

# Pop Up Workshops Summary

Fall 2022



## Introduction

In October 2022, the City of Ventura held a series of pop up workshops as part of a larger effort to engage a broad cross section of the community at key junctures of the General Plan Update (GPU). In this current phase of the GPU 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](#). The purpose of this series of pop up workshops was to raise awareness about this key phase of the process, answer questions from the community, and direct residents to the [land use alternatives online surveys](#). Participants also had the opportunity to identify their preferred alternative (both citywide and area-specific) and provide additional comments through feedback boards.

## Locations and Dates

The General Plan Team held a total of ten pop up workshops at well-attended community events and public gathering spaces throughout the city. Below are the locations, dates, and general demographics reached at each pop up workshop:

- **Cash for College**, 10/8 (high school students and parents)
- **Downtown Movie Night**, 10/14 (age range 35-55)
- **Fluid State**, 10/14 (diverse range of ages)
- **The Mission**, 10/16 (age range 45-65)
- **Two Trees**, 10/20 (diverse range of ages)
- **Topa Topa**, 10/23 (age range 25-55)
- **Chamber of Commerce Youth Professional Group**, 10/25 (age range 25-55)
- **Downtown Farmers' Market**, 10/29 (diverse range of ages)
- **Harbor Village Trick or Treat**, 10/30 (young families)
- **University College Fair**, 10/30 (college students)

In total, City staff members spoke with approximately 350 people across the ten pop up workshops. The following is a summary of the results.

# Pop Up Questions and Topics

## Demographic Profile

To get a better sense of the profile of respondents attending the pop up workshops, City staff members invited participants to fill out a demographics board that asked the following questions:

- Where in Ventura do you live?
- How long have you lived in Ventura?
- What is your age range?
- What best describes your racial/ethnic background?

**Please note that most participants opted not to respond to these questions, so the collected information does not accurately reflect the overall participant demographic.** The results from the demographic boards are listed below, and photos of the complete responses are also available in the Appendix.

In general, the responses collected indicate that residents over 30 years of age were well represented, and a high number of participants were of non-Hispanic white ethnicity. Long-time residents of Ventura (greater than 10 years) were also well represented at the pop up.

Where in Ventura do you live?	
Westside	1
Downtown	4
Midtown	4
Pierpont	1
College Area	0
Olivas	0
Arundell/North Bank	0
Thille	1
Foothill	0
SOAR (North)	0
Southeast/Montalvo	1
SOAR (South)	0
Eastside/Saticoy	0
Eastside/Juanamaria	0
Don't live in Ventura	3
How long have you lived in Ventura?	
1 year or less	3

2-5 years	3
6-10 years	5
11-20 years	5
21-30 years	2
30+ years	7
<b>What is your age range?</b>	
Under 18	3
18-29	4
30-39	7
40-49	3
50-59	5
60-69	6
70 or older	3
<b>What best describes your background?</b>	
White (not Hispanic)	24
Black/African American	0
Asian	0
Native American and Alaska Native	1
Native Hawaiian or other Pacific Islander	0
Middle Eastern or North African	0
Hispanic, Latino, or Spanish Origin	6
Multiracial/Two or More Ethnicities	0

## Summary of Results from Feedback Boards

At each pop up workshop, City staff set up feedback boards for citywide alternatives and relevant area-specific alternatives. Participants were invited to place stickers next to their preferred land use alternative and leave post-it notes with additional comments. They could also fill out worksheets instead of commenting on the feedback boards. Overall, very few people “voted” for a preferred direction. Instead, most participants provided broad feedback on the areas and asked questions. The results of the dot voting exercise are summarized in the following table.

Area	Base	Core	Expansion	Distributed
Citywide	1			

<b>Downtown</b>	2	3	5	4
<b>College/Telegraph</b>	3	2	1	
<b>Eastside</b>		2	3	1

Comments from both the feedback boards and worksheets are transcribed below, organized by geographic area and land use alternative. Photos of the feedback boards and scans of the worksheets are attached in the Appendix.

## Citywide

### *Base Alternative*

- Keeping buildings 1, 2, 3 stories makes sense for views, light pollution, density, crime, and traffic uses.

### *Other (No Alternative Selected)*

- Generally support more mixed-use and owner-occupied. Too many new projects are overpriced rentals making the same group of commercial developers rich at the expense of our coastal areas and resources. More small business owners should be able to purchase live-work units. Mixed use is the key to limit dependence on cars. People should be able to live and shop in the same area. Corridors of Main Street, Thompson, Market, should all be mixed use so people can live work and shop in same area.
- Like Main Street Moves - keep it (out of town); more public transportation, more parks, open space, coffee shops, more affordable housing, more places for the arts (dance) for Hispanic people, more apartments, more affordable housing, not just limited [to] the Avenue, more transit.

## Downtown

### *Base Alternative*

- Please get rid of scientology building.
- Please leave Ventura the way it is no more buildings please.
- Parks and open space.

### *Core Alternative*

- Build on vacant lots in Downtown.
- If people can live [in] Downtown they don't have to drive [to] Downtown.

### *Expansion Alternative*

- No smoking in Downtown.
- Better bike lanes, protected!
- Read 'Cities for People' by Jan Gehl.
- Denser housing. Better pedestrian infrastructure. Ban cars.

### *Distributed Alternative*

- Distributed west.

- West end only (the Avenue).
- Denser housing. Better pedestrian infrastructure. Ban cars.

*Other (No Alternative Selected)*

- Buildings need to be rebuilt; inside it's falling apart. Remodel the bars/restaurants [and] add more restaurants.

## College/Telegraph

*Base Alternative*

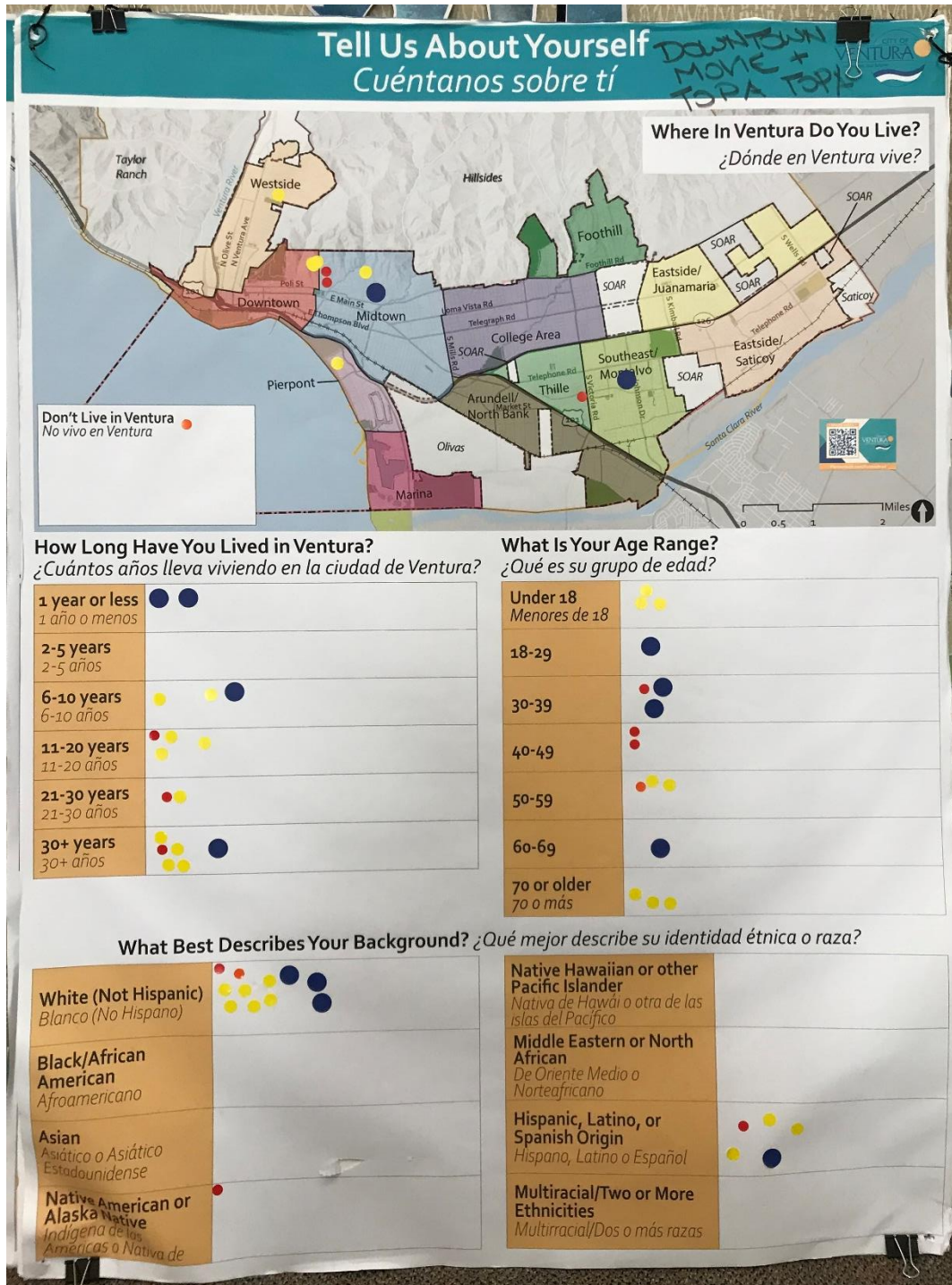
- Less (unaffordable) housing/buildings.
- I would definitely keep it the same, but if more houses are needed to drive prices down and people want to stay comfortable and save money then yes build more homes.
- Keep agriculture already where it is, use drip irrigation system to conserve water.

*Core Alternative*

- Access to grocery, basic needs, community health.
- Closer shopping options to conserve fuel (costs).
- More parks, public use areas.

# Appendix: Photos of Pop Up Boards and Feedback Forms

## Demographic Boards





# Tell Us About Yourself

## Cuéntanos sobre tí

**FLUID STATE**

VENTURA

**Where In Ventura Do You Live?**  
¿Dónde en Ventura vive?

**Don't Live in Ventura**  
No vivo en Ventura

How Long Have You Lived in Ventura? ¿Cuántos años lleva viviendo en la ciudad de Ventura?		What Is Your Age Range? ¿Qué es su grupo de edad?	
1 year or less 1 año o menos	1 dot	Under 18 Menores de 18	
2-5 years 2-5 años	3 dots	18-29	3 dots
6-10 years 6-10 años	2 dots	30-39	4 dots
11-20 years 11-20 años	1 dot	40-49	1 dot
21-30 years 21-30 años		50-59	2 dots
30+ years 30+ años	1 dot	60-69	5 dots
		70 or older 70 o más	

**What Best Describes Your Background?  
¿Qué mejor describe su identidad étnica o raza?**



White (Not Hispanic) Blanco (No Hispano)	9 dots	Native Hawaiian or other Pacific Islander Nativo de Hawai'i o otra de las Islas del Pacífico	
Black/African American Afroamericano		Middle Eastern or North African De Oriente Medio o Norteafricano	
Asian Asiático o Asiático Estadounidense		Hispanic, Latino, or Spanish Origin Hispano, Latino o Español	1 dot
Native American or Alaska Native Indígena de las Américas o Nativa de		Multiracial/Two or More Ethnicities Multirracial/Dos o más razas	



# Land Use Alternatives Feedback Boards

**CASH FOR COLLEGE**

**Area:** VENTURA COLLEGE / TELEGRAPH

<b>ALTERNATIVES / ALTERNATIVAS</b> <i>Place a dot with your preferred alternative in the box below/            Coloque un punto con su alternativa preferida en el cuadro abajo</i>	<b>SUGGESTED CHANGES / CAMBIOS SUGERIDOS</b> <i>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</i>
<b>BASE / PLANO BASE</b> 	<p>Less <sup>(UNAFFORDABLE)</sup> Housing/Buildings</p> <p><i>[Purple sticky note: I would like to see less housing and more open space...]</i></p> <p><i>[Yellow sticky note: Keep Affordable Housing...]</i></p>
<b>CORE / EL CENTRO</b> 	<p><i>[Yellow sticky note: ACCESS TO GROCERY, BASIC NEEDS, COMMUNITY HEALTH]</i></p> <p><i>[Purple sticky note: Better shopping options to assist the (elderly)]</i></p> <p><i>[Yellow sticky note: MORE PARKS, PUBLIC USE AREAS]</i></p>
<b>EXPANSION / EXPANSIÓN</b>	
<b>DISTRIBUTED / DISTRIBUIDO</b>	

T. 50

**Area:** DOWNTOWN **FLUID STATE**

ALTERNATIVAS / ALTERNATIVAS	SUGGESTED CHANGES / CAMBIOS SUGERIDOS
<p>Place a dot with your preferred alternative in the box below/ Coloque un punto con su alternativa preferida en el cuadro abajo</p> <p><b>BASE / PLANO BASE</b></p> <p>● ●</p>	<p>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</p> <p>● ● ●</p>
<p><b>CORE / EL CENTRO</b></p> <p>● ● ●</p>	<p>● ● ● ● ●</p>
<p><b>EXPANSION / EXPANSIÓN</b></p> <p>● ● ● ● ●</p>	<p><b>DISTRIBUTED / DISTRIBUIDO</b></p> <p>● ● ● ●</p>

Area: EASTSIDE

TWO TREES



**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**

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**CORE / EL CENTRO**



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**EXPANSION / EXPANSIÓN**



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**DISTRIBUTED / DISTRIBUIDO**



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# Citywide Alternatives Workshop Feedback Form

Name (optional) Sheila Bartsch

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## Citywide

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

Keeping buildings 1, 2, 3 stories  
makes sense for views, light  
pollution, density, crime & traffic uses!

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## Area:

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

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## Area:

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

---

## Area:

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

# Citywide Alternatives Workshop Feedback Form

Name (optional) A Katsikaris

## Citywide

Alternative (select):  Base  Core  Expansion  Distributed

Comments: Generally support more mixed-use and owner-occupied.

Too many new projects are over-priced rentals making the same group of commercial developers rich at the expense of our coastal areas and resources.

## Area: \_\_\_\_\_

Alternative (select):  Base  Core  Expansion  Distributed

Comments: More small business owners should be able to purchase live-work units.

## Area: \_\_\_\_\_

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

MIXED USE is the key to limit dependence on cars. People should be able to live and shop in same area.

Bike friendly  
Development

## Area: \_\_\_\_\_

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

Corridors of Main Street, Thompson, Market should all be mixed use so people can live work and shop in same area

# Citywide Alternatives Workshop Feedback Form

Name (optional) PAUL HECHT 1040 Dover Lane  
508.309.2538

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## Citywide

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

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Area: Pierpont

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

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Area: \_\_\_\_\_

Alternative (select):  Base  Core  Expansion  Distributed

Comments:

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Area: \_\_\_\_\_

Alternative (select):  Base  Core  Expansion  Distributed

Comments:



# Citywide Alternatives Workshop Feedback Form

Name (optional) \_\_\_\_\_

College Fair - College  
Citywide

Alternative (select):    Base    Core    Expansion    Distributed

Comments:

like main street moves - keep it (out of town)  
more public transportation  
more parks, open space, coffee shops  
more affordable housing  
more places for the arts (dance)  
for hispanic people - more apartments more

Area: affordable housing, not just limited the avenue

Alternative (select):    Base    Core    Expansion    Distributed

Comments: more transit

Area: \_\_\_\_\_

Alternative (select):    Base    Core    Expansion    Distributed

Comments:

Area: \_\_\_\_\_

Alternative (select):    Base    Core    Expansion    Distributed

Comments:

# Citywide Alternatives Workshop Feedback Form

Name (optional) Daniel M

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## Citywide

Alternative (select):    Base    Core    Expansion    Distributed

Comments:

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Area: Downtown

Alternative (select):    Base    Core    Expansion    Distributed

Comments:

n buildings need to be ~~remold~~ rebuilt inside its falling apart Remodel the bars/restaurants add more restaurants more signature

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Area: \_\_\_\_\_

Alternative (select):    Base    Core    Expansion    Distributed

Comments:

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Area: \_\_\_\_\_

Alternative (select):    Base    Core    Expansion    Distributed

Comments: