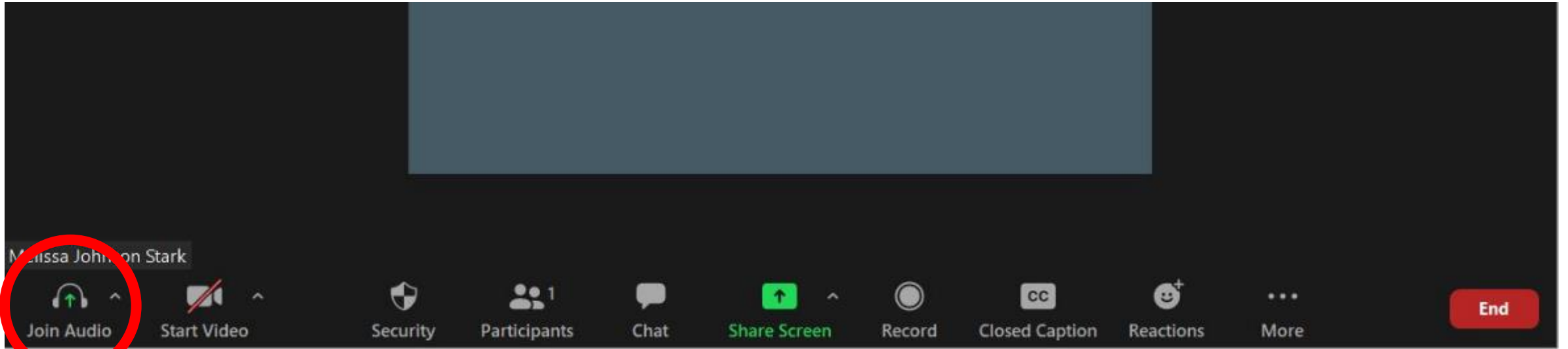


# General Plan Advisory Committee: Meeting #1

February 16, 2021



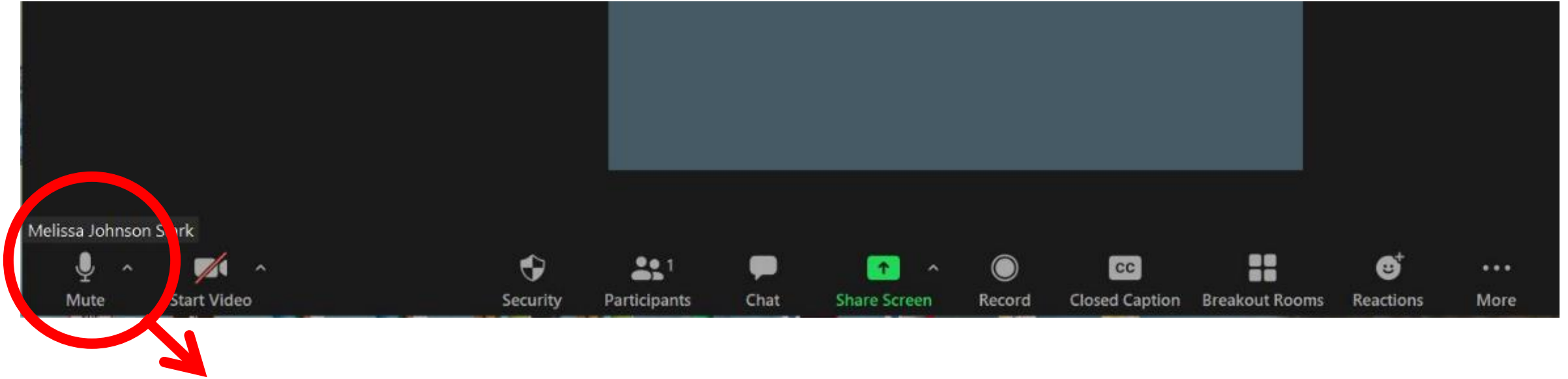
# Zoom Instructions



## *Join Audio*

- Two options:
  - *Use your device's audio*
  - *Call in using a cell phone*

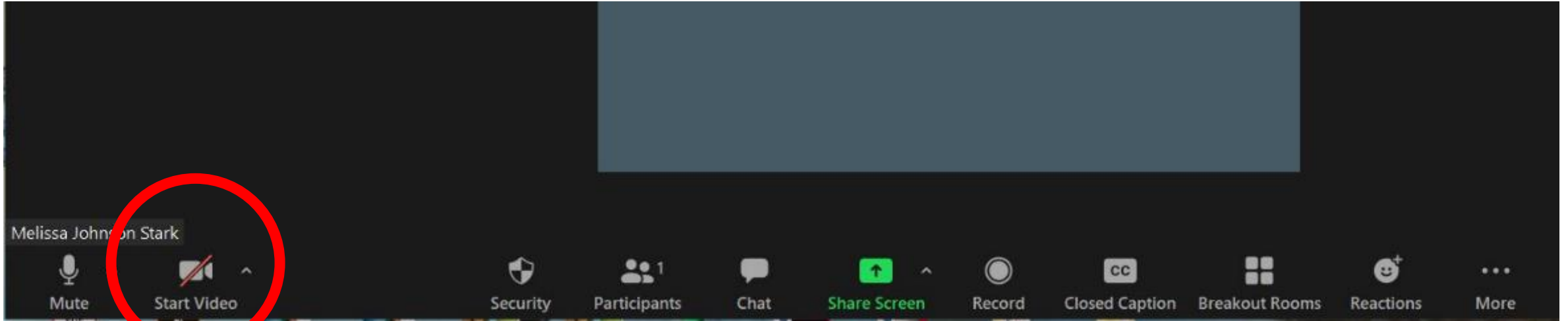
# Zoom Instructions



## *Once Audio is Connected – Please Mute*

- Please remain muted until it is your turn to speak
- To un-mute, press the same button

# Zoom Instructions

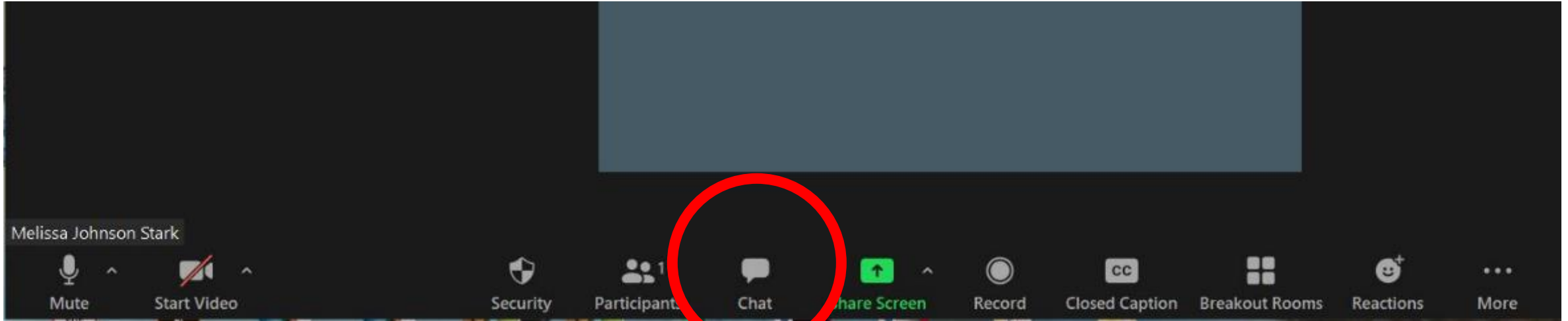


## *Start Video (GPAC Only)*

- **GPAC:** Please keep your camera on for the duration of the meeting
- **Public:** Please keep your camera off unless speaking during public comment



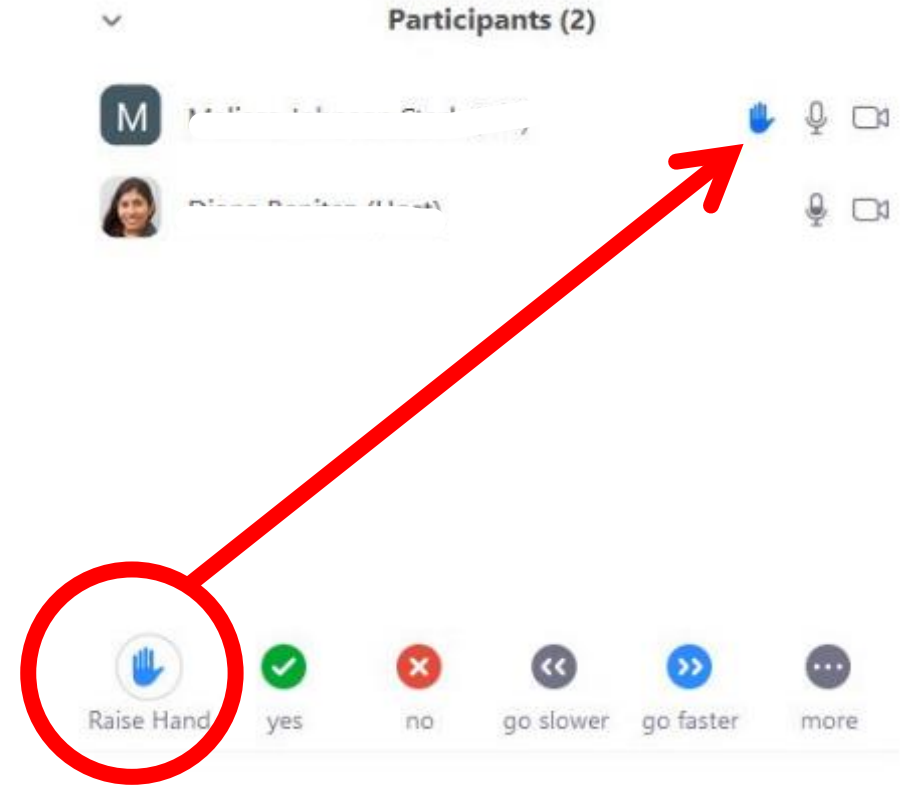
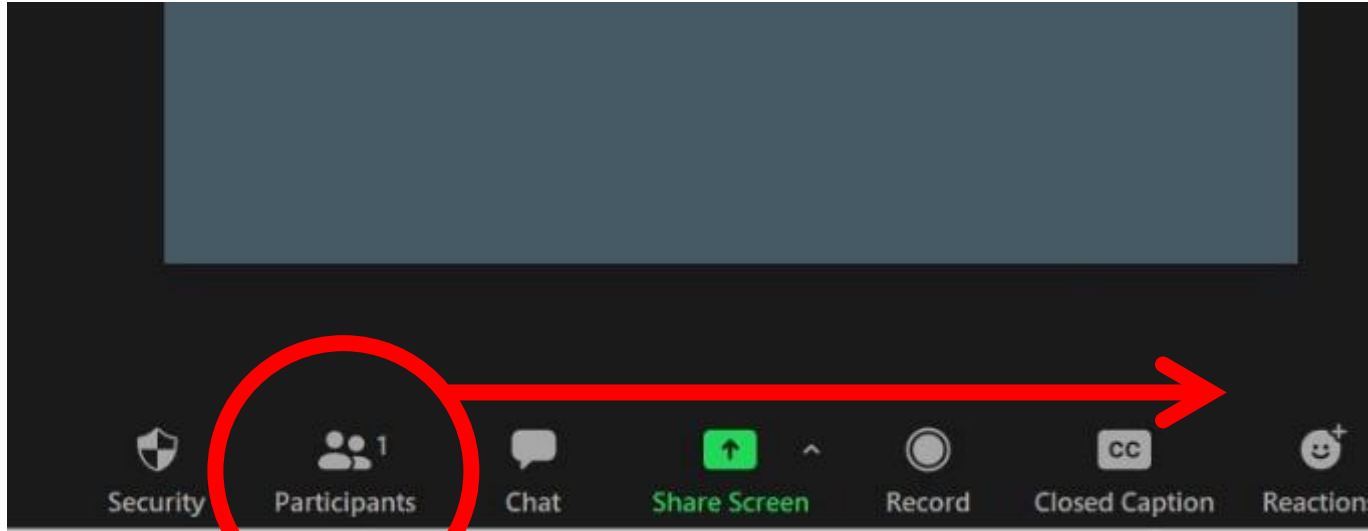
# Zoom Instructions



## *Chat for Questions/Comments*

- To submit a question or comment, please use the “Chat” feature. We will address it during public comment (time permitting).

# Zoom Instructions



## *Raise your "Hand" to Speak*

- Please use the "Raise Hand" feature if you want to speak – the team will call on GPAC members individually. Please remain muted until called on.
- **Public:** Please only raise your hand during public comment.

# Opening of Meeting Lorrie Brown (Chair)

February 16, 2021



# Meeting Objectives

- Initiate the General Plan Advisory Committee
- Discuss GPAC bylaws, roles, and responsibilities
- Provide background information on General Plans and other planning documents
- Provide an overview of the General Plan process



# Agenda

- Introductions
- GPAC bylaws, roles and responsibilities
- Brown Act overview
- General Plan update process and background (presentation and Q&A)
- Public comments
- Wrap-up and next steps





# Introductions

# City Staff and Consultants

- Peter Gilli– Community Development Director
- Neda Zayer – Assistant Community Development Director
- Dara Sanders – Planning Manager
- Andy Heglund – Senior Assistant City Attorney
- Heather Sumagaysay – Public Information Officer
- Jennifer Buckley – Community Outreach Specialist
- Matt Raimi – Raimi + Associates
- Simran Malhotra – Raimi + Associates
- Aram Kamali – Raimi + Associates
- Susan Harden - Circlepoint

# Our Team



**Raimi + Associates**  
*Project Management, Urban Design, Land Use, Health, Environmental Justice, Sustainability, Community Engagement*

**Veronica Tam + Associates**  
*Housing*

**Iteris**  
*Transportation Analysis + Modeling*

**Applied Development Economics**  
*Economic + Fiscal Analysis*

**Historic Resources Group**  
*Historic Preservation*

**Cultural Planning Group**  
*Arts + Culture*

**Rincon**  
*Environmental Analysis*

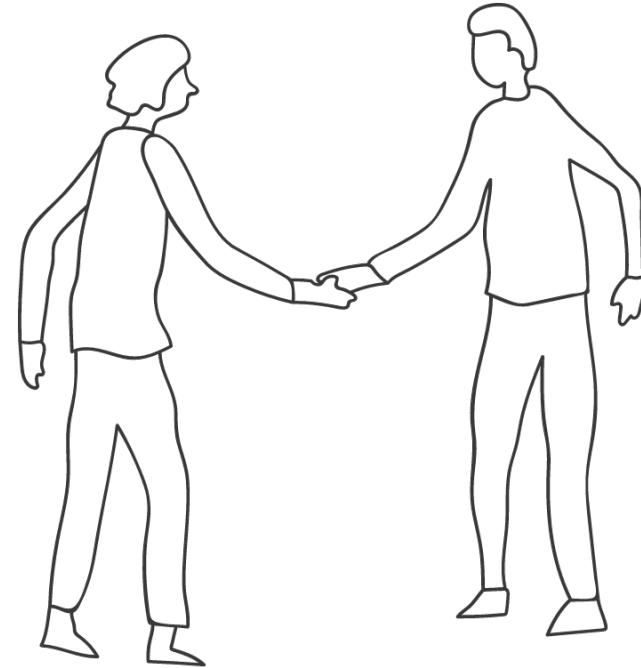
**Circlepoint**  
*Community Engagement*

**Lisa Wise Consulting**  
*Zoning*



# GPAC Introduction

- Let's get to know each other! Please share:
  - Your name
  - Tell us about yourself
  - Why you applied to be on GPAC
  - Favorite thing about Ventura



# GPAC Members

- 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
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Abagale Thomas
- Dana Worsnop

# GPAC Roles and Responsibilities

# GPAC Purpose

- Guide the General Plan Update process
- Help develop vision, guiding principles, goals, and policies
- Assist with public outreach and participation (as needed)
- Serve as a champion and ambassador for the project



# Meeting Structure

- Committee Chair and Vice Chair will open and close each meeting and resolve any disputes among members
  - **Chair:** Lorrie Brown
  - **Vice Chair:** Doug Halter
- City staff and/or members of the consultant team will facilitate meetings, set meeting agendas, and determine overall direction of the GPAC (in consultation with Chair and Vice Chair)

*(Note: Requests for information should be made through City staff.)*

# Public Participation

- All meetings will be open to the public. Meeting schedules, materials, and notes will be published on the project website
- Community members are encouraged to share their comments at the end of each meeting, unless explicitly stated otherwise. Comments will ideally be limited to two minutes per person
- Community members will be invited to address the same topics and questions as GPAC members

# Roles and Responsibilities

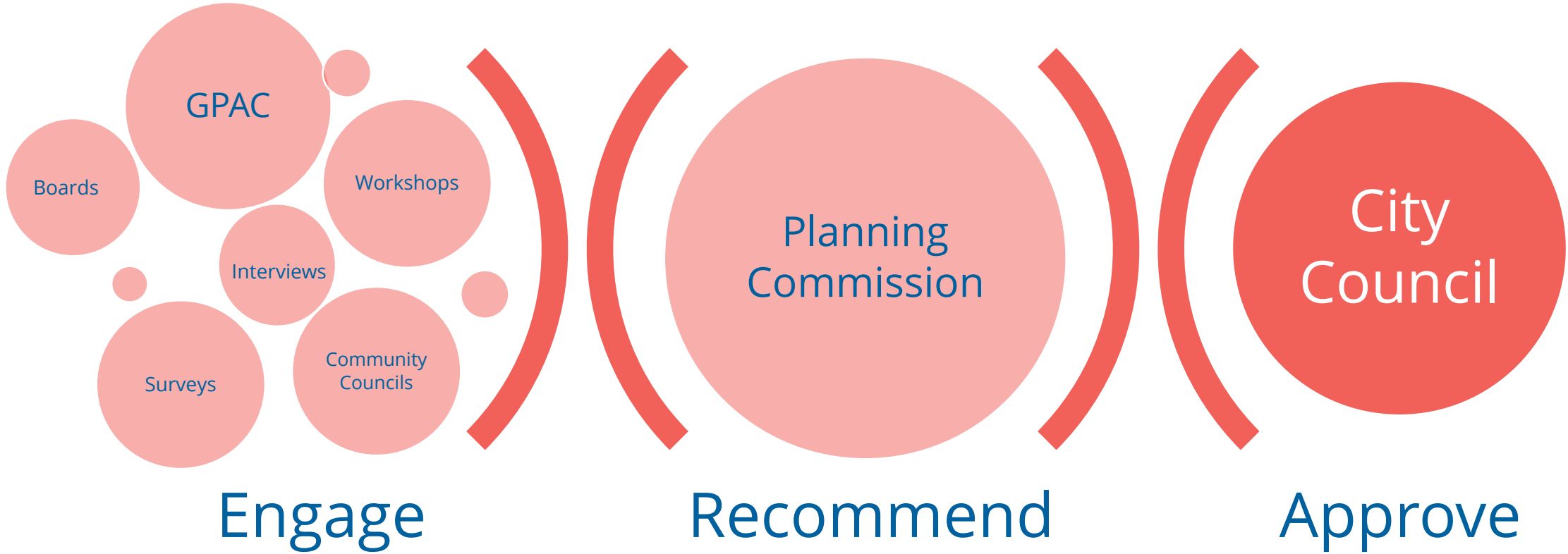
- Attend GPAC meetings
- Share your ideas – your honest and thoughtful input is critical
- Review materials prior to meetings (sent via email)
- Attend community workshops and other community meetings (strongly encouraged)
- Be a community champion and ambassador for the project – talk with neighbors, friends, and constituents to obtain their ideas

# Decision-Making Process

- The GPAC is ***not*** a decision-making body; it provides recommendations to help guide the planning process
- The GPAC will operate in the spirit of consensus
  - Roll call votes will not occur on any specific topic or issue
- Each participant is responsible for communicating his/her position, intentions, and/or concerns
- City staff and the consultant team will draft a meeting summary following each session, which will be used to set broad policy direction



# Decision-Making Structure



# Meeting Topics and Schedule

- Meetings will be a combination of presentation, Q&A, discussion and interactive activities
- GPAC topics
  - March – Demographics, engagement plan, issues/opportunities
  - April - Existing conditions overview and drivers of change
  - May – Housing
  - June and July – Vision, guiding principles, areas of change/stability
  - August to November – Create and review alternatives
  - October – Climate Change/Sustainability
  - December – off
  - January 2022 – Select land use alternative
  - February – May, 2022 – Topical policy frameworks (specific topics TBD)
  - August – October, 2022 – Draft GP and EIR

# Ground Rules

- Participate in good faith and respect your fellow members
  - Allow space for differences of opinion
  - Operate in the spirit of consensus
  - Ask questions for clarification and mutual understanding
- Be a good listener
  - Share the floor
  - Do not interrupt one another
- Put yourself in each other's shoes – seek to understand diverse viewpoints
- Do not engage in unprofessional, divisive, or disrespectful behavior during or between meetings.
- ***Other....***

# Discussion Questions

- Do you have any questions about the role or function of the GPAC?

# Brown Act Overview

# The Brown Act

- What is the Brown Act?
  - The Brown Act applies to “legislative bodies” which must conduct their business only at public “meetings” where they can consider only items of business listed on “agendas.” “All meetings . . . shall be open and public and all persons shall be permitted to attend any meeting. . .” (Government Code Section 54954(a))
  - GPAC is a legislative body
- What is a meeting?
  - Any **congregation of a majority** . . . to hear, discuss, deliberate, or take action on any item within subject matter jurisdiction of the legislative body.
  - Use of a **series of communications** of any kind, directly or through intermediaries, to discuss, deliberate, or take action on any item of business that is within the subject matter jurisdiction of the legislative body. (Gov’t Code §54952.2(b)(1))

# The Brown Act

- What is a Serial Meeting?
  - A chain of communications, each of which involves less than a quorum of a legislative body, but which together involve a majority of the body's members. It is also a concerted plan to engage in collective deliberation on public business through a series of letters or telephone calls passing from one member of the governing body to the next and excluding the public. (*Sutter Bay Assoc. v. County of Sutter* (1987) 58 Cal. App.4<sup>th</sup> 860)
  - GPAC is a legislative body
- What is a Chain of Communication?
  - Telephone
  - Email (Send, Reply All, Forward Buttons)
  - Texts
- Social Media
  - AB 992 (Effective January 1, 2021)
  - Simply posting general city information without personal opinion or comment is probably okay
  - Any social media communication with other officials about matters related to matters under the body's jurisdiction violates the Brown Act (Making posts, commenting, or using digital icons is prohibited)

# The Brown Act

- Are there any exceptions?
  - **Individual contacts**: Individual contacts or conversations between a member of a legislative body and any other person.
  - **Conferences**: Public or educational conferences on matters of general interest.
  - **Community Meetings**: Publicized and public meetings to discuss a topic of local community concern organized by someone other than the city.
  - **Other Legislative Bodies**: Open and noticed meeting of another body of the public agency.
  - **Social or Ceremonial Events**: Purely social or ceremonial events as long as no discussion of business w/in subject matter of jurisdiction of local agency.
- What about Agendas?
  - Regular Meetings:
    - Agenda must be prepared and posted at least 72 hours before meeting and made available to public. (Gov't Code Section 54954.2)
    - Agenda must contain a brief general description of all items to be discussed or acted upon.
- Special Meetings:
  - Notice and call must state all business to be transacted or discussed
  - Posted at least 24 hours prior to meeting.

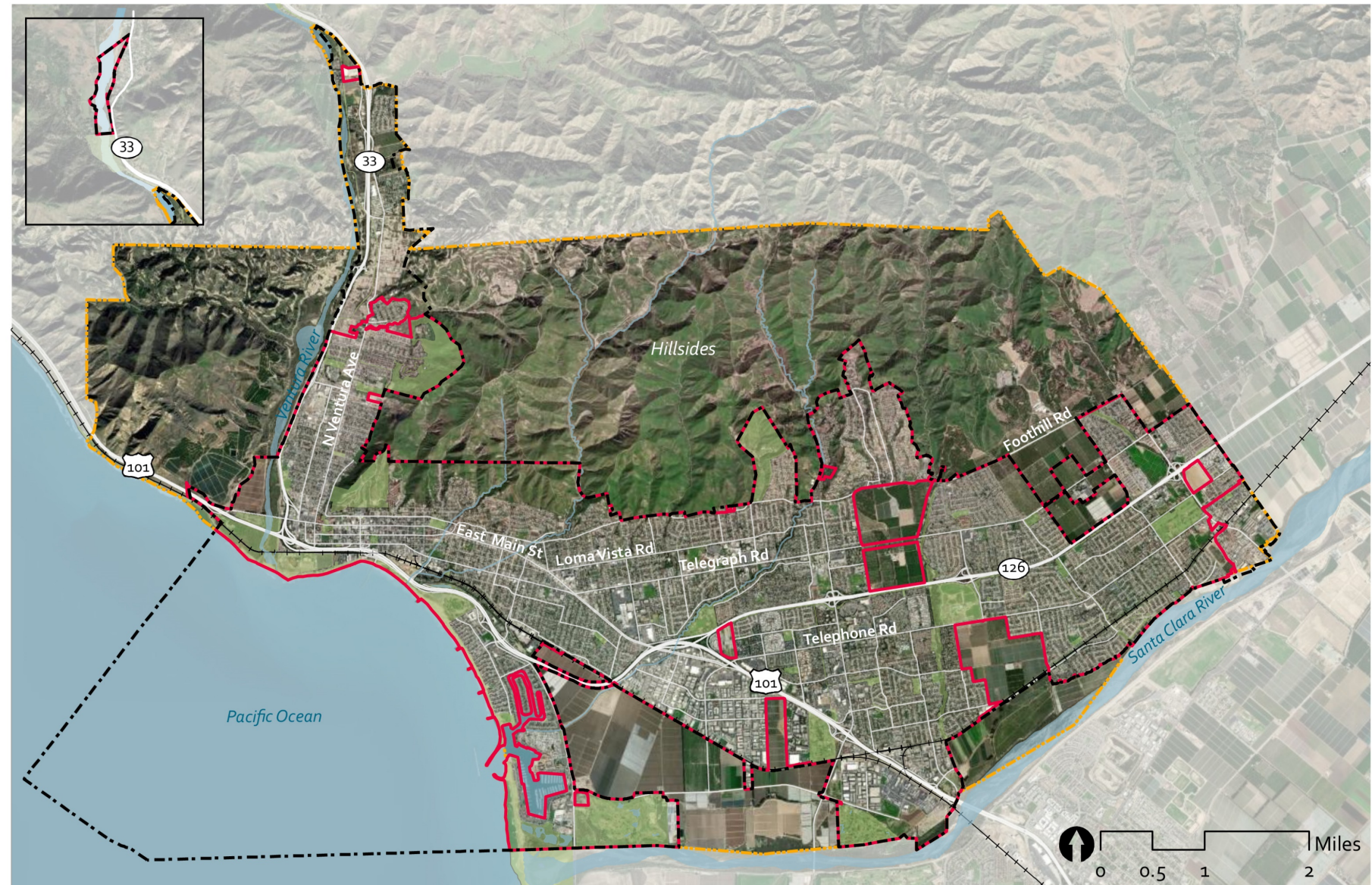


# General Plan Update and Process


# Background on Ventura

# Citywide Map

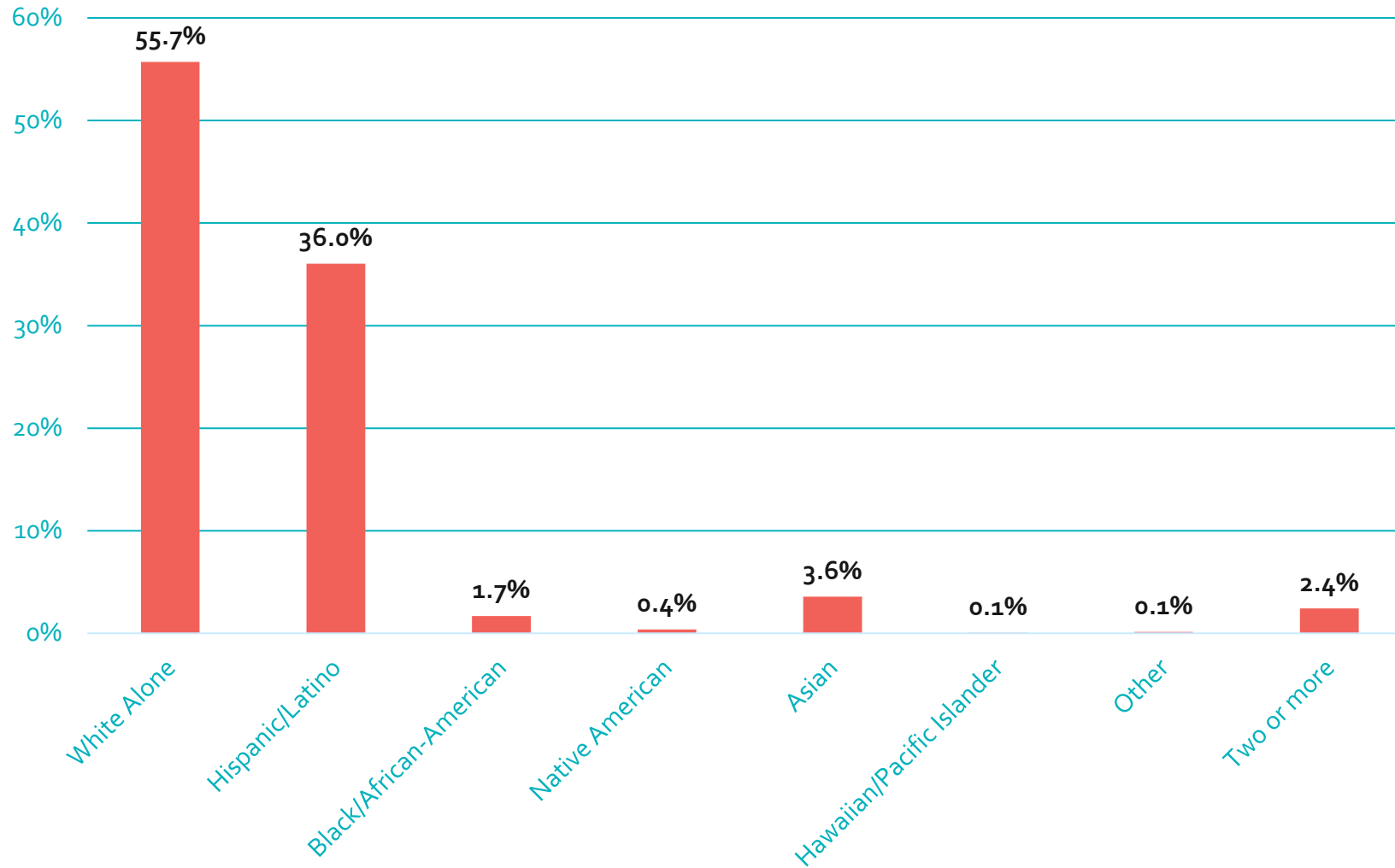
- City boundaries
- Sphere of Influence
- Planning Boundary



## City of Ventura

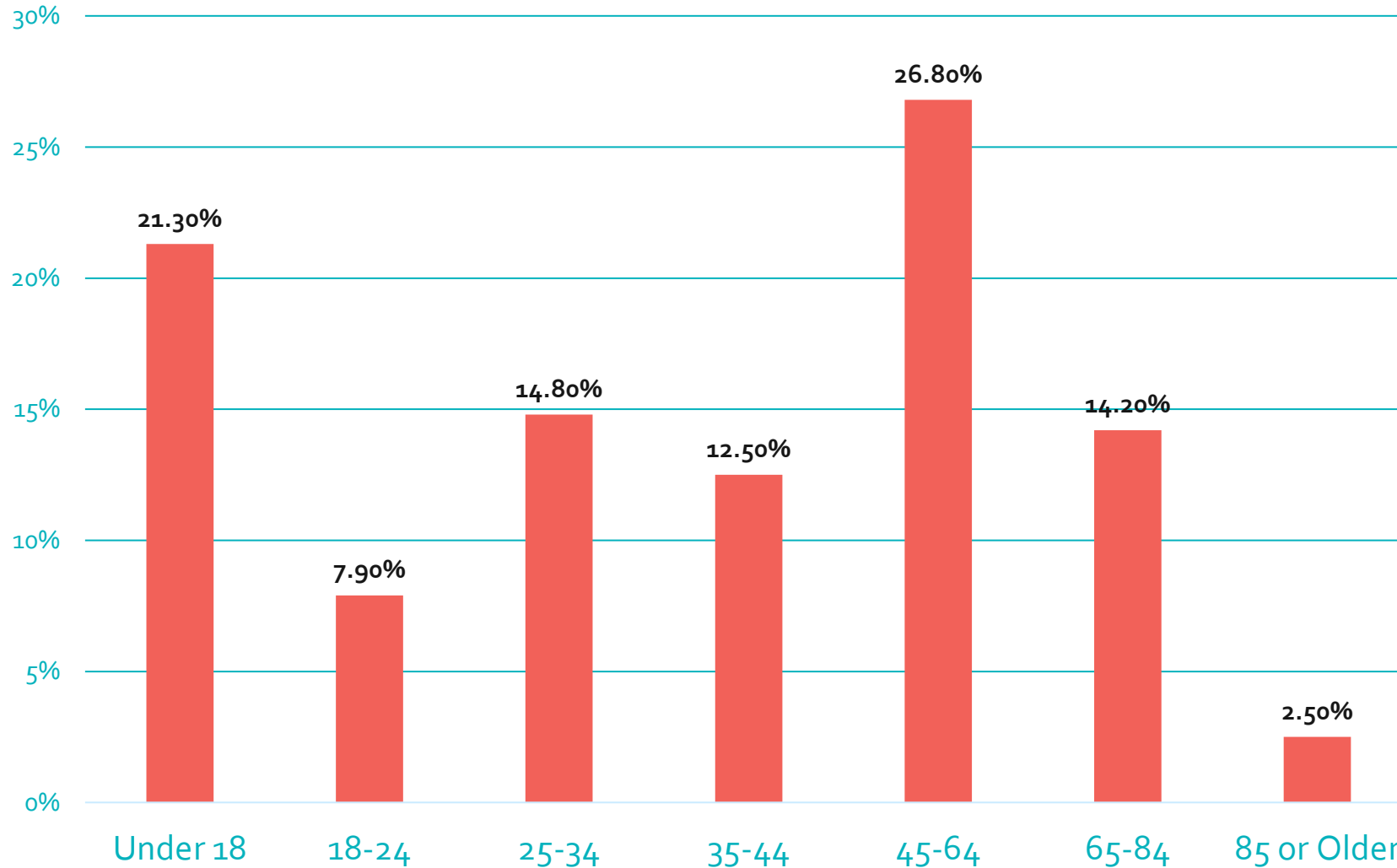
	Sphere of Influence		Railroad
	Ventura City Limits		Roads
	Planning Boundary		Green/Open Space

# Demographics: Race/Ethnicity



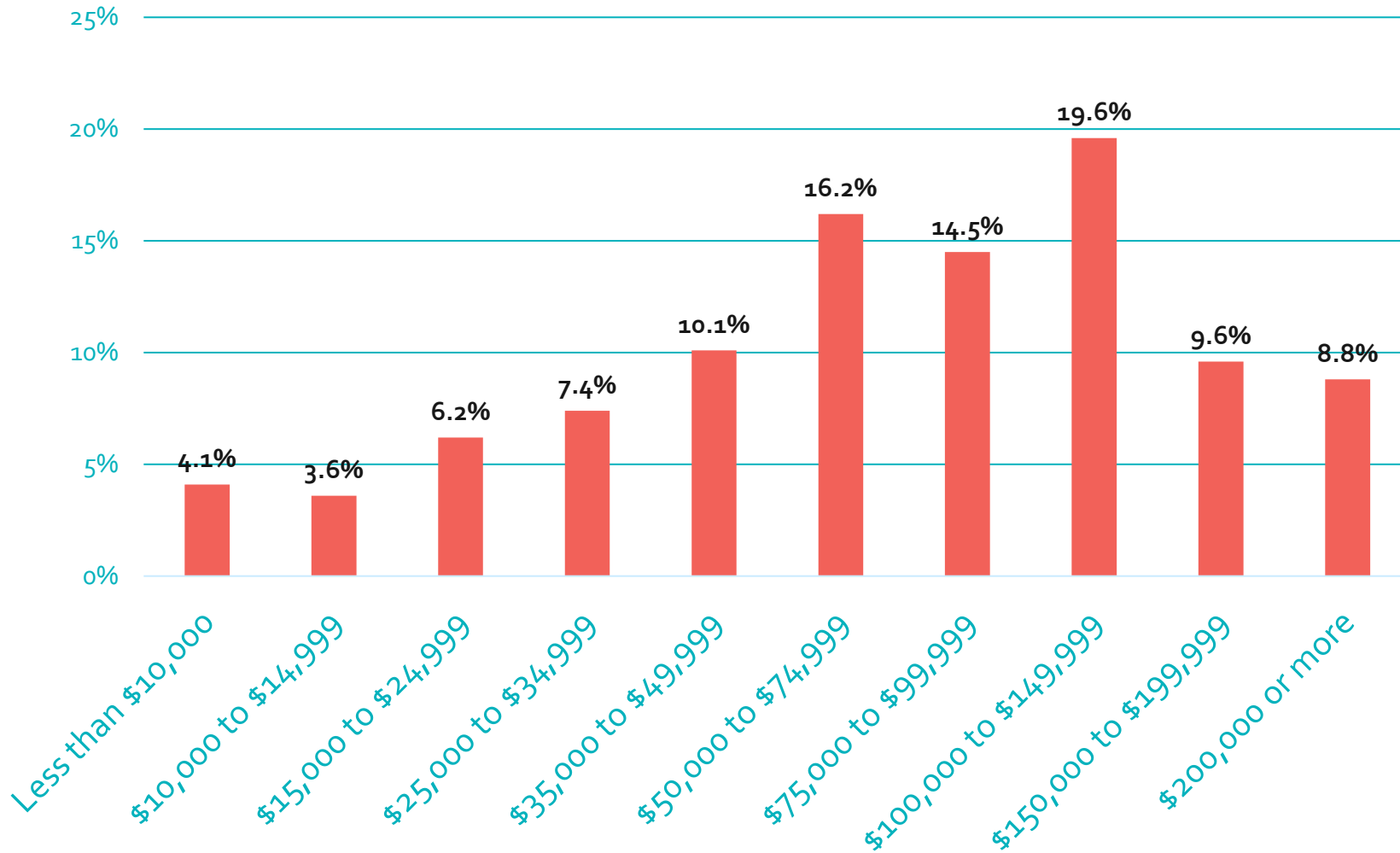
Source: American Community Survey 5-year Estimates, 2015-2019

# Demographics: Age



Source: American Community Survey 5-year Estimates, 2015-2019

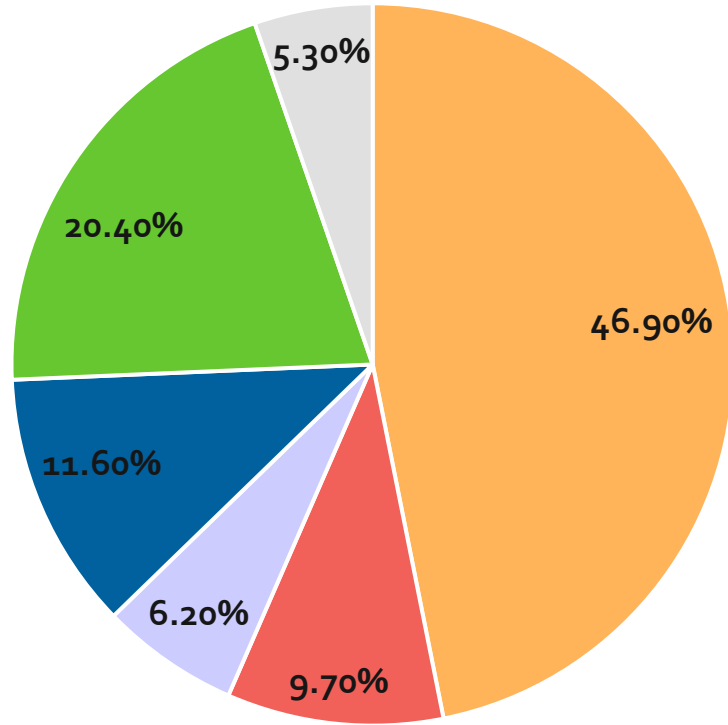
# Socioeconomics: Household Income



- Median Income:
  - **City:** \$78,882
  - **County:** \$88,131



# Existing Land Use Mix



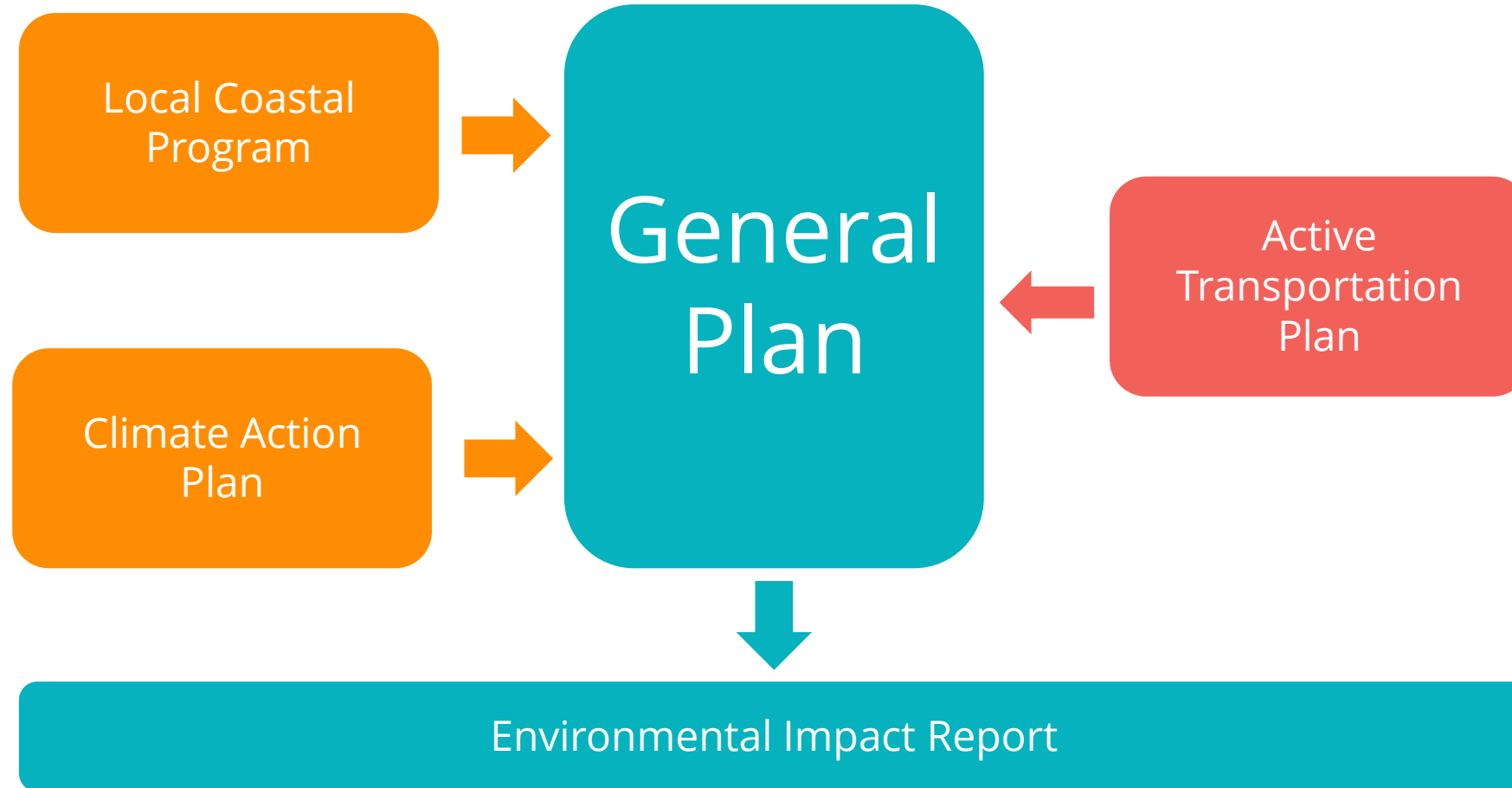
- Residential
- Commercial
- Industrial
- Public/Institutional
- Agriculture/Open Space
- Vacant

<b>Residential</b>	<b>46.9%</b>
Single-Family Detached	38.7%
Single-Family Attached	1.3%
Multifamily	7.0%
<b>Commercial</b>	<b>9.7%</b>
Accommodation	0.5%
Commercial Centers	5.8%
Commercial Recreation	0.7%
Mixed-Use Commercial	1.1%
Office	1.6%
<b>Industrial</b>	<b>6.2%</b>
Heavy Industrial	0.1%
Light Industrial	4.7%
Wholesale/Warehousing	1.4%
<b>Public/Institutional</b>	<b>12.2%</b>
Civic Facilities	1.4%
Religious Facilities	1.0%
School	3.8%
Transportation/Utilities/Water	5.4%
Hospitals	0.6%
<b>Agriculture/Open Space</b>	<b>19.8%</b>
Parks/Recreation	6.9%
Agriculture	5.1%
Natural/Conservation	2.8%
Other Open Space (cemeteries, golf course, etc.)	5.0%
<b>Vacant</b>	<b>5.3%</b>

# General Plan Update Overview



# What is the Project?



# Purpose of a General Plan

- Long-term policy document to **guide the future actions**
- Establishes the **City's vision** for the next 25-30 years
- Updated every 10-20 years
- Preserves and enhances **community strengths**
- Addresses **topics of concern**
- Enables the community to come together to develop a **shared vision for the future**
- **8 required Elements**
  1. Land Use
  2. Circulation
  3. Housing
  4. Noise
  5. Conservation
  6. Safety
  7. Open Space
  8. 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.



# Why Update the General Plan?

- Refresh existing General Plan
- Hold a “community conversation” about the future
  - Where, what and how much growth occurs
  - How to grow the economy
  - How to preserve the natural areas
  - Planning for the individual character and identity of Ventura’s unique neighborhoods
- Address critical topics affecting Ventura
  - Housing
  - Wildfire risk
  - Mobility
  - Sea level rise
  - Health and equity
  - Economy
- Address new State requirements
- Make the document more usable
- Integrate the General Plan with other documents and processes, including LCP, CAP, zoning, functional plans, etc.



# Key Outcomes

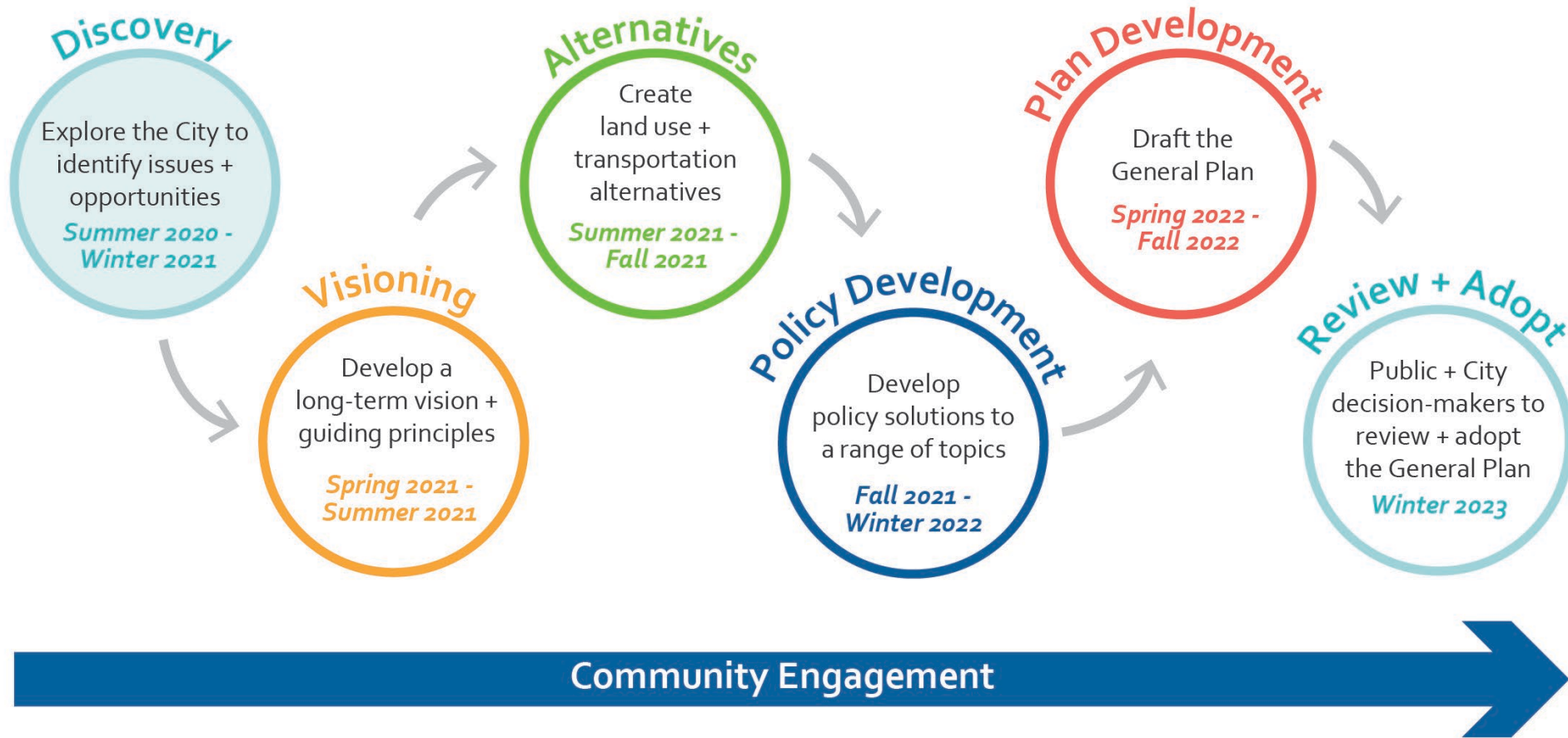
*A successful Ventura General Plan will result in:*

- An active and engaged community
- Clear decision on growth and character for Ventura's distinct neighborhoods
- Strategies to advance equity, health, adaptation, and resilience
- A housing element that anticipates State laws and meets the City's housing needs
- A plan that is integrated with other City documents (e.g., LCP, CAP)
- An approach to implement, evaluate and monitor the General Plan
- Citywide consensus on the City's direction





# General Plan Update Process



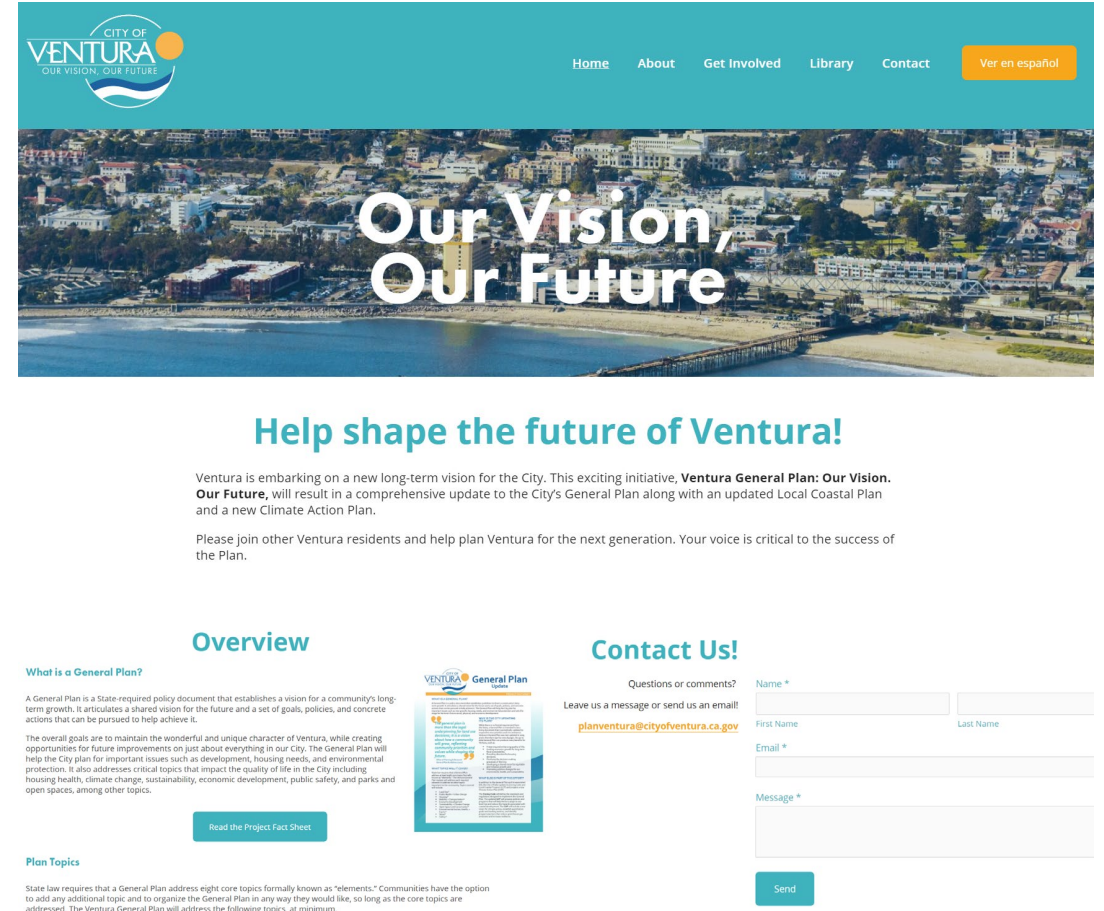
# Engagement Goals

- Inspire the community to share ideas in guiding Ventura's future
- Empower the public in supporting timely decisions
- Enhance two-way engagement with the public, stakeholders, commissions, and council
- Ensure clear and consistent messaging across the city
- Deliver community-valued results



# Engagement Activities

- General Plan Advisory Committee
- Project website (planventura.com)
- Community surveys
- In-person and virtual public workshops and open houses, for citywide topics and individual neighborhoods
- “Pop-up” workshops
- Meetings with organizations and community groups
- Educational videos and events
- City Council, board and commission study sessions



The screenshot shows the City of Ventura website. At the top is the logo with the tagline 'OUR VISION, OUR FUTURE'. Navigation links include Home, About, Get Involved, Library, Contact, and a 'Ver en español' button. The main banner features an aerial view of the city with the text 'Our Vision, Our Future'. Below this is a section titled 'Help shape the future of Ventura!' with a paragraph explaining the 'Ventura General Plan: Our Vision, Our Future' initiative. A 'Contact Us!' section includes a form for questions or comments, with fields for Name, First Name, Last Name, Email, and Message, and a 'Send' button. An 'Overview' section provides information about what a General Plan is and includes a 'Read the Project Fact Sheet' button.

**Help shape the future of Ventura!**

Ventura is embarking on a new long-term vision for the City. This exciting initiative, **Ventura General Plan: Our Vision, Our Future**, will result in a comprehensive update to the City's General Plan along with an updated Local Coastal Plan and a new Climate Action Plan.

Please join other Ventura residents and help plan Ventura for the next generation. Your voice is critical to the success of the Plan.

### Overview

**What is a General Plan?**

A General Plan is a State required policy document that establishes a vision for a community's long-term growth. It articulates a shared vision for the future and a set of goals, policies, and concrete actions that can be pursued to help achieve it.

The overall goals are to maintain the wonderful and unique character of Ventura, while creating opportunities for future improvements on just about everything in our City. The General Plan will help the City plan for important issues such as development, housing needs, and environmental protection. It also addresses critical topics that impact the quality of life in the City including housing health, climate change, sustainability, economic development, public safety, and parks and open spaces, among other topics.

[Read the Project Fact Sheet](#)

### Plan Topics

State law requires that a General Plan address eight core topics formally known as "elements." Communities have the option to add any additional topic and to organize the General Plan in any way they would like, so long as the core topics are addressed. The Ventura General Plan will address the following topics, at minimum.

### Contact Us!

Questions or comments?

Leave us a message or send us an email! [planventura@cityofventura.ca.gov](mailto:planventura@cityofventura.ca.gov)

First Name  Last Name

Email \*

Message \*



# Engagement To-Date

- 20+ one-on-one interviews
- 7 Community Council meetings
- Project website launched
- Outreach database
- Social media campaign
  - Twitter, Instagram, Facebook
  - @planventura
- Online issues and opportunities survey
  - 2300+ respondents





# Upcoming Engagement

- **February 2021**

- GPAC Initiated

- **March 2021**

- Survey report released
- Existing conditions reports released
- Meetings with organizations and agencies

- **April and May 2021**

- Citywide visioning workshop
- Online visioning survey

- Meetings with Community Councils

- **June – October (*tentative*)**

- Monthly topical community forums:
  - Economic and Market
  - Health and Environmental Justice
  - Transportation/Mobility
  - Sustainability and Sea Level Rise
  - Arts, Culture and Historic Preservation

- **November/December**

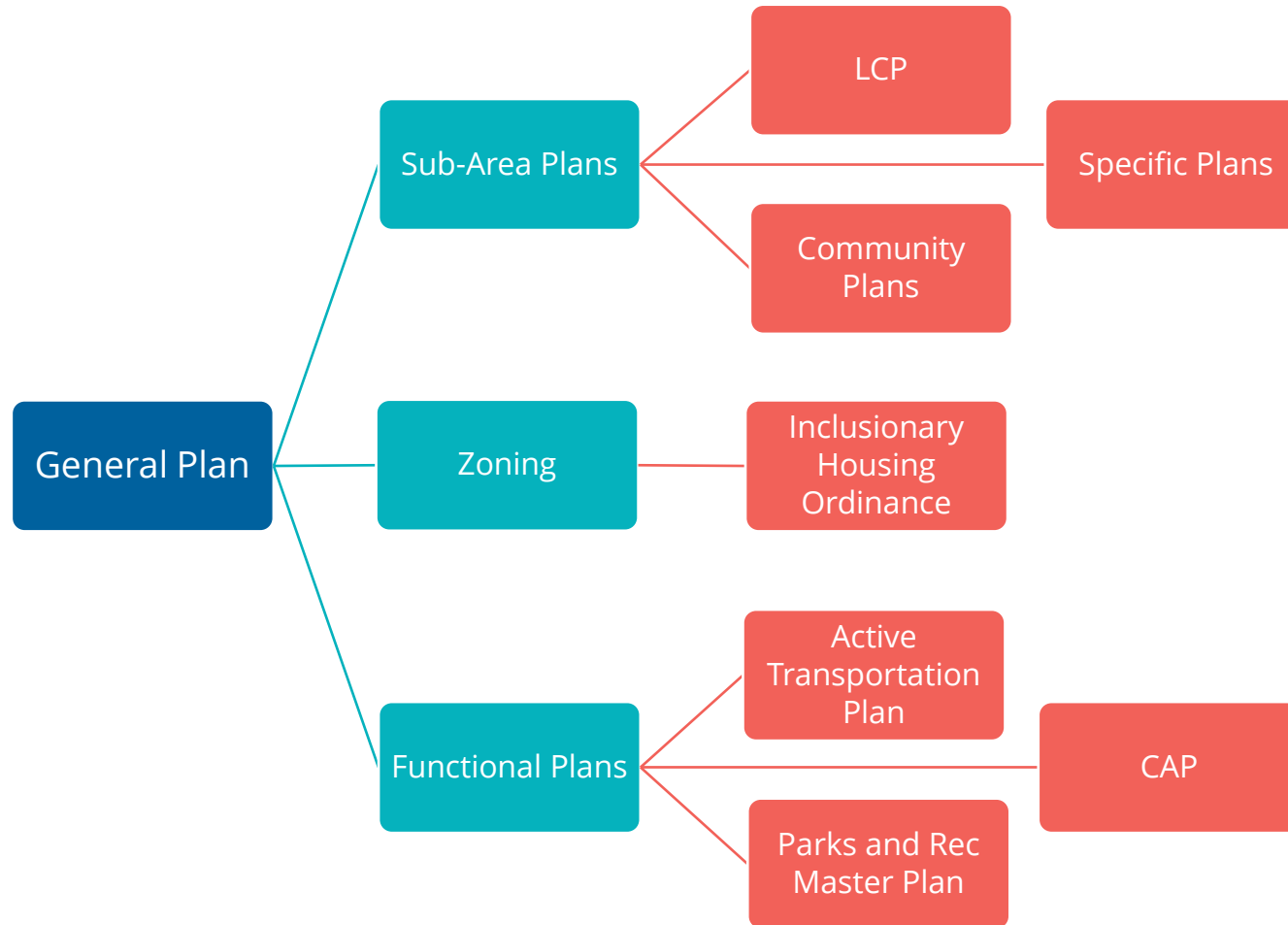
- Citywide alternatives workshop

# Discussion Questions

- Do you have any questions about General Plan update process?
- What suggestions do you have for a successful community engagement process?

# Background on Planning and Planning Efforts in Ventura

# The Family of Plans



(Examples of Types of Plans)

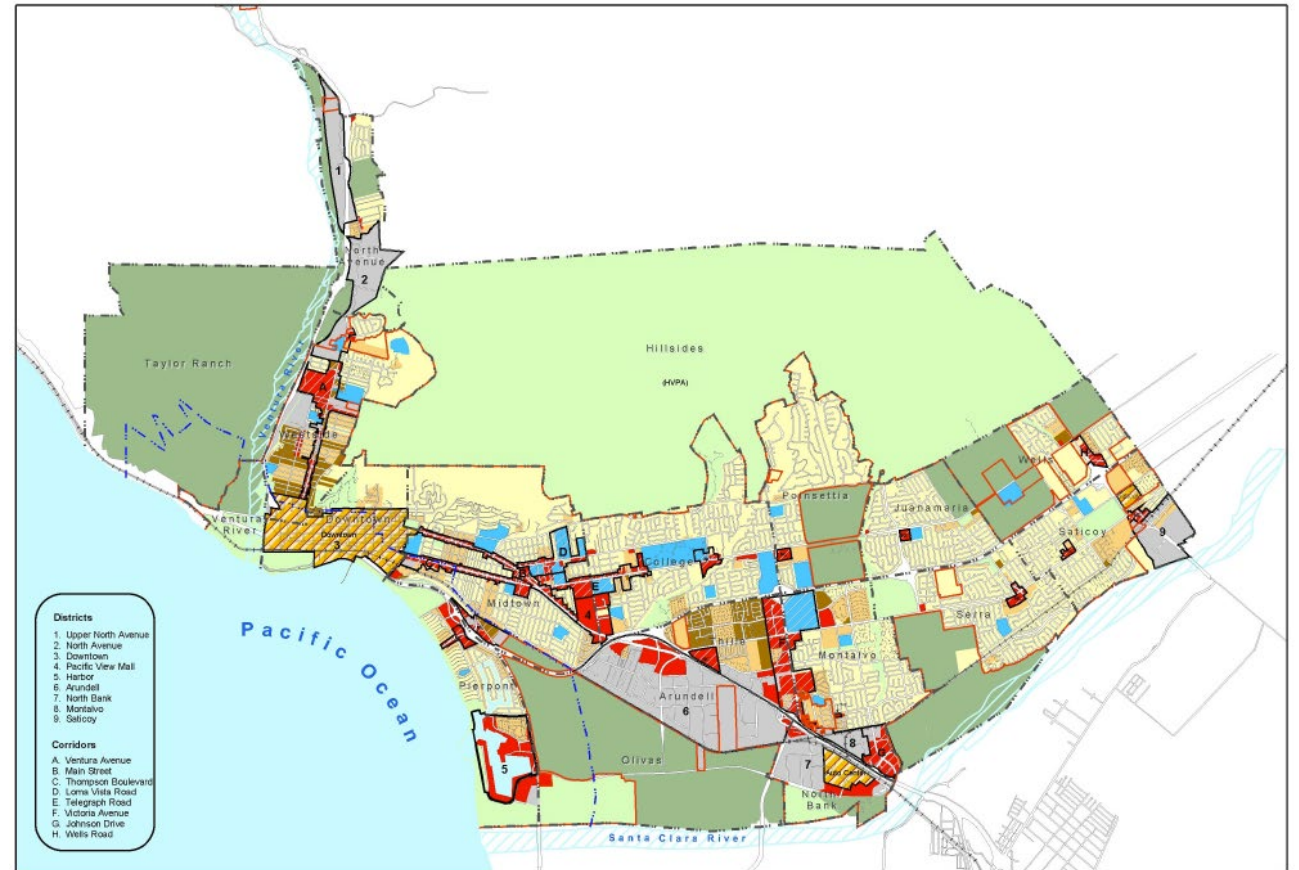
# Ventura General Plan

- Last adopted in 2005
- Organized by goals for the community's future:
  - Our Natural Community
  - Our Prosperous Community
  - Our Well-Planned Community
  - Our Accessible Community
  - Our Sustainable Infrastructure
  - Our Active Community
  - Our Healthy and Safe Community
  - Our Educated Community
  - Our Creative Community
  - Our Involved Community



# Land Use Element

- Defines the future (allowable) type, distribution, and intensity of all parcels
- Includes a land use diagram
- Establishes standards for density
  - residential (dwelling units per acre)
  - Non-residential (floor-area ratio)
- Must align with and reflect content from other elements



Note: Areas prone to flooding are shown on Figure 7-1 in Chapter 7.

Figure 3-5



This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

# Circulation Element

- Defines the infrastructure needs required for the circulation of people, goods, energy, water sewage, storm drainage, and communications
- Must establish goals and policies for a “balanced, multimodal transportation network”
- Required to identify the location and extent of both existing and proposed:
  - Major thoroughfares
  - Transportation routes
  - Terminals
  - Military airports and ports
  - Public utilities and facilities

# Housing Element

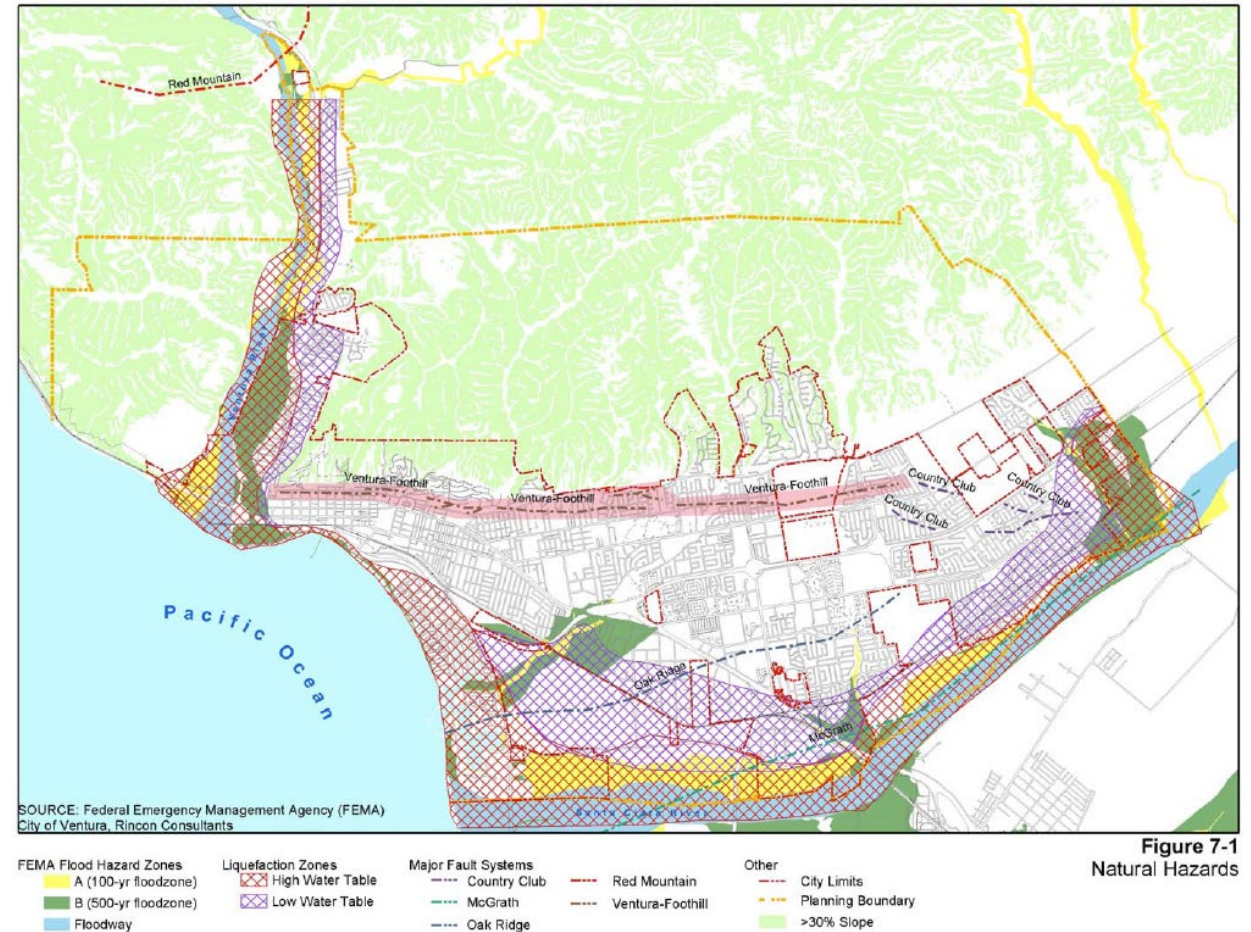
- Statutorily required to be updated every 8 years
- Jurisdictions must plan for the RHNA and identify adequate sites with:
  - Appropriate density (at least 30 du/ac for lower income units)
  - Vacant and underutilized sites with near-term development potential
  - Development process and fees do not constrain housing development

Income Group	Ventura City		County	
	RHNA	Percent	RHNA	Percent
Very Low Income (50% AMI)	1,184	22.4%	5,759	23.6%
Low Income (80% AMI)	863	16.2%	3,803	15.6%
Moderate Income (120% AMI)	948	17.9%	4,516	18.5%
Above Moderate Income (>120% AMI)	2,305	43.5%	10,318	42.3%
<b>Total</b>	<b>5,300</b>	<b>100.0%</b>	<b>24,396</b>	<b>100.0%</b>



# Safety Element

- Defines strategies for mitigating natural disasters and other hazards (seismic hazards, wildfires, flooding, and hazardous materials)
- Promotes the strengthening of public safety services and facilities (e.g., fire, police, hospitals)
- Must address climate change adaptation and resilience (SB 379)



This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

# Environmental Justice (SB 1000)



- Topics addressed:
  - Pollution exposure (air quality, water quality, etc.)
  - Public facilities (parks, schools, health facilities, etc.)
  - Safe and sanitary homes (housing cost and quality)
  - Physical activity (walkable communities, transportation safety, etc.)
  - Other identified health risks or burdens (food access, community engagement, etc.)

# Additional Required Elements

- **Conservation:** Promotes strategies for the preservation of existing natural resources, including land, water, ecosystem services, and other living resources
- **Open Space:** Guides both the **a)** provision of adequate public parkland and recreational facilities, and **b)** preservation of other undeveloped lands (in concert with the Conservation Element)
- **Noise:** Identifies and evaluates noise problems arising from transportation systems, commercial operations, and industrial activity

# Role of the General Plan

## What should it do?

- Set land uses and development patterns
- Identify long-term direction
- Establish priorities and tradeoffs
- Establish goals and policies
- Set metrics and targets
- Set the stage for implementation through other plans

## What should it NOT do?

- Solve every issue facing the city today
- Be overly specific
- Be everything to everyone
- Be so general and vague that no clear direction is established

# Local Coastal Program (LCP)

- Intended to govern development in coastal areas.
- Includes a land use plan with measures specifying the location, type, and scale of new or changed uses.
- LCP must be reviewed and certified by the California Coastal Commission following adoption by City Council.
- Current LCP is *not* integrated with the existing GP.





# Climate Action Plan (CAP)

- Proposes actions to mitigate community contributions to climate change
  - Establishes GHG reduction targets across a range of sectors (e.g., transportation, domestic energy use)
  - Recommends goals and policies designed to achieve reduction targets
- Aims to enhance community resilience to anticipated impacts of climate change
  - Wildfires, sea level rise, extreme heat, other natural hazards



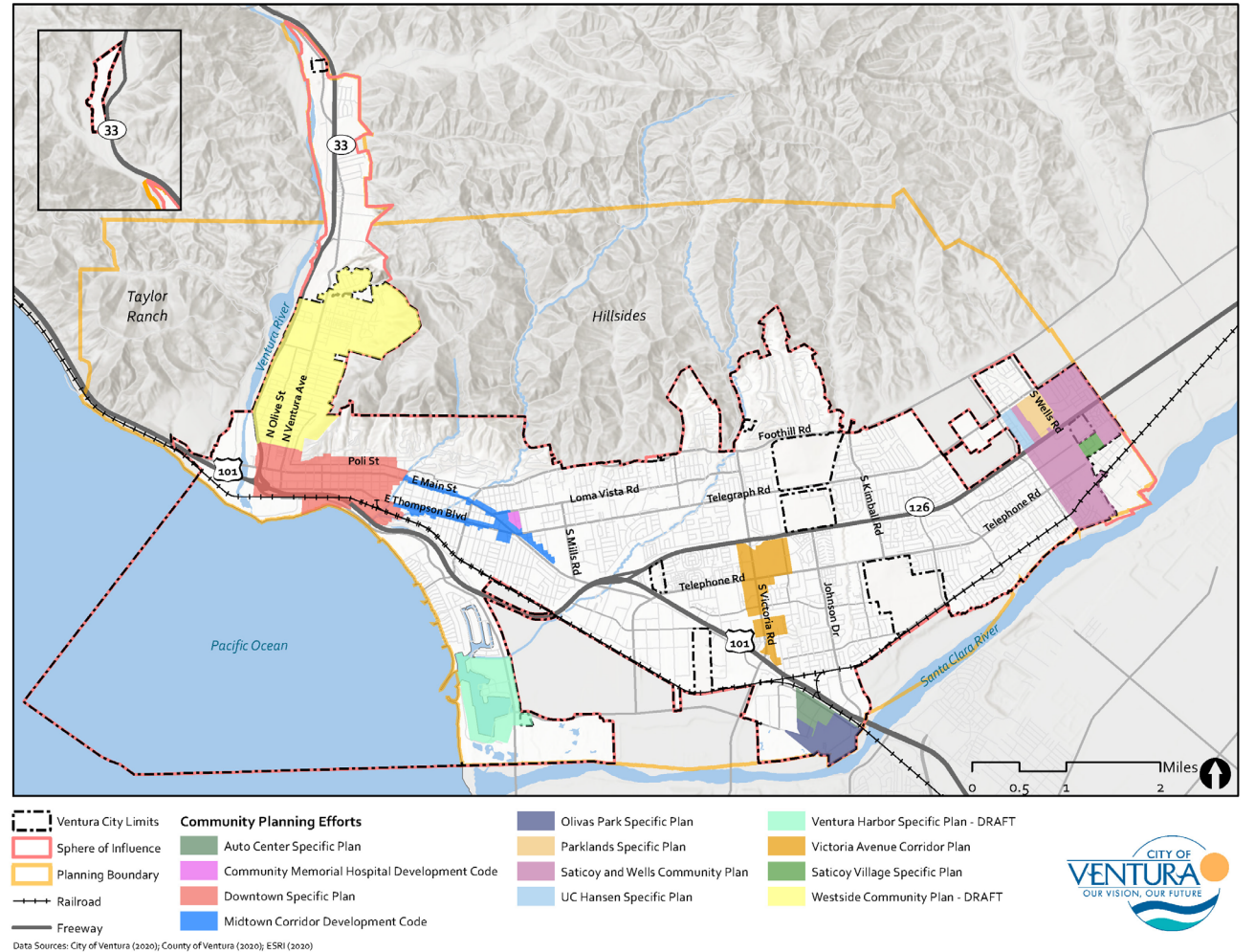
Source: Mark Corcoran



Source: Kyle Shannon

# Related Projects (recent and ongoing)

- Multiple Specific Plans and Community Plans
  - Since 2005, the City has adopted or amended five Specific Plans and two Community Plans.
- Active Transportation Plan
- Senior Strategic Plan
- Tree Master Plan
- Historic Resources Survey and Context Statement



# Discussion Questions

- What questions do you have about the regulatory requirements of the General Plan?
- What other documents or plans should be included in the update process?





## Next Steps

# Next Steps

- Review background information on the General Plan
- Have your “one-on-one” with Susan or Matt (if you have not already)
- Tell your friends to sign up for project updates
- Attend the March 16 GPAC meeting
  - Demographic overview
  - Engagement plan review
  - Issues and opportunities brainstorm

# Public Comments



# Public Speaker Time

00 : 02 : 00

Change Clock Type  
Digital

Duration: 00 02 00

TimeUp Reminder (Optional): -- -- --

Choose Sound Effect Tick

Choose TimeUp Sound Alarm

Enable Count Up  Combine With Bar Clock

Start Pause Stop

# Close of Meeting Lorrie Brown (Chair)

February 16, 2021

