

City of Buellton

VISIONING PROCESS SURVEY RESULTS 11-18-09

1. Are you aware of the public visioning process the City of Buellton has started?

Yes: 32

No: 15

Answered question: 47

Skipped question: 0

2. What are the reasons you choose to live in the Buellton area?

Quality of life / small town atmosphere.

Small town; proximity to City of Santa Barbara; nearby open space.

close to work.

Housing.

my work and family.

near work.

On retirement, from Orange Co., the Valley attracted me, especially Solvang. Buellton is close, and somewhat less expensive.

near family and nice people, the weather, can walk outside most of the year.

Close to work and family.

affordable, quiet, small community, local shopping close by, good source of craft people.

Beautiful safe area.

More affordable housing than Santa Barbara.

Very peaceful, friendly, close to everything that is needed. Has parks.

Location to work, small town atmosphere, relatively crime free, good weather, within 50mi of larger cities, proximity to mountains & beaches.

Small town feeling.

Affordability of homes. Beautiful setting. less traffic.

While I don't live in Buellton currently, I am tied to Buellton through both my business and family of which five generations have lived in Buellton. Buellton is "home" to me, even though I actually live in Santa Ynez.

My parents live in Santa Ynez, and Buellton is affordable.

We moved to Buellton 37 yrs ago when Jerry was transferred to the Solvang site of GTE. We raised our children here and simply stayed.

Small town, close to coast, weather, low crime.

Small town; at the time.

Good Schools, little crime, residents, small -town feel, Peaceful, quiet. Equi-distance to base and Santa Barbara.

Town size and I work here.

Smaller population, more affordable housing, decent school system.

Small town atmosphere. History of good schools.

Affordable housing compared to Santa Barbara and the rest of the SY Valley.

I have lived in the Valley for over 30 years and have always respected Buellton as being the true commercial center of the valley. It is a great town for young and old alike.

Affordability, small town, good schools; great new dog park!

Rural setting with few people.

Rural flavor, agriculture and ranching in the area, beauty of area, cooler weather.

Open space and small town atmosphere.

We wanted to raise our family in a nice small town that wasn't as expensive as the south coast.

Small town atmosphere. Low traffic, crime, and noise. Open spaces.

It's affordable (or was), small town with a clean slate to build on without big city problems. Great climate, rural environment.

Our business is located here

low cost housing

Goleta was too expensive. Better schools. Less dense

Rural, no big box stores, no traffic, beautiful scenery, weather, dog park

Small town feel, open spaces

Cost central geographic location scenic beauty

The natural beauty of the area and its climate.

Do not live in City but own land and work there.

Beautiful environment, small town, rural, easy access to Hwy. 101, excellent weather, great area for recreation.

Born and raised here.

Small town atmosphere with positive productive city leadership.

Answered question: 46

Skipped question: 1

3. What do you like or value the most about Buellton?

Quality of life / small town atmosphere.

Small and quiet; Scenic.

Small town.

Small town, parks, most everything you need. Library.

The Parks and Movie Theater, the river.

My job, Albertson's, Movie Theaters, Parks.

It's a close family style community, but progressive; none of the rat race aura of bigger cities.

Library; has what I need in shopping, but would like more variety.

Don't have to get in my car and drive to places like bank/post office/library and stores.

Beauty of mountain views, and parks (use every day) safe, friendly neighborhoods.

Small town, parks, easy access to other places, centrally located.

Small town feeling, clean, beautiful, uncrowded.

Family oriented, people helping others, especially the elderly.

See above.

Good location.

Easy accessibility to shopping, banking, etc., small town friendly atmosphere.

Potential. Buellton has the potential to be even better than it is currently, both in how good of a home it can be for residents as well as commercially. The city still has land available to address the needs and desires of both the citizens and commercial community.

Friendly neighbors; beautiful environment.

It is accessible to families and is a beautiful city.

The people, tiny town, wide open spaces, horse farms, and fresh air.

I like the fact that we're a small town, we don't want to grow too big, and I think the people who live here are overall good people. I also like that we have a great library available for such a small town.

Its rural location.

Good Schools, little crime, residents, small -town (a little too small though), Peaceful, quiet.

Small size, rural surroundings.

Small town lifestyle, past promise of good schools.

Small enough to get around town without a car, if bike/walking paths were available.

1. Proximity to 101 and easy commute to job in Santa Barbara.
 2. Riverview Park and Oak Park are really nice open spaces for my children to play.
- Its location, the climate and the openness of the City.

Although there are many tourist related businesses there are also many businesses that support the many needs of the valley and beyond.

I love living in our small town, although it has grown and we have added a chain store, that has been a good fit.

Buellton. I value the small town feel and friendliness. I want Buellton to stay small town, meaning I do not have a problem with driving down the road to go to Costco or other big chain stores that I just do not feel with fit in our city. The Valley as a whole is a wonderful, charming place to live. I don't see a mall or several big chain stores in my vision for Buellton's future.

No traffic & clean air.

The cooler weather on this side of the valley.

The small town atmosphere & the farms & vineyards surrounding it.

The location and proximity to Santa Barbara the ocean, and wineries.

Small town atmosphere with open spaces and population center controlled within the town limits.

The UGB. Smartest thing that Buellton could have done. I think the people who made that happen are owed a lot by the rest of us. And I look forward to the Visioning of Buellton.

Walkable size of the community.

No tourists.

That is part of the Santa Ynez Valley of Cities and townships.

No big box stores.

See #2. above.

Ability to buy home close to work in valley.

The lay of the land, the views, the surrounding agricultural lands, including rangelands, and open space and the small-town feel of the city and its location in the SYV among other distinct village.

Central location to valley, Santa Maria and Santa Barbara.

Small town feeling, size of population, friendliness of people, Riverview Park, Botanic Garden, there is lots of agricultural lands surrounding the community.

Small town rural atmosphere.

Centralized location to the Santa Barbara County ,tourism including the R.V. Park and Hotels.

Answered question: 47

Skipped question: 0

4. What do you dislike or value the least about Buellton?

Distressed commercial property and visual blight.

No viable central downtown; too many fast food restaurants & gas stations; no access to SY River; not enough walking trails/paths; fast food places.

No clothing store and would like another choice for a grocery store.

Post Office parking lot.

Nothing on the Avenue of Flags, enough junk food places.

Some recent building developments. Not good planning in my opinion.

Dislike our ugly downtown. Don't need all the fast food chains.

We don't have any real downtown, just a lot of grass and ugly buildings and speeding traffic.

Amount of fast food restaurants, lack of City, no downtown gathering center for locals information to the public.

Dislike-"rough" hotels on the Ave. of Flags.

Lack of entertainment. lack of decent shopping.

Not enough recreation facilities for the teenagers. No community Center. Value the least-Wine tasting rooms.

Traffic, more light poles.

Pollution, over abundance of fast foods, many of the building projects, their quality, & style.

The ugly buildings and poorly planned traffic flow on Ave. of the Flags.

Not knowing where the center of town is. Andersons Pea Soup doesn't cut it. Buellton reputation of being only a truck stop.

The distrust between factions within the community that stand as a major impediment to progress such as revitalizing the Avenue. All parties must come to understand that residential and commercial uses are dependent on each other, are essential to the continued health of the city and with proper planning can be compatible. Hopefully the visioning process will unify the community behind a path for the next many years.

Too much traffic on Route 246.

I wish there was more beautification along Hwy 246 instead of Jack in the Boxes. Limit the number of used/new car lots on 246 as well--do we really need so many?

We miss the ag land, all that food that used to grow in the fields, which has been replaced by way too much housing.

The Avenue of the Flags looks really ratty. Especially the feed store area. Can't that be cleaned up, hide some of the trash behind a nice fence?

Traffic; noise.

Lack of central theme... urban, ranch style, which is it? Need clear statement of what Buellton represents. Remote to main areas, but needs to concentrate on smart development, to bring in companies and industries which allow the city to grow properly.

Some of the new housing looks awful.

Minimal planning to integrate residents and visitors into more people friendly travel throughout city; increase in traffic not mitigated with better pedestrian and bike accessibility.

No small business shopping for clothes, shoes, or other similar family items.

1. This is a bedroom community full of people like me who have chosen to live here because of affordability. I don't expect it to look like Solvang or have the village feel of Los Olivos, Ballard or Santa Ynez, but it would be nice to have a downtown area with shops to walk to and things to do. I know there has been some development in that area, but some of the properties along Avenue of the Flags make it less appealing to go to, especially with a family with younger children.
2. Our schools are getting close to being overcrowded because of additional housing being built. I chose to buy in Sycamore Ranch because we knew the school would be expanded to accommodate more children. If there is any additional housing put in, there really needs to be a plan to deal with more children entering the school system. If this is not addressed, we may choose to move or transfer our children to another district.
3. RE the valley in general - we need a community pool!

Lack of consistency in development of new buildings - need better understanding of scale and massing of a town vs. a suburb.

I do not dislike or value any part of Buellton. The recent improvements to Ave of Flags is fabulous; we have great restaurants; a big grocery store and many small businesses. The schools are great and the population has doubled.

Gas stations, motels & fast food outlets.

No pedestrian connection from east to west, bike bath, or sidewalks. The bad architecture, unplanned town, Santa Ynez has character.

It could use a bit more charm.

The "truck stop" feel of the Avenue of the Flags". This avenue should be the focal point of the entire city and the median park and some scattered nice property improvements only served to highlight what a mess the rest of the Avenue is.

The terrible and dangerous development of Ave. of the Flags to the North of town.

#1 The name of the town. Say it!...it sounds like some cow got her udder in a ringer. B-Y-O-O-O-L-tun. It's gotta go!

#2 All the fast food joints.

#3 Probably the worst is that inexcusable abominable apartment building with 246 as it's front yard.

Who thought that was a good idea?? #4 Somebody had a good idea re Ave of Flags but should have followed up with a massive tree planting effort. That whole median should be in trees. The best time to plant them was 20 years ago. The next best time is now.

No downtown.

Traffic increasing.

The political evolution. Like an unruly child, you have to keep your eye on it at all times, or it will evolve away from the original purposes for incorporatos.

All of the gas stations.

Prior town management was poor...hopefully, this will improve with the new officials.

Too many fast food chains and gas stations, lack of cohesive building design, downtown disarray and deterioration.

That it has no center and feels like suburban sprawl (big roads, unsafe pedestrian and biking, malls and chain stores) with no distinct identity that binds us together and makes us proud.

Growth boundary.

Name of city, no definable downtown area, not pedestrian or bike-friendly, fast-food and chain stores, the scale of Hwy. 246 going through town.

Outsider commuter traffic.

Traffic created by commuters from other towns that pass through Buellton to get to their jobs.

Answered question: 46

Skipped question: 1

5. What ideas do you have on making the items you like about Buellton even better and improving the items you like the least?

Focus on providing parking / access / business and resident friendly environment.

Clear & build walking trails along river/creek; Provide financial incentives to businesses to locate on Ave of Flags;

Buy land for parks north of Hwy 246; Develop a "theme" or "vision" for Buellton as the Gateway to the SY Valley, with signs & businesses geared to helping tourists and residents access SY places and events.

Needs a real downtown not just Albertsons, needs crosswalks more pedestrian friendly.

Fix the parking at the Library/Post Office. Move one or both somewhere else. Make a park at the River so we can enjoy it easier. More family entertainment. Do something on the Ave.

A better path to the river, move the post office.

Build up Downtown with things for us to buy that we need, have good restaurants.

Larger Library, meeting rooms like Lompoc has; Add some shopping on the Ave. of Flags and other things locals can do, get a natural food store to open here; Trader Joe's; wider sidewalks; add a trail system to connects things; get rid of the ugly hotels on the Ave. Put a light in at west end of town.

More walking paths/one that connects to the river and town, slow traffic on the Ave. of Flags.

Access to Rverview Park west end (close by Botanic garden area, possible steps down to park. Moratorium on fast food chains, a designated location for craft/artists.

Skate park for kids, not enough for kids to do. Albertson's should not have a monopoly- would like to see a Trader Joe's.

Another grocery store to compete with Albertsons and to meet the needs of our growing population. A bowling alley, roller rink, or some kind of activity center for the youth (and adults too!). A community swimming pool.

City sponsored fundraising events for non-profits. Put a cap on wine tasting rooms. Need walking trails. Build a Community Center.

City needs to have a clear idea of what the city should aim for in architecture, signage, & traffic control, development of the Avenue of Flags as the heart of the city and attracting appropriate businesses for it.

Providing a big incentive for new small businesses. Keep semi trucks on the outskirts of town.

The Avenue is in many ways both the problem and the solution. Building on our current general plan and design guidelines, we must devise a vision of what we want the Avenue to be in the future. Such a vision must be broad enough to not exclude uses and ideas that might arise later. The vision must recognize that there should be a wide spectrum of uses including commercial, residential, recreational, public service, and cultural. Commercial is needed to provide services to the public visiting and utilizing the other uses on the street, and tax base to provide funding to support those uses such as residential that are not financially self sufficient. Residential uses along the Avenue still have merit, even with the current disfavor of mixed use projects. The current mixed use projects really didn't have a chance in this economy. Apartments on second and third floors add a more relaxed atmosphere to projects and would encourage the desired pedestrian traffic, as well as add to the available housing stock. Recreational uses would draw the public to the Avenue and provide services for the public which in many cases are not available in the valley. The bowling alley concept is a good example. Public service facilities have been discussed for years as a means of generating visits to the Avenue. Moving city hall won't help since it's not really a hot destination. The library is a good candidate due to the number of visitors, but there seems to be a lot of opposition to that idea. The post office is probably the best candidate because of the high traffic volume, the diversity of those who go to the post office and the city ownership of the current site. Of concern is the dwindling postal mail volume which has caused the Postal Department to close post offices across the country. In order to both preserve a post office in Buellton and to enhance the Avenue, the City should negotiate a long term lease with the postal service for a new post office on the Avenue at the same or less rent than currently paid. Cultural facilities such as a performing arts center with surrounding galleries and public spaces would be the icing on the cake. While certainly desired, we

must be careful that they do not become an unbearable financial drain on the city.
Have more opportunities for people to speak their opinions. This survey is a good start.

Build sidewalks along each side of Hwy 246, step up improvements along this route as well. It would be nice to have more city events like the BBQ Bonanza in the summer.

We need a nice big beautiful bowling alley, swimming pool, plus a Target or Walmart would be nice. O look at that frown on your face...sorry...but we do not have a close by store that sells most everything we need at a reasonable price. However if that means trading it for ag land, forget it. Let's put these things in inner city blighted areas like the ugly unfunctional gas station on the Ave. of the Flags. I think the bowling alley would be nice there. I like the Avenue of the Flags wide streets and beautifully landscaped center divider, BUT we need to also beautify the commercial buildings along the Avenue. That might include spiffing up some buildings by giving the landowners some sort of incentive. I would also like to see more specialty shops, clothing, gifts, etc.

Limit growth.

Make a push to create Buellton "The Gateway to Wine Country" or something similar. We are right off the 101 and so close to so many wineries, we need to synergize on those opportunities. Build a brand, market it correctly, and things will happen. We already have the most CRITICAL item: location, location, location.... With continued enhancements similar to those made to Ave of Flags, we could in a position to excel.

- 1.) decrease government micro-management & promote resident input with community empowered review, recommendation and endorsement committees.
- 2.) review & recommend updates to public transit options.
- 3.) review & recommend updates to pedestrian and bicycle use and access.
- 4.) review & recommend updates to youth recreation and after school programs .
- 5.) review & recommend updates to partnership with local school district.
- 6.) review & recommend updates to city strategies for attracting & promoting "green" businesses.
- 7.) review & recommend updates to city strategies for increasing the city's attraction and desirability to tourism.

Plan Buellton's future with bike/walking paths that pass through areas that would support small business. Provide incentives to small businesses, preferably green oriented, to open in Buellton.

I will think more about this and give more concrete ideas in the future, but for now this is what comes to mind:

1. Re bedroom community - need more connection to area among residents.
2. Schools - more help from community with school programs and volunteers.

We will have a brand new hotel/retail center that will provide new revenue to the City, will increase the tourism that will help support the other businesses in the City as well as provide new jobs.

Really looking at circulation 'downtown' vs. window dressing on Avenue of Flags - better guidelines for architecture.

I will participate in public opinion in regards to the vacant lot North of Albertsons. I know that is still up in the air and I think there really needs to be a lot of thought as far as what get built there. Family friendly stores or entertainment...

Encourage businesses & an environment to replicate that of Los Olivos.

Have some kind of oversight so that the architecture of Buellton is pleasing, DO PARKING AREAS BEHIND BUILDINGS NOT ON STREET SIDE.

No urban uses, including parks and schools, outside the current boundaries. Limit development; no sprawl; no big boxes; green median running down 246 (with turn areas) from Industrial Way to past Albertsons's where 246

narrows to 2 lanes; bike lanes; why not make it the "greenest" city in the valley with requirements for energy self-sufficiency of any new structure.

The parks the city has are great and most residential streets have a very nice feel to them. The Avenue of the Flags and parts of 246 just look junking and unappealing. Why can't a theme (i.e. like Solvang, Santa Ynez, Los Olivos) be adopted and get the Avenue to become the showplace it should be? It would raise property values and bring revenue to the city.

Insuring that growth is reasonably limited to within the city limits. Cut down shrubs along west side of 101 S. off ramp onto Ave. of the Flags. Stop truck parking along Ave of the Flags.

Buellton should not try to 'think up' an idea to attract people. I would like to see Buellton as a cutting edge modern town with its own solar/wind power system (we have both), a farmers market, discourage the use of cars with a Zip/car fleet for local needs,.... you get my drift. By Buellton :- ((how about Purisima Hills) focusing on what it wants to be and innovatively setting about accomplishing it, people will flock here to see how it works. We won't have to depend on boo-tecky shops full of crap like Solvang to attract people here. By taking the road of trying to make the city work in a forward thinking way, we will attract a demographic that spends more money on more expensive sorts of things like restaurants and nicer hotels.

Wider sidewalks, paths for bikes and pedestrians that lead into downtown and out to a river trail. Creating a downtown that locals and visitors want to use.

More lights on 246.

Focus all revenue and attention within the CURRENT City boundaries. Focus on roads, services, and recreation. Planning should become a facilitator of what we have, not a clearing house for development and business interests. Hire the "right" City manager to guide the vision of the City. With the right City Manager, the Council can back out of micro management and enjoy the roads and services.

I would have to think about this. I think bringing the dog park to the city by our committee was a good idea and it continues to occupy a lot of my spare time.

Continue to improve Ave. of the Flags...attract more businesses.

Defined areas with well defined design criteria a user and pedestrian friendly upgraded downtown avenue of the flags housing affordable to working people and seniors from Buellton Recreation opportunities for teens Cultural opportunities for adults.

I am eager to be involved in a conversation to hear people explore and build upon each other's ideas, but I am most interested in developing an identity (part of which is green identity) for Buellton that is forward-thinking and can be expressed through architecture, design, businesses, and policies. Would even like the process to come up with a "vision statement" for Buellton about what we stand for and that is given expression in a motto and architecture, etc. Would like the city to stand for something and have that serve as what is now referred to as our "brand."

Creating more jobs, business, shopping and residential opportunities for all families.

Change the City's name and develop a theme around which our community can distinguish itself from the other SYV communities; the visioning process is a GREAT place to start looking at functional districts and redesigning the Avenue of Flags to be a well thought out downtown area; develop walking/biking/hiking trails that connect various parts of the community; approve development and transportation plans that are appropriate for a small, rural City, etc.

Downtown on Avenue of flags changes to accommodate foot traffic and attract upscale retail with mixed use housing above. Put the new Bowling Alley there along with the Post Office, Library.

Extreme makeover of the downtown Avenue of the Flags including narrowing the Avenue, changing the Southbound off ramp on the North End of the Avenue and moving the Post Office to 2nd Street and Avenue Intersection creating a catalyst to draw people there everyday.

Answered question: 44
Skipped question: 3

6. Are you interested in participating in the public visioning process for the City of Buellton?

Yes: 29

No: 17

Answered question: 44
Skipped question: 3