

City of Ventura

General Plan Update

Draft Revised Vision Statement

The following document provides revisions to the vision statements in the 2005 General Plan based on feedback from the community and GPAC. The document also captures the core values that have emerged from the input so far about a desired future for Ventura.

Core Values

Ventura is a unique and special place that is “almost paradise”. The residents of the community share common values that form the bedrock for the future of the city. These values are...

1. Small Town Character, including unique neighborhoods, a thriving Downtown and beautiful public spaces.
2. A City for all people that promotes diversity and advances equity and justice
3. A balance between the city’s evolution and the preservation of the characteristics that make Ventura unique and special.
4. Housing for all people
5. Access to nature and open spaces
6. Taking dramatic steps to address climate change and resilience
7. A commitment to innovation and creativity
8. Responsive and accessible government
9. An active and engaged community
10. Fiscal health and stability

General Plan Strategies

In order to achieve the vision, Ventura will...

Environment

- Take steps to address climate change, including carbon neutrality, sea level rise, heat and wildfires

- ~~Seeks Advance~~ sustainability by simultaneously promoting ecological health, economic vitality, and social well-being for current and future generations
- Acts as an environmentally responsible model for other coastal areas
- Protects and restores the ~~natural~~ character of Ventura's beaches, ~~ocean views~~ coastline, hillsides, barrancas, ~~and~~ rivers and other natural areas for their environmental function and as a scenic backdrop that supports a ~~for its~~ high quality urban environment

Economy

- Develops a flourishing and balanced economy by encouraging a broad range of high quality employment and entrepreneurial opportunities, including small and local businesses
- ~~Encourages private~~ Expand economic development opportunities to ~~that~~ supports public services and amenities associated with high quality of life for Ventura residents
- Promote a transition toward a green economy, attracting environmentally-friendly businesses and businesses practices.
- Has Support a vital, prosperous, and stable economy while maintaining its small-town feel.
- ~~Is noted for private and public sector cooperation that enhances economic vitality~~
- ~~Actively participates in regional economic development efforts~~

Planning ~~7~~ and Design, and ~~Circulation~~

- Retains Ventura's ~~its~~ character as an attractive coastal town by growing slowly and sustainably ~~7~~ and by emphasizing its history, diversity, and natural environment
- Address the housing crisis by expanding the number of housing units, the diversity of housing types and range of affordability.
- Cherishes its distinctive, diverse, and eclectic neighborhoods, and preserves their character Preserve the character and uniqueness of the residential neighborhoods.
- Strengthen the Downtown by supporting businesses and expanding the diversity of uses including retail, entertainment, tourism, and housing.
- Revitalize underutilized commercial areas (such as corridors and the mall) with a diversity of residential and non-residential uses

Circulation

- Has safe, accessible, and balanced transportation that promotes multiple modes of travel to local and regional destinations. Prioritize the expansion of the pedestrian and bicycle network to support multimodal transportation options for residents of all ages.
- Improves public transportation service and access to accommodate local, cross-town and regional travel
- Capitalizes on emerging transportation technologies to improve the quality of life and advance environmental outcomes of Ventura

Social Activity

- Take action to address social equity and justice
- ~~Strive to be known as~~ an inclusive, diverse, and tolerant place that welcomes and celebrates all people
- ~~Provides~~ Strive for all residents to have access to quality and affordable health and social services
- Recognizes the importance of children and seniors by providing exceptional cultural, educational, and social support programs
- Offers a diverse range of active and passive recreation for residents and visitors of all ages and abilities
- ~~Is dedicated to educational excellence and an emphasis on lifelong learning~~
- Celebrates ~~and is enriched by~~ the arts and diverse cultural opportunities

Collaboration

- Encourages residents to collaborate with each other and City government in an informed, active, and constructive manner to assess and resolve common issues.
- Participate in regional initiatives that support climate change, social equity, resilience, economic development, and innovative transportation solutions, among other topics.