

For Immediate Release

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City of Ventura Launches General Plan Update

Ventura, CA – This week the City of Ventura launches the first phase of public engagement activities to update the General Plan. The theme of the update “Our Vision. Our Future,” reflects the importance of encouraging community members to be involved in shaping Ventura’s quality of life for the next 20 to 30 years.

“The General Plan seeks to maintain the unique charm and character of Ventura, while creating opportunities for future improvements in our City, ranging from affordable housing to health, to economic development, transportation, public safety, environmental sustainability, open space and more,” said Mayor Matt LaVere. “This is a tremendous opportunity to gather a diverse range of input as our community helps shape the vision for Ventura’s future.”

The comprehensive update is a three-year process that is expected to take until 2023 to complete. Throughout the multi-year effort, the city will embark on a robust community engagement initiative that includes surveys, virtual and in-person workshops when safety allows, an interactive project website, meetings with Community Councils, engaging with a wide variety of residents and stakeholders within the community, and other interactive activities.

Initial activities include the formation of a General Plan Advisory Committee (GPAC) to guide the update effort, meetings with Community Councils, and a workshop with the City Council on November 16, 2020.

The General Plan update effort will also include a Local Coastal Program update and the creation of a Climate Action Plan to help reduce greenhouse gas emissions and enhance environmental sustainability in Ventura. California state law requires every city and county to maintain an up-to-date General Plan to guide future growth and development.

To learn more about the City of Ventura’s General Plan, visit www.planventura.com.

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