



# General Plan Update

PROJECT FACTSHEET

## WHAT IS A GENERAL PLAN?

A General Plan is a policy document that establishes guidelines to direct a community's long-term growth. It articulates a shared vision for the future and a set of goals, policies, and concrete actions that can be pursued to help achieve it. The General Plan will help the City plan for important issues such as new growth, housing needs, and environmental protection and sets the stage for Ventura's future social, physical, and economic development.

*The general plan is more than the legal underpinning for land use decisions; it is a vision about how a community will grow, reflecting community priorities and values while shaping the future.*

Office of Planning & Research  
General Plan Guidelines (2017)

## WHAT TOPICS WILL IT COVER?

State law requires that a General Plan address at least eight core topics formally known as "elements." The Ventura General Plan Update will address each required element in addition to other topics important to the community. Topics covered will include:

- Land Use\*
- Public Realm + Urban Design
- Housing\*
- Mobility + Transportation\*
- Economic Development
- Sustainability + Climate Change
- Open Space and Conservation\*
- Environmental Justice, Health, + Equity\*
- Noise\*
- Safety\*

## WHY IS THE CITY UPDATING ITS PLAN?

While there is no formal requirement from the State, a General Plan is intended to be a living document that is periodically updated to respond to new priorities and circumstances. Ventura's General Plan was last updated in 2005 and is therefore ripe for new changes. An up-to-date General Plan can produce many benefits for Ventura, such as:

- Preserving and enhancing quality of life;
- Guiding economic growth for long-term fiscal sustainability;
- Providing direction for housing decisions;
- Clarifying the decision-making processes of the City;
- Developing a shared vision for equitable and inclusive growth; and
- Promoting positive changes for our environment, health, and sustainability.

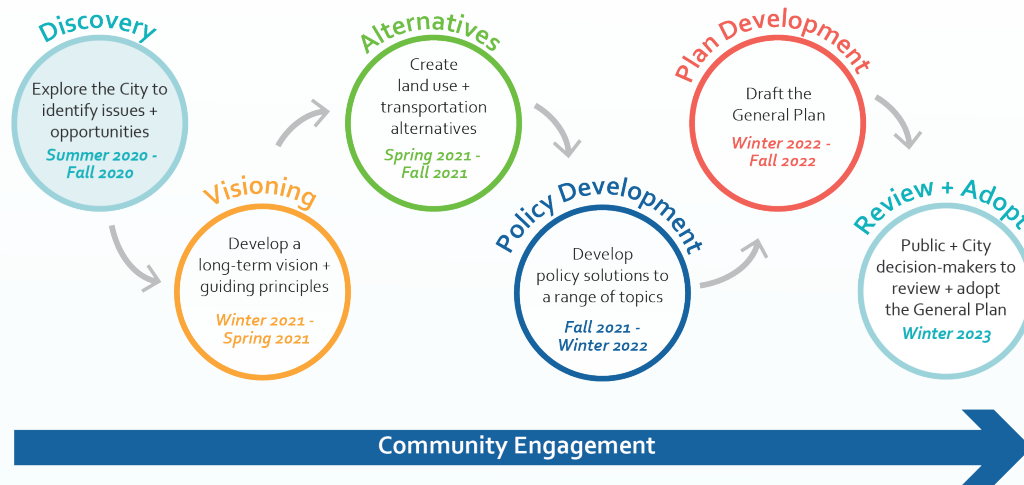
## WHAT ELSE IS PART OF THIS EFFORT?

In addition to the General Plan and its associated EIR, the City will also update its Zoning Code and Local Coastal Program (LCP) and prepare a new Climate Action Plan (CAP).

The **Zoning Code** will define the standards and regulations designed to implement the General Plan. The updated **LCP** will propose policies and programs that will help Ventura adapt to sea-level rise and reduce the hazards associated with coastal development. The **CAP** will include a new vision for climate action, establish quantitative goals and tracking metrics, and identify programs/actions that reduce greenhouse gas emissions and increase resilience.

## WHAT ARE THE STEPS IN THE UPDATE PROCESS?

This initiative is comprehensive, requiring completion over multiple years. The City is committed to fostering public ownership of the General Plan Update and has designed a program to bring the community together as collaborators through broad involvement—especially of those who are too often left out of the planning process. The update process kicked off in Summer-Fall 2020 and is anticipated to conclude in Winter 2023.



## COMMUNITY ENGAGEMENT: GET INVOLVED!

The City of Ventura is committed to ensuring that the General Plan reflects the community's vision, priorities, and objectives. The project presents a unique and important opportunity for community members to participate and share their ideas to guide the City's future. As such, engaging a diverse cross section of the community throughout the project will be critical to success. There will be many opportunities for community members to participate in the General Plan Update process. These activities include:

- 1 Meetings with Community Groups
- 2 Online Surveys
- 3 Community Workshops
- 4 Community Pop-up Events
- 5 A General Plan Advisory Committee
- 6 Planning Commission Study Sessions
- 7 City Council Study Sessions
- 8 An Interactive Project Website

## HOW DO I FIND OUT MORE AND STAY INFORMED?

To learn more about the Ventura General Plan Update, visit:  
[planventura.com](http://planventura.com)

To share questions or comments, please contact Dara Sanders  
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