

Visioning Survey Results

GPAC Review Version - October 19, 2021





Overview

Purpose of Survey

- Allow the public to provide comments on the "community values" developed by the General Plan Advisory Committee (GPAC)
- Identify locations for new development
- Determine potential land use changes in different areas of the city
- Ask questions to the public about development ideas raised by the GPAC. Examples include developing the SOAR areas, adding residential to industrial areas, and allowing multifamily housing in single-family neighborhoods.
- Identify other physical improvements in the city, primarily for parks, trails, open spaces and transportation
- Use the results to:
 - Advance the vision and community values for the General Plan
 - Identify "areas of change" for the land use alternatives phase of the General Plan update process
 - Identify desired land uses in specific geographic areas of the city

Survey Statistics

- Survey open from August 24-October 3, 2021
- 24 total questions on the survey
 - 2 questions about "community values"
 - 5 citywide "areas of change" questions"
 - 6 geographic-specific questions
 - 11 questions about the survey respondent (e.g., live or work in the City, age, race/ethnicity)
- Respondents
 - **1,505** respondents entered the survey and answered at least 1 question
 - **874** respondents completed the survey and clicked "submit"

NOTE: Not all respondents answered every question. The survey results include the number of respondents for each question in the survey.

How to Interpret the Data

- Survey map questions are represented through **heat maps**:
 - Heat maps help visualize where there are "clusters" of data (in this survey, we are looking at concentration of responses)
 - Higher intensity of color corresponds to a higher concentration of responses
- Other questions represented through bar and pie charts
 - Multiple choice (single choice)
 - Multiple answer (select all that apply)
- Open-ended questions summarized very briefly in text
 - The appendix has all the individual, open-ended responses in their entirety

Survey Challenges

- **Length:** required a time commitment to complete
- **Complicated:** questions require extensive thought/reflection
- **Accuracy:** map-based exercises provide generalized locations for potential uses; not specific parcels icons
- **Ease of Use/Accessibility:** difficult to answer mapping questions on mobile phone; lead to frustration from some respondents
- **Completeness:** Not all surveys were completed due to the above factors

Table of Contents: Summary of Results

Click on a topic below to “jump” to the specific results

[Demographics](#)

[Where Respondents Live](#)

[Where Respondents Work](#)

[Community Values](#)

[Locations for Townhomes/Single-Family](#)

[Locations for Multifamily Housing](#)

[Location for Mixed Use](#)

[Locations for Office Buildings](#)

[Locations for Industrial Uses](#)

[Locations for Other Employment Locations](#)

[Locations for Retail and Services](#)

[Locations for New Parks](#)

[Locations for Park Improvements](#)

[Locations for New Trails](#)

[Locations for Other Open Spaces](#)

[Locations for Street Life/Mixed Uses](#)

[Housing in Industrial Areas](#)

[Infill in Existing Single-Family Neighborhoods](#)

[Potential Annexation Areas](#)

[City Golf Course](#)

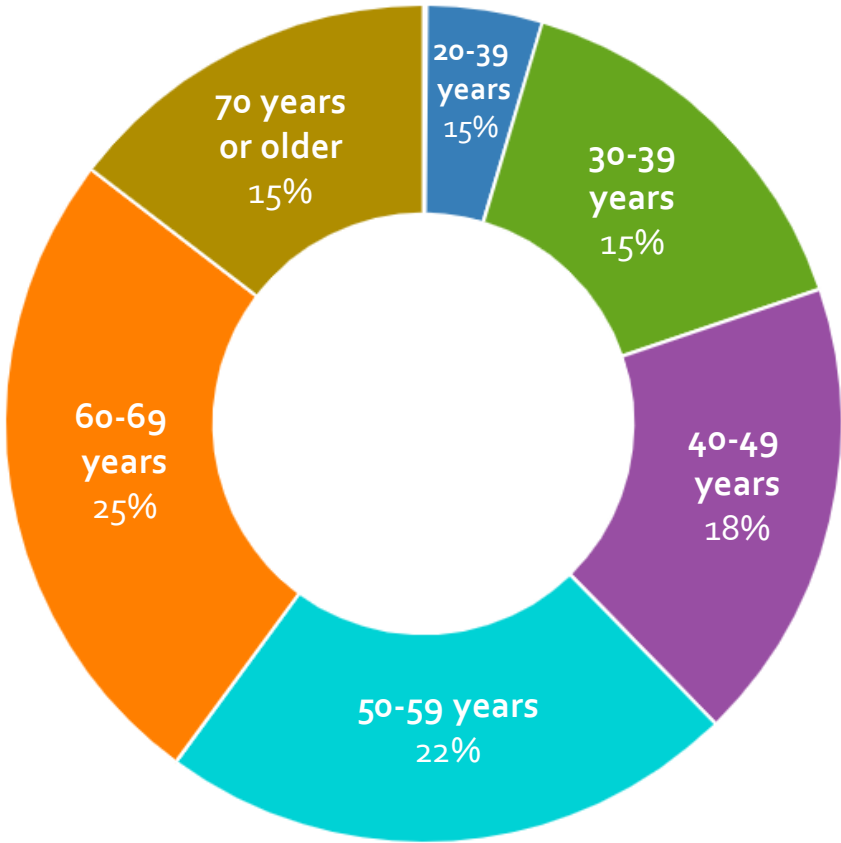
[County Fairgrounds](#)

[Additional Ideas](#)

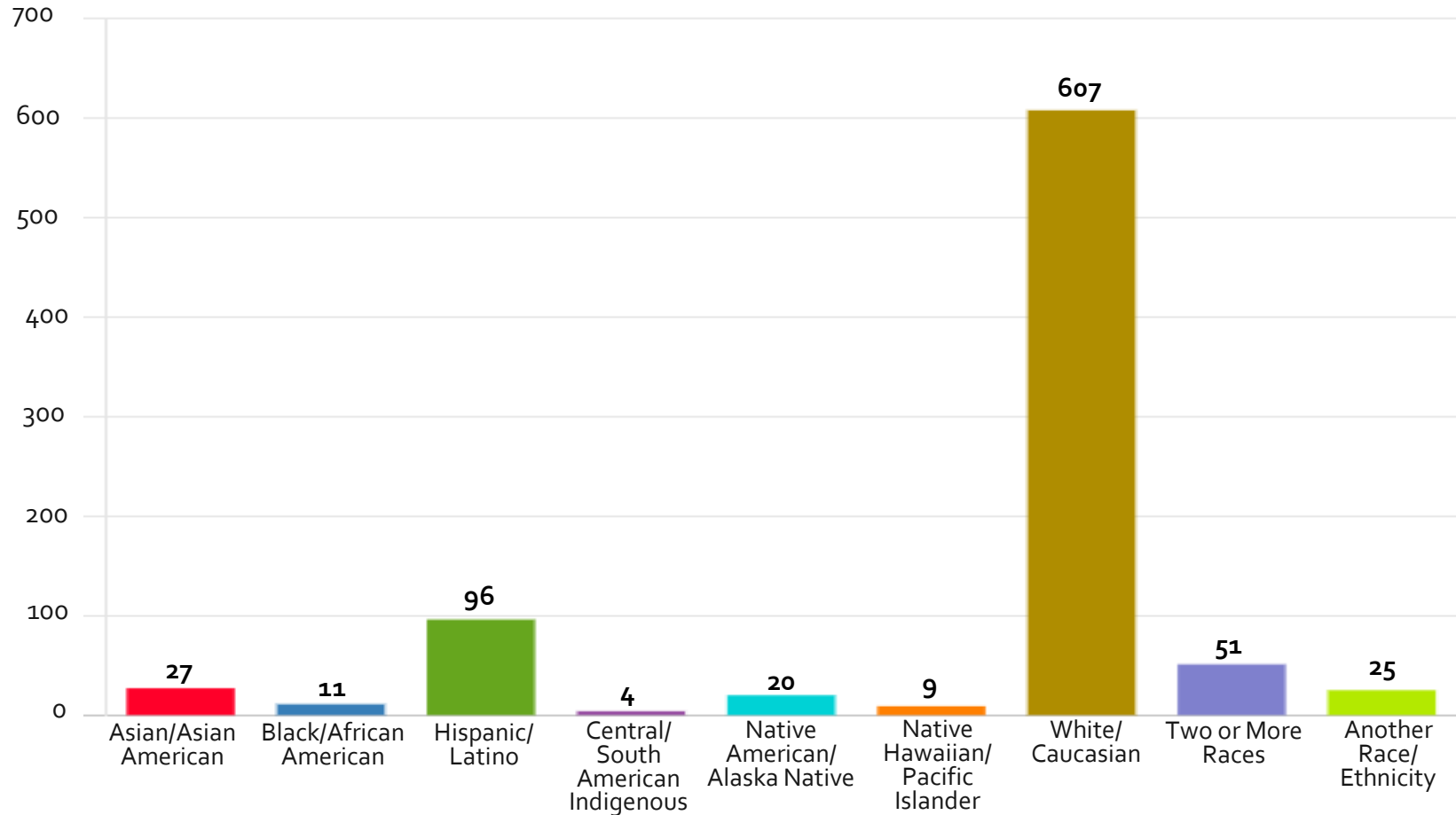


Demographics of Survey Respondents

Age and Race/Ethnicity

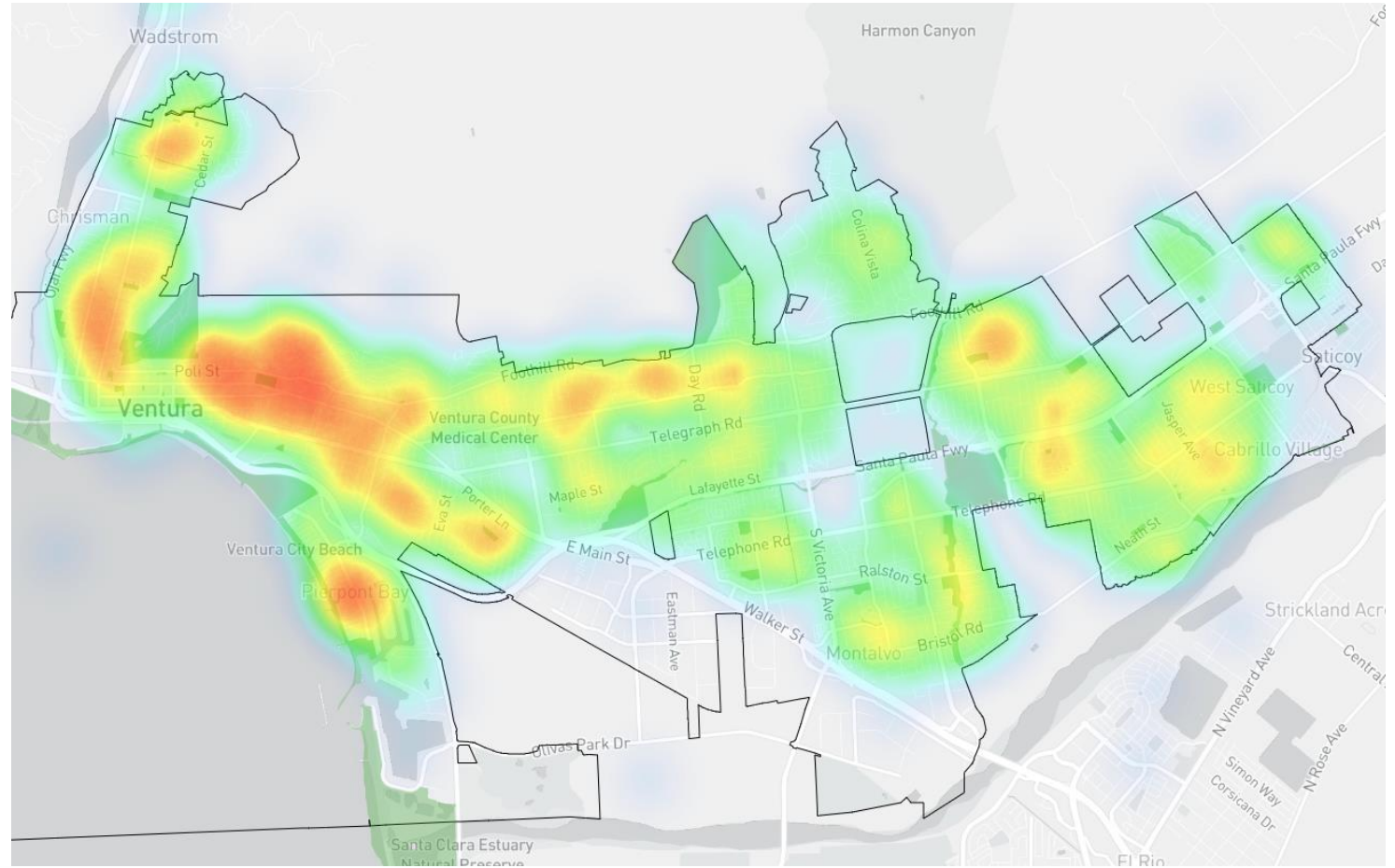
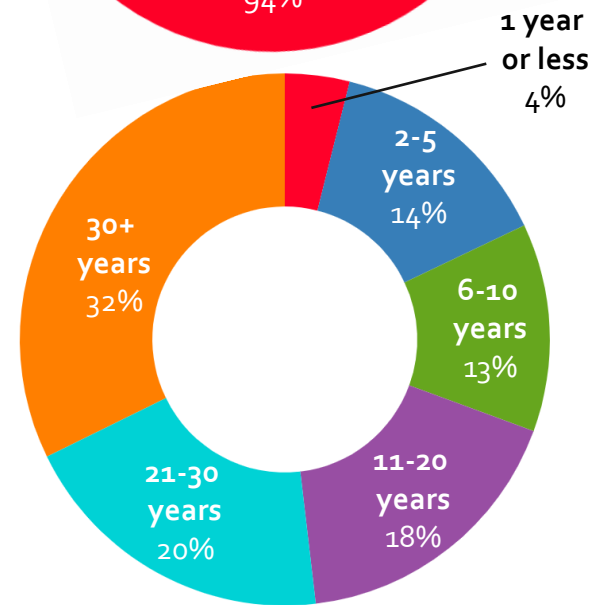
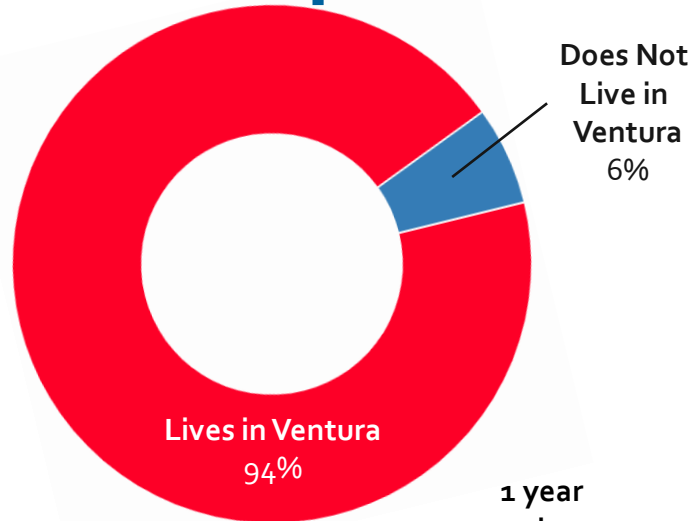


Total: 849



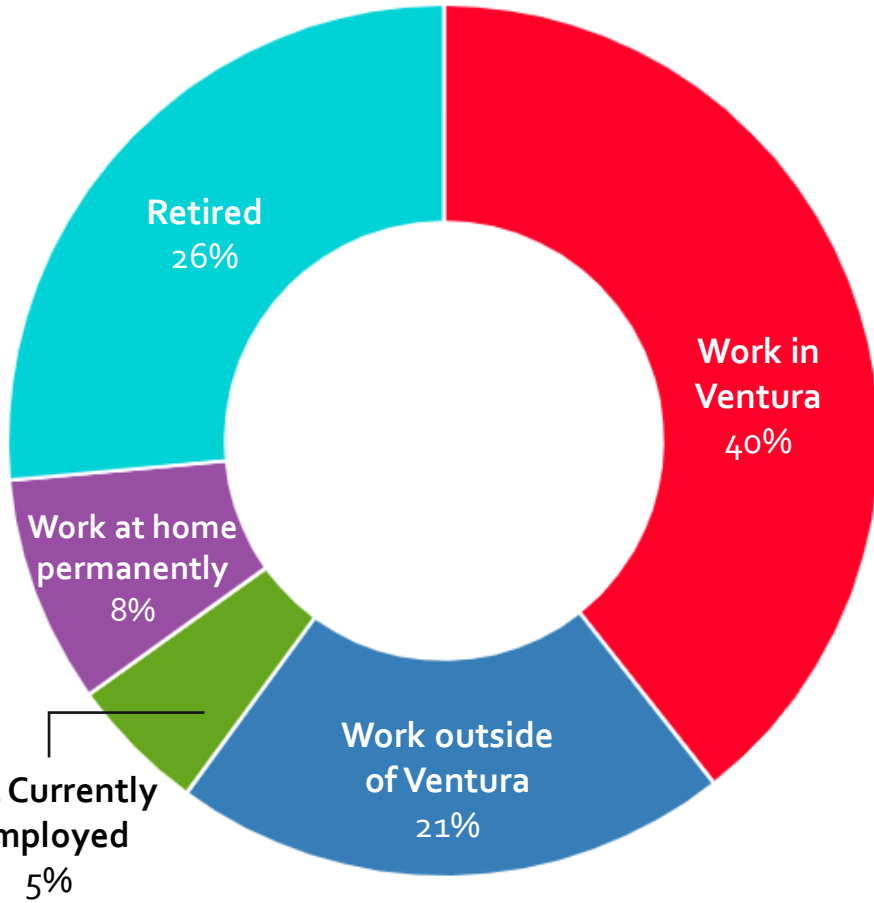
Total: 770

Where Respondents Live

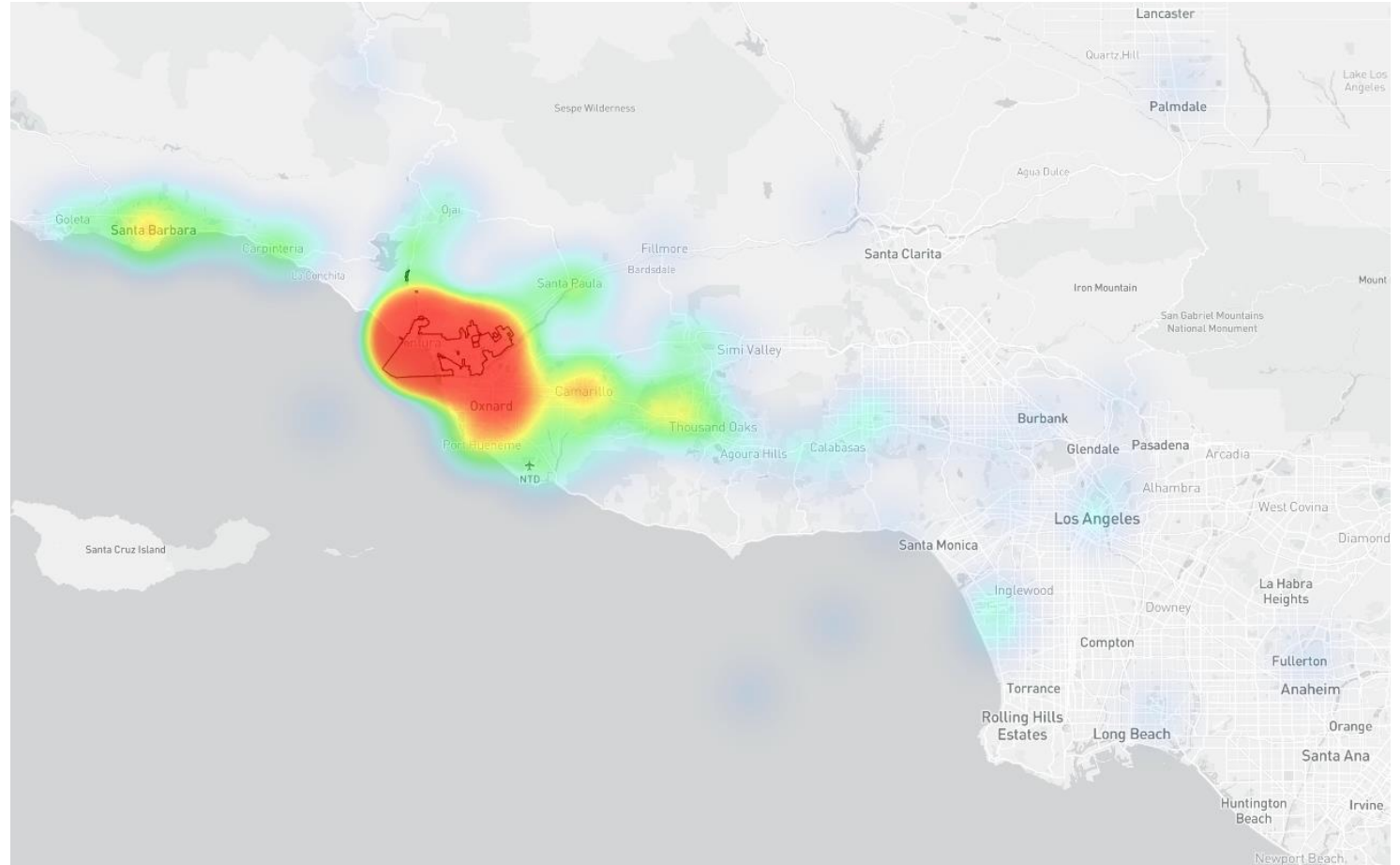


Total: 836

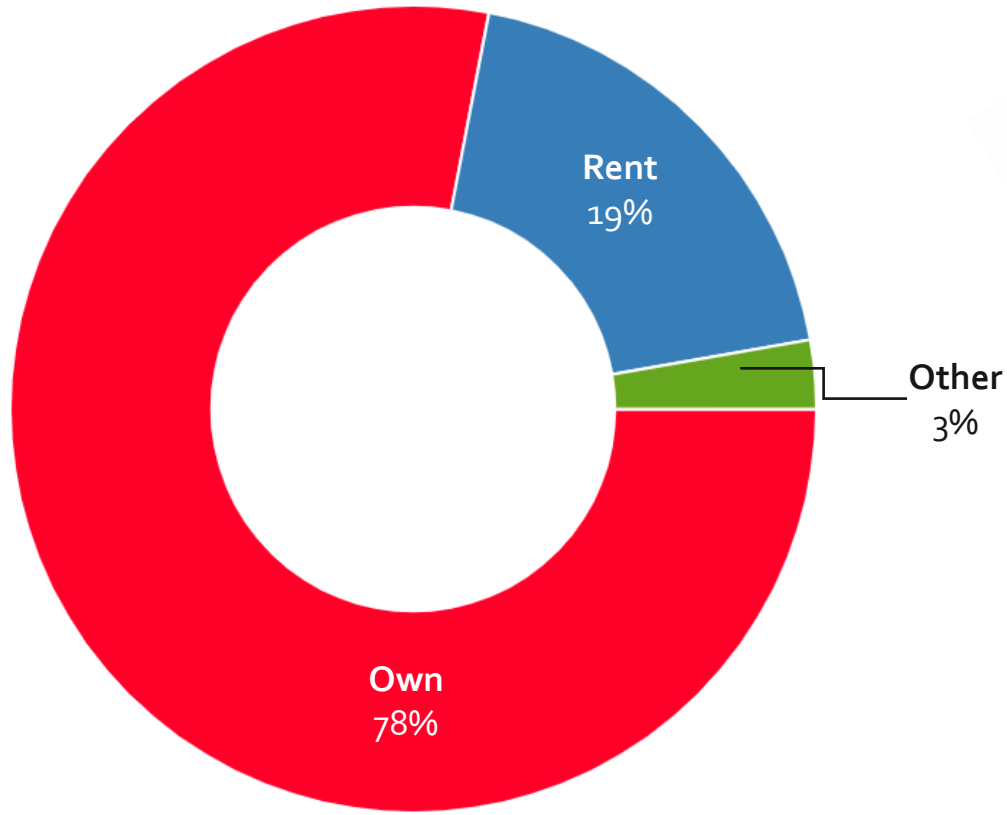
Where Respondents Work



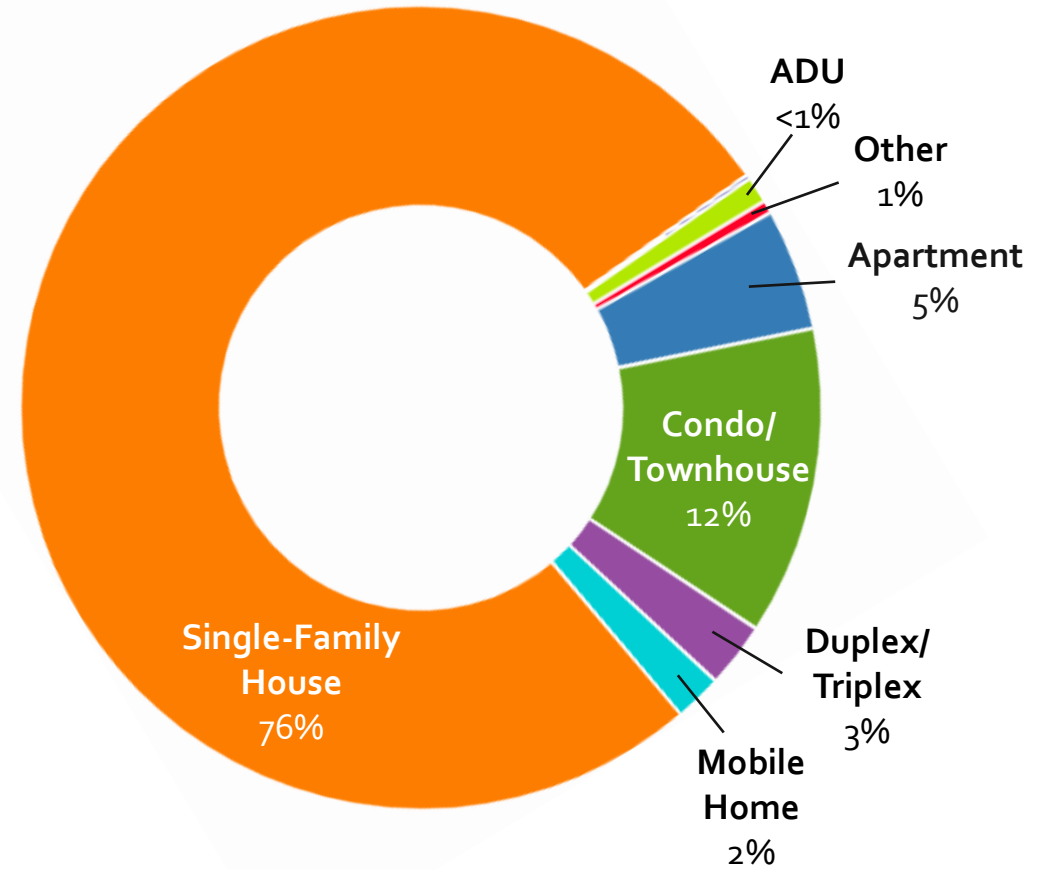
Total: 866



Housing Status

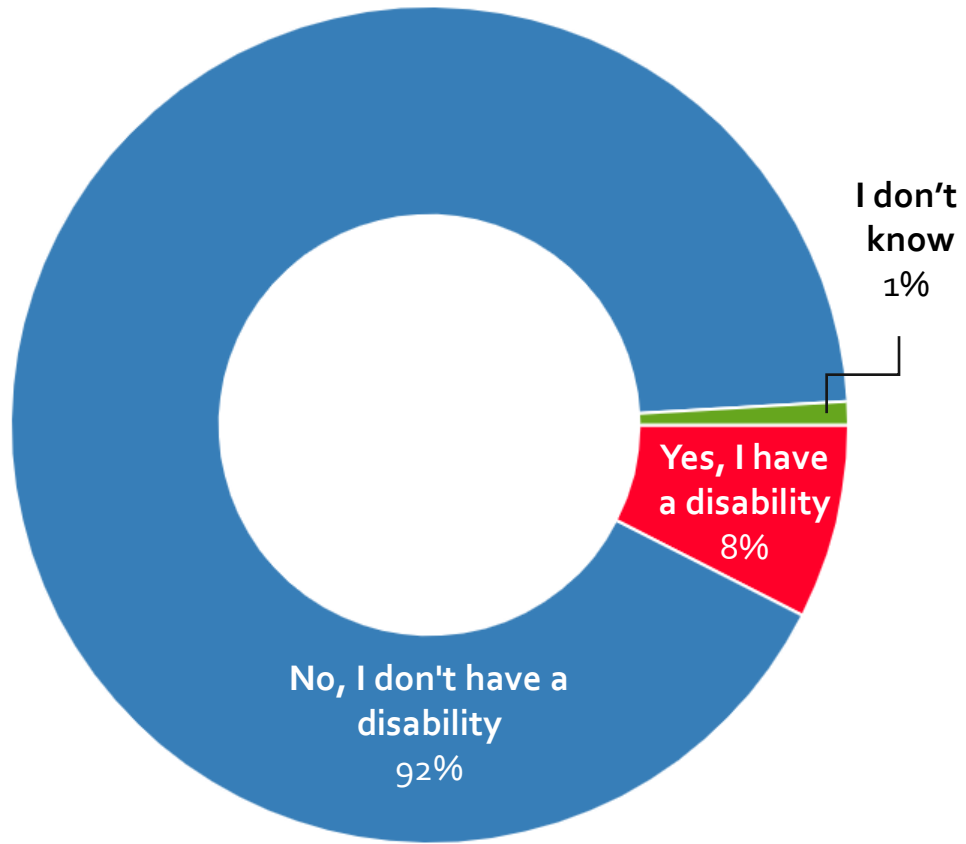


Total: 582

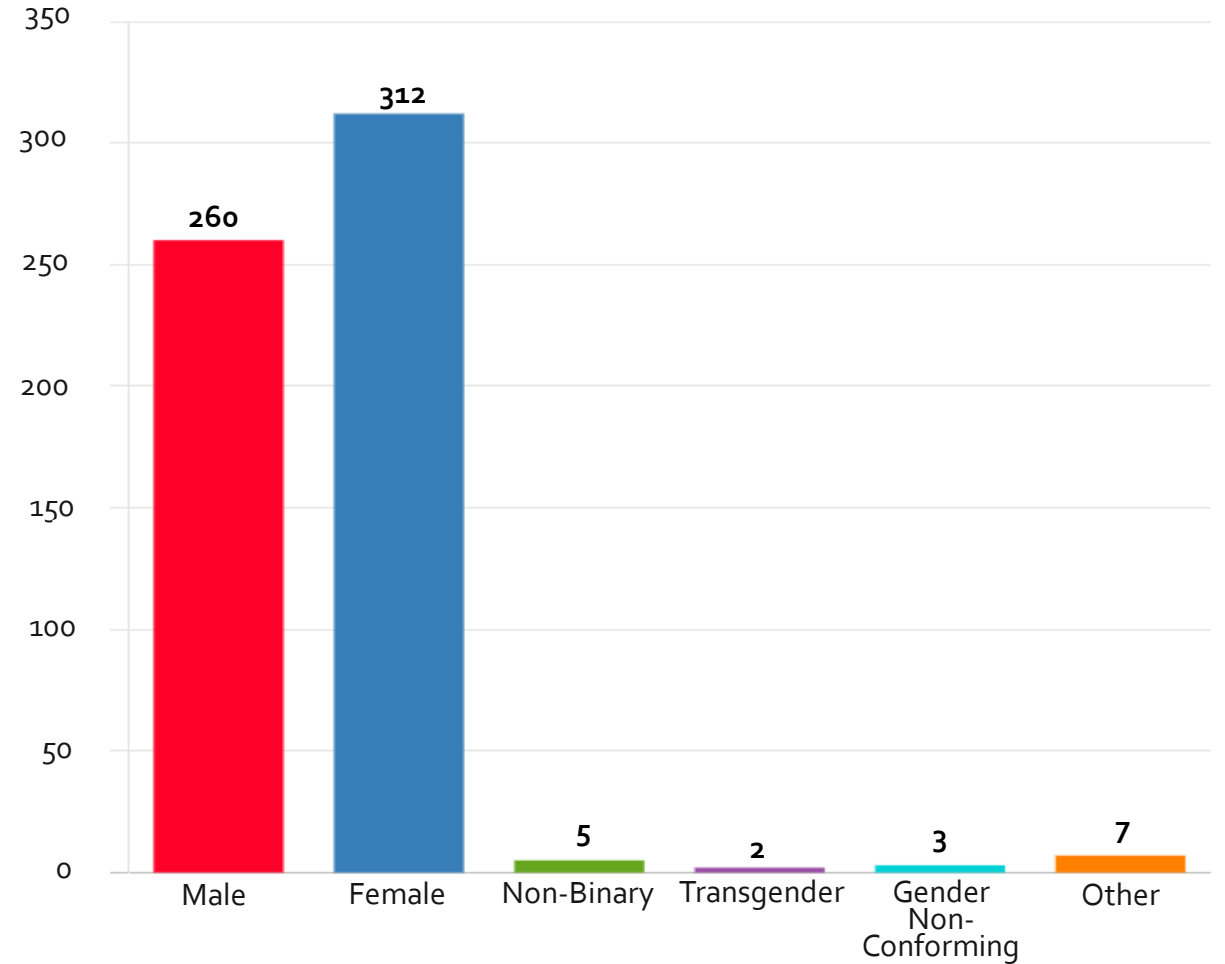


Total: 571

Disability and Gender Identity

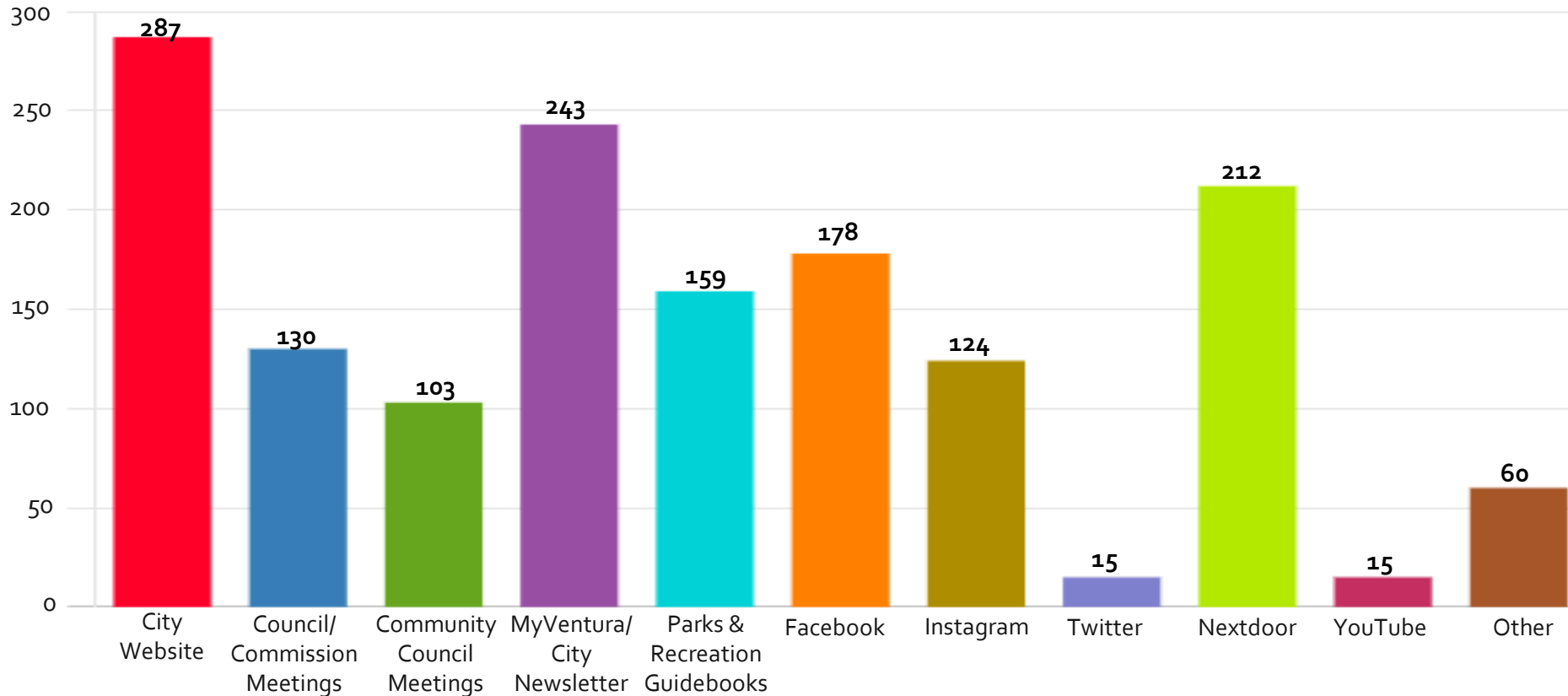


Total: 559



Total: 589

Sources for News/Events



Total: 547

Other sources mentioned:

- Local newspapers: Ventura Breeze, Ventura County Star, VC Reporter, KCLU
- News channels: KEYT-TV
- Word of mouth: neighbors, friends, personal contacts
- Community and social groups: Manos Unidas Ventura, Westside Community Council, Ventura Corporate Games, Downtown Ventura Partners
- Other government agencies: Ventura County Area Agency on Aging, Chamber of Commerce

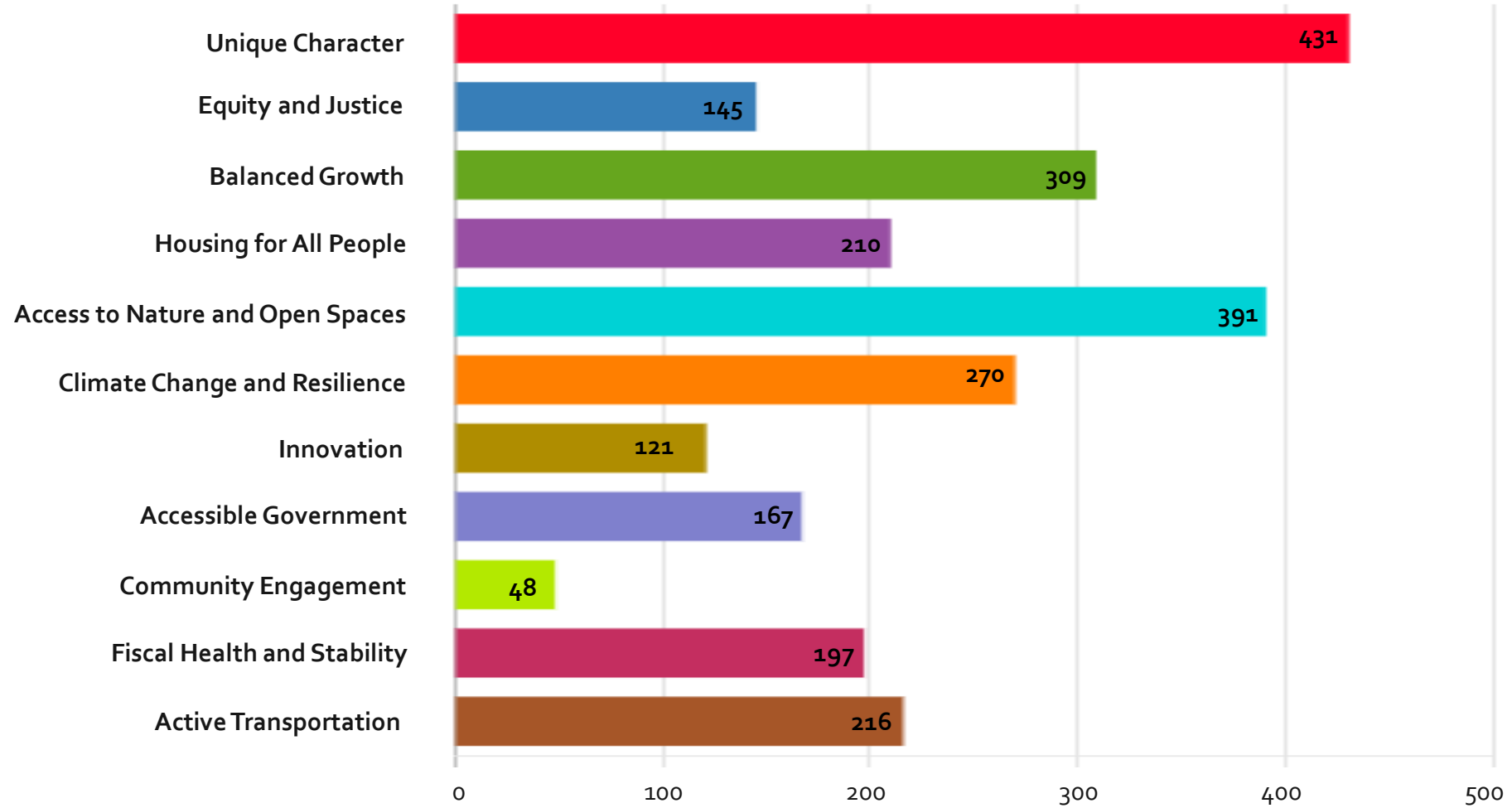


Community Values

Question 5: What community values are most important to you?

Respondents reviewed a list of draft community values and selected three that were the most important to them.

Community Values



Other Comments on Community Values

Respondents were asked if any community values were missing. Many expressed that they cared about more than just three values. Aside from this, some of the most common responses include:

- Public safety/crime: provide safe streets, low crime, and healthy neighborhoods; expand fire and EMS services
- Cleanliness: clean up trash and graffiti; provide trash disposal and hygiene services for homeless encampments
- Infrastructure: maintain and repair infrastructure; ensure it can support both present and future growth
- Water supply: ensure adequate water resources for current and future residents; some respondents proposed desalinization as a potential strategy
- Arts and creative economy: broaden access to arts education; strengthen and support cultural organizations/creative businesses
- Business growth: support and attract high-quality, long-term employers
- Mental health: prioritize mental health and wellness services, particularly for homeless individuals
- Walkability and accessibility: create a more pedestrian and bicycle-friendly city with easy access to amenities
- Restrict growth: prevent overbuilding and overcrowding and preserve quality of life
- Family-friendly community: provide quality education and childcare



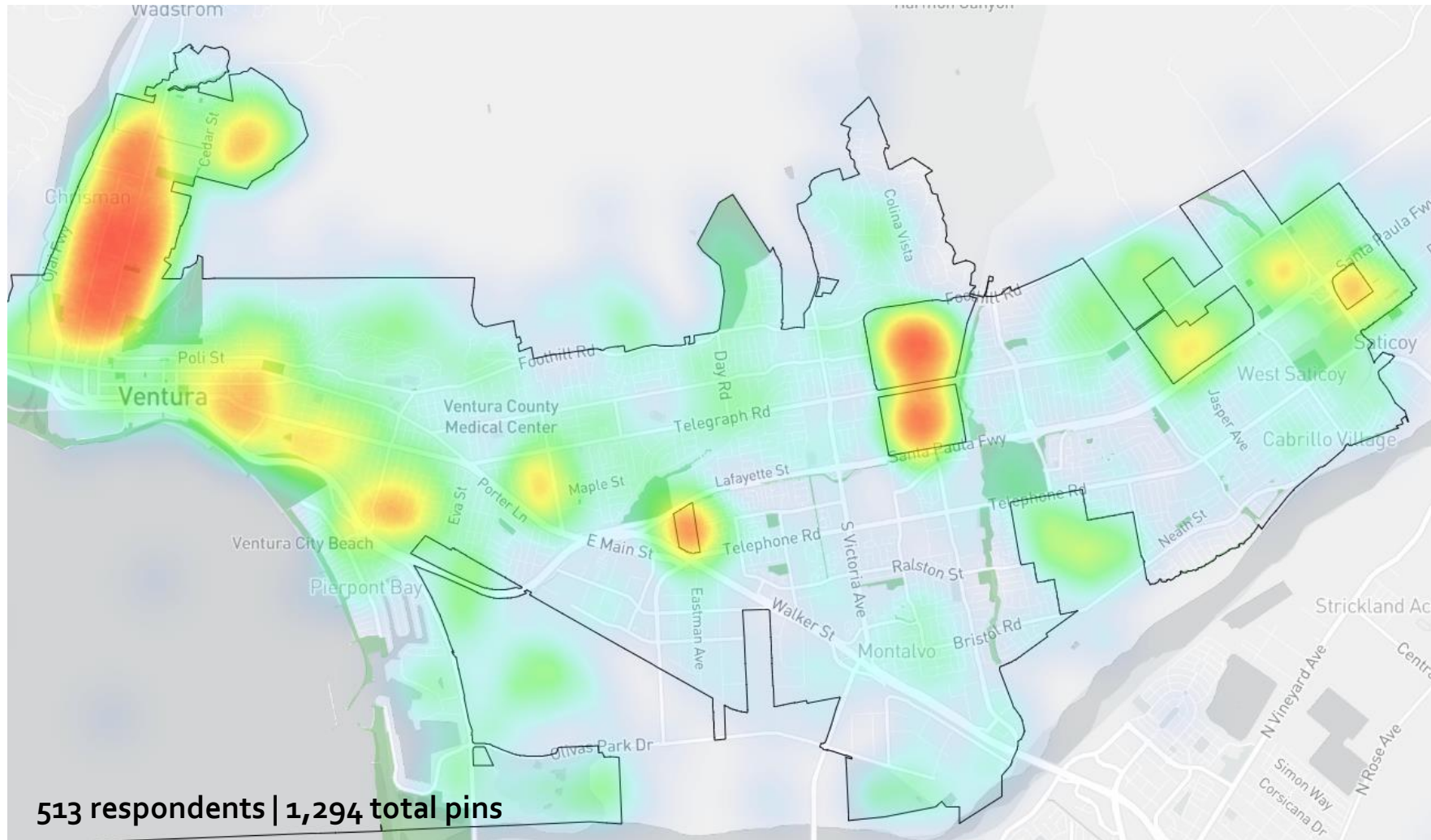
Citywide Questions

Question 6: Where would you like to see more housing?

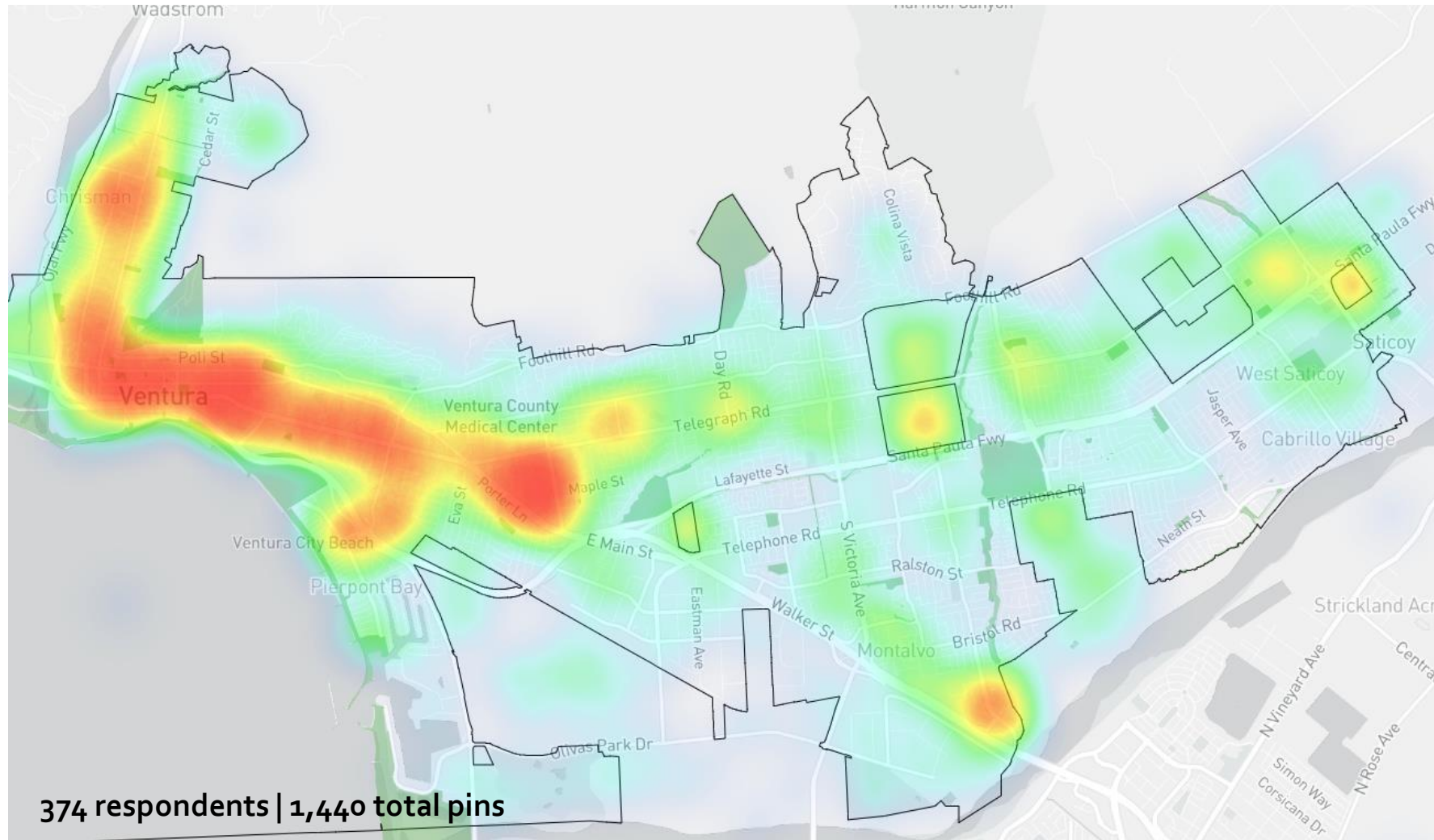
Respondents placed icons on a map for:

- Townhomes/Small Lot Single Family*
- Multi-family Buildings*
- Mixed Use with Residential Over Retail/Commercial*

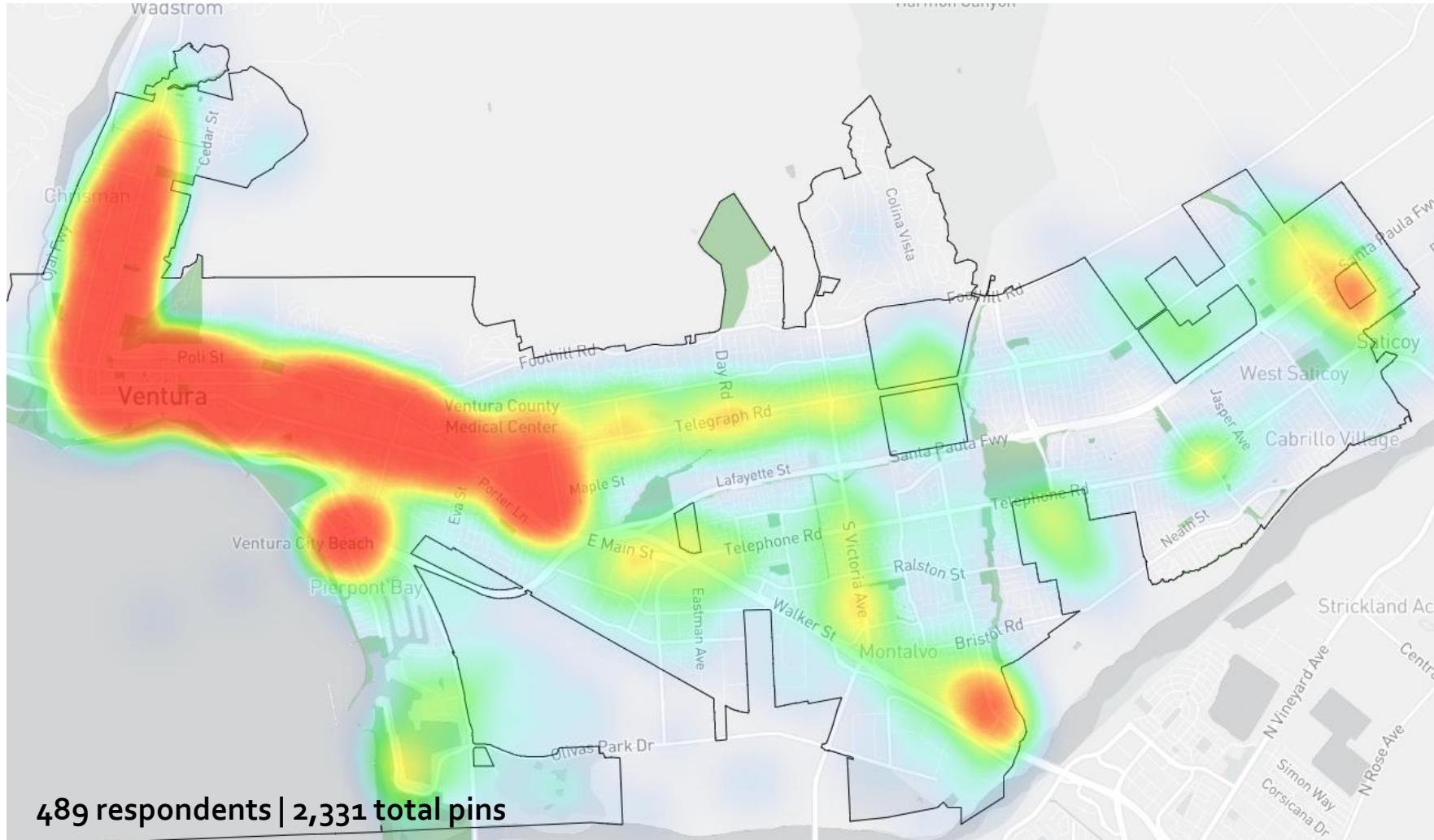
Locations for Townhomes/Small Lot Single Family



Locations for Multifamily Housing



Location for Mixed Use (Residential Over Retail)

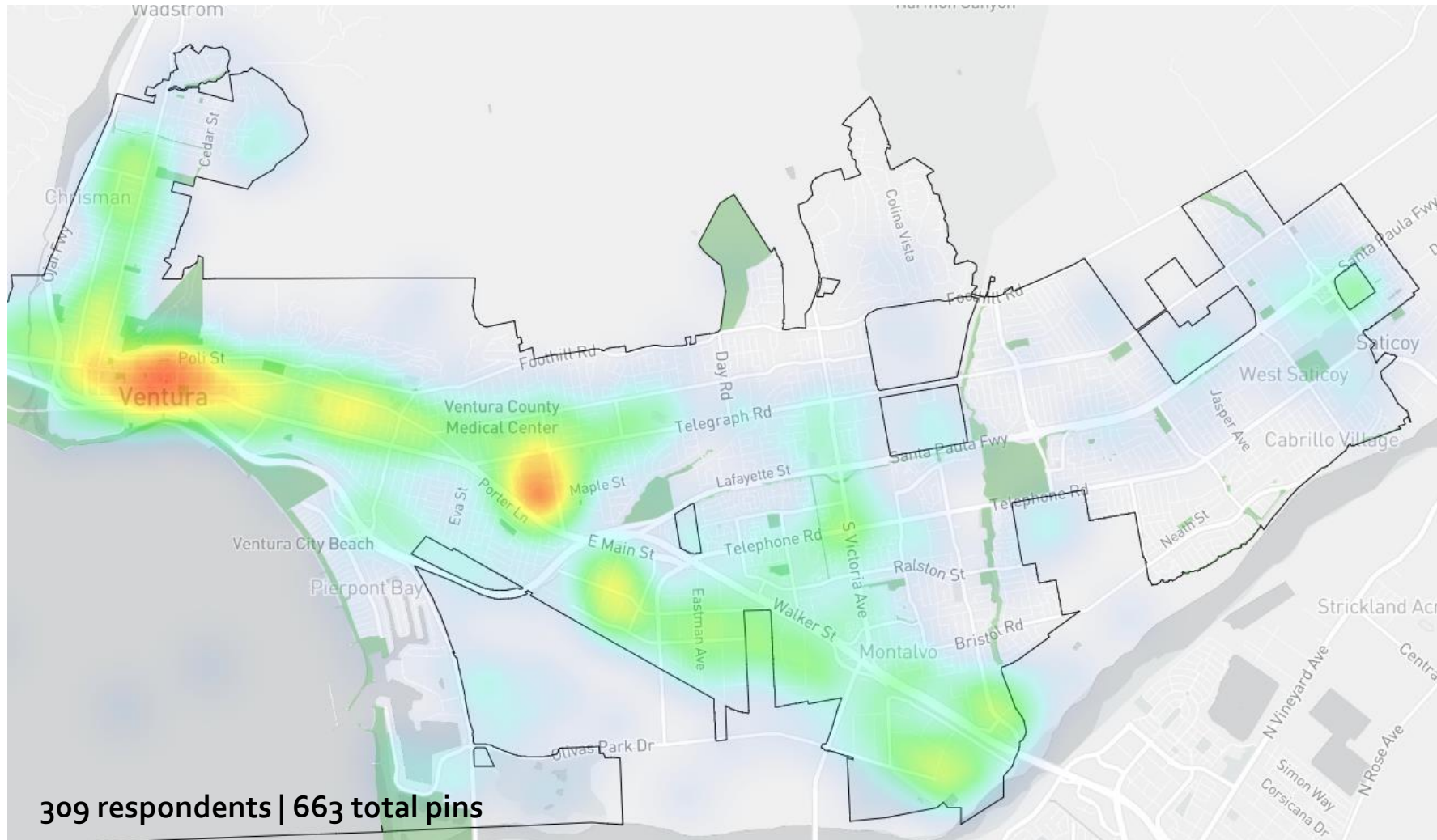


Question 7: Where would you like to see new or expanded office and industrial uses?

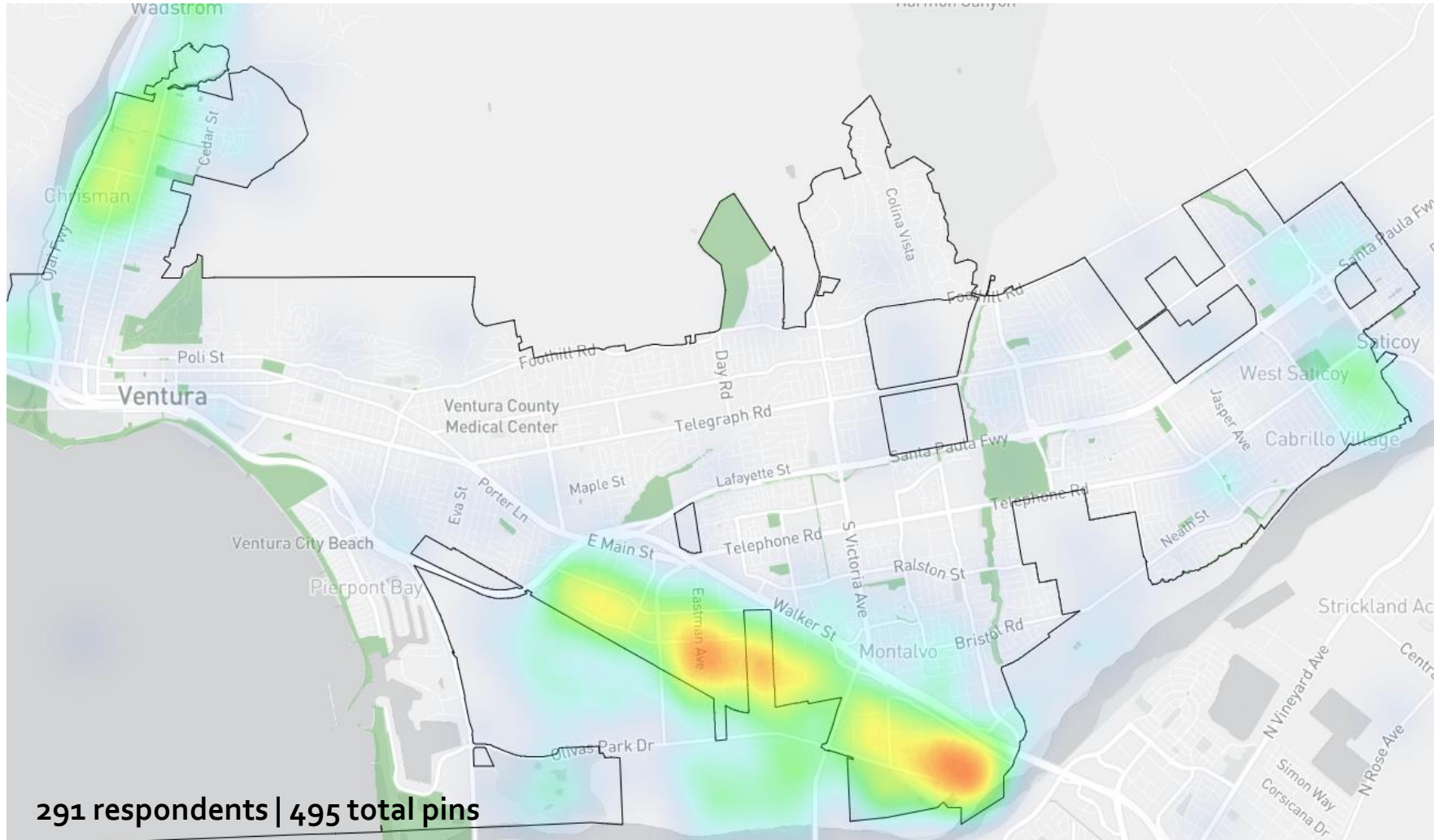
Respondents placed icons on a map for:

- Office*
- Industrial*
- Other Employment Uses (icon with the ability to provide a comment for each location)*

Locations for Office Buildings



Locations for Industrial Uses



Other Employment Uses

Ideas for other employment uses included:

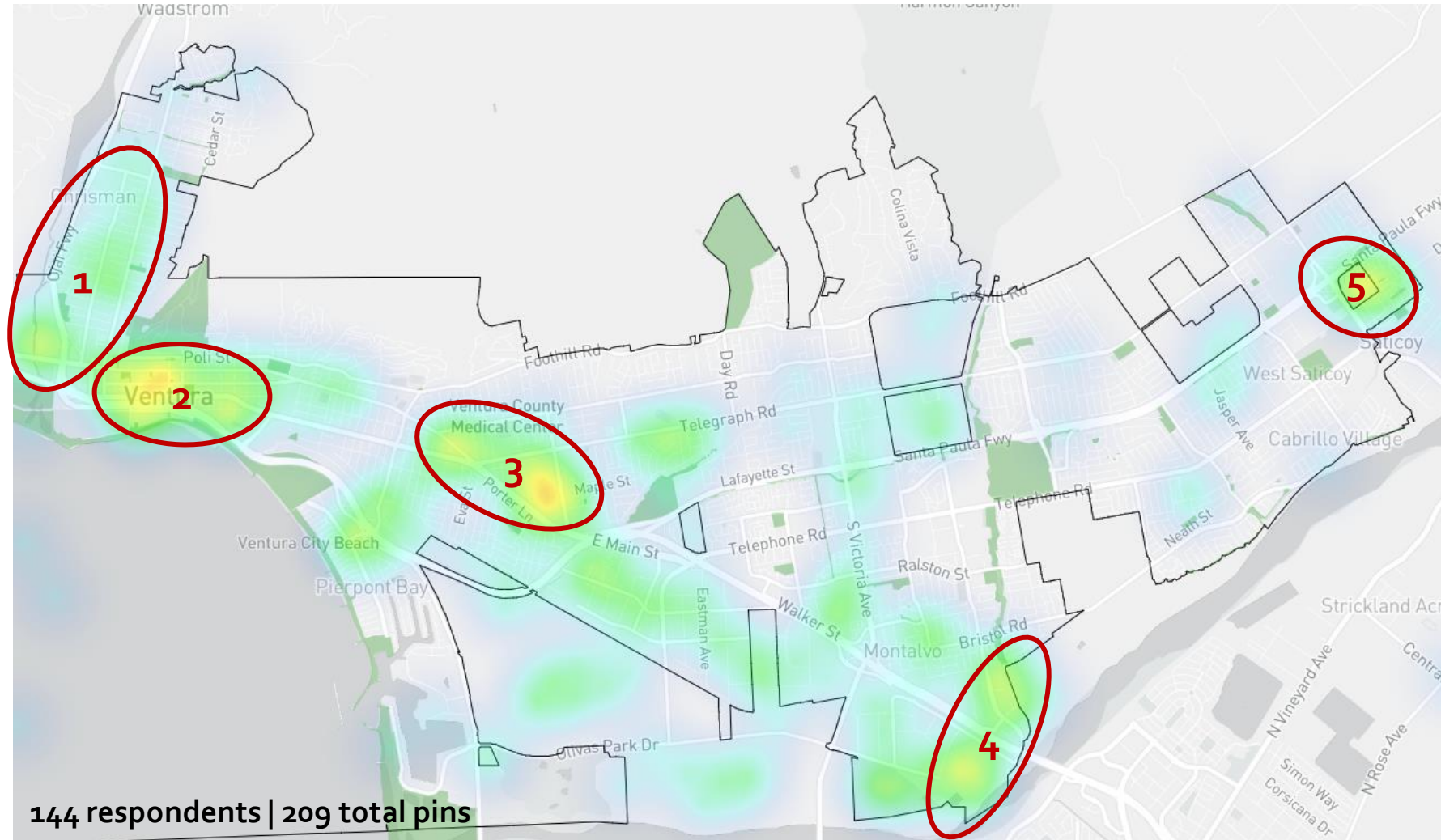
Area 1: Light industrial and warehousing, boutique retail, and arts studios/organizations

Area 2: Arts and civic institutions, mixed use housing, coworking spaces, small shops/restaurants

Area 3: Open-air markets, entertainment venues, tech companies, small/local businesses

Area 4: Groceries/retail, coworking space, warehousing

Area 5: High tech/alternative energy, light industry, groceries, restaurants



Question 8: Where would you like to see new neighborhood services such as grocery stores, salons, markets, dry cleaners, hardware stores, etc.)?

Respondents placed icons on a map and some provided a comment with more specific ideas.

Locations for Retail and Services

Ideas for retail and services included:

Area 1: Grocery store/supermarkets, restaurants, tourist-serving retail

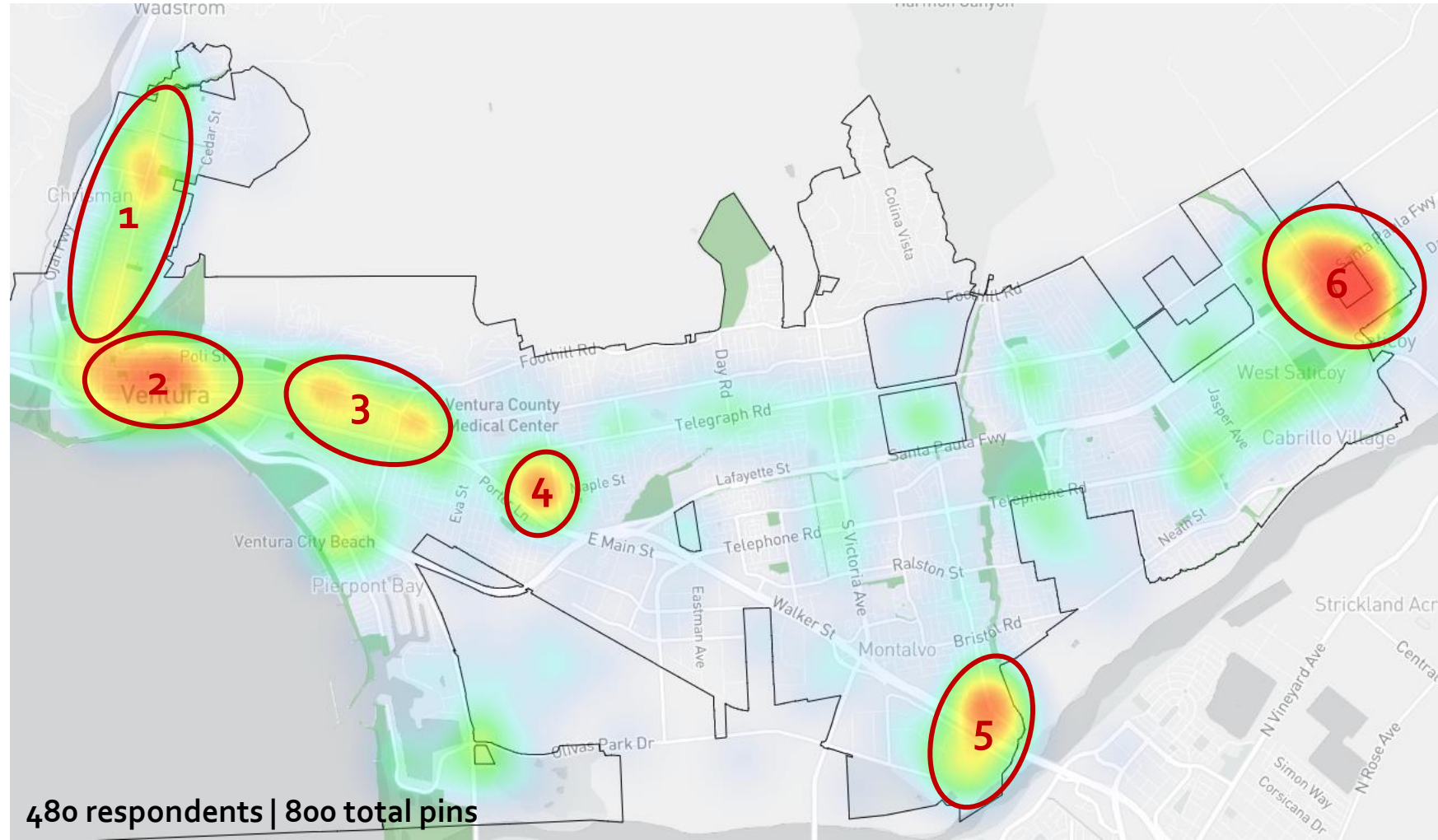
Area 2: boutique retail, mixed use developments, restaurants,

Area 3: Grocery store/supermarket, restaurants, boutique retail

Area 4: Higher-quality store selections, farmers markets, tourist-serving retail

Area 5: Grocery store/supermarket, restaurants, big box store

Area 6: Grocery store/supermarket, restaurants, neighborhood-serving retail

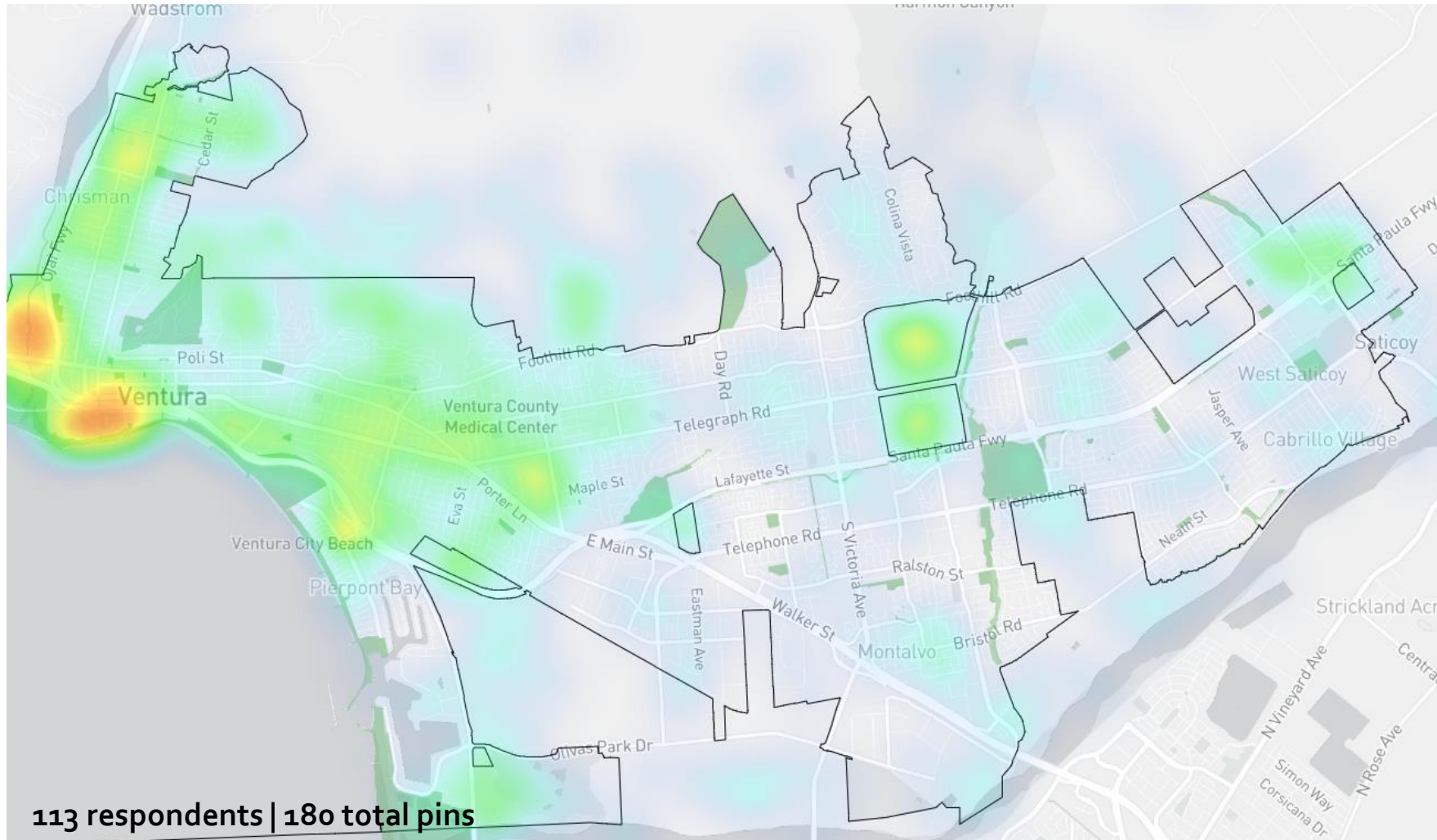


Question 9: Where would you like to see new or improved parks and open spaces?

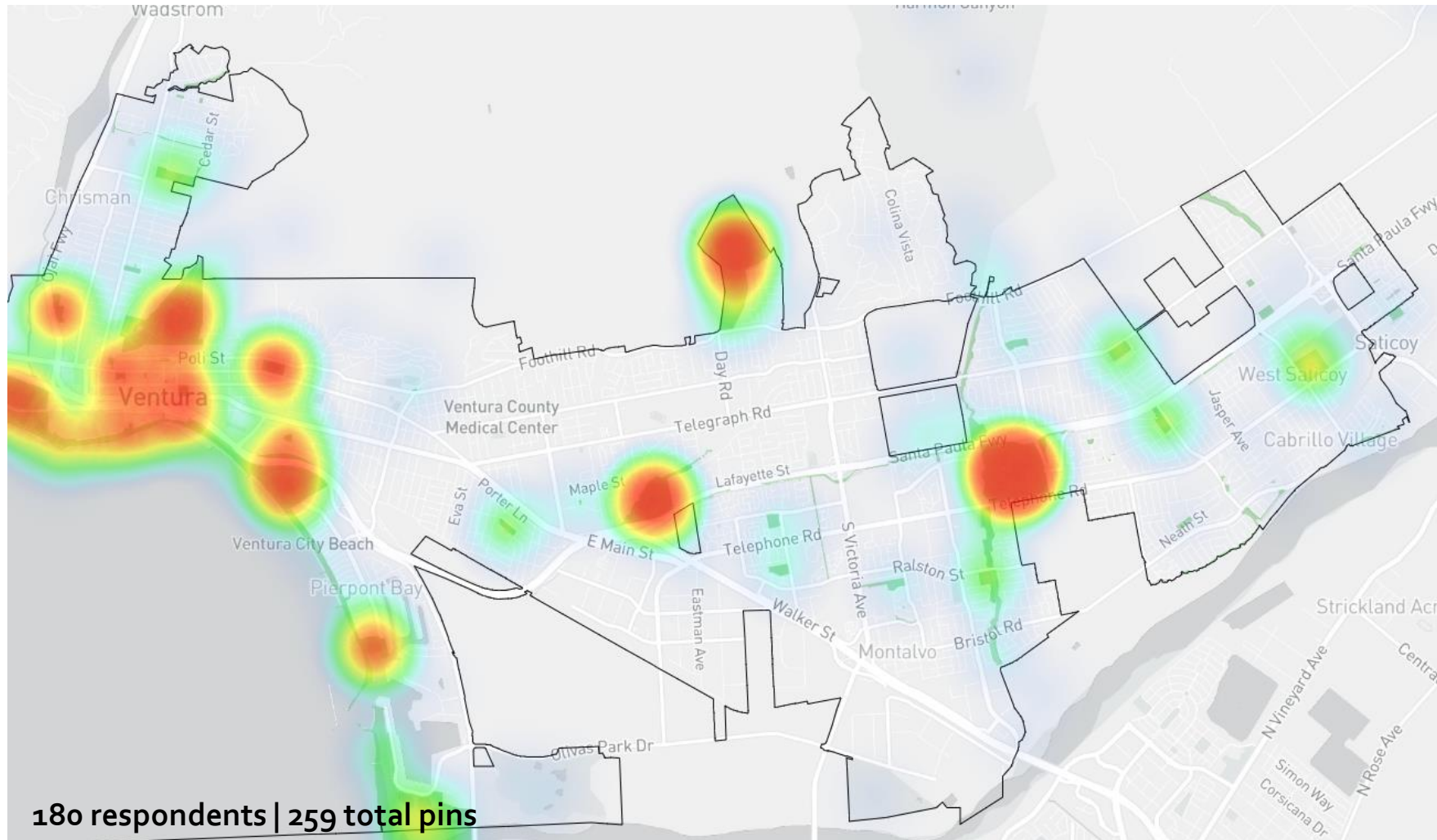
Respondents placed icons/lines on a map for:

- New Parks*
- Improvements to Existing Parks*
- New Trails (respondents were able to draw a line for the location of new trails)*
- Other Open Space Ideas (respondents were able to place icons and provide a comment for each location)*

Locations for New Parks



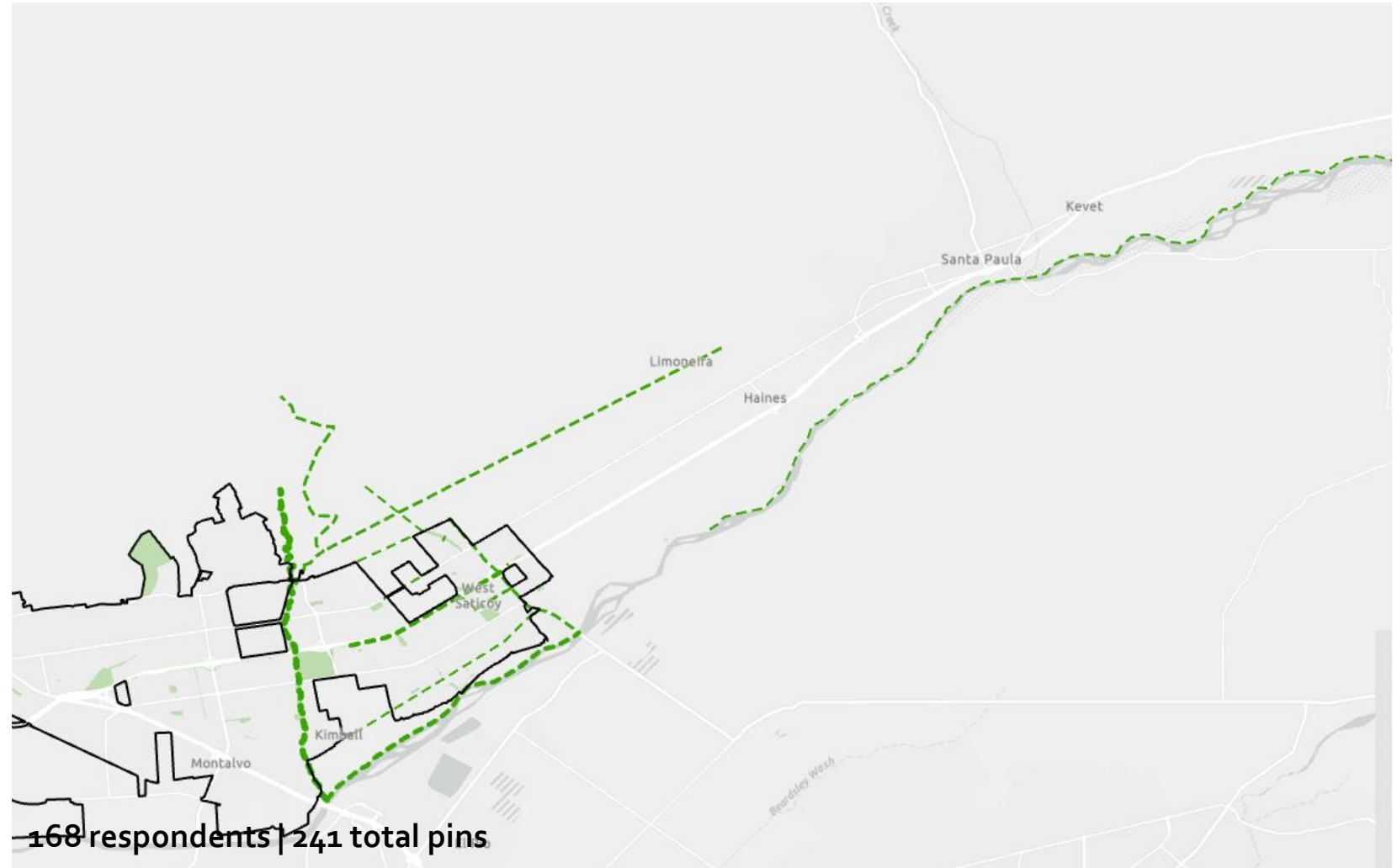
Locations for Improvements to Existing Parks



Locations for New Trails

New trail ideas:

- *All concentrated in eastern side of City*
- Connecting the Hillsides to the Santa Clara River via Harmon Barranca
- Connecting Harmon Barranca to eastern boundary of City along the Santa Clara River
- Trail along State Route 126 (Santa Paula Fwy)
- Pedestrian bridge across State Route 126 (Santa Paula Fwy)
- East-west trails to connect existing Hillside trails
- Connecting Montalvo to Saticoy along the railroad
- Regional trail along the Santa Clara River



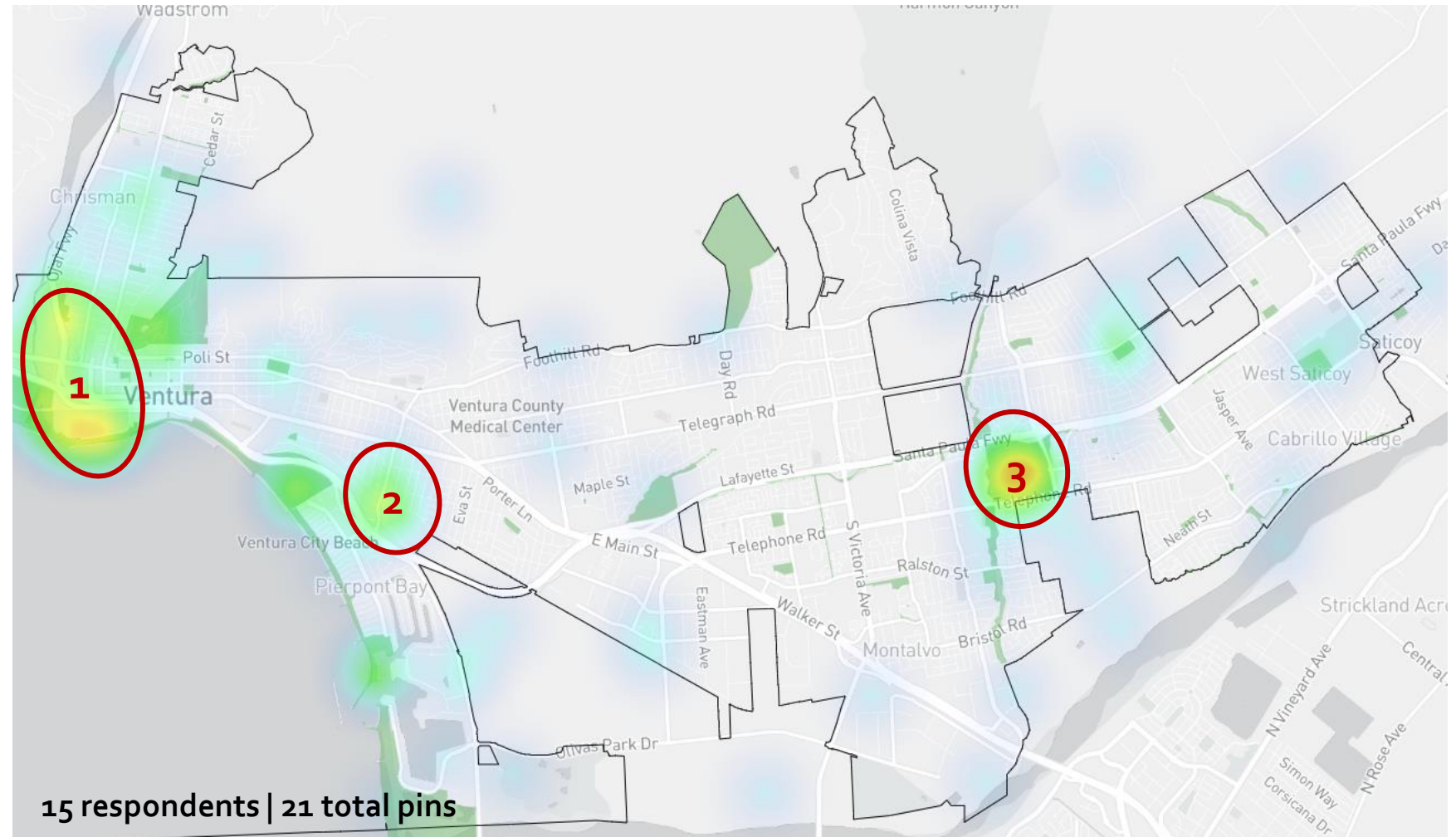
Locations for Other Open Space Ideas

Ideas for other open spaces included:

Area 1: Sound/dust barrier along SR 33 (Ojai Fwy), improve + extend sidewalk/bicycle lanes, increase tree canopy, clean up river

Area 2: Natural habitat restoration to Arundell Barranca, pedestrian corridor to beach along Seward, bike trails

Area 3: Skatepark, tennis courts, dog park, wedding venue



Question 10: Where would you like to see more street life and vibrant mix of uses? This can include cafes, outdoor dining, entertainment, and gathering spaces.

Respondents placed icons on a map and some provided a comment with more specific ideas.

Locations for Street Life/Mix of Uses

Ideas for street life and mix of uses included:

Area 1: Theaters, parklets, outdoor dining space, cafes, restaurants, pedestrian mall, scooter parking locations

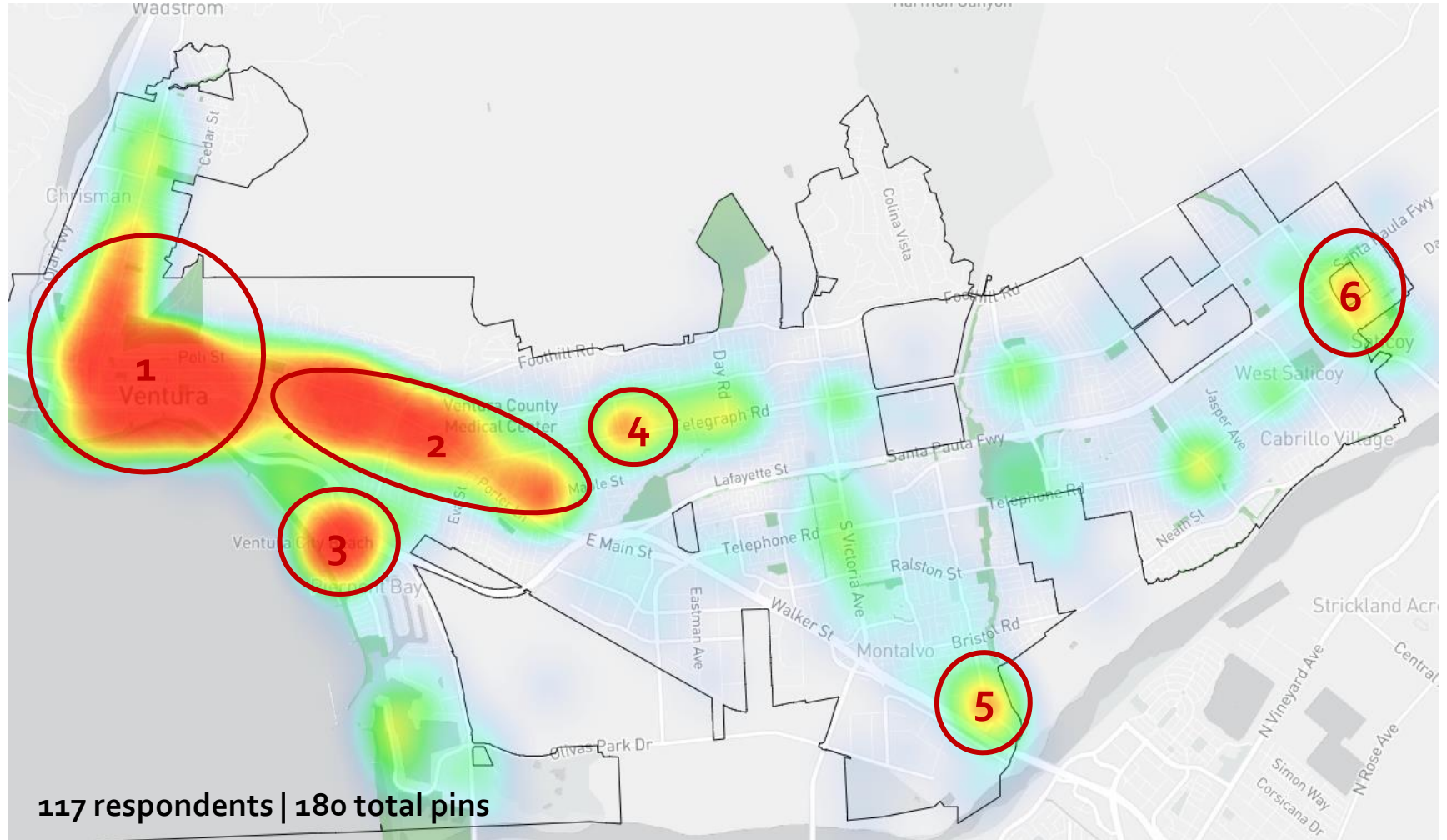
Area 2: Outdoor dining space, more small businesses, redevelop mall into mixed use gathering space

Area 3: Farmers market, pedestrian mall

Area 4: Music and art events, more local small businesses

Area 5: Outdoor river/nature educational programming, wineries/breweries

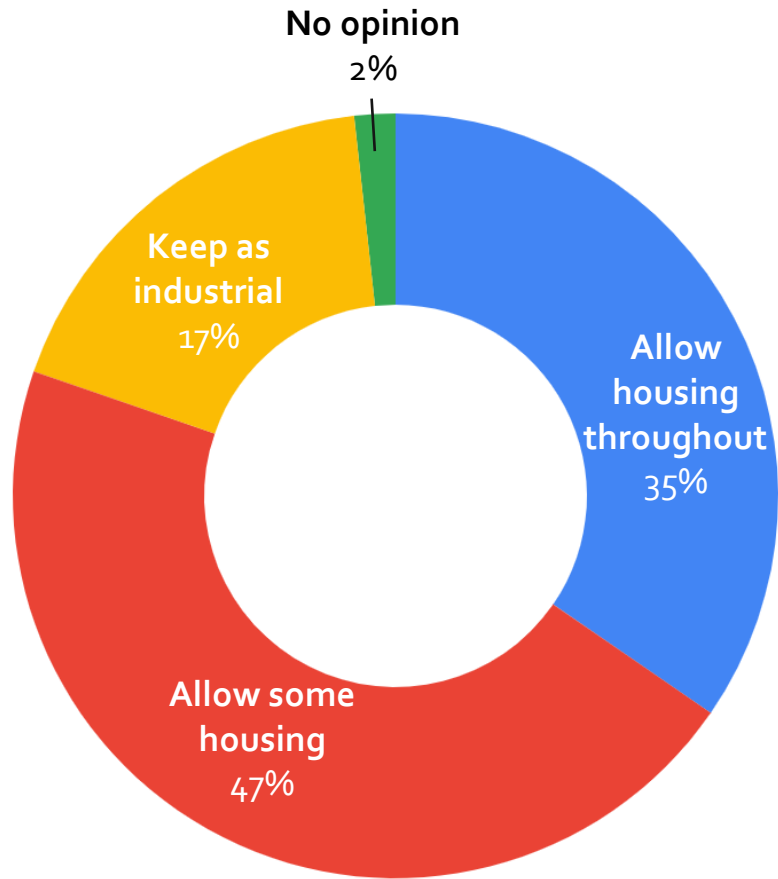
Area 6: Performance and events space, community events and activities



Question 11: Where should housing uses in industrial areas be allowed?

Respondents identified whether specific industrial areas should be kept as industrial, should allow some housing, or allow housing in the entire area with the goal of transitioning the area to housing over time.

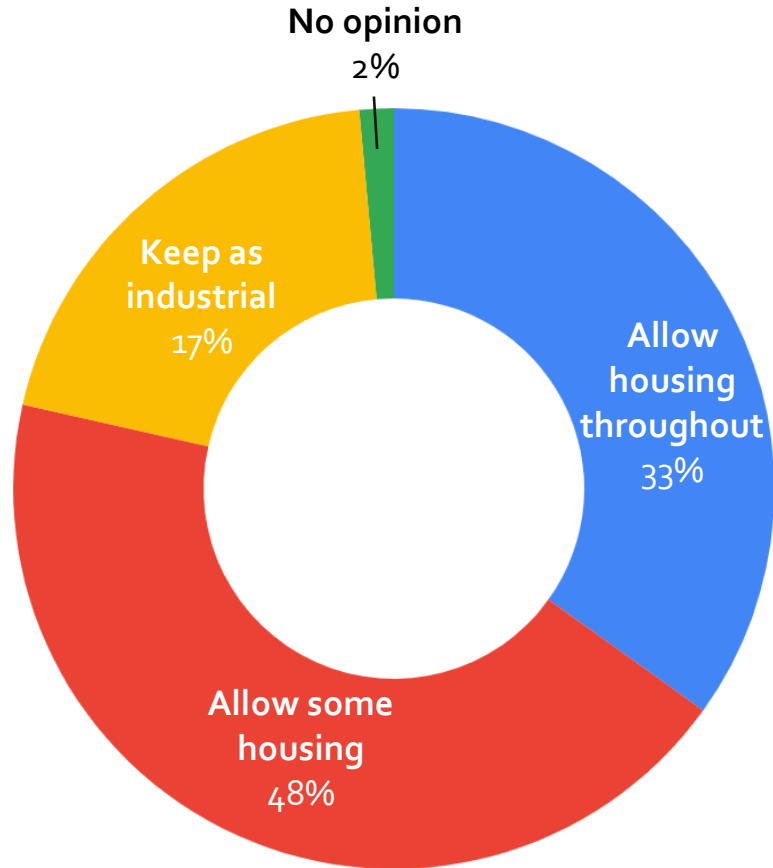
Housing in Industrial Areas: Westside (A)



Total: 769



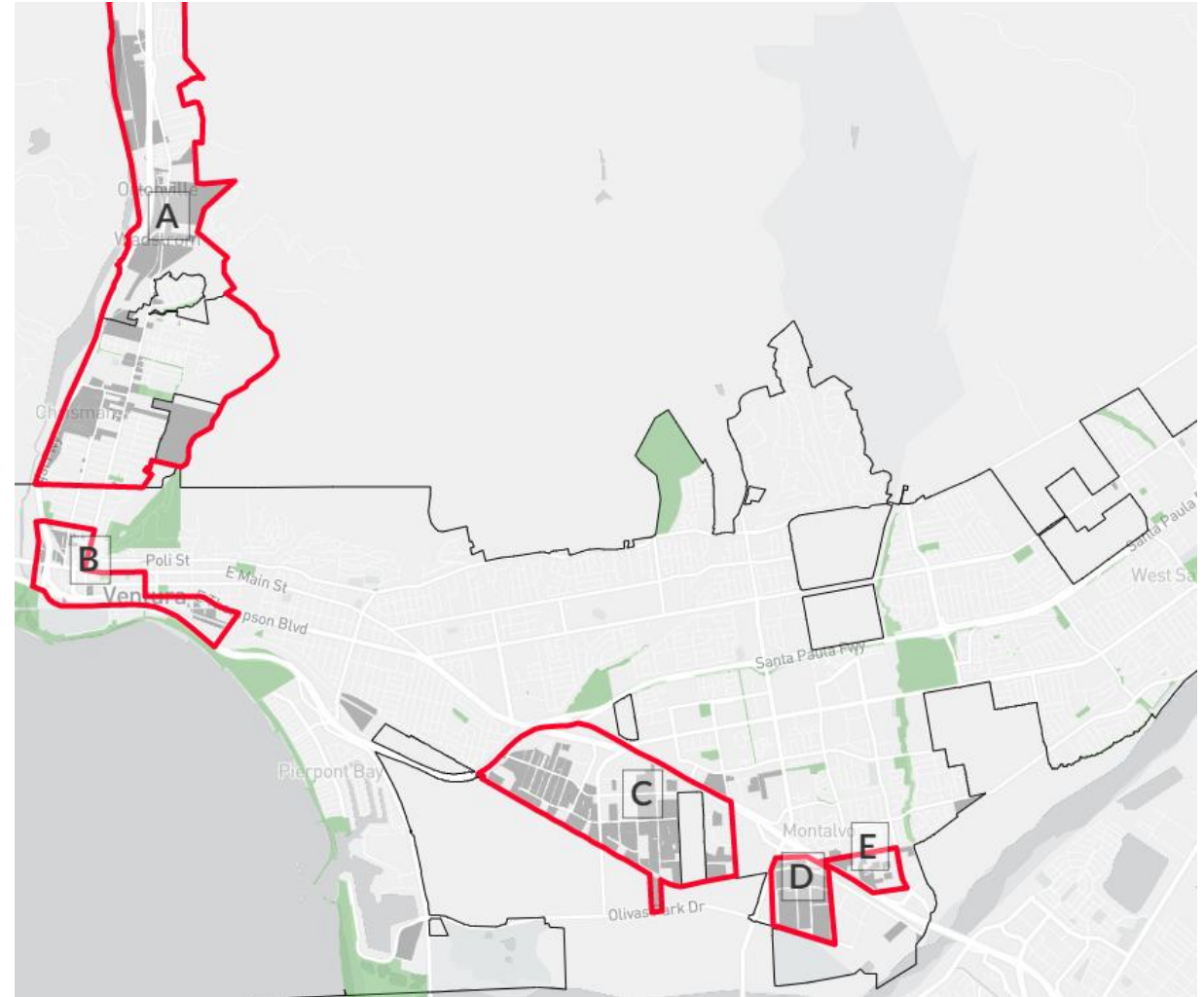
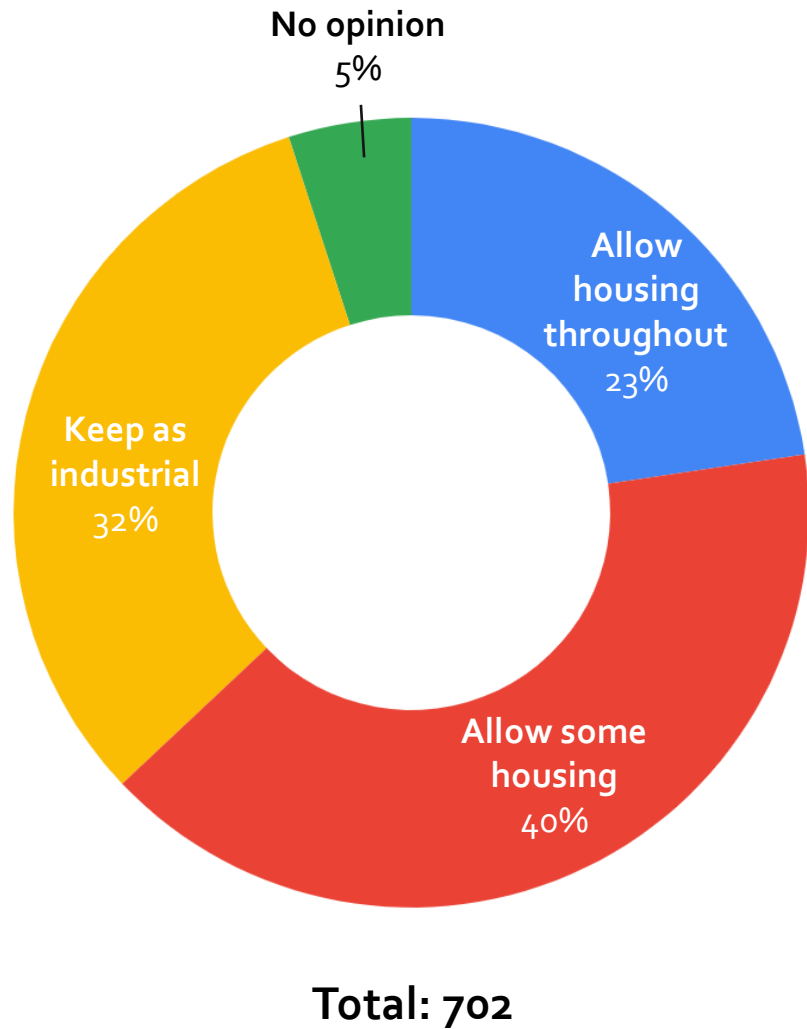
Housing in Industrial Areas: Downtown Adjacent (B)



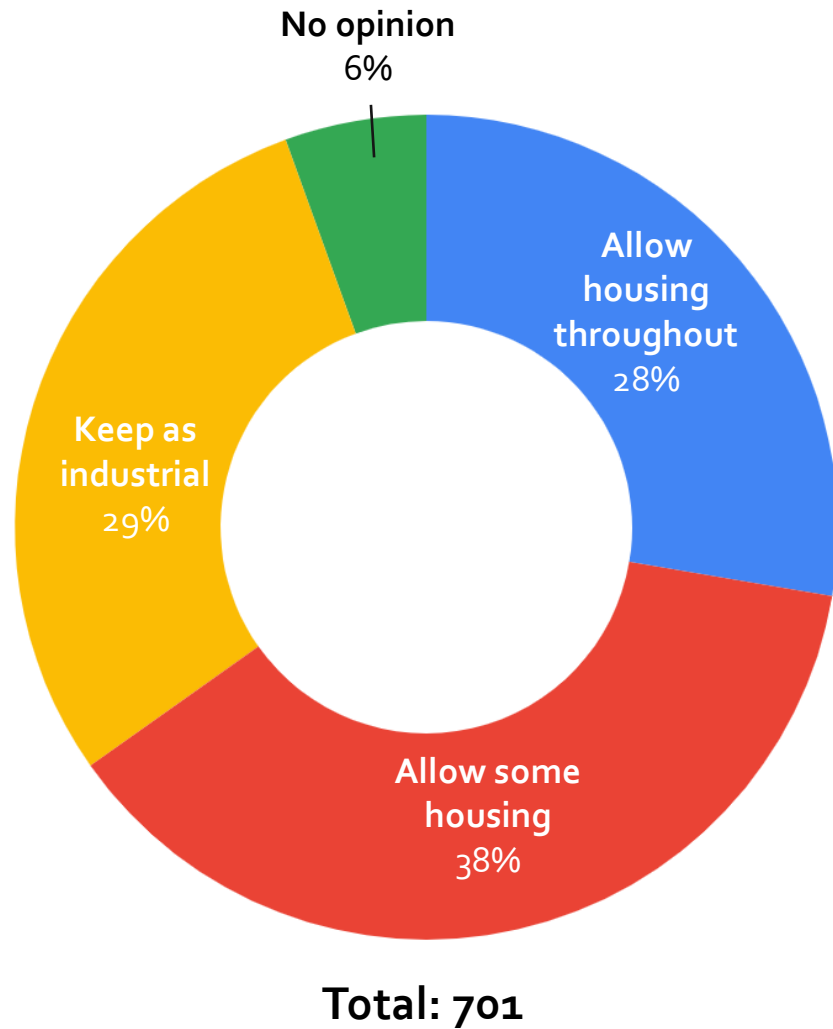
Total: 731



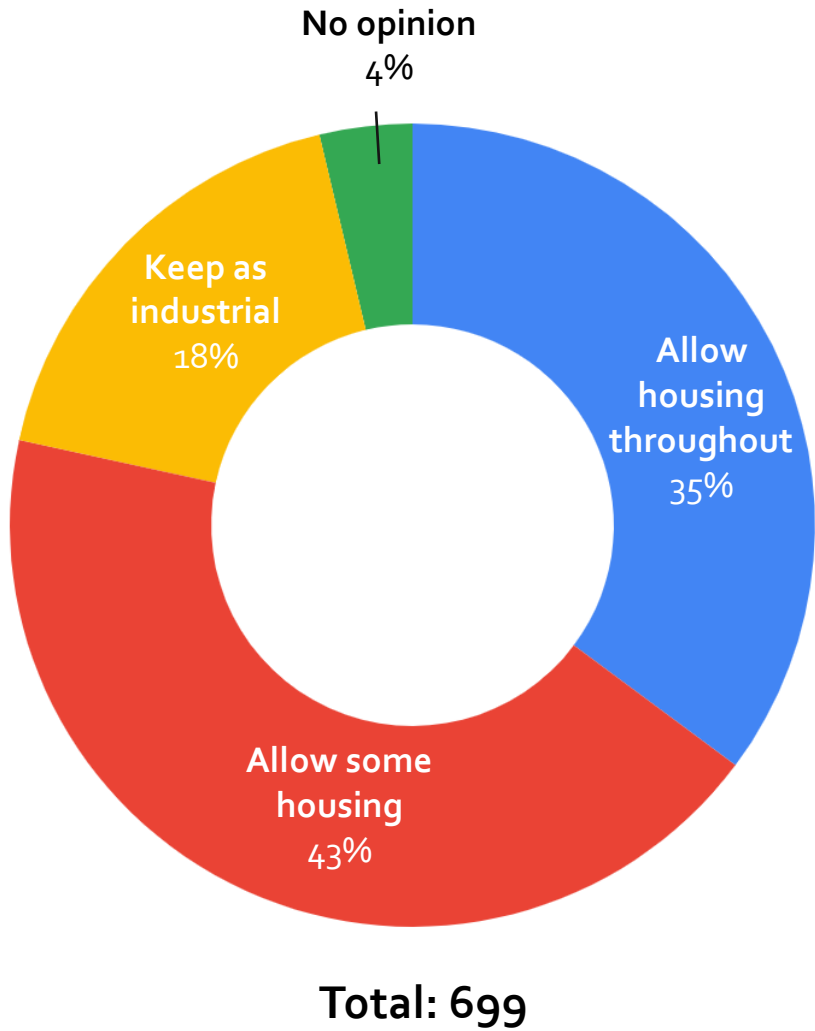
Housing in Industrial Areas: Arundell (C)



Housing in Industrial Areas: North Bank (D)



Housing in Industrial Areas: Montalvo (E)



Question 12: Should the City allow up to 4-unit buildings per parcel if the new building maintains the character of the single-family neighborhood?

Respondents selected from the following options:

- Yes, in all existing single-family areas*
- No, not in any single-family area*
- Yes, but limited to certain neighborhoods within walking distance of goods and services*

Respondents could then use the mapping tool in the survey to identify specific areas where 4-unit buildings should be allowed.

Infill in Existing Single-Family Neighborhoods



Total: 814

Respondents also drew boundaries around specific areas that they thought should allow up to 4-unit buildings per parcel

- Every residential area in the City was identified at least once
- Several respondents drew citywide boundaries

Residential areas identified more frequently include:

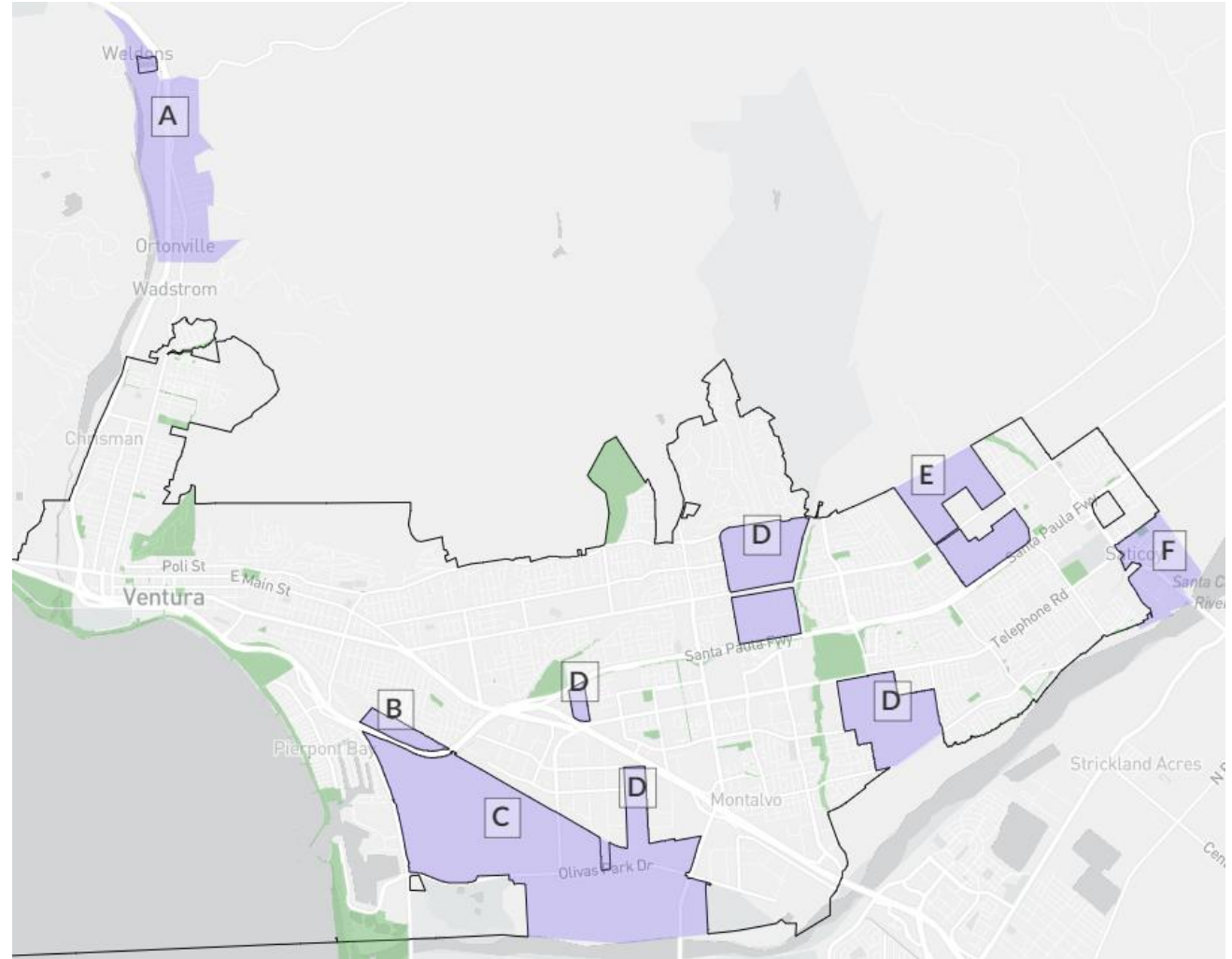
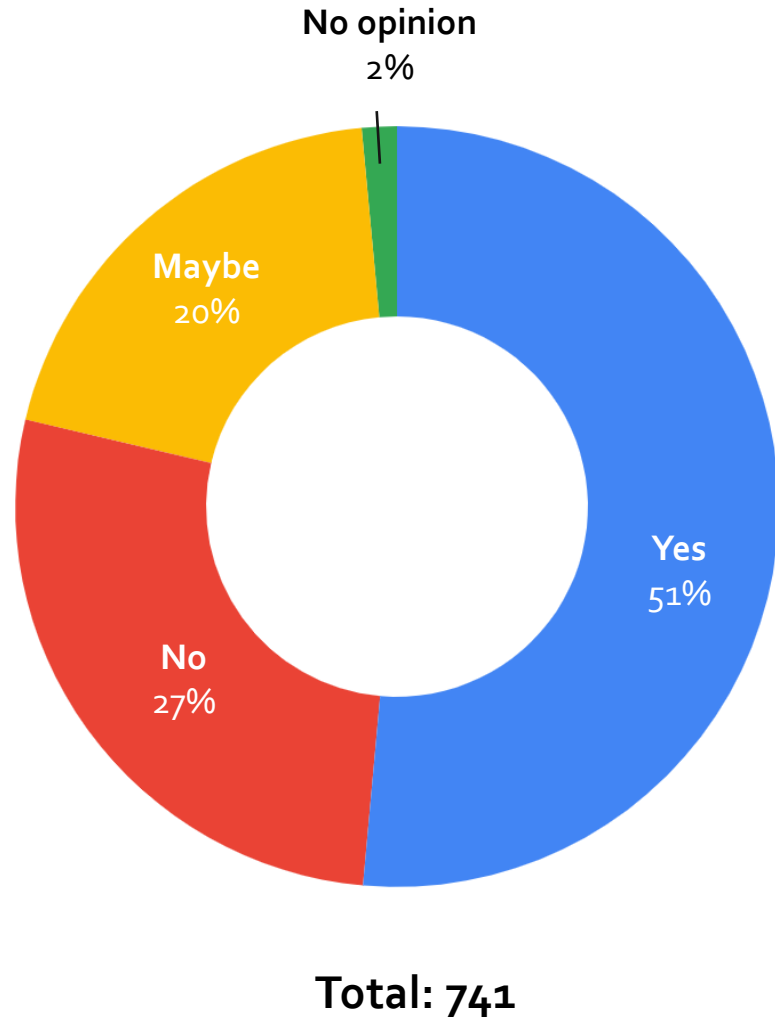
- Saticoy
- Ventura College
- Downtown
- Pierpont

Note: Since the passage of Senate Bill 9 in September 2021, homeowners living in single-family areas are now permitted to build a duplex or split their residential lot through a ministerial permit process.

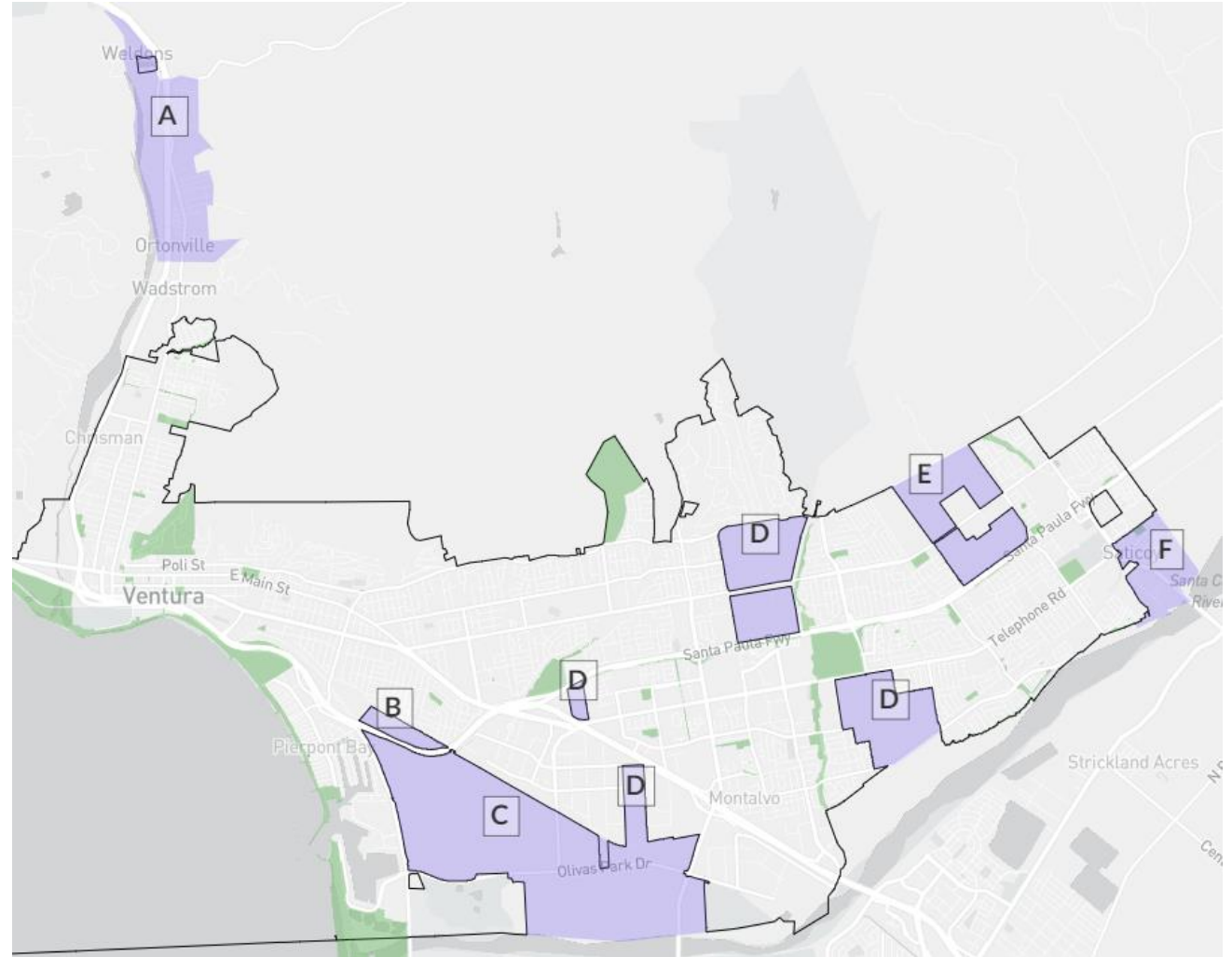
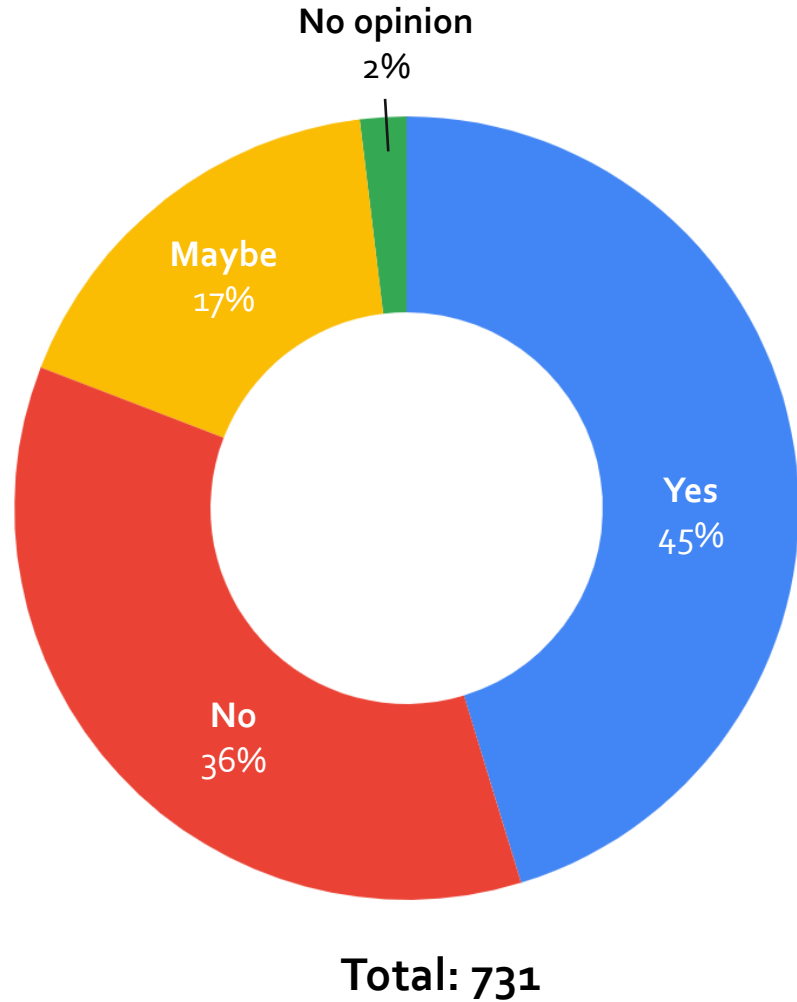
Question 13: In which areas should the City consider annexation?

Respondents identified whether specific areas should be annexed, should not be annexed, or could potentially be annexed.

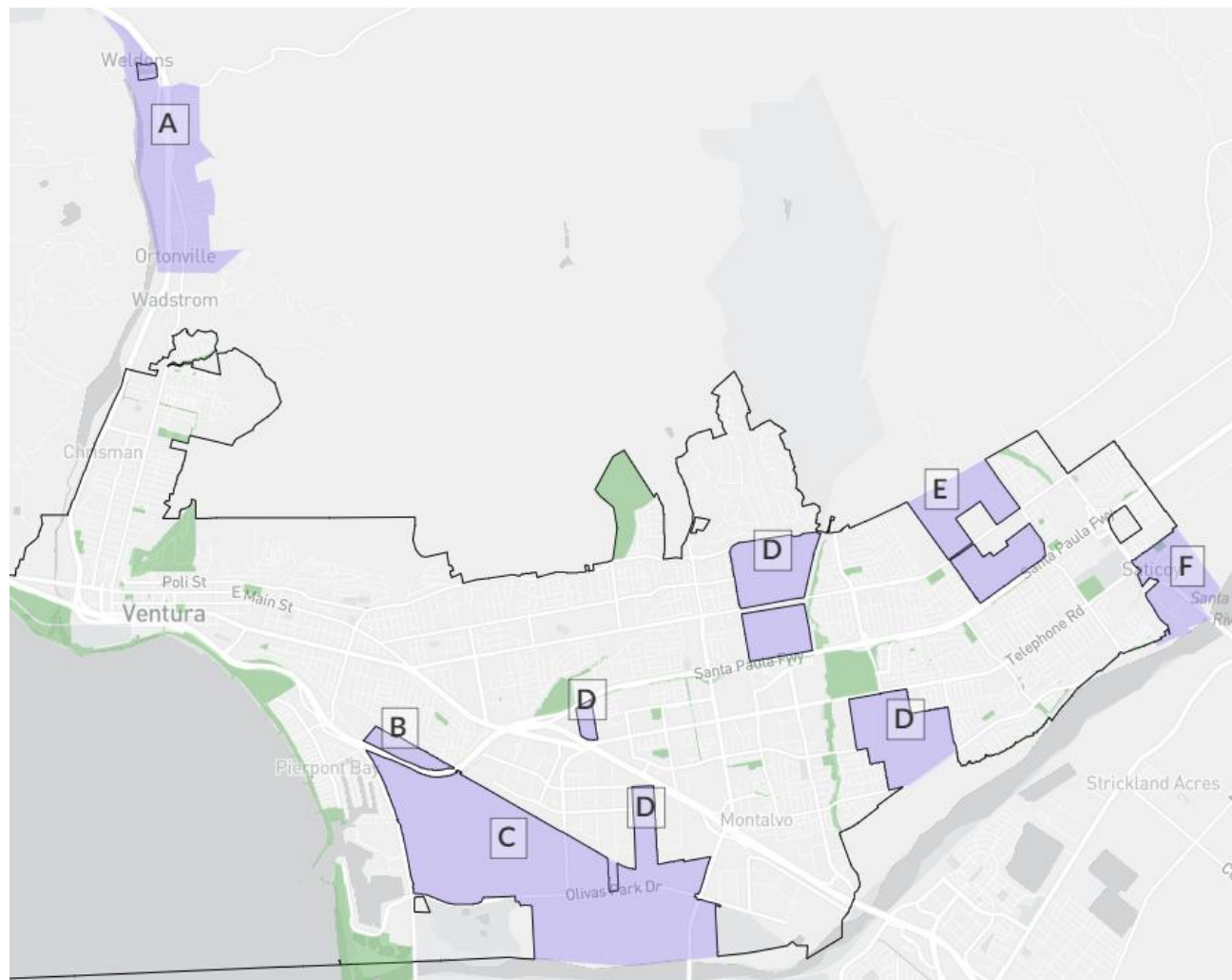
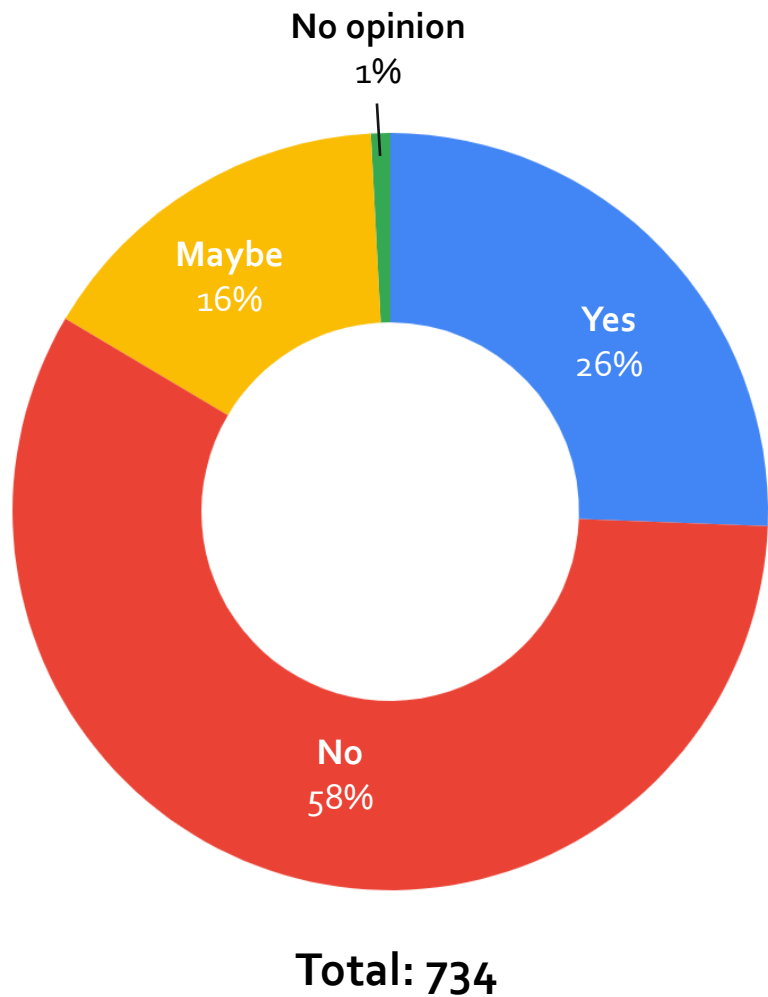
Potential Annexation Areas: Westside (A)



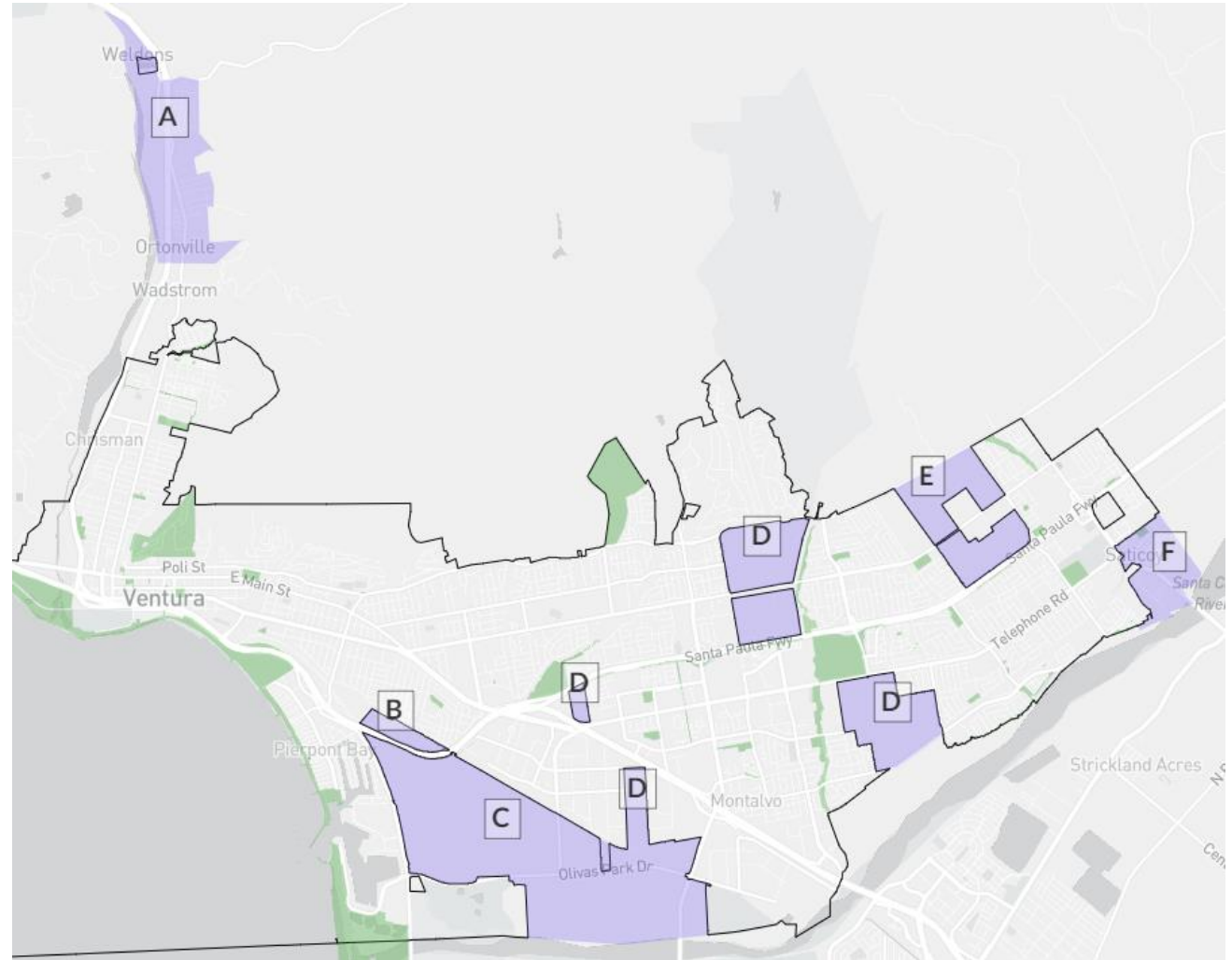
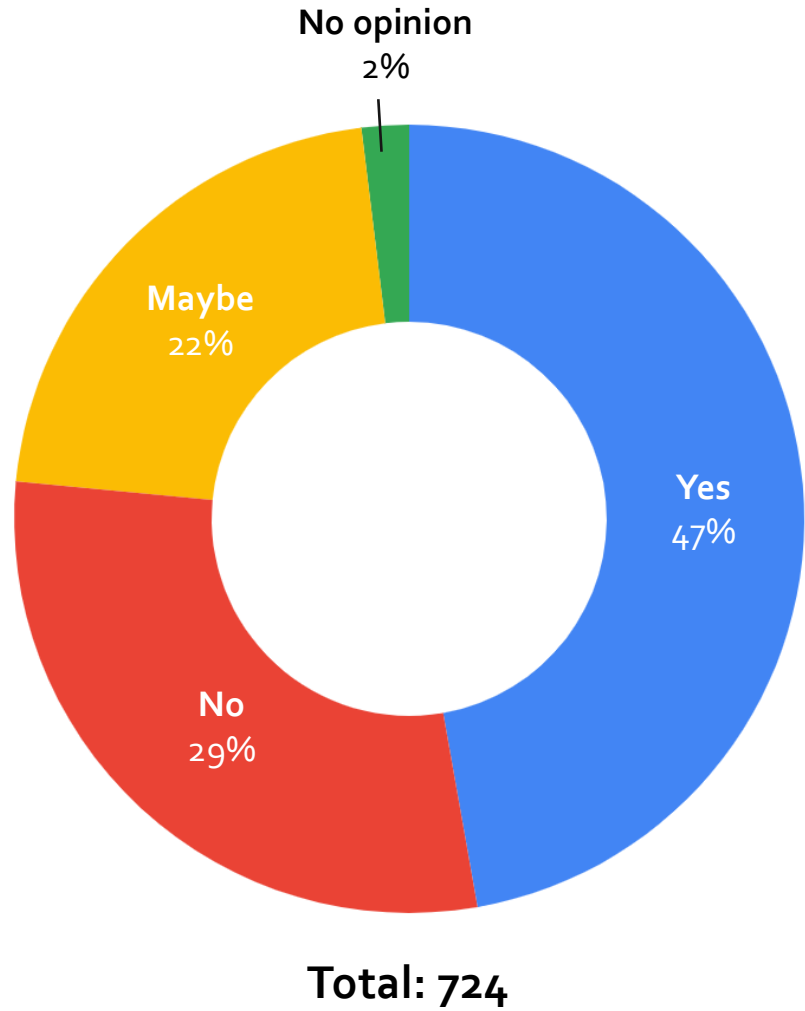
Potential Annexation Areas: Land Between 101 and the Train Track (B)



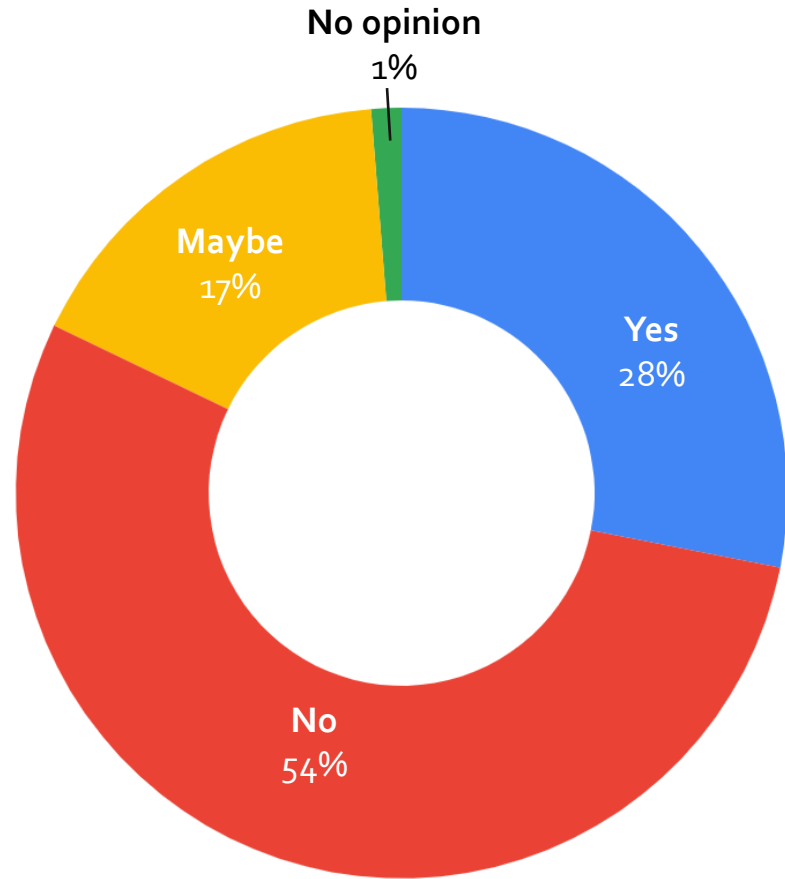
Potential Annexation Areas: Agricultural Lands Adjacent to City (C)



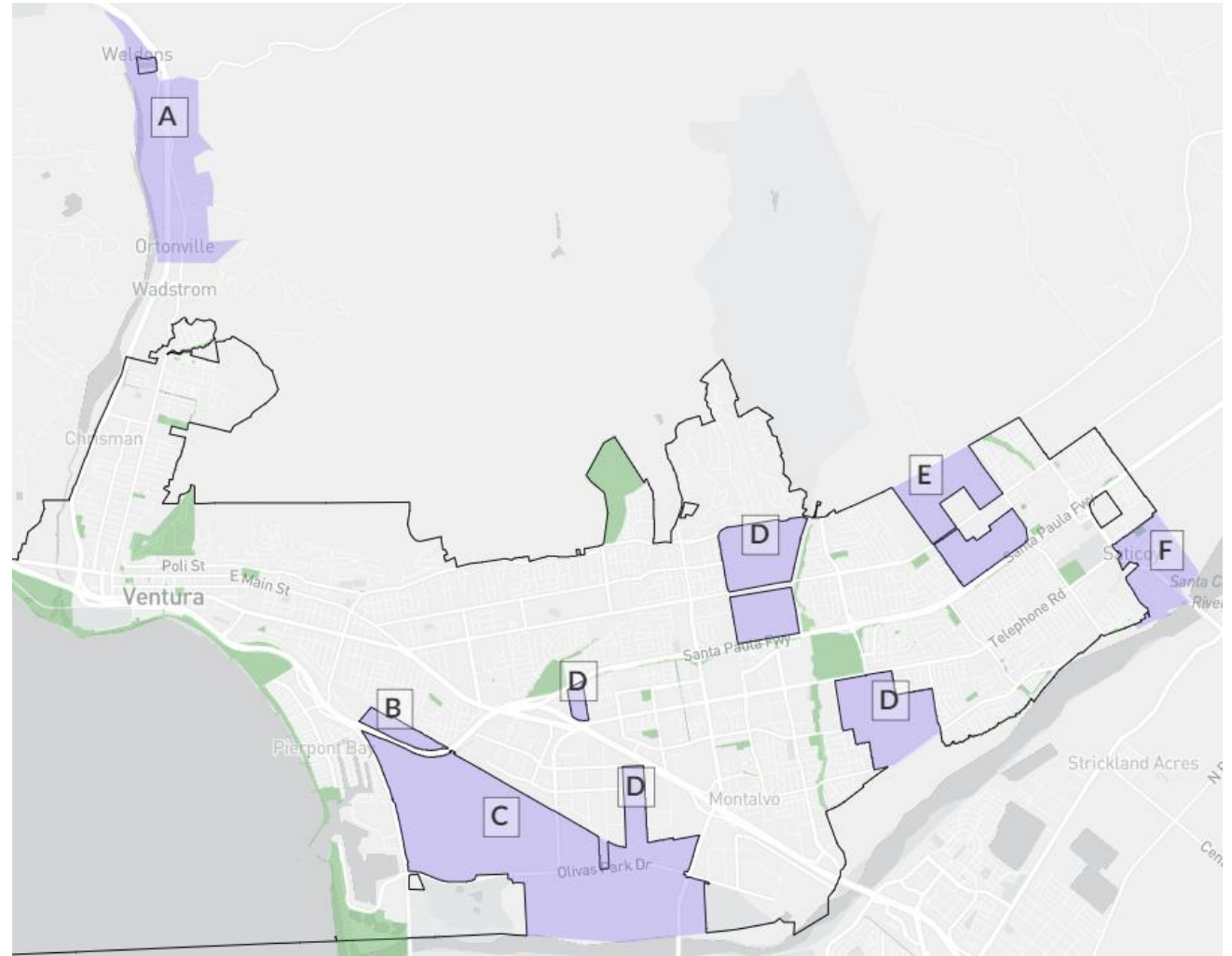
Potential Annexation Areas: Unincorporated County Islands (D)



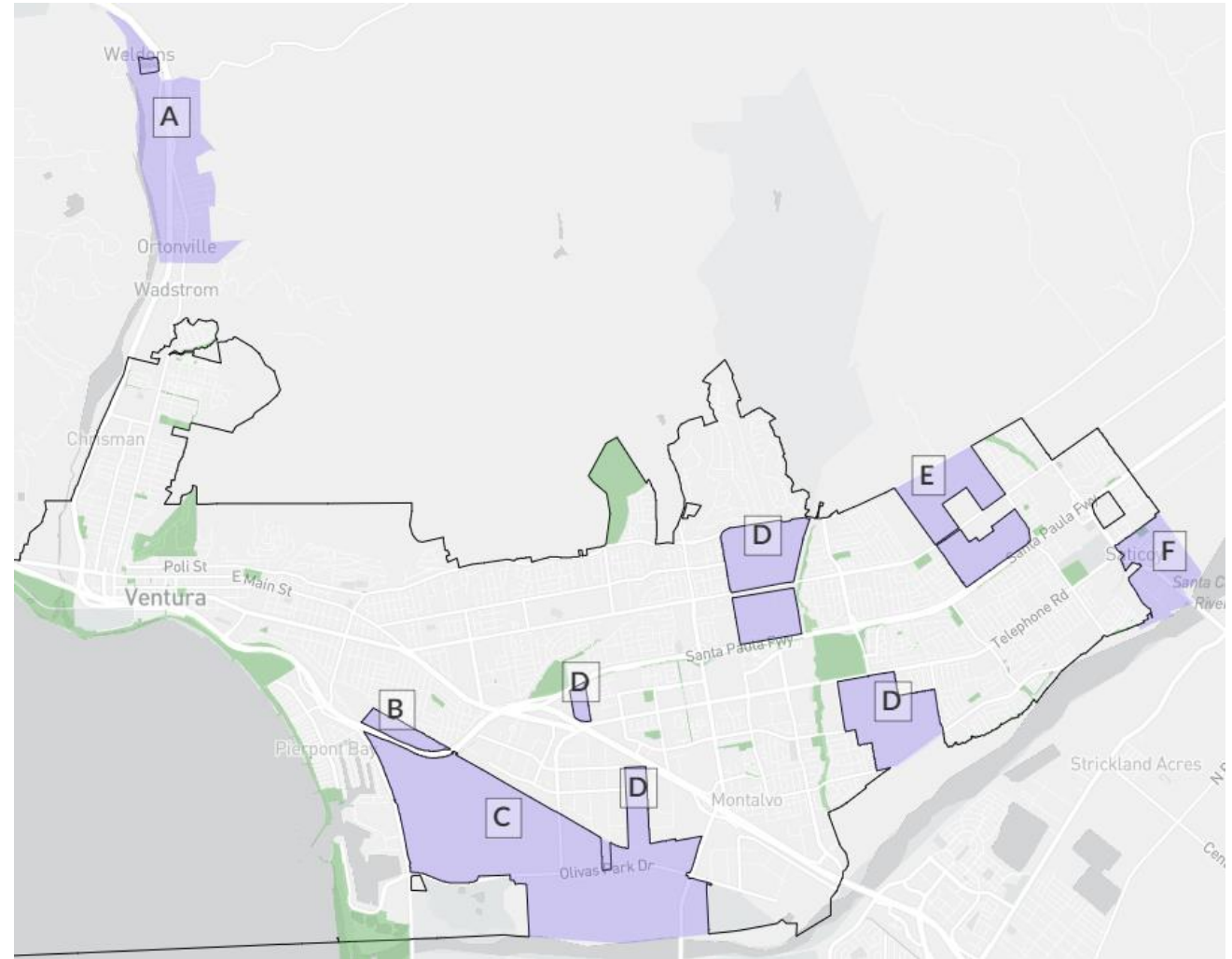
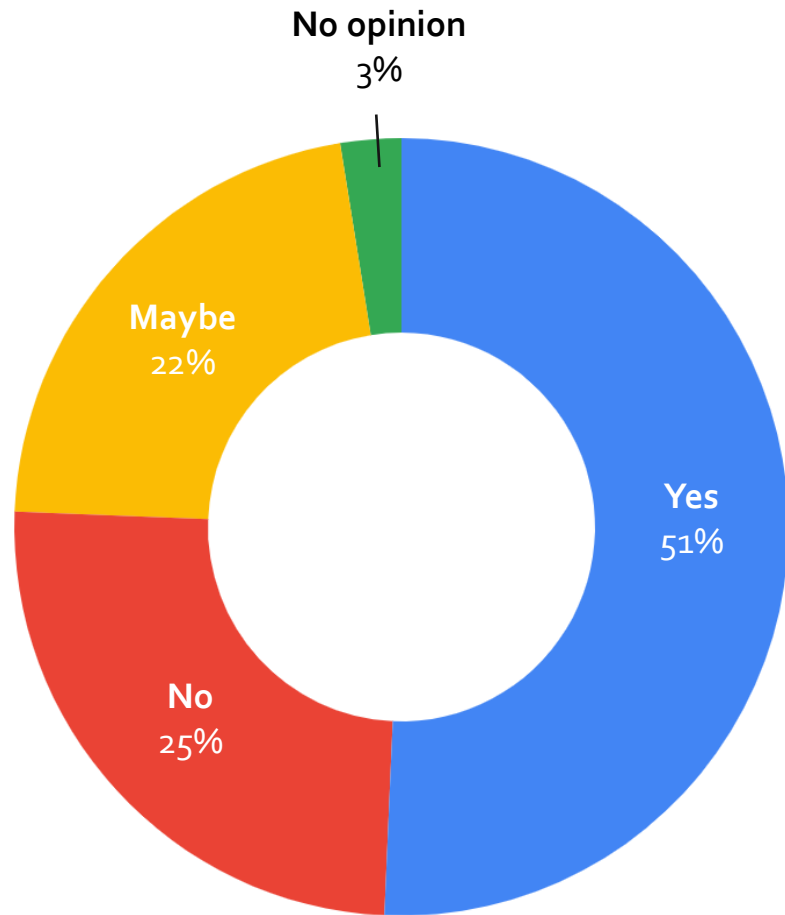
Potential Annexation Areas: Eastside Agricultural Lands (E)



Total: 712



Potential Annexation Areas: Saticoy (F)



Question 14: What is your vision for the City-owned Olivas Links golf course adjacent to the Harbor?

Respondents selected from the following options:

- Leave as a golf course*
- Keep as a golf course, but add visitor-serving uses such as conference center, hotel, etc.*
- Redevelop the golf course with housing, office, or commercial uses*
- Other ideas (option to write-in comments)*

City Golf Course



Total: 821

Other Ideas

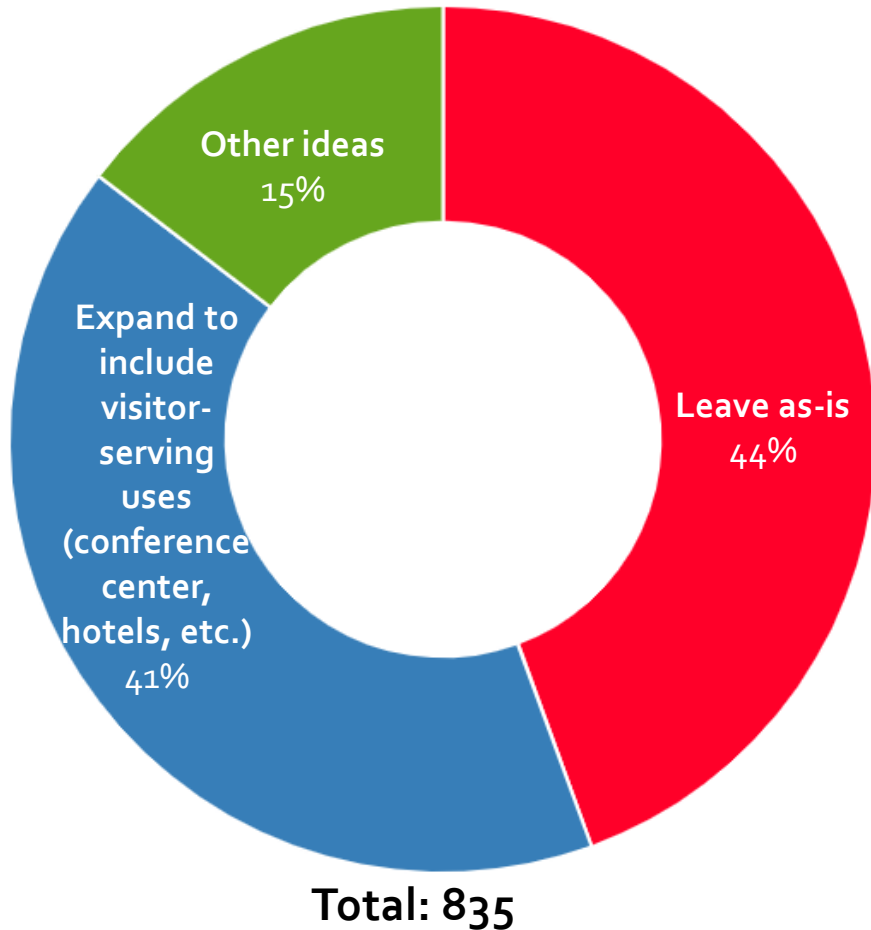
- Redevelop into public park/open space/recreational area
- Restore natural habitat/eco-tourism
- Add other amenities like a clubhouse, restaurants, resort, spa, café, etc.
- Create a wedding/events/entertainment venue
- Sell the golf course
- Land swap with Fairgrounds; locate fairgrounds here
- Community garden/food forest/"agrihood"

Question 15: What is your vision for the County Fairgrounds?

Respondents selected from the following options:

- Leave as-is*
- Expand to include visitor-serving uses such as conference center, hotels, etc.*
- Other ideas (option to write-in comment)*

County Fairgrounds



Other Ideas

- Multipurpose, year-round entertainment and concert venue
- Remove racetrack (too much noise/air pollution)
- Expand racetrack
- Improve transit services to beach
- Restore natural habitat
- Redevelop as community center/civic center area
- Redevelop as community beach park
- Hold swap meets/farmers markets
- Provide free beach parking

Question 16: Additional Ideas

Respondents were provided an opportunity to add any additional ideas or comments

Additional Ideas

- Respondents were asked to share any other thoughts and comments not covered by the survey
 - 338 total comments provided
 - The appendix includes all the individual responses provided

Appendix: Visioning Survey Open Ended Responses

Question 5: Are we missing any community values?

- Over-building of townhomes and apartments on every corner. STOP IT.
- No but I care about more than just the three choices that were force-ranked.
- I could use a couple more choices that I think are equally important as the choices I selected.
- Maintain existing infrastructure
- Planning that is comprehensive rather than one project at a time. For example, we are building many small lots for residential in downtown, however we are not adding any grocery stores, parking or transportation. We are also building homes that will likely become second homes. At least that is less traffic, but it isn't helping the need for affordable housing. This has happened because we don't have a comprehensive plan for a walkable downtown, which seems crazy. The only large grocery store we have is known as the "scary Vons". The city of Ventura needs to be THE place in the county for those who work for cities to work, rather than a place where other cities go to to find folks to hire. Why are we bleeding staff in the planning area and how can we fix it..
- Street lights and sewer
- Consistency and Equity: Create clear and understandable standards, apply them equitably and enforce the standards regardless of the applicant's political influence or relationships with staff. Stop using city funds to pay settlements for illegally issued permits and gifting of public funds to subsidize developers.
- Public safety and quality of life issues for citizens of this city.
- Serious plan to deal with homelessness and some of the side effects (trash, dog excrement, etc.)
- WATER - We MUST have plans to increase the availability of potable water. We do not capture sufficient quantities (water) to sustain the current growth. Apparently, this doesn't concern Ventura!???
- We need desalination as the sea rises and our water supply decreases. We need ways to save the water we do have and to recycle it instead of sending it to the sea in drains.
- I think it is wrong to conflate entrepreneurialism and the arts - it clouds the significance of both. It is absolutely essential the Ventura get back to focusing on its creative economy and add back in a stand alone value statement about the importance of arts and culture- Cultural Vitality: Ensure access for all to arts education, creative experiences and cultural opportunities by supporting artists and strengthening cultural organizations and creative businesses.
- Community linkage: are community members able to access county services (eg, VCBH) and other cities (eg, VCTC service)
- Business Friendly!

- Fix parks and develop
- I know the term is not PC, but maintaining a small town atmosphere with a friendly face.
- Severely limit rampant rent seeking in residential, commercial and industrial real estate. Encourage the sale of all properties to the occupants to avoid wealth being transferred out of the city.
- Safety and addressing homelessness. I am hesitant to walk or bike around certain parts of our city/my neighborhood/my previous work location because of previous interactions with scary mentally unstable people with substance abuse issues. For such a small town, it's been surprise to have to deal with this. We are constantly dealing with homeless people sleeping next to our place between Thompson and Main (on the boarder of midtown/downtown) - some more stable than others. I feel a little on edge at home because of that which is hard. I know this is a difficult issue, but felt like it could be helpful to share a perspective. I am grateful for the guys in the red shirts who help keep the peace. They have helped me at least three times when I've been dealing with people following me begging, calling out to me and trying to get my attention and trying to steal bikes at my previous work location.
- I'd really like to see Ventura foster support of hip, quality & attractive (some upscale) small businesses. Enough big-name chains like Ross Dress For Less (why do we need 2?!), Denny's, Black Bear Diner, etc. There is room for big names, which we already have. Or how about if big companies continue, bid or ask for higher-end options please!! Even sports brands that would be well supported in Ventura - Billabong, Nordstroms, Athleta (like Lululemon but less expensive), etc. In newer spaces, we need better options. Better stores at the mall would do wonders!!! Part of this is the cost to run the business - rent of their brick & mortar shop, etc....it needs to be reasonable so businesses can thrive & not so costly that only big companies can move in.
- Modernize shopping areas. Renew the pacific view mall with movie theaters and desirable stores and restaurants for the residence of Ventura not Oxnard. We have money and would like to spend it here not in Thousand Oaks! Create spaces for our young people to meet with friends. Clean and paint the street walls and areas for esthetics reasons. Add to the ambiance of our beaches by cleaning the sand of rocks and debris. Create a safe bike/walk path along foothill and Poli.
- Cycling. Make it easier to get around town on a bike. Fix the entitlement attitude of public safety officers particularly fire department. The amount of money they earn is beyond reason.
- Maintaining/Creating nice shopping areas for neighborhoods
- Sustainability: ensure adequate water resources for current and future residents in a low growth environment and push back on non-sensical mandates for increased housing that the local water environment simply cannot support. Economic Viability: provide incentives to attract long-term employers to improve the tax base so that roads and water infrastructure can be properly funded.
- Business growth so we don't continue to export our young adults to other parts of the county or state...
- Safe community with minimal to no crime including theft.

- I support the vision of a '15-minute city' goal for Ventura: Residents of every neighborhood have easy access to goods and services, particularly groceries, fresh food and healthcare; Every neighborhood has a variety of housing types, of different sizes and levels of affordability, to accommodate many types of households and enable more people to live closer to where they work; Residents of every neighborhood are able to breathe clean air, free of harmful air pollutants, there are green spaces for everyone to enjoy; More people can work close to home or remotely, thanks to the presence of smaller-scale offices, retail and hospitality, and co-working spaces.
- Community safety didn't even make the list. - I don't want to have to be on guard because of random violent attacks: on the pier, bike path from Kimball Park, Peet's Coffee parking lot, harassment by homeless verbally abusive women that hang out at the Bed Bath and Beyond shopping center scaring customers away from shopping there. Having criminals walk down the streets of East Ventura in the middle of the night going from driveway to driveway checking for unlocked cars that they can steal from. We need more police officers hired to better patrol this city. Does any of this matter to the city leaders anymore, or do tax-paying middle-class residents of Ventura not matter, only the "victim class" and causes of liberal activists seem to matter to Ventura political leaders now, and we are deemed "uncaring and selfish" if we are concerned about violent and abusive homeless people harassing us while we try to go about our daily lives, homeless encampments in the city, and safety in our neighborhoods.
- First of all I want to compliment the City for it's Senior Services: Agency on Aging and the Bus transportation network for Gold Coast free bus 75+, reduced fare Vista and coupons Go Access and housing-I live income subsidized at Silvercrest. What's missing? I would like to extend the last component of SUPPORT HEALTHY LIFESTYLES and I as a retired volunteer have done this in the past thru VAAC with my Lifestyle Behaviors and Mindfulness courses and now in the process of doing this online for the Spring Semester with an 8 week Course called: RESILIENCY, WELLNESS & LONGEVITY IN CHALLENGING TIMES. I would love to see Ventura become a Blue Zone Community like the Tri Beach cities in So CA which I include. Please contact me if you would like to discuss this more. Diane M Bucaro MSW, diane.bucaro@yahoo.com
- Walkability is a concept that ties together housing, responsible development, carbon mitigation, and public spaces. A city isn't a city if its inhabitants can't meet most of their needs on foot--it's a very large parking lot.
- Stop approving large development projects, large apartment complexes. How many water meters does each complex require? Where is the water coming from? Not from the revenue the city is making off these developments. Downtown is too crowded already.
- Yes. Stop blocking Main Street and side streets to Old Town. Disabled cannot shop or park and traffic on side streets is horrible. Tourist traffic is the worst. We are NOT only about restaurants. What about retail owned by mom and pop???? the businesses on the side streets have gone out of business. I live in Midtown and haven't been able to shop downtown since it being blocked and it has nothing to do with COVID. Bring our town back to the way it was and think of the people who live here and shop here.

- Public Safety: Eliminating acceptance of the violent vagrant behavior that exists in Ventura.
- Infrastructure - please work on paving/fixing ALL roads in Ventura. Esp Ramali & Bristol please!!!!
- The first one "unique character". I would argue that, as do many people I talk to, that our character is being somewhat trashed by the approved designs of several building projects in recent years. this city was built around two dominant themes. Mission, and American craftsman. All of these flat sided, right up to the sidewalk, multi-story buildings have absolutely nothing to do with our "character". You appear to be creating your new vision of that character. "The urban look" or whatever. I don't argue that we don't need more development. We do need more living spaces. But soon Ventura will resemble parts of the San Fernando Valley or Palmdale. The development at the corner of Wells and Thompson is what we should look like. Not all those new condos in mid town. NO congruency in your design approvals at all. I don't get it.
- It is difficult to live in this area and not have a car, which is a huge expense (initial purchase, insurance, maintenance, registration, parking fees, gasoline, etc). It's great that you want to promote walking and cycling...but it would be great for disabled folks and the elderly (and parents with young kids who can't walk miles and miles) if there was a good point-to-point shared ride system for the disabled and elderly AS WELL AS having local shopping more readily available in neighborhoods. I have experience with the ACCESS program in Orange County, CA (parents live there) and it's not awesome, but it's a good "rough draft." It's a shared ride system that takes you point-to-point between many areas of OC. There are MANY improvement that could be made, but it's a good start. I would LOVE to be able to move my family closer to me, but without a safe area to live that has a lot of their daily activities within walking distance, or a decent elderly/disabled bus system, it just doesn't make sense to make them lose their independence.
- Provide services that meet the needs of families, including quality education and child care.
- Providing options for the disadvantaged: Mental health & homelessness.
- Be all inclusive. Don't separate us into groups defined by special interest activists.
- I hope water is addressed under Climate Change.
- Too many people
- Value all areas of Ventura, east end as well as downtown. We have been ignored out here for along time. We get houses an apartments but nothing else. Any businesses on the east would also be supported by Santa Paula and Fillmore. Residents from there all pass through here.
- These are ALL good community values - it was difficult to choose.
- Reduce crime; clean up the trash that litter our streets; and repair the roads.
- Development of the Kimbal Sports complex to include outside basketball courts as well as a mutli-court indoor facility.
- Hire a city manager that inspires through inspiration instead of intimidation.
- Stop building.

- Just let people live and let live and get out of their face people want privacy and they dont want government telling them what they think is best. If people want to be social they will be. Offer jobs not hand outs and get rid of the homelessness quit building higher and higher and expand instead. you cant even breathe now with all of the buildings going up. its quite gross.. You've ruined Ventura. Its over populated and run down and looks like shit with all of the cars parked bumper to bumper on every street
- I am very concerned with all the multi story buildings going in that are right on the sidewalk. While I understand we need more housing, we also need trees, plants to provide oxygen along with a feeling of space and openness.
- It would be great to vote on more than three values.
- SUPPORT POLICE AND FIRE
- Actively working to attract and keep new, sustainable, high paying businesses to the city of Ventura to employee residents and reduce the need to commute. We need high paying, skilled jobs within the city.
- Leave Ventura as it is, without growth because of water and traffic issues.
- All of the above are paramount
- Develop new sources for water, i.e. desalination, to support any further growth. Meanwhile, put in place a building moratorium until more water is available. Turn existing, empty retail and commercial space into low cost residences. I have been told in the past that these proposals are very difficult to enact due to CA regulations meant to create more housing. Difficult, but NOT IMPOSSIBLE! Declare a water CRISIS in order to get around CA pro-growth regulations.
- -maintaining a small town feel
-avoiding becoming overpopulated which decreases quality of life for those who live here.
-avoid over building which would make Ventura just another over built city where no on can access the views of our natural surroundings.
- Housing should be affordable to those working in the community.
"Housing for all" is only achievable if there is coordination on Federal, State and Local levels. Not to mention immigration and climate refugees...
- Encourage new growth but take care of traffic mitigation
- No but I'd love to pick more than three, because access to nature, innovation, and unique character are also very important to me.
- Consider a desalination plant to provide enough water for growth.
- Our city government does not listen to the people or Father Sierra would still be standing in front of the court house.
- A focus on the arts. Study after study has shown that fostering the arts through community programs, establishing arts and music districts and providing affordable housing for artists and musicians can drive economic growth particularly in well situated and historically vibrant communities like Ventura.
- I believe that a UBI (universal basic income) of \$1,000 a month in ventura county for people making less then 30,000 a year is needed. Not only would it provide homes for the homeless and allow them a real chance at a new life. But it would also empower the local people that have lived and worked here for years to stay in ventura county and not

move they're entire life away to another state because of affordability. It would allow people to shop local and start local business and create massive local economic growth. It would empower people to buy homes or rent which would make the demand for building more jobs/homes in this county sky rocket. It's not the end all be all solution but it's a damn good start.

- Keeping Ventura a community for families and not short term vacation rentals.
- Make Main St. automobile free permanently. This is the best thing the City has ever done in my opinion and should not be undone. Seaside from the beach to pierpont should also be a walking mall. You could ask the developers that are doing the big development on the NW corner of Pierpont and Seaward to provide a multi-story public parking structure in exchange for getting their plan through.
- I would like to see Kimble Park with a community sports gym. I would like to see less thrift stores, homeless and dirty sidewalks.
- Ensure the safety of its citizens by adherence to laws and policies.
- One of the most significant issues I see facing Ventura--and no one seems to be addressing--is the NOISE! Follow social media and one reads constantly of the peaceful disruptions to humans (and their pets!!) due to loud car and motorcycle exhausts/radios, constant sounds of construction, firecrackers (illegal), blaring music--walk downtown by Limón y Sal on weekends & one cannot carry on a conversation with others for several blocks!--highway 101 traffic, the list goes on. Why does this not get addressed in areas such a "Unique Character," or beautification projects?!?! PLEASE ADD AN ADDITIONAL VALUE SPECIFIC TO AUDITORY SENSORY/PEACEFUL ENVIRONMENT!!
- Yes: How about a true, unequivocal commitment to policies that foster and allow economic growth? Where growth is mentioned above, it is always diluted by several mitigating and balancing factors. During the last period of strong economic growth that existed right up until the COVID crisis began, Ventura County and Ventura specifically lagged behind California, not to mention the rest of the country. Ventura is one of the best places to live in the world, geographically speaking. It could also be a vibrant, growing, safe place to live, instead of a nice, but somewhat deteriorating city, plagued by homelessness, poor streets, not enough police. We also need to push back against the state which has imposed many laws and regulations that diminish our quality of life.
- Taken care of the Homeless issues, where as we do not as a city make being homeless easier here then in other nearby cities.
- Yes. High density growth control.
- Maintain Family Friendly Environment. Ventura has always had equity and justice. I don't see the relevance to our plan.
- Mental health service: provide a robust mental health program and increase inpatient treatment facility beds to meet the needs. Homeless issues cannot be mitigated without mental health services. Housing for all people is not the answer.
- Develop traffic and water supply plans to insure the health of all residents. Minimize traffic patterns in residential areas that contaminate the air and jeopardize the health & safety of our children!

- Ensure that proper impact reports are completed with 10+ yrs growth prediction. Including flow of traffic redirected through neighborhoods measured and n peak traffic times for social activities and sound pollution. Growth is wanted but the uniqueness, integrity, and safety of our town should come first.
- I'm not a planner but there are several things that we need to keep in mind:
 1. You need to look after the "things that make people want to live here"-beautiful beach and harbor, the hills and open parkland and agricultural spaces and a eclectic thriving downtown. You already have this and need to nurture it.
 2. When we moved here Ventura was starting to emerge from the impacts of the recession and Thomas fire. You should not forget that and should be acknowledging a possible recession that wiser people than me say is forecast for ~2023. The plan should be "based on sustainable principals that support the economy and people through thick and thin"
 3. You need to "accommodate and encourage new people to move here". It helps the tax base, pays for services, and schools etc.
 4. A total focus on "providing affordable housing is unachievable". With average CA property prices at \$800,000 it is a real challenge. It certainly shouldn't be done in areas that affect #1 above as that would be killing the goose that lays the golden egg. If it can be done in areas that are already zoned but not used for residential development then that makes sense. Are there options at the Ojai end of the Avenue to develop a new more affordable community there? The LA Times recently commented on this "alternative new development approach" which makes sense. Having your kids unable to afford living here is a real challenge but having them live close by would work.
 5. Whilst you can't and shouldn't leave things unchanged the city needs to change to survive and thrive. "Doing it carefully and preserving history and feel" is key. For example the Seaward/Harbor development makes perfect sense "so long as the design and planning that is passed enhances the area and is something everyone is proud of as they walk or drive by it and look at the new buildings". The planning team has done a lot of great things in the past to preserve history and the feel of certain buildings. New developments should be guided by the fit with the area and pushed hard to make sure they are "visually something to be proud of"
 6. Can anything be done to develop a "new tech" jobs area Ventura using some of the commercial areas that are currently unused. Silicon Beach near Playa Del Rey has been successful in attracting business. It feeds into #2 above and might be the easiest type of new industry to attract.
 7. Place the planning emphasis on attracting people to live here as opposed to being a city dominated by Air BNBs. Make it "Neighborhoods for Neighbors"
- I would like to see a Ventura where you could feel safe walking our streets . The parking garages are scary for older residents. Term Limits on all Elected Officials. Survey's should go out after a developer is half way through closing a tract and 2 months after the last home closes. better building standards.
- Dog friendly
- Ventura is one of California's premier beach cities, however we do not act that way in our planning and development. We build parking garages on the beach, and approve gyms

walking distance from our beach. Ventura should act, and require of its developers, as do other premier beach cities

- All the values you listed are good. Some might contradict others. Do I want more density? I grew up in the woods of Texas and lived in the woods of Montecito for 20 years prior to coming here. But times change and needs change so I must change with them. Can't please everyone
- Restricted growth. While I understand the state requires expansion, but I am concerned about the needs of growth and how it will stress resources and affect the quality of life we have. We can also utilize existing structures or expand on existing structures instead of expanding into new lands. Build up and now out.
- Very general planning items (values) listed above. Identify specific characteristics to guide future development.
- Stop unchecked and multi developments! We voted! You have dug up the entire community! Get out if you cannot resist powerful money from developers
Destroyed this city as affordable
And turned us into Orange County!
Could not be more disgusted with overpaid, over full of themselves, out of touch local government...service! You work for our interests and goals ...which is slo and no growth, water and energy sustainability,
And no we do not need more "executive homes". Please go to Beverly Hills and get out of Ventura!
- Home the homeless
- Less high-end housing built and preserve and upgrade what is here
- Yes, stop the growth!!!!!!!!!!
- Take into consideration when allowing development that there is a severe drought in this area and big housing developments mean less water for all
- I would like to see a bigger Arts presence supported by the local government. I think that would bring tourist dollars. Ventura is a very cute town. The art events were better years ago
- Stop cutting down trees! Plant more trees. Palms are not a suitable carbon sink or urban heat reducer. In my 30-plus years in Ventura I have witnessed many more large, shade-bearing trees being removed than are being replaced.
- Overbuilding with drought ever part of the California landscape. we do not have the water , the infrastructures to support over building. renovate existing derelict buildings?
- This was very hard to choose just 3 - I want Ventura to maintain Fiscal Health & Stability as without that, most other things are not achievable. I also highly value access to nature & open spaces and climate change resilience. I believe there should have been an option of limited growth or no growth unless the project shows no net use of additional water. We are in a critical stage with our water supply and for you not to address this makes me suspect of this survey. Do you feel this is not important?
- We need affordable housing! I work for VUSD for close to 30 years and earn a decent wage. Unless you are a dual income household there is no hope in being able to buy a place. Now there's not even a way to rent a place without it taking most of your paycheck. We have

lost over 1000 students this year with many moving away from the area, most out of State. I have lived here my entire life and I'm sad that I too will need to move away as soon as I retire.

- Keep Ventura, Ventura. We don't want Ventura to be overpopulated like LA and we don't have the infrastructure (water, roads, parking, traffic congestion) to support more condos, apartments.
- I believe Ventura has grown very fast in a short amount of time with people and building construction. I think our city is very unique and because of this rapid growth it has taken away from our nice town. I believe the city is all about making money. This is very sad to see this happen. I believe the growth is due to the greed in making money. The city is not concerned about the rapid growth only the money. Many people have moved out of our community because of this and it is too expensive to live. Please control the growth.
- Security! Provide a safe community.
- Reality is that we have too many people and too little resources and it is only going to get worse. While I don't want Ventura to become crazy crowded like LA, we need to plan for growth by having sufficient affordable housing for all levels of income. Without housing, especially for the poorer of the community, we won't be able to hire or support the local businesses with people who can afford to work here. I feel that we need to build up and can no longer afford the luxury of "quaint Ventura"
- Allow more homes to be built for residents and families. Lower taxes and less government control on people's day to day lives. Economic growth to foster job opportunities. Less business and environmental regulations.
- Allow for collaboration with the indigenous peoples of Ventura when it comes to land development. Offer programs for Ventura born residents to assist with becoming first time home buyers.
- Building more apartments that still cost way more than the average young adult can afford does not mean housing is accessible. If more and more homes are going to be built on the east end then improvements need to be made in terms of reducing traffic and adding more businesses
- Continuing Commitment to the Arts and Fostering Creativity as a platform for Community Dialogue
- Restrict building apartments because we do not have the water to sustain them. Allow restaurants and entertainment that can have a view of our beautiful ocean view and hillsides. We do not have enough restaurants with the ambiance indicative of a seaside town.
- Community safety. Stop looking the other way when crimes occur, and people openly use illegal drugs.
- The last few years of construction is destroying the true 'Ventura Character' especially downtown and near the beach.
- Provide for steady water supply through desal and toilet to tap projects
- Address traffic issues to all areas with new residential construction in process and in the last ten years. Expand current roads and look at the possibility of new routes within the city, as well as connecting with surrounding cities. One issue with new residential already built is

the fact that no new schools have been added. Other cities require builders to pay for schools and build them before a property is finished/rent or sold. The homeless issues: Provide areas preferably in commercial areas near river bottoms to shower and access needs for health care, food, counseling, evaluating for VA benefits, MediCal, CalFresh and possibly recovery housing with sobriety and employments services. Fully funded Police and Sheriff with mandates on Psych evaluations quarterly and training.

- We need way more Natural beauty, ie trees, shrubs, landscape design, tree-lined streets, parks. There is too much concrete and commercial blight, especially in Midtown, and not enough nature.
- Limit growth on new lands, urban brown fields and empty structures must be developed first. How can we face our critical water shortage and yet continue building additional housing units. There should be an immediate halt to all new housing development construction permits.
- We need more skate parks, thank you.
- Parking is a big issue when living downtown Ventura. I see a lot of buildings going up with inadequate parking. Case in point. Garden street and Santa Clara proposed apartments. 19 units. Most are two bedroom. There will be 17 parking spaces for residents. And may I mention they are taking away 16 street parking spaces. I live at the WAV, am disabled and already park 2 tp 3 blocks away. Is anyone looking into this parking situation? Thank you. Laurel Huggins
- Reinvestment in the schools. Updating schools for modern times.
- Cleanliness in our city - removing trash, clearing brush, etc.
- Street safety for children by adding speed bumps so to improve safety of neighborhoods and limit unnecessary traffic, speeding and noises. Especially in the Avenue neighborhood
- Electing city officials who understand the gravity of our water shortage instead of those who foster unchecked growth and development
- Institute a building moratorium to prevent severe traffic congestion and to prevent water shortages.
- A solid infrastructure that supports the growth that is inevitable, including improving roads where new housing developments are being built and a solution for water supply for all of the new residents who will move into these new developments, like building a desalinization plant asap to prepare for the future, rather than just increasing water rates.
- Creating a safe, public skatepark for children and adults to exercise and create community. This will also bring tourism to Ventura since we are known for our surf culture but don't have a proper skatepark in town.
- Representatives that represent the best interests of the community members, not the pay-to-play exploiters of our beloved community.
- Promote a sense of responsibility of all residents to not depend on the government for housing and handouts. Remove the requirement to provide assistance to homeless people. City and county governments become proactive and self report graffiti, litter clean up, expand street sweeping.
- Expand public safety to help keep up with the undeniable city growth since 1980. Fire and EMS services are severely lacking.

- American values should be Ventura values. Education and positive mentoring for our youth. Reduce government rules that inhibit positive growth of the community. Getting rid of the graffiti and homeless encampments that make Ventura unsafe. No more covid restrictions by the government. Let private business decide their own covid policy based on their customer base. No more BLM....remember what happened to Sandbox Coffee? Is Ventura better now the Statue of Father Serra was taken down? BLM is destroying America....please don't support the communist racist organization.
- More Fire Stations to keep up with the growth! We have the same amount of personnel for 30 years with now running over 20,000 calls a year.
- Public service. I feel the public service department's (police and especially the fire department) are both underfunded and unappreciated by the city government. The city has two hospitals and the county government center and yet only has 22 daily staffed firefighters. This needs to change!
- Foster and Create stronger community by built and natural environments:(arts plaza, community center, centrally located senior center, park amenities)
- Safety and health!! A safe place to live. Meaning safe streets, low crime, safe schools, healthy food options for all people and schools, healthy neighborhoods free of air pollution, extreme heat, and contaminated water, etc. Citizens need much clearer guidance as to what choices to make to combat climate degradation and the effects of overpopulation. Which trees and bushes should I plant (and avoid planting) for clean air, to support birds and butterflies, and to minimize the need for water? What color ranges should I choose for roofing, house paint etc for climate impact? Should I choose to pour more cement or put in permeable brick driveway and patio, etc? What is the impact of random dog droppings all over our streets, trails and parkways to the environment? What can renters do to support environmental health? How can businesses in specific sectors (ie hospitals, restaurants) radically cut waste? If the city can't take positions on these questions, it can at least publish in readable format the latest guidance and studies from reputable sources - IE Climate Action Council in SB -- on a site dedicated to citizen/resident information that is easy to navigate to finding whatever guidance I'm looking for. How about an updatable model 'environmental' home, apartment, etc?
- Maintaining the view of the ocean for existing properties and roads
- Improve on sidewalks more lighted cross walks
- More things to do and housing to attract young adults to Ventura
- Equity means reaching people in their native language so they can truly be involved and more importantly, informed.

Question 14: What other visions for the City-owned Olivas Links golf course do you have?

- Community use for park, community garden/coop, amphitheater to attract well known artists and visitors
- Golf is reasonably popular and we've lost a little 9-hole golf course in Santa Paula. What about reducing the size of the golf course to 9 holes and redeveloping half of it with housing & critical services? We have loud voices in Ventura that want "executive" homes. We could make them golf course-adjacent.
- Fund the disc golf course that's been discussed and planned in addition to other amenities and low-income housing
- Preserve as open space.
- I have not given this much thought and I don't golf!
- Redevelop with other play areas such as a children's playground as well as shady walking paths.
- I thought this was river flood plain. Should remain primarily open space.
- Add outdoor meeting/gathering space, parks, walking/biking trails
- Redevelop as an agrihood and feature reclaimed water from new, adjacent treatment facility
- Keep the golf course and develop the area east of Harbor Blvd and west of the golf course for housing with small business-like tutoring center or karate studio. Also improve the strip mall on the corner of Spinnaker and Harbor to support the housing.
- Redevelop into housing, preferably low income and young professionals. Also add services like grocery store.
- The General Plan is for the next 30 years. In 30 years, the population that golfs won't be here anymore. At least one of the courses should be converted to another use. Create a community park or nature preserve.
- Turn it into a 9-hole course and convert the balance to a City park with a venue center for special events.
- Need a Clubhouse!
- Integrate park/open space for non golfers.
- If there is additional space, perhaps add a City Park and Pool complex for this side of town? Art center, performing arts facilities.
- Redevelop for housing or create a park with space for community events.
- Since golf courses take up an extremely large amount of space that can only cater to the rich, wealthy and elite that happen to play golf and consume a tons of water, it would be awesome to see this area redeveloped into a county park/outdoor recreation area with a trail that could be enjoyed by all with some small local business/outdoor cafes or residential ranch style home locations representative of how its history and origins.
- Could we develop land adjacent to the golf course so that residential is close to this 'open space'?
- Ventura does not have a private member golf course or country club. I would like to see this happen here.

- Add to the area to enhance the golf course. Perhaps a golf club as Spanish hills has.
- Limited development. Add housing adjacent. A mix of single family, townhouse, zero lot and condos
- Use for emergency housing very small units that can be relocated in necessary. Various encampments for RVs, safe auto parking, tiny homes of various types. I do not believe the City should be subsidizing both courses, so one should be converted. The addition of visitor servicing uses near the harbor could be financial money maker for the city and thus an attractive option as well.
- Leave as golf course, but if the golf course leaves, do not develop the land but keep it as a nature reserve or a park or for agricultural use but DO NOT build houses, or businesses or offices or commercial space here.
- Make it a public park- plant more trees, plants, gardens.
- Anything but a golf course! I suggest housing, office and park space which would be great adjacent to the Harbor.
- Make it a park, touristy things might be okay, but definitely not hotels or a ton of construction.
- Golf courses are a waste of water. Please do something to address the homeless population!!
- Make it a botanical garden
- Do not remove golf course, just add a hotel or conference center to attract visitors and business.
- Golf course with a park for families.
- Turn it into a park
- Develop housing adjacent to and within the golfcourse parcels
- Develop a community center that will help to provide necessary programs and care to families
- How much income does this golf course produce for the city? This answer, like most of the previous questions, needs some contextual background information. These surveys aren't really asking for informed opinions, which just aggravates the distance between the City and its citizens.
- Would be great to have park space here, restaurants with outdoor play areas for families, open air space. As beaches get crowded and park space becomes limited with new buildings families have few places to go.
- Redevelop with housing, office, and visitor serving uses (conference center, hotels, etc.). keep some of it as actual park space, but absolutely no more golfing.
- Sell it and let someone develop it
- Turn it into a family friendly park for biking, walking, skating trails exercise areas for classes ,animal area's etc.
- City park
- Outdoor Entertainment venue, cafe, and hotel with ample parking.
- Develop High end homes around the course that are on large lots. Not like the Oxnard course. High net worth people need homes too. And they bring business to the area by having a place to live. they are all in Camarillo and Westlake right now. A hotel resort too. Quit looking for the most bang for the buck and think about balance in the economy. I

know you want the tax dollars but at some point you will have destroyed the area with high density.

- Spa services
- Does anyone golf anymore?? how about make it something more reasonable for "most people" Could it be redeveloped into just a huge park for all to enjoy?
- Public park and trails
- Turn the golf course into a public park, and trail system. People are so hungry for more outdoor space. allow some natural restoration here too. The birding settling ponds are a great example of Venturan's trying to make the best of what we have today but could do so much more with better access.
- Return it to a natural state, with local flora and fauna, and a walking trail. This is better for the environment around us, better for our mental health, and is educational.
- Should be open space green.
- Park, with hiking trails and outdoor activities, maybe small outdoor concert venue
- Redevelop as a major neighborhood of clusters of small (or tiny houses) with supportive services within walking distance.
- Allow for housing to be built around the golf course
- It's right on the Santa Clara River and should be restored as valuable riparian habitat and a resilient flooding zone. Riparian systems are really ecologically valuable and we don't have many in VC. Please don't develop it. Plenty of other less valuable areas for houses.
- Make it a park!
- Turn it into a park and use the existing cart paths as trails, but keep the darn homeless out!
- Go to one course for the area and reuse land at the other site.
- Share space as disc golf course and golf course
- Not everyone plays golf and it seems like a waste of space and water.
- We need Wedding venues in Ventura that are affordable and beautiful Looks like a great place for some single family homes on standard size lots.
- If it's not making money, turn it into a nature park or housing with office and commercial. If it is making a profit explore ways to increase profitability. Golf courses were once a big money maker, but don't seem to be that way now.
- Park, recreational area, make it accessible to general public enjoyment, with some visitor-serving uses, but don't overdo it. It should be a fun, beautiful place for everyone, not limited to golfers.
- Redevelop this area into a park
- Low income housing
- Turn it into a Food forest accessible to the community/permaculture design site.
- Build mixed use retail/housing above along golf course almost like a Lake Las Vegas vibe or even the new developed area of CI harbor shopping center
- Park and paved walking area
- Community veggies and fruits plots
- Open space
- Keep as an public park. The city is at risk of losing valuable green space to over building. We must keep in mind quality of life as well as environmental impacts when deciding what to do with the rare open land such as the golf course.

- Add executive housing around golf course
- Reduce the golf course and open the rest as a park for public use.
- HOUSING and PUBLIC PARKS, we don't need more offices or commercial space there is already a lot of vacant commercial space
- Open space, park also
- Mixed Use With a SCRiver Centric Focus, Medium Density Multi-Family Buildings with Native landscaping, neighborhood scale services, renewable power throughout, STRONG Alternative transportation connections especially bike and pedestrian such as protected bike lanes to the harbor, addition of mass transit connections
- Turn it into park space that everyone can use.
- Either turn it into a park (Strong preference) or redevelop. weird to have such a large space devoted to a niche hobby
- Marijuana dispensary
- If economically viable. If not, redevelop!
- Turn into a park. Help with restoration of Santa Clara river and surrounding area
- Improvements should support bike trails along the Santa Clara River to the harbor. Eco-tourism!
- Park and Rec area, serve youth
- Make as affordable and public housing please
- San Buena Ventura golf course needs to be re-developed. Swap that for the fairgrounds. Land swap. Fairgrounds goes away to where golf course is now and fairgrounds becomes housing, mixed use, developed cafes, dining, something actually neat and vibrant along the beach. Less homeless taking over this way.
- Make into a park - does everything need to be built up and monetized?
- Affordable housing
- Let the land return to its natural state. Stop with pesticide use and use of our precious water.
- Let's get a disc golf course added to one of our ball gold courses.
- Convert into a park.
- My husband loves this golf course. Leave as a golf course but add a Club House, restaurant to make it more appealing and a more interesting destination.
- I would much rather seeing this land develop into a nature preserve with walking trails, a playground, maybe a bike path? I think this would serve a larger amount of residents rather than the select few who can afford to play golf.
- Olivas Links is donated land and can only be used for the purpose of the golf course?
- Sell to private owners and let them decide. If they can run the golf course profitably, then great. City Should not run or subsidize. If some other use if better, then that's okay too.
- Clean up the homeless encampment and make the area safer, more attractive and provide better services. The golf course could generate more money with a restaurant/bar. You could add restroom facilities and add wedding/event space. But you have to clean up the homeless problem!!!!
- Please look into Top Golf! It is a fun interactive entertainment for the whole family that will offer jobs to the community as well! There is only one in California and this will bring people from all over CA.

- I'm finding these questions very opinionated from an Eastside guy and golfer. Can I ask who chose these questions. ?? There has been a lot said in city meetings. Not being asked. ?? Spencer.
- This went from two quality courses to one course. Ventura has the climate and scenery for a resort but doesn't have one. Add a quality and high end resort/spa/golf course. Draw tourism revenue, not new residential revenue.
- Or redevelop part and keep as a 9 hole course
- Open space park with native plants and bioswales to capture rainwater and runoff and filter back into the aquifer.
- Leave it but make more use for music events to help pay for cost. too much street to not have this. redevelop Saticoy it's an eye sore.
- Why on earth was the restaurant ever demolished?? This is just another example of a Ventura property with potential that is being wasted. Look at Santa Barbara & get some ideas of how to make the most of our coastal city, including a golf course.
- Nature preserve
- Golf course with housing and minimal hotels
- More access for low impact activities and nature walks including community gardens and connections to trails throughout the city We need more housing and open space maybe dog park or low income child care facility
- Definitely finish the club house and take advantage of the resurgence of golf
- New Fairgrounds site.
- The land should be maintained as a golf course, but there should be a planned housing development where homes back up to the golf course. This could create executive housing in Ventura. It may require changing the golf course or increasing its size, but having executive housing will supplement increased density housing to bring better options
- Would be great if Olivas could get the clubhouse it's been trying for. I think some development in the area would attract more than just golfers to the course. Work on the homelessness in the area, I know of the housing options in that area, but still so much work to clear out the space.
- I would mix housing with golf course , some offices, and some commercial
- Park
- Keep the golf course but build the clubhouse that the city allocated monies for and pre-paid the developer, who stole the money and moved to Thailand. And of course, the opaque city council and management will not even acknowledge that they allowed this to happen.
- Redevlop golf course with a section for tiny homes
- Make a multi use park that includes area for launching model rockets to allow local schools to participate in STEM activities such as The American Rocketry Challenge.
- Olivas Links desperately needs a real Clubhouse, not a trailer.
- Either leave it as a golf course or turn it into a park with a coffee cafe
- Small boutique hotel only!
- Low income housing with water saving techniques and solar power housing to keep the cost down for the residence. Small business that could be used by the residence - walking distance/ or golf cart usage.

- Add a boutique hotel.
- Redevelop is ok. If feasible: Owner occupied business only, housing owner occupied only
- Keep the golf course but add community related things like tennis courts, swimming pool and other outdoor related activities. Maybe some biking trails?
- Going forward, recreation opportunities will determine quality of life. If the course make money everything is fine. If it is losing money that is a management issue. If someone wants to build a restaurant let them on their dime.
- Single Family Homes
- Redevelop as single family homes on standard lots.
- A park and low income subsidized housing
- Turn it into a large public park.
- I like the idea of a visitor center, maybe a restaurant. hotel would be too much for area I believe.
- Leave as golf course, but add additional area for tennis or other sport activities.
- Sell the golf courses. Keep golf course and add limited multiple dwelling units with limited commercial services
- Additional multi-unit housing
- Build residential housing around perimeter of golf course
- Return to natural habitat or wetlands
- Make as multi purpose as possible. Need to get smarter about land use to be multifunctional whenever possible
- Create a family park that is sustainable by getting rid of the water-hungry grass!
- Build affordable housing for educators and other staff that work in the city of Ventura
- Create a giant sculpture park
- Yes build as much housing as you can there is a shortage of jobs and housing. Keep the golf if you want and build around if you have to. Golf is a rich person sport.
- Housing, parks, trail, shops and restaurants.
- Turn into a park, or rewilded area.
- Golf course is a gem add some luxury housing, club house, and restaurant
- Housing only
- Mixed use parklands including golf, but more a huge open park for expansive exuberant play of every wholesome ilk
- Turn into a park
- Work with TNC to accommodate sea level rise. Santa Clara is designated wildlife corridor by county. Incorporate into your land use planning.
- If this is losing money (and I think it is), it should no longer be a golf course. I do not have information to state whether it should be shuttered or redeveloped. In my observation, the city does not have the expertise nor staffing to efficiently operate a golf course with expand facilities such as a conference center or hotel. That should be owned and managed to a private enterprise who could lease the land from the city if need be.
- Recreation for ALL, not just wealthy golfers and tourists.
- Add something for tourist entertainment, something unique to draw people in to use the local hotels and restaurants.
- We need a decent upscale Hotel in Ventura.

- Public park with LOTs of trees
- If not a golf course consider other public park like that on kimball. ADD A SKATEPARK
- Make a huge park for residents. No housing. The roads wouldn't support it
- No golf courses due to drought and water shortages. A gross misuse of a precious resource.
- Make it a big park for the community
- Turn it into a recreational area, with native plants, butterfly garden, trails, picnic areas
- A complete and total waste of land and water, convert to a park
- Add a public park to the area.
- Shape it into an eco-friendly course that encourages 4-9 hole rounds of golf. Expand on the use of the adjacent lot on harbor and the river bed as a public park with hiking trails.
- Redevelop as parks; limited by flood plain
- Redevelop, add commercial under residential. Add fire station under commercial or residential.
- No opinion
- Keep Olivas. Land Swap Fairgrounds (50 acres) with San Buenaventura Golf course (90 acres) at auto center. Fairground more compatible and better use there.
- Both-golf course could have conference center and housing., but don't over-develop the area and spoil what makes it successful.
- If it's not viable as a golf course then make it a climate supporting city park with climate-related demonstration gardens and exhibits.
- Add natural areas nature/wildlife corridor attributes to promote contiguous wildlife protection. TREES. Add shopping, hotel and housing in designated areas.
- Very limited housing office and Hotel redevelop
- Create some housing but also a lot of things to do to help attract more people and revenue from sales tax
- Convert to a sports competition park to attract tournaments in different sports. Convert to a lifestyle center such as The Collection. Include a space for The Players Club. Keep a 9-hole course but convert the other half to an outdoor venue for concerts, movies, Stonehaus style community gathering space.
- Finish the golf course with a nice clubhouse that can be rented out for weddings, events, etc. and provide a finished look to the course instead of the trailers that are there now

Question 15: What other visions do you have for the County Fairgrounds?

- I think there could be an awesome **music venue** added here similar to the Santa Barbara Bowl, due to it being 30+ minutes away from Ventura.
- Yes hotels and conference center but also retail and entertainment venues
- Improve facilities, attract trade shows/conferences, lodging partners
- It is not Ventura's property to develop. It is state property.
- Repair the wetlands then use what is left develop dense mixed use housing and commercial space.
- Better facilities, but not hotels.
- Expand/improve to allow concerts other than during annual fair
- Provide funding so they don't have to make financial decisions to allow gun shows and speedway that have a negative impact on the community. When we listen to speedway on thanksgiving from cemetery park it is too loud.
- This land will be needed for shoreline retreat as sea level rises. I don't understand how buildings can be built on land that is already near coastal erosion area. The highest use of coastal areas is for tourism, wildlife, and recreation. No seawalls. Create space to allow retreat while maintaining public access.
- Upgrade and add more events or a music venue!
- Concert hall, outdoor meeting space
- Return to the donor's original desire for a Golden Gate style park
- Expand to include visitor-serving uses like conference center, but limited on the hotel such that it matches Ventura beach beauty (not tall and clunky like Crowne Plaza)
- Eliminate the **noise pollution raceway**. It loses money every week
- Literally anything that can be used more than a month out of the year would be amazing.
- Carve out a section to become a **year round** city park or arcade but maintain the eclectic nature of the grounds as a whole.
- Integrate open space use - park.
- Repurpose the site for residential and entertainment complex.
- **Better integrate transit services!** Gold Coast does not provide access to the beaches in west county! Route 16 is not enough! Add a route from Transit Center Down town Ventura down harbor to C Street Oxnard!
- Make more aesthetically beautiful
- Leave as it, but some improvements and upgrades would be nice
- It doesn't make any sense to me that the most prime ocean front property in the city is literally parking lots for the fairground. It is a waste of space. It's awesome to have the horse arena and usable spaces like park land, trails and other parts of the fairground on the oceanside and it would make more sense to have the parking located on the other side near the highway/railroad tracks.
- Keep the race track, get rid of the fair.

- The Fair should move inland (increasing access, parking, better weather for fireworks, etc...) the parcel that EP Foster gave to the State which then quick claimed to the City, should be a mix of two hotels (tourist magnet) and open space for residents and visitors. Why have it as is when it does not take advantage of it's position at the beach?
- We need better hotel accommodations downtown, by the Fairgrounds as well as the beach!
- When it gets developed please make it tasteful. The holiday inn is ugly enough as well as the glowing white confos on the old charthouse bluff. They should have required to tone down the glaring color and build step down to sea rather than a block wall
- I love the fair grounds but some aspects of the fair I would love to keep year round like the Ferris wheel and maybe like 2 rollercoasters, and a hotel/ visitor center perhaps
- Open for discussion
- The 31st Ag district controls the site, not the city. It is a downtown event assist that could be intensified, but sea level rise MUST be considered.
- Make it a park and community space open to residents year round (with art classes, small venues for music/theatre performances, etc.)
- The fairgrounds are a terrible use of this environmentally sensitive property; My recommendation would **be restore the beach environmentally sensitive habitat** like as already happened adjacent to it in addition to a park where people could come to enjoy the ocean which is why Ventura is so popular to begin with. The current use of the fairgrounds is horrendous and causes light and noise pollution. For example, I live over 2 miles away near the hospitals, vcmc and I can hear the weekly car races and can't stand to be outdoors due the blood pressure rising noise.
- Keep but improve as a **multi-event, year round outdoor expo center**
- NEED A CONFERENCE CENTER! bring in business, conferences from around the world, think BIG!
- We should be hosting concerts there year round
- This area needs to be modernizes, cleaned up with a modern transportation center. If people could Visit Ventura by bus or train that would help with our congestion in that area.
- Ensure access to and support the surf culture with any expansion, include a wave pool! and hotels; make the county fair a year round location like santa cruz's amusement area
- Develop a **community center** that will also provide after school care options for the families on the west side since the school district has decided to strip this community of that essential need and service
- The fairgrounds has a privileged piece of land. Why not think about **moving it inland?** Mixing housing and services in this area while tightly regulating the types of development and establishing strict maintenance requirements could help release some of our housing needs with tax-generating dollars for the city. Developers could be asked to provide low-income housing somewhere in exchange for the privilege of developing this area.
- Music Venue with large enough parking lot that can be used for Flea Market/Fairs/special events similar to Pasadena Rosebowl - with a hotel close by - rooftop bar/restaurant to take advantage of the views...this is prime real estate that developers would love to get their hands on....just make sure it's something locals and visitors can all enjoy!

- Redevelop it into a more park like setting that can accommodate the fair but also be open to the public for use. Redevelopment needs to take into account sea level rise.
- Turn fairgrounds into a **pedestrian-first, high-density, mixed-use neighborhood** with no less than a 5-story height limit. Keep the ferris wheel and a portion beside it as a boardwalk. Move fairgrounds elsewhere, and not in prime real estate.
- Divide it into sections and make it into **community spaces**. We don't need to waste gas having vehicles drive in circles or watch animals get auctioned off. Almost anything would be better. **Community gardening** spaces where cost is based on income. Orgs could donate sections for certain groups etc
- Move the fairgrounds east. Redevelop as a **beach park**.
- No gambling, no race track, transition to support ocean activity park this is prime land, right beside the ocean. it would be great for this area to be a park accessed primarily by bus and bike.
- Clean the area up before you make any changes. Too much vagrant and gang activity to enjoy the area as it is now. We won't go down there any more.
- We like some as semblance of "hometown" and family events.
- Build a conference center; eliminate off-track betting and speedway
- Expand mixed use that could include a conference center but integrate waterfront amenities to take advantage of the beautiful view of the Channel Islands. Also consider connecting it better to the downtown area as this side of the 101 often feels detached Portions could be used for temp homeless shelter (outside of fair time). It serves as a great staging site for emergency operations and should be maintained for that critical need Expand uses and repurpose the most always empty parking lots into vibrant commercial/retail space or park (something like marina area)
- Public park!! and commercial retail use for small, local businesses. Please try and source local business-owners instead of the trust-fund and LA-based places that are coming in now.
- Get rid of noisy race cars, or require sound checks to minimize noise.
- Park as intended. Move fairgrounds elsewhere
- It is one of the prime locations in Ventura. Such a shame it was built there. Downtown is already super congested and with all the new housing in construction, it will only get worse. Having a public resources there would be so valuable--an **outdoor theater, botanic garden, gathering spaces**. Having a huge parking lot right there on the beach and such intermittent use of the rambling industrial-looking facilities is such a waste!
- Develop as a **concert, entertainment venue** with hotel and retail space. A large percentage should be devoted to public access, parking and green space with walking areas.
- Entirely tear it down and re habilitate the Ventura river inlet/outlet, providing habitat for shore birds and fish. and keep the darn homeless and meth addicts from ruining it
- State owned property that serves this community extremely well during emergencies. redevelop existing buildings to be able to expand uses such as a conference and event centers.

- Leave as-is but continue to focus on trash clean up and management of vagrancy in the area.
- Redevelop to improve amenities. Most of the buildings are outdated and could use a sprucing up. This would be in conjunction with expanded services and use the property to draw visitors. Improve Amtrak station to draw visitors to a new Beach Front hotel and beach destination area. Open ped tunnel under 101 to downtown area to improve visitor access the downtown.
- Make it an actual concert venue and emphasize the ease of train use for transportation
- Develop it as it was intended to be developed, see golden gate park as example.
- Gather tax money
- Parking space is so big **add a swap meet or a better farmers market** please do something with that area it's a waste of land outside of those fair months and area needs improvement do not build any big buildings it's a bad idea for animals and the ocean
- Add more city green space. **turn into a grass park vs a concrete one.**
- Tear it down completely and do something really innovative.
- Open for **free beach parking** when not in use
- This question may create unrealistic expectations. The fairgrounds has a deed restriction. It needs to be renovated, better landscaping, new buildings, public spaces. It is prone to flooding and needs to be master planned with the realization that it sits on a river delta, that was former wetlands.
- No major additions in terms of hotels, but would be good to give it all an attractive freshening-up, and add an attractive cafe or two for the public near the beach
- Leave-as-is but host more local events year-round to make better use of the property.
- Other community services including housing and keep for emergency services like you have done with testing and vaccination
- Perhaps consolidate parking to a structure to lessen the heat created by the large swath of asphalt. Open access to community when not in seasonal use.
- REMOVE THE OCEAN OF IMPERMEABLE SURFACE, polluted drainage currently goes to marine environment, transform to MUCH GREENER area with trees, native planting and infiltration
- Assuming Hilton is approved, that will accomplish some of that. But bldgs need updating! Turn into a park! Contribute to the Ventura River Parkway (see vision plan from friends of the Ventura river). Fairgrounds and parking lot are an eye sore and need to be "greened". Space is not enjoyable / accessible to the public. Parking lot is a waste of space, and derby contributes to noise and air pollution. So much potential as part of a park!
- Expand smartly assuming sea level rise and protecting coastal resources such as surfing, sand dunes, etc as a priority.
- Make as affordable and public housing once again
- See prior answer, mixed use village. Dining, higher end hotel, coffee shops, etc
- Repurpose this into open space, multi-use park. Build an outdoor amphitheater for events
- Leave as it but clean it up and make it more attractive. Add more services, event that are family driven not bands who come into our community and trash it. No more rap bands, etc. with horrible language, etc.

- At a minimum it needs better utilization and major improvements. It's an under-utilized eye sore in a premium location.
- Mixed use and expand coast access integrated into a connection to a new park at river inlet and the downtown and use this link as a strong pedestrian street similar to third street promenade and entertainment such as Link promenade in Las Vegas but at a smaller scale
- Develop the current parking area, add mixed use retail and housing along shoreline, hotel and conference center, and parking tower adjacent to train station for park and ride facility and event parking
- Improve existing facilities, ensure adequate parking, ensure enforcement of laws and safety.
- Lease the land (don't sell it!) to developers for hotels, etc. Use the money you raise to upgrade this extremely valuable parcel. Sanbuenaventura beach park is one of the worst beach parks on the West Coast and needs a complete revamping. The land value is in the 8-9 figures and it looks like it belongs in Lancaster.
- Give it back to its original occupants, put commercial and residential on the edges and keep the fairgrounds
- See if the State will turn over the land and operations to the City.
- x games
- We need better and more modern hotels in the downtown area and near fairgrounds.
- This is a nostalgic part of Ventura. Improve concert arena for more venues which will create jobs, guests in our already developed small town. Too much too fast is never good. We need more access to the beach and hiking trails that is safe for walks, hikes, bikes.
- Make into a nature park as intended by EP Foster family. Keep the Raceway. Best Lil dirt track in USA. Build organic amphitheater bring in tourism. Build the park into the beach. Take away all the parking and parking lot.
- Keep the fairgrounds! Update the arena to accommodate world class performances like the Santa Barbara bowl. Build a parking structure and redevelop the leftover parking as hotel, restaurant, retail.
- This is high visibility area for visitors and should be developed making sure that it is done keeping that in mind, Something like Terranea development in Palos Verdes as opposed to conference center like downtown LA. This is the Beach I was talking about earlier. Do it in a beautiful way to enhance the area!
- Again, a property with so much potential that looks horrible & decrepit. Look at the Mid-State Fair property for ideas - clean, upscale & safe. We have an oceanfront fairgrounds that lacks safety, cleanliness & beauty. It's not that hard! Capitalize on the location & build an event center, a concert arena (not a dirt speedway track that happens to double as a concert venue where you can break your ankle on the lumpy dirt!), hotels, and amenities that bring in people from all over to spend their money & enjoy themselves. Embrace the San Buenaventura heritage and make it BEAUTIFUL!!
- Temporary housing
- Ditch the livestock barns. Redesign the entire fairgrounds as a community park with a small amphitheater. Design it as such that it can be fenced during the fair and other events. I love

the topic of a rejuvenated fair grounds. Contact me if you'd like more input on this.
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- Create an amphitheater for concerts & expand the sand on the beach, get rid of the buildings and make mixed use and more economy there, also like EP Foster wanted a big recreational park for Ventura to thrive. Prioritize the river and wetlands and combat pollution and sea level rise, as well as safety and lighting. Add more plants get rid of concrete and create industry for people to live and work.
- Use it for concerts
- Transportation hub with multifamily housing.
- Visitor serving uses but no hotels. Move large events that have outgrown downtown to the fairgrounds.
- Conference/concert/theater venue
- Not a huge hotel that blocks the view. I do think expanding services will help keep the land financially viable.
- It really needs to be re-thought with an emphasis on the Ventura being a beach city. It should not be housing, but the right mix of coastal focused retail, dining, entertainment, possible hotel is a good option
- Concerts, movie outdoors
- We need a highly desirable hotel in the area to generate visitors and clean up the promenade and surfers point area. The surrounding area of the fairgrounds is too nice for giant lots to sit vacant and the Crowne Plaza is not a premium place.
- Leave largely intact but improve Amtrak station and add visitor amenities- coffee shop and public bathroom facilities
- Make improvements for seasonal activities but keep it enjoyable and accessible to locals.
- Please put restaurants, shops and a running circle around the area with loads of children's parks, water fountains to run through and shops for all year around. Make it accessible via all bike and walking paths from around the city. No cars - walking, cycling and family friendly safe community area with shops and restaurants enjoying the beautiful water view and outdoor air. And of course pet walking friendly. Have Patagonia sponsor it all and make it all outdoors.
- Use year-round, not just for County Fair.
- Update, please! and NO GUN SHOWS
- Modernize, limit expansion.
- Build arts complex for the cultural improvement of our city, including performing and visual arts venues.
- Extremely underused parcel
- The car racing noise at night must end.
- It was gifted as a fairground, you would lose it if it is altered, right?
- Single Family Homes
- Redevelop as single family residences. This would generate substantial property tax income.
- I like that we've been using the fairgrounds for other purposes throughout the year (covid testing, flea markets, concerts, etc) and think we should continue to host events there that

will bring in money and out the spaces to good use! Conferences could easily be held there, but I wouldn't want to convert part of it to become a hotel when there are several down the street.

- Pull back the perimeter of the fairgrounds from along the coast, and increase the greenbelt/ sea-level-rise neutral zone along that corridor
- Stop the car racing and expand the space to draw more visitor-serving activities and events. Not hotels, but more options for temporary multi-purpose pavilions to accommodate different activists.
- Update existing buildings
- Include training center uses such as agriculture, construction, environmental. Provide housing for homeless who could also benefit from training center.
- Relocate up Avenue and turn into Park. Paved over and under utilized fairgrounds on this prime resource is ridiculous
- Allow for improved conference space, get rid of the racing and improve walk ability in the area
- Give this land back to the ocean and ocean enjoyment. It's an eyesore, and the fair is once a year (at best), when open beachfront space could be enjoyed year round.
- The fairgrounds is there for everyone to benefit from. Better use and management would be a great improvement. The state owned beach area looks like crap. Hard to believe such a beautiful piece of land could be so poorly managed!.
- It was donated to the city to be a park, that is why it is called Seaside Park. Unfortunately, it is really not being used as intended. I believe making it a park or using it to better serve the community is important.
- Turn it into an oceanfront development of mixed use buildings with lots of parks and green space. The fairgrounds and old oil storage yard are great assets that are severely underdeveloped!
- Remove the auto racing track. Its noise distracts from beach and promenade enjoyment.
- Try to lure high level Indian casino/resort to Ventura to give the area a tremendous income boost- as well as more visitors for downtown businesses
- Needs to be multi purpose so it is in use most all the time. Except, I hate the gun shows and would like to see them eliminated.
- Leave as is, and expand parking for the beach.
- Turn it into a park to adapt to the changing coast line. Clean up! The Covid testing site located at the fairgrounds makes money using our public areas yet they have never cleaned the need left by cars waiting inline. I have never seen such a mess left. They are profiting they should pay to clean up the mess.
- Build a high rise of multi family condos for use of those who work in the city
- Needs some renovation looks outdated. Leave as is and allow over night temporary parking for travelers passing through. 3 day max for any consecutive 60 days. Create a section for rideshare parking.
- It would be nice to clean it up a bit and make it more visitor friendly. Perhaps have more events there. If building a bit more will bring about that change then, yes, expand.
- Anything without the noisy race track.

- Revitalize to include Community Arts and Community Sustainability Centers of Excellence
- IMPROVEMENTS FOR MULITI FUNCTION ACTIVITIES
- Remove the fairground and replace with mixed use development. Housing, retail, ocean front park. The fairground is dead most of the year. It's such a terrible waste of such prime ocean front space. If redeveloped correctly the fairgrounds could be turned into a beautiful spot for Venturans and tourists
- Conference center and hotels is a great idea! But the city is having challenges handling far more basic projects. Those priorities (ie parking structure, broadband) should be addressed first.
- A conference center would be nice but no need for hotels with Crowne Plaza down the street. An affordable beach view cafe would be lovely for tourists and locals.
- Can we expand per the trust. Or original donor's bequeath?
- Eliminate noisy auto-racing
- I'd like to see the race track expanded to attract more racing categories.
- This is such a waste of prime property , expand and make this space useful all year instead of just a few months a year.
- Leave as is but innovate and update existing grounds. add spaces to host concerts and events. Potentially add small hotel and conference center? Only concern would be overcrowding the surf :)
- Keep fairgrounds where they are in all decisions
- I feel like with global warming and sea level rise it would be a bad idea to develop that area further
- Give back much of the land to Ventura river estuary and create more park space while keeping an outdoor music venue.
- Move parking farther back. Expand. Natural dunes. Walking paths.
- Minor league baseball
- Make some of this area a park for pedestrians, beach-goers, and locals
- Update buildings
- Add revenue generating facilities, whether office, restaurant or housing, to stabilize the fairgrounds budget, and allow the removal of gun shows.
- Showing its age, update and expand as noted above
- This area should be used for affordable beach visits, with parking and overnight camping. Tourists are battling for parking throughout the city while the fairgrounds sit vacant most of the time.
- Create a public space, such as a park. If not, retail is fine. Please no hotels or other uses meant for tourism or not directly for use by Venturans.
- Fire station
- RV camping
- The fairgrounds should not include a conference center or hotel, it should be left as is or there should be more public space added.
- Expand its use to include present uses adding public spaces. DO NOT DEVELOP WITH HOTELS OR SIMILAR!!!!!!

- Fairgrounds as mixed use village. Land Swap Fairgrounds (50 acres) with San Buenaventura Golf course (90 acres) at auto center. Get a Whole Foods, hotel, conference center, mixed use residential, allow for small portion as quasi senior living care facilities for age in place opportunities, get metro link to add stop and additional services, especially before LA Olympics!
- EP Foster donated this land to us. Read up and implement his original vision. He envisioned a Coney Island environment: parks, trees, Public gathering spaces. Foster would not have not envisioned the cement jungle that it is today
- A Westside Aquatic park similar to that at Kimball and Telephone. A civic center area with a performing arts theater and museums, galleries, housing for artists-in residence, etc.
- Money could be invested improve the grounds for events to attract bigger events like concerts.
- REMOVE!! replace with waterfront parks with TREES, some upscale concessions with ocean views, ocean view amphitheater for live events- Conservation minded planning, beautification of coastal trails by planting and enhancing natural vegetation, All parking away from ocean (The parking garage near the wharf has the best ocean view in the city, it's so stupid). It is the only coastal area away from highway 101 that people can enjoy for gatherings, none vehicle sounds, walking, cafes, outside eating. Enhance the promenade to connect the city to the ocean. That is our biggest loss in Ventura, all the best real estate is used for parking and an antiquated raceway and fairground. I am not against tradition but the fairgrounds take up acres and acres of the most precious land in our town and half of it is a parking lot
- Modernize it for mixed use. It is a great spot and would be great to keep it and have more use for it. Please move the racetrack somewhere else.
- Increase more events lots of potential building more hotels would really impact the area also if homes were built it would single the not so fortunate to enjoy the area
- In need of a serious update. As part of updates, add conference center.

Question 16: Do you have any additional thoughts or comments to share?

- Please stop high water use development. We are in a drought and are adding exponentially to the total number using water. It's putting a stress on the region that can't be reversed. Add trees & help bring down the temperature. Ventura County had the highest rate increase in temperature in the entire United States. Instead of just paving over, it needs to be a green city like LA's Green Plan.
- The Ventura Avenue can be more than it is now. The homeless population at night makes it very unsafe, but it could be a great place for art, wine, breweries, etc. Could be a hotspot similar to the Funk Zone in Santa Barbara. Please open more parking around the beaches, as I notice a lot of red curbs for no reason. Please approve small business licenses first, as more money will come back here.
- Keep the character of Ventura, keep single family homes and infill non used commercial spaces being mindful of traffic congestion and think long and hard about downtown public parking.
- Please reconsider the building of huge apartment complexes in Ventura under the ruse of providing "affordable" housing. The Portside and the monstrosity at Triangle/San Jon are NOT affordable when a studio costs upwards of \$2,500. It is too crowded with traffic and our small streets cannot handle it. Build a few nice hotels instead to attract a monied clientele for revenue.
- Something needs to be done about the high fire danger on the hills above the city (owned by Ventura Land and Trust). They should either maintain the land better to reduce fire fuel (brush, loose wood, etc). Maybe add more cattle, sheep, other animal grazing OR develop in a way that creates a fire break well away from housing above the city.
- Ventura is a great west coast community and with thoughtful planning and architecture can remain viable, improve revenue. Public Transportation MUST be considered, to include light rail lines through town to eastside and train. Provide smaller dash buses along established routes.
- Annex the North Avenue. This would bring new housing, recreational, and job opportunities to Ventura. A great chance to build a new planned region from the ground up. Seize the vision!
- I really would just love a solution to the homeless issue. I love my neighborhood, I just want to feel safer.
- We may be forced to eliminate single family zoning by the State of California. This will increase the value of a parcel to whatever a developer will pay since an existing home could be razed to make way for 4 units. \$\$\$\$\$. We need to make it easier to add an ADU or duplex with the property owner required to live in one of the units. No STVR neighborhoods welcome.
- Develop E. Ventura, spread all housing types throughout the city, have park, businesses and amenities throughout the city

- thank you
- Maintenance and improvement of what we already have is critical. Expanding water resources is essential. Ever expanding fees, taxes, regulations is choking the economy.
- Thank you for the opportunity to express my opinion.
- PLEASE remove the Ven Tiki encroachment on the sidewalk that is just outside of Ventura Moves zone. They are not in the downtown walking zone. Leaving a zig zag area for pedestrians between tables and the registration area is not right. People walk in the street to avoid this. This is an ADA lawsuit or an accident waiting to happen.
- Was the industrial and office area around Valentine and Knoll road included for additional housing? It should be.
- Mixed use development and multi-story apartment building should kept to a minimum. I would prefer we lean towards individual dwelling style of Santa Barbara vs the sprawling large building structure style of Los Angeles or Oxnard. Anything that resembles "The Collection" and surrounding townhomes and apartments in Oxnard should be avoided.
- Will Ventura take responsibility for reducing greenhouse gases causing climate change? This survey asked how we wish to "mitigate" or "adapt to" climate change. Our first responsibility is to reduce GHGs and create carbon sinks (more trees). I would like Ventura less accommodating to automobiles and investing more in transit, walking, biking. Neighborhoods for neighbors. Fewer 2nd homes/AirBnBs.
- Open up residential areas to granny flats and eliminate the laborous and expensive permitting obstacles to the conversion of structures into residences. Let the community grow and breathe.
- Whatever expansion takes place, the city MUST address the increased traffic that will accompany any additional homes and/or businesses. The charm of the city is greatly diminished by snarled traffic....and residents are at great risk of being unable to exit the city in case of a disaster (remember Thomas Fire....I sat in my car on The Avenue for an hour before able to inch my way to Fairgrounds).
- Keep up the great work!
- Clean up pier and adjacent areas along street. Tear down parking structure, flat metered parking, landscape areas and clean up trash and weeds. Only build new business and housing consistent with style of old ventura. Old hotels rebuilt and updated. No more high density expensive housing. Keep Ventura unique, I don't live in LA. Build more parks, redo hwy on/off ramps from river to Ca st
- Increase tax rate comparable to surrounding cities to support infrastructure (police, fire, roads). Please focus on vagrancy, petty crime, litter/trash, discharge of waste into our oceans from the river bottoms.
- Street lights and sewer on Mara ave I think you have forgot about us come on really no street light or sewer ??
- Keep downtown Ventura pedestrian friendly. it has been so good the community and businesses.
- There has been no creativity to solving the city's land-use issues. The entire oceanfront is neglected. We are eliminating design review and historic preservation in the name of streamlining while simultaneously shutting down building permitting. Please don't

continue to dupe us with manipulative land-use language while quietly destroying the community.

- No explosion of new houses. Traffic is getting incredibly thick; some roads, it is impossible to turn left without backing up traffic down street. There isn't tons of parking for two more cars per household, water is a problem...and, there's a waste of empty strip malls and the Pacific View mall. We don't need more expensive, leased housing. We need truly affordable homes to buy.
- Get rid of the bike lanes. There is nil usage. The lanes would better serve the taxpayers for auto usage.
- Connect Olivas Parkway to the freeway.
Improve our roads and streets
Keep the charm of a small beach community
Give careful consideration to height changes
- we could use another high school, public, private or one each. Where? Maybe near where you choose to increase small business. Look for the industry (or two) that Ventura wants to help grow - something lasting, not popular or a fade.
- I would like to see more equitable housing starts. We need to keep our young adults IN the city. Otherwise we'll become a old tottering & stodgy city.
- We need to fully serve our residents prior to worrying about more growth. Water situation does not support more people and we seriously need to use desalination rather than sue 17,000 land owners that may or may not have any impact on the Ventura River. What a colossal waste of time and energy that is for so many people.
Why aren't we using the rains in the East and piping in their excess flood
- Please keep the Ventura "small town" feel, with smart managed growth.
- Growing too fast. Traffic getting heavier. Becoming like Los Angeles...
- Ventura is developing alarmingly fast. New condos and mixed use developments are going up everywhere. Where will the water come from? I don't accept the premise that limited housing is the reason for high housing costs. Let's slow down and preserve our open spaces. I'm a supporter of SOAR. We need a tree ordinance that protects historic trees from being removed to make way for development.
- Develop an urban history tour trail through downtown that stops at historical points of interest. This could include, city hall (county courthouse), Eastwood Park, remaining portions of the aqueduct, Plaza park, the WWII gun turrets at Hobo Jungle, Chumash Habash Fiesta park, Tortilla Flats, the Terraces in VBG and what they were for, the Mission and the 2 tall pines (planted for ships masts), the
- In any/all building, expansion, etc. we may consider environmental effects first, as well as social justice
- We are not maximizing our value as a coastal city. Eliminate blights along ocean like old motels, fairgrounds, etc for higher end uses such as townhomes, hotels and commercial. Incorporate all islands in city such as ag and turn into tax revenue such as multifamily and big box stores. Use development revenue to expand roads and add freeway access to handle additional growth.

- Do not expand into open space, incentivize redevelopment of vacant properties and motels in decay.
- Ventura has so many different interests to offer, but all of them need to be polished up and maintained.
- The blight along Main Street from Seaward Avenue to Mills Road, especially the area around Five Points, should receive attention as a "redevelopment corridor" with a focus on mixed-use retail/residential. Its proximity to employment centers at the two hospitals and medical offices would make it ideal for professionals and skilled workers.
- The Pierpont community is at risk of becoming an Air BnB desert because of the lack of limits on STVRs. There must urgently be a review of the STVR policy or soon there will no year-round residents left here. At the very least, there should be a numeric STVR limit per lane. Also traffic is definitely getting worse, so adding high-density housing will be problematic.
- if further development is allowed we must address the streets. The Seaward traffic is already overwhelm. the only northbound frwy access between mills/main and downtown is via Seward. The current high density units planned/under consideration will already push it beyond reasonable levels. Additionally, where are we going to get water to support the already proposed/ pending 2K+ units?
- Mixed use built right up to the sidewalk is a horrible idea. There needs to be a design review board with teeth to keep the city from continuing to build some of the disasters it already has. These ugly square modern box designs need to stop.
To quote Cat Stevens "where will the children play?"
The last few years the City has done everything it can to destroy the character of this city.
- Please stop residential building. We are too crowded already and water is a huge issue.
- Make the City more business friendly to drive growth and set deadlines for your city service contractors so that the city government can actually complete a process in 2 weeks or less
- Until water and traffic issues are solved, continuing to build is completely irresponsible. We are quickly becoming Orange County North, with the 126 becoming the 57 in O C. It just nuts.
- clean up pier area, knock down parking structure, better landscaping, keep clean and free of graffiti and trash, form partnership with state to replace on/off ramps at California st, keep new building in the architecture of old Ventura, no more high density building that looks like LA and is over priced for our local working people, they're unaffordable for single families.
- More nice restaurants by the pier and at the harbor. Keep Main Street closed off. Don't allow people living? In restrooms at park across from mission.
- grow slowly to let the existing community adjust. Avoid building boom cycles. Connect places rather than just filling in vacant lots. Many 1960s-1970s shopping centers are slowly fading. Some can be replaced with housing, some can divide into retail and residential parts.

- Ventura needs more large lot executive housing, not small crunched up small lot homes with narrow streets! More formalization of curbs, gutters, and sidewalks especially along Foothill Road. We need more public safety resources on our streets as well - especially police and fire. A new fire station down in the harbor area has been discussed for years with no result.
- Fully develop Kimball park. We still gave 50 acres of weeds! Put in tennis and pickle ball courts. Install lights and finish the softball complex. Would be great for tourneys and bring in outside money. Of course there are no hotels here.
Please Please redo the Camino tennis courts. A serious embarrassment bordering on a safety issue
- Keep our city with a touch of small town, artistic, cultural but touristic
- We need a comprehensive traffic flow review and update. More efficient high density traffic corridors across the city, with the addition of one way streets to better accommodate traffic restricted streets. Collaborate with Cal Trans for better freeway access across the city. Traffic calming methods for residential neighborhoods to encourage walking and biking.
- Not a single additional 5 over 1 should allowed to be built. Luxury studios and 1 br units will never solve the housing crisis. Make it far cheaper (make all construction permits basically free) for building owners to modify their current buildings to add residential space (be flexible on building codes). Tax rental income.
- bring mixed use housing to the harbor, bring back trolley to connect downtown, midtown, westside, and harbor areas
- I am very disappointed in how our town has only seen compact housing development and built right up to the street. This does not allow for safe active transport. Compact housing is going to crowd our streets and exhaust our water supply. Our mall needs to be revamped, turned it into a city park or a large indoor sports facility.
- I think it's important for the city to retain its small-town character, while also providing sufficient housing for all its residents. While I oppose SBs 9 and 10, I do feel that there are areas of the city with large lots that can accommodate 2-4 dwelling units without affecting the neighborhood character.
- Please think before you develop. Get a cohesive plan. Envision the future. Where have you visited and the charm was subtle but present. The current slate of development looks like a mish mash of whatever.
Start with City hall as a architectural nod. The condos across the street are an abomination. It doesn't have to be that way. Development can be done tastefully and timely.
- Keep downtown a pedestrian walk through area.
- We need to limit growth in fire prone areas. No increased density on the hillside and along parts of the Avenue where egress is difficult. Increased density along major thoroughfares is safe, curvy hilly streets are not.
- I think a better mall would be appreciated by many people. In the mall better shops and restaurants, like Zara, rip curl, roxy etc. I don't like going to a whole other city to buy stuff it's very inconvenient. And a nice shopping area in the n ash wood ave area, bc a lot

of kids/teens go to fosters freeze down there, but in process they have to pass gun shops and bums, a cute park would be nice

- We need to be able to house the people that grew up here. This is getting ridiculous for some of the locals that have been working here their entire life and cannot afford to rent a room.
- The maps should include a satellite view for people to note vacant land for various uses. Comment spaces should be provided for each question since the simple check circles do not allow for much nuance. Each of Ag areas D & E are subject to SOAR and all are grouped in two check boxes. some might be more suitable for annexation than others.
- Leave the charm keep
Things local
- Why does the city need to expand housing without having plans for bringing in some significant economy-driving companies?
Most importantly, with water resources drying up all across the western US, including Ventura, where will the water for these additional people come from? The toilet-to-tap, (or whatever it's being called now to make it sound more appealing) is not a safe, proven technology.
- The city of Ventura will remain unique only through preservation and this will be achieved by preserving unused/agricultural lands and repurposing/beautifying existing structures/spaces that are already developed to create new office, housing, retail, or commercial space and expanding economic growth through green technology and education (e.g., Ventura College and Cal State Channel Islands).
- There is already too much building going on without the additional infrastructure. We are in a drought, and potable water needs to be available and affordable to all residents. We need AT LEAST one additional fire station and additional crew to safely service the growth in population! If we continue to build on all our farm land, hills and beaches, we lose what makes us unique.
- Make Ventura a biking destination with completely connected city bike paths (separated from traffic on busy roads) and a network of mountain biking trails in the hillsides
- Make Ventura more aware and steadfast with climate change, avoiding fossil fuels, using solar energy. Keep Ventura coastal and unique. Limiting new housing and building rates, including for hotels, retail, etc if built, aim it for the East end, away from the ocean and beach feel. Also, we need trains and less buses.
- We need to bring in business that brings 50 to 250 employees with good salaries, if we continue to bring in low paying retail services jobs then we will win the race to the bottom
- I am the owner/founder of a micro mobility company based in Oxnard. Ventura is where I graduated high school and I see a vision where people can navigate around via bikes, scooters, etc. All vehicles will be electric and maintained through our app and website.
- GOGO electric has technology within the app to allow geofencing for parking locations so that scooters can be maintained within a certain area.
- GOGO electric is 100% electric and sustainable. With plans to be 100% green GOGO electric can innovate the way people move around the coastal community while bringing

a positive impact to our environment. We are also able to track all CO2 emissions saved by all riders.

- GOGO electric can automate research that city planners are currently working to collect. Data from scooters cross referenced with user phone location data can help us see what streets are being ridden on, how long, what speed, and how frequent.
- slow down development it is way too fast and we need infrastructure such as double overpasses, etc...
- -Please preserve and enhance our coastal picturesque farm landscape.
-focus less on low income housing and focus more higher income opportunities, with education/training pathways for our 'next gen' residents.
- Ventura has a serious water shortage. We also have increasing traffic and homelessness issues. When you say housing is unaffordable here, that's a relative statement. It's much more affordable than most other coastal cities in California. Also, mixed-use development leads to gentrification and displacement of poorer home owners.
- Let's do better keeping the city clean. It could be a beautiful place if there was more attention paid to the trash and litter everywhere and addressing/relocating the homeless population.
- I believe that we need to create space for a thriving ecosystem especially the wildlife in our city. I would love to see more green spaces, art installations like murals, statues and museums. I want more spaces for education and non-profits. I would love for us to push sustainable living too. Thank you !
- westbound 12er6 to southbound 101 ramps. way over due.
- Stop allowing new building when we don't have water resources.
- We can only provide the tools, the market will decide where to place capital, lets be the place where they want to place capital resources.
- increase transit to the pierponl neighborhood and hillsides
- Need to support tourism and business, need more hotels, conference/convention center. Need better hotels, NOT motels. Need more mixed usage, higher density downtown to allow for homes for young people who want to work and play downtown, which will free up home for the older folk inland. give the young people opportunity to live, work and build careers. Need infill the downtown area.
- My big concern that I don't see mentioned at all in this survey is what to do with our homeless population. I'm extremely concerned with the growing dangerousness of that population, which saddens me, but nevertheless, too many innocents, including tourists, are being threatened, robbed and attacked. It almost seems the city government tries to keep it quiet. Please do something.
- The city should care and be more involved in supporting and funding the local art community. For example, Sponsor and support the annual art walk, right now it's been left to the artists to organize and fund, and it's not gone well year after year. It has great potential and can be run much better similar to neighboring cities like SB and pasadena.
- Fix our roads. Why is the road tax being diverted? I've lived on Harmon dr for 35 years and it has not been maintained, weeds are growing up in the street. Fix our public pension plan change it to a 401k.

- Noise ordinance such as Laguna and other tourist cities.
Make a pedestrian corridor for local residents to access the beaches. Currently too dangerous. Walking down Seaward is like walking on the freeway.
- Keep Ventura a small beach community. Progress is not multi-story, high density living. Let's not lose our skyline. Invest in modern transportation, parks and trails.
- Fix the bad freeway on-ramps on Johnson. Deal with the out of control begging and homeless issues throughout the city. Solve the Johnson drive problem. Shut down the hotel on Johnson that everyone knows is full of hookers. Turn the barrancas into safe walking trails and take the homeless out of them. Ban the church from using the barranca vista park as their service area blaring their religion.
- Please stop giving in to every liberal cause. Care about the basics of our community. Safe neighborhoods and safe parks and shopping centers where we can feel safe.
- No development until water sources are secured.
- This survey is inadequate. It addresses land use only. Ventura has many challenges, most of which are not addressed through land use. Broaden the scope of this type of survey or stop doing them. Most citizens don't have any idea of how to best use the land in and around Ventura.
- WIDE SIDEWALKS. So many sidewalks of new structures have 4 foot sidewalks when the GP indicates 6 foot minimum. WHY? At some locations consider a max, a max, of 12 feet with the buffer.
- The Auto Center and gas stations in our city are places that are going to possibly be out of date in 30 years. We will need more charging stations and possibly multi unit homes built in these areas. We need a Bike trail from the east end to the harbor, beaches and parks. I would like to see our towns streets cleaned up and native plants planted at our parks and along our streets.
- change is coming, and most new structures last 50+ years so design is very important as is adaptive reuse of our historic context - keep both committees to insure that the change that comes is well thought out and enhances our Ventura character
- Housing is important, but citizens also don't want their properties being depreciated by shoddy multi-family developments with little city control. Ventura didn't put anything here about increased criminal activity. Many streets are in horrible disrepair. People are complaining about homelessness and also about basic services the city is not taking seriously.
- The boardwalk needs to get cleaned up and renovated asap. It is truly terrifying how downhill that zone has gone in the last decade. I am a young adult with a young family but have lived in Ventura my whole life, it is sad to see how little progress the city has made in my life. If anything I feel the city has gotten more crime ridden and rundown.
- The city needs to do a much better job of the overall maintenance and beautification. Residents like to feel safe and take pride in their surroundings. There are areas that look dirty, neglected and unloved. Trees, landscaping, trash clearance can go a long way. Cultivate a business friendly environment to create jobs. Revamp tired looking Pac/View Mall, enhance the boardwalk area.

- Expand the use of form-based codes as it controls the form of development which allows the City to maintain some level of aesthetic control.
Allow taller building in certain locations (i.e. Johnson Drive, Downtown, Medical District, the Mall) where buildings can be between 6-10 stories.
Work with the NPS to expand the Visitor Center in the harbor.
More Housing!
Build a De-Sal Plant!
- We need to remove minimum parking requirements and increase building height. We need to make Main Street pedestrian only. Also green paint on a street is not a bike lane. Give bicyclists something they won't die using. Thank you for providing this feedback opportunity!
- Ventura needs to change for the better. We have tons of motels but not enough housing. Public transportation is minimal and needs to be addressed. Im scared to ride my bicycle most places.
- Infill is great. Not sure we need more shops (so many vacant). We need more affordable housing. Tiny homes are good, no yard is needed, place a neighborhood park in the area instead. Keep the buildings looking nice. We are CA so keep to stucco and Spanish style. Not boxy and brick.
- Ventura needs better biking corridors with physical barriers. Thompson should be reduced to two lanes and center turning (just like main street). Main street kept as walk promenade. Change California street to walking promenade(remove 101exit).
- We need to have cross-cutting bike lanes making our city accessible for all. Children should be able to ride their bikes to school safely. In our current environment, that is not possible.
- I just hate to see Ventura turning into a small LA. There is only so much space especially in the downtown area. Why mess with the home town feel.
- Ventura needs to deal with the homeless/vagrant problem before it will become a wonderful place to live again. When vagrants from other cities are arrested, they're sent to the County Jail - in Ventura. When they're released, they're released - in Ventura, not the city they were arrested in. Most stay and add to our already over-burdened social services.
- I TOTALLY couldn't do the maps. This is NOT Simplified for computer illiterate people!
 1. Toys R us. I vote mixed use.
 2. Actually make AFFORDABLE housing..wherever. The tourist industry employees can't afford the new housing.
 3. Don't charge LOCALS to park downtown.
 4. REQUIRE ALL NEW DEVELOPMENT to have solar power.

I see our small town turning into another Santa Monica 🙄
- Open Main Street. Stop with the giant townhome/apartment building. Create more affordable housing.
- I absolutely LOVE the new downtown, outdoor street dining!! Please keep and improve this and make permanent. I have spent more time and money downtown in the past year of this than i have the entire 6 years we have lived in Ventura!!

- Public Safety: Eliminate the tolerance of violent vagrant behavior against residents.
- please pave/fix the roads on east end of city Ramali and Bristol are so bad you can barely drive on them anymore. I feel like only streets you guys drive on get new pavement or fixed to not kill your tires.
- please keep downtown main street blocked off from cars and continue to allow outdoor dining!
- Deal with the vagrants so we feel safe walking in our town.
- Thank you for the opportunity to engage in the process.
- Ventura has some amazing potential. I have been here since 1998. It is quickly losing it's appeal with all the new developments that look like they belong in LA. It is not a good look. You are re defining what Ventura is, or was. It is sad to see. Please turn your design committees around and give them a history lesson. It works for Santa Barbara and other cities that want to retain heritage.
- More parks with cafe stands or food carts. City organic farm.
- I would definitely caution against just wily-nily allowing more dense housing to replace single-family homes! The new ADU laws are bad enough. Whats the plan to provide more parking & other infrastructure improvements to accommodate a new mass of 2x or 5x the # of occupants on one property? Where is the train or trolley to move everyone around? We can just add cars!!!!
- Ventura needs sustainable water sources. Where is the water coming from for all the new construction that is already happening?
- In your survey, you ask us to identify where additional housing, industrial zoning, and commercial buildings should be placed.

I don't understand what you are trying to do! I am a proponent to having no new growth in downtown Ventura and limited growth in midtown and East venture. That is my stance. You did not give me a voice from my stance, only asking where new housing should be placed.

- While the state is requiring us to find more sites for housin, please incorporate local control measures to protect existing landmarks and structures of merit or other iconic structures to remain as is. City of LA is doing this to prevent permanently changing their iconic streetscapes, and the same should be done in the Downtown Area, Poli St., and other key points throughout the City.
- Improved bike infrastructure - safe for all, connected, equitable, driver education; Improve active transportation infrastructure to provide safety for those that choose to or must walk, ride or roll to get around and to encourage less driving; Make it easier to start small business - reduce wait times for building permits, grants to encourage entrepreneurs to help build resilient communities
- Ventura represents such a opportunity to be an incredible, outdoor-minded, climate change resilient example of what true California coastline towns can look like. Restore the Ventura river, create more open space and public lands access, increase the hiking, biking and walking trail access in town, encourage people to walk more over driving (make us one of the top pedestrian cities in the US!!).

- Mental health and homelessness are a huge concern for public health and safety. The city cannot move forward with the projects in the proposed areas if these two issues are not addressed.
- Maintain what we have. Prioritize good maintenance. We should not take on additional obligations. New projects should pay for themselves. We need to get pension costs under control or our city will go bankrupt.
- We can't have heavy density in our town. It's a small beach town and needs to remain relaxed and easy to get around in. Higher density in our narrow downtown and west vta adjacent could cripple the town. Water is our biggest concern. Next year is predicted to be same or worse than this year. I see no immediate action being taken. This must be addressed immediately.
- Any development in Ventura must be done with strict adherence to water supply. Additionally, along the E/W Telephone corridor from Main to Saticoy, go further in the development of a mixed-use bike, walking, and golf cart corridor.
- stop development
- I believe we should make Ventura more business friendly. Give tax benefits to entrepreneurs (small and big) to move their businesses to Ventura and allow for living space to be added to the back of retail spaces since it is very hard for a entrepreneur to afford to finance their dreams and pay for rent... This would help fill a lot of the vacant retail spaces and make them more affordable
- Keep downtown Main Street closed to traffic as designated in 2020. For the first time I can enjoy walking downtown blocks, looking up to enjoy historic architecture, see business names and engage with residents and visitors. The current design reduces unsafe crossings, eliminates traffic noise, horns, congestion and exhaust. I greatly enjoy Ventura's current downtown configuration. Thank you.
- Don't increase housing without adequate water. I understand that housing plans were developed 5-10 years ago but the water crisis suggests that plans need to be revised.
- I'm not adverse to thoughtful development in Ventura, but I hope planners are considering traffic, use of public and private resources, quality of life, risks from wildfire, and lack of water when making decisions. Living on the east side, it is not easy to get around town on my bike or run errands down Victoria which is close to my house. Please couple increased housing with thoughtful public use
- Too much building in the city! Thompson Avenue, Ventura Harbor, Apartments by the pier and the huge space at Harbor/Seaward. We have dwindling water supplies, traffic is always an issue now, homelessness. Remodel existing buildings rather than putting up new ones and focus on helping the homeless in the city.
- Make new housing affordable - find cheaper way to build so people can afford it. Consider co-housing with large shared kitchen, living area, garage, recreation spaces and small individual living spaces. What about tiny house villages?
- In my opinion the city of Ventura has already totally ruined what Ventura was 25 years ago. Now it has lost its unique feel and seems like it's trying to be Santa Monica or some other L.A. coastal city.

- We need to provide more social services and better community policing in order to address meeting the needs of the unhoused and to better keep our community safe.
- Don't issue any more housing permits except mixed use downtown
- Sidewalks are needed on Market Street between Telephone Road and Palma Street.
- I would like to see more attention given to improving the basic infrastructure around the city, especially road maintenance, street cleaning and improvement of landscaping along public streets and in public areas.
- Stop building in agricultural areas. Local farmers can feed us, we don't need canned food from China!
- more senior services, support and all types of housing
- No more bike lanes
- Ventura does not need additional housing. Our population has exceeded our ability to provide the services and infrastructure needed for quality living; such as water, road repair; protection from property crime. With high density housing, we foster the spread of infectious diseases.
- Please update Westpark Skatepark. Every other city in Ventura County has a better skatepark than us.
- With the growing amount of youth playing organized sports, we need to finish Kimbal park off with outside basketball courts and a multi-court (at least 3) indoor facility that can be used for Basketball, Volleyball, indoor soccer, etc.
- The city should concern itself with upgrading its infrastructure as well as seeking new ideas regarding smart growth. Better management of the coastal areas would go far in making a welcoming feel and increase public use, enjoyment. Beach parking is a necessity but can be made to be more appealing in ascetics. Additional, useful and SEPARATE walk and bike paths should be planned and built.
- We have beautiful ocean views that are not taken advantage of. Why don't we have any nice upscale restaurants/hotels where you can go enjoy the view? Everything along our coast is really trashy. The fairgrounds is on prime real estate- it could be a ritz carlton.
- Putting pins in one exact spot does not open possibilities of creating options as things change to be flexible throughout the city.
- The west side of Ventura needs to continue to be improved but not gentrified. Consideration for the needs of residents currently living here should be prioritized.
- Growth of multi-story, high density housing is out of control! Traffic is horrible. Main street being closed has created bottle necks on Thompson and Santa Clara only to be amplified by the completion of gigantic apartment complexes on Thompson. All of these projects utilize the ugliest design available! STOP residential growth WE have no WATER.... where is common sense???
- Our wonderful city has become LA. STOP THE BUILDING. We have no water, no electricity and yet you continue to build.
- You want to pack people in like sardines and its just wrong, so stop. Also if you invite blackrock in to buy up all the properties and rent everything with no one owning anything, I hope you rot in hell

- The addition of multi-use and multi-family complexes throughout Ventura will bring about excess traffic and continue to exhaust our already overworked resources (fire, police, public works). It would be ideal to focus on the addition of well thought out single family residences rather than inundating our town with multi-family residences for rentals and non-permanent living quarters.
- PLEASE do not add additional housing with out street improvement and traffic studies! with the new construction on the east end I can't even get out of my tract the traffic is very busy on Wells Rd. in the afternoons
- We need more single family homes on standard size lots. With the current projects underway and recently completed we do not need any more apartments or condos in the city.
- My husband and I are multi generational Venturans who love Ventura and don't need or want much change. We especially appreciate the agricultural lands and the open space they bring. We need to keep farms, trees and food production. We understand the want for multi story buildings in a compact space, but see the need for open-ness in our city.
- Create a transit hub at the N/W crnr of Vta Ave and Santa Clara to serve Gold Coast and VCTC. This would be within walking distance of many of the dense new developments in the area and would promote public transit. Extend Metrolink to the Amtrak station @ the Fairgrounds and open the ped tunnel from the fairgrounds to Vta ave and Thompson providing access for residents in dwntwn to transit 2 LA
- Stop over-development. Get rid of fossil fuel and other polluting industries. Keep agriculture, nature and recreational areas. Create safe living for homeless (affordable housing, jobs, etc.). Protection from wildfire. Access to water (desalination project, gray-water usage, etc.). Demographic diversification.
- There is more of a housing distribution problem than actual shortage, e.g. infinite supply of short term rentals in all housing categories, but lack of actual long term rental options. Existing retail and mixed use in progress has no issues with vacancy, I could open a business anywhere in town I could afford.
- Strict height limitations should be maintained for Thompson Blvd from Chrisman Ave/St all the way to Howard St.
County agricultural land should be maintained at all cots and should never be developed. ALL new and remodeled housing should be built to the highest water and energy efficient standards allowed by by City and State.
- Place the interests of current residents first. Not that of future residents or the economic interests of out-of-area developers.
- There has been WAYYYYYYYY too much building of apartments, condos, townhomes for the amount of water and roads Ventura has. We are going to have too much traffic and not enough water and have our sense of community and small town shattered.
- Utilize our waterfront promenade for more retail, implement a regular cleaning program that includes power washing, maintenance, and ensuring that there's a variety of businesses to make a day at the beach in Ventura more appealing. Make bike riding and parking more safe and convenient. Take advantage of the Amtrak station to attract tourists to stay for a concert, dining, beach.

- We have a severe water crisis in Ventura and until we address that situation there should not be any NEW development at all. People are moving from areas that have been over developed to get away from that nightmare. All we are doing is creating the same situation here. All the development on the Thompson corridor are horrendous and will severely lower the quality of life in Ventura.
- Please no more apartments on the East end off of Wells Road. The parking deficiency is pretty bad now. Adding more apartments will escalate the tension of not been able to park at night. I'm not looking forward to see more apartments across from Citron. Please don't force people to wish they don't live there!!!
- Stop building infill or any other developments. And if that is not possible, allow only low density developments. And not until water issues are resolved. Require huge setbacks combined with a large amount of off street parking. Everywhere that high density infill is pushed, the parking becomes untenable for neighbors. Traffic becomes a major problem.
- Preserve as much land as we can. Also stop Building and ruining the view of the beach everywhere in Ventura
- Where will we obtain water for the new residents?
- Leave Ventura as it is! Stop allowing more housing as the new housing we have is inaccessible to middle and lower class due to rental amounts. Ventura has enough housing and industrial areas. Stop building
- Please! No more building!! Our town is getting ruined!!
- whatever approach is used must accept we have no additional water and probably less than now. People use water. Growth is not possible without water. Accept reality and plan intelligently.
- A main concern that I didn't read anything about is how we will facilitate water to the city? If we are in a drought, should we really be thinking of more housing? Maybe using existing homes and locations and redo them. Some of the horrible motels on Thompson would be great as studio living. Also, spreading low-income housing across the city instead of just Downtown.
- Develop hall canyon but leave all other hillside undeveloped
- Yes! Oxnard just allowed for Amazon to be built. Talk about tax dollars. Over near the old "toys r us". That empty lot and movie theater, etc Put in a IKEA or something that will bring in tax dollars from big Corp. the closest is Burbank. Do something good Ventura. Also turn part of the mall into studio apartments.
- I get that the statue thing was complicated but please add something or someone that represents Ventura it could be the dolphins from the rainbow story for our islands or it could be a two trees thing. If you want to appease both the diversity and the religious things that make Ventura as good as it is now I recommend saint tekakwitha but please don't listen to those who can't see diversity
- Don't fall into the trap of filling our city with people by using the upcoming sb 9 and sb10. Ventura will turn into oxnard Where each single family home is occupied with multiple families.

- Quit developing until the water supply is increased. DESALINATION is expensive, but will allow almost unlimited development which could recoup the costs,
- The pier and promenade is a great way to attract tourist and should be a priority. Get the city to clean up the area and monitor the homeless/transients that take over that area, not making it welcoming for residents or tourists.
The downtown/Westside is a great area by the beach and should be a focus.
- I have lived in several different cities throughout California, from Orange County to LA and fear that Ventura is on the same path of losing its small town charm that have kept so many of us in Ventura. I fear that we will become another beach town that caters to visitors more than it does to the quality of life for those who live here. I beg you to avoid becoming another orange county.
- Homeless issues, crime and water prices through the roof...the Ventura I have known for over 57 years is slowly disappearing...even our daughters who are grown with children see it...not for the better. No jobs, over regulation and taxation are keeping people away...and causing them to look elsewhere. Please try to work more on the basics .
- Get rid of the homeless's ability to trash our community.
- This survey was more complex than desired.
- Clear out river bed of homeless. Remove r v people living on the street. Reduce crime. Safety number 1 concern
- Keep the buildings as low as possible to preserve our mountain and ocean views. Help businesses to Reuse/Remodel vacant buildings like the 24 Hour Fitness by the mall. That looks so much better. The tagging of businesses is ridiculous, help stop that.
- Adequate trash cans and sanitation at parks, bus stops, community gathering places; Better sanitation at all existing public rest rooms; Portable hand washing sinks at public events and places of community gathering.
- Please add restroom amenities near walk paths, beach areas. Please add a police office near the pier. Please include more family-oriented restaurants and shopping in downtown - not just breweries - although I do welcome entrepreneurial ventures, we just need a balance. Please develop the Johnson Avenue corridor for better family shopping and dining.
- I'm really liking downtown closed to cars as is true in many cities around the US. Parking was always a problem down there. Since there are so many restaurants it makes a lot of sense and opens up possibilities of small businesses with booths to open or to have farmers market there as well as other events. Or if it opens again, that it close weekly during certain hours. It's been nice w/no cars
- The mapping questions are very detailed and great for residents who want to take the time to think through options. Survey seems to suggest that new housing will equate to lower housing prices. According to consultant presentation, this is not the case. I would have liked to see some more questions about adaptive reuse — which areas need revitalizing. Also, what is the preferred growth rate.
- Please keep the existing parks and hillside free of developments. Please keep main street closed to vehicles.

- Violent homeless people are the main problem in Ventura. No matter how nice everything else is, if people keep getting hurt or killed no one will want to come or live here.
- PLEASE!!!!... Clean up Valdez Alley/Eastwood Park... It's become a public bathroom
- Use empty retail space for homes. Stop building new retail space until after all empty retail space is occupied whether with homes or business. Clean up the riverbed twice a year. Keep all agriculture space as ag....we are becoming like every other beach community with too many people and not enough roads to accommodate. Stop new home development...too many people to move around.
- Major challenges: -too many resident cars crowding streets in areas with ADUs/infill. Not enough parking planned for each housing unit. Too many homeless struggling with mental health/drug issues. Upset about mega-developments along Pierpont destroying the character of Ventura's beachfront. And urgently need secure water!! Can we please add a desalinization plant?!
- In my opinion, Ventura is behind the times. Residents have had too much a "no growth" attitude and not enough innovation. There is too much "we have ours now don't let anyone else in" mentality
Please take into consideration the crime and homelessness...there has to be something done.
The city is overall unclean, especially the beach promanade which is filthy and has infested rodents
- Please save the existing orchards along Telephone and Foothill Roads. Strive to have new construction be compatible with existing nearby buildings to have a modified "Old Spanish" look.
- Please address crime
- A byproduct of Main Street Moves is to close a significant business route. If keeping part of Main Street limited to pedestrians in the future, it seems the city needs another main business route that does NOT send business traffic to residential parts of Poli and Santa Clara. Possibly stop MSMs at Chestnut and diverting business traffic from both streets to Main Street going East at this point?
- Stop with the high density, high rise buildings in the city. None of the ones being built fit the esthetics of the city. They look like something in LA and doesn't not fit in Ventura.
- Please start closing more areas to car traffic like downtown like an area on the avenue or a part of near Victoria to discourage car access and encourage public transport/walking to services
- We have two adult children, one has moved home due to housing costs, building million dollar housing serves no one, housing from now on should be built for the average income of our city.
- Place vertical automated parking system in high density areas while respecting public spaces; May we please have porous roads near creeks and rivers in particular. If its not environmentally unsustainable; A Public Theater for Music and Dance please. Hopefully completed in less than 20 years. I would to have years to enjoy it; More flowers near or on docks of the harbor.

- It would be great to consider water catchment and ways to beautify existing open spaces at the same time. An example is along the Arundell Barranca. I live in the Lemon Grove neighborhood and use the bike path often. It would be awesome to somehow clean up the existing buffer between the bike path and the barranca soaking up water and maybe even creating a walking path.
- Please, please, please remove the traffic cameras, add more bike lanes with bike traffic signals, and turn as many intersections into traffic circles.
Finally, please give rebates to homeowners for switching out natural gas appliances for electric.
- Any annexations should be equitable for those already living there. Low income housing needs to be incorporated into existing market rate neighborhoods.
- Develop underused midtown buildings
Add incentives to builders to create low income housing
Stop adding expensive housing and all housing downtown
Add better bus/tram transportation to downtown
- Leave Ventura alone. It is fabulous the way it is
- Revitalization of midtown. There are many run down buildings & closed businesses in one of the most walkable areas of our city. We should encourage our community to safely walk to neighborhood restaurants, grocers, stores. There is also a void of open spaces/parks in midtown for families - the school fields/grounds are closed to the community and for children to play, you must drive to a park.
- MAKE BIKE AMENITIES A FAR FAR HIGHER PRIORITY, including protected bike lanes, connectivity from eastside to downtown and fund full-time city staff. PUT IN A NORTH BANK SANTA CLARA RIVER TO THE BEACH BIKE PATH. Such a trail is proven to return in clean revenue from bike and birding visitors as has occurred elsewhere throughout the USA and abroad.
- More water available
- I think we should build out rather than up. The westside and east end seem like idea places to expand housing.
- Keep Ventura as is. That is its charm. We don't have enough water to support 4+ family dwellings.
- Neighborhoods above downtown have such limited parking. Establish areas of visitor parking, which would assist in relieving congestion in these neighborhoods.
- STOP with the influx of apartments downtown! It's already lost its charm and looks like Tijuana!
- Take care of the horrific homeless epidemic first
- Finish projects that have been started, such as the Community Park on Kimball, prior to starting new city projects.
- Ventura shouldn't be just be a city that is passed through when people are on their way to Santa Barbara. Ventura should be a destination. Our city is beautiful and should be shared. Fixing the city streets would be a good start.
- Redevelopment Montalvo area would be great.
mix retail & housing at Johnson

Auto center area- my wish is lure more dealers instead of losing them. Get casino back. add big retailers to area.

We need to annex upper Ave & specific infill areas while maintaining green belt near Oxnard.

Need real grocery store & shops at SOAR site next to wells and 126

Front st will be awesome!

- Parks! Parks! Parks! Bike paths! Better connection between westside, downtown, midtown, hilltops, beach! Bury the highway / get rid of noise. Old industrial spaces could be cool creative places like the Funk Zone in Santa Barbara. Please implement the Friends of the Ventura River plan for a Ventura River Parkway.
- I like the small town feel but I think for too long we've been a nimby town. We're losing out on a lot of sales tax revenue. Yes Costco is close but it's packed. We could easily sustain one in the area of the auto center for example.
- Let's build on the success of Main Street Moves and create a permanent pedestrian mall downtown surrounded by mixed used development including higher density housing, retail and services, offices and other non-industrial workplaces -- and build up walking/biking infrastructure throughout, run electric trolleys through, and limit car use. Make the downtown core a walkable, accessible "village".
- Stop building all these homes there no water in casitas are property taxes are sky high and are pros are crap there's enough people here make it affordable for the people who have lived here for generations the people that make Ventura awesome instead of driving them out !
- More bicycle lanes and infrastructure.
- Need a full network of class 1 bike trails so everyone can feel safe riding to reduce GHGs, transportation for under-served, fitness, and recreation. This means reconfiguring streets and sidewalks including eliminating lanes on roads if needed, except for ones that have the worst auto traffic. We need to be much more progressive due to climate change!
- Implement greater restrictions and requirements for developers to maintain the look and character of new construction to align with the existing Spanish-style influence and culture (like Santa Barbara does).
- As a resident of the West Side of Ventura I'm so disappointed there's little vision or none at all for the Westside community. FIX THE ROADS/ WE DONT NEED MORE LIQUOR STORES ON THE AVENUE. INVEST IN WHERE IT IS NEEDED.
- Please create affordable and equitable housing in Ventura for ALL.
- Infrastructure (particularly City roads) should receive a priority in future budgeting.
- We have this amazing oceanfront in Ventura and do so little with it. I love that the fair is on the shore, but it seems like such a loss for the community. Also, the 101 corridor coming in from the south is just ugly. This issue must be addressed eventually.
- Need a bike-able and run-able city. Drawing green marks on the ground doesn't make it bike friendly or safe. Take Seaward, how many people have to die before a safe footpath is made down to the beach?

- Ventura is a growing community and it would be great to see more progressive development ideas in order to accommodate this growth. One in particular is making the city a more bike friendly town. Closing the downtown permanently to cars and changing Main and Thompson to one way streets in each direction to manage the flow through traffic or making one a bike thoroughfare.
- The traffic in the city is getting very bad. Water is getting expensive. We need to limit development including infill. Let's be honest, many of the homes / townhomes are not priced for current Ventura residents in need of housing. I would venture to guess that most new housing is being acquired by new residents moving to Ventura.
- I would like to see a major overhaul of the city Planning Commission and staff, which seem strongly biased towards development and variances. There are too many variances being granted (e.g. height, proximity to sidewalks, proximity to other housing). Also, the planning commission needs to establish - and adhere to - architectural guidelines that maintain the character of housing in Ventura.
- I love Ventura but it needs to be cleaned up, roads improved, median strips planted, water and well maintained. I sell real estate and compared to other cities like Camarillo, TO, etc. it looks seedy. People who come here say how much trash there is and all of the homeless. Find more solutions for the homeless plus please make our town safer. I believe in the future of our city.
- I am surprised that there were no questions regarding the importance of Ventura as a historical site with a rich cultural history. This is an important and valuable legacy and should be celebrated and be at the forefront of planning directives. The fact that our history is so apparent at the surface, with our beautiful historic downtown, it really sets us apart as a destination city.
- Where's the water coming from for the proposed housing and other developments? Continually raising water rates is not sustainable.
- Ventura is being re-invented. It needs to be re-invented in a sustainable way. Climate change is real and now and likely to worsen. Either we take drastic measures or just give up. Incremental or safe changes are pointless. Old thinking is going kill Ventura. We are likely going to have re-invent ourselves in a way that has growing pains and will be uncomfortable for a while.
- Midtown needs a major face lift!
- Any OPEN land, golf courses or agricultural land that becomes available should be turned into/remain food-producing land, using regenerative & sustainable practices. We should not be poisoning our specifically rich soil, those who work the land & neighboring communities.
- Ventura needs more transit oriented development, particularly with easy access to enhanced public transit opportunities.
- Housing ideas for houseboats in the harbor or behind expanded sea wall similar to those in seattle/Puget sound
- Embrace change and improve our community by making it more sustainable and economically vibrant.

- Short term vacation rentals should be eliminated. Parks should be improved and expanded. More trees should be planted throughout the city and existing buildings should be renovated or demolished and rebuilt. New construction is not necessary with the high amount of run down and vacant commercial/industrial/residential buildings. Use Santa Barbara as an example and not Oxnard.
- Lease land the City/County owns at the fairgrounds and the golf course to raise money to improve the fairground land and to improve San Buenaventura beach park. Keep Main St closed to vehicles. It's the best thing you've ever done. Make Seaward between Pierpont and the beach a walking mall and figure out where the money went for the lighting project.
- More family oriented parks and communities. With affordable housing. Clean our act on downtown thrift store issues and homelessness. More high end dining downtown.
- It seems that although we need more housing, Ventura's water issue needs to be addressed first. Our water rates are some of the highest anywhere, and expecting current residents to cut back even more and to incur ever increasing costs is not a viable solution.
- Make walking and biking safe. Currently Ventura is NOT a bike or pedestrian friendly city. Slow down the residential streets. Make streets for people again, not just cars. Make a mass transit system that works. When developing sites consider transportation in the equation. Have taller mass in the urban cores and keep the residential lower in scale.
- WATER? ROADS? Land is limited between the mtns & sea. Overcrowding will DESTROY our community. WHAT IS THE WATER PLAN? Overcrowding root causes? Sanctuary state? Gov invite to homeless from other states come to CA? NO TO DUPLEXES & QUADPLEXES on single family lots! That is not the neighborhood I saved & scraped to purchase a home & planned to spend the rest of my life. Only benefits developers!
- Would love to see mid-town Main Street and Loma Vista revitalized and encourage entrepreneurs and more of a destination to walk, shop, eat.
- There are so many families in Ventura with children and not enough money allotted to the parks. Marina Park, for example, was one of Ventura's most popular parks and now lies useless. We need to provide more outdoor access for our residents and places for children to play safely. Also, it's wild to think that Ventura only has 2 hiking trails (Arroyo and Harmon Canyon).
- Change is inevitable, so let's do it consciously.
- As mentioned previously, please consider adaptation of sound ordinance rules/laws/barriers. Ventura is too quickly losing the serene and beautiful appeal, which can support additional housing IF sound/auditory considerations are made. Thank you!
- do a better job with building and safety to support the residents who love the community and what to fix up their homes. you treat us like criminals. it's awful.
- Think about ways to reduce barriers and hurdles to development and business openings. Try to stay out of the way more, instead of controlling everything. Disband the design review committee. They are arbitrary and have no rules to follow and are unaccountable. We should have a standard set of rules that is clear. If you follow, without exceptions, then you can do your project. Parking!

- Ventura has grown and become more crowded in the 21 years we have lived here. I fear it is losing its quaint beach town vibe. Traffic is increasing. I don't feel it should get much bigger.
- Please get better hotels. What is going on with Bella Magorie Inn, and the Ventura Inn? Burg are in prime location but not servicing the community, supporting economic growth and providing much needed lodging for tourism!
- I would like to see a strong economy so Ventura can at the very least maintain the roads we drive on, it is shameful how bad our streets and roads are in our city! And we need to make our city a place where people want to invest, build and open businesses. Our city makes these things very hard to do and we are passed over for other cities near by!
- This town looks like a dump because of all the vagrants and vagrant mobiles. Please do something for your communities health, safety and environment.
- As I mentioned before, sidewalks are needed on Market Street between Telephone and Palma.
- Survey should include questions and planning regarding at least TRANSPORTATION and INFRASTRUCTURE (water, electricity, etc) before even posing questions regarding any format of new housingm business. You can consider "infill" without fixing the already poor transportation situation. You must talk with the county about building ANOTHER BRIDGE across the Santa Clara River in East Ventura.
- Stop high density growth projects (ie: east end development) because we have severe water shortage, LA type traffic and crowding that is ruining our city. Ventura is not obligated to house everyone who wants to live here.
- This is a poorly drafted survey. Most of us will not know enough about city planning to make the very specific recommendations you want.
- While the City is struggling with its Housing Element and meeting the demands of under-provided housing, it should be not over-eager. Focus on good urban design is vital. Also, City should prioritize local contractors, developers and professional community to keep dollars in the City. Beware of outside moneyed interests who just want to turn a profit on the backs of the community in the long term.
- Require parking to be provided in all construction such as ADU's.
- Keep Ventura Vintage. We have enough improvements going and not enough water. There are several homes not utilized as they are 2nd home. Limit the air B&B's so that existing housing opens up as rentals. Keep Ventura nostalgic and improve the foot transit trails.
- Given the water shortage it seems criminal that the city has approved so many projects that necessitate people using water
- Develop comprehensive traffic flow solutions for the increasing population throughout the city with the use of sophisticated traffic signal software and one-way streets. Require new building to remain consistent with the historic feel of Ventura.

- This discussion needs to be to all.

The associates leading the conversation mostly about housing, while it's a important topic, the City residents are talking about the more detailed projects. Housing is gonna happen from the State, we can't dictate too much with SOAR; unless it goes to a vote. Now the community wants to complete the CommunityPark master plan, get a safer environment

- I have lived in Ventura nearly 40 years. I am overly concerned with the direction the city is going, the poor quality of roads, sidewalks, and landscaping as well as the overpopulation of homeless. Crime is increasing and the city does not manage services for the benefit of the city, but for the benefit of their careers.
- Safer bike paths/lanes that protect riders from drivers. More bike paths and trails. More intra-county public transportation. More housing
- Install more handicap parking in downtown Ventura where streets do not cross main street anymore.
- Please focus on getting the City basics correct such as maintaining and improving basic city infrastructure such as a streets, sidewalks, parks, enforcement of homeless and drug issues, etc. rather than expanding the vision as it will loose focus on getting the basics correct. The City should host events in parks that normally people don't go to. Focus on retaining and attracting good staff.
- I did not like the idea of adding housing to industrial areas as this would displace business and push work further from ventura. Homes would be built on areas that likely have contaminated soils. All the county lands proposed to be annexed are agriculture and will clearly be developed. ran out of room...
- This survey formats strangely on my phone and I couldn't see any of the questions on the page regarding redeveloping industrial area as housing. Frankly I think we should be very selective where that is allowed (only on major walking corridor streets such as Thompson and Ventura Ave)because I would hate Ventura to become a bedroom community with no jobs. Also I support the Westside Vision Plan.
- Until there is improvement to infrastructure we are not ready for growth. The city should consider city planning designs in Oregon and Colorado that facilitated communities that had shopping, medical appts, schools, etc. within a 10 mile radius. This would lesson the impact of traffic congestion and pollution. Additionally creating pockets of entertainment throughout the city that are unique
- Infill that preserves the look and feel of existing neighborhoods, retail below and housing above. expanded public transport, and ease of biking and walking to stores, restaurants, medical offices, etc. All new construction to incorporate solar panels, passive solar, rainwater harvesting, greywater harvesting, native plants and food crops instead of lawns and non-native ornamentals.
- I've avoided the maps where you can play at being a planner. I'm not a planner so I would start with keeping the zoned areas what they are currently zoned for. Keep the downtown pedestrian precinct area that was set up for Covid. I would build off this base

as a thriving downtown is a real benefit for the city. I'd also beautify Seaward at the beach and phase out businesses that don't fit

- Stop allowing infill buildings that look like prisons, have no green space & do not even fix the roads. Again, embrace our San Buena Ventura heritage & make new buildings beautiful. Smart growth & SAFETY. Clean up the multitudes of fallen dead trees, remove tree stumps from the areas where you've cut trees down (example on Seaward), clean up weeds, trash, graffiti, etc.
- Push for more equitable education
- Reevaluate some ideas for putting in housing fyi thille and goodman will cause traffic problem
- Keep up the good work! Love the ideas for more hiking trails , bike trails and redevelopment of the fairgrounds!
- Key is to maintain the quaintness that makes ventura special and create some housing for folks that work here and also revitalize downtown and avenues.
- simplify with emphasis on natural mix use trails interconnected throughout the city giving all residents easy walking access to off leash trails throughout the city.
- Ventura needs more housing and jobs & clean open space. There's a massive homeless & drug problem that needs to be addressed and it's polluting the river and outdoor recreational space that doesn't feel safe anymore. We need to keep the artsy vibe alive and bring more music and artists to the area. We need safer more walkable roads like E Thompson and off ramp at california st
- Need more restaurants/eateries (non-chain), better grocery shopping on east Ventura. Do NOT build on agriculture land as it helps to keep the personality and agriculture of Ventura. Do NOT make Ventura a huge commercial tourism hub (I'm from Huntington Beach and Ventura is how HB used to be 20+ years go. Don't make Ventura a new HB). I love the small town, community feel of Ventura. We can't ruin
- No "modern" box box builds. More parking required within the development site for end user. Count on 2 cars per single household.
- I recently moved to live in the City of Ventura, so cannot meaningfully address some of the questions. This is a wonderful city to live in and while I live in a single-unit home, would support multi-unit homes anywhere possible IF they can be affordable. Thank you!
- Better bike paths in town. Ventura cannot handle more housing growth due to lack of water, streets, schools, traffic congestion is getting worse. We do not need increase low income housing. Stop putting in Wincos and Walmarts, 99cent stores. We have to shop in other cities like Oxnard and Camarillo that have nicer stores than Ventura. And get rid of the swamp meet at VC on the weekends!
- Develop the metro link station and promote its use
- Incorporate the Matrix plan into city policy ASAP to accelerate any and all plans and projects.
- I really love the public art features in downtown Ventura (murals, sculptures, etc.). I would love to see this expand to the east side.

And if Downtown Main St is going to be made permanently for pedestrians only, please

add more sitting areas so that it can look and act more like a traditional promenade.

Finally, please add more services to the east side. We need more eateries and entertainment

- Need more public ev chargers around the city and they need to be for electric cars only, not hybrids. Hybrids are clogging up the charging infrastructure here and preventing actual electric car owners that need them the most from being able to power their car while running errands, something especially important for ev owners who live in apartments without charging options.
- Protect existing single family neighborhoods from the creation of dup/tri/fourplexes.
- The emphasis on the Eastend is with connecting walk/bike corridors to the Montalvo metrolink, continue Kimball through to 101 access. No multifamily builds in the hillsides (SBg) to minimize fire risk (density) and keep escape routes clear.
- The new housing developments in downtown are being built too close to the sidewalks. Future developments should require a setback of at least twenty feet. Also, developers should be required to provide parking for the residents to minimize congestion on streets.
- As we continue to build we must consider Street congestion and flow of traffic. Victoria Telephone and telegraph all the way down to the 101. Anytime traffic is slow on the 101 southbound Thompson gets really congested.
- City needs to allow bigger business in to bring more revenue! They need to pave neighborhood streets so I can drive down them without needing an alignment every time. And do something about the homeless without always putting them in jail. Find a solution for them with other type of care or area they can live in without trashing the city. Clean up graffiti! Make Ventura a place where people want
- Keep working on the streets. They are getting better but you still have a long way to go. Don't go the cheap route. Quality lasts, cheap doesn't.
- I am concerned with the building around San Jon, Harbor and Thompson. I want to make sure there is a plan for the additional traffic that it will produce.
- Do a better job with design review. Some new buildings are atrocious, e.g. the Kaiser building on Valentine, the apartments on the Chart House property, the apartment building on main near the sidecar. the new parking structure near CMH. Very amateurish.
- Don't turn into Santa Barbara or Santa Monica.
- keep the Arts an Important part of the City of Ventura....Have County Wide Competitions shown at the Ventura Museum as a way to further the artists and their art.
- I don't want Ventura to turn into Huntington Beach, with rampant development. However, it does seem possible to infill, especially in areas that are now vacant lots. Both housing and commercial properties could be developed on what is now unused land within the city. Also, we need to figure out what to do with the Pacific View mall. It seems that big box retail is not the future. IKEA?
- Ventura is a beautiful town, we need to find a balance in growth and development and developing infrastructure. We need to find a unified voice and support the downtown businesses, clean up homelessness and get back to providing family friendly events in our

downtown area. Community engagement has to be a driving force in getting the area back on track.

- Leave Ventura as is. Stop the tyrannical government overstep & mandates that are unconstitutional, illegal & against our personal liberties. Focus on cleaning up fixing the inner chambers of ventura before you think about spending our tax money on anything else!
- I like putting housing(various types), services, small stores, coffee, ice cream, small postal, few offices together. People need to walk. We need to stop driving everywhere. Brilliant to have busses to fairgrounds from the aquatic park. Maybe more smaller busses. Maybe I'm dreaming 🤪
- None
- The downtown library really needs a renovation.
- Eliminating the STVR's that have taken a multitude of house off the long term rental market to allow the slumlords to operate mini hotels. Most of which are neither permitted or even regulated.
- Please reduce the size of the number of blocks closed off on Main Street. At least reopen California street to be able to exit 101 and drive directly up California. Also, keep block where the library is located OPEN.
- Homeless need to stay away from waterways and family housing. This needs to be addressed. Police need to be supported better to keep our city safe. Fireworks need to be banned and offenders prosecuted to give a message
- If we are going to build new housing, it needs to be affordable. Developers will pay the fine because its better that the build high end housing. Housing should also incorporate adequate parking because it will spill out in the surrounding community. We also should prioritize local individuals instead of transplants. People who live here are struggling to find housing.
- Planning Department/Building Department. Please stop making the permitting process so difficult and complicated when applying for a water heater, windows, plumbing permits, etc. for us home owners looking into working on our homes during the pandemic. Additionally, please simplify and only provide crucial comments on new ADU or garage conversions into ADUs applicants . Please make it easier.
- Yes, please lobby the County to request CalTrans widen the 101 freeway to 3 lanes both directions where the 126 joins/splits off. The traffic caused by this design flaw not only is a huge source of pollution to our community but also does not entice visitors to visit Ventura.
- Please please please make Ventura unique and a place that puts walking, jogging and cycling PRIORITY over CARS and VEHICLES. Please put more family friendly accessible areas that we can enjoy and picnic or eat at OUTDOORS. Ventura's weather is UNIQUELY perfect all year around a SO perfect for dining, shopping and outdoor activities. No more cars - please have them drive around the city.
- Keep the homeless out of our neighborhoods.
- QUIT BUILDING!! I live on the East End, they are tearing up the fields and building, building, building! There is no infrastructure for the amount of people you propose to

bring in here. Roads, water, traffic, property value and quality of life will and are suffering. This city is rich in agricultural history, respect it. In the end you are stuck and packing all over the place. NO MORE!!!!!!!

- We don't need more expensive homes developed. Take e siting underused buildings and convert to residential units. Provide adequate parking mandates and most importantly, fix infrastructure (water, traffic routes) before building anything.
- Please consider parking and street width when doing anything in Ventura. It city officials degrade existing quality of life you have failed.
- Please re-visit the city's noise regulations. Extremely loud motorcycles, cars, and trucks are getting worse. In some cases they are so loud that they set off car alarms and are always obnoxious late at night. It appears we have no controls whatsoever.
- No new construction or changes without sufficient parking
- We need dedicated pickleball courts on the east end of Ventura. For example, Community Park has a lot of open land and would be a great place for Tennis and dedicated pickleball courts. Also the existing tennis courts at Juanamaria Park need to be maintained. The court surface has a lot of divots. Adding another court to the existing ones that could be a dedicated pickelball court might also work.
- The Harbor needs help - it's a forgotten tourist draw - aquarium has been suggested numerous times.

More tourist-friendly beaches. Bathrooms that work with changing rooms, showers that work.

Rebuild the awful parking garage on prime real estate at the beach (that now houses drug deals and homeless) to serve the community with cafes, restaurants, shops. Parking behind.

Clean up and landscape

- Make the Downtown Main St. Permanently walking plaza without vehicle traffic. Add parking near the West end of Downtown Main St.
- Water supply—desalination plant.
- Provide everyone with a resident. No one should be homeless.
- Eliminate the STVRs. They are destroying our city.
- More than downtown beds development . The homeless on east side . Makes our neighborhoods not our own any more
- Limit the approvals to climate control building.

Solar powered

Waterless water heaters

Use drought tolerant plants/grass

- Ventura needs to grow and I applaud the City for working with residents on how to do that. Ventura can't remain a small, single family home town. Well designed mixed use

developments throughout the city to breathe new life and create a connected City feeling throughout Ventura, instead of just downtown

- Our city desperately needs affordable housing and services for the homeless population, including mental health services. The stress factor of homelessness will eventually erode this town.
- Quit trying to jam mutipurpose and muti-dwelling residential units into our single family zones. It's absolutely ridiculous to cram that many people into our already crowded streets and neighborhoods! Keep Ventura Ventura! Quit trying to be woke and politically correct or whatever you want to call it, just keep our city safe, clean and nice! Like it used to be before all the modern changes.
- Thanks for engaging the public! More housing options are great but they should be affordable, not just more pricey cookie cutter townhomes. It's also crucial to balance that with open spaces and good transportation. I'm also really considered about water usage with all the new developments, especially in the increasing drought conditions.
- I am frustrated by the appearance of Ventura, and the amount of new housing that has been allowed with the current lack of water and the outrageous water bills that current residents are paying.
- This survey is worthless.
- Add Nice Fenced in off-leash Dog Parks near east end!! Nice= shade, benches, separate small and large dog areas with agility elements.
- Investment real estate is much to blame for skyrocketing housing and freezes out single family ownership. New sales of single family homes should not be sold to investors: Owner occupoied only. If corporations and investors want to invest, multi dwelling properties would be their venue. Same goes for business property.
- As a Ventura native and life-long resident, Ventura is getting way too big, with too much traffic and competition for everything! It seems that everywhere I drive in town, there is another housing project going on. Rather than building more, the empty buildings of long-gone stores and businesses should be used first. I would like to see less growth and more character, like Ventura used to be.
- We love the small town feel of our beautiful city. Whenever possible please keep this feeling by encouraging development and aesthetics that support this feeling. When building new developments it wold help the walk ability to widen the sidewalks more than the required 3 ft.
- Open up downtown. it is horrible for elderly and handicapped people not to be able to park in handicap spaces. It is also not cool there is no parking in front of the library and people we have to use the rear entrance and go downstairs. Due to the streets being blocked off, more traffic on Poli & Santa Clara. The accidents on Poli have increased. I don't think the residents like city bus every 30
- this site does not allow me to pin anything...not sure if that was the plan or not.
- In 20 years the character and allurement of this City has been destroyed by city planning that has ignored the will of the people and changed forever the character of Ventura. You have allowed multi level and occupancy housing all over the place compromising water, air, and open space,

You have created traffic mayhem and inflated prices for every good and service we paid taxes to support .

- Please deal with the homeless!! Yes we need HIGH end housing as well as low income mixed use buildings, but we also need to deal with all the homelessness.
- Keep Main St open and redo the pavement to make it attractive. Clean up old thrift stores
- Camino Real Park tennis courts were deemed unplayable for league competition by the USTA this month. The "patches" did not solve the problem. Many cities use "pay to use" annual park fee concepts. The lack of money is a convenient excuse. All new development needs to fund required infrastructure changes/maintenance. If you want to live here you have to pay for it.
- PLEASE remember, we that live here have to function around here, you are making it harder and harder to do that. Stop building these ugly building that don't fit on the lots. If you have to close lanes of traffic to build them. They don't fit!!!
- you have bombarded my neighborhood with building the Farm and now the Parklands; please stop building houses and save our water and what used to be a charming town
- slow growth until the drought situation as well as traffic concerns can be resolved
- There are too many homeless people in the area. It makes the city feel unsafe, in particular for women.
- I wasn't able to add this to my values, but I do think more walkable/bikeable areas would be great to have! Keeping Main Street closed and having Downtown be more of an open air market as well is a great start.
- This survey focused a lot on specific areas all over town - whether to allow various types of devel. However, I have been finding that, I can accept the need for development, but frequently disagree with what is specifically permitted. Design requirements should be tweaked to include larger setbacks from sidewalks (allow for more greenzones), and graduated profiles on multistory bldgs, etc.
- This city needs to invest in becoming a recreation mecca attracting eco-tourism, vacation tourism, and improving the quality of life and amenities for residents. The bike path to Ojai needs to have improvements throughout the city as does the bike path connection to the coast. The city needs an east to west bike connection from Harmon Canyon to the Ojai-Ventura bike path. Lit basketball courts!
- Stop development of any kind near the Harbor. Rising sea levels and a tidal wave will destroy it.
- I would like to see Thompson west of Seaward revitalized. It's great location-wise but feels seedy with all the used car dealers and shabby motels. The city should support revitalization of rundown areas
- The new housing going up in town is going to cause gridlock on our community streets. These NEVER should have been approved by the City. It will bring down the quality of life for all of us. Ventura is becoming overdeveloped, congested, a d dominated by transients. We cannot sustain continued development.
- Plant more trees! Trees look great and help with climate change.

- our cultural affairs dept personelle need to be supportive and actively engaged in supporting local arts organizations and artists. right now there is little to no support.anything vibrant going on culturally in town is artist or privately funded. for a town of artists and beauty, it is disgraceful.
- I understand the housing/expansion is inevitable, and in some was required. as I Californian always known we are a desert and come not sustain the doubled population already in my lifetime, climate change advancing that. Our agricultural culture, and those whom maintain it of utmost importance to me. Seeing these lands become fallowed or built up, we will regret driving away such business
- Preserve agricultural areas, infill areas that already have buildings and infrastructure
- We don't have any water. I don't think we should be building anything until we are out of this drought
- More parks and larger parks
- Sidewalk repairs are so needed. We want to purchase a home in the coming years but hesitate to buy when the housing market is so high and the infrastructure is in disrepair.
- Roads need to be improved and expanded before more houses get built. Extending I.e. north bank, make 118 and actual freeway that connects to 101 and 23, saticoy ave on/ off ramp on 126 etc.
- Protect the environment. Protect the historic nature of our community. Seems like most of the current development short sighted and will lead to overcrowding and higher crime rates. Very poor planning and not really in the best interests of community members. Do not annex lands.
- Help address pollution and the homeless, that seem to pervade so much of the main parts of town (near the freeways). Add more tennis/pickleball courts - we have very few for a city this size. For example, Kimball park open space could be used for more activities than empty lots.
- Build sidewalks on Foothill Road.
- Consider formation of redevelopment agency to take under developed land in Ventura Avenue Industrial and develop upgraded architectural guidelines for elimination of chain link or mesh fencing. create grant fund for improving/painting building exteriors to vibrant, coastal, attractive appearance amenities/ landscape.
- You should have addressed our critical lack of water!
- I truly believe that the cost of housing whether it be purchasing or renting is the most severe problem that people are encountering. Until that is addressed, I can't see many problems that we face going away.
- Move parking structure at beach to Thompson and redevelop into visitor serving, restraunts, beach bars, etc.
- Water is in short supply and only getting more expensive. How can we have so many multi family dwellings in the permit process with this limited resource. We also need to address the street infrastructure. There have been little to no improvements to the roads (main st, Telegraph, harbor and Seward) to support any increases in traffic and access to 101 both north and south bound.
- You need to streamline the planning department.

- Single family homes/condos eventually become affordable. With fixed 30-yr mortgage, as family's earning power increases and mortgage remains fixed & the % of income going to paying for housing is reduced. Apartments do not let families build their own equity -- which is one of the best ways to lift struggling families (& next generations) out of poverty. Important when talking affordable housing.
- I know Ventura needs housing, but where is the water going to come from for all of the new residents/houses? After all, the city sued Ojai residents regarding water rights. You can't keep building houses without looking at needed infrastructure, and water is one of those critical pieces. Also, please preserve our hillsides and set the land aside for hiking and recreation-not housing.
- Transparency, encourage ways for community to engage and collaborate on decisions for future vision
- We don't want treated water from the sewage plant, we want fresh water and casitas needs improvements to provide our city with fresh water.
- More ocean and main st. walking loops downtown as I drew.
- We have had enough growth and development going on right now. The buildings that are being built across the street from Ventura High School are too big for the location. WE DO NOT WANT TO START LOOKING LIKE LOS ANGELES!
- Regarding annexing area C:
An area similar to the Collection is needed in Ventura.
In regards to housing, you omitted an option for single family homes on larger lots.
Again, executive housing is neglected here. Shutting down the hill development was a big mistake
- The new construction that is built along the beach is ridiculous. So many apartments. So many more people. Any thought given to states water shortages?
- Even though I answered many questions to build I don't think we should build anything when we don't have water. Every household and business needs water and we already have a shortage, why would we consider adding to this shortage at all?
- I would like to see an emphasis on affordable housing and discourage additional construction for 'economic development'. We do not need more office space, hotels or 'luxury' townhomes.
- Main street from the Avenue to Emma Wood is dangerous for pedestrians and cyclist, traffic must be slowed down and road improvements. Concentrate population in multiple family buildings in city centers. Do not continue to encroach on nature. No McMansions!
- How will more structures be supported with resources such as water. The water must be planned prior to the building start.
- Leave the outdoor dining on main street and update the street to match the buildings.
- Do not let the city become rundown- modernizing the mall to attract more visitors is a great start.
- Fix the California St. offramp on northbound 101 offramp.

People may say the housing shortage causes high home prices but look at coastal L.A. and Orange County, they are all built out and have high housing prices.

- Ventura is a nice place to live IF you have money (which we do). I would like to see more tolerance for providing services, housing and features that make Ventura a nice place to live for ALL residences including the elderly, the poor and the handicapped. If it means those with money have to give up somethings - so be it.
- Create areas that Tiny Home communities can thrive. Make sure they are 'green sustainable' as well as Any new building codes, etc.
- Additional dog parks on the east end of town.
Revise no parking areas due to increase of housing and multi family living....for example among Northbank Dr outside of Northbank Greens housing track
- the city should look into developing a bike/hike trail from Harmon canyon to the cross.
- Graffiti is a major problem in Ventura. So are the homeless. I had a friend visit from out of town and they commented on how dirty and unkept Ventura is compared to the other places they have been in California.
- Rampant development without thought to the current drought is irresponsible. Figure out a way to re-purpose empty buildings and homes before building new.
Streets in Ventura are in desperate need of repaving. It's great to want tourists to visit, but the city must dress itself up better.
- Infill development has been intense, but in logical locations. Development of the Seaward Parcel near Harbor is sorely needed. No to allowing duplexes and triplexes in single family neighborhoods. We bought there for a reason.
- Please leave Olivas golf course as is. It is a wonderful golf course!!
- I work for the Ventura Unified School District since 1988, I am a Classified Para Educator. I am a renter on Section 8, I would otherwise be unable to live in this city that I have lived in over 30 years. Both of my daughters have been educated in this city, left for higher education in the SF Bay area and Humboldt and are back. We need to be able to buy our own affordable home in the City of Ven
- Ventura is a unique coastal city in California. It is a treasure to the residents who are fortunate to live here. We need to stop giving developers what they want and allowing them to profit off of our valuable natural resources. We are not Santa Barbara's ugly stepsister. We are a diverse community with a unique heritage. We should re-develop our historical areas.
- parking near downtown is and continues to be insufficient
- Ventura needs to grow. There are many areas that are lacking. I work and live in Ventura as a Software Engineer and I cannot find a home to live. Apartment and townhomes are overpriced. Which is bad for the quality of life. The people who are complaining about building new homes are the ones that are the most entitled, privileged and selfish.
- We need rent control and more affordable housing. I'm an ICU ventura born nurse who cannot afford to buy a single family home. Gentrification is out of control. Homebuyers from the area should receive special help. Or home sellers should be incentivised to sell to local people.
- Trees we need more trees! and where are we getting the water?
- I hate that you are building 4 and 5 story buildings(housing) all over Ventura, which is wrecking our city. We are going to end up just like Los Angeles at the rate these high

story buildings are going up We are use to 2 or 3 stories, for a smaller town , easy going feel. I am so sad about the construction all over town.

- Please Downtown Main Street closed to traffic, and add to the outdoor seating and entertainment areas. This has been one bright spot to the pandemic having this area open to dining, craft vendors, and entertainment.
- Thank you for allowing our voices to be heard and our opinions considered.
- Your option of “single family/townhome” is very poor choice of words. Those two are entirely different and open the door to “only townhomes, survey takers said that’s what they want”.

The townhome/condo growth here is horrific and priced out of affordability. Come up with different phrasing. SFH deserve their own button - this phrasing made the rest of the survey a turn off to finish.

- We are in a long term drought where do plan to get the water. Do not turn Ventura into LA or Orange County. We enjoy a unique beach environment that has been almost totally destroyed in so. Ca. The monstrosity’s popping up all over town. Absolutely no architectural value, similar East German apartment blocks. Is that the best you can do? People come to Ventura to get away from LA and OC.
- I think our agriculture areas are a big part of the charm of our city by the sea. I would like to see higher density housing or housing above retail spaces before seeing the empty land developed. I think McGrath and the estuary could use an upgrade, why is it not an area up for annexation?
- New housing should be low-income. Make 101 3 lanes all through town. North Bank Drive should connect Johnson to Wells. Link bike routes, especially Kimball park to Bristol Bay. A bike/foot path from Camino Real Park to Telephone, across Seward at Channel. Raise speed limit on Ramelli back to 40. Commuter rail service along 126 corridor. Extend pier back to 1958 ft. Public outdoor gun range nearby.
- Put the 101 Freeway underground from Main St exit to Seaward.
- The recent changes to downtown, especially the addition of new condo complexes, has been very positive. As we increase the concentration of people in that area, it becomes more vibrant. Because the new housing is not cheap, most of the new residents can afford the restaurants and entertainment downtown. This is improving Ventura.
- Connect the city in a mesh of footpaths and parks so we all have direct access to our natural environment and each other helping San Buenaventura be a wholesome place for all
- Ventura needs design standards and a growth limit that is sustainable. Water availability and climate change must be addressed. New developments must consider traffic impacts not just for that one development but the entire area. Citizen input and review boards are essential to maintain the character of Ventura. When developing new housing needs to be for families not just small apartments.
- A note of applause for reaching out to the community -- so many Cities do not have the foresight to include and engage their citizens. When we do this together, Ventura goes beyond a dot on a map, and lives up to its strong community roots. Hats off.

- Please consider Devolving homes on the area above the 101 and 33 We were to have a university there but that never happened
- More green space/parks throughout the city with safe and ample trail/walkway connection. You can get anywhere in the city by bike and walking.
- Question assumption that growth is necessary. Let's stay a small town and not become San Fernando valley.
- Ventura, like many cities in the US, but especially in a eco-progressive state like California, should really focus more on mass transit (trolleys, trains, etc) and sidewalks for residents and tourism. Take Portland as an example. Also more trees in neighborhoods please!!!! And fines for people who allow their dogs to defecate on sidewalks—money that can go towards more city funding. Thanks
- Please consider protection and restoration of riparian corridors for wildlife. Think about restoration of western monarch roost sites in parks and other open spaces and developing visitor services around their preservation. Create a safe walking loop for residents on summit drive between Kalorama and Gardens. Sea level planning for Santa Clara and Ventura river estuaries.
- Single family homes only. Retail stores and shops and nice restaurants with ocean views are needed.
- No more development. You ask people to cut back on water and power use - yet you openly invite more development. Stop it, no more development until we have the resources to handle it.
- A bike/walking path from Ash street to Ventura River along railroad right-of-way. Calm Thompson Blvd. Currently traffic speeds make Thompson Blvd. dangerous to cross for vehicles and pedestrians.
- Stop building. Stop using empty lots to build condos/townhouses/ apartments. Stop using farmland to build housing.
It isn't for the residents of Ventura because it's too expensive.
Our small town is becoming not overcrowded and congested.
- I know it will never happen, but I dream that someday the fairgrounds will be taken out and we can use that amazing piece of land in a better way. It could be transformed into a beautiful hotel, shopping, park, residential area that would bring in tourists and locals. Drive by the fairgrounds right now on any random day and just look at how dead the space is
- There needs to be traffic mitigation for housing & commercial developers. The new residential buildings off Sanjon are going to create traffic problems on Sanjon and Harbor.
- The 10 California Street offramp - is this even a live project? It's very needed as that is a bottleneck and a danger.
- Lower income neighborhoods need improved park and library facilities. Keep the lovely flavor of Ventura by supporting locally owned small businesses, like a local beach cafe at/near the fairgrounds. Keep big box stores out of Ventura. They're bad for the economy and bad for the climate. Ventura needs to be more accessible to mobility impaired folks - closer parking for limited walking.

- Ventura is being massively over developed with high rise housing in inappropriate areas. Much of what I love about Ventura is being ruined.
- Would like to see desalination and more water reuse to resolve water issues
Would like to see more reliable & frequent bus lines to help with the need for 2 cars 8n a family
More e vehicle charging free if possible.
Like the idea of capping the freeway. Maybe out in Saticoy over the 116. When the housing by magic mt increases the load will increase on 126
- Keep Ventura small. No one wants it to turn into LA or Orange County.
- Fix infrastructure: roads desperately need repair, water systems are past working life in many cases and need replacement, secure supplemental water resources and only allow growth consistent with renewable water supply, develop resources to address homeless population and get them off the street!
- Enforce Dark Sky lighting program, cut down on noise from mufflers, "Ventura Rumble"(hospital cooling system?)
- City to implement better common sense to road size. Improvements to places like Telephone Rd at Kimball going west made lanes to narrow for large vehicles. Neighborhoods like The Farm had to tear out bad planned roads and wells as not improving Saticoy, Blackburn, Wells etc. I'm sure this has happened in other areas as well.
- take over the Harbor so that there is an opportunity to better develop the area and provide public safety services. Utilize the Harbor as a revenue generating machine to fund other areas within the city that need funds.
- I think dual use housing/shops is the way to go due to the limited space in Ventura.
I hate seeing the agricultural areas being bought up and developed.
We also need to save runoff water (Cisterns ?) and perhaps a Desalination Plant on the property behind the Auto center.
- Please keep Ventura safe, inviting along with the quant atmosphere which we now have. We do need to spruce up the area with better signage especially in downtown along Main and California. Make the signage more upscale.
- Ventura needs high end restaurants like in TO. Our Top 10 listed restaurants are sad except for one or two. WE go to Santa Barbara or TO for a NICE dinner.
- The most impressive aspect of Ventura City when I moved here in 2017 was the amount of agriculture land still in use --rather than having been developed. Congratulations Ventura and hang on to this healthy mentality! You are unique in all of California.
- Ventura is in need of a up to date skate park for this community. The three "skate parks" we have now are not even considered skateparks in this day and age. We should not have to drive 30-45 min to other cities. Please consider what many cities have done in Southern California for their youth and community.
- Cruise ships should doc and bus the tourists around Ventura. Businesses would thrive.
- Please build a decent skate(board) park, comparable to the one in Ojai.
- Ventura is in desperate need of an updated modern skatepark. Whether this goal is reached by expanding one or all of the existing parks or building an entirely new

skatepark, this is something that the community has been asking for over a decade. A new modern park would benefit youth and adults alike and would be a community investment that would serve generations to come.

- Need a new modern skatepark
- Ventura's skatepark on west park row desperately needs to be renovated and updated. Kids cannot even learn how to skate there because there is no flat straight ground. The ground is also not level and very dented
- If the city is truly looking for ways to improve the quality of life, street repaving should be at the top of the list. Now many of our residential streets, and thoroughfares look like they belong in a third world country. It is shameful.
- Midtown commercial corridors look really shabby. What can be done to make Thompson and Main as attractive as downtown?
- I grew up skating at skate street as a kid and railed for a real public skatepark after its closing. I'm now 30 years old and Ventura is still lacking a real skatepark. Every surrounding city has built one, it's time to catch. Skateparks are some of the most used public spaces across the nation.
- Upgrade existing skateboard parks. They are an embarrassment to a community of Ventura's stature. Build new "state of the art" skateboard parks for our children of all ages
- Add more fresh water rinse stations along our most popular surf spots. Remember we are next to Hawaii in terms of surf tourism, with some of the best waves in the world.
- Ventura desperately needs a legitimate skatepark. The three we have were poorly built. Skaters in Ventura are forced to travel, skate in the streets and public property and build their own spots. Every other community around us has a legitimate well designed free public skate park. Look at the examples of Ojai Oxnard San Luis Obispo Santa Clarita Santa Paula Fillmore Moorpark etc.
- Lots of people today work remotely, we need access to fiber optic internet
- Ventura needs to improve the areas it has vice growing more. Growth is better suited for Oxnard and Camarillo.
- Once again, please consider parking issues for residents that live downtown.
- New development must be affordable to Venturan natives not wealthy LA residents
- Keep to a Spanish classic California town not ugly modern.
- Ventura needs a skatepark. It is a free, equitable way for children to stay healthy and out of trouble.
- More activity centers or museum for children. We need to be building future generations. Many spaces available on Ventura Avenue for skate park, activity center for kids, a safe space to play in a compact community.
Make adequate parking for all the condos and townhomes going up on Main Street. As we add more housing parking can become a disaster.
- More accessible open spaces.
- We have precious little water. Water resources should be at the forefront of any development strategy. Agricultural space is also an at-risk resource in Ventura County and needs to be protected.

- Make Ventura a Beach/Bicycle Birder destination with a pedestrian /bike bridge over train tracks connecting Channel to Allejandro with adjoining trail /bird estuary /parking running from Sanjon exit below Vista Del Mar via Allejandro to Channel across Barranca to Spinnaker estuary. Revitalize Johnson Dr with an IKEA to bring in Sales Tax revenue and tourism from SB & SLO counties.
- Our children need a safe and extensive skate park in Ventura! We currently have to drive 20-40 minutes to get to a skatepark. Skateparks build community and give kids a healthy outlet.
- make downtown Ventura modifications permanent and level the street out. Its the best change to the city in a decade
- The Avenue neighborhood definitely needs an overhaul. The houses cost more than half a million dollars for a single family home, there is not one decent grocery store, there is an excess of unhoused people and drug use, and sidewalks are either dangerous or littered with dog poo. Also too much traffic and speeding. Not safe for children and families. More infrastructure and care here please.
- Ventura will run out of water soon. The city council's approval of more development hugely exacerbates the problem. The council's answer and the city water admin. will keep raising the price of water as if forcing citizens to pay more for essential domestic needs is the answer. No more development! Want to see thousands of citizens leave and property values plummet? Stay the course.
- Please keep Ventura's small town vibe. Support the SOAR initiative. If we do develop, it needs to be infill with plenty of affordable housing, since our home prices and rents are astronomical.
- Stop allowing non-mixed use facilities. So much wasted roof space over big boxes, which could have low-cost apartments for students, the elderly and families and roof gardens. Turn the second floor of the mall into senior housing. Find accessible places to create free food forests. Make public transportation free and create comfortable, weather-protective stops for people to wait.
- Infrastructure (water, sewer etc) needs to be primary concern for any growth.
- The traffic management system in Ventura is so outdated and in need of new, 21st century technology, it will only get worst as time passes.
- As I mentioned earlier, the average price of housing in Ventura is \$800K so we need to have shopping and restaurants for high income families. Otherwise, those folks will spend their tax dollars at The Collection, in Santa Barbara and in Thousand Oaks. On the flip side, we need affordable housing in both rentals and sales so our kids can remain in the community they grew up in, if they choose.
- Our community NEEDS a better skatepark in town. The youth of the city need a safe, well lit space to exercise and create community around their passions. We have parks already but they are outdated and were not designed by skaters thus the design is not conducive to skating. None are lit either. Please consider changing Westpark to reflect the needs of our youth and give them a proper skatepark.
- Yes!
Make it easier for a local family to buy (or rent) a home than it is for a speculator to add

another property to their portfolio.

The cost of development can be controlled through zoning restrictions (owner-occupancy by local workers) which directly affect the cost of land.

Ignore the myth that says affordable housing will trickle down if we satisfy developers and speculator.

- Redevelop old shopping centers (Bristol shopping center, old movie theater, old ToysRus) to include mix use development. Maintain waterfront bike/walking path and playground.
- There is plenty of housing as is. If it is too expensive to live here, then those who cannot afford to live here should move. It is a fact of life. My family suffered for many years because of the high cost of living. We worked hard, took no hand outs and we succeeded.
- Ventura desperately needs a decent skatepark. We have 3 skateparks that were poorly designed and do not see much use. A modern skatepark should be installed at kimball park or in plaza park downtown.
- new housing is fine but water needs to be a major concern. We residents are experiencing a rise in rates as we struggle with water (super hard water at that) so building a ton of new multi family houses will only increase the water situation. Where is the plan for water with all these new houses/apartments or are we just going to keep increasing the rates on the current residents?
- STOP BUILDING!!!!!!!!!! WE DON'T HAVE THE WATER!!!!!!
- El condado de ventura es un hermoso condado , es verdad que a crecido pero por favor no cambien su esencia
- Don't try to solve the homeless and transient problems on the backs of single family residential (SFR) neighborhoods. Limit the number of occupants and vehicles in single family homes to keep density very low. Discourage parking or repairs of vehicles in front set-back areas of each lot and in front of neighbors' homes. Require off-street parking for any rented space in SFR homes. Preserve SFR !
- Please add more public safety infrastructure before expanding the city.
- Have a police appreciation day. They deserve it.
- Remove the parking structure next to the Crown Plaza, add mixed use in that location. Divert parking to downtown and to existing state beach parking.
- Increase police and fire services.
- Come up with ways to get homeless under a roof and/or into mental health/recovery institutions.
- There are empty commercial buildings in town. The old Marie Callender's and the old Acapulco restaurants on Victoria that have sat empty for years. The old Toys R Us building needs to be dealt with. Those are just the highly visible ones. I can't imagine building more commercial. We need to build a desalination plant. Where are we going to get water? That should be a priority.
- Limit growth to limit congestion and crowding. Traffic is awful already!!! Don't make it worse.

- we need housing for poor families and to expand inclusive housing programs for vision impaired and mobility impaired as our population ages
- This is a very poorly designed survey that is very difficult to navigate. There should be a better, easier survey given. This data will not be relevant or useful.
- You fail to ask any questions about any type of infrastructure to address the underserved citizens with fire and EMS coverage. Staff and fund the fire department as needed to provide the safety to us citizens that we desperately need.
- Econ studies of VTA have repeatedly shown limited commercial/industrial capacity. Increasing tax base through more rooftops/density along corridors along with neighborhood serving commercial uses, future proofs the City during a time of transition toward more work at home employees. Couple that with the transit and complete streets to take back lanes from cars and reduce emissions.
- There are so many empty lots and buildings. I would like to see these addresses before clearing more area and building.
- This was the worse survey I have ever seen. I am aware of how few people responded and it doesn't surprise me. NONE of the data out of this survey should be considered relevant!
- Ventura needs a skate park!! The 3 small parks we have are terrible and most real skaters go to Ojai, SB, Filmore, Moorpark, and soon Carp. It's crazy a city of our size does not have a well designed skatepark.
- I think there should be more collaboration between Ventura and Oxnard. Main St in Midtown and Johnson Dr old movie theater area should be better developed. Those parts of the city look really sad.
- Being a community that values outdoors, nature and the environment also brings the need to protect our night sky. As noise pollution reduction part of the general plan, light pollution should be considered. City should address: LED color, (warm needed at night) , light glare and light trespass .
- Ventura is not San Francisco. Overbuilding multistory multifamily condos/apts everywhere will permanently damage the city's attractiveness. Some are OK with design that complements the area and looks like it belongs. Some of the monster projects under construction now look so out of place. Most households want a yard and a house. The pandemic showed how weak the retail sector has become.
- What is the plan to assure adequate water supply to the city? Isn't the availability of water the determining factor in what else can be 'added' in terms of population/housing and other resource-hungry development? Just saying that we can import water from the aqueduct doesn't cut it. Everyone else is doing this already and the water supply is not increasing.
- Focus on being a tourism and vacation destination. You're looking at this as turning it into a big city and you can't do that without destroying our unique beauty. Can we mandate the downtown style to all be Victorian? Can we get in an amusement park? Aquarium? Can we buy the seedy hotels and redo them into nice ones? Stop trying to shove more people in here to live. Have them visit.
- We need more housing but proceed smartly. Haley Point was a great solution and the City should look for similar options. And how about some of the Ag land on Vista Del Mar

and Olives. We should limit the growth of STVRs because they eliminate housing inventory. I think it makes sense to add housing at the mall as it heads into limbo. There must be 100 acres there.

- HWY101 dissects the city into 2 parts and robs the city of interconnectedness b/w downtown and ocean front. The 101 should be placed subterranean through the city center wherein downtown can be an ocean front walkable city center. Remove the raceway, fairgrounds, and parking lots all sitting on ocean front property with ocean views. Connect the ocean to city and the city will thrive.
- Thanks for doing this survey. We appreciate having our voices heard.
- no Santa Monica or Marina Del Ray also to dense find a balance of our great wild outdoors .

I have owned and lived in both in the last 25 years!

Moved here 1 year ago. Bring in higher paying jobs Tech!!!

- STOP building all this new housing when you're not providing the infrastructure like adequate transportation routes, water, etc. This is horrible city planning
- leave main street closed to through traffic increase the length of main street no car zone up to cemetery Park. increase night life on main street and plant more trees on the avenue. increase lighting on the bike paths and more trash cans
- Look at Thousand Oaks. It's not crazy big but still has a fun vibrant scene that can attract visitors, sales tax, and new residents
- I'd like to see better connections between downtown and the beach (through improvements on California and possibly Figueroa, including relocation of California ramp) and better use of the beach promenade (possibly by converting the a portion of the first level of the parking structure to beach-oriented retail and/or developing the vacant site next to the Fairgrounds with a hotel)
- The housing crisis must be addressed or we will end up being a city with wealthy and over age 60 residents only. We also need to add activities for teens and young adults.
- Keep downtown main street closed and center more events downtown. Downtown also needs easier routes to access the beach.
- The city of Ventura has been in a rapid development mindset over the past few years, much of it pushed by new residents from LA area. The small town element is disappearing everyday and it's very unfortunate. Traffic is worse than ever, infrastructure is overwhelmed, public safety is underfunded/under resourced and general maintenance of the city is poor. Stop large LA type developments