

Ventura: A county with growth on its mind. Welcomed by some... unwelcomed by other residents. Yet Ventura must be viewed as a grower, supported by the fact that it is an area which can still absorb growth.

Population projections give you an idea of what planners foresee: By 1990, a 43% increase. Much of it migration from L.A. area... people seeking less costly housing or escape from school-busing problems. Also some migration from Santa Barbara County, where the cost of housing is considerably higher. Add an influx of out-of-staters and local growth in population, and total comes to 660,000 by 1990, up from 463,000 now.

Within Ventura County, Thousand Oaks emerges as fastest growing. It's the population center nearest to L.A. County, many residents commute to jobs in the San Fernando Valley and as far away as to the city of L.A.

Area is enjoying something of a boom right now... in retailing, housing, services. And land speculation. A new regional shopping center is under way in Thousand Oaks...satellite businesses sprouting, offices.

Westlake Village... partly in Ventura County, partly L.A. County... is in a new spurt of activity. Bedroom community with mostly small shops. All-solar-powered shopping center we told you about recently is under way.

Simi Valley-Moorpark looks to be county's second fastest grower. Industrial development promising, plans for a 270-acre industrial complex are being laid. And the beginnings of a 50-acre regional shopping center with a Mervyns dep't store anchoring the first phase, due to open in Oct.

Oxnard-Port Hueneme-Camarillo rank a close third in county growth. Camarillo the pacesetter, an estimated population increase of 60% in next 10 years as it moves from agricultural to industrial-residential. Int'l Playtex is phasing out L.A. facility, took over W.T. Grant warehouse in Camarillo, investing 5 millions. Clairol acquired a W.R. Grace plant.

Sizzling boom in Oxnard beachfront properties has begun to cool. Speculators leaving, prices leveling. Distinct drop in housing demand.

An LNG plant at Oxnard appears out... liquefied natural gas plant. Legislators are leaning against it, Point Conception now a probable site.

City of Ventura, stagnation downtown but a lot of housing activity along with industrial development. Also an expansion of fringe shopping.

Ojai presently is limiting home building via sewer moratoriums. Once lifted, construction should spurt, catch-up response to the hiatus.

Ventura County offers opportunities... commercial and industrial. About 13,500 open acres, so no shortage of land. If you want to explore the prospects, ask Bob Weich, Ventura County Economic Development Assn., Camarillo 93010. Be specific as possible on what you're interested in.

Palmdale area: Going to be pretty quo in status. Loss of jobs on B-1 and lack of any strong base for economic growth mar its potential. There may be some prospect of developing the area as a retirement spot, in view of soaring land costs elsewhere. As for proposed int'l airport, that's far in the future...L.A. area air traffic doesn't justify it.

Brief note on California's population growth: The state experts project an increase of 8 million by year 2000...to a total of 29,342,000. A fairly steady birth rate, but a rise in the number of births over deaths and in-migration of 150,000 annually. We're working up a special report, a county-by-county appraisal, will be sending it to you in a few weeks.