



## City of Camarillo

### Dawson Drive Area Concepts and Design Guidelines

### Neighborhood and Community Workshops

April 15<sup>th</sup> & 16<sup>th</sup> 2009

## Introduction

Several stakeholder interviews were conducted by Mogavero Notestine Associates and Seifel Consulting during the day on April 15th. Stakeholder interviews allowed the consultant team to learn vital information about community concerns, past efforts and future hopes. Stakeholders included representatives from:

- Dawson Drive business community
- California State University, Channel Islands
- Chamber of Commerce
- Property Owners

The public part of the program began with a workshop, during the evening of the 15<sup>th</sup>, with the Calleguas Gardens neighborhood. About 25 people took part in this workshop. The neighborhood workshop was followed by a general public Workshop, during the evening of April 16<sup>th</sup>, which was attended by approximately 30 members of the broader community, as well as members of the Citizens Advisory Committee of the Redevelopment Agency.

Mogavero Notestine Associates conducted a Community Image Survey at the beginning of both workshops. The surveys consisted of 40 slides of photographs taken in Camarillo and other communities. As a whole, the images presented contrasting views of a neighborhood — streets, sidewalks, retail potential, office buildings, housing, gateways and transportation features. The surveys were used during the workshops to involve participants in the planning process and to gauge what they wanted to see in the area.

Group sessions followed and involved area-wide planning effort. Participants were divided into working groups and given several minutes to respond to a series of four questions in one or two brief thoughts with three- or four-word statements for each question. The balance of the time was spent reaching consensus and prioritizing the list. Responses were written down on large print pads and the top two to three concepts for each question were presented to all participants at the Plenary Session (a session attended by all of the participants). The workshop concluded with a general discussion.



## Results

The results of the workshops follow – first with combined results of the Community Image Survey and then the individual group exercises for the Neighborhood Workshop on April 15th and the Community Workshop on April 16<sup>th</sup>.



## **Taking the Community Image Survey (CIS)**

- **Will view 40 images in rapid succession**
- **Rate each image on basis of:**
  - **Do I like or dislike the image?**
  - **Is it appropriate for the Dawson Drive Area?**
  - **By what value do I like or dislike it?**

## **Taking the CIS — 2**

- **In rating each image use a scale of –5 to +5**
  - **If strong dislike, give it a –4 or –5.**
  - **If dislike, but not as strongly, give it a –2 or –3**
  - **If feel neutral about it, give it a score of 0**
  - **Same on the plus side**

## **Taking the CIS — 3**

- **There are no “right” or “wrong” answers**
- **Go with your initial “gut” reaction**
- **Don’t consult your neighbors**
- **Have fun!**



**Style**

**1.31**

**1**

**Comments:** Liked architectural style but not scale of building. Too large



**Style**

**2.14**

**21**

**Comments:** Liked landscaping, feeling of open space, not necessarily the architecture.



**Pedestrian Realm**

**0.90**

**2**

**Comments:** Liked streetscape improvements



**Pedestrian Realm**

**-3.30**

**22**

**Comments:** Very poor situation for handicapped users (and for all users). Forces people onto private property or street.



**Self Storage**

**-1.93**

**3**

**Comments:** Couldn't tell what the use was



**Self Storage**

**0.78**

**23**

**Comments:** Improved by landscaping, some architectural style.



**Relationship to the Street**      **1.76**      **4**

**Comments:** Nice landscaping



**Relationship to the Street**      **-1.63**      **24**

**Comments:** Very barren. Only plus is lots of parking.



**Reuse of Industrial Buildings**

**-3.48**

**5**

**Comments:** Building needs to be fixed up.



**Reuse of Industrial Buildings**

**-1.38**

**25**

**Comments:** Building style okay, but building is too large, out of scale for the Dawson area.



**Student Housing – Mixed Use -0.89**

**6**

**Comments:** Did not like architectural style. Too boxy. Doesn't look like Camarillo.



**Student Housing – Mixed Use 1.86**

**26**

**Comments:** Liked architectural style, use of curves.



**Biking Experience**

**-2.86**

**7**

**Comments:** Very unpleasant.



**Biking Experience**

**0.36**

**27**

**Comments:** Some thought this was a confusing intersection and not safe for cyclists. Some thought bike lanes in general were a good idea. Bicyclists also need to know and follow rules of the road.



**Alleys**

**-2.67**

**8**

**Comments:** "The Alley" is not an appealing space.



**Alleys**

**0.50**

**28**

**Comments:** Didn't realize this was on an alley.



**Small Open Space** 2.52

9

**Comments:** Looks like a real place where people would spend time.



**Small Open Space** 1.96

29

**Comments:** Looks like a parking lot with landscaping that nobody would or can use.



**Mixed Use**

**2.58**

**10**

**Comments:** Liked architectural style and scale.

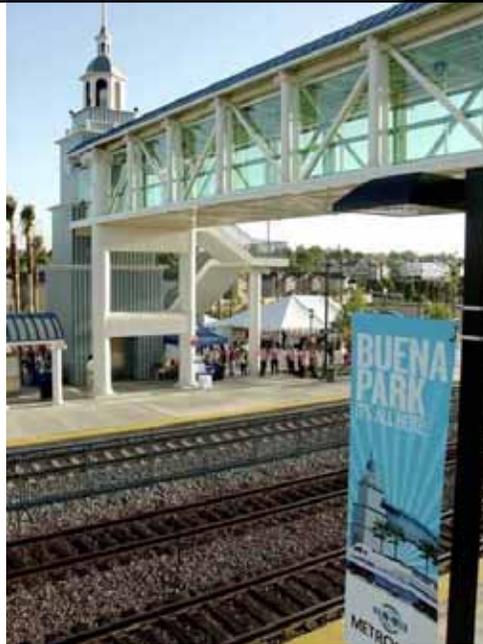


**Mixed Use**

**0.84**

**30**

**Comments:** Architectural style is okay, but looks too dense.

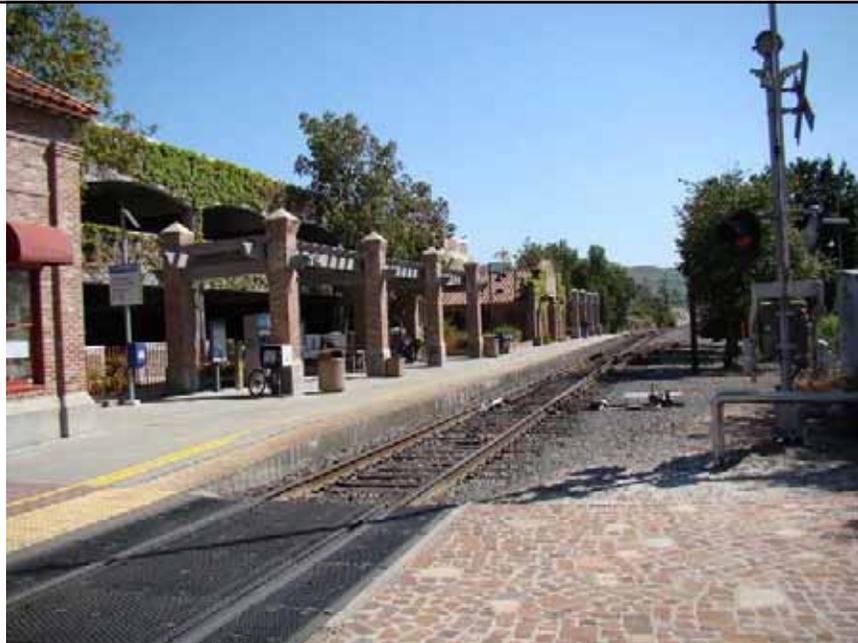


**Crossing**

**1.94**

**11**

**Comments:** Some liked architectural style, some did not. Expensive and not as quick a route to the other side.



**Crossing**

**1.84**

**31**

**Comments:** (San Juan Capistrano Metrolink/Amtrak Station) Generally liked the feel of the station and the at-grade pedestrian crossing. Some conflict if there is a parked train. Would require approval of railroad.



**Gateway and Wayfinding 1.73 12**

**Comments:** Liked how well the Camarillo Ranch is signed.



**Gateway and Wayfinding -1.36 32**

**Comments:** Hard to tell this is an entryway to Fillmore.



**On Street or Off Street** 1.98

**13**

**Comments:** Liked off-street bike path.



**On Street or Off Street** 2.04

**33**

**Comments:** Liked on-street bike lanes. Bicyclists need to stay off street to avoid conflicts with cars and trucks.



**Comments:** Liked shade.



**Comments:** Not as appealing of a parking lot. Camarillo does not have parking lot shading requirements.



**Possibilities**

**-4.06**

**15**

**Comments:** Not appealing.



**Possibilities**

**1.21**

**35**

**Comments:** Some liked the architectural style. Some did not like the quonset hut look. The use was okay.



**Signs**

**-3.16**

**16**

**Comments:** Did not like the billboard.



**Signs**

**-2.88**

**36**

**Comments:** Do not like billboards in general.



**Reuse Opportunities**      **0.84**      **7**

**Comments:** Hard to tell what use this is. Liked nice landscaping.



**Reuse Opportunities**      **-2.82**      **37**

**Comments:** Not appealing, but must remember when this was a 3M facility, this lot was full.



**Best Use?**

**-2.82**

**18**

**Comments:** Not a nice view. Should remove these uses next to tracks so you get a clear view of the church.



**Best Use?**

**1.94**

**38**

**Comments:** Generally liked.



**A View from the Tracks**      **-3.61**      **19**

**Comments:** Not appealing.



**A View from the Tracks**      **1.60**      **39**

**Comments:** Much improved, but could still be a more appealing place to wait for a train.



**Pedestrian Comfort and Safety**    **-3.82**    **20**

**Comments:** Not appealing.



**Pedestrian Comfort and Safety**    **1.96**    **40**

**Comments:** Liked that walkway was set away from traffic and also buffered from buildings with landscaping.

# Calleguas Gardens Neighborhood Workshop

## April 15, 2009

### Group Exercise Questions

1. **What are the 2 most important issues (positive or negative) that the Dawson Drive area will face in the next 10 years?**
  - Increased traffic and pollution
  - Pedestrian walkways crossover (railroad)
  - Barriers to pedestrians and bikes
  - Preservation of and improvements to the residential neighborhood
  - Safety and pedestrian routes
  - Access to town (eg: Old Town)
  - User friendly approach to area
  
2. **What kind of public area physical improvements should be made/developed in the Dawson Drive area? Where? (Examples: Streetscape, parking lots, landscaped areas, entrance features, parks, pedestrian/bike connections, traffic calming, etc.)**
  - More parkway landscaping
  - Sign delineating Rancho Calleguas Garden
  - More open spaces, pedestrian/bike lanes
  - Stop sign at Camarillo/Petit and Magnolia/ Dawson intersections
  - Streetscape on Dawson
  - Traffic calming measures
  - Remove billboard; industrial properties in this area are an eyesore to public view
  - Public area – traffic calming; consider traffic circles
  - Wide outside lanes for bicycles (separate lanes not needed)
  - Avoid highly visible parking lots
  - Provide improvements consistent with the greater Camarillo area

- Traffic calming measures
- Underground utilities to reduce visual clutter
- Signal need at off-ramp on Petit Street.
- Parking restrictions (parking management)
- Pedestrian/Bicycle connections
- Good landscaping
- Entrance features
- Streetscape landscaping
- Pedestrian/Bike connection; access (to town, etc)

3. **Considering that the City has limited resources, where should their nonphysical efforts be focused?** *(Examples: Business recruitment, promotions, maintenance, law/code enforcement, technical assistance, other city help {what kind?} etc.)*

- Maintenance
- Code Enforcement – properties
- Public transit
- Business recruitment
- Street / Landscape improvements
- Code/Law Enforcement (excess vehicles on street)

4. **Are there places in or near the Dawson Drive area that present special development opportunities?** *(Examples: reuse opportunity, vacant buildings, empty lots, parking lots, low density, ugly building, etc.)*

- Vacant buildings
- Billboard sign
- Imation site
- Pedestrian Walkway – not used – hazard
- Pedestrian crossing at Metrolink
- Clean up the area

- Redo industrial buildings by railroad tracks
- Parking near 3M difficult to access
- Make sure any changes benefit everybody, not just business
- Its all unattractive
- Incentives for improvements of homes
- Dawson – along tracks some very ugly buildings and clutter

5. **What is your long term vision for the area?**

- Restrict/close access to neighborhood
- More walkable
- Traffic calming measures
- Retain integrity of first established neighborhood in Camarillo
- Safe for families and children. Not too much industrial
- Small businesses that serve community within walking distance of housing
- Multi-use/mixed use
- Safe pleasant routes to walk and bike
- Underground utilities
- Improvements with appropriate aesthetic design
- Improve freeway approach to Old Town
- Train Station improvements
- Appropriate landscaping
- Safety for pedestrians and bikes
- Appearance consistent with the rest of the city.
- Good access to town and Metrolink mixed-use (#1 priority)
- Moving from disorganized industrial area to attractive, coherent, multi-use community (#1 priority)
- An entrance to the area that doesn't look like an industrial area

## Questions or Concerns

- Utilities – underground?
- Can residential neighborhood be gated? (Camarillo Street and Magnolia entrances)
- Metrolink parking on east side of railroad instead of buildings

# General Dawson Drive Workshop

## April 16, 2009

### Group Exercise Questions and Responses

1. **What are the 2 most important issues (positive or negative) that the Dawson Drive area will face in the next 10 years?**
  - Traffic too fast on Dawson
  - Do not downzone this area – Keep Industrial
  - Loss of agriculture, blight, circulation, screening while developing, accessibility, user friendly
  - Economics, landscaping, future growth/jobs w/university
  - Traffic
  - Redevelopment
  - Streetscapes
  - Traffic, beautification, provide more commercial use
  - Traffic construction
2. **What kind of public area physical improvements should be made/developed in the Dawson Drive area? Where? (Examples: Streetscape, parking lots, landscaped areas, entrance features, parks, pedestrian/bike connections, traffic calming, etc.)**
  - Mixed use on Lewis
  - Streetscape and reface on Dawson – Landscape on Dawson
  - Bike paths, railroad crossing, sidewalks, landscape, business visibility, signage
  - Traffic Circle
  - Street landscaping
  - Pedestrian Friendly
  - Promenade Setting

- Streetscape with pedestrian, bike & traffic calming #1. Secondary landscape collaboration with property owners & businesses
  - Screening/landscaping, pedestrian/bike connections, lighting
3. **Considering that the City has limited resources, where should their nonphysical efforts be focused?** (*Examples: Business recruitment, promotions, maintenance, law/code enforcement, technical assistance, other city help {what kind?} etc.*)
- More night patrol, work with businesses to help them to grow so they can help to pay for improvements
  - Law/code enforcement
  - Technical Assistance
  - Support viable business
  - Business Recruitment
  - Public Wi-Fi
  - Recruit desirable businesses, provide incentives for beautifications, rezoning, technical assistance for business association.
  - Assist with ideas & permit process to incorporate overall plan, expedite permit process..
4. **Are there places in or near the Dawson Drive area that present special development opportunities?** (*Examples: reuse opportunity, vacant buildings, empty lots, parking lots, low density, ugly building, etc.*)
- Fire station needed
  - Vacant lots, parking 3M, Metrolink, Eco- "Green" circulation
  - Ugly Bridge, Vacant Lots
  - Develop Metrolink more
  - Adaptive reuse, turn 3M building into sports complex, proximity to Metrolink station.
  - Connect to Camarillo at Metrolink/Ventura Boulevard. Clear area adjacent to railroad tracks south of Petit west of Dawson.

**5. What is your long term vision for the area?**

- City support of quality clean industrial area.
- Maximize use of existing resources. Landscaping, Circulation
- Beautification
- Business Friendly/Pedestrian Friendly
- More Transit Friendly
- Mixed use (not necessarily residential)
- Clean up the area, Provide mixed use for student housing, Maintain light industrial.