E.D.-1

Benefits

a) Restrooms 𝍸 𝍸 𝍸 ||

b) Off-site Parking 𝍸 𝍸 ||||

c) Parking District 𝍸 𝍸 ||||

d) Off-site improvements 𝍸 𝍸 ||

e) Trail fee 𝍸 |||

f) Water fee 𝍸 |

g) Public art ||||

h) Library fee 𝍸 |

i) Green features 𝍸 ||

- like Solvang
- semi truck parking

Additional
- plant trees
- sponsorship of community events
- Pedestrian Improvements
- Museum

E.D.-2

Benefits ~~Incentives~~ (Do not prefer)

a) Restrooms |

b) off-site parking lot |

c) parking district |

d) off-site public improvements ||

e) off-site trail fee ~~||||~~

f) off-site water/wastewater fee

g) public art ~~||||~~ |||

h) library fee ~~||||~~ |

i) Green building features |||

Incentives

E.D.-3

a) Building height ~~||||~~ |

b) Reduced parking ~~||||~~

c) Residential density ~~||||~~ |||

d) Setbacks ~~||||~~ |

e) Land uses ~~||||~~ |||

f) Reduced fees ~~||||~~ ~~||||~~ ~~||||~~ ~~||||~~

g) Traffic fees ~~||||~~ ~~||||~~ ~~||||~~

Additional

- Semi truck parking near restaurants/hotels

E.D. 4

Incentives (Do not prefer those)

a) bldg height ~~||||~~ |||

b) Reduce Parking |||

c) increase mixed use density ~~||||~~ ||

d) Reduce rear yard setbacks ||||

e) allow other land uses ~~||||~~ |

f) Reduce application fees

g) Reduce traffic fees |

E.D.-5

Retailer Voids

a) Casual Restaurants ~~||||~~ ~~||||~~ ~~||||~~ ~~||||~~

b) House hold furnishings ~~||||~~ |||

c) Home improvemt. ~~||||~~ ~~||||~~ |||

d) Clothing / apparel ~~||||~~ ~~||||~~ ~~||||~~ ~~||||~~

e) Discount Dept. ||

f) Dollar stores ~~|||||~~

g) Boutique Shops |

h) Boutique Restaurants

i) Wine/beer tasting

j) coffee shops

o) Native American Products

k) healthy food stores and restaurants ||

l) spa/massage

j) local bussinesses

k) specialty grocery

l) Athletic/arts retail

m) Ranch Supplies

n) small business with live/work units |

E.D. 6

Retail Categories (Do not prefer these)

a) Casual Restaurants

b) Household furnishings ||||

c) Home Improvement ||

d) Clothing/apparel ||

e) Discount Department Stores ~~||||~~ ||||

f) Dollar Stores ~~||||~~ ~~||||~~ ||

g) No chains/fast food |

E.D.-7

Strengths

- Lots of people travel through city. Keep them here to spend money.
- Grass Medians
- Tech Companies
- Ample room/flexibility
- Freeway Access!
- Supportive Community!
- small town- semi rural
- Semi trucks decrease costs

E.D-8

Weaknesses

- Too many apartments
- Vacancies |
- outdated structures
- Need sidewalks throughout city
- Need another groceny store
- Need more drug stores
- Subject to singular persons making decisions
- Too many low image hotels

E.D.-9

Opportunities

- Use of future development to leverage improvements
- Creative application of available space
- To create a style unique to Buellton
- Semi truck parking
- Light industrial Uses
- Show what Buellton has to offer

E.D.-10

Threats

- Resistance/Unattractiveness of hotel community
- Big developers - greed/growth with no forethought
- Potential for lower quality element
- Becoming a "city" and losing feel of SYV
- Do nothing - people will go elsewhere to shop, eat, etc.
- Limiting semi trucks increases costs
- Commercialization by corporate american strip mall syndrome

E.D.-11

Additional Comments

- Keep small town feel - no big box stores
- No mission statement
- Move forward on Avenue