

# DOWNTOWN SPECIFIC PLAN



**CITY OF SANTA MARIA**  
UPDATED 2015

# ACKNOWLEDGMENTS

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# EXECUTIVE SUMMARY

The Santa Maria Downtown Specific Plan (Downtown Plan) establishes a vision, regulations, and guidelines to revitalize, beautify, and redevelop the downtown core of the City of Santa Maria. The Plan creates a road map to focus City efforts, attract investment and be a catalyst for improvement.

The Downtown Plan boundary encompasses approximately 50 square blocks centered at the intersection of Broadway and Main Street. Refer to Figure 1 Downtown Plan Boundary (page 5) for boundary and districts.

## ■ INTENT

The intent of the Downtown Plan is to create public policy that facilitates and encourages development and improvements which help realize the community's vision for the downtown area. The Downtown Plan, along with an extensive public outreach process conducted in 2004 and 2015, builds upon General Plan and Council goals to further define a vision for the planning area and create a road map to achieve the vision by establishing implementation actions that will guide the City, property owners, and business owners in making desired improvements.

The community wants downtown to be a destination, with an identity of its own. An area that is the heart of the community, where people gather to enjoy special events, farmers markets, street performances, and outdoor dining. It is a downtown with a vibrant mix of land uses, a unified streetscape, and sidewalks full of people, all interconnected with a series of plazas and pedestrian paseos with public art. The community wants a downtown that is vibrant, forward thinking, and alive with entertainment and recreational activities. The plan provides a road map of the elements necessary to bring the downtown vision to fruition, including but not limited to, a streetscape plan to beautify the area and flexible regulations that allow for a more broad mixture of uses, activities, and business opportunities.

## ■ LAND USE AND DEVELOPMENT

Chapter II establishes the land uses and regulations that will include development within the downtown and the review process that will take place. Regulations include the building form, allowable land uses, parking requirements, design guidelines, and architectural styles. The development and parking standards have been relaxed to encourage investment in downtown, allowing higher buildings and locating buildings closer to the street with parking behind. The tallest buildings are allowed at the center of the downtown core with heights gradually stepping down to blend with the surrounding neighborhoods. The



parking requirements are reduced near existing City parking lots and structures and increase the further away a property is from the existing facilities.

A mix of architecture styles are encouraged throughout the planning area, with a set of design guidelines that outline key elements that shall be incorporated in buildings to help guide quality development. The guidelines focus on building massing, elements, and components that create a traditional downtown image and will help frame the streets and sidewalks with inviting buildings, entrances, awnings and outdoor dining areas.

## ■ MOBILITY

Chapter III discusses various circulation and mobility improvements that will help support the vision for the planning area through the creation of a cohesive Streetscape Plan. This includes introducing traffic calming elements and pedestrian improvements to calm traffic and create a more pedestrian-friendly downtown environment. The suggested improvements include corner bulb-outs, reducing travel lanes in some areas, street trees, shared bike lanes, and median refuge islands that will be studied further in the Streetscape Plan which will identify which improvements to make and where. Improvements are particularly important on Main Street and Broadway though all the improvements may not be appropriate on every street.

## ■ IMPLEMENTATION

One of the most important elements of the Downtown Plan is identifying the implementation programs that will result in the desired changes emphasized in the Plan. Chapter IV of the Downtown Plan identifies the components that form the road map that will guide City staff, elected officials, property owners, and developers in creating positive changes to achieve the downtown vision. These topics deal with economic development tools and incentives, potential funding mechanisms, policy and regulatory actions and most importantly a specific action plan which summarizes all of the Plan recommendations and improvements.

The priority implementation actions include:

- Prepare a Streetscape Plan
- Develop a weekly downtown community event with a wide range of attractions
- Improve city-wide coordination on all downtown related activities, projects, and initiatives.
- Upgrade customer service on all downtown inquiries and proposals.





# CHAPTER ONE



## INTRODUCTION

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# INTRODUCTION



## ■ SPECIFIC PLAN PURPOSE

A Specific Plan is a policy and regulatory tool that local governments use to implement their General Plan and to guide development in a localized area. While the General Plan is the primary guide for growth and development for an entire community, a Specific Plan is able to focus on the unique characteristics of a special area by customizing the planning process and land use regulations to that area.

The purpose of this Specific Plan is to create a unique and identifiable downtown for Santa Maria that provides:

- 1. A *culturally rich* environment that reflects the community**
- 2. A *safer, inviting, and pedestrian-oriented* area**
- 3. An area with *diverse entertainment opportunities***

This purpose is consistent with the General Plan and, more specifically, with the community's vision developed through the Downtown Plan public outreach process.

# BACKGROUND

## REGIONAL CONTEXT

Santa Maria is the largest city in San Luis Obispo and Santa Barbara County. As of 2015, more than 100,000 people live within the City limits, and more than 170,000 live within the Santa Maria Valley. Santa Maria is located at the northern end of the Santa Maria Valley in Santa Barbara County and is a fast growing, mid-sized city which serves as a major trade center for a thriving local agricultural industry and is an important retail and industrial center for California's Central Coast.



## DOWNTOWN PLAN BOUNDARY

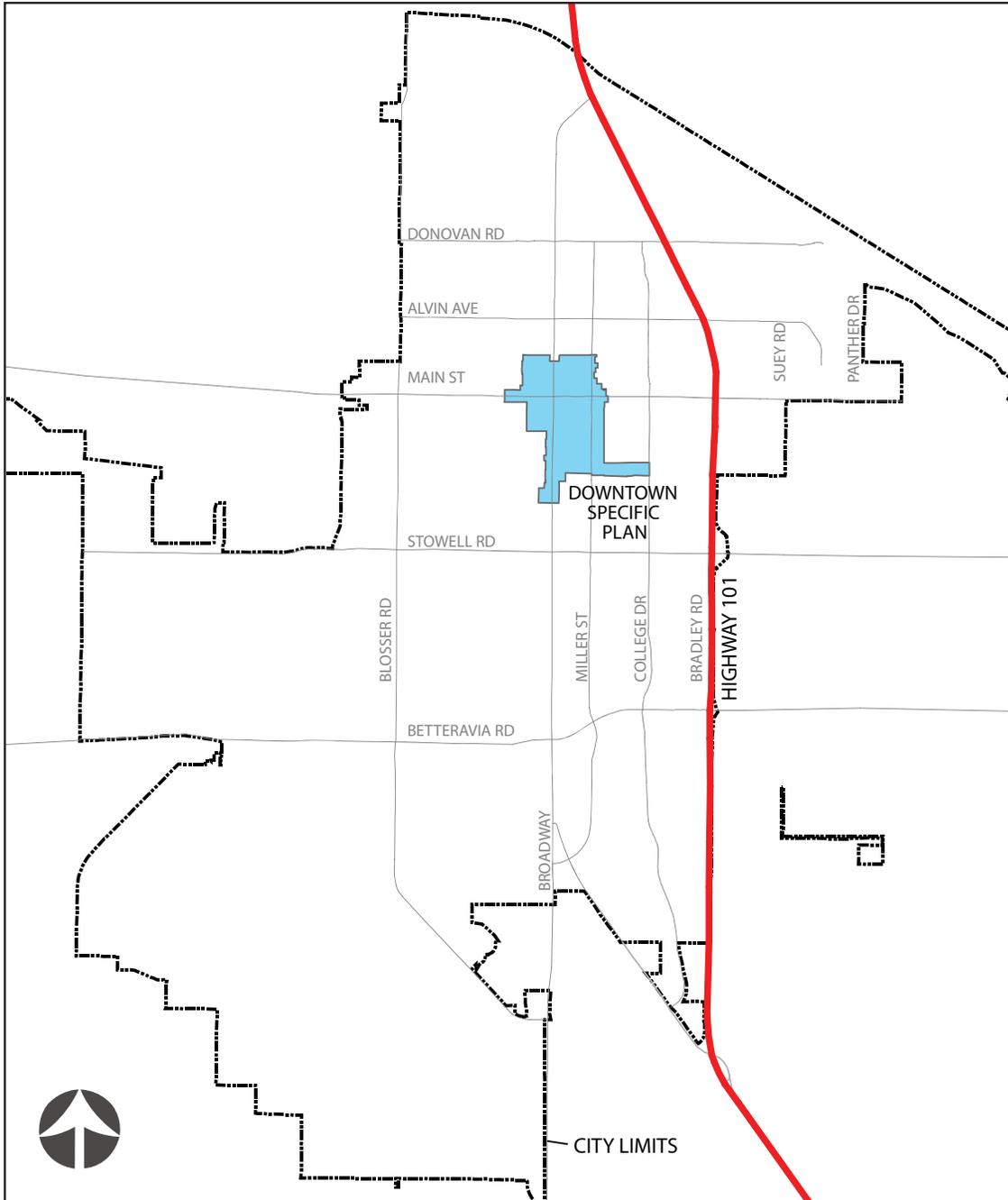
The Downtown Plan area encompasses roughly 391 acres and has unique urban design challenges, areas of particular economic interest, and areas in need of reinvestment.

The project area boundary generally radiates outward from the intersection of two prominent streets: Main Street (State Route 166) and Broadway (State Route 135). Both of these streets are state highways owned and operated by Caltrans. These streets serve as important regional streets conducting a high volume of both vehicle and truck traffic through the downtown area. Main Street provides direct connection between Highway 101 and Guadalupe to the west. Broadway connects the community of Orcutt south of Santa Maria, serves as a main access route to Vandenberg Air Force Base, and functions as a parallel route to Highway 101 through town (Figure 1, page 5).

The majority of the Downtown Plan area is built out. The existing Town Center East mall and Town Center West shopping center are located within the downtown core and surrounded by City-owned parking lots and structures. Revitalization of downtown will focus on improving the existing built environment and strategic use of City properties for redevelopment.

# FIGURE 1

## DOWNTOWN PLAN BOUNDARY



# DOCUMENT ORGANIZATION

The Downtown Plan is composed of four chapters. The chapters are briefly described as follows:

- I. Introduction:** Chapter I discusses the purpose, intent, and organization of this document. It describes the project area boundaries, historic and existing conditions, and the community outreach process associated with the creation of the Downtown Plan. This chapter also describes the community's vision for downtown Santa Maria and the guiding revitalization principles that were created through the public participation process.
- II. Land Use & Development:** This chapter describes allowable land uses, site development standards (such as height, setbacks, and parking) and review process. This chapter also provides design guidelines for development in the downtown such as site planning, architectural styles, and landscaping.
- III. Mobility & Streetscape:** Chapter III describes how mobility issues such as truck traffic, vehicles, traffic calming, intersection treatments, pedestrian circulation, bike system, and public transit shall be addressed in the downtown through the creation of a Streetscape Plan. In addition, street design treatments are described, such as medians, street trees, lighting, street furnishings, crosswalks, public art, and street landscaping.
- IV. Implementation:** This chapter will recommend strategic public improvements and identify key catalyst projects and programs needed to make the Downtown Plan vision a reality. Priorities, potential funding mechanisms, persons responsible for implementation items, and administration of the Downtown Plan document are all defined by this chapter. Also discussed are investment incentives to encourage redevelopment within the downtown environment.

The Appendices, which include supporting studies and figures, are posted online or available at the Planning Division for viewing.

# REVITALIZATION PRINCIPLES



Input received by community members, stakeholders, and City officials through public outreach created the following urban design principles. These principles provide general direction for the downtown vision and help to shape the contents of the Downtown Plan document.

## ■ DOWNTOWN IDENTITY

- Establish an identity for the downtown through architectural character, the use of streetscape amenities, public art, public gathering space(s) such as an urban plaza, and a variety of culturally rich public events.
- Create a welcoming streetscape by orienting commercial development to foster a pedestrian environment (sidewalk fronting shops, outdoor dining) and utilizing existing parking areas or providing parking to the rear.
- Reflect the cultural demographics of Santa Maria within the design of the downtown urban fabric.

## ■ CIRCULATION

- Create and strengthen pedestrian, bike and trolley linkages within downtown, to the transit center, Allan Hancock College, and nearby residential neighborhoods.
- Incorporate traffic calming measures to slow traffic and implement safety measure techniques or designs to create a more pedestrian-friendly environment.

## ■ ECONOMIC VIABILITY

- Make investment in selected public improvement projects, such as a Streetscape Plan and investments for downtown community events, a top City priority.
- Support the revitalization of downtown by providing incentives for retail, office and entertainment projects to locate in downtown as opposed to other parts of the city.
- Position downtown as the main place of investments citywide through incentives and public service.

## LAND USE

- Encourage a downtown consisting of a mix of uses focused on entertainment, living, shopping, recreation, culture, civic use, and employment.
- Encourage businesses and activities that take place in the evening, especially those that support one another such as dining, leisure/entertainment, and movies.
- Design public spaces to attract people and encourage public use, and events throughout the day and night.
- Integrate uses containing housing, shops, work places, schools, parks, and civic facilities essential to the daily life of the residents.
- Allow for high-density residential and office uses within the downtown core.

## REVITALIZATION AND AESTHETICS

- Identify key City-owned sites for reinvestment opportunities.
- Beautify the primary corridors throughout the downtown core.
- Continue a proactive code enforcement program.
- Provide incentives for aesthetic improvements to private properties.

# DOWNTOWN VISION



The Revitalization Principles, which emerged from the public outreach process, were the foundation for the downtown vision. The downtown vision creates a uniquely, identifiable downtown for Santa Maria.

The Downtown Plan sets policies to achieve a future vision of downtown that is:

- A **pedestrian-oriented** city center with an integrated mix of land uses (retail, office, residential, entertainment and civic/cultural) woven together by well designed streetscapes in a safe and clean environment.
- A **culturally rich** environment that reflects the character and community of Santa Maria through its events, public art, and design elements.
- An area with **diverse entertainment opportunities** such as movie theaters, restaurants with outdoor dining, a thriving weekly community event, and events that feature music and artistic performances.
- A place where **new businesses** are eager to locate and are attracted by the improvements and the encouragement the City gives to investors, downtown merchants, and property owners.
- A place for **living** as well as **working** with new office spaces and residential units for a diverse age group.
- An area enriched with new cultural, **recreational, and civic facilities** to support the mixed-use environment.



*mixed-use building*



*outdoor dining*

# DISTRICT VISION

The Downtown Plan is divided into five different districts (Figure 2, page 11) each with a unique character, vision, and purpose:

- 1) Gateway District
- 2) Town Center District
- 3) Civic District
- 4) Bungalow District
- 5) Railroad Loft District

## ■ GATEWAY DISTRICT

The Gateway District consists of the properties along the highly traveled roadways of Main Street and Broadway. Beautification of these corridors is essential to the revitalization of downtown. New businesses, facade improvements or new construction should provide a well designed, dynamic street scene with multi-storied buildings along the sidewalks. These buildings should have ground level businesses that provide a pedestrian-friendly environment with attractive and engaging storefronts. Alcoves and paseos between buildings should provide outdoor dining, seating areas, and public art opportunities. Parking lots should be placed to the rear, out of site of the street, to reinforce the desired traditional downtown pedestrian character. Ground floor businesses should be focused on uses that add to the pedestrian character of the area, which may lead to some businesses being encouraged outside of the Gateway District.



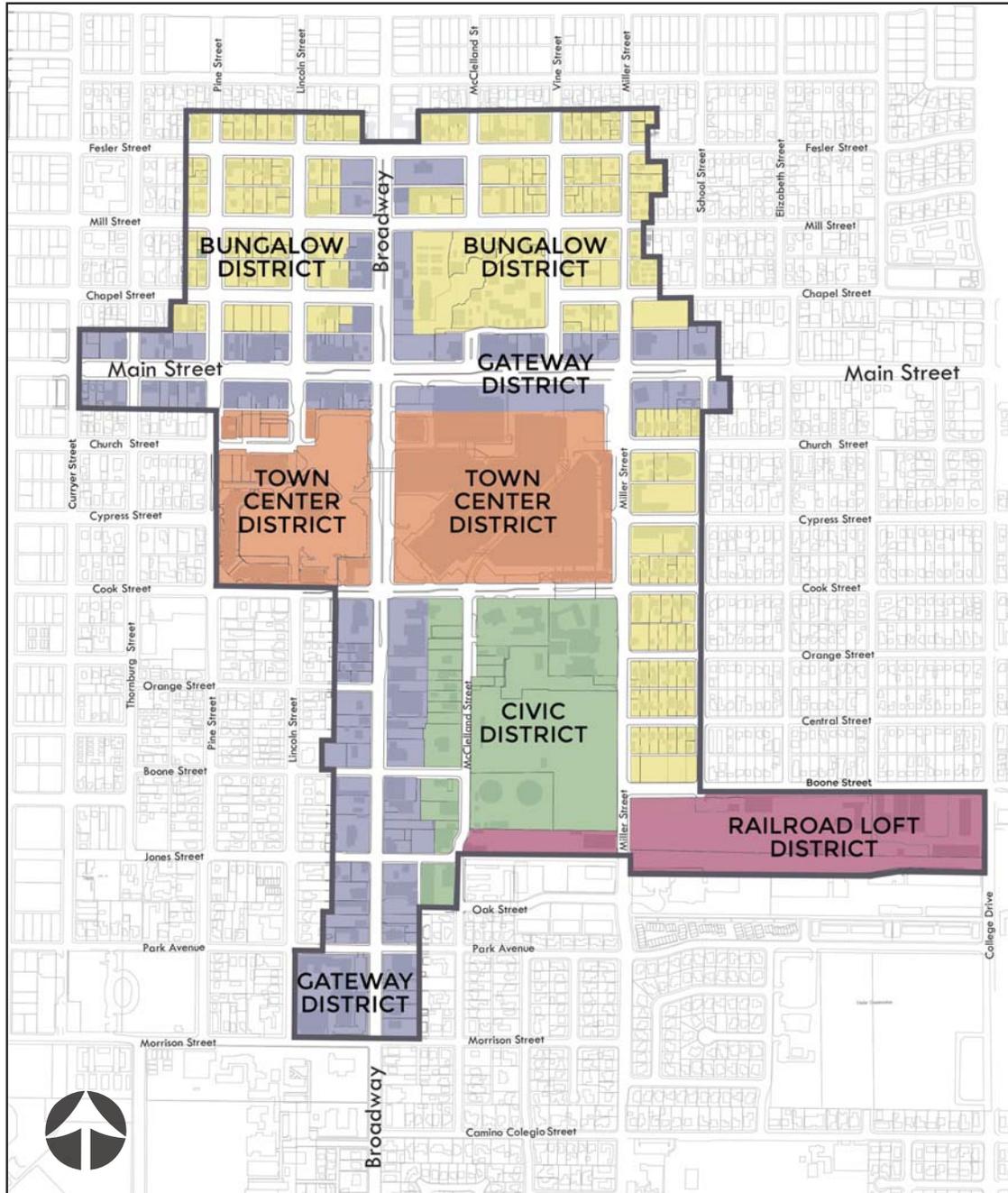
*outdoor seating example*



*paseo example*

# FIGURE 2

## DOWNTOWN PLAN DISTRICT MAP



## TOWN CENTER DISTRICT

The Town Center District predominately consists of Town Center East mall, Town Center West shopping center, and City-owned parking lots and parking structures within the downtown core making it an ideal central location for community events in Santa Maria. An ongoing weekly community event should be held in the Town Center West parking lots which will promote activity and draw people to the downtown core. Streetscape improvements such as street trees, benches, landscape planters, pedestrian amenities, and public art will help make the area more walkable encouraging people attending the events to stay and walk around downtown. The existing Heritage Walk can be expanded into a paseo system with a series of plazas, retail shops, restaurants, outdoor dining, and public art to continue to draw people even when community events are not occurring. An urban plaza should be created within the Town Center District to facilitate the community events as the area redevelops. The strategic redevelopment of key City-owned property in the Town Center District should be further explored.



*Broadway looking north towards Main Street*



*Broadway looking north towards pedestrian bridge*

## CIVIC DISTRICT

The Civic District is centered around McClelland Street which is also used for many community events. County and City civic services, and recreational open space services currently reside in this district, such as the Santa Maria Public Library, the Abel Maldonado Youth Center, the Children’s Museum, and Simas Park. New development in this area will complement the existing civic uses such as restaurants, retail, or office uses.



*Santa Maria Public Library*



*Santa Maria City Hall*



## BUNGALOW DISTRICT

The Bungalow District is a support area to help transition the downtown core to the existing single-family residential areas outside the Downtown Plan boundaries. The primary reason the Bungalow District is in the plan is because the area has such a mixture of uses that a regular zoning district would be unable to provide the flexibility and opportunities that the Downtown Plan can lend this area. Major redevelopment is not expected in this area considering the existing small scale buildings and residential sized lots. The majority of the redevelopment is anticipated to be infill residential uses or conversion of single family residences into offices or retail space. Streetscape improvements of wide streets are needed to make the area more attractive and walkable.



*Bungalow vision*



*craftsman style home/office*

## RAILROAD LOFT DISTRICT

The Railroad Loft District was added to the Downtown Plan area to provide a connection corridor between downtown and Allen Hancock College. This area is predominately newly redeveloped with the construction of the Transit Center in 2011 and Hancock Terrace Apartments in 2015. A recreational pedestrian /bicycle path along the existing railroad corridor to the east will further enhance this connection and is being installed with the Hancock Terrace project. A number of existing industrial buildings and uses remain in the area that could potentially be reused with light industrial uses or redeveloped in the future as live/work units, student housing, or retail uses.



*Hancock Terrace*



*contemporary style loft building*

# RELATED DOCUMENTS

## ■ THE GENERAL PLAN

The City's General Plan guides development within the City of Santa Maria. The General Plan sets a vision for the future of the community and sets forth rules for achieving goals and objectives crafted to shape the community over the next ten to twenty years. This Specific Plan document is consistent with the City's General Plan.

Listed below are goals from the Land Use, Circulation, Housing, and Economic Development Elements relevant to this Downtown Specific Plan.

### **Land Use Element**

- Goal L.U.1- "Maintain and improve the existing character of the community as the industrial, and commercial retail center for northern Santa Barbara County and southern San Luis Obispo County."
- Goal L.U.3 - "The City will promote quality urban design enhancing Santa Maria's character."
- Goal L.U.6 - "Accommodate new development, balancing social, environmental and economic considerations."

### **Circulation Element**

- Goal C.1- "Provide and maintain a comprehensive transportation system that provides for the safe and efficient transport of people and goods throughout the City."

### **Housing Element**

- Goal H.1- "Provide decent, affordable housing for all economic segments of the community."

### **Economic Development Element**

- Goal E.3- "To enrich the quality of life and improve the economy of Santa Maria by generating travel and enhancing the image of the region."



## ■ THE ZONING ORDINANCE

The Downtown Plan document presents standards and regulations which supersede the Santa Maria Municipal Code (Title 12 - Zoning) in order to achieve the downtown vision. In any instance where the Downtown Plan appears to present requirements different than or unique from the Santa Maria Municipal Code (Title 12 - Zoning), the provisions of the Downtown Plan will control.

## ■ THE ENTRADA SPECIFIC PLAN

The corridors of Broadway and Main Street outside of the Downtown Plan are included within the Entrada Specific Plan. Generally, the document sets forth design guidelines to provide a cohesive streetscape presentation along the major corridors of the city. The Downtown Plan and Entrada Specific plan have many overlapping design and streetscape elements to tie the two areas together.

## ■ CALTRANS: MAIN STREETS, CALIFORNIA

Caltrans published a *Main Streets, California* document to aid in the design of corridors surrounding state highways that are used as “Main Streets” by the communities they transverse. The third version was published in 2013. The document is meant to provide proven methods of designing transportation corridors that reflect the surrounding community, that are safe and efficient, and are also more livable and walkable for the communities they are in. Above all, the manual is concerned with the safety of those driving, cycling, and walking in a common area. Multi-modal safety and connectivity are primary goals in the Downtown Plan as well, because it is imperative to the implementation of a walkable downtown and an efficient circulation network. Many of the guidelines presented in the Caltrans document have been incorporated into the Downtown Plan and will be the foundation for improvements proposed by the Streetscape Plan.

# HISTORIC RESOURCES

## HISTORY OF SANTA MARIA

The Santa Maria Valley first attracted European settlers in the late 1700's after the establishment of Mission San Luis Obispo and Mission La Purisima in Lompoc. Many settlers were the recipients of land for settlement from the government, and the area's rich soil available for various agricultural processes continued to attract settlers to the area through the mid 1800's.

In the late 1870's, four of the valley's well-known settlers (Rudolph Cook, Isaac Fesler, Isaac Miller, and John Thornburg) each donated a section of their land to be used as the location for a new town known as Grangerville. Today's intersection of Broadway and Main Street marks the corners of these four pieces of land. Grangerville eventually took on the name Central City but was renamed Santa Maria in 1885.

Oil exploration began in the valley in the late 1800's. By 1901, William Orcutt and his company, Union Oil, were leasing more than 70,000 acres of land for oil exploration and processing. The discovery of oil led to a population surge that finally resulted in Santa Maria becoming incorporated as a general law city in 1905. At the time of incorporation, the City population was estimated to be 1,000 persons. The first U.S. Census showed that the population more than doubled by the 1910 Census.

In the 1950's the near simultaneous construction of U.S. 101, the Twitchell Reservoir, and the Santa Maria River levee were major historic milestone events for Santa Maria. The design of U.S. 101 bypassed the Downtown with a 4-lane highway that skirted down the eastern edge of the City's four-square mile boundary. The road gave travelers four interchanges, but the bypass became detrimental to many downtown businesses. The Reservoir, on the other hand, stabilized the groundwater basin to a point where the aquifer never felt serious damage from saltwater intrusion. Also, the levee prevented most of the flooding in the City and opened up areas to development that were regularly flooded by the Santa Maria River. These engineering marvels opened new land areas for development because they removed natural constraints (access and flooding) to the land located north of the City.

In the 1970's, great deliberation and heated discussions led to the Redevelopment of the old Downtown. The U.S. 101 bypass of the City business districts of Main Street and Broadway had started a long decline in the central business districts. As the decline affected local businesses, the Urban Renewal policies of the 1960's enabled the City to form a Redevelopment Agency to work to stop the decline and transform a portion of downtown into an enclosed shopping mall. In 1975, the Santa Maria Town Center Mall (SMTM) opened with three levels of free parking, a Sears, and Gottschalks anchoring



about 400,000 square feet of retail space on 16 acres. In 1989-1991, the Town Center West (TCW) added a 3rd and 4th major tenant space with a second free parking structure, a pedestrian bridge over Broadway connecting the SMTC to the TCW, and plans for a 5th major department store. Then, in 2010, a new 14-screen theater was constructed in place of Gottschalks at Town Center East during the recession. The hope was the theater would help revitalize the mall and new tenants would come in. As of 2015, the mall continues to have high vacancy rates and the downtown area remains largely unattended.

During the recession, two other large public projects were also constructed, the Santa Maria Public Library in 2008 followed by the Santa Maria Transit Center in 2011. These two large public projects within the downtown area were also hoped to help aid in revitalizing the downtown area. Much like the theater, the projects are successful and highly used, however, they have not been able to be the catalyst in bringing about revitalization to the area.

## HISTORIC STRUCTURES

### **How Historic Information Will Be Used**

The inventory of existing historic resources lends important reference for new development in the Downtown Plan area. While the Plan in its entirety does not require strict application of traditional historic architectural styles, historic influences nonetheless should be honored and retained where possible. The design guidelines encourage the use of building elements or features typically found on historical structures. The Development Standards emulate the form, massing, and relationship of building to sidewalk of these historical structures. The degree to which historic structures influence the design direction within the Downtown Plan districts may vary; however, protection of existing noteworthy structures and respect for the City's heritage is a theme that will guide new development.

Several historical structures are located within, and adjacent to the planning area and provide context and reference for the Downtown Plan area's architectural and cultural character. The following describes the principal structures and their features (See Figure 3, page 21 for locations).

**1. The First United Methodist Church**

Built in 1922, the architecture of this Church at 311 South Broadway is representative of the Spanish Renaissance period and remains the home of the church bell salvaged from the ship Anna Lyle on December 25, 1876, at Point Sal by the Charles Clark family.



**2. Saint Peter's Episcopal Church**

Completed in 1932, this Church is located at 402 South Lincoln Street. The committed efforts of the Women's Guild raised money to build this English Country style building over a twenty-year time period. Originally, the church had only four stained glass windows, but throughout the years, parishioners donated the remaining windows, deciding on their theme as each donation was made. In many ways, these windows represent the community, their spirit, and beliefs.

**3. The Martin Luther Tunnell Home**

Built in 1868, this home at 428 South Lincoln Street is believed to be one of the oldest homes still standing in Santa Maria. Originally, this two-story house stood on the 160-acre Tunnell Homestead that has now become the campus for Allan Hancock Community College. The home was moved to its present location in 1905 after George Tunnell sold it to the Crakes family.



**4. The Santa Maria Inn**

Opened in May of 1917 at 801 South Broadway, the Inn originally offered 24 rooms, 24 baths, a dining room, and a kitchen. Today, the Inn has 166 rooms and includes the Tap Room and an old English pub. The Inn still evokes the old country inn feel that Frank J. McCoy envisioned for his business almost a century ago.



**5. The Minerva Club**

Designed by Julia Morgan (the architect responsible for the design of Hearst Castle) in 1927, this craftsman style building has served



as a clubhouse for the women of Santa Maria throughout the decades. The building includes many of the typical design elements of Julia Morgan's work: natural dark wood; large decorative hardwood trusses on the ceiling; long, narrow windows; and colored handcrafted tiles.

### **6. The Reuben Hart Home**

Built in 1877 at 412 South McClelland Street, this vernacular-Greek revival style Hart Home has been moved twice from its original location at the corner of Broadway and Church Street. Hart is often considered the father of Santa Maria, and today his home houses the Natural History Museum.

### **7. Santa Maria High School**

Located at 901 South Broadway, this school opened in 1925. Considered one of California's oldest school buildings, the building has many Spanish architectural elements. Unfortunately, much of the façade of the building and the 100-foot tall bell tower have been removed due to the Fields Earthquake Act.

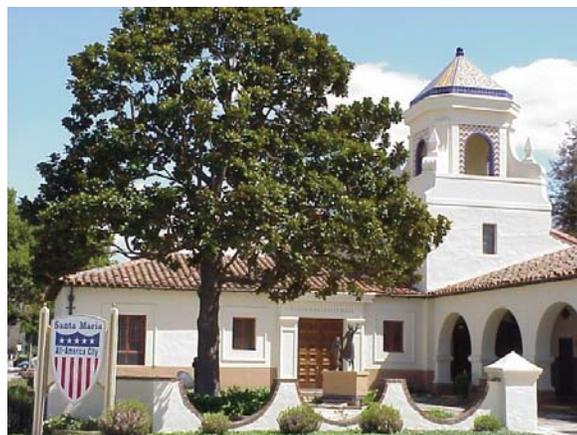


### **8. The Landmark Building**

Originally built in 1907 for Henrietta Louise Newlove Martin, her husband Robert Franklin Martin, and their 8 children, this two-story, thirteen-room home was purchased by the Santa Maria Club in the 1920's. It has been said that the original Santa Maria Style Barbecue can trace its origin to the annual Stag Barbecue, put on by the Santa Maria Club at this Landmark Building. The building traded hands and was completely renovated in 1981. Since then, it has served primarily as a restaurant.

### **9. City Hall**

After the 1933 Santa Barbara earthquake, the City commissioned this new City Hall to comply with stricter requirements for public buildings. Designed in 1934 by Santa Maria's first architect, Louis N. Crawford, Santa Maria's City Hall blends Moorish influences into the California mission style. Located at 110 East Cook Street, the building, with its distinctive blue and yellow tiled tower, arched entrances, clay-colored roof, and wood-beamed ceiling, was featured in the April 1940 issue of Life Magazine.



### **10. The Haslam Building**

This building on the corner of Main Street and Lincoln Avenue was originally built for the I.O.O.F, the Odd Fellows of Santa Maria, in 1906 in the distinctive style typical of Odd Fellows Lodge buildings of that time. William Haslam was the first tenant, and he occupied the ground floor. In 1977, the W. Haslam Co. purchased the building from the Odd Fellows. Currently, it is still owned by the family, although there is no longer a Haslam's Store and the ground floor at 126 W. Main Street is commercial retail use.

### **11. The Coca Cola Bottling Company**

Built in 1938, this Company is located at 120 East Jones Street. Built in the art-deco/art modern style, the building has glass block façade, very modern and advanced for its time. Serving as a bottling facility for the Coca Cola Company until 1976; the building today is a center for non-profits serving Santa Barbara and San Luis Obispo counties. The site includes the Children's Discovery Museum, constructed in 2005.

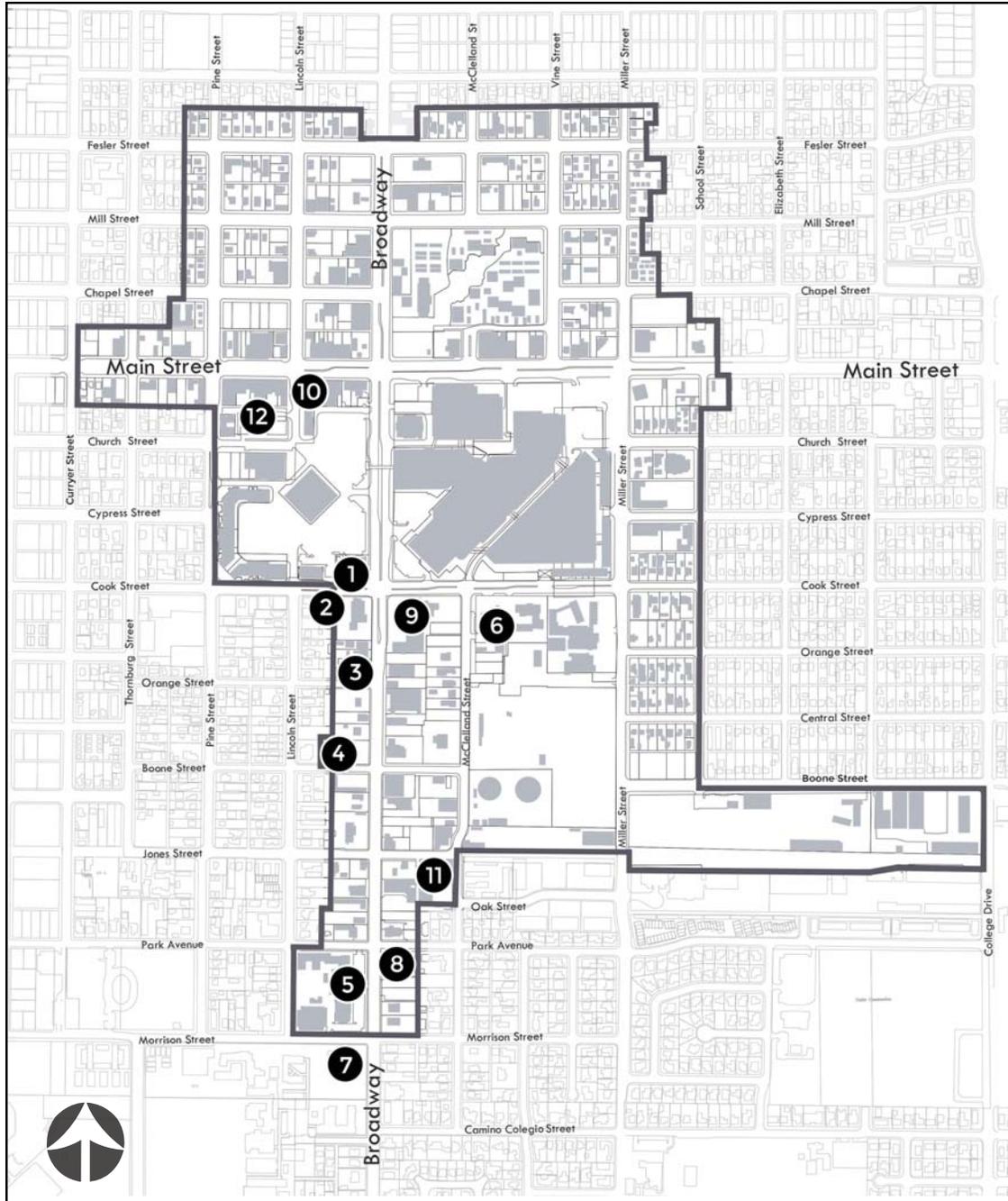


### **12. Heritage Walk**

Heritage Walk is a pedestrian corridor that connects Town Center West to Town Center East. Construction for this walkway began in early 1990, with a grand opening ceremony in November of 1990. The Walk is just south of Main Street, stretching from Broadway to Pine Street. The corridor is 30 feet wide and is furnished with special benches, a special street sign, and bordered by large paved terracotta tiles which have been privately purchased and custom imprinted. As part of the opening ceremony of Heritage Walk, a time capsule was buried and is to be uncovered in the year 2040.

# FIGURE 3

## HISTORIC STRUCTURES MAP



# COMMUNITY OUTREACH

The Public Participation Plan was an integral component of the Santa Maria Downtown Plan during its original creation. This plan describes the approach used to inform and involve the community in the Downtown Plan process and the approach used to extract valuable feedback from the community to help shape the downtown vision for Santa Maria. The Public Participation Plan documents how the public involvement process evolved, steps taken, and describes the lessons learned. (Refer to Appendix A for Public Participation Plan.)

This community outreach effort involves the various citizens and interest groups of Santa Maria in the Downtown Plan process. Initial outreach steps involved the citizens of Santa Maria, using the following methods:

- Building trust in the public process
- Educating the public about the planning process
- Involving participants in the Downtown Plan process
- Soliciting input and feedback on the evolving Downtown Plan

The following is a summary of the outreach efforts included in the public participation process that helped to shape the original Downtown Plan adopted in 2008:

## KEY PERSON INTERVIEWS

A series of half-hour to one-hour meetings were held with various stakeholders, including City staff, decision-makers, landowners, merchants, developers, interest groups, neighborhood organizations, etc. The purpose of these meetings was to listen to the issues and observations from key persons about the planning area. The interviews were informative, laying a foundation of background information and identifying many issues as well as visions for the downtown area.

In summary, most of the stakeholders voiced consistent feedback, that Santa Maria needs a downtown, a place, a “there.” They want a gathering place, a heart to their community, and an identity. The downtown needs to be inviting to pedestrians and all visitors with more shops, restaurants, and entertainment opportunities. Most people felt that the Town Center East mall appearance and vacancy rate was a major issue with downtown and was in need of significant changes. Truck traffic along Broadway and Main was also a consistent concern. People want to see the general aesthetics of streets, landscaping, and buildings improved. There seemed to be a consensus that the vision for downtown Santa Maria must respect and embrace the demographics of the community to be successful. (Refer to Public Participation Plan Appendix A for a complete summary/record of stakeholder interviews.)



## ■ WALKING TOURS

A successful method to gain a thorough understanding of the planning area was to take a walking tour with City staff. The consultant team (urban designers, planners, landscape architect, economist, market analyst, and traffic engineer) and Downtown Specific Plan team (City staff including, Community Development Director, planning staff, Special Projects Coordinator, and civil engineer) conducted a walking tour in which they collaborated on identifying key issues, noting existing conditions, and brainstormed ways to improve the downtown.

In summary, the team saw ample opportunity for Santa Maria's downtown to be revitalized. There were a number of under utilized sites and wide streets that are opportunities for improving the existing downtown character. This tour was a successful data gathering exercise and a great way to stimulate design solutions.

## ■ BUS TOUR/CAMERA SURVEY

Following the walking tour, the consultant team, the Downtown Plan team, and various community stakeholders participated in a camera survey: a one-day bus tour of three Central Coast cities. The participants used disposable cameras and comment sheets to record their thoughts and reasons for taking each image. The participants visited Ventura, Santa Barbara, and Solvang, photographing ideas and discussing concepts for improvements that they would like to see in downtown Santa Maria. To quantify the findings from this exercise, photos were developed and mounted on boards with the corresponding comments. This outreach effort presented a unique opportunity for participants to identify key urban design features, architectural styles, and types of businesses, downtown amenities, that they would like to see in Downtown Santa Maria.

## ■ HISPANIC OUTREACH PROGRAM

Santa Maria's demographics include a large Hispanic and Mixteco population. Lemus Architecture and Planning and RRM Design Group conducted the Hispanic outreach effort to address the needs and interests from the various Santa Maria communities reflecting its demographics as well as to educate people on how to be involved in future planning and decision-making.

Running parallel with the general public outreach efforts was an effort specifically for the Hispanic community. This effort involved engaging the Hispanic and Mixteco community in six workshops where participants learned about the planning process, the Downtown Plan, and how individuals and groups can be involved. This effort is described in detail in the Public Participation Plan, Appendix A.

## PUBLIC WORKSHOPS

*(Tuesday March 8th, 2004)*

A Community Workshop jump-started the Downtown Plan public participation process. The workshop attendees represented a cross-section of Santa Maria's demographic profile, including participation from the Hispanic and Mixteco community. The Workshop also included Spanish translation with headsets as well as facilitators.

The workshop began with an introduction of the Downtown Plan project. There was then an interactive exercise where participants broke into small groups to discuss their vision, concerns, and ideas for downtown Santa Maria. Discussion groups topics included the following:

1. How would you promote and describe Santa Maria to a visitor?
2. When I close my eyes and think of what I want downtown to be, I imagine . . .
3. I imagine that the streets will have . . .
4. Should Downtown be a place for special events? If so, what kind?
5. What types of shopping and restaurants would you like to see in downtown?
6. What types of uses do you want to have in our future downtown?
7. What do you see as obstacles in changing downtown?
8. What could set downtown Santa Maria apart from other areas in the City?
9. Thinking of all the improvements that could be made in downtown, what are the two most important issues to address right now?
10. What would attract and bring people from other communities to come to downtown Santa Maria in the future?

Following this exercise, RRM Design Group (the primary consultant) conducted a Power Point visual preference survey by giving members of the public hand-held devices to vote on various images. The hand-held units allowed the participants to weigh in on how appropriate the architecture and other features in each image were for various districts in the downtown area.

In summary, participants consistently voted pedestrian oriented streetscapes with the buildings located at the street edge as their preference. The architectural styles that participants voted the highest were newer buildings with the massing broken up into smaller components instead of one large box. These buildings also included well articulated windows and entries, roof lines, and building bases. Historic looking structures were not ranked as high.

This workshop was very informative in setting a clear direction for where the community saw themselves in the short- and long-term future. The feedback obtained helped the consultant team to develop a design plan and ultimately the Downtown Plan.



*(Thursday June 10th, 2004)*

Community Workshop #2 had an energetic atmosphere with excellent community input and feedback. The workshop attendees were a good representation of Santa Maria's demographic profile, including participation from the Hispanic and Mixteco community. Spanish translation was provided throughout the workshop. This workshop focused on the Downtown Design Plan and Specific Plan District Map and presenting the vision of what Santa Maria's Downtown could be. The Workshop Team encouraged participants to give feedback and comments on the ideas presented.

In summary, participants were very supportive and enthusiastic of the concepts and visions presented. They spoke of the need for Downtown activities targeting Santa Maria youth and families. Participants were also interested in how the vision will be implemented.

*(Wednesday, November 10th, 2004)*

The purpose of this outreach effort was to present the draft components of the Downtown Specific Plan and to solicit feedback on topics such as land use, economic market analysis, development standards and guidelines, mobility, and implementation. After a presentation of an overview of plan contents, a series of topic related focus groups allowed in-depth discussion and feedback on the content of the draft plan.

In summary, the participants were excited about the plan and had an opportunity to give feedback on the elements presented. Most of the workshop discussions focused on answering questions from the community to clarify the presented material.

## ■ 2015 UPDATE

Following the adoption of the Downtown Plan in 2008, the City was impacted by an international recession, which resulted in minimal new development. As the economy rebounded, the City discovered that the Plan did not provide sufficient flexibility for reuse of existing buildings and relied too heavily on redevelopment being the catalyst for downtown revitalization. The Plan needed new revitalization strategies, to be streamlined and flexible, and simplified to make it more user-friendly. This led to a major 2015 update. As part of that update, community outreach was conducted.

*(Wednesday, July 22, 2015)*

A Community Meeting was held to present the revitalization strategies for downtown including a focus on activities, partnerships and beautification. Surveys were handed out at the meeting to collect the community's input and ask if the new focus was heading in the right direction. Ninety-seven percent of the people who responded agreed with the new focus of the revitalization effort.

In addition, targeted meetings with interest groups, organizations, major downtown property owners/businesses, and the Chamber of Commerce were also held prior to the Community Meeting to introduce the new downtown direction. All the feedback that was received was positive and affirmed support of the strategies and changes being made.

*(Tuesday, August 18, 2015)*

A joint workshop with the Planning Commission and City Council was held to present the proposed revitalization strategies for downtown, which included a focus on activities, partnerships and beautification, as well as an overview of the amendments. Feedback was solicited on topics such as land use, partnerships with downtown businesses, a weekly community event, and beautification efforts. The community continued to speak in support of the revitalization efforts and direction was given by Council to move forward with the proposed strategies and amendments.



# CHAPTER TWO



## LAND USE & DEVELOPMENT



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# INTRODUCTION



The Land Use & Development Chapter contains standards and guidelines for new development and reuse of properties in the Downtown Plan area. For ease of use, this chapter is organized by the development review process, land uses, development standards, design guidelines, and architectural styles that are applicable to the entire Downtown Plan area. The regulations are predominately form based and provide property owners flexibility in types of uses and design options within the Plan area, subject to City approval.

The Downtown Plan is divided into five different districts (Figure 4, page 30) each with a unique character, vision, and purpose that is described in Chapter I. The five districts are:

- 1) Gateway District
- 2) Town Center District
- 3) Civic District
- 4) Bungalow District
- 5) Railroad Loft District



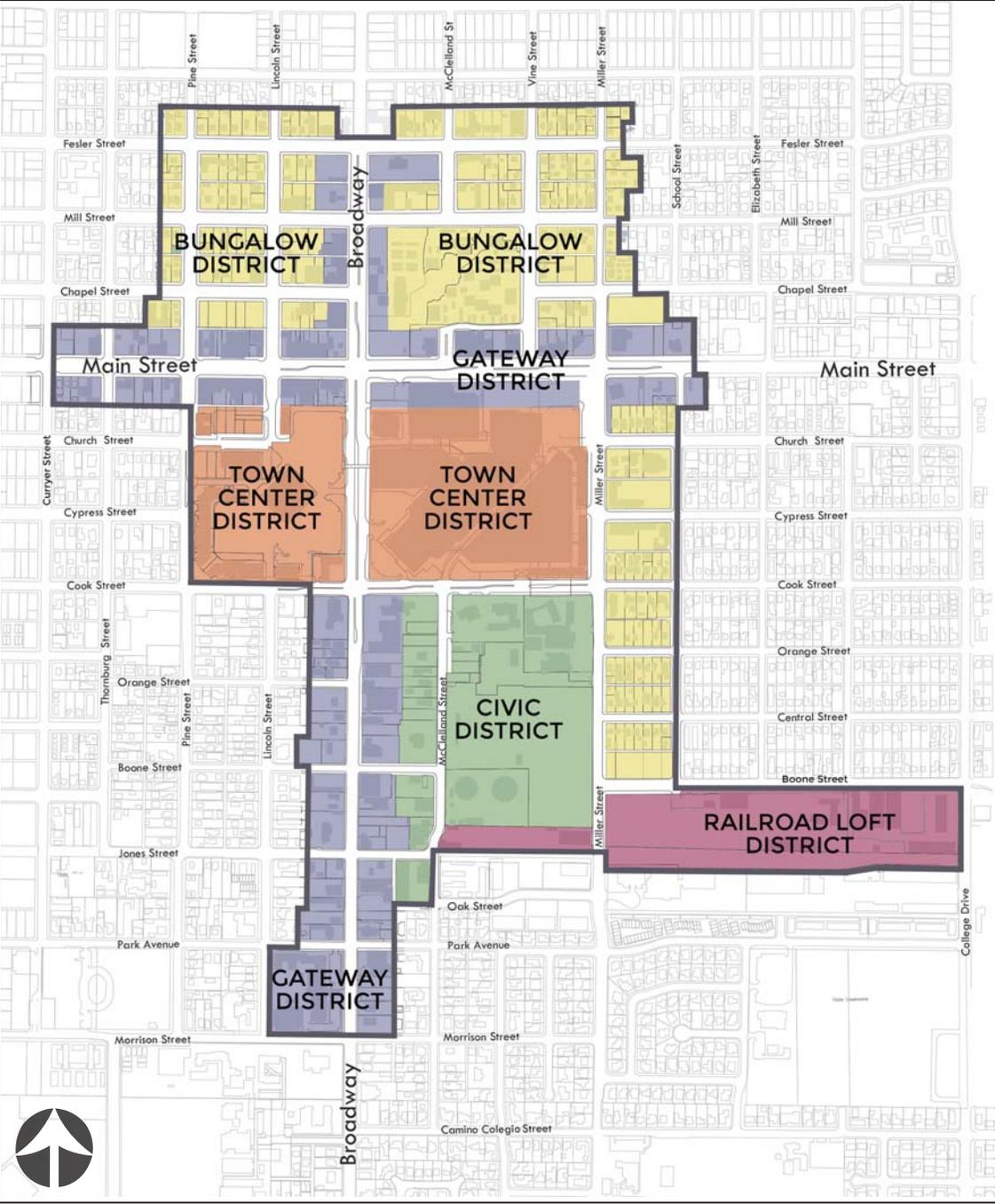
*streetscape example*



*community event example*

# FIGURE 4

## DOWNTOWN PLAN ZONING & DISTRICT MAP



# DOWNTOWN PERMIT



The Planning Division of the Community Development Department, under the direction of the Zoning Administrator, is responsible for the implementation of the Downtown Plan. The Downtown Permit is the mechanism in which the incremental implementation of the Downtown Plan and its vision is accomplished. All projects, including City projects, within the Downtown Plan area will require a Downtown Permit to ensure consistency with this Plan, and to create a relationship/partnership with the applicant.

For the purpose of this section, “projects” consist of the following:

- New Development
- Reuse projects
- Events

A Downtown Permit is applied for and issued through the Planning Division of the Community Development Department. Through the Downtown Permit process, the Planning Division will act as a one-stop-shop for all permitting needs within the Downtown Plan area, similar to a concierge service. Each project will receive a Planner as a point of contact. The Planner will be the liaison for the applicant and work with the other departments in the City and outside agencies to help the applicant through all the necessary permitting processes as smoothly and quickly as possible.

Downtown Permits are acted on by the Zoning Administrator, Planning Commission or City Council, depending on the scale and location of the proposal (page 33).

## ■ NEW DEVELOPMENT

New development projects are considered to be:

- New building or site construction
- Addition of building square footage

New Development projects are subject to a Downtown Permit and will be reviewed by the Planning Division for compliance with the Development Standards and Design Guidelines of the Downtown Plan (page 46). Flexibility in or deviation from the standards and guidelines are available through the Downtown Permit process for new construction or additions to existing buildings, when findings can be made that superior site or architectural design is achieved. Incentives are available for new development projects through the Downtown Permit process (page 36).

A Downtown Permit will be issued in accordance with the Standard and Special Findings (page 37). Greater incentives will be provided for projects that have the highest level of consistency with the Design Guidelines of this Plan (page 46). See the Design Guidelines for qualifying improvements. More information on the incentives packages are available at the Planning Division in the Community Development Department.

## REUSE PROJECTS

Reuse projects are considered to be:

- Occupancy of a vacant building or tenant space
- Transfer of a business
- Change in the existing use of a building, property, or tenant space
- Physical change in an existing building elevation, including but not limited to style, exterior detail, color, signage or building material
- Change in landscaping, including the removal of site and street trees

Reuse projects involve occupying or making physical alterations to an existing building without expanding the building. Therefore, Reuse projects are allowed greater flexibility from the Development Standards and Design Guidelines of the Downtown Plan except signage is required to meet all standards and guidelines.

When a Reuse project application is submitted, site and exterior building improvements will be encouraged, but not required. A Reuse project that proposes site, architectural and/or landscaping improvements (page 36) and comply with the Design Guidelines (page 46) will be eligible for incentives. A property that has been designed and maintained to meet the Design Guidelines and listed Improvements will be eligible for incentives as well.

A Reuse project that proposes exterior improvements and receives incentives will be acted on in accordance with the Standard and Special Findings (page 37). The extent of the improvements will determine the scope of the incentives. A Reuse project that does not request incentives is not required to provide exterior improvements and shall be acted on in accordance with only the Standard Findings (page 37). More information on the incentives packages are available at the Planning Division in the Community Development Department.

## EVENTS

Event projects are considered to be:

- Periodic or one-time community events
- City-sponsored events



Events may be in the form of festivals, carnivals, races, parades, car shows, markets, fairs, and may be City sponsored, non-profit, or for profit. Events are encouraged to be held at the Town Center West parking lots for maximum visibility and community presence. Other event locations are available and can be discussed with the Planning Division in the Community Development Department.

A Downtown Permit is required for any event in the downtown area that is open to the general public. Downtown Permits for events may be issued administratively in conformance with the Standard Findings (page 37). These events are eligible for incentives, such as reduced rental fees or reimbursement costs for City services through the Downtown Permit process on a case-by-case basis. More information on the incentives for Event projects are available at the Planning Division in the Community Development Department.

## REVIEW PROCESS

The level of review necessary for each Downtown Permit shall be determined by the scale and location of the project (Figure 5, page 34). Larger projects in areas of high visibility will require public hearings whereas smaller projects may be processed administratively (Figure 6, page 35). This allows for the streamlining of projects that will not have a high community impact while allowing for public input and review for projects that are in the most visible areas of the downtown.

### *Scale*

The scale of a project is determined by combining the existing and proposed gross square footage of the building(s) on site that will be constructed, renovated or reused. A project will fall within one of three different categories of scale for development review purposes. The higher the scale of a project, the higher the level of review necessary. The three categories are:

- 0 to 4,999 square feet
- 5,000 to 9,999 square feet
- 10,000 square feet or more

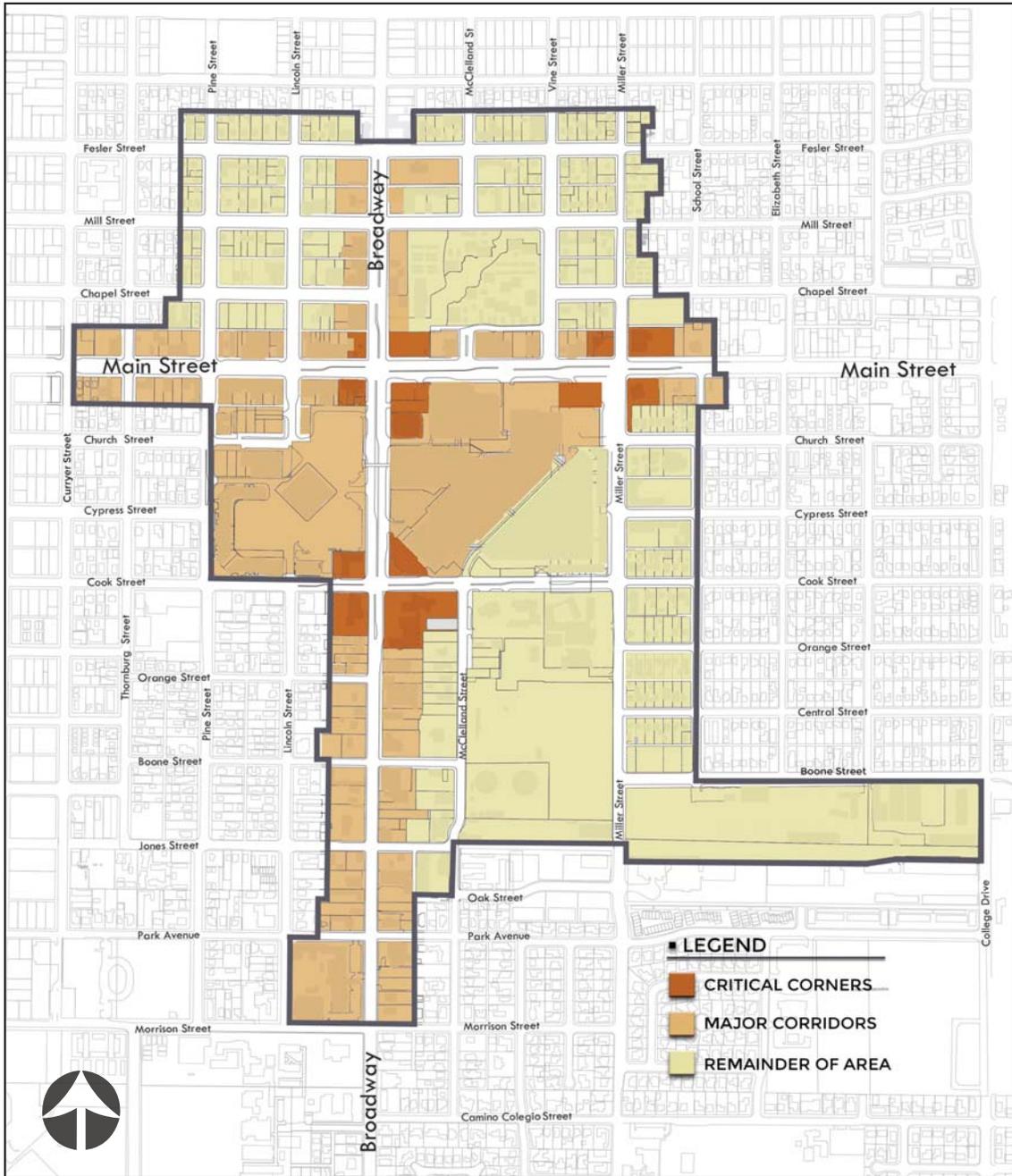
### *Location*

The Downtown Plan boundary is divided into three different categories of location for development review purposes. These categories were determined by the prominence and level of visibility of the location within the downtown. The higher the prominence and visibility of a location, the higher the level of review necessary for the project. The three categories are:

- Critical Corners
- Major Corridors
- Remainder of Area

# FIGURE 5

## LOCATION CATEGORIES FOR DOWNTOWN PERMIT



# FIGURE 6

## DOWNTOWN PERMIT REVIEW MATRIX



### Final Decision Makers:

ZA = Zoning Administrator (Administrative Action)

PC = Planning Commission (Public Hearing)

CC = City Council (Public Hearing)

### Notes:

- Signage and minor site, architectural, and landscaping improvements may be processed administratively at any location at the discretion of the Zoning Administrator.
- All Event projects are reviewed administratively.
- Appeals shall be based on Chapter 12-41 of the Municipal Code.

## INCENTIVES

Incentives are available for all Downtown Permits based on the scope of improvements being proposed to the building(s) and site. The more improvements being made or already in place or being maintained on-site, the more incentives that are available for the project. Categories of incentives include but are not limited to:

- Waived or reduced fees for permits, licenses and reviews
- Authorization for future Downtown Permits on the site to be administrative when otherwise a public hearing would be required.
- Façade improvement funding (established through CDBG funding)
- Payment plan for Growth Mitigation fees

The City may adjust incentives over time to ensure the incentives remain effective and/or necessary. Contact the Planning Division to determine what incentives are available and which apply to your project through the Downtown Permit process. Staff will identify recommended incentives as early in the review process as possible.

### *Improvements*

Improvements include, but are not limited to:

1. Existing or proposed large store front windows with code compliant signage facing the street frontage.
2. Clear, well-designed signage in keeping with the style of the building(s).
3. Landscape in the form of potted plants, trees, and landscape planters to the maximum extent possible on-site.
4. Existing or proposed Street Tree(s) per City of Santa Maria standard, irrigated by the property owner with a maintenance agreement.
5. Well painted building(s) with a cohesive color theme and architectural style.
6. Pedestrian amenities such as outdoor seating, outdoor dining, bicycle racks, and menu boards.
7. The addition of 2 or more architectural features in keeping with the architectural style of the building(s) such as:
  - Awnings
  - Crown molding
  - Cornice details
  - Entry way features such as gables and overhang
  - Window moldings
  - Columns
  - New roofing
  - Additional building materials such as stone, siding, tile
  - Any other design element or improvement that creates a more pedestrian-friendly street frontage or environment.



## *Standard Downtown Permit Findings*

The Standard Downtown Permit findings apply to all Downtown Permits. Reuse projects not seeking incentives only need to meet these findings:

1. The project meets the vision and intent of the Downtown Plan and the District in which it is located.
2. The site for the proposed project is adequate in size to accommodate the project.
3. The project will have no adverse effect upon abutting properties.
4. The project will not be detrimental to the health, safety, or public welfare of persons residing or working in the vicinity of the project, injurious to property or improvements in the vicinity of the project, or its orderly development.
5. The intensity of the project and/or the intensity of the structure(s) is not detrimental to the public welfare, adjoining properties, and the orderly development of the area.

## *Special Downtown Permit Findings*

New Development projects must meet these findings in addition to the Standard Downtown Permit Findings. Reuse projects proposing improvements are eligible for an incentives package based on the number of these findings they meet.

1. The project will have an inviting, pedestrian-friendly entrance from the street with large store front windows.
2. The project will have clear, well-designed signage in keeping with the style of the building(s).
3. The project will have abundant landscaping in the form of raised planter boxes, street trees, and in-ground landscape planters with irrigation.
4. The project will have newly painted building(s) with a cohesive color theme and architectural style.
5. The project will have pedestrian amenities such as: outdoor dining, benches, seating.
6. The project adheres to the Design Guidelines and Development Standards of the Downtown Plan to the maximum extent possible.
7. The project has incorporated two (2) or more architectural features in keeping with the architectural style of the building(s) such as:
  - Awnings
  - Crown molding
  - Cornice details
  - Entry way features such as gables and overhang
  - Window moldings
  - Columns
  - New roofing
  - Additional building materials such as stone, siding, tile
  - Any other design element or improvement that creates a more pedestrian-friendly street frontage or environment.

# LAND USE

This section provides the framework in which allowed and prohibited land uses within the Specific Plan area are determined. All allowed uses are subject to a Downtown Permit (page 31). Below is a list of the general categories of the different types of uses.

ALLOWED LAND USES	
COMMERCIAL USES	RETAIL USES
	FOOD RELATED USES
	SERVICE USES
ENTERTAINMENT USES	
HOTELS/MOTELS	
PUBLIC/QUASI-PUBLIC USES	
RESIDENTIAL	MULTI-FAMILY OR VERTICAL MIXED USE
	DETACHED SINGLE FAMILY DWELLINGS (Bungalow District only)

PROHIBITED LAND USES	
ADULT-ORIENTED BUSINESSES	
CONVENIENCE STORES SELLING ALCOHOLIC BEVERAGES	
DRIVE-IN OR DRIVE-THROUGH USES	
INDUSTRIAL USES	
COMMERCIAL OUTDOOR DISPLAY AND STORAGE (excluding temporary)	
THRIFT STORES	
TOBACCO/SMOKING RELATED SALES OR USAGE (as a primary use)	
TATTOO PARLORS	
VEHICLE ORIENTED USES	AUTO SALES, RENTAL, SERVICE, OR REPAIR
	AUTO WASH
	SERVICE STATION OR FUELING STATION
	TIRE SALES AND SERVICE

Each proposed business will be determined to fit into one of the categories above by the Zoning Administrator as part of a Downtown Permit, described on page 31. The Zoning Ordinance, Title 12, shall be used as a reference to aid in making determinations.



## ■ NON-CONFORMING USES

Existing uses within the Downtown Plan area that are listed as a prohibited use but were legally established prior to January 1, 2016 are considered legal non-conforming uses. Since a downtown is often represented by an eclectic mix of uses, legal non-conforming uses in the Downtown Plan are provided greater flexibility than legal non-conforming uses elsewhere in the City. In the Downtown Plan area, a legal non-conforming use may continue to operate, change ownership, rebuild, and expand, so long as the use does not grow beyond the property where the legal non-conforming use was established. Once a legal non-conforming use is replaced by a permitted use, then the legal non-conforming use shall cease and cannot be re-established.

# DEVELOPMENT STANDARDS

In concert with streetscape beautification and other public improvements described in Chapter III: Mobility and Streetscape, development standards for development activities are intended to create the desired urban character in the Downtown Plan area. They are also intended to improve the overall aesthetic and to serve as an incentive for private reinvestment in the downtown

## COVERAGE

An important initiative of the Downtown Plan is to clearly spell out development standards that shape the desired urban form. This Plan does not dictate specific intensities such as Floor Area Ratio (FAR) and/or residential density measured in Dwelling Units per Acre (DU/AC), rather the Plan uses a form based approach to development. Building intensities are regulated through conformance to the prescribed development standards and design guidelines, i.e. height, setbacks, parking, form, and massing. These standards are designed to simplify, streamline, and provide customized solutions to site design.

## SETBACKS

SETBACK REQUIREMENTS		
ALL DISTRICTS	FRONT	MAIN STREET AND BROADWAY - 0 feet
		REMAINDER OF AREA - 15 feet
	SIDE	5 feet
	REAR	10 feet

Note: Setbacks may be reduced on a case-by-case basis through the Downtown Permit process if superior design is achieved.

### *Front*

The intent is to create a consistent building edge at the back of sidewalk, allowing minor variations in setbacks along Broadway and Main Street to create spaces or pockets for outdoor seating and dining areas, and landscaping. These spaces will enrich the pedestrian experience and provide visual variety within each block. To strengthen the pedestrian experience, allowable improvements in the front setbacks include widened sidewalk/paving, landscaping, and outdoor seating areas.

Parking is not permitted within the front yard setback area or between the building and the street, unless parking is clearly demonstrated to be infeasible elsewhere. Parking lots



located within the front setback must be at least twenty-five (25) feet from the curb along Main Street and Broadway with significant landscaping along the frontage, trees and decorative paving.

### *Side*

A minimum five (5) foot setback is required to allow for windows, overhangs, and architectural details on sides of buildings. The setback can be reduced to zero (0) through the Downtown Permit process if determined to not have any safety or aesthetic impacts. If the only possibility for vehicular and/or parking access is along the side of the building, the side setback shall be at least thirty-two (32) feet to allow for a two-lane driveway to access the back of the property with a landscape strips and walkways along the side property lines and the side of the building.

### *Rear*

A minimum ten (10) foot setback is required to allow for open space and landscaping between buildings. The setback can be reduced to zero (0) through the Downtown Permit process if access, parking, loading areas, safety, aesthetics impacts, windows, overhangs, and architectural details can be maintained. Rear setbacks shall be measured from the rear property line or edge of public alley when the rear property line is in an alley.

### *Site Visibility*

At the intersection of two streets, the sight visibility triangle is established by measuring thirty-five (35) feet from the curb line intersection at the corner and connecting the two points across the property. No building structure, fence, wall, landscape screening material, or other obstruction shall be higher than three (3) feet or lower than six (6) feet within ten (10) feet of an alley or driveway intersection.

## ■ LANDSCAPE

Landscape is an important aesthetic and environmental component of a project. It helps soften the built environment; provides a buffer for the pedestrian; and improves air quality, water retention, storm water runoff, and heat reduction environmental benefits.

A minimum of fifteen (15) percent landscaping is required on-site. The landscaping should be well-designed, placed in meaningful locations that enhance the pedestrian experience, and in keeping with the architectural style of the building(s). Within the downtown core where projects will be denser and multiple stories, options such as rooftop gardens, planter boxes, and vertical landscape can be used to meet the landscape requirement. Reduced landscaping may be approved on a case-by-case basis through the Downtown Permit process if justification is provided and superior design is achieved. However, properties with ample ground area available for landscaping will be expected to at least meet the minimum fifteen (15) percent landscape requirement.

## HEIGHT REQUIREMENTS

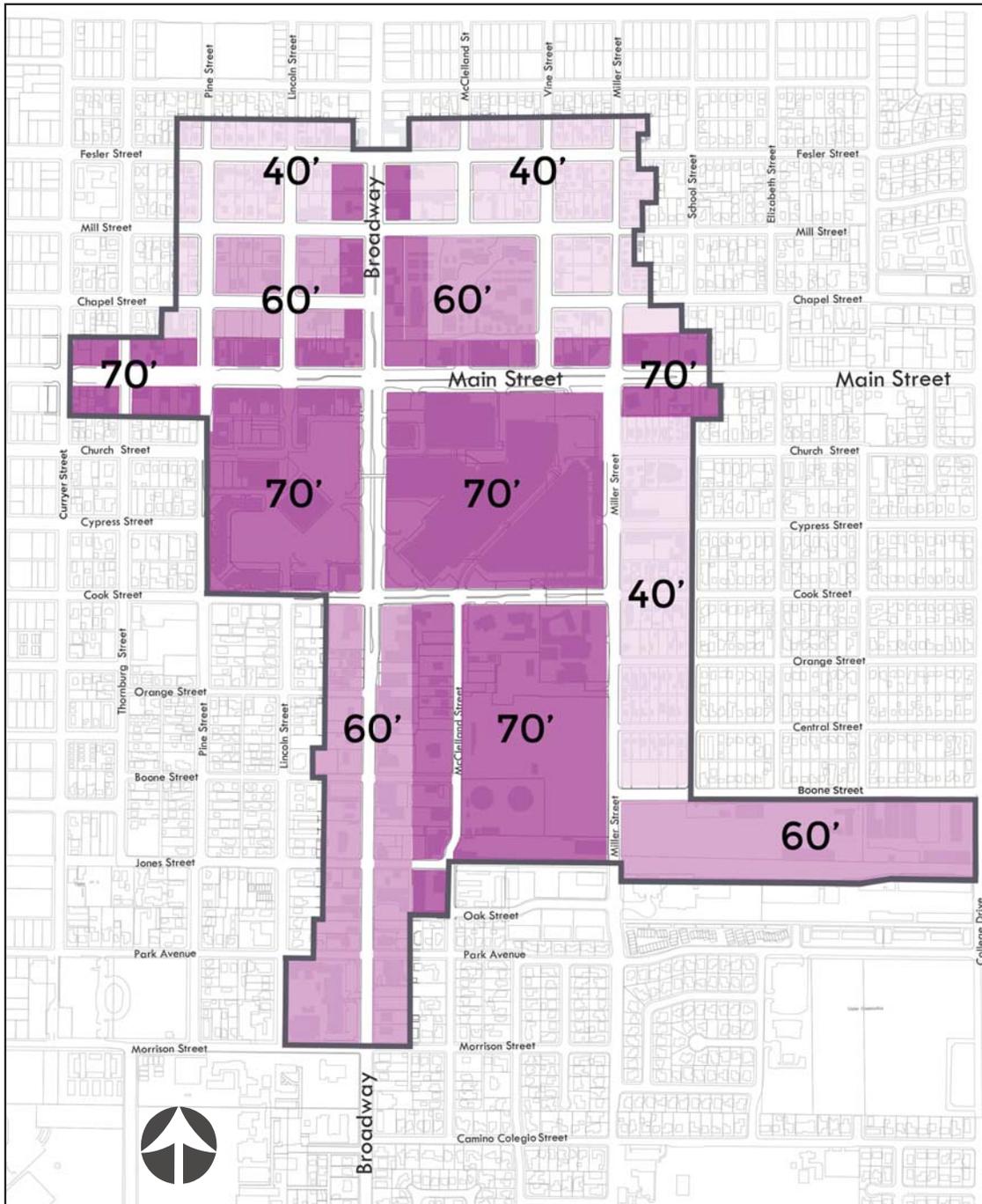
“Height” of building means the vertical distance from the average finish grade of the building site as determined from the highest and lowest point of the portion of the lot covered by the building to the highest point of the roof including roof equipment and screening. Refer to Building Height Requirement Map (Figure 7, page 43).

BUILDING HEIGHT REQUIREMENTS	
GATEWAY DISTRICT	70 feet maximum
TOWN CENTER DISTRICT	70 feet maximum
CIVIC DISTRICT	70 feet maximum
BUNGALOW DISTRICT	40 feet maximum, except 60 feet near the Main/ Broadway intersection
RAILROAD LOFT DISTRICT	60 feet maximum

Note: Extra height may be considered for architectural elements or features on a case-by-case basis through the Downtown Permit process if superior design is achieved.

# FIGURE 7

## BUILDING HEIGHT REQUIREMENT MAP



## PARKING REQUIREMENTS

PARKING REQUIREMENTS	
ALL OTHER USES	1 space per 350 gross square feet
ASSEMBLY	1 space for every 5 seats/1 space per 36 square feet
LODGING	1 space per room and 1 space per employee
RESIDENTIAL	0.5 spaces per unit for less than 400 square feet
	0.75 spaces per unit for 400-600 square feet
	1 space per unit for more than 600 square feet

Note: Reduced parking may be approved on a case-by-case basis through the Downtown Permit process if justification is provided and superior design is achieved.

Parking requirements are reduced in areas close in proximity to existing parking lots and structures. Parking requirements are outlined below and supersede the four-square-mile provision in the Municipal Code. If any property lies within a specified distance from an existing City parking lot or structure, the requirement is as follows:

<b>ZONE A</b>
No parking requirements (except for residential and lodging) for any parcel that is within 700 feet of a City parking lot/structure.
<b>ZONE B</b>
For properties within 1250 feet of a City parking lot/structure, the parking requirement is reduced by 50%.
<b>ZONE C</b>
For all other Downtown Plan properties, the requirements are as stated above.

Refer to Parking Incentive Zone Map (Figure 8, page 45).

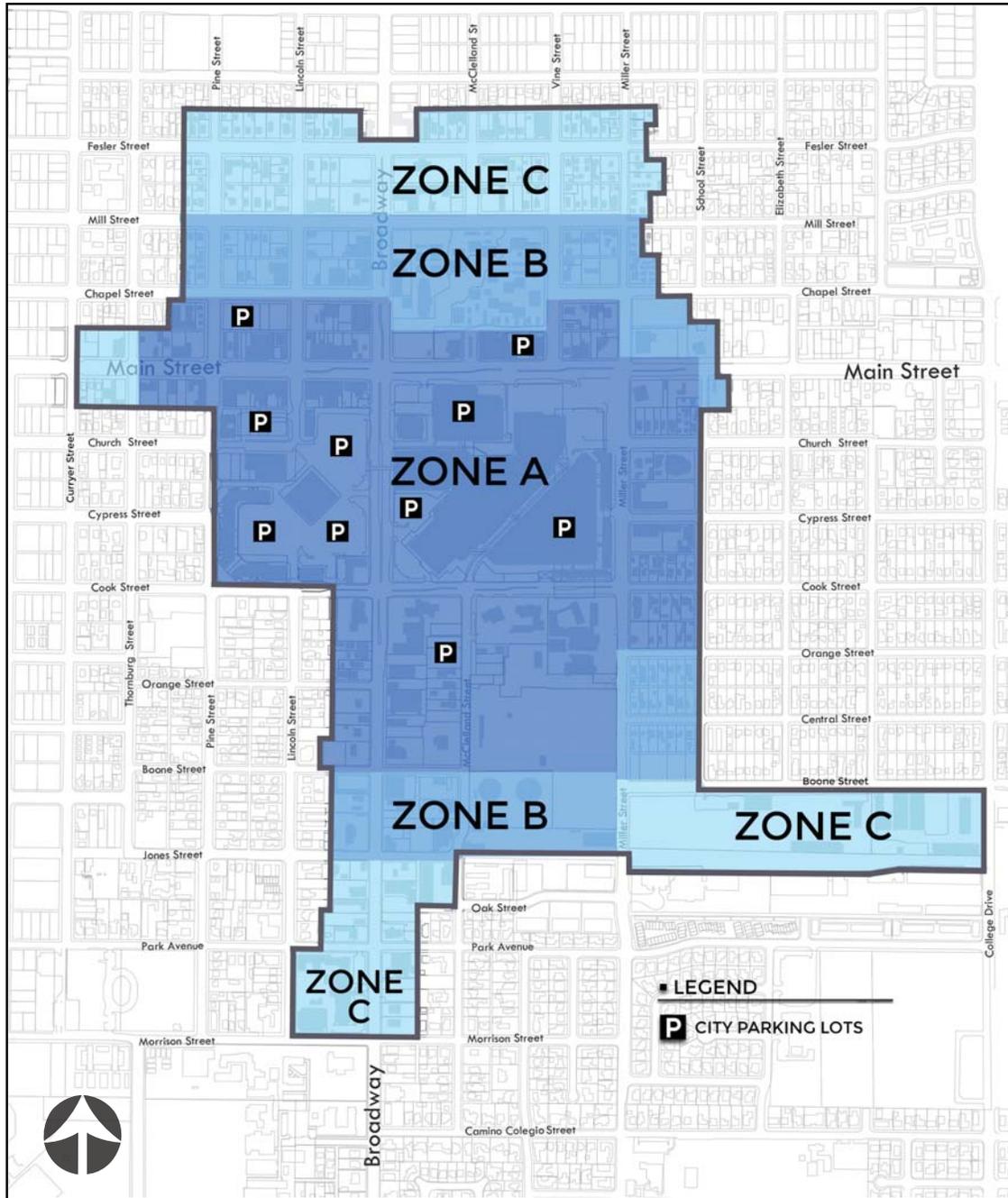
If off-street parking is provided on-site, it shall be located at the rear of the lot, with primary access from the side streets, alley, access easements, or via reciprocal access agreements. If there is no side or rear access possibility, then vehicle access to rear may be taken from the street frontage. New parking facilities may not be located along Broadway or Main Street.

### *Site Access*

Corner properties are encouraged to allow for reciprocal access to interior properties to provide parking in rear lots. Access easements across adjacent lots to the rear of a property shall be required between individual property owners upon new development with review and approval by the City of Santa Maria in order to secure reciprocal access and parking over time.

# FIGURE 8

## PARKING INCENTIVE ZONE MAP



# DESIGN GUIDELINES

This section provides design guidelines for new development and re-use of existing buildings. The provisions of this chapter apply to any addition, exterior remodel, relocation, or new construction requiring a Downtown Permit within the Downtown area. These guidelines help structure and implement the Downtown vision. The goal is to guide private development to improve the physical environment to create a welcoming environment that attracts people Downtown. These guidelines offer simple solutions and recommendations that compliment the requirements and standards in this chapter, and seek to coordinate public and private enhancements.

## SITE PLANNING AND DESIGN

- A. Focal points should be created and incorporated into sites to establish a sense of place and orientation. Fountains, plazas, art, landscape, material changes, and changes in pavement levels can be used to create focal points.
- B. Outdoor spaces should be provided wherever possible on-site and reflect purposeful planning with defined edges, benches, landscaping, and lighting.
- C. Sidewalks should provide direct and safe access to building entrances, transit stops, and adjoining properties.
- D. Building entrances should be clearly defined and easily accessible from public transit stops. They should include visual cues such as architectural details, signage, landscape, recessed alcoves. Loading areas, trash areas, and blank walls should be located at the rear wherever possible and designed to minimize their visibility.



*sidewalk design*



*outdoor dining*



- E. The overall design of a site and building should apply to auxiliary structures such as trash enclosures, mailboxes, and storage areas. Where feasible, utility transformers should be underground or located out of view, with trash enclosures or similarly screened.
- F. The use of brick, interlocking pavers, grasscrete, and cobblestones as an alternative to a solid paved driveway, parking lot, walkway, plaza, or paseo is encouraged.
- G. The mass of street-facing garages should be lessened by staggering garage doors, recessing doors, or staggering and stepping the structures back from the street right-of-way, or by using alley access whenever possible.
- H. When orienting structures on a site, consideration should be given to the privacy concerns of adjoining properties and buildings. Building, window, and balcony orientation should maximize views while preserving the privacy of surrounding neighbors.

## BUILDING DESIGN AND CHARACTER

- A. Developments are encouraged to have their own identity; however, they must integrate with adjacent properties and provide functional and aesthetically pleasing pedestrian and vehicular circulation.
- B. Smaller modules of varied and well-articulated wall and roof planes should be created to reduce the overall massing and scale of buildings while providing visual interest.



*enhanced entry architecture*



*chain architecture consistent with surrounding character*

- C. Corporate tenants should design their buildings to fit the desired scale and character of the downtown. The use of corporate “chain” or “franchise” architecture is discouraged in the downtown unless the design is consistent with the desired scale and character of the downtown.
- D. Large buildings should be designed to appear like several smaller storefronts to foster a more intimate, pedestrian-friendly scale.
- E. Entries to sites and buildings should be enhanced through the use of trellises, arbors, lighting, landscape, and decorative elements.
- F. When an infill building is more than two-stories taller than the surrounding existing buildings, its façade should be broken down into small, proportioned components and bays, or upper floors stepped back from lower floors.
- G. Buildings on corner lots shall incorporate prominent architectural elements such as a clock tower, prominent roof lines, fountains, or public art and should have angled corners or corner walkthroughs to provide drivers visibility when turning right at intersection.
- H. Ornamentation and color on awnings, trim, and eaves should be used to create horizontal emphasis and reduce the dominance of tall structures.
- I. Architectural elements of building additions should match existing features of the building; these include the materials used, architectural trim, roof form, and window shapes.
- J. The residential character and detailing of existing buildings should be maintained during the conversion of buildings from a single-family residential use to other uses. (Bungalow)



*corner building incorporating tower element*



*canvas awnings, wood trellis, & windows reduce the visual mass of this structure*



## BUILDING MASS AND ARTICULATION

- A. Building designs should incorporate 360-degree architecture. 360-degree architecture is the articulation and detailing of all building facades. This includes massing, roof forms, wall planes, as well as surface articulation and materials.
- B. Human scale should be created through the use of awnings, arches, walls, trellises, arbors, pergolas and other architectural elements. These elements should be integrated into the building design to avoid a “tacked on” look of architectural features.
- C. Building materials and finishes should be true to the structure’s architectural style. If architectural moldings, ornamentation, or detailing exist on a building, they should be repaired, retained, or replaced to match the original detailing.
- D. Each building should have a recognizable base, body, roof line, and entry. This effect can be achieved by varying textures, colors, and materials.
- E. Materials with a heavier appearance should be used at the structure’s base as an anchor and only used as accents throughout the remainder of the structure.
- F. Buildings over 50 feet long should utilize one or more of the following to reduce their perceived height and bulk:
  - 1. Significant projection or recessed elements
  - 2. A significant change in massing
  - 3. A significant change in roof or wall planes
  - 4. Significant variation cornice or roof lines
- G. Long, blank walls should be avoided. Doors and windows, varying colors and materials, awnings and canopies, display cases, trellises, vines, murals, wall undulation and architectural details can be used to soften blank walls.



*buildings with changes in wall & roof planes*



*window planters add color and visual interest*

- H. Existing structures should be repainted and repaired if their facades are faded, damaged, or have a weathered appearance prior to the establishment of any new uses.
- I. Existing historic or older structures with architectural details or ornamentation should be retained, restored, or replicated whenever possible.
- J. Structures constructed adjacent to historic structures should incorporate similar materials, details, accents, and architectural styles whenever possible.
- K. Incorporating planters into the base of window sills adds color and visual interest to otherwise blank walls.
- L. Exterior ramps, stairways, gutters, downspouts, and other functional elements of a structure should be architecturally integrated into the design of the building. Thin, open metal, prefabricated stairs are prohibited unless they are integrated and contribute to the building architecture.
- M. Minor surface detailing should not be substituted for distinctive building massing. Minor surface detailing includes score lines or change in color, rather than a change or relief in the wall plane.
- N. When changes are to occur in exterior materials, they should occur at the inside corners of the structure.



- P. Building massing of multi-story structures should occasionally step back upper floors to create a balcony overlooking dining areas, plazas, and outdoor spaces.
- Q. Massing of multi tenant buildings and multi-family buildings should articulate individual units to avoid long expanses of wall planes.
- R. Porches, balconies, and stoops are encouraged to enhance entries and front façades. Architectural elements such as bay windows, courtyards, and decks are encouraged to add scale and interrupt the wall façade.



## SCREENING

- A. Chain link gates or fences are not appropriate for screening and should not be permitted in the Downtown area. Wrought iron, masonry walls, and similar materials should be used instead.
- B. Sheet metal vents, pipe stacks, and flashing should be painted to match the adjacent roof or wall material.
- C. All mechanical equipment on the roof or the ground, including air conditioning (HVAC) as well as vents, antennas, and stacks should be screened from public view. This shall be addressed in the early design phase of a project. The screening should be architecturally compatible in color, shape, size, and material with the primary building.
- D. Grouped trash enclosures should have pedestrian gates so that large access gates do not need to be opened as often. Recycling containers should be incorporated into trash enclosure areas.
- E. Features designed to screen mechanical equipment should be carefully integrated into the overall building design.
- F. Outdoor storage areas, including trash and recycling, should be located to the rear or sides of a building and shall be screened from public view with enclosures and/or landscaping. Wall screening should be of similar colors, materials, and finishes as primary buildings.

## LIGHTING

- A. Pedestrian areas, paseos, sidewalks, parking lots and building entrances should be adequately lit to improve public safety and security in these areas.



*equipment enclosure screen*



*utility equipment cover*



*well screened trash enclosure*

- B. Exterior light fixtures and light poles should be architecturally compatible with the structure or site.
- C. Accent lighting is encouraged on building elements, entries, specimen trees, planting areas, art work and seating areas.
- D. For greatest efficiency, low-voltage lighting, light sensors, and timers should be used whenever possible to avoid unnecessary light usage.
- E. Exterior light fixtures used for pedestrians and vehicles should direct illumination downward. Exposed bulbs are prohibited.
- F. When security lighting is necessary, it should be recessed, hooded, and located to illuminate only the intended area. Off-site glare and light trespass should be prevented.
- G. Parking lot lighting should be designed to have a minimal effect on surrounding properties and buildings. Lighting should be directed downward to minimize glare, and light intensity should be of satisfactory quality to ensure visibility, safety, and security.

## LANDSCAPE AND HARDSCAPE

- A. Landscape areas should be provided to the maximum extent possible in the form of landscape planters, planter boxes, potted plants, foundation planting, and window boxes. The landscape should be well designed with careful thought given to form, color, texture, and arrangement.
- B. Canopy trees should be used on-site to the maximum extent possible. Existing trees in good health and appearance should be preserved. Removal may be considered only where retention would be cost prohibitive through the Downtown Permit process.



*landscaped courtyard area*



*well maintained landscape planter*



- C. All landscaped areas and planters should be well maintained and have living plant material at all times. Dead plant material should be removed promptly and replaced in a timely fashion to preserve the well-kept appearance of the property.
- D. Shrubs that are easily hedged and trimmed into boxes or geometric shapes should be avoided to maintain the original intent and appearance of the planting design.
- E. Landscape and hardscape should complement or blend in with adjacent properties and architectural style.
- F. The use of low maintenance water conserving plants with efficient, long-term irrigation systems is required. Plants should be grouped according to their watering needs and should be visually appealing throughout the year. If high maintenance plants are used, they should be placed in easily accessible locations while also ensuring that pedestrian and vehicular traffic areas will be kept free of litter drop.
- G. Evergreen and deciduous or flowering trees should be used in combination to create visual interest and a dynamic landscape. Trees should be incorporated wherever feasible.
- H. Accent planting should be used at key activity areas and entries to provide focal and visual interest.
- I. Parking areas should be shaded by trees to the greatest extent possible, beyond the minimum required by the Municipal Code.
- J. Fencing and walls should be set back a minimum of 3 feet from the sidewalk or the street to allow for planting. Fencing colors and materials should be compatible with the main building. The incorporation of pilasters and caps into wall design is also encouraged.



*landscaped outdoor areas*



*example of good use of potted plants*

- K. Landscape islands and walkways should be used to connect parking areas with building entries and to separate pedestrians from automobiles whenever possible.
- L. On-site utilities should be considered when designing landscape and hardscape areas. When feasible, locate utility boxes so they can be screened with landscaping.

## SIGNAGE

- A. Signs should coordinate with building design, colors, materials, and scale. Signs should not dominate the building façade, and should not obstruct or cover up architectural details or windows.
- B. Signage should be well designed and fabricated with high quality material by a professional sign fabricator. Great consideration should be made to the font, colors, scale, placement, and design of the signage.
- C. The placement and method of signage attachment should be incorporated into the building's overall design. Electrical connections and hanging connections should not be visible.
- D. Signs that reflect the nature of the tenant's business through the use of shape design and graphics are encouraged but may not be appropriate in some situations.
- E. Buildings with historical significance should use signs and other accent features that are typical of the era of construction.
- F. Awnings should be in scale with the rest of the building's façade and can offer a good location for imprinted signage.



*figurative sign reflecting the nature of its business*



*signage on awning in scale with building*



- G. Monument signs are generally discouraged in the downtown. If the monument sign is appropriate, it should be articulated with materials, colors, and forms that complement the adjacent architecture. Monument signs should be a maximum of 6 feet high.
- H. Pole signs, painted signs, and cabinet signs are not allowed.
- I. All complexes with multiple tenants should apply for a uniform sign program through the Downtown Permit process with the Planning Division per Municipal Code.

Note: Signage concepts in this Plan are intended to be guidelines for appearance and location purposes only. Refer to Santa Maria Municipal Code Section 12-34 (Signs) for specific regulations regarding signage.

## ■ PARKING LOT DESIGN

- A. Parking lots should be located to the side or behind buildings whenever feasible. Parking lots should not be visible from the major corridors however, driveway approaches between buildings that lead to parking areas may be located along major corridors.
- B. Parking lots should be landscaped to the maximum extent possible with the incorporation of shade trees and should utilize water management/treatment design elements such as bioswales.
- C. Shade trees should be incorporated into the landscape areas to the maximum extent possible. Shade trees reduce the effect of heat islands, provide shade for pedestrian comfort, and soften the hardscape.



*well landscaped parking area*



*well shaded parking area*

- D. Large masses of parking should be avoided. It is preferable to create small, connected parking lots utilizing shared driveways and located on side streets or alleyways.
- E. Entrances to parking lots should be located as far from street intersections as possible; a minimum of 100 feet when feasible.
- F. Defined pedestrian walkways should be provided throughout parking areas and the site to connect the users with public sidewalks and surrounding buildings.
- G. Shared parking and reciprocal access is strongly encouraged between adjacent developments and businesses and should be required with new development.

### *Parking Structures*

- A. Elevations should be articulated with elements that help give the structure proportions reflective of a regular building. This can be accomplished by designing the openings to look more like window openings rather than long horizontal parking garage openings. These openings should be enhanced with window framing. The framing should have vertical members to de-emphasize the horizontal lines of the structure.
- B. Substantial massing should occur at the corner and entries of the structures to anchor the building and give the structure proportions more similar to a building.
- C. Awnings or trellis structures should be added at vehicular and pedestrian entrances to create a more pedestrian scale.
- D. Horizontal openings should be broken up with vertical columns to create a rhythm of openings, again reflecting proportions of a building.



*Parking Structure with Substantial Corner Massing, Window Framing & Retail Below*



*Parking Structure With Ground Floor Retail*



- E. Landscaping or vines should be installed on building facades to help reduce the visual impact of the structure.
- F. A change in material around entryways can enhance the structure. Veneers such as brick should be added to existing structures.
- G. Where commercial is not provided on the ground floor, the structure should be located so that the structure does not directly abut paved areas. A minimum of a ten foot landscape strip should be provided between parking areas and the structure to provide room for tree plantings to screen the structure.

## PLAZAS AND PUBLIC SPACES

- A. Plazas, courtyards, pocket parks, and outdoor public spaces should be designed in an inviting manner that encourages pedestrian use through the incorporation of shelter, trellises, fountains, art, seating, shade trees, solar orientation, and prevailing wind protection.
- B. Provide pedestrian amenities like seating, lighting, planters, fountains, drinking fountains, distinctive paving, public art, landscaping, and bicycle racks. Incorporate focal points such as sculptures and interactive water features, and community fountains.
- C. Soft landscaping as well as hard-surfaced areas should be incorporated into the overall plaza design. Color, form, and texture are an integral part of the design of these public spaces.
- D. Public spaces should be designed with flexibility to accommodate different types of uses and activities such as outdoor seating, entertainment (bandstands), and festivals. Safety design principles should be incorporated into the design of public spaces.



*outdoor plaza between buildings*



*well designed public space*



*outdoor farmers market*

- E. Public space lighting should be low in height with a maximum height of 16'. The overall lighting in plazas should average two footcandles and incorporate pedestrian-oriented lights, such as light bollards, pole lights, and wall-mounted lights. Uplighting of trees and other site features or elements is also encouraged.
- F. A plaza should have defined edges such as buildings, benches, landscaping, planter where feasible to define the plaza and create comfortable sense of space but should not impede the flow of traffic.

## PUBLIC ART

- A. Public art should be incorporated wherever feasible and used in meaningful ways. It can be in the form of small elements such as tile banding on a stair riser, or large pieces such as sculptures.
- B. Public art should be used in public spaces such as plazas, parks, and paseos to add interest and character. It can be an interactive media, such a climbing structure or a timed water feature or stationary elements.
- C. Public art can be used as a way-finding feature to attract pedestrians to key locations like a plaza or paseo.
- D. Public art can be integrated into utilitarian objects such as utility boxes or street furniture such as water fountains, benches, bus shelters, and trash receptacles.
- E. Murals are another form of public art that can add color while celebrating the history and culture of Santa Maria.



*interactive painted concrete sculptures*



*metal word sculpture*



*painted utility boxes*

# ARCHITECTURAL STYLES



The following pages provide guidance to property owners, architects, staff, and decision makers for the type of features and details that should be provided for particular architectural styles.

## EARLY 1900'S COMMERCIAL

*includes modern interpretations of The Chicago School and Renaissance Revival styles*

1. Rectangular windows
2. Bay windows
3. Flat roof
4. Liberal use of terra-cotta
5. Horizontal divisions (first floor treated differently)
6. Extended cornice or other roof line treatment
7. Multi-paned windows
8. Corbels and other molding details



## MISSION/SPANISH

### *Common architectural details:*

1. Barrel tile roof
2. Molded cornice
3. Projecting eaves with exposed rafters
4. Curvilinear parapet
5. Stucco or plaster finish
6. Iron balconies and window grilles
7. Arcades supported by columns
8. Enriched door and window surround
9. Corbels
10. Tower elements
11. Niches
12. Arched window and entry opening
13. Lintel type window opening
14. Recessed window



Barrel Tile Roof

Molded Cornice

Enriched Window Surround

Arched Windows

Tower Element

Barrel Tile Roof

Projecting Eaves

Tile Banding

Lintel Type Window

Iron Balcony

Enriched Door Surround

Corbels

Arched Portal/Entry





## RENAISSANCE REVIVAL

### *Common architectural details:*

1. Rusticated ground floor (texture change)
2. Stucco upper floors
3. String course/horizontal band
4. Small fourth floor or attic story windows
5. Single-light sash
6. Monumental arcaded recessed gallery
7. Rusticated stone quoins/corner details
8. Balustrade
9. Enhanced cornice and dentils



Projecting and enhanced cornice with dentils

Stucco second floor

Different window treatment from floor to floor

String course - decorative horizontal band

Distinct horizontal divisions to facade

Rusticated ground level

## ART DECO AND ART MODERNE

### *Common architectural details:*

1. Towers and other vertical projections
2. Smooth stucco wall surface
3. Stepped or set-back facade
4. Octagonal lamps or clocks
5. Decorative surface molding
6. Window ornamentation (Art Deco)
7. Mosaic tiles
8. Iron grille work
9. Multi-paned windows
10. Glass-block windows or sections of wall
11. Curved corners
12. Flat roof usually with ledge (coping) at roof line
13. Ribbon band of windows (Art Moderne)
14. Horizontal bands of molding (Art Moderne)



- Towers and Other Vertical Projections
- Decorative Surface Molding
- Iron or Grill Work
- Smooth Stucco Wall Surface
- Multi-Paned Window
- Stepped or Set-Back Facade
- Octagonal Lamps

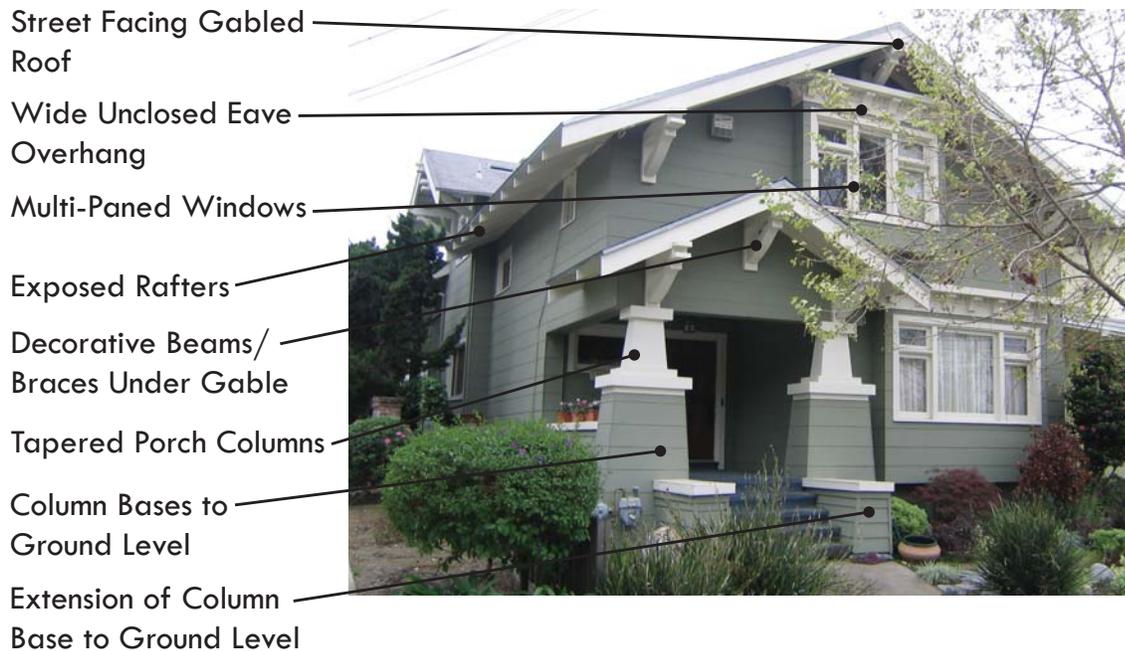




## BUNGALOW/CRAFTSMAN

### *Common architectural details:*

1. Gabled roof facing the street with wide unenclosed eave overhang
2. Exposed rafters
3. Decorative beams or braces under gable
4. Dormers
5. Wood shingle clapboard, or stucco siding
6. Tapered porch posts
7. Columns or column bases frequently continue to ground level (without break at level of porch floor)
8. Flared base sun porch
9. Exterior chimney
10. Multi-paned windows
11. Front porches



Note: This architectural style is appropriate for smaller buildings such as those found in the Bungalow District and less so in larger, multi-story buildings.

## VICTORIAN (QUEEN ANNE, STICK)

### *Common architectural details:*

1. Tower with conical roof
2. Multi-planed roof
3. Steeple pitched roof
4. Fish scale shingles
5. Horizontal siding
6. Eyelid dormer
7. Domed turret with recessed porch
8. Stained glass transom
9. Flared second story with shingle siding
10. Diagonal pattern shingles
11. Carved wood panels
12. Encircling porch or verandah
13. Multi-gabled roof
14. Knee braces



- Tower with Conical Roof
- Multi-planed Roof
- Steeple Pitched Roof
- Horizontal Siding
- Encircling Porch or Verandah

Note: This architectural style is appropriate for smaller buildings such as those found in the Bungalow District and less so in larger, multi-story buildings.



## ITALIANATE

### *Common architectural details:*

1. Wide overhanging eaves
2. Large decorative brackets
3. Tall, narrow windows, commonly arched or curved above
4. Windows with elaborated crowns
5. Low pitch hip roof
6. Square cupola or tower
7. Double doors with glass panels
8. String course/horizontal band
9. Rusticated quoins or corner details
10. Paired brackets
11. Enriched overdoor
12. Corbels/brackets
13. Round and segmental arched windows
14. Bracketed cornice
15. Iron balconies



Low Pitch Hip Roof

Bracketed Cornice

Large Decorative Brackets

Wide Overhanging Eaves

Tall Narrow Arched Windows



## CONTEMPORARY INDUSTRIAL

### *Common architectural details:*

1. True materials – (i.e. wood, metal, glass, concrete, plaster)
2. Industrial materials – (i.e. cor-ten steel, corrugated metal, cables)
3. Exposed structural elements
4. Varying wall planes
5. Exposed connections
6. Contrasting textures
7. Mix of materials
8. Simple geometric massing
9. Simple detailing (no cornice, minimal trim)
10. Intersection of material and connections celebrated
11. Variety of roof forms (flat, pitched barrel vaulted)



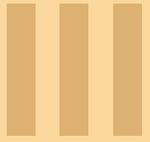
Note: This architectural style is appropriate in all districts except the Bungalow District.



# CHAPTER THREE



## MOBILITY & STREETScape



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# INTRODUCTION



The Downtown Plan strives to create a pedestrian-friendly downtown core with a multi-modal streetscape where the car is not viewed as the only mode of travel for the people who live, work, or shop in Santa Maria. This chapter provides guidance for future improvements to public streets and particularly the main corridors of Broadway (State Highway 135) and Main Street (State Highway 166). More analysis and engineering will be necessary to determine exact dimensions and designs for streetscape improvements through a Streetscape Plan.

## *Streetscape Plan*

As an implementation measure the City of Santa Maria must prepare a comprehensive Streetscape Plan to study and design the streetscape along Broadway and Main Street as well as the surrounding streets in the downtown area. The Streetscape Plan will address the existing conditions and find creative solutions in implementing the following design concepts to create complete streets and make downtown a multi-modal area. Improving the streetscape is a key component in beautifying the downtown and making it a more walkable area. The Streetscape Plan will be a City driven project in collaboration with Caltrans and should include public outreach and input from the community, interest groups, and stakeholders.

## EXISTING CONDITIONS

The intersection of Broadway and Main Street mark the central core of the City. The automobile dominated street pattern presents a number of challenges when trying to create a pedestrian-friendly environment. A major challenge to improving the downtown is striking a balance between the needs of pedestrians, bicycles, shoppers, employees, business owners, and residents with the needs of vehicular traffic. The volume and speed of traffic, the wide streets, and expansive parking lots all discourage pedestrian activity. Furthermore, the lack of on-street parking, street trees, and parkways in some sections



West Main Street - Existing Conditions



Historic Route 166 (Broadway)

has resulted in a loss of a protective buffer between pedestrians and moving vehicular traffic. Streetscape improvements to all downtown streets are necessary, but because the initial focus will be on Broadway and Main Street, this chapter focuses on improvement opportunities on these two streets that will slow traffic and create a more walkable environment.

Caltrans published a *Main Streets, California* document to aid in the design of corridors surrounding state highways that are used as “Main Streets” by the communities they transverse. The third version was published in 2013. The document provides proven methods of designing transportation corridors that reflect the surrounding community, that are safe and efficient, and are also more livable and walkable for the communities they are in. Above all, the manual is concerned with the safety of those driving, cycling, and walking in a common area. Multi-modal safety and connectivity are a primary goal in the Downtown Plan as well, because it is imperative to the implementation of a walkable downtown and an efficient circulation network. Many of the guidelines presented in the Caltrans document have been incorporated into the Downtown Plan and will be the foundation for improvements proposed by the Streetscape Plan.

### *Truck Traffic*

Main Street is a major truck route from U.S. Highway 101 to the City of Guadalupe, agricultural fields, and packing houses that lie to the west of the city. Additionally, Broadway has a high volume of truck traffic. A truck traffic study was conducted in 2005 that looked at the possibility of re-routing a portion of this truck traffic around the downtown and onto Betteravia Road. However, future studies and other possibilities should be explored.



*Broadway - existing conditions*



*Broadway - from the pedestrian bridge*

# PEDESTRIAN-FRIENDLY DESIGN



The following design concepts described below attempt to balance the need to effectively moderate vehicle speeds and improve the pedestrian environment. The design of the streetscape – sidewalks, lighting, street trees, and intersections – will play an important role in creating gathering spaces and a complete street for all transportation modes. Future analysis and engineering will be required before implementation of these improvements. In addition, these improvements will happen gradually over time, depending on the City’s priorities, development, and available funding.

## ■ NARROWED TRAVEL LANES

Narrowing travel lanes encourages slower vehicle speeds and reduce the pedestrian crossing distances. Drivers have been found to travel more slowly on streets with lane widths of 10 to 11 feet versus more typical 12-foot lane widths. The effect is largely psychological. Narrower travel lanes require more attention from drivers and are often used in downtown environments with a higher degree of potential conflicts, such as pedestrians, frequent movements to and from side streets, and vehicles making parking maneuvers.

Narrower lanes also have the benefit of reducing pedestrian crossing distances (also a safety benefit) and freeing up space for other uses such as parking, bike lanes, medians, and widened sidewalks. The use of narrower lanes on main streets falls within Caltrans’ criteria for a “Context Sensitive Solution”.

## SIDEWALKS

The following sidewalk standards will help implement a wide and comfortable walking area, help buffer noise and vehicular traffic, and create attractive transition areas between the public and private spaces along the front of buildings.

Sidewalks are divided into three zones from curb to building face.

- 1. PLANTER ZONE:** where amenities such as street trees, traffic control devices and lighting are located. Provides a buffer between the walk zone and the street to create a comfortable, walkable environment for pedestrians. Raised planters, landscaped sidewalk planting strips, and street trees shall be used to provide a buffer between pedestrians and moving vehicles to the maximum extent feasible within the Planter Zone. The Planter Zone should be a minimum of four feet from the face of curb to the Walk Zone.
- 2. WALK ZONE:** where movement of people is the priority and the sidewalk is kept clear of any fixtures and/or obstructions. Sidewalks shall have a Walk Zone that is kept clear of any fixtures and/or obstructions. The Walk Zone should be a minimum of four (4) feet to allow two people to walk comfortably side by side and should meet all applicable ADA regulations.
- 3. FRONTAGE ZONE:** which is on private property and provides buffer from walls and allows people to access buildings without interfering with the walk zone. The Frontage Zone area should be used to incorporate outdoor display, outdoor seating and dining, stoops, porches, and accent landscaping such as planter boxes.



*sidewalk example*



*landscaped sidewalk planting strip example*



## CROSSWALKS & KEY INTERSECTIONS

Pedestrian crossings are critical components of the pedestrian mobility in downtown Santa Maria. Due to their high visibility and substantial vehicular and pedestrian interaction, key intersections play a vital role in downtown. Coordination with Caltrans is essential to facilitate improvements creating a more pedestrian friendly downtown atmosphere on Broadway and Main Street.

- Crosswalks should be located at all intersections. Mid-block crossings should be studied at key areas within the Downtown to provide connections between shops, outdoor areas and parking structures.
- Crosswalks should be a minimum of 6 feet in width and implement high visibility crosswalk design elements. Wider crosswalks may be considered in areas of high pedestrian volumes.
- Crossing distances should be minimized to the greatest extent possible. Uninterrupted pedestrian crossings without a central refuge island, should be limited to 50 feet. Refuge islands are extensions of the median that create a protected crosswalk area in the middle of the street.
- Extensions of the sidewalk into the roadway at crosswalks are called bulbouts or curb extensions. Designed to give pedestrians greater visibility as they approach the crossing, bulbouts decrease the distance users must cross as well as slow traffic. Sidewalk bulbouts should be considered where feasible.
- Accent paving can be incorporated at key intersections but at the minimum crosswalk striping should be added. Key intersections include Broadway at Main, Cook, Boone, and Jones Streets, Main Street at Pine and Miller Streets, and any other crossings that may accommodate heavy pedestrian traffic.



*refuge island and high visibility crosswalk example*



*accent paving example*

- Pedestrian refuge areas should be a minimum of 4 feet in width to reduce the possibility of island users from projecting into the traffic lanes. The width of a refuge island walkway should not be less than the width of the crosswalk.
- At crosswalks and pedestrian refuge islands, keep plant material below 18" for pedestrian visibility.
- Pedestrian refuge areas should be level with the crosswalk and have an accented paving surface different in color and texture to surrounding surfaces.
- Turning radius of corners at intersections should be reduced in order to minimize the crossing distance of pedestrians and help slow traffic. The presence of buses, trucks, and other large vehicles must be considered in designing turning radii.
- Pedestrian crosswalks should be adequately lit, have clear sight distances, and be free from view-hindering obstructions such as foliage and poles at crosswalk entries and median refuge islands.
- In-pavement flashers and similar safety features should be considered at higher risk crossing areas with high traffic speeds and pedestrian volumes, such as a Broadway mid-block crossing.
- Countdown pedestrian signals should be employed where high pedestrian count and traffic volume occurs at pedestrian crossings.

## MEDIANS

Medians and pedestrian refuge islands function as safety traffic calming measures while also providing opportunities to aesthetically enhance the street. Landscaped medians provide a visual separation between oncoming traffic and create a narrowed lane perception that slows traffic. They also create opportunities to provide pedestrian refuges across wide traffic rights-of-way. The following standards give direction for medians:

- Select materials that have a strong color contrast with the driving lanes. Integral color in the medians can help minimize the maintenance associated with stains, fading, and dirt.
- Intersection design should incorporate a median width no less than four feet when combined with a left-turn lane. Minimally, this leaves sufficient room for a pedestrian refuge island and directional signs.



- Special downtown median treatments should be used to help create an identity that unifies the Downtown through the use of paving, directional signs, architectural features, and plant materials.
- Medians with turning lanes or tapered ends should be enhanced with brick or decorative pavers.
- Keep plant materials under three (3) feet tall and tree canopies above 6 feet tall to maintain sight distance lines for passing vehicles.
- The median should be extended a short distance beyond the edge of the crosswalk in order to ensure that turning vehicles do not encroach on the median pedestrian refuge area.



*median example*



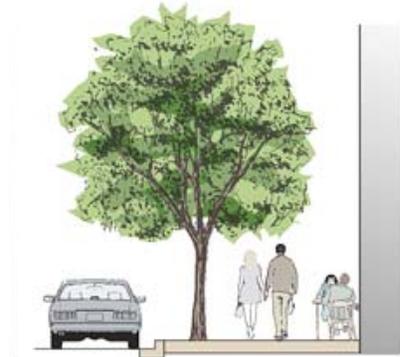
*median landscape example*

## STREET TREES

Street trees offer an aesthetic alternative to the wide-open speedway feeling of a treeless arterial and a more inviting pedestrian environment. Street trees planted at the sidewalk edge, and in medians, have a traffic calming effect as they create a visually enclosed and perceptually narrower street scene.

- For each block on a street, no more than two species are recommended. Too many species create a lack of visual unity along the street.
- Street tree species should be selected from the approved list of street trees within the Streetscape Plan and approved by the Planning Division.

- Structural soil systems should be installed to direct new root growth downward below hardscape areas. This helps to postpone root damage caused to the surrounding hardscape and structures. By providing deep watering and air to root systems as appropriate when trees are planted within five feet of any permanent structure/paving/curb, additional service life may be achieved. Structural soil systems are preferred over root barriers as they are often more effective.
- A minimum depth of 6' of structural soil should be provided for trees. The structural soil can be provided under tree grates and pavement.
- Street trees should be spaced approximately 30' on center but can be reduced depending on the species.
- Trees that provide attractive fall colors, seasonal flowers, or large amounts of shade are preferred for downtown. In addition, species native or naturalized to the region are also encouraged. They tend to be easier to maintain as their needs match those of trees occurring naturally in the region, and their appearance blends better with that of the surrounding regional vegetation.
- Along Main Street and Broadway tree grates should be used within sidewalks and plaza spaces when appropriate as they allow for improved accessibility, increased sidewalk usability area, and are consistent with the desired urban character.
- On streets other than Main Street and Broadway, use at-grade planters and decomposed granite tree wells instead of tree grates. These streets are wide and have plenty of room to incorporate trees into at-grade planters or tree wells. Planters and tree wells are most effective and work well together, utilizing the tree wells in areas that do not have the room for planters.





## LANDSCAPING

The type, style, color, quantity, form, and placement of landscape can enhance the visual quality and design of an area. Landscape can be used to create spaces, compliment architecture, soften the built environment, and create pedestrian scale. Great thought should be placed on the species and arrangement of the plant material used in the public and private spaces downtown. The following landscape standards should be followed:

- The use of accent plantings with special qualities (e.g. spring flowers and/or good fall color) should be used to accent entry drives, intersections, focal points and entrances to provide visual cues.
- Use species that are hardy and not easily affected by varying temperatures, light, water supply, or handling. Near pedestrian traffic, it is important to anticipate some amount of damage to plants and irrigation, and tougher plant materials will help to maintain an attractive streetscape appearance.
- Ornamental and interesting species of plant material should be selected for highly visible areas such as near seating, entries, and intersections. Plants with contrasting foliage, color, and texture, scented varieties, or those that have an especially interesting bloom should be used.
- Plant materials that are easily hedged and trimmed into boxes or geometric shapes should be avoided to maintain the original intent and appearance of the planting design.
- Plant materials should be incorporated where ever feasible to provide “softening” of hard paving and building surfaces within landscape planters, window boxes, hanging baskets, and pots.



- Trees should be placed to maximize climate benefits and energy savings. Deciduous trees should be located on the west and southwest sides of buildings to allow sunlight to reach the building during winter months, and to provide shade during summer months.

## LIGHTING

Downtown has areas with traditional and contemporary styles. Traditional lighting is to be used in all districts except the Railroad Loft District. The Railroad Loft District lends itself to a style of lighting that will complement old structures as well as new, with more contemporary architecture.

Street lighting plays both an aesthetic and safety role in downtown areas. The guidelines encourage downtown lighting which does the following:

- Contributes to the safe and efficient use of Santa Maria streets
  - Enhances security
  - Helps provide visual unity to the Specific Plan area
  - Prevents any lighting from casting glare onto adjacent streets in such a manner as to decrease the safety of vehicular movement
  - Enhances and encourage evening activities
  - Uses full or partial cut-off lighting fixtures to minimize light pollution.
- Pedestrian street lighting should be provided along sidewalks, pedestrian pathways, and bus stops in addition to the existing taller street lights, particularly in areas of high pedestrian traffic such as along Broadway and Main Street, and parking areas in the Town Center District.
  - Banners should be used on street light standards. Banners with appropriate downtown logo and graphic representing a community-wide special event or festival should be used and changed periodically.
  - Electrical service for seasonal/event lighting in trees should be provided.





- The style of lighting in a public parking lot should relate to the overall architectural design of the surrounding commercial uses, shall not exceed 25' in height, and should minimize glare into the night sky and adjacent areas.
- Accent lighting and uplighting on architectural and landscape features are required to add interest and focal points. Provisions for seasonal lighting are encouraged.
- A dual-level lighting system is required. One level will function during normal operating hours and another one will project reduced intensity light levels throughout late non-operational hours (for security purposes).

## STREET FURNISHINGS

Street furniture includes all items placed within the public right-of-way, such as lighting, benches, bus shelters, trash receptacles, plant containers, tree pavers and grates, bicycle racks, bollards, kiosks, and fountains. Proper design and placement of such amenities will reinforce a unified downtown design theme. The following general guidelines should be considered when selecting and siting these amenities:

- The design and selection of street furniture should include considerations for the security, safety, comfort, and convenience of the user. Prior to selecting street furniture, the Planning Division should review choices for design, durability of materials, and ease of maintenance after installation.
- Street furniture should be located along street edge of sidewalk and maintain a clear width sufficient to accommodate pedestrian flows.
- To create a more organized and efficient use of sidewalk space, furnishings should be grouped together rather than scattered. Trash and recycling cans should be located



street furniture example



street furniture and lighting example

near benches. A greater number and type of furnishings should be located in higher-use pedestrian traffic areas.

- Items should be securely anchored to the sidewalk, and a graffiti-resistant coating should be applied to street furniture elements to ensure a good long term appearance.
- Provisions to accommodate persons with disabilities should be incorporated into the design and siting of furnishings. This includes a provision for space adjacent to walkways for wheelchair and/or stroller parking.
- Newspaper racks, drinking fountains, kiosks, etc., should also be carefully located throughout the downtown within public spaces and streetscape.
- Waist-high safety bollards should be used to define public plazas and paseos. Properly placed, bollards can delineate between vehicle and pedestrian zones creating a safe walking environment.
- Kiosks should be located at key locations between parking and shopping areas, at key plazas, and paseo entries. Kiosks can effectively direct visitors to restrooms, plazas, shopping areas, parking, and public facilities. They can assist in drawing people through the downtown from one district to another.
- Other street furniture (banners, trash receptacles, planters, and informational displays, etc.) should be incorporated into streetscape improvements at appropriate locations.

Locations and styles of street furnishing shall be determined through the Streetscape Plan. Some of the envisioned public improvements will require private property owner participation and/or cooperation at the time of redevelopment. Others can be simply implemented by the City as funding is secured and programmed as a part of the capital improvement program.



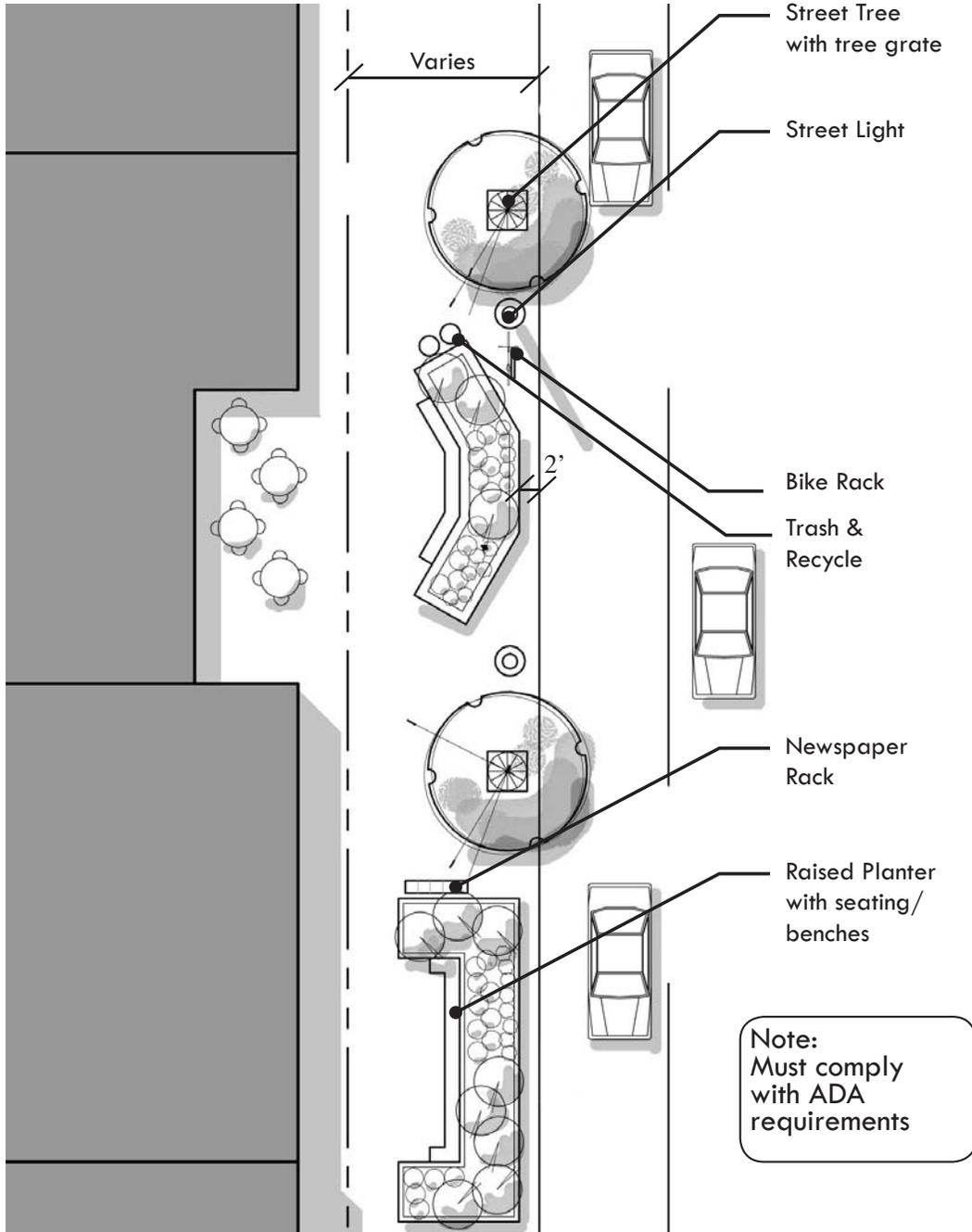
*street furniture and planters used to create outdoor dining*



*street furniture used to create a street buffer*

# FIGURE 9

## STREET FURNITURE DIAGRAM



Santa Maria Area Transit (SMAT) provides local transit services through downtown and the entire Santa Maria area. SMAT routes serve most major destinations within the City and the downtown area. All SMAT buses have bicycle racks and are handicap accessible. A downtown trolley was also added to the Santa Maria transit system in 2014. The trolley currently connects various areas in the city to downtown. In the future, additional routes can be added to the Trolley schedule to connect major residential areas to the downtown on weekends and for special events. Further study should be done to expand the trolley route and ridership.

Santa Maria also has regional connections. There are bus connections to San Luis Obispo County via the Regional Transit Authority (RTA). Greyhound Bus Lines operates departures daily to destinations throughout California. Amtrak Thruway buses connect Santa Maria to trains in Santa Barbara and in San Luis Obispo. Amtrak also provides daily train service to Guadalupe. The Guadalupe Flyer makes the connection to downtown Santa Maria and is operated by SMAT and bus service to Lompoc is also available.

The main multi-modal transfer center within downtown Santa Maria is the Transit Center located at Miller and Boone Street in the Railroad Loft District. Located in close proximity to the downtown core, this multi-modal center will also be within walking distance of future high-density housing. This site is also located along tracks under operation by the Santa Maria Valley Railroad Company (SMVRC).

## ■ BUS STOP AMENITIES

- Bus shelters should be conveniently located at parking areas, shopping areas, event areas, and public facilities through coordination with the City Transit Manager and the downtown trolley.
- Bus shelters should have a clean uncluttered appearance.
- Transit stops shall provide benches and lighting for the comfort of passengers waiting for their transit vehicle and should take the needs of disabled users into consideration.
- The Public Works Department will determine the design of bus stops in the Plan area. The bus stop design should be integrated with the pedestrian-oriented character and streetscape of the plan area. When possible, bus stops should be located closer to intersections.



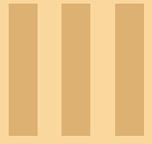
- Pedestrian and bicycle access should be seamlessly integrated with transit facilities and be ADA compliant.
- The passenger features included at a new or relocated bus stop should include a shelter, pedestrian-scaled lighting, map/schedule kiosk, benches, shade trees, and trash receptacles.



*transit shelter example*



*transit shelter in streetscape design*



Broadway and Main Street are State Highways (State Route 166 and 135), under the jurisdiction of Caltrans and guided by the Caltrans Highway Design Manual (2014). This has significant implications for its current and future design. Any modifications to Broadway and Main Street, including the improvements recommended in this Plan, are subject to the review and approval of the State. However, Caltrans supports the multi-modal strategies in this Plan, and encourages complete streets by stating that the “design of projects should, when possible, expand the options for biking, walking, and transit use.” (2014 Highway Design Manual, Chapter 81.6 Design Standards and Highway Context).

The Downtown Plan identifies the need for a cohesive Streetscape Plan. This Streetscape Plan should be prepared in collaboration with Caltrans to study and design the streetscape along Broadway and Main Street as well as the surrounding streets in the downtown area. The Streetscape Plan should address the existing conditions and find creative solutions to create complete streets and make downtown a multi-modal area.



# CHAPTER FOUR



## IMPLEMENTATION

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# INTRODUCTION



This chapter outlines the implementation program for the Downtown Plan. The implementation plan provides guidance for implementing recommendations of the Plan and this will be used by the City and the development community to implement various public improvement projects, programs, and policies within the downtown. The implementation section includes the following components:

1. An overview of the ways that the Plan can bring about economic investment and desired physical improvements;
2. A summary of key economic conditions influencing future development potential in the Plan area;
4. A discussion of key strategic issues;
5. A table summarizing recommended development incentives;
6. An “Action Plan” table summarizing all of the Downtown Plan recommendations and improvements including: recommended public improvements and programs, timing of projects and programs, responsible agency and potential funding sources;
7. A review of potential funding mechanisms for implementation of key Plan initiatives;

# ECONOMIC CONDITIONS

An effective Plan needs to be based on a realistic understanding of the market and demographic conditions affecting the Plan area. The following is a summary of key existing conditions that will influence the realistic range of future development opportunities in the Downtown Plan area:

1. The Plan area is largely built out, with few vacant or under utilized parcels.
  - Most parcels are already developed with existing uses, with some of these uses more viable than others. There is a fairly high degree of vacant building space especially in the Town Center East mall. This condition will tend to limit the financial feasibility of redeveloping these parcels with lower-intensity land uses. For most properties, new development will need to be relatively high intensity in order to justify the costs associated with buying and clearing land that is currently occupied with other income generating uses and the Plan allows for high intensity development.
  - A significant focus of the Plan implementation should be on revitalization of existing development which was not addressed in the 2008 version of the Downtown Plan but was incorporated in the 2015 update.
2. The Plan area is intersected by two highways (Main Street and Broadway) which need streetscape improvements to beautify them and make them more pedestrian-friendly. The Plan calls for a Streetscape Plan to provide urban furnishings and beautification of the public realm.
3. The Plan area has a relative abundance of public and private parking, particularly in the core area. The parking can be effectively positioned as an incentive to development in the Plan area if pedestrian connections are made. The Streetscape Plan will determine locations for pedestrian connections.

# KEY STRATEGIC ISSUES



The Market Feasibility Study (see appendices) conducted in 2005 identified important strategic issues that will need to be addressed by the Specific Plan in order for the targeted levels of development to be achieved. In 2015, these strategies were expanded upon. These issues are summarized as follows:

- There is a perception and economic reality that the downtown is not high on the list of attractive development locations within Santa Maria. To improve downtown, the City must make the area its highest priority over the next 20 to 25 years.
- A retail marketing and tenant attraction program must be developed that recognizes that downtown Santa Maria's non-freeway location and poor proximity relative to the most affluent residents in the trade area are likely to be viewed as negatives to major retailers. Marketing efforts must be developed that make the case that downtown Santa Maria provides strong opportunities when evaluated within the context of its unique situation. Key marketing messages should focus the fact Santa Maria draws retail patrons from a large trade area and that the City is fully committed to attracting foot-traffic to downtown Santa Maria to support existing and proposed businesses by:
  1. Providing a one-stop source for downtown information and assistance, through a concierge level service from the Planning Division and establishing a Downtown Revitalization Committee to ensure strategic and coordinated City efforts in downtown;
  2. Providing a weekly community event to draw people downtown;
  3. Preparing a comprehensive Streetscape Plan and installing improvements to the right-of-way to provide a comfortable, attractive, multi-modal environment for the public on downtown streets, in order to improve access and connections throughout downtown;
  4. Maintaining the downtown opportunities for high-density housing or employment development to increase downtown activity levels.

A key recommendation of the report prepared by Burnes Consulting as part of the Downtown Plan process (Appendix C) was to take steps to discourage competitive development in other parts of the City. As part of the 2015 update to the Plan, there is recognition that with the retail focus on big-box freeway development and internet sales, the downtown may not return to being a major retail district. Therefore, the focus of the City's efforts will be to provide for activities, partnerships and beautification to achieve the goal of downtown becoming a community-gathering district.

# ECONOMIC INVESTMENT

An effective Plan typically involves both the public and private sectors in the plan implementation. Whereas development of the specific allowable land uses and creation of selected development standards envisioned for a plan area is often initiated by the public sector, the ultimate goal of this type of planning effort is to attract desired private investment. Generally, there are two major ways that a City can facilitate private development:

## ■ CONDUCTIVE DEVELOPMENT ENVIRONMENT

By creating a **conductive development environment** that is consistent with prevailing market demand for various land uses. This may include the following types of actions or policies:

- One-stop-shop to provide assistance to Downtown Plan businesses;
- Flexible zoning that is responsive to market needs;
- Allowing increased density through specialized form based development standards;
- Streamlined permitting and entitlement processes;
- Infrastructure and amenity investments (e.g., streetscape and landscape);
- Marketing of the Plan area both to consumers and prospective business tenants;
- Assistance to Downtown Plan area businesses;
- Enhanced code compliance to improve the visual appeal and function of the urban environment; and
- Add police presence to address safety.

## ■ FINANCIAL INCENTIVES

By providing **direct or indirect financial incentives** to area businesses, property owners, and key development projects. This can involve the following types of initiatives:

- Waiving, reducing, or deferring various local fees and taxes;
- Providing loans and/or grants for various business and property improvement purposes such as building façade renovations;
- Investing in site or project specific infrastructure;
- Creating opportunity sites by making City-owned properties in the Plan area available for appropriate private development.



The 2015 update to the Downtown Specific Plan has strived to incorporate these principles to make the Downtown an attractive area to invest. The Development Standards and Guidelines have been structured to allow for flexibility in uses, design and density. The Downtown Permit process is intended to partner with Downtown businesses and properties to meet their needs and create a well designed project all while streamlining the process as much as possible. A Streetscape Plan will be created to improve the infrastructure and amenities to lay the necessary framework.

Also, development Incentives have been included in this Chapter and are available through the Downtown Permit process relative to the amount of improvements a project is proposing.

# DEVELOPMENT INCENTIVES

The following table summarizes the recommended development incentives options. These incentives can be included in the Incentives Packages provided for the improvements a project makes through the Downtown Permit process. The more improvements a project has or makes, the more incentives options that are available.

<b>DEVELOPMENT INCENTIVES</b>		
<b>FEE REDUCTIONS</b>		
<b>Item</b>	<b>Description</b>	<b>Funding Source</b>
<b>Downtown Permit Fees</b>	Waive/reduce Downtown Permit fees for new/expanding business or development.	City General Fund
<b>Business License Fees</b>	Business License fees can also be waived/reduced for a specified period of time in conjunction with Downtown Permit	City General Fund
<b>Development Impact Fees</b>	Allow Downtown projects to pay growth mitigation fees over a period of time on a case-by-case basis based on Section 8-15.06(f) of the Municipal Code except Downtown projects may be paid over a 10 year period without interest payments through the Downtown Permit process, as determined by the final approval body of the applicable permit.	No net cost to the City, only loss of interest payments
<b>Plan Check Fees</b>	Waive/reduce plancheck fees for building permits ranging from tenant improvements to new building construction.	City General Fund
<b>Expedited Plan Checks</b>	Waive/reduce fees for expedited planchecks	City General Fund
<b>Façade Improvement Program</b>	This existing program is available to neighborhood-serving businesses along Broadway and Main Street. It provides for equal matching of funds used for building façade improvements (up to \$10,000) as a matching fund reimbursement.	CDBG funds.
<b>Revolving Loan Program</b>	This existing program utilizes revenues from water sales to establish a \$1,000,000 revolving loan fund that can be used for property improvements. This incentive is a loan and will require payback.	Water revenues.



<b>OTHER INCENTIVES</b>		
<b>Item</b>	<b>Description</b>	<b>Funding Source</b>
<b>Area-wide Infrastructure/ Amenity Investments</b>	Infrastructure and streetscape investments will serve to lay the groundwork creating an upgraded urban environment to encourage new private investment. The specific infrastructure improvements and streetscape upgrades proposed in this Plan are identified in Chapter III: Mobility & Streetscape.	Potential sources include City's General Fund/ CIP; BID; CDBG; and Economic Development Administration (EDA) grants.
<b>Project-specific Infrastructure Assistance</b>	In addition to area-wide infrastructure improvements, there may be specific development projects for which it is advantageous for the City to provide financial assistance for the development of on or off-site or project specific infrastructure. This type of assistance is typically negotiated on a case-by-case basis (reflecting the specific public benefits that can justify the public investment) and subject to a development agreement.	To be determined
<b>City-Owned Opportunity Sites</b>	The City has an existing inventory of property/facilities in the Plan area. To the extent that these facilities could be consolidated and/or relocated, these sites could be marketed as development opportunities.	No net cost to City, assuming sites are sold at market value and that existing City uses could be relocated in a cost effective manner.

# POTENTIAL FUNDING

There are several categories of funding sources the City should pursue to aid with streetscape improvements, funding public events, and beautifying the Downtown area. Developing some of these funding sources can be achieved at a local level, while others would require applying for grants and state funds.

## LOCAL FUNDING

### *Capital Improvement Plan*

Funding allocations through the City's annual Capital Improvement Plan (CIP) process for planning initiatives and other capital improvements in the Plan area. The capital improvement money can be used for infrastructure and streetscape improvements.

### *Special Improvement Districts*

The City could establish special improvement districts to provide funding for specified public improvement projects within the designated district. Business Improvement Districts (BID) and Special Assessment Districts are examples of special improvement districts. A Business Improvement District could be created for the Downtown area to help fund special events, public space improvements, and streetscape improvements as well as a Landscape Maintenance District could be created to help fund street trees and landscaping within the right-of-ways.

### *Enhanced Infrastructure Financing District*

An Enhanced Infrastructure Financing District (EIFD) is a governmental entity established by a city or a county that carries out a plan within a defined area to construct or improve infrastructure, construct housing, and parks. An EIFD may fund these facilities and development with the property tax increment of those taxing agencies (cities, counties, special districts) that consent. EIFD's are also authorized to combine tax increment funding with other permitted funding sources including:

- Property tax revenue distributed to the City after payment of a successor agency's debts.
- Revenues dedicated by the City to the EIFD from property tax corresponding to the increase in assessed valuation of taxable property attributed to those property tax shares received by the City.
- Fee or assessment revenues derived from one of 10 specified existing sources.
- Loans from the City that must be repaid at no more than the Local Agency Investment Fund (LAIF) interest rate that is in effect on the date the loan is approved by the governing board of the City making the loan.



## ■ GRANTS AND STATE FUNDING

### *Community Development Block Grants*

Community Development Block Grants (CDBG) fund projects and programs that develop viable urban communities by providing housing and a suitable living environment. The grant could be used for acquiring property; building public facilities and improvements, such as streets, sidewalks, and recreational facilities; planning and administrative expenses; and to fund the Facade Improvement Program.

### *Caltrans Transportation Planning Grant Program*

Caltrans Transportation Planning Grant Program, administered by Caltrans, provides grants for bicycle and pedestrian project planning and construction which the City is eligible to receive. The Community-Based Transportation Planning Grant funds projects that exemplify livable community concepts, including bicycle and pedestrian improvement projects. A 20 percent local match is required and projects must demonstrate a transportation component or objective. This funding source could be used for streetscape improvements along Main Street and Broadway.

### *State Highway Operations & Protection Program*

State Highway Operations & Protection Program (SHOPP) is a Caltrans funding source with the purpose of maintaining and preserving the investment in the State Highway System and supporting infrastructure. Projects typically fall into the following categories: collision reduction, major damage restoration, bridge preservation, roadway preservation, roadside preservation, mobility enhancement, and preservation of other transportation facilities related to the state highway system. In the past, SHOPP funds have been used to construct bicycle and pedestrian projects, including curb ramps, overcrossings, bike paths, sidewalks, and signal upgrades to meet ADA requirements. This funding source could be used for streetscape improvements along Main Street and Broadway.

### *The Bicycle Transportation Account*

The Bicycle Transportation Account (BTA) is an annual program providing state funds for city and county projects that improve safety and convenience for bicycle commuters. In accordance with the Streets and Highways Code (SHC) Section 890-894.2 - California Bicycle Transportation Act, projects must be designed and developed to achieve the functional commuting needs and physical safety of all bicyclists. Local agencies first establish eligibility by preparing and adopting a Bicycle Transportation Plan (BTP) that complies with SHC Section 891.2. This funding source could be used for improvements to the streetscape, bicycle lanes, and streetscape along Main Street and Broadway.

## *Highway Safety Improvement Program*

Highway Safety Improvement Program (HSIP) funds are allocated to States as part of SAFETEA-LU. The goal of HSIP funds is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads. As required under the Highway Safety Improvement Program, California Department of Transportation has developed a Strategic Highway Safety Plan (SHSP). Funding can be allocated to projects on bicycle and pedestrian pathways or trails and education and enforcement. The local match varies between 0 and 10 percent. The maximum grant award is \$900,000. Caltrans issues an annual call for projects for HSIP funding. Projects must meet the goals of the Strategic Highway Safety Plan.

# DOWNTOWN REVITALIZATION



## ■ DOWNTOWN REVITALIZATION COMMITTEE

The Downtown Revitalization Committee should be established to ensure the Downtown Plan is implemented. The Committee will be responsible for maintaining the vision of the Downtown Plan and establishing, prioritizing, and taking the necessary steps to move the downtown revitalization efforts forward. Initially, the Committee would be City-focused with elected/appointed officials only, while the City-focused efforts such as event planning and the Streetscape Plan are worked through. Eventually, the Committee can transition into a public/private group. The Committee will make recommendations to Council on projects and activities within the following four program areas:

### *Organization*

Increase the political value of downtown by building an effective team guided by City staff, and elected or appointed officials. The Committee should be comprised of visionaries focused on improving downtown that will:

- Recommend solutions to overcome the challenges faced in achieving the downtown vision
- Prioritize the Implementation Plan
- Recommend next steps to the elected and appointed governing bodies
- Recommend funding sources to implement the downtown vision
- Monitor the success of the Downtown Plan

### *Design*

Increase the physical value of downtown through both new and redevelopment projects and through the design of public spaces that will attract more people to walk and gather on a regular basis. Projects include:

- 1. Streetscape Plan.** Beautify the streetscape along Main Street and Broadway as well as the other streets in the Downtown Plan area to improve the pedestrian interface between the business and street traffic.
  - Hire a firm who specializes in streetscape design and multi-modal corridors to create a streetscape plan for the Downtown Plan area.
  - Collaborate with Caltrans regarding the Streetscape Plan and potential crossings and improvements along Main Street and Broadway.
  - Begin improvements such as sidewalk repairs, street tree planting, crosswalk improvements, and parkway improvements starting with the intersection of Main Street and Broadway within the downtown core.

**2. Town Center West.** Explore options of redeveloping Town Center West parking lots to make it a more vibrant area that can become the center and focal point of the downtown such as an urban park/plaza to accommodate all the parades, special events, and farmers market and a mixed-use project that will incorporate housing/office and retail to bring people downtown.

- Remove any encumbrances and obtain development rights on the Town Center West parking lot parcels to accommodate future development.
- Partner with a developer to obtain funding, design, and build a mixed-use project with ground floor retail and housing or office uses on upper floors and public plaza.



*urban park/plaza concept idea*

**3. West Main Street.** Explore creating a unique, culturally influenced architectural style which mimics Mexico's vibrant, colorful streetscapes on West Main Street and consider extending into the Entrada Specific Plan. This area can celebrate the Mexican culture and be programed for multi-cultural/arts festivals and events.

- Conduct a walk-and-talk with businesses/property owners along West Main Street to gather their support and ideas.
- Study the existing architecture and design of the area to explore the architectural design and streetscape needs and opportunities.
- Create guidelines and design standards for the area.
- Create and implementation action plan which includes amendments to the Downtown Specific Plan to incorporate the added architectural style or create a supporting document.
- Amend the Entrada Specific Plan as necessary.

**4. East Main Street.** Explore redesigning East Main Street from the Highway 101 interchange to the intersection of Main Street and Broadway to emphasize Main Street's role as the entrance and gateway to the downtown.

- Incorporate the unique streetscape emphasis into the Streetscape Plan.
- Amend the Entrada Specific Plan as necessary.



### *Economic Restructuring*

Increase the economic value of downtown by diversifying it with an appropriate mix of current and new businesses suitable for the given market place. Retaining and strengthening existing businesses, recruiting appropriate new businesses and developing appropriate economic restructuring strategies to sustain the economic vitality of the district. Projects might include:

1. **Downtown Permit.** Through the Downtown Permit process create a system/program to support business owners to successfully establish their business in compliance with local, county state regulations. Partner with the Chamber of Commerce and other resources to provide a network of support for new businesses.
2. **Economic Development Consultant.** As a supplement to current Chamber efforts, hire an Economic Development Consultant for the City of Santa Maria with national and statewide network connections and expertise in economic revitalization to actively solicit major retailers, restaurants, businesses, and developers to locate and build within the downtown.
3. **Funding.** Create a financing district for the downtown area and/or find additional funding sources to aid in the implementation of the downtown vision.

### *Promotion*

Increase the social value of downtown through branding (creating a positive image of Downtown), retail promotions and special events. Creating a unified, quality image and developing promotion strategies that bring people to the district. Projects under this committee might include:

1. **Events.** Coordinate with Recreation and Parks and other organizations to hold as many events downtown as possible such as, parades, festivals, and events downtown such as the Elks Rodeo Parade, the Christmas Parade, and Grapes and Grains.
2. **Weekly Community Event.** Create an ongoing weekly event that incorporates food, vendors, music, and art in the downtown core to attract people downtown on a consistent basis.
3. **Rebranding.** Hire a Public Relations firm to rebrand downtown Santa Maria to use as a marketing tool to attract developers, corporations, and businesses to invest or establish in downtown.

# IMPLEMENTATION PLAN

The vision and goals presented in the Downtown Plan are supported by the following Action Plan (the City Council, based on Downtown Revitalization Committee recommendation, can determine more specific action items during the budget process). The Action Plan provides a summary of recommendations and is presented in a table format providing a clear listing of the major programs, projects and actions needed for implementation. The table also identifies the responsible agency or party, and suggested timing of the actions. The table is organized to discuss regulatory actions, programs and improvement projects for the entire Plan area

IMPLEMENTATION ITEM	ESTIMATED START DATE	ESTIMATED END DATE	DEPT(S)
<b>FISCAL YEAR 2015-16</b>			
Provide pedestrian and bicycle Police and City Ranger patrols in downtown	2015-16	ongoing	CD, PD, PR, CM
Make improvements to the infrastructure at TCW parking lots in preparation for community events	2015-16	2015-16	CD, PW
Apply for Caltrans grant for Streetscape Plan	2015-16	2015-16	CD, PW, RP
Implement a weekly community event held in TCW parking lot	2015-16	ongoing	CD, PW, RP
Establish a Downtown Revitalization Committee to prioritize and make recommendations on improvements and projects to pursue downtown	2015-16	ongoing	CD, CM
Create a Downtown beautification award recognition program	2015-16	ongoing	CD, CM
Upgrade business license database system to streamline the process	2015-16	2016-17	CD, AS
Work through Successory Agency process to make City properties available for potential development	2015-16	2016-17	CD, CM, CA
<b>FISCAL YEAR 2016-17</b>			
Develop and implement Art in Public Places Program including identification of priority sites and expansion	2016-17	ongoing	CD, RP
Re-evaluate Downtown Trolley program	2016-17	2016-17	CD, PW
Study additional development incentives and options such as impact fee reduction	2016-17	2017-18	CD, PW
Prepare and adopt Streetscape Plan	2016-17	2017-18	CD, PW, RP



Evaluate underground utilities opportunities at selected locations in conjunction with Streetscape Plan	2016-17	2017-18	CD, PW
<b>FISCAL YEAR 2017-18</b>			
Study modified sign regulations for downtown based on findings of the Streetscape Plan	2017-18	2018-19	CD
Establish funding mechanism for downtown efforts, including by not limited to maintenance of improved streetscape elements	2017-18	2019-20	CD, CM,PW, RP
Hire a public relations firm to rebrand downtown	2017-18	2020-21	CD, CM
Hire an economic development consultant to assist in downtown efforts	2017-18	2020-21	CD, CM
Study, plan and implement, if possible, a mixed-use development and urban plaza/park at TCW parking lots	2017-18	2022-23	CD, CM, CA
<b>FISCAL YEAR 2018-19</b>			
Construct segments of streetscape improvements	2018-19	2029-30	CD, CM, RP
Consider development, independently or in partnership with the Bank of America for the southeast corner of Broadway and Main Street	2018-19	2024-25	CD, CM, RP
Consider acquiring the Department of Motor Vehicles property for future development into a mixed-use project	2018-19	2024-25	CD, CM
<b>FISCAL YEAR 2019-20</b>			
If urban park provided at TCW, consider the development of Perlman Park at the NE/c of Broadway and Main Street into a mixed-use project	2019-20	2026-27	CD, CM, RP
<b>FISCAL YEAR 2020-21</b>			
Re-evaluate Downtown Plan and establish new implementation measures. Repeat every five years.	2020-21	ongoing	CD, CM, PW, RP

CD - Community Development

PW - Public Works

AS - Administrative Services

PD - Police Department

RP - Recreation and Parks

CA - City Attorney

CM - City Manager