

General Plan Advisory Committee: Meeting #3

April 20, 2021

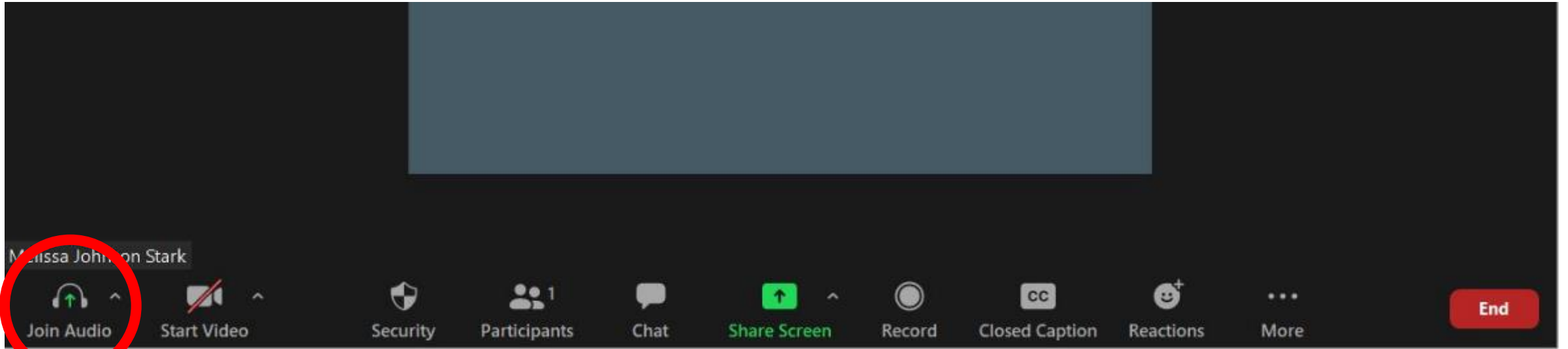


Opening of Meeting Lorrie Brown (Chair)

April 20, 2021



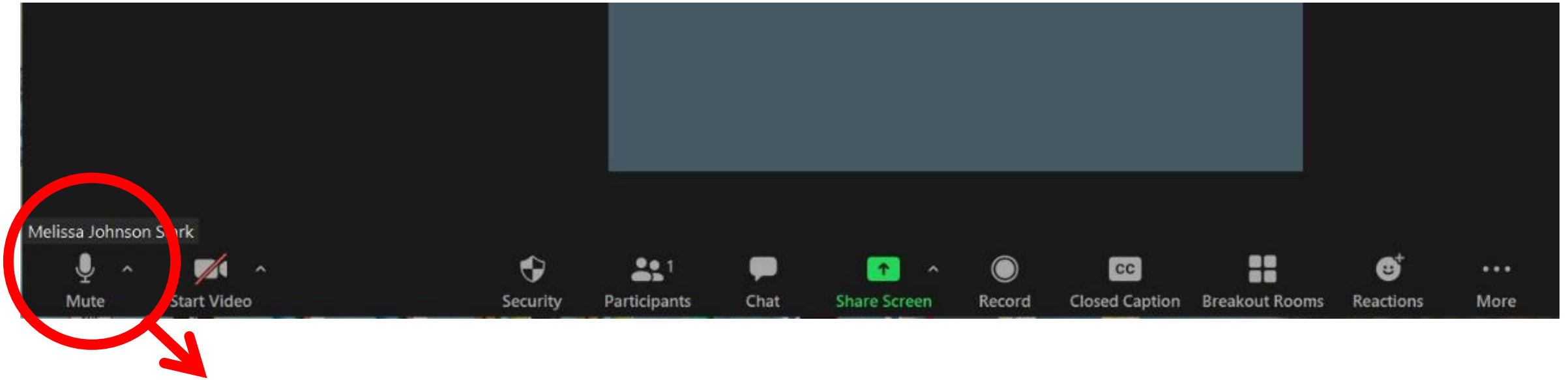
Zoom Instructions



Join Audio

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

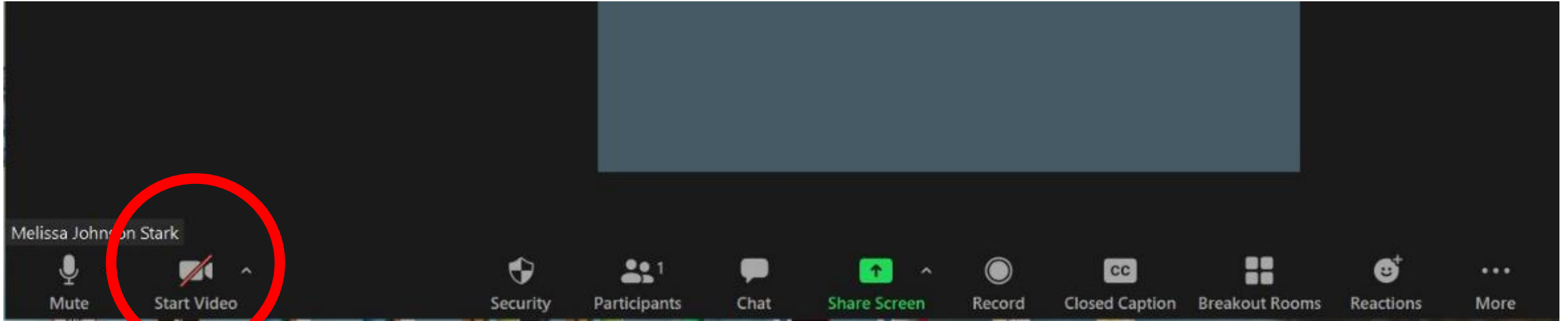
Zoom Instructions



Once Audio is Connected – Please Mute

- Please remain muted until it is your turn to speak
- To un-mute, press the same button

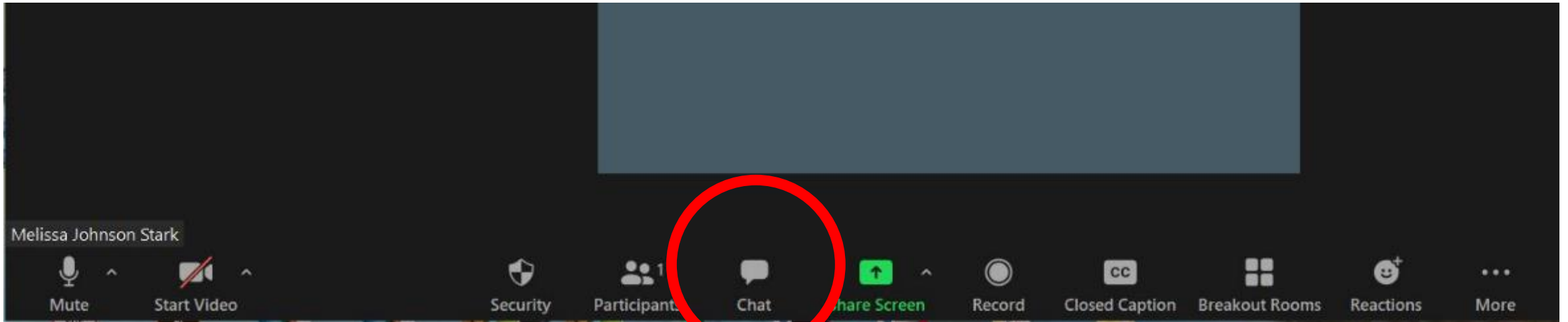
Zoom Instructions



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

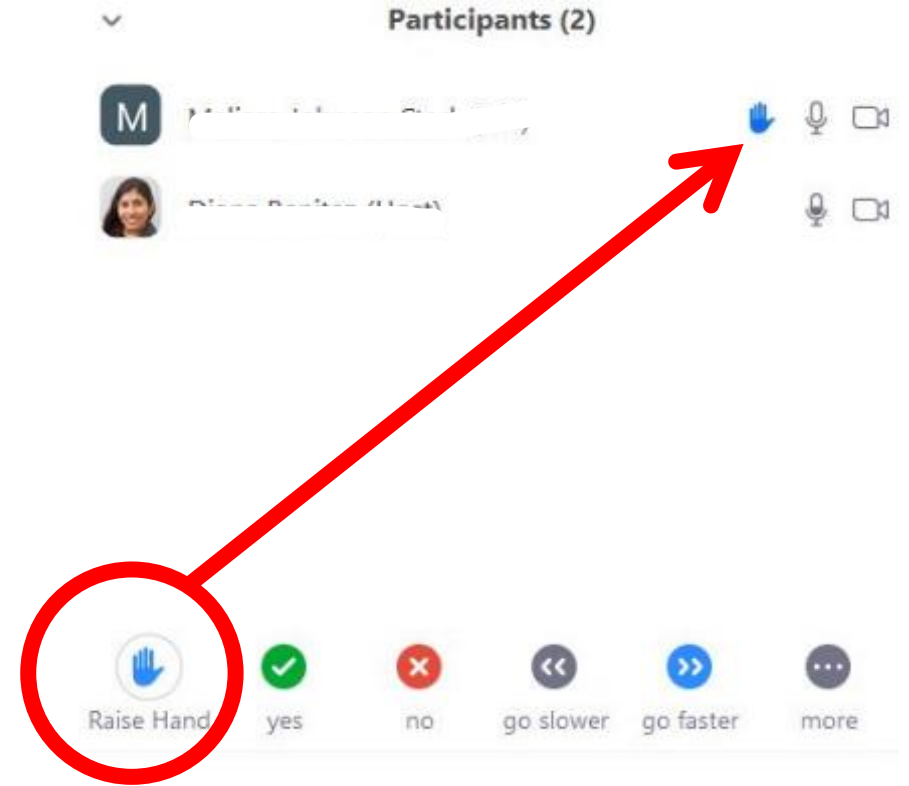
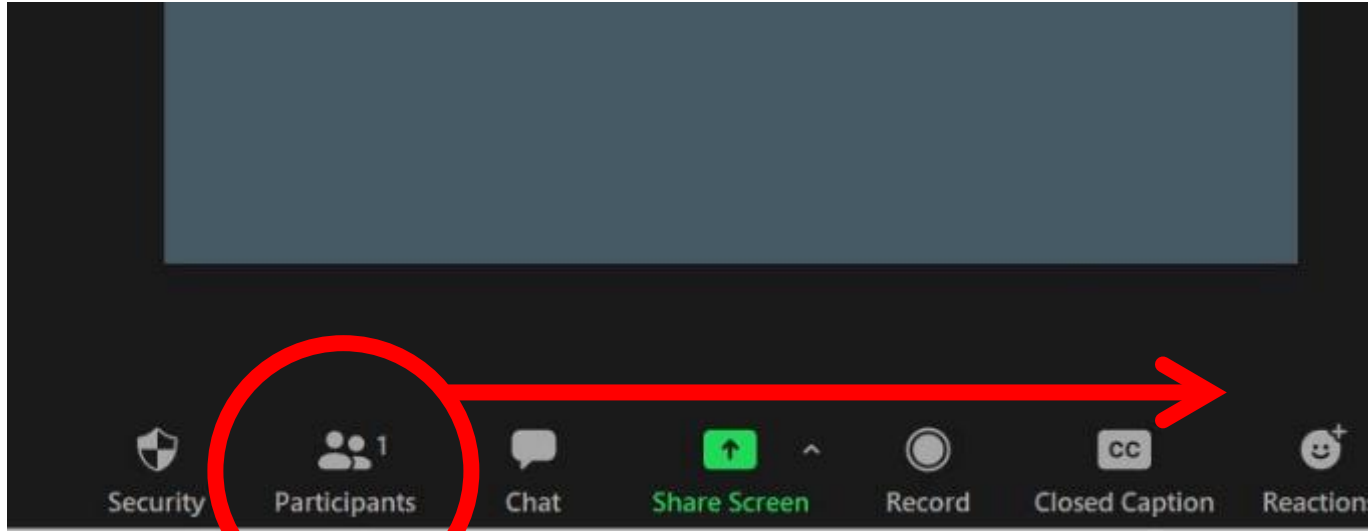
Zoom Instructions



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.

Agenda

- City updates
- Plan Drivers
 - Presentation
 - Discussion
 - Prioritization
- Overview of Community Workshop
- Public comments
- Wrap-up and next steps



Meeting Objectives

- Present and receive feedback on list of “Plan Drivers”
- Brainstorm Plan direction, outcomes and strategies to address “plan drivers”
- Prioritize “plan drivers”
- Present and receive feedback on approach to the first public workshop



Project Updates

City Council Meeting Update – April 12

- Updates on:
 - Survey results
 - Project schedule
 - Housing Element schedule
 - Upcoming engagement
- Discussion focused on:
 - Housing element timeline
 - Expanding diversity of voices in the process

Approach to Housing Element

- Originally, HE was to be based on preferred land use alternative
- COVID delayed the process required a “decoupling” of the schedule for the HE preparation
 - Ventura (and many cities) requested extension due to COVID; denied by HCD
- Housing Element will now be prepared in 2 parts:
 - Part 1: 6th Cycle (2021):
 - Based on existing General Plan and Zoning to the extent feasible
 - Input from GPAC and community at joint GPAC meeting/Educational Forum
 - Part 2: Revised HE (2023) consistent with updated General Plan
 - New land use designations
 - Reallocation of housing element sites, if needed
 - Additional engagement on growth and housing policy

Housing Element Schedule (2021)

- **May 2021**

- Housing “focus group”
- Draft Housing Element including sites inventory and programs

- **June 2021**

- Staff review and comments
- *2 GPAC Meetings*
- *Educational Forum (combined with GPAC)*

- **July**

- Revised Draft Housing Element
- *Planning Commission study session*

- **August/September**

- HCD review

- **October**

- Revised Housing Element

- **November/December**

- Hearings and Adoption

Housing Element will be updated **again** in 2023 based on new General Plan with significant additional community engagement

Data Requests

Easier to Obtain

- Employment mix
- Average pay by sector
- Trends in household size
- Population trends (longer-term)
- Size of commuting workforce
- Impact of arts and cultural amenities

Difficult to Obtain

- Destinations where people are moving to
- Origins of residents in new developments
- Impact of COVID-19 on migration patterns
- Impact of changes in homeownership length on the City's tax base

Existing Conditions Reports

- Eight (8) technical reports to be released in the next month:
 - Land Use + Urban Design Report
 - Subareas Report
 - Housing Needs Report
 - Health + Environmental Justice Report
 - Market Study
 - Mobility + Transportation Report
 - Environmental Background Report
 - Arts + Culture Report



Engagement Plan Updates: What We've Heard

- **Hispanic/Latinx Population**
 - Community-based organizations (CAUSE, churches, etc.)
 - Pop-ups (grocery stores, farmers' markets, flea markets, etc.)
 - Spanish-language radio/newspapers
- **Lower-Income Households**
 - Housing Authority
 - Human Services Agency
- **Renters**
 - Tenants' rights groups
 - Mailers/flyers
 - PSAs
 - Nextdoor
- **Households with Children**
 - Sports leagues
 - Childcare centers
 - School-based organizations
- **Youth**
 - Sports leagues
 - Social media
 - Interviews w/ high-schoolers
- **People with Disabilities**
 - Senior Facilities
 - Veterans Administration
 - Tri-Counties
 - HSA and VC Behavioral Health

Engagement Plan Updates: Hispanic/Latinx Outreach

- Live interpretation for 4/29 workshop (confirmed)
 - Spanish-language flyers and social media notices used for advertising
- Focused Spanish-only “listening sessions”
- Spanish-language visioning survey in May 2021



Ayuden a formar el futuro de Ventura

¡Únase a la Ciudad de Ventura en el primer taller comunitario sobre la actualización del Plan General!

Qué es
Taller Virtual del Plan General
(en inglés y español)

Cuándo
29 de abril, 2021
6:00 pm

Dónde
En línea (Zoom)
Es necesario registrarse.
Un enlace estará disponible próximamente

Para más información:
PlanVentura@cityofventura.ca.gov

-  Aprendan sobre el Plan General y cómo guía el crecimiento de la comunidad y el desarrollo de políticas en la ciudad
-  Escuchen sobre puntos y temas importantes que impulsarán cambios en Ventura
-  Compartan su visión valores, y metas para los próximos 20-30 años

Upcoming Meetings

April

- **Community Workshop #1: Visioning (April 29, 2021)**
- Historic Preservation Committee (April 22)

May

- Arts and Culture Committee (May 11)
- Parks and Recreation Commission (May 12)
- Planning Commission (May 12)
- GPAC: Visioning (May 18)
- Educational Forum #1: Economic and market conditions (May 2021; date tbd)

June

- GPAC/Educational Forum #2 Housing (June 15 2021; combined with GPAC)
- GPAC: Housing (June 29, tentative)

July/August

- Educational Forum #3: Health, Equity and Environmental Justice (July 2021; date tbd)
- Educational Forum #4: Transportation and Mobility (August 2021; date tbd)

Additional Engagement

- **Online Visioning Survey – May-July 2021**
 - Areas of Change + Areas of Stability
 - Vision + Guiding Principles
- **Listening Sessions – May/June 2021**
 - Spanish-speaking focus groups
 - Housing authority residents
 - Schools and PTAs
 - Churches
 - Advocacy and service organizations
- **Community Council Meetings – May - July 2021**

Questions?

Plan Drivers

What are “Plan Drivers”?

- Conditions, events, trends, and movements that are driving change in Ventura
 - Can be *positive*, *negative* or *neutral*
- Can include both *current* and *anticipated* issues
 - Cost of living (current)
 - Sea level rise (anticipated)
- Address multiple, interrelated General Plan topics
- Developed based on community input and findings from existing conditions analysis

Discussion Questions

- Do you think this captures the main drivers of the General Plan and the City in the future? Is anything missing?
- What can the City and General Plan do, if anything, to address each of these drivers?
- What strategies need to be implanted to address the “plan drivers”?

Population and Demographics

Population Shifts

- **Aging population:** Share of residents aged 65+ increased from 2000 to 2019
- **Fewer families with children:** Residents 19 and under declined by 6%
- **Growing cultural diversity:** Latinx population increased by 19.7 percent and White population decreased by 21.3 percent from 2000 to 2019

Age Group	% Change (2000-2019)
Under 5	-1.2%
5-19	-4.8%
20-34	+2.9%
35-54	-8.9%
55-64	+6.4%
65-84	+4.8%
85 and Over	+0.7%

Source: American Community Survey, 2019

Race/Ethnicity	% Change (2000-2019)
White/Caucasian	-21.3%
Hispanic/Latinx	+19.7%

Source: American Community Survey, 2019

Land Use and Housing

RHNA Requirements

- Jurisdictions must plan for the RHNA. Adequate sites with:
 - Appropriate density and development standards (at least 30 du/ac for lower income RHNA for Ventura)
 - Vacant and underutilized sites with near-term development potential
 - Development process and fees do not constrain housing development

Income Group	Ventura City		County	
	RHNA	Percent	RHNA	Percent
Very Low Income (50% AMI)	1,184	22.4%	5,759	23.6%
Low Income (80% AMI)	863	16.2%	3,803	15.6%
Moderate Income (120% AMI)	948	17.9%	4,516	18.5%
Above Moderate Income (>120% AMI)	2,305	43.5%	10,318	42.3%
Total	5,300	100.0%	24,396	100.0%

Cost of Housing

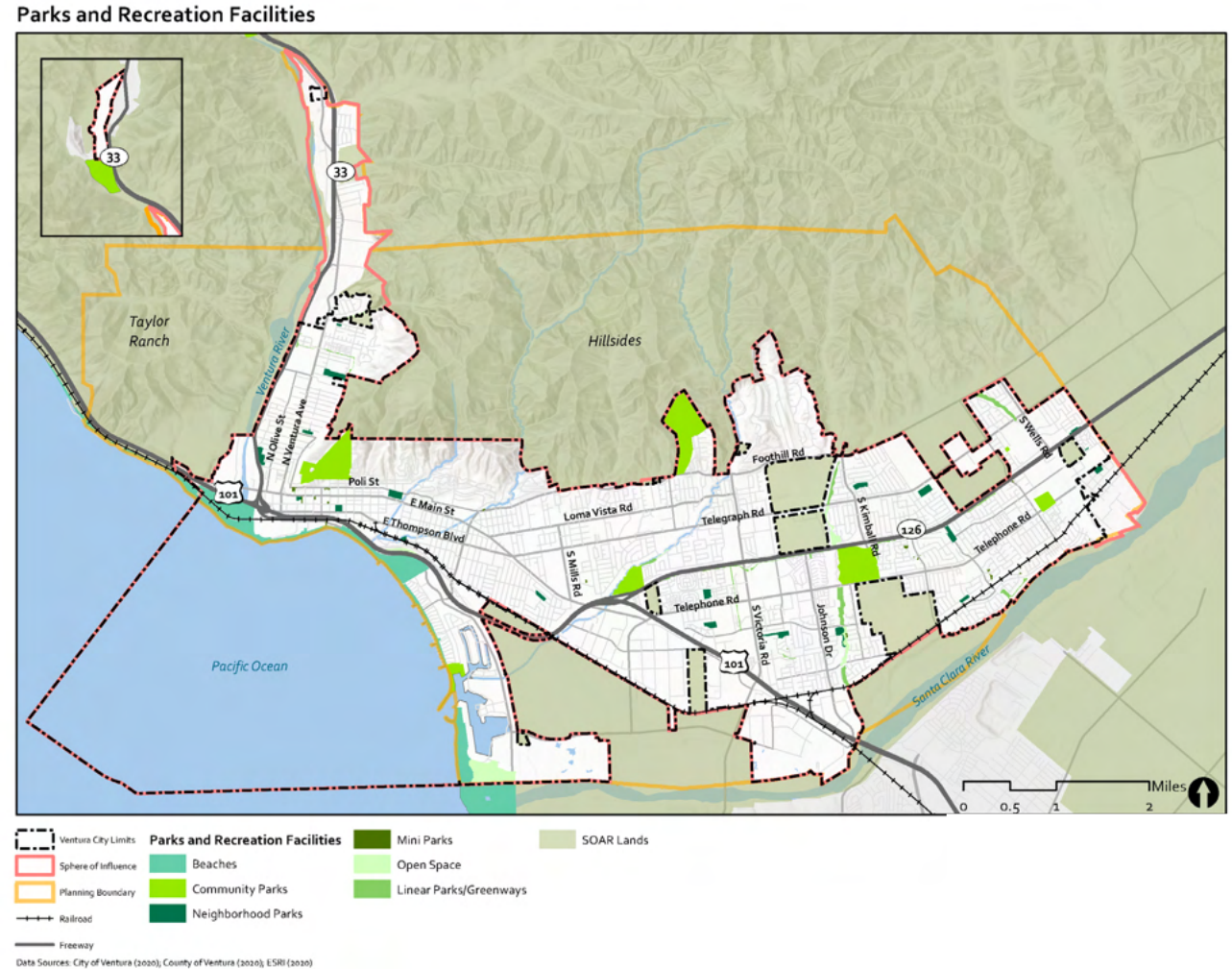
- Median home sales price (\$583,000) is considered unaffordable for a moderate income four-person household
- Median rental costs have increased roughly 18 percent since 2015
- Lower income households spend a greater share of income on housing than other groups
 - 60+ percent of households earning less than \$35,000 are severely rent burdened
 - 98 percent of mortgage holders earning less than \$35,000 are cost burdened

	Dec. 2015	Dec. 2020	% Change
Studio	N/A	\$1,525	-
1-Bedroom	\$1,527	\$1,865	22.1%
2-Bedroom	\$1,874	\$2,431	29.7%
3-Bedroom	\$2,312	\$3,149	36.2%
4-Bedroom	\$2,695	\$3,425	27.1%
Median Rent	\$2,102	\$2,479	17.9%

Source: Zumper.com, January 2021

Protection of Open Space and Natural Areas

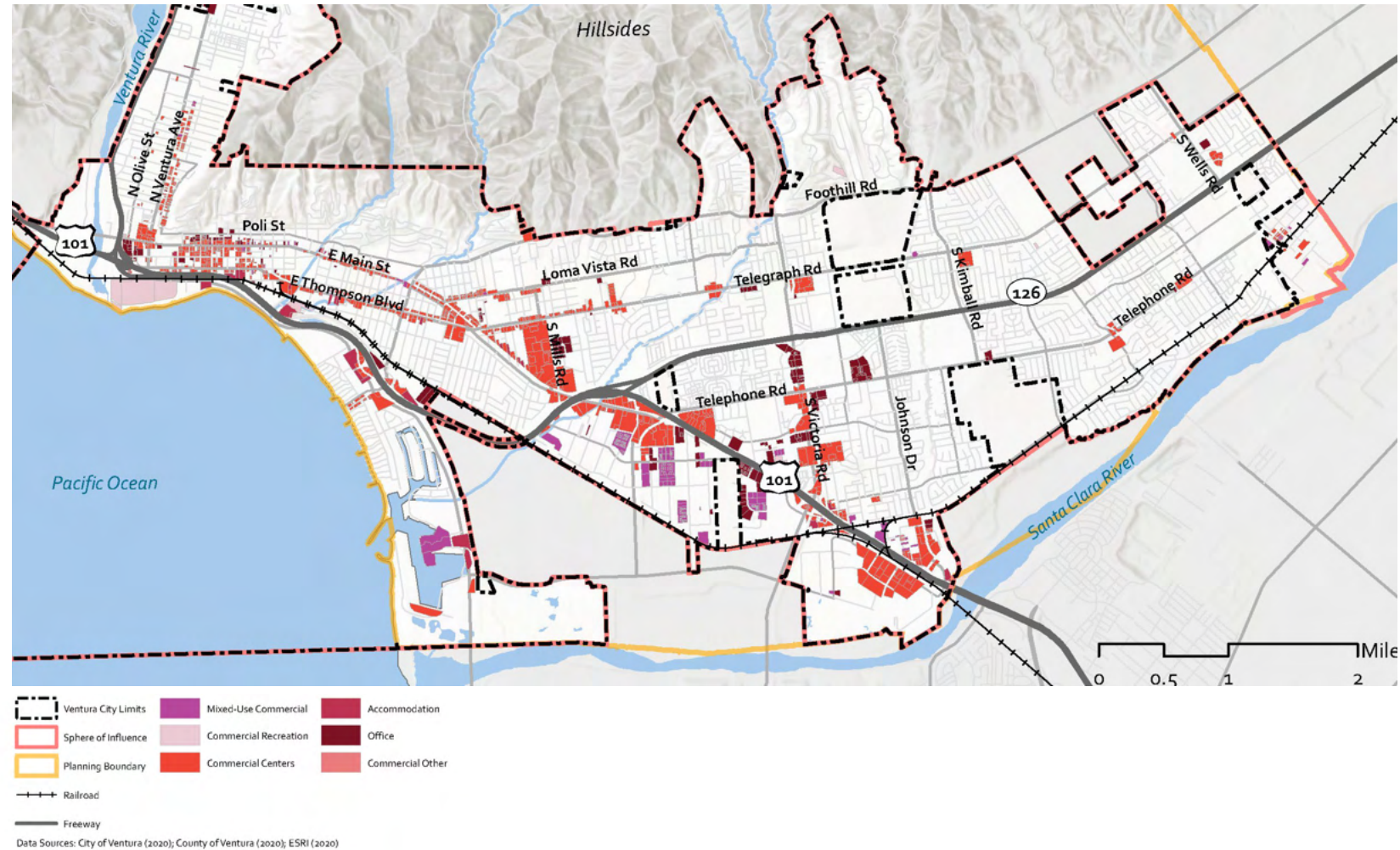
- Open space and natural areas are treasured by the community
 - 81.2 percent of survey respondents deemed “access to nature” a special asset that they want to preserve
- SOAR Initiatives protect open space, limiting potential for expansion beyond the existing City Limits
- Future growth will likely occur in existing infill areas



Economic Development

Changing Retail Environment

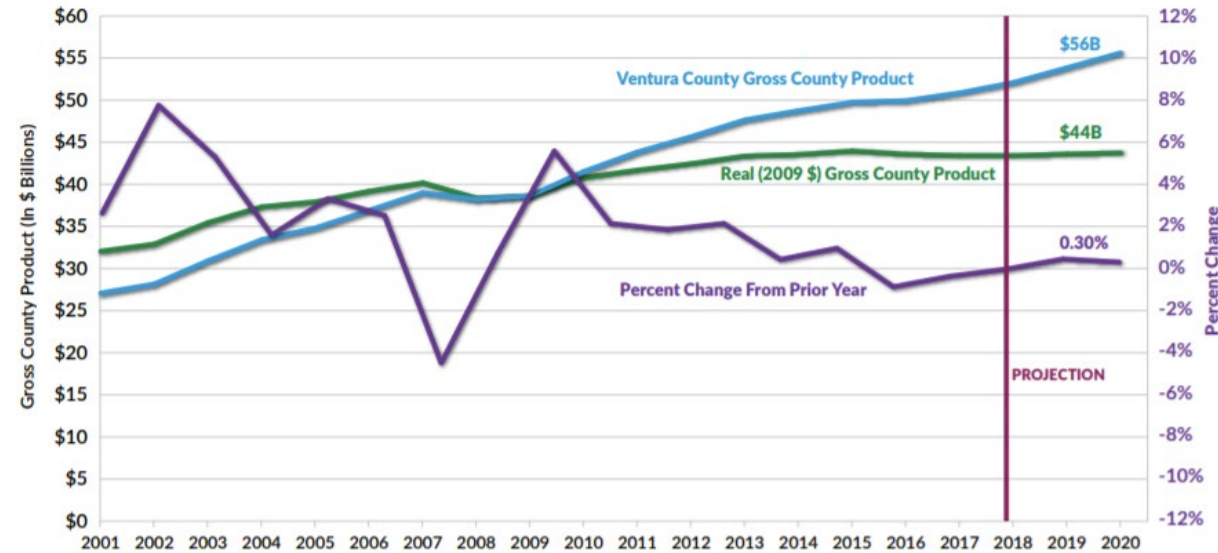
- E-Commerce makes brick-and-mortar retail increasingly unviable
 - High turnover, vacant properties, etc.
- COVID-19 has negatively impacted retail sales
- Vacant and underutilized sites could be redeveloped as different uses



Stagnant Regional Economy

- Ventura County is “high-cost, low-growth”
 - **2013-2018:** County experienced almost no economic growth (adjusted for inflation)
 - As of 2019, annual employment growth has not topped 1.5 percent since 2013
- Job growth is generally concentrated in lower-wage sectors
 - **2000-2017:** Service jobs grew 7.1 percent while goods-producing jobs fell 14.1 percent

Recent and Projected Growth in the Ventura County Economy (2001 - 2020)



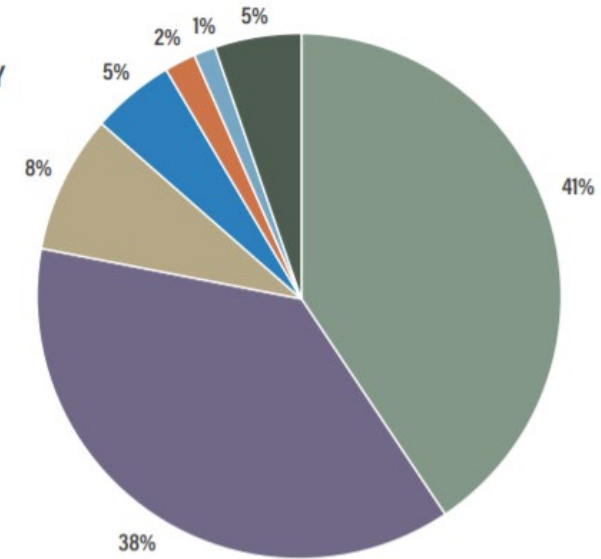
Source: Ventura County Civic Alliance, 2019

Fiscal Stability and Public Services

- City budget for FY2020-21 is 3.5 percent lower than the previous fiscal year
 - City projected a structural deficit of \$4.1 million even before the pandemic (Jan. 2020)
- Services fees (41 percent) and taxes (38 percent) comprise most of City revenue
 - Property and sales taxes split almost equally
- Costs of services will continue to increase
- Land use and other policy decisions impact City revenues

EXHIBIT 2.01.02

FY 2020-21 CITYWIDE REVENUES BY CATEGORY



Source: City of Ventura, 2020

Mobility

New Mobility

- Shared mobility is changing how we move around the city
 - Ride-share (Uber, Lyft, vanpool programs)
 - Micromobility (Bike-share, scooter-share)
- Transportation innovations can have economic ramifications
 - Micromobility can stimulate local sales
 - Autonomous vehicles may ultimately replace driving jobs (e.g., delivery services)

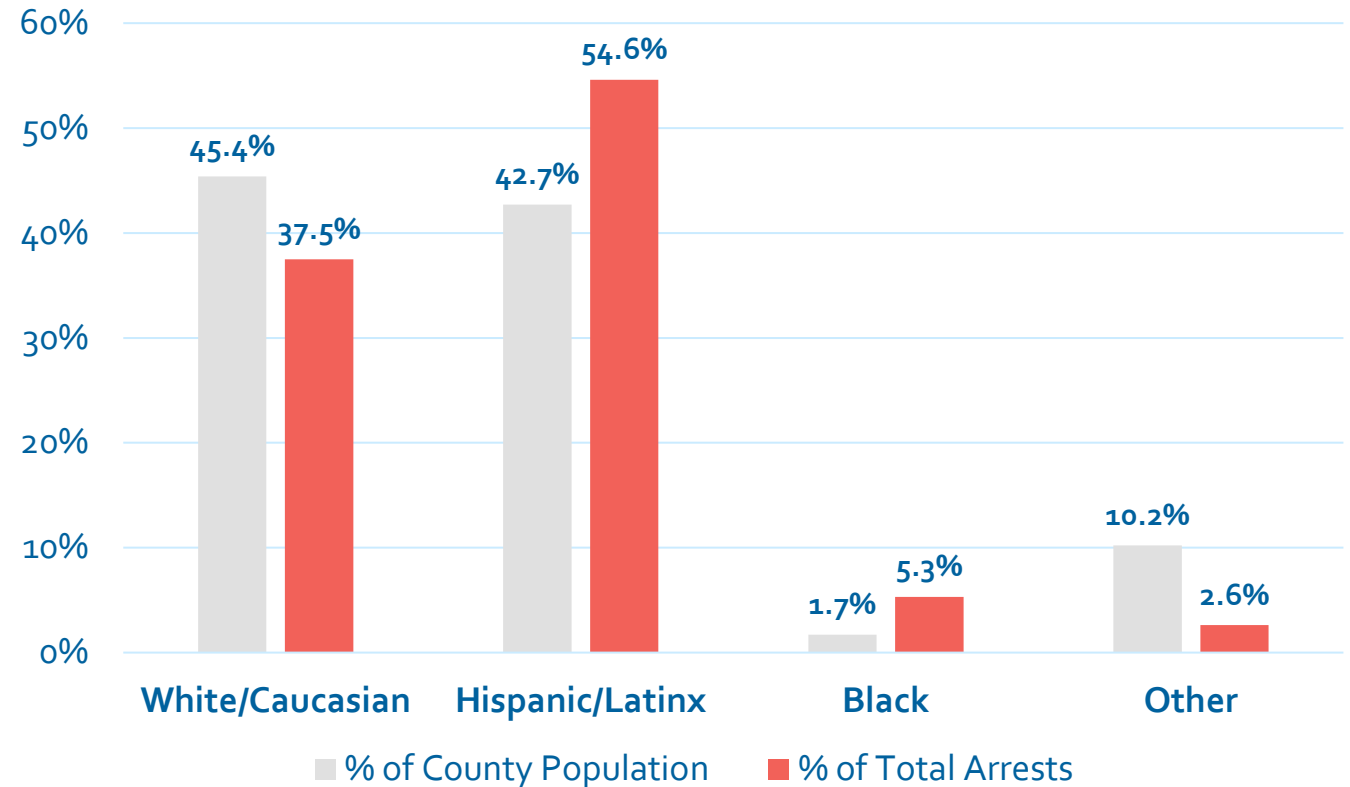


Health and Equity

Equity

- Increasing awareness of structural inequities and racism
- In Ventura County, Black and Hispanic/Latinx people are disproportionately arrested
- Greater awareness of local government's role in promoting equity and justice through planning and decision-making

County Arrests by Race (2019)



Source: California Department of Justice, 2019; American Community Survey, 2019

Environmental Justice

- New state law – SB 1000 requires focus on “environmental justice” and identification of “disadvantaged communities”
- Addresses intersection between lower income communities, pollution burden and health disparities
 - Pollution exposure
 - Public facilities
 - Safe and sanitary homes
 - Physical activity
 - Other identified health risks or burdens

Potential Disadvantaged Communities (DACs)



Note: Four-digit bold numbers in blue represent census tract numbers.
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

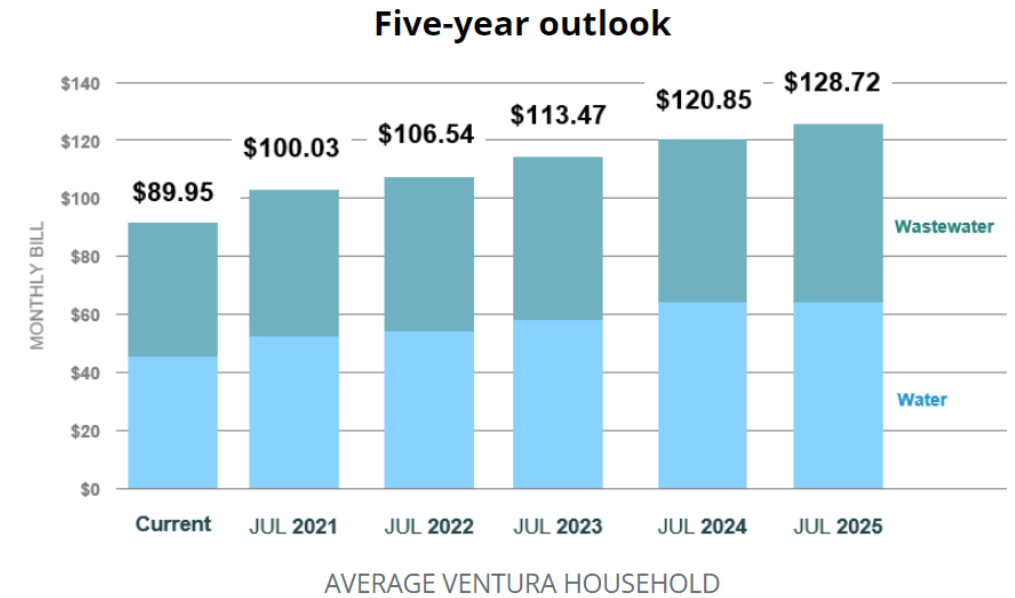
Public Facilities and Services

Water Supply

- City studies show tight water supply in coming years
- Drought risk will increase as climate change intensifies, further constraining water supply
- Revised water rates will create revenue to support needed improvements

	2020	2021	2022
Supply	15,744	17,408	16,510
Demand	15,789	15,974	16,158
Surplus/Deficit	-45	+1,434	+352

Source: City of Ventura, 2021



Source: City of Ventura, 2020

Climate Change and Environment

Carbon Neutrality

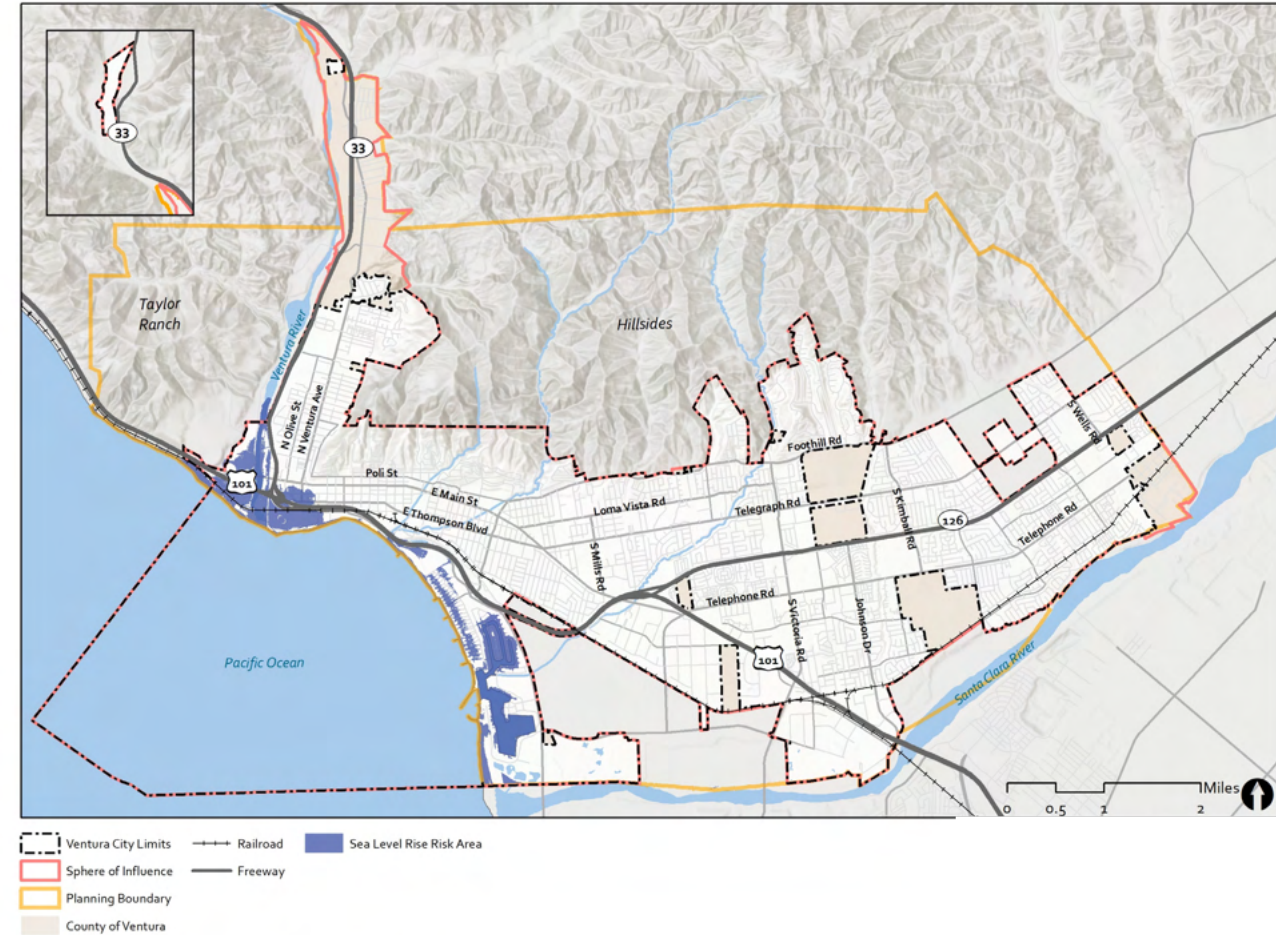
- California requirements:
 - Zero net energy buildings by 2030
 - Carbon neutrality by 2045
- State requirements will influence land use decisions, transportation planning, and infrastructure decisions



Climate Change

- Sea level rise threatens coastal areas like Pierpont, Marina, and Downtown
 - Southern California could experience 3+ feet of sea level rise by 2100 (*State of California Sea Level Rise Guidance, 2018*)
 - Need to develop resilience strategies, including updated land use and building regulations
- Extreme heat events may increase in frequency, requiring emergency planning for vulnerable populations

Sea Level Rise Risk (3.3ft SLR + 100 yr storm)

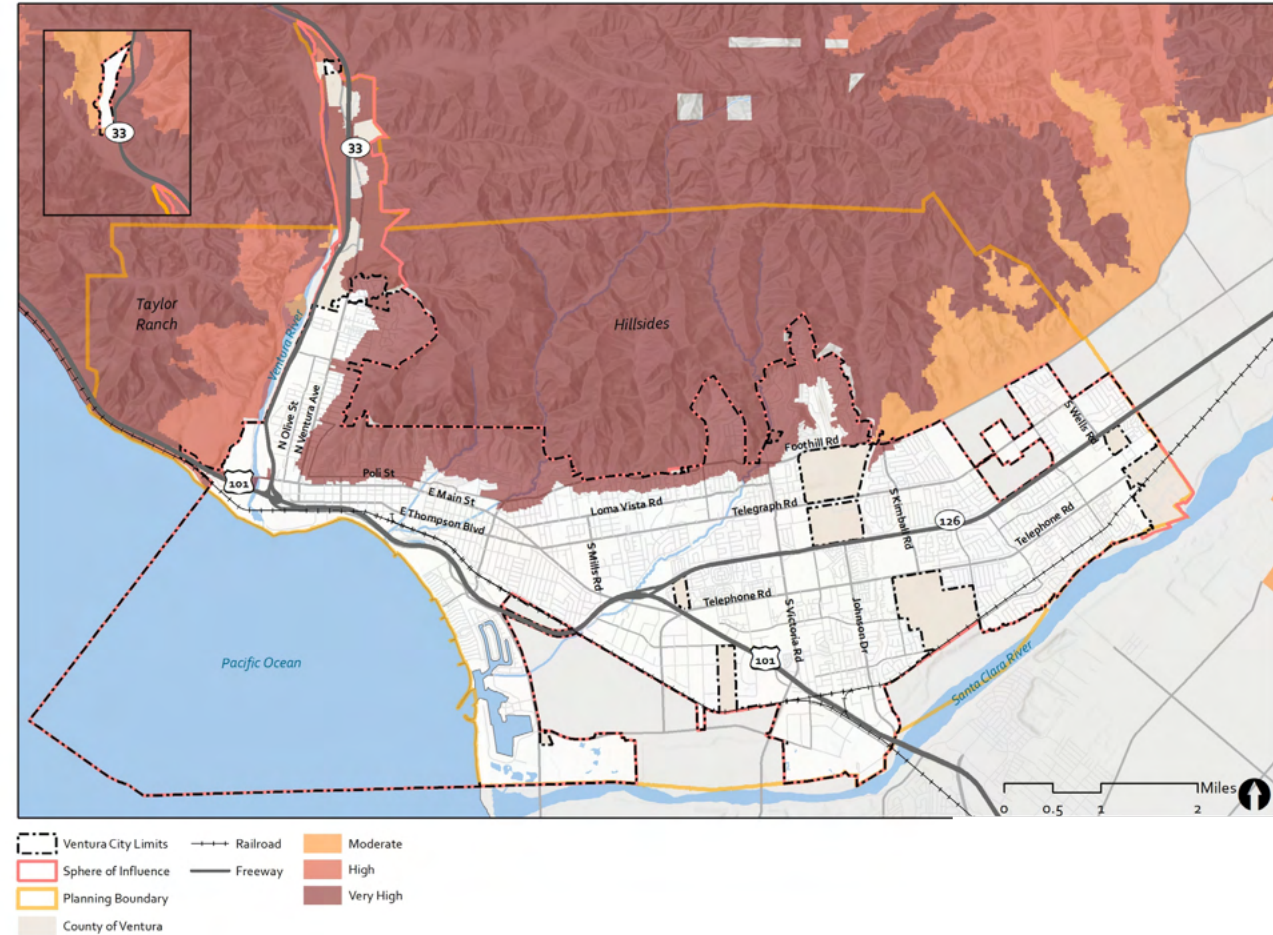


Data Sources: City of Ventura (2020), County of Ventura (2020), CoSMoS 3.0, USGS (2018), ESRI (2020)

Wildfire Hazards

- Increasing severity and prevalence of wildfires as climate change intensifies
 - Westside, Downtown, Midtown, and foothill areas all at high risk
- Concern over evacuation routes and water supply in emergencies
- Need to develop additional resilience strategies
- Fire risk could also influence settlement patterns

Fire Hazard Severity Zones



Data Sources: City of Ventura (2020), County of Ventura (2020), CALFIRE (2021), ESRI (2020)

Other

COVID-19 Recovery

- Future revenue shortfalls
 - Low sales and transient occupancy taxes may increase budget deficit
- Recovery and aid for small businesses
- Greater appreciation for outdoor dining and slow streets
- Impact of telecommuting on land use decisions and settlement patterns



Creative Economy

- Economic activities where value is based on “imaginative qualities”
 - Arts, food, entertainment, architecture, media, etc.
- Ventura’s creative economy is above-average nationally
 - 4,408 “creative jobs” (2019)
 - \$188 million in industry revenue (2019)
- Strong presence of individual artists shows high growth potential in the creative sector



Historic and Cultural Resources

- Community desires for historic preservation shaping contours of growth
 - Nearly one-fifth of survey respondents (19.5 percent) deemed “historic buildings” a key asset to preserve
- Large inventory of protected historic sites may limit redevelopment potential on certain properties
- New development will need to occur on suitable infill sites



Discussion Questions

- Do you think this captures the main drivers of the General Plan and the City in the future? Is anything missing?
- What can the City and General Plan do, if anything, to address each of these drivers?
- What strategies need to be implanted to address the “plan drivers”?
- *Note: Prioritization of Plan Drivers will occur after the next section.*

Approach to Workshop #1

Community Workshop Objectives

- Provide an overview of the General Plan update process for the public
- Create a “common ground” starting point
 - Snapshot of existing conditions
 - Summarize existing vision in GP
- Brainstorm on long-term vision
- Identify locations where change is needed/desired

Small Group Exercises

- Vision Review – Review the vision statement from the 2005 General Plan (p. 17)
 - What still holds true?
 - What should be removed?
 - What is missing?
- Imagine a magic genie gives you 3 wishes to implement your vision. What would they be? (e.g., cost, feasibility, etc. do not matter!)
- Thinking about the “places” in the City...
 - What places/areas gives the City its identity?
 - What areas should change or evolve over time?

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

Environment

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

Economy

- Develops a flourishing and balanced economy by encouraging a broad range of high quality employment and entrepreneurial opportunities.
- Encourages private economic development that supports public services and amenities associated with high quality of life.
- Has a vital, prosperous, and stable economy while maintaining its small-town feel.
- Is noted for private and public sector cooperation that enhances economic vitality.
- Actively participates in regional economic development efforts.

Planning, Design, and Circulation

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

Social Activity

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

Collaboration

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

Help Needed

1. Spread the word!
2. Testing interactive activities
3. Notetaking and co-facilitating small group discussions

Discussion Questions

- Are there any other topics that we should cover?
- How can we improve the overall approach to the workshop to effectively engage the community?

Public Comments



Next Steps



Upcoming Meetings

April

- **Community Workshop #1: Visioning (April 29, 2021)**
- Historic Preservation Committee (April 22)

May

- Arts and Culture Committee (May 11)
- Parks and Recreation Commission (May 12)
- Planning Commission (May 12)
- GPAC: Visioning (May 18)
- Educational Forum #1: Economic and market conditions (May 2021; date tbd)

June

- GPAC/Educational Forum #2 Housing (June 15 2021; combined with GPAC)
- GPAC: Housing (June 29, tentative)

July/August

- Educational Forum #3: Health, Equity and Environmental Justice (July 2021; date tbd)
- Educational Forum #4: Transportation and Mobility (August 2021; date tbd)

Close of Meeting Lorrie Brown (Chair)

April 20, 2021

