

In the future, Ventura is a city that...



Planning, Design, & Circulation

- Retains its character as an attractive coastal town by growing slowly and sustainably, and by emphasizing its history, diversity, and natural environment.
- Cherishes its distinctive, diverse, and eclectic neighborhoods, and preserves their character.
- Has safe, accessible, and balanced transportation that promotes multiple modes of travel to local and regional destinations.

What's missing?



Environment

- Seeks 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 its beaches, ocean views, hillsides, barrancas, and rivers as a scenic backdrop for its high quality urban environment.

What's missing?



Collaboration

- Encourages residents to collaborate with each other and City government in an informed, active, and constructive manner to assess and resolve common issues.

What's missing?

In the future, Ventura is a city that...



Social Activity

- Is known as an inclusive, diverse, and tolerant place that welcomes and celebrates all people.
- Provides all residents 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.

What's missing?



Economy

- Develops a flourishing and balanced economy by encouraging a broad range of high quality employment and entrepreneurial opportunities.
- Encourages private economic development that supports public services and amenities associated with high quality of life.
- Has 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.

What's missing?