

# Pop Up Workshops Summary

November 30, 2021



## Introduction

From late August 2021 to early October 2021, the City of Ventura held a series of pop up workshops as part of a larger effort to reach out to and engage with residents in the planning process for its General Plan Update. Participants had the opportunity to provide comments for the “community values” developed by the General Plan Advisory Committee for the City of Ventura’s General Plan Update. These community values will help form the basis for the goals, policies and programs identified in the General Plan. Participants were also invited to share their perspectives on what “small town character” means to them and what they love about Ventura and what they think needs to change in Ventura. Lastly, participants were given stickers with different types of land uses to place on a map to indicate where they thought new development should occur in Ventura.

The following is a summary of the results of the pop up workshops.

## Locations and Dates

The pop up workshops were held at the following locations and dates:

- Ventura Coast Brewery, August 26
- Ventura Harbor Street Art Festival, September 11
- Main Street Moves, September 17
- Avenue Taco Week, September 18
- Kimball Park/Aquatic Center, September 29
- Ventura Chamber Fall Business Expo, October 7
- Two Trees Restaurant, October 9

# Pop Up Questions and Topics

## Demographic Profile

To get a better sense of the profile of respondents, participants were asked several demographic questions. The following table summarizes results to these demographic questions:

- Where in Ventura do you live?
- How long have you lived in Ventura?
- What is your age range?
- What best describes your background?

There appeared to be good geographic representation of all the different neighborhoods in Ventura, with a slightly larger presence of participants living in Midtown, Downtown and Thille. Most people who participated (57%) had lived in Ventura for 21 years or more. About a quarter had lived in Ventura for 5 or less years, and another 18% had lived in Ventura for between 6 and 20 years.

Most participants (58%) were middle aged or older (45-84 years old), while about 37% were in their mid-20's to mid-40's. Finally, most participants (55%) self-identified as white, with the second largest group (22%) self-identifying as Hispanic, Latino or Spanish origin regardless of race. *(Note: Many participants opted not to provide this information and thus the data below does not represent everyone who participated in the pop up workshops.)*

Where in Ventura do you live?	
Westside	5
Downtown	6
Midtown	9
Pierpont	3
College Area	3
Olivas	1
Arundell/North Bank	1
Thille	8
Foothill	1
SOAR (North)	1
Southeast/Montalvo	4
SOAR (South)	1
Eastside/Saticoy	4
Eastside/Juanamaria	4
Don't live in Ventura	9

How long have you lived in Ventura?	
1 year or less	9
2-5 years	21
6-10 years	5
11-20 years	16
21-30 years	21
30+ years	46

What is your age range?	
Under 18	4
19-24	1
25-34	25
35-44	21
45-64	49
65-84	24
85 or older	1

What best describes your background?	
White (not Hispanic)	75
Black/African American	4
Asian	8
Native American and Alaska Native	6
Native Hawaiian or other Pacific Islander	3
Middle Eastern or North African	3
Hispanic, Latino, or Spanish Origin	30
Multiracial/Two or More Ethnicities	8

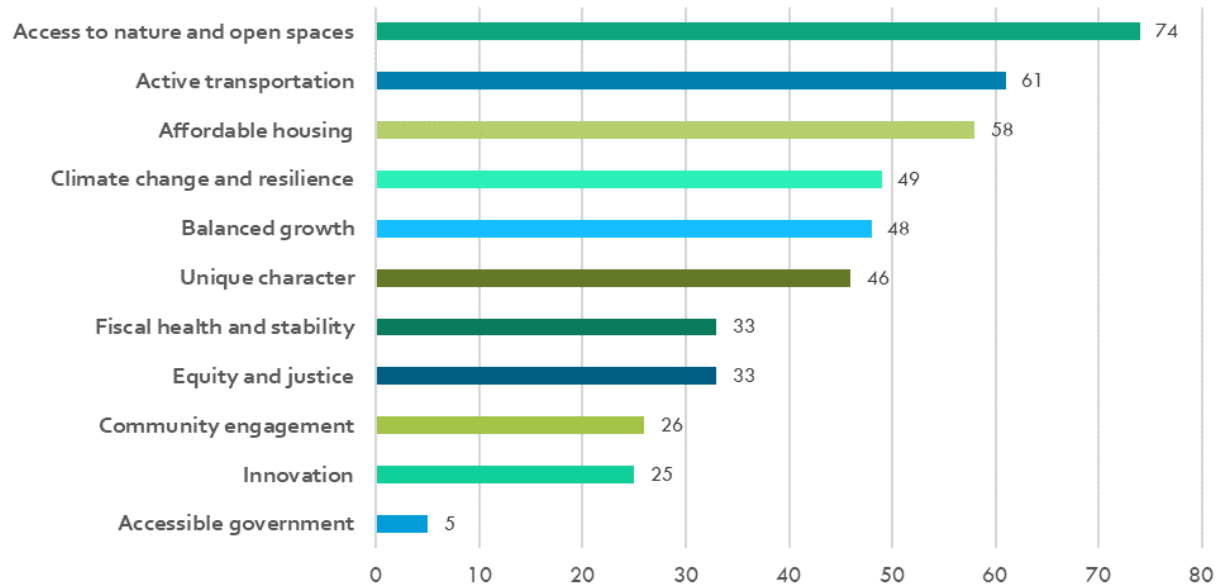
## Values and Priorities Board

Participants were asked to review community value descriptions (listed below) and use stickers to vote on the top three values that were most important to them.

Value/Priority	
<b>Climate change and resilience</b>	Commit to bold actions to help Ventura mitigate and adapt to the impacts of climate change, including sea level rise, wildfire, and extreme heat.

<b>Equity and justice</b>	Promote equity and justice for all people. Provide all people with the resources and opportunities they need to achieve a high quality of life.
<b>Affordable housing</b>	Improve housing affordability and build a diversity of housing types. Provide an adequate supply of housing affordable to households of all ages, abilities, and income levels.
<b>Balanced growth</b>	Continue to grow and evolve in a way that preserves Ventura’s unique and special characters.
<b>Access to nature and open spaces</b>	Preserve and expand public access to nearby open spaces, from the beaches to the hillsides.
<b>Unique character and Downtown revitalization</b>	Maintain Ventura’s unique character, including diverse neighborhoods, a thriving Downtown, and beautiful public spaces. Support Ventura’s Downtown and revitalize other commercial areas. <i>(Note: The wording of this value was modified slightly during the pop up workshops.)</i>
<b>Innovation</b>	Support arts, culture and innovation. Foster an environment that rewards entrepreneurship and creative thinking, breathing new life into the local economy and arts.
<b>Accessible government</b>	Ensure that local government is responsive, transparent, and accountable to the needs of Ventura residents and businesses. <i>(Note: This value was only included in one out of three of the flipboards for the pop up workshops.)</i>
<b>Community engagement</b>	Proactively engage and empower all Ventura residents—especially traditionally underrepresented groups—to participate in civic and decision-making processes.
<b>Fiscal health and stability</b>	Improve public facilities and services. Make land use and policy decisions that ensure fiscal health and stability to maintain the high quality of life and pay for infrastructure and service improvements.
<b>Active transportation</b>	Support and promote walking, cycling and transit by prioritizing infrastructure improvements that enhance safety, promote alternatives to driving, and support health lifestyles.

The graph below shows the tallied results for each of the community values and priorities. There was a total of 458 votes spread across 11 values and priorities. The top three values and priorities were “access to nature and open spaces,” “active transportation,” and “affordable housing.”



## “What do you love about Ventura?” Board

Participants were asked to share their ideas on what they love about Ventura. Participants loved that Ventura had a “small town character” feel with nice and friendly faces, and they wanted to keep it that way. They also appreciated downtown activities that were pedestrian-friendly and open spaces including the beachfront.

### Direct quotes

- “Love closed Main Street for outdoor dining! Love the community!”
- “I agree, keep Main Street closed—great atmosphere and great for business.”
- “The vibe—keep it small and cool.”
- “Yes, keep it funky!”
- “The history.”
- “Live music.”
- “Nice town—very friendly.”
- “Ventura P.D.”
- “Main Street Moves.”
- “I love small town feel.”
- “Keep Main Street closed—love it!”
- “Everything from Ojai-Oxnard.”
- “The beach.”
- “Main Street Moves.”
- “The city center.”

- “Our beaches!! Community park! Awesome aquatic center!”
- “Tender life maternity care.”

## “What does ‘small town character’ mean to you?” Board

Participants were asked to share their ideas on how they would define “small town character.” This is a term that many residents have used to describe Ventura. For participants, “small town character” typically meant a close-knit community that looks out for each other, a walkable and pedestrian-friendly downtown with age-inclusive activities and thriving local businesses, and access to open spaces. Others were more open to growth by attracting higher-paying jobs and ensuring that everyone regardless of income can find housing in Ventura.

### *Direct quotes*

- “Housing for all people, climate change resiliency, equity and justice, more space.”
- “Keep small beach town feel so we can get to know everyone, like a family atmosphere. No more box stores. Support downtown local stores. Don’t make us like Santa Barbara.”
- “Not another Santa Barbara!”
- “Engaged and connected community with common areas to keep the community close.”
- “Industrial and tech jobs that will allow citizens to live and grow in the area.”
- “Appreciation, harbor/open spaces, downtown to keep improving.”
- “Main’ Street where people go to shop, eat, and live. Multi-use space, green and pedestrian.”
- “Open spaces, walkable streets, ‘mom & pop’ shops, respect the history.”
- “Keep the big stores out.”
- “A supportive and engaged community of residents who work together for the betterment of their neighbors. Friendly faces who say ‘hello’ when you pass them on the street. Breweries, bars and restaurants (like VCBC) where everyone is a friend.”
- “Safety, quiet streets, downtown with history, population below 50,000.”
- “Keep downtown pedestrian only. Walking, biking, outdoor paths throughout the community.”
- “More social events for disabled young adults (18-30). Very much needed.”
- “The east, east end of Ventura is developing at a rapid space. But there are no large grocery stores to accommodate. One box store (Vons, Ralphs, LTC) is desperately needed.”
- “Connected and taking care of one another.”
- “Need to stop bike and catalytic converter theft. Need walking paths near beach separate from bike paths.”
- “Small town neighborhood means everyone is here together looking out for each other. You can walk into a local brewery and see a friendly face.”
- “Keeping it to mom & pop stores—small community that values artists and people helping each other.”
- “A community with a thriving downtown where everyone greets and interacts with one another.”
- “55 and over near the water.”
- “Movie star meet and greets. Train museums. Beach clubs. Swapmeets every Sunday.”

- “I think it would be important to look *beyond* our small town character by making sure we always remember we are all sharing this land.”

## “What needs to be changed?” Board

Participants were asked to share their ideas on what needs to be changed in Ventura. Participants had more mixed responses to this question. But the underlying themes revolved around development, housing, and public services such as parking, road repairs, street lighting, and homeless services. While some participants want more affordable housing and mixed use development, others cautioned for this to be done in a balanced and sustainable manner to safeguard open spaces and Ventura’s unique character of being a small beach and agriculture town.

### *Direct quotes*

- “Stop adding new housing.”
- “Stop overdevelopment in unsustainable manner—too many apartment complexes equals too many cars. That is what happened in Santa Monica and it ruined the area. Say no to greedy developers.”
- “Over developed for water.”
- “Stop developing farmland and open spaces.”
- “Build up, not out.”
- “Road repair.”
- “Road repair ASAP—Denver St.”
- “Less development... too overcrowded! What happened to Ventura being a small beach and agriculture town?”
- “On Seaward Avenue, solar lights on traffic lights, 30 miles not 50.”
- “Open up Main Street!!!”
- “More metered parking.”
- “Don’t micromanage business owners and building codes.”
- “Less development downtown—spread it out!! East Ventura.”
- “More parking structures.”
- “Less metered parking.”
- “Affordable housing.”
- “More public restrooms downtown.”
- “Mixed use development with housing, retail, businesses.”
- “Homeless services, supportive housing.”
- “Affordable housing.”
- “Skate park! Better one!”
- “Kid friendly outdoor spaces!”
- “Fix out roads!”
- “Pump track for skating and bikes! Get a big sponsor! It can be done!”
- “Main Street closed permanently, more signs and kids safety.”
- “New fire chief! Fire him!”



- “No more city and big business profit or development. The city is selling our city out for more profit and higher wages and salaries.”
- “More parks.”
- “Community pool, please!”
- “Stop converting commercial property to residential.”
- “Street lighting on Thompson in front of Discovery.”

## Location of New Development

Lastly, participants were asked to share where they think new development should be located. They were provided with stickers to place on the maps to indicate where new development should occur over the next 20-30 years and the type of new development that they would like to see there.

A different sticker was provided for each of the following types of land uses:

- Townhome
- Mixed use
- Multifamily
- Industrial
- Office
- Retail
- Open space
- Other

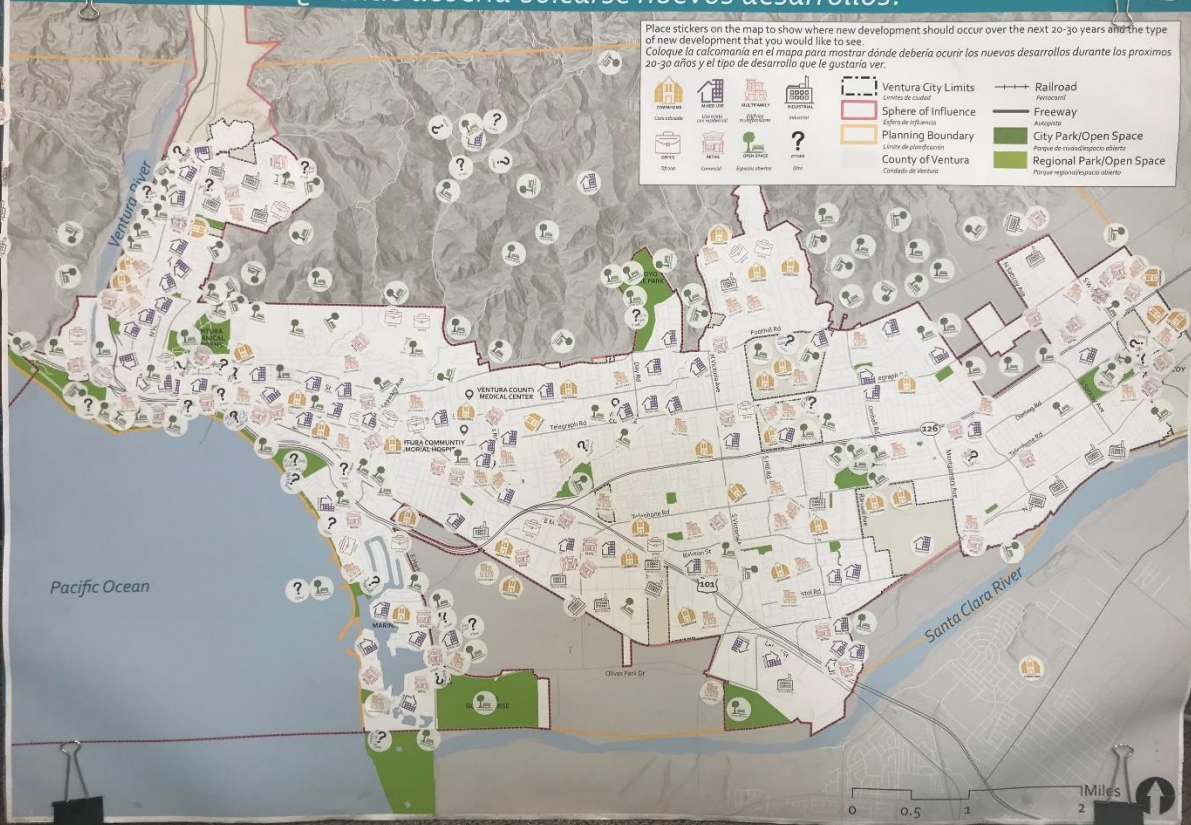
Excluding the “Other” category, participants placed a total of 457 stickers indicating their preference for new development and its location in Ventura. The two pictures below provide a visual summary of all the different stickers by development type placed in the maps.



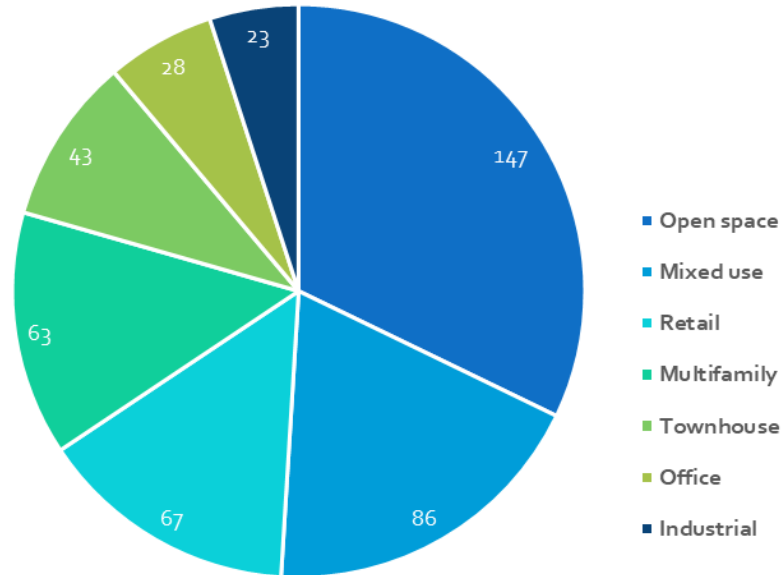
# Where Should New Development Be Located? ¿Dónde debería ubicarse nuevos desarrollos?

Place stickers on the map to show where new development should occur over the next 20-30 years and the type of new development that you would like to see.  
Coloque las calcomanías en el mapa para mostrar dónde debería ocurrir los nuevos desarrollos durante los próximos 20-30 años y el tipo de desarrollo que le gustaría ver.

Single-Family	Multi-Unit Residential	Office	Ventura City Limits	Railroad
Other	Community	Special District	Sphere of Influence	Freeway
			Planning Boundary	Autopista
			County of Ventura	City Park/Open Space
				Regional Park/Open Space



The graph below shows the distribution of these stickers by type of land use and development. The top three categories with the most stickers were “Open space” (32%), “Mixed use” (19%), and “Retail” (15%).



**General Observations by Development Type**

*Open space*

This was the largest category having 32% of the total stickers placed on the maps. Of these, about a third were placed in the hillsides. The rest were everywhere in the city, but Westside and Downtown had a majority of open space developments, especially along the waterfront from Ventura River to the northern part of the beach. Many were placed on top or very near existing parks, such as on the park in Southeast/Montalvo.

*Mixed use*

As the second-largest category after “Open space,” mixed use developments were predominant across neighborhoods in Ventura, with the concentrations near the Westside, Downtown, and the major corridors of Main Street, Thompson and Telephone. Some of the stickers were also clustered along the waterfront in Marina and along S. Mills Road.

*Retail*

This development type was the third-largest category after “Open spaces” and “Mixed use” developments. It was also spread across Ventura, particularly clustering in the eastern-most part of Eastside, the western most part of Arundell/North Bank, and Downtown. Retail spaces were also placed near mixed use developments.

### *Multifamily*

Multifamily was another category that was evenly spread across the city, from west to east and from the beach to the hillsides. The neighborhood that appeared to have the fewest was Eastside/Saticoy, while Southeast/Montalvo, Westside, and the southeast corner of Midtown tended to have more.

### *Townhome*

Participants placed this development type evenly across all neighborhoods in Ventura. A few of them were specifically placed next to SR 126.

### *Office*

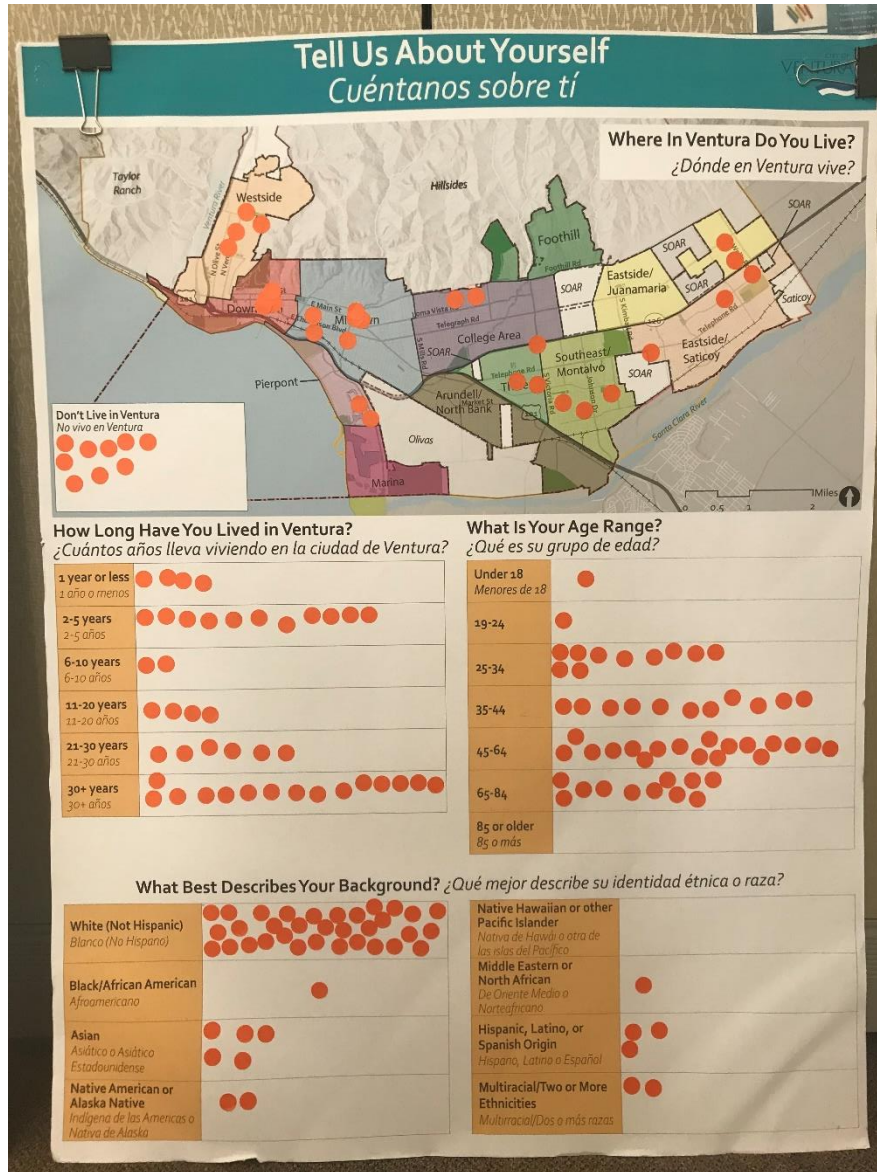
Offices were one of the development types with fewer stickers, being the second to last smallest category after "Industrial." Most were concentrated in the western part of town: Westside, Downtown, and Midtown.

### *Industrial*

Industrial developments were the smallest category. They were most likely to be along the waterfront, in Eastside/Saticoy, and on or near the border of Olivas with Arundell/North Bank and Midtown. There was also a small cluster in the northern most part of Westside.

# Attachment: Photos of Pop Up Boards

## Demographics





# Values and Priorities Board


<b>Community Values</b> <b>Valores Comunitarios</b>		
<small>Community values help form the basis for the goals, policies and programs identified in the General Plan. Please review the below community value descriptions and use the stickers to vote on the top three most important to you.                      Los valores de la comunidad ayudan a formar la base de los objetivos, las políticas y los programas identificados en el Plan General. Por favor, revise las descripciones de los valores de la comunidad a continuación y use las notas adhesivas para votar por los tres valores más importantes para usted.</small>		
Value Valor	Description Descripción	Vote Voto
<b>Climate Change and Resilience</b> Cambio climático y la resiliencia	Commit to bold actions to help Ventura mitigate and adapt to the impacts of climate change, including sea level rise, wildfire, and extreme heat. Comprometarse con acciones audaces para ayudar a Ventura a mitigar y adaptarse a los impactos del cambio climático, incluido el aumento del nivel del mar, los incendios forestales y el calor extremo.	
<b>Equity and Justice</b> Equidad y Justicia	Provide all people with the resources and opportunities they need to achieve a high quality of life. Brindar a todas las personas los recursos y las oportunidades que necesitan para lograr una alta calidad de vida.	
<b>Housing for All People</b> Vivienda Para Todos	Provide an adequate supply of housing affordable to households of all ages, abilities, and income levels. Proporcionar una oferta adecuada de viviendas asequibles para hogares de todas las edades, capacidades y niveles de ingresos.	
<b>Balanced Growth</b> Crecimiento equilibrado	Continue to grow and evolve in a way that preserves Ventura's unique and special characteristics. Continuar creciendo y evolucionando de una manera que preserve las características únicas y especiales de Ventura.	
<b>Access to Nature and Open Spaces</b> Acceso a la naturaleza y espacios abiertos	Preserve and expand public access to nearby open spaces, from the beaches to the hillsides. Preservar y ampliar el acceso público a los espacios abiertos cercanos, desde las playas hasta las laderas.	
<b>Unique Character</b> Carácter Único	Maintain Ventura's unique character, including diverse neighborhoods, a thriving Downtown, and beautiful public spaces. Mantén el carácter único de Ventura, incluyendo sus vecindarios diversos, su centro próspero, y sus hermosos espacios públicos.	
<b>Innovation</b> Innovación	Foster an environment that rewards entrepreneurialism and creative thinking, breathing new life into the local economy and arts. Promover un ambiente que recompense el espíritu empresarial y el pensamiento creativo, dando nueva vida a la economía y las artes locales.	
<b>Accessible Government</b> Gobierno accesible	Ensure that local government is responsive, transparent, and accountable to the needs of Ventura residents and businesses. Asegurarse que el gobierno local sea receptivo, transparente y responsable de las necesidades de los residentes y las empresas de Ventura.	
<b>Community Engagement</b> Participación de la comunidad	Proactively engage and empower all Ventura residents – especially traditionally underrepresented groups – to participate in civic processes. Involucrar y empoderar de manera proactiva a todos los residentes de Ventura, especialmente a los grupos tradicionalmente subrepresentados, para que participen en los procesos cívicos.	
<b>Fiscal Health and Stability</b> Salud y estabilidad fiscal	Make land use and policy decisions that ensure fiscal health and stability to maintain the high quality of life and pay for infrastructure and service improvements. Tomar decisiones sobre políticas y uso de la tierra que aseguren la salud y la estabilidad fiscal para mantener la alta calidad de vida y pagar por las mejoras en la infraestructura y los servicios.	
<b>Active Transportation</b> Transportación activa	Support walking, cycling and transit by prioritizing infrastructure improvements that enhance safety, promote alternatives to driving, and support healthy lifestyles. Apoye la caminata, el ciclismo y el transporte público dando prioridad a las mejoras de infraestructura que mejoran la seguridad, promueven alternativas a la conducción y apoyan estilos de vida saludables.	



# What Is Important To You? ¿Qué te importa?



Priority / Prioridad	Vote (pick three) / Voto (elige tres)
<b>Mitigate and adapt to the impacts of climate change</b> <i>Mitigar y adaptarse a los impactos del cambio climático.</i>	
<b>Promote equity and justice for all people</b> <i>Promover la equidad y la justicia para todas las personas.</i>	
<b>Improve housing affordability and build a diversity of housing types</b> <i>Mejorar la vivienda accesible y construir una diversidad de tipos de Vivienda</i>	
<b>Preserve Ventura's character while allowing for growth</b> <i>Preservar el carácter de Ventura mientras permitiendo el crecimiento.</i>	
<b>Preserve natural areas and open spaces</b> <i>Preservar las areas naturales y los espacios abiertos</i>	
<b>Support Ventura's Downtown and revitalize other commercial areas.</b> <i>Apoyar el Centro de Ventura y revitalizar otras areas comerciales.</i>	
<b>Support arts, culture and innovation</b> <i>Apoyar las artes, la cultura y la innovación.</i>	
<b>Empower all residents to participate in the decision-making process</b> <i>Empoderar a todos los residents para que participen en el proceso de tome de decisiones</i>	
<b>Improve public facilities and services</b> <i>Mejorar las instalaciones y los servicios publicos</i>	
<b>Promote walking, cycling and transit</b> <i>Promover la caminata, el ciclismo y el tránsito</i>	

Priority   Prioridad	Vote (pick three)   Voto (elige tres)
<p><b>Mitigate and adapt to the impacts of climate change</b>  <i>Mitigar y adaptarse a los impactos del cambio climático.</i></p>	
<p><b>Promote equity and justice for all people</b>  <i>Promover la equidad y la justicia para todas las personas.</i></p>	
<p><b>Improve housing affordability and build a diversity of housing types</b>  <i>Mejorar la vivienda accesible y construir una diversidad de tipos de Vivienda</i></p>	
<p><b>Preserve Ventura's character while allowing for growth</b>  <i>Preservar el carácter de Ventura mientras permitiendo el crecimiento.</i></p>	
<p><b>Preserve natural areas and open spaces</b>  <i>Preservar las áreas naturales y los espacios abiertos</i></p>	
<p><b>Support Ventura's Downtown and revitalize other commercial areas.</b>  <i>Apoyar el Centro de Ventura y revitalizar otras áreas comerciales.</i></p>	
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<p><b>Improve public facilities and services</b>  <i>Mejorar las instalaciones y los servicios públicos</i></p>	
<p><b>Promote walking, cycling and transit</b>  <i>Promover la caminata, el ciclismo y el tránsito</i></p>	



## Additional Thoughts Pensamientos adicionales

### What do you love about Ventura? ¿Qué te encanta de Ventura?

LIVE ON MAIN STREET FOR OUTDOOR DINING!  
LOVE THE COMMUNITY!

I agree, keep main street closed - great atmosphere + great for businesses

The Vibe - Keep it small + COOL. Yes, keep it funky!

The history  
Live Music main street music

Nice town - very friendly

**VENTURA P.D.**

- Has more natural than Northern Eastern Ventura County
- I LOVE SMALL TOWN FEEL
- Keep Main Street closed - Love it!

Everything from Ojai - Oxnard

The beach

Main Street Mues THE CITY CENTER

One Bungalow!! Community Park! Business Pop-up Center!

**OVER DEVELOPED for Water**

stop developing farm land + open spaces

Build up, not out  
Tender Life Maternity Care

### What needs to be changed? ¿Qué necesita cambiar?

LESS DEVELOPMENT... TOO OVERCROWDED.  
WHAT HAPPENED TO VENTURA BEING A SMALL BENCH + ARCHITECTURE TOWN?

ON SEAWARD AVE, ~~3000~~ light traffic lights, 30 miles ~~not~~ SO

**OPEN UP MAIN STREET!!!**

More metered parking  
Don't micro-manage business owners + building codes

Less development downtown - Spread it out!!  
East Ventura

More parking structures Affordable housing

Less school parking Mixed use development with housing, retail, businesses

Mix public restaurant downtown

Homeless services public housing

Supportive housing

**SKATE PARK!**

BETTER ONE! Fix outdoors!

Main St close permanent + more signs → less safety and security for school? Future!

No MORE CITY AND Big Business profit or Development

The city is selling our city out for more profits and higher taxes

yourself More parks

Community POOL! Please

**STOP CONVERTING COMMERCIAL PROPERTY TO RESIDENTIAL**

Street lighting on Thompson in front of VSCORP

