

Chapter 2 — Project Vision and Design Principles

The following Land Use and Design Principles were developed and refined from input received through meetings with City representatives, stakeholders, and community workshops. These principles help define the vision for a well connected mixed-use pedestrian-oriented environment, and are consistent with the objectives of the City of Camarillo's General Plan and Zoning Code (Title 19 of the Municipal Code).

Ultimately a unified theme is desired for Camarillo Commons Plan Area (Plan Area) that ties a tightly knit pedestrian-oriented streetscape into a mixed-use core. The Plan Area will incorporate residential units, specialty retail, neighborhood serving retail, dining, and nightlife in order to establish a livable environment that thrives seven days a week. Common open spaces in the form of plazas and green space will be integrated throughout the site, providing places where people can relax, play, and interact. Paseos and landscaped parkways will meander through and connect plazas and green spaces, to promote a vibrant environment that encourages walking by enhancing the pedestrian experience.

Camarillo Commons will become a destination for both visitors and residents, attracting people and families to spend the day shopping, dining, and gathering at special events.



Design Principles:

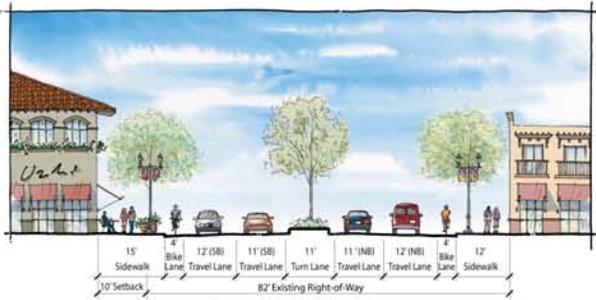
1. Establish the Plan Area as a “destination,” accommodating a range of uses and creating an identity that can act as a catalyst to attract Camarillo’s local residents and visitors as well.
2. Develop a distinct pedestrian-friendly streetscape particularly along Arneill Road with amenities, wide sidewalks, and storefronts oriented toward the street.
3. Incorporate a primarily vertical mix of uses that would intensify much of the underutilized parcels in the project area (i.e. paved parking lots) and establish an energized environment that is inviting and safe.
4. Integrate common open spaces in the form of plazas and green space throughout the site to provide places for people to relax, play, and interact.
5. Establish a strong connection between the project area and Ventura Boulevard (Old Town), through effective streetscape and architectural design elements.
6. Link the Raemere Street residential neighborhood to the Plan Area by promoting complementary design guidelines to enhance the neighborhood and by providing pedestrian connections to the Plan Area.
7. Create gateways at key intersections to denote entries into the Plan Area and establish a unique quality and identity for Camarillo Commons.
8. Locate the tallest structures centrally on the site stepping buildings back from the major arterials, to transition heights from adjacent properties .
9. Integrate a variety of housing opportunities throughout the project area that include a mix of product types and densities.
10. Incorporate a public plaza centrally located in the Plan Area that serves as the center for community events and celebrations (i.e., farmers markets, picnics, etc.).
11. Focus mixed-use development along Arneill Road and Aldea Drive into the core of the Plan Area locating office and residential uses above ground level retail.
12. Provide an opportunity for high-density stand-alone residential along Barry Street and Ponderosa Drive with the intent of supporting the primary commercial and retail uses.
13. Plan for entertainment, community-serving retail, cafés, and related uses such as specialty markets and bookstores.
14. Encourage new public and quasi-public uses, such as a new community center, playhouse/theater, or other family-oriented uses.
15. Encourage shared parking facilities and on-street parking.
16. Prohibit certain land uses that erode the desired pedestrian village concept, such as mini-storage, building supplies, drive-thru restaurants, auto repair, etc.
17. Consider the development of a Camarillo Commons shuttle and/or connection with existing city transit service that conveniently links the area’s businesses and sites and provides a tie to Camarillo’s Old Town and the California State University at Channel Islands.

VISION POSTER

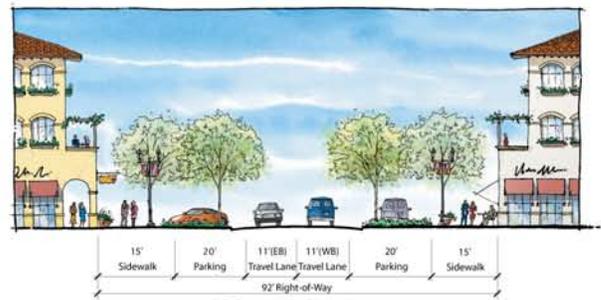
The vision poster (figure 2.1) illustrates the community vision for the Plan Area. It lays out in graphic form, how the site could develop and the character it could have. The vision plan was developed to fulfill the goals and intent of the Camarillo Commons’ design principles. The site plan carefully places development allowing for phased implementation, taking into account the underlying property lines and existing roadways. The poster not only illustrates the City’s vision, it also is a tool to market this area for redevelopment and a tool to keep the vision alive.

BEFORE AND AFTER GRAPHICS

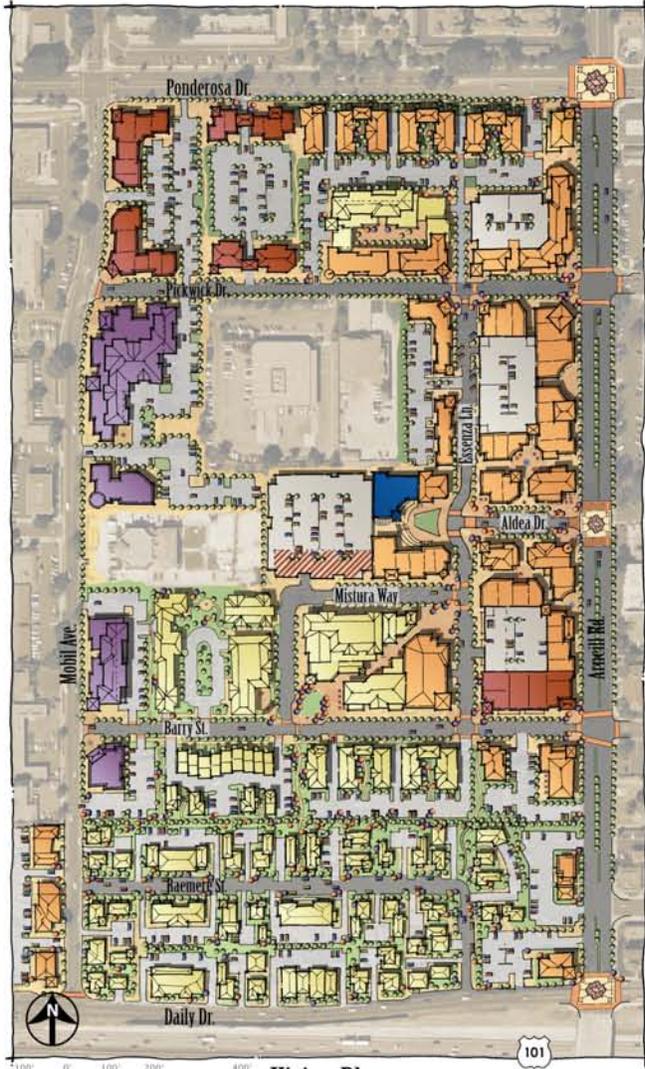
The following before and after graphics (figures 2.2 - 2.4) depict the potential for development at three key gateway locations in the Plan Area. The graphics were derived from input received at the community workshops and charettes.



Arneill Rd. Section



Aldea Dr. Section



Vision Plan

- Legend**
- Quasi Public / Mixed Use
 - Retail
 - Parks
 - Office
 - First Floor Retail
 - Plazas
 - Mixed-Use
 - Residential
 - Parking Structure



Typical Residential Street



Bird's Eye View of Project Core



Typical Pedestrian Plaza

VISION & DESIGN PRINCIPLES



Camarillo Commons

City of Camarillo

rrmdesigngroup
creating environments people enjoy™

VISION POSTER

FIGURE 2.1

BEFORE



AFTER



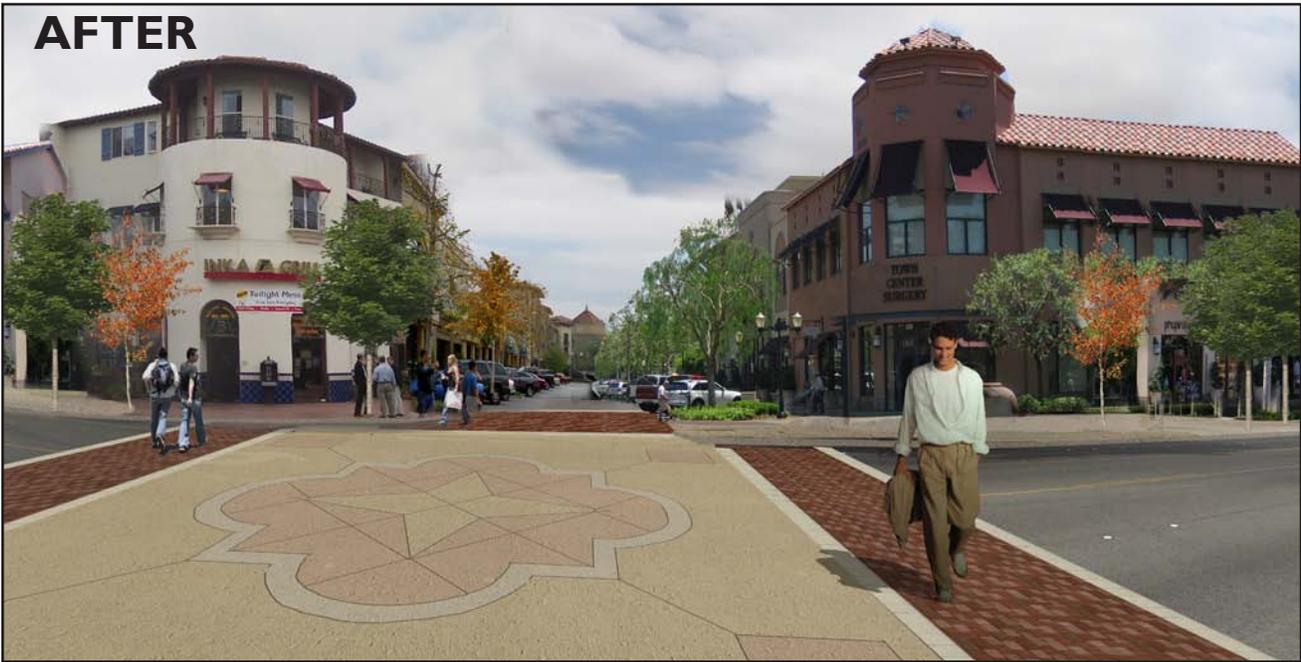
FIGURE 2.2

INTERSECTION OF BARRY STREET & ARNEILL ROAD

BEFORE



AFTER



VISION & DESIGN PRINCIPLES

FIGURE 2.3

**INTERSECTION OF ALDEA DRIVE &
ARNEILL ROAD**



FIGURE 2.4

INTERSECTION OF PONDEROSA DRIVE & ARNEILL ROAD