Ormond Beach Concept Master Plan Study
City Council Study Session - Presentation
City of Oxnard, CA
October 21, 2014
PRESENTATION OUTLINE

• Introduction: Peter Brand

• Community Engagement

• Vision Framework & Preferred Plan

• Economic Viability

• University of California: Division of Agriculture & Natural Resources

• Summary: Peter Brand
Regional Context

Potential Development Area:
North: Hueneme Road
South: McWane
East: Arnold
West: Edison
Previously Proposed Development Site

380 Acre Development Site (South Ormond Specific Plan)
Regional Context: Crescent Plan Concept

*UC-ANR: University of California - Agricultural Natural Resources
Community Engagement
Community Engagement
Workshop I Concepts

Concept 1

Concept 2

Concept 3

Concept 4

Workshop I: March 7, 2014
Workshop II Concepts

Concept 1

Concept 2

Concept 3

Concept 4

Concept 5

Concept 6
Vision Framework & Preferred

ORMOND BEACH CONCEPT MASTER PLAN STUDY

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Crescent Plan Concept

View to Channel Islands

Development Site

View to Santa Monica Mountains

Santa Monica Mountains

Mugu Rock

View SE from Hueneme Road
Regional Context: Crescent Plan Concept
Crescent Plan Concept: Area Ratios
Scenarios & Sketches

Aerial: Looking south west

Channel Islands
UC-ANR Open Space
UC-ANR Village Center
Hospitality
Edison Road
Community Park
Arnold Road
Public access to wetlands/beach
Commercial
Hueneme Road

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UPLAND LANDSCAPE & TRANSITION BUFFER TO UC ANR

ORMOND BEACH UPLAND PLANT RESTORATION

CONSTRUCTED WETLAND & STORMWATER TREATMENT AREAS

ORMOND BEACH WETLAND RESTORATION

UC ANR FIELDS & ORCHARDS

PLANTED BIOSWALE

TERRACED EDGE FROM CRESCENT TO BIOSWALE PATHS

OPEN SPACE & PARKLAND

PARKING AREAS: PERMEABLE PAVING WITH BIOSWALE

LANDSCAPED EDGE ALONG HUENEME

MULTI-MODAL PATH LINKS TO NORTH HUENEME

TRAIL

UC ANR FIELDS & ORCHARDS

ORMOND BEACH CONCEPT MASTER PLAN STUDY

October 21, 2014
Crescent Concept
Objective

To create a renowned wildlife refuge and provide a framework for the development of a world-class district focused on education, research, commerce and coastal recreation related to agriculture and sustainability.
Guiding Principles

A Balance of Uses - The Ormond Beach district will feature large-scale protected habitat with synergistic commercial and educational uses.

A Compatible, Synergistic Mix of Commercial and Educational Uses - The mix of uses must support the overall project objectives both in concept and economic viability. Uses that are not preserved open space should take advantage of the project’s coastal, open space environment and complement the overall project vision. Each land use should benefit from the surrounding project elements and help reinforce the project’s overall identity and economic viability. Adjacent properties may include additional commercial, a creative office campus, adaptive reuse of industrial space, additional education and research facilities and a sustainable residential community.
Guiding Principles

**Design for Flexible Phasing of Development** - The project will develop over time and the opportunities and potential of the site and district will evolve.

**Investment as Catalyst** - Strategic investments can create momentum. University of California and other institutions can help define the project and attract additional investment.

**Capital Projects Strategic Considerations** - All strategies to maximize this opportunity to create and capture value must be evaluated through the lens of benefit/cost and financial feasibility
- Catalyst Projects
- Leverage Points
- Required Investment Thresholds
- Increments / Phasing
- Options
- Risks
Potential Uses Include: Community Park, Village Center, Hospitality/Conference Center, Garden Restaurant, Auditorium/Event Space, Master Gardener, UC-ANR Campus, Offices, Exhibition, Pick Your Own, Habitat Restoration Nursery, Demonstration Farm, Integrated Storm Water Management
ANR’s mission is to:

- Maintain and enhance connections that fully engage UC with the people of California
- Achieve innovation in fundamental and applied research and education that supports;
  - Sustainable, safe, nutritious food production and delivery
  - Economic success in a global economy
  - A sustainable, healthy productive environment
  - Science literacy and youth development programs

*The “11th” UC Campus – “Das Volks Campus”*
University of California

Division of
Agriculture and Natural Resources

The “11th” UC Campus – “Das Volks Campus”

• **Cooperative Extension** – 50 county offices, local/statewide initiatives, 9 Research Extension Centers, 4H and Master Gardener programs, and 173+ AG advisors

• **Agricultural Experiment Stations** – campus-based research and teaching programs at UC Riverside, Davis and Berkeley
University of California
Cooperative Extension – Ventura County

Currently, staff of 20:
6 Farm/Agricultural Advisors (2 additional shared with LA/SLO counties)
4 Research Associates and Technicians
6 Education, Outreach & Training Leaders
4 Administration & Leadership

Research, Service & Education Programs
4H Youth, Families & Communities Programs (K12 field trips)
Master Garden program (200+ MG volunteers; w/sites in Ojai, TO)
Field Research (strawberries, citrus/avocados, pests, invasive weeds, new crops)
Lab Research (fungus, bacterial & insect pests; nematodes; pest ID)
Professional Outreach (commodity workshops, college courses, seminars)
University of California
Cooperative Extension – Ventura County

Opportunity to create an
Agricultural Research and Education Center
for Ventura County;

- that serves as a county-regional gathering point to unite all AG and natural resources stakeholders in our community
- engaged in leading-edge basic and applied research pertinent to local agriculture and natural resources
- couples local needs to CE AG advisors and campus-based resources to address issues in a timely and applicable manner
- enhances and expands agricultural education & science literacy
- engages the community in the science of agriculture, from home gardener to commercial grower
A VC Agricultural Research and Education Center

Objectives

• Regional Hub for Agriculture and Natural Resource Activities
  • Catalyst for recruiting inter-/national expertise, funding, & resources to VC
  • Provides additional state and national scale exposure for VC
  • Serves as a central resource for community AG & environmental stakeholders

• Full-service research facility (diagnostics, basic/applied, molecular/field)

• 4-6 Resident/semi-Resident Growers/Ag Researchers (inter-/national)
  • Source of expertise and novel cultural approaches for VC agriculture

• $300K - $2M annually in extramural funded research to VC

• 4-6 local AG and Natural Resource conferences (~100 person)

• 2-4 National NR/AG-Commodity conferences (300+ person)
A VC Agricultural Research and Education Center

Objectives (con’t)

• Technical training & demonstration workshops (food, field practices)

• 6-24 Undergraduate, Graduate and Post-Graduate Trainees
  • Bringing highly-skilled researchers to VC

• Ag Education & Science Literacy Summer Camp (300+ K-12 students/summer)
  • engage and nurture a new generation of growers and AG researchers

• Public AG/Science Education Forums
  • active public education on AG issues and literacy

• Refocuses Thelma Hansen Funds to VC interests

• Plant breeding program specific to VC crops (e.g., berries, avocados)

• UC Naturalist Program (NR docent training)
ORMOND BEACH CONCEPT MASTER PLAN STUDY

October 21, 2014
MG/4-H Facility
Ag Education & Nature Interpretive Center

- Enclosed Room (MG, breakroom, office/kiosk 800 ft²)
- Open Breezeway (400 ft²)
- Enclosed Room (restrooms, displays, 600 ft²)
- Open Breezeway (400 ft²)
- Enclosed Room (4H office, classroom, storage, 800 ft²)
Funding

Infrastructure Facilities Operational

Potential Sources:

• Thelma Hansen (Endowment) Fund
• University of California
• California Commodity Commissions
  – Strawberry, Avocados, Citrus, etc.
• Federal
  – Department of Agriculture
  – Department of the Interior
  – FDA/NIH (Food Safety, Human Health)
  – EPA
• State
  – CDFA
  – Economic Development
  – Health & Human Services
• County/Municipalities
• Local Growers and Grower Collaboratives
Summary: Next Steps & Opportunities