

# General Plan Advisory Committee

## Meeting #17: Survey Review Process

November 15, 2022



# GPAC Members

- Lorrie Brown, Chair
- Doug Halter, Vice-Chair
- Philip Bohan
- Nicholas Bonge
- Stephanie Caldwell
- Kyler Carlson
- David Comden
- Joshua Damigo
- Nicholas Deitch
- Peter Freeman
- Kacie Goff
- Kelsey Jonker
- Stephanie Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Bill McReynolds
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Dana Worsnop

# Meeting Agenda

- Introduction and welcome
- Presentation
  - Engagement activities summary
  - Overview of Land Use Alternatives Survey Results
  - Q&A
- Small Group Discussion
  - Discuss the *process* for the GPAC to analyze the survey results and recommend a preferred land use alternative
- GPAC Discussion
  - Decide on GPAC next steps
- Public comment



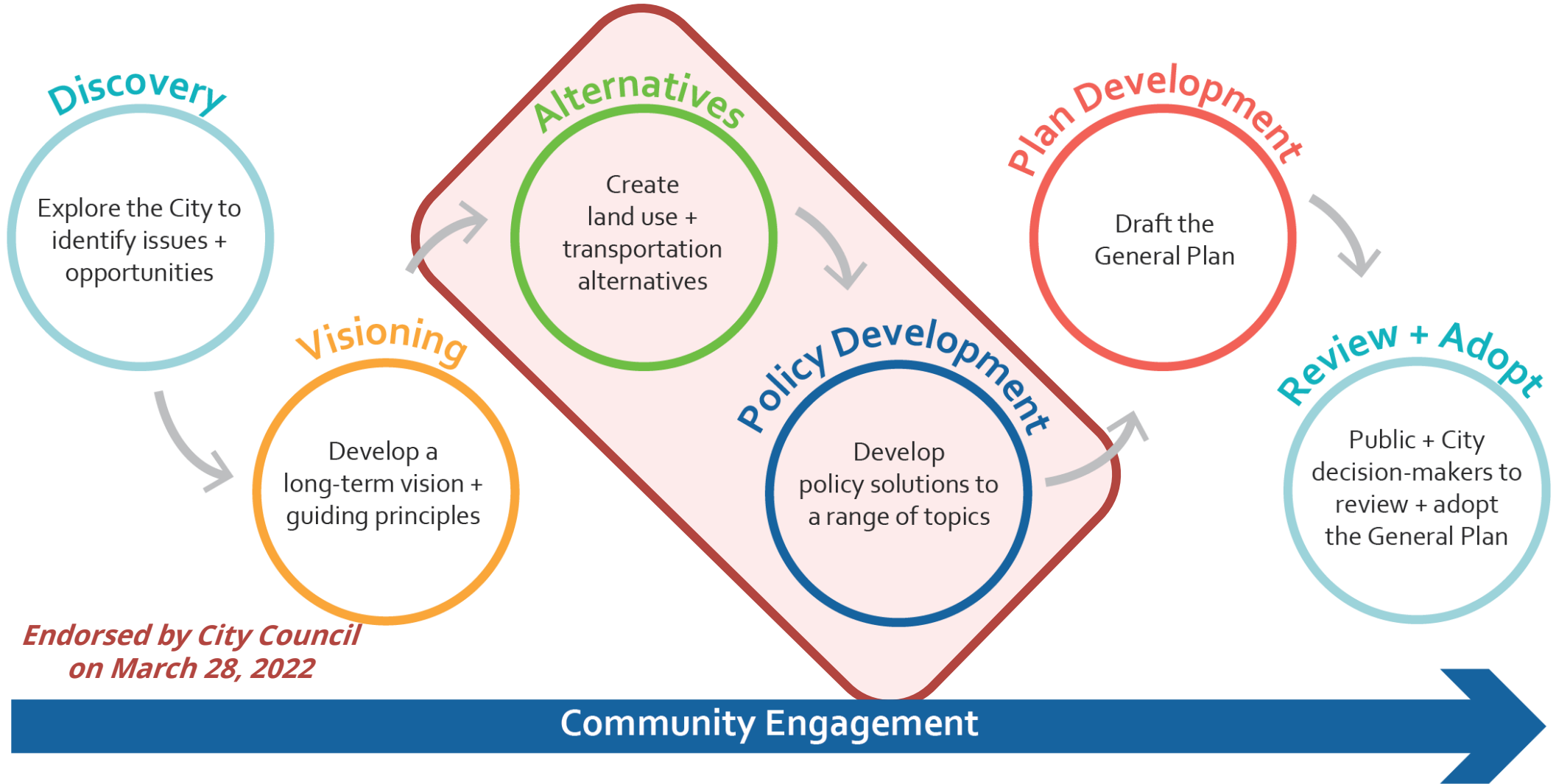
# GPAC Meeting Protocols

To ensure a safe environment for respectful dialogue, the following protocols will be enforced:

- GPAC members and the public shall show respect for others in the room.
- GPAC members and the public shall not interrupt or otherwise disrupt the meeting, including shouting, applauding or booing.
- Public comment is provided at the end of the meeting. Time limits will be placed on public comment depending on the number of public speakers.
- Those that do not follow these protocols will be asked to leave the meeting.



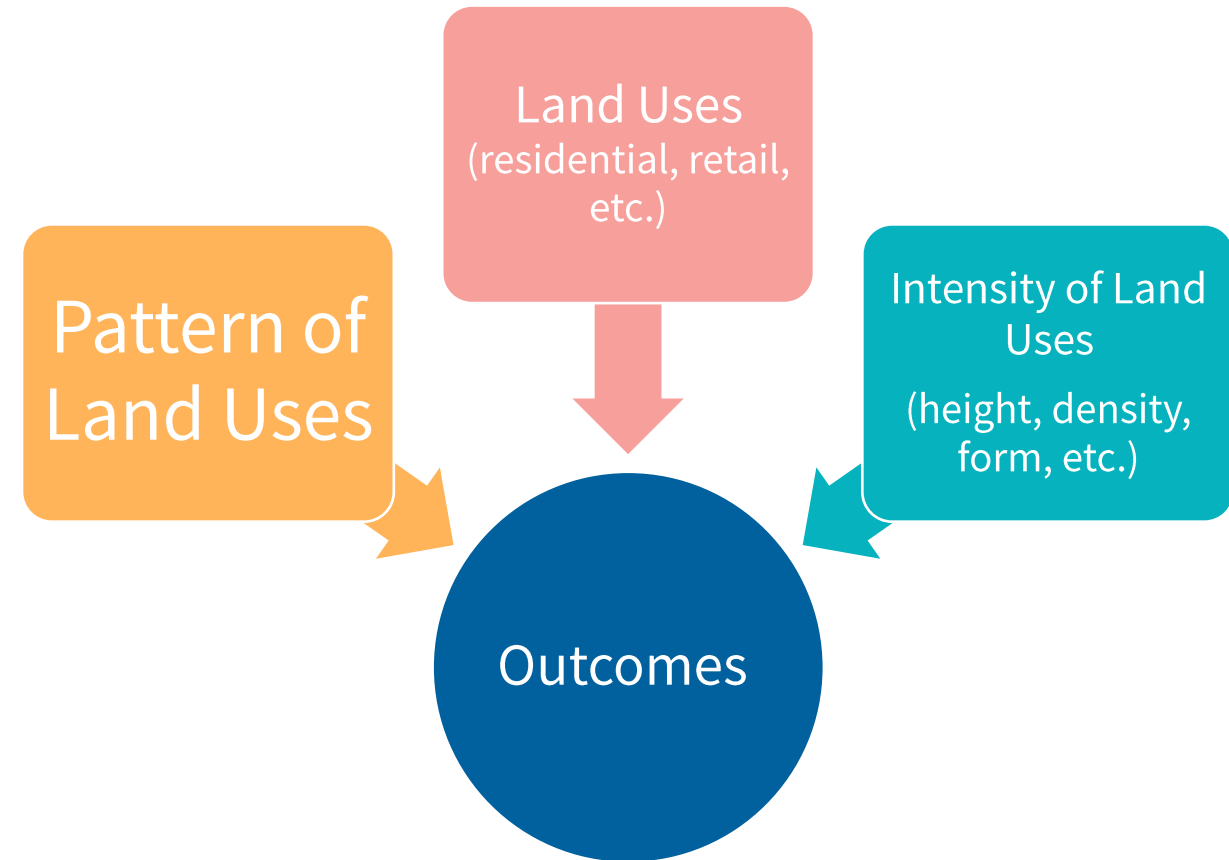
# General Plan Update Process



*Endorsed by City Council  
on March 28, 2022*

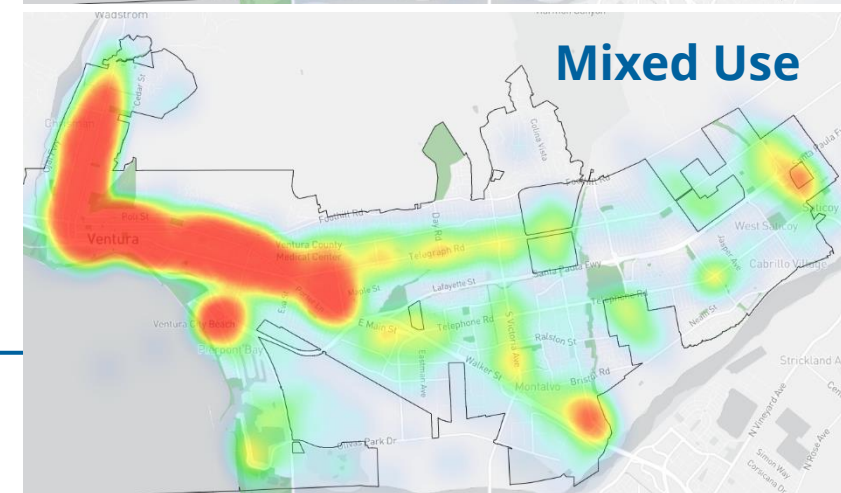
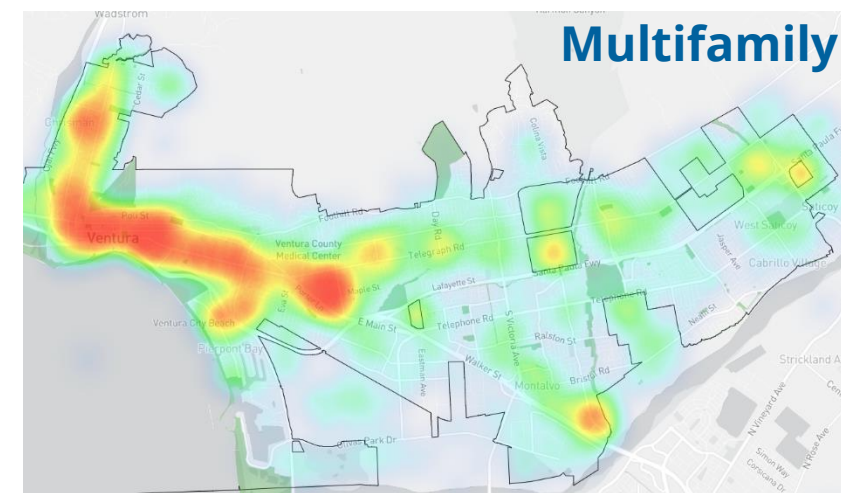
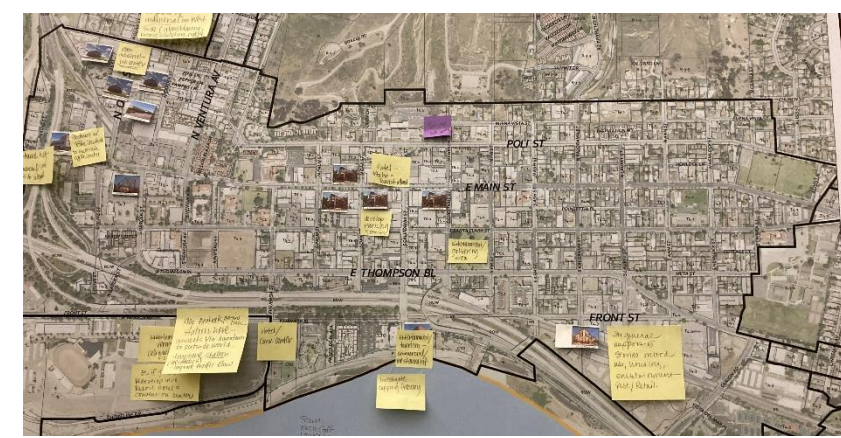
# Land Use Alternatives

- Discuss how the physical form of the City will evolve in 20-30 years
- Test a range ideas from the public during the engagement process and the Council-endorsed Vision
- Meant to spark conversation and provide direction to the GPAC and the General Plan Team
- **The final land use map will likely be a combination of ideas from each survey plus new ideas generated during the process.**

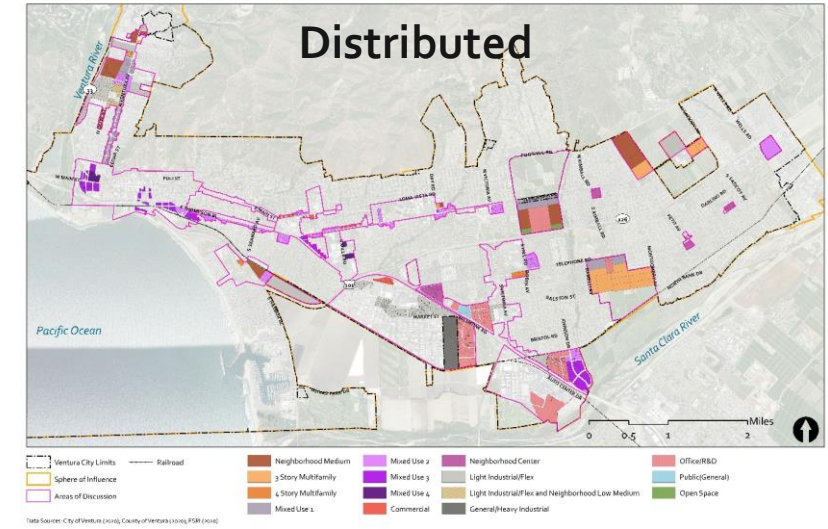
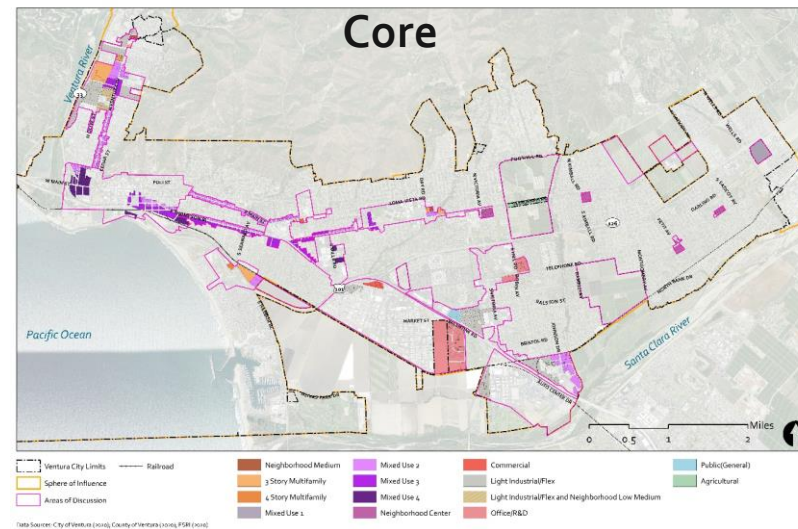
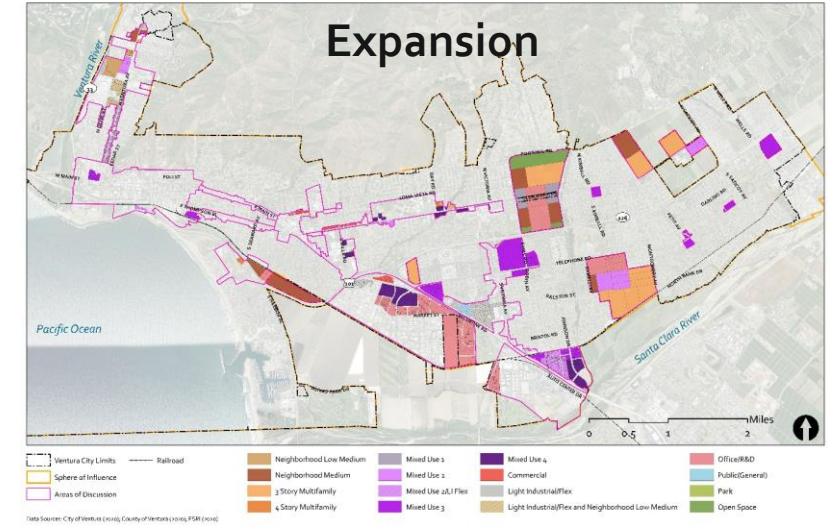
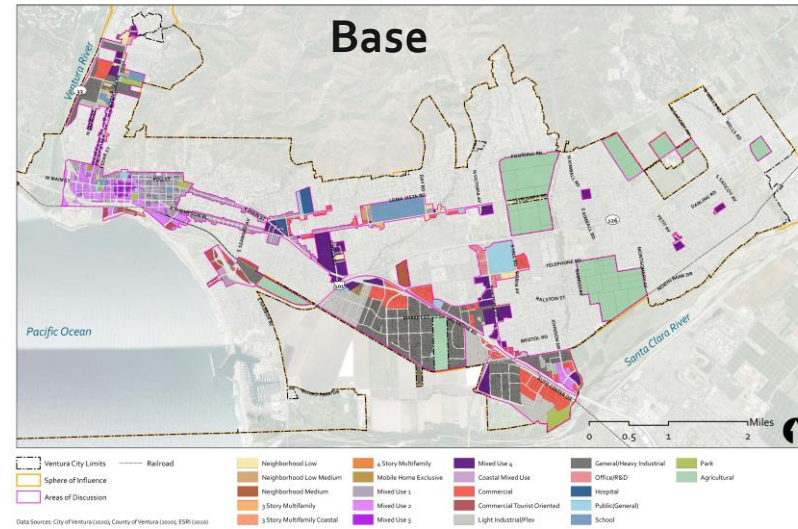


# Input for Alternatives

- Community input from July 2021 and earlier
- Map-based vision survey
- GPAC – Meetings April 19 and May 16 and 17
- Public input at GPAC meetings



# Land Use Alternatives





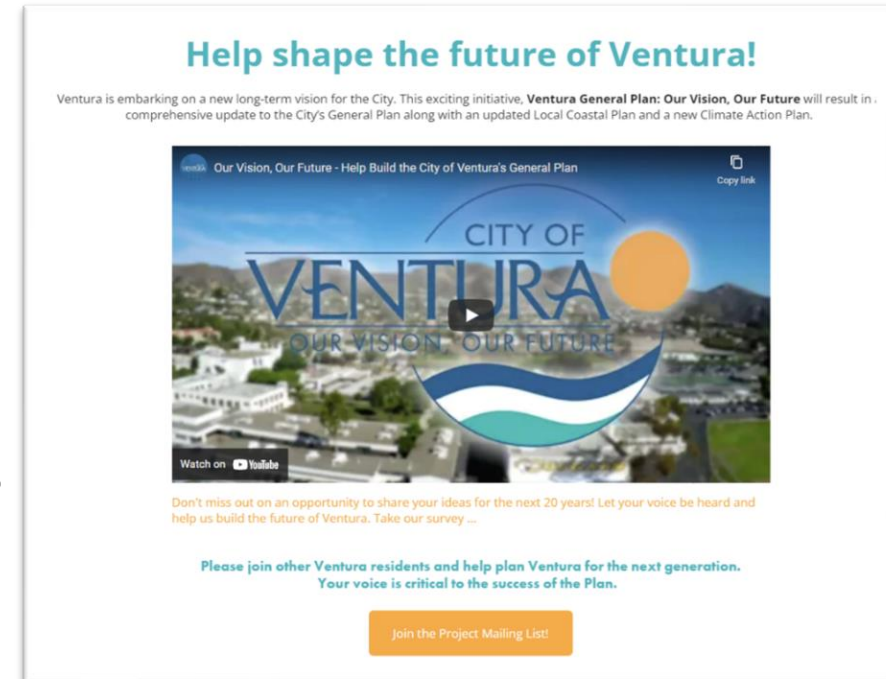
# Land Use Alternatives Surveys

- 11 total surveys
  - 1 for Citywide and Downtown
  - 10 for individual Areas of Discussion
- Surveys open from September 6 – October 24
- Taking the survey required reviewing background information on the alternatives and understanding land use designations
- Opt-in survey; NOT statistically valid
- **Provides insight and direction but not necessarily a “final” direction**



# Online Resources

- Alternatives Primer
- PDF Maps of Alternatives
- Summary of Alternatives
- Draft Land Use Designations
- Interactive GIS maps
- Development Projections
- Summary of all engagement activities and surveys



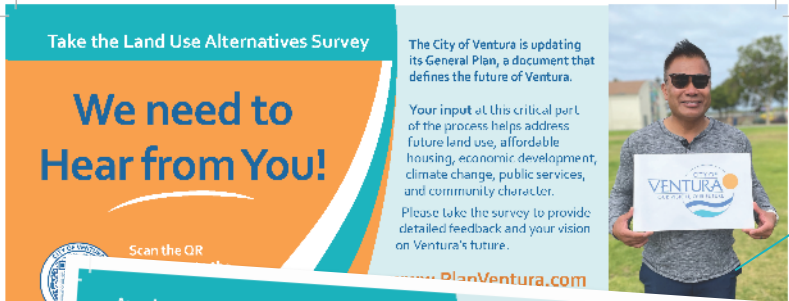
Visit [www.PlanVentura.com](http://www.PlanVentura.com) to register for emails and view documents or the events calendar





# Land Use Alternatives Outreach and Engagement

# Marketing Sampling August – October 2022



Take the Land Use Alternatives Survey

## We need to Hear from You!


Scan the QR

The City of Ventura is updating its General Plan, a document that defines the future of Ventura.

Your input at this critical part of the process helps address future land use, affordable housing, economic development, climate change, public services, and community character.

Please take the survey to provide detailed feedback and your vision on Ventura's future.

www.PlanVentura.com



Water bill inserts



Ayude a planificar el futuro de Ventura

## ¡Necesitamos saber de usted!

Escanea el código QR o vaya al sitio web del proyecto para acceder a la encuesta.

The City of Ventura is updating its General Plan, a document that defines the future of Ventura.

Su aporte en esta parte crítica de este proceso ayudará a abordar los usos futuros de la tierra, vivienda asequible, desarrollo económico, cambio climático, servicios públicos y carácter comunitario.

Por favor, completar la encuesta para proporcionar comentarios detallados y su visión sobre el futuro de Ventura.

www.PlanVentura.com

La encuesta estará disponible hasta finales de octubre de 2022.



Auto Center Sign ads



Take the Ventura survey now!

## We need to Hear from You!

planventura.com

# VENTURA AUTO CENTER



midtown VENTURA COMMUNITY COUNCIL

### NEXT COUNCIL MEETING

Midtown Ventura Community Council  
Zoom Meeting Registration Here  
September 8, 2022, 7pm

Midtown Ventura Community Council Interactive General Plan Update Discussion Set for Thursday

Who We Are

The Midtown Ventura Community Council will hold an interactive meeting Thursday, September 8, to discuss the City of Ventura's General Plan update to a focus on the Midtown area.

Midtown Ventura Community Council will lead the Zoom meeting starting at 7pm. Get a link here.

The General Plan is a set of goals and policies the Ventura's growth over the next 20 years or more.

Community partner newsletters



VENTURA COLLEGE

# PIRATE POST

Take the Ventura survey now!

## We need to Hear from You!

planventura.com



The Pet Page

### Forever homes wanted

Help Plan Ventura's Future

### Upcoming General Plan community workshops

Take the Land Use Alternatives Survey

## We need to Hear from You!

www.PlanVentura.com

The survey will be available through end of October 2022.



News & Notes

### Ar Ventura's Board of Education meeting passion and intensity took center stage Part 2 of 2

### BOO! The Halloween Duplicate Bridge Tournament is great fun

### Ensemble Theatre Company (ETC) presents the first show of its 2022-23 Season

Take the Land Use Alternatives Survey

## We need to Hear from You!

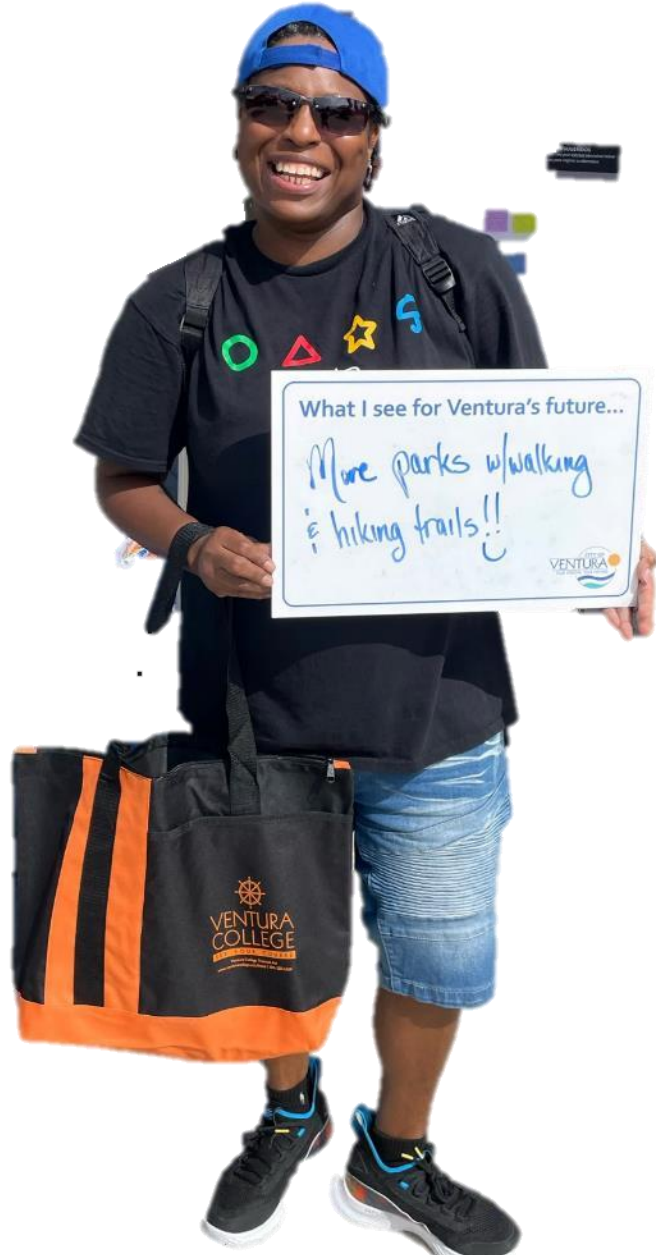
www.PlanVentura.com

The survey will be available through end of October 2022.



Ventura Breeze ads and editorials

# Community Voices



# Citywide Workshops

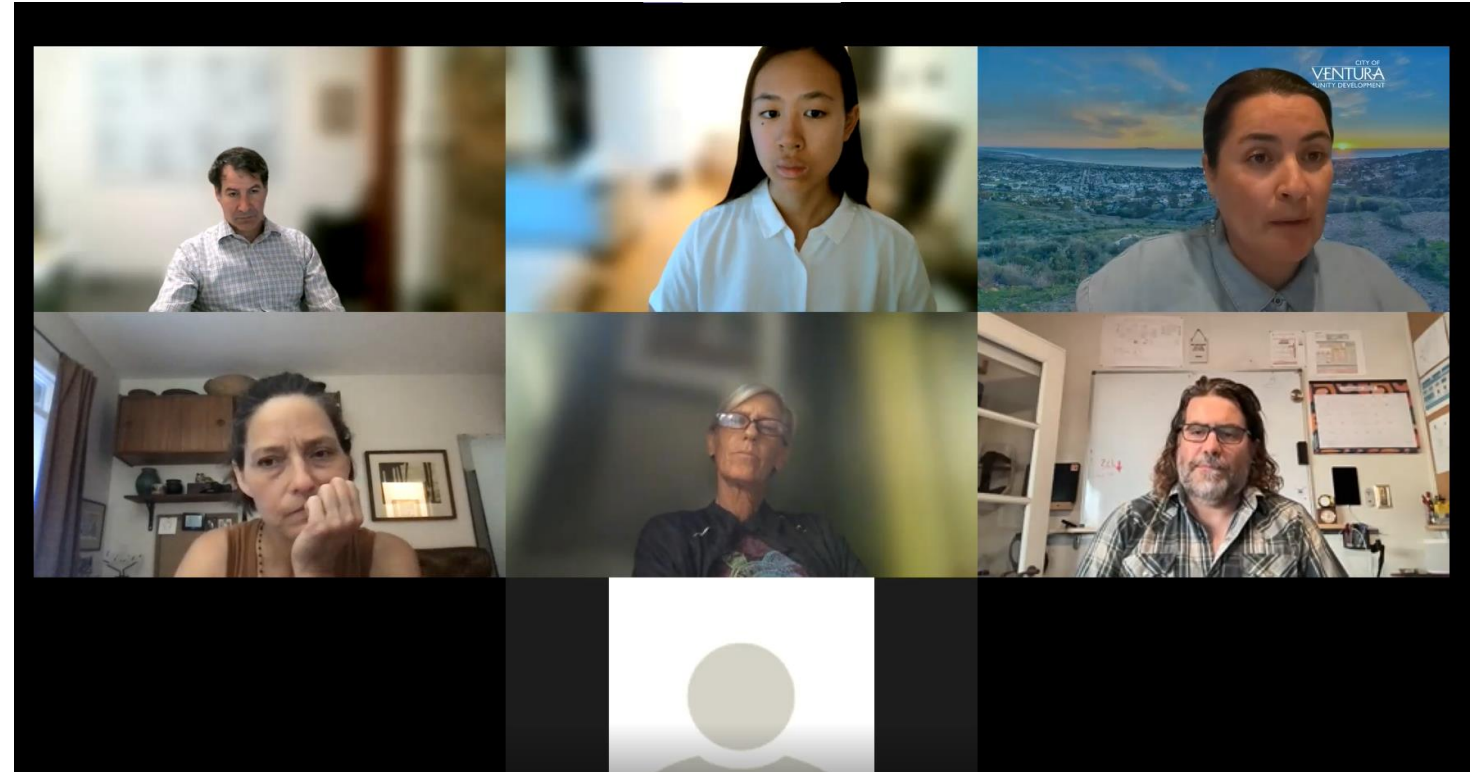
- 2 citywide public workshops: one in person (August 30) and one virtual (September 1)
- ~300 total attendees
- Provided background on the alternatives and how to complete the survey
- Workshop summary is online at [www.planventura.com](http://www.planventura.com)



*Photos from in-person land use alternatives workshop (8/30)*

# Office Hours

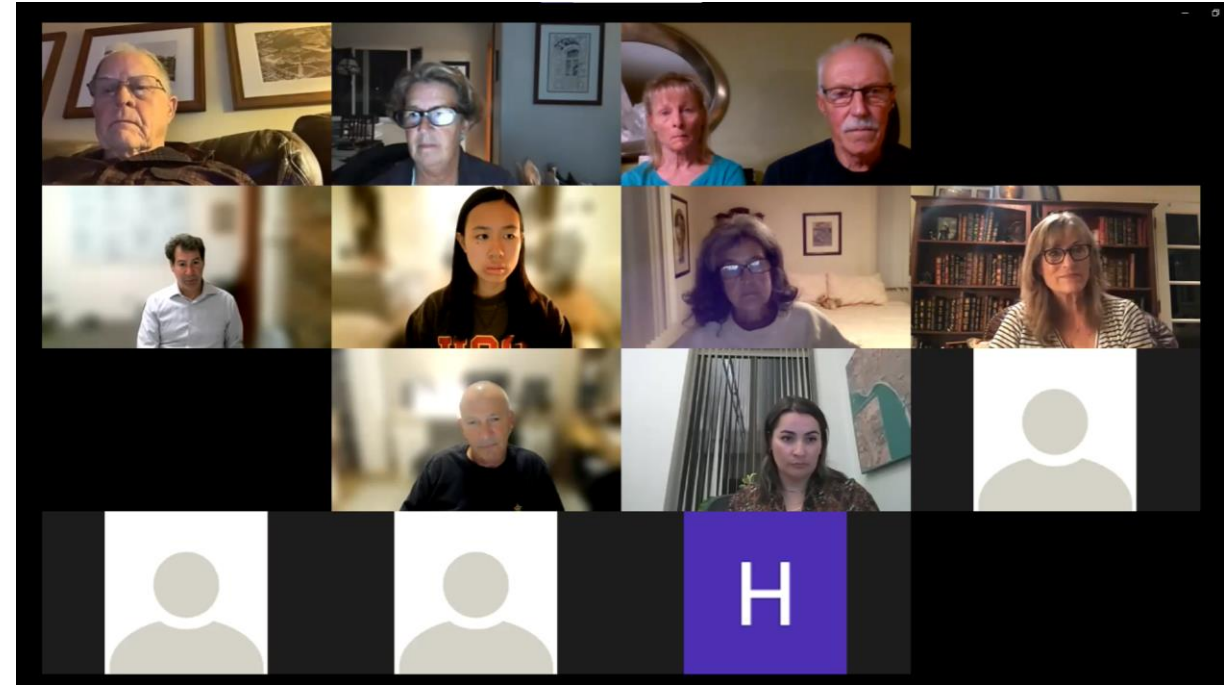
- An informal space for community members to ask questions and discuss the land use alternatives
- Three office hours
  - Two virtual office hours (9/13 and 9/27)
  - One in-person office hour (9/19)



*Virtual office hour (9/13)*

# Community Council Meetings and Downtown Meetings

Date	Meeting	~Participants
9/7	Westside Community Council	25
9/8	Midtown Community Council	15
9/14	Montalvo Community Council	20
9/15	East Ventura Community Council	45
9/28	Pierpont Bay Community Council	10
9/28	College Area Community Council	15
10/11	Downtown Meeting (Businesses)	5
10/11	Downtown Meeting (Residents)	10
		<b>145</b>



*Downtown residents meeting (10/11)*



# Pop-Up Workshops

Date	Event	Area	~Participants
9/21	Chamber Board Meeting	Downtown	15
10/8	Cash for College	VCC	10
10/14	Downtown Movie Night	Downtown	10
10/14	Fluid State	Downtown	10
10/16	The Mission	Downtown	40
10/20	Two Trees	Eastside	20
10/23	Topa Topa	Arundell	20
10/25	Chamber Youth Professional Group	VCC	5
10/29	Farmers' Market	Downtown	200
10/30	Harbor Village Trick or Treat	Harbor	25
10/30	College Fair	VCC	12
			~370



# Pop-Up Workshops Video





# Overview of Surveys

# Land Use Alternatives Surveys

- 11 total surveys
- Each survey included:
  - Demographic questions
  - Questions about land uses in specific geographic areas
  - Preferred alternative question – Existing regulations plus 3 others
- Almost 70 questions about land use direction
- 40 questions allowed for additional comments or “other” ideas
- Almost 3,000 individual comments provided

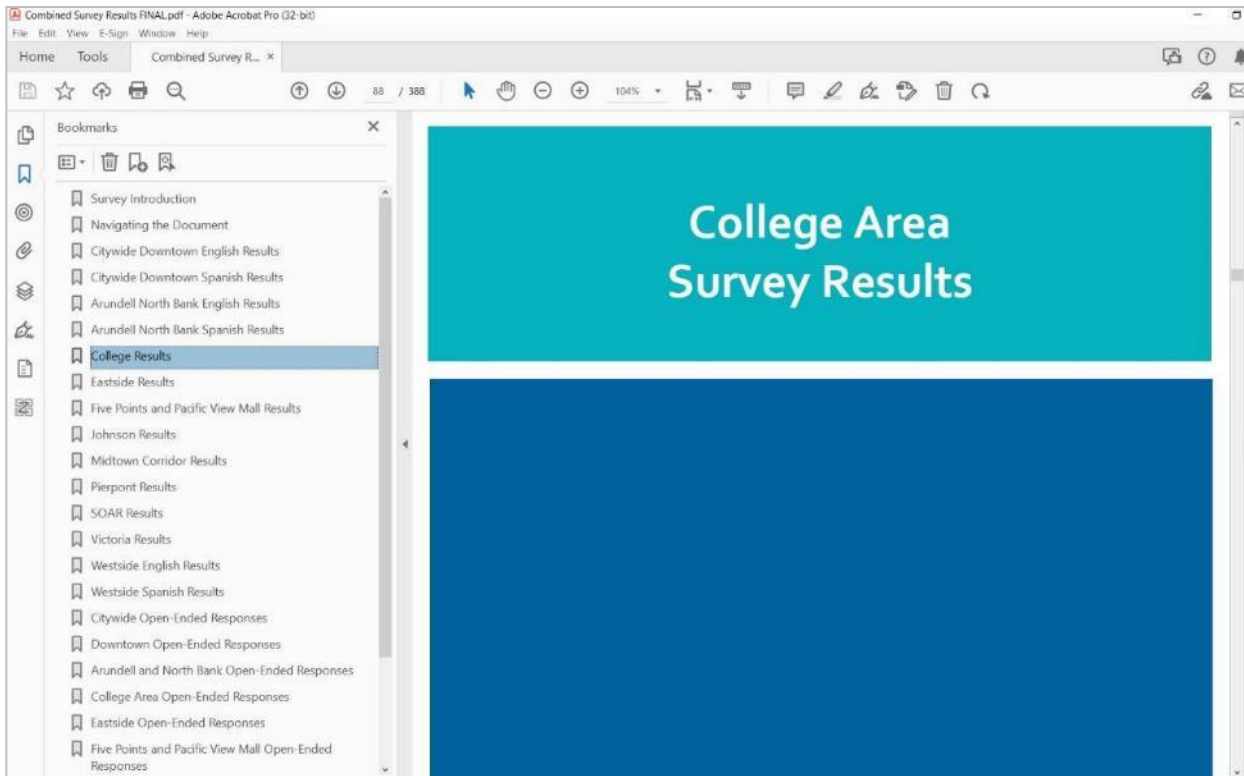
# Survey Report Overview

- All “raw” results from the surveys; nearly 400 pages
- Brief introduction
- Multiple-choice questions organized by geographic area
  - Downloaded directly from “SurveyMonkey”
  - Bar chart and table with results
  - Spanish language responses separate
- Written responses organized by geographic area

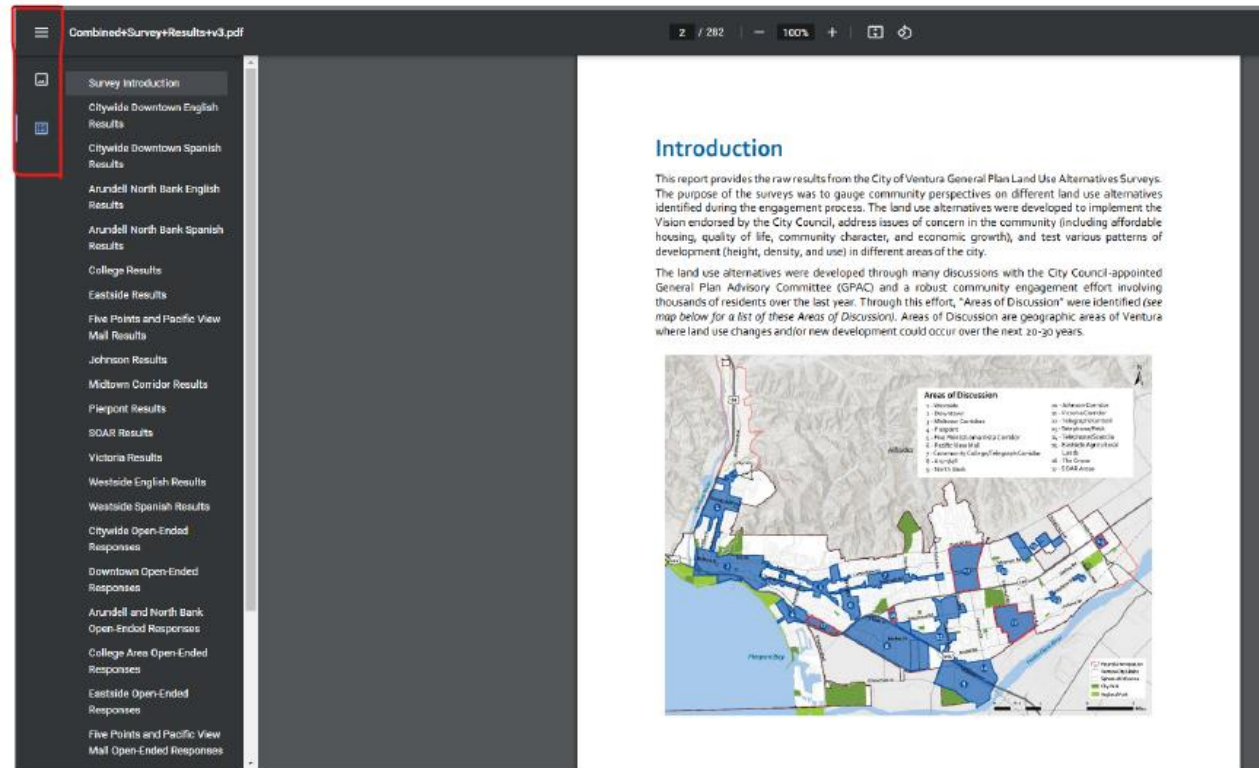
## Order of Geographic Areas

1. Citywide/Downtown
2. Arundell/North Bank
3. College
4. Eastside
5. Five Points and Pacific View Mall
6. Johnson
7. Midtown Corridor
8. SOAR
9. Victoria
10. Westside

# Navigating the Survey Results



Adobe

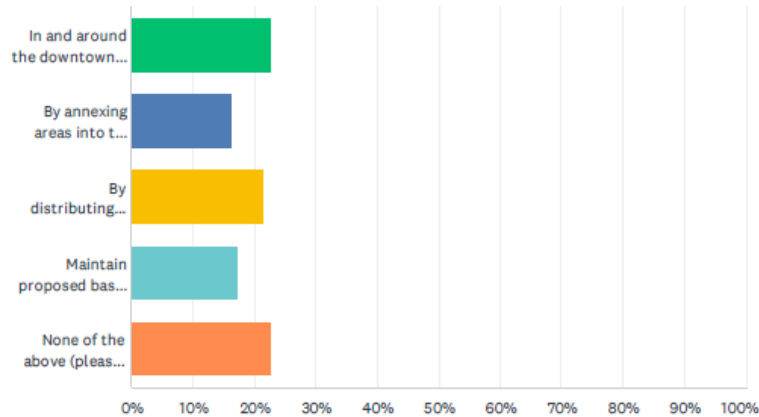


Online

# Survey Report Examples

Q10 The City is expected to grow and evolve over the next 20-30 years. What best describes your vision about how the city should grow?

Answered: 707 Skipped: 351



ANSWER CHOICES	RESPONSES
In and around the downtown and near existing and future transit corridors (Alternative 1)	22.63% 160
By annexing areas into the City to limit growth in existing areas (Alternative 2)	16.27% 115
By distributing growth throughout the City including limited annexation of SOAR areas (Alternative 3)	21.22% 150
Maintain proposed base land use designations (Base Alternative)	17.26% 122
None of the above (please specify your vision):	22.63% 160
<b>TOTAL</b>	<b>707</b>

\*Please refer to the open-ended responses section to see the comments

2. There are currently several large agricultural parcels that are within the City's incorporated area. Please tell us your vision for the future of these parcels?

Comments for Other (please specify)

- Maintain agriculture or be open spaces
- Prioritize these sites for affordable housing development. In particular allow farmworker housing.
- we need a grocery store
- single family homes
- urban sprawl. developers are all for-profit. city infrastructure inadequate already. open spaces need to be preserved.
- Please do not build any more housing in the east end. Maintain agricultural or build shopping/stores to support all of us on the east end.
- LEAVE AS IS preferably. Else a good grocery store but NOTHING OVER 2 STORIES!
- Once 100% of the housing in the city is zoned as 6 story mixed use, then the city should investigate developing these open spaces. The city should not allow car centric sprawl in undeveloped spaces.
- Maintain SOAR. I do not agree with Core Alternative as it does not distribute the increases throughout the City. The East end needs services. More options for entertainment, dining, shopping and leisure on this side of town without having to drive to the Collection or Downtown.
- Nothing over 3 stories regardless of what it is.
- allow housing in the area above telegraph and petit but add retail and/neighborhood center option in the lower portion.
- Create parks. The use of pesticides in agricultural areas and around schools and houses is a huge concern for our family. I am glad you are looking into it.

# Number of Survey Responses

Survey	English Responses	Spanish Responses
Citywide and Downtown	1,058	5
Arundell/North Bank	112	1
College Area	129	-
Eastside	155	-
Five Points/Pacific View Mall	126	-
Johnson Corridor	108	-
Midtown Corridors	186	-
Pierpont	132	-
SOAR Areas	149	-
Victoria Corridor	92	-
Westside	217	1
<b>Total Responses*</b>	<b>2,464</b>	<b>7</b>

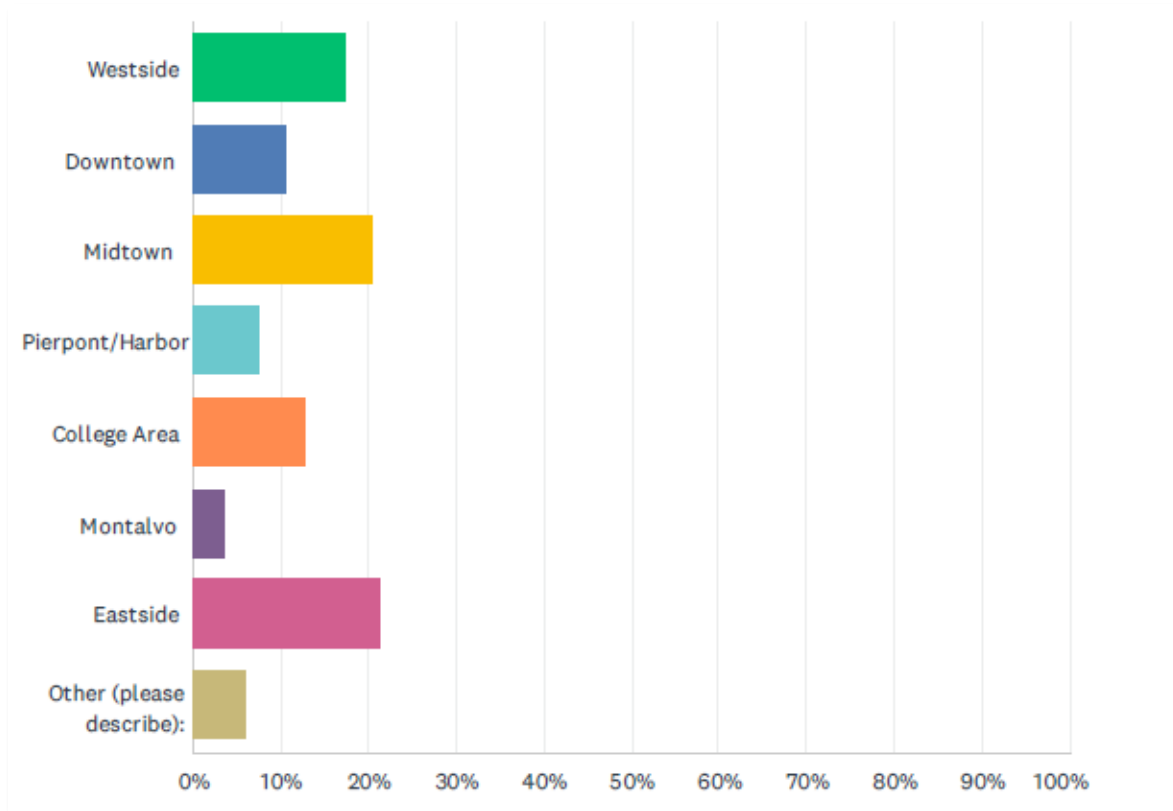
*\*Note: it is not possible to ascertain unique respondents*



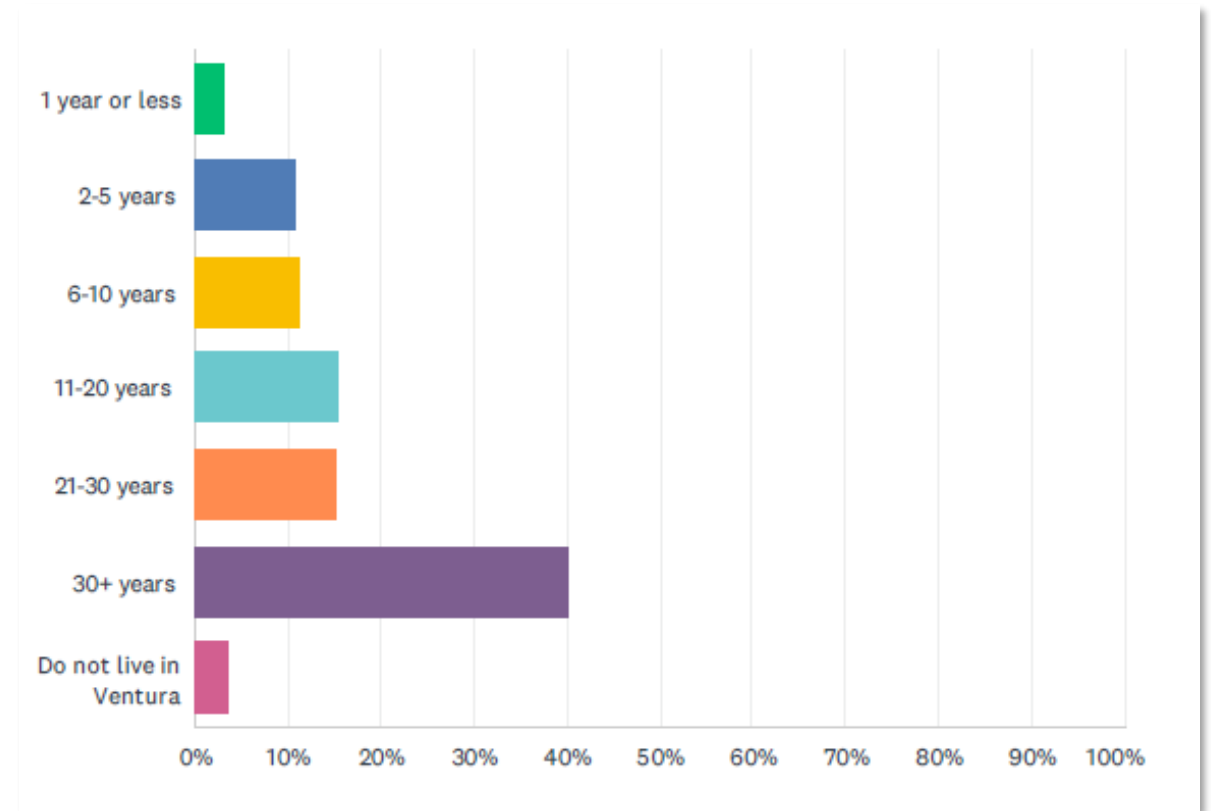
# Demographics

# Who Took the Surveys? (Citywide/Downtown Results)

Area of Residence

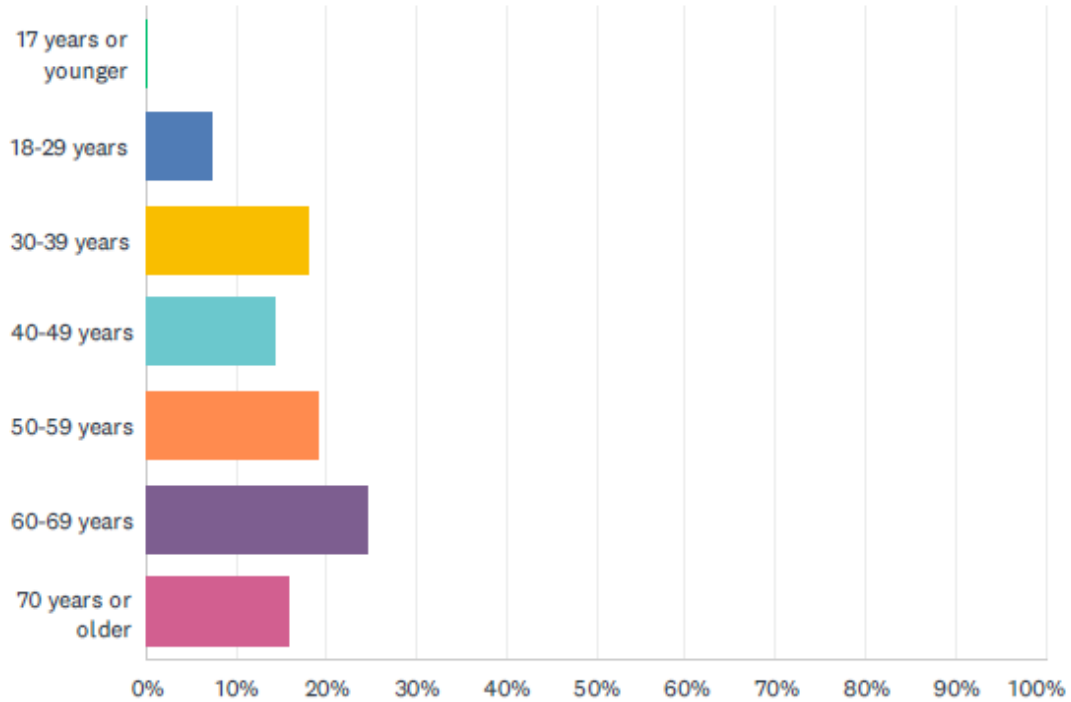


Length of Residence in Ventura

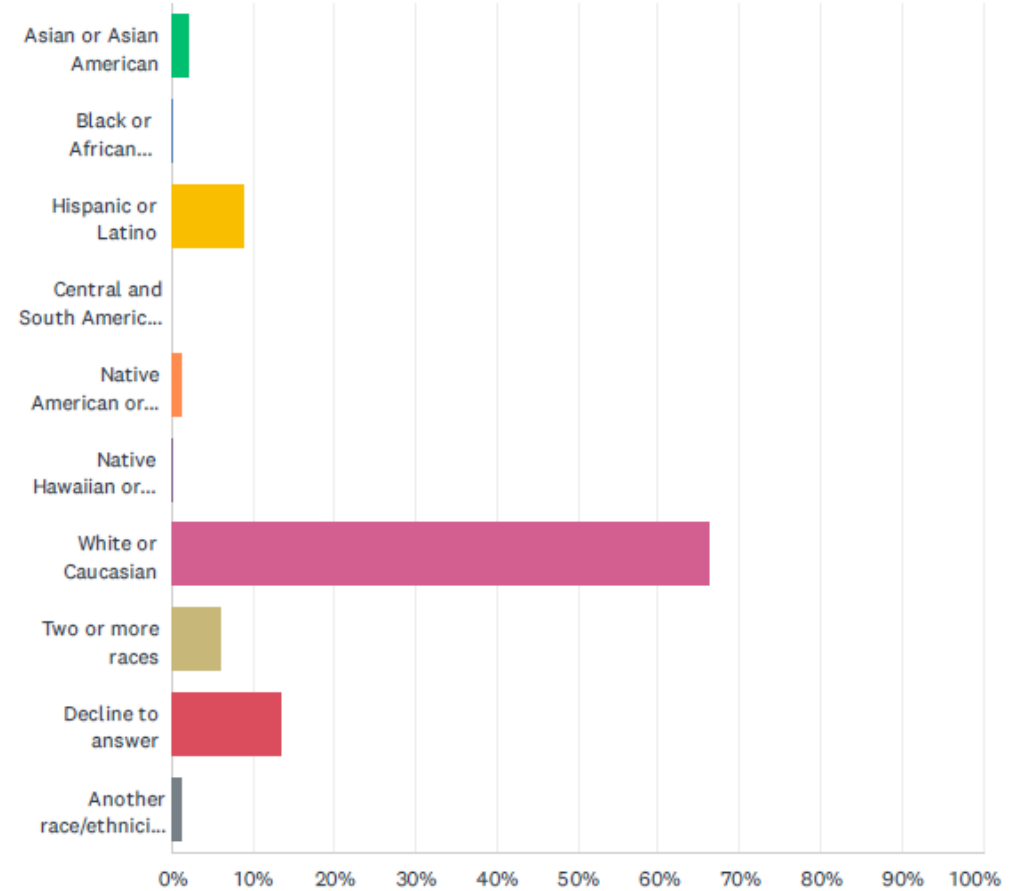


# Who Took the Surveys? (Citywide/Downtown Results)

Age Range

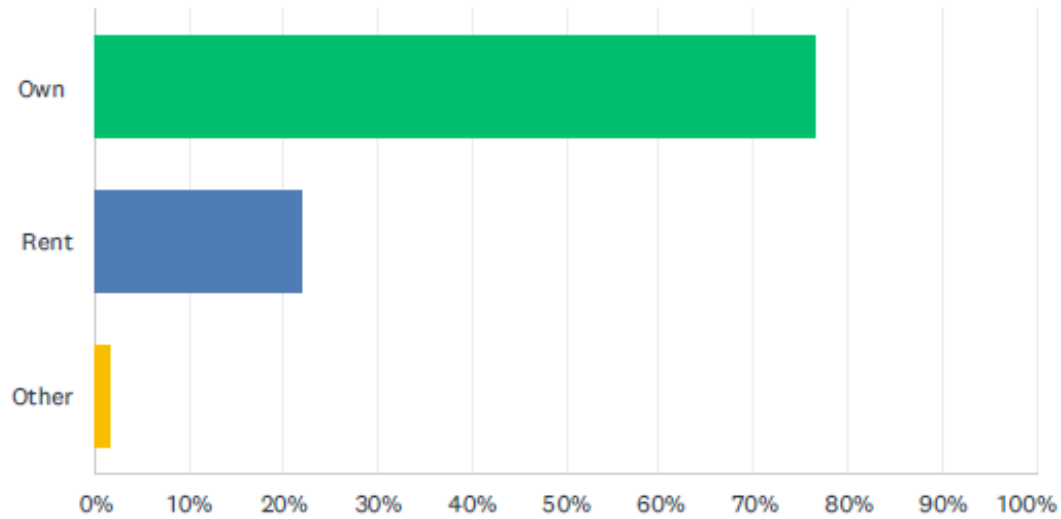


Racial/Ethnic Identity

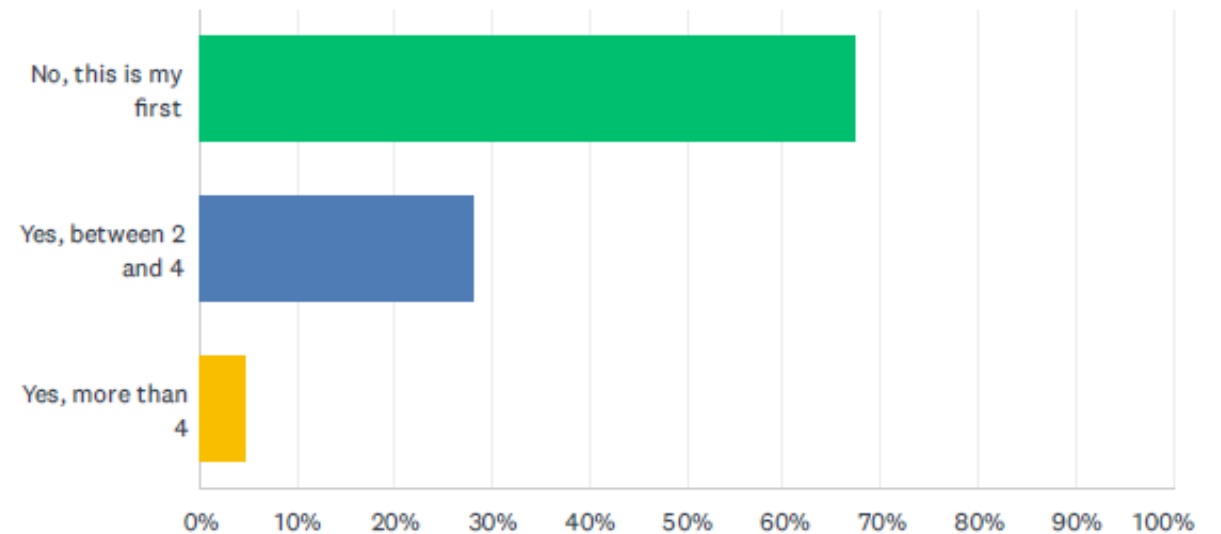


# Who Took the Surveys? (Citywide/Downtown Results)

## Home Tenure



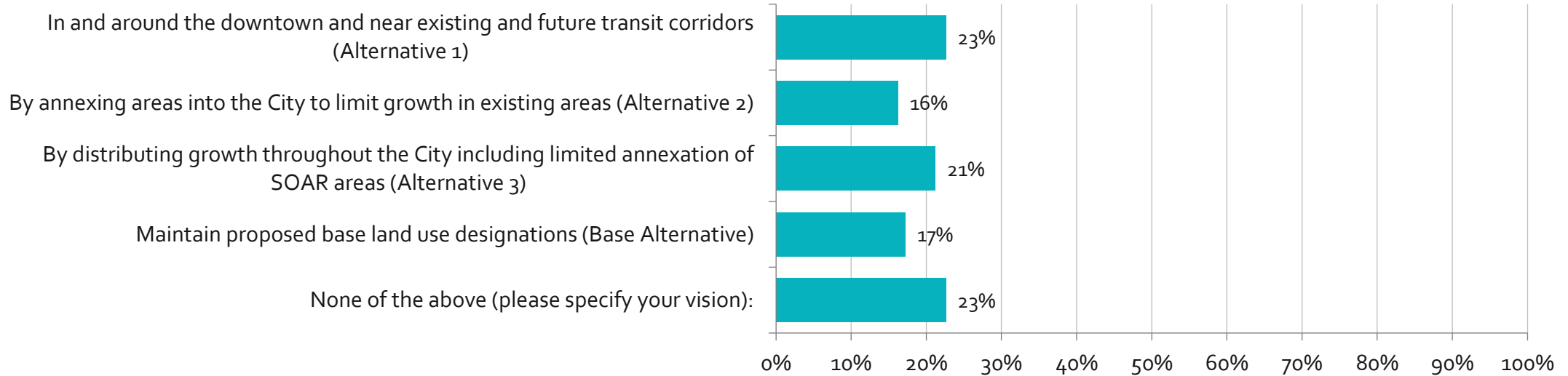
## Previous Involvement in the GP



# Selected Results

# Citywide

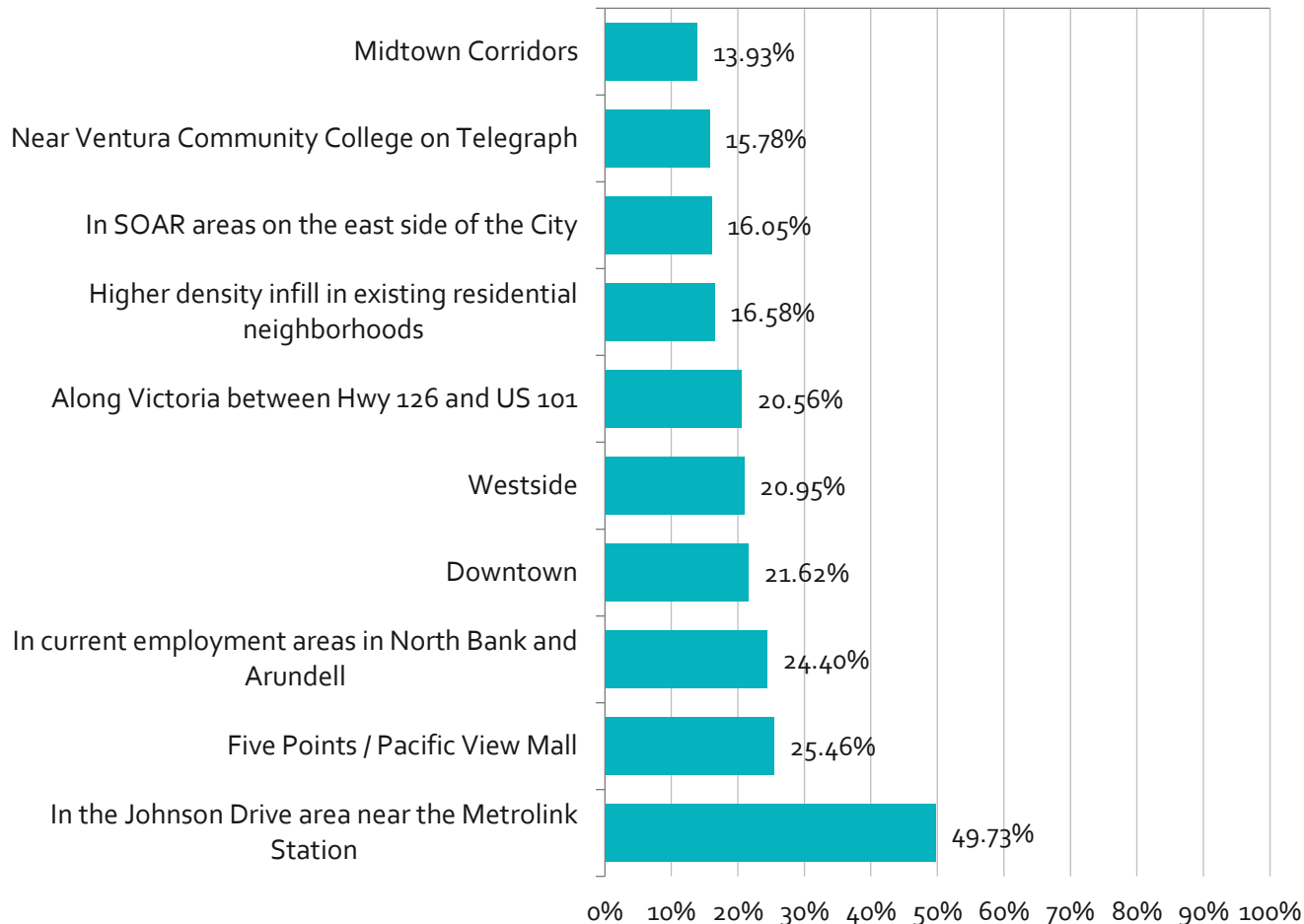
## Q10: The City is expected to grow and evolve over the next 20-30 years. What best describes your vision about how the city should grow?



Answer Choices	English Responses	Spanish Responses
In and around the downtown and near existing and future transit corridors (Alternative 1)	22.63% (160)	25% 1
By annexing areas into the City to limit growth in existing areas (Alternative 2)	16.27% (115)	25% 1
By distributing growth throughout the City including limited annexation of SOAR areas (Alternative 3)	21.22% (150)	25% 1
Maintain proposed base land use designations (Base Alternative)	17.26% (122)	0% (0)
None of the above (please specify your vision):	22.63% (160)	25% 1
<b>Total</b>	<b>707</b>	<b>4</b>

# Citywide

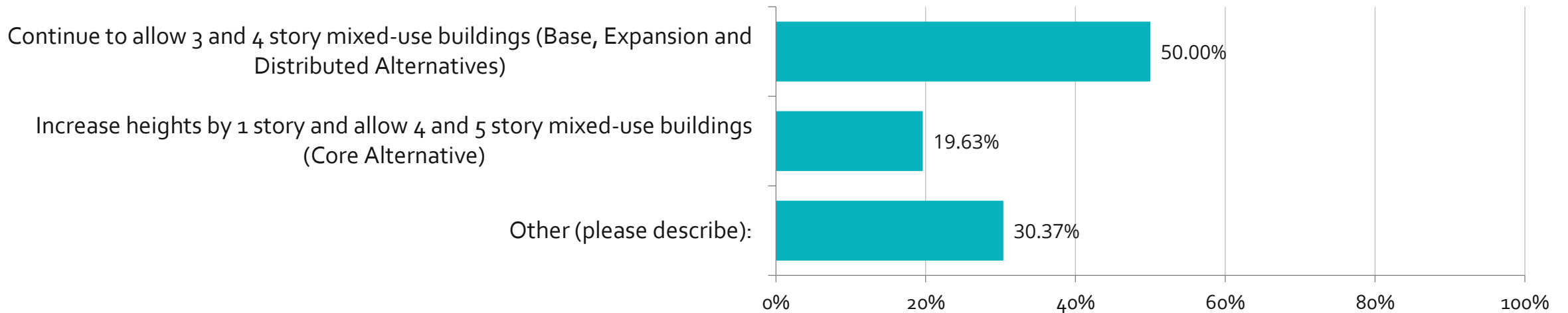
**Q11: The General Plan will take steps to target new development to different areas of the City of Ventura. Assuming there is sufficient capacity, what areas should receive the greatest amount of new residential development? (Pick up to 3 of the following areas):**



Answer Choices	Percentage and Number of Respondents (English)	Percentage and Number of Respondents (Spanish)
Westside	20.95% (158)	25% (1)
Downtown	21.62% (163)	0% (0)
Midtown Corridors	13.93% (105)	0% (0)
Five Points / Pacific View Mall	25.46% (192)	25% (1)
Near Ventura Community College on Telegraph	15.78% (119)	0% (0)
In the Johnson Drive area near the Metrolink Station	49.73% (375)	50% (2)
Along Victoria between Hwy 126 and US 101	20.56% (155)	25% (1)
In SOAR areas on the east side of the City	16.05% (121)	25% (1)
In current employment areas in North Bank and Arundell	24.40% (184)	25% (1)
Higher density infill in existing residential neighborhoods	16.58% (125)	0% (0)

# Downtown

**Q18: Thompson Boulevard is a major east-west thoroughfare and identified for increased transit service in the future. Please tell us your preference on the scale of development along Thompson from Sanjon to Plaza Park.**

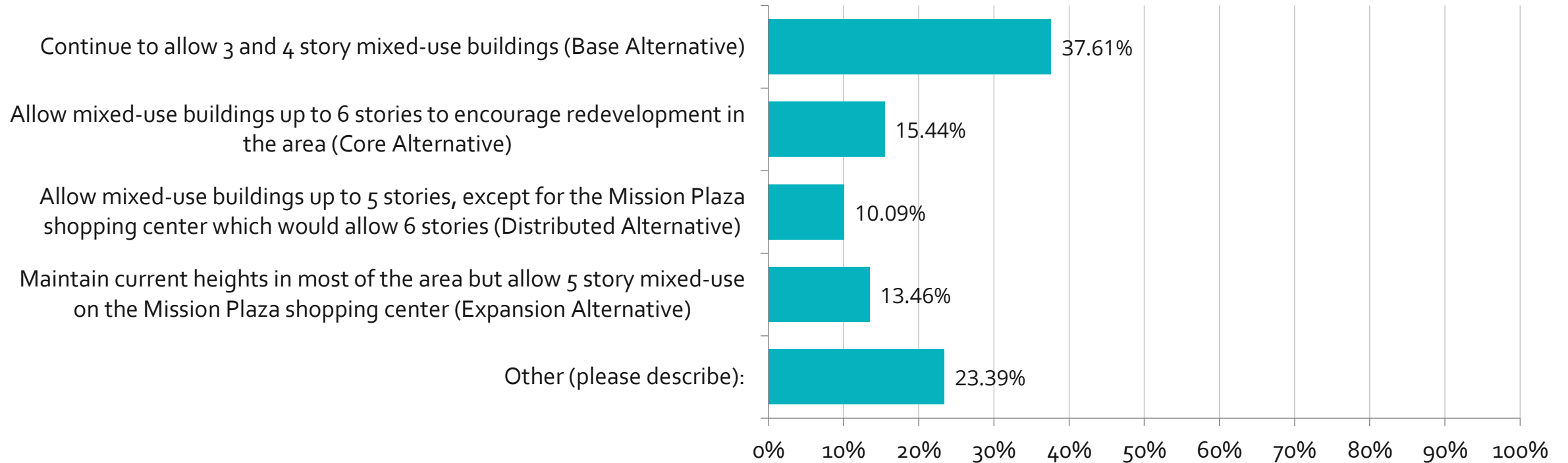


	English	Spanish
Continue to allow 3 and 4 story mixed-use buildings (Base, Expansion and Distributed Alternatives)	50.0% (326)	0% (0)
Increase heights by 1 story and allow 4 and 5 story mixed-use buildings (Core Alternative)	19.63% (128)	66.67% (2)
Other (please describe):	30.37% (198)	33.33% (1)
<b>Total</b>	<b>652</b>	<b>3</b>



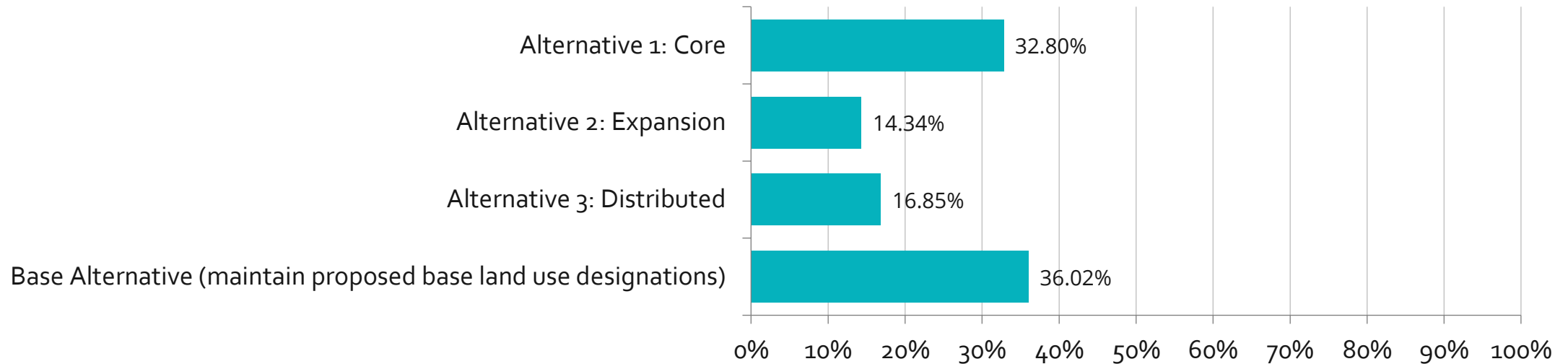
# Downtown

**Q19: The west side of downtown, generally between Ventura Avenue and Hwy 33, contains a mix of lower-scaled uses, including the Mission Plaza shopping center, commercial uses, residential uses, and some industrial uses adjacent to the highway. Please tell us your preference on the future of this general area.**



# Downtown

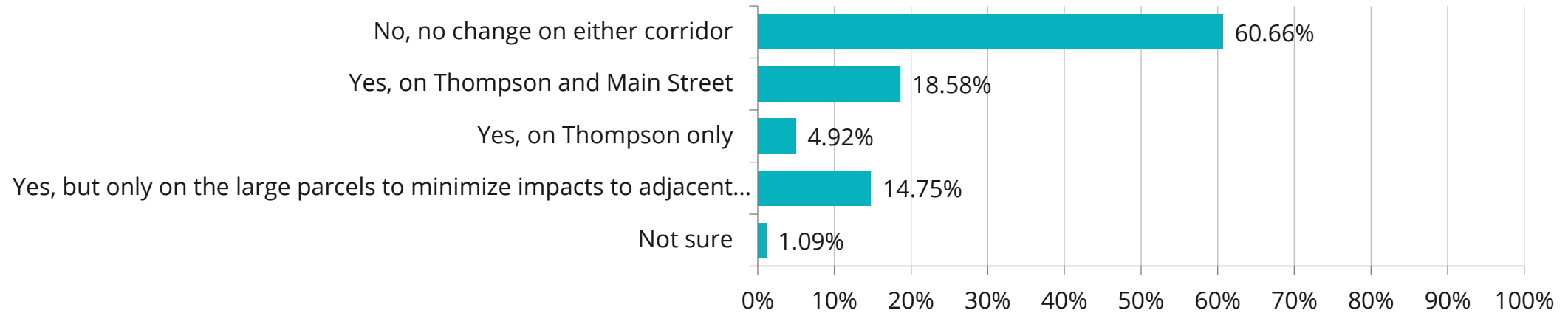
**Q21: Based on what you have seen so far, which alternative best matches your vision for the future of the Downtown?**



Answer Choices	English	Spanish
Alternative 1: Core	32.80% (183)	
Alternative 2: Expansion	14.34% (80)	
Alternative 3: Distributed	16.85% (94)	
Base Alternative (maintain proposed base land use designations)	36.02% (201)	
<b>Total</b>	<b>558</b>	

# Midtown Corridors

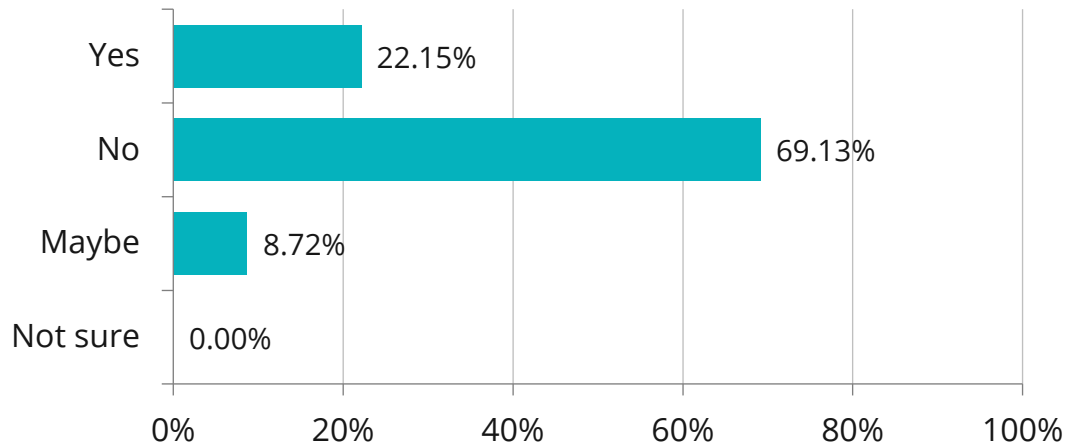
Q2: Would you support increasing heights by 1 story along these corridors if it resulted in more transit use, revitalized underdeveloped properties, and more affordable housing?



Answer Choices	Responses
No, no change on either corridor	60.66% (11)
Yes, on Thompson and Main Street	18.58% (34)
Yes, on Thompson only	4.92% (9)
Yes, but only on the large parcels to minimize impacts to adjacent residential areas	14.75% (27)
Not sure	1.09% (2)
<b>TOTAL</b>	<b>183</b>

# SOAR Areas

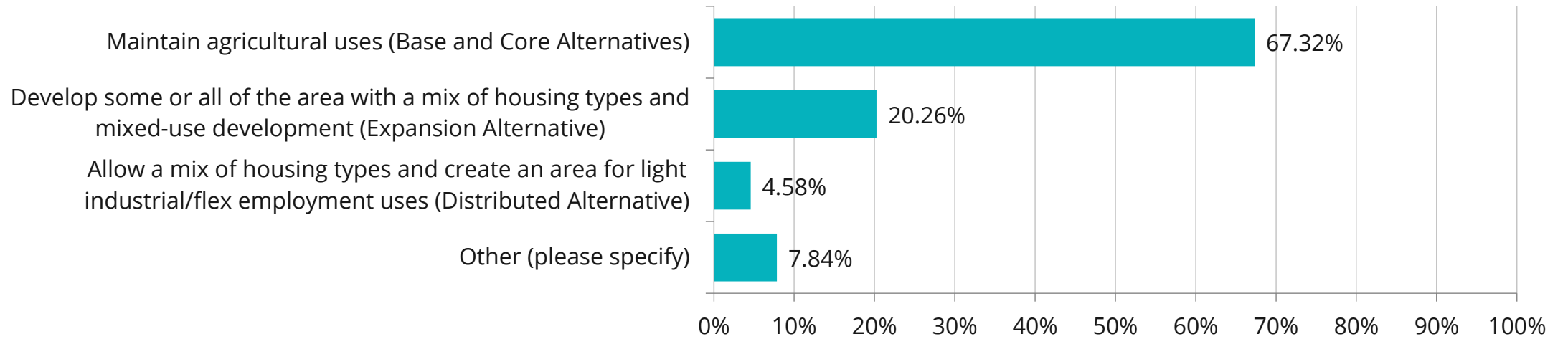
**Q1: During the engagement process, some residents suggested that the City allow development in SOAR areas while other residents wanted these areas to remain as active agricultural uses. Do you think development should be allowed in some of these areas if it reduces the potential increases in height/density elsewhere in the City and produces significant benefits for the community?**



Answer Choices	Responses
Yes	22.15% (33)
No	69.13% (103)
Maybe	8.72% (13)
Not sure	0% (0)
<b>TOTAL</b>	<b>149</b>

# Eastside

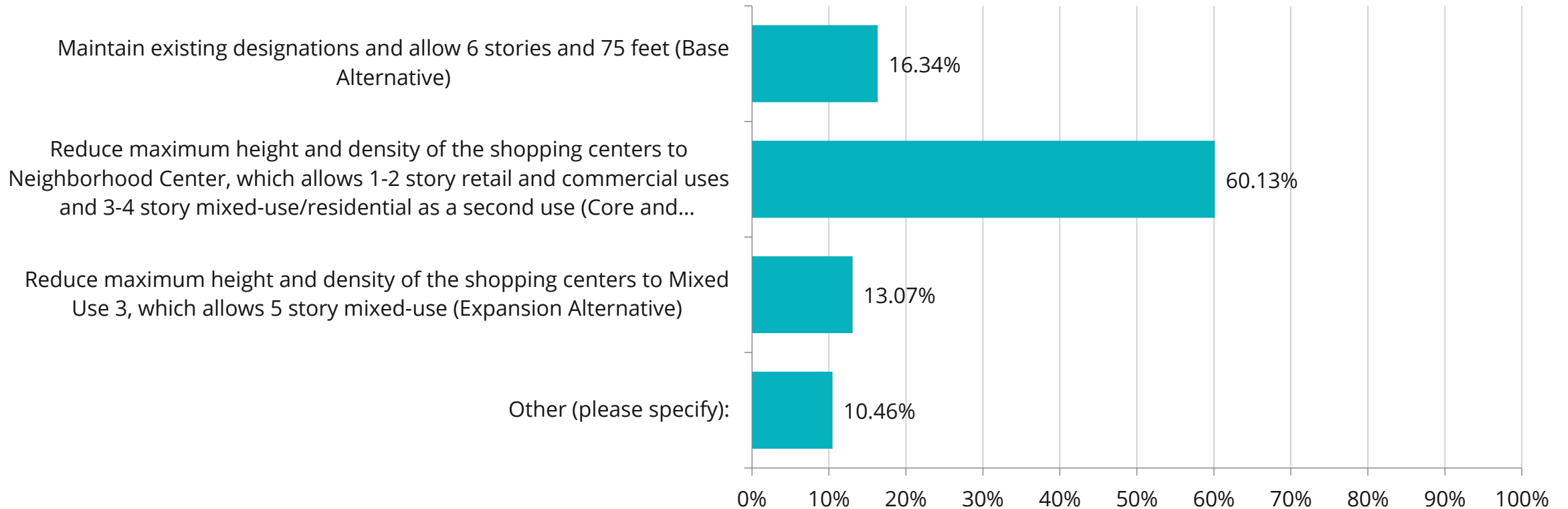
**Q2: There are currently several large agricultural parcels that are within the City’s incorporated area. Please tell us your vision for the future of these parcels?**



Answer Choices	Responses
Maintain agricultural uses (Base and Core Alternatives)	67.32% (103)
Develop some or all of the area with a mix of housing types and mixed-use development (Expansion Alternative)	20.26% (31)
Allow a mix of housing types and create an area for light industrial/flex employment uses (Distributed Alternative)	4.58% (7)
Other (please specify)	7.84% (12)
<b>TOTAL</b>	<b>153</b>

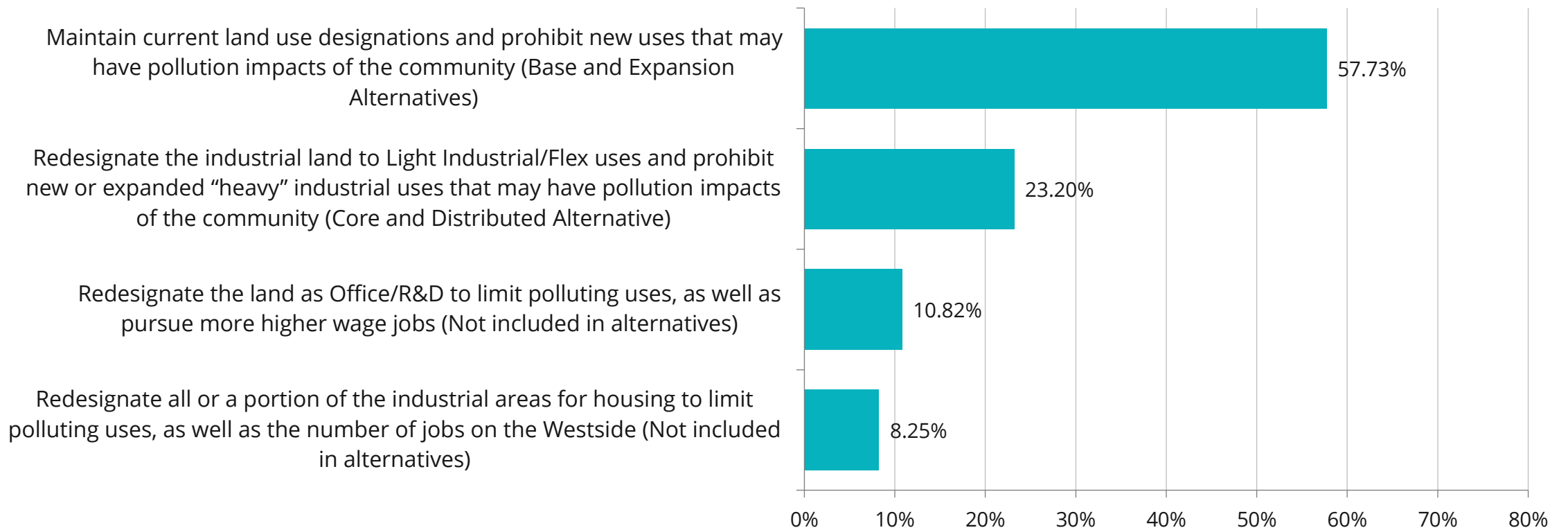
# Eastside

**Q1: The commercial shopping centers on the Eastside are currently zoned C-1A and C-2, which allow commercial and mixed-use development up to 6 stories and 75 feet. What best describes your vision for these commercial shopping centers?**



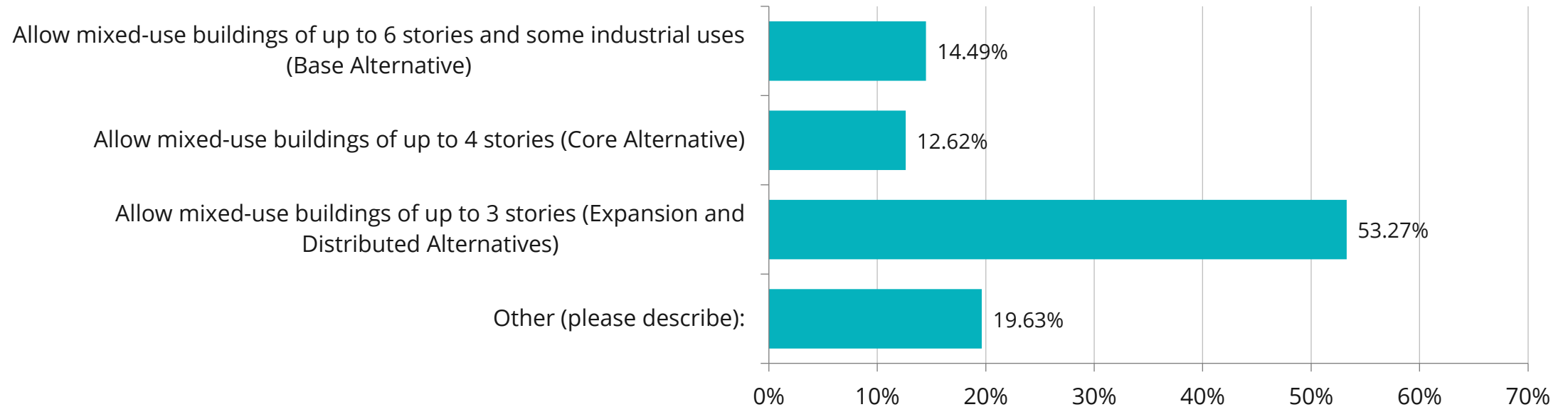
# Westside

**Q1: During the engagement process, many residents expressed concerns about the health impacts from industrial uses on the Westside. Please tell us the approach that you think would work best to address pollution on the Westside.**



# Westside

**Q3: Ventura Avenue, south of Stanley Avenue, currently allows commercial and mixed use buildings of up to 6 stories and 75 feet and light industrial uses. Please tell us your thoughts on what land use designations are most appropriate for this area.**





# Small Group Discussions

# Instructions for Small Group Discussions

## Goal for GPAC discussion:

- 1) How to review survey results
- 2) How to get to a preferred land use map.

## Process ideas to consider:

1. Work in small groups between regularly scheduled GPAC meetings to review the results and develop recommendations for each geographic area.
2. Hold GPAC meetings 2 consecutive evenings in December or January to review the results and develop a proposed land use direction. This can either occur in small groups or as one large group.
3. Ask the General Plan Team to review the results and provide recommendations for review and discussion by the GPAC.
4. Another approach recommended by GPAC members or a hybrid of one of the above.

# Questions?

# GPAC Report Back



# Public Comments



# Close of Meeting

November 15, 2022

