carmen have an 8-inch line existing from Daily Drive and a 12-inch sewer line in Ponderosa from Carmen Drive to Rosewood Avenue and a lateral 15-inch line from Ponderosa Drive to Daily across the Kita property at that point west of the farm structures.

GAS, POWER, TELEPHONE

A 4-inch gas line presently exists along most of Daily Drive and Carmen Drive. Electrical power and telephone facilities are found on the perimeter of the project and to developed sites within the study area and could be extended further into the study area as development occurs. All new utilities would be required to be placed underground.

FLOOD CONTROL

The Camarillo Hills drain channel borders the study area on the north and west. This channel is a 20-foot wide concrete channel which carries storm water run-off from properties generally to the north and east of the subject site from as far away as Arneill Road.

Circulation

The circulation system should offer its users efficiency, continuity, safety and attractiveness. Secondary arterial streets such as Ponderosa, Carmen, and Rosewood Avenue are intended to provide maximum movement of traffic to and from major traffic generators such as the civic center and commercial centers. Secondary arterials vary in right-of-way width from 84 feet to 96 feet. They usually have four lanes (two lanes in each direction) and a landscaped median divider. Collectors have a designed right of way of 68 feet.

LOCAL STREETS

A local street such as Pickwick is intended to provide vehicular access to abutting properties and to move small amounts of traffic in and out of specific areas. The basic design of the local street with 60 feet of right of way permits two lanes of traffic. There are also two lanes of parking which is an auxillary function of the local street.

EXISTING STREET SUMMARY

Carmen Drive on the east, and Ponderosa Drive on the north of the study area are listed as secondary arterials and require 84 feet of total right of way. The standard design of an arterial street permits a center median with two lanes of traffic in each direction. Both streets are presently constructed to their full width. Daily Drive is a 60-foot wide freeway frontage road having 48 feet of pavement. At the present time the roadway is fully improved from the vicinity of Rosewood Avenue to the west and from Carmen Drive to the westerly side of the Carmen Plaza shopping center. The 48 feet of paving would permit two lanes of traffic in either direction--the same as a major arterial and space for parking if the restriction were discontinued. Rosewood runs north and south through the study area and has 68 feet of right of way, is fully improved and provides 52 feet of paved area. The width of the street would also permit two lanes of traffic in either direction as a secondary arterial. Rosewood Avenue and Daily Drive are posted for no parking on the street at the present time. Approximately midway between Ponderosa Drive and Daily Drive a local street, Pickwick Drive with 60 feet of right of way, extends from Carmen Drive to the westerly end of the Carmen Plaza shopping center. Pickwick Drive then appears again at the intersection of Rosewood Avenue and extends on either side of Rosewood for a very short distance. Only Carmen Drive and Rosewood Avenue cross the Camarillo Hills drain from Ponderosa at this time.

BIKE PATH

A bikeway has recently been completed for the southerly side of Ponderosa. A Avenue. The bikeways provide a safe and efficient alternative mode of transportation.

BUS ROUTE

The Camarillo City bus presently has a route which includes a stop in the Carmen Plaza shopping center then proceeds northerly on Carmen Drive to Ponderosa where it turns westerly to Rosewood, down Rosewood to Daily and westerly on Daily to the Las Posas Plaza shopping center. The bus route con-

nects the study area with all the major shopping centers in the City as well as the hospital, the downtown area, library, Pleasant Valley Park and swimming pool, Pleasant Valley school district offices and the community center. At present the bus route provides service on three sides of the study area. There is a county operated inter-city bus serving Camarillo with a stop at Carmen Plaza. This provides service between Thousand Oaks and Ventura. Regional bus service is provided by Greyhound and has its terminal on Palm Drive in the downtown area.

CAPITAL PUBLIC IMPROVEMENTS

The 1975-76 program of service for the City lists a five-year schedule for major public projects. Included within this five-year program in 1975-76 was the widening of Ponderosa between Las Posas and Calle La Roda which immediately adjoins the study area. In the 1977-78 fiscal year a traffic signal is scheduled to be installed at the intersection of Carmen Drive and Ponderosa Drive. Additional street improvements will be provided in conjunction with the civic center to be built at the corner of Carmen and Ponderosa during the 1976-77 fiscal year.

SCENIC HIGHWAYS

The General Plan for the City of Camarillo designates Carmen Drive, Ponderosa, Daily Drive and the Ventura Freeway as scenic corridors. When a street is designated as a scenic route, the General Plan recommends that a conscientious effort be made to increase landscaping along these primary routes. In conjunction with the Scenic Highway Program, attention would be given to undergrounding all utilities, assuring that adjacent developments are in harmony with a scenic program and that all signing would be limited. Presently, the Heritage Policy would require any building within 500 feet of the freeway or 1,000 feet of an interchange, to have early California-Spanish architectural features emphasized.

Public Services

Civic Center - The City of Camarillo is building an approximately 30,000 square foot city hall with council chambers on a site containing eight acres of land at the southwesterly corner of Carmen Drive and Ponderosa Drive. This facility will house city offices providing public services in terms of planning, engineering, building, finance and general administration. The public would be able to pay their city utility bills at this office. The city hall is the first phase of a civic center program which would also include the eventual relocation of the police services to this area. Other governmental agency services may also be located in the city hall.

SCHOOLS

There are no schools presently within the study area; however, immediately adjacent to the northerly boundary across Ponderosa Drive at Lantana is the Monte Vista Junior High School and several blocks to the west and approximately 500 feet northerly of Ponderosa Drive is the Valle Lindo Elementary School. Both of these schools have additional classroom space available and would be expected to serve this area. The General Plan does designate an area within the study area as the preferential choice for a new high school site. Normally a high school requires approximately 40 to 50 acres of land area. The General Plan lists two other alternative sites for a high school. Camarillo High School located in the eastern portion of Camarillo is overcrowded and requires additional buildings to provide space for present students. Rio Mesa High School which serves the city west of Rosewood Avenue presently has adequate land area for expansion of the school but is limited in buildings, facilities and finances. The General Plan recognizes the ultimate need for a third high school to serve the community and its selection of the study area as a primary site indicates a desire to provide a facility approximately midway between the two existing schools to serve the central portion of the city. Presently the school district has indicated that funds are not available for construction or acquisition of the site.

POLICE

The present main police station serving Camarillo and the surrounding county area is located in the former classroom building at the Pleasant Valley School on Ventura Boulevard in the downtown section of Camarillo. The long-range plan for the civic center site calls for a facility for the police department. Routine police patrol is provided to the entire area including the shopping centers and businesses located within the study area.

FIRE

The Ventura County Fire Department provides fire protection services for the city as well as the surrounding Ventura County area. This service is financed through a separate tax district and is administered by the Ventura County Board of Supervisors. Camarillo is provided with fire protection by two facilities--Station 54 in central Camarillo is located on Ventura Boulevard southeast of the study area and Station 55 is located in Las Posas Estates. Additional fire stations are proposed for the Camarillo area, one in Somis and eastern Camarillo; however, none are located closer to the study area than the existing stations. The new fire stations and the Camarillo Airport station would provide backup service to the area..

LIBRARY

Library service is provided to the City of Camarillo through the Ventura County library system which has a new branch located on Ponderosa Drive easterly of Temple Avenue. In addition, the former branch located at the corner of Ventura Boulevard and Glenn Drive is in use on a limited basis to serve the residents south of the freeway.

SOCIAL SERVICES

The majority of the social services provided to residents in the City of Camarillo are through Federal, State or County offices located in Oxnard and Ventura. These offices include the social security administration and welfare offices, which provide aid to families with dependent children, aid to children in foster homes, food stamps and medical assistance, employment and rehabilitation programs, health care, family planning and counselling and veterans' services. Municipal Court facilities are provided in the County Courthouse located on Ventura Boulevard. The majority of Superior Court and other court judicial actions are conducted in Ventura. The Department of Motor Vehicles has offices in Thousand Oaks, Oxnard and Ventura.

NEEDS ASSESSMENT

In contrast to some areas within the city such as the Barry Street/Raemere Street study, the civic center area provides an opportunity to create an environment which reflects today's thinking and today's needs. Only 23 percent of the land area within the study has been developed at this time and some of that area which is already developed may be desirable to be retained when looking at future needs. The fact that 77 percent of the site is undeveloped allows considerable freedom in the selection of activities within the area as well as the actual design for carrying out this program. There are very few limits to what could be developed on the property, however, several constraints are presented and should be considered in terms of land uses.

The Camarillo General Plan calls for a balanced community and has set aside certain amounts of land for residential, industrial and commercial uses. Those needs were based on a city-wide requirement to meet certain levels of service while providing a variety of housing in different sectors of the community. The needs should be assessed in terms of what the community requires since there are so few restraints upon this property. There are several existing facilities which should be taken into consideration when laying out any plan for the remainder of the property. These factors include the Carmen Plaza shopping center which is oriented entirely to the Carmen and Daily Drive frontages and provides little opportunity for expansion for tying in of possible adjacent facilities because of its orientation away from the remainder of the study area except along Daily Drive. The civic center facility just to the north of Carmen Plaza shopping center will be a community level facility providing local government services at a convenient location for the citizens of Camarillo. This facility will contain about 8 acres of land and will be oriented to the Carmen Drive frontage; however, the building design is such that other facilities adjacent to it could very easily be oriented or made compatible with the site. The Griffin Brothers Mortuary sits by itself fronting on Daily Drive and

the freeway and is an example of early California architecture using tile roof, arches and stucco. It presents a very desirable image of the community, however, since it is by itself, the adjoining land uses should compliment that business and tie it to the commercial activities to the east. Along Rosewood Avenue is the beginning of a potential office complex with the two story Rosewood professional building at the southeast corner of Pickwick Drive and Rosewood. The master plan submitted with the Rosewood professional building indicates similar buildings to be located between the present one and Daily Drive. If it is the desire to continue an office complex in this area, then both sides of the street should be considered, and the possibility of commercial uses in addition to just offices should also be looked into. To the northwest of Pickwick and Rosewood is the 150-unit Rosewood apartment complex. These apartments have 1, 2, and 3 bedroom units and are relatively new. Again the basic architecture reflects the early California theme in terms of tile roofs and stucco exteriors with balconies for the second floor units.

Further west of the study area is the Hal Watkins recreation vehicle and foreign car sales facility which has the potential of doubling in area, and the area to the west of the auto agency includes the Bob's Big Boy restaurant with vacant commercial land and the Las Posas Motel. This section is oriented to the freeway and travelers on the Ventura Freeway. Both the restaurant and motel serve vacationers and travelers while the Hal Watkins sales operation is oriented towards the freeway to gain maximum exposure to the traveling public and be convenient to potential vehicle purchasers. The freeway adjacent to the study area provides both an opportunity and a restraint in some respects. The orientation of potential commercial uses to the freeway is considered advantageous by most businesses particularly a motel, service station and restaurant with off ramps being provided at both Carmen Drive and Las Posas Drive at either end of the study area making freeway access convenient. The 60-foot wide Daily Drive also encourages access to properties adjoining the freeway. At the same time, the Carmen Drive off ramp requires upgrading to handle traffic in a safe and efficient manner while the Las Posas interchange has just been completed. The freeway, while presenting advantageous siting to a commercial operation, also presents noise and pollution impacts which may be considered detrimental to housing whether it be multiple or single-family residences and could require extra insulation with careful site planning to mitigate those undesirable aspects of a nearby freeway.

The demand or need for certain services must be considered in the overall balance of the community and whatever uses are determined appropriate for the area must also be considered in terms of accessibility and in relation to surrounding uses. Since there are very few physical restraints to the area, the determining factors in eventual land use may well be the social, economic, and employment factors.

The soil is good quality and provides an excellent foundation for building. The site is generally level with only a 25 foot fall from the northeast corner to the southwest corner. That degree of slope is actually beneficial in terms of designing drainage programs and other features to accommodate development. There are no flood zones in the area. The property lies outside of any known seismic fault zones.

The civic center block is centrally located to the entire community, is surrounded by existing development, has nearby school facilities available, is immediately accessible to a major transportation network and has few existing structures or buildings which would interfere with design layout. While the major present land uses, a shopping center, apartments, an office building and the automobile sales facility provide some immediate constraints, they also perhaps provide some immediate guidance on relationships between certain uses.

In regard to social needs, we need to examine such things as medical services, schools, churches, city facilities, transportation and recreation. Within our study area some social requirements are satisfied in that small medical and professional office buildings are already in operation, limited shopping facilities are available and the city hall will provide community and government services. In addition, these activities are well served by various means of transportation. What may be lacking or needed in a social sense are housing, recreation, religious and educational facilities. Housing needs may follow a medium or high density requirement in much the same pattern as the existing apartments which provide one, two and three bedroom choices. Housing should be convenient to commercial stores, employment centers and transportation networks. All three of those requirements are satisfied by siting the project anywhere within the civic center block.

Recreation Facilities

A community center is one block away to the northeast which provides meeting rooms, craft rooms, a major auditorium as well as a playground and an open space area. The park district has also purchased 10 acres of land to the east of Valle Lindo Park which is only 500 feet north of the study area. This 10-acre park is intended to provide community level services including tennis courts and other facilities not found at a small neighborhood park. Additional localized recreation needs may be provided within residential developments to meet the individual requirements for on-site entertainment and recreation as well as open space. So the recreation needs would be satisfied for this area as well as the community surrounding the study area.

Education

The Pleasant Valley School District has three elementary schools within a quarter of a mile of the study area. All of these schools have some capacity remaining. The need for intermediate level education or high school programs is a definite community-wide need.

The Citizens General Plan Advisory Committee recommended the civic center block as the primary or number one preferred site for a new senior high school. The study area lies approximately midway between Adolfo Camarillo High School and Rio Mesa High School, and as eastern Camarillo grows to a community of 25,000 plus, Adolfo Camarillo High School could very well just serve eastern Camarillo with its present facility. The Rio Mesa High School has additional land area available for expansion but presently its existing buildings are at capacity. As the population grows in the Nyeland Acres-Oxnard portions of the area, then this too is expected to become overcrowded and the logical solution would be to provide a central school to serve the golden triangle area of Camarillo--a school that would not be limited as the present two schools are in terms of accessibility to the students so that they can walk or ride bicycles to the school. A high school usually requires a minimum of 40 acres of land and 50 or more acres would be even more desirable. It should be recognized that the high school district has not proposed at this time a third high school for Camarillo area and is presently seeking methods to provide additional funding either through a bond election or some other means to meet the present needs at area high schools.

The advantages of a central high school without the need for busing, which would also provide community needs in terms of recreation facilities, classrooms for possible junior college and college extension programs, auditoriums for concerts, plays and other programs, certainly could be considered beneficial to the community as a whole. The long range costs must be analyzed by the school district as to which route to take to handle high school students. A high school located close to place of residence and commercial facilities certainly presents greater advantages than the present school sites. The students would be able to go to school by themselves without the requirement for car or bus, without the inconvenience to parents or family to carry children back and forth to school and school programs. The possibility that students could return home for lunch rather than having to stay on campus may also be an advantage. The Carmen Plaza, Hal Watkins, the Rosewood office building, and possibly other commercial establishments in the area, could very well provide a source of part-time employment for students as a means to earn money as well as the potential of learning a trade such as automobile mechanic or sales. While

there is little direct relationship between city hall and a high school, the city is active in an institute of student government program and does attempt to hire student interns whenever the opportunity presents itself, and the program can be mutually beneficial to the student and the city.

Social-religious needs are generally being met today by churches which have been built in the last decade as well as several potential sites for future churches including one immediately to the north of the study area on Lantana. The possibility remains that more congregations of different denominations may desire to come to the community as the city grows or present congregations may have to divide up as present churches become overcrowded and certainly within a 117 acre civic block area could be provided for these quasi-public uses particularly in light of the major roads which bound the study area. Community day care centers would also be a similar quasi-public use which could perhaps make joint use of some of these facilities or provide separate facilities where they would be easily accessible to the major arterials.

Employment

The employment factor is certainly an important one in any community. The need to provide a wide range of regional services and the desirability of keeping sales and tax dollars circulating within the community should provide incentive to encourage commercial activities. At the present time, the General Plan calls for over 300 acres of commercial land within the city and the ratio of land to total city area is consistent with existing land use programs and levels found in other similar communities. Devoting 3 percent of the land area to commercial uses has generally been found adequate to serve the needs of the community. The City of Camarillo has limited requirements for any sort of regional activity. However, we have developed in recent time, services which serve a wider area than just the City of Camarillo. According to state tax reports, the city continues to lose ground to other cities. With five community level shopping centers presently in the city and commercially zoned land which is vacant, the need for additional commercial land is very difficult to perceive except for specialized uses. The fact that the southern boundary of the study area adjoins the freeway certainly provides an opportunity for specialized services. There are vacant commercially designated properties adjacent to the freeway which still provide considerable expansion of commercial uses identified on the existing General Plan. These areas are found at the intersection of Santa Rosa Road and the freeway, to the east of Carmen Drive in the vicinity of Brently Avenue, adjacent to the interchange at Las Posas and the freeway as well as land on either side of the freeway near the Central Avenue interchange. These vacant lands can provide upwards to 45 acres of commercial land oriented towards the freeway.

The area at Daily Drive and Rosewood demonstrates a potential area for commercial types of development such as office structures and regional facilities, and the area between the Griffin Mortuary and Carmen Plaza certainly can provide commercial activities which would tie together those uses and perhaps round out the Carmen Plaza shopping center by expanding its orientation to other areas of the community rather than just Daily Drive and Carmen Drive.

RESIDENTIAL

The City of Camarillo devotes a considerable amount of its area to meeting housing requirements of the region. Residential housing is provided for people who not only work in Camarillo but people who work in the adjoining communities as well as the San Fernando Valley and Los Angeles. Since the community is a very desirable place to live and only 5-1/2 percent of the residential inventory includes areas for medium density or high density residential uses, this area may well be considered appropriate for meeting the needs of apartment lifestyles as well as providing the density levels which could encourage through good site planning, open space, and recreation facilities to meet the needs of the development itself.

TRANSPORTATION

Any form of development that might take place within the study area will provide additional accesses from Ponderosa Drive into the study area as well as from Daily Drive into the study area. Pickwick Drive should be extended through the study area, however, it does not have to be in a straight line and could adjust its direction to the land uses, but the additional internal circulation within the civic center block would be desirable. Future transportation needs should be considered in terms of the city bus system which already has a route through the area. A transit system could assist the commuter to reach jobs at Point Mugu, Port Hueneme, Oxnard and Ventura as well as government offices or social agencies in those communities. The existing General Plan proposes a transportation center to be located somewhere within the study area. That transportation center would serve as a transfer point between the city bus route and an intercity connection point with the SCAT system or some other transit program. Since a considerable number of residents of Camarillo are employed by the federal government or the state government at the State Hospital, Port Hueneme, Point Mugu and the Ventura School of the California Youth Authority and the fact that so many of these people do not require their vehicle after reaching their job, it would seem appropriate that a transportation center be established near the center of Camarillo. This facility could possibly be provided within the civic center block by providing a parking lot and a pickup point where an individual would drive his vehicle, his bicycle or be dropped off at the terminal and board either the city bus, an intercity bus or a regional bus. These transit systems would then link the city with downtown

Los Angeles or other cities in the county. Presently the Greyhound Bus Company has a station in the downtown area. It may be reasonable to expand this service and provide additional destinations as the community grows.

GOALS

The community's goals, as listed in the General Plan, must be recognized as a base for this study. These policies relate to the various aspects of community development and pertain to the physical, social and economic framework of the city.

The characteristics of the transportation network serving the civic center block have been surveyed. The aspects of the streets, bus system, bikeways, walkways and parking provide a point to begin. Combining this base with the goals of the General Plan would provide a "safe, efficient, and attractive transportation system" as outlined in the Circulation Element. Goals 13, 14, and 17 relate to this in terms of transportation modes and design.

Instilled within a transportation plan is the land use plan that it is intended to serve. Land use goals based on development derive in part from goal 2 which advocates the filling of urbanized areas as opposed to leapfrogging types of development patterns. As the area of the civic center block has been passed over in previous development trends, the study anticipates a plan that would be consistent with this goal. Development of the study area would provide a logical extension of services and would represent an efficient utilization of expenditures.

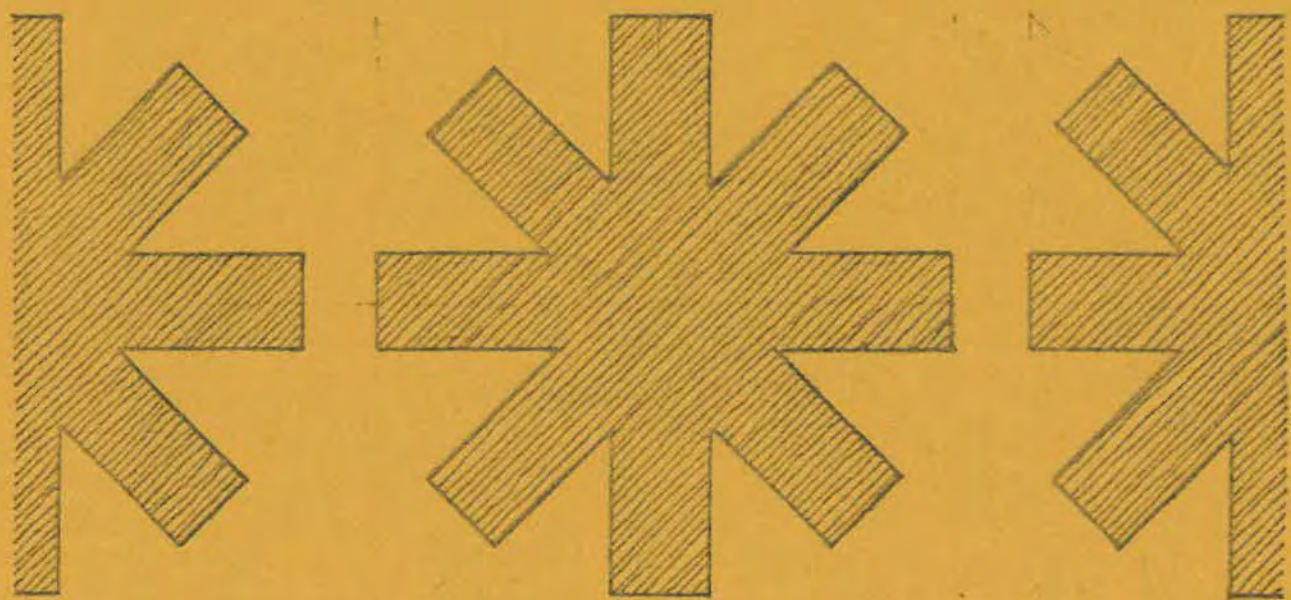
Goal 8 refers to commercial activity in the city. The necessity to provide ample commercial facilities to meet present needs and future needs is part of the overall plan for the city. Diversification is part of this plan and relates to the various commercial areas of town. The civic center block is a prime commercial center of the city being that it is adjacent to the freeway and other arterials. It is also an existing commercial node worth expanding to relate to the future land uses of the civic center area. Additionally, a specialized commercial activity could be developed to capture a market not presently served.

Residential development considerations are also reflected in the goals. Goal 17 relates the need for apartment development adjacent to major arterials. Each development is intended to be totally planned with recreation facilities.

Other land uses such as governmental ones is detailed in Goal 15. The civic center block is the location of the new city hall and is part of the centrum of the city. The centrum aspects ties together major elements of the city rather than concentrating them. The civic center would be an area to emphasize this centrum element.

Less tangible categories of planning such as community design and values are also noted in the goals of the city. Goal 3 emphasizes the rural nature of the city which has strong ties to open spaces, community design, scenic highways, and conservation elements of the plan. Inherent with this are the aspects of well designed developments responding to the environment and that mitigate the negative effects such as noise.

The specific plan for the civic block area must match the surveyed conditions and needs for the area with the policy aspect of the goals of Camarillo.



**CIVIC CENTER
SPECIFIC PLAN**

ECONOMICS * 2

COLDWELL BANKER MANAGEMENT CO.

Section I INTRODUCTION

The City of Camarillo is evaluating the existing City General Plan as it applies to a 175-acre parcel at Carmen Drive and the Ventura Freeway, which includes the site of the Camarillo Civic Center now under construction. The City wishes to determine the most appropriate uses for the site from a market standpoint and then incorporate these uses into a general plan amendment affecting the property. In preparing this amendment, the City of Camarillo has retained the Research and Consultation Division of Coldwell Banker Management Corporation to conduct a series of market analyses.

The objectives of the analyses were: (1) evaluate the market support in the City of Camarillo for residential, office, retail/restaurant, and hotel/motel land uses; (2) estimate the on-site absorption potential of each of these land uses; and (3) identify specific projects which could be developed on the property in terms of acreage absorption.

Pursuant to these objectives, The Research and Consultation Division has conducted market analyses for each of the desired land uses and has made projections with respect to the supportable space within the City. Specific development recommendations for the entire property have been made based on projections of supportable space and on an evaluation of on-site potential.

Following this introduction, Section II of this report summarizes the findings of the analyses and presents the conclusions derived therefrom. The relevant demographic characteristics of the Camarillo area are found in Section III. Sections IV through VII contain the market analyses for, respectively, residential, retail/restaurant, office, and hotel/motel land uses. Section VII presents recommendations for potential development of the subject property.

The study was conducted under the supervision of Dr. Sol L. Rabin, Vice President and General Manager of the Research and Consultation Division. Val T. Higginbotham served as director of the project team which included Colleen Y. Fawcett, and A. Jean Pickens.

Section II SUMMARY AND RECOMMENDATIONS

This section summarizes the findings of the analyses and presents the conclusions and recommendations derived therefrom.

CONCLUSIONS AND RECOMMENDATIONS

1. The market analyses indicate that most of the land in the Civic Center parcel could be used for residential development. Accordingly, approximately 78 acres have been allocated for housing (primarily higher density multiple-family units), with 31 acres for office space (including land for owner-user buildings), 12 acres for retail/restaurant uses, and 12 acres for other uses.

SUMMARY OF FINDINGS

The salient findings of the market analyses are summarized below.

General Background

1. Camarillo is a higher-income area with a relatively small population located between two large population centers (Ventura/Oxnard/Port Hueneme and Thousand Oaks/Westlake). Most commercial land uses are located in the large population centers. During the last five years, the population of the Camarillo area has grown at an average annual rate of approximately 4 percent, with most of the growth occurring in the incorporated area.
2. The Civic Center block has an excellent location immediately north of U.S. 101, with freeway visibility and access. The uses surrounding the developable portions of the site include retail, office, residential, and government. The parcel has excellent development potential.

Residential

1. A shift in the structural housing type in Camarillo has occurred since 1970. Despite a total increase in number of units, the proportion of single-family detached and multiple units has declined during the past five years, while mobile homes have significantly increased their share of the housing inventory. At the same time, a shift in owner and renter occupancy has occurred, with the proportion of owner-occupied units increasing and renter-occupied units decreasing.
2. The overall decline in construction in Camarillo, which began in 1973, has recently reversed itself. Thus far in 1976, nearly 900 new housing units have

been permitted, exceeding the previous high by 30 percent. Prospects for continued expansion of the single-family market (both attached and detached) during the next several months are good, however, the high volume of single-family units proposed suggests an overbuilt ownership market in late 1977 or early 1978. There is a current shortage of apartment units in Camarillo. Since few apartment projects are proposed for market area development, this condition is likely to exist during the near term.

3. Total housing demand for Camarillo is forecast at 2,900 units between 1975 and 1980, rising to 3,000 between 1980 and 1985. This represents an average annual housing demand of roughly 550 to 600 new units annually. Between 1975 and 1980 the greatest demand is expected to be for ownership housing, followed by apartments and mobile homes. During the 1980-1985 period, apartment requirements are projected to increase with a corresponding decrease in ownership housing.
4. The Civic Center block can absorb 300 apartment units and 90 small-lot detached homes through 1980. From 1980 to 1985 on-site absorption is estimated at 500 apartment units, 110 small-lot homes, and 140 condominiums.

Retail/Restaurant

1. The Camarillo trade area had a 1975 population of 34,400 with projected increases to about 41,000 by 1980 and to 47,500 by 1985. The median household income in the trade area was \$15,500 in 1975, approximately 22 percent higher than the Ventura County level.
2. Current retail performance in Camarillo is mixed. Neighborhood shopping outlets (offering groceries, drugs, liquor, and building materials) are capturing a significant portion of their respective potential volumes. Outlets offering regional goods (such as general merchandise and apparel) are capturing a much lower portion. Some merchandise categories appear to be overbuilt, resulting in lower-than-average sales per square foot.
3. There is support for additional retail space in Camarillo in spite of the development of the Thousand Oaks Shopping Center. Most of the additional supportable space is in the neighborhood merchandise categories (groceries, drugs, and liquor) which should logically be situated together in a separate shopping facility in an area with growing population (such as eastern Camarillo). On-site potential for the Civic Center property is greatest in the food service and home furnishings categories, with a land area requirement of two to three acres.

Office

1. Camarillo is bounded by major office space concentrations in Oxnard/Port Hueneme/Ventura on the west and Thousand Oaks/Westlake on the east. Absorption of general/professional office space in Camarillo has averaged about 12,000

square feet per year since 1972, representing between 11.0 and 13.0 percent of the Ventura County total.

2. Demand for general/professional office space in Ventura County is expected to range from 120,000 to 140,000 square feet per year through 1985. Camarillo is projected to continue to attract between 11.0 and 13.0 percent of this demand. This represents 13,000 to 15,000 square feet per year through 1980, and 15,000 to 20,000 square feet annually from 1980 to 1985. There may be additional demand for owner-user space if the necessary marketing effort is made, and conditions are created to attract larger owner-user companies into the area.
3. Development in the Civic Center area should include 2 to 3 acres for construction of two speculative office buildings of about 20,000 square feet each through 1985. In addition, an effort should be made to attract owner-users to the site, and 10 to 20 acres should be reserved for these buildings.

Motel

1. There are approximately 2,000 first and second class motel rooms in Ventura County, of which about 69 percent (1,400 units) are located in the Oxnard Plain. The better motels are clustered in three locales: (1) Thousand Oaks and Westlake near the Los Angeles County border; (2) west of the intersection of U.S. 101 and Highway 1; and (3) Oxnard or Ventura near beaches and marinas.
2. Only three motels, containing 158 units, are located in Camarillo. Commercial travelers and small business conferences comprise about 35 percent of market support for these motels, and tourists comprise about 65 percent. Overall occupancy levels in Camarillo motels averaged approximately 65 percent during the past year, while the two better motels averaged about 70 percent occupancy. Currently, motels in Camarillo have a 6.1 percent market penetration of Ventura County demand, or 32,800 room-nights.
3. If Camarillo maintains its market share, it is expected that demand will reach 40,200 room-nights by 1980 and 48,200 by 1985. There is not sufficient demand to support a new motel of adequate operating size in the City during the forecast period. The Las Posas Plaza Motel expansion will absorb all excess demand for Camarillo through 1980. Net demand from 1980 to 1985 is only enough to support 31 additional rooms.
4. If scheduled commercial airline service is initiated at the Camarillo Airport, demand for 100 to 150 motel rooms may be generated in the Camarillo area.

Section III GENERAL BACKGROUND

This section describes the Camarillo area and the Civic Center block in order to establish a framework for the market analyses which follow:

AREA DESCRIPTION

Population

The areas included in this analysis are shown in Exhibit III-1, and selected demographic data are presented in Exhibit III-2. As indicated, the analysis areas are located along the U.S. 101 corridor, and include approximately 70 percent of the County's population. Camarillo is an attractive community situated between the larger population centers of Ventura County. These population centers, Ventura/Oxnard/Port Hueneme on the west and Thousand Oaks/Westlake on the east, include most of Ventura County's commercial development. The relative sizes of the major population centers are apparent. The Ventura/Oxnard/Port Hueneme area has about 190,000 residents, and Thousand Oaks/Westlake has approximately 80,000, while Camarillo (including the unincorporated area) has some 34,000. Thousand Oaks/Westlake and Camarillo have had the highest population growth rates since 1970, experiencing annual population increases of 7 percent and 4 percent, respectively, compared to the County average of 3 percent.

Income

Thousand Oaks/Westlake and Camarillo also have the highest income levels of all the areas analyzed, according to the 1975 Special Census. Median household income these areas are 20 to 30 percent higher than the median for the County as a whole. This suggests that commercial and residential products appealing to higher income groups might be appropriate for these areas.

SITE DESCRIPTION

Location and Existing Uses

As shown in Exhibit III-3, the Camarillo Civic Center block is located on the north side of U.S. 101 between Carmen Drive and the Camarillo Hills Drain. Ponderosa Drive and Daily Drive form the north and south boundaries, respectively. The site encompasses approximately 175 acres, of which 133 acres are unimproved or improved with older residential structures which will be demolished.

The remaining 42 acres are improved with residential and commercial uses which will be preserved. Most of these improvements are new and add to the character of the parcel. They include the Rosewood Apartments, the Rosewood Professional Building, Carmen Plaza

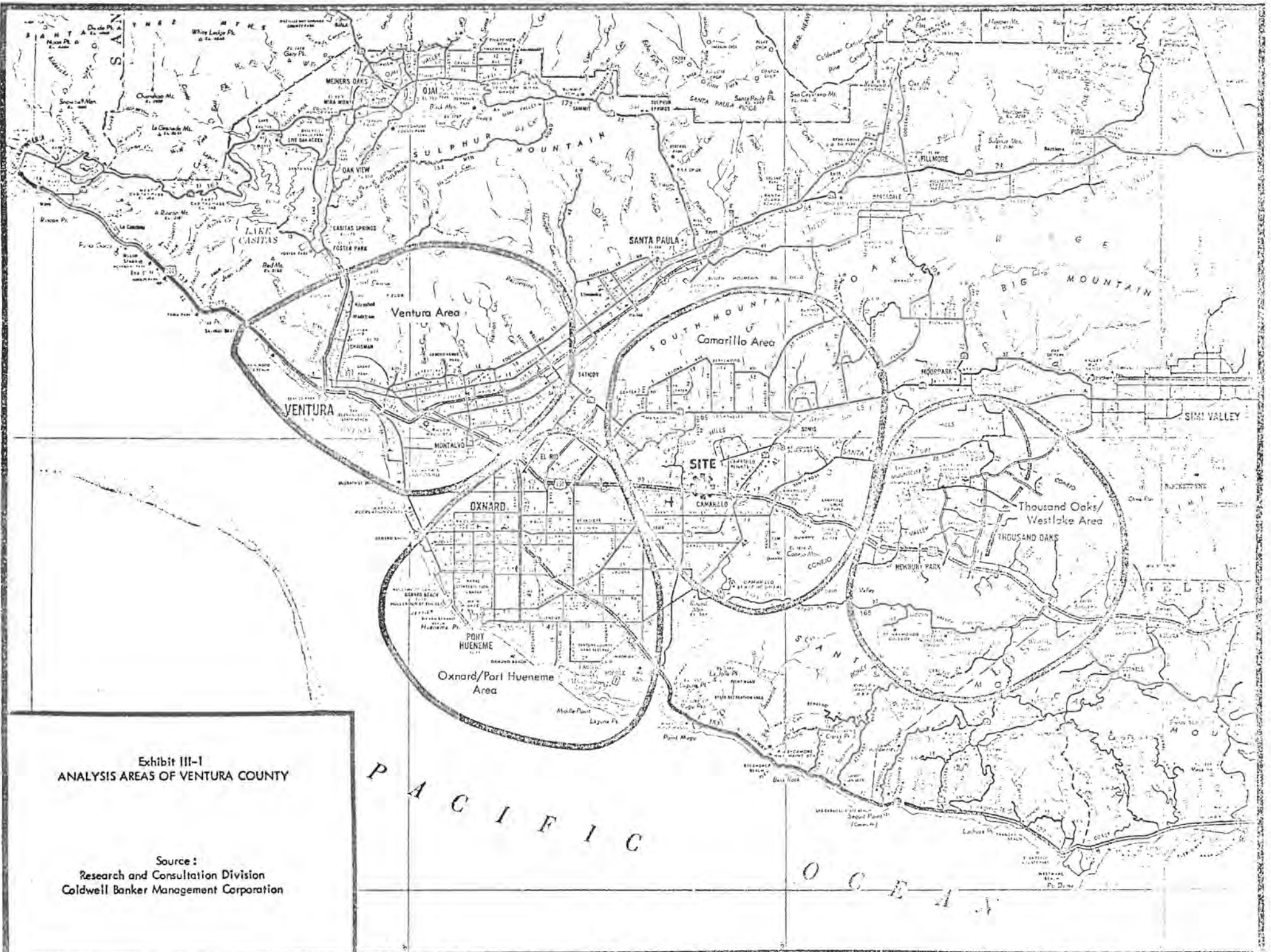


Exhibit III-1
ANALYSIS AREAS OF VENTURA COUNTY

Source:
Research and Consultation Division
Coldwell Banker Management Corporation

Exhibit III-2
COMPARATIVE DEMOGRAPHIC DATA
Camarillo And Surrounding Areas
1970-1975

POPULATION

	<u>1970</u>	<u>1975</u>	<u>Average Annual Growth 1970-1975</u>	
			<u>Number</u>	<u>Percent</u>
Ventura County	376,400	432,700	11,260	2.8%
Camarillo Area	28,200	34,400	1,240	4.1%
City	19,200	24,800	1,120	5.3
Unincorporated	9,000	9,600	120	1.3
Oxnard/Port Hueneme Area	104,100	117,900	2,760	2.5%
Ventura Area ^{1/}	65,600	73,100	1,500	2.2%
Thousand Oaks/Westlake Area ^{2/}	58,100	82,700	4,920	7.3%

INCOME

	<u>1975 Median Household Income</u>	<u>Percentage Difference From Ventura County</u>
Ventura County	\$12,700	-
Camarillo Area	15,500	+22%
Oxnard/Port Hueneme Area	10,500	-17
Ventura Area ^{1/}	11,900	-6
Thousand Oaks/Westlake Area ^{2/}	16,600	+31

^{1/} Excludes Ojai and Santa Paula.

^{2/} Includes part of Los Angeles County in Westlake Area.

Source: U.S. Bureau of Census; Ventura County Special Census; Los Angeles County Department of Regional Planning; Research and Consultation Division, Coldwell Banker Management Corporation.

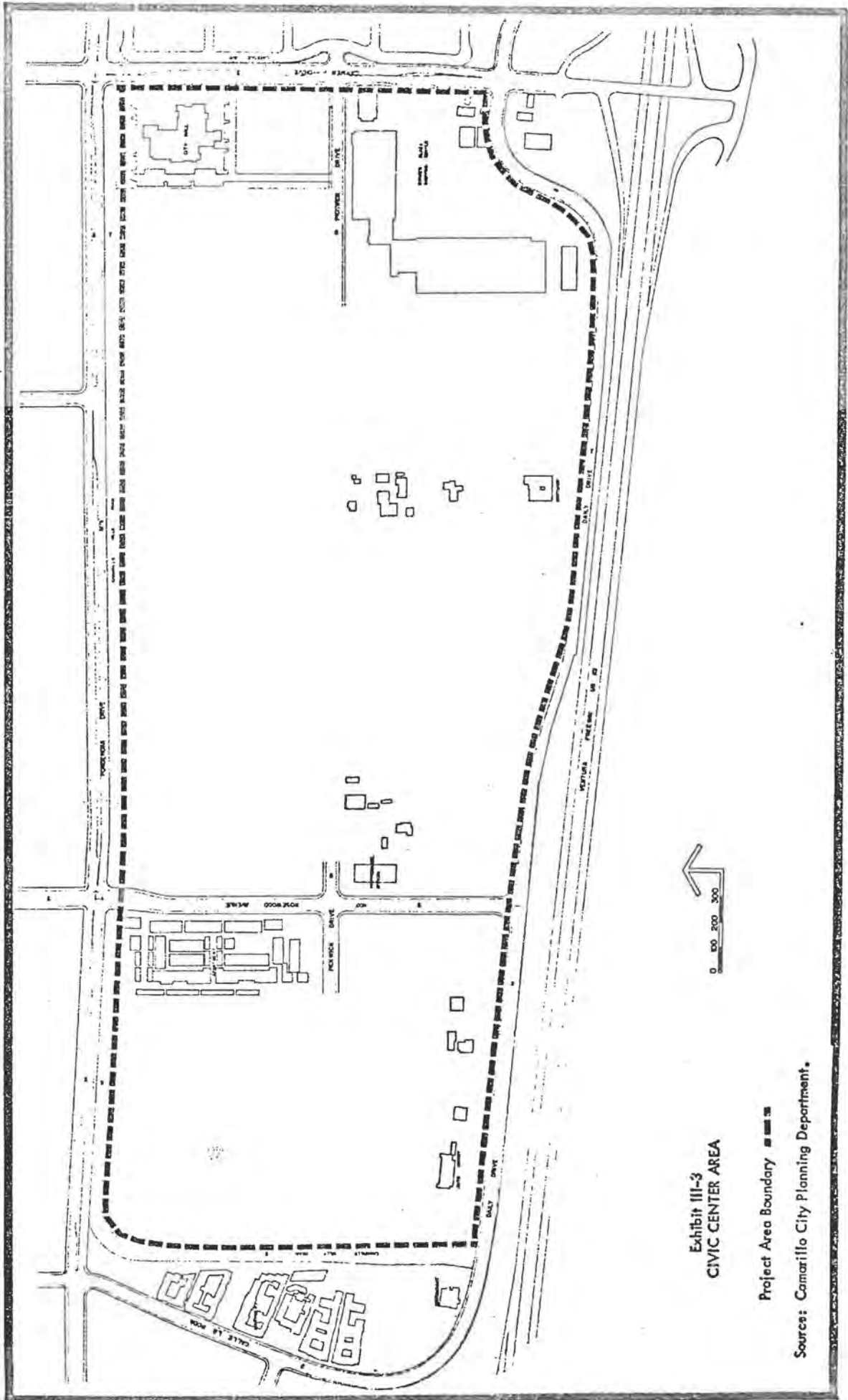


Exhibit III-3
CIVIC CENTER AREA

Project Area Boundary

Source: Comarillo City Planning Department.

Shopping Center, the new Camarillo City Hall, and assorted commercial uses along Daily Drive (including an automobile/recreational vehicle dealership, a Boy Scout service center, and a mortuary).

Visibility and Access

The parcel is readily visible from U.S. 101 and has easy freeway access via interchanges at Carmen Drive and Las Posas Road. Ponderosa Drive on the northern boundary of the property is a major local east-west arterial, and Carmen Drive and Las Posas Road provide north-south access to the primary residential areas of Camarillo. On the property itself, Rosewood Avenue bisects the site from Ponderosa Drive south, and Daily Drive allows access to the southern portion of the property.

The City is studying several proposed street extensions which would affect the Civic Center block. Pickwick Drive (which is partially completed between Carmen Drive and Rosewood Avenue) is expected to be completed through the property, although the exact alignment has not yet been finalized. Lantana Street (which deadends into Ponderosa Drive immediately north of the site) has been considered for extension southward through the property to Daily Drive.

Surrounding Uses

As mentioned previously, the existing commercial and residential uses on the parcel are relatively new and help create a positive environment. The land uses in the immediate vicinity of the site complement those on the property. To the south is the U.S. 101 Freeway. To the west are several attractive apartment complexes, and the Las Posas Plaza neighborhood shopping center. On the north are single-family residential units, schools, and a proposed park site, with a large condominium project to the east of the site.

SUMMARY

1. Camarillo is a higher-income area with a relatively small population located between two large population centers (Ventura/Oxnard/Port Hueneme and Thousand Oaks/Westlake). Most commercial land uses are located in the large population centers. During the last five years, the population of the Camarillo area has grown at an average annual rate of approximately 4 percent, with most of the growth occurring in the incorporated area.
2. The Civic Center block has an excellent location immediately north of U.S. 101, with freeway visibility and access. The uses surrounding the developable portions of the site include retail, office, residential, and government. The parcel has excellent development potential.

Section IV
HOUSING MARKET ANALYSIS

This section analyzes the housing characteristics of the City of Camarillo and projects the community housing requirements for the next ten-year period. The absorption potential of the Civic Center block is also projected.

PRIMARY MARKET AREA

Because the majority of competition for housing in Camarillo will come from within the present city boundaries, the primary market area is defined as the City of Camarillo. When applicable, demand projections for the city will be compared with that for Oxnard Plain region (the cities of Ventura, Oxnard, Port Hueneme, and Camarillo, and the surrounding unincorporated area) and with Ventura County as a whole.

CHARACTERISTICS OF THE HOUSING SUPPLY

An analysis of the various elements of the housing stock in Camarillo is helpful in understanding the current market situation and provides a starting point for determination of future residential demand.

Structural Composition

The text table below defines the structural characteristics of the Camarillo housing stock at the time of the 1970 Census and the 1975 Special Census.

<u>Total All Year Round Housing Units</u>	<u>1970</u>		<u>1975</u>	
	<u>Total</u>	<u>Percent of Total</u>	<u>Total</u>	<u>Percent of Total</u>
One-Unit	4,454	80.5%	5,901	73.1%
Two- to- Four Units	346	6.3	381	4.7
Five or More Units	716	12.9	1,126	13.9
Mobile Homes	14	0.3	666	8.3
TOTAL	5,530	100.0%	8,074	100.0%

As indicated, the dominant housing structural type in Camarillo is single-family detached, which accounted for about 73 percent of the housing inventory in 1975. At that time, multiple units represented about 18 percent of the inventory, with structures of five or more units comprising nearly 14 percent. Mobile homes represented about 8 percent of the inventory.

The 1975 distribution by structural type represents a substantial change since the 1970 Census. Despite total increases in number of units, the proportion of single-family detached and multiple units has declined during the past five years, with single units dropping from 80.5 percent to 73.1 percent and multiples declining from 19.2 percent to 18.6 percent. Mobile homes have increased their share of the total from 0.3 percent to 8.3 percent.

This change is attributed to several factors: (1) the creation of several new mobile home parks in the City; (2) the rise of the multiple-ownership or condominium concept of ownership; and (3) the 1973-1975 housing recession which prevented any large-scale construction of either single-family homes or apartment units.

Tenure Composition

A shift in owner and renter occupancy has also occurred during the 1970-1975 period. As shown in Exhibit IV-1, about 71 percent of all units including mobile homes, were owner-occupied in 1975, compared to the 67 percent in 1970. This change reflects: (1) the increase in the number of mobile homes (which are typically owner occupied); (2) the decline of apartment construction since 1972; and (3) the introduction of the multiple-ownership concept.

The units in structure by type of occupancy for 1970 are also shown in the exhibit. As can be expected, the majority of owner-occupied units were one unit structures or mobile homes. However, since 1970, the number of owner occupants in one-unit attached structures has grown from less than one percent of total owner housing to nearly four percent in 1975, a trend which is expected to continue.

Multiple units represent by far the most significant component of rental housing. Nevertheless, single-family rentals account for about 25 percent of the market, a significant share. The number of single-family rentals has declined since 1970, probably due to cost pressures which make it difficult to rent a home profitably.

Household Size

Between 1970 and 1975, the average household size in Camarillo declined from 3.62 to 3.22, which occurred despite an increase in population (noted in Section III). This means that new household formation is increasing faster than the population, and could indicate a potential housing shortage.

HOUSING MARKET FACTORS

The following paragraphs review the housing market trends in Camarillo since 1970 in order to assess future market support for housing in the City.

Exhibit IV-1
 OCCUPANCY CHARACTERISTICS OF THE HOUSING SUPPLY
 Camarillo, California
 1970 and 1975

Total All Year Round Housing Units	1970		1975	
	Total	Percent of Total	Total ^{1/}	Percent of Total
Owner Occupied	3,711	67.1%	5,754	71.3%
Renter Occupied	1,572	28.4	1,904	23.5
Vacant ^{2/}	247	4.5	416	5.2
Total	5,530	100.0%	8,074	100.0%
Owner Occupied				
One-Unit Detached	3,631	97.8%	4,893	85.0%
One-Unit Attached	51	1.4	217	3.8
Two or More Units	21	0.6	21	0.4
Mobile Homes	8	0.2	623	10.8
Total ^{3/}	3,711	100.0%	5,754	100.0%
Renter Occupied				
One-Unit Detached	593	37.7%	489	25.7%
One-Unit Attached	4/	-	4/	-
Two or More Units	973	61.9	1,397	73.4
Mobile Homes	6	0.4	18	0.9
Total ^{3/}	1,572	100.0%	1,904	100.0%

^{1/} No responses allocated to each category according to distribution of responses.

^{2/} Vacancies for 1970 and 1975 not strictly comparable due to definitional differences.

^{3/} Totals may not add due to rounding.

^{4/} Included in two- or- more unit category.

Source: U.S. Bureau of Census;
 Ventura County Special Census;
 Research and Consultation Division, Colwell Banker Management Corporation.

Residential Construction Trends

The number of new units authorized in building permits from January 1, 1967 to October, 1976 is presented in Exhibit IV-2, based on data provided by the Camarillo City Planning Department and Security Pacific Bank. As shown, single-family detached construction dominated the housing market until 1973, when condominium units entered the market in full force. Apartment construction enjoyed substantial activity through 1971, declining rapidly thereafter. The apartment market has still not recovered.

An overall decline in construction in Camarillo, which began in 1973, has recently reversed itself. Spearheaded by the single-family sector (both detached and attached), 1976 appears to be a banner year for the residential market in Camarillo. Thus far in 1976, 886 new housing units have been permitted, exceeding the previous high recorded in 1969 by 30 percent. This volume is split between single-family units (60 percent) and condominiums (40 percent), with no rental units permitted at all.

Proposed Development

Based on an evaluation of proposed development in the City of Camarillo, the strong construction market should continue at least through 1977. As shown in Exhibit IV-3, approximately 1,000 new units are presently under construction in the City, with 5,640 proposed for future construction. Of this total, single-family detached account for 2,007 units (36 percent), single-family attached for 2,079 units (37 percent), apartments for 172 units (3 percent) and mobile homes for 1,382 units (24 percent). The high proportion of ownership housing proposed could be the forewarning of a potentially overbuilt ownership market in late 1977 or early 1978, particularly if interest rates increase and the current pent-up demand (demand for new housing units not met during the sluggish 1973-1975 period) is satisfied.

Absorption and Vacancy Trends

Based on an analysis of housing starts and vacancy trends, the annual absorption of residential units in the City of Camarillo have been estimated for the 1970-1976 period. Absorption is defined as a change in occupied units, which is the number of housing units sold or rented during the time period, including those units vacant at the beginning of each period and new units completed during the period. The vacancy rates used were obtained from the FHA Postal Vacancy Surveys conducted each year by the Federal Housing Administration. Although these rates do not correspond with the vacancy rates of the 1975 Special Census, the surveys are excellent indicators of vacancy and absorption trends.

Exhibit IV-4 summarizes annual residential absorption trends for all types of residential units from April 1, 1970 to April 1, 1976. As indicated, roughly 3,000 units have been absorbed in the market area since 1970. During this time, the vacancy rate has fallen from 4.3 percent to 0.8 percent. The peak activity was in 1973 when nearly 800 units

Exhibit IV-2
 NUMBER OF RESIDENTIAL UNITS AUTHORIZED BY BUILDING PERMITS
 City of Camarillo
 January 1, 1965 - October 31, 1976

Year	Number of Units				Percent Distribution			
	Single-Family Detached	Single-Family Attached	Multi-Family ^{1/}	Multi-Family ^{2/} Total	Single-Family Detached	Single-Family Attached	Multi-Family ^{1/} Multi-Family ^{2/}	Total
1967	175	-	43	218	80.3%	-	19.7%	100.0%
1968	289	-	50	339	85.3	-	14.7	100.0
1969	410	36	233	679	60.4	5.3	34.3	100.0
1970	98	-	45	143	68.5	-	31.5	100.0
1971	282	-	271	553	51.0	-	49.0	100.0
1972	261	-	52	313	83.4	-	16.6	100.0
1973	122	385	30	537	22.7	71.7	5.6	100.0
1974	48	153	-	201	23.9	76.1	-	100.0
1975	178	137	4	319	55.8	42.9	1.3	100.0
1976 ^{3/}	526	360	-	886	59.4	40.6	-	100.0

Annual Average

1967-1970	243	9	93	345	70.4%	2.6%	27.0%	100.0%
1971-1975	178	135	71	384	46.4%	35.2%	18.5%	100.0%

- ^{1/} Condominiums and townhouses intended for owner occupancy.
^{2/} Apartments intended for renter occupancy.
^{3/} Through October 31, 1976.

Source: Security Pacific Bank Construction Activity Reports;
 Camarillo City Planning Department;
 Research and Consultation Division, Coldwell Banker Management Corporation.

EXHIBIT 1-7-73
MAJOR RESIDENTIAL DEVELOPMENTS
 Under Construction or Proposed
 City of Camarillo
 October 1972

Developer	Location	Number of Units		Status
		Under Construction	Proposed	
<u>Single-Family Detached</u>				
Griffin	North of Ponderosa Road	31	-	
McAvoy	East of Calle La Cumber	31	-	
McAvoy	North of Calle Higuera	-	26	Approved
Fredericks	North of Las Posas Road	44	-	
Fredericks	West of Temple Avenue	-	209	Approved
Pardee	East of Woodcreek Road	52	106	Approved
Pardee	Mission Oaks	-	1,063	Approved
Pardee	East of Oak Canyon	-	106	Approved
Pardee	West of Mission Oaks Road	-	105	Approved
Pardee	North of Mission Oaks Road	82	-	
Southland	West of Lewis Avenue	50	61	
Arneill Ranch	North of Fiesta Avenue	88	-	
Arneill Ranch	East of Arneill Road	-	202	Permits granted.
Tancredi	North of Las Posas Road	-	29	Approved
Tancredi	West of Temple Street	33	-	
Kita	North of Ponderosa Road/ East of Rosewood Avenue	-	100	Approved
TOTAL		411	2,007	
<u>Single-Family Attached</u>				
Griffin	West of Las Posas Road	58	-	
Leisure Technology	South of Santa Rosa	476	1,660	Approved
Pardee	North of Mission Oaks	44	-	
Pardee	West of Mission Oaks	-	171	Approved
Sandorf	South of Ponderosa Road/ West of Brentley Avenue	-	89	Approved
Trent	South of Ponderosa Road/ East of Brentley Avenue	46	67	Approved
Eveleth	West of Bradford Avenue/ North of Las Posas Road	-	12	Approved
Dally	East of West Loop Drive/ North of Las Posas Road	-	80	Pending approval. Conversion of existing apartment.
TOTAL		624	2,079	
<u>Apartments</u>				
Mori	North of Ponderosa Road/ East of Arneill Road	-	62	Approved
Safran	North of Ponderosa Road/ West of Arneill Road	-	90	Approved
TOTAL		-	172	
<u>Mobile Homes</u>				
Camarillo Springs	South of Ventura Freeway at Camarillo Springs Road	-	750	266 spaces completed in 1972
Rancho Adolfo	North of Ventura Freeway/ West of Mission Oaks Road	-	265	Construction about to begin
Pardee	North of Ventura Freeway/ West of Mission Oaks Road	-	367	Tentative approval.
TOTAL		-	1,382	
<u>Summary</u>				
Single-Family Detached		411	2,007	-
Single-Family Attached		624	2,079	-
Apartments		-	172	
Mobile Homes		-	1,382	
TOTAL		1,035	5,640	

Source: Camarillo City Planning Department;
 Research and Consultation Division, Coldwell Banker Management Corporation.

Exhibit IV-4
 ESTIMATED ANNUAL RESIDENTIAL ABSORPTION TRENDS
 City of Camarillo
 1970-1976^{1/}

<u>Year</u>	<u>Housing Inventory</u> ^{2/}	<u>Change in Inventory</u> ^{3/}	<u>Number of Units</u>		<u>Vacancy Rate</u>	<u>Absorption</u> ^{4/}	
			<u>Occupied</u>	<u>Vacant</u>		<u>Total</u>	<u>Percent Change</u>
1970	5,530	-	5,291	239	4.3%	527	-
1971	6,004	+474	5,818	186	3.1	663	26%
1972	6,675	+671	6,481	194	2.9	784	18
1973	7,528	+853	7,265	263	3.5	395	(51)
1974	7,889	+361	7,660	229	2.9	253	(36)
1975	8,074	+185	7,913	161	2.0	409	62
1976	8,389	<u>+315</u>	8,322	67	0.8	<u> </u>	<u> </u>
TOTAL	-	2,859	-	-	-	3,031	-
Average Annual Change							
1970-1976							
	-	477	-	-	-	505	-

1/ As of April 1st of each year.

2/ Estimated number of completed inhabitable housing units.

3/ The net change in completed inventory, including allowances for demolitions.

4/ Defined as change in occupied units, or number of housing units sold or rented during the period including used units vacant at the beginning of each period and new units completed during each period.

Source: U.S. Bureau of the Census; Postal Vacancy Surveys;
 Research and Consultation Division, Coldwell Banker Management Corporation.

were absorbed. Absorption then slowed substantially in 1974 and 1975, a pattern which corresponded with the national and regional decline in construction activity. The abnormally low vacancy levels shown for April 1976 is the result of the extremely tight rental market currently being experienced in the City. A vacancy rate of this low is less than that required for normal movement of households within the area. It not only indicates a critical shortage of desirable units, it may also result in potential Camarillo residents seeking living accommodations where housing is more readily available.

The Sales Market

The results of a recent survey of selected single-family detached and condominium projects in Camarillo are summarized in Exhibit IV-5 and located in Exhibit IV-6.

Condominium Activity--Three condominium projects, containing 2,206 total units, were included in the survey. The prices of the units offered for sale ranged from \$35,000 to \$53,000. The most expensive units were in the retirement community developed by Leisure Technology in the Mission Oaks area.

Condominiums in Camarillo have participated in the phenomenal sales market of the past year, which has coincided with a decline of mortgage interest rates and an improving economy. Leisure Village experienced the best sales rates (about 17 units sold per month), while Las Posas Garden Homes, had the lowest sales rates, (about 3 sales per month).

Although the market for condominiums is expected to remain strong in the near term, the large volume of new units proposed or under construction may exceed demand, thus creating an overbuilt market in the next twelve to eighteen months.

Single-Family Detached Activity--Five single-family detached projects, containing 609 units, were included in the survey. Total prices ranged from \$40,000 to \$80,000, and square foot prices ranged from \$30 to \$35. Sales rates were lower than in condominium projects, averaging between 7.8 and 2.6 units sold per month.

As with condominiums, sales of single-family homes have accelerated dramatically in recent months. This improved sales conditions is partially the result of pent-up demand and is comprised principally of a move-up market, (households which are upgrading their present homes and which have accumulated substantial equities during the past few years of remarkable home price appreciation). Camarillo is one of the most desirable residential locations in Ventura County.

Prospects for continued expansion of the single-family market during the next several months are good, however, the current overheated sales market cannot be sustained forever. It is expected that housing demand for ownership housing will decline to more realistic levels during the next two years. As demand declines, sales rates will drop and new development will decrease.

Exhibit IV-5
 CHARACTERISTICS OF SELECTED OWNERSHIP HOUSING
 City of Camarillo
 Data as of Second Quarter, 1976

Map Key	Project Name/Developer	Opening Date	Price Range	Unit Size Range (square feet)	Price per Square Foot Range	Minimum Lot Size (square feet)	Density (units per acre)	Number of Units			Average Weekly Sales Rates (units)
								Total	Sold	Unsold	
<u>Single-Family Detached</u>											
1	The Highlands Griffin and Son, Inc.	6/15/75	\$48,600-\$53,650	1,373-1,844	\$29.09-\$35.40	8,000	-	56	26	30	0.6
2	Sunset Point Pardee	4/1/73	\$44,500-\$48,250	1,280-1,676	\$28.79-\$34.77	6,300	-	250	99	151	0.7
3	Tierra del Sol Southland Development	11/1/75	\$39,900-\$55,900	1,341-2,140	\$26.12-\$29.75	7,000	-	161	40	121	1.8
4	Trailside Pardee	4/1/75	\$52,950-\$67,450	1,460-2,200	\$30.66-\$36.27	8,000	-	80	52	28	1.0
5	Rancho Tomas Tancredi	7/1/76	\$64,900-\$78,900	1,831-2,600	\$30.35-\$35.44	n.a.	-	62	n.a.	n.a.	n.a.
<u>Single-Family Attached</u>											
6	Del Prado Homes Trent, Inc.	10/6/75	\$35,400-\$48,900	1,086-1,885	\$25.94-\$32.59	-	6.0	169	49	120	1.9
7	Las Posas Garden Homes Griffin and Son, Inc.	4/1/73	\$35,000-\$43,250	996-1,540	\$28.08-\$35.14	-	6.5	142	101	41	0.6
8	Leisure Village Leisure Technology	1973	\$35,990-\$52,990	886-1,452	\$36.49-\$40.62	-	6.3	1,892	646	1,246	4.0

n.a. means not available.

Source: Afst Publications; Research and Consultation Division, Coldwell Banker Management Corporation.

The Rental Market

A summary of the characteristics of selected apartment projects in Camarillo is presented in Exhibit IV-7 and keyed to the map in Exhibit IV-8. Five projects, totalling 423 units were surveyed. Most of the projects visited were located in the western section of Camarillo near the Civic Center Block.

Vacancy Rates -- The developments surveyed reported no vacancies, a condition that has been sustained for the last twelve to eighteen months. Desirable apartment projects have waiting lists, with potential tenants anxious to rent any unit which might become available. The low vacancy situation is especially critical for families with children. Only one or two projects accept children, forcing many families to seek accommodations in other cities.

This vacancy situation provides additional evidence of the current shortage of apartment unit in Camarillo.

Size and Rent Characteristics--Monthly rents in the apartments surveyed in Camarillo ranged from \$200 for a studio apartment and \$237 for a one-bedroom unit, to \$315 for a unit with two-bedrooms and a den. Sizes ranged from 608 square feet for a small one bedroom to 1,380 square feet for the two-bedroom-den units. Rents per square foot ranged from 33.4¢ to 34.4¢. Approximately 36 percent of the units surveyed included full utilities in rent, 9 percent included partial utilities, while in 55 percent of the units, the tenant paid the utility charges.

In terms of rent per square foot (accounting for utility charges), the Rosewood apartments had the highest market area rents. Las Posas Garden Apartments had the lowest rents per square foot, despite being one of the better projects in the market area. This indicates that some of the projects surveyed may be offering too much space for the rents and could potentially increase rents.

Substantial rent increases ranging from \$35 to \$50 per month, depending upon the unit, have been initiated in the past six to twelve months in all projects surveyed. The strong rental market suggests that comparable rent increases can be expected in the near future.

TOTAL CAMARILLO HOUSING DEMAND

Estimated demand for new housing in Ventura County, the Oxnard Plain Region, and the City of Camarillo is shown in Exhibit IV-9. The demand projections for Ventura County and the Oxnard Plain were obtained from secondary sources provided by the Camarillo Planning Department, while demand projections for Camarillo were determined based on the research discussed herein.

As shown, the demand for new housing in Camarillo between 1970 and 1975 was 2,300 units, approximately 7.0 percent of the County total. Based on an anticipated rise in the number of households seeking new housing over the next ten years, the total housing demand for

Exhibit IV-7
 CHARACTERISTICS OF SELECTED APARTMENT PROJECTS
 City of Cemarillo
 October 1976

Map Key	Development/Location	Date Opened	Total Project Size (units)	Unit Characteristics							Comments
				Vacant Units		Unit Mix		Monthly Rental Range ^{1/}	Size Range (square feet)	Monthly Rent Per Square Foot	
				Number	Percent	Number	Type (bedroom-bath)				
1	Los Posas Garden Apartments 2237 Camilar Drive	1965	80	0	0%	8	1-1	\$237	900	26.3¢	Two-story garden apartment. Amenities: two carports, carpets, drapes, dishwasher, range/oven, fireplaces, two pools. Tenant profile: mixed age group, but primarily middle-aged or retired. No children accepted.
						19	1-1 + Den	253	1,080	23.4	
						46	2-2	273	1,140	23.9	
						7	2-2 + Den	315	1,360	22.8	
2	Pickwick Park Apartments Pickwick Street/Arneill Road	1969	66	0	0%	3	1-1	\$215 ^{2/}	625	34.4¢	Standard apartment building. Amenities: Covered and uncovered parking, balconies/patios on half of units, dishwasher in larger units, range/oven, refrigerator, pool, 18-hole putting green. Utilities paid. Tenant profile: 50% retired or middle-aged, 40% young couples, 10% families with children.
						20	1-1	225	825	27.3	
						43	2-2	250-265	1,025	24.4-25.8	
3	Villa Carmen 1675 West Chapel Road	1971	40	0	0%	8	1-1	\$200 ^{3/}	650 ^{4/}	30.8¢	Poorly designed and maintained. Amenities: pool, barbecue area, oven/range, refrigerator, carpets, drapes. Tenant pays electricity. Tenant profiles primarily younger couples and singles, some families.
						32	2-1	225	900 ^{4/}	25.0	
4	Villa Compa 630 Calle La Roda	1968	87	0	0%	10 ^{4/}	0-1	\$200 ^{2/}	n.a.	n.a.	Excellent design, site plan, and landscaping. Amenities: Two pools, range/oven, dishwasher, refrigerator, carpets, drapes, covered parking, patio. Utilities included in rent. Tenant profile: mixed.
						45	1-1	235	n.a.	n.a.	
						32	2-2	260	n.a.	n.a.	
5	The Rosewood 555 Rosewood Avenue	1972	150	0	0%	100	1-1	\$195	608-640	30.4-32.0¢	Standard apartment complex. Patios/balconies, dishwashers in two- and three-bedroom units, range/oven, refrigerator, pool, therapy pool, large recreation building. Tenant profile: primarily young couples.
						24	2-2	235	928	25.3	
						8	2-2 + Den	285	n.a.	n.a.	
						4	3-2	275-285	n.a.	n.a.	
						1	4-2	295	n.a.	n.a.	

n.a. means not available

^{1/} Unfurnished rental range.

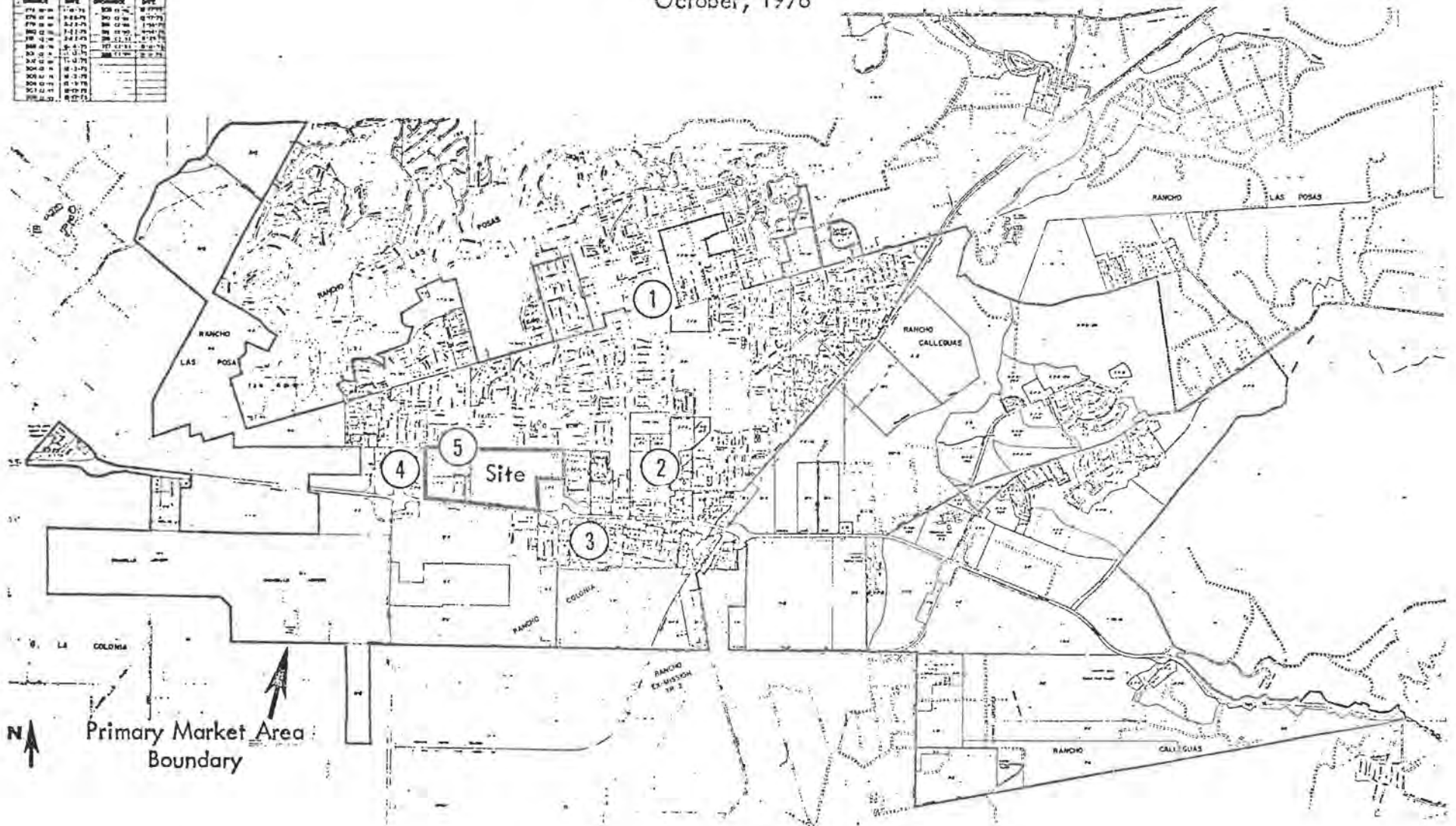
^{2/} All utilities included in rent.

^{3/} Electricity included in rent.

^{4/} Manager's estimate.

Exhibit IV-8
 LOCATION OF SELECTED APARTMENT PROJECTS
 Camarillo, California
 October, 1976

TRIMLINE	DATE	APPROVED	DATE
174	1-16-74	100	10-17-74
175	2-22-74	101	11-17-74
176	3-11-74	102	12-17-74
177	4-1-74	103	1-17-75
178	5-1-74	104	2-17-75
179	6-1-74	105	3-17-75
180	7-1-74	106	4-17-75
181	8-1-74	107	5-17-75
182	9-1-74	108	6-17-75
183	10-1-74	109	7-17-75
184	11-1-74	110	8-17-75
185	12-1-74	111	9-17-75
186	1-1-75	112	10-17-75
187	2-1-75	113	11-17-75
188	3-1-75	114	12-17-75
189	4-1-75	115	1-17-76
190	5-1-75	116	2-17-76
191	6-1-75	117	3-17-76
192	7-1-75	118	4-17-76
193	8-1-75	119	5-17-76
194	9-1-75	120	6-17-76
195	10-1-75	121	7-17-76
196	11-1-75	122	8-17-76
197	12-1-75	123	9-17-76
198	1-1-76	124	10-17-76
199	2-1-76	125	11-17-76
200	3-1-76	126	12-17-76



Source: Research and Consultation Division, Coldwell Banker Management Corporation.

Exhibit IV-9
 DEMAND FOR NEW HOUSING
 Ventura County and City of Camarillo
 1970-1985

	Total Demand					
	Thousands of Units			Percent Distribution		
	1970- 1975	1975- 1980	1980- 1985	1970- 1975	1975- 1980	1980- 1985
Ventura County	32.9	44.6	45.2	100.0%	100.0%	100.0%
Oxnard Plain ^{1/}	18.6	22.5	22.0	56.5	50.4	48.7
City of Camarillo	2.3	2.9	3.0	7.0	6.5	6.6

	Average Annual Demand					
	Number of Units			Percent Distribution		
	1970- 1975	1975- 1980	1980- 1985	1970- 1975	1975- 1980	1980- 1985
Ventura County	6,600	8,900	9,000	100.0%	100.0%	100.0%
Oxnard Plain ^{1/}	3,720	4,500	4,400	56.4	50.6	48.9
City of Camarillo	460	580	600	6.9	6.5	6.7

^{1/} Includes the cities of Ventura, Oxnard, Port Hueneme, Camarillo, and the surrounding unincorporated County lands.

Source: Economic Base and Market Analysis of City of Port Hueneme, 1976;
 Research and Consultation Division, Coldwell Banker Management Corporation.

Camarillo is forecast at 2,900 units between 1975 and 1980, rising to 3,000 between 1980 and 1985. This represents an average share of approximately 6.5 percent of County demand, a decline from the 1970-1975 period.

In terms of average annual housing demand, from 550 to 600 new units will be required in the City of Camarillo each year during the next ten years.

Tenure Demand By Type of Structure

The distribution of owner and renter requirements for Camarillo for the forecast period have been allocated by type of structure. This allocation has been based on an analysis of historical absorption and building permit trends by type of unit and has been modified according to the anticipated land availability and City zoning policies.

As presented in the text table below, owner demand has been allocated to single-family detached units, single-family attached units (condominiums), and mobile homes, while rental demand has been allocated to apartments, single-family homes, and mobile homes.

	Total Number of Units		Percent of Total Demand	
	1975- 1980	1980- 1985	1975- 1980	1980- 1985
Ownership Demand				
Single-Family Detached	900	750	31%	25%
Single-Family Attached	750	850	26	28
Mobile Home	550	500	19	17
SUBTOTAL	<u>2,200</u>	<u>2,100</u>	<u>76%</u>	<u>70%</u>
Rental Demand				
Apartments	650	850	22%	28%
Single-Family/Mobile Home	50	50	2	2
SUBTOTAL	<u>700</u>	<u>900</u>	<u>24%</u>	<u>30%</u>
TOTAL DEMAND	2,900	3,000	100%	100%

As indicated, between 1975 and 1980 the greatest demand is expected to be for ownership housing, followed by apartments and mobile homes. During the 1980-1985 period, apartment requirements are projected to increase with a corresponding decrease in single-family and mobile homes.

ON-SITE ABSORPTION POTENTIAL

The Civic Center block is in an excellent position to capture significant portions of new rental demand in the city. It is situated adjacent to some of the better apartment complexes in the City, and is accessible to shopping, recreation, and U.S. 101. The site also offers

opportunities for development of ownership housing, and should capture a small segment of demand for detached homes with small lots and for condominiums or townhouses.

In view of these locational attributes, the following on-site potential is forecast.

	Number of Units		Units Per Acre	Land Area Requirement (acres)		
	1975-80	1980-85		1975-80	1980-85	Total
Apartments	300	500	20.0	15.0	25.0	40.0
Single-Family Detached	90	110	6.5	13.8	16.9	30.7
Single-Family Attached	-	140	10.0	-	14.0	14.0
TOTAL	390	750		28.8	55.9	84.7

As shown, the parcel can absorb 300 apartment units and 90 small-lot detached homes between 1975 and 1980. During the following five year period, on-site apartment absorption is expected to increase to 500 units total, with small-lot homes and condominiums absorption estimated at 110 and 140 units, respectively. At the density shown in the text table, on-site residential uses would require approximately 85 acres of the subject property during the next ten years.

SUMMARY

1. A shift in the structural housing type in Camarillo has occurred since 1970. Despite total increase in number of units, the proportion of single-family detached and multiple units has declined during the past five years, while mobile homes have significantly increased their share of the housing inventory. At the same time, a shift in owner and renter occupancy has occurred, with the proportion of owner-occupied units increasing and renter-occupied units decreasing.
2. The overall decline in construction in Camarillo, which began in 1973, has recently reversed itself. Thus far in 1976, nearly 900 new housing units have been permitted, exceeding the previous high by 30 percent. Prospects for continued expansion of the single-family market (both attached and detached) during the next several months are good; however, the high volume of single-family units proposed suggests an overbuilt ownership market in late 1977 or early 1978. There is a current shortage of apartment units in Camarillo. Since few apartment projects are proposed for market area development, this condition is likely to exist during the near term.

3. Total housing demand for Camarillo is forecast at 2,900 units between 1975 and 1980, rising to 3,000 between 1980 and 1985. This represents an average annual housing demand of roughly 550 to 600 new units annually. Between 1975 and 1980, the greatest demand is expected to be for ownership housing, followed by apartments and mobile homes. During the 1980-1985 period, apartment requirements are projected to increase with a corresponding decrease in ownership housing.
4. The Civic Center block can absorb 300 apartment units and 90 small-lot detached homes through 1980. From 1980 to 1985, on-site absorption is estimated at 500 apartment units, 110 small-lot homes, and condominiums.

Section V RETAIL/RESTAURANT MARKET ANALYSIS

This section presents an analysis of market support for retail and food service facilities on the Civic Center block.

TRADE AREA CHARACTERISTICS

Trade Area Definition

The trade area for retail/restaurant facilities in the Camarillo area is defined in terms of (1) location of population centers, (2) location of major competitive entities, and (3) access patterns to alternative shopping opportunities.

The centers of population on the Oxnard plain and along U.S. 101 include Oxnard, Port Hueneme/Ventura and Thousand Oaks/Westlake. Camarillo, including the city itself and the immediately surrounding unincorporated area, is situated between these larger population nodes and has a much smaller population.

Major shopping centers which attract patronage from the Camarillo area are located both east and west of the city. In Oxnard, the Esplanade has about 700,000 square feet of retail space, with May Company and Sears as anchor tenants. The Buenaventura Fashion Center in Ventura is anchored by The Broadway and Penney's has a total of approximately 825,000 square feet of space. These two major centers fully serve the large population concentration in the Oxnard/Ventura area and preclude any significant capture of retail sales from this area by outlets in Camarillo.

To the east, Conejo Village (437,000 square feet anchored by Sears) and the new Thousand Oaks Shopping Center (about 1.0 million square feet with The Broadway, Robinson's, Penney's, and Montgomery Ward as anchor tenants) now under construction are expected to effectively capture all the retail potential in the Thousand Oaks/Westlake area as well as a significant portion of the retail spending from Camarillo. Thus, retail outlets in the Camarillo area can rely only on market support from the immediate vicinity.

Access to major shopping alternatives is generally along U.S. 101. Residents of Camarillo must drive to the freeway, then eastward or westward to the regional shopping centers. Retail facilities in Camarillo, especially on the Civic Center block, would be in a position to intercept the shoppers coming out of the surrounding areas to the freeway.

Taking these factors into consideration, the trade area for retail facilities in Camarillo is defined as the city itself and the immediately surrounding unincorporated areas to the north and south. Exhibit V-1 shows the trade area in terms of Ventura County analysis zones. The population of the state hospital has been excluded on the assumption that these individuals spend very little for retail goods.

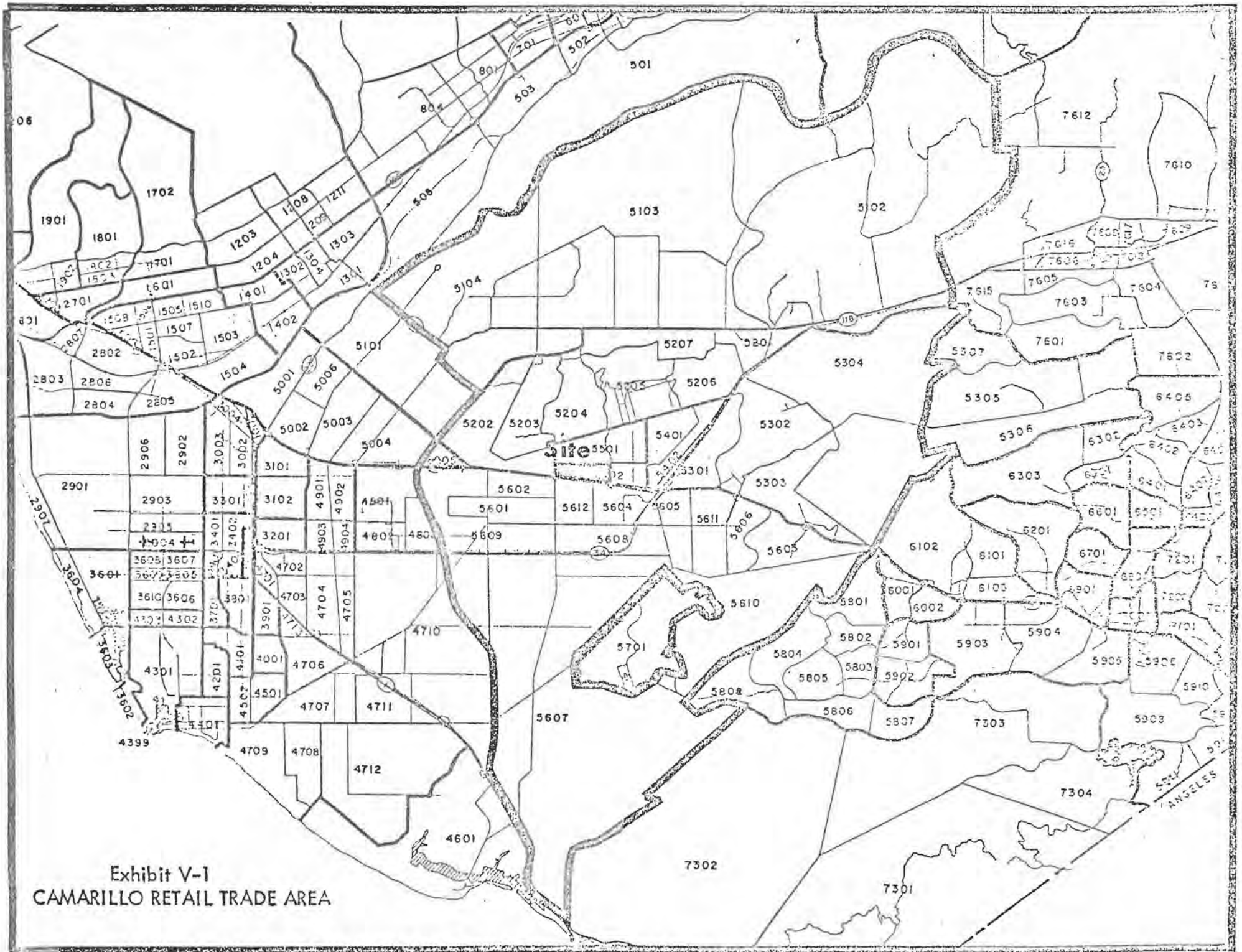


Exhibit V-1
 CAMARILLO RETAIL TRADE AREA

Source: Research and Consultation Division, Coldwell Banker Management Corporation.

Population Trends and Projections

Camarillo trade area population trends and projections are presented in Exhibit V-2. As indicated, the area (including both the city and the unincorporated area) had a 1975 population of about 34,400, with projected increases to almost 41,000 by 1980 and to 47,500 by 1985. These levels represent growth rate of 3.0 to 3.5 percent annually, with the city experiencing the major portion of the population increase. Growth rates are expected to be lower than in previous years although the numerical increase is about the same.

Income Levels

Comparative median household income levels are shown in Exhibit V-3. In 1975, the median income of households in the Camarillo trade area (\$15,500) was about 22 percent higher than that of the county as a whole and 12 percent higher than the median household income in the state of California.

CURRENT RETAIL PERFORMANCE LEVELS

In order to make accurate projections using existing data, current levels of retail performance in Camarillo were reviewed to provide a basis for future forecasts. Exhibit V-4 presents a summary of sales compared to existing retail square footage (as gathered by the City Planning Department) to yield sales efficiency (sales per square foot) by merchandise category. These efficiency levels were then compared to desirable median levels as computed by the Urban Land Institute. As indicated, the merchandise categories of liquor and specialty goods are much higher than the expected median levels, while general merchandise, auto supply, and food service are much lower. The remaining categories are performing at median efficiency levels.

The high level of sales in specialty goods is due to the existence of the Unity Buying Service warehouse. This company operates as a catalog sales outlet, with taxable sales recorded as originating in Camarillo although the buyers may actually reside elsewhere. Most of Unity Buying's sales are classified as specialty merchandise; hence, sales for this category are somewhat overstated in terms of per capita expenditures for Camarillo trade area residents.

The capture of 1975 trade area volume potential by Camarillo's retail outlets is shown in Exhibit V-5. Trade area volume potential has been estimated by adjusting the Ventura County per capita spending patterns upward to reflect the higher incomes in Camarillo, then applying these adjusted per capita expenditures to the 1975 population data from the recent special census. Finally, the volume potential has been compared to actual sales recorded in the city to estimate the capture rate for each merchandise category. As indicated, the capture rates are high for the neighborhood merchandise categories (groceries, drugs, liquor, and auto supplies) and for specialty goods (due in large measure to the Unity Buying Service operation). The rates reflect the local character of both the trade area and the existing retail outlets.

Exhibit V-2
 POPULATION TRENDS AND PROJECTIONS
 Camarillo Trade Area
 1970-1985

	<u>1970</u>	<u>1975</u>	<u>1980</u>	<u>1985</u>
City of Camarillo	19,200	24,800	30,600	36,500
Unincorporated Area	9,000	9,600	10,300	11,000
TOTAL	28,200	34,400	40,900	47,500

	Average Annual Growth 1970-1975		Average Annual Growth 1975-1980		Average Annual Growth 1980-1985	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
City of Camarillo	1,120	5.3%	1,160	4.3%	1,180	3.5%
Unincorporated Area	120	1.3	140	1.4	140	1.4
TOTAL/AVERAGE	1,240	4.1%	1,300	3.5%	1,320	3.0%

Source: Camarillo City Planning Department;
 Research and Consultation Division, Coldwell Banker Management Corporation.

Exhibit V-3
COMPARATIVE HOUSEHOLD INCOME LEVELS
1975

	<u>Median Household Income</u>
Camarillo Trade Area ^{1/}	\$15,500
Ventura County ^{1/}	12,700
State of California ^{2/}	13,800

^{1/} Based on 1975 Special Census data.

^{2/} Estimated by California State Department of Finance and CBMC.

Source: Ventura County Special Census;
California State Department of Finance;
Research and Consultation Division,
Coldwell Banker Management Corporation.

Exhibit V-4
CURRENT PERFORMANCE LEVELS OF
RETAIL SPACE IN CAMARILLO
1975

<u>Merchandise Category</u>	<u>Taxable Sales (thousands)</u>	<u>Square Footage</u> ^{1/}	<u>Sales Per Square Foot</u>	<u>Desired Sales Per Square Foot</u> ^{2/}
Apparel	\$2,161	41,435	\$52	\$60
General Merchandise ^{3/}	3,241	89,172	36	50
Liquor	1,985	13,650	145	80
Eating/Drinking Places	6,711	125,792	53	90
Home Furnishings	1,995	42,965	46	50
Drugs	2,791	39,047	71	65
Building Materials/ Hardware	3,855	77,408	50	50
Specialty	7,275	76,017	96	60
Grocery	19,193 ^{4/}	119,816	160	160
Auto Supply	1,548 ^{4/}	38,117	41	75

^{1/} Based on City surveys.

^{2/} Median levels for neighborhood centers based on data collected by Urban Land Institute.

^{3/} Includes department stores and variety stores.

^{4/} Estimated based on taxable sales levels.

Source: California State Board of Equalization;
Urban Land Institute;
Camarillo City Planning Department;
Research and Consultation Division, Coldwell Banker Management Corporation.

Exhibit V-5
 CAPTURE OF TRADE AREA VOLUME POTENTIAL
 BY RETAIL OUTLETS IN CAMARILLO
 1975

<u>Merchandise Category</u>	<u>Per Capita Expenditure</u> ^{1/}	<u>Total Volume Potential (thousands)</u> ^{2/}	<u>Actual Sales (thousands)</u>	<u>Capture Rate (percent)</u>
Apparel	\$109	\$ 3,750	\$ 2,161	58%
General Merchandise ^{3/}	365	12,556	3,241	26
Liquor	68	2,339	1,985	85
Eating/Drinking Places	263	9,047	6,711	74
Home Furnishings	106	3,646	1,995	55
Drugs	84	2,890	2,791	97
Building Materials/Hardware	166	5,710	3,855	68
Specialty	185	6,364	7,275	114
Grocery	714	24,562	19,193 ^{4/}	78
Auto Supply	50	1,720	1,548 ^{4/}	90

- ^{1/} Based on Ventura County spending patterns adjusted for income.
^{2/} Assumes 1975 trade area population of 34,400.
^{3/} Includes department stores and variety stores.
^{4/} Estimated based on taxable sales levels.

Source: California State Board of Equalization;
 Research and Consultation Division,
 Coldwell Banker Management Corporation.

PROJECTED RETAIL PERFORMANCE LEVELS

Volume Potential

Future retail performance projections have been developed by applying the 1975 Ventura County per capita retail expenditure patterns (adjusted for Camarillo's higher income) to the forecast trade area population levels through 1985. The total retail potential for the Camarillo trade area in constant 1975 dollars is shown in Exhibit V-6.

In order to determine the share of market which can be expected for retail outlets in the city, capture rates have been applied to total retail potential taking into account historical capture and future competitive developments affecting the trade area. As mentioned previously, the Thousand Oaks regional shopping center is now under construction in the Thousand Oaks/Westlake area to the east. Upon opening, this center is expected to dilute the market capture rates currently experienced by Camarillo retail outlets in the apparel, general merchandise, and specialty categories. As indicated in the exhibit, Camarillo's capture of future retail potential in these categories is projected to decline to about 50 percent of previous levels, while capture of other merchandise categories is expected to remain about the same. High capture rates are forecast for the neighborhood categories (groceries, drugs, liquor, and auto supplies).

A separate estimate has been compiled for sales of auto and recreational vehicle dealers. As presented in Exhibit V-7, per capita expenditures (adjusted for income) have been applied to projected population levels to yield volume potential. Historic market capture rates have then been applied to calculate volume for Camarillo outlets. Using this methodology, approximately \$1.1 million in additional sales should be available to Camarillo auto dealers by 1985. This is not sufficient to support an additional dealership, though it should provide a boost for existing dealers.

Additional Supportable Retail Space

Exhibit V-8 translates the sales projections for Camarillo into supportable square feet of retail space. Current sales volumes have been deducted from projected volumes to yield additional sales generated by population growth. This assumes that existing retailers will continue to capture all of the current sales and that no existing retailers would be driven out of business solely because of increased competition on the Civic Center block. It should be noted that the opening of the Thousand Oaks Shopping Center can be expected to reduce the sales levels of the existing apparel, general merchandise, and specialty outlets, as Camarillo residents travel to the new center to shop. Thus, there is projected to be no excess volume to support new stores in these merchandise categories in Camarillo.

Sales efficiency factors (sales per square foot of retail space) have been applied to net volume potential to yield additional supportable retail space in Camarillo through 1985. In order to attract new retailers into the area, sales efficiencies for the new outlets must be better than average. The factors used in this analysis have therefore been set at levels

Exhibit V-6
 PROJECTED CAPTURE OF TRADE AREA VOLUME POTENTIAL ^{1/}
 BY RETAIL OUTLETS IN CAMARILLO
 1980-1985

<u>Merchandise Category</u>	<u>Per Capita Expenditure</u> ^{2/}	<u>Total Volume Potential (thousands)</u> ^{1/}		<u>Camarillo Capture Rate (percent)</u> ^{3/}	<u>Camarillo Volume Potential (thousands)</u> ^{1/}	
		<u>1980</u>	<u>1985</u>		<u>1980</u>	<u>1985</u>
Apparel	\$109	\$ 4,458	\$ 5,167	30%	\$ 1,337	\$ 1,550
General Merchandise ^{4/}	365	14,929	17,301	15	2,239	2,595
Liquor	68	2,781	3,223	85	2,364	2,740
Eating/Drinking Places	263	10,757	12,466	70	7,530	8,726
Home Furnishings	106	4,335	5,024	50	2,168	2,512
Drugs	84	3,436	3,982	95	3,264	3,833
Building Materials/Hardware	166	6,789	7,868	65	4,413	5,114
Specialty	185	7,567	8,769	60	4,540	5,261
Grocery	714	29,203	33,844	80	23,362	27,075
Auto Supply	50	2,045	2,375	90	1,841	2,138

^{1/} In constant 1975 dollars.

^{2/} Based on 1975 Ventura County expenditure patterns, adjusted for income.

^{3/} Assumes opening of Thousand Oaks Regional Shopping Center by 1980.

^{4/} Includes department stores and variety stores.

Source: California State Board of Equalization; Research and Consultation Division, Coldwell Banker Management Corporation.

Exhibit V-7
 PROJECTED CAPTURE OF TRADE AREA
 VOLUME POTENTIAL FOR AUTO DEALERS ^{1/}
 1975-1985

	<u>1975</u>	<u>1980</u>	<u>1985</u>
Per Capita Expenditure ^{2/}	\$367	\$367	\$367
Estimated Total Volume Potential (thousands) ^{1/}	\$12,625	\$15,010	\$17,433
Camarillo Capture Rate (percent)	23% ^{3/}	23%	23%
Camarillo Volume Potential (thousands) ^{1/}	\$2,861 ^{3/}	\$3,452	\$4,010
Sales Increase Over Previous Level (thousands) ^{1/}	-	\$591	\$558

^{1/} In constant 1975 dollars.

^{2/} Based on 1975 Ventura County expenditure patterns, adjusted for income.

^{3/} Estimated from actual 1975 sales data.

Source: California State Board of Equalization;
 Research and Consultation Division, Coldwell Banker Management Corporation.

Exhibit V-8
**ADDITIONAL SUPPORTABLE SQUARE FEET OF
 RETAIL SPACE IN CAMARILLO**
 1980-1985

Merchandise Category	1980					1985					Additional Supportable Square Feet In Camarillo 1980-1985
	Camarillo Volume Potential ^{1/} (thousands)	Existing Volume (thousands)	Net Volume Potential ^{1/} (thousands)	Desired Sales Per Square Foot ^{2/}	Additional Supportable Square Feet In Camarillo	Camarillo Volume Potential ^{1/} (thousands)	Existing Volume (thousands)	Net Volume Potential ^{1/} (thousands)	Desired Sales Per Square Foot ^{2/}	Additional Supportable Square Feet In Camarillo	
Apparel	\$ 1,337	\$ 2,161	-	\$ 85	-	\$ 1,550	\$ 2,161	-	\$ 85	-	-
General Merchandise	2,239	3,241	-	70	-	2,595	3,241	-	70	-	-
Liquor	2,364	1,985	379	130	2,915	2,740	1,985	755	130	5,808	2,893
Eating/Drinking Places	7,530	6,711	819	120	6,825	8,726	6,711	2,015	120	16,792	9,967
Home Furnishings	2,168	1,995	173	65	2,662	2,512	1,995	517	65	7,954	5,292
Drugs	3,264	2,791	473	105	4,505	3,783	2,791	992	105	9,448	4,943
Building Materials/Hardware	4,413	3,855	558	65	8,585	5,114	3,855	1,259	65	19,369	10,784
Specialty	4,540	7,275	-	100	-	5,261	7,275	-	100	-	-
Grocery	23,362	19,193 ^{3/}	4,169	170	24,524	27,075	19,193 ^{3/}	7,882	170	46,365	21,641
Auto Supply	1,841	1,548 ^{3/}	293	75	3,907	2,138	1,548 ^{3/}	590	75	7,867	3,960

^{1/} In constant 1975 dollars.

^{2/} Represents approximate sales levels experienced by top third of retailers nationally.

^{3/} Estimated based on taxable sales levels.

Source: California State Board of Equalization;
 Urban Land Institute;
 Research and Consultation Division, Coldwell Banker Management Corporation.

experienced by the upper third of retailers, nationally, in each merchandise category. As indicated, the categories with the greatest additional supportable square footage are grocery, building materials/hardware, and eating/drinking places.

ON-SITE POTENTIAL

The on-site potential for retail and restaurant space is presented in Exhibit V-9. Although there is expected to be considerable support for additional retail space in Camarillo through 1985, most of it logically belongs in a neighborhood shopping center located in the population growth area of the city. A center incorporating a supermarket, drug store, building materials/hardware outlet, liquor store, and possibly an auto supply store, together with assorted service tenants (laundry/dry cleaner, barber shop/beauty salon, and perhaps a branch bank or savings and loan association) would absorb most of the net supportable retail square footage. The Civic Center block already has two neighborhood centers nearby, and new residential development on the available land in the immediate area will not be sufficient to support another center on the property. Such a center would be best suited for an area with greater growth potential such as eastern Camarillo. These merchandise categories are, therefore, not recommended for development in the Civic Center block.

There are two merchandise categories which appear to have potential for the subject site: food service and home furnishings. The property has freeway exposure and access and has several food service outlets in the immediate vicinity. There appears to be a need for restaurants serving beer and wine and for a high quality dinner restaurant. These facilities might be developed on the subject site. In addition, a home furnishings store might be tied into the existing Carmen Plaza or, alternatively, stand alone nearby. These outlets would require from two to three acres of land area by 1985, preferably along Daily Drive.

SUMMARY

1. The Camarillo trade area had a 1975 population of 34,400 with projected increases to about 41,000 by 1980 and to 47,500 by 1985. The median household income in the trade area was \$15,500 in 1975, approximately 22 percent higher than the Ventura County level.
2. Current retail performance in Camarillo is mixed. Neighborhood shopping outlets (offering groceries, drugs, liquor, and building materials) are capturing a significant portion of their respective potential volumes. Outlets offering regional goods (such as general merchandise and apparel) are capturing a much lower portion. Some merchandise categories appear to be overbuilt, resulting in lower-than-average sales per square foot.
3. There is support for additional retail space in Camarillo in spite of the development of the Thousand Oaks Shopping Center. Most of the additional supportable space is in the neighborhood merchandise categories (groceries, drugs, and liquor) which should logically be situated together in a separate shopping facility in an area with growing population (such as eastern Camarillo). On-site potential for the Civic Center property is greatest in the food service and home furnishings categories, with a land area requirement of two to three acres.

Exhibit V-9
ON-SITE POTENTIAL FOR
RETAIL AND RESTAURANT DEVELOPMENT
1975-1985

Merchandise Category	Additional Supportable Square Feet			Recommendations (square feet)		Land Area Requirement (acres)
	1975-80	1980-85	Total 1975-85	1975-80	1980-85	
Apparel	-	-	-	-	-	-
General Merchandise	-	-	-	-	-	-
Liquor	2,915	2,893	5,808 ^{1/}	-	-	-
Eating/Drinking Places	6,825	9,967	16,792	5,000	8,000	1.7
Home Furnishings	2,662	5,292	7,954	-	8,000	0.6
Drugs	4,505	4,943	9,448 ^{1/}	-	-	-
Building Materials/ Hardware	8,585	10,784	19,369 ^{1/}	-	-	-
Specialty	-	-	-	-	-	-
Grocery	24,524	21,841	46,365 ^{1/}	-	-	-
Auto Supply	3,907	3,960	7,867 ^{1/}	-	-	-

^{1/} Appropriate mix for new neighborhood shopping center, perhaps in eastern Camarillo.

Source: Research and Consultation Division, Coldwell Banker Management Corporation.

Section VI OFFICE MARKET ANALYSIS

This section describes the potential for development of office space on the Civic Center property.

MARKET AREA DEFINITION

Three market areas were analyzed with respect to potential office development in Camarillo: Ventura County, the Oxnard Plain Economic Region, and the city of Camarillo.

Ventura County can be considered the largest area from which Camarillo could draw potential office-space users. A review of the historical and projected employment growth and office-space absorption in the County and Camarillo's relation to that total will indicate the potential office space demand for Camarillo. The Oxnard Plain Economic Region includes the cities of Camarillo, Port Hueneme, Oxnard, Ventura, and the surrounding unincorporated areas. The employment base for firms locating in office space in the Camarillo area will come from within this region. Office-space demand will come primarily from employment growth and relocation or upgrade demand within the city limits of Camarillo.

COMPETITIVE OFFICE SPACE INVENTORY

An inventory of newer competitive office space constructed in Ventura County and its sub-areas gives an indication of the level of strength of the office market. The general characteristics of space absorbing in each market area also gives insight into the office market.

Ventura County Office Space

An inventory of competitive office space built in Ventura County between 1972 and 1976 was conducted by Urban Projects in July of 1976. This survey indicated a total of 27 major buildings in the county representing over 615,000 leasable square feet. More than 12 percent of the space (77,380 square feet) was vacant. A level of absorption of approximately 108,000 square feet annually during this time period was indicated by the survey.

Exhibit VI-1 shows a breakdown of the competitive inventory in the County by sub-area. The majority of existing space is distributed in Ventura, Oxnard, and Westlake Village. Nearly 53 percent of the vacant space in the inventory is located in Westlake Village. Approximately 10,000 square feet of space is available in each of the cities of Oxnard, Port Hueneme, and Camarillo. The smallest amount of vacant space available is found in Ventura: 6,400 square feet or 8.3 percent of the space available in the County.

Exhibit VI-1
 MAJOR COMPETITIVE OFFICE SPACE BUILT IN VENTURA COUNTY
 1969-1976

<u>Area</u>	<u>Number of Buildings</u>	<u>Leasable Square Footage</u>	<u>Vacant Square Footage</u>	<u>Percent Vacant</u>
Ventura	9	189,200	6,400	3.4%
Oxnard	3	167,500	10,000	6.0
Port Huene	2	20,700	9,600	46.4
Camarillo	3	72,000	10,435	14.5
Westlake Village	10	166,300	40,950	24.6
<hr/>				
Total/Average Ventura County	27	615,700	77,385	12.6%
Camarillo as a Percent of Ventura County	11.1%	11.7%	13.5%	

Source: Urban Projects, Incorporated;
 Research and Consultation Division,
 Coldwell Banker Management Corporation.

Camarillo represents approximately 11.0 percent of the major buildings inventoried and 11.7 percent of the leasable square footage. The amount of vacant space currently available in Camarillo accounts for 13.5 percent of space available in the County. These representative percentages will be used later in the analysis to apportion the County's potential office demand.

Oxnard Plain Economic Region

There were approximately 17 office buildings constructed in the Oxnard Plain Economic Region between 1972 and 1976 according to the survey of Urban Projects. This inventory represents nearly 450,000 square feet of space or 73 percent of the major space inventoried in the County. The following text table outlines the general characteristics of these buildings.

<u>Number of Buildings</u>	<u>Leasable Square Footage</u>	<u>Vacant Square Footage</u>	<u>Percent Vacant</u>	<u>Monthly Rental Rate per Square Foot (full service)</u>
17	449,400	36,435	8.1%	43¢-66¢

The space is currently experiencing a vacancy rate of 8.1 percent. This vacancy rate is slightly high but still represents a healthy market. The vacancy rate in the Region is lower than the vacancy rate of the County (12.6 percent). Monthly rental rates in the Region range from 43¢ to 66¢ per square foot for fully serviced space.

Camarillo

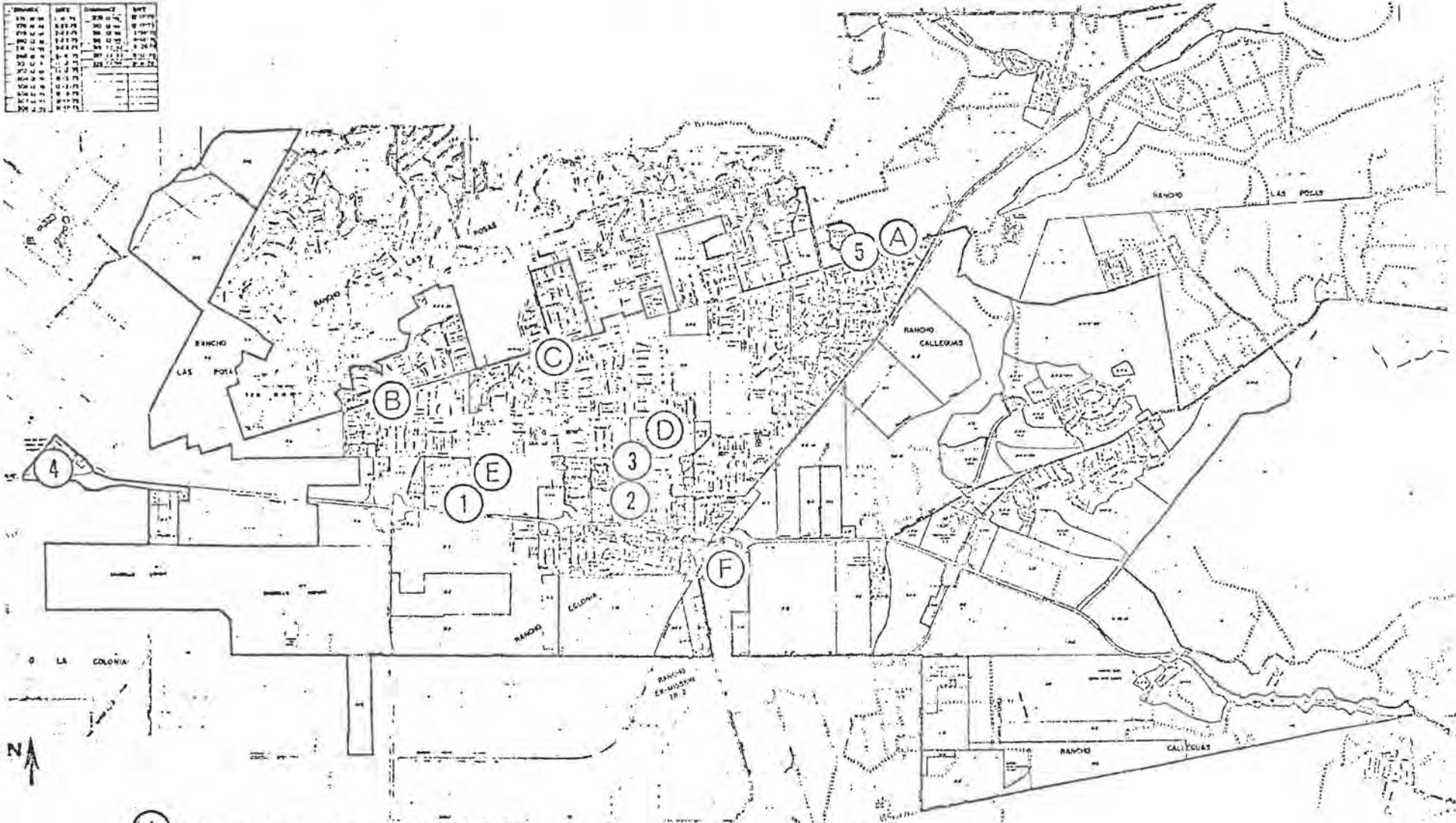
The City Planning Department's current estimate of general and medical/dental office space in the City is 325,000 square feet. Over 32 percent of this office space is located in five major office developments in the City. The following text table gives the general characteristics of these buildings.

<u>Number of Buildings</u>	<u>Leasable Square Footage</u>	<u>Vacant Square Feet</u>	<u>Percent Vacant</u>	<u>Monthly Rental Rate per Square Foot</u>
5	104,800	10,435	10.0%	42¢ - 60¢

These five major buildings represent 104,800 square feet of leasable area. Camarillo is currently experiencing a 10 percent vacancy rate (10,435 square feet). This vacancy rate represents a marginal office market. Monthly rental rates in the area range from 42¢ to 60¢ per square foot for full-service buildings. Exhibit VI-2 shows the location of existing and proposed office space and Exhibit VI-3 lists the general

Exhibit VI-2
 MAJOR EXISTING AND PROPOSED OFFICE SPACE FOR CAMARILLO

Block	Area	Existing	Proposed
1	100-120	100	100
2	120-140	120	120
3	140-160	140	140
4	160-180	160	160
5	180-200	180	180
6	200-220	200	200
7	220-240	220	220
8	240-260	240	240
9	260-280	260	260
10	280-300	280	280
11	300-320	300	300
12	320-340	320	320
13	340-360	340	340
14	360-380	360	360
15	380-400	380	380
16	400-420	400	400
17	420-440	420	420
18	440-460	440	440
19	460-480	460	460
20	480-500	480	480
21	500-520	500	500
22	520-540	520	520
23	540-560	540	540
24	560-580	560	560
25	580-600	580	580
26	600-620	600	600
27	620-640	620	620
28	640-660	640	640
29	660-680	660	660
30	680-700	680	680
31	700-720	700	700
32	720-740	720	720
33	740-760	740	740
34	760-780	760	760
35	780-800	780	780
36	800-820	800	800
37	820-840	820	820
38	840-860	840	840
39	860-880	860	860
40	880-900	880	880
41	900-920	900	900
42	920-940	920	920
43	940-960	940	940
44	960-980	960	960
45	980-1000	980	980



- ① Existing (Keyed to Exhibit VI-3).
- Ⓐ Proposed (Keyed to Exhibit VI-5)

Source: Camarillo City Planning Department;
 Research and Consultation Division, Coldwell Banker Management Corporation.

Exhibit VI-3
 MAJOR COMPETITIVE OFFICE SPACE IN CAMARILLO
 November, 1976

Map Key	Building/Address	Leasable Square Footage	Vacant Space		Occupied Space		Estimated Monthly Absorption (square feet)	Monthly Rental Rate Per Square Foot ^{1/}	Opening Date	Number of Floors	Comments
			Square Feet	Percent	Square Feet	Percent					
1	Rosewood Professional Building 450 Rosewood Avenue	20,000	2,435	12.2%	17,565	87.8%	625	50¢	June 1974	2	Building is 80% owner-occupied.
2	Ponderosa Professional Building 266 Mobile Avenue	12,000	-0-	-	12,000	100.0	n.a.	42¢	1966	2	Building is for sale.
3	La Quinta 400 Mobil Avenue	20,000	7,000	35.0%	13,000	65.0	700	60¢	January 1975	2	Spanish style building occupied by professional tenants.
4	Plaza del Norte 1300 Del Norte Road	32,000	1,000	3.3%	31,000	96.7	750	19-43¢ (not full service)	May 1972	1	
5	Las Posas Medical/Dental Clinic 3901 Las Posas Road	20,800	-0-	-	20,800	100.0	n.a.	55¢	1963 and 1966	1	24,000 square feet additional under construction
	TOTAL/AVERAGE	104,800	10,435	10.0%	94,365	90.0%	625-750 (per building)	43-60¢			

n.a. means not available.

^{1/} For full service.

Source: Urban Projects, Incorporated;
 Research and Consultation Division, Coldwell Banker Management Corporation.

characteristics of these major competitive buildings in Camarillo. Office buildings in the area tend to be small, ranging from 12,000 to 32,000 net square feet in size, and one to two floors in height. Camarillo has experienced a slow pace of office space construction with only three of the five major office buildings being constructed within the last five years. Half of this space is currently occupied by medical/dental office space users. Information regarding office space absorption by individual building indicates an approximate absorption rate of 625 to 750 square feet per month per building.

OFFICE SPACE ABSORPTION IN CAMARILLO

Trends in office-space completion and absorption by year for the City of Camarillo are shown in Exhibit VI-4. Only three of the five major buildings in Camarillo were built in the 1970s. Two buildings were built in the early to mid-1960s. Experience has shown that the office market in Camarillo tends to build to the demand for space. An average annual construction of 14,400 square feet occurred in the City between 1972 and 1976 while 12,300 square feet were absorbed annually. The annual office space absorption rate in the City of Camarillo represents 11.4 percent of the space absorbed annually in the County as a whole, and 14 percent of the space absorbed annually in the Oxnard Plain Economic Region.

PROPOSED OFFICE SPACE

There are approximately 650,000 square feet of office space planned and proposed for Ventura County. This planned space includes approximately 345,000 square feet of single-user space. Included in the single-user space is the County Square in Ventura which consists of 300,000 square feet of space for county government facilities. This move will vacate 300,000 square feet of general office space. At historical absorption rates, the 303,100 square feet of multi-use space planned represents a 1.9-year absorption period.

As shown in Exhibit VI-5, six developments, representing approximately 135,000 square feet of space, are planned for construction in the City of Camarillo. One building with 24,000 square feet of medical/dental space is currently under construction. One permit has been issued for 10,800 square feet of office/industrial space and four projects have not been issued permits to date. Based on historical absorption rates in Camarillo, this planned office space will take approximately 11 years to fully absorb. This absorption period is high as the medical/dental space under construction is approximately 50 percent leased to date. Also, the four projects proposed but not permitted may not be developed.

OFFICE SPACE DEMAND ANALYSIS

Urban Projects projected employment in Ventura County utilizing data from the Southern California Association of Governments and the California State Employment Development Department. Employment is expected to grow at a 3.7 percent annual rate from 1975 to 1980, increasing from an estimated 136,800 employees in 1975 to 162,000 in 1980. Employment is expected to increase between 1980 and 1985 at a slower annual rate of 3.2

Exhibit Vi-4
 OFFICE SPACE COMPLETION AND ABSORPTION BY YEAR
 Major Buildings In Camarillo
 1972-1976

<u>Year</u>	<u>Office Space Completed</u>		<u>Office Space Absorbed</u>	
	<u>Number of Projects</u>	<u>Total Square Feet</u>	<u>Number of Projects Absorbing</u>	<u>Total Square Feet</u>
1972	1	32,000	1	5,200
1973	-0-	-0-	1	9,000
1974	1	20,000	2	25,000
1975	1	20,000	3	11,500
1976	-0-	-0-	3	10,865
TOTAL	3	72,000		61,565
Annual Average	1	14,400	2	12,313

Source: Research and Consultation Division,
 Coldwell Banker Management Corporation.

Exhibit VI-5
 PROPOSED OFFICE SPACE
 City of Camarillo
 November 1976

<u>Location</u>	<u>Square Footage</u>	<u>Type of Space</u>	<u>Project Status</u>
Antonio Avenue and Las Posas Road	24,000	Medical	Under construction.
Las Posas Road and Crestview Park	n.a. ^{1/}	Medical/dental and sport facility	Proposed. No permit issued
Las Posas Road and Carmen Drive	15,000 - 20,000	General contractors, office, doctor, real estate.	No plans submitted, no permit issued.
Mobil Avenue and Pickwick Drive	n.a. ^{1/}	n.a.	Condominium office proposed. No permit issued.
Rosewood Avenue and Daily Drive	40,000 ^{2/}	General office	Proposed, no permit issued.
Dawson Drive	10,800	Office/industrial	Permit issued. Total 21,000 square feet - second floor office space.
Total Square Footage Planned	135,000		

n.a. means not available

^{1/} Estimated at 20,000 square feet.

^{2/} Includes two buildings.

Source: Camarillo City Planning Department; Research and Consultation Division, Coldwell Banker Management Corporation.

percent, increasing to 188,300 in 1985. Historic and projected employment data by industry was utilized to estimate the office-using portion of the employment.

Ventura County Office Demand

The office-space demand from 1975 to 1985 for Ventura County is shown in Exhibit VI-6. Based on office-employment projections made by Urban Projects (which include primarily employment from the finance, insurance, real estate, and service industries), the change in office employment between 1975 and 1980 is 3,500 persons, and with a change of 4,100 persons between 1980 and 1985. This change in office employment is converted to spatial demand by applying a factor of 170 square feet of office space per employee. The office space required in Ventura County between 1975 and 1980 is 595,000 square feet or 119,000 square feet annually. The office space demanded between 1980 and 1985 is 697,000 square feet or 139,400 square feet annually. The proposed and vacant supply of multi-tenant space in Ventura County (380,485 square feet) will require approximately 3.2 years to absorb. Therefore, Ventura County will not require additional office space until 1980.

Camarillo Office Demand

As indicated in Exhibit VI-7, Camarillo has historically represented between 11 and 13 percent of the County's number of major office buildings, leasable square footage, vacant square footage, and average annual absorption. Camarillo is not expected to increase this representation significantly in the future. Based on its percentage of County representation, Camarillo will require between 13,000 and 15,000 square feet of new office space annually between 1975 and 1980 and between 15,000 and 20,000 square feet annually between 1980 and 1985. Planned space and vacant supply (145,435 square feet) together represent a 9.4 to 11.2-year absorption period based on historical rates. Considering the one medical/dental building under construction in Camarillo, one office building permitted, and the vacant supply available (total 45,235 square feet), a period of 3.0 to 3.5 years would be required to absorb this space. The actual absorption period may approximate 2.0 to 2.5 years considering the medical/dental building under construction is 50 percent leased. The analysis indicates that, besides the office space currently permitted, one additional building could be developed in the market by 1979.

Although there are four additional buildings proposed but not permitted, office space development should be considered for the subject site. The proposed site has certain advantages over competitive sites. These locational advantages are freeway access, freeway visibility, and proximity to the Camarillo Airport.

Owner-User Demand

In addition to the indigenous demand for speculative office space, it may be possible to attract major owner-users who are seeking local or regional headquarters buildings. Owner-users are typically larger companies which are willing to move to outlying areas in search

Exhibit VI-6
OFFICE SPACE DEMAND ANALYSIS
Ventura County
1975-1985

	<u>1975-1980</u>	<u>1980-1985</u>
Change In Office Employment	3,500	4,100
Square Foot Per Employee	170	170
Office Space Required (square feet)	595,000	697,000
Annual Space Requirement (square feet)	119,000	139,400

Source: Urban Projects, Incorporated;
Southern California Association of Governments;
California State Employment Development Department;
Research and Consultation Division,
Coldwell Banker Management Corporation.

Exhibit VI-7
OFFICE SPACE DEMAND ANALYSIS
City of Camarillo
1975-1985

	<u>1975-1980</u>	<u>1980-1985</u>
Annual Space Requirement In Ventura County (square feet)	119,000	139,400
Camarillo Percentage Representation of Ventura County ✓	11%-13%	11%-13%
Annual Space Requirements In Camarillo (square feet)	13,100-15,500	15,300-19,500

1/ Camarillo percentage representation of Ventura County:

Number of Major Buildings	11.1%
Leasable Square Footage	11.7
Vacant Square Footage	13.5
Average Annual Absorption 1972-1976	11.4

Source: Urban Projects, Incorporated;
Research and Consultation Division, Coldwell Banker Management Corporation.

of a more pleasant working environment. There has been some development of owner-user space in the Westlake area and also in Ventura.

The magnitude of owner-user demand cannot be estimated without extensive surveys of comparable space and potential users. For any given office area, however, absorption potential is generally a function of several factors:

1. The marketing effort made by the local municipality and the land owners;
2. Creation of conditions attractive to potential users, including:
 - a. Favorable land prices;
 - b. Appropriate parcel sizes;
 - c. Advantageous access patterns (such as the opening of Camarillo airport to regular commercial air traffic);
 - c. Cooperation of City agencies in defining and implementing development restrictions (such as zoning constraints).

For the Camarillo area, building requirements for each user would probably range from 50,000 to 100,000 square feet on 2 to 5 acres of land (including surface parking). Over the 10-year analysis period (through 1985), several different users might be attracted.

ON-SITE POTENTIAL

The Civic Center area has excellent potential as an office location, both for professional/general space and for owner-user space. The site has direct freeway access and visibility, as well as compatible surrounding uses. It should be able to capture virtually all of the demand for office space in Camarillo unless competitive buildings are built elsewhere in the City. The recommended on-site development is summarized below.

	Net Leasable Square Footage		Land Area Requirements (acres)	
	1975-80	1980-85	1975-80	1980-85
Professional/General Office Space	20,000	20,000	1.0	1.0
Owner-User Office Space	Variable	Variable	10.0	10.0
TOTAL	Variable	Variable	11.0	11.0

SUMMARY

1. Camarillo is bounded by major office space concentrations in Oxnard/Port Hueneme/Ventura on the west and Thousand Oaks/Westlake on the east. Absorption of general/professional office space in Camarillo has averaged about 12,000 square feet per year since 1972, representing between 11.0 and 13.0 percent of the Ventura County total.
2. Demand for general/professional office space in Ventura County is expected to range from 120,000 to 140,000 square feet per year through 1985. Camarillo is projected to continue to attract between 11.0 and 13.0 percent of this demand. This represents 13,000 to 15,000 square feet per year through 1980, and 15,000 to 20,000 square feet annually from 1980 to 1985. There may be additional demand for owner-user space if the necessary marketing effort is made and if conditions are created to attract larger owner-user companies into the area.
3. Development in the Civic Center area should include 2 to 3 acres for construction of two speculative office buildings of about 20,000 square feet each through 1985. In addition, an effort should be made to attract owner-users to the site, and 10 to 20 acres should be reserved for these buildings.

Section VII
MOTEL MARKET ANALYSIS

In this section, the motel market in the Camarillo area of Ventura County is analyzed. Demand for new motel rooms in the City of Camarillo is determined and the development potential of the subject parcel is evaluated.

PRIMARY MARKET AREA

The primary market area is defined as the City of Camarillo. Because competition to new motel development may come from throughout Ventura County, alternative concentrations of motel activity were considered in the analysis.

SUPPLY OF MOTEL ROOMS

Ventura County

There are about 2,000 first and second-class motel rooms in Ventura County (as defined by the Mobil Travel Guide and Automobile Club of Southern California Travel Guide. Of this, about 69 percent (1,400 units) are located in the Oxnard Plain (the cities of Oxnard, Ventura, Port Hueneme, and Camarillo). Because of the relatively short distances between major activity centers in Ventura County, virtually all motels compete with one another for patronage. However, two distinct submarkets can be delineated based on location: (1) motels located near Highway 1 or at marinas, and (2) motels located along U.S. 101. Within these submarkets, the better motels are clustered in three locales: (1) Thousand Oaks and Westlake near the Los Angeles County border; (2) west of the intersection of U.S. 101 and Highway 1, the primary inland and coastal connector routes serving Ventura County; and, (3) Oxnard or Ventura near beaches and marinas. Most of the newer motels are located along U.S. 101 in the two major population nodes in Ventura County, Oxnard/Ventura to the west, and Thousand Oaks to the east.

The distribution of motel rooms in Ventura County in 1975 is shown in the text table below:

<u>Area</u>	<u>Percent Distribution of Motel Rooms</u>
Oxnard	34%
Ventura	27
Camarillo	6
Ojai	10
Simi Valley	-
Thousand Oaks	21
Santa Paula	<u>2</u>
Total	100%

An inventory of existing and proposed first-class rooms in the Ventura County is shown in Exhibit VII-1. As indicated, the motel industry in Ventura County has grown substantially in the last fifteen years. In 1960, the total inventory included six motels, most of which were located near Highway 1 in Oxnard. By 1970, the inventory had grown to 1,466 rooms in twenty motels, in locations primarily at the east and west ends of the County. Since then, another 519 rooms have been constructed, bringing the current inventory to a total of 1,985 rooms.

Three motels and five expansions, totalling 773 units, are presently proposed for development in the County. Approximately 340 rooms are proposed for near-term development or expansion in Oxnard, and 450 new rooms are proposed for the City of Ventura. Other proposed expansions include 50 units in Thousand Oaks and 30 units to the Las Posas Plaza Motel in Camarillo. Altogether, about 420 units are expected to enter the market by 1978, with an additional 430 units to be ready by 1980.

EXISTING COMPETITION

A field survey was conducted of motels in the City of Camarillo which might offer potential competition to a motel developed on the subject property. A summary of the characteristics of the motels surveyed is presented in Exhibit VII-2, with locations keyed to Exhibit VII-3. As shown, only three motels, containing 158 units, are located in Camarillo. Two of the motels, Las Posas Plaza and Motel 6, are judged to be competitive in terms of quality and appeal to other Ventura County motels. Candlelight Inn is an obsolete facility and is not competitive.

Amenities and Support Facilities

The motels surveyed offered minimal amenities. Las Posas Plaza features a swimming pool and conference rooms, while the Candlelight Inn had an indoor pool. Motel 6 is an economy motel with limited recreation facilities. The size, quality, and type of patronage of local motels are not sufficient to support on-premise food service operations. However, most are located in the vicinity of numerous restaurants.

Type of Business

According to the analysis of the field survey, three components comprise the market support for motel facilities in Camarillo. Excluding the Candlelight Inn, for which no information was available, approximately 35 percent of the local patronage is derived from commercial travelers and small business conferences, and about 65 percent is derived from tourists travelling U.S. 101 or visiting friends and relatives in the Camarillo area. As shown in Exhibit VII-2, most of the commercial trade is going to Las Posas Plaza, with Motel 6 capturing the economy tourist market.

Exhibit VII-1
 EXISTING AND PROPOSED COMPETITIVE MOTEL FACILITIES
 Ventura County
 October 1976

	Number of Units			
	1960	1970	1976	1980
<u>Oxnard/Port Hueneme</u>				
Casa Sirena	-	180	180	275 ^{1/}
Wagna Wheel Motel	83	83	83	83
Plaza Marina Motel	53	53	53	53
Oxnard Hilton Inn	-	-	160	160 ^{2/}
Oxnard Lodge	107	107	107	107
Vagabond Motor Hotel	-	70	70	70
Colonial House Motel	54	54	54	54
Surfside Motel	-	80	80	80
Moon Lite Inn	-	20	20	20
Smuggler's Inn	-	-	-	148 ^{3/}
 <u>Ventura</u>				
Holiday Inn	-	-	260	260
Pierpont Inn	84	84	84	84 ^{4/}
Ventura Travelodge	-	37	37	37
Ventura Motor Lodge/ Best Western	-	75	75	75
Vagabond Motor Hotel	-	82	82	82
Shores	-	20	20	20
Silver Sands	21	21	21	21
County Square	-	-	-	150 ^{5/}
Ventura Marina	-	-	-	300 ^{6/}
 <u>Camarillo</u>				
Los Posas Plaza Motel 6	-	44	44	74 ^{7/}
	-	84	84	84
 <u>Thousand Oaks</u>				
Holiday Inn	-	114	114	164 ^{8/}
Howard Johnson's	-	107	107	107
Hyatt Lodge Motel 6	-	76	76	76
	-	-	71	71
Westlake Inn	-	75	75	75
 <u>Other Areas</u>				
La Posada	-	-	28	28
TOTAL	402	1,466	1,985	2,758
Percent Increase (Decrease)	-	265%	35%	39%

- 1/ Ninety-five room expansion planned for spring, 1977.
- 2/ A 100-room addition planned for 1977.
- 3/ Construction to begin in November, 1976.
- 4/ Expansion planned at some indefinite future date. Number of rooms undetermined.
- 5/ In planning stages. Could be developed after 1980.
- 6/ Construction planned to begin in 1977. Currently awaiting financing.
- 7/ Expansion of 30 rooms planned in 1977.
- 8/ Possible expansion of 50 rooms proposed for 1977.

Source: Economic Base and Market Analysis, Port Hueneme, California, 1976;
 Research and Consultation Division,
 Coldwell Banker Management Corporation.

Exhibit VII-2
 CHARACTERISTICS OF SELECTED MOTELS
 City of Camarillo
 October, 1976

Map Key	Motel Name/Location	Number of Units	Approximate Completion Date	Single	Double	Extra Person	Average Annual Occupancy Rate 1976 (percent)	Percent Distribution by Type of Business			Comments
								Tourist	Business Visitors	Groups	
1	Los Posas Plaza Motel 165 Daily Drive	44	1970	\$16	\$20	\$4	61%	30%	65%	5%	Best hotel in Camarillo. Includes pool, deck area. Plans to expand soon. Majority of commercial business captured by this motel.
2	Motel 6 1641 Ventura Boulevard	84	1968	\$ 9.40	\$11.50	\$2	75%	80%	20%	-	Families patronage during summer, older couples during winter. Commercial trade comprised of truckers and salesmen. Primary attraction is Motel 6, not Camarillo area. Most clientele think they are in Oxnard or Ventura.
3	Candlelight Inn 2050 Ventura Boulevard	30	1940 [±]	\$ 9.00	\$11.55	n.a.	n.a.	n.a.	n.a.	n.a.	Older remodeled facility. Some units with kitchenettes. Indoor pool. Occupancy levels probably low.

n.a. means not available.

1/ Scheduled groups of 20 or more.

Source: Research and Consultation Division, Coldwell Banker Management Corporation.

Location and Design

Two of the newer motels, Las Posas Plaza and Motel 6, are visible from U.S.-101. The older Candlelight Inn, a third class motel, is located on Ventura Boulevard, the main business street of Camarillo. Las Posas Plaza is of standard quality, featuring common design and site planning, while the Motel 6 is typical of the chain economy motel, where economy is more important than luxury or design. The Candlelight Inn appears to be a converted apartment building.

Occupancy Levels

In the motels surveyed, occupancies ranged from a low of about 45 percent for Candlelight Inn to 75 percent for Motel 6. Las Posas Plaza, the most competitive motel in Camarillo, has averaged from 60-65 percent during the past twelve months, just above the break even point for successful operation.

The annual occupancy levels for the primary market area averaged approximately 65 percent during the past year, while the two better motels, Las Posas Plaza and Motel 6, averaged about 70 percent occupancy. Camarillo occupancies are comparable to the overall occupancy levels of 70 percent in first and second class motels experienced in the County.

Rates

Daily rates in the motels surveyed ranged from \$9.00 to \$16.00 for a single occupancy, and from \$11.50 to \$20.00 for a double occupancy. Although Las Posas Plaza charged the highest rates of any motel in Camarillo, when compared to other motels located in Ventura County, the rates were relatively low.

FUTURE COMPETITION

Of the approximate 850 rooms proposed for development in Ventura County, those located adjacent to U.S. 101 are expected to offer the most direct competition to a motel developed in Camarillo. These include the Smuggler's Inn, with 148 units, which is about to begin construction in Oxnard, just west of the U.S. 101/Highway 1 intersection, the 100-room expansion to Hilton Inn, located near Smuggler's Inn, and the 50-room expansion of Holiday Inn in Thousand Oaks, also near U.S. 101. In addition, Las Posas Plaza in Camarillo is planning an expansion of 30 rooms in the immediate future. When totalled, roughly 330 new units will compete directly for travelers using U.S. 101, while an additional 520 units, to be constructed in the marina areas of Oxnard/Port Hueneme, will compete indirectly.

This substantial addition to the inventory should increase the competitive pressures for capturing both the tourist and commercial trade for the next few years.

DEMAND FOR HOTEL ROOMS

Projections of demand for new motel rooms in Ventura County and in the city of Camarillo are discussed in the following paragraphs.

Terminology

In an analysis of motel demand, occupancy levels are shown in terms of room-nights. A room-night is defined as the occupancy of one room for one night. The total potential annual room-nights is the number of rooms in the motel multiplied by 365 days. The annual occupied room-nights are the combined total of the number of nights each room is occupied during one year. When the number of room-nights for each motel in a market area are aggregated, the total represents demand for motel rooms.

Current Demand

The first step in projecting demand for Camarillo overnight accommodations involves an evaluation of motel utilization in the City. As shown in the text table below, the two competitive motels in Camarillo, Motel 6 and Las Posas Plaza, generated 32,800 occupied room-nights in the past year, enough to support 128 rooms at 70 percent occupancy.

Number of Competitive Motels	2
Number of Rooms	128
Total Potential Annual Room-Nights	46,700
Number of Occupied Room-Nights	32,800
Average Annual Occupancy (percent)	70%

Projected Demand

Total market area demand for motels in Ventura County has been projected by several secondary sources provided by the City of Camarillo. Using these sources, anticipated demand for new motel rooms in Ventura County and in the City of Camarillo are presented in the text table below for the 1975-1985 period.

	Total Demand			Net Change	
	1976	1980	1985	1976-1980	1980-1985
Projected Ventura County					
Occupied Room-Nights (thousands)	536.8	659.4	790.7	122.6	131.3
Projected Camarillo					
Occupied Room-Nights (thousands)	32.8	40.2	48.2	7.4	8.0
Camarillo Market Share (percent)	6.1%	6.1%	6.1%	6.0%	6.0%

As shown, current demand in Ventura County, which totals 536,800 room-nights, is expected to increase to 659,400 room-nights in 1980 and 790,700 in 1985. This represents increases of 122,600 room-nights, or 5.2 percent per year between 1976 and 1980, and 131,300 room-nights, or 3.7 percent per year between 1980 and 1985.

Demand for overnight accommodations in Camarillo has been projected as a share of the total Ventura County motel demand. Currently, motels in Camarillo have a 6.1 percent market penetration of total County demand, or 32,800 room-nights. If Camarillo maintains its market share, which may be difficult considering the extent and quality of the competition, it is expected that room-night demand will reach 40,200 in 1980 and 48,200 in 1985. Net room-night demand during each period totals 7,400 from 1976 to 1980, and 8,000 from 1980 to 1985, an increase of approximately 3.9 percent per year over the entire forecast period.

Projected Supportable Rooms

The number of supportable rooms is derived by dividing the total projected room-nights in Camarillo by 365 days to yield the total annual occupied rooms. This number is then divided by the expected occupancy levels to determine the total number of supportable rooms in the City. Deducting the existing and anticipated supply yields the net supportable rooms in the City for the duration of the forecast period. At an occupancy level of 70 percent, there is not sufficient demand to support a new motel of adequate operating size in the Camarillo area, as shown in the text table below.

	<u>1976</u>	<u>1980</u>	<u>1985</u>
Total Room-Night Demand for Camarillo Motels	32,800	40,200	48,200
Percent Occupancy Needed for Profitable Operation	70%	70%	70%
Number of Supportable Rooms	128	157	189
Existing and Anticipated Supply	128	158	158
Net Supportable Rooms at 70 Percent Average Annual Occupancy	0	(1)	31

As can be seen, there is no net demand expected in Camarillo through 1980, with only 31 new rooms required between 1980 and 1985.

ON-SITE POTENTIAL

In view of the limited opportunities for motel development in the City of Camarillo, the subject site cannot support the successful development of a motel in the foreseeable future.

Although the site under analysis has the characteristics suitable for a motel facility, (freeway access, exposure, and visibility), the properties just west of project site between Las Posas Plaza and the project site are more appropriate for a motel. This parcel is adjacent to an existing motel, is close to U.S.-101 on-ramp, and will have an excellent marketing window. However, at some future date, if the Las Posas Plaza parcel were to be developed, the subject property near the Carmen Plaza would be next in line for consideration as an appropriate site.

IMPACT OF THE CAMARILLO AIRPORT

The new Camarillo Airport, located south of Ventura Freeway, opened in October 1976. Presently, it is open for general aviation, and serves small private aircraft. According to interviews with the airport manager, it is highly unlikely that any scheduled airlines will serve the airport in the foreseeable future, due to the problems of environmental impact. Nevertheless, at least one California carrier has indicated serious interest in serving Ventura County through the Camarillo Airport. Because of the uncertain status of such flights, demand projections used herein have not accounted for the impact of Airport use by commercial carriers. However, if regular scheduled flights to Ventura via the Camarillo Airport were to commence, enough market demand should be generated to support the new motel in Camarillo. If the Airport is opened to commercial aircraft, the demand for new motels in Camarillo should be re-evaluated at that time.

SUMMARY

1. There are approximately 2,000 first and second-class motel rooms in Ventura County, of which about 69 percent (1,400 units) are located in the Oxnard Plain. The better motels are clustered in three locales: (1) Thousand Oaks and Westlake, near the Los Angeles County border; (2) west of the intersection of U.S. 101 and Highway 1; and (3) Oxnard or Ventura, near beaches and marinas. Most of the newer motels are located along U.S. 101.
2. The motel industry in Ventura County has grown substantially in the last 15 years. Between 1960 and 1970, 1,064 rooms were added, and between 1970 and 1975 519 rooms were added. By 1980, another 770 units are likely to enter the market.
3. Only three motels containing 158 units are located in Camarillo. Commercial travelers and small business conferences comprise about 35 percent of market support for these motels, and tourists comprise about 65 percent. Overall occupancy levels in Camarillo motels averaged approximately 65 percent during the past year, while the two better motels averaged about 70 percent occupancy.
4. Currently, motels in Camarillo have a 6.1 percent market penetration of Ventura County demand, or 32,800 room-nights. If Camarillo maintains its market share, it is expected that demand will reach 40,200 room-nights by 1980, and 48,200 by 1985. There is not sufficient demand to support a new motel of adequate operating size in the city during the forecast period. The Las Posas Plaza Motel expansion will absorb all excess demand for Camarillo through 1980. Net demand from

1980 to 1985 is only enough to support 31 additional rooms.

5. If scheduled commercial airline service is initiated at the Camarillo Airport, demand for 100 to 150 motel rooms may be generated in the Camarillo area.

Section VIII RECOMMENDED LAND ALLOCATION

This section presents the recommendations of land allocation on the Civic Center block by land use.

LAND ALLOCATION

Exhibit VIII-1 shows the allocation, taking into account the planned and proposed projects for which information is currently available. These projects include the expansion of the auto/recreational vehicle dealership (on the southwest corner of the property) into the 7-acre area immediately to the north (designated Parcel B on the map), and development of a handball/racquetball facility on the southwest corner of the intersection of Rosewood Avenue and Pickwick Drive (using about 1 acre of land in Parcel D).

The allocation assumes that office uses (including space for owner-user buildings) would be concentrated around Rosewood Avenue south of Pickwick Drive on Parcels C and F. The existing Rosewood Professional Building would represent the initial project. There is excellent freeway access and visibility, and the development of the racquet club would offer office users a nearby recreational amenity for use before and after work and during lunch hours.

Residential development is recommended for the area north of Pickwick Drive (Parcels A, E, and G), with primary access via Ponderosa Drive. This land use has the greatest acreage requirement, and would tie in naturally with the existing residential projects. Most of the market support is for apartments, which could be developed near the existing units on the west end of the parcel, and extended as far to the east as necessary. Some space near the Civic Center could be reserved for ownership housing projects (either attached condominiums or detached single-family units). Residential uses could also be developed on Parcel H immediately south of Pickwick Drive just west of Carmen Plaza. If sufficient owner-user office demand were to develop, however, office uses would be more appropriate for this site.

Retail and restaurant uses have a land area requirement of only 2 to 3 acres, with recommendations for freeway access and visibility. Parcel I, with 5 acres, would be sufficient to handle these uses, and possibly tie into Carmen Plaza. Such a tie-in could be difficult, however, due to the configuration of the shopping center.

Parcels J and K represent buffer areas around the new Civic Center. With residential uses proposed for the vacant land north of Pickwick Drive, some buffering would be needed to insulate the housing from the government use and to tie into the retail center on the south. This could take the form of a park or other open/green space, a church, or a community building.

Exhibit VIII-2 compares the acreage allocations to the on-site potential determined in the market analyses. There are some differences due to the configuration of the Civic Center

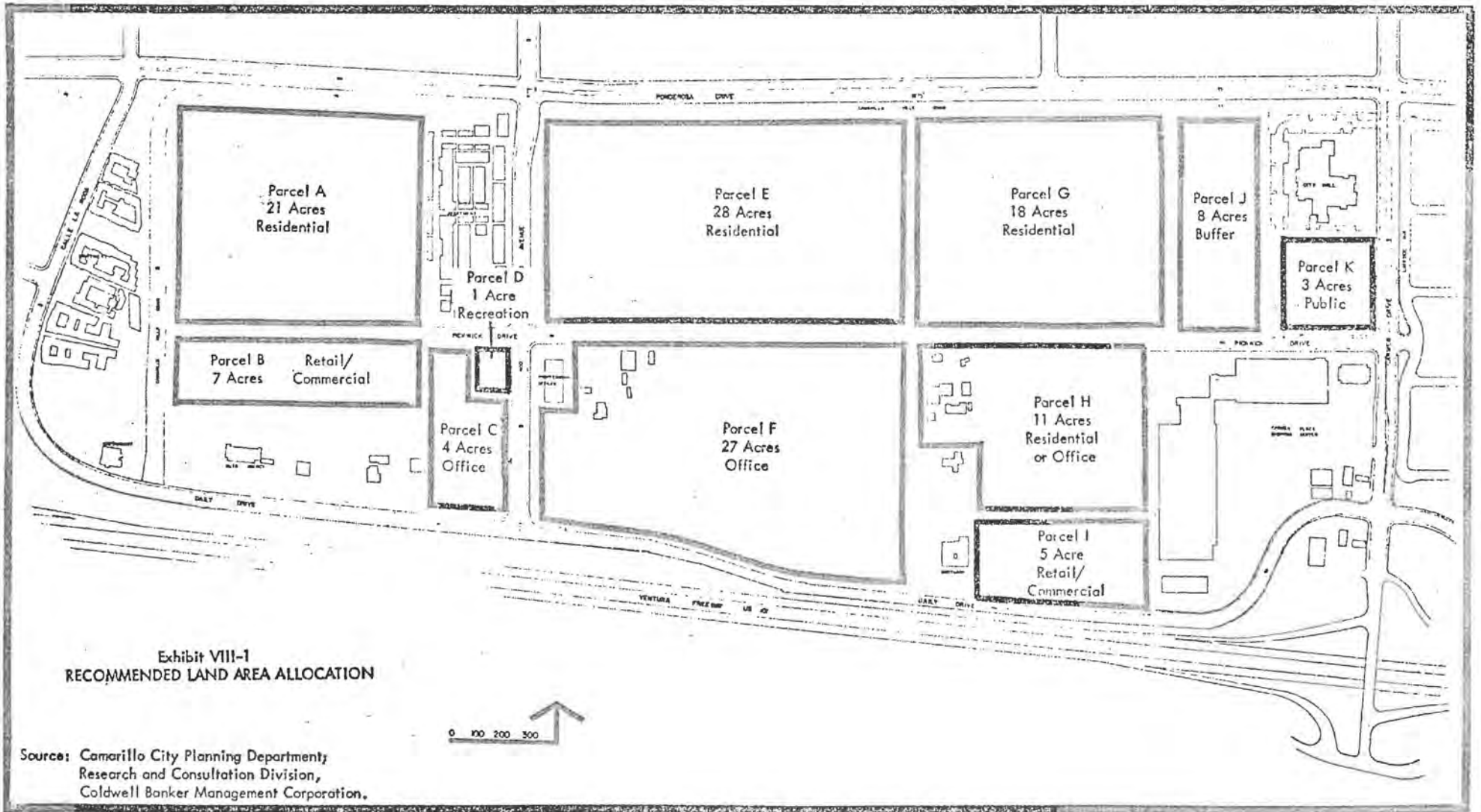


Exhibit VIII-1
RECOMMENDED LAND AREA ALLOCATION

Source: Camarillo City Planning Department;
Research and Consultation Division,
Coldwell Banker Management Corporation.

Exhibit VIII-2
SUMMARY OF RECOMMENDED LAND ALLOCATION
1985

<u>Land Use</u>	1985 Land Area Requirements (acres)	
	<u>Market Conclusion</u>	<u>Preliminary Land Plan</u>
Residential	85	78
Office	22	31
Retail/Restaurant ^{1/}	10	12
Other ^{2/}	<u>16</u>	<u>12</u>
TOTAL	133	133

^{1/} Including 7 acres for expansion of existing commercial uses on Daily Drive.

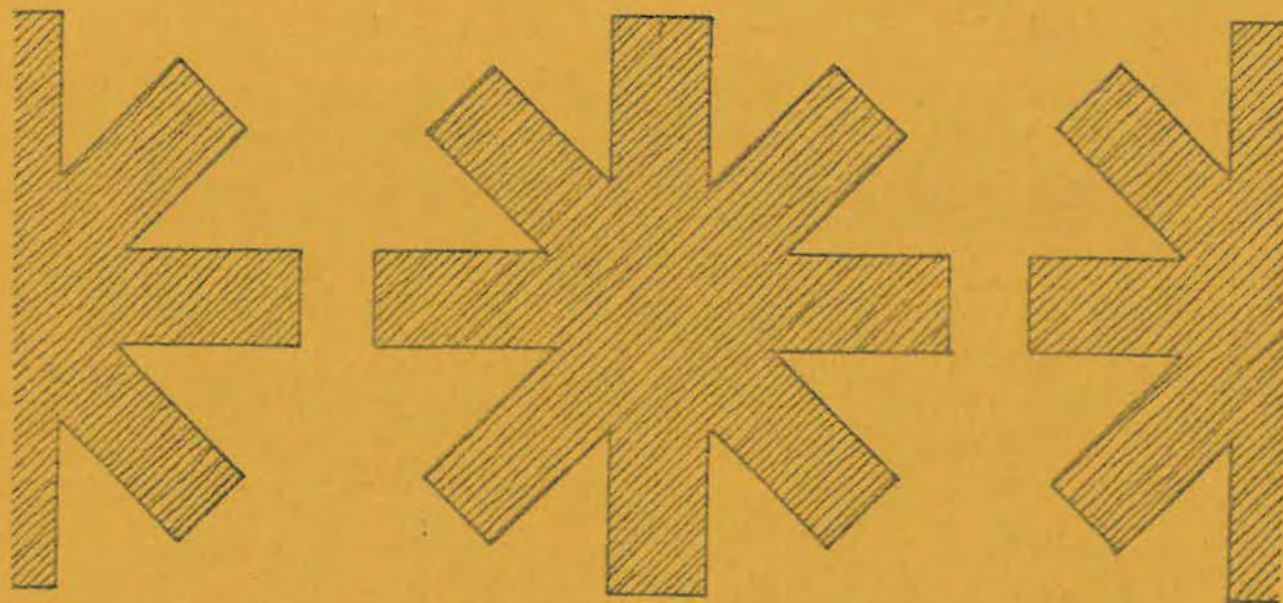
^{2/} Including public/religious/recreational uses and streets.

Source: Research and Consultation Division, Coldwell Banker Management Corporation.

parcel and the location of existing improvements. The land allocation described above represents only one of many possible plans. The land uses have been placed in those areas of the parcel which are most appropriate, and the actual acreage used could vary.

SUMMARY

1. The market analyses indicate that most of the land in the Civic Center parcel could be used for residential development. Accordingly, approximately 78 acres have been allocated for housing (primarily higher-density multiple-family units), with 31 acres for office space (including land for owner-user buildings), 12 acres for retail/restaurant uses, and 12 acres for other uses.



**CIVIC CENTER
SPECIFIC PLAN**

3 * DESIGN

CAMARILLO PLANNING DEPARTMENT

CIVIC CENTER BLOCK SPECIFIC PLAN DESIGN CRITERIA

A basic intent of the Civic Center block is to provide an area having "convenience, cohesiveness, concentration of uses, access and centralization" (page 46, Camarillo General Plan) within the centrum of the city. It is intended that this concept would be implemented by the adoption and regulation of a specific plan.

The specific plan, as a further interpretation of the General Plan, regulates the use of the land based on a further analysis of the subject area. In addition, more precise design criteria can be outlined similar to the following:

- a. regulation of the location and use of buildings or other improvements;
- b. regulation of height and bulk of buildings and open spaces between buildings; and
- c. such other measures deemed necessary.

There are many facets of design requiring consideration in the development of the Civic Center area. The General Plan addresses the policies related to community design in the various elements. These policies will be pertinent to the Civic Center block as well.

A review of the Zoning Ordinance similarly reflects a sound base in terms of the development of the Civic Center block. What is necessary then in terms of this section on design criteria, is to embellish certain aspects related to this unique civic block and to emphasize the important cohesion necessary between the various zones/uses and policies of the General Plan.

As the block relates to the new Civic Center and to the centrum overall, the cohesiveness and concentration of uses provides a special area requiring direction as related to the various aspects of design.

Architecture
Landscaping
Site design
Streetscapes
Signage/Graphics
Community facilities

All of these elements are singularly important and interrelate to form a total design program for the area. The complementing of one characteristic such as architecture and another such as landscape, will result in a well designed and cohesive area of different land uses.

SITE PLANNING

While site planning is not self inclusive as it has definite interrelationships to buildings, landscaping, and streetscapes, this section will emphasize those concepts pertaining to site design as related to civic area. The civic block provides for a variety of uses that will compliment one another. There is a definite need then to emphasize each particular land use type and provide a common base that can relate to all uses.

This common base could include parking areas, use of common private access ways, landscaping, buildings. While there is a strong circulation pattern existing in the civic block area, a transition between the street and parking/receiving areas is necessary. Access ways, intergal with the layout of the buildings would provide this. The access ways can then be used as a secondary means of going from one complex to another and to provide joint use of common parking areas.

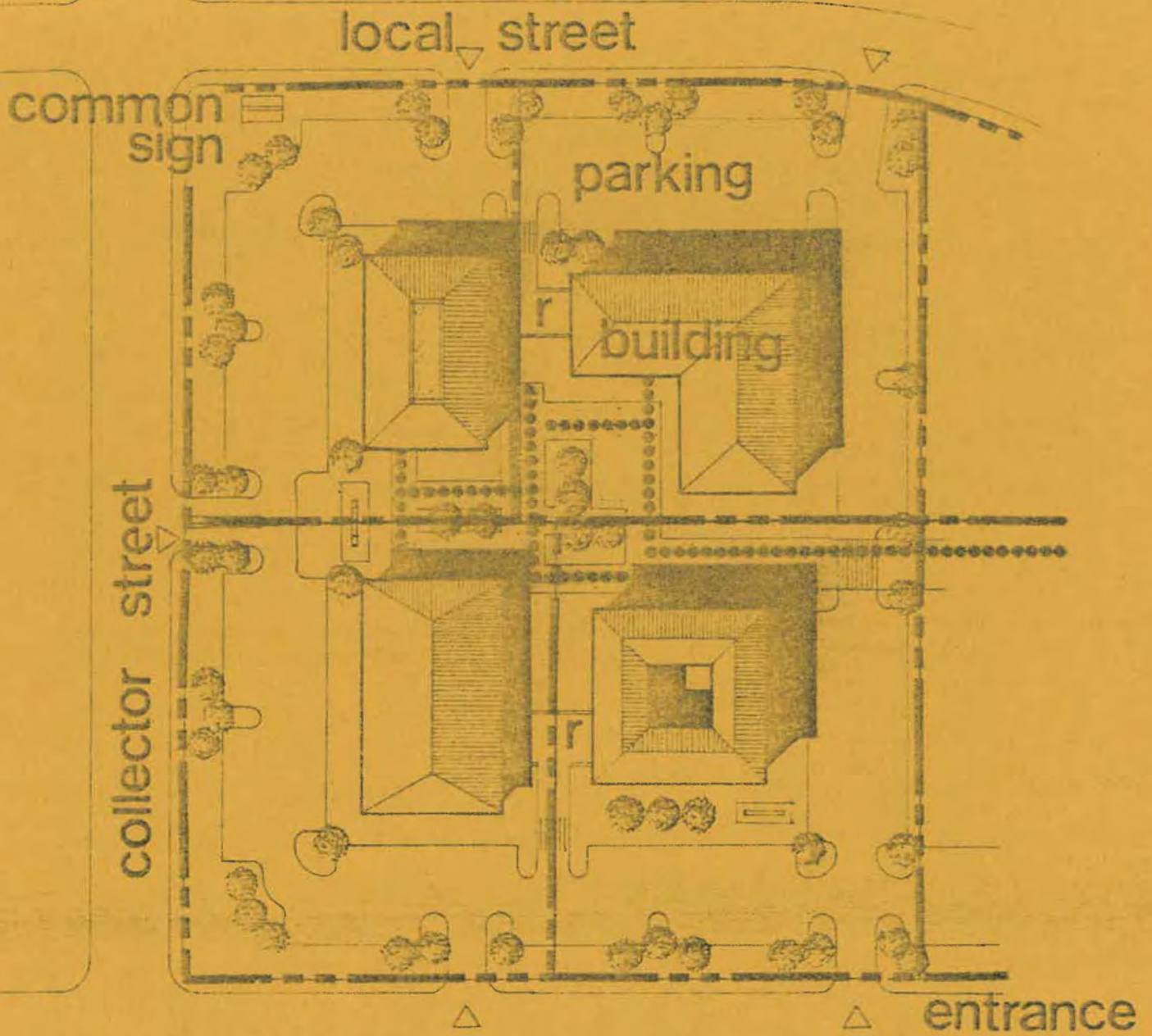
The siting of building and parking areas can be used to form other areas. The areas formed then provide for open space, plazas, common receiving areas, etc. The open space areas would be part of a secondary pedestrian link.

Setbacks are another important element of a site plan. A 30-foot setback from the Lantana Street, Pickwick Drive, Daily Drive and Ponderosa Drive* rights of way would emphasize the concept of the civic area's cohesiveness. Buildings of three stories or more should provide even greater setbacks from streets by providing five feet additionally for each floor over two stories. A setback between buildings should be at least the height of the taller building.

*(accessory buildings such as garages may be located in the Ponderosa Drive setback when proper architectural features are used.)

ARCHITECTURE

The architectural design of the buildings within the civic block area should use the theme of the City's Heritage Policy. This is because of the use of an early California theme in the design of the buildings existing in the civic block area. In addition, a portion of the civic block is within the Heritage Policy area. The General Plan also emphasizes in its Urban Design Element the use of an early California design or a related style.



legend:

no scale

- r receiving area
- pedestrian way
- - - property line

DESIGN CONCEPT
E

The early California style would be reflected in the building's shape, materials, textures, color, and relationship to the site. Materials for the building would include stucco, wood, tile, glass, brick. Appropriate textures would complement each material.

Earth tone colors would be used as a color scheme. Each material would dictate the color as to its suitability.

The building's size and shape would be that of a human scale and one of visual interest. Balance rather than symmetry is to guide the massing and would reflect the interior functions.

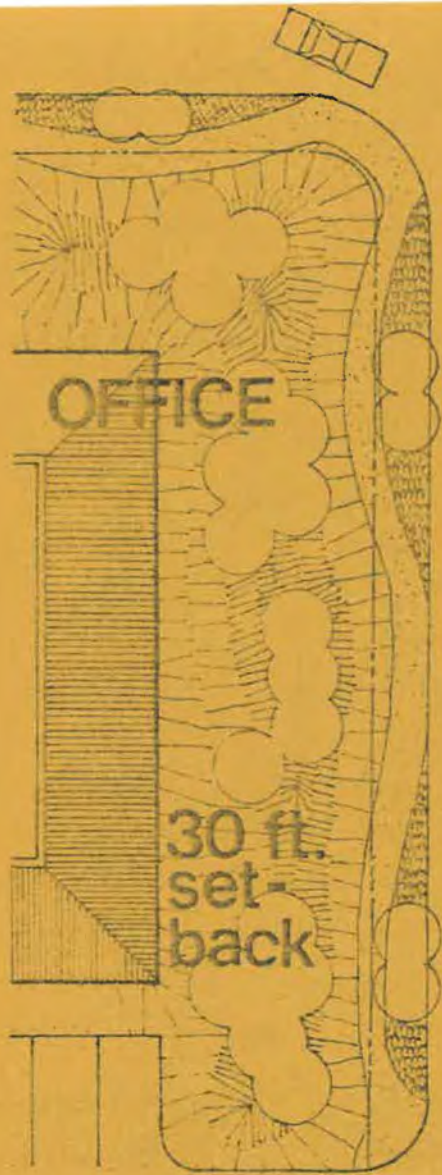
LANDSCAPING

Extensive landscaped areas should be featured as part of the plan. Landscaping provides and emphasizes open space area necessary for light, air, aesthetics, and is a cohesive element relating one development to another within the civic block area.

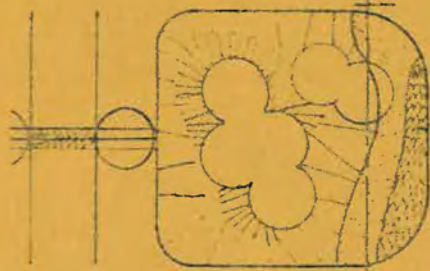
Aspects of the landscaped environment would include plant materials, location of plant materials, pavement, textures, and the relationship to buildings and the spaces they form.

In terms of building setbacks, landscaped areas of 30 feet should border Lantana Street, Pickwick Drive and Daily Drive rights of way in the civic block. One special consideration would be in the case of the Ponderosa frontage. Accessory buildings in residential area could use special architectural treatment with landscaping and therein be developed under regular setbacks. Primary buildings, such as residential units, would require a 30 foot setback from Ponderosa Drive consistent with the other street setbacks proposed for the civic block area. These setbacks would be used for secondary means of circulation such as pedestrian and bicycle movements. The transportation modes would relate to landscaped plazas and open space areas formed between buildings for a network of pedestrian links between the various uses in the area.

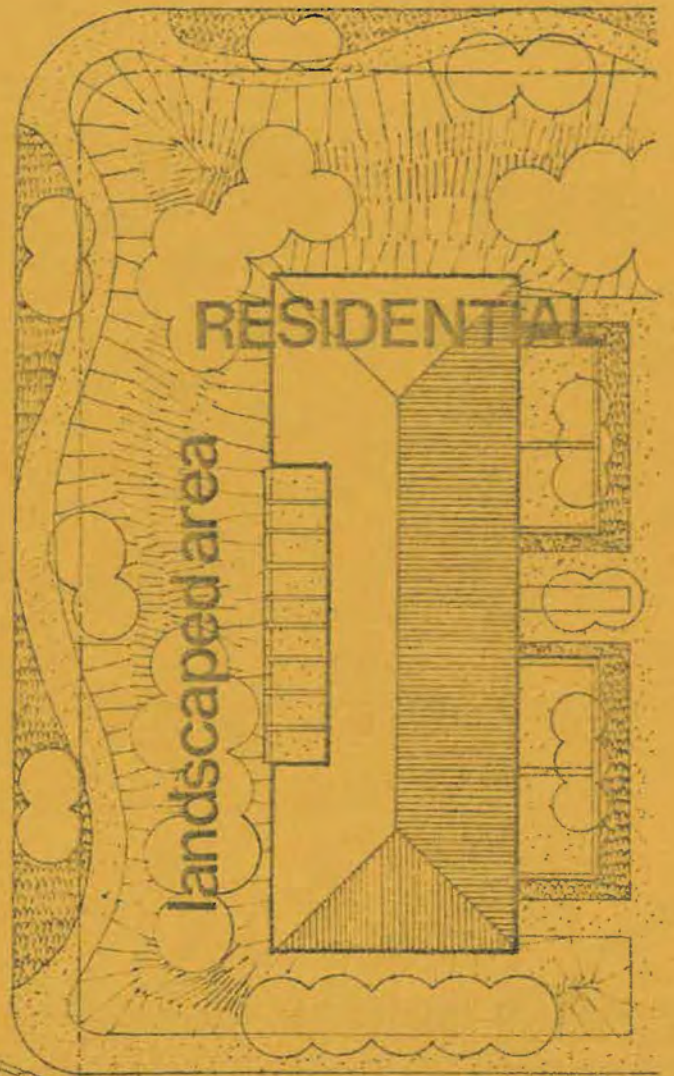
Groupings of street trees, plant materials, rock materials, street furnishings and coordinated graphics would also be found in the 30-foot setback area. This would provide for a multipurpose buffering between building and street.



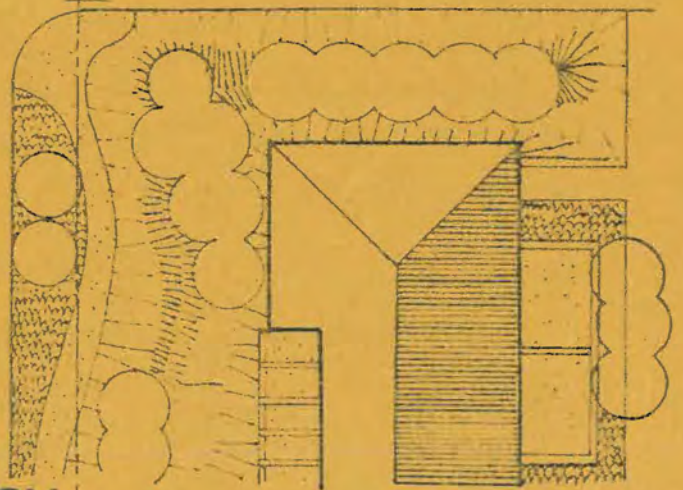
parking



right-of-way



parking



DESIGN CONCEPT

F

Plant materials should be purposeful and appropriate. Groupings should be used for emphasis and should be selected based on the plant's characteristics. A sense of scale and texture should be achieved that relates to the building and pavement.

Proper maintenance should be insured. A good design consisting of proper materials and irrigation systems will help in addition to on-going trimming, fertilization and replacement programs.

All existing tree vegetation in the area will be reviewed prior to removal. Specimen trees and shrubs in good health shall remain to accent the area. This would include trees over the height of 15 feet unless the removal can be offset by appropriate like planting. Shrubs are more easily accommodated and will allow for transplanting.

SIGNAGE/GRAPHICS

Special emphasis on the design of signs and all graphics is necessary. All signs and graphics would need to be coordinated and complimentary to the other facets of the design program of the area. The Sign Ordinance would be used as the basis for regulating signs in the civic block area. In addition the following criteria would guide the design of the signs.

1. All signs should be similar in size, shape, color, script, and construction. This does not require that they be exact duplicates, but rather complimentary of one another.
2. Signs/graphics should be grouped wherever possible.
3. Signs/graphics should coordinate with the streetscapes and buildings, and wherever possible signs should be integrated into the building facade.
4. Signs and graphics should be clear, concise and purposeful.
5. A distinction should be made between advertising graphics and informational graphics. Informational graphics such as street signs are functional. Advertising graphics such as store signs are necessary to the business but should not infringe upon informational graphics.

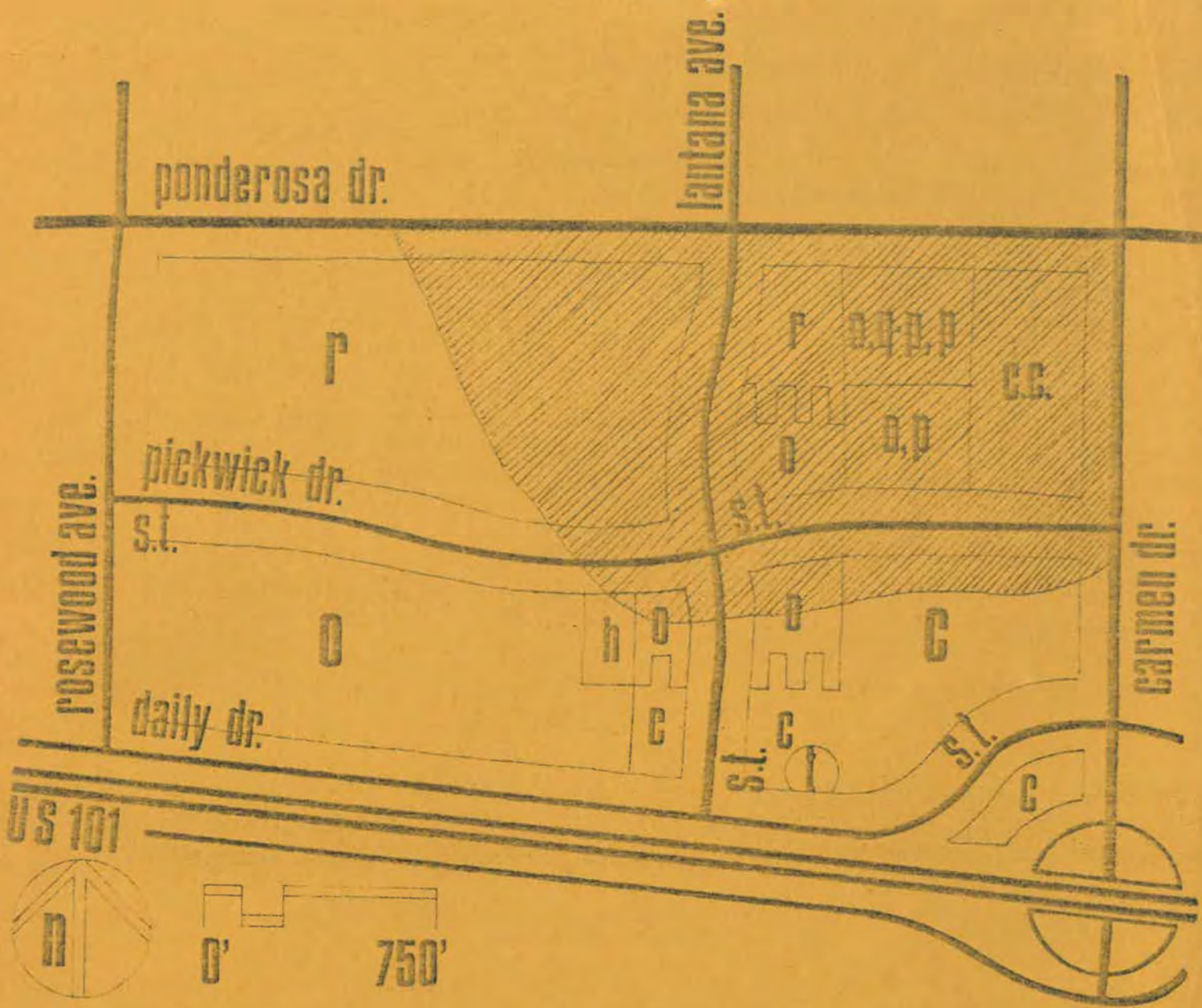
STREETSCAPES


Streetscapes are a result of the development along the street. The viewer, when traveling a street perceives the various elements, the buildings, the landscaping, the street furnishings, and the vistas. The elements respond to the viewers perception in terms of continuity, coordination, interest, and attractiveness.

COMMUNITY FACILITIES

Community facilities such as civic buildings, streets, and utilities should be reflective of the city. They should be coordinated in terms of their appearance with a civic theme including the heritage policy design concept. In addition, the design must compliment other developments but allow for emphasizing the fact that the facility is a public one.

Utilities in the area would be located underground to relieve an otherwise cluttered appearance. This would be beneficial in terms of safety and efficiency as well.



- | | |
|-------------------|-----------------------------------------------------------------------------------------------|
| c commercial | r high density residential 30 d.u./ac. max. |
| o office | c.c. civic center |
| p public | h historic site |
| q.p. quasi-public | t transit center |
| | s.t. special treatment |
| |  centrum |

adopted plan
G