



## Dawson Drive Area Concepts and Design Guidelines

# Project Area



# Vicinity Map



# Why are we here?

- ◆ To articulate a vision for the revitalization of this area
- ◆ To establish a set of design standards and improvements that will guide its redevelopment into a vibrant mixed-use district.
- ◆ To enhance signage, circulation and access so that this area becomes better integrated into central Camarillo
- ◆ To encourage property owners, residents and businesses to improve existing properties
- ◆ To identify new infill development opportunities that will help unify and connect central Camarillo

# Public Process

Stakeholder interviews were conducted by Mogavero Notestine Associates and Seifel Consulting during the day on April 15th.

Stakeholders included representatives from:

Dawson Drive  
business  
community

California State  
University,  
Channel Islands

Chamber of  
Commerce

Property Owners



Public workshops were held during the evenings of April 15th and 16th with the Calleguas Gardens neighborhood and the general public

# Objectives

The revitalization objectives of the Dawson Drive Area Concepts and Design Guidelines are to:

- ◆ Strengthen the Dawson Drive Area so it can better serve local residents and businesses, as well as attract new visitors to central Camarillo
- ◆ Create a sense of place, capitalizing on its central location, transit access and history
- ◆ Improve access, signage and visibility
- ◆ Enhance transit service along the Union Pacific corridor
- ◆ Upgrade vehicular, pedestrian and bicycle circulation throughout central Camarillo
- ◆ Encourage infill development and more seamlessly connect this development to other key parts of central Camarillo
- ◆ Expand private investment and business growth
- ◆ Improve housing opportunities, particularly near transit

# Improvements

In order to accomplish these objectives, the Guidelines recommend six types of improvements:

- ◆ Place making- enhance the area through improved land use, design and planning guidelines, signage, gateway treatments, and landscaping.
- ◆ Circulation- vehicular, pedestrian and bicycle improvements along all of the major roadways
- ◆ Transit- transit related improvements along the Union Pacific Railroad that will improve access, parking and transit service.
- ◆ Infrastructure- utility improvements that will upgrade capacity and encourage infill development.
- ◆ Economic development- programs to retain, expand and attract new businesses
- ◆ Housing programs to promote new infill, mixed income housing near transit that are consistent with the existing Calleguas Gardens neighborhood

# Sub-Areas



The Dawson Drive Area  
Consists of Four Distinct  
Sub-Areas:

- North Dawson;
- South Dawson;
- Constitution Avenue/Calle San Pablo Industrial Areas; and
- Imation/EJM Properties.
- Calleguas Gardens

# North Dawson



# North Dawson

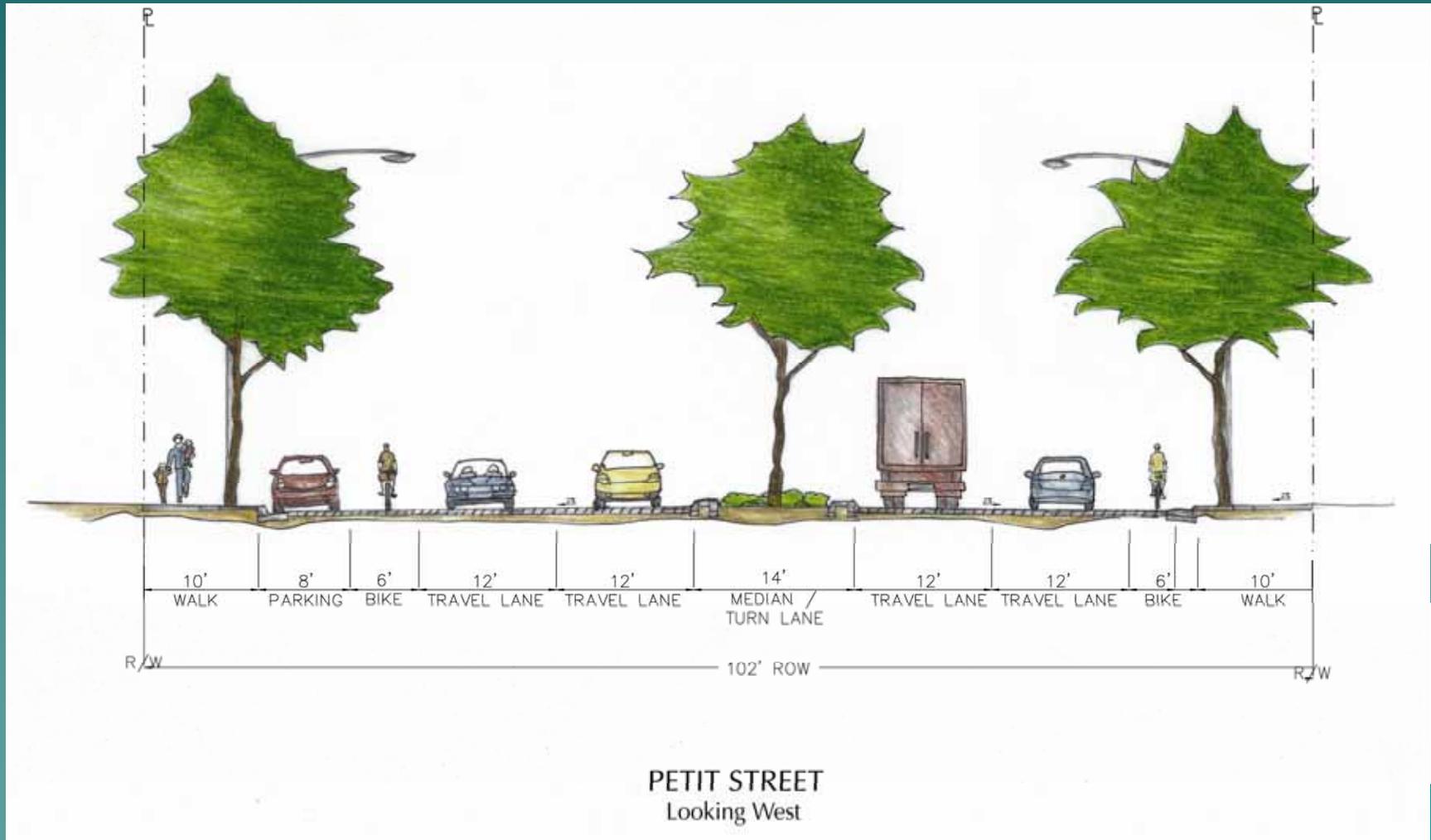


- New streetscape and landscape improvements
- Organized parking facilities
- Infill and redevelopment of underutilized properties
- Improved at-grade pedestrian and bicycle connection to the Metrolink Station and Camarillo's "Old Town"
- Turn of the century railroad theme
- Small scale retail, restaurants, office, artist live-work, service commercial, and mixed use residential
- Outdoor storage or auto related would be discouraged.
- Rezoning will be required, possibly to the Camarillo Old Town (COT) or the Commercial Mixed Use (CMU)

# North Dawson



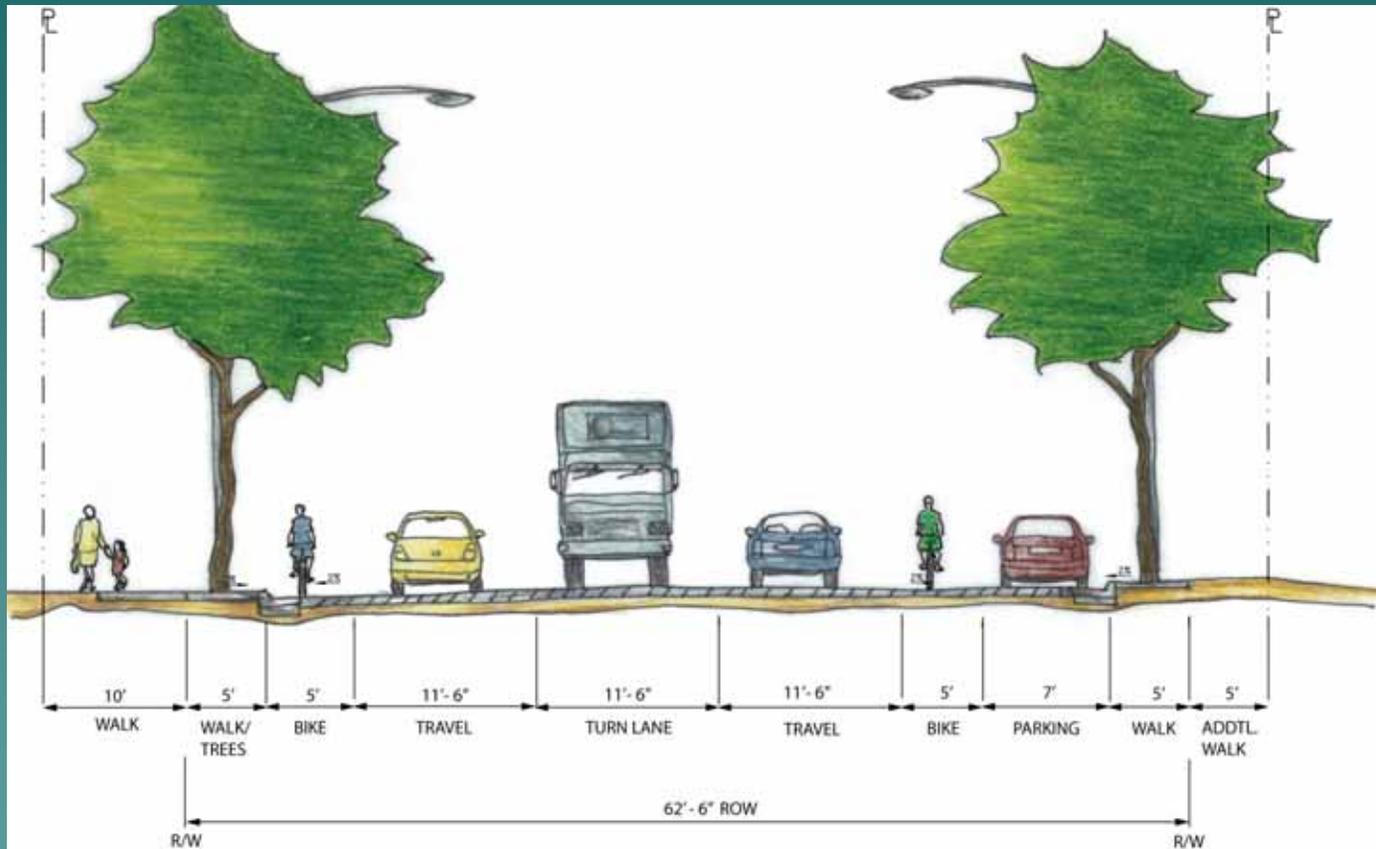
# North Dawson



# North Dawson



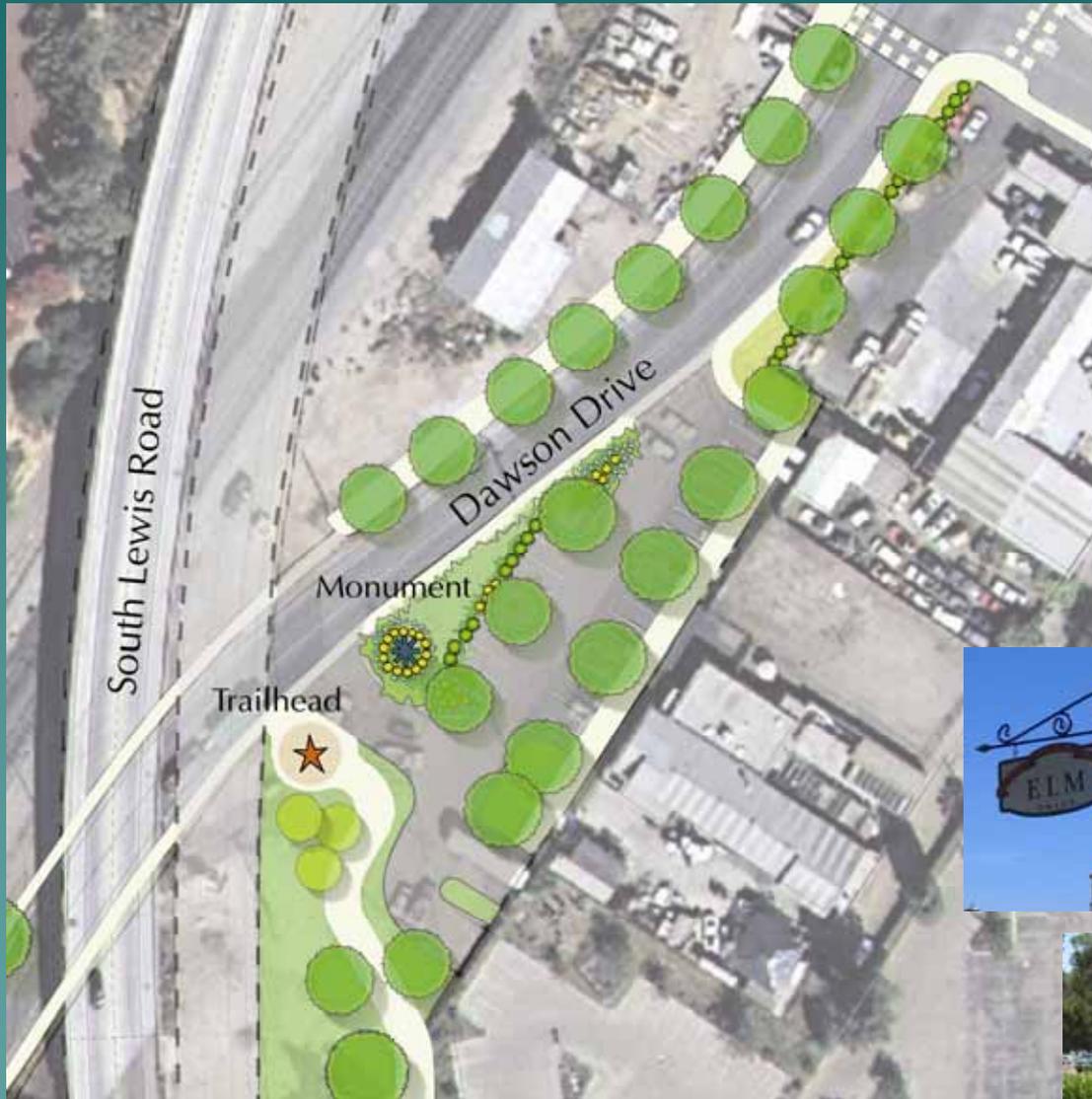
# North Dawson



DAWSON DRIVE  
Northern Portion Looking North

# North Dawson

Gateways and Wayfinding



# North Dawson

Gateways and Wayfinding



# North Dawson

## Gateways and Wayfinding



# North Dawson



Existing



Elevator & Enclosure

Railroad Crossing



At Grade

# South Dawson



# South Dawson



- Remain a thriving light-industrial area
- Businesses will be encouraged to remain and prosper
- No specific land use changes
- Overlay for flexibility in development standards
- Buildings will be rehabilitated over time
- Utilities will be located underground
- Landscaping and minor streetscape enhancements
- Screen wall will be installed along Lewis Road to enhance the view of the area and improve security

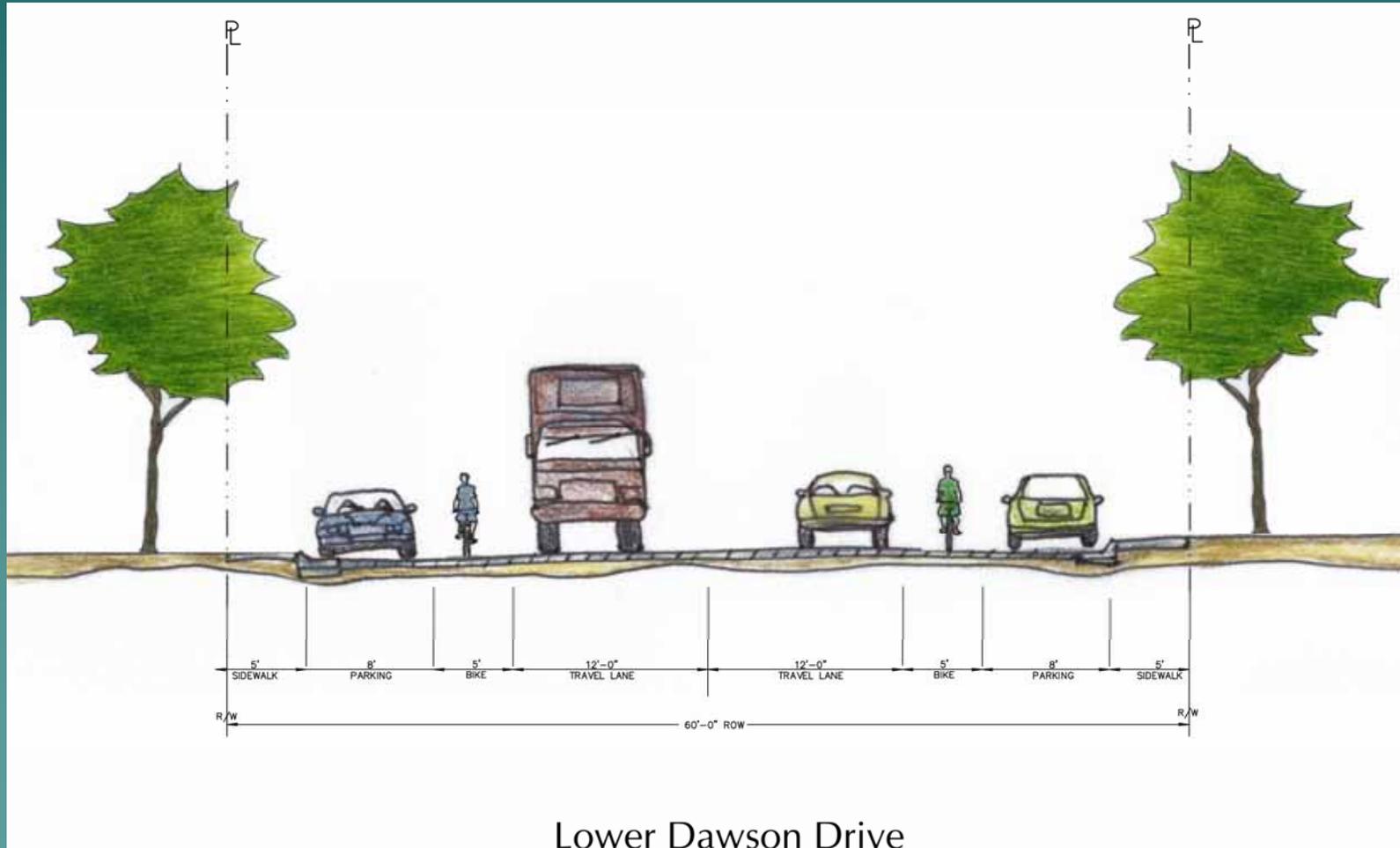
# South Dawson



Screen Wall along Lewis Road



# South Dawson



Lower Dawson Drive

# South Dawson

Gateways  
and  
Wayfinding



# South Dawson



Gateways  
and  
Wayfinding



# Constitution Avenue & Calle San Pablo



Constitution Avenue



Calle San Pablo



# Constitution Avenue & Calle San Pablo



- Remain a thriving light-industrial area
- Businesses will be encouraged to remain and prosper
- No specific land use changes



# Imation/EJM Properties



EJM



Imation



# Imation/EJM Properties



- Private transformation into a thriving business park
- Recruit business that relate to the assets of being near a University
- Lewis Road will be improved to include a parkway with a greenbelt with off-road pedestrian and bicycle trail
- A gateway element will be located in the intersection of Lewis Road and Pleasant Valley Road

# Imation/EJM Properties

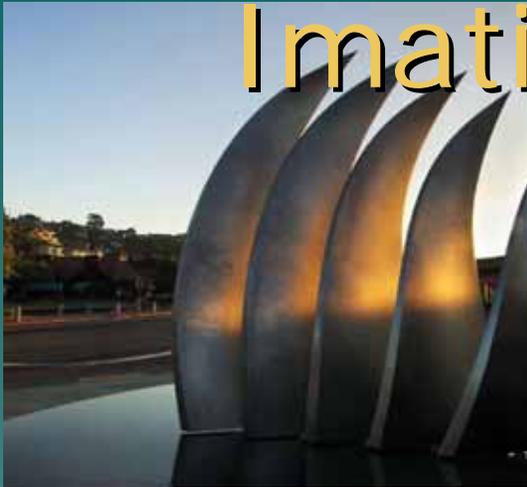


Modern Business Park Catering to University Supporting Business



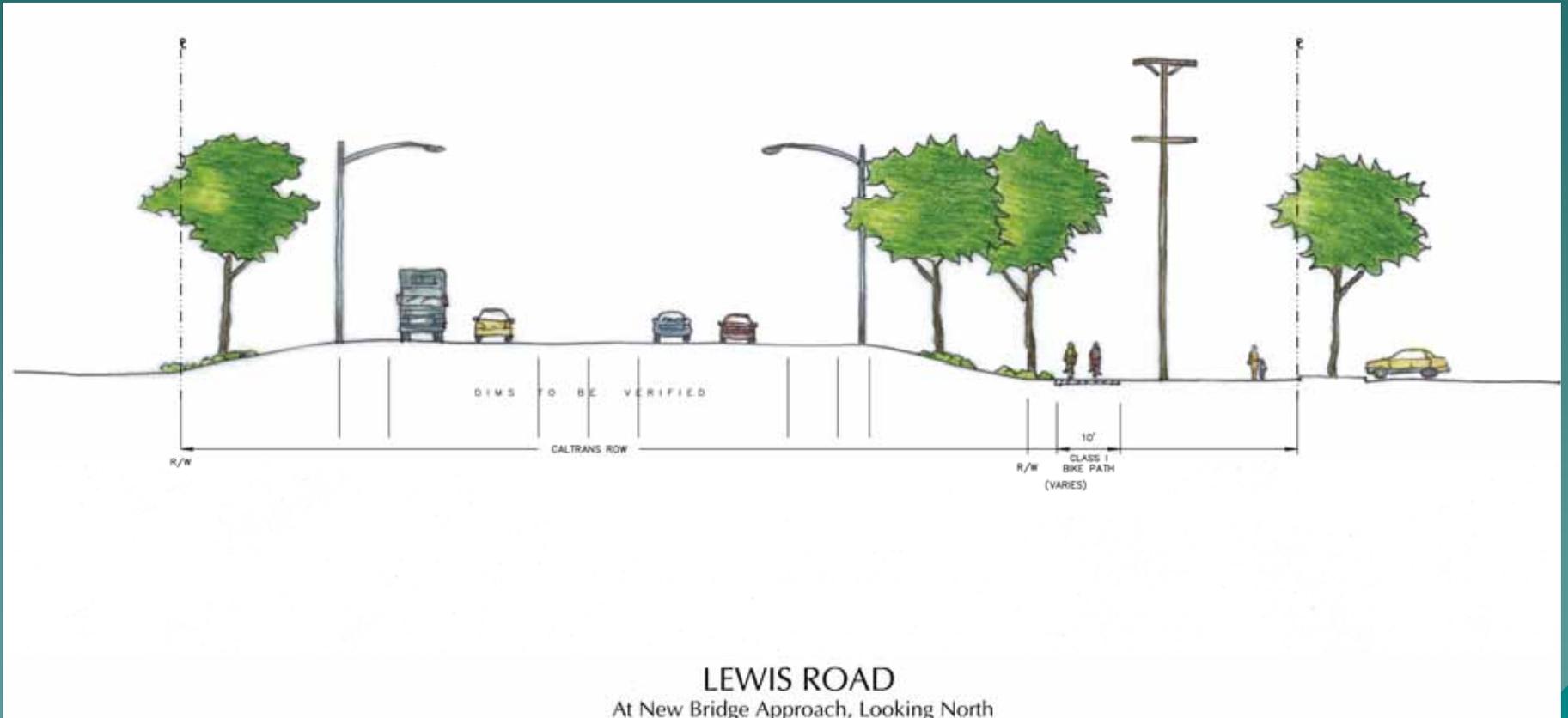
# Imation/EJM Properties

The Southern  
Gateway to Camarillo





# Imation/EJM Properties



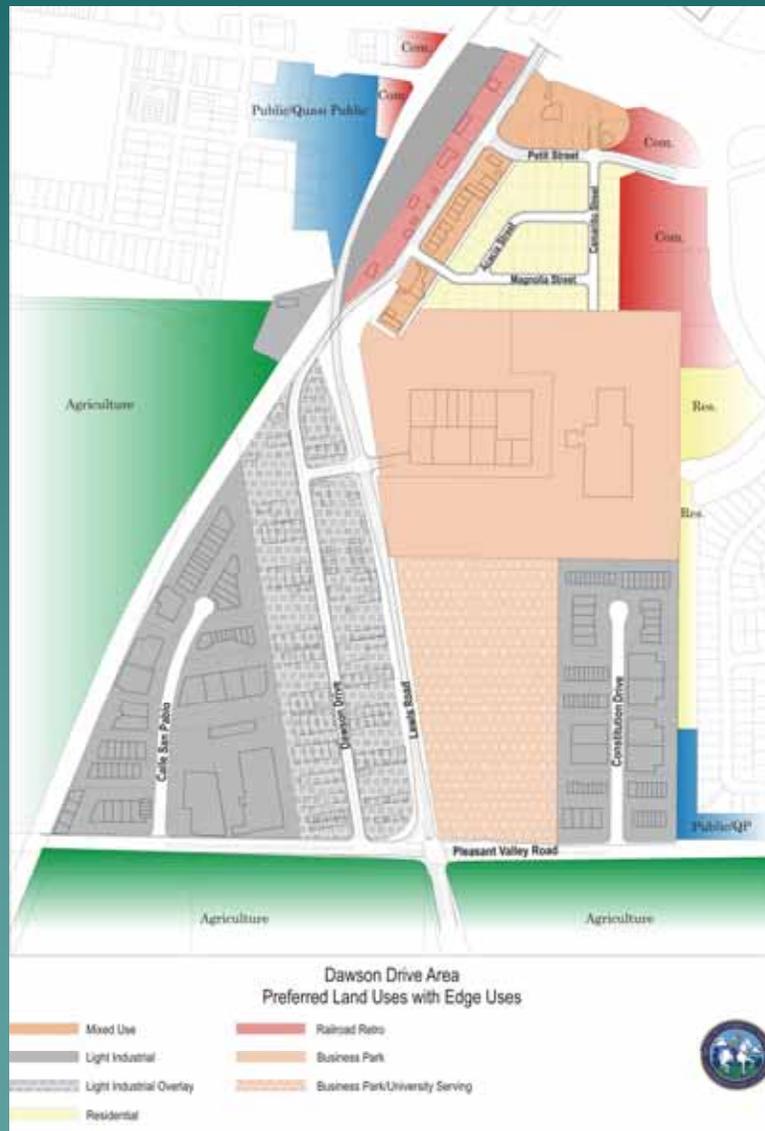
# Imation/EJM Properties



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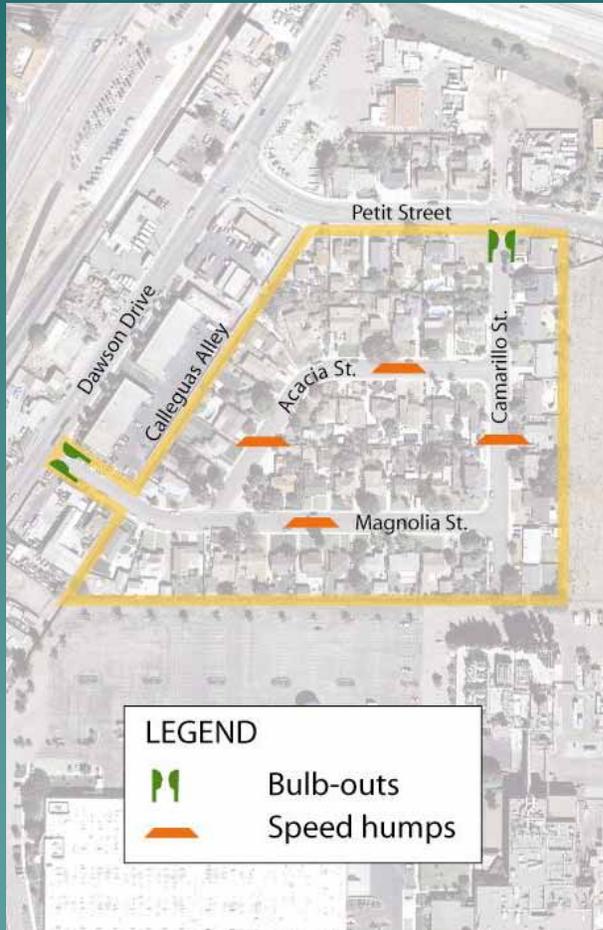


# Land Use Summary



- ◆ North Dawson
- ◆ South Dawson
- ◆ Calle San Pablo/  
Constitution
- ◆ Imation/EJM
- ◆ Calleguas Gardens

# Calleguas Gardens Traffic Calming



Bulb-out



Speed Hump

# Calleguas Gardens Neighborhood Signage



# Pedestrians



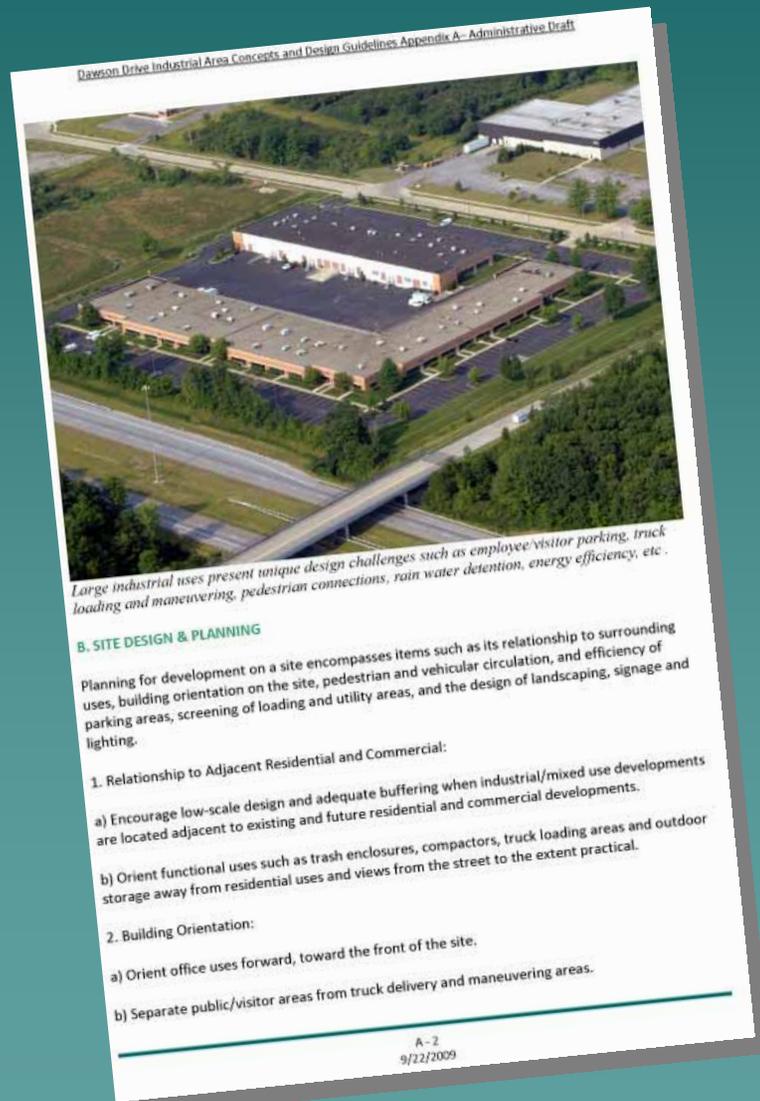
Existing



Proposed

Purple = Crossing Yellow = Sidewalk (E) Red = Sidewalk (N)

# Design Guidelines



- ◆ Communicate the design guidelines for Industrial/Mixed Use projects
- ◆ Facilitate the fair and consistent application of design objectives.
- ◆ Protect investment in the community by encouraging consistently high quality development.
- ◆ Foster a sense of community for owners and businesses.
- ◆ Facilitate safe, functional and attractive development.
- ◆ Screen views to and from non-industrial uses.
- ◆ Encourage sustainable site and building design.

# Utilities

## **WATER**

- ◆ City facilities for water supply sources and storage are currently considered adequate
- ◆ The City is temporarily implementing stronger conservation measures during the drought
- ◆ No significant water system upgrading is anticipated for general plan development
- ◆ A reach of water line in Lewis Road could be upsized if needed for fire flows
- ◆ Developers are encouraged to contact the City early for improvement requirements
- ◆ Private developments typically provide on-site improvements
- ◆ Recycled water is currently not available but may be in the future

## **SEWER**

- ◆ City sewer backbone facilities include trunk sewers, pump stations and a wastewater treatment plant
- ◆ No significant sewer system upgrading is anticipated for general plan development
- ◆ Developers are encouraged to contact the City early for improvement requirements
- ◆ Private developments typically provide on-site improvements

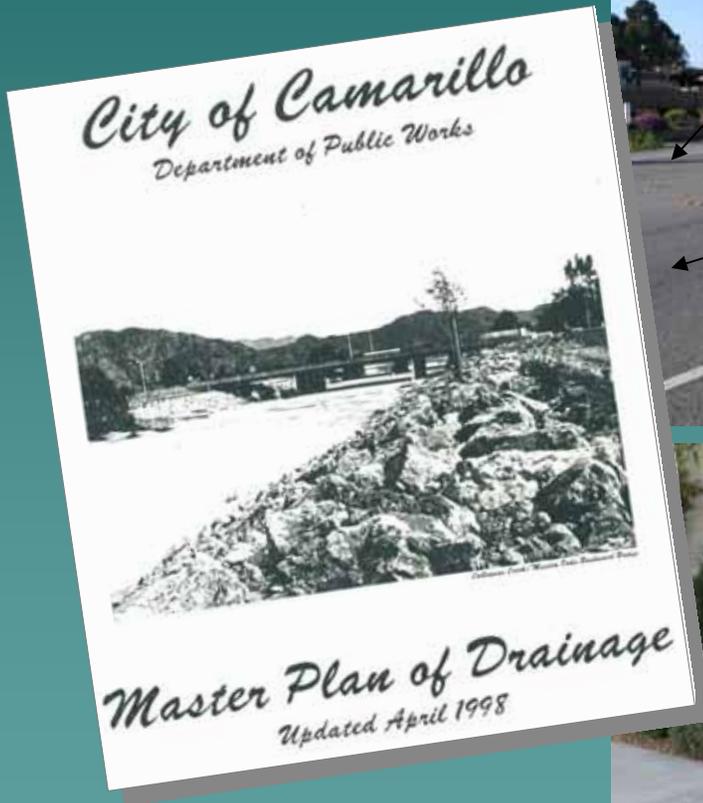
# Utilities

## **STORM DRAINAGE AND NPDES PERMIT**

- ◆ The large Lewis Road Drain between Pleasant Valley Road and the Dawson Drive undercrossing is under the jurisdiction of the Ventura County Watershed Protection District
- ◆ City drains are generally considered adequate but a few specific problem areas have been noted
- ◆ Ponding along the west side of Dawson Drive at Magnolia Street could be relieved with a new inlet and drain
- ◆ An unusual drainage configuration within the U-Rent yard at 92 N. Dawson Drive might be remedied as part of redevelopment
- ◆ Reported past flooding at the business at 555 S. Dawson Drive might require additional upstream street inlets and drains
- ◆ Developers are encouraged to contact the City early for improvement requirements
- ◆ Private developments typically provide on-site improvements
- ◆ The National Pollutant Discharge Elimination System (NPDES) is a federal government program for storm water quality
- ◆ The Los Angeles Regional Water Quality Control Board (LARWQCB) regulates the NPDES program locally
- ◆ The most recent storm water quality regulations were issued by the LARWQCB on May 7, 2009
- ◆ The regulations include complete on-site retention for infiltration or reuse of the first 0.75 inches of rain
- ◆ The regulations are expected to affect new developments beginning in the Fall of 2010.

# Utilities

## STORM DRAINAGE AND NPDES PERMIT



# Utilities

## **NATURAL GAS**

- ◆ Natural gas service is provided by Southern California Gas Company, a Sempra Energy utility
- ◆ Natural gas backbone lines are considered adequate for existing and general plan development needs
- ◆ Developers are encouraged to contact the Southern California Gas Company early for improvement requirements
- ◆ New projects should consider use of the latest available energy efficiency and conservation technologies

## **ELECTRICAL POWER**

- ◆ Electric service is provided by Southern California Edison, an Edison International Company
- ◆ The backbone power system is considered adequate for existing and general plan development needs
- ◆ Developers are encouraged to contact the Southern California Edison early for improvement requirements
- ◆ New projects should consider use of the latest available energy efficiency and conservation technologies
- ◆ New projects should also consider renewable energy opportunities when feasible

# To Date

- ◆ April Interviews and Workshops
- ◆ July Staff Update to CAC
- ◆ September Workshop/Update

# What's Next?

- ◆ Consultant to Prepare Draft for Review
- ◆ Community Input Gathered
- ◆ Public Hearing or Additional Workshop (to be determined)
- ◆ Public Hearing for Adoption
- ◆ Implementation

