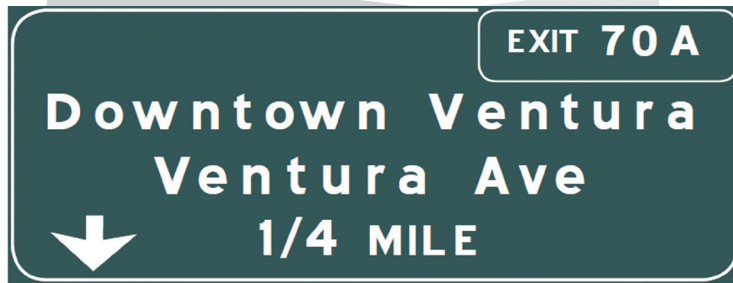




# Downtown Ventura Organization Newsletter

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Spring 2011

## New Downtown Sign Scheduled for U.S. Route 101



A new freeway sign reading, “Downtown Ventura - Ventura Ave - 1/4 Mile” will replace an older, less descriptive sign on the 101 freeway. Now motorists will have clear direction to the most direct route to Downtown!

## Surfers Point Managed Retreat Project

This project will stabilize and restore approximately 1,800 linear feet of beach and provide protection for relocated bike, parking and fairground infrastructure through habitat restoration to improve coastal resiliency to storms and flooding. The first phase is a \$3.5 million joint project between the fairgrounds and the city. Phase one includes removing one-half of the existing fairground paid-parking area, removing 1000 feet of the existing bike path along Shoreline Drive between the Ventura River and Figueroa St. The parking and bike path will be relocated 60-feet to 100-feet further inland. The project will also include burying a significant amount of cobble rock on a wider beach area, where the fairground’s damaged parking lot was removed, and covering the rock with beach sand. There will also be water quality storm drain enhancements to the existing drains that currently drain the fairground’s property to the beach and to the Ventura River estuary.

**Update/Timeline:** Phase one construction is approximately 65% complete. All of the earthwork grading has been completed, as has the removal of the damaged parking lot, the section of Shoreline Drive, and the bike path. Approximately 75% of the cobble rock has been placed. Construction should be completed by Memorial Day.

## U.S. 101 California Street Off-Ramp Relocation Project Revived

This project will relocate the California Street off ramp to Oak Street to improve access to downtown and along California Street. The project is funding with a State grant and was on hold for several years.

**Update/Timeline:** The City is working with Caltrans to restart the project preliminary design and environmental review phases. It is expected that this would be completed by summer 2012 and then the project moves into the final design and right-of-way acquisition phase. Construction would not likely start until 2014 at the earliest.

## City Prepares for Promenade Improvements

The Promenade Project is a two phase project. The first phase which will cost about \$1 million, includes replacing the west-end damaged stairs that lead to the beach, repairing damaged portions of the Promenade walkway surface, adding large rock revetment under the Promenade walkway, repairing five of the observation alcoves, and removing five of the raised planter areas along the Promenade (two in front of Crowne Plaza, and three just south of Paseo de Playa). Public access will be maintained during construction.

**Update/Timeline:** The construction contract has been awarded and the city is working with them on setting a schedule.

## California Street Bridge/Railroad Crossing Project in Final Design Phase

This project is improving the pedestrian sidewalk on California Street crossing the 101 Freeway and installing safety improvements at the railroad grade crossing. The sidewalk improvements include new lighting, railing, and surface treatment. The railroad grade separation safety improvements (funded by a state grant) will improve the pedestrian crossing area, crossing gates, crossing warning system, and install both a median on California Street and a traffic signal at the intersection of California and Harbor to

prevent vehicles from crossing between the gates.

**Update/Timeline:** The design of the sidewalk improvements is nearly complete and at Caltrans for review and approval. That portion of the project is expected to start construction in late summer after the fair. The railroad-crossing portion of the project is in the design phase and is expected to begin construction in early spring next year.

# New Businesses

Look at all these new businesses. Stop in and welcome them downtown!

## SEND ROVER ON OVER

616 East Main Street / (805) 650-3294



Downtown doggies are barking with glee about Ventura's first doggie ice cream parlor, bakery, boutique and lounge! Come downtown and drop off your pup in the doggie lounge while you go shopping, get your hair done, or watch a movie. Don't forget to pick up some delicious treats for your furry friend before you leave. Open 7 days a week from 10:00 AM – 8:00 PM.

## TURQUOISE ECO BEAUTY SKINCARE

35 South Oak Street / (805) 643-0100

Relax and rejuvenate in this beautiful new skin care salon with spa options. Call to make an appointment for facials, skin care, and waxing.



## RASMUSSEN & ASSOCIATES

21 South California Street / (805) 648-1234



This full service architectural firm has joined with Knoll's premiere office furniture dealership to occupy the fully renovated 4th floor of this historical treasure. Rasmussen & Associates hosted the February, DVO/DVP Third Thursday event with nearly 200 in attendance.

## RIP CURL

227 South California Street



Rip Curl, the ultimate surfing company is riding the wave into 227 South California Street. Rip Curl has been the market leader in surfing wetsuits for over 30 years. The projected occupancy date is April 15, 2011! Rip Curl: Built for riding and always searching for the ultimate journey...

## MAKING YOU COSMETICS & SKINCARE

671 East Main Street / (805) 901-6118



This adorable makeup and skin care boutique also features women's accessories. Grand Opening on March 12 from 4:00 PM – 8:00 PM.

## RAT ZAPPER

721 East Main Street / (805) 652-1117

Have a rodent problem? Call Rat Zapper! They have the world's best rodent control system.



# Downtown Events

## March

March 5 - 6

### Gem & Mineral Show

Fairgrounds • (805) 987-0043

March 8 – May 15

### George Stuart Historical Figures

Museum of Ventura County • (805) 653-0323

March 11 -13

### Spring Home & Garden Show

Fairgrounds • (805) 641-1126

March 12

### St Patrick's Day Parade

Downtown Main Street • (805) 340-1356



St. Patty's Day Parade, as it travels down Main Street in Downtown Ventura.

March 15

### Ventura Film Society Screening

Museum of Ventura County • (805) 628-2299

March 17

### DVO/DVP Third Thursday Spotlight

Location Varies (TBD) • (805) 641-1090

March 18

### Jay & Silent Bob

Majestic Ventura Theater • (805) 653-0721

March 20

### Family Time at the Museum

Museum of Ventura County • (805) 653-0323

March 26

### Roller Derby Games • Fairgrounds

March 27

### RG Canning Flea Market

Fairgrounds • (323) 560-7469

March 27

### The Addicts

Majestic Ventura Theater • (805) 653-0721

March 29

### Ventura Tri County College Fair

Fairgrounds • (800) 836-2222 x 123

March 29 – April 23

### Hilda Kilpatrick Art Exhibit

Buenaventura Art Gallery • (805) 648-1235

## April

April 5

### Ventura Film Society Screening

Museum of Ventura County • (805) 628-2299

April 14 – May 8

### The Lonesome Traveler

Rubicon • (805) 667-2912

April 16

### Roller Derby Games

Fairgrounds • (805) 653-0323

April 17

### Family Time at the Museum

Museum of Ventura County • (805) 653-0323

April 19

### Ventura Film Society Screening

Museum of Ventura County • (805) 628-2299

April 21

### DVO/DVP Third Thursday Spotlight

Location Varies (TBD) • (805) 641-1090

April 26-May 21

### Virginia Beale, The Power of Landscape

Buenaventura Art Gallery • (805) 648-1235

April 28-May 7

### Ventura Music Festival

Various Locations • (805) 648-3146



Ventura Music Festival banner adds art and beauty to the downtown streetscape.

## May

May 3

### Ventura Film Society Screening

Museum of Ventura County • (805) 628-2299

May 14

### Roller Derby Games Battle of the Coast

Fairgrounds

May 15

### Family Time at the Museum

Museum of Ventura County • (805) 653-0323

May 17

### Ventura Film Society Screening

Museum of Ventura County • (805) 628-2299

May 19

### DVO/DVP Third Thursday Spotlight

Location Varies (TBD) • (805) 641-1090

May 22

### 3rd Annual CA Car & Cycle Show

Fairgrounds • (805) 218-3310

May 29

### Paradise Bird Mart & Pet Expo

Fairgrounds • (951) 325-2102

## Recurring Events

First & Third Tuesday thru April 19

### Dinner and a Movie

Jonathan's, 204 East Main • (805) 648-4853

First Friday of Every Month

### First Friday Gallery Walk

Downtown Galleries • 5:00 PM – 8:00 PM

<http://s232036650.onlinehome.us/indes.php>

Every Saturday

### Downtown Farmers Market

Corner Lot (Palm & Santa Clara)

8:30 AM – 12:00 PM • (805) 529-6266

Saturdays thru May 26

### Arts and Crafts by the Sea

California Street Plaza

10:00 AM – 4:00 PM • (805) 659-3352

Daily thru April 11

### A Touch of Color Art Show / Various Art Classes

Red Brick Gallery, 315 East Main Street

(805) 643-6400

Daily thru March 14

### Art Show by Robert Wassell

Fox Fine Jewelry • (805) 652-1800

Daily thru April 24

### Legendary Artists Honored

Museum of Ventura County • (805) 653-0323

Tuesday-Sunday thru May 3

### Andrea Vargas-Mendoza Exhibit

Museum of Ventura County

11:00 AM – 5:00 PM • (805) 653-0323

For more detailed information, please contact phone number or website listed with each event. If you'd like your event included in this listing please go to [www.downtownventura.org](http://www.downtownventura.org) click on the "Entertainment" tab and select "Submit your Event."



P.O. Box 1414  
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[www.downtownventura.org](http://www.downtownventura.org)

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## Welcome Meredith



Meredith Dilg joins the DVO/DVP team as part-time Administrative Coordinator. She is a recent graduate from the University of Southern California and a long-time Ventura resident. Meredith brings a fresh and youthful perspective to downtown development and is eager to take on any task that helps promote this great city! Stop in to meet Meredith at our new office location, 420 East Santa Clara.

## DVP Crew Celebrates One Year Anniversary



The downtown Clean and Safe team celebrated their 1st anniversary on February 15, 2011. This dedicated crew of gentleman work tirelessly to keep our streets sparkling clean and welcoming to visitors. Thanks guys!

## We've Moved!

DVO/DVP and our Clean Team have moved to 420 East Santa Clara Street formerly known as the Senior Recreation Center. Please stop by and check out our new digs.

## DVP Elections

DVP election for new board members is underway. This year we have one business owner and three property owners terms open. Board members are expected to be very active and participate in both committees and events. Ballots for the election were sent out at the end of February to over 200 property owners. Results will be revealed at the Annual Meeting of Directors at the end of March.