

## I. Introduction

### 1. Background

The City of San Buenaventura, more commonly known as Ventura, is located in the dynamic Southern California Region. The City extends from the Pacific Ocean to scenic hillside areas. Chumash Indians inhabited the area when Mission San Buenaventura was founded in 1782. The City was incorporated in 1866. It is a charter city and is the Ventura County seat. The zoning was established in 1924 and the Comprehensive Plan in 1974 and updated in 1990. Further the City's Local Coastal Program was certified in 1983.

### 2. The Trilogy

The city policy guide for future conservation and change in the City of Ventura in 2005 contained within a series of three connected documents, the Ventura Vision (March 2000), the adopted 2005 General Plan, and implementing form-based Development Code for land use and urban design. Each component part is described below.

#### Part A: The Ventura Vision (March 2000)

The Ventura Vision effort was initiated by the City Council in the fall of 1998 by the creation of a 39-member Citizens Outreach Committee to chart the future of the community through the process of "visioning". Key milestones in the process included two city-wide visioning events, over 34 workshops, several surveys, several publications, and an interactive website. The year and a half effort set the stage for the Current General Plan and enumerated **four overarching principles** that were affirmed by the community to guide Ventura into the future:

1. Reach broadly and deeply into the community.
2. Build on existing cultural, natural, and economic assets.
3. Emphasize and encourage connections within the community.
4. Work proactively and collaboratively to achieve the community's shared vision.

The vision effort resulted in the establishment of a framework for future strategies and actions from which to evaluate future proposed changes and is made up of vision statements that reflect a high level of community consensus about a desired future for Ventura:

In the future, Ventura is a community that....

#### Environment

- Seeks sustainability by simultaneously promoting ecological health, economic vitality, and social well-being for current and future generations.
- Acts as an environmentally responsible model for other coastal areas.
- Protects and restores the natural character of its beaches, ocean views, hillsides, barrancas, and rivers as a scenic backdrop for its high quality urban environment.

## Economy

- Develops a flourishing and balanced economy by encouraging a broad range of high quality employment and entrepreneurial opportunities.
- Encourages private economic development that supports public services and amenities associated with high quality of life.
- Has a vital, prosperous, and stable economy while maintaining its small-town feel.
- Is noted for private and public sector cooperation that enhances economic vitality.
- Actively participates in regional economic development efforts.

## Planning, Design, and Circulation

- Retains its character as an attractive coastal town by growing slowly and sustainably, and by emphasizing its history, diversity, and natural environment.
- Cherishes its distinctive, diverse, and eclectic neighborhoods, and preserves their character.
- Has safe, accessible, and balanced transportation that promotes multiple modes of travel to local and regional destinations.

## Social Activity

- Is known as an inclusive, diverse, and tolerant place that welcomes and celebrates all people.
- Provides all residents access to quality and affordable health and social services.
- Recognizes the importance of children and seniors by providing exceptional cultural, educational, and social support programs.
- Offers a diverse range of active and passive recreation for residents and visitors of all ages and abilities.
- Is dedicated to educational excellence and an emphasis on lifelong learning.
- Celebrates and is enriched by the arts and diverse cultural opportunities.

## Collaboration

- Encourages residents to collaborate with each other and City government in an informed, active, and constructive manner to assess and resolve common issues.

Following adoption of the Ventura Vision, the City Council established a 19-member Comprehensive Plan Advisory Committee (CPAC) to shape the Vision concepts into issues and priorities for revision of the 1989 Comprehensive Plan. The Committee met more than 30 times between February 2001 and September 2003. Utilizing smart growth principles, CPAC presented their strategies for future planning land use scenarios within the “CPAC Issues & Alternatives Report” to Planning Commission in December 2003 . City

Council met 11 times in 2004 to consider CPAC's and Planning Commission recommendations and in September of 2004 created an ad-hoc General Plan Committee made up of three Planning Commissioners, three City Council members, City staff and consultants to create, in an open and transparent manner, what would end up becoming the General Plan.

### The 2005 General Plan

The City Council adopted the current General Plan Update on August 8, 2005. The General Plan is intended to function as a policy document that guides land use decisions in the City of San Buenaventura to 2025. The General Plan Environmental Impact Report (EIR) contains a great deal of background information and was a key document leading to the final preparation of the current General Plan in addition to serving as a Master Environmental Assessment (MEA) of the City. The analysis included six separate land use scenarios. These scenarios range from an "intensification/reuse" only option in which only minimal changes to the City's sphere of influence (SOI) would occur to options that include five "potential expansion areas" currently in agricultural use for possible future development. City Council chose the intensification/reuse option which emphasizes Infill-first development within the existing districts, corridors and neighborhood centers.

The current General Plan is made up of ten chapters which follow the organizational framework established in the Ventura Vision. Each topic is introduced with an overarching goal that carries forward the Vision with measurable policies and actions to achieve it.

### Part B: 2005 General Plan Vision Chapters

The policy directives in the 2005 General Plan are organized by vision chapters within the organizational framework established in the Ventura Vision. The format satisfies the State requirement that every general plan include policies for seven "elements".

Table 1  
General Plan Organization

Vision/General Plan Chapter	Required/Optional Elements	Examples of Topics Covered
1. Our Natural Community	Conservation Open Space	Open space, hillsides, watersheds, riparian areas, sensitive plants and animals
2. Our Prosperous Community	<i>Economic Development</i>	Commercial and industrial growth, economic diversification, job opportunities, tourism
3. Our Well-Planned and Designed Community	Land Use/ <i>Design Housing Park &amp; Recreation</i>	Development patterns, neighborhoods, visual character, urban design, streetscapes, demographics, housing needs, affordability, constraints on production
4. Our Accessible Community	Circulation	Traffic, street network, parking, transit services, bike routes
5. Our Sustainable Infrastructure	Land Use	Water supply, wastewater treatment, drainage
6. Our Active Community	Land Use <i>Park &amp; Recreation</i>	Park and recreation facilities, youth and senior programs
7. Our Healthy and Safe Community	Safety Noise Land Use	Development in hazardous areas, hazardous waste management, seismicity, flood control, water quality, brownfields, noise, police, fire, air quality
8. Our Educated Community	Land Use	Schools and libraries
9. Our Creative Community	<i>Culture</i>	Arts, events, community programs, cultural and historic resources
10. Our Involved Community	<i>Citizen Input</i>	Participation in governance



While the 2005 General Plan included policies and goals that satisfies State requirements for the City's Local Coastal Program in accordance with the California Coastal Act however the General Plan was not certified by the Coastal Commission. Therefore, the area of Ventura within the Coastal Zone still uses the 1989 Comprehensive Plan as its Local Coastal Program.

A number of special Vision Chapters were included that are not required by State law but are integral to Ventura's unique identity that cover a range of topics including education, recreation, arts and culture, local economics and community involvement in local government.

#### Vision Chapters

##### *Our Natural Community*

The 2005 General Plan converted the Resources Element into the Vision Chapter called "Our Natural Community" satisfying the state requirement for Conservation and Open Space Elements. This Chapter addresses coastal resources, hillsides, rivers and barrancas and resource conservation. The overarching goal for this Chapter is to be a model for other communities of environmental responsibility, living in balance with our natural setting of coastline, rivers, and hillside ecosystems.

##### *Our Prosperous Community*

The 2005 General Plan added a vision chapter called "Our Prosperous Community" equating to what the State would call an optional Economic Development element. The goal of the chapter is to attract and retain enterprises that provide high-value, high wage jobs; to diversify the local economy; to increase the local tax base; and to anticipate our economic and help fund vital public services.

##### *Our Well Planned Community*

The 2005 General Plan converted the Land Use Element into the Vision Chapter called "Our Well Planned Community" satisfying the state requirement for a Land Use Element. The goal of the chapter is to protect our hillsides, farmlands, and open spaces; enhance Ventura's historic and cultural resources; respect our diverse neighborhoods; reinvest in older areas of our community; and make great places by insisting on the highest standards of quality in architecture, landscaping and urban design.

##### *Our Accessible Community*

The 2005 General Plan converted the Circulation Element into the Vision Chapter called "Our Accessible Community" satisfying the state requirement for Circulation Element. The goal of this chapter is to provide residents with more transportation choices by strengthening and balancing bicycle, pedestrian and transit connections in the City and surrounding region.

##### *Our Sustainable Community*

The 2005 General Plan converted the Resources Element into the Vision Chapter called "Our Natural Community" satisfying the state requirement for Conservation and Open Space Elements. The goal of this chapter is to safeguard public health, well-being and prosperity by providing and maintaining facilities that enable the community to live in balance with natural systems.

##### *Our Active Community*

The 2005 General Plan converted the Park and Recreation Element into the Vision Chapter called "Our Active Community" satisfying the state requirement for Park and Recreation Element. The goal of this chapter is to enhance our parks and open spaces to provide enriching recreation options for the entire community.

##### *Our Healthy and Safe Community*

The 2005 General Plan converted the Safety Element into the Vision Chapter called “Our Healthy and Safe Community” satisfying the state requirement for Safety Element. The goal of this chapter is to build effective community partnerships that protect and improve the social well-being and security of all our citizens.

#### *Our Educated Community*

The 2005 General Plan added a vision chapter called “Our Educated Community” equating to what is typically included within a Land Use Element. The goal of this chapter is to encourage academic excellence and life-long learning resources to promote a highly-educated citizenry.

#### *Our Creative Community*

The 2005 General Plan added a vision chapter called “Our Creative Community” equating to what the State would call an optional Culture element. The goal of this chapter is to become a vibrant cultural center by weaving the arts into everyday life.

#### *Our Involved Community*

The 2005 General Plan added a vision chapter called “Our Involved Community” equating to what the State would call an optional Citizen Input element. The goal of this chapter is to work together as a community to achieve the Ventura Vision through civic engagement, partnerships, and volunteer service.

### **Part C: Form Based Development Code**

The final document in the trilogy is the City’s commitment to use a new type of Development Code that would better accommodate the diversity of lifestyles Ventura desires – from the rural farm to the sub-urban house and yard to the urban core with apartments above shops – and that would contribute to the identity and character desired by the community. Form based development codes emphasizes pedestrian orientation, integration of land uses, treatment of streetscapes as community living space, and environmentally sensitive building design and operation. The Downtown Specific Plan, approved by the City Council in 2007 and was the City’s first form-based development code. That was followed by the Midtown Corridors Development Code and Parklands Specific Plan in 2007, the UC Hansen Specific Plan in 2008, the Victoria Avenue Corridor Code in 2009, the Saticoy and Wells Community Plan and Development Code in 2009 and the Community Memorial Hospital District Development Code in 2010.

### **General Plan Amendment Procedures**

The General Plan is a document designed to be flexible in order to accommodate the changing policies, goals, and needs of the community. In keeping with this intent, the City Council has adopted separate resolution, procedures and requirements for processing and review of General Plan amendment request. These procedures and are in City Council Resolution 2011-040 as it currently exists, or may subsequently be replaced or amended. The General Plan has been amended 13 times since its inception. Below are the amendments:

1. General Plan Amendment MP-150, adopted by the City Council on March 5, 2007 (City Council Resolution No. 2007-011).

Revision: Modification to Figure 3-5 *General Plan Diagram* changing the Land Use Designation at 2709, 2945, and 2951 North Ventura Avenue from Agriculture to Industry.

2. General Plan Amendment MP-154B, adopted by the City Council on March 19, 2007 (City Council Resolution No. 2007-016).

Revision:

- Modification to Figure 3-1 *Infill Areas* adjusting the boundary of the “Downtown District” consistent with the revised Downtown Specific Plan area.
- Modification to Figure 3-5 *General Plan Diagram* adjusting the boundary of the “Downtown District” consistent with the revised Downtown Specific Plan area.
- Modification to Figure 4-3 *Downtown Roadway Classification Plan* to be consistent with Figure I-5 of the revised Downtown Specific Plan.

3. General Plan Amendment MP-160, adopted by the City Council on November 3, 2008 (City Council Resolution No. 2008-056)

Revision:

- Modification to Figure 3-5 *General Plan Diagram* from Neighborhood Low to Specific Plan for UC Hansen Trust
- Modification to Figure 4-3 *Roadway Classification Plan* to reflect the retention of the 4-lane Secondary Arterial classification of Telegraph Road between Saticoy Avenue and Wells Road, but is to remain operating and enhanced as a 2-lane road until the traffic volumes reach 16,000 ADT.

4. General Plan Amendment MP-157, adopted by the City Council on April 20, 2009 (City Council Resolution No. 2009-015)

Revision:

- Modification to Figure 3-1 *Infill Areas* to show the expanded boundary of the Corridors area to include 2260 E. Thompson Blvd.
- Modification to Figure 3-5 *General Plan Diagram* to show the expanded boundary of the “Commerce” land use designation area to include 2260 E. Thompson Blvd.

5. General Plan Amendment MP-161, adopted by the City Council on August 3, 2009 (City Council Resolution No. 2009-054)

Revision:

- Modification to Figure 3-5 *General Plan Diagram* to change the Parklands Specific Plan Area from Neighborhood Low to Specific Plan Area.
- Modification to Figure 4-3 *Roadway Classification Plan* to reflect the retention of the 4-lane Arterial classification of Wells Road between Telegraph Road and Carlos Street, but is to remain operating and enhanced as a 2-lane road until the traffic volumes reach 16,000 ADT.

6. General Plan Amendment MP-152, adopted by the City Council on September 21, 2009 (City Council Resolution No. 2009-067) as part of the Saticoy Wells Community Plan and Development Code adoption.

Revision:

- Modification to Figure 3-5 *General Plan Diagram* to modify 5 properties land use designations that were considered oversights during the adoption of the 2005 Ventura General Plan.
- Modification to Figure 3-2 *General Plan Predicted Development Intensity & Pattern* to change the vacant retail square footage from 165,000 sq. ft. to 228, 475 sq. ft.

7. General Plan Amendment GPA-8-10-3655, adopted by the City Council on October 18, 2010 (City Council Resolution No. 2010-012).

Revision: Modification to Figure 3-5 *General Plan Diagram* to modify the boundaries of the Auto Center Specific Plan.

8. General Plan Amendment GPA-2-12-9207, adopted by the City Council on November 5, 2012 (City Council Resolution No. 2012-061).

Revision: Modification to Figure 3-5 *General Plan Diagram* changing the Land Use Designation at 54 Day Road from Neighborhood Low to Commerce.

9. General Plan Amendment GPA-7-13-17188, adopted by the City Council on September 16, 2013 (City Council Resolution No. 2013-039).

Revision:

- Modification to the City's Our Well Planned and Designed Community Chapter to update the City's Housing Plan in response to changes in State law (AB-162);
- Modification to the Our Healthy and Safe Community Chapter to include text and map revisions to existing goals and policies to address community engagement regarding fire protection, flood, dam inundation and fire hazard zones.
- Modification to Our Sustainable Infrastructure to include watershed and storm water quality and quantity management considerations consistent with the 2010 NPDES permit.

10. General Plan Amendment GPA-3-13-15080 adopted by the City Council on July 21, 2014, (City Council Resolution No. 2014-043).

Revision:

- Modification to Figure 3-5 *General Plan Diagram* to change the Olivas Park Drive Extension Area from Agriculture to Commerce; from Specific Plan to Commerce; from Industry to Commerce; from Agriculture to Industry and from Agriculture to Parks & Open Space.
- Modification to Figure 4-3 *Roadway Classification Plan* to revise the existing Olivas Park Drive and proposed Olivas Park Drive Extension between Golf Course Drive and Auto Center Drive from "collector" to "secondary arterial".
- Modification to Figure 6-1 *Public Facilities* to eliminate the linear park shown on the south side of Olivas Park Drive between Victoria Avenue and Johnson Drive.
- Modification of Table 3.2 *Predicted Development Intensity & Pattern* to revise the future growth in the North Bank District to reflect 1,258,000 sq. ft. of retail and 75,000 sq. ft. of industrial.

11. General Plan Amendment GPA-7-14-23197 adopted by the City Council on November 17, 2014 (City Council Resolution No. 2014-070).

Revision: Modification to Figure 4-3 “Roadway Classification Plan” to remove the Portola Road roadway extension and bridge.

12. General Plan Amendment GPA-4-14-21529 adopted by the City Council on May 11, 2015 (City Council Resolution No. 2015-027).

Revision: Modification to Figure 3-5 *General Plan Diagram* changing the Land Use Designation at CMH Parking Structure from Neighborhood Low to Commerce.

13. General Plan Amendment GPA-10-15-31000 adopted by the City Council on March 21, 2016 (City Council Resolution No. 2016-012).

Revision: Modification to Figure 3-5 *General Plan Diagram* changing the Land Use Designation at the 100 Block of Kellogg Street from Neighborhood High and Neighborhood Medium to Parks & Open Space.

### 3. The Reflection

#### Action Items

Over the past 13 Years the 2005 General Plan has guided future conservation and change in the City. The implementation strategy laid out in the General Plan divides up Action Items by which Vision Chapter it pertains to, which city department is assigned to implementing it and the timeframe for completion which range from “short term” to “ongoing”.

The City’s Residential Growth Management Program (RGMP) was replaced in 2006 with the Housing Approval Program (HAP) as the first implementation action of the 2005 General Plan. The HAP was envisioned as an interim program to fulfill the role of urban design requirements for residential development until such time as design-oriented regulations, such as community plans and development codes, could be drafted and enacted for the City’s various planning communities. The intent was to direct new residential growth to appropriate locations, ensure high quality designs and provide greater flexibility for timing new residential development. By 2013, many of the community plans and development codes were adopted and the City began looking at ways to replace HAP with a Residential Allocation Program (RAP) that would still provide City Council with the authority and discretion over housing types, pace of growth and quality of residential development but remove requirements for design review is already a requirement through the City’s robust design review process. The RAP effort coincided with several changes in State Law including Housing legislation and streamlining mandates that were in potential conflict with the proposed RAP to such an extent, that in 2016, it was determined that it would be appropriate to instead include the program as part of the upcoming General Plan Update.

#### Challenges

Since adoption of the 2005 General Plan, the City encountered challenges causing expected Action Item timeframes to become infeasible or obsolete. The greatest challenge was the “Great Recession”, the nationwide financial crisis and deep recession which lasted from late 2007 to 2009. In many ways the City is still recovering from the severe cuts in revenue streams, service and staffing levels which exacted a long-term toll on key community and Council priorities. For example, 2005 General Plan Action 4.7 consists of a Traffic

Mitigation Fee Update and Mobility Plan including an update to the traffic mitigation fee program funding necessary citywide circulation and mobility system improvements was not pursued due to council direction based on budget constraints.

The Government Code requires that any revision of circulation elements after Jan 1, 2011 must plan for a “balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.” As part of Circulation Element policies, preparation of a Mobility Plan will be a necessary component of to reduce Vehicle Miles Travelled and play a part in determining GHG reduction strategies for the Climate Action Plan.

Even with one of the worst financial crises ever experienced occurring so soon after the adoption of the General Plan, there were still several projects and concepts initiated furthering the goals of the General Plan. While there were many successes, a handful of projects were either partially successful or unable to be implemented. The following were some of the more prominent:

Silver Bay Seafoods – A fish processing operation that would have supported expansion of the Ventura Harbor commercial fishery operations because it would process seafood caught off the Ventura coastline/delivered to the Ventura Harbor. The project was approved in 2014 but did not move forward after approval.

La Viera – A Prescreen of a Specific Plan consisting of hillside residential development on 215 acres north of Hillcrest Drive, west of Hall Canyon Road, east of Lincoln Drive. After City Council gave direction for the Prescreen a formal application has not been filed.

Brooks Urban Campus – The Brooks Institute, a for-profit higher education arts college focusing on visual and media arts had pursued the relocation of their campus to five different locations in Downtown. Although steps were taken to pursue this relocation, Brooks Institute closed its doors before tenant improvements could be complete and the relocation realized.

Ventura Ventures Technology Center – In 2007, the City developed a high-tech business incubator located at 505 Poli Street consisting of more than 10,000 sq. ft. of flexible office space. More than a dozen companies ranging from 1 to 12 employees occupied the space including companies like The Trade Desk that have expanded into different privately-owned locations Downtown. The incubator can claim many successes in furthering the City’s goal to expand high-tech companies and jobs, consistent progress has been hindered by the need of infrastructure improvements, inconsistent administrative resources and uncertainty; however, recent efforts to reinvest in the Entrepreneur Center have been initiated with new and renewed partnerships.

Heritage Tree Ordinance – In 2011, City Council directed staff not to pursue a Heritage Tree Ordinance inconsistent with the General Plan’s Direction to develop code provisions to protect mature trees of a certain criteria.

#### State Mandates

Since the 2005 General Plan, local governments are required to address disadvantaged communities with SB1000 Environmental Justice. Government Code §65302 (h) (1) related goals, policies, and objectives can be a standalone element or integrated into other elements, that identifies disadvantaged communities within the area covered by the general plan.

- Identify objectives and policies to reduce the unique or compounded health risks in disadvantaged communities by means that include, but are not limited to, the reduction of pollution exposure, including the improvement of air quality, and the promotion of public facilities, food access, safe and sanitary homes, and physical activity.
- Identify objectives and policies to promote civil engagement in the public decision-making process.
- Identify objectives and policies that prioritize improvements and programs that address the needs of disadvantaged communities.

Background research addressing SB 1000 Disadvantaged Communities will entail an inventory of existing General Plan policies, City and Non-Profit Projects, and current City programs that benefit those communities identified within Westside and Downtown. Similarly, under SB244 & SB1090, cities are required to identify Disadvantaged Unincorporated Communities within Land Use Element and Map (Our Well Planned Community) with community description and fiscal analysis with financing strategies towards providing services. The feasibility analysis for Unincorporated Saticoy Neighborhood prepared during the adoption of the 2014-2021 Housing Element will also need to be reviewed and updated as part of the General Plan Update. Housing Elements are updated on short cycles to reflect current housing conditions and legal requirements. The State mandates that housing elements, unlike other elements of the General Plan, be reviewed and certified “date certain” by the State Department of Housing and Community Development (HCD) for consistency with state law. Jurisdictions that fail to receive State certification become ineligible to receive important sources of grant funding and risk exposure to costly litigation, including recent 2018 law AB72 Housing Element Law Enforcement that provides greater power by the State Attorney General. Therefore, depending on the General Plan Update’s timeframe for civic engagement, plan preparation, and public hearing process, the Housing Element schedule may precede the adoption timeframe of the General Plan Update. The next local housing element required to comply with the 6<sup>th</sup> cycle of the Regional Housing Needs Assessment (RHNA), must be adopted by the City Council in Fall 2021.

Other State Mandates to emphasize consist of fire hazard planning and climate change adaptation and resilience vulnerability assessment as part of the Safety Element; in the Circulation Element, transition of traffic modelling to evaluate Vehicle Miles Travelled pursuant to the pending update to the CEQA guidelines pursuant to SB743, and Tribal Consultation pursuant to SB18 and AB52 with consideration of Cultural Resources protection policies related to the Conservation Element. The following is a comprehensive list of legislative mandates and requirements:

Housing Law

- [SB 35 \(Wiener\) Streamline Approval Process](#)
- [AB 73 \(Chiu\) Housing Sustainability Districts](#)
- [SB 540 \(Roth\) Workforce Housing Opportunity Zones](#)
- [AB 678 \(Bocanegra\)/ SB 167 \(Skinner\) and AB 1515 \(Daly\) Housing Accountability Act](#)
- [AB 72 \(Santiago\) Housing Element Law Enforcement](#)
- [AB 1397 \(Low\) Housing Element Law Sites Requirements](#)
- [SB 166 \(Skinner\) No Net Loss](#)
- [AB 879 \(Grayson\) Housing Element Annual Report and Fee Study](#)

- [SB 2 \(Atkins\) Building Jobs and Homes Act](#)
- [SB 3 \(Beall\) Veterans and Affordable Housing Bond Act](#)
- [AB 1505 \(Bloom\) Inclusionary Ordinances](#)
- [AB 1521 \(Bloom\) Preservation of Existing Affordable Housing Stock](#)
- [AB 571 \(E. Garcia\) Low Income Housing Credits for Farmworkers](#)

CEQA

- [SB 743 Pending CEQA Guidelines from OPR, include VMT Analysis](#)
- [AB 1383 Waste Management](#)
- [SB 1383 Organic Waste Reduction as part of California Global Warming Solutions Act](#)

Water

- [AB 1739 \(Dickinson, 2014\) Groundwater Management](#)

General Plan

- [SB 1241 \(Kehoe, 2012\) Land Use Safety Element Fire Hazard Impacts ref. AB 3065](#)
- [AB 1358 Complete Streets](#)
- [SB 244 Disadvantaged Unincorporated Communities](#)
- [SB 1000 Environmental Justice](#)
- [SB 379 Local Hazard Mitigation Plan as part of Safety Element addressing climate adaptation and coastal resiliency](#)

**4. Other Relevant Land Use Plans**

Many other City and County plans have been reviewed for the City of Ventura General Plan Update. These include, but are not limited to, the following:

<p><b>City Wide</b>  1987 Parks and Recreation Element Workbook  1997 Design Guidelines (Adopted October 1997)  2005 General Plan Policy and Action Items  2005 Cultural Plan  2008/2009 Public Works proposed amendments  2011 Bicycle Master Plan  2014-2021 Housing Element  2014 Important Farmland Map  2016 Urban Water Management Plan  2018 Comprehensive Water Report City of Ventura Energy Plan</p>
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<p>APA Policy Principles for Autonomous Vehicles  Cal Coastal Commission Sea Level Rise Policy Guidance July 2018  City of Ventura 2018-2024 CIP  City of Ventura Senior Programs  City of Ventura After School Programs  CMH Community Health Needs Assessment (2013)  County of Ventura 2040 General Plan Update General Plan Refinement Work Items  County of Ventura Community Health Assessment 2017  Economic Development Strategy 2005-2010  Economic Development Strategy 2013-2018  Ventura/Oxnard/Santa Paula Green Belt Agreements  General Plan Annual Reports  Gold Coast Transit Maps  LAFCo Municipal Service Review – 2018  SOAR (Adopted)  State of California Sea-Level Rise Guidance 2018 Update  The Nature Conservancy “Coastal Resiliency Model”  The Port of Hueneme 2020 Strategic Plan  Tourism Master Plan 1999  VCTC Places Model  Ventura County Regional Analysis of Impediments to Fair Housing Choice (March 2015)  Ventura County Dam Safety Grand Jury Report May 2018  Ventura County Lodging Association 2014 Regional Omnibus Survey</p>
<p><b>Westside</b>  2006 Kaiser Heal Zone  County of Ventura North Avenue Plan  Crabtree Westside Strategic Stormwater Management Plan  Draft Westside Community Plan and DEIR  Fiscal Impact Analysis of the Westside and North Avenue Area Community Plan 2011  Market Overview of the Westside / North Avenue Community Plan 2011  Westside Economic Development Strategy</p>
<p><b>Downtown</b>  2007 Downtown Specific Plan (Adopted); Amendments  Downtown Ventura Business Improvement District Management District Plan  Downtown Ventura Partners Improvement District Work Plan 2017  Fair and Seaside Park Master Plan  Summer Weekend Sound Monitoring Report (2013)  Ventura Botanical Garden Master Plan (2014)</p>
<p><b>Midtown</b>  Cal Poly Wellness District Concept Plan  Carbon Reduction – Midtown Analysis Energy and Transportation  Community Memorial Hospital District Development Code (Adopted in 2010)  Midtown Corridors and Development Code (Adopted)  Midtown East Vision Study (June 2013)  Midtown Neighborhood Study  ULI study (2013)</p>
<p><b>College</b>  Ventura College Master Plan (2013 – 2019)</p>
<p><b>Montalvo</b>  Ventura Government Center Facility Plan  Annexation Report 2012</p>
<p><b>Thille</b>  Victoria Avenue Corridor Code (2009)</p>
<p><b>Pierpont/Harbor</b>  Ventura Shellfish Enterprise</p>

Pierpoint Sand Removal Program
<b>North Bank</b> Focus Area One Auto Center Specific Plan (Adopted June 1987, last amended July 2017)
<b>Saticoy</b> County of Ventura Closure of Fire Station 26 County of Ventura Saticoy Area Plan (2015) Saticoy and Wells Community Plan and Development Code (Adopted in 2009) Saticoy Village Specific Plan (Adopted 1996) Unincorporated Saticoy SB 244 Feasibility Study
<b>Serra</b> Ventura Community Park Master Plan
<b>Wells</b> Parklands Specific Plan (Adopted 2007) UC Hansen Specific Plan (Adopted 2008)

## 5. General Plan Update Process

The General Plan Update to the year 2040 for the City of Ventura began in July 2018. An initial overview meeting was held on July 16, 2018. The City Council.

## 6. Civic Engagement

Government Code section 65351 requires that the planning agency shall “provide opportunities for the involvement of citizens, California Native American tribes, public agencies, public utility companies, and civic, education, and other community groups.

The Public engagement process for the General Plan Update is scheduled to begin in the fall of 2018 and will continue throughout until adoption of the update in 2021. The first part of engagement process will consist of educating the public on base conditions and creation of the plan through visioning/goal setting/policy workshops.

As part of the ongoing effort, staff with consultant “facilitator” services will be developing a public participation plan that will engage the community, stake holders and city committees throughout the General Plan Update process. The initial meetings with the public will include education and collection of community issues of concern and preferred methods of participation. Though topics areas are interrelated, public meetings can be divided up by meeting in order to allow focused dialogue on issues regarding; Economic Development, Housing, Land Use, Environmental, Safety, Agriculture, Transportation Issues and Land Use, Services, Facilities, Education, and Safety. Opportunities to use a variety of outreach tools will be evaluated to capture a broader community representation utilizing tools such as website surveys, social media, and expanded outreach to Parent Teacher Associations, some local businesses with larger employees, Ventura Campus Clubs, and other groups.