# CITY OF BUELLTON

## PLANNING COMMISSION AGENDA

**Regular Meeting of July 21, 2016 – 6:00 p.m.**
**City Council Chambers**
**140 West Highway 246, Buellton, California**

*Materials related to an item on this agenda, as well as materials submitted to the Planning Commission after distribution of the agenda packet are available for public inspection in the office of the Planning Department located at 331 Park Street, during normal business hours.*

### CALL TO ORDER

Chair Foster Reif

### PLEDGE OF ALLEGIANCE

Vice Chair Mercado

### ROLL CALL

Commissioners Brian Dunstan, Dan Heedy, Joe Padilla, Vice Chair Art Mercado and Chair Foster Reif

### REORDERING OF AGENDA

### PRESENTATIONS

None

### APPROVAL OF MINUTES

**1. Minutes of the regular Planning Commission meeting of June 16, 2016**

### PUBLIC COMMENTS

Members of the audience wishing to address the Planning Commission on matters not on the agenda may do so at this time. No action will be taken on these items at this meeting. Please state your name and address for the record. Comments should normally be limited to three minutes.

### CONSENT CALENDAR

None

### CONTINUED PUBLIC HEARINGS

None

**NEW PUBLIC HEARINGS**

**None**

**OTHER BUSINESS**

**2. Avenue of Flags Specific Plan Workshop**

**WRITTEN COMMUNICATIONS**

**PLANNING COMMISSIONER COMMENTS**

**PLANNING DIRECTOR REPORT**

**ADJOURNMENT**

To the next regularly scheduled Planning Commission meeting of Thursday, August 4, 2016 at 6:00 p.m. in the Council Chambers located at 140 West Highway 246.

Please note that the date of any Planning Commission decision starts an appeal period. During the appeal period either the applicant or any aggrieved party may appeal the application of a perceived onerous or unreasonable condition or the decision itself to the City Council as governed by the applicable section of the Buellton Municipal Code.

# CITY OF BUELLTON

## PLANNING COMMISSION MEETING MINUTES

**Regular Meeting of July 16, 2016 – 6:00 p.m.**
**City Council Chambers, 140 West Highway 246**
**Buellton, California**

### CALL TO ORDER

Chair Reif called the meeting to order at 6:00 p.m.

### PLEDGE OF ALLEGIANCE

Commissioner Heedy led the Pledge of Allegiance

### ROLL CALL

| | |
|---|---|
| Present: | Commissioners Brian Dunstan, Dan Heedy, Joe Padilla, Vice Chair Art Mercado and Chair Foster Reif |
| Staff: | City Manager Marc Bierdzinski<br>Public Works Director Rose Hess<br>Staff Assistant/ Planning Technician Clare Barcelona |

### REORDERING OF AGENDA

The agenda was reordered to allow item #3 to be heard before item #2.

### PRESENTATIONS

None

### APPROVAL OF MINUTES

**1. Minutes of the regular Planning Commission meeting of May 5, 2016**

**MOTION:**
Chair Reif moved Commissioner Padilla seconded the motion to approve the Minutes of May 5, 2016

**VOTE:**
Motion passed by 5-0 voice vote.

## PUBLIC COMMENTS

None

## CONSENT CALENDAR

None

## CONTINUED PUBLIC HEARINGS

None

## NEW PUBLIC HEARINGS

3. **Resolution No. 16-04 – "A Resolution of the Planning Commission of the City of Buellton, California, Considering Recommendations to the City Council on Revisions to Title 19 (Zoning) of the Buellton Municipal Code (16-ZOA-02) Relating to Sections 19.08.100.E (Zoning Clearance Time Limits), 19.08.110.E (Use Permit Time Limits), and 19.08.120.H (Development Plan Time Limits), and Making Findings in Support Thereof"**

**RECOMMENDATION:**
That the Planning Commission consider adoption of Resolution No. 16-04 – "A Resolution of the Planning Commission of the City of Buellton, California, Considering Recommendations to the City Council on Revisions to Title 19 (Zoning) of the Buellton Municipal Code (16-ZOA-02) Relating to Sections 19.08.100.E (Zoning Clearance Time Limits), 19.08.110.E (Use Permit Time Limits), and 19.08.120.H (Development Plan Time Limits), and Making Findings in Support Thereof"

**DOCUMENTS:**
Planning Department Staff Report with attachment (Resolution No. 16-04 with Exhibit A)

**STAFF REPORT:**
City Manager Marc Bierdzinski presented the staff report.

**SPEAKERS/DISCUSSION:**
The Commission discussed the proposed revisions regarding permit time limits.

Chair Reif opened the Public Hearing at 6:07 p.m. There being no speakers, Chair Reif closed the Public Hearing at 6:08 p.m.

**MOTION:**
Chair Reif moved and Vice Chair Mercado seconded the motion to adopt Resolution No. 16-04 by title only and waive further reading.

**VOTE:**
Motion passed by 5-0 roll call vote.

2. **Resolution No. 16-05 - "A Resolution of the Planning Commission of the City of Buellton, California, Approving a Final Development Plan (16-FDP-02) for the Figueroa Mountain Brewery Expansion Located at 73/75 Industrial Way, Assessor's Parcel Number 099-690-037, and Making Findings in Support Thereof"**

Commissioner Padilla recused himself from the dais due to the proximity of his employment to the proposed project.

**RECOMMENDATION:**
That the Planning Commission consider the adoption of Resolution No. 16-05 - "A Resolution of the Planning Commission of the City of Buellton, California, Approving a Final Development Plan (16-FDP-02) for the Figueroa Mountain Brewery Expansion Located at 73/75 Industrial Way, Assessor's Parcel Number 099-690-037, and Making Findings in Support Thereof".

**DOCUMENTS:**
Planning Department Staff Report with attachment (Vicinity Map, Project Plans dated May 26, 2016, Comments and Responses from Site and Landscape Review)
Resolution No. 16-05

**STAFF REPORT:**
City Manager Marc Bierdzinski presented the staff report.

**SPEAKERS/DISCUSSION:**
The Commission discussed the following issues:

- Parking
- Condition #38 Paving Requirements and Condition #66 Pamela Way Access
- Clarification on the proposed future Development Plan Modification (DPM)
- Errors and incompleteness of submitted plans

Chair Reif opened the Public Hearing at 6:21 p.m.

Michael Holliday, Architect with DMHA, representing the Applicant, provided a slide presentation, answered questions from the Commission and clarified the need for a future DPM.

Jaime Dietenhofer, Applicant, apologized for the incompleteness of the project submittal and stated it was due to production time constraints.

Chair Reif closed the Public Hearing at 6:40 p.m.

**MOTION:**
Chair Reif moved and Commissioner Dunstan seconded the motion to adopt Resolution No. 16-05 by title only and waive further reading.

**VOTE:**
Motion passed by 4-0 roll call vote.

## OTHER BUSINESS

None

## WRITTEN COMMUNICATIONS

None

## PLANNING COMMISSIONER COMMENTS

None

## PLANNING DIRECTOR REPORT

City Manager Bierdzinski updated the Commission on recent City Council actions and the status of various projects and mentioned several upcoming projects.

## ADJOURNMENT

Chair Reif adjourned the meeting at 6:48 p.m. to the next regular scheduled meeting of the Planning Commission to be held July 7, 2016 at the City Council Chambers, 140 West Highway 246, Buellton.

_____
Foster Reif, Planning Commission Chair

ATTEST:

_____
Clare Barcelona, Planning Commission Secretary

**An audio CD of this Planning Commission Meeting is available upon request.**

**CITY OF BUELLTON**
Planning Commission Agenda Staff Report

Planning Director Review: MRB
Planning Commission Agenda Item No.: 2

To: The Honorable Chair and Commission Members

From: Irma Tucker, Contract City Planner

Meeting Date: July 21, 2016

Subject: Planning Commission Workshop #3 on
The Avenue of Flags - Draft Specific Plan

## BACKGROUND

Between June 2015 and January 2016, a series of public workshops, including two Planning Commission workshops were held to obtain community input on the draft Urban Design Concept for the Avenue of Flags. Comments received from the community and the Planning Commission were incorporated into a Concept Urban Design Plan considered by the City Council at a workshop on February 11, 2016, at which time the Council provided direction to staff to proceed with formal preparation of the draft Avenue of Flags Specific Plan document.

A third public workshop has been scheduled to receive comments on the preliminary draft Specific Plan. This workshop is being presented on two separate dates: at a community workshop on Saturday morning, July 16, as well as at the Planning Commission meeting on Thursday evening, July 21, 2016.

The draft Avenue of Flags Specific Plan is available on-line for viewing as part of the July 21, 2016 Planning Commission agenda packet. Attached is a copy of the presentation that will be made at both the community and Planning Commission workshops; the presentation highlights key features of the Plan.

## NEXT STEPS

Comments and suggestions received from the community and Planning Commission will be incorporated into a subsequent draft of the Avenue of Flags Specific Plan, to be presented at a City Council workshop for review and comment (tentative date in September 2016). Subsequent to Council review and direction, the Project Team will proceed with finalizing the draft Specific Plan document and preparation of the required environmental studies and CEQA reviews.

A final round of public hearings will be conducted on the formal Draft Specific Plan and CEQA documents by both the Planning Commission and City Council; these public hearings are

anticipated to occur in the latter part of 2016, with City Council adoption tentatively projected for early 2017. The timeline may be revised depending on comments received during the review process and any related changes that may be required to the draft documents.

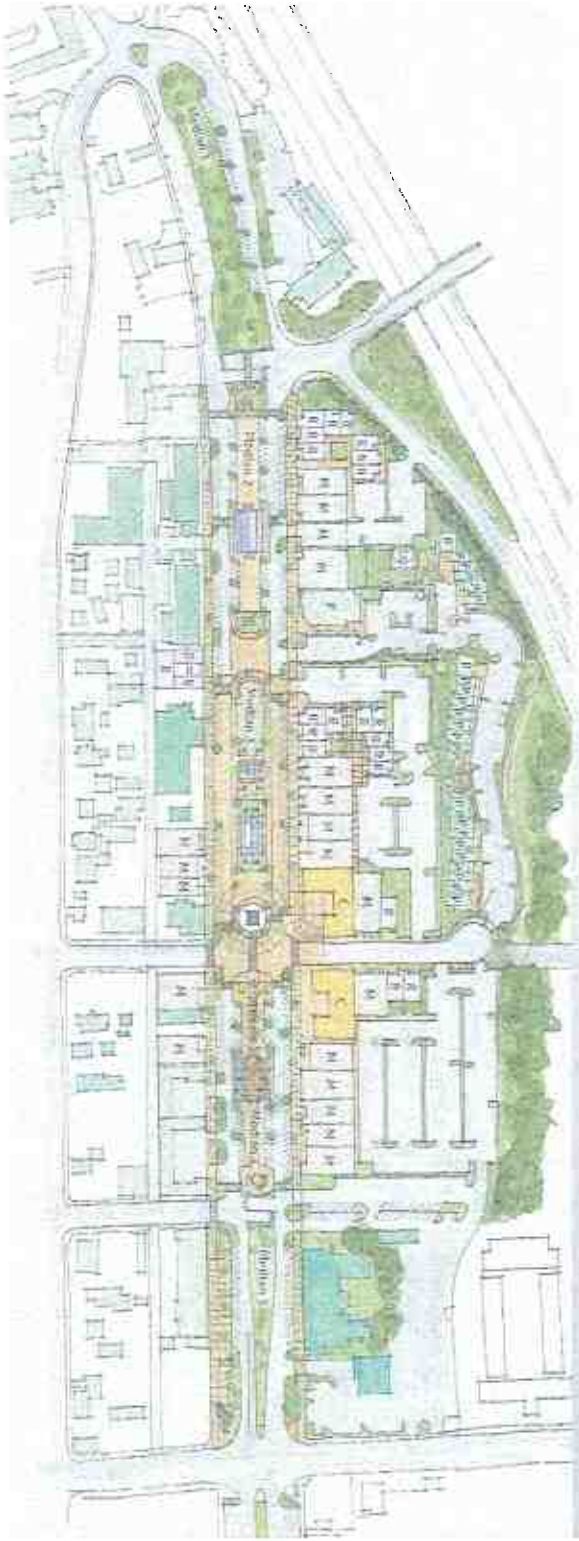
## RECOMMENDATION

That the Planning Commission provide comments regarding the Draft Avenue of Flags Specific Plan, to be forwarded to the City Council for review and further direction during a workshop to be scheduled (tentatively) for September 2016.

This is an information item; no formal action is required.

## ATTACHMENTS

Attachment 1 – Powerpoint Presentation (copy) of The Avenue of Flags – Draft Specific Plan
Attachment 2 – (via link to City website) Draft Avenue of Flags Specific Plan (complete text)



the AVENUE

# The VISION Becomes a PLAN for

# "The AVENUE"

## Avenue of Flags - DRAFT Specific Plan

**Workshop Presentations**

SATURDAY - July 16, 2016 – Buellton Rec Center Gym

THURSDAY – July 21, 2016 – Planning Commission

# Vision Statement for The Avenue of Flags

## Goal 5: Create a Vibrant Downtown Based on The Avenue

**(Buellton Vision Plan 2012)**

*An architecturally distinctive and economically robust downtown district that integrates commercial, mixed-use and high-density residential units fostering an attractive, vibrant and pedestrian-friendly downtown village environment.*

*Featuring a central plaza, refined traffic pattern, ample parking, and walking paths/bikeways, Buellton [The Avenue] provides a "signature destination experience" and promotes a "village style" commercial/residential district offering an exciting place to live, work, [play], and attract tourists.*

# SPECIFIC PLAN OVERVIEW

## Key Planning Elements

- Economic Feasibility is the key underlying principle
- Form Based Code
  - Development Standards provide land use flexibility
  - Emphasizes function and form; encourages mixed use
- Specific Plan Districts to facilitate implementation

# POLICY FRAMEWORK

## Why Prepare a Specific Plan?

- Provides Focused Standards and Development Regulations
- Provides Certainty to Developers and Property Owners
- Provides Development Mechanisms not Otherwise Provided
  - Example: Parking

# PARKING WITHOUT SPECIFIC PLAN

## Future Development of Opportunity Sites

- Would Require 1258 New Parking Spaces
- Each Development Would be Required to Provide Parking on their Own Property
- No Mechanisms in Place to have Shared Parking, Create Public Lots, or Create Parking Districts

# PARKING WITH SPECIFIC PLAN

## Avenue Development per the Specific Plan

- 180 Existing Spaces
- 155 New Spaces
- 67 Spaces for Median Development
- 268 Extra Spaces

## Opportunity Sites Still Require 1258 Spaces

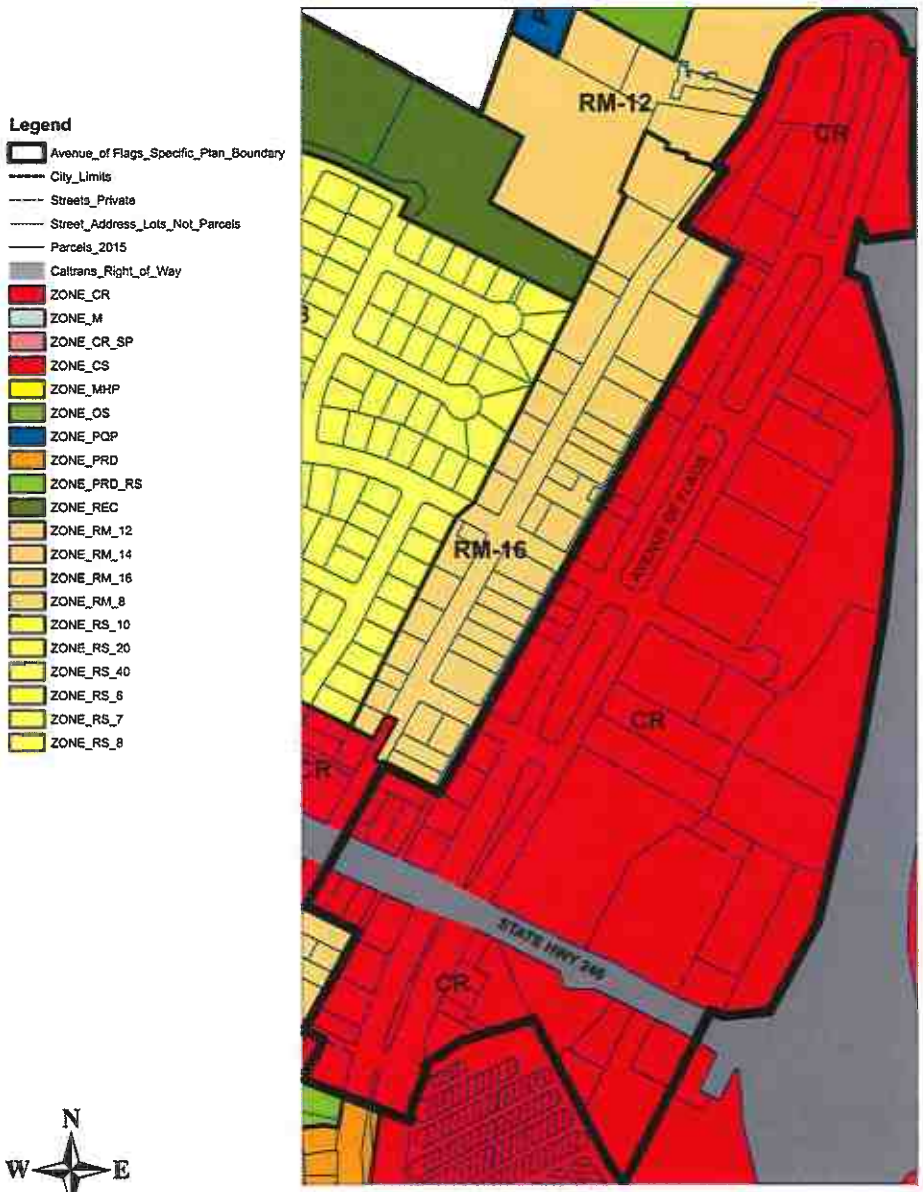
- Onsite Spaces with Tuck Under Parking per Form Based Code
- Creation of Parking Districts and Public Parking Lots
- Use of Avenue Spaces for Development
- Use of Development Opportunity Reserve
  - Public Parking Lot
  - Reduced Onsite Parking Incentives
- Not All Parking has to be Onsite

# Specific Plan Overall Goal

*"Create a vibrant downtown core with a thriving mix of land uses and public activity."*

# Boundary

## Specific Plan Boundary



# Guiding Principles

- The Plan Must be Economically and Visually Attractive
- The Plan Must be Realistic, Flexible and Implementable
- The Plan Must be Community-Oriented
- The Plan Must be Environmentally Sustainable
- The Plan Must Promote Public Safety

# Plan Area Design Objectives

## Urban Form

- Plan must reflect Vision for the Avenue
- Pedestrian-Friendly
- Attractive Streetscape
- Connect with Surrounding Neighborhoods
- Use the Creek as an Amenity
- Create Gateways at Key Intersections

# Plan Area Design Objectives (cont'd)

## Development Pattern

- Variety of Housing Types and Densities
- Centrally located plaza
- Mixed Use Development
- Public and Quasi-Public Uses

## Circulation and Parking

- Encourage Multi-Modal Transportation (cars, bikes, peds)
- Encourage shared parking facilities and onstreet parking

# Downtown & Avenue of Flags

Transform Avenue of Flags (AOF or "The Avenue") from aging automobile-oriented thorough-fare to vibrant, pedestrian friendly "main street"

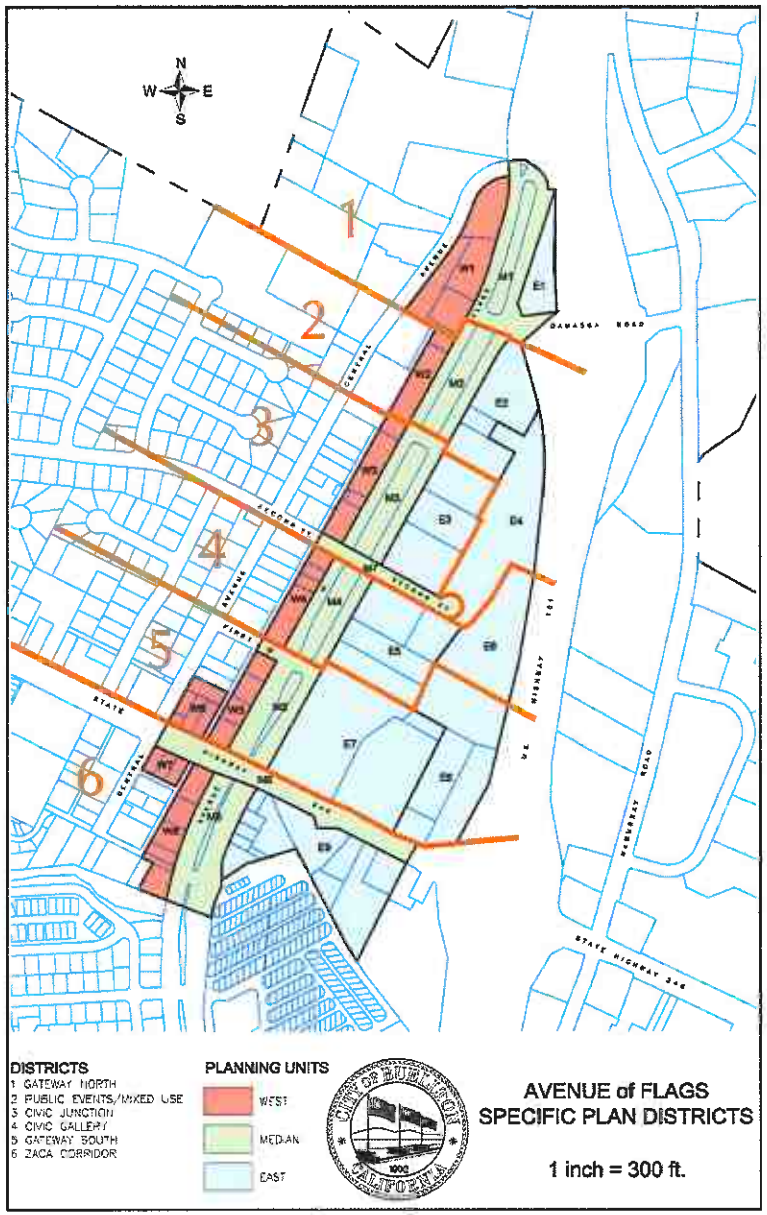
Create welcoming village atmosphere that preserves Buellton's history and captures the character of the community

Change AOF's current 'pass-through' traffic status to a condition of being a major destination for community residents and travelers alike. This is accomplished by:

- activating the medians,
- calming traffic,
- enhancing safety for pedestrian via crosswalks and pathways, strategic building massing, providing park-like improvements,
- creating destination places on the medians and along the adjacent roadway frontages.

# Urban Design Vision

# Specific Plan Districts



# Opportunity Site Areas

AREA 1 – 1.58 ac.\68,825 s.f.
AREA 2 – 1.13 ac.\49,223 s.f.
AREA 3 – 0.24 ac.\10,454 s.f.
AREA 4 – 0.17 ac.\7,405 s.f.
AREA 5 – 0.39 ac.\16,988 s.f.
AREA 6 – 1.62 ac.\70,567 s.f.
AREA 7 – 3.08 ac.\134,165 s.f.
AREA 8 – 3.94 ac.\171,626 s.f.
AREA 9 – 1.07 ac.\46,609 s.f.
AREA 10 – 4.01 ac.\174,676 s.f.

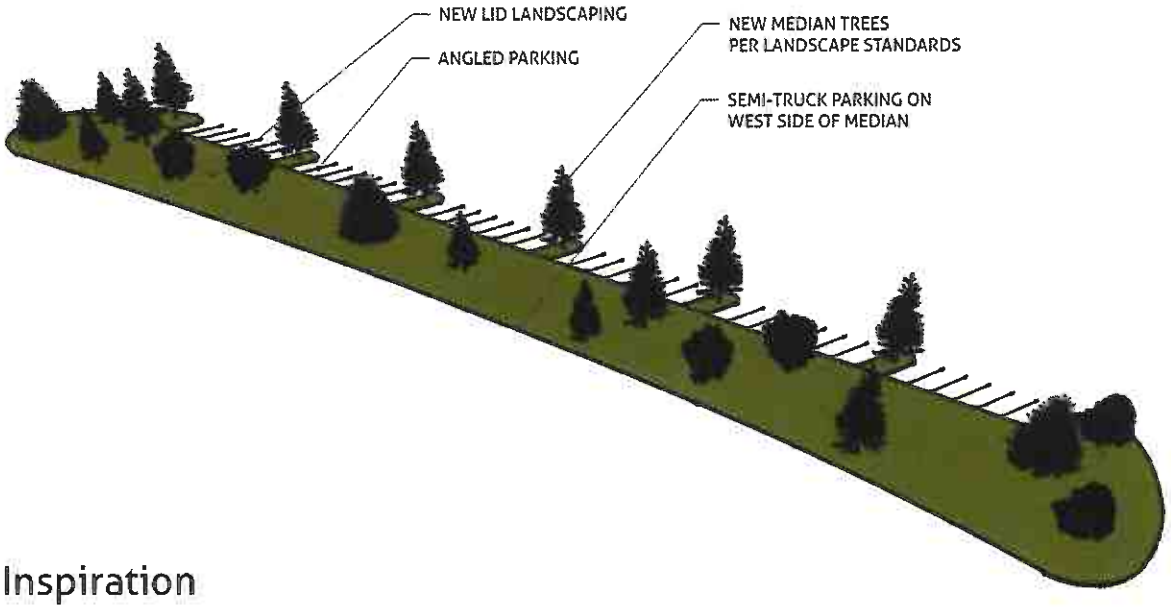
AREA M1 – 0.64 ac.\27,878 s.f.
AREA M2 – 0.80 ac.\34,848 s.f.
AREA M3 – 0.84 ac.\36,590 s.f.
AREA M4 – 0.69 ac.\30,056 s.f.
AREA M5 – 0.69 ac.\30,056 s.f.
AREA M6 – 0.15 ac.\ 6,534 s.f.

AVENUE of FLAGS
OPPORTUNITY SITE AREAS

1 inch = 300 ft.

# District 1 – Gateway North

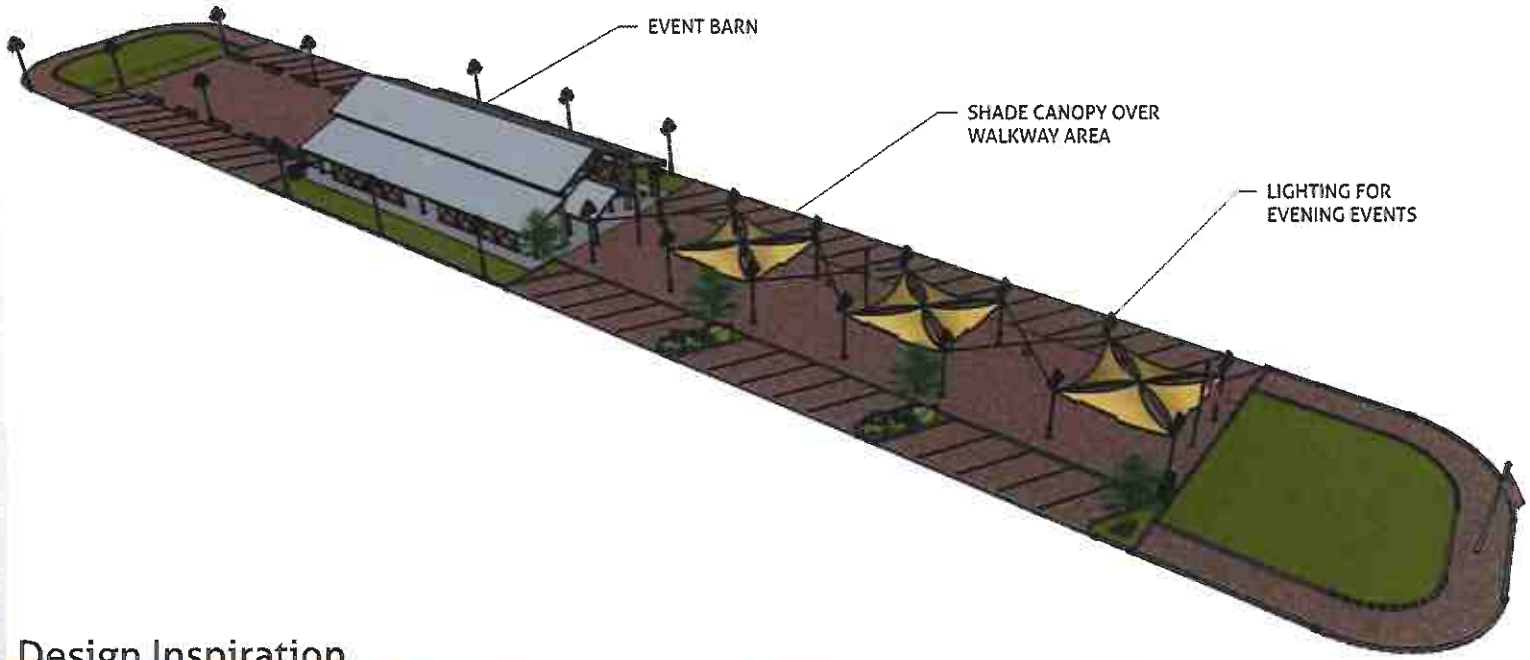
## Travelers's Service District & Parking




Design Inspiration

# District 2 – Public Events & Mixed Use

## Event Barn & Outdoor Event Space




Design Inspiration

# District 2 Rendering

Rendering – Event Barn and Outdoor Activities

# District 2 Building Massing Example

Conceptual Building Massing

# District 3 – Civic Junction

## Junction Building, Crossing (Town Plaza), Amphitheater, Restrooms,

Design Inspiration

# District 3 Building Types

## Junction Building, Crossing (Town Plaza), Amphitheater, Restrooms,

# District 3 – Restroom and Vendor Buildings

Restroom

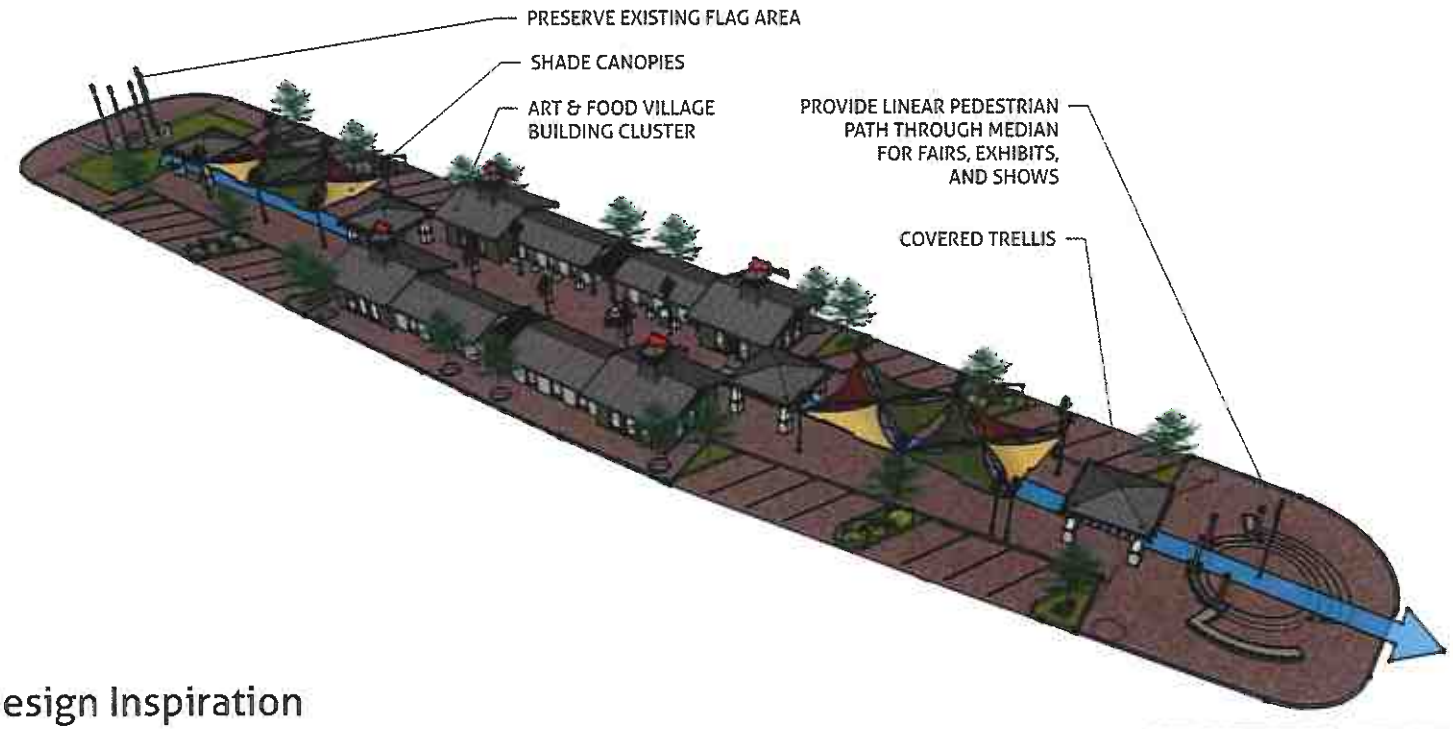
Vendor Building Example

# District 3 - Rendering

Rendering

# District 4 – Civic Gallery

## Art & Food Village, Exhibit & Boutique Space, Parking



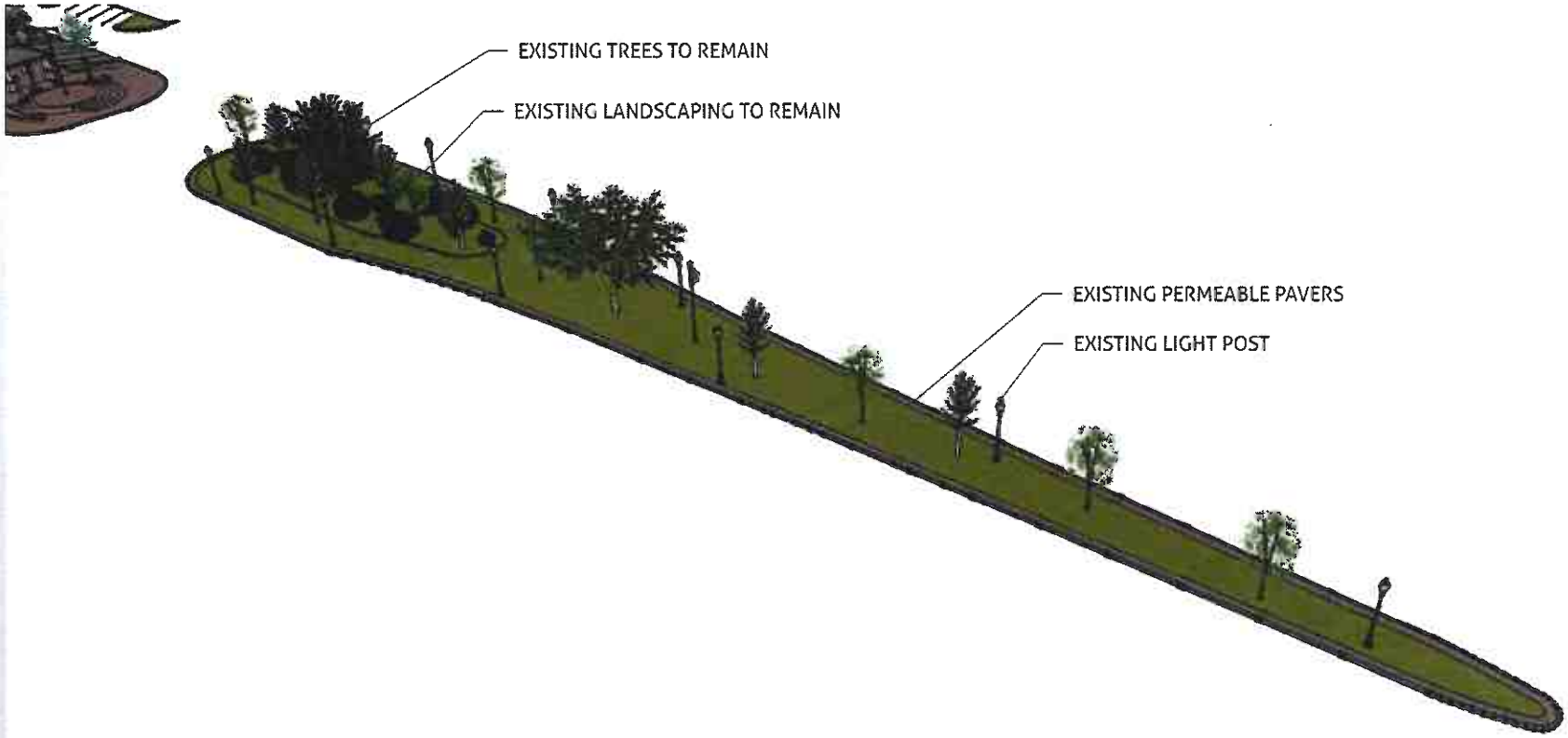

Design Inspiration

# District 4 - Rendering

Rendering

# District 5 – Gateway South

## Travel and Visitor-Oriented Uses, Dining, Parking



# District 6 – Zaca Corridor

## Visitor & Resident Services, Retail/Commercial Uses

# Land Use Comparisons

## Baseline General Plan/Zoning Versus Specific Plan

- Mixed Use Density
  - Existing = 15 dwelling units per acre
  - Proposed = 25 – 40 dwelling units per acre (increased density part of DOR program)
- Multi-Family Residential
  - Existing = 16 units per area
  - Proposed = 25 – 40 dwelling units per acre (increased density part of DOR program)
- Site Development Requirements
  - Existing = Zoning Code
  - Proposed = Specific Plan Form Based Code
- Building Height
  - Existing = 35 feet
  - Proposed = 45 feet (may increase with DOR incentive program)

# Mixed-Use Project Example

# Proposed Land Uses

| Agricultural, Resource and Open Space |
|---|
| Plant Nurseries |
| Public Open Space, Town Plaza |
| **Light Industrial** |
| Art Studios |
| Handicraft Industries<br>Small-Scale Manufacturing |
| **Other Uses** |
| Civic Center (Library, Post Office, City Hall, Police) |
| Live-Work / Work-Live Units |
| Mixed-Use |
| **Recreation, Education, Public Assembly** |
| Churches |
| Community Centers |
| Museums |
| Membership Organization Facilities |
| Outdoor Commercial Recreation |
| Parks and Playgrounds |
| Recreation and Fitness Centers |
| Schools — Specialized Education and Training |
| Sport Facilities and Outdoor Public Assembly |
| Temporary Events |
| Theaters and Meeting Halls |
| **Residential** |
| Emergency Shelters |
| Farm Employee Housing |
| Home Occupations |
| Multi-Family Dwellings (Apartments / Condominiums) |
| Residential Accessory Uses |
| Residential Care Homes,6 or Fewer Clients |
| Shared Living Arrangements |
| Single-Room Occupancies (SRO) |
| Transitional and Special Needs Housing |

| Retail Trade |
|---|
| Antiques, Collectibles, and Memorabilia |
| Art Galleries and Gifts |
| Auto Parts Sales |
| Certified Farmers' Markets |
| Consignment Boutiques and Vintage Items |
| Furniture, Furnishings and Equipment Stores |
| Grocery / Liquor Stores, and Indoor/Outdoor Farmers Markets |
| Restaurants and Bars |
| Retail Stores, General Merchandise, Parking Lot Sales |
| Shopping Centers |
| **Service Uses** |
| Banks and Financial Services |
| Business Support Services |
| Child Day Care Centers |
| Hotels and Motels |
| Laundries and Dry Cleaning |
| Medical Clinics and Laboratories |
| Veterinary Clinics and Hospitals |
| Offices |
| Personal Services |
| Public Safety and Utility Facilities |
| Repair / Maintenance - Accessory to Sales |
| Repair / Maintenance - Consumer Products |
| Storage, Accessory |
| Storage, Petroleum Products for Onsite Use |
| **Transportation and Communications** |
| Antennas, Communication Facilities |
| Broadcasting Studios |
| Transit Stations and Terminals |
| **Additional Possibilities** |
| |
| |
| |

# Opportunity Site Areas

**"Opp Site" areas 1 thru 10** and **Medians M1 to M4**

- represent areas where future building and development activity would occur

**Buildout Projections** (following page) for the **Opp Sites** and **Median areas**

- utilize existing General Plan land use as a baseline

# Buildout Projections *

## Opportunity Site Areas 1 – 10

- 300,000 square feet of commercial
- 134 residential units (under baseline density)
- 1,258 parking spaces required

## Median Development

- 20,000 square feet of commercial
- 67 parking spaces required
- 335 median and street parking spaces proposed

❖ *per baseline General Plan land use*

❖ *if DOR incentives are used, development projects may result with increased square footages, dwelling units and parking spaces above baseline*

# Chapter 3 – The Development Code



## A. PURPOSE AND APPLICABILITY

The Avenue of Flags Zone is proposed to be the most intensely occupied zone within the City of Buellton, with mostly attached buildings that create a continuous street facade within walking distance of surrounding residential areas.

The medians create a special design opportunity to be developed to support specific functions, activities, and events. Buildings located within the medians may be in continuous use or more temporary as the program develops for each median area. Median buildings may focus on "themed" areas of development such as art, food, and specialty shows. These buildings should provide opportunities for robust activity on the Avenue.

Please reference the adjacent site plan for the proposed opportunity site areas.

### ALLOWABLE BUILDING TYPES

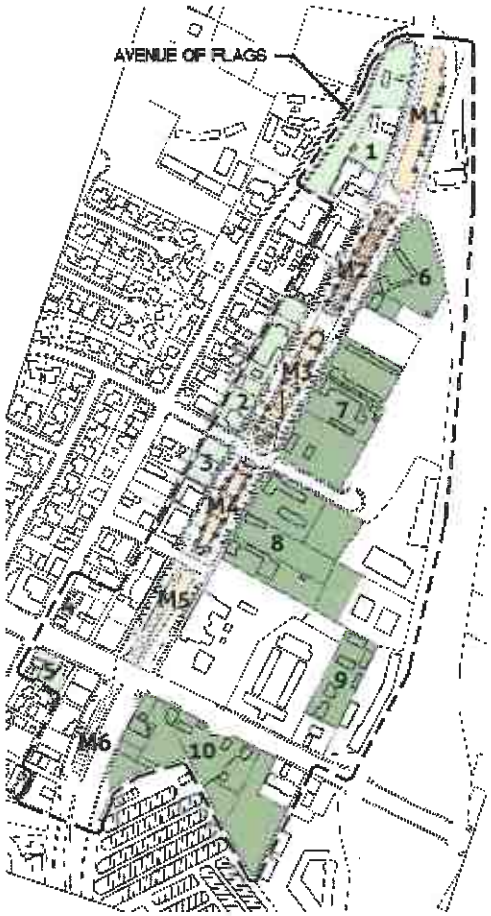
- Mercantile Building
- Courtyard Building
- Live-work Building

### MEDIAN BUILDING TYPES

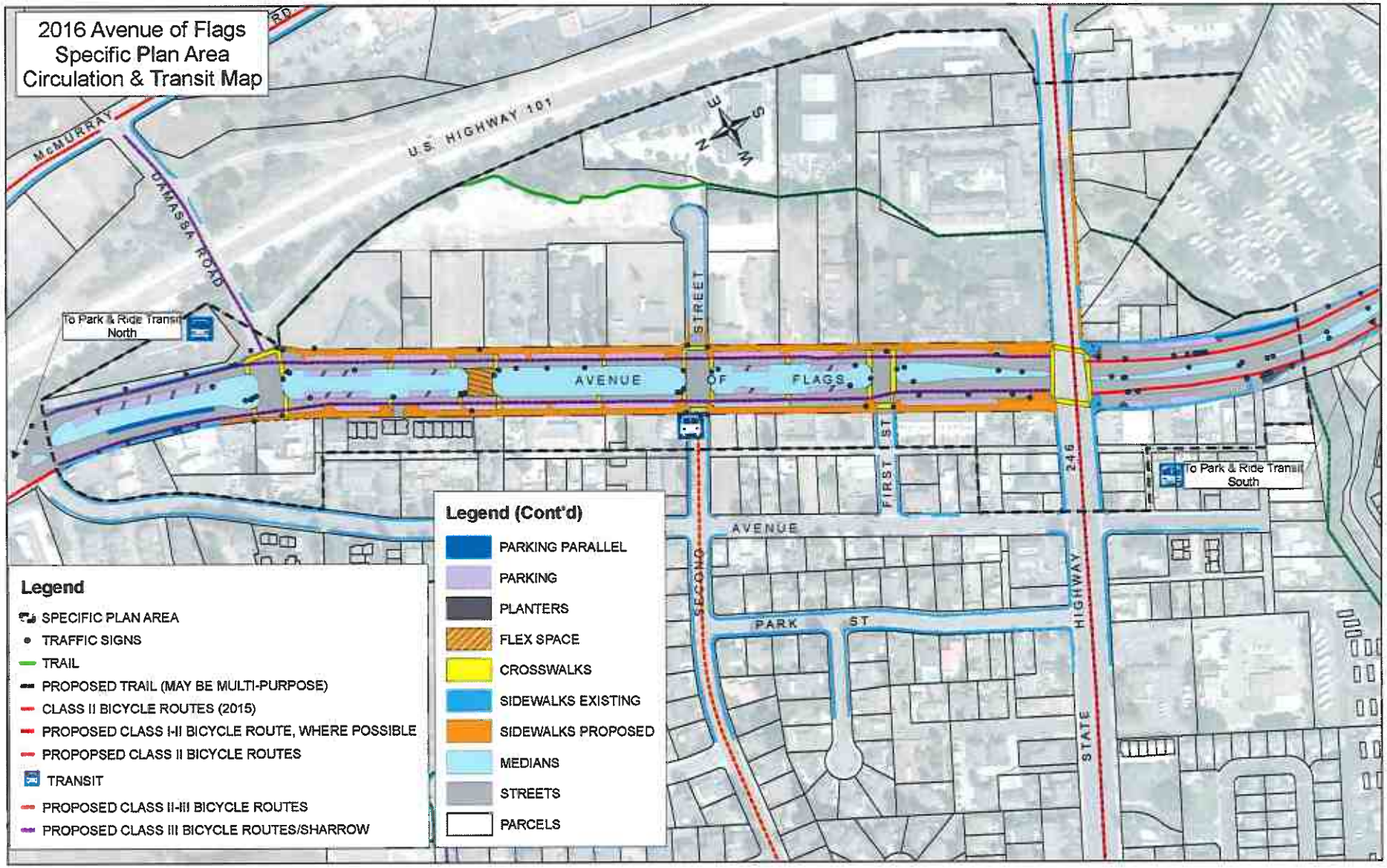
- Art and Food Village
- The Junction (Visitor's Center, Post Office, Virtual Library, Community meeting space)
- Restrooms
- Event Barn
- Vendors
- Trellis

LEGEND

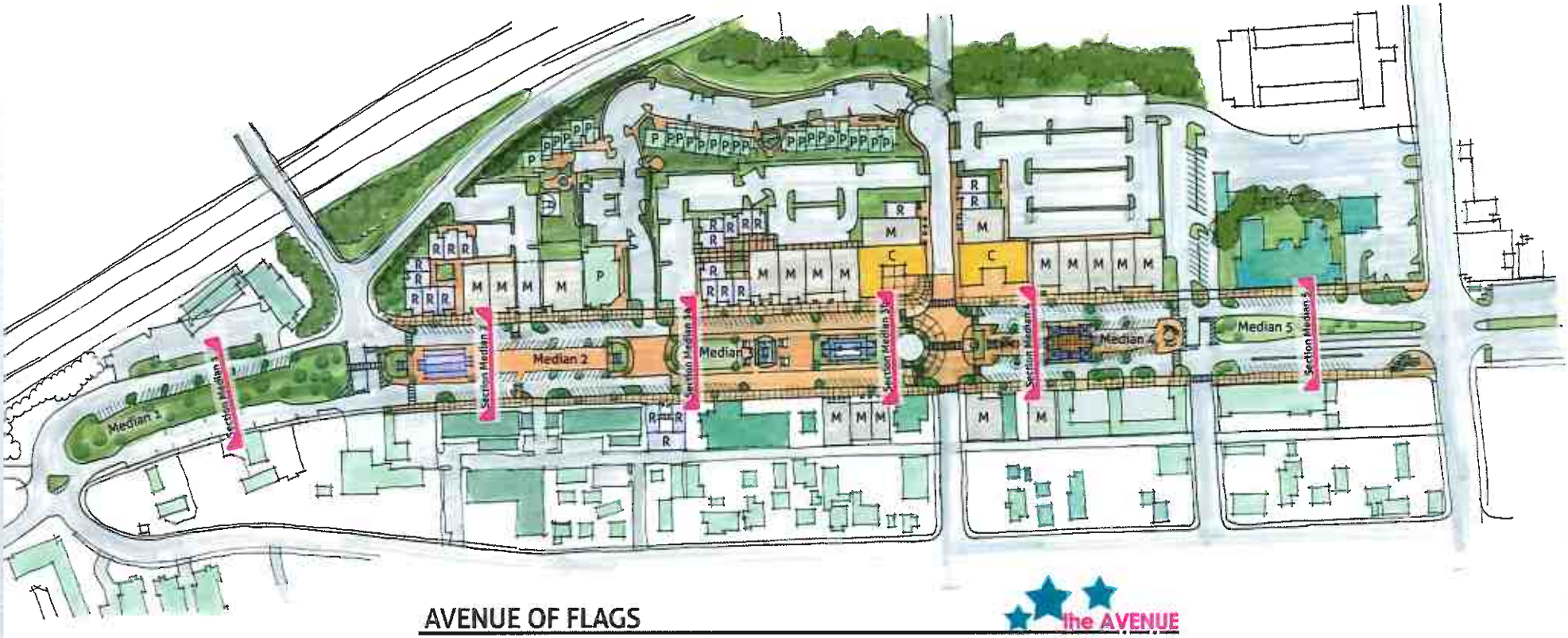
- Median Development
- Opportunity Site Areas - Lot Type A
- Opportunity Site Areas - Lot Type B



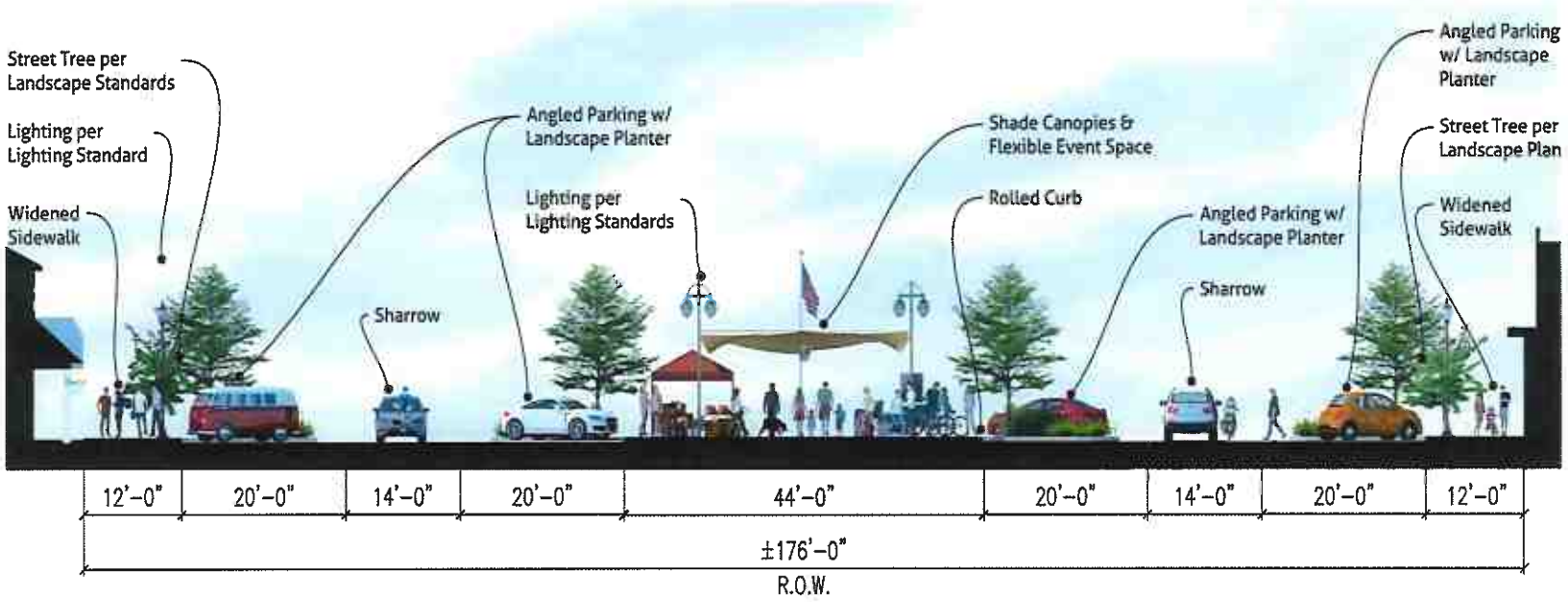
# Circulation and Transit Map



# Street Cross Section Locations



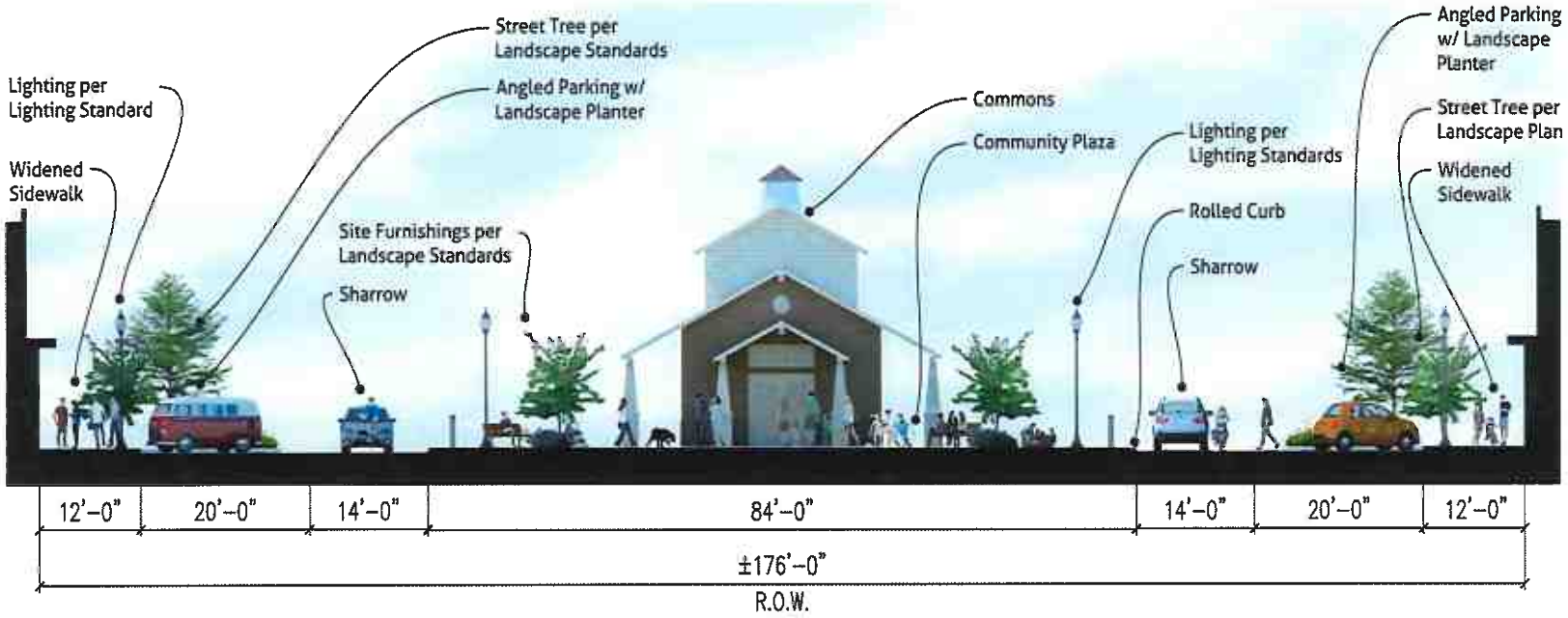
# Median 2 Street Cross Section




MEDIAN 2

AVENUE OF FLAGS

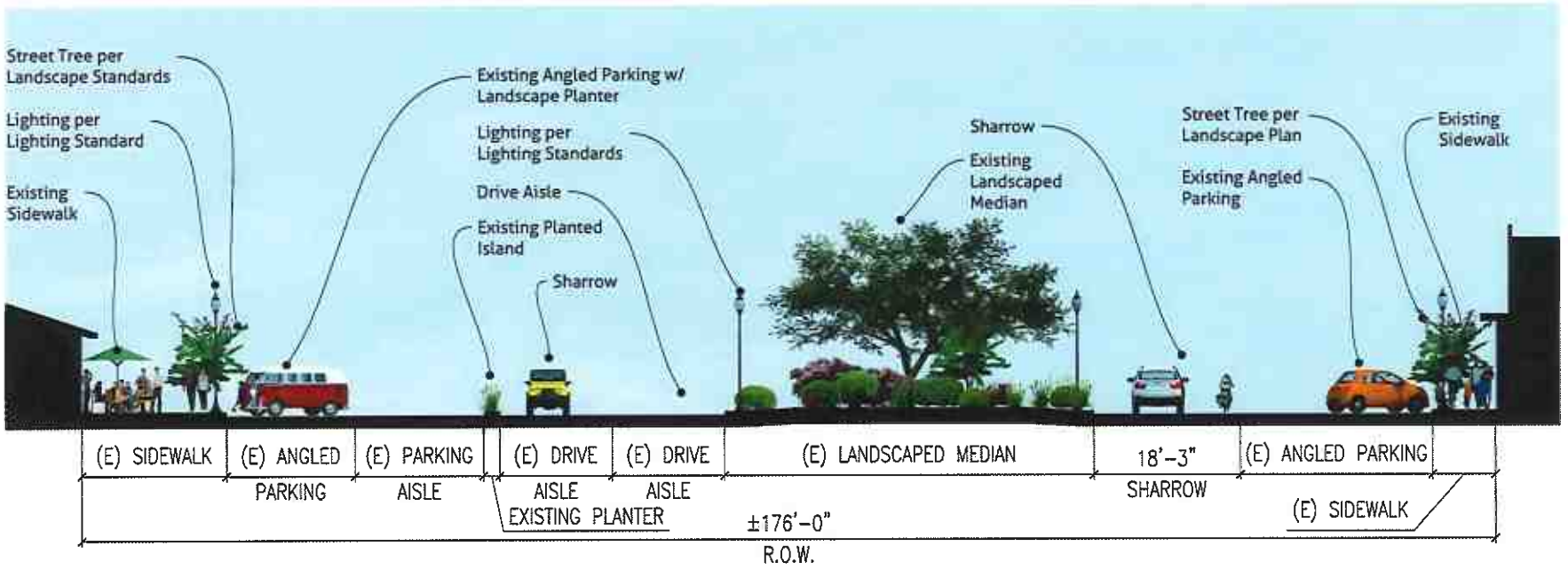
# Median 3b Street Cross Section




MEDIAN 3b

AVENUE OF FLAGS

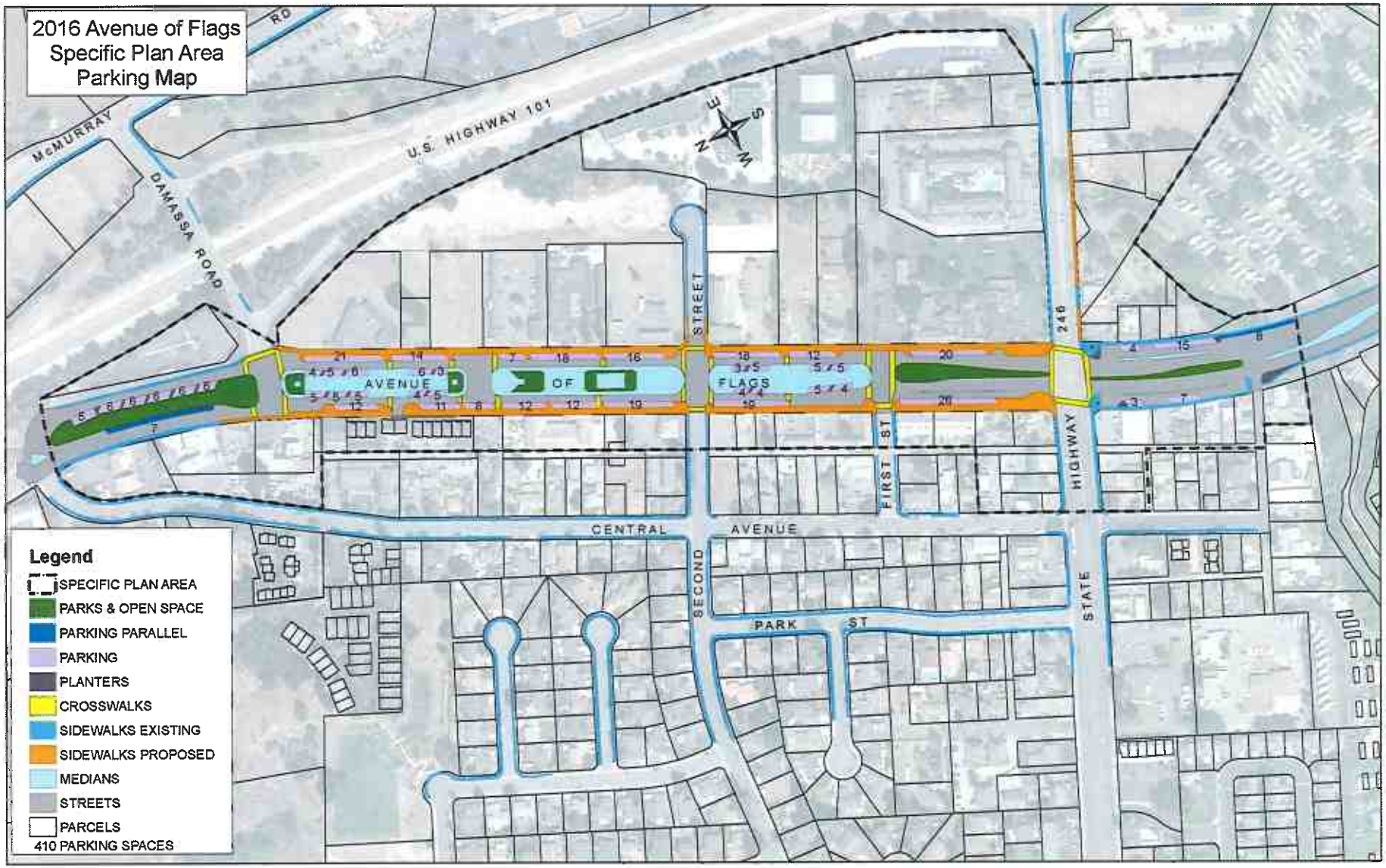
# Median 5 Street Cross Section




MEDIAN 5

AVENUE OF FLAGS

# Parking Map


2016 Avenue of Flags Specific Plan Area Parking Map
McMURRAY RD
U.S. HIGHWAY 101
DAMASSA ROAD
STREET
246
AVENUE
OF
FLAGS
FIRST ST
HIGHWAY
CENTRAL AVENUE
SECOND
PARK ST
STATE
Legend
SPECIFIC PLAN AREA
PARKS & OPEN SPACE
PARKING PARALLEL
PARKING
PLANTERS
CROSSWALKS
SIDEWALKS EXISTING
SIDEWALKS PROPOSED
MEDIANS
STREETS
PARCELS
410 PARKING SPACES

# Phase 1 Improvements

- Traffic Calming & Safety
- Initiate Caltrans discussions and planning process regarding roundabout at Highway 101 southbound off-ramp onto Avenue of Flags
- Identify funding mechanisms for safety measures, infrastructure and civic improvements

# Phase 2 Improvements

- Median 3
  - Programming (involve user groups, property owners/tenants)
  - Acquire funding (City and private investment)
  - Construction of Median 3 improvements and frontage including site work/grading and installation of The Junction building, Town Plaza, amphitheater, bandstand, shade structures and restrooms
- Median 4
  - Programming (involve art/food community, property owners/tenants)
  - Identify funding mechanisms (including potential user partnerships) for construction of Art & Food Village improvements
  - Marketing program and monthly themed activities
  - Acquire funding (City and private investment)
  - Construction of Median 4 improvements and frontage
- Zaca Creek Trail Improvements
  - Completion of multi-purpose trail along Zaca Creek north to Damassa Road and south through the Pea Soup Andersen's property to State Route 246

# Phase 3 Improvements

- Median 1
  - Programming (involve user groups, property owners/tenants)
  - Acquire funding (City and private investment)
  - Site work/grading for, and installation of drought tolerant landscaping, open space, truck/RV spaces along west side and diagonal passenger vehicle spaces along east side ,. [Note: installation may include potential shade canopies with solar features if approved during design phase
- Median 2
  - Programming (involve user groups, property owners/tenants)
  - Acquire funding (City and private investment)
  - Site work/grading for, and installation of parking and paseo areas and various other improvements approved during the design phase
- Median 5
  - Programming (involve user groups, property owners/tenants)
  - (If needed) Acquire funding (City and private investment)
  - (If needed) Site work/grading for, and installation of various improvements approved during the design phase

# Future Phases

- Highway 101/Avenue of Flags southbound off-ramp improvements, including potential roundabout; contingent upon Caltrans planning process and approval of design
- State Route 246 upgrades
- Off-site parking, including potential City parking lots
- Secondary circulation and access improvements
- Projects resulting from DOR incentives and public/private sector partnerships

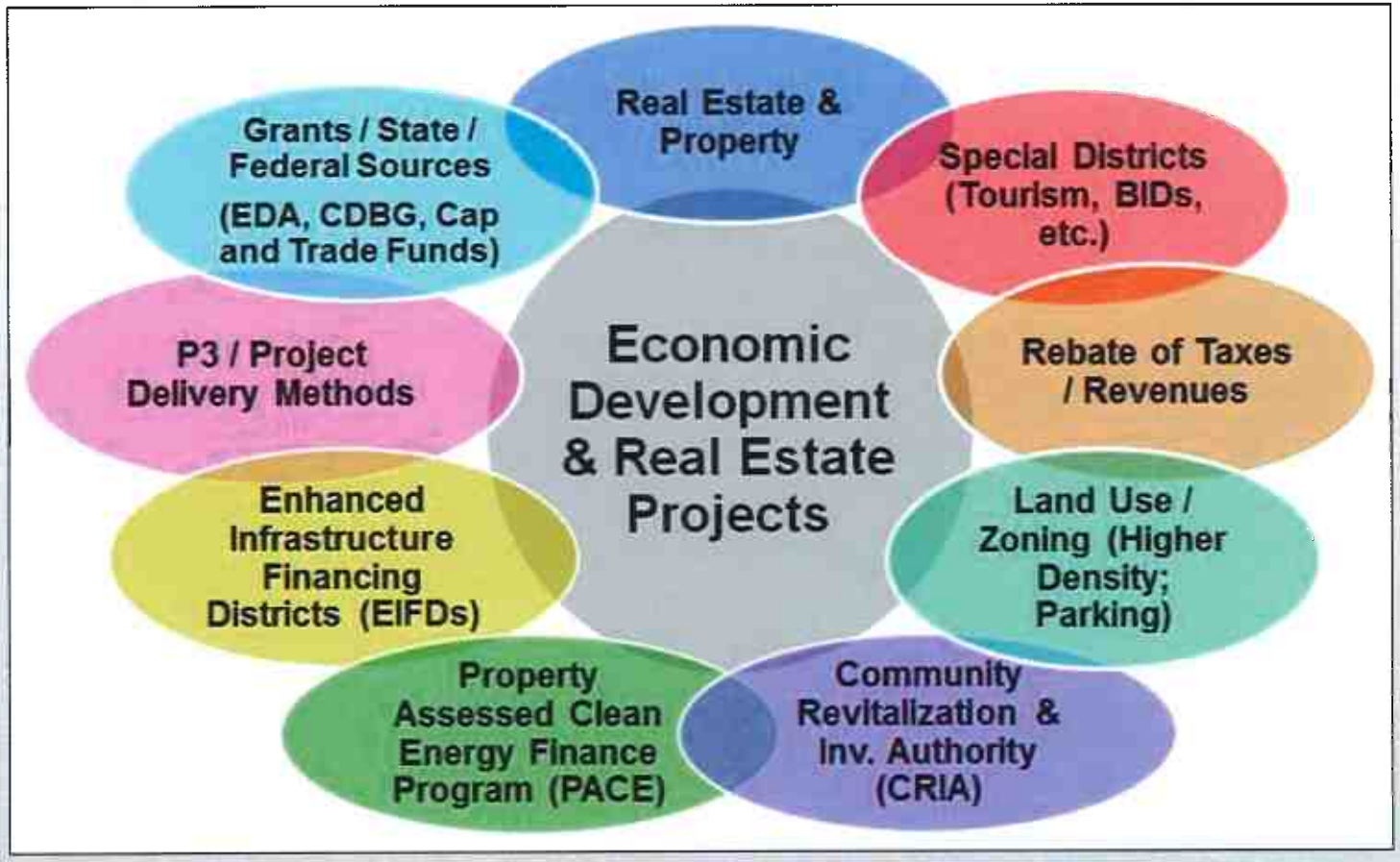
# Infrastructure Cost Summary

| | | ENGINEERS ESTIMATE |
|---|---|---|
| **A. PROJECT BASE COSTS** | | |
| Environmental Studies, Mitigation, etc.<br>Permitting: Fish & Game, RWQCB, etc. | **SUBTOTAL :** | **$300,000.00** |
| **B. CONSTRUCTION & DESIGN COSTS - BY PHASE** | | |
| **1 Phase 1 (Traffic Calming & Design)** | **SUBTOTAL :** | **$3,682,039.50** |
| **2 Phase 2 (Medians 3 & 4)** | **SUBTOTAL :** | **$12,515,584.05** |
| **3 Phase 3 (Medians 1, 2, & 5)** | **SUBTOTAL :** | **$6,724,086.75** |
| | **ALL PHASES SUBTOTAL :** | **$22,921,710.30** |
| | **TOTAL ESTIMATE:** | **$23,221,710.30** |

# Implementation/Economics

- A "hands on" approach to actively engage the private sector, including business attraction and retention strategies as well as community engagement and programming
- A summary of available funding sources, financing mechanisms, and other economic development tools to facilitate development on a project-specific and area-wide basis
- A high-level analysis of potential fiscal and economic impacts from successful implementation of the Specific Plan

# Post RDA Economic Development Tools



# Economic Tools for the Avenue

- Real Estate and Property – City-Owned Medians
- Land Use and Zoning = Specific Plan & Development Opportunity Reserve (DOR)
- Special Districts:
  - Parking Districts
  - Community Facilities District (CFD)
  - Enhanced Infrastructure Financing District (EIFD)
- Tax and Revenue-Based Financing – Site Specific Tax Revenue (SSTR) Pledge / Reimbursement
- P3 Infrastructure Delivery
- Grants / State / Federal Programs – SBA / EDA / CDBG

# Funding Strategies

## Financial Sources and Uses

| Potential Sources | Potential Uses |
|---|---|
| • Developer impact fees (traffic improvement fee, park fee)<br>• Developer contributions via DOR program in exchange for development incentives<br>• Parking district revenues from participating businesses<br>• Lease revenues from private business operators on the median<br>• CFD taxes and/or EIFD property tax increment<br>• Grant sources (e.g. EDA, CDBG)<br>• General fund via SSTR (e.g. sales tax) generated by new development | • Median grading, clearing, grubbing<br>• Streets, lighting, signage improvements<br>• Crosswalks, curb, sidewalk improvements<br>• Median and/or off-site public parking<br>• Water, sewer, other utility improvements<br>• Landscaping, benches, bike racks<br>• Junction, restroom buildings, kiosks, amphitheater<br>• Water features, event barn<br>• Infrastructure maintenance |
| • Developer contributions via DOR program<br>• General fund via SSTR<br>• Grant sources (e.g. CDBG) | • Resolution of financial feasibility gaps for development on a project-specific basis |
| • SBA funding | • Initiation of new business, expansion of existing businesses on the Avenue |

# DOR Program

## DOR Program Community Benefits and Incentives

| Priority Community Benefits/Objectives | Potential Incentives |
|---|---|
| • Funding / construction of restrooms<br>• Funding / construction of off-site public parking lot<br>• Payment into, or creation of, a parking district<br>• Funding / construction of off-site public improvements (curb, gutter, sidewalk, street widening)<br>• Payment of an off-site trail fee<br>• Payment of off-site water/wastewater fees<br>• Funding / installation of public art<br>• Payment of a library fee<br>• Adding additional green building features | • Increase building heights up to 50 feet<br>• Reduce on-site parking requirements<br>• Increase mixed-use residential density up to 25-40 units per acre<br>• Reduced rear yard setbacks<br>• Allow land uses not allowed in the CR zone, such as 100% industrial<br>• Reduced application fees<br>• Reduced traffic fees of off-site public improvements are provided |

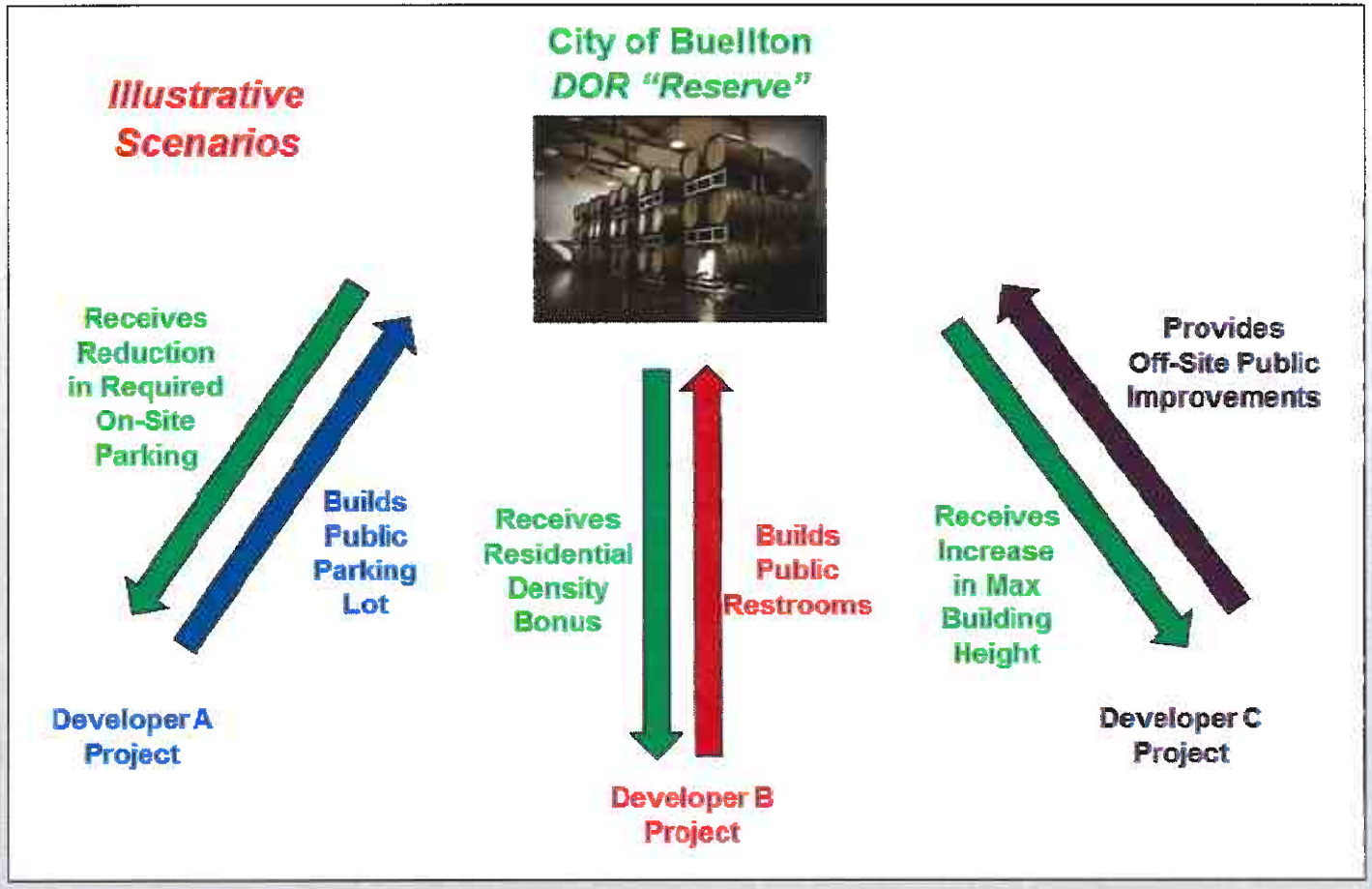
# Potential Incentives

## Types of Incentives for Different Types of Development

| Type of Incentive | Commercial Development | Mixed-Use Development |
|---|---|---|
| **Increase potential operating revenues (i.e. rental income)** | • Reduce on-site parking requirements<br>• Reduced rear yard setbacks<br>• Allow land uses not allowed in the CR zone, such as 100% industrial | • Increase building heights up to 50 feet<br>• Increase mixed-use residential density from up to 25-40 DU/AC<br>• Reduce on-site parking requirements<br>• Reduced rear yard setbacks<br>• Allow land uses not allowed in the CR zone, such as 100% industrial |
| **Decrease project costs** | • Reduced application fees<br>• Reduced traffic fees of off-site public improvements are provided | • Reduced application fees<br>• Reduced traffic fees of off-site public improvements are provided |

# How a DOR Works

## Illustrative DOR Scenarios



# Potential Economic Scenario

- Assuming buildout of 300,000 square feet of commercial and 134 new residential units
  - Property Tax
    - $113,000 per year
    - 30-year present value = $1.9 million
  - Sales Tax
    - $891,00 per year
    - 30-year present value = $17.1 million
  - Employment
    - 594 employees

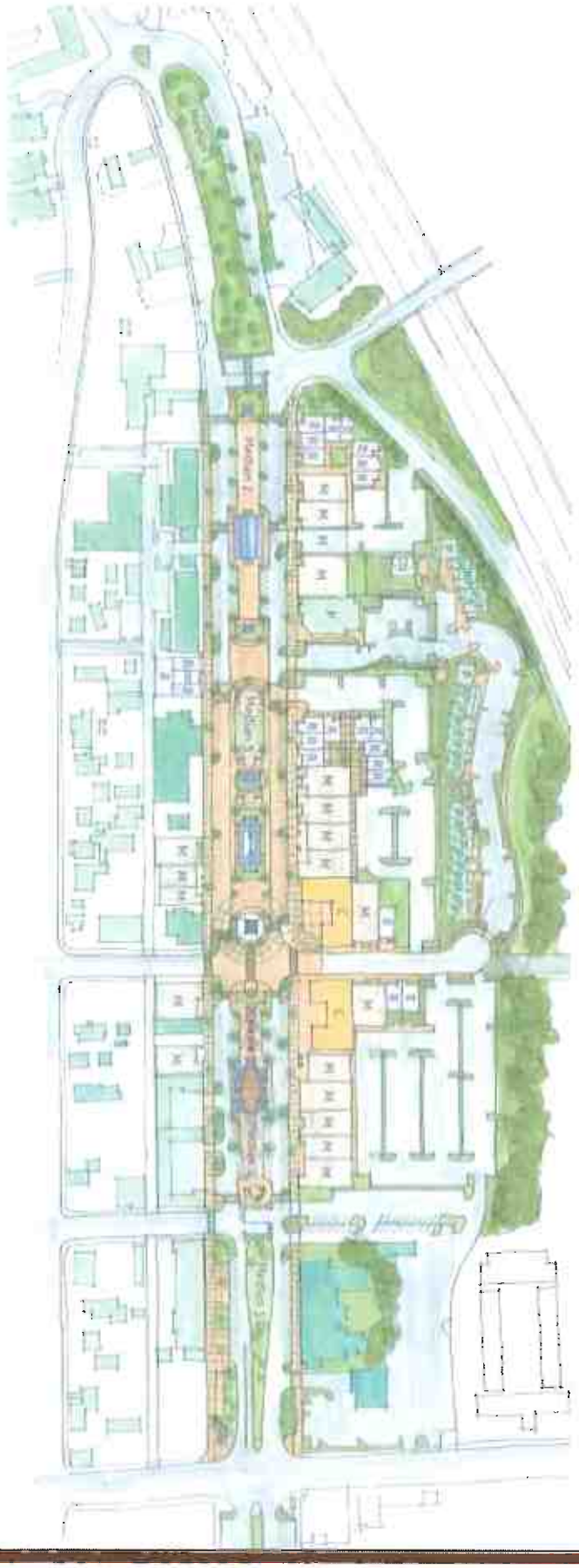
# Next Steps

- Planning Commission and Public Workshop combined – July 21, 2016
- City Council Workshop – to obtain direction on completing the final draft specific plan document (date to be scheduled)
- Perform required environmental review (CEQA)
- Planning Commission and City Council public hearings to adopt final specific plan

the AVENUE

- Questions & Answers
- Small Discussion Groups

***Thank You!***



# AVENUE OF FLAGS SPECIFIC PLAN

## July 2016
## Draft

**VIEW THIS DOCUMENT ON THE CITY WEBSITE: www.cityofbuellton.com**
**OR IN THE PLANNING DEPARTMENT**
**331 PARK STREET, BUELLTON**