

#### **General Plan Advisory Committee | Visioning Summary**

Development of the General Plan Vision Statement will involve meetings of the General Plan Advisory Committee (GPAC) and a communitywide workshop. In preparation for its first visioning meeting, members of the General Plan Advisory Committee (GPAC) were requested to submit words, short statements, and/or photographs that describe or illustrate their vision for Moorpark's future. In the meeting, the GPAC shared these ideas with each other in an initial brainstorming session. Committee members then had the opportunity to share new thoughts and ideas and work together in small groups to draft initial ideas for the wording of the Vision Statement. Each group presented their ideas and areas of common interest. The input received from the pre-meeting exercise and during the session are presented below. The black text indicates input received from the GPAC prior to the committee meeting and the **red** text indicates additional input received during the committee meeting. This input will be utilized by consultants to guide conversations with community members in a citywide workshop to craft a preliminary Vision Statement that will be finalized by the GPAC at the December meeting.

#### **Quality of Life**

- Sustainable, livable community
- Access with each other; close community; close knit and welcoming lifestyle; a sense of belonging, of people caring and knowing one another, "even if just a little bit"
- Welcoming and a place to relax; inviting; welcoming for tourists and drive through
- Safe and secure; public safety #1 priority
- Built for healthy living
- Great place to live, work, and play; a place to come home to
- Vibrant and active
- Quiet outside of downtown
- Diverse, beautiful, and fun
- Family friendly atmosphere; family focused; a great place for children to grow up; a family-friendly atmosphere with the charm of a small town
- Enable seniors to age in place
- Grooming youth and others to come back here
- Rooted in history and traditions; a community that values its past as much as its future
- Smart and innovative; visionary; leaning forward to leverage technology
- Affordable for all and environmentally friendly
- Values past as well as the future; quaint with farming roots
- Continuous improvement

#### **Growth and Development**

- · Balanced and smart growth
- Grow small and keep it clean

#### **Equity and Diversity**

- Leader in environmental and social justice; accessibility and equity
- Inclusive and supportive; diverse and welcoming; honors diversity; appreciation/acceptance of diverse backgrounds/culture; diversity of ages and the residents themselves; embracing our diversity; multi-cultural/multi-generational community
- Resourceful or symbiotic community to develop capacities (older help younger, stronger help weaker, farmers help community and vice versa, strength through inclusion)
- Holistic inter-generational community paradigm (behavioral, spiritual, health and safety for young, old, and special needs)
- Vibrant and inclusive workforce and community members
- Age diversity
- Neighbors and seniors helping each other (a "village")

#### Health, Well-Being, and Safety

- Farmers market and continuing opportunities to eat well, healthy, and community
- Open areas for communal exercise, music, and art
- Resilient and healthy support and connectedness for seniors
- Public safety is our #1 priority; a strong, healthy, and safe community; safe and secure
- Full lion and tiger enclosures at Moorpark College Zoo

#### **Environment and Open Space**

- Environmental sustainability
- Environmentally friendly; environmentally responsible
- Values open space and the environment
- Climate and disaster resilient
- Resource efficient (land, water, air, energy, material)
- Access to open space
- 100% electrical vehicles
- A "Tree City USA"
- Resource (land, water, energy) efficient

#### **Community Character/ Urban Form/Places**

- Small town charm; big town diversity
- A leafy and green oasis
- Balance of green space and strategically developed growth
- Accessible agriculture and open space
- Outdoor and indoor spaces for all to enjoy
- A cohesive strategy for the City
- Welcoming city center with mix of commercial and residential space
- Bike and pedestrian-friendly core with arts, entertainment, and recreation
- Walkable
- Mixed-use retail/residential instead of mini malls
- "Magical" pedestrian and entertainment-focused downtown; pedestrian oriented and active High Street; a thriving, vibrant Main Street that preserves and reuses heritage buildings; a downtown

with business and activities that draws people from surrounding communities; a downtown that has a park, bandstand, etc. that can be used for gatherings and city events; "High Street Come On!; built-out downtown area

- Re-imagine Los Angeles Avenue with mixed use and walkability; green space on LA Avenue
- Cool neighborhoods
- Types of communal areas: 1. Downtown trendy community with food courts and stores, 2. Sports area, and 3. Community gardens, park, and outdoor theater.

#### Uses

- Affordable housing for workforce; diversity of housing opportunities; housing for seniors and firsttime buyers; diversity of housing opportunities
- Rehabilitate the train station for commercial use
- Destination shopping and restaurants in the downtown core
- Shops, cafes, and entertainment
- Farmers markets and commerce in downtown High Street
- Pop up food truck
- Pubs and wineries
- Co-op for community get-together

#### **Economy and Businesses**

- Sustainable local economy
- Robust commercial retail—small businesses and large corporations
- Economic development to support City services
- Develop and energize entrepreneurs/apprentices and leaders (with mentors and education)
- Vibrant, thriving, and revitalized downtown; thriving High Street
- Local owners and services
- Agritourism
- Skilled occupational education related to agriculture, land management, and production
- Young to go through apprenticeship or certification
- Encourage entrepreneurs
- Jobs and career center

#### **Accessibility and Mobility**

- Access via walking, cycling, and transit; connections through walking and bicycling
- Transportation system that better connects Moorpark to other cities in County and LA
- Unique transportation to downtown
- Trolley to connect residential to retail areas
- Easily accessible
- Interconnected bicycle paths and walking trails in the City
- Citywide coverage; more than one road and one freeway connecting all sides of Moorpark
- Better public transportation for an aging population
- A paseo walking and biking system to connect residential to retail
- Tolls for trucks

#### Infrastructure

- Robust and safe infrastructure
- Modern technology infrastructure
- Broadband and reliable internet infrastructure for residents and visitors to the City; access with broadband internet
- Local water resources to create jobs and water supply reliability

#### Recreation, Community Services, Art and Culture

- Leader in youth sports
- Parks accessible to animals/dog parks with grass areas
- A destination city park
- A destination competition swimming complex with a competitive city swim team
- Outdoor/indoor spaces for all ages
- Hiking and open space; more hiking trails; hiking trails that connect north, south, east, west sides of the City
- More family activities (splash pad, community center, pool, etc.); community center with pools
- Regional swim center
- Senior and teen center
- Diversity of services for residents
- Access to services
- Access to education
- Veterans programs and honoring our service persons
- Well-rounded cultural and artistic expression for all ages (arts, music, poetry, plays...)
- Free concerts in the park engaging all ages, families, and access for all abilities
- Arts and diversity, art in public places to reflect our diverse history; murals or other art that highlight our history and culture
- Museum
- Outdoor concert venue
- Diversity and cultural events with connection opportunities; connected with each other
- Social and community-wide meals and events
- Weekly farmers markets on High Street

#### **Engagement and Governance**

Community continued involvement

The following section includes detailed responses from the GPAC pre-meeting exercise and meeting.

#### What is a Vision Statement?

- A succinct description of Moorpark's core values and aspirations, as they relate to the General Plan
- A shared image of the future we hope to create
- Future-oriented, aspirational, ambitious, and inspirational
- Guides and informs the development of more specific policies later in the planning process
- Identifies qualities and places that make the City unique

### **Example Vision Statement:**

In 2030, the City of Mountain View embraces sustainable living and provides for the needs of all residents. It is a place that values its diversity, balances preservation with innovation and provides quality education. The community supports a lively Downtown, vibrant neighborhoods and a healthy economy.

#### Your Task:

- You have 30 minutes to write a draft vision statement
- Assign a notetaker to jot down the draft vision statement and other big ideas that come from your discussion
- Assign someone from your group to report back to the large group
- As you write your statement, consider describing your vision for the following themes:
  - Natural Resources
  - Economy
  - Community Character
  - Environment and Sustainability

- Public Health and Safety
- Circulation and Mobility
- Equity and Diversity
- Arts and Culture
- Recreation

## Group 1

Notetaker: Alejandro Castro

Members: John Novi, Catherine Kniazewycz, Isabelle Becker, Alejandro Castro

#### **Vision Statement**

In 2050 Moorpark will provide more connected, sustainable and regenerative opportunities to retain youth while honoring our older generations. Provide quality cultural, educational, and recreational amenities.

Older help younger, strength through inclusion, - equity diversity

Well rounded cultural expressions for all ages - art and culture

Sustainable and regenerative process, apprenticeships and entrepreneurship opportunities for current, new, and future generations

Educate and develop leaders

Older generations can pass down opportunities? Core morals and values.

Retaining youth by providing places and systems that appeal to the youth

Community swimming pools - community building facilities

Better broadband infrastructure

Good transportation / better connectivity across the city

### **Group 2**

Notetaker: Ashley Humes

Members: John Loprieno, Mike Winters, Robert Jacobs, Ashley Humes

#### **Vision Statement**

We are a diverse and inclusive community that strives for balance and equity.

Moorpark is a family friendly destination with the charm of a small town.

A community where people can live, work and play and participate in cultural interactions.

We value culture, history, and our agricultural roots. We have a vibrant and thriving downtown area.

The future of Moorpark embraces these components while being sustainable and forward thinking in advancing our infrastructure, technology, recreational and educational opportunities.

#### Themes:

Destination--- charm, history, small town feel.

Vibrant and thriving re-envisioned downtown area

Outdoor eating, downtown/high street, entertainment, farmer's market

Family friendly

**Shops** 

Balance

#### Robust/safe infrastructure

Appreciation/acceptance of diverse backgrounds/culture Family friendly atmosphere/charm of a small town A city that values its past as much as its future

A welcoming community that embraces diversity and highlights both historical and contemporary attractions. with the landscape and structures. Forward leaning values that factor sustainability into the infrastructure and pathways.

Safe and prepared

Engaged in the community welfare

## **Group 3**

Notetaker: Alondra Reporter: Julius

Members: Alondra, John, Julius, Matthew

#### **Vision Statement**

Growing activities and spaces for youth (youth sports complex)

Diversity as a strength

Welcoming

Poetic statement - image of a tree

- Rooted in agricultural history
- Growth

Acronym as a vision statement

- Sustainable
- Environment
- Roots
- Responsibility
- Diversity
- Safety
- Vibrant
- Aesthetic beauty
- Creative and original (art, food, business)
- Premier place for sports
- Destination
  - Landscape, art,
  - o Sports
  - Vibrant downtown
  - Unique businesses
  - Family friendly

- Caring community
  - Supportive and empathetic community
  - Addressing all needs
  - Connection
  - Health and wellness
  - o Kinship

In 2050 the city of Moorpark..

...shares a sense of community pride determined to make our city the most attractive city in Ventura County

...is rooted in its agricultural history and embraces its diversity and sustainable living

- ...is a destination community that has a vibrant downtown, embraces art and culture
- ...values a safe community that supports a vibrant economy
- ...values green and open space while focuses on a strategically developed economy
- ...is a caring community that invest in the health and wellness of all residents

## **Group 4**

Notetaker:

Members: Sharon, Terri, Mark, Theresa, Karen, Mark

#### **Vision Statement**

Start typing here...

In 2050 Moorpark will include a balance between open space and community. Although diverse as a population, we are connected to one another as a community. We maintain our open space and community balanced with environmentally focused growth.

#### Small town character maintained

Places to gather, recreate, learn, experience the arts

Sustainable economically, environmentally, and equitability

Diverse groups such as seniors, veterans, youth Vibrant retail and pedestrian spaces Vibrant local workforce

Diversity Green

Connectivity



Imagine that you could transport yourself into the year 2050. Imagine that you could see and experience the City after years of forward progress and improvements to the community.





Hi There,

Please find an updated visioning description from Alejandro Castro below.

Thank you,

Doug

Douglas Spondello

Planning Manager

Community Development Department

City of Moorpark | 799 Moorpark Ave. | Moorpark, CA 93021

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http://moorparkgeneralplan.com/



From: Alejandro Castro

**Sent:** Friday, October 16, 2020 4:43 PM

**To:** Info General Plan

Subject: Re: Descriptors and Pictures

Hello again,

I wanted to update one of my descriptors.

#### "Close Community" should be "Close and Connected Community."



**Alejandro Castro | Ruben Castro Charities** Food Manager

On Fri, Oct 16, 2020 at 4:37 PM Alejandro Castro wrote:

Hello,

Please see the information below for the descriptors and pictures. I have put a little description for each of the pictures I have included. Please let me know if you have any questions. Thank you!

#### **Descriptors**

Vibrant and Active
Inclusive and Supportive
Close Community
Family Focused
Environmentally Responsible

IMG 8330 and IMG 8341 - Wide walkways and space for outdoor dining

IMG 8347 - Close off plazas for community gatherings

IMG 8333 - Decorative planters for sitting and ambiance

IMG\_8335 and IMG\_8331 - Wall art to promote local art. Maybe something promoting Moorpark's ties to agriculture and our local community?





#### Vision 2050 - Alondra Serna

- 1. Diverse and welcoming
- 2. Rooted in history and traditions
- 3. Smart and innovative
- 4. Affordable and environmentally friendly
- 5. Outdoor/indoor spaces for all ages

#### **Examples**

(I used examples from surrounding cities in Ventura County, except for the Anaheim Packing House and Green Bike)

#### Affordable and environmentally friendly housing

Azahar Place in Ventura - Affordable and farm worker family housing mixed in with market rate housing.



Murals that highlight our unique history and present day

Santa Paula downtown mural and recent Oxnard mural.





A community space for youth and community events One Step a la Vez in Fillmore.



#### Splash pad space

At the Oxnard Collection.



### Accessible agriculture surrounding our community

Underwood Family Farms (I hope we maintain this!).



**Downtown space for restaurants and boutiques that highlights our agriculture history** Anaheim Packing House.



#### Bike sharing system

Salt Lake City Greenbike program. I would suggest a sliding scale payment system so all residents can access.





Hello Woodie and Jonathan,

Below you will find the homework statement from Catherine Kniazewycz.

Thank you.

Kathy

From: Catherine Kniazewycz

Sent: Thursday, October 15, 2020 10:44 AM

**To:** Info General Plan

**Subject:** Vision for Moorpark from Catherine K



I lived in Walnut Creek for many years. When I first moved there in 1980 it was a pretty sleepy town of about 54,000 people, mostly a suburb in the Bay Area.

It had been a walnut farming area. There was an old-fashioned leafy Main Street with one and two-story buildings, some storefront vacancies, and businesses like a butcher shop, shoe repair, a stationary store, an old movie theater that closed a few years later, and a defunct wood-frame train station built on a very similar plan and Victorian style to Moorpark's. Sound familiar? There was a tired shopping center with two department stores but it was not very busy or successful. Above is a photo of that shopping center now, and Main Street is a major shopping street with great restaurants now.

My vision phrases for Moorpark's future are:

A leafy and green oasis

Quiet outside downtown

A thriving, vibrant Main Street that preserves and reuses heritage buildings

Destination shopping and restaurants in the downtown core
A great place for children to grow up
A destination competition swimming complex with a competitive city swim team
A destination city park

Catherine Kniazewycz

# **GPAC Homework Assignment 1 Five Visioning Descriptors (or pictures)**

Resourceful or Symbiotic Community to develop capacities (older help younger, stronger help weaker, farmers help community and visa versa, strength through inclusion)

Well-rounded Cultural and Artistic Expression for all ages (art, music, poetry, plays...)

Holistic Inter-generational Community Paradigm (Behavioral, Spiritual, Health and Safety of young, old and special needs)

Develop and Energize Entrepreneurs/Apprentices and Leaders (with mentors and education)





#### SENSORY GARDEN IN THE WOODS



Community Inter-generational, Culture and Arts Co-op Garden





Hello Woodie and Jonathan,

Below you will find the homework statement from John Billin.

Thanks, Kathy

From:

Sent: Tuesday, October 20, 2020 11:45 AM

To: Info General Plan; Kathy Priestley; Douglas Spondello

Subject: Billin vision

- Safe and secure
- Great place to live, work and play
- Unique transportation to downtown
- Leader in youth sports
- Continuous improvement

#### **GPAC** Descriptors

#### John Loprieno/Moorpark College

- Easily accessible
- Small town charm, Big town diversity
- Welcoming and a place to relax
- Shops, cafes and entertainment
- Local owners and services



Santa Barbara



Seal Beach



Redlands



Balboa Island



Hello Woodie and Jonathan,

Below you will find the homework statement for John Novi.

Thank you.

Kathy

Kathy Priestley
Administrative Assistant II
Community Development Department
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(805) 517-6243 | fax: (805) 532-2530 | kpriestley@moorparkca.gov
www.moorparkca.gov



From: John Novi

Sent: Tuesday, October 13, 2020 8:51 AM

**To:** Info General Plan

**Subject:** GPAC five visioning descriptors

Here is my homework statements for the next meeting on the 22nd

Sustainable, livable community
walkable
safe
A place to live work and play
leader in environmental and social justice

Thanks
-John Novi



Hello Woodie and Jonathan,

Below you will find the homework statement from Julius Sokenu.

Thank you.

Kathy

----Original Message-----

From: Julius Sokenu

Sent: Saturday, October 17, 2020 5:56 PM

To: Info General Plan

Subject: Visioning Descriptors

Below please find visioning descriptors for Moorpark 2050. Thanks, Julius

Balance of green space and strategically developed growth Welcoming city center with mix of commercial and residential space Bike and pedestrian friendly core with arts, entertainment and recreation Transportation system that better connects Moorpark to other cities in our county and LA Sustainable local economy with affordable housing and city that truly honors diversity

Julius Sokenu, Ed. D Interim President Moorpark College Administration 103

#### Moorpark Vision:

Access: to open space

to services to education to community

Diversity: of housing opportunities

of services for residents

of ages

of the residents themselves

Connection: via walking and cycling

with transit

with broadband internet

with each other

Sustainable: climate and disaster resilient

resource (land, water, air, energy, material) efficient

economically

Home

# Moorpark GPAC Descriptors Assignment

# Moorpark is:

1. Quaint with farming roots...

# High Street!

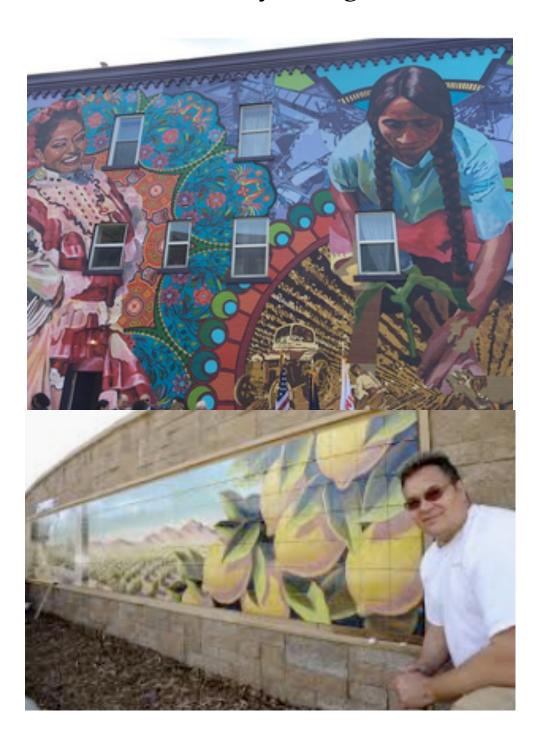




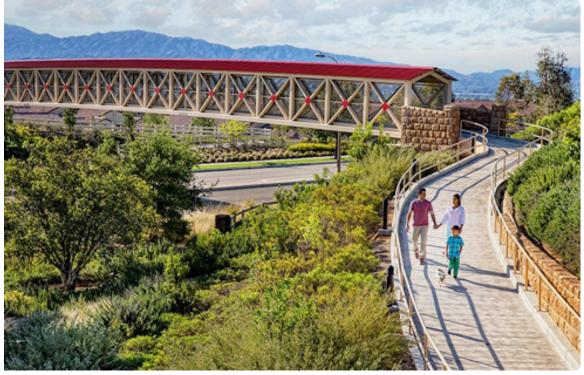
# Moorpark is:

2. Diverse, beautiful and fun...

# Art, Walkability & Agritourism







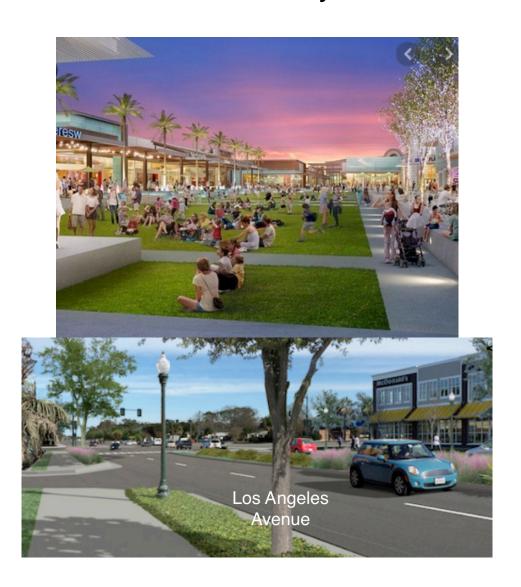




# Moorpark is:

# 3. Not a truck stop...

# Los Angeles Ave. re-imagined with mixed use and walkability

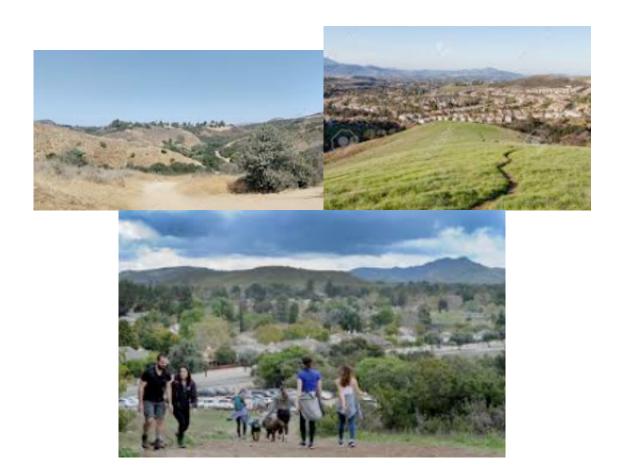




# Moorpark is:

# 4. Good for the soul...

# Hiking and Open Space!





Hello Woodie and Jonathan,

Below you will find the homework statement from Mike Winters.

Thank you.

Kathy

From:

Sent: Thursday, October 15, 2020 3:49 PM

**To:** Info General Plan

**Subject:** GPAC Homework Assignment

Good afternoon! Below are the five descriptors I came up with for my GPAC homework assignment.

Vibrant, thriving, and revitalized downtown

Appreciation/acceptance of diverse backgrounds/culture

Family friendly atmosphere/charm of small town

Values past as much as future

Robust and safe infrastructure

Can you please confirm receipt of this email?

Thank you!

Mike Winters

## MOORPARK GPAC

## MISSION STATEMENT

A Model City Providing Safe and Good Quality of Life for Residents and people who Work and Visit the City.

- 1. Affordable Housing for Workforce.
- 2. Secure Broadband and reliable Internet Infrastructure for residents visitors to the City
- 3. Environmental Sustainability
- 4. Develop local water resources to create jobs and water supply reliability
- 5.Interconnect Bicycle paths and Walking trails in the City
- 6. Economic development to support City services

Proposed by Reddy Pakala, GPAC member . October 17, 2020.



Hello Woodie and Jonathan,

Below you will find the homework statement from Robert Jacobs.

(There are also picture attachments.)

Thank you.

Kathy

From: Robert Jacobs
Sent: Friday, October 16, 2020 10:2/ AM

**To:** Info General Plan **Subject:** GPAC Assignment

Descriptors: Safe, Visionary, Inviting, Vibrant, Attractive Destination, Close Knit Welcoming Lifestyle.

Advantages of a Small City:

"A sense of belonging, of people caring and knowing each other, even if just a little bit."

Images for High Street potential attached.



Woodie and Jonathan,

Please see Sharon Noel's response below.

Thank you.

Kathy

From: Sharon Noel
Sent: Monday, October 19, 2020 1:24 PM

**To:** Info General Plan

**Subject:** Homework on Vision Statement

In 2050 Moorpark is a SMALL TOWN.

In 2050 Moorpark places emphasis on conservation biology.



Here you go. (Still looking for Ashley's. I'm pretty sure Doug forwarded that one.)

From: Terri Hilliard Olson Sent: Tuesday, October 20, 2020 9:43 PM **To:** Kathy Priestley; Info General Plan

Cc: Terri Hilliard Olson

Subject: RE: GPAC Meeting- Vision Thoughts and images

Farmers Markets and commerce in downtown high street

Free Concerts in the park engaging all ages, families and access for all abilities

Veteran programs and honoring our service persons

Art and diversity

Pop up food truck and play areas

Parks Accessible to animals/dog parks with grass area.



**Subject:** GPAC Meeting 2 Agenda and Ad

Good Afternoon GPAC Members,

The agenda for our second meeting on Thursday, October 22 is attached. Please let me know if you're unable to attend. This meeting will focus on our community vision and beginning to define what will characterize Moorpark in 2050.

If you haven't already, please send your vision statements and any pictures to info@moorparkgeneralplan.com as soon as possible.

We've also attached an ad for the meeting that can be shared with your stakeholder groups as well as social media to help get the word out. We are looking forward to getting together next week. Please let us know if you have any questions.

Have a nice weekend!

Kathy Priestley
Administrative Assistant II
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## **GPAC Homework Assignment #1 – T. Hagman-Lawson**

# Moorpark 2050 5 Descriptors

- 1. Grow Small & keep it Green
- 2. Leaning forward to Leverage Technology
- 3. Multi-Cultural/Multi-Generational Community
- 4. Built for Healthy Living
- 5. A place to come home to

Note: was looking for a  $2^{nd}$  home and bumped into this, one of our family favorite locations. Sharing because loved the words Friendliness, authentic and Stewardship.





Please see below from Theresa Hagman, thank you

Douglas Spondello
Planning Manager
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http://moorparkgeneralplan.com/



**From:** Theresa Hagman

**Sent:** Friday, October 16, 2020 4:55 PM

**To:** Info General Plan

**Subject:** Green health benefits

https://www.kcet.org/shows/socal-connected/episodes/its-not-easy-being-green

Hi, this video has inspired part of my vision and thoughts for Moorpark 2050. I shared it with Mayor Parvin and Council Member Enegren a year ago.

You may have seen this yourself, just sharing because of ongoing concern about the air quality for our Old Town Moorpark residents. We can do much better for all of us.

Thank you kindly, Theresa

Sent from Mail for Windows 10



Hello Woodie and Jonathan,

Attached you will find the homework statement from Tony O'Hagen.

Thank you.

Kathy

From: Tony OHagan

Sent: Thursday, October 15, 2020 5:25 PM

**To:** Info General Plan

**Subject:** GPAC "Homework" Assignment

Here are 5 descriptors of my vision for the future of Moorpark:

- 1. Safe Public Safety #1 Priority
- 2. Housing Needed for Seniors & 1st Time Buyers
- 3. Transportation City Wide Coverage
- 4. Technology Modern Technology Infrastructure
- 5. Robust Commercial Retail Small businesses/ Large Corporations

See you on the 22nd!

Tony O'Hagan

From: Amwagner

Sent: Thursday, October 22, 2020 11:45 AM

**To:** Kathy Priestley

**Subject:** Re: GPAC Meeting 2 Presentation

Ashley's Descriptor words for future of Moorpark:

- 1. Family oriented/centered
- 2. Community focused/collaborative
- 3. Vibrant and balanced
- 4. Smart growth and development prioritized to sustain and increase services
- 5. Equitable and accessible

So sorry for my tardiness!!

Please let the consultant know I will be on top of the next one! :)

Sent from my iPhone

On Oct 22, 2020, at 10:57 AM, Kathy Priestley

wrote:

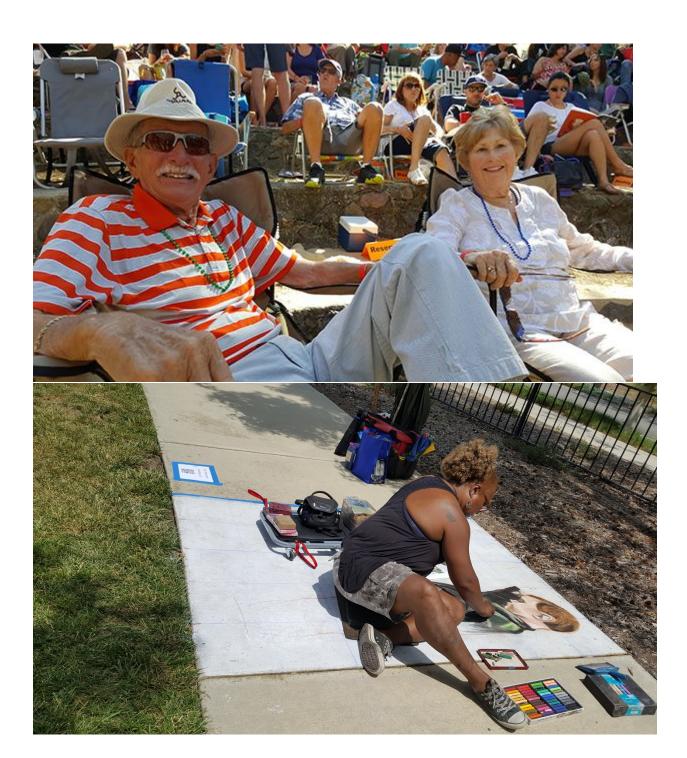
Good Morning GPAC Members,

I have attached a copy of tonight's presentation for your convenience.

We look forward to seeing you!

Kathy

Kathy Priestley Administrative Assistant II Community Development Department City of Moorpark | 799 Moorpark Ave. | Moorpark, CA 93021

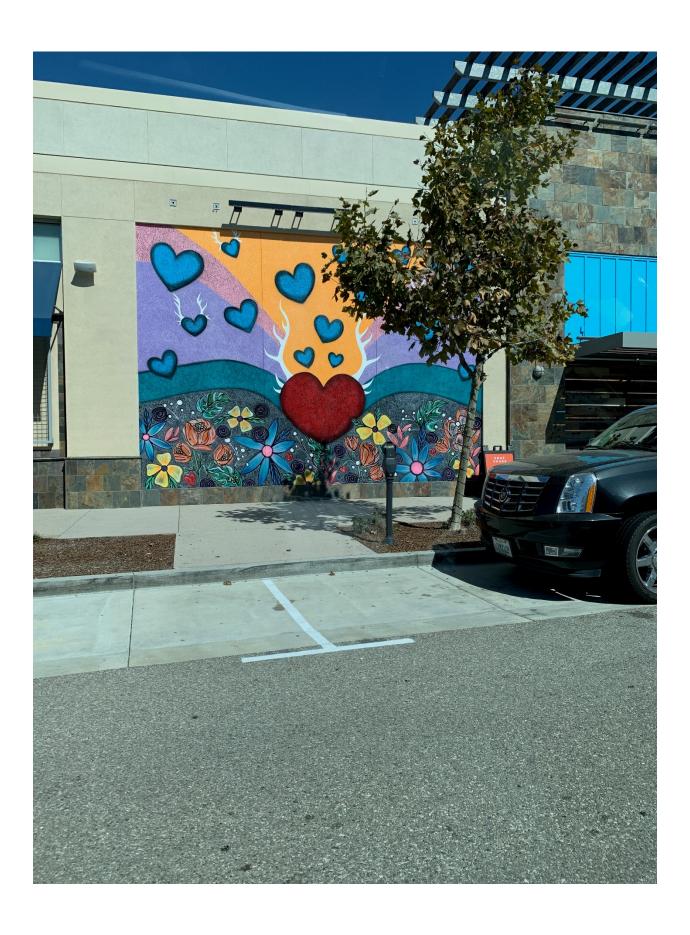


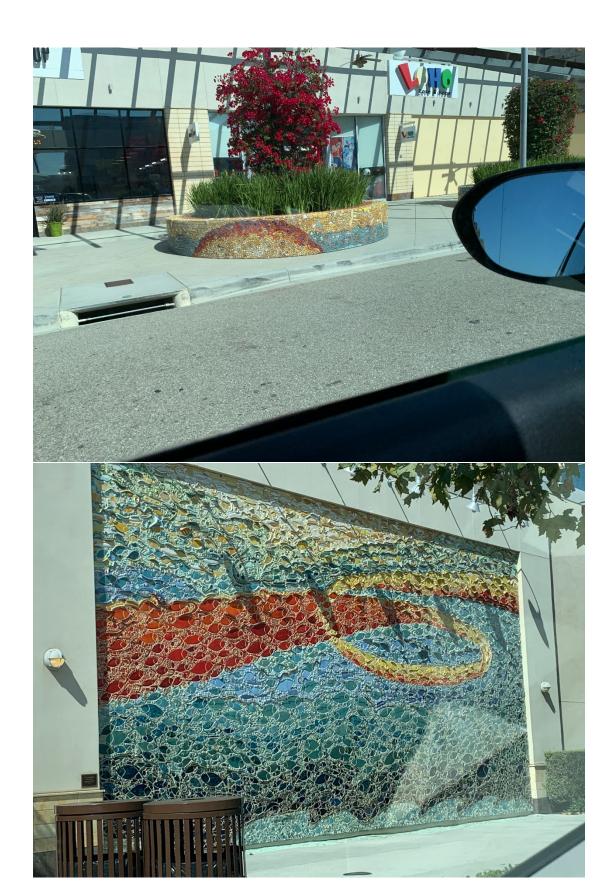




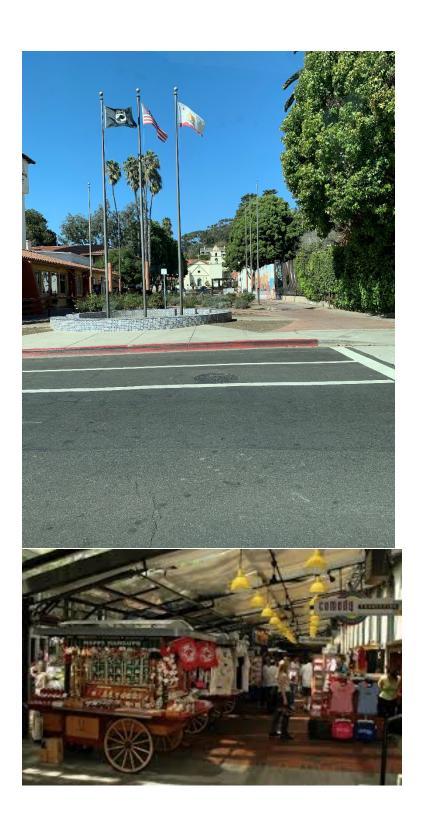












## SENSORY GARDEN IN THE WOODS







