

**For Immediate Release**

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**Upcoming General Plan community workshops  
and public participation opportunities on land use**

**Ventura, Calif.** – Community members are encouraged to take part in the City of Ventura’s next critical phase of its General Plan Update related to land use alternatives. The series of participation opportunities kicks off with an in-person workshop at 6:00 p.m. on Tuesday, August 30, at the Museum of Ventura County, located at 100 East Main Street. Additionally, the City will host a virtual workshop at 6:00 p.m. on Thursday, September 1.

The General Plan is a high-level guiding document that sets the vision for the City and the goals and policies of how and where the City should grow and change over the next 20-30 years. A part of the General Plan is a land use map that shows the type of uses desired in the City, where they should go, and intensity of those uses. This includes housing, retail, parks, schools, industrial, and many other uses.

This next phase of the General Plan Update process will include a series of maps that will lay out areas where land uses could be adjusted to meet the needs and desires of the community for the next 20 years. These land use alternatives will examine different ways to achieve the outcomes identified in the draft vision statement. The feedback received to date from the visioning work, online surveys, workshops, and events shape the basis for these maps.

“For the last two years, the City’s General Plan team has hosted dozens of workshops and outreach events as well as heard from thousands of residents about their vision for the future of Ventura,” shared Mayor Sofia Rubalcava. “This next phase of the General Plan Update process combines all the shared input and ideas to offer alternative options related to how we use our land.”

Community members will have the opportunity to review the different land use maps for distinct subareas of the City, to ensure specific considerations and input is captured throughout the City, and provide feedback.

Additional participation opportunities that will be coming up include online surveys, neighborhood community council meeting presentations, and in-person and virtual office hours.

For a complete schedule of General Plan workshops, events, and updates, visit [www.PlanVentura.com](http://www.PlanVentura.com).

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