WESTSIDE REVITALIZATION PROJECT
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DESIGN GUIDELINES

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Prepared by the following with the coordinated efforts of the Westside Property Owners Association

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Westside Revitalization Project Area

Parking Areas
--- Parcel Property Line

north
PROBLEM

The Westside Revitalization Project is a joint public/private venture designed to improve an eight (8) block commercial area both physically and economically. Bounded by Chapel, Broadway, Cook, and Pine, the area is in the very heart of the City, yet it demonstrates neither the physical attractiveness nor the economic health expected in a Central Business District. The present conditions found on the Westside are typical of those confronting numerous cities across the nation. The majority of the buildings are old unreinforced masonry structures that present serious seismic problems in their present condition. A number of them once had a certain amount of architectural character, but over the years it has been obscured by the addition of various "add-ons". Signs of all sizes, shapes, and descriptions compete with each other, as well as the original architectural lines of the building. To compound the problem the area lacks sufficient parking and is devoid of pedestrian amenities. Landscaping and lighting are minimal, and there is no place to sit down. The streets are too wide to be crossed comfortably, and the curbs are so high most people must use the handicapped ramps. The result is that the area has difficulty attracting first-rate tenants, and the level of commercial activity overall is not what it should be. There is a lot to be done.

PROGRAM

The goal of the Westside Revitalization Project is to ensure the physical and economic health of the area. A healthy Central Business District should do more than meet the shopping needs of the area. It should furnish expanded business opportunities for area residents, provide a gathering place for community events, and support City services through sales tax revenue. To accomplish this certain objectives must be set. It is imperative that these objectives be recognized by all participants. The City, the property owners, and the merchants must work together. Only with a unified effort can revitalization be achieved.
PROGRAM OBJECTIVES

1. Ensure public safety; it is imperative that all unreinforced masonry buildings in the area be properly reinforced, when possible.

2. Eliminate all other safety hazards. In some cases, a property owner may find it economically preferable to build a new structure.

3. Develop a compatible architectural image. It is vital that all property owners in the area, including the City, strive to accomplish this using complementary architectural elements, both in rehabilitation and new construction.

4. Include pedestrian amenities in the scheme, such as attractive landscaping, good lighting, easy to read signs, and some street furniture.

5. Increased accessibility. Parking must be easy to reach and ample. It must be well lit and landscaped, providing a safe and pleasant environment, and must be sufficiently dispersed throughout the area to ensure the shopper's destination is within a comfortable walking distance.

6. The areas surrounding the buildings, the sidewalks, the parking lots, and the alleys, must be as interesting and attractive as possible. If the Westside is to succeed economically, it is imperative that shoppers be provided with sufficient reason to walk from one store to another, and one block to another.

NOTE: Numerous studies have demonstrated a substantial increase in sales occurs in highly pedestrian areas. If it is convenient and comfortable to walk from one establishment to another, two things happen: fewer shoppers return to their car after completing their initial purchase, and as a result, more compulsive shopping takes place.
Obviously it is to everyone's advantage if these objectives can be achieved. The property owners, the merchants, their customers, and the community as a whole will benefit. Cognizant of the benefits to be derived through revitalization, the Westsiders and the City are working closely to achieve the desired improvements. The City has agreed to develop the much needed public parking in several locations, and in turn the property owners are being required to improve their property both structurally and aesthetically. The primary concern is, of course, public safety. Potential seismic problems are of paramount importance, since the majority of the buildings are unreinforced masonry. Architectural and other improvements are essential, too, however, if the Westside is to offer an attractive environment in which to work and do business. To this end the City commissioned the firm of Kerr Hall Hurley Deutsch to develop plans for the proposed parking facilities. The architects were asked to incorporate a variety of pedestrian amenities in the parking lots, making them an integral part of the design. The objective was to introduce a series of strong architectural elements that would help create a special and distinct character for the Westside.

After viewing the plans for the proposed parking facilities, and wrestling with the difficult questions concerning renovation of their own properties, the Westsiders took a significant and foresighted step. In the summer of 1980, in a well-attended meeting, the property owners association voted unanimously to have a design manual prepared to aid in the revitalization effort. The firm of Kerr Hall Hurley Deutsch was engaged to work with the staff of the City's Community Development Department to develop the desired manual. It was agreed that the manual should develop a distinctive architectural image for the Westside, derived from the guidelines in the Entrada Plan and the Cal Poly study, and should be in keeping with the plans for the public parking facilities.
The Westside Revitalization process entails certain basic steps whether the property owner chooses to rehabilitate an existing building or construct a new one. Each step is described below. If you, your architect, or engineer, should have any questions, please contact the Community Development Department at 925-0951, extension 244. The objectives of these steps are:

1) to promote and protect public safety;
2) to insure conformance with all federal, state and local requirements;
3) to create an attractive environment on the Westside.

If you are interested in pursuing rehabilitation, there are two preliminary steps required.

**STEP 1 SAFETY INSPECTION**

Request, in writing, a Safety Inspection from the Building Division of the Community Development Department. An appointment will be scheduled to have a building inspector and the Fire Marshall inspect your property to identify any imminently hazardous conditions. The findings will be reported to you in a follow-up letter.

**STEP 2 STRUCTURAL REPORT**

Contact a licensed civil or structural engineer and request that a structural report be prepared on your building. The engineer should thoroughly inspect and analyze the condition of the building and prepare a report of his findings. You will need three copies of this report: one for yourself, one for the Community Development Department and one for your architect/designer.
**STEP 3 DISCUSS PLANS W/ ARCHITECT/DESIGNER**

After completion of Steps 1 and 2, or if you choose to construct a new building, contact an architect or licensed building designer to discuss the preparation of plans. In the case of rehabilitation provide your architect/designer with copies of both the safety inspection report and structural report so that any corrective measures required can be incorporated.

**STEP 4 MEET W/ CITY STAFF**

After you have an idea of what you would like to do with your property, you, or preferably your architect/designer, should request a meeting with the heads of the Current Planning and Redevelopment/Special Projects Divisions of the Community Development Department. Such concerns as zoning requirements, whether a development plan and Planning Commission approval are required, and what fees there will be, will all be discussed at that time.

**STEP 5 PRELIMINARY DESIGN SKETCHES**

After you or your architect/designer have confirmed with City Staff that there are no problems with the proposed uses, your preliminary design sketches can be prepared. These sketches should include the arrangement and uses of interior spaces, and the correction of any conditions noted in either the safety report or the structural report.
**STEP 6: PRELIMINARY DESIGN SKETCH APPROVAL**

When the preliminary sketches are completed, they should be reviewed in a second meeting with the heads of the Current Planning and Redevelopment/Special Projects Divisions of the Community Development Department.

**STEP 7: FINAL CONSTRUCTION DRAWINGS**

After the Community Development Department staff has approved the preliminary plans, final construction drawings can be prepared. When completed they should then be submitted to the Community Development Department for final approval. The following divisions will review your plans in the following order:

1. Redevelopment/Special Projects
2. Current Planning
3. Building

When all three divisions have approved your final plans, the Building Division will notify you.
STEP 8 REHABILITATION AGREEMENT

When the final plans are approved you may sign a rehabilitation agreement, indicating your participation in the Westside Revitalization Project. When 60% of the property owners in a designated block sign agreements, the City will proceed with the development of the public parking facilities as planned. The 60% will be determined by either square footage or assessed valuation. The City’s and the property owner’s responsibilities will all be outlined in the agreement. In each individual agreement a deadline for completion will also be indicated. This will be mutually agreed upon by the Community Development Department and the property owner.

STEP 9 WORK BEGINS

Once you have signed a rehabilitation agreement you may take out your building permit from the Building Division in the Community Development Department . . . and you are ready to go!
UNATTRACTIVE PROJECTING SIGN
EXISTING ‘SIGN-BAND’ FOR NEW SIGNING
ORNAMENTAL CORNICE

“SLIP-COVER” FACADE COULD BE HIDING
AN ATTRACTIVE OLD FACADE.

POOR SIGNING IN
RELATION TO SIZE, COLOR,
MATERIAL & TEXT

ALUMINUM STORE-FRONT
ADDITION WHICH MAY DISTRACT
FROM OVERALL BUILDING CHARACTER

INAPPROPRIATE USE OF W
MATERIAL WHICH IS NOT IN
KEEPING W/ BASIC BUILDING
FAÇADE

EXAMINE CONDITIONS OF EXISTING FAÇADE
EXISTING CONDITIONS

There are both good and bad existing conditions. The concern here will be with those that are assets. Existing conditions that are problematic will be addressed in the next section of the manual, "Problem Areas/Suggested Solutions". Some advantageous existing conditions are not immediately apparent. Nevertheless they can be most important.

The Westside has a large percentage of older buildings, many hiding behind modern "slipcover" facades. Rehabilitation of such older buildings can add a sense of history and special character to a neighborhood. Most older buildings have more architectural details, and therefore help create a pedestrian environment, since they were originally designed with the pedestrian, not the automobile, in mind. The majority of older buildings boast high ceilings, good building materials, and in many cases, a structural system well beyond what is actually required. Unfortunately, even a well-engineered turn-of-the-century unreinforced brick building still needs to be reinforced to help protect lives in case of earthquake. While the rehabilitation of an older building can be economically preferable to the construction of a new one, two factors must be kept in mind. First, it is imperative that any rehabilitation plan be developed within the context of the existing structural system. In other words, cutting openings in a bearing wall will only bring unnecessary added expense. Secondly, it is important that the original proportions of the building be respected, particularly on the facade. If the original building design provided a sign band (an area usually located across the front at ceiling height) then that is where any proposed signs should be placed.

After you have had the required safety inspection and structural analysis completed, we would strongly recommend taking a leisurely walk around your block, and your property in particular. See if you notice any interesting architectural details that perhaps escaped your eye before... attractive windows with small panes, an ornamental cornice, or a series of handsome arches. Look at the existing store front and check to see what it may be covering up. If you see architectural elements that appeal to you, discuss them with your architect/designer and see if they can be incorporated into an existing rehabilitation plan.

We should note that rehabilitation of existing buildings in the area should not conflict with the addition of new ones. This manual is designed to provide guidelines for the blending of old and new. The section on "Design Components" will address just this issue.
EXISTING ALLEY CONDITIONS

- Overhead Utility Lines
- Unsightly Utility Service Meters
- Haphazard Parking & Service Areas
- Trash/Storage Areas
- Unmaintained Alley & Service Yards
- No Landscaping
- No Apparent Public Rear Entry

MULTITUDE OF PAINTED WALLS, SIGNS, DOORS, ETC.

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SPECIAL CONCERNS

Certain problems can never be totally eliminated in a commercial area, particularly a central business district. Some, however, with proper planning, can be greatly reduced. In most cases it is a question of identification and prevention. In an attempt to minimize such problems on the Westside, the City's administrators, and representatives from the Police Department, the Fire Department, the Public Works Department, and the Community Development Department were all asked to identify any problems they foresaw and to suggest any solutions they might have. The following major areas were identified as potential problems. In each case, while we do not have foolproof answers, we have tried to provide some mitigative recommendations.

SECURITY

Security is certainly a problem foremost in everyone's mind. Every downtown in America today must cope with some degree of vandalism, burglary, robbery and other crimes. The question is how can we redesign the Westside to minimize such problems. What can the individual property owner do? What can the City do?

1. Both the property owner and the City need to provide light fixtures to insure a well-lit environment. All entrances, walkways and parking areas should be sufficiently bright to discourage vandalism and other mischief. Back entrances leading to the new parking areas can have matching wall fixtures or attractive single fixtures. Pole lights of pedestrian scale can be provided alongside the paths from the alley to the entrance, and in the parking areas the City will provide both large scale lights, as well as pedestrian lights.
EXAMINE ALL OPENINGS, EVEN IF 'CLOSED-IN'.

ORNAMENTAL CORNICE DETAIL (COULD BECOME STRONG DESIGN ELEMENT)

RELOCATE UNSIGHTLY RAIN DRAINS & UTILITY LINES/PINES

SMALL OUT-BUILDING WALLS. REMOVE TO EXPOSE MAIN FACADE

RELOCATE/COVER UTILITY SERVICE

CLOSED-IN WINDOW & SERVICE DOOR. CONSIDER NEW WINDOW & ATTRACTIVE ENTRY DOORS

EXISTING CONDITIONS OF ALLEY FACADES.
2. Landscaping, primarily in the backs of the buildings, must also be taken into consideration. While the addition of landscaped areas is to be encouraged in order to offer the customer a more attractive entrance from the parking lot, certain sensible precautions should be taken. Landscaping materials should be primarily confined to trees, ground cover, planters, or very low shrubs. Medium sized shrubbery, particularly adjacent to a wall, or in a darker area, can be a security problem. Ample greenery can be introduced into the area without creating hazardous situations. The City has developed its landscaping plans for the parking lots on this premise.

3. Building security can be greatly increased with the addition of window and door grilles. Security grilles can be handled two ways. Either they can be made as inconspicuous as possible, or they can be very decorative and become a real asset to the building. If you decide to enclose the area in back of your building, creating a small patio or garden entrance, it would be advisable to ensure the gate can be secured when the store is closed.

4. Also, you may wish to consider using one of the graffiti resistant paints in areas that may be more susceptible to vandalism.

5. As you review your particular security needs you may wish to schedule a meeting with the City Police Department. A representative will meet with you and your architect to discuss your property and how best to protect it.
FIRE

It is paramount that you, your employees and customers, and your property be protected from fire. While there is always the threat of fire, the risk can be greatly reduced if you will take into account the following points.

1. Make certain any hazardous conditions noted by the City inspection team in their report are quickly rectified.

2. Consider installing an automatic sprinkler system on your property as part of the rehabilitation effort, or in the event you decide to build a new structure.

3. All Uniform Building Code requirements concerning exits must be met to obtain a Building Permit.

4. Select noncombustible building materials or materials treated with fire retardant solutions.

5. If canvas awnings are to be used, they must comply with Uniform Building Code Chapter 4505.

SANITATION

Trash collection is an inevitable problem. Overflowing containers do not present an attractive entrance to customers, and at times may even prove a hazard if they attract an arsonist. Currently, each property owner is required to provide an enclosed trash area. To alleviate some of the concerns, City and property owners are investigating the possibility of developing central trash collection points in the public parking areas, which would eliminate the need for individual dumpsters. If this can be accomplished, the common trash collection areas will be everyone's responsibility to keep up. Should the gates be left open, causing traffic hazards, and trash be allowed to spill out, then the City would have to consider reverting to the original requirement for individual containers and enclosures.
The public parking to be developed will be sufficient to meet current needs. If a property owner wants to intensify a current use or expand the existing square footage, then two options are available. The additional parking spaces needed may be provided within the required 300 feet, or an in lieu of payment may be paid based on the cost of providing parking in that block. A special Westside fund will be established for this purpose.

One of the key goals of the Westside Revitalization Project is to provide an attractive entrance off of the new parking areas into the backs of the businesses. If this is to be accomplished, it is imperative that any parking immediately behind the building and adjacent to an entrance be kept to a minimum. Limited parking should be available for deliveries and short stops by owners, managers, etc., but all employees and certainly customers should be strongly encouraged to park in the adjacent public parking lot.
DESIGN COMPONENTS

If the Westside Revitalization Project is to be a success it is imperative that a unifying architectural theme be developed. The Westside Property Owners Association recognized that need and as a result commissioned this Design Manual. In the preceding sections we discussed why it is important to revitalize the Westside, how the participation of both the public and private sectors is essential, and what specific design problems might be encountered.

Now it is time to address the heart of the issue. The Westside is in need of visual continuity. Residents of the City of Santa Maria should have a strong, positive image of the eight block area. Distinctive colors, forms, textures and signing should make an impression, if only subconsciously. A shopper should have a pleasant mental picture of the shopping experience on the Westside. It should be a place to gravitate to, to enjoy.
Before proceeding with the individual design components, it is important to clarify the conditions placed on their selection. The following concerns should be carefully considered prior to developing a design concept:

1. Entrada Plan and all other codes and ordinances.
2. Original Cal Poly Study.
3. Existing architectural styles and elements in the area that could complement the project, whether it be rehabilitation or new construction.
4. Any rehabilitation or new construction should become an asset to the area and not just a "make-do" solution.
5. Safety and durability of structure.
EXPRESS CORNICE - PAINT W/ ACCENT CO
CLEAN/SANDBLAST MASONRY

APPLY NEW EXTERIOR PLASTER TO CREATE NEW FACADE FORMS
NEW LIGHTING TO ACCENT OPENING & SIGN

NEW PLANTERS
NEW MASONRY W/ TO CREATE PRIVATE ENTRY GARDENS

ALLEY LANDSCAPING
COLORED/TEXTURED CONCRETE PAVING

DESIGN COMPONENTS FOR REAR ENTRY
While there are a multitude of building materials, forms, colors and textures available, the intent here is to concentrate on those materials that can be used to develop building components which are compatible with existing well-designed buildings, and can also be used to advantage in the design of new structures.

Each project must be looked at on its own merit as to the condition and character of the existing building, the materials and forms which can enhance the building and compatibility with the entire Westside area. Other materials and shapes may be considered on an individual basis, although we feel the following is the basic palette to be incorporated into the Westside revitalization projects.

**WALLS**

Walls of existing buildings should be examined to determine if the materials, shapes and detailing are of a quality which can remain and be part of the overall design concept. Brick walls, arches, masonry cornices, architectural projections, etc., of existing buildings can be enhanced with similar new forms to create a pleasing and well-designed concept.

**Exterior Cement Plaster**

Textured with sand float or light knock-down finish over building paper, with integral color or painted finish.

Since plaster is an applied material it can be formed to many pleasing forms and shapes which can accent existing walls, openings, entries and sign areas.

**Brick Walls**

Existing brick walls can be sandblasted to remove undesired painting, signs, etc. Clear waterproofing must be applied over sandblasted walls.
LANDSCAPED ENTRY COURTS

AWNINGS OVER WINDOWS/ENTRIES

RECESSED WINDOWS

AWNINGS ALONG ALLEY

RECESSED ENTRY ALONG ALLEY

MAINTAIN SERVICE ACCESS

WINDOW PLANTER BOXES

LOW PLASTERED MASONRY WALLS TO CREATE SEMI-PRIVATE ENTRY PATIO

EXTEND COLORED PAVING FROM PARKING AREAS

DESIGN COMPONENTS FOR ALLEY ACCESS
Ceramic Tile

Colorful and patterned tile can be used on walls to accent openings, or provide durable materials at heavily trafficked areas. Size, shape and color of tiles must be carefully considered to be in scale with overall wall design.

Wood Trim

Properly proportioned wood trim can be used to accent or frame openings or wall materials. Heavy use of wood siding or paneling is discouraged.

ARCHITECTURAL PROJECTIONS

The overall architectural character of a building can be enhanced by well-designed building projections which may provide cover for openings, cover up unattractive existing detailing, announce building entries, etc. Any building projection must meet U.B.C. requirements regarding size, height, overhang depth and building material. Table 17A provides material requirements and Chapter 4506 dictates size and type of projections.

Wood or Metal Framed Projections

Exterior plaster wall areas can be furred out from the walls (friezes) to surround or accent windows, entries, etc. These friezes can be enhanced by accent colors and differing textures. Recessed signs can be incorporated within the furred out area. Please refer to Signage Section of manual.

Canopies (marquees) can be projected beyond the building wall to create tile roofed overhangs and projections for pedestrians and outdoor display.
Graphical Description of U.B.C. Chapter 45

Allowable Projections

- Projection for each 1" of height over 8'-0"
- No projections in first 6'-0"
- 4'-0" max

Length not to exceed 25'-0"

Balconies, Appendages

- Min. 45°
- 12" max. valance
- 2'-0" min.
- 7'-max or 2'/3A

Marquees

- See Chapter 4505 8/9 for construction & location
- 2'-0" min.
- Length, no restriction
- 8'-0" min.
- 12'-0" min.
**Canvas Awnings**

A multitude of colorful projecting shapes can be created with canvas awnings above entries, windows, etc. Simple but eye-catching signage can be painted on the awnings and can be front lighted with wall-mounted projecting industrial metal light fixtures shaped to attractive forms. Canvas awnings are described in U.B.C. Section 4506 and briefly as follows:

1. Frame must be noncombustible and supported entirely from exterior wall.
2. Frame must be able to collapse flat against wall and not obstruct exiting. Review this with the Fire Department for specific requirements.
3. Fixed awnings (10'-9" width) are permitted over doorway to building.

**MATERIALS TO AVOID**

The following is a list of building materials which are not compatible with the overall design concept established for the revitalization of the Westside area:

- Aluminum or metallic siding or awnings
- Imitation stone/rock wall veneer
- Exposed concrete block
- Overuse of wood siding
- Imitation roof tiles
- Heavily textured plaster walls
- Adobe, slump stone masonry
NEW DETAILED PLASTER CORNICE

NEW PROJECTED LIGHTING

CLEAN/SANDBLAST OR PAINTED EXTERIOR MASONRY

SHOP

CANVAS AWNINGS W/ PAINTED SIGNING

WOOD SIDING

NEW RECESS ENTRY DOOR AND DISPLAY WINDOWS

PEDESTRIAN PAVER

DESIGN COMPONENTS FOR ENTRY
COLORS

Based on the Entrada Plan the following colors are recommended:

Earth colors - range from yellow through diverse shades of brown and green to red. Some variations are burnt sienna and burnt umber.

Highlight or accent colors - brighter tones of acceptable earth colors such as orange, red, yellow, in special areas.

* Items marked with this symbol are extracted from either City approved Entrada Plan or Division 6 of current Sign Ordinance.

SIGNS

The following sign standards are presented in order to establish a complimentary sign program for the Westside Commercial Area. This sign program will promote a Westside identity, enhance business recognition and compliment the architecture of the buildings.

Type of Signage Permitted

*Signs may identify only the firm name or major enterprise on the premises on which the sign is located. Materials and products advertising shall not be permitted except as primary identification of an establishment. Additional identifying logos of products may be incorporated within the signing but are considered part of the overall allowed sign area.

*Temporary signs placed on the exterior or in windows are discouraged. These signs tend to present a cluttered, unattractive appearance which only detracts from the area's overall impression.
NEW PROJECTED LIGHTS TO HIGH LIGHT SIGNING

SIMPLE INDIVIDUAL LETTERS FOR SIGNING

FORM PLASTER CORNICE

NEW PLASTER FORMS AROUND OPENINGS

BUILT-OUT TILE CANOPY

BUILT-OUT PLASTER CANOPY FRAME

NEW ACCENT COLORED ENTRY DOOR

PLANTER BOXES W/ACCENT CERAMIC TILE WAINSCOT

ENTRY/FACADE DESIGN COMPONENTS.
Non-Conforming Signs

Signs existing at the time of adoption of these standards, which do not comply with these standards, are considered non-conforming signs. Non-conforming signs shall be removed within three years or upon rehabilitation of the building, whichever occurs first.

Sign Styles Permitted

The following sign styles are permitted within the Westside Commercial Area:

- Signs consisting of individual letters, front or interior lighted.
- Painted signs on walls or canvas awnings.
- Can signs should be discouraged unless so designed to integrate within the overall building character and facade.
- Suspended signs.
- Projecting signs in special applications normally for pedestrian use off of alleys. Projecting signs shall be no larger than four square feet and shall not be located closer than three feet to a side or rear property line.
*Building Sign Program*

A uniform sign program shall be established for each building or group of buildings under one ownership. The sign program shall take into consideration the following:

- Consistent letter style

- Signs shall be located on the sign band of the building

- Sign colors are to be complementary to the building colors

- Provide a system of identification for all tenants within the building

**Number and Size of Signs Permitted**

Each business on the ground floor may have one sign per exterior wall common to the space occupied. The sign area for signs located on the front of the building may not exceed one square foot for each lineal foot of occupancy frontage. Signs on the rear may not exceed one-half square foot of sign area for each lineal foot of occupancy frontage. Businesses with their primary entrance on the side of the building not off a public street, may have a sign not exceeding one-half square foot of sign area for each lineal foot of occupancy frontage. Businesses with secondary entrances on the side can have a sign on the side of the building not exceeding one square foot.

Businesses on the upper floors and businesses which do not open onto a public space shall incorporate their signage into a directory and shall not exceed one square foot in sign surface area per directory. These directories can be located on the front, rear and side of a building adjacent to entry ways.
In addition, businesses which are located off of interior arcades or walkways may have one hanging or projecting sign no more than two square feet in area or one wall sign not more than four square feet in area.

**LIGHTING**

The lighting for the buildings and pedestrian lighting along walkways should be in harmony with the project's signage and overall design. It should also be compatible with lighting used in the adjacent parking areas.

**LANDSCAPING**

Landscaping materials should be selected with care, taking into consideration any maintenance requirements. The effective use of landscaping can complement the architectural characteristics and soften the effect of buildings and pavement.

All landscaped areas which are located within or adjacent to parking or vehicular traffic areas shall be protected from vehicular traffic by the installation of concrete curbing. All other planter areas shall be delineated by the use of redwood header board, concrete curbing, masonry or wood.

The following list indicates suggested plant material suitable for use in the Santa Maria area.
Ground Cover
Agapanthus africanus - Lily of the Nile
Ajuga reptans - Carpet Bugle
Asparagus sprengeri - Sprenger Asparagus
Bergenia cordifolia - Heartleaf Bergenia
Gazania uniflora - Trailing Gazania
Hedera helix 'Hahnii' - Hahn's Ivy
Hypericum calycinum - Aaron's Beard
Juniperus sabina tamariscifolia - Tam Juniper
Ophiopogon japonicus - Mono Grass
Carissa grandiflora prostratum - Prostrate Natal Plum
Ceanothus griseus horizontalis - Carmel Creeper
Arctotheca calendula - Capeweed
Lampranthus spectabilis - Ice Plant
Baccharis pilularis - Dwarf Coyote Brush
Rosmarinus officinalis prostratus - Dwarf Rosemary

Shrubs
Aucuba japonica variegata - Gold Dust Plant
Camellia japonica - Japanese Camellia
Dodonaea viscosa 'Purpurea' - Purple Hopseed Bush
Juniperus chinensis pfitzeriana aurea - Golden Pfitzer Juniper
Juniperus chinensis 'Torulosa' - Hollywood Juniper
Phormium tenax - New Zealand Flax
Callistemon viminalis - Bottlebrush
Ceanothus thyrsiflorus - Blue Blossom Ceanothus
Grevillea 'Noellii' - Grevillea
Moraea iridoides - Day Lily
Nandina domestica - Heavenly Bamboo
Raphiolepis indica - India Hawthorn

Tubs
Acer circinatum - Vine Maple
Acer palmatum - Japanese Maple
Aeonium arboreum
Alsophila cooperi - Australian Tree Fern
Clivia miniata - Kaffir Lily
Crassula argentea - Jade Plant
Picea glauca 'conica' - Dwarf White Spruce
Ficus benjamina - Weeping Fig
Podocarpus gracilior - Fern Pine
Araucaria excelsa - Norfolk Island Pine
Vines
Bougainvillea hybrida - Bougainvillea
Tecomaria capensis - Cape Honeysuckle
Trachelospermum jasminoides - Star Jasmine
Phaedranthus buccinatorius - Blood-Red Trumpet Vine

Trees
Callistemon viminalis 'Tree Type' - Bottlebrush
Maytenus boaria - Chile Mayten Tree
Podocarpus elongata - Fern Pine
Prunus cerasifera pissardi - Flowering Plum
Pyrus kawakami - Evergreen Pear
Koelreuteria bipinnata - Evergreen Golden Raintree

Paving

All paving material used must provide a texture rough enough to
protect against slippage in wet conditions and smooth enough to avoid
tripping. Paving materials should be used to establish pedestrian links
between parking and business entries and should be similar or the same
as adjoining properties.

Patterned Concrete ("Bomanite" or equal)

Standard 12" x 12" tile pattern of brick red color with gray
gROUT.

Colored Textured Concrete

Heavy broom textured colored concrete with smooth troweled
edges and joints. Color to be compatible with adjacent
paving materials.

Concrete Borders With Paver Inset

Ceramic tile or brick pavers placed inside concrete borders
to form paver areas.
WALKING THROUGH THE FOUR BLOCK AREA IS NO FARTHER THAN BETWEEN SEARS & GOTTSCHALKS

DOWNTOWN CENTER SUPERIMPOSED OVER FOUR BLOCK AREA

CONNECTING LINKS MUST MINIMIZE DISTANCES ACROSS WIDE STREETS AND INTERSECTIONS

PEDESTRIAN CORRIDORS MUST BE CREATED TO PROVIDE PLEASANT & SAFE ACCESS BETWEEN ALL BLOCKS
WESTSIDE CONTINUITY

As stated earlier, the Westside Revitalization Project is a joint public/private venture. The rehabilitation of a major portion of the commercial properties in the area, coupled with the introduction of some new structures, will improve the Westside significantly. In turn, the City's development of much needed parking facilities will also benefit the Westside. The City's introduction of increased lighting, landscaping, and some street furniture, will also be an asset. Combined, the effect of the public and private efforts will certainly do much to improve the 8-block area, both physically and economically.

Unfortunately, however, neither rehabilitation nor new construction nor additional parking will ensure the needed increase in pedestrian traffic. Extraordinarily wide streets and excessively high curbs make it uncomfortable and unappealing for people to walk from block to block. The actual walking distance does not appear to be the real problem. The walking distance between any of the Westside blocks is less than the distance between the major stores in the Town Center. This is graphically demonstrated in the adjacent sketch. After a careful study of the situation, a few solutions were developed to try and mitigate these difficulties. While the following suggestions have been well thought out, it should be noted they are only concepts. If these ideas are to be pursued actual plans would still have to be developed. It is hoped, however, that these recommendations might provide both the property owners and the City with a means of improving pedestrian circulation on the Westside.
LEFT TURN ONLY FROM LINCOLN

FEEDER PLAZA

WEST MAIN

CONTINUATION OF COLORED SIDEWALK PAVING ACROSS WIDE INTERSECTION

FEEDER PLAZA TO FEEDER DISTANCE ACROSS WIDE STREET AND INTERSECTION

RIGHT TURN ONLY

PERPENDICULAR PARKING BETWEEN EXISTING CURBS

EXISTING SIDEWALK

FEEDER PLAZA

REAR ACCESS FROM ALLEY

SERVICE ALLEY

REAR ACCESS FROM ALLEY

PARKING LOT #3

PARKING LOT #4

FEEDER PLAZA ACCESS
RECOMMENDATIONS FOR FUTURE ACTIONS

A. Create pedestrian plazas at each street intersection by extending the sidewalk and curbing out into the streets. These plazas would include textured concrete paving, landscaping, benches, etc. The extended plazas would protrude into the streets with the paving material continuing through traffic lanes and into the adjoining plaza. These plazas would not only provide a safer crossing, but would visually diminish the distance across the intersections.

B. Extend the service alleys through the street by creating landscaped pedestrian plazas similar to those proposed at the intersections. Service traffic would be required to use the alleys but pedestrians would visually notice the connecting link across the street and be provided with a pleasant and safe means of getting into the adjoining block of stores.

C. Pavement in the alleys should be improved by introducing areas of colored and textured patterns to help direct pedestrians. The pavements provided in the parking areas should be extended into and through the alleys to form a strong directional form towards business facilities and adjoining blocks. Trellises, arcades, directional planters and low walls could be designed to direct people visually.
TYPICAL CITY STREET

TYPICAL STREET w/ HIGH CURBS

PARKING DRIVE
PARKING CURB

RAISED PLANTER

SIDEBALK

EXISTING HIGH CURB

10' SIDEWALK

20' DRIVE

SECTION

PLAN

100'
The excessive depth of curb and gutters along many of the streets provides a real barrier for pedestrian traffic. Landscaped plazas and gradual steps can be provided to extend into and across the street to create a more pleasant and easy means of crossing. Handicapped access to each block is provided at plaza intersections.

Diagonal parking should be changed to perpendicular parking to create more spaces per block and allow more landscaped plazas as discussed above. The existing width of streets would permit perpendicular parking and still allow wider than normal two-way street traffic lanes.
REAR ACCESS TO SHOPS/OFFICE

EXTEND PAVING INTO REAR OF BUILDINGS

CREATE A VISUAL TIE BETWEEN PARKING AREA & ADJACENT BUILDINGS

PARKING LOT LANDSCAPING

COLORED & TEXTURED PAVING IN PARKING AREAS

TRELLIS OR ARCADIA TO CREATE A VISUAL & PHYSICAL TIE

CONTINUITY OF PARKING AREAS...
WESTSIDE
REVITALIZATION
CITY OF SANTA MARIA, CAL.
KERR, HALL, HURLEY, DEUTSCH
ARCHITECTS
AIA
ORDINANCE NO. 94-32

AN ORDINANCE OF THE CITY OF SANTA MARIA PURSUANT TO
HEALTH AND SAFETY CODE SECTION 33333.6 AMENDING THE
REDEVELOPMENT PLAN FOR THE CENTRAL PLAZA NEIGH-
BORHOOD DEVELOPMENT PROGRAM, CENTRAL CITY PROJECT
SO AS TO IMPOSE A TIME LIMITATION ON THE EFFECTIVE-
NESS OF THE REDEVELOPMENT PLAN AND A TIME LIMIT-
ATION FOR THE REPAYMENT OF LOANS, ADVANCES AND
INDEBTEDNESS

ORDAINED BY THE CITY COUNCIL OF THE CITY OF SANTA MARIA AS
FOLLOWS:

WHEREAS, in furtherance of the objectives of the Community
Redevelopment Law, the Redevelopment Agency of the City of Santa Maria
(hereinafter "Agency") is engaged in carrying out a Redevelopment
Project known as the Central Plaza Neighborhood Development Program,
Central City Project, California NDP A-1-2 (hereinafter referred to as
"Project"), in an area (hereinafter referred to as "Project Area")
located in the City of Santa Maria and for which a Redevelopment Plan
(hereinafter "Plan") was adopted by the Agency by Resolution No. 192 and
approved by the City Council by Ordinance No. 796 at a regular joint
meeting of the City of Santa Maria and the Agency on August 7, 1972; and

WHEREAS, in furtherance of the implementation of the Project,
the Agency has undertaken various redevelopment activities and obliga-
tions and is in the process of the completion of existing public and
private redevelopment activities which existing and future obligations
consist, inter alia, of existing and future payments on loans and/or
indebtedness incurred or to be incurred by the Agency to finance and/or
refinance the Project; and

WHEREAS, pursuant to Health and Safety Code Section 33333.6,
the Agency desires to impose a time limitation on the effectiveness of
the Plan and a time limitation for the repayment of loans, advances and
indebtedness; and

WHEREAS, there presently is a time limitation on the estab-
lishing of loans, advances and indebtedness pursuant to City of Santa
Maria Ordinance 87-3 providing that no loans, advances and/or any
indebtedness to finance the Project shall be incurred after December 31,
2002;

NOW, THEREFORE, the City Council of the City of Santa Maria
does ordain as follows:

1. The effectiveness of the Redevelopment Plan shall
terminate on September 7, 2012.

2. The Agency shall not pay indebtedness or receive property
taxes pursuant to Health & Safety Code Section 33670 after September 7,
2022 i.e., after 10 years from the termination of the effectiveness of
the Plan pursuant to paragraph 1, above.
J. This ordinance and the amendments shall not be construed to affect the validity of any bond, indebtedness, or other obligation authorized by the City of Santa Maria on the Agency under the Plan prior to January 1, 1994, nor to affect the right of the Agency to receive tax increment funds to pay the aforesaid, pre-existing indebtedness or obligations.

INTRODUCED at a regular meeting of the City Council held this 6th day of December, 1994 and PASSED AND ADOPTED at a regular meeting held December 20, 1994, by the following roll call vote:

AYES: Councilmembers Miyoshi, Grach, Urbanske and Mayor Hobbs.

NOES: None.

ABSENT: None.

ABSTAINED: Councilmember Tunnell.

Mayor

ATTEST:

City Clerk

APPROVED AS TO FORM AND CONTENT:

LAW OFFICES OF HERMAN H. FITZGERALD

Herman H. Fitzgerald
Special Counsel

APPROVED AS TO FORM:

CITY ATTORNEY

CONTENT:

DEPARTMENT HEAD

CITY ADMINISTRATOR
STATE OF CALIFORNIA
COUNTY OF SANTA BARBARA
CITY OF SANTA MARIA

I, JANET KALLAND, City Clerk of the City of Santa Maria and
ex officio Clerk of the City Council, DO HEREBY CERTIFY that the
foregoing is a full, true and correct copy of Ordinance No. 94-32
which was duly and regularly introduced by said City Council at a
regular meeting held December 6, 1994 by the following vote:

AYES: Councilmembers Toru Miyoshi, Bob Orach, Thomas B.
Urbanske and Mayor George S. Hobbs.

NOES: None.

ABSENT: Councilmember Curtis J. Tunnell.

and which was duly and regularly adopted by said City Council at
a regular meeting held December 20, 1994 by the following vote:

AYES: Councilmembers Toru Miyoshi, Bob Orach, Thomas B.
Urbanske and Mayor George S. Hobbs.

NOES: None.

ABSENT: None.

ABSTAINED: Councilmember Curtis J. Tunnell.

I further certify that said Ordinance No. 94-32 was duly
published in accordance with the law and order of said City
Council in the SANTA MARIA TIMES a newspaper printed and
published in said City, in the entire edition of December 28,
1994.

[Signature]

City Clerk of the City of Santa Maria
and ex officio Clerk of the City Council
RESOLUTION NO. 98-181

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA MAKING AN INTERPRETATION OF THE WESTSIDE REVITALIZATION PROJECT DESIGN GUIDELINES.

WHEREAS, the City Council received a request to interpret sections of the Westside Revitalization Project Design Guidelines dealing with canvas awnings; and

WHEREAS, the Design Guidelines were approved by the City Council in 1981; and

WHEREAS, the Design Guidelines specified and encouraged the use of canvas awnings throughout the Westside; and

WHEREAS, a new canvas like vinyl material has been developed and can be used for awnings; and

WHEREAS, members of the business community have requested permission to use the vinyl awning material in place of canvas;

NOW, THEREFORE, IT IS HEREBY RESOLVED that the City Council of the City of Santa Maria finds that the vinyl awning material is similar to canvas awning material and finds that the vinyl awning material can be used in place of canvas:

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Santa Maria held October 20, 1998.

[Signature]
Mayor

ATTEST:

[Signature]

APPROVED AS TO FORM:
BY: [Signature]

CONTENTS:
BY: [Signature]
BY: [Signature]
STATE OF CALIFORNIA  
COUNTY OF SANTA BARBARA  
CITY OF SANTA MARIA  

I, JANET KALLAND, City Clerk of the City of Santa Maria and ex officio Clerk of the City Council DO HEREBY CERTIFY that the foregoing is a full, true and correct copy of Resolution No. 98-181 which was duly and regularly introduced and adopted by said City Council at a regular meeting held October 20, 1998 by the following vote:

AYES: Councilmembers Joe Centeno, Larry Lavagnino, Toru Miyoshi, Bob Orach and Mayor Abel Maldonado.

NOES: None.

ABSENT: None.

City Clerk of the City of Santa Maria and ex officio Clerk of the City Council.