

Vision and Guiding Principles

County of Ventura 2040 General Plan

VISION

Ventura County will remain a remarkable place to live, work and play. Our exceptional quality of life and economic vitality is rooted in the stewardship of our multi-cultural resources and rich natural resources including our world class beaches, fertile agricultural soils, scenic mountains and open space, and our talented residents. The General Plan reflects the County's ongoing commitment to collaborate with Ventura County's residents, cities, businesses, and non-profit organizations to address our environmental, social, and economic needs in a sustainable manner, and allow our safe, healthy, vibrant and diverse communities to thrive.

GUIDING PRINCIPLES

Guiding Principles are central ideas that articulate the County's commitment to achieving the Vision of the General Plan. They establish the framework for the ideas and concepts behind the General Plan, and serve as touchstones during the process to develop and refine goals, policies, and programs.

Land Use and Community Character

Direct urban growth away from agricultural, rural, and open space lands, in favor of locating it in cities and unincorporated communities where public facilities, services, and infrastructure are available or can be provided.

Economic Vitality

Foster economic and job growth that is responsive to the evolving needs and opportunities of the County's economy, and preserves land use compatibility with Naval Base Ventura County, while enhancing our quality of life and promoting environmental sustainability.

Agriculture

Promote the economic and environmental sustainability of the Ventura County's agricultural economy by conserving soils while supporting a diverse and globally-competitive agricultural industry that depends on the availability of water, land, and farmworker housing.

Circulation/Transportation/Mobility

Support the development of a balanced, efficient, and coordinated multi-modal transportation network that meets the mobility and accessibility needs of all residents, businesses, and visitors.

Housing

Provide affordable and equitable housing opportunities by preserving the existing housing supply and supporting diverse new housing types, consistent with the Guidelines for Orderly Development.



Conservation and Open Space

Conserve and manage the County's open spaces and natural resources, including soils, water, air quality, minerals, biological resources, scenic resources, as well as historic and cultural resources.

Water Resources

Develop and manage water resources in a manner that acknowledges water shortages, and addresses current demand without compromising the ability to meet future demand, while balancing the needs of urban and agricultural uses, and healthy ecosystems.

Public Facilities, Infrastructure and Services

Invest in facilities, infrastructure, and services, including renewable energy, to promote efficiency and economic vitality, ensure public safety, and improve our quality of life.

Hazards and Safety

Minimize health and safety impacts to residents, businesses, and visitors from human-caused hazards such as hazardous materials, noise, air and water pollution, as well as natural hazards such as flooding, wildland fires, and geologic events.

Climate Change and Resilience

Reduce greenhouse gas emissions to achieve all adopted targets, proactively anticipate and mitigate the impacts of climate change, promote employment opportunities in alternative energy and reducing greenhouse gases, and increase resilience to the effects of climate change.

Healthy Communities

Promote economic, social, and physical health and wellness by investing in infrastructure that promotes physical activity, access to healthy foods, supporting the arts, and integrating Health in All Policies into the built environment.

Environmental Justice

Commit to the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations and policies, and continue to promote civil engagement in the public decision-making process.

