

# Livable Ventura

## Our Mission

*Livable Ventura* promotes economic justice, community planning, and preservation of our natural and historic resources.

- “Economic justice” includes providing living wage jobs and affordable housing, and supporting local businesses.
- “Community planning” includes citizen participation and development responsive to Ventura’s 2005 General Plan.
- “Preservation of natural resources” includes encouraging green building and supporting the mission and goals of the Ventura Hillside Conservancy, Save Our Agricultural Resources (SOAR), and VCCool, the local response to global warming.
- “Preservation of historic resources” includes supporting the goals of the city’s Historic Preservation Committee and the San Buenaventura Conservancy.

## Our History/Our Success

- We began as the Stop the Ventura Wal-Mart Coalition in 2005 in response to the threat of a Wal-Mart coming into Ventura. We continue with the expert assistance of CAUSE, the Ventura-based Central Coast Alliance United for a Sustainable Economy.
- Wal-Mart has been kept out of Ventura – so far.

## Goals 2007

- **Keep Wal-Mart\* out of Ventura.** As of June 2007, Wal-Mart was still trying to establish a store at the Kmart site on Victoria.  
Join the campaign at [www.StopWalmartVentura.com](http://www.StopWalmartVentura.com)
  - **Urge adoption of an ordinance** controlling big-box developments and their economic and environmental impacts.
  - **Dialog with groups** who share our interest in community-enhancing residential and commercial development, “smart growth,” and the vision of Ventura’s 2005 General Plan.
  - **Continue to monitor new development applications** to the city Planning Department to identify opportunities for community input and development of a Community Benefits Agreement (next panel).
  - **Educate ourselves and the community** on how to participate more effectively in community planning and develop Community Benefits Agreements (next panel).
- \* **What’s wrong with Wal-Mart?** For details on the retail giant’s negative impacts on communities, go online at [www.WalmartWatch.com](http://www.WalmartWatch.com) and [www.WakeupWalmart.com](http://www.WakeupWalmart.com)

## We Want to Work toward “Community Benefits Agreements”

- **We recognize that change is essential** for our community – *planned* change in the *interest* of the *community*.
- **Community benefits should be in the forefront** of community planning. Examples of community benefits are living wage jobs, affordable housing, traffic mitigation, sustainable environmental and economic business practices, and preservation of the natural and historical resources we value.
- **When citizens get into the planning process early, it’s a “win-win” for the community AND the developer.** Early in the application process developers have not finalized their design or conducted the costly Environmental Impact Review, and most are open to plan changes – changes that come with community support.
- **A Community Benefits Agreement** results from negotiations between the community and the developer.

For a description of the Community Benefits Agreement, go online to [www.ncbg.org/tifs/cba.htm](http://www.ncbg.org/tifs/cba.htm)

## Contact *Livable Ventura!*

Email: [no2walmart@yahoo.com](mailto:no2walmart@yahoo.com)

On the web at

[www.StopWalmartVentura.com](http://www.StopWalmartVentura.com) and  
[www.CoastalAlliance.com](http://www.CoastalAlliance.com)

Tel: (805) 815-7721, (805) 637-7711,  
(805) 658-0810 x202

## Donations accepted!

You can promote **economic justice, community planning, and preservation of our natural and historic resources.**

**Make checks payable to CAUSE**  
(Central Coast Alliance United for a Sustainable Economy)

Mail to:  
CAUSE  
2021 Sperry Ave. #18  
Ventura, CA 93003

*Thank you!*

## *Livable Ventura* Steering Committee

December 2007

Beatrice Delgado

Karen Kinrose

Edward Lacey

Carol Lindberg

Linda Livingston

Rachel Morris

George Roberts

Jan Standing-Roberts

Nan Waltman, Chair

Das Williams, Legislative Analyst  
CAUSE

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**Promoting  
Economic Justice,  
Community Planning,  
and  
Preservation of our Natural  
and Historic Resources**

**Join our current campaign  
to keep Wal-mart OUT of  
Ventura!**

Sign up at:  
[www.StopWalmartVentura.com](http://www.StopWalmartVentura.com)