

General Plan Advisory Committee: Meeting #9

November 30, 2021



Opening of Meeting Doug Halter (Vice-Chair)

November 30, 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
- Visioning Survey/Areas of Discussion Map
(continued from October GPAC)
 - Overview of additional survey results
 - Results of pop-up workshops
 - Discussion/refinement of “areas of discussion” map
- Next steps
- Public Comment



Use of the “Chat” Feature

- GPAC Members
 - We want to hear from you directly during the meetings
 - Please use Chat only to share your ideas during the discussion
 - Please do not engage in dialogue with each other or members of the public during the meeting
- Public
 - Please, no inflammatory language, personal insults or derogatory statements
 - During the presentation, please refrain from using the Chat function – we want to be sure everyone is paying attention and getting the information
 - Use Chat for individual comments and questions – please avoid having separate discussions and dialogue as it takes away from meeting content
- **Reminder: Public Comment will occur at the end of the meeting**



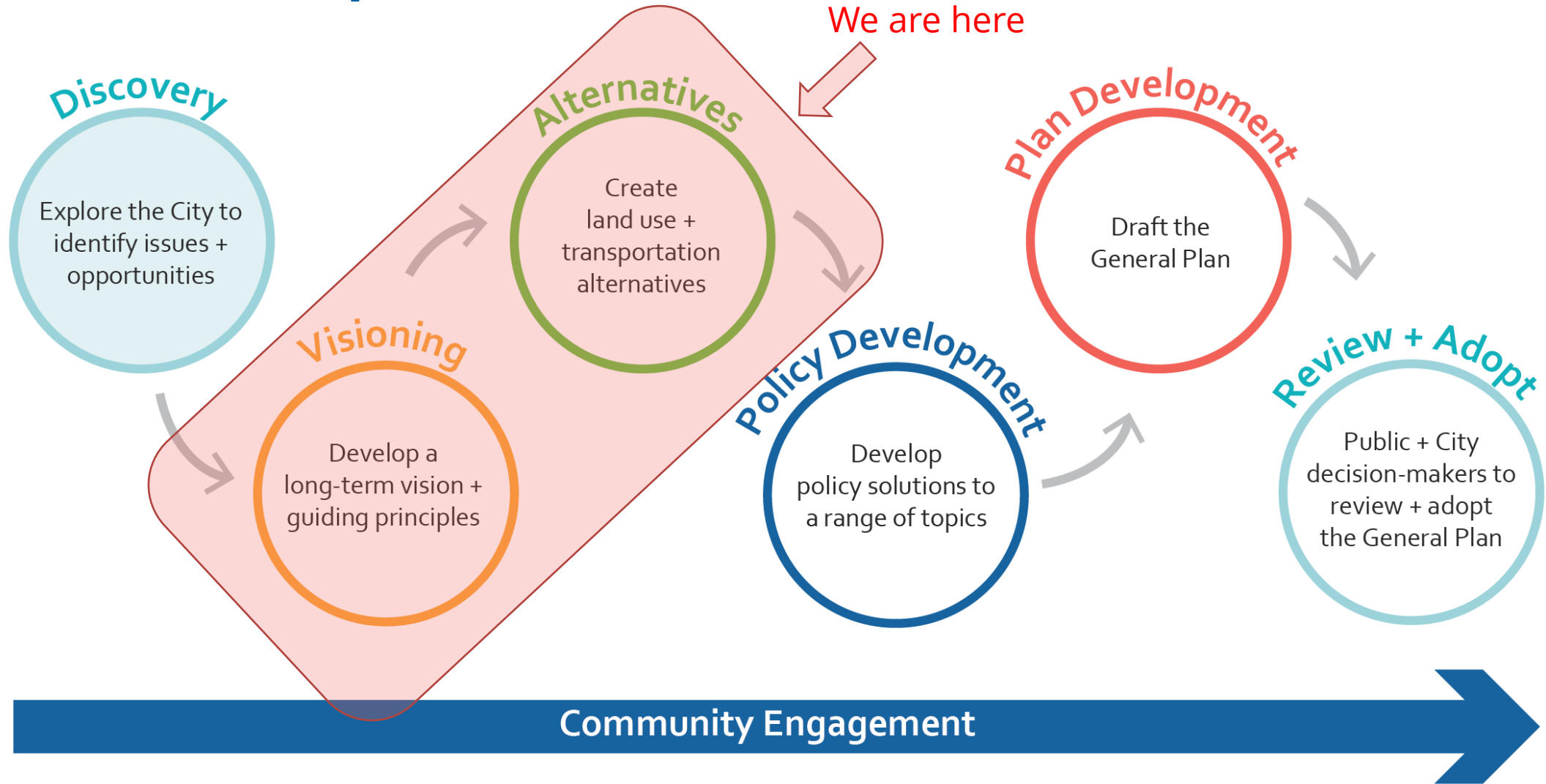
Staff Updates

Staff Updates

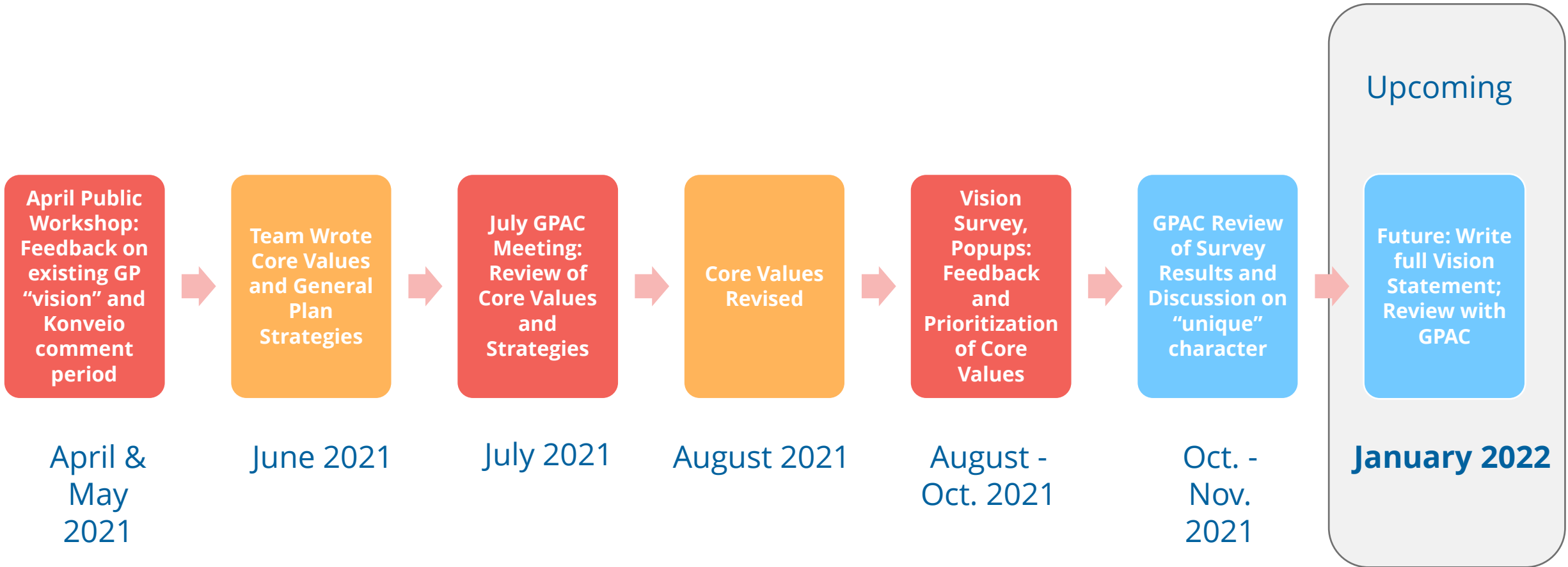
- Draft Housing Element
 - Planning Commission and City Council in December and January
- Recent Engagement
 - One-on-one meetings with every City Council member
 - Tour of Westside
 - Meeting with Ventura Keys Association
- Upcoming Engagement
 - Focus groups with Housing Authority residents (mainly Spanish-speaking residents)
 - Meeting with Environmental Justice organizations

Process and Schedule Update

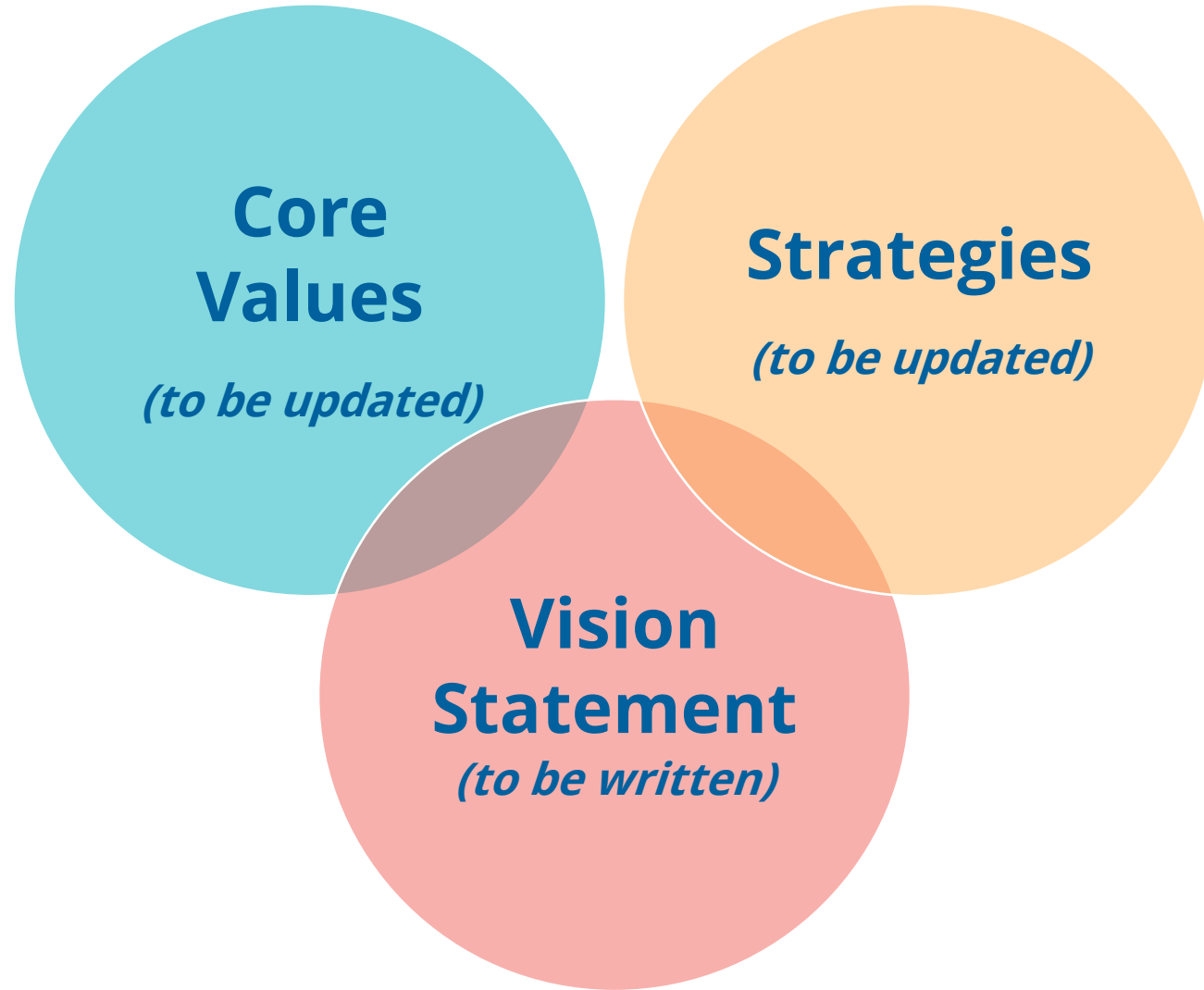
General Plan Update Process



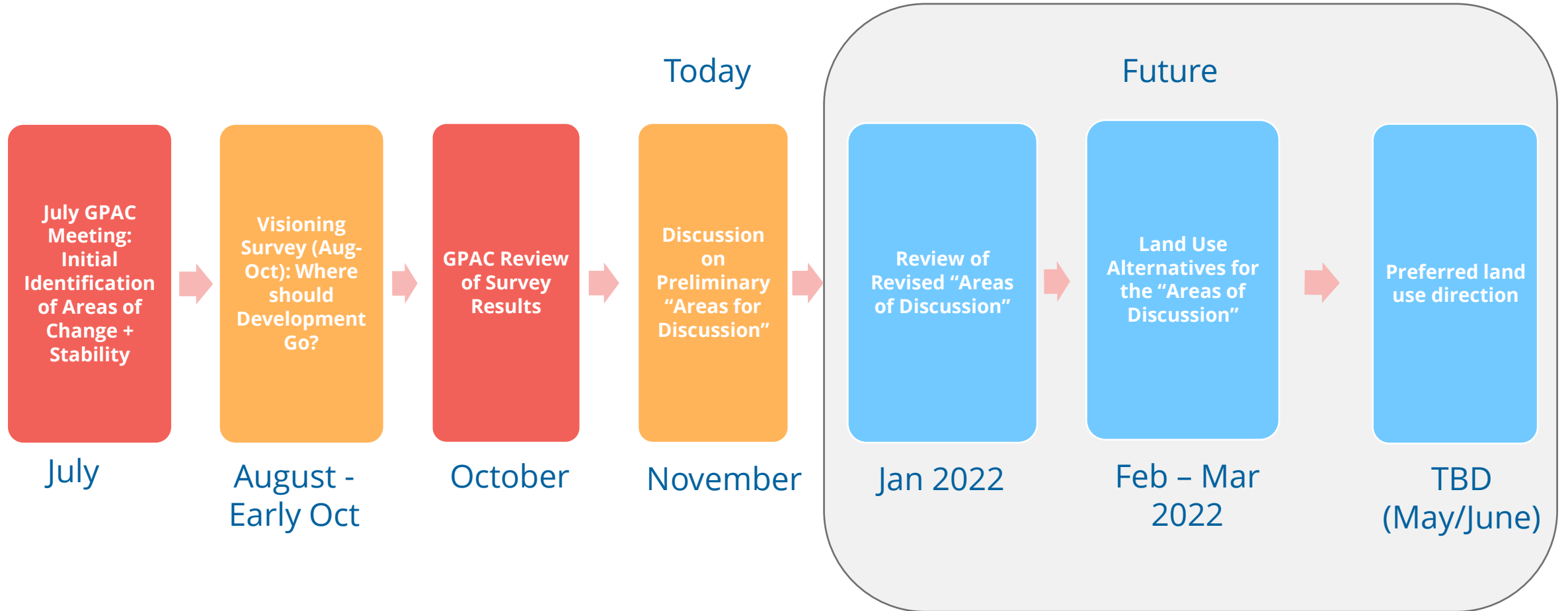
Process of Developing the Vision



Revised Vision



Path to Land Use Alternatives





Pop Up Workshops

Pop Up Workshops

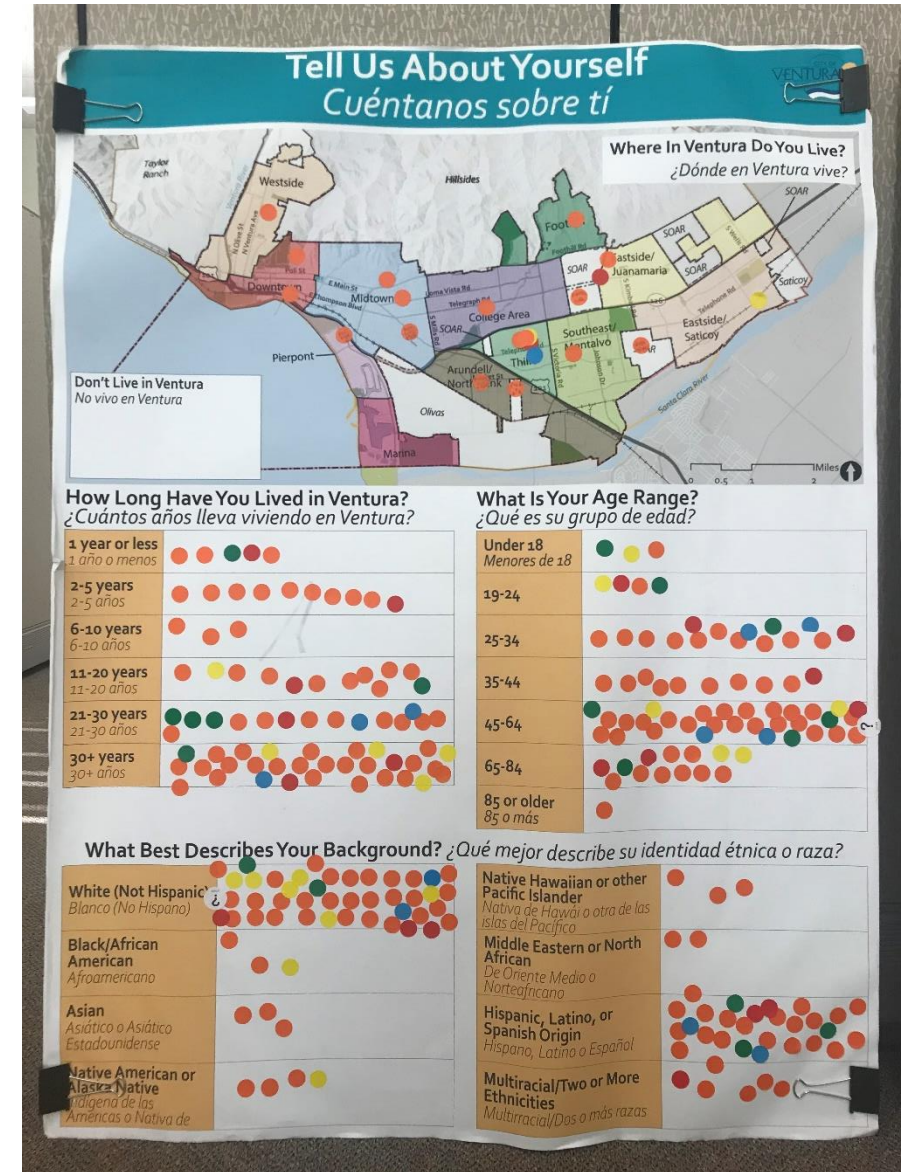
1. Ventura Coast Brewery: 8/26; 4-7pm
2. Ventura Harbor Street Art Festival: 9/11; 12-3pm
3. Main Street Moves: 9/17; 4-7pm
4. Avenue Taco Week: 9/18; 4-7pm
5. Kimball Park/ Aquatic Center: 9/29; 4-7pm
6. Ventura Chamber Fall Business Expo: 10/7; 4-7pm
7. Two Trees Restaurant: 10/9; 9-11am

- Approximately 500 people attended the pop ups

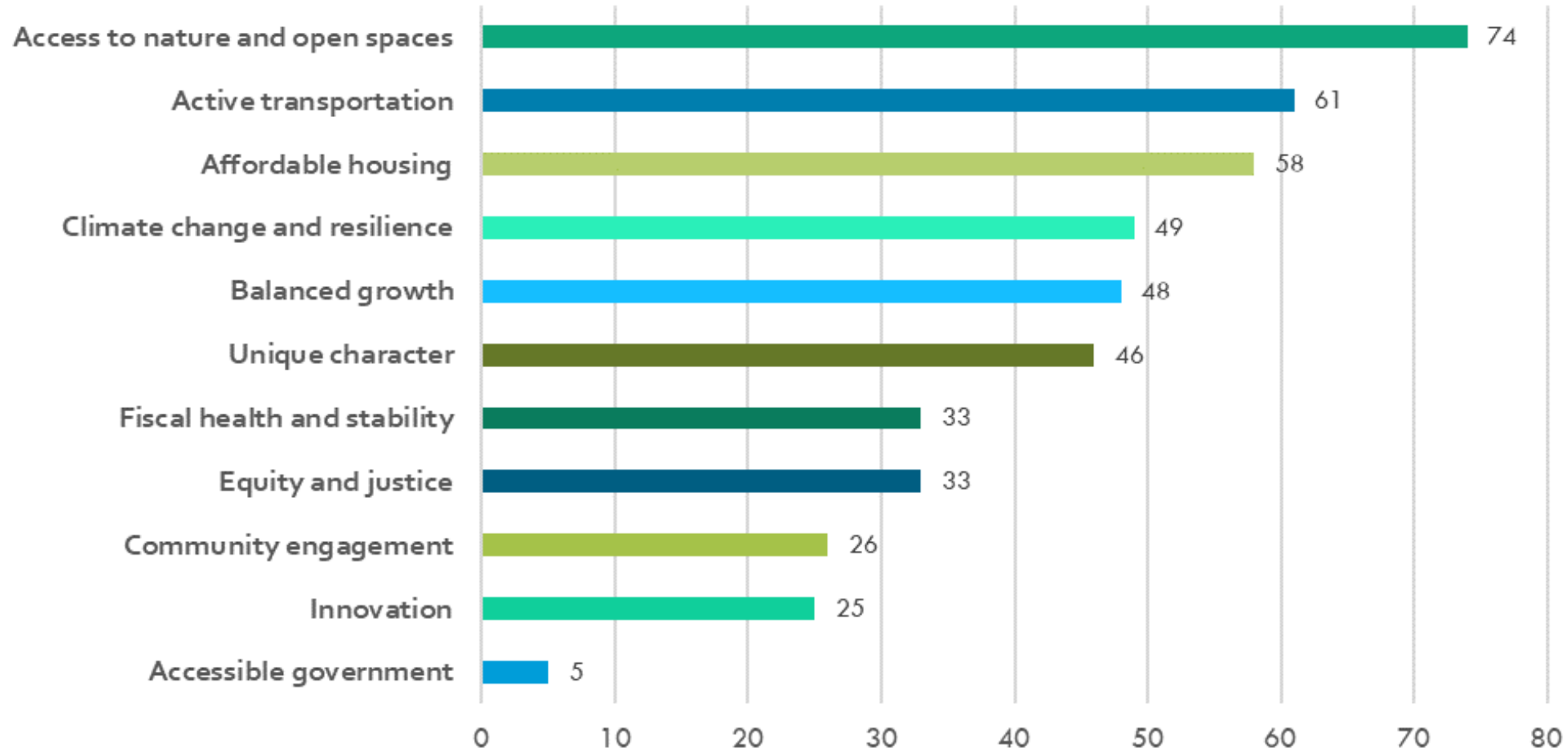


Pop Up Results: Demographics

- Less than half completed demographic profile
- Good geographic representation
- Majority long-term residents (similar to survey)
- Majority older (45+) (higher percentage than survey)
- Majority white (55%) then Hispanic/Latino (22%) (more diverse than survey)

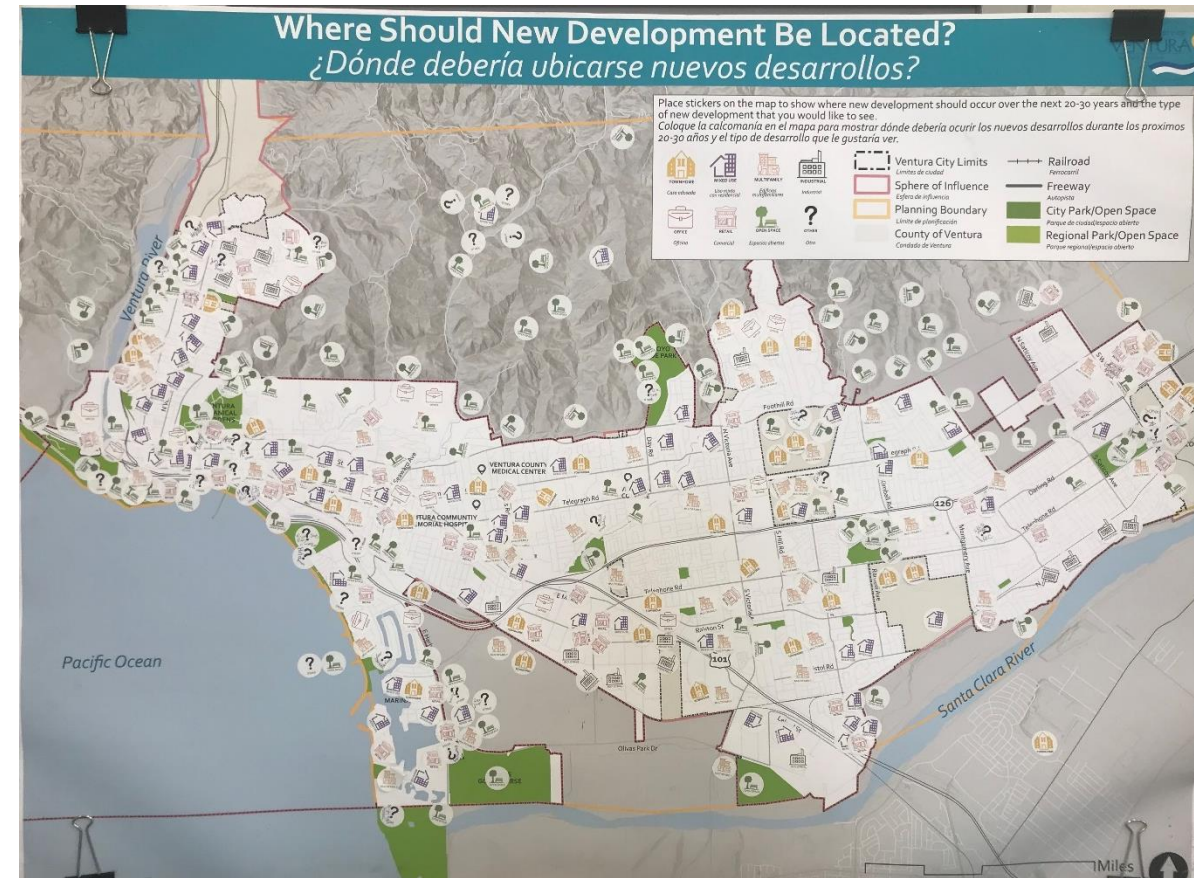


Community Values



Pop Up Results: Location of New Development

- Most points: Open Space (32%), Mixed Use (19%), Retail (15%), Multifamily (15%)
- Mixed use points focused on:
 - Westside
 - Downtown
 - Corridors (Main, Thompson)
 - Harbor
- Multifamily points focused on:
 - Westside
 - Midtown (Corridors)
 - Downtown

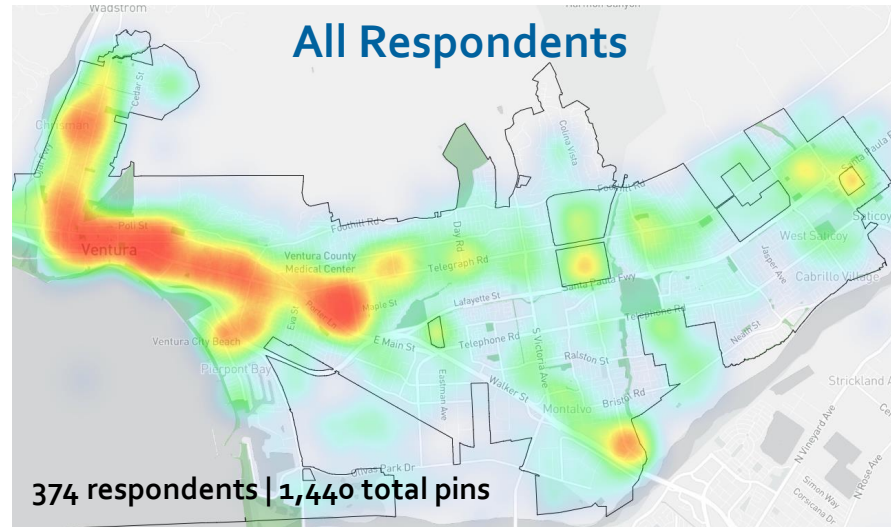
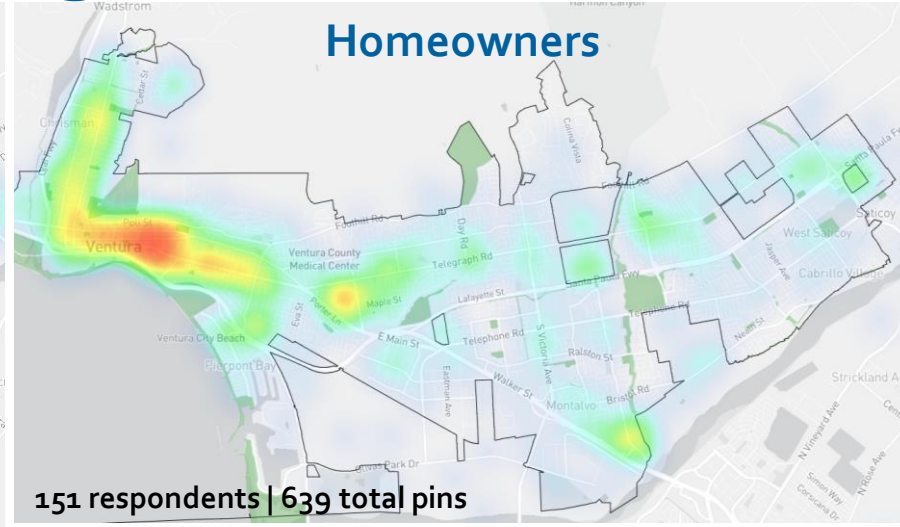
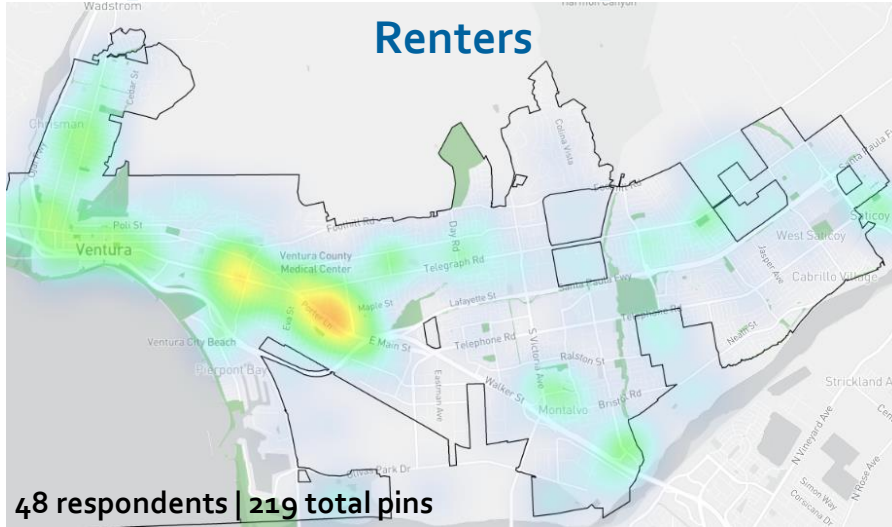


Additional Analysis of Survey Results

How to Interpret the Data

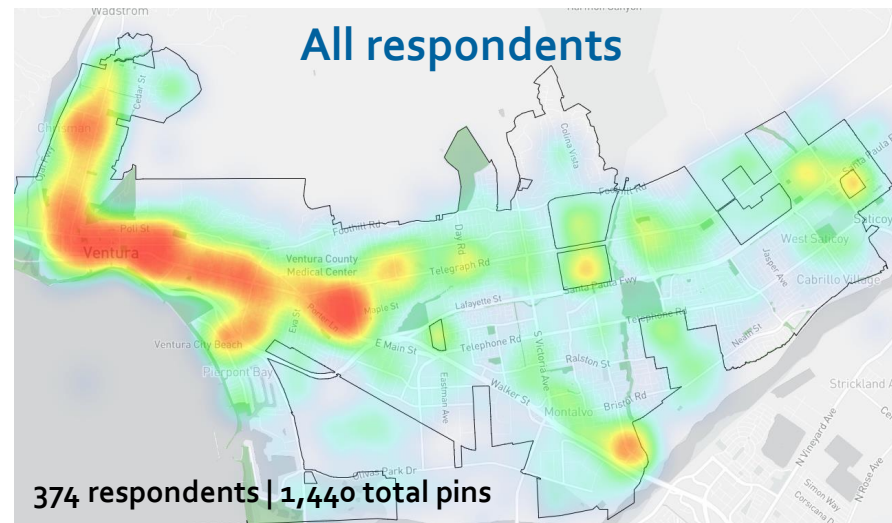
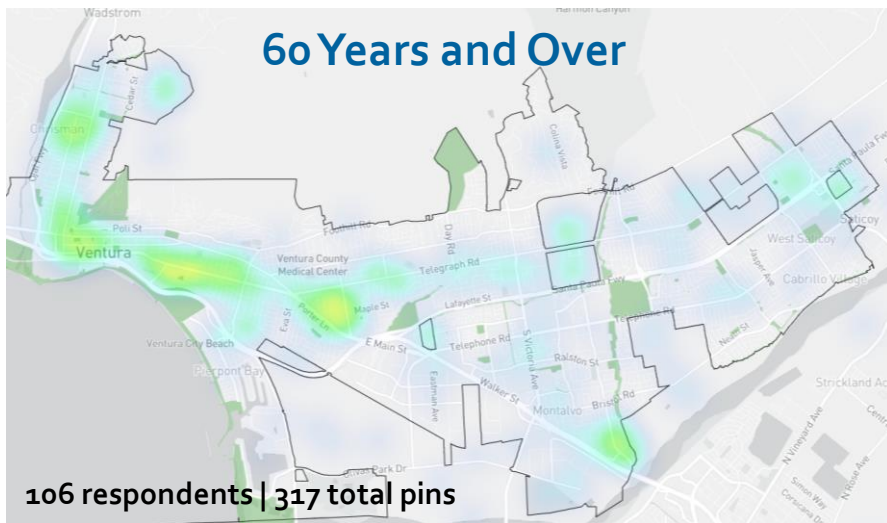
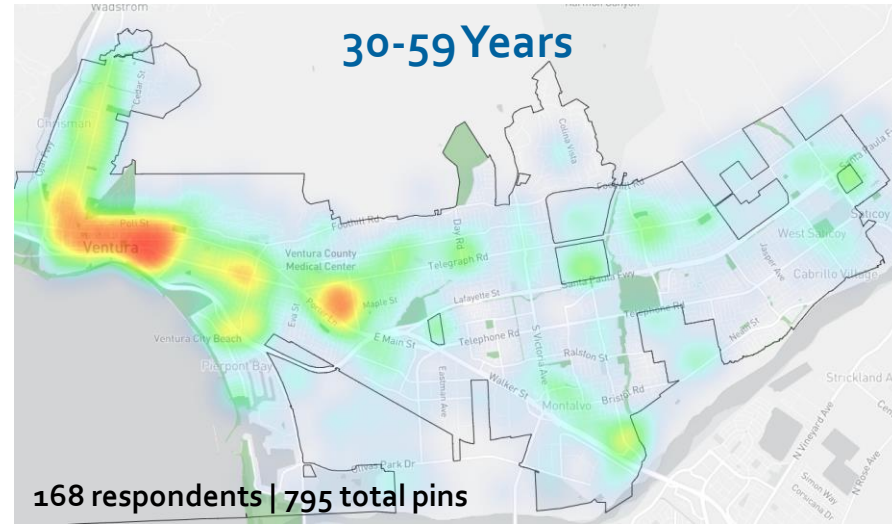
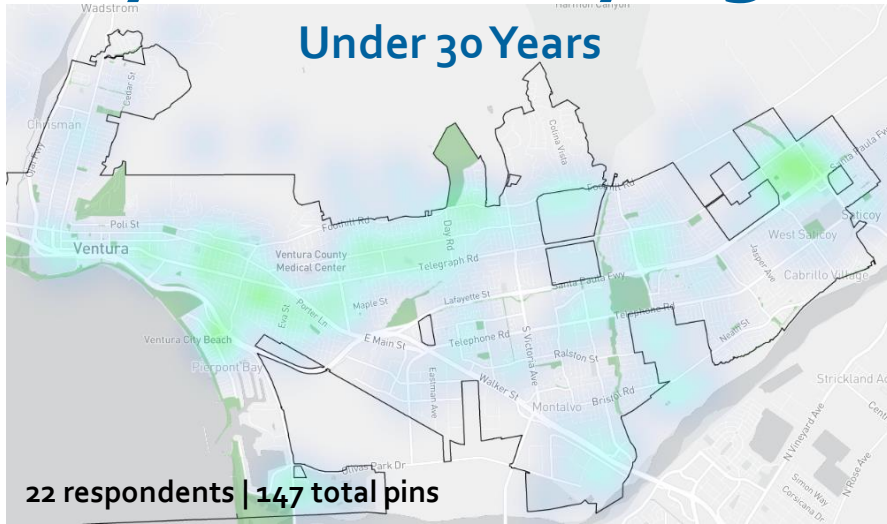
- Survey map responses have been filtered based on:
 - **Housing tenure** (renters, homeowners)
 - **Age** (under 30, 30-59, 60 and over)
 - **Race/ethnicity** (White, Hispanic/Latino, Non-White/Hispanic/Latino)
- Not all survey map respondents provided their demographic information; filtered maps only include responses from those that answered both the survey mapping question and the associated demographic question
- Survey map results are represented through **heat maps**:
 - Heat maps help visualize where there are "clusters" of data
 - Higher intensity of color corresponds to a higher concentration and quantity of responses
 - All maps use the same "heat" scale so fewer responses are associated with lighter colors
- To understand the results of different maps, examine the "patterns" of where pins were placed and not the intensity of color between maps

Multifamily: Results by Housing Tenure

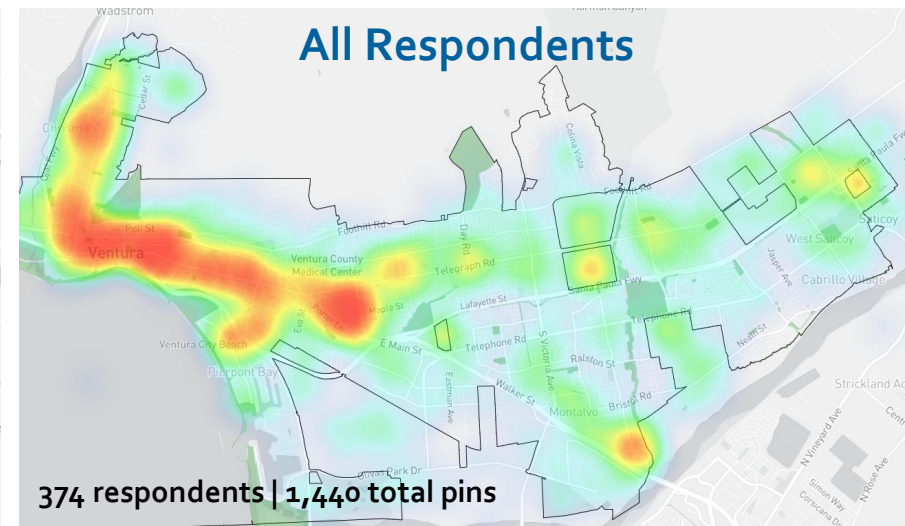
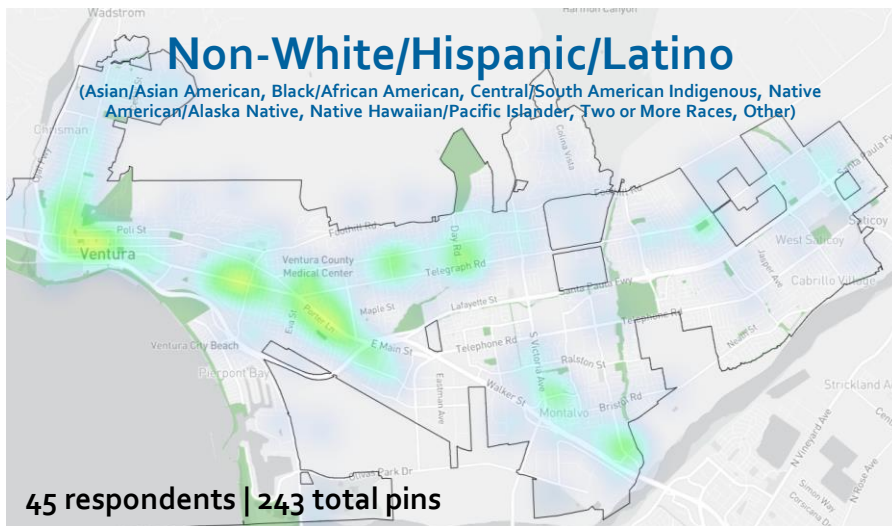
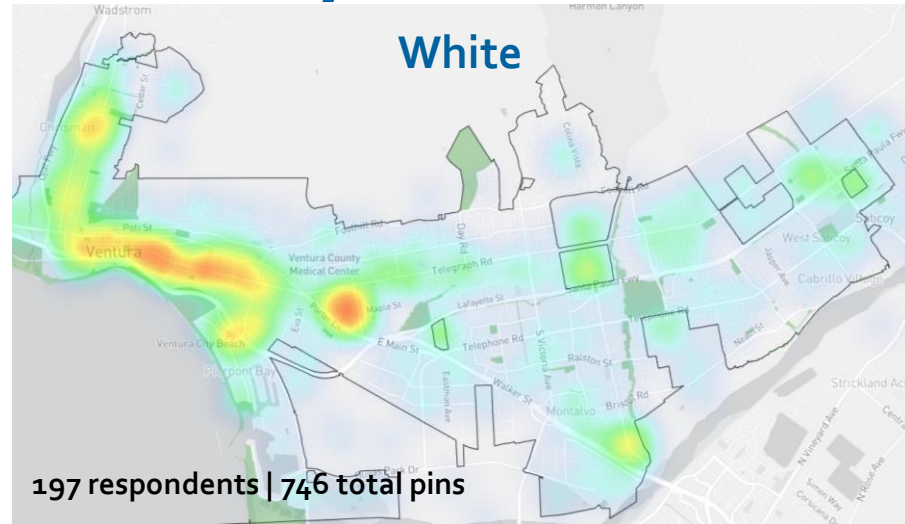
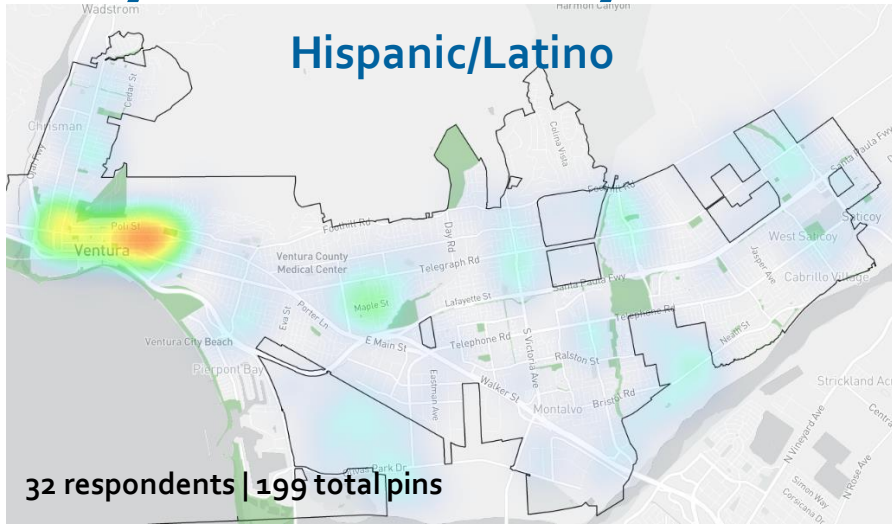


**Not included: respondents that answered "other" for housing tenure*

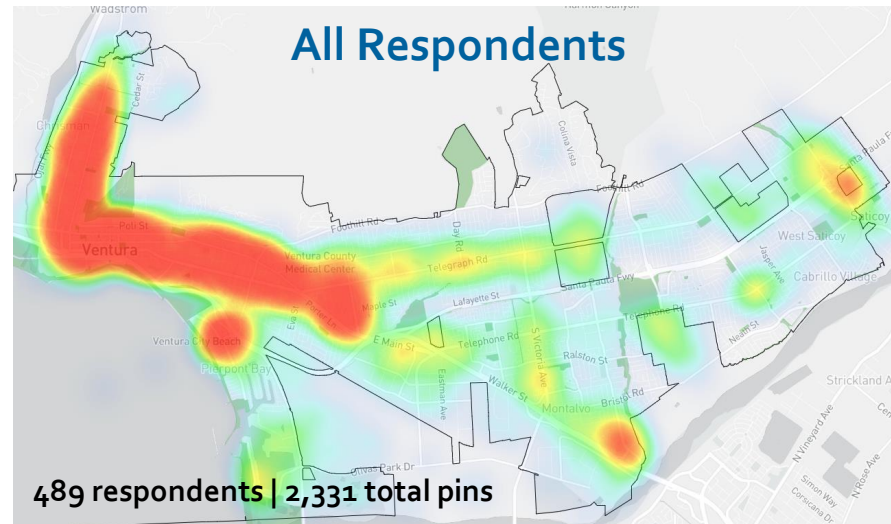
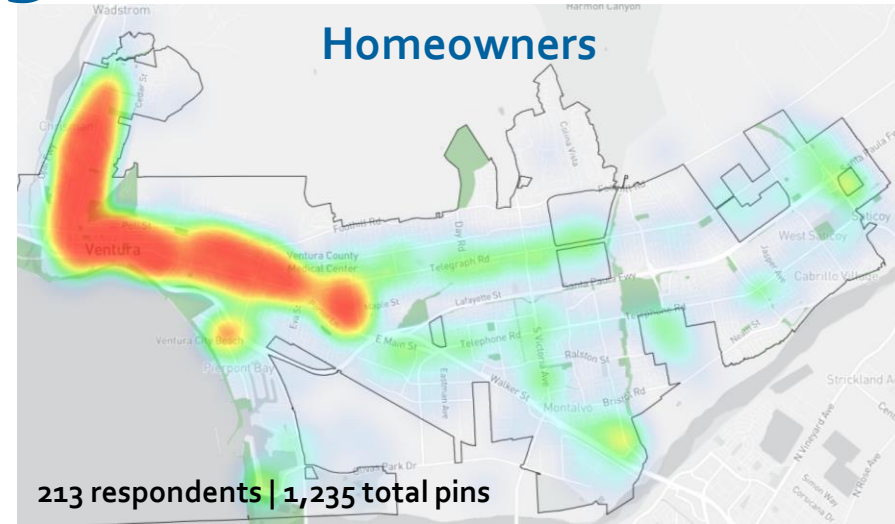
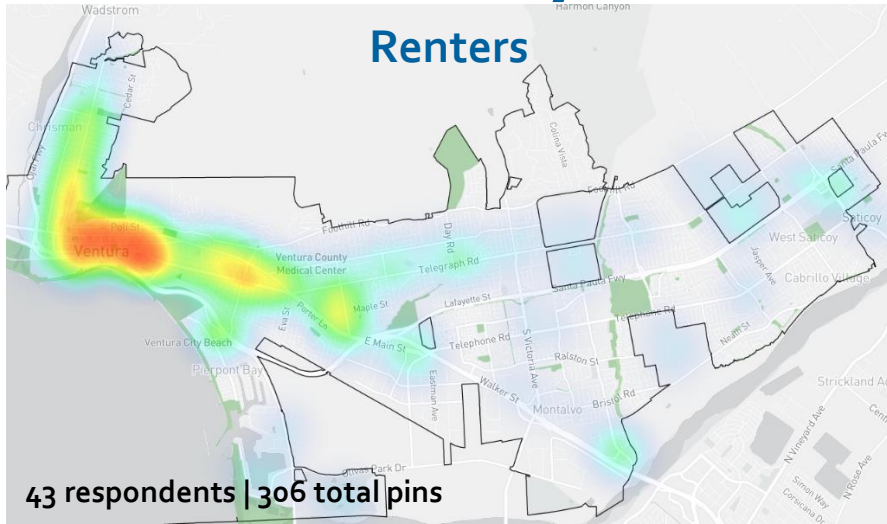
Multifamily: Results by Age



Multifamily: Results by Race/Ethnicity

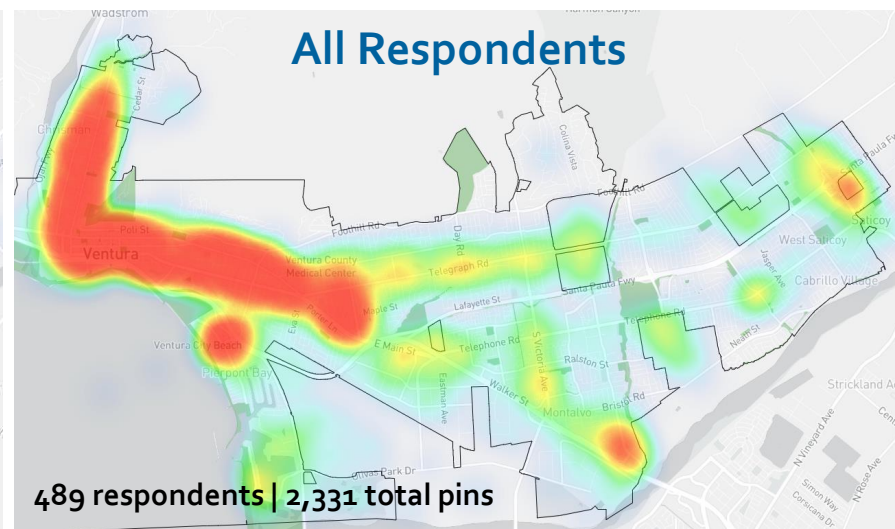
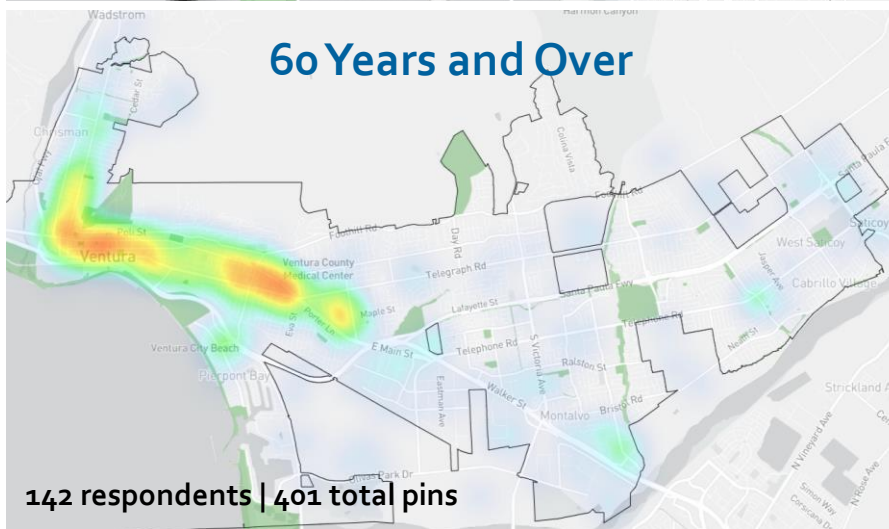
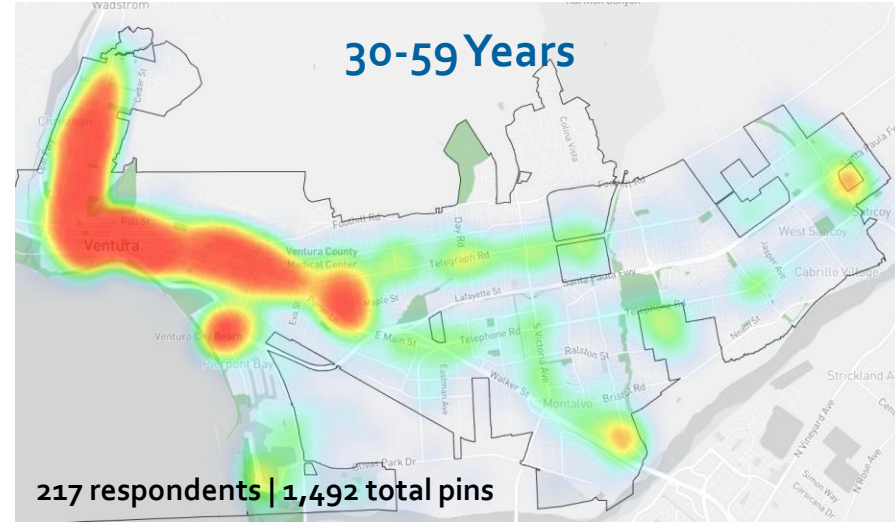
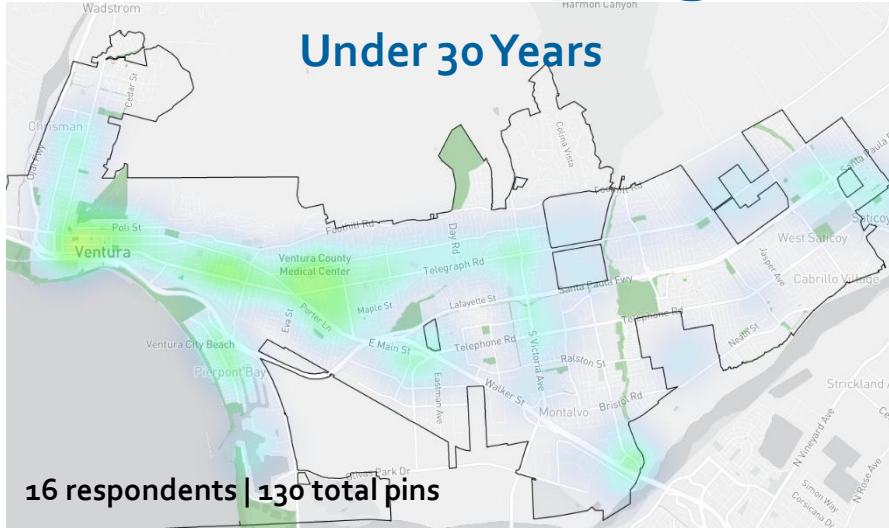


Mixed Use: Results by Housing Tenure

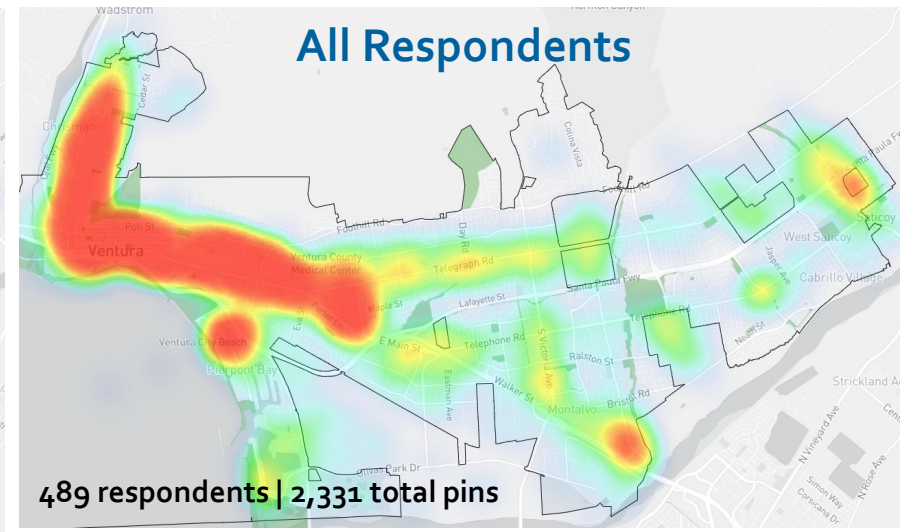
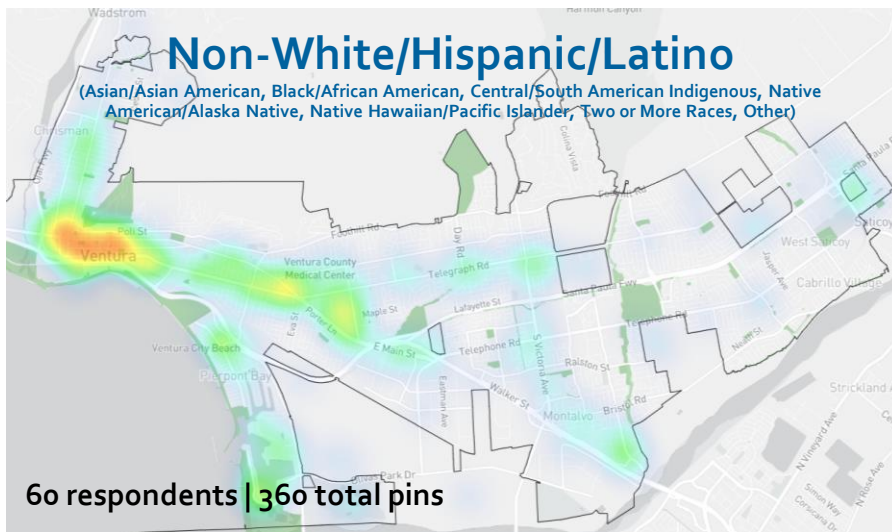
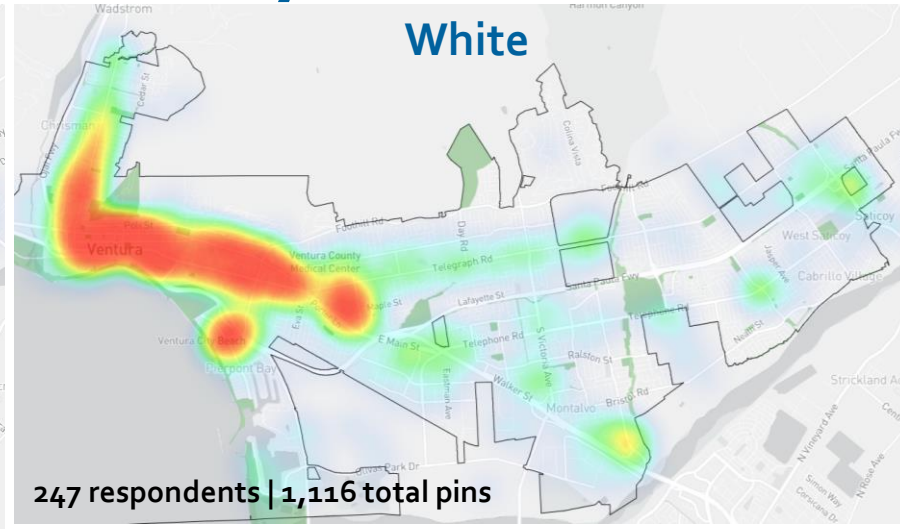
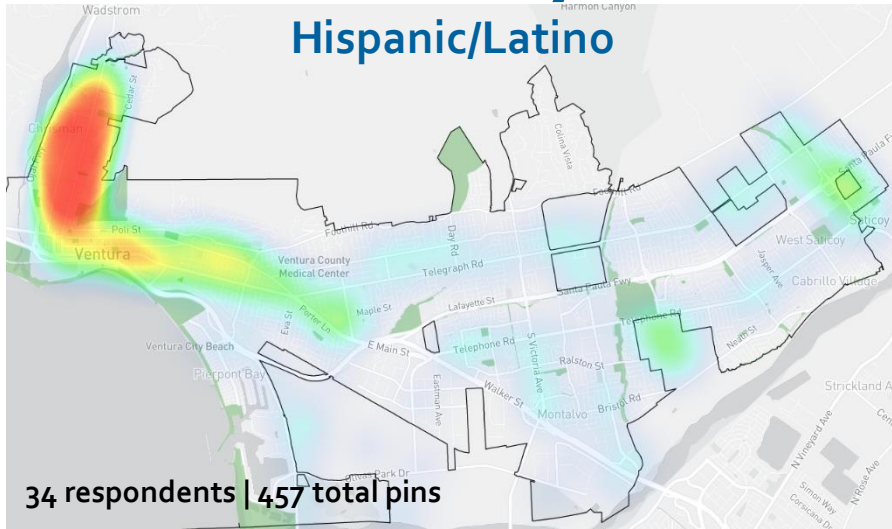


**Not included: respondents that answered "other" for housing tenure*

Mixed Use: Results by Age

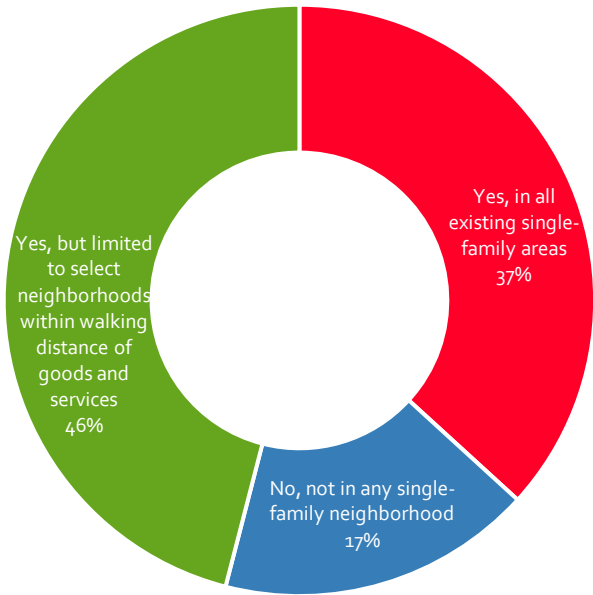


Mixed Use: Results by Race/Ethnicity



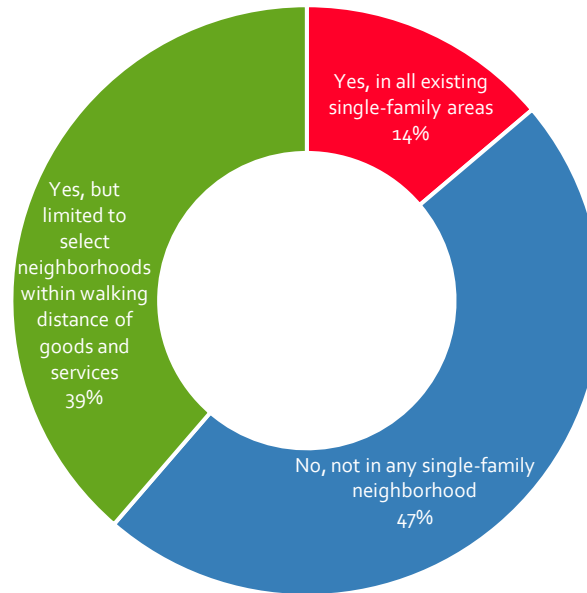
Allow 4-unit Buildings in SFR: Results by Housing Tenure

Renters



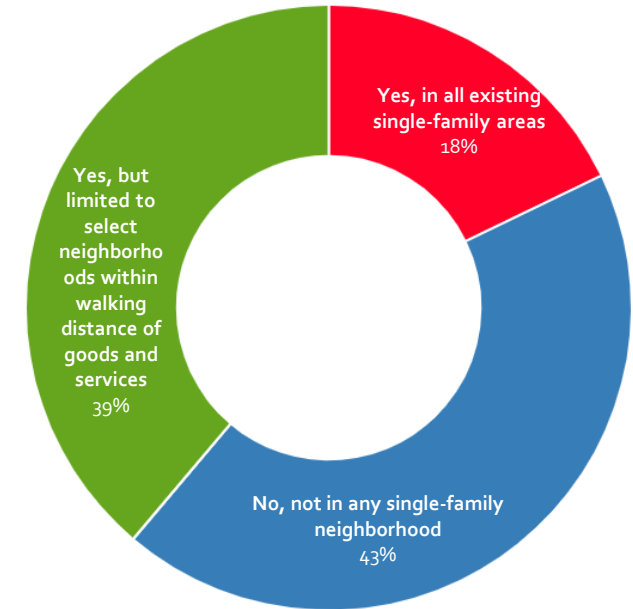
Total: 87

Homeowners



Total: 362

All

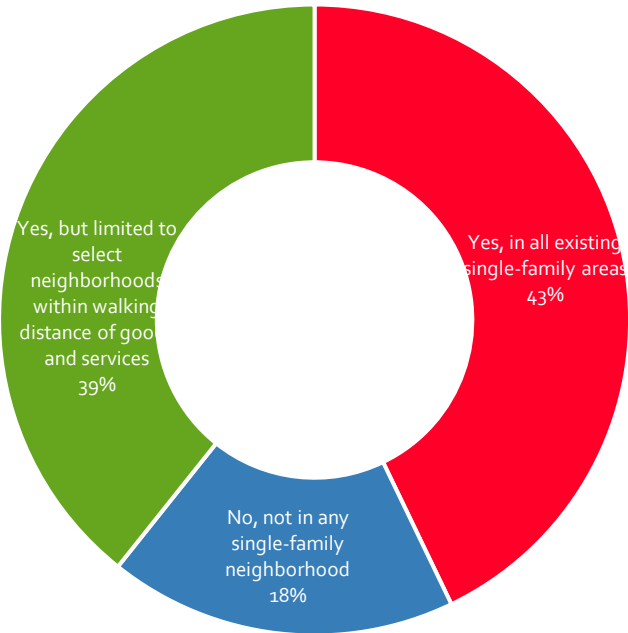


Total: 814

**Not included: respondents that answered "other" for housing tenure*

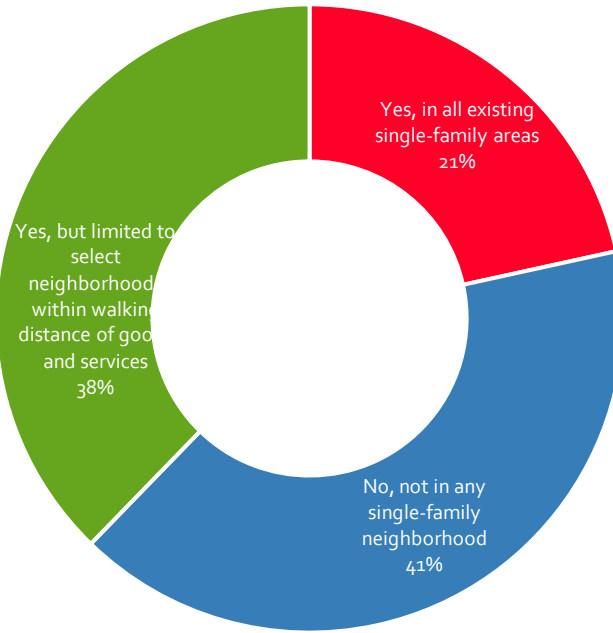
Allow 4-unit Buildings in SFR: Results by Age

Under 30 Years



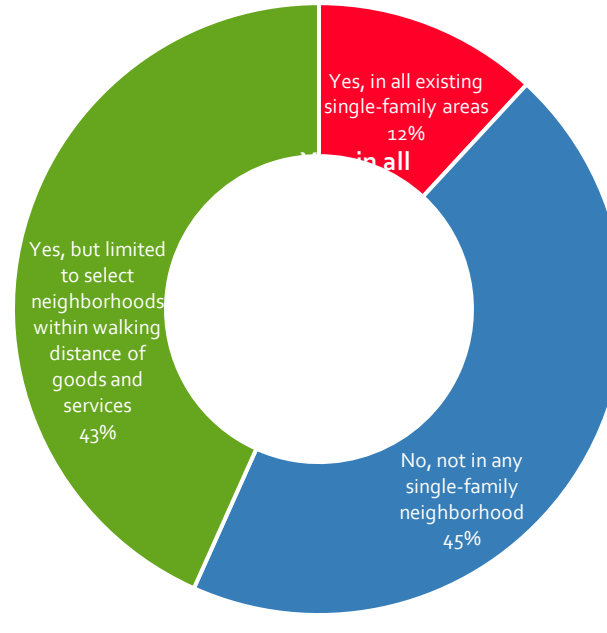
Total: 28

30-59 Years



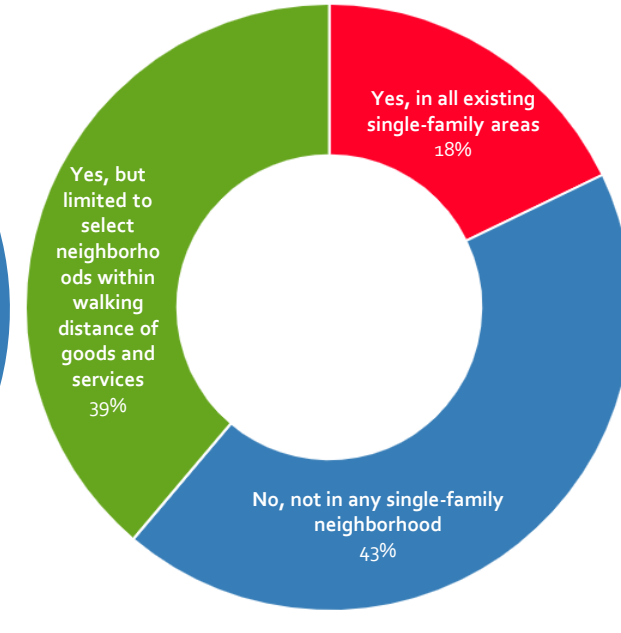
Total: 371

60 Years and Over



Total: 261

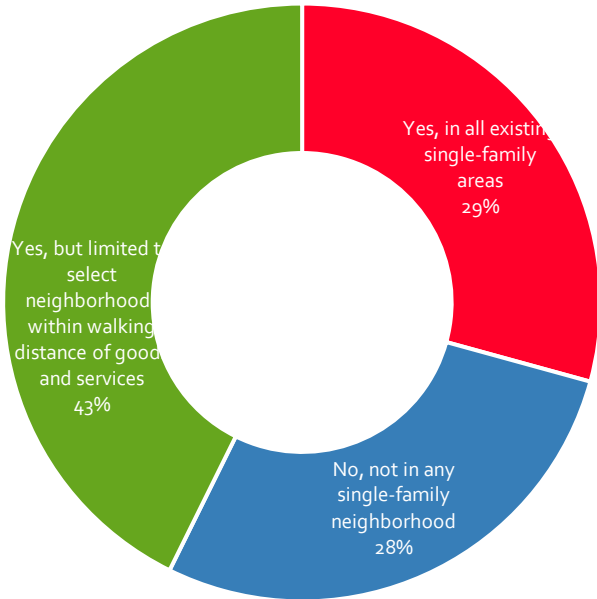
All



Total: 814

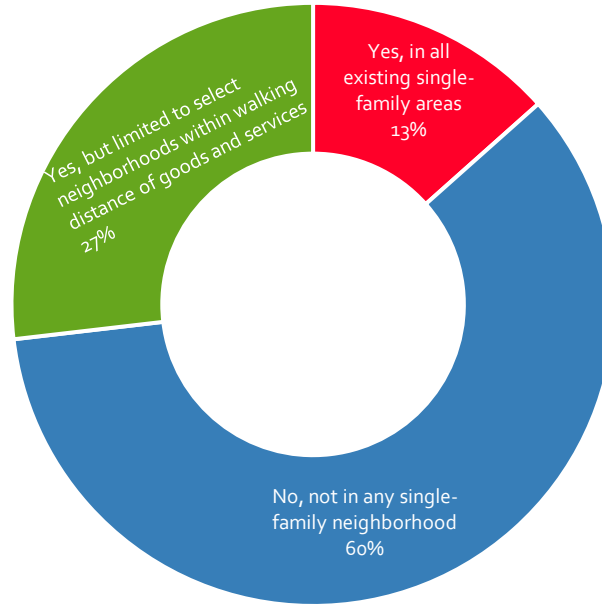
Allow 4-unit Buildings in SFR: Results by Race/Ethnicity

Hispanic/Latino



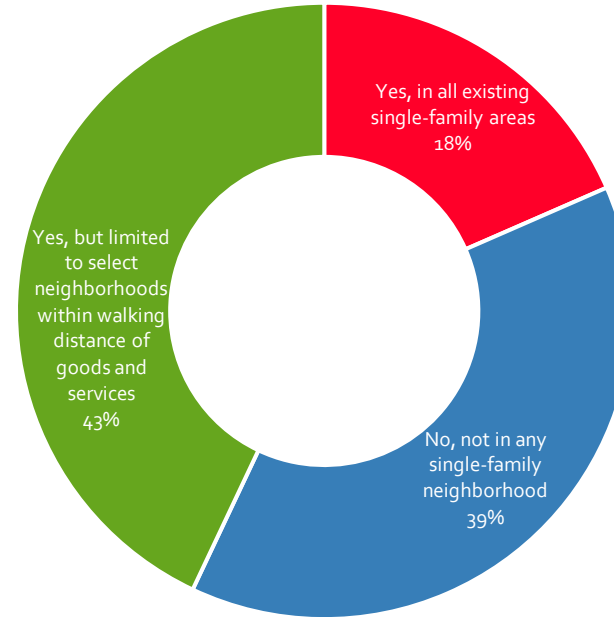
Total: 82

Non-White/Hispanic/Latino (Asian/Asian American, Black/African American, Central/South American Indigenous, Native American/Alaska Native, Native Hawaiian/Pacific Islander, Two or More Races, Other)



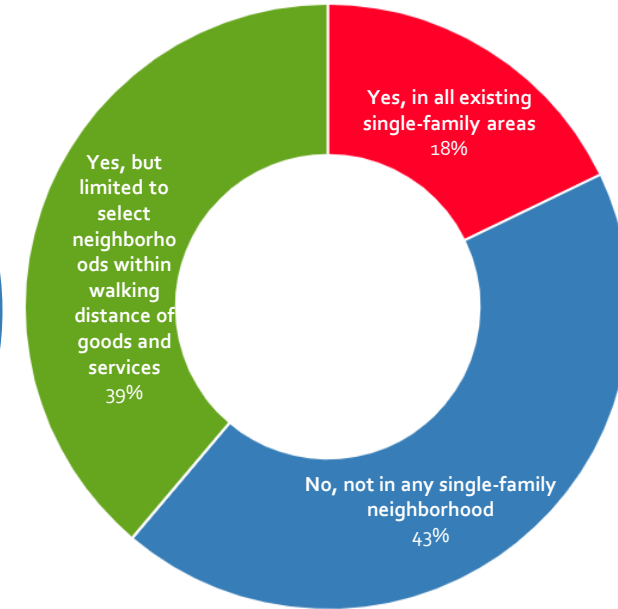
Total: 149

White



Total: 477

All



Total: 814

Questions?

“Areas of Discussion”

Path to Developing Land Use Alternatives

Data Points for Creating Map

Vision Survey

GPAC (July Meeting)

Meetings with Community Councils

Pop Up Workshops

Stakeholder Interviews

Existing General Plan and Other Planning Documents

GPAC Meeting in July

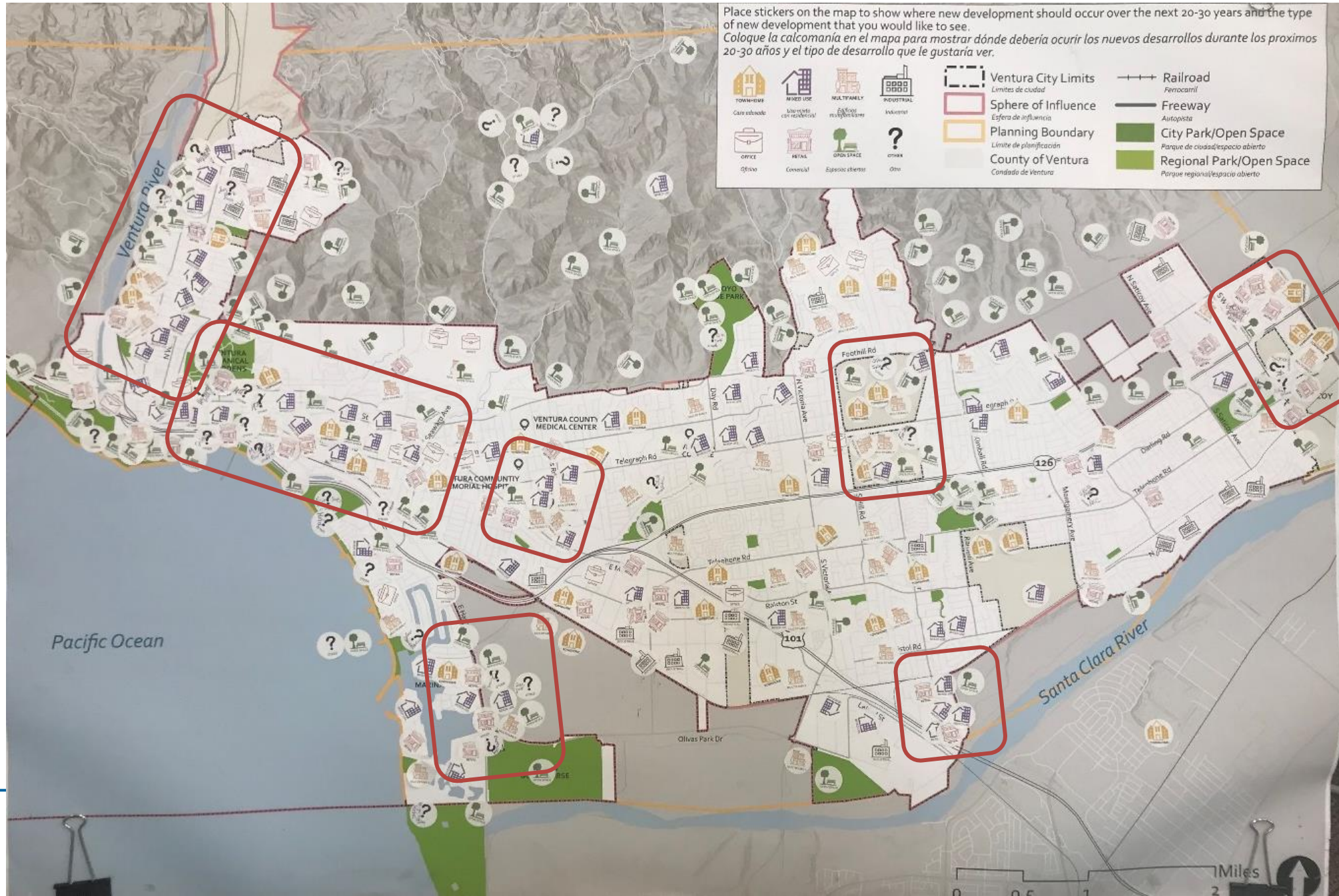
- Mixed Use and Multifamily

- Ventura Ave Corridor
- Olive Street
- Downtown
- Pacific View Mall
- Thompson and Main Corridors
- Near Ventura College (Telegraph)
- Along Telephone Ave
- Shopping centers and commercial areas near 101
- Industrial areas east of Seaward
- Johnson Drive Corridor (make it East Ventura's "town center")

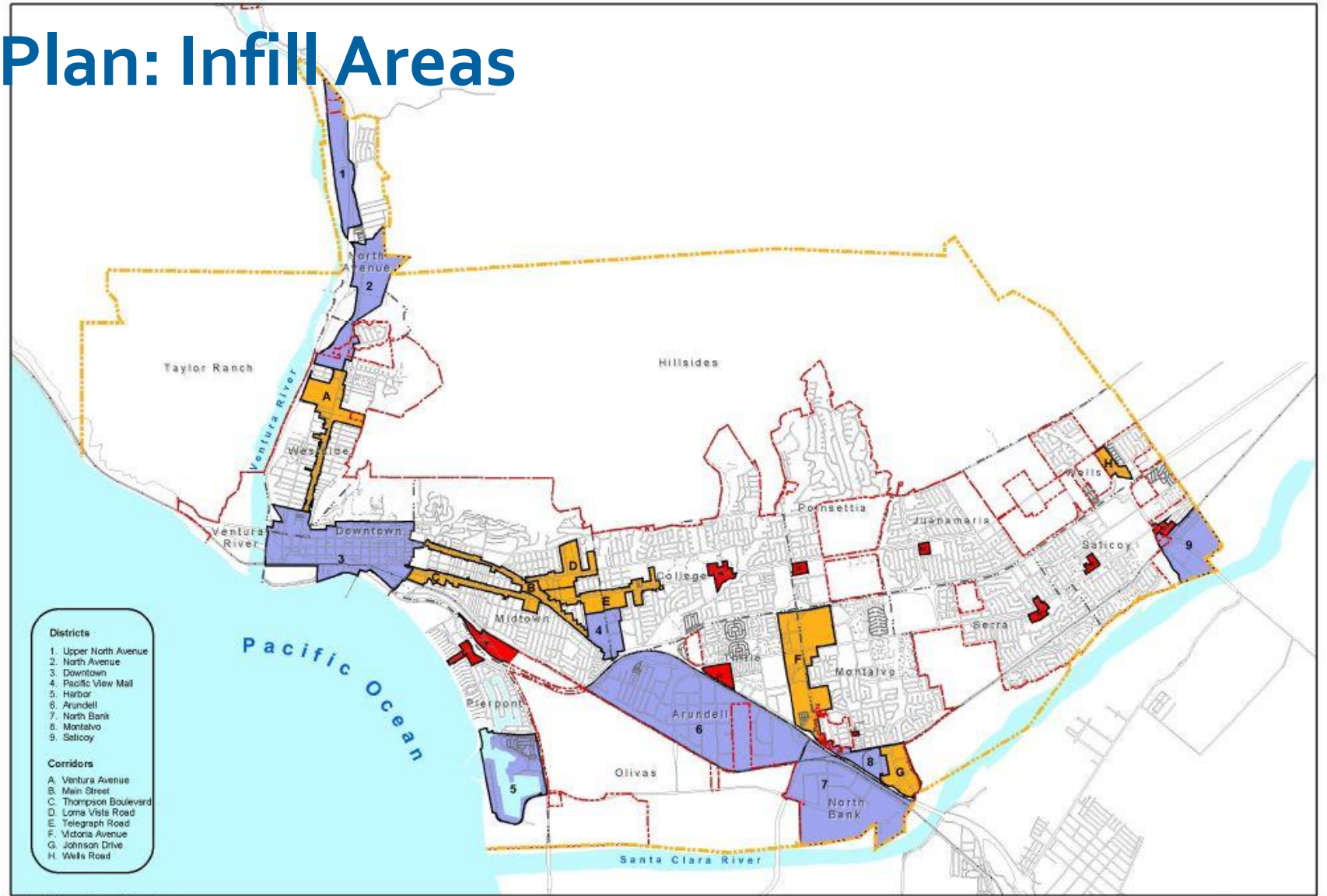
- Other

- "consider communities in SOAR areas"
- "redevelop County fairgrounds"
- "pursue dense development near the hospital)
- Retain employment in parts of Arundell/North Bank
- Build housing on public parcels and in church parking lots
- Provide more amenities in East Ventura
- Reimagine the golf course at Highway 126 and Wells

Pop Up Workshops



Existing General Plan: Infill Areas



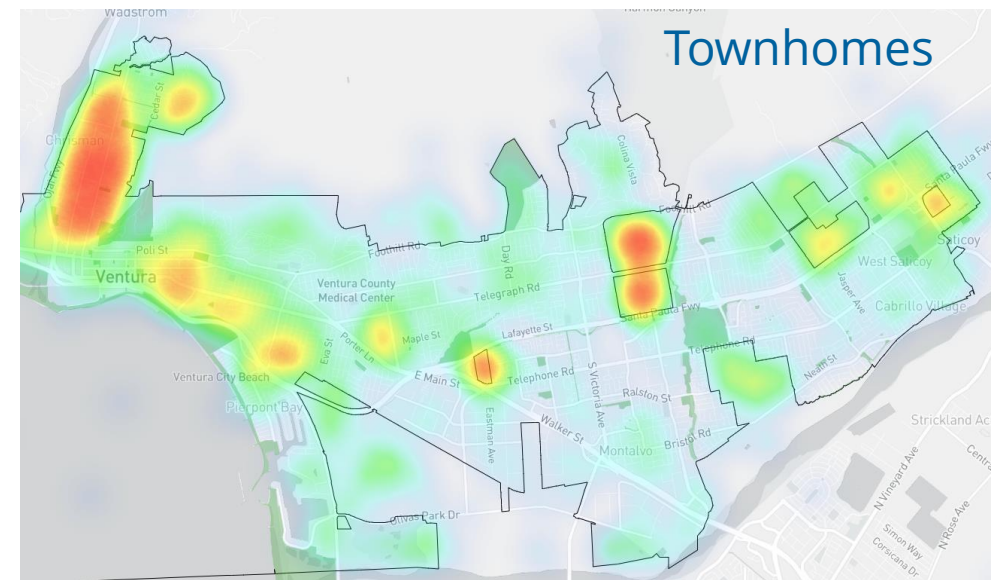
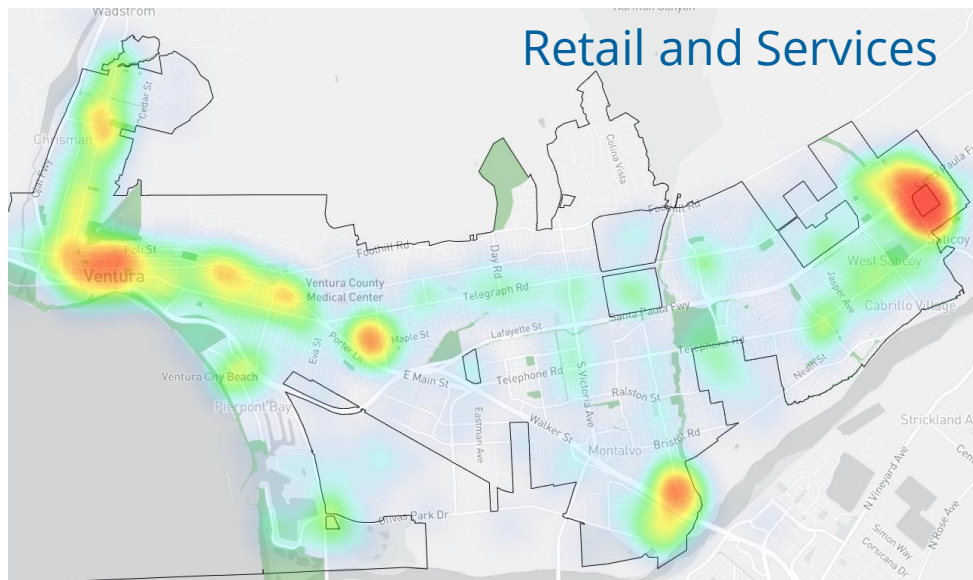
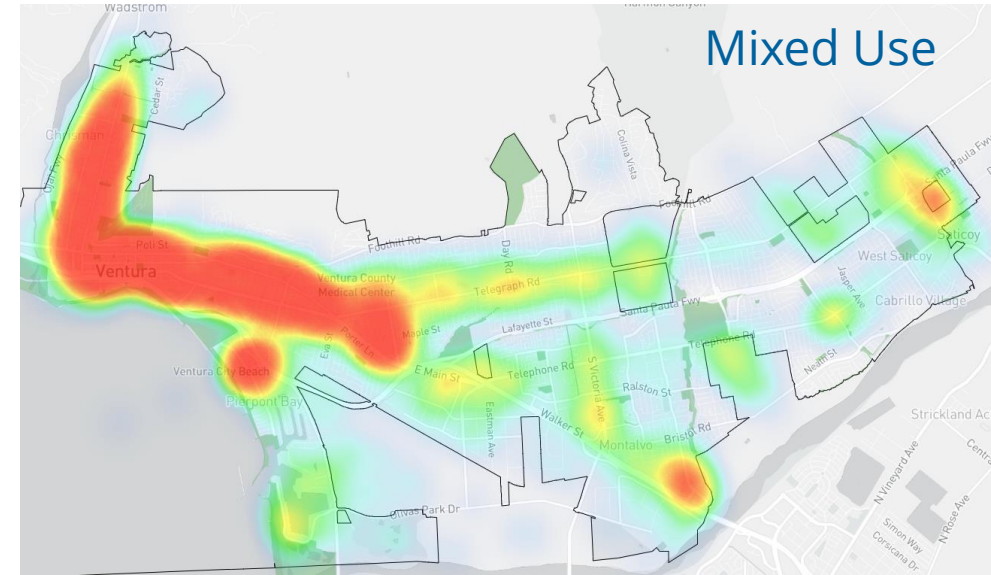
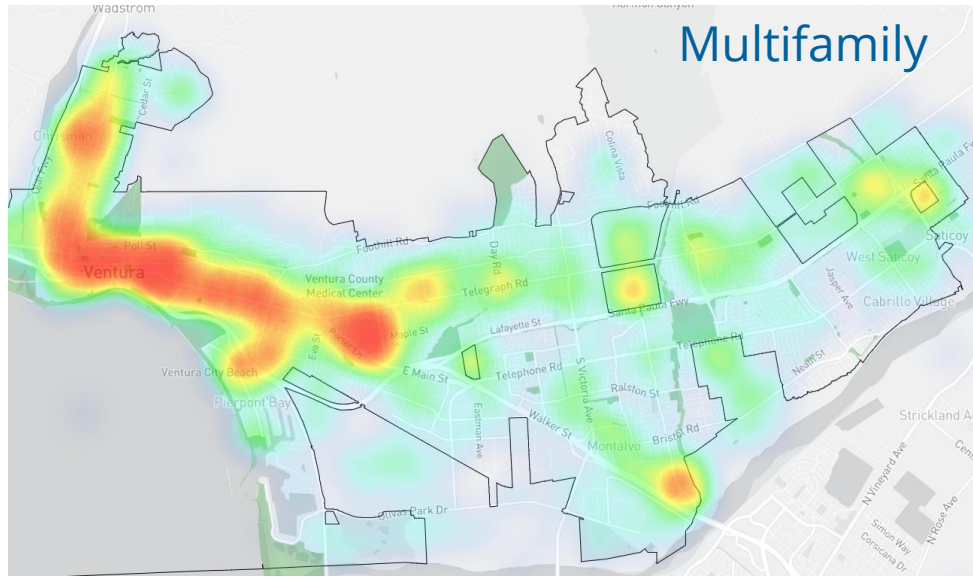
SOURCE: City of Ventura

Infill Sites

- Corridor
- Neighborhood Center (NC)
- District
- City Limits
- Planning Boundary
- Planning Neighborhoods

Figure 3-1
Infill Areas

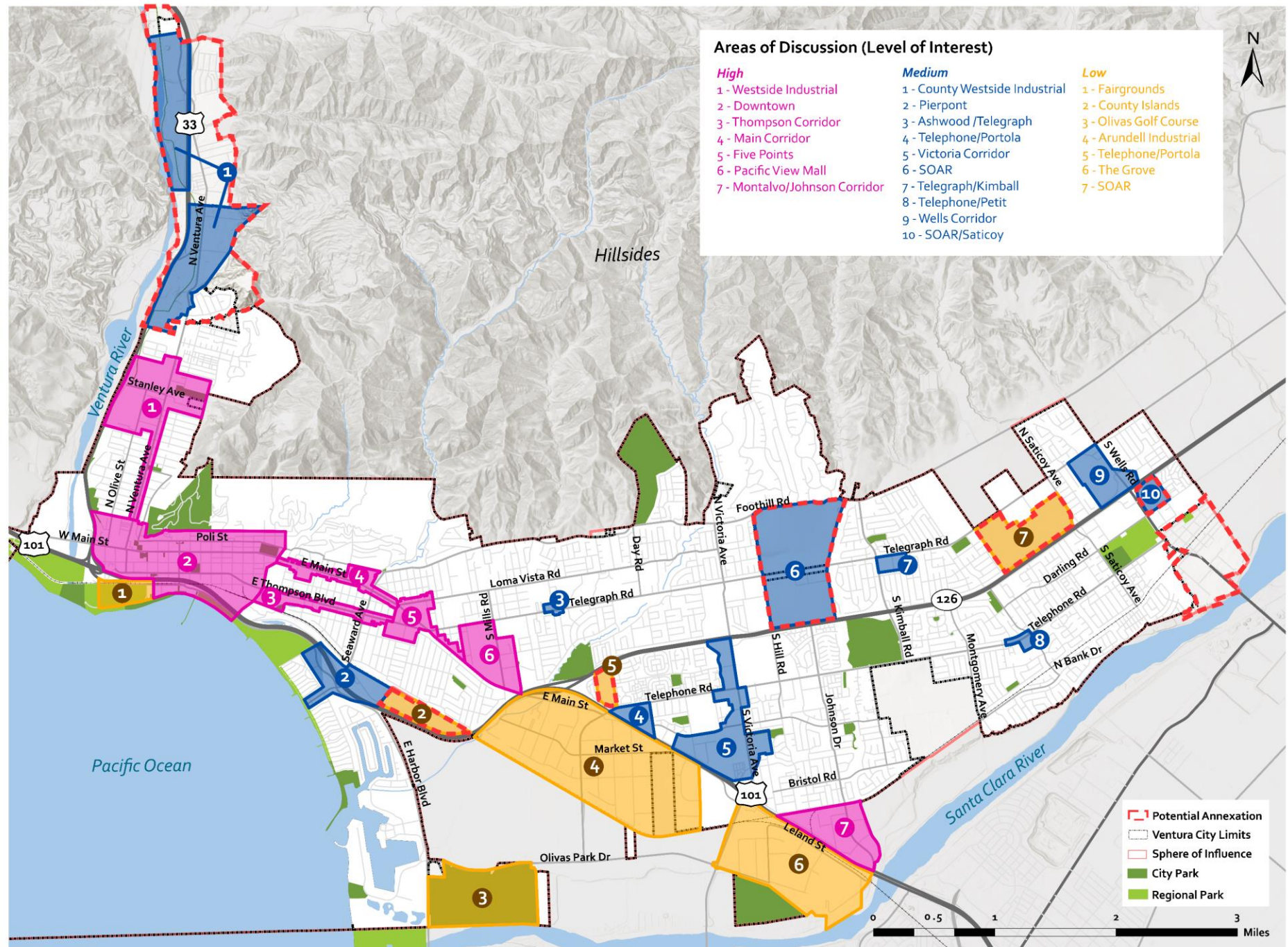
Vision Survey



What are “Areas of Discussion”?

- Purpose:
 - Identify in the process where new development can occur in the future
 - Important interim step to creating a preferred land use plan
 - Not all areas will have new development or changes in land use regulations
- Steps in the process
 1. Confirm locations where new development could occur (tonight)
 2. Compile info about each area
 - Existing uses, density, and intensity
 - Existing regulations including General Plan, Zoning, vision plans, or policies
 3. Work with the GPAC to identify potential “alternatives” for each area
 4. Evaluate alternatives
 5. Work with GPAC and the community to select a direction

Preliminary Areas of Discussion Map



Discussion Questions

1. Are the geographic locations in the map for potential development correct?
 - Should any areas be added to the map? If so, where and why?
 - Should any areas be removed from the map? If so, where and why?
2. Do you have any additional thoughts or comments about new uses or the amount of development in specific geographic areas?

GPAC will provide comments by broad geographic area

Public Comments





Next Steps

Close of Meeting Doug Halter (Vice-Chair)

November 30, 2021

