

avenue of flags urban design plan

buellton, california





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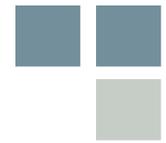
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Chapter 1: Introduction	7
Chapter 2: Site Analysis	9
Chapter 2.1 The Site within its Immediate Context	10-11
Chapter 2.2 Existing Land Uses on Site	12
Existing Land Uses Map	13
Chapter 2.3 Circulation and Transportation	15
Circulation Map	17
Chapter 2.4 Natural Environment	19-20
Natural Environment Map	21
Chapter 2.5 Relevant Documents	23-25
Chapter 3: Conceptual Development	27
Chapter 3.1 Introduction	28
Chapter 3.2 Community Meeting I	29-30
Conceptual Development Map	31
Chapter 3.3 Community Meeting II	33-34
Chapter 4: Land Use, Circulation, and Community Amenities	37
Chapter 4.1 Introduction	38
Chapter 4.2 Summary Findings	39
Chapter 4.3 Circulation	40
Chapter 4.4 Community Amenities	41
Illustrative Study Map	43
Proposed Land Uses Map	45
Chapter 5: Form-based Codes and Illustrative Images	47
Chapter 5.1 Introduction	49
Chapter 5.2 Form-based codes	50-67
Chapter 5.3 Cross-sections	68-70
Chapter 5.4 Intersections	71-74
Chapter 5.5 Low-impact development guidelines	75-84
Illustrative Site Plan Map	85
Chapter 5.6 Still Renderings	87-90
Chapter 5.7 Phasing Strategy Proposal	91
Phasing Map	93
Chapter 6: Conclusion	95
References	97

Introduction

The Cal Poly City and Regional Planning Urban Design Studio worked in conjunction with the City of Buellton to develop an urban design proposal for downtown Buellton, the Avenue of Flags. The project site encompassed the area between the south 101 exit at Avenue of Flags to the intersection of Highway 246 to Avenue of Flags. Currently the Avenue is comprised of motels, gas stations, Anderson's Pea Soup, and 50-foot wide grass medians. Several vacant lots scatter the project site and much of the area is dilapidated.

First, the urban design team started by taking inventory of the existing land uses along the Avenue. The first community meeting was held and community members voiced their opinions about the Avenue. Community members took photos of what they liked about the Avenue of Flags and what they felt needed to be improved. The urban design team interpreted those opinions and generated ideas and objectives that could be produced along the Avenue. These initial ideas and concepts were illustrated on a conceptual diagram and a proposed land use map.

The second community meeting was held and community members expressed their opinions about the conceptual diagrams. Feedback was given on what else needed to be added as well as what needed to be taken away. Certain aspects were either confirmed or given approval. Through the

recommendation of the community members, the urban design team drafted an illustrative site plan and adjusted the land use map accordingly.

The third community meeting was held and community members gave additional input and recommendations on the illustrative site plan and adjusted land use map. Through the advice and feedback from community members, the team developed form-based codes. These codes were implemented into a 3D model that was constructed with Google SketchUp.

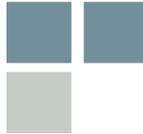
The final presentation was held at the Marriot hotel in Buellton, CA. The urban design team's presentation incorporated photo renderings of the proposed site, a land use map, an illustrative site plan, and a 3D animation of the project area. The last presentation demonstrated the feedback and input of the community, which helped develop the form-based codes. The area could potentially be developed from the form-based codes.

The following chapters examine the process the design team undertook. Each chapter goes into depth about the following processes: site analysis, conceptual development, design concepts, and form-based codes. The following proposal is to help guide the community of Buellton into developing a vibrant downtown along the Avenue of Flags.



02

site analysis



2.1 The site within its Immediate Context



Figure 2.1 Buellton within California

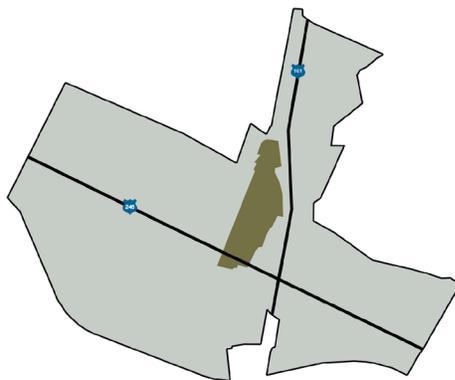


Figure 2.2 Project area within Buellton

The city of Buellton is located in the Santa Ynez Valley of Santa Barbara County along the Central Coast of California. With an estimated population of 4,552 people, Buellton is a small city on Highway 101. The city of Buellton is located near four unique villages: the city of Solvang, the town of Santa Ynez, and the cities of Ballard and Los Olivos. Within the larger context of the area, Buellton is located northwest of Santa Barbara, south of Santa Maria, and east of Lompoc. Buellton's location serves as a Gateway to the Santa Ynez Valley.

The project area is located along the Avenue of Flags. Starting in the North from exit 140B at Jonata, the project area extends south toward Highway 246. The project area also includes parcels to the East and West of the Avenue of Flags.

Buellton is one of the last five established cities of the Santa Ynez Valley and was established in 1920. Some important families significant to the development of the Buellton area were the Buell and de la Cuesta families.

R.T. Buell and his brother worked together and purchased the Rancho San Carlos de Jonata. The Rancho covered more than 26,000 acres of land, from the West of mission Santa Ynez to the middle of the Santa



Ynez River on the south to Zaca Station. The Buell Ranch was located on this Rancho and became a thriving ranch. The Rancho San Carlos de Jonata became such a prosperous place that it sparked the growth of Buellton.

The de la Cuesta family was another family that influenced Buellton's development with its adobe home built on the rough bank of the Santa Ynez River. Dr. Roman de la Cuesta bought the Rancho La Vega land in 1851 and helped get Highway 101 to run through Buellton in 1927. By 1928, the development of Buellton had changed rapidly and began to attract more businesses. Anton and Juliette Andersen was one particular couple that bought a store from William Budd and started their own business. They established their own pea soup restaurant that grew into a historical landmark for today's Buellton community.

The city of Buellton is located on US Highway 101 and experiences a rapid flow of traffic from all directions. In the 1940s, the Avenue of Flags included eight lanes that continued through the rest of town. Four main lanes traveled north and south on the highway. In the 1960s, Highway 101 relocated to today's current location of the Avenue of Flags. On February 1, 1992, the city of Buellton finally became an incorporated city. The Avenue of Flags now serves as its main street. (City of Buellton Website)



Figure 2.3 Base map of project area



Figure 2.4 Pea Soup Andersen's

2.2 Existing Land Uses on the Site

The City of Buellton, located at the cross section of Highway 101 and Highway 246, is the perfect stop for people traveling in all directions. This cross section has strongly shaped the types and locations of land uses throughout the city, which can be seen exiting Highway 101 onto Avenue of Flags. Presently, the Avenue of Flags is lined with a variety of commercial, residential, and mixed uses that are, for the most part, in fairly poor condition or even abandoned.

A majority of the commercial uses along the Avenue of Flags are motels that accommodate people passing through the city. The motels range from moderately maintained to very poorly maintained. The motels all have parking lots along the Avenue allowing easy accessibility for automobiles. However, this also creates an uninviting street presence for pedestrians, making the street less walkable overall. Another type of commercial use that is seen on the Avenue is businesses that cater to automobiles, including car dealerships, an auto body shop, and a gas station that supplies much needed diesel to trucks traveling up and down the

coast of California. Restaurants and small retail shops are a third type of commercial use found on the Avenue of Flags. Pea Soup Andersen's is by far the most recognizable. Much like the motels, the small retail shops and restaurants have excessive parking that is visible from the street, decreasing the pedestrian friendliness of the Avenue. The current land uses located on the Avenue of Flags demand a high automobile presence within the city. There is a fair amount of vacant and abandoned parcels on either side of the Avenue of Flags. This is a huge opportunity for new exciting uses to be put in.

There have been quite a bit of redevelopment projects already going on within the city, including the new mixed-use site in the Northwest corner, the new business park at the end of 2nd Street, the new brick pavers at the intersection of Highway 246 and the Avenue of Flags, and the new park in one of the central medians. All are great steps forward toward redeveloping the City of Buellton and making the Avenue of Flags an exciting and lively downtown destination for residents and tourists alike.



Figure 2.5 Existing Land Uses



Figure 2.6 Aerial view of the Avenue of Flags

2.3 Circulation and Transportation

The city of Buellton relies heavily on US Highway 101 as it hopes to become a destination in the Central Coast. The Avenue of Flags exit on highway 101 leads directly into the project site. The traffic coming off the freeway is too fast-paced to supplement a walkable commercial area. The roads make up a two-lane, one-way street on either side of the Avenue. Large medians separate the different directions of traffic, and the space between the medians serve as a place where drivers can turn around and change direction. The only form of traffic control along the Avenue is the stop signs in between the medians; there are no speed bumps, crosswalks, or traffic lights to slow down the speed of traffic.

One of the current concerns with the Avenue of Flags is that it is not pedestrian or biker friendly. No bike lanes are incorporated into the streets, and in most areas, there are no sidewalks. The sidewalks that do exist are not well maintained and narrow. Because the space between the Avenue and the storefronts is so constricted, the area may be dangerous for pedestrians. The absence of crosswalks also leads to potential traffic conflicts; pedestrians are forced to jaywalk and risk running across the street. The

most pedestrian friendly area is by the newly incorporated mixed use buildings, in which there is a sidewalk along the storefront as well as a sidewalk by the parking lot area.

The project site caters more to vehicles, but one of the observations was that there was only one bus route available. The bus stops were not very noticeable; they appeared to just be benches. For a city that strives to achieve a “small-town” feel, one of the main changes could be to incorporate more public transit in order to promote a walkable downtown area.

The city of Buellton is also the only stop that offers diesel in the area, which means large trucks are likely to stop by to fill up. The presence of large vehicles, while they bring in revenue, complicates the transportation of the area, as they are more dangerous to pedestrians and bikers.

Another reason for a potential traffic conflict is the street parking. In general, parallel parking and 45 degree parking is offered along storefronts and along the medians. However, it is dangerous for stand still cars to pull out and catch up with the speed of traffic in time. Most of the parking is unused.

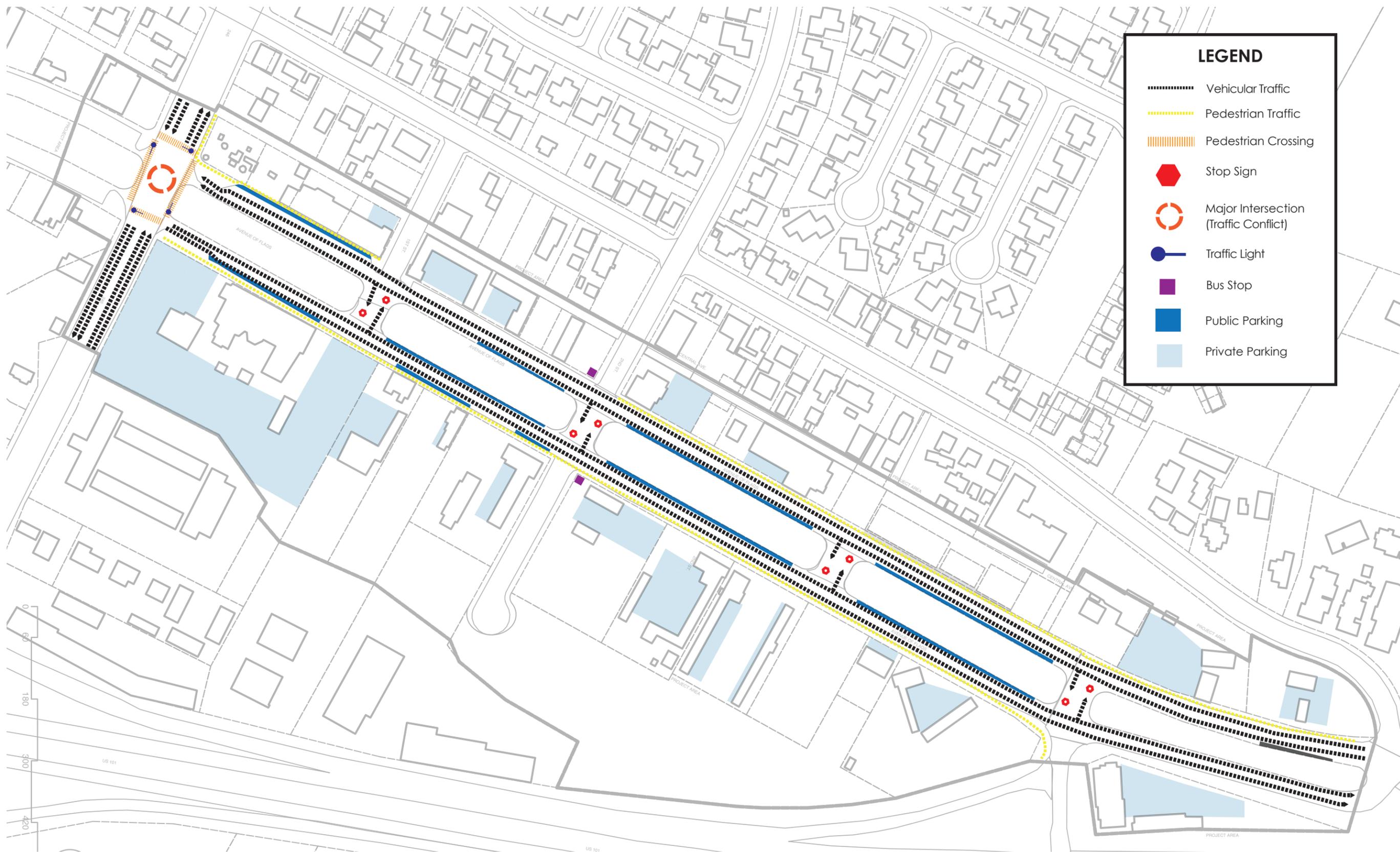


Figure 2.7 Circulation and Transportation



Figure 2.8 View of the Santa Ynez Mountains from the north

2.4 Natural Environment

View Corridors

Buellton has spectacular views with and within the area that are an important visual backdrop to the town. From exit 140B at Jonata, beautiful view sheds of the Santa Ynez Mountains can be seen. In addition, Zaca creek, the Santa Ynez River, and Thumbelina Creek accentuate the physical beauty of the city. Buellton includes a large amount of open space to take advantage of. Multiple wineries and vineyards are showcased throughout the serene countryside. (City of Buellton Website)

Native and Existing Vegetation

Buellton is fortunate to have land and surrounding land that possess fertile soil, open space, and an abundant source of water. Buellton is seen as the gateway to the Santa Ynez Valley and has a climate and location perfect for agricultural practices. A variety of animals are raised in the valley ranging from longhorn cattle, miniature horses, to llamas. Beans, cauliflower seeds,

alfafa, squash, and oat hay are the most prominent crops grown in the Santa Ynez Valley. In addition, about 10,000 acres of the valley include flourishing vineyards. Over 30 of these wineries are located within a 15 mile radius of Buellton. Buellton has an abundant source of water that is beneficial to the rest of the area. The Santa Ynez River, Zaca Creek, and Thumbelina Creek provide valuable habitat for a variety of plants and animals. The bed also provides gravel and aggregate benefits for mining operations. The Santa Ynez River is the major surface water feature in Buellton. It extends 33 miles along the river from Lake Cachuma to Lompoc Plain. Buellton depends on this river as its main water source. Zaca Creek is another water feature that runs right through the downtown area as well as the much smaller Thumbelina Creek. Overall, Buellton has a rich natural environment that is continually protected and reserved. (City of Buellton Website)

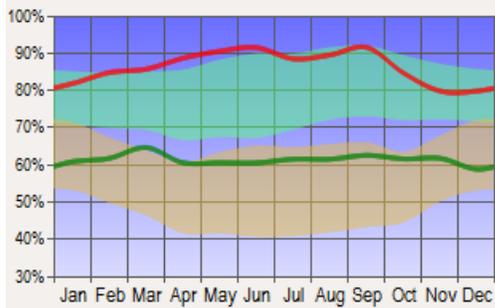


Figure 2.9 Humidity

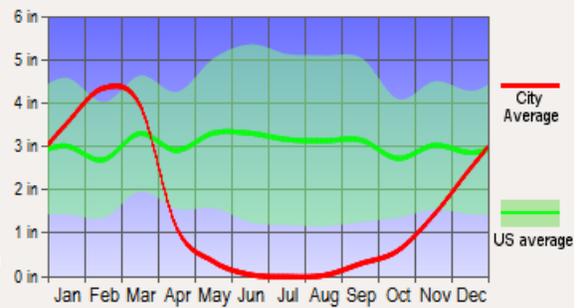


Figure 2.11 Precipitation

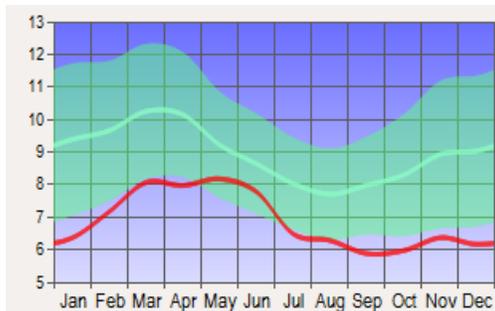


Figure 2.10 Wind Speed (mph)

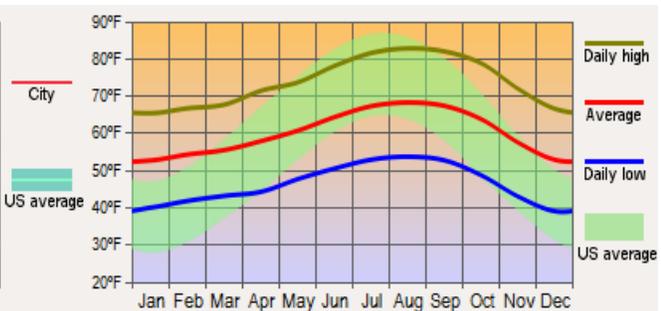


Figure 2.12 Average Temperatures

Climate

The city of Buellton experiences a Mediterranean coastal climate. It is approximately 360 ft above sea level. “Santa Ana” winds usually occur during the fall and winter seasons. These dry, northeasterly winds are usually traveling about 15-20 mph. In the winter, temperatures generally range from the low 30’s to 60’s. Winters are normally cool and wet in Buellton. There is no drastic snowfall, however, storms usually come from the Northwest during the winter season. In the summer, temperatures do not get too hot and tend to keep around the 80’s. Mild to dry summers usually occur in Buellton. The yearly precipitation of Buellton generally averages about 13 inches between the months of November and March. The air quality is excellent and offshore afternoon winds from the Northwest occur throughout the year. Temperatures are not too extreme, but actually comfortable in the city of Buellton. (city-data.com)

Noise

Noise is a prevalent issue in Buellton. The most abundant sources of noise are caused by Highways 101 and 246. The Avenue of Flags serves as Buellton’s main avenue and is a main highway for cars and trucks. Therefore, the Avenue of Flags generates a large amount of noise. Highway 246, which is perpendicular to Highway 101, is another street that generates a large amount of noise. Other than the streets Highway 101 and 246 run along, noise is not a huge issue. Neighboring streets are typically calm and create little to no noise issues. (City of Buellton Website)

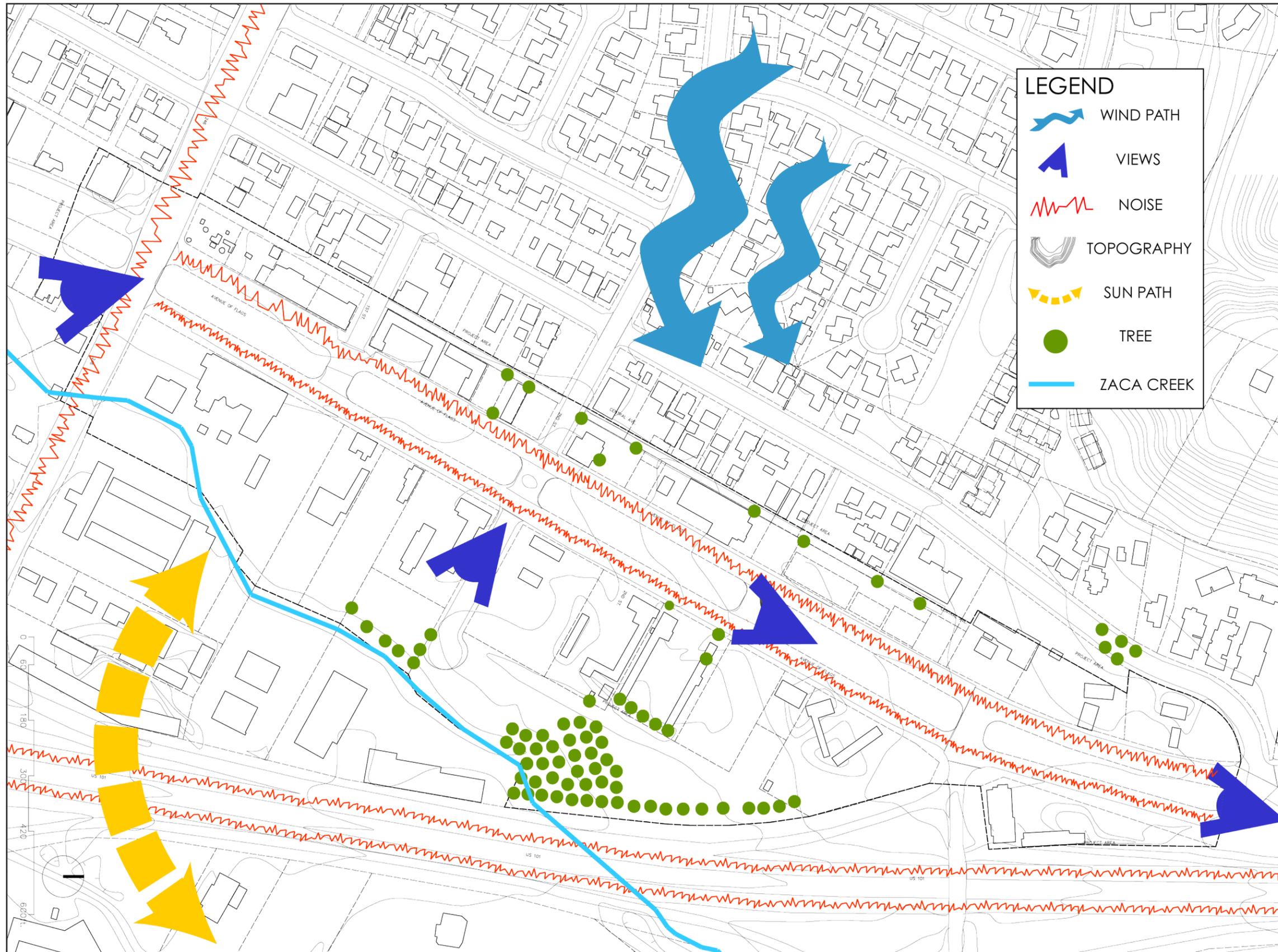


Figure 2.13 Natural Environment

2.5 Relevant Documents

Avenue of Flags/ Highway 246 Urban Design Plan (2002)

In December 2002, RRM Design Group prepared a design plan for the City of Buellton. The goal of the plan was to “eliminate blighting influences and promote revitalization with the Project Area with principal focus on commercial properties along the Avenue and Highway 246.” Five points were generated to accomplish their goals. The first priority was to revitalize the Avenue of Flags by renovating commercial areas and reusing underused properties. The second priority was to renovate existing buildings along Highway 246 and provide a streetscape program. The third priority was to improve “substandard” or “obsolete” housing units. The fourth priority was to provide more affordable housing to the city, and the last was to improve public facilities such as roads and water distribution systems.

The Avenue of Flags has project objectives to help develop the street into a downtown district. Traffic needs to be calmed, sidewalks widened, lanes reduced, and parking made more efficient. The street also needs to be identifiable and act as a “gateway” into the Avenue. The plan also wants to promote walkability within the medians by implementing landscaping, lighting, and street furniture.

The 2002 plan group envisioned the Avenue to be “a welcoming village atmosphere that captures the character of Buellton and the heart of the Santa Ynez Valley.” The plan would implement a variety of land uses to accommodate both the needs of residents and travelers. Improvements to signage, paving, and landscaping would help “create a distinctive image” and also make the area more pedestrian friendly. In addition, diagonal parking was designed for short-term parking, and new off-street parking would be provided for longer term parking.

The plan group also recommended changes in land uses. It was proposed that visitor services, such as hotels and motels, be placed along the Avenue with retail and office developments. Mixed-use developments were suggested to add more affordable housing to the area. Two parks were also proposed, one along Zaca Creek as it would act as a noise buffer from Highway 101 and the second in the middle of the Avenue. This open space would be created on an existing median and would act as a walkway and community garden. (Avenue of Flags/ Highway 246 Urban Design Plan 2002)

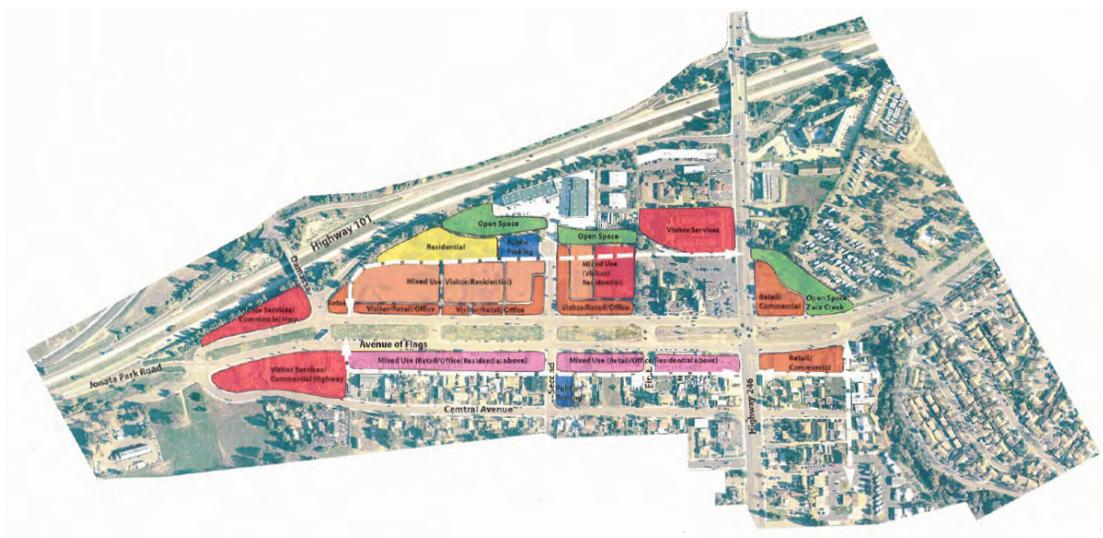


Figure 2.14 RRM's Proposed Land Uses



Figure 2.15 Vision Plan 2011

Buellton Vision Plan (2011)

In 2009, the City of Buellton held open discussions for community members to discuss the future of the town. Through a series of public workshops, residents and council members collectively constructed a vision for Buellton. The workshops concluded with the idea that the city needed to promote the small town feeling while maintaining a strong sense of belonging, construct a central downtown that would connect residents and visitors, and maintain a unique look that would separate it from the surrounding towns. Goals were then set to help guide the town to help create the visions of the citizens and council members.

The first goal is to portray a positive image. Citizens felt that Buellton needed to promote their unique geography, history, achievements, values, personality, and infrastructure that they had to offer. This positive image would attract future

businesses that would help Buellton grow. The second would expand opportunities for healthy and active living. Many members voiced their opinions about fast food, and the limited amount of healthier choices. Citizens also desired new recreational opportunities such as new bikeways and pedestrian walkways that would need to be constructed. The third goal is to offer a variety of arts and culture opportunities, as they play a large role in the community. The fourth is to promote desired change through planning and design. The fifth goal is to create a vibrant downtown that evolves into a positive unique identity for Buellton. The sixth goal is to maintain the strong sense of community and family. The seventh is to be a leader in environmental sustainability and stewardship as many residents treasure and appreciate the surrounding environment. The last goal is to foster local economic development that supports the community vision.

On September 1st 2011, the planning commission approved revisions to the mixed-use regulations. The purpose of the revisions is “intended to provide standards for projects that include a combination of permitted uses applicable to the underlying zoning designations.” The revisions dictate where mixed-use units can be constructed. The planning commission defines mixed-use as any building, buildings, and/or lot that has a diversity mix of uses, any combination of residential, office, retail, light industrial, public, and/or recreation. They can be orientated as vertical, horizontal attached, horizontal detached, primary, or secondary use. City Council makes the decision on “all mixed use projects upon recommendations

from the Planning Commission.” Parking standards shall remain the same for mixed-use when combined with residential units, although under no circumstances shall parking be reduced less than one space for every residential unit. Mixed-use would also promote live-work units in which residents can live in close proximity to their work. An incentive program may reduce fees because of public benefits.

The City of Buellton has a vision and a plan in place to expand the city. Their vision plan is one step in a bigger plan to revitalize Buellton. The citizens of Buellton strive to be more connected and hold a greater sense of belonging to the unique central coast town. (Buellton Vision Plan 2011)

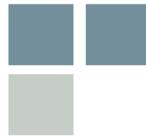


Figure 2.16 RRM's proposed plaza on median



03

conceptual development



3.1 introduction

This chapter gives an overview of the conceptual development process. Urban design objectives and concepts were identified and applied to develop a conceptual diagram.

The first step of the conceptual development process required the urban design team to find “images of life” they believe would be appreciate for the Avenue of Flags based on their experience about the project area. These images would serve as design concepts supporting the elements of the team’s conceptual diagram. After all images were gathered, the urban design team deliberated which pictures would be suitable for the project area. A collage was developed reflecting the visions and ideas of the project area. After a collage was prepared, the actual development of the conceptual diagram began.

Considering the site analysis and findings from Community Meeting I were important concepts to keep in mind while

developing the conceptual diagram. The diagram illustrated the proposed land uses throughout the site, major pedestrian and vehicular routes, important landmarks and their locations, nodal public spaces, and connections the project area had to its immediate surroundings. A poster was then developed to demonstrate the urban design concepts and the ideas the team generated. This poster was presented to the community during Community Meeting II.

After the team presented their ideas to the community and got feedback about their conceptual diagram, the team deliberated once again and discussed the suggestions they received from Community Meeting II. The team analyzed the findings they found and made further changes to the conceptual diagram and urban design concepts. The following sections describe this conceptual development process.



3.2 Community Meeting I - Ideation

March 28, 2012

Community Meeting I was held at the Buellton Recreation center from 2:30 to 4 pm. Approximately 20 community members attended to see the conceptual diagrams the groups designed for the Avenue of Flags.

During the first meeting, community members outlined several main concerns with the current layout of the Avenue of Flags. A wish and have poem were generated. In the wish poem, members stated which land uses they would like to see on the Avenue. The have poem stated which characteristics of Buellton residents appreciated. Many residents wished for the Avenue of Flags to become more pedestrian and biker friendly. They hoped Buellton would become a destination, rather than a service town. The residents summed up their wishes into the 4 P's: parking, plaza, party, and potty. Taking these requests into consideration, the urban design team developed a conceptual diagram that addresses the needs and wishes of the community.

The urban design team first debated what to do with the Avenue itself. The shape of the road would dictate the placement of the buildings and parcels. The road curves slightly to the east after the first intersection for several reasons. Firstly, the infrastructure of the area is to the east. Secondly, the curve in the road would help slow down traffic coming off of Highway 101. The Avenue currently runs straight with no speed bumps or crosswalks, which encourages high speeds of traffic. By slowing down the traffic, the road would become a safer area for both pedestrians and bikers.

The main focus of the urban design team's conceptual diagram is highlighted in gray hatching. This downtown area features an open plaza space enclosed by buildings on both sides of the Avenue. Currently, hotels occupy these parcels, but the team believes the downtown square is best located at the center of the project site. The proposed plaza features two-story buildings consisting of

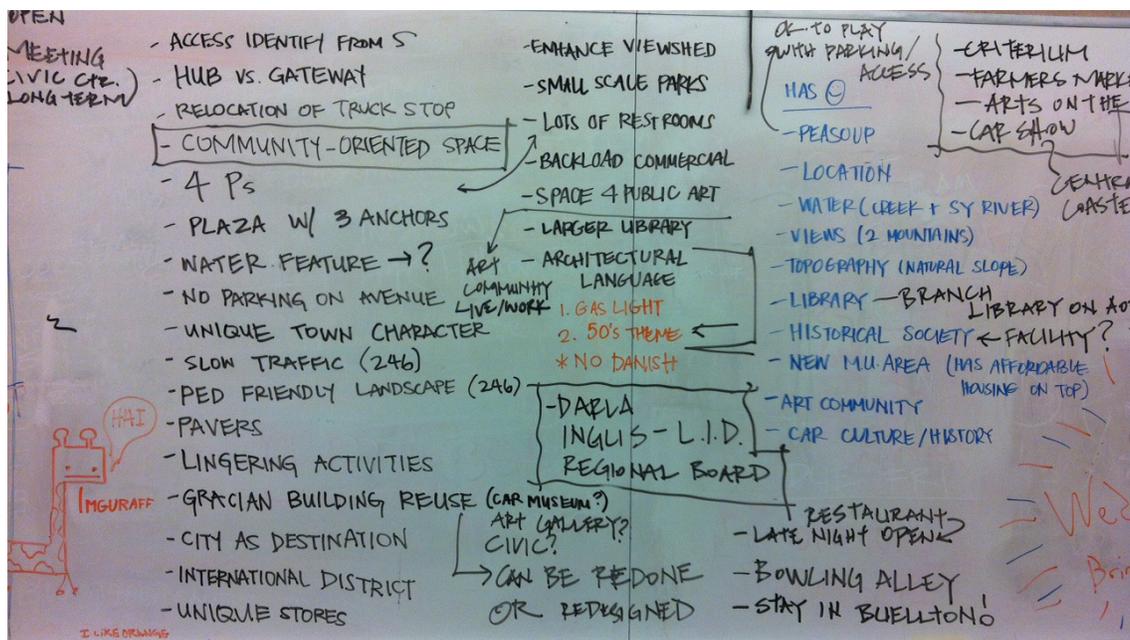


Figure 3.1 Haves and wishes of the community

dining and retail. These buildings would enclose a plaza that includes outdoor seating and a water feature. To the east of the downtown square is where the proposed outdoor amphitheater will be located. This will offer activities such as local concerts or community activities such as a Farmer's Market. The proposed amphitheater and downtown square together would serve as an anchor to the project site.

Just south of the downtown square is the proposed civic center. The civic center would include public facilities such as a library, art gallery, visitor's center, and a historical museum of Buellton. These land uses are geared toward families and young children and provide a connection between the downtown square and Pea Soup Andersen's.

On the west side of the Avenue, a variety of retail, dining, and lodging is proposed. Boutiques,

restaurants, hotels, and mixed use developments are proposed. The mixed use development would feature shops and boutiques on the ground level and office space on the upper level. The hotel would give people the impression that Buellton is a place they want to stay in. The hotel would encourage visitors to linger and stay overnight.

Another issue addressed in the diagram is the trucks. Buellton is the only stop within the area that offers diesel, which brings in revenue for the city. However, having large trucks enter the Avenue conflicts with the pedestrian friendly atmosphere Buellton wishes the Avenue to have. Therefore, the area coming off of Highway 101 to Damassa Street will serve as a rest stop area for the trucks. A proposed roundabout will also be included in this area to minimize the large trucks from travelling down the Avenue.



Figure 3.2 Residents discussing Avenue

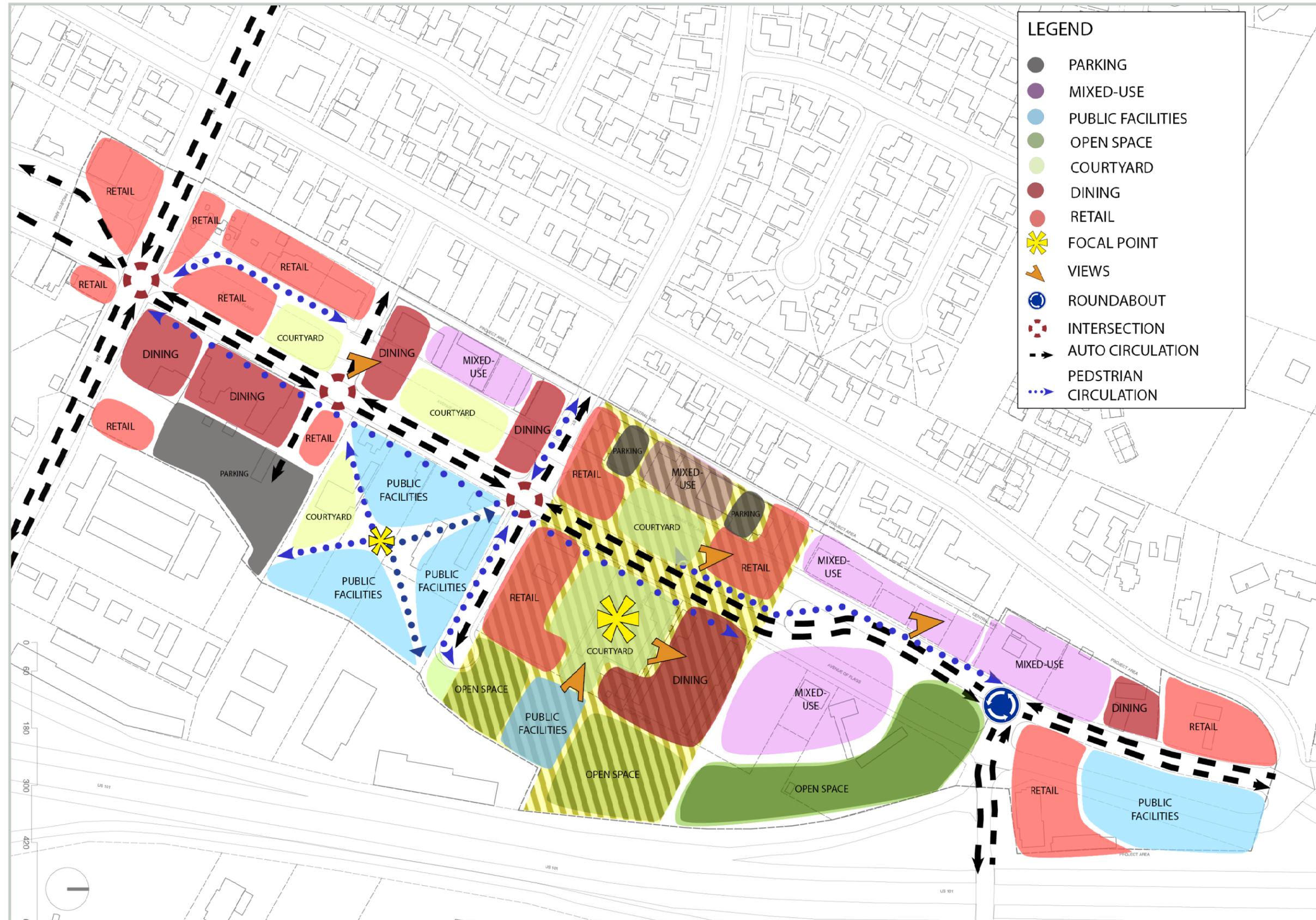


Figure 3.3 Conceptual Development

3.3 Community Meeting II - Findings

April 16, 2012



Figure 3.4 Residents giving suggestions on conceptual diagram

The second community meeting was held at the Buellton Recreation Center on April 16th, 2012. The urban design team presented the conceptual diagram, the urban design objectives, and the concepts generated after hearing what the community wanted to see along the Avenue of Flags. The urban design team talked to various community members who attended the meeting and discussed the team's conceptual diagram and any specifications of land uses and circulation included in the Avenue. The team strongly emphasized the downtown square and how Second Street could potentially be used

as a Farmer's Market. Overall, community members responded positively to the proposal with only a few suggestions. Residents suggested more parking and a series of linked plazas and parks to create a cohesive site that flows effortlessly from one use to the next.

During the discussions attendees were given a set of six green and red dots. The dots were used by the community members to illustrate what residents wanted to maintain and improve upon within Buellton. By completing the activity, it was obvious that

Zaca Creek was the top priority for Buellton. The community expressed concerns and suggested a path or trail linking Zaca Creek to the Avenue of Flags be considered in a future design. Once a common vision for the Avenue was discussed, community members separated into groups to develop their own conceptual diagrams. Some groups adopted the facilitator's design with minor changes, while others developed a completely independent design. One group of community members suggested weaving the road around the existing medians on the Avenue and converting the extra space into street parking. This plan was one that was economically conservative and could be implemented fairly quickly as a phase one

to the total redevelopment of the area. This plan suggested by the community members offered a new perspective. Listening to the community response for the conceptual diagram, vision and individual ideal outcomes, the urban design team reevaluated the conceptual diagram. Applying the strategies discussed during community meeting II, a revised conceptual diagram was developed with stronger linkages between the open space and plaza areas, more sites to accommodate parking, and a clearly marked trail following Zaca Creek. (Figure 3.3)

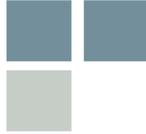


Figure 3.5 Community members participating in dot exercise





04



land use & circulation



Figure 4.1 A team member explaining the proposed land uses

4.1 introduction

Land use, circulation, and public space urban design concepts for the Avenue of Flags were revisited and refined for this chapter. These concepts were applied to develop an illustrative plan study and land use proposal for the Avenue.

Land use was the first topic discussed. Using the conceptual diagram, a more detail-oriented illustrative plan study was developed according to the urban design concepts. The study suggests specific building shapes and uses. Once the illustrative plan study was developed, it was translated into a land use proposal. The land use proposal explains ground and upper floor land uses throughout

the site, serving as a starting point for form-based codes.

Circulation features were fine-tuned and geared more toward providing a friendly, walkable area to the Avenue of Flags. Automobile traffic was also considered when generating the illustrative plan study. Pedestrian and vehicular traffic connections are addressed within the site and each other.

It is important to provide community amenities to both tourists and locals. The urban design team provided a variety of land use to cater to all ages.

4.2 summary of findings

On April 30, the third community meeting was held at the Buellton Recreation Center from 2:30 to 4 pm. Approximately 30 community members attended to see what the student teams proposed for the Avenue of Flags. The community members were presented with two posters, one of the proposed land uses and the other of an illustrative plan study. The proposed land uses show which land uses are designated to which parcels, and the illustrative plan study shows building footprints and parking spaces.

The urban design team created a variety of building shapes that maintained a flow of connection throughout the project site. The site is divided into three main areas: a traveler's area, a downtown core, and a family-oriented area. The parcels to the north have a stop-and-go feel while the downtown and family-oriented businesses are catered towards people who want to linger. Together, these three elements create an area that accommodates both visitors and residents of all ages.

When reviewing the team's posters, community members gave feedback on what they would like to see built in Buellton, as well as land uses or building types that may not fit in with the surrounding environment. The large open space and amphitheater on the east side of the site was well received; many community members liked the idea of having green open space near the downtown core area. It would serve as a place to hold major events such as concerts or shows. However, a concern mentioned by a community member was the cost of maintenance. Having a grass amphitheater may be costly, but could be lessened with the use of low-maintenance grasses.

One suggestion was in regards to the amount of parking provided. Ample parking spaces are provided on the parcels to the west of the Avenue, but are lacking on the east side

where most of the major plazas are. One suggestion was to implement 45 degree parking on 2nd Street. This would provide parking closer to the civic center, considering the only major lot is north of the downtown plaza. Lastly, several community members suggested to create additional parking near the apartment complexes. Reshaping the buildings and adding parking would give the space more definition.

The major concern the community members had with the illustrative plan study was with the number of lanes on the Avenue. Currently, the plan provides two lanes in each direction, separated by a three-foot wide median. Many residents expressed concerns with how wide the street would be; having four lanes may encourage heavier traffic and become less pedestrian friendly. They encouraged revision of the Avenue to reduce the number of lanes to one in each direction, which slows down traffic and contributes to a small-town feel.



Figure 4.2 A team member explaining the illustrative plan study



Figure 4.3 Aerial view of street landscaping and pedestrian crosswalk concepts

4.3 circulation

This section explains the potential circulation patterns of vehicular and pedestrian traffic. It will also discuss the possible connections to the immediate surroundings and rest of the city. Additional streetscaping will enhance the overall pedestrian experience.

Currently, Avenue of Flags has 50-foot wide medians with one lane of parallel parking, and two lanes of one-way traffic on both sides. The plan proposes to reconfigure the roadway onto the east side of the medians, where most of the infrastructure exists. The road would then curve after the mixed-use developments. A three-foot median would divide four lanes of two-way traffic. A proposed roundabout to the northeast of the mixed-use developments would slow vehicle's speed as they exit south off of Highway 101. Heading south down the Avenue, the design group proposed to keep the width of 2nd street the same. Currently, 2nd Street is 40-foot wide and provides ample room for a possible Farmer's Market. Parking would be located behind the buildings within the project area to ensure storefront exposure.

The urban design team proposes a plan that caters to pedestrians and creates an inviting, walkable environment. The downtown square is proposed to feature a crosswalk

that uses unique materials to differentiate it from the rest of the street. The difference in paving would promote a pedestrian friendly area. Outdoor seating would align the store facades in the town square and bring a vibrant atmosphere to the middle of downtown.

Toward the south of the proposed central square, the civic center courtyard would act as a starting point for the pedestrian pathway. The pedestrian path is proposed to run along the east side of the project area, and end at the apartments. This trail builds a pedestrian connection that flows from the medium residential apartments in the north to the civic center in the south.

The urban design team proposes to create a series of plazas that help connects each area to one another. Each plaza has anchors at each end to draw people in. One of the main attractions is the amphitheater located to the east of the downtown square.

The envisioned Avenue of Flags plan incorporates circulation patterns that create and separate connections of pedestrian and vehicular traffic.

4.4 community amenities

Providing community amenities is important to consider when defining and shaping public spaces. The urban design team approached the site by including a mixture of plazas, open space areas, water features, and public spaces that would complement and enhance the overall features of the site.

A variety of plazas, differing in size, were proposed throughout the Avenue of Flags. The urban design team focused on developing a downtown square, located on Second Street, that would become the main focal point of the Avenue. One of the larger plazas would be located in this square and would be reflected on the opposite side of the street. Centralized a water feature, the plaza would additionally be accented with landscaping and seating. The plaza will be surrounded by retail and dining.

A trail is proposed along the creek on the eastern side of the site. The urban design team believes it would be useful to utilize the natural features of the site. This trail would start from the civic center and continue to the northern tip of the site, near the apartments. The trail will provide people with a leisurely stroll that will complement the multiple view sheds Buellton has to offer.



Figure 4.4 Proposed outdoor amphitheater

The proposed civic center would be located north of Andersens. Andersens is a historical landmark of Buellton and placing the civic center north of it would preserve and inform people about the history of Buellton. Also, as mentioned earlier, the area surrounding Andersens would be geared towards families. Placing the civic center in this area would continue the family-oriented atmosphere and provide multiple options for families. A small fountain is proposed in the civic center plaza. The path facing Second Street would be wide enough to accommodate small venues for Farmers Market or any community events. This would become a place where lingering activities may occur.



Figure 4.5 Walkable plaza space concept

An amphitheater is proposed for the end of the plaza on the northeast end of the site. Placing the amphitheater here would establish a clear flow of pedestrian circulation from the plaza. People can easily access the amphitheater from all directions. The amphitheater would serve as the anchor point of the plaza, drawing more people in. A variety of concerts and events may take place in the amphitheater.

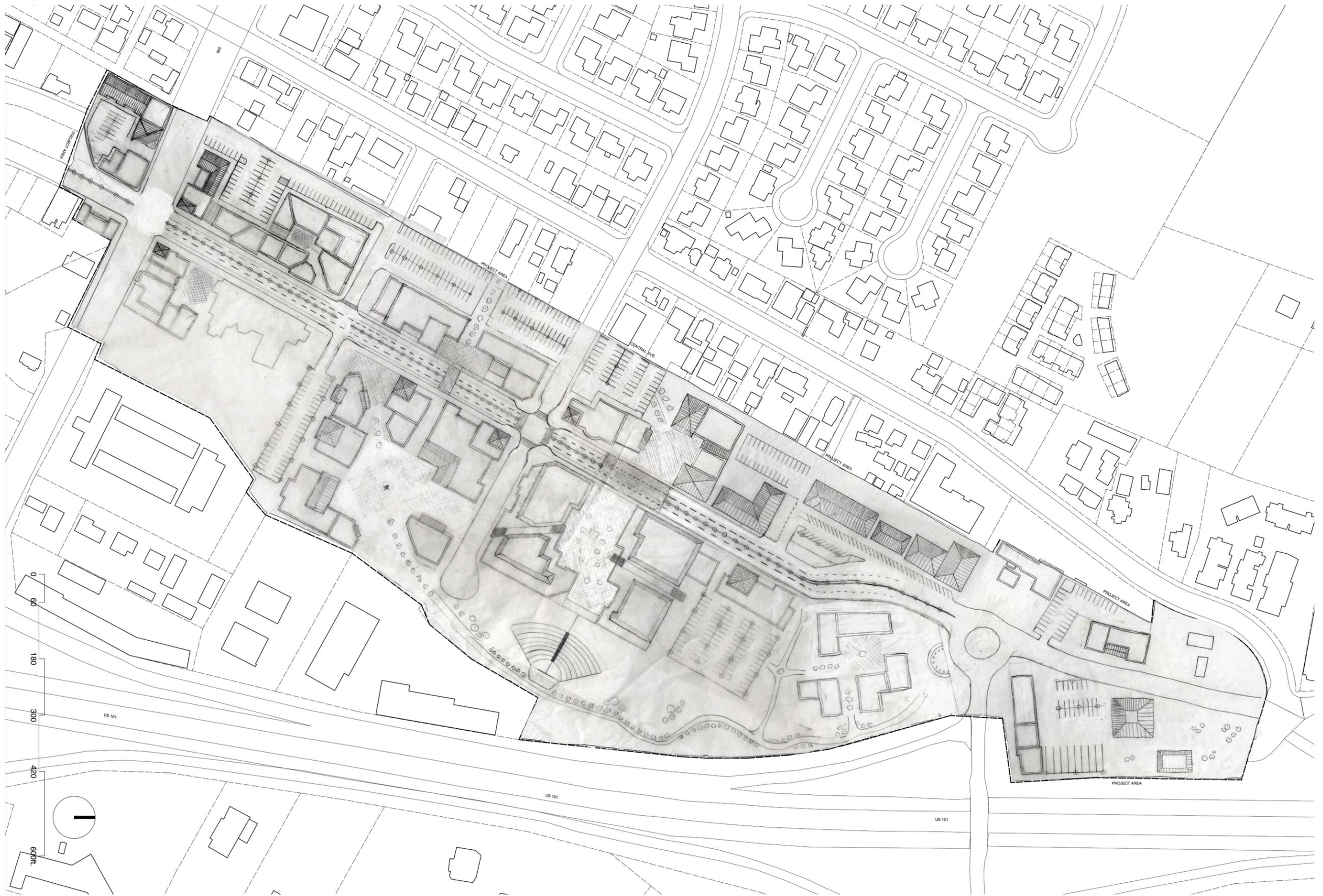


Figure 4.6 Illustrative Plan Study

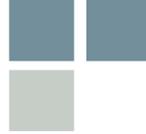


Figure 4.7 Proposed Land Uses



05

form-based codes



5.1 introduction

After the third community meeting, the urban design team took into consideration community members' input and finalized the design proposal. The following chapter illustrates the form-based codes proposed by the urban design team. If implemented, the Avenue of Flags will remain consistent with the team's design objectives. The Avenue will incorporate a strong street presence and pedestrian friendly atmosphere to create a vibrant downtown that the city of Buellton wishes to have.



Name of Regulation Area: COMMERCIAL: MOTEL

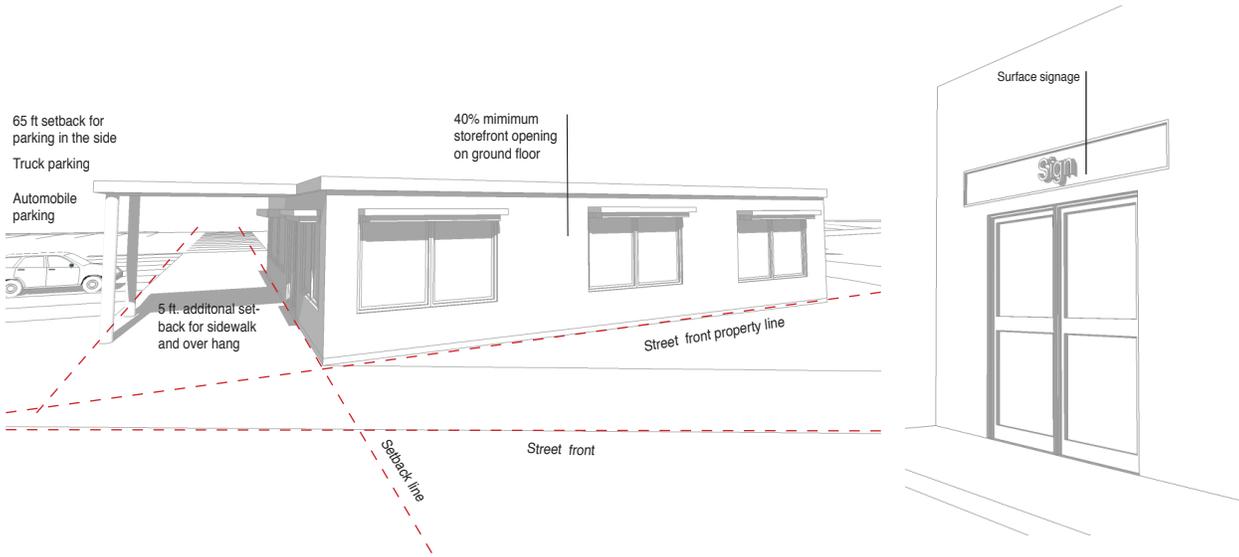
Urban Design Objectives for the Regulation Area:

The commercial motel defined in this part of the FBC is intended to attract travelers to spend the night and use the amenities in the rest area. During the community meeting, Buellton residents held mixed reviews about the concept of motels versus hotels. One argument was against the negative image it brought to the city, while on the other hand the motels/hotels was a constant flow of revenue. The urban design team ultimately agreed upon keeping one parcel designated for motels/hotels.

The urban design team’s objective in proposing the commercial hotel area is:

- 1. To maintain the constant flow of revenue to the city and also providing an area for travelers to stop and rest,*
- 2. To designate an area for truck drivers to stop, because Buellton is the only city between San Francisco and Los Angeles equipped to sell diesel,*
- 3. To create an area separate from the downtown square and separate the travelers from the vacationers.*





COMMERCIAL: MOTEL | Building Siting and Massing

ALLOWED LAND USES

Ground floor	Motel/ Hotel
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SETBACKS

From street front on ground floor	0 ft maximum
From side property lines on ground floor	70 ft. minimum for automobile parking, sidewalk and over hang.
From back property line on ground floor	0 ft. maximum

BUILD-TO-LINES

On street front on ground floor	Street front property line= Build-to-line
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BUILDING HEIGHTS

Ground floor (minimum and maximum)	12 ft. minimum, 14 ft. maximum (floor to ceiling)
------------------------------------	---

FENESTRATION

Required fenestration area (% total street facade) on ground floor	40% of total ground floor facade area
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PARKING REQUIREMENTS

Number of required parking spots per sq. ft. of USE 1 (specify)	1 automobile spot/ 1 room
Number of required parking spots per sq. ft. of USE 2 (specify)	1 commerical truck spot/ 3 rooms

SIGNAGE

Allowed signage types	Surface and projecting
Allowed signage heights	Between 10 - 12ft.



Name of Regulation Area: COMMERCIAL: AUTO

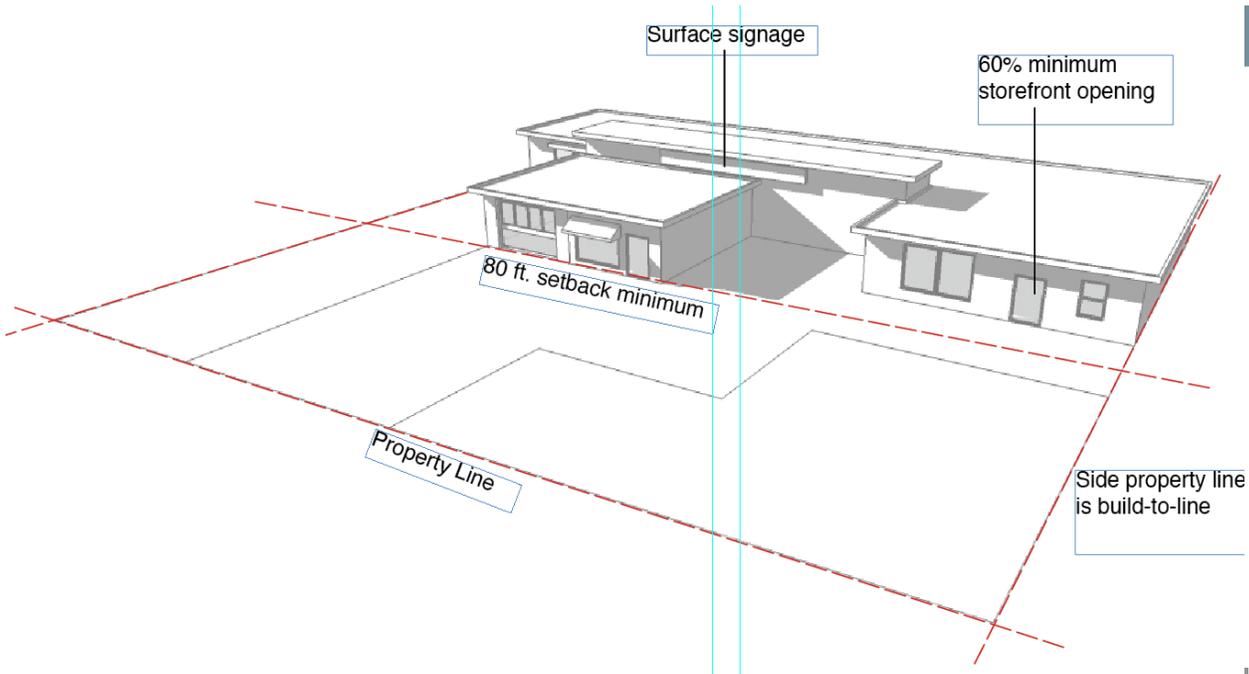
Urban Design Objectives for the Regulation Area:

The commercial area providing auto services in this part of the FBC is intended to accommodate travelers and residents who need car maintenance. The existing gas station is the only one that provides diesel in the area, which is one of the ways Buellton receives revenue.

The urban design team's objective in proposing this commercial area is:

1. *To provide auto service to travelers and residents,*
2. *To prevent traffic conflict by minimizing large trucks in the downtown area.*





COMMERCIAL: AUTO I Building Siting and Massing

ALLOWED LAND USES

Ground floor	Gas station, auto repair shop
Upper floor(s)	N/A

SETBACKS

From street front on ground floor	80 ft. minimum, with required landscaping along front property line
From street front on upper floor(s)	N/A
From side property lines on ground floor	0 ft. maximum
From side property lines on upper floor(s)	0 ft. maximum
From back property line on ground floor	0 ft. minimum
From back property line on upper floor(s)	0 ft. minimum

BUILD-TO-LINES

On street front on ground floor	80-100 ft. from street front property line
On street front on upper floor(s)	N/A
On side property lines on ground floor	Side property line = build-to-line
On side property lines on upper floor(s)	Side property line = build-to-line
On back property line on ground floor	None
On back property line on upper floor(s)	N/A

BUILDING HEIGHTS

Ground floor (minimum and maximum)	10 ft. minimum, 12 ft. maximum
Upper floor(s) (minimum and maximum)	

FENESTRATION

Required fenestration area (% total street facade) on ground floor	60% of total ground floor facade area
Required fenestration area (% total street facade) on upper floor(s)	N/A

PARKING REQUIREMENTS

Number of required parking spots per sq. ft. of USE 1 (commercial)	1 spot/ 300 sqft commercial
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SIGNAGE

Allowed signage types	Surface and projecting
Allowed signage heights	Between 8 - 12 ft.



Name of Regulation Area: MIXED-USE: RESIDENTIAL OVER COMMERCIAL

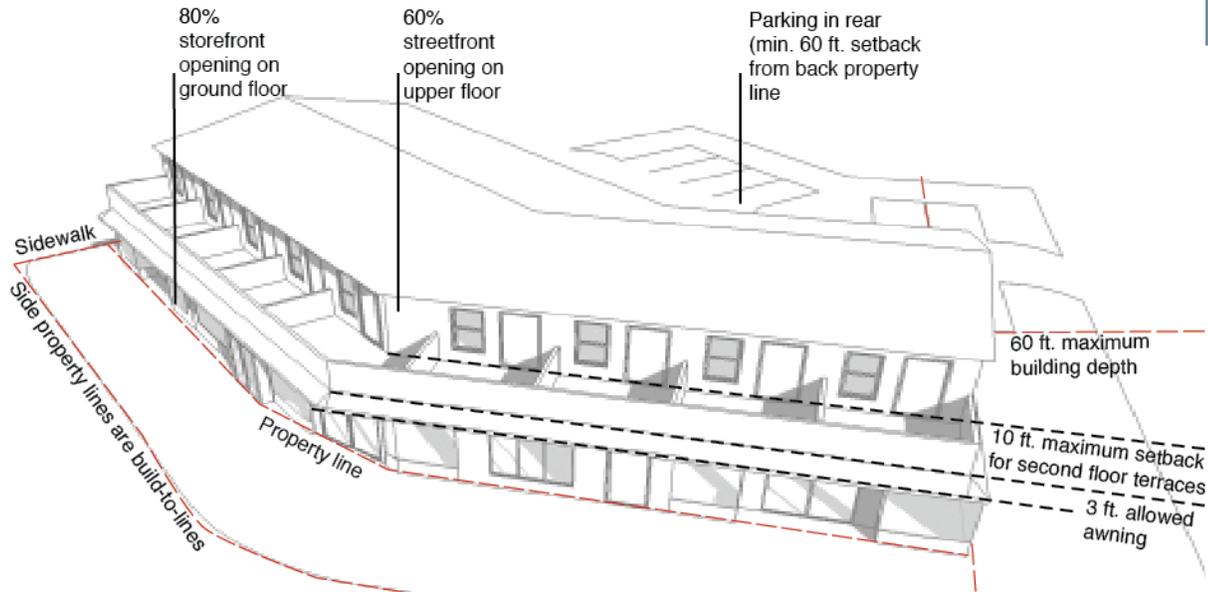
Urban Design Objectives for the Regulation Area:

The mixed-use in this part of the FBC is intended to serve as a buffer between the proposed northern traveler area and the downtown square. The newly developed mixed-use building along the Avenue was favored by the community. This building offers medium density housing without losing the desired downtown commercial feel on the Avenue of Flags.

The urban design team's objectives in proposing this mixed-use area are threefold:

1. *To provide the residents of Buellton with medium-density residential apartments with direct access to the downtown area,*
2. *To help seamlessly transition between the proposed northern traveler area and the lively downtown commercial square,*
3. *To provide a pedestrian friendly area with access to the open space lining the east side of the project area, as well as a variety of inviting retail shops on the ground level lining the Avenue of Flags.*





MIXED USE: RESIDENTIAL OVER COMMERCIAL I Building Siting and Massing

ALLOWED LAND USES

Ground floor	Neighborhood Commercial
Upper floor(s)	Residential (Apartments)

SETBACKS

From street front on ground floor	0 ft. maximum
From street front on upper floor(s)	10 ft. maximum to accommodate terraces
From side property lines on ground floor	0 ft. maximum
From side property lines on upper floor(s)	0 ft. maximum
From back property line on ground floor	60 ft. minimum to provide parking in the rear
From back property line on upper floor(s)	Between 0 - 80 ft.

BUILD-TO-LINES

On street front on ground floor	Street front property line = build-to-line, Awnings allowed to cantilever over right of way up to 3 ft.
On street front on upper floor(s)	None
On side property lines on ground floor	Side property lines = build-to-lines
On side property lines on upper floor(s)	Side property lines = build-to-lines
On back property line on ground floor	None
On back property line on upper floor(s)	None

BUILDING HEIGHTS

Ground floor (minimum and maximum)	10 ft. minimum, 12 ft. maximum (floor-to-ceiling)
Upper floor(s) (minimum and maximum)	9 ft. minimum, 11 ft. maximum (floor-to-ceiling)

FENESTRATION

Required fenestration area (% total street facade) on ground floor	80% of total ground floor facade area
Required fenestration area (% total street facade) on upper floor(s)	60% of total upper floor facade area

PARKING REQUIREMENTS

Number of required parking spots per sq. ft. of USE 1(Commercial)	1 spot per 300 sqft commercial
Number of required parking spots for USE 2 (Residential)	1 spot for first Bedroom, 1/2 spot per each additional Bedroom

SIGNAGE

Allowed signage types	Surface, projecting or hanging from awning
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Name of Regulation Area: COMMERCIAL: DINING AND RETAIL

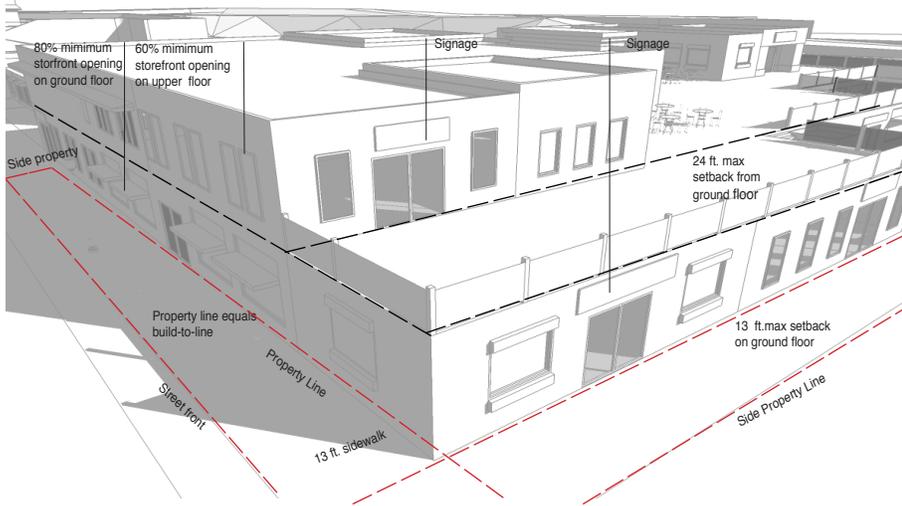
Urban Design Objectives for the Regulation Area:

The commercial area is formed to create a downtown square that would be able to support community activities. Residents of Buellton expressed their desire for an area to bring people together and spend time in Buellton. The town square would give the city a sense of identity and uniqueness to the central coast.

The urban design team’s objective in proposing the commercial are is:

- 1. To create an open plaza that brings a sense of community to the project area, and also providing family friendly activities,*
- 2. To add a more pedestrian friendly area, and less dependency on automobiles. Parking would be positioned so people would have to leave their car behind and explore downtown on foot,*
- 3. To provide a central plaza that can be the focal point of downtown and host activites at night past the hour of 5PM.*





COMMERCIAL: DINING AND RETAIL | Building Siting and Massing

ALLOWED LAND USES

Ground floor	Retail
Upper floor(s)	Dining

SETBACKS

From street front on ground floor	No setback to keep businesses in maximum view of the public.
From street front on upper floor(s)	No setback to keep businesses in maximum view of the public.
From side property lines on ground floor	13 ft. maximum setback to provide outdoor seating
From ground floor lines to upper floor(s)	24ft. maximum to provide outdoor seating
From back property line on ground floor	0 ft. maximum
From back property line on upper floor(s)	0 ft. maximum

BUILD-TO-LINES

On street front on ground floor	Street front property line = build-to-line
On street front on upper floor(s)	12ft. minimum from property line = build-to-line
On side property lines on ground floor	Side property lines = build-to-line
On side property lines on upper floor(s)	26ft. minimum from property line = build-to-line
On back property line on ground floor	none
On back property line on upper floor(s)	none

BUILDING HEIGHTS

Ground floor (minimum and maximum)	12 ft. minimum, 14 ft. maximum (floor to ceiling)
Upper floor(s) (minimum and maximum)	10 ft. minimum, 12 maximum (floor to ceiling)

FENESTRATION

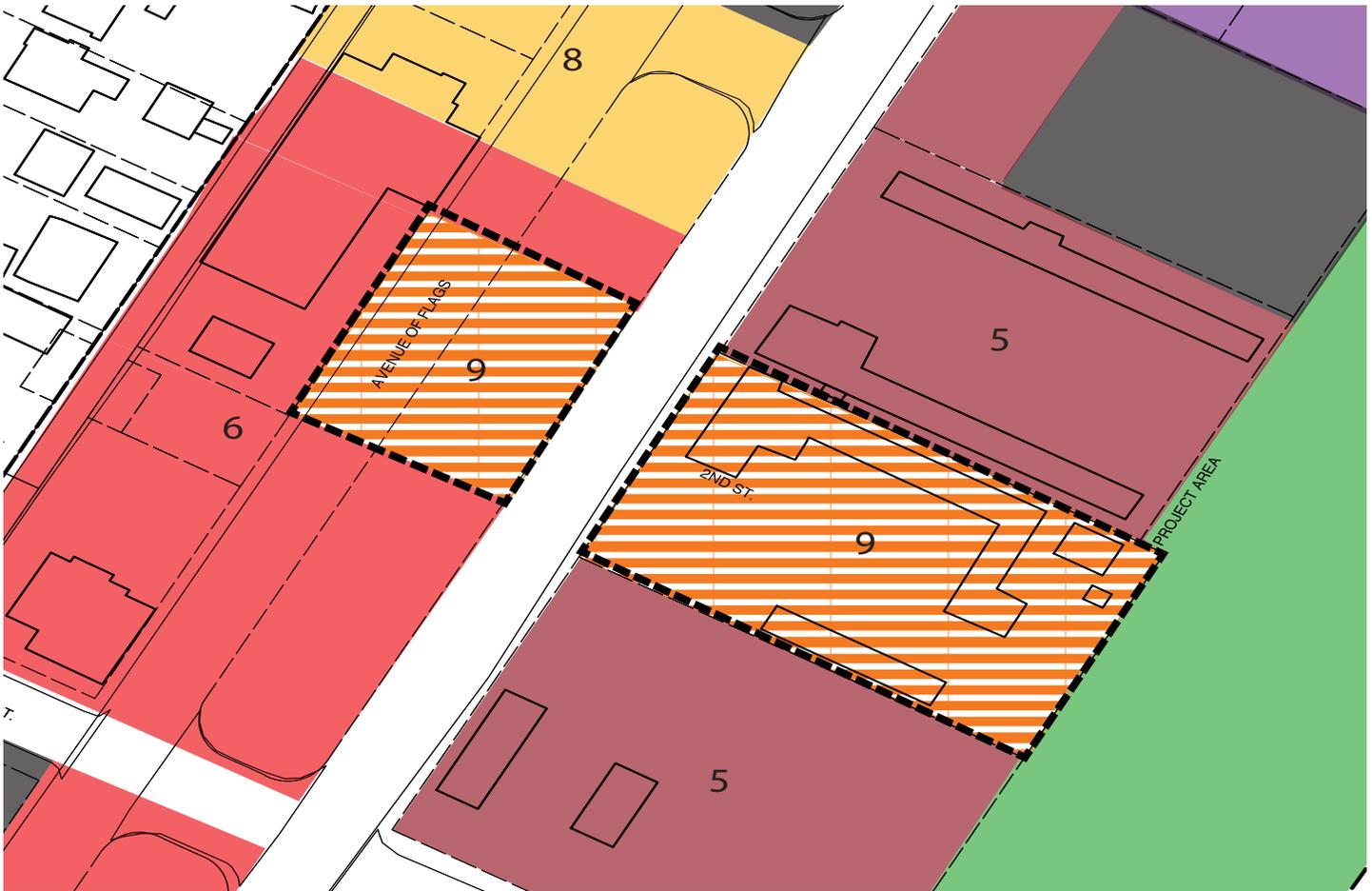
Required fenestration area (% total street facade) on ground floor	80% of total ground floor facade area
Required fenestration area (% total street facade) on upper floor(s)	60% of total ground floor facade area

PARKING REQUIREMENTS

Number of required parking spots per sq. ft. of Commercial retail	1 spot/ 300 sqft retail
Number of required parking spots per sq. ft. of Commercial dining	1 spot/ 150 sqft dining

SIGNAGE

Allowed signage types	Surface and projecting
Allowed signage heights	Between 10 - 12ft.



Name of Regulation Area: DOWNTOWN PLAZA

Urban Design Objectives for the Regulation Area:

The downtown plaza defined in this part of the FBC is intended to create a pedestrian friendly area where people can linger. Throughout the community meetings in Buellton, the residents emphasize their need to create a vibrant downtown square that included lingering activities and multiple uses.

The urban design team’s objective in proposing this downtown plaza area is:

- 1. To create community oriented space where people can gather and interact with one another,*
- 2. To provide a transition between daytime and nighttime activities that brings a unique town character,*
- 3. To enhance the pedestrian experience by creating an enclosed environment complemented with water features.*





The plaza will serve as a gathering place for the patrons of the retail and dining businesses nearby. Interactive water features and landscaping will soften the hard corridors of the site. In addition, the plaza will maintain a clear, pedestrian flow to the amphitheater where events and concerts will be held.



Name of Regulation Area: OPEN SPACE

Urban Design Objectives for the Regulation Area:

The open space area as defined in this section of the form based codes is proposed to be an area that encourages both movement and repose. The open space stretches along the east side of the project area from Damassa Street, in the north, down to Highway 246, in the South. A bike/running path and outdoor amphitheater are suggested uses for the open space area.

1. To provide the City of Buellton with a versatile outdoor area to hold a variety of events and festivals.
2. To incorporate active open space in the downtown area.

The urban design team's objectives in proposing this mixed-use area are twofold:



Through the incorporation of landscaping, the open space area should become an aesthetically pleasing and friendly environment. A trail catering to bicyclists and pedestrians would provide recreational and utilitarian opportunities to the community. The proposed open space is intended to provide the city with a central place to hold events and concerts. A mixture of lawns and hardscape should be provided in this area. Second St. should serve as the main entrance to the amphitheater, allowing easy equipment loading for events. A children's playground is recommended in the area. The open space area must provide recreational and relaxation opportunities for the community.



Name of Regulation Area: CIVIC CENTER

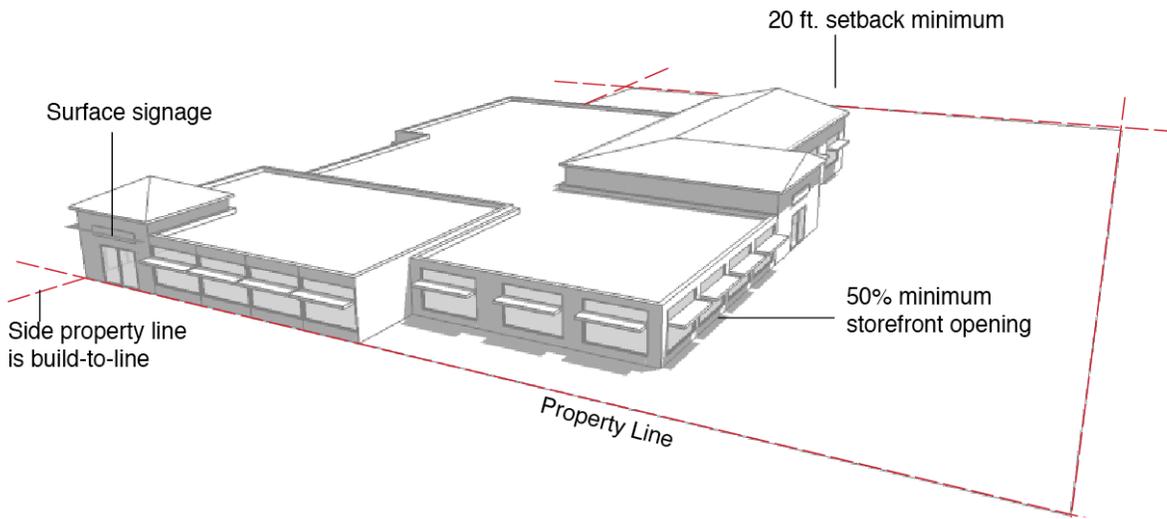
Urban Design Objectives for the Regulation Area:

The civic center defined in this part of the FBC is intended to preserve the history of Buellton. During the community meetings, the residents discussed how Andersen's is a historical landmark in the city. The civic center is intended to serve as a continuation of the more family-oriented businesses by providing public facilities, such as a library, art gallery, historical museum, and community center.

The urban design team's objective in proposing this civic center are:

- 1. To preserve and inform people about the history of Buellton,*
- 2. To create an area geared towards families and provide them with multiple activities,*
- 3. To provide a connection between Pea Soup Andersen's and the proposed downtown square.*





CIVIC CENTER I Building Siting and Massing

ALLOWED LAND USES

Ground floor	library, art gallery, historical museum, community center
Upper floor(s)	N/A

SETBACKS

From street front on ground floor	0 ft. maximum
From street front on upper floor(s)	N/A
From side property lines on ground floor	0 ft. minimum side property lines; awnings allowed to cantilever over right of way up to 3 ft; easements from parcel lines are encouraged to create central plaza
From side property lines on upper floor(s)	N/A
From back property line on ground floor	20 ft. minimum, 30 ft. maximum
From back property line on upper floor(s)	N/A

BUILD-TO-LINES

On street front on ground floor	Street front property line = build-to-line, awnings allowed to cantilever over right of way up to 3 ft.
On street front on upper floor(s)	N/A
On side property lines on ground floor	Side property lines = build-to-lines
On side property lines on upper floor(s)	N/A
On back property line on ground floor	N/A
On back property line on upper floor(s)	N/A

BUILDING HEIGHTS

Ground floor (minimum and maximum)	12 ft. minimum, 15 ft. maximum
Upper floor(s) (minimum and maximum)	N/A

FENESTRATION

Required fenestration area (% total street facade) on ground floor	60% of total ground facade area if library; 70% of total ground facade area if museum or gallery
Required fenestration area (% total street facade) on upper floor(s)	N/A

PARKING REQUIREMENTS

Number of required parking spots per sq. ft. of USE 1 (specify)	1 spot/ 300 sqft civic center
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SIGNAGE

Allowed signage types	Surface and projecting allowed
Allowed signage heights	Between 12-15 ft.



Name of Regulation Area: COMMERCIAL: RETAIL AND DINING

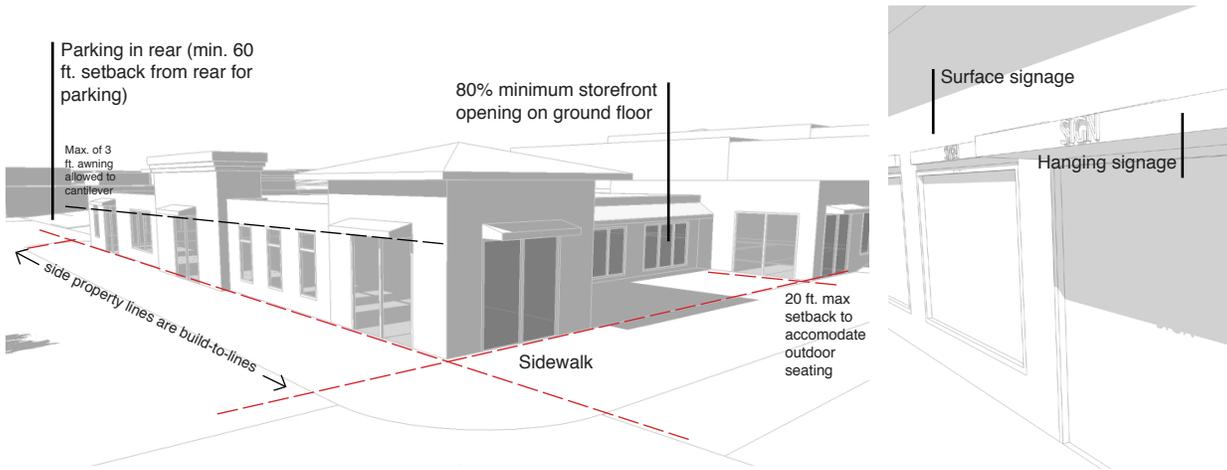
Urban Design Objectives for the Regulation Area:

The commercial area in this part of the FBC is intended to provide retail and dining for travelers and the community. Community members expressed that they hoped their city would become a “hub to the valley.” Providing a variety of retail and dining will enhance the attraction of the city and encourage them to “linger,” spending time in the area.

The urban design team’s objective in proposing this commercial area is:

1. To provide a range of options in retail and dining,
2. To create a pedestrian friendly atmosphere by increasing store frontage,
3. To incorporate local businesses and outdoor seating to enhance the small-town feel.





COMMERCIAL: RETAIL AND DINING | Building Siting and Massing

ALLOWED LAND USES

Ground floor	Retail and dining
Upper floor(s)	N/A

SETBACKS

From street front on ground floor	minimum of 15-20 ft. setback to accommodate outdoor seating; awnings allowed to cantilever over right of way up to 3 ft.
From street front on upper floor(s)	N/A
From side property lines on ground floor	N/A
From side property lines on upper floor(s)	N/A
From back property line on ground floor	60 ft. minimum
From back property line on upper floor(s)	N/A

BUILD-TO-LINES

On street front on ground floor	N/A
On street front on upper floor(s)	N/A
On side property lines on ground floor	Side property lines = build-to-lines
On side property lines on upper floor(s)	Side property lines = build-to-lines
On back property line on ground floor	N/A
On back property line on upper floor(s)	N/A

BUILDING HEIGHTS

Ground floor (minimum and maximum)	10 ft. minimum; 15 ft. maximum (floor-to-ceiling)
Upper floor(s) (minimum and maximum)	N/A

FENESTRATION

Required fenestration area (% total street facade) on ground floor	80% of total ground floor facade area; build 2 ft. above ground
Required fenestration area (% total street facade) on upper floor(s)	N/A

PARKING REQUIREMENTS

Number of required parking spots per sq. ft. of USE 1 (specify)	1 spot / 300 sq. ft. commercial
---	---------------------------------

SIGNAGE

Allowed signage types	Surface, projecting or hanging from cantilever
Allowed signage heights	Between 10-15 ft.



Name of Regulation Area: COMMERCIAL: LODGING

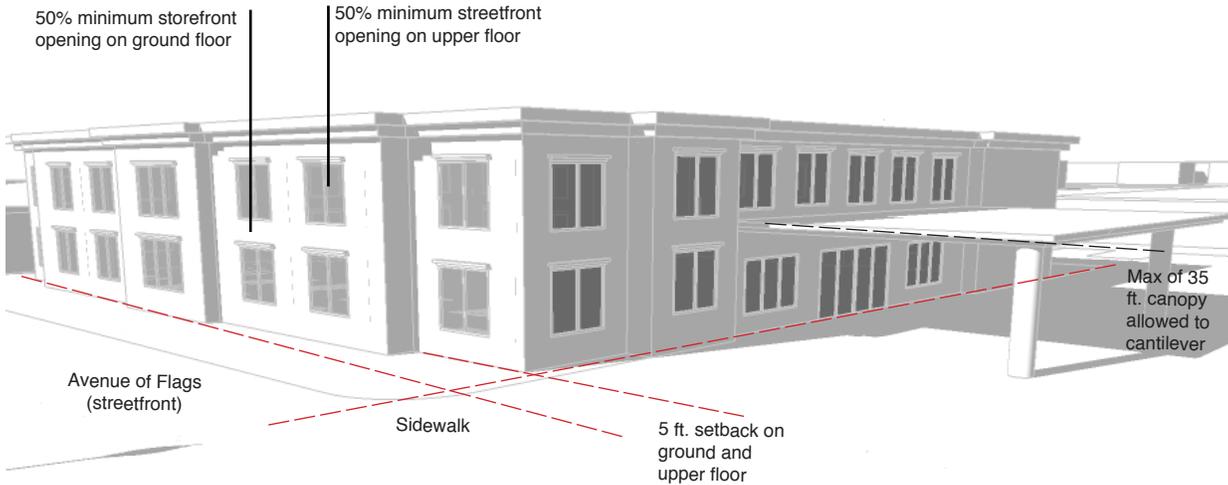
Urban Design Objectives for the Regulation Area:

The commercial area in this part of the FBC is intended to provide lodging for travelers. At the community meetings, residents hoped for Buellton to become a destination rather than a service town. Providing lodging will encourage the idea for travelers to stay overnight.

The urban design team's objective in proposing this commercial area is:

1. To provide several options of lodging, which will cater to tourists visiting the area,
2. To ensure easy accessibility for travelers to the city's downtown square.





COMMERCIAL: LODGING | Building Siting and Massing

ALLOWED LAND USES

Ground floor	Lodging
Upper floor(s)	Lodging

SETBACKS

From street front on ground floor	5 ft. maximum
From street front on upper floor(s)	5 ft. maximum
From side property lines on ground floor	Canopies are required for hotel entrances; canopies allowed to cantilever over right of way up to 35 ft.
From side property lines on upper floor(s)	0 ft. maximum
From back property line on ground floor	60 ft. minimum
From back property line on upper floor(s)	60 ft. minimum

BUILD-TO-LINES

On street front on ground floor	0 ft. from street front property line
On street front on upper floor(s)	0 ft. from street front property line
On side property lines on ground floor	N/A
On side property lines on upper floor(s)	N/A
On back property line on ground floor	N/A
On back property line on upper floor(s)	N/A

BUILDING HEIGHTS

Ground floor (minimum and maximum)	10 ft. minimum; 12 ft. maximum (floor-to-ceiling)
Upper floor(s) (minimum and maximum)	10 ft. minimum; 12 ft. maximum po

FENESTRATION

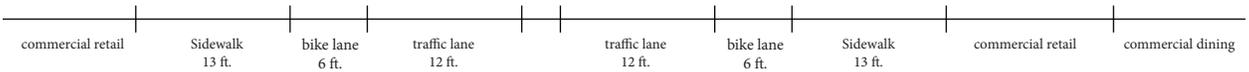
Required fenestration area (% total street facade) on ground floor	50% of total ground floor facade
Required fenestration area (% total street facade) on upper floor(s)	50% of total upper floor facade area

PARKING REQUIREMENTS

Number of required parking spots per sq. ft. of USE 1 (specify)	1 spot / room
---	---------------

SIGNAGE

Allowed signage types	Surface, projecting or hanging from cantilever
Allowed signage heights	Between 12-20 ft.



Avenue of Flags I Streetscaping from Second St. to Damassa St.

TRAFFIC LANES

Direction 1, number and width	North, 1 lane, 12 ft.
Direction 2, number and width	South, 1 lane, 12 ft.

BIKE LANES

Direction 1, width	6 ft.
Direction 2, width	6 ft.

SIDEWALKS

Direction 1, width	15 ft.
Direction 2, width	15 ft.

MEDIAN (IF AVAILABLE)

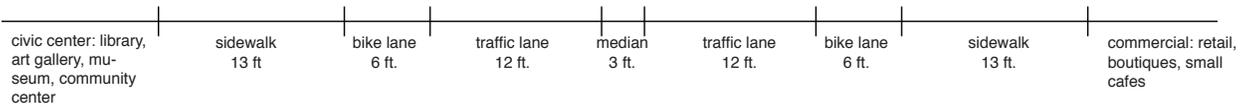
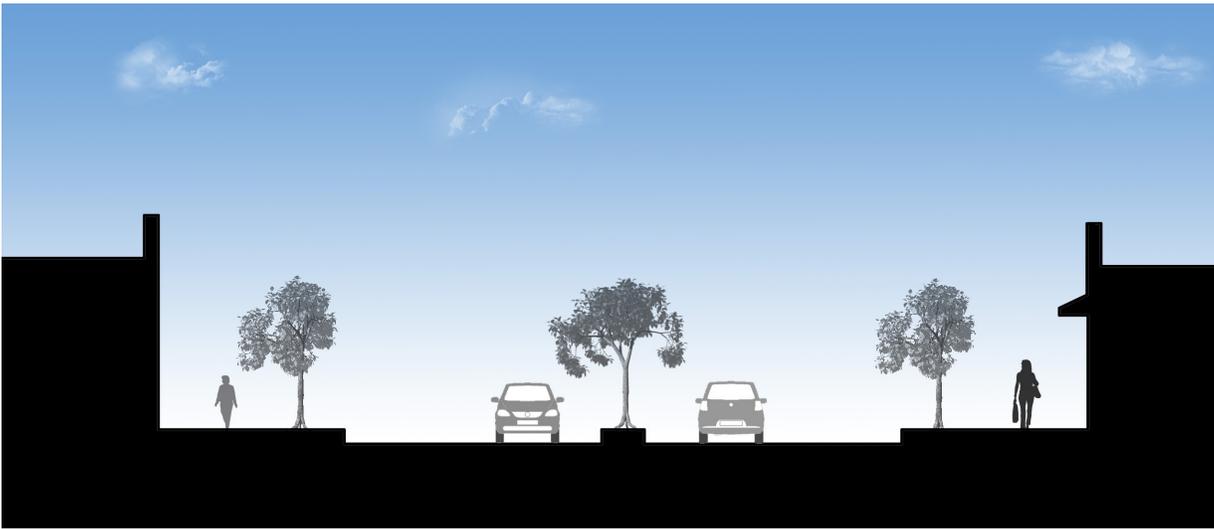
Width	3 ft.
Other properties	

STREET TREES

Direction 1, type	chinese pistache goldenrain
Direction 1, frequency	Every 100 ft.
Direction 2, type	crape myrtle
Direction 2, frequency	Every 100 ft.

STREET LIGHTING





Avenue of Flags | Streetscaping from First St. to Second St.

form-based codes

TRAFFIC LANES

Direction 1, number and width	Northbound, 12 ft.
Direction 2, number and width	Southbound, 12 ft.

BIKE LANES

Direction 1, width	Northbound, 6 ft.
Direction 2, width	Southbound, 6 ft.

SIDEWALKS

Direction 1, width	Northbound, 13 ft.
Direction 2, width	Southbound, 13 ft.

MEDIAN (IF AVAILABLE)

Width	3 ft.
Other properties	Landscaping on medians, small trees, shrubs

STREET TREES

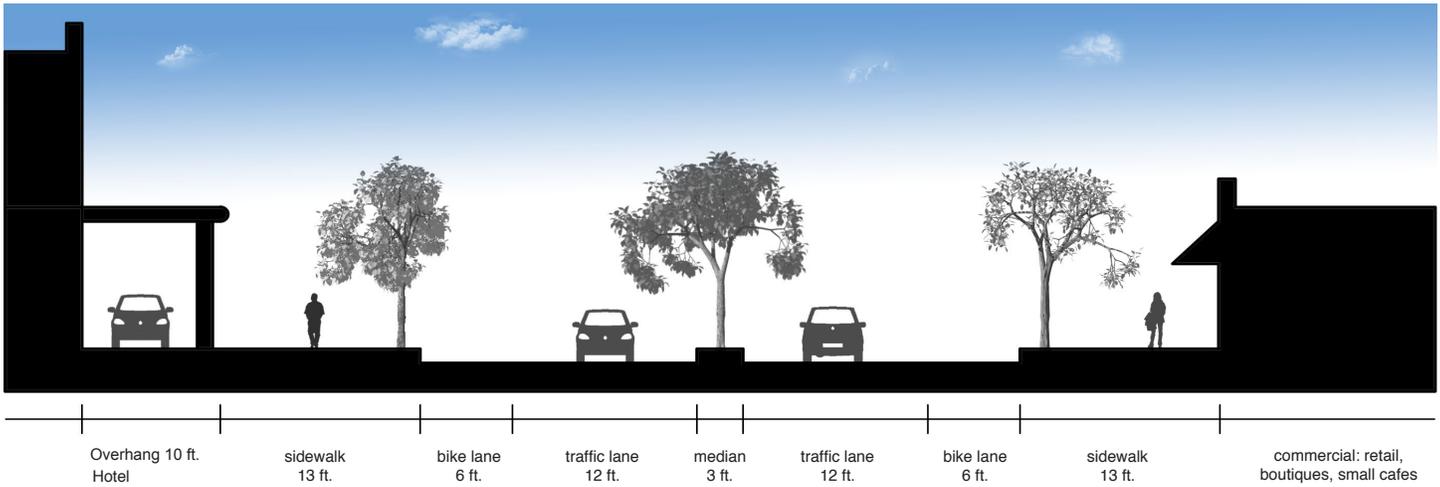
Direction 1, type	Northbound, Goldenrain, Chinese Pistache, Crape Myrtl
Direction 1, frequency	Every 100 ft.
Direction 2, type	Southbound, Goldenrain, Chinese Pistache, Crape Myrtl
Direction 2, frequency	Every 100 ft.

STREET LIGHTING

Type 1, purpose and frequency	Northbound, pedestrian oriented, 15 ft. tall, every 80 ft.
Type 2, purpose and frequency	Southbound, pedestrian oriented, 15 ft. tall, every 80 ft.

RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
bioretention	vegetation that maximizes bioretention along the medians to minimize stormwater runoff



Avenue of Flags | Streetscaping from Highway 246 to First St.

TRAFFIC LANES

Direction 1, number and width	Northbound, one lane, 12 ft.
Direction 2, number and width	Southbound, one lane, 12 ft.

BIKE LANES

Direction 1, width	Northbound, 6 ft.
Direction 2, width	Southbound, 6 ft.

SIDEWALKS

Direction 1, width	Northbound, 13'
Direction 2, width	Southbound, 13'

MEDIAN (IF AVAILABLE)

Width	3 ft.
Other properties	

STREET TREES

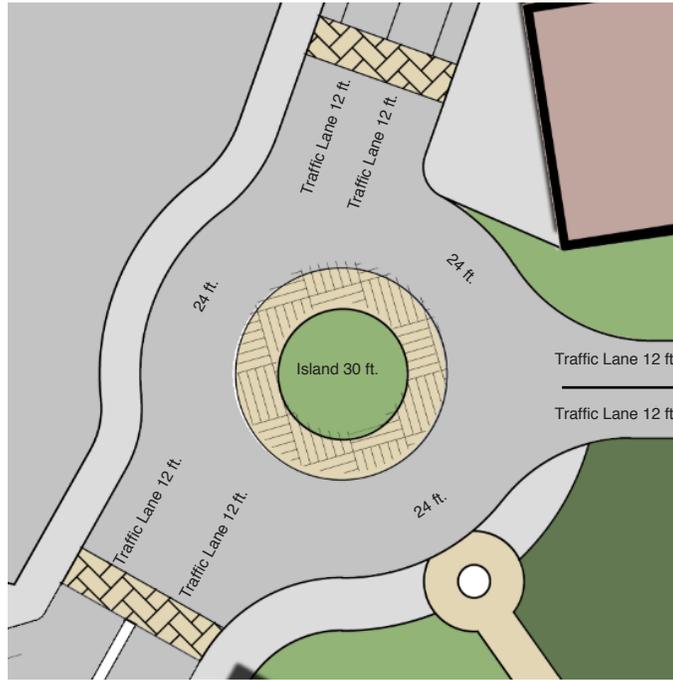
Direction 1, type	Northbound, Goldenrain, Chinese Pistache, Crape Myrtl
Direction 1, frequency	One tree every 100 ft.
Direction 2, type	Southbound, Goldenrain, Chinese Pistache, Crape Myrtl
Direction 2, frequency	One tree every 100 ft.

STREET LIGHTING

Type 1, purpose and frequency	Provide lighting for street
Type 2, purpose and frequency	Provide lighting for pedestrians

RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Bioretention	Vegetation that maximizes bioretention along the medians to minimize stormwater runoff
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Intersection

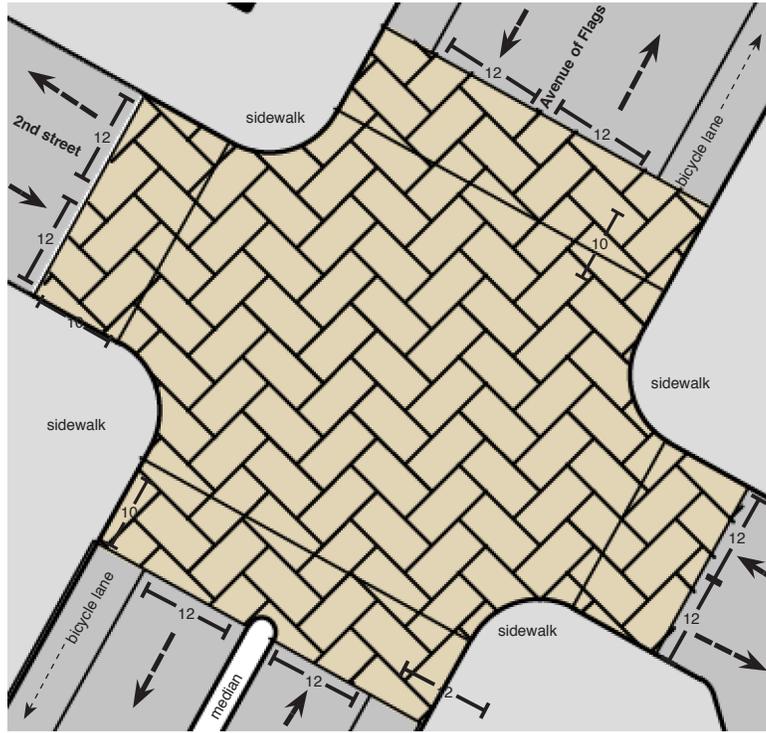
Damassa St. and Avenue of Flags

TRAFFIC CALMING MEASURE(S)

Traffic calming type

Traffic Circle

Traffic circle is proposed to slow traffic coming off Highway 101



Intersection Second St. and Avenue of Flags

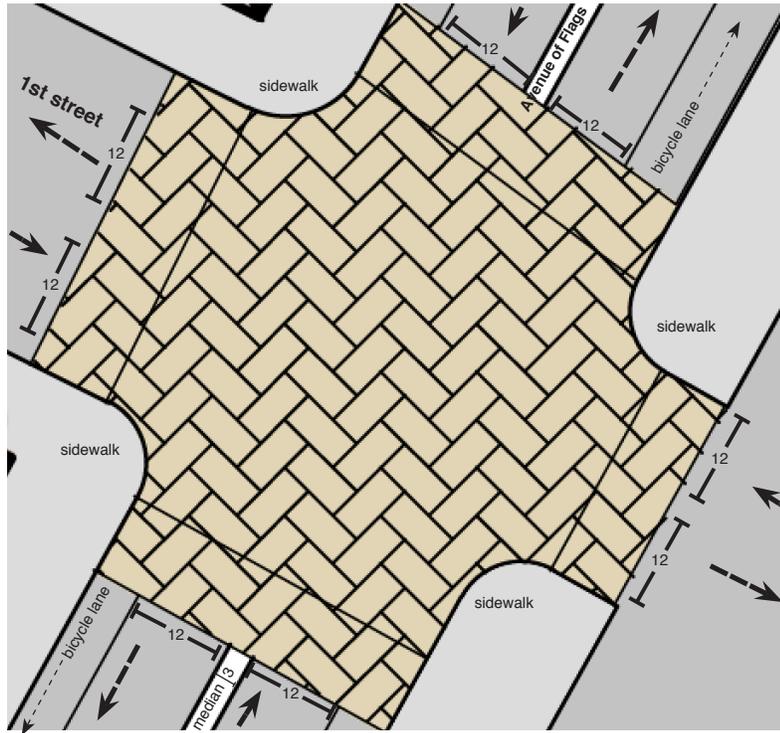
TRAFFIC CALMING MEASURE(S)

Traffic calming type	Traffic signal
	Paved crosswalks differentiated from road material

PEDESTRIAN CROSSINGS

Direction:	North
Width	10 ft.
Material(s)	Colored-pavement
Direction:	South
Width	10 ft.
Material(s)	Colored-pavement
Direction:	East
Width	10 ft.
Material(s)	Colored-pavement
Direction:	West
Width	10 ft.
Material(s)	Colored-pavement
Notes:	





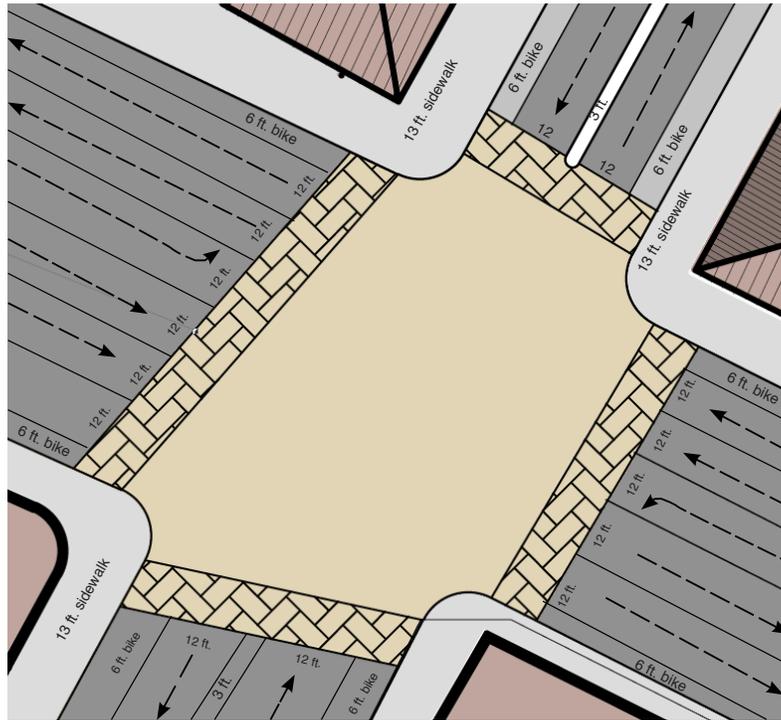
Intersection First St. and Avenue of Flags

TRAFFIC CALMING MEASURE(S)

Traffic calming type	Traffic signal
	Paved crosswalks differentiated from road material

PEDESTRIAN CROSSINGS

Direction:	North
Width	10 ft.
Material(s)	Colored-pavement
Direction:	South
Width	10 ft.
Material(s)	Colored-pavement
Direction:	East
Width	10 ft.
Material(s)	Colored-pavement
Direction:	West
Width	10 ft.
Material(s)	Colored-pavement
Notes:	



Intersection Avenue of Flags and Highway 246

TRAFFIC CALMING MEASURE(S)

Traffic calming type	Traffic signal
	Median
	Paved crosswalks differentiated from road material

PEDESTRIAN CROSSINGS

Direction:	Northbound
Width	10 ft.
Material(s)	Brick
Direction:	Eastbound
Width	10 ft.
Material(s)	Brick
Direction:	Southbound
Width	10 ft.
Material(s)	Brick
Direction:	Westbound
Width	10 ft.
Material(s)	Brick
Notes:	





Bioswales with native species



Tree box filters to irrigate trees



Permeable pavers on alleyways

COMMERCIAL: RETAIL AND DINING Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

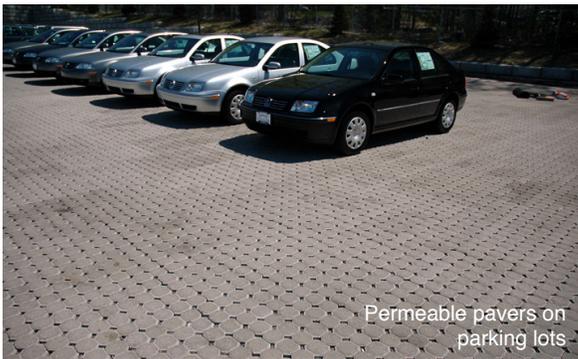
Technique	Explanation
BIOSWALES IN ON-SITE PARKING SOLUTIONS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Commercial (retail and dining) area.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIOSWALES ON STREETS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Commercial (retail and dining) area. Completing this, tree box filters are recommended for street trees. The runoff collected in the tree boxes help irrigate the trees, reduces maintenance, and improves aesthetics.
PERMEABLE PAVERS ON ALLEYWAYS	In order to minimize stormwater runoff, permeable pavers should be used on alleyways.



Permeable pavers on front entrance to hotels



Permeable pavers on parking lots



Bioswales with native species along sidewalks

COMMERCIAL: LODGING Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIOSWALES IN ON-SITE PARKING SOLUTIONS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Commercial (lodging) area.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIORETENTION ON SIDEWALKS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Commercial (lodging) area.
PERMEABLE PAVERS ON FRONT ENTRANCE TO HOTELS AND PARKING LOTS	In order to minimize stormwater runoff, permeable pavers should be used on front entrance to hotels and parking lots.





Porous concrete on parking lots



Porous concrete on parking lots



Permeable pavers on parking lots

COMMERCIAL: AUTO Low-impact Development Guidelines

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
PERMEABLE PAVERS ON PARKING LOTS	In order to minimize stormwater runoff, permeable pavers should be used on parking lots.
POROUS CONCRTE ON PARKING LOTS	As an alternative to permeable pavers, pourous concrete is suggested on parking lots to minimize stormwater runoff.



Bioswales with native species



Permeable pavers on civic center plaza



Tree box filters to irrigate trees



Tree box filters to irrigate trees

CIVIC CENTER Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIOSWALES IN ON-SITE PARKING SOLUTIONS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Commercial (retail and dining) area.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIORETENTION ON STREETS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Civic Center area. Completing this, tree box filters are recommended for street trees. The runoff collected in the tree boxes help irrigate the trees, reduces maintenance, and improves aesthetics.
PERMEABLE PAVERS ON CIVIC CENTER PLAZA	In order to minimize stormwater runoff, permeable pavers should be used on the Civic Center plaza.





Rain barrels to minimize stormwater runoff



Bioswales with native species as on-site parking solution



Green roofs to filter water

MIXED-USE: RESIDENTIAL OVER COMMERCIAL Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIOSWALES IN ON-SITE PARKING SOLUTIONS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Mixed-Use (residential over commercial) area.
RAIN BARRELS FOR RESIDENTIAL UNITS	Rain barrels can provide low-cost stormwater retention options. Rain barrels should be considered as a stormwater retention option for residential units over commercial in this area.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIORETENTION ON STREETS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Mixed-Use (residential over commercial) area.
GREEN ROOF	Green roofs can filter and absorb rainfall and creates and impermeable membrane that protects the building structure



Tree box filters to irrigate trees



Bioswales with native species along sidewalks



Permeable pavers for sidewalks and back trail

OPEN SPACE Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIOSWALES IN ON-SITE PARKING SOLUTIONS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Open Space area.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIORETENTION ON SIDEWALKS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Open Space area. Completing this, tree box filters are recommended for street trees. The runoff collected in the tree boxes help irrigate the trees, reduces maintenance, and improves aesthetics.
PERMEABLE PAVERS ON SIDEWALKS AND BACK TRAIL	In order to minimize stormwater runoff, permeable pavers should be used on sidewalks.





Bioswales with native species



Rain barrels to minimize stormwater runoff



Permeable pavers on parking lots

COMMERCIAL: MOTEL Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIOSWALES ALONG SIDEWALKS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Commercial (motel) area.
RAIN BARRELS INSTALLED ON PUBLIC GUTTER SYSTEM	Rain barrels can provide low-cost stormwater retention options. Rain barrels should be considered as a stormwater retention option on the public gutter system.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIORETENTION ON STREETS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Commercial (motel) area. Completing this, tree box filters are recommended for street trees. The runoff collected in the tree boxes help irrigate the trees, reduces maintenance, and improves aesthetics.
PERMEABLE PAVERS ON PARKING LOTS	In order to minimize stormwater runoff, permeable pavers should be used on parking lots.



Porous Concrete



Permeable pavers on



Permeable pavers

PUBLIC PROPERTY Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIOSWALES ALONG SIDEWALKS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Commercial (motel) area.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIORETENTION ON STREETS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Commercial (motel) area. Completing this, tree box filters are recommended for street trees. The runoff collected in the tree boxes help irrigate the trees, reduces maintenance, and improves aesthetics.
PERMEABLE PAVERS ON PARKING LOTS	In order to minimize stormwater runoff, permeable pavers should be used on parking lots.
POROUS CONCRTE ON PARKING LOTS	As an alternative to permeable pavers, pourous concrete is suggested on parking lots to minimize stormwater runoff.



Biowales with native species



Green roofs to filter water



Tree box filters to irrigate trees



Permeable pavers on parking lots



Rain barrels to minimize stormwater runoff

PRIVATE PROPERTY Low-impact Development Guidelines

STRUCTURES: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
RAIN BARRELS INSTALLED ON PUBLIC GUTTER SYSTEM	Rain barrels can provide low-cost stormwater retention options. Rain barrels should be considered as a stormwater retention option on the public gutter system.
BIOSWALES ALONG SIDEWALKS	In order to minimize stormwater runoff, bioswales with native species should be preferred for separators and medians in on-site parking solutions in the Commercial (motel) area.

LANDSCAPING: RECOMMENDED LOW-IMPACT DEVELOPMENT STRATEGIES

Technique	Explanation
BIORETENTION ON STREETS	In order to minimize stormwater runoff, landscaping that maximizes bioretention should be preferred for all medians in the Commercial (motel) area. Completing this, tree box filters are recommended for street trees. The runoff collected in the tree boxes help irrigate the trees, reduces maintenance, and improves aesthetics.
PERMEABLE PAVERS ON PARKING LOTS	In order to minimize stormwater runoff, permeable pavers should be used on parking lots.
POROUS CONCRTE ON PARKING LOTS	As an alternative to permeable pavers, porous concrete is suggested on parking lots to minimize stormwater runoff.
GREEN ROOF	Green roofs can filter and absorb rainfall and creates an impermeable membrane that protects the building structure



Figure 5.1 Illustrative Site Plan

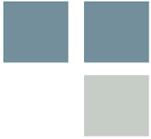


Figure 5.2 Aerial view of the family district



Figure 5.3 Street view of the family district from Highway 246



Figure 5.4 Aerial view of the southern entrance from Highway 246



Figure 5.5 Plaza in community center to accommodate various events





Figure 5.6 Aerial view of the downtown square and outdoor amphitheater



Figure 5.7 Central plaza in the downtown square



Figure 5.8 Paved streetscaping to increase pedestrian safety



Figure 5.9 Proposed mixed-use developments to mirror Village Walk



Figure 5.10 Traveler's district including proposed roundabout



Phasing

During many of the community meetings in Buellton, California, citizens asked the urban design team how their design plan would be implemented into Buellton. The design team would propose a series of phases to help ease the development the city's downtown. Phasing will be a cheaper but longer process instead of making rapid changes with high expenses. This section illustrates a three-phase process that would take approximately 30 years to complete.

Phase I (1-5 years)

Phase I consists of restriping the Avenue into a two lane road with traffic flowing from the north and south. This phase is the most important physical change to the Avenue. The Avenue is currently dictated by the shape and direction of the roads. The median in the middle divides the Avenue and creates a long, unused stretch of open space. By reconfiguring the roads, much of the unoccupied land can be more efficiently utilized. Phase I shifts the attention of the Avenue from the large medians to diverse commercial uses on the Avenue. This phase can be easily implemented by the city because the city already possesses the rights to the public roads that run down the Avenue.

Phase II (6-15 years)

Phase II is focused on bringing a sense of identity and uniqueness to Buellton. This phase requires the city to be more focused on key areas to help revitalize the area. With Phase I complete, the business culture around the Avenue of Flags will change. Because the road is no longer an open view of grass, business owners will want to be right up against the Avenue and have a street presence for the public to view them. The city needs to purchase key parcels to help focus those businesses into shaping a downtown square. These purchases of parcels can then be reorganized into the necessary changes needed to form a unique downtown plaza. Open space will also be preserved as the growth of the downtown square begins. The city should maintain the natural beauty around the area. A portion of the open space should then be developed into an outdoor amphitheater to provide the downtown square with lively entertainment.

Phase III (16-30 years)

Phase III controls and maintains the growth along the Avenue. With the downtown square developed, the next step is to bring businesses to the rest of the Avenue. Each of the new businesses will have to follow the form-based codes to create a pedestrian friendly Avenue. The urban design team's form-based codes require buildings to be built on the property line to maximize public visibility. However, restaurants are allowed to have setbacks to accommodate for outdoor dining. Phase III projects growth due to the investments the city will put into creating the downtown square. This will attract more businesses to the Avenue of Flags.

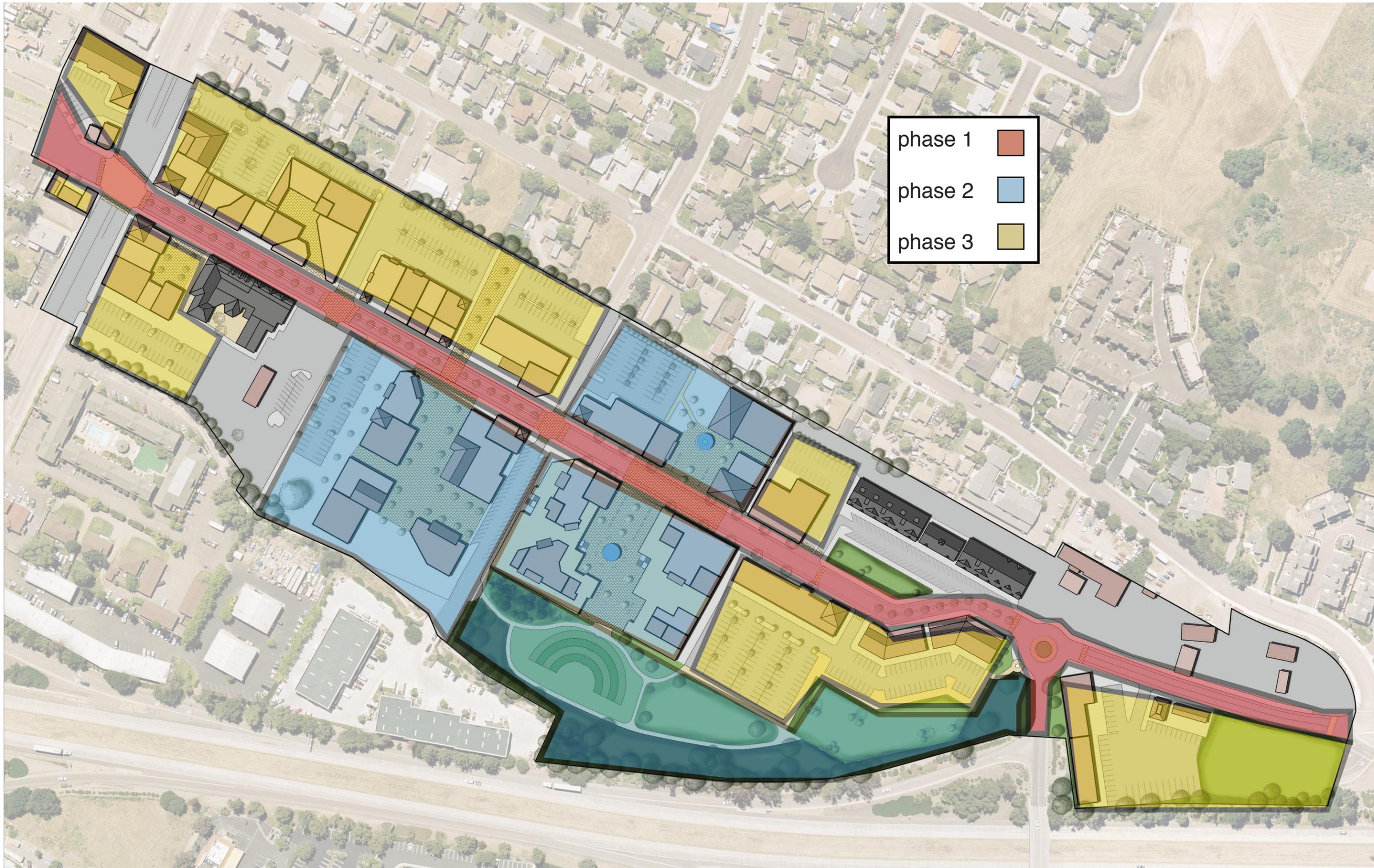


Figure 5.11 Phasing Map

Conclusion

The urban design team's proposal for the City of Buellton's Avenue of Flags was carefully developed over the course of ten weeks. The different stages within this project each carried a heavy influence on the final design and what it would mean for the city. The community played a huge role throughout the entire process and along with the city's vision document was a principal influence in the final design proposal. With the development and completion of a site inventory and analysis, conceptual development diagram, illustrative site plan, regulating plan, street cross-

sections, form based codes, phasing strategies, as well as 3D renderings and an animation the team feels they have thoroughly addressed the community's concerns and wishes while still remaining true to the city's vision document objectives.

The design team would like to thank the City of Buellton and the Buellton community members for their input and the opportunity to participate in the redesigning of the Avenue of Flags.



References:

City of Buellton Planning Commission. 2011 December. Buellton Vision Plan. Buellton California.

City of Buellton Planning Commission. 2011 September. Ordinance NO. 11-07. Buellton California.

Buellton Redevelopment Agency. 2002 December. Avenue of Flags/Highway 246 Urban Design Plan. Buellton, California.

City of Buellton. Zoning Map. 2011. Retrieved April 10th, 2012 from http://www.cityofbuellton.com/Projects/Zoning/zoning_map_04-08.pdf



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