



# AVENUE OF FLAGS SPECIFIC PLAN

July 2016  
Draft



# **AVENUE OF FLAGS DRAFT SPECIFIC PLAN - July 2016**

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# CHAPTER 1: INTRODUCTION AND POLICY FRAMEWORK



# CHAPTER 1. INTRODUCTION AND POLICY FRAMEWORK

## A. PLAN PURPOSE

### 1. OVERVIEW

The Avenue of Flags presents a major opportunity for Buellton. Creating a vibrant downtown that serves the community is of great importance to the residents of Buellton. During the public visioning process for the *Buellton Vision Plan 2012*, the future of the Avenue of Flags (also referred to herein as AOF or The Avenue) was identified as a key component to achieving the overall vision for the City. This plan provides the framework to achieve this goal by providing the appropriate development tools that encourage development on the Avenue that meets the needs of the community.

### 2. WHY PREPARE A SPECIFIC PLAN?

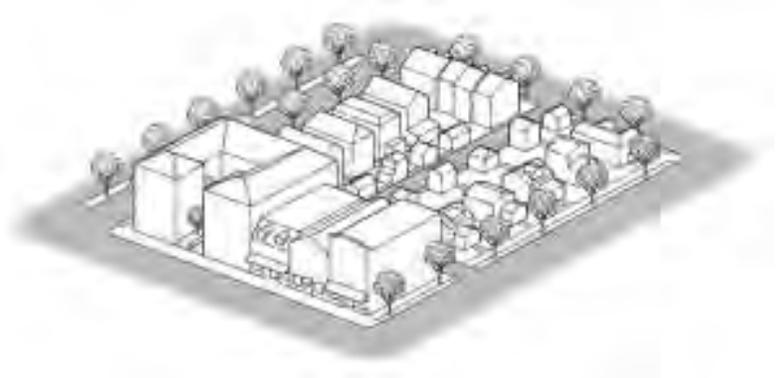
Under California law (Government Code §65450-65457), a specific plan is a planning tool that allows a community to articulate a vision for a defined area and apply guidelines and regulations to implement that vision. The Avenue of Flags Specific Plan (Specific Plan or Plan) guides development along the Avenue of Flags corridor by defining land uses, creating an integrated circulation system, and providing development standards.

#### a. SPECIFIC PLAN DOCUMENT

The Avenue of Flags Specific Plan is the appropriate document to govern long-term development of the area in order to achieve the Vision for the Avenue. The Avenue of Flags Specific Plan utilizes tools to guide development in the area. Among this set of tools are Form Based Code, and Development Opportunity Reserve (DOR). Subsequent chapters discuss both tools in detail, and describe how each tool is applied to the Avenue of Flags Specific Plan.

#### b. FORM-BASED CODE

Form Based Code is a zoning tool used to regulate land development to achieve a specific urban form and mix of uses. This allows for an effective zoning strategy that focuses on the physical form of development, rather than the use. Form Based Code addresses the relationship between public and private spaces such as the interaction between streets, blocks, and buildings in terms of form, scale and massing, and the use of frontage areas. This creates a predictable public realm, and a clear understanding for investors by including standards for design of streets and open spaces.



#### c. DEVELOPMENT OPPORTUNITY RESERVE (DOR)

Development Opportunity Reserve (DOR) is an economic tool used to incentivize property owners and developers to provide a public good and in return receive some benefit or reduction in standards as part of their development. The goal of this type of tool is to achieve the desired outcome for all stakeholders; including the public, the property owner, and the City.

## **B. REGULATORY FRAMEWORK**

### **1. SPECIFIC PLAN AUTHORITY**

A specific plan is a tool for the systematic implementation of a general plan. It effectively establishes a link between implementing policies of the general plan and the individual development proposals in a defined area. A specific plan may be as general as setting forth broad policy concepts, or as detailed as providing direction to every facet of development from the type, location and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision.

To an extent, the range of issues that is contained in a specific plan is left to the discretion of the decision-making body. However, all specific plans, whether prepared by a general law city or county, must comply with Sections 65450 - 65457 of the Government Code. These provisions require that a specific plan be consistent with the adopted general plan of the jurisdiction within which it is located. In turn, all subsequent subdivision and development, all public works projects and zoning regulations must be consistent with the specific plan.

As with a general plan, the authority for adoption of the specific plan is vested with the local legislative body pursuant to §65453(a). However, unlike the general plan, which is required to be adopted by resolution (§65356), two options are available for the adoption of a specific plan: 1) adoption by resolution, which is designed to be policy driven, or 2) adoption by ordinance, which is regulatory by design. In the case of the Avenue of Flags Specific Plan, the intent is to adopt the document by both resolution and ordinance, since it encompasses both regulatory and design features. The adoption of a specific plan is a legislative act similar to adoption of a general plan or zoning ordinance.

The Avenue of Flags Specific Plan is based on the legal authority described above. It is a tool that implements the City's General Plan, and provides more detailed planning direction and standards for the Avenue of Flags than are included in the General Plan. It also functions as the zoning code for future development within the area. It is intended to be, and must be, consistent with the General Plan. The Avenue of Flags Specific Plan provides a comprehensive land use program to guide future public and private development in the planning area in conformance with the requirements set forth in the California Government Code Sections 65450 through 65457.

The Specific Plan provides a bridge between the City's General Plan and detailed plans for future development projects within the plan area. It directs all facets of future development within the Avenue of Flags Specific Plan area including:

- ☐ *Designation of land uses;*
- ☐ *Designation of required access & circulation features;*
- ☐ *Location and sizing of infrastructure;*
- ☐ *Phasing of development;*
- ☐ *Financing methods for public improvements; and*
- ☐ *Establishing standards of development.*

## 2. STATUTORY REQUIREMENTS

Section 65451 of the Government Code mandates that a specific plan be structured as follows:

*(a) A specific plan shall include a text and a diagram or diagrams which specify all of the following in detail:*

*(1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.*

*(2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.*

*(3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.*

*(4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).*

*(b) The specific plan shall include a statement of the relationship of the specific plan to the general plan.*

The statutes apply to all counties and general law cities, including the City of Buellton.

## 3. LEGAL ADEQUACY

A specific plan must meet the minimum requirements of the statute listed above in order to be legally adequate. Among the key features that must be included are:

- *Maps, diagrams or descriptions to adequately describe the distribution, location, extent, and size of the major infrastructure components needed to serve the project.*
- *A thorough discussion of the implementation measures necessary to carry out §65451 (a)(1-4).*
- *A discussion of the methods to be used for infrastructure financing and a program for implementation.*
- *A detailed statement of the relationship of the specific plan to the general plan, including consistency between both plans and a comparison of goals, objectives, and policies.*
- *A discussion of how the plan implements the policies of the general plan.*

## 4. RELATIONSHIP TO GENERAL PLAN

The Avenue of Flags Specific Plan derives its authority from the City's General Plan (*Buellton General Plan 2025*). Policy direction for the Avenue is included in several elements of the General Plan, including the Land Use, Circulation, Economic Development, Housing, and Parks and Recreation elements, as described below.

The General Plan Land Use Element identifies the Avenue of Flags as an area that requires special consideration, and includes policy direction that guides future development in the area, with a focus on:

- Visitor Services/Highway Commercial
- Retail and Office Development
- Mixed Use Development (which could include commercial uses, visitor-serving uses, civic uses, housing, open space and recreation)

The General Plan bases its goals, policies and programs for the Avenue on an Urban Design Plan that was adopted for the Avenue in 2002. The Specific Plan is intended to build on, and refine to the extent necessary, that Urban Design Plan to be consistent with its intent, but to be more implementable and realistic based on market and environmental conditions. Redevelopment had been one tool identified in the General Plan to assist in the revitalization of the Avenue, but that tool is no longer available pursuant to changes in State law. For that reason, General Plan policy direction that relates to the concept of Redevelopment are not included in the discussion that follows.

Key General Plan Goals, Policies and Programs that provide direction for the Avenue of Flags Specific Plan include:

**a. Land Use Element**

- **Goal 4:** To revitalize the Avenue of Flags and Highway 246 core as an identifiable “downtown,” the physical and social center of Buellton and an inviting place for visitors and residents alike.
- **Policy L-8.** New development and changes in existing use should adhere to the pattern of land use recommended in the Avenue of Flags/Highway 246 Urban Design Plan for the Avenue of Flags Revitalization Area (refer to Figure LU-6 and the discussion of the Urban Design Plan in the introduction). Non-conforming uses should be encouraged to relocate elsewhere at locations appropriate to the use. Vertical and horizontal mixed-use development should be encouraged in relation to lot depth, and a commercial orientation shall be maintained along the street frontage of the Avenue.
- **Policy L-9.** The entrances to Buellton from the east and west on Highway 246, and from the north and south on the US 101 freeway and Avenue of Flags should be considered important features. New public and private development in these locations should include elements such as signage, landscaping and appropriate architectural detailing that announces that one has arrived in Buellton. Such elements should also be designed to reduce the speed of vehicles entering the City for the safety of pedestrians and bicyclists using and crossing arterial roads. Entrance monuments, as described in the Avenue of Flags/Highway 246 Urban Design Plan shall also be encouraged.
- **Policy L-23.** For property with a General Commercial (GC) land use designation and frontage upon Avenue of Flags or Highway 246, new residential development may only be allowed: (i) as part of mixed use projects, subordinate in character and scale to principal permitted commercial uses; (ii) located above or behind commercial uses facing the street; and (iii) where sufficient vehicle access and parking is provided for both residential and commercial uses. Exemptions to this policy may only be granted by a majority vote of the City Council when all of the following findings can be made: (i) compelling public interests are served (e.g., provision of affordable housing) or circumstances particular to a project or site warrant such an exemption (e.g., site characteristics, development constraints, neighborhood compatibility, environmental setting, community benefits and other relevant factors); (ii) the viability of the remaining commercial corridor is not jeopardized; and (iii) the City’s economic and fiscal goals are not compromised.
- **Policy L-24.** New commercial development shall be encouraged in Buellton along Avenue of Flags and Highway 246. In general, new commercial development should provide a wider range of retail shopping opportunities for the community.
- **Policy L-25.** The visitor-serving sector of the local economy should be maintained and, as demand increases, expanded.
- **Policy L-26.** Offices should be allowed on Avenue of Flags.
- **Policy L-27.** Sidewalk areas in the commercial core along Avenue of Flags and Highway 246 should allow for the free flow and safe of pedestrians. L-28 New commercial development should incorporate elements to encourage pedestrian access and to screen parked areas from public view.

- **Policy L-29.** Residences shall be allowed in conjunction with compatible commercial development on land designated General Commercial. The City shall encourage mixed use development as outlined in Program 3 of the Housing Element by adopting a variable limit for mixed use units, increasing allowed building heights, allowing off-street parking credits for onstreet and shared parking, and using a density definition that is adjustable for unit sizes. The mixed use development shall only occur in the General Commercial (CR) designation.
- **Policy L-30.** New development should be required to incorporate streetscape features promoted in the Avenue of Flags/Highway 246 Urban Design Plan or otherwise contribute toward the cost of installing such features along the property frontage. New development should also adhere to planning principles promoted in the Avenue of Flags/Highway 246 Urban Design Plan: storefronts should be sited close to the street to better define the street edge and building frontages at street level should be appropriately designed at a human scale.
- **Policy L-31.** The City should identify one or more potential sites for a new civic center to compliment revitalization goals and create a discernable downtown. To the extent feasible, the Civic Center should incorporate a new City Hall, leisure and cultural services (e.g., library, senior/community center, etc.) and public services performed by other governmental agencies (e.g., sheriff, fire administration, building and safety, etc.).
- **Policy L-32.** The City should actively promote and pursue development of a unified street scene along the Avenue of Flags as envisioned in the Avenue of Flags/Highway 246 Urban Design Plan (see Avenue of Flags conceptual streetscape master plan on following page). Elements include new district monumentation and signage, thematic paving features, decorative street furnishings (e.g., a clock, benches, banners, flags, light standards, trash receptacles, etc.), embellished pedestrian crosswalks and redevelopment of center medians into park-like settings.
- **Policy L-33.** The conversion of commercially-designated lands to residential use should only be allowed when the City receives substantial public benefit, including or exceeding the public benefit realized by the provision of affordable housing in accordance with the City's affordable housing programs.

The Specific Plan includes a development framework that comprehensively implements the following General Plan Land Use Element programs with respect to future development within the Avenue of Flags planning area:

- **Program 1.** The City will update its Zoning Ordinance and district map to reflect the land use designations and related policies of this General Plan, as amended, including the Avenue of Flags /Highway 246 Urban Design Plan. Where necessary, the new zoning districts and standards applicable to Buellton shall be created.
- **Program 2.** The City will amend its Zoning Ordinance to: (i) institute flexible development standards governing mixed-use projects, building height limits, lot coverage requirements and on-street parking consistent with the planning principles embodied in the Avenue of Flags /Highway 246 Urban Design Plan; and (ii) narrow the range of allowed commercial uses to those which implement the visitor-serving, professional office, commercial retail and mixed use land use objectives of the Plan and prevent future instances of non-conforming uses within the Avenue of Flags Revitalization Area.
- **Program 3.** The City will update the Community Design Guidelines to refine architectural themes, impose streetscape standards for the interface between the public and private property (e.g., arcade design, sidewalk planters, etc.). The City will also establish public improvement dedication requirements (or an in-lieu fee option) as necessary and appropriate to implement the Avenue of Flags /Highway 246 Urban Design Plan.
- **Program 7.** The City will update the preliminary facility analysis performed in conjunction with the Avenue of Flags /Highway 246 Urban Design Plan, affirm the range of users and space utilization, quantify building and site requirements, determine infrastructure needs, define site selection criteria, prepare schematic

development plans, reconcile facility programming with financial resources and tenant availability, and actively pursue development of a new Civic Center.

- **Program 9.** The City shall review and update the Community Design Guidelines to be consistent with the Avenue of Flags/Highway 246 Urban Design Plan and to refine architectural themes and impose streetscape standards for the interface between the public and private property (e.g., arcade design, sidewalk planter, etc.). The Community Design Guidelines shall provide guidelines for development throughout the City.
- **Program 16.** The City will amend its commercial designations to increase site coverage and height limits to be consistent with the planning principles embodied in the Avenue of Flags/Highway 246 Urban Design Plan. These planning principals include ensuring a pedestrian scaled street environment, and orienting storefronts toward the enhanced streetscape of the Avenue.

#### b. Circulation Element

- **Goal 3.** To foster revitalization of the Avenue of Flags.
- **Policy C-4.** New development shall be required to dedicate easements and incorporate circulation features promoted in the Avenue of Flags/Highway 246 Urban Design Plan or otherwise contribute toward the cost of completing such features at a later date. These circulation features include: (i) creation of secondary access along the Avenue of Flags between Highway 246 and Damassa Road, interconnecting parking lots at rear of parcels along the easterly side of the Avenue; (ii) improvement of the existing alleyway for parcels along the westerly side of the Avenue; and (iii) development of a pedestrian walkway along Zaca Creek.
- **Policy C-10.** The following standards apply to the streets and truck circulation routes shown on Figure C-1 of the General Plan [Avenue of Flags is identified as a Commercial Collector].
- **Policy C-16.** The City shall require the provision of adequate off-street parking in conjunction with all new development. Parking shall be located convenient to new development and shall be easily accessible from the street. The City may reduce required off-street parking for projects that employ transit demand management strategies that reduce vehicle trips to the site, where there is on-street angular parking along the Avenue of Flags, and for mixed use shared parking. The adequacy and appropriateness of parking requirements in the Zoning Ordinance shall be periodically evaluated and adjusted, if necessary.
- **Program 3.** As new development occurs, the intersections of Highway 246 with roadways west of Avenue of Flags, including Sycamore Drive and La Lata Drive shall be periodically monitored to evaluate the need for a traffic signal or other arrangements to accommodate safe traffic and pedestrian circulation. As a demonstration project, the City should divert Highway 246 side street traffic to Sycamore Drive by creating cul de sacs at the northern and southern Riverview Drive and Calor Drive approaches to Highway 246. As warranted, the City should implement part of the West End Transportation Plan by signaling intersections, including Sycamore Drive.
- **Program 9.** The City will work with SBCAG, APCD and other interested parties to expand the rideshare program for Buellton. A rideshare lot shall be implemented on the east side of the Avenue of Flags, south of Highway 246, and will contain 33 parking spaces.
- **Program 16.** Avenue of Flags should be reconfigured from four to two travel lanes in accordance with the Avenue of Flags/Highway 246 Urban Design Plan and implemented in phases taking into account the location and timing of new development, availability of funds and priorities set forth in the Plan.
- **Program 17.** On-street diagonal parking should be installed on both sides of the Avenue between Highway 246 and Damassa Road as envisioned in the Avenue of Flags/Highway 246 Urban Design Plan, and parallel

parking along the center median and east side of the Avenue should be installed between Central Avenue and Damassa Road.

- **Program 18.** Public parking lots, as well as Recreational Vehicle (RV) and truck parking areas within the Avenue Revitalization Area should be identified and developed as a means of supplementing on-street parking and accommodating more visitors as the Avenue becomes a destination attraction in the future. Of particular importance is creating parking capacity in the vicinity of Second Street and Avenue of Flags.

#### c. Economic Development Element

- **Goal 6.** Continue to support and encourage economic revitalization of the Avenue of Flags commercial corridor.
- **Policy E-12.** Provide for and encourage the maintenance and long-term revitalization of existing commercial areas, such as the Avenue of Flags area north of Highway 246 through implementation of the Avenue of Flags/Highway 246 Urban Design Plan. Where appropriate, incentives should be used to encourage and assist the private sector to maintain and revitalize this area. Indicators of successful revitalization include stabilization and enhancement of property values, retention and creation of jobs, and strengthening of the City's tax base.
- **Program 2.** Ensure that adequate commercial land along Highway 246 and Avenue of Flags is designated to meet the present and future needs of residents of the City and maintain economic vitality.

#### d. Housing Element

- **Goal.** Maintain adequate sites with appropriate zoning, development standards and public infrastructure to facilitate development of the broadest range of housing for all income levels and population segments sufficient to attain compliance with the City's fair share allocation of regional housing needs. This includes the 25 unit per acre AHOZ properties as shown in Table A-1 [of the Housing Element].
- **Policy H-2.** The City shall promote mixed-use development throughout the City, with particular focus along Avenue of Flags, and shall implement smart growth principals.
- **Program 2.** Mixed Use Development. The City Council shall review the mixed use concept, reevaluate the density and establish a 100 unit limit for mixed use projects. Implement the updated mixed use regulations. Mixed use projects have the potential to provide 100 dwelling units. Fostering mixed-use development serves multiple objectives including: (i) implementation of the land use strategy set forth in the Avenue of Flags Urban Design Plan; (ii) recycling blighted and underutilized property; (iii) producing affordable housing; and (iv) promoting smart growth and new urbanism principles. If a limit for mixed-use residential units is established, the Housing Element will be amended to analyze the limit as a potential constraint on affordable housing, and if necessary, include programs to address the constraint. The limit will not become effective until or unless concurrent amendment of the Housing Element has been completed.
- **Program 16.** Code Enforcement. There are an underdetermined number of motel rooms (concentrated in the area of Avenue of Flags) that may be in violation of zoning regulations by virtue of their long-term residential use. To protect tenants without compromising land use policies or vested property owner rights, the City shall undertake the following action.

a. Transient Occupancy. The City shall amend its Municipal Code to: (i) clarify the definition of hotel and motel uses with respect to duration of occupancy; (ii) allow for a reasonable number of long-term visitor stays; (iii) provide for a reasonable amortization of existing non-conforming use; and (iv) make allowances for relocation payments in the event of tenant displacement. As part of the Municipal Code amendment, the City shall: (i) undertake an analysis of candidate properties; (ii) ascertain the breadth and magnitude of potential non-conforming conditions; and (iii) evaluate the feasibility of an amnesty program whereby limited residential use may be continued in exchange for affordable housing covenants.

**e. Parks and Recreation Element**

- **Program 3.** Continue to redevelop the Avenue of Flags medians into a linear park with a pedestrian walkway, areas for sculpture and art displays, community gathering areas, space for community events, and landscaping, in accordance with the adopted Urban Design Plan.

**5. RELATIONSHIP TO ZONING ORDINANCE**

The City's zoning ordinance (Buellton Municipal Code, Chapter 19) is the primary tool that implements the General Plan with respect to future projects. Based on a zoning map, it includes development standards related to all aspects of development, including but not limited to allowed uses, setbacks, building heights, and many other related issues. The Avenue of Flags Specific Plan includes a Form Based Code that functions as the zoning for the planning area, and replaces the standards set forth in Chapter 19 of the Municipal Code, unless otherwise noted in the Specific Plan. Where standards in the two documents potentially conflict, the Specific Plan standards will take precedence.

## C. VISION, GOALS, GUIDING PRINCIPLES, AND DESIGN OBJECTIVES

### 1. VISION FOR THE AVENUE

The City adopted the Buellton Vision Plan in February 2012. This Plan acts as another tool that implements the General Plan, and is intended to provide guidance that build on and clarifies General Plan direction for long-range planning throughout the community.

The Avenue of Flags Specific Plan is based in large part on the Vision Plan, which is intended to shape the future direction of the physical and economic form of the city. The City specifically hopes to create a downtown core, focusing on the Avenue of Flags. As noted above, the 2002 Urban Design Plan provided the original basis for an overall vision for Buellton's downtown core. The overriding goal of that plan was to eliminate blighting influences and promote revitalization primarily focused on commercial properties along the Avenue. The Plan was completed in December 2002 and outlines a variety of recommendations regarding land use, circulation, parking, and streetscape improvements that would help create a downtown core, with mixed uses that include:

- A commercial focus (retail and office)
- Visitor Focus Retail (hospitality and entertainment)
- Civic uses (government and recreation)
- Residential integrated throughout the Downtown district area (vertical)

In late 2009, the City of Buellton began to engage the community in an important discussion about the future of the City, intended to create a community vision that built on the Community Design Guidelines, General Plan and the Avenue of Flags/Highway 246 Urban Design Plan.

Through workshops and surveys, the Public Visioning Process distilled these ideas into eight community goals, which formed the basis of the July 2010 Draft Vision, and ultimately accepted in February 2012:

1. *Portray a Positive Buellton Image and Brand*
2. *Expand Opportunities for Active and Healthy Living*
3. *Offer a Variety of Arts and Culture Opportunities*
4. *Promote Desired Change through Planning and Design*
5. *Create a Vibrant Downtown*
6. *Maintain the Strong Sense of Community and Family*
7. *Be a leader in Environmental Sustainability and Stewardship*
8. *Foster Local Economic Development that Supports the Community Vision*

The process also established an overall vision statement for the Avenue:

#### ***Vision Statement – Avenue of Flags Downtown 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.*

A key aspect of realizing that vision is developing a strong and functional downtown core, which may be the focus of a future Specific Plan centered on the Avenue of Flags. As described in the Vision document, the Specific Plan should:

- *Shape new development and the downtown environment with a form-based code that provides regulations and guidelines for building design, height, setbacks, storefronts, signage, landscaping, etc.*
- *Designate public space for events, possibly with a water/play feature, and creates opportunities for outdoor dining*
- *Include trees and green space*
- *Use a traffic study and roundabout feasibility study to support its solutions for circulation*
- *Provides solutions for anticipated parking needs*
- *Provide for parking and accommodations for trucks and RVs away from pedestrian oriented Areas*
- *Identify any improvements that would need to be made for water and sewer infrastructure to support development*
- *Use the Avenue of Flags / Hwy 246 Urban Design Plan and AOF concept in the Vision Plan as a starting point*
- *Provide for extensive community involvement in the process*
- *Emphasizes sustainability*

## **2. OVERALL GOAL FOR THE AVENUE**

Development under the Specific Plan builds from the General Plan policy framework, as well as the vision and overall goal for the Avenue. All future activities that take place under the plan must derive from and be consistent with this overall goal, which is to:

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

## **3. GUIDING PRINCIPLES AND DESIGN OBJECTIVES**

To provide a clear path to achieving this vision, a set of guiding principles and design objectives is included in the plan to guide future development under the Specific Plan. As an overarching concept, the intent is to focus on what can be most effectively implemented. The plan is not theoretical, but based in sound economic and land use principles.

The following guiding principles and design objectives refine the existing General Plan policy framework, and are used as the basis for determining whether future projects within the plan area are consistent with that policy framework, as well as the City's Vision and overall goal for the Specific Plan.

### **a. Guiding Principles**

#### **1.) The Plan Must be Economically and Visually Attractive**

- 1.1 Create a unique business and residential attraction for Buellton and the surrounding area within the Santa Ynez Valley.
- 1.2 Overall building design should be timeless and non-thematic and ensure the fine grain detail of a pedestrian-friendly environment.

## 2.) The Plan Must be Realistic, Flexible and Implementable

- 2.1 Base the future development pattern on a form-based code based on economic opportunity, parcel location and size, rather than on a traditional zoning code that separates land uses and establishes rigid standards that may not be achievable.
- 2.2 Use market analysis and other economic tools to help determine the most appropriate mix of land uses on the Avenue, recognizing that this mix could evolve over time because of changing economic conditions.
- 2.3 Provide a planning and design framework to help coordinate phased development through public/private partnerships.
- 2.4 Provide an infrastructure improvement program that can provide a basis for grant assistance from State and Federal organizations and capital improvement scheduling and budgeting.

## 3.) The Plan Must be Community-Oriented

- 3.1 Provide for a mixed-use area including retail, housing, public buildings, and opportunities for public events.
- 3.2 Provide a place for community gatherings (i.e., farmers market, concerts, festivals and other community events).

## 4.) The Plan Must be Environmentally Sustainable

- 4.1 Incorporate sustainable development policies and green building design standards in development on the Avenue.

## 5.) The Plan Must Promote Public Safety

- 5.1. Incorporate street designs that are safe, comfortable and convenient for cars, pedestrians and bicyclists with appropriate street widths, landscaping, sidewalks and traffic calming design features.
- 5.2. Emphasize pedestrian activities and spaces and integrate into overall development.
- 5.3. Provide safe and convenient parking for business and residential uses that minimize the visual impact on pedestrian and residential areas through parking location, shared parking, buffering and traditional main street design.

### b. Plan Area Design Objectives

#### 1.) Urban Form

- 1.1 Create a plan that reflects the Vision for the Avenue.
- 1.2 Develop a distinct pedestrian-friendly atmosphere with amenities, landscaping, and wide sidewalks.
- 1.3 Create an attractive streetscape through public area improvements, landscaping and building façade improvements, new signage, and public art.
- 1.4 Establish strong connections through effective streetscape and architectural design elements, both within the Plan Area and to surrounding areas within the community including nearby visitor-serving, retail, and residential neighborhoods.
- 1.5 Use the creek area as an amenity in the future use and design of private developments along the creek.
- 1.6 Create gateways at key intersections to denote entries into the Plan Area and establish a unique quality and identity for the Avenue.

#### 2.) Development Pattern

- 2.1 Integrate a variety of housing opportunities that include a mix of product types and densities.
- 2.2 Incorporate a centrally located place in the Plan Area that serves as the center of community events and celebrations (i.e., farmers markets, art shows, picnics, etc.).
- 2.3 Include mixed-use development along the Avenue that provides an opportunity for residential uses to support commercial and retail uses.
- 2.4 Encourage new public and quasi-public uses.

### 3.) Circulation and Parking

- 3.1 Encourage multi-modal transportation opportunities in the overall circulation pattern, where cars, bikes and pedestrians can safely share and have easy access to the amenities along the Avenue.
- 3.2 Encourage shared parking facilities, on-street parking, and opportunities to reduce parking that cannot support multiple businesses.

Rather than establish more detailed policies and programs that lead to pre-determined outcomes, the Specific Plan is intended to remain flexible and responsive to future conditions. As long as future land uses, circulation, and urban form remain consistent with the overall guiding principles and design objectives, they are consistent with the Specific Plan.

The Specific Plan includes mechanisms to implement these guidelines, which are described in later chapters. These include a Form-Based Code and various economic strategies and approaches to best achieve future development.



## D. SPECIFIC PLAN SETTING

### 1. SPECIFIC PLAN LOCATION

#### a. CITY AND REGIONAL CONTEXT

The City of Buellton is located in mid-Santa Barbara County, in the Santa Ynez Valley. Located along a major travel corridor, at the intersection of Highways 246 and 101, Buellton is a major travel destination and considered by many as the economic hub of the Valley. The City was incorporated in 1992. Prior to incorporation, Buellton was under the jurisdiction of Santa Barbara County. The City is approximately half-way between Santa Maria and Santa Barbara, and is approximately 10 miles from the coast.

Figure 1 – 1



Regional Location Map

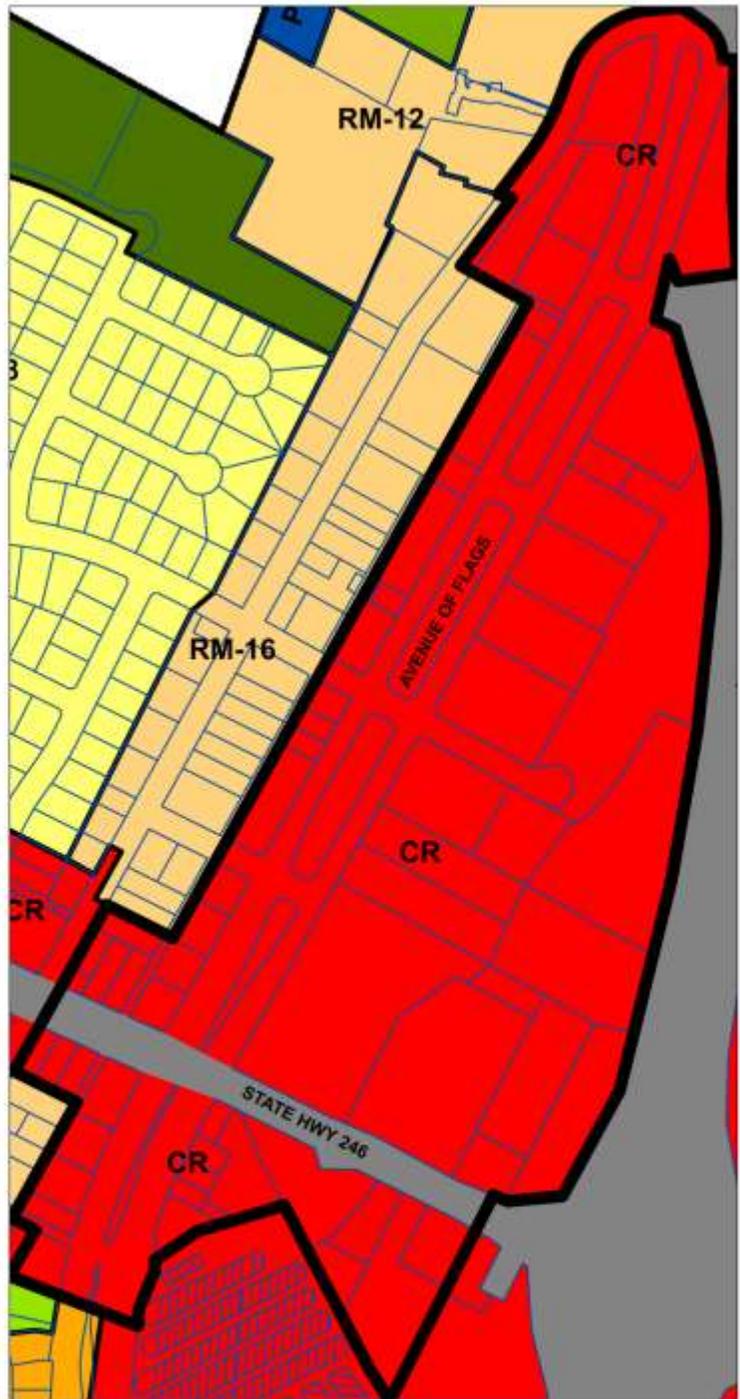
**b. SPECIFIC PLAN BOUNDARY, ZONING & LAND USE**

The Specific Plan Area encompasses one distinct area within the City of Buellton, located in the center of the City. The boundaries of the Avenue of Flags Specific Plan area generally include Zaca Creek and the northerly property line of Flying Flags Resort to the south, Highway 101 to the east, the alleyway between AOF and Central Avenue to the west, and the Highway 101 southbound off-ramp intersection at the northern end of AOF.

As of Baseline Year 2016, all of the properties within the Specific Plan area were zoned CR – General Commercial, with a corresponding General Plan Land Use designation of GC - General Commercial.

**Figure 1 – 2** on the following page shows the Specific Plan Boundary and the underlying baseline zoning designation.

- Legend**
-  Avenue\_of\_Flags\_Specific\_Plan\_Boundary
  -  City\_Limits
  -  Streets\_Private
  -  Street\_Address\_Lots\_Not\_Parcels
  -  Parcels\_2015
  -  Caltrans\_Right\_of\_Way
  -  ZONE\_CR
  -  ZONE\_M
  -  ZONE\_CR\_SP
  -  ZONE\_CS
  -  ZONE\_MHP
  -  ZONE\_OS
  -  ZONE\_PQP
  -  ZONE\_PRD
  -  ZONE\_PRD\_RS
  -  ZONE\_REC
  -  ZONE\_RM\_12
  -  ZONE\_RM\_14
  -  ZONE\_RM\_16
  -  ZONE\_RM\_8
  -  ZONE\_RS\_10
  -  ZONE\_RS\_20
  -  ZONE\_RS\_40
  -  ZONE\_RS\_6
  -  ZONE\_RS\_7
  -  ZONE\_RS\_8



# PLANNING

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## CITY OF BUELLTON



c. LOCAL CONTEXT

As shown in **Figure 1 -3**, the Specific Plan area is a sparsely developed downtown area which abuts the US Highway 101 on the east. Highway 101 forms a physical barrier to points further east, with overcrossings located at Damassa Road and Highway 246. McMurray Road lies east of and runs parallel to Highway 101; there is a significant amount of existing and emerging commercial and residential development along McMurray Road. Located beyond the Plan area to the south are the Days Inn Motel, Flying Flags Resort, Zaca Creek, and existing single- and multi-family residential areas. To the west lies a significant portion of Buellton's established residential neighborhoods. The existing City Hall and Civic complex (Post Office, Library, Sheriff Station, Fire Station) are located approximately one-quarter mile west along Highway 246.

**Figure 1 - 3**



d. **SPECIFIC PLAN DISTRICTS**

For the purpose of this Specific Plan, the AOF Plan Area has been divided into Districts and Planning Units, as summarized below and shown in **Figure 1 – 4** (following page). A detailed description of each District is set forth in Chapter 2 – Form and Character. It is important to make note of the Districts and Planning Units as they are referred to throughout this Specific Plan document. For example, the Planning Unit numbers are used in the buildout projection analysis, as well as in describing existing and potential new development.

DISTRICTS

#1 - Gateway North

#2 - Public Event & Mixed Use

#3 - Civic Junction

#4 - Civic Gallery

#5 - Gateway South

#6 - Zaca Corridor



## 2. HISTORIC BACKGROUND

### a. THE BUELL RANCH

In 1867, the Buell brothers, R.T. Buell and Alonzo Wilcox Buell, purchased a large piece of property of which a portion is now the town of Buellton. Before becoming a town, the Buell brothers established a ranch on the property. The ranch grew in size over time and eventually became almost entirely self-sustaining. The ranch even had a post office and general store.

Meanwhile, the automobile industry was erupting and an auto-oriented society emerging. In 1917, a bridge was constructed across the Santa Ynez River; the bridge led to an intersection with the “Missions Highway” and would become the newly established route of the Coast Highway between Los Angeles and San Francisco. The route was paved through Buellton in 1922 and later numbered Highway 101 as we know it today; the Missions Highway became Highway 246. Around the same time, after R.T. Buell died in 1905, his property was split into 7 properties, one of which became what is now Buellton.

### b. SERVICE TOWN U.S.A.

With the newly paved road and increased automobile traffic, Buellton became known as “Service Town U.S.A.”. Given its convenient location at the intersection of Highways 101 and 246, Buellton became a primary stopping location for travelers. The City of Buellton, and more specifically the Avenue of Flags, has developed over time with this image. The present-day Avenue was the original alignment of Highway 101 before it was re-aligned in 1965 to its current location east of the Avenue.

The Avenue of Flags has continued to reflect the image of a “Service Town”. The wide, grassy medians that stretch between two lanes are left over from Highway 101, and some of the old hotels, diners, and gas stations still remain today. Pea Soup Andersen’s has been a major tourist destination since before the re-alignment and continues to be today. The Avenue of Flags has historically been the “heart” of Buellton.

### c. THE AVENUE OF FLAGS

In February 1968, eight large American Flags were erected on top of flagpoles along the Avenue. In September of that year, then-governor Ronald Reagan came to Buellton to dedicate the Avenue of Flags. At a time when the Vietnam War was in full-effect, this display of flags along the Avenue was welcomed by Reagan, who personally dedicated a plaque that currently resides on Median 4.

The “flag” theme along the Avenue has continued over the years. In 2005, five life-size sculptures of children honoring the flag were installed on Median 4. On the opposite side of the same median, another set of flags honor each branch of the armed forces.

Also located on Median 4 are a sculpture honoring a fallen Marine, and plaques honoring others killed in the line of duty.



### d. ART AND FOOD

Buellton has benefitted from its location in the Santa Ynez Valley which, due to climate and geography, is a prime location for many agricultural operations, particularly viticulture.

In recent years, there has been considerable growth in the art, food and beverage industries in Buellton. Businesses operating within the City include wineries, crushing facilities, craft breweries, and distilleries, as well as several gourmet and artisan food restaurants, art studios, and handcraft industries. Increased interest has been shown to develop these business segments even further within Buellton.

### 3. LOCAL PHYSICAL CONDITIONS (Baseline Year 2016)

#### a. BUILDINGS & LAND USES

Envisioned as a potential downtown core for the City, the Avenue of Flags Specific Plan revitalization area has historically supported a mix of mostly lower density commercial uses and along with some residential uses within a loosely knit framework. In Baseline Year 2016 when the Specific Plan was being prepared, several parcels were vacant or underutilized, and the majority of buildings were one and two-story with a few three-story buildings.

As of 2016, the commercial uses in the Specific Plan area included:

(Numbers in parentheses denote Planning Units)

- i. Motels and SROs: Newer and/or well-maintained properties (W<sub>4</sub>, E<sub>1</sub>, E<sub>7</sub>); older motels, either repurposed or showing signs of deferred maintenance (E<sub>2</sub>, E<sub>3</sub>, E<sub>5</sub>)
- ii. Businesses and services that cater to travelers, automobiles and trucks (W<sub>1</sub>, W<sub>8</sub>, E<sub>8</sub>, E<sub>9</sub>)
- iii. Restaurants, wineries, market, and liquor (W<sub>3</sub>, W<sub>4</sub>, W<sub>5</sub>, W<sub>8</sub>, E<sub>6</sub>, E<sub>7</sub>, E<sub>9</sub>)
- iv. Small retail shops, offices, and business parks (W<sub>2</sub>, W<sub>3</sub>, E<sub>6</sub>, E<sub>8</sub>)
- v. Gas stations: existing (Planning Units W<sub>1</sub>, W<sub>8</sub>, E<sub>8</sub>, E<sub>9</sub>) and repurposed (W<sub>5</sub> E<sub>3</sub>)

In 2016, there were several types of residential uses within the Specific Plan area:

(Numbers in parentheses denote Planning Units)

- i. existing mixed-use development (high density residential above and behind commercial retail/office units) (W<sub>2</sub>); approved but not yet built mixed-use project (residential above commercial) (E<sub>2</sub>).
- ii. multi-family apartment project under construction (E<sub>4</sub>)
- iii. several older motels along the eastern side of The Avenue between First Street and Damassa Road (E<sub>2</sub>, E<sub>3</sub>, E<sub>5</sub>); some of the motels have been converted to long-term residential buildings, serving as studios and apartments. Although important in the sense that they provide some measure of relatively affordable housing, these transient units are not consistent with the long-term vision of the Avenue and the City's General Plan as a more dense mixed-use land use pattern.
- iv. handful of older small residential structures (E<sub>8</sub>)

#### b. STREET AND BLOCK STRUCTURE

The Specific Plan area encompasses a ¾ mile long section of the Avenue of Flags along the old location of Highway 101 before its re-alignment in the early 1960's. The Avenue runs in a north-south direction, with the road right-of way

being roughly 170 feet wide and containing large center medians that vary in width from a few feet up to eighty feet; traffic flows in a two-way couplet, or set of one-way streets, on either side of the medians.

State Highway 246 runs east-west in the southern portion of the area; the roadway width is approximately 80 to 100+ feet (variable) with 2 travel lanes in either direction, and heavy traffic volume exists. Irregularly shaped lots of varying sizes flank both sides of the roadway.

The plan area is generally rectangular in shape and stretches approximately 6 blocks in length corresponding to Medians 1 thru 6. On the west side of the Avenue, the plan area is shallow, between one-half to one block deep, and is characterized by smaller lot sizes with mostly rectangular shapes. On the east side of the Avenue, the plan area varies in depth from zero to over 800 feet, extends to the current Highway 101, and is characterized by larger, irregular lot sizes and shapes.

As set forth in the Specific Plan, convenient access to existing businesses and future commercial developments will be maintained by retaining the existing roadway frontages to commercial establishments along the corridor.

c. **EXISTING OPEN SPACE**

Within the planning area there are a total of six medians located in the center of the Avenue separated by cross streets, creating a boulevard-like parkway along the Avenue. These medians are the relics of the old alignment of Highway 101 that is now located to the east of the Avenue. The medians vary slightly in size and condition: three medians consist of grassy areas; one median has a meandering pathway with landscaping, sculptures and flags; and two medians have landscaping and provide turning bays for vehicle circulation.

## E. PUBLIC PARTICIPATION AND PLAN PREPARATION

### 1. INTRODUCTION

On March 12, 2015, City Council authorized Staff and the City's Consultant Team to proceed with preparation of a Specific Plan for The Avenue of Flags. The Avenue of Flags Specific Plan is the result of a thorough public process that involved the community of Buellton through a series of public workshops and meetings. The plan evolved to its current form based on input and cooperation between all stakeholders; including community members, business owners, property owners, and City staff.

In addition to the feedback from the public workshops, the Avenue of Flags Specific Plan was prepared based on the *Buellton Vision Plan 2012*, and related planning studies. Concepts and ideas from these plans, in particular the *Buellton Vision Plan 2012*, are incorporated herein. Individual meetings with private property owners, business owners, and developers interested in the Avenue were held with City Staff and the City's Consultant Team throughout the process.

### 2. COMMUNITY WORKSHOPS

#### a. Public Workshop #1 – June 27, 2015

During the first of a series of community workshops, City staff gathered with community members to discuss the process of preparing a Specific Plan and to receive community input on important topics related to the specific plan, including; architectural design and Form-Based Code, Planning and Land Use, Road Alignment, Circulation and Parking and Economic Development/DOR. The participants broke out into small groups and circulated to "key issues" topic stations to discuss each topic with City staff, and to provide input and discussion on each topic. City staff received valuable information from the participants, much of which has been incorporated into this Specific Plan.



#### b. Public Workshop # 2 - October 21, 2015

At this community workshop, the participants heard a case study example of a successful revitalization of a downtown. Chenin Dow, Management Analyst for the City of Lancaster presented on the challenges and successes in the process to revitalize Downtown Lancaster. City staff then presented an action plan moving forward for the Avenue. Items presented included; roadway alignment, build-out and parking analysis, land uses / economic feasibility, and design/architectural elements.



#### c. Planning Commission Workshop #1 – December 3, 2015

Based on feedback from the two community workshops, the concept design plan was presented to Planning Commission. Planning Commission provided feedback and direction for the preparation of the final Specific Plan document. Planning Commission requested additional information and revisions on several items to be presented at a later meeting date.

d. Planning Commission Workshop #2 – January 21, 2016

In response to the request of Planning Commission, a second workshop was held and additional information was presented. Planning Commission provided additional comments and ideas to be forwarded on to the City Council for review and discussion. General consensus and agreement was made by the Planning Commission on the concept design plan, and the plan was forwarded to City Council for review.

e. City Council Workshop #1 – February 11, 2016

Following a series of public workshops, the Concept Urban Design Plan, comments from Planning Commission, ideas and suggestions from staff, the consultant team, and the community were presented to City Council. City Council provided feedback and direction and Staff was directed to proceed with formal preparation of the draft Specific Plan document and related environmental analysis.

f. Public Workshop #3 – July 16, 2016

(Summary to be inserted here.)

g. Planning Commission Workshop #3 – July 21, 2016

(Summary to be inserted here.)

h. City Council Workshop #2 – Date TBD

(Summary to be inserted here.)

### **3. DRAFT AVENUE OF FLAGS SPECIFIC PLAN & CEQA DOCUMENT**

Based upon public input received at the workshops described above and per direction from the City Council at their Workshop #2 on (date to be inserted), Staff and the City's Consultant Team formally prepared the Draft Specific Plan and accompanying CEQA documents.

a. CEQA documents public review and comment period (30-days) – Date TBD

b. Planning Commission Public Hearing, Draft CEQA Document and Specific Plan – Date TBD

b. City Council Public Hearing, Draft CEQA Document and Specific Plan – Date TBD

### **4. SPECIFIC PLAN ADOPTION**

The Final Avenue of Flags Specific Plan was adopted by City Council on (date to be inserted).

## **F. ECONOMIC DEVELOPMENT EXECUTIVE SUMMARY**

The following summarizes the existing economic conditions in the City and region as of Baseline Year 2016, which provides the basis for the need and direction included in the Specific Plan.

### **1. DEMOGRAPHICS AND EMPLOYMENT**

- a. Older, active local population with high household incomes (mostly white); smaller than average household size
- b. Significant visitor population and employees coming from neighboring Santa Barbara County jurisdictions and other areas
- c. Employment concentrated within accommodation and food services, agriculture, manufacturing, and retail trade

### **2. MARKET DEMAND – HOUSEHOLDS AND INDUSTRY GROWTH**

- a. Renter households projected to increase faster than owner households within City, and renter households projected to grow within the larger trade area
- b. Industries tied to population growth are projected to grow within the County, including health care, retail trade, and accommodation and food services
- c. Industries dependent on technology and automation are projected to diminish within the County, including manufacturing, transportation, and warehousing

### **3. RETAIL AND INDUSTRY RETENTION AND RECRUITMENT**

- a. City performs well relative to neighboring jurisdictions in terms of taxable retail sales per capita and capture of resident and non-resident spending (i.e. surplus)
- b. Higher performing sales categories include health and personal care, grocery stores, restaurants, motor vehicle and parts dealers, and gasoline stations
- c. Lower performing retail categories include clothing, general merchandise, furniture, sporting goods, and other consumer goods
- d. The City should leverage community strengths to attract quality retail tenants to identified Opportunity Sites within City to capture spending in current void categories, including casual restaurants, household furnishings, home improvement, clothing/apparel, discount department stores, dollar stores, and others

### **4. ECONOMIC DEVELOPMENT WITHOUT REDEVELOPMENT**

- a. Dissolution of redevelopment agencies in California will continue to have a negative fiscal impact on most California cities
- b. Alternative economic tools should be explored for Buellton to retain and improve tax base and facilitate potential public-private transactions

*Analysis detail is available in the Summary Report, set forth in the Appendix.*

## **G. MARKETING AND OUTREACH SUMMARY**

### **1. TARGETING RETAILERS AND DEVELOPERS**

Based on evaluated opportunity sites and compatible retailer voids, the city and consultant team should continue outreach to targeted retailers and developers:

- a. Refine and distribute marketing collateral material to promote Opportunity Sites
- b. Refine targeted list of retailers for outreach
- c. Continued outreach to targeted retailers and developers (incl. email outreach, conference calls, meetings/site tours, conference participation at ICSC and other events)

### **2. LEVERAGE COMMUNITY STRENGTHS**

Buellton should leverage community strengths to attract quality retail tenants to identified opportunity sites within city to capture spending in current void categories, including casual restaurants, household furnishings, home improvement, clothing/apparel, discount department stores, and others

### **3. BRANDING**

“The Avenue” should be branded and marketed in concert with Visitors Bureau / Chamber of Commerce efforts

### **4. IMPACTS & BENEFITS**

Activities should include case-by-case preliminary analysis of fiscal impacts and economic benefits (e.g. fiscal revenue and job creation) and market and financial feasibility of key potential projects

### **5. POST REDEVELOPMENT**

Economic development projects without redevelopment agencies are more challenging but achievable.

The City should continue to evaluate post-redevelopment funding sources, financing mechanism, incentives, and other economic development tools on a transactional basis (e.g. site-specific tax revenue pledges) and take advantage of initial opportunities for application of zoning tools (e.g. AOF Specific Plan and Development Opportunity Reserve), existing real estate assets (e.g. AOF medians), and creation of special districts (e.g. parking districts, enhanced infrastructure financing districts)

## **H. SUMMARY OF ECONOMIC DEVELOPMENT TOOLS, FISCAL IMPACTS & ECONOMIC BENEFITS**

### **1. REAL ESTATE AND PROPERTY – CITY-OWNED MEDIANS**

- a. Community events on the medians stimulate indirect economic activity and corresponding fiscal impacts (e.g. sales tax, TOT) for existing nearby businesses
- b. Private entity uses (e.g. business kiosks) on the medians offer potential for direct lease revenue to the City
- c. Parking on and along the medians made available for use by adjacent private businesses helps to stimulate economic activity in those businesses and also offers potential for greater land use intensity (e.g. density) for new private development on nearby parcels
- d. Available parking can be offered to local businesses via a Parking District in order to generate revenue for the City
- e. Available parking can also be offered for use by new private development in exchange for fulfillment of community objectives (e.g. contribution towards median improvements, construction of public restrooms) by the developer via the Development Opportunity Reserve (DOR) program

### **2. LAND USE AND ZONING – SPECIFIC PLAN & DEVELOPMENT OPPORTUNITY RESERVE**

- a. AOF Specific Plan will streamline the entitlement and environmental analysis process for future private development
- b. DOR program will incentivize new development in financially significant ways (e.g. density bonus, parking reduction) in exchange for support of community objectives (e.g. median/parking improvements, public restrooms)

### **3. SPECIAL DISTRICTS – PARKING DISTRICT & EIFD**

- a. Parking district/parking authority to manage/improve public parking on and along the medians
- b. CFD and/or EIFD to leverage increased property tax from new development for necessary infrastructure improvements and/or maintenance/services

### **4. TAX AND REVENUE-BASED FINANCING – SITE SPECIFIC TAX REVENUE**

- a. Utilization of SSTR to resolve financial feasibility gaps on a project-specific basis along the Avenue, such as for sales tax producing development

### **5. P3 INFRASTRUCTURE DELIVERY**

- a. Leverage private sector development partners for delivery include new public buildings and/or open space improvements on the medians and/or elsewhere along the Avenue

### **6. GRANTS/STATE/FEDERAL PROGRAMS – SBA/EDA/CDBG**

- a. Promotion of SBA programs for existing and new businesses along the Avenue for initiation or expansion of operations
- b. Pursuit of EDA Public Works and Economic Adjustment grant funding and/or an increased CDBG allotment for public infrastructure improvements

Figure 1 - 5: Illustrative Sources and Uses Evaluation

Potential Sources	Potential Uses
<ul style="list-style-type: none"> <li>• Developer impact fees (traffic improvement fee, park fee)</li> <li>• Developer contributions via DOR program in exchange for development incentives</li> <li>• Parking district revenues from participating businesses</li> <li>• Lease revenues from private business operators on the median</li> <li>• CFD taxes and/or EIFD property tax increment</li> <li>• Grant sources (e.g. EDA, CDBG)</li> <li>• General fund via SSTR (e.g. sales tax) generated by new development</li> </ul>	<ul style="list-style-type: none"> <li>• Median grading, clearing, grubbing</li> <li>• Streets, lighting, signage improvements</li> <li>• Crosswalks, curb, sidewalk improvements</li> <li>• Median and/or off-site public parking</li> <li>• Water, sewer, other utility improvements</li> <li>• Landscaping, benches, bike racks</li> <li>• Junction, restroom buildings, kiosks, amphitheater</li> <li>• Water features, event barn</li> <li>• Infrastructure maintenance</li> </ul>
<ul style="list-style-type: none"> <li>• DOR</li> <li>• SSTR</li> <li>• CDBG</li> </ul>	<ul style="list-style-type: none"> <li>• Resolution of financial feasibility gaps for development on a project-specific basis</li> </ul>
<ul style="list-style-type: none"> <li>• SBA loans</li> </ul>	<ul style="list-style-type: none"> <li>• Initiation of new business, expansion of existing businesses on the Avenue</li> </ul>

**7. SUMMARY OF FISCAL IMPACT AND ECONOMIC BENEFITS**

- a. A preliminary high-level analysis of potential fiscal revenue impacts and economic benefits illustrates the potential “return” on the City’s investment in the Avenue.
- b. Based on Specific Plan estimates for potential new commercial and residential improvements on the Avenue, potential property tax and sales tax revenues may be in the range of \$1.0 million on an annual basis and approximately \$47.0 million on a 30-year nominal basis upon build-out and stabilization.
- c. Based on conservative estimates for employment density of two employees per 1,000 square feet of new commercial space (500 sf per employee), new commercial development can support approximately 594 new full-time equivalent (FTE) jobs on the Avenue.

# CHAPTER 2: FORM AND CHARACTER



## CHAPTER 2: FORM AND CHARACTER

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### A. URBAN DESIGN PLAN - OVERALL VISION

#### 1. DOWNTOWN & AVENUE OF FLAGS

A fundamental strategy in revitalizing downtown Buellton is the transformation of the Avenue of Flags (AOF or “The Avenue”) corridor from an aging automobile-oriented thorough-fare to a vibrant, pedestrian friendly “main street”, with a welcoming village atmosphere that preserves Buellton’s history and captures the character of the community.

It is important to note that historically AOF was a highway used primarily by travelers passing through town and not a destination or shopping district for residents (hence the concentration of motels and other auto-related properties). The changes to AOF proposed by this Specific Plan are being implemented in a sensitive manner and, while the roadway may no longer function as it once did, the contemporary users would experience a pedestrian friendly roadway system that maintains convenient access to existing and future business along with ample parking.

AOF’s current ‘pass-through’ traffic status will be changed to a condition of being a major destination for community residents and travelers alike. This is accomplished by: activating the medians, calming traffic, enhancing safety for pedestrian via crosswalks and pathways, strategic building massing, providing park-like improvements, and creating destination places on the medians and along the adjacent roadway frontages.

Except for local deliveries, commercial traffic will be discouraged from using the circulation routes along the downtown core of AOF, between Damassa Road on the north and State Route 246 on the south. Designating the intersection of AOF and 2nd Street as a town plaza area, along with providing public and civic uses for the adjacent medians, will give identity and presence to the downtown area.

The result is a four-block section of AOF alongside Medians 2, 3, 4, and 5 (see Specific Plan Districts exhibit, **Figure 2 – 1**) that will serve as the main street and recognizable downtown core of Buellton. This downtown is where traffic is desired to be most calm, in order to fully balance the needs of pedestrians and bicycles with those of cars, and to enable pedestrian oriented shops, restaurants and services. This is the place where the commercial nature of the downtown area is most visible through the density of building forms, intensity of activity and an aura of excitement. This is where one feels at the ‘center’ of the entire space with public events on the medians along with art displays, a visitor welcome center, historic museum; retail shops and restaurants; sidewalk and outdoor dining; an attractive landscape and pedestrian oriented activities.

The Specific Plan includes enhancements to the medians and adjacent street network, constructing new public parks and plazas, and ensuring that new buildings will line these public spaces with welcoming frontages and pedestrian scaled facades. Buildings along AOF are envisioned to be 1-3+ stories tall located close to or at the sidewalk to appropriately define the public realm.

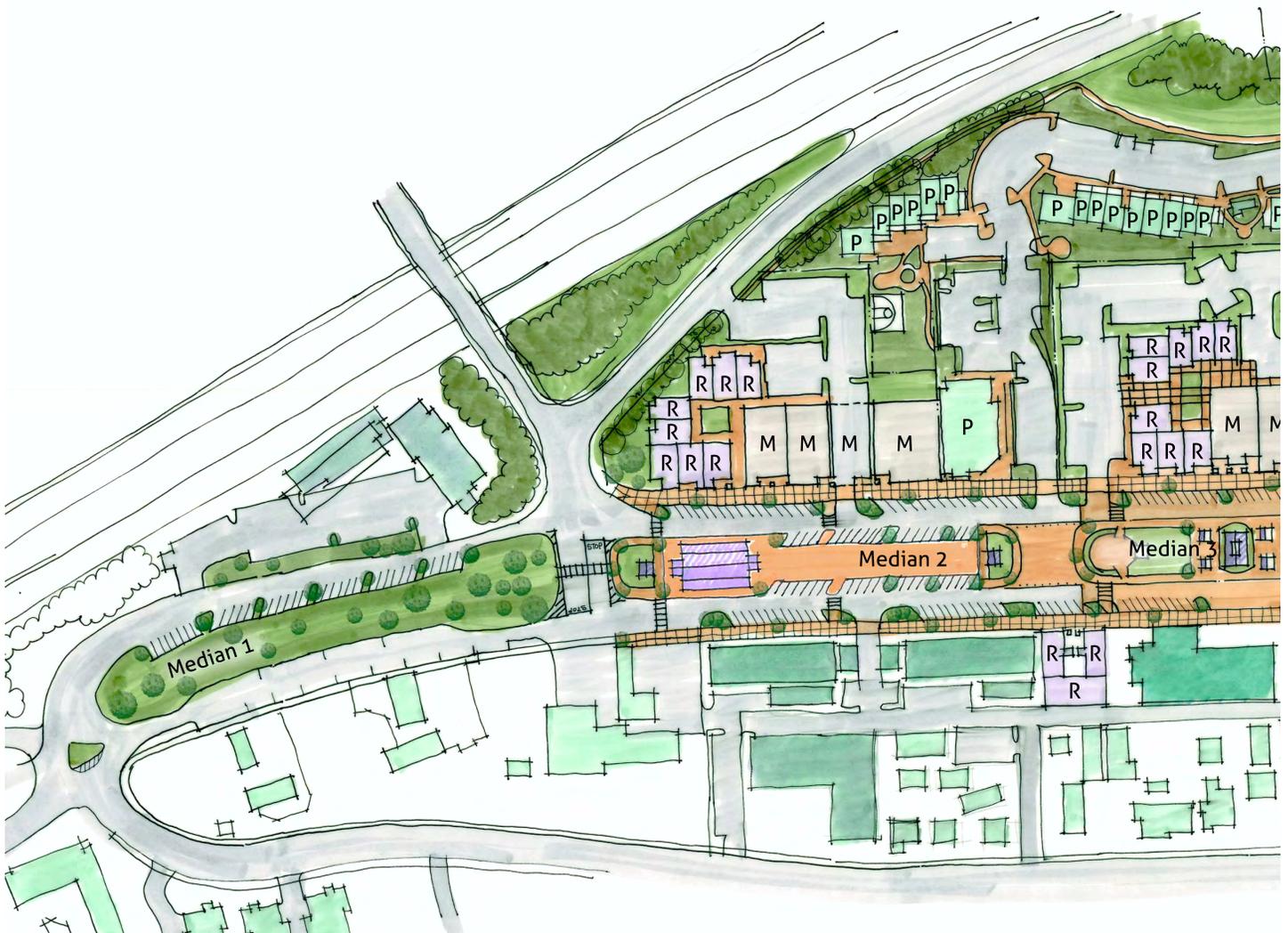
Parking is addressed through new and reconfigured on-street parking as well as strategically located future parking lot(s) to be implemented through the Development Opportunity Reserve (“DOR”) process. In order to meet future parking demand, strategies such as creation of a parking district, construction of City parking lots/structures, shared private lots, secondary parking behind businesses, and combination parking structure/private development (with allowable uses) will be considered. Peak parking demands for special events to be addressed via special parking arrangements.

## 2. URBAN DESIGN VISION

The Urban Design Vision for the Avenue of Flags set forth in **Figure 2-1** shows a conceptual urban design framework, circulation pattern, building clusters, and potential general use categories for the specific plan area considered as the downtown core, north of State Route 246.

The urban design concept graphics are focused on the downtown core of the Avenue of Flags and adjacent properties as improvements to the City-owned medians in this area can most readily serve as a catalyst for rejuvenation of Buellton's downtown and entire specific plan area.

All of the Opportunity Site Areas (**Figure 2-4**), including the areas south of State Route 246, have been included in Chapter 2, Section C – Planning Descriptions and Chapter 2, Section D.4 – Buildout Projections.



## **B. PHYSICAL PLANNING FRAMEWORK**

### **1. SPECIFIC PLAN DISTRICTS & PLANNING UNITS**

As previously stated in Chapter 1, the AOF Specific Plan Area is organized into Districts and Planning Units, as summarized below and shown in **Figure 2 – 2**. (Note: This is the same as Figure 1-X, which is duplicated in this Chapter for the reader’s reference). A detailed description of each District is set forth in Section C of this Chapter 2 – Form and Character.

### **2. MEDIAN PLANNING AREAS**

Within the Specific Plan boundary, there are six landscaped and grassy medians of varying widths located in the center of the AOF roadway. Each of the medians and adjacent roadway has been designated as a planning unit, with the medians numbered from north to south, as depicted in **Figure 2-3**. Proposed uses and design guidelines for each of the median planning areas are discussed in Chapter 2 – Section C, Planning District Descriptions.

### **3. OPPORTUNITY SITE AREAS**

Opportunity Sites are parcels within the Specific Plan that are either vacant or underutilized, and thus are candidates for revitalization; the location and corresponding number of the site areas are set forth in **Figure 2 – 4**.

Conceptual uses and design guidelines for the “Opp Sites” are discussed in Chapter 2 – Section C, Planning District Descriptions, and Architectural Design Styles are set forth in Chapter 2, Section D. Detailed description of lot types, building types, and building placement guidelines are set forth in Chapter 3 – The Development Code.

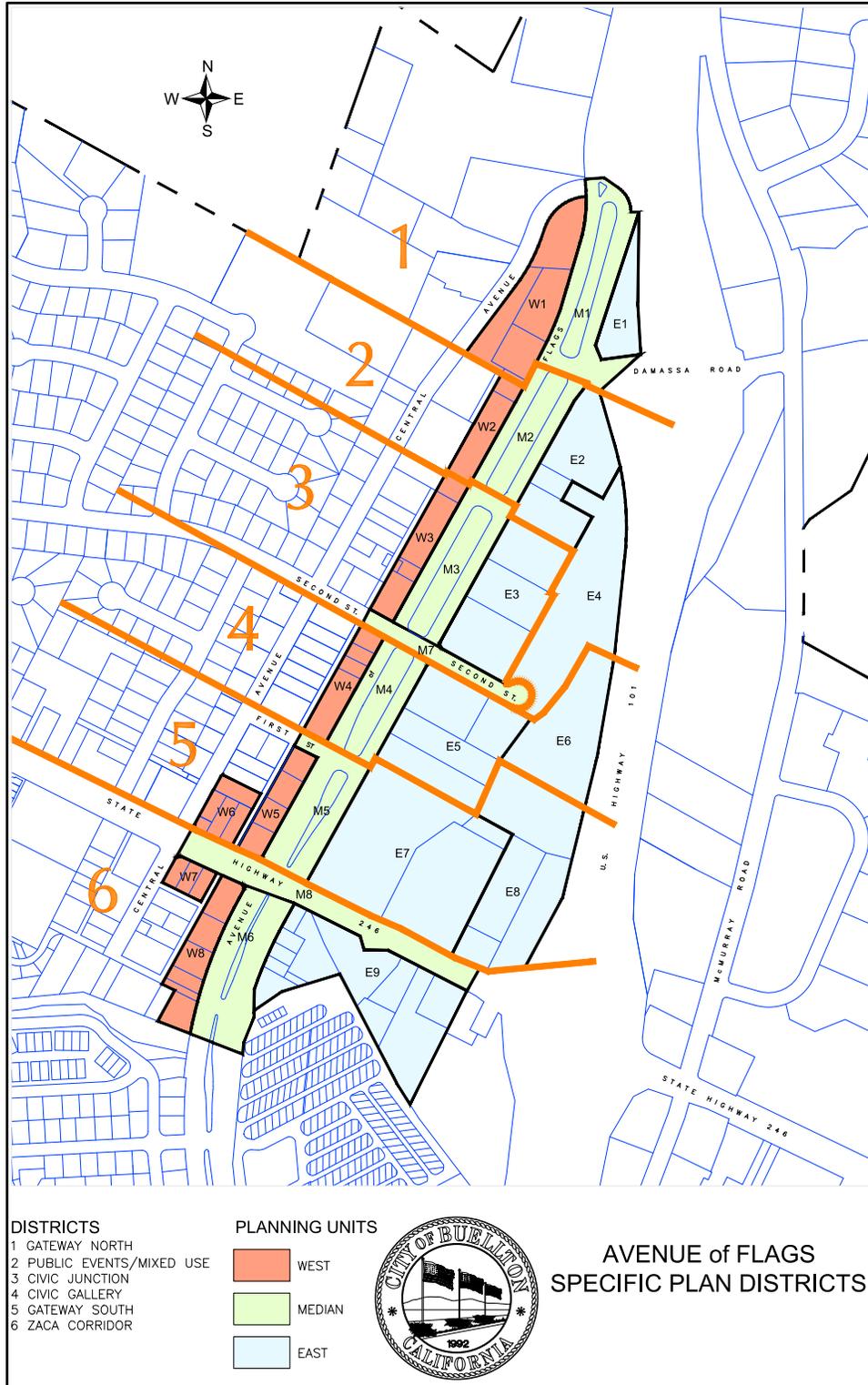


FIGURE 2-2 - SPECIFIC PLAN DISTRICTS & PLANNING UNITS

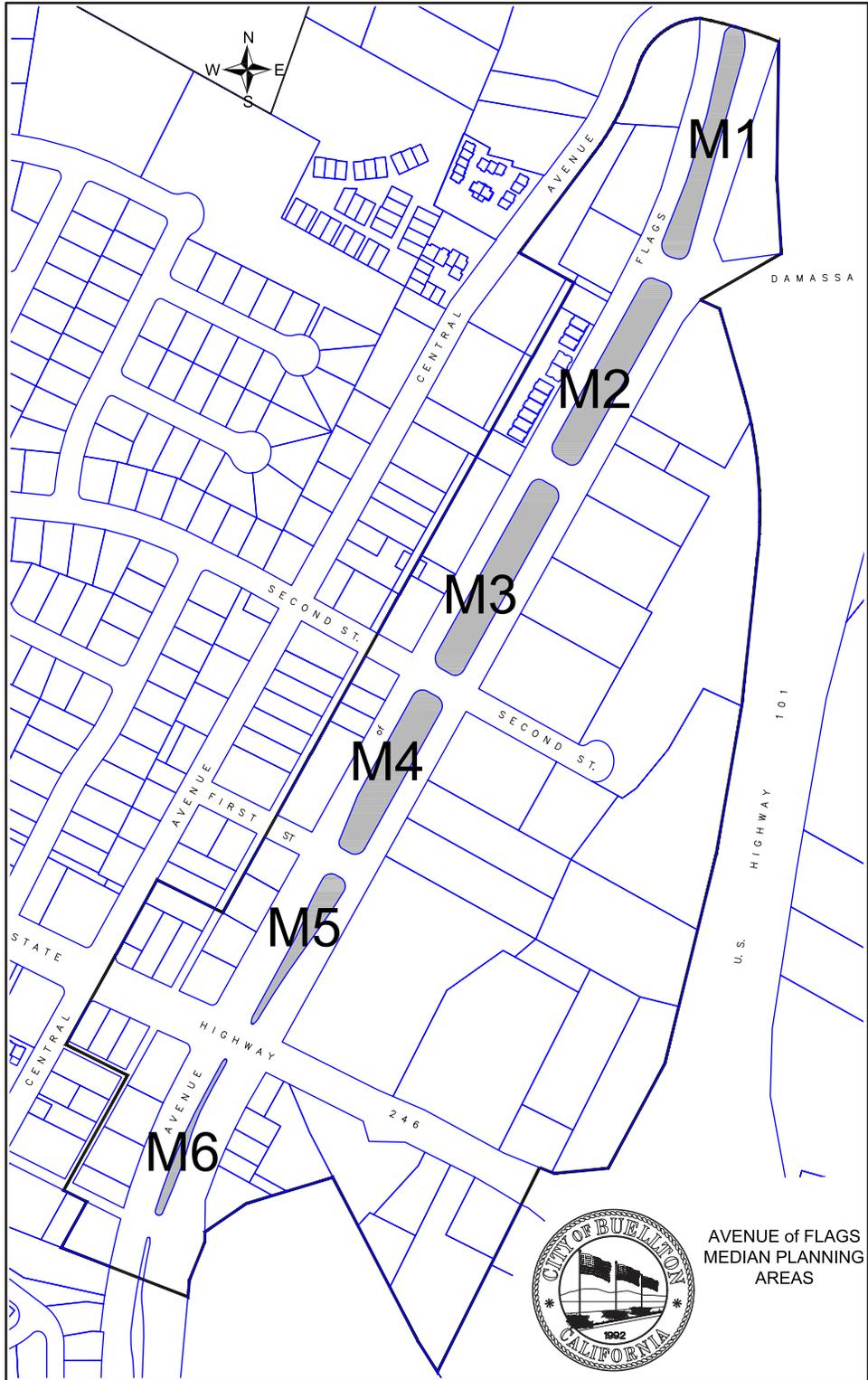
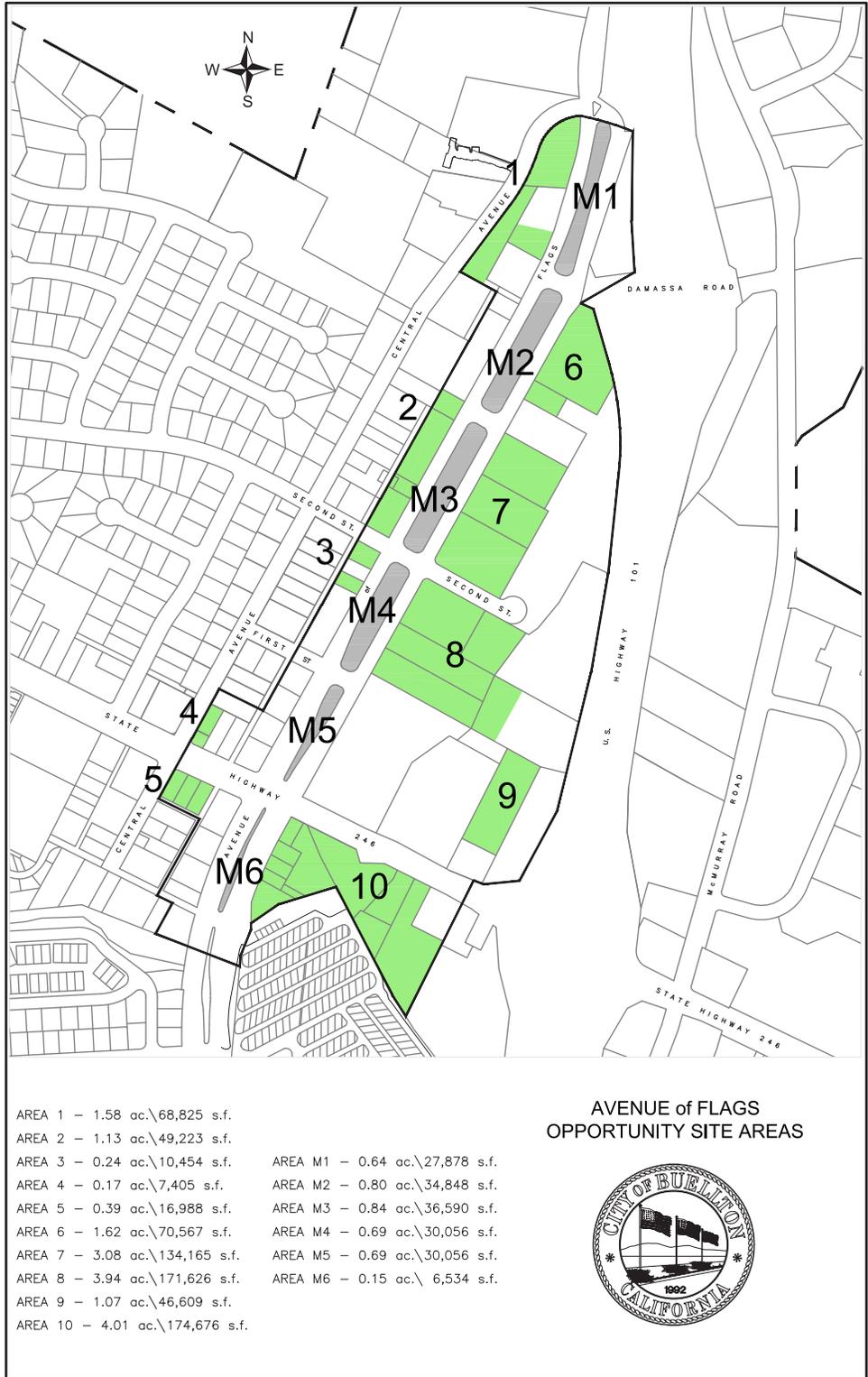


FIGURE 2-3 - MEDIAN PLANNING AREAS



**FIGURE 2-4 - OPPORTUNITY SITE AREAS**

## C. PLANNING DISTRICT DESCRIPTIONS

### 1. DISTRICT 1 - GATEWAY NORTH

#### A. CHARACTER

Gateway North is the travelers' service district, with an existing mix of auto-oriented commercial services and lodging. The Plan envisions preserving the travel-oriented nature of this area by encouraging visitor serving uses, vehicle support services, and providing parking spaces for a variety of vehicle types (automobiles, RVs and trucks). Large vehicles may use and park in this district and have easy access back to State Route 101 via Damassa Road.

#### B. PLANNING UNITS

As shown in **Figure 2 – 2**, the following Planning Units are located within District 1 (uses current as of 2016):

- Planning Unit **W1** consists of a variety of existing uses including auto repair, U-Haul rentals, a service station, a used car sales lot, and dead storage areas.
- Planning Unit **M1** is a grass median (Median 1) and paved roadway.
- Planning Unit **E1** contains a motel (Quality Inn as of 2016).

#### C. MEDIAN 1 DESIGN GUIDELINES

The function of Median 1 (Planning Unit M1) will be to provide open space and parking variety to meet the needs of residents, businesses and travelers.

- **Median 1 Design Inspiration (Figures 2-5 through 2-7)**
- **Median 1 Concept Plan (Figure 2-8)**  
The proposed design concept for this median includes: diagonal parking for passenger vehicles, truck/RV parallel parking, pedestrian pathways leading to the center of downtown, enhanced landscaped areas, space for potential gateway signage, LID/stormwater/water quality features, and accommodation of future reconfiguration of State Route 101 southbound off-ramp, including consideration for a roundabout, contingent on Caltrans approval. Solar-covered parking areas are encouraged.

### MEDIAN 1 DESIGN INSPIRATION



FIGURE 2-5 - SOLAR COVERED PARKING



FIGURE 2-6 - PARKING / LANDSCAPE

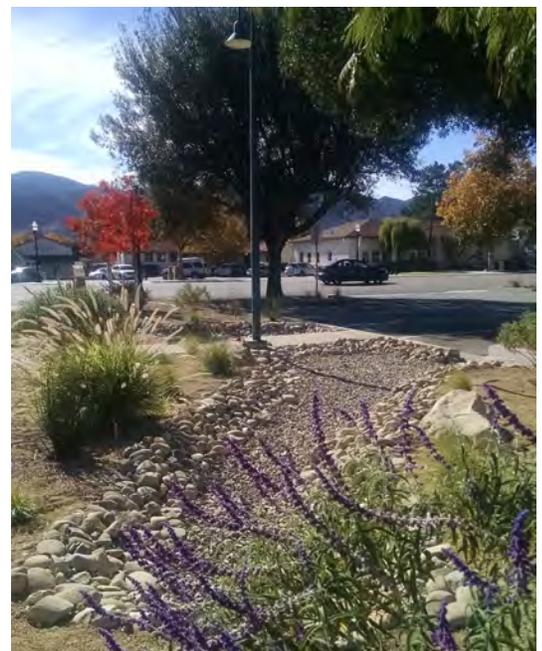
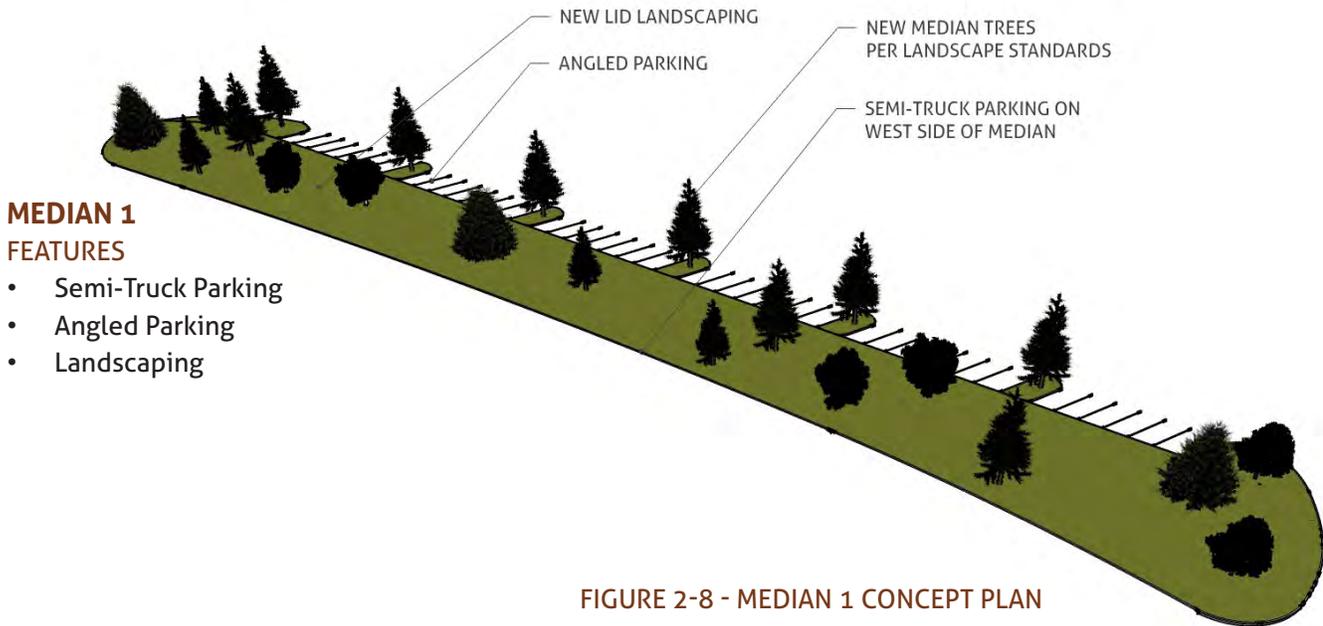


FIGURE 2-7 - LOW IMPACT DEVELOPMENT (LID) LANDSCAPING



**MEDIAN 1  
FEATURES**

- Semi-Truck Parking
- Angled Parking
- Landscaping

FIGURE 2-8 - MEDIAN 1 CONCEPT PLAN



FIGURE 2-9 - MEDIAN 1 OPPORTUNITY SITE AREAS

**D. OPPORTUNITY SITE AREAS ("OPP SITES") (FIGURE 2-9)**

**Opp Site Area 1:** The parcels for this study area are currently used for dead storage and non-optimal commercial uses (used car sales, U-Haul Rental, and auto repair). This area is 1.58 acres in size and would be suitable for visitor oriented services, including fast casual restaurants.

**Figure 2-9 Note:**

- Detailed description of lot types, building types, and building placement guidelines are set forth in Chapter 3 – The Development Code.
- Architectural Design Styles are set forth in Chapter 2, Section D.

## 2. DISTRICT 2 - PUBLIC EVENTS & MIXED USE

### A. CHARACTER

Public Events and Mixed Use is primarily for mixed use development and the location of the events center/barn. It contains existing (Vintage Walk) and approved (Chumash) mixed use buildings along with the Buellton Apartments project. The median is designated for an events center/barn, flex space for holding events such as farmer's markets and car shows, and angled parking. The Plan envisions continuing the use of the area as the primary mixed use district along the Avenue.

### B. PLANNING UNITS

As shown in **Figure 2-2**, the following Planning Units are located within District 2 (uses current as of 2016):

- Planning Unit **W2** contains the existing Vintage Walk mixed use development.
- Planning Unit **M2** is a grass median and paved roadway.
- Planning Unit **E2** contains a vacant lot, the Farmhouse Motel, and the approved Chumash mixed use project.
- Planning Unit **E4** contains the Buellton Apartments project.

### C. MEDIAN 2 DESIGN GUIDELINES

The function of Median 2 (Planning Unit M2) will be to provide flexible, multi-use event space and parking.

- **Median 2 Design Inspiration (Figures 2-10 through 2-13)**
- **Median 2 Concept Plan (Figure 2-14)**  
The proposed design concept and building features for this median include: attractive paved areas for flexible event space and diagonal parking (with option for parking area to be closed off and used for larger events); an Event Barn (provides protection from sun and wind); shade canopies along linear central walkway, ample seating and landscaped areas. The current vehicular pass-thru south of Median 2 will be left open for general use, with the option of using bollards to close this access and utilize the area for special events.

## MEDIAN 2 DESIGN INSPIRATION



FIGURE 2-10 - SUSPENDED LIGHTING



FIGURE 2-11 - SUSPENDED LIGHTING



FIGURE 2-12 - MEDIAN ACTIVITY



FIGURE 2-13 - FARMERS MARKET

## MEDIAN 2

### FEATURES

- Event Barn
- Shade Canopies
- Outdoor Event Space (Multi-use)

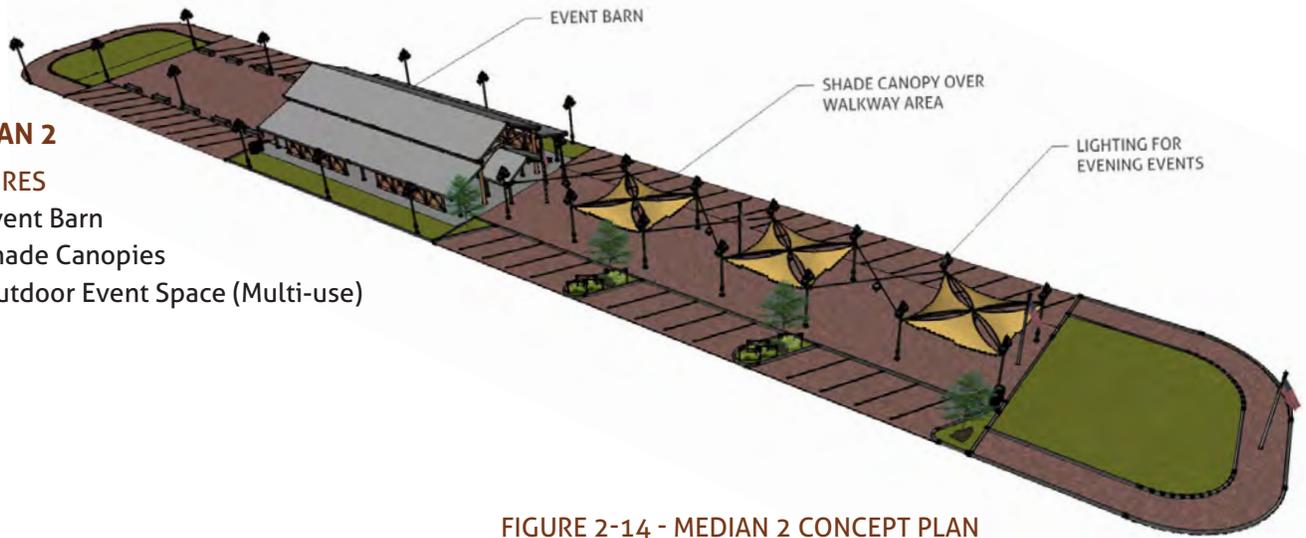


FIGURE 2-14 - MEDIAN 2 CONCEPT PLAN

- **Median 2 Design Standards (Figure 2-17)**  
Median 2 design standards includes the use of the Event Barn building type.
- **Median 2 Perspective (Figure 2-18)**  
View to south shows transitions between parking and uses in the median; an Event Barn” with multi-use open areas on either end, all of which could be used for Farmers Markets, festivals, community activities, and other local events.

**D. OPPORTUNITY SITE AREAS (FIGURE 2-15)**

**Opp Site Area 6:** This study area contains vacant land and an older motel complex. This 1.62 acre area is a prime site for redevelopment with a mixed use project or a retail complex. See **Figure 2-16** for conceptual building massing.



**FIGURE 2-15 - MEDIAN 2 OPPORTUNITY SITE AREAS**

**Figure 2-15 Note:**

- Detailed description of lot types, building types, and building placement guidelines are set forth in Chapter 3 – The Development Code.
- Architectural Design Styles are set forth in Chapter 2, Section D.



**FIGURE 2-16 - CONCEPTUAL BUILDING MASSING**

**MEDIAN 2 DESIGN STANDARDS**  
**EVENT BARN BUILDING TYPE**

The Event Barn provides a space for outdoor events where shading is needed. Sliding doors may be used to create indoor/outdoor rooms and to block wind.

**LOT SIZE**

Lot width must fit into median.  
Lot length can vary to accommodate final design.

**BUILDING FORM AND PLACEMENT**

Building form can vary. Agrarian pole barn concept is preferred. Form should allow flexible circulation.

**PERMITTED USES**

See Permitted Uses. Commercial, Assembly

**OFF-STREET PARKING**

Provide diagonal parking spaces for vendor and public use.

**DESIGN STYLE:**

Agrarian preferred



**FIGURE 2-17 - EVENT BARN BUILDING TYPE**

**BUILDING SIZE SHOWN**  
 $90' \times 45' \times 24' = 4050 \text{ SF}$



# Median 2 - Event Barn

FIGURE 2-18



### 3. DISTRICT 3 - CIVIC JUNCTION

#### A. CHARACTER

Civic Junction is one of two districts that are the center of the Specific Plan and where retail and civic functions are envisioned. The median would have an amphitheater, public bathrooms, and the Junction building (containing a visitor's center, museum, and shops), and a town plaza. This district, along with the Civic Gallery District, would be the primary gathering place for residents and visitors alike. Uses surrounding this district would be retail and mixed use oriented, with signature buildings anchoring the district.

#### B. PLANNING UNITS

As shown in **Figure 2-2**, the following Planning Units are located within District 3 (uses current as of 2016):

- Planning Unit **W3** contains a restaurant (Tonos), retail uses (tack store, Trek travel), and dead storage (uses current as of 2016).
- Planning Unit **M3** is a grass median and paved roadway.
- Planning Unit **M7** is Second Street.
- Planning Unit **E3** contains two motels (San Marcos and Sleepy Hollow) and a former gas station site with various retail uses.

#### C. MEDIAN 3 DESIGN GUIDELINES

Overall, Median 3 will serve as Buellton's landmark central plaza, its function will be to provide space for public facilities, community gatherings, outdoor performances, other civic amenities, and support uses.

- **Median 3 Design Inspiration (Figures 2-19 through 2-21 and Figures 2-23 through 2-24)**
- **Median 3 Concept Plan (Figures 2-22)**  
Proposed design concept and building features include: public restrooms, centrally located and easily accessible; The Junction Building, which may be used for a visitor center, historic museum and other purposes described below in Median 3 Design Standards – Junction Building Type; attractive drought-tolerant landscape and paved areas for public performances, with ample seating and shade; may include Amphitheater, Bandstand, Town Plaza structures and outdoor dining areas; vendor kiosks for "pop-up retail" and other support uses may be clustered at various locations. Aesthetically designed

### MEDIAN 3 DESIGN INSPIRATION



FIGURE 2-19



FIGURE 2-20



FIGURE 2-21

**MEDIAN 3  
FEATURES**

- The Junction
- The Crossing
- Restrooms
- Vendor Kiosks
- Amphitheater



FIGURE 2-22 - MEDIAN 3 CONCEPT PLAN

## CHAPTER 2: FORM AND CHARACTER

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physical barriers (such as bollards, landscape rows, raised planters, public art) shall separate pedestrian areas from vehicle traffic. Outdoor plaza areas may have permanent and/or temporary civic-themed displays, such as: a Walk of Flags, commemorating the evolution of the American and local flags; and the Buellton Beat, showcasing the unique aspects of Buellton’s culture and history.

- **Median 3 Design Standards (Figure 2-28 through 2-32)**
- **Median 3 Perspectives**
  1. Median 3 perspective “The Crossing: [Figure 2 - 33] – view north-east, shows The Crossing and beyond (to right) an example of a “Courtyard” building which could be utilized for potential future Civic and Community Center (contingent upon site availability).
  2. Median 3 perspective “The Junction” [Figure 2 - 34] – view north-west with The Crossing – Town Plaza area on left and The Junction building on right; potential uses being considered for The Junction building include a welcome center, visitor services, historic museum, seasonal café, small meeting rooms, virtual library annex, post office annex, service provider offices, among others.

### D. OPPORTUNITY SITE AREAS (FIGURE 2-25)

**Opp Site Area 2:** This study area contains dead storage, a restaurant, and a retail building. However, this 1.13 acre site is not used to its fullest development potential. A variety of uses, including civic buildings, mixed used, or retail would be appropriate. See **Figure 2-26** for conceptual building massing.

**Opp Site Area 7:** This 3.08 acre study area contains two older motels and a former gas station site that contains a variety of non-optimal retail uses that have frequent turnover. The gas station site has been fully remediated of hazardous materials. A signature building with a plaza/courtyard with mixed use is envisioned as a main anchor for this important corner of the Avenue of Flags. See **Figure 2-27** for conceptual building massing.

### MEDIAN 3 DESIGN INSPIRATION



FIGURE 2-23 - MEDIAN ACTIVITY



FIGURE 2-24 - SHADE STRUCTURES



FIGURE 2-25 - MEDIAN 2 OPPORTUNITY SITE AREAS

#### Figure 2-25 Note:

- Detailed description of lot types, building types, and building placement guidelines are set forth in Chapter 3 – The Development Code.
- Architectural Design Styles are set forth in Chapter 2, Section D.

## CONCEPTUAL BUILDING MASSING

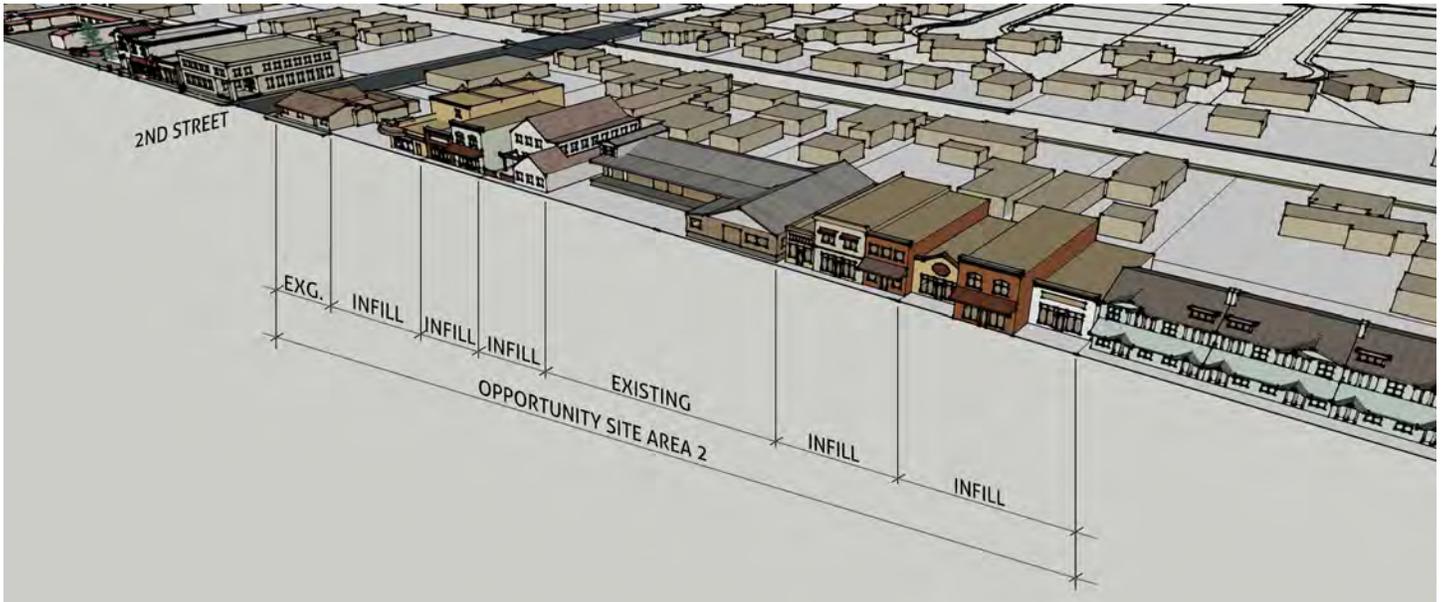


FIGURE 2-26



FIGURE 2-27

## CHAPTER 2: FORM AND CHARACTER

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FIGURE 2-28 - THE JUNCTION BUILDING TYPE

### BUILDING SIZE SHOWN

58' x 24' x 25' =

1392 SF ON GROUND FLOOR

### THE JUNCTION BUILDING TYPE

The Junction is a small scale civic building that can provide space for a welcome center and public services including library annex, visitor's services, historic museum, small meeting rooms, and service provider offices.

### LOT SIZE

Lot must be in scale to median width and provide pedestrian circulation on all sides. Should accommodate a 2000 SF to 3500 SF building.

### SETBACKS

Building should be setback from streets a minimum of 10'-0" to 20'-0" maximum.

### BUILDING FORM AND PLACEMENT

Building form should be no more than two stories; two stories is preferred over one story to create a landmark identity.

### PERMITTED USES

See Permitted Uses.

Civic

### DESIGN STYLE

Any allowed

### VENDOR BUILDING TYPE

The Vendor building types provides for semi-permanent, temporary, or “pop-up” commercial use. May provide an extended retail space for events.

### LOT SIZE

Lots should be located where more permanent retail or food service would be convenient to service the public. “Pop-up” food service can accommodate food and drink prepared in adjacent Avenue of Flags restaurants and served more conveniently at an event.

### SETBACKS

Buildings should be setback from streets a minimum of 10’-0”.

### BUILDING FORM AND PLACEMENT

Building form should be simple, but compatible with adjacent larger structures.

### PERMITTED USES

See Permitted Uses.

Commercial, Retail, Food Service

### DESIGN STYLE

Any allowed



FIGURE 2-29 - VENDOR - TYPE 1

BUILDING SIZE SHOWN

$$15' \times 15' \times 15' = 225 \text{ SF}$$



FIGURE 2-30 - VENDOR - TYPE 2

BUILDING SIZE SHOWN

$$12' \times 15' \times 12' = 180 \text{ SF}$$

## CHAPTER 2: FORM AND CHARACTER

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FIGURE 2-31 - RESTROOM BUILDING TYPE  
BUILDING SIZE SHOWN  
 $26' \times 40' \times 18' = 1040 \text{ SF}$

### REST ROOM BUILDING TYPE

The Restroom provides public facilities as required for use during events.

### LOT SIZE

Lot should be large enough to accommodate a 1200 SF to 1600 SF building.

### BUILDING FORM AND PLACEMENT

Building form can be simple, but should be easily identifiable and accommodate the movement of large amounts of people.

### PERMITTED USES

Public Sanitation Facilities

### DESIGN STYLE:

Any allowed

### AMPHITHEATER AREA BUILDING TYPE

The Amphitheater provides a physical area for music and entertainment. May be used as a passive seating area when events are not scheduled.

### LOT SIZE

Lot should be as large as is reasonable within the width of the median.

### SETBACKS

Provide 10'-0" minimum setback to street.

### BUILDING FORM AND PLACEMENT

Design should be functional for performance. Provide shade structures as needed over bandstand and audience seating. Seating can be outdoor bench seating, informal grass areas, or both.

### DESIGN STYLE

Any allowed.

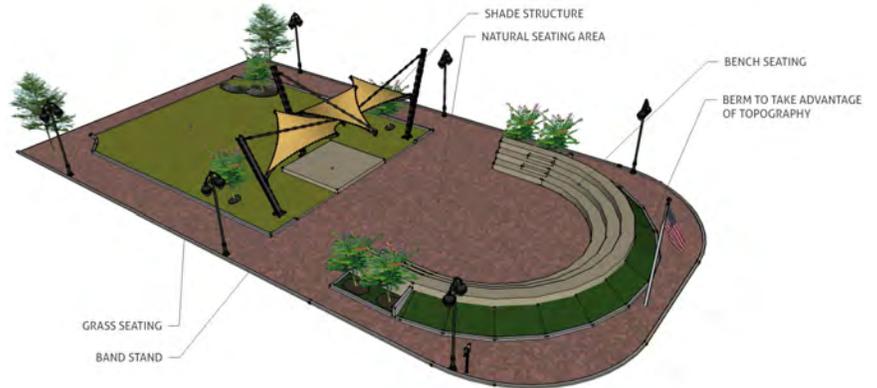


FIGURE 2-32 - AMPITHEATER AREA



# Median 3 - The Crossing

FIGURE 2-33





# Median 3 - The Junction

FIGURE 2-34



#### 4. DISTRICT 4 - CIVIC GALLERY

##### A. CHARACTER

Civic Gallery is one of two districts that are the center of the Specific Plan and where retail and civic functions are envisioned. The median would have an arts and food village cluster with small scale buildings. Angled parking would be provided. The existing public art, veterans' memorial, and the monument honoring a fallen Buellton resident would be part of the final design of the median. This district, along with the Civic Junction District, would be the primary gathering place for residents and visitors alike. Uses surrounding this district would be retail and mixed use oriented, with signature buildings anchoring the district.

##### B. PLANNING UNITS

As shown in **Figure 2-2**, the following Planning Units are located within District 4 (uses current as of 2016):

- Planning Unit **W4** contains a vacant lot, Houston's liquor store, and an apartment complex (Red Rose Court).
- Planning Unit **M4** is a paved roadway and a landscaped median with walking trail. A veteran's memorial and art work adorn this median.
- Planning Unit **E5** contains an apartment complex, vacant land, and the Country Lane Motel.
- Planning Unit **E6** contains a commercial/industrial multi-tenant complex, with a variety of uses.

##### C. MEDIAN 4 DESIGN GUIDELINES

Median 4 (Planning Unit M4) will function as an Art & Food Village, and provide exhibit and boutique space for artisans, crafters, food vendors.

- **Median 4 Design Inspiration (Figures 2-35 through 2-39 and 2-41 through 2-42)**
- **Median 4 Concept Plan (Figure 2-40)**  
The design concept and building features include: Art & Food Village building cluster / courtyard with small scale buildings; flexibility to use for exhibits, galleries, crafting, pop-up retail, boutiques (temporary or permanent), food vendors and food trucks; small outdoor dining areas with seating; shade canopies

#### MEDIAN 4 DESIGN INSPIRATION - ART VILLAGE IDEAS



FIGURE 2-35



FIGURE 2-36



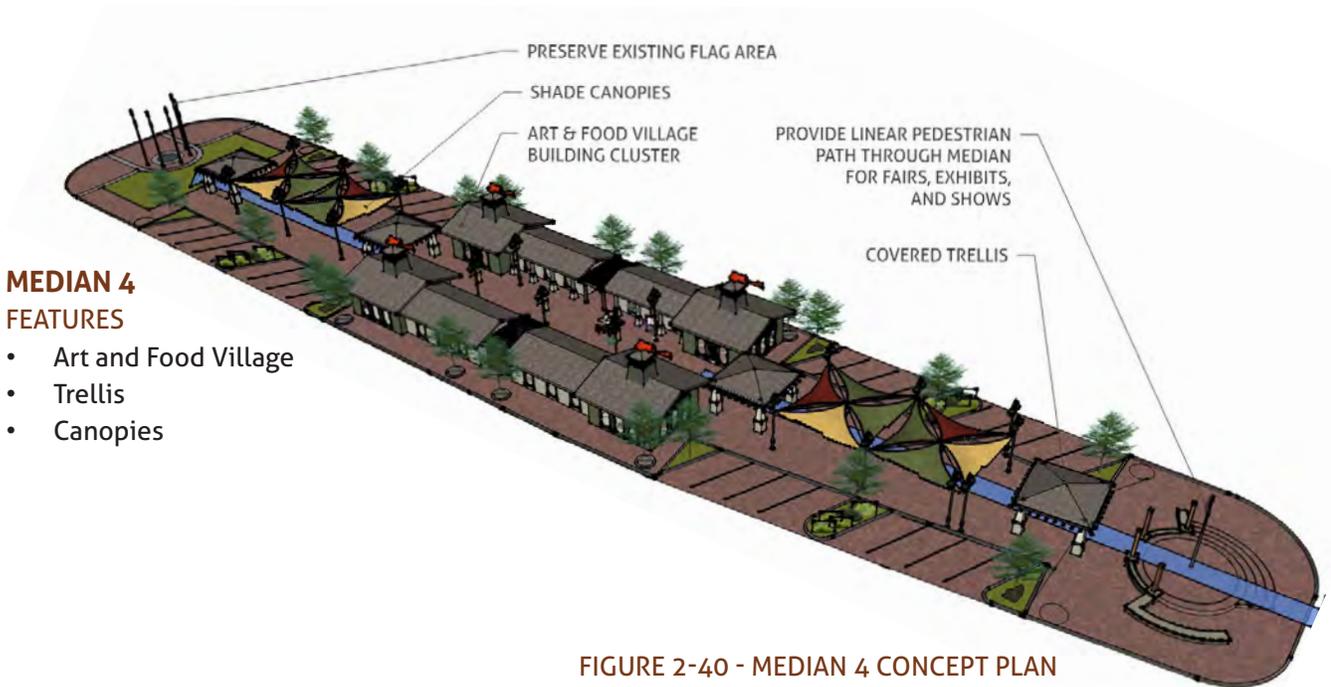
FIGURE 2-37



FIGURE 2-38



FIGURE 2-39 - BIKE & EAT



**MEDIAN 4  
FEATURES**

- Art and Food Village
- Trellis
- Canopies

FIGURE 2-40 - MEDIAN 4 CONCEPT PLAN

along linear central walkway; diagonal parking. As previously noted, final layout building design will be determined during the implementation stage, contingent upon users, programming and budget factors.

- **Median 4 Design Standards (Figure 2-44 through 2-45)**
- **Median 4 Perspectives (Figure 2-47)**  
View to north shows “art & food village” buildings and courtyard plus outdoor spaces with canopies and trellises, potential for food trucks and outdoor dining/seating areas.

**D. OPPORTUNITY SITE AREAS (FIGURE 2-43)**

**Opp Site Area 3:** These 0.24 acre small vacant parcels lend themselves to specialty retail uses.

**Opp Site Area 8:** This 3.94 acre study area contains an apartment complex, an older motel (Country Lane), and vacant land. This large set of parcels could mirror Study Area 7 with a mixed use building that anchors this intersection.

**Figure 2-43 Note:**

- Detailed description of lot types, building types, and building placement guidelines are set forth in Chapter 3 – The Development Code.
- Architectural Design Styles are set forth in Chapter 2, Section D.

**MEDIAN 4 DESIGN INSPIRATION - FOOD TRUCK VILLAGE IDEAS**



FIGURE 2-41



FIGURE 2-42



FIGURE 2-43 - MEDIAN 4 OPPORTUNITY SITE AREAS

**ART AND FOOD VILLAGE**  
**BUILDING TYPE**

The Art and Food Village is a one-story building that could provide art and craft space for permanent or special event exhibits. Provide covered walk-ways for shade.

**LOT SIZE**

Lot should be large enough for proposed use. Should accommodate at least 3000 SF.

**SETBACKS**

Provide walks on all sides and in courtyard. 10'-0" minimum to street.

**BUILDING FORM AND PLACEMENT**

Building form should be one story.

**DESIGN STYLE**

Any allowed - should celebrate arts and crafts.

**TRELLIS BUILDING TYPE**

The trellis provides permanent covered walk-ways for shade or event areas.

**LOT SIZE**

Lot should be large enough for proposed use. Should accommodate at least 250 SF.

**SETBACKS**

Provide walks on all sides. 10'-0" minimum to street.

**BUILDING FORM AND PLACEMENT**

Building form should be one story.

**DESIGN STYLE**

Any allowed - should celebrate arts and crafts.

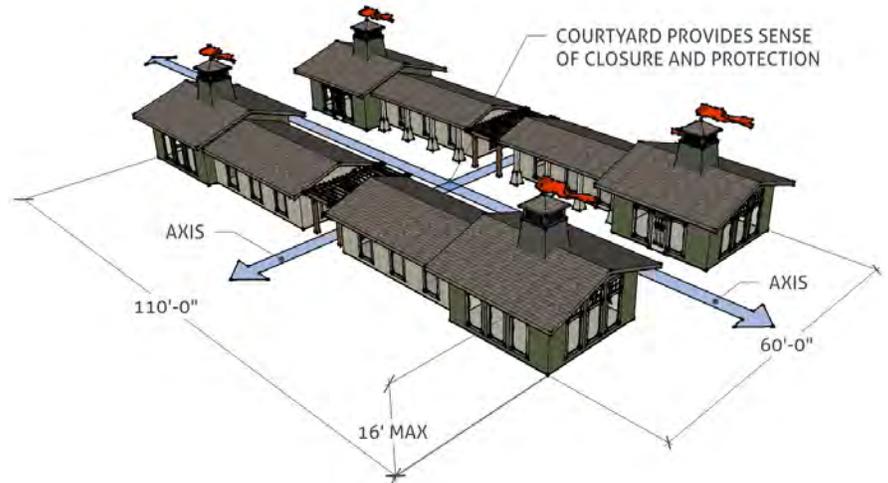


FIGURE 2-44 - ART AND FOOD VILLAGE

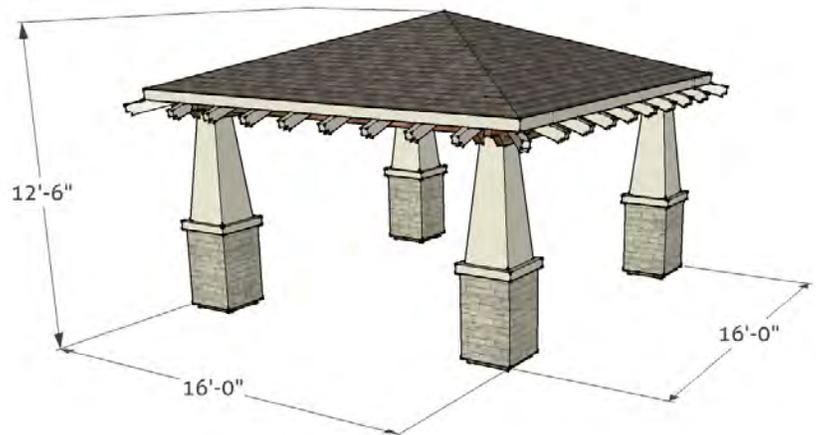


FIGURE 2-45 - TRELLIS

## CONCEPTUAL BUILDING MASSING



FIGURE 2-46



# Median 4 - Art & Food Court

FIGURE 2-47

## CHAPTER 2: FORM AND CHARACTER

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## 5. DISTRICT 5 - GATEWAY SOUTH

### A. CHARACTER

Gateway South is a travelers' service district, with various existing retail and restaurant uses, anchored by Pea Soup Andersen's restaurant and Andersen's Inn Motel. The Plan envisions preserving the travel-oriented nature of this area by encouraging visitor serving uses, along with opportunities for large vehicle parking (truck/RVs), public parking lot(s), and secondary circulation.

### B. PLANNING UNITS

As shown in **Figure 2-2**, the following Planning Units are located within District 5 (uses current as of 2016):

- Planning Unit **W5** is completely developed with a multi-tenant commercial building, with a variety of businesses, including Santa Barbara Koi, Mother Hubbards Restaurant, a Mexican market, and Gino's Pizza.
- Planning Unit **W6** is completely developed with a car wash, auto repair shop, a residential structure, and a restaurant.
- Planning Unit **M5** is a paved roadway and a landscaped median.
- Planning Unit **E7** contains Pea Soup Andersen's restaurant and Andersen's Inn Motel.
- Planning Unit **E8** is completely developed with industrial, residential, and commercial buildings.

### C. MEDIAN 5 DESIGN GUIDELINES

The function of Median 5 (Planning Unit M5) will be to provide for open space and serve as the southern gateway to The Avenue.

- **Median 5 Concept Plan (Figure 2-49)**

### D. OPPORTUNITY SITE AREAS (FIGURE 2-48)

**Opp Site Area 4:** These two small 0.17 acre parcels contain a restaurant and single family house. They would lend themselves to a small infill specialty retail building or restaurant.

**Opp Site Area 9:** This study area contains a residential unit complex. The parcel size is 1.07 acres. Incorporating the existing residential units into a mixed use building would maximize the potential of the property.



**FIGURE 2-48 - MEDIAN 5 OPPORTUNITY SITE AREAS**

#### Figure 2-48 Note:

- Detailed description of lot types, building types, and building placement guidelines are set forth in Chapter 3 – The Development Code.
- Architectural Design Styles are set forth in Chapter 2, Section D.



**MEDIAN 5  
FEATURES**

- Existing Landscaping

FIGURE 2-49 - MEDIAN 5 CONCEPT PLAN

## 6. DISTRICT 6 - ZACA CORRIDOR

### A. CHARACTER

Zaca Corridor is the area south of State Route 246, and although separated from the main portion of the Avenue of Flags, this district has the potential for additional retail growth to support the existing anchor restaurants of Ellen’s Pancake House and Taco Roco. This district is envisioned to provide services to both residents and visitors alike and will be a primary draw from persons staying at Flying Flags RV park.

### B. PLANNING UNITS

As shown in **Figure 2-2**, the following Planning Units are located within District 6 (uses current as of 2016):

- Planning Unit **W7** contains two single family residential units and a commercial building.
- Planning Unit **W8** is completely developed with commercial and industrial uses, including Taco Roco restaurant, Parkway Market, and auto service uses.
- Planning Unit **M6** is paved roadway and landscaped median.
- Planning Unit **M8** is paved roadway (State Route 246).
- Planning Unit **E9** contains vacant land and various commercial uses and buildings, including Ellen’s Pancake House and a used car lot.

### C. MEDIAN 6 DESIGN GUIDELINES

At this location, the roadway median serves as a landscaped central divider with vehicle turning bays. No upgrades are proposed.

### D. OPPORTUNITY SITE AREAS (FIGURE 2-50)

**Opp Site Area 5:** This 0.39 acre study area has two older single family houses and an older commercial building. A retail or mixed use building is a possibility for this site.

**Opp Site Area 10:** This 4.01 area contains multiple parcels with several commercial uses, including Ellen’s Pancake House, a used car sales lot, and a residential structure. However, the majority of the site is vacant. This large assemblage of parcels could result in development of a larger retail complex while incorporating Ellen’s Restaurant as the anchor for this area.



FIGURE 2-50 - MEDIAN 6 OPPORTUNITY SITE AREAS

#### Figure 2-50 Note:

- Detailed description of lot types, building types, and building placement guidelines are set forth in Chapter 3 – The Development Code.
- Architectural Design Styles are set forth in Chapter 2, Section D.



FIGURE 2-51 - EXISTING CONDITIONS



FIGURE 2-52 - EXISTING CONDITIONS

## D. LAND USE & DEVELOPMENT

### 1. SPECIFIC PLAN LAND USE FRAMEWORK

As of 2016, all of the properties in the Plan Area are designated as General Commercial under the General Plan, with a corresponding CR (General Commercial) Zoning. In order to support the vision and goals of the AOF Plan Area, allowable land uses, development standards and intensities are further defined by the Specific Plan.

#### A. AOF SPECIFIC PLAN LAND USE TYPES & INTENSITIES

**Table 2-1** summarizes and compares the general types and intensities of land uses permitted by the existing General Plan and by the AOF Specific Plan within the Plan area. Development is required within the density range, both maximum and minimum. The appropriate maximum densities were developed based on the AOF Vision, the type of development and overall character that would result from such a density, and current economic realities. Existing land uses that are not consistent with the Specific Plan land use framework are permitted to continue as legal nonconforming uses.

#### B. ALLOWABLE LAND USES

The general types of land uses that fulfill the vision of the AOF Specific Plan are set forth in **Figure 2-53** "Land Use Possibilities". This list is not intended to be exhaustive, but rather, it will serve as a guideline in evaluating potential uses and development proposals.

**TABLE 2-1**

LAND USE TYPES	BASELINE GENERAL PLAN			AOF SPECIFIC PLAN		
	DU OR FAR/ ACRE	HOUSING TYPES	COMM'L & OTHER USE TYPES	DU OR FAR/ ACRE (VIA DOR INCENTIVES)	HOUSING TYPES	COMM'L & OTHER USE TYPES
Commercial	No max. FAR; setbacks required		Retail Trade Food & Beverage Service & Office Transportation & Communications	FAR Per Form Based Code		Retail Trade Food & Beverage Service & Office Transportation & Communications
Mixed-Use	15 du/ac*, 60% FAR (net site area)	Multi-family Live-Work	Office, Retail, Light Industrial, Public, Recreation	25 – 40 du/ac**	Multi-Family Live-Work	Office, Retail, Light Industrial, Public, Recreation
Residential Multi-Family	16 du/ac	Mixed-Use or CUP		25 – 40 du/ac**	Apartments Condos SROs Other	
Other Uses			Open Space Light Indus'l Civic Public Assembly Recreation	FAR Per Form Based Code		Open Space Light Industrial Civic Public Assembly Recreation

\* Adjusted for number of bedrooms per Municipal Code Sec. 19.02.220 (Mixed-Use)

\*\* Residential densities are stated as the number of dwelling units per gross acre. Specific number of dwelling units per project will be determined during development review process and per DOR incentive program.

## LAND USE POSSIBILITIES

<b>Agricultural, Resource and Open Space</b>	<b>Retail Trade</b>
Plant Nurseries	Antiques, Collectibles, and Memorabilia
Public Open Space, Town Plaza	Art Galleries and Gifts
<b>Light Industrial</b>	Auto Parts Sales
Art Studios	Certified Farmers' Markets
Handicraft Industries Small-Scale Manufacturing	Consignment Boutiques and Vintage Items
<b>Other Uses</b>	Furniture, Furnishings and Equipment Stores
Civic Center (Library, Post Office, City Hall, Police)	Grocery / Liquor Stores, and Indoor/Outdoor Farmers Markets
Live-Work / Work-Live Units	Restaurants and Bars
Mixed-Use	Retail Stores, General Merchandise, Parking Lot Sales
<b>Recreation, Education, Public Assembly</b>	Shopping Centers
Churches	<b>Service Uses</b>
Community Centers	Banks and Financial Services
Museums	Business Support Services
Membership Organization Facilities	Child Day Care Centers
Outdoor Commercial Recreation	Hotels and Motels
Parks and Playgrounds	Laundries and Dry Cleaning
Recreation and Fitness Centers	Medical Clinics and Laboratories
Schools — Specialized Education and Training	Veterinary Clinics and Hospitals
Sport Facilities and Outdoor Public Assembly	Offices
Temporary Events	Personal Services
Theaters and Meeting Halls	Public Safety and Utility Facilities
<b>Residential</b>	Repair / Maintenance - Accessory to Sales
Emergency Shelters	Repair / Maintenance - Consumer Products
Farm Employee Housing	Storage, Accessory
Home Occupations	Storage, Petroleum Products for Onsite Use
Multi-Family Dwellings (Apartments / Condominiums)	<b>Transportation and Communications</b>
Residential Accessory Uses	Antennas, Communication Facilities
Residential Care Homes, 6 or Fewer Clients	Broadcasting Studios
Shared Living Arrangements	Transit Stations and Terminals
Single-Room Occupancies (SRO)	<b>Additional Possibilities</b>
Transitional and Special Needs Housing	

FIGURE 2-53

## 2. ARCHITECTURAL DESIGN STYLES

The Architectural Design Styles set forth in **Figure 2 – 54** have been identified for the Specific Plan Area. The Design Styles were developed based on the AOF Vision, and reflect the desired type of overall downtown character that would result from such Styles.

### DESIGN STYLES

PRECEDENCE	EXAMPLE	IDENTIFIER
 <p>1720 AGRIARIAN Also related to salt-box, american vernacular, barns, and shack style</p>	 <p>AGRIARIAN Example showing rustic and barn materials</p>	 <p>AGRIARIAN agricultural building materials, exposed structure</p>
 <p>CRAFTSMAN Also called arts and crafts or bungalow style</p>	 <p>CRAFTSMAN Gable House in Pasadena defines the style</p>	 <p>CRAFTSMAN expressed structure highlighting artisan details</p>
 <p>ART DECO / 50' DINER Also related to art deco, art moderne, and international style</p>	 <p>ART DECO / 50' DINER Futuristic streamlined forms often using new materials such as aluminum this style often related to planes, cars and ships of its time</p>	 <p>ART DECO / 50' DINER Aerodynamic forms, often horizontal banding, smooth stucco or industrial metals for finish.</p>
 <p>RANCH also related to post and beam and spanish ranch</p>	 <p>RANCH House designed by "Cliff May" in Santa Ynez defined the style made popular by "Sunset Magazine" and the California Lifestyle</p>	 <p>RANCH exposed structure, porches, low roofs, and rustic materials define this style</p>
 <p>TRADITIONAL DOWNTOWN Also related to Georgian, classical, and Italian renaissance</p>	 <p>TRADITIONAL DOWNTOWN Example showing brick facade, classical details, and arched windows.</p>	 <p>TRADITIONAL DOWNTOWN Classical details, traditional wall cladding.</p>
<h1>ARCHITECTURAL STYLES</h1> <h2>AVENUE OF FLAGS - SPECIFIC PLAN</h2>		

FIGURE 2-54

### 3. OPPORTUNITY SITE AREAS

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

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

Please reference **Figure 2-55** for the proposed opportunity site areas. (See Chapter 3 for additional information.)

#### ALLOWABLE BUILDING TYPES

- Mercantile Building
- Courtyard Building
- Live-work Building

#### MEDIAN BUILDING TYPES

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

#### LEGEND

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



FIGURE 2-55

#### 4. BUILD-OUT PROJECTIONS - PRIVATE & PUBLIC

Build-out Projections were prepared for the Specific Plan Area utilizing the existing General Plan land use as a baseline; the baseline projections are set forth in **Table 2 – 2**.

While allowable densities and intensities are being increased in the Specific Plan area, it is unreasonable to assume that all of the Opportunity Sites will redevelop at the maximum level under the Specific Plan. Factors such as Form-based Code parameters, the DOR incentive/benefit program and markets conditions will guide ultimate buildout of the Opportunity Site areas. The Median Areas will be developed over time for public parking and general public use, contingent upon funding availability and programming factors.

For the overall Plan area, a 50% increased residential density cap is assumed over the baseline, and individual projects will be evaluated and incentivized on a site-by-site basis; infrastructure impacts such as on-site vs off-site parking will be addressed in relation to the carrying capacity of the Plan area as a whole.

Similarly, increased commercial development intensities will be addressed on a project-specific basis as well; factors such as Form-Based Code, DOR incentives/ public benefits and adequate Plan Area-wide mitigation of impacts will determine the overall buildout potential.

Thus, a full-plan buildout was not analyzed because it is an unrealistic scenario that would cause identification of more extensive impacts and related infrastructure needs than would actually occur. In other words, a reasonable buildout scenario is being analyzed as opposed to an unrealistic worst-case scenario.

**TABLE 2-2**

<b>OPPORTUNITY SITE AREAS</b>				<b>Projected Commercial Use</b>			<b>Projected Residential Use</b>			<b>* TBD</b>	
<b>Redevt Area</b>	<b>Develop. Acreage</b>	<b>Square Footage (Existing)</b>	<b>Potential Land Use</b>	<b>Comm FAR</b>	<b>Comm SF</b>	<b>Parking Rate</b>	<b>DU/ac</b>	<b>Res (DU)</b>	<b>Parking Rate</b>	<b>Opp Site Parking Need</b>	<b>Onsite Parking Potential</b>
1	1.98	86,249	Commercial	0.20	17,250	0.0033	0.00	0.00	0.00	57	0.00
2	1.13	49,223	Commercial	0.60	29,534	0.0033	0.00	0.00	0.00	98	0.00
3	0.24	10,454	Commerical	0.60	6,273	0.0033	0.00	0.00	0.00	21	0.00
4	0.17	7,405	Commerical	0.60	4,443	0.0033	0.00	0.00	0.00	15	0.00
5	0.39	16,988	Commerical	0.60	10,193	0.0033	0.00	0.00	0.00	34	0.00
6	1.62	70,741	Mixed Use	0.50	35,371	0.0033	12.00	19.49	2.00	157	0.00
7	3.08	134,165	Mixed Use	0.40	53,666	0.0033	12.00	36.96	2.00	253	0.00
8	5.04	219,542	Mixed Use	0.40	87,817	0.0033	12.00	60.48	2.00	414	0.00
9	1.07	46,609	Residential	0.00	0	0.0000	16.00	17.12	2.00	34	0.00
10	4.01	174,676	Commerical	0.30	52,403	0.0033	0.00	0.00	0.00	175	0.00
<b>Sub-Total - Opportunity Site Areas 1 - 10</b>				<b>296,949</b>						<b>1258</b>	

<b>MEDIAN AREAS</b>				<b>MEDIANS - Projected Public or Commercial Use</b>			<b>Parking Need</b>	<b>Spaces on Median &amp; Street</b>
M1	0.64	27,878	Public - Parking	0.00	0	0.0000	0	
			Other?	0.00	0	0.0000	0	40
M2	0.80	34,848	Public - Events+Comml	0.20	7,000	0.0033	23	
			Public - Parking	0.00	0	0.0000	0	80
M3	0.84	36,590	Public - Park+ Amphith	0.20	7,250	0.0033	24	
			Public-VisitorCtr +CommtySpace	0.00	0	0.0000	0	66
M4	0.69	30,056	Public-ArtVillage+Comml +OutdoorDining	0.20	6,000	0.0033	20	
			Public - Parking	0	0	0	0	72
M5	0.69	30,056	Public - Parking	0	0	0	0	46
M6	0.15	6,534	Public - Parking	0	0	0	0	31
<b>Sub-Total - Median Areas</b>				<b>20,250</b>			<b>67</b>	<b>335</b>

<b>TOTALS</b>	<b>21.70</b>	<b>945,426</b>		<b>317,199</b>		<b>134.05</b>	<b>0.00</b>	<b>1325</b>	<b>335</b>
---------------	--------------	----------------	--	----------------	--	---------------	-------------	-------------	------------

\*TBD - To Be Determined

1-8 Total	18.73	816,053
M Total	3.81	165,964



# Aerial Perspective

FIGURE 2-56



# CHAPTER 3: THE DEVELOPMENT CODE



## CHAPTER 3: THE DEVELOPMENT CODE

### A. PURPOSE AND APPLICABILITY

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

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

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

### ALLOWABLE BUILDING TYPES

- Mercantile Building
- Courtyard Building
- Live-work Building

### MEDIAN BUILDING TYPES

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

### LEGEND

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



## B. FORM BASED CODES - DEVELOPMENT STANDARDS



### 1A. LOT TYPES

#### TYPE A - CLUSTER DEVELOPMENT

##### LOCATION

This lot type is typically found on the east side of the Avenue of Flags.

##### FEATURES

Parcel width is existing. Subdivide into smaller lot widths of 50'-0" - 100'-0" for a mercantile building type cluster or 30'-0" - 50'-0" for a live-work building cluster. Wide of 120'-0" to 180'-0" for a courtyard building type is allowed. Parcel depth is existing.

##### BUILDING PLACEMENT ON LOTS

Buildings may be placed along the front property line and along side property lines. Zero lot lines are encouraged. The form may be setback from the front property line a maximum of 10'-0".

##### OFF-STREET PARKING

Off-street parking is provided to the rear of the site.

If off-street parking is provided, it shall be provided at the rear of the lot, to be accessed through a rear alley or drive aisle.

## 1B. LOT TYPES

### LOT TYPE B - INFILL SMALL LOTS

#### LOCATION

This lot type is typically smaller and found on the west side of the Avenue of Flags.

#### FEATURES

Parcel width is existing and varies. Parcel depth is existing at 90'-0".

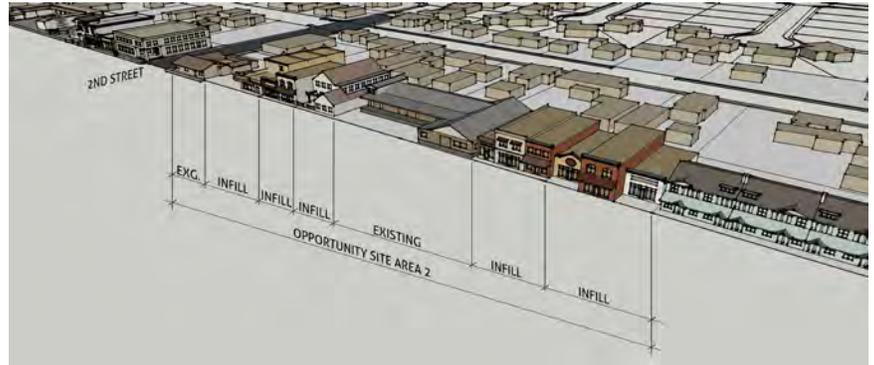
#### BUILDING PLACEMENT ON LOTS

Buildings may be placed along the front property line and along side property lines. Zero lot lines are encouraged. The form may be setback from the front property line a maximum of 10'-0".

#### OFF-STREET PARKING

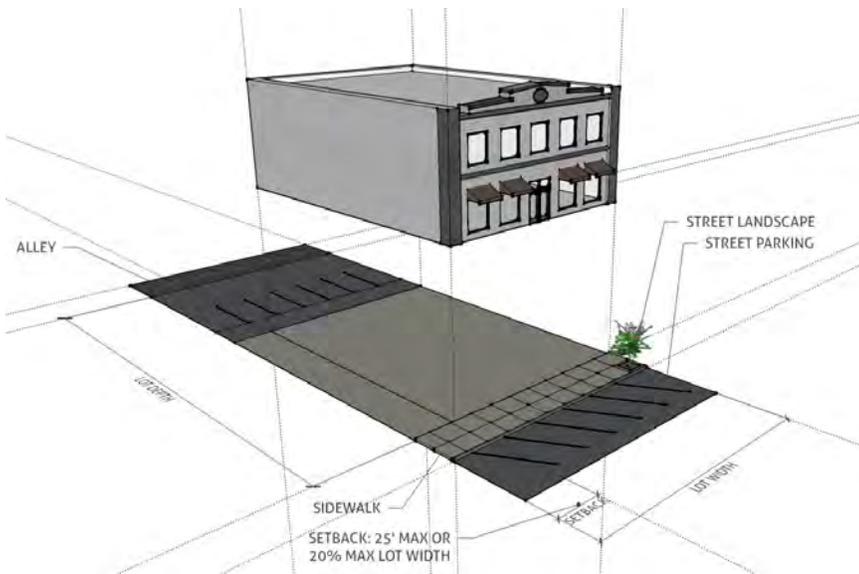
Off-street parking may be provided at the back of the lot via the existing alley if the proposed infill building does extend the length of the lot.

If off-street parking is provided, it shall be provided at the rear of the lot, to be accessed through a rear alley or drive aisle.



## B. FORM BASED CODES - DEVELOPMENT STANDARDS

### 2A. MERCANTILE BUILDING TYPE



The mercantile building type provides a place for commercial businesses along the Avenue of Flags. It is proposed that the street front facades are broken up into smaller blocks to keep an intimate feel and consistent environment for visitors. Additional floors may be allowed through economic incentives. Refer to Chapter 5: Implementation.

#### LOT SIZE

Lot width can vary between 50'-0" to 100'-0"

Lot depth can vary between 100'-0" to 150'-0"

#### SETBACKS

Zero lot line is encouraged. A side setback may be provided at 25' (to allow for a driveway to rear parking) but not more than 20% max of lot width.

#### BUILDING FORM AND PLACEMENT ON LOTS

The building form can vary, but should be based on a two-story, 50'-0" x 75'-0" block.

Buildings should be placed along the front and side property lines. The form may be setback from the front property line a maximum of 10'-0" per the form based vocabulary diagrams.

#### PERMITTED USES

See Permitted Uses - refer to land use lists (Chapter 2).

Any commercial business.

#### OFF-STREET PARKING

Off-street parking may be provided at the rear of the building or via access easements to a common parking area.

#### ALLOWABLE FORM BASED VOCABULARY

3 - Yard

4 - Arcade

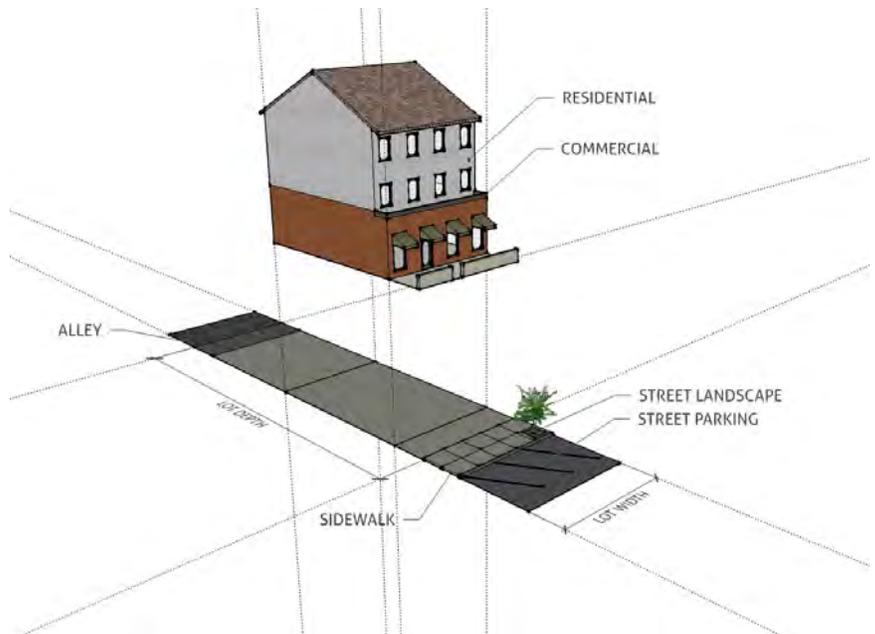
5 - Horizontal Mixed Use

6 - Vertical Mixed Use

#### DESIGN STYLE

Any allowed.

## 2B. LIVE-WORK BUILDING TYPE



### PERMITTED USES

See Permitted Uses - refer to land use lists (Chapter 2).

Ground Floor: Any commercial business or professional offices.

Upper floors: Residential Units

### OFF-STREET PARKING

Off-street parking may be provided at rear of the building via access easements to a common parking area.

### ALLOWABLE FORM BASED VOCABULARY

- 3 - Yard
- 5 - Horizontal Mixed Use
- 6 - Vertical Mixed Use

### DESIGN STYLE

Any allowed.

The live-work building type allows for commercial or professional offices at ground floor and residential units above (second floor and above). Residential units at first floor where allowed. Additional floors may be allowed through economic incentives. Refer to Chapter 5: Implementation.

### LOT SIZE

Lot width can vary between 30'-0" to 50'-0"  
Lot depth can vary between 60'-0" to 100'-0"

### SETBACKS

There shall be no side setbacks, zero lot lines are encouraged.

### BUILDING FORM AND PLACEMENT ON LOTS

The building form can vary, but should be based on a two-story, 30'-0" x 45'-0" block. Additional floor are allowed, however they must be setback from the street at least 10'-0".

Buildings should be placed along the front property line and span the width of the lot. The form may be setback from the front property line a maximum of 10'-0".

## 2C. COURTYARD BUILDING TYPE



The courtyard building type provides a place for civic and community functions.

### LOT SIZE

Lot width can vary between 120'-0" to 180'-0"

Lot depth can vary between 100'-0" to 180'-0"

### SETBACKS

Side setbacks may be provided, but are not required.

### BUILDING FORM AND PLACEMENT ON LOTS

The building form can vary, but should be based on a two-story, 75'-0" x 120'-0" block. The form may accommodate a center street-front courtyard, or a corner yard.

Buildings may be placed along the front property line and along side property lines. The form may be setback from the front property line a maximum of 20'-0".

### PERMITTED USES

See Permitted Uses.

Civic, commercial, Assembly

### OFF-STREET PARKING

Off-street Parking is not provided on site.

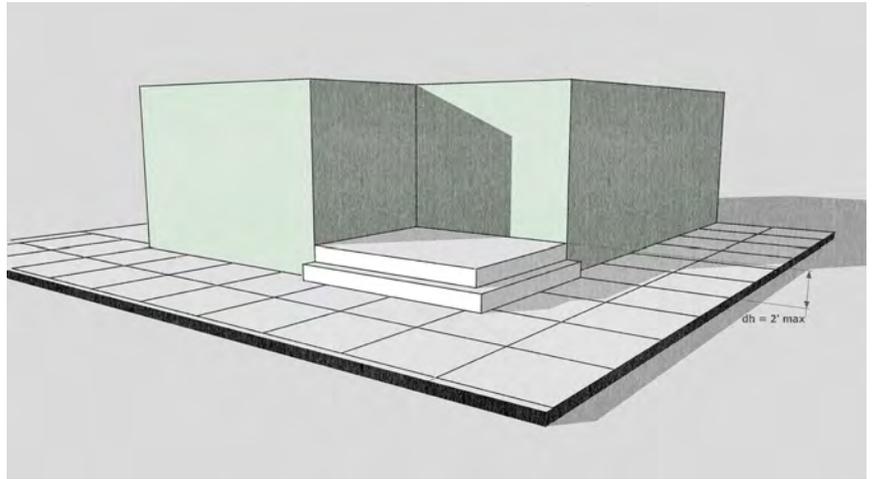
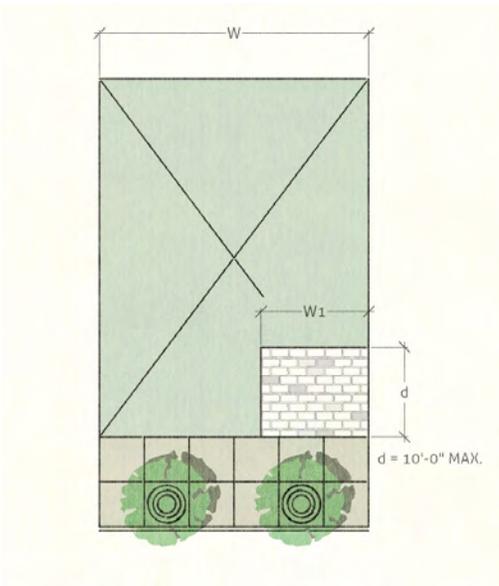
### ALLOWABLE FORM BASED VOCABULARY

- 1 - Courtyard Corner (Development Code)
- 2 - Courtyard Center (Development Code)

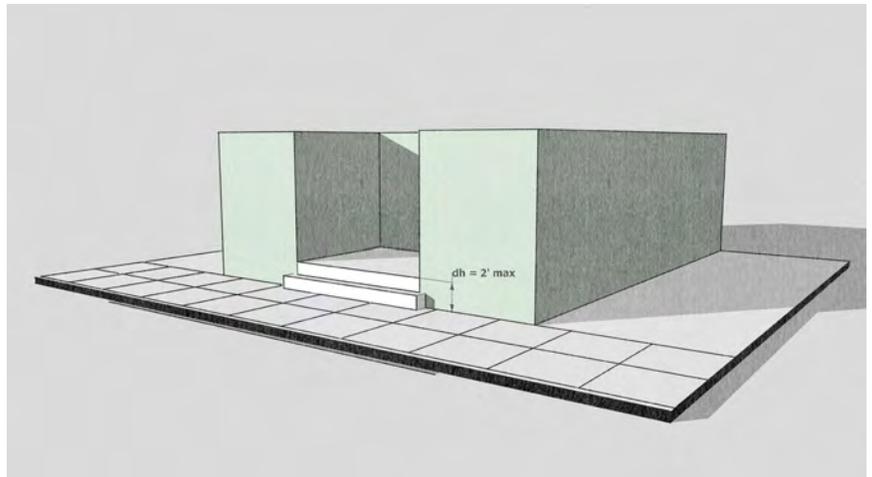
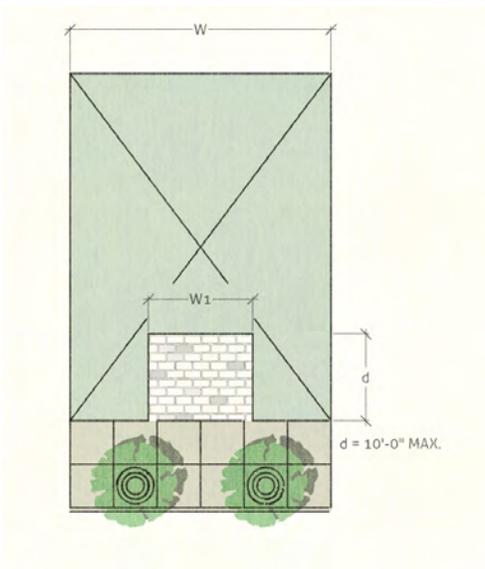
### DESIGN STYLE

Any allowed.

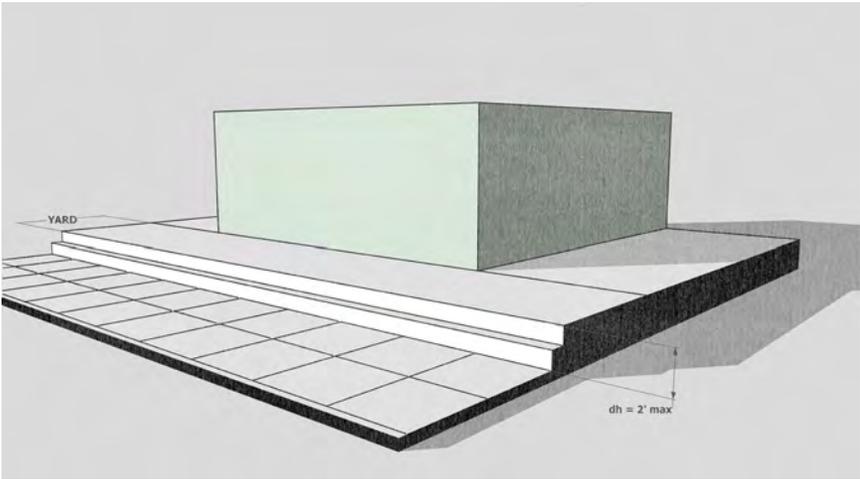
**B. FORM BASED CODES - DEVELOPMENT STANDARDS (CONT)**  
**3. FORM BASED VOCABULARY**



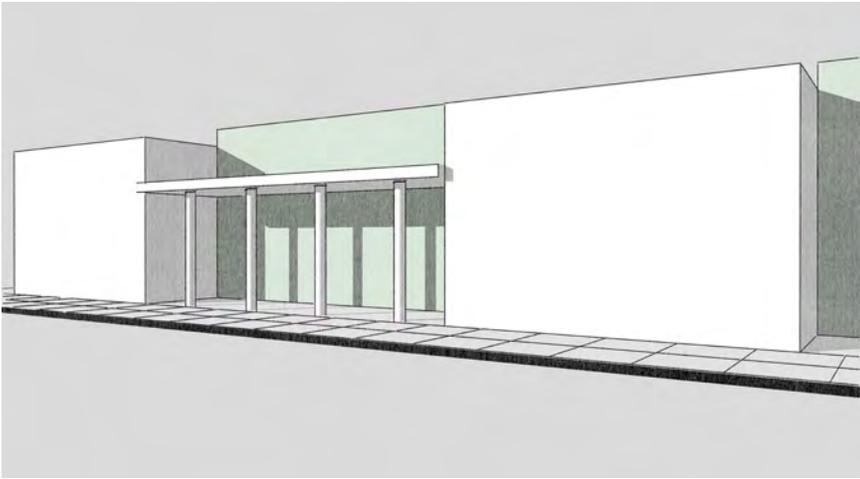
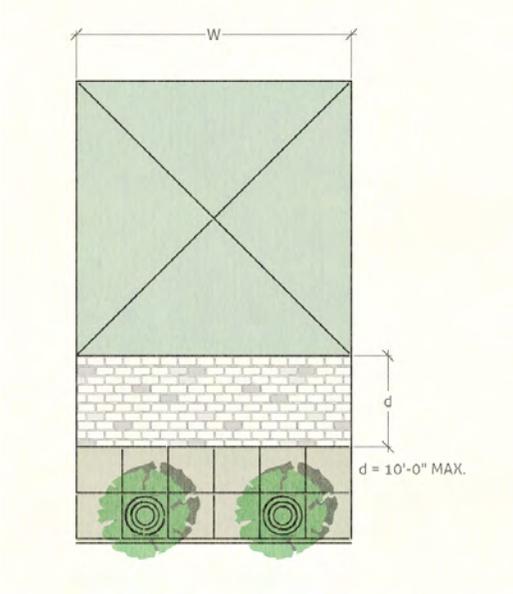
**1. COURTYARD - CORNER**



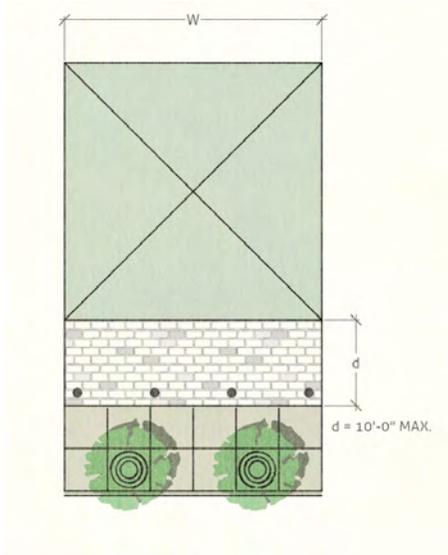
**2. COURTYARD - CENTER**

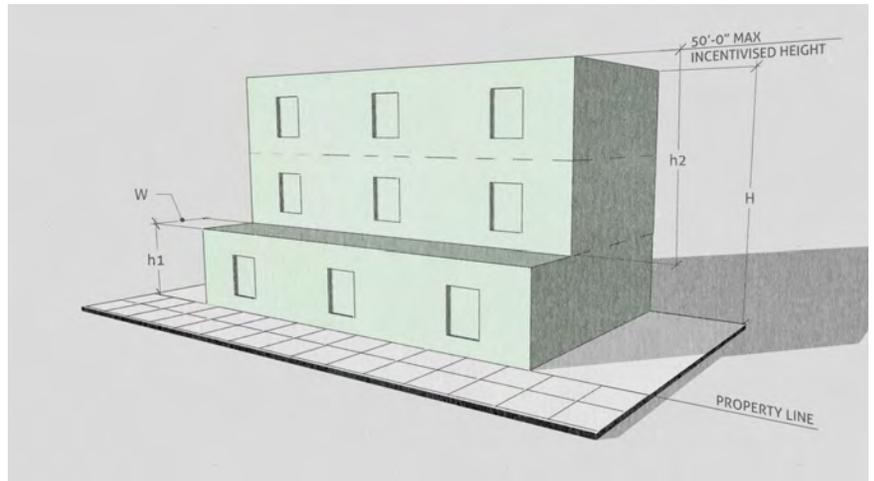
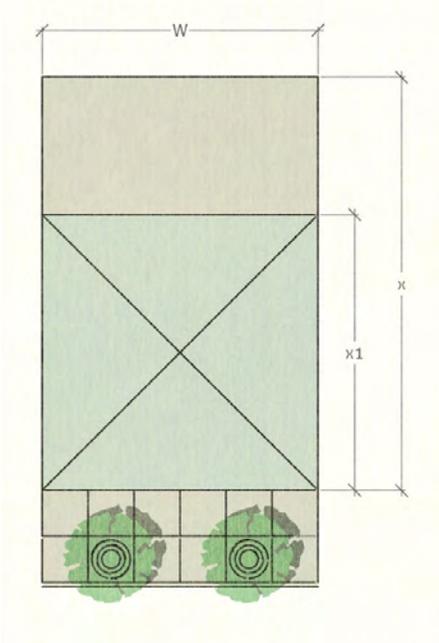


3. YARD



4. ARCADE





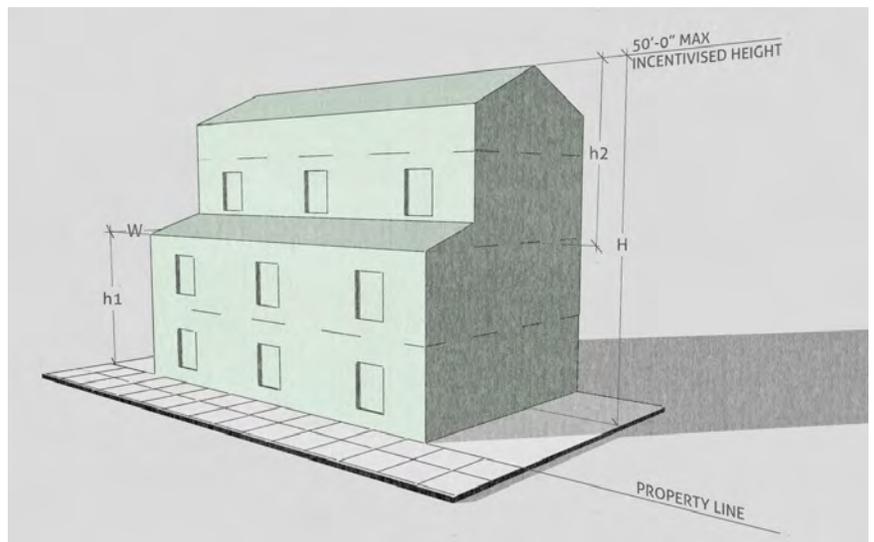
**LEGEND**

H = 50' max incentivised height

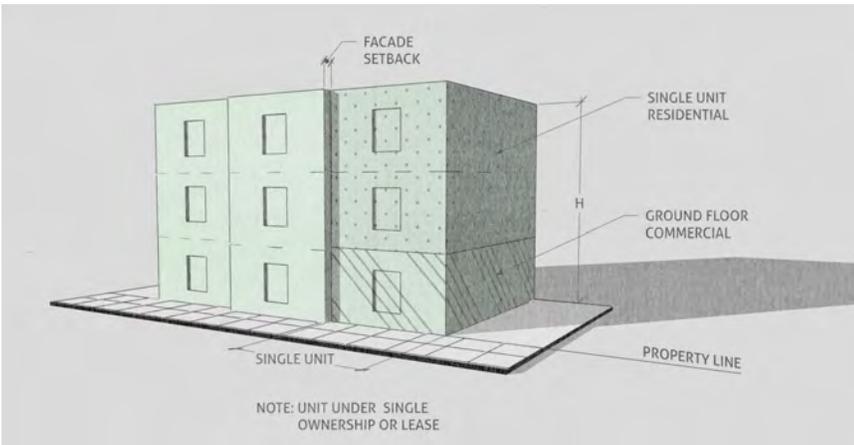
h1 = 30' max.

h2 = 50'-h1

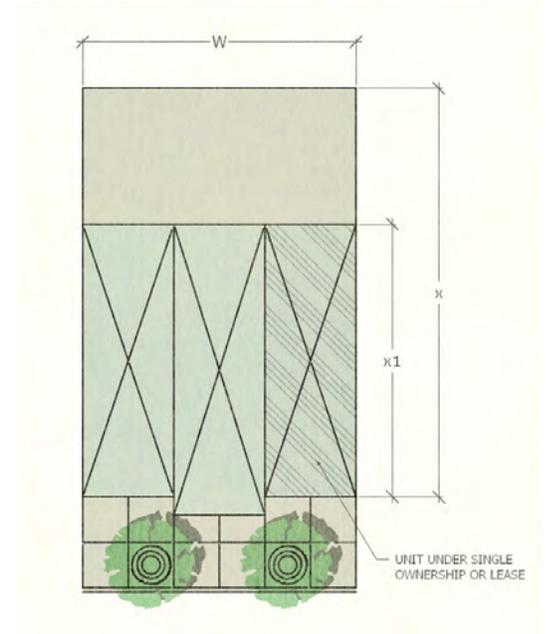
W = 10'-0" setback



**5. HORIZONTAL MIXED USE**



**6. VERTICAL MIXED USE**



**LEGEND**

H = 50' max incentivised height

**EXAMPLE**

Condo or Town home

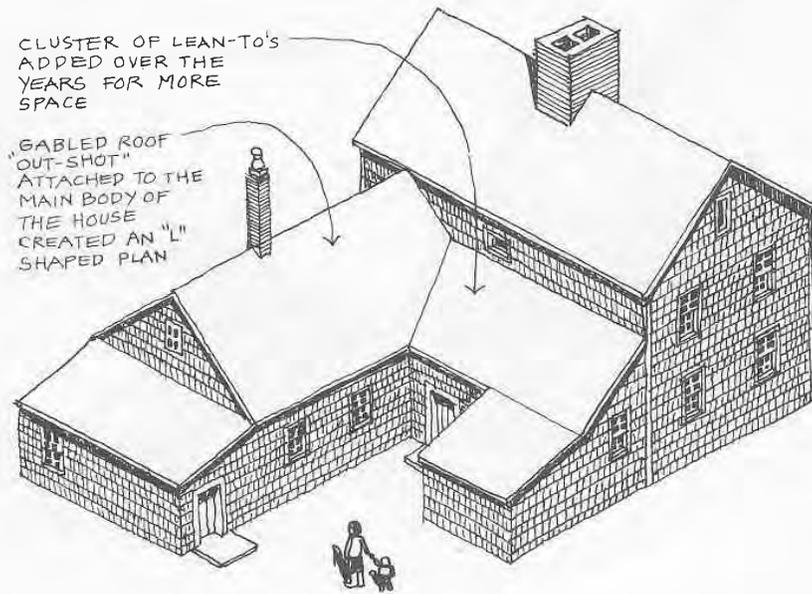
#### 4. FACADE STANDARDS

##### FEATURES

- Front facade should be broken into appropriate modules.
- Vertical or horizontal articulation is encouraged.
- See Architectural Design Guidelines for allowable styles.
- Canopies over individual windows may protrude a maximum of 4'-0".
- Arcades may have a depth of 10'-0".
- Facades to be a minimum of 2 stories, maximum 3 stories at property line.
- Maximum property line building height to be 30'-0". Additional height to be set back 10'-0".
- Maximum incentivised height to be 50'-0".

#### B. FORM BASED CODES - DEVELOPMENT STANDARDS (CONT)





**1720** "OUTSHOT" HOUSE,  
HINGHAM, MASSACHUSETTS

## C. ARCHITECTURAL DESIGN GUIDELINES

### AGRARIAN FEATURES

- Agrarian is related to salt-box, American vernacular, barns, and shack style.
- Example shows rustic and barn materials.
- Agricultural building materials, exposed structure.



## CRAFTSMAN FEATURES

- Also called Arts & Crafts or Bungalow Style
- Gable House in Pasadena defines the style.
- Exposed structure highlighting artisan details.





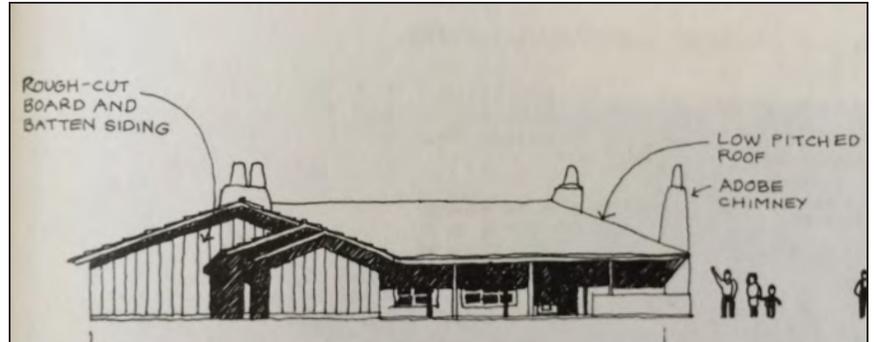
### ART DECO / 50' DINER FEATURES

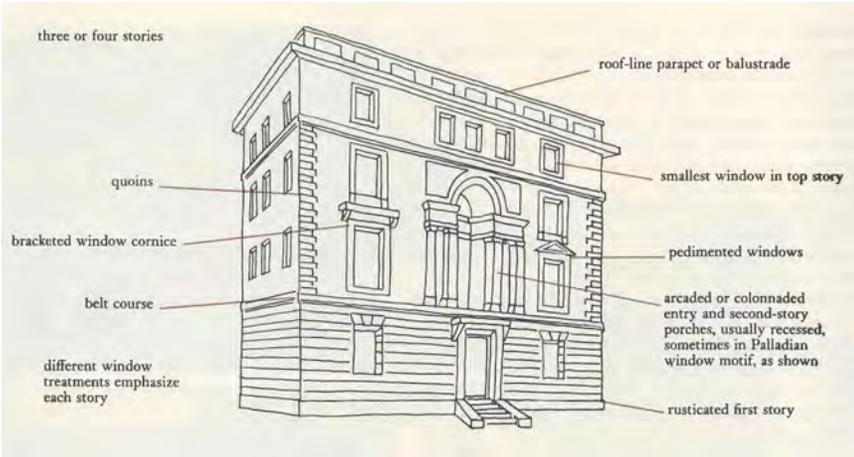
- Also related to art deco, art moderne, and international style.
- Futuristic streamlined forms often using new materials such as aluminum. This style often related to planes, cars, and ships of its time.
- Aerodynamic forms, often horizontal banding, smooth stucco or industrial metals for finish.



## RANCH FEATURES

- Also related to post and beam and Spanish ranch.
- House designed by "Cliff May" in Santa Ynez defined the style made popular by "Sunset Magazine" and the California Lifestyle.
- Exposed structure, porches, low roofs, and rustic materials define this style.





## TRADITIONAL DOWNTOWN FEATURES

- Also related to Georgian, classical, and Italian renaissance.
- Example showing brick facade, classical details, and arched windows.
- Classical details, traditional wall cladding.





## D. ADDITIONAL REQUIREMENTS AND GUIDELINES

### 1. SIGN STANDARDS – FAÇADE SIGNAGE AND LETTERING

1. Raised or recessed lettering on bracketed signage is encouraged.
  - a. Signage to be externally lit.
  - b. Enclosed static LED backlit signage is permitted. Electrical connections must be hidden.
  - c. Neon signage to go through approval process and to only be allowed for Art Deco / 50's Diner design styles.
  - d. Bright scrolling LED signs are not allowed.
  - e. CNC multi-colored sign are allowed.
2. Raised or recessed letter signage to be permitted on face of building.
  - a. Lettering not to exceed 3', but kept in proportion to associated building
  - b. First floor signage to be placed between top of first floor windows and bottom of second floor windows
  - c. Lettering on face of windows is allowed, but may not occupy more than 20% of glazing
3. Allowed materials, in style of associated building.
  - a. Metal
  - b. Wood
  - c. Refrain from using the following:
    - i. Plastic
    - ii. Bright scrolling LED signage
4. Scale and proportion should be appropriate to the style and size of the associated and adjacent buildings.
5. Bracketing.
  - a. Ornamental bracketing to be allowed, style to match character of associated building
  - b. Wood bracketing to be allowed, style to match character of associated building
6. Location
  - a. Signs to be mounted with a minimum of 8' vertical clearance
7. Avoid the use of pole and roof mounted signage.

Note: Conformance to the municipal code is expected when the development code is silent.



## 2. LIGHTING STANDARDS

### PEDESTRIAN LAMP & POLE\*:

Manufacturer: Sternberg Lighting  
Local Representative: Prudential Lighting  
Phone: 213 / 746-0360  
Model: A673A / SF-811 /  
5PPT / 62 12 TFP6 /  
QL85 120v / BK  
with 811 finial or  
approved equal

Description: Ornamental Pedestrian  
Lamp & Pole

Finish / Color: "Black"

\*Must be dark sky friendly

## D. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

### 3A. LANDSCAPE STANDARDS - TREES

#### STREET TREES

- Pistacia Chinensis  
Chinese Pistache  
Deciduous
- Platanus Acerifolia  
London Plane Tree  
Deciduous
- Quercus Coccinea  
Scarlet Oak  
Deciduous
- Quercus Ilex  
Holly Oak  
Evergreen



**CHINESE PISTACHE**



**LONDON PLANE TREE**



**SCARLET OAK**



**HOLLY OAK**



**DEODAR CEDA**



**CAMPHOR TREE**



**SOUTHERN MAGNOLIA**



**TULIP TREE**



**CALIFORNIA SYCAMORE**



**SOUTHERN LIVE OAK**

**MEDIAN TREES**

- Cedrus Deodara  
Deodar Ceda  
Evergreen
- Cinnamomum Camphora  
Camphor Tree  
Evergreen
- Liriodendron Tulipifera  
Tulip Tree  
Evergreen
- Magnolia Grandiflora  
Southern Magnolia  
Deciduous
- Quercus Virginiana  
Southern Live Oak  
Evergreen
- Platanus Racemosa  
California Sycamore  
Deciduous

**BULB-OUT TREES**

- Lagerstroemia Indica  
Crape Myrtle  
Deciduous, Flowering
- Malus Floribunda  
Japanese Flowering Crab Apple  
Deciduous, Flowering
- Prunus C. 'Krauter Vesuvius'  
Purple Leaf Plum  
Deciduous, Flowering
- Pyrus Kawakamii  
Evergreen Pear  
Evergreen, Flowering



**CRAPE MYRTLE**



**JAPANESE FLOWERING CRAB APPLE**



**PURPLE LEAF PLUM**



**EVERGREEN PEAR**



## D. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

### 3B. LANDSCAPE STANDARDS - LID FEATURES

#### LOW IMPACT DESIGN

- Drought-tolerant landscaping
- Bio-Swales
- Permeable Pavers





**BENCH**



**TREE GRATE**



**TRASH RECEPTACLE**

### 3C. LANDSCAPE STANDARDS - SITE FURNISHINGS

#### PRODUCTS

1. Bench
  - a. Manufacturer:
  - b. Landscape Forms, Inc.
  - c. Model:
  - d. Gretchen's bench with ornamental armrests.
  - e. Description:
  - f. "Gretchen's bench" with black ornamental armrests. Surface mounted. 72" Length, 32" to top of back, 17" deep. Ipe wood.
  - g. Finish / color: Frame "black"; seat "ipe"
2. Tree Grate and Frame
  - a. Manufacturer: Neenah Foundry Co.
  - b. Model: R-8706-1 180 degree 48" square
  - c. Description: One side with single light opening. One side with flag detail.
  - d. Finish: natural patina
3. Pre-Cast Concrete Trash Receptacles
  - a. Manufacturer: quick crete products corporation
  - b. Model: qr-cl3031w
  - c. Description: steel reinforced pre-cast concrete
  - d. Texture:t4
  - e. Color: c3
  - f. Lid material: Steel; color black w/ standard gloss sealer



## D. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

### 4. OUTDOOR DINING, SHADING, AND DISPLAYS

- Provide seating and dining areas for kiosks that serve food.
- Possible shade structures include tensioned fabric canopies (as pictured to the left).
- Shade structures can also be decorative as shown on the right.





## D. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

### 5. ALTERNATIVE ENERGY / SOLAR

- Solar panels can be placed on the kiosks or the larger median buildings.
- Solar panel shade structures or bus stops.
- Possible solar panel parking shade structures.



# CHAPTER 4: INFRASTRUCTURE



## CHAPTER 4. INFRASTRUCTURE

This chapter of the Specific Plan describes existing and planned infrastructure within the plan area, focused on the following issues:

- Circulation
- Parking
- Open Space
- Utilities

Cost estimates are also included at the end of this section to address needed infrastructure improvements.

### A. CIRCULATION

The following describes regional community-wide connectivity along with the existing and proposed street and circulation network in the Specific Plan Area.

#### 1. REGIONAL CONNECTIVITY AND ISSUES

Regional access to the Plan Area is provided by US Highway 101 and State Route 246.

##### a. **US Highway 101** (Freeway and Truck Route)

Forming the northern and eastern boundaries of the Plan area, the current Highway 101 is a four-lane divided highway that serves as the principal coastal route between northern and southern California. There are two multi-direction freeway interchanges serving the Plan area: at Highway 246 and Damassa Road.

*KEY ISSUE: The southbound US 101 freeway also has an exit ramp directly onto AOF at its northern end; traffic exiting the freeway is fast-paced, and needs to be slowed down at Damassa Road before entering the downtown core.*

##### b. **State Route 246** (Arterial Highway and Truck Route)

State Route 246 is a major four-lane east-west arterial highway which runs through the southern portion of the Plan area, with 2 lanes of heavy traffic in each direction. On both the east and west side of US Highway 101, State Route 246 is the major commercial corridor in the City of Buellton. The Route 246 highway intersects with AOF at a 4-way signalized intersection. The highway connects the Plan Area with the adjacent street network in Buellton and also with the City of Lompoc and Vandenberg Air Force Base to the west, and the City of Solvang and upper Santa Ynez Valley to the east.

## 2. LOCAL STREET NETWORK

Primary local community access to and within the Specific Plan Area is provided by the following street network:

- a. **The Avenue of Flags** (Collector Street, Truck Route between US 101 S/B Off-ramp and Damassa Road)

Within the Specific Plan area, the main north-south circulation component is The Avenue of Flags corridor, between Highway 101 on the north end to Zaca Creek on the south. The Avenue is a former divided highway (previous alignment of US Highway 101) that runs north-south through the center of the Plan Area and connects with the residential neighborhoods and Flying Flags resort to the south. Current configuration of the roadway includes vehicle travel and turning lanes in either direction, separated by several wide grassy medians; curbs and sidewalks are not present along the entire length.

*KEY ISSUE: Because the AOF corridor was the original alignment of U.S. 101 before the freeway was built, the roadway design retains the design elements of being a major high-speed vehicular thoroughfare, with a variable 176 foot roadway width. Thus, the essential components that make walking a practical, comfortable, safe and pleasurable experience - slow traffic speeds, safe cross-walks, sidewalks, street trees, planter strips, shaded seating areas – are noticeably absent in many places.*

- b. **State Route 246** (Arterial Highway and Truck Route)

This major arterial runs east-west through the southern portion of the Plan Area and connects with the commercial, industrial and residential areas to the west and east.

*KEY ISSUE: Route 246 traffic is fast-paced and creates a situation which, along with its 80 to 104 foot roadway width, presents a geographical barrier and pedestrian safety hazard impeding connectivity between the northern and southern portions of the Plan Area.*

- c. **Damassa Road** (Collector Street)

This short (730+/- foot long) street forms an interchange with and crosses over Highway 101 from AOF to Mc Murray Road, which connects to the commercial, industrial and residential areas located east of the Plan Area.

*KEY ISSUE: It is important to note that McMurray Road lies east of and runs parallel to Highway 101; there is a significant amount of existing and emerging commercial and residential development along McMurray, and enhanced connectivity with the AOF Specific Plan area is crucial.*

- d. **Second Street** (Collector Street west of Central Avenue and Commercial Collector Street east of Central Avenue)

Running east-west, Second Street serves the Plan area and connects with the residential neighborhoods to the west.

*OPPORTUNITY: At a point roughly in the center of the downtown core, Second Street bisects AOF, and the resulting intersection forms the ideal location for a town plaza, surrounded by community gathering places and civic buildings.*

- e. **Central Avenue** (Collector Street running north-south) which runs parallel to the Specific Plan area and serves the predominantly residential neighborhood flanking the Specific Plan area on the west;

*KEY ISSUE: Need to address prevention of spill-over AOF traffic, especially southbound vehicles exiting the US 101 onto AOF) from impacting this roadway and the adjacent residential neighborhood.*

### **3. PUBLIC TRANSIT**

The Santa Ynez Valley Transit system operates buses with regular routes and stops throughout the Valley, including Buellton. There is an existing transit bus stop within the Specific Plan Area at AOF and Second Street.

In addition, there is an existing bus stop on AOF just south of the Plan Area, with bike lockers, and a short distance further, an existing Park & Ride lot. A future Park & Ride lot with transit stop is planned immediately north of the AOF southbound off-ramp from Highway 101.

The locations of Public Transit facilities within the plan are shown in Figure 4 – 1.

Potential development accommodated by the Specific Plan will not adversely affect the transit, and on the contrary may increase ridership of individuals utilizing public transportation to reach the proposed downtown core features.

### **4. OVERALL CIRCULATION PLAN CONCEPT AND GOALS**

The Specific Plan's goal is to create a downtown village along The Avenue that facilitates multiple modes of circulation, including vehicles, transit riders, pedestrians and bicyclists. In order to provide a more welcoming and effective pedestrian environment, this plan proposes the enhancement and/or introduction of sidewalks, promenades, plazas, outdoor dining areas, and street trees (where none currently exist) throughout the plan area.

In addition, the Specific Plan also aims at creating opportunities, through secondary access and alleys, for development behind the eastern side of The Avenue, such as mixed-use with residential units above garages or artist live/work units with studios on the ground floor and residential above.

The circulation strategy that will enable AOF to become the exciting place envisioned by the community is to:

- Implement traffic-calming and safety measures along the AOF roadways in order to accommodate local traffic, pedestrians, and bicyclists, and
- Effectively create a bypass for community-wide traffic by letting the circulation corridors currently feeding into the area continue to handle the majority of community-wide traffic, while the local traffic that wants to use the more calm AOF roadway will do so.

The overall planning concepts for circulation modifications to be implemented by the Specific Plan include:

- Southbound 101 freeway traffic which exits onto AOF will be slowed down.
- Regional traffic will be distributed onto Damassa eastbound; local traffic proceeding along AOF will be slowed to a speed appropriate for a downtown district.
- Similarly, northbound traffic entering onto Santa Rosa Road from the south will be slowed gradually upon entering the City limits, and further slow down upon proceeding north of Route 246 and entering into the downtown core.

- Route 246 enhancements at the western and eastern gateways to the Specific Plan area, and pedestrian-friendly connections between the Zaca Corridor to the south and the downtown core to the north of Route 246.
- Potential alternate circulation network with the Specific Plan area (behind Bach hotel), enabling closure of AOF core roadways to traffic during major events while allowing for access to the businesses along AOF frontages.
- Working with Caltrans to improve the Highway 101 Southbound off-ramp transition into the Specific Plan area, the freeway overcrossing at Damassa Road, overall safety improvements, roadway repairs, on/off ramp maintenance, and highway beautification along Route 246.

The proposed improvements to the existing circulation network for the Specific Plan area are illustrated in **Figure 4 – 1**, to be completed in accordance with the Street Design Standards (Section 3.A.4) and Pedestrian & Bike Paths/Trails – Layout and Standards (Section 3.A.5).

## 5. CIRCULATION DESIGN STANDARDS

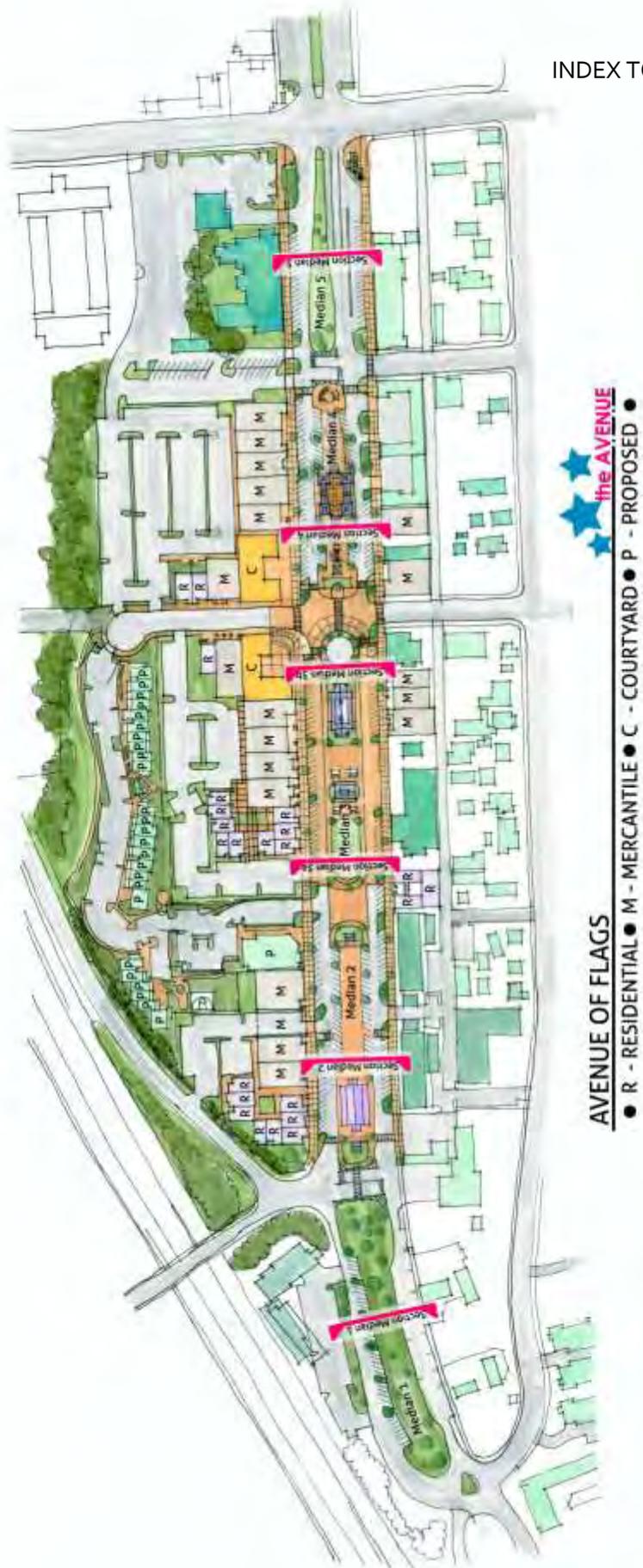
New street design standards are set forth in sub-section 5.b., Street Cross-Sections, for roadways along Medians 1 through 5; the roadway along Median 6 will retain its existing configuration. Traffic lane configuration features “sharrows” which provide shared travel lanes for vehicles and bicyclists,

Additional details on streetscape design, sidewalks, landscape and hardscape, finishes, street furniture and lighting, are set forth in Chapter 3 – The Development Code.

### a. Index Map to Street Cross-Sections

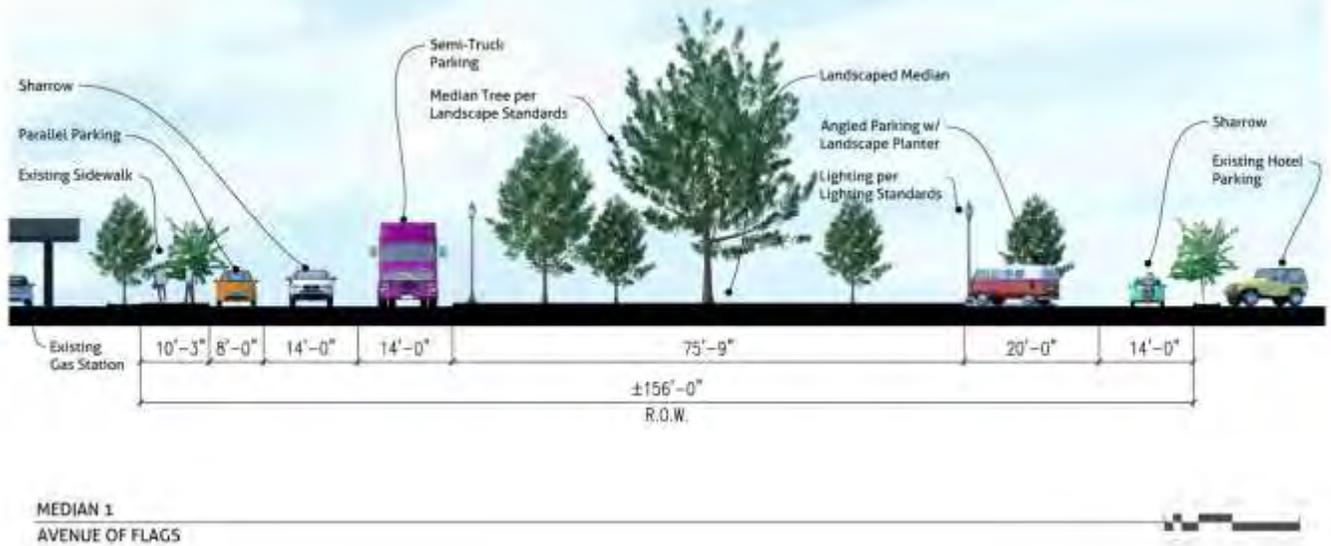
- An Index Map showing the location of the Street Cross-Sections is set forth in Figure 4-2 on the following page.

Figure 4 – 2  
INDEX TO STREET CROSS SECTIONS

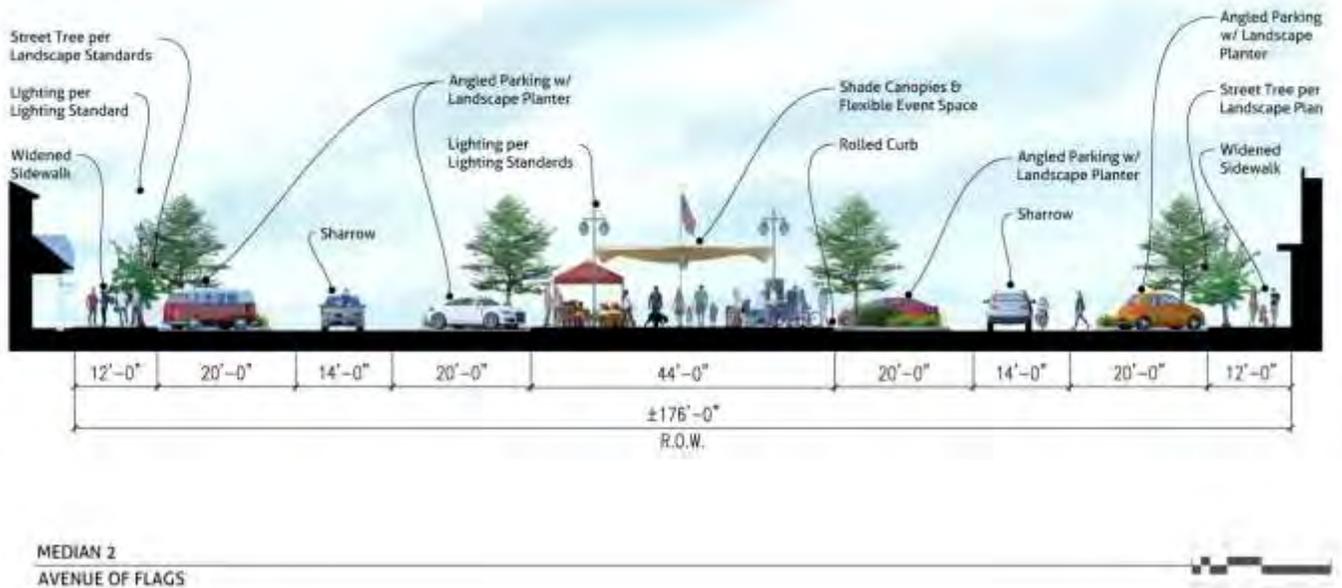


b. Street Cross-Sections – Medians 1 through 5 (Figures 4 - 3 through 4 - 8)

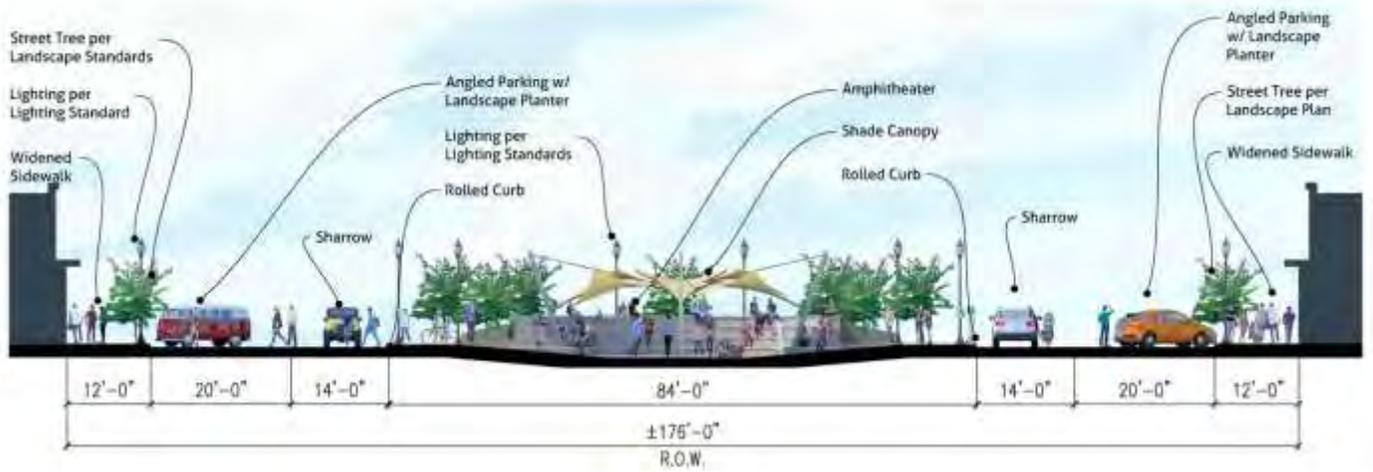
• Figure 4 - 3 - MEDIAN 1



• Figure 4 - 4 - MEDIAN 2

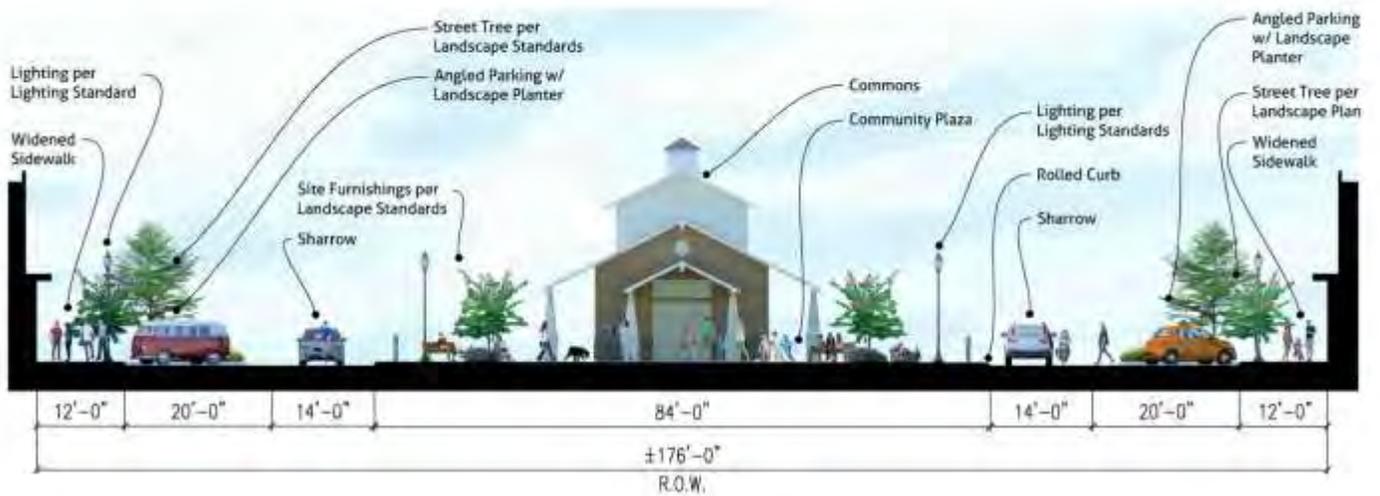


• Figure 4-5 - MEDIAN 3 (northerly portion)



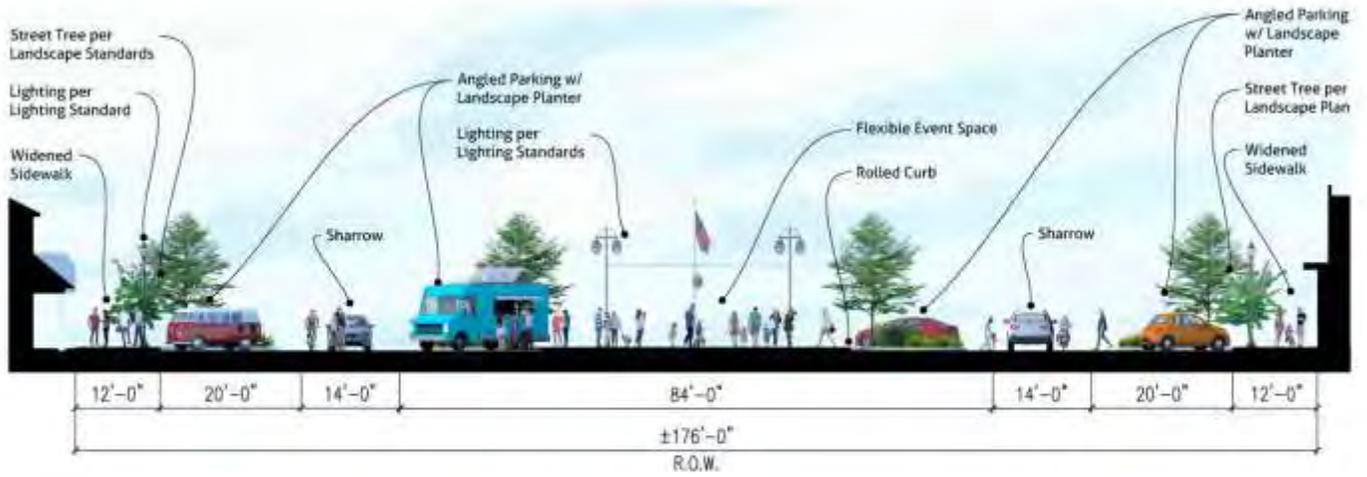
MEDIAN 3a  
AVENUE OF FLAGS

• Figure 4-6 - MEDIAN 3 (southerly portion)



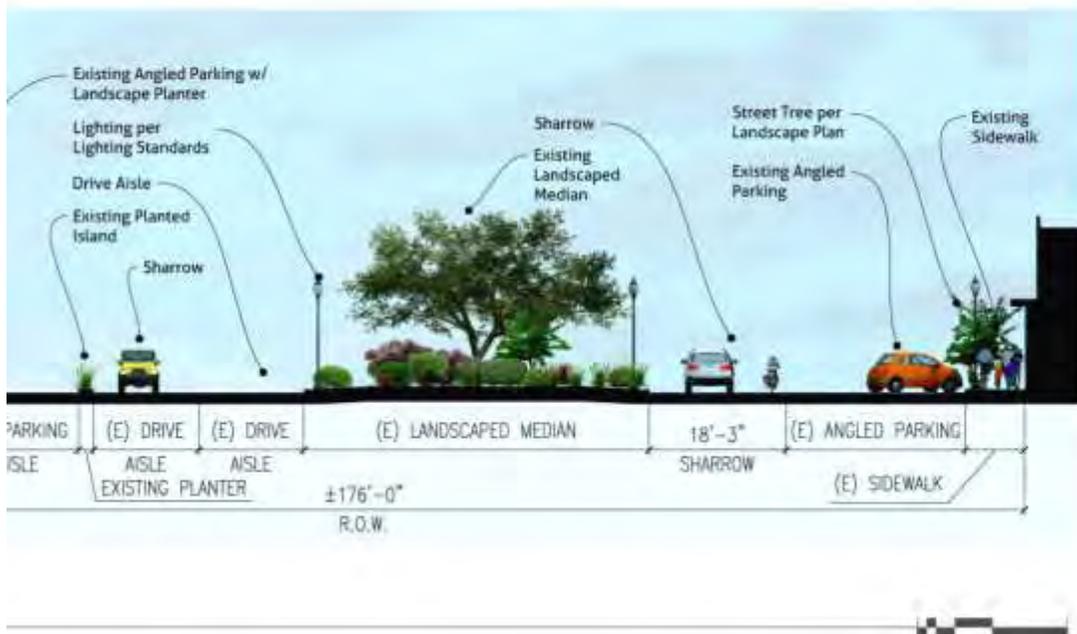
MEDIAN 3b  
AVENUE OF FLAGS

- Figure 4 -7 - Median 4



MEDIAN 4  
 AVENUE OF FLAGS

- Figure 4 -8 - Median 5



## 6. PEDESTRIAN & BIKE PATHS / TRAILS – LAYOUT & STANDARDS

### a. Pedestrian and Bikeway Master Plan

One of the key planning principles of the Buellton Vision Plan and the General Plan itself is to accommodate multiple transportation opportunities, including bicycles and pedestrians. This is crucial to the overall success of the mixed-use core envisioned for the downtown core and the AOF Specific Plan Area.

In January 2012, the City adopted a Bikeway and Pedestrian Master Plan with the intent to create a bikeways and trails network that is safe, convenient, and enjoyable, and that facilitates transportation as well as recreation. The Avenue of Flags is identified as a key corridor in both the local and regional bicycle network, which connects cyclists to nearby residential neighborhoods, commercial and industrial centers, park/green space, and the east side of Highway 101 from the downtown corridor.

Figure 4 - 2, Circulation & Transit Map, shows the existing and planned Bicycle and Pedestrian Routes, both as approved in the Master Plan.

The reduced vehicle traffic speeds along AOF will enable the utilization of the “sharrow”, which provide shared travel lanes for vehicles and bicyclists. The AOF Specific Plan envisions enhanced bicycle connections between the McMurray Road area and the Avenue. Bicycle parking/racks are planned along the Avenue of Flags to promote bicycle ridership.

Future potential enhancements include:

- 1) a possible pedestrian/bicycle bridge over Highway 101, either along the existing overpass or south of Damassa Road; and
- 2) connections to trails along Zaca Creek that lead to the Santa Ynez River and elsewhere in the City.

**b. Zaca Creek River Trail**

The Bicycle and Pedestrian Master Plan identifies several “off-street” trails, which are recommended to be multi-use/multi-modal. One of these trails is located along Zaca Creek, which flows throughout the Specific Plan Area, as shown in Figure 4 – 1, Circulation and Transit Map.

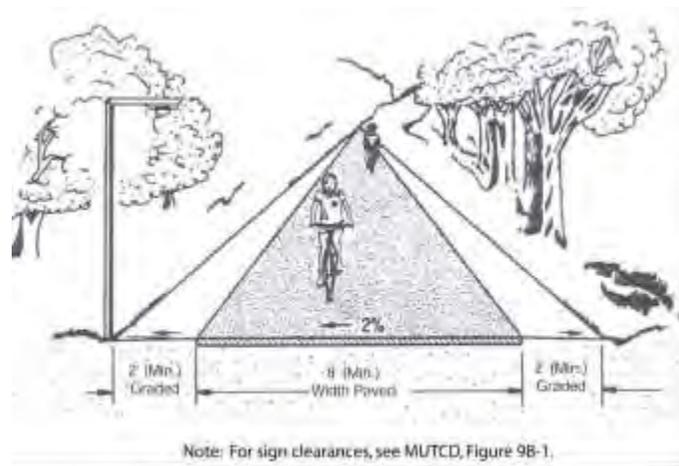
A portion of the Zaca Creek River Trail has been improved for public use in Planning Unit E4, as part of a multi-family residential development. Dedication of trail easements and/or future trail improvements will be required as part of the revitalization of opportunity sites in the Specific Plan area.

**Multi-Use Trail Design Standards**

- The surface of the multi-use trail shall be natural, such as decomposed granite/shale, compacted dirt or other pervious surface.
- A conceptual trail cross-section is set forth below in Figure 4 – 9.

Figure 4 – 9

Conceptual Trail Cross-Section



## B. PARKING

The Specific Plan aims to provide convenient parking without sacrificing accessibility for bicyclists and pedestrians. Detailed parking calculations are provided in a Transportation Impact Study conducted as part of the CEQA Initial Study prepared for the Specific Plan; this study is available under separate cover at City of Buellton Planning Department.

### 1. PARKING NEEDS

At buildout of the Specific Plan, the existing standards of the City Municipal Code would require an estimated 1,250 + parking spaces to meet the projected need of additional shoppers, business owners, residents, and visitors.

Parking requirements resulting from the application of the form-based code development standards and DOR incentives/public benefits program proposed in this Specific Plan will be addressed on a project-specific basis.

### 2. PARKING STRATEGIES

Fundamental to the successful revitalization of AOF is fostering a “Park Once” environment, considering the AOF Specific Plan downtown area as a place where people can walk to multiple destinations using a single parking space. The AOF Specific Plan would also reduce the parking requirements for commercial uses, including existing businesses wishing to expand, as part of the DOR incentive program.

The typical suburban pattern of isolated, single-use buildings, each surrounded by parking lots, requires two vehicular movements and a parking space to be dedicated for each visit to a shop, office, or civic institution, requiring six movements and three parking spaces for three tasks. With virtually all parking held in private hands, spaces cannot be efficiently shared between uses, and each building's private lots are therefore typically required by code to handle a worst-case parking load. This low-density suburban development generates too few pedestrians to let a downtown area reach critical mass.

Most significantly, when potential new and renovated buildings in an existing area are required to provide typical code-required parking ratios, the result may be stagnation and decline as it is often financially infeasible to build/renovate and provide the on-site parking required by traditional zoning codes.

One of the benefits of a mixed-use development is the opportunity for shared parking, which results in a reduction in the required parking supply. Shared parking occurs when complementary land uses in close proximity to each other are able to utilize the same parking spaces because they have different peak parking characteristics.

The compactness and mixed-use nature of the AOF area lends itself to enhanced pedestrian activity and an accompanying savings in daily vehicle trips and required parking spaces, for three reasons:

- a. **Park Once** - Those arriving by car follow a Park Once pattern, generating just two vehicle movements, parking only once, and completing multiple daily tasks on foot. The transformation of drivers into walkers is the immediate generator of pedestrian life: crowds of people animate public life on the streets and generate the patrons of street friendly retail businesses.
- b. **Shared Parking Among Uses with Differing Peak Times** - Spaces can be efficiently shared between uses with differing peak hours, peak days, and peak seasons of parking demand (such as office, restaurant, retail, and entertainment uses).

- c. **Shared Parking To Spread Peak Loads** - The AOF parking supply can be sized to meet average parking loads (instead of the worst-case parking ratios needed for isolated suburban buildings), since the common parking supply allows shops and offices with above-average demand to be balanced by shops and offices that have below-average demand or are temporarily vacant.

It is this "scene" created by pedestrians in appropriate numbers that provides the energy and attraction to sustain a thriving downtown main street. Critical elements of the Park Once strategy include:

- the presence of ample on-street parking,
- conveniently located public parking lots,
- the concealment of off-street parking from street view, accomplished by locating a row of restaurants, shops and other businesses along the street frontage, and locating parking at the rear of building clusters.

Reducing parking requirements and looking at the downtown as a whole parking district rather than a collection of individual buildings and parking areas is an important step to consider in transforming the Specific Plan area into a vibrant town center.

Parking will be addressed through new and reconfigured on-street parking as well as strategically located future parking lot(s), to be implemented through the DOR process (Chapter 5– Implementation).

In order to meet future parking demand, strategies such as creation of a parking district, construction of City parking lots/structures, shared private lots, secondary parking behind businesses, and combination parking structure/private development (with allowable uses) will be considered. Peak parking demands for special events to be addressed via special parking arrangements

### 3. AVENUE OF FLAGS & MEDIANS – PARKING PLAN

Figure 4 – 10, Parking Map, depicts the reconfigured parking layout along the Avenue and Median Planning Units 1 through 5; parking in Median 6 Planning Unit will remain as it currently exists. Subsequently, an analysis of existing and reconfigured public parking along median areas and projected new demand (public and private) based upon the buildout projections in Chapter 2, Table 2-2, is set forth in Table 4 – 1.

Figure 4 – 10



Table 4 – 1

**PARKING ANALYSIS - AOF & MEDIANS**

6/3/2016

MEDIAN AREAS PUBLIC	EXISTING			LOSS/GAIN (per reconfiguration)			RECONFIGURED PARKING (Existing + Loss/Gain)			NEW DEMAND	OPP SITE DEMAND Private
	parallel	diagonal	truck	parallel	diagonal	truck	parallel	diagonal	truck	Public	
Median 1	6	0	0	(6)	37	3	0	37	3	0	57
Median 2	16	23	0	(16)	57	0	0	80	0	23	157
Median 3	35	0	0	(35)	66	0	0	66	0	24	351
Median 4	28	0	0	(28)	72	0	0	72	0	20	435
Median 5	0	41	0	0	5	0	0	46	0	0	49
Sub-Total M1-5	85	64	0	(85)	237	3	0	301	3		1049
Median 6	0	31	0	0	0	0	0	31	0	0	209
<b>TOTALS M 1-6</b>	<b>85</b>	<b>95</b>	<b>0</b>	<b>(85)</b>	<b>237</b>	<b>3</b>	<b>0</b>	<b>332</b>	<b>3</b>	<b>67</b>	<b>1258</b>

SUMMARY Existing = 180 Net Gain= 155 Reconfig= 335

**4. PUBLIC PARKING LOTS AND PARKING DISTRICTS**

Public parking lots may be constructed by the City, property owner, or project developer in order to satisfy the parking requirements of a project or as part of the Development Opportunity Reserve Program or through a Parking District (Chapter 5 – Implementation, Section B – Economic Development Tools). A public parking lot may be placed on any property within the Specific Plan area as part of the development application process. Parking districts provide an alternative method to finance, acquire, develop and manage public parking facilities.

## C. OPEN SPACE FRAMEWORK

### 1. EXISTING CONDITION

There are no dedicated public parks with the Specific Plan area, which consists predominantly of older highway-oriented commercial uses, including motels and restaurants, with some newer residential and office uses.

Existing public open space includes:

- a. Medians (in general) - several wide grassy medians which separate the north- and south-bound traffic lanes of the Avenue of Flags
- b. Median 4 (in particular) - this median includes a passive park, with landscaping, meandering walkways, benches, memorial statues, and flag displays
- c. Median 5 (in particular) – consists primarily of landscape buffers and traffic turning lanes, Median 5 also includes the community Christmas Tree, which is isolated from public access by the roadways.

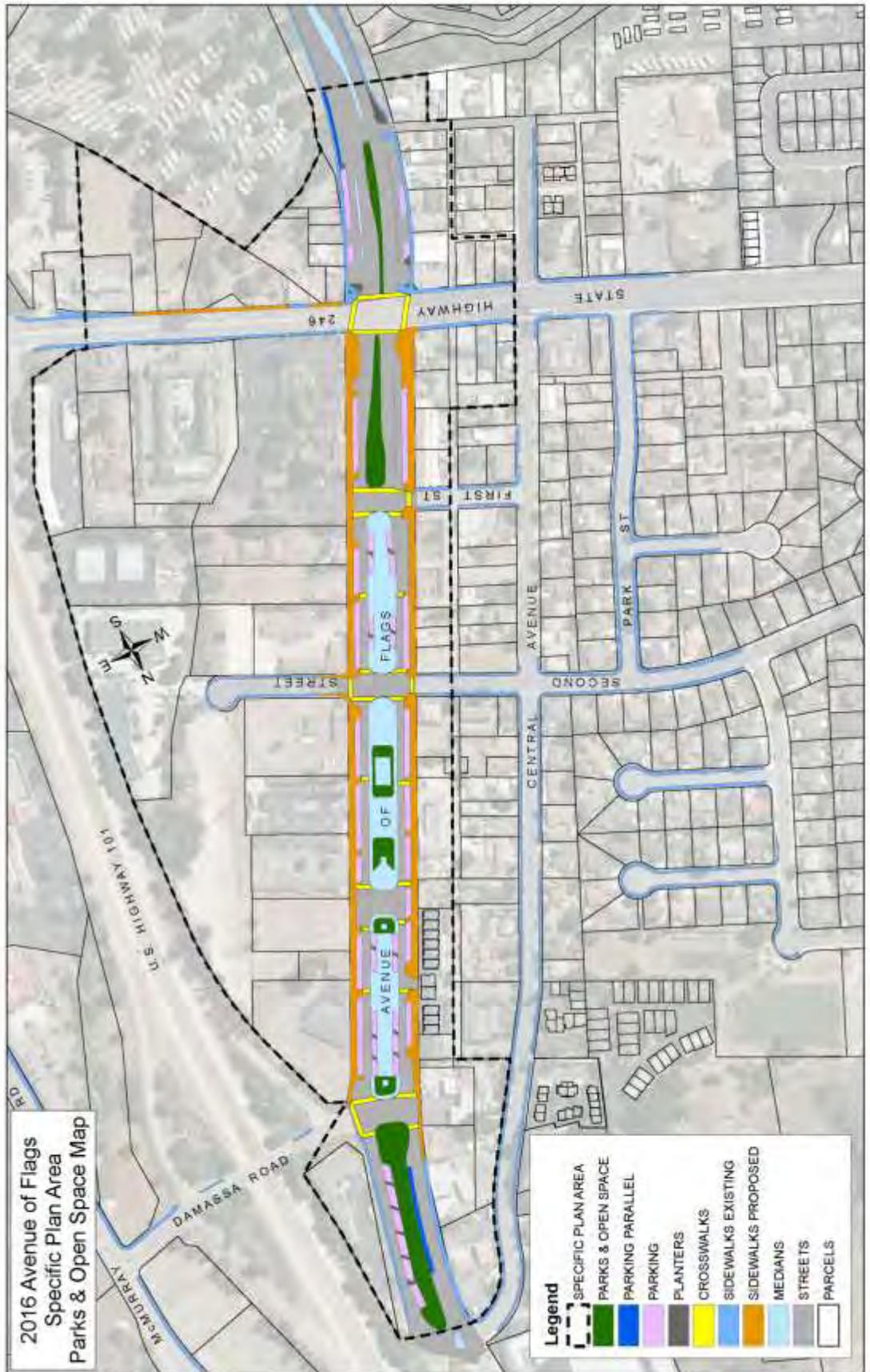
### 2. VISION AND PLAN

The Community open space vision is addressed by the rehabilitation, transformation, and modernization of existing open spaces within the Specific Plan area. Open space rehabilitation also provides the opportunity to address and include upgraded and/or demonstration storm water control features. The Open Space Map is set forth in Figure 4– 11.

Potential transformation and enhanced public open spaces include:

- a. Median 1 – Serves as the northern gateway to the community and Specific Plan area. Proposed improvements include additional parking (diagonal and parallel), enhanced landscaping, LID/stormwater/water quality features, and pedestrian pathway linking Median 1 with the downtown core to the south, Medians 2 thru 5.
- b. Median 2 – Public Events, Event Barn  
This median provides for parking and flexible exhibit space. Proposed improvements include attractive paved areas for flexible event space and diagonal parking (with option for parking area to be closed off and used for larger events, an Event Barn to house events/exhibits and provide protection from the elements, and a linear pedestrian pathway.
- c. Median 3 – Civic Building, Town Plaza, Amphitheatre, Public Park, Restrooms  
This median provides opportunities for: a multi-use park, visitor welcome center and museum, civic/library annex, community gathering space, and outdoor recreation . The Plaza, a tree-canopied open space with decorative paving, and the amphitheater would be amenable to cultural events and community gatherings.
- d. Median 4 – Art & Food Village  
This median provides flexible use areas for exhibits, galleries, and gathering spaces for residents, artisans and visitors alike. Proposed improvements include: diagonal parking, Art & Food Village building cluster / courtyard, and linear pedestrian pathway.
- e. Median 5 – Existing open space to remain; consists of landscaping and the community Holiday Tree.
- f. Median 6 - Existing open space to remain; consist of a landscaped central divider with vehicle turning bays. Serves as the southern gateway to the Specific Plan area.

**Figure 4 – 11**



## D. UTILITY REQUIREMENTS / CONSTRAINTS

### 1. WATER

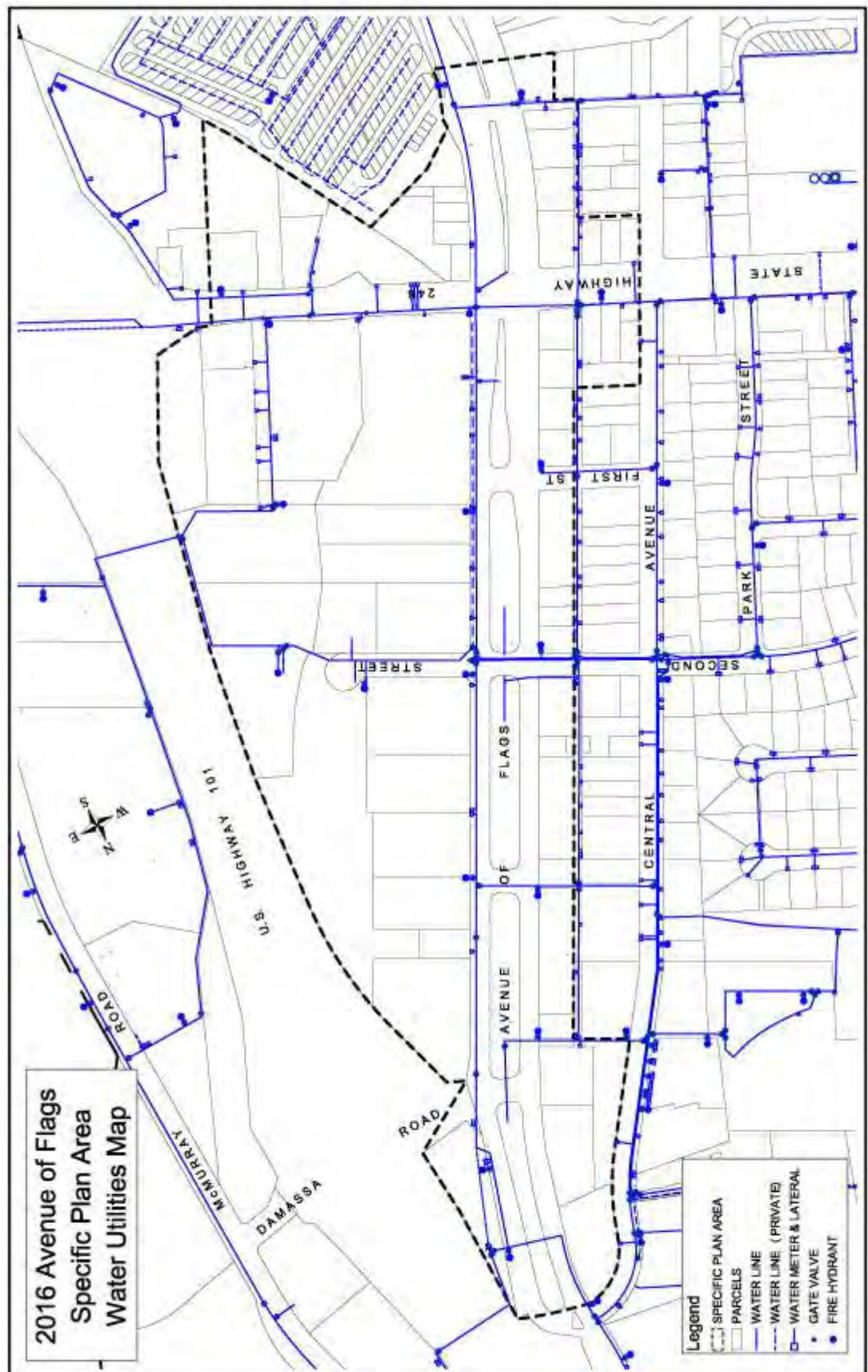
Enhanced water services are needed for the public restrooms and a few other proposed building facilities along the Avenue. There are numerous locations where water services can be tied to after the proper studies are performed. The City's water system has a low and high pressure system. The dividing line between the two systems within the Specific Plan area is Second Street. Most of the water service connections needed will come from the high pressure system.

As shown in Figure 4 - 12, existing water main lines currently lay under the eastern portion of the Avenue. Lateral connections to this mainline within the AOF right-of-way also follow the alignments of:

- Second Street;
- the break in the median between Second Street and Damassa Road; and
- midway between Damassa Road and where AOF intersects Central Avenue

Water modeling will need to be performed to verify that fire flows can be met in consideration of the water demand that would result from added development along the Avenue of Flags frontage, increased uses of the public medians, additional irrigation that may be necessary, as well as fire protection that will be required for the proposed structures along each median.

Figure 4 - 12



## 2. SEWER

As shown in Figure 4 – 13 , a sewer line runs underneath the western portion of the Avenue ultimately following the alignment of Jonata Park Road, generally north of Damassa Road. The City's overall wastewater collection system is in relatively good shape, although the Public Works Department plans to replace or rehabilitate some of the old brick manholes in the system, as needed.

The sewer system will need to be modified to include sewer connection for the public restrooms proposed. This work will install hundreds of feet of new sewer line. The connection point should come from the main line that runs along Central Avenue. The proposed sewer line will run along the southbound Avenue of Flags. Sewer modeling will be required to verify additional sewer line and service will be not be a detriment to the sewer system.

It is not anticipated at this time that any of the vendors or food markets will provide food preparation services that would need facilities for and participation in the City's Fats, Oils, and Greases (FOG) program.

Figure 4 – 13



### 3. DRAINAGE & STORMWATER

Storm drainage facilities are located on the eastern (downslope) side of the Avenue north of Damassa Road, as well as underneath the median north of Damassa Road. Stormwater regulations have become more stringent throughout the years, and the scope of work proposed to execute this Specific Plan will require extensive planning, design, and upgrading of the existing storm drain system. In addition, according to the City's General Plan Public Facilities and Services element, one location that is known to need additional drainage capacity is the intersection of Avenue of Flags and Second Street. The Stormdrain Utilities Map is set forth in Figure 4 - 14.

Much of Buellton is subject to flooding, and in the case of the Specific Plan area, the primary flood hazard comes from Zaca Creek, which runs roughly parallel to, and east of, the Avenue of Flags. The higher ground along the Avenue of Flags roadway is generally on the western side of its alignment. FEMA maps indicate that the eastern half of the roadway on south of Second Street is within the 100-year flood zone. .

Since the Specific Plan would not substantially change the roadway alignment, existing and future development along the Avenue would not be exposed to any greater flooding than would otherwise occur at this time. Future development is required to consult with the City's Flood Manager, and coordination with FEMA is strongly advised.

Proposed upgrades to the medians provide design opportunities to improve existing drainage issues. With proper landscape and pervious hardscape, the medians would provide substantial areas of pervious surfaces, which are useful in allowing drainage to directly percolate into the ground, rather than running off as high-speed overland sheetflow, ultimately to Zaca Creek.

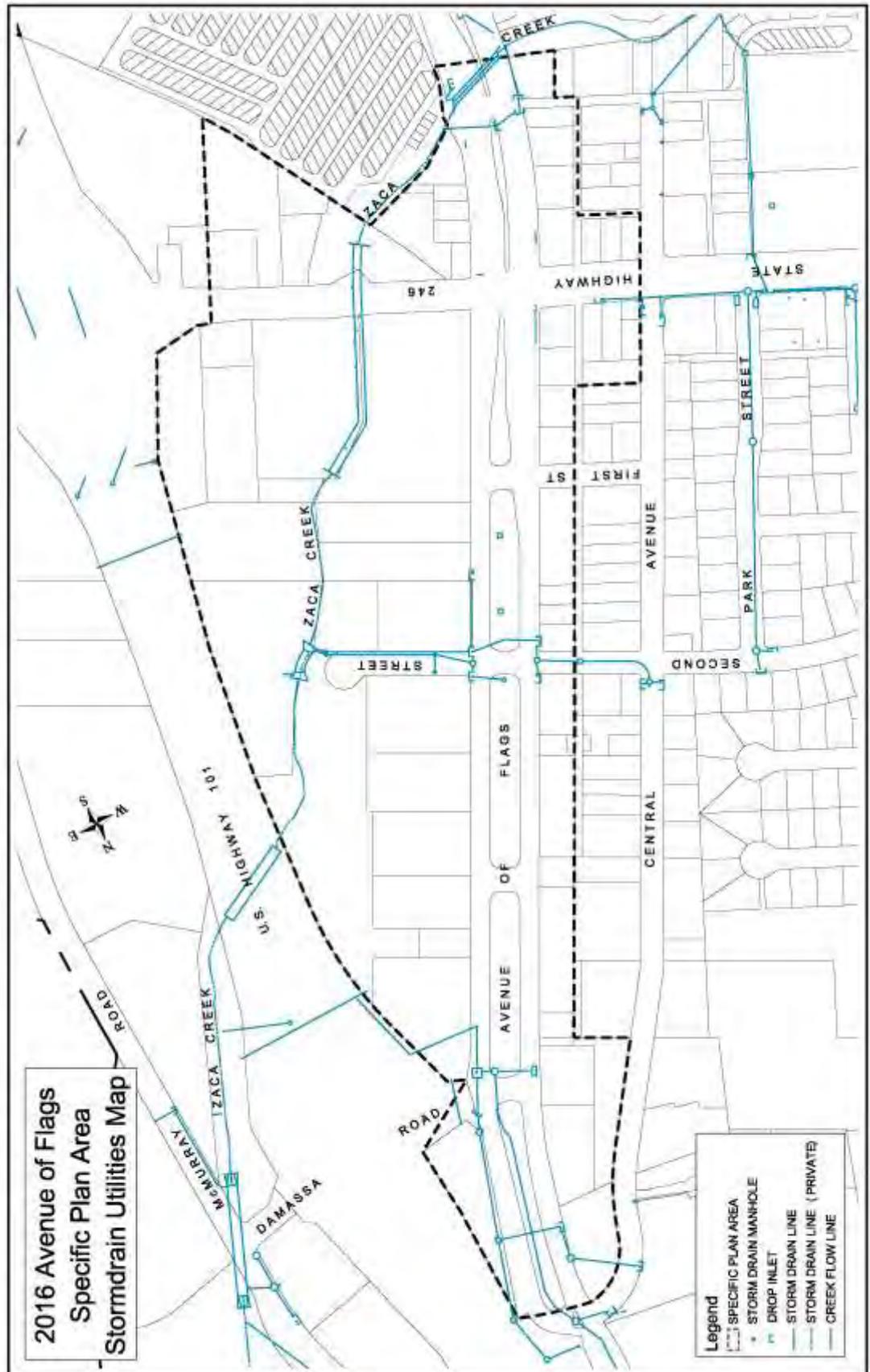
Future development along the Avenue is required to incorporate Low Impact Development (LID) principles, which encourage a variety of design solutions to minimize runoff, existing flood hazard issues would incrementally improve. Narrowing the roadways is consistent with these concepts, as would be the inclusion of parks, and integrating pervious surfaces into parking areas.

Such design principles are supported by the Regional Water Quality Control Board, which has issued a helpful fact sheet to assist project planners and designers. This fact sheet can be found at: [www.waterboards.ca.gov/centralcoast/.../CA\\_LID\\_FAQ\\_05\\_20\\_2011.pdf](http://www.waterboards.ca.gov/centralcoast/.../CA_LID_FAQ_05_20_2011.pdf).

Additional information about the application of such principles can be found at the following website: <http://www.epa.gov/owow/NPS/lid/#guide>.

These principles shall be integrated into the Specific Plan, There is substantial opportunity not only to reduce the area's contribution to regional flood hazard issues, but to improve water quality by minimizing runoff from future developments.

Figure 4 - 14



#### **4. POWER**

Electrical services exist along the Avenue of Flags currently. PG&E owns and maintains a majority of the street lighting located in the medians on Avenue of Flags, and this existing power service will be utilized for new lighting and building power as needed for the proposed development.

Median 5 does contain City owned and maintained street lights that are currently not proposed to be modified.

Frontage improvements will require power as well where currently none exists. Electrical engineering will be utilized in the development process and close coordination with PG&E will be vital to a successful lighting and power plan for the Specific Plan Area.

The City does have design standards for the light fixtures it has utilized elsewhere in the City to create a focal point for the downtown core area of Buellton. The lights will be aesthetically pleasing and will provide the lighting necessary for a safe and active downtown area.

#### **5. OTHER**

Gas, Telecommunications, Cable, and other fiber optic utilities are not publicly provided and will be addressed on a case by case basis. Development along the frontages would be required to fund and provide for services of certain amenities to their properties. The City of Buellton will coordinate with the proper service providers as necessary to get the proper utilities to the proposed facilities. This may include internet services for the many options for the civic center, virtual library, museum, etc.

It is not expected that any of the vendors or facilities in the Specific Plan area would require cooking or other gas related functions.

## E. INFRASTRUCTURE - PHASING & COST ESTIMATE

### 1. PHASE 1

- a. Traffic Calming & Safety – Reduce speed limit; install four way stops including signage and pavement markings
- b. Initiate Caltrans discussions and planning process regarding roundabout at Highway 101 southbound off-ramp onto Avenue of Flags (plan creation and implementation of approved plans to be pursued in future phase of Specific Plan)
- c. Identify funding mechanisms for safety measures, infrastructure and civic improvements
- d. Design Improvements -
  - Medians 3 and 4 – Complete project permitting, plans and specifications for improvements along frontage, within median and roadway
  - Medians 1, 2 and 5 – Complete project permitting, plans and specifications for improvements along frontage, within median and roadway
  - Identify funding sources and apply for/obtain grant(s)
  - Secure assistance from Valley Gardeners for layout and CCC for installation as deemed appropriate through funding mechanisms

### 2. PHASE 2

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

### 3. PHASE 3

- a. Median 1 –
  - Programming (involve user groups, property owners/tenants)
  - Acquire funding (City and private investment)

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

#### **4. FUTURE & POSSIBLE CONCURRENT PHASES**

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

#### **5. COST ESTIMATES – BY PHASE**

A summary of cost estimates for the public improvements required by phase to implement the Specific Plan are set forth in the following Table 4 – 2.

#### **6. CONSTRUCTION**

Construction is sometimes a long and tedious process. There may be extended periods of work necessary to construct the phases of this proposed Specific Plan. The City of Buellton will make every effort possible to work closely with the community, and to minimize impacts (to the extent feasible) upon traffic, parking, residents, businesses, and developers. However, it must be recognized that some disruption to existing conditions will occur. In return, the City and its residents will benefit from a long lasting, fiscally responsible and aesthetically pleasing downtown core, which will have a positive impact on the social and economic status of the City. The cooperation, patience and understanding of the City residents and businesses will be very important to achieve a successful revitalization of the Avenue of Flags.

Table 4 - 2

**INFRASTRUCTURE COST ESTIMATE SUMMARY  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN  
ESTIMATED JUNE 2016**

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

# CHAPTER 5: IMPLEMENTATION



# CHAPTER 5. IMPLEMENTATION

## MARKETING, FINANCING, INCENTIVES & FISCAL IMPACTS

### A. INTRODUCTION & PURPOSE

This chapter addresses the actions recommended to implement the Avenue of Flags Specific Plan to be carried out with coordinated effort between the public and private sectors in order to accomplish Specific Plan goals and objectives as stated in Chapter 1. The City's previously prepared analysis of market and economic conditions (summarized in Chapter 1) was used as a foundation from which this customized implementation strategy was developed. The contents of this chapter include:

1. **Marketing and outreach** – a plan to actively engage the private sector
2. **Financing, funding, and incentives strategy** – a summary of available funding sources, financing mechanisms, and other economic development tools to facilitate development on a project-specific and area-wide basis
3. **Fiscal impacts and economic benefits** – a high-level analysis of potential fiscal and economic impacts from successful implementation of the Specific Plan

### B. MARKETING AND OUTREACH

#### 1. KEY STEPS FOR IMPLEMENTATION

- a. Based on evaluated opportunity sites and compatible retailer voids, the City should continue outreach to targeted retailers and developers:
  - Refine and distribute marketing collateral material to promote Opportunity Sites
  - Refine targeted list of retailers for outreach
  - Continued outreach to targeted retailers and developers (incl. email outreach, conference calls, meetings/site tours, conference participation at ICSC and other events)
- b. Buellton should leverage community strengths to attract quality retail tenants to identified Opportunity Sites within City to capture spending in current void categories, including casual restaurants, household furnishings, home improvement, clothing/apparel, discount department stores, dollar stores, and others
- c. "The Avenue" should be branded and marketed in concert with Visitors Bureau/Chamber of Commerce efforts
- d. Activities should include case-by-case preliminary analysis of fiscal impacts and economic benefits (e.g. fiscal revenue and job creation) and market and financial feasibility of key potential projects
- e. Projects require cooperation from both the public and private sectors in order to achieve market and financial feasibility (e.g. supply and demand, tenant/user interest, investor appetite, acceptable developer risk-adjusted return on investment)
- f. Legitimate financial feasibility gaps must be filled by decreased project costs (e.g. infrastructure, fees) and/or increased operating revenues

- g. Economic development projects without redevelopment agencies (RDAs) are more challenging but achievable, but the City should continue to evaluate post-Redevelopment funding sources, financing mechanism, incentives, and other economic development tools on a transactional basis (e.g. site-specific tax revenue pledges) and take advantage of initial opportunities for application of zoning tools (e.g. AOF Specific Plan and Development Opportunity Reserve), existing real estate assets (e.g. AOF medians), and creation of special districts (e.g. parking districts, enhanced infrastructure financing districts)

Exhibit 5-1: Sample Opportunity Site Marketing Collateral

**City of Buellton**  
**Development/Redevelopment Opportunities**  
Avenue of Flags at Hwy 101 and State Route 246

~55 Acres – Various Underutilized Opportunity Sites with Separate Private Ownerships

**FEATURES:**

- Central location with multiple on/off-ramp access points from Hwy 101 and SR 246 (Ave of Flags, Damassa Rd, SR 246)
- Proposed mixed use retail/commercial and residential Specific Plan with Development Opportunity Reserve (DOR)
- Strong household incomes
- Traffic counts (2012): 40,833 AADT Hwy 101 & Hwy 246

**DEMOGRAPHICS (2012):**

2014	City	10 Miles	20 Miles	30 Miles
Population	4,946	21,640	79,896	340,226
Households	1,798	8,320	27,335	109,906
Avg. HH Inc.	\$93,605	\$113,163	\$82,812	\$81,664

**CONTACT US FOR A TRADE SHOW TOUR:**

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Buellton Visitors Bureau  
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**City of Buellton**  
**Retail Development Opportunity**  
NWC McMurray Road & Damassa Road

~5.59 Acres Owned by Rancho Jonsta Living Trust

**FEATURES:**

- Adjacent to Highway 101 with on-ramp and off-ramp access
- Excellent freeway visibility
- Commercial zoning
- Traffic counts (2012): 28,600 AADT Hwy 101 & Damassa Rd

**DEMOGRAPHICS (2012):**

2014	City	10 Miles	20 Miles	30 Miles
Population	4,967	21,124	78,405	355,079
Households	1,784	8,109	26,889	109,094
Avg. HH Inc.	\$78,240	\$98,107	\$72,258	\$73,793

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Table 5-1: Annual International Council of Shopping Centers (ICSC) Events

Event	Typical Schedule	Location in 2016/2017
Southern California Idea Exchange	January / February	Los Angeles, CA
Monterey Idea Exchange	March	Monterey, CA
RECon Real Estate Convention	May	Las Vegas, NV
Western Division Conference	August / September	San Diego, CA

Source: ICSC (2016)

## 2. COMMUNITY ENGAGEMENT & PROGRAMMING

The ongoing scheduling, coordination, and implementation of special events on the Avenue are key components in the effort to revitalize the area as the City's Downtown. Such events enhance the image of the Avenue as the center of activity in the community. In order to provide creative, diverse, and high quality events and programs throughout the year on the Avenue, the City will leverage existing resources in the Visitor's Bureau and Chamber of Commerce with direction from the City Council and Economic Development Task Force. The Specific Plan reflects significant community engagement and feedback via multiple, Public Workshops, City Council meetings, and Planning Commission hearings. The Bureau / Chamber should continue to solicit resident, merchant, and property owner input via its membership meetings and newsletters.

The Bureau / Chamber of Commerce can coordinate with Parks and Recreation to develop a list of events, such as farmers markets, food and music festivals, and other events to attract local and nearby residents to the Avenue throughout the year, showcasing Buellton's culinary, artistic, recreational, and other cultural amenities. These events will increase exposure to the existing businesses on the Avenue, benefitting residents, business owners, and property owners by broadening the potential consumer base. Events can include participation by and coordination with other groups and local service organizations, such as the Buellton Rotary Club. New events will complement existing successful events, such as the Buellton Wine and Chili Festival and Buellton Brew Fest, by coordinating new promotional programs around the existing schedule of events.

A single master calendar can be kept to coordinate and integrate various monthly events with the existing Visitors Bureau / Chamber of Commerce Community Events Calendar. A central location for business owners and residents to access event information is important in order to eliminate potential date conflicts and to help ensure successful events with maximum participation. In addition to the Community Events Calendar, the Chamber of Commerce newsletter should be utilized to include updates on Avenue events and programs.

An updated business directory should additionally be maintained on the Chamber website as new businesses are introduced and incorporated on the Avenue.

## C. FINANCING, FUNDING, AND INCENTIVES STRATEGY

### 1. OVERVIEW OF ECONOMIC DEVELOPMENT 2.0

- a. Today, economic development for cities in California is about sustainability, infrastructure, energy/resource efficiency, greenhouse gas (GHG) reduction, and place-making
- b. The key issues are greenhouse gas (GHG) emissions, drought, climate change, insufficient regional transportation, and aging infrastructure (e.g. water, sewer, electric)
- c. New infrastructure is needed to accommodate the shift to mixed-use, multifamily housing and transit-oriented development (TOD)

Figure 5 - 1: Basic Tools for Public/Private Projects in California Cities



## **2. SUMMARY OF POTENTIAL FUNDING SOURCES, FINANCING MECHANISMS, INCENTIVES AND OTHER ECONOMIC TOOLS FOR THE AVENUE OF FLAGS**

### **a. Real Estate and Property – City-Owned Medians**

- Community events on the medians stimulate indirect economic activity and corresponding fiscal impacts (e.g. sales tax, TOT) for existing nearby businesses
- The City should offer space on the medians for private entity uses (e.g. business kiosks) to provide opportunity for direct lease revenue to the City
- Parking on and along the medians should be made available for use by adjacent private businesses in order to stimulate economic activity in those businesses, while also offering potential for greater land use intensity (e.g. density) for new private development on nearby parcels
- Available parking can be offered to local businesses via a parking district in order to generate revenue for the City
- Available parking can also be offered for use by new private development in exchange for fulfillment of community objectives (e.g. contribution towards median improvements, construction of public restrooms) by the developer via the Development Opportunity Reserve (DOR) program (described below and in following subsections)

### **b. Land Use and Zoning – Specific Plan & Development Opportunity Reserve (DOR)**

- AOF Specific Plan will streamline the entitlement and environmental analysis process for future private development
- The DOR program created by this Specific Plan should be applied on project-specific basis to incentivize new development in financially significant ways (e.g. density bonus, parking reduction) in exchange for support of community objectives (e.g. median/parking improvements, public restrooms)

### **c. Special Districts – Parking District, Community Facilities District (CFD), Enhanced Infrastructure Financing District (EIFD)**

- A parking district and parking authority can be established to manage/improve public parking on and along the medians and generate revenue for the City
- A CFD and/or EIFD can additionally be established to leverage increased property tax from new development for necessary infrastructure improvements and/or maintenance/services

### **d. Tax and Revenue-Based Financing – Site Specific Tax Revenue (SSTR) Pledge / Reimbursement**

- SSTR should be evaluated and considered on a project-specific basis to resolve financial feasibility gaps for projects on the avenue, such as for sales tax producing development

### **e. P3 Infrastructure Delivery**

- Private sector developments partners should be utilized for delivery of new public buildings and/or open space improvements on the medians and/or elsewhere along the Avenue

### **f. Grants/State/Federal Programs – SBA/EDA/CDBG**

- SBA programs should be promoted for existing and new businesses along the Avenue for initiation or expansion of operations

- The City can pursue EDA Public Works and Economic Adjustment grant funding and/or an increased CDBG allotment for public infrastructure improvements

*The following subsections present a more detailed summary of each of the economic development tools highlighted above.*

Table 5-2: Illustrative Sources and Uses Evaluation

Potential Sources	Potential Uses
<ul style="list-style-type: none"> <li>• Developer impact fees (traffic improvement fee, park fee)</li> <li>• Developer contributions via DOR program in exchange for development incentives</li> <li>• Parking district revenues from participating businesses</li> <li>• Lease revenues from private business operators on the median</li> <li>• CFD taxes and/or EIFD property tax increment</li> <li>• Grant sources (e.g. EDA, CDBG)</li> <li>• General fund via SSTR (e.g. sales tax) generated by new development</li> </ul>	<ul style="list-style-type: none"> <li>• Median grading, clearing, grubbing</li> <li>• Streets, lighting, signage improvements</li> <li>• Crosswalks, curb, sidewalk improvements</li> <li>• Median and/or off-site public parking</li> <li>• Water, sewer, other utility improvements</li> <li>• Landscaping, benches, bike racks</li> <li>• Junction, restroom buildings, kiosks, amphitheater</li> <li>• Water features, event barn</li> <li>• Infrastructure maintenance</li> </ul>
<ul style="list-style-type: none"> <li>• DOR</li> <li>• SSTR</li> <li>• CDBG</li> </ul>	<ul style="list-style-type: none"> <li>• Resolution of financial feasibility gaps for development on a project-specific basis</li> </ul>
<ul style="list-style-type: none"> <li>• SBA loans</li> </ul>	<ul style="list-style-type: none"> <li>• Initiation of new business, expansion of existing businesses on the Avenue</li> </ul>

### 3. REAL ESTATE AND PROPERTY AS AN ECONOMIC DEVELOPMENT TOOL

- a. Local government-owned real estate types can include:
  - Former redevelopment agency (RDA) properties
  - Real estate with a public use (civic centers, fire stations, recreation)
  - Surplus property (city, school district, utility, other)
  - Rights of way/streets/alleys
  - Parking lots/structures
- b. Land lends value to economic development projects and can increase market/reuse value
- c. Public agency land is often under-utilized, offering potential to increase value & fiscal revenues (e.g. property tax, sales tax)
- d. Added “value” and/or lease revenue can be borrowed against (leverage), and new funds from leverage can be used for economic development projects
- e. For the **Avenue of Flags**, the medians owned by the City present opportunity for activation of economic activity:
  - Community events on the medians stimulate indirect economic activity and corresponding fiscal impacts (e.g. sales tax, TOT) for existing nearby businesses
  - The City should offer space on the medians for private entity uses (e.g. business kiosks) to provide opportunity for direct lease revenue to the City
  - Parking on and along the medians should be made available for use by adjacent private businesses in order to stimulate economic activity in those businesses, while also offering potential for greater land use intensity (e.g. density) for new private development on nearby parcels
  - Available parking can be offered to local businesses via a parking district in order to generate revenue for the City
  - Available parking can also be offered for use by new private development in exchange for fulfillment of community objectives (e.g. contribution towards median improvements, construction of public restrooms) by the developer via the Development Opportunity Reserve (DOR) program (described below and in following subsections)

#### 4. LAND USE AND ZONING AS AN ECONOMIC DEVELOPMENT TOOL AND DEVELOPMENT OPPORTUNITY RESERVE (DOR)

- a. Land use and zoning can be used to incentivize economic development in various ways:
  - Expedited processing of entitlements and permits is attractive for the private sector, where time is money
  - Development agreements (DAs) can be used to lock in benefits for the public and private sectors (e.g. infrastructure, public amenities)
  - Post-construction operating covenants are valuable for financing improvements made by a developer and/or a tenant
  - Specific plans can incorporate economic development priorities and convert them to zoning policy objectives, while streamlining the entitlement and environmental analysis process for future private development
- b. The **Development Opportunity Reserve (DOR)** program is a specialized land use tool created by and to be utilized in concert with this Specific Plan to assign density, parking requirement reductions or other incentives for preferred uses (e.g. mixed use, retail), where the objective is to reward a developer/investor for project implementation, as opposed to a passive land owner (a land owner may of course act as the developer)
  - A successful example of DOR implementation was the Burbank Media District Specific Plan, which created the Burbank Media Overlay District Zone (1991-present), which allows more density through the conditional use permit (CUP) process for projects that meet community goals (e.g. infrastructure)
  - A problem is that up-zoning used to stimulate economic development often results in a windfall to existing landowners as opposed to targeted end users or uses
  - The “bright idea” for DOR is to combine Specific Plans with an economic development “kicker”, so that zoning/density should advance community desires in alignment with the Specific Plan
  - “Added” density, parking reductions, and other incentives are placed into a “reserve account,” not automatically distributed per parcel
  - Incentives are instead allotted to new projects that support or provide pre-set community objectives and benefits, such that the economic value of DOR incentives transfer to desired projects vs. existing owners
- c. For the **Avenue of Flags**, the City has determined priority community benefits/objectives and potential incentives that are most appropriate/in alignment with AOF Specific Plan Objectives, as delineated in Table 5-3
- d. The DOR program created by this Specific Plan should be considered and applied on a project-specific basis, with incentives allotted to proposed projects aligned to specific types of desired development, and tailored to achieve market and financial feasibility (see Table 5-4)

Table 5-3: Buellton AOF Specific Plan – DOR Program Community Benefits and Incentives

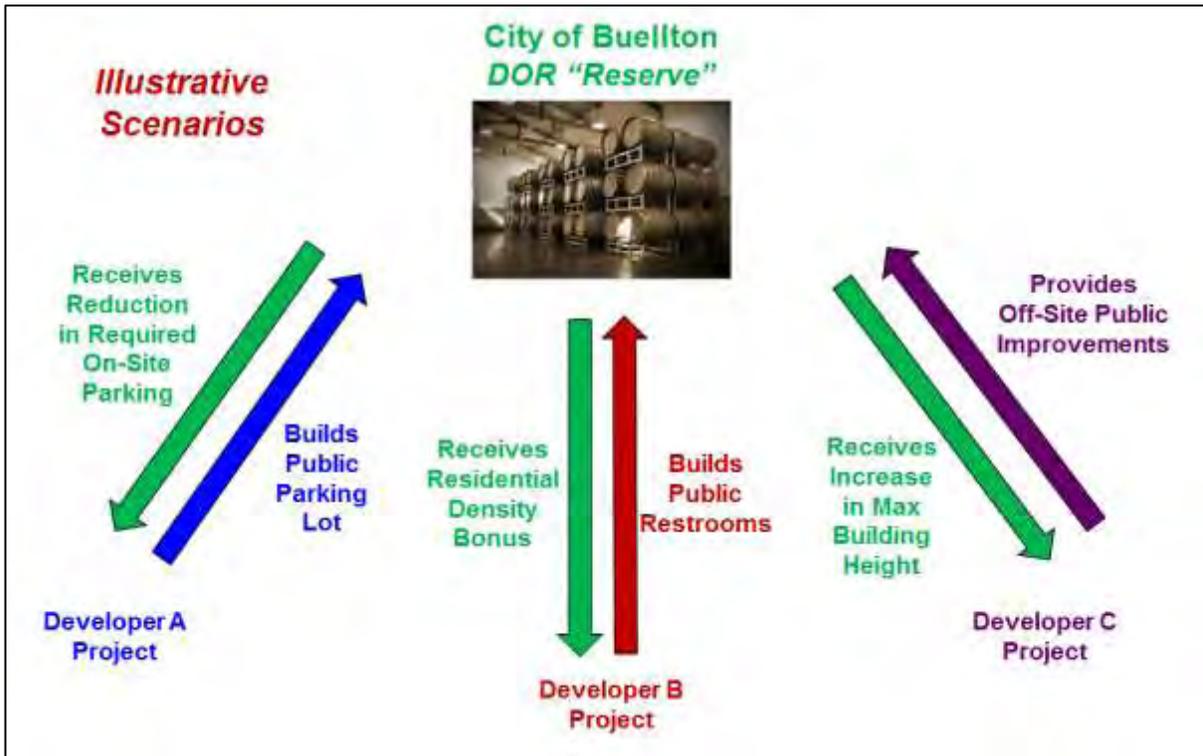
Priority Community Benefits/Objectives	Potential Incentives
<ul style="list-style-type: none"> <li>• Funding / construction of restrooms</li> <li>• Funding / construction of off-site public parking lot</li> <li>• Payment into, or creation of, a parking district</li> <li>• Funding / construction of off-site public improvements (curb, gutter, sidewalk, street widening)</li> <li>• Payment of an off-site trail fee</li> <li>• Payment of off-site water/wastewater fees</li> <li>• Funding / installation of public art</li> <li>• Payment of a library fee</li> <li>• Adding additional green building features</li> </ul>	<ul style="list-style-type: none"> <li>• Increase building heights up to 50 feet</li> <li>• Reduce on-site parking requirements</li> <li>• Increase mixed-use residential density up to 25-40 units per acre</li> <li>• Reduced rear yard setbacks</li> <li>• Allow land uses not allowed in the CR zone, such as 100% industrial</li> <li>• Reduced application fees</li> <li>• Reduced traffic fees of off-site public improvements are provided</li> </ul>

Source: City of Buellton City Council Staff Report, October 23, 2014 (Updated 2016)

Table 5-4: Types of Incentives for Different Types of Development

Type of Incentive	Commercial Development	Mixed-Use Development
<b>Increase potential operating revenues (i.e. rental income)</b>	<ul style="list-style-type: none"> <li>• Reduce on-site parking requirements</li> <li>• Reduced rear yard setbacks</li> <li>• Allow land uses not allowed in the CR zone, such as 100% industrial</li> </ul>	<ul style="list-style-type: none"> <li>• Increase building heights up to 50 feet</li> <li>• Increase mixed-use residential density from up to 25-40 DU/AC</li> <li>• Reduce on-site parking requirements</li> <li>• Reduced rear yard setbacks</li> <li>• Allow land uses not allowed in the CR zone, such as 100% industrial</li> </ul>
<b>Decrease project costs</b>	<ul style="list-style-type: none"> <li>• Reduced application fees</li> <li>• Reduced traffic fees of off-site public improvements are provided</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced application fees</li> <li>• Reduced traffic fees of off-site public improvements are provided</li> </ul>

Exhibit 5-2: Illustrative DOR Scenarios



## 5. SPECIAL DISTRICTS AS AN ECONOMIC DEVELOPMENT TOOL

- a. California Law allows creation of various specialized districts that apply economic development programs on an area-wide scale vs. site-specific level
- b. Districts may use taxes, assessments, exactions, and other funding sources for projects in the district
- c. Popular types of districts include:
  - Parking District/Parking Authority
  - Business Improvement District (BID)
  - Property-Based Business Improvement District (PBID)
  - Community Facilities District (CFD)
  - Tourism Improvement District (TID)
  - Enhanced Infrastructure Financing District (EIFD)
- d. **Parking District/Parking Authority**
  - Commission-led local government entity (law enacted in 1949)
  - Manages parking operations and revenue citywide
  - May be used to acquire property and fund new parking facilities
  - Landlord for parking leases and concession agreements
  - See Appendix B for more detailed discussion on Parking Districts
- e. **Business Improvement District (BID)**
  - Surcharge on business license taxes
  - Fund business marketing, promotions/events, parking improvements
  - Benefit assessment fee independent of business license taxes
- f. **Property-Based Business Improvement District (PBID)**
  - Additional assessment on property tax bill
  - Setup for 5 years at a time (renewable in 10 year increments)
  - Fund clean and safe programs, capital improvements, management
  - 100 plus PBIDs created around the State
  - Requires 50.1% weighted owner ballot approval
  - Can assess vacant land, buildings, government properties, public utility properties, churches, non-profits, but not residentially zoned properties
- g. **Community Facilities District (CFD)/Mello-Roos**
  - Additional special tax on property tax bill
  - Can fund certain enumerated services (e.g. police, fire, recreation, maintenance) and construction of infrastructure (CFD bonds)
  - Formation and bond issuance require 2/3 voter approval (landowners)
- h. **Tourism Improvement Districts (TID)**
  - Funds raised through an assessment on lodging stays
  - Provides services directly benefitting businesses within district, such as marketing and promotion of events
  - Over 50 local tourism improvement districts in California
  - Buellton is currently a part of the Santa Ynez Valley Tourism Business Improvement District

i. **Enhanced Infrastructure Financing Districts (EIFD)**

- Tax increment financing mechanism that can leverage property tax increment from participating taxing entities (e.g. cities, counties, special districts, but no schools)
- Can finance construction of regional infrastructure, affordable housing, transit priority projects, projects that implement a Sustainable Communities Strategy, and other projects of communitywide significance
- Governed by a Public Financing Authority (PFA) composed of participating governments and members of the public
- Issuance of CFD bonds requires 55% voter approval (landowners or registered voters, depending on number of parcels)
- Can utilize property tax increment in tandem with a variety of other funding sources, such as property tax in lieu of vehicle license fees (VLF), property tax distributions from the Redevelopment Property Tax Trust Fund (RPTTF), and CFD assessment revenues

j. For the **Avenue of Flags**, potential opportunities for the application of special districts include:

- A parking district and parking authority can be established to manage/improve public parking on and along the medians and generate revenue for the City
- A CFD and/or EIFD can additionally be established to leverage increased property tax from new development for necessary infrastructure improvements and/or maintenance/services

## 6. TAX AND REVENUE-BASED FINANCING AS AN ECONOMIC DEVELOPMENT TOOL

### a. **Site Specific Tax Revenue Pledge (SSTR)**

- New tax revenues (e.g. sales tax, hotel/TOT) generated by a specific project can be re-invested by a city to reduce a financial feasibility gap
- Revenue amounts are calculated and contributed each year based on actual increment of public revenues produced that year by the project
- Recent examples include a TOT (hotel tax) pledge for a hotel project in Redondo Beach and a sales tax pledge for retail mall in Victorville

### b. **Lease-leaseback financing**

- Lease/sublease of asset between two public agencies enables lease payments to be leveraged (borrowed)
- Example: Existing building facility, lease payments can start immediately without the need to fund capitalized interest

### c. **Lease revenue bonds**

- Public agency income stream (e.g. utility, parking) can be arranged in a long-term lease obligation and leveraged
- Example: Lease of a city utility to a Utility Authority, where lease payments fund the bond payments for public infrastructure improvements to support a major retail center in South Gate

- d. For the **Avenue of Flags**, opportunities to leverage tax and revenue-based financing include utilization of SSTR to resolve financial feasibility gaps on a project-specific basis along the avenue, such as for sales tax producing development

## 7. PUBLIC-PRIVATE PARTNERSHIP (P<sub>3</sub>) INFRASTRUCTURE PROJECT DELIVERY AS AN ECONOMIC DEVELOPMENT TOOL

- a. An infrastructure P<sub>3</sub> is a contractual agreement between a public agency and a private sector entity to deliver a facility for the use of the general public
  - P<sub>3</sub>s offer government agencies an alternative mechanism for financing vital infrastructure projects
  - AB 164 – Authorizes local government agencies to use P<sub>3</sub>s to design, finance, and maintain fee-producing infrastructure facilities
  
- b. Most infrastructure P<sub>3</sub>s are state/federal/regional projects:
  - Transportation: roads, bridges, tunnels, rail
  - Defense: military housing, utilities, reuse of military bases
  - Health: hospitals, schools, prisons
  - Water: collection, desalinization and distribution
  - Social: civic houses, court houses
  
- c. Local P<sub>3</sub> projects can assist with local-serving infrastructure, such as:
  - Water/wastewater projects
  - Parks
  - Municipal buildings (e.g. fire station)
  
- d. Benefits of P<sub>3</sub>s include:
  - Shortened procurement cycle
  - “Free up” public funds for other purposes
  - Transfer project risks to private partner
  - Quicker access to financing for projects
  - Minimize general fund debt, keep off of city financial statements
  
- e. Recent California local government examples
  - Oxnard Fire Station
  - Long Beach Courthouse
  - City of Rialto Utility Authority Water and Wastewater Concession Agreement
  - City of Long Beach Civic Center (City Hall, Library, Headquarters for Harbor Commission)
  
- f. For the **Avenue of Flags**, potential opportunities for utilization of P<sub>3</sub> infrastructure delivery include new public buildings and/or open space improvements on the medians and/or elsewhere along the Avenue

## 8. GRANTS/STATE/FEDERAL PROGRAMS AS AN ECONOMIC DEVELOPMENT TOOL

- a. **Greenhouse Gas Reduction Fund (GGRF) Affordable Housing and Sustainable Communities (AHSC) Program (“Cap and Trade” Funds)**
  - Administered by the Strategic Growth Council (SGC) and implemented by the Department of Housing and Community Development (HCD)
  - Grants and/or loans for land-use, housing, transportation, and land preservation projects to support infill and compact development that reduces GHG emissions and benefit Disadvantaged Communities
  - Funding provided by GGRF (an account which receives cap-and-trade funds)
- b. **Small Business Administration (SBA) loans**
  - SBA can help facilitate loans for small business owners
  - While they do not make direct loans to businesses, they set guidelines for loans that are made by SBA partners (third party lenders, community development organizations, micro-lending institutions)
  - SBA provides several ways to obtain financing for small businesses including debt financing, surety bonds, and equity financing
  - Advantages: low down payments, long payment terms, reasonable interest rates, suitable for wide range of business purposes
  - Disadvantages: long approval times, lengthy paperwork
- c. **U.S. Economic Development Administration (EDA) Grants**
  - EDA provides Public Works and Economic Adjustment Assistance and other grants to state and local governments, special districts, public and private non-profits, Indian tribes, and universities to support the development and implementation of economic development strategies for economically distressed communities
  - Goal is to encourage private capital investment in the nation’s most economically distressed regions, thereby creating and retaining higher-wage jobs
- d. **New Market Tax Credits (NMTCs)**
  - NMTCs are designed to increase the flow of capital to businesses and low income communities by providing a modest tax incentive to private investors who invest in businesses or economic development projects located in the most distressed communities in the nation
- e. **CA Infrastructure Bank (I-Bank) loans**
  - Infrastructure State Revolving Fund (ISRF) Loan Program provides financing to public agencies (cities/counties/special districts/JPAs) and non-profits for a wide variety of infrastructure and economic development projects
  - Funding available from \$50,000 to \$25,000,000, with loan terms of up to 30 years
- f. **EB-5 Immigrant Investment**

- Created in 1990 to stimulate US economy through job creation and capital investment by foreign investors
- EB-5 investors must invest in a new commercial enterprise and meet certain job creation and capital investment requirements in order to obtain a green card
- Typically focused in Troubled Employment Areas (TEAs)

g. **Community Development Block Grants (CDBG)**

- Provides communities with resources to address a wide variety of unique community development needs, including public infrastructure and public facility projects
- Department of Housing and Urban Development (HUD) determines the amount of each grant by using a formula comprised of several measures including: community need, poverty, population, housing overcrowding, age of housing, and population growth lag
- Buellton currently receives CDBG funding via the Santa Barbara County Urban County Partnership program, currently being utilized for Buellton Library improvements

h. For the **Avenue of Flags**, opportunities for application of grants/state/federal programs include:

- Promotion of SBA programs for existing and new businesses along the Avenue for initiation or expansion of operators
- Pursuit of EDA Public Works and Economic Adjustment grant funding and/or and increased CDBG allotment for public infrastructure improvements

## D. FISCAL IMPACTS AND ECONOMIC BENEFITS

A preliminary high-level analysis of potential fiscal revenue impacts and economic benefits illustrates the potential “return” on the City’s investment in the Avenue.

### 1. PROPERTY TAX AND SALES TAX

Based on Specific Plan estimates for potential new commercial and residential improvements on the Avenue, potential property tax and sales tax revenues may be in the range of \$1.0 million on an annual basis and approximately \$47.0 million on a 30-year nominal basis upon build-out and stabilization.

*Table 5-5: Potential Property Tax Revenue Impacts*

<b>Potential New Commercial SF</b>	297,000
<b>Approximate Assessed Value PSF</b>	\$200
<b>Potential New Commercial A/V</b>	\$59,400,000
<b>Potential New Residential Units</b>	134
<b>Approximate A/V Per Unit (Multifamily)</b>	\$125,000
<b>Potential New Commercial A/V</b>	\$16,750,000
<b>Total Potential New Assessed Value</b>	\$76,150,000
<b>Total Property Tax Levy</b>	1.00%
<b>Total Property Tax</b>	\$761,500
<b>Avg. Distribution to City (%)</b>	14.84%
<b>Distribution to City (\$)</b>	<b>\$113,007</b>
<b>Annual Escalation</b>	2.00%
<b>Discount Rate</b>	6.0%
<b>30-Yr Nominal Value</b>	<b>\$4,584,461</b>
<b>30-Yr Present Value</b>	<b>\$1,934,175</b>

*Note: Upon build-out and stabilization. 2016 dollars.*

Table 5-6: Potential Sales Tax Revenue Impacts

<b>Potential New Commercial SF</b>	297,000
<b>Estimated Taxable Sales PSF</b>	\$300
<b>Total Taxable Sales</b>	\$89,100,000
<b>City Distribution</b>	1.00%
<b>Annual Total</b>	<b>\$891,000</b>
<b>Annual Escalation</b>	3.00%
<b>Discount Rate</b>	6.0%
<b>30-Yr Nominal Value</b>	<b>\$42,389,695</b>
<b>30-Yr Present Value</b>	<b>\$17,148,454</b>

Note: Upon build-out and stabilization. 2016 dollars.

## 2. EMPLOYMENT

Based on conservative estimates for employment density of two employees per 1,000 square feet of new commercial space (500 SF per employee), new commercial development can support approximately 594 new full-time equivalent (FTE) jobs on the Avenue.

Table 5-7: Potential Employment Benefits

<b>Potential New Commercial SF</b>	297,000
<b>Estimated SF Per Employee (FTE)</b>	500 SF
<b>Estimated # Employee (FTE)</b>	<b>594</b>

Note: Upon build-out and stabilization.

# CHAPTER 6: ADMINISTRATION



## **CHAPTER 6. SPECIFIC PLAN ADMINISTRATION**

### **A. INTRODUCTION**

The following describes how development is implemented under the Specific Plan, and how the Specific Plan may be amended as needed. For projects within the Specific Plan area, the development review process must follow state law, the Buellton Municipal Code, and applicable City standards.

### **B. DEVELOPMENT REVIEW PROCESS**

All development within the Specific Plan area must be consistent with the objectives, policies, development standards, and guidelines of this Specific Plan as well as the City's General Plan. Should inconsistencies arise, the standards and regulations set forth in this Specific Plan shall prevail. The development review process for projects in the Specific Plan area is the same as would occur elsewhere in the City of Buellton.

### **C. SPECIFIC PLAN AMENDMENT PROCESS**

Over time, various sections of this Specific Plan may need to be revised to respond to changing technical and economic conditions. This Section addresses the process for amending the Specific Plan. The Specific Plan may be amended as often as deemed necessary by the City Council. Amendments to the Specific Plan may be initiated by a developer, an individual, or by the City. The following process must be followed in reviewing any proposed Specific Plan amendments.

Proposals to amend this Specific Plan must be accompanied by applicable City application forms, required City fees, and detailed information to document the requested change. This information should include revised text (or excerpt therefrom) and revised map/figures, where relevant, depicting the requested amendment.

#### ***Presentation of Need for Amendment***

Since a significant amount of forethought and resources has been invested in the preparation of this Specific Plan, any proposal to amend the Specific Plan must clearly and specifically document the need for such changes. The applicant should indicate the economic, social, and technical issues that generate the need for amendment.

#### ***Submittal of Supplemental Studies***

Any proposal to amend this Specific Plan must be accompanied by reports or studies that analyze the amendment's effects compared to the adopted Specific Plan.

The applicant must provide an analysis of the amendment's impacts relative to the adopted CEQA document for the Specific Plan. Depending on the nature of the amendment, supplemental environmental analysis may be necessary, according to the California Environmental Quality Act (Section 15162).

#### ***City Staff Analysis***

City staff shall review all of the above-submitted material for completeness and if determined to be complete shall schedule required hearing(s) and provide a staff report for presentation to the Planning Commission and City Council. Staff may also request further clarification of the application materials, if deemed necessary. The staff report will analyze whether the proposed Specific Plan Amendment is consistent with the General Plan and whether the need to amend this Specific Plan can be supported by the conclusions of the application materials and any supplemental analysis. The Planning Director shall have the authority to determine whether a proposed change is major or minor. Examples of Major and Minor Amendments are indicated Section 9.4.1 and 9.4.2. With appropriate findings of consistency, the Planning Director or Planning Commission may authorize a minor change. A major change must be processed as a Specific Plan Amendment with review by the Planning Commission and City Council.

### ***Public Hearings***

Both the Planning Commission and City Council must hold Public Hearings on any Specific Plan Amendment that constitutes a major change, in accordance with §65453 of the State Government Code.

## **D. AMENDMENT PROCEDURE: MINOR AND MAJOR AMENDMENTS**

Amendments to the Specific Plan will fall into one of two classifications: Minor Amendments and Major Amendments. Minor amendments may be handled administratively while major amendments are subject to Council approval.

### **1. Minor Adjustments and Amendment Procedure**

Proposed amendments to the Specific Plan that substantially conform to the objectives, policies, development standards, regulations, and design guidelines of the Specific Plan, and are not in conflict with any provisions of the Buellton Municipal Code or adopted CEQA document that may apply to the Specific Plan, may be permitted as a minor amendment.

Proposed minor amendments may be approved or denied at the discretion of the Planning Department and no Planning Commission or City Council review is required unless an appeal is submitted. The Planning Department is responsible for procedural requirements regarding submittal and processing of administrative modifications. An administrative modification must meet all of the following conditions for approval:

1. It must substantially conform to the objectives, policies, development standards, regulations, and design guidelines of this Specific Plan.
2. It must not be in conflict with any provisions of the City Municipal Code that apply to this Specific Plan.
3. It must not adversely affect public health, safety, or welfare.
4. It must not adversely affect adjacent property.
5. It must not have adverse environmental effects that have not been previously analyzed in the adopted CEQA document.
6. The land use pattern remains consistent with the intent of the Specific Plan.
7. The proposed changes do not substantially alter the backbone infrastructure network or capacity.
8. The exception will offer equal or superior improvements (i.e. development standards, landscape materials, amenities, etc.).

It is the intent of the Specific Plan that the adopted CEQA document may serve, without further environmental

studies, as the environmental documentation for Specific Plan administrative modifications.

## **2. Major Adjustments and Amendment Procedure**

Amendments that do not meet the criteria described above are determined to be significant by the City, or that substantially alter the original intent of the Specific Plan are considered to be major and must be processed as a major Specific Plan Amendment. A major amendment requires approval of the City Planning Commission and the City Council. Proposed changes that meet one or more of the following criteria are considered major amendments:

1. Significant changes to the form based code and development standards included in this Specific Plan.
2. New land uses not anticipated through the development framework of this Specific Plan.
3. Significant changes to the circulation pattern that may alter the backbone infrastructure network or capacity.
4. Changes that exceed the limitations of analysis within the adopted CEQA document.

In addition, the amendment shall require to the following findings:

1. Conformance with the Specific Plan's objectives and design guidelines.
2. Compatibility with any approved development that will be affected by the Specific Plan amendment.
3. Compatibility with existing and planned land uses surrounding the proposed Specific Plan amendment.
4. Analysis of traffic impacts if there is a previously unanticipated increase in density.
5. Consistency with the adopted CEQA document or analyzed in supplemental environmental documentation.

## **E. ENVIRONMENTAL REVIEW (CEQA)**

The Avenue of Flags Specific Plan constitutes a "project" under the California Environmental Quality Act (CEQA), and has been evaluated for its potential to create adverse effects on the environment. The information obtained in a project's environmental review provides decision makers with the insight necessary to guide policy development, thereby ensuring that the Specific Plan's policies will address and provide the means to avoid potential environmental impacts. To meet CEQA requirements, a Mitigated Negative Declaration (MND) has been prepared to assess the potential direct and indirect environmental effects associated with the development proposed for the area.

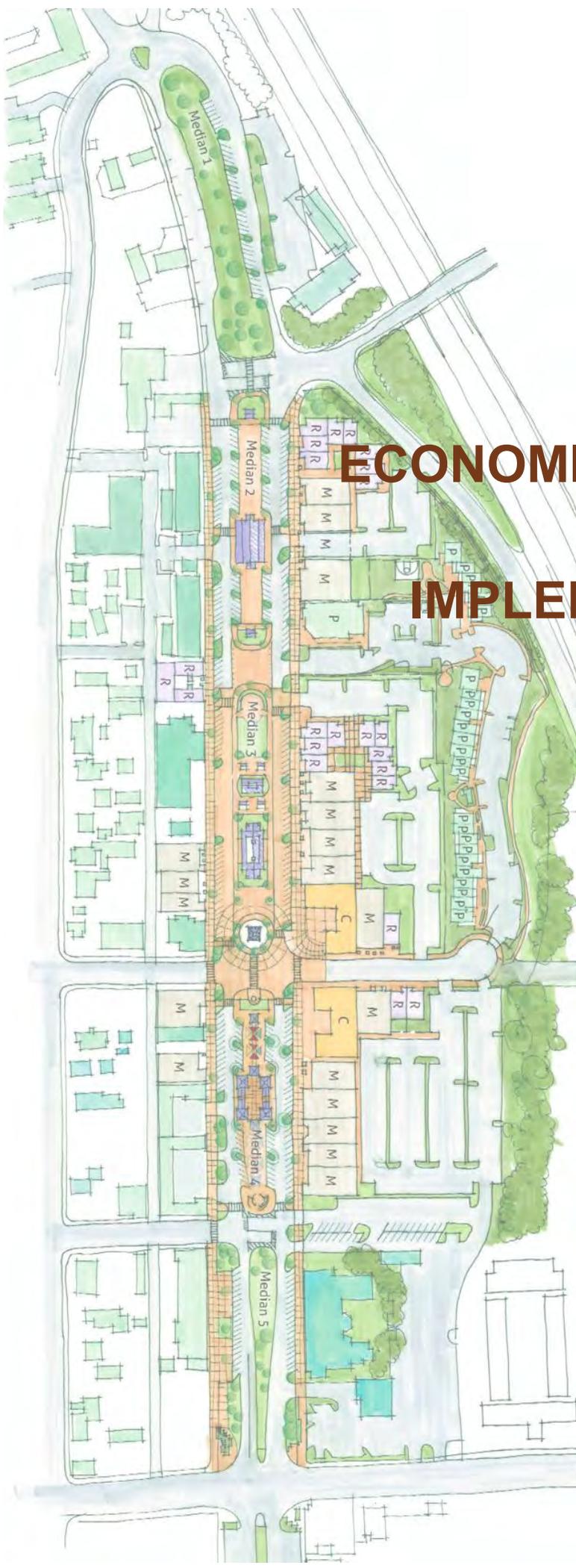
Although the CEQA analysis is included in a separate document, it is important to note that the environmental review process has been an integral component of the planning process from the very beginning to ensure the Specific Plan's sensitivity to environmental concerns. To keep this Specific Plan as concise as possible, much of the environmental data has not been included. For additional information relating to the environmental foundation prepared for the Specific Plan, one should refer to the Mitigated Negative Declaration, a copy of which is available for review at the City of Buellton Planning Department.

The MND addresses the development of the Specific Plan area as a single project, which is projected to be developed in increments over a period of many years. This approach enables the City to comprehensively evaluate the cumulative impacts of the Specific Plan and consider mitigation measures prior to adoption of the Specific Plan.

The environmental review of the Specific Plan is also intended to expedite the processing of future projects that are consistent with the Specific Plan. If, when considering subsequent development proposals, the City determines that the proposed development will not result in new effects or require additional mitigation, the City can approve the project without additional environmental review. Or, if there are significant changes proposed to the approved Specific Plan that the City concludes may result in new impacts, any additional environmental review need focus only on those specific areas or topics affected by the change.

### **1. CEQA Exemptions**

Although individual development projects under the Specific Plan are subject to subsequent CEQA review, it may be possible that some development projects within the Specific Plan area could be found to be Categorically Exempt as infill development projects (CEQA Guidelines Section 15332), subject to an initial review and determination by the Planning Director.



**APPENDIX A:  
ECONOMIC DEVELOPMENT  
STRATEGY and  
IMPLEMENTATION PLAN**

**Updated 4 -27-16**



# Economic Development Strategy

*Originally Prepared: September 2013*

*Updated: April 2016*

**Prepared By:**  
***Kosmont Companies***

# Project Background & Status

- Kosmont was retained by the City for the preparation and initial implementation of an Economic Development Strategy and Implementation Plan
- The purpose of the Strategy and Plan is to evaluate existing economic conditions and effectuate the Strategy to successfully promote economic growth within the City
- An overview of the Strategy is presented herein

## 1. Analysis

- a) Economic & Demographic Profile
- b) Market Demand Analysis

## 2. Strategy

- a) Economic Development SWOT Evaluation
- b) Trade Area Retailer Voids
- c) Opportunity Site Assessment

## 3. Implementation

- a) Summary of Findings
- b) Initial Targeted Outreach List
- c) Outreach in Progress
- d) Financing & Incentives
- e) Next Steps

## 1. Analysis

### a) Economic & Demographic Profile

- i. Population & Household Demographics*
- ii. Unemployment & Employment by Industry*

### b) Market Demand Analysis

- i. Household & Industry Growth*
- ii. Supply, Vacancy & Lease Rates (Retail, Industrial & Office Uses)*
- iii. Taxable Retail Sales Surplus/Leakage Analysis*

## Economic & Demographic Profile

*Population & Household Demographics*

# Demographic Highlights

## Population & Households

- Population of ~5,000 and ~1,800 households within City in 2015
- Population of ~22,300 and ~8,500 HH's within 10 miles of 246 & Ave of Flags

## Income

- Avg. HH income **~\$92,700** in City and **~\$119,100** within 10 miles
- 1.9% annual growth projected for HH income over next 5 years in City and 3.0% annual growth projected for HH income over next 5 years within 10 miles

## Other Demographic Characteristics

- Average household size of 2.8 in City and 2.6 within 10 miles (relatively small)
- Mostly owner-occupied households (65%), newer housing (26% built 2000 and later), and large mobile home population (18%)
- Median age of 40 in City and 46 within 10 miles (older)
- 79% (approx.) white race in City

# City Limits & Radii (from Hwy 246 and Ave of Flags)



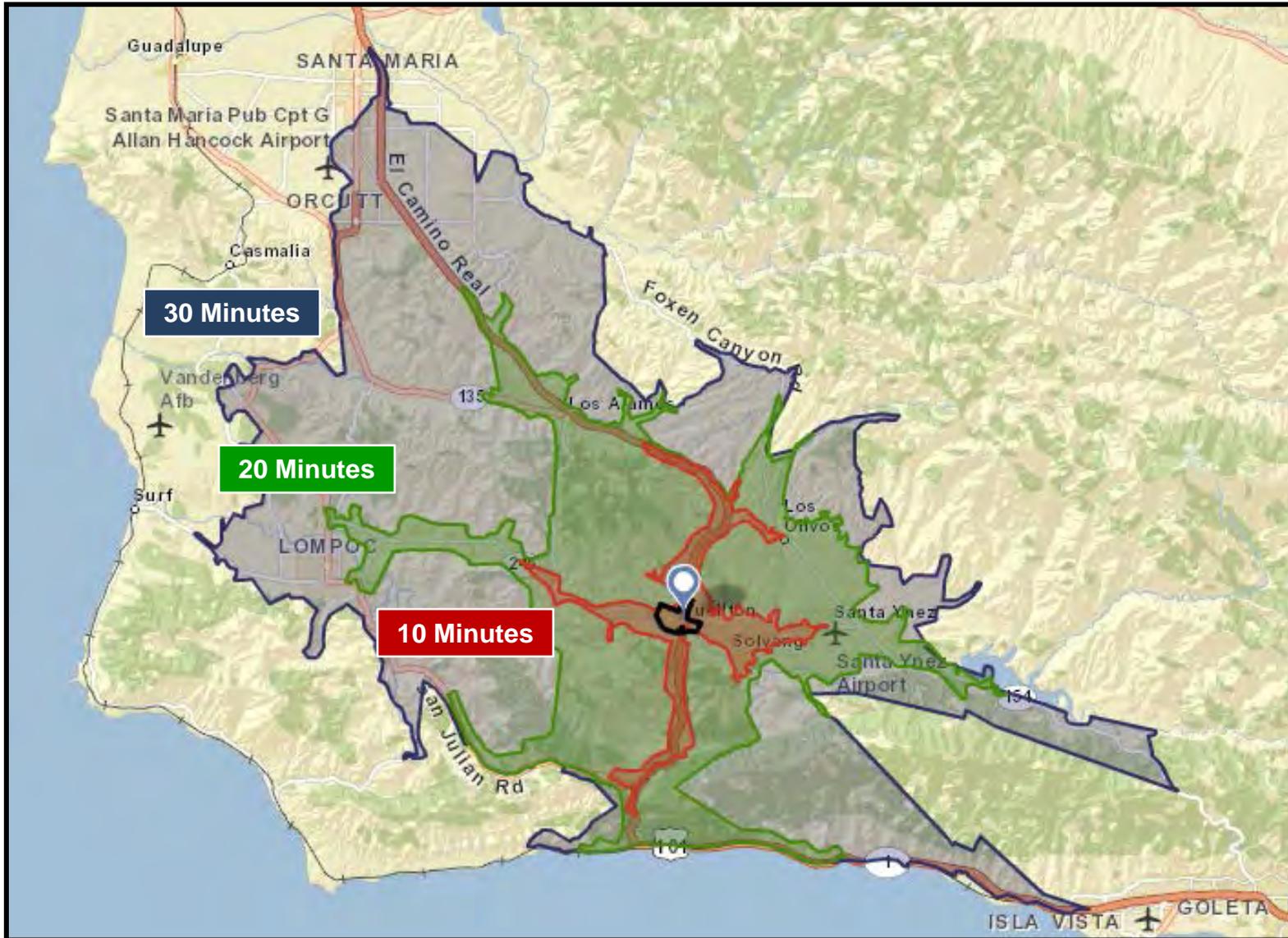
**Note:** Radii centered at Hwy 246 and Ave of the Flags; **Source:** ESRI (2016)

# Drive Times (from Hwy 246 and Ave of Flags)



**Note:** Drive times centered at Hwy 246 and Ave of the Flags; **Source:** ESRI (2016)

# Drive Time Detail (from Hwy 246 and Ave of Flags)



**Note:** Radii centered at Hwy 246 and Ave of the Flags; **Source:** ESRI (2016)

# Population and Income

## City & Radii

		Radii (from Hwy 246 and Ave of Flags)		
<u>2015</u>	City	10 Miles	20 Miles	30 Miles
Population	4,986	<b>22,323</b>	81,025	337,161
Households	1,811	8,538	27,684	108,196
Average HH Size	2.75	2.56	2.77	2.96
Median Age	40.1	46.1	38.9	33.5
Per Capita Income	\$33,527	\$46,012	\$30,565	\$28,234
Median HH Income	\$88,189	\$87,330	\$60,845	\$60,395
Average HH Income	<b>\$92,655</b>	<b>\$119,138</b>	\$86,535	\$85,042
<u>2015-2020 Ann. Growth Rate</u>				
Population	0.83%	0.92%	0.80%	0.63%
Median HH Income	1.88%	3.01%	3.51%	3.29%

**Note:** Radii centered at Hwy 246 and Ave of the Flags; **Source:** ESRI (2016)

# Population and Income

## *Drive Times*

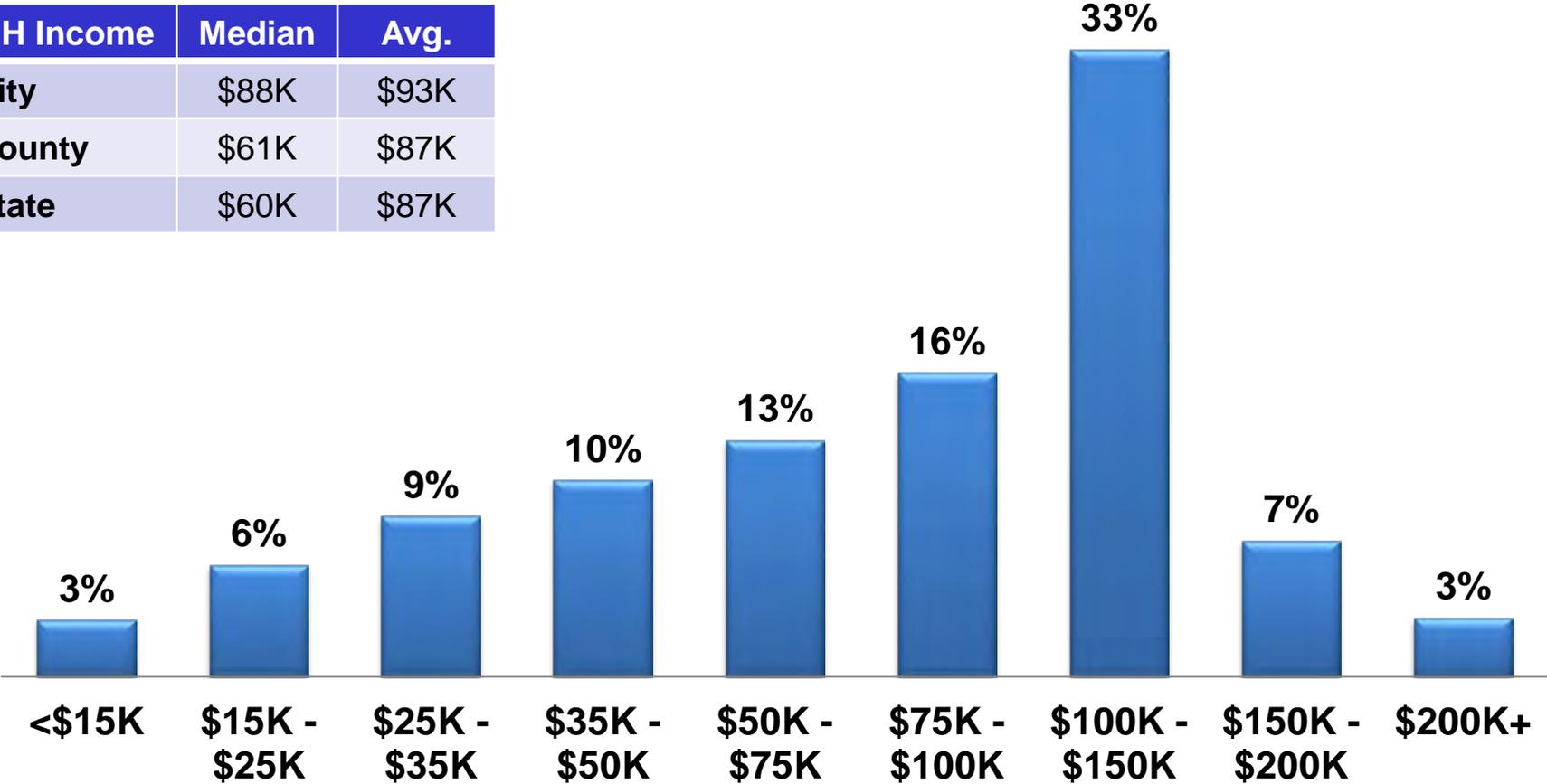
	Drive Times (from Hwy 246 and Ave of Flags)		
<u>2015</u>	10 Minutes	20 Minutes	30 Minutes
Population	11,979	<b>22,968</b>	127,532
Households	4,647	8,740	44,282
Average HH Size	2.56	2.59	2.77
Median Age	44.3	45.5	38.6
Per Capita Income	\$41,013	\$44,345	\$30,191
Median HH Income	\$80,899	\$85,176	\$62,587
Average HH Income	<b>\$105,256</b>	<b>\$115,783</b>	\$85,370
<u>2015-2020 Ann. Growth Rate</u>			
Population	0.86%	0.91%	0.82%
Median HH Income	<b>2.68%</b>	3.15%	3.62%

**Note:** Drive times centered at Hwy 246 and Ave of the Flags; **Source:** ESRI (2016)

# Income Profile

**City of Buellton – 2015 Households by Income Bracket**

HH Income	Median	Avg.
City	\$88K	\$93K
County	\$61K	\$87K
State	\$60K	\$87K

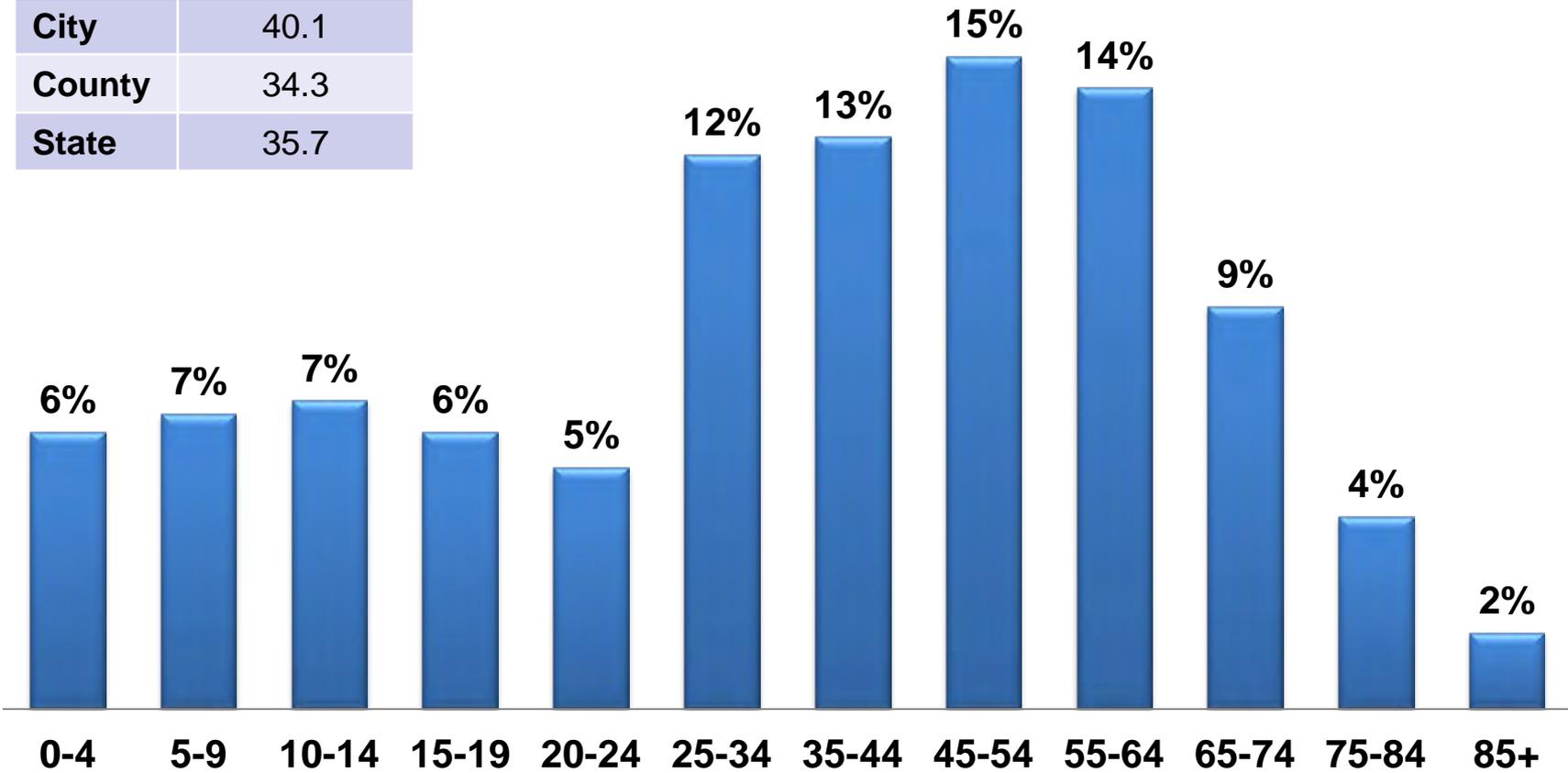


Source: U.S. Census Bureau (2010); ESRI (2016)

# Age Profile

City Population by Age Bracket in 2015

	Median Age
City	40.1
County	34.3
State	35.7

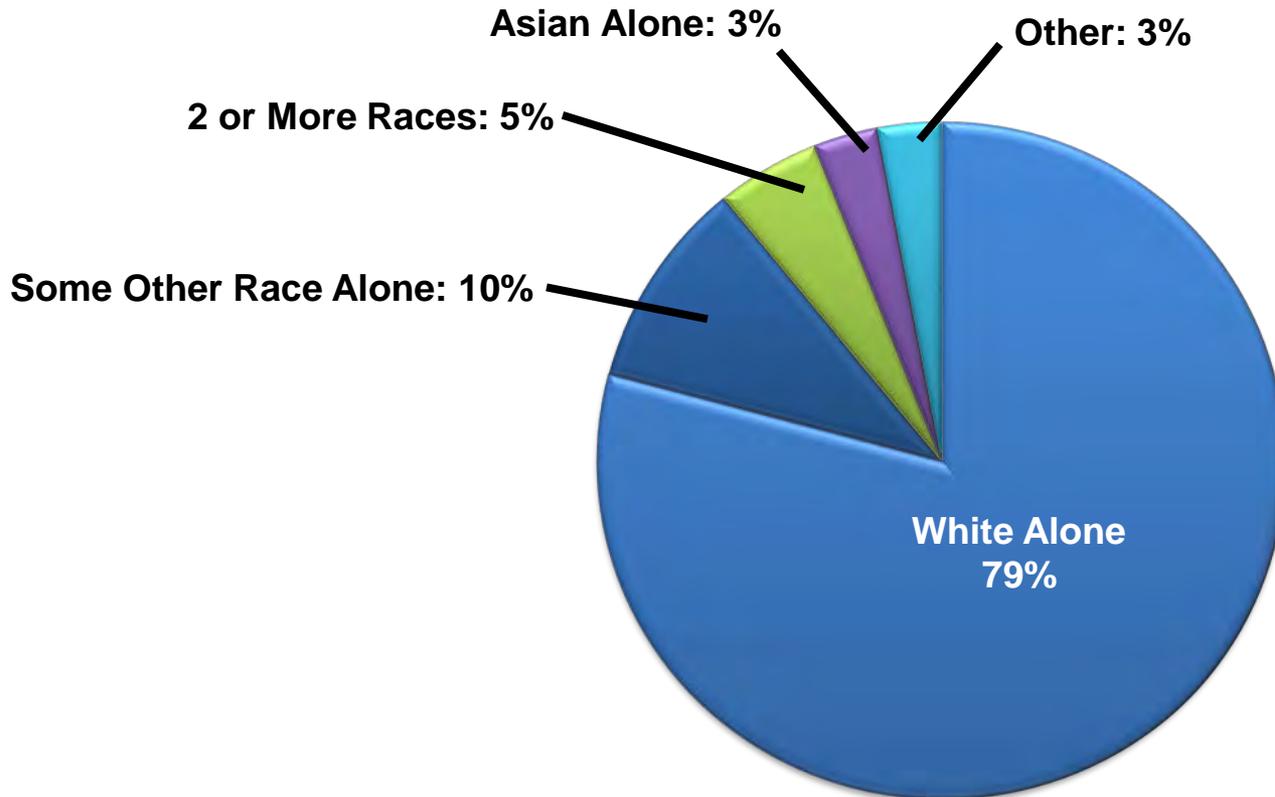


Source: U.S. Census Bureau (2010); ESRI (2016)



# Race & Ethnicity

## City Population by Race & Ethnicity in 2015



*\*Most respondents of Hispanic Origin additionally indicate "White" or "Some Other Race"*

## ***Hispanic Origin of Any Race: 33%***

**Note:** U.S. Census Bureau defines race and ethnicity as two separate and distinct identities. One Census question asks respondents which socio-political race (of categories in pie chart above) they associate most closely with, and a separate question asks whether they associate with "Hispanic, Latino, or Spanish origin" or not (defined as ethnicity).

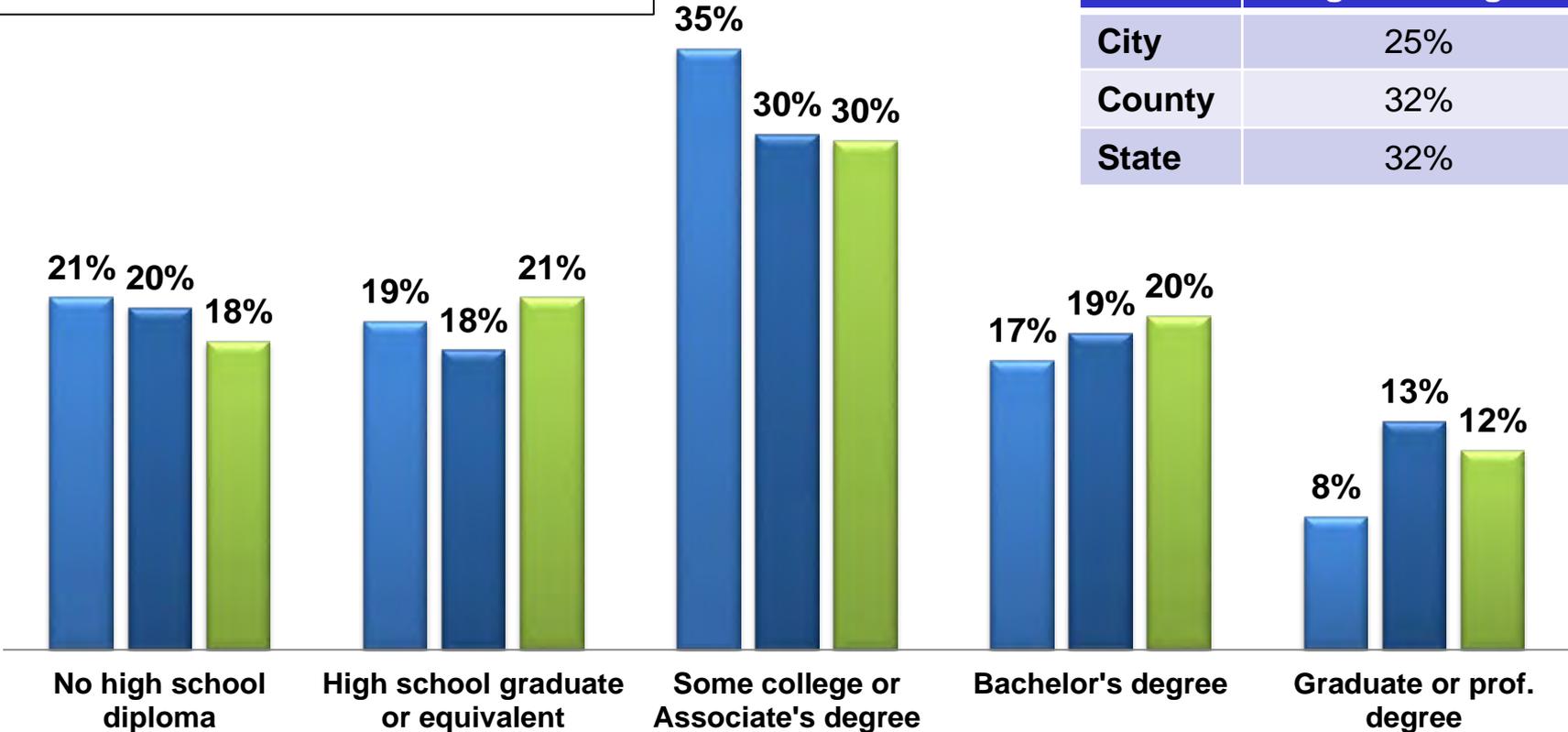
**Source:** U.S. Census Bureau (2010); ESRI (2016)

# Educational Attainment

## Population Aged 25+ by Educational Attainment



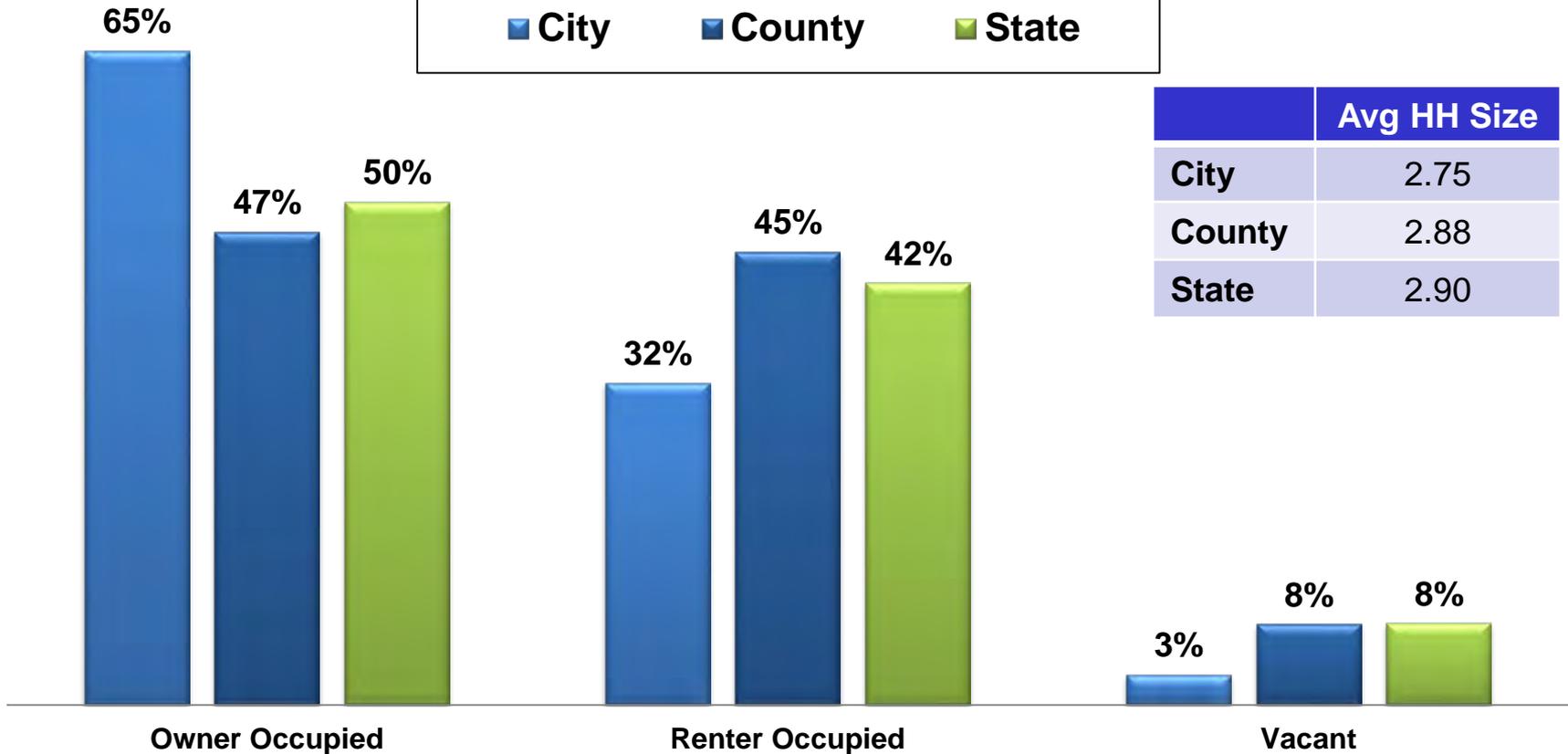
	Percent Bachelor's Degree of Higher
City	25%
County	32%
State	32%



Source: U.S. Census Bureau (2010); ESRI (2016)

# Housing & Household Size

## Housing Breakdown (2015)

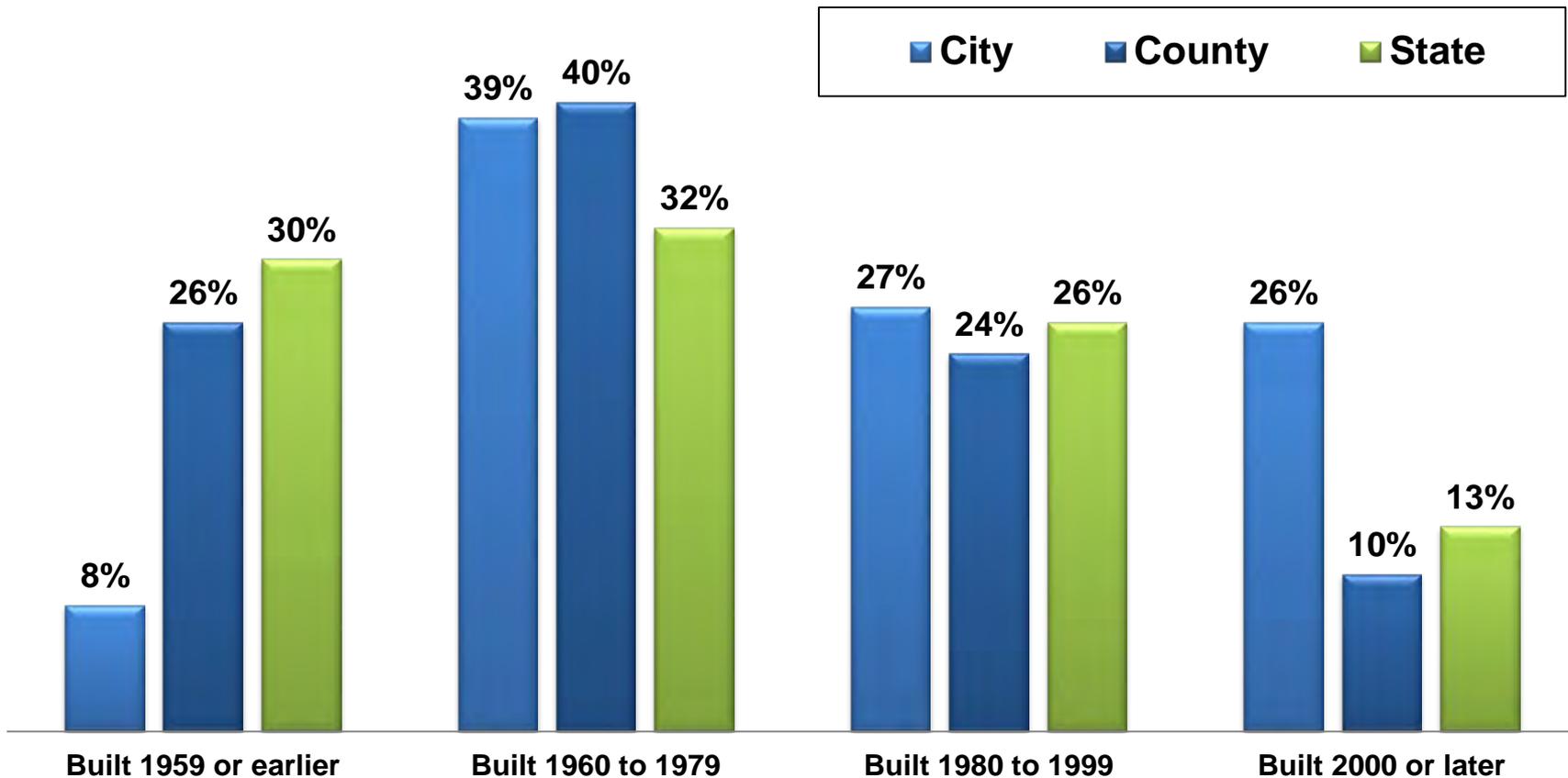


	Avg HH Size
City	2.75
County	2.88
State	2.90

Source: U.S. Census Bureau (2010); ESRI (2016)

# Age of Housing

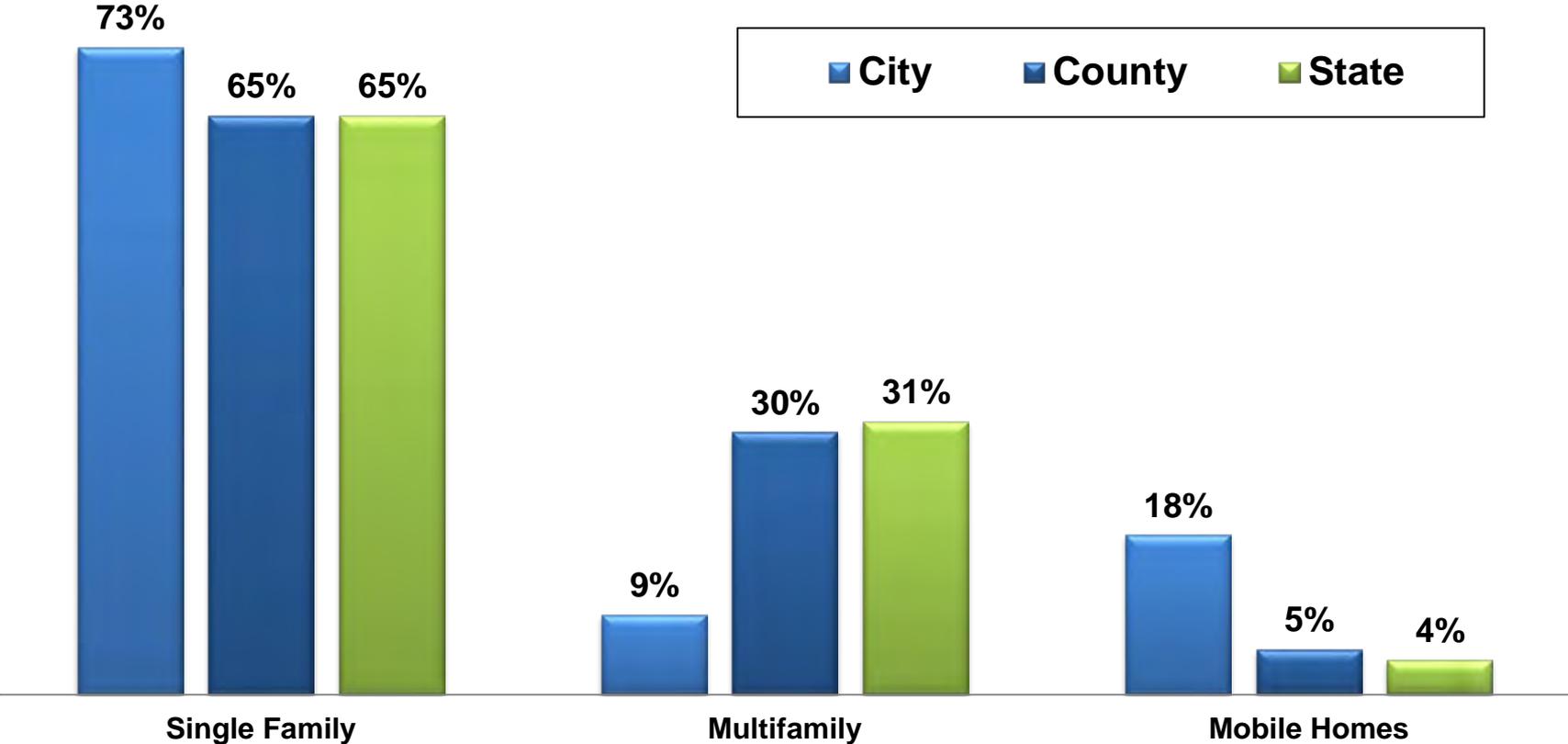
## Housing Units (2014)



Source: American Community Survey (2014)

# Housing Units

## Housing Units (2014)

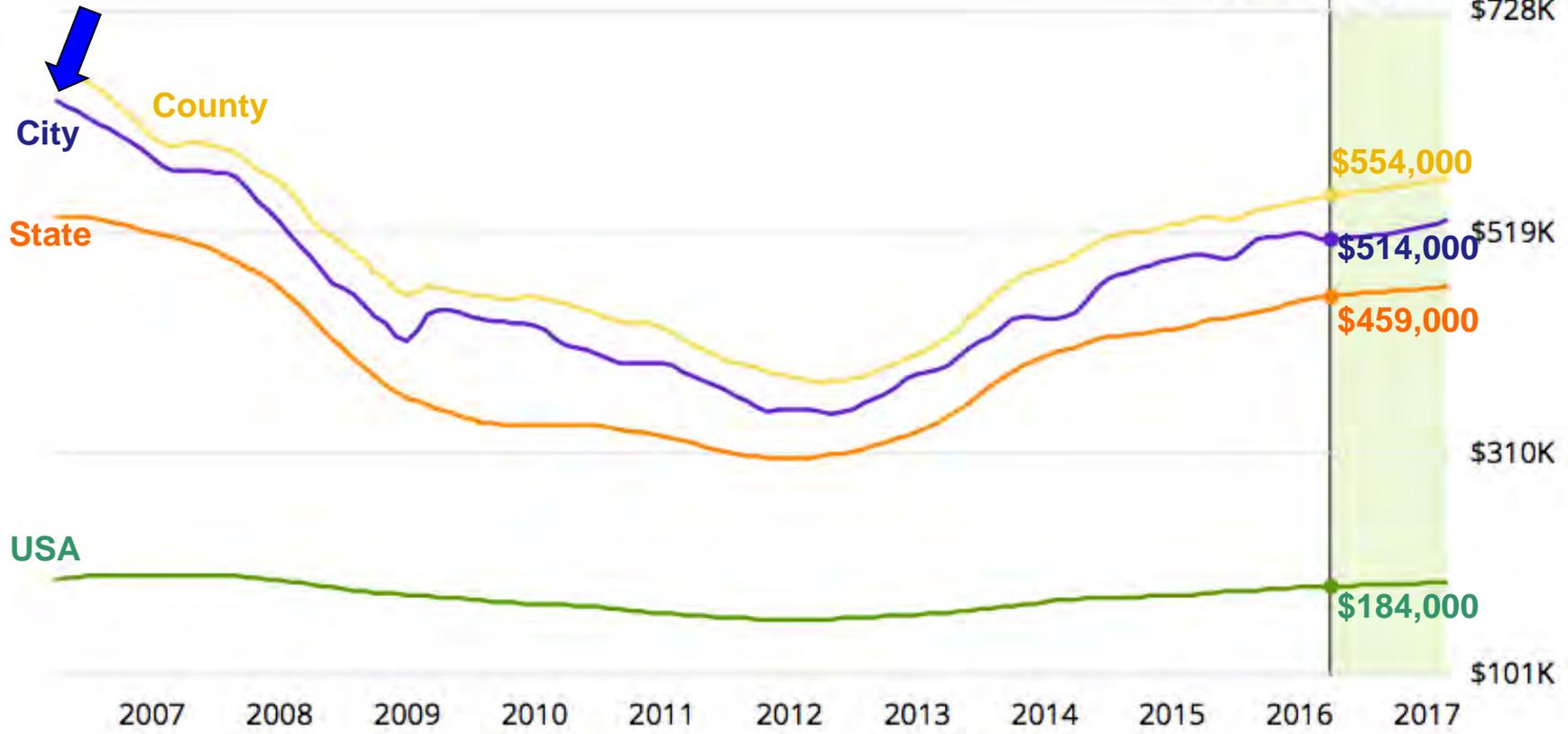


Source: American Community Survey (2014)

# Home Value History

## Zillow Home Value Index

Peak in March 2006 = \$644,000



Source: Zillow.com (March 2016)

# Current Home Value Comparison

Home Value Index	March 2016	Year-Over-Year
Mission Canyon	\$1,370,000	2.2%
Santa Barbara	\$1,070,000	5.9%
Carpinteria	\$840,000	5.7%
Santa Ynez	\$753,000	-4.9%
Goleta	\$765,000	1.9%
Solvang	\$714,000	5.5%
<b>Santa Barbara County</b>	<b>\$554,000</b>	<b>3.9%</b>
<b>Buellton</b>	<b>\$514,000</b>	<b>3.2%</b>
Los Alamos	\$486,000	-1.4%
<b>California</b>	<b>\$459,000</b>	<b>5.8%</b>
Santa Maria	\$334,000	6.7%
Lompoc	\$286,000	9.2%
Guadalupe	\$239,000	11.2%

Source: Zillow.com (March 2016)

# Population Segmentation Profile

Top 3 “Tapestries” in City	Percent	Sample Characteristics
1. Soccer Moms	49%	<ul style="list-style-type: none"> <li>• Slightly younger, mostly white populace; median age compared to U.S.</li> <li>• Newer, suburban homes; majority owner occupied</li> <li>• Affluent, family-oriented market with a country flavor</li> <li>• Family-oriented purchases and activities dominate (e.g. televisions, movie purchases/rentals, children’s apparel and toys, and visits to theme parks/zoos)</li> </ul>
2. In Style	37%	<ul style="list-style-type: none"> <li>• Slightly older, mostly white population, primarily with no children, planning for retirement</li> <li>• Professional couples or single households; home ownership rate average compared to U.S.</li> <li>• Homes integral part of their style; invest in home remodeling/maintenance, DIY, or contractors</li> <li>• Actively support the arts; prefer organic produce; partial to late model SUVs or trucks</li> </ul>
3. Pleasantville	14%	<ul style="list-style-type: none"> <li>• Married, older couples, mostly white with children over 18</li> <li>• Suburban households with longer commute times situated in Northeastern and Western states</li> <li>• Less likely to move, more likely to remodel homes</li> <li>• Activities include: outdoor gardening, going to the beach, visiting theme parks, and frequenting museums</li> </ul>

Source: ESRI (2016)

# Jobs / Housing Balance

<b>2015</b>	<b>City of Buellton</b>	<b>County of Santa Barbara</b>	<b>State of California</b>
Employment	2,782	221,916	16,840,429
Households	1,811	144,403	12,932,388
<b>Jobs/Housing Ratio</b>	<b>1.54</b>	<b>1.54</b>	<b>1.30</b>

Source: ESRI (2016)

## Economic & Demographic Profile

*Unemployment & Employment by Industry*

# Unemployment Rates

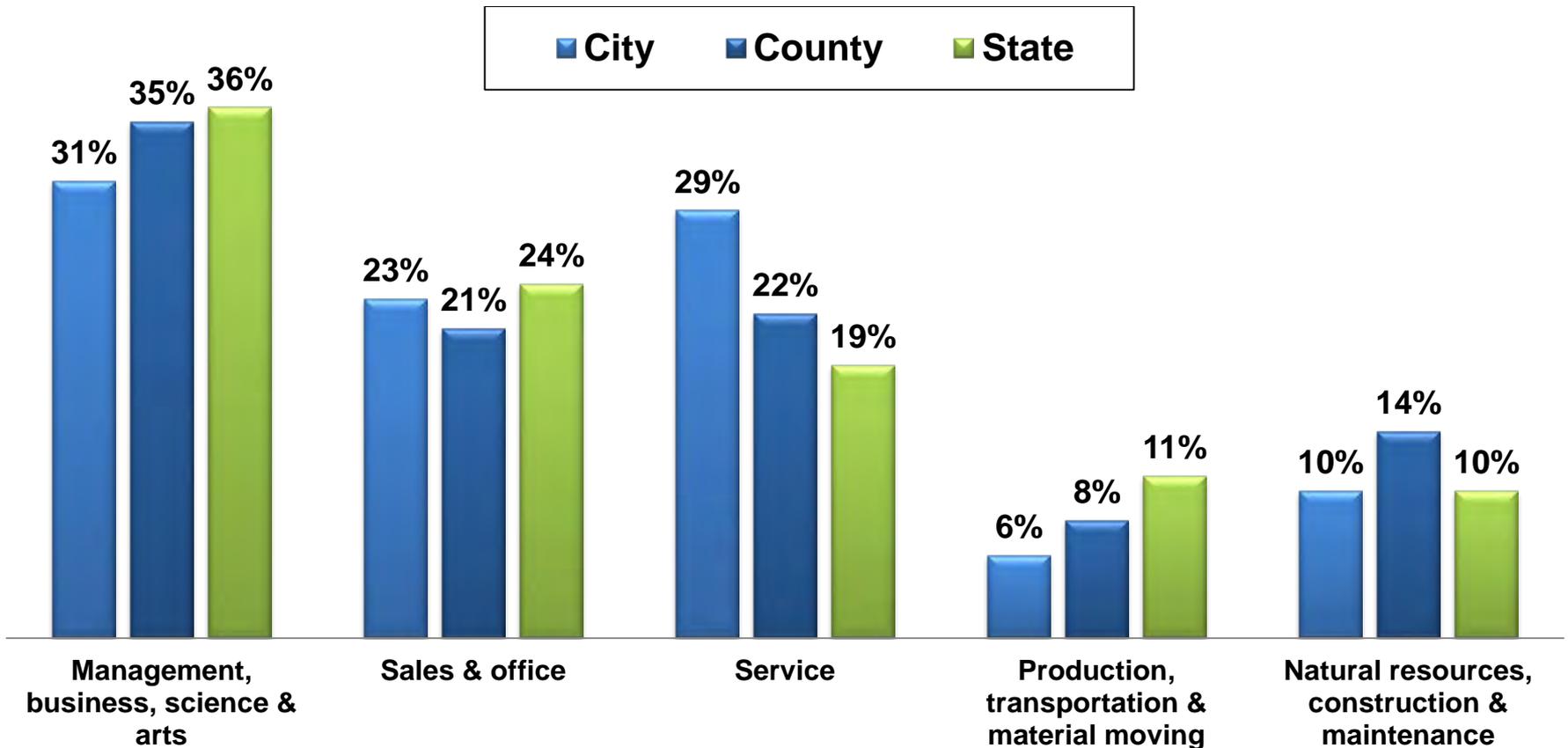
	2010 Annual Average	2015 Annual Average	January 2016 Snapshot
City of Buellton	6.3%	3.4%	3.7%
County of Santa Barbara	9.7%	5.1%	5.7%
State of California	12.2%	6.2%	5.8%

**Note:** Not seasonally adjusted; annual averages

**Source:** Bureau of Labor Statistics (2016); CA Employment Development Department (2016)

# Resident Employment by Occupation

## Civilian Employed Population Age 16+ by Occupation



Source: U.S. Census Bureau (2010); ESRI (2016)

# Employment by Industry

## City Resident Employed Population (Age 16+)

Accommodation and Food Services	18.6%
Educational Services	11.7%
Health Care and Social Assistance	10.1%
Manufacturing	10.0%
Retail Trade	7.8%
Agriculture, Forestry, Fishing, and Hunting	6.6%
Public Administration	5.3%
Construction	4.7%
Professional, Scientific, and Tech. Services	4.5%
Administration and Support, Waste Mgmt.	4.0%
Other Services (excl. Public Admin.)	3.2%
Information	2.5%
Wholesale Trade	2.2%
Real Estate and Rental/Leasing	2.0%
Arts, Entertainment, and Recreation	1.9%
Finance and Insurance	1.3%
Utilities	1.2%
Mgmt. of Companies and Enterprises	1.0%
Transportation and Warehousing	0.8%
Mining, Quarrying, Oil and Gas Extraction	0.5%

### *“Industries in which City residents work”*

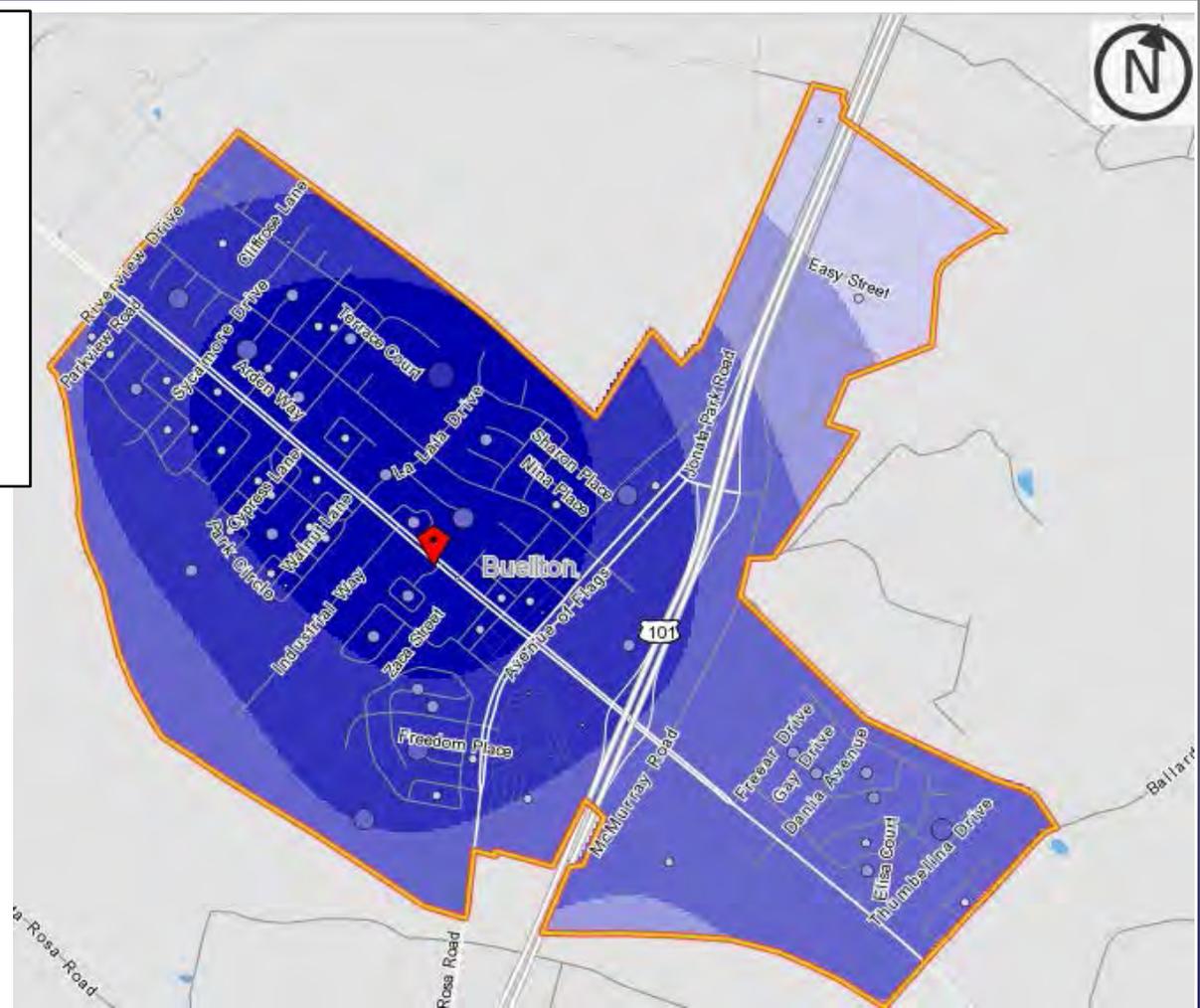
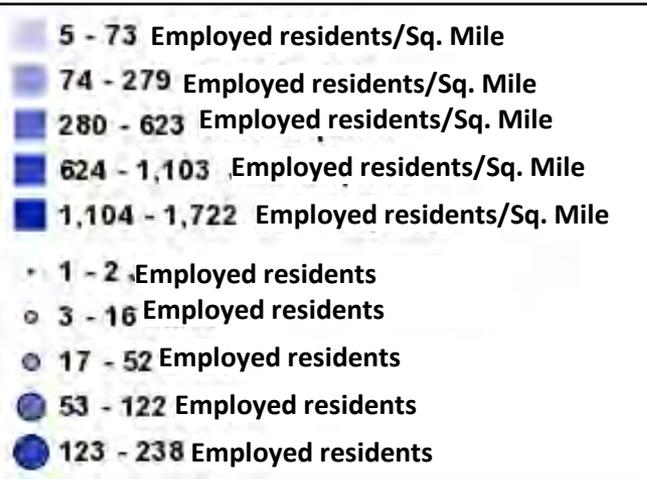
## Workers Employed Within City

Accommodation and Food Services	24.4%
Agriculture, Forestry, Fishing, and Hunting	19.1%
Manufacturing	13.7%
Retail Trade	8.5%
Health Care and Social Assistance	6.9%
Educational Services	6.5%
Administration and Support, Waste Mgmt.	4.0%
Other Services (excl. Public Admin.)	3.3%
Wholesale Trade	3.2%
Construction	3.1%
Public Administration	2.1%
Professional, Scientific, and Tech. Services	1.8%
Real Estate and Rental/Leasing	1.4%
Finance and Insurance	0.6%
Information	0.5%
Mgmt. of Companies and Enterprises	0.3%
Utilities	0.2%
Transportation and Warehousing	0.2%
Arts, Entertainment, and Recreation	0.1%
Mining, Quarrying, Oil and Gas Extraction	0.0%

### *“Jobs in the City”*

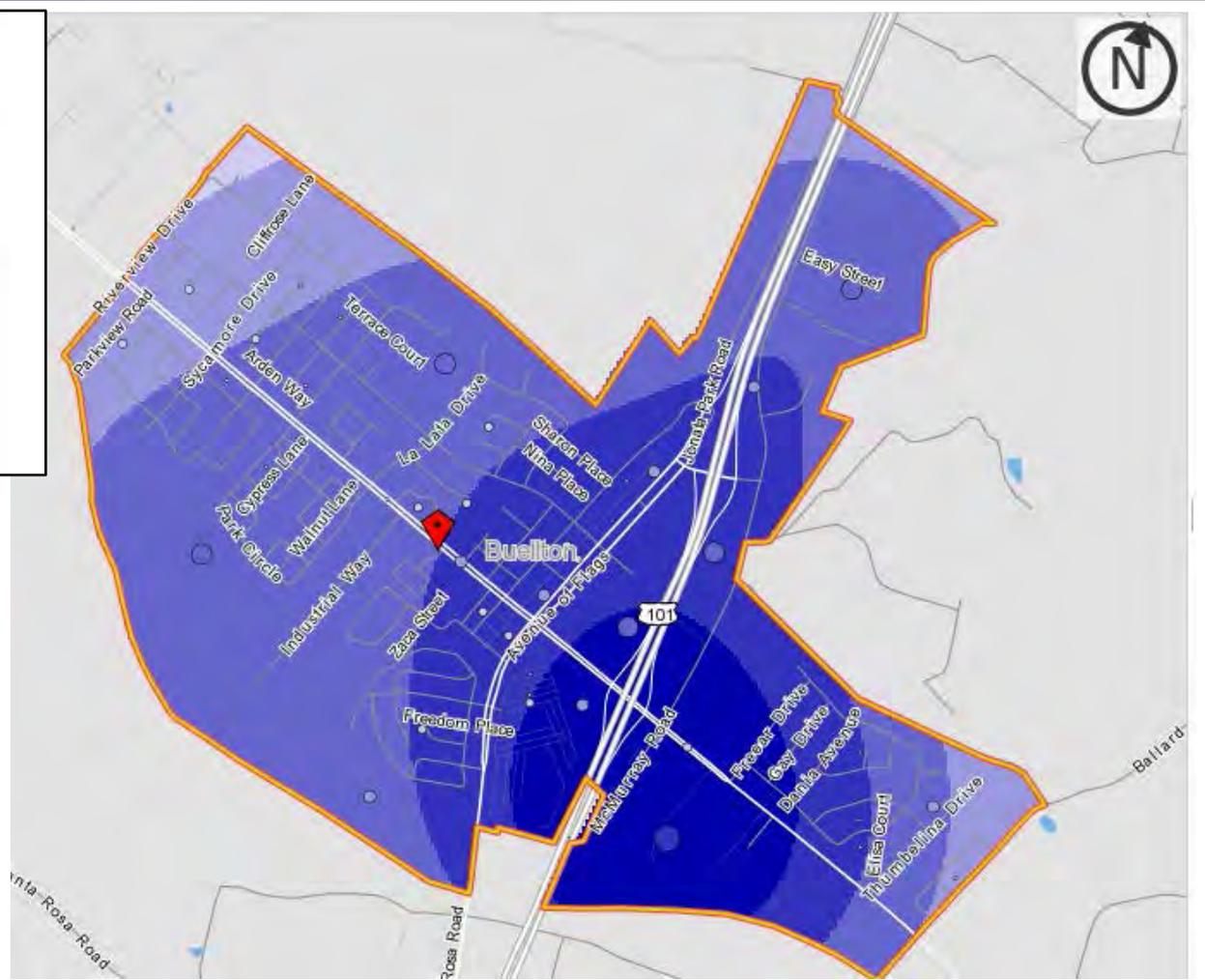
Source: U.S. Census Bureau Center for Economic Studies (2013)

# Resident Concentration Within City



Source: U.S. Census Bureau Center for Economic Studies (2013)

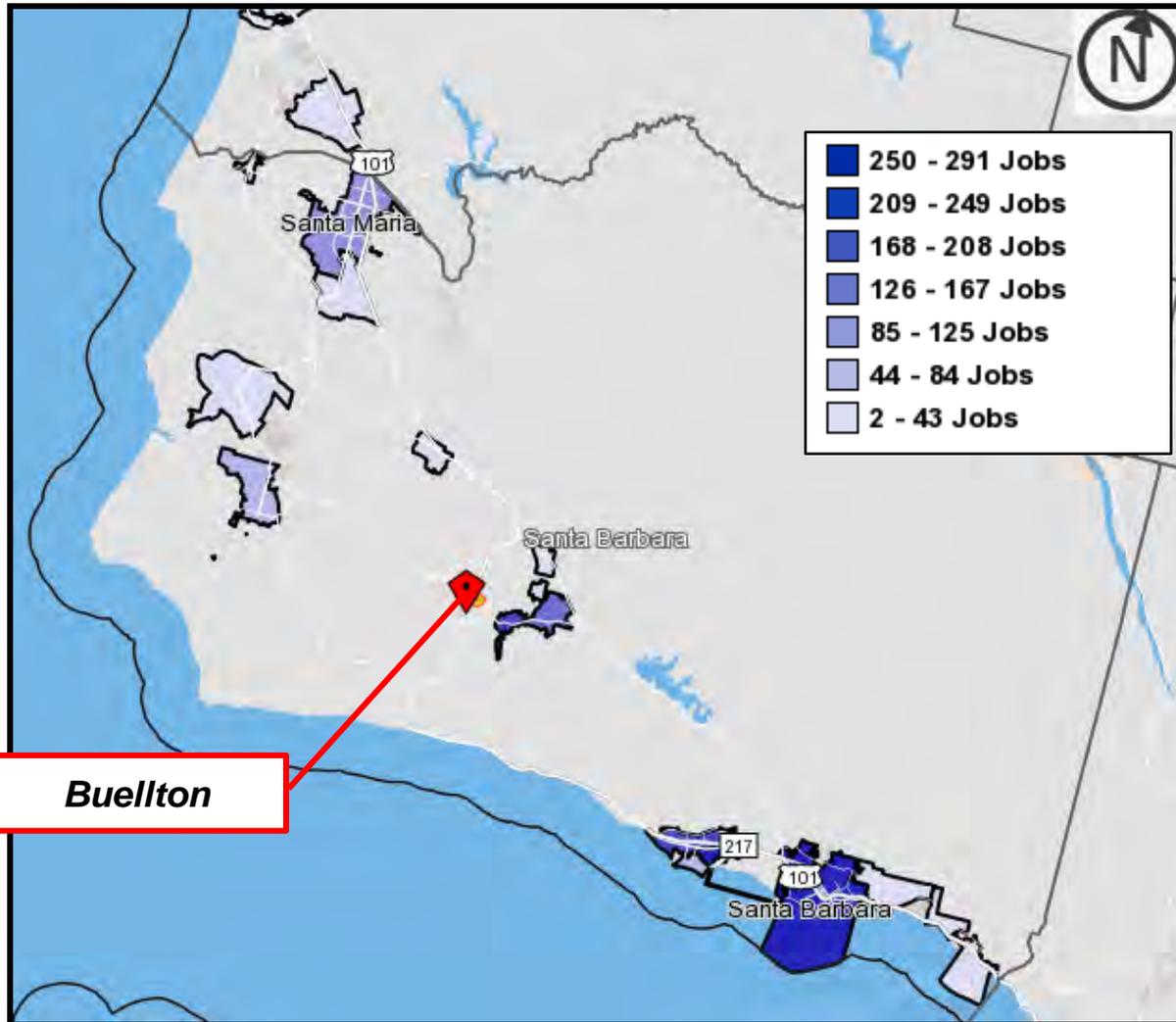
# Employment Concentration Within City



Source: U.S. Census Bureau Center for Economic Studies (2013)

# Resident Workplace Location

## *“Where City Residents Work”*

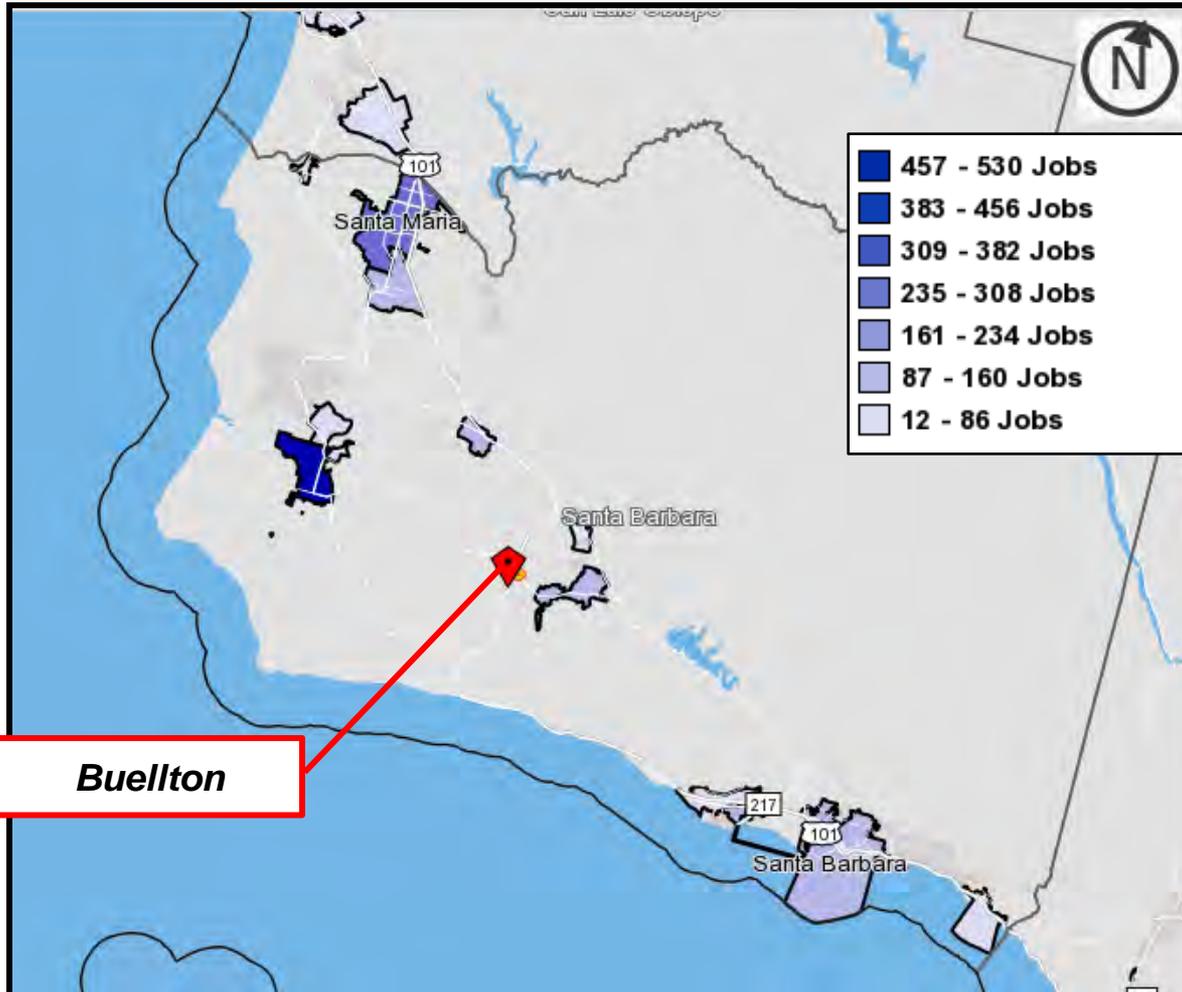


Location	Percent
Buellton	17.2%
Santa Barbara	13.3%
Goleta	11.4%
Solvang	11.2%
Santa Ynez CDP	8.5%
Santa Maria	6.0%
Lompoc	3.4%
Isla Vista CDP	3.0%
Los Olivos CDP	2.4%
San Luis Obispo	2.3%
Orcutt CDP	1.1%
Los Alamos CDP	0.8%
Arroyo Grande	0.6%
Montecito CDP	0.6%
Ballard CDP	0.5%
Vandenberg AFB CDP	0.4%
Carpinteria	0.3%
Grover Beach	0.3%
Pismo Beach	0.3%
Toro Canyon CDP	0.2%
Other	16.0%

Source: U.S. Census Bureau Center for Economic Studies (2013)

# Worker Residence

*“Where People Who Work in the City Come From”*

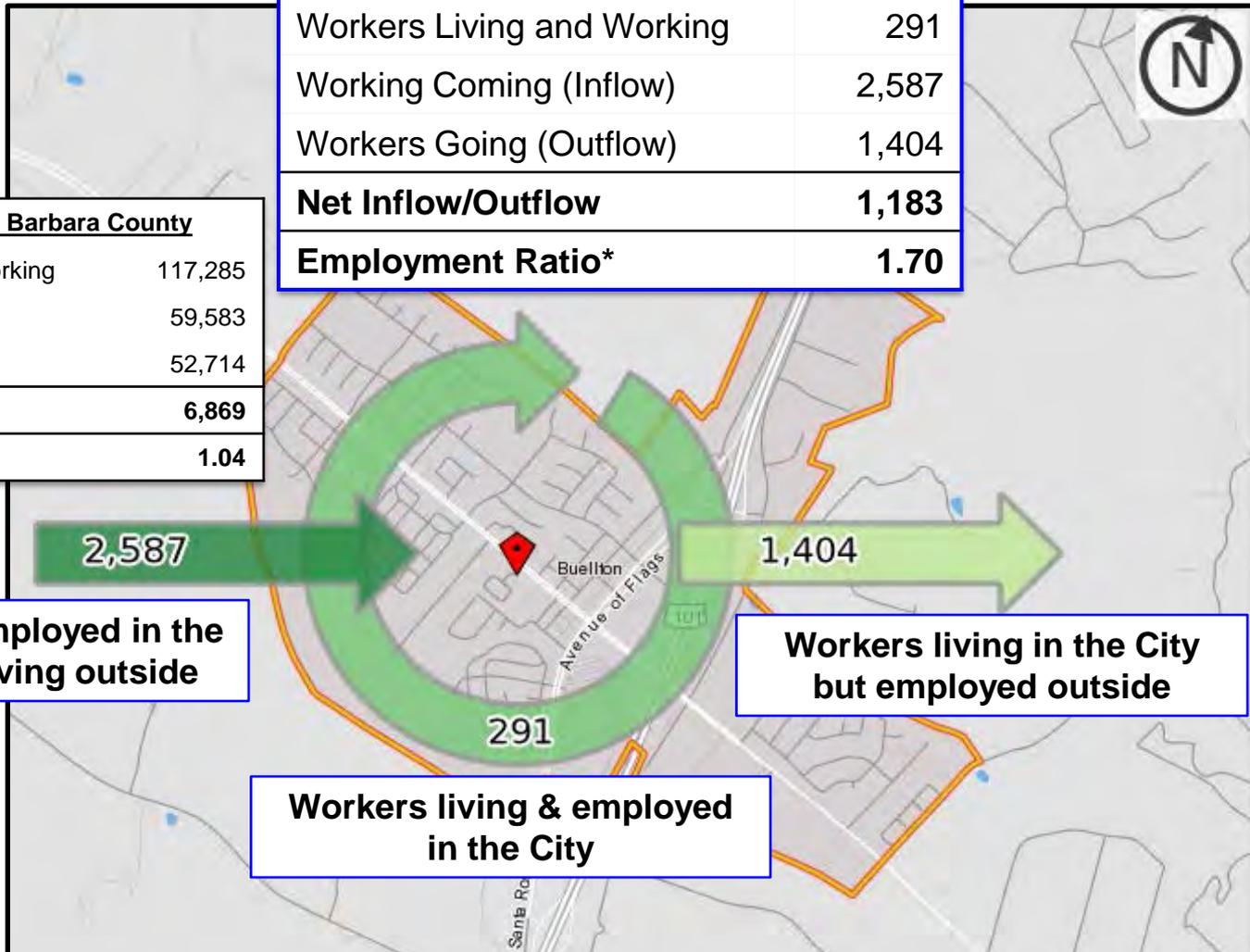


Location	Percent
Lompoc	18.4%
Buellton	10.1%
Santa Maria	8.6%
Solvang	5.5%
Orcutt CDP	4.0%
Los Alamos CDP	3.8%
Santa Ynez CDP	3.4%
Santa Barbara	3.3%
Vandenberg Village CDP	1.8%
Los Angeles	1.6%
Mission Hills CDP	1.5%
Goleta	1.1%
Atascadero	1.0%
San Luis Obispo	1.0%
Paso Robles	0.9%
Nipomo CDP	0.8%
Oxnard	0.7%
Ventura	0.7%
Los Olivos CDP	0.6%
Arroyo Grande	0.5%
Other	30.4%

Source: U.S. Census Bureau Center for Economic Studies (2013)

# Worker Inflow / Outflow

*“Are jobs coming or going?”*



Workers Living and Working	291
Working Coming (Inflow)	2,587
Workers Going (Outflow)	1,404
<b>Net Inflow/Outflow</b>	<b>1,183</b>
<b>Employment Ratio*</b>	<b>1.70</b>

<b>Reference: Santa Barbara County</b>	
Workers Living and Working	117,285
Working Coming	59,583
Workers Going	52,714
<b>Net Inflow/Outflow</b>	<b>6,869</b>
<b>Employment Ratio*</b>	<b>1.04</b>

**Source:** U.S. Census Bureau Center for Economic Studies (2013);  
 \*Employment Ratio = People employed within City (living and working in City + those who come into the City for work) / Employed residential population (living and working in City + workers who live in the City, but work outside of the City)

# Traffic Map (from Hwy 246 and Ave of Flags)



# Summary: Demographics and Employment

- Relatively older, wealthy, population; smaller than average HH size
- Few multifamily/renter occupied housing units
- Home values higher than Lompoc, Santa Maria and State of California; lower than S.B. County, Solvang, and Santa Ynez
- Low unemployment compared to County and State
- Most employees in City work in accommodation and food services, agriculture, manufacturing, and retail trade
- Many residents employed in Buellton, Santa Barbara, Goleta, Solvang, and Santa Ynez
- City is a net “importer” of jobs, with many employees coming from Lompoc, Santa Maria, Solvang, and other neighboring jurisdictions (Employment Ratio is 1.70)
- Additional significant visitor population (~1.5M to 3M annually)

## Market Demand Analysis

*Household & Industry Growth*

# Projected Housing Unit Growth

Housing Units	2015	2020	Net	Percent
City of Buellton	1,810	1,883	73	4.0%
<i>Owner</i>	1,209	1,245	36	3.0%
<i>Renter</i>	601	638	37	6.2%
W/in 10 miles of Hwy 246 & Ave of Flags	8,538	8,920	382	4.5%
<i>Owner</i>	5,480	5,694	214	3.9%
<i>Renter</i>	3,058	3,226	168	5.5%

- 73 new housing units projected for the City from 2015 through 2020 and 382 new units within 10 miles of Highway 246 & Avenue of Flags
- Owner and renter housing units are projected to **increase** both Citywide and within 10 miles

**Note:** Only considers occupied units; **Source:** U.S. Census Bureau (2010); ESRI (2016)

# Employment Projections by Industry

## Santa Barbara County

### Projected Employment Change 2012-2022

Industry	2012	2022	Change	Percent
Government	37,700	40,700	3,000	8.0%
Health Care & Social Assistance	20,700	25,900	5,200	25.1%
Retail Trade	18,500	20,400	1,900	10.3%
Prof., Scientific & Tech. Services	11,400	14,500	3,100	27.2%
Accommodation & Food Services	19,800	24,400	4,600	23.2%
Admin. & Support & Waste Mgmt.	9,300	12,100	2,800	30.1%
Arts, Entertainment & Recreation	3,100	3,300	200	6.5%
Wholesale Trade	4,200	5,000	800	19.0%
Construction	6,800	9,000	2,200	32.4%
Educational Services (Private)	2,800	3,000	200	7.1%
Mgmt. of Companies & Enterprises	1,800	2,000	200	11.1%
Other Services	5,300	6,200	900	17.0%
Real Estate & Rental & Leasing	2,900	3,200	300	10.3%
Transpo., Warehousing, Utilities	2,900	3,000	100	3.4%
Finance and Insurance	3,600	4,000	400	11.1%
Information	4,200	4,400	200	4.8%
Mining and Logging	1,200	1,500	300	25.0%
Manufacturing	12,000	14,500	2,500	20.8%
<b>Total Nonfarm</b>	<b>168,200</b>	<b>197,100</b>	<b>28,900</b>	<b>17.2%</b>
<b>Total Farm</b>	<b>18,800</b>	<b>22,700</b>	<b>3,900</b>	<b>20.7%</b>
<b>Total Employment</b>	<b>210,000</b>	<b>243,300</b>	<b>33,300</b>	<b>15.9%</b>

Source: California Employment Development Department, U.S. Bureau of Labor Statistics (2016)

# Summary of Employment Growth by Industry

- Employment projections within the County suggest higher than average growth for industries including health care, professional services, accommodation and food services, and administration, support, and waste management
- Industries projecting lower than average growth include retail trade, real estate and rental/leasing, finance and insurance, among others
- Industries with projected growth are typically closely tied to population growth, while industries with projected contraction are typically more dependent on technology and automation

## Market Demand Analysis

*Supply, Vacancy & Lease Rates*

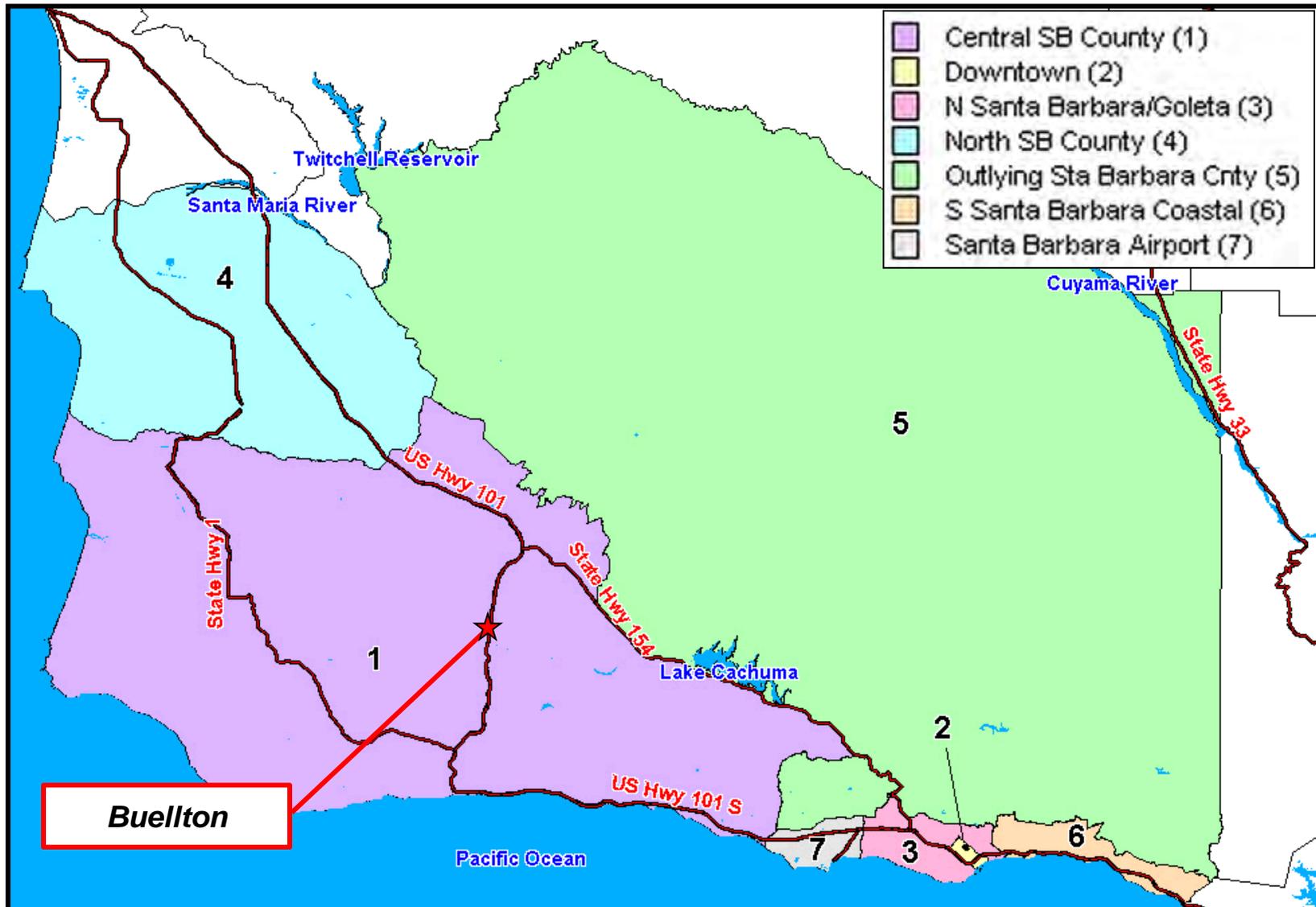
*(Retail, Industrial & Office Uses)*

# Supply, Vacancy & Lease Rates

## *Retail, Industrial & Office*

- Supply, vacancy, and lease rates for various land uses are compared between Southern California markets
- Buellton falls within the “Central S.B. County” submarket of the “Santa Barbara / Santa Maria / Goleta” market area (submarket also includes, Solvang, Santa Ynez, Lompoc, Los Olivos, and Los Alamos areas)
- Retail, industrial, and office vacancy within the greater Santa Barbara market is estimated **below** the Southern California / Central Coast average
- Retail and industrial lease rates within the greater Santa Barbara market are estimated **above** the Southern California / Central Coast average, while office lease rates are estimated **below** the Southern California / Central Coast average

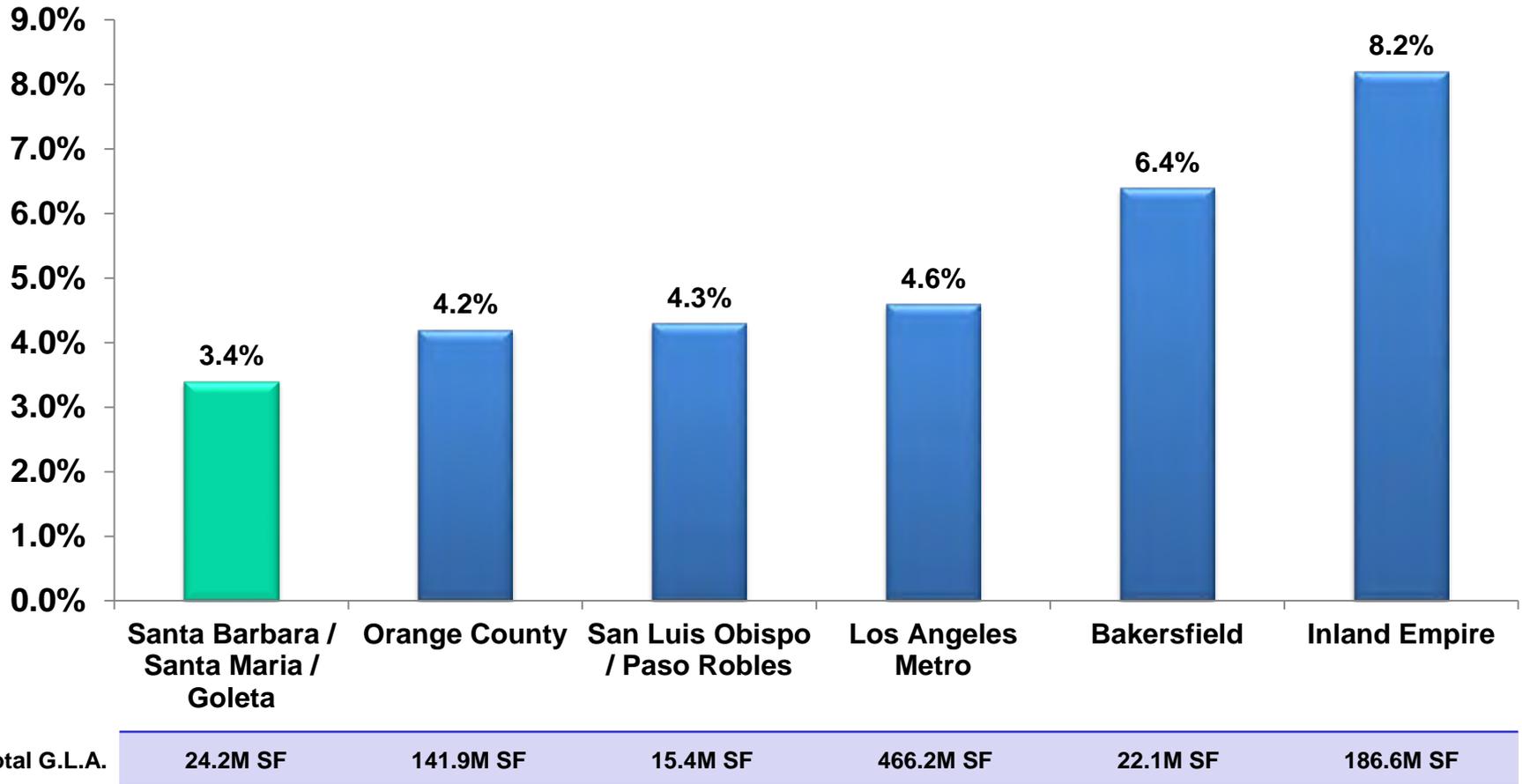
# Santa Barbara Market Overview



Source: CoStar Property (Q4 2015); Greater detail provided in Appendix

# Retail Vacancy by Market

## Retail Vacancy (Q4 2015)

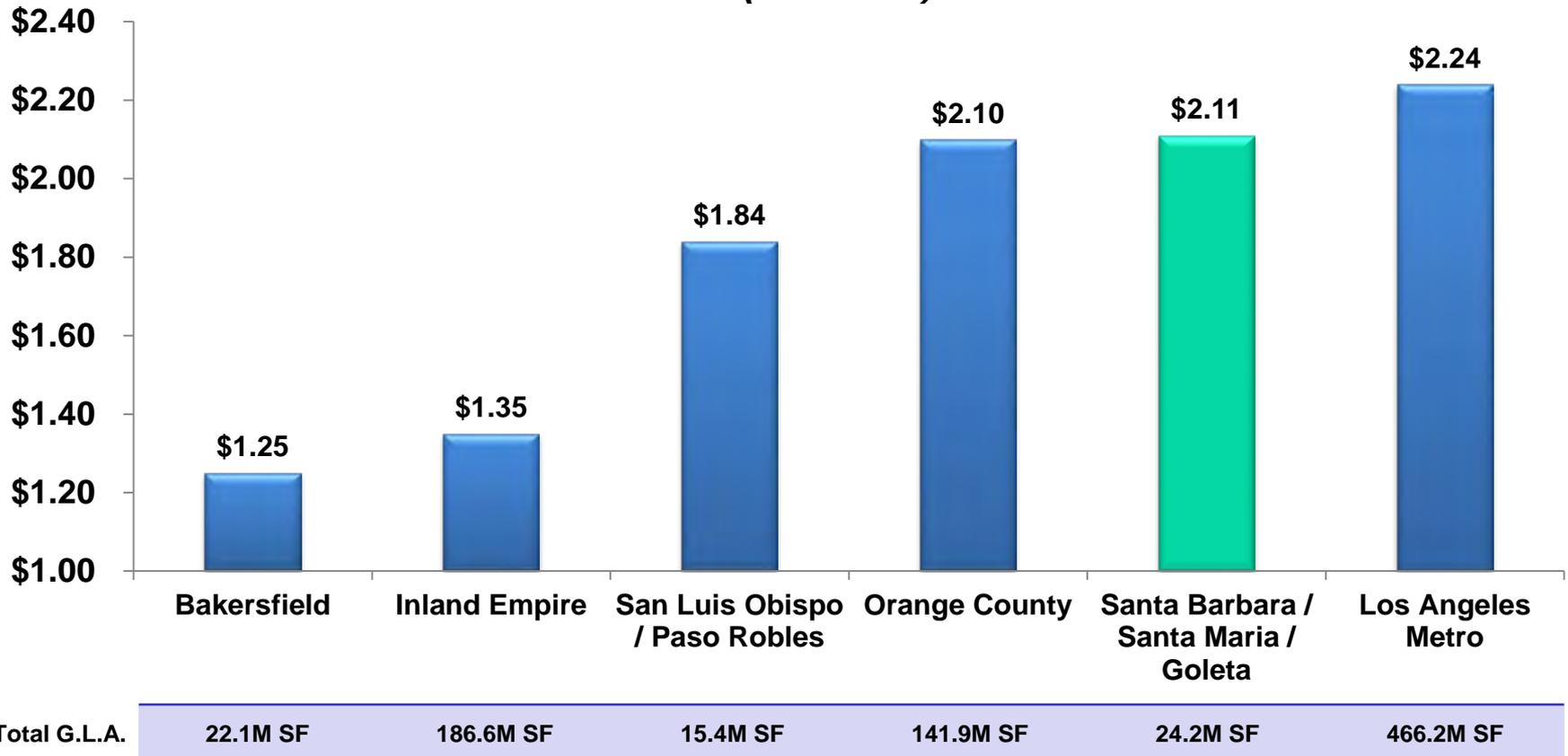


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Retail Lease Rates by Market

**Average Asking Retail Lease Rates – \$PSF / Month**  
***(Q4 2015)***

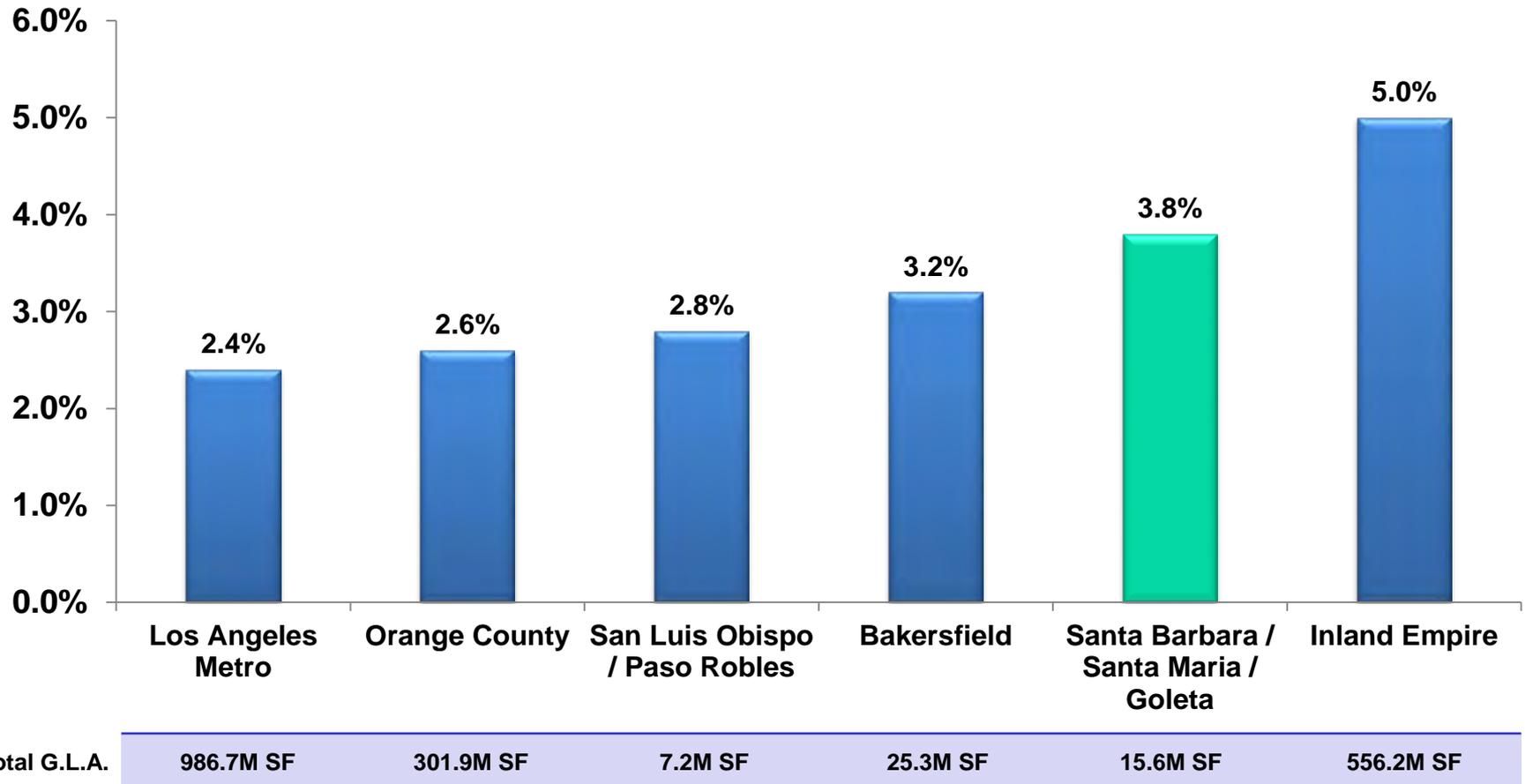


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Industrial Vacancy by Market

## Industrial Vacancy (Q4 2015)

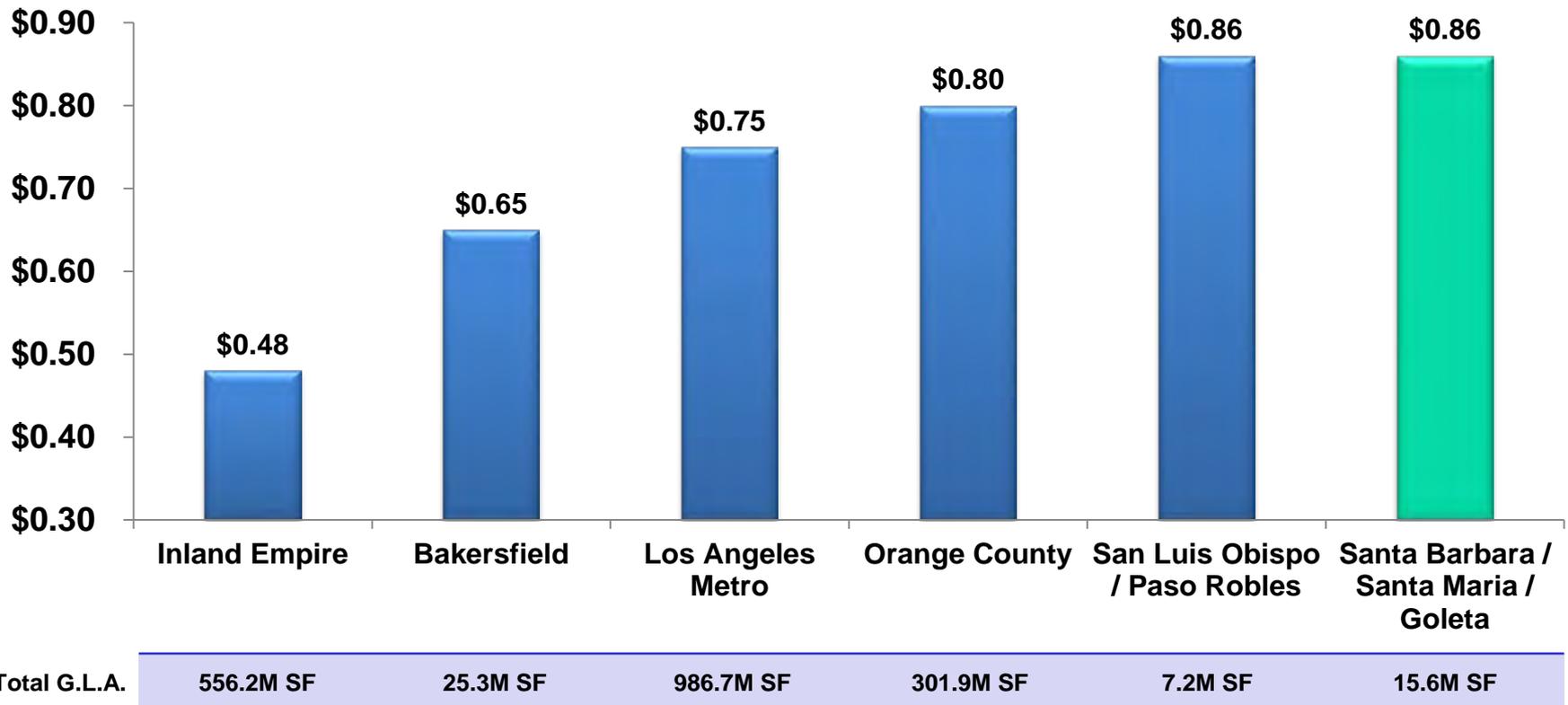


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Industrial Lease Rates by Market

## Average Asking Industrial Lease Rates – \$PSF / Month (Q4 2015)

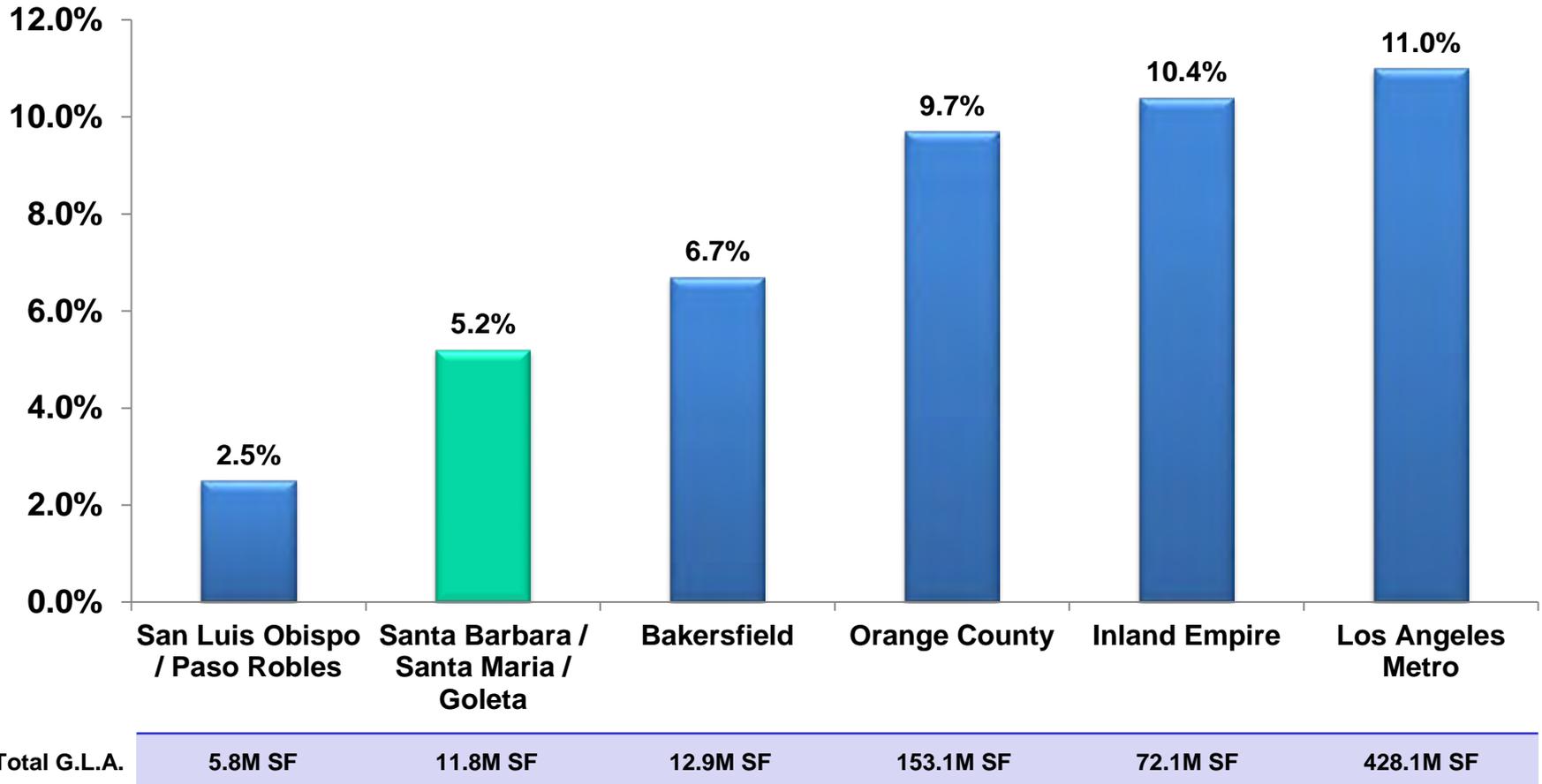


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Office Vacancy by Market

## Office Vacancy (Q4 2015)

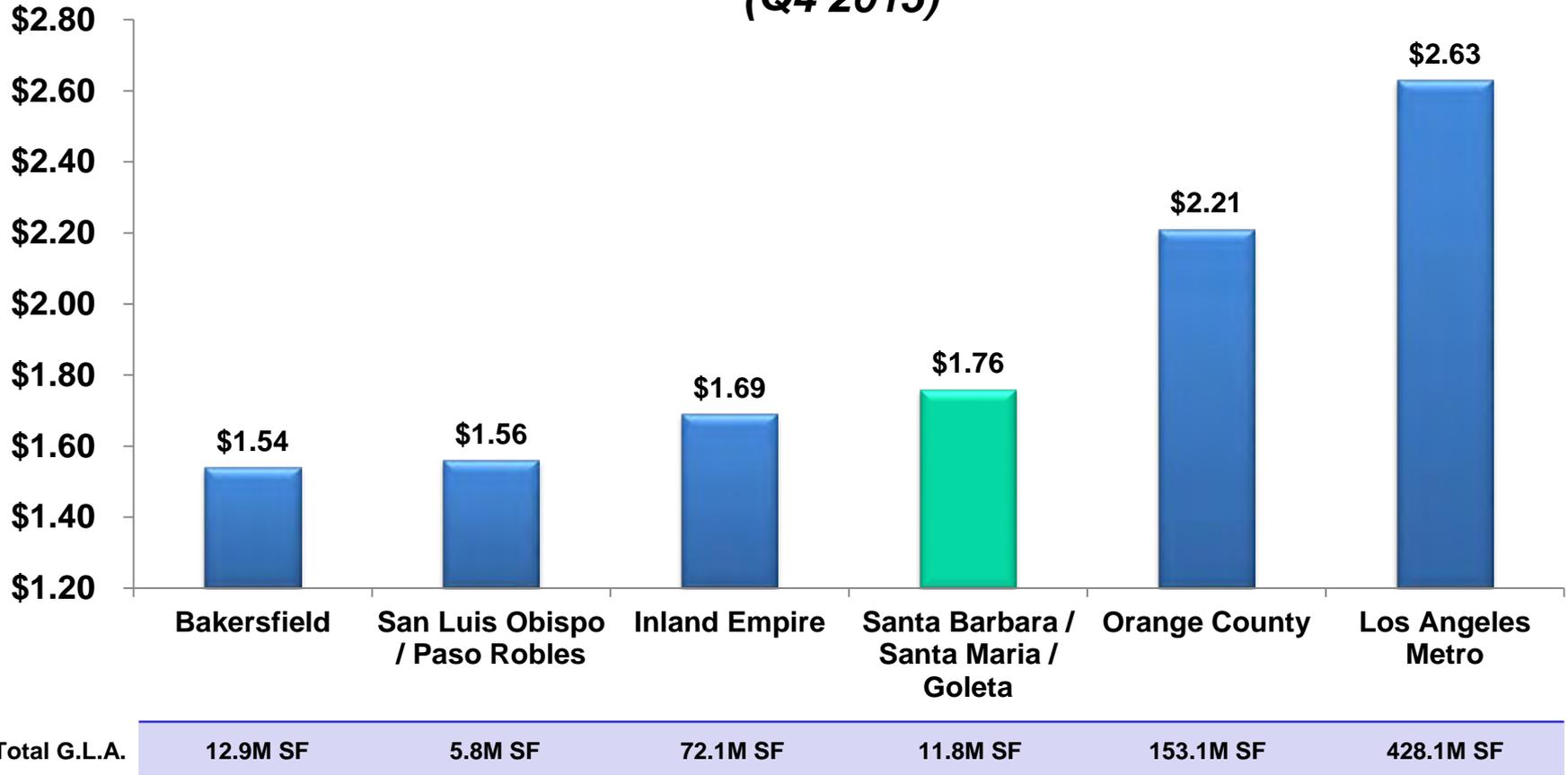


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Office Lease Rates by Market

**Average Asking Office Lease Rates – \$PSF / Month**  
***(Q4 2015)***



G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Greater Santa Barbara Market Detail

## *By Land Use*

Retail Type	# Ctrs	G.L.A.	Vacancy	Under Constr.	Avg. Rates
General Retail	1,693 bldgs	14,876,968 SF	1.9%	67,523 SF	\$2.65
Mall	3	1,460,414 SF	0.7%	0 SF	\$3.48
Power Center	2	935,424 SF	3.1%	0 SF	\$4.00
Shopping Center	165	6,970,373 SF	7.2%	45,281 SF	\$1.72
<b>Total Retail</b>	<b>2,112</b>	<b>24,243,179 SF</b>	<b>3.4%</b>	<b>112,804 SF</b>	<b>\$2.11</b>

Industrial Type	# Bldgs	G.L.A.	Vacancy	Under Constr.	Avg. Rates
Flex	167	4,046,657 SF	1.7%	0 SF	\$1.14
Warehouse	1,039	11,561,441 SF	4.6%	20,000 SF	\$0.76
<b>Total Industrial</b>	<b>1,206</b>	<b>15,608,098 SF</b>	<b>3.8%</b>	<b>20,000 SF</b>	<b>\$0.86</b>

Office Type	# Bldgs	G.L.A.	Vacancy	Under Constr.	Avg. Rates
Class A	1	72,200 SF	0.0%	0 SF	\$0.00
Class B	1,153	10,380,377 SF	4.3%	52,000 SF	\$1.91
Class C	257	1,346,754 SF	13.0%	0 SF	\$1.05
<b>Total Office</b>	<b>1,411</b>	<b>11,799,331 SF</b>	<b>5.2%</b>	<b>52,000 SF</b>	<b>\$1.76</b>

G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

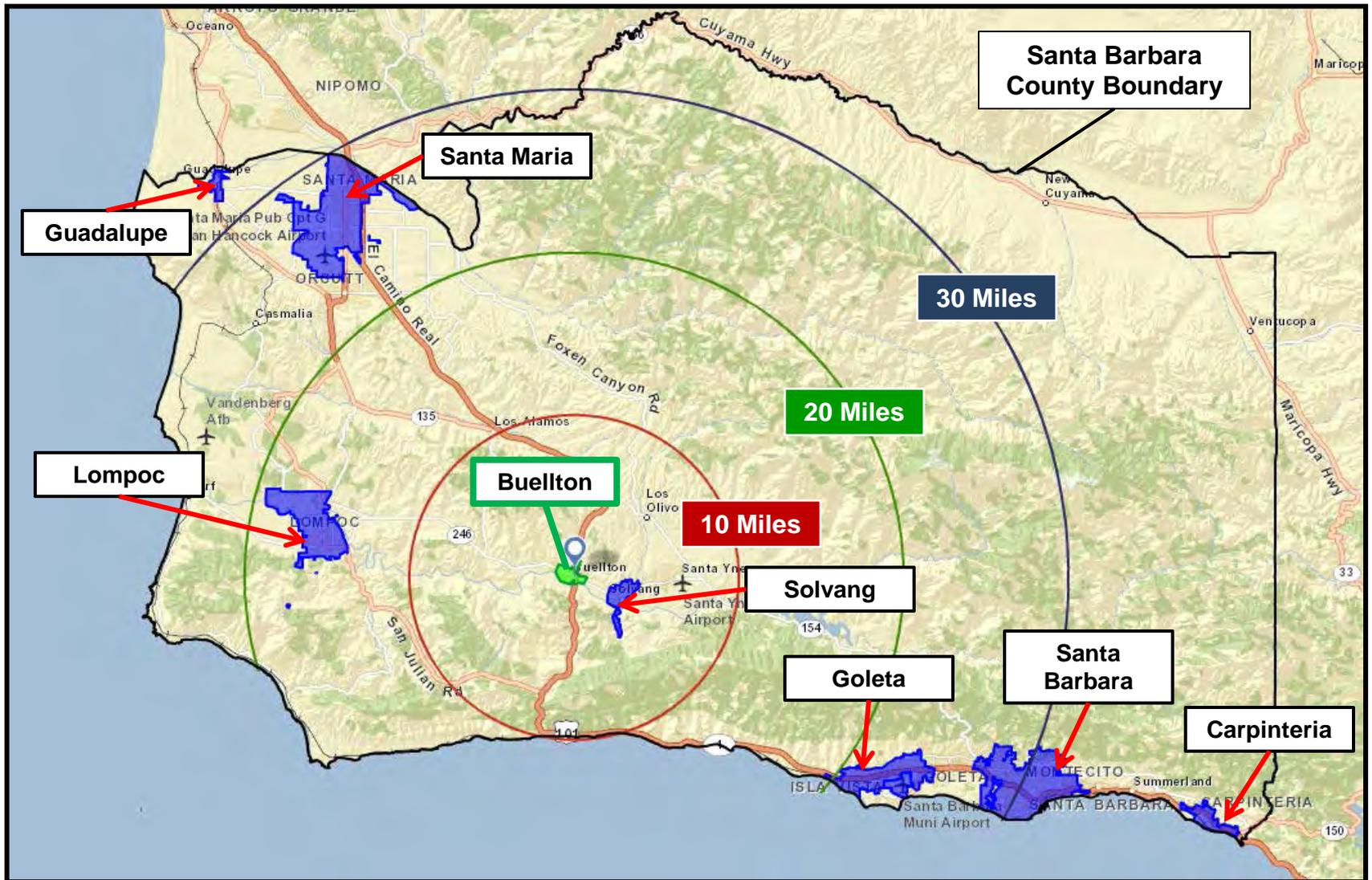
## Market Demand Analysis

*Retail Sales Surplus / Leakage*

# Taxable Retail Sales Performance

- Taxable consumer spending across retail categories is totaled and normalized for population within the City and comparison regions for the purpose of evaluating potential sales leakage / capture across jurisdictions
- Retail sales per capita for the City (~\$28,300) is above average when compared to neighboring cities and the County average (~\$15,700)
- Higher performing sales categories include health and personal care, electronics and appliance stores, grocery stores, restaurants, motor vehicle and parts dealers, and gasoline stations
- Lower performing retail categories include clothing, general merchandise, furniture, sporting goods, building materials, and other consumer goods
- Overall retail sales in the City are higher than retail spending potential based on households and average household income, suggesting that, overall, the City is likely capturing a significant portion of Buellton resident retail purchases and additionally capturing retail spending by residents of other cities and a significant visitor population (i.e. sales surplus)

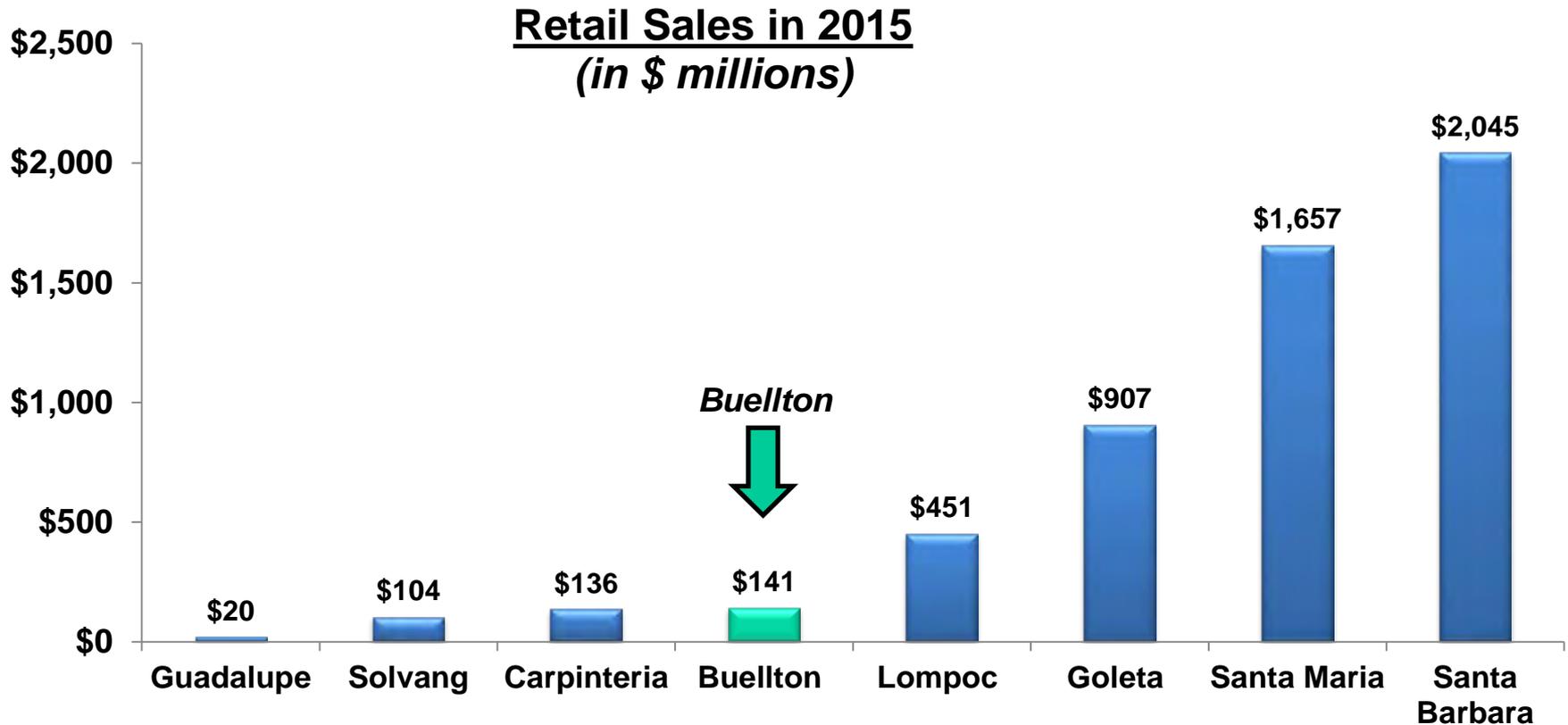
# Buellton & Comparison Cities



Source: ESRI (2016)

# Retail Sales Comparison

## *Buellton & Comparison Cities*



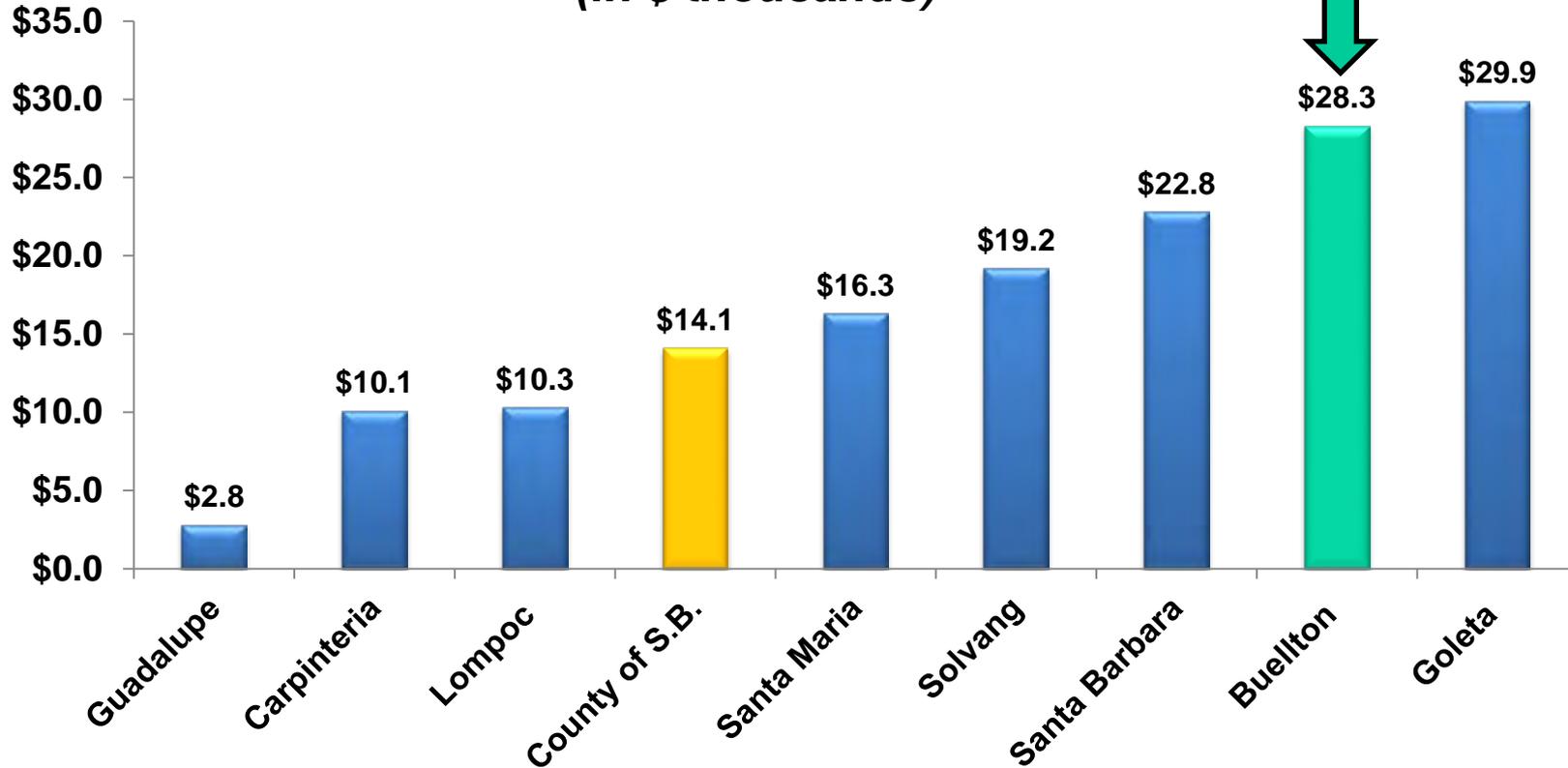
**2015 Population (000s):**

7.1	5.4	13.5	<b>5.0</b>	43.7	30.3	101.7	89.8
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Source: ESRI, Dun & Bradstreet (2016)

# Per Capita Retail Sales Buellton & Comparison Regions

**Per Capita Retail Sales in 2015**  
(in \$ thousands)

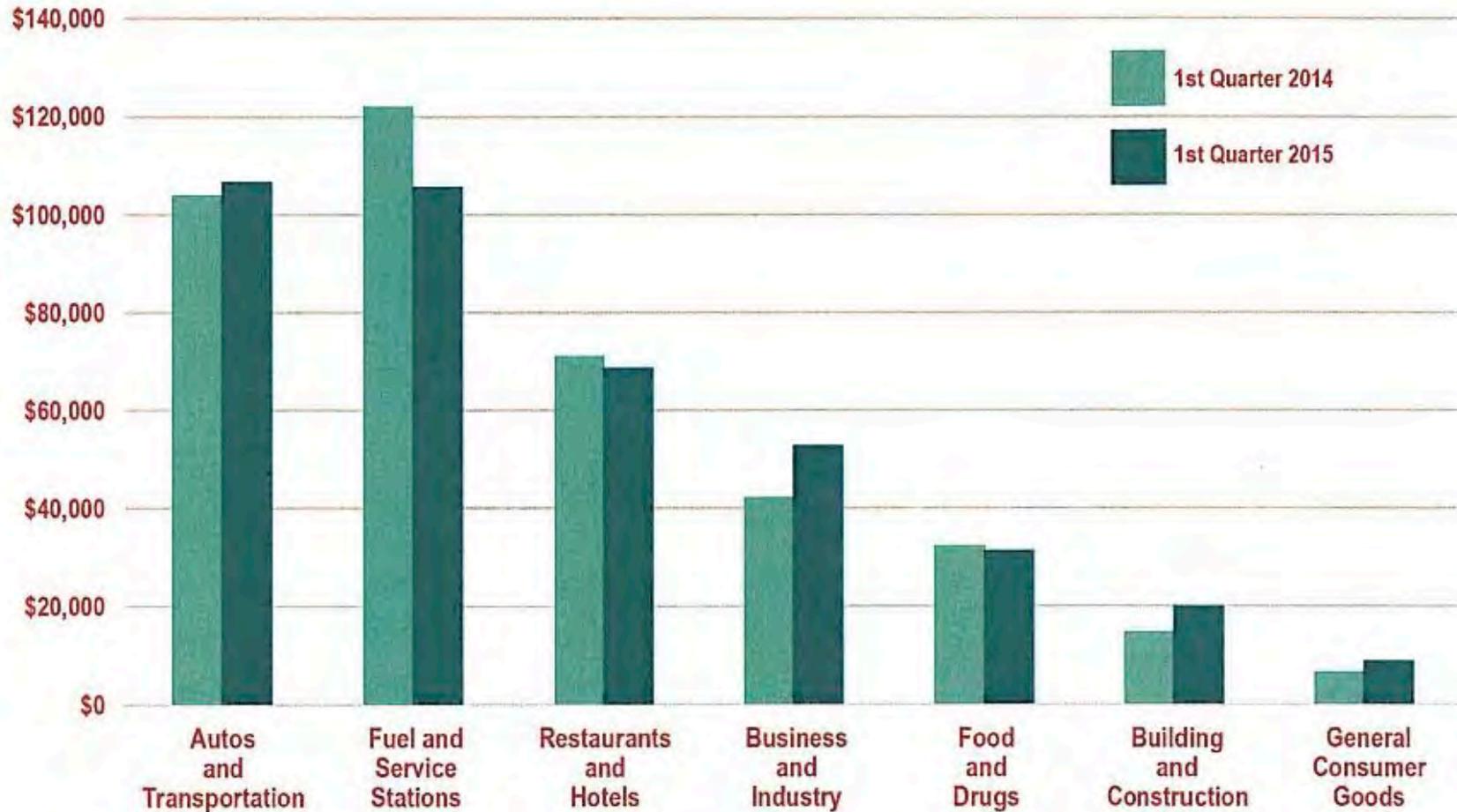


**2015 Population (000s):**



Source: ESRI, Dun & Bradstreet (2016)

# Sales Tax by Major Business Group



Source: HdL (2016)

# Top 25 Principal Sales Tax Remitters

<b>Top 25 Principal Sales Tax Remitters in 2015 (in Alphabetical Order)</b>	
AJ Spurs Saloon & Dining Hall	Jim Vreeland Ford
Albertsons	McDonalds
Andersons Pea Soup	O'Reilly Auto Parts
Buellton Mobil	PFG
Buellton Shell	Platinum Performance / Platinum Performance Vet
Conserv Fuel	Rio Vista Chevrolet
CVS Pharmacy	Santa Ynez Valley Marriott
Eagle Energy	Terravant Wine Company
Farm Supply	Tesoro Refining & Marketing
Firestone Walker Brewery	Todd Pipe & Supply
Farm Supply	Toms Gas & Market
Hitching Post II	Wild Wood Door Factory
Industrial Eats	

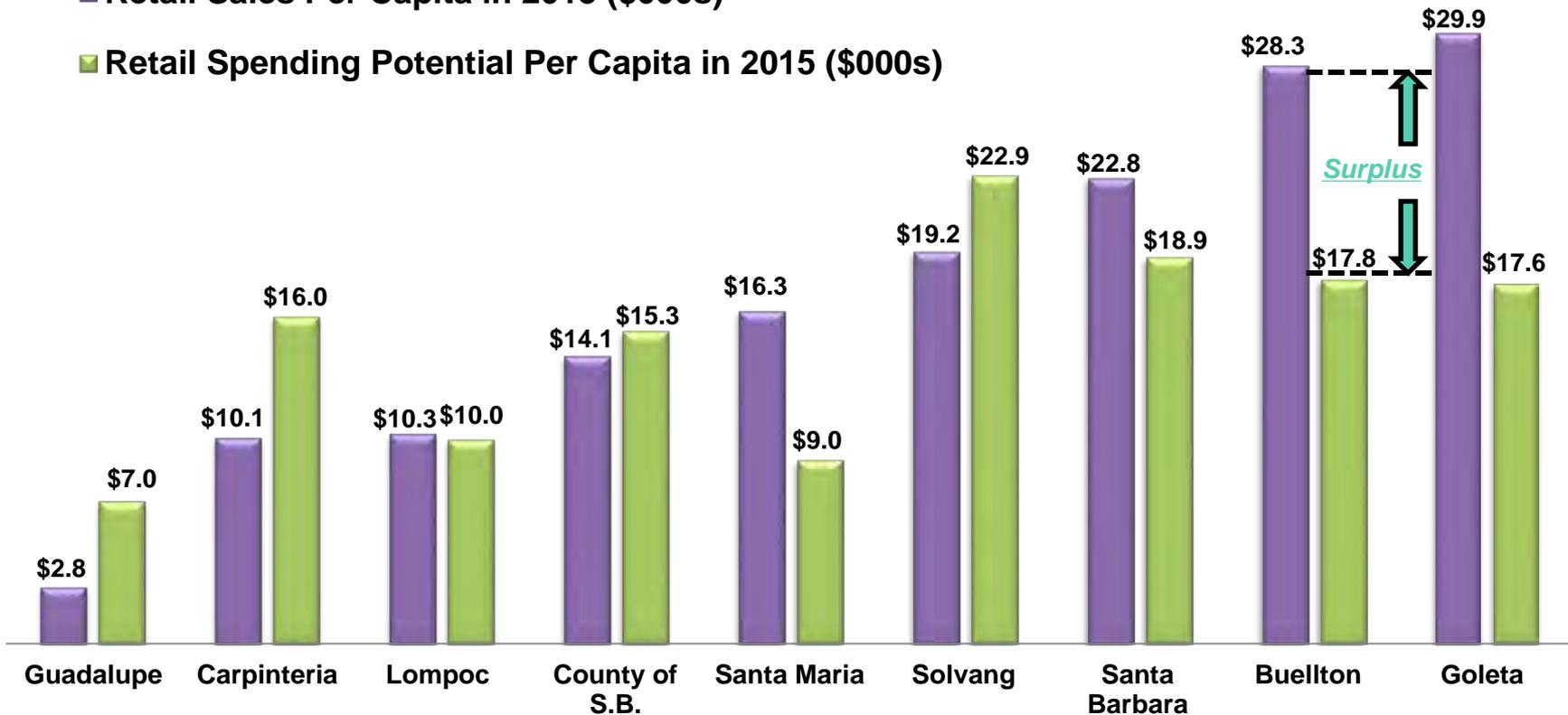
Source: City of Buellton "2015 Comprehensive Annual Financial Report"

# Retail Sales Surplus / Leakage

## “Cash Registers vs. Wallets”

■ Retail Sales Per Capita in 2015 (\$000s)

■ Retail Spending Potential Per Capita in 2015 (\$000s)



**Per Capita Sales Surplus/Leakage, Total Surplus/Leakage, and Percent Surplus/Leakage:**

(\$4.2K)	(\$5.8K)	\$0.3K	(\$1.2K)	\$7.3K	(\$3.7K)	\$3.9K	\$10.5K	\$12.3K
(\$30M)	(\$79M)	\$13M	(\$500M)	\$743M	(\$20M)	\$350M	\$52M	\$373M
(61%)	(37%)	3%	(8%)	81%	(16%)	21%	59%	70%

**Note:** Spending potential based on number of households, average household income, and estimated percentage of income spent on retail goods and services **Source:** ESRI, Dun & Bradstreet (2016)

# Retail Category Definitions

- **Shopper Goods / GAFO** *(General Merchandise, Apparel & Accessories, Furniture & Other Sales)*
  - Clothing & Clothing Accessories Stores
  - General Merchandise Stores
  - Furniture & Home Furnishings Stores
  - Health & Personal Care Stores
  - Sporting Goods, Hobby, Book & Music Stores
  - Electronics & Appliance Stores
  - Miscellaneous Store Retailers (incl. Office Supply)
- **Convenience Goods**
  - Food and Beverage (Grocery Stores)
  - Food Service and Drinking Places (Restaurants & Bars)
- **Heavy Commercial Goods**
  - Building Materials (Home Improvement)
  - Auto Dealers & Supplies
  - Gasoline / Service Stations
- Non-Store Retailers (e.g., Online Shopping & Mail-Order)

**Note:** Retail Categories delineated by NAICS / California Board of Equalization

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# Retail Sales Surplus / Leakage by Category

## City of Buellton

Retail Category	Retail Spending Potential	Retail Sales	Retail Surplus/ (Leakage)	Percent Surplus/ (Leakage)
<b><u>Shopper Goods (GAFO):</u></b>				
Clothing & Clothing Accessories Stores	\$5,449,334	\$2,050,295	(\$3,399,039)	(62.4%)
General Merchandise Stores	\$12,349,908	\$0	(\$12,349,908)	(100.0%)
Furniture & Home Furnishings Stores	\$2,764,887	\$0	(\$2,764,887)	(100.0%)
Health & Personal Care Stores	\$5,266,557	\$11,171,331	\$5,904,774	112.1%
Sporting Goods, Hobby, Book & Music Stores	\$2,361,948	\$1,191,724	(\$1,170,224)	(49.5%)
Electronics & Appliance Stores	\$4,367,676	\$6,692,387	2,324,711	53.2%
Miscellaneous Store Retailers	\$4,046,479	\$2,669,393	(\$1,377,086)	(34.0%)
<b>Subtotal – GAFO</b>	<b>\$36,606,789</b>	<b>\$23,775,130</b>	<b>(\$12,831,659)</b>	<b>(35.1%)</b>
<b><u>Convenience Goods:</u></b>				
Food & Beverage Stores (Grocery)	\$15,054,659	\$26,810,395	\$11,755,736	78.1%
Food Services & Drinking Places (Restaurants)	\$8,598,543	\$23,443,004	\$14,844,461	172.6%
<b>Subtotal – Convenience</b>	<b>\$23,653,202</b>	<b>\$50,253,399</b>	<b>\$26,600,197</b>	<b>112.5%</b>
<b><u>Heavy Commercial Goods:</u></b>				
Bldg Materials, Garden Equip. & Supply Stores	\$3,777,408	\$2,546,535	(\$1,230,873)	(32.6%)
Motor Vehicle & Parts Dealers	\$18,141,144	\$49,730,946	\$31,589,802	174.1%
Gasoline Stations	\$4,803,348	\$15,020,237	\$10,216,889	212.7%
<b>Subtotal – Heavy Commercial</b>	<b>\$26,721,900</b>	<b>\$67,297,718</b>	<b>\$40,575,818</b>	<b>151.8%</b>
Non-store Retailers	\$2,001,641	\$0	(\$2,001,641)	(100.0%)
<b>Total Retail</b>	<b>\$88,983,532</b>	<b>\$141,326,247</b>	<b>\$52,342,715</b>	<b>58.8%</b>

Source: ESRI, Dun & Bradstreet (2016)

## 2. Strategy

- a) Economic Development SWOT Evaluation
- b) Trade Area Retailer Voids
- c) Opportunity Site Assessment

# Economic Development SWOT Evaluation

# Economic Development SWOT Evaluation

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Regional intersection of Highways 101 and 246</li> <li>• High HH incomes / low unemployment</li> <li>• Importer of jobs from neighboring jurisdictions</li> <li>• Large visitor population to Valley</li> <li>• General fund health</li> <li>• Agricultural amenities (e.g. wineries, breweries)</li> <li>• Pea Soup Andersen's</li> <li>• Flexible, streamlined planning regulations</li> <li>• Low utility costs</li> <li>• Active E.D. Task Force, Chamber of Commerce / Visitor's Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively low population density</li> <li>• Current voids in certain retailer and hospitality categories and community amenities (e.g. downtown core)</li> </ul>	<ul style="list-style-type: none"> <li>• Available Opportunity Sites (<i>discussed later</i>)</li> <li>• Recruitment of retailers in void categories (<i>discussed later</i>)</li> <li>• Continued growth of agricultural amenities and attractions (e.g. breweries)</li> <li>• Village Specific Plan development</li> <li>• Avenue of Flags revitalization</li> </ul>	<ul style="list-style-type: none"> <li>• Dissolution of Redevelopment</li> <li>• Consensus on certain vision issues (e.g. Ave. of Flags, Sphere of Influence)</li> <li>• Projected contraction in manufacturing industry employment</li> </ul>

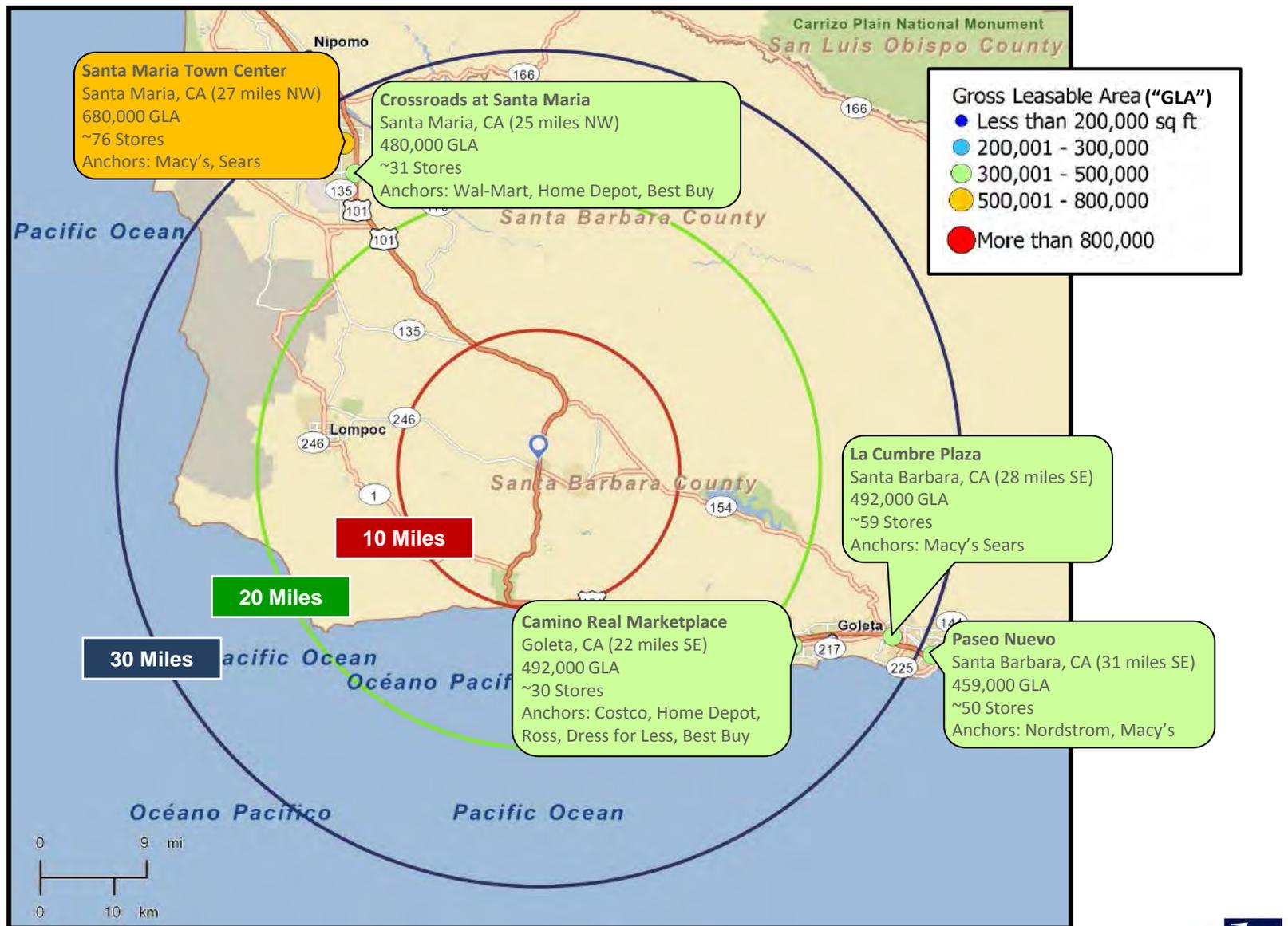
**Source:** General Plan 2025 Economic Development Element; Buellton Planning 101; Buellton Vision Plan; 2008 CALED Study; Kosmont meetings with Community Stakeholders

# Trade Area Retailer Voids

# Summary: Retailer Voids

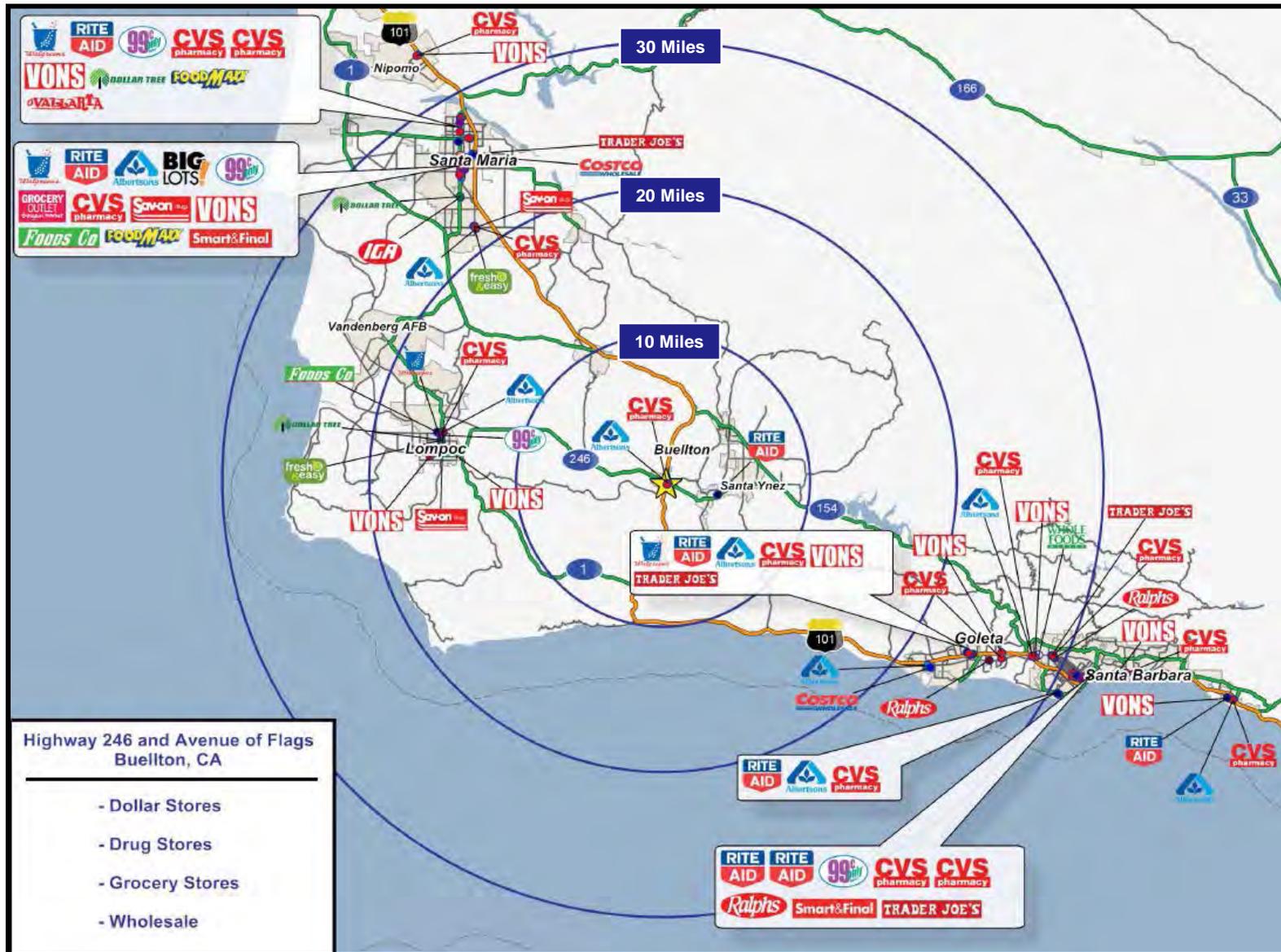
- Retailer voids were evaluated for all major retail categories within the City and larger trade area
- Potential voids were then evaluated based on potential compatibility between trade area characteristics and retailer demographic preferences, as well as current retailer expansion activity
- Potential voids include casual restaurants, household furnishings, home improvement, clothing/apparel, discount department stores, dollar stores, and others

# Major Shopping Center Map Within 30 Miles



Source: Sites USA; Directory of Major Malls (2013)

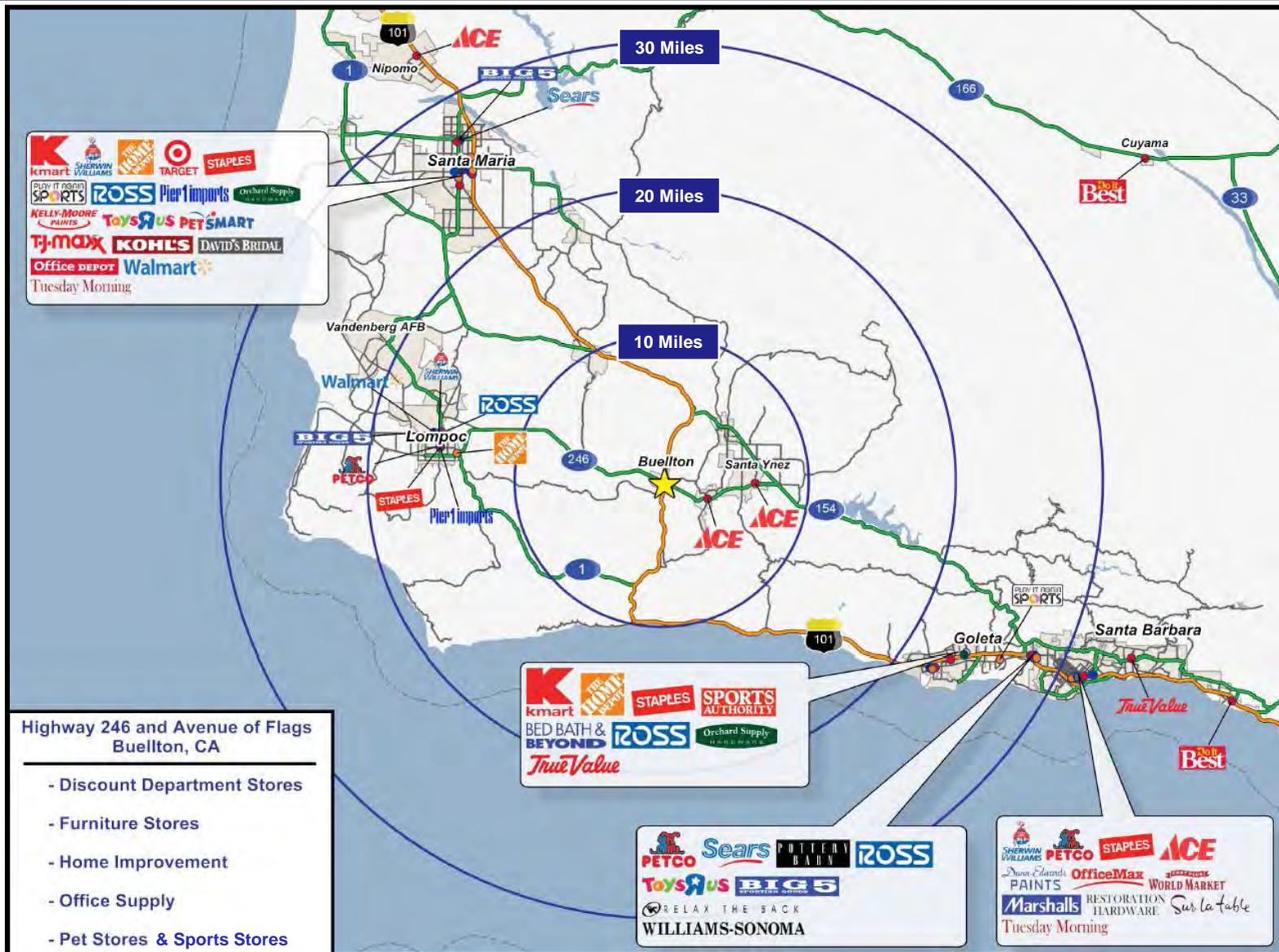
# Retailer Void Concentrations Dollar, Drug, Grocery, Wholesale Stores



Source: Sites USA (2013)

# Retailer Void Concentrations

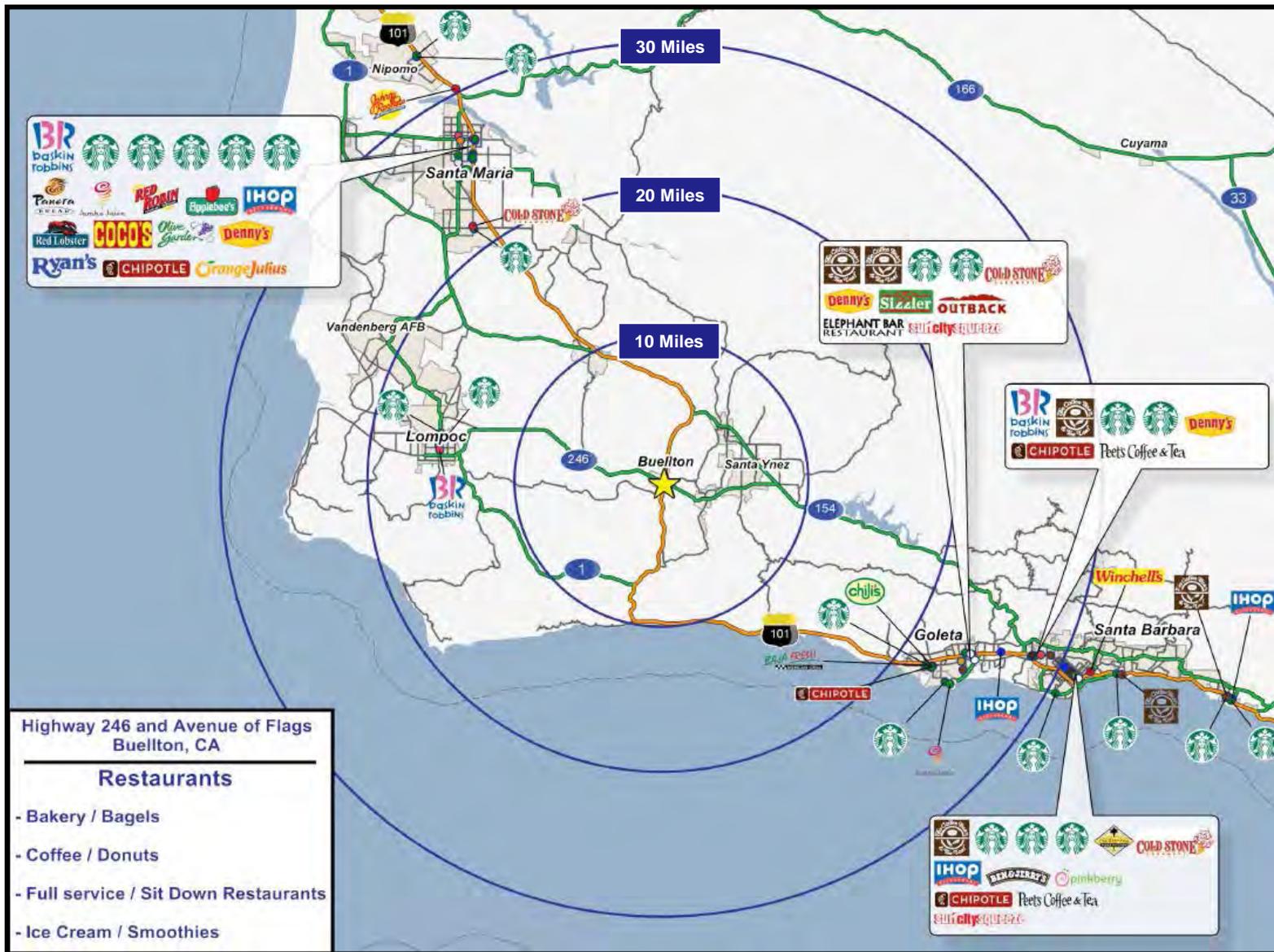
## Discount Dept., Furniture, Home, Office, Pet, Sports



Source: Sites USA (2013)

# Retailer Void Concentrations

## Casual Restaurants



Source: Sites USA (2013)

# Retailer Void Concentrations

## Fast Food



Source: Sites USA (2013)

# National Retailer Voids

(within 10 miles)

## Auto Parts Tires

America's Tire  
AutoZone  
Big O Tires  
Firestone  
Pep Boys

## Banks

Bank of America  
Bank of the West  
Chase Bank  
Citizens Bank  
U.S. Bank

## Computers Electronic

Apple Store  
Best Buy

## Convenience Stores

7-Eleven  
ARCO AmPm  
Valero

## Craft Fabric Stores

Aaron Brothers  
Jo-Ann  
Michaels

## Clothing Apparel

Abercrombie & Fitch  
American Eagle Outfitters  
Anthropologie  
Banana Republic  
BCBG Max Azria  
bebe  
Chico's  
Express  
Factory 2-U  
Forever 21  
Gap  
H And M  
J. Crew  
J. Jill  
Lane Bryant  
Lucky Brand Jeans  
Men's Wearhouse  
Old Navy  
PacSun  
Talbots  
Urban Outfitters  
Victoria's Secret  
Wet Seal  
White House | Black Market

## Department Stores

JCPenney  
Macy's  
Nordstrom  
Saks Fifth Avenue  
ULTA

## Discount Department Stores

David's Bridal  
Kmart  
Kohl's  
Marshalls  
Ross  
Sears  
Target  
TJ Maxx ★  
Toys R Us  
Tuesday Morning  
Wal-Mart

## Dollar Stores

99 Cent Only  
Big Lots  
Dollar General ★  
Dollar Tree  
Family Dollar

## Drug Stores

Savon  
Walgreens

## Fitness

24 Hour Fitness  
Anytime Fitness  
Spectrum Athletic Clubs

## Fitness

24 Hour Fitness  
Anytime Fitness / Fitness 19  
Spectrum Athletic Clubs

## Furniture Household

Anna's Linens  
Ashley Furniture  
Bed Bath & Beyond  
Cost Plus  
Pier 1  
Pottery Barn  
Relax The Back  
Sur La Table  
Williams-Sonoma

## Grocery Stores

Food Maxx  
Foods Co  
fresh&easy  
Grocery Outlet  
IGA  
Ralphs  
Trader Joe's  
Vallarta Supermarkets  
Vons  
Whole Foods

## Home Improvement

Do It Best  
Dunn-Edwards  
Home Depot  
ICI Paints  
Kelly-Moore  
Orchard  
Restoration Hardware  
Sherwin-Williams  
True Value ★

## Office Supply

Office Depot  
Office Max  
Staples

## Pet Stores

Petco ★  
PetsMart

## Sporting Goods

Big 5  
Play It Again Sports ★  
REI  
Sports Authority

## Wholesale

Costco  
Smart & Final ★

## Wireless Stores

AT&T  
Sprint  
T-Mobile

★ = identified as potentially compatible in meetings with Community Stakeholders

**Note:** Potential compatibility based primarily on retailer voids in local trade area

**Source:** Sites USA, Kosmont Companies (2013)

# National Retailer Voids – Restaurants

(within 10 miles)

## Restaurants Bakery Bagels

Panera Bread ★

## Restaurants Casual

Applebee's ★

Baja Fresh

California Pizza Kitchen

Chili's ★

Chipotle ★

Coco's

Denny's ★

Elephant Bar

IHOP ★

Olive Garden ★

Outback Steakhouse

Red Lobster

Red Robin

Ryan's

Sizzler

## Restaurants Coffee Donuts

Dunkin Donuts

Peet's

The Coffee Bean

Winchell's

## Restaurants Fast Food Major

Arby's

Dairy Queen

KFC

Wendy's

## Restaurants Fast Food Minor

Del Taco

El Pollo Loco

In-N-Out ★

Panda Express

Wienerschnitzel

## Restaurants Ice Cream Smoothie

Baskin-Robbins ★

Ben & Jerry's ★

Cold Stone Creamery

Jamba Juice

Orange Julius

Pinkberry ★

Surf City Squeeze

## Restaurants Pizza

Chuck E. Cheese's

Little Caesars

Papa John's

Papa Murphy's

Round Table

## Restaurants Sandwich

Charley's Grilled Subs

Jersey Mike's

Quiznos

★ = identified as  
potentially compatible in  
meetings with  
Community Stakeholders

**Note:** Potential compatibility based primarily on retailer voids in local trade area

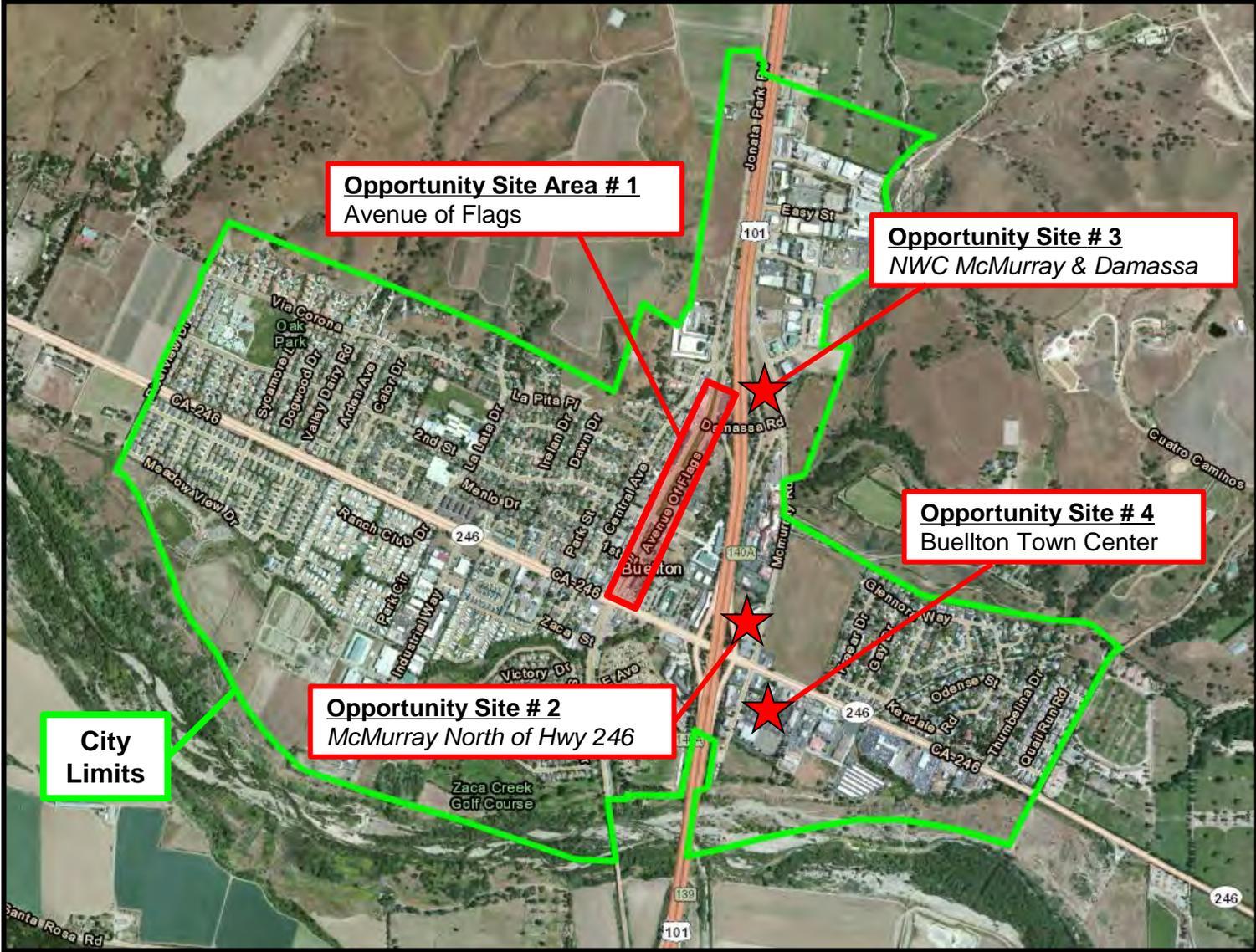
**Source:** Sites USA, Kosmont Companies (2013)

# Opportunity Site Assessment

# Opportunity Site Assessment

- Several locations within City were emphasized by the City and evaluated by the City/Consultant Team as potential Opportunity Sites for retail and other development
- Strengths, Challenges, and Opportunities were assessed for the Opportunity Sites in consideration of development feasibility

# Opportunity Site Overview

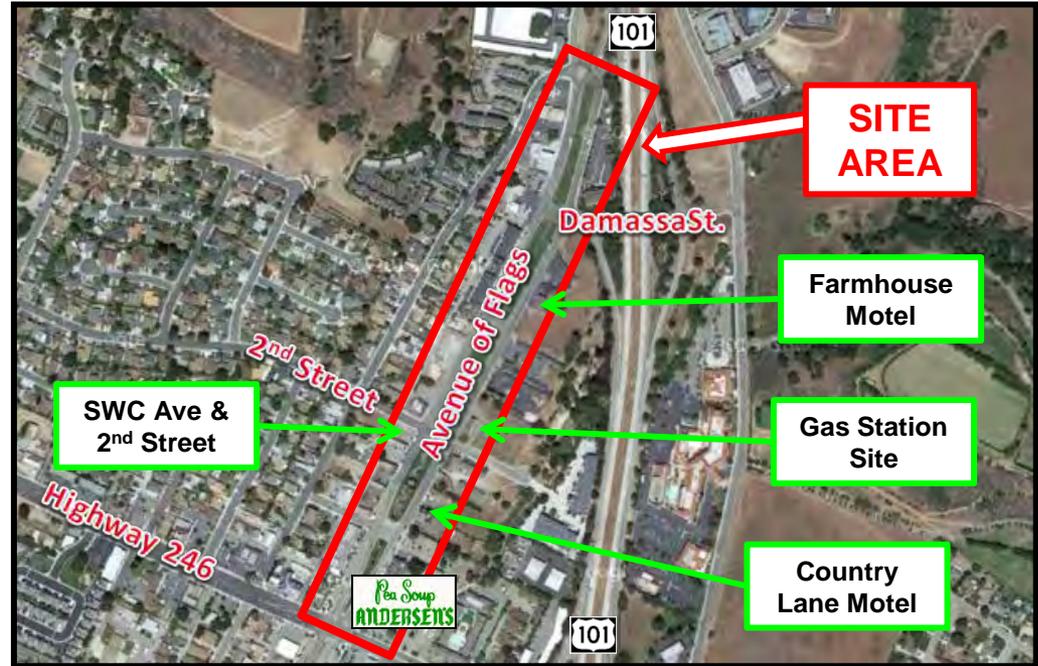


Source: ESRI (2013)

# Opportunity Site Area #1

## Avenue of Flags

- Various potential Opportunity Sites under separate private ownerships
- Zoned general commercial (CR)
- **Potential for zoning / density as economic incentive**



### Strengths

- Adjacent to Highways 246 and 101 with on-ramp and off-ramp access
- Central location within City
- Commercial zoning
- Strong household incomes

### Challenges

- Low population density
- Consensus on vision
- Multiple owners

### Opportunities

- Farmhouse Motel conversion
- Gas Station Site
- Country Lane Motel (Bach Hotel)
- SWC Ave of Flags & 2<sup>nd</sup> Street (Vacant Lot)

# Opportunity Site #2

## McMurray Road North of Highway 246

- ~0.56 acres
- ~5,000 SF building
- Owned by Motel 6
- Former Baker's Square
- Zoned general commercial (CR)



### Strengths

- Strong intersection at Highway 246 and McMurray Road
- Directly adjacent to robust retail area
- Commercial zoning with freeway signage
- Strong household incomes

### Challenges

- Low population density

### Opportunities

- **Suitable for restaurant pad users**

# Opportunity Site #3

## NWC McMurray Road & Damassa Road

- ~3.39 acres
- Owned by Rancho Jonata Trust
- Zoned general commercial (CR)



### Strengths

- Adjacent to Highway 101 with on-ramp and off-ramp access
- Excellent freeway visibility
- Commercial zoning
- Strong household incomes

### Challenges

- Low population density

### Opportunities

- **Ground-up development (e.g. retail, hospitality)**

# Opportunity Site #4

## SEC Highway 246 & McMurray Road (Town Center)

- Vacant ~4,000 SF building
- Owned by Alan Porter
- Former Blockbuster
- Zoned general commercial (CR)



### Strengths

- Strong intersection at Highway 246 and McMurray Road
- Dominant grocery-anchored shopping center
- Commercial zoning
- Strong household incomes

### Challenges

- Low population density

### Opportunities

- **In-line retail shop space**

## **3. Implementation**

- a) Summary of Findings
- b) Initial Targeted Outreach List
- c) Outreach in Progress
- d) Financing & Incentives
- e) Next Steps

# Summary of Findings

## Demographics & Employment

- Older, active local population with high HH incomes (mostly white); smaller than average HH size
- Significant visitor population and employees coming from neighboring Santa Barbara County jurisdictions and other areas
- Employment concentrated within accommodation and food services, agriculture, manufacturing, and retail trade

## Market Demand – Households & Industry Growth

- Renter households projected to increase faster than owner households within City, and renter households projected to **grow** within the larger trade area
- Industries tied to population growth are projected to **grow** within the County, including health care, retail trade, and accommodation and food services
- Industries dependent on technology and automation are projected to **diminish** within the County, including manufacturing, transportation, and warehousing

## Retail & Industry Retention & Recruitment

- City performs well relative to neighboring jurisdictions in terms of taxable retail sales per capita and capture of resident and non-resident spending (i.e. surplus)
- Higher performing sales categories include **health and personal care, electronics and appliance stores, grocery stores, restaurants, motor vehicle and parts dealers, and gasoline stations**, while lower performing retail categories include **clothing, general merchandise, furniture, sporting goods, and other consumer goods**
- **Leverage community strengths** to attract quality retail tenants to identified Opportunity Sites within City to capture spending in current void categories, including casual restaurants, household furnishings, home improvement, clothing/apparel, discount department stores, dollar stores, and others

## Economic Development without Redevelopment

- Dissolution of redevelopment agencies will continue to have a negative fiscal impact on most California cities
- Alternative economic tools should be explored for Buellton to retain and improve tax base and facilitate potential public-private transactions

# Sample Initial Targeted Retailer List

Retailer	Category	Closest Location to City	Current Locations	Min SF	Max SF	New Locations Planned Next Year	New Locations Planned Next 2 Years
TJ Maxx	Discount Dept. Stores	24.51 Mi NW	956	25,000	30,000	10	20
Dollar General	Dollar Stores	82.00 Mi NE	10,000	7,500	10,000	300	600
Fitness 19	Fitness	42.00 Mi NW	1,500	3,000	5,000	125	250
Vons	Grocery Stores	15.27 Mi NW	325	42,000	55,000		
True Value	Home Improvement	23.25 Mi SE	4,000	5,000	25,000		
Petco	Pet Stores	15.19 Mi NW	1,000	10,000	15,000	50	100
Panera Bread	Restaurants-Bakery	25.00 Mi NW	1,493	3,500	4,500	100	200
Applebee's	Restaurants-Casual	25.50 Mi NW	2,000	5,000	6,000	5	10
Chili's	Restaurants-Casual	22.50 Mi SE	1,526	3,900	5,500		
Chipotle	Restaurants-Casual	22.56 Mi SE	1,095	1,800	2,800	165	330
Denny's	Restaurants-Casual	24.40 Mi SE	1,600	4,000	5,100	75	150
IHOP	Restaurants-Casual	26.05 Mi SE	1,504	4,000	7,000	5	10
Olive Garden	Restaurants-Casual	25.72 Mi NW	743	6,400	7,500	40	80
Outback Steakhouse	Restaurants-Casual	24.35 Mi SE	900	5,000	6,500	10	20
Dunkin Donuts	Restaurants-Coffee/Donuts	220.0 Mi SE	10,500	1,200	2,600	330	650
In-N-Out	Restaurants-Fast Food	25.60 Mi NW	267	3,000	4,000	14	28
Baskin-Robbins	Restaurants-Ice Cream	15.17 Mi NW	2,700	1,000	1,500	200	400
Ben & Jerry's	Restaurants-Ice Cream	31.38 Mi SE	400	100	1,500	10	20
Pinkberry	Restaurants-Ice Cream	31.31 Mi SE	115	1,000	2,000	5	10
Play It Again Sports	Sporting Goods	24.78 Mi NW	350	2,800	3,500		
Smart & Final	Wholesale	25.68 Mi NW	282	20,000	35,000	10	20

**Note:** Targeted retailers based primarily on retail categories illustrating leakage from City, retailer voids in local trade area, retailer demographic preferences, and recent expansion activity

**Source:** Sites USA, Kosmont Companies (2013)

# Overview of Financing, Incentives & Other Economic Development Tools

- City may consider evaluation of potential economic development tools & strategies on case-by-case / transactional basis:

## Local Level

- Site-specific tax revenue (“SSTR”) pledges
- Impact fee reductions / waivers / deferrals
- Development opportunity reserve (“DOR”)
- Tax-exempt revenue & utility bonds
- Lease-leaseback financing
- Ground leases
- Operating covenants

## State & Federal Level

- Small Business Administration (SBA) loans
- U.S. Economic Development Administration (EDA) grants
- New Market Tax Credits (NMTCs)
- CA Infrastructure Bank (I-Bank) loans
- EB-5 Immigrant Investment

# Next Steps for Implementation

- Based on evaluated opportunity sites and compatible retailer voids, City & Consultant Team should outreach to targeted retailers and developers:
  - **Refine and distribute marketing collateral material to promote Opportunity Sites**
  - **Refine targeted list of retailers for outreach**
  - **Continued outreach to targeted retailers (incl. email outreach, conference calls, meetings / site tours, conference participation at ICSC and other events)**
- Case-by-case preliminary analysis of fiscal impacts and economic benefits (e.g. fiscal revenue and job creation) of key potential projects
- Evaluation of financing, incentives, and other economic development tools on a transactional basis (e.g. sales tax, TOT pledges)

# Marketing Flyers

## City of Buellton

### Retail Development Opportunity

NWC McMurray Road & Damassa Road



~3.39 Acres Owned by Ran

#### FEATURES:

- Adjacent to Highway 101 with on-ramp and off-ramp access
- Excellent freeway visibility
- Commercial zoning
- Traffic counts (2012): 28,600 AADT Hwy 101 & Damassa Rd

#### DEMOGRAPHICS (ESRI):

2012	City	10 Miles	20 Miles	30 Miles
Population	4,867	21,124	78,405	335,079
Households	1,784	8,189	26,889	109,094
Avg. HH Inc.	\$79,240	\$93,107	\$72,259	\$73,793

#### CONTACT US FOR A TRADE AREA TOUR:

Ken K. Hira  
Senior Vice President  
Kosmont Companies  
(949) 226-0288  
khira@kosmont.com

Kathy Vreeland  
Executive Director  
Buellton Chamber of Commers  
(805) 688-7829  
kathy@buelton.org

Do not rely on any measurements or placements of any improvements depicted on charts herein, as they are estimates only. The information shown has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified the data and make no guarantee, warranty or representation whatsoever. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for illustrative purposes only and should not be relied upon. The value of this information is dependent on tax, and other factors, which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. Development decisions are subject to City approval.

## City of Buellton

### Development/Redevelopment Opportunities

Avenue of Flags at Hwy 101 and State Route 246



~55-Acres - Various Underutilized Opportunity Sites with Separate Private Ownerships

#### FEATURES:

- Central location with multiple on/off-ramp access points from Hwy 101 and SR 246 (Ave of Flags, Damassa Rd, SR 246)
- Proposed mixed use retail/commercial and residential Specific Plan with Development Opportunity Reserve (DOR)
- Strong household incomes
- Traffic counts (2012): 40,633 AADT Hwy 101 & Hwy 246

#### DEMOGRAPHICS (ESRI):

2014	City	10 Miles	20 Miles	30 Miles
Population	4,946	21,646	79,896	340,226
Households	1,798	8,320	27,335	109,906
Avg. HH Inc.	\$93,605	\$113,163	\$82,812	\$81,664

#### CONTACT US FOR A TRADE AREA TOUR:

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Senior Vice President  
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(949) 226-0288  
khira@kosmont.com

Kathy Vreeland  
Executive Director  
Buellton Visitors Bureau  
(805) 688-7829  
kathy@buelton.org

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## City of Buellton

### Retail Tenant Opportunity

SEC Highway 246 and McMurray Road (Buellton Town Center)



**SITE**

(former Blockbuster)



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## City of Buellton

### Tenant/Redevelopment Opportunity

McMurray Road North of Highway 246



~0.56 Acres / 5,000 SF Building Owned by Motel 6 (former Baker's Square)

#### FEATURES:

- Strong intersection at Highway 246 and McMurray Road
- Directly adjacent to existing robust retail area
- Commercial zoning with freeway signage
- Suitable for restaurants pad user (5,000 SF building former Baker's Square)
- Traffic counts (2012): 40,633 AADT Hwy 101 & Hwy 246

#### DEMOGRAPHICS (ESRI):

2012	City	10 Miles	20 Miles	30 Miles
Population	4,867	21,124	78,405	335,079
Households	1,784	8,189	26,889	109,094
Avg. HH Inc.	\$79,240	\$93,107	\$72,259	\$73,793

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**APPENDIX B:**  
**PUBLIC PARKING LOTS**  
**and PARKING DISTRICTS**

## **Public Parking Lots and Parking Districts**

The City, a property owner, or a project developer may construct public parking lots in order to satisfy the parking requirements of a project or as part of the Development Opportunity Reserve Program (Section xx of the Specific Plan). A public parking lot may be placed on any property within the Specific Plan area as part of the development application process.

In addition, the City, either on its own initiative or upon the filing of a petition signed by 100 residents of the City, may establish by resolution a parking authority under the Parking Law of 1949 (Streets and Highway Code, §§ 32500 et seq.). Streets and Highway sections 32650 et seq. establish the procedures for forming and operating a parking authority. Parking authorities are a way to structure, organize and maintain a city's numerous public parking needs. Under the Parking Law of 1949, a parking authority is authorized to supply parking facilities and undertake actions that are incidental or advantageous to supplying parking facilities, but may not engage in other commercial activity.

Upon formation, a parking authority shall have the powers set forth in the Parking Law, including the power to:

- (1) sue and be sued, have a seal and make and execute contracts and other instruments necessary or convenient to the exercise of its powers;
- (2) make, and from time to time amend and repeal, by-laws and regulations not inconsistent with the Parking Law of 1949 to carry into effect its powers and purposes hereof;
- (3) select and appoint or remove such permanent and temporary officers, agents, counsel, and employees, as it requires, and may determine their qualifications, duties, and compensation;
- (4) purchase, lease, obtain, option upon, acquire by gift, grant, bequest, devise, or otherwise, any real or personal property within or outside the City, or any interest in, or improvements on, such property;
- (5) acquire any property through eminent domain;
- (6) sell, lease, exchange, transfer, assign, or otherwise dispose of any real or personal property or any interest in such property;
- (7) lay out, open, extend, widen, straighten, establish, or change the grade, in whole or in part, of public parking facilities and public rights of way necessary or convenient for such facilities; and
- (8) insure any of its real or personal property or operations against risks or hazards.

A parking authority may also acquire, construct, rent, lease, maintain, repair, manage and operate all or any portion of any real and personal property, including the leasing of the operation of the

property, and the leasing for commercial purposes of surplus space or space which it is not economic to use for parking purposes.

The parking authority may devote a portion of its property to uses noted in the Specific Plan when in its judgment it is convenient or necessary to conduct or permit such use in order to utilize properly the property as a parking facility subject to appropriate approvals by the City. However, such use shall be secondary to the primary use as a parking facility and the portion of the land devoted to the incidental use shall not exceed 25 percent of the surface area of the property. If a building is erected on the property for the purpose of parking motor vehicles, the incidental use of the building shall not occupy more than 25 percent of the floor area. The authority cannot manage or operate surplus space devoted to commercial purposes other than parking of vehicles, but may lease such space to private operators.

A parking authority may receive, control, and order the expenditure of any and all money and funds pertaining to parking facilities or related properties, including all revenue derived from operations of the authority, all money appropriated or made available by the City, the proceeds of all financial aid or assistance by the City, the State, or the Federal Government, the proceeds of assessments levied pursuant to the Parking Law of 1949, the proceeds of all bonds issued pursuant to the Parking Law of 1949, the proceeds of all general obligation, revenue, or other bonds issued by the City for parking facilities. The authority may invest funds held in reserve, or sinking funds, or funds not required for immediate disbursement, in property or securities in which cities may legally invest funds subject to their control. However, no such investment shall be made in contravention of any covenant or agreement with the holders of any bonds of the authority issued and outstanding.

The parking authority may borrow money or accept financial or other assistance from the City, the State, the Federal Government, or any other source for or in aid of any parking facility within its area of operation.



**APPENDIX C:  
INFRASTRUCTURE –  
COST ESTIMATES  
(Detail by Phase)**

**INFRASTRUCTURE COST ESTIMATE - SUMMARY**  
**CITY OF BUELLTON**  
**AVENUE OF FLAGS SPECIFIC PLAN**  
**ESTIMATED JUNE 2016**

ENGINEERS ESTIMATE

**A. PROJECT BASE COSTS**

Environmental Studies, Mitigation, etc.  
 Permitting: Fish & Game, RWQCB, etc.

SUBTOTAL : **\$300,000.00**

**B. CONSTRUCTION & DESIGN COSTS - BY PHASE**

1 Phase 1 (Traffic Calming & Design)

SUBTOTAL : **\$3,682,039.50**

2 Phase 2 (Medians 3 & 4)

SUBTOTAL : **\$12,515,584.05**

3 Phase 3 (Medians 1, 2, & 5)

SUBTOTAL : **\$6,724,086.75**

PHASES 1, 2 & 3 SUBTOTAL : **\$22,921,710.30**

**TOTAL ESTIMATE:** **\$23,221,710.30**

**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 1  
ESTIMATED JUNE 2016**

Phase 1 traffic calming consists of installing 4 way stops where appropriate for the final design. 4 way stops will include stop signs, stop bars and stop legends only.

**Traffic Calming Construction Costs**

**ENGINEERS ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Mobilization, Bonds & Insurance	LS	1
2	Project Safety & Traffic Control Plan	LS	1
3	Remove/Reset Existing Signs & Install New Signs	EA	18
4	Install Pavement Markings	SF	760

UNIT PRICE	ITEM TOTAL
\$25,000.00	\$25,000.00
\$25,000.00	\$25,000.00
\$300.00	\$5,400.00
\$20.00	\$15,200.00

<b>TOTAL CONSTRUCTION COST:</b>	<b>\$70,600.00</b>
<b>CONTINGENCY (20%):</b>	<b>\$14,120.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	<b>\$10,590.00</b>
<b>TOTAL PHASE 1 CONSTRUCTION EST:</b>	<b>\$95,310.00</b>

**DESIGN (25% OF CONSTRUCTION COST)**

**ENGINEERS ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Design Phase 1 - Traffic Calming	LS	1
2	Design Phase 2 - Median 3	LS	1
3	Design Phase 2 - Median 4	LS	1
4	Design Phase 3 - Median 1	LS	1
5	Design Phase 3 - Median 2	LS	1
6	Design Phase 3 - Median 5	LS	1

UNIT PRICE	ITEM TOTAL
\$23,827.50	\$23,827.50
\$1,596,484.50	\$1,596,484.50
\$721,216.25	\$721,216.25
\$150,993.75	\$150,993.75
\$1,014,751.25	\$1,014,751.25
\$79,456.25	\$79,456.25

**TOTAL PHASE 1 DESIGN ESTIMATE :** **\$3,586,729.50**

**TOTAL PHASE 1 ESTIMATE :** **\$3,682,039.50**

**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 2 (MEDIAN 3)  
ESTIMATED JUNE 2016**

Phase 2 consists of the complete construction of Medians 3 & 4 and the adjoining property frontage on the east and west sides of Avenue of Flags. Construction includes underground infrastructure such as sewer, water, and storm drain system installation. Widening of the medians and the existing property frontage, along with installation of numerous hardscape elements such as stamped concrete roadways, sidewalks and crosswalks with decorative pavers, and site furnishings are also included in this phase. Parking shall be created and landscape features will put the final touches on the phase as well as completion of trail improvements along Zaca Creek.

**Phase 2 - MEDIAN 3 (2 pages)**

**ENGINEERS ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	\$250,000.00	\$250,000.00
2	Project Safety & Traffic Control Plan	LS	1	\$60,000.00	\$60,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	\$20,000.00	\$20,000.00
4	Clearing and Grubbing	SF	37300	\$1.00	\$37,300.00
5	Excavation and Grading	CY	1950	\$17.00	\$33,150.00
6	Remove Signs	EA	6	\$200.00	\$1,200.00
7	Remove Flag Pole	EA	1	\$750.00	\$750.00
8	Remove Light Standard	EA	5	\$1,250.00	\$6,250.00
9	Remove AC Structural Section	SF	34320	\$40.00	\$1,372,800.00
10	Remove Curb	LF	1100	\$6.00	\$6,600.00
11	Remove Curb and Gutter	LF	1432	\$9.00	\$12,888.00
12	Install Storm Drain System	LS	1	\$75,000.00	\$75,000.00
13	Install Water System	LS	1	\$75,000.00	\$75,000.00
14	Install Sewer System	LS	1	\$100,000.00	\$100,000.00
15	Install Electrical System	LS	1	\$20,000.00	\$20,000.00
16	Install Irrigation System	LS	1	\$20,000.00	\$20,000.00
17	Grade Trail	LF	500	\$115.00	\$57,500.00
18	Raise Manhole/Valve Can/Utility Box to Grade	EA	15	\$750.00	\$11,250.00
19	Install Class II Aggregate Base	TON	1200	\$75.00	\$90,000.00
20	Install PCC Curb & Gutter (A2-6)	LF	1432	\$50.00	\$71,600.00
21	Install PCC Rolled Curb	LF	1100	\$55.00	\$60,500.00
22	Install Pervious Pavers	SF	10000	\$45.00	\$450,000.00
23	Install Curb Ramp	EA	12	\$5,000.00	\$60,000.00
24	Install ADA Ramp w/ Handrail	EA	1	\$18,000.00	\$18,000.00
25	Install Block Retaining Wall	LF	111	\$225.00	\$24,975.00
26	Install PCC Sidewalk	SF	12000	\$10.00	\$120,000.00
27	Install Pervious Concrete (Stamped & Colored)	SF	58610	\$15.00	\$879,150.00
28	Install AC Pavement	TON	0	\$110.00	\$0.00
29	Install Crosswalk	SF	2000	\$50.00	\$100,000.00
30	Install Tabled Crosswalk	SF	815	\$45.00	\$36,675.00
31	Install Bollards	EA	20	\$2,000.00	\$40,000.00
32	Install Signs	EA	12	\$300.00	\$3,600.00
33	Install Traffic Striping and Pavement Marking	LS	1	\$12,000.00	\$12,000.00
34	Install Pedestrian Lighting	EA	18	\$8,000.00	\$144,000.00
35	Install Landscaping	LS	1	\$20,000.00	\$20,000.00
36	Install Split Rail Fence	LF	500	\$100.00	\$50,000.00
37	Install Tree Grates	EA	6	\$1,500.00	\$9,000.00
38	Install Water Fountain	EA	1	\$1,500.00	\$1,500.00
39	Install Trash/Recycle Receptacles	EA	18	\$750.00	\$13,500.00
40	Install Benches	EA	9	\$1,250.00	\$11,250.00
41	Install Bike Racks	EA	2	\$1,000.00	\$2,000.00
42	Install Flag Poles	EA	3	\$5,000.00	\$15,000.00
43	Junction Building	SF	2500	\$350.00	\$875,000.00
44	Restroom Building	SF	1040	\$400.00	\$416,000.00
45	Kiosk ( 4 )	SF	900	\$225.00	\$202,500.00
46	Amphitheatre	LS	1	\$500,000.00	\$500,000.00

<b>TOTAL MEDIAN 3 ESTIMATE :</b>	<b>\$6,385,938.00</b>
<b>CONTINGENCY (20%):</b>	<b>\$1,277,187.60</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	<b>\$957,890.70</b>
<b>TOTAL MEDIAN 3 ESTIMATE :</b>	<b>\$8,621,016.30</b>

**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 2 (MEDIAN 4)  
ESTIMATED JUNE 2016**

Phase 2 consists of the complete construction of Medians 3 & 4 and the adjoining property frontage on the east and west sides of Avenue of Flags. Construction includes underground infrastructure such as sewer, water, and storm drain system installation. Widening of the medians and the existing property frontage, along with installation of numerous hardscape elements such as stamped concrete roadways, sidewalks and crosswalks with decorative pavers, and site furnishings are also included in this phase. Parking shall be created and landscape features will put the final touches on the phase as well as completion of trail improvements along Zaca Creek.

**Phase 2 - MEDIAN 4 (2 pages)**

**ENGINEERS ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	\$100,000.00	\$100,000.00
2	Project Safety & Traffic Control Plan	LS	1	\$40,000.00	\$40,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	\$20,000.00	\$20,000.00
4	Clearing and Grubbing	SF	29600	\$1.00	\$29,600.00
5	Excavation and Grading	CY	0	\$17.00	\$0.00
6	Remove Signs	EA	11	\$200.00	\$2,200.00
7	Remove Flag Pole	EA	7	\$750.00	\$5,250.00
8	Remove Light Standard	EA	6	\$1,250.00	\$7,500.00
9	Remove AC Structural Section	SF	8400	\$40.00	\$336,000.00
10	Remove Curb	LF	930	\$6.00	\$5,580.00
11	Remove Curb and Gutter	LF	840	\$9.00	\$7,560.00
12	Install Storm Drain System	LS	1	\$20,000.00	\$20,000.00
13	Install Water System	LS	1	\$30,000.00	\$30,000.00
14	Install Sewer System	LS	1	\$0.00	\$0.00
15	Install Electrical System	LS	1	\$15,000.00	\$15,000.00
16	Install Irrigation System	LS	1	\$12,000.00	\$12,000.00
17	Grade Trail	LF	0	\$115.00	\$0.00
18	Raise Manhole/Valve Can/Utility Box to Grade	EA	10	\$750.00	\$7,500.00
19	Install Class II Aggregate Base	TON	350	\$75.00	\$26,250.00
20	Install PCC Curb & Gutter (A2-6)	LF	840	\$50.00	\$42,000.00
21	Install PCC Rolled Curb	LF	930	\$55.00	\$51,150.00
22	Install Pervious Pavers	SF	10000	\$45.00	\$450,000.00
23	Install Curb Ramp	EA	12	\$5,000.00	\$60,000.00
24	Install ADA Ramp w/ Handrail	EA	0	\$18,000.00	\$0.00
25	Install Block Retaining Wall	LF	0	\$225.00	\$0.00
26	Install PCC Sidewalk	SF	10080	\$10.00	\$100,800.00
27	Install Pervious Concrete (Stamped & Colored)	SF	0	\$15.00	\$0.00
28	Install AC Pavement	TON	350	\$110.00	\$38,500.00
29	Install Crosswalk	SF	2000	\$50.00	\$100,000.00
30	Install Tabled Crosswalk	SF	815	\$45.00	\$36,675.00
31	Install Bollards	EA	20	\$2,000.00	\$40,000.00
32	Install Signs	EA	12	\$300.00	\$3,600.00
33	Install Traffic Striping and Pavement Marking	LS	1	\$12,000.00	\$12,000.00
34	Install Pedestrian Lighting	EA	17	\$8,000.00	\$136,000.00
35	Install Landscaping	LS	1	\$5,000.00	\$5,000.00
36	Install Split Rail Fence	LF	0	\$100.00	\$0.00
37	Install Tree Grates	EA	5	\$1,500.00	\$7,500.00
38	Install Water Fountain	EA	1	\$1,500.00	\$1,500.00
39	Install Trash/Recycle Receptacles	EA	12	\$750.00	\$9,000.00
40	Install Benches	EA	6	\$1,250.00	\$7,500.00
41	Install Bike Racks	EA	2	\$1,000.00	\$2,000.00
42	Install Flag Poles	EA	3	\$5,000.00	\$15,000.00
43	Remove Hardscape (Benches/Monuments)	LS	1	\$5,000.00	\$5,000.00
44	Install Commercial Driveway	SF	1000	\$15.00	\$15,000.00
45	Art and Food Cluster	SF	2292	\$350.00	\$802,200.00
46	Trellis Cover (2)	SF	800	\$200.00	\$160,000.00
47	Shade Canopies	EA	6	\$20,000.00	\$120,000.00

<b>TOTAL MEDIAN 4 ESTIMATE :</b>	<b>\$2,884,865.00</b>
<b>CONTINGENCY (20%):</b>	<b>\$576,973.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	<b>\$432,729.75</b>
<b>TOTAL MEDIAN 4 ESTIMATE :</b>	<b>\$3,894,567.75</b>

**TOTAL PHASE 2 CONSTRUCTION ESTIMATE : \$12,515,584.05**

**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 3 (MEDIAN 1)  
ESTIMATED JUNE 2016**

Phase 3 consists of the complete construction of Medians 1, 2 & 5 and the adjoining property frontage on the east and west sides of Avenue of Flags. Construction includes creation of parking along the frontage and within the medians as well as infrastructure necessary for median specific water needs. Widening of the sidewalk frontage and storm drain improvements will be features in this phase. Hardscape elements and amenities such as site furnishings and decorative lighting will be incorporated as well as additional landscaping.

**Phase 3 - MEDIAN 1 (2 pages)**

**ENGINEERS ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	\$50,000.00	\$50,000.00
2	Project Safety & Traffic Control Plan	LS	1	\$10,000.00	\$10,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	\$5,000.00	\$5,000.00
4	Clearing and Grubbing	SF	1000	\$1.00	\$1,000.00
5	Remove Signs	EA	5	\$200.00	\$1,000.00
6	Remove Flag Pole	EA	1	\$750.00	\$750.00
7	Remove Light Standard	EA	5	\$1,250.00	\$6,250.00
8	Remove AC Structural Section	SF	2000	\$40.00	\$80,000.00
9	Remove Curb	LF	0	\$6.00	\$0.00
10	Remove Curb and Gutter	LF	650	\$9.00	\$5,850.00
11	Install Storm Drain System	LS	1	\$25,000.00	\$25,000.00
12	Install Water System	LS	0	\$40,000.00	\$0.00
13	Install Sewer System	LS	0	\$50,000.00	\$0.00
14	Install Electrical System	LS	1	\$15,000.00	\$15,000.00
15	Install Irrigation System	LS	1	\$8,000.00	\$8,000.00
16	Grade Trail	LF	0	\$115.00	\$0.00
17	Raise Manhole/Valve Can/Utility Box to Grade	EA	3	\$750.00	\$2,250.00
18	Install Class II Aggregate Base	TON	350	\$75.00	\$26,250.00
19	Install PCC Curb & Gutter (A2-6)	LF	650	\$50.00	\$32,500.00
20	Install PCC Rolled Curb	LF	0	\$55.00	\$0.00
21	Install Pervious Pavers	SF	975	\$45.00	\$43,875.00
22	Install Curb Ramp	EA	4	\$5,000.00	\$20,000.00
23	Install ADA Ramp w/ Handrail	EA	0	\$18,000.00	\$0.00
24	Install Block Retaining Wall	LF	350	\$250.00	\$87,500.00
25	Install PCC Sidewalk	SF	3500	\$10.00	\$35,000.00
26	Install Pervious Concrete (Stamped & Colored)	SF	0	\$15.00	\$0.00
27	Install AC Pavement	TON	275	\$110.00	\$30,250.00
28	Install Crosswalk	SF	1000	\$50.00	\$50,000.00
29	Install Tabled Crosswalk	SF	0	\$45.00	\$0.00
30	Install Bollards	EA	0	\$2,000.00	\$0.00
31	Install Signs	EA	5	\$300.00	\$1,500.00
32	Install Traffic Striping and Pavement Marking	LS	1	\$8,000.00	\$8,000.00
33	Install Pedestrian Lighting	EA	6	\$8,000.00	\$48,000.00
34	Install Landscaping	LS	1	\$6,000.00	\$6,000.00
35	Install Split Rail Fence	LF	0	\$100.00	\$0.00
36	Install Tree Grates	EA	0	\$1,500.00	\$0.00
37	Install Water Fountain	EA	0	\$1,500.00	\$0.00
38	Install Trash/Recycle Receptacles	EA	0	\$750.00	\$0.00
39	Install Benches	EA	0	\$1,250.00	\$0.00
40	Install Bike Racks	EA	0	\$1,000.00	\$0.00
41	Install Flag Poles	EA	1	\$5,000.00	\$5,000.00

<b>TOTAL MEDIAN 1 ESTIMATE :</b>	<b>\$603,975.00</b>
<b>CONTINGENCY (20%):</b>	<b>\$120,795.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	<b>\$90,596.25</b>
<b>TOTAL MEDIAN 1 ESTIMATE :</b>	<b>\$815,366.25</b>

**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 3 (MEDIAN 2)  
ESTIMATED JUNE 2016**

Phase 3 consists of the complete construction of Medians 1, 2 & 5 and the adjoining property frontage on the east and west sides of Avenue of Flags. Construction includes creation of parking along the frontage and within the medians as well as infrastructure necessary for median specific water needs. Widening of the sidewalk frontage and storm drain improvements will be features in this phase. Hardscape elements and amenities such as site furnishings and decorative lighting will be incorporated as well as additional landscaping.

**Phase 3 - MEDIAN 2 (2 pages)**

**ENGINEERS ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	\$200,000.00	\$200,000.00
2	Project Safety & Traffic Control Plan	LS	1	\$40,000.00	\$40,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	\$15,000.00	\$15,000.00
4	Remove Signs	EA	8	\$200.00	\$1,600.00
5	Remove Flag Pole	EA	1	\$750.00	\$750.00
6	Remove Light Standard	EA	4	\$1,250.00	\$5,000.00
7	Remove AC Structural Section	SF	40000	\$40.00	\$1,600,000.00
8	Remove Curb	LF	1100	\$6.00	\$6,600.00
9	Remove Curb and Gutter	LF	600	\$9.00	\$5,400.00
10	Install Storm Drain System	LS	1	\$20,000.00	\$20,000.00
11	Install Water System	LS	1	\$30,000.00	\$30,000.00
12	Install Sewer System	LS	0	\$50,000.00	\$0.00
13	Install Electrical System	LS	1	\$18,000.00	\$18,000.00
14	Install Irrigation System	LS	1	\$8,000.00	\$8,000.00
15	Grade Trail	LF	0	\$115.00	\$0.00
16	Raise Manhole/Valve Can/Utility Box to Grade	EA	10	\$750.00	\$7,500.00
17	Install Class II Aggregate Base	TON	350	\$75.00	\$26,250.00
18	Install PCC Curb & Gutter (A2-6)	LF	600	\$50.00	\$30,000.00
19	Install PCC Rolled Curb	LF	1100	\$55.00	\$60,500.00
20	Install Pervious Pavers	SF	2700	\$45.00	\$121,500.00
21	Install Curb Ramp	EA	8	\$5,000.00	\$40,000.00
22	Install ADA Ramp w/ Handrail	EA	0	\$18,000.00	\$0.00
23	Install Block Retaining Wall	LF	0	\$225.00	\$0.00
24	Install PCC Sidewalk	SF	8000	\$10.00	\$80,000.00
25	Install Pervious Concrete (Stamped & Colored)	SF	4400	\$15.00	\$66,000.00
26	Install AC Pavement	TON	378	\$110.00	\$41,580.00
27	Install Crosswalk	SF	1000	\$50.00	\$50,000.00
28	Install Tabled Crosswalk	SF	815	\$45.00	\$36,675.00
29	Install Bollards	EA	0	\$2,000.00	\$0.00
30	Install Signs	EA	8	\$300.00	\$2,400.00
31	Install Traffic Striping and Pavement Marking	LS	1	\$10,000.00	\$10,000.00
32	Install Pedestrian Lighting	EA	24	\$8,000.00	\$192,000.00
33	Install Landscaping	LS	1	\$5,000.00	\$5,000.00
34	Install Split Rail Fence	LF	0	\$100.00	\$0.00
35	Install Tree Grates	EA	8	\$1,500.00	\$12,000.00
36	Install Water Fountain	EA	1	\$1,500.00	\$1,500.00
37	Install Trash/Recycle Receptacles	EA	18	\$750.00	\$13,500.00
38	Install Benches	EA	9	\$1,250.00	\$11,250.00
39	Install Bike Racks	EA	2	\$1,000.00	\$2,000.00
40	Install Flag Poles	EA	3	\$5,000.00	\$15,000.00
41	Install Commercial Driveway	SF	600	\$15.00	\$9,000.00
42	Event Barn	SF	4050	\$300.00	\$1,215,000.00
43	Canopies (3)	EA	3	\$20,000.00	\$60,000.00

<b>TOTAL MEDIAN 2 ESTIMATE :</b>	<b>\$4,059,005.00</b>
<b>CONTINGENCY (20%):</b>	<b>\$811,801.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	<b>\$608,850.75</b>
<b>TOTAL MEDIAN 2 ESTIMATE :</b>	<b>\$5,479,656.75</b>

**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 3 (MEDIAN 5)  
ESTIMATED JUNE 2016**

Phase 3 consists of the complete construction of Medians 1, 2 & 5 and the adjoining property frontage on the east and west sides of Avenue of Flags. Construction includes creation of parking along the frontage and within the medians as well as infrastructure necessary for median specific water needs. Widening of the sidewalk frontage and storm drain improvements will be features in this phase. Hardscape elements and amenities such as site furnishings and decorative lighting will be incorporated as well as additional landscaping.

**Phase 3 - MEDIAN 5 (2 pages)**

**ENGINEERS ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	\$50,000.00	\$50,000.00
2	Project Safety & Traffic Control Plan	LS	1	\$30,000.00	\$30,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	\$5,000.00	\$5,000.00
4	Remove Signs	EA	4	\$200.00	\$800.00
5	Remove Flag Pole	EA	0	\$750.00	\$0.00
6	Remove Light Standard	EA	8	\$1,250.00	\$10,000.00
7	Remove AC Structural Section	SF	1200	\$40.00	\$48,000.00
8	Remove Curb	LF	100	\$6.00	\$600.00
9	Remove Curb and Gutter	LF	100	\$9.00	\$900.00
10	Install Storm Drain System	LS	0	\$20,000.00	\$0.00
11	Install Water System	LS	0	\$30,000.00	\$0.00
12	Install Sewer System	LS	0	\$0.00	\$0.00
13	Install Electrical System	LS	1	\$5,000.00	\$5,000.00
14	Install Irrigation System	LS	1	\$8,000.00	\$8,000.00
15	Grade Trail	LF	0	\$115.00	\$0.00
16	Raise Manhole/Valve Can/Utility Box to Grade	EA	6	\$750.00	\$4,500.00
17	Install Class II Aggregate Base	TON	5	\$75.00	\$375.00
18	Install PCC Curb & Gutter (A2-6)	LF	200	\$50.00	\$10,000.00
19	Install PCC Rolled Curb	LF	0	\$55.00	\$0.00
20	Install Pervious Pavers	SF	600	\$45.00	\$27,000.00
21	Install Curb Ramp	EA	2	\$5,000.00	\$10,000.00
22	Install ADA Ramp w/ Handrail	EA	0	\$18,000.00	\$0.00
23	Install Block Retaining Wall	LF	0	\$225.00	\$0.00
24	Install PCC Sidewalk	SF	2500	\$10.00	\$25,000.00
25	Install Pervious Concrete (Stamped & Colored)	SF	0	\$15.00	\$0.00
26	Install AC Pavement	TON	10	\$110.00	\$1,100.00
27	Install Crosswalk	SF	0	\$50.00	\$0.00
28	Install Tabled Crosswalk	SF	0	\$45.00	\$0.00
29	Install Bollards	EA	0	\$2,000.00	\$0.00
30	Install Signs	EA	6	\$300.00	\$1,800.00
31	Install Traffic Striping and Pavement Marking	LS	1	\$4,000.00	\$4,000.00
32	Install Pedestrian Lighting	EA	8	\$8,000.00	\$64,000.00
33	Install Landscaping	LS	1	\$5,000.00	\$5,000.00
34	Install Split Rail Fence	LF	0	\$100.00	\$0.00
35	Install Tree Grates	EA	2	\$1,500.00	\$3,000.00
36	Install Water Fountain	EA	0	\$1,500.00	\$0.00
37	Install Trash/Recycle Receptacles	EA	2	\$750.00	\$1,500.00
38	Install Benches	EA	1	\$1,250.00	\$1,250.00
39	Install Bike Racks	EA	1	\$1,000.00	\$1,000.00
40	Install Flag Poles	EA	0	\$5,000.00	\$0.00
41	Install Commercial Driveway	SF	0	\$15.00	\$0.00

<b>TOTAL MEDIAN 5 ESTIMATE :</b>	<b>\$317,825.00</b>
<b>CONTINGENCY (20%):</b>	<b>\$63,565.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	<b>\$47,673.75</b>
<b>TOTAL MEDIAN 5 ESTIMATE :</b>	<b>\$429,063.75</b>

<b>TOTAL PHASE 3 ESTIMATE :</b>	<b>\$6,724,086.75</b>
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**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PARKING CREATION  
ESTIMATED JUNE 2016**

**10 Parking Stalls Installed in Undeveloped Area**

GENERAL NOTES:

- 1) 9' x 18' PARKING STALLS AT 60 DEG. WITH LANE PROPOSED PER CITY MUNICIPAL CODE
- 2) NO DESIGN, MOBILIZATION, TRAFFIC CONTROL, OR STORM WATER REQUIREMENTS INCLUDED
- 3) NO SIDEWALK OR ADA RAMPS INCLUDED FOR ACCESS
- 4) ASSUME CURB OVERHANG ACCEPTABLE AND WHEEL STOPS NOT REQUIRED

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Clearing and Grubbing	SF	3390	\$1.00	\$3,390.00
2	Excavation and Grading	CY	105	\$17.00	\$1,785.00
3	Install PCC Curb & Gutter (A2-6)	LF	113	\$50.00	\$5,650.00
4	Install Class II Aggregate Base	TON	102	\$85.00	\$8,670.00
5	Install AC Pavement	TON	80	\$110.00	\$8,800.00
6	Install Traffic Striping	LF	180	\$0.75	\$135.00
<b>TOTAL ESTIMATE :</b>					<b>\$28,430.00</b>

**Develop 1/2 Acre Parking Lot**

GENERAL NOTES:

- 1) 5' LANDSCAPE STRIP AROUND PROPERTY PER CITY MUNICIPAL CODE
- 2) ASSUME 10% LANDSCAPE BASED ON >3,600 SF BASED ON MUNICIPAL CODE
- 3) INCLUDES INGRESS AND EGRESS
- 4) NO PARKING LOT DESIGN WAS DONE; ASSUME ~60 STALLS PER 1/2 ACRE LOT

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Clearing and Grubbing	SF	19044	\$1.00	\$19,044.00
2	Excavation and Grading	CY	105	\$17.00	\$1,785.00
3	Install PCC Curb & Gutter (A2-6)	LF	966	\$50.00	\$48,300.00
4	Install Class II Aggregate Base	TON	514	\$85.00	\$43,690.00
5	Install Commercial Driveway Apron	SF	400	\$30.00	\$12,000.00
6	Install AC Pavement	TON	400	\$110.00	\$44,000.00
7	Install Landscaping and Irrigation	LS	1	\$8,000.00	\$8,000.00
8	Install Traffic Striping & Pavement Markings	LS	1	\$1,500.00	\$1,500.00
<b>TOTAL ESTIMATE :</b>					<b>\$178,319.00</b>

**ADDITIVE ALTERNATE: ADA PARKING STALL (assume van accessible)**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Clearing and Grubbing	SF	870	\$1.00	\$870.00
2	Excavation and Grading	CY	27	\$17.00	\$459.00
3	Install PCC Curb & Gutter (A2-6)	LF	15	\$50.00	\$750.00
4	Install Class II Aggregate Base	TON	26	\$85.00	\$2,210.00
5	Install AC Pavement	TON	20	\$110.00	\$2,200.00
6	Install Traffic Striping	LF	90	\$0.75	\$67.50
7	Install Pavement Marking	SF	23	\$3.50	\$80.50
8	Install ADA Sign	EA	1	\$150.00	\$150.00
9	Install Curb Ramp	EA	1	\$3,000.00	\$3,000.00
<b>TOTAL ESTIMATE :</b>					<b>\$9,787.00</b>

**ADDITIVE ALTERNATE: WHEEL STOPS**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
<b>ENGINEERS ESTIMATE</b>					

**GENERAL NOTES:**

- 1) 9' x 18' PARKING STALLS AT 60 DEG. WITH LANE PROPOSED PER CITY MUNICIPAL CODE
- 2) NO DESIGN, MOBILIZATION, TRAFFIC CONTROL, OR STORM WATER REQUIREMENTS INCLUDED
- 3) NO SIDEWALK OR ADA RAMPS INCLUDED FOR ACCESS
- 4) ASSUME CURB OVERHANG ACCEPTABLE AND WHEEL STOPS NOT REQUIRED

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	UNIT PRICE	ITEM TOTAL
1	Install Wheel Stops	EA	1	\$125.00	\$125.00



**APPENDIX D:**  
**DEVELOPMENT**  
**PRO-FORMA EVALUATION**  
*(Illustrative)*

**Buellton - Avenue of Flags**  
**Illustrative Mixed-Use Development Pro Forma Evaluation**  
*Project Program*

***For Illustrative Purposes Only***

	<b>Residential</b>	<b>Retail</b>	<b>Total</b>
# Dwelling Units	57 Units		57 Units
Avg. SF / Dwelling Unit	942 SF / DU		942 SF / DU
Building SF	53,700 SF	10,585 SF	64,285 SF
Land SF			70,567 SF
Land AC			1.62 AC
<i>FAR</i>		<i>0.15</i>	<i>0.91</i>
<i>Dwelling Units / Acre</i>	<i>35.0</i>		
Parking Density	2.0 spaces / DU	3.3 spaces / 1,000 SF	
# Parking Spaces	114.0 spaces	34.9 spaces	148.9 spaces
	(Increased Density per DOR)	(Off-Site per DOR)	

LAND	Land SF	PSF Cost	Total Cost	%
Residential (allocated based on building SF)	58,948 SF	\$20.00	\$1,178,954.32	84%
Retail (allocated based on building SF)	11,619 SF	\$20.00	\$232,389.68	16%
<b>Total Land</b>	<b>70,567 SF</b>	<b>\$20.00</b>	<b>\$1,411,344.00</b>	<b>100%</b>
Legal / Escrow		1.25%	\$17,641.80	
<b>Total Land and Related</b>			<b>\$1,428,985.80</b>	<b>9%</b>

SITE / DIRECT / PARKING	SF	PSF Cost	Total Cost	%
<b>Residential</b>				
Direct Costs (based on building SF)	53,700 SF	\$140.00	\$7,518,000.00	74%
On/Off-Site / Parking (based on land SF)	58,948 SF	\$15.00	\$884,215.74	9%
Subtotal Residential			\$8,402,215.74	83%
<b>Retail</b>				
Direct Costs (based on building SF)	10,585 SF	\$140.00	\$1,481,911.20	15%
On/Off-Site / Parking (based on land SF)	11,619 SF	\$15.00	\$174,292.26	2%
Tenant Improvements (based on building SF)	10,585 SF	\$10.00	\$105,850.80	1%
Subtotal Retail			\$1,762,054.26	17%
<b>Total Site / Direct / Parking</b>			<b>\$10,164,270.00</b>	<b>100%</b>
Contingency		10%	\$1,016,427.00	
<b>Total Site / Direct / Parking w/ Contingency</b>			<b>\$11,180,697.00</b>	<b>71%</b>

INDIRECT	\$ Amount / # Units	% or Per Unit Cost	Total Cost	%
<b>Residential</b>				
Soft Costs (based on hard costs)	\$7,518,000.00	15%	\$1,127,700.00	52%
Permits & Fees (per dwelling unit)	57 Units	\$10,500.00	\$598,500.00	28%
Subtotal Residential			\$1,726,200.00	80%
<b>Retail</b>				
Soft Costs (based on hard costs)	\$1,762,054.26	25%	\$440,513.56	20%
Subtotal Retail			\$440,513.56	20%
<b>Total Indirect</b>			<b>\$2,166,713.56</b>	<b>100%</b>
Contingency		10%	\$216,671.36	
<b>Total Indirect w/ Contingency</b>			<b>\$2,383,384.92</b>	<b>15%</b>

FINANCING	\$ Amount	% Cost	Total Cost	%
<b>Financing / Origination Fees</b>				
Residential (based on land, hard, soft costs)	\$11,307,370.06	5%	\$565,368.50	82%
Retail (based on land, hard, soft costs)	\$2,434,957.50	5%	\$121,747.88	18%
<b>Total Financing</b>			<b>\$687,116.38</b>	<b>100%</b>

DOR CONTRIBUTION	Building SF	% Building SF	Total Cost	%
<b>DOR Contribution (e.g. for public infrastructure)</b>				
Residential Allocation (based on building SF)	53,700 SF	84%	\$200,481.98	29%
Retail Allocation (based on building SF)	10,585 SF	16%	\$39,518.02	6%
<b>Total Financing</b>			<b>\$240,000.00</b>	<b>35%</b>

TOTAL PROJECT COST	Per Unit Cost	PSF Cost	Total Cost	%
Residential	\$229,838.58	\$243.96	\$13,100,799.04	84%
Retail		\$266.35	\$2,819,385.05	18%
<b>Total Project Cost</b>		<b>\$243.92</b>	<b>\$15,680,184.10</b>	<b>100%</b>

**INCOME**

Residential	# Units	Avg SF / Unit	Total SF	Annual Rent PSF	Monthly Rent PSF	Monthly Rent / Unit	Total Annual Rent	%
1 BR / 1 BA	11 Units	700 SF	7,700 SF	\$24.00	\$2.00	\$1,400.00	\$184,800.00	12%
2 BR / 2 BA	46 Units	1,000 SF	46,000 SF	\$24.00	\$2.00	\$2,000.00	\$1,104,000.00	69%
<b>Total Residential</b>	<b>57 Units</b>	<b>942 SF</b>	<b>53,700 SF</b>	<b>\$24.00</b>	<b>\$2.00</b>	<b>\$1,884.21</b>	<b>\$1,288,800.00</b>	<b>80%</b>
			Total SF	Annual Rent PSF	Monthly Rent PSF	Monthly Rent	Total Annual Rent	%
Retail			10,585 SF	\$30.00	\$2.50	\$26,462.70	\$317,552.40	20%
			Total SF	Monthly PSF	Annual PSF	Total Annual		
<b>Total Operating Income</b>			<b>64,285 SF</b>		<b>\$2.08</b>	<b>\$24.99</b>	<b>\$1,606,352.40</b>	<b>100%</b>

**EXPENSES**

Residential	% of Income	Monthly Exp PSF	Monthly Exp Per Unit	Total Annual Exp	%
Vacancy and Credit Loss	6.0%	\$0.12	\$113.05	\$77,328.00	13%
Operating Expenses (net of vacancy and credit loss)	30.0%	\$0.56	\$531.35	\$363,441.60	60%
Capital Expenditure Reserve (per unit per month)		\$0.21	\$200.00	\$136,800.00	22%
Subtotal Residential	36.0%	\$0.90	\$844.40	\$577,569.60	95%
	% of Income	Monthly Exp PSF	Annual Exp PSF	Total Annual Exp	%
Retail					
Occupancy / Vacancy Costs	10.0%	\$0.25	\$3.00	\$31,755.24	5%
		Monthly PSF	Annual PSF	Total Annual	
<b>Total Project Expenses</b>		<b>\$0.79</b>	<b>\$9.48</b>	<b>\$609,324.84</b>	<b>100%</b>

**NET OPERATING INCOME**

	Monthly Per Unit	Annual Per Unit	Monthly PSF	Annual PSF	Total Annual	%
Residential	\$1,039.81	\$12,477.73	\$1.10	\$13.24	\$711,230.40	71%
Retail			\$2.25	\$27.00	\$285,797.16	29%
<b>Total Project Net Operating Income</b>			<b>\$1.29</b>	<b>\$15.51</b>	<b>\$997,027.56</b>	<b>100%</b>

Buellton - Avenue of Flags  
 Illustrative Mixed-Use Development Pro Forma Evaluation  
 Return on Cost Summary

*For Illustrative Purposes Only*

	Residential	Retail	Total Project
Stabilized Net Operating Income (NOI)	\$711,230.40	\$285,797.16	\$997,027.56
Total Project Costs	\$13,100,799.04	\$2,819,385.05	\$15,920,184.10
<b>Return on Cost</b>	<b>5.43%</b>	<b>10.14%</b>	<b>6.26%</b>
<hr/>			
<b>Profitability</b>	Residential	Retail	Total Project
Exit Capitalization Rate	5.00%	7.00%	5.45%
Valuation at Stabilization	\$14,224,608.00	\$4,082,816.57	\$18,307,424.57
Total Project Costs	\$13,100,799.04	\$2,819,385.05	\$15,920,184.10
<b>Gross Profit (Value minus Costs)</b>	<b>\$1,123,808.96</b>	<b>\$1,263,431.52</b>	<b>\$2,387,240.47</b>
<i>Gross Profit %</i>	9%	45%	15.0%

Buellton - Avenue of Flags  
 Illustrative Mixed-Use Development Pro Forma Evaluation  
 Preliminary Sales Tax Analysis

**For Illustrative Purposes Only**

Retail SF:	10,585
Taxable Sales PSF: \$	300
<b>Total Taxable Sales: \$</b>	<b>3,175,524</b>
City Distribution:	1.00%
<b>Annual Total</b>	<b>\$31,755</b>
Annual Escalation	2.50%
Discount Rate	6.0%
<b>30-Yr Present Value</b>	<b>\$575,942</b>

<u>Year</u>	<u>Sales Tax Revenue</u>
1	\$31,755
2	\$32,549
3	\$33,363
4	\$34,197
5	\$35,052
6	\$35,928
7	\$36,826
8	\$37,747
9	\$38,691
10	\$39,658
11	\$40,649
12	\$41,666
13	\$42,707
14	\$43,775
15	\$44,869
16	\$45,991
17	\$47,141
18	\$48,319
19	\$49,527
20	\$50,766
21	\$52,035
22	\$53,336
23	\$54,669
24	\$56,036
25	\$57,437
26	\$58,872
27	\$60,344
28	\$61,853
29	\$63,399
30	\$64,984
<b>Total</b>	<b>\$1,394,141</b>

**Buellton - Avenue of Flags**  
**Illustrative Mixed-Use Development Pro Forma Evaluation**  
*Preliminary Property Tax Analysis*

***For Illustrative Purposes Only***

Property Value:	\$15,680,184
Total Property Tax Levy:	1.00%
Total Property Tax:	\$156,802
Avg. Distribution to City (%):	14.84%
<b>Distribution to City (\$):</b>	<b>\$23,269</b>
Annual Escalation	2.00%
Discount Rate	6.0%
<b>30-Yr Present Value</b>	<b>\$398,269</b>

<u>Year</u>	<u>Prop Tax Revenue</u>
1	\$23,269
2	\$23,735
3	\$24,209
4	\$24,694
5	\$25,188
6	\$25,691
7	\$26,205
8	\$26,729
9	\$27,264
10	\$27,809
11	\$28,365
12	\$28,933
13	\$29,511
14	\$30,101
15	\$30,703
16	\$31,318
17	\$31,944
18	\$32,583
19	\$33,234
20	\$33,899
21	\$34,577
22	\$35,269
23	\$35,974
24	\$36,693
25	\$37,427
26	\$38,176
27	\$38,939
28	\$39,718
29	\$40,513
30	\$41,323
<b>Total</b>	<b>\$943,995</b>