



BOARD OF PORT COMMISSIONERS MARCH 19, 2025

Ventura Harbor

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK

- Call to Order
- Pledge of Allegiance
- Roll Call

ADMIN AGENDA

ADMIN AGENDA

**Adoption of the
March 19, 2025 Agenda**

**Approval of Minutes
February 19, 2025
March 5, 2025
Regular Meeting**

**PUBLIC COMMUNICATION
ADMIN AGENDA
ITEMS NOT ON THE AGENDA**

00 : 03 : 00

- Board Communications
- Staff and General Manager Reports

ADMIN AGENDA

CONSENT AGENDA ITEMS

A) Approval of Out-of-Town Travel Requests

B) Adoption of Resolution No. 3525 Accepting the Work of Bluewater Marine, Inc. for the Ventura Harbor Public Boat Launch Ramp Floating Dock Replacement Project

C) Award of Bid for the 1583 and 1575 Spinnaker Drive Lower Section Reroofing Project

D) Approval of a Professional Services Agreement with WSP USA Inc.

PUBLIC COMMUNICATION CONSENT AGENDA

00 : 03 : 00

VENTURA WEST MARINA REDEVELOPMENT PROJECT
PARCEL 17 (APN 080-0-240-325)

RECOMMENDATION:

That the Board of Port Commissioners receive a report and presentation on the status of the Ventura West Marina Exclusive Negotiating Agreement Parcel 17 Mixed-Use/Residential Redevelopment Project.

**STANDARD
AGENDA
ITEM
1**

Report by:
Brian D. Pendleton, General Manager
Matt Mansi, Aldersgate Home



TBBW COMPANY AND ALDERSGATE

ENA BOARD UPDATE

MARCH 19TH, 2025





AGENDA

- 1 | EXECUTIVE SUMMARY
- 2 | PROJECT OVERVIEW
- 3 | COMMUNITY ENGAGEMENT PLAN
- 4 | ENGAGEMENT STRATEGIES
- 5 | ENGAGEMENT PLAN SUMMARY
- 6 | DUE DILIGENCE
- 7 | CITY OF VENTURA GENERAL PLAN UPDATE



EXECUTIVE SUMMARY

The Mixed-Use project is a joint venture between TBBW Company, LP and Aldersgate Home. The project represents a significant development opportunity with the potential to transform the local waterfront area. This presentation provides an update of the obligations outlined in the ENA section 6, examining various aspects of the project including community engagement, financial feasibility, and due diligence. With continued thorough planning, regulatory compliance, and effective risk management, the project is poised to become a landmark development in the Ventura waterfront area.



PROJECT OVERVIEW

Section 6.6



The TBBW Company and Aldersgate Home Mixed-Use project is designed to create a vibrant, multi-functional asset combining residential, commercial, and recreational facilities. Key components include:

- Residential units: 120 apartments with waterfront views
 - 2nd story pool deck overlooking the harbor
- Commercial space: Approximately 10,000 square feet for retail and office use
- Affordable Housing
 - There will be approximately 20 units reserved for deed restricted affordable housing. The exact number will be determined as the project progresses through entitlements.
- Recreational amenities: Pocket parks, enhanced boardwalk, and community spaces
- Adequate parking
- View corridors



COMMUNITY ENGAGEMENT PLAN

Section 6.2

This development promotes economic growth while enhancing the community's connection to the waterfront. The plan engages key stakeholders, including residents, businesses, environmental groups, and other community organizations, ensuring transparency, inclusivity, and collaboration throughout development.

KEY GOALS:

1. Identify and Ensure Stakeholder Involvement
2. Promote Transparency
3. Foster Community Support
4. Support Long-Term Sustainability
5. Enhance Economic Opportunities

TARGET AUDIENCE:

- Local Residents
- Regulatory Agencies
- Environmental Groups
- Tourism and Visitors
- Cultural and Arts Groups

STAKEHOLDERS:

- Four Points by Sheraton
- Holiday Inn Express
- Portside
- Ventura Visitors Bureau
- Ventura Chamber of Commerce
- Boaters and Recreational Users



ENGAGEMENT STRATEGIES

- **PUBLIC MEETINGS AND WORKSHOPS:**

- Open Houses
- Interactive Workshops
- Virtual Engagement

- **INFORMATION BOOTHS:**

- Information booths at community events to provide information and engage with community members

- **SPONSORSHIPS:**

- Sponsor local events or create opportunities for the development team to interact with the community through activities

- **COMMUNITY-FOCUSED COMMUNICATION:**

- Website and Social Media
- E-mail Newsletters
- Feedback Forms

- **ENVIRONMENTAL EDUCATION:**

- Informational sessions on how the development will address sustainability
- Highlight green building practices and environmental protections

- **FEEDBACK AND EVALUATION:**

- Regular Feedback Loops
- Continued Community Engagement



ENGAGEMENT PLAN SUMMARY

The TBBW Company and Aldersgate Home Mixed-Use Development Community Engagement Plan is designed to foster an open and collaborative process that empowers stakeholders to shape the future of the marina and surrounding area. By focusing on inclusivity, transparency, and environmental responsibility, the plan will help ensure the development enhances the local community while aligning with its values and needs.



DUE DILIGENCE

Section 6.3

PROJECT ANALYSIS

Due diligence and project analysis have been completed, and the development team of TBBW Company, LP and Aldersgate have deemed the project viable. The condition of the site is satisfactory for the project endeavor. Analysis of state and local laws, zoning, general plan, and future general plan updates have been completed and satisfactory.

RESIDENTIAL MARKET

The overall demand for housing in Ventura is strong and will likely remain strong for the foreseeable future. As long as the SOAR initiative remains in effect, the city of Ventura will continue to struggle with low housing inventory coupled with the high demand for living in an “affordable” coastal area. Given that our proposed Mixed-Use project will provide waterfront residential units that will be affordable in price and deed restriction only further solidifies the benefit to the community. Comparable properties in the area have shown strong occupancy rates and rental growth.

COMMERCIAL MARKET

The commercial space within the Ventura West Marina project is expected to attract a diverse mix of tenants, including retail stores, restaurants, and professional services. The strategic location and high foot traffic are key factors contributing to attractive market potential. Our goal is to curate synergistic, high quality local vendors and restaurateurs to occupy the spaces.



CITY OF VENTURA GENERAL PLAN UPDATE

- DRAFT PLAN BY THE BEGINNING OF APRIL 2025
- DRAFT EIR BEGINNING OF JUNE 2025
- ON SCHEDULE TO ADOPT THE GENERAL PLAN IN OCTOBER 2025





NEXT UPDATE FALL 2025

PUBLIC COMMUNICATION STANDARD ITEM 1

00 : 03 : 00

VENTURA WEST MARINA REDEVELOPMENT PROJECT
PARCEL 17 (APN 080-0-240-325)

RECOMMENDATION:

That the Board of Port Commissioners receive a report and presentation on the status of the Ventura West Marina Exclusive Negotiating Agreement Parcel 17 Mixed-Use/Residential Redevelopment Project.

STANDARD AGENDA ITEM 1

Report by:
Matt Mansi, Aldersgate Home

**APPROVAL OF PARKING MANAGEMENT PROFESSIONAL
SERVICES AGREEMENT WITH LAZ PARKING CALIFORNIA,
LLC**

RECOMMENDATION:

That the Board of Port Commissioners approve a Professional Service Agreement with LAZ Parking California, LLC in the amount not to exceed \$2,179,400 to provide Parking Management Services with a 3-year term with two 1-year options.

STANDARD AGENDA ITEM 2

Report by:

Brian D. Pendleton, General Manager
Todd Mitchell, Deputy General Manager

RECOMMENDATION FOR APPROVAL OF PARKING MANAGEMENT PROGRAM PSA



Ben Verdugo

Dixon Resources
Unlimited



Todd Mitchell

Ventura Port
District

March 19, 2025

RECOMMENDATION:

That the Board of Port Commissioners approve a Professional Service Agreement with LAZ Parking California, LLC in the amount not to exceed \$2,179,400 to provide Parking Management Services with a 3-year term with two 1-year options.

Parking Management Program:

Ventura Harbor North:

- Public Launch Ramp
- 1215 Anchors Way
(current dry boat storage)

Parking Component	7 Days Per Week
Paid Parking Period	24 hours per day
Hourly Fee* (up to 4 hours)	\$1.00
All Day Pass (>4 hours)	\$10.00
ADA Placard or Plates	Same as all other visitors.

* *Parking for less than 1 hour will be complimentary with registration of vehicle license plate for at least 2025.*

Parking Management Program:

- Harbor Village
- Harbor Cove Beach
- Surfers Knoll Beach

Parking Component	Friday-Sunday & Holidays	Monday-Thursday
Paid Parking Period	10 AM – 8 PM	Free Parking
Hourly Fee* (up to 4 hours)	\$1.00	
All Day Pass (>4 hours)	\$10.00	
ADA Placard or Plates	Same as all other visitors.	

* Parking for less than 1 hour will be complimentary with registration of vehicle license plate for at least 2025.

Entitlements Received

- City of Ventura approved the District's CDP application May 23rd, 2024.
- California Coastal Commission approved the District's CDP application November 13th, 2024.
- Both CDP's came with conditions. Summary:
 - Bilingual signage (signage plan requires approval by Coastal Commission)
 - 5 year term for Coastal Commission CDP
 - No rate increases without approval through permit amendment/new permit.
 - Landscaping along Harbor Blvd (new dry storage) must conform to "Coastal Scenic Drive".
 - Construction related to project only between 8 AM and 5 PM, Mon-Sat

Request For Proposals

- Notice inviting proposals was published January 6.
- Mandatory Pre-Bid January 15.
- Proposal Closing Deadline February 12.
- Interviews held on February 26.

Parking Management Contract Type

- Contract shall be for a Parking Management vendor to:
 - Procure all equipment (including vehicle), signs, and virtual payment.
 - Install all machines and signs.
 - Provide on-site maintenance and enforcement.
 - Provide 24/7 bilingual customer support.
 - Assist District with public messaging.
- Contract will be for 3 years plus two x 1-year options.
- District will own all physical assets at the end of the contract.

Bid Evaluation & LAZ Parking (Part 1)

- Two bids were received.
- Bids were thoroughly reviewed by District staff and Dixon Resources Unlimited staff.
- Both bids determined to be fully responsive, responsible, and qualified.

Bid Evaluation & LAZ Parking (Part 2)

- Both bidders were provided questions in advance of an interview by a panel of GM, DGM, and Dixon.
- Supplemental information received from both bidders.
- Evaluation by Staff and Dixon determined that LAZ Parking's bid was the lowest price and best value.
- Staff recommending award contract to LAZ Parking.

Fiscal Impact (Part 1)

- The bid by LAZ Parking is a combination of:
 - Upfront costs
 - Fixed annual costs
 - Per-transaction costs.
- Total estimated cost:
 - \$1,269,689 for the initial 3years
 - \$1,981,271 for all 5 years (including options)
- There are options for the District to increase LAZ staffing for peak periods, redundancy of parking equipment, and enforcement vehicle.

Fiscal Impact (Part 2)

- Staff recommends the Agreement include a 10% contingency over the 5 years to allow for increase staffing for peak periods, redundancy of enforcement equipment and vehicle.
- Final not-to-exceed value: \$2,179,400.
- As proposed, the Net revenue of the program is estimated at:
 - \$1,190,000 base 3-year period
 - \$2,460,000 including both option years.

Tenant Townhall #1

- On February 20, 2025, the GM and DGM met with 34 tenants to provide an update on parking validation and employee permits, answer questions, and listen to concerns.
- At that meeting, Staff had proposed:
 - All Village businesses would be able to get sufficient parking permits for their employees at the start of the program.
 - \$2 (2-hour) validation for patrons of Harbor Village businesses where the \$2 would be shared between the District (\$1.50) and tenants (\$.50).
- Discussion with tenants gathered valuable feedback.

Parking Permits

- During the start of Phase 2, all Village businesses will be provided sufficient parking permits for all of their employees (valid at Harbor Village only).
- Data collected by LAZ on employee parking occupancy will be used to make data-driven decisions to guide reduction of employee permits (and increasing availability to the public).
- Reductions in employee permits could take place as early as Q1 2026.

Parking Validation (Part 1)

- All consultation with other municipalities, agencies, vendors, and consultants regarding validation, the feedback has universally recommended not providing validation (largely due to abuse, but also the level of customer support required).
- During the townhall, several tenants raised concerns about these same concerns.
- However, District stakeholders strongly desire validation.

Parking Validation (Part 2)

- Staff have determined the most balanced method of validation will be to validate those parking at the Harbor for less than one hour – i.e. for those parking in the Harbor for less than 1 hour, parking will be free to encourage turnover and incentivize short stays.
- Parking for longer than 1 hour will offer no validation and extensions of parking sessions will not be subject to validation.
- Fiscal impact for providing this is estimated at \$140,000 per year.

NEXT STEPS



- With Board approval of the program, the District will finalize contract document with LAZ Parking.
- Phase 1:
 - LAZ Parking will work with District to develop the public awareness campaign.
 - LAZ Parking will begin procurement of physical assets.
 - PMP will first roll out in Ventura Harbor North (Public Launch Ramp).
 - Establishment of tenant portals for tenant employee parking permits.
- Phase 2:
 - Once Phase 1 is demonstrated to be fully and successfully implemented, Staff will return to the Board with recommendation to implement Phase 2 for Harbor Village and beaches.

Public Information Campaign

- LAZ Parking is experienced in helping educate the public and managing customer experience on behalf of public agencies.
- LAZ to provide:
 - Parking Informational webpage on the District's website.
 - Design and production of multilingual informational parking signage for District parking lots.
 - Development of bilingual informational flyers.
 - Create social media content for the District to post regarding the PMP.
 - Create newspaper advertisements for the District to advertise the PMP.
 - "Boots on the ground" ambassador support during the initial weeks of paid parking at Harbor Village & Beaches.
 - 24/7 1-800 number for customer service via the vendor (bilingual).
 - Link and/or QR codes to register complaints and citation protests (bilingual).

Phase 1: Ventura Harbor North

- Boat launch ramp (already paid parking) will be adjusted to conform to the same paid parking system (\$1/hour, \$10/day).
- ***This lot will be rolled out first to ensure all systems are successfully operational before implementing at the Village and beaches.***
- The Old Dry Storage and New Dry Storage lots are on a separate timeline based on City permitting and construction schedule.

Ventura Harbor North



Phase 2: Harbor Village & Beaches

- Staff estimate returning to the Board during a June meeting for approval to implement Phase 2.
- Prior to returning to the Board, the following will be complete:
 - Phase 1 successfully implemented.
 - Tenant portals created and employee license plates registered.
 - All public information signs ready for installation.
 - All parking machines installed (“Paid Parking coming soon”).
 - Public information campaign underway.



Ventura Harbor Village & Beaches



Questions & Discussion

PUBLIC COMMUNICATION STANDARD ITEM 2

00 : 03 : 00

**APPROVAL OF PARKING MANAGEMENT PROFESSIONAL
SERVICES AGREEMENT WITH LAZ PARKING CALIFORNIA,
LLC**

RECOMMENDATION:

That the Board of Port Commissioners approve a Professional Service Agreement with LAZ Parking California, LLC in the amount not to exceed \$2,179,400 to provide Parking Management Services with a 3-year term with two 1-year options.

STANDARD AGENDA ITEM 2

Report by:

Brian D. Pendleton, General Manager
Todd Mitchell, Deputy General Manager

**UPDATE ON STATE OF EMERGENCY TO ADDRESS THE
FAILURE OF THE ELEVATOR AT 1591 SPINNAKER DRIVE**

RECOMMENDATION:

That the Board of Port Commissioners:

- a) Determine by a four-fifths vote that there is a need to continue the emergency action adopted by the Board on January 15, 2025, set forth in Resolution No. 3520.
- b) Approve by majority vote a prorated, partial rent abatement for the three office tenants affected by the elevator being out of service.

STANDARD AGENDA ITEM 3

Report by:
Justin Fleming, Capital Projects Manager

PUBLIC COMMUNICATION STANDARD ITEM 3

00 : 03 : 00

Change Clock Type

Digital

Duration:

00

03

00

TimeUp Reminder (Optional):

--

--

--

Choose Sound Effect

None

Choose TimeUp Sound

None

**UPDATE ON STATE OF EMERGENCY TO ADDRESS THE
FAILURE OF THE ELEVATOR AT 1591 SPINNAKER DRIVE**

RECOMMENDATION:

That the Board of Port Commissioners:

- a) Determine by a four-fifths vote that there is a need to continue the emergency action adopted by the Board on January 15, 2025, set forth in Resolution No. 3520.
- b) Approve by majority vote a prorated, partial rent abatement for the three office tenants affected by the elevator being out of service.

STANDARD AGENDA ITEM 3

Report by:
Justin Fleming, Capital Projects Manager



VENTURA
PORT DISTRICT

Established 1952

ADJOURNMENT
NEXT MEETING APRIL 2, 2025

Ventura Harbor

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK