

General Plan Advisory Committee: Meeting #8

October 19, 2021



Opening of Meeting Lorrie Brown (Chair)

October 19, 2021



GPAC Members

- Lorrie Brown, Chair
- Doug Halter, Vice-Chair
- Philip Bohan
- Nicholas Bonge
- Stephanie Caldwell
- Kyler Carlson
- David Comden
- Joshua Damigo
- Nicholas Deitch
- Peter Freeman
- Kacie Goff
- Kelsey Jonker
- Stephanie Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Bill McReynolds
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Abagale Thomas
- Dana Worsnop

Meeting Agenda

- Staff updates
- Community Values: Defining Ventura's unique character
 - Overview
 - Discussion
- Visioning Survey/Areas of Discussion Map
 - Overview of survey results
 - Discussion of key takeaways
 - Review of "areas of discussion" map
- Next steps
- Public Comment



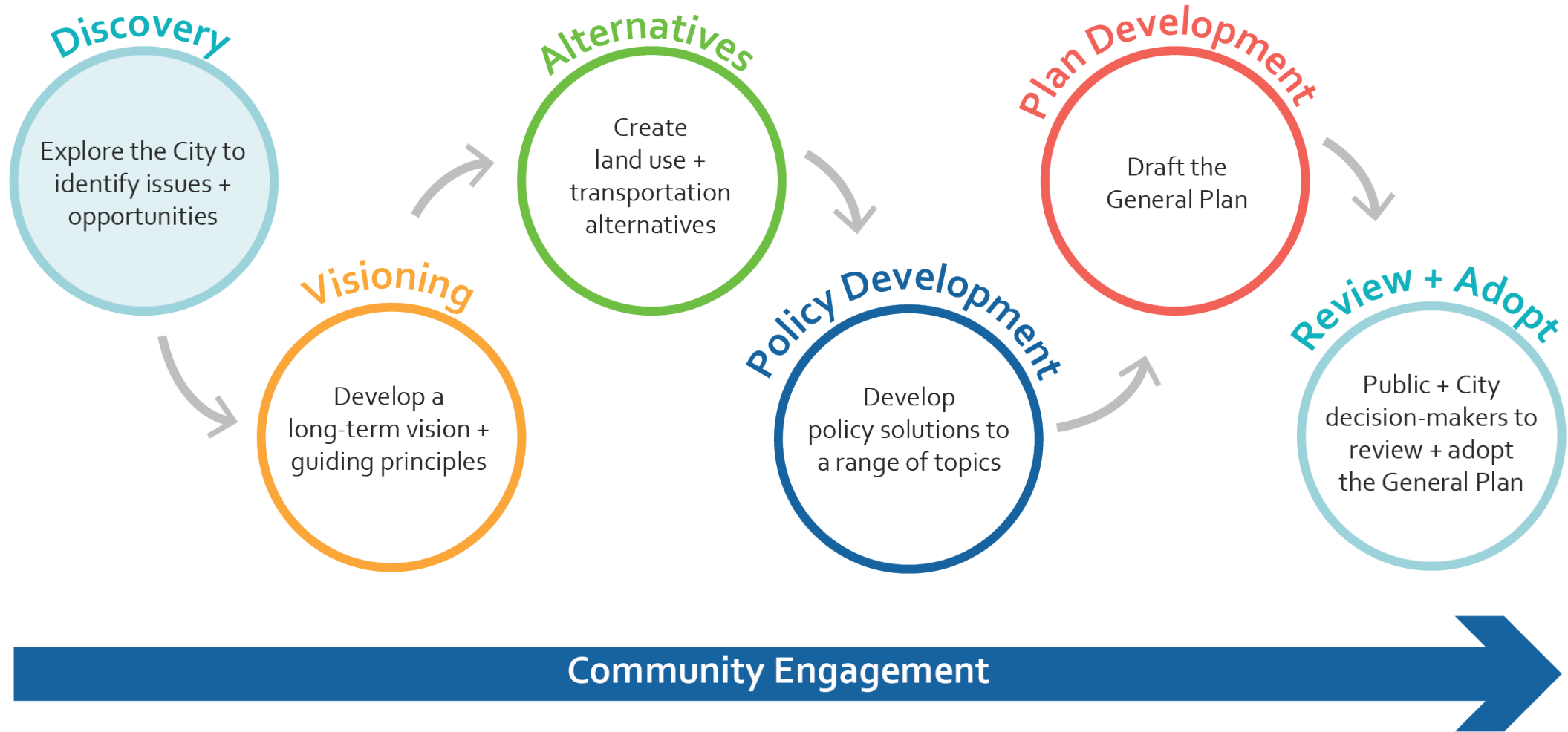
A Few Reminders...

- The “chat” feature is ON but:
 - Please refrain from making comments or asking questions during the presentation
 - Avoid discussions in the chat – it should be used for questions and comments only
 - No inflammatory language
- GPAC members
 - Please do not use the chat
 - You will have an opportunity to ask questions and share your ideas during the meeting
- Public Comment
 - Occurs at the end of the meeting



Staff Updates

General Plan Update Process



Housing Element

- GPAC/Public – June 15th and 29th
- Public Draft Element released - July 26th
- City Council meeting – August 2nd
- Public comment period – July 26th to August 10th
- Housing Element sent to HCD – August 11th
- Next steps
 - Respond to HCD comments on Housing Element
 - Planning Commission Hearing – November 17th (Tentative)
 - City Council hearing – December (Tentative)
 - Adoption by end of 2021

Housing Element 2021-2029 July 2021

2. Housing Plan

This Housing Plan sets forth the City's goals and policies with respect to housing, and establishes a comprehensive eight-year program strategy for the 2021-2029 planning period.

A. Goals and Policies

The following Housing Element goals and policies have been developed in response to the community's identified housing needs, and reflect policy direction from the 2005 General Plan.

Housing Conservation

Goal 1 Maintain and improve the quality of existing housing and residential neighborhoods in Ventura.

- Policy 1.1 Encourage homeowners and landlords to maintain properties in sound condition through the City's residential rehabilitation assistance programs and code enforcement/neighborhood preservation efforts.
- Policy 1.2 Cooperate with housing providers in the acquisition, rehabilitation, and maintenance of residential properties as long-term affordable housing.
- Policy 1.3 Support the provision of rental assistance to lower income households, including those with extremely low incomes, and encourage property owners to list units with the City Housing Authority.
- Policy 1.4 Preserve the affordability of mobile homes through the Rent Stabilization Ordinance.
- Policy 1.5 Preserve the existing stock of affordable housing through the implementation of City regulations, ongoing monitoring, as well as financial and other forms of assistance.

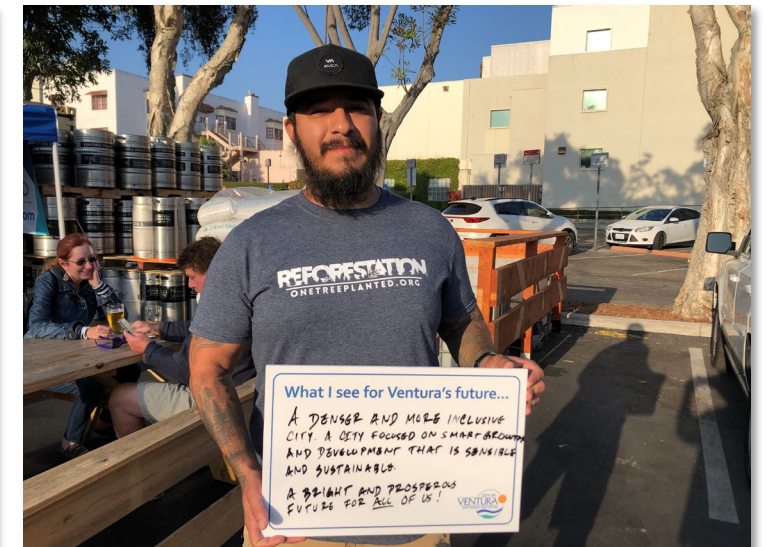
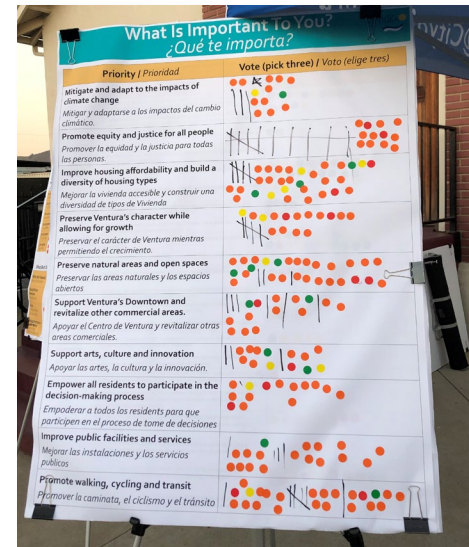
Production of Housing

Goal 2 Facilitate the provision of a range of housing types to meet the diverse needs of the community.

- Policy 2.1 Provide high quality housing for current and future residents at all income levels. Promote housing that is developed with sustainable building practices.
- Policy 2.2 Expand housing opportunities for the City's workforce.
- Policy 2.3 Expand homeownership opportunities for lower and moderate income households.
- Policy 2.4 Provide financial and regulatory incentives to housing developers for the construction of housing to meet identified needs.
- Policy 2.5 Facilitate the provision of quality rental housing that offers a range of unit sizes to accommodate the diverse housing needs of the community.
- Policy 2.6 Support a variety of housing types to address the needs of agricultural workers, including affordable rentals, single room occupancy hotels (SROs), and group housing for migrant laborers.
- Policy 2.7 Facilitate the provision of housing to address Ventura's growing senior population, including design that supports "aging in place," senior housing with supportive services, assisted living facilities, and accessory dwelling units.

Pop Up Workshops

1. Ventura Coast Brewery: 8/26; 4-7pm; 50 people
2. Ventura Harbor Street Art Festival: 9/11; 12-3pm; 30 people
3. Main Street Moves: 9/17; 4-7pm; 50 people
4. Avenue Taco Week: 9/18; 4-7pm; 30 people
5. Kimball Park/ Aquatic Center: 9/29; 4-7pm: 20 people
6. Ventura Chamber Fall Business Expo: 10/7; 4-7pm; 20 people
7. Two Trees Restaurant: 10/9; 9-11am; 50 people



Outreach and Engagement (July – September)



1 Virtual educational workshops



7 Community pop-up events



3 News Articles



32,000 Water bill inserts



20 E-blasts & newsletters

- 5x to GP Database (1000+ emails)
- 10x in City General Newsletters
- 3+ on Chamber of Commerce Newsletter
- 5+ in City's Economic Development Newsletter



15 Videos



50,000+ Reached on social media



Summer Engagement

City News
Help shape Ventura's future by getting involved in the general plan
 by Alex D. McIntyre
 Ventura City Manager

"The journey of a thousand miles begins with a single step." Lao Tzu, Chinese Philosopher
 Right now, there's an incredibly important initiative going on in the City of Ventura that will guide our future for the next 25 years or more. The steps that we take right now truly matter.

The Ventura General Plan, themed "Our Vision, Our Future," is a long-range land use policy document that builds a framework for maintaining Ventura's unique charm and character. It also identifies opportunities to enhance the community's quality of life, economic vitality, and sustainability.

Cities are not static; they are constantly changing and evolving. The steps and actions we take through the General Plan will address important community needs like housing, transportation, economic development, climate change and environmental sustainability, public safety, arts, parks, and more.

Since its launch in 2020, the General Plan has collected thousands of ideas and suggestions from community workshops, public meetings, surveys, stakeholder interviews, and various activities. An additional way the City gathers public input is through the General Plan Advisory Committee (GPAC), which meets publicly on the third Tuesday of every month at 6 p.m. Chaired by Councilmembers Lorrie Brown and Doug Halter, the 22-member GPAC is comprised of residents, business owners, educators, students, and other Ventura community members.

As part of the

is also actively working on updating other long-term planning efforts, including the:

- Climate Action and Resiliency Plan: A Roadmap for how the community will reduce greenhouse gas emissions and prepare for climate change impacts, future natural hazards, and increase resiliency.
- Active Transportation Plan: Focuses on bicycle and pedestrian mobility and transit use. This effort will develop detailed policies, actions and implementation programs that will support the General Plan effort.
- Housing Element: This is a state mandated document that is part of the General Plan and provides an analysis of Ventura's housing needs and strategies to preserve, improve, and promote housing for all income levels in the community. In 2021, the City will update its Housing Element to meet the State's deadline and requirements. This element will then be revised in 2022 to be consistent with the remainder of the updated General Plan.

These policy documents are ambitious long-term undertakings that will help our community thrive while maintaining its charm.

Please don't miss the opportunity to help shape Ventura's future and what it means to live, work, play, and do business here. Your participation is critical to the process and highly encouraged.

To learn more, visit www.planventura.com to learn about pop-up events, consultation, surveys, GPAC meetings, and

SHAPE THE FUTURE
 The time you invest today will impact Ventura's future for the next 25+ years

- Housing
- Land use
- Transportation
- Economic development
- Environmental sustainability
- Climate change
- Public safety
- Parks and more!

• Share Ideas •
www.PlanVentura.com/GetInvolved

Plan Update: Who Should Get Involved?

0:54 / 1:07

YouTube



GET INVOLVED
SHARE IDEAS
PlanVentura.com

VENTURA AUTO CENTER



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Our Vision, Our Future

SHAPE THE FUTURE
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Take the Community Visioning Survey
www.PlanVentura.com/GetInvolved

GET INVOLVED
PlanVentura.com

Ventura Visioning Survey is Live!

Share Your Ideas on Community Values & Growth!
 Visioning Survey takes a comprehensive look at what it means to live, work, and visit in the City of Ventura. Share your voice heard by sharing your vision and how you'd like Ventura to evolve over time. Visioning Survey focuses on two topics:

1. Community values, which guide the General Plan.
2. Community vision, which guides the future.

Take the Visioning Survey

Para realizar la encuesta y seleccionar la opción de su interés, visite el sitio web.

DELE FORMA AL FUTURO
 Tome tiempo hoy y impacte el futuro de Ventura durante los próximos 25 años y más

- Viviendas
- Uso de terrenos
- Transporte
- Desarrollo económico
- Sostenibilidad del medio ambiente
- Cambio climático
- Seguridad pública
- ¡Parques, y más!

Conteste la encuesta de visión comunitaria
www.PlanVentura.com/GetInvolved

Questions?

Visioning Survey 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 and potential land use changes
- Ask questions to the public about development ideas raised by the GPAC.
- 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

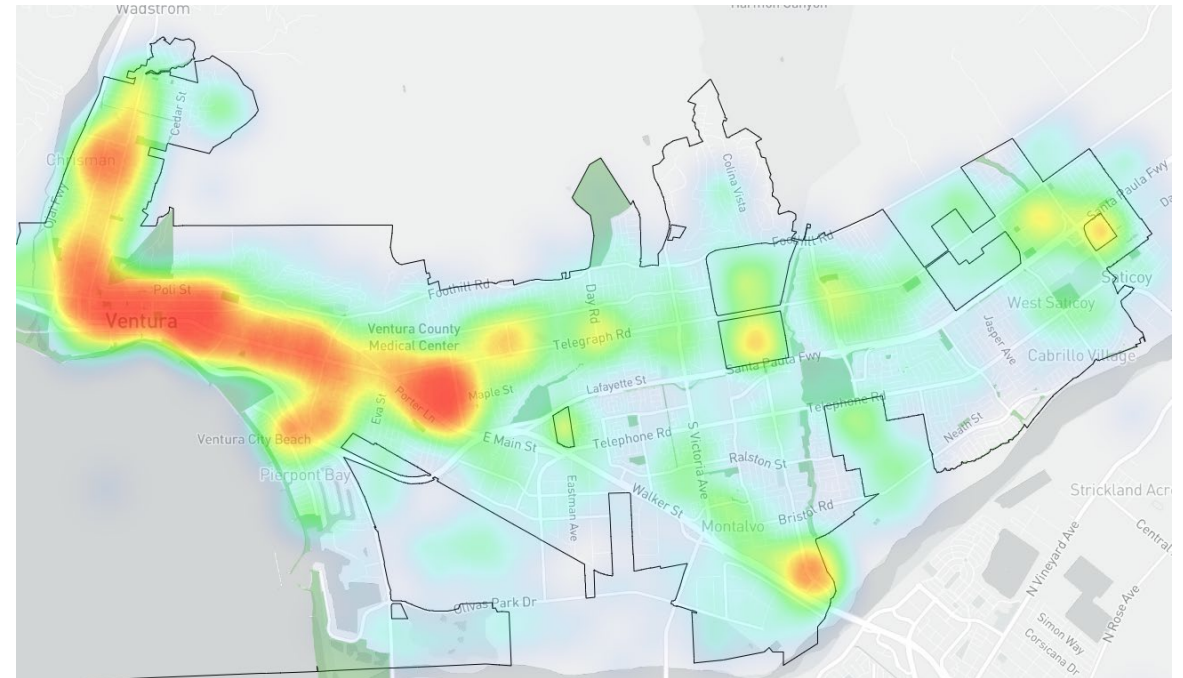
Survey Statistics

- 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.

About the Results

- Survey map responses are represented through **heat maps**
- Other responses represented through bar and pie charts
- Open-ended questions summarized very briefly in text
- Survey challenges
 - Long
 - Required time and thought
 - Hard to complete on mobile devices
 - Locations of “pins” not specific



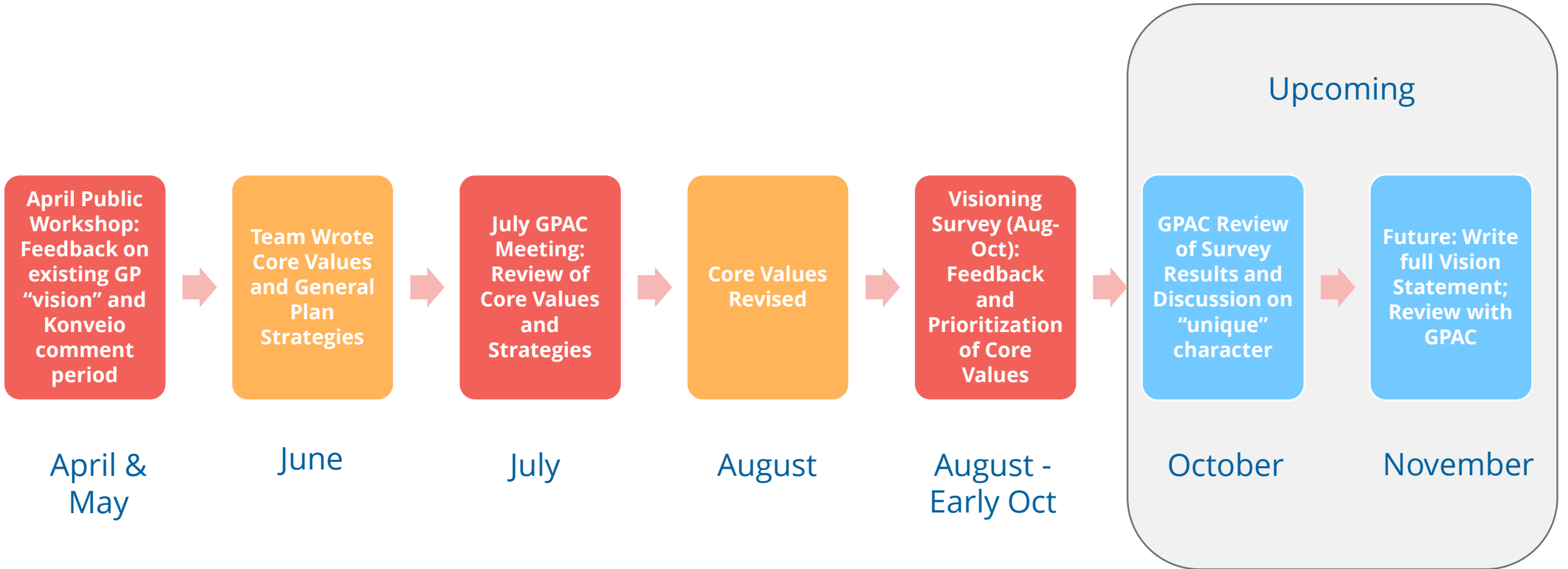
Who Took the Survey?

- Predominantly older – 62% over age 50
- Mostly white – 79%
- Lived in Ventura for a long time – 70% over 10 years
- Mostly homeowners – 78%
- Most live in single-family homes – 76%
- Good geographic distribution

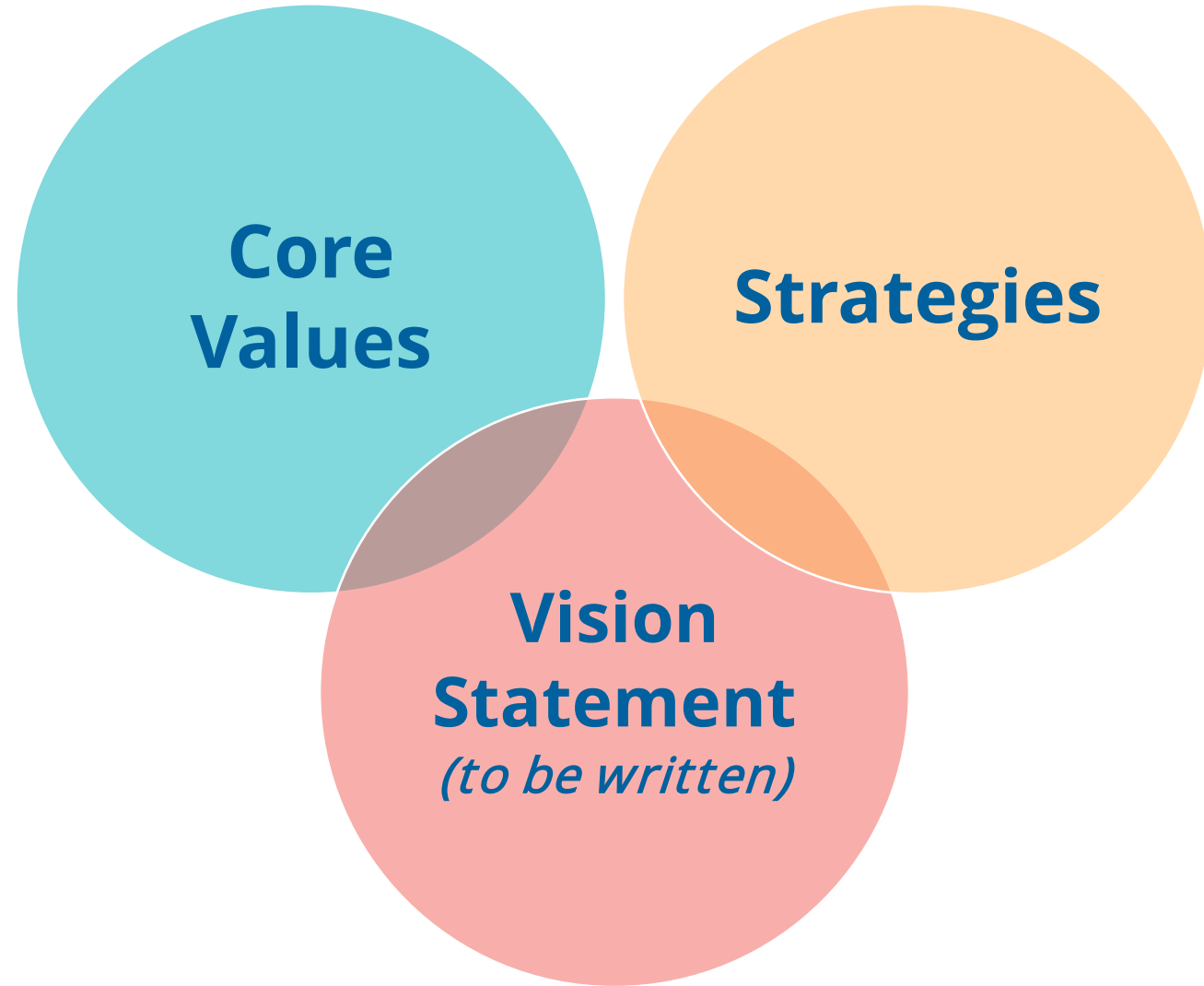


Vision and Core Values Discussion

Process of Developing the Vision



Revised Vision



Core Values

Ventura is a unique and special place that is “almost paradise”.

The residents of the community share these common values that form the bedrock for the future of the city:

Small Town
Character

Diverse and
Equitable

Balanced
Growth and
Preservation

Housing for All

Access to
Nature and
Open Spaces

Resilient and
Climate
adapted

Innovation
and Creativity

Responsible
and Accessible
Govt.

Active and
Engaged
Community

Fiscal Health
and Stability

General Plan Strategies

Environment

Protect against climate change, sea level rise, heat, and wildfires

Advance sustainability

Model for other costal areas

Protect/restore natural character

Economy

Balanced local economy

Expand public services and amenities

Transition towards green economy

Maintain small-town feel

Planning and Design

Retain character

Address housing crisis

Preserve unique neighborhoods

Strengthen Downtown

Revitalize underutilized commercial areas

Circulation

Prioritize pedestrian and bicycle network

Improve public transit

Capitalize on emerging transportation technologies

Social Activity

Commitment to social equity and justice

Inclusive and diverse place

Access to quality affordable health and social services

Cultural, educational & social support programs

Provide a range of recreational opportunities

Celebrate the arts

Collaboration

Encourage community involvement with City government

Actively participate in regional initiatives

Feedback from GPAC #6 – Core Values

What Needs to Change?

- Develop clear definitions of “diversity”, “equity”, and “small town character”
- Achieve an optimal balance between economic and environmental health
- Consider changing or removing the term “Fiscal Health”, as it is not very inspiring. Consider the phrase “thriving economy”
- Incorporate nature in some way

What Needs to be Added?

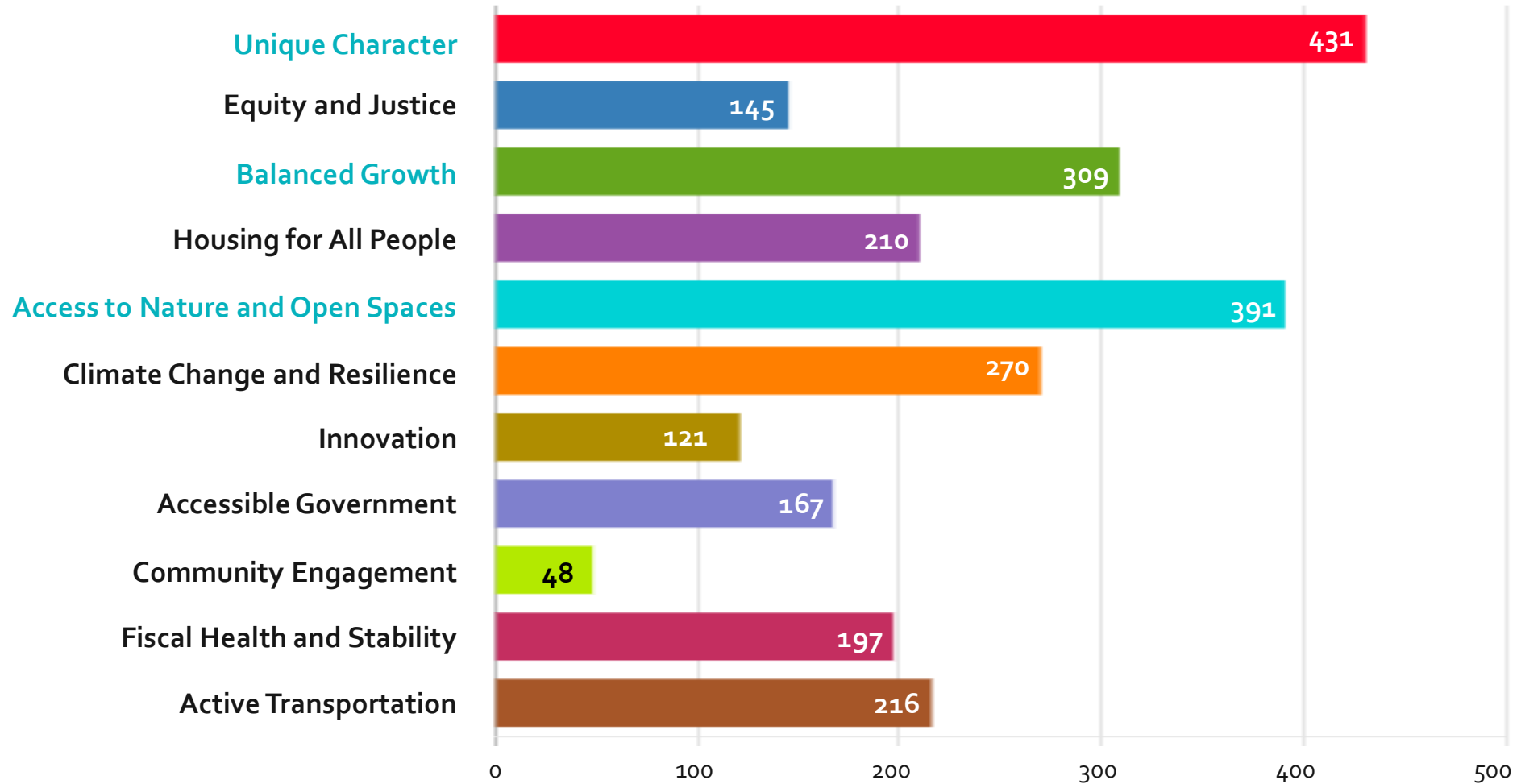
- Transparent government
- Unique, family-oriented beach community
- Eclectic neighborhoods
- Connected city
- Bike- and pedestrian-friendly community
- Access to nature
- Carbon net neutrality (if it does not compromise the economy)
- Flexibility as the years progress
- Boldness to chart a new path for the future
- Housing and employment opportunities
- Economic diversity with small businesses that reflect Ventura’s character

Feedback from GPAC – General Plan Strategies

What other Vision Strategies should be Added?

- Create a balanced, thriving, and sustainable economy
- Provide quality transit that better serves all areas of the city
- Cultivate bicycle connectivity
- Support, celebrate, and protect the arts
- Promote and support education, including arts in K-12 curricula
- Solve homelessness
- Co-locate housing with jobs
- Address light pollution
- Prioritize historic preservation and adaptive reuse
- Provide well-maintained infrastructure, including expanding the urban forest
- Improve technology and access to technology
- Improve personal safety
- Create a healthy and active environment
- “Green” the city (maintain green spaces, invest in trees)
- Word changes:
 - “Access and mobility” instead of “circulation”
 - “Adapt” instead of “protect”

Survey Results - Community Values (pick 3)



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

Discussion

- **Question 1:** What elements of “small town character” should we preserve or aspire to?
 - *Discussion*
- **Question 2:** What does “unique character” mean to you?
 - *Discussion*
- **Any other comments on the vision?**

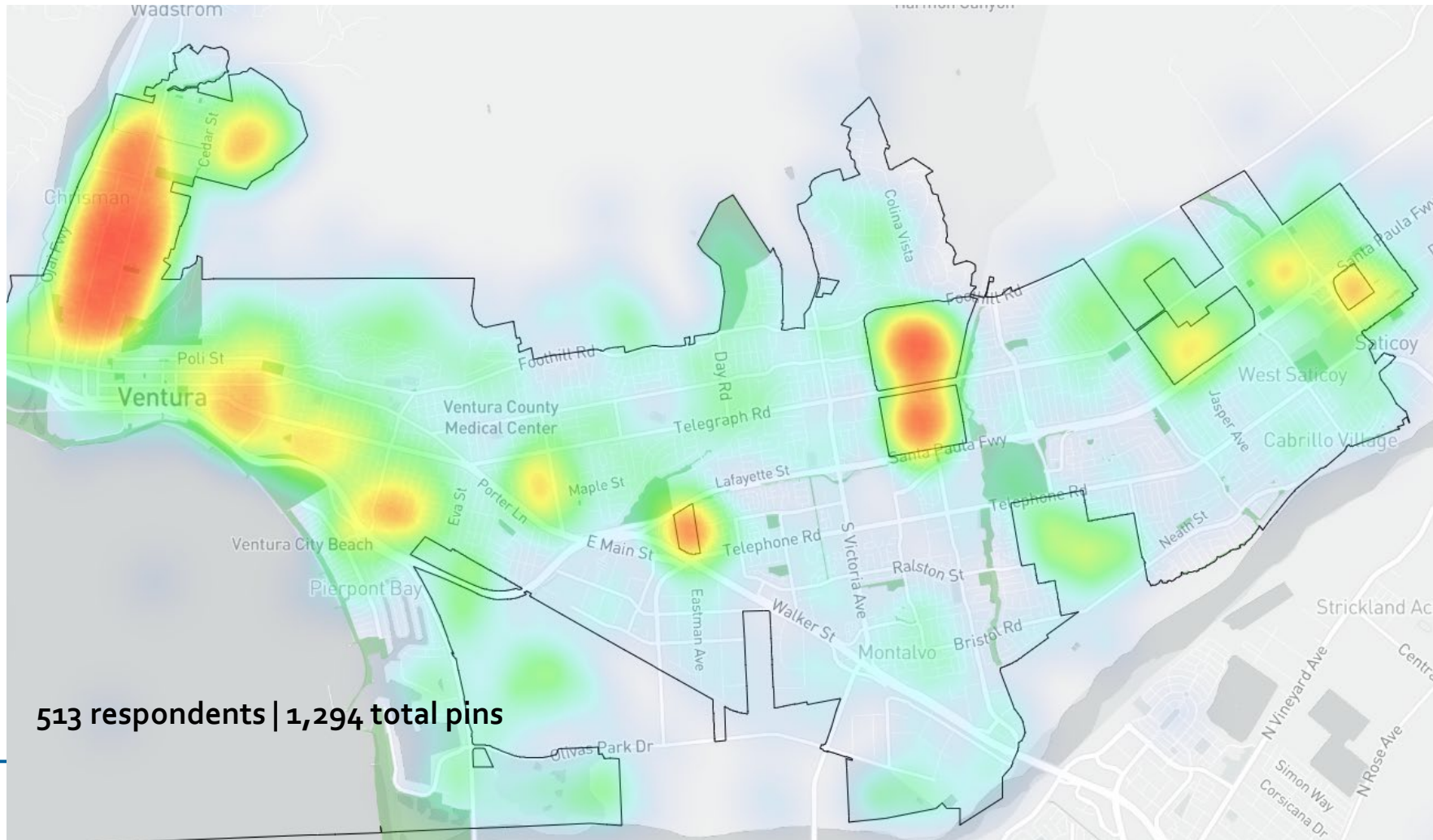
Visioning Survey Results

Where should development go?

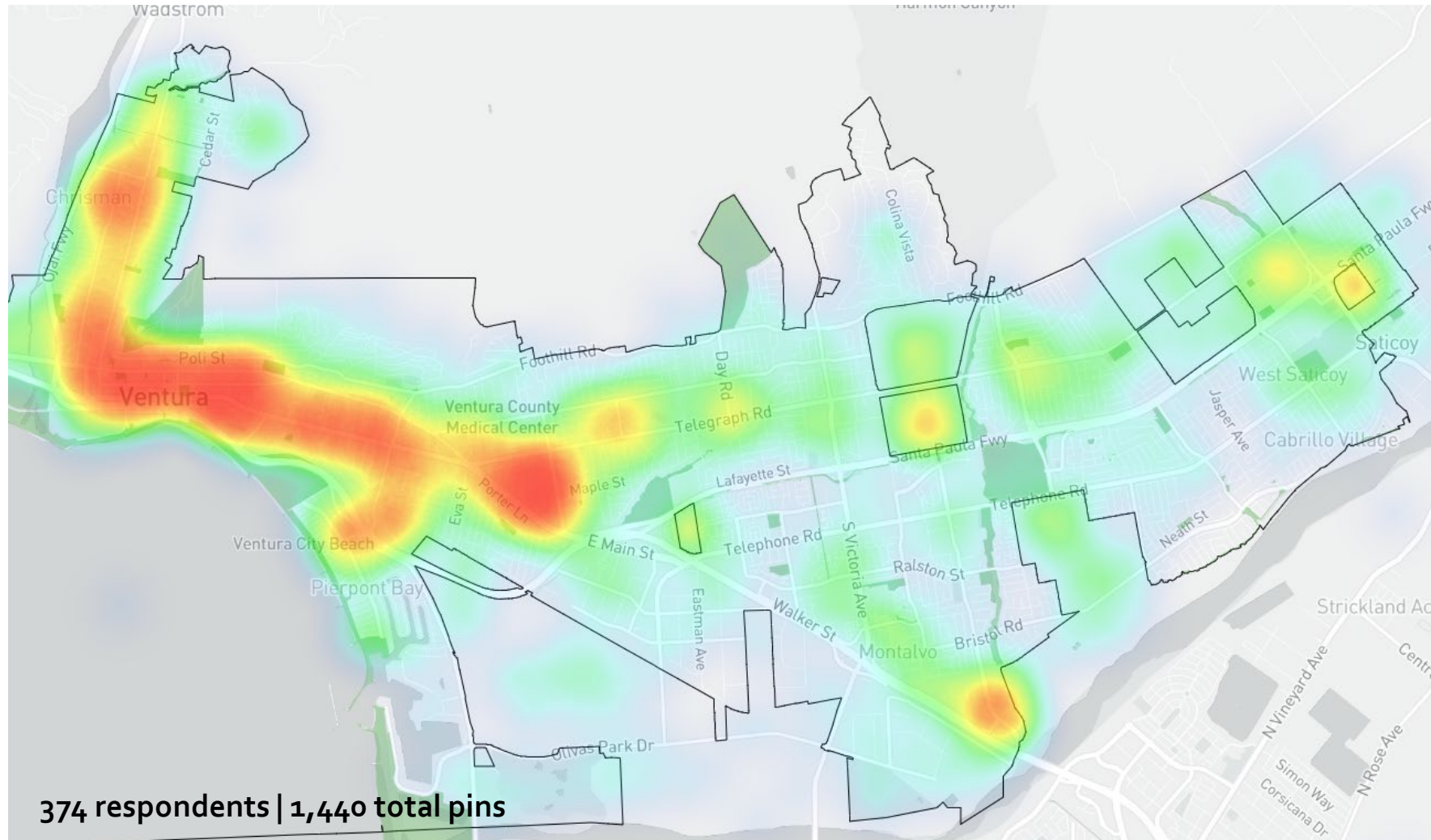
Survey Questions

- Citywide
 - Residential – Townhomes/Single Family, Multifamily
 - Mixed Use/Street Life
 - Office/Industrial/Other Employment
 - Retail/Services
- By Geographic Area
 - Adding housing to industrial areas
 - Infill in single family neighborhoods
 - Potential annexation areas
 - City Golf Course
 - County Fairgrounds
- Other questions on parks, open space and trails

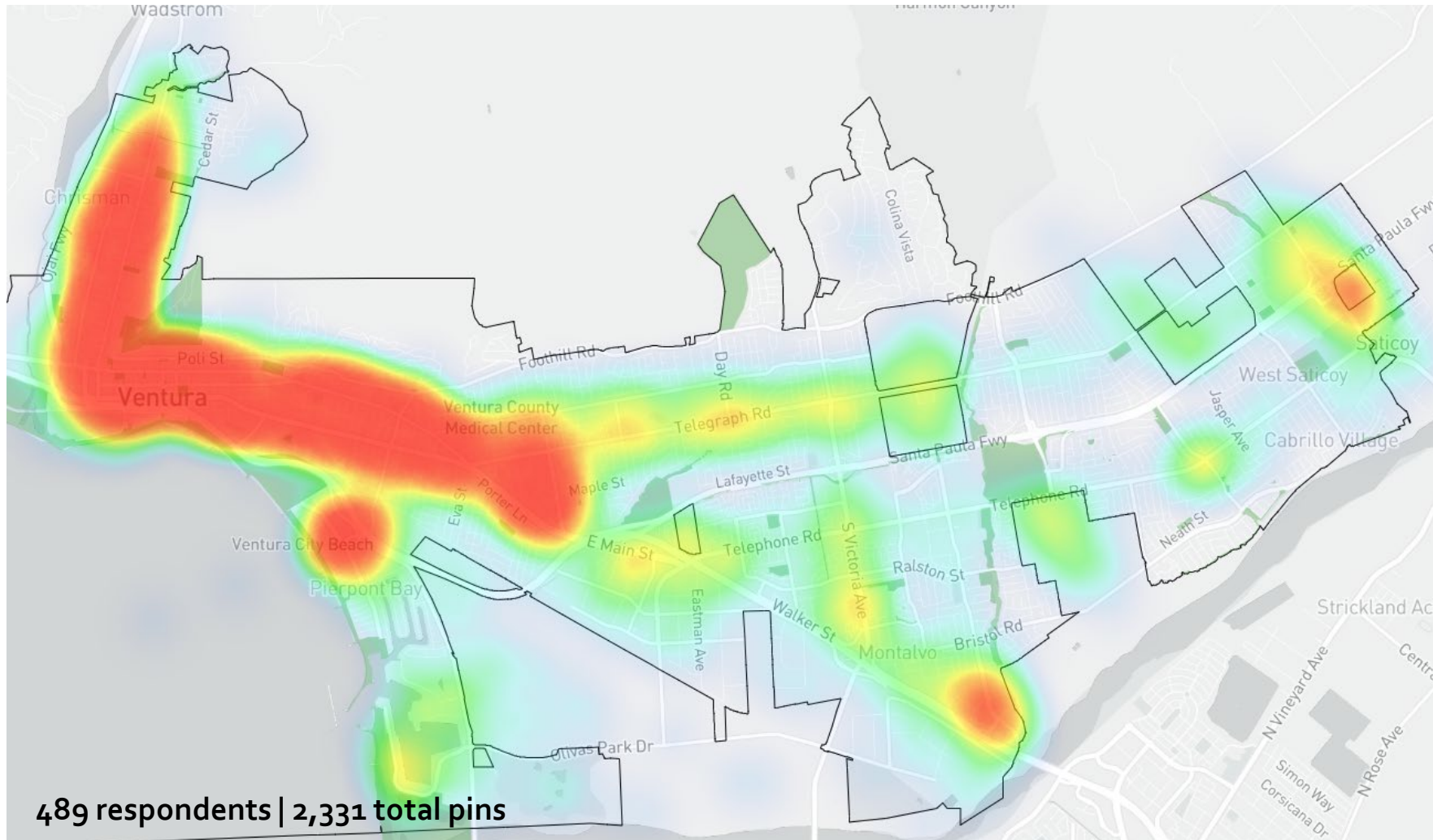
Locations for Townhomes/Small Lot Single Family



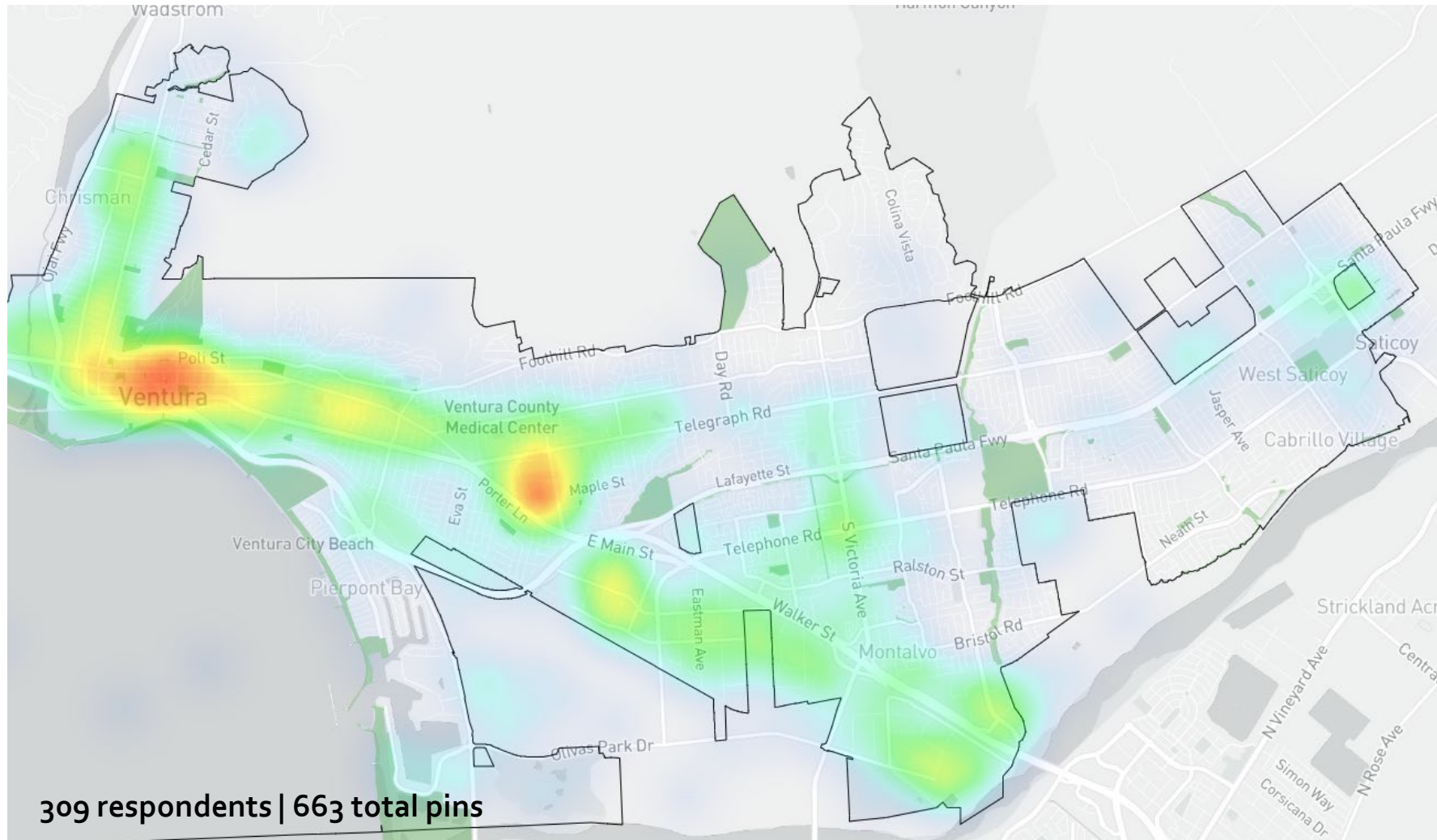
Locations for Multifamily Housing



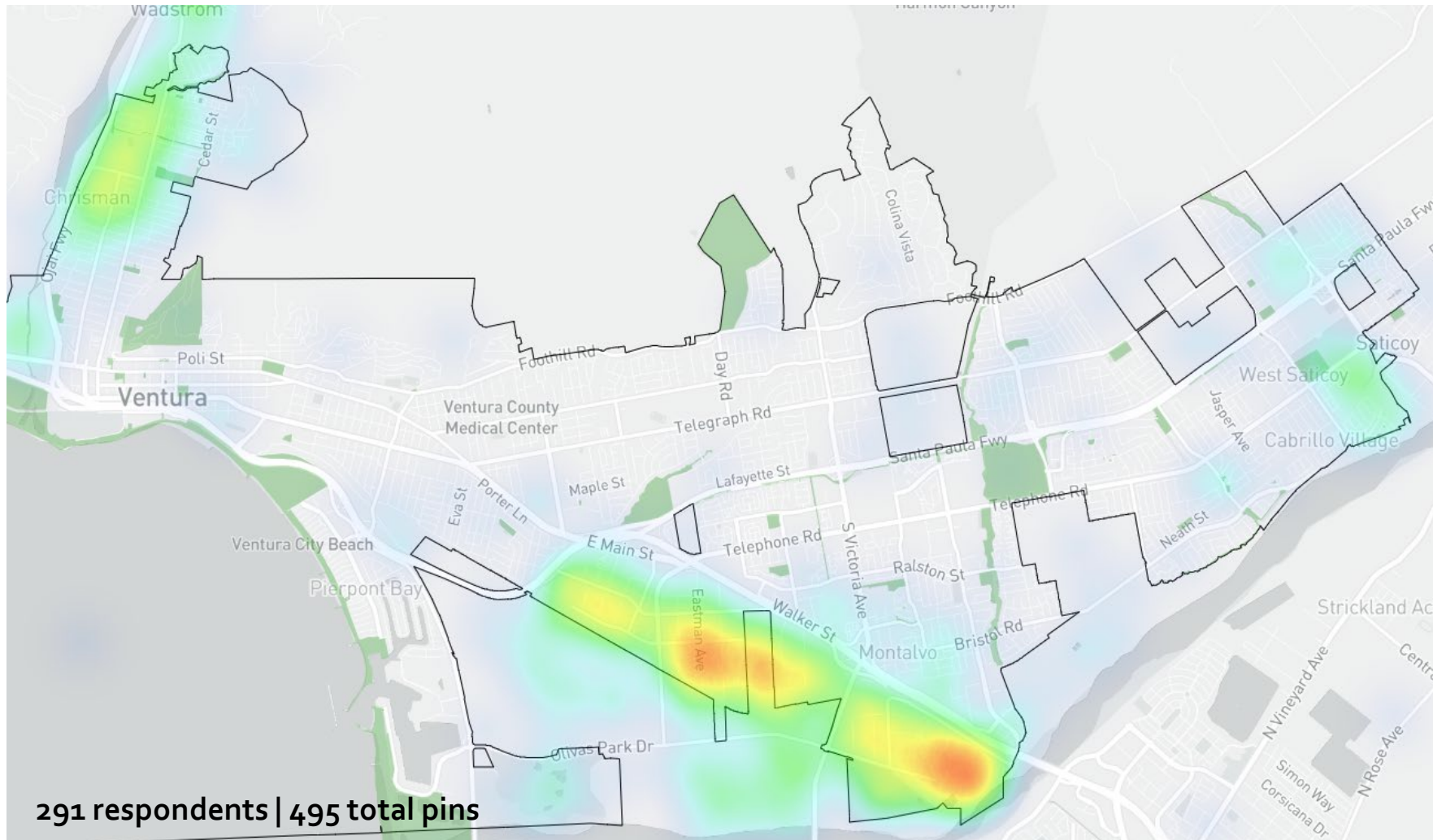
Location for Mixed Use (Residential Over Retail)



Locations for Office Buildings



Locations for Industrial Uses



Locations for Retail and Services

Ideas for retail and services included:

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

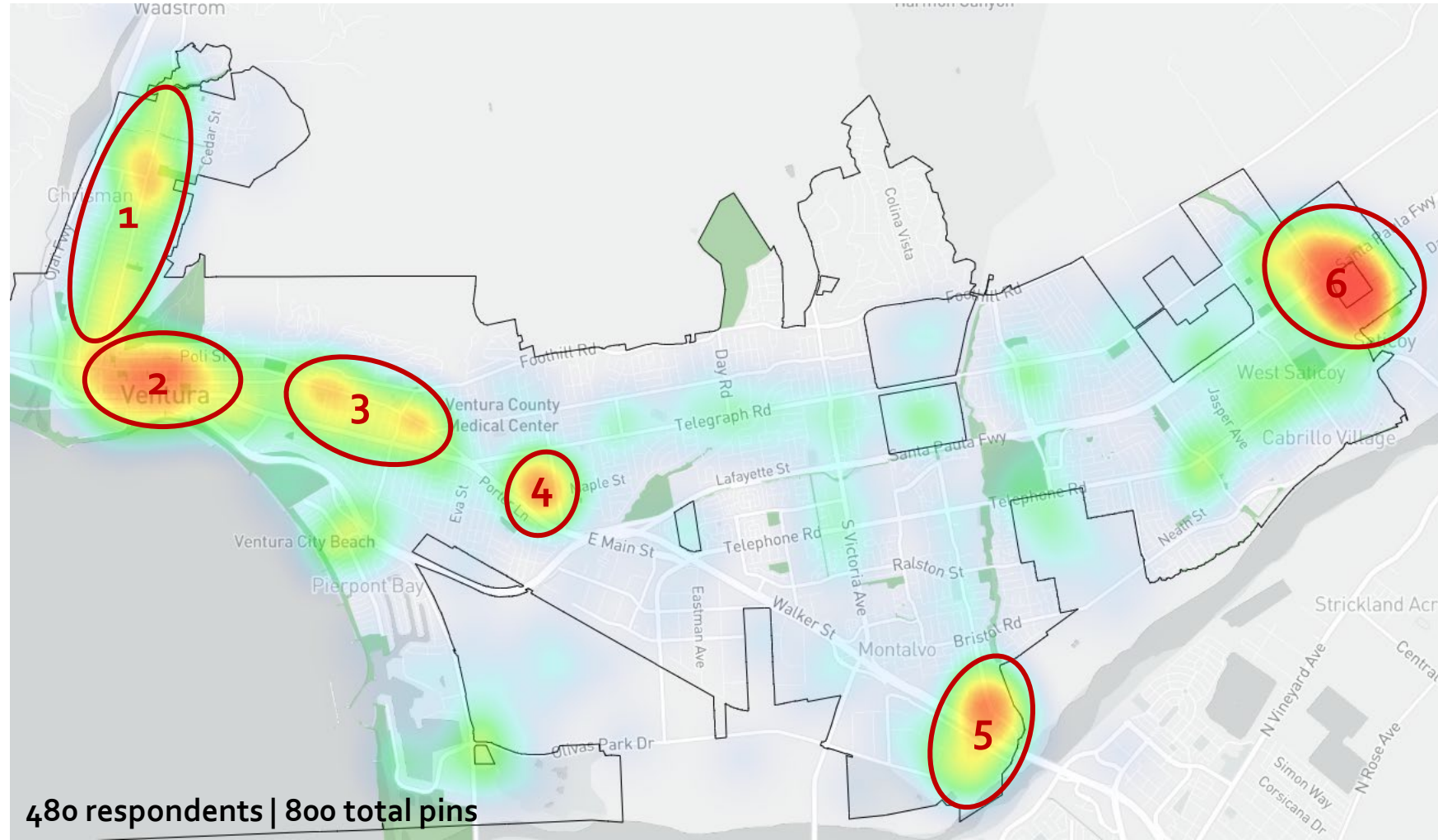
Area 2: boutique retail, mixed use developments, restaurants

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

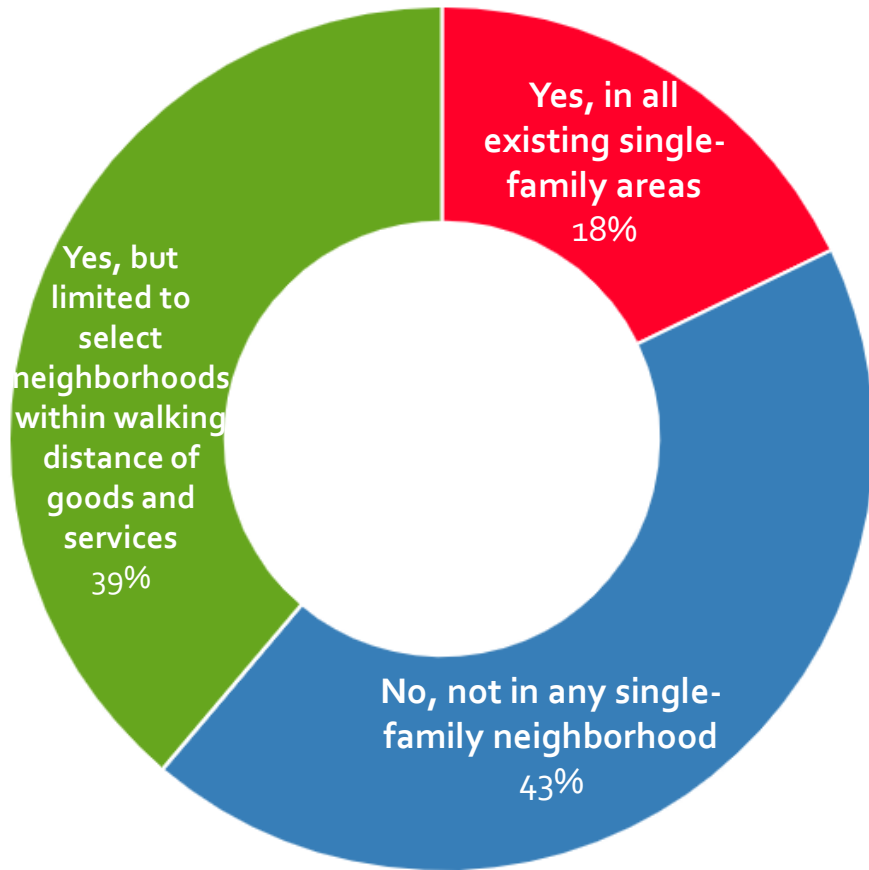
Area 4: Higher-quality store selections, farmers markets, tourist-serving retail

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

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



Infill in Existing Single-Family Neighborhoods



Total: 814

Some areas identified include:

- Citywide
- 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 on a ministerial basis

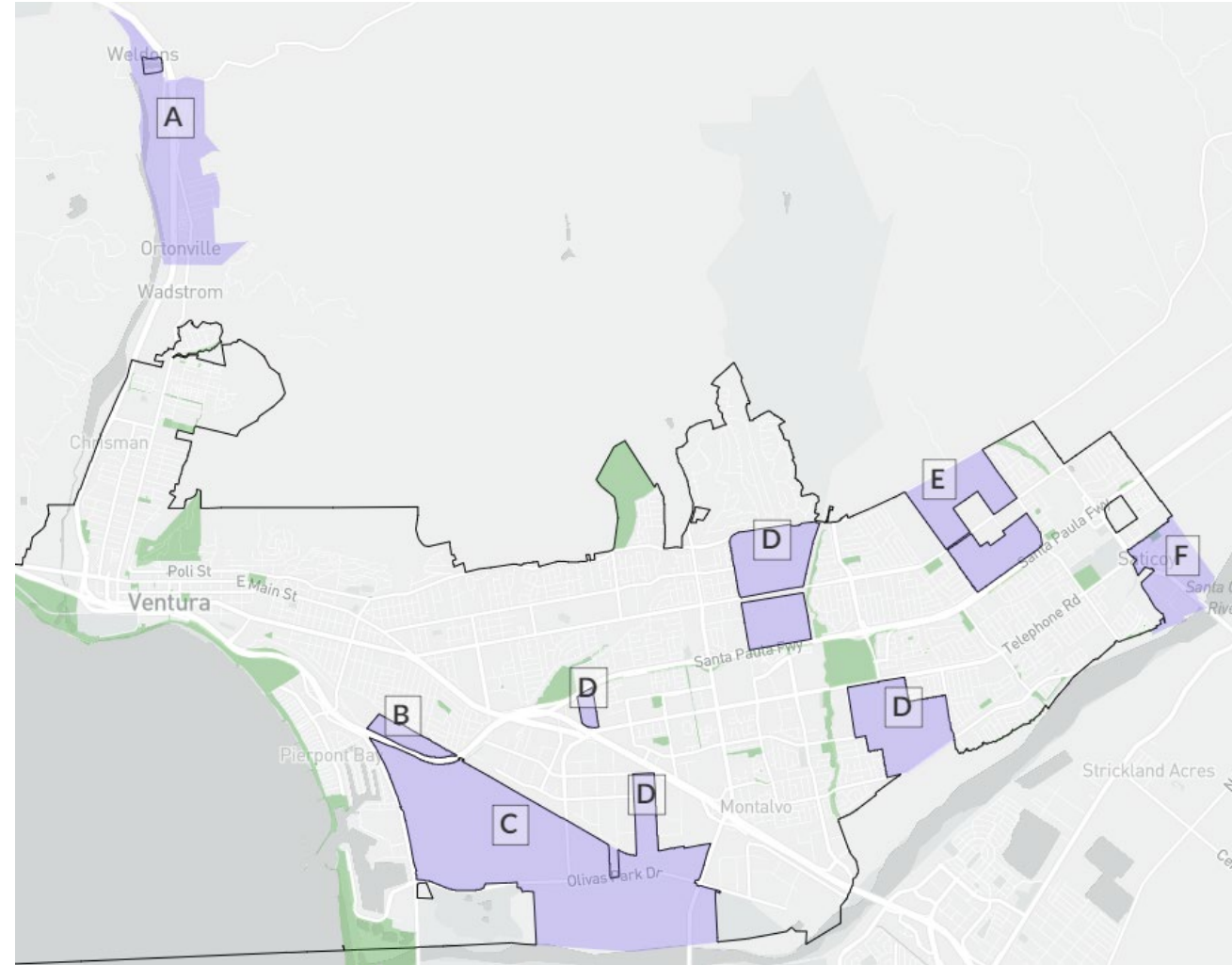
Housing in Industrial Areas

| | A | B | C | D | E |
|---------------------------------|------------|------------|------------|------------|------------|
| Keep as Industrial | 17% | 17% | 32% | 29% | 18% |
| Allow some housing | 47% | 48% | 40% | 38% | 43% |
| Allow housing throughout | 35% | 33% | 23% | 28% | 35% |
| No opinion | 2% | 2% | 5% | 6% | 4% |
| # of respondents | 769 | 731 | 702 | 701 | 699 |



Potential Annexation Areas

| | A | B | C | D | E | F |
|-------------------------|------------|------------|------------|------------|------------|------------|
| Yes | 51% | 45% | 26% | 47% | 28% | 51% |
| No | 27% | 36% | 58% | 29% | 54% | 25% |
| Maybe | 20% | 17% | 16% | 22% | 17% | 22% |
| No opinion | 2% | 2% | 1% | 2% | 1% | 3% |
| # of respondents | 741 | 731 | 734 | 724 | 712 | 710 |



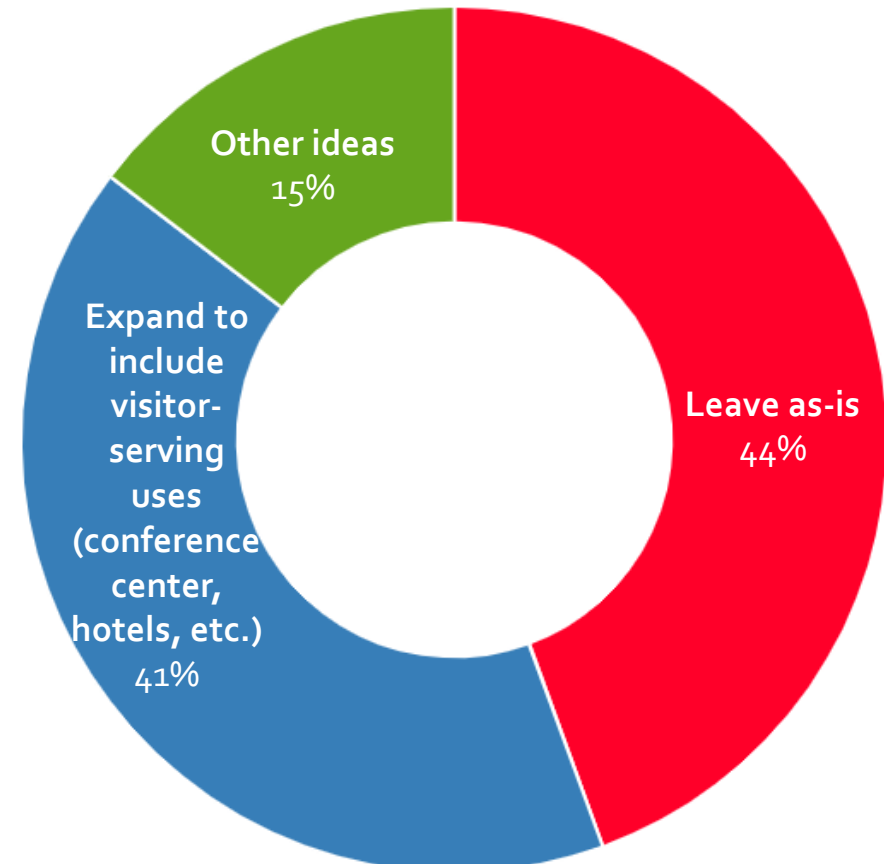
City Golf Course and County Fairgrounds

Golf Course



Total: 821

Fairgrounds



Total: 835

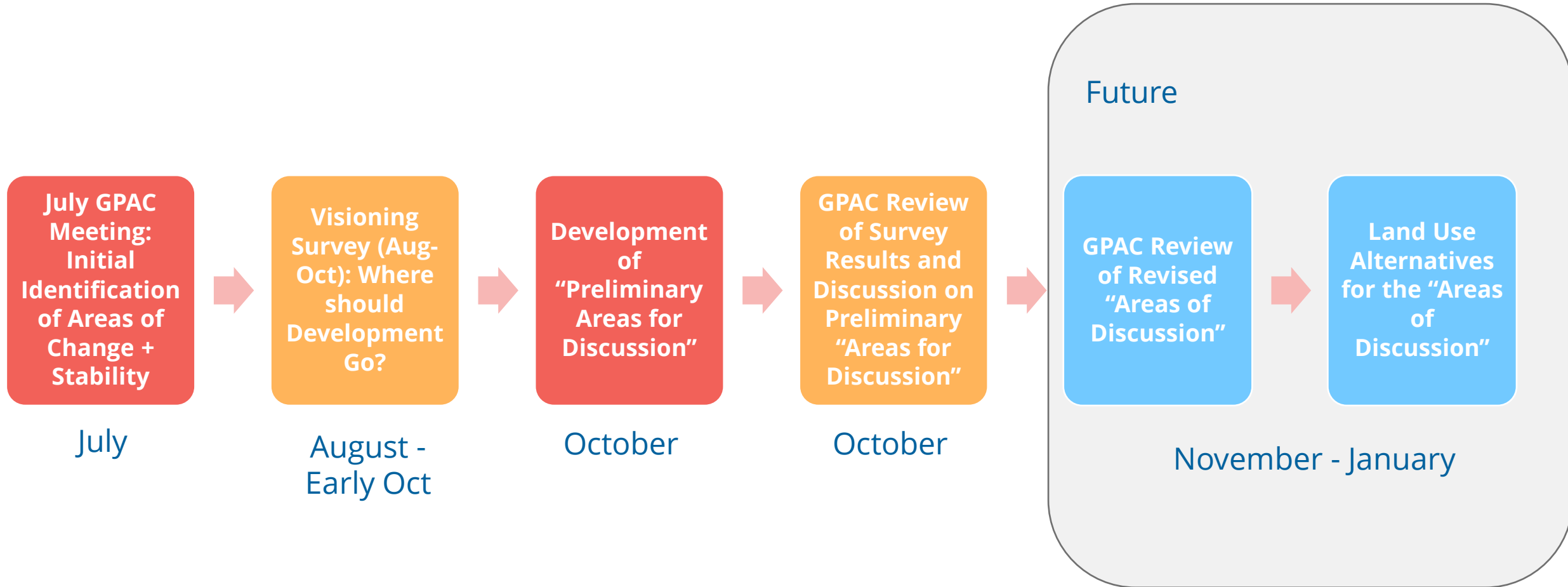
Survey Results - Key Insights

- Locations for new development were as expected (similar to July GPAC meeting) –
 - Downtown, Pacific View Mall, Thompson, Main, Victoria and Johnson Drive corridors, Five Points, Westside Industrial, etc.
- More retail and services needed in the Eastside, Westside, Montalvo, Main Street corridor
- While the industrial areas are possible locations for housing, these are also where new jobs should continue to grow
- Majority suggested that infill residential (2-4unit missing middle housing types) in some or all single-family neighborhoods should be considered
- Mixed feedback on the future of the City golf course and County Fairgrounds
- Annexation and development of 3 of the 5 County pockets/SOAR land areas should be considered – these areas are considered potential locations for residential uses

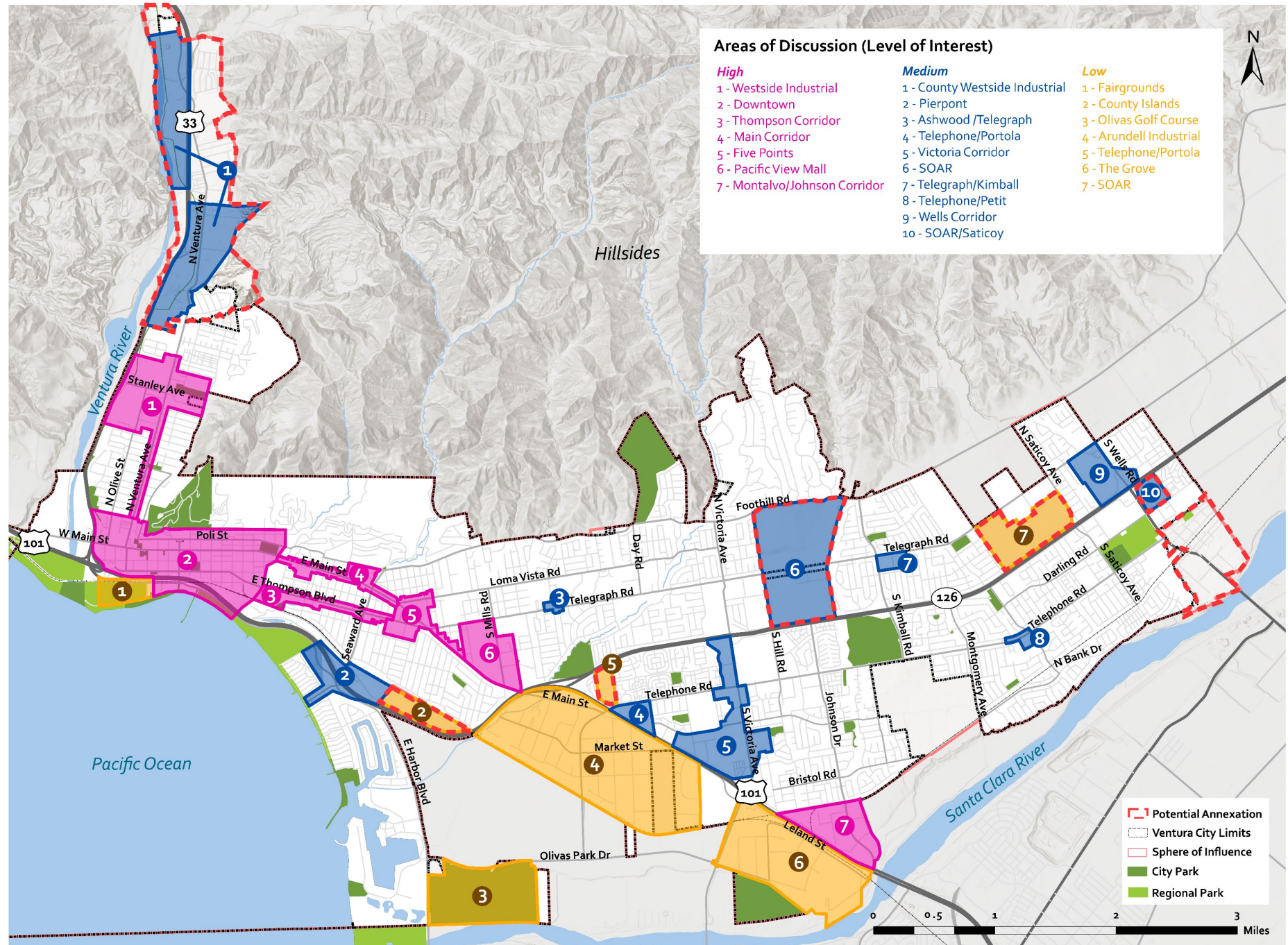
“Areas of Discussion”

Path to developing Land Use Alternatives

Path to Land Use Alternatives



Preliminary Areas of Discussion Map



Discussion

- **Question 1:** Did the survey results match your expectations? Was anything surprising? What conclusions can be drawn from the results?
 - *Discussion*

- **Question 2:** Does the “Areas for Discussion” map fully reflect the areas in the City that should be considered for the alternatives? What’s missing? What should be removed?
 - *Discussion*

Public Comments



Public Speaker Time

00 : 02 : 00 >

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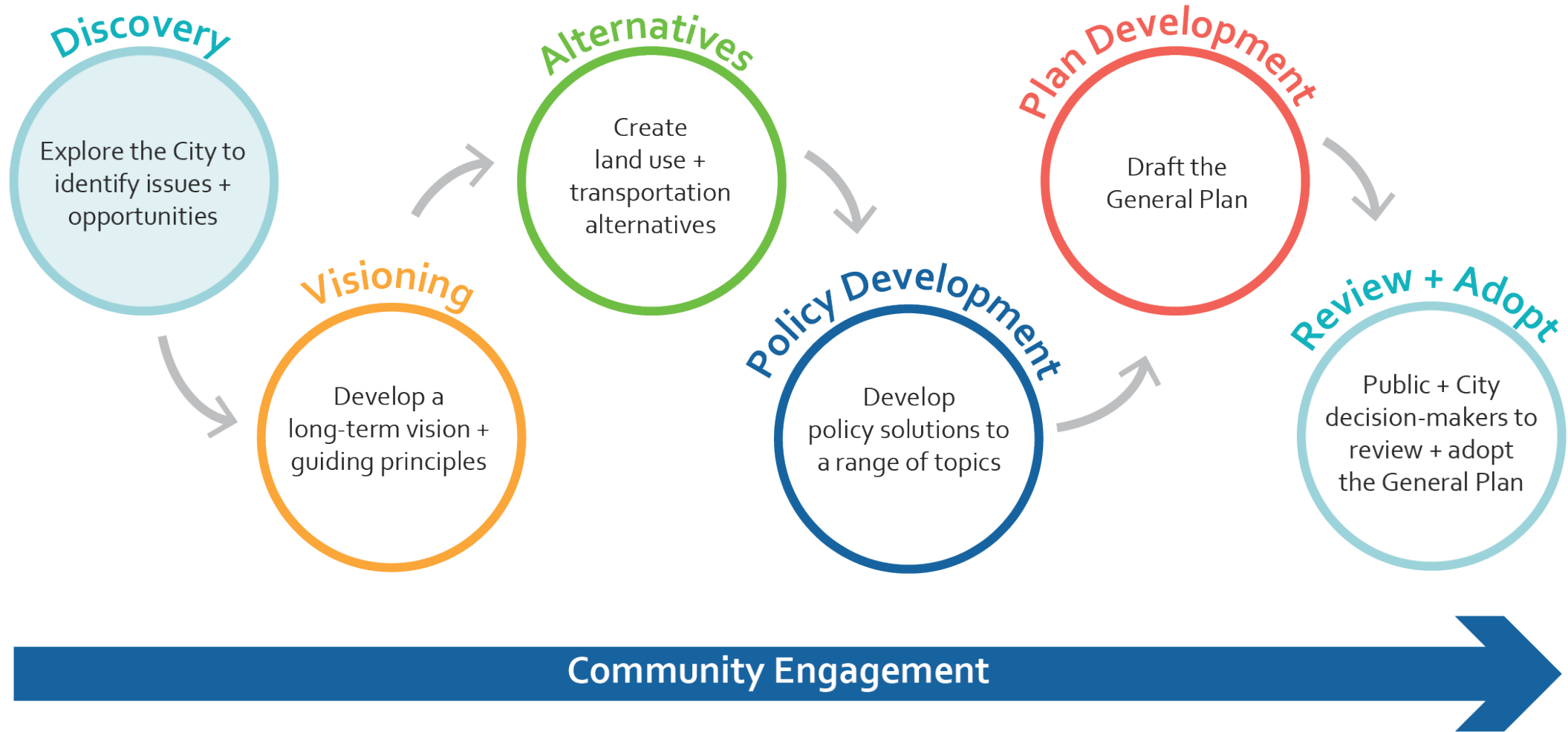
Tick

Choose TimeUp Sound



Next Steps

General Plan Update Process



Close of Meeting Doug Halter (Vice-Chair)

October 19, 2021

