

WE THE PEOPLE
of Ventura, in order to
ensure that our City
continues to be a great place
for us to live ...



ACHIEVING THE VISION
2005 ventura general plan

CITY OF SAN BUENAVENTURA

2005 VENTURA GENERAL PLAN

ADOPTED AUGUST 8, 2005

RESOLUTION NOs.2005-072 AND 2005-073

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...and to the countless citizens who gave their time and energy towards the making of this plan.

This plan is dedicated to the citizens of Ventura.

August 8, 2005

In loving memory of Roma Armbrust and
Dennis R. Mackay

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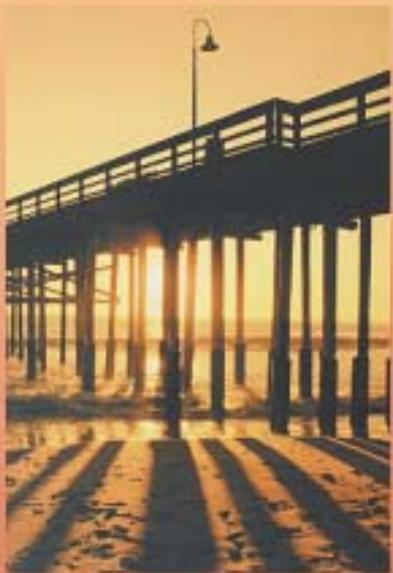
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o v e r v i e w

Ventura's general plan



"The building of cities is one of man's greatest achievements. The form of his city always has been and always will be a pitiless indicator of the state of his civilization. This form is determined by the multiplicity of decisions made by the people who live in it."

— Edmund N. Bacon
Design of Cities, 1967

We, the people of Ventura, in order to ensure that our City remains a great place for us to live ...



. . . establish these goals for our community's future:

OUR NATURAL COMMUNITY

Our goal 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

Our goal 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 future in order to strengthen our economy and help fund vital public services.

OUR WELL-PLANNED COMMUNITY

Our goal 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

Our goal 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 INFRASTRUCTURE

Our goal 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

Our goal is to add to and enhance our parks and open spaces to provide enriching recreation options for the entire community.

OUR HEALTHY AND SAFE COMMUNITY

Our goal is to build effective community partnerships that protect and improve the social well being and security of all our citizens.

OUR EDUCATED COMMUNITY

Our goal is to encourage academic excellence and life-long learning resources to promote a highly-educated citizenry.

OUR CREATIVE COMMUNITY

Our goal is to become a vibrant cultural center by weaving the arts and local heritage into everyday life.

OUR INVOLVED COMMUNITY

Our goal is to strive to work together as a community to achieve the Ventura Vision through civic engagement, partnerships, and volunteer service.

State law requires each California city to adopt a comprehensive, long-term General Plan for the physical development of the community that guides local decision-making by expressing community goals about the future distribution and character of land uses and activities. The plan should be comprehensive by both covering the City's entire planning area and addressing the broad range of issues facing the community, including physical, social, aesthetic and economic concerns. The plan must be internally consistent and serve as a long-term guide, establishing policies for day-to-day land use decisions over an approximately 20-year period.

Introduction and Background

"To remain successful, Ventura must periodically renew itself, re-examine its goals and create a shared vision to guide the community into the future."

With these opening words, the citizens of our community proclaimed the **Ventura Vision**, which was unanimously accepted by the City Council in March 2000. That landmark report captured the results of "a partnership encompassing city government, non-profit organizations, community groups, businesses, schools and individual residents to chart the community's future through a process of visioning."

Building on that shared vision, the City embarked on an effort to revise the 1989 Comprehensive Plan that served as the General Plan that all cities are required by State law to use to guide land use, transportation and other important policy decisions. This new General Plan is the culmination of that effort to translate the Ventura Vision into a coherent and comprehensive implementation plan to guide future development and preservation.

Throughout the visioning process and at the ballot box, Ventura residents have made clear we want a well-planned approach to managing growth. We don't want continued suburban sprawl paving over farm land and sensitive hillside areas. Instead, we want vacant or rundown properties to be improved with high quality "infill" to provide new jobs, new homes and new stores and services.

Managing growth to improve our quality of life and standard of living is the smart thing to do. Ventura residents don't want uncontrolled growth and suburban sprawl. We also don't want traffic gridlock, more "cookie cutter" tract houses or housing prices that make Ventura unaffordable for working families. By targeting new development to areas that would benefit from reinvestment – and by respecting our historic character and sense of place – "smart growth" is a better alternative.

Our vision is for a prosperous and well-planned community. Smart Growth emphasizes reusing existing buildings and land, revitalizing our historic downtown and neighborhoods, and protecting the environment for future generations. Smart Growth channels new businesses and homes into appropriate areas. It also provides options for public transportation, creates neighborhoods where homes are in walking distance of local services and ensures green space for public use.

We seek to protect and enhance our unique "sense of place" that builds on our pride in Ventura's history and natural setting. Instead of new development that looks like everywhere else, our vision is for interesting, unique neighborhoods and districts, which reflect our values and heritage. The policies for pursuing these goals are spelled out in this new General Plan.

The Ventura General Plan

The 2005 *Ventura General Plan* is the second in a series of three connected documents that will guide future conservation and change in the city. The *Ventura Vision* set the stage for this plan and enumerated four overarching principles that were affirmed by the community to guide Ventura into the future:

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

The final piece of the trilogy is a form-based *Development Code*. This code represents a new approach to zoning that prioritizes the appearance of development, while still ensuring that neighboring land uses are compatible and appropriate.

The *General Plan* will be put into action through the Development Code and a variety of other mechanisms, such as a mobility plan, specific plans, community plans, and capital improvement projects that will together shape the future of Ventura. The *General Plan* purposefully anticipates the *Code* focusing on the districts, corridors, and neighborhood centers where future change will be most pronounced.

The following vision statements 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.





Building on the Vision

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 CPAC included representatives of varied interests, including neighborhoods, agriculture, seniors and schools, as well as one member from the Planning Commission and one from the City Council. The committee met more than 30 times over almost three years. During that effort, the City published the August 2002 *Comprehensive Plan Update Background Report*, which provides a highly detailed account and analysis of opportunities and constraints that affect planning and land use in Ventura. This ultimately led to their findings, contained in the September 2003 *CPAC Issues & Alternatives Report*.

CPAC endeavored to create strategies to resolve planning and land use issues in Ventura utilizing the smart growth principles formulated by the U.S. Environmental Protection Agency:

- Mix land uses.
- Achieve compact building design.
- Provide a range of housing opportunities.
- Create walkable neighborhoods.
- Foster distinctive, attractive communities with a strong sense of place.
- Preserve open space, farmland, natural beauty, and critical environmental areas.
- Strengthen and direct development toward existing communities.

- Provide a variety of transportation choices.
- Make development decisions predictable, fair, and cost effective.
- Encourage community collaboration in planning decisions.

The recommendations of the CPAC were presented to the Planning Commission and City Council. After several months of reviewing the CPAC recommendations, the Planning Commission in December 2003 made some modifications to the CPAC's recommended land use scenario.

The City Council met 11 times from February through August 2004 to consider the CPAC and Planning Commission recommendations, review relevant data, and formulate broad goals, policies, and a diagram to guide growth and change in the City until 2025. In September 2004, the City Council established an ad-hoc General Plan Committee consisting of three Planning Commissioners and three City Council members to work with City staff and consultants to ensure that the *General Plan* would be completed expeditiously and with ample public participation, and to ensure open communication, transparency, and coordination among all parties interested in the creation of the *Plan*. All of the CPAC, Planning Commission, City Council, and General Plan Committee workshops, meetings, and hearings were open to the public and included significant, meaningful, and often extensive citizen input and participation.

Goals summarize how conservation, development, and future growth should occur by identifying physical, economic and social ends that the community wishes to achieve.

Policies establish basic courses of action for the Planning Commission and City Council to follow in working to achieve community goals, by directly guiding the response of elected and appointed officials to development proposals and related community actions.

Actions need to be undertaken by the City to implement policies.

Plan Format

The comprehensive and involved process of creating what is really a totally new (not just updated) *General Plan* – based on a new community vision and smart growth principles – resulted in a new set of goals, policies, and actions to guide future decision-making in Ventura that truly reflect the planning objectives of the community. These policy directives are organized by subject area in *General Plan* Chapters 1 through 10, which follow the organizational framework established in the *Ventura Vision* (see Table 1). Each topic is introduced with an overarching goal that carries forward the *Vision*, a description of issues needing resolution and methods for remedying them, and finally measurable policies and actions to achieve those solutions. Each of the policies contained within the Plan are intended to be understood and read with the following preface: “It is the intent of the City of San Buenaventura to...”. All of the actions are summarized in table form in Appendix A, along with the City department or division responsible for implementing each action and timeframe for completion. Also included in the Plan are the legally binding Appendices B through E. Attachment A is provided as a reference, while Attachment B is provided to serve as guidelines for future development until an update to the Zoning Ordinance is completed.

Table 1
General Plan Organization

Vision/General Plan Chapter	Required/ <i>Optional</i> 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</i> Housing <i>Park & 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 & 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

The format of the *General Plan* satisfies the State requirement that every general plan include policies for seven “elements,” as follows:

Land use – establishes the general distribution and intensity of land uses, including housing, commerce, industry, open space, education, and public facilities.

Circulation – identifies the location and type of existing and proposed highways, arterial and collector roadways, bicycle routes, and other transportation facilities.

Conservation – addresses treatment of natural and cultural resources, including watersheds, wetlands, trees, rivers and barrancas, and cultural and historic landmarks.

Housing – assesses current and projected housing needs of all segments of the community and identifies land to provide adequate housing to meet those needs. Although the City’s Housing Element and Technical Report is contained in a separate document to facilitate the frequent updating required by the State, the goals, policies and programs of the Housing Element must be and are consistent with the goals, policies, and actions of the *2005 Ventura General Plan*. (See Chapter 3, page 3-28, for 2004 Housing Element Goals and Policies.)

Noise – appraises noise sources in the community and develops means to mitigate nuisances.

Open Space – details techniques for preserving open space areas for natural resources, outdoor recreation, public health and safety, and agricultural activities.

Safety – establishes policies to protect the community from risks associated with seismic, geologic, flood, fire, and other hazards.

The *General Plan* also contains a number of special elements that aren’t required by State law but are integral to the unique identity of Ventura. These cover a range of topics including education, recreation, arts and culture, and community involvement in local government. Another chapter treats the very important subject of the local economy, providing guidance to citizens, City staff and policy makers regarding strategies and priorities for economic development in Ventura.



California Coastal Act

The *General Plan* also satisfies State requirements for the City's **Local Coastal Program** in accordance with the California Coastal Act (*Public Resources Code § 30000 et seq.*). Actions in the *General Plan* that affect coastal resources are intended to become part of the Land Use Plan of the Local Coastal Program, which will be accomplished through specific or community plans for those areas. These actions are identified with the logo of the California Coastal Commission (which oversees all Local Coastal Programs). The basic goals of the State for the coastal zone are to:

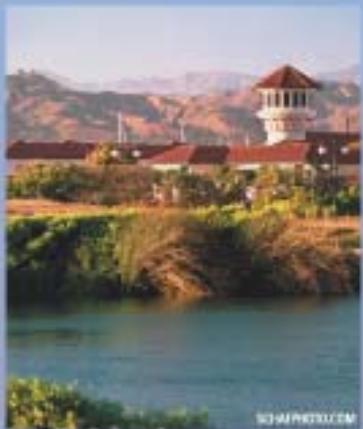
- Protect, maintain, and where feasible, enhance and restore the overall quality of the coastal zone environment and its natural and artificial resources.
- Assure orderly, balanced utilization and conservation of coastal zone resources taking into account the social and economic needs of the people of the state.
- Maximize public access to and along the coast and maximize public recreational opportunities in the coastal zone consistent with sound resources conservation principles and constitutionally protected rights of the private property owners.

- Assure priority for coastal-dependent and coastal-related development over other development on the coast.
- Encourage state and local initiatives and cooperation in preparing procedures to implement coordinated planning and development for mutually beneficial uses, including educational uses, in the coastal zone.

(*Public Resources Code § 30001.5*)



OUR NATURAL COMMUNITY Ventura's general plan



"As age comes on, one source of enjoyment after another is closed, but Nature's sources never fail. Like a generous host, she offers her brimming cups in endless variety, served in a grand hall, the sky its ceiling, the mountains its walls, decorated with glorious paintings and enlivened with bands of music ever playing."

— John Muir
20th Century Naturalist

1. OUR NATURAL COMMUNITY

Our goal is to be a model for other communities of environmental responsibility, living in balance with our natural setting of coastline, rivers, and hillside ecosystems.

Natural Context

Ventura's natural setting is one of its greatest assets, and preserving the environment is a top community priority. Situated between the ocean, hills, and two rivers, the city affords its residents and visitors with a significant amount of accessible, beautiful, and biologically diverse open space. Although a number of programs are in place to protect coastal and watershed ecosystems and to maintain and preserve existing open lands, some natural features in and around the city have been compromised by the impacts of human activity.

As in many communities across the nation, concern is growing in Ventura about human impacts on natural resources. The historic spread of local development has given rise to grassroots efforts aimed at preserving Ventura's viable agricultural land, open space, and hillsides. The 1995 Save Our Agricultural Resources initiative (see Appendix B) and the 2001 Hillside Voter Participation Area (Appendix C) measure require voter approval before the city can expand into open space areas. The Ventura Hillsides Conservancy formed in 2003 seeks to preserve local hillsides, canyons, and open space.

Ventura, Oxnard, Ventura County, and the County Local Agency Formation Commission have adopted agreements to preserve agricultural and open space land located between the cities. A change that amends these greenbelts requires the approval of all signatories.

Protecting Ventura's fragile natural resources is a fundamental focus of the *2005 Ventura General Plan*. Policies and actions in this chapter intend to ensure that coastal, hillside, and watershed features are preserved, remain visible and accessible, and demarcate boundaries for urban development to define and enhance the city's identity.



The community cherishes the shoreline as one of Ventura's best features. Coastal facilities in the city include:

- Emma Wood State Beach
- Ventura Seaside Park and Fairgrounds
- Surfers Point at Seaside Park
- Beachfront Promenade Park
- San Buenaventura State Beach
- Pierpont Community Beach
- Marina Beach/Cove Port District Beach
- Channel Islands National Park Headquarters
- Surfers Knoll
- Santa Clara River Mouth

Coastal Resources

Ventura boasts seven miles of beautiful sand beaches and valuable shoreline habitat. This “string of pearls” has long been identified by the community as one of the city’s most prized features. At its eastern end, the Ventura Harbor offers opportunities for residents and visitors to explore the local marine environment, including the Channel Islands National Park and Marine Sanctuary. Elsewhere along the coast, shoreline and dune habitat provide nesting, feeding, and mating grounds for a wide variety of wildlife, including threatened or endangered species such as the western snowy plover and the least tern.

Shoreline conservation programs underway include the Surfers Point Managed Shoreline Retreat, San Buenaventura State Beach restoration, Ventura Harbor wetland rehabilitation, and coastline water quality monitoring. The City will continue to invest in restoration to enhance the shoreline ecosystem, with the actions in this chapter augmenting current efforts.



Hillsides

The hills of the Transverse Range rise 1,200 feet above Ventura, providing an important visual backdrop that frames the City. Not only do these hills provide residents and visitors with scenic vistas, they are also part of a larger integrated ecosystem comprised by the hillsides, coastal areas, rivers and barrancas that together provide a rich habitat for many species. It is vital to the community that these hillsides that lie outside the city limits (with a County land use designation of either Open Space or Agriculture), are protected and preserved.

These hillsides, by definition, are coterminous with the Hillside Voter Participation Area, and comprise the Hillside Open Space community as depicted on the General Plan Diagram (page 3-22). Because the Hillside Voter Participation Area measure prohibits the extension of City urban services to the hillsides through 2030 without voter approval, the General Plan Diagram identifies the hillsides affected by the measure with a Planning Designation of Open Space. The full text and map of the Hillside Voter Participation Area appears in Appendix C (as required by the act). This chapter calls working with land conservation organizations to establish a Ventura hillsides preserve, and Chapter 6, *Our Active Community*, contains actions to work with the County to create public trails in the hillsides.

Definitions for “Hillside Open Space,” “Hillside Area,” “hillsides,” and “Hillside Voter Participation Area” can be found in the Glossary (Attachment A).





Rivers and Barrancas

The Ventura River flows south to the Pacific Ocean along the western edge of the city, and the Santa Clara River bisects the Oxnard coastal plain south of Ventura. A series of seasonal watercourses called barrancas traverse the city in narrow incised drainage channels running down from the hillsides. The rivers and barrancas and their larger watersheds provide undeveloped open space, riparian vegetation, wildlife habitat and corridors, recreational opportunities, and aesthetic beauty.

Where local watercourses have not been channelized, riparian trees and shrubs grow in fringing woodlands and thickets. Several sensitive bird species breed in these areas, including the least Bell's vireo, willow flycatcher, yellow warbler, and yellow-breasted chat. Steelhead and rainbow trout seasonally inhabit both the Ventura and Santa Clara Rivers.

Riparian and freshwater marsh areas in Ventura represent only a remnant of pre-human coverage, but the City has initiated conservation and restoration efforts such as the Ventura River Estuary Program to help reverse this trend. The estuaries at the mouths of the Ventura and Santa Clara Rivers serve as breeding grounds and feeding areas for migratory and resident shorebirds and waterfowl, as well as home to many terrestrial animals, fish, and free-swimming invertebrates.

Actions in this chapter – such as maintaining adequate buffers from watercourses, requiring

restoration of natural drainage features, and prohibiting the placement of manmade materials in drainages – can protect and improve water and habitat quality in local watersheds. The bolder action of removing concrete channel structures would further enhance natural functions and aesthetics.

Resource Conservation

As Ventura continues to grow, conserving resources, increasing energy efficiency, and achieving environmental sustainability become ever more important. The City desires to incorporate green building measures into the design, construction, and maintenance of public and private buildings which can result in significant cost savings and promote overall health and productivity of residents, workers, and visitors to the city. Raising conservation awareness can help minimize waste and pollution released into the natural environment. Improving energy efficiency in buildings, expanding recycling programs, and reducing transportation-related energy consumption will make the city a greener place. The policies and actions in this chapter provide clear direction to guide conservation, green practices, and responsible use of resources.

Policy 1A: Reduce beach and hillside erosion and threats to coastal ecosystem health.

Action 1.1: Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone. 

Action 1.2: Prohibit non-coastal-dependent energy facilities within the Coastal Zone, and require any coastal-dependent facilities including pipelines and public utility structures to avoid coastal resources (including recreation, habitat, and archaeological areas) to the extent feasible, or to minimize any impacts if development in such areas is unavoidable. 

Action 1.3: Work with the State Department of Parks and Recreation, Ventura County Watershed Protection Agency, and the Ventura Port District to determine and carry out appropriate methods for protecting and restoring coastal resources, including by supplying sand at beaches under the Beach Erosion Authority for Control Operations and Nourishment (BEACON) South Central Coast Beach Enhancement program. 

Action 1.4: Require new coastal development to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches. 

Action 1.5: Collect suitable material from dredging and development, and add it to beaches as needed and feasible. 

Action 1.6: Support continued efforts to decommission Matilija Dam to improve the sand supply to local beaches. 

Action 1.7: Update the Hillside Management Program to address and be consistent with the Planning Designations as defined and depicted on the General Plan Diagram.

Policy 1B: Increase the area of open space protected from development impacts.

Action 1.8: Buffer barrancas and creeks that retain natural soil slopes from development according to State and Federal guidelines. 

Action 1.9: Prohibit placement of material in watercourses other than native plants and required flood control structures, and remove debris periodically. 

Action 1.10: Remove concrete channel structures as funding allows, and where doing so will fit the context of the surrounding area and not create unacceptable flood or erosion potential. 

Action 1.11: Require that sensitive wetland and coastal areas be preserved as undeveloped open space wherever feasible and that future developments result in no net loss of wetlands or "natural" coastal areas. 

Action 1.12: Update the provisions of the Hillside Management Program as necessary to ensure protection of open space lands.

Action 1.13: Recommend that the City's Sphere of Influence boundary be coterminous with the existing City limits in the hillsides in order to preserve the hillsides as open space.

Action 1.14: Work with established land conservation organizations toward establishing a Ventura hillsides preserve.

Action 1.15: Actively seek local, State, and federal funding sources to achieve preservation of the hillsides.

Policy 1C: Improve protection for native plants and animals.

Action 1.16: Comply with directives from regulatory authorities to update and enforce stormwater quality and watershed protection measures that limit impacts to aquatic ecosystems and that preserve and restore the beneficial uses of natural watercourses and wetlands in the city. 

Action 1.17: Require development to mitigate its impacts on wildlife through the development review process. 

Action 1.18: Require new development adjacent to rivers, creeks, and barrancas to use native or non-invasive plant species, preferably drought tolerant, for landscaping. 

Action 1.19: Require projects near watercourses, shoreline areas, and other sensitive habitat areas to include surveys for State and/or federally listed sensitive species and to provide appropriate

buffers and other mitigation necessary to protect habitat for listed species. 

Action 1.20: Conduct coastal dredging in accordance with the U.S. Army Corps of Engineers and California Department of Fish and Game requirements in order to avoid impacts to sensitive fish and bird species. 

Action 1.21: Work with State Parks on restoring the Alessandro Lagoon and pursue funding cooperatively. 

Action 1.22: Adopt development code provisions to protect mature trees, as defined by minimum height, canopy, and/or trunk diameter. 

Action 1.23: Require, where appropriate, the preservation of healthy tree windrows associated with current and former agricultural uses, and incorporate trees into the design of new developments. 

Action 1.24: Require new development to maintain all indigenous tree species or provide adequately sized replacement native trees on a 3:1 basis. 

Policy 1D: Expand the use of green practices.

Action 1.25: Purchase and use recycled materials and alternative and renewable energy sources as feasible in City operations.

Action 1.26: Reduce pesticide use in City operations. 

Action 1.27: Utilize green waste as biomass/compost in City operations.

Action 1.28: Purchase low-emission City vehicles, and convert existing gasoline-powered fleet vehicles to cleaner fuels as technology becomes available.

Action 1.29: Require all City funded projects that enter design and construction after January 1, 2006 to meet a design construction standard equivalent to the minimum U.S. Green Building Council LEED™ Certified rating in accordance with the City's Green Building Standards for Private and Municipal Construction Projects. 

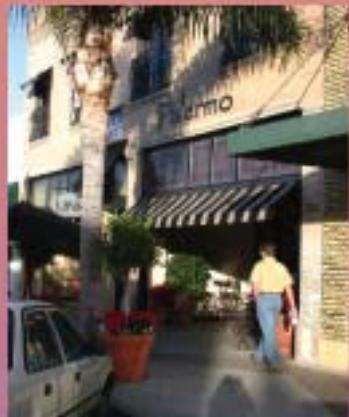
Action 1.30: Provide information to businesses about how to reduce waste and pollution and conserve resources.

Action 1.31: Provide incentives for green building projects in both the public and private sectors to comply with either the LEED™ Rating System, California Green Builder, or the Residential Built Green program and to pursue registration and certification; incentives include "Head-of-the-Line" discretionary processing and "Head-of-the-Line" building permit processing. 

Action 1.32: Apply for grants, rebates, and other funding to install solar panels on all City-owned structures to provide at least half of their electric energy requirements. 

Action 1.33: Publicly acknowledge individuals and businesses that implement green construction and building practices.

OUR PROSPEROUS COMMUNITY ventura's general plan



"Every increment of construction should be done in such a way as to heal the city."

— Christopher Alexander
Author of A Pattern Language, 1977

2. OUR PROSPEROUS COMMUNITY

Our goal 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 future in order to strengthen our economy and help fund vital public services.

Adapting in the 21st Century

Great communities are prosperous communities. A successful city brings people, institutions, ideas, and capital together in creative ways that enrich the lives of those who live and work there. In today's global economy, high-wage high-value jobs are the foundation of the prosperity that instills a city with the financial resources necessary to provide high quality of life and excellent community amenities.

Ventura has been blessed with a history of prosperity, thanks in large part to success in harnessing the area's natural assets for economic benefit. For most of the 20th Century, Ventura was sustained largely by its role as the hub of the region's oil and agriculture industries. These two sectors not only provided a stable source of jobs and business opportunities, but also helped to shape Ventura's role as the legal, governmental, and cultural center of the County.

In the 21st Century, however, Venturans can't take continued prosperity for granted. Competition occurs regionally, nationally, and globally for innovative businesses, top talent, and

good jobs. The community must build on its resources and constantly be on the lookout for new economic opportunities.

County government will likely remain the city's largest employer, providing an important element of economic stability, but government employment is not likely to grow significantly. Oil and agriculture will continue to be important, but their roles are diminishing. While Ventura is a regional center for healthcare, that industry will continue to face intense pressures to reduce costs. Still, the City of Ventura is positioned to move into an era dominated by innovation and reliant on emerging technologies. Cities and regions that excel in the "New Economy" promote high tech industries and boast a high quality of life. Likewise, to remain competitive, Ventura must continue to support economic development, but also create a more attractive living environment, including by providing appropriate housing for all segments of the local workforce. Efforts to boost economic development must be supported by a high quality of life, including a thriving cultural arts scene, award winning schools, and an engaged community. Tourism is also a strong market for Ventura. The beaches, museums, downtown, harbor and the nearby Channel Islands National Park attract more than 1.5 million visitors a year.

The policies and actions in this chapter seek to identify business niches that can thrive locally to diversify the economic base and ensure future community prosperity.

Economic Challenges

Ventura faces a variety of interrelated challenges to continued economic vitality, including:

1. Capturing a share of high-value job markets, such as biotechnology, computer software, communications, entertainment, multimedia, education, and business and financial services.
2. Diversifying the local economy to reduce dependence on the service, retail, and government sectors.
3. Building on the success of the tourism, manufacturing, business, and financial services sectors through marketing and job training programs that will ensure retention and attraction of these enterprises.
4. Finding appropriate locations for commercial and industrial land, including through revitalization opportunities in the Westside and Downtown and possibly via annexations of sites in the North Ventura Avenue and 101 Business Corridor areas.
5. Expanding the retail base, because sales tax represents a major City revenue source.
6. Providing housing for the full range of workforce households at all income levels.
7. Providing adequate infrastructure and financing resources.

Meeting all of these challenges in an integrated, strategic manner will be necessary to achieve long-term economic stability and success. The City must endeavor to identify the businesses most likely to remain and grow in an area that has very high costs – especially for housing – but also has outstanding community amenities, including good weather, a spectacular natural setting, and a safe and desirable community fabric.

The *Ventura Vision* calls for targeting industries that demonstrate the greatest promise for long-term community prosperity by:

- Providing high-wage, high skilled jobs,
- Possessing a local competitive advantage in the global economy,
- Being committed to local responsibility,
- Growing from local ownership, control or management,
- Practicing environmental leadership in their markets, and
- Strengthening the community's creative, cultural identity.

The *Vision* also offers principles for the City to pursue in charting future strategies for economic development:

- Encourage a broad range of high-quality employment and entrepreneurial opportunities.
- Encourage private economic prosperity that can support public services and quality-of-life amenities.

- Develop a vital, prosperous, and stable economy while maintaining a “small-town” flavor.
- Encourage the public and private sectors to work together to achieve prosperity.
- Participate constructively in regional economic development efforts.

Implementing these strategies will not be simple or easy. For one reason, California’s current tax system contains provisions that result in some of the lowest-paying economic sectors providing the city with the most tax revenue, and vice versa.

Pillars for Prosperity

Community prosperity is not something that a city government can create by itself. Any successful economic development effort requires the participation of many partners, including community-based business organizations, educational and training institutions, venture capitalists, individual entrepreneurs and business owners, networks of suppliers, and other government agencies that have a mission to enhance prosperity.

Together, the City and its economic partners must ensure that the building blocks for community prosperity are in place. These foundations include organizations and institutions that can coordinate local economic development efforts, as well as land and other economic infrastructure required to make Ventura an attractive business location.

This organizational infrastructure is evolving in Ventura. Business groups such as the Chamber of Commerce and the Ventura County Economic Development Association (a countywide group) are already active, but a wider network is needed to assemble the resources and capacity of entrepreneurs, venture capitalists, educators, and other stakeholders in building a healthy business climate. Greater synergy is needed among the area’s higher education institutions – including California State University Channel Islands, Ventura College, Brooks Institute, and satellite campuses of other colleges and universities.

Appropriate and sufficient land will also be necessary to ensure continued economic prosperity over the next 20 years, even as we seek to protect open space and combat sprawl. Demand for land to support retail and office development is likely to outstrip current supply unless allowable building intensities are significantly increased. While some increased density is likely, and some older industrial land may be recycled for new business uses, the City must take care to reserve sufficient land for these purposes – especially in an environment where short-term pressure is likely to encourage conversion of land to commuter housing.

Thus, the strategy for community prosperity must be coordinated with area-specific planning efforts, especially on the Westside (where industrial land is likely to be recycled), Downtown (which must stress office, studio, and retail business growth as well as an emerging residential component), and in the 101 Corridor between Mills Road and

Johnson Drive (where most of the city's business activity now takes place). The City will advance on a set of defined focused areas:

Auto Center – efforts over the short term will focus on making the area a regional retail destination. The City will strengthen its partnership with Auto Center dealers to realize beautification projects and facilitate land use entitlements for additional dealerships.

McGrath Property – the 76-acre site provides Ventura with the very best opportunity to attract new industry with high-value, high-wage jobs. The City and property owners will work on securing project entitlement approvals and recruiting desired tenants. The objective is to attract targeted industries and provide the impetus for initial site development over the short-term.

Westside – the feasibility of establishing a redevelopment project area will be considered by the City and Westside citizens. Such legal designation would provide the resources needed to leverage and implement planned initiatives in various Westside plans. Brownfield reuse efforts will also continue to secure funding for much needed site assessment and remediation activities.

Upper North Avenue – the objective is to transform this area from an oilfield industrial area to a dynamic economic engine. Development efforts will address reuse of the former USA Petroleum site, including and evaluation of the

site's potential to emerge as a component of a campus expansion opportunity for Brooks Institute. Keys to this effort are site remediation, compatibility issues, and future annexation to the City.

Downtown – proposed initiatives include well defined design standards in the updated Downtown Specific Plan, enhanced efforts to market the Downtown Cultural District, formation of a downtown management entity, and attracting uses that create "around-the-clock" activity.

Anticipating Our Economic Future – Ventura's economic growth is built on a foundation of concerted efforts that fuel innovation, collaboration, and continuous learning. The focus will be on attracting high technology and knowledge-based businesses including biotechnology, non-durable manufacturing, and business and financial services. Continuous learning opportunities for job seekers, workers, and employers will acknowledge demographic pressures and rapidly changing skill needs. Through specific strategies, the community will develop leaders for tomorrow, and attract and retain new graduates and skilled employees. Critical players will include the Workforce Investment Board, Ventura College, California State Channel Islands, and the Brooks Institute.

The policies and actions in this chapter attempt to provide the means to support these targeted efforts to achieve a stable and balanced economic base.

Policy 2A: Establish a clear economic strategy.

Action 2.1: Track economic indicators for changes that may affect City land resources, tax base, or employment base, such as terms and conditions of sale or lease of available office, retail, and manufacturing space.

Action 2.2: Prepare an economic base analysis that identifies opportunities to capture retail sales in sectors where resident purchasing has leaked to other jurisdictions.

Action 2.3: Maintain and update an Economic Development Strategy to implement City economic goals and objectives.

Policy 2B: Make the local economic climate more supportive of businesses investment.

Action 2.4: Map priority locations for commercial and industrial development and revitalization, including a range of parcel sizes targeted for high-technology, non-durables manufacturing, finance, business services, tourism, and retail uses. 

Action 2.5: Share economic and demographic information with organizations that may refer businesses to Ventura.

Action 2.6: Encourage intensification and diversification of uses and properties in districts, corridors, and neighborhood centers, including through assembly of vacant and underutilized parcels. 

Action 2.7: Partner with local commerce groups to recruit companies and pursue funding for business development and land re-utilization.

Action 2.8: Carry out Housing Element programs that provide housing to all segments of the local workforce.

Action 2.9: Expedite review for childcare facilities that will provide support to local employees.

Policy 2C: Encourage niche industries.

Action 2.10: Expedite review of the entitlement process for installation of infrastructure necessary to support high technology and multimedia companies.

Action 2.11: Allow mixed-use development in commercial and industrial districts as appropriate. 

Action 2.12: Allow uses such as conference centers with resort amenities on appropriately sized and located parcels. 

Action 2.13: Market the city to businesses that link agriculture with high technology, such as biotechnology enterprises.

Action 2.14: Partner with local farms to promote farmers markets and high quality locally grown food. 

Policy 2D: Expand tourism opportunities.

Action 2.15: Provide incentives for use of waterfront parcels for recreation, visitor-serving commerce, restaurant, marina, and fishing uses. 

Action 2.16: Work with the State to create year-round commercial opportunities at the fairgrounds. 

Action 2.17: Partner with the Harbor District and National Park Service to promote Channel Islands tours and develop a marine learning center. 

Action 2.18: Prioritize uses within the Harbor master plan area as follows: (1) coastal dependent, (2) commercial fishing, (3) coastal access, and (4) visitor serving commercial and recreational uses. 

Action 2.19: Partner with hotels and the Chamber of Commerce to promote city golf courses. 

Action 2.20: Promote outdoor recreation as part of an enhanced visitor opportunities strategy. 

OUR WELL PLANNED COMMUNITY ventura's general plan



"Communities should be designed to serve the cycle of the day and the cycle of the lifetime."

— Andres Duany
Architect & Town Planner

3. OUR WELL PLANNED & DESIGNED COMMUNITY

Our goal 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 City

Ventura is a unique coastal community, proud of our heritage and dedicated to being a national model for effectively managing growth to protect our natural environment and continue to be a great place for us to live.

It is our public responsibility to plan and shape the physical realm to achieve these goals. Past policies, particularly the 1989 Comprehensive Plan, reined in rapid outward suburban sprawl. The 1992 Downtown Specific Plan set the direction for revitalization of the historic heart of our community. Voter-approved measures clearly underscored a mandate to protect agricultural resources and open space, particularly in our hillsides.

Guided by the Ventura Vision of 2000, the centerpiece for this General Plan is creating a "well-planned and designed community." The policies build on the foundation of the past.

This plan also represents an historic commitment to *smart* growth:

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable communities
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development toward existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions

"Smart growth is about being good stewards of our communities and of our rural lands, parks, and forests. It is about ensuring that the best of the past is preserved, while creating new communities that are attractive, vital, and enduring."

--Michael Leavitt, EPA Administrator

Source: U.S. Environmental Protection Agency

Infill First

Ventura today is the product of decades of earlier growth and development. These patterns have largely established our community's character and will continue to do so in the future. The passage of SOAR, the Hillside Voter Protection Area, and other land-use constraints, along with natural boundaries, such as the ocean and the rivers, make it abundantly clear that before we expand outward any further, we must pursue an "Infill First" strategy. Such a strategy will help avoid sacrificing farmland and sensitive areas in our hillsides and along our rivers.

Our "Infill First" strategy for Ventura means avoiding suburban sprawl by directing new development to vacant land in the City and Sphere of Influence (with the exception of SOAR land), and by focusing new public and private investment in carefully selected districts, corridors, and neighborhood centers where concentrated development and adaptive reuse will improve the standard of living and quality of life for the entire community.

Recognizing that the rate of future population growth is not subject to City control, this plan has been analyzed (in the accompanying Environmental Impact Report) on the basis of estimates of what new homes and other development might be expected to take place over the next twenty years (see Table 3-2). Looking at the rate of growth over the past decade and recognizing the challenges to "infill" development compared to "greenfield" expansion, a projection of roughly 8,300 additional housing units and approximately 5 million square feet of non-residential development has been used for the plan's 20 year planning horizon. Table 3-2 provides estimates of the amount of development that could reasonably be expected to occur in the City and Sphere of Influence.

The actual distribution of future growth in the City may vary based on market forces and other factors. The districts, corridors, and neighborhood center areas, shown on Figure 3-1 Infill Areas, could accommodate more development and/or a different mix of

development than shown in Table 3-2. To demonstrate this, Table 3-1 shows the potential development based on the overall carrying capacity of the land.

Distribution of growth in the districts and corridors is based on the following general assumptions:

- Development in the Downtown and Harbor Districts will conform to the plans for those areas,
- The Downtown area and, to a lesser extent, the Ventura Avenue corridor will be the focus of future residential and commercial growth, and
- The Arundell, North Avenue, and Upper North Avenue areas will be the focus of future economic growth, potential expansion of the Brooks Institute, with some residential uses.

Table 3-1. Potential Development Based on Carrying Capacity of Land Area

Planning Designation	Allowed Density (du/acre)	Existing Development 2004						General Plan Capacity			
		Single Family Units	Multi Family Units	Comm./Ind. Sq. Ft.	Parcels	Acres	Vacant Parcels	Acres	Additional Potential ³ Units	Sq. Ft.	
Neighborhood Low	0-8	19,425	3,335	49,386	22,511	4,629	108	426	1,221		
Neighborhood Medium	9-20	1,163	8,965	149,513	4,414	1,061	32	116	4,859		
Neighborhood High	21-54	814	2,468	194,143	1,634	303	8	16	8,477		
Commerce ¹		257	490	4,995,248	1,366	808	95	108	7,892	22,328,276	
Industry ²		29	31	8,299,840	1,037	1,401	89	392	4,724	34,215,483	
Public & Institutional		4	0	54,422	66	571					
Park & Open Space		6	0	15,491	264	11,693					
Agriculture		4	0	19,550	154	6,857					
Downtown Specific Plan	21-54	332	1,543	1,795,401	1,174	307	45	20	2,500	450,000	
Harbor District		0	310	350,160	10	254	1	21	300	876,100	
Total		22,034	17,142	15,923,154	32,630	27,884	378	1099	29,910	57,869,859	

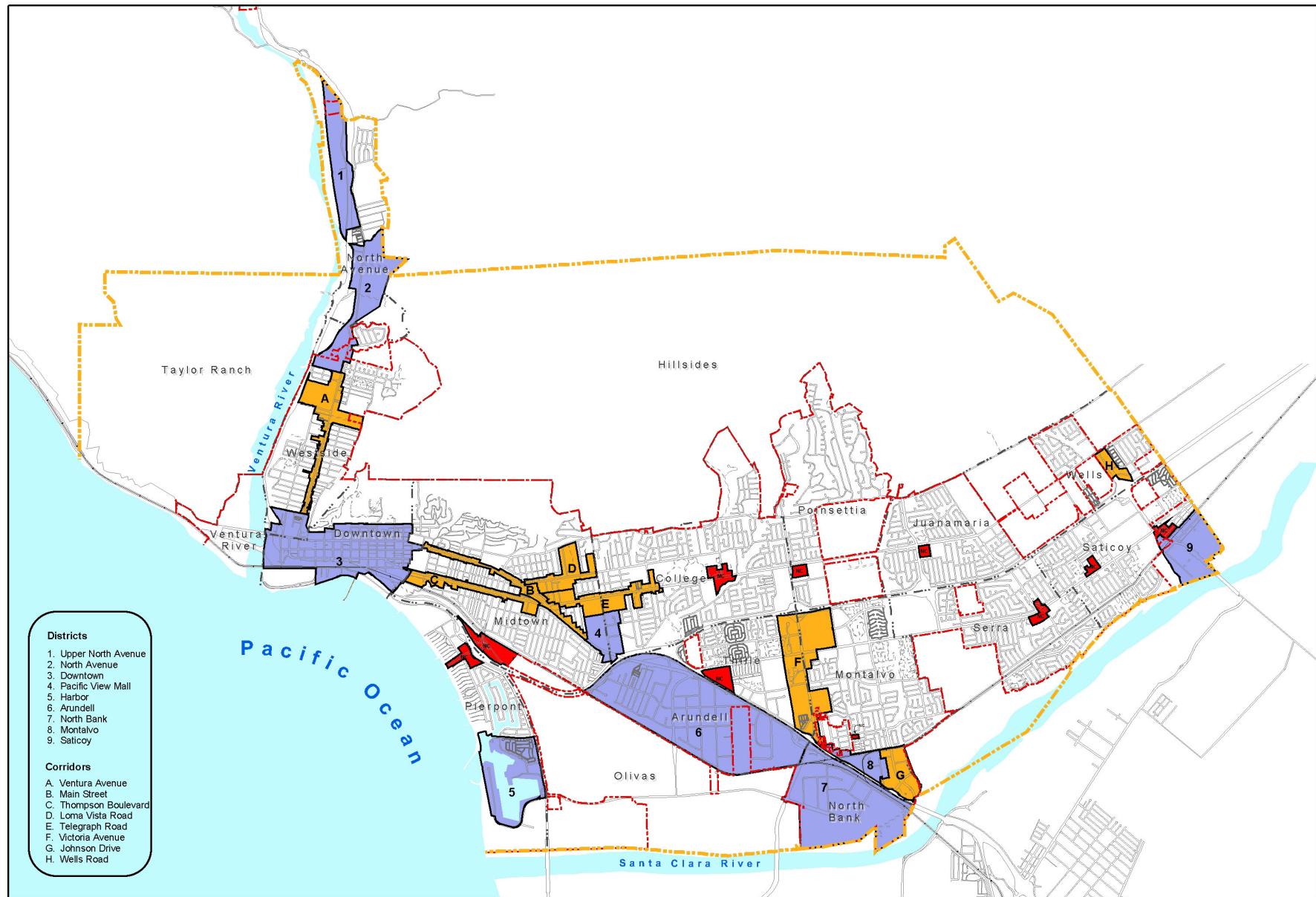
1. Commerce residential unit capacity is for property within a Corridor, District, or Neighborhood Center and assumes buildout to the maximum FAR and that 25% of floor area would be commercial (with the remainder residential).

2. Industry residential unit capacity is for property within a Corridor, District, or Neighborhood Center and assumes buildout to the maximum FAR and that 75% of floor area would be industrial (with the remainder residential).

3. "Additional Potential" assumes a historic buildout rate of 70% for both residential and non-residential.

CHAPTER 3

Table 3-2. Predicted Development Intensity & Pattern	Residential Development (units)	Non-Residential Development (square feet)				
		Retail	Office	Industrial	Hotel	Total
DISTRICTS						
Upper North Avenue	100	10,000	50,000	150,000	-	210,000
North Avenue	50	10,000	50,000	250,000	-	310,000
Downtown Specific Plan	1,600	100,000	200,000	-	150,000	450,000
Pacific View Mall	25	25,000	-	-	-	25,000
Harbor	300	315,000	-	-	230,000	545,000
Arundell	200	25,000	300,000	1,000,000	-	1,325,000
North Bank	50	300,000	50,000	300,000	-	650,000
Montalvo	50	-	50,000	25,000	-	75,000
Saticoy	50	-	-	25,000	-	25,000
Subtotals (Districts)	2,425	785,000	700,000	1,750,000	380,000	3,615,000
CORRIDORS						
Ventura Avenue	800	40,000	100,000	50,000	-	190,000
Main Street	100	15,000	40,000	-	-	55,000
Thompson Boulevard	300	15,000	40,000	-	-	55,000
Loma Vista Road	25	15,000	40,000	-	-	55,000
Telegraph Road	250	15,000	40,000	-	-	55,000
Victoria Avenue	50	15,000	40,000	-	-	55,000
Johnson Drive	150	50,000	20,000	-	-	70,000
Wells Road	50	15,000	20,000	-	-	35,000
Subtotals (Corridors)	1,725	180,000	340,000	50,000	0	570,000
SPHERE OF INFLUENCE (SOI)/OTHER INFILL/NEIGHBORHOOD CENTERS						
101/126 Agriculture	200	-	-	-	-	-
Wells/Saticoy	1,050	-	-	-	-	-
Pierpont	100	30,000	-	-	-	30,000
Other Neighborhood Centers	100	-	-	-	-	-
Second Units	300	-	-	-	-	-
Underutilized	250	-	-	-	-	-
Vacant	450	165,000	50,000	-	-	215,000
Subtotals (Other Infill)	2,450	195,000	50,000	0	0	245,000
TOTAL INFILL	6,600	1,160,000	1,090,000	1,800,000	380,000	4,430,000
PLANNED AND PENDING DEVELOPMENTS						
Downtown	50	1,072	-	-	150,000	151,072
Ventura Avenue/Westside	238	7,086	-	27,000	-	34,086
Midtown	34	13,751	-	-	-	13,751
College (Telegraph/Loma Vista)	4	2,718	8,843	-	-	11,567
Telephone Road Corridor	256	-	54,785	-	-	54,785
Montalvo/Victoria	296	-	4,300	-	-	4,300
Saticoy/East End	840	7,950	5,600	-	-	13,550
Arundell	-	41,640	42,614	18,080	-	102,334
Olivas	-	7,160	7,066	390,053	-	404,279
Subtotals (Planned/Pending)	1,718	81,377	123,214	435,133	150,000	789,724
TOTAL (Infill+SOI/Other+Pending)	8,318	1,241,377	1,213,214	2,235,133	530,000	5,219,724



SOURCE: City of Ventura

Infill Sites

- | | |
|--|--|
| <ul style="list-style-type: none"> Corridor Neighborhood Center (NC) District | <ul style="list-style-type: none"> City Limits Planning Boundary Planning Neighborhoods |
|--|--|

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

Figure 3-1
Infill Areas

Footnotes for Table 3-2:

Growth estimates for the Arundell community consider the likely development of the 75-acre McGrath property with a mix of uses and development of other vacant lands. Growth estimates for the North Bank area consider the possibility of a large retailer in that area. Estimates of growth in the SOI/Other Infill sites are based on the following general assumptions: (a) 101/126 Orchard site will develop similarly to a project recently proposed for that site; (b) Wells/Saticoy sites will develop in accordance with ongoing planning efforts for those areas; (c) the Pierpont area will develop generally in accordance with a conceptual project recently considered by the City; (d) Second Units will be added at a rate of 15/year; (e) roughly half of underutilized lands identified in the Housing Element will be re-developed over the next 20 years; (f) all vacant lands outside the districts and corridors will be developed in accordance with the proposed planning designations. Planned and Pending Developments based upon the City's 2004 Pending Projects list. Building areas do not include self storage facilities.

The following potential projects not included in the 2004 Planned and Pending Developments list have been included in the future development totals: (1) 150,000 square feet of industrial development in the North Bank area; (2) 165,000 square feet of retail development along Wells Road in the Saticoy area; (3) 50,000 square feet of office development on a 3.5-acre site along Ralston Drive. The Auto Center industrial project is included in the North Bank district; the other two projects are included in the "vacant" category. The square footage associated with these projects has been added to the projections of future growth to provide a conservative analysis of possible future impacts.

Together Table 3-2 and Figure 3-1, Infill Areas, offer a sense of how much growth Ventura might experience by 2025, and a picture of where such change is likely to occur. Precisely how and when development happens and what resources are conserved will be determined by the actions presented in the ten chapters of the *General Plan*, and by the specific land development standards. This plan is one of many tools the City will use to control where and how any future development takes place.

21st Century Tool Kit

The City has a wide array of tools at its disposal to achieve our “Infill First” strategy in ways that respect Ventura’s heritage and result in beautiful buildings, blocks, streetscapes, and public places that enhance and enrich quality of life for the entire community. Shaping the City’s physical form in the 21st Century will be achieved most effectively and aesthetically by combining Planning Designations with a transect-based approach, and with a new form-based Development Code. Together these can strongly influence the design and functioning of Ventura’s distinct and unique neighborhoods, districts, and corridors.

The policies and actions in this chapter seek to enrich Ventura’s urban fabric through appropriate design that showcases the attractive features of neighborhoods, districts, and corridors. To promote high-quality infill, the policies and actions encourage neighborhood centers, pedestrian access, established and desirable building types, and dynamic, neighborhood-serving nodes of mixed-use development along primary streets and corridors. This chapter specifically calls for detailed attention to community design through a form-based approach.

Neighborhoods: The Basic Building Blocks of Community

Like any great city, Ventura has grown around the basic unit of the neighborhood. A true neighborhood is not a subdivision of similar

houses disconnected from surrounding places. Instead it is an identifiable area containing a neighborhood center with a pedestrian-friendly mix of uses and a palette of housing types for people in all stages of their lives. Neighborhoods are often defined by a quarter-mile “pedestrian shed” (see Figure 3-2), in which most residents’ daily needs can be met within a five-minute walk. The organic nature of neighborhoods and their interdependency is what makes them viable for generations. Neighborhoods are not static places that resist change, but rather evolve naturally through periods of transformation to accommodate new residents’ needs and desires.

“In a neighborhood, everything that is needed is there and everything that is there is needed.”
- Anonymous



SOURCE: City of Ventura, Created for the Midtown Ventura Design Charette, March 2005

Northeast corner
of Five Points

Theoretical 5 minute walk
(1/4 mile)

Theoretical 10 minute walk
(1/2 mile)

Actual 5 minute walk
(1/4 mile)

Actual 10 minute walk
(1/2 mile)

Figure 3-2
Pedestrian Shed, Theoretical versus Actual

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

The City is rich in a variety of neighborhoods, most of which are within one of Ventura's distinct communities. A total of 17 communities were identified in the 1989 Comprehensive Plan and have been carried forward, with some modifications to allow for a more detailed approach to describe Ventura's geography. Figure 3-3 illustrates 19 distinct communities, some of which are composed of a group of neighborhoods, each boasting their own unique attractions and potential. The oldest settled area is nearest the ocean, with newer areas found eastward, with the exception of Saticoy. Some of Ventura's communities have neighborhood centers established around parks, community gathering places, or civic buildings, and contain or are near services they share with surrounding areas, such as schools, libraries, post offices, and specialty shopping.

Ventura also has residential subdivisions and commercial and industrial districts that could evolve into true neighborhoods. A long-term strategy should be developed to gradually transform these areas that do not yet follow the neighborhood pattern. Existing subdivisions could be linked by pedestrian routes to new small-scale retail and service centers. Congested commercial areas could be redesigned as mixed-use centers on a grid of streets with walkable blocks that connect with surrounding neighborhoods and central plazas. These streets could be lined with buildings containing upper level housing and lower level commercial, office, and civic spaces that hide internal parking structures. Industrial sites that are fast converting

to light industry, high tech manufacturing, and assembly could become factory villages with green space, multiple types of housing, small-scale retail to serve workers, and spin-off businesses.

Ventura's 19 communities (Figure 3-3) can each be enriched by using the *transect* (see discussion page 3-10) as a lens to understanding the ways in which it functions and by applying form-based development controls to respect and enhance its character to ensure that, where appropriate, each community provides one, if not more, walkable neighborhoods.



SOURCE: City of Ventura

— City Limits

- - - Planning Communities

Figure 3-3
Planning Communities

Taylor Ranch

This area is essentially undeveloped, with agriculture as the primary activity. Taylor Ranch is within the City's Planning Area, including a portion within the Coastal Zone Boundary.

Ventura River

This area includes the Ventura River Basin, is within the Coastal Zone Boundary, and with Emma Wood State Beach Park, its major activity is recreation offering day use and overnight camping. Opportunities exist for passive recreation and nature study.

Hillside Open Space

Within the City's Planning Area, is undeveloped, and designated Open Space. Plant communities include chaparral, riparian willow forest, and oak woodland. This area has tremendous potential for passive recreation including scenic trails with panoramic views. This area is coterminous with the Hillside Voter Participation Area or "HVPA" (see Chapter 1 and Appendix C).

North Avenue

Within the City's Planning Area. Historically, largely oilfield industrial. Includes both the Upper North Avenue and North Avenue districts, and is home to the Brooks Institute, which is world renown for its professional photographic and motion picture education. Opportunities exist to strengthen the economy of this area and provide for the expansion of the Brooks Institute into a campus-village including spin-off businesses with a mix of housing types and transit options for all ages.

Westside

Includes the Ventura Avenue corridor and is home to several neighborhood centers that are surrounded by well-connected neighborhood blocks. Opportunities exist to realize the potential of neighborhood improvements initiated in ongoing and past grassroots efforts, such as the Westside Revitalization Plan. This community includes "Hillside Areas" (see definition in Attachment A), which are subject to the Hillside Management Program that provides necessary development criteria in order to retain the natural qualities and minimize potential hazards.

Downtown

The area is regulated by the Downtown Specific Plan. This community is both an urban core with opportunity to grow economically stronger, and the historic center of the City. Civic uses include City Hall, Seaside Park, Grant Park, the Ventura County Museum, San Buenaventura Mission, and is home to a number of historic sites and landmarks. Additional opportunity to enhance the area's already strong cultural climate, including art, cookery, music, performance, and entertainment. Tremendous potential to create "around-the-clock activity" leading to increased vitality. This community includes "Hillside Areas".

Midtown

Includes the Main, Thompson, and Loma Vista corridors, a portion of the Telegraph corridor, as well as the Seaward/Alessandro neighborhood center. Home to the Pacific View Mall, the City's Bus Transfer Center, Ventura High School, Blanche Reynolds Park, Ocean Avenue Park,

and Memorial Park. Includes a small amount of agriculture. Opportunities exist to realize potential improvements initiated in ongoing and past grassroots efforts, such as Midtown by Design, and more recently the Midtown Urban Design Charrette. This community includes "Hillside Areas".

Pierpont

Within the Coastal Zone Boundary, a unique-beach oriented predominantly residential community, with high-quality beachfront homes. Includes the Harbor district and the Pierpont neighborhood center. Home to the Ventura Harbor, Seaward Elementary School, a mobile home park, and Marina Park. Currently offers highway retail such as motels, hotels, and fast food, but opportunity exists to offer residents and visitors with more attractive and improved neighborhood and coastal oriented services and to develop a specific plan for the Harbor district.

College

Includes a portion of the Telegraph corridor, and the College/Day neighborhood center. Major civic uses are Arroyo Verde and Camino Real Park, Ventura Community College and Buena High School. This community includes "Hillside Areas".

Thille

Includes the Gateway neighborhood center and shares the Victoria corridor with Montalvo to the east. Contains mix of housing types built mostly between 1960 and 1980, with some newer development in the 1990's and early 2000's. Its

primary civic use is the County Square Linear Park

Arundell

This community contains the main industrial and warehouse district of Ventura, but also has mixed-use areas with retail, restaurants, and offices within walking distance of many workers. Callens Road, the historic center of this community, has great potential to expand and increase the mix of uses it contains, including residential. A significant vacant parcel, the 75-acre McGrath property, offers great economic opportunity to attract new industry that provides high value, high wage jobs to the City.

Olivas

Predominantly agricultural. Its major civic use is the Olivas Park Golf Course and is home to the Olivas Adobe. Contains some commercial and industrial.

North Bank

This community contains a portion regulated by the Auto Center Specific Plan. Its major civic use is the Buenaventura Golf Course. Predominantly industrial, with some agriculture. Opportunity to enhance the area as a regional retail destination, while providing workforce serving retail uses.

Poinsettia

Includes the Victoria Plaza neighborhood center. Its primary civic uses include elementary and middle schools. Predominantly residential, with some housing in the Hillside Area, and a significant amount of agricultural operations.

Montalvo

Includes the Johnson Drive corridor, Bristol neighborhood center, and shares the Victoria corridor with Thille to the west. Its major civic use is the County Government Center (equal size to 12 downtown blocks), but also the Rancho Ventura Linear Park and the Barranca Vista Park. Contains mix of housing types and is home to the Metrolink Station.

Serra

Includes the Telephone/Petit neighborhood center, and is home to the City's newest civic use – the Community Park, set to open Fall 2005. Also includes the Chumash Park, Junipero Serra Park, North Bank Linear Park, and Bristol Bay Linear Park. Contains a significant amount of agricultural land.

Juanamaria

Includes the Kimball/Telegraph neighborhood center. Primary civic use is Hobert Park; this community contains some agricultural land.

Wells

Includes the Wells corridor. The Brown Barranca runs through the northerly portion of this area. Contains agricultural land.

Saticoy

Includes the Telephone/Cachuma and Saticoy neighborhood centers and the Saticoy district. Developed originally as a rural town in the late 1800s, Saticoy has the full range of transect characteristics: from the Santa Clara river and the rural eastern edge, to its neighborhood centers,

and a mix of housing types at various intensities. Its major civic uses are the Fritz Huntsinger Youth Sports Complex, Saticoy Regional Golf Course and the Saticoy neighborhood park.

Planning Designations and Transect Zones

Land in the City's Planning Area is divided into eight basic Planning Designations on the General Plan Diagram (page 3-22). Each acknowledges a particular predominant development pattern that exhibits certain desirable characteristics, such as building types and functions that can be measured and described.

The wide range of building forms in Ventura offers great potential for compatible infill and viable mixed-use projects in existing neighborhoods, districts, corridors, and neighborhood centers. The wealth of building types includes attached and detached housing, duplexes, courtyard bungalows, second units (often over garages), lofts (some live-work), urban villas, neighborhood shopfronts, concentrated retail developments, and civic buildings. Public buildings retain special importance by serving as prominent landmarks that shape the visual character of the city.

Streetscapes set the tone for quality of life in Ventura by providing the shared outdoor living space of the community. Although the city's distinct neighborhoods, commercial and industrial districts, and agricultural areas are linked by corridors that have evolved primarily to accommodate motor vehicles, opportunities abound to make those streets more livable and to focus activities in neighborhood centers that emphasize walking, biking, and public gathering, and thereby ease traffic and reinforce community vitality. Accordingly, new development needs to

be high quality, compact, and walkable, and it should incorporate design diversity that increases lifestyle choices and bolsters commerce and industry.

Determining which building types are most appropriate in specific locations requires shifting away from conventional zoning that emphasizes use toward a form-based approach that prioritizes function, appearance, and compatibility with surrounding context. A powerful tool for understanding this context is the *Transect*, which depicts the continuum from rural to urban conditions (see Figure 3-4).

The transect is a tool that can be used by the community to understand and describe the full range of unique environmental and built characteristics within each of Ventura's neighborhoods. Using the six parenthetical transect zones to better understand the broad Planning Designations of the General Plan Diagram, a finer-grained (site specific) set of development standards can be created to ensure that new development is in keeping with local preferences for building.

This new Development Code will 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 will contribute to the identity and character desired by the community. Common elements that the transect will help measure and describe, and that the Development Code will prescribe, include the types and

arrangements of buildings, their “intensity” of lot coverage, height and mass, the details of streets, public and private frontages and the requirements for and character of open spaces. In general it will prescribe individual neighborhood preferences for urban design and building characteristics, including standards.

In many cases, area specific codes, applying the Planning Designations including districts, corridors, and neighborhood centers, will be developed as part of community or specific plans that establish a detailed strategy for public and private investment and policies to promote the appropriate preservation and development of community desired character.

The following descriptions of the Planning Designations include a parenthetical reference to the transect zones they encompass that will be used as guidance in interpreting the planning designations while drafting detailed plans and codes:

"A transect is a geographical cross-section of a region used to reveal a sequence of environments. For human environments, this cross-section can be used to identify a set of habitats that vary by their level and intensity of urban character, a continuum that ranges from rural to urban. In transect planning, this range of environments is the basis for organizing the components of the built world: building, lot, land use, street, and all of the other physical elements of the human habitat."

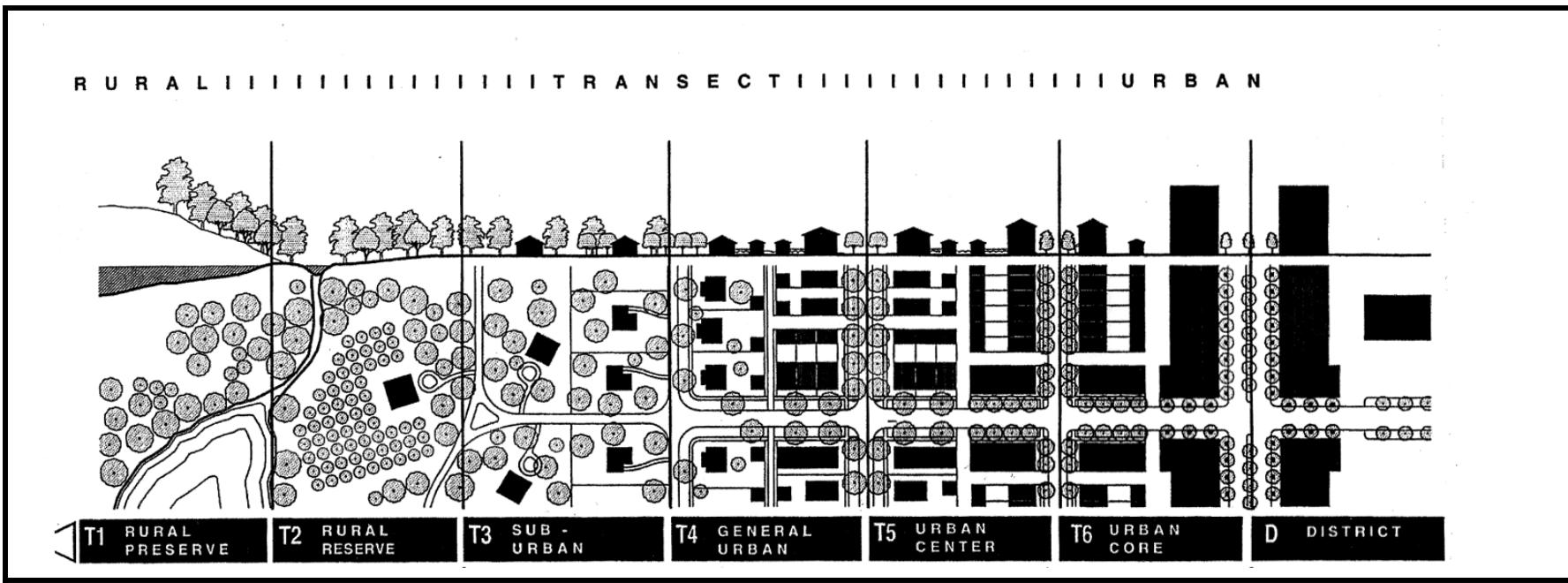
--SmartCode, Volume 6.5,
2005

"All architecture should be beautiful. All towns should be beautiful. Beauty nurtures the soul and the spirit. It makes life worth living."

-Camillo Sitte

- Neighborhood Low – (*T3 Sub-Urban and T4 General Urban*) emphasizes detached houses with some attached units in a small mix of building types from 0 up to 8 dwelling units per acre. Predominantly residential, with opportunity for limited home occupation and neighborhood services sensitively located along corridors and at intersections.
- Neighborhood Medium – (*T3 Sub-Urban, T4 General Urban and T5 Urban Center*) anticipates a mixture of detached and attached dwellings and higher building types at approximately 9 to 20 dwelling units per acre. Predominantly residential with small scale commercial at key locations, primarily at intersections and adjacent to corridors.
- Neighborhood High – (*T3 Sub-Urban through T6 Urban Core*) accommodates a broader mix of building types, primarily attached, from 21 to 54 dwelling units per acre; A mix of residential, commercial, office, and entertainment that includes mixed-use buildings.
- Commerce – (*T4 General Urban through T6 Urban Core, neighborhood center downtown, regional center, town center or village center*) encourages a wide range of building types of anywhere from two to six stories (depending on neighborhood characteristics) that house a mix of functions, including commercial, entertainment, office and housing.
- Industry – (*T2 Rural through T6 Urban Core*) encourages intensive manufacturing, processing, warehousing and similar uses, as well as light, clean industries and support offices; also encourages workplace-serving retail functions and work-live residences where such secondary functions would complement and be compatible with industrial uses. Primarily large-scale buildings. Also can be developed as Transit Oriented Development, employment center or working village with a mix of uses.
- Public and Institutional – (*T1 Preserve through T6 Urban Core*) accommodates civic functions such as government offices, hospitals, libraries, schools and public green space.
- Agriculture – (*T2 Rural*) predominantly commercial cultivation of food and plants and raising of animals.
Pursuant to SOAR: The Agricultural use (not to be considered until after the Year 2030) category identifies those lands that are designated for agricultural use on the General Plan Diagram. The target date of 2030 associated with the Agricultural Use designation indicates a review date after which agriculturally designated lands may be reconsidered for urban uses. However, during the life of this Plan as amended by initiative, it is intended that only agricultural uses are permitted on these lands, except as such lands may be appropriate to public open space and recreational usage. Furthermore, any updates to this Plan are not intended to imply that development would necessarily be appropriate at that time.
- Parks and Open Space – (*T1 Preserve through T6 Urban Core*) designate lands to public recreation and leisure and visual resources, and can range from neighborhood tot lots and pocket parks to urban squares and plazas and playgrounds to large regional parks and natural preserves.

Figure 3-4. The Transect



Transect: a system of ordering human habitats in a range from the most natural to the most urban. For convenience, the Transect is divided into six zones which describe the physical character of place at any scale, according to the intensity of land use and urbanism. The T-Zones are T1 Natural, T2 Rural, T3 Sub-Urban, T4 General Urban, T5 Urban Center, and T6 Urban Core.

Natural Zone (T1): consists of lands approximating or reverting to a wilderness condition, includes lands unsuitable for settlement due to topography, hydrology, or vegetation.

Rural Zone (T2): consists of lands in open or cultivated state or sparsely settled. These may include woodlands, agricultural lands, grasslands and irrigable deserts.

Sub-Urban Zone (T3): though similar in density to conventional suburban residential areas, differs by its superior connectivity and by allowing home occupations. It is typically adjacent to other urban T-zones. This zone is naturalistic in its planting. Blocks may be large and the roads irregular to accommodate site conditions.

General Urban (T4): has a denser and primary residential urban fabric. Mixed-use is usually confined to certain corner locations. This zone has a wide range of building types: singles, side yard and rowhouses. Setbacks and street tree settings are variable.

Urban Center (T5): is the equivalent of the main street area. This zone includes mixed-use building types that accommodate retail, offices and dwellings, including rowhouses and apartments. This zone is a tight network of streets and blocks with wide sidewalks, steady street tree planting and buildings set close to the frontages.

Urban Core (T6): is the equivalent of a downtown. It contains the densest urbanism – the tallest buildings and the greatest variety of uses, particularly unique ones such as financial districts and important civic buildings. This zone is the least naturalistic of all the zones; street trees are formally arranged or non-existent.

Source: Duany, Plater Zyberk & Company's SmartCode, Volume 6.5, Spring 2005

The General Plan Diagram (page 3-22) also depicts the Downtown, Auto Center, and Saticoy Village Specific Plan areas, which are subject to detailed standards for form and use. In addition, the Diagram identifies Districts, Corridors, and Neighborhood Centers – where the development of housing alongside commercial uses is specifically encouraged. These Districts, Corridors, and Neighborhood Centers make up the growth priority areas as the City's "Infill First" strategy (See Figure 3-1 Infill Areas).

Districts, Corridors, and Neighborhood Centers

One of the primary objectives for infill in Ventura is to produce mixed-use development that places most people's daily needs within walking distance of their dwellings. This may include encouraging "flex space" where a single building functions as both living and working area for the owner, combining housing and commercial uses in the same structures, or sensitively integrating small-scale retail, service, and entertainment within convenient distance of residential areas. Mixed-use places inherently reduce automobile trips and improve the pedestrian experience, resulting in safer neighborhoods, healthier citizens, and better access to everyday needs. The City's corridors and districts already encompass significant mixed-use development. Opportunities exist to augment those areas in ways that complement and enhance existing urban form and streetscapes to better serve Ventura's residents.

Districts

Districts consist of streets or areas emphasizing specific types of activities and exhibiting distinct characteristics. A neighborhood or parts of neighborhoods can form a district. A thoroughfare may also be a district, such as when a major shopping avenue runs between adjoining neighborhoods. The following nine districts are depicted on the General Plan Diagram:

1. Upper North Avenue – home to a mix of industrial uses, including an abandoned oil refinery and Brooks Institute. Tremendous opportunities exist for the remediation and reuse of the former USA Petroleum site, as well as for the expansion of the Brooks Institute as a campus village, surrounded by a green edge to define the upper limits of Ventura.
2. North Avenue – an area with oilfield, industrial, and residential development, which has potential to fully develop into a more balanced mix of building types and uses with unique character, to serve as a major neighborhood anchor for northwest Ventura.
3. Downtown – the most intensely developed area of the city and its urban core. The Downtown Specific Plan regulates this area. Proposed initiatives include well-defined design standards via the Downtown Specific Plan update; enhanced efforts to market the Downtown Cultural District; formation of a

- downtown management entity; and attracting uses that create “around-the-clock” activity.
4. Pacific View Mall – an enclosed shopping center and adjacent commercial uses. Large expanses of surface parking paired with significant building mass offer opportunity for the reintroduction of the block pattern and a reinvention of single-use retail into a much more sustainable mix of high intensity uses.
 5. Harbor – an area with visitor serving uses, marine facilities, boating and commercial and recreational fishing activities, as well mixed-use places. A specific plan (based on the draft Harbor Master Plan) is being prepared for the Harbor District that will ensure a mix of uses, including residential, and highly defined public frontages and shared civic space for increased accessibility to ocean-front amenities.
 6. Arundell – is currently an industrial center with a mix of small-scale industrial uses, business park development, and limited retail services. The McGrath Property – is a 76-acre site of undeveloped land that could provide the catalyst for Ventura’s redefinition of 21st Century light industry, manufacturing, research and development, and technological innovation. It is centrally located in the Arundell area, which is ripe for redevelopment into a new form of community plan and building that incorporates large-scale employment, workforce housing and neighborhood commercial in an economically diverse setting.
 7. North Bank – a combination of automobile retail, regulated by the Auto Center Specific Plan, and industrial/business park uses. Auto Center – efforts over the short term will focus on making the area a regional retail destination. The City will strengthen its partnership with Auto Center dealers to realize beautification projects and facilitate land use entitlements for additional dealerships, as well as nurture creative partnerships to discover potential for unique attractions of regional interest.
 8. Montalvo – an area of industrial and heavier commercial uses, and currently home to the Metrolink Station. Because of the strategic location of this area between east and west Ventura and its transportation-rich infrastructure, it needs a strong plan for connectivity and a strategic mix of uses for evolution that is economically sustainable.
 9. Saticoy – a mix of homes, older industrial and agricultural operations, and the planned site for the County maintenance yard. The Saticoy Village Specific Plan governs a small portion of this area. A larger effort should ensure Saticoy’s seamless connection with adjacent areas, including a greenspace and circulation plan.

Corridors

Corridors, which can be natural or urban, often form boundaries, as well as connections, between neighborhoods and/or districts. Natural corridors can be those such as streams, barrancas, canyons, or green parkways. Urban corridors can be transportation thoroughfares that frequently encompass major access routes, especially ones with commercial destinations, including transit routes and rail lines. The following eight urban corridors are depicted on the General Plan Diagram. Each has the potential to evolve into a vibrant mixed-use City street with a distinct character borrowed from the neighborhoods that share it:

- A. Ventura Avenue – a mix of older, small-scale commercial, industrial, and residential uses, with potential to grow even more vibrant by building on existing strengths, including its historic role as a major “working center.” Using the warehouse model and diversity of building materials as a cue, “The Avenue” could harness cultural expression and become an eclectic center for the emerging arts and manufacturing crafts.
- B. Main Street – currently a commerce-oriented area with a limited amount of mixed use development, this corridor displays the broadest range of architectural types and styles in the city, as well as the widest spectrum of transect characteristics. It has the most potential for increased mixed use and housing with improved streetscape and pedestrian enhancement to slow traffic.
- C. Thompson Boulevard – a commercial thoroughfare in need of streetscape improvements and pedestrian amenities, this corridor is much like Main Street in that it boasts tremendous history as a “gateway to Ventura” and epitomizes a beach town character. It is a natural for a major transit or streetcar corridor, where nodes of mixed-use development and pedestrian and bike enhancement could support parallel neighborhoods and increase access to the ocean.
- D. Loma Vista Road – a mix of commercial and residential development at varying scales, with a high concentration of medical facilities, this is the ideal place for Ventura to focus on creating a concentration of medical and research-centered business, with a high intensity of workforce housing and services housed in large-scale mixed-use buildings of high-tech character and serviced by increased transit.
- E. Telegraph Road – a sub-urban-scale commercial area with some detached homes and multifamily buildings. The City’s bus transfer station is located along this corridor, creating the perfect opportunity for a multi-modal connection with an intense node of housing and employment. The streetscape could change character along its length, with a mixture of intensities of development.
- F. Victoria Avenue – currently a wide artery with high traffic volumes and shopping centers, Victoria needs effective traffic management

and pedestrian and streetscape improvements with strong attention to additional mobility options. Actions in this General Plan, along with the new Development Code, will call for revitalizing this corridor by redesigning the current array of single-use shopping centers and retail parcels with a mix of building types, uses, and public and private frontages. By eliminating "big box", mega-block, auto-oriented strip development, and the traffic patterns it generates, Victoria Avenue could create tremendous opportunity for healthy economic investment in walkable blocks, connected to better serve surrounding neighborhoods. Creative solutions, including dedicating transit or streetcar lanes, wider sidewalks, and bike lanes could transform Victoria's image into a regional thoroughfare of great and sophisticated diversity. All new commercial development within the Victoria Avenue corridor must follow this approach.

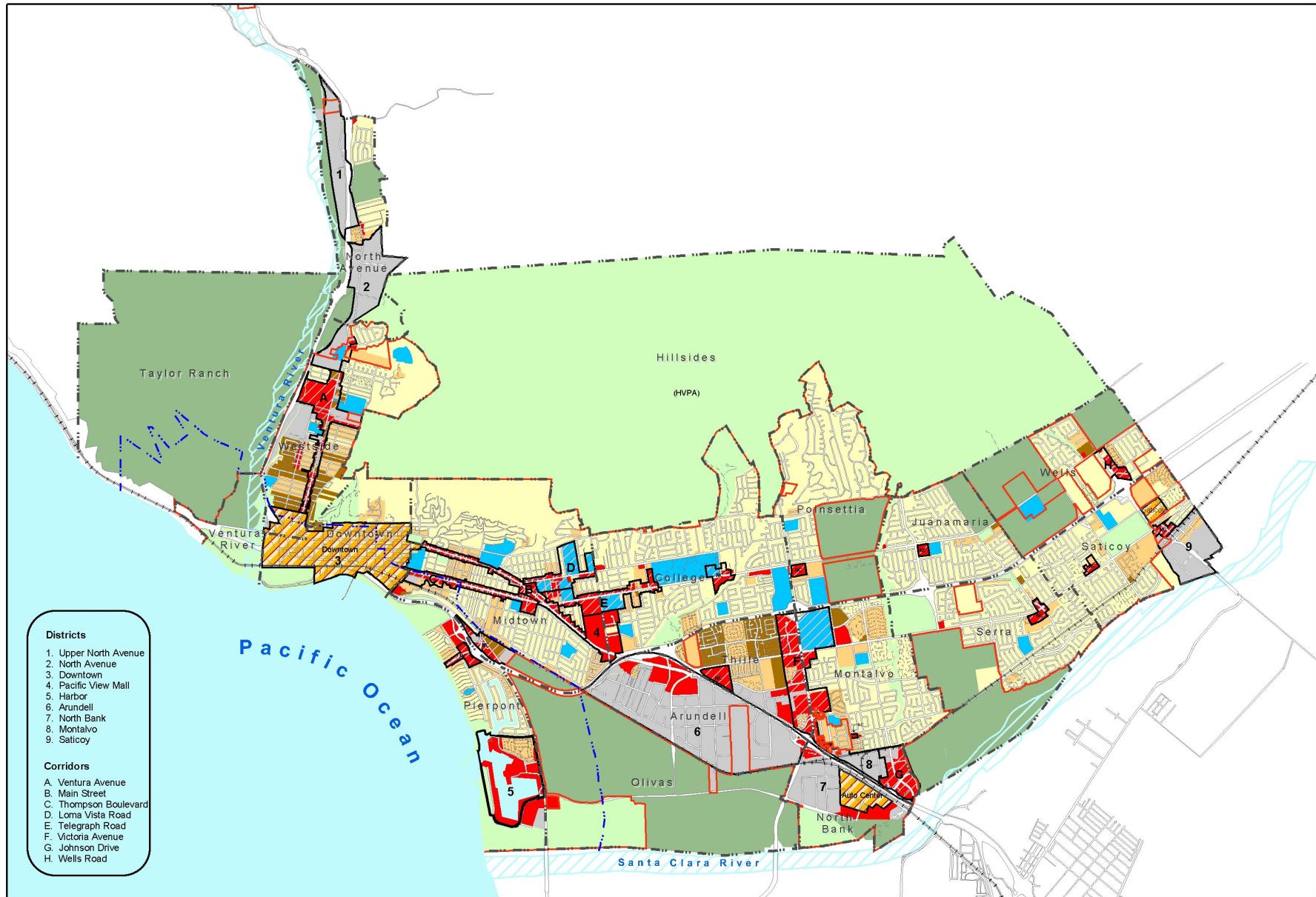
- G. Johnson Drive – a connector between eastern Ventura and Highway 101 with sub-urban scale retail. Opportunities exist for high-quality, mixed-uses (such as child-care, restaurants, offices, light industrial, and housing) with ground floor commercial space to strengthen its economic presence and provide a visual gateway.
- H. Wells Road – a mix of older industrial uses and newer sub-urban commercial and residential development. Well's Road should be returned to the neighborhoods it serves, so that new development can

emulate the country charm that existed prior to its widening. Traffic calming in appropriate locations would encourage neighborhood connectivity, and end the current trend toward walls and buildings that turn their back to the street. This would also encourage redevelopment of the old neighborhood centers.

Neighborhood Centers

Community evolves from individual conversations and the best places to grow community are in individual neighborhoods. Every neighborhood should have at least one center where people can meet by chance at a local coffee shop, market, bookstore, diner, or even hardware store. *Our Involved Community* needs places to gather to have meaningful conversations and share civic information. Ventura's existing neighborhood centers have the opportunity to become such places. The General Plan Diagram identifies 10 neighborhood centers – where the development of housing alongside commercial uses is specifically encouraged. These centers include:

- (1) Pierpont, (2) Seaward/Alessandro, (3) College/Day, (4) Gateway Plaza, (5) Victoria Plaza, (6) Bristol, (7) Kimball/Telegraph, (8) Petit/Telephone, (9) Telephone/Cachuma, and (10) Saticoy.



Neighborhood

- | | | | |
|---------------------|--------------------------|----------------------|--------------------------------------|
| Low (up to 8 du/ac) | Commerce | Agriculture | Corridors, Neighborhood Centers (NC) |
| Medium (9-20 du/ac) | Industry | Parks and Open Space | Districts |
| High (21-54 du/ac) | Public and Institutional | Specific Plan Area | |

GENERAL PLAN DIAGRAM

- City Limits
- - - Planning Communities
- - - - - California Coastal Zone Boundary

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

Special Topics

Agricultural Lands

During the 20th Century, the value of agricultural land in Ventura became secondary to that for development. However, this pattern is not irreversible, and protecting green land to save the aesthetic beauty of open space, preserve the cultural landscape of the community's heritage, and conserve land for environmental quality are high priorities in Ventura. In fact, the land's historic role for food production may soon be more highly valued once again, as prime agricultural areas continue to disappear to development at an astounding rate.

Ventura is fortunate to retain much of its rural landscape. Agriculture still plays an important role in the economy of the City and County of Ventura. Significant yields are made possible by the presence of high quality soils, adequate water supply, favorable climate, long growing season, and level topography. Mechanisms such as the California Land Conservation Act (more popularly known as the Williamson Act), the Save Our Agricultural Resources (SOAR) initiative (see Appendix B), and greenbelt agreements with neighboring jurisdictions continue to help maintain a balance between urban growth and agricultural preservation. The SOAR initiative that was adopted by the voters in 1995, and that, by its own terms, remains in full legal effect until 2030, refers to specific policies from the 1989 Comprehensive Plan that are still in effect and, as such, have been carried forward into this Plan under Policy 3D and Action 3.20 in addition to

being incorporated in this General Plan as set forth in Appendix B.

A primary agricultural concern is the potential conflict with adjacent urban uses over pesticides, dust, odors, noise, and the visual impact of large greenhouses. Other issues of importance to agricultural producers include restrictions on farm-related activities, access to water, and provision of farmworker housing. Paralleling these concerns is a community interest in sustainability, the ability to provide for the needs of future generations. The policies and actions in this chapter intend to sustain viable farm operations in areas designated for agricultural use.

Growth Management

Growth management seeks to preserve public good, improve social equity, and minimize adverse impacts of development while still accommodating new housing and business attraction. The effects of growth management policies on housing prices are complex due to the idiosyncrasies of local real estate markets. Properly designed, growth management programs can plan for all development needs, such as open space, access to public transportation, and walkable neighborhoods.

The City's Residential Growth Management Program (originally established in 1979 to ensure that housing development would not outpace needed infrastructure) has not always contributed to housing affordability or quality design. This General Plan calls for revising the Residential



Subsequent to the adoption of the **SOAR** initiative, there have been two general plan amendments, which redesignated individual agricultural properties through a vote of the electorate as required by SOAR. These remain in full legal effect and have been carried forward into this Plan. These include the new Community Park at Kimball Road and the southeast corner of Montgomery and Bristol (see Appendix E and F).

Growth Management Program with an integrated set of growth management tools. Such tools not only include the adoption of a new form-based Development Code, but also community or specific plans based on availability of infrastructure and resources.

Long Term Potential Expansion Strategy

Indeed, the community has indicated that before the City expands any further, the first priority for achieving planning goals should be in the vacant and underutilized areas of the City. Yet, even the most successful effort to achieve community planning goals through infill may need to be supplemented at some point by expanding into areas outside the city limits. Such expansion may not only be necessary to fulfill development objectives; it also may be needed to provide open space, parklands, and natural areas to be preserved and restored. To address this, citizens discussed during the preparation of this General Plan which areas, if any, should be possible expansion areas. These areas were identified because they embody opportunities for achieving a variety of community vision objectives that may not be feasible within existing city limits. The community further went on to agree upon a set of rules about how these areas should be planned. These areas were analyzed in the environmental impact report prepared for this General Plan, and a “long term potential expansion strategy” will be formulated to guide the process of prioritizing any potential future expansion areas to fulfill General Plan objectives that may not be able to be achieved by our “Infill First” approach. Should

any areas be selected for future planning, a specific plan, a public vote (if required pursuant to SOAR), and an amendment with the regulatory planning framework would have to occur.

The policies and actions in this chapter call for measured and appropriate growth in Ventura by prioritizing areas appropriate for additional development based on community values and infrastructure potential.

Policy 3A: Sustain and complement cherished community characteristics.

Action 3.1: Preserve the stock of existing homes by carrying out Housing Element programs. 

Action 3.2: Enhance the appearance of districts, corridors, and gateways (including views from highways) through controls on building placement, design elements, and signage. 

Action 3.3: Require preservation of public view sheds and solar access. 

Action: 3.4 Require all shoreline development (including anti-erosion or other protective structures) to provide public access to and along the coast, unless it would duplicate adequate access existing nearby, adversely affect agriculture, or be inconsistent with public safety, military security, or protection of fragile coastal resources. 

Action 3.5: Establish land development incentives to upgrade the appearance of poorly maintained or otherwise unattractive sites, and enforce existing land maintenance regulations. 

Action 3.6: Expand and maintain the City's urban forest and thoroughfare landscaping, using native species, in accordance with the City's Park and Development Guidelines and Irrigation and Landscape Guidelines. 

Action 3.7: Evaluate whether lot coverage standards should be changed based on neighborhood characteristics.

Policy 3B: Integrate uses in building forms that increase choice and encourage community vitality.

Action 3.8: Adopt new development code provisions that designate neighborhood centers, as depicted on the General Plan Diagram, for a mixture of residences and small-scale, local-serving businesses. 

Action 3.9: Adopt new development code provisions that designate areas within districts and corridors for mixed-use development that combines businesses with housing, and focuses on the redesign of single-use shopping centers and retail parcels into walkable, well connected blocks, with a mix of building types, uses, and public and private frontages. 

Action 3.10: Allow intensification of commercial areas through conversion of surface parking to building area under a district-wide parking management strategy in the Downtown Specific Plan. 

Action 3.11: Expand the downtown redevelopment area to include parcels around future transit areas and along freeway frontage. 

Action 3.12: The City will work with the hospitals on the new Development Code treatment for the Loma Vista corridor, which includes both hospitals.

Action 3.13: Assess whether the City's Affordable Housing Programs respond to current needs, and modify them as necessary within State mandated Housing Element updates.

Specific Plan Requirements

Specific Plans must include a statement of its relationship to the General Plan and specify all of the following:

1. distribution, location, and extent of uses
2. distribution, location, extent, and intensity of public and private transportation, sewage, water, drainage, solid waste disposal, energy
3. standards and criteria by which development will proceed and standards for conservation, development, and utilization of natural resources
4. program of implementation measures, including regulations, programs, public works projects, and financing
5. any other subjects that are necessary

(§65450-65452)

Policy 3C: Maximize use of land in the city before considering expansion.

Action 3.14: Utilize infill, to the extent possible, development to accommodate the targeted number and type of housing units described in the Housing Element.

Action 3.15: Adopt new development code provisions that ensure compliance with Housing Element objectives.

Action 3.16: Renew and modify greenbelt agreements as necessary to direct development to already urbanized areas. 

Action 3.17: Continue to support the Guidelines for Orderly Development as a means of implementing the General Plan, and encourage adherence to these Guidelines by all the cities, the County of Ventura, and the Local Agency Formation Commission (LAFCO); and work with other nearby cities and agencies to avoid urban sprawl and preserve the rural character in areas outside the urban edge. 

Action 3.18: Complete community or specific plans, subject to funding, for areas such as Westside, Midtown, Downtown, Wells, Saticoy, Pierpont, Harbor, Loma Vista/Medical District, Victoria Corridor, and others as appropriate. These plans will set clear development standards for public and private investments, foster neighborhood partnerships, and be updated as needed. 

Action 3.19: Preparation of the new Development Code will take into account existing or proposed

community or specific plans to ensure efficient use of City resources and ample citizen input. 

Policy 3D: Continue to preserve agricultural and other open space lands within the City's Planning Area.

Action 3.20: Pursuant to SOAR, adopt development code provisions to "preserve agricultural and open space lands as a desirable means of shaping the City's internal and external form and size, and of serving the needs of the residents.

Action 3.21: Adopt performance standards for non-farm activities in agricultural areas that protect and support farm operations, including requiring non-farm uses to provide all appropriate buffers as determined by the Agriculture Commissioner's Office. 

Action 3.22: Offer incentives for agricultural production operations to develop systems of raw product and product processing locally. 

Policy 3E: Ensure the appropriateness of urban form through modified development review.

Action 3.23: Develop and adopt a form-based Development Code that emphasizes pedestrian orientation, integration of land uses, treatment of streetscapes as community living space, and environmentally sensitive building design and operation. 

Action 3.24: Revise the Residential Growth Management Program (RGMP) with an integrated set of growth management tools including:

- community or specific plans and development codes based on availability of infrastructure and transit that regulate community form and character by directing new residential development to appropriate locations and in ways that integrate with and enhance existing neighborhoods, districts and corridors;
- appropriate mechanisms to ensure that new residential development produces high-quality designs and a range of housing types across all income levels; and,
- numeric limitations linked to the implementation of community or specific plans and development codes and the availability of appropriate infrastructure and resources; within those limitations, the RGMP should provide greater flexibility for timing new residential development.

Action 3.25: Establish first priority growth areas to include the districts, corridors, and neighborhood centers as identified on the General Plan Diagram; and second priority areas to include vacant undeveloped land when a community plan has been prepared for such (within the City limits). 

Action 3.26: Establish and administer a system for the gradual growth of the City through identification of areas set aside for long-term preservation, for controlled growth, and for encouraged growth. 

Action 3.27: Require the use of techniques such as digital simulation and modeling to assist in project review.

Action 3.28: Revise the planning processes to be more user-friendly to both applicants and neighborhood residents in order to implement City policies more efficiently.

Policies and actions related to the preservation of **historic architecture and resources** are contained in Chapter 9.

2000-2006 HOUSING ELEMENT GOALS AND POLICIES, City Council Adopted Resolution 2004-014. Adopted April 12, 2004

Goal 1

Maintain and improve the quality of existing housing and residential neighborhoods in Ventura.

Policy 1.1 Encourage citizen involvement in addressing the maintenance and improvement of the housing stock and neighborhood quality.

Policy 1.2 Continue to preserve and maintain the City's historical and architecturally significant buildings and neighborhoods.

Policy 1.3 Encourage homeowners and landlords to maintain properties in sound condition through the City's residential rehabilitation assistance programs and code enforcement efforts.

Policy 1.4 Cooperate with housing providers in the acquisition, rehabilitation, and maintenance of older residential properties as long-term affordable housing.

Policy 1.5 Permit the conversion of apartments to condominiums only when such conversion would not

adversely affect the overall supply and availability of rental units, particularly units occupied by lower- and moderate-income households.

Policy 1.6 Continue to support the provision of rental assistance to lower-income households, and encourage property owners to list units with the Housing Authority.

Policy 1.7 Continue to preserve the affordability of mobile homes through the Rent Stabilization Ordinance. Support the acquisition and ownership of mobile home parks by non-profit housing providers and resident organizations.

Policy 1.8 Preserve the existing stock of affordable housing, including mobilehomes, through City regulations, as well as financial and other forms of assistance.

Goal 2

Facilitate the provision of a range of housing types to meet the diverse needs of the community.

Policy 2.1 Provide high quality housing for current and future residents with a diverse range of income levels.

	Promote housing that is developed under modern sustainable community standards.	Policy 2.6	Support a variety of housing types to address the needs of agricultural workers, including affordable rentals, mobilehome parks, single room occupancy hotels (SROs), and group housing for migrant laborers.
Policy 2.2	Provide expanded housing opportunities for the City's workforce. Promote the City's affordable housing programs with employers in Ventura.	Policy 2.7	Facilitate the provision of housing to address Ventura's growing senior population, including senior housing with supportive services, assisted living facilities, and second units.
Policy 2.3	Continue to offer and promote homeownership assistance programs to lower- and moderate-income households to purchase both new and existing housing. Pursue participation in other homeownership programs available in the private market.	Policy 2.8	Encourage the provision of housing adaptable to the physically disabled through integration of universal design features in new development, and compliance with Title 24 of the California Health and Safety Code.
Policy 2.4	Continue to provide financial and regulatory incentives to non-profits, private housing developers, and public agencies for the construction of the types of housing required to meet identified needs.	Policy 2.9	Encourage the provision of supportive housing for persons with mental illness to address the severe shortage of housing for this special needs population.
Policy 2.5	Support the provision of quality rental housing with three or more bedrooms to accommodate large families, and encourage room additions in the existing housing stock to address household overcrowding.	Policy 2.10	Support efforts by non-profits to expand transitional and emergency housing in Ventura, including support of grant applications and assistance in identification of suitable sites.

- Policy 2.11** Evaluate adoption of an inclusionary housing ordinance as a means of integrating affordable units within new residential development: 1) Require affordable units to be provided on or off-site, with allowance for payment of an in-lieu fee at the discretion of the City; 2) Evaluate the financial impact of inclusionary requirements on development, and assess incentive-based alternative strategies for provision of affordable housing.
- Policy 2.12** Facilitate the provision of second units as a means of providing affordable rental housing in existing neighborhoods. Ensure compatibility with the primary unit and surrounding neighborhood.
- Policy 2.13** Encourage the production of housing that meets the needs of all economic segments, including lower, moderate, and above moderate-income households, to achieve a balanced community.
- Policy 2.14** Promote and facilitate non-traditional housing types and options, including co-housing, assisted living facilities, live-work spaces, and artist lofts.
- Policy 2.15** Direct City-controlled housing funds towards programs that address the needs of very low- and low-income households.
- Policy 2.16** Prioritize affordable housing opportunities and assistance for public service employees.
- Policy 2.17** Annually monitor the City's progress in meeting its housing needs for all income levels.
- Goal 3**
- Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of the regional housing needs.**
- Policy 3.1** Maintain an up-to-date inventory of vacant and underutilized parcels and provide to interested developers in conjunction with information on available development incentives. Within redevelopment project areas, provide assistance in land assembly in support of affordable housing.
- Policy 3.2** Implement smart growth principles by rewarding quality infill projects that utilize existing infrastructure.

Policy 3.3	Encourage efficient utilization of the City's limited land resources by encouraging development at the upper end of the permitted Zoning Code/Comprehensive Plan density.	(horizontal mixed-use) and housing above ground floor commercial uses (vertical mixed-use).
Policy 3.4	Utilize the Urban Infill Overlay Zone and Downtown Specific Plan as a tool to facilitate higher density residential and mixed-use development.	Policy 3.9 Promote higher density housing as part of mixed-use developments along parts of Thompson Boulevard and Main Street in Midtown Ventura, as well as other areas such as Westside, Downtown and East Ventura.
Policy 3.5	Explore residential reuse opportunities on obsolete commercial properties, such as older motels and underutilized historic structures.	Policy 3.10 Promote mixed-use developments on the Westside of Ventura.
Policy 3.6	Pursue use of publicly owned land, such as public parking lots, for development of affordable housing.	Policy 3.11 Ensure that the updated Land Use Element designates adequate sites for housing for executives to enhance the City's ability to attract businesses with higher paying jobs.
Policy 3.7	Identify opportunities for housing development that achieves other community goals such as neighborhood improvement, recreation opportunities, and the preservation of sensitive lands and neighborhood character.	Goal 4
Policy 3.8	Facilitate the development of mixed-use projects in appropriate commercial areas, including stand-alone residential developments	Mitigate or remove any potential governmental constraints to housing production and affordability.
		Policy 4.1 Provide regulatory and/or financial incentives, where appropriate, to offset or reduce the costs of affordable housing development, including density bonuses and flexibility in site development standards.

	Policy 4.2	Utilize the Affordable Housing Program to provide incentives for production of affordable units, including streamlined permit processing, reduced fees and exemption from the required competition for RGMP allocations.	Goal 5	Promote equal opportunity for all residents to reside in the housing of their choice.
	Policy 4.3	Amend the City's Residential Growth Management Plan (RGMP) to better facilitate housing production, while discouraging sprawl and maintaining quality of life goals.	Policy 5.1	Continue to enforce fair housing laws prohibiting arbitrary discrimination in the building, financing, selling or renting of housing on the basis of race, religion, family status, national origin, physical or mental disability, or other such factors.
	Policy 4.4	Undertake a comprehensive review of the City's residential development project review procedures and establish modified procedures as appropriate to streamline processing times, while maintaining adequate levels of public review.	Policy 5.2	Continue to support organizations that offer fair housing and mediation services to Ventura residents.
	Policy 4.5	Provide flexibility in development standards to accommodate new models and approaches to providing affordable housing, such as co-housing, live/work units and assisted living facilities.	Policy 5.3	Promote housing that meets the special needs of large families, elderly persons, agricultural workers, and the disabled.
			Policy 5.4	Continue to enforce notification and provide relocation assistance for lower-income persons displaced due to demolition, reuse, condominium conversion, or rehabilitation as a result of code enforcement.

O U R W E L L P L A N N E D A N D D E S I G N E D C O M M U N I T Y

ventura's general plan

OUR ACCESSIBLE COMMUNITY



DONNA GRANATA



"Restore human legs as a means of travel.
Pedestrians rely on food for fuel and need no
special parking facilities."

— Lewis Mumford
Author of *The City in History*, 1961

CITY OF
VENTURA

4. OUR ACCESSIBLE COMMUNITY

Our goal is to provide residents with more transportation choices by strengthening and balancing bicycle, pedestrian and transit opportunities in the City and surrounding region.

An Integrated Mobility System

Central to the well-being of Ventura's citizens and visitors is *mobility*, the ability to get from one place to another. Mobility depends on the range, efficiency, and connectivity of the various components that comprise the transportation network – sidewalks, bicycle routes, and thoroughfares, as well as transit services – and that enable people to access the things they need, from the most basic to the extraordinary (See Figures 4-1 Bicycle Facilities, 4-2 Bus and Rail Routes, and 4-3 Roadway Classification Plan). Ventura is a community that recognizes that thoroughfares serve a variety of functions and are not simply conduits for automobile traffic.

Balancing automobile use with other means of travel is essential to maintaining social and physical health. Safe and enjoyable routes for pedestrians and bicyclists should connect every part of the city, and neighborhoods need to be linked by ample and convenient transit service along corridors. Ventura also must be connected to the larger region by a variety of transportation modes.

Thoroughfares have a tremendous effect on neighborhood character and therefore quality of life for both residents and visitors.

Thoroughfares are essentially the stage of public life where a diversity of citizens interact. They can create places of remembrance, chance encounters, and discovery. Ensuring that Ventura thoroughfares are *great places* requires improving design and quality as well as connectivity. In some cases, city thoroughfares are over-engineered to accommodate the worst-case scenario.

Slowing down automobiles, especially in residential neighborhoods, is a desire shared by many residents. Vehicle travel should be directed toward routes that minimize congestion, avoid conflicts with walkers and bicyclists, and keep residential neighborhoods free of excessive cut-through traffic. Additionally, in some areas of the city, suburban patterns have resulted in less connectivity than is desired by the community. Transportation modes and land uses in the city need to be distributed so that residents have close and easy access to meet their basic needs and travel destinations.

Traffic congestion is a major concern among Ventura residents. Although traffic on local roads is generally free-flowing, a few key intersections and road segments experience congestion during peak traffic hours. Simply widening roads to add lanes will not solve traffic congestion. Instead, the system needs integrated solutions that improve mobility for all

The essential qualities of a properly functioning mobility system are:

1. Well connected, interesting components
2. Convenient accessibility
3. Integrated linkage of all modes
4. Comfort and safety
5. Design reflecting natural and urban context

means of travel. While walking, biking, and transit use are already popular, these alternative modes need to be enhanced and better linked. For example, bus and rail systems serve Ventura, but not thoroughly enough to provide a reasonable alternative to auto use for most travelers. And while pedestrian access exists in most areas of Ventura, the network lacks continuous routes in some key locations.

As expressed in the *Ventura Vision*, a top community priority is to minimize automobile use through a fully integrated multi-modal transportation system. The policies and actions in this chapter aim to achieve this objective.

Travel Modes

Walking

Sidewalks are arguably the most important component of the city's mobility system. As with circulation in general, the utility of pedestrian systems is inextricably linked to land use patterns. Combined with urban design elements, land use patterns influence how much walking can safely and effectively occur in the community. Circulation systems that are designed with pedestrians in mind tend to increase outdoor activity and community interaction, while those oriented toward motor vehicles tend to create disincentives to walking.

Ventura's pedestrian system consists of sidewalks, access ramps, crosswalks, linear park paths, and overpasses and tunnels. Special corridors such as the Beachfront Promenade, California Plaza, and Figueroa Plaza have been designated especially for pedestrians. The pedestrian system also includes neighborhood and park path systems, and dedicated trail facilities that are shared with bicyclists and other users.

Pedestrian paths need to be interesting, enjoyable, and lead to a destination, from the most simple – such as a pocket park – to more grand points of arrival, such as major civic spaces. Creating a network of paths that connect key features such as parks, schools, civic facilities, shops, and services is vital to the success of reducing dependence on the

automobile. Those most in need of pedestrian access include children, teenagers, and the elderly, as well as those who cannot afford a car or choose not to drive.

The main deficiency of Ventura's pedestrian system is its discontinuity. Some sections of thoroughfares lack sidewalks, and pedestrian connections between some key use areas are in need of repair. Crosswalks are prohibited along some corridors, and pedestrian signal phases are not always long enough for all walkers. Traffic-calming measures also are needed to improve walkability in many neighborhoods. Citizens have placed a high emphasis on improving the pedestrian network, recommending specific improvements such as:

- narrowing selected thoroughfare segments,
- improving sidewalks and road crossings,
- lengthening pedestrian signal phases,
- adding marked crossings at key intersections,
- developing safe and attractive walkways from Downtown and Midtown to the beach,
- ensuring that new development provides ample pedestrian access,
- creating trails along watercourses and through the hillsides, and
- improving pedestrian facilities near schools.

Figure 4-1 illustrates the three State defined classes of bikeway facilities:

- Bike Path (Class I) – Class I bike paths are separated from roads by distance or barriers, and cross-traffic by motor vehicles is minimized.
- Bike Lane (Class II) – Class II bikeways are roadway lanes reserved for bicycles. These lanes are painted with pavement lines and markings and are signed.
- Bike Route (Class III) – Class III bike routes share existing roads and provide continuity to other bikeways or designated preferred routes through high traffic areas. There are no separate lanes, and bike routes are established by placing signs that direct cyclists and warn drivers of the presence of bicyclists.

Policies and actions in this chapter intend to improve pedestrian access through this range of methods.

Biking

Because bicycles are an integral component of the city's mobility system, they are allowed on *all* city thoroughfares. The City has adopted a General Bikeway Plan intended to create a safe, accessible, and interconnected network of bike paths, lanes, and routes that will ensure Ventura becomes and remains a truly bicycle-friendly community. The General Bikeway Plan is a flexible, comprehensive, and long-range guide for bicycle transportation and recreation planning, design, and budget decision-making. Accordingly, it is designed to:

- refine and implement City bicycle-related policies,
- establish bikeway design standards,
- enhance bicycle safety and education programs,
- set priorities and phasing for improvements and amenities depicted on the Select System of Bikeways map, and
- identify funding means and opportunities for interagency cooperation.

The City places high emphasis on improving the local bicycle network by following the recommendations of the General Bikeway Plan, which include:

- connecting schools, parks, activity areas, housing areas, and employment centers with bike paths and lanes, particularly in areas without thoroughfares,
- constructing additional Class I or Class II bikeways in a number of locations, including along the Santa Clara River and the coast to connect to the Ventura River Trail,
- installing bicycle racks,
- updating bicycle facility standards to ensure proper design and maintenance,
- constructing improvements to resolve bicycle/automobile conflicts,
- establishing a highly visible route identification and signage program that fits the character of the community, and
- mitigating impacts on bicyclists from new development and during and following construction of roadway projects.

Policies and actions in this chapter seek to improve bicycle access and safety by carrying out these recommendations.

Public Transit – Bus & Rail

Transit service in Ventura includes bus and rail operations (see Figure 4-2). South Coast Area Transit (SCAT) provides local bus service, Ventura Intercity Transit Authority (VISTA) runs regional routes, and Greyhound offers statewide and national connections. Metrolink provides rail service to and from Los Angeles – although on a very limited schedule, while Amtrak trains that stop in Ventura run between San Luis Obispo and San Diego.

Although local bus routes connect most activity centers, the East End is not well served, and more frequent service is needed to key destinations such as the beach and downtown. Metrolink and Amtrak need to be linked to each other and accessed by local bus routes. An agreement between the City and the Ventura County Transportation Commission calls for identifying a permanent Metrolink site, and the best way to integrate all of these services is with a major multi-modal transit center that also accommodates potential additional future alternative transportation modes.

SCAT buses are equipped with wheelchair lifts and adjustable steps to ensure access for all riders. SCAT also offers discounted fares for seniors and disabled riders, as well as dial-a-ride service. However, seniors and mobility-impaired persons also desire frequent fixed-route service in smaller vehicles, and all riders need upgraded amenities at a number of stops. Bus routes also need increased frequency and

stops to make transit a viable alternative to driving.

Other transit system needs include:

- reduced-emission vehicles,
- continued use of schedule synchronization to accommodate route transfers, and
- service to regional destinations such as California State University Channel Islands and airports.

Policies and actions in this Chapter aim to improve transit efficiency, encourage ridesharing, and preserve long-term transit options.



The Automobile and Types of Roadways

The most basic component of the mobility system is the *thoroughfare*, used not only by people who drive, but also by people who ride the bus, bike and walk. Thoroughfares encompass sidewalks, bicycle lanes, travel lanes, and are the most utilized means of travel in Ventura. This system is organized into the following classifications: local thoroughfares, collectors, and arterials (see Figure 4-3, Roadway Classification Plan – also known as “Circulation Plan”).

Local Thoroughfares

Local thoroughfares provide mobility within neighborhoods and are generally not shown on the Roadway Classification Plan. Local thoroughfares include *alleys*, *lanes*, and “yield” *streets*.

Collectors

Collectors serve as links between local thoroughfares. Collectors may front residential and neighborhood-serving commercial uses. Collectors can be configured as *boulevards*, *avenues*, *streets*, and *main streets*.

Arterials

Arterials are the primary mechanism for cross-town travel and serve the major centers of activity. These roads typically carry a high proportion of the total urban area travel. Arterials can be configured as *boulevards*, *avenues*, and *streets*.

Collector and arterial thoroughfare segments in the City are characterized in two ways that describe their physical features: *design classification* and *functional classification*. Design Classification defines the number of travel *lanes* using the following categories: Primary Arterial (6 lanes or more), Secondary Arterial (4 lanes), and Collector (2 lanes), as shown on the Roadway Classification Plan, Figure 4-3. Functional Classification describes how a thoroughfare is used: essentially as a *boulevard*, *avenue*, *street*, or *main street*.

Functional Classification also identifies whether roadways have medians, parking, bike lanes, and other streetscape attributes needed to achieve objectives other than just moving traffic, such as accommodating pedestrians, bicycles, and adjoining land uses and public spaces. Table 4-1 shows the design and functional classifications for thoroughfares in the City.

Ventura is mainly connected by 2-lane and 4-lane thoroughfares. The classification for each type of road segment represents a balance between vehicle capacity, pedestrian and bicycle access, parking requirements, streetscape character, and right-of-way limitations.

Boulevard

A multi-lane and generally urban corridor with a central, planted median.

Avenue

Avenues are typically multi-lane, short distance connectors, with a painted median, used in both residential and commercial areas, and often terminate at prominent buildings or plazas.

Table 4-1 Thoroughfare Sizes and Types

	Street Sizes (Engineering Design Classification)		
	Primary Arterial (6 or more lane roadway)	Secondary Arterial (4 lane roadway)	Collector (2 lane roadway)
Existing			
Future Widening			
Future Extension			
Thoroughfare Types (Functional Classification)			
	Boulevard	Boulevard	Boulevard
	Avenue	Avenue	Avenue
		Street	Street
			Main Street

Source: Definitions for Design Classifications are the City's modifications to the American Association of State Highway and Transportation Officials (AASHTO) standards. Definitions for Functional Classifications are the City's modifications to the Traditional Neighborhood Development Street Design Guidelines.

Street

Street typically allows two way travel and may be multi-lane and does not have a central median and generally provides access to predominantly residential areas.

Main Street

Main streets have 2 vehicle lanes. Their main purpose is to provide low-speed access to commercial, mixed-uses, and higher density neighborhoods.

Consistency between the design and functional classifications is determined based on the number of through lanes. Temporary improvements, such as restriping to change the number of lanes are allowed, however a permanent improvement that moves the curbs and changes the number of lanes would require an amendment to this plan.

The *Ventura Vision* offers several key recommendations to improve the city thoroughfare system:

- add or enhance north-south arterials;
- consider an additional Santa Clara River bridge, Portola Avenue overcrossing of U.S. 101, and Johnson Drive overcrossing of Route 126; and
- soften the barrier impact of U.S. 101 by working with Caltrans to improve signage, aesthetics, undercrossings, and overcrossings.

Policies, actions, and the Roadway Classification Plan work together to address these recommendations. To improve the safety and functioning of the thoroughfare network and to maintain its compatibility with the character of the community, the policies and actions in this

chapter also call for upgrading problem thoroughfares and intersections, improving and constructing freeway ramps, and connecting unfinished roadways. Additional actions intend to protect views from scenic routes, including State-designated scenic highways.

Policy 4A: Ensure that the transportation system is safe and easily accessible to all travelers.

Action 4.1: Direct city transportation investment to efforts that improve user safety and keep the circulation system structurally sound and adequately maintained. First priority for capital funding will go to our pavement management program to return Ventura streets to excellent condition.

Action 4.2: Develop a prioritized list of projects needed to improve safety for all travel modes and provide needed connections and multiple route options.

Action 4.3: Provide transportation services that meet the special mobility needs of the community including youth, elderly, and disabled persons.

Action 4.4: Combine education with enforcement to instill safe and courteous use of the shared public roadway.

Action 4.5: Utilize existing roadways to meet mobility needs, and only consider additional travel lanes when other alternatives are not feasible. 

Action 4.6: Require new development to be designed with interconnected transportation modes and routes to complete a grid network.

Action 4.7: Update the traffic mitigation fee program to fund necessary citywide circulation system and mobility improvements needed in conjunction with new development. 

Action 4.8: Implement the City's Neighborhood Traffic Management Program and update as necessary to improve livability in residential areas.

Action 4.9: Identify, designate, and enforce truck routes to minimize the impact of truck traffic on residential neighborhoods. 

Action 4.10: Modify traffic signal timing to ensure safety and minimize delay for all users.

Action 4.11: Refine level of service standards to encourage use of alternative modes of transportation while meeting state and regional mandates.

Action 4.12: Design roadway improvements and facility modifications to minimize the potential for conflict between pedestrians, bicycles, and automobiles. 

Action 4.13: Require project proponents to analyze traffic impacts and provide adequate mitigation in the form of needed improvements, in-lieu fee, or a combination thereof. 

Policy 4B: Help reduce dependence on the automobile.

Action 4.14: Provide development incentives to encourage projects that reduce automobile trips. 

Action 4.15: Encourage the placement of facilities that house or serve elderly, disabled, or socioeconomically disadvantaged persons in areas with existing public transportation services and pedestrian and bicycle amenities.

Action 4.16: Install roadway, transit, and alternative transportation improvements along existing or planned multi-modal corridors, including primary bike and transit routes, and at land use intensity nodes. 

Action 4.17: Prepare and periodically update a Mobility Plan that integrates a variety of travel alternatives to minimize reliance on any single mode. 

Action 4.18: Promote the development and use of recreational trails as transportation routes to connect housing with services, entertainment, and employment. 

Action 4.19: Adopt new development code provisions that establish vehicle trip reduction requirements for all development. 

Action 4.20: Develop a transportation demand management program to shift travel behavior toward alternative modes and services.

Action 4.21: Require new development to provide pedestrian and bicycle access and

facilities as appropriate, including connected paths along the shoreline and watercourses. 

Action 4.22: Update the General Bikeway Plan as needed to encourage bicycle use as a viable transportation alternative to the automobile and include the bikeway plan as part of a new Mobility Plan. 

Action 4.23: Upgrade and add bicycle lanes when conducting roadway maintenance as feasible. 

Action 4.24: Require sidewalks wide enough to encourage walking that include ramps and other features needed to ensure access for mobility-impaired persons. 

Action 4.25: Adopt new development code provisions that require the construction of sidewalks in all future projects. 

Action 4.26: Establish a parking management program to protect the livability of residential neighborhoods, as needed.

Action 4.27: Extend stubbed-end streets through future developments, where appropriate, to provide necessary circulation within a developing area and for adequate internal circulation within and between neighborhoods. Require new developments in the North Avenue area, where applicable, to extend Norway Drive and Floral Drive to connect to Canada Larga Road; and connect the existing segments of Floral Drive. Designate

the extension of Cedar Street between Warner Street and south of Franklin Lane and the linking of the Cameron Street segments in the Westside community as high priority projects.

Policy 4C: Increase transit efficiency and options.

Action 4.28: Require all new development to provide for citywide improvements to transit stops that have sufficient quality and amenities, including shelters and benches, to encourage ridership. 

Action 4.29: Develop incentives to encourage City employees and local employers to use transit, rideshare, walk, or bike.

Action 4.30: Work with public transit agencies to provide information to riders at transit stops, libraries, lodging, and event facilities.

Action 4.31: Work with public and private transit providers to enhance public transit service.

Action 4.32: Coordinate with public transit systems for the provision of additional routes as demand and funding allow. 

Action 4.33: Work with Amtrak, Metrolink, and Union Pacific to maximize efficiency of passenger and freight rail service to the City and to integrate and coordinate passenger rail service with other transportation modes. 

Action 4.34: Lobby for additional transportation funding and changes to Federal, State, and regional transportation policy that support local decision-making.

Action 4.35: The City shall pursue funding and site location for a multi-modal transit facility in coordination with VCTC, SCAT, U.P.R.R., Metrolink, Greyhound Bus Lines, and other forms of transportation.

Policy 4D: Protect views along scenic routes.

Action 4.36: Require development along the following roadways – including noise mitigation, landscaping, and advertising – to respect and preserve views of the community and its natural context. 

- State Route 33
- U.S. HWY 101
- Anchors Way
- Brakey Road
- Fairgrounds Loop
- Ferro Drive
- Figueroa Street
- Harbor Boulevard
- Main Street
- Navigator Drive
- North Bank Drive
- Poli Street/Foothill Road
- Olivas Park Drive
- Schooner Drive
- Spinnaker Drive
- Summit Drive

- Telegraph Road – east of Victoria Avenue
- Victoria Avenue – south of U.S. 101
- Wells Road

Action 4.37: Request that State Route 126 and 33, and U.S. HWY 101 be designated as State Scenic Highways.

Action 4.38: Continue to work with Caltrans to soften the barrier impact of U.S. HWY 101 by improving signage, aesthetics and undercrossings and overcrossings. 

Action 4.39: Maintain street trees along scenic thoroughfares, and replace unhealthy or missing trees along arterials and collectors throughout the City. 

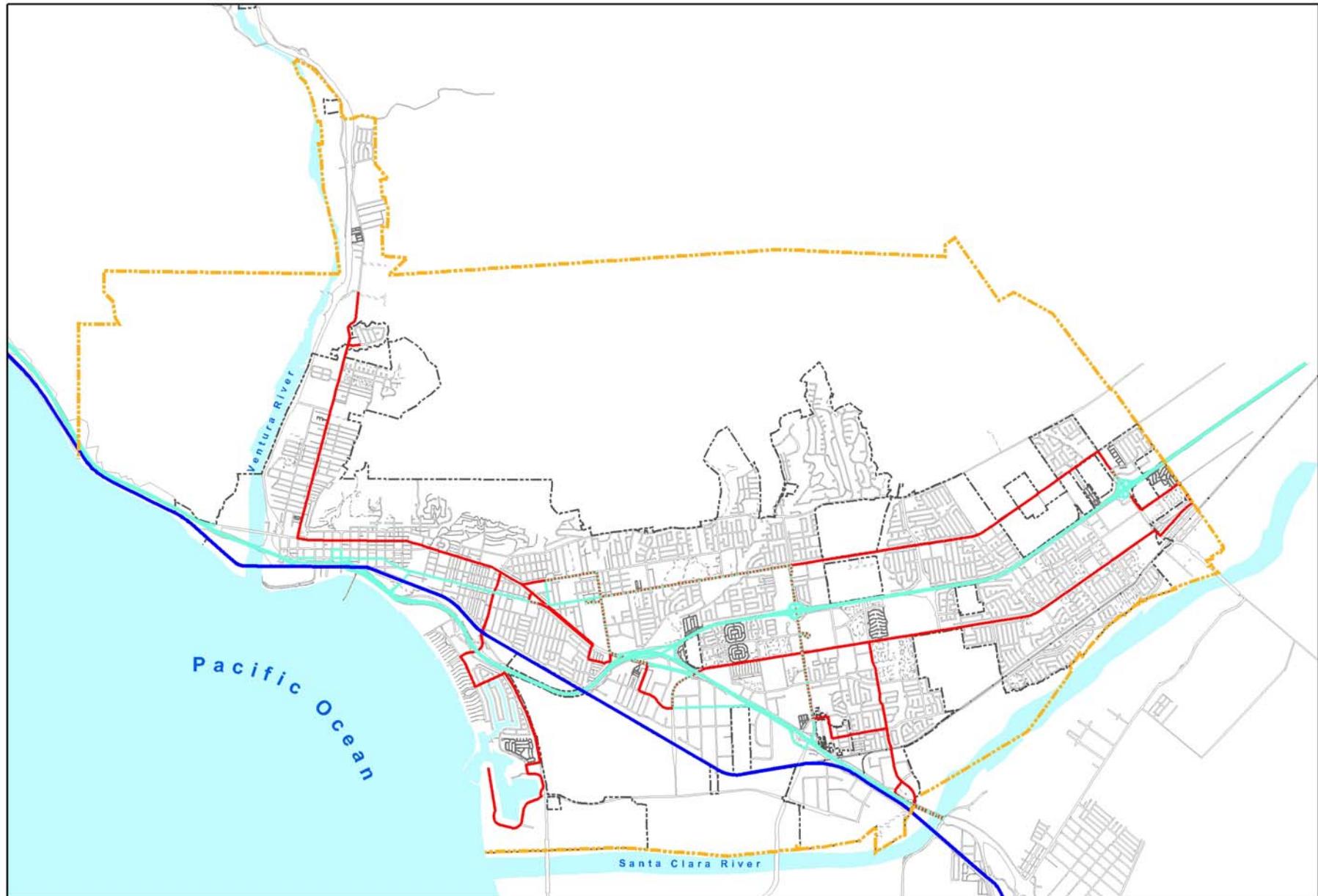


Note: Bike facilities shown on this figure are taken from the 1999 General Bikeway Plan and may change as updates to the General Bikeway Plan are completed.

	Class 1	Class 2	Class 3	Shoulder	Other
Existing					
Future					
Existing Sidewalk					

----- City Limits
- - - - Planning Boundary

Figure 4-1
Bicycle Facilities



Note: Bus and Rail routes shown on this figure are current as of August 8, 2005 and may change as determined by each operator.

Routes

- SCAT ——————
- VISTA ——————
- SCAT & VISTA
- RAIL ——————

Other

- City Limits
- - - Planning Boundary

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

Figure 4-2
Bus and Rail Routes

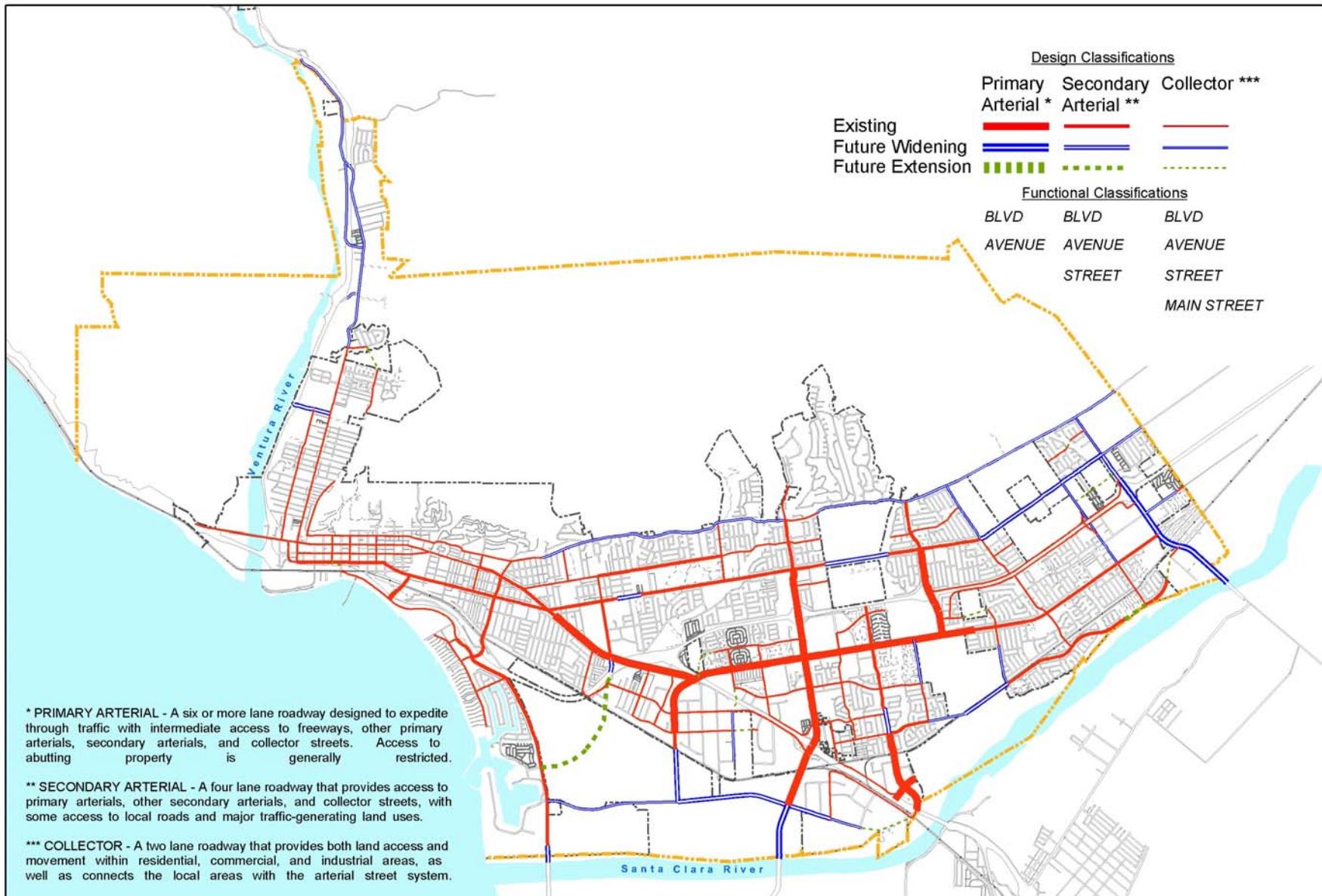
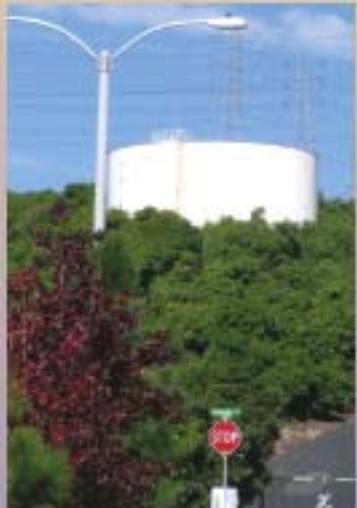


Figure 4-3
Roadway Classification Plan

CHAPTER 4

OUR SUSTAINABLE INFRASTRUCTURE Ventura's general plan



"Now, I truly believe, that we in this generation, must come to terms with nature, and I think we're challenged as mankind has never been challenged before to prove our maturity and our mastery, not of nature, but of ourselves."

— Rachel Carson
Biologist, Writer, Ecologist 1907-1964

5. OUR SUSTAINABLE INFRASTRUCTURE

Our goal 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.

Essential Support Systems

Infrastructure is an extremely important though largely unnoticed foundation of quality of life in Ventura. Efficient water supply, wastewater treatment, and drainage systems are vital to most daily activities. These facilities on which the community depends need regular maintenance, and they frequently require upgrading both to meet the demands of a growing population and to be sensitive to environmental resources.

To ensure that citizens get high-quality drinking water, the City owns and operates a State-certified laboratory where water quality is tested continuously. Each City treatment plant is also run by State-certified operators who monitor water quality. As a result, City water exceeds State and federal water quality requirements.

The City employs conservation measures and emerging technology in its effort to achieve a high standard for wastewater treatment while protecting natural systems. As a result, treatment capability historically has outpaced community needs, with even peak flows typically reaching only 75 percent of plant capacity. Even so, further expanding the use of reclaimed water and

reducing water consumption will be vital to maintaining long-term water supplies.

Much of the storm drain system is aging and in need of repair or replacement, especially corrugated metal pipes in some of the older areas of Ventura. Collecting adequate fees that truly reflect the cost of serving development can help support City efforts to preclude additional deficiencies, and relying on and complementing natural drainage features can both help avoid the need for expensive and environmentally damaging channelization and improve the functioning of the overall drainage system.

Water Supply

The City provides drinking water, and water for fire protection, to households and businesses in Ventura through a complex system with more than 500 miles of distribution mains, 3 water treatment plants, 22 booster pump stations, 25 treated water reservoirs, and 13 wells. Five distinct sources provide surface and ground water to the City supply system:

- Casitas Municipal Water District
- Ventura River surface water intake, subsurface water and wells (Foster Park)
- Mound groundwater basin
- Oxnard Plain groundwater basin (Fox Canyon Aquifer)
- Santa Paula groundwater basin

The City also holds a State Water Project entitlement of 10,000 acre-feet per year;



however, new facilities would need to be constructed to transport this water to the City. The City updates its Urban Water Management Plan every two years (instead of every five years as required by State law) as part of its ongoing effort to ensure that City-managed water supplies will continue to accommodate demand in Ventura.

Meeting future water demands requires saving and reusing every drop possible. The City utilizes recycled water from its reclamation facility (a tertiary wastewater treatment plant) near the Harbor to augment the municipal water supply. Recycled water is used to irrigate City and private landscaping in the area and the Buenaventura and Olivas Park municipal golf courses. The remaining effluent is discharged to the Santa Clara River Estuary.

Largely as a result of conservation efforts, water consumption per city resident has generally declined (see Table 5-1). Projections anticipate that the City will continue to be able to meet consumer needs. Policies and actions in this chapter seek to refine demand management practices and conservation programs to further reduce per capita water use so that Ventura can sustain water resources for many more generations.

Table 5-1
Historic and Projected Water Production (Acre Feet)

Year	Estimated Population Served	Per Capita Use ¹	Treated Water Production	Raw Water Production	Total Water Production
Historic					
1980	73,774	0.236	17,381	4,766	22,147
1990	94,856	0.177	16,831	2,317	19,148
1995	99,668	0.165	16,428	1,602	18,030
1996	100,482	0.180	18,038	1,500	19,538
1997	101,096	0.178	18,002	1,829	19,831
1998	101,610	0.165	16,775	1,769	18,544
1999	102,224	0.192	19,658	1,067	20,725
2000	103,238	0.198	20,437	1,129	21,566
2001	104,153	0.173	18,071	889	18,960
2002	105,267	0.180	18,965	968	19,933
2003	106,782	0.183	19,510	846	20,356
Projected					
2005	109,465	0.179	19,594	1,000	20,594
2010	115,774	0.179	20,724	1,000	21,724
2015	122,447	0.179	21,918	1,000	22,918
2020	129,504	0.179	23,181	1,000	24,181

Sources: City of Ventura Urban Water Management Plan, Dec. 2000, City of Ventura 2004 Biennial Water Supply Report, as amended, September 2004.

¹ Per Capita use excludes raw water.

Wastewater Treatment

Ventura residents generate millions of gallons of wastewater each day, which is carried by more than 450 miles of sewer mains and 12 lift stations to the water reclamation facility in the Harbor area near the mouth of the Santa Clara River. While most residents receive sewer service directly from the City, three other sanitary sewer agencies with their own treatment facilities provide service to some citizens in the Montalvo, Saticoy, and North Ventura Avenue areas. As shown in Table 5-2, all local treatment facilities operate well below capacity.

Table 5-2 Treatment Facilities			
Treatment Facilities	Treatment Type	Capacity	Average Daily Flow
Ventura Water Reclamation Facility	Tertiary	14 MGD	9.0 MGD (68% capacity)
Montalvo Municipal Improvement District Treatment Plant	Secondary	0.36 MGD	0.242 MGD (67% capacity)
Saticoy Sanitary District Treatment Plant	Secondary ²	0.25 MGD	0.16 MGD (64% capacity)
Ojai Valley Sanitary District Treatment Plant	Tertiary	3 MGD	2.0 MGD (71% capacity)

² Includes nutrient removal prior to percolation.
Source: Individual agencies listed

About two-thirds of the wastewater treated locally is discharged to the Santa Clara River Estuary, as allowed by the Regional Water Quality Control Board. The remaining effluent is either transferred to recycling ponds, where some is delivered as reclaimed water, or it percolates to underground aquifers or evaporates. The policies and actions in this chapter call for improving treatment system efficiency to reclaim and reuse as much water as possible.



Storm Drainage

Storm runoff travels from the hills above Ventura through the City until it is absorbed into the ground or reaches the Ventura River, the Santa Clara River, or the Pacific Ocean. To convey the occasional high flows associated with storms, the Ventura County Flood Control District oversees about 20 natural or concrete lined barrancas that serve as the major drainage courses for local watersheds. The City has about 20 miles of off-street drain system designed to convey runoff from all but the most severe of storms, in which case water also runs off via city streets.

Maintaining the barrancas and other watercourses that are not already lined with concrete as natural flood channels can help reduce peak flows by limiting water velocity. Incorporating natural features into drainage systems rather than hard treatment devices also can improve water quality and reduce maintenance costs. The policies and actions in this chapter seek to prevent increases in future storm water impacts by incorporating natural drainage and flood control features such as wildlife ponds and wetlands – instead of cement retention basins – into the storm drain system where possible. Such less intensive approaches not only cost less, but they also preserve environmental resources and protect water quality.

Policy 5A: Follow an approach that contributes to resource conservation.

Action 5.1: Require low flow fixtures, leak repair, and drought tolerant landscaping (native species if possible), plus emerging water conservation techniques, such as reclamation, as they become available. 

Action 5.2: Use natural features such as bioswales, wildlife ponds, and wetlands for flood control and water quality treatment when feasible. 

Action 5.3: Demonstrate low water use techniques at community gardens and city-owned facilities.

Action 5.4: Update the Urban Water Management plan as necessary in compliance with the State 1983 Urban Water Management Planning Act.

Action 5.5: Provide incentives for new residences and businesses to incorporate recycling and waste diversion practices, pursuant to guidelines provided by the Environmental Services Office. 

Policy 5B: Improve services in ways that respect and even benefit the environment.

Action 5.6: Require project proponents to conduct sewer collection system analyses to determine if downstream facilities are adequate to handle the proposed development. 

Action 5.7: Require project proponents to conduct evaluations of the existing water distribution system, pump station, and storage

requirements in order to determine if there are any system deficiencies or needed improvements for the proposed development. 

Action 5.8: Locate new development in or close to developed areas with adequate public services, where it will not have significant adverse effects, either individually or cumulatively, on coastal resources. 

Action 5.9: Update development fee and assessment district requirements as appropriate to cover the true costs associated with development. 

Action 5.10: Utilize existing waste source reduction requirements, and continue to expand and improve composting and recycling options. 

Action 5.11: Increase emergency water supply capacity through cooperative tie-ins with neighboring suppliers.

Action 5.12: Apply new technologies to increase the efficiency of the wastewater treatment system. 

Action 5.13: Increase frequency of city street sweeping, and post schedules at key points within each neighborhood. 

Action 5.14: Develop a financing program for the replacement of failing corrugated metal storm drain pipes in the City. 

Action 5.15: Establish assessment districts or other financing mechanisms to address storm drain system deficiencies in areas where new development is anticipated and deficiencies exist. 

Action 5.16: Require new developments to incorporate stormwater treatment practices that allow percolation to the underlying aquifer and minimize offsite surface runoff utilizing methods such as pervious paving material for parking and other paved areas to facilitate rainwater percolation and retention/detention basins that limit runoff to pre-development levels. 

Action 5.17: Require stormwater treatment measures within new development to reduce the amount of urban pollutant runoff in the Ventura and Santa Clara Rivers and other watercourses. 

Action 5.18: Work with the Ventura Regional Sanitation District and the County to expand the capacity of existing landfills, site new landfills, and/or develop alternative means of disposal that will provide sufficient capacity for solid waste generated in the City.

O U R S U S T A I N A B L E I N F R A S T R U C T U R E

OUR ACTIVE COMMUNITY ventura's general plan



"Leave all the afternoon for exercise and recreation, which are as necessary as reading. I will rather say more necessary because health is worth more than learning."

— Thomas Jefferson
3rd President of the United States
1801-1809

6. OUR ACTIVE COMMUNITY

Our goal is to add to and enhance our parks and open spaces to provide enriching recreation options for the entire community.

Higher Standards

For many people, spending time outdoors and participating in recreational activities represent some of life's most cherished rewards. Ventura's superb public park, open space, and recreation system offers a myriad of ways to partake in these privileges. The city offers 34 developed parks, 45 miles of linear park and trail network, stellar beaches, specialized play and sports facilities and programs, communitywide events, senior and youth activities, and two 18-hole tournament class public golf courses. Figure 6-1 at the end of this chapter shows the locations of various public facilities in the city.

The City is committed to ensuring that its citizens have ample access to high quality spaces for leisure and active recreation. The City's adopted standard of 10 acres per 1,000 residents has created far more park area than would be possible under the basic State level of 3 acres per 1,000, and also tops the more ambitious National Park and Recreation Association benchmarks for specific park types (see Table 6-1). The City continues to create customized facilities like the Community Park (approved by the voters pursuant to SOAR) to expand opportunities for local residents to enjoy healthy, active lifestyles.

Table 6-1 Park Acreage per 1,000 Population

Park Type	Standards	
	City of Ventura	National Park & Recreation Association
Neighborhood	2 acres	1.5 acres
Community	3 acres	2.5 acres
Citywide	5 acres	5 acres
Total	10 acres	9 acres

Sources: City of Ventura, www.nrpa.org.





City Parks and Open Space

The public park and open space system in Ventura includes neighborhood, community, citywide, and linear parks. As shown in Table 6-2, the City oversees nearly 600 acres of developed park facilities, plus the linear park network, which provides important connections among watersheds for both people and wildlife.

As the City continually strives to improve the quality of leisure and recreation opportunities for everyone in the community, it must address a number of challenges such as:

- modernizing existing facilities,
- finding appropriate land for new facilities,
- developing useful and enjoyable public spaces, such as plazas and mini-parks in urban settings,
- formalizing shared use arrangements for non-City facilities like school playfields,
- meeting increasing demand for athletic courts, fields and pools,
- provide opportunities for passive recreation, and
- providing services needed by youth, seniors, and residents with special needs.



Neighborhood Parks

Typically less than 8 acres each, these smaller parks primarily serve specific residential areas in the community. The 18 neighborhood parks in Ventura cover about 73 total acres. Any future development outside the current city limits will have to provide new neighborhood parks to serve the added population.

Community Parks

These parks are designed to offer specialized opportunities and facilities to residents of more than one neighborhood. Amenities in community parks may include formal athletic fields, courts, recreation buildings, preschool and youth play structures, group and individual picnic areas, and landscaped areas for informal activity or leisure.

Citywide Parks

These parks feature recreational opportunities that draw a wide range of age and interest groups from throughout the city. They offer a variety of attractive amenities, such as large open spaces, unique natural resources, interpretive centers, cultural amenities, group picnic areas, sports facilities, and equestrian, bicycling, and hiking trails. The Ventura Community Park also serves some citywide park functions and attracts visitors from outside the city with its high-quality playing fields and aquatic center.

Linear Parks

Ventura's unique linear park network intersperses trails and picnic areas among a mostly undeveloped web of barranca and riverbanks that provide valuable wildlife habitat and migration corridors. The linear parks also merge with a number of neighborhood and community parks, complementing developed recreation areas with natural riparian qualities. Extending trails through the linear park network can create additional opportunities for low-impact contact with nature, and in some cases even provide pleasant non-automobile commuting options.

Table 6-2 City Park Facilities

Park	Park Size (in acres)				
	Neighborhood Parks	Community Parks	Citywide Parks	Special Use Facilities	Total
Albinger Archaeological Museum				0.9	0.9
Arroyo Verde Park	2.0		104.3		129.3
Barranca Vista Park	8.7				8.7
Blanche Reynolds Park	3.4				3.4
Camino Real Park			38.2		38.2
Cemetery Memorial Park	7.1				7.1
Chumash Park	6.1				6.1
Downtown Mini-Park	0.4				0.4
Eastwood Park				0.7	0.7
Fritz Huntsinger Youth Sports Complex	4.3	14.0			18.3
Grant Park			107.3		107.3
Harry A. Lyon Park			10.7		10.7
Hobert Park	7.1				7.1
Juanamaria Park	5.0				5.0
Junipero Serra Park	2.7				2.7
Linear Park Network			46.0		46.0
Marina Park			15.3		15.3
Marion Cannon Park	5.0				5.0
Mission Park	1.5				1.5
Ocean Avenue Park	1.3				1.3
Olivas Adobe Historical Park			22.5		22.5
Ortega Adobe Historic Residence				0.3	0.3
Plaza Park	3.7				3.7
Promenade Park	1.0				1.0
Seaside Wilderness Park ^{1, 2}				24.0	24.0
Surfers Point at Seaside Park ¹				3.4	3.4
Ventura Community Park		100.0			100.0
Westpark	1.5	5.8			7.3
Total	60.8	142.7	275.8	97.8	577.1

Sources: City of Ventura, 2004. Note: several parks serve functions in more than one category.

¹ Acreage varies with ocean high levels.

² Acreage varies with fluctuations in Ventura River level.

As with most parks in the city, resources for linear park system improvements typically come through conditions placed on adjacent development. City regulations establish standards for park width, landscaping, fencing, lighting, and tree rows that apply specifically along barrancas, freeways, rivers, the shoreline, harbor, hillsides, and utility rights-of-way.



Recreation Programs

The City operates four neighborhood centers where recreation programs and senior services are available: the Ventura Avenue Adult Center, Senior Recreation Center, Barranca Vista Center, and Westpark Community Center. The City also offers a wide range of sports programs, including youth and adult sports programs, classes, aquatics, and corporate games. Other City-sponsored recreational activities include arts and environmental education, community gardening, recreation programs for special needs residents, and after-school activities and summer camps.

A variety of other recreation opportunities are available in Ventura in addition to City programs. Foremost among these are all of the activities possible at State beaches and developed waterfront areas. Other local non-City facilities include the County Fairgrounds and local golf courses. In addition, joint-use agreements allow city residents to use sports fields, pools, and gymnasiums during certain times at public schools and Ventura College.

The policies and actions in this chapter seek to further expand local park and recreation choices by:

- identifying sites for new parks,
- increasing public access to open space, including via linear park trails,
- collaborating with schools and other local agencies and organizations,
- ensuring universal and equal access to parks and recreation facilities, and
- allowing appropriate revenue-generating activities at City parks.

Policy 6A: Expand the park and trail network to link shoreline, hillside, and watershed areas.

Action 6.1: Develop new neighborhood parks, pocket parks, and community gardens as feasible and appropriate to meet citizen needs, and require them in new development. 

Action 6.2: Require higher density development to provide pocket parks, tot lots, seating plazas, and other aesthetic green spaces. 

Action 6.3: Work with the County to plan and develop trails that link the City with surrounding open space and natural areas, and require development projects to include trails when appropriate. 

Action 6.4: Request Flood Control District approval of public access along unchannelized watercourses for hiking. 

Action 6.5: Seek landowner permission to allow public access on properties adjacent to open space where needed to connect trails. 

Action 6.6: Update plans for and complete the linear park system as resources allow. 

Action 6.7: Work with the County of Ventura to initiate efforts to create public trails in the hillsides.

Action 6.8: Update and require periodic reviews of the Park and Recreation Workbook as necessary to reflect City objectives and community needs.

Action 6.9: Require dedication of land identified as part of the City's Linear Park System in conjunction with new development. 

Action 6.10: Evaluate and incorporate, as feasible, linear park segments in the General Bikeway Plan.

Action 6.11: Update standards for citywide public parks and open space to include an expanded menu of shared park types, and identify locations and potential funding sources for acquiring new facilities in existing neighborhoods.

Action 6.12: Update and carry out the Grant Park Master Plan.

Action 6.13: Foster the partnership between the City and Fair Board to improve Seaside Park. 

Policy 6B: Ensure equal access to facilities and programs.

Action 6.14: Improve facilities at City parks to respond to the requirements of special needs groups.

Action 6.15: Adjust and subsidize fees to ensure that all residents have the opportunity to participate in recreation programs.

Action 6.16: Update the project fee schedule as necessary to ensure that development provides its fair share of park and recreation facilities.

Policy 6C: Provide additional gathering spaces and recreation opportunities.

Action 6.17: Update and create new agreements for joint use of school and City recreational and park facilities.

Action 6.18: Offer programs that highlight natural assets, such as surfing, sailing, kayaking, climbing, gardening, and bird watching. 

Action 6.19: Provide additional boating and swimming access as feasible. 

Action 6.20: Earmark funds for adequate maintenance and rehabilitation of existing skatepark facilities, and identify locations and funding for new development of advanced level skatepark facilities.

Policy 6D: Increase funding and support for park and recreation programs.

Action 6.21: Promote the use of City facilities for special events, such as festivals, tournaments, and races.

Action 6.22: Enter into concession or service agreements where appropriate to supplement City services.



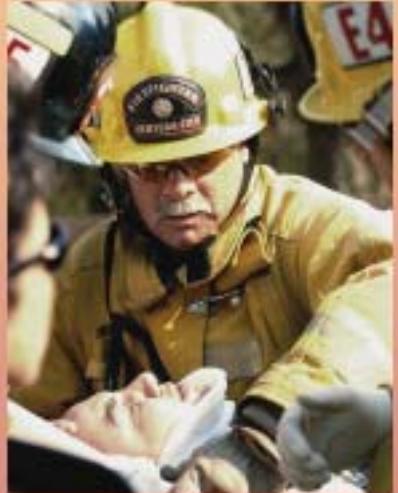
Figure 6-1
Public Facilities

Police Station	Elementary School	Library	City Limits
Fire Stations	Middle School		Planning Area
Hospitals	High School		
Government Center	Community College		
	Golf Courses		

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

ventura's general plan

OUR HEALTHY & SAFE COMMUNITY



"A city, like a living thing, is a united and continuous whole."

— Plutarch
ca. 50-120 AD, author of *Moralia*

CITY OF
VENTURA

7. OUR HEALTHY AND SAFE COMMUNITY

Our goal is to build effective community partnerships that protect and improve the social well-being and security of all our citizens.

Community Wellness

Keeping the small town feel of Ventura depends on working together as a community to look out for the well being of all residents, especially those most at risk. Community wellness requires comprehensive preventative care, as well as careful preparation for and response to dangers within the built environment and to risks posed by natural processes (see Figure 7-1).

Adequate shelter, sufficient medical services, walkable neighborhoods, and proper nutrition create an essential foundation for a healthy community. Reducing as much as possible the threat to people and property from earthquakes, landslides, floods, and fires further enhance the collective wellness of the city. In addition, a healthy Ventura community requires thorough protection from crime, and freedom from pollution, unwanted noise, and the threat of hazardous materials.

Alquist-Priolo designation requires a geologic investigation prior to the approval of a development permit to determine if a specific site within the zone is threatened by surface displacement from future fault movement.

Geologic and Flood Hazards

Ventura lies in an active geologic region and is therefore subject to a variety of seismic hazards, including ground shaking, liquefaction, and slope failure. State law requires the City to regulate development in mapped seismic hazard zones. Major faults in the city include the Ventura-Foothill (a State-designated Alquist-Priolo Earthquake Fault Zone), Oak Ridge, McGrath, Red Mountain and Country Club Faults. Areas closest to these faults are most likely to experience ground shaking or rupture in the event of an earthquake. Liquefaction during an earthquake is most likely to occur in areas with loose, granular soils where the water table lies within 50 feet of the surface. As the soil liquefies, buildings and other objects may tilt or sink.

Hillside stability varies based on slope, soil, rock type and groundwater depth. The hills north of Poli Street/Foothill Road have experienced many historic landslides and are prone to future movement. The City Hillside Management Program limits development in the area to minimize dangers from landsliding, erosion, flooding, and fire, and to retain natural and scenic character.

The Federal Emergency Management Agency regulates development along watercourses based on the likelihood of flooding: the basic benchmark – the 100-year flood – has a one percent chance of occurring in any given year. Although the mapped 100-year flood hazard areas for local rivers and barrancas are fairly limited in size, the largest recorded flood events along the Ventura

and Santa Clara Rivers, both following heavy rains in 1969, exceeded the 100-year flood zone. The policies and actions in this Chapter intend to limit harm from geologic and flood events by requiring detailed risk analyses and mitigation prior to development of sites in hazard prone areas.

Fire and Emergency Response

The Ventura Fire Department responds to fire, medical, and disaster calls from six stations in the city. The Department's goal is to reach the scene within 4 minutes 90% of the time. The Department has a reciprocal agreement with the County Fire Protection District to ensure that Ventura residents receive the swiftest service possible. The Department also has a responsibility to provide disaster preparedness for the City. Particular fire department concerns in the City include:



- the need for reliable and sustainable source of fire service revenue,
- lengthy response times to areas farthest from existing stations (See Figure 7-2),
- firefighter and support staffing levels that are far below the .98 firefighter per 1,000 population averages of other municipal fire departments with comparable city size, age, and population,
- the threat of wildland fire entering urban area, and
- the lack of fire protection systems in older structures.

The policies and actions in this Chapter aim to optimize firefighting and emergency response capabilities through oversight of new development, improved facilities, and added staff.

Police Protection

Ventura Police response to crimes in progress or alarm soundings averages less than six minutes, and less than sixteen minutes for most other calls. While the local crime rate is slightly higher than State average, the Department hopes to better engage the community in policing efforts to lower crime levels. As part of a Strategic Planning Process, the Department has established the following goals:

- reduce crime and the fear of crime
- improve the quality of life in neighborhoods
- enhance community and police partnerships
- develop personnel
- continued accountability

One-time grant funding has helped add officers dedicated to community crime prevention, gang control, and youth mentoring programs. As these grants end the City must face the challenge of funding these services. Actions in this Chapter seek to improve the full range of police services to maximize community safety by increasing staffing, outreach efforts, and public access to police services.



Noise

Noise is generally defined as unwanted sound. Its effects can range from annoyance to nuisances to health problems. State law requires the City to identify and address noise sources and establish projected noise levels for roadways, railroads, industrial uses, and other significant generators. The Noise Contours map (Figure 7-3) is used to help guide land use in a way that minimizes exposure of residents to excessive noise.

Vehicle traffic is by far the greatest source of noise affecting Ventura residents. Other sources include the Seaside Park raceway, the Grant Park shooting range, and railroad, commercial, and industrial activity. Homes, schools, hotels, and hospitals are considered sensitive receptors where excessive noise can interfere with normal activities.

Noise intensity is customarily measured on the decibel scale, an index of loudness. Sounds as faint as 10 decibels (dB) are barely audible, while noise over 120 dB can be painful or damaging to hearing (Table 7-1 shows some typical noise levels). A sound 10 dB higher than another is perceived as about twice as loud. A 5 dB change is readily noticeable, but a 3 dB difference is barely perceptible.

As shown in Table 7-2, normally acceptable outdoor noise in residential areas may reach 65 decibels. The Ldn label in the table indicates that sound is averaged over time to account for the fact that sources like traffic or aircraft may cause fluctuations of more than 20 dB over a few

seconds. CNEL refers to the fact that 5 dB is added to noise after 7 p.m. and 10 dB added from 10 p.m. to 7 a.m., when quieter conditions make sound more noticeable.

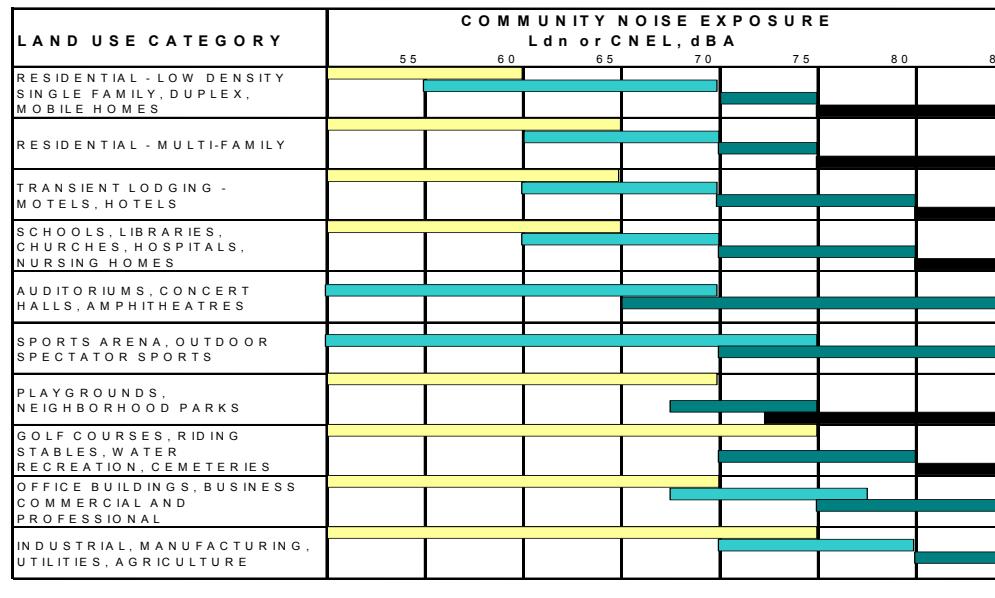
The State Building Code requires an acoustical study whenever outdoor noise would exceed 60 decibels at a proposed duplex, multifamily residence, hotel, motel or other attached dwelling. The study must show that the proposed project design would result in interior noise levels of 45 dB or less.

Although future increases in traffic are not expected to produce a significant change in perceived noise levels, other specific sound generators have been identified as problems in the community. The policies and actions in this chapter look to reduce the exposure of people in Ventura to these noise sources.

Table 7-1. Typical Noise Levels

Type of Noise or Environment	Decibels
Recording Studio	20
Soft Whisper; Quiet Bedroom	30
Busy Open-plan Office	55
Normal Conversation	60-65
Automobile at 20 mph 25 ft. away	65
Vacuum Cleaner 10 ft. away	70
Dump Truck at 50 mph 50 ft. away	90
Train Horn 100 ft. away	105
Claw Hammer; Jet Takeoff 200 ft. away	120
Shotgun at shooter's ear	140

Table 7-2
Acceptable Noise Levels



NORMALLY ACCEPTABLE
 Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.



CONDITIONALLY ACCEPTABLE
 New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.



NORMALLY UNACCEPTABLE
 New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.



CLEARLY UNACCEPTABLE
 New construction or development should generally not be undertaken.

Source: General Plan Guidelines, California Office of Planning and Research

Hazardous Materials

Hazardous materials include medical and industrial wastes, pesticides, herbicides, radioactive materials, and combustible fuels. Improper use, storage, transport, or disposal of these materials may result in harm to humans, surface or ground water degradation, air pollution, fire, or explosion. Most of the several hundred facilities in Ventura that use or store hazardous materials lie along Ventura Avenue or in the Arundell industrial district.

The Fire Department maintains a team specially trained and equipped to respond to hazardous materials emergencies. Additional equipment and personnel for large-scale hazardous materials incidents is available from the County Fire Protection District, the City of Oxnard, and the U.S. Naval Construction Battalion Center in Port Hueneme.

The Westside and North Avenue neighborhoods include about 30 brownfields: sites that may possess contaminated soils but also have potential for reuse. Cleanup of these sites will make them more attractive for redevelopment that can improve the neighborhoods and generate employment and tax revenue. The City has established a Brownfield Assessment Demonstration Pilot Program to fund site assessments and initiate remediation. The policies and actions in this chapter intend to minimize the risk of adverse health effects of hazardous materials by regulating their location and seeking funding for cleanup of brownfield sites to encourage their reuse.

Policy 7A: Encourage wellness through care and prevention.

Action 7.1: Work with interested parties to identify appropriate locations for assisted-living, hospice, and other care-provision facilities.

Action 7.2: Provide technical assistance to local organizations that deliver health and social services to seniors, homeless persons, low-income citizens, and other groups with special needs.

Action 7.3: Participate in school and agency programs to:

- provide healthy meals,
- combat tobacco, alcohol, and drug dependency,
- distribute city park and recreation materials through the schools, and
- distribute information about the benefits of proper nutrition and exercise.

Action 7.4: Enhance or create ordinances which increase control over ABC licensed premises.

Action 7.5: Investigate the creation of new land use fees to enhance funding of alcohol related enforcement, prevention and training efforts.

Policy 7B: Minimize risks from geologic and flood hazards.

Action 7.6: Adopt updated editions of the California Construction Codes and International Codes as published by the State of California and the International Code Council respectively. 

Action 7.7: Require project proponents to perform geotechnical evaluations and implement mitigation prior to development of any site: 

- with slopes greater than 10 percent or that otherwise have potential for landsliding,
- along bluffs, dunes, beaches, or other coastal features
- in an Alquist-Priolo earthquake fault zone or within 100 feet of an identified active or potentially active fault,
- in areas mapped as having moderate or high risk of liquefaction, subsidence, or expansive soils,
- in areas within 100-year flood zones, in conformance with all Federal Emergency Management Agency regulations.

Action 7.8: To the extent feasible, require new critical facilities (hospital, police, fire, and emergency service facilities, and utility "lifeline" facilities) to be located outside of fault and tsunami hazard zones, and require critical facilities within hazard zones to incorporate construction principles that resist damage and facilitate evacuation on short notice. 

Action 7.9: Maintain and implement the Standardized Emergency Management System (SEMS) Multihazard Functional Response Plan.

Action 7.10: Require proponents of any new developments within the 100-year floodplain to implement measures, as identified in the Flood Plain Ordinance, to protect structures from 100-year flood hazards (e.g., by raising the finished floor elevation outside the floodplain). 

Action 7.11: Prohibit grading for vehicle access and parking or operation of vehicles within any floodway. 

Policy 7C: Optimize firefighting and emergency response capabilities.

Action 7.12: Refer development plans to the Fire Department to assure adequacy of structural fire protection, access for firefighting, water supply, and vegetation clearance. 

Action 7.13: Resolve extended response time problems by: 

- adding a fire station at the Pierpont/Harbor area,
- relocating Fire Station #4 to the Community Park site,
- increasing firefighting and support staff resources,
- reviewing and conditioning annexations and development applications, and
- require the funding of new services from fees, assessments, or taxes as new subdivisions are developed.

Action 7.14: Educate and reinforce City staff understanding of the Standardized Emergency Management System for the State of California.

Policy 7D: Improve community safety through enhanced police service.

Action 7.15: Increase public access to police services by:

- increasing police staffing to coincide with increasing population, development, and calls for service,
- increasing community participation by creating a Volunteers in Policing Program, and,
- require the funding of new services from fees, assessments, or taxes as new subdivisions are developed.

Action 7.16: Provide education about specific safety concerns such as gang activity, senior-targeted fraud, and property crimes.

Action 7.17: Establish a nexus between police department resources and increased demands associated with new development.

Action 7.18: Continue to operate the Downtown police storefront. 

Action 7.19: Expand Police Department headquarters as necessary to accommodate staff growth.

Policy 7D: Minimize exposure to air pollution and hazardous substances.

Action 7.20: Require air pollution point sources to be located at safe distances from sensitive sites such as homes and schools. 

Action 7.21: Require analysis of individual development projects in accordance with the most current version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines and, when significant impacts are

identified, require implementation of air pollutant mitigation measures determined to be feasible at the time of project approval. 

Action 7.22: In accordance with Ordinance 93-37, require payment of fees to fund regional transportation demand management (TDM) programs for all projects generating emissions in excess of Ventura County Air Pollution Control District adopted levels. 

Action 7.23: Require individual contractors to implement the construction mitigation measures included in the most recent version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines. 

Action 7.24: Only approve projects involving sensitive land uses (such as residences, schools, daycare centers, playgrounds, medical facilities) within or adjacent to industrially designated areas if an analysis provided by the proponent demonstrates that the health risk will not be significant.

Action 7.25: Adopt new development code provisions that ensure uses in mixed-use projects do not pose significant health effects.

Action 7.26: Seek funding for cleanup of sites within the Brownfield Assessment Demonstration Pilot Program and other contaminated areas in West Ventura.

Action 7.27: Require proponents of projects on or immediately adjacent to lands in industrial,

commercial, or agricultural use to perform soil and groundwater contamination assessments in accordance with American Society for Testing and Materials standards, and if contamination exceeds regulatory action levels, require the proponent to undertake remediation procedures prior to grading and development under the supervision of the County Environmental Health Division, County Department of Toxic Substances Control, or Regional Water Quality Control Board (depending upon the nature of any identified contamination). 

Action 7.28: Educate residents and businesses about how to reduce or eliminate the use of hazardous materials, including by using safer non-toxic equivalents.

Action 7.29: Require non-agricultural development to provide all necessary buffers, as determined by the Agriculture Commissioner's Office, from agricultural operations to minimize the potential for pesticide drift. 

Action 7.30: Require all users, producers, and transporters of hazardous materials and wastes to clearly identify the materials that they store, use, or transport, and to notify the appropriate City, County, State and Federal agencies in the event of a violation. 

Action 7.31: Work toward voluntary reduction or elimination of aerial and synthetic chemical application in cooperation with local agricultural interests and the Ventura County agricultural commissioner. 

Policy 7E: Minimize the harmful effects of noise.

Action 7.32: Require acoustical analyses for new residential developments within the mapped 60 decibel (dBA) CNEL contour, or within any area designated for commercial or industrial use, and require mitigation necessary to ensure that: 

- Exterior noise in exterior spaces of new residences and other noise sensitive uses that are used for recreation (such as patios and gardens) does not exceed 65 dBA CNEL, and
- Interior noise in habitable rooms of new residences does not exceed 45 dBA CNEL with all windows closed.

Action 7.33: As funding becomes available, construct sound walls along U.S. 101, SR 126, and SR 33 in areas where existing residences are exposed to exterior noise exceeding 65 dBA CNEL. 

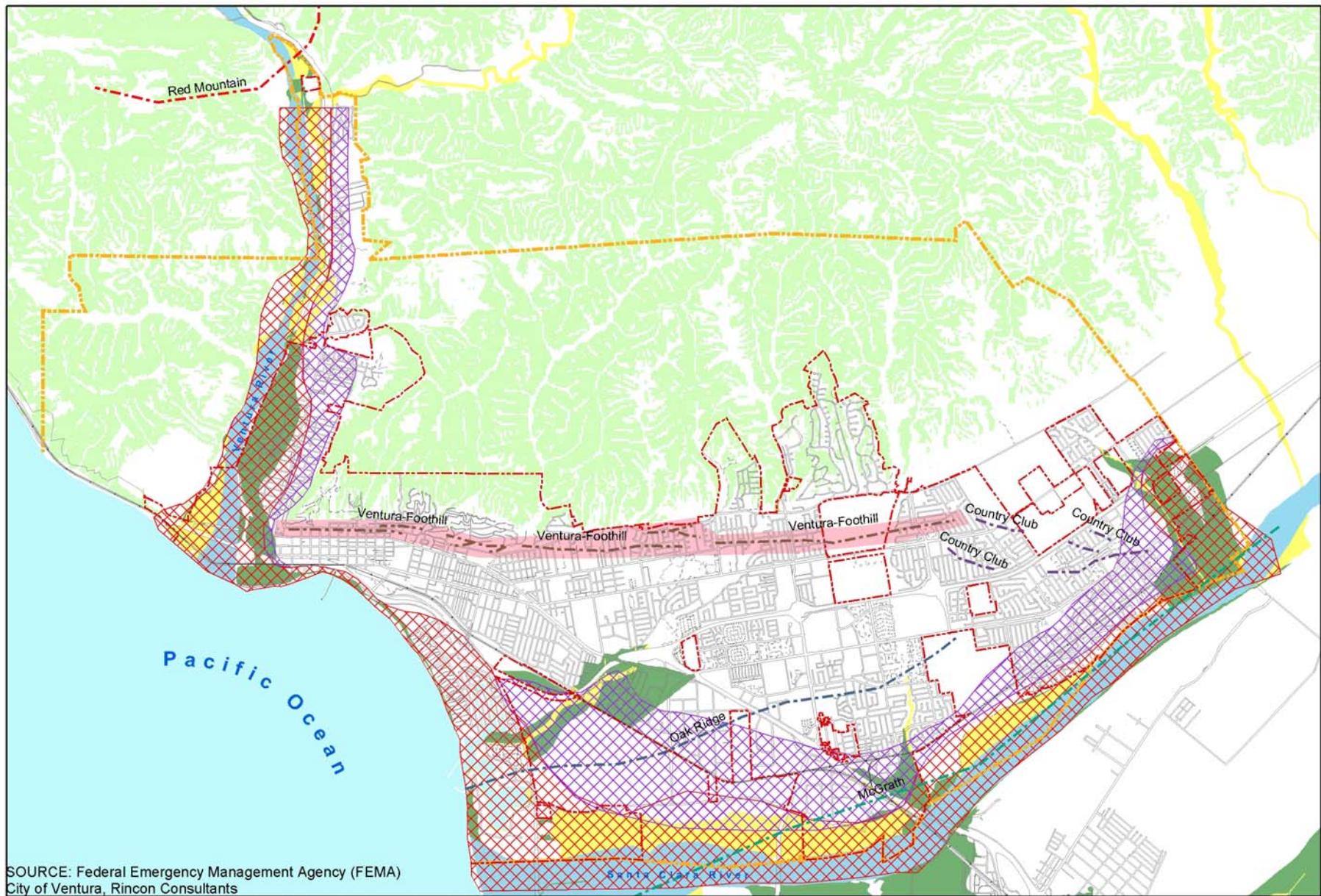
Action 7.34: Request that sound levels associated with concerts at the County Fairgrounds be limited to 70 dBA at the eastern edge of that property. 

Action 7.35: Request the termination of auto racing at the County fairgrounds. 

Action 7.36: Amend the noise ordinance to restrict leaf blowing, amplified music, trash collection, and other activities that generate complaints. 

Action 7.37: Use rubberized asphalt or other sound reducing material for paving and re-paving of City streets. 

Action 7.38: Update the Noise Ordinance to provide standards for residential projects and residential components of mixed-use projects within commercial and industrial districts. 



FEMA Flood Hazard Zones
■ A (100-yr floodzone)
■ B (500-yr floodzone)
■ Floodway

Liquefaction Zones
■ High Water Table
■ Low Water Table

Major Fault Systems
— Country Club — Red Mountain
— McGrath — Ventura-Foothill
— Oak Ridge

Other
— City Limits
— Planning Boundary
■ >30% Slope

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

Figure 7-1
Natural Hazards

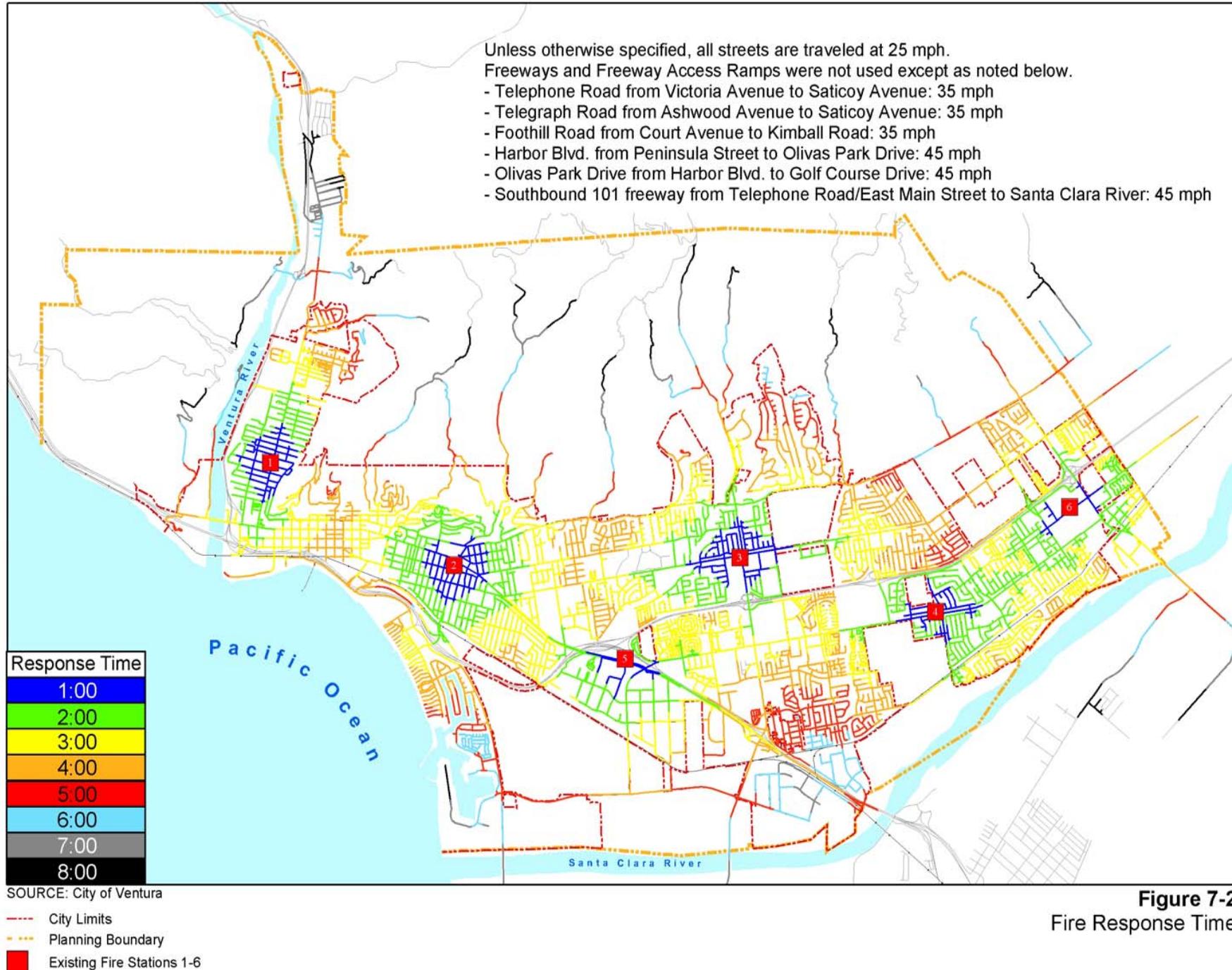




Figure 7-3
Noise Contours

Noise Contours

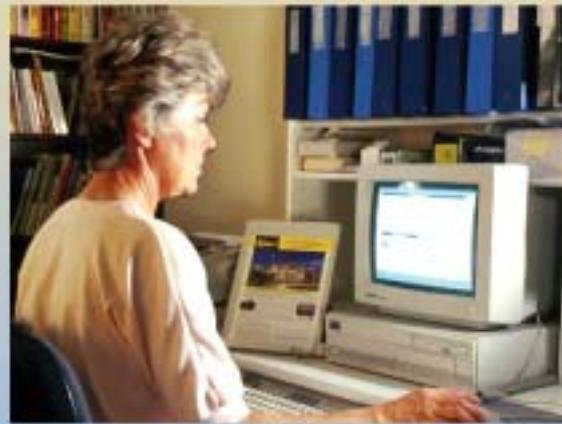
60dBA	70dBA
65dBA	75dBA
<hr/> Countoured Streets (Over 5000 ADT)	

Recreation Centers	Library	— City Limits
Hospitals	Government Centers	— Planning Boundary
Schools		

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

O U R H E A L T H Y A N D S A F E C O M M U N I T Y

OUR EDUCATED COMMUNITY ventura's general plan



"A vigorous culture capable of making corrective, stabilizing changes depends heavily on its educated people, and especially upon their critical capacities and depth of understanding."

— Jane Jacobs
Dark Age Ahead

8. OUR EDUCATED COMMUNITY

Our goal is to encourage academic excellence and life-long learning resources to promote a highly-educated citizenry.

Lifelong Learning

Education is more important than ever before as the foundation for the vitality of informed community participation in Ventura. The *Ventura Vision* calls for the city to be “a community dedicated to educational excellence and an emphasis on lifelong learning.” A truly educated community is key to achieving most of the goals in this General Plan because:

- In the 21st Century information economy a highly educated and skilled workforce is vital to community prosperity,
- Education and the institutions that provide it are critical to achieving environmental and cultural leadership, and
- An educated and informed citizenry is essential to sound planning and decision-making.

While Ventura has a comparatively well-educated population (see Table 8-1), the high costs of doing business and finding housing in the city will force even greater emphasis on businesses and jobs that require ever-higher levels of skill. The need and desire for lifelong learning will require relentlessly expanding educational resources and access to them in the years ahead. Plus, the assets that strong educational institutions provide

are necessary to bring a rich cultural life to the community as well.

Ventura can build on an impressive base of well-regarded public schools, array of private alternatives, major community college, satellite university campuses, expanding media-training institute, law school, and three branch libraries, among other educational resources. The key to becoming renowned as a local “learning community” lies in creating stronger linkages between these existing resources and integrating them into the physical and social landscape of our community.

Leveraging our Assets

Excellence in public education is the top priority for the Ventura Unified School District (whose boundaries extend beyond the city). In Ventura, the District manages 16 elementary schools, four middle schools, three high schools, and one continuation high school, plus independent study and adult education programs.

In addition to District schools, the city also is home to more than a dozen private schools (see Table 8-2), serving 13 percent of elementary and high school students living in Ventura, according to the 2000 Census. Figure 6-1 shows school locations in the city.

**Table 8-1
Education Level**

Schooling Completed	Percent of Population
High School	21.7
Some College	28.2
Associate Degree only	9.6
Bachelors Degree only	15.4
Graduate Degree	9.3
<i>High School Diploma & Above</i>	<i>84.1</i>
<i>Associate Degree & Above</i>	<i>34.2</i>

Source: 2001 Ventura County Economic Outlook

**Table 8-2
Private Schools**

School	Grades
First Baptist Day	K-5
St. Augustine Academy	4-12
Sacred Heart	K-8
Ventura Missionary Christian Day	K-8
College Heights Christian	K-8
St. Bonaventure High School	9-12
Holy Cross	K-8
Our Lady of The Assumption	K-8
St. Paul's Parish Day	K-8
Grace Lutheran Christian Day	K-6
Jameson	K-12
Ventura County Christian	K-12
Hill Road Montessori Preschool	K-3
Wells Road Baptist Academy	K-12

Most public schools operate at or near capacity (see Table 8-3), and continuing growth in Ventura requires the District to search for sites for new schools (see Table 8-4). Developers of new projects are required to dedicate land or pay fees for school purposes, and any major annexation of land outside the city is likely to have to provide a school site to serve new resident children. Still, the scarcity and cost of suitable sites means that greater thought will need to be given to shared facility use and other non-traditional approaches to expanding capacity.

Table 8-3. Ventura Unified School District Enrollment

Schools – No.	Students	Capacity
Elementary – 17	8,093	95%
Middle – 4	4,304	93%
High - 3	4,820	85%
TOTAL	17,217	92%

Source: Ventura Unified School District, 2003

Table 8-4. Public School Demand

School Type	Students/School	School Needs	Acres Needed ¹
Elementary	600	4	40
Middle	1,000	1	20
High	2,000	1	40
TOTAL		6	100

1. Assumes 10 acres for elementary schools, 20 acres for middle schools, and 40 acres for high schools.

Source: Ventura Unified School District, 2003

Ventura is increasingly becoming recognized as a center for higher education. Ventura College is a highly respected two-year school with more than 12,000 students, providing everything from a

distinguished transfer opportunity for the University of California to certificates and associates degrees in important fields such as manufacturing and nursing. Students also can obtain four-year degrees in certain fields at the UCSB Ventura Center. Brooks Institute of Photography provides education in photojournalism, filmmaking, and related fields, providing the city with a significant cultural asset. Residents can earn graduate degrees in law, public policy, and education at the Ventura campuses of California Lutheran University, Azusa Pacific University, the Ventura College of Law, and the Southern California Institute of Law. The opening of the nearby California State University Channel Islands has drawn many students and faculty to live in Ventura, especially those in creative fields.

Combined, these institutions of higher learning provide Ventura with tremendous educational assets. Through the policies and actions in this chapter, the City is committed to nurturing these institutions, creating synergy among them, and instilling both cultural and economic opportunities.

Libraries of the Future

The County public library system in Ventura currently operates three branch libraries that serve about 200,000 visits annually (see Table 8-5). But in a digital age where more and more content is available online, the traditional book borrowing function is becoming outmoded. Library administrators and staff, the City's Library Advisory Commission, and patrons have all pointed to needs for adding library space, extending operating hours, and updating and expanding learning resources.

At a more fundamental level, the ideas of what constitutes a library and how it fits the patterns of a learning community need to be reexamined. Integration with school libraries, including the Ventura College Learning Center, is a top priority for this reevaluation, as embodied in the policies and actions in this chapter.

City and Community Programs

Traditional classroom settings alone cannot provide the complete set of educational skills and experience needed by people of all ages. The City provides a variety of learning opportunities, including youth and adult art programs, environmental education, adaptive recreation programs, youth after-school activities, and summer camps. Community organizations also provide a range of classes and experiences, including tours, museums, lectures, and hands-on activities. Expanding venues for such activities and promoting participation in them are key challenges.

Policies and actions in this chapter seek to expand lifelong learning opportunities for everyone in the community.

Table 8-5. Local Libraries

Library	Card-Holders	2003-2004 Patronage	Hours Open Weekly	Facility Size (sq. ft.)
E. P. Foster	48,195	366,134	54	31,000
H. P. Wright			39	12,000
Avenue			25	3,000

Source: Ventura County Library Administration, 2005

Policy 8A: Reach out to institutions and educators to advance lifelong learning.

Action 8.1: Work closely with schools, colleges, and libraries to provide input into site and facility planning.

Action 8.2: Organize a regional education summit to generate interest in and ideas about learning opportunities.

Action 8.3: Adopt joint-use agreements with libraries, schools, and other institutions to maximize use of educational facilities.

Action 8.4: Distribute information about local educational programs.

Policy 8B: Increase the availability and diversity of learning resources.

Action 8.5: Install infrastructure for wireless technology and computer networking in City facilities.

Action 8.6: Establish educational centers at City parks. 

Action 8.7: Work with the State Parks Department to establish a marine learning center at the Harbor. 

Action 8.8: Work with the Ventura Unified School District to ensure that school facilities can be provided to serve new development.

Policy 8C: Reshape public libraries as 21st Century learning centers.

Action 8.9: Complete a new analysis of community needs, rethinking the role of public libraries in light of the ongoing advances in information technology and the changing ways that individuals and families seek out information and life-long learning opportunities.

Action 8.10: Reassess the formal and informal relationships between our current three branch public libraries and school libraries – including the new Ventura College Learning Resource Center – as well as joint use of facilities for a broader range or compatible public, cultural, and educational uses.

Action 8.11: Develop a Master Plan for Facilities, Programs, and Partnerships to create an accessible, robust, and vibrant library for the 21st Century system, taking into consideration that circulation of books is no longer the dominant function but will continue to be an important part of a linked network of learning centers.

Action 8.12: Develop formal partnerships, funding, capital strategies, and joint use agreements to implement the new libraries Master Plan.

OUR CREATIVE COMMUNITY ventura's general plan



"Whatever you can do, or dream you can,
begin it. Boldness has genius, power and
magic in it."

— Johann Wolfgang von Goethe

9. OUR CREATIVE COMMUNITY

Our goal is to become a vibrant cultural center by weaving the arts and local heritage into everyday life.

A Rich Foundation

Local history, artistic expression, and cultural diversity play vital roles in making Ventura a vibrant and interesting place. The heritage of Chumash civilization, which developed over the course of about 9,000 years, and influences of Mexican settlement establish a rich tableau for the modern development of the city. Art in museums, galleries, and public places, as well as space and energy devoted to the creation of artwork and crafts connect the community in complex and fundamental ways. Cultural expression in the form of festivals and informal gatherings provide additional and essential bonds that strengthen the community.

Historic Context

Abundant food and water, temperate climate, and ample material for tool manufacturing attracted early local inhabitants. Chumash peoples were living in a string of coastal villages when Spanish explorers arrived in 1542. Shisholop village (at the south end of present-day Figueroa Street) was a thriving Chumash provincial capital at the time of the Spanish arrival. Other Chumash villages and burial sites have been found in what are now the North Avenue and Saticoy neighborhoods, as well as north of the Ventura River. Mexican settlers began to arrive in earnest

Table 9-1
Key Historical and Cultural Sites

Site	Description
Albinger Museum	Artifacts spanning 3,500 years excavated from a site next to the Mission are on display in this former adobe at 113 East Main Street.
Downtown	Downtown Ventura is home to a variety of 19 th Century buildings that house restaurants and retail establishments in a small-town setting with a variety of cultural amenities.
Olivas Adobe Park	Completed in 1849 for the Raymundo ranching family, the well-preserved hacienda at 4200 Olivas Park Road is utilized as concert and banquet facility.
Ortega Adobe	Built in 1857, the adobe is the only remaining example of the middle class homes that once lined West Main Street. The building has since been used as a police station and restaurant.
San Buenaventura Mission	Built in 1782, the Mission anchors the western part of the downtown area and is still used for regular Catholic services.
Santa Gertrudis Chapel	The Chapel was originally completed around 1809. The site is located along Highway 33 near Foster Park.
San Miguel Chapel	The site is located at Thompson Boulevard and Palm Street. The original chapel dated back to the early 1800s.
Ventura County Museum of History and Art	The museum at 100 East Main Street houses exhibits featuring local artists and historical artifacts. Expansion plans include a 200-seat auditorium and a gallery with touring exhibits.

Source: City of Ventura

after the founding of Mission San Buenaventura in 1782.

More than 90 historic sites have been identified in the planning area (which includes areas outside the city). Notable ones include the Mission, the Ortega and Olivas Adobes, and the locations of the Santa Gertrudis and San Miguel Chapels (See Table 9-1 and Figure 9-1). Many of the existing buildings in Ventura were constructed between 1880 and 1940, a period that coincided with development of the railroads and harbor. City



Hall (formerly the County Courthouse) and the Mission aqueduct are listed as landmarks on the National Register of Historic Places, and structures in the following historic districts are protected by City architectural controls:

- the grounds within the Mission District,
- the Mitchell block (south of Thompson Boulevard between Chestnut and Fir Streets),
- the Selwyn Shaw block (north of Poli Street between Ann and Hemlock Streets), and
- the Simpson Tract (west of Ventura Avenue between Simpson and Prospect Streets).



Arts and Culture

When the City first adopted a Community Cultural Plan in 1992, Ventura's creative community was in its fledgling stage. Few of the now-thriving professional art and cultural organizations existed (see Table 9-2). A burgeoning visual artist community had made the city its home, but was fairly invisible except to the more intrepid arts supporters and collectors.

Since completion of that plan, the City has either implemented or initiated all of its recommendations, which were developed through extensive public involvement. As a result, the growth of the cultural community has been extraordinary. Now Ventura is home to a wealth of active artists and arts organizations. From 1994-2004, the budgets of arts organizations in Downtown Ventura alone increased from \$500,000 to more than \$4 million.

Ventura also now has a complement of major cultural institutions unique for a city of its size, including the Ventura Music Festival, the Rubicon Theatre Company, the Ventura County Museum of History and Art, and Focus on the Masters. The individual artists who live and work in the city continue to comprise a major part of its cultural fabric, and are highlighted in popular cultural events like the Downtown ArtWalks.

A strong focus of the City's general is to build the arts infrastructure of Ventura. A strong cultural infrastructure is the foundation of a healthy arts

ecosystem: this includes *places* (for arts creation, sales, exhibition, performance, rehearsal, living), *people* (artists, audiences, patrons), and *organizations* (production, support, and presentation).

In keeping with the community's respect for its roots, the Ventura arts scene remains authentic, no small feat in today's competitive environment. While many communities focus on importing Broadway shows or big-name art exhibits to increase their profile, Ventura successfully continues to highlight local artists, architecture, culture, history, and the environment – the unique threads that together comprise the rich tapestry of the Ventura community. Policies and actions in this chapter call for continuing to build the cultural foundations of the community by involving everyone in the production, support, and presentation of art and cultural programs, installing art in public places, providing working and display space for local artists, and identifying a site for an arts and cultural center.



Table 9-2
Art and Cultural Institutions

Name	Description	Years in Operation	Annual Patronage
Buenaventura Arts Association	Fine art gallery in downtown Ventura.	50	5,000
Channelaire Chorus	Women's chorus	42	2,500
City of Ventura Cultural Affairs Division	Supports local arts organizations; produces cultural programs (ArtWalks, Street Fairs, Music Under the Stars, Arts Education classes, grants, public art, etc.)	13	132,000
Focus on the Masters	Documentation of extraordinary artists (photographs, audio and video interviews)	10	15,000
Kids' Art	Ongoing, free kids' creative arts programs	12	350
Music 4 Kids	After school music instruction at Boys & Girls Clubs	4	800
Plexus Dance Theater	Professional modern dance performances	20	1,400
Rubicon Theater	Regional theater – classic and contemporary	6	37,000
San Buenaventura Foundation for the Arts	Arts umbrella organization - supports development of the Cultural Center and produces Arts Explosion	5	5,900
Ventura Area Theater Sports	Live improvisational theater in downtown Ventura	15	5,000
Ventura Artists' Union	Art gallery and weekly arts shows on California Plaza	15	17,000
Ventura College Opera Workshop	Opera and theater company at Ventura College	21	4,500
Ventura County Ballet	Ballet school with twice annual performances	6	11,000
Ventura County Master Chorale	Professional vocal music ensemble	23	6,000
Ventura County Museum of History and Art	Museum featuring exhibits on the history and art of Ventura County	26	55,000
Ventura Music Festival	Annual concert festival presenting international and local performers	11	9,000

Policy 9A: Increase public art and cultural expression throughout the community.

Action 9.1: Require works of art in public spaces per the City's Public Art Program Ordinance.

Action 9.2: Sponsor and organize local art exhibits, performances, festivals, cultural events, and forums for local arts organizations and artists. 

Action 9.3: Expand outreach and publicity by: 

- promoting locally produced art and local cultural programs
- publishing a monthly calendar of local art and cultural features,
- distributing the *State of the Arts* quarterly report, and
- offering free or subsidized tickets to events.

Action 9.4: Support the creative sector through training and other professional development opportunities.

Action 9.5: Work with the schools to integrate arts education into the core curriculum.

Action 9.6: Promote the cultural and artistic expressions of Ventura's underrepresented cultural groups.

Action 9.7: Offer ticket subsidy and distribution programs and facilitate transportation to cultural offerings.

Policy 9B: Meet diverse needs for performance, exhibition, and workspace.

Action 9.8: Increase the amount of live-work development, and allow its use for production, display, and sale of art.

Action 9.9: Work with community groups to locate sites for venues for theater, dance, music, and children's programming.

Policy 9C: Integrate local history and heritage into urban form and daily life.

Action 9.10: Provide incentives for preserving structures and sites that are representative of the various periods of the city's social and physical development. 

Action 9.11: Organize and promote multi-cultural programs and events that celebrate local history and diversity.

Action 9.12: Allow adaptive reuse of historic buildings. 

Action 9.13: Work with community groups to identify locations for facilities that celebrate local cultural heritage, such as a living history Chumash village and an agricultural history museum. 

Policy 9D: Ensure proper treatment of archeological and historic resources.

Action 9.14: Require archaeological assessments for projects proposed in the Coastal Zone and other areas where cultural resources are likely to be located. 

Action 9.15: Suspend development activity when archaeological resources are discovered, and require the developer to retain a qualified archaeologist to oversee handling of the resources in coordination with the Ventura County Archaeological Society and local Native American organizations as appropriate. 

Action 9.16: Pursue funding to preserve historic resources. 

Action 9.17: Provide incentives to owners of eligible structures to seek historic landmark status and invest in restoration efforts. 

Action 9.18: Require that modifications to historically-designated buildings maintain their character. 

Action 9.19: For any project in a historic district or that would affect any potential historic resource or structure more than 40 years old, require an assessment of eligibility for State and federal register and landmark status and appropriate mitigation to protect the resource. 

Action 9.20: Seek input from the City's Historic Preservation Commission on any proposed

development that may affect any designated or potential landmark. 

Action 9.21: Update the inventory of historic properties. 

Action 9.22: Create a set of guidelines and/or policies directing staff, private property owners, developers, and the public regarding treatment of historic resources that will be readily available at the counter. 

Action 9.23: Complete and maintain historic resource surveys containing all the present and future components of the historic fabric within the built, natural, and cultural environments. 

Action 9.24: Create a historic preservation element. 

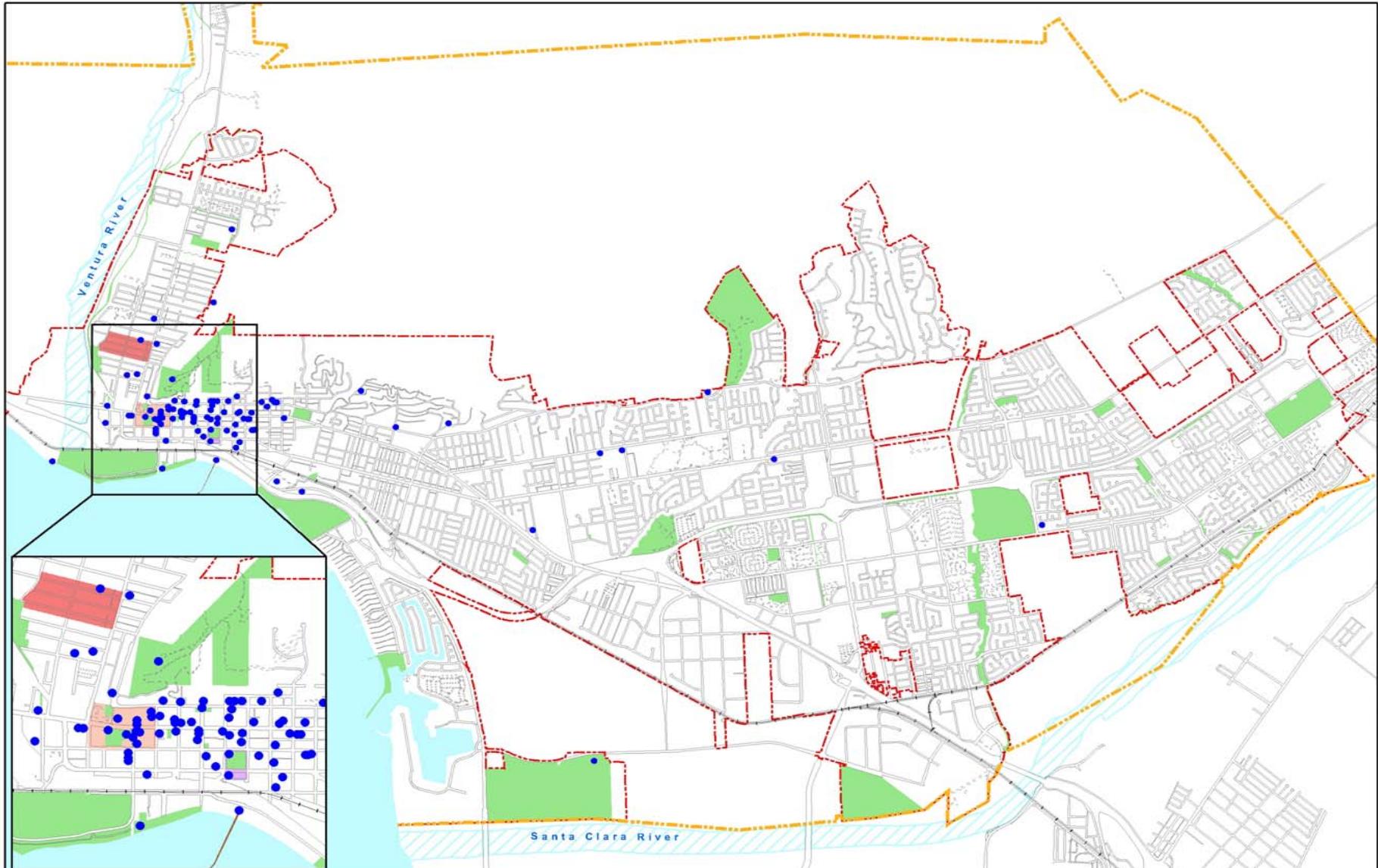


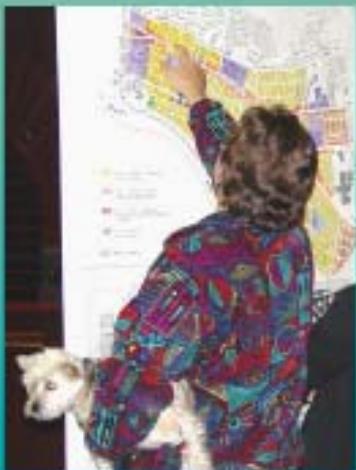
Figure 9-1
Historic Districts and Sites

- Historical Sites
- City Limits
- Mission Historic District
- Mitchell Block Historic District
- Selwyn Shaw Historic District
- Simpson Tract Historic District
- Parks
- Planning Area

This map is a product of the City of San Buenaventura, California. Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

ventura's general plan

OUR INVOLVED COMMUNITY



"Never believe that a few caring people can't change the world. For indeed, that's all who ever have."

— Margaret Mead
Renowned Anthropologist

CITY OF
VENTURA

10. OUR INVOLVED COMMUNITY

Our goal is to strive to work together as a community to achieve the Ventura Vision through civic engagement, partnerships, and volunteer service.

Civic Engagement

It is not enough to have a vision of smart growth for Ventura. Achieving that vision requires the active and ongoing participation of an engaged and active community. Fortunately, Ventura builds on a strong foundation: thousands of Ventura citizens are involved in their schools and places of worship and give their time to civic, cultural, and charitable organizations. City Commissions, the Community Councils, the Chamber of Commerce and other well-established avenues provide opportunities for community leadership.

This is what Alexis De Tocqueville celebrated in his famous book, *Democracy in America*, calling our nation, “the one country in the world, day in and day out, that makes use of an unlimited freedom of association.” Yet today in Ventura, as all across America, there is concern about the health of our democracy. Sociologist Robert Putnam gained national attention with his research showing that “by almost every measure, Americans’ direct engagement in politics and government has fallen steadily and sharply over the last generation.”

Among the symptoms in Ventura have been a decline in voter turnout in recent local elections – (a 36% drop from 1995 through 2003.) Over those years, the ability to build consensus about future development has been undermined by sharply polarized divisions, showdowns at the ballot box, and often rancorous public hearings. The complaint often recurs that planning decisions are made without adequate notice or consideration of the views of those affected. Many citizens criticize the City decision-making process as convoluted and counterproductive.

Moreover, ongoing participation of an engaged community requires civic places where citizens can come together. It is not insignificant that a decline in public participation and the quality of civic discourse has paralleled the loss of civic places in our cities. Historically, governments provided open spaces and buildings that were at the center of a community, physically and symbolically. Town squares and plazas, often faced by a hall for formal gathering and civic engagement, have all but disappeared. The poverty of American public places was apparent after the Columbine High School shooting in Colorado, when citizens gathered to mourn, not in a shared place for people, but in a parking lot.

Nearly everyone agrees we can and should do better. The best model for doing this was the citywide effort to craft the *Ventura Vision*. Thousands participated in a year-long partnership encompassing City government, non-profit organizations, community groups, business,

schools and individual residents to chart the community's future.

The vision of an "involved community" was described in the *Ventura Vision* report as: seeking "broad community collaboration; more widely publicizing city government services, planning processes and policies; better involvement of typically under-represented groups such as youth, seniors and ethnic minorities in community planning; and developing public parks, plazas, neighborhood greenways and other spaces that promote civic interaction and events."

Since that vision was adopted by the City Council in 2000, the City has worked to implement it, building on existing community assets and strengthening the linkages and interconnections that already exist among people, organizations, and shared community goals. A remarkable example of broad community collaboration earned attention throughout Southern California in late 2004. Facing the prospect of winter flooding, the City undertook to evacuate homeless people living in the channel of the Ventura River. This was accomplished by a partnership involving non-profit social service agencies, faith-based organizations, City staff, business leaders, community volunteers and the affected homeless population.

There are many more models of successful community collaboration in Ventura, including: the restoration of the pier, the community's rich array of after-school programs, the implementation of the 1992 Cultural Plan, the 2004 Downtown

Charrette, the 2005 Midtown Design Charrette and the establishment of conservancies to preserve the Grant Park cross and Ventura's cherished hillsides.

City government has learned from these efforts to reach broadly and deeply into the community. Civic engagement and trust are built when City representatives actively seek to involve everyone in positive and transparent partnerships. That goal requires a continually evolving effort to promote participation:

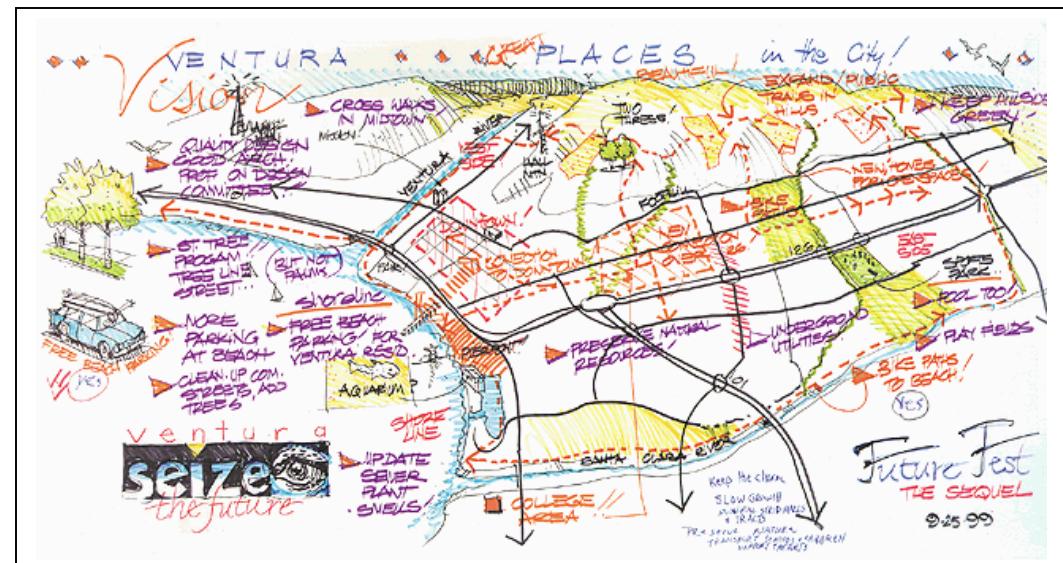
- through proactive and interactive media outreach in the press, on the web, on radio and television,
- by striving to include everyone in decision making and making it convenient for them to participate by seeking them out in their neighborhoods and gathering places like schools, houses of worship and public spaces, and
- through community dialogues, workshops, charrettes, town hall forums, and community councils, in addition to formal public hearings.

More effort needs to be put into building consensus about future growth and change upfront through community planning, rather than waiting until specific development projects are proposed. That effort will continue with the work to craft a citywide "form-based code" and concentrated planning efforts for specific neighborhoods and districts.

Focused attention should be paid to making our public decision-making processes easier to understand and participate in. Citizens have little time or patience for complicated planning and entitlement processes that drag on for years. By establishing clearer rules and public processes for applying them, the policies and actions in this chapter will enable more citizens to feel that they will be heard and their contributions valued. By involving a wider range of the community in clearly setting Ventura's planning goals and standards of quality, we can devote more time to achieving those goals and less time wrangling over specific proposals.

Ventura also needs to reestablish places for civic discourse. While the City will continue to encourage the use of our beautiful City Hall for its historic role of government by and for the people, we also need a hierarchy of civic spaces citywide that are strategically located in neighborhood centers and accessible by pedestrians (see Chapter Three, Action 3.8). Every neighborhood should have access to a physical location designated for public gathering and civic purposes.

Our long-range vision is to build an ethic and a fabric of robust civic engagement – what De Tocqueville called “the habits of the heart.” His phrase evokes what the Ventura Vision called “direct engagement in public affairs” through “participation, hard work and collaboration . . . sustaining Ventura as an exceptional place.” The policies and actions in this chapter aim to do just that.



Policy 10A: Work collaboratively to increase citizen participation in public affairs. including the website, cable channels, newsletters, kiosks, and water billing statements.

Action 10.1: Conduct focused outreach efforts to encourage all members of the community – including youth, seniors, special needs groups, and non-English speakers – to participate in City activities.

Action 10.2: Obtain public participation by seeking out citizens in their neighborhoods and gathering places such as schools, houses of worship and public spaces.

Action 10.3: Invite civic, neighborhood, and non-profit groups to assist with City project and program planning and implementation.

Action 10.4: Provide incentives for City staff to participate in community and volunteer activities.

Action 10.5: Invite seniors to mentor youth and serve as guides at historical sites.

Action 10.6: Offer internships in City governance, and include youth representatives on public bodies.

Action 10.7: Continue to offer the Ambassadors program to obtain citizens assistance with City projects.

Policy 10B: Raise awareness of City operations and be clear about City objectives.

Action 10.8: Utilize the City website as a key source of information and expand it to serve as a tool for civic engagement.

Action 10.9: Publish an annual report that evaluates City performance in such areas as conservation, housing, and economic development.

Action 10.10: Continue to improve the user-friendliness of the media that communicate information about the City,

Policy 10 C: Work at the neighborhood level to promote citizen engagement.

Action 10.11: Establish a clear policy toward the scope, role, boundaries, and jurisdiction of neighborhood Community Councils citywide, with the objectives of strengthening their roles in decision-making.

Action 10.12: Establish stronger partnerships with neighborhood Community Councils to set area priorities for capital investment, community policing, City services, commercial investment, physical planning, education, and other concerns, to guide both City policies and day-to-day cooperation and problem-solving.



Action 10.13: Recognizing that neighborhood empowerment must be balanced and sustained by overall City policies and citywide vision and resources – establish a citywide Neighborhood Community Congress where local neighborhood Community Councils can collaborate and learn from each other.



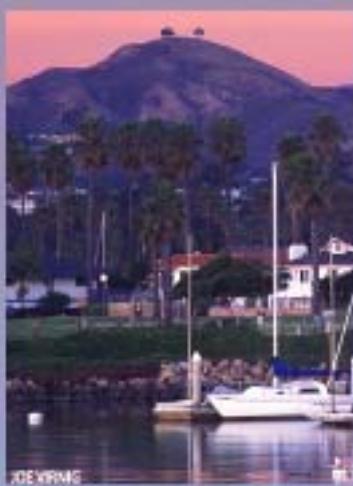
Action 10.14: Establish clear liaison relationships to foster communication, training, and involvement efforts between the City, neighborhood Community Councils and other community partners, including the Ventura Unified School District and business, civic, cultural and religious groups.

ventura's general plan

A P P E N D I C E S



DONNA GRANATA



JOE VIRMIG

"Individual commitment to a group effort, that is what makes a team work, a company work, a society work, a civilization work."

— Vince Lombardi

Author of *What it Takes To Be*, #1, 2001

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= Action included in the Land Use Plan of the City's Local Coastal Program

Number	Action	Lead Entity	Timeframe
1.1	Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone.	CD [CP]	Ongoing
1.2	Prohibit non-coastal-dependent energy facilities within the Coastal Zone, and require any coastal-dependent facilities including pipelines and public utility structures to avoid coastal resources (including recreation, habitat, and archaeological areas) to the extent feasible, or to minimize any impacts if development in such areas is unavoidable.	CD [CP]	Ongoing
1.3	Work with the State Department of Parks and Recreation, Ventura County Watershed Protection Agency, and the Ventura Port District to determine and carry out appropriate methods for protecting and restoring coastal resources, including by supplying sand at beaches under the Beach Erosion Authority for Control Operations and Nourishment (BEACON) South Central Coast Beach Enhancement program.	PW [E]	Ongoing
1.4	Require new coastal development to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches.	CD [CP]	Ongoing
1.5	Collect suitable material from dredging and development, and add it to beaches as needed and feasible.	PW [E]	Ongoing
1.6	Support continued efforts to decommission Matilija Dam to improve the sand supply to local beaches.	PW [U]	Long-term
1.7	Update the Hillside Management Program to address and be consistent with the Planning Designations as defined and depicted on the General Plan Diagram.	CD [LRP]	Short-term

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Number	Action	Lead Entity	Timeframe
1.8	 Buffer barrancas and creeks that retain natural soil slopes from development according to state and Federal guidelines.	CD [LD]	Ongoing
1.9	 Prohibit placement of material in watercourses other than native plants and required flood control structures, and remove debris periodically.	PW [MS/P]	Ongoing
1.10	 Remove concrete channel structures as funding allows, and where doing so will fit the context of the surrounding area and not create unacceptable flood or erosion potential.	PW [MS/P]	Long-term
1.11	 Require that sensitive wetland and coastal areas be preserved as undeveloped open space wherever feasible and that future developments result in no net loss of wetlands or "natural" areas.	CD [LRP]	Short-term
1.12	Update the provisions of the Hillside Management Program as necessary to ensure protection of open space lands.	CD [LRP]	Mid-term
1.13	Recommend that the City's Sphere of Influence be coterminous with existing City limits in the hillsides in order to preserve the hillsides as open space.	CD [LRP]	Short-term
1.14	Work with established land conservation organizations toward establishing a Ventura hillsides preserve.	PW [P]	Long-term
1.15	Actively seek local, state, and Federal funding sources to achieve preservation of the hillsides.	PW [P]	Mid-term
1.16	 Comply with directives from regulatory authorities to update and enforce stormwater quality and watershed protection measures that limit impacts to aquatic ecosystems and that preserve and restore the beneficial uses of natural watercourses and wetlands in the city.	PW	Ongoing

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Number	Action	Lead Entity	Timeframe
1.17	Require development to mitigate its impacts on wildlife through the development review process.	CD [CP]	Ongoing
1.18	Require new development adjacent to rivers, creeks, and barrancas to use native or non-invasive plant species, preferably drought tolerant, for landscaping.	CD [CP] PW [P]	Ongoing
1.19	Require projects near watercourses, shoreline areas, and other sensitive habitat areas to include surveys for State and/or federally listed sensitive species and to provide appropriate buffers and other mitigation necessary to protect habitat for listed species.	CD [LRP]	Long-term
1.20	Conduct coastal dredging in accordance with the U.S. Army Corps of Engineers and California Department of Fish and Game requirements in order to avoid impacts to sensitive fish and bird species.	PW [E]	Ongoing
1.21	Work with State Parks on restoring the Alessandro Lagoon and pursue funding cooperatively.	PW [P]	Long-term
1.22	Adopt development code provisions to protect mature trees as defined by minimum height, canopy, and/or tree trunk diameter.	CD [LRP]	Short-term
1.23	Require, where appropriate, the preservation of healthy tree windrows associated with current and former agricultural uses, and incorporate trees into the design of new developments.	CD [CP]	Short-term
1.24	Require new development to maintain all indigenous tree species or provide adequately sized replacement native trees on a 3:1 basis.	CD [CP]	Ongoing
1.25	Purchase and use recycled materials and alternative and renewable energy sources as feasible in	AS [P]	Ongoing

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Number	Action	Lead Entity	Timeframe
	City operations.		
1.26	Reduce pesticide use in City operations.	PW [P]	Mid-term
1.27	Utilize green waste as biomass/compost in City operations.	PW [P]	Mid-term
1.28	Purchase low-emission City vehicles, and convert existing gasoline-powered fleet vehicles to cleaner fuels as technology becomes available.	PW [MS]	Mid-term
1.29	Require all City funded projects that enter design and construction after January 1, 2006 to meet a design construction standard equivalent to the minimum U.S. Green Building Council LEED™ Certified rating in accordance with the City's Green Building Standards for Private and Municipal Construction Projects.	FD [IS]	Short-term
1.30	Provide information to businesses about how to reduce waste and pollution and conserve resources.	PW [MS]	Short-term
1.31	Provide incentives for green building projects in both the public and private sectors to comply with either the LEED™ Rating System, California Green Builder, or the Residential Built Green program and to pursue registration and certification; incentives include "Head-of-the-Line" discretionary processing and "Head-of-the-Line" building permit processing.	FD [IS]	Short-term
1.32	Apply for grants, rebates, and other funding to install solar panels on all City-owned structures to provide at least half of their electric energy requirements.	PW	Ongoing

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Number	Action	Lead Entity	Timeframe
1.33	Publicly acknowledge individuals and businesses that implement green construction and building practices.	FD [IS]	Ongoing
<hr/>			
2.1	Track economic indicators for changes that may affect City land resources, tax base, or employment base, such as terms and conditions of sale or lease of available office, retail, and manufacturing space.	CD [ED]	Ongoing
2.2	Prepare an economic base analysis that identifies opportunities to capture retail sales in sectors where resident purchasing has leaked to other jurisdictions.	CD [ED]	Short-term
2.3	Maintain and update an Economic Development Strategy to implement City economic goals and objectives.	CD [ED]	Ongoing
2.4	Map priority locations for commercial and industrial development and revitalization, including a range of parcel sizes targeted for high-technology, non-durables manufacturing, finance, business services, tourism, and retail uses.	CD	Short-term
2.5	Share economic and demographic information with organizations that may refer businesses to Ventura.	CD [ED]	Ongoing
2.6	Encourage intensification and diversification of uses and properties in districts, corridors, and neighborhood centers, including through assembly of vacant and underutilized parcels.	CD [ED]	Ongoing

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Number	Action	Lead Entity	Timeframe
2.7	Partner with local commerce groups to recruit companies and pursue funding for business development and land re-utilization.	CD [ED]	Ongoing
2.8	Carry out Housing Element programs that provide housing to all segments of the local workforce.	CD	Ongoing
2.9	Expedite review for childcare facilities that will provide support to local employees.	CD [CP]	Short-term
2.10	Expedite review of the entitlement process for installation of infrastructure necessary to support high technology and multimedia companies.	CA	Mid-term
2.11	 Allow mixed-use development in commercial and industrial districts as appropriate.	CD [LRP]	Short-term
2.12	 Allow uses such as conference centers with resort amenities on appropriately sized and located parcels.	CD [LRP]	Short-term
2.13	Market the city to businesses that link agriculture with high technology, such as biotechnology enterprises.	CD [ED]	Ongoing
2.14	 Partner with local farms to promote farmers markets and high quality locally grown food.	CS	Ongoing
2.15	 Provide incentives for use of waterfront parcels for recreation, visitor-serving commerce, restaurant, marina, and fishing uses.	CD [ED]	Short-term
2.16	 Work with the State to create year-round commercial opportunities at the fairgrounds.	CD [ED]	Long-term

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Number	Action	Lead Entity	Timeframe
2.17	Partner with the Harbor District and National Park Service to promote Channel Islands tours and develop a marine learning center.	CS	Long-term
2.18	Prioritize uses within the Harbor Specific Plan area as follows: (1) coastal dependent, (2) commercial fishing, (3) coastal access, and (4) visitor serving commercial and recreational uses.	CD	Short-term
2.19	Partner with hotels and the Chamber of Commerce to promote city golf courses.	CS [GS/AS]	Long-term
2.20	Promote outdoor recreation as part of an enhanced visitor opportunity strategy.	CS	Mid-term
3.1	Preserve the stock of existing homes by carrying out Housing Element programs.	CD	Ongoing
3.2	Enhance the appearance of districts, corridors, and gateways (including views from highways) through controls on building placement, design elements, and signage.	CD [LRP]	Short-term
3.3	Require preservation of public view sheds and solar access.	CD [CP]	Short-term
3.4	Require all shoreline development (including anti-erosion or other protective structures) to provide public access to and along the coast, unless it would duplicate adequate access existing nearby, adversely affect agriculture, or be inconsistent with public safety, military security, or protection of fragile coastal resources.	CD [CP]	Ongoing
3.5	Establish land development incentives to upgrade the appearance of poorly maintained or	FD [IS]	Mid-term

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	otherwise unattractive sites, and enforce existing land maintenance regulations.		
3.6	Expand and maintain the City's urban forest and thoroughfare landscaping, using native species, in accordance with the City's Park and Development Guidelines and Irrigation and Landscape Guidelines.	PW [P]	Ongoing
3.7	Evaluate whether lot coverage standards should be changed based on neighborhood character.	CD [LRP]	Short-term
3.8	Adopt new development code provisions that designate neighborhood centers, as depicted on the General Plan Diagram, for a mixture of residences and small-scale, local-serving businesses.	CD [LRP]	Short-term
3.9	Adopt new development code provisions that designate areas within districts and corridors for mixed-use development that combines businesses with housing and focuses on the redesign of single-use shopping centers and retail parcels into walkable, well connected blocks, with a mix of building types, uses, and public and private frontages.	CD [LRP]	Short-term
3.10	Allow intensification of commercial areas through conversion of surface parking to building area under a districtwide parking management strategy in the Downtown Specific Plan.	CD [LRP]	Short-term
3.11	Expand the downtown redevelopment area to include parcels around future transit areas and along freeway frontage.	CD [RDA]	Mid-term
3.12	The City will work with the hospitals on the new Development Code treatment for the Loma Vista corridor, which includes both hospitals.	CD [LRP]	Short-term

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3.13	Assess whether the City's Affordable Housing Programs respond to current needs, and modify them as necessary within State mandated Housing Element updates	CD	Ongoing
3.14	Utilize infill development, to the extent possible, to accommodate the targeted number and type of housing units described in the Housing Element	CD [LRP]	Ongoing
3.15	Adopt new development code provisions that ensure compliance with Housing Element objectives.	CD [LRP]	Short-term
3.16	(Wavy line icon) Renew and modify greenbelt agreements as necessary to direct development to already urbanized areas.	CD [LRP]	Long-term
3.17	(Wavy line icon) Continue to support the Guidelines for Orderly Development as a means of implementing the General Plan, and encourage adherence to these Guidelines by all the cities, the County of Ventura, and the Local Agency Formation Commission (LAFCO); and work with other nearby cities and agencies to avoid sprawl and preserve the rural character in areas outside the urban edge.	CD [LRP]	Ongoing
3.18	(Wavy line icon) Complete community or specific plans, subject to funding, for areas such as Westside, Midtown, Downtown, Wells, Saticoy, Pierpont, Harbor, Loma Vista/Medical District, Victoria Corridor, and others as appropriate. These plans will set clear development standards for public and private investments, foster neighborhood partnerships, and be updated as needed.	CD [LRP]	Ongoing
3.19	(Wavy line icon) Preparation of the new Development Code will take into account existing or proposed community or specific plans to ensure efficient use of City resources and ample citizen input.	CD [LRP]	Short-term

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Number	Action	Lead Entity	Timeframe
3.20	Pursuant to SOAR, adopt development code provisions to “preserve agricultural and open space lands as a desirable means of shaping the City’s internal and external form and size, and of serving the needs of the residents.”	CD [LRP]	Short-term
3.21	Adopt performance standards for non-farm activities in agricultural areas that protect and support farm operations, including requiring non-farm uses to provide all necessary buffers as determined by the Agriculture Commissioner’s Office.	CD [LRP]	Short-term
3.22	Offer incentives for agricultural production operations to develop systems of raw product and product processing locally.	CD [ED]	Mid-term
3.23	Develop and adopt a form-based Development Code that emphasizes pedestrian orientation, integration of land uses, treatment of streetscapes as community living space, and environmentally sensitive building design and operation.	CD [LRP]	Short-term
3.24	Revise the Residential Growth Management Program (RGMP) with an integrated set of growth management tools including: <ul style="list-style-type: none"> Community or specific plans and development codes based on availability of infrastructure and transit that regulate community form and character by directing new residential development to appropriate locations and in ways that integrate with and enhance existing neighborhoods, districts and corridors; appropriate mechanisms to ensure that new residential development produces high-quality 	CD [LRP]	Short-term

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	<ul style="list-style-type: none"> designs and a range of housing types across all income levels; and, numeric limitations linked to the implementation of community or specific plans and development codes and the availability of appropriate infrastructure and resources; within those limitations, the RGMP should provide greater flexibility for timing new residential development. 		
3.25	 Establish first priority growth areas to include the districts, corridors, and neighborhood centers as identified on the General Plan Diagram; and second priority areas to include vacant undeveloped land when a community plan has been prepared for such (within the City limits).	CD [LRP]	Short-term
3.26	 Establish and administer a system for the gradual growth of the City through identification of areas set aside for long-term preservation, for controlled growth, and for encouraged growth.	CD [LRP]	Mid-term
3.27	Require the use of techniques such as digital simulation and modeling to assist in project review.	CD [CP]	Short-term
3.28	Revise the planning processes to be more user-friendly to both applicants and neighborhood residents in order to implement City policies more efficiently.	CD [CP]	Short-term
4. OUR ACCESSIBLE COMMUNITY			
4.1	Direct city transportation investment to efforts that improve user safety and keep the circulation system structurally sound and adequately maintained. First priority for capital funding will go to our pavement management program to return Ventura streets to excellent conditions.	PW [E]	Ongoing

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Number	Action	Lead Entity	Timeframe
4.2	Develop a prioritized list of projects needed to improve safety for all travel modes and provide needed connections and multiple route options.	PW [E]	Short-term
4.3	Provide transportation services that meet the special mobility needs of the community including youth, elderly, and disabled persons.	PW [E]	Ongoing
4.4	Combine education with enforcement to instill safe and courteous use of the shared public roadway.	CS	Ongoing
4.5	Utilize existing roadways to meet mobility needs, and only consider additional travel lanes when other alternatives are not feasible.	CD [LRP]	Ongoing
4.6	Require new development to be designed with interconnected transportation modes and routes to complete a grid network.	CD [CP]	Short-term
4.7	Update the traffic mitigation fee program to fund necessary citywide circulation system and mobility improvements needed in conjunction with new development.	CD [LD]	Short-term
4.8	Implement the City's Neighborhood Traffic Management Program and update as necessary to improve livability in residential areas.	PW [E]	Ongoing
4.9	Identify, designate, and enforce truck routes to minimize the impact of truck traffic on residential neighborhoods.	PW [E]	Ongoing
4.10	Modify traffic signal timing to ensure safety and minimize delay for all users.	PW [E]	Short-term

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Number	Action	Lead Entity	Timeframe
4.11	Refine level of service standards to encourage use of alternative modes of transportation while meeting state and regional mandates.	PW [E]	Short-term
4.12	Design roadway improvements and facility modifications to minimize the potential for conflict between pedestrians, bicycles, and automobiles.	PW [E]	Ongoing
4.13	Require project proponents to analyze traffic impacts and provide adequate mitigation in the form of needed improvements, in-lieu fee, or a combination thereof.	CD [LD]	Ongoing
4.14	Provide development incentives to encourage projects that reduce automobile trips.	CD [CP]	Short-term
4.15	Encourage the placement of facilities that house or serve elderly, disabled, or socioeconomically disadvantaged persons in areas with existing public transportation services and pedestrian and bicycle amenities.	CD [CP]	Ongoing
4.16	Install roadway, transit, and alternative transportation improvements along existing or planned multi-modal corridors, including primary bike and transit routes, and at land use intensity nodes.	PW [E]	Ongoing
4.17	Prepare and periodically update a Mobility Plan that integrates a variety of travel alternatives to minimize reliance on any single mode.	CD [LRP]	Short-term
4.18	Promote the development and use of recreational trails as transportation routes to connect housing with services, entertainment, and employment.	PW [P]	Ongoing
4.19	Adopt new development code provisions that establish vehicle trip reduction requirements for all development.	CD [LRP]	Short-term

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Number	Action	Lead Entity	Timeframe
4.20	Develop a transportation demand management program to shift travel behavior toward alternative modes and services.	PW [E]	Mid-term
4.21	 Require new development to provide pedestrian and bicycle access and facilities as appropriate, including connected paths along the shoreline and watercourses.	PW [E/P]	Short-term
4.22	 Update the General Bikeway Plan as needed to encourage bicycle use as a viable transportation alternative to the automobile and include the bikeway plan as part of a new Mobility Plan.	PW [E]	Mid-term
4.23	 Upgrade and add bicycle lanes when conducting roadway maintenance as feasible.	PW [E]	Ongoing
4.24	 Require sidewalks wide enough to encourage walking that include ramps and other features needed to ensure access for mobility-impaired persons.	PW [E]	Short-term
4.25	 Adopt new development code provisions that require the construction of sidewalks in all future projects, where appropriate.	CD [LRP]	Short-term
4.26	Establish a parking management program to protect the livability of residential neighborhoods, as needed.	CD [LRP]	Short-term
4.27	Extend stubbed-end streets through future developments, where appropriate, to provide necessary circulation within a developing area and for adequate internal circulation within and between neighborhoods. Require new developments in the North Avenue area, where applicable, to extend Norway Drive and Floral Drive to connect to Canada Larga Road; and connect the existing segments of Floral Drive. Designate the extension of Cedar Street between Warner Street and	PW [E]	Mid-term

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Number	Action	Lead Entity	Timeframe
	south of Franklin Lane and the linking of the Cameron Street segments in the Westside community as high priority projects.		
4.28	Require all new development to provide for citywide improvements to transit stops that have sufficient quality and amenities, including shelters and benches, to encourage ridership.	PW [E]	Short-term
4.29	Develop incentives to encourage City employees and local employers to use transit, rideshare, walk, or bike.	HR	Mid-term
4.30	Work with public transit agencies to provide information to riders at transit stops, libraries, lodging, and event facilities.	PW [E]	Ongoing
4.31	Work with public and private transit providers to enhance public transit service.	PW [E]	Mid-term
4.32	Coordinate with public transit systems for the provision of additional routes as demand and funding allow.	PW [E]	Long-term
4.33	Work with Amtrak, Metrolink, and Union Pacific to maximize efficiency of passenger and freight rail service to the City and to integrate and coordinate passenger rail service with other transportation modes.	PW [E]	Mid-term
4.34	Lobby for additional transportation funding and changes to Federal, State, and regional transportation policy that support local decision-making.	PW [E]	Ongoing
4.35	The City shall pursue funding and site location for a multi-modal transit facility in coordination with VCTC, SCAT, U.P.R.R., Metrolink, Greyhound Bus Lines, and other forms of	PW [E]	Mid-term

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4.36	<p>transportation.</p> <p>Require development along the following roadways – including noise mitigation, landscaping, and advertising – to respect and preserve views of the community and its natural context.</p> <ul style="list-style-type: none"> • State Route 33 • U.S. HWY 101 • Anchors Way • Brakey Road • Fairgrounds Loop • Ferro Drive • Figueroa Street • Harbor Boulevard • Main Street • Navigator Drive • North Bank Drive • Poli Street/Foothill Road • Olivas Park Drive • Schooner Drive 	CD [CP]	Ongoing

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	<ul style="list-style-type: none"> • Spinnaker Drive • Summit Drive • Telegraph Road – east of Victoria Avenue • Victoria Avenue – south of U.S. 101 • Wells Road 		
4.37	Request that State Route 126 and 33, and U.S. HWY 101 be designated as State Scenic Highways.	CD [LRP]	Short-term
4.38	Continue to work with Caltrans to soften the barrier impact of U.S. HWY 101 by improving signage, aesthetics and undercrossings and overcrossings.	PW [E/P]	Ongoing
4.39	Maintain street trees along scenic thoroughfares, and replace unhealthy or missing trees along arterials and collectors throughout the City.	PW [P]	Ongoing

5. OUR SUSTAINABLE INFRASTRUCTURE

5.1	Require low flow fixtures, leak repair, and drought tolerant landscaping (native species if possible), plus emerging water conservation techniques, such as reclamation, as they become available.	CD [CP]	Ongoing
5.2	Use natural features such as bioswales, wildlife ponds, and wetlands for flood control and water quality treatment when feasible.	PW [MS/P]	Ongoing
5.3	Demonstrate low water use techniques at community gardens and city-owned facilities.	PW [U/P]	Mid-term

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Number	Action	Lead Entity	Timeframe
5.4	Update the Urban Water Management plan as necessary in compliance with the State 1983 Urban Water Management Planning Act.	PW [U]	Ongoing
5.5	Provide incentives for new residences and businesses to incorporate recycling and waste diversion practices, pursuant to guidelines provided by the Environmental Services Office.	PW [MS]	Ongoing
5.6	Require project proponents to conduct sewer collection system analyses to determine if downstream facilities are adequate to handle the proposed development.	PW [U]	Ongoing
5.7	Require project proponents to conduct evaluations of the existing water distribution system, pump station, and storage requirements in order to determine if there are any system deficiencies or needed improvements for the proposed development.	PW [U]	Ongoing
5.8	Locate new development in or close to developed areas with adequate public services, where it will not have significant adverse effects, either individually or cumulatively, on coastal resources.	CD [LRP]	Ongoing
5.9	Update development fee and assessment district requirements as appropriate to cover the true costs associated with development.	AS	Mid-term
5.10	Utilize existing waste source reduction requirements, and continue to expand and improve composting and recycling options.	PW [MS]	Mid-term
5.11	Increase emergency water supply capacity through cooperative tie-ins with neighboring suppliers.	PW [U]	Mid-term
5.12	Apply new technologies to increase the efficiency of the wastewater treatment system.	PW [U]	Mid-term

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Number	Action	Lead Entity	Timeframe
5.13	Increase frequency of city street sweeping, and post schedules at key points within each neighborhood.	PW [MS]	Mid-term
5.14	Develop a financing program for the replacement of failing corrugated metal storm drain pipes in the City.	PW [MS]	Short-term
5.15	Establish assessment districts or other financing mechanisms to address storm drain system deficiencies in areas where new development is anticipated and deficiencies exist.	PW [MS]	Mid-term
5.16	Require new developments to incorporate stormwater treatment practices that allow percolation to the underlying aquifer and minimize offsite surface runoff utilizing methods such as pervious paving material for parking and other paved areas to facilitate rainwater percolation and retention/detention basins that limit runoff to pre-development levels.	CD [LD]	Ongoing
5.17	Require stormwater treatment measures within new development to reduce the amount of urban pollutant runoff in the Ventura and Santa Clara Rivers and other watercourses.	CD [LD]	Ongoing
5.18	Work with the Ventura Regional Sanitation District and the County to expand the capacity of existing landfills, site new landfills, and/or develop alternative means of disposal that will provide sufficient capacity for solid waste generated in the City.	PW [MS]	Long-term

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6. OUR ACTIVE COMMUNITY			
6.1	Develop new neighborhood parks, pocket parks, and community gardens as feasible and appropriate to meet citizen needs, and require them in new development.	PW [P]	Long-term
6.2	Require higher density development to provide pocket parks, tot lots, seating plazas, and other aesthetic green spaces.	CD [CP]	Short-term
6.3	Work with the County to plan and develop trails that link the City with surrounding open space and natural areas, and require development projects to include trails when appropriate.	PW [P]	Ongoing
6.4	Request Flood Control District approval of public access to unchannelized watercourses for hiking.	PW [P]	Mid-term
6.5	Seek landowner permission to allow public access on properties adjacent to open space where needed to connect trails.	PW [P]	Ongoing
6.6	Update plans for and complete the linear park system as resources allow.	PW [P]	Long-term
6.7	Work with the County of Ventura to initiate efforts to create public trails in the hillside area.	PW [P]	Mid-term
6.8	Update and require periodic reviews of the Park and Recreation Workbook as necessary to reflect City objectives and community needs.	PW [P]	Mid-term
6.9	Require dedication of land identified as part of the City's Linear Park System in conjunction with new development.	PW [P]	Ongoing

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Number	Action	Lead Entity	Timeframe
6.10	Evaluate and incorporate, as feasible, linear park segments in the General Bikeway Plan.	PW [E]	Ongoing
6.11	Update standards for citywide public parks and open space to include an expanded menu of shared park types, and identify locations and potential funding sources for acquiring new facilities in existing neighborhoods.	PW [P]	Short-term
6.12	Update and carry out the Grant Park Master Plan.	PW [P]	Mid-term
6.13	Foster the partnership between the City and Fair Board to improve Seaside Park.	CD [ED]	Ongoing
6.14	Improve facilities at City parks to respond to the requirements of special needs groups.	PW [P]	Mid-term
6.15	Adjust and subsidize fees to ensure that all residents have the opportunity to participate in recreation programs.	CS [CR]	Short-term
6.16	Update the project fee schedule as necessary to ensure that development provides its fair share of park and recreation facilities.	PW [P]	Short-term
6.17	Update and create new agreements for joint use of school and City recreational and park facilities.	CS [CR] PW [P]	Mid-term
6.18	Offer programs that highlight natural assets, such as surfing, sailing, kayaking, climbing, gardening, and bird watching.	CS [CR]	Ongoing
6.19	Provide additional boating and swimming access as feasible.	PW	Long-term

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6.20	Earmark funds for adequate maintenance and rehabilitation of existing skatepark facilities, and identify locations and funding for new development of advanced level skatepark facilities.	PW [P]	Mid-term
6.21	Promote the use of City facilities for special events, such as festivals, tournaments, and races.	CS [CA]	Ongoing
6.22	Enter into concession or service agreements where appropriate to supplement City services.	PW	Ongoing
7. OUR HEALTHY AND SAFE COMMUNITY			
7.1	Work with interested parties to identify appropriate locations for assisted-living, hospice, and other care-provision facilities.	CS [SS]	Short-term
7.2	Provide technical assistance to local organizations that deliver health and social services to seniors, homeless persons, low-income citizens, and other groups with special needs.	CS [SS]	Ongoing
7.3	Participate in school and agency programs to: <ul style="list-style-type: none"> ◆ provide healthy meals, ◆ combat tobacco, alcohol, and drug dependency, ◆ distribute city park and recreation materials through schools, and ◆ distribute information about the benefits of proper nutrition and exercise. 	CS [SS]	Ongoing
7.4	Enhance or create ordinances which increase control over ABC licensed premises.	PD	Mid-term
7.5	Investigate the creation of new land use fees to enhance funding of alcohol related enforcement, prevention and training efforts.	PD	Mid-term

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Number	Action	Lead Entity	Timeframe
7.6	Adopt updated editions of the California Construction Codes and International Codes as published by the State of California and the International Code Council respectively.	FD [IS]	Ongoing
7.7	Require project proponents to perform geotechnical evaluations and implement mitigation prior to development of any site: <ul style="list-style-type: none"> • with slopes greater than 10 percent or that otherwise have potential for landsliding, • along bluffs, dunes, beaches, or other coastal features • in an Alquist-Priolo earthquake fault zone or within 100 feet of an identified active or potentially active fault, • in areas mapped as having moderate or high risk of liquefaction, subsidence, or expansive soils, • in areas within 100-year flood zones, in conformance with all Federal Emergency Management Agency regulations. 	CD [CP/LD]	Ongoing
7.8	To the extent feasible, require new critical facilities (hospital, police, fire, and emergency service facilities, and utility "lifeline" facilities) to be located outside of fault and tsunami hazard zones, and require critical facilities within hazard zones to incorporate construction principles that resist damage and facilitate evacuation on short notice.	FD	Ongoing
7.9	Maintain and implement the Standardized Emergency Management System (SEMS) Multihazard Functional Response Plan.	FD	Ongoing

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Number	Action	Lead Entity	Timeframe
7.10	Require proponents of any new developments within the 100-year floodplain to implement measures, as identified in the Floodplain Ordinance, to protect structures from 100-year flood hazards (e.g., by raising the finished floor elevation outside the floodplain).	FD [IS]	Ongoing
7.11	 Prohibit grading for vehicle access and parking or operation of vehicles within any floodway.	FD [IS]	Ongoing
7.12	 Refer development plans to the Fire Department to assure adequacy of structural fire protection, access for firefighting, water supply, and vegetation clearance.	CD [CP]	Ongoing
7.13	 Resolve extended response time problems by: <ul style="list-style-type: none"> • adding a fire station at the Pierpont/Harbor area, • relocating Fire Station #4 to the Community Park site, • increasing firefighting and support staff resources, • reviewing and conditioning annexations and development applications, and • require the funding of new services from fees, assessments, or taxes as new subdivisions are developed. 	FD	Long-term
7.14	Educate and reinforce City staff understanding of the Standardized Emergency Management System for the State of California.	FD	Ongoing
7.15	Increase public access to police services by: <ul style="list-style-type: none"> • increasing police staffing to coincide with increasing population, development, and calls for 	PD	Ongoing

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	service, <ul style="list-style-type: none"> • increasing community participation by creating a Volunteers in Policing Program, and • require the funding of new services from fees, assessments, or taxes as new subdivisions are developed. 		
7.16	Provide education about specific safety concerns such as gang activity, senior-targeted fraud, and property crimes.	PD	Ongoing
7.17	Establish a nexus between police department resources and increased service demands associated with new development.	PD	Mid-term
7.18	Continue to operate the Downtown police storefront.	PD	Ongoing
7.19	Expand Police Department headquarters as necessary to accommodate staff growth	PD	Mid-term
7.20	Require air pollution point sources to be located at safe distances from sensitive sites such as homes and schools.	FD [IS]	Short-term
7.21	Require analysis of individual development projects in accordance with the most current version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines and, when significant impacts are identified, require implementation of air pollutant mitigation measures determined to be feasible at the time of project approval.	FD [IS]	Ongoing
7.22	In accordance with Ordinance 93-37, require payment of fees to fund regional transportation demand	CD [LD]	Ongoing

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	management (TDM) programs for all projects generating emissions in excess of Ventura County Air Pollution Control District adopted levels.		
7.23	Require individual contractors to implement the construction mitigation measures included in the most recent version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines.	PW [E]	Ongoing
7.24	Only approve projects involving sensitive land uses (such as residences, schools, daycare centers, playgrounds, medical facilities) within or adjacent to industrially designated areas if an analysis provided by the proponent demonstrates that the health risk will not be significant.	CD [CP]	Ongoing
7.25	Adopt new development code provisions that ensure uses in mixed-use projects do not pose significant health effects.	CD [LRP]	Short-term
7.26	Seek funding for cleanup of sites within the Brownfield Assessment Demonstration Pilot Program and other contaminated areas in West Ventura.	CD [ED]	Mid-term
7.27	Require proponents of projects on or immediately adjacent to lands in industrial, commercial, or agricultural use to perform soil and groundwater contamination assessments in accordance with American Society for Testing and Materials standards, and if contamination exceeds regulatory action levels, require the proponent to undertake remediation procedures prior to grading and development under the supervision of the County Environmental Health Division, County Department of Toxic Substances Control, or Regional Water Quality Control Board (depending	FD [IS]	Ongoing

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	upon the nature of any identified contamination).		
7.28	Educate residents and businesses about how to reduce or eliminate the use of hazardous materials, including by using safer non-toxic equivalents.	PW [MS]	Ongoing
7.29	Require non-agricultural development to provide buffers, as determined by the Agriculture Commissioner's Office, from agricultural operations to minimize the potential for pesticide drift.	CD [CP]	Short-term
7.30	Require all users, producers, and transporters of hazardous materials and wastes to clearly identify the materials that they store, use, or transport, and to notify the appropriate City, County, State and Federal agencies in the event of a violation.	FD [IS]	Ongoing
7.31	Work toward voluntary reduction or elimination of aerial and synthetic chemical application in cooperation with local agricultural interests and the Ventura County agricultural commissioner.	FD [IS]	Mid-term
7.32	Require acoustical analyses for new residential developments within the mapped 60 decibel (dBA) CNEL contour, or within any area designated for commercial or industrial use, and require mitigation necessary to ensure that: <ul style="list-style-type: none"> • Exterior noise in exterior spaces of new residences and other noise sensitive uses that are used for recreation (such as patios and gardens) does not exceed 65 dBA CNEL, and • Interior noise in habitable rooms of new residences does not exceed 45 dBA CNEL with all windows closed. 	FD [IS]	Ongoing

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7.33	As funding becomes available, construct sound walls along U.S. 101, SR 126, and SR 33 in areas where existing residences are exposed to exterior noise exceeding 65 dBA CNEL.	PW [E]	Long-term
7.34	Request that sound levels associated with concerts at the County Fairgrounds be limited to 70 dBA at the eastern edge of that property.	CS	Short-term
7.35	Request the termination of auto racing at the County fairgrounds	CS	Short-term
7.36	Amend the noise ordinance to restrict leaf blowing, amplified music, trash collection, and other activities that generate complaints.	FD [IS]	Short-term
7.37	Use rubberized asphalt or other sound reducing material for paving and re-paving of City streets.	PW [E]	Ongoing
7.38	Update the Noise Ordinance to provide standards for residential projects and residential components of mixed-use projects within commercial and industrial districts.	CD [LRP]	Short-term
8.1	Work closely with schools, colleges, and libraries to provide input into site and facility planning.	CS	Ongoing
8.2	Organize a regional education summit to generate interest in and ideas about learning opportunities.	CS	Mid-term
8.3	Adopt joint-use agreements with libraries, schools, and other institutions to maximize use of educational facilities.	CS	Mid-term
8.4	Distribute information about local educational programs.	CS	Mid-term

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Number	Action	Lead Entity	Timeframe
8.5	Install infrastructure for wireless technology and computer networking in City facilities.	AS	Short-term
8.6	Establish educational centers at City parks.	PW [P] CS	Mid-term
8.7	Work with the State Parks Department to establish a marine learning center at the Harbor.	PW [P]	Long-term
8.8	Work with the Ventura Unified School District to ensure that school facilities can be provided to serve new development.	CD [LRP]	Ongoing
8.9	Complete a new analysis of community needs, rethinking the role of public libraries in light of the ongoing advances in information technology and the changing ways that individuals and families seek out information and life-long learning opportunities.	CS	Mid-term
8.10	Reassess the formal and informal relationships between our current three branch public libraries and school libraries – including the new Ventura College Learning Resource Center – as well as joint use of facilities for a broader range of compatible public, cultural, and educational uses.	CS	Mid-term
8.11	Develop a Master Plan for Facilities, Programs, and Partnerships to create an accessible, robust, and vibrant library for the 21 st Century system, taking into consideration that circulation of books is no longer the dominant function but will continue to be an important part of a linked network of learning centers.	CS	Mid-term
8.12	Develop formal partnerships, funding, capital strategies, and joint use agreements to implement the	CS	Ongoing

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Number	Action	Lead Entity	Timeframe
	new libraries Master Plan.		
9. OUR CREATIVE COMMUNITY			
9.1	Require works of art in public spaces per the City's Public Art Program Ordinance.	CD [CP]	Mid-term
9.2	 Sponsor and organize local art exhibits, performances, festivals, cultural events, and forums for local arts organizations and artists.	CS	Ongoing
9.3	 Expand outreach and publicity by: <ul style="list-style-type: none"> ◆ promoting locally produced art and local cultural programs, ◆ publishing a monthly calendar of local art and cultural features, ◆ distributing the <i>State of the Arts</i> quarterly report, and ◆ offering free or subsidized tickets to events. 	CS	Ongoing
9.4	Support the creative sector through training and other professional development opportunities.	CS	Short-term
9.5	Work with the schools to integrate arts education into the core curriculum	CS	Short-term
9.6	Promote the cultural and artistic expressions of Ventura's underrepresented cultural groups.	CS	Mid-term
9.7	Offer ticket subsidy and distribution programs and facilitate transportation to cultural offerings.	CS	Ongoing
9.8	Increase the amount of live-work development, and allow its use for production, display, and sale of	CD [LRP]	Ongoing

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Number	Action	Lead Entity	Timeframe
	art.		
9.9	Work with community groups to locate sites for venues for theater, dance, music, and children's programming.	CS [CR]	Mid-term
9.10	Provide incentives for preserving structures and sites that are representative of the various periods of the city's social and physical development.	CD [LRP]	Mid-term
9.11	Organize and promote multi-cultural programs and events that celebrate local history and diversity.	CS [CA]	Ongoing
9.12	Allow adaptive reuse of historic buildings.	CD [LRP]	Short-term
9.13	Work with community groups to identify locations for facilities that celebrate local cultural heritage, such as a living history Chumash village and an agricultural history museum.	CS [CA]	Long-term
9.14	Require archaeological assessments for projects proposed in the Coastal Zone and other areas where cultural resources are likely to be located.	CD [CP]	Ongoing
9.15	Suspend development activity when archaeological resources are discovered, and require the developer to retain a qualified archaeologist to oversee handling of the resources in coordination with the Ventura County Archaeological Society and local Native American organizations as appropriate.	CD [CP]	Ongoing
9.16	Pursue funding to preserve historic resources.	CS	Ongoing

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Number	Action	Lead Entity	Timeframe
9.17	Provide incentives to owners of eligible structures to seek historic landmark status and invest in restoration efforts.	CD [LRP]	Short-term
9.18	Require that modifications to historically-designated buildings maintain their character.	CD [CP]	Ongoing
9.19	For any project in a historic district or that would affect any potential historic resource or structure more than 40 years old, require an assessment of eligibility for State and federal register and landmark status and appropriate mitigation to protect the resource.	CD [CP]	Ongoing
9.20	Seek input from the City's Historic Preservation Commission on any proposed development that may affect any designated or potential landmark.	CD [CP]	Ongoing
9.21	Update the inventory of historic properties.	CD [LRP]	Ongoing
9.22	Create a set of guidelines and/or policies directing staff, private property owners, developers, and the public regarding treatment of historic resources that will be readily available at the counter.	CD [LRP]	Short-term
9.23	Complete and maintain historic resource surveys containing all the present and future components of the historic fabric within the built, natural, and cultural environments.	CD [LRP]	Ongoing
9.24	Create a historic preservation element.	CD [LRP]	Long-term
10. OUR INVOLVED COMMUNITY			
10.1	Conduct focused outreach efforts to encourage all members of the community – including youth, seniors, special needs groups, and non-English speakers – to participate in City activities.	CM [CE]	Short-term

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10.2	Obtain public participation by seeking out citizens in their neighborhoods and gathering places such as schools, houses of worship and public spaces.	CM [CE]	Ongoing
10.3	Invite civic, neighborhood, and non-profit groups to assist with City project and program planning and implementation.	CD	Ongoing
10.4	Provide incentives for City staff to participate in community and volunteer activities.	HR	Short-term
10.5	Invite seniors to mentor youth and serve as guides at historical sites.	CS	Short-term
10.6	Offer internships in City governance, and include youth representatives on public bodies.	CS	Mid-term
10.7	Continue to offer the Ambassadors program to obtain citizens assistance with City projects.	PW	Ongoing
10.8	Utilize the City website as a key source of information and expand it to serve as a tool for civic engagement.	CM [CE]	Short-term
10.9	Publish an annual report that evaluates City performance in such areas as conservation, housing, and economic development.	CD	Mid-term
10.10	Continue to improve the user-friendliness of the media that communicate information about the City, including the website, cable channels, newsletters, kiosks, and water billing statements.	CM [CE]	Short-term
10.11	Establish a clear policy toward the scope, role, boundaries, and jurisdiction of neighborhood Community Councils citywide, with the objectives of strengthening their roles in decision-making.	CD [LRP]	Mid-term

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Number	Action	Lead Entity	Timeframe
10.12	Establish stronger partnerships with neighborhood Community Councils to set area priorities for capital investment, community policing, City services, commercial investment, physical planning, education, and other concerns, to guide both City policies and day-to-day cooperation and problem-solving.	CD [LRP]	Ongoing
10.13	Recognizing that neighborhood empowerment must be balanced and sustained by overall City policies and citywide vision and resources – establish a citywide Neighborhood Community Congress where local neighborhood Community Councils can collaborate and learn from each other.	CM[CE]	Mid-term
10.14	Establish clear liaison relationships to foster communication, training, and involvement efforts between the City, neighborhood Community Councils and other community partners, including the Ventura Unified School District and business, civic, cultural and religious groups.	CM [CE]	Short-term

ORDINANCE NO. 95-33

**AN ORDINANCE OF THE PEOPLE OF THE CITY OF SAN BUENAVENTURA ADOPTING
AN ORDINANCE AMENDING THE COMPREHENSIVE PLAN WITH RESPECT TO THE
PRESERVATION OF AGRICULTURAL LANDS.**

The people of the City of San Buenaventura do hereby ordain as follows:

Section 1. Findings and Purpose.

A. The protection of existing agricultural and watershed lands is of critical importance to present and future residents of the City of San Buenaventura (City of Ventura). Agriculture has been and remains the major contributor to the economy of the City and County of Ventura, creating employment for many people, directly and indirectly, and generating substantial tax revenues for the City.

B. In particular, the City of Ventura and surrounding area, with its unique combination of soils, micro-climate and hydrology, has become one of the finest growing regions in the world. Vegetable and fruit production from the County of Ventura and in particular production from the soils and silt from the Santa Clara and Ventura rivers have achieved international acclaim, enhancing the City's economy and reputation.

C. Uncontrolled urban encroachment into agricultural and watershed areas will impair agriculture and threaten the public health, safety and welfare by causing increased traffic congestion, associated air pollution, and potentially serious water problems, such as pollution, depletion, and sedimentation of available water resources. Such urban encroachment would eventually result in both the unnecessary, expensive extension of public services and facilities and inevitable conflicts between urban and agricultural uses.

D. The unique character of the City of Ventura and quality of life of City residents depend on the protection of a substantial amount of open space lands. The protection of such lands not only ensures the continued viability of agriculture, but also protects the available water supply and contributes to flood control and the protection of wildlife, environmentally sensitive areas, and irreplaceable natural resources.

E. The Resolution by which the City of Ventura adopted its Comprehensive Plan on August 28, 1989, Resolution No. 89-103, at page 4, contains in part the following "mitigation measures" in recognition of the importance of preserving agriculture resources:

"Any potential significant adverse impacts are mitigated by substantially limiting the amount of agricultural land converted from an agricultural land use designation limiting the amount of prime farmland converted, and by making the various agricultural land areas designated for potential development subject to conditions which narrowly limit the possible land use."

F. The Comprehensive Plan sets out as Objective 4 (at II-9) the desire to:

"Continue to preserve agricultural and other open space lands within the City's Planning Area."

And, the Comprehensive Plan describes as the first Goal of its Resource Element (at II-3) the objective to:

"Preserve agricultural and open space lands as a desirable means of shaping the City's internal and external form and size, and of serving the needs of residents."

G. The purpose of this initiative is to ensure that the Goals and Objectives of the Comprehensive Plan are inviolable by transitory short-term political decisions and that agricultural, watershed and open space lands are not prematurely or unnecessarily converted to other non-agricultural or non-open space uses without public debate and a vote of the people. Accordingly, the initiative ensures that until December 31, 2030, the general plan provisions governing agricultural land use designation and intent may not be changed except by vote of the people. In addition, the initiative provides that any lands designated as "Agriculture Use", referring to both "Agricultural Use (not to be reconsidered until after the Year 2010" and Agricultural/Institutional" on the City of Ventura's General Plan "Land Use Plan Map" adopted by the City Council by Resolution 89-103 on August 28, 1989, as amended through February 1, 1995, will remain designated as Agricultural Use until December 31, 2030, unless the land is redesignated to another land use category by vote of the people, or redesignated by the City Council for the City of San Buenaventura pursuant to the procedures set forth in this initiative.

H. This initiative allows the City Council to redesignate agriculture lands only if certain findings can be made, including (among other things) that the land is proven to be unsuitable for any form of agriculture and redesignation is necessary to avoid an unconstitutional taking of property without just compensation.

Section 2. General Plan Amendment.

The Agricultural Lands Preservation Initiative hereby reaffirms and readopts until December 31, 2030, The “Agricultural Use” designations as defined in the City of San Buenaventura Comprehensive Plan adopted August 28, 1989, as amended through February 1, 1995, at pages III-25 and III-26, with the modification that the “target date” is extended from 2010 until after December 31, 2030.

The following terminology shall replace the current “Agricultural Use” designation defined at page III-25 of The Plan:

Agricultural Use

The Agricultural Use (not to be reconsidered until after the Year 2030) category identifies those lands that are designated for agricultural use on the Land Use Plan Map.

The target date of 2030 associated with the Agricultural Use designation indicates a review date after which agriculturally designated lands may be reconsidered for urban uses. However, during the life of this plan as amended by initiative, it is intended that only agricultural uses are permitted on these lands, except as such lands may be appropriate to public open space and recreational usage. Furthermore, any updates to this Plan are not intended to imply that development would necessarily be appropriate at that time.

In addition, the initiative hereby reaffirms and readopts until December 31, 2030, the “Agricultural” designations set forth on the of the City of Ventura Comprehensive Plan “Land Use Plan Map” adopted by the City Council on August 28, 1989, as amended through February 1, 1995, which map is incorporated herein by reference, modified, as appropriate, to delete the reference year 2010 and replace it with the reference year 2030.

Finally, the text of the Amendment Procedures of the City of Ventura Comprehensive Plan adopted August 28, 1989, as amended through February 1, 1995, (at XI-I) shall be amended to add a new subsection which provides:

Limitation on General Plan Amendments Relating to “Agricultural Use”

- a) Until December 31, 2030, the provisions and designations governing the intent for lands designated “Agricultural Use” of the Land Use Element and Resource Element adopted on August 28, 1989, as amended through February 1, 1995, shall not be amended unless such amendment is approved by vote of the people.
- b) All those lands designated as “Agricultural Use” in the City of Ventura Comprehensive Plan “Land Use Plan Map” adopted by the City Council on August 28, 1989 as amended through February 1, 1995, shall remain so designated until December 31, 2030 unless redesignated to another general plan land use category by vote of the people, or redesignated by the City Council pursuant to the procedures set forth in subsections c) or d), below.
- c) Except as provided in subsection d), below, land designated as “Agricultural Use” may be redesignated by the City Council to a land use other than “Agricultural Use” as defined by the Comprehensive Plan adopted by the City Council on August 28, 1989, as amended through February 1, 1995, only if the City Council makes all of the following findings supported by the evidence:
 - i) The land is immediately adjacent to areas developed in a manner comparable to the proposed use;
 - ii) Adequate public services and facilities are available and have the capacity and capability to accommodate the proposed use;
 - iii) The proposed use is compatible with agricultural uses, does not interfere with accepted agricultural practices, and does not adversely affect the stability of land use patterns in the area;
 - iv) The land proposed for redesignation has not been used for agricultural purposes in the past 2 years and is unusable for agriculture due to its topography, drainage, flooding, adverse soil conditions or other physical reasons; and

- v) The land proposed for redesignation pursuant to this subsection (c) does not exceed 40 acres for any one landowner in any calendar year, and one landowner may not obtain redesignation in the Comprehensive Plan of "Agricultural Use" land pursuant to this subsection (c) more often than every other year. Landowners with any unity of interest are considered one landowner for purposes of this limitation.
- d) Land designated as "Agricultural Use" on the Land Use Plan Map may be redesignated to another land use category by the City Council if each of the following conditions are satisfied:
 - i) The City Council makes a finding that the application of the provisions of Section 2 (a) would constitute an unconstitutional taking of the landowners' property; and
 - ii) In permitting the redesignation, the City Council allows additional land uses only to the extent necessary to avoid said unconstitutional taking of the landowner's property.
- e) Approval by a vote of the people is accomplished when a Comprehensive Plan amendment is placed on the ballot through any procedure provided for in the Election Code, and a majority of the voters vote in favor of it. Whenever the City Council adopts an amendment requiring approval by a vote of the people pursuant to the provisions of this subsection, the City Council's action shall have no effect until after such a vote is held and a majority of the voters vote in favor of it. The City Council shall follow the provisions of the Election Code in all matters pertaining to such an election.

Section 3. Implementation.

A. Upon the effective date of this initiative, the initiative shall be deemed inserted in the City of Ventura's Comprehensive Plan as an amendment thereof; except, that if the four amendments of the mandatory elements of the general plan permitted by state law for any given calendar year have already been utilized in 1995, prior to the effective date of this initiative, this Comprehensive Plan amendment shall be deemed inserted in the City's General Plan on January 1, 1996. At such time as this Comprehensive Plan amendment is deemed inserted in the City's Comprehensive Plan (hereinafter, the "insertion date") any provisions of the City's Zoning Ordinance inconsistent with that amendment shall not be enforced to the extent of the inconsistency. Within 180 days of the insertion date, the City shall complete

such revisions of its Comprehensive Plan, including, but not limited to, the Comprehensive Plan Land Use Plan Map adopted by the City Council on August 28, 1989, (as amended through February 1, 1995) and accompanying test, as are necessary to achieve consistency with all provisions of this initiative. Also, within 180 days of the insertion date, the City Council shall complete such revisions of its Zoning Ordinance and other land use regulations as are necessary to conform to and be consistent with all provisions of this initiative.

B. The provisions of this initiative shall prevail over any revisions to the City of Ventura's Comprehensive Plan as amended through February 1, 1995, or to the City of Ventura's Land Use Plan Map as amended through February 1, 1995 which conflict with the initiative. Except as provided in Section 4 below, upon the specific plans, tentative or final subdivision maps, parcel maps, conditional use permits, building permits or other ministerial or discretionary entitlements for use not yet approved or issued shall not be approved or issued unless consistent with the policies and provisions of this initiative.

Section 4. Exemptions for Certain Projects.

This initiative shall not apply to or affect any property owner whose property has acquired any of the following prior to its effective date:

- A. A vested right pursuant to state law;
- B. A validly approved and fully executed development agreement with the City; or
- C. Approval of a vesting tentative map.

Section 5. Severability.

If any portion of this initiative is declared invalid by a court, the remaining portions are to be considered valid.

Section 6. Amendment or Repeal.

This initiative may be amended or repealed only by the voters at a general election.

STATE OF CALIFORNIA)
COUNTY OF VENTURA) ss
CITY OF SAN BUENAVENTURA)

I, BARBARA J. KAM, City Clerk of the City of San Buenaventura, California, do hereby certify that the foregoing Ordinance was adopted by the voters of the City of San Buenaventura at the General Municipal Election held on November 7, 1995 and subsequently declared adopted by the City Council of the City of San Buenaventura on November 27, 1995. The Ordinance shall take effect December 7, 1995. This ordinance shall not be repealed or amended except by a vote of the people, unless provision is otherwise made in the original ordinance.

Dated this 30th day of November, 1995.

Barbara J. Kam, CMC
City Clerk

Ventura Hillside Voter Participation Measure

The people of the City of San Buenaventura do ordain as follows:

Section 1. Title

This measure shall be known as the Ventura Hillside Voter Participation Measure.

Section 2. Purpose

The overall purpose of this measure is to allow City voters to participate in the review process relating to non-exempt development projects that may be proposed in a certain portion of the "Hillside Area" of the City as defined in the City's Comprehensive Plan Update to the Year 2010 (hereafter the "Comprehensive Plan"). The portion of the Hillside Area under consideration lies generally north of the City, constitutes an area approximately 9108 acres in size, and is further depicted as the "Hillside Voter Participation Area" indicated in Exhibit "A" attached hereto and made a part hereof. The proposed Hillside Voter Participation Area (also referred to from time to time hereafter as "HVP Area" or "HVPA") is outside the Ventura City limits, but it is within the "Planning Area" of the City of San Buenaventura as further indicated on Exhibit "A." The Comprehensive Plan Land Use Map currently designates the properties within the proposed Hillside Voter Participation Area as "Hillside Planned Residential" or "HPR" rather than "Agricultural" and, therefore, these properties are not subject to the Save Our Agricultural Resources ("SOAR") Initiative adopted by the voters in 1995.

In the recent past, some property owners within the proposed Hillside Voter Participation Area have publicly presented initial proposals to develop those properties with a combination of residential uses and open space and recreational areas proposed to include, among other things, hiking and equestrian trails for use by the public. In the course of public meetings and informational workshops discussing these proposals, it has become apparent that there is a high level of public concern over potential issues of scenic resource protection, open space and recreational opportunities, infrastructure needs, traffic circulation, and other development-related issues arising from any proposed changes in the use of this important part of the City's Planning Area. This measure, in recognition of this heightened public concern, is intended to provide the electorate of the City of San Buenaventura with an opportunity to vote on the approval of any such development proposals or any similar proposals to extend urban services to the Hillside Voter Participation Area or develop property in the Hillside Voter Participation Area with urbanized land uses.

More particularly, this measure proposes to amend the Comprehensive Plan of the City of San Buenaventura by adding a requirement that approvals for extensions of “urban services” (defined in the City’s Hillside Management Program as the provision of domestic water and sewers) or any proposed “urbanized uses of land” (as defined herein) in the Hillside Voter Participation Area cannot be granted without prior approval by a majority vote of the electorate.

Section 3. Comprehensive Plan Amendment

The following text shall be inserted into the Land Use Element of the Comprehensive Plan at page 111-8 thereof:

Hillside Voter Participation Area

The electorate of the City of Ventura has adopted a Hillside Voter Participation Area (Ventura HVP Area). Its purpose, principles, implementation procedures, and methodologies for amendment are set forth in this Comprehensive Plan amendment.

A. PURPOSE

The City of Ventura Hillside Area, with its unique topography, viewsheds, watershed lands; its unique microclimate and hydrology, and its diversity of plant and wildlife resources, is one of the finest scenic resources in the Southern California region. The Comprehensive Plan recognizes the unique and important qualities and potential of the Hillside Area in, among other provisions, the declaration of specialized Objectives and Policies for the Hillside Area in the Resources Element of the Plan and the Plan’s requirements for continuing operation of, and compliance with, the City’s Hillside Management Program.

This Comprehensive Plan amendment is intended to provide for an increased level of public awareness and participation in the development review process applicable to that portion of the Hillside Area described and depicted in Exhibit “A” as the “Hillside Voter Participation Area.” It is further intended to provide assurance to the public that any proposed development in the Hillside Voter Participation Area appropriately takes into account the Area’s unique combination of viewshed, watershed, open space, scenic area, and environmentally sensitive habitat, and that agricultural, viewshed, watershed, and open space lands in the Hillside Voter Participation Area are not converted to urban or other non-open space uses without public discussion and a vote of the people. Increasing citizen participation in the development review process through the establishment of a Hillside Voter Participation Area enhances the City’s sense of community, allows for development unique to the City of Ventura, and promotes the efficient use of the City’s infrastructure.

More specifically, this Comprehensive Plan amendment is intended to provide an opportunity for the public to be involved in insuring that any development projects proposed in the Hillside Voter Participation Area, shall, at a minimum:

1. Maintain the scenic character of the hillsides in areas of future development, by preserving significant natural landmarks and scenic ridgelines and slopes.
2. Provide increased recreational opportunities for existing and future hillside and other City residents, by improving access to existing parks and establishing additional parks or open, non-developed areas in conjunction with future hillside development.
3. Maximize public access to hillside open space and recreation areas, by establishing a system of linear parks and hiking trails along scenic ridges and barrancas.
4. Minimize the impact of hillside development on sensitive natural habitats and historical or archaeological resources.

B. PRINCIPLES

Inappropriate urban encroachment into Hillside open space, viewshed, watershed, scenic areas, and biological resource areas would have the potential to impact sensitive environmental areas, unwarrantedly intrude on open space, diminish the quality of life and threaten the public health, safety and welfare by leading to increased traffic congestion, associated air pollution, erosion, alteration of sensitive lands in watershed areas and causing potentially serious water problems, such as pollution, depletion and sedimentation of available water resources not only for the City of Ventura, but for its jurisdictional neighbors. Inappropriate urban encroachment could further result in the unwarranted extension of public services and facilities into sensitive areas.

The unique character of the City of Ventura and quality of life of City residents depends on the appropriate protection of the Hillside Area's substantial amount of open space, viewshed, watershed, scenic resources, and biological resources. The increased public awareness and involvement in the fate of such lands through the implementation of this Comprehensive Plan amendment will provide the public a special opportunity to assure that future generations of Ventura citizens will not be deprived of the benefits of access to a viable water supply, flood and erosion control, protection of viewsheds, wildlife, environmentally sensitive areas, open space and recreational areas, and irreplaceable natural resources.

C. IMPLEMENTATION

(1) There is hereby established a Ventura Hillside Voter Participation Area (Ventura HVP Area). The Ventura HVP Area is that portion of the Hillside Area delineated and depicted in Exhibit "A" of this Comprehensive Plan amendment (hereafter, the "HVP Area Map"). As shown on the HVP Area Map, the southern boundary of the HVP Area generally follows the northern segment of the City's incorporated limit as established by the Local Agency Formation Commission for the City of Ventura, except as the HVP boundary line runs northerly of some small residential lots on or near Foothill Road west of Arroyo Verde Park as further depicted on Exhibit "A." East of Harmon Barranca, the HVP Area boundary generally follows the alignment of Foothill Road eastward to the boundary of the City's Planning Area. The northerly boundary of the HVP Area continues, generally, as the northern boundary of the City's Planning Area. The westerly boundary of the HVP Area alternately follows the City limit boundary or Sphere of Influence boundary easterly of the North Avenue area. The foregoing narrative description is intended to be general in nature and all of the foregoing is more particularly depicted and described in Exhibit "A"

Insofar as the HVP Area boundary described and depicted in this Comprehensive Plan amendment, including Exhibit "A" hereto, is said or shown to be coterminous with either the City's incorporated limit or the City's Sphere of Influence boundary, or with the boundary of the City's Planning Area, such references are intended to be, and shall be construed to be, the location of the City limit boundary or Sphere of Influence boundary or boundary of the City's Planning Area, as applicable, as each of those boundaries are established for the City of Ventura as of January 1, 2001. Although the HVP Area boundary is established, in part, in generally the same location as the City limit boundary, or in some instances, the Sphere of Influence boundary, the establishment of the HVP Area boundary is not intended to and shall in no way inhibit the Local Agency Formation Commission from changing or altering the City limit boundary or Sphere of Influence boundary in accordance with State law. The boundary of the HVP Area, although incidentally coterminous as of one point in time with the City limit boundary or Sphere of Influence boundary or boundary of the City's Planning Area, is independent from these boundaries in legal significance and purpose. While the City limit boundary or Sphere of Influence boundary may be, from time to time, altered by the Local Agency Formation Commission, or the boundary of the City's Planning Area may be changed, the HVP Area boundary shall not be changed except as provided herein.

(2) Until December 31, 2030, the City of Ventura shall not extend urban services into, and shall not authorize urbanized uses of land within, the Ventura Hillside Voter Participation Area unless otherwise authorized by a vote of the people, except for the purpose of construction of public potable water facilities, public parks or other city government facilities or as otherwise provided or excepted herein. Upon the effective date of this Hillside Voter Participation Area Comprehensive

Plan amendment, the City and its departments, boards, commissions, officers and employees shall not grant, or by inaction allow to be approved by operation of law, any Comprehensive Plan amendment, rezoning, specific plan, subdivision map, conditional use permit, building permit or any other ministerial or discretionary entitlement, which is inconsistent with the purposes of this Comprehensive Plan amendment, unless in accordance with the amendment procedures of Section 4 of this Comprehensive Plan amendment.

(3) "Urbanized uses of land" shall mean any development that would require the establishment of new community sewer systems or the significant expansion of existing community sewer systems; or, would result in the creation of residential densities greater than one primary residential unit per 40 acres in area; or, would result in the establishment of commercial or industrial uses that are neither agriculturally-related nor related to the production of mineral resources.

(4) The Land Use Map is amended to reflect the existence of the Ventura Hillside Voter Participation Area as generally described in paragraph (1) above and as depicted in Exhibit "A," attached hereto.

(5) The Hillside Voter Participation Area, as defined herein, may not be amended, altered, revoked or otherwise changed prior to December 31, 2030, except by vote of the people or by the City Council pursuant to the procedures set forth in Section 4 of this Comprehensive Plan amendment. For purposes of this Ordinance, approval by a vote of the people is accomplished when a Comprehensive Plan amendment is placed on the ballot through any procedure provided for in the Election Code, and a majority of the voters vote in favor of it. Whenever the City Council adopts an amendment requiring approval by a vote of the people pursuant to the provisions of this subsection, the City Council's action shall have no effect until after such a vote is held and a majority of the voters vote in favor of it. The City Council shall follow the provisions of the Election Code in all matters pertaining to such an election.

Section 4. Changes to Area: Procedures.

Until December 31, 2030, the foregoing Purposes, Principles and Implementation provisions of this Comprehensive Plan amendment, and the Hillside Voter Participation Area may be amended only by a vote of the people commenced pursuant to the initiative process by the public, or pursuant to the procedures set forth below:

A. The City Council may amend the boundary of the Hillside Voter Participation Area depicted on Exhibit "A" if it finds such amendment to be in the public interest, provided that the amended boundary enlarges said Hillside Voter Participation Area established by this Comprehensive Plan amendment.

B. The City Council, following at least one public hearing for presentation by an applicant and the public, and after compliance with the California Environmental Quality Act, may amend the Hillside Voter Participation Area described herein, based on substantial evidence in the record, if the City Council makes each of the following findings:

- (1) Application of the provisions of subsections (A) or (B) of the amendment procedures set forth in this Section 4 are unworkable and failure to amend the Hillside Voter Participation Area would constitute an unconstitutional taking of a landowner's property for which compensation would be required or would deprive the landowner of a vested right; and
- (2) The amendment and associated land use designations will allow additional land uses only to the minimum extent necessary to avoid said unconstitutional taking of the landowner's property or to give effect to the vested right.

C. The City Council, following at least one public hearing for presentations by an applicant and the public, and after compliance with the California Environmental Quality Act, may place any amendment to the Hillside Voter Participation Area or the provisions of this Comprehensive Plan amendment on the ballot pursuant to the mechanisms provided by state law.

D. The Comprehensive Plan may be reorganized and individual provisions, including the provisions of this ordinance, maybe renumbered or reordered in the course of ongoing updates of the Comprehensive Plan in accordance with the requirements of state law.

Section 5. No Changes to Save Our Agricultural Resources Initiative

Any restrictions imposed upon the City of San Buenaventura limiting the City's ability to redesignate, or allow development of, property designated "Agricultural" that are in effect as a result of the "SOAR" initiative approved by the voters in 1995 and adopted by the City Council as Ordinance No. 95-33 shall remain in full force and effect and shall not be amended, modified, altered, or abridged by the adoption of this ordinance.

Section 6. Exemptions:

The provisions of this ordinance do not apply to:

- A. Construction or reconstruction of, or related to, public potable water facilities, public parks or other city government facilities; or
- B. Construction or reconstruction of no more than one residential dwelling unit, and incidental uses or structures related thereto, on an individual parcel of land that is lawfully established of record as of the effective date of this Comprehensive Plan amendment and that is contiguous to the City's incorporation boundary but only to the extent that such a legally established parcel is developed with, or proposed to be developed with, no more than one residential dwelling unit; or
- C. Any development that would result in the creation of residential densities equal to or less than one primary residential unit per 40 acres in area; or, would result in the establishment of commercial or industrial uses that are agriculturally-related or related to the production of mineral resources; or
- D. Any development project that has obtained, as of the effective date of this Comprehensive Plan amendment, a vested right pursuant to state or local law; or
- E. Uses that are "incidental" (as the City's Zoning Ordinance defines "incidental uses") to uses lawfully established as of the effective date of this Comprehensive Plan amendment.

Section 7. Interpretation

This ordinance shall be broadly construed in order to achieve the purposes stated in this ordinance. It is the intent of the voters that the provisions of this measure shall be interpreted by the City and others in a manner that promotes public participation in decision-making relating to future development proposals within in the Hillside Voter Participation Area.

Section 8. Insertion Date

A. Upon the effective date of this ordinance, Sections 3, 4, 5, 6, and 7 of this ordinance shall be deemed inserted in the Comprehensive Plan and the Land Use Map referred to in Part C of Section 3 shall be deemed amended even though the reprinting may not occur until it can be carried out by the staff of the City of San Buenaventura.

B. The Comprehensive Plan in effect at the time the City Council decided to place this measure on the ballot, and the Comprehensive Plan as amended by this ordinance, comprise an integrated, internally consistent and compatible statement of policies for the City of San Buenaventura. In order to ensure that the Comprehensive Plan remains an integrated, internally consistent and compatible statement of policies and to ensure that the actions of the voters in enacting this ordinance are given effect, any provision of the Comprehensive Plan that is adopted between July 23, 2001 and the effective date of this ordinance, to the extent that such provision is inconsistent with this ordinance, shall be amended as soon as possible and in the manner and time required by state law to ensure consistency between such provision and Section 3 of this ordinance. In the alternative, such interim-enacted inconsistent provisions shall be repealed.

Section 9. Amendment or Repeal

This ordinance may be amended or repealed only by the voters of the City of San Buenaventura at an election held in accordance with state law, except as expressly provided by Section 4 herein.

V E N T U R A C O M M U N I T Y P A R K S O A R A M E N D M E N T

The people of the City of San Buenaventura do ordain as follows:

Section 1. Title

This measure shall be known as the Ventura Community Park SOAR Amendment.

Section 2. Purpose

The purpose of this measure is to allow the City to develop a Community Park on a parcel of property located at the northwest corner of the intersection of Kimball Road and Telephone Road. The subject property, which is approximately 100 acres in size, is further described in Exhibit "A," attached hereto and made a part hereof, and is hereafter referred to as the "Property." Most of the Property is outside the Ventura City limits but within the "Planning Area" of the City of San Buenaventura and therefore covered by the City's Comprehensive Plan Update to the Year 2010 (hereafter the "Comprehensive Plan"). The Property is currently designated "Agricultural" under the Comprehensive Plan and, therefore, also subject to the 1995 Save Our Agricultural Resources ("SOAR") Initiative.

The City is proposing to develop the Property with community-oriented public park facilities that may include, among other things, athletic fields, an aquatic facility, a community center and other related buildings and structures for use by the public. If this measure is approved, the City may also construct and operate a fire station on a portion of the Property.

This initiative proposes to amend the Comprehensive Plan of the City of San Buenaventura, by changing the designation of the Property in the Comprehensive Plan Land Use Plan Map from "Agricultural" (or "A") to "Parks" (or "P"). This will allow the City of San Buenaventura to potentially develop the Property with a Community Park without being restricted by the SOAR Initiative.

VENTURA COMMUNITY PARK SOAR AMENDMENT

Section 3. Comprehensive Plan Amendment

Part A.

The following paragraph titled “Parks Uses” is hereby added to the Land Use Element of the Comprehensive Plan, more particularly, to the provisions of the Serra Community Intent and Rationale Statement on page III-96, to read as follows:

Parks Uses: The Parks Land Use Plan designation is applied to an approximately 100-acre site at the northwest corner of Kimball Road and Telephone Road for the purpose of developing a multi-purpose community-oriented public park on this site. It is further intended that this site should be zoned to the “P” (Parks) zone if and when it is annexed to the City. Design Review should be carried out by the City's Planning Commission prior to the development of any Recreation Services use types on the site to assure that the range of community park uses potentially permitted on the site by the "P" zone are well integrated on the site and compatible with adjacent land uses.”

Part B.

The Property is deleted from the discussion of “Agricultural Uses” in the Serra Community provisions of the Land Use Element of the Comprehensive Plan. To that end, the final paragraph with the heading **Agricultural Use** beginning at the bottom of page III-95 and ending at the top of page III-96 is hereby revised to read as follows:

Agricultural Use: A 297-acre area between Telephone Road and the Southern Pacific Railroad and a 172-acre area between Bristol Road and the Santa Clara River are designated Agricultural Use, not to be reconsidered until after the Year 2010, to preserve their existing agricultural character.”

Part C.

The Land Use Plan Map incorporated in the Comprehensive Plan is hereby amended, and official copies thereof shall be revised by City staff, to reflect the foregoing amendments to the text of the Land Use Element.

VENTURA COMMUNITY PARK SOAR AMENDMENT

Section 4. Zoning

Upon annexation to the City of San Buenaventura, the zoning classification for the Property shall be "P" (Parks) and the Official Zoning District Map incorporated in the Zoning Ordinance shall, by this Measure, be amended, and official copies thereof shall be revised by City staff, to reflect the foregoing zone change to the Property.

Section 5. Save Open-Space and Agricultural Resources

Any restrictions imposed upon the City of San Buenaventura limiting the City's ability to redesignate, or allow development of, property designated "Agricultural" that are in effect on the day that this Initiative is approved by the voters shall remain in full force and effect except as to the Property. The City of San Buenaventura may allow development of a community park on the Property in accordance with this ordinance.

Section 6. Interpretation

This ordinance shall be broadly construed in order to achieve the purposes stated in this ordinance. It is the intent of the voters that the provisions of this ordinance shall be interpreted by the City of San Buenaventura and others in a manner that facilitates the development of a community park on the Property in accordance with the purposes of this ordinance.

Section 7. Insertion Date

Part A. Upon the effective date of this ordinance, Part A and Part B of Section 3 of this ordinance shall be deemed inserted in the Comprehensive Plan and the Land Use Map referred to in Part C of Section 3 shall be deemed amended even though the reprinting may not occur until it can be carried out by the staff of the City of San Buenaventura.

Part B. The Comprehensive Plan in effect at the time the City Council decided to place this measure on the ballot, and the Comprehensive Plan as amended by this ordinance, comprise an integrated, internally consistent and compatible statement of policies for the City of San Buenaventura.

V E N T U R A C O M M U N I T Y P A R K S O A R A M E N D M E N T

In order to ensure that the Comprehensive Plan remains an integrated, internally consistent and compatible statement of policies and to ensure that the actions of the voters in enacting this ordinance are given effect, any provision of the Comprehensive Plan that is adopted between [the date the City Council decided to place this measure on the ballot] and the effective date of this ordinance, to the extent that such provision is inconsistent with this ordinance, shall be amended as soon as possible and in the manner and time required by state law to ensure consistency between such provision and Section 3 of this ordinance. In the alternative, such interim-enacted inconsistent provisions shall be repealed.

Section 8. Amendment or Repeal

Section 3 and Section 4 of this ordinance may be amended or repealed only by the voters of the City of San Buenaventura at an election held in accordance with state law.

The people of the City of San Buenaventura do ordain as follows:

Section 1. Title

This ordinance shall be known as the First Assembly of God Land Initiative.

Section 2. Purpose

The purpose of this ordinance is to allow the First Assembly of God (hereafter "Church") to develop a property located at the northwest corner of the intersection of Montgomery Avenue and Northbank Drive. Such property is 25.59 acres and is further described in Exhibit A, attached hereto and made a part hereof, and is hereafter referred to as "Property". The Church wishes to develop the Property in accordance with City of San Buenaventura Ordinance No 95-33 (commonly known as "SOAR") guidelines for a sanctuary, related Church buildings, and athletic fields for use by the community of San Buenaventura.

Since the Property is within the sphere of influence of the City of San Buenaventura, this ordinance (1) amends the Comprehensive Plan Update to the Year 2010 (hereafter the "General Plan") of the City of San Buenaventura, and (2) prezones the Property to the R-1 Single Family zone with a subzone of R-1-1AC. This will allow the City of San Buenaventura to annex the Property with a restricted land use that is compatible with the Church's development of the Property.

Section 3. General Plan Amendment

Part A.

The second paragraph under the heading "Residential Uses" appearing on page III-94 of the General Plan describes the areas that may be used for low-density, single family homes in the Serra Community area of the City of San Buenaventura. The single family use (designated as SF in the General Plan) is the most restrictive land use that will allow the Church to build a sanctuary, related church buildings, and athletic fields. Section 4 of this initiative will further restrict the Property by pre-zoning the Property and requiring a minimum of one acre for each parcel. This will make the Property unattractive for single family development but still acceptable for the Church sanctuary, related Church buildings, and athletic fields. This ordinance adds the Church's 25.59 acre parcel to the SF land use.

The second paragraph under the heading “Residential Uses” appearing on page III-94 of the General Plan is hereby amended to read as follows:

“The SF category is applied to an approximately 3-acre site at the southeast corner of Henderson and Petit Avenue, a 1.7-acre site southerly of Darling Road extended, and a 25.59-acre site located at the northwest corner of Montgomery Avenue and Northbank Drive.”

Part B.

The final paragraph with the heading “Agricultural Use” beginning at the bottom of page III-95 and ending at the top of page III-96 of the General Plan describes that portion of the Serra Community area of the City of San Buenaventura which may only be used for agricultural uses. This ordinance deletes the Church’s 25.59 acre parcel from the agricultural use category.

The final paragraph with the heading “Agricultural Use” beginning at the bottom of page III-95 and ending at the top of page III-96 of the General Plan is hereby amended to read as follows:

Agricultural Use: A 100-acre site at the northwest corner of Kimball Road and Telephone, a 297-acre area between Telephone Road and the Southern Pacific Railroad except for the 25.59-acre site located at the northwest corner of Montgomery Avenue and Northbank Drive, and a 172-acre area between Bristol Road and the Santa Clara River are designated Agricultural Use, not to be reconsidered until after the Year 2010, to preserve their existing agricultural character.”

Part C.

The map of the Land Use Plan contained in the General Plan shall be redrafted to reflect the foregoing amendments.

Section 4. Zoning

The most restrictive zoning in the City of San Buenaventura which will allow the Church to build a sanctuary, related Church buildings, and athletic fields on the Property is an R-1 Single Family zone with a subzone of R-1-1AC. The R-1-1AC subzone restricts the Property by requiring a minimum of one acre for each parcel. This will make the Property unattractive for single family development but still acceptable for the Church's sanctuary, related Church buildings, and athletic fields.

Therefore, upon annexation of the Property to the City of San Buenaventura the zoning designation for the Property shall be the R-1 Single Family zone with a subzone of R-1-1AC.

Section 5. Save Open-Space and Agricultural Resources

Any restrictions imposed upon the City of San Buenaventura limiting the City's ability to annex property and allow development of such property shall remain in full force and effect except as to the 25.59-acres of the Property.

Section 6. Construction

This ordinance shall be broadly construed in order to achieve the purposes stated in this ordinance. It is the intent of the voters that the provisions of this ordinance shall be interpreted by the City of San Buenaventura and others in a manner that facilitates the development of the Property in accordance with the purposes of this ordinance.

Section 7. Insertion Date

Part A. Upon the effective date of this ordinance, Part A and Part B of Section 3 of this ordinance shall be deemed inserted in the General Plan and the Land Use Map referred to in Part C of Section 3 shall be deemed amended even though the reprinting may not occur until deemed convenient by the City of San Buenaventura.

Part B. The General Plan in effect at the time the Notice of Intention to circulate this initiative was submitted to the City Clerk of the City of San Buenaventura, and the General Plan as amended by this ordinance, comprise an integrated, internally consistent and compatible statement of policies for the City of San Buenaventura. In order to ensure that the General Plan remains an integrated, internally consistent and compatible statement of policies and to ensure that the actions of the voters in enacting this ordinance are given effect, any provision of the General Plan that is adopted between the Notice of Intention and the effective date of this ordinance, to the extent that such provision is inconsistent with this ordinance, shall be amended as soon as possible and in the manner and time required by state law to ensure consistency between such provision and Section 3 of this ordinance. In the alternative, such interim-enacted inconsistent provisions shall be repealed.

Section 8. Amendment or Repeal

Section 3 and Section 4 of this ordinance may be amended or repealed only by the voters of the City of San Buenaventura at an election held in accordance with state law.

F I R S T A S S E M B L Y O F G O D L A N D I N I T I A T I V E

EXHIBIT "A"

PARCEL 1:

That portion of Subdivision 98 of Rancho Santa Paula y Saticoy, in the county of Ventura, state of California, as per map recorded in book "A" pag3 290 of Miscellaneous Records (Transcribed Records from Santa Barbara County), in the office of the county recorder of said county, described as follows:

Beginning at the point of intersection of the centerline of the right of way of the Southern Pacific Railroad and the boundary line between Subdivisions 98 and 99 of said Rancho Santa Paula y Saticoy; thence from said point of beginning,

1st: - North 10° 30' West 9.482 chains, more or less, to the southeast corner of that certain Parcel of land conveyed to Charles H. Fowler, by deed dated March 18, 1892, recorded in book 36 page 86 of Deeds; thence,

2nd: - South 79° 30' West 19.25 chains, along the south line of said lands of Charles H. Fowler, to the northeast corner of that certain Parcel of land as conveyed to Emma J. Tyler, by deed dated June 20, 1894, recorded in book 43 page 90 of Deeds; thence,

3rd: - South 10° 30' East 18.982 chains, more or less, along the east line of said lands of Emma J. Tyler, to a point in the centerline of the right of way of the Southern Pacific Railroad; thence along same,

4th: - North 53° 15' East 22.57 chains, more or less, to the point of beginning.

EXCEPT a strip of parcel of land 50 feet wide lying adjoining and immediately west of the east line of the above described land, conveyed to the County of Ventura, as a public highway, by deed recorded July 12, 1889, in book 28 page 338 of Deeds.

ALSO EXCEPT that portion thereof conveyed to the Southern Pacific Railroad Company by deed recorded January 27, 1887 in book 18 page 146 of Deeds.

RESERVING unto the grantor herein, all oil, gas and mineral rights in and to said land, without however, any right of surface entry in and to a depth of 500 feet.

FIRST ASSEMBLY OF GOD LAND INITIATIVE

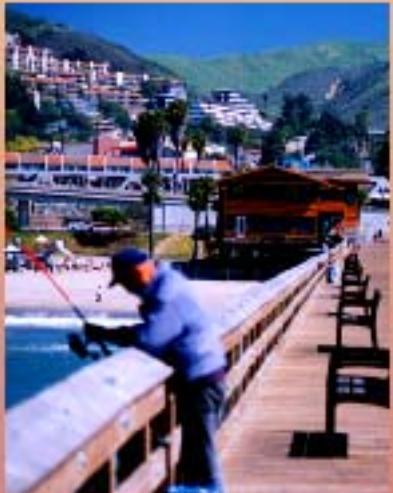
PARCEL 3:

That certain parcel in Lot 99 of the Rancho Santa Paula y Saticoy, marked "not a part of this subdivision" on the map of Tract No. 1333-1, in the City of San Buenaventura, county of Ventura, state of California, as per map recorded in book 30 page 51 of Maps, in the office of the county recorder of said county, and lying northwesterly of the Southern Pacific Railroad right of way, easterly of Bristol Road and southwesterly of Montgomery Avenue, as shown on said map.

RESERVING unto the grantor herein, all oil, gas and mineral rights in and to said land, without however, any right of surface entry in and to a depth of 500 feet from the surface thereof.

ventura's general plan

A T T A C H M E N T S



"The desire for community is a constant of human nature."

— Steven Price
Urban Advantage
Berkeley, California

CITY OF
VENTURA

21ST CENTURY TOOL KIT

Prelude

The 2005 Ventura General Plan envisions a new direction to protect and preserve its citizens' quality of life. This direction is based on the recognition that zoning and land development, as practiced for the past several decades, has not served our citizens, our city, or our environment as well as it should.

Currently, the two most successful movements created to alleviate this situation are "Smart Growth" and "New Urbanism." Smart Growth is a government initiated approach against sprawl that addresses underlying policy from the top-down, and is primarily marketed by government and similar agencies. New Urbanism is a grass roots, market response to outdated zoning and land use policy as it impacts development and the physical properties of the public realm. Its chief advocates are architects and town designers.

Smart Growth grew out of early New Urbanist work, and both are concerned with the real outcomes of the built environment and how it affects communities environmentally, economically, culturally, and socially.

The Ahwahnee Principles and the Charter for the New Urbanism, listed below, were created early on as "constitutions" that governed these movements. Both are valuable tools that Ventura would be wise to include in its 21st Century Tool Kit to understand and solve long-standing problems associated with growth and change.

AHWAHNEE PRINCIPLES**Preamble:**

Existing patterns of urban and suburban development seriously impair our quality of life. The symptoms are: more congestion and air pollution resulting from our increased dependence on automobiles, the loss of precious open space, the need for costly improvements to roads and public services, the inequitable distribution of economic resources, and the loss of a sense of community. By drawing upon the best from the past and the present, we can plan communities that will more successfully serve the needs of those who live and work within them. Such planning should adhere to certain fundamental principles.

Community Principles

1. All planning should be in the form of complete and integrated communities containing housing, shops, work places, schools, parks and civic facilities essential to the daily life of the residents.

2. Community size should be designed so that housing, jobs, daily needs and other activities are within easy walking distance of each other.
3. As many activities as possible should be located within easy walking distance of transit stops.
4. A community should contain a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within its boundaries.
5. Businesses within the community should provide a range of job types for the community's residents.
6. The location and character of the community should be consistent with a larger transit network.
7. The community should have a center focus that combines commercial, civic, cultural and recreational uses.
8. The community should contain an ample supply of specialized open space in the form of squares, greens and parks whose frequent use is encouraged through placement and design.
9. Public spaces should be designed to encourage the attention and presence of people at all hours of the day and night.
10. Each community or cluster of communities should have a well-defined edge, such as agricultural greenbelts or wildlife corridors, permanently protected from development.
11. Streets, pedestrian paths and bike paths should contribute to a system of fully-connected and interesting routes to all destinations. Their design should encourage pedestrian and bicycle use by being small and spatially defined by buildings, trees and lighting; and by discouraging high speed traffic.
12. Wherever possible, the natural terrain, drainage and vegetation of the community should be preserved with superior examples contained within parks or greenbelts.
13. The community design should help conserve resources and minimize waste.
14. Communities should provide for the efficient use of water through the use of natural drainage, drought tolerant landscaping and recycling.
15. The street orientation, the placement of buildings and the use of shading should contribute to the energy efficiency of the community.

Regional Principles

1. The regional land-use planning structure should be integrated within a larger transportation network built around transit rather than freeways.
2. Regions should be bounded by and provide a continuous system of greenbelt/wildlife corridors to be determined by natural conditions.
3. Regional institutions and services (government, stadiums, museums, etc.) should be located in the urban core.
4. Materials and methods of construction should be specific to the region, exhibiting a continuity of history and culture and compatibility with the climate to encourage the development of local character and community identity.

Implementation Principles

1. The general plan should be updated to incorporate the above principles.
2. Rather than allowing developer-initiated, piecemeal development, local governments should take charge of the planning process. General plans should designate where new growth, infill or redevelopment will be allowed to occur.

3. Prior to any development, a specific plan should be prepared based on these planning principles.
4. Plans should be developed through an open process and participants in the process should be provided visual models of all planning proposals.

CONGRESS FOR THE NEW URBANISM

THE CONGRESS FOR THE NEW URBANISM views disinvestment in central cities, the spread of placeless sprawl, increasing separation by race and income, environmental deterioration, loss of agricultural lands and wilderness, and the erosion of society's built heritage as one interrelated community building challenge.

WE STAND for the restoration of existing urban centers and towns within coherent metropolitan regions, the reconfiguration of sprawling suburbs into communities of real neighborhoods and diverse districts, the conservation of natural environments, and the preservation of our built legacy.

WE RECOGNIZE that physical solutions by themselves will not solve social and economic problems, but neither can economic vitality, community stability, and environmental health be sustained without a coherent supportive physical framework.

WE ADVOCATE the restructuring of public policy and development practices to support the following principles: neighborhoods should be diverse in use and population; communities should be designed for the pedestrian and transit as well as the car; cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions; urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice.

WE REPRESENT a broad-based citizenry, composed of public and private sector leaders, community activists, and multidisciplinary professionals. We are committed to reestablishing the relationship between the art of building and the making of community, through citizen-based participatory planning and design.

WE DEDICATE ourselves to reclaiming our homes, blocks, streets, parks, neighborhoods, districts, towns, cities, regions, and environment.

We assert the following principles to guide public policy, development practice, urban planning, and design:

The region: Metropolis, city, and town

1. Metropolitan regions are finite places with geographic boundaries derived from topography, watersheds, coastlines, farmlands, regional parks, and river basins. The metropolis is made of multiple centers that are cities, towns, and villages, each with its own identifiable center and edges.
2. The metropolitan region is a fundamental economic unit of the contemporary world. Governmental cooperation, public policy, physical planning, and economic strategies must reflect this new reality.
3. The metropolis has a necessary and fragile relationship to its agrarian hinterland and natural landscapes. The relationship is environmental, economic, and cultural. Farmland and nature are as important to the metropolis as the garden is to the house.
4. Development patterns should not blur or eradicate the edges of the metropolis. Infill development within existing urban areas conserves environmental resources, economic investment, and social fabric, while reclaiming marginal and abandoned areas. Metropolitan regions should develop strategies to encourage such infill development over peripheral expansion.
5. Where appropriate, new development contiguous to urban boundaries should be organized as neighborhoods and districts, and be integrated with the existing urban pattern. Noncontiguous development should be organized as towns and villages with their own urban edges, and planned for a jobs/housing balance, not as bedroom suburbs.
6. The development and redevelopment of towns and cities should respect historical patterns, precedents, and boundaries.
7. Cities and towns should bring into proximity a broad spectrum of public and private uses to support a regional economy that benefits people of all incomes. Affordable housing should be distributed throughout the region to match job opportunities and to avoid concentrations of poverty.
8. The physical organization of the region should be supported by a framework of transportation alternatives. Transit, pedestrian, and bicycle systems should maximize access and mobility throughout the region while reducing dependence upon the automobile.
9. Revenues and resources can be shared more cooperatively among the municipalities and centers within regions to avoid destructive competition for tax base and to promote rational coordination of transportation, recreation, public services, housing, and community institutions.

The neighborhood, the district, and the corridor

1. The neighborhood, the district, and the corridor are the essential elements of development and redevelopment in the metropolis. They form identifiable areas that encourage citizens to take responsibility for their maintenance and evolution.
2. Neighborhoods should be compact, pedestrian-friendly, and mixed-use. Districts generally emphasize a special single use, and should follow the principles of neighborhood design when possible. Corridors are regional connectors of neighborhoods and districts; they range from boulevards and rail lines to rivers and parkways.
3. Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Interconnected networks of streets should be designed to encourage walking, reduce the number and length of automobile trips, and conserve energy.
4. Within neighborhoods, a broad range of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community.
5. Transit corridors, when properly planned and coordinated, can help organize metropolitan structure and revitalize urban centers. In contrast, highway corridors should not displace investment from existing centers.
6. Appropriate building densities and land uses should be within walking distance of transit stops, permitting public transit to become a viable alternative to the automobile.
7. Concentrations of civic, institutional, and commercial activity should be embedded in neighborhoods, and districts, not isolated in remote, single-use complexes. Schools should be sized and located to enable children to walk or bicycle to them.
8. The economic health and harmonious evolution of neighborhoods, districts, and corridors can be improved through graphic urban design codes that serve as predictable guides for change.
9. A range of parks, from tot-lots and village greens to ball fields and community gardens, should be distributed within neighborhoods. Conservation areas and open lands should be used to define and connect different neighborhoods and districts.

The block, the street, and the building

1. A primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use.
2. Individual architectural projects should be seamlessly linked to their surroundings. This issue transcends style.
3. The revitalization of urban places depends on safety and security. The design of streets and buildings should reinforce safe environments, but not at the expense of accessibility and openness.
4. In the contemporary metropolis, development must adequately accommodate automobiles. It should do so in ways that respect the pedestrian and the form of public space.
5. Streets and squares should be safe, comfortable, and interesting to the pedestrian. Properly configured, they encourage walking and enable neighbors to know each other and protect their communities.
6. Architecture and landscape design should grow from local climate, topography, history, and building practice.
7. Civic buildings and public gathering places require important sites to reinforce community identity and the culture of democracy. They deserve distinctive form, because their role is different from that of other buildings and places that constitute the fabric of the city.
8. All buildings should provide their inhabitants with a clear sense of location, weather and time. Natural methods of heating and cooling can be more resource-efficient than mechanical systems.
9. Preservation and renewal of historic buildings, districts, and landscapes affirm the continuity and evolution of urban society.

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For information, visit www.cnu.org

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**GLOSSARY OF TERMS
IN THE 2005 VENTURA GENERAL PLAN**

Abbreviations

ADT:	Average number of vehicle trips per day
CEQA:	California Environmental Quality Act
CIP:	Capital Improvements Program
CNEL:	Community Noise Equivalent Level
dB:	Decibel
DOF:	California Department of Finance
EIR:	Environmental Impact Report
FAR:	Floor Area Ratio
FEMA:	Federal Emergency Management Agency
LAFCo:	Local Agency Formation Commission
Ldn:	Day and Night Average Sound Level
Leq:	Sound Energy Equivalent Level
LOS:	Traffic Intersection Level of Service
RDA:	City of Ventura Redevelopment Agency
SCAG:	Southern California Association of Governments
SOI:	Sphere of Influence
TDM:	Transportation Demand Management
TOD:	Transit-Oriented Development
VCOG:	Ventura County Council of Governments

Definitions

Acre: Approximately 43,560 square feet.

Acres, Gross: The entire acreage of a site calculated to the centerline of proposed bounding streets and to the edge of the right-of-way of existing or dedicated streets.

Acres, Net: The portion of a site that can actually be built upon. The following generally are not included in the net acreage of a site: public or private road rights-of-way, public open space, and flood ways.

Action: A strategy carried out in response to adopted policy to achieve a specific goal or objective. Policies and action statements establish the “who,” “how” and “when” for carrying out the “what” and “where” of goals and objectives.

Adaptive Reuse: The conversion of obsolescent or historic buildings from their original or most recent use to a new use; for example, the conversion of former hospital or school buildings to residential use, or the conversion of a historic single-family home to office use.

Affordable Housing: Housing capable of being purchased or rented by a household with very low, low, or moderate income, based on a household’s ability to make monthly payments necessary to obtain housing. Housing is considered affordable when a household pays less than 30 percent of its gross monthly income (GMI) for housing including utilities.

Alley: A narrow service way, either public or private, which provides a permanently reserved but secondary means of public access not intended for general traffic circulation. Alleys typically are located along rear property lines.

Ambient: Surrounding on all sides; used to describe measurements of existing conditions with respect to traffic, noise, air and other environments.

Annex, v: To incorporate a land area into an existing district or municipality, with a resulting change in the boundaries of the annexing jurisdiction.

Aquifer: An underground, water-bearing layer of earth, porous rock, sand, or gravel, through which water can seep or be held in natural storage. Aquifers generally hold sufficient water to be used as a water supply.

G L O S S A R Y O F T E R M S

Arterial: Medium-speed (30-40 mph), medium-capacity (10,000-35,000 average daily trips) roadway that provides intra-community travel and access to the county-wide highway system. Access to community arterials should be provided at collector roads and local streets, but direct access from parcels to existing arterials is common.

Bicycle Lane (Class II): A corridor expressly reserved for bicycles, existing on a street or roadway in addition to any lanes for use by motorized vehicles.

Bicycle Path (Class I): A paved route not on a street or roadway and expressly reserved for bicycles traversing an otherwise unpaved area. Bicycle paths may parallel roads but typically are separated from them by landscaping.

Bicycle Route (Class III): A facility shared with motorists and identified only by signs, a bicycle route has no pavement markings or lane stripes.

Buffer: An area of land separating two distinct land uses that acts to soften or mitigate the effects of one land use on the other.

Building: Any structure used or intended for supporting or sheltering any use or occupancy.

Building Type: a structure category determined by function, disposition on the lot, and configuration, including frontage and height. For example, a rowhouse is a type, not a style.

Buildout: Development of land to its full potential or theoretical capacity as permitted under current or proposed planning or zoning designations.

California Environmental Quality Act (CEQA): Law requiring State and local agencies to regulate activities with consideration for environmental protection. If a proposed activity has the potential for a significant adverse environmental impact, an Environmental Impact Report (EIR) must be prepared and certified before taking action on the proposed project.

Capital Improvements Program (CIP): A program that schedules permanent City improvements at least five years ahead to fit projected fiscal capability. The CIP is reviewed annually.

Channelization: The straightening and/or deepening of a watercourse for purposes of runoff control or ease of navigation; often includes lining banks with retaining material such as concrete.

Character: Special physical characteristics of a structure or area that set it apart from its surroundings and contribute to its individuality.

Charrette: An interactive, multi-day public process in which the community works together with planning and design professionals and City staff and officials to create and support a feasible plan for a specific area of the City that will produce positive and transformative community change.

City: When capitalized, refers to the governmental entity; "city" refers to the geographic area.

Civic: the term defining not-for-profit organizations dedicated to the arts, culture, education, recreation, government, transit, and municipal parking.

Clustered Development: Buildings placed close together with the purpose of retaining open space area.

Co-housing: A residential development with dwelling units for grouped around a common kitchen, gathering room, and child-care facilities. Co-housing developments normally are organized as condominiums.

Collector: Relatively-low-speed (25-30 mph), relatively low-volume (5,000-10,000 average daily trips) street that provides circulation within and between neighborhoods. Collectors usually serve short trips and are intended for collecting trips from local streets and distributing them to the arterial network.

Commerce; Commercial: The buying and selling of commodities and services.

Community Noise Equivalent Level (CNEL): A 24-hour energy equivalent level derived from a variety of single-noise events, with weighting factors of 5 and 10 dBA applied to the evening (7 PM to 10 PM) and nighttime (10 PM to 7 AM) periods, respectively, to allow for the greater sensitivity to noise during these hours.

Community Park: Land with full public access intended to provide recreation opportunities beyond those supplied by neighborhood parks. Community parks are larger in scale than neighborhood parks but smaller than regional parks.

Corridor: Linear features that may form boundaries, as well as connections, between neighborhoods. Corridors frequently encompass major access routes, especially ones with commercial destinations. Corridors also can incorporate parks or natural features such as streams or canyons.

dB: Decibel; a unit used to express the relative intensity of a sound as it is heard by the human ear.

dBA: The "A-weighted" scale for measuring sound in decibels; weighs or reduces the effects of low and high frequencies in order to simulate human hearing. Every increase of 10 dBA doubles the perceived loudness though the noise is actually ten times more intense.

Dedication: The turning over by an owner or developer of private land for public use, and the acceptance of land for such use by the governmental agency having jurisdiction over the public function for which it will be used. Dedications for roads, parks, school sites, or other public uses often are made conditions for approval of a development by a city or county.

Density, Residential: The number of permanent residential dwelling units per gross acres of land.

Density Bonus: The allocation of development rights that allow a parcel to accommodate additional square footage or additional residential units beyond the maximum for which the parcel is zoned, usually in exchange for the provision or preservation of an amenity at the same site or at another location. Under California law, a housing development that provides 20 percent of its units for lower income households, or 10 percent of its units for very low-income households, or 50 percent of its units for seniors, is entitled to a density bonus.

Design Review: The comprehensive evaluation of a development and its impact on neighboring properties and the community as a whole, from the standpoint of site and landscape design, architecture, materials, colors, lighting, and signs, in accordance with a set of adopted criteria and standards.

Detention Basin: A structure constructed to retard flood runoff and minimize the effect of sudden floods. Water is temporarily stored and released through an outlet structure at a rate that will not exceed the carrying capacity of the channel downstream. Basins often are planted with grass and used for open space or recreation in periods of dry weather.

G L O S S A R Y O F T E R M S

Developer: An individual or business that prepares raw land for the construction of buildings or causes to be built physical space for use primarily by others, and in which the preparation of the land or the creation of the building space is in itself a business and is not incidental to another business or activity.

Development: The physical extension and/or construction of urban land uses, including: subdivision of land; construction or alteration of structures, roads, utilities, and other facilities; installation of septic systems; grading; deposit of refuse, debris, or fill materials; and clearing of natural vegetative cover (with the exception of agricultural activities). Routine repair and maintenance activities are exempted.

Development Fee: (See "Impact Fee.")

District: An area of the city that has a unique character identifiable as different from surrounding areas because of distinctive architecture, streets, geographic features, culture, landmarks, activities, and/or land uses. A neighborhood or parts of neighborhoods can form a district. Districts consist of streets or areas emphasizing specific types of activities. A corridor may also be a district, as when a major shopping avenue runs between adjoining neighborhoods.

Dwelling Unit: A room or group of rooms (including sleeping, eating, cooking, and sanitation facilities, but not more than one kitchen), which constitutes an independent housekeeping unit, occupied or intended for occupancy by one household on a long-term basis.

Encourage, *v*: To stimulate or foster a particular condition through direct or indirect action by the private sector or government agencies.

Enhance, *v*: To improve existing conditions by increasing the quantity or quality of beneficial uses or features.

Environment: The existing physical conditions in an area that will be affected by a proposed project, including land, air, water, mineral, flora, fauna, noise, and objects of historic or aesthetic significance.

Environmental Impact Report (EIR): A report required by CEQA that assesses all the environmental characteristics of an area and determines what effects or impacts will result if the area is altered or disturbed by a proposed action.

Fault: A fracture in the earth's crust forming a boundary between rock masses that have shifted.

Flood, 100-Year: The magnitude of a flood expected to occur on the average every 100 years, based on historical data. The 100-year flood has a one percent chance of occurring in any given year.

Floodplain: The relatively level land area on either side of the banks of a stream regularly subject to flooding. That part of the flood plain subject to a one percent chance of flooding in any given year is designated as an "area of special flood hazard" by the Federal Insurance Administration.

Floodway: The channel of a river or other watercourse and the adjacent land areas that must be reserved in order to discharge the "base flood" without cumulatively increasing the water surface elevation more than one foot. No development is allowed in floodways.

General Plan: A compendium of city or county policies regarding its long-term development, in the form of maps and accompanying text. The General Plan is a legal document required by the State of California Government Code Section 65301 and adopted by the City Council.

Gateway: A point along the edge of a city at which a person gains a sense of having left the environs and entered the city.

Goal: A general, overall, and ultimate purpose, aim, or end toward which the City will direct effort.

Green: A whole-building and systems approach to siting, design, construction, and operation that employs techniques that minimize environmental impacts and reduce the energy consumption of buildings while contributing to the health and productivity of occupants.

Hazardous Material: Any substance that, because of its quantity, concentration, or physical or chemical characteristics, poses a significant present or potential hazard to human health and safety or to the environment if released into the workplace or the environment. The term includes, but is not limited to, hazardous substances and hazardous wastes.

Hillside Area: All that area north of Foothill and Poli Street, and east of Cedar Street and within City limits. This area is subject to the Hillside Management Program.

Hillside Open Space: One of the 19 distinct communities within the City's Planning Area; coterminous with the Hillside Voter Participation Area; generally referred to as "hillsides".

Hillside Voter Participation Area or HVPA: The area subject to the "Hillside Voter Participation Act" (also known as Measure "P") as set forth in Appendix X and coterminous with the "Hillside Open Space" area depicted on the Land Use Diagram.

Hillsides: Synonymous and coterminous with HVPA and "Hillside Open Space".

Historic: Noteworthy for significance in local, state, or national history or culture, architecture or design, or housing works of art, memorabilia, or artifacts.

Household: Persons who occupy a housing unit.

August 8, 2005

Housing Element: A separately published State-mandated general plan element that assesses existing and projected housing needs of all economic segments of the community, identifies potential sites adequate to provide the amount and kind of housing needed, and contains adopted goals, policies, and implementation programs for the preservation, improvement, and development of housing. The Housing Elements is updated every five years.

Housing Unit: A room or a rooms intended for occupancy, separate from any other living space, with direct access from outside or through a common area.

Impact: The direct or indirect effect of human action on existing physical, social, or economic conditions.

Impact or Development Fee: A fee levied on the developer of a project as compensation for otherwise-unmitigated impacts the project will produce, not to exceed the estimated reasonable cost of providing the service for which the fee is charged.

Industry/Industrial: The manufacture, production, and processing of consumer goods. Industrial is often divided into "heavy industrial" uses, such as construction yards, quarrying, and factories; and "light industrial" uses, such as research and development and less intensive warehousing and manufacturing.

Infill: Development of vacant and/or underutilized land within areas already largely developed with urban uses.

Infrastructure: Public services and facilities, such as sewage-disposal systems, water-supply systems, and other utilities.

In-lieu Fee: Payment that substitutes for required dedication of land or provision of structures or amenities.

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Institutional: Uses such as hospitals, museums, schools, places of worship, and nonprofit activities of a welfare, educational, or philanthropic nature that cannot be considered residential, commercial, or industrial activities.

Landmark: (1) A building, site, object, structure, or significant tree, having historical, architectural, social, or cultural significance and marked for preservation by the local, state, or federal government. (2) A visually prominent or outstanding structure or natural feature that functions as a point of orientation or identification.

Ldn: Day-Night Average Sound Level. The A-weighted average sound level for a given area (measured in decibels) during a 24-hour period with a 10 dB weighting applied to night-time sound levels. The Ldn is approximately numerically equal to the CNEL for most environmental settings.

Leq: The energy equivalent level, defined as the average sound level on the basis of sound energy (or sound pressure squared). The Leq is a "dosage" type measure and is the basis for the descriptors used in current standards, such as the 24-hour CNEL used by the State of California.

Lease: A contractual agreement by which an owner of real property (the lessor) gives the right of possession to another (a lessee) for a specified period of time (term) and for a specified consideration (rent).

Level of Service, Intersection (LOS): A scale that measures the amount of traffic an intersection is capable of handling. Levels range from A, representing free-flow, to F corresponding to significant stoppage.

Liquefaction: The transformation of loose water-saturated granular materials (such as sand or silt) from a solid into a liquid state, which can lead to ground failure during an earthquake.

Live-Work: A dwelling unit that contains, to a limited extent, a commercial component. A live-work unit is a fee-simple unit on its own lot with the commercial component limited to the ground level. (see Work-Live)

Local Agency Formation Commission (LAFCo): A commission in each county that reviews and evaluates proposals for formation of special districts, incorporation of cities, annexation to special districts or cities, consolidation of districts, and merger of districts with cities. LAFCo members include two county supervisors, two city council members, and one member representing the general public.

Local Coastal Program (LCP): A combination of City land use plans, zoning regulations, and zoning district maps that control land use in the Coastal Zone established under the California Coastal Act of 1976.

Local Street: Relatively low-volume, low-speed streets (not shown on the Roadway Classifications map), whose primary purpose is to provide access to fronting properties.

Lot: A legally-recognized parcel with frontage on a public or City-approved private street.

Low Income: Households with annual income 80 percent of the County median or less.

Maintain: Keep in an existing state. (See "Preserve.")

Median: The dividing area between opposing lanes of traffic.

Mitigate: Alleviate or avoid to the extent feasible.

Mixed Use: Properties on which various uses, such as office, commercial, and institutional, are combined with residences in a single building or site in an integrated development project with significant functional interrelationships and a coherent physical design. A single site may include contiguous properties.

Neighborhood: The basic building blocks of a community that together comprise the city. Each neighborhood is limited in physical area, with a defined edge and a center. The size of a neighborhood is usually based on the distance that a person can walk in five minutes from the center to the edge – a quarter-mile. Neighborhoods have a fine-grained mix of land uses, providing places to live, work, shop, and be entertained.

Neighborhood Center: The focal point of a neighborhood, commonly featuring places for work, shopping, services, entertainment, leisure, recreation, and social and civic interaction.

Neighborhood Park: A facility intended to serve the recreation needs of people living or working within a one-half mile radius of the park.

Noise: Sound that is undesirable because it interferes with speech and hearing, is intense enough to damage hearing, or is otherwise annoying.

Noise Contour: A line connecting points of equal noise level as measured on the same scale. Noise levels greater than the 60 Ldn contour (measured in dBA) require mitigation in residential development.

Office: Professional or consulting services in fields such as accounting, architecture, design, engineering, finance, law, insurance, medicine, real estate, and similar types of work.

Open Space: An area of land or water that is essentially unimproved and devoted to outdoor recreation and/or the preservation of natural resources.

Outdoor Recreation: Recreation in an urbanized outdoor setting (active recreation) or open-space outdoor setting (passive recreation).

(a) *Active outdoor recreation* includes participant sports or other activities conducted in open or partially enclosed or screened recreational activities facilities. Typical uses include driving ranges, miniature golf courses, golf courses, amusement parks, swimming pools, and tennis courts and usually rely on permanent above-ground improvements, including, but not limited to, playing fields or courts, restrooms, and tables.

(b) *Passive outdoor recreation* includes recreational activities, usually of an individual or small group nature, such as sunbathing, walking, hiking, bird watching, or nature study, conducted in an open-space setting and which, generally, do not rely on the use of permanent aboveground improvements or involve motorized vehicle use.

Parcel: A lot, or contiguous group of lots, in single ownership or under single control, usually considered a unit for purposes of development.

Parks: Open space lands whose primary purpose is recreation.

Parkway: The area between curb and sidewalk, usually planted with ground cover and/or trees.

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Pedestrian Shed: an area defined by the average distance that may be traversed at an easy walking pace from its edge to its center. This distance is applied to determine the size of a neighborhood or extent of a community. A standard Pedestrian Shed is one quarter of a mile radius or 1,320 feet. With transit available or proposed, a long Pedestrian Shed has an average walking distance of $\frac{1}{2}$ -mile or 2,640 feet. Pedestrian Sheds should be conceived as oriented toward a central destination containing one or more important intersections, meeting places, civic spaces, civic buildings, and the capacity to accommodate a T5 Transect Zone in the future. Sometimes called a Walkshed.

Planning Area: The land area addressed by the General Plan, which includes the City Limits, potentially annexable land in the Sphere of Influence, and neighboring open space and agricultural areas of Ventura County that the City desires to remain in rural condition.

Policy: A statement of principle that anticipates specific actions to be undertaken to meet City goals.

Pollution: The presence of matter or energy whose nature, location, or quantity produces undesired environmental effects.

Preserve: Keep intact and safe from destruction or decay.

Protect: Maintain and preserve beneficial uses in their present condition.

Public and Quasi-public Facilities: Institutional, academic, governmental and community service uses, either publicly owned or operated by non-profit organizations.

Public Art: Signs, other monuments, sculptures, murals, statues, fountains, and other artistic installations in spaces accessible to the general public that accentuate or draw attention to a particular place or feature of the city, provide a focal point for public gathering, and/or serve a specific function, such as to provide seating.

Recreation, Active: A type of recreation that requires organized play areas, such as softball, baseball, football and soccer fields, tennis and basketball courts and various forms of children's play equipment.

Recreation, Passive: Recreation that does not require organized play areas.

Recycling: The process of extracting and reusing materials from waste products.

Redevelop: To demolish existing buildings, or increase the overall floor area existing on a property, or both, irrespective of whether a change occurs in land use.

Redevelopment Agency: The City division created under California Redevelopment Law for the purpose of planning, developing, re-planning, redesigning, clearing, reconstructing, and/or rehabilitating all or part of a specified area with residential, commercial, industrial, and/or public (including recreational) structures and facilities.

Regional: Pertaining to activities or economies at a scale greater than that of a single jurisdiction and affecting a broad geographic area.

Regional Park: A park typically 150-500 acres in size focusing on activities and natural features not included in most other types of parks and often based on a specific scenic or recreational opportunity.

Restore: Renew, rebuild, or reconstruct to a former state.

Ridesharing: Vehicle travel other than driving alone.

Ridgeline: A line connecting the highest points along a ridge and separating drainage basins or small-scale drainage systems from one another.

Right-of-way: Land intended to be occupied by transportation and public use facilities such as roadways, railroads, and utility lines.

Riparian: Areas adjacent to perennial and intermittent streams delineated by the existence of plant species normally found near fresh water.

Runoff: The portion of precipitation that does not percolate into the ground.

Seismic: Caused by or subject to earthquakes or earth vibrations.

Sidewalk: the paved layer of the public frontage dedicated exclusively to pedestrian activity.

Specific Plan: A legal tool allowed by State Government Code Section 65450 et seq. that prescribes detailed regulations, conditions, programs, and/or proposed legislation for a defined area of the city.

Sphere of Influence: The probable ultimate physical boundaries and service area of the city, as determined by LAFCo.

Streetscape: the urban element that establishes the major part of the public realm. The streetscape is composed of thoroughfares (travel lanes for vehicles and bicycles, parking lanes for cars, and sidewalks or paths for pedestrians) as well as the visible private frontages (building facades and elevations, porches, yards, fences, awnings, etc.), and the amenities of the public frontages (street trees and plantings, benches, and streetlights, etc.).

Structure: Anything constructed or erected that requires location on the ground (excluding swimming pools, fences, and walls used as fences).

Subdivision: The division of a land into defined lots or condominiums that can be separately conveyed by sale or lease.

Sustainable: Meeting the needs of the present without compromising the ability of future generations to meet their needs, and successfully balancing economic, environmental, and social equity concerns.

Tourism: The business of providing services for persons traveling for pleasure.

Transect: a system of ordering human habitats in a range from the most natural to the most urban. Based upon six Transect Zones that describe the physical character of place at any scale, according to the density and intensity of land use and urbanism.

Transit-Oriented Development (TOD): Relatively high-density development located within an easy walk of a major transit stop, generally with a mix of residential, employment, and shopping designed primarily for pedestrians.

Transit, Public: A system of regularly-scheduled buses and/or trains available to the public on a fee-per-ride basis.

Transportation Demand Management (TDM): Strategies for reducing the number of vehicle trips by increasing ridesharing, transit use, walking, and biking.

Trip: A one-way journey that proceeds from an origin to a destination via a single mode of transportation.

Truck Route: A route required for all vehicles exceeding set weight or axle limits, which follows major arterials through commercial or industrial areas and avoids sensitive areas.

Underutilized: Non-vacant properties that have not been fully developed with improvements that reach the allowed density and/or floor area.

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Urban Design: The attempt to give form, in terms of both beauty and function, to selected urban areas or to whole cities. Urban design is concerned with the location, mass, and design of various urban components and combines elements of urban planning, architecture, and landscape architecture.

Use Permit: The discretionary and conditional review of an activity or function or operation on a site or in a building or facility.

Very Low Income: Households with annual income 50 percent of the County median or less.

View Corridor: The line of sight of an observer looking toward an object of significance (e.g., ridgeline, river, historic building, etc.).

Viewshed: The area within view from a defined point.

Watercourse: Presently or once naturally perennially or intermittently flowing water, including rivers, streams, barrancas, and creeks. Includes waterways that have been channelized, but not ditches or underground drainage and sewage systems.

Watershed: The total area above a given point on a watercourse that contributes water to its flow; also, the entire region drained by a watercourse.

Wetlands: Transitional areas between terrestrial and aquatic systems where the water table is usually at or near the surface, or the land is covered by shallow water. Federal agencies establish hydrology, vegetation, and soil criteria to define wetlands.

Work-Live: A dwelling unit that contains a commercial component. A Work-Live unit is a fee-simple unit on a lot with the commercial component anywhere within the unit. (see Live-Work)

Yield Street: A street whereby by two vehicles, going in opposite directions, one car will often have to pull over slightly and yield to the other vehicle, depending on how many cars are parked on the street. A standard residential street.

Zoning: The regulation of building forms and land uses throughout the city.