

EPS

Economic &
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Public Finance
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Land Use Policy

FINAL REPORT

MEASURE "V" IMPACT ANALYSIS

Prepared for:

City of Oxnard

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I. INTRODUCTION AND BACKGROUND

The City of Oxnard (City) authorized an analysis on July 8, 2008, to identify the economic, fiscal, and land use impacts of the proposed “Oxnard Traffic Initiative” (Initiative, or Measure “V”), identified as Measure “V” on the November 4, 2008 ballot.

The City retained three firms to prepare independent analyses of the Initiative:

- Economic & Planning Systems, Inc., (EPS), an urban economics consulting firm, was selected to evaluate the fiscal, economic, and land use impacts.
- Dowling Associates evaluated traffic congestion issues.
- Weaver Research & Consulting Group (Weaver Group) evaluated preliminary impacts related to City revenue sources.

This analysis summarizes findings of fiscal, economic, and land use impacts related to the Initiative. This document also provides a brief summary of revenue impacts to the City as detailed by the Weaver Group. Detail related to the Dowling Associates analysis is provided under a separate cover.

The body of the Report contains summary tables estimating the impact of the Initiative on land use, City finances, and the City economy. The detailed Appendices provide supporting documentation for the impacts described in this report.

EXISTING CITY POLICY

The Initiative relates to the following Oxnard 2020 General Plan economic and land use goals:

GROWTH MANAGEMENT

- Sensible urban growth based on the ability to provide the necessary governmental services and municipal utilities.
- Maintain the quality of life desired by the residents of Oxnard.

LAND USE

- A balanced community that meets housing, commercial and employment needs consistent with the holding capacity of the City.
- Preservation of scenic views, natural topography, natural physical amenities, and air quality.
- A balance between jobs and housing in reasonable commuting distance from each other.

CIRCULATION

- A transportation system that supports existing, approved and planned land uses throughout the City while maintaining a level of service "C" on all streets and at all intersections.
- A public transportation system which serves the needs of residents and workers of Oxnard.
- Safe, accessible routes for bicyclists and pedestrians.

PUBLIC FACILITIES

- Public facilities and services adequate to serve existing and future development in the City.

ECONOMIC DEVELOPMENT

- A stable, diversified, well-balanced economy.
- Optimum utilization of natural and man-made resources.
- A variety of economic opportunities throughout the City.
- A revitalized downtown area of the City.

The City is currently updating its General Plan through 2030. Should the Initiative be adopted, specific land use, circulation, fiscal, and economic policies will impact the direction of the General Plan Update.

THE INITIATIVE (MEASURE "V")

If enacted into law, the Initiative would require that certain development projects be approved by a majority of the voters unless the following traffic conditions are certified by a City Council finding supported by substantial traffic engineering data:

1. All intersections in a 5-mile radius of the project have been operating at Level of Service (LOS) "C" or higher for the preceding year.
2. The project will not result in any intersection in the 5-mile radius of that project to fall below LOS "C."

The Initiative would not apply to development projects as follows:

1. Vested right under State law.
2. Validly approved and fully executed Development Agreement with the City.
3. Legitimate governmental purpose (e.g., schools, parks, police station).
4. Affordable housing needed to meet the 2000 Housing Element Regional Housing Needs Allocation targets that was not developed as of the date of the Notice of Intent to Circulate.
5. Nonprofit religious (IRS Section 501 or 503 recognized).
6. Nonprofit educational (IRS Section 503 recognized).
7. Hospital or medical services facility.
8. Commercial under 10,000 square feet (sq. ft.)
9. Residential of four or fewer units.

The Initiative would sunset in 2028 unless that date is extended by the voters.

SCOPE OF THE IMPACT ANALYSIS REPORT

This Impact Analysis evaluates the potential impacts of the Initiative on the following aspects affecting the daily activities of residents and businesses in the City:

- Fiscal and Financial Impacts
 - Ability to Fund Municipal Services
 - Ability to Fund Capital Improvements
 - Developer Exactions
 - Impact of Required Approval by Election
- Affordable Housing
 - Current Market Concerns
 - Barriers to Community-Based Developers
 - Impact on State-Required Affordable Housing Obligations
- General Economic Impacts
 - Jobs
 - Employee Wages
 - Direct Output
 - Economic Development
- Redevelopment and Revitalization Impacts
 - Citywide Revitalization Efforts
 - Redevelopment Finance
 - Public/Private Partnerships

The relative impact of the Initiative on each of these aspects depends on the extent to which currently proposed or anticipated development projects allowed under the current 2020 General Plan, or allowed by a General Plan Amendment, are deferred, rejected, or displaced.

Analyses prepared by Dowling Associates (traffic impacts) and the Weaver Group (public revenue impacts) are addressed in separate documents.

KEY FINDINGS

The Initiative carries the potential to have significant effects on the City, its citizens, and businesses. The Impact Analysis presented here reflects a worst-case scenario, as described later in this Report and finds the following impacts.

LAND USE IMPACTS

The Initiative will influence development patterns in Oxnard, making it difficult to achieve the pattern and amount of development envisioned in the General Plan and also affecting the timely revitalization and redevelopment of older residential, commercial, and industrial areas over time. Some of these land use impacts are relatively easy to predict; these short-term impacts are the focus of the Impact Analysis. Longer term impacts, particularly related to a reduced amount of revitalization and redevelopment activities, are harder to quantify but no less real:

- The Initiative may curtail development expected to occur in approximately 14 million sq. ft. of retail, office, and industrial development otherwise consistent with the General Plan.
- An estimated 8,100 residential units, including 3,160 affordable units, may not be constructed. Additional residential projects needed to meet the City's Affordable Housing goals and Statewide housing needs requirements also may be subject to the proposed Initiative. Some of this development potential might be approved by the voters or reduced in size to avoid being subject to the proposed Initiative, thus reducing worst-case effects.
- The revitalization of redevelopment areas to provide pedestrian-oriented, self-sustaining, and viable high-quality development will likely be deterred.
- Property owners may be discouraged from assembling properties of sufficient size to attract quality anchor and in-line tenants, as well as develop projects that may encourage higher-density development and smart growth.

- The type of land uses, stores, and business that the local community wants may end up not being constructed and likely relocated to other cities/communities.
- Recruitment of new businesses and industries to the City will be more difficult as space requirements for these businesses may not be available in existing inventory, or new space cannot be developed without a Citywide vote.
- The development-review process will become more lengthy and costly. The costs and risks involved in a potential citywide election for a project's approval may be a major factor in deterring potential new development from locating in the City.
- The State Housing and Community Development Department could view the proposed Initiative as a constraint on the production of housing. This may negatively impact the State's review of the City Housing Element.
- Transit-oriented development, smart growth policies, and sustainable community strategies, particularly those impacted by recent State legislation (such as AB 32 and SB 375) will require voter approval. It is uncertain at this time how the Initiative will allow the City to address its share of regional targets for sustainable development and smart growth created as a result this legislation, particularly since higher-density infill development will be limited through the passage of this Initiative.

FINANCIAL AND ECONOMIC IMPACTS

The Initiative, primarily because it will likely defer or displace planned development that would otherwise occur, will reduce local taxes, service charges, and fees otherwise accruing to the City. This reduction in local revenue will not be fully offset, if at all, by proportionate reductions in infrastructure investments or service costs. Beyond the impact on the City and other local agency budgets, the Initiative will likely affect the local economy by reducing business investment, employment, and related local expenditures. The following impact analysis estimates the short-term effects on the City's budget and the local economy; however, longer term

effects of the Initiative on revitalization and redevelopment will multiply the estimated financial and economic impacts over time:

- Based on the estimated buildout of pipeline development provided by the City, approximately \$11.7 million of new annual General Fund revenue may not be generated. Foregone sales tax revenue is estimated at \$1.7 million annually and the estimated foregone property tax revenue at \$10.0 million annually. Without an expanding tax base provided by new development, municipal services may decline in the wake of higher costs resulting from external forces (cost of living, fuel, etc.), particularly since the Initiative limits redevelopment efforts that would normally cover increased costs in existing levels of service.
- The impact of the proposed Initiative on revitalization and redevelopment of the City's commercial districts will likely be significant and as such will continue to constrain the City's budget and the local economy. While it is not possible to anticipate the exact level of redevelopment that will occur, one example estimates that for every 100,000 sq. ft. of retail redevelopment that does not occur, the City will likely lose unrealized income of at least \$169,000 per year in sales tax revenues; and the City's Community Development Commission (Commission), which serves as the redevelopment agency to the City, will likely lose at least \$63,000 in property tax increment revenue.
- New development impact fee revenues reflecting the total foregone revenue of approximately \$480.0 million may not be collected. Future capital improvement projects (including traffic mitigation projects) funded by such fee revenue may still need to be constructed, requiring funding from the City's General Fund or other sources.
- Existing utility rates may increase to replace reduced levels of revenue from development impact fees planned to fund a share of debt service.
- Significant Countywide economic activity that would benefit Oxnard residents and businesses, based on a General Plan buildout, will be displaced, including \$3.8 billion of one-time construction-

related expenditures, annual impacts (foregone income) of more than \$ 4.4 billion, and ongoing employment of 17,200 job years.

- Additional public/private partnerships will likely be required as a result of increased development costs for private sector. However, reduced revenue could limit the ability of the City to support beneficial development.

II. METHODOLOGY AND ASSUMPTIONS

ANALYTICAL FRAMEWORK

The analytical framework is composed of two steps:

1. Identifying likely projects subject to the Initiative.
2. Applying potential changes in development to various possible aspects of impacts using qualitative and quantitative measures.

Quantitative calculations are based on a **worst-case** reduction in new development potential and the resulting impact on the aspects considered. This Impact Analysis assumes that none of the projects potentially subject to the proposed Initiative are developed and the sites remain vacant or are not redeveloped. Impacts to redevelopment areas, other than specific projects in the development pipeline, are not specifically quantified; rather the incremental revenue impacts associated with their development are calculated. In some cases, more qualitative analyses discuss the potential impacts of the proposed Initiative that cannot be easily quantified.

The analysis does not determine which projects will be developed, mitigated to resolve traffic issues, moved forward with an approval election, or approved by the electorate in an approval election. The projects could be denied by the City, lose an Initiative election, or be withdrawn by the project proponent.

OTHER POTENTIAL SCENARIOS AFFECTING DEVELOPMENT

It must be recognized, however, that there are other development scenarios which may occur as a result of the Initiative:

- Some or all of the proposed projects could be approved by the voters, resulting in no foregone economic or fiscal impact.
- Some or all of the proposed development projects could be restructured so that they fall below the Initiative's thresholds requiring a vote.
- Some of the proposed projects would not trigger a vote because they were able to meet the traffic LOS minimum requirements.

OTHER LAND USE AND DEVELOPMENT CONSIDERATIONS

Developers contemplating projects in the City would likely consider the financial impacts resulting from Measure "V". These factors would influence developers' decisions:

- The cost of special elections or the timing of regular elections could deter developers from investing in a substantial predevelopment planning effort necessary to entitle projects that would subsequently be subject to the risk associated with voter approval.
- Developers could sub-optimize use of the property, perhaps below zoned capacity, to avoid triggering the Initiative. This will likely result in lower intensity of use as intended in the City's General Plan.
- Smaller development projects (most likely those between 10,000 and 60,000 sq. ft., or fewer than 100 residential units) would have a difficult time achieving financial feasibility because of:
 1. Additional costs associated with traffic mitigation efforts.
 2. Additional costs needed for voter approval.

ASSUMPTIONS: POTENTIAL DEVELOPMENT SUBJECT TO THE INITIATIVE

Based primarily on the Planning Division's July 2008 Development Project List, City staff identified projects in the planning pipeline, which include vacant development sites, large specific plan areas, and potential redevelopment project sites. EPS used these projects to determine the potential residential units and commercial building square footage that would be subject to the Initiative. These estimates are the basis for the Impact Analysis calculations.

Table 1
Potential Development Subject to the Initiative

	Units	Gross Bldg Sq. Ft.
Residential		
Residential	8,100	-
Total Residential	8,100	-
Nonresidential		
Retail	-	993,000
Office	-	310,000
Industrial	-	13,741,000
Total Nonresidential	-	15,044,000

Note: Includes some redevelopment projects on the City's July 2009 Development Projects list.

CURRENT DEVELOPMENT PIPELINE

The estimated developments subject to the Initiative are categorized by their current status in the City's planning and approval process. These "tiers" of development were grouped based on discussions with City staff related to each project's status in the development approval process and likelihood of being vested by the intended effective date of the proposed Initiative. **Table A-2** provides additional detail on these projects. Several large projects (such as Riverpark and Seabridge) and several smaller projects fall within the Initiative exemptions. These are assumed to develop as currently proposed.

Table 2
Impacted Projects by Approval Process Status

	Residential Units (Rounded)	Nonresidential Gross Bldg Sq. Ft. (Rounded)
Tier 1: Approved/Under Review by City but No Vested Rights	3,450	4,644,000
Tier 2: Proposed Projects	3,540	10,080,000
Tier 3: Preliminary Planning Process	1,100	319,800
Total	8,100	15,044,000

Note: Includes some redevelopment projects on the City's July 2009 Development Projects list.

REDEVELOPMENT

In addition to the new development noted in the City's July 2008 Development Project List, potential projects in the City's five Redevelopment Project Areas may also be subject to the Initiative. There is over 14.7 million sq. ft. of existing development in these project areas, as reflected in **Table 3** below. Some portion of this existing development would likely be redeveloped over the buildout of the General Plan.

Table 3
Estimated Existing Square Feet
in City Redevelopment Areas

Land Use	Bldg. Sq. Ft.
Residential	358,051
Commercial	4,279,893
Industrial	10,088,679
TOTAL	14,726,623

Source: City of Oxnard 2020 General Plan, Land Use Element, Oxnard Community Development Commission, and EPS.

Should the Initiative pass, redevelopment in any of the City's Redevelopment Project Areas would be impacted. It is not possible to determine the amount of redevelopment impacted because of the long-term

nature of redevelopment, potential for land assembly of redevelopment parcels, and because of the lengthy timeframe of the Initiative. Although it is uncertain how much of the 14.7 million sq. ft. of nonresidential development would be redeveloped during the timeframe of the Initiative, EPS has estimated the impact for each 100,000 sq. ft. of redevelopment in **Chapter V**.

Areas with significant redevelopment projects or opportunities that would likely be impacted by the Initiative include:

- Downtown – including Phase II of the Theater and the Oxnard Transportation Center
- Ormond Beach
- Former Indoor Swap Meet
- Centerpoint Mall
- Former Drive-In Site
- Cypress Neighborhood
- Former Home Depot on Vineyard Ave. and Ventura Blvd.
- Oxnard Airport

In addition to projects in the City's designated Redevelopment Areas, there are three projects which have the potential to be redeveloped outside the purview of the Commission.

- Vacant K-Mart on Channel Islands Rd. and Ventura Rd.
- Cars 101/Auto Nation site
- Rose Ranch (Rose Ave and Gonzales - SW Corner)

A map of these project sites, as well as other sites identified by the City, is provided in **Appendix B**.

III. FISCAL AND FINANCIAL IMPACTS OF THE INITIATIVE

Reduced or limited development will affect the following groups:

- City of Oxnard.
- Existing and future Oxnard residents and businesses.
- Current and future real estate developers.
- Other local governments, school districts, and special districts.

The potential fiscal and financial impacts of the Initiative are highlighted in this Chapter:

1. **Fiscal Impact on Municipal Services.** Impacts related to the ability of the City and other local agencies to sustain existing or provide higher levels of services to residents and businesses, such as public safety, utilities, and park maintenance.
2. **Financing Impact on Capital Improvements.** Impacts related to the City's ability to fund one-time improvements, usually public facilities such as parks and police and fire stations, and infrastructure such as water, sewer, transit, lighting, and road improvements, as well as manage debt service associated with already-constructed facilities.
3. **Changes to Development-Approval Process.** Potential financial impacts to the development entitlement process, as additional resources are required for development approval.
4. **Impact of Required Elections.** The costs associated with voter approval of affected projects to the project developers.

1. FISCAL IMPACT ON MUNICIPAL SERVICES

Property, sales, and business license taxes generate revenues necessary to provide services, amenities, and infrastructure to the community. The ability to maintain and improve existing municipal service levels relies partly on an expanding tax base from new development (i.e., sales taxes from new retail development).

However, limiting or preventing growth does not assure that municipal costs will not increase because municipal costs are often influenced by external factors, such as labor agreements or fuel costs, unrelated to the cost of providing services to new development. In addition, aging infrastructure is more costly to maintain.

Cities often aim to minimize increases in taxes and fees on existing residents and businesses while maintaining and improving service levels. In some instances, new development provides additional revenue in the form of user taxes and other fees, with no corresponding increased incremental need for personnel, or other associated capital or operating cost. This additional revenue from new development helps reduce the need for General Fund revenue to provide services for residents.

The following impacts to existing residents and businesses could occur if the Initiative is approved and development is reduced:

- **Potential Foregone Revenue to the City.**
 The Weaver Group provides detail on potential sales-tax and property-tax

Table 4	
Summary of Potential Foregone Revenue and Cost Reductions	
Annual Tax Revenue	Total [1]
	<i>in million\$</i>
Property Taxes	\$10.0
Sales Taxes	\$1.7
Business License Taxes (Retail-only)	\$0.1
Total [1]	\$11.7
Personnel Reductions [2]	\$3.9
	<i>"annual_fees"</i>

Source: Weaver Research & Consulting Group and City of Oxnard.

Note: Estimated foregone revenue based on assumption that all development in the baseline scenario does not occur.

[1] Totals may not sum exactly due to rounding.
 [2] Reductions would require funding through permit and application fees and are to be subtracted from the tax revenue total.

impacts. As shown in **Table 4**, the estimated impact is an \$11.7 million reduction in annual property-tax and sales-tax revenue, assuming the full impact of development not occurring. Annual costs separately financed by development fees for services would be reduced by \$3.9 million (i.e., City personnel being directly involved in reviewing and permitting new development).

- **Decline in Existing Services.** Without an expanding tax base provided by new development, municipal services may decline in the wake of higher costs resulting from external forces (cost of living, fuel, etc.). The Initiative would likely limit redevelopment efforts, which would limit growth in property tax, sales tax, and other revenue, and consequently limit the City's ability to cover increased costs of existing levels of services. This may result in a decline in existing service levels.
- **Increase in Fees and Rates to Maintain Existing Service Levels.** Higher taxes or user fees on existing residents and businesses may be required to maintain service levels.

This analysis does not quantify the costs for services that would be associated with new development or the impact related to reduced new development on those services.

2. FINANCING IMPACT ON CAPITAL IMPROVEMENTS

The City finances many of its Capital Improvement Program (CIP) projects through development impact fees, which assume that new development contributes its fair share to these CIP projects. Most City CIP projects are based on long-term needs, serving both to upgrade existing infrastructure and accommodate increased demand that results from new development. If the projected development does not occur, then the CIP fee programs will probably be short of funding. **However, less new development does not necessarily mean a corresponding reduction in the need for CIP projects.**

As noted in **Table 5**, if the Initiative is approved, not building the assumed pipeline development will result in approximately \$480 million in City revenue from various fees and exactions could be foregone. *Losing these revenues could result in delaying, cancelling, or re-scoping critical City projects.*

The following CIP impacts could occur if the Initiative is approved and new development is reduced:

- **Challenges in Scaling Infrastructure.** Infrastructure (e.g., roads, sewer, water, drainage, parks, and community centers) are large items and are difficult to scale to the amount of development. For example, the City cannot build half of a lane of roadway improvements. As a result, it is not always easy to adjust the sizing of the infrastructure to the level of development. In addition, certain construction costs do not decrease with a reduction in development; for example, the cost of constructing a sewer line, regardless of the size, still requires digging a trench for that line.
- **Increased Impact Fees.** If the Initiative is adopted, then the City, school districts, and special agencies with impact fee programs may need to increase fees on future new development that does occur to fund the remaining CIP projects.
- **Funding Shortfalls.** The share of costs for CIP projects that benefit existing residents and businesses will also increase. In addition, some CIP projects are financed through public revenue bonds that are repaid with development impact fees, as well as rates paid by future development. Potential shortfalls may need to be covered by increased utility rates for existing customers.

Table 5	
Summary of Estimated Reduction in Development Impact Fees	
One-Time Fee	Total
	<i>in million\$</i>
Planning Fees	\$60.0
Traffic Mitigation Fees	\$129.0
Growth Requirement Capital Fees	\$26.3
Water Connection Fees	\$30.3
Sewer Fees	\$33.8
Storm Drainage Fees	\$127.4
Quimby Fees	\$76.2
Total	\$480.0
<i>"one_fees"</i>	
Source: Weaver Research & Consulting Group and City of Oxnard.	
Note: Estimated foregone revenue based on assumption that all development in the baseline scenario does not occur.	
[1] Totals may not sum exactly due to rounding.	

IMPACT OF FOREGONE REVENUE ON EXISTING CAPITAL IMPROVEMENTS

Planning Fee

Planning fees are used to offset the cost of providing ongoing planning services, such as permit review, building inspections, and preparing special studies and State-required plans, such as the 2020 General Plan Update. Foregone revenue will likely result in increased user fees for planning services and increased dependence on the General Fund.

Traffic Mitigation Fee

Impacted projects funded in part through the Traffic Mitigation Fee by new development are:

- Intelligent Transportation System (ITS) Master Plan.
- Rice-Santa Clara/101 and Del Norte/101 interchange improvements.
- Needed improvements to intersections, especially those with at-grade railroad crossings.

Growth Requirement Capital Fee

Annual debt service of \$1.8 million for two recently completed capital projects, the Permit Center and Downtown Library, anticipated full funding from the City's Growth Requirement Capital Fees. Losing anticipated revenues to service this debt will place an additional burden on the City's General Fund revenues, which would typically be used to support basic City services, such as Police, Fire, and Parks and Recreation.

Water Connection Fee

Facilities that will be impacted by losing new development fee revenues, and require increased rates to individual ratepayers, are these:

- Phase II of the GREAT Recycled Water Distribution Project.
- The Advanced Water Purification System (AWPS).

The City and current ratepayers benefit from revenues generated by new development that contribute to debt service financing for new development's fair share of ongoing capital improvements. Revenue from water fees paid by new development could be used to limit water rate increases required for the annual \$6.4 million debt service payments.

Sewer Fee

Financing for the recently completed Headworks Wastewater Plant Capacity Improvements could be supported by anticipated future new development impact fees. Bonds issued for the Redwood trunk line and septic conversion projects could also be repaid with sewer development fees and future users. As with water rates, revenues from development impact fees would contribute to the payment of the \$6.8 million in wastewater debt service in place of wastewater user charges.

Storm Drainage Fee

Storm Drainage fees are collected by the City for the County's flood control and watershed programs and flood control channel improvements in Oxnard. Foregone revenue will result in reduced funding for planned drainage improvements in areas of Oxnard subject to periodic flooding.

Quimby Fee

Quimby fees are used for acquisition, improvement, and expansion of park, playground, and recreational facilities. Quimby fees from new development are used in that neighborhood, if needed, or for community parks. This initiative would make approximately \$76.2 million in anticipated Quimby fee revenue unavailable, increasing reliance on the General Fund for parks or delaying improvement of College Park, Campus, Park, and other facilities.

IMPACTS ON CITY-REQUIRED DEVELOPER EXACTIONS

Under the current approval process, traffic mitigation is required by the City as a condition of project approval. In addition to impact fees, developers often directly build small off-site street improvements as part of a new project's traffic mitigation. These improvements are typically not part of the CIP program (i.e., additional turn-lanes, signals, repaving). The Initiative will likely have impacts on the development of these mitigation efforts:

- 1) Without new development, these smaller neighborhood-level improvements may be foregone or delayed until the City has the capacity to finance these improvements.
- 2) Because the Initiative will raise the cost and risk of development approvals for projects that trigger voter approval, these projects will have less capacity to finance additional exactions that would benefit the City. The cost of traffic mitigation could also be too great a financial burden for a project developer to bear, resulting in projects not being constructed and no mitigation for existing traffic issues.
- 3) Mitigation that might occur as a condition of future development may not occur because proposed development may be deterred by the voter-requirements of the Initiative, placing a greater burden on the City to address these infrastructure and services issues.
- 4) Projects may be able to avoid voter approval by mitigating the impacts of the project. However, the Initiative language requires mitigation to be completed before the project being approved by the City Council. This creates a "chicken and egg" situation whereby the development must complete the mitigation improvements without knowing if the City will approve the development project. No developer can risk funding the mitigation requirements without knowing with certainty that the development project responsible for the mitigation improvements will be approved. An example of this is the Rose Ranch project, which is required to mitigate for the Rose Avenue/Gonzales Road intersection as a condition of approval.

3. CHANGES TO DEVELOPMENT-APPROVAL PROCESS

According to the Initiative, the voters will vote on development projects that are not otherwise exempt from the Initiative.

While this process will provide additional opportunities for the electorate to review pending projects, there will also be delays and costs related to this additional step in the development-approval process.

For projects subject to the Initiative:

- The costs of development approval will be significantly higher because of additional costs related to soliciting electorate approval.
- The length of time required for development approval will be considerably longer.
- The risk of approval will be greater, which is often reflected in higher financing costs paid by developers.
- Additional costs may be required to meet the Initiative LOS "C" standard and receive development approval.

4. IMPACT OF REQUIRED ELECTIONS

DIRECT COST OF HOLDING AN ELECTION

According to the Initiative language, election costs would not be borne by the City; rather, they would be required to be paid by the project developer(s). Costs to hold the election would range from \$35,000 to \$300,000, depending on whether the election would occur during a general election or if a special election is required.

CAMPAIGN COSTS TO PROJECT PROPONENTS AND OPPONENTS

Significant costs will likely be incurred by project proponents and opponents as they campaign for electorate support. Proponents and opponents of a development project may incur high costs depending on the level of controversy and the size of the electorate. In similar elections held related to local land use approvals:

- Proponent costs have ranged from \$270,000 to \$3.2 million in comparable cities.
- Opponent costs have ranged from \$20,000 to \$210,000 in comparable cities.

ELECTION TIMING

Development would be delayed beyond that of a typical approval process as a result of the election calendar set by the California Secretary of State and County Clerk. Statewide general elections occur only in even-numbered calendar years. Special elections may occur in any year.

Tables A-12 through **A-15** provide examples of similar initiatives and development projects requiring local approval and estimated costs for select elections.

IV. GENERAL ECONOMIC IMPACTS

Economic impacts identify jobs and private-sector economic activity (expenditures) in the City including:

- Number of jobs (employment).
- Employee income.
- Local expenditures by households and businesses.

Development results in dollars expended that ripple through the local economy and is measured by jobs, employee wages, and money spent by households and businesses. These measures are reported as multipliers to the local economy and may be classified into two types of impacts:

- **One-time construction impacts** are related to employment generated, employee compensation generated, and direct output created as a result of constructing the development projects.
- **Ongoing annual impacts** are related to operations of the business enterprises located in the new development.

EPS estimated the direct impacts associated with a loss in economic activity as a result of the projects subject to the Initiative not being developed. While there also may be indirect and induced, or secondary and “spin-off,” economic impacts as a result of the multiplier effect of economic activity, EPS did not estimate the results of this spin-off effect. The economic impacts of potential redevelopment efforts were not analyzed, unless specifically noted in the City’s current development pipeline.

From a business perspective, the Initiative may cause employers to not move forward with expansion or relocation plans should additional development-approval requirements be imposed. The potential loss of economic activity in the form of jobs, income, and revenue generated by both the one-time construction

impacts and the ongoing economic values created by this new development is depicted in **Table 6**. Additional details on calculating these impacts are found in **Tables A-5** through **A-9**.

Table 6
Potential Loss in Economic Activity Due to the Initiative

	One-Time Construction Impacts	Ongoing Annual Impacts
Job Years/Employment	29,700	17,200
Employee Compensation	\$1.75 billion	\$1.34 billion
Direct Output (Excluding Compensation)	\$2.01 billion	\$3.03 billion
Total Industry Output	\$3.76 billion	\$4.37 billion

Source: Minnesota IMPLAN Group, City of Oxnard, and EPS.

Note: Estimated lost economic activity based on assumption that all baseline development does not occur.
 Economic impact is estimated to be Countywide.

IMPACT ON ECONOMIC DEVELOPMENT

The Initiative would have impacts on the economic and business climate of the City should voters not approve development projects or if proposed development is required to undergo a Citywide vote:

- **Business Relocation.** Businesses looking to expand their existing location in the City or develop their own space may be more likely to relocate to an adjacent community rather than assume the additional risk and costs associated with voter approval and traffic mitigation. Examples of new and existing

businesses that have publicly stated that their pending development or expansion plans will change to either not locate in Oxnard or relocate elsewhere should the Initiative pass include:

- Lowe's
 - Target
 - Drum Warehouse
 - Haas Automation
- **Small Business Retention.** Similarly, small businesses not otherwise exempt from the Initiative are more likely to be impacted by the Initiative's requirements as the cost of doing business increases related to expansion and development in Oxnard.
 - **Public-Private Partnership Opportunities.** With the increased costs of development associated with the Initiative, the City would likely be required to participate in increased public-private partnership opportunities to attract businesses and development to the City. Development impact fee revenue identified in **Chapter III** is often leveraged to encourage public-private partnerships that benefit the community. Finite resources would likely limit the City's ability to encourage catalyst development projects from developing as a result of the conditions imposed by the proposed Initiative.

V. REDEVELOPMENT AND REVITALIZATION IMPACTS

The City's redevelopment and revitalization efforts depend on the ability to adapt to changing demographics, demand for particular land uses (e.g., residential, retail, and office development), and the ability to attract outside investment to the City. Impacts related to revitalization efforts, collaboration between the City and the private sector, and redeveloping blighted areas are addressed in this Chapter.

At this time, the exact nature of these impacts is not quantifiable. However, the City's ability to provide feasible options for redevelopment and revitalization may be limited to choices that do not include developing new residential or commercial projects that would be subject to voter approval.

IMPACT ON REVITALIZATION EFFORTS

The Initiative would likely have impacts on the following economic development activities, should voters not approve development projects:

- **Downtown Revitalization.** Additional requirements to address traffic mitigation issues could impact smaller projects, affecting revitalization efforts in the downtown area.
- **Channel Islands Harbor Renovation and Redevelopment.** The Initiative would likely impact the City's ability, in collaboration with Ventura County, to encourage and stimulate harbor-related activity and development. Potential development of new retail, entertainment, and other uses would likely be subject to voter approval, adding additional hurdles for successful redevelopment of the Channel Islands Harbor.

Harbor officials note that two significant projects are proposed:

- A 190,000 sq. ft. hotel/condominium development, with 125 condos.
- A 150,000 sq. ft. mixed use development with 800 apartments and ground floor retail.

These two projects have the potential to generate an additional \$747,000 in annual transient-occupancy, \$358,000 in sales-tax, and \$378,000 in possessory interest-tax revenue to the City at buildout of both projects.

- **Redevelopment and Revitalization of First Generation Commercial and Industrial Land Uses.** Much of Oxnard's commercial and industrial inventory is dated and shows a need for reinvestment and redevelopment. To revive these corridors and areas, redevelopment may be required to address market demands for specific types of commercial and industrial space, as well as the needs of consumers and businesses. Developing new or redeveloping existing nonresidential space may be limited should the Initiative place an additional requirement of voter passage or traffic mitigation beyond that of the immediate area affecting the project.
- **Potential for Urban Decay.** Should the Initiative limit the ability of existing development projects to redevelop or expand, it is possible that long-term vacancies may result. These vacancies may contribute to long-term blight in certain areas of the City.
- **Impact on Other Governmental Agencies' Ability to Develop or Redevelop.** Other public agencies, such as the Oxnard Unified School District, may wish to sell surplus land holdings or develop them into non-educational uses. The Initiative could limit the ability of these entities to either develop these properties without voter approval, or sell them to private developers.

IMPACT ON REDEVELOPMENT: FISCAL

If the projects in the redevelopment areas are unable to move forward as a result of the Initiative, there will be financial consequences to the City and the Commission. Sales-tax, property-tax, and tax-increment revenue generated for redevelopment purposes will be impacted if the Initiative is approved and development is reduced. Also impacted is housing set-aside funding from the City's share of tax-increment financing.

The analysis has identified the impact of known development projects in previous chapters. In addition, there is substantial redevelopment potential in the City of existing developed space which would also be impacted by the terms of the Initiative.

This portion of the analysis assumes that redevelopment would replace existing sites with higher and better uses. As such, these estimates reflect the net new revenues estimated to accrue to the City and Commission per additional 100,000 sq. ft. retail, office, and industrial redevelopment, as shown in **Table 7**.

Table 7			
Potential Impact of Development in Redevelopment Areas			
Per Additional 100,000 Sq. Ft. Retail, Office, and Industrial Redevelopment			
	Revenue to City General Fund	Revenue to Redevelopment Agency	Annual Total Revenue
	(Per 100,000 Sq. Ft.)	(Per 100,000 Sq. Ft.)	(Per 100,000 Sq. Ft.)
Retail			
Sales Tax	\$169,500	\$0	\$169,500
Property Tax	\$900	\$63,500	\$64,400
Other Taxes	\$31,400	\$0	\$31,400
Total Retail	\$201,800	\$63,500	\$265,300
Office [1]			
Property Tax	\$1,300	\$89,600	\$90,900
Total Office	\$1,300	\$89,600	\$90,900
Industrial [1]			
Property Tax	\$800	\$56,000	\$56,800
Total Industrial	\$800	\$56,000	\$56,800
Source: Weaver Research & Consulting Group.			
[1] Sales Tax and Other Taxes for Office and Industrial land uses were not estimated.			

IMPACT ON REDEVELOPMENT: PUBLIC-PRIVATE PARTNERSHIPS

Through its General Plan and related policies, the City is looking to encourage revitalization and redevelopment in its five project areas: Downtown, Central City Revitalization, Historic Enhancement and Revitalization of Oxnard (HERO), Ormond Beach, and Southwinds Project Areas. Redeveloping these areas requires significant public-private partnerships between the City, the Commission, and private development:

- **Limits the Ability of Projects to Redevelop.** In addition to limiting the ability of identified redevelopment projects to occur, the Initiative will also impact the ability of future redevelopment efforts by the City. Encouraging urban revitalization and requiring rezoning of land uses, assembling multiple parcels, developing higher density projects, and developing mixed uses will be difficult.
- **Increased Need for Public Participation as a Result of Increased Development Costs.** The extended approval process for redevelopment projects impacted by the Initiative would result in higher costs that would hamper project feasibility. Cities can partner with developers of priority projects by helping to fill the financial feasibility gap using public support. The Initiative could have the unintended consequence of reducing the financial feasibility of a redevelopment project, requiring additional assistance from the Commission.
- **Smaller Projects Not Subject to the Initiative Would Generate Less Redevelopment Revenue.** Redevelopment projects generate tax-increment revenue, a significant portion of which returns to the City Commission to fund ongoing programs, such as:
 - First-time homebuyer programs
 - Housing rehabilitation
 - Mobile home replacement
 - Façade improvements
 - Infrastructure improvements (lighting, parking, landscaping)

- Streetscaping
- Maintenance
- One-time grants and subsidies to redevelop new projects.

Smaller projects would not generate the same level of revenue as larger projects. This reduction in revenue would negatively impact the Commission's ability to sustain its existing programs and support new projects.

AFFORDABLE HOUSING IMPACTS

CURRENT MARKET CONCERNS

The downturn in the national and statewide housing market had an impact on Ventura County and the City, resulting in slower home sales, reduced home values, and an increased supply of homes. The median price for an Oxnard single-family home peaked at more than \$617,000 in June 2006 and is now \$352,000 as of July 2008, compared with Ventura County median home prices of \$604,000 in June 2006 and \$420,000 as of July 2008.¹ As a result, the City's supply of relatively affordable housing has increased and several new homes in the permitting and construction pipeline, which are exempt from the Initiative, will add to the supply in the short term.

The impact of the Initiative on housing affordability and supply may not be significant over the next two to three years; however, in the long term, once the housing markets begin to recover, Oxnard home prices may increase as a result of a reduced supply of new homes in a recovering housing market with pent-up demand and continuing growth in demographic demand. Any potential increases in home prices would impact the affordability of homeownership in the City.

¹ Based on data from Dataquick for those time periods.

BARRIERS TO COMMUNITY-BASED DEVELOPERS

As mentioned previously, to the extent developers move forward with elections to win project approval, the cost in time and increased risk will likely mean that only the projects with the highest profit margins will choose this route. Community-based affordable housing developers may not have the resources to endure the expense and additional project risk.

IMPACT ON STATE-REQUIRED AFFORDABLE HOUSING OBLIGATIONS

The Initiative appears to provide a modest exception for affordable housing projects, which is related to the City's 1998–2005 Housing Element. Based on City Development Services' interpretation of the Initiative section, the City will be able to accommodate 862 additional very low-, low-, and moderate-income-restricted homes after the effective date of the Initiative (see **Table A-10**). In addition, the City has a total of 611 homes for very low- and low-income families in the development pipeline, which is not impacted by the Initiative.

The City's ability to meet its obligation under State Housing Element Law to provide capacity for very low-, low-, and moderate-income housing development would be affected. This capacity is represented in the City's Regional Housing Needs Allocation (RHNA). EPS estimates that for the current Housing Element compliance period (2006–2014), there would be approximately 1,275 units of below-market housing for which the City would have difficulty identifying development capacity (see **Table A-11**). If all proposed projects were to move forward, including those considered at-risk because of the Initiative, the City would be able to meet its RHNA obligation for the current period. At this time, the City has not adopted the 2006–2014 Housing Element and has not determined the Initiative's impact on City compliance with State RHNA requirements.

Potential issues related to affordable housing resulting from the Initiative include:

- Housing Element Non-Compliance:
 - Reduced access to State Housing and Community Development program funds.

- Litigation by affordable housing advocates and residential developers.
- Violation of California's Anti-NIMBY statute (GC 65589.5):
 - Vulnerability to litigation.

VI. COMPARISON OF DEVELOPMENT SCENARIOS

By requiring development projects of a specified size to be approved by a Citywide vote, the Initiative assumes that the development of smaller projects of less than 10,000 sq. ft. and five units will reduce traffic. However, the land use implications of this development scale may result in unintended consequences, including increased travel trips and therefore increased traffic. The following comparison serves as a means to compare the development patterns resulting from the Initiative's passage with existing development patterns from a land use and traffic perspective.

DEFINITION OF SCENARIOS

EPS and Dowling Associates applied two land use scenarios to provide a hypothetical example of the traffic and land use impacts of the Initiative.

- | | |
|--------------------------------------|--|
| Scenario 1: Smaller Projects: | Assumes ten 9,999 sq. ft. commercial buildings, totaling approximately 100,000 sq. ft. |
| Scenario 2: Larger Project: | Assumes one 100,000 square foot commercial building. |

Essentially, Scenario 1 represents a potential development prototype should the Initiative pass and developers restructure their projects to avoid approval by Citywide election.

TRAFFIC IMPACTS

The effectiveness of the Initiative in achieving its stated purposes presumes that LOS on the City's streets and intersections is deteriorated uniquely by new large-scale development. While it is true that new development

of all types and scales will contribute to trip generation and potentially affect LOS, there also are other factors that influence traffic.

The Initiative's basis for maintaining the City's traffic LOS through limiting residential and commercial development is based partially on the assumption that larger projects generate a higher level of trips than smaller projects; however, eliminating development of larger projects does not necessarily reduce trips. The LOS measurement is dynamic, affected by changing local travel patterns, increasing trip generation per household, and regional (through) traffic, regardless of the methodology used to measure LOS:

- **A Larger Project Does Not Necessarily Mean Increased Travel Trips.** First, the trip generation tables published by the Institute of Traffic Engineers (ITE) show that larger retail centers generate fewer trips per acre or building square foot than smaller types of retail. People tend to shop for a longer time and go to larger retail centers less frequently.
- **Multiple Smaller-Sized Projects Will Likely Increase Traffic.** Second, if the same amount of square footage is developed with retail or commercial projects that fall below the vote-requirement level, then the number of trips will likely be equal to or greater than the trips produced by the larger retail centers, as demonstrated in the table below.

A larger project is more likely to generate additional traffic if developed with several smaller projects rather than just one large project, as demonstrated by examining the traffic impacts of the commercial components of the two scenarios.

Table 8
Comparison of Hypothetical Development Scenarios: Traffic Impacts [1]

	<u>Scenario 1:</u> Smaller Projects <i>Ten 9,999-Sq.-Ft. Commercial</i>		<u>Scenario 2:</u> Large Project <i>One 100,000-Sq.-Ft. Commercial</i>		Increase in Traffic for Scenario 1 (Smaller Projects)
	<u>Trip Rate per Sq. Ft.</u>	<u>Daily Trip Ends</u>	<u>Trip Rate per Sq. Ft.</u>	<u>Daily Trip Ends</u>	
Commercial Retail	0.152	15,202	0.068	6,791	2.24x

Source: ITE Trip Generation Manual 7th Ed. and Dowling Associates, Inc.

[1] Represents daily weekday trips.

LAND USE IMPACTS

The land use impacts of the two hypothetical scenarios can be compared based on the following categories:

- **Land Consumption.** Although the building footprints of each individual project described in Scenario 1 are smaller than larger projects, collectively they require more land than the larger project described in Scenario 2, as reflected in **Table 9**.

Table 9
Land Optimization for 100K Sq. Ft. of Commercial Under Measure "V"

Item	Scenario 1 Smaller Projects under Measure "V"	Scenario 2 Large Projects Existing Standards
Total Space Required	100,000	100,000
Total Building Sq. Ft. / Building	9,999	100,000
No. of Buildings Required	10	1
Acres per Building	0.25	0.50
Acres Consumed for 100,000 Sq. Ft. of Commercial	2.5	0.5
Total Land Consumed: Scenario 1 Compared to Scenario 2		5.00x

"Land_opt"

Source: EPS.

- **Differences in Commercial Tenants.** Users of projects developed under Scenario 1 will be limited to smaller retail and office users, and restrict any type of industrial development. Although a smaller commercial space may be ideal for many smaller businesses, many retailers and offices that provide services (realtors, health care practitioners, etc.) often depend on larger anchor tenants to generate foot traffic.
- **Development Economics.** The small scale of commercial and residential development described in Scenario 1 is less financially feasible than the larger projects in Scenario 2. Cost efficiencies related to labor, construction materials, and soft costs can often be applied when developing larger projects versus smaller-scaled projects as proposed in Scenario 1.

APPENDICES

APPENDIX A: DETAILED TABLES

APPENDIX B: MAP OF POTENTIALLY AFFECTED INFILL AND
REDEVELOPMENT SITES

APPENDIX C: ESTIMATED REVENUE IMPACTS

APPENDIX A

DETAILED TABLES

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Table A-1
City of Oxnard
Measure "V" Initiative Analysis
Summary of Potentially Impacted Residential, Commercial and Industrial Land Uses

Land Use	Total					Outside of Redevelopment Area			In Redevelopment Area		
	No. of Projects	Units	Acres	Gross Sq. Ft. [1]	Estimated Employees	Units	Sq. Ft.	Estimated Employees	Units	Sq. Ft.	Estimated Employees
Residential											
Market Rate Residential	22	4,931	823.0	-	-	3,030	-	-	1,901	-	-
Residential - Affordable [1]	n/a	3,156	n/a	-	-	2,834	-	-	322	-	-
Subtotal Residential	22	8,087	823.0	-	-	5,864	-	-	2,223	-	-
Nonresidential											
Retail	16	-	97.7	993,172	2,216	-	663,156	1,478	-	330,016	738
Office	8	-	29.1	309,752	1,241	-	216,099	866	-	93,653	375
Industrial	15	-	822.0	13,740,839	13,746	-	13,740,839	13,746	-	0	0
Subtotal Nonresidential	39	-	948.8	15,043,763	17,203	-	14,620,094	16,090	-	423,669	1,113
Total	61	8,087	1,771.7	15,043,763	17,203	5,864	14,620,094	16,090	2,223	423,669	1,113

"LU_sum"

Source: Weaver Research & Consulting Group and EPS.

[1] Estimate based on Development Project List (July 2008) and assumptions regarding City's Inclusionary Ordinance and Redevelopment Area requirements.

Table A-2
City of Oxnard
Measure "V" Initiative Analysis
Impacted Residential, Commercial, and Industrial Land Uses by Type

Project	Land Use	Units	Acres	Potential Gross Sq. Ft.	Redevelopment Project Area	Estimated Employees [1]
Tier 1: Approved or Under Consideration for Approval Before November 2008 [2]						
Residential Land Uses						
1a.	DAL-Villa San Lorenzo	16	2.15	-	Yes	-
1b.	Gateway Walk	190	11.39	-	Yes	-
1c.	Cypress Road	159	9.00	-	Yes	-
1d.	Victoria/Hemlock	116	6.30	-	Yes	-
1e.	Wagon Wheel	1,144	58.00	-	Yes	-
1f.	Westwinds II	48	4.76	-	Yes	-
1g.	Casden	201	25.38	-	No	-
1h.	North Shore	292	9.00	-	No	-
1i.	South Shore (Ormond Beach North)	1,283	322.00	-	No	-
	Subtotal	3,449	447.98	-		-
Retail Land Uses						
1j.	Carriage Square/Lowe's	-	0.43	181,024	Yes	403
1k.	Wagon Wheel	-	2.40	58,612	Yes	131
1l.	Walgreen's	-	1.02	14,410	Yes	33
1m.	Gonzales & Rose - Rose Ranch	-	7.52	62,224	No	139
1n.	Statham Commercial	-	2.77	22,500	No	50
	Subtotal	-	14.14	338,770		756
Office Land Uses						
1o.	Wagon Wheel	-	0.60	14,653	Yes	59
1p.	Gonzales & Rose - Rose Ranch	-	7.00	15,556	No	63
	Subtotal	-	7.60	30,209		122
Industrial Land Uses						
1q.	1001 Del Norte - Quinn Rental	-	7.86	12,012	No	13
1r.	Teal Club/Victoria	-	9.42	80,407	No	81

Table A-2
City of Oxnard
Measure "V" Initiative Analysis
Impacted Residential, Commercial, and Industrial Land Uses by Type

Project	Land Use	Units	Acres	Potential Gross Sq. Ft.	Redevelopment Project Area	Estimated Employees [1]
Tier 1 (Continued)						
1s.	Ormond Beach - South	-	375.00	4,000,000	No	4,000
1t.	Rose at Eastman	-	0.63	33,000	No	33
1u.	Seagate	-	9.79	149,786	No	150
	Subtotal	-	402.70	4,275,205		4,277
Subtotal - Tier 1		3,449	872.42	4,644,184		5,155
Tier 2: Proposed Projects Unlikely to Receive Approval Before November						
Residential Land Uses						
2a.	Arbor View (Mira Loma)	291	14.00	-	Yes	-
2b.	Colonial House - Mixed Use	40	0.41	-	Yes	-
2c.	Cypress Road - Paseo Nuevo	60	2.69	-	Yes	-
2d.	Rose/Pleasant Valley	99	5.27	-	Yes	-
2e.	Sixth Street Apartments	8	0.42	-	Yes	-
2f.	Press Courier Lofts	52	0.48	-	Yes	-
2g.	Artisan Apartments	272	12.29	-	No	-
2h.	Jones Ranch	2,500	165.00	-	No	-
2i.	Morton Condominiums	7	0.19	-	No	-
2j.	Reardon Apartments	8	0.48	-	No	-
2k.	Ventura/Vineyard	201	13.75	-	No	-
	Subtotal	3,538	214.98	-		-
Retail Land Uses						
2l.	Centerpoint Mall	-	6.75	12,780	Yes	29
2m.	Colonial House - Mixed Use	-	0.38	16,000	Yes	36
2n.	CVS Shopping Center	-	0.50	27,190	Yes	61
2o.	Shops at Vineyard	-	1.32	20,000	Yes	45
2p.	Jones Ranch	-	2.40	50,000	No	112

Table A-2
City of Oxnard
Measure "V" Initiative Analysis
Impacted Residential, Commercial, and Industrial Land Uses by Type

Project	Land Use	Units	Acres	Potential Gross Sq. Ft.	Redevelopment Project Area	Estimated Employees [1]
Tier 2 (Continued)						
2q.	Oxnard Crossroads	-	0.17	11,326	No	26
2r.	Rose Ranch	-	9.88	77,800	No	173
2s.	Sakioka Farms	-	25.00	100,000	No	223
2t.	Tesco at Rose/Channel Islands	-	4.05	19,554	No	44
	Subtotal	-	50.45	334,650		749
Office Land Uses						
2u.	Radio Lazer	-	0.16	79,000	Yes	316
2v.	Sakioka Farms	-	20.00	67,233	No	269
2w.	Camino Real	-	0.60	101,250	No	405
2x.	Jones Ranch	-	0.60	12,500	No	50
2y.	Ventura Orthopedic	-	0.13	19,560	No	79
	Subtotal	-	21.49	279,543		1,119
Industrial Land Uses						
2z.	1100 East Wooley	-	7.10	142,000	Yes	142
2aa.	1950 Williams	-	12.46	74,430	No	75
2bb.	2751 Statham - Lion's Gate	-	4.68	124,195	No	125
2cc.	2801 Camino del Sol	-	6.41	27,903	No	28
2dd.	3001 Paseo Mercado - Wallace	-	2.48	88,771	No	89
2ee.	500 North Elevar - Gemini	-	1.58	30,797	No	31
2ff.	Camino Real	-	34.00	573,750	No	574
2gg.	Perkins Road/Magellan Ave	-	4.65	-	No	60
2hh.	Sakioka Farms	-	343.00	8,332,767	No	8333
2ii.	Sturgis/Del Norte	-	2.93	11,021	No	12
	Subtotal	-	419.29	9,465,634		9,469
Subtotal - Tier 2		3,538	706.2	10,079,827		11,337

**Table A-2
City of Oxnard
Measure "V" Initiative Analysis
Impacted Residential, Commercial, and Industrial Land Uses by Type**

Project	Land Use	Units	Acres	Potential Gross Sq. Ft.	Redevelopment Project Area	Estimated Employees [1]
Tier 3: Preliminary Planning Process; Unlikely to Receive Approval Before November						
Residential Land Uses						
3a.	Teal Club	1,100	160.00	-	No	-
	Subtotal	1,100	160.00	-		-
Retail Land Uses						
3b.	Teal Club	-	33.10	319,752	No	711
	Subtotal	-	33.10	319,752		711
Subtotal - Tier 3		1,100	193.10	319,752		711
GRAND TOTAL						
	Residential	8,087	822.96	-		-
	Retail	-	97.69	993,172		2,216
	Office	-	29.09	309,752		1,241
	Industrial	-	821.99	13,740,839		13,746
TOTAL		8,087	1,771.73	15,043,763		17,203

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Source: Weaver Research & Consulting Group and EPS.

[1] Assumes 450 sq. ft. per retail employee; 250 sq. ft. per office employee; and 1,000 sq. ft. per industrial employee, based on general employment assumptions by EPS.

[2] Tier 1 projects are those that are 1) approved or 2) close to consideration for approval but unlikely to commence construction if approved. These projects are not likely to have vested rights to develop prior to the effective date of the voter-approved initiative

**Table A-3
City of Oxnard
Measure "V" Initiative Analysis
Infill / Redevelopment Project Sites**

Redevelopment Project Sites	Area	Acres	Existing Building Square Feet		
			Residential	Commercial	Industrial
1 Carriage Square	HERO	14.4	-	174,376	-
2 Downtown					
Downtown Theater Phase II	CCRP/R108	0.2	-	-	-
North & South Plaza - North & South Fifth St., between B & C Streets	CCRP/R108	1.4	-	33,614	-
Press Courier Lofts	CCRP/R106	2.2	40,863	-	-
Old Mexico Block	CCRP/R107	1.3	-	14,365	-
Elks Club Block	CCRP/R108	2.7	-	38,325	-
Meta Street Housing or Mixed-Use Projects	CCRP	0.9	1,443	2,744	-
Oxnard Transportation Center	CCRP	4.4	25,127	34,950	-
Other CCRP Parcels	CCRP	120.6	32,744	416,174	598,973
3 Hueneme Rd./Saviers Rd. (NW corner)	Southwinds	4.3	-	1,429	-
4 Saviers Road/Pleasant Valley Road					
NW Corner - Pleasant Valley Shopping Center	HERO	7.9	-	86,891	-
NE Corner	HERO	0.3	-	2,647	-
SE Corner	-		<i>Not In A Project Area</i>		
SW Corner	Southwinds	0.7	-	-	-
5 Saviers Rd - Old Swap Meet	HERO	4.2	-	48,058	-
6 Hemlock/Victoria – NE Corner (Tucker Investments)	HERO	6.8	85,953	-	-
7 Pleasant Valley Rd./Rose Ave. (College Park Shopping Center)	HERO	5.9	-	58,513	-
8 Former Home Depot (Vineyard Ave. & Ventura Blvd.)	HERO	12.3	-	113,380	-
9 Esplanade II (SW Side) – Target, 24-Hr. Fitness, Food 4 Less, etc.	HERO	18.4	-	223,572	-
10 Oxnard Blvd. (Between HWY 1 to Rose Ave.)	HERO	40.1	-	387,203	-
11 Saviers Rd. - (Between Wooley Rd. and Hueneme Rd.)					
HERO	HERO	34.4	20,454	491,458	-
Southwinds	Southwinds	3.6	26,349	28,892	-
12 SW Corner N. Fifth St. & Ventura Rd. (CVS Pharmacy Ctr)	HERO	8.9	2,988	103,984	-

**Table A-3
City of Oxnard
Measure "V" Initiative Analysis
Infill / Redevelopment Project Sites**

Redevelopment Project Sites	Area	Acres	Existing Building Square Feet		
			Residential	Commercial	Industrial
13 N. Fifth St. & Ventura Rd. NW Corner (Trolley Plaza)	HERO	8.1	-	73,197	-
14 Airport (Fifth St. Between Ventura Rd. and Victoria Ave.)	HERO	182.3	-	-	7,940,311
15 Cypress Neighborhood (Saviers Rd., Pleasant Valley Rd., & Hueneme Rd.)	HERO	35.6	358,051	-	-
16 Centerpoint Mall (Channel Islands Blvd and Saviers Rd.)	HERO	25.7	-	373,240	-
17 Former Drive-In Site (Oxnard Blvd., near Commercial Ave.)	CCRP	13.0	-	-	-
18 Performing Arts Center Area (Between Ninth St., Hobson Way & Fifth St.)	HERO	11.0	-	66,535	-
19 Former Levitz Site	HERO	9.5	-	152,837	-
20 Ormond Beach Area	Ormond	138.4	-	-	246,644
21 Mira Loma Apartments	HERO	14.0	126,828	-	-
22 Former Oxnard High School	HERO	30.8	-	226,901	-
23 Wagon Wheel	HERO	89.4	-	631,913	-
24 Ventura Blvd. Frontage - N. of HWY-101/E. of Vineyard	HERO	25.3	-	230,823	-
25 Area Bounded by 5th St./Rose Ave./Wooley Rd./Richmond Ave.	HERO	149.3	-	-	1,302,751
26 W. Hueneme Rd (Between Saviers Rd. and J Street)	Southwinds	8.3	12,912	263,872	-
27 Bard Rd./Saviers Rd. area	HERO	2.6	16,046	5,868	-
28 Sycamore Senior Village Apartments	HERO	2.0	-	-	-
Total Redevelopment Project Sites		1,041.2	749,758	4,285,761	10,088,679

"RDA_proj"

Source: City of Oxnard and EPS.

Note: Map depicting numbered redevelopment projects sites is located in Appendix B.

Table A-4
City of Oxnard
Measure "V" Initiative Analysis
Summary of Outstanding Bond Issuances

Outstanding Bond Issuance	Total Annual Debt Service	Distribution of Funding	Facilities Funded	Final Maturity
1. Lease Revenue Refunding Bond, Series 2003A	\$1.855 mill.	59% Golf Course Fund 16% General Fund 25% Capital Growth Fee Fund	Various	June 1, 2016
2. Variable Rate Demand Lease Revenue Bonds, Series 2003B	\$985,000	100% General Fund	30% South Oxnard Library 70% Downtown Parking Structure	June 1, 2033
3. Variable Rate Demand Lease Revenue Bonds, Series 2006 (Civic Center Phase II)	\$1.495 mill.	100% Capital Growth Fees Fund	100% Permit Center Building	June 1, 2016
4. Water Revenue Project Bonds, Series 2004	\$3.025 mill.	100% Water Fund	48% GREAT Program 52% Ongoing Capital Improvements	June 1, 2034
5. Water Revenue Project Bonds, Series 2006	\$3.430 mill.	100% Water Fund	71% GREAT Program 29% Ongoing Capital Improvements	June 1, 2036
6. Wastewater Revenue Project Bonds, Series 2004A	\$4.088 mill.	100% Wastewater Fund	90% Redwood Trunk 10% Headworks Project	June 1, 2034
7. Variable Rate Demand Wastewater Revenue Project Bonds, Series 2004B	\$1.960 mill.	100% Wastewater Fund	73% Headworks Project 27% Septic Conversion Project	June 1, 2034
8. Wastewater Revenue Project Bonds, Series 2006	\$800,000	100% Wastewater Fund	100% Headworks Project	June 1, 2036

"bonds"

Source: City of Oxnard Finance Department.

**Table A-5
City of Oxnard
Measure "V" Initiative Analysis
Summary of Direct Economic Impacts Foregone (2008\$)**

**Direct One-Time and Ongoing
Economic Impacts**

Impact Category	One-Time Construction Impacts	Ongoing Annual Impacts
Direct Job Years/Employment [1]	29,687	17,187
Direct Industry Output Impacts		
Direct Industry Output (Excluding Compensation)	\$2,013,919,313	\$3,029,622,083
Direct Employee Compensation [2]	\$1,749,704,250	\$1,343,365,599
Total Direct Industry Output	\$3,763,623,563	\$4,372,987,682

"sum_impacts"

Source: Minnesota IMPLAN Group and EPS.

[1] Reflects total job years over period of buildout of uses considered for one-time construction impacts.
Reflects annual employment for ongoing annual impacts.

[2] A component of output representing industry profits and income earned by employees and business owners.

NOTE: Ongoing employment may not match Table A-1 because of rounding.

Table A-6
City of Oxnard
Measure "V" Initiative Analysis
Estimated Annual Direct Output and Employment Impacts Foregone (2008\$)

Direct Annual Economic Impacts

Land Use Category	Source/ Assumption	Formula	Nonresidential Land Uses			Total
			Retail	Office	Industrial	
Estimated Building Square Feet	Table A-3	<i>a</i>	993,172	309,752	13,740,839	15,043,763
Estimated Square Feet per Employee	Table A-2	<i>b</i>	450	250	1,000	
Estimated Total Employees		$c = b / a$	2,207	1,239	13,741	17,187
Estimated Compensation per Employee [1]		<i>d</i>	\$29,581	\$72,668	\$86,460	
Estimated Total Employee Compensation		$e = c * d$	\$65,285,145	\$90,035,147	\$1,188,045,306	\$1,343,365,599
Estimated Industry Output per Employee [2]		<i>f</i>	\$70,772	\$186,248	\$290,083	
Estimated Total Industry Output		$g = c * f$	\$156,193,611	\$230,761,318	\$3,986,032,753	\$4,372,987,682

"dir_imp"

Source: Minnesota IMPLAN Group and EPS.

- [1] Estimated compensation per employee based on calculation of the weighted average compensation per employee for the 10 primary output generating industries in Ventura County for each land use category. Based on IMPLAN model of Ventura County economy as reported by IMPLAN using data from 2006. Values shown here inflated by U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index - All Urban Consumers Los Angeles Area to reflect 2008\$.
- [2] Estimated industry output per employee based on calculation of the weighted average industry output per employee for the 10 primary output generating industries in Ventura County for each land use category. Based on IMPLAN model of Ventura County economy as reported by IMPLAN using data from 2006. Values shown here inflated by U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index - All Urban Consumers Los Angeles Area to reflect 2008\$.

Table A-7
City of Oxnard
Measure "V" Initiative Analysis
Estimated Direct Economic Impact of New Residential and Nonresidential Construction (2008\$)

One-Time Direct Economic Impacts

Land Use	Assumed IMPLAN Sector	Construction Industry Output	Output per Employee	Employees (Job Years)	Compensation per Employee	Construction Emp. Compensation
			[1,2]	[1,3]	[1,4,5]	
<i>Formula</i>		<i>A</i>	<i>B</i>	<i>C = A / B</i>	<i>D</i>	<i>E = C * D</i>
Residential Land Uses						
Single-Family Units						
Detached	New Residential 1-Unit Structures	\$512,845,525	\$171,193	2,996	\$58,709	\$175,875,481
Attached	New Multifamily Housing Structures - All	\$989,592,560	\$135,277	7,315	\$58,709	\$429,474,058
Multifamily Units	New Multifamily Housing Structures - All	\$217,871,422	\$135,277	1,611	\$58,100	\$93,572,631
Affordable Single-Family Units	New Multifamily Housing Structures - All	\$581,590,627	\$135,277	4,299	\$58,100	\$249,784,779
Subtotal Residential Land Uses		\$2,301,900,135		16,221		\$948,706,948
Nonresidential Land Uses						
Retail	Commercial and Institutional Buildings	\$135,038,220	\$117,520	1,149	\$58,640	\$67,381,423
Office	Commercial and Institutional Buildings	\$36,222,558	\$121,395	298	\$60,574	\$18,074,346
Industrial	Manufacturing and Industrial Buildings	\$1,290,462,650	\$107,375	12,018	\$59,538	\$715,541,533
Subtotal Nonresidential Land Uses		\$1,461,723,428		13,466		\$800,997,301
Total Residential and Nonresidential Land Uses		\$3,763,623,563		29,687		\$1,749,704,250

"construction_sum"

Source: Minnesota IMPLAN Group and EPS.

- [1] Impacts are measured based on County level data.
- [2] Estimated output per employee based on 2006 countywide IMPLAN data for each industry sector. Output per employee has been inflated by the U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index - All Urban Consumers Los Angeles Area to reflect 2008\$.
- [3] Employment, which includes both full-time and part-time workers, represents total employment over buildout of the identified land uses, and therefore reflects total job years as opposed number of jobs. Not all workers are assumed to be residents of the City of Oxnard.
- [4] Employee compensation figures include self-employment and proprietary income.
- [5] Estimated compensation per employee based on 2006 countywide IMPLAN data for each industry sector. Employee compensation has been inflated by U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index - All Urban Consumers Los Angeles Area to reflect 2008\$.

Table A-8
City of Oxnard
Measure "V" Initiative Analysis
Residential and Nonresidential Construction Impact Assumptions (2008\$)

Development	Estimated Construction Cost			Number of Units	Total Construction Cost
	Cost per Sq. Ft. [1]	Estimated Bldg. Sq. Ft. [2]	Cost per Unit		
<i>Formula</i>	<i>a</i>	<i>b</i>	<i>c = a * b</i>	<i>d</i>	<i>e = c * d</i>
Residential Land Uses		<i>per unit</i>			
Single-Family Units					
Detached	\$126.07	2,430	\$306,359	1,674	\$512,845,525
Attached	\$126.94	2,075	\$263,400	3,757	\$989,592,560
Subtotal				5,431	\$1,502,438,085
Multifamily Units	\$178.62	870	\$155,400	1,402	\$217,871,422
Affordable Single-Family Units	\$178.62	1,000	\$178,621	3,256	\$581,590,627
Subtotal Residential Land Uses				10,089	\$2,301,900,135
<i>Formula</i>	<i>a</i>	<i>b</i>			<i>c = a * b</i>
Nonresidential Land Uses					
Retail Building Square Feet	\$135.97	993,172	-	-	\$135,038,220
Office Building Square Feet	\$167.62	216,099	-	-	\$36,222,558
Industrial Building Square Feet	\$93.91	13,740,839	-	-	\$1,290,462,650
Subtotal Nonresidential Land Uses		14,950,110			\$1,461,723,428
Total Residential and Nonresidential Land Uses					\$3,763,623,563

"constr"

Source: Minnesota IMPLAN Group; Reed Construction Data 2008 RSMeans Square Foot Costs; and EPS.

[1] EPS estimate based on 2008 RSMeans costs. See Table A-9 for detailed calculations.

[2] Residential building square footage based on the following assumptions:

 Single-Family (Detached) = 2,430 sq. ft.

 Single-Family (Attached) = 2,075 sq. ft.

 Multifamily (Attached) = 870 sq. ft.

 Affordable = 1,000 sq. ft.

**Table A-9
City of Oxnard
Measure "V" Initiative Analysis
Construction Cost Estimates (2008\$)**

Assumption	Project Land Uses					
	Single-Family (Detached)	Single-Family (Attached)	Multifamily/ Affordable	Commercial/ Retail	Commercial/ Office	Industrial
Building Type	Average 1 Story	Average 2 Story	1 - 3 Story Apartment Complex	M.630 Store, Retail	M.460 Office, 2-4 Story	M.690 Warehouse
Reference Building Size	2,400 sq. ft.	2,000 sq. ft.	36,000 sq. ft.	65,000 sq. ft.	80,000 sq. ft.	60,000 sq. ft.
Exterior Wall	Brick Veneer - Wood Frame	Brick Veneer - Wood Frame	Face Brick w/ Concrete Block Back-up	Face Brick w/ Concrete Block Back-up	Face Brick w/ Concrete Block Back- up	Concrete Block
Base Cost per Sq. Ft.	\$94.65	\$95.30	\$134.10	\$103.95	\$128.15	\$71.80
Total Cost	\$227,160	\$190,600	\$4,827,600	\$6,756,750	\$10,252,000	\$4,308,000
Contingency [1]	20%	20%	20%	20%	20%	20%
Total Cost per Sq. Ft.	\$113.58	\$114.36	\$160.92	\$124.74	\$153.78	\$86.16
Location Factor (Zip code 956-) [2]	1.11	1.11	1.11	1.09	1.09	1.09
Adjusted Cost per Sq. Ft.	\$126.07	\$126.94	\$178.62	\$135.97	\$167.62	\$93.91
2008 Estimated Cost per Sq. Ft.	\$126.07	\$126.94	\$178.62	\$135.97	\$167.62	\$93.91
2008 Estimated Cost per Unit/MF Complex	\$303,000	\$254,000	\$6,430,000			

"constr_dtl"

Source: Reed Construction Data, 2008 RSMeans Square Foot Costs, 29th Annual Ed.; and EPS.

Note: Building type, size, and materials are all general references from RSMeans used to represent a typical building development in order to estimate typical construction costs. These references are not intended to specify the exact type, size, and materials in the Project area and should not be considered as such.

[1] EPS assumption.

[2] Assumes an adjusted cost related to geographical location, as provided by RSMeans.

Table A-10
City of Oxnard
Measure "V" Initiative Analysis
Affordable Housing Impact

Based on Initiative Language [1]

Item	Formula	Income Range				Total Affordable	Above Moderate (Mkt Rate)
		Very Low	Low	Moderate			
RHNA Allocation (1998 - 2005)	<i>a</i>	797	489	505	1,791	1,507	
Completed for 1998 - 2005	<i>b</i>	410	465	54	929	4,452	
Remainder <i>(Additional Units Permitted After Initiative Effective Date)</i>	<i>c = a - b</i>	387	24	451	862	(2,945)	
Pipeline and Recently-Completed Affordable Projects							
Assisted Projects							
Paseo De Luz		43			43		
Las Cortes		8	94		102		
Colonia Villas			24		24		
Sycamore Senior Apts.		23	205		228		
Total Assisted Pipeline	<i>d</i>	74	323		397		
Exempt Inclusionary Pipeline (<i>Estimate</i>)	<i>e</i>	483	128		611		
Total Exempt Affordable Units	<i>f = c + d + e</i>	944	475	451	1,870		

"aff_sum"

Sources: City of Oxnard, EPS

[1] Based on Interpretation of Section 5, Paragraph C of Initiative Language.

**Table A-11
City of Oxnard
Measure "V" Initiative Analysis
Regional Housing Needs Allocation Implications**

Category	Total	Income Range			Above Moderate (Mkt Rate)
		Very Low	Low	Moderate	
RHNA Allocation (2006 - 2014)	7,093	1,491	1,221	1,445	2,936
Completed and Pipeline Projects Not Impacted [1]	5,818	1,101	688	580	4,834
Net RHNA Allocation (2006 - 2014)	1,275	390	533	865	(1,898)
At Risk Units	8,085	544	610	2,000	4,931

"aff_projects"

Sources: City of Oxnard July 2008 Development Project List, and EPS.

Note: Affordability level breakdowns are EPS estimates base on assumptions regarding application of the City's Inclusionary Zoning Ordinance and other identified affordable developments.

[1] Reflects projects as of August 2008.

**Table A-12
City of Oxnard
Measure "V" Initiative Analysis
Traffic Land Use Initiatives**

City	Year	Initiative	Election Results	Status	Description	Subsequent Elections
Newport Beach	2000	Measure S - Newport Beach Traffic Plan Initiative	Passed	N/A	Requires a vote on General Plan Amendments greater than: 100 housing units; 100 peak hour auto trips; 40,000 sq. ft. building space; than what the general plan allows.	1. Office Tower Koll Center Measure G 2001 (Failed) 2. Waterfront luxury hotel Measure L 2004 (Failed)
Newport Beach	2006	Measure X - Greenlight II	Failed	N/A	Would require a vote if project adds same amounts of housing units, auto trips, building space, regardless of general plan allowances.	No
Ojai	2002	Measure C - Proposed zone changes and adverse traffic impacts	Failed	N/A	Should proposed zone changes and discretionary development projects which cause any adverse traffic impacts on local roadways be denied unless feasible, ascertainable mitigation measures are available and adopted? The measure excepts single-family dwellings on existing legal lots and City special events. The measure does not exempt affordable housing.	N/A
Redondo Beach	2008	Petitioning for signatures	N/A	Signature Collection Deadline 12/31/07	Major change in allowable land use that surpasses certain density and traffic thresholds of more than 150 new vehicle trips during peak hours, building space of 40,000 sq. ft., the project would be tested in a citywide election where voters could block it.	N/A
Thousand Oaks	2008	Measure B - Right to Vote on Traffic Congestion	Failed	N/A	Required any retail development over 75,000 sq. ft, other projects exceeding 100,000 sq. ft., or any Specific Plan where the cumulative square footage exceeds 75,000 to be approved by a Citywide vote if any of these projects trigger a LOS "D" or lower, prior to mitigation efforts.	N/A
Oxnard	2008	Measure V - Oxnard Traffic Initiative	N/A	November 2008 ballot	Requires any development over 10,000 sq. ft. or over 4 residential units to mitigate any intersection within a 5-mile radius which does not achieve a LOS "C" prior to approval, or be approved by a Citywide vote.	N/A

"traffic_initiatives"

Source: League of Women Voters, Building a Better Redondo Website, Daily Pilot, Orange County Register.com, and other sources.

Table A-13
City of Oxnard
Measure "V" Initiative Analysis
Voter Initiative on Land Use - All Category

Other Cities that Vote on Large-Scale Development Projects

Newport Beach, California	Huntington Beach, California
Mission Viejo, California	Imperial Beach, California
Yorba Linda, California	Livermore, California
Alameda, California	Loma Linda, California
Chino Hills, California	Modesto, California
Davis, California	Palo Alto, California
El Dorado County, California	Sierra Madre, California
Escondido, California	Tracy, California

"voter"

Source: Building a Better Redondo Web site.

Table A-14
City of Oxnard
Measure "V" Initiative Analysis
Land Use and Project Development Initiatives

City	Year	Initiative	Election Results	Project	Project Status	Description
Cotati	2003	Measure B	Passed	Lowes Home Improvement Store	Construction completed	This initiative measure proposes to amend the City of Cotati General Plan and Zoning Ordinance to modify an existing size limitation on retail occupancy within the City of Cotati. The measure, if approved by a simple majority of the electorate, would permit the use or occupancy by a commercial retail establishment of more than 43,000 square feet of gross floor area in a limited area of the City, west of U.S. 101 and north of State Highway 116. In all other areas of the City, the use or occupancy by a commercial retail establishment of more than 43,000 square feet of gross floor area would continue to be prohibited.
Davis	2006	Measure K	Passed	Target Store	Construction anticipated April 2008	Shall the City Council's approve the Second Street Crossing Project, a retail development of approximately 183,000 square feet, including a General Merchandise Store of 137,000 square feet and other retail buildings totaling 46,000 square feet, including a General Plan Amendment, be ratified?
Livermore	2005	Measure D	Failed	Residential Development	Project failed	Shall the people of Livermore amend the Livermore General Plan concerning the North Livermore Urban Growth Boundary and other provisions to permit 2,450 units of residential development and related public facilities in North Livermore?
Lodi	2004	Measure R	Failed	Retail Development	Project failed	Shall the ordinance prohibiting the construction of new, rebuilt, or expanded retail structures in excess of 125,000 square feet (including outside retail sales areas) unless approved by the City Council and a majority of the voters voting at a city wide election be adopted?
Newport	2001	Measure G	Failed	Koll Center	Project failed	The Koll Center Newport expansion project proposing a 10-story office building at MacArthur Boulevard and Jamboree Road.
Newport	2004	Measure L	Failed	Waterfront Luxury Hotel	Project failed	Shall the Newport Beach General Plan designations for Marina Park be amended from Recreation and Environmental Open Space to Recreational and Marine Commercial to permit a resort with a maximum of 110 guest units (including twelve timeshare units) and 96,000 square feet?
Pacifica	2006	Measure L	Failed	Mixed-Use Development	Project failed	Shall the Initiative authorizing the City of Pacifica City Council to approve a mixed-use residential and commercial development on the Rockaway Quarry, subject to specified conditions, be adopted?

"initiative_description"

Source: Smartvoter Web site, City of Davis, El Toro Chronicles, and Orange County Register Web site.

Table A-15
City of Oxnard
Measure "V" Initiative Analysis
Campaign Spending on Elections to Approve Projects Subject to Land Use Initiative

	Moorpark	Santa Paula	Newport	Newport	Livermore	Pacifica	Davis
County	Ventura	Ventura	Orange	Orange	Alameda	San Mateo	Yolo
Initiative	Measure A6	Measure Y	Measure G	Measure L	Measure D	Measure L	Measure K
Year	2006	2006	2001	2004	2005	2006	2006
Expenditures [1]							
Administrative Costs	\$263,000	\$89,430	N/A	N/A	N/A	N/A	N/A
Proponents	N/A	N/A	\$165,000	\$207,897	\$3,250,000	\$1,310,384	\$385,923
Opponents	N/A	N/A	N/A	N/A	\$210,203	N/A	\$24,815
Subtotal of Expenditures	\$263,000	\$89,430	\$165,000	\$207,897	\$3,460,203	\$1,310,384	\$410,738
Election Type	Special	Special	Special	General	General	General	General

"campaign_spending"

Source: City of Moorpark, City of Santa Paula, City of Newport, City of Davis, Oakland Tribune, and Pacific Quarry Website.

[1] Based on unconfirmed reports from various jurisdictions.



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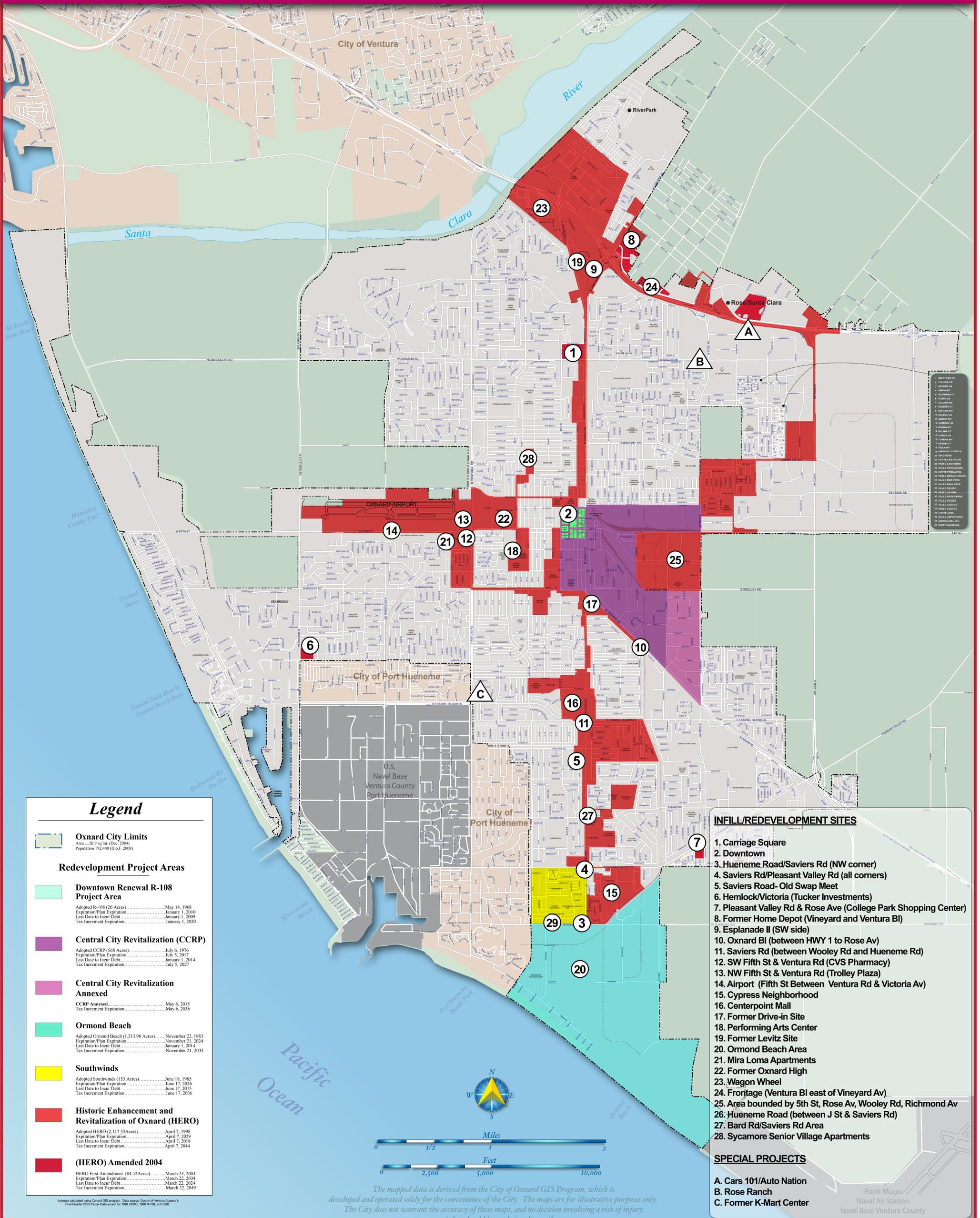
APPENDIX B

MAP OF POTENTIALLY AFFECTED INFILL AND REDEVELOPMENT SITES



CITY OF OXNARD INFILL/REDEVELOPMENT SITES

CDC
Community Development Commission



MAPPER'S ID	STREET NAME
1	TRAFALGAR
2	TRAFALGAR
3	TRAFALGAR
4	TRAFALGAR
5	TRAFALGAR
6	TRAFALGAR
7	TRAFALGAR
8	TRAFALGAR
9	TRAFALGAR
10	TRAFALGAR
11	TRAFALGAR
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Legend

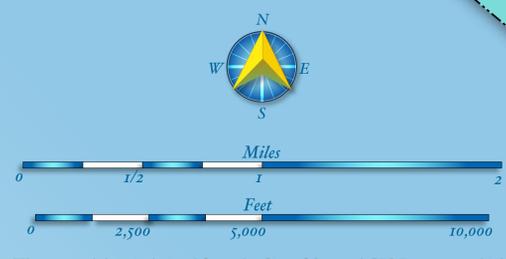
- Oxnard City Limits**
Area - 26.9 sq. mi. (Dec. 2004)
Population 192,440 (D.O.F. 2006)
- Redevelopment Project Areas**
 - Downtown Renewal R-108 Project Area**
Adopted R-108 (20 Acres)..... May 14, 1968
Expiration/Plan Expiration..... January 1, 2010
Last Date to Incur Debt..... January 1, 2009
Tax Increment Expiration..... January 1, 2020
 - Central City Revitalization (CCR)**
Adopted CCR (568 Acres)..... July 6, 1976
Expiration/Plan Expiration..... April 7, 2029
Last Date to Incur Debt..... January 1, 2014
Tax Increment Expiration..... July 5, 2027
 - Central City Revitalization Annexed**
CCR Annexed..... May 6, 2015
Tax Increment Expiration..... May 6, 2036
 - Ormond Beach**
Adopted Ormond Beach (1,213.98 Acres)..... November 22, 1983
Expiration/Plan Expiration..... November 21, 2024
Last Date to Incur Debt..... January 1, 2014
Tax Increment Expiration..... November 21, 2034
 - Southwinds**
Adopted Southwinds (153 Acres)..... June 18, 1985
Expiration/Plan Expiration..... June 17, 2026
Last Date to Incur Debt..... June 17, 2015
Tax Increment Expiration..... June 17, 2036
 - Historic Enhancement and Revitalization of Oxnard (HERO)**
Adopted HERO (2,117.33 Acres)..... April 7, 1998
Expiration/Plan Expiration..... April 7, 2029
Last Date to Incur Debt..... April 7, 2018
Tax Increment Expiration..... April 7, 2044
 - (HERO) Amended 2004**
HERO First Amendment (84.52 Acres)..... March 23, 2004
Expiration/Plan Expiration..... March 22, 2034
Last Date to Incur Debt..... March 22, 2024
Tax Increment Expiration..... March 22, 2049

INFILL/REDEVELOPMENT SITES

1. Carriage Square
2. Downtown
3. Hueneme Road/Saviers Rd (NW corner)
4. Saviers Rd/Pleasant Valley Rd (all corners)
5. Saviers Road- Old Swap Meet
6. Hemlock/Victoria (Tucker Investments)
7. Pleasant Valley Rd & Rose Ave (College Park Shopping Center)
8. Former Home Depot (Vineyard and Ventura Bl)
9. Esplanade II (SW side)
10. Oxnard Bl (between HWY 1 to Rose Av)
11. Saviers Rd (between Wooley Rd and Hueneme Rd)
12. SW Fifth St & Ventura Rd (CVS Pharmacy)
13. NW Fifth St & Ventura Rd (Trolley Plaza)
14. Airport (Fifth St between Ventura Rd & Victoria Av)
15. Cypress Neighborhood
16. Centerpoint Mall
17. Former Drive-in Site
18. Performing Arts Center
19. Former Levitz Site
20. Ormond Beach Area
21. Mira Loma Apartments
22. Former Oxnard High
23. Wagon Wheel
24. Froritage (Ventura Bl east of Vineyard Av)
25. Area bounded by 5th St, Rose Av, Wooley Rd, Richmond Av
26. Hueneme Road (between J St & Saviers Rd)
27. Bard Rd/Saviers Rd Area
28. Sycamore Senior Village Apartments

SPECIAL PROJECTS

- A. Cars 101/Auto Nation
- B. Rose Ranch
- C. Former K-Mart Center



The mapped data is derived from the City of Oxnard GIS Program, which is developed and operated solely for the convenience of the City. The maps are for illustrative purposes only. The City does not warrant the accuracy of these maps, and no decision involving a risk of injury or economic loss should be made in reliance thereon.

Point Mugu
Naval Air Station
Naval Base Ventura County

The logo consists of the letters 'EPS' in a white, serif font, set against a dark teal rectangular background.

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Planning Systems

Public Finance
Real Estate Economics
Regional Economics
Land Use Policy

APPENDIX C

ESTIMATED REVENUE IMPACTS

PREPARED BY WEAVER RESEARCH & CONSULTING GROUP

SEPTEMBER 2008

MEMORANDUM

TO: MATT WINEGAR, DEVELOPMENT SERVICES DIRECTOR, OXNARD, CA
FROM: SUSAN WEAVER, MA, MPL, WEAVER RESEARCH AND CONSULTING GROUP
SUBJECT: ESTIMATED REVENUE IMPACTS ASSOCIATED WITH OXNARD TRAFFIC INITIATIVE
DATE: 9/30/2008
CC: ALLISON JOE, EPS; CHRIS WILLIAMSON, OXNARD DEVELOPMENT SERVICES

Attached please find the results of the analysis of potential revenue impacts of the Oxnard Traffic Initiative. Impacts are categorized as one-time and annual receipts.

The development fees were calculated using the rates listed in the City of Oxnard's leaflet *Development Services Department, Fee Charges, June 4, 2008*.

The following tables are provided:

Exhibit 1: Proposed Residential Projects Included in Analysis	2
Exhibit 2: Proposed Commercial and Industrial Projects Included in Analysis	3
Exhibit 3: Summary of Estimated of One-Time Revenue Impacts	4
Exhibit 4: Summary of Estimated of Annual Revenue Impacts	4
Exhibit 5: Harbor and Hypothetical Redevelopment Area Project Dimensions.....	5
Exhibit 6: Summary of Estimated One-Time Revenue Impacts.....	5
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Exhibit I: Proposed Residential Projects Included in Analysis

Tier 1	Residential Acres	Residential Units
Casden	25.38	201
DAL-Villa San Lorenzo	2.15	16
Gateway Walk	11.39	190
North Shore	9.00	292
South Shore(Ormond Beach)	322.00	1,283
Unnamed-Cypress Road	9.00	159
Victoria/Hemlock	6.30	116
Wagon Wheel	58.00	1,144
Westwinds II	4.76	48
	447.98	3,449
Tier 2		
Arbor View (Mira Loma)	14	291
Artisan Apartments	12.29	272
Colonial House Mixed Use	0.41	40
Jones Ranch	165	2,500
Morton Condominiums	0.19	7
Paseo Nuevo	2.69	60
Press Courier Lofts	0.48	52
Reardon Apartments	0.48	8
Rose/Pleasant Valley	5.27	99
Sixth Street Apartments	0.42	8
Ventura/Vineyard	13.75	201
	214.98	3,538
Tier 3		
Teal Club	160	1,150

Exhibit 2: Proposed Commercial and Industrial Projects Included in Analysis

Retail Development	Acres (Gross)	Developed Area (SF)	Industrial Development	Acres (Gross)	Developed Area (SF)
Tier 1			Tier 1		
Carriage Square/Lowe's	0.43	181,024	1001 Del Norte	7.86	12,012
Gonzales and Rose	7.52	62,224	6100 S Victoria	9.42	80,407
Statham Commercial	2.77	22,500	Ormond Beach-South	375	4,000,000
Wagon Wheel	2.4	58,612	Rose at Eastman	0.63	33,000
Walgreens	1.02	14,410	Seagate	9.79	149,786
	<u>14.14</u>	<u>338,770</u>		<u>402.7</u>	<u>4,275,205</u>
Tier 2			Tier 2		
Centerpoint Mall	6.75	12,780	1100 E Wooley	7.1	142,000
Colonial House mixed-use	0.38	16,000	1950 Williams	12.46	74,430
CVS Shopping Center	0.5	27,190	2751 Statham	4.68	124,195
Jones Ranch	2.4	50,000	2801 Camino del Sol	6.41	27,903
Oxnard Crossroads	0.17	11,326	3001 Paseo Mercado	2.48	88,771
Rose Ranch	9.88	77,800	500 N Elevar	1.58	30,797
Sakioka Farms	25.0	100,000	Camino Real	34	573,750
Shops at Vineyard	1.32	20,000	PerkinsRd/Magellan Ave	4.65	60,000
Tesco	4.05	19,554	Sakioka Farms	343.0	8,332,767
	<u>50.45</u>	<u>334,650</u>	Sturgis/DelNorte	2.93	11,021
				<u>419.3</u>	<u>9,465,634</u>
Tier 3					
Teal	0.5	20,000			
Retail Totals	65.1	693,420	Industrial Totals	822.0	13,740,839
Offices	Acres (Gross)	Developed Area (SF)			
Tier 1					
Gonzales and Rose	7	15,556			
Wagon Wheel	0.6	14,653			
	<u>7.6</u>	<u>30,209</u>			
Tier 2					
Camino Real	0.6	101,250			
Jones Ranch	0.6	12,500			
Radio Lazer	0.16	79,000			
Sakioka Farms	20.0	67,233			
Ventura Orthopedic	0.13	19,560			
	<u>21.49</u>	<u>279,543</u>			
Tier 3					
No projects in this category					
Office Totals	29.1	309,752			

Exhibit 3: Summary of Estimated of One-Time Revenue Impacts

One-Time Fees Foregone	Tier 1	Tier 2	Tier 3	Estimated Amount*
Planning Fees	\$25.5 M	\$28.4 M	\$6.1 M	\$60.0 M
Traffic Mitigation Fees	\$46.5 M	\$73.6 M	\$8.9 M	\$129.1 M
Growth Requirement Fees	\$10.6 M	\$12.5 M	\$3.2 M	\$26.3 M
Water Connection Fees	\$12.3 M	\$14.4 M	\$3.6 M	\$30.3 M
Sewer Fees	\$14.0 M	\$15.4 M	\$4.4 M	\$33.8 M
Storm Drainage Fees	\$51.5M	\$59.1 M	\$16.8 M	\$127.4 M
Quimby Fees	\$23.1 M	\$34.8 M	\$15.3 M	\$73.2 M
Totals*	\$183.6 M	\$238.1 M	\$58.4 M	\$480.1 M

*Totals may not sum exactly due to rounding.

Exhibit 4: Summary of Estimated of Annual Revenue Impacts

Annual Revenue Foregone	Tier 1	Tier 2	Tier 3	Estimated Amount *
Property Taxes	\$4.3 M	\$4.6 M	\$1.1 M	\$ 10.0 M
Sales Taxes	\$0.8 M	\$0.8 M	\$0.1M	\$1.6 M
Business License Taxes (retail only)	\$0.06 M	\$0.07 M	\$0.01 M	\$0.1 M
Total				\$11.7 M
Annual Savings Realized				Estimated Amount
Personnel Reductions				\$3.9 M

Exhibit 5: Harbor and Hypothetical Redevelopment Area Project Dimensions

	Hotel Complex	Mixed-Use Project	100K SF Retail	100K SF Office	100K SF Industrial
Gross Acres	9.85	11.0	7.65	7.65	7.65
Residential Units	150	800	0	0	0
Retail SF	16,200	150,000	100,000		
Commercial SF	173,800			100,000	
Industrial SF					100,000

Exhibit 6: Summary of Estimated One-Time Revenue Impacts

	Hotel Complex	Mixed-Use Project	100K SF Retail	100K SF Office	100K SF Industrial
Estimated Plan Check Fees	1,303,871	1,761,752	240,900	303,900	222,900
Estimate Plan Revision Fees	334	334	535	535	535
Estimated Traffic Model Fees	208	208	208	208	208
Subtotal Planning Fees	1,304,413	1,762,294	241,643	304,643	223,643
Traffic Mitigation	2,932,822	4,818,600	876,400	789,900	508,800
Growth Requirement	361,085	805,504	60,000	60,000	60,000
Water Connection Fees	609,018	2,549,628	69,534	69,534	33,830
Sewer Fees	736,533	3,094,741	81,576	81,576	24,473
Storm Drainage Fee	144,174	161,007	112,006	112,006	112,006
Quimby Fees	1,539,000	4,560,000	-	-	-
Total Estimated Fees	7,627,046	17,751,774	1,441,159	1,417,659	962,752

Exhibit 7: Summary of Estimated Annual Revenue Impacts

	Hotel Complex	Mixed-Use Project	100K SF Retail	100K SF Office	100K SF Industrial
Sales Tax	103,748	254,200	169,467		
Business License Tax	11,177	47,068	31,379		
Transient Occupancy Tax	747,225				
<i>Subtotal Use Taxes</i>	<i>862,150</i>	<i>301,268</i>	<i>200,846</i>		
PROPERTY TAX					
Oxnard GF - base	117,487	260,396	138	194	122
Oxnard GF - increment	-	-	765	1,080	675
<i>Total to City GF</i>	<i>117,487</i>	<i>260,396</i>	<i>903</i>	<i>1,274</i>	<i>797</i>
RDA - Housing Set-Aside	-	-	15,300	21,600	13,500
RDA - GF	-	-	48,195	68,040	42,525
<i>Total to RDA</i>	<i>-</i>	<i>-</i>	<i>63,495</i>	<i>89,640</i>	<i>56,025</i>
Agency Pass-Throughs	-	-	12,240	17,280	10,800