



City of Ventura General Plan Update

April 04, 2022





Background

Purpose of a General Plan

- Long-term policy document to **guide the future actions**
- Enables the community to come together to develop a **shared vision** for the next 25-30 years
- Updated every 10-15 years
- Preserves and enhances **community strengths**
- Addresses **topics of concern**
- **8 required Elements**
 1. Land Use
 2. Circulation
 3. Housing
 4. Noise
 5. Conservation
 6. Safety
 7. Open Space
 8. Air Quality
 9. Environmental Justice

WHAT IS A GENERAL PLAN?

A General Plan is like a road map for the future of Ventura



1



General Plans describe the community's vision and identifies strategies for managing preservation and change.



The State of California requires every city and county to have a General Plan to guide growth.

2

3

General Plans typically include goals, policies, implementation strategies and supporting graphics.



These components work together to convey a long-term vision that will guide local decision making.



4

5

The General Plan also plays an important role in regulating land use. Its policies and maps form the foundation for City ordinances, guidelines and plans.



Which Topics are Covered?

- Land use
- Urban design
- Housing
- Homelessness
- Traffic and roadways
- Active transportation
- Economic development
- Public services
- Infrastructure (including broadband)
- Parks
- Open space + natural resources
- Equity and health
- Climate change
- Sustainability
- Historic preservation
- Arts and culture
- Noise
- *And others...*

Why Does the General Plan Matter?



Enables the community to develop a **shared vision for the future**



Creates goals, policies and programs to guide city decisions



Establishes parameters for zoning



Sets priorities for funding and long-term decision making

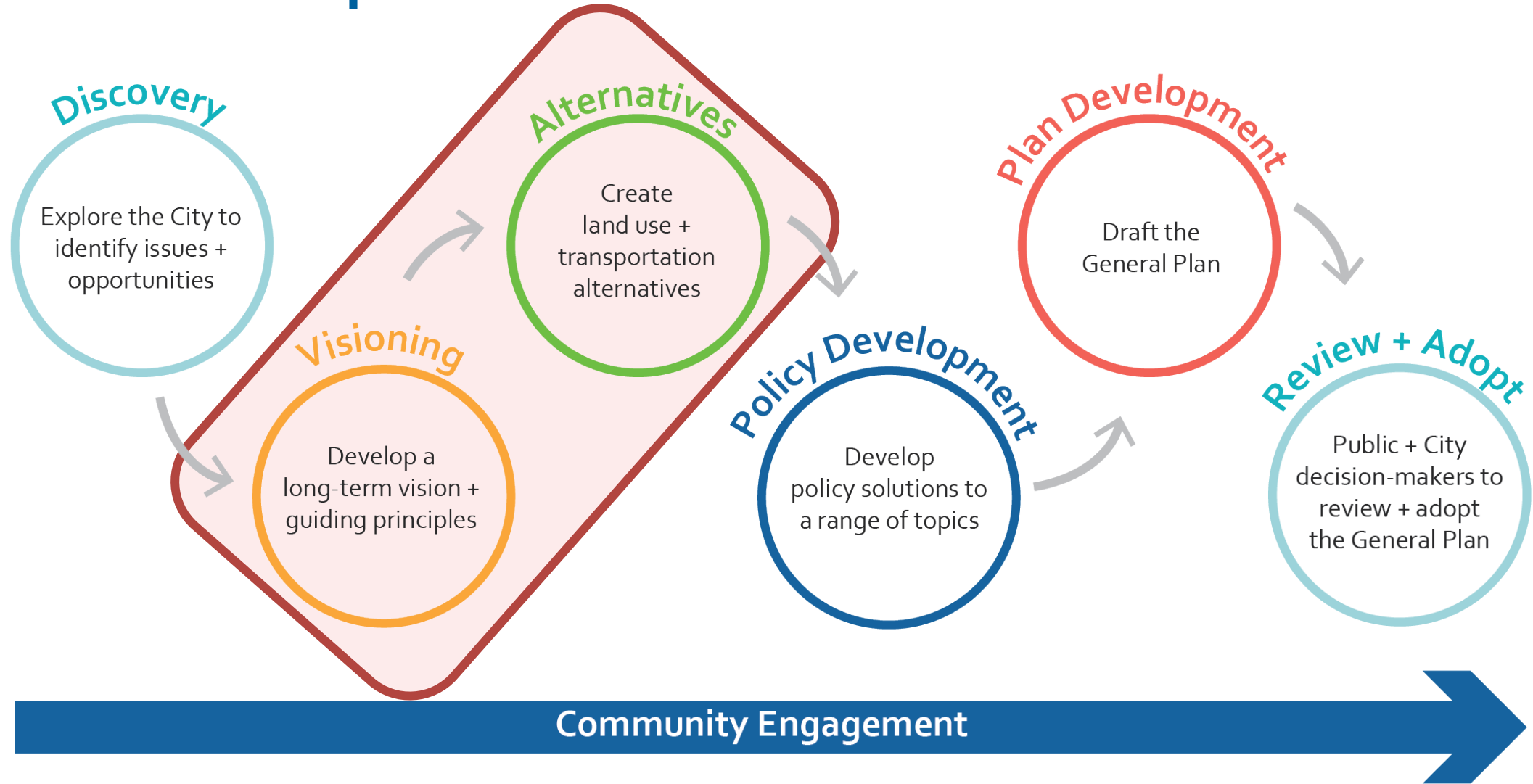


Acts as an “umbrella” that sets up detailed studies at smaller scales



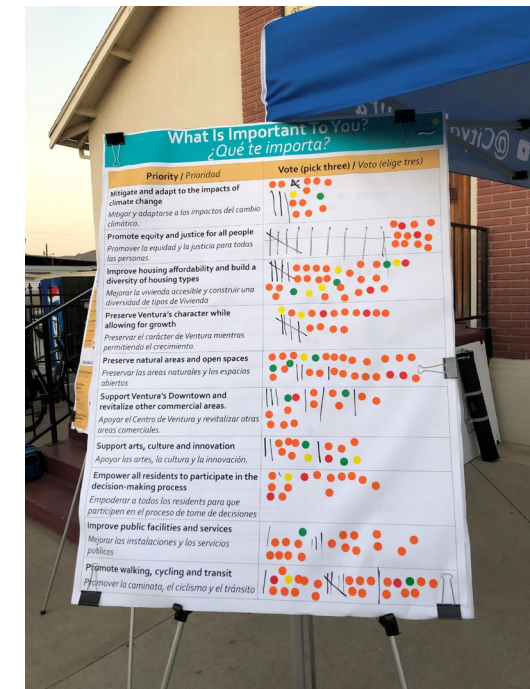
“Vision about how a community will grow, reflecting community priorities and values while shaping the future.”

General Plan Update Process



Engagement Efforts To Date

- **11** GPAC meetings
- **5** educational forums
- **1** Community Workshop
- **12** Community Council meetings (2 rounds)
- **7** Pop-up events
- **23** Stakeholder interviews
- Meeting with Environmental Justice groups
- **2** City Council meetings
- Presentations to **5** Boards and Commissions
- **3** Community Surveys:
 - **Issues & Opportunities** (Nov 2020 – Jan 2021): **2,425** responses
 - **Visioning** (Aug - Oct 2021): **1,505** responses
 - **Vision Statement Review** (Mar. 2022): **341** responses

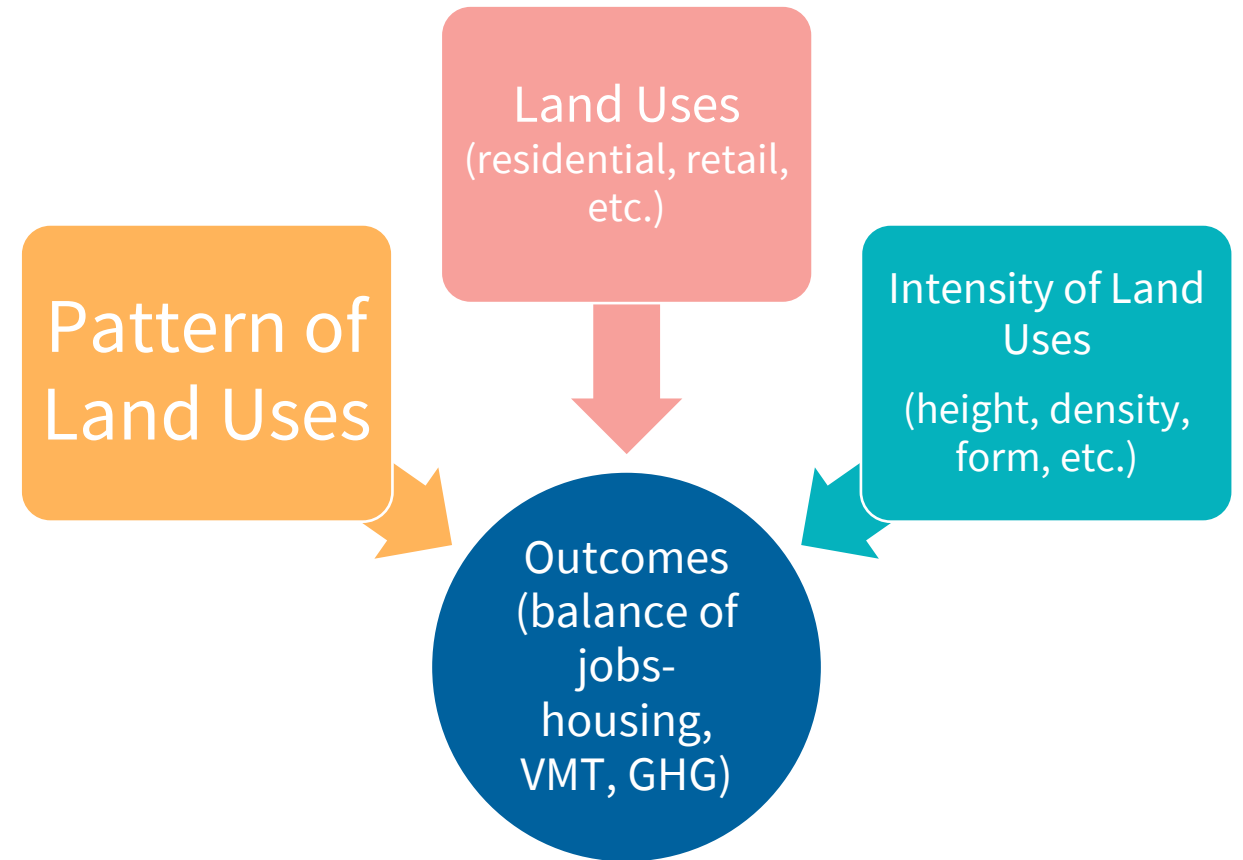




Next Step: Alternatives

Purpose of “Land Use Alternatives”

- Test different land use and urban design patterns
- Understand the trade-offs between the alternatives
- Make informed choices about the future
- Pivot towards the policies and implementation mechanisms needed to make these happen





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