

Vision and Guiding Principles

County of Ventura 2040 General Plan

VISION

Ventura County is an exceptional place to live, work and play. Our quality of life and economic vitality are rooted in the stewardship of our cultural and natural resources including agricultural lands and soils, open spaces, mountains and beaches, and talented people. The General Plan reflects the County's ongoing commitment to collaborate with residents, cities, businesses, and non-profit organizations to meet our social and economic needs in a sustainable manner, to protect the environment and address climate change, and to encourage 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 a touchstone 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 and the Port of Hueneme, while enhancing our quality of life and promoting environmental sustainability.

Agriculture

Promote the economic vitality and environmental sustainability of the Ventura County's agricultural economy by conserving soils/land 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

Support the development of affordable and equitable housing opportunities by preserving and enhancing 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 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, sea level rise, and water pollution, as well as managing lands to reduce the impacts of 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 renewable 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 and 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, protect disadvantaged communities from a disproportionate burden posed by toxic exposure and risk, and continue to promote civil engagement in the public decision-making process.