

Economic Development Issues Survey Responses

Avenue of Flags Specific Plan Workshop #1

Held on Saturday, June 27, 2015

Potential Community Benefits

| # | | <u>Top 3 Preference</u> | <u>Veto</u> |
|----|--|-------------------------|-------------|
| 1 | Construction of restrooms | 24 | 1 |
| 2 | Payment into, or creation of, a parking district | 22 | 1 |
| 3 | Construction of an off-site public parking lot | 18 | 2 |
| 4 | Construct off-site public improvements (curb, gutter, sidewalk, street widening) | 18 | 1 |
| 5 | Payment of an off-site trail fee | 12 | 5 |
| 6 | Adding additional green building features | 9 | 9 |
| 7 | Installation of public art | 8 | 8 |
| 8 | Payment of a library fee | 8 | 9 |
| 9 | Payment of off-site water and wastewater fees | 7 | 3 |
| | | | |
| | <u>Write-in:</u> | | |
| 10 | Pedestrian improvements | 6 | |
| 11 | Fiber optics for movies, music on the Ave | 1 | |
| 12 | Semi truck parking | 1 | |
| 13 | Museum | 1 | |
| 14 | Plant trees | 1 | |
| 15 | Sponsorship at community events | 1 | |
| | Total Votes | 137 | 39 |

Potential Incentives

| # | | <u>Top 3 Preference</u> | <u>Veto</u> |
|----|--|-------------------------|-------------|
| 1 | Subsidize the project by reducing application fees | 32 | 0 |
| 2 | Reducing traffic fees (if off-site public improvements are provided) | 25 | 1 |
| 3 | Reduce the rear yard setbacks | 14 | 6 |
| 4 | Allow land uses not allowed in the CR zone, such as 100% industrial | 11 | 7 |
| 5 | Reduce on-site parking requirements | 10 | 6 |
| 6 | Increase mixed use residential density from 10 units per acre to 20 | 10 | 10 |
| 7 | Increase building heights from 35 to 50 feet | 8 | 14 |
| | | | |
| | <u>Write-in:</u> | | |
| 8 | Building height - mean average limit to 40 ft | 1 | |
| 9 | Density - 16 DU / AC | 1 | |
| 10 | Fee deferral | 1 | |
| | Total Votes | 113 | 44 |

Retail Leakage / Retailer Void Categories

| # | | <u>Top 3 Preference</u> | <u>Veto</u> |
|----|--|-------------------------|-------------|
| 1 | Casual restaurants | 31 | 0 |
| 2 | Clothing / apparel | 27 | 1 |
| 3 | Home improvement | 16 | 2 |
| 4 | Household furnishings | 13 | 5 |
| 5 | Discount department stores | 3 | 12 |
| 6 | Dollar stores | 0 | 17 |
| | | | |
| | <u>Write-in:</u> | | |
| 7 | Grocery | 4 | |
| 8 | Breweries / wine tasting | 3 | |
| 9 | Specialty / boutique stores (e.g. Native American) | 3 | |
| 10 | Galleries | 2 | |
| 11 | Hotels | 1 | |
| 12 | Office supply | 1 | |
| 13 | Mercantile / general merchandise | 1 | |
| 14 | Mixed use art / living quarters | 1 | |
| 15 | Live/work | 1 | |
| 16 | Pharmacy | 1 | |
| 17 | Light Industrial | 1 | |
| 18 | Spa / massage | 1 | |
| 19 | Coffee shops | 1 | |
| 20 | Fast food | | 4 |
| 21 | Target / Walmart big box | | 2 |
| 22 | Chain stores | | 1 |
| | Total Votes | 111 | 44 |

Additional SWOT Considerations

Strengths

Public owned property
Land available for development
Clean slate
Small town
Public input
Passionate residents
Medians as landscaping

Weaknesses

No adoption of 2010 vision plan
Lack of parking
Major infrastructure changes
Not asking land owners what they are willing to support
People don't come to the Ave
Not moving forward with Vision Plan, CC letting too much time pass
No mission statement / direction / purpose
Sidewalks throughout city (e.g. on 246)
Singular persons making decisions
Blighting / vacant properties

Opportunities

Repurpose community resources
Community support
Bring Ave of Flags forward by 5 or 6 decades
Light industrial / tech jobs
Create a style unique to Buellton
Create application of available space
Use future leverage future development to fund improvements

Threats

Council adverse to moving forward
Cal Trans
Economic viability
Losing willing investors
Increasing blight
Doing nothing, people will go elsewhere to shop, eat, etc.
Commercialization
Losing charm and small town feel
Too many apartments coming in
Big developers / greed
Potential for low quality development
Becoming a "city"