



FISHERMAN'S WHARF

PUBLIC PROPOSAL WORKSHOP

Monday, September 19, 2022

6:00 -8:00pm

Oxnard Performing Arts Center

WELCOME



INTRODUCTIONS

- Moderator, Nick Deitch, RRM Design, Ventura
- Harbor Department Staff
 - Michael Tripp, Harbor Director
 - Marilyn Miller, Director of Harbor Planning & Redevelopment
 - Jeff Arnold, Leasing Manager
 - Jed Chernabaeff, Public Information Officer



FISHERMAN'S WHARF



FISHERMAN'S WHARF



PROCESS

RFP Issued April 30, 2022

Four Proposals Received

Staff review and analysis

Harbor review committee

Three proposals selected to go forward

Public presentations (we are here)



NEXT STEPS



Harbor staff to review public comments and perform an evaluation of proposers' demonstrated ability to carry out project to completion.



Harbor staff may select a developer to recommend to Board of Supervisors. [This will happen in October 2022.](#)



Board of Supervisors issues an Exclusive Right to Negotiate (ERN) at public meeting (estimated end of October/first part of November).



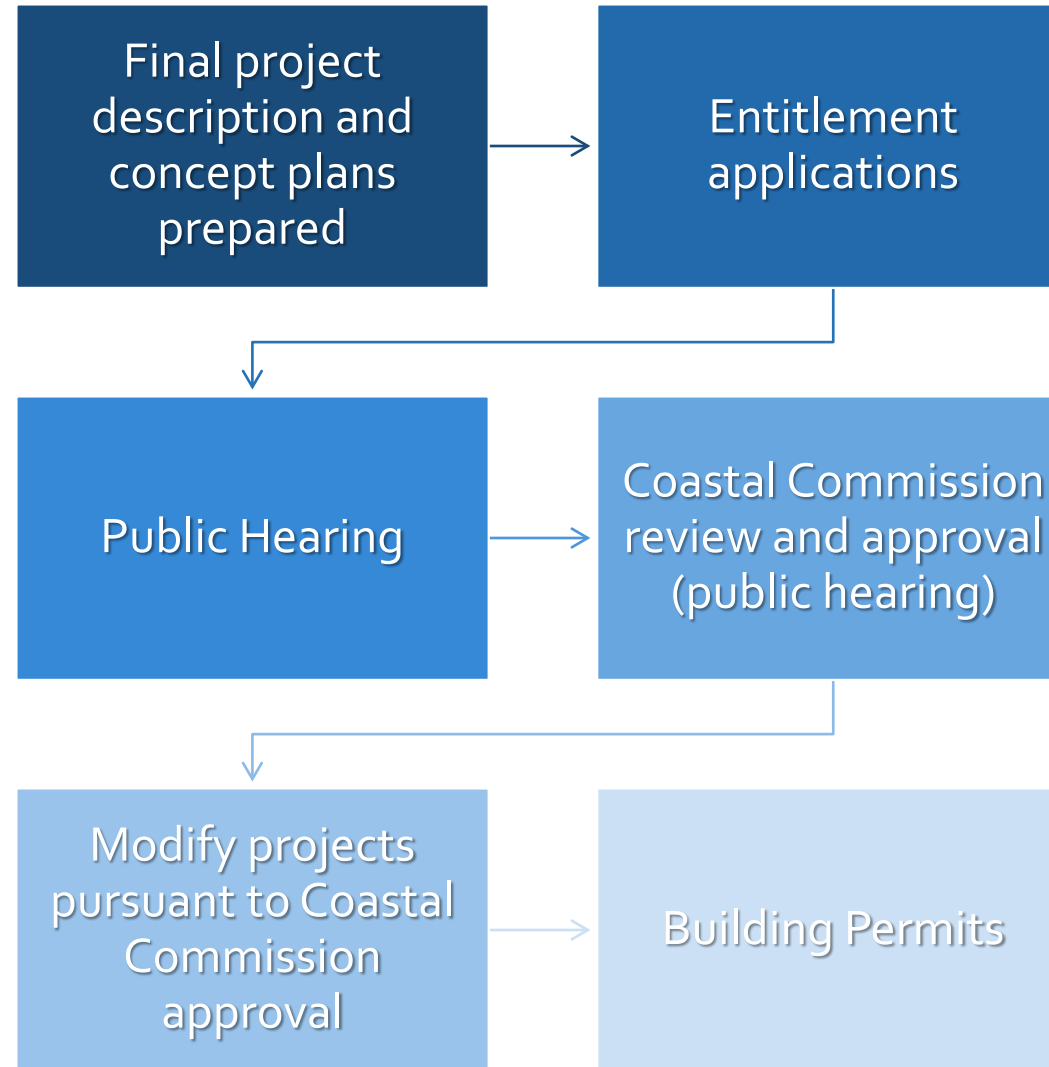
Final concept plans developed.



Public outreach to community groups, City of Oxnard, Coastal Commission staff, other interested agencies and individuals.



NEXT STEPS (continued)



DEVELOPER PRESENTERS

Karl's Adventure Village

- Robert Dahl, Principal and Owner
- Axel Stelter, Project Developer, Karls in California

Project

- Strawberry-themed village including restaurants, cafes, toys and books, clothing, food market featuring products made onsite, children's rides and playground
- Free parking
- Boutique hotel



KARLS ERLEBNIS-DORF

DEVELOPER PRESENTERS

Pacific Heritage Communities

- John Ashkar, President
- Arianna Ashkar, Vice President of Development
- Brett Ashkar, Vice President of Operations
- Jared Ashkar, Development & Operations
- Olivia Ashkar, Development and Operations

Project

- Destination-oriented mixed-use development including dining, entertainment, boutique hotel
- Active community space
- Residential
- Fish and farmer's market



CHANNEL ISLANDS HARBOR DISTRICT

Pacific Heritage Communities

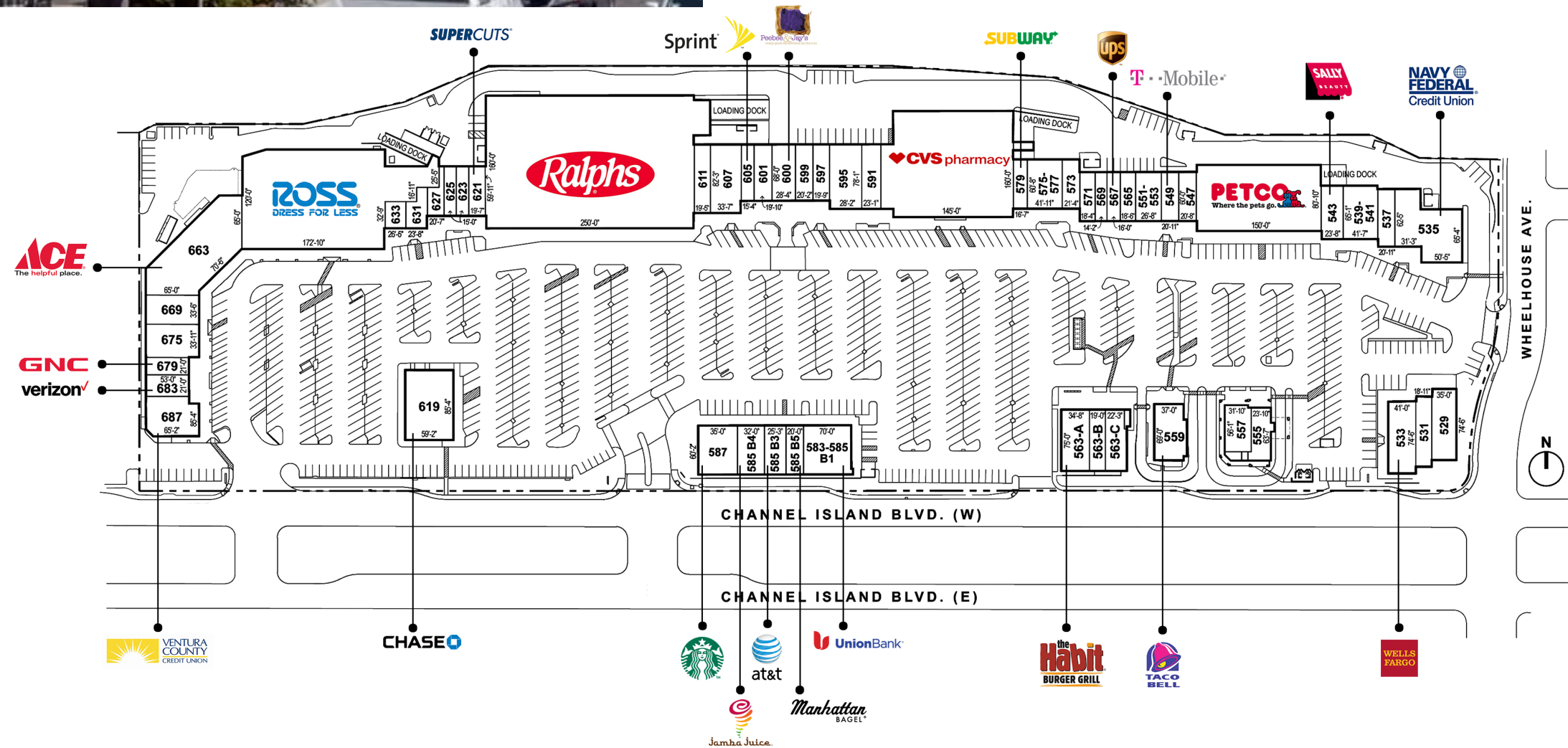
Response to Request for Proposals

Pacific Heritage Communities



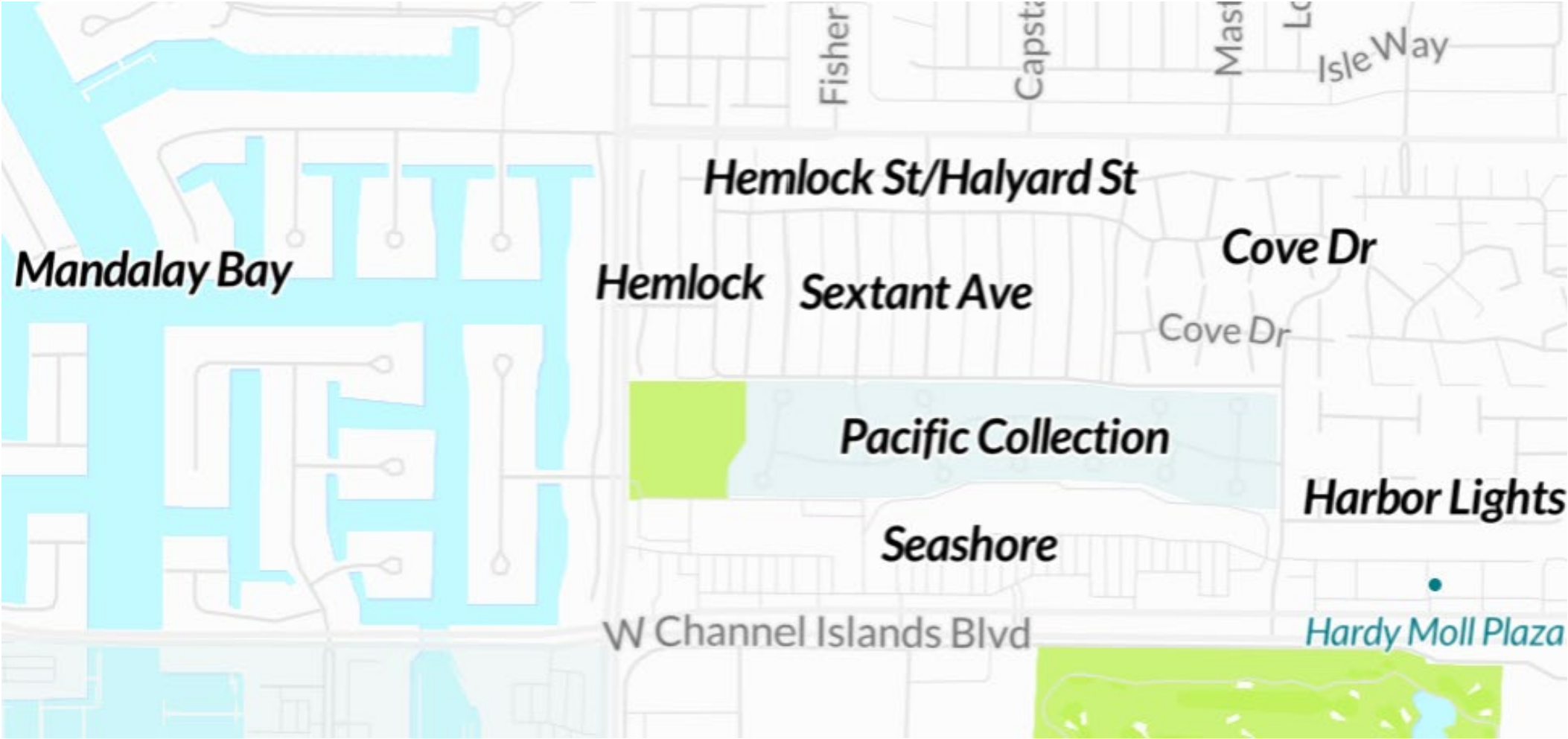
Mandalay Village Marketplace

MANDALAY VILLAGE MARKETPLACE





The Pacific Collection



Project Team

Pacific Heritage Communities:

Mr. John Ashkar

Ms. Arianna Ashkar

Mr. Brett Ashkar

Mr. Jared Ashkar

Ms. Olivia Ashkar

Sespe Consulting:

Mr. John Hecht - President

Mr. Sandy Smith – Land Use Consultant

Gensler:

Mr. Robert Jernigan – Managing Director

Latham & Watkins

Mr. George Muhlsten – Partner

McCabe and Company

Ms. Susan McCabe – Principal

L. Newman Design Group

Mr. Bob Bombardier - President

Cohen Begun & Deck, LLP

Mr. Chuck Cohen - Partner

The Siracusa Company

Mr. Ernie Siracusa - Principal

Associated Transportation Engineers

Mr. Scott Schell – Principal

Pacific Coast Civil, Inc.

Mr. Richard Doss – President

Congleton & Associates

Ms. Linda S. Congleton – Principal; Market Analysis

Veneklasen Associates

Mr. John LoVerde – Principal & Director of
Architectural Acoustics



RFP Goals & Objectives

Further the Mission and Goals of the Harbor Visioning Plan – provide City, County, and community benefits

Visioning Plan - Key Challenges

Not enough to do

Visioning Plan - Key Features Requested:

Renovated wharf, with more restaurants, bars, shopping, and entertainment

More public park/community space for meetings, kid's activities, etc

Event spaces for live music and a variety of outdoor activities

Hotels

ACTIVATE



GATHER



OUTDOOR DINING INSPIRATION

ACTIVATE





EVENT



DETAIL



LIGHT + SHADOW



PATTERN



DINING



MATERIAL



POOL



RFP Goals & Objectives

Further the Mission and Goals of the Harbor Visioning Plan – provide City, County, and community benefits

Mission

Seaside destination that benefits residents and visitors

Exceptional facilities, events, and services

Goals

Rewarding and vibrant coastal experience to our residents and visitors

Efficient and timely execution

Support and promote commercial and recreational boating and fishing

Increase economic development, vitality, and diversity of the Harbor

Development Program Goals & Objectives

Achieve the greatest economic impact

Development quality

Use and design efficiency for Fisherman's Wharf

Visitor serving developments that provide both City, County, and community benefits

District Benefits:

Increased Fisherman's Wharf visitation and spending

Activation of underutilized real property assets

Community Benefits:

Visitor serving amenities

Short & long-term employment

Increased City-wide tourism

Sales Taxes

PROJECT VISION

INCREASE ECONOMIC DEVELOPMENT, VITALITY AND
DIVERSITY OF THE DISTRICT THROUGH EFFECTIVE LEASING
AND MARKETING STRATEGIES

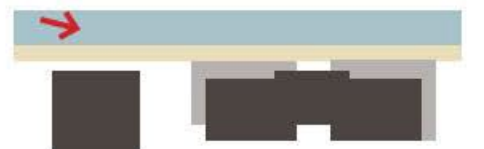
SUPPORT AND PROMOTE COMMERCIAL AND RECREATIONAL
BOATING AND FISHING

PROMOTE SUSTAINABLE USE OF OUR NATURAL
ENVIRONMENT THROUGH BUSINESS PRACTICES AND
PROGRAMS DESIGNED IN CONCERT WITH OUR TENANTS,
EDUCATORS, AGENCIES, AND INTEREST GROUPS

BUILD RESPECTFUL, PRODUCTIVE, AND MUTUALLY
BENEFICIAL BUSINESS RELATIONSHIPS WITH OUR TENANTS,
PUBLIC AGENCIES, ELECTED OFFICIALS, AND THE
COMMUNITY

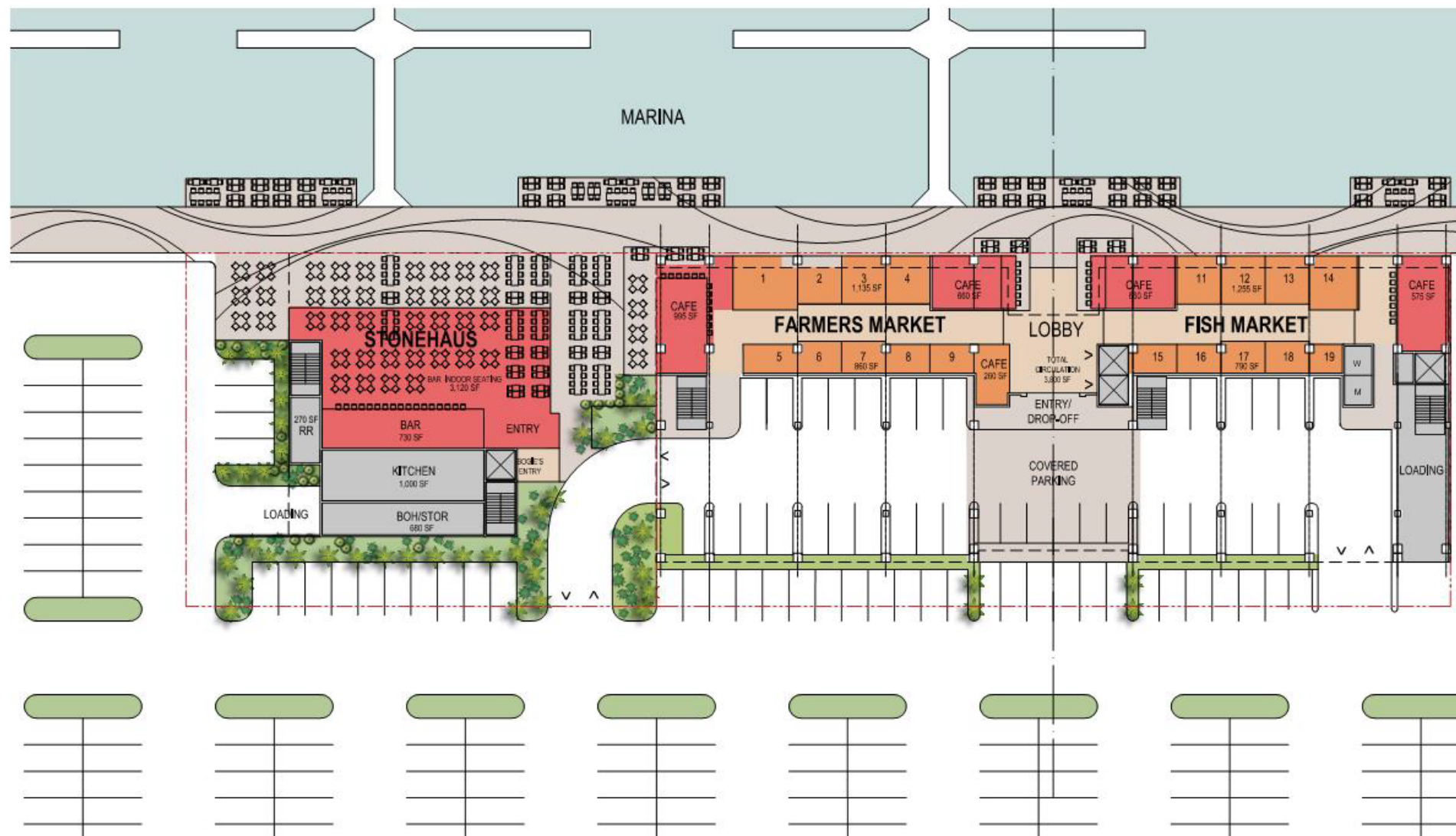


ACTIVATE





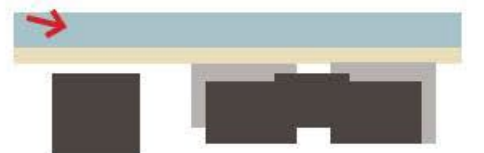
MARKET HALL INSPIRATION



LEGEND

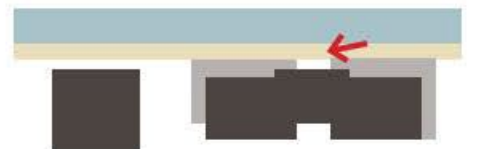
- FOOD & BEVERAGE**
30K GSF
- MARKET STALLS**
4K GSF, 14 STALLS
- SERVICE/BOH**
- OUTDOOR DINING+
SPECIALTY PAVING**
74 ON-SITE PARKING SPACES

ACTIVATE

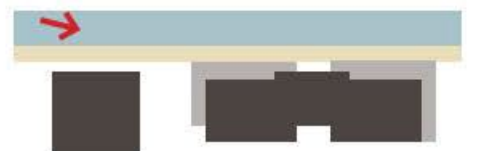




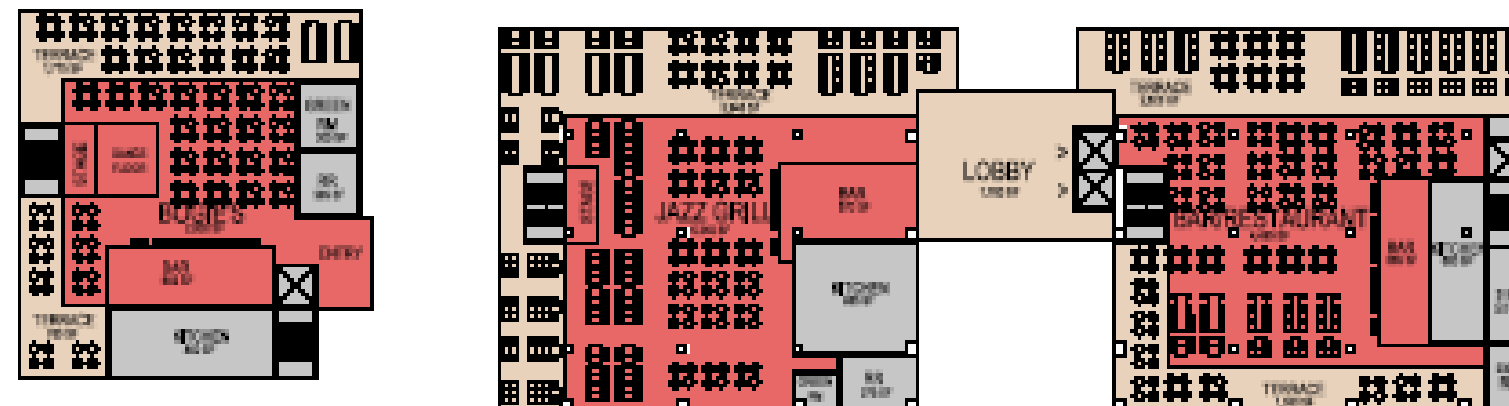
ACTIVATE + GATHER



ACTIVATE



MARINA



LEGEND

- FOOD & BEVERAGE
30K GSF
- MARKET STALLS
4K GSF, 14 STALLS
- SERVICE/BOH
- OUTDOOR DINING+
SPECIALTY PAVING
74 ON-SITE PARKING SPACES

OCEAN FROM
UPPER LEVEL



GATHER





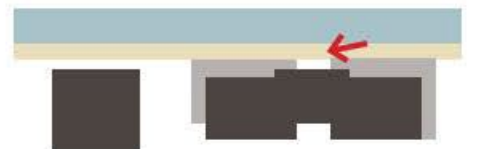


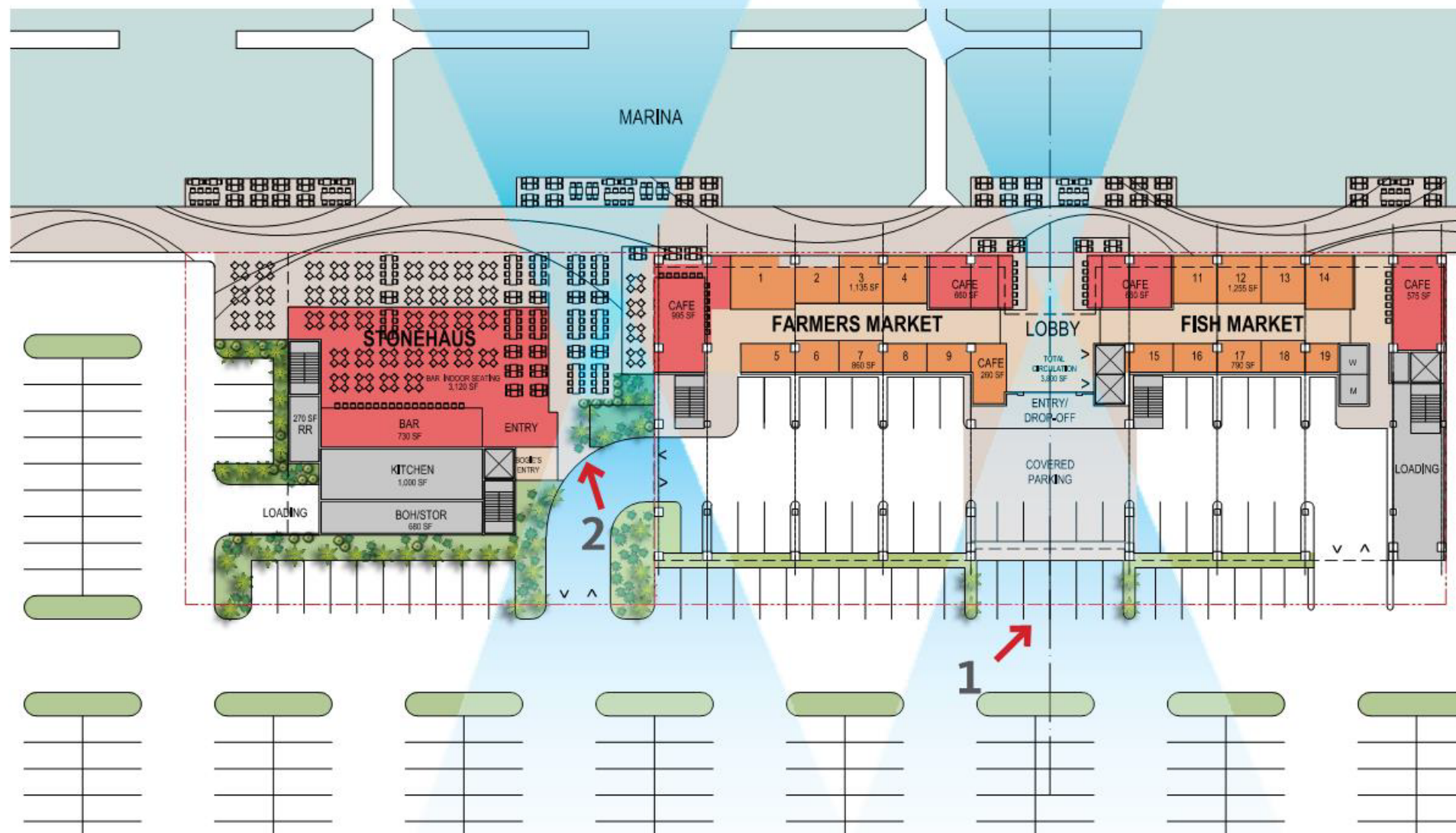
Buckhead
Atlanta, GA



River Oaks
Houston, TX

ACTIVATE + GATHER

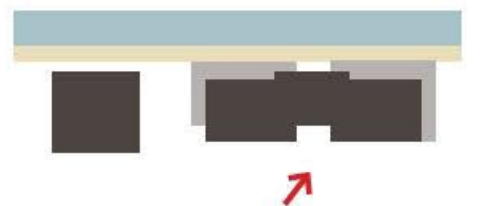




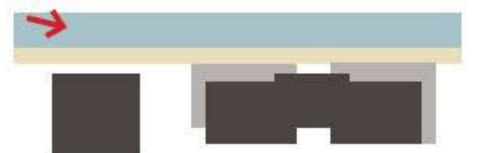
LEGEND

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74 ON-SITE PARKING SPACES

P R E S E R V E



ACTIVATE

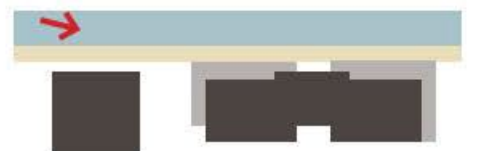


GATHER



OUTDOOR DINING INSPIRATION

ACTIVATE







VP
resort & venue







LEGEND

- STANDARD GUESTROOM
- SUITE
- BALLROOM
- RESTAURANT
- MEETING ROOM
- BAR
- SPA/ FITNESS

PROGRAM

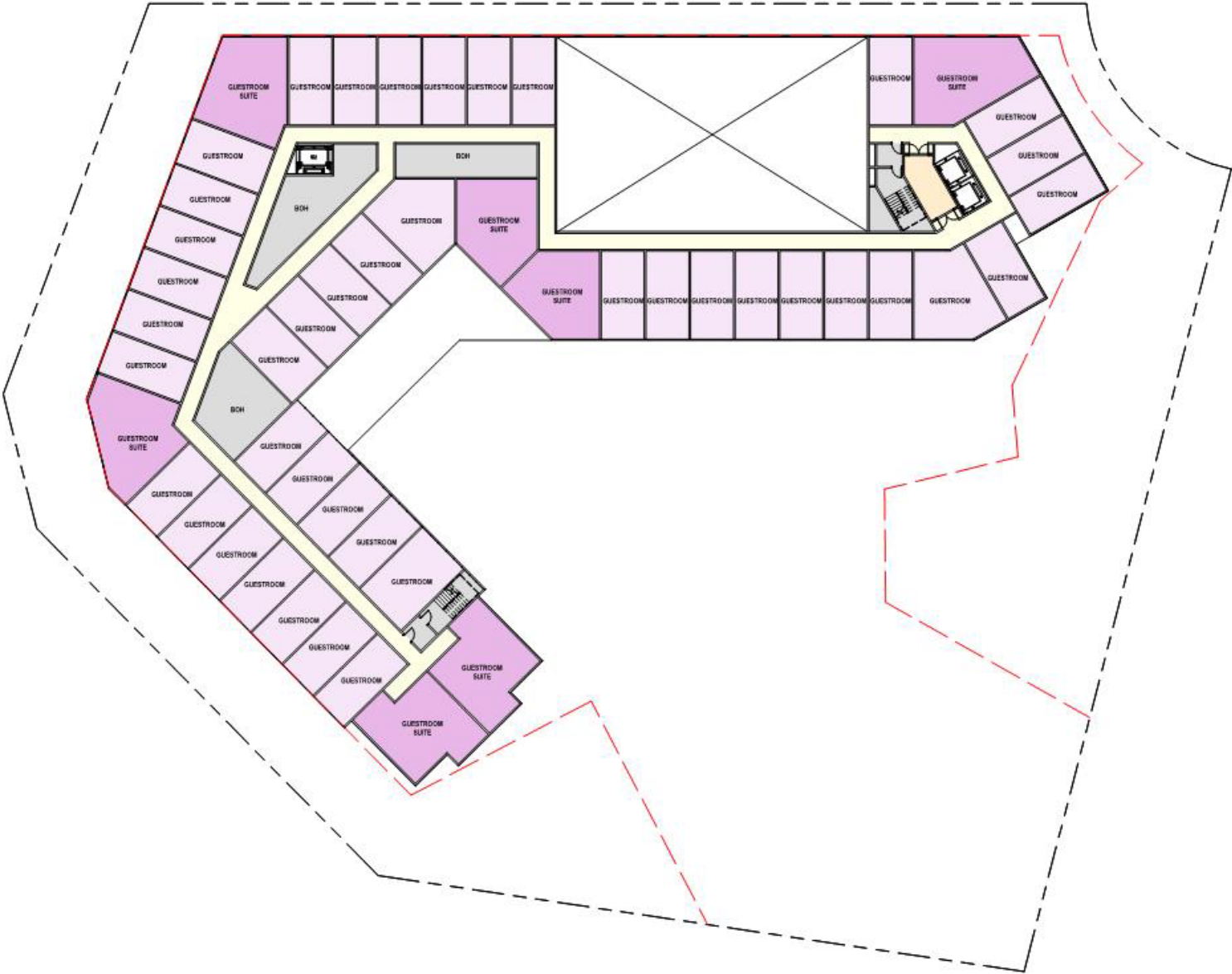
BALLROOM:	6,000 SF
HOTEL:	20 KEYS (OF 125)
RESTAURANT:	2,000 SF
BAR:	900 SF
MEETING ROOMS:	2,000 SF
SPA/ FITNESS:	1,500 SF

LEGEND

- STANDARD GUESTROOM
- SUITE
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- BAR
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PROGRAM

HOTEL: 49 KEYS (OF 125)

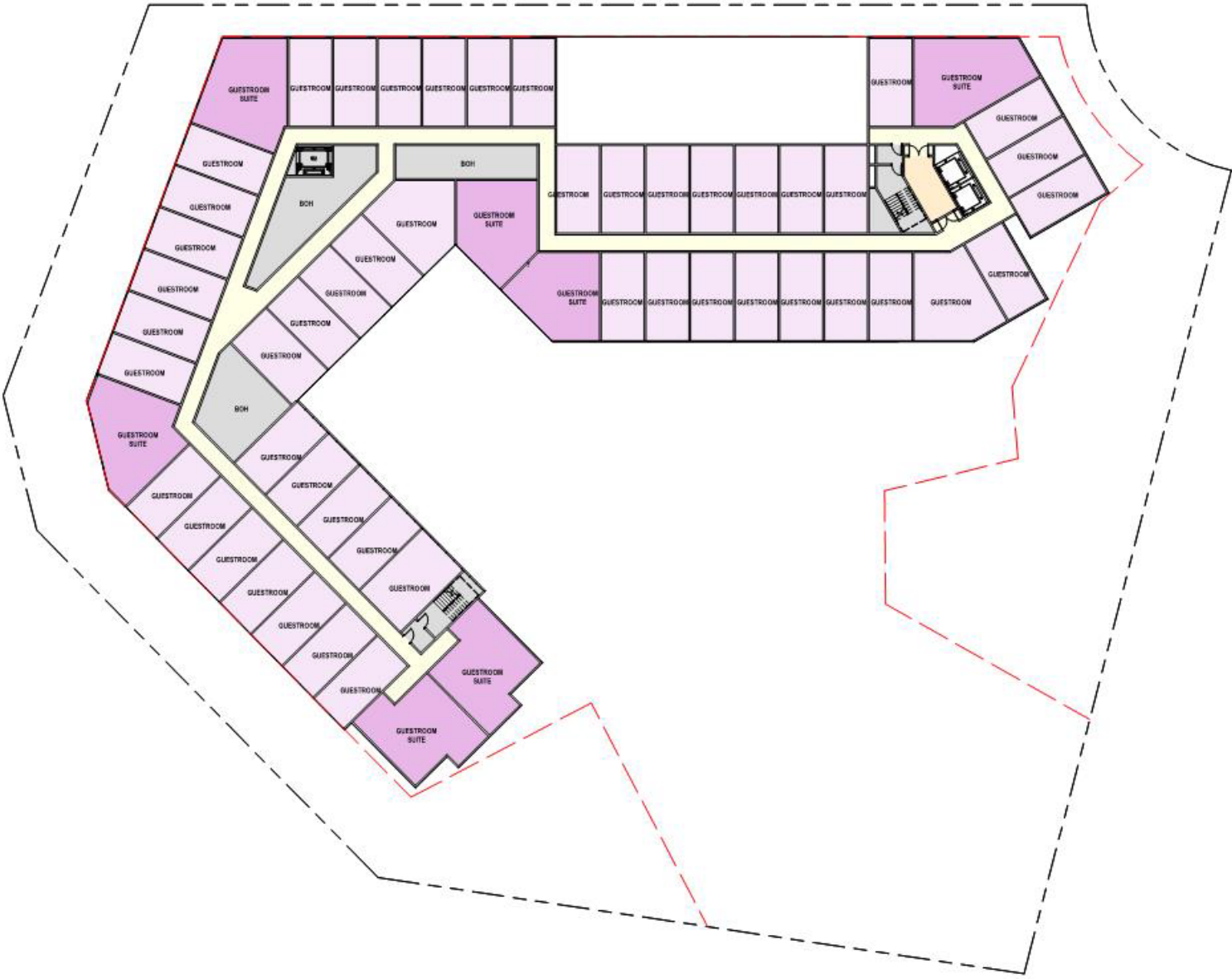


LEGEND

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PROGRAM

HOTEL: 56 KEYS (OF 125)





LEGEND

- STANDARD GUESTROOM
- SUITE
- BALLROOM
- RESTAURANT
- MEETING ROOM
- BAR
- SPA/ FITNESS

PROGRAM

STANDARD:	105
COMPACT:	66
STREET:	45
<hr/> TOTAL:	<hr/> 216

TANDEM: 66





EVENTS

Social

- Weddings | Local & Destination Weddings
- Pre & Post Wedding Events
- Baby Showers
- Birthdays



EVENTS

Corporate

- Trade Shows
- Conventions
- Media Showcase
- Incentive
- Product Launch



VENTURA COUNTY: A DESTINATION

Leisure Travel

- Families
- Weekend Getaways for Locals
- Vacation



LIVE MUSIC







BELMOND EL ENCANTO RESORT
Santa Barbara, CA



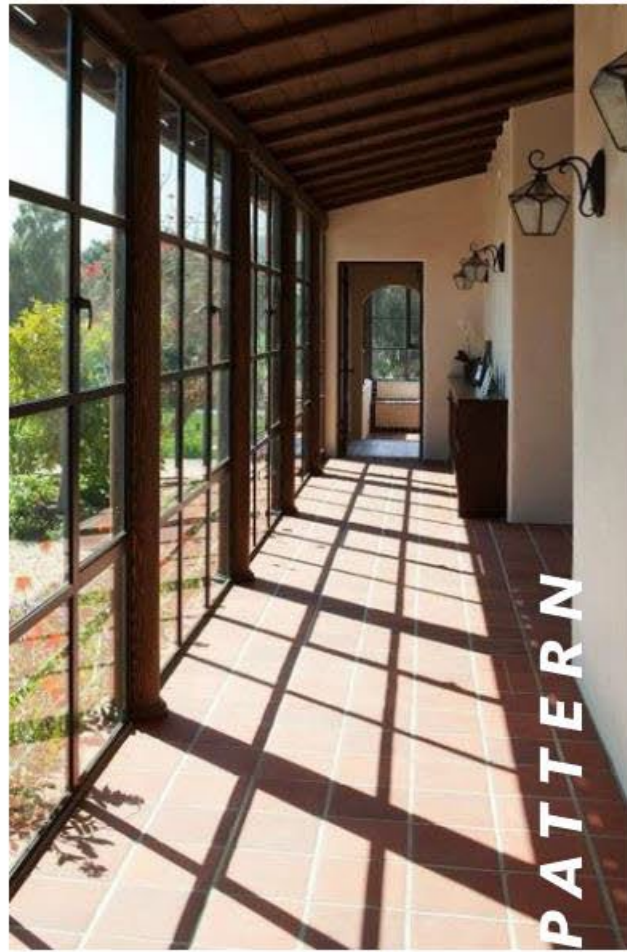
EVENT



DETAIL



LIGHT + SHADOW



PATTERN



DINING



MATERIAL



POOL

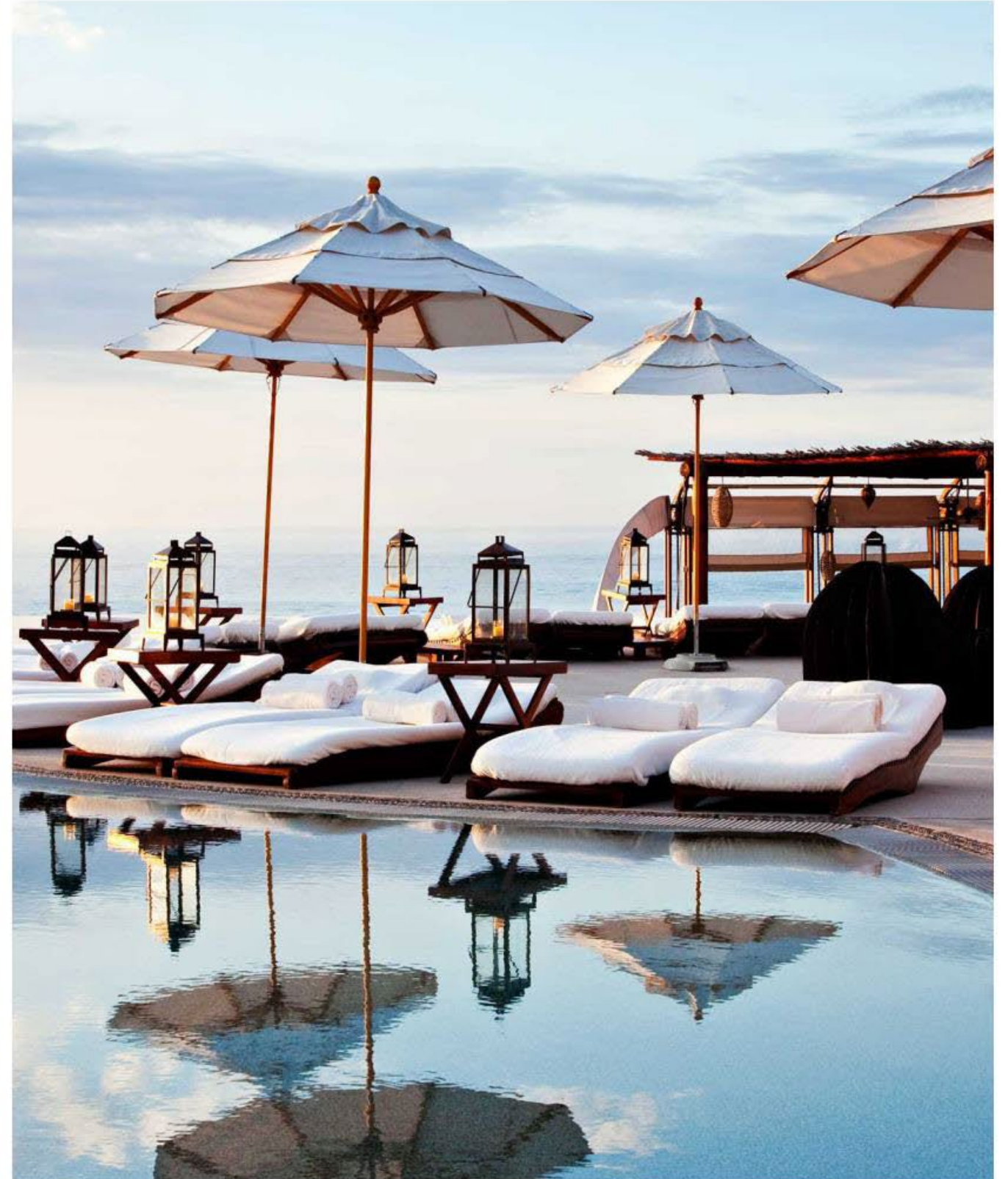




BEACHSIDE BOUTIQUE HOTELS



BEACHSIDE BOUTIQUE HOTELS



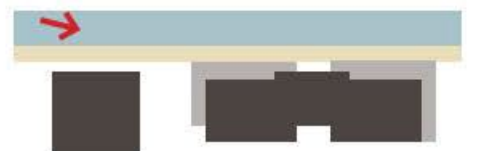
BEACHSIDE BOUTIQUE HOTELS





VP
resort & venue

ACTIVATE





Please feel free
to ask questions
from any
member of our
team



DEVELOPER PRESENTERS

Litwak/Valner

- Alberto Valner, President Kibo Group
- Arturo Litwak, JS Signet, LLC

Project

- Market-anchored lifestyle retail center
- Grocery store, restaurants, cafes, public spaces, amphitheater, retail
- 70,000 sq. ft. retail space
- Possible residential



Fisherman's Wharf at Channel Islands

Alberto Valner; Kibo Group Presenter





Developer's Experience

Examples of Projects:

- Montecito Plaza, a mixed use development of retail, office and residential units
- Mayee Plaza in the heart of downtown Santa Barbara, a mixed use development consisting of office, storage and an apartment complex
- Erewhon Santa Monica
- Camp Hess Kramer and Gilding Hilltop Camp

Entitlement, development, construction, and management of over 2,700 single family homes, 1,000 apartment units, and over 1,500,000 sq square feet of office, commercial and industrial real estate

Redevelopment Plan

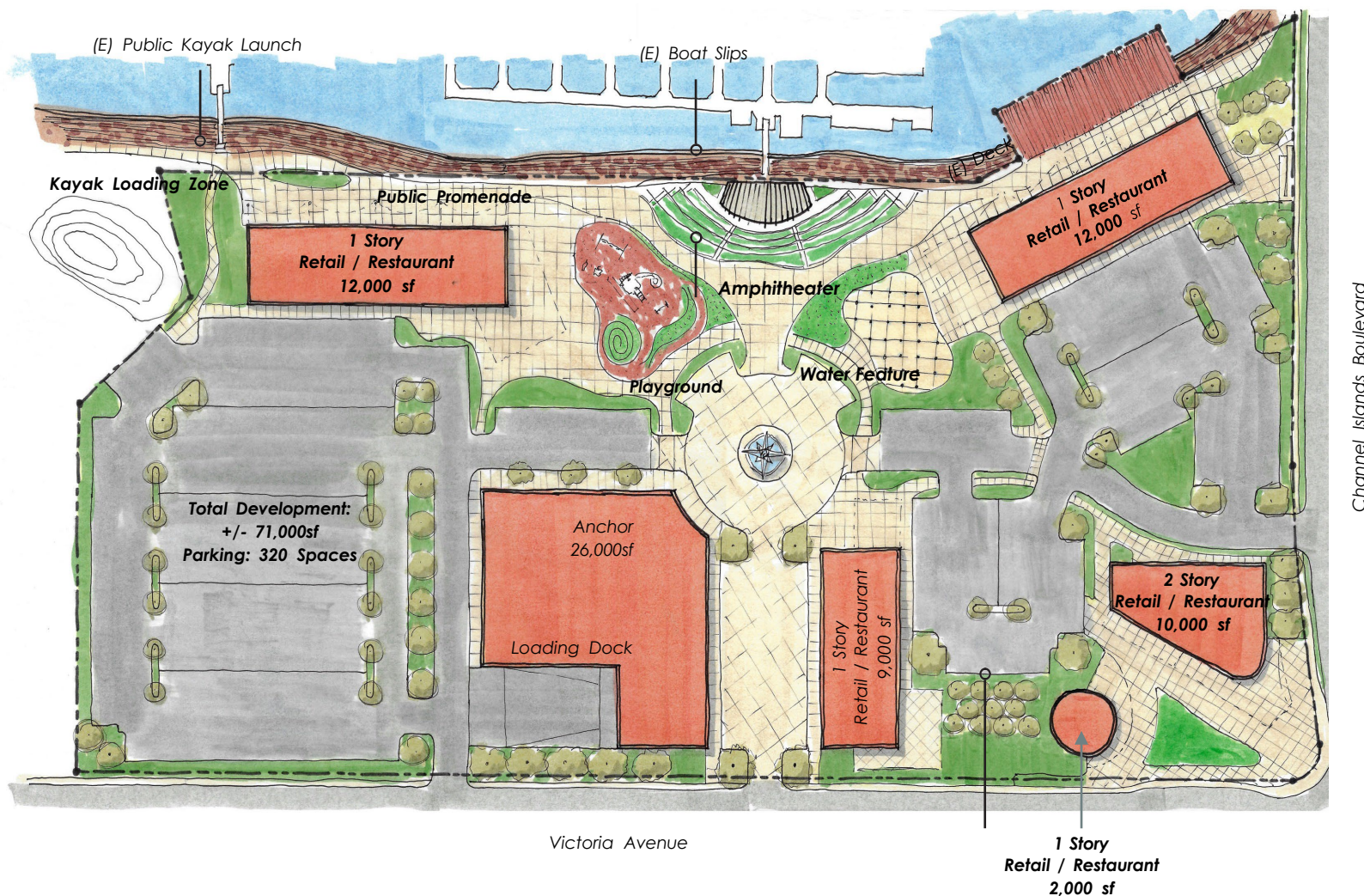
As the first glimpse of the Harbor that most visitors will encounter, our goal is to develop this parcel into a welcoming, inviting and thoughtful retail project. The center will set the stage, and be a hospitable environment that draws in visitors as well as provides a community space and a retail environment for locals and the Marina's users alike.

Based on its location, size, and shape, as well as considering the planning and permitting process, zoning, land use regulation, resident input, the history of the parcel, and the past failed attempts at redevelopment, we strongly believe that this parcel should be redeveloped into a lifestyle market anchored retail center.



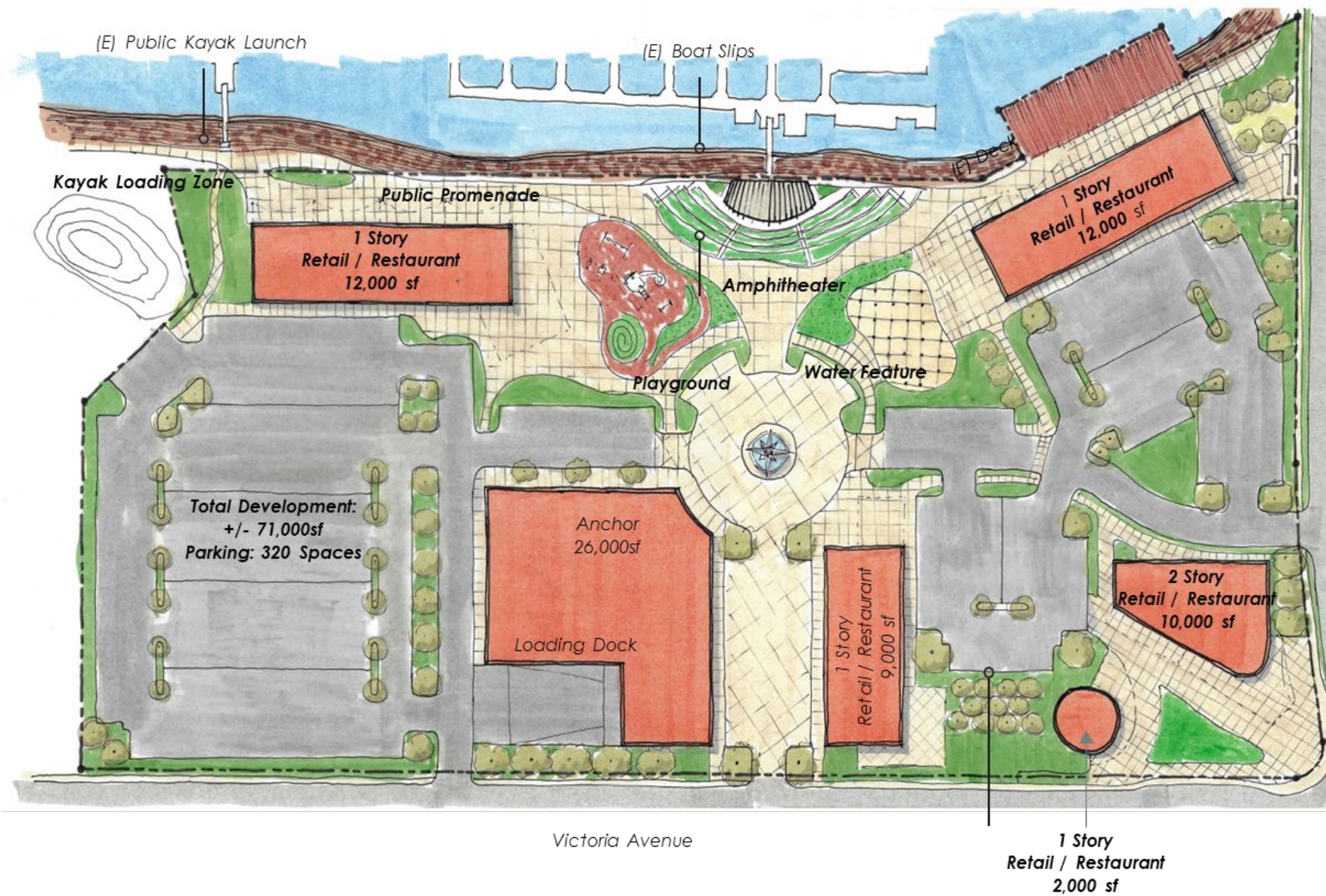
SITE – DEVELOPMENT PROPOSAL

- +/- 10 Acres
- 1 Parking Space / 250sf (per City Zoning)
- Opens to Victoria / Channel Islands Blvd Corner
- Maintains View Corridors to Harbor
- Provides Full Emergency Egress and Fire Access
- Provides Full Accessibility
- Public Amenities
 - Public Promenade to Connect Other Properties
 - Amphitheater
 - Playground
 - Water Feature
 - Kayak Launch Loading



Channel Islands Boulevard





- Ample Public Seating Space
- Interactive Water and Landscape Features
- Children's Playground Space
- Bicycle Infrastructure
- Natural Amphitheater Utilizing Water Views
- Varied but Simple Architectural Forms with Distinct Lighting
- Creative Use of Color
- Providing a Unique Grocer to Augment Adjacent Centers

DESIGN INSPIRATION













Outdoor Lifestyle Grocery Anchored Center

Proposed Structures and Uses

- Amphitheater – Community, event, cultural gathering space
- Public Parks
- Water Feature
- Kayak / Paddle Boat launch area
- Specialty Grocer – provides anchor and brings in other tenants – 20K – 30K sqft
- Restaurants with Outdoor space and other retail shops – 40k- 50K sqft.

Proposed Layout Includes:

- Green spaces and access drives
- Stand alone clusters reducing massing of project
- Interior Driveways and walkways
- View corridors from street and most angles, creating a welcoming environment
- Pedestrian, bicycle and vehicular access to parcel
- Clustered parking in the area further from the corner provides future potential of redeveloping the parking lot area into either additional commercial and/or residential space



Zoning & Other

We believe that our proposed plans meet zoning plans, and that all proposed uses are within the County PWPA, which details that this parcel should be used for Visitor Serving Harbor Oriented (V.S.H.O.)

The City of Oxnard has the zoning primarily as HCI, but the very corner of the parcel is CVC HCI uses. Within this zoning, primary uses include wholesale and retail sales. Secondary permitted uses are approved, subject to the approval of a development review permit. CVC Uses, principally permit visitor-serving services and visitor-serving sales with a broad retail focus

Please note that this is a conceptual site plan, and a general idea of the proposed concept and layout. Should we move forward with the project, further analysis and site information and a multitude of other factors might affect the design, layout and general components of the project.



THANK YOU



BEFORE YOU LEAVE TONIGHT

- BEST is to make comments online at channelislandsharbor.org
- Comment cards submitted tonight in comment box
- Post Workshop Survey:
<https://www.surveymonkey.com/r/FWChannellIslandsHarbor>
- Developer proposals will be posted at:
channelislandsharbor.org





THANK YOU
FOR
PARTICIPATING

