Community Workshop #1: Visioning

April 29, 2021

CITY OF
VENTURA
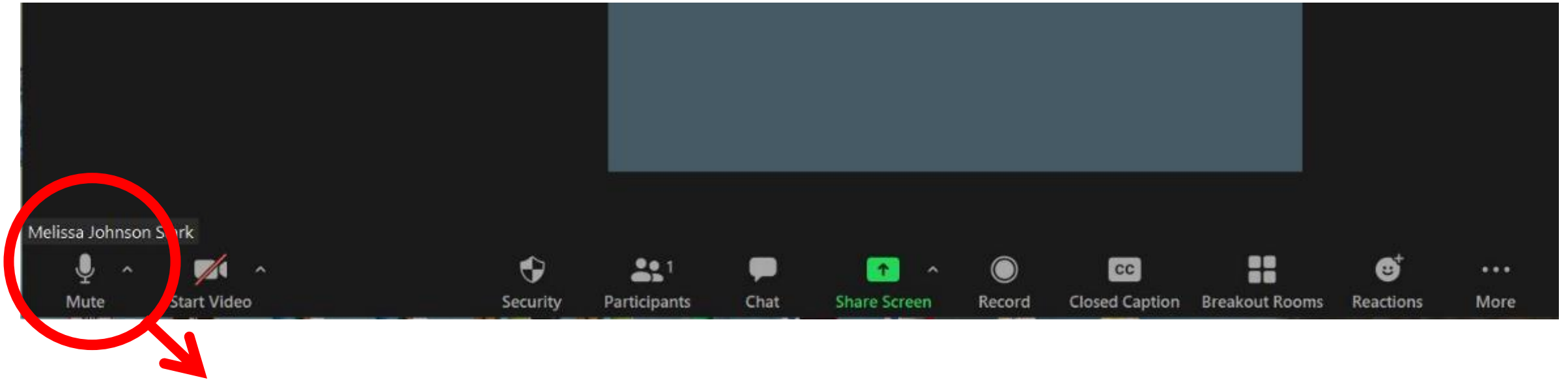OUR VISION, OUR FUTURE
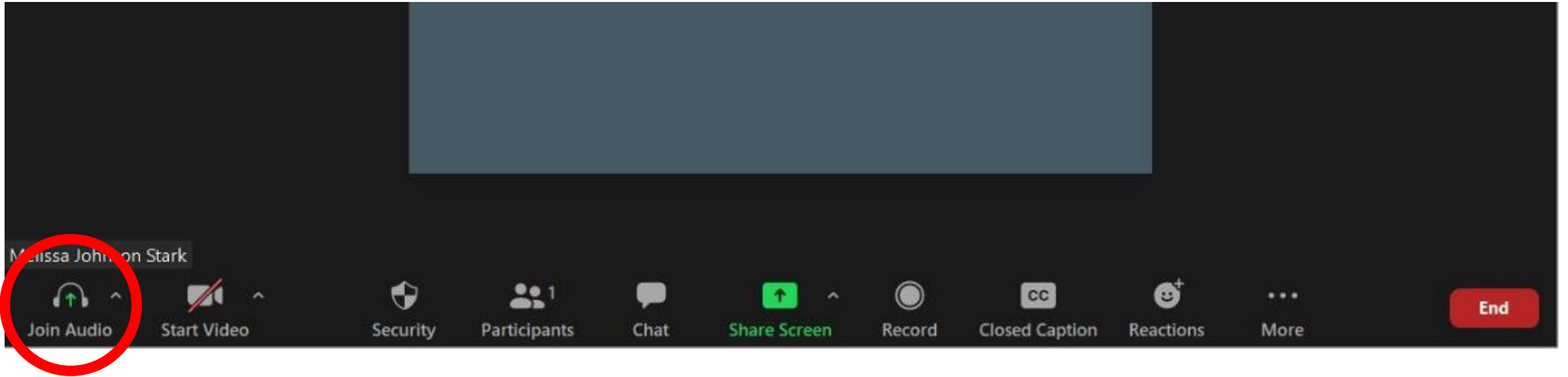
Zoom Instructions

Join Audio

- Two options:
  - *Use your device's audio*
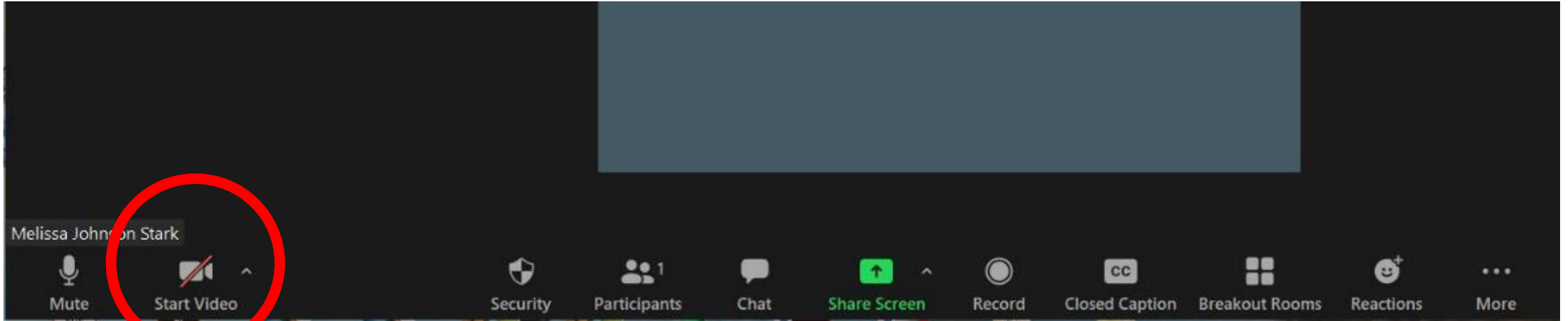 - *Call in using a cell phone*

Zoom Instructions

Once Audio is Connected – Please Mute

- Please remain muted until it is your turn to speak

- To un-mute, press the same button
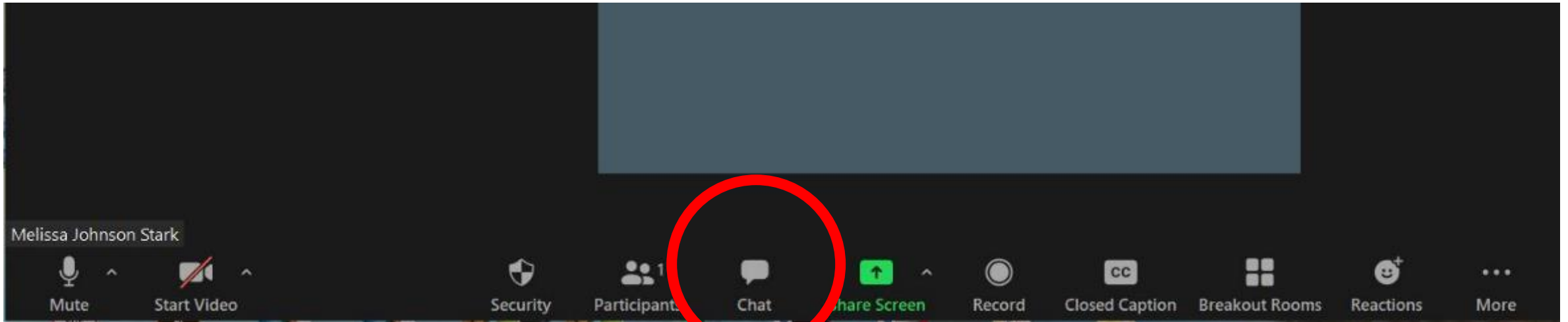
Zoom Instructions

Start Video (GPAC Only)

- **GPAC**: Please keep your camera **on** for the duration of the meeting

- **Public**: Please keep your camera **off** unless speaking during public comment

Zoom Instructions

Chat for Questions/Comments

- To submit a question or comment, please use the "Chat" feature. We will address it during public comment (time permitting).

Zoom Instructions
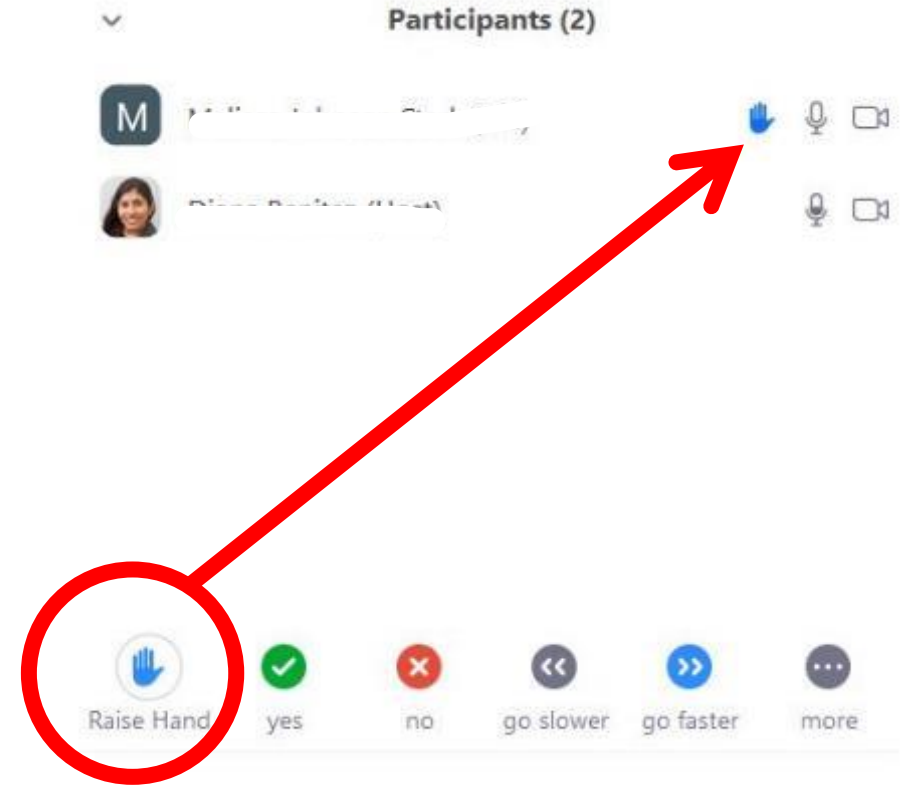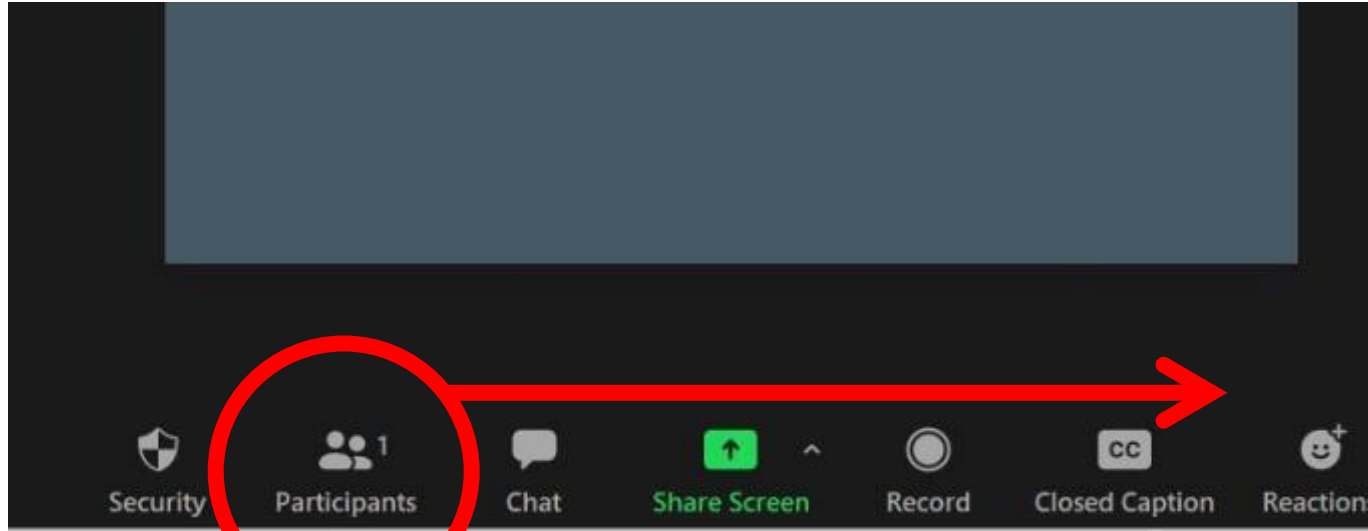
Raise your "Hand" to Speak

- Please use the "Raise Hand" feature if you want to speak – the team will call on GPAC members individually. Please remain muted until called on.

- **Public**: Please only raise your hand during public comment.

Spanish Interpretation

Meeting Objectives

- Provide an overview of the General Plan update process

- Create a "common ground" starting point

  - Existing conditions

  - Vision statement

- Brainstorm on long-term vision

- Identify areas that are cherished and areas that could be improved

Agenda

- Introductions

- Presentation

- Breakout Group Discussion

- Report Back

- Wrap-up and Next Steps

Live Poll

General Plan Overview

What is a General Plan?

- Long-term policy document to **guide the future actions**

- Establishes the **City's vision** for the next 25-30 years

- Updated every 10-20 years

- Preserves and enhances **community strengths**

- Addresses **topics of concern**

- **8 required Elements**
  1. Land Use
  2. Circulation
  3. Housing
  4. Noise
  5. Conservation
  6. Safety
  7. Open Space
  8. Environmental Justice

WHAT IS A GENERAL PLAN?

A General Plan is like a road map for the future of Ventura

The State of California requires every city and county to have a General Plan to guide growth.

1. General Plans describe the community's vision and identifies strategies for managing preservation and change.

2.

3. General Plans typically include goals, policies, implementation strategies and supporting graphics.

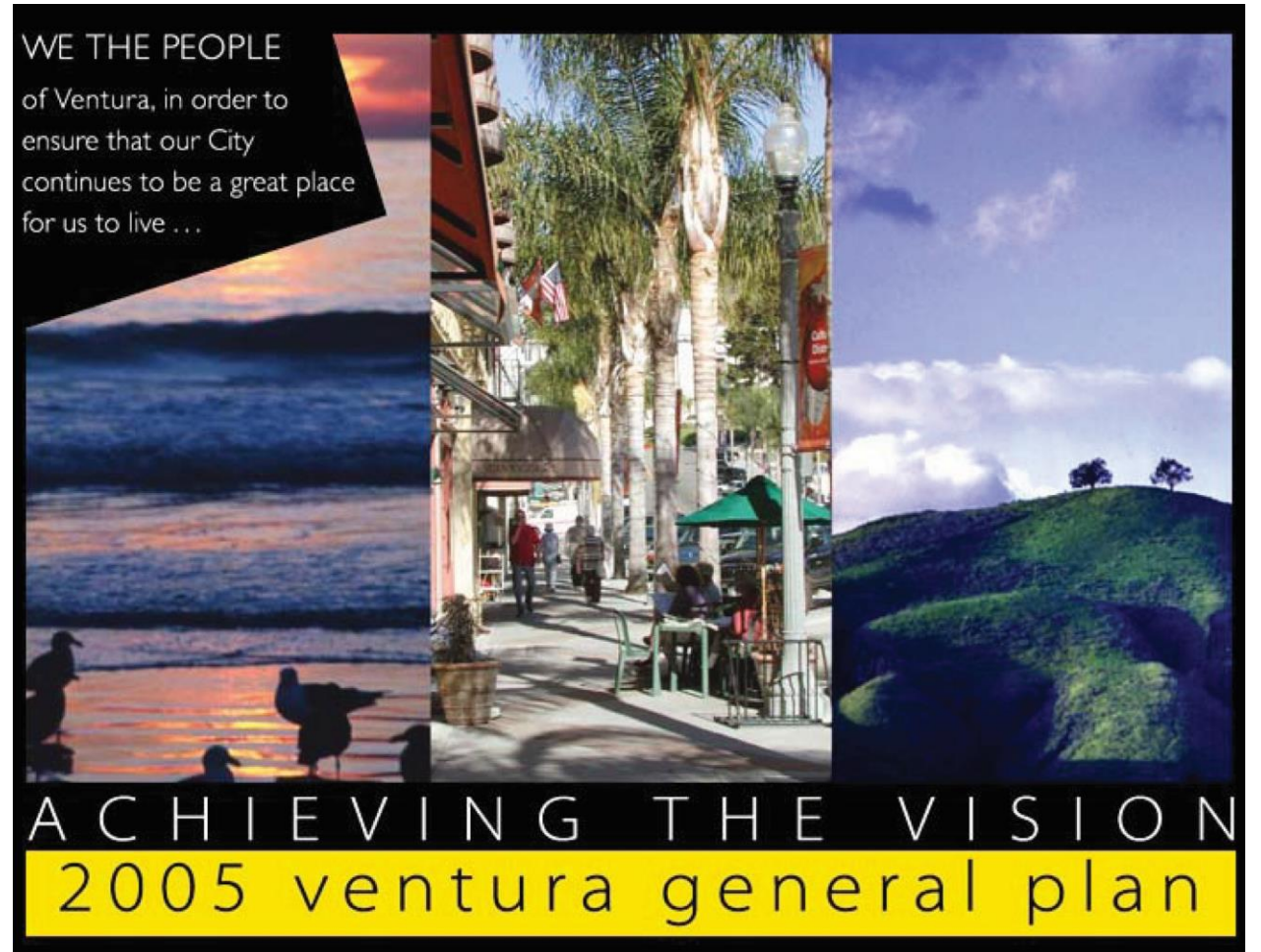These components work together to convey a long-term vision that will guide local decision making.

4.

5. The General Plan also plays an important role in regulating land use. Its policies and maps form the foundation for City ordinances, guidelines and plans.

"Vision about how a community will grow, reflecting community priorities and values while shaping the future."

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Ventura General Plan

- Last adopted in 2005

- Based on a comprehensive "Vision Statement" for the city

- Organized by goals for the community's future:

  - Our Natural Community

  - Our Prosperous Community

  - Our Well-Planned Community

  - Our Accessible Community

  - Our Sustainable Infrastructure

  - Our Active Community

  - Our Healthy and Safe Community

  - Our Educated Community

  - Our Creative Community

  - Our Involved Community

WE THE PEOPLE of Ventura, in order to ensure that our City continues to be a great place for us to live . . .

ACHIEVING THE VISION
2005 ventura general plan

What is the Project?
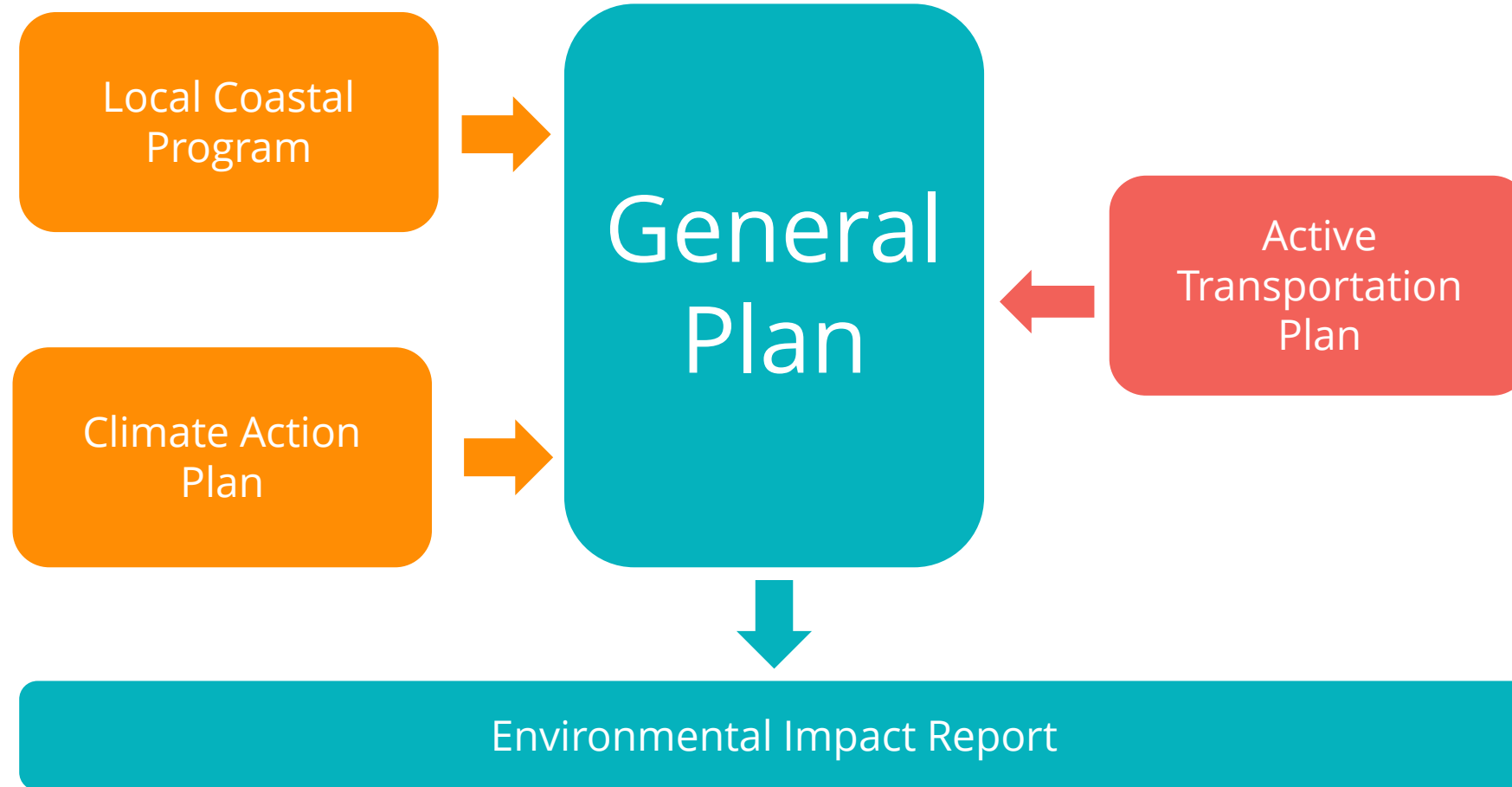
Which Topics are Covered?

- Land use
- Urban design
- Housing
- Homelessness
- Traffic and roadways
- Active transportation
- Economic development
- Public services
- Infrastructure (including broadband)

- Parks
- Open space + natural resources
- Equity and health
- Climate change
- Sustainability
- Historic preservation
- Arts and culture
- Noise
- *And others…*

Why Does the General Plan Matter?

Enables the community to develop a **shared vision for the future**

Creates goals, policies and programs to guide city decisions

Establishes parameters for zoning

Sets priorities for funding and long-term decision making

Acts as an "umbrella" that sets up detailed studies at smaller scales

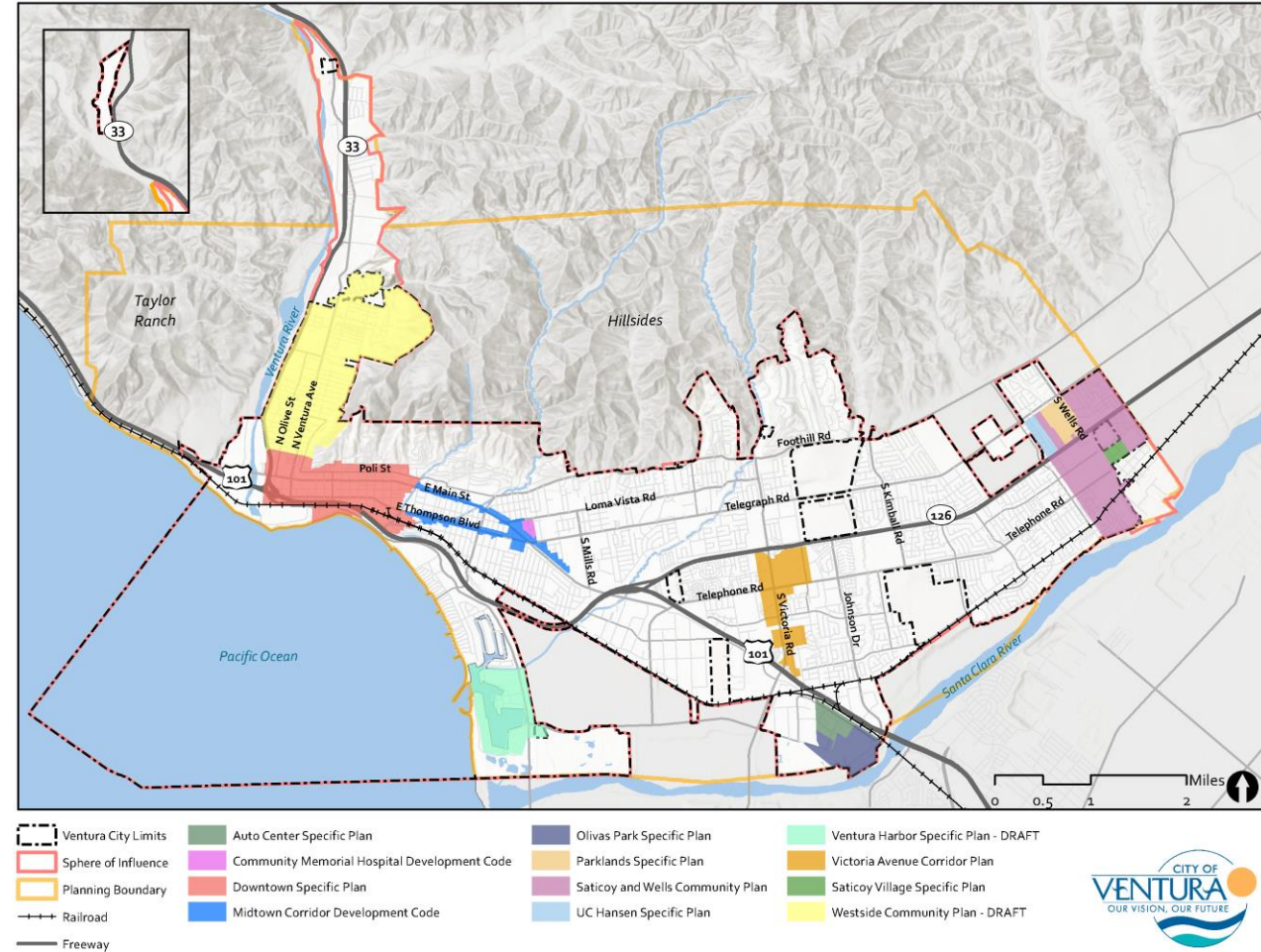*"Vision about how a community will grow, reflecting community priorities and values while shaping the future."*

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OUR VISION, OUR FUTURE
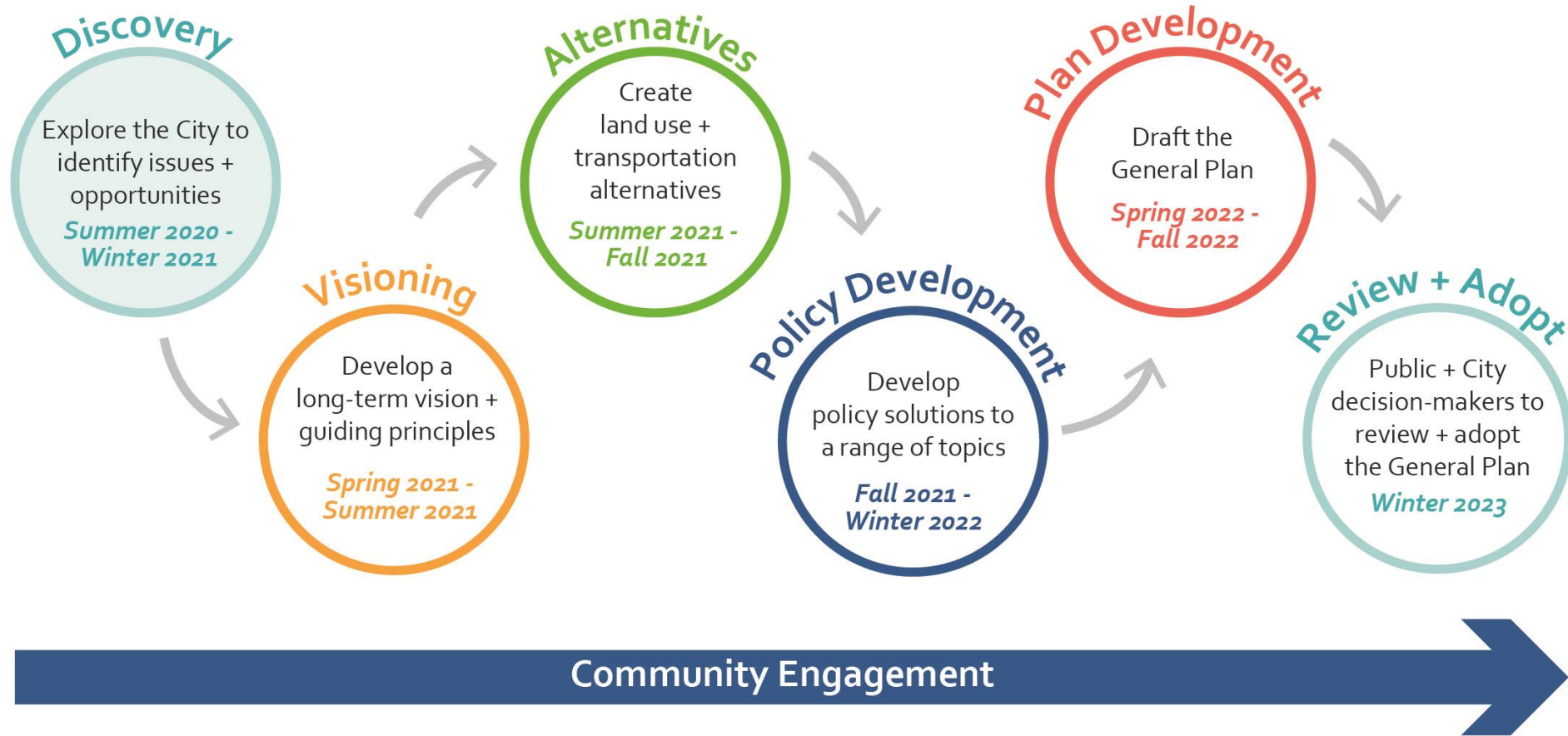
Specific Plans and Vision Plans

Plan Name	Year	Acres
Specific Plans		
Downtown Specific Plan	2007	514
UC Hansen Specific Plan	2008	35.7
Parklands Specific Plan	2009	66.7
Ventura Harbor Specific Plan*	2010	339
Auto Center Specific Plan	2017	54.6
Olivas Park Specific Plan	2019	139
Community Plans		
Saticoy and Wells Community Plan	2009	1,000
Victoria Avenue Corridor Plan	2009	286
Westside Community Plan*	2012	900
Vision Plans		
Ventura Vision	2000	N/A

*Note: * Indicates Plan incomplete*

Specific and Community Plans

Legend:
- Ventura City Limits
- Sphere of Influence
- Planning Boundary
- Railroad
- Freeway
- Auto Center Specific Plan
- Community Memorial Hospital Development Code
- Downtown Specific Plan
- Midtown Corridor Development Code
- Olivas Park Specific Plan
- Parklands Specific Plan
- Saticoy and Wells Community Plan
- UC Hansen Specific Plan
- Ventura Harbor Specific Plan - DRAFT
- Victoria Avenue Corridor Plan
- Saticoy Village Specific Plan
- Westside Community Plan - DRAFT

Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

General Plan Update Process

Discovery
Explore the City to identify issues + opportunities
Summer 2020 - Winter 2021

Visioning
Develop a long-term vision + guiding principles
Spring 2021 - Summer 2021

Alternatives
Create land use + transportation alternatives
Summer 2021 - Fall 2021

Policy Development
Develop policy solutions to a range of topics
Fall 2021 - Winter 2022

Plan Development
Draft the General Plan
Spring 2022 - Fall 2022

Review + Adopt
Public + City decision-makers to review + adopt the General Plan
Winter 2023

Community Engagement

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Ventura Snapshot:
Existing Conditions

Citywide Map

- **Land Area (City Limits)**: 32.29 square miles (20,666 acres)

- **Population**: 106,276

- **Housing Units (#)**: 43,931

- **Number of Jobs (#)**: 51,047
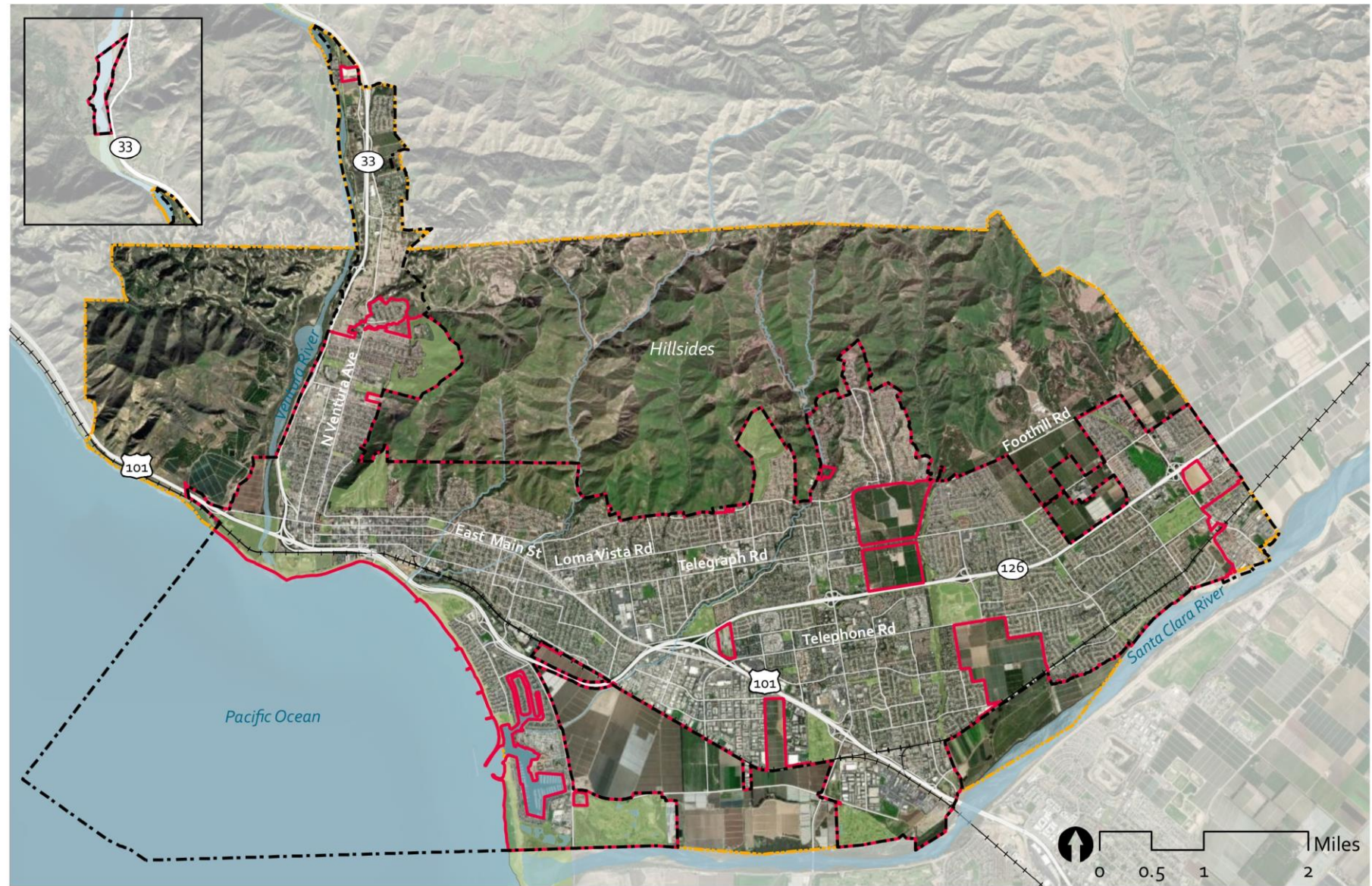
City of Ventura

- - · - Sphere of Influence
- ─── Ventura City Limits
- ─ ─ ─ Planning Boundary
- +++++ Railroad
- ─── Roads
- Green/Open Space

Historical Population Growth

Population, 2000-2020

	2000	2005	2010	2015	2020
Ventura City	100,916	103,374	106,433	109,495	106,276
SCAG	16,516,703	17,541,873	18,051,534	18,731,901	19,021,787
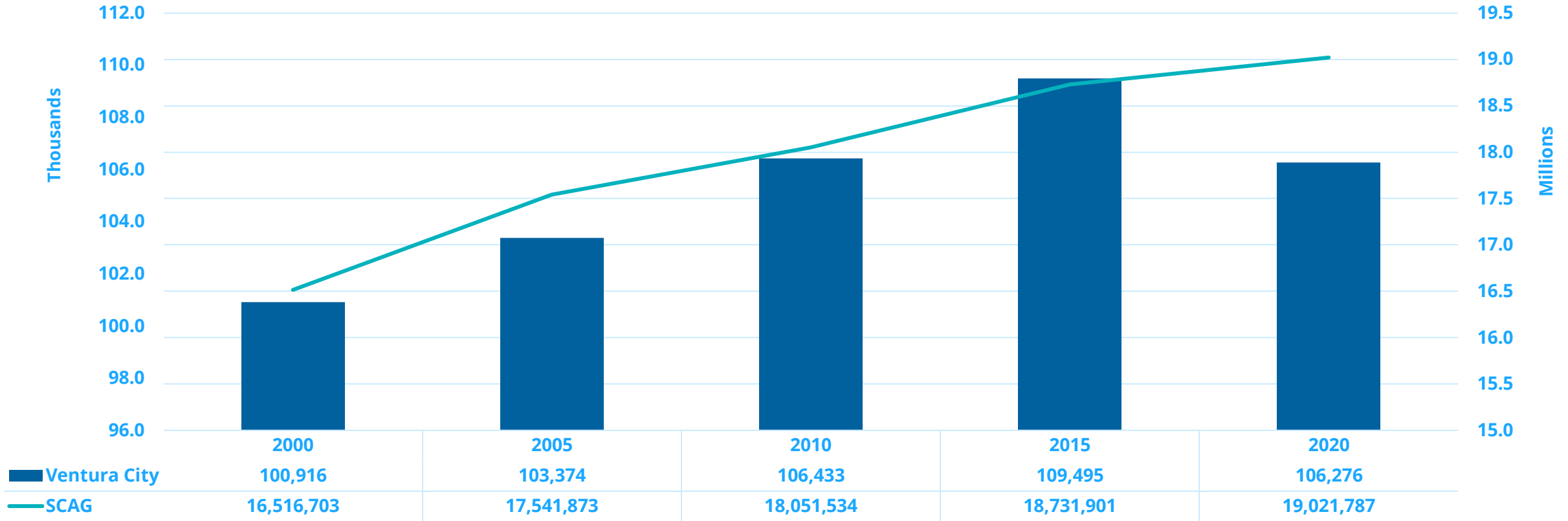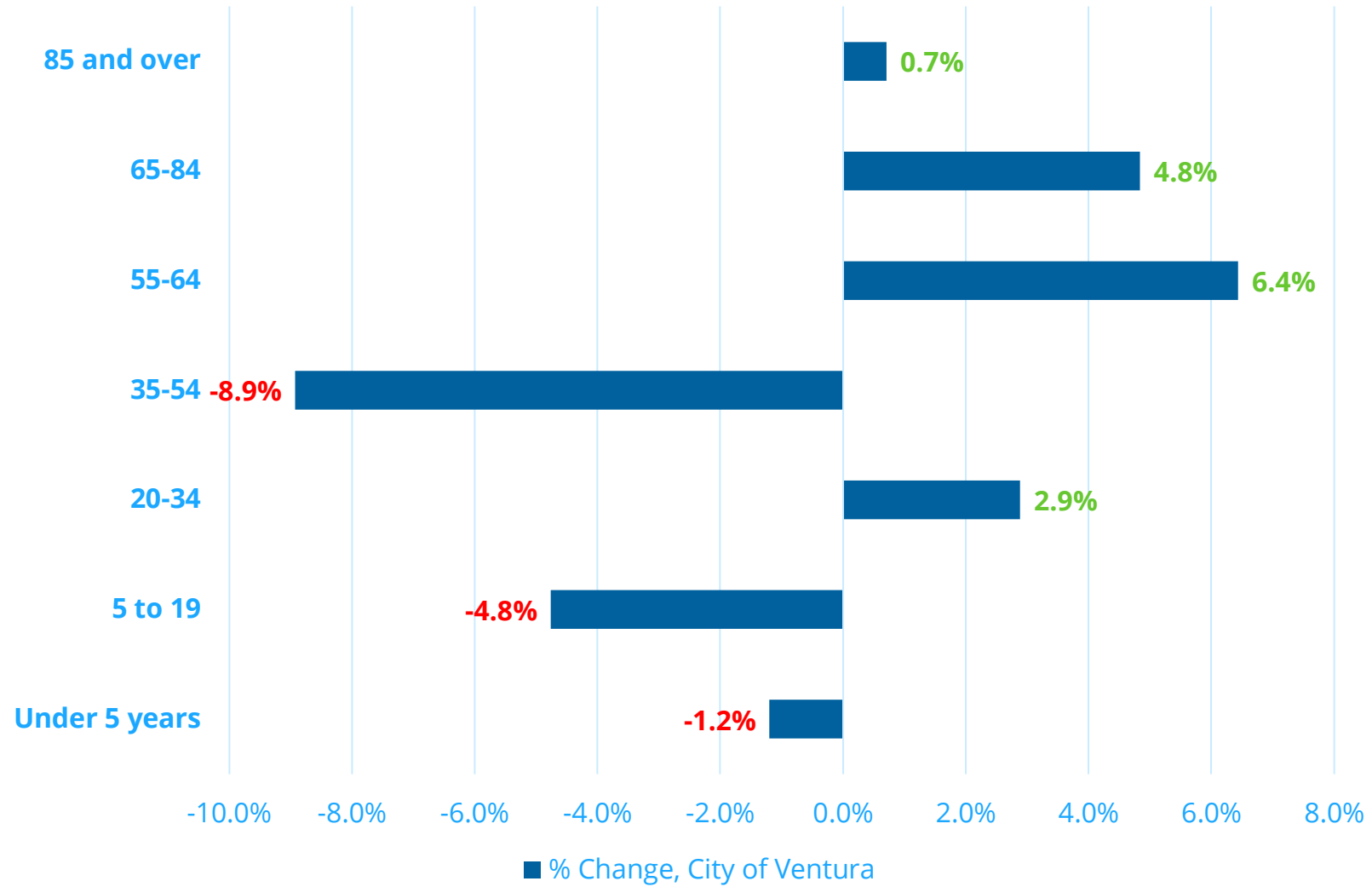
Age: 2000 – 2019

■ % Change, City of Ventura
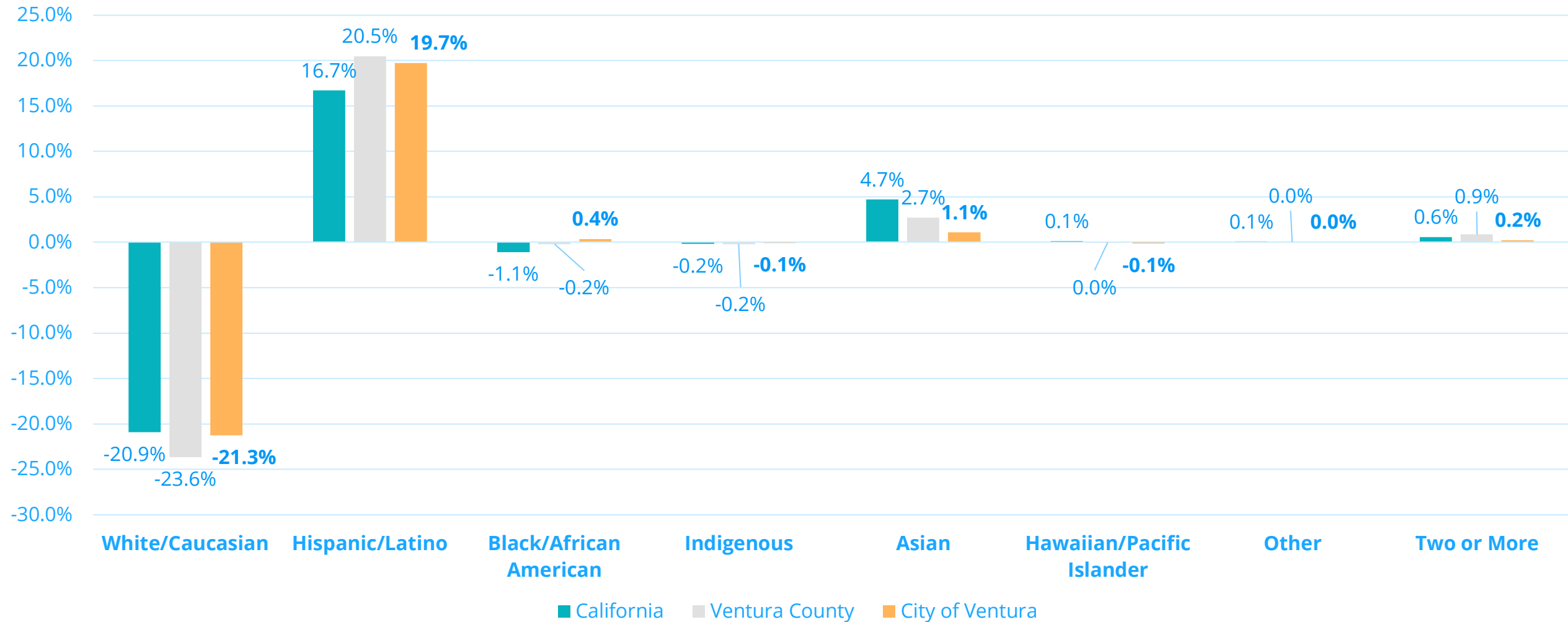
Source: ACS 5-Year Estimates , 2019

Household Income
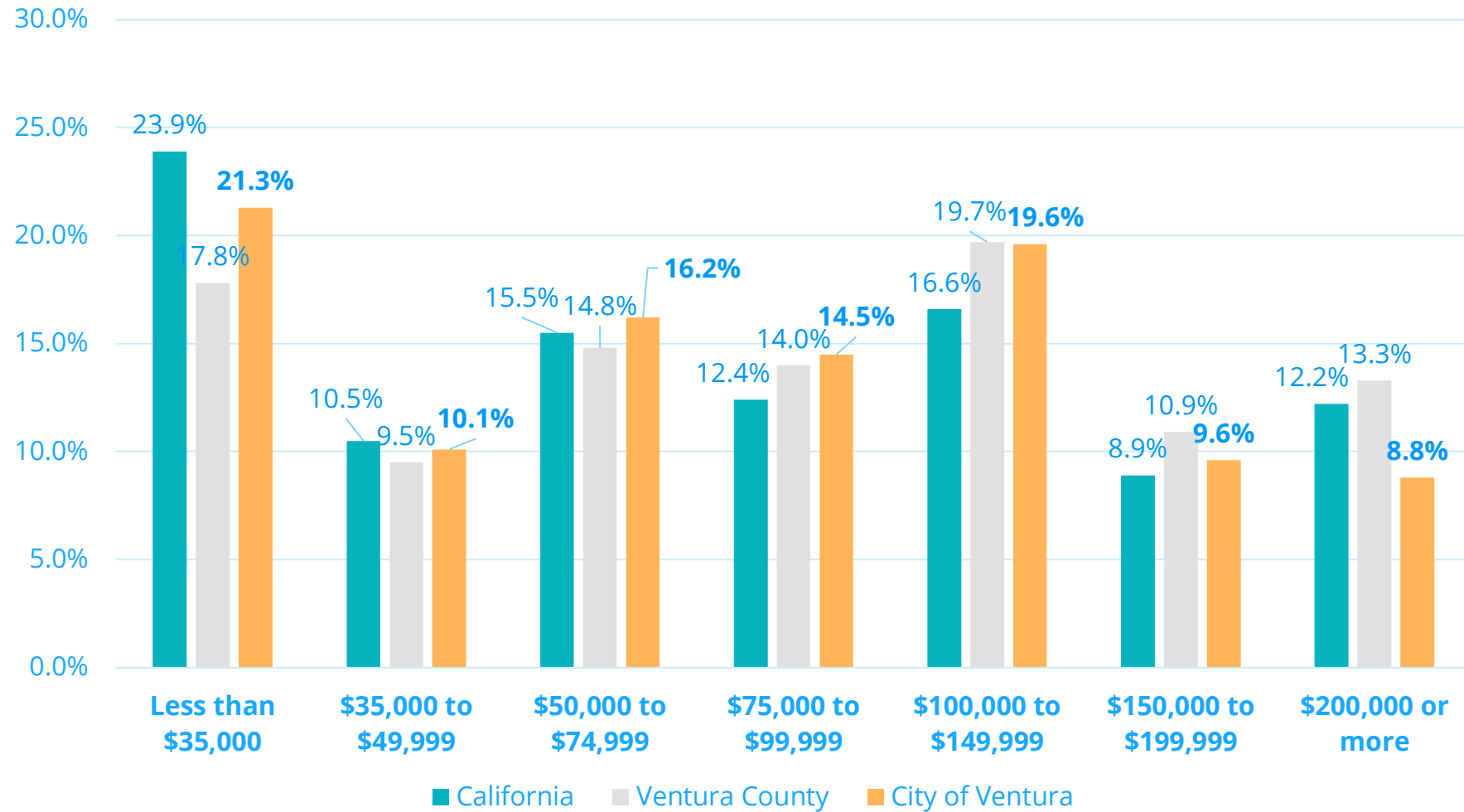
	Median Income
California	$75,235
Ventura County	$88,131
City of Ventura	$78,882

Chart legend: ■ California ■ Ventura County ■ City of Ventura

Income Bracket	California	Ventura County	City of Ventura
Less than $35,000	23.9%	17.8%	21.3%
$35,000 to $49,999	10.5%	9.5%	10.1%
$50,000 to $74,999	15.5%	14.8%	16.2%
$75,000 to $99,999	12.4%	14.0%	14.5%
$100,000 to $149,999	16.6%	19.7%	19.6%
$150,000 to $199,999	8.9%	10.9%	9.6%
$200,000 or more	12.2%	13.3%	8.8%

Median Household Income

Ventura City Limits
Census Tracts
Sphere of Influence
Planning Boundary
Railroad
Freeway

$38,621 - $65,760
$65,761 - $78,240
$78,241 - $97,800
$97,801 - $117,360
$117,361 - $122,545
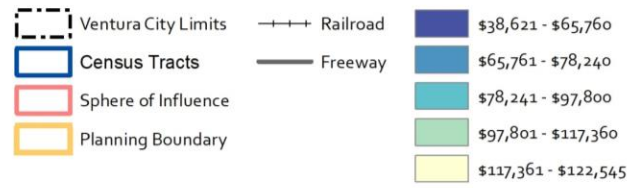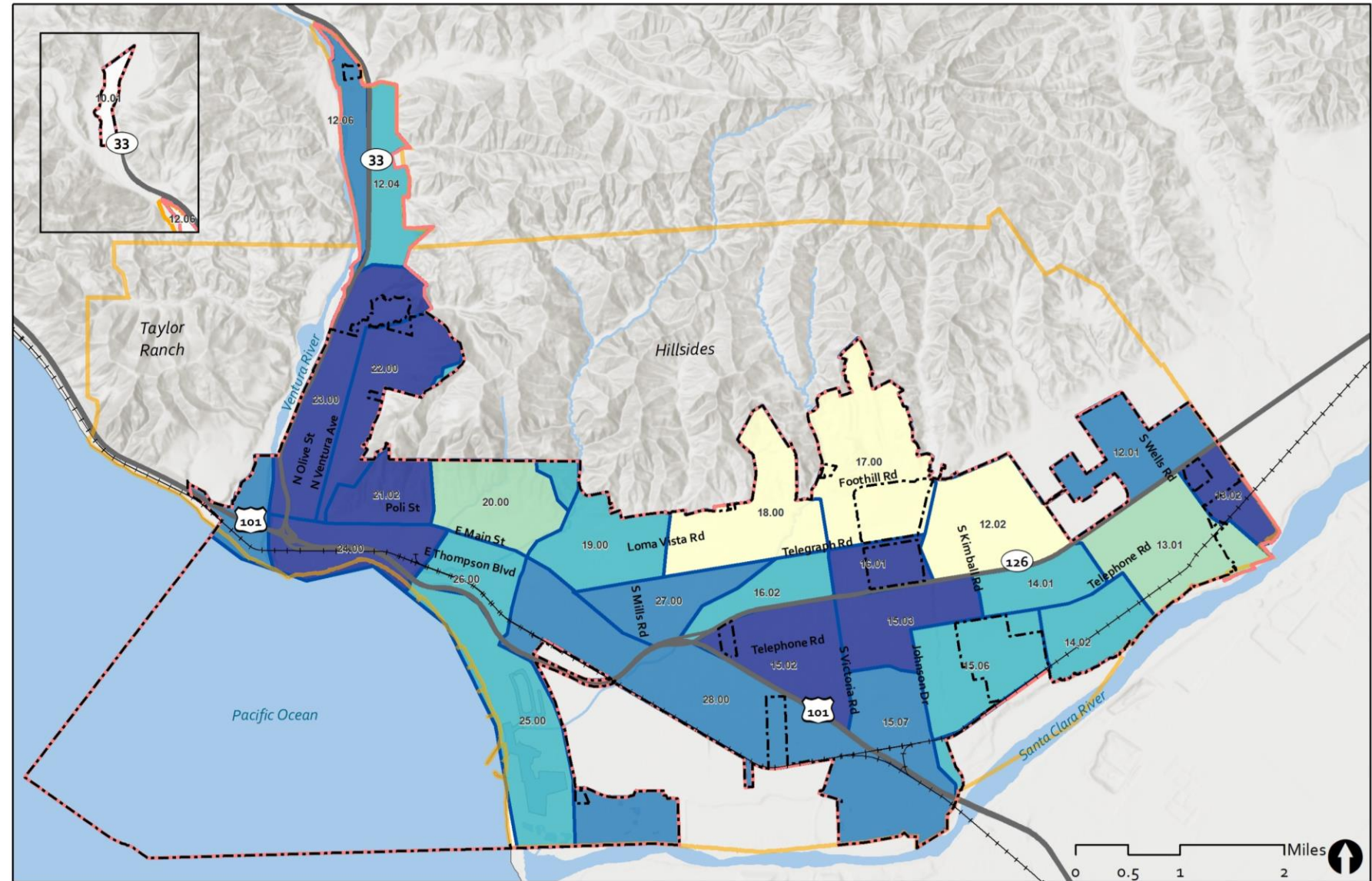
Data Sources: City of Ventura (2020); County of Ventura (2020); ACS15-19 (2019); ESRI (2020)

Existing Land Use

Pie chart:
- 46.90% Residential
- 9.70% Commercial
- 6.20% Industrial
- 11.60% Public/Institutional
- 20.40% Agriculture/Open Space
- 5.30% Vacant

Legend:
- ■ Residential
- ■ Commercial
- ■ Industrial
- ■ Public/Institutional
- ■ Agriculture/Open Space
- ■ Vacant

Existing Land Use

Map legend:
- Ventura City Limits
- Sphere of Influence
- Planning Boundary
- Railroad
- Freeway
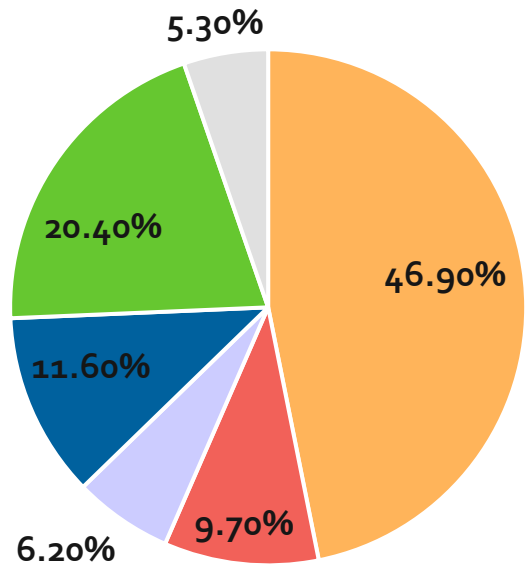- Barrancas
- Accommodation
- Agriculture
- Cemeteries
- Civic Facilities
- Commercial Centers
- Hospitals
- Office
- Commercial Other
- Commercial Recreation
- Golf Courses
- Heavy Industrial
- Light Industrial
- Mixed-Use Commercial
- Multifamily
- Natural / Conservation
- Single-Family Attached
- Open Spaces
- Parks / Recreation
- Religious Facilities
- School
- Wholesale / Warehousing
- Single-Family Detached
- Transportation
- Utilities / Communications
- Vacant
- Water

Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

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Parks and Open Spaces

- Ventura has **600+ acres of public parks** and **200+ acres of beaches**

- 5.4 Acres/1,000 Residents

- Most residents live within a 15-minute walk of a public park

- Some populous areas have few total acres of parkland (e.g., parts of East Ventura)

Walk Access to Parks
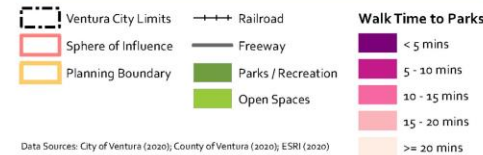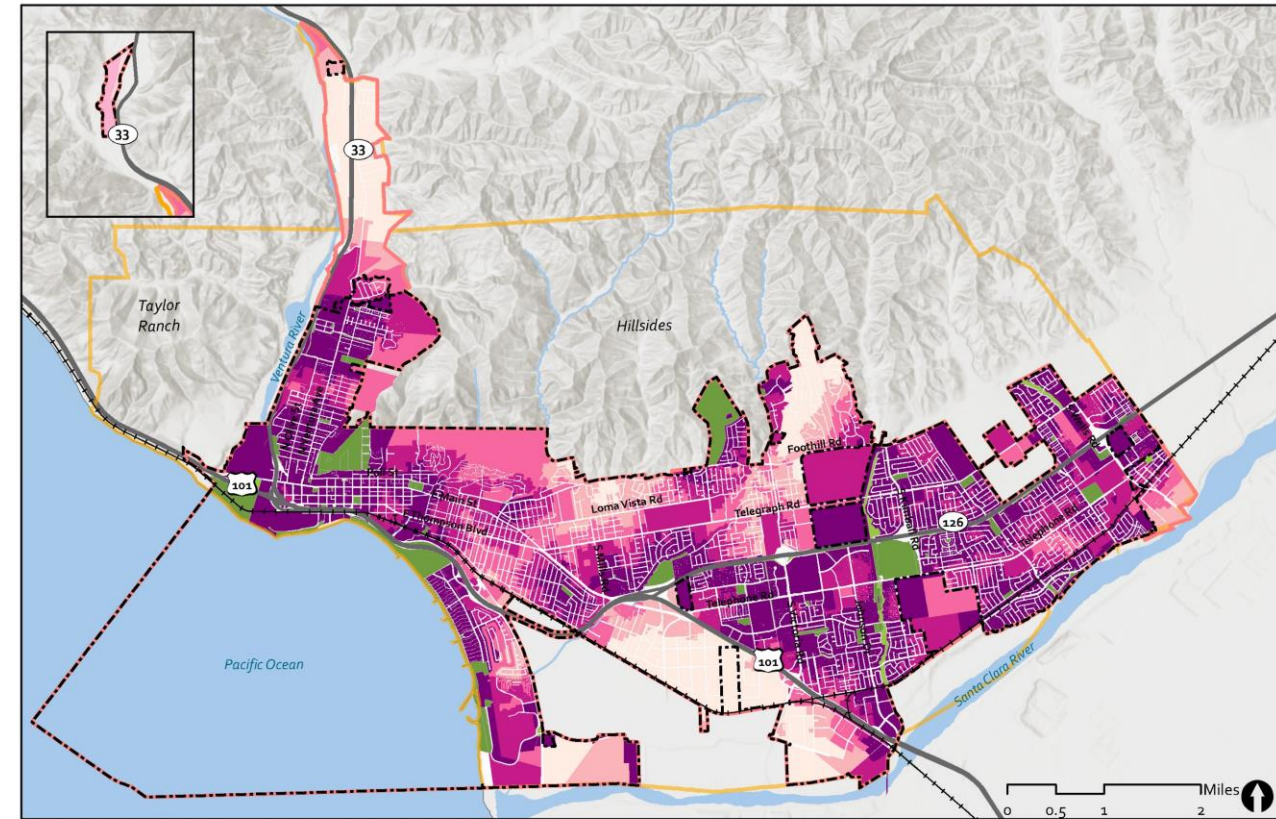
Climate Change

Sea Level Rise Risk (3.3ft SLR + 100 yr storm)
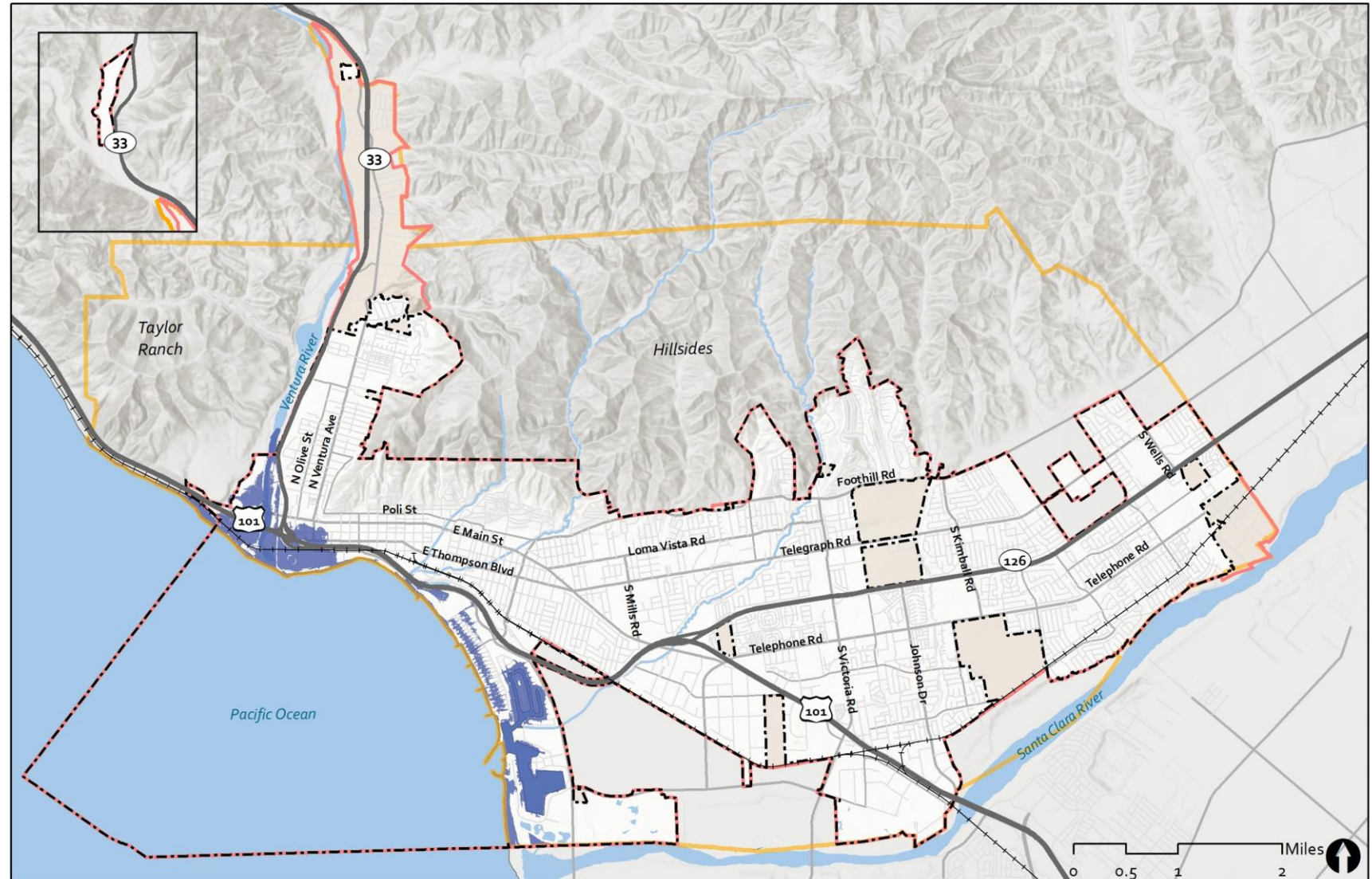
Legend:
- Ventura City Limits
- Sphere of Influence
- Planning Boundary
- County of Ventura
- Railroad
- Freeway
- Sea Level Rise Risk Area

Wildfire Hazards

Fire Hazard Severity Zones

Legend:
- Ventura City Limits
- Sphere of Influence
- Planning Boundary
- County of Ventura
- Railroad
- Freeway
- Moderate
- High
- Very High
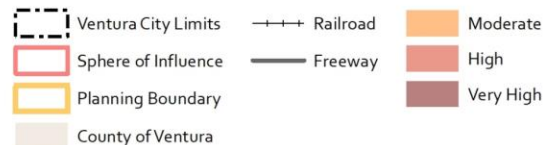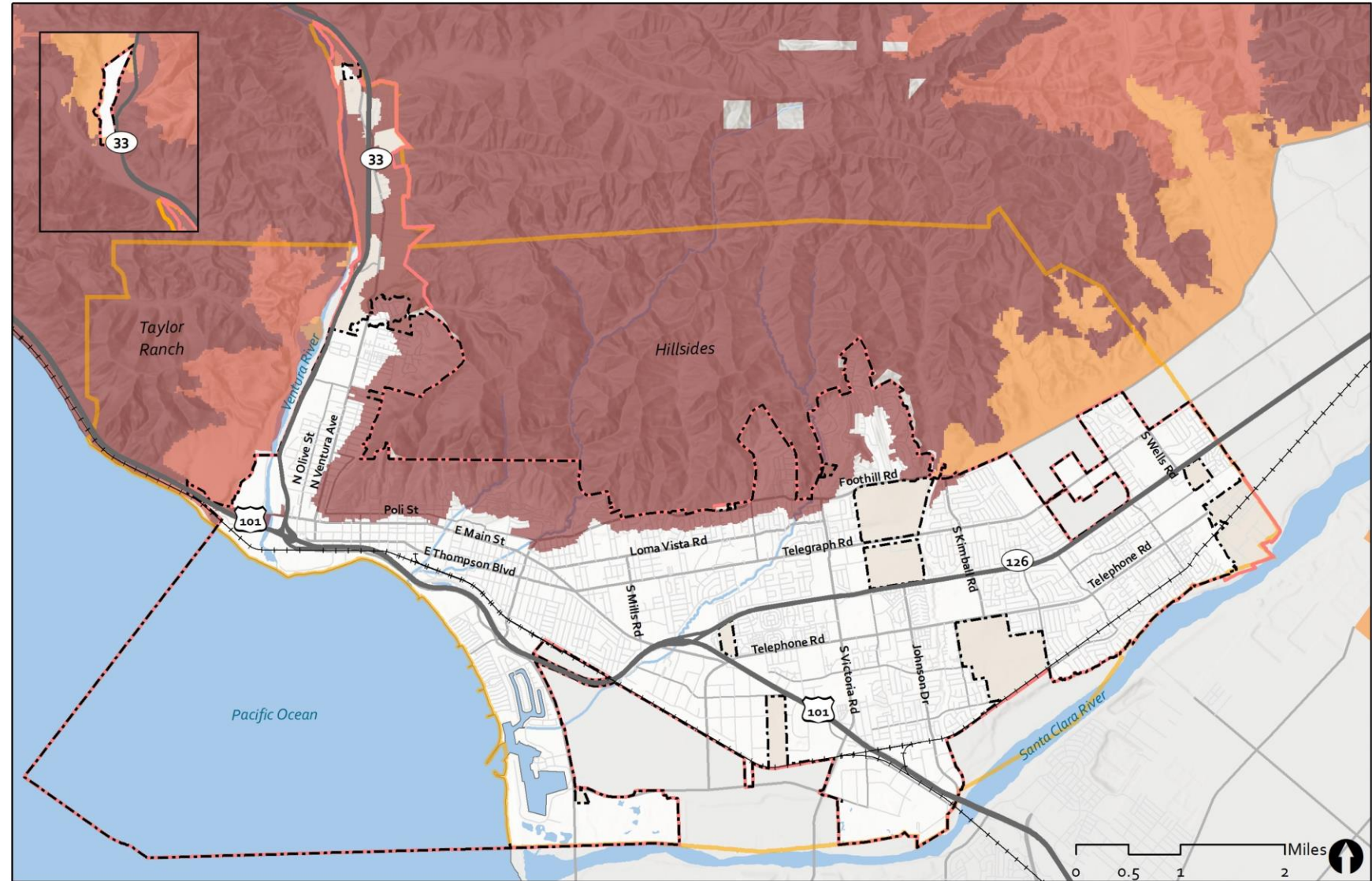
Data Sources: City of Ventura (2020); County of Ventura (2020); CALFIRE (2021); ESRI (2020)

Live Poll

Community Engagement

Engagement Activities

- General Plan Advisory Committee (18x)

- Workshops

- Educational Forums

- Community Council Meetings

- Meetings with Community Groups

- Surveys

- "Pop-up" workshops

- "Roadshows"

- City Council and Planning Commission meetings

- Meetings with Boards and Commissions

Ventura General Plan
Major Engagement Activities
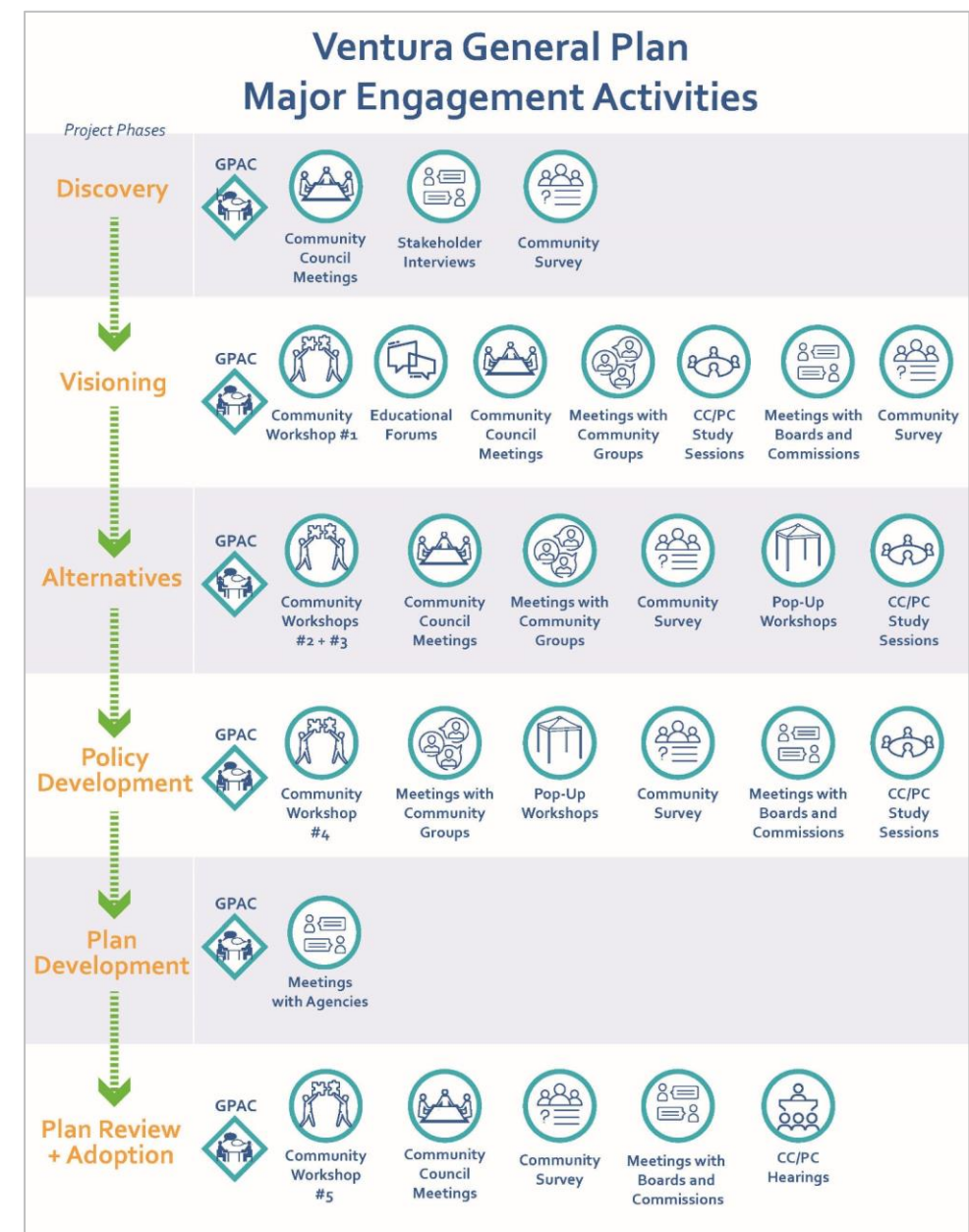
Engagement To-Date

- 20+ one-on-one interviews

- 7 Community Council meetings

- 3 GPAC meetings

- Online issues and opportunities survey

- Project website

- Outreach database

- Social media campaign
  - Twitter, Instagram, Facebook
    - @planventura

East Ventura Community Council:
Virtual General Plan Meeting

August 20, 2020

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11:06 / 1:58:16

Online Survey

- Open from November 10 to January 15

- 16 questions focused on existing quality of life (community assets, issues/threats, and opportunities)

- Strong participation: 2,368 English responses

- Great geographic representation

- Millennials and Hispanic/Latinx population underrepresented
  - Only 15.0 percent over respondents were Hispanic/Latino, despite forming 36.0 percent of the city's population.
  - Only 15.8 percent of respondents were aged 35 or younger, despite forming 43.9 percent of the city's population.

Survey Results

How satisfied are you with your quality of life in Ventura?

Category	Percentage
Extremely Unsatisfied	1.3%
Very Unsatisfied	7.2%
Somewhat Unsatisfied	13.8%
Somewhat Satisfied	20.6%
Very Satisfied	44.3%
Extremely Satisfied	12.8%
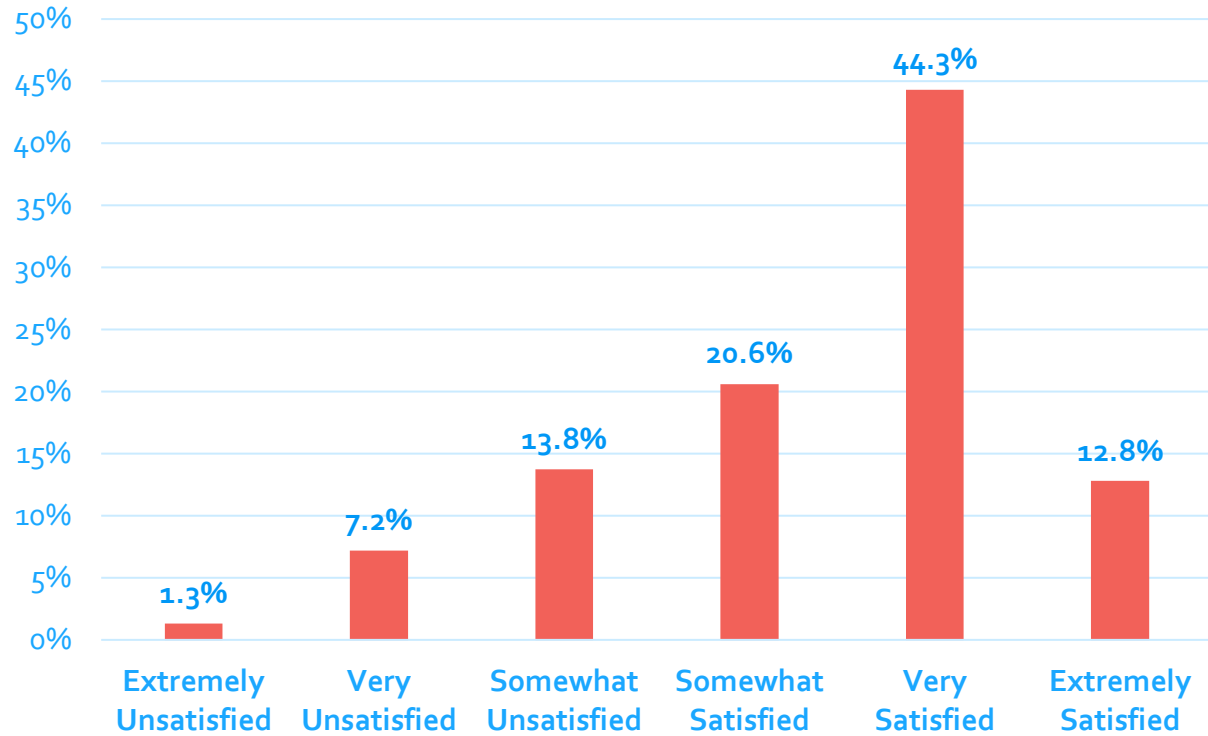
Over the last 10 years (or since you moved to the City if within 10 years), how has the quality of life changed?

Category	Percentage
Decline Dramatically	4.9%
Generally Declined	20.0%
Somewhat Declined	34.7%
Somewhat Improved	25.2%
Generally Improved	12.7%
Improved Dramatically	2.5%

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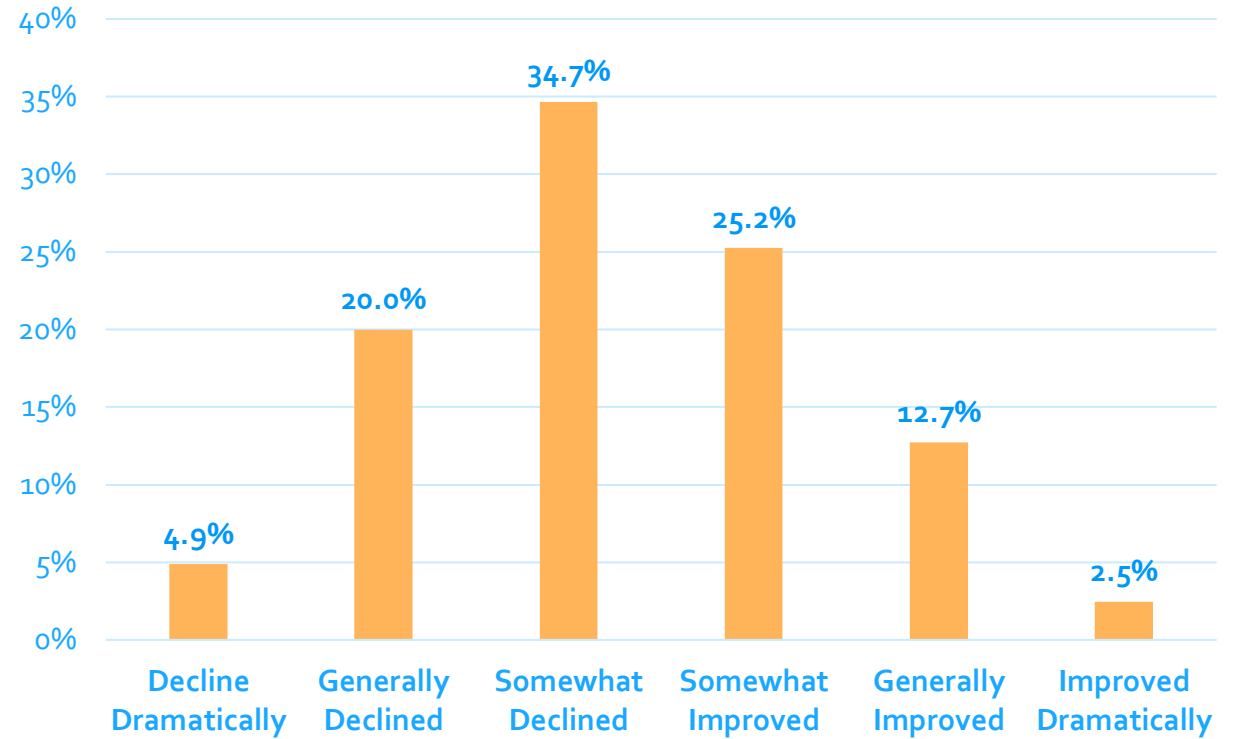
Survey Results

What is unique and special about Ventura that you don't want to change? Pick your top 4 answers

Category	Percentage
Small town feel	51.7%
Historic buildings	19.5%
Focus on arts and culture	13.4%
High quality of life	17.3%
Unique neighborhoods	11.0%
Active and outdoorsy culture	34.2%
Cultural and socioeconomic diversity	17.6%
Charming and walkable Downtown	48.9%
Regional location	41.1%
Access to nature (mountains, beaches)	81.2%
Friendly and down-to-earth people	35.1%

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Survey Results

What issues and challenges need to be addressed to ensure a high quality of life for all? Please rank your top five (5) priorities.

Issue	Percentage
Addressing safety from wildfires, earthquakes and other natural hazards	36.0%
Preparing for sea level rise	13.5%
Preserving open spaces around the City	39.3%
Diversifying the local economy	16.6%
Improving City infrastructure (roads, utilities, etc.)	46.7%
Continuing and improving public services	21.0%
Expanding the number, diversity and quality of parks	16.7%
Improving access to parks, regional open spaces including the beach and hillsides	31.3%
Increasing transit service around Ventura and to other cities	13.8%
Improving walking and biking	34.4%
Reducing greenhouse gas emissions to address climate change	26.7%
Revitalizing underperforming retail corridors and shopping centers	43.2%
Increasing the supply of affordable housing for people at all ages and income levels	45.2%
Enhancing Downtown Ventura as a place to shop, gather and dine	35.2%
Preserving small town character and sense of community	51.9%

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Assets

- Unparalleled access to natural areas
- Small-town vibe with friendly, unpretentious people and authentic character
- Charming neighborhoods
- Idyllic coastal location
- Walkable Downtown
- Perfect distance to urban destinations (Santa Barbara, Los Angeles)
- Strong community support for open space and agricultural preservation

Challenges/Threats

Land Use/Development

- Affordable housing shortage

- Tension between growth and community character

- Infrastructure strains from new development (e.g., water)

Mobility and Transportation

- High traffic congestion and limited parking options

- Poor transit service

Quality of Life

- Increase in homelessness

- High cost of living

- Declining middle-aged population

Economic/Fiscal Concerns

- Excess retail

- Over-emphasis on public sector employment

Climate Change/Environment

- Increasing threat of climate change (wildfire, sea level rise) and other natural disasters

Opportunities

Land Use/Development

- Build a diversity of housing types at all income levels
- Focus new growth on commercial corridors
- Improve infrastructure
- Create "complete neighborhoods"

Mobility and Transportation

- Expand bike infrastructure and improve bike safety
- Improve transit service across the city
- Expand "slow streets"

Quality of Life

- Address homelessness
- Improve access to parks and open spaces
- Bridge the "digital divide"

Economic Development

- Diversify the local economy
- Revitalize underperforming commercial areas
- Grow the eco-tourism sector

Climate Change/Environment

- Expand adaptation and resilience strategies
- Improve evacuation plans

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Word Cloud

Breakout Group Exercises

Breakout Group Agenda

- **Introduction (5-10 min)**
  - Self-introductions
  - Volunteer for report back
  - Review nteractive tool

- **Group Discussion (60 min; approx. 20 min per topic)**
  - **Vision Review** – Review and comment on the vision statement from the 2005 General Plan
  - **Magic Genie** – Imagine a magic genie gives you 3 wishes to implement your vision. What would they be?
  - **Places** – Thinking about the "places" in the City… which areas do you love and which areas need some love?

- **Discuss Report Back Information (5-10 min)**

- **Total Time = 1 hr 15 min**

Breakout Group Exercises

- Option to work individually and as a large group

- Spend 20 min on each exercise

- Share all your ideas – the more information the better

Ventura General Plan Community Workshop

Vision Review
Refine the Vision Statement from the 2005 General Plan.

Refine

Magic Genie
Share your 3 big ideas for Ventura in 2045.

Share

Places
Identify areas that you love and areas that *need* some love.

Identify

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Report Back – 2 min per group!

- Vision: 2-3 themes from the conversation
    - Topics that are missing
    - Modifications to existing vision statement
- Magic Genie: 2-3 common ideas or themes
- Places
    - 2 places that people love
    - 2 places that NEED some love

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Report Back from Small Group Exercises

Live Poll

Report Back – 2 min per group!

- Vision: 2-3 themes from the conversation
  - Topics that are missing
  - Modifications to existing vision statement
- Magic Genie: 2-3 common ideas or themes
- Places
  - 2 places that people love
  - 2 places that NEED some love

Closing and Next Ste[s

Ongoing Feedback (until May 21!)

Ventura General Plan Community Workshop

Vision Review

Refine the Vision Statement from the 2005 General Plan.

Refine

Magic Genie

Share your 3 big ideas for Ventura in 2045.

Share

Places

Identify areas that you love and areas that *need* some love.

Identify

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Upcoming Meetings

Boards and Commissions

- Arts and Culture Committee (May 11)

- Parks and Recreation Commission (May 12)

- Planning Commission (May 12)

GPAC Meetings

- Housing Overview (June 15)

- Housing Policy (June 29)

- Vision and Guiding Principles (July 20)

Educational Forums

- Planning 101 (May 18, 6 pm)

- Economic and market conditions (May 2021; date tbd)

- Housing Overview (June 15 2021; combined with GPAC)

- Health, Equity and Environmental Justice (July 2021; date tbd)

- Transportation and Mobility (August 2021; date tbd)

Additional Engagement (May – July)

- **Online Visioning Surveys**
- **Community Listening Sessions**
    - Spanish-speaking focus groups
    - Housing authority residents
    - Schools and PTAs
    - Churches
    - Advocacy and service organizations
- **Community Council Meetings**