

Appendix A: Subcommittee Recommendations

This appendix includes reports and presentations from the Steering Committee subcommittees, as presented at the Steering Committee workshop on November 5, 2011.

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Presentations

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Reports

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City of Buellton Public Visioning Sub-Committee Reports

10/1/2011



City of Buellton Public Visioning

Sub-Committee Reports

Group 1 – Goal 1 (Provide a Positive Buellton Image and Brand)

Action items relate to providing a consistent and clear City image and highlighting and celebrating Buellton's unique heritage





Branding Buellton

Promoting a better lifestyle

A better place to live

A better place to do business

A better place to visit often

September 28, 2011

Marc Bierdzinski, Planning Director

City of Buellton

Dear Marc,

The following information has been compiled by the Buellton Visioning Branding Subcommittee after meeting for the past three months. It was at times lively and entertaining at the meetings with lots of great ideas about what Buellton is and what Buellton wants to evolve into in the future. We all look forward to coming back to the main Visioning Committee with our findings and recommendations.

There is a tremendous amount of momentum for everyone involved on every subcommittee and I hope this can continue forward so that the City Council understands and gets the message that the community cares and is willing to give their time and efforts to make Buellton an economically viable and sustainable City to live and work. The City has come a long way through the creation of these various subcommittees that have begun the building of partnerships that will make the Brand work.

We all know how the economic times have put competition into play whereas every City in the State is looking at Branding or Rebranding their image to attract both new business and tourism. We feel that Branding is one of the best causes of action that our City can do to keep our financial position at a level that will keep us healthy for decades into the future.

We look forward to participating on creating a Brand for Buellton that gets existing businesses, stakeholders, and residents involved so that there is an even greater sense of pride of being part of the City.

Respectfully submitted,

Ron Anderson, Chairman

Branding Committee

Goal 1. Portray a Positive Buelton Image and Brand					
Objective 1.1. Provide a consistent and clear City Image.					
Action	Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes
1.1.1 Develop a City branding strategy, including logo and motto or tagline.	<ul style="list-style-type: none"> City Manager 	<ul style="list-style-type: none"> Chamber of Commerce/Visitors Bureau Local artists / marketing professionals 	Project	1	Visitor Bureau "brand" completed – starting point; determine how each used if end up being different
1.1.2 Develop and implement a City communications and marketing plan for ongoing consistent promotion of Buelton and the brand developed, as well as communication with residents. (See Key Planning Efforts and Action 6.2.2)	<ul style="list-style-type: none"> Community Engagement Officer (See Action 1.1.3) 	<ul style="list-style-type: none"> Chamber of Commerce/Visitors Bureau 	Plan	1	
1.1.3 Assign staff or create new staff position to act as the Community Engagement Officer, charged with coordination of City communications and outreach activities. (See Action 6.2.2)	<ul style="list-style-type: none"> City Manager 		Program	2	
Objective 1.2. Highlight and celebrate Buelton's unique offerings and heritage.					
1.2.1 Create a comprehensive list of and information on Buelton's historical landmarks and collections, including private collections.	<ul style="list-style-type: none"> Historical Society 	<ul style="list-style-type: none"> Chamber of Commerce/Visitors Bureau Community members 	Project	1	Keep updated & PROMOTE
1.2.2 Hold festivals and events that celebrate Buelton's heritage and local resources.	<ul style="list-style-type: none"> Special Events Committee (See Action 8.2.2) Parks and Recreation Department 	<ul style="list-style-type: none"> Chamber of Commerce/Visitors Bureau Community organizations 	Program	1	

Branding

August 25, 2011

Objective 1.1 Provide a consistent and clear City image.

- 1.1.1 Develop a City Branding Strategy, including a logo, motto, tagline, and methods for building a brand with the assistance of a professional Branding firm or branding expert.
- 1.1.2 Assign staff or create new staff position to act as the Community Engagement Officer, charged with coordination of City communications and outreach activities. (see Action 6.2.2)
- 1.1.3 Develop and implement a City communications and marketing plan for ongoing consistent promotion of Buellton and the brand developed, as well as communication with residents. (See Key Planning Efforts and Action 6.2.1)

Basically just switched 1.1.2 and 1.1.3 from the original objective sheet from the Visioning Process.

Objective 1.2 Highlight and celebrate Buellton's unique offerings and heritage.

- 1.2.1 Create a comprehensive list of and information on Buellton's historical landmarks and collections, including private collections, points of interest, and specialty items.
- 1.2.2 Hold festivals and events that celebrate Buellton's heritage and local resources, including an annual signature event with financial support from the City.

Goal 1. Portray a Positive Buellton Image and Brand Task Group's Findings & Suggestions

A brand distills a community's distinctive identity, personality, or reputation. It calls up traits that a community seeks to cultivate internally and to project to the outside world. A brand builds on a community's past and current strengths, giving direction to the community's future.

FINDINGS

Buellton—and the Santa Ynez Valley in which it is situated—has changed over the past thirty years. Buellton is no longer primarily perceived as the “Home of Split Pea Soup” or “Service Town, USA”. The way Buellton describes itself from here on out needs to keep pace if Buellton is to broaden and take full advantage of its appeal.

A brand includes a motto that encapsulates positive ideas, feelings and images. But to be effective, local government, businesses, and community organizations must work in concert to deliver on the promise contained in the brand. In this way, the brand functions as the organizing concept from which community development grows.

RECOMMENDATION

Given the importance of a brand in giving direction to Buellton's future, *the Branding Task Group strongly recommends that the city engage the services of a professional Branding Expert to guide the community through the process of creating and charting a course for developing its brand.*

The visioning process and the task groups have compiled a wealth of information that should expedite this work. The branding Task Group, whose members met regularly over three months and debated a wide range of issues, offer the following suggestions as a starting point for a branding professional.

SUGGESTIONS

Geographic Area. The brand should include the Greater Buellton Area—the 93427 zip code area or the Buellton Unified School District area—not just the downtown or the city limits. Buellton is the official address and “hometown” for all those within the zip code, and the surrounding area has many assets and amenities that benefit Buellton and its brand.

Targets for Brand. The brand must be a source of pride and identity for people who live and work in the Greater Buellton Area, but must especially appeal to potential new businesses (e.g., high technology and green businesses with well-paying jobs that we would like to attract to Buellton) and to visitors and tourism businesses.

Key Assets. The Task Group briefly reviewed and listed attributes related to Buellton’s geography, history, distinctive achievements, values,¹ personality², and infrastructure. It obtained a list of Buellton businesses and has recommended that a more comprehensive list of historical landmarks, special collections, points of interest, and specialty items be compiled. In addition, the Task Group called out the following attributes for emphasis:

- Buellton’s natural beauty and spectacular climate,
- Its ready accessibility along the historic El Camino Real/Route 101 (the longest highway in California over which 21,000 vehicles pass daily, and which was actually completed in Buellton.
- The remarkable centrality of its Santa Barbara County location and its proximity to wineries, fine restaurants, farms and ranches, missions, and scenic parks stretching from the mountains to the sea,
- Its recreational appeal (bikes, trikes, RVs),
- Its small-town atmosphere amidst a rural setting and other charming Valley towns (especially at time when the population in megalopolis areas is growing and small towns are disappearing).
- Its closeness to high technology hubs, institutions of higher education, airports and rail.

Primary Liabilities. Buellton’s weaknesses are not intrinsic or intractable; they are matters that can be addressed with leadership and commitment.

- The lack of a vital downtown central business district,
- The lack of a “main attraction” to draw people to Buellton,
- The relative lack of integration among different geographic areas of the community and need to drive most places by car.

Repositioning not Reinventing. The Task Group generally agreed that Buellton’s brand would likely reposition rather than reinvent Buellton; it would be evolutionary rather than revolutionary. The brand would build on the accessibility, centrality and desirability of Buellton’s location—in the Valley, in the County, along the coast of California—as it has historically from El Camino Real to Route 101.

The Chamber of Commerce/and Visitors Bureau has begun promoting Buellton as the Gateway to the Santa Ynez Valley. This seemed, to the Task Group, like a good step towards repositioning Buellton in light of changes that have occurred over the past 30 years. But, it but does not seem entirely adequate as a brand.

¹ E.g., welcoming, small-town hospitality, civic pride, community spirit, trust, volunteerism, caring for neighbors, environmental care, safety, diversity, quality of life, education.

² E.g., practical, down-to-earth, reliable, unpretentious, industrious, adventurous, patriotic, warm.

- A “gateway” invites people to walk through to some other place rather than suggesting that Buellton is a destination in its own right. From the Marriott to the Water Gardens, Buellton’s businesses incorporate the Santa Ynez Valley rather than Buellton into their names due to the greater marketing name recognition. Residents often tell others that they hail from the Santa Ynez Valley instead of from Buellton. The risk is that other communities within the Valley benefit more than Buellton from Buellton’s marketing efforts.
- Buellton sits at the crossroads between the Santa Ynez and Lompoc Valleys, and activities west of Buellton—e.g., the growing reputation of the Santa Rita Hills appellation or possible developments related to Vandenberg Air Force Base and the aerospace industry—may prove significant to how Buellton re-positions itself over the next 30 years.

Buellton may not need to abandon any of the taglines with which it is associated, but it does need to expand upon and promote those characteristics of the community that can improve the business and civic climate. It needs to reframe or reposition its brand and vigorously build upon it so that Buellton stands for something special that will deliberately shape its future development and be promoted to benefit the community.

Possible Focus. Buellton sits at the center of an extraordinary region.³ The Task Group did not come up with a specific motto or language, but noted that Buellton could be not only a “gateway”, but a “base camp” or “launching pad” or “jumping off point” or “starting gate” for visitors and tourism interests as well as for desirable new businesses and county government. Many Task Group members endorsed expanding the idea of “service town”, becoming a “regional concierge”, establishing Buellton as the first stop Welcome Center, and making Buellton the ultimate central market for regional products and services.

Building the Brand. A community’s brand is not just words. It is a concept around which local government, the chamber and visitor center, existing and prospective businesses, and local community organizations coordinate their activities. The degree to which their activities are coordinated determines the power of the brand, which in turn drives economic development and fosters civic pride. The following are ways that Buellton could build upon a brand focused as suggested above:

- Create and provide additional funding for a Regional Welcome Center of Buellton that works with or under the supervision of the Visitors Bureau and becomes the “go to” place to learn about what makes this area distinctive.
 - Offer concierge tourism services such as booking hotel rooms and dinner reservations; arranging wine tours and hiking, tripping, jeep, or equestrian

³ I.e., crossroads, heart, epicenter, hub, eye, bull’s eye are other words suggesting the centrality of Buellton’s location.

excursions; setting up art and craft studio visits or showings of private collections, etc.

- Catalog local points of interest (landmarks, collections, specialty items) in the Greater Buellton area and develop integrated sets of signs that are referenced through maps, brochures and web-based interpretive materials available through the Welcome Center.
 - Offer quality exhibits and displays sponsored by Valley businesses and organizations that depict the area's rich natural history, transportation (carriages to cars to motorcycles and trikes), along with its cultural and economic development—from Chumash culture, Spanish land grants, missions, ranching, dairies, horse breeding, and agriculture to today's viticulture industry. Exhibitors may see this as an opportunity to encourage people to visit their primary locations.
 - Encourage wine interests to create a fee-based multi-media presentation that explains the intricacies and fascination of wine-making and directs people to different wine trails in the area.
 - Promote a marketplace for Valley products and possibly a culinary concession serving light fare featuring Valley food, wine, and beer.
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- Provide city support for an *annual signature event* that showcases what is distinctive about Buellton and explore ways to encourage co-participation and support of the event by other organizations. (e.g., Possibly a festival featuring locally produced (93427) products as well as crafted foods, beer and wine).
 - Convene a group of *stakeholders that can offer ongoing advice* and support to local government and other local organizations in their efforts to build and maintain a more effective brand for Buellton.

This document provides a context for understanding the recommendations and rankings relevant to Goal 1 in Buellton's Vision Plan. It summarizes many of the ideas that surfaced during the Branding Task Group discussions. It is not meant to give definitive direction to a branding professional. It is merely meant to be suggestive and expedite the process of deciding upon and then building a brand for Buellton.

Respectfully Submitted,

Ron Anderson, Chair
Peggy Brierton
Ron Dale
Joan Hartmann
John Peterson
Judi Stauffer
Meg Thiele
Kathy Vreeland
Foster Reif
Mark Mendenhall
Steve Lykken
Emmet Hickey
Pete Robertson
Kros Andrade
Mike Hendrick
Dan Baumann
John Dorwin
Rebecca Christenson
Tessi Martinez

City of Buellton Public Visioning

Sub-Committee Reports

Group 2 – Goal 2 (Expand Opportunities for Active and Healthy Living) and Goal 6 (Maintain the Strong Sense of Community and Family)

Action items for Goal 2 relate to pedestrian and bicycle mobility, healthy food sources, and increased recreational opportunities

Action items for Goal 6 relate to fostering community events that promote social interaction, maintaining a dialogue with community members, engaging community members in implementing the vision plan, and strengthening community and family so they can live and work in Buellton



City of Buellton Vision Group Subcommittees

Subcommittee Group 2:

Fred Luna (Chair)
Larry Bishop
Peggy Brierton
Kimberly Grant
Josh Grant
Sharyne Merritt
Joe Serna

Summary of Committee Work:

Our subcommittee was charged with working on Goal 2, *Expand Opportunities for Active and Healthy Living* and Goal 6, *Maintain a Strong Sense of Community and Family*. Initially, our group questioned the reason for being assigned what seemed two disparate goals of the visioning plan. However, as we undertook our work we were surprised by the commonality in these two goals: community participation. We tried to weave this as a harmonious feature in our work with the result being actions that will provide for a healthy and active community whose membership will be based on strong community and family foundations.

Overarching themes that our subcommittee focused on in the development of our findings are summarized below.

Goal 2: Expand Opportunities for Active and Healthy Living

City shall:

- Identify ways to overcome physical and psychological barriers that segment our community
- Develop and support opportunities to provide alternatives to reduce isolated vehicle trips
- Support new recreational opportunities for the community

Goal 6: Maintain a Strong Sense of Community and Family

City shall:

- Improve communication to community members using technology and creating a central plaza
- Create a new position of Public Information Director and assign staff toward improving outreach to community

Goal 2. Expand Opportunities for Active and Healthy Living					
Objective 2.1. Increase connectivity for pedestrians and cyclists. (PRIORITY 1)					
Action	Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes
2.1.1	<ul style="list-style-type: none"> City Engineer 	<ul style="list-style-type: none"> Parks & Recreation Department Schools Local Trikke and cycling groups SBCAG 	Plan	1 (Near Term)	The group supported continuing work on the Bikeways and Pedestrian Master Plan as a Near Term top priority. This would ultimately lead to the implementation of some of the improvements in the plan. The group also wanted the plan to include the 24 acres of open space purchased by the City (Zaca Creek Golf Course) as an opportunity for trails.
2.1.2	<ul style="list-style-type: none"> City Engineer 	<ul style="list-style-type: none"> Caltrans Schools SBCAG 	Project	1 (Long Term)	Group concurred with this action and identified it as the top priority within Objective 2.1. Improving the ability for pedestrians and vehicles to safely cross SR 246 should be planned so as not to preclude certain left-turn movements and also accommodate for bike lanes on 246.
2.1.3	<ul style="list-style-type: none"> City Engineer 	<ul style="list-style-type: none"> Caltrans 	Project	2	Address biking also. Group supported the notion that any study should include bicycling as well. One additional idea was to evaluate making Damasa a pedestrian and bike bridge only.
2.1.4 (NEW)	<ul style="list-style-type: none"> City Engineer Planning Department 	<ul style="list-style-type: none"> Santa Ynez Valley Transit SBCAG 	Project	1 (Near Term)	Group thought this would be a benefit to residents, visitors, and children and have environmental benefits as well.

2.1.5 (MOVED FROM 2.3.1)	<p>Carpinteria).</p> <p>Develop a trail and passive recreational areas along Zaca Creek.</p> <ul style="list-style-type: none"> • Planning to be included in the Bikeway and Pedestrian Master Plan (Action 2.1.1.) • Bifurcate planning for two areas: 1) Downtown area north of SR 246, and; 2) SR 246 south and west to Riverview Park and Botanic Gardens 	<ul style="list-style-type: none"> • City Engineer • Parks and Recreation Department • Parks and Recreation Commission 	<ul style="list-style-type: none"> • Property Owners 	Project	3	<p>Group identified that trails should developed with the following conditions:</p> <ul style="list-style-type: none"> • Prior to development, biological surveys and water quality studies performed • Limit where possible trail development to previously disturbed areas • Where areas are disturbed use as an opportunity to revitalize the area • Would require approval from other stakeholders such as permit agencies and property owners
Objective 2.2. Ensure access to healthy food sources						
Action	Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes	
2.2.1	<ul style="list-style-type: none"> • Planning Department • Parks & Recreation Commission 	<ul style="list-style-type: none"> • Schools • Parks & Recreation Department • City Engineer 	Program	2	<p>Maintenance is a concern</p> <p>Group discussed some possible locations which would include the City-owned property at 2nd Street/La Lata, somewhere on school grounds at Jonata and/or Oak Valley , and the 24 acres purchased at golf course.</p>	
2.2.2	<ul style="list-style-type: none"> • City Council/Redevelopment Agency • Economic Development 	<ul style="list-style-type: none"> • Chamber of Commerce 	Policy/Program	3	<p>Group felt that City staff and council should not spend a lot of energy on this action item. Purveyors recognized as "healthy food providers" would make decisions based on market conditions.</p>	

2.2.3	Develop an incentive program to encourage existing restaurants and stores to provide healthy food.	<ul style="list-style-type: none"> Chamber of Commerce Redevelopment Agency Economic Development staff (see Action 8.1.1) 	<ul style="list-style-type: none"> Planning Department 	Program	3	Same comments as under 2.2.2
2.2.4	Organize a farmers' market on the Avenue of Flags, at a Riverview Park or on existing parking lots.	<ul style="list-style-type: none"> Chamber of Commerce Parks & Recreation Department Community organization or committee 	<ul style="list-style-type: none"> Local Farms Chamber of Commerce 	Program	1	Group identified need to engage Buellton Chamber of Commerce to work with the SB Regional Farmer's Market Association.
2.2.5	Consider planting edible landscaping (i.e. fruit trees) in public areas and along public right-of-ways.	<ul style="list-style-type: none"> City Engineer City Attorney 	<ul style="list-style-type: none"> Public Works Senior Center Community organizations 	Project	3	Group felt this was an idea that had a lot of drawbacks, from providing attractive nuisance, possible rodent issues, and increased maintenance. Consider eliminating.
2.2.6	Investigate changes to school food program to include locally produced foods and fresh produce.	<ul style="list-style-type: none"> Schools 	<ul style="list-style-type: none"> PTA School Boards Local Farms Community organizations 	Program	2	Group noted that goal was good to keep and could be highlighted when final Vision Plan was sent to stakeholders, specifically the School Board and PTA organizations.
Objective 2.3. Increase recreational opportunities for all ages. (PRIORITY 2)						
Action		Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes
2.3.1	(MOVED TO 2.1.5)					
2.3.2	Update the Parks and Recreation Master Plan to identify locations for additional facilities that may include: <ul style="list-style-type: none"> Community swimming pool Community sports complex including sports fields and tennis courts Water play features in existing parks 	<ul style="list-style-type: none"> Parks and Recreation Department Parks and Recreation Commission 	<ul style="list-style-type: none"> Planning Department City Engineer 	Plan	2	Group thought a prudent approach would be, prior to including additional facilities in the P&R Master Plan, was to inventory current facilities and use and conduct a community survey to prioritize needs.
2.3.3	Explore options to develop additional recreational facilities through public/private partnerships and regional coordination.	<ul style="list-style-type: none"> Parks and Recreation Department Parks and Recreation Commission 	<ul style="list-style-type: none"> Planning Department Sports Leagues 	Program	1	Location-Where? Group identified that these type of capital recreation projects would require a partnership and ongoing operations and

2.3.4	Encourage the development of private facilities for recreational activities such as ice skating, bowling or paintball.	<ul style="list-style-type: none"> • Planning Department • Redevelopment Agency 		Program	2	<p>maintenance agreements with other public and private organizations.</p> <p>Group was open to having the City consider and support such projects as they are presented within the normal development process.</p>
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<p>Community-Engagement-Officer. (See Action 1.3.3)</p>	<p>6.2.1 Expand City communication with residents through online and smart phone communication cell phone tools.</p> <ul style="list-style-type: none"> Improved website on community events Continue to use social media Smart Phone Applications Highlight activities of non-profit groups 	<ul style="list-style-type: none"> Public Information Director Community Engagement-Officer. (See Action 1.3.3) 	<ul style="list-style-type: none"> Schools Parks & Recreation Department City Department Heads City Clerk City-Engineer 	<p>Program</p>	<p>1 (NEAR TERM)</p>	<p>Maintenance-is-a-concern Group discussed that this should be a commitment of the City in both culture and with resources and the issue of maintenance should not be a concern.</p>
<p>6.2.2</p>	<p>Create a public plaza on the Avenue of Flags that can be used for notifying the community about current civic and other community events</p>	<ul style="list-style-type: none"> Planning Redevelopment 	<ul style="list-style-type: none"> Buelton-Arts Council (See Action 3-2-2) Parks and Recreation 	<p>Project</p>	<p>1 (LONG TERM)</p>	<p>Group discussed that this would be a long-term action item that should be coordinated and planned with the development of the Avenue of Flags corridor.</p> <p>Shorter term goal was identified to maintain regular updates at the kiosk site located at Avenue of Flags/SR 246 and perhaps find other frequented locations in the City.</p>
<p>6-2-26.2.3</p>	<p>Seek feedback from community members about how they use the City website, and make revisions as needed.</p>	<ul style="list-style-type: none"> Public Information Director Community Engagement-Officer. (See Action 1.3.3) 	<ul style="list-style-type: none"> City Department Heads 	<p>Program</p>	<p>2</p>	<p>Group discussed rolling this effort into Action Item 6.2.1</p>
<p>6-2-26.2.4</p>	<p>Consider creating a permanent location on Highway 246 for attractive signs or banners promoting City-sponsored events.</p>	<ul style="list-style-type: none"> Public Information Director Community Engagement-Officer. (See Action 1.3.3) 	<ul style="list-style-type: none"> City Council Caltrans 	<p>Project</p>	<p>2</p>	<p>Group discussed that this would be similar to what Solvang has on SR 246 just west of Alamo Pintado. Would require encroachment permit from Caltrans to span highway. Caltrans also has gateway monument program for community signs/monuments.</p>
<p>6-2-46.2.5</p>	<p>Hold regular "Town Hall" or "State of the City" meetings to share news of City initiatives with residents and foster</p>	<ul style="list-style-type: none"> Public Information Director Community Engagement-Officer. 	<ul style="list-style-type: none"> City Council Planning 	<p>Program</p>	<p>3</p>	

resident feedback on a variety of topics.	(See Action 1.3.3)	<ul style="list-style-type: none"> • City Manager • City Department Heads 	Commission		
6.2-56.2.6 Consider options to engage in informal communication with residents such as a monthly “Walk with the Mayor” or conversations with elected officials hosted in residents’ homes.	<ul style="list-style-type: none"> • Public Information Director Community Engagement Officer. (See Action 1.3.3) 	<ul style="list-style-type: none"> • City Council • City Manager 	Program	3	
Objective 6.3. Engage community members, including youth, in civic affairs and implementing the Vision Plan					
Action	Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes
6.3.1 Recruit community members to serve on the committees recommended in the Vision Plan.	<ul style="list-style-type: none"> • Public Information Director Community Engagement Officer. (See Action 1.3.3) • City Council • City Manager 	<ul style="list-style-type: none"> • Planning Commission • Parks and Recreation • Chamber of Commerce • City staff 	Program	1	
6.3.2 Develop and conduct an annual Civic Academy to improve community members’ understanding of local government organization and operations, and to encourage them to participate in public service.	<ul style="list-style-type: none"> • Public Information Director Community Engagement Officer. (See Action 1.3.3) 	<ul style="list-style-type: none"> • City staff • Elected and appointed City and County officials 	Program	3	
6.3.3 Engage youth in City governance by offering internships, including youth positions on committees.	<ul style="list-style-type: none"> • Public Information Director Community Engagement Officer. (See Action 1.3.3) 	<ul style="list-style-type: none"> • School district 	Program	2	Location: -Where?
6.3.4 Expand participation on the Parks and Recreation Commission by adding a youth representative and School District representative; support community-led park efforts by assigning Commissioners to serve as liaisons to PAWS Park and the SVV Botanic Garden.	<ul style="list-style-type: none"> • Parks and Recreation Commission 	<ul style="list-style-type: none"> • School district • PAWS Park of Santa Ynez Valley • Santa Ynez Valley Botanic Garden • Community Engagement officer 	Program	2	
6.3.5 Encourage the formation of a youth	<ul style="list-style-type: none"> • Parks and Recreation 	<ul style="list-style-type: none"> • Library 	Program	3	

<p>committee to provide oversight of "The Zone" and other topics relevant to youth, with a liaison to the Parks and Recreation Commission.</p>	<ul style="list-style-type: none"> Public Information Director Community Engagement Officers 	<ul style="list-style-type: none"> School District 		
<p>Objective 6.4. Strengthen community and families by matching available jobs and housing, so that people can live and work in Buellton.</p>				
<p>Action</p>	<p>Implementation Leader</p>	<p>Partners</p>	<p>Type of Action</p>	<p>Priority (1 to 3)</p>
<p>6.4.1 Continue to implement Housing Element policies to promote housing opportunities at a range of income levels, including expanding the supply of affordable housing and providing assistance for housing rehabilitation.</p>	<ul style="list-style-type: none"> Planning Redevelopment 	<ul style="list-style-type: none"> Santa Ynez Valley People Helping People County 	<p>Policies and Programs</p>	
<p>6.4.2 Provide information about housing assistance programs and affordable housing in a central locations as well as through targeted outreach.</p>	<ul style="list-style-type: none"> Planning Redevelopment Public Information Director 	<ul style="list-style-type: none"> Santa Ynez Valley People Helping People County Library School District Employers in hospitality and service industries 	<p>Program</p>	
<p>Develop an Economic Development and Tourism Strategy that addresses the creation of high-skill jobs in Buellton. (See Key Planning Efforts and Action 8.1.2)</p>	<ul style="list-style-type: none"> 			

City of Buellton Public Visioning

Sub-Committee Reports

Group 3 – Goal 3 (Offer a Variety of Arts and Cultural Opportunities)

Action items relate to fostering and supporting local artists, expanding tourism to include the arts, and opportunities for residents to participate in arts and culture



A R T S & C U L T U R E
BUELLTON VISIONING TASK GROUP

GOAL #3:

Offer a Variety of Arts & Cultural Opportunities



PRIORITIES & RECOMMENDATIONS

September 2011

While visions are essential, the map that takes us from here to there is essential!

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Introduction

Who We Are

The Arts & Culture Task Group is an eight-person sub-committee of the Buellton Visioning Process who brought to the discussion professional backgrounds in the fine arts, performing arts, crafts, landscape and urban design, and music, as well as many years worth of experiences overseeing a state visual arts grant program, owning and running a commercial art gallery, nonprofit art center management, presenter of dance events, public relations, and patronage in all of the visual and performing arts.

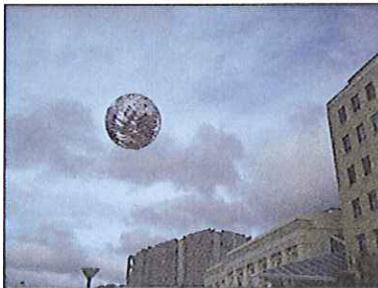
Serving on the Arts & Culture Task Group are: Peggy Brierton, Laurie Burnaby, Mary Jane Edalatpour, Puck Erickson, Larry Rankin, Judi Stauffer (chair), and Meg Thiele.

Additionally, the Buellton Historical Society elected to be involved informationally-only. Patty Fitzgerald was sent notices of all meetings and meeting minutes.

The Presenting Goal and Objectives

The Arts & Culture Task Group revisited the objectives identified through the Visioning Process and concluded, each time, that all three are equally important:

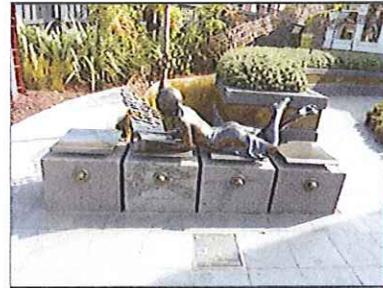
- * Foster and support local artists and artisans
- * Expand tourism to include arts and cultural activities and venues
- * Provide opportunities for residents to participate in arts and culture



Public Art: Wellington, NZ



Architectural Embellishment: Missoula, MT



Public Art: Christchurch, NZ

Impact of Arts & Culture on the Economy

The impact arts and cultural organizations have on California's economy is significant. A 2004 study¹ demonstrated that arts and cultural enterprises generate billions of dollars annually, support a workforce of more than 160,000, and produce nearly \$300 million in state and local taxes. It also shows that education, cultural tourism, and California's creative industries are all nurtured by the nonprofit arts sector. Significantly, arts and culture is not just big business for large cities, it has been proven to be equally vital for small towns, such as Buellton, and an important qualitative measure of a community's quality of life.

¹ The Arts: A Competitive Advantage for California II, The Economic Impact of Nonprofit Arts and Cultural Organizations

The Arts & Culture Matrix

The Arts & Culture Task Group believe that arts and culture, and artists and artisans offer compelling economic development and branding strategy opportunities for Buellton.

While our Task Group gave each of the three objectives equal weight in priority, the action items under each have been prioritized. Items in red have been added to those originally presented by RBF Associates in July 2010. Under each Action Item are recommended partners to achieve the desired outcome. An appendix further describes some of the key proposals advanced in this document.

Definitions

Throughout this report terms such as artist, artisan and culture are used. Below are the definitions the Arts & Culture Task Group used to describe each.

Artist — A person who practices the various creative arts, such as a painter, photographer, printmaker, sculptor, novelist, poet, actor, singer/songwriter, dancer or filmmaker.

Artisan — A person who crafts objects by hand, such as in clay, fiber, leather, paper, metal, and wood.

Culture — The customs, arts, social institutions, and achievements of people.

Objective 3.1 FOSTER AND SUPPORT LOCAL ARTISTS & ARTISANS

3.1.1 Create incentives to attract and retain artists and artisans, who are small business entrepreneurs to locate their studios and work spaces in Buellton. — new

(City)

- ★ Support, create or amend City ordinances and regulations — new
 - ✓ Support the continuation of the city zoning ordinance that allows live/work spaces in industrial-zoned areas — new
 - ✓ Amend the home occupation regulation to allow artists to open their home studios to potential clients, by appointment only — new
 - ✓ Amend city sign ordinance so artists can display “flags” to signify that their artist studios are open (to receive potential buyers) — new
 - ✓ Create wayfinding street signage to direct people to art galleries and art/cultural museums (commercial and public) — new
 - ✓ Create incentives for property owners to lease warehouse space, in industrial areas, to artists and artisans for studios and live/work space. — new
 - ✓ Create a community-wide arts and design district to help provide financial incentives to artists and artisans and to encourage development of arts and culture within Buellton. — new

3.1.2 Create public gallery and performance space in new or existing community facilities and outdoor public spaces.

- ★ Identify and provide indoor and outdoor public spaces — new
(City, Arts & Culture Development Council, and community organizations)

- ★ Curate exhibits of artist and artisan works, cultural displays, and performances — **new**
(Arts Council, in consultation with the host facility)
- 3.1.3** Promote local artists, artisans, public collections and arts/culture organizations through media, advertising and promotional materials. — **new**
(Buellton Chamber & VB, in partnership with Arts & Culture Development Council)
- ★ Create a Cultural Arts map/brochure (print/online) for tourists and others to explore the cultural aspects of Buellton and its surroundings — **new**
- 3.1.4 Encourage local businesses to display **and sell** local artwork **works by artisans, and performing arts talent in their hotels, restaurants, cafés, wine bars and breweries.** (formerly 3.1.3)
(Buellton Chamber/VB and Arts & Culture Development Council)
- 3.1.5 Display local artwork, works by artisans, and performing arts talent in festivals and events. (formerly 3.1.1)
- ★ High quality work by artists, artisans and performance artists—**new**
(City’s Special Events Committee, Buellton Chamber & VB, and civic organizations, in collaboration with the Arts & Culture Development Council)
- 3.1.6 Recruit local or non-local artists or other community members and organizations to create art for public spaces and development projects. (formerly 3.1.4)
- ★ Write and adopt an ordinance for a Percent for Arts program for all new capital improvement projects over a certain dollar amount (i.e. 1% on projects over \$50K) — **new**
(City, in consultation with the Arts & Culture Development Council)
 - ★ Integrate public art and design in architectural embellishments such as railings, lamp posts, benches, etc. — **new**
(City, in consultation with the Arts & Culture Development Council)
 - ★ Administer professionally run selection process to identify high quality artists, artisans or others to implement projects — ranging from sculpture to murals, trash receptacles, bike racks, outdoor lighting, etc. — and oversee the process from start to completion — **new**
(Arts & Culture Development Council, in consultation with the City)

Objective 3.2 EXPAND TOURISM TO INCLUDE ARTS & CULTURAL ACTIVITIES/VENUES

- 3.2.1 Organize and carry out community events or festivals that celebrate arts and culture.
(Special Events Committee: see below)
- ★ Create a Special Events Committee under the auspices of either the City of Buellton or the Buellton Visitors Bureau — **new**
(Participation to include representatives from the Arts & Culture Development Council and local organizations)
 - ★ Build the reputation that Buellton is an “arts & culture community” — **new**
(City, Chamber/VB, Special Events Committee, Arts & Culture Development Council, local organizations, and artists)

3.2.2 Create a Visitors Center that tells the unique story of the SYV through exhibitions related to our Valley's geography and geology, and how these unique factors have influenced our social, agricultural and cultural history from the Chumash tribe to now one of California's premier wine areas. — new

See Appendix 1 [*This could also be the "home" of the Buellton Historical Society*]

- ★ Explore the feasibility of a public/private partnership to build the Center. — new
(Arts & Culture Development Council, City, Buellton Historical Society, Economic Development Task Force, and various SYV organizations and associations)

Objective 3.3 PROVIDE OPPORTUNITIES FOR RESIDENTS & OTHERS TO PARTICIPATE IN ARTS & CULTURE

3.3.1 Create an Arts & Culture Development Council to coordinate development and implementation of programs to support local artists and artisans and expand arts and culture opportunities in Buellton. (formerly 3.3.2) (Arts professionals, patrons, and artists)

See Appendix 4

- ★ Create an independent Arts & Culture Development Council that is a 501(c)(3) nonprofit organization and encourages awareness, participation and expression of artists and artisans living in Buellton and its surrounding area; develops, sustains and promotes the literary, visual, and performing arts in Buellton and the SYV; facilitates greater historical and cultural understanding of the this area; develops partnerships with artists and artisans, the business and non-profit communities, and arts and culture patrons. — new
- ★ Identify and recruit a minimum of seven (7) individuals to serve on the Arts & Culture Development Council, from throughout the Santa Ynez Valley. who represent the various arts disciplines as well as cultural organizations and arts patrons. These individuals would be selected based on their ability and commitment to partner and network with others — locally, Valley-wide, and throughout the County and region — and to fulfill the Council's mission. — new
- ★ Develop a database of artists, artisans, arts/cultural organizations, arts-friendly businesses, and arts/cultural collections within 93427 and the Santa Ynez Valley — new
- ★ Create accessible and innovative ways to promote local artists, artisans, and arts-friendly businesses. — new
(Arts & Culture Development Council, in partnership with the Buellton Chamber/VB)
- ★ Partner or collaborate on previously identified action items throughout this document. — new
- ★ Create an ARTS Gallery that showcases artist and artisan-made artworks and products, and provides small performing arts venues for all ages — until an Arts Center is built — new
(Arts & Culture Development Council, in partnership with City, Chamber of Commerce/VB, and artists and artisans)

3.3.2 Provide residents and others opportunities to experience, to learn about, and to appreciate the world around us through on-going arts and cultural programming — new

(Arts & Culture Development Council and Buellton Historical Society, in partnership with the Buellton Public Library, Buellton Parks & Recreation, Alan Hancock Community College, Buellton Senior Center, and the SYV community)

- ★ Create a new civic center complex that includes a library/life-long learning center that includes IT conferencing facilities, a community art gallery, and meeting rooms where educational programs and small performances can be held. — new

See Appendix 2

3.3.3 Develop a community art center that provides flexible spaces for visual and performing arts, including classrooms, performance spaces, gallery spaces and workrooms. (formerly 3.3.1)

See Appendix 3

- ★ Explore the feasibility of a public/private partnership. — new
(Arts & Culture Development Council, City, arts organizations, and artists)
- ★ Offer professionally taught, hands-on classes and workshops (for all ages) in fine arts, crafts, music, dance and theatre classes and workshops, art/artisan exhibits, performing arts performances and small theatre productions. — new
(Arts Center)

3.3.4 Nurture and grow progressive arts and culture leadership — new

(Arts & Culture Development Council, Buellton Chamber of Commerce/VB, Economic Development Task Force, local organizations, and artists and artisans)

- ★ Include arts and culture leaders in meetings that provide an understanding of the depth, breadth and complexity of community issues associated with effective and lasting economic development outcomes.
- ★ Support synergistic relationships between the Arts & Culture Council and the Buellton Visitors Bureau and Chamber of Commerce, and the Buellton Parks and Recreation Department and Commission.

8 KEY ACTIONS
that need to be undertaken by the
CITY OF BUELLTON

1. Support the building of a new reputation for Buellton as being the “arts and culture community” of this area.
2. Support, create or amend City ordinances and regulations to encourage and support artists and arts-related activities.
3. Support the formation of a separate, nonprofit Arts & Culture Development Council to position Buellton as the arts hub of the Santa Ynez Valley.
4. Create public gallery and performance spaces in new or existing community facilities and city-owned outdoor public spaces.
5. Create a Special Event Committee that is responsible for carrying out at least one annual event and that includes arts and culture components.
6. Create an arts and culture incubator to explore the feasibility of public/private/nonprofit partnerships to build a Buellton Visitors Center, a Buellton Library and Community Resource Center, and an Arts Center, as described above and in the appendixes.
7. Establish a Public Arts Program with funding derived from a Percent for Arts fee on all new commercial development projects.
8. Encourage and support cooperative and collaborative relationships between an Arts & Culture Development Council and the Buellton Chamber of Commerce & Visitors Bureau, and the Parks & Recreation Department and Commission.

Recommendations

The Arts & Culture Task Group envisions a vibrant and prosperous Buellton where innovations in arts and culture engage people in all aspects of life while providing a base for sustained economic growth and development by claiming regional leadership. (See Appendix 5)

We propose that the City of Buellton support the formation of an Arts & Culture Development Council to work collaboratively with the City to identify policies and strategies that can lead to Buellton being recognized as the “arts and culture center” of the Santa Ynez Valley.

There are a number of key actions that must occur to position Buellton as a legitimate arts and culture community. Some of these actions must be undertaken by the City of Buellton, while others require public/private/nonprofit partnerships that include the investment of resources — funds as well as time and community participation. (See Appendix 6)

These types of partnerships are essential to successfully attracting and supporting artists and artisans locally, while simultaneously achieving the quality of life, and economic and tourism objectives also articulated through the Community Visioning Process. They are especially critical, too, when developing: a civic center complex with community art gallery and public spaces for arts and cultural programming; a Visitors Center with multi-disciplinary displays; an arts center; and a public arts program.

The following appendixes include more in depth descriptions of the Arts and Culture Development Council and the three major public/private/nonprofit projects recommended by the Arts & Culture Task Group to position Buellton both as the arts and culture hub of the Santa Ynez Valley as well as the “must-see first stop” when visiting this area. These projects are: Buellton Visitors Center, Buellton Library & Community Resource Center, and an Art Center.

Establishing Buellton's brand will be a key component to our community's Vision Strategy in that it will differentiate our community from its competitors — within the Santa Ynez Valley,

Santa Barbara County, and the Central Coast. Identifying Buellton as an arts and culture focused community will help define what makes Buellton “special”.

Appendix 1: Buellton Visitors Center

Why are the Arts & Culture important to Buellton's brand?

Assuming Buellton will define and develop a more encompassing identity and role for itself, particularly as a tourism destination and location for business, the city's brand will be a key marketing and promotional component of its Vision Strategy. Being distinctive is an important aspect of a community's visioning strategy. An emphasis on our community's cultural and artistic heritage gives meaning and value to Buellton's Vision Strategy, provides opportunities to ensure community engagement and involvement, and helps to enhance the city's overall vision.

Cultural and artistic events as well as permanent and temporary public art displays have significant roles to play in establishing Buellton as a tourist destination. The most successful examples of the latter type projects are those where the local community is fully involved in the whole process — start to finish — rather than it being imposed upon the citizenry. Strong community identities are based on a mix of people factors including history and traditions as well as place distinctions such a location, landscape and the community's natural surroundings.

BUELLTON VISITORS CENTER PROJECT

Buellton is bisected by two major roadways (Hwy. 101 and Hwy. 246) that carry most people to and through the Santa Ynez Valley. In some ways, all roads lead to Buellton. This area has a long history and strong cultural richness, and is very unique geographically and geologically. Elements of this are:

- Only transversal mountain ranges in the lower 48 states;
- pre-history archaeology (Chumash paintings);
- extensive history (Chumash, Spanish land grants, missions, ranching, farming, and viticulture);
- Hwy. 101 ran through it — a "service town" for travelers.

Ready to expand its role in promoting consumer-to-business relationships,² the Buellton Visitors Bureau should be encouraged to also expand its notion of "service" in today's competitive economic marketplace by offering tourists concierge service. For instance booking hotel rooms and dinner reservations; arranging wine tours, spa treatments, artist studio visits; etc. It should also be the Center for an encompassing and interactive exhibit about our neighboring world-famous wine appellations.

Objective: To make Buellton the starting point for visitors coming to the Santa Ynez Valley — the "must see" first stop — by creating displays that make residents and visitors value the area's natural assets and understand the larger context of what makes Buellton uniquely special and worth visiting.

Description: A state-of-the-art Visitors Center on the Avenue of Flags, which offers concierge services for visitors, "Made-In the SYV" products, as well as a multi-disciplinary look at how the greater Buellton area (including the entire SYV and Los Alamos) developed into one of California's premier wine producing areas.

The story would be told through museum-quality educational displays about the areas geography and geology, as well as the social history that developed from the Chumash culture through the Spanish land grants, missions, ranching, and agriculture — all leading to today's very successful viticulture industry.

There would be an experiential, fee-based aspect of the Center related to the area wine industry for those 21-years old and older. Portions of this multi-media presentation would change every 6-months, while the majority of the exhibit would remain the same. [More detailed information is available upon request.] There could also be a café concession licensed out to a chef that would serves light meals that spotlight the area's agricultural offerings (meats, vegetables and fruit) paired with SYV wines.

Funding: A partnership that would involve the City of Buellton, SYV and community organizations, and individual donors.

Buellton can become
the starting point and
"must see" first stop
for visitors coming to the
Santa Ynez Valley.

² Buellton Visitor Bureau Action Plan, page 91 of the August 11 City Council Meeting packet

Appendix 2: Buellton Civic Center (Library & Community Resource Center)

Why is education and life-long learning important to Buellton and the quality of life it offers?

As we enter the second decade of the 21st century, small towns and cities across America are creating new visions for that great institution, the American public library.

No longer just a repository for the printed word, the new American library has become a community and cultural center offering programming in such diverse areas as fine arts, literature, crafts and current events. As institutions, libraries are working in many inventive and collaborative ways, in public and private partnership, to reshape and revitalize their role in people's daily lives.

21st century libraries are much more than rooms with books — they are community and cultural centers, and important components in ongoing support of small and emerging business enterprises.

Access to technology is now fundamental for strong and growing communities. Rotary Club updates, school research papers, Social Security and Medicare updates, and tourist information are only a few common interactions on the Internet. As hubs for public internet connectivity, libraries from Scottsdale, Arizona to Long Lake, New York serve a wide array of the community needs. By providing computer stations and Internet access, still unaffordable to many, the new Buellton library will enrich and strengthen the lives of its citizens.

BUELLTON CIVIC CENTER — LIBRARY AND COMMUNITY RESOURCE CENTER

In this time of economic recovery, the library can also function as an important component in Buellton's ongoing support of small and emerging business enterprises. Many businesses now operate from home or limited office facilities. With forward thinking and flexible design, the 21st century library can offer multi-purpose rooms for video and tele-conferencing, small meetings and presentations.

From a town planning perspective, businesses such as *Kinko's Fed Ex* could be encouraged to develop on an adjacent pad or property, offering complementary services such as reprographics and shipping.

The new American library continues to build on a history of collaborative experiences with the arts. Nonprofit groups often manage gallery space while art classes and stand-alone cultural programs are offered for all ages — children to adults — in flexibly designed meeting rooms. With such synergy, many new libraries also have small cafés, leased to outside operators, to encourage longer stays and broaden community appeal.

By encouraging the interaction of many groups, the support base for such a facility widens to a point where implementation becomes truly feasible. The ongoing activity such a multi-use facility could bring to the downtown area could serve as a key activator for other development in the area and serve as a vibrant anchor for the heart of the Buellton community

While private enterprises such as grocery stores and hotels are vital to the economic health of a community, strong civic institutions such as the library are the true and binding expressions of its values and fortitude.

Objective: To make Buellton's Avenue of Flags the business center of the Santa Ynez Valley by creating a civic complex that provides life-long enrichment to residents of all ages — children through elders — and educational and business backgrounds, and to anchor businesses and attract consumers to the Avenue of Flags downtown district.

Description: A state-of-the-art civic center complex, on the Avenue of Flags, that would include a library, IT conferencing facilities that could be rented by local entrepreneurs, a community art gallery, and meeting rooms where educational programs and small performances can be held in addition to local organization meetings.

Funding: City and County funds as well as grants and some fee-for-service services.

Appendix 3: Arts Center

Why is arts education important to Buellton's economic development and its quality of life?

Creativity is good for the soul, sense of community, and our local economy. Moreover, the arts are a powerful economic engine that produces jobs and generates tax revenue and spending.

The arts are also a proven successful component of downtown revitalization strategies, and in the redevelopment of commercial areas in any given community — regardless of size. Additionally, the cultural sector of tourism continues to enjoy growth. More and more communities are benefiting from cultural tourism, and an increasing number of travelers cite cultural and artistic events, attractions and programs as being high on their list of determining travel destinations and lengths of stay.

There is also significant, credible evidence as to the value of arts in education — no matter if the age of the student is a young child or a senior citizen. The arts teach the very skills the new economy highly prizes, such as team building, problem solving, calculated risk taking, and out-of-the-box thinking. Students involved in the arts perform better on virtually every maker — improved SAT scores, better math and science aptitude, and less absenteeism. The arts are also a cost-effective means of addressing a range of social issues including those attendant to youth-at-risk and senior involvement.

Cultural facilities enhance a city's identity by creating pride and involvement, serving as a gathering place for communities to build bridges between diverse cultures and generations, and forging common ground for collaboration and consensus.

Objectives: To offer arts-related classes to students of all ages — children through seniors — taught by locally, regionally, and nationally recognized artists. Future possibilities include artist-in-residence programs, as well as workshops that attract students from throughout the United States. Also, to help establish Buellton as an arts and culture community.

Description: The Arts Center would be a consortium of local arts organizations, artists and artisans living in Buellton and throughout the Santa Ynez Valley who are dedicated to making, teaching, exhibiting and performing within the context of creative and decorative arts. To start, perhaps an existing building can be repurposed into an arts center.

The arts center would:

- * Offer a variety of fine arts (drawing, painting, sculpture, film and digital photography) and crafts (ceramics, woodworking, and fiber arts), dance and theater classes and workshops;
- * Present writing and movement classes;
- * Provide exhibition space for artworks by faculty, students and guest artists;
- * Provide performance space for dancers, actors and musicians;
- * Present arts appreciation programs;
- * Rent studio space to artists;
- * Rent rehearsal and performance space to local music and theater groups;
- * Rent space for civic functions; and
- * Partner with other arts organizations — the Buellton Arts Council, Buellton Visitors Bureau, and other local organizations and businesses on arts-related events and projects.

The arts teach the very skills the new economy highly prizes — team building, problem solving, calculated risk taking, and out-of-the-box thinking.

Arts Center governing body: A board of directors consisting of representatives from the consortium, as well as artists, art professionals and patrons of the arts from throughout the Santa Ynez Valley. The Santa Ynez Valley Artist Guild, an incorporated 501(c)(3) nonprofit organization, could be approached to serve as the Center's fiscal agent.

Funding: A public/nonprofit partnership that would include grants and private support.

Appendix 4: Arts & Culture Development Council

Why is an Arts & Culture Development Council critical to helping Buellton establish itself as an “arts and culture community”?

Cities of all sizes are recognizing that community amenities like cultural facilities and programs; art, dance and music festivals; multi-cultural celebrations are giving their cities and its new marketable identities while simultaneously providing a better quality of life for its residents.

Moreover, the arts attract business investment, stimulate convention and visitor trade, and increase downtown retail activity. Arts and cultural amenities are a proven asset to a community making it a more desirable place to live and work while elevating everyone’s quality of life.

In short, the arts and culture are a good investment — one that positively value-adds to a community in a myriad of quantifiable and verifiable ways.

The arts have also proven to be instrumental in indirect ways. For instance:

- * The arts are a powerful economic engine that produce jobs, generate tax revenue and spending;
- * According to statistics, communities with strong cultural offerings attract and keep businesses, and increase home valuations — businesses locate themselves in communities that are centers of creativity and innovation³;
- * The arts are a proven successful component of downtown revitalization strategies, and in the redevelopment of commercial areas — the creation of arts districts or designated cultural zones have been the cornerstone of many cities’ redevelopment plans;
- * The cultural component of tourism continues to enjoy record growth — more and more communities of all sizes are benefiting from cultural tourism, and increasing numbers of travelers cite cultural and artistic offerings high on their list of determining travel destinations and lengths of stay;
- * High quality arts and cultural events, festivals and public art projects attract media attention — and thereby increased participation by locals and tourists;
- * Artists and artisan open studios attract tourists and facilitate a deeper appreciation of the creative process;
- * Studies show that innovation and creativity are key components to a prosperous state and local economy — arts learning, at all age levels, through arts education, cultural events and activities, and individual creative exploration can help create a more desirable community for businesses and residents;
- * Performing and visual arts spaces and performances/exhibitions draw people to a community’s downtown and retail centers, and provide cultural services, especially for children and youth;
- * Children learn critical-thinking and spacial skills, improve focus, and gain confidence when provided a solid foundation in the arts through both in-school and after-school arts programs, family outings to cultural events, and creative activities in the home;
- * The arts build cultural bridges, contribute towards cross-cultural understanding, strengthen the sense of community, preserve the traditions and contributions of its citizens, and enhance the community’s general quality of life.

Key to realizing the goal of “Offering a Variety of Arts & Cultural Opportunities” is the formation of a Arts & Culture Development Council. Its mission would be to:

Encourage and enhance the artistic and cultural environment in the City of Buellton and its surrounding area. We believe the arts and cultural diversity are essential to the life of a community, and need to be recognized, honored, nurtured, and celebrated. By supporting artists and artisans, together we create cultural opportunities for the people who live, work and play here.

³ According to a 2009 California Arts Council study, there were more California companies and employees in creative industries in this state than any other (110,840 arts-related businesses that employed 438,912 people.

Objective: To build Buellton’s reputation as an “arts & culture community” by providing opportunities for residents and others to participate in the arts and cultural offerings Buellton and its surrounding area has to offer, while simultaneously helping to reinforce the City’s brand and enhance its economic development efforts.

A vibrant arts community attracts varied economic enterprises and a broader-based tourism industry.



Arts and Crafts Fair and Festivals



Boutique Retail Shops
featuring locally made products



Fabulous Food and Wine Venues

Description: An independent Arts & Culture Development Council that is a 501(c)(3) nonprofit corporation that:

- * Encourages awareness, participation and expression of artists and artisans living in Buellton and its surrounding area;
- * Develops, sustains and promotes the literary, visual, and performing arts in Buellton and the Santa Ynez Valley;
- * Facilitates greater historical and cultural understanding by celebrating the rich and diverse aspects of this area;
- * Develops partnerships with artists and artisans, business and nonprofit communities, and arts and culture patrons;
- * Develops a database of artists, artisan, arts/cultural organizations, arts-friendly businesses, and arts/cultural collections within 93428 and the Santa Ynez Valley;
- * Administers a public arts program in association with the City of Buellton;
- * Creates accessible and innovative ways to promote local artists, artisans, and arts-friendly businesses;
- * Partners or collaborates on action items previously identified throughout this document;
- * Oversees a Community ARTS Gallery — in existing public spaces — that showcases artists and artisan-made artworks and products, and provides small performing arts venues;
- * Maintains an arts *Calendar of Events* and provides arts-related publicity services, including a website;
- * Offers arts-related technical assistance to artists, arts organizations and the City of Buellton, as well as arts advocacy.

The Arts & Cultural Development Council would work cooperatively and collaboratively with artists, the City of Buellton (including the Planning Department, Parks & Recreation, Economic Development, Public Works, and Law Enforcement), the Buellton Chamber of Commerce and Visitors Bureau, Buellton Library, Buellton school district and PTSA, local businesses.

ACDC governing body: The Council will have a 7-12 person board of directors consisting of representatives of various arts disciplines, arts and cultural organizations, and arts patrons. Members of the Council will be selected by a panel composed of two representatives of the Buellton Visioning Arts & Culture Task Group and three other prominent figures in the arts (to be announced). The panel members can be arts administrators, working artists and/or arts presenters. At least one person on the selection panel will reside outside of the Santa Ynez Valley. The length of commitment to the Council will be two-years — a rolling term to assure that not all members of the Council will rotate off at once. Council members may serve three consecutive two-year terms.

Funding: The programs and activities of the Arts & Culture Development Council will be funded from a variety of sources including private contributions, in-kind services, commissions on the sales of artworks and fees, and grants from public and private sources.

Appendix 5: Arts & Culture Vision Statement

Why is an Arts & Culture Vision Statement important?

To be certain that the principal entities involved in branding the city are on the same page. This includes the City of Buellton, Buellton Chamber of Commerce and Visitors Bureau, Economic Development Task Force, Community Visioning Process Steering Committee and its task groups.

The arts are a powerful economic engine that produce jobs, and generate tax revenue and spending. They are also a proven successful component to downtown revitalization.

Vision Statement:

A center for arts and culture within the Santa Ynez Valley, Santa Barbara County and California's Central Coast, artists and artisans in and around Buellton are recognized and promoted as vital small businesses who help the city expand tourism and provide residents and others opportunities to experience and participate in arts and cultural activities.

Through successful public/private/nonprofit partnerships, Buellton is the "must see" first stop on a visit to the Santa Ynez Valley. Visitors can get a "taste" of our unique area and all it has to offer at the state-of-the-art Visitors Center, which has professionally designed displays that tell the story of our Valley and how its unique geography and geology have influenced the social, agricultural and cultural history from the Chumash tribe to now one of California's premier wine producing areas.

The Arts Center provides flexible spaces and professionally taught, hands-on classes and workshops in the visual, decorative and performing arts. This facility includes classrooms, gallery and performance spaces, as well as artist studios and a gift shop.

Innovative zoning ordinances allow for mixed-use artist studio/living spaces that create a healthy and active arts scene including public and commercial art galleries, the Art Center, restaurants and cafés, and other entertainment venues. The heart of the community's art scene is in the Avenue of Flags downtown district. Here, outdoor public art graces the central plaza and smaller green spaces, a community public gallery is housed in the new state-of-the-art Library and Community Resource Center with an outdoor amphitheater that features on-going public performances of all kinds and for all ages. Year-round arts and cultural events attract local, regional, national and international attention.

Appendix 6: Case Study: The Arts and Community Revitalization

September 16, 2011 <http://detnews.com/article/20110916/ENT01/109160353>

Detroit gets \$1.3M in grants to test development through arts

MICHAEL H. HODGES / Detroit News Fine Arts Writer

A new national initiative has awarded three Detroit cultural organizations a total of \$1.33 million to stimulate redevelopment along the Woodward Corridor.

The funds are part of a pilot program — one being closely watched by top federal officials — to reward and encourage the successful use of art to jump-start economic development in struggling neighborhoods.

In its first year, ArtPlace will invest \$11.5 million in 34 projects in 25 cities nationwide. It will also be supported by a \$12 million loan from major financial institutions. In a sign of the initiative's sharp interest, Detroit won more dollars than anywhere except New York City, which got \$1.6 million.

The arts are key to making big-city neighborhoods come alive, said National Endowment for the Arts head Rocco Landesman, who came up with ArtPlace.

"One thing we know from research by Richard Florida and others is that people don't follow businesses. Businesses follow people," he said. "And if you ask people what they want in a place, they'll say good education and an engaging arts scene."

Midtown Detroit Inc., formerly the University Cultural Center Association, won \$900,000 to advance its Sugar Hills Arts District south of the Detroit Institute of Arts. The Museum of Contemporary Art Detroit, part of Sugar Hill, received \$350,000 to finish interior renovations, while Wayne State's TechTown got \$80,000 to create a multi-use space for community artists.

How close TechTown is to Sugar Hill was one of the things that attracted funders, said ArtPlace executive director Carol Coletta.

"You have these fascinating opportunities in Detroit, all within — what — five blocks of one another? When you start massing your resources as you're doing there, that's when one plus one equals three."

The idea behind ArtPlace is that "art and culture really make a difference in the lives of communities," said Kresge Foundation President and CEO Rip Rapson, paraphrasing a conversation he had months ago with Landesman, "and that art can be a driver to revitalize some of the most difficult parts of America."

The Kresge Foundation, based in Troy, is among 11 foundations nationwide that contributed \$11.5 million total that the Chicago-based ArtPlace will invest.

Not all grants went to classically distressed cities like Detroit or some parts of New York — a project in Seattle's International District won \$100,000.

ArtPlace is not part of the NEA or the federal government but has generated interest at the highest levels, Rapson said.

He recalled that a bevy of department heads — from the secretary of Housing And Urban Development to the White House chief of staff — was invited for a confab about ArtPlace at the White House in June.

"We never dreamed they'd show. And they all came," Rapson said. "We ended up spending the better part of an hour and a half having this fascinating conversation."

Landesman, he said, was able to convince those attending that art can be integral to their work in communities.

That art can be an important part of Detroit's rebirth has even reached the Oval Office. In his Labor Day address in Detroit, President Barack Obama specifically cited the impact the arts have had on the city's reinvention.

Yet Coletta is quick to point out, "We didn't invest in Detroit because it's distressed. We invested in Detroit because we saw momentum," particularly in the blossoming plans for the Woodward Corridor from the projected light-rail system to the ongoing construction at Sugar Hill.

Grassroots activists have long known that art is an important economic driver, said Sue Mosey, president of Midtown Detroit Inc., but government has perhaps been slower to come to that conclusion.

"Combining the arts with urban and economic growth and development," said Mosey, "is long overdue and a great concept."

Combining the arts with urban
and economic growth and
development is long overdue and
a great concept.

If ArtPlace seeks to jump-start struggling neighborhoods, Sugar Hill looks like the ideal poster child, since its two blocks were largely abandoned, apart from the Museum of Contemporary Art Detroit and the N'Namdi Center for Contemporary Art. In the past year, Midtown Detroit has renovated a derelict apartment building at the district's heart, and is about to launch new construction.

The goal is to create a walkable mixed-use arts community that will be a destination, and act as a bridge between the Detroit Medical Center and Woodward Avenue.

Midtown Detroit Inc. will use its \$900,000 from ArtPlace to buy a vacant church at Sugar Hill's northeast corner, and begin the process of planning for renovating it into a performing arts center.

MOCAD, housed in an old car dealership, will apply its \$350,000 to improve both exhibition space and staff offices.

The \$80,000 going to TechTown will fund a feasibility study on creating a local "hacker space" at the business incubator. TechTown chief of staff Meredith Kerekes defines that as a multiuse membership space for fabricators.

"It would have tools and high-tech machinery," she said, "to help anyone from former autoworkers to day tinkerers get shared access to what's normally incredibly expensive equipment." Also under consideration are cheap office suites for start-ups, gallery space and a cafe.

For his part, Rapson thinks the message ArtPlace and its boosters in government are sending is as important as the money.

"It reminds the Detroit community that the federal government is deeply committed to reinforcing the on-the-ground efforts people are making," he said. "It's a really important symbolic statement."

mhodes@detnews.com
(313) 222-6021

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City of Buellton Public Visioning

Sub-Committee Reports

Group 4 – Goal 4 (Promote Desired change through Planning and Design)

Action items relate to promoting attractive and well maintained neighborhoods, providing an environment that appeals to residents and visitors, and maintaining small town character



Goal 4. Promote Desired Change Through Planning and Design						
Objective 4-3 4.1. Maintain rural small-town character. (PRIORITY 1)						
Action	Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes	
4.1.1	<ul style="list-style-type: none"> Planning Department 	<ul style="list-style-type: none"> Planning Commission Design Review Committee 	Plan	1	The committee identified this action to be the cornerstone of being able to implement some of the other recommended actions on design review. Having a "playbook" by which projects can be evaluated and reviewed was seen as paramount.	
4.1.2 (NEW)	<ul style="list-style-type: none"> Planning Department 	<ul style="list-style-type: none"> City Council Planning Commission 		2		
4.1.3 (NEW)	<ul style="list-style-type: none"> Planning Department 	<ul style="list-style-type: none"> City Council Planning Commission 		1		
4.1.4 (NEW)	<ul style="list-style-type: none"> Planning Department 	<ul style="list-style-type: none"> City Council 		2		
4.1.5	Zoning changes or changes in intended			2		

(NEW)	land use that would provide inconsistencies among adjacent properties							
Objective 4-1 4.2. Promote attractive, well-maintained neighborhoods and districts (PRIORITY 2)								
Action	Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes			
4-1-14.2.1	<ul style="list-style-type: none"> City Engineer 	<ul style="list-style-type: none"> Caltrans 	Project	3	Any further planned improvements along 246 should be deferred pending completion of the Corridor Study and 246.			
4-1-24.2.2	<ul style="list-style-type: none"> Planning Department 	<ul style="list-style-type: none"> Planning Commission 	Policy/Plan	1	The committee identified this action to be the cornerstone of being able to implement some of the other recommended actions on design review. Having a "playbook" by which projects can be evaluated and reviewed was seen as paramount. (See below new Objective 4.4)			
4-1-34.2.3	<ul style="list-style-type: none"> City Council 	<ul style="list-style-type: none"> Planning Commission Planning Department 	Program	1	<p>(3) Concerns re: too much bureaucracy.</p> <p>(4) But want better design!</p> <p>The committee felt strongly that a specifically tasked design review committee, separate from the planning commission which currently holds those de facto responsibilities, would best serve the community/city's design needs. It was understood that though there may be concerns of added layers of process, the benefits in the areas of expertise, plan consistency,</p>			

									and implementation assurance would far outweigh these concerns.
4-1-44.2.4	As part of the Bikeways and Pedestrian Master Plan process, evaluate Central Avenue and other highly traveled streets within the City for traffic calming improvements.	<ul style="list-style-type: none"> City Engineer 			Project		2		
4-1-54.2.5	Implement a façade enhancement/building rehabilitation program to incentivize rehabilitation of commercial properties.	<ul style="list-style-type: none"> Redevelopment Agency Planning Department 		<ul style="list-style-type: none"> Public Works 	Program		3		
4-1-64.2.6	Create a neighborhood enhancement program to organize neighborhood and district clean up efforts by volunteer community members.	<ul style="list-style-type: none"> Public Works Community Engagement Officers (see Action 1.1.3) 		<ul style="list-style-type: none"> Redevelopment Agency 	Program		3		
4-1-74.2.7	Revise the Sign Title and Permitted Signs and Sign Standards sections of the City's Municipal Code. (See Key Planning Efforts)	<ul style="list-style-type: none"> Planning Department 			Policy		2		
4-1-84.2.8	Revise the Mixed Use development standards and zoning regulations in the City's Municipal Code. (See Key Planning Efforts)	<ul style="list-style-type: none"> Planning Department 			Policy		1		
Objective 4.3. Provide and environment that appeals to and supports both residents and visitors. (PRIORITY 3)									
Action		Implementation Leader	Partners	Type of Action	Priority (1 to 3)	Notes			
4-2-14.3.1	Implement a comprehensive wayfinding/signage program to direct people to parks, community facilities and special districts.	<ul style="list-style-type: none"> City Engineer 	<ul style="list-style-type: none"> Local Artists Outside Sign Firm Chamber of Commerce Planning Commission Design Review Committee 	Project	2				
4-2-24.3.2	Implement improvements to the gateways to the City including streetscape, landscaping and City entry signage.	<ul style="list-style-type: none"> City Engineer 	<ul style="list-style-type: none"> Planning Commission Design Review Committee Local Artists Outside Design Firm 	Project	3				

4-2-24.3.3 Accommodate large trucks and truck drivers by providing safe and convenient parking and amenities outside of pedestrian-oriented areas.	<ul style="list-style-type: none"> • City Engineer 	<ul style="list-style-type: none"> • Business Owners 	Project	3	Location: Where?
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City of Buellton Public Visioning

Sub-Committee Reports

Group 5 – Vision Statement and Goal 5 (Create a Vibrant Avenue of Flags Downtown Area)

Action items relate to coordinating development and improvements on the Avenue, and ensuring organizational support for the transformation of the Avenue



Avenue of Flags Revitalization Committee #5

597 Avenue of Flags, Suite 104
Buellton, CA 93427
805-686-5151

September 16, 2011

Attn: Marc Bierdzinski
Planning Director
City of Buellton

Re: Committee for the Revitalization of Avenue of Flags (AOF)

Dear Marc:

The AOF Revitalization Committee is proud to present to the City of Buellton the formal "Vision Statement" and "Goal-Objectives Outline". We have configured these goals and objectives according to the original matrix provided by the City and RBF Consulting. We request the committee results be communicated to the corridor study engineers to be considered a part of the pending study. We look forward to presenting this information at future public meetings.

Should you have any questions or further instructions please feel free to contact me at the above number.

Sincerely yours,



Kerry Moriarty
Committee Chairman

Committee Members:

Peggy Brierton – Buellton Business Owner
Judi Stauffer – Buellton Resident
Pete Robertson – AOF Property Owner
Mark Cavanaugh – Buellton Resident
Lisa Figueroa – Buellton Resident
Ron Dale – Buellton Resident
Jon Laury – Buellton Resident
Jon McDermott and Doniece Parsons – Buellton Business Owners

Vision Statement

“Avenue of Flags Downtown Village District”

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 provides a “*Signature destination experience*” and promotes a “*Village Style*” commercial/residential district offering an exciting place to live, work and attract tourists.

“*Special District*” zoning allows for development opportunities including: hospitality-lodging, retail shops, art studios and galleries, professional offices, restaurants and cafes, entertainment venues, high density residential units and mixed-use projects.

GOAL 5 Create a Vibrant Downtown

Objective 5.1 COORDINATE DEVELOPMENT AND IMPROVEMENTS ON THE AVENUE OF FLAGS TO GENERATE ACTIVITY, PROMOTE AN ATTRACTIVE APPEARANCE, PROVIDE PUBLIC SPACE FOR EVENTS, AND CREATE A SAFE AND COMFORTABLE ENVIRONMENT FOR PEDESTRIANS.

5.1.1 Establish "Special District" zoning for the AOF — new

(City Planning Department, Planning Commission, City Council)

- ★ **Define AOF District boundaries** — new
 - ✓ East — 101 Freeway; West — Central Avenue (both sides of street); North — Jonata Road; South — Santa Ynez River — new
- ★ **Identify property uses that promote vision statement** — new
 - ✓ Public spaces, general commercial, hospitality-lodging, recreation, mixed-use, entertainment, stand-alone residential (off AOF) — new
- ★ **Select standard architectural style(s)** — new
 - ✓ Consider the following: Craftsman, Traditional Downtown (brick facade), Contemporary Ranch, Victorian, and Mission — new
 - ✓ Define a mechanism for alternative style review — new
- ★ **Develop "General" guidelines for architectural quality and detail** — new
- ★ **Develop "Form Based" guidelines for building mass, scale and height** — new
- ★ **Develop a broad policy for "Interim Use and Term of Time" for properties within district** — new
- ★ **Conduct an analysis of infrastructure** — new
 - ✓ Flood recertification — new
 - ✓ Flood Control — new
 - ✓ Sewer Capacity — new

5.1.2 Develop a Town Square/Central Plaza Project — new

(City Planning Department, Planning Commission, City Council)

- ★ **Identify location options** — new
- ★ **Explore "public catalytic project"** — new
- ★ **Identify scope of project** (i.e. library/community resource center and community center-activity area) — new

GOAL 5 Create a Vibrant Downtown

5.1.3 Develop traffic pattern refinements — new

(City Planning Department, Planning Commission)

★ **Provide goals to Corridor Study Consultants:**

(AOF Task Group)

- ✓ Reduce 2 lanes in each direction to 1 lane on the north section of the AOF — new
- ✓ Accommodate space for future Town Square/Plaza — new
- ✓ Enhance public parking opportunities — new
- ✓ Identify secondary streets (outside AOF and 2nd Street) that are smaller in scale (i.e. alley style) — new

★ **Outline traffic pattern options** — new

★ **Develop costs for each** — new

★ **Develop costs for each** — new

★ **Identify sources of funding and time-line for selected option** — new

5.1.4 Enhance parking options — new

(City Planning Department, Planning Commission)

★ **Identify public parking location options** — new

★ **Outline private parcel acquisition and/or lease policy-strategies** — new

5.1.5 Create pedestrian walking paths and bikeways — new

(City Planning Department, Parks & Recreation Commission)

★ **Identify general boundary outline (AOF boundary outline included in Corridor Study)** — new

★ **Identify public pathways for City projects** — new

★ **Develop specifications and materials scope for pathways** — new

5.1.6 Continue Property Refurbishment Program — new

(City Planning Department, Planning Commission, City Council)

★ **Promote private property renovations along the AOF** — new

★ **Create City funded “low cost loans”** — new

★ **Review and refine City funded “matching funds program”** — new

5.1.7 Establish financial incentives for private development in the AOF Downtown District — new

(Economic Development Task Force, RDA)

★ **Create a special committee to explore:**

- ✓ Property tax abatement program — new
- ✓ Impact fee discounts — new
- ✓ Utility fee reduction — new
- ✓ City funded land loan program — new

GOAL 5 Create a Vibrant Downtown

- ✓ City funded "matching funds" program for small local business "start up" development — new

5.1.8 Provide public art and activities within the Downtown District — new

(City, Chamber of Commerce/VB, Arts & Culture Development Council, community organizations)

- ★ **Identify and provide public art and architectural embellishment options**

- ✓ Locations — public and private indoor and outdoor spaces

- ★ **Identify and provide public performance areas**

- ✓ Locations — public and private indoor and outdoor spaces

- ★ **Identify and sponsor arts, cultural and other activities**

- ✓ Locations — public and private spaces

5.1.9 Identify and develop additional "Catalytic" projects — new

(City, Economic Development Task Force, Chamber of Commerce/VB, others)

- ★ **Establish a committee to identify and explore various opportunities** — new

- ★ **Create an incentive policy for funding unique development opportunities** — new

5.1.10 Prepare a Downtown Specific Plan and necessary environmental review. (See Key Planning Efforts)

(City Planning Department, Planning Commission, City Council)

Objective 5.2 ENSURE ORGANIZATIONAL SUPPORT FOR THE TRANSFORMATION OF THE AVENUE OF FLAGS

5.2.1 Assign economic development and redevelopment staff to oversee implementation of plan(s) for the AOF

(City Manager, Economic Development Task Force, Chamber of Commerce/Visitors Bureau)

- ★ **Create a City funded economic development manager position**

5.2.2 Form a downtown merchants association to champion the transformation of the Avenue

(AOF business owners, Economic Development staff, Chamber of Commerce)

- ★ **Undertake efforts such as joint marketing, cleanups, and special events**

- ★ **Establish marketing concepts and strategies** — new

City of Buellton Public Visioning

Sub-Committee Reports

Group 6 – Goal 7 (Be Leader in Environmental Sustainability and Stewardship)

Action items relate to maintaining a compact form bounded by natural and rural areas, engaging the community in stewardship of natural resources, and attract green industry to Buellton



Date: September 26, 2011

To: Marc Bierdzinski, Buellton Planning Director, and
Buellton Visioning Steering Committee

From: Goal 7 Task Group: Larry Bishop, Chair; Marie Chavis, Nancy Emerson,
Vivian Engel, Lianne Hutton, Joan Hartmann, Axel Meierhoefer, Sharyne
Merritt*

**RE: Recommendations to Refine the Draft Buellton Vision Plan's Section
on Being a Leader in Environmental Sustainability and Stewardship
(see attached matrix and discussion paper)**

To be a leader in environmental stewardship and sustainability, as Goal 7 of the Draft Vision Plan sets out, the Sustainability Task Group recommends the following:

1. Establish a structure to carry out a sustainability program that involves city staff and a community advisory group (*see* objective 7.6);
2. Adopt a sustainability city program modeled on the one described in the revised matrix (with elements related to land use and open space, resource conservation and efficiency, and green building; *see* objectives 7.2, 7.3, 7.4); and
3. Develop a signature environmental initiative that would complement other visioning goals and place Buellton in a leadership position, bringing positive attention and momentum to its overall sustainability program (*see* objective 7.1 with attached Discussion Paper)

By moving forward on these objectives, Buellton would increase the efficiency in use of natural resources, resulting in overall, long-term cost savings and environmental benefits. It would also result in increased resilience in uncertain times.

In keeping with the assignment, the Task Group focused on Goal 7. Members have concluded, however, that all of the visioning goals are best viewed in the context of sustainability (*see, e.g. Strategy Wheel at, http://www.susset.org/wts_prep.html for a model Whole Town Strategy and graphic*). By considering the vision goals in an integrative way, we are more likely to develop “virtuous triangles” to engage new partners in the effort and frame issues in light of broader community interests.

The Task Group agrees that the City and schools should lead, but that much can be done throughout the community by individuals, organizations, and businesses.

* Task Group members have a wide range of environmental experience (e.g., alternative energy, hazardous waste, air and water pollution, native and edible landscaping, lighting, and land use) as well as technical skills (complex project management, science education, law, social work, marketing, research, and working on environmental stewardship with faith-based communities).

GOAL 7: BE A LEADER IN ENVIRONMENTAL SUSTAINABILITY AND STEWARDSHIP*

To increase efficiency, cost savings, environmental benefits and resilience.

Create and Implement a Sustainability Strategy (7.2.3)

Objective 7.1. Leadership in environmental sustainability through signature program. Buellton, in addition to developing a broad-based sustainability program focused on long-term cumulative, measurable improvements, also adopts a signature program that will place Buellton in the spotlight and position it as a leader in some aspect of environmental sustainability and stewardship in the near future.

RANK		ACTIONS	TACTICS
1		7.1.1 Consider a Trikke and Bike Program promoting greater use for local trips and for tourism along with a major community Trikke <i>Palio</i> based on neighborhood teams (<i>See attached discussion paper</i>).	
2		7.1.2 Consider other signature programs such as wind turbine-solar hybrid sculptures along Avenue of Flags as a major attraction; or adopting a goal of “going solar” and focusing community efforts on promoting solar throughout the town; or building a LEED platinum plus Welcome and Resource Center that could also serve as a major attraction for Buellton.	

Objective 7.2. Land Use and Open Space. Maintain a compact form bounded by natural and rural areas (7.1). Buellton directs development to infill sites near existing commercial and population centers and corridors within the city and works to preserve surrounding farm and ranch lands, views and natural areas. Buellton strategically preserves land within the city to protect its natural heritage resources—e.g., creeks and river, local trees, plants and animals and their habitats, geological formations—and to provide ready access to a network of parks, gardens and open spaces.

* **Bold typeface** indicates language taken directly from the Draft 2010 Buellton Vision Plan and regular typeface indicates language developed by the Task Group.

RANK ACTIONS

TACTICS

1	7.2.1 Direct growth into undeveloped & underutilized areas within the Urban Growth Boundary (7.1.1).	<ul style="list-style-type: none"> Consider an infill ordinance offering developers increased flexibility and other incentives for projects consistent with desired design features (size, bulk and scale), economic benefits to the community, and livability criteria (e.g., pedestrian and transit friendly).
2	7.2.2 Identify & protect agricultural areas surrounding city to maintain a distinct urban-rural boundary.	<ul style="list-style-type: none"> Adopt specific strategies to ensure agbelt areas are maintained (e.g., Memorandum of Understanding with Solvang and County to protect the eastern 246 corridor).
2	7.2.3 Promote small, locally owned businesses in a central business district readily accessible by foot, bike, and public transit and discourage big box stores from locating around Buellton and undermining the vitality of the central business district.	<ul style="list-style-type: none"> Consider an ordinance with disincentives for big box stores such as limits on size or retail sales volume (retail caps) to protect Buellton's small town character and prevent, congestion, pollution, sprawl, and noise.
4	7.2.4 Identify & protect key viewsheds throughout the city.	<ul style="list-style-type: none"> Designate critical viewsheds and corridors and adopt appropriate planning tools to ensure their protection—e.g., height and setback restrictions for buildings and vegetation, screening, sign ordinances.
3	7.2.5 Promote creation of nature preserves along the Santa Ynez River, but only with express permission of property owners and ensuring against trespass onto private property. (Note: this supercedes Action 7.1.2)	
2	7.2.6 Promote the establishment of a river trail within Buellton with legal access points to the trail. Such trail and access points must be designed so as not to harm sensitive habitat, water quality, special status species or promote trespassing onto private property. (Note: this supercedes Action 7.1.2)	<ul style="list-style-type: none"> Form a committee of critical stakeholders to examine possibilities for trail and trail access points. (Note: this supercedes Action 7.1.2)

2	7.2.7 Identify & develop network of accessible parks, gardens and open spaces within the city.	<ul style="list-style-type: none"> • Determine which neighborhoods are not within 1/2 mile of a park and give priority to acquisitions or agreements to serve them. • Encourage new residential development over 10 units to provide parks, gardens, or play areas for residents and work to provide safe public rights-of-way from neighborhoods to parks.
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Objective 7.3 Resource Conservation & Efficiency. Buellton promotes resource efficiency—energy, water, and materials use—through improved options for transit and mobility, and alternative energy generation. Buellton also promotes the wise stewardship of water and seeks to reduce the generation of waste products and pollution.

RANK ACTIONS

1	7.3.1 Work towards becoming a “net zero” city by matching energy requirements to what can be produced locally.	<p style="text-align: center;">TACTICS</p> <ul style="list-style-type: none"> • Promote energy efficiency and usage reduction targets for public and private energy users. • Reduce vehicle miles traveled and facilitate mobility by encouraging walking, biking, use of mass transit, and ride-sharing. • Track alternative energy innovations in finance and technology and inform residents about new developments. (e.g., Action 7.2.6 Track County progress in developing the Energy Efficiency Improvement Financing Program for home solar energy installations; promote program once it is launched.) • Review city policies and ordinances to eliminate obstacles to and develop incentives for alternative energy generation and use. • Install solar panels or wind turbine in public place for educational purposes.
1	7.3.2 Ensure that Buellton has adequate, clean water even during prolonged droughts, through enhanced water conservation.	<ul style="list-style-type: none"> • Balance extraction of water from the Buellton Uplands Groundwater Basin with infiltration. • Develop incentives for water conservation, including water-wise landscaping and irrigation. • Monitor and keep harmful substances out of all water resources.

2	7.3.3 Use the most effective methods available to limit waste and promote the reuse of materials.	<ul style="list-style-type: none"> • Increase the diversion of solid waste from landfills from 50% to 75% of collected waste by 2017 and discourage use of plastic bags and bottles. • Increase composting of food and green waste. • Increase use of recycled products.
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Objective 7.4 Green Building Buellton adopts green building standards and establishes incentives for green building practices that exceed state requirements for new construction, expansions, and retrofits in order to use resources wisely and to increase cost efficiencies over time.

RANK	ACTIONS	TACTICS
1	7.4.1 Vigorously support implementation of Cal Green standards in Buellton by the County Building and Safety Division, extending these standards to existing building expansions and remodels, and establish incentives to encourage green retrofitting of existing buildings (Note: this supercedes Action 7.2.5)	
2	7.4.2 Before approving plans for new construction, either make Cal Green Tier 1 voluntary standards mandatory or, in their place, accept compatible third party rating system criteria (e.g., LEED, Green Point Rated; <i>Note: this supercedes Action 7.2.4</i>)	
2	7.4.3 Adopt building standards that encourage or mandate onsite solar or wind power generation.	
3	7.4.4 When repaving roadways and parking lots, use permeable, light colored surfaces to reduce water runoff and reflect heat.	

Objective 7.5 Green Business Objectives Buellton attracts new, non-polluting businesses that use water and energy resources wisely as well as new businesses that sell services and products designed to promote more efficient use and stewardship of resources. Buellton also promotes green tourism that exerts less demand on resources and fosters an appreciation of the area's natural amenities.

RANK ACTIONS		TACTICS
1	Develop an Economic Development Strategy that addresses ways to grow and recruit "green" technology businesses (supercedes Action 7.3).	Consider creating a Green Economic Development Zone Committee to work with stakeholders and local universities to encourage green business opportunities in Buellton.
2	Develop a "Green Tourism" Strategy (supercedes Action 7.3).	Seek to promote less resource intensive tourism through existing visitor and tourism organizations and a greater appreciation for the natural amenities in and around Buellton and the Santa Ynez Valley.

Objective 7.6 Structure for Implementation and Follow-Through. Buellton creates a system that can ascertain baseline information, develop targets for improvement, and assess progress on a regular basis to increase efficiency, cost-savings, environmental sustainability, and long-term resilience. The system includes a City Green Team (staff), a community advisory committee, and a designated city council member to determine annual goals, tracking and assessment strategies, and reporting.

RANK ACTIONS		TACTICS
1	7.6.1 Assign existing staff person, or create new staff position, to direct sustainability efforts in Buellton and work in concert with the Sustainability Advisory Committee (supercedes Action 7.2.2)	<ul style="list-style-type: none"> • Create a "Green Team" from representatives among city departments to determine what can be done in each of their areas to become a more sustainable city and to interact with the Sustainability Advisory Committee. • Consider modifying the job description of an existing department head to include role of Sustainability Director, creating line responsibility for developing and implementing cost-savings, efficiency, and sustainability initiatives and coordinating the Green Team and interactions with the Sustainability Advisory Committee. • Request that a City Council member serve as liaison to the Sustainability Advisory Committee and report back to the Council on its progress.

2	<p>7.6.2 Form a Sustainability Advisory Committee to provide the City Council with information and ideas on sustainability, and to assist with public outreach (7.2.1)</p>	<ul style="list-style-type: none"> • Appoint a committee from the Greater Buellton area to work with the city, businesses, and residents to develop and adopt a sustainability plan and oversee efforts to help Buellton become a recognized leader in environmental sustainability (the framework contained in this document and the accompanying discussion paper offer a starting point).
3	<p>7.6.3 Develop baseline indicators that can be measured periodically to determine whether actions and tactics are leading to positive changes and having the desired outcomes.</p>	
4	<p>7.6.4 Develop reporting methods to the Council and general public that describe progress and enlist support.</p>	<p>Offer and promote local environmental education programs and events (7.2.7)</p>

**BUELLTON AS ‘LEADER IN ENVIRONMENTAL SUSTAINABILITY’
THROUGH USE OF TRIKKES AND BIKES
Discussion Paper**

INTRODUCTION

What can Buellton do relatively quickly and without large sums of money to lead the way towards environmental sustainability? The visioning process set out a goal for Buellton to become a leader in environmental sustainability and stewardship. A task group volunteered to assess ways to accomplish this goal. The group is describing a broad-based set of actions drawing on sustainability efforts in other small towns. However, none of these efforts is likely to bring Buellton to the forefront of sustainability in the near future.

Sustainability depends on a cumulative succession of small actions and many other communities have a head start. If Buellton is to be recognized as an environmental leader—in addition to creating a solid sustainability program—it needs to identify distinctive sustainability assets and build on them.

Trikke Tech is a Buellton-based company that, in partnership with the city and others, could propel Buellton into the environmental spotlight. It sells green vehicles that can be used by the city, school children, commuters and others in a pioneering program to get people out of their cars and on the road towards greater fitness. Trikkes also offer an opportunity for an annual signature event that could strengthen community bonds and serve as a strong attraction for visitors.

SUSTAINABILITY ASSETS

The international headquarters of Trikke Tech is located on Avenue of Flags in the heart of Buellton. It was named the 2011 Business of the Year in Assembly District 35 because trikkes are green vehicles that can reduce air pollution, traffic congestion, and oil consumption while improving health and fitness. Trikke has sold a half million of its body-propelled vehicles and recently introduced electric trikkes, which are becoming very popular for short commutes. The company has significant growth potential as people seek more sustainable ways to get around.

The City of Buellton adopted a pilot program to use trikkes for reading city meters. It takes one person and a trikke to do the work that otherwise requires twice the time and a truck.

The City of Buellton has been hard at work completing a Bikeway Master Plan to increase mobility throughout the town and to connect to other bikeways throughout the Santa Ynez and Lompoc Valleys. Buellton is small and flat and so is amenable to travel by trikke and bike.

Buellton and the Santa Ynez Valley are already a cyclists' destination for organized races, for training, and for pleasure. The year-round good climate, varied terrain, and beautiful scenery draw people eager for outdoor experiences.

Buellton is the bull's eye, surrounded by an abundance of trikke- and bike-able attractions. These include the missions, wineries—especially those in Santa Rita Hills, Foxen Canyon and Ballard Canyon—as well as numerous parks¹ and beaches². Farm stands and agricultural tourism along with ranch and equine sites (Return to Freedom, Monty Roberts) are also of interest.

Buellton, given its mid-county location at the crossroads of historic Highway 101 and Highway 246, is also a commuter hub for those traveling out in all directions.

LEADERSHIP—PROMOTING TRIKKE & BIKE USE

The following actions represent elements of a Trikke & Bike Sustainability Program:

Promote the results of Buellton's trikkes-for-meter-reading program to demonstrate its leadership and seek more widespread recognition for its efforts.

Work with Trikke Tech to identify the best ways to promote trikke and bike use (including rentals or reduced rates for large purchases), possibly with trikke tours to nearby attractions.

Encourage and provide incentives to city officials and employees who live in Buellton or the Valley to use trikkes to travel to work and meetings, tracking use and monitoring benefits. Seeing the city logo on the trikkes can show leadership and generate good will.

Working with the Chamber, encourage and provide incentives to businesses in Buellton to promote trikke or bike use among employees who would be encouraged to track use and monitor benefits.

Work with CalTrans and the County transportation officials to promote short-distance trikke and bike travel for commuters on the Clean Air Express, possibly developing ways to carry trikkes on busses while tracking use and monitoring benefits.

¹ Riverview Park and SYV Botanic Gardens (Buellton), Rancho de Maria Golf Course (Buellton), Nojoqui (SB County Park), Hans Christian Andersen Park & Solvang Park (Solvang), Lake Cachuma Recreation Area, Santa Ynez County Park, Chumash Painted Cave, Santa Rosa Park (5925 Santa Rosa Road), River Park (Lompoc), Los Padres National Forest.

² Gaviota State Beach, Refugio State Beach, El Capitan State Beach, Jalama Beach.

Work with schools and parents to promote trikke and bike riding to Oak Valley and Jonata Schools, using crossing guards at key points and times to increase safety and ridership, and tracking use and monitoring benefits.

Develop secure trikke and bike parking and electric recharging stations (possibly solar) in key locations throughout Buellton (e.g., Park & Ride, Schools, Town Center, Avenue of Flags).

Develop state, federal and foundation grant opportunities for innovative model programs that promote sustainability and fitness.

Work with Economic Development Task Force to broaden the idea of “Servicetown USA” to include first-class trikke and bike service and sales. Position Buellton as the Base Camp for adventure on trikkes and bikes throughout the Valley.

SIGNATURE EVENT—THE BUELLTON TRIKKE PALIO

An annual trikke race with entries representing different neighborhoods throughout Buellton—modeled on the Palio di Sienna—could generate a great deal of publicity and community pride.

The Palio refers to a 10-horse race, dating back to the 13th Century Italy, that runs through the town of Sienna, in Tuscany. Entries from the seventeen neighborhoods (*contrade*) of Sienna,³ are winnowed down to ten to compete in the final race. The word “Palio” comes from the Latin word *pallium*, which means cloth and refers both to the hand-decorated banners representing the competing neighborhoods and to the event itself. The *Cencio* is the hand-decorated banner that is taken home by the winner and hung in his or her neighborhood. Many activities surround the race including a blessing of new babies, a procession of people from the different neighborhoods in historical dress, feasts and music. In Sienna, the event was held once yearly on July 2, but a second event on August 16 was introduced in the 1700s.

Adapting the Palio concept to a trikke race in Buellton could focus on the different neighborhoods of the city. The neighborhoods could be represented by banners designed with help from the Creation Station (which might also help with design of the prize banner). These banners might even be flown from the poles on the Avenue of Flags with that of the winning neighborhood featured prominently after the race in a flag-raising ceremony. Local businesses (e.g., Platinum Performance, Elite Events, Breweries or Wineries) might sponsor neighborhoods and block parties could precede race day.

³ The 17 *contrade* are Aquila (Eagle), Bruco (Caterpillar), Chiocciola (Snail), Civetta (Little Owl), Drago (Dragon), Giraffa (Giraffe), Istrice (Crested Porcupine), Leocorno (Unicorn), Lupa (She-Wolf), Oca (Goose), Onda (Wave), Pantera (Panther), Selva (Forest), Tartuca (Tortoise), Torre (Tower), Valdimontone (Valley of the Ram).

Trikkes might converge on Buellton from San Francisco or Los Angeles in a lead-up to race day. A Green Wheels Parade with decorated trikkes, (dog—pulled trikkes?), bikes, skate boards, baby carriages, fuel-efficient cars from local dealerships, and various other wheeled vehicles could precede the race. Instead of a blessing of the babies, a public program or prominent place in the parade might recognize young people who have excelled in school or some other activity valued by the community (reader of the most books for the library's summer program, students who don't miss a day of school all year, most active volunteers for local organizations like the Senior Center and Humane Society). Booths could also feature sustainability improvements as a result of trikke and bike use as well as race sponsors, local artisans and products. The event would celebrate Buellton and its neighborhoods and also showcase small-town life for visitors. It would retain a home-grown authenticity because it is based on Buellton neighbors and neighborhoods and would not simply be a Visitor Bureau event focused primarily on tourists. The Buellton Trikke Palio could piggy-back and expand on an existing community event such as the yard sale or Bonanza.

One day, Buellton could adopt Sienna as a sister city and feature the Palio di Sienna at the movie theater here in Buellton. Most importantly, the Buellton Palio would provide an opportunity to showcase all the ways that Buellton is incorporating trikkes and bikes into the fabric of the community to become more environmentally sustainable.

RATIONALE

If Buellton is to become a leader in environmental sustainability, it must build on and leverage what it already has. Trikke is a local business in the heart of Buellton that caters to the growing interest in bikes, green transportation and fitness. Featuring trikkes in its sustainability efforts brings together a number of other goals resulting from the visioning process— expanding opportunities for healthy living, strengthening the sense of family and community, offering cultural opportunities, fostering local economic development and contributing to a vibrant downtown. In addition, the focus on trikkes could help Buellton to face its greatest challenge, mobility, as identified by the Sustainability Task Group and others. The program could help Buellton overcome the fact that it is drawn and quartered into sections that are difficult to navigate. The novelty of the concept and the timeliness of concerns about fitness, mobility, and environmental sustainability could help bring both visibility and funding for this proposal. Moreover, because success breeds success, this program could generate more sustainability activities in the future.

City of Buellton Public Visioning

Sub-Committee Reports

Group 7 – Goal 8 (Foster Local Economic Development that Supports the Community Vision)

Action items relate to guiding economic development efforts, and developing Buellton as a known visitor destination



September 15, 2011

Marc Bierdzinski, Planning Director
City of Buellton
P.O. Box 1819
Buellton, CA 93427

Re: Goal 8/Foster Local Economic Development that Supports the Community Vision

Dear Director Bierdzinski,

The Buellton Visioning Economic Development Subcommittee met over the past several months during which time the group reviewed the objectives and action items for Goal 8 as drafted by the Steering Committee. The subcommittee ranked the action items, developed revised language for three of the items, and considered the implementation of those which the subcommittee felt had significant merit.

Of the two objectives of Goal 8, it is the committee's opinion that Objective 8.1 is the higher priority. The recommended rankings and revised language for the action items of both objectives are included in the accompanying matrix.

A considerable amount of effort was devoted to the idea of an Economic Development Director in keeping with action 8.1.1. The recommended Position Summary is attached. Subsequent to the City's commitment to create and fund the position, a clear set of goals, responsibilities, lines of authority, and management structure to guide and supervise the position must be established.

It is the opinion of the subcommittee that the implementation of 8.1.2 should be the responsibility of the Economic Development Director, with input from community stakeholders.

Action item 8.2.2 remains as earlier drafted.

Given that the Tourism Business Improvement District is functioning well, the only change to 8.2.1 is to encourage that it continue to operate.

Respectfully submitted,

Economic Development Visioning Subcommittee

Ron Anderson

John Dorwin

John Franklin

Michael Hendrick

Emmet Hickey

Steve Lykken

John Petersen

Pete Robertson

Judi Stauffer

Amy Wolfslau

Kathy Vreeland

Encl. (2)

Ranking of Action Items with Revised Wording by Economic Development Subcommittee of Buellton Visioning

Goal 8. Foster Local Economic Development that Supports the Community Vision

Objective 8.1. Guide economic development efforts by a strategy and City staff support.

Rank	Action	Implementation
1	8.1.1.1 Establish the position of Economic Development Director as a contract position in partnership between the Buellton Economic Development Task Force and the Buellton Chamber of Commerce	City Manager
2	8.1.1.2 Follow CALED report recommendation to develop an Economic Development and Tourism Strategy to attract, retain and expand business and support business people in Buellton (93427).	Economic Development Director

Objective 8.2. Develop Buellton as a known visitor destination within the Santa Ynez Valley and in its own right.

1	8.2.2 Create a Special Events Committee to generate visitor-orientated events by recruiting events and by coordinating the creation of home-grown events involving local businesses and community groups. (Language unchanged)	Economic Development Dept. Visitors Bureau Downtown merchants Buellton Arts Council
2	8.2.1 Continue to promote the hospitality industry, including tourism, lodging and conventions in Buellton through the Tourism Business Improvement District.	Visitors Bureau

9/15/2011

Economic Development Director

Position Summary

As a contract consultant, under the general direction and based on the goals and policies established by the Economic Development Task Force, Buellton Chamber of Commerce, Buellton Visitors Bureau and Redevelopment Agency, the Economic Development Director:

1. Plans, organizes, and administers programs that encourage economic development (with focus on sales and occupancy tax and job creation) in the City for the benefit of the residents, businesses, employees and visitors.
2. Develops strategies to improve the economic strength of the City through
 - a. business development, retention, and expansion,
 - b. job creation, and
 - c. promotion of tourism.
3. Participates in and supports related City, RDA, Chamber, Visitor Bureau, and regional and state economic and business committees, boards and commissions for the benefit of local business, industry, downtown, tourism and job development.

Examples of Duties:

- Designs, develops and implements business retention, expansion and targeted recruitment programs.
- Identifies community employment needs and implements job creation efforts that match skills and needs of current and future residents.
- Identifies and contacts businesses interested in locating to the community.
- Initiates recruitment efforts to attract business that meet the City job creations goals
- Meets regularly with the City's key businesses and major employers.
- Acts as an ombudsman and advocate for existing businesses in the City and businesses interested in relocating to the City; identifies opportunities to maintain and enhance existing business relationships with the City.

- Participates as a key member with City and RDA Planning, Public Works, Engineering, and other departments to coordinate and facilitate City or RDA initiated major development projects and works closely with other City departments on these projects
- Monitors and assists in facilitating and expediting local permit processing activities.
- Analyzes and investigates business trends and data, legislation and other local, state and national programs and activities pertaining to economic development; recommends policy and procedural changes to implement successful legislation, programs and activities.
- Acts as a liaison with community organizations and businesses involved in business and tourism activities (e.g., Chamber of Commerce, Visitors Bureau, real estate brokerage community, banks) to enhance the economic viability of the City.
- Prepares reports, graphic representations and statistical summaries on issues related to economic development and makes presentations to City Council, Economic Development Task Force, business and community organizations and others.

Presentations

Including:

- Group 1 – Goal 1 (**Image and Brand**)
- Group 2 – Goal 2 (**Active and Healthy Living**) and Goal 6 (**Community and Family**)
- Group 3 – Goal 3 (**Arts and Culture**)
- Group 4 – Goal 4 (**Planning and Design**)
- Group 6 – Goal 7 (**Environmental Sustainability**)
- Group 7 – Goal 8 (**Economic Development**)

Branding Buellton



Committee Members

Chair: Ron Anderson

- Kros Andrade
- Dan Baumann
- Peggy Brierton
- Rebecca Christenson
- Ron Dale
- John Dorwin
- Joan Hartmann
- Mike Hendrick
- Emmet Hickey
- Steve Lykken
- Tessi Martinez
- Mark Mendenhall
- John Peterson
- Foster Reif
- Pete Robertson
- Judi Stauffer
- Meg Thiele
- Kathy Vreeland

Why Brand Buellton?

To Promote:

- A better lifestyle
- A better place to live
- A better place to do business
- A better place to visit

Objectives Identified in Public Visioning Workshops

OBJECTIVE 1

Provide a
Consistent and
Clear City Image

1.1 Develop a Branding Strategy

- Hire a professional Branding firm to develop:
 - Logo
 - Motto
 - Tagline
 - Methods of marketing

1.2 Create Community Engagement Officer

- Either hire new staff or assign current staff to:
 - Coordinate all City communications
 - Coordinate outreach activities

1.3 Develop Marketing and Communications Plan

- Ongoing, consistent promotion of Buellton
 - Business
 - Light Industry
 - Tourism
- Communication with residents

OBJECTIVE 2

Highlight and
Celebrate Buellton's
Unique Offerings
and Heritage

2.1 Create a Comprehensive List

- Historical landmarks
- Historical collections
- Points of interest
- Businesses
- Industry
- Agriculture
- Specialty items

2.2 Hold Festivals and Events

- Celebrate Buellton's heritage
- Promote local resources
 - Businesses
 - Agriculture
 - Tourism
- Annual Signature Event(s)

Buellton is changing. No longer is it simply known as the home of Pea Soup Andersen's



Or Service Town USA



Buellton must create a new brand in order to stay competitive

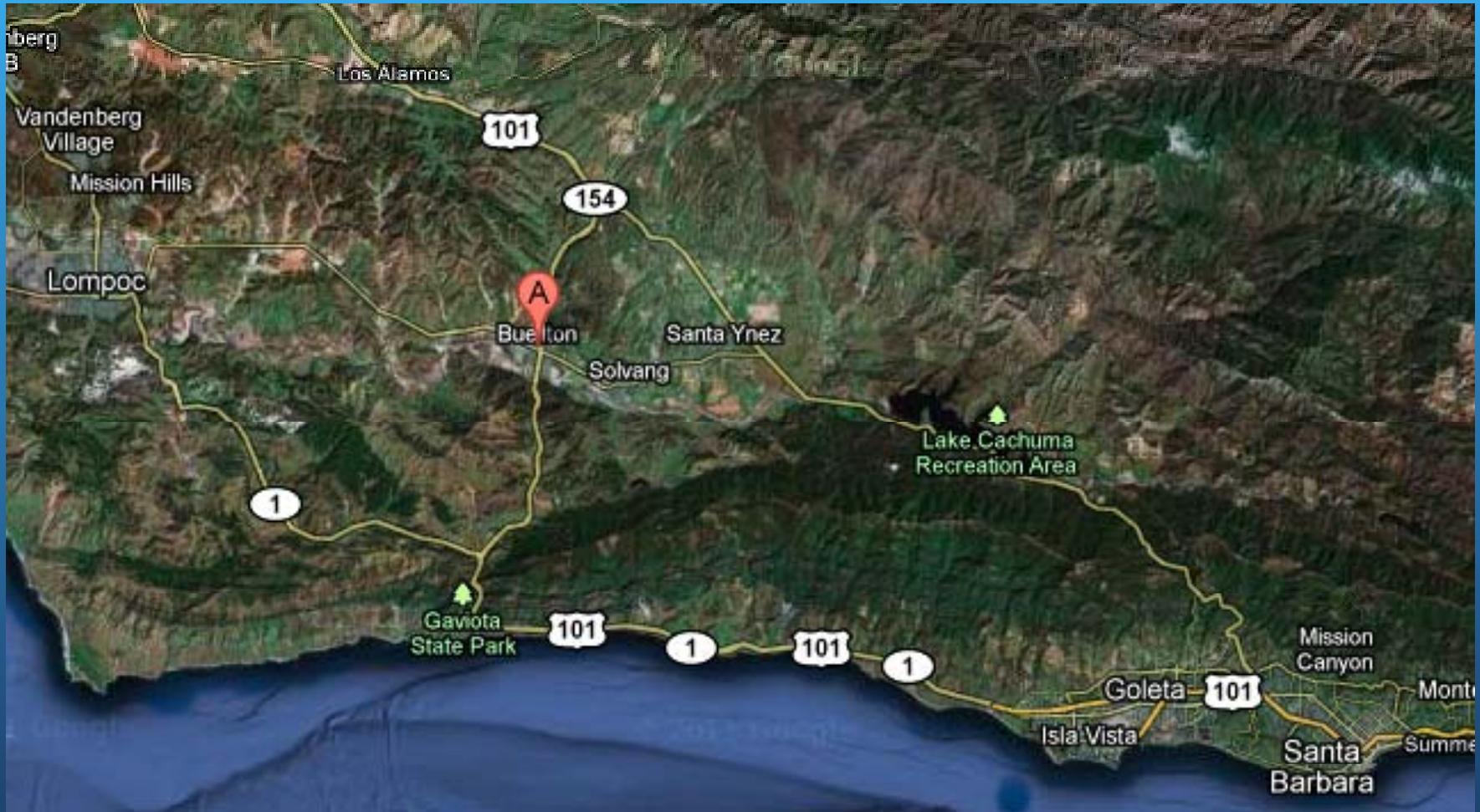
- Have a vibrant downtown district
- Attract new business
- Attract new light industry
- Attract new tourism

Committee Input for Branding Consultant

- Geographic Area
- Targets for a Brand
- Key Assets of the Area
- Primary Liabilities
- Repositioning NOT Reinventing

KEY ASSETS

Central Location



Easy Access to Major Highways



Rural Setting



Hiking Trails



Santa Ynez River



Recreation





Youth Activities

Historic Areas



Fine Restaurants



Farming



Vineyards



Welcomes New Business



Valley Pet Store Grand Opening - May 2011

PRIMARY LIABILITIES

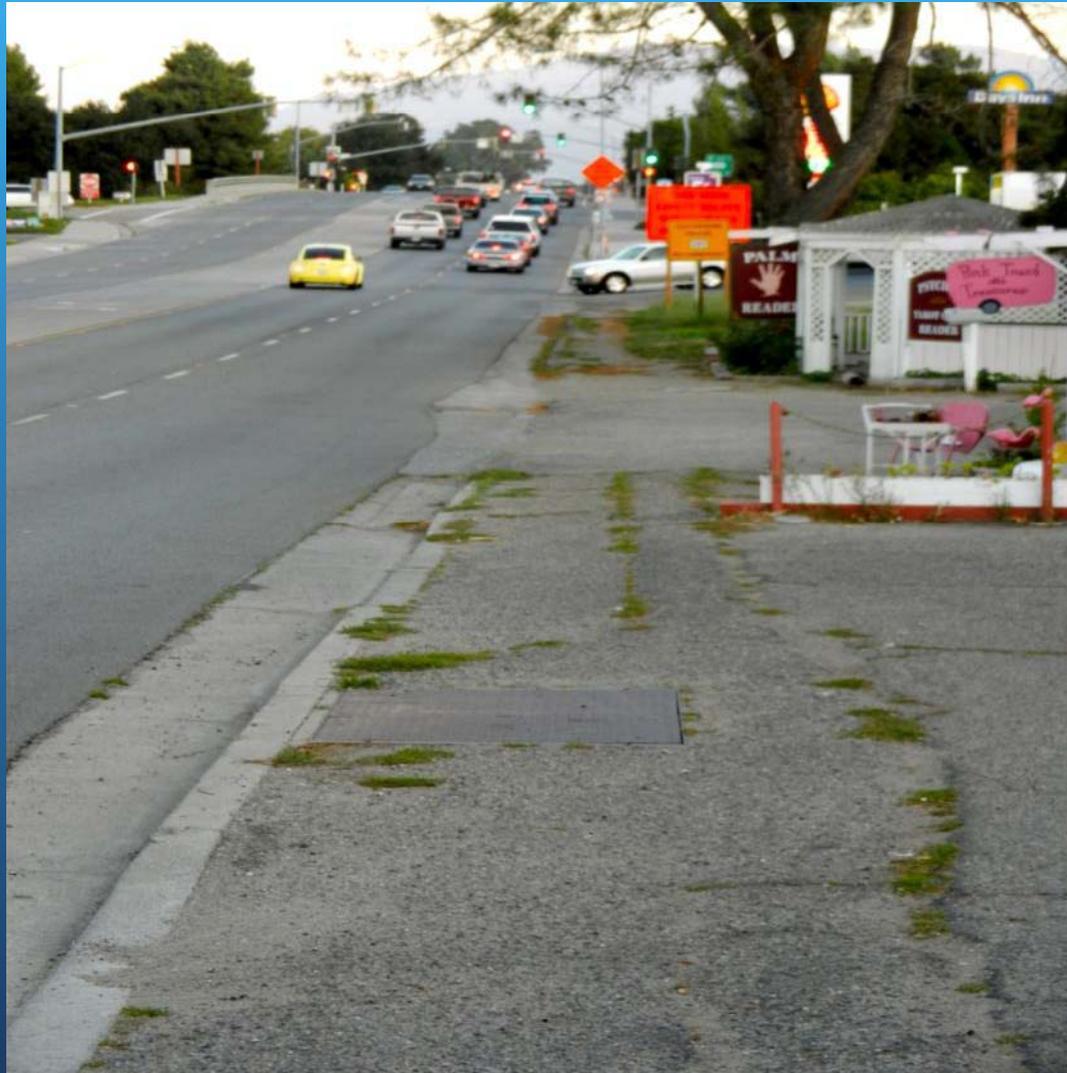
Lack of a Downtown District



Lack of a Main Attraction



Lack of Pedestrian & Bike Ways



Scenes Around Buellton

AMPIERISIEN

WINES
GOURMET
FOODS
GIFTS

RESTAURANT





















Parks Plaza Theatre

NOW PLAYING
THE IDES OF MARCH R
PUSS IN BOOTS PG
THREE MUSKETEERS PG
IN TIME PG
PARANORMAL ACTIVITY PG















Summary of Committee's Recommendations

- Buellton must reposition (not reinvent) it's image
- Hire a professional branding firm
- Build on community assets
- Work to correct community liabilities
- Create a Community Engagement Officer to foster better communication
- Market Buellton to business and light industry

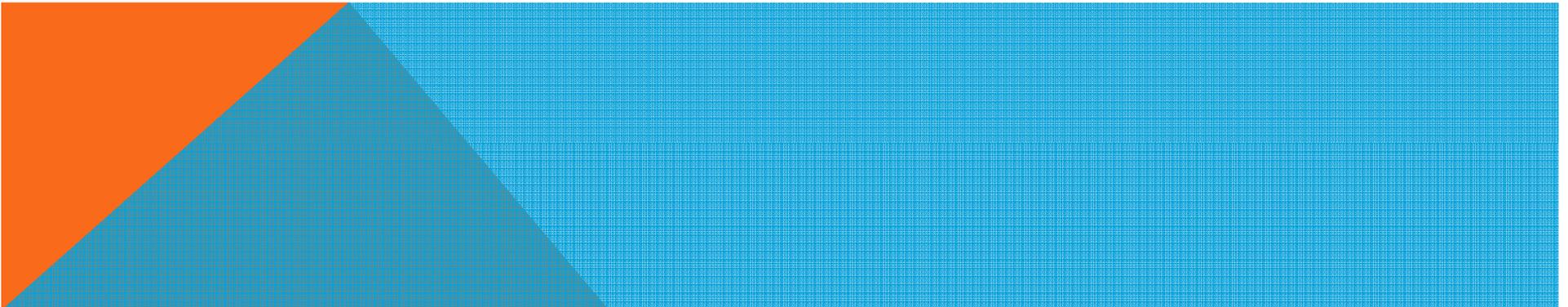
CITY OF BUELLTON – PUBLIC VISIONING PROCESS

Goal 2: Expand Opportunities for Healthy and Active Living



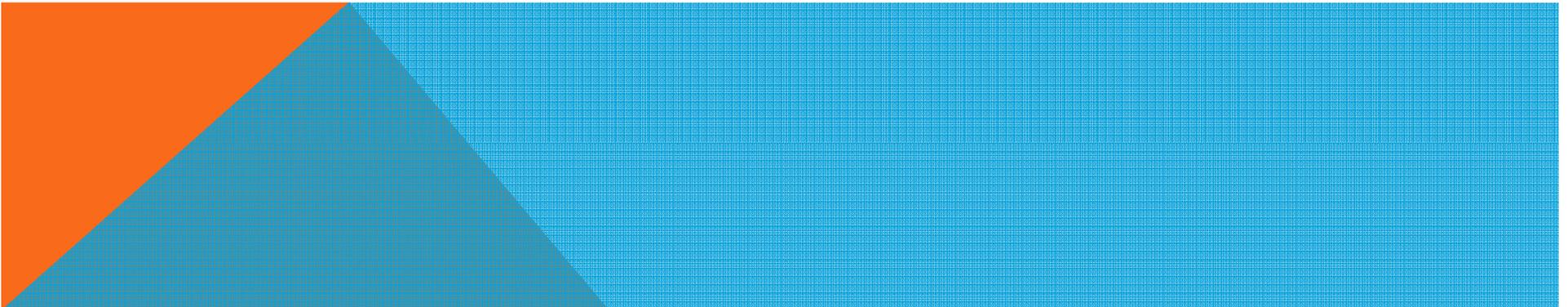
GROUP 2 MEMBERS

- **Fred Luna**
- **Peggy Brierton**
- **Sharyne Merritt**
- **Joe Serna**
- **Mark Preston**
- **Kimberly Grant**
- **Josh Grant**
- **Larry Bishop**



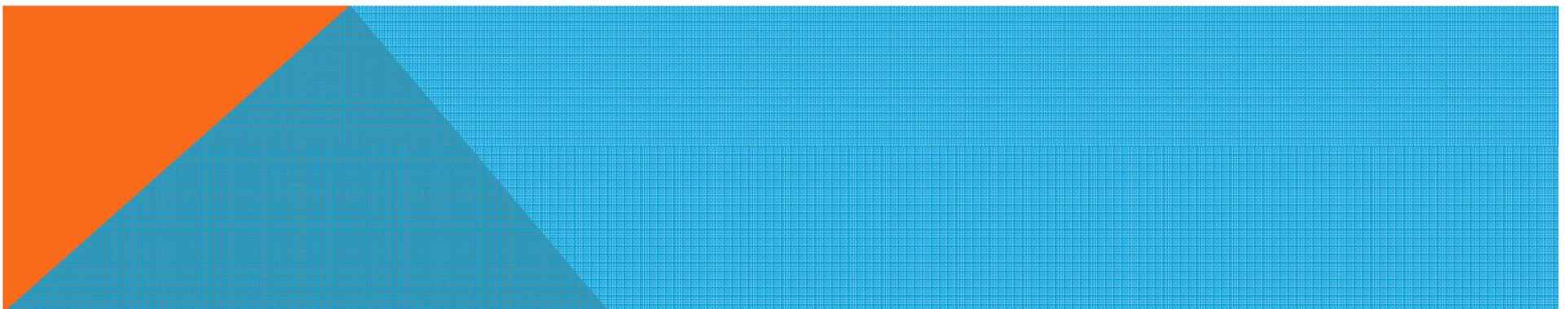
INTRODUCTION

- **Group met 4 occasions to review objectives and specific action items**
- **Overall we chose to prioritize 2 of the 3 existing objectives**
 - Increasing Bike and Ped Connectivity
 - Increasing Recreational Opportunities
- **We identified and added new action items**



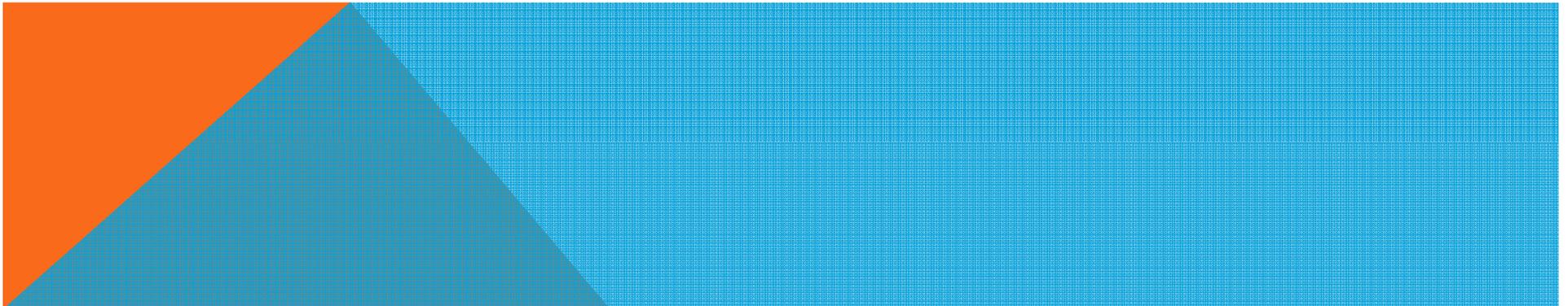
OBJECTIVES

Objective	Description	Priority
2.1	Increase connectivity for pedestrians and cyclists	1
2.2	Ensure access to healthy food sources	
2.3	Increase recreational opportunities for all ages	2



2.1: PEDESTRIAN AND CYCLING CONNECTIVITY

- **Our group overwhelming thought this objective was the most important**
- **Cut across a number of interest groups in our community:**
 - Parents with young children
 - Recreational enthusiasts
 - Business and tourist enhancement



2.1: PEDESTRIAN AND CYCLING CONNECTIVITY

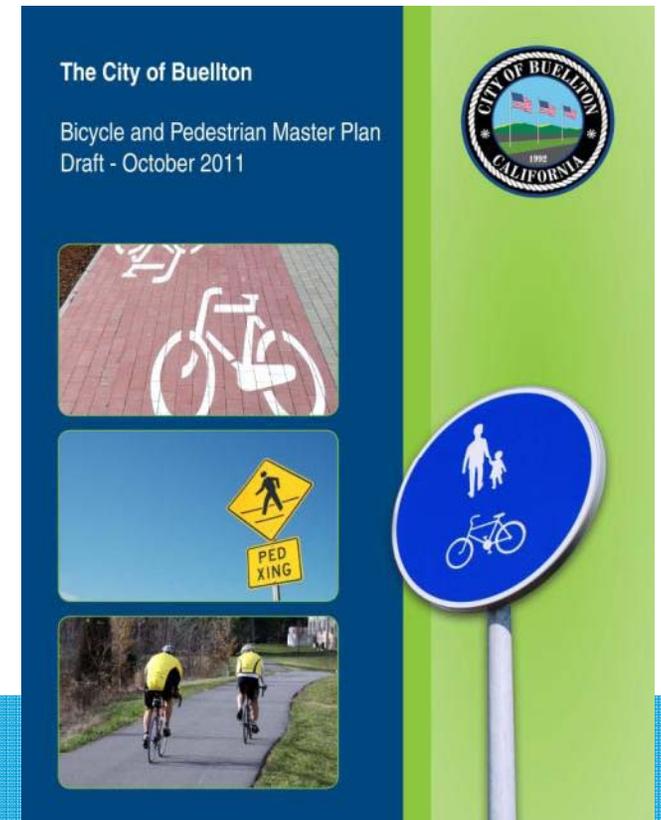
- Recreational trails should be developed consistent with environment and in cooperation with property owners
- We chose to add an action item related to improving community transit: by implementing a community shuttle



2.1: PEDESTRIAN AND CYCLING CONNECTIVITY

2.1.1: BICYCLE AND PEDESTRIAN MASTER PLAN

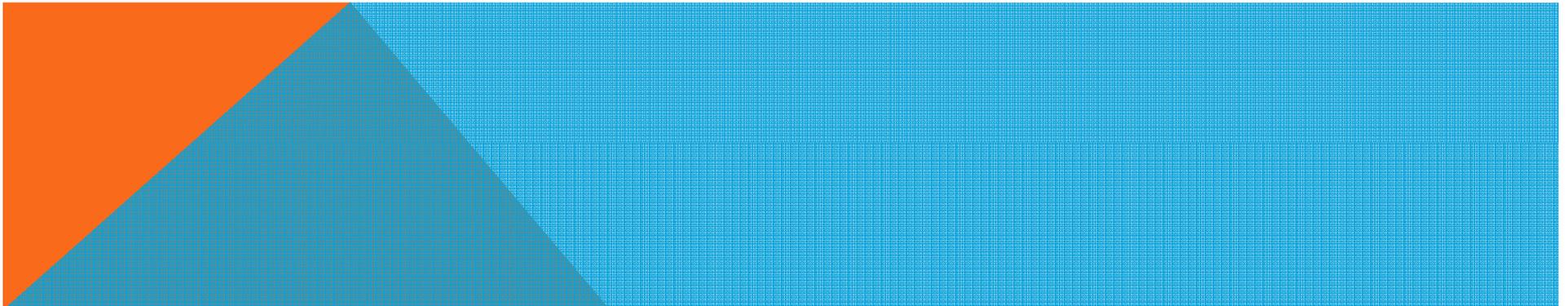
- **Continue to work toward adoption of Master Plan**
 - Joint meeting with Parks/Recreation and PC at end of November (11/28) with adoption early next year
 - Projects within the plan should consider bicycling aspects: improving existing facilities, adding bike racks at public areas
 - Plans for re-development of Zaca Golf Course should include trail access



2.1: PEDESTRIAN AND CYCLING CONNECTIVITY

2.1.2 PLAN FOR SAFER CROSSING OF ROUTE 246

- **Top priority, though longer term, due to outside stakeholder discussions required with Caltrans**
- **Improve ability for pedestrians, bicycles and vehicles to cross Hwy 246 from La Lata to west**
 - Any improvements considered should be accommodating for all modes and directions of travel



2.1: PEDESTRIAN AND CYCLING CONNECTIVITY

2.1.2 PLAN FOR SAFER CROSSING OF ROUTE 246

- Look to improve the bikeway accessibility along 246, with ultimate goal possibly being a Class I facility

Walking expert prescribes 'road diets,' traffic circles for cities seeking street makeovers

By Associated Press, Updated: Monday, June 20, 7:24 AM

REDONDO BEACH, Calif. — When Dan Burden started approaching bureaucrats about making streets more pedestrian friendly 16 years ago, he could hardly get them to look up from their desks.

That was a lot of miles ago.

Today, with the health, environmental and quality-of-life benefits of walk-able neighborhoods, they can't get enough of Burden. Even in car-dependent Southern California, where he spent a few of his roughly 340 days a year on the road this spring, city planners are literally walking the talk alongside him.

Burden, 67, doesn't own a car and conducts so-called walking audits by foot.

"He is the Johnny Appleseed of walk-able communities, a true modern nomad," said Ryan Snyder, a transportation planning consultant who brought Burden aboard to create a plan to improve streets in Los Angeles County. "I am guessing there's been nobody who has gotten to know as many American communities as he has."

Dressed in a khaki vest and armed with a binocular, camera, stopwatch, speed radar gun and measuring tape, Burden appears more like a man on a safari than a folk hero as he flies from city to city and leads mobile workshops pointing out poorly planned streets, intersections and sidewalks and suggesting improvements.

For the past century, city streets have been designed to ease automobile traffic flow. But in recent years, sustainability and livability have become buzz words as policymakers seek ways to reduce congestion and pollution and improve the health of residents. They have become increasingly aware that getting more people on the street boosts public safety, raises property value and brings in more businesses.

In and around Los Angeles, where cars outnumber people on the streets and freeways and multi-lane roads divide neighborhoods, efforts are under way to reverse the refrain "Nobody Walks in LA" that was sung by the 1980s band Missing Persons. They include a plan to make over Figueroa Street, a major downtown artery for vehicle traffic, for pedestrians, cyclists and transit riders.

Burden has made several visits to Southern California, including stops in San Diego and Santa Monica, to conduct walk audits. The concept is simple, and the former National Geographic photographer from Port Townsend, Wash., makes it known he has no special training in street design.

"I'm not a traffic engineer, I'm not a planner, I'm not an architect, but I'm trained in how to see and observe and so I sometimes see things that nobody else sees," Burden said during a February visit to assess this Southern California beach city.

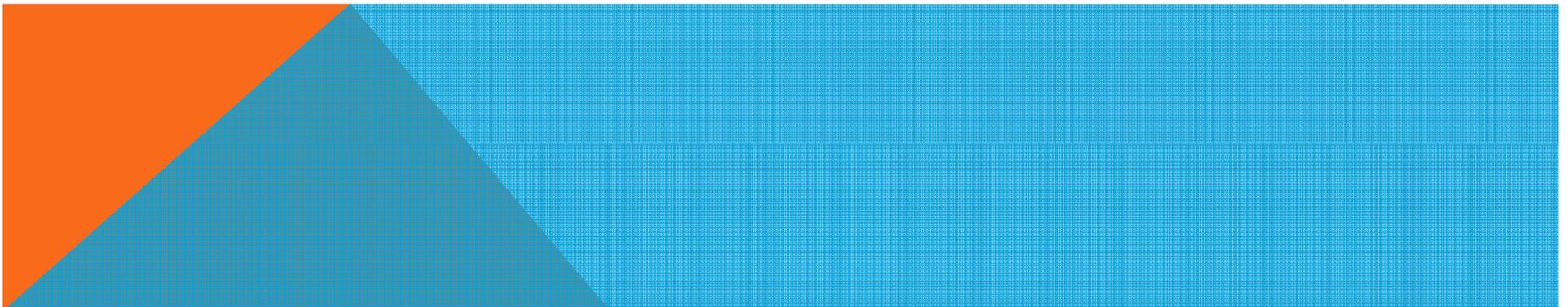
At a busy corner on Pacific Coast Highway, he points out cars zooming by at 45 mph, traffic signals that force pedestrians to hurry across the wide boulevard and trash cans and utility boxes that block walkers on the sidewalk. With his measuring tape, he showed that traffic lanes could be slimmed down to accommodate vehicles and add more space for cyclists and pedestrians. Trees could be planted for shade and as a safety buffer from cars. Benches could give the elderly a place to rest during a stroll.

Redondo Beach, along with two neighboring cities, are participating in a program that encourages residents to adopt healthier habits. Burden has recommended putting in a bike lane on a heavily used road that leads to Pacific Coast Highway and adding traffic circles and replacing a car lane with a bike lane in several places to slow down vehicles.

2.1: PEDESTRIAN AND CYCLING CONNECTIVITY

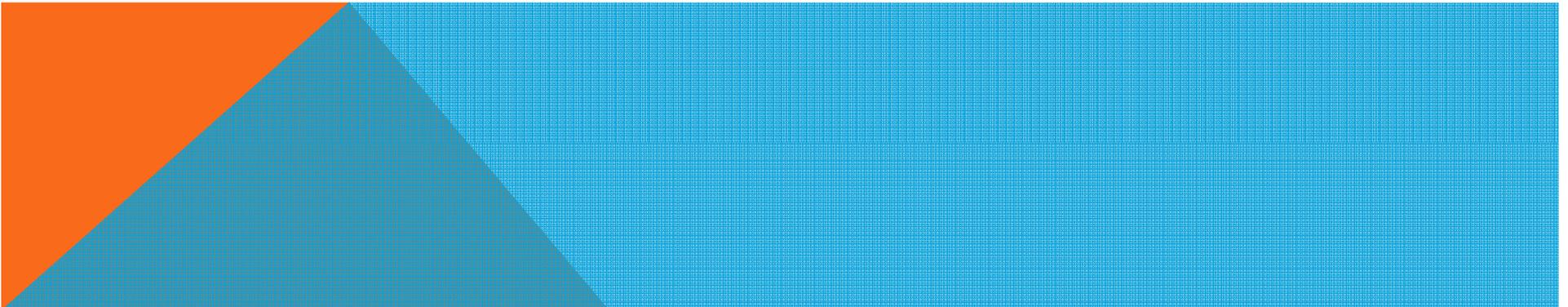
2.1.4: COMMUNITY SHUTTLE

- Modeled after similar ones in Santa Barbara and Carpinteria
- Powered by alternative power, would be eligible for grant funding
- Provide s benefits to multiple users: residents, visitors and children
- Safe way to connect the four quadrants of our community



2.3: INCREASE RECREATIONAL OPPORTUNITIES

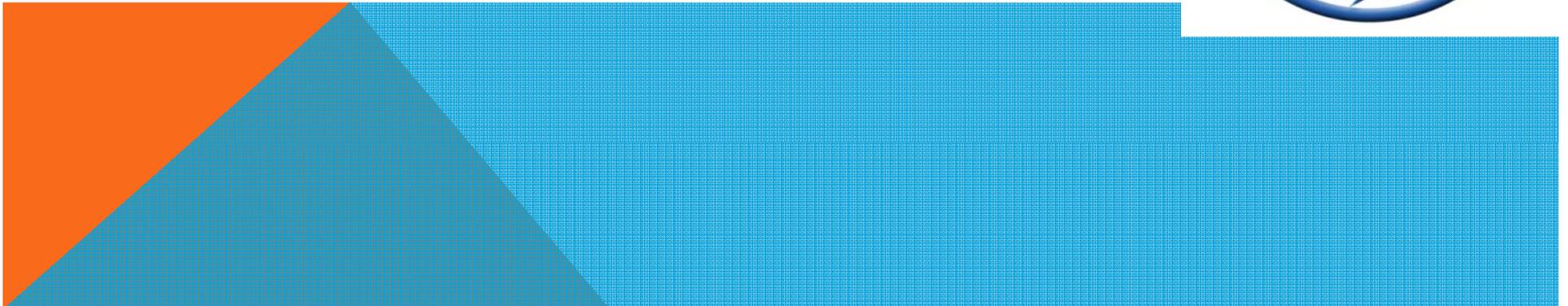
- **There was broad support in our group for providing more community recreational opportunities**
- **A needs based approach - conduct a community survey of current facilities and additional needs important to community**
- **Proposed recreation projects should be developed with no shortcuts and look for opportunities to create partnerships with the private sector**



2.3: INCREASE RECREATIONAL OPPORTUNITIES

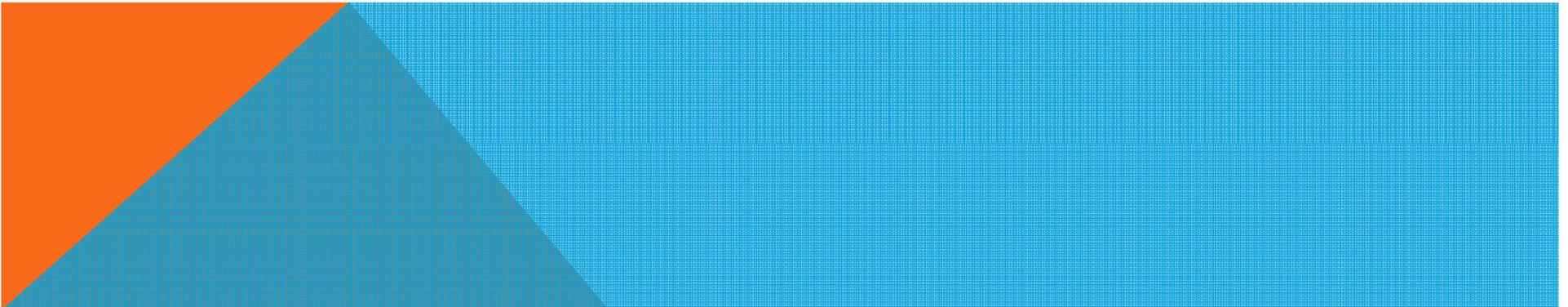
2.3.2: Expanding on Current Community Facilities

- Group noted that increasing opportunities should be done strategically by identifying and prioritizing community needs not served
- Look for opportunities to leverage private investment so that City does not bear full financial responsibility



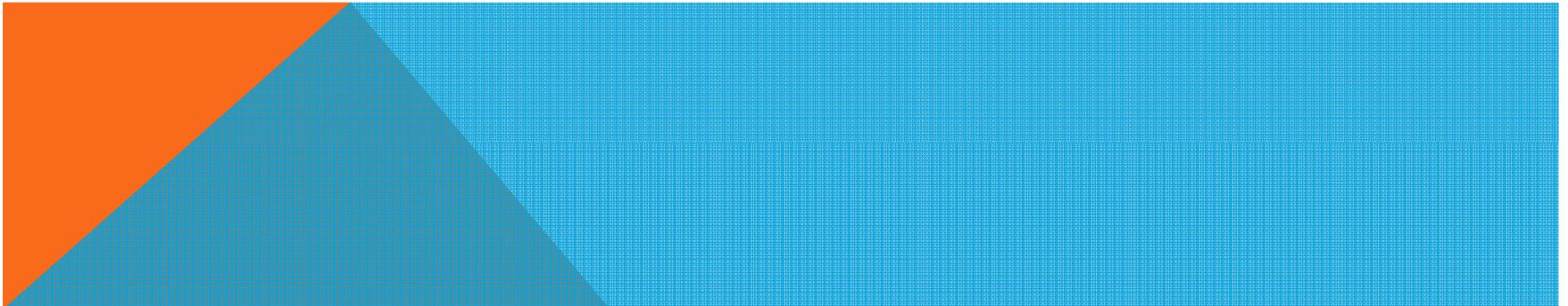
2.2: HEALTHY FOOD CHOICES

- **Action Items related to improving Healthy Food Choices included:**
 - Developing community gardens
 - Recruiting healthy food providers
 - Farmer's Market
 - School food programs, restaurants and purveyors
- Group 2 supported this objective but did not prioritize. Actions.
 - Support for Farmer's Market
 - Identify locations for community garden
 - Inability to influence food purveyors business decisions



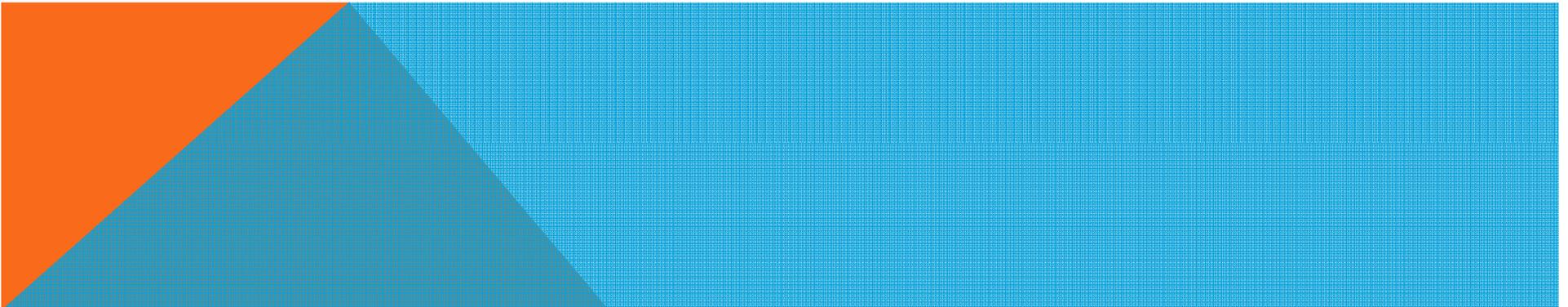
2.2: HEALTHY FOOD CHOICES

- **Some of the top priority action items included:**
 - Continued support for a Buellton Farmer's Market
 - Work with Chamber of Commerce
 - Development of location(s) for a community garden
 - Zaca Golf Course Property
 - Jonata or Oak Valley School
 - City easement end of Industrial Ave



CONCLUSION

- **Objective 2.1 “Increasing Connectivity” as Priority #1, with actions:**
 - Complete Bike and Ped Master Plan
 - Look to ways to improve safety along and across Hwy 246
 - Investigate feasibility of initiating community shuttle
- **Objective 2.3 “Increasing recreational opportunities” was identified as Priority #2, with actions:**
 - Prioritize Needs for Community
 - Look for ways to partner with private sector
- **Objective 2.2, “Healthy Food Sources” not prioritized but some important actions identified:**
 - Farmer’s Market
 - Community Garden Locations



CITY OF BUELLTON – PUBLIC VISIONING PROCESS

Goal 6: Maintain a Strong Sense of Community and Family



GROUP 2 MEMBERS

- Fred Luna
 - Peggy Brierton
 - Sharyne Merritt
 - Joe Serna
 - Mark Preston
 - Kimberly Grant
 - Josh Grant
 - Larry Bishop
- 

INTRODUCTION

- Group met on 3 or 4 occasions to review objectives and specific action items
- Of the 4 defined objectives in the Vision Plan, we chose two top priorities:
 - Improving community dialogue
 - Fostering community events
- Key component in implementing this goal:
 - Public Information Director (formerly Community Engagement Officer)

OBJECTIVES

Objective	Description	Priority
6.1	Foster community events and programs that promote social interaction between diverse residents of all ages	2
6.2	Maintain an ongoing dialogue with community members	1
6.3	Engage community members, including youth, in civic affairs and implementing the Vision Plan	
6.4	Strengthen community and families by matching available jobs and housing, so people can live and work in Buellton	

6.2: DIALOGUE WITH COMMUNITY MEMBERS

- This Objective (6.2) was identified as Priority #1
- Three specific action items noted as top priorities:
 - Public Plaza
 - Use Technology: Social Media, Website and Smart Phone Apps
 - Public Information Director (Action 1.1.2)

6.2.2: PUBLIC PLAZA

- Action Item 6.2.2 to implement a Public Plaza
 - Identified as a Priority #1 (longer term)
 - To be integrated with Avenue of Flags corridor study
 - Used for community events
 - Accessible to community and centrally located
 - Integrated with public facilities and commerce



6.2.2: PUBLIC PLAZA

- Support for Action Item 6.2.2 to implement a Public Plaza
 - Continue to use current locations to regularly post community events:
 - Kiosk at Avenue of Flags/SR 246
 - Jonata School Information Board
 - Albertsons Shopping Center
 - Look into locations for banner such as that in Solvang that spans 246 near Alamo Pintado



6.2.1: TECHNOLOGY

- Action Item 6.2.1: Expand use of technology for communication
 - Top priority action item – near term
 - Continue to use social media such as Facebook, Twitter
 - Latest projects and community efforts need to be more prominent on the website
 - Continue to evolve the City website led by Public Information Director in collaboration with other City staff
 - Develop smart phone applications for citizens to follow community events
 - Highlight activities of local non-profits and businesses
 - Make State of City more accessible to community members



6.1: COMMUNITY EVENTS

- This objective identified as Priority #2
- Two common themes arose:
 - Build upon the successes of current community events
 - Promote additional events
- Actions:
 - Events coordinator: use outside resources to help organize and market events
 - Identify annual community event for which Buellton will be known
 - Funded by a set aside portion from “bed tax”

ENGAGE COMMUNITY MEMBERS AND YOUTH

- Group 2 supported this objective but did not prioritize
 - Continue to support existing Recreation Programs and School
 - Look for opportunities to partner with school to support youth activities



MATCH JOBS WITH HOUSING

- Group 2 supported this objective but did not prioritize due to existing legislative and economic conditions
 - Continue to be commerce friendly City to attract large and small businesses
 - Work within mandates for planning for and approving affordable housing

CONCLUSION

- **Objective 6.2 “Dialogue with Community Members”** identified as the top priority
 - Action: Assign staff to act as Public Information Director
- There was also support for **Objective 6.1 “Foster Community Events to Promote Social Interaction”**
 - Action: Include in Ave of Flags corridor study the integration of a Public Plaza

GOAL #3:
Offer a Variety of Arts & Cultural Opportunities



While visions are essential, the map that takes us from here to there is essential!

THE STATED OBJECTIVES

- Foster and support local artists;
- Expand tourism to include arts and cultural activities and venues;
- Provide opportunities for residents to participate in arts and culture.

Like a three-legged stool, each is equally essential for success.



3 PRIMARY THEMES

- Arts and Culture are proven economic drivers for communities — large and small.
- Promoting Buellton as an “arts and culture community” provides marketing distinction as a destination.
- Arts and Culture = a vibrant community = better quality of life

Objective 3.1 **FOSTER AND SUPPORT LOCAL ARTISTS & ARTISANS**

- 3.1.1 Regulation Reform — new
- 3.1.2 Indoor and outdoor public gallery and performance spaces
— amended
- 3.1.3 Economic development and tourism through art — new
- 3.1.4 Partnerships between local business and artists and artisans
— formerly 3.1.3
- 3.1.5 Feature local artwork, works by artisans, and performing arts
talent in festivals and events — amended/formerly 3.1.1
- 3.1.6 Public Arts Program — formerly 3.1.4

Objective 3.2 **EXPAND TOURISM TO INCLUDE ARTS & CULTURAL
ACTIVITIES AND VENUES**

3.2.1 Organize community events/festivals that celebrate arts
and culture

3.2.2 Visitors Center — new

Objective 3.3 **PROVIDE OPPORTUNITIES FOR RESIDENTS & OTHERS
TO PARTICIPATE IN ARTS & CULTURE**

3.3.1 Arts & Culture Development Council — amended/formerly 3.3.2

3.3.2 On-going arts and cultural programming — new

3.3.3 Community Art Center — formerly 3.3.1

3.3.4 Grow progressive arts and culture leadership — new

How Do We Get from Here to There?

A number of key steps must be taken to position Buellton as a legitimate arts and culture community.

- Some of these must be undertaken by the City of Buellton.
- Others require partnerships at all levels — City, businesses, residents, artists/artisans, nonprofit organizations.

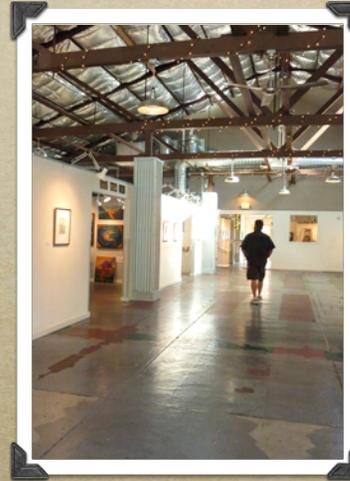
Recommendation #1

Establish Buellton as an **“arts and culture community”** to help define what makes our town “special” and differentiates our future brand from that of our competitors.



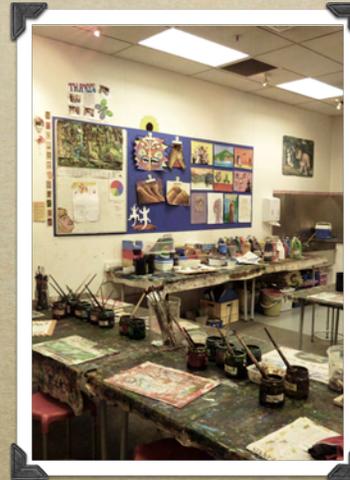
Recommendation #2

Support the formation of a separate, nonprofit **Arts & Culture Development Council** to position Buellton as the arts and culture hub of the Santa Ynez Valley.



Recommendation #3

Create an **arts and culture incubator** to form public/private/nonprofit partnerships.



Recommendation #4

Establish a **Public Arts Program** with funding from a Percent for Arts fee on all new commercial development projects.



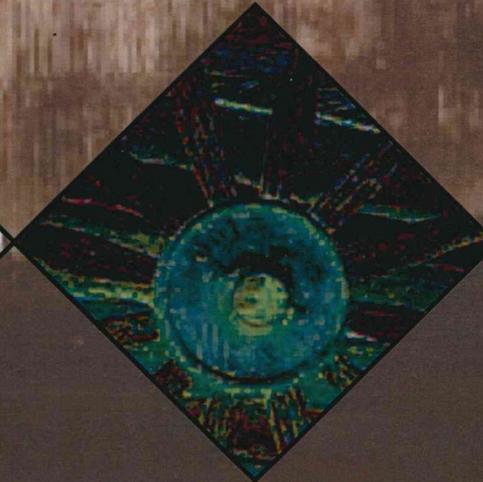
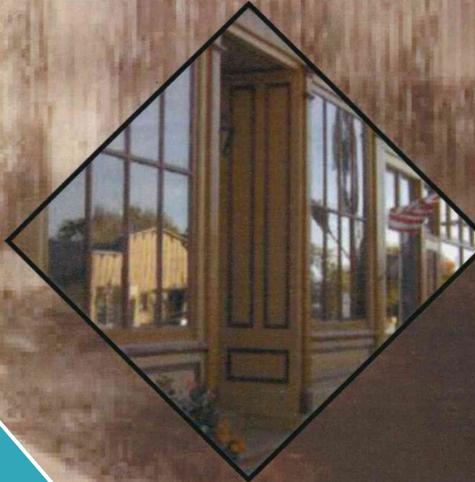
What Else?

- ★ Create a **Special Events Committee** that is responsible for carrying out at least one annual event and that includes arts and culture components.
- ★ Encourage and support **cooperative and collaborative relationships** between an Arts & Culture Development Council, the Buellton Chamber of Commerce & Visitors Bureau, the Parks & Recreation Department and Commission, and the Economic Development Task Force.
- ★ Read the **Arts & Culture Report** — including the appendixes — to learn more specifically about how we can get from here to there as an arts and culture community.
- ★ **Get involved!**

CITY OF BUELLTON – PUBLIC VISIONING PROCESS

Goal 4: Promote Desired Change Through Planning and Design

STREET
GUIDELINES



GROUP 4 MEMBERS

- Fred Luna
 - Ron Dale
 - Judi Stauffer
 - Puck Erickson
 - Mary Jane Edalatpour
 - Mark Preston
 - Peggy Brierton
- 

INTRODUCTION

- Group met on 6 occasions to review objectives and specific action items
 - Prioritized all 3 of the Goal 4 Objectives in the Vision Plan
 - We renumbered the objectives to match the priority order we determined
 - We chose to add several new action for the Steering Committee to consider that are paramount to achieving success on the Objectives
- 

OBJECTIVES

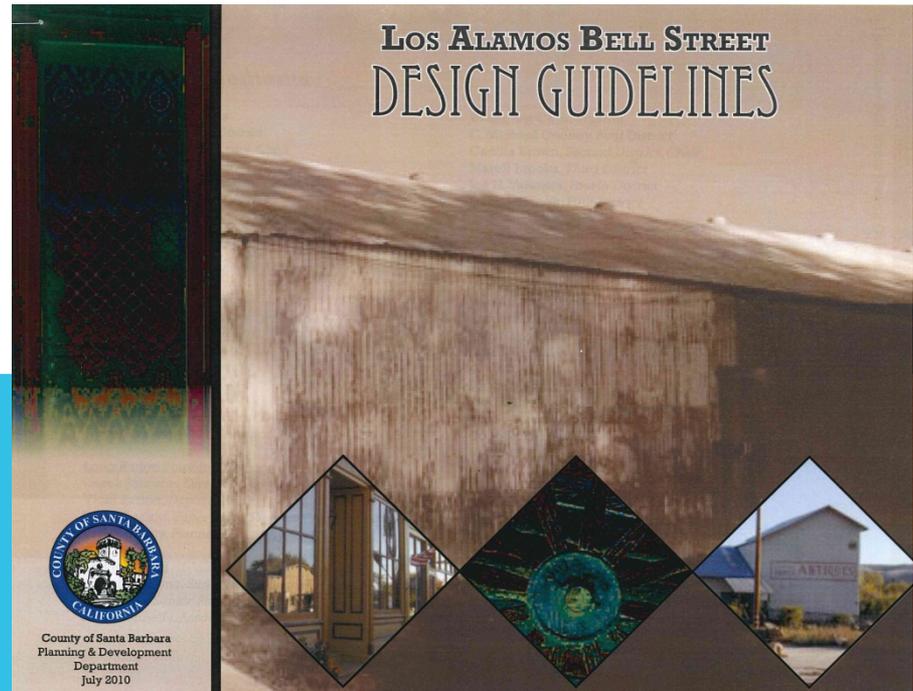
Objective	Description	Priority
4.1	Maintain rural small-town character	1
4.2	Promote attractive, well-maintained neighborhoods and districts	2
4.3	Provide an environment that appeals to and supports both residents and visitors	3

4.1: MAINTAIN RURAL SMALL-TOWN CHARACTER

- Objective identified as Priority #1 and listed several new action items:
 - Revise Community Design Guidelines
 - Establish a Board of Architectural Review
 - Review and modify all existing ministerial thresholds for development
 - Strengthen existing permit process for development review including City's plan intake process

4.1: MAINTAIN RURAL SMALL-TOWN CHARACTER

- **Revise Community Design Guidelines:**
 - Integrate planning that is form-based for all new and existing developments in order to maintain a rural small-town character
 - Would provide a cornerstone document to guide design choices in various neighborhoods/districts

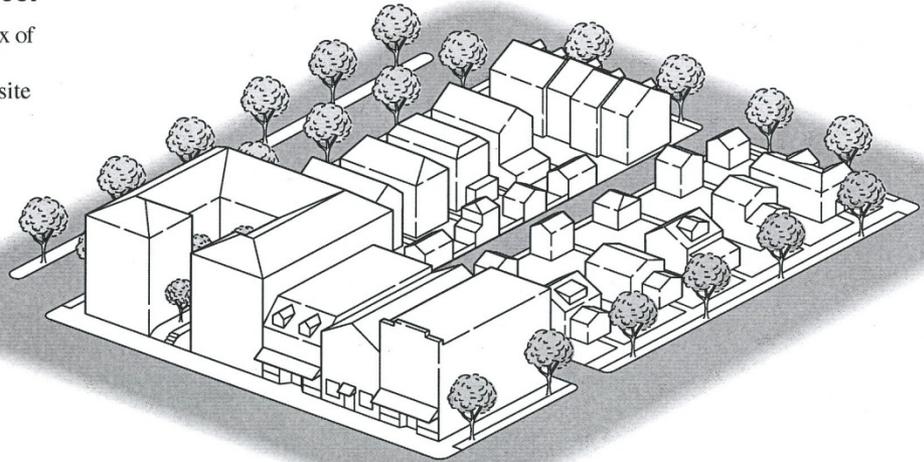


4.1: MAINTAIN RURAL SMALL-TOWN CHARACTER

- **Revise Community Design Guidelines:**
 - Would guide developers / builders/property owners as to proper choices to make
 - Future design will contain harmony and scale consistent with form-based design

How form-based codes define a one-block parcel

Street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.



4.1: MAINTAIN RURAL SMALL TOWN CHARACTER

- **Establish a Board of Architectural Review**
 - Recommendation is to have City define and implement a design review board independent of planning commission to guide design elements of development
 - Two options identified for creating:
 - Committee of local professionals in architecture, landscape architecture, design
 - Utilize the County Central BAR to review projects for Buellton

4.1: MAINTAIN RURAL SMALL TOWN CHARACTER

- Review Ministerial Planning Process
- Actions:
 - City Council cause to be prepared guidelines specifying limitations to “ministerial modifications”
 - Reports for minor and major modifications requests are to be submitted to City Manager and City Council

4.1: MAINTAIN RURAL SMALL -TOWN CHARACTER

- Strengthen Permit Process for Development Review
- Actions:
 - City sign-off prior to occupancy
 - Ensure City active involvement after zoning clearance
 - Clearly define “minor modification” must be clearly defined
 - Develop a process for informing agencies of proposed projects in City
 - Define and adhere to development “intake” process:
 - Preliminary review, fee structure, staff review, ABR, Planning Commission, and then only to Council (upon appeal).

4.2: PROMOTE ATTRACTIVE NEIGHBORHOODS AND DISTRICTS

- This Objective was identified as Priority #2
 - Several of the action items were similar to those included in Priority #1
 - Revise Community Design Guidelines
 - Establish a Board of Architectural Review
 - Continue to work on Bike and Pedestrian Master Plan
- 

4.2: PROMOTE ATTRACTIVE NEIGHBORHOODS AND DISTRICTS

- **Bike and Pedestrian Master Plan**
 - Identify City's high use corridors: Avenue of Flags, 246, Central, McMurray for future bike and pedestrian improvements
 - Provide environment that promotes making local trips by bike and walking

The City of Buellton

Bicycle and Pedestrian Master Plan
Draft - October 2011



4.3: ENVIRONMENT THAT APPEALS TO RESIDENTS AND VISITORS

- Objective was identified as Priority #3
- Key action items under this Objective are:
 - Comprehensive Wayfinding/Signage Program
 - Gateway Signage in the City – “Now Entering...”
 - Parking accommodations for trucks

CONCLUSION

- **Top Priority Identified was 4.1 “Maintain small-town rural community”**
 - **Actions:**
 - **Revise Community Design Guidelines**
 - **Establish Board of Architectural Review**
 - **Review “ministerial planning process” and strengthen process for development review and oversight**
 - **Priority #2 was 4.2 “Attractive Neighborhoods and Districts”**
 - **Actions:**
 - **Complete Avenue of Flags corridor study and Bike/Ped Master Plan**
 - **Priority #3 “Environment Appealing to Residents/Visitors”**
 - **Actions:**
 - **Improve identity through gateway elements, improved signage, and maintain ample parking in downtown core**
- 

GOAL 7: BE A LEADER IN ENVIRONMENTAL SUSTAINABILITY AND STEWARDSHIP*
 To increase efficiency, cost savings, environmental benefits and resilience.



Objective 7.1. Leadership in environmental sustainability through signature program.

RANK	ACTIONS	TACTICS
1	7.1.1 Consider a Trikke and Bike Program promoting greater use for local trips and for tourism along with a major community Trikke <i>Palio</i> based on neighborhood teams (<i>See attached discussion paper</i>).	
2	7.1.2 Consider other signature programs such as wind turbine-solar hybrid sculptures along Avenue of Flags as a major attraction; or adopting a goal of “going solar” and focusing community efforts on promoting solar throughout the town; or building a LEED platinum plus Welcome and Resource Center that could also serve as a major attraction for Buellton.	



Objective 7.2. Land Use and Open Space. Maintain a compact form bounded by natural and rural areas (7.1).



RANK ACTIONS

TACTICS

1	7.2.1 Direct growth into undeveloped & underutilized areas within the Urban Growth Boundary (7.1.1).	<ul style="list-style-type: none"> Consider an infill ordinance offering developers increased flexibility and other incentives for projects consistent with desired design features (size, bulk and scale), economic benefits to the community, and livability criteria (e.g., pedestrian and transit friendly).
2	7.2.2 Identify & protect agricultural areas surrounding city to maintain a distinct urban-rural boundary.	<ul style="list-style-type: none"> Adopt specific strategies to ensure agricultural areas are maintained (e.g., Memorandum of Understanding with Solvang and County to protect the eastern 246 corridor).
2	7.2.3 Promote small, locally owned businesses in a central business district readily accessible by foot, bike, and public transit and discourage big box stores from locating around Buellton and undermining the vitality of the central business district.	<ul style="list-style-type: none"> Consider an ordinance with disincentives for big box stores such as limits on size or retail sales volume (retail caps) to protect Buellton's small town character and prevent, congestion, pollution, sprawl, and noise.
4	7.2.4 Identify & protect key viewsheds throughout the city.	<ul style="list-style-type: none"> Designate critical viewsheds and corridors and adopt appropriate planning tools to ensure their protection—e.g., height and setback restrictions for buildings and vegetation, screening, sign ordinances.
3	7.2.5 Promote creation of nature preserves along the Santa Ynez River, but only with express permission of property owners and ensuring against trespass onto private property. (Note: this supercedes Action 7.1.2)	
2	7.2.6 Promote the establishment of a river trail within Buellton with legal access points to the trail. Such trail and access points must be designed so as not to harm sensitive habitat, water quality, special status species or promote trespassing onto private property. (Note: this supercedes Action 7.1.2)	<ul style="list-style-type: none"> Form a committee of critical stakeholders to examine possibilities for trail and trail access points. (Note: this supercedes Action 7.1.2)
2	7.2.7 Identify & develop network of accessible parks, gardens and open spaces within the city.	<ul style="list-style-type: none"> Determine which neighborhoods are not within 1/2 mile of a park and give priority to acquisitions or agreements to serve them. Encourage new residential development over 10 units to provide parks, gardens, or play areas for residents and work to provide safe public rights-of-way from neighborhoods to parks.





Objective 7.3 Resource Conservation & Efficiency. Buellton promotes resource efficiency—energy, water, and materials use

RANK ACTIONS

TACTICS

1	7.3.1 Work towards becoming a “net zero” city by matching energy requirements to what can be produced locally.	<ul style="list-style-type: none"> • Promote energy efficiency and usage reduction targets for public and private energy users. • Reduce vehicle miles traveled and facilitate mobility by encouraging walking, biking, use of mass transit, and ride-sharing. • Track alternative energy innovations in finance and technology and inform residents about new developments. (e.g., Action 7.2.6 Track County progress in developing the Energy Efficiency Improvement Financing Program for home solar energy installations; promote program once it is launched.) • Review city policies and ordinances to eliminate obstacles to and develop incentives for alternative energy generation and use. • Install solar panels or wind turbine in public place for educational purposes.
1	7.3.2 Ensure that Buellton has a adequate, clean water even during prolonged droughts, through enhanced water conservation.	<ul style="list-style-type: none"> • Balance extraction of water from the Buellton Uplands Groundwater Basin with infiltration. • Develop incentives for water conservation, including water-wise landscaping and irrigation. • Monitor and keep harmful substances out of all water resources.
2	7.3.3 Use the most effective methods available to limit waste and promote the reuse of materials.	<ul style="list-style-type: none"> • Increase the diversion of solid waste from landfills from 50% to 75% of collected waste by 2017 and discourage use of plastic bags and bottles. • Increase composting of food and green waste. • Increase use of recycled products.



Objective 7.4 Green Building Buellton adopts green building standards and establishes incentives for green building practices

RANK	ACTIONS	TACTICS
1	7.4.1 Vigorously support implementation of Cal Green standards in Buellton by the County Building and Safety Division, extending these standards to existing building expansions and remodels, and establish incentives to encourage green retrofitting of existing buildings (Note: this supercedes Action 7.2.5)	
2	7.4.2 Before approving plans for new construction, either make Cal Green Tier 1 voluntary standards mandatory or, in their place, accept compatible third party rating system criteria (e.g., LEED, Green Point Rated; Note: this supercedes Action 7.2.4)	
2	7.4.3 Adopt building standards that encourage or mandate onsite solar or wind power generation.	
3	7.4.4 When repaving roadways and parking lots, use permeable, light colored surfaces to reduce water runoff and reflect heat.	



Objective 7.5 Green Business Objectives Buellton attracts new, non-polluting businesses



RANK	ACTIONS	TACTICS
------	---------	---------

1	Develop an Economic Development Strategy that addresses ways to grow and recruit “green” technology businesses (supercedes Action 7.3).	Consider creating a Green Economic Development Zone Committee to work with stakeholders and local universities to encourage green business opportunities in Buellton.
2	Develop a “Green Tourism” Strategy (supercedes Action 7.3).	Seek to promote less resource intensive tourism through existing visitor and tourism organizations and a greater appreciation for the natural amenities in and around Buellton and the Santa Ynez Valley.

Objective 7.6 Structure for Implementation and Follow-Through.

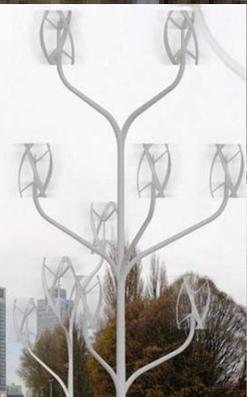
RANK	ACTIONS	TACTICS
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1	7.6.1 Assign existing staff person, or create new staff position, to direct sustainability efforts in Buellton and work in concert with the Sustainability Advisory Committee (supercedes Action 7.2.2)	<ul style="list-style-type: none"> • Create a “Green Team” from representatives among city departments to determine what can be done in each of their areas to become a more sustainable city and to interact with the Sustainability Advisory Committee. • Consider modifying the job description of an existing department head to include role of Sustainability Director, creating line responsibility for developing and implementing cost-savings, efficiency, and sustainability initiatives and coordinating the Green Team and interactions with the Sustainability Advisory Committee. • Request that a City Council member serve as liaison to the Sustainability Advisory Committee and report back to the Council on its progress.
2	7.6.2 Form a Sustainability Advisory Committee to provide the City Council with information and ideas on sustainability, and to assist with public outreach (7.2.1)	<ul style="list-style-type: none"> • Appoint a committee from the Greater Buellton area to work with the city, businesses, and residents to develop and adopt a sustainability plan and oversee efforts to help Buellton become a recognized leader in environmental sustainability (the framework contained in this document and the accompanying discussion paper offer a starting point).
3	7.6.3 Develop baseline indicators that can be measured periodically to determine whether actions and tactics are leading to positive changes and having the desired outcomes.	
4	7.6.4 Develop reporting methods to the Council and general public that describe progress and enlist support.	Offer and promote local environmental education programs and events (7.2.7)

SUSTAINABLE BUELLTON

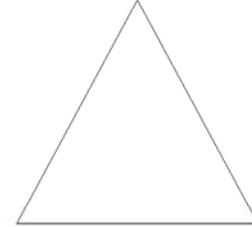
Signature Project

Green Wheels—
 Trikke & Bike Program
 Wind-Turbine Hybrid Sculptures
 A Solar Buellton
 LEED Platinum
 Welcome & Resource Center



Structure

City Council Representative



Sustainability Commission

Green Team

City Staff Sustainability Role
 Community Advisory Committee
 Council Liaison



Plan

Land Use & Open Space
 Resource Conservation & Efficiency
 Green Building
 Green Business



Buellton, CA: Amazing success with Sustainability Plan

TIME

2015 Special

10 IDEAS FOR THE NEXT 10 YEARS

- The Next American Century
- Remapping the World
- The Twilight of the Elites
- The Dropout Economy
- The White Anxiety Crisis
- Our Boring Age
- Bandwidth Is the New Black Gold
- TV Will Save the World
- China and the U.S.: The Indispensable Axis
- In Defense of Failure

CITY OF BUELLTON CALIFORNIA

SANTA BARBARA COUNTY 2010 Sustainability Action Plan

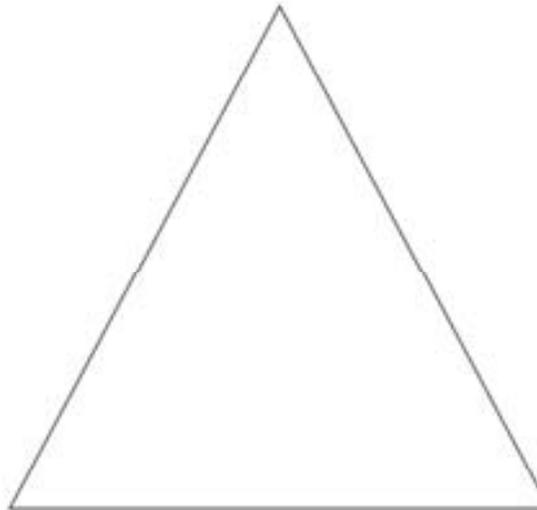
SUSTAINABLE BUELLTON



SUSTAINABLE BUELLTON

Structure

City Council Representative



Sustainability Commission

Green Team

City Staff Sustainability Role
Community Advisory Committee
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SUSTAINABLE BUELLTON



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MARCH 27, 2011

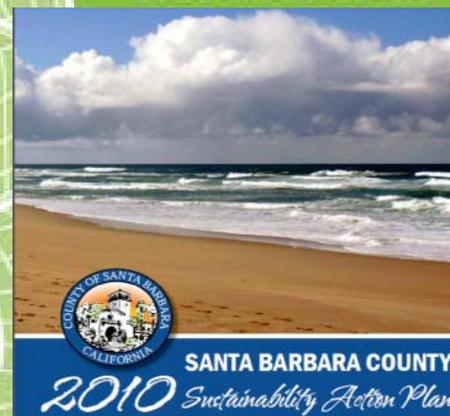
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Goal 8/Foster Local Economic Development that Supports the Community Vision

COMMITTEE MEMBERS

Ron Anderson John Dorwin John Franklin
Michael Hendrick Emmet Hickey Steve Lykken
John Petersen Pete Robertson Judi Stauffer
Amy Wolfslau Kathy Vreeland

Rankings of Objectives 8.1 and 8.2

Action Items

- 1 8.1.1 - Establish the position of Economic Development Director** as a contract position in partnership between the Buellton Economic Development Task Force and the Buellton Chamber of Commerce.
- 2 8.1.2 - Follow CALED report recommendation** to develop an Economic Development and Tourism Strategy to attract, retain and expand business and support business people in Buellton (93427).

Rankings of Objectives 8.1 and 8.2 Action Items

- 3 8.2.2 - Create a Special Events Committee**
to generate visitor-orientated events by recruiting events and by coordinating the creation of home-grown events involving local businesses and community groups.

- 4 8.2.1 - Continue to promote the hospitality industry**, including tourism, lodging and conventions in Buellton through the Tourism Business Improvement District.

Economic Development Director

The Committee recommends the creation of the position of Economic Development Director

Key Elements

- **City commitment to the concept.**

Significant annual expenditure (range of \$150,000 to \$200,000) for full-time position.

- **Organization structure and reporting responsibilities.**

Define lines of authority.

- **Prioritized goals and objectives.**

Both short term and long term.

Position Summary

- **Engaged as a Contract Consultant**, under the general direction and based on the goals and policies established by a partnership including the City of Buellton, the Economic Development Task Force, and the Buellton Chamber of Commerce.

Position Summary

- **Plans, organizes, and administers programs** that encourage economic development (with focus on sales and occupancy tax and job creation) in the City for the benefit of the residents, businesses, employees and visitors.
- **Develops strategies to improve the economic strength of the City**
 - Business attraction, retention, and expansion
 - Job creation
 - Promotion of tourism.

Position Summary

- **Participates in and supports related City, RDA, Chamber, Visitor Bureau, and regional and state economic and business committees, boards and commissions for the benefit of local business, industry, downtown, tourism and job development.**

Examples of Duties:

- **Designs, develops and implements** business retention, expansion and targeted recruitment programs.
- **Identifies community employment needs** and implements job creation efforts that match skills and needs of current and future residents.
- **Identifies and contacts businesses** interested in locating to the community.
- **Initiates recruitment efforts** to attract business that meet the City job creations goals

Examples of Duties:

- **Meets regularly** with the City's key businesses and major employers.
- **Acts as an ombudsman** and advocate for existing businesses in the City and businesses interested in relocating to the City; identifies opportunities to maintain and enhance existing business relationships with the City.

Examples of Duties:

- **Participates as a key member** with City and RDA Planning, Public Works, Engineering, and other departments to coordinate and facilitate City or RDA initiated major development projects and works closely with other City departments on these projects
- **Analyzes and investigates business trends** and data, legislation and other local, state and national programs and activities pertaining to economic development; recommends policy and procedural changes to implement successful legislation, programs and activities.

Examples of Duties:

- **Acts as a liaison with community organizations** and businesses involved in business and tourism activities (e.g., Chamber of Commerce, Visitors Bureau, real estate brokerage community, banks) to enhance the economic viability of the City.
- **Monitors and assists** in facilitating and expediting local permit processing activities.

Examples of Duties:

- **Prepares reports, graphic representations and statistical summaries** on issues related to economic development and makes presentations to City Council, Economic Development Task Force, business and community organizations and others

- **Economic Development is a key element in Buellton realizing the vision being created.**
- **An Economic Development Director is essential to the process.**