

# Community Workshop #2 Summary

Tuesday, Aug. 30 & Thursday, Sep. 1, 2022



## Introduction and Overview

The City of Ventura is in the process of updating its General Plan, a long-term vision and policy document that will address future improvements on just about everything in the city, including housing, health, climate change, economic development, public safety, parks and open spaces, and more. In this current phase of the General Plan Update process, the General Plan Team is working to develop a preferred land use direction that will guide growth and development until 2050. Part of this phase includes developing land use alternatives that explore different ways for the city to physically evolve over time and achieve desired outcomes identified by the community in the [General Plan Vision](#).

At this key juncture in the planning process, the City of Ventura hosted two community workshops to introduce the land use alternatives to the public. The first workshop was held in-person at the Museum of Ventura County on August 30, 2022. The second was held virtually over Zoom on September 1, 2022. The primary objectives of these workshops were to:

- Provide an overview of the land use alternatives, including the process of developing the alternatives
- Provide a variety of opportunities for the public to ask questions and provide feedback on the land use alternatives

Both workshops featured a presentation that provided an overview of the alternatives and live Spanish interpretation, although the agendas were slightly different to accommodate the different workshop formats. Excluding City staff and the Consultant Team, approximately 250 attendees participated in the two workshops. This document summarizes the content presented and themes discussed at both workshops.

## Workshop Structure

### In-Person Workshop (August 30, 2022)

Doors opened thirty minutes before the start of the workshop to allow time for participants to sign in. During this time, attendees filled out a demographics board that asked questions about their racial/ethnic identity, age, and more. The workshop kicked off with introductory remarks from Peter Gilli, Community Development Director at the City of Ventura. Matt Raimi, lead consultant of the General Plan Team, then gave a presentation covering progress made to date on the General Plan Update, proposed new land use designations, and an overview of the land use alternatives. Following the presentation, the Consultant Team held a brief Q&A session, facilitated by Susan Harden. The rest of the meeting was organized as an open house, where participants could freely move around to different stations set up around the room, review maps and descriptions of the land use alternatives in more detail, ask City staff and members of the Consultant Team questions, and provide feedback using stickers and post-it notes on boards. There was a total of thirteen stations set up around the room: two stations for the citywide land use alternatives and eleven stations for different subareas of the city. The meeting concluded with a public comment period and an overview of upcoming engagement activities in the fall.

### Virtual Workshop (September 1, 2022)

The workshop kicked off with introductory remarks from Heather Sumagaysay, Public Information Office at the City of Ventura. Following this introduction, participants were asked to take a Zoom poll

which contained demographic questions similar to those asked at the in-person workshop. Matt Raimi then gave a presentation covering the same content as the in-person workshop; however, responding to feedback from the in-person workshop, the Consultant Team shortened and simplified the presentation to allow more time for questions and comments from the public. At various points throughout the presentation, Matt opened the floor for questions. After the presentation, the rest of the meeting was structured as a Q&A session, facilitated by Susan Harden, the Consultant Team's facilitator. The meeting concluded with a public comment period and an overview of upcoming engagement activities in the fall.

## Demographic Characteristics of Workshop Participants

Participants were asked demographic questions at both workshops (note that this was voluntary and not all participants responded). These questions are intended to help City staff and the Consultant Team ascertain whether attendees generally matched the profile of Ventura and/or whether any groups were over- or under-represented. The following is a summary of the combined demographic characteristics of both meetings:

- Almost all participants (96%) are residents of the City of Ventura.
- Many participants are long-time residents. Of all the residents who responded, more than two thirds (69%) have lived in Ventura for 21 years or more and 48% have lived in Ventura for over 30 years.
- Generally, the response rate by neighborhood was proportional to residential population size. Residents of large neighborhoods like East Ventura (15%), College Area (14%), Midtown (18%), Downtown (16%), and the Westside (13%) participated most frequently, whereas smaller neighborhoods like Montalvo (7%) and Pierpont (8%) were less represented.
- People aged 65 and above comprised 43% of all participants at the in-person workshop, while people aged 60 and above comprised 62% of all participants at the virtual workshop (compared to a citywide average of 24%).<sup>1</sup>
- Non-Hispanic White participants were overrepresented at the workshop, making up nearly three quarters (73%) of all workshop attendees (compared to the citywide average of 56%).<sup>2</sup>

At the virtual workshop, participants were also asked about their familiarity with the General Plan Update process.

- Almost half of all participants (49%) of participants were at least somewhat familiar with the City's existing 2005 General Plan.
- 12% of participants had also attended the in-person community workshop.
- Half of all participants had not attended a General Plan event previously.

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<sup>1</sup> U.S. Census Bureau, American Community Survey 2015-19

<sup>2</sup> Ibid.

# Results

## Open House Boards

During the open house portion of the workshop, participants were invited to review information about the alternatives presented on poster boards. There was a total of thirteen stations set up around the room: two stations for the citywide land use alternatives and eleven stations for different subareas of the city. Each station included a board describing the differences between the alternatives and a feedback board. The feedback board asked participants to identify their preferred alternative and provide any additional comments on the alternatives. Overall, very few people “voted” for a preferred direction. Most participants only provided broad feedback on the area and asked questions. The specific comments from the open house boards at the in-person workshop are transcribed below, organized by station. The results of the voting can be found in a table at the end of this section. Photos of all the boards are attached in the appendix.

### Citywide Comments

- We have no water. Stop building.
- More housing in Downtown to Midtown, which are walkable and served by transit, is ideal for higher density
- Create transit corridors with mixed use on Telephone, Telegraph, East, Kimball. Keep SOAR.
- Restrict commercial ownership of residential housing. Get Wall Street out of homeownership.
- If we can meet existing 6<sup>th</sup> cycle RHNA numbers without 5 and 6-story buildings, the Base Alternative would be a great alternative. 5-6 story buildings conflict with the Vision Statement.
- Stop all new development to save our planet.
- Keep LA 100 miles away. Keep Ventura small.
- Keep 6-story buildings out of the city.

### Subarea Comments

#### *Downtown*

- 5 and 6 story buildings are not complimentary to our Downtown. Tall residential developments should go where land is less expensive to help with housing costs.
- No development on Downtown Main Street.
- Create a multimodal transit center at Sanjon Public Works Yard between Midtown and Downtown.
- Leave Downtown alone. We don't need nor want any more luxury apartments ruining Ventura.
- Thousands of hours were spent hashing out the Downtown Specific Plan (DTSP) to ensure proper proportions and flow. Leave it alone. No changes to the much-labored DTSP.
- Follow the DTSP. Keep the DTSP.
- Increase parking. Protect the current Specific Plan.
- There is no real affordable housing. Luxury apartments or condos will not fix the housing.
- More parks and green space in Downtown.
- Community areas and places for programming in Downtown.
- This walkable area which is well served by transit is ideal for greater density.

- Require developers to add proper amount of parking. No exceptions.
- Better tree density in Downtown.
- Less cars. More walking and bikes.
- Address parking needs but allow for shared bikes and scooters.
- Activating the beachfront with 6 stories is ridiculous. This would kill the small beach town feel.

### *Westside*

- Keep Art City. I am concerned about "Art City" being sold and Ventura losing the iconic creative and cultural sculpture area. It is my understanding that this industrial area is going to become residential? What is the process to oppose this kind of area change? What is the process to save meaningful spaces such as Art City?
- People on the Westside want single-story homes with yards for their kids and pets and affordable housing for local. Please stop pushing local families out.
- Expand transit and commercial corridors to east end.
- This area is well-served by transit and is walkable. Housing should be a priority.
- Keep density low on Ventura Avenue. Convert some heavy industrial to light industrial. Keep buildings 3-stories or less. Neighborhood-Low Medium address traffic access and evacuation.
- Stanley Avenue should have housing at the Ventura Unified School District (VUSD) and a neighborhood center at Stanley/Ventura intersection
- I like distributed but commercial along Olive doesn't make sense, should be mixed use instead.
- How will you support all the development proposed along the Avenue to have balance and services and transportation flow and culture? The Westside Vision of the Westside Community Council provides a vision of what can work for the Westside. Please respect what so many on the Westside have invested a lot of thought and effort into.

### *Midtown Corridors*

- Convert the old Community Memorial Hospital (CMH) to senior housing.
- Buildings should not be more than 2 stories.
- Very concerned about prices and units available to lower and middle class.
- Appreciate increasing stories from North to South (like steps/stairs).
- Thompson could be a great business corridor. Remove motels. Make sure vehicle speeds on Thompson are reduced.

### *Five Points/Pacific View Mall*

- Keep 6 story buildings out.
- Consider public open space at City-owned parking lots.
- Great locations for more housing given the transit hub.
- I like the idea of health care related jobs/industrial in this area.

### *Pierpont*

- Don't touch the SOAR area.
- Where are we going to grow food?
- The agricultural land along US-101 is part of our identity of a coastal agricultural town.

- The expansion and distributed options would kill the lemon grove agricultural area and change the whole feel of the city. The core option allows too much at the lemon plant. Scale back.
- 51 feet should be the max elevation for structures west of the bluff.

#### *College/Telegraph*

- Do not build more than 2-story nodes.
- Love the idea of making this area more of a “college town” type feel. High density/affordable housing for students.

#### *Arundell/North Bank*

- Keep McGrath as farmland.
- Allow permanent supportive housing around the shelter or relocate the shelter.
- Add enough mixed use with restaurants so industrial workers have a place to eat.
- McGrath property should be MPD on the north and M1 to the south.
- There is little demand for office. The entire market will need only a few office buildings in the next 20 years.
- Residential uses require elementary schools to be nearby. The school district doesn’t want one in the Arundell area.

#### *Victoria Corridor*

- Limit current T4.9 zone between Moon Drive to 3 stories/36 ft due to adjacency issue with single family residential.

#### *Johnson Corridor*

- Support Metrolink users.
- Bring CHP
- Area around Metrolink Station should have high density housing

#### *Eastside*

- Saticoy is not a part of the City. Leave it alone. Reeks of environmental racism.
- Saticoy residents are not part of the city and don’t get to vote on this. That’s prejudice. Leave this area alone.
- Stay the hell out. We don’t want the golf course. We need community resources.
- Leave it alone.
- Citrus and avocado are the identity of the Eastside. Save all agricultural lands.
- Agricultural land is a great source to fight climate change. Keep all trees.
- Expand into transit corridors, not SOAR.

#### *SOAR Areas*

- We voted SOAR for a reason.
- Farmland is our identity on the Eastside of Ventura. Keep agricultural lands.
- Farmland is vital. How are we going to eat?
- All these SOAR areas are poorly served by transit. We should limit more car-dependent housing and concentrate housing in the Downtown and Midtown.
- These infill SOAR areas are agricultural islands that are hard to farm and require buffer areas.

## Summary of Results from Dot Voting Exercise

Area	Base	Core	Expansion	Distributed
Citywide	7	4	3	2
Downtown	14	5	0	0
Westside	12	5	2	3
Midtown	10	6	2	1
Five Points/Pacific View Mall	3	5	2	4
Pierpont	11	6	0	2
College/Telegraph	7	1	5	4
Arundell/North Bank	10	1	2	6
Victoria	5	2	5	4
Johnson	8	0	8	4
Eastside	9	4	2	5
SOAR	17	2	3	1

## Questions and Answers

Below is a summary of questions received during the Q&A sessions from both workshops and the accompanying Consultant Team responses.

- **How was the Consultant Team hired?**
  - The City published a Request for Proposal (RFP) in 2019, and Raimi + Associates was the top firm selected. Their contract was awarded by City Council. All work completed by the Consultant Team is reviewed by City staff.
  
- **Who is on the General Plan Advisory Committee (GPAC) and how were those people selected?**
  - The GPAC is a 21-member advisory group selected by the City Council through a public application process. About 60 people applied.
  
- **What was the process of creating the base land use designations?**
  - The full methodology of translating the current zoning districts to the proposed base land use designations is detailed [here](#). These land use designations are not final and may be changed based on community, GPAC, Planning Commission, and City Council feedback. City Council makes the final decision on any land use changes in the city.
  
- **Is the City planning to build on top of historic buildings in Downtown?**
  - No.

- **What is RHNA?**
  - The Regional Housing Needs Allocation (RHNA) is a State-mandated process that quantifies housing need for each local jurisdiction across California, in order to ensure that cities and counties are planning for enough housing units to accommodate all income groups of their community. The RHNA is updated every eight years. At the beginning of each eight-year cycle, local jurisdictions are required by the State to update the housing element of their General Plan to show that they have sufficient land and zoned capacity to accommodate their RHNA obligations. There is no obligation to build the housing; only to make sure that sufficient land is available for the private market to build housing. In the last (sixth) housing element update cycle, Ventura was allocated 5,312 units.
- **What assumptions are being made about future population growth?**
  - The City started with a working assumption of 10,600-15,900 housing units in the next 27 years, or about 1% growth per year. This estimate is based on the expected RHNA for the next 2-3 housing element cycles. This approach was unanimously endorsed by City Council on July 11, 2022. This is only a planning estimate, and the final development projections will be based on the selected land use concept.
- **Does the General Plan have to plan for 2-3 RHNA cycles?**
  - No, the General Plan only needs to meet the current RHNA cycle. However, The General Plan is a vision for the next 25-30 years. The Housing Element (and RHNA cycle) only covers 8 years.
- **How is the City able to accommodate growth with its current water supply?**
  - Ventura Water is the City's water supplier. Ventura Water regularly assesses current and long-term supply and long term demand. They have multiple public documents on this topic.
- **What happens to existing land uses if there is a land use designation change?**
  - Existing land uses that become nonconforming under a land use designation change can continue to operate.
- **How is the City going to address parking issues?**
  - Specific parking standards and requirements are addressed through the Zoning Code, which will be amended after the General Plan is adopted. The General Plan can include policies that address parking strategies at a high level.
- **How is the City going to address infrastructure needs with new development?**
  - Once a preferred land use direction is selected, the city will conduct an assessment of infrastructure needs through an Environmental Impact Report (EIR). The EIR will study impacts on traffic, utilities, parks and open space, and more. Land use changes can be made after the assessment is complete.



- **Why do we need to discuss growth and development?**
  - It is important to think about how underutilized areas of the city could evolve to contribute to the community in more positive ways.
- **Are there solutions to limiting corporate/Wall Street ownership of residential real estate?**
  - There are communities exploring new models of housing, including cooperative (co-op) housing where a building is jointly owned by all of the residents. The General Plan can explore policies to support more of these creative housing types.
- **What community are we trying to model ourselves after?**
  - A prominent theme heard from the engagement process is that Venturans do not want to model their City off of any other City. While there are many ideas about how Ventura should evolve, it is clear that everyone wants the City to remain a special place.

## Public Comments

Several individuals provided public comment at the end of each workshop. At the virtual workshop, many participants also left feedback through the Zoom chat. Their comments are summarized below, organized by topic.

### Engagement Process

- Hard copies of the alternatives maps and materials should be placed around grocery stores and other public places.
- Consider doing door to door knocking to hear from those who don't have access to internet or can't make it to these types of meeting because of a disability, impairment, etc.
- Engage with and consult with the indigenous peoples of Ventura. Respect their legacy, heritage, and history; honor and preserve their land.
- Engage with Ventura Community College and Ventura Unified School District (VUSD) to reach more students. School districts are foundational to growth in the community, and VUSD has had huge disenrollment numbers in the past few years.
- Place more emphasis on addressing the needs of families, including getting children to school and public safety. There needs to be more coordination and discussion with VUSD throughout the General Plan Update process.
- Engage with local Homeowner Associations (HOAs).

### Land Use Designations and Alternatives

- On the East side of Mills, there is an area adjacent to a single-family residential area that allows six stories under the base designation. This should be downzoned.
- Reconsider the base designation on Dubbers Street, where Art City Studios is located. This is an important hub of creativity in the community and should not become residential in the future.
- Rename the mixed-use land use designations for better clarity.
- Revise the land use symbology on the maps so there's better color contrast (particularly the mixed use colors). Take into account the needs of those with visual impairments and learning disabilities.

- The Neighborhood High designation in the current General Plan needs to be divided into three different land use designations.
- A fifth alternative is to have the base land use designations, but with more downzoning. When translating transect zones to the base designations, you should round down and not up. The City needs to have more of a vision for the Pacific View Mall rather than just designating the whole area mixed use.
- For full information for the public, we should be assessing land use designations based on density bonuses (be explicit about the “worst-case development scenario”).

## Housing, Growth, and Development

- Stop building luxury housing. Focus on fair housing and the unhoused population first.
- A big issue in Ventura is that many high-density residential developments get pushed through under the guise of affordable housing, but only 10%-15% of the units will be designated for low-income households. It is not worth the sacrifice on our infrastructure or environment if we're not going to get a sufficient return of affordable housing where the average working person can live. The EIR should be done simultaneously with the land use alternatives and informing our land use decisions.
- The Chumash people deserve the ability to live on their own land. Those who prove dependency on the land should be provided free housing. The City needs to provide affordable housing and ensure that open lands stay undeveloped. Stop marketing Ventura to “out of towners;” invest in those who are truly Ventura born and raised.
- Item 18.3 in the Housing Element should be removed.
- I am concerned about the influx of developments that have been built under the radar during the pandemic.
- It scares me how fast development is happening around the city. It feels like outside developers who don't really care about the city are taking over the entire town.
- Density ranges should be included for residential land use designations. Parking and traffic issues need to be addressed. “Story polls” should be set up in various places across the city so we can actually see what six stories looks like.
- The City should only be planning for enough units to comply with the current RHNA cycle.
- The General Plan Team needs to present the land use alternatives in a more holistic way, so we can understand how it fits in the context of climate and environmental justice issues, parks and open space, transportation, and other important topics.
- I hear a lot of “don't grow out!” and “don't grow upwards!” from the public. This sounds like “don't grow at all.” How can we look the next generation in the face and deny them an opportunity to own a home here? I am speaking as a late 20-something who has seen all his friends who grew up here move far, far away because they can't afford a home here. They aren't from out of town! They are your kids, grandkids, etc.
- The General Plan should have a goal to firmly limit growth to 1% and not just predict that growth will probably be one percent.
- We need an alternative where we're spreading density throughout the entire city without undermining SOAR. The City needs more naturally occurring affordable housing and creative ideas for solving the housing crisis (for example, allowing owners, especially on the eastside, to

subdivide their homes to duplexes and triplexes, or providing unconventional loans to help low-income homeowners build an additional unit on their property).

- I don't think the SOAR areas should be changed. Building higher in central nodes served by transit makes most sense, especially with recent State legislation that removes parking minimums around transit stations. I want people to be able to live where they grew up.
- It is important to protect farmland and open spaces locally for future generations.
- We're a coastal beach town where agriculture is unique to our identity. Protect our urban forestry and agriculture.
- It is probably time to reduce or eliminate agriculture within the city. The drift potential to downwind neighborhoods from pesticide use in the SOAR areas is huge.

## Infrastructure

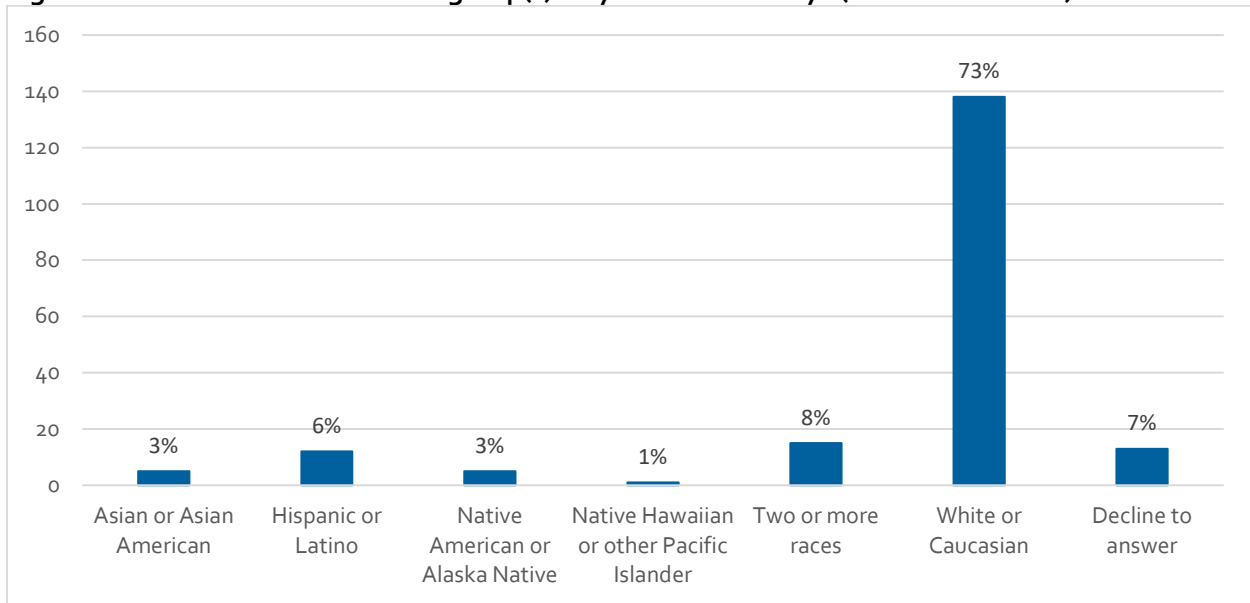
- Where is the water coming from? We can't even maintain our existing infrastructure. Roads in the city, especially on the east end, are an embarrassment.
- We need data on water use, including the difference in water use between single family homes and apartments.
- We need separate meetings to talk about traffic, water, and emergency planning.
- Evacuation times are a big concern for me. I live off the Avenue and during the Thomas fire, it was gridlocked and created a very dangerous situation. More and more density has been added without addressing this.
- No new developments should be considered until the roads in Midtown and the east end are taken care of. Increased traffic will only erode our roads further.

## Misc. Comments

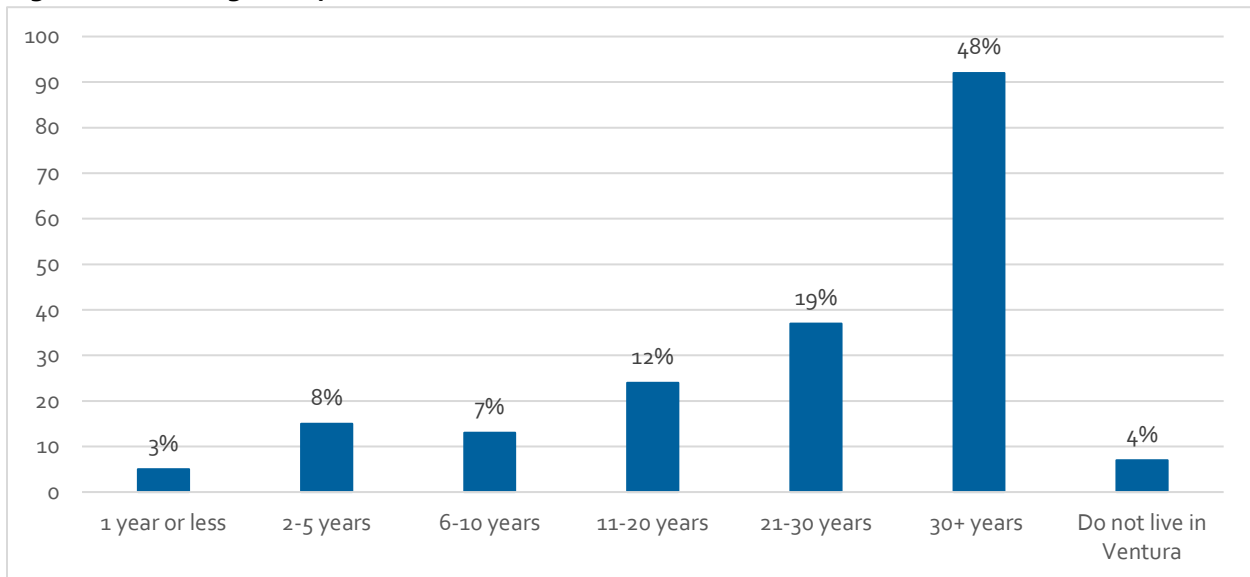
- An ethnographic analysis that examines Chumash sacred sites and cultural resources across the city needs to be included in the General Plan Update process.
- We need to look at enticing more large employers to the city to bring in more skilled jobs, training, etc.
- The existing General Plan does not have any teeth. The General Plan Update needs to be different and provide a firm direction on how the City is quantifiably supposed to move forward.
- None of the alternatives seem to reflect earlier conversations about building a freeway cap to connect Downtown to the beach.
- There should be a separate assessment of the diversity and inclusion impacts of the General Plan.
- We need better design standards and oversight of developments so projects better integrate into the community.
- The General Plan horizon should be much shorter—think about how different the last few years are compared to the past 27 years.

# Appendix A: Demographic Polling Results

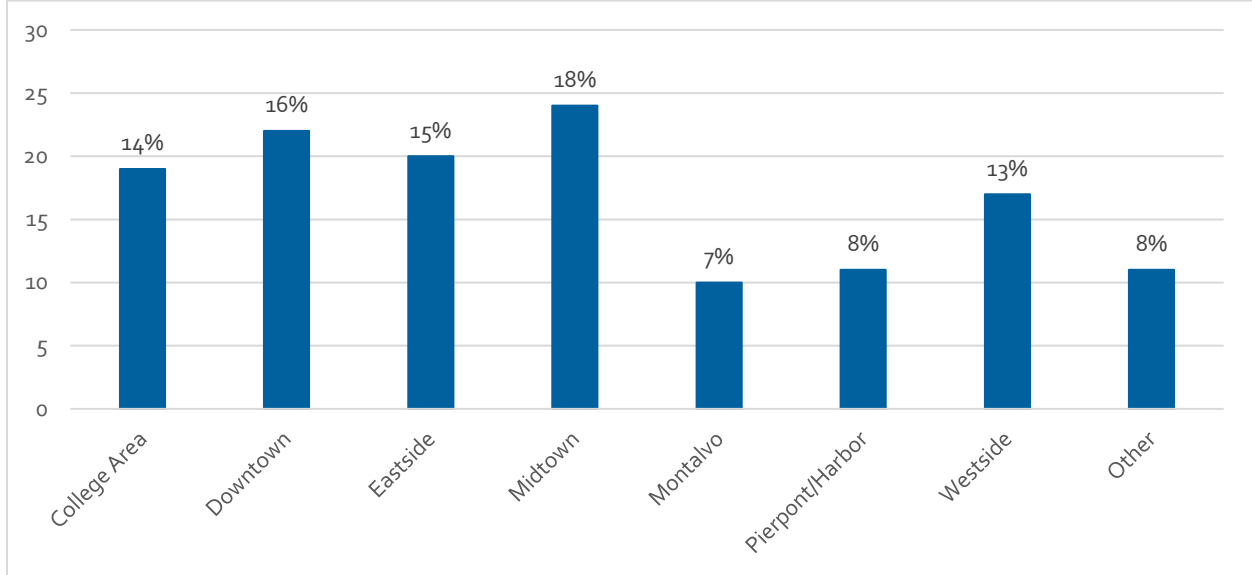
**Figure 1: With which race or ethnic group(s) do you most identify? (combined results)**



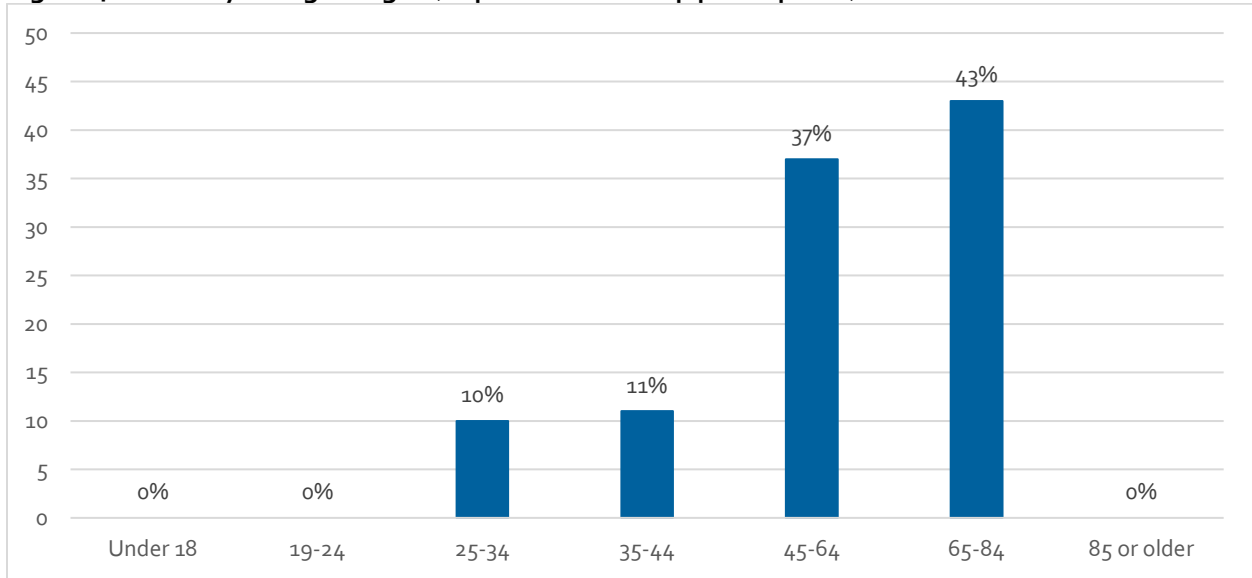
**Figure 2: How long have you lived in Ventura? (combined results)**



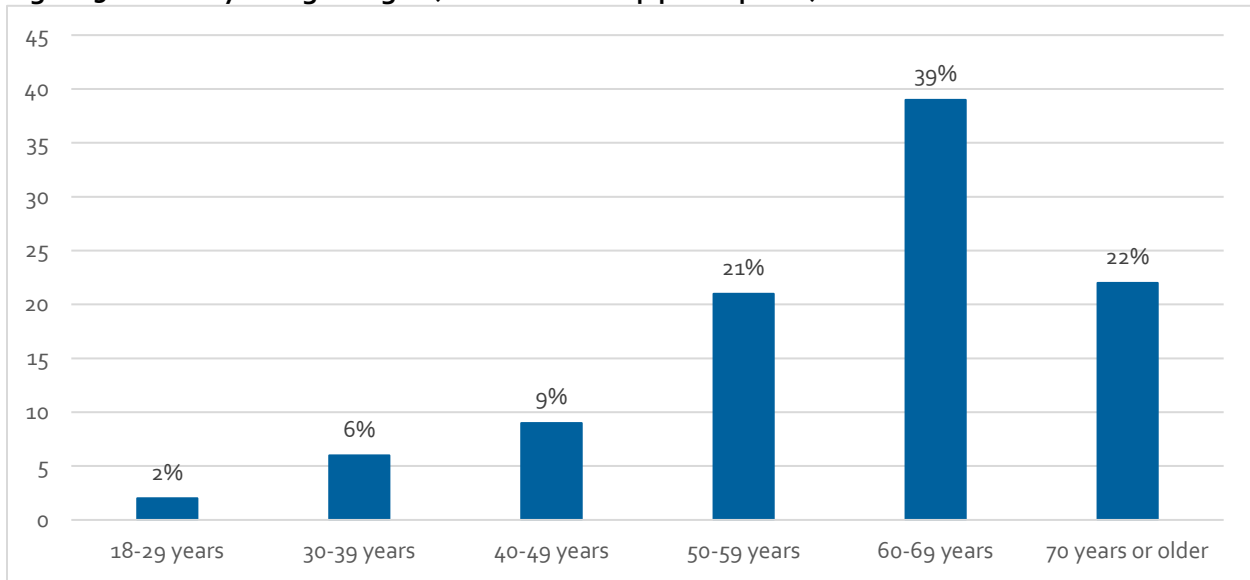
**Figure 3: If you live in the city, where do you live? (combined results)**



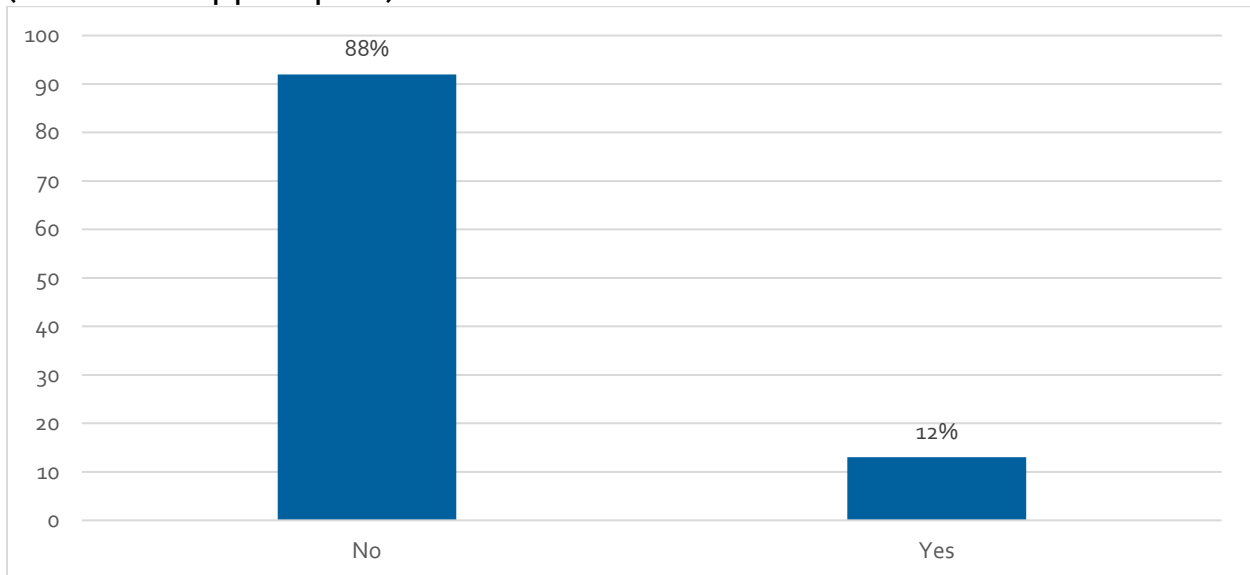
**Figure 4: What is your age range? (in-person workshop participants)**



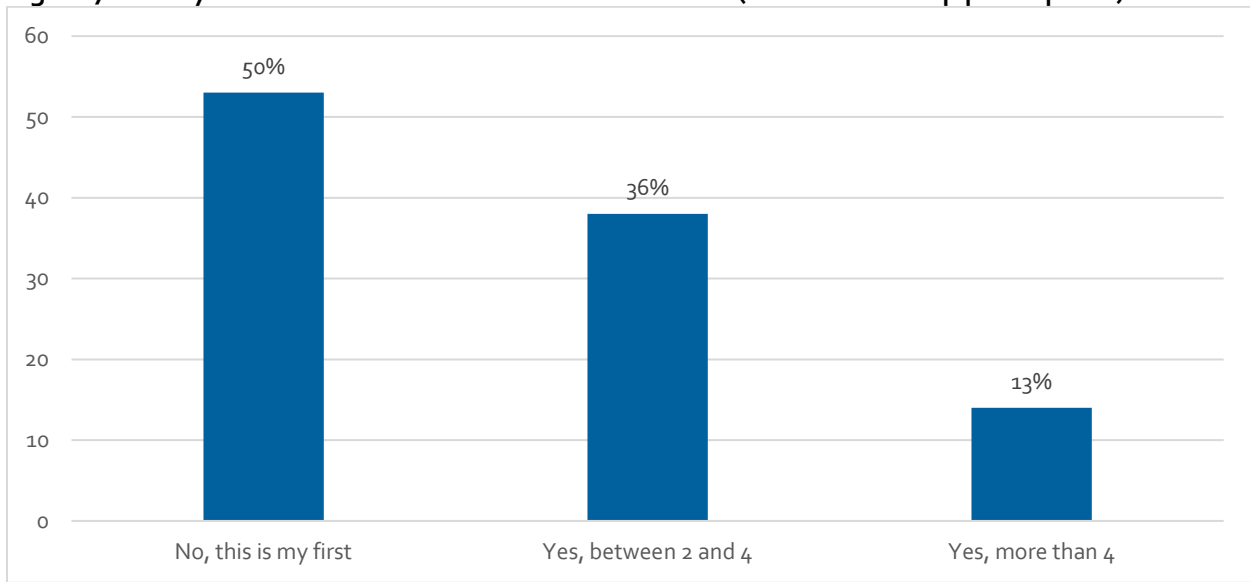
**Figure 5: What is your age range? (virtual workshop participants)**



**Figure 6: Did you attend the in-person land use alternatives workshop on Tuesday, August 30? (virtual workshop participants)**



**Figure 7: Have you attended a General Plan event before? (virtual workshop participants)**



**Figure 8: How familiar are you with the existing General Plan? (virtual workshop participants)**

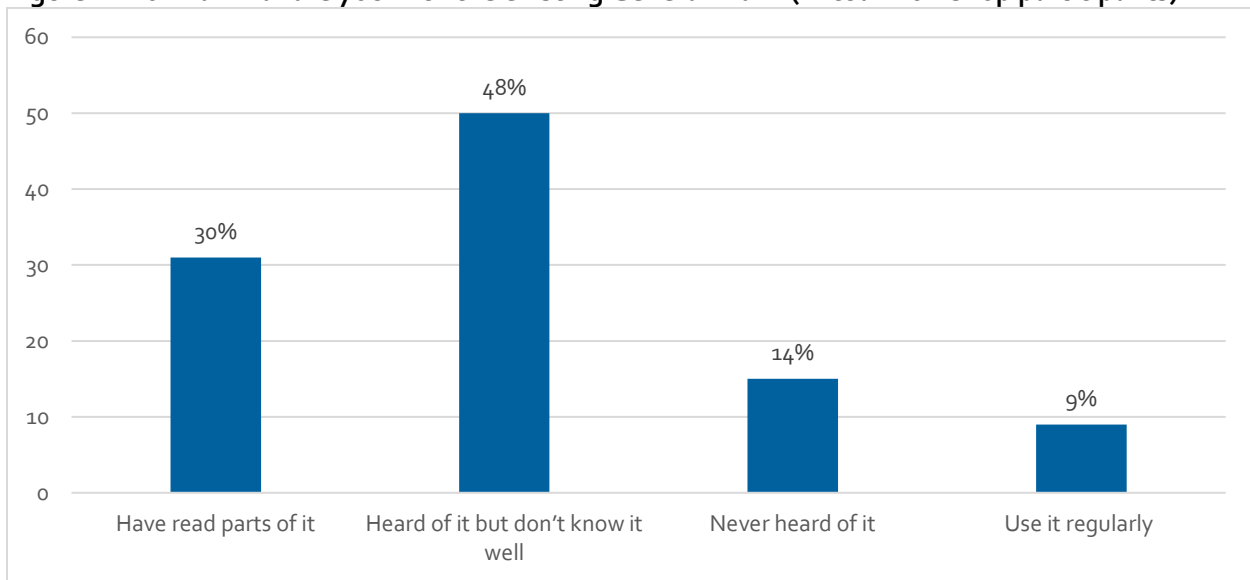
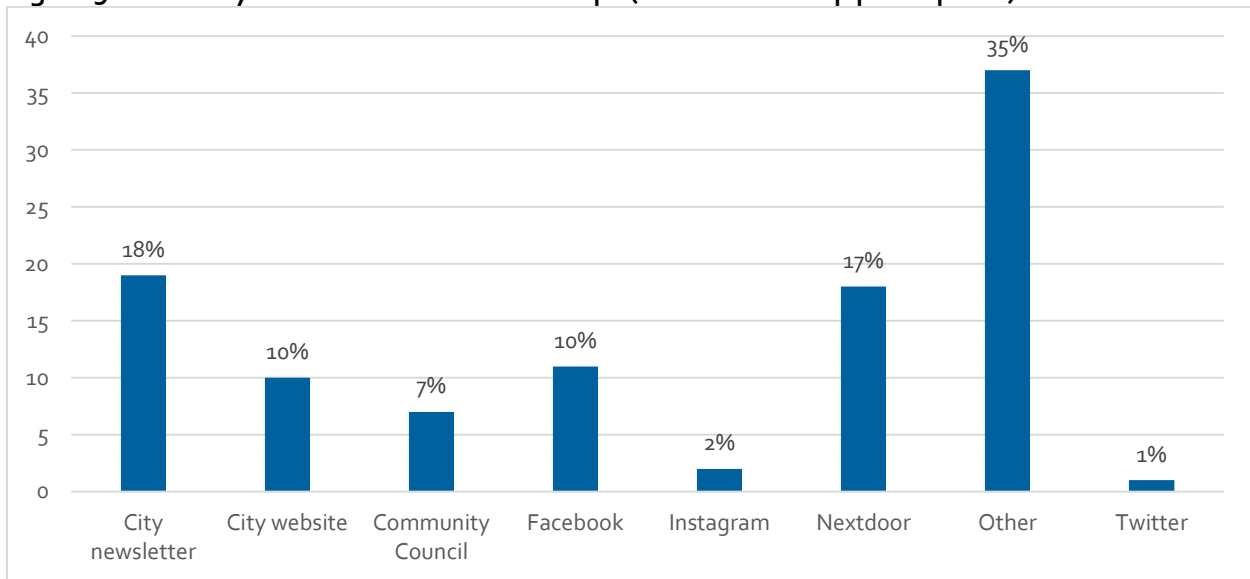


Figure 9: How did you hear about this workshop? (virtual workshop participants)





# Appendix B: Open House Boards

The following pages contain photos of all the boards from the in-person workshop.



# Area: Citywide

## ALTERNATIVES / ALTERNATIVAS

Place a dot with your preferred alternative in the box below/  
Coloque un punto con su alternativa preferida en el cuadro  
abajo

## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

Place sticky notes with suggestions to improve your selected alternative  
Coloque notas adhesivas con sugerencias para mejorar su alternativa  
seleccionada en el cuadro abajo

### BASE / PLANO BASE



EXISTING, NOT BASE

My Chamash ancestors always kept in mind our future, 7 generations to be exact. Being that we kept the future in mind we were resourceful. We took only what we needed and made sure to not only give but protect our resources. This is how we managed to keep Ventura as beautiful as it is today, which everyone benefits from.

- Being grateful my ancestors had me in mind I'm here to continue in their ways of being a strong ancestor who keeps in mind the next 7 generations. Future Chamash deserve the ability to live on their land. But the worst I see is a possibility if the city does not help.
- Today, why do so many Chamash descendants live off our land because affordable housing is not provided, in fact I believe those who can rightfully grow dependency on the land should be given free housing.
- Yes you might call me a dreamer but in reality, I'm just one who sincerely believes in doing what's right.
- Since I'm more likely not getting that wish, maybe I can get the wish of the city doing what's best for everyone. Affordable housing, rent control, a right to demand open lands stay undeveloped, giving any chance for multi-level student lodging, studio/apartments, protect our water and stop marketing houses to out of towners, instead start investing in those who are truly Ventura born and raised, help us stay home instead of forcing us to move away.
- Council, I ask you to pick up the practice of my ancestors and think of the best 7 generations to come, instead of GREED. Ventura can't withstand a much larger population, if you keep acting in GREED you will destroy the beautiful city that we all love. You must start acting out of LOVE for the land and resources we have before it's too late. Remember, once we get to the "Oops" shouldn't have done that "it will be too late. Humility and generosity over greed."

We have NO choice  
STOP BUILDING

### CORE / EL CENTRO



Except keep  
McGinnis  
Farmland

More housing  
in Downtown  
I'd like to see which  
are walkable +  
served by  
transit, is  
ideal for higher  
density.

Create Transit  
Corridors w/ mix  
on Telephone, Telegraph St  
Keep Soft

### EXPANSION / EXPANSIÓN



### DISTRIBUTED / DISTRIBUIDO

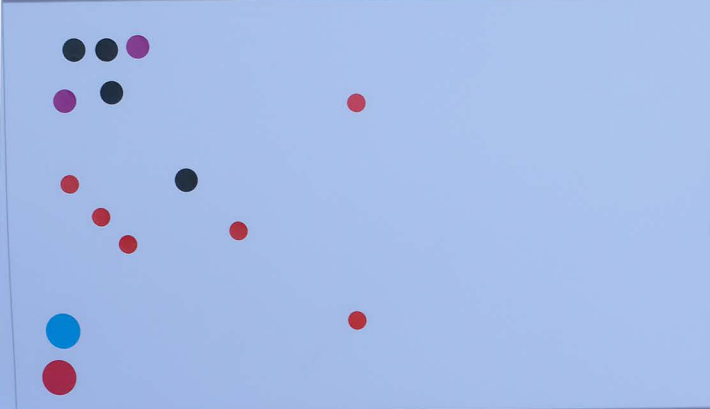


# Area: Downtown

**ALTERNATIVES / ALTERNATIVAS**  
Place a dot with your preferred alternative in the box below/  
Coloque un punto con su alternativa preferida en el cuadro abajo

**SUGGESTED CHANGES / CAMBIOS SUGERIDOS**  
Place sticky notes with suggestions to improve your selected alternative below/  
Coloque notas adhesivas con sugerencias para mejorar su alternativa seleccionada en el cuadro abajo

**BASE / PLANO BASE**



Leave downtown alone

These maps allow to stare so I vote NO on all!

Leave Downtown alone the DONT need any transportation more likely consequences ruining Ventura.

1000's of hours were spent hashing out the Downtown specific Plan. Proper population & flow etc. Leave it alone. Its changes are so much better than the current plan.

546 are not complimentary to our downtown. Tell the board of staff so where land is less expensive to help of housing cost.

Leave Ventura alone, unless you plan on living here & don't know the true history. Keep out Ventura. No development on downtown main st.

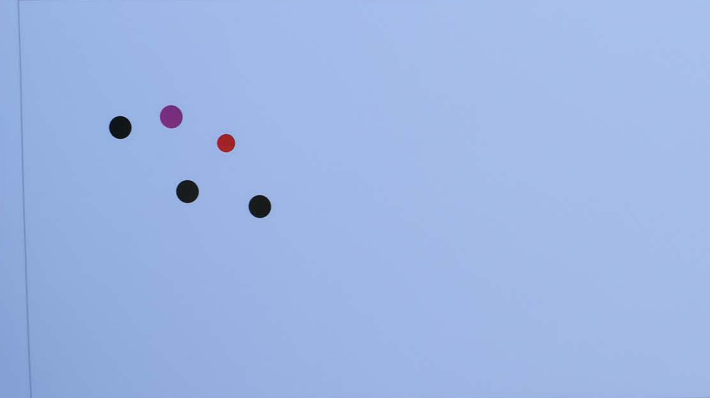
TRAIN STATION + MULTI-MODAL TRANSIT CENTER AT SAN JON PUBLIC WORKS YARD BETWEEN MIDTOWN + DOWNTOWN

There is no affordable housing. Luxury apartments or condos will not fix the housing problem.

Decrease parking! protect the current specific Plan.

Follow the Downtown Specific Plan! Keep the DSSP

**CORE / EL CENTRO**



THE USE OF PURPLE / LT. PURPLE / DARK PURPLE / BLUE PURPLE AS A DELTA BETWEEN 24 & 61 STOKES IS VERY HARD TO READ / UNDERSTAND.

More parks and greenspace in downtown

Community areas + plus for programming in Downtown + Westside

Require developers to add proper amount of parking. NO exceptions

Better tree density downtown!

Address parking needs but also be smart about it.

This walkable area which is well-served by transit is ideal for greater density.

Less cars! More walking & bikes!

Activating the beach front w/ 6 stories is ridiculous. This would kill the small town beach town feel!!

**EXPANSION / EXPANSIÓN**



**DISTRIBUTED / DISTRIBUIDO**



# Area: Westside

## ALTERNATIVES / ALTERNATIVAS

Place a dot with your preferred alternative in the box below/  
Coloque un punto con su alternativa preferida en el cuadro abajo

## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

Place sticky notes with suggestions to improve your selected alternative below/  
Coloque notas adhesivas con sugerencias para mejorar su alternativa seleccionada en el cuadro abajo

### BASE / PLANO BASE

Keep Art City  
Water is important

BUT expand transit + Commercial Corridors to east end.

Keep Art City

There is no option to distribute density across the city and not affect SCAR

Keep Art City - otherwise, what are we even doing?!

Separating housing: focus on fair housing and our housing needs not Precipitating STOP THE GREED

people on the westside want single story homes for their needs & pets affordable housing for locals. please stop pushing local families out (keep Ventura County)

Keep Art City in our city

### CORE / EL CENTRO

This area is well-served by transit + is walkable. Housing should be a priority.

### EXPANSION / EXPANSIÓN

- keep density low on the  
- Count some heavy traffic to avoid 1/2 mile  
- keep 3 story or less  
- Neighborhood - low mid & address traffic issues & Education plan

### DISTRIBUTED / DISTRIBUIDO

Stanley Ave should have housing on VUSD + neighborhood on Stanley Ave

I like distributed, but commercial along street doesn't make sense. should be for mixed use.

# Area: Midtown Corridors

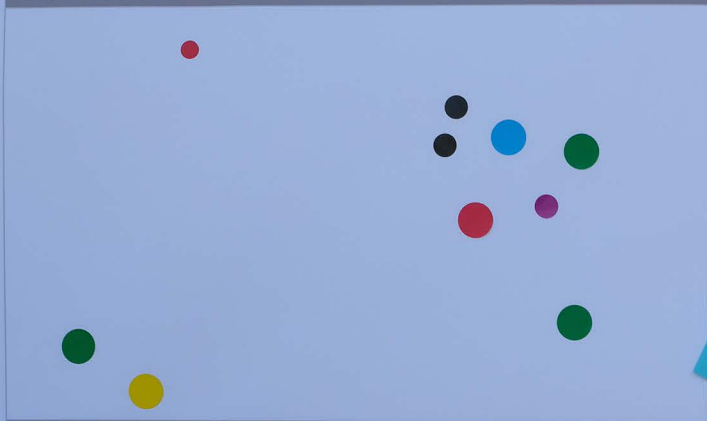
## ALTERNATIVES / ALTERNATIVAS

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Coloque un punto con su alternativa preferida en el cuadro abajo

## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

Place sticky notes with suggestions to improve your selected alternative below/  
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### BASE / PLANO BASE

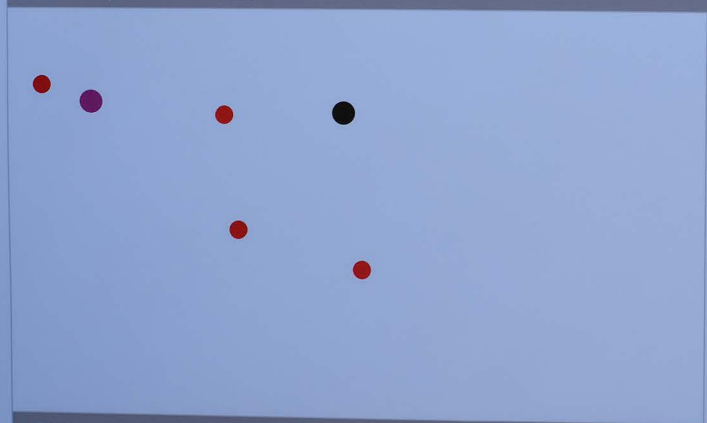


Convert old  
CMT to  
senior housing

NO more than two  
stories

VERY CONCERNED  
about prices  
and units available  
for lower &  
middle class

### CORE / EL CENTRO



Appreciate  
increasing  
stories from  
North to South  
(like steps/stairs)

### EXPANSION / EXPANSIÓN



### DISTRIBUTED / DISTRIBUIDO



could be a  
Thompson -> great  
location could receive  
more.  
But make sure vehicle  
space in Thompson are  
reduced

# Area: Five Points / Pacific View Mall

## ALTERNATIVES / ALTERNATIVAS

Place a dot with your preferred alternative in the box below/  
Coloque un punto con su alternativa preferida en el cuadro  
abajo

## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

Place sticky notes with suggestions to improve your selected alternative below/  
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seleccionada en el cuadro abajo

### BASE / PLANO BASE



Keep 6 Story  
buildings OUT!

### CORE / EL CENTRO



I like the idea of  
leisure and retail  
jobs / industria /  
in this area

Great location  
for more  
housing given  
transit hub

Consider public  
open space at  
city owned parking  
lots

### EXPANSION / EXPANSIÓN



### DISTRIBUTED / DISTRIBUIDO



# Area: College / Telegraph

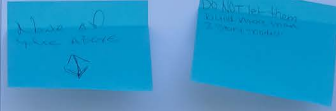
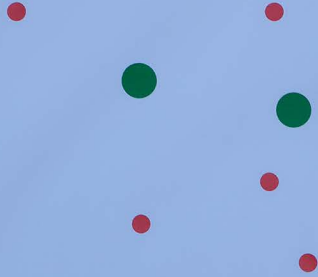
## ALTERNATIVES / ALTERNATIVAS

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## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

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### BASE / PLANO BASE



### CORE / EL CENTRO



### EXPANSION / EXPANSIÓN



### DISTRIBUTED / DISTRIBUIDO





# Area: Pierpont

## ALTERNATIVES / ALTERNATIVAS

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## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

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### BASE / PLANO BASE

existing

where are we going to grow food?

The creation of DISTRICTS OF LANDS WOULD ALLOW THE LANDS AROUND AG AND FARMERS TO HAVE FROM THE CITY. THE SAME WAY AS THE CITY AS THE LANDS BACK!!

Don't touch the score area!

5'0" MAX ELEVATION FOR STRUCTURES WEST OF BLUFF.

The Ag land along the 101 is part of or ideally of a Coastal City Plan

### CORE / EL CENTRO

### EXPANSION / EXPANSIÓN

### DISTRIBUTED / DISTRIBUIDO

# Area: Johnson

## ALTERNATIVES / ALTERNATIVAS

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## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

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### BASE / PLANO BASE

Diagram area for Base / Plano Base. It contains several colored dots: a blue dot, a yellow dot, a red dot, a small blue dot, and a small red dot in the upper left quadrant. In the lower left quadrant, there is a blue dot, a green dot, and a small red dot.

Empty diagram area for Base / Plano Base.

### CORE / EL CENTRO

Empty diagram area for Core / El Centro.

Empty diagram area for Core / El Centro.

### EXPANSION / EXPANSIÓN

Diagram area for Expansion / Expansión. It contains a cluster of colored dots in the lower left: a blue dot, a purple dot, a red dot, a black dot, and a green dot. A single blue dot is located in the middle right area.

Diagram area for Expansion / Expansión. It features a pink sticky note with the following text: "The Proposals from Metro Link Station should be Transit High Density Housing".

### DISTRIBUTED / DISTRIBUIDO

Diagram area for Distributed / Distribuido. It contains a small cluster of colored dots in the upper left: a green dot, a blue dot, and a red dot.

Diagram area for Distributed / Distribuido. It features two yellow sticky notes. The first note says "Support Habitat 66". The second note says "Bring CHP".

# Area: Victoria

## ALTERNATIVES / ALTERNATIVAS

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## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

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### BASE / PLANO BASE



Keep the 10 Star buildings out! we don't need them nor do we want them.

Limit the amount of cars in the area. 3 cars/30 ft<sup>2</sup> lot. set parking area with residential zone.

### CORE / EL CENTRO



### EXPANSION / EXPANSIÓN



### DISTRIBUTED / DISTRIBUIDO



# Area: Arundell / North Bank

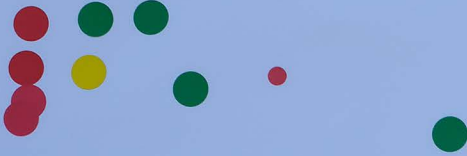
## ALTERNATIVES / ALTERNATIVAS

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Coloque un punto con su alternativa preferida en el cuadro abajo

## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

Place sticky notes with suggestions to improve your selected alternative below/  
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### BASE / PLANO BASE



NO HOUSING for SHELTER (S)  
Allow For Supportive Housing AROUND SHELTER OR RELOCATE SHELTER

### CORE / EL CENTRO



Add enough mixed w/ restaurants so selected industry workers have a place to eat

### EXPANSION / EXPANSIÓN



### DISTRIBUTED / DISTRIBUIDO



Mc Grath property should be MPD on the north + MI south

There is little demand for office. The entire market will need a few office buildings in the next 20 yrs

RESIDENTIAL USES REQUIRE ELEMENTARY SCHOOLS TO BE NEARBY. THE SCHOOL DISTRICT DOESN'T WANT ONE IN THE ARUNDELL AREA

# Area: Eastside

**ALTERNATIVES / ALTERNATIVAS**  
Place a dot with your preferred alternative in the box below/  
Coloque un punto con su alternativa preferida en el cuadro abajo

**SUGGESTED CHANGES / CAMBIOS SUGERIDOS**  
Place sticky notes with suggestions to improve your selected alternative below/  
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**BASE / PLANO BASE**

Satcoy is NOT apart of the City. LEAVE IT ALONE. Reason of environmental tourism.

Satcoy residents are not part of the city and don't get to vote on this per the info given tonight. That's Prejudice leave this area alone.

Ag land is a great source to fight climate change. Keep all Trees.

STAY THE HELL OUT. We don't want the big course. We need community resources.

Leave it alone

Citrus and Avocado is the identity of the East Side. Save all Ag.

**CORE / EL CENTRO**

**EXPANSION / EXPANSIÓN**

Expand into transit corridors, NOT SATCOY.

**DISTRIBUTED / DISTRIBUIDO**

# Area: SOAR Areas

## ALTERNATIVES / ALTERNATIVAS

Place a dot with your preferred alternative in the box below/  
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## SUGGESTED CHANGES / CAMBIOS SUGERIDOS

Place sticky notes with suggestions to improve your selected alternative below/  
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### BASE / PLANO BASE



We voted  
SOAR for  
a reason!

Farm land  
is our identity  
on the Eastside.  
of Voters  
Keep Ag

FARM LAND IS  
VITAL HOWARE  
we going to eat?

SOAR was  
Put in place  
for a reason.

### CORE / EL CENTRO



### EXPANSION / EXPANSIÓN



All these SOAR  
areas are  
poorly served  
by transit. we  
should limit more  
car-dependant  
housing. concentrate  
down town + midtown

These "infill"  
SOAR areas  
are Islands  
of AG that  
are hard to  
farm + have  
buffer zones

### DISTRIBUTED / DISTRIBUIDO

