

Ventura General Plan Update

General Plan Information

January 2024

The following is a preliminary outline of the General Plan. The outline includes example topics for each chapter; not every topic is listed. *Note that the flow of chapters and topics within each chapter are draft and may change as the plan is developed.* Following the outline is a description of the flow of each chapter, including descriptions of a “goal,” “policy”, and “action.”

General Plan Outline

1) Introduction and Purpose

- a) Overview
- b) Purpose of a General Plan
- c) Organization of the General Plan

2) General Plan Update Process

- a) Summary of the engagement
- b) Topics include: GPAC; public workshops; surveys; Community Council meetings, pop-up workshops, stakeholder meetings and other engagement activities

3) Vision and Guiding Principles

4) Land Use and Community Design

- a) Context
- b) Land use designations
- c) Goals, Policies and Actions
 - i) Citywide guidance
 - (1) Topic include: neighborhoods, public realm, urban design, and economic development
 - ii) Area-specific guidance for each Area of Discussion (e.g., Downtown, Westside, Midtown Corridors, Johnson, etc.)

5) Mobility and Active Transportation

- a) Context
- b) Street Standards
- c) Goals, Policies and Actions.
 - i) Topics include: traffic, roadways, pedestrian, bicycle, and transit.

6) Climate Change and Sustainability

- a) Context
- b) Goals, Policies and Actions
 - i) Topics include: GHG reduction, climate adaptation and resilience, green buildings; sea level rise and resource conservation.

7) Environmental Justice

- a) Context
- b) Goals, Policies and Actions
 - i) Topics include: pollution exposure, physical activity, food access, civic engagement, safe and sanitary housing

8) Parks and Open Space

- a) Context
- b) Parks Standards
- c) Proposed Park and Open Space Network
- d) Goals, Policies and Actions
 - i) Parks and recreation topics include: park access, park funding, new parks, trails, beaches, recreational facilities
 - ii) Open spaces topics include: open space access, SOAR, conservation of open space lands

9) Public Facilities and Services

- a) Context
- b) Goals, Policies and Actions
 - i) Topics include: schools, public buildings, public services (e.g. police and fire), infrastructure

10) Safety

- a) Context
- b) Goals, Policies and Actions
 - i) Topics include: fire, flooding, earthquakes, sea level rise and emergency evacuation

11) Noise

- a) Context
- b) Noise contours – existing and future
- c) Goals, Policies and Actions
 - i) Topics include: noise standards, transportation noise, construction noise and other topics.

12) Arts and Culture

- a) Context
- b) Goals, Policies and Actions
 - i) Topics include: arts and cultural assets and funding

13) Historic Preservation

- a) Context
- b) Goals, Policies and Actions
 - i) Topics include: historic buildings, historic resources, and cultural resources.

14) Glossary

Element Outline and Goal/Policy Structure

The following is the proposed basic flow of each chapter.

1. **Overview** – Overview of the purpose and contents of the chapter
2. **Statutory Requirements** – Summary of the State and Federal requirements for the topics in each chapter.
3. **Context** – Summary of the existing conditions information related to the topic.
4. **Regulatory Standards** – Specific regulations for some topics in the General Plan. This includes land use designations and street standards. *Note that not every chapter will have regulatory standards.*
5. **Key Issues and Opportunities** – List of the issues and opportunities for the topics in the Element.
6. **Goals, Policies and Actions**
 - a. **Goals.** A goal is an overarching statement that describes an overall vision and direction for the community. Goals are broad in both purpose and aim but are designed to establish direction and outcomes.
 - b. **Policies.** These are specific “position statements” that support the achievement of goals and serve as guides to the City. City staff also reference policies when reviewing development proposals and making other decisions. Policies seek to achieve the goals by encouraging or permitting certain behaviors that are not mandatory or where total implementation may not be possible. To remain flexible in the future, language used to describe this intent includes verbs like encourage, attract, incentivize, explore, consider, and promote.
 - c. **Actions** –Actions are specific activities that will be completed at a specific time or at a regular interval and include the responsible party and timeframe. Not every goal or policy within the General Plan will have an implementation action; instead, many policies require ongoing efforts that are not specifically dependent on a single mobilizing action.