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*Draft*

**Initial Study/ Mitigated Negative  
Declaration  
for the  
Avenue of Flags Specific Plan**

**17-MND-02**

**July 14, 2017**

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Appendix A - Draft Avenue of Flags Specific Plan

# INTRODUCTION

## LEGAL AUTHORITY

This Initial Study (IS) has been prepared in accordance with the *CEQA Guidelines* and relevant provisions of the California Environmental Quality Act (CEQA) of 1970, as amended.

**Initial Study.** Section 15063(c) of the *CEQA Guidelines* defines an Initial Study as the proper preliminary method of analyzing the potential environmental consequences of a project. The purposes of an Initial Study are:

- (1) To provide the Lead Agency with the necessary information to decide whether to prepare an Environmental Impact Report (EIR) or a Mitigated Negative Declaration;
- (2) To enable the Lead Agency to modify a project, mitigating adverse impacts, thus avoiding the need to prepare an EIR; and
- (3) To provide sufficient technical analysis of the environmental effects of a project to permit a judgment based on the record as a whole, that the environmental effects of a project have been adequately mitigated.

## IMPACT ANALYSIS AND SIGNIFICANCE CLASSIFICATION

The following sections of this IS provide discussions of the possible environmental effects of the proposed project for specific issue areas that have been identified on the CEQA Initial Study Checklist. For each issue area, potential effects are isolated.

A “significant effect” is defined by Section 15382 of the *CEQA Guidelines* as “a substantial, or potentially substantial, adverse change in any of the physical conditions within the area affected by a project, including land, air, water, minerals, flora, fauna, ambient noise, and objects of historic or aesthetic significance.” According to the *CEQA Guidelines*, “an economic or social change by itself shall not be considered a significant effect on the environment, but may be considered in determining whether the physical change is significant.”

# INITIAL STUDY

**PROJECT TITLE:** Avenue of Flags Specific Plan

## LEAD AGENCY and CONTACT PERSON

City of Buellton, Planning Department  
P.O. Box 1819  
Buellton, CA 93427  
Contact: Irma Tucker, Contract City Planner, (805) 688-7474

## PROJECT PROPONENT

City of Buellton  
P.O. Box 1819  
Buellton, CA 93427

## PROJECT SITE CHARACTERISTICS

**Location and Surrounding Land Uses:** The City of Buellton is located along U.S. Highway 101 in Santa Barbara County, the western gateway to the Santa Ynez Valley. It is midway between Santa Maria and Santa Barbara, as shown in Figure 1, Regional Location Map. Buellton is located within a tri-County region encompassing the counties of San Luis Obispo, Santa Barbara, and Ventura. Buellton has an estimated population of 4,957. The Avenue of Flags Specific Plan (“Specific Plan”, “Project”) area encompasses one distinct area located in the center of the City and historically considered its downtown. The Specific Plan Boundary is depicted in Figure 2.

The boundaries of the Specific Plan area generally include Zaca Creek and the northerly property line of Flying Flags RV Resort to the south, Highway 101 to the east, the alleyway between Avenue of Flags (“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 have an underlying zoning designation of CR – General Commercial, with a corresponding General Plan Land Use designation of GC – General Commercial.

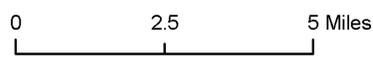
As the City’s historic downtown, the land (including topography, cultural and natural resources, drainage courses) within the Specific Plan area has been highly disturbed by prior grading, development and highway construction activities. The divided Highway 101, route of the north-south Coast Highway between Los Angeles and San Francisco, was paved through the center of Buellton in 1922 and formed an intersection with the east-west Highway 246. Given its convenient location at the intersection of two major highways, Buellton experienced increased automobile traffic and became known as “Service Town USA”.

The present day AOF was the original alignment of Highway 101 before it was re-aligned in 1965 to its current, limited-access freeway location along the eastern boundary of the Specific Plan. Construction of the Highway 101 freeway included two interchanges (Damassa Road, Highway 246) and one south-bound off-ramp (Avenue of Flags) that serve the Specific Plan area. The grading required as part of the freeway and interchange construction in 1965 represented a significant disruption of the cultural and biologic resources and topography of the area.

The Zaca Creek drainage was channelized and enclosed in underground culverts beneath the Highway 101 freeway and at several locations within the eastern portion of the Specific Plan area. The eastern half of the AOF roadway south of Second Street is within the 100-year flood zone. Natural vegetation along the remaining limited open sections of Zaca Creek has been significantly altered by decades of primarily commercial land use.

The re-routing of Highway 101 to its current freeway location resulted with a wide roadway and several underutilized grassy median strips through the heart of Buellton's downtown and a diversion of primary automobile traffic, all of which has contributed to the gradual decline of the commercial businesses along AOF. The present roadway retains elements of being a high-speed divided highway along with fast-paced traffic exiting the current southbound freeway off-ramp directly onto the Avenue of Flags. The result is a downtown core that lacks the essential aesthetic, safety, infrastructure, and public amenity components that are essential to a vibrant downtown core with a thriving mix of land uses and public activity, an overall goal for the Specific Plan area.

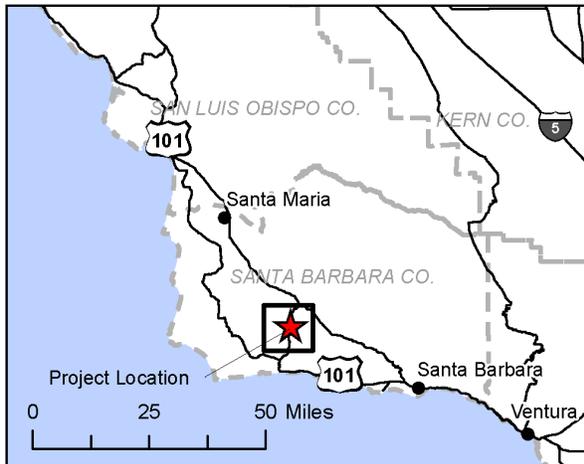
Figure 1 Regional Location Map



 Project Location

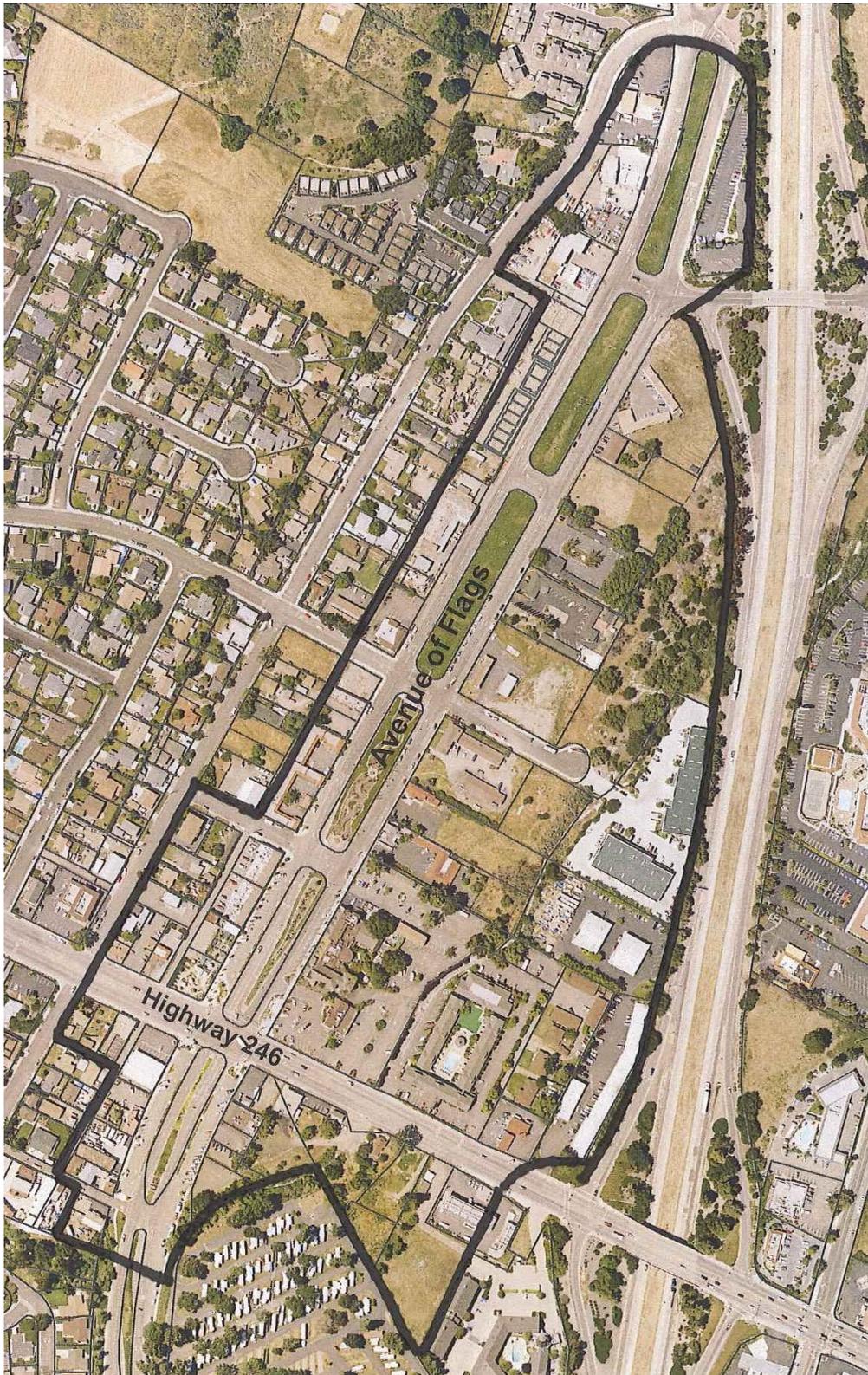


AVENUE OF FLAGS SPECIFIC PLAN  
CITY OF BUELLTON



Base map sources: U.S. Bureau of the Census Tiger 2000 data and ESRI, 2002.

Figure 2 Specific Plan Boundary



## PROJECT DESCRIPTION

### Background and Policy Framework

The Specific Plan is a regulatory tool that implements the City’s General Plan, and provides more detailed planning direction and development standards for the AOF Project area than are included in the General Plan. Consistent with the General Plan, the Specific Plan also functions as the Zoning Code and guides future development within the Project area by defining land uses, creating an integrated circulation system, establishing development standards through Form-Based Code, providing for infrastructure needs, and identifying funding sources and economic development tools, including the Development Opportunity Reserve (DOR) program.

Derived from the Buellton Vision Plan adopted in February 2012, the following sets forth the overall vision statement for the Specific Plan area:

#### **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.*

On March 12, 2015, City Council authorized Staff and the City’s Consultant Team to proceed with the preparation of a Specific Plan for The Avenue of Flags.

Between June 2015 and January 2016, a series of meetings and public workshops, including three Planning Commission workshops, two City Council workshops and several meetings with property/business owners, were held to obtain community input regarding, first, the draft Urban Design Concept for the AOF, and subsequently the preliminary draft Avenue of Flags Specific Plan. Comments received from the community, Planning Commission and City Council have been incorporated into the formal draft Avenue of Flags Specific Plan document which is the Project being considered in this Initial Study.

Consistent with the General Plan and AOF Vision Statement, the Specific Plan has been developed with the following guiding principles:

- The Plan must be economically and visually attractive
- The Plan must be realistic, flexible, and implementable
- The Plan must be community oriented
- The Plan must be environmentally sustainable
- The Plan must promote public safety

## Form & Character

The fundamental strategy in revitalizing downtown Buellton is the transformation of the AOF 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, captures the character of the Community.

The Avenue of Flags current “pass-through” traffic status will be changed to a condition of being a major destination for community residents and travelers alike. This will be 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. Parking is addressed through new and reconfigured on-street parking, parking on/along the medians, as well as strategically located future parking lot(s).

The Specific Plan is broken down into six district planning areas, six median planning areas to be used as public spaces, and several private development opportunity site that have development or revitalization potential. The following is a brief description of the six district planning areas.

District 1 – Gateway North: This is a travelers’ service district, with an existing and proposed mix of auto-oriented commercial services and lodging along with open space, landscaping and additional parking on Median 1.

District 2 – Public Events and Mixed Use: This district is primarily for mixed-use development and the location of multi-purpose parking and public event uses (such as farmers markets and car shows) on Median 2.

District 3 – Civic Junction: This one of two districts that are the center of the Specific Plan and where retail and mixed-use development along with public gathering spaces and civic functions are envisioned. Median 3 will include Buellton’s landmark town plaza and would have open space and a park-like atmosphere.

District 4 – Civic Gallery: This second district at the center of the Specific Plan is where additional retail and civic functions are envisioned, along with an arts and food village character. The existing flags, public art, veterans’ memorial, and the monument honoring a fallen Buellton resident would be part of the final design of Median 4.

District 5 – Gateway South: This is also a traveler-oriented district, with various existing and potential retail and restaurant uses, along with potential enhanced parking (including large vehicles) and secondary circulation opportunities. The existing Median 5 would continue to provide opens space, landscaping and signage.

District 6 – Zaca Corridor: This district south of Highway 246 has the potential for additional retail growth to support the existing uses, and will provide services to both residents and visitors alike. No upgrades to Median 6 are proposed

Proposed improvements to the medians and the establishment of an urban design framework with complementary design styles for private development and public improvements would not only result with enhanced aesthetics but would also provide for an architecturally distinctive, pedestrian friendly and economically robust downtown district. The three architectural styles defined for the Specific Plan area are:

- Agrarian
- Craftsman/Bungalow
- Art Moderne/50s Diner

## Development Standards & Projections

As a regulatory document, the Specific Plan does not require or proposed the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements in fulfillment of Specific Plan goals. Future development within the Specific Plan area would be regulated under Form-Based Development Code regulations, parking requirements, architecture, signage standards, and allowable land uses for the Specific Plan area. Unlike conventional zoning which focuses on land use that tends to create homogenous zoning areas, Form-Based Code encourages diversity through a mixture of uses, form, architectural styles, and scale. A mixture of building types and uses is encouraged: residential above commercial, a live-work unit, and offices above mercantile can all be next to each other on the same street, block, or even parcel of land.

Private development would occur primarily on the ten Opportunity Site areas (Opp Sites), which are either vacant or underutilized privately-owned parcels. The Opp Sites, as well as any other proposed development as applicable, would be entitled on a project-specific basis according to the development and building standards defined by the Specific Plan. The Opp Sites are all under 5 acres in size and may potentially qualify for a Categorical Exemption (Class 32 In-Fill Development Projects) under the California Environmental Quality Act (CEQA) guidelines.

The Development Opportunity Reserve (DOR) program incentives are an economic cornerstone for revitalization efforts in the Specific Plan area. In order for the incentive program to work, a baseline threshold was established, beyond which incentives may be considered in return for public benefits under the DOR program.

Buildout potential for the Specific Plan area was analyzed utilizing the existing General Plan land use and Zoning Code regulations as a baseline. This baseline buildout potential is an estimated 163+/- residential units and 222,208+/- square feet of commercial uses. The Specific Plan projects that a maximum cap of 163 additional residential units and 75,000 SF of additional commercial space above the baseline could potentially be accommodated in the Specific Plan area, achievable through DOR incentives; any potential densities above this cap are subject to Planning Commission and City Council consideration and may require a Specific Plan Amendment.

## Infrastructure

The circulation system that serves the Specific Plan is comprised of regional highways, arterials and collector streets. Regional access is provided by US Highway 101 and State Route 246. Local access to the Specific Plan area is provided by Avenue of Flags, State Route 246, Damassa Road, Second Street, and Central Avenue. Santa Ynez Valley Transit provides bus service within the plan area.

The circulation 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, the Specific Plan proposes enhancement and/or introduction of sidewalks, promenades, plaza, outdoor dining areas, and street trees (where non-currently exist).

Traffic-calming and safety measures along the AOF roadways will be implemented in order to accommodate local traffic, deliveries, pedestrians, and bicyclists, including slowing traffic exiting US 101 to a speed appropriate for a downtown district. New street design standards are proposed that provide one travel lane in each direction with a combination of parallel and angled parking in different locations along the Avenue along with traffic calming measures (e.g. reduce speed limit, install four-way stops including signage and pavement markings, painted crosswalks, sidewalks, and parking improvements).

Other infrastructure improvements include: the Zaca Creek Trail; parks and open space within the medians; and local/regional connectivity enhancements to pedestrian paths and bikeways.

In order to meet future parking demand, strategies such as enhanced parking on and along several medians, 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.

Additional parking is being proposed along with various parking strategies including a parking district. Based on the plan, 185 public parking spaces exist along the Avenue. With implementation of the Specific Plan, an additional 142 public parking spaces can be realized.

Overall phasing of the median improvements is described, and will guide developers who may use the DOR incentive program to install public improvements. As a start to future improvements, the initial City funded improvements (Infrastructure Phase 1) include street network changes, traffic calming and safety, parking within the medians, sidewalk construction, water and sewer line stub-outs.

### Implementation

Marketing and outreach would be used to brand the “Avenue” as well as to actively engage the private sector, promote the Opportunity Sites and leverage community strengths to attract quality tenants.

Potential financing mechanisms, funding sources, incentive programs, and other economic development tools are outlined to facilitate development on a project-specific and area-wide basis. The potential primary economic tools include:

- Use of City-Owned Medians
- Land Use and Zoning – Specific Plan & Development Opportunity Reserve (DOR)
- Special Districts – Parking District, Community Facilities District (CFD), Enhanced Infrastructure Financing District (EIFD)
- Grants/State/Federal Programs – SBA/EDA/CDBG

Implementation of the Specific Plan is projected to result with positive fiscal revenue impacts and economic benefits to the community, including potential additional property tax and sales tax revenues along with new job opportunities.

Project would require the following entitlements from the City:

- This is a policy and regulatory document and does not grant specific development entitlements, which would be secured by individual land use permit applicants on a project-specific basis.

**PUBLIC AGENCIES WHOSE APPROVAL MAY BE REQUIRED FOR SUBSEQUENT ACTIONS (e.g. permits, financing approval, or participation agreement):**

- None identified.

**REFERENCES**

This Initial Study was prepared using the following information sources:

- Field Reconnaissance
- Buellton General Plan
- Buellton General Plan EIR
- Buellton Municipal Code
- Buellton Zoning Ordinance
- Departmental and Public Agency Consultations
- Air Quality Analysis; Rincon Consultants, June 2, 2017
- Greenhouse Gas Emissions Study; Rincon Consultants, June 2, 2017
- Noise Analysis; Rincon Consultants, June 2, 2017
- Traffic and Circulation Study; Associated Transportation Engineers, July 10, 2017  
*This document is available on the City of Buellton Planning Department webpage, under Environmental Documents, or by pasting the following URL into your browser:*  
<http://www.cityofbuellton.com/files/Environmental%20Documents/Revised%20Traffic%20Study%20ATE%20-%20July%2010%202017.pdf>
- Highway Capacity Manual, Transportation Research Board, 2010
- Traffic Analysis for Buellton General Plan Update, Associated Transportation Engineers, 2004
- Trip Generation, Institute of Transportation Engineers, 9th Edition, 2012
- Bicycle and Pedestrian Master Plan Final, City of Buellton, 2012

The Air Quality analysis in the Initial Study was prepared by Rincon Consultants, and was based on the following reference materials:

- Associated Transportation Engineers. Avenue of Flag Specific Plan Traffic and Circulation Study. May 2017.
- California Air Resources Board. 2005. Air Quality and Land Use Handbook: A Community Health Perspective. Accessed at <https://www.arb.ca.gov/ch/handbook.pdf>
- California Department of Finance. 2017. E-5 Population and Housing Estimates for Cities, Counties, and the State, January 2011-2017, with 2010 Benchmark.  
<http://www.dof.ca.gov/Forecasting/Demographics/Estimates/E-5/>
- County of Santa Barbara Planning and Development. Environmental Thresholds and Guidelines Manual. Revised July 2015.  
[http://www.sbcountyplanning.org/permitting/ldpp/auth\\_reg/documents/Environmental%20Thresholds%20October%202008%20\(Amended%20July%202015\).pdf](http://www.sbcountyplanning.org/permitting/ldpp/auth_reg/documents/Environmental%20Thresholds%20October%202008%20(Amended%20July%202015).pdf)
- Santa Barbara County Air Pollution Control District (SBCAPCD). *Clean Air Plan*. March 2015. Available at: <https://www.ourair.org/clean-air/plans/>

- SBCAPCD. *Environmental Review Guidelines*. April 2015a. <https://www.ourair.org/wp-content/uploads/APCDCEQAGuidelinesApr2015.pdf>
- SBCAPCD. Scope and Content of Air Quality Sections in Environmental Documents. April 2015b. <https://www.ourair.org/wp-content/uploads/ScopeContentApril2015.pdf>
- SBCAPCD. Meeting Air Quality Standards. Accessed April 12, 2017. N.D. <https://www.ourair.org/air-quality-standards/>
- U.S. Climate Data. 2017. Climate Santa Ynez – California. Accessed April 26, 2017. <http://www.usclimatedata.com/climate/santa-ynez/california/united-states/usca1526>

The Greenhouse Gas Emissions analysis in the Initial Study was prepared by Rincon Consultants, and was based on the following reference materials:

- Association of Environmental Professionals (AEP). *Beyond 2020: The Challenge of Greenhouse Gas Reduction Planning by Local Governments in California*. March 2015.
- Associated Transportation Engineers. *Avenue of Flag Specific Plan Traffic and Circulation Study*. May 2017.
- California Air Pollution Control Officers Association (CAPCOA). *Quantifying Greenhouse Gas Mitigation Measures*. August 2010.
- CAPCOA. *CEQA & Climate Change*. January 2008.
- CAPCOA. *CalEEMod User's Guide*. September 2016.
- California Air Resources Board. October 2011. *Greenhouse Gas Inventory Data – 2000 to 2009*. Available: <http://www.arb.ca.gov/cc/inventory/data/data.htm>
- California Climate Action Registry General Reporting Protocol, Reporting Entity-Wide Greenhouse Gas Emissions, Version 3.1, January 2009.
- California Environmental Protection Agency (CalEPA). *Climate Action Team Biennial Report. Final Report*. April 2010.
- California Environmental Protection Agency (CalEPA), March 2006. *Climate Action Team Report to Governor Schwarzenegger and the Legislature*. [http://www.climatechange.ca.gov/climate\\_action\\_team/reports/2006-04-03\\_FINAL\\_CAT\\_REPORT\\_EXECSUMMARY.PDF](http://www.climatechange.ca.gov/climate_action_team/reports/2006-04-03_FINAL_CAT_REPORT_EXECSUMMARY.PDF)
- California Department of Finance. 2017. *E-5 Population and Housing Estimates for Cities, Counties, and the State, January 2011-2017, with 2010 Benchmark*. <http://www.dof.ca.gov/Forecasting/Demographics/Estimates/E-5/>
- County of Santa Barbara Planning and Development. *Environmental Thresholds and Guidelines Manual*. July 2015. <http://www.sbcapcd.org/cap/2013cap20130611.pdf>
- Intergovernmental Panel on Climate Change [IPCC], 2007: *Summary for Policymakers*. In: *Climate Change 2007: The Physical Science Basis. Contribution of Working Group I to the Fourth Assessment Report of the Intergovernmental Panel on Climate Change* [Solomon, S., D. Qin, M. Manning, Z. Chen, M. Marquis, K.B. Averyt, M. Tignor and H.L. Miller (eds.)]. Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA.

- San Luis Obispo Air Pollution Control District. Greenhouse Gas Thresholds and Supporting Evidence. March 28, 2012. <http://www.slocleanair.org/images/cms/upload/files/Greenhouse%20Gas%20Thresholds%20and%20Supporting%20Evidence%204-2-2012.pdf>
- Santa Barbara County Air Pollution Control District. Environmental Review Guidelines. Revised April 30, 2015. <https://www.ourair.org/wp-content/uploads/APCDCEQAGuidelinesApr2015.pdf>
- Santa Barbara, County of. County of Santa Barbara Energy and Climate Action Plan. May 2015. [http://longrange.sbcountyplanning.org/programs/climateactionstrategy/docs/BOS051915/Attachment%20B\\_ECAP.pdf](http://longrange.sbcountyplanning.org/programs/climateactionstrategy/docs/BOS051915/Attachment%20B_ECAP.pdf)

The Noise analysis in the Initial Study was prepared by Rincon Consultants, and was based on the following reference materials:

- Associated Transportation Engineers (ATE). 2017. Avenue of Flags Specific Plan Traffic and Circulation Study. May 8, 2017.
- California State Water Resources Control Board [CSWRCB]. 1999. *General Waste Discharge Requirements for Biosolids Land Application Draft Statewide Program EIR – Appendix G. Background Information on Acoustics*. [http://www.waterboards.ca.gov/water\\_issues/programs/biosolids/deir/appendices/app\\_g.pdf](http://www.waterboards.ca.gov/water_issues/programs/biosolids/deir/appendices/app_g.pdf). (accessed online May 2017).
- City of Buellton. General Plan Noise Element. December 2008. Accessed at: <http://www.cityofbuellton.com/files/Land%20Use%20Documents/C2419-General%20Plan%202025.pdf>
- City of Buellton. Municipal Code.
- FHWA, 2016. Highway Traffic Noise. Roadway Construction Noise Model – RCNM. June 3, 2016. Available: [https://www.fhwa.dot.gov/Environment/noise/construction\\_noise/rcnm/](https://www.fhwa.dot.gov/Environment/noise/construction_noise/rcnm/)
- Federal Transit Administration, Office of Planning and Environment. *Transit Noise and Vibration Impact Assessment*. May 2006.

## ENVIRONMENTAL FACTORS AFFECTED

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" as indicated by the checklist on the following pages.

<input type="checkbox"/> Aesthetics	<input type="checkbox"/> Agriculture & Forestry Resources	<input checked="" type="checkbox"/> Air Quality
<input type="checkbox"/> Biological Resources	<input checked="" type="checkbox"/> Cultural Resources	<input type="checkbox"/> Geology / Soils
<input type="checkbox"/> Greenhouse Gas Emissions	<input type="checkbox"/> Hazards & Hazardous Materials	<input type="checkbox"/> Hydrology / Water Quality
<input type="checkbox"/> Land Use / Planning	<input type="checkbox"/> Mineral Resources	<input checked="" type="checkbox"/> Noise
<input type="checkbox"/> Population / Housing	<input type="checkbox"/> Public Services	<input type="checkbox"/> Recreation
<input checked="" type="checkbox"/> Transportation/Traffic	<input type="checkbox"/> Tribal Cultural Resources	<input type="checkbox"/> Utilities / Service Systems
<input checked="" type="checkbox"/> Mandatory Findings of Significance		

## ENVIRONMENTAL DETERMINATION

On the basis of this initial evaluation:

I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the applicant. A MITIGATED NEGATIVE DECLARATION will be prepared.

I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.

I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

\_\_\_\_\_  
City of Buellton

\_\_\_\_\_  
Date

## EVALUATION OF ENVIRONMENTAL IMPACTS

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>I. AESTHETICS</b> - Would the project:				
a) Have a substantial adverse effect on a scenic vista?			X	
b) Damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?			X	
c) Substantially degrade the existing visual character or quality of the site and its surroundings?			X	
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?			X	

a), b) Scenic Vistas / Resources. No roadways in the project area are designated as state or local scenic highways. While limited sections of the project area may be visible in the distance from portions of U.S. Highway 101, the project would not result in impacts to resources within a scenic highway. There are no rock outcroppings in the Project area, and applicable trees are protected by the City’s Native Tree Protection Ordinance.

Potential future development would be reviewed on a project-specific basis to determine compliance with the Specific Plan Form-Based Development Code and Design Standards, as well as to determine impacts to scenic vistas, or resources that may be specific to the project. In order to obtain land use and building permits, potential development projects would need to meet not only Specific Plan requirements, but other applicable Zoning Code and General Plan guidelines, including compliance with General Plan Conservation and Open Space Policy C/OS Program 10, Scenic Resources.

c) Visual Character. The overall vision for the Project area is to create an architecturally distinctive and aesthetically inviting downtown environment; including attractive streetscapes through public area improvements, landscaping, design standards, building façade enhancements, new signage, and public art. Proposed improvements to the medians and the establishment of an urban design framework with complementary Architectural Design Styles required for private development and public improvements would not only result with enhanced aesthetics but would also provide for an architecturally distinctive, pedestrian friendly and economically robust downtown district.

Given the gradual decline the AOF corridor has experienced in recent years, the aesthetic enhancements and visual upgrades that would result from the Specific Plan are considered **positive, beneficial** impacts.

d) Light and Glare. Buildout of the Specific Plan could create new sources of light and glare. Future development may potentially result in increased light and glare in the developed areas due to exterior lighting, lighting of streets and walkways, and interior lighting which could be visible from the outside. To minimize potential light and glare impacts, any future development applying for land use entitlements would be required to comply with Policy L-12 of the General Plan Land Use Element for any new exterior lighting. In addition, through the City’s development review process, future development would be required to avoid significant glare impacts. No mitigation measures are required for the Specific Plan.

**Findings and Mitigation:** Less than significant (adverse) impacts would occur, therefore, no mitigation is required. Positive, beneficial impacts are anticipated.

ISSUES	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<b>II. AGRICULTURE &amp; FORESTRY RESOURCES -</b> Would the project:				
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland) to non-agricultural use?				X
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?				X
c) Conflict with existing zoning for, or cause rezoning of, forest land (per Public Resources Code §12220(g)), timberland (Public Resources Code §4526, or timberland zoned Timberland Production (per Govt Code §51104(g))?				X
d) Result in the loss of forest land or conversion of forest land to non-forest use?				X
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?				X

a) thru e). The Project area consists of developed and previously disturbed, vacant urban infill sites in the City’s downtown area along with City-owned public roadway medians. The land is not designated as farmland, forest land nor timberland in the City’s General Plan or Zoning Ordinance. There are no properties under a Williamson Act Contract within the City of Buellton, according to the State Williamson Act status report. The proposed Specific Plan does not include policies to re-designate any agriculturally zoned land.

**Findings and Mitigation:** No impacts would occur, therefore, no mitigation is required.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>III. AIR QUALITY</b> – Would the project:				
a) Conflict with or obstruct implementation of the applicable air quality plan?			X	
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			X	
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?			X	
d) Expose sensitive receptors to substantial pollutant concentrations?		X		
e) Create objectionable odors affecting a substantial number of people?			X	

The Air Quality section has been prepared by Rincon Consultants on contract to the City of Buellton. All data used in the creation of this section is on file at the Buellton Planning Department and is hereby incorporated by reference into this Initial Study.

### Setting

The federal and state Clean Air Acts (42 United States Code §7401 *et seq.* and the California Health and Safety Code §40910, *et seq.*) empower federal and state governments to regulate emissions of airborne

pollutants and have established ambient air quality standards for the protection of public health. The U.S. Environmental Protection Agency (EPA) is the federal agency designated to administer federal air quality regulation, while the California Air Resources Board (ARB) is the state equivalent and operates under the auspices of the California Environmental Protection Agency (CalEPA). Local control in air quality management is provided by the ARB through county-level or regional (multi-county) air pollution control districts. The ARB establishes statewide air quality standards and is responsible for enforcing standards and regulating stationary sources. The ARB has established 15 air basins statewide.

The City of Buellton is located within the South Central Coast Air Basin (SCCAB), which includes all of San Luis Obispo, Santa Barbara, and Ventura Counties and is within the jurisdiction of the Santa Barbara County Air Pollution Control District (SBCAPCD). The climate of SCCAB is strongly influenced by its proximity to the Pacific Ocean and the location of the semi-permanent high-pressure cell in the northeastern Pacific. With a Mediterranean-type climate, the area is characterized by warm, dry summers and cool winters with occasional rainy periods. Annual precipitation averaged 22 inches per year between 1981 and 2010, with most rainfall between November and March. Average monthly temperatures range from a high of 92 degrees Fahrenheit (°F) in August to a low of 38°F in December (U.S. Climate Data 2017).

Federal and State standards have been established for six criteria pollutants, including ozone (O<sub>3</sub>), carbon monoxide (CO), nitrogen dioxide (NO<sub>2</sub>), sulfur dioxide (SO<sub>2</sub>), particulate matter between 10 and 2.5 micrometers in diameter (PM<sub>10</sub>), particulate matter less than 2.5 micrometers in diameter (PM<sub>2.5</sub>), and lead (Pb). California air quality standards are identical to or stricter than federal standards for all criteria pollutants.

The SBCAPCD monitors air pollutant levels and develops strategies to ensure that air quality standards are met. Depending on whether or not the standards are met or exceeded, Santa Barbara County is classified as being in “attainment” or as “non-attainment.” Santa Barbara County is in non-attainment for the State eight-hour and one-hour ozone standard and the State standard for PM<sub>10</sub> (SBCAPCD 2015). The County is unclassified (meaning there is insufficient data to designate the area or designations have yet to be made) for the state PM<sub>2.5</sub> standard. The County is in attainment for all other standards.

Appendix G of the CEQA Guidelines indicates that where available, the significance criteria established by the applicable air quality management district or APCD may be relied upon to determine whether a given project would have a significant impact on air quality. As described in the SBCAPCD *Scope and Content of Air Quality Sections in Environmental Documents* (2015b), a project will not have a significant air quality effect on the environment if operation of the project will:

- *Emit (from all project sources, both stationary and mobile) less than the daily trigger for offsets or Air Quality Impact Analysis set in the APCD New Source Review Rule<sup>1</sup>, for any pollutant (i.e., 240 pounds/day for ROC or NO<sub>x</sub>; and 80 lbs/day for PM<sub>10</sub>. There is no daily operational threshold for CO; it is an attainment pollutant<sup>2</sup>); and*
- *Emit less than 25 lbs/day of NO<sub>x</sub> or ROC from motor vehicle trips only; and*
- *Not cause or contribute to a violation of any California or National Ambient Air Quality Standard (except ozone); and*
- *Not exceed the APCD health risk public notification thresholds adopted by the APCD Board (10 excess cancer cases in a million for cancer risk and a Hazard Index of more than one (1.0) for non-cancer risk; and*

<sup>1</sup> The APCD New Source Review Rule as it existed at the time the APCD Environmental Review Guidelines were adopted (in October 1995).

<sup>2</sup> Due to the relatively low background ambient CO levels in Santa Barbara County, localized CO impacts associated with congested intersections are not expected to exceed the CO health-related air quality standards. Therefore, CO “Hotspot” analyses are no longer required.

- *Be consistent with the latest adopted federal and state air quality plans for Santa Barbara County.*

The SBCAPCD has not adopted quantitative thresholds of significance for construction emissions since such emissions are temporary. However, according to the SBCAPCD's *Scope and Content of Air Quality Sections in Environmental Documents* (2015b), construction-related NO<sub>x</sub>, reactive organic compounds (ROC), PM<sub>10</sub>, and PM<sub>2.5</sub> emissions from diesel and gasoline powered equipment, paving, and other activities, should be quantified. SBCAPCD uses 25 tons per year for all pollutants except CO as a guideline for determining the significance of construction impacts. In addition, standard dust control measures must be implemented for any discretionary project involving earth-moving activities, regardless of size or duration. According to the SBCAPCD, proper implementation of these required measures reduces fugitive dust emissions to a level that is less than significant (SBCAPCD April 2015b). Therefore, all construction activity would be required to incorporate the SBCAPCD requirements pertaining to minimizing construction-related emissions and demolition of existing structures.

Additionally, Rule 809 under the SBCAPCD, adopted in August 2016, requires that any person building, erecting, altering, replacing, or using any article, machine, equipment or other contrivance, the use of which may cause the issuance of any air pollutant (or its precursors) subject to any national ambient air quality standard or the use of which may eliminate or reduce or control the issuance of such pollutant (or its precursors), shall obtain an Authority to Construct for such construction and a Permit to Operate for the subsequent operation from the Air Pollution Control Officer of Santa Barbara County. Any Authority to Construct issued to a source shall remain in effect until the Permit to Operate for the project for which the application was filed is granted or denied or the application expires. Interim operations may be allowed under the provisions of the Authority to Construct permit. Rule 809 applies to any new or modified stationary source that emits an air pollutant (or its precursors) subject to any national ambient air quality standard, provided the source is not a new major stationary source or a major modified stationary source.

### **Impact Analysis**

a) The California Clean Air Act requires that air districts develop a Clean Air Plan (CAP) that describes how the jurisdiction will meet air quality standards. These plans must be updated every three years. The most recent SBCAPCD CAP, the 2013 CAP, was adopted in 2015.

In order to be consistent with the CAP, all projects involving earthmoving activities must implement SBCAPCD's standard dust control measures (SBCAPCD April 2015b). By definition, consistency with the CAP means that direct and indirect emissions associated with a given project are accounted for in the CAP's emissions growth assumptions, and the project is consistent with policies adopted in the CAP (SBCAPCD April 2015a). The CAP relies primarily on the land use and population projections provided by the Santa Barbara County Association of Governments (SBCAG) and the ARB on-road emissions forecast as a basis for vehicle emission forecasting. The 2013 CAP utilized SBCAG's Regional Growth Forecast 2010-2040, adopted December 2012, to project population growth and associated air pollutant emissions for all of the Santa Barbara County incorporated and unincorporated areas.

According to SBCAPCD's *Scope and Content of Air Quality Sections in Environmental Documents* (2015b), projects that involve population growth above the amount forecasted for that jurisdiction would be considered inconsistent with the Clean Air Plan and may have a significant impact on air quality. Commercial and industrial projects – which typically do not involve population growth – would be consistent with the CAP if they are consistent with applicable SBCAPCD rules and regulations.

In the near term, development under the Specific Plan would add up to 54 units, which would increase the City population by 152 persons (54 units x 2.82 persons per household; California Department of Finance 2017). At full buildout, the Specific Plan would increase the City population by 812 persons (288 units x

2.82 persons per household).<sup>3</sup> The City of Buellton has a total population of 5,129 persons (California Department of Finance 2017) and under the Specific Plan, the total population would increase to 5,281 persons in the near term and 5,941 at full buildout. The SBCAG population forecast for Buellton is 5,550 persons by the year 2020, 7,088 persons by 2035, and 7,403 persons by 2040. Near-term development under the Specific Plan would not cause the City's population to exceed the projection for 2020, nor would full buildout under the Specific Plan cause the City's population to exceed the projection for 2035 or 2040. Therefore, the project would be consistent with the growth forecasts contained in the 2013 Clean Air Plan. Furthermore, the project would be required to implement SBCAPCD's standard dust control measures and would be consistent with APCD rules and regulations. If individual tenants proposed the use of stationary equipment, impacts would be reviewed as part of the Tenant Improvements application and the tenant would be required to obtain an Authority to Construct Permit and a Permit to Operate per SBCAPCD Rule 809, or an exemption (Exemption Request Form APCD 38B, 38D, or 50). Therefore, the project would be consistent with APCD rules and regulations and impacts would be *less than significant*.

b, c) Air pollutant emissions associated with (1) existing residential and commercial development, (2) full buildout under the Specific Plan, and (3) buildout under the existing General Plan (for informational purposes only) were estimated using the California Emissions Estimator Model (CalEEMod) version 2016.3.1 (see Appendix A of Air Quality Study prepared by Rincon Consultants, dated June 2, 2017).

Construction Emissions. Construction within the Specific Plan Area would generate temporary air pollutant emissions associated with fugitive dust (PM<sub>10</sub> and PM<sub>2.5</sub>), exhaust emissions from heavy construction vehicles, and ROC that would be released during the drying phase after application of architectural coatings. These emissions would be reduced through implementation of the required SBCAPCD dust and emissions control measures. Development within the plan area would also be required to comply with SBCAPCD Rule 329 (Cutback and Emulsified Asphalt Paving Materials), which restricts the percent by volume of ROCs in asphalt material; however, compliance with Rule 329 was not included in the construction emissions modeling for the project because the analysis is intended to represent worst-reasonable case emissions.

Construction would generally consist of site preparation, grading, building construction, paving, and architectural coating. It was assumed that grading would be balanced within the Plan Area, and that no off-site import or export of soil would be required during construction under the Specific Plan. Demolition of the existing motel areas that are expected to be redeveloped under the Specific Plan were included in the analysis to provide a conservative estimate of potential construction emissions. As the buildout schedule is not yet known, CalEEMod's default schedule for full buildout was used to provide a worst case analysis and construction was assumed to begin in January 2018. The CalEEMod default construction length for 326 residential units and 297,000 sf of commercial space is 2 years and 5 months. In reality, construction would likely occur periodically and full buildout would not be constructed at one time. Therefore, this analysis represents a conservative, reasonable worst case estimate of construction emissions from buildout under the Specific Plan. Complete results from CalEEMod and assumptions can be viewed in Appendix A of Air Quality Study prepared by Rincon Consultants, dated June 2, 2017.

Table 1 summarizes the annual construction emissions of ROC, NO<sub>x</sub>, CO, PM<sub>10</sub> and PM<sub>2.5</sub> from buildout under the Specific Plan relative to the SBCAPCD recommended significance thresholds in tons per year.

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<sup>3</sup> There are 38 existing residential units in the Specific Plan area. Full buildout under the Specific Plan would increase residential density to 326 dwelling units, an increase of 288 units over existing conditions.

**Table 1**  
**Specific Plan Buildout**  
**Estimated Annual Construction Air Pollutant Emissions (tons/year)**

Year	ROC	NO <sub>x</sub>	CO	PM <sub>10</sub>	PM <sub>2.5</sub>
<u>2018</u>	0.6	5.5	4.1	1.0	0.5
<u>2019</u>	0.5	4.2	3.9	0.5	0.3
<u>2020</u>	4.8	0.5	0.5	<0.1	<0.1
<u>Maximum Emissions (tons/year)</u>	4.8	5.5	4.1	1.0	0.5
<u>Threshold</u>	25	25	None	25	25
<u>Threshold Exceeded?</u>	<b>No</b>	<b>No</b>	<b>n/a</b>	<b>No</b>	<b>No</b>

Notes: See Appendix A of Air Quality Study (Rincon Consultants, June 2, 2017) for calculations. Demolition, Site Preparation, Grading, Paving, Building Construction and Architectural Coating totals include worker trips, construction vehicle emissions and fugitive dust.

As shown in Table 1, construction emissions would not exceed SBCAPCD’s recommended thresholds for any criteria pollutant. Nonetheless, the SBCAPCD requires implementation of dust control requirements for all projects involving earthmoving activities. With implementation of standard dust control measures, temporary emissions of particulate matter would be further reduced. SBCAPCD Rule 345 regulates fugitive dust for any activity associated with construction or demolition of structures. The proposed project would be required to comply with Rule 345, described below, which would ensure that construction emissions would be *less than significant*.

- *No person shall engage in any construction or demolition activity or earth moving activities subject to this rule in a manner that causes discharge into the atmosphere beyond the property line visible dust emissions of 20% opacity or greater for a period or periods aggregating more than 3 minutes in any 60 minute period.*
- *No person, including facility or site owner or operator of source, shall load or allow the loading of bulk materials or soil onto outbound trucks unless at least one of the following dust prevention techniques is utilized:*
  - *Use properly secured tarps or cargo covering that covers the entire surface area of the load or use a container-type l enclosure.*
  - *Maintain a minimum of 6 inches of freeboard below the rim of the truck bed where the load touches the sides of the cargo area and ensure that the peak of the load does not extend above any part of the upper edge of the cargo area.*
  - *Water or otherwise treat the bulk material to minimize loss of material to wind or spillage.*
  - *Other effective dust prevention control measures approved in writing by the Control Officer.*
- *Visible roadway dust as a result of active operations, spillage from transport trucks, erosion, or track-out/carry-out shall be controlled as outlined below:*
  - *Visible roadway dust shall be minimized by the use of any of the following track-out/carry-out and erosion control measures that apply to the project or operations: track-out grates of gravel beds at each egress point, wheel-washing at each egress point during muddy conditions, soil binders, chemical soil stabilizers, geotextiles, mulching, or seeding; and*

- *Visible roadway dust shall be removed at the conclusion of each work day when bulk material removal ceases, or every 24 hours for continuous operations. If a street sweeper is used to remove any track-out/carry-out, only a PM<sub>10</sub>-Efficient Street Sweeper shall be used. The use of blowers for removal of track-out/carry-out is prohibited.*

**On-Site Operational Emissions.** The majority of operational emissions would be due to vehicle trips to and from the Plan Area. Potential operational emissions were estimated using CalEEMod and are based on trip generation rates from the Traffic and Circulation Study prepared for the project by Associated Transportation Engineers (2017). Table 2 summarizes the projected emissions associated with operation of the development under the Specific Plan and accounts for emissions associated with existing residential and commercial development. This includes emissions generated by vehicles, as well as emissions due to energy use (natural gas), and long-term, low-level architectural coating emissions as the proposed structures are repainted over the life of the building (area sources). As shown in Table 2, operational emissions from development under the Specific Plan would not exceed applicable SBCAPCD thresholds for ROC, NO<sub>x</sub>, and PM<sub>10</sub>.

While the Specific Plan would intensify commercial and residential densities in the Plan Area, new development is expected to replace some existing buildings. As newer construction would be more energy and water efficient than existing buildings, operational emissions would not be significantly higher than existing emissions and, in some cases, would be lower than existing emissions. The Specific Plan’s long-term regional air quality impacts would be *less than significant*.

**Table 2  
Specific Plan Buildout Operational Emissions (lbs/day)**

<b>Emission Source</b>	<b>ROC</b>	<b>NO<sub>x</sub></b>	<b>CO</b>	<b>PM<sub>10</sub></b>	<b>PM<sub>2.5</sub></b>
<b>Existing Conditions</b>					
Mobile	16.9	51.9	156.0	22.7	6.4
Energy (Natural Gas and electricity)	<0.1	0.3	0.2	<0.1	<0.1
Area (Consumer Products and Architectural Coating)	6.3	<0.1	3.2	<0.1	<0.1
Total Mobile + Area Emissions	23.2	52.2	159.4	22.8	6.4
<b>Specific Plan Buildout</b>					
Mobile	17.5	60.2	152.9	42.5	11.6
Energy (Natural Gas and electricity)	0.1	1.3	0.6	0.1	0.1
Area (Consumer Products and Architectural Coating)	16.7	0.3	26.9	0.1	0.1
Total Mobile + Area Emissions	34.2	60.5	179.8	42.6	11.7
<b>Net Emissions Mobile and Area Sources</b>	<b>11.0</b>	<b>8.3</b>	<b>20.4</b>	<b>19.8</b>	<b>5.3</b>
<i>Threshold: Total Emissions (Mobile &amp; Area Sources)</i>	<i>240</i>	<i>240</i>	<i>None</i>	<i>80</i>	<i>None</i>
<b>Threshold Exceeded?</b>	<b>No</b>	<b>No</b>	<b>n/a</b>	<b>No</b>	<b>n/a</b>

<b>Net Emissions Mobile Source</b>	<b>0.6</b>	<b>8.3</b>	<b>- 3.1</b>	<b>19.8</b>	<b>5.2</b>
<i>Threshold: Total Emissions (Mobile Sources Only)</i>	25	25	None	None	None
<b>Threshold Exceeded?</b>	<b>No</b>	<b>No</b>	<b>n/a</b>	<b>No</b>	<b>n/a</b>

Source: See Appendix A of Air Quality Study (Rincon Consultants, June 2, 2017) for CalEEMod output.

For informational purposes, Table 3 includes a comparison between Specific Plan and General Plan buildout in the Plan Area. In comparison to General Plan buildout, the Specific Plan would increase annual emissions, however, net new emissions would not exceed SBCAPCD recommended thresholds.

**Table 3  
Specific Plan versus General Plan Buildout Operational Emissions (lbs/day)**

<b>Emission Source</b>	<b>ROC</b>	<b>NO<sub>x</sub></b>	<b>CO</b>	<b>PM<sub>10</sub></b>	<b>PM<sub>2.5</sub></b>
<b>Existing Conditions</b>					
Mobile	12.4	42.4	107.3	29.5	8.1
Energy (Natural Gas and electricity)	0.1	0.7	0.4	0.1	0.1
Area (Consumer Products and Architectural Coating)	10.4	0.2	13.5	0.1	0.1
General Plan Total Mobile + Area Emissions	22.8	42.6	120.8	29.6	8.2
Specific Plan Total Mobile + Area Emissions <sup>1</sup>	34.2	60.5	179.8	42.6	11.7
<b>Net Emissions Mobile and Area Sources</b>	<b>11.4</b>	<b>17.9</b>	<b>59</b>	<b>13</b>	<b>3.5</b>
<i>Threshold: Total Emissions (Mobile &amp; Area Sources)</i>	240	240	None	80	None
<b>Net Emissions Mobile Source<sup>1</sup></b>	<b>5.1</b>	<b>17.8</b>	<b>45.6</b>	<b>13</b>	<b>3.5</b>
<i>Threshold: Total Emissions (Mobile Sources Only)</i>	25	25	None	None	None

Source: See Appendix A of Air Quality Study (Rincon Consultants, June 2, 2017) for CalEEMod output.

1. Specific Plan emissions are shown in Table 2.

d) Certain population groups are considered more sensitive to air pollution than others. Sensitive population groups include children, the elderly, the acutely ill, and the chronically ill, especially those with cardio-respiratory diseases. Residential uses are sensitive to air pollution because residents (including children and the elderly) tend to be at home for extended periods of time, resulting in sustained exposure to any pollutants present. The California ARB *Air Quality and Land Use Handbook* (2005) advises against placing new sensitive land uses within 500 feet of a freeway. Sensitive receptors proposed within the Plan Area include residences in Districts 2, 5 and 6, all of which are entirely or mostly within 500 feet of U.S. Highway 101. Therefore, impacts to sensitive receptors would be *significant but mitigable*.

*Mitigation Measures*

The following mitigation measure would be required for Plan Area development to reduce impacts to less than significant levels.

**AQ-1 Location-specific Health Risk Assessments.** For projects within the Plan Area, a location-specific health risk assessment (HRA) shall be required if the project would place sensitive receptors, such as residences, within 500 feet of Highway 101. If the HRA indicates that the proposed project would expose sensitive receptors to an unacceptable health risk resulting from its proximity to Highway 101, then additional mitigation that reduces health risk below standards recommended by SBCAPCD, such as MERV filtration, shall be incorporated into the development prior to permit issuance.

e) The Specific Plan would increase the development intensity of existing commercial and residential areas within the Plan Area and would not introduce any new sources of substantial objectionable odors. Buildout under the Specific Plan may include development of new restaurant spaces, which may result in odors related to food preparation. Restaurants would be required to comply with Santa Barbara County Environmental Health Services' requirements and guidelines for food establishments, including mechanical exhaust ventilation requirements to remove cooking odors, smoke, steam, grease and vapors from kitchen exhaust (Health and Safety Code 114149). In addition, SBCAPCD Rule 303 regulates nuisance, including odors. All development within the Plan Area would be required to comply with Rule 303, as described below, which would reduce odor impacts. Impacts would be *less than significant*.

*A person shall not discharge from any source whatsoever such quantities of air contaminants or other material in violation of Section 41700 of the Health and Safety Code which cause injury, detriment, nuisance or annoyance to any considerable number of persons or to the public or which endanger the comfort, repose, health or safety or any such persons or the public or which cause or have a natural tendency to cause injury or damage to business or property.*

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>IV. BIOLOGICAL RESOURCES</b> - Would the project:				
a) Have a substantial adverse impact, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?			X	
b) Have a substantial adverse impact on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or US Fish and Wildlife Service?			X	
c) Adversely impact federally protected wetlands (including, but not limited to, marsh, vernal pool, coastal, etc.) either individually or in combination with the known or probable impacts of other activities through direct removal, filling, hydrological interruption, or other means?				X
d) Interfere substantially with the movement of any resident or migratory fish or wildlife species or with established resident or migratory wildlife corridors, or impede the use of wildlife nursery sites?			X	
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				X
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Conservation Community Plan, or other approved local, regional, or state habitat conservation plan?				X

### Setting

The Project area consists of developed and previously disturbed, vacant infill sites in the City’s downtown area along with City-owned public roadways and medians. As the City’s historic downtown, the land (including topography, biologic and natural resources, drainage courses) has been highly disturbed by prior grading, building development and highway construction activities. The divided Highway 101, route of the north-south Coast Highway between Los Angeles and San Francisco, was paved through the center of Buellton in 1922 (bisecting the proposed Specific Plan area) and formed an intersection with the east-west Highway 246.

The present day AOF was the original alignment of the divided Highway 101 before it was re-aligned in 1965 to its current, limited-access freeway location along the eastern boundary of the Specific Plan. Construction of the Highway 101 freeway included two interchanges (Damassa Road, Highway 246) and one south-bound off-ramp (Avenue of Flags) that serve the Specific Plan area. The grading required as part of the freeway and interchange construction in 1965 represented a significant disruption of the cultural and biologic resources and topography of the area.

The Zaca Creek drainage was channelized and enclosed in underground culverts beneath the Highway 101 freeway and at several locations within the eastern portion of the Specific Plan area. Natural vegetation along the remaining limited and constricted open sections of Zaca Creek has been significantly altered by decades of primarily commercial land use.

a) through d). Special Status Species, Riparian Habitat, Wetlands, Movements of Fish/Wildlife Species.

As a regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and

support future land use entitlements in fulfillment of Specific Plan goals. It identifies potential private development on vacant and underutilized parcels (referred to as “Opportunity Sites”) on land currently zoned General Commercial (CR) with a corresponding General Plan land use designation of General Commercial (GC). All of the ten Opportunity Sites (“Opp Sites”) have been previously highly disturbed by grading activities, are considered urban in-fill sites (under 5 acres), and are surrounded by existing commercial and mixed-use development; only Opp Site O-8 and O-10 are located along open segments of Zaca Creek.

Potential future development on all Opp Sites will be reviewed and permitted on a project specific basis to determine compliance with the proposed Specific Plan Development Code and the City’s General Plan. As applicable, any proposed future developments on Opp Sites O-8 and O-10 would be assessed to determine potential impacts to biologic resources, including candidate, sensitive, or special status species in the City.

Individual projects would be required to comply with General Plan Conservation and Open Space Policies C/OS-8, C/OS-10, C/OS-11, C/OS-12, and C/OS-13, and Program C/OS-6, 7, 8, and 9 which require mitigation measures for significant biological impacts and preservation of creek corridors for the protection of biological resources. Any potentially significant impacts to biological resources will be mitigated on a project specific basis in accordance with all applicable state and federal agency guidelines set forth by California Department of Fish and Game (CDFG) and (if appropriate) the U.S. Fish and Wildlife Service (USFWS) as a standard part of the land use permit application and review process for development in the City.

e) and f). The Project would not conflict with any provisions of the General Plan related to biological resources. The Project area is not subject to any Habitat Conservation Plan.

**Findings and Mitigation:** Less than significant impacts would occur, therefore, no mitigation is required at this time.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>V. CULTURAL RESOURCES</b> - Would the project:				
a) Cause a substantial adverse change in the significance of a historical resource which is either listed or eligible for listing on the National Register of Historic Places, the California Register of Historic Resources, or a local register of historic resources?			X	
b) Cause a substantial adverse change in the significance of a unique archaeological resources (i.e., an artifact, object, or site about which it can be clearly demonstrated that, without merely adding to the current body of knowledge, there is a high probability that it contains information needed to answer important scientific research questions, has a special and particular quality such as being the oldest or best available example of its type, or is directly associated with a scientifically recognized important prehistoric or historic event or person)?		X		
c) Disturb or destroy a unique paleontological resource or site?			X	
d) Disturb any human remains, including those interred outside of formal cemeteries?			X	

a) Historic Resources. The Specific Plan area has historically been considered the City’s downtown. The divided Highway U.S. 101 was paved through the center of Buellton in 1922 and formed an

intersection with the east-west Highway State Route 246. Given its convenient location at the intersection of two major highways, Buellton experienced increased automobile traffic and became known as “Service Town USA”.

The present day AOF was the original alignment of Highway 101 before it was re-aligned in 1965 to its current, limited-access freeway location along the eastern boundary of the Specific Plan. The re-routing of Highway 101 to its current freeway location resulted with a wide roadway and several underutilized grassy median strips through the heart of Buellton’s downtown and a diversion of primary automobile traffic, all of which has contributed to the gradual decline of the commercial businesses along AOF.

In 1968, eight large American Flags were erected on top of flagpoles along the AOF medians. In addition, Median 4 contains five life-size sculptures of children honoring the flag, another set of flags honoring each branch of the armed forces, a sculpture honoring a fallen Marine, and plaques honoring others killed in the line of duty.

The fundamental strategy of the Specific Plan to revitalize downtown Buellton is the transformation of the AOF 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, captures the character of the Community. The “flag” theme along the medians would be continued, and flag elements are envisioned throughout the Plan area; the memorial sculpture and plaques would be preserved as well. Future programming along the Medians may include elements such as a historic museum, a “walk of flags”, and civic-themed displays showcasing the unique aspects of Buellton’s culture and history, such as the automobile culture.

The Project area does not contain any structures or places listed on the National Register of Historic Places or the California Register of Historic Resources.

Given the gradual decline the AOF corridor has experienced in recent years, the aesthetic enhancements and preservation/enhancement of Buellton’s culture and history that would result from the Specific Plan are considered **positive** impacts.

b), c) and d). Archeological/Paleontological Resources and Human Remains

The Project area consists of developed and previously disturbed, vacant infill sites in the City’s downtown area along with City-owned public roadways and medians. As the City’s historic downtown, the land (including archeological and paleontological resources, drainage courses) has been highly disturbed by prior grading, building development, the relocation and channelization of Zaca Creek, and extensive highway/freeway construction activities, all of which represented a significant disruption of the cultural resources of the area. Any archeological/paleontological resources or human remains would have been uncovered at that time; no known artifacts were discovered and the potential for further discoveries is extremely unlikely.

Since no known cemetery uses or burial sites are located within the Project area, no impacts to human remains are anticipated. If human remains are discovered, the Health and Safety Code has protocols that must be followed.

As a regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements. It identifies potential private development land uses on vacant and underutilized parcels (referred to as “Opportunity Sites”) on land currently zoned General Commercial (CR) with a corresponding General Plan land use designation of General Commercial (GC). All of the ten Opportunity Sites (“Opp Sites”) have been previously highly disturbed by grading activities, are considered urban in-fill sites (under 5 acres), and are surrounded by existing commercial and mixed-use

development. Potential future development on these parcels will be reviewed and permitted on a project specific basis to determine compliance with the proposed Specific Plan Development Code and the City’s General Plan, including Conservation and Open Space Element Policy C/OS-18 pertaining to Archaeological, Cultural and Historical Resources.

**Findings and Mitigation:** Potential impacts are considered less than significant with the incorporation of the following mitigation measure:

**CR – 1: Halt Work Order for Archaeological Resources.** If unanticipated cultural resources are exposed during potential future developments within the Project area, all earth disturbing work within the vicinity of the find must be temporarily suspended until an archaeologist has evaluated the nature and significance of the find. After the find has been appropriately mitigated, work in the area may resume. A representative should monitor any mitigation excavation associated with Native American materials.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>VI. GEOLOGY AND SOILS</b> - Would the project:				
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault?				X
ii) Strong seismic ground shaking?			X	
iii) Seismic-related ground failure, including liquefaction?			X	
iv) Inundation by seiche, tsunami, or mudflow?				X
v) Landslides?			X	
vi) Flooding, including flooding as a result of the failure of a levee or dam?			X	
b) Would the project result in substantial soil erosion or the loss of topsoil?			X	
c) Is the project located on strata or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?			X	
d) Is the project located on expansive soil creating substantial risks to life or property?			X	
e) Where sewers are not available for the disposal of waste water, is the soil capable of supporting the use of septic tanks or alternative waste water disposal systems?				X

General

As a regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements. It identifies potential private development land uses suitable for vacant and underutilized parcels (referred to as “Opportunity Sites”) on land currently zoned General Commercial (CR) with a corresponding General Plan land use designation of General Commercial (GC). All of the ten Opportunity Sites (“Opp Sites”) have been previously highly disturbed by grading activities, are considered urban in-fill sites (under 5 acres), and are surrounded by existing commercial and mixed-use development.

Potential future development on the Opp Site parcels will be reviewed and permitted on an individual project-specific basis to determine compliance with the proposed Specific Plan Firm-Based Development

Code, Uniform Building Code and the City's General Plan, including Safety Element Policies S-7, S-9, S-10, S-11, S-12, and S-13 pertaining to Seismic and Geological Hazards.

The following general analysis of geologic resources is based on the City's Safety Element of the General Plan.

a) Fault Rupture, Ground Shaking, Tsunami, Landslides. There are no known active or potentially active faults within the City of Buellton, and the Project area is not located within an Alquist-Priolo Earthquake Fault Zone. For this reason the potential hazard from a fault rupture in the City is very low.

Two potentially active faults that could cause ground shaking in Buellton in the future are the San Andreas, located about 50 miles to the northwest, and the Santa Ynez Fault, located about six miles to the south. The San Andreas would generate a very large earthquake which would cause some ground shaking in Buellton. However, the damage resulting from such an earthquake is not expected to be severe. The likelihood of an earthquake on the Santa Ynez Fault is low by comparison. The Santa Ynez Fault is active, but its history is relatively unknown. Some estimates place the likelihood of a major earthquake on this fault at once in several hundred years to perhaps a thousand years.

The Project area is not located in the vicinity of any body of water that could result in a seiche or tsunami.

Except for slopes along the Santa Ynez River, other slopes in the City are geologically stable and are not subject to major landslides. Topography is relatively flat and the Project area is not located adjacent to any substantial slopes that could potentially result in substantial landslides.

b) Erosion is a composite of all processes by which earth or rock materials are loosened or dissolved and moved from place to place. Natural erosion activity depends on the steepness of slopes, amount and intensity of rainfall and soil types. Erosion prevention measures are covered in grading plans and include recommended slope drainage provisions, slope protection and planting.

In potential future developments, erosion can be effectively controlled through the existing land use development review processes. As part of the City's development review process, geotechnical studies may be prepared on a project-specific basis as required in General Plan Safety Element Policy S-9, to identify necessary measures to ensure that no long-term impacts from erosion occur. The City's adopted Grading Ordinance, requirements of the Regional Water Quality Control Board, and the City's standard conditions of approval require erosion and sediment control plans for all projects. Based on the implementation of these requirements, the impact to erosion is considered less than significant.

c) Lateral Spreading, Subsidence, Liquefaction. Lateral spreading is the horizontal movement of soil toward an open face of a stream bank or the side of a levee; steep embankments are most susceptible to damage. In the City, this condition would include areas adjacent to the Santa Ynez River, and is not likely to impact properties within the Project area.

Subsidence is the compaction of soils and alluvium caused by groundshaking. No substantial subsidence problems have been identified in the City.

Liquefaction during a major earthquake could occur in Buellton. Liquefaction occurs during an earthquake when groundwaters migrate upward into sandy soils, which then become liquefied and lose their cohesiveness and their ability to support structures. The potential for liquefaction is highest in areas with sandy, alluvial soil and shallow groundwater, such as areas of the City nearest the Santa Ynez River. Liquefaction hazards can be avoided with proper foundation engineering based on an analysis of the soils on a given building site.

d) Expansive Soils. In general, soils with high shrink-swell potential are generally located in the hills to the northeast of Buellton, and not typically found in the Project area. A standard condition for project approvals, potential future developments and building construction would be required to comply, as applicable, with General Plan Safety Element Policies S-9 and S-10 pertaining to soils and geotechnical study requirements.

e) Future developments that occur in conformance with the proposed Specific Plan are anticipated to be developed in areas where local sewer system infrastructure is available. No septic systems will be needed to accommodate waste water generated from development in the Avenue of Flags Specific Plan area.

**Findings and Mitigation:** Less than significant impacts would occur, therefore, no mitigation is required at this time for the Specific Plan.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less than Significant Impact	No Impact
<b>VII. GREENHOUSE GAS EMISSIONS</b> - Would the project:				
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?			X	
b) Conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases?			X	

The Greenhouse Gas Emissions section has been prepared by Rincon Consultants on contract to the City of Buellton. All data used in the creation of this section is on file at the Buellton Planning Department and is hereby incorporated by reference into this Initial Study.

**Setting**

Buildout in accordance with the Specific Plan would generate greenhouse gas (GHG) emissions through the burning of fossil fuels or other emissions of GHGs, thus potentially contributing to cumulative impacts related to climate change. The following summarizes the regulatory framework related to climate change.

In response to an increase in man-made GHG concentrations over the past 150 years, California has implemented AB 32, the “California Global Warming Solutions Act of 2006.” AB 32 codifies the Statewide goal of reducing emissions to 1990 levels by 2020 (essentially a 15% reduction below 2005 emission levels) and the adoption of regulations to require reporting and verification of statewide GHG emissions. In 2016, the governor signed Senate Bill 32 (SB 32) into law, which requires the State to further reduce GHGs to 40 percent below 1990 levels by 2030.

While the State has adopted the AB 32 Scoping Plan and multiple regulations to achieve the AB 32 year 2020 target, there is no currently adopted State plan to meet post-2020 GHG reduction goals. ARB is currently working to update the Scoping Plan to provide a framework for achieving the 2030 target set by

SB 32 (ARB 2015). Achieving these long-term GHG reduction policies will require State and federal plans and policies for achieving post-2020 reduction goals.

According to the adopted *State CEQA Guidelines*, impacts related to GHG emissions from the Specific Plan would be significant if the plan would:

- *Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment; and/or*
- *Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases.*

The vast majority of individual projects do not generate sufficient GHG emissions to create a project-specific impact through a direct influence to climate change; therefore, the issue of climate change typically involves an analysis of whether a project’s contribution towards an impact is cumulatively considerable. “Cumulatively considerable” means that the incremental effects of an individual project are significant when viewed in connection with the effects of past projects, other current projects, and probable future projects (CEQA Guidelines, Section 15355).

The significance of GHG emissions may be evaluated based on locally adopted quantitative thresholds, or consistency with a regional GHG reduction plan (such as a Climate Action Plan). The SBCAPCD has developed GHG thresholds for stationary projects, which include equipment, processes, and operations that require an APCD permit to operate. Neither the City of Buellton nor the SBCAPCD has developed or adopted GHG significance thresholds for residential and commercial projects; however, Santa Barbara County recommends the use of San Luis Obispo Air Pollution Control District (SLOAPCD) Greenhouse Gas Thresholds, as adopted in April 2012. SLOAPCD GHG thresholds are summarized in Table 4.

**Table 4  
SLOAPCD GHG Significance Determination Criteria**

<b>GHG Emission Source Category</b>	<b>Operational Emissions</b>
Residential and Commercial Projects	Compliance with Qualified GHG Reduction Strategy OR Bright-Line Threshold of 1,150 MT of CO <sub>2</sub> e/yr OR Efficiency Threshold of 4.9 MT CO <sub>2</sub> e/SP*/yr

*\*SP = Service Population (residents + employees)  
For projects other than stationary sources, compliance with either a Qualified Greenhouse Gas Reduction Strategy, or with the Bright-Line (1,150 CO<sub>2</sub>e/yr.) or Efficiency Threshold (4.9 MT CO<sub>2</sub>e/SP/yr.) would result in an insignificant determination, and in compliance with the goals of AB 32. The construction emissions of projects will be amortized over the life of a project and added to the operational emissions. Emissions from construction-only projects (e.g. roadways, pipelines, etc.) will be amortized over the life of the project and compared to an adopted GHG Reduction Strategy or the Bright-Line Threshold only.*

The SLOAPCD “bright-line threshold” was developed to help reach the AB 32 emission reduction targets by attributing an appropriate share of the GHG reductions needed from new land use development projects subject to CEQA. Land use sector projects that comply with this thresholds would not be “cumulatively considerable” because they would be helping to solve the cumulative problem as a part of the AB 32 process. Such small sources would not significantly add to climate change and would not hinder the State’s ability to reach the AB 32 goal, even when considered cumulatively. The threshold is intended to assess small and average sized projects, whereas the per-service population guideline is intended to avoid penalizing larger projects that incorporate GHG-reduction measures such that they may have high total annual GHG emissions, but would be relatively efficient, as compared to projects of similar scale. Therefore, the efficiency threshold is the most appropriate threshold for the Specific Plan,

and the Specific Plan would have a potentially significant contribution to GHG emissions if it would result in emissions in excess of 4.9 metric tons of CO<sub>2</sub>E per service population per year. The service population for existing residential and commercial development and buildout under the Specific Plan and General Plan within the Plan Area are included in Table 5.

**Table 5  
Service Population Estimates**

<b>Scenario</b>	<b>Land Use Density</b>	<b>Residences<sup>1</sup></b>	<b>Employees<sup>2</sup></b>	<b>Total Service Population</b>
Existing Conditions	Residential - 38 units Commercial - 191,121 sf	107	382	489
Specific Plan Buildout	Residential - 326 units Commercial – 297,000 sf	919	594	1,513
General Plan Buildout	Residential - 163 units Commercial – 222,208 sf	460	444	904

1. 2.82 persons per household for Buellton (California Department of Finance 2017)

2. 2 employees per 1,000 sf, consistent with the Specific Plan expected employee calculations.

Given the recent legislative attention and judicial action regarding post-2020 goals and the scientific evidence that additional GHG reductions are needed through the year 2050, the Association of Environmental Professionals’ (AEP) Climate Change Committee published a white paper in 2015 recommending that CEQA analyses for most land use development projects may continue to rely on current adopted thresholds for the immediate future (AEP 2015). As such, for project GHG impacts, this analysis evaluates future conditions based on consistency with the SLOAPCD efficiency threshold.

Calculations of CO<sub>2</sub>, CH<sub>4</sub>, and N<sub>2</sub>O emissions are provided to identify the magnitude of potential effects of Specific Plan buildout. The analysis focuses on CO<sub>2</sub>, CH<sub>4</sub>, and N<sub>2</sub>O because these comprise 98.9% of all GHG emissions by volume (IPCC 2007) and are the GHG emissions that Specific Plan buildout would emit in the largest quantities. Fluorinated gases, such as HFCs, PFCs, and SF<sub>6</sub>, were also considered for the analysis. However, the uses proposed as part of the Avenue of Flags Specific Plan are primarily commercial and residential, and the quantity of fluorinated gases would thus not be significant since fluorinated gases are primarily associated with industrial processes. Minimal amounts of other main GHGs (such as chlorofluorocarbons [CFCs]) would be emitted, but these other GHG emissions would not substantially add to the calculated CO<sub>2</sub>e amounts. Emissions of all GHGs in the emissions summary are converted into their equivalent weight in CO<sub>2</sub> (CO<sub>2</sub>e). Calculations are based on the methodologies discussed in the California Air Pollution Control Officers Association (CAPCOA) *CEQA and Climate Change* white paper (2008) and include the use of the California Climate Action Registry (CCAR) General Reporting Protocol (2009).

### **Impact Analysis**

a) GHG emissions associated with (1) existing residential and commercial development, (2) full buildout under the Specific Plan, and (3) buildout under the existing General Plan (for informational purposes only) were estimated using the California Emissions Estimator Model (CalEEMod) version 2016.3.1 (see Appendix A of Greenhouse Gas Emission Study, Rincon Consultants, June 2, 2017). Net new emissions from increased development under the Specific Plan are compared to applicable GHG thresholds.

Construction Emissions. Although construction activity is addressed in this analysis, CAPCOA does not discuss whether any of the suggested threshold approaches adequately address impacts from temporary construction activity. Air pollution control districts such as the SLOAPCD have recommended amortizing

construction-related emissions over a 50-year period for residential projects and 25 years for commercial projects, in conjunction with a project’s operational emissions. Because the Specific Plan would increase residential and commercial land uses within the Plan Area, total construction emission are amortized over the shorter recommended period of 25 years.

New construction in the Plan Area would generate temporary GHG emissions primarily due to the operation of construction equipment and truck trips. Emissions associated with the construction period were estimated using the California Emissions Estimator Model (CalEEMod) Version 2016.3.1. Refer to items “b” and “c” under Section 3, Air Quality, for discussion of the assumptions used for construction emissions analysis. Complete results from CalEEMod are included in Appendix A of Greenhouse Gas Emissions Study prepared by Rincon Consultants, dated June 2, 2017.

As shown in Table 6, construction activity associated with the project would result in an estimated 1,650.6 metric tons of CO<sub>2</sub>e units. Amortized over a 25-year period (the assumed life of the project), buildout of the proposed Plan would generate an estimated 66 metric tons of CO<sub>2</sub>e per year.

**Table 6**  
**Specific Plan Buildout**  
**Estimated Construction Emissions of Greenhouse Gases**

	<b>GHG Emissions (Carbon Dioxide Equivalent (CO<sub>2</sub>E))</b>
Total Estimated Construction Emissions	1,650.6 metric tons
Amortized over 25 years	66.0 metric tons per year

*See Appendix A of Greenhouse Gas Emissions Study (Rincon Consultants, June 2, 2017) for CalEEMod Results.*

On-Site Operational Emissions. Operational emissions from existing residential and commercial development and buildout under the Specific Plan were also estimated using CalEEMod (see Appendix A of Greenhouse Gas Emissions Study prepared by Rincon Consultants, dated June 2, 2017 for calculations). Operational sources include emissions from energy and natural gas consumption; area sources including consumer products landscape maintenance, and architectural coatings; waste generation; water and wastewater usage; and mobile sources, such as vehicle engine combustion.

- 1) Direct Emissions from Mobile Combustion. Emissions from vehicles driving to and from the Plan Area were based on the Traffic and Circulation Study prepared by the Associated Transportation Engineers (2017), using the standard Institute of Transportation Engineers (ITE) vehicle trip rates. Emissions of CO<sub>2</sub> and CH<sub>4</sub> from transportation sources were quantified using CalEEMod. Because CalEEMod does not calculate N<sub>2</sub>O emissions from mobile sources, N<sub>2</sub>O emissions were quantified using the California Climate Action Registry General Reporting Protocol (January 2009) direct emissions factors for mobile combustion (refer to Appendix A of Greenhouse Gas Emissions Study conducted by Rincon Consultants, June 2, 2017 for calculations). Emission rates for N<sub>2</sub>O emissions were based on the vehicle mix output generated by CalEEMod and the emission factors found in the California Climate Action Registry General Reporting Protocol.

Combined Annual Construction, Operational, and Mobile GHG Emissions. Table 7 combines the construction and operational GHG emissions associated with development under the Specific Plan. As described above, emissions associated with construction activity (approximately 1,650.6 metric tons CO<sub>2</sub>e) are amortized over 25 years.

**Table 7  
Combined Annual Emissions of Greenhouse Gases**

<b>Emission Source</b>	<b>Annual Emissions (metric tons CO<sub>2</sub>e)</b>
<b>Existing Conditions in Specific Plan Area</b>	
<b>Operational</b>	
Area	0.5
Energy	714.4
Solid Waste	101.5
Water	46.9
<b>Mobile</b>	
From CO <sub>2</sub> and CH <sub>4</sub>	4,119.5
From N <sub>2</sub> O	211.6
Existing Emissions <sup>1</sup>	5,194.4 MT CO <sub>2</sub> e 10.6 MT CO <sub>2</sub> e/SP
<b>Specific Plan Buildout</b>	
<b>Construction</b>	66.0
<b>Operational</b>	
Area	4.1
Energy	1,522.4
Solid Waste	214.8
Water	122.3
<b>Mobile</b>	
From CO <sub>2</sub> and CH <sub>4</sub>	6,310.0
From N <sub>2</sub> O	374.1
Specific Plan Buildout Emissions <sup>2</sup>	8,613.7 MT CO <sub>2</sub> e 5.7 CO <sub>2</sub> e/SP
<b>Net New Emissions [Specific Plan – Existing]<sup>3</sup></b>	<b>3,419.3 MT CO<sub>2</sub>e 3.3 MT CO<sub>2</sub>e/SP</b>
<i>Threshold</i>	<i>4.9 MT CO<sub>2</sub>e/SP</i>
<b>Threshold Exceeded?</b>	<b>No</b>

Sources: See Appendix A for calculations and for GHG emission factor assumptions.

1. The existing service population is 489 persons.

2. The service population for buildout under the Specific Plan is 1,513 persons.

3. The net new service population is 1,024 persons (1,513 – 489 persons).

As shown in Table 7, net new annual emissions from future Plan Area development would be approximately 3.3 metric tons of CO<sub>2</sub>e per service person per year. While the Specific Plan would intensify commercial and residential densities in the Plan Area, new development is expected to replace some existing buildings. As newer construction would be more energy and water efficient than existing buildings, operational GHG emissions would not be significantly higher than existing emissions. Additionally, because the Specific Plan would increase service population densities within the Plan Area per capita emissions are reduced in comparison to existing per capita emissions. These emissions would not exceed the applicable efficiency threshold of 4.9 metric tons of CO<sub>2</sub>e per service person per year. Therefore, impacts resulting from GHG emissions would be *less than significant*.

For informational purposes, Table 8 includes a comparison between Specific Plan and General Plan buildout in the Plan Area. As shown therein, General Plan buildout would generate approximately 5,890.8 metric tons of CO<sub>2</sub>e per year, or 6.5 metric tons of CO<sub>2</sub>e per service person per year. In comparison to General Plan buildout, the Specific Plan would increase annual emissions by 2,722.9 metric tons of CO<sub>2</sub>e per year, or 4.5 metric tons of CO<sub>2</sub>e per service person per year, which is also less than the applicable efficiency threshold of 4.9 metric tons of CO<sub>2</sub>e per service person per year.

**Table 8  
Specific Plan versus General Plan Buildout  
Combined Annual Emissions of Greenhouse Gases**

<b>Emission Source</b>	<b>Annual Emissions (metric tons CO<sub>2</sub>e)</b>
<b>Construction</b> <sup>1</sup>	35
<b>Operational</b>	
Area	2.0
Energy	986.2
Solid Waste	143.4
Water	76.6
<b>Mobile</b>	
From CO <sub>2</sub> and CH <sub>4</sub>	4,388.2
From N <sub>2</sub> O	259.4
<b>General Plan Buildout Total Emissions</b> <sup>2</sup>	<b>5,890.8 MT CO<sub>2</sub>e 6.5 CO<sub>2</sub>e/SP</b>
<b>Net New Emissions [Specific Plan – General Plan]</b> <sup>3</sup>	<b>2,722.9 MT CO<sub>2</sub>e 4.5 MT CO<sub>2</sub>e/SP</b>

*Sources: See Appendix A of Greenhouse Gas Emissions Study (Rincon Consultants, June 2, 2017) for calculations and for GHG emission factor assumptions.*

*1. Total construction emissions under General Plan buildout (875 tons/year) amortized over 25 years.*

*2. The General Plan buildout service population is 904 persons.*

*3. The net new service population under the General Plan would be 609 persons (1,513 - 904 persons). Specific Plan emissions are from Table 7.*

b) The City of Buellton has not adopted a Climate Action Plan. The County of Santa Barbara Planning Commission adopted the Energy and Climate Action Plan (ECAP) for the County of Santa Barbara in May 2015 (County of Santa Barbara 2015). However, this plan applies to unincorporated areas of Santa Barbara County and not incorporated cities such as Buellton. SBCAG has incorporated sustainable community strategy into its Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) plan, which is designed to help the region achieve its SB 375 GHG emissions reduction target. The SBCAG 2040 RTP/SCS demonstrates that the SBCAG region would achieve its regional emissions reduction targets for the 2020 and 2035 target years. The RTP/SCS sets forth goals and objectives related to mixed-use development and the jobs-housing imbalance. The RTP/SCS includes an objective to “encourage affordable and workforce housing and mixed-use development within urban boundaries.” In addition, the RTP/SCS encourages an increase in jobs within the City of Buellton, in order to bring the jobs-housing ratio in Buellton up from 1.08 to closer to the ideal ratio of 1.5.

The Specific Plan encourages mixed-use development consistent with the SBCAG RTP/SCS mixed-use objectives by encouraging mixed-use development along Avenue of Flags that provides an opportunity for residential uses to support commercial and retail uses. The Specific Plan would also allow for increased commercial densities within the Specific Plan area, which would generate jobs and improve the jobs-housing balance in Buellton, reducing worker commute trips out of the City that generate mobile

GHG emissions. The Specific Plan would also reduce speed limits and install four way stops to calm traffic, paint crosswalks, and improve sidewalk connectivity, which would improve pedestrian and bicycle safety along Avenue of Flags, decreasing average vehicle miles travelled and associated GHG emissions. The project would support the goals of the RTP/SCS and would not conflict with any plan, policy, or legislation related to GHG emissions. Therefore, impacts would be *less than significant*.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>VIII. HAZARDS AND HAZARDOUS MATERIALS</b> - Would the project:				
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?			X	
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the likely release of hazardous materials into the environment?			X	
c) Reasonably be anticipated to emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?			X	
d) Is the project located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?			X	
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?				X
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?				X
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?			X	
h) Expose people or structures to the risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?				X

**General**

As a policy and regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements. It identifies potential private development land uses suitable for vacant and underutilized parcels (referred to as “Opportunity Sites”) on land currently zoned General Commercial (CR) with a corresponding General Plan land use designation of General Commercial (GC). All of the ten Opportunity Sites (“Opp Sites”) have been previously highly disturbed by grading activities, are considered urban in-fill sites (under 5 acres), and are surrounded by existing commercial and mixed-use development.

Potential future development on the Opp Site parcels will be reviewed and permitted on an individual project-specific basis to determine compliance with the proposed Specific Plan Form-Based Development Code, Uniform Building Code and the City’s General Plan, including Safety Element Policies S-14 (Wildland and Urban Fire Hazards), and S-15, -18 (Hazardous Materials and Risk of Upset).

The following general analysis of geologic resources is based on the City's Safety Element of the General Plan.

a) and b) Hazardous Substances and Hazardous Materials Releases: As a regulatory document, the Specific Plan would not create reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. Potential future development in the Project area would be reviewed separately on a site-specific basis, as applicable, for potential hazardous materials impacts.

c) Hazardous Materials Near Schools: The nearest schools are Jonata Middle School, located approximately 0.34 miles west of the Project area; and Zaca Center Pre-School, which is about 0.15 miles southwest of Opp Sites O-5 and O-10, the closest parcels on which future development may potentially occur. Any proposed future development in the Project area would be reviewed separately on a site-specific basis, as applicable, for potential hazardous materials impacts.

d) Hazardous Materials Sites. Future development in the Specific Plan may be located on or in the vicinity of sites identified on hazardous material lists. Through the City's development review process, it would be determined whether a Phase 1 Environmental Site Assessment would be necessary to assess whether a proposed development site is on or within the immediate vicinity of any known hazardous material sites. Where appropriate, mitigation measures would be required at that time to reduce potential hazards to the public to a level that is less than significant. No mitigation measures are necessary for the Specific Plan at this time.

e), f) Public and Private Airstrip Safety Hazards: No public or private airports are in the vicinity of the Project area.

g) Emergency Response/Evacuation. Potential future development must be consistent with the City's Land Use and Circulation Elements of the General Plan. Without specific details regarding future developments, it is infeasible to identify specific potential conflicts with an emergency response plan with any precision at this time. Through the City's development review process, future development projects will be evaluated for consistency with adopted emergency response plans and will include measures if necessary to ensure that impacts are less than significant. No mitigation measures are necessary for the Specific Plan.

h) Wildland Fire Hazards: The Project area is not located in a wildland fire hazard area as identified in the Safety Element of the Buellton General Plan.

**Findings and Mitigation:** Less than significant impacts would occur, therefore, no mitigation is required at this time.

<b>ISSUES:</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant With Mitigation Incorporation</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>
<b><i>IX. HYDROLOGY AND WATER QUALITY</i></b> - Would the project:				
a) Violate Regional Water Quality Control Board water quality standards or waste discharge requirements?			X	
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (i.e., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?			X	
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner that would result in substantial erosion or siltation on- or off-site?			X	
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on- or off-site?			X	
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?			X	
f) Otherwise substantially degrade water quality?			X	
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?			X	
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?			X	
i) Expose people or structures to a significant risk of loss, injury, or death involving flooding, including flooding as a result of the failure of a levee or dam?				X
j) Inundation by seiche, tsunami, or mudflow?				X

**a) RWQCB Standards.**

As a policy and regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements. It identifies potential private development land uses suitable for vacant and underutilized parcels (referred to as “Opportunity Sites”) on land currently zoned General Commercial (CR) with a corresponding General Plan land use designation of General Commercial (GC). All of the ten Opportunity Sites (“Opp Sites”) have been previously highly disturbed by grading activities, are considered urban in-fill sites (under 5 acres), and are surrounded by existing commercial and mixed-use development. As the Opp Sites are developed, wastewater will be discharged into the local sewer system and on-site drainage will flow into the local storm drain system.

As part of section 402 of the Clean Water Act, the U.S. Environmental Protection Agency has established regulations under the National Pollution Discharge Elimination System (NPDES) program to control both construction and operation (occupancy) storm water discharges. In California, the State Water Quality Control Board administers the NPDES permitting program and is responsible for developing permitting requirements.

Potential future development on the Opp Site parcels will be reviewed and permitted on an individual project-specific basis to determine compliance with the proposed Specific Plan Form-Based Development

Code; Uniform Building Code; City of Buellton General Plan, including Safety Element Goals and Policies pertaining to Water Supply and Wastewater; the City's 2013 Stormwater Ordinance, the Grading Ordinance and the Floodplain Ordinance; as well as NPDES and applicable Regional Water Quality Control Board (RWQCB) standards.

b) Groundwater Supply. Water is supplied to the City of Buellton from the Buellton Uplands Groundwater Basin, the Santa Ynez River Riparian Basin, and State Water Project (SWP). Water allocation from the SWP varies based on local demand and availability. Therefore, the City's SWP supplies may fluctuate based on the quantity of water the City's needs to meet demand and whether or not it is available from the State. Neither groundwater basin is in a state of overdraft, as the natural recharge rates either exceed the capacity of the basin or exceed the rate of pumping from the basin. Furthermore, the Buellton Uplands Groundwater Basin has a net surplus of 800 AFY.

While potential future development projects would create an increased demand for water, the City has an adequate supply to accommodate development in the Specific Plan area, as development at this location is already anticipated under the General Plan. Impacts would be less than significant.

c) Drainage Patterns (Erosion), e) Stormwater Drainage System. Ultimate build-out of the Specific Plan Project area is not expected to substantially alter the existing drainage pattern of the area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on-site or off-site. The Project area has been previously highly disturbed by grading activities. Potential future development of some of the Opp Sites may involve slight changes to the existing on-site drainage network, and all proposed projects would be required to connect to the existing stormwater drainage system. Each future project will be evaluated regarding drainage patterns and surface runoff on an individual basis in order to obtain grading and building permit approvals.

In addition, each proposed future project will be evaluated as appropriate on an individual basis for reduction of impacts in conformance with the NPDES program, and with any requirements for the preparation of an erosion and sediment control program, otherwise termed a Storm Water Pollution Prevention Plan (SWPPP).

The foregoing measures are part of the existing land use development review process for proposed projects in the City, and would ensure that impacts are maintained at a less than significant level. No additional mitigation measures are necessary for the Specific Plan.

d) Drainage Patterns (Flooding): The area is relatively flat with a gentle slope towards Zaca Creek, which was channelized and enclosed in underground culverts beneath the Highway 101 freeway and at several locations within the eastern portion of the Specific Plan area. The eastern half of the AOF roadway south of Second Street is within the 100-year flood zone. Fill in the floodplain is generally allowed if it does not raise flood elevations beyond an acceptable amount per the City's floodplain ordinance. Potential future developments will require grading to raise the grade so the finished floor elevation is 2 feet above the base flood elevation level. As part of the City's existing land use development review process, all proposed project are required to address on-site run-off flood control requirements and to avoid significantly altering the drainage pattern in a manner that would result in flooding either on- or off-site.

Any potential alterations to onsite drainage or to streambeds requires coordination with the Army Corps of Engineers, the Regional Water Quality Control Board and the California Department of Fish and Game, any or all of which may issue mitigation recommendations to be incorporated into development permit approval requirements. No mitigation is required for the Specific Plan.

f) Substantially Degrade Water Quality: Ultimate build-out of the Specific Plan may involve some grading activities; increase in potential erosion and sedimentation to drainages is expected with grading activities, which could impact water quality. However, compliance with the NPDES and Regional Water Quality Control Board Resolution R3-2013-0032 (Adopted July 12, 2013, which addresses Post-Construction Stormwater Management Requirements for development projects, essentially updating previous SWPPP regulations) would result in less than significant impacts.

g), h). Housing/Structures in 100-year Flood Hazard Area. As stated in item d) above, a portion of the Project area is within the 100-year Flood Plain. Potential future development in areas with flood hazards would be subject to the City’s Floodplain Ordinance requirements to limit the personal and property damage that may occur due to flooding and inundation. As part of the City’s land use development review process, each project will be evaluated on an individual basis and will be required to comply with uniform building codes and regulations, FEMA rules, and the General Plan Safety Element Policies S-1, S-2, S-3 and S-4 pertaining to flood hazards. No mitigation measures are necessary for the Specific Plan.

i) Flooding and Dam Failure: The project site is not located in a dam failure inundation hazard area. No impacts would result.

j) Seiche, Tsunami, Volcano: The site is not located in the vicinity of any body of water that could result in a seiche or tsunami, and no volcanic activity occurs in the region. No impacts would result.

**Findings and Mitigation:** Since no significant impacts were identified, no mitigation is required.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>X. LAND USE AND PLANNING</b> - Would the project:				
a) Physically divide an established community?				X
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?				X
c) Conflict with any applicable habitat conservation plan or natural communities conservation plan?				X

a). The Project area consists of a cohesive area historically considered the City’s downtown. The proposed Project would serve to solidify and enhance the character of the area, considered a beneficial impact. As such, the Project would not divide an established community.

b). The Specific Plan is regulatory tool that implements the City’s General Plan, and provides more detailed planning direction and standards for the AOF Project area than are included in the General Plan. Consistent with the General Plan, the Specific Plan also functions as the zoning code and guides all facets of future development within the area. The following is a discussion of the Specific Plan’s consistency with and relationship to both the General Plan and Zoning Ordinance, all of which support a beneficial impact resulting from the proposed Project.

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 on-street 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 signalizing 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.

#### 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 development code and zoning ordinance 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) No habitat or conservation plans exist with the City of Buellton.

**Findings and Mitigation:** No adverse impacts would result from the proposed Project, therefore, no mitigation is required.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>XI. MINERAL RESOURCES</b> - Would the project:				
a) Result in the loss of availability of a known mineral resource classified MRZ-2 by the State Geologist that would be of value to the region and the residents of the state?				X
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				X

a, b. Mineral Resources: The site does not support significant mineral resources, nor have any been identified in local plans or resource inventories. The proposed Project would not result in impacts to mineral resources.

**Findings and Mitigation:** No impacts would occur, therefore, no mitigation is required.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>XII. NOISE</b> - Would the project result in:				
a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?			X	
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?			X	
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?			X	
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?		X		
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?				X
f) For a project within the vicinity of a private airstrip would the project expose people residing or working in the project area to excessive noise levels?				X

The Noise section has been prepared by Rincon Consultants on contract to the City of Buellton. All data used in the creation of this section is on file at the Buellton Planning Department and is hereby incorporated by reference into this Initial Study.

**Setting**

Properties of Noise. Noise level (or volume) is generally measured in decibels (dB) using the A-weighted sound pressure level (dBA). The A-weighting scale is an adjustment to the actual sound pressure levels to be consistent with that of human hearing response, which is most sensitive to frequencies around 4,000 Hertz (about the highest note on a piano) and less sensitive to low frequencies (below 100 Hertz).

Sound pressure level is measured on a logarithmic scale with the 0 dB level based on the lowest detectable sound pressure level that people can perceive (an audible sound that is not zero sound pressure level). Based on the logarithmic scale, a doubling of sound energy is equivalent to an increase of 3 dBA, and a sound that is 10 dBA less than the ambient sound level has no effect on ambient noise. Because of the nature of the human ear, a sound must be about 10 dBA greater than the reference sound to be judged as twice as loud. In general, a 3 dBA change in community noise levels is noticeable, while 1-2 dB changes generally are not perceived. Quiet suburban areas typically have noise levels in the range of 40-50 dBA, while arterial streets are in the 50-60+ dBA range. Normal conversational levels are in the 60-65 dBA range and ambient noise levels greater than 65 dBA can interrupt conversations.

Noise levels typically attenuate (or drop off) at a rate of 6 dBA per doubling of distance from point sources (such as industrial machinery). Noise from lightly traveled roads typically attenuates at a rate of about 4.5 dBA per doubling of distance. Noise from heavily traveled roads typically attenuates at about 3 dBA per doubling of distance. Noise levels may also be reduced by intervening structures. Generally, a single row of buildings between the receptor and the noise source reduces the noise level by about 5 dBA, while a solid wall or berm reduces noise levels by 5 to 10 dBA (Federal Transit Authority [FTA] 2006). The manner in which homes in California are constructed generally provides a reduction of exterior-to-interior noise levels of about 20 to 25 dBA with closed windows (FTA 2006).

In addition to the actual instantaneous measurement of sound levels, the duration of sound is important since sounds that occur over a long period of time are more likely to be an annoyance or cause direct physical damage or environmental stress. One of the most frequently used noise metrics that considers both duration and sound power level is the equivalent noise level (Leq). The Leq is defined as the single steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual fluctuating levels over a period of time (essentially, the average noise level). Typically, Leq is summed over a one-hour period. Lmax is the highest RMS (root mean squared) sound pressure level within the measurement period, and Lmin is the lowest RMS sound pressure level within the measurement period.

The time period in which noise occurs is also important since noise that occurs at night tends to be more disturbing than that which occurs during the day. Community noise is usually measured using Day-Night Average Level (Ldn or DNL), which is the 24-hour average noise level with a 10-dBA penalty for noise occurring during nighttime (10 PM to 7 AM) hours, or Community Noise Equivalent Level (CNEL), which is the 24-hour average noise level with a 5 dBA penalty for noise occurring from 7 PM to 10 PM and a 10 dBA penalty for noise occurring from 10 PM to 7 AM. Noise levels described by Ldn and CNEL usually do not differ by more than 1 dBA. In practice, CNEL and Ldn may often be used interchangeably.

The relationship between peak hourly Leq values and associated Ldn values depends on the distribution of traffic over the entire day. There is no precise way to convert a peak hourly Leq to Ldn. However, in suburban areas, the peak hourly Leq is often roughly equal to the daily Ldn (California State Water Resources Control Board [CSWRCB] 1999). The Plan Area is located in a suburban area; therefore, the peak hourly Leq at the Plan Area is approximately equivalent to the daily Ldn value.

Properties of Groundborne Vibration. Vibrating objects in contact with the ground radiate energy through that medium; if a vibrating object is massive enough and/or close enough to the observer, its vibrations are perceptible. The rumbling sound caused by the vibration of room surfaces is called

groundborne noise. The ground motion caused by vibration is measured in vibration decibels (VdB). The general human response to different levels of groundborne vibration velocity levels is described in Table 9.

**Table 9  
Human Response to Different Levels of Groundborne Vibration**

<b>Vibration Velocity Level</b>	<b>Human Reaction</b>
65 VdB	Approximate threshold of perception for many people
75 VdB	Approximate dividing line between barely perceptible and distinctly perceptible. Many people find transit vibration at this level annoying
85 VdB	Vibration acceptable only if there are an infrequent number of events per day
90 VdB	Difficulty with tasks such as reading computer screens

*Source: Federal Transit Administration 2006.*

Sensitive Receptors. Noise exposure goals for various types of land uses reflect the varying noise sensitivities associated with each of these uses. The City of Buellton 2025 General Plan Noise Element identifies a variety of land use and development types as noise-sensitive. These include residences, hospitals, schools, guest lodging, libraries, and parks. The Avenue of Flags Specific Plan encompasses a segment of the Avenue of Flags roadway and the properties adjacent to Avenue of Flags that are located north and south of State Route 246 (SR-246). There are single-family residences immediately west of the Specific Plan Area along Central Avenue, as well as existing residencies within the Plan Area that would qualify as noise-sensitive receptors. In addition, the following new Districts created by the Specific Plan would allow for residential uses that would qualify as additional noise-sensitive receptors in the Plan Area<sup>4</sup>: District 2 (Public Events and Mixed Use), District 3 (Civic Junction), District 4 (Civic Gallery), District 5 (Gateway South), and District 6 (Zaca Corridor).

Regulatory Setting. The General Plan Noise Element includes exterior noise level guidelines for a range of land uses. These guidelines include “clearly acceptable,” “normally acceptable,” “normally unacceptable,” and “clearly unacceptable” exterior noise ranges for uses that may be proposed in the City. For office buildings, business, commercial, and professional developments, exterior noise up to 75 dBA Ldn is normally acceptable, exterior noise between 70 to 80 dBA Ldn is normally unacceptable, and exterior noise above 80 dBA is clearly unacceptable. For the most noise-sensitive uses, the City maintains an exterior noise standard of 60 dBA Ldn and an interior standard of 45 dBA Ldn for residential uses (both single-family and multi-family). As such, noise exposure standards for various types of land uses reflect the varying noise sensitivities associated with those uses.

Table 10 shows the City’s noise compatibility guidelines that would apply to residential, commercial, open space, and light industrial land uses allowed for within and in the vicinity of the Plan Area. The City’s Noise Element also establishes standards for long-term increases in operational roadway noise levels caused either by a development project alone or by cumulative development, shown in Table 11.

<sup>4</sup> Although the underlying zoning district (i.e., General Commercial) within the Plan Area would remain, the Avenue of Flags Specific Plan would function as an “overlay” zone in which future development would be evaluated based on its consistency with the Plan’s intended character for a particular District. This development flexibility means that a range of possible land uses, such as additional residential uses, could be appropriate in a particular District where they were once not.

**Table 10  
Land Use Compatibility for Community Noise Exposure**

Land Use Category	Day-Night Noise Level (Ldn, dBA)			
	Clearly Acceptable <sup>1</sup>	Normally Acceptable <sup>2</sup>	Normally Unacceptable <sup>3</sup>	Clearly Unacceptable <sup>4</sup>
Residential – Low Density Single Family, Duplex, Mobile Homes	<55	55-60	60-75	>75
Residential – Multiple Family	<55	55-60	60-75	>75
Transient Lodging – Motels, Hotels	<65	65-70	70-80	>80
Auditoriums, Concert Halls, Amphitheaters	N/A	<60	60-70	>70
Playgrounds, Neighborhood Parks	<55	55-65	65-75	>75
Office Buildings, Businesses, Commercial, and Professional	<65	65-75	70-80	>80
Industrial, Manufacturing, Utilities, Agriculture	<70	70-80	>80	N/A

<sup>1</sup> Specified land use is satisfactory based upon the assumption that any buildings involved are of normal conventional construction, without any special insulation requirements.

<sup>2</sup> New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice. Outdoor environment will seem noisy.

<sup>3</sup> New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made with needed noise insulation features included in the design. Outdoor areas must be shielded.

<sup>4</sup> New construction or development should generally not be undertaken. Construction costs to make the indoor environment acceptable would be prohibitive and the outdoor environment would not be usable.

Source: City of Buellton 2007. Revised in 2008.

**Table 11  
Standards for Changes in Operational Roadway Noise Exposure**

Existing Ambient Noise Level Without Development Project (dBA Ldn)	Normally Unacceptable change With Development Project (dBA Ldn)
<60	5
60-65	3
>65	1.5

Source: City of Buellton 2007. Revised in 2008.

The Buellton Municipal Code establishes exterior noise limits for specific zoning types. The underlying zoning district for the Plan Area is General Commercial (CR). According to Section 8.04.030(a) of the Municipal Code, it is unlawful to cause noise that exceeds the one-hour average level of 75 dBA between the hours of 7:00 AM and 10:00 PM and 45 dBA between 10:00 PM and 7:00 AM for CR zones. The Specific Plan would allow for an increase in residential density that would qualify as additional noise-sensitive receptors in the Plan Area. Therefore, for a conservative analysis, noise impacts are compared to noise standards for residential zoning. According to Section 8.04.030(a) of the Municipal Code, noise levels must not exceed the one-hour average level of 65 dBA between the hours of 7:00 AM and 10:00 PM and 45 dBA between 10:00 PM and 7:00 AM for residential zones.

Per Section 8.04.030(G)(4) of the Municipal Code, construction cannot occur before 7:00 AM or after 6:00 PM Monday through Friday, Saturdays between 9:00 AM and 5:00 PM except with the express written permission of the Planning Director, or on Sunday or federally designated holidays. In addition, the Buellton Municipal Code Section 8.04.030 states “Construction activity shall not cause an hourly average sound level of greater than seventy-five (75) decibels on property zoned or used for open space, recreation, or residential purposes.”

CEQA Thresholds. Consistent with the General Plan Noise Element (refer to Table N-2 of the Noise Element) and the Municipal Code Section 8.04.030, noise impacts within the Plan Area would be significant if new commercial or office uses would be exposed to noise that exceeds either a one-hour average of 75 dBA Leq or a 24-hour average sound level that would exceed 75 dBA Ldn. In addition, noise impacts would be significant at the nearest sensitive receptors located adjacent to and within the Plan Area (hotels, motels, and residences) if the project would result in noise that would exceed the one-hour average level of 65 dBA Leq between the hours of 7:00 AM and 10:00 PM and 45 dBA Leq between 10:00 PM and 7:00 AM. Based on the General Plan Noise Element, these sensitive receptors would be exposed to noise impacts if development would reasonably be expected to result in a 24-hour average sound level that would exceed 60 dBA Ldn for residences and 70 dBA Ldn for hotels and motels. In addition, sensitive receptors would be exposed to long-term roadway noise impacts if the project contributes a 5 dBA Ldn increase on a roadway with ambient noise levels less than 60 dBA Ldn, a 3 dBA Ldn increase on a roadway with ambient noise levels between 60-65 dBA Ldn, and a 1.5 dBA Ldn increase on a roadway with ambient noise levels more than 65 dBA Ldn (see Table 11).

The City of Buellton has not adopted specific numerical thresholds for groundborne vibration impacts. Therefore, this analysis uses the FTA's vibration impact thresholds to determine whether groundborne vibration would be "excessive." The vibration velocity level threshold of perception for humans is approximately 65 VdB. A vibration velocity level of 75 VdB is the approximate dividing line between barely perceptible and distinctly perceptible levels for many people. Consequently, the FTA recommends an 80 VdB threshold for infrequent events at residences and buildings where people normally sleep such as the existing and planned hotel, motel, and other residential uses. The FTA does not consider most commercial uses to be noise-sensitive (except for those that depend on quiet as an important part of operations, such as sound recording studios) and, therefore, does not recommend thresholds for groundborne vibration impacts to such uses. In terms of groundborne vibration impacts on structures, the FTA states that groundborne vibration levels in excess of 100 VdB would damage fragile buildings and levels in excess of 95 VdB would damage extremely fragile historic buildings.

Existing Noise Conditions. The most common source of noise in the project vicinity is vehicle traffic on area roadways and U.S. Highway 101 (U.S. 101). Motor vehicle noise is of concern because it is characterized by a high number of individual events, which often create a sustained noise level, and because of its proximity to areas sensitive to noise exposure. To determine ambient noise levels at and near the Plan Area, five 15-minute noise measurements were taken using an ANSI Type II integrating sound level meter on April 26, 2017 and May 12, 2017. These measurements provide ambient morning and afternoon noise levels to capture the range of noise exposure in the vicinity of Plan Area, which is primarily due to traffic noise from Avenue of Flags. Other sources of traffic noise near the Plan Area include U.S. 101 immediately adjacent to the Plan Area's eastern edge and SR-246, which bisects the southern portion of the Plan Area. Figure 3 shows the location of the five measurements in the vicinity of the Plan Area and Table 12 lists the results of the noise measurements.

**Figure 3 - Noise Measurement Locations**



**Table 12  
Noise Measurement Results**

Measurement Number	Measurement Location	Sample Times	Approximate Distance to Primary Noise Source	Leq[15] (dBA) <sup>1</sup>
1	East of the Plan Area along McMurray Road	4:16 PM – 4:31 PM <sup>2</sup>	30 feet from centerline of McMurray Road	70.0
2	Within the Plan Area, along Avenue of Flags (southbound)	4:35 PM – 4:50 PM <sup>2</sup>	25 feet from centerline of Avenue of Flags	62.4
3	Within the Plan Area, along Avenue of Flags (northbound)	10:50 AM – 11:05 AM <sup>3</sup>	25 feet from centerline of Avenue of Flags	60.0
4	West of Plan Area, along Central Avenue	10:08 AM – 10:23 AM <sup>3</sup>	20 feet from centerline of Central Avenue	60.5
5	At center of Plan Area, along 2 <sup>nd</sup> Street	10:32 AM – 10:47 AM <sup>3</sup>	25 feet from centerline of 2 <sup>nd</sup> Street	57.5

Source: Rincon Consultants, field visits on April 26, 2017 and May 12, 2017 using ANSI Type II Integrating sound level meter. See Appendix A of Noise Study (Rincon Consultants, June 2, 2017) for noise measurement data.

<sup>1</sup> The equivalent noise level (Leq) is defined as the single steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual fluctuating levels over a period of time (essentially, the average noise level). For this measurement the Leq was over a 15-minute period (Leq[15]).

<sup>2</sup> Noise measurement taken on April 26, 2017.

<sup>3</sup> Noise measurement taken on May 12, 2017.

As shown in Table 12, noise in the vicinity of the Plan Area ranges from 57.5 dBA Leq to 70.0 dBA Leq. Measurements 1 and 2 were taken during PM peak hour (between 4 and 6 PM), while Measurements 3 through 5 were taken during the late morning period, after the AM peak hour (between 7 and 9 AM). Since traffic noise is the predominant noise source in the Plan Area, ambient noise is highest during peak traffic hours (7 AM to 9 AM and 4 PM to 6 PM).

One additional noise measurement was taken at an existing farmer’s market in the neighboring City of Solvang, which is similar in size to the proposed open space market within the median areas of the Specific Plan. This measurement was taken to capture ambient noise of an outdoor marketplace for analysis of operational noise levels associated with buildout of the Specific Plan. Table 13 lists the noise level measurement collected at the offsite farmer’s market.

**Table 13  
Noise Measurement Results at Offsite Farmer’s Market**

Measurement Number	Measurement Location	Sample Times <sup>1</sup>	Approximate Distance to Primary Noise Source	Leq[15] (dBA) <sup>2</sup>
6	Farmer’s Market with 32 Vendors	3:07 PM – 3:22 PM	35 feet from source	58.1

Source: Rincon Consultants, field visit on April 26, 2017 using ANSI Type II Integrating sound level meter. See Appendix A for noise measurement data.

<sup>1</sup> According to the market manager, the time the noise measurement was taken is considered peak. (Sarquilla, V., On Site Manager, Santa Barbara Certified Farmers Market, personal communication, April 26, 2017).

<sup>2</sup> The equivalent noise level (Leq) is defined as the single steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual fluctuating levels over a period of time (essentially, the average noise level). For this measurement the Leq was over a 15-minute period (Leq[15]).

As shown in Table 13, ambient operational noise at the offsite farmer's market is approximately 58.1 dBA Leq at 35 feet from the source (see Appendix A of Noise Study prepared by Rincon Consultants, dated June 2, 2017 for complete noise measurements). According to the farmer's market manager, the time the noise measurement was taken represents typical peak consumer activity (personal communication with Vicky Sarquilla, On-Site Manager, Santa Barbara Certified Farmers Market, on April 26, 2017). Based on this noise measurement, this analysis assumes that the farmers market proposed by the Specific Plan would result in noise levels of approximately 58 dBA Leq at a distance of 35 feet.

### **Impact Analysis**

a, c) Operational noise concerns associated with the Plan Area would be limited to noise generated from the outdoor public assembly uses within the median sections of Avenue of Flags as well as roadway noise impacts from an increase in vehicle trips generated by buildout of the Specific Plan. Long-term operational noise impacts are addressed below.

Public Assembly Noise. The Specific Plan would allow for public assembly uses within the median sections of Avenue of Flags at the proposed District 2 (Public Event and Mixed Use), District 3 (Civic Junction), and District 4 (Civic Gallery) areas. These districts would be located between the northbound and southbound roadway right-of-ways of Avenue of Flags. Public assembly uses in the medians include an event barn, kiosk vendors, farmer's markets, and outdoor performances. Activities associated with typical use of the outdoor public assembly uses include conversations and vendor services. Noise sensitive receptors that would be affected by public assembly include the Sleepy Hollow Motel, San Marcos Motel, Red Rose Courte, Farmhouse Motel, and Country Lane Motel. These sensitive receptors are located along Avenue of Flags, thus the nearest sensitive receptors would be located at a distance of 50 feet from the proposed public assembly areas.

According to Section 8.04.030(a) of the Municipal Code, it is unlawful to cause noise that exceeds the one-hour average level of 65 dBA between the hours of 7:00 AM and 10:00 PM and 45 dBA between 10:00 PM and 7:00 AM for residential zones. Assuming that public assembly uses would not operate outside of 7:00 AM to 10:00 PM hours, noise impacts would be considered significant if they would exceed either a one-hour average (Leq) of 65 dBA or would reasonably be expected to result in a 24-hour average sound level that would exceed 65 dBA Ldn at the Plan Area.

Operational noise estimates for the proposed public assembly uses were based on noise levels from an existing outdoor farmer's market in the neighboring City of Solvang. As shown in Table 13, noise levels associated with a comparable outdoor marketplace and public assembly area was measured at 58.1 dBA Leq 35 feet from the source. At a distance of 50 feet assembly noise would be about 55 dBA Leq. Therefore, noise generated by the outdoor assembly uses would be below the 65 dBA Leq City threshold for residential zones. The noise anticipated from public assemblies is about 10 dBA below the City standard and would only occur for a few hours a day. Therefore, noise from public assemblies would not be expected to contribute substantially to a 24-hour average noise level that would exceed the 65 dBA Ldn noise standard. Noise impacts from public assembly would be *less than significant*.

Traffic Noise. The primary source of noise in the Plan Area is motor vehicle traffic (e.g., automobiles, buses, trucks, and motorcycles) on nearby roadways, including SR 246 and U.S. 101. The City of Buellton 2025 General Plan Noise Element provides noise contours that define areas of equal noise exposure, developed using information about both current and projected future land uses and traffic volumes. The contours assist in setting land use policy and establishing development standards. The Plan Area is located within the 60 dB, 65 dB, and 70 dB Ldn contours for both existing (2005) and future (2025) noise depicted on the City of Buellton 2025 General Plan Noise Element maps. The Avenue of Flags is the only other roadway in the City that currently carries sufficient traffic to produce audible noise at a substantial distance. The existing 60 dBA Ldn contour for the Avenue of Flags is 57 feet from the

centerline and less where there are intervening structures. Other roadways in the City carry low to moderate traffic (500-2,500 average daily trips [ADT]) that does not produce far-reaching noise contours.

Buildout of the Specific Plan includes street network changes that would alter traffic patterns, and commercial and residential densities that may result in additional traffic that was not accounted for in the existing General Plan. Associated Transportation Engineers (ATE) prepared a Traffic and Circulation Study for the Specific Plan using trip generation rates from the Institute of Transportation Engineers (ITE) (ATE 2016). To analyze potential traffic impacts, ATE compared near-term traffic volumes to a near-term 5-Year Development Plan buildout, assuming the anticipated development within the Specific Plan for the first 5-year period. Buildout estimates for the 5-year period include construction of 25,000 square feet of commercial uses and 54 dwelling units. According to the Traffic and Circulation Study, development envisioned for the 5-year period would generate 1,467 daily trips, with 61 trips occurring during the AM peak hour and 101 trips occurring during the PM peak hour. General Plan Buildout plus Specific Plan traffic conditions were forecast assuming the additional development that could occur under full buildout of the General Plan and Specific Plan. Buildout estimates for the General Plan Buildout plus Specific Plan scenario include an additional 163 dwelling units and 75,000 square feet of commercial uses. The additional development that could occur under the Specific Plan would generate 4,399 daily trips, with 182 trips occurring during the AM peak hour and 304 trips occurring during the PM peak hour.

Roadway noise was modeled using the U.S. Department of Housing and Urban Development (HUD) Exchange Day/Night Noise Level (DNL) Calculator based on daily traffic in the area. Modeled roadway segments were established according to the corresponding measurement locations, as shown in Figure 3, for a comparison of measured and modeled noise. Daily traffic for the analyzed roadway segments in the vicinity of the Plan Area was obtained from the ATE traffic study for the project. Since PM peak hour trips are higher than AM peak hour trips, the PM peak hour trips from intersections in the traffic study were used in the HUD DNL Calculator. The peak hour trips were multiplied by 10 for the daily traffic. This analysis assumes traffic on roadways is composed of 95% light-duty passenger vehicles, 3% medium-duty trucks, and 2% heavy-duty trucks, and uses a minimum distance of 35 feet from the centerline of each roadway to the nearest sensitive receptor. Additional model assumptions include a standard estimate of 15 percent of daily trips occurring at night, and vehicle speeds consistent with posted speed limits on each roadway.

Roadway noise in the vicinity of the Plan Area originates primarily from Avenue of Flags, SR-246, U.S. 101, McMurray Road, and connecting side streets such as Central Avenue and Second Street. The Buellton General Plan contains standards for changes in operational roadway noise exposure, shown in Table 11. For roadways where ambient noise is over 65 dBA Ldn, an increase greater than 1.5 dBA is considered a significant noise impact. As shown in Table 14, additional development associated with buildout of the near-term 5-Year Development Plan would not result in a roadway noise impact.

Cumulative development from General Plan buildout in the Plan Area would increase noise levels along area roadways. Cumulative noise levels were modeled with project generated traffic as shown in Table 14. The cumulative plus project generated traffic noise would increase noise between 2.1 and 8.6 dBA above existing noise levels, and noise from four roadways would exceed the 1.5 dBA significance threshold. However, as shown in Table 14, the project's contribution to cumulative noise impacts would be below the 1.5 dBA significance threshold. Therefore, even though cumulative traffic noise would increase substantially, the project's contribution to the cumulative noise increase is not cumulatively considerable. Cumulative traffic noise impacts would be *less than significant*.

**Table 14  
Near-Term and Cumulative Roadway Noise Impacts**

Roadway	Near-Term Noise Level (dBA Ldn)		Project Change [2-1]	Cumulative Noise Level (dBA Ldn)		Cumulative Plus Project Change [4-1]	Cumulative Contribution ([4]-[3])
	Near-Term [1]	Near-Term Plus Project <sup>1</sup> [2]		General Plan Buildout Noise Level [3]	Cumulative Plus Project <sup>2</sup> [4]		
McMurray Road	70.1	70.1	0.0	72.1	72.4	2.3	0.3
Avenue of Flags (southbound)	65.9	66.1	0.2	69.7	69.1	3.2	-0.6
Avenue of Flags (northbound)	64.4	64.6	0.2	69.1	69.1	4.7	0.0
Central Avenue	60.8	60.8	0.0	62.6	62.9	2.1	0.3
2 <sup>nd</sup> Street	56.8	56.8	0.0	63.2	63.2	6.4	0.0
SR-246	74.1	74.1	0.0	72.6	72.7	-1.4	0.1
U.S. 101	70.9	70.9	0.0	75.0	75.4	4.5	0.4

Source: HUD DNL Calculator accessed at: <https://www.hudexchange.info/environmental-review/dnl-calculator/>.

See Appendix B of Noise Study (Rincon Consultants, June 2, 2017) for HUD DNL Calculator results. Bold text used to denote a significant noise increase.

<sup>1</sup> Represents traffic volumes associated with the near-term (5-Year Development Plan) period of buildout of the Specific Plan.

<sup>2</sup> Represents traffic volumes associated with the full (General Plan plus Specific Plan) cumulative buildout of the Specific Plan.

b, d) Noise-sensitive land uses in the vicinity of the Specific Plan Area, including existing and planned hotels, motels, and residences, would be exposed to temporary noise impacts during construction of development associated with buildout of the Plan Area. Noise impacts are a function of the type of activity undertaken and the distance to the receptor location. Construction noise impacts primarily result when construction activities occur during times of day when people are most sensitive to noise (early morning, evening, or nighttime hours), construction occurs in areas immediately adjoining noise-sensitive land uses, or when construction duration lasts over extended periods of time.

**Construction Noise.** For the purpose of evaluating construction noise impacts, this analysis assumes a distance of 50 feet between existing and planned sensitive receptors throughout buildout of the Plan Area. Typical noise levels of construction equipment at a distance of 50 feet from the source range from 73 to 88 dBA Lmax (FTA 2006). Therefore, temporary construction noise could affect noise-sensitive receptors in the vicinity of the Plan Area, particularly hotels, motels, and residences located adjacent to and within the Plan Area as well as planned development involving additional residences.

The FHWA Roadway Construction Noise Model (RCNM) was used to estimate the project equipment noise levels at the nearest sensitive receptors for each phase of project construction. RCNM uses a compilation of empirical data and the application of acoustical propagation formulas to predict construction noise (FHWA 2016). As described in the Setting, construction noise levels would attenuate at a rate of approximately 6 dBA per doubling of distance. Each phase of project construction relies on a specific assemblage of construction equipment required for specific tasks, such as site preparation, demolition, grading, building construction, paving, and architectural coating. Table 15 shows noise levels generated at 50 feet from development sites during the various phases of construction.

**Table 15  
Construction Noise Levels by Phase**

<b>Construction Phase</b>	<b>Equipment</b>	<b>Anticipated Noise at 50 feet (dBA Leq)</b>
Demolition	Concrete/Industrial Saw, Excavator, Dozer	85
Site Preparation	Dozer, Tractor, Loader, Backhoe,	84
Grading	Scraper, Excavator, Grader, Dozer,	85
Building Construction	Crane, Generator Set, Tractor, Loader, Backhoe, Welder	84
Paving	Paver, Roller	77
Architectural Coating	Air Compressor	74

*Source: Federal Highway Administration, Roadway Construction Noise Model (RCNM), 2008. See Appendix C of Noise Study (Rincon Consultants, June 2, 2017) for RCNM data sheets.*

Based on the construction noise levels shown in Table 15, temporary construction noise could affect existing and planned noise-sensitive receptors within and in the vicinity of the Plan Area, particularly hotels, motels, and residences. The Section 8.04.030(G)(4)(d) of the City’s Municipal Code requires that construction activity not cause an hourly average sound level of greater than 75 dBA on property zoned or used for open space, recreation, or residential purposes. Although the underlying zone for the Specific Plan Area is General Commercial, an increased density of residential uses would be allowed for in the Plan Area by the Specific Plan. In addition, single-family residences are located west of the Plan Area. Therefore, construction noise would be significant if sound levels greater than 75 dBA Leq would be generated in the vicinity of the Plan Area.

As shown in Table 15, the loudest phases of construction would result in ambient noise levels up to 85 dBA Leq at a distance of 50 feet from active construction activity. However, construction equipment estimates used for the analysis of construction noise levels assume that all the equipment contained on site would operate simultaneously and for 16 to 50 percent of the work day depending on equipment type. Therefore, the noise levels presented in Table 15 represent a conservative, reasonable worst-case estimate of construction noise that may occur within the Plan Area. In addition, Section 8.04.030(G)(4) of the Municipal Code prohibits construction outside of the hours of 7:00 AM to 6:00 PM Monday through Friday and 9:00 AM to 5:00 PM Saturday without written approval from the City, or on Sunday or federally designated holidays. Construction noise would be temporary and would occur only within the City’s allowed construction hours. As such, construction noise would not occur during recognized hours of sleep when people are most sensitive to construction noise. Regardless, construction noise would potentially exceed the 75 dBA Leq noise standard for residences and other noise-sensitive receptors in the Plan Area. Therefore, construction noise impacts would be *potentially significant unless mitigation is incorporated*.

*Mitigation Measures*

The following mitigation measure would be required for Plan Area development to reduce impacts to less than significant levels.

**N-1 Construction Noise Attenuation.** For all demolition and construction activity within the Plan Area, noise attenuation techniques shall be employed as needed to ensure that noise remains

within levels allowed by the City of Buellton construction noise standards (Section 8.04.030(G)(4)(d); 75 dBA Leq). Construction noise attenuation measures shall include:

- All construction equipment shall have properly maintained sound-control devices.
- No equipment shall have an unmuffled exhaust.
- All construction equipment powered by internal combustion engines shall be properly muffled and maintained.
- Unnecessary idling of internal combustion engines shall be prohibited.

As necessary to achieve the construction noise standard, contractors shall implement appropriate additional noise mitigation measures including, but not limited to, siting the stationary construction equipment away from residential areas to the extent possible, shutting off idling equipment, rescheduling construction activity, notifying adjacent residents in advance of construction work, and installing temporary acoustic barriers around stationary construction noise sources.

Construction Vibration. As shown in Table 16, the maximum vibration level anticipated in or around the Plan Area would be 83 VdB at a distance of 50 feet. Vibration-sensitive receptors in in close proximity to construction activities may be disturbed by temporary and intermittent vibration levels. However, vibration levels would not exceed 95 VdB, and therefore would not result in physical impacts to fragile buildings.

**Table 16**  
**Vibration Source Level for Construction Equipment**

Equipment	Approximate VdB
	50 Feet
Hoe Ram	76
Caisson drilling	76
Jackhammer	68
Large Bulldozer	76
Loaded Truck	75
Vibratory Roller	83

*Source: Federal Railroad Administration, 2012.*

Section 8.04.030(G)(4) of the Municipal Code prohibits construction outside of the hours of 7:00 AM to 6:00 PM Monday through Friday and 9:00 AM to 5:00 PM Saturday without written approval from the City, or on Sunday or federally designated holidays. Therefore, residents and guests at hotels would not be exposed to substantial vibration levels during hours when people normally sleep. Vibration from construction would be temporary and intermittent, and would not exceed levels that would affect fragile buildings or occur during hours when people normally sleep. Therefore, vibration impacts associated with this project component would be *less than significant*.

e, f) The Specific Plan area is not located within an airport land use plan, within two miles of a public airport or public use airport, or within the vicinity of a private airstrip. The nearest airport is the Santa Ynez Airport approximately 6.5 miles east of the Plan Area. There would be *no impact*.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>XIII. POPULATION AND HOUSING</b> -- Would the project:				
a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?			X	
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?			X	
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?			X	

a) Population Growth. As of baseline year 2016 (prior to Specific Plan adoption), all of the properties in the Project area are designated as General Commercial under both the Zoning Ordinance (CR Zone) and General Plan Land Use Element. Within CR, there are several allowed uses intended to serve community retail business and commercial needs, including stores, shops, and offices on individual lots and in shopping centers, supplying commodities or performing services for the residents of the entire community. Residential and mixed-use projects with a residential component are permitted. The existing General Plan and Zoning Ordinance already anticipate a certain amount of population growth to occur in the Project area. In order to support the vision and goals for the Project area, allowable land uses, development standards and intensities are further defined by the Specific Plan.

Buildout potential for the Specific Plan area was analyzed utilizing the existing General Plan land use and Zoning Code regulations as a baseline. This baseline buildout potential is an estimated 163+/- residential units and 222,208+/- square feet of commercial uses. The Specific Plan projects that a maximum cap of 163 additional residential units and 75,000 SF of additional commercial space above the baseline could potentially be accommodated in the Specific Plan area, achievable through DOR incentives; any potential densities above this cap are subject to Planning Commission and City Council consideration and may require Specific Plan Amendment.

Potential impacts resulting from Specific Plan buildout would most likely affect the following environmental issues: Air Quality, Greenhouse Gas Emissions, Noise, and Traffic; these issues are analyzed in separate sections of this Initial Study document, with applicable mitigation measures identified in the corresponding sections. Therefore, no significant impacts or separate mitigation measures are applicable under this Population & Housing section.

b) and c). Displacement of Housing & People. As a policy and regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements. It identifies potential private development land uses suitable for vacant and/or underutilized parcels (referred to as “Opportunity Sites”) on land currently zoned General Commercial (CR) with a corresponding General Plan land use designation of General Commercial (GC). All of the ten Opportunity Sites (“Opp Sites”) have been previously highly disturbed by grading activities, are considered urban in-fill sites (under 5 acres), and are surrounded by existing commercial and mixed-use development.

Potential future development on the Opp Site parcels may displace some existing rental housing units and people living in single-room occupancies (converted previous motel establishments). All proposed future development will be reviewed and permitted on an individual project-specific basis to determine

compliance with the proposed Specific Plan Form-Based Development Code, Uniform Building Code, the City’s General Plan, and any applicable sections of the Zoning Ordinance.

It is important to note that Municipal Code Section 19.16.017 establishes relocation assistance to be provided to any tenant who is displaced or subject to displacement from a residential rental unit as a result of development projects or Local Enforcement Agency action which results in the conversion or demolition of their rental unit. Because there is an existing program in place to reduce the potential impacts related to such displacement, impacts are considered to be less than significant.

**Findings and Mitigation:** Impacts are considered less than significant, therefore, no mitigation is required as part of the Specific Plan.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>XIV. PUBLIC SERVICES</b> - Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
a) Fire protection?			X	
b) Police protection?			X	
c) Schools?			X	
d) Parks?			X	
e) Other public facilities?			X	

**Setting**

The Project area consists of developed and vacant/previously developed urban infill sites in the City’s downtown area along with City-owned public roadway medians. As the City’s historic downtown, the area has been served by Public Services, and future development of the area has been anticipated as part of the City’s General Plan. As a policy and regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements.

Potential future development on the vacant/underutilized urban infill sites (Opp Site parcels) will be reviewed and permitted on an individual project-specific basis to determine compliance with the proposed Specific Plan Form-Based Development Code; the City’s General Plan, including Public Facilities and Services Element Policies PF-2 and -3 (Provision of Adequate Public Services and Payment of Fair Share); and any applicable requirements of the local Fire, Police, Schools, and Parks & Recreation Agencies.

a. Fire Services: The project area is served by Station 31 of the Santa Barbara County Fire Department located at 168 West Highway 246. The station is located less than 0.25 miles from the Project area, which is within the 5-minute response time of the station. Fire protection impacts of the Specific Plan are considered less than significant. Potential future development may result in a nominal increase in the need for additional fire protection, depending on the individual project. These needs will be addressed and met as each development is proposed, and will be funded through the payment of appropriate development fees or project specific mitigation, as applicable.

b. Police Services: The project area is served by the City of Buellton Police Department which is contracted through the Santa Barbara County Sheriff’s Department. The police substation is located at 140 West Highway 246, less than 0.25 from the Project area. At least one patrol officer is on duty at all times. Police protection impacts of the Specific Plan are considered less than significant. Potential future development may result in a nominal increase in the need for additional police protection, depending on the individual project. These needs will be addressed and met as each development is proposed, and will be funded through the payment of appropriate development fees or project specific mitigation, as applicable.

c. School Services: Future development of additional housing and, to a lesser extent, commercial uses would increase the City’s population, which may result in a nominal increase in the demand on schools. Additional facilities and staffing may be necessary to accommodate the growth. These needs will be addressed and met as each development is proposed, and will be funded through the payment of appropriate school district fees, as applicable.

d. Parks: Potential future development may result in a nominal increase in the demand for additional parks services. The Specific Plan proposes the potential enhancement of portions of the public medians for park purposes, which is considered a positive impact and would offset the potential demand resulting from future growth. No adverse impacts are expected to occur.

e. Other Public Facilities: No other impacts to public services have been identified.

**Findings and Mitigation:** Impacts are considered less than significant, therefore, no mitigation is required as part of the Specific Plan.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b>XV. RECREATION -</b>				
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?			X	
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?			X	

a), b) Use and Demand for Parks and Recreation Facilities. Potential future development may result in a nominal increase in the use of and demand for additional parks and recreational facilities. Future residential development anticipated by the Specific Plan may require the payment of Quimby fees (or in lieu dedications) as applicable to develop recreational facilities as identified in the General Plan Parks & Recreation Element.

In addition, the Specific Plan proposes the potential enhancement of portions of the public medians for park and outdoor recreation purposes, community gathering spaces, the installation of bike lanes and pedestrian pathways, and the improvement of the Zaca Creek Trail, all of which are considered positive impacts and would offset the potential demand resulting from future growth. No adverse impacts are expected to occur.

**Findings and Mitigation:** Impacts are considered less than significant, therefore no mitigation is required as part of the Specific Plan.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<i>XVI. TRANSPORTATION/TRAFFIC</i> - Would the project:				
a) Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)?		X		
b) Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?		X		
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?				X
d) Substantially increase hazards to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			X	
e) Result in inadequate emergency access?			X	
f) Result in inadequate parking capacity?			X	
g) Conflict with adopted policies supporting alternative transportation (e.g., bus turnouts, bicycle racks)?				X

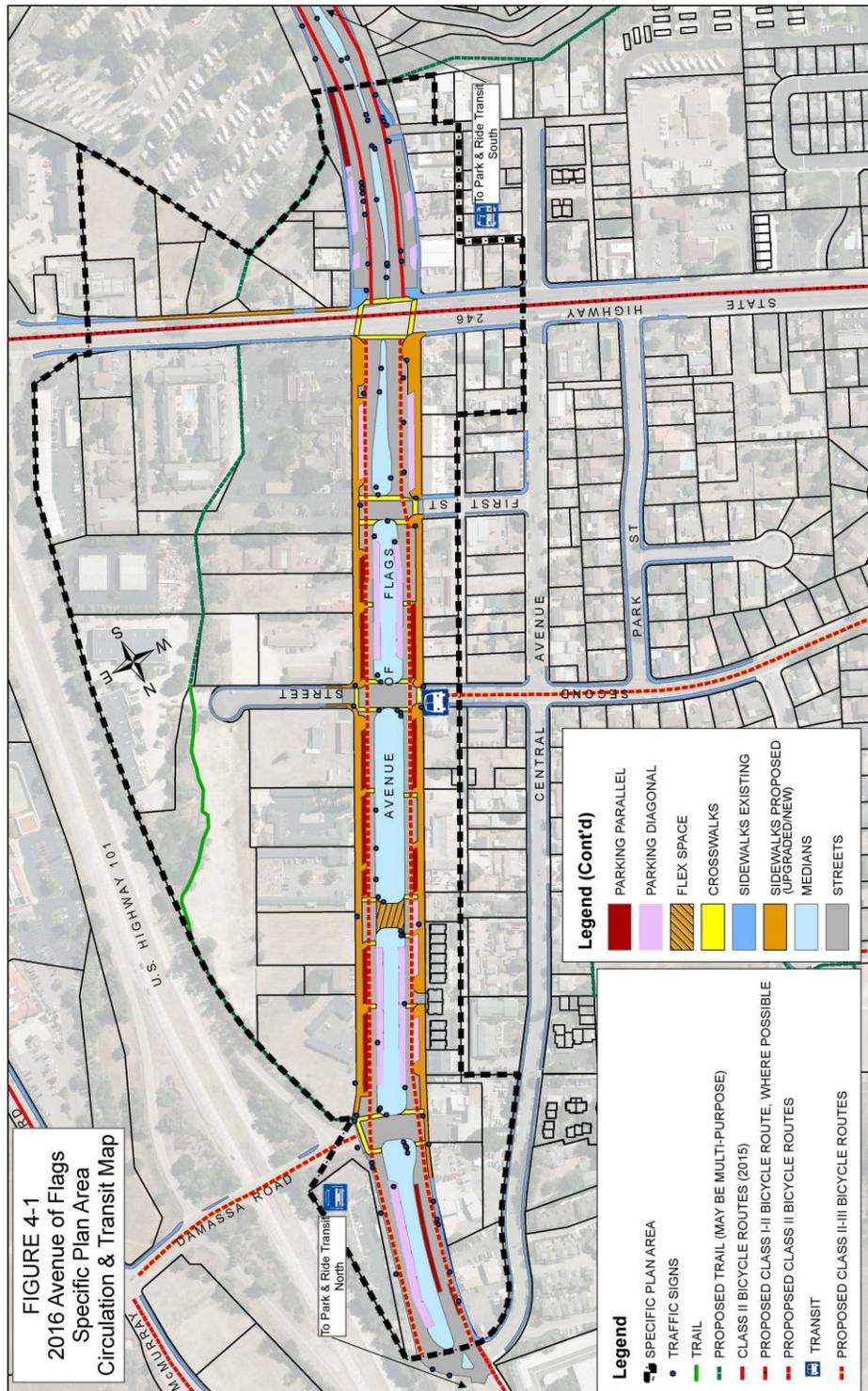
The Transportation/Traffic section is based on the Traffic and Circulation Study dated June 5, 2017 (and updated on July 10, 2017) prepared by Associated Traffic Engineers (ATE) on contract to the City of Buellton. All data used in the creation of this section is on file at the Buellton Planning Department and is hereby incorporated by reference into this Initial Study.

The Traffic Study examines existing and future conditions within the project area, including traffic diversions, near-term impacts with Specific Plan 5-year development projections, and General Plan buildout projections.

a), b) Traffic Volumes, Diversions and Congestion

The circulation system that serves the Specific Plan is comprised of regional highways, arterials and collector streets, which are illustrated on Figure 4.

Figure 4 - Specific Plan Area Circulation Map



## SPECIFIC PLAN ANALYSIS

### Existing Conditions and Traffic Diversion

Phase 1 of the Specific Plan includes the street network changes to Avenue of Flags, including traffic calming & safety measures (i.e. reduce speed limit; install four-way stops including signage and pavement markings, painted crosswalks, sidewalks, and parking improvements). The new street design standards will provide one travel lane in each direction with angled parking in different locations along Avenue of Flags. Four-Way Stop Sign controls are planned along Avenue of Flags at Damassa Road, Second Street, and First Street. These street modifications will result in slower speeds within the downtown core and cause some diversion of existing traffic that travels on Avenue of Flags in the downtown core.

Potential diversions were analyzed based on the existing and future traffic speeds along Avenue of Flags as well as the existing traffic patterns in the Avenue of Flags core area. The average speed of traffic exiting southbound US 101 and entering Avenue of Flags between the off-ramp and Damassa Road is 33 MPH, and between Damassa Road and SR 246 is 30 MPH. For northbound Avenue of Flags, the average speed of traffic was measured at 33 MPH between Second Street and Damassa Road. The Specific Plan modifications will reduce speeds to 25 MPH. The Existing AM and PM peak hour traffic patterns were reviewed to determine the potential traffic diversion caused by the proposed modifications.

### Southbound Avenue of Flags

Traffic entering Avenue of Flags from southbound US 101 will be affected by the slower speeds and traffic calming measures.

- About 225 vehicles exit southbound US 101 at the Jonata Road exit. 90% of that traffic proceed southbound on Avenue of Flags (the remaining 10% turn onto Jonata Road or Central Avenue).
- Of the 90% on Avenue of Flags, about 10% is destined for the businesses located between the off-ramp and Damassa Road, 30% turn left onto Damassa Road to travel to the land uses along McMurray Road east of US 101, and the remaining traffic proceeds south on Avenue of Flags.
- About 5% of the southbound Avenue of Flags traffic is destined for the businesses located between Damassa Road and Second Street. The remaining traffic turns right onto Second street or proceeds southbound along Avenue of Flags to businesses between Second Street and SR 246; or proceeds to SR 246 and turns right onto SR 246 or proceeds straight across SR 246 to the Avenue of Flags area south of SR 246.

The analysis determined that about 20% of traffic entering Avenue of Flags from southbound US 101 will divert to other routes because of the slower speeds and traffic calming measures planned for Avenue of Flags.

- 5% of the diverted traffic is expected to use Central Avenue and
- 15% of the diverted traffic is expected to stay on southbound US 101 and exit at SR 246 and then travel westbound SR 246 to their destinations.

There is a second component of southbound Avenue of Flags traffic diversion that will occur. The existing traffic pattern shows that a significant amount of traffic generated by the land uses along McMurray Road use the US 101 overcrossing at Damassa Road to travel westbound to Avenue of Flags and then travel southbound on Avenue of Flags to reach destinations in the western portion of Buellton (or beyond). About 20% of that traffic will divert to southbound McMurray Road and then turn right onto westbound SR 246 to reach their destinations.

### Northbound Avenue of Flags

For northbound Avenue of Flags, there will be some diversion of the existing traffic that travels through Avenue of Flags from the western portions of Buellton to reach destinations along McMurray Road.

About 10% of the traffic that travels northbound Avenue of Flags and then turn rights onto Damassa Road to reach destinations along McMurray Road is expected to divert to eastbound SR 246 and then turn left onto McMurray Road to reach their destinations.

Levels of service (LOS) were calculated for the key intersections to determine the effects of the traffic calming & safety measures. Table 17 compares the LOS forecasts for Existing Conditions and Existing Conditions + Traffic Diversions. As shown in this table, the key intersections that serve the Specific Plan are forecast to operate at LOS C or better, which meets the City’s LOS C standard. Thus, the proposed street network modifications would not trigger significant impacts. Closer review of the level of forecasts show that the intersections within the Avenue of Flags core area are forecast to operate at LOS A, except for the LOS C forecast for the SR 246/Avenue of Flags intersection.

**Table 17  
Levels of Service – Existing Conditions + Traffic Diversion**

Intersection		Control	P.M. Peak Delay / LOS (a)	
			Existing	Existing + Diversion
#1	US 101 SB/Jonata/AOF	Stop Sign	8.5 Sec./LOS A	8.2 Sec./LOS A
#2	Damassa/Southbound AOF	Stop Sign	14.3 Sec./LOS B	8.3 Sec./LOS A
#3	Damassa/Northbound AOF	Stop Sign	11.2 Sec./LOS B	8.2 Sec./LOS A
#4	Damassa/US 101 SB	Yield	0.7 Sec./LOS A	0.7 Sec./LOS A
#5	Damassa/US 101 NB	Stop Sign	7.5 Sec./LOS A	7.4 Sec./LOS A
#6	Damassa/McMurray	Stop Sign	9.2 Sec./LOS A	9.1 Sec./LOS A
#7	Second/Central	Stop Sign	7.9 Sec./LOS A	7.8 Sec./LOS A
#8	Second/Southbound AOF	Stop Sign	12.2 Sec./LOS B	8.8 Sec./LOS A
#9	Second/Northbound AOF	Stop Sign	10.7 Sec./LOS B	8.2 Sec./LOS A
#10	SR 246/Central	Stop Sign	11.9 Sec./LOS B	11.8 Sec./LOS B
#11	SR 246/AOF	Signal	30.2 Sec./LOS C	30.8 Sec./LOS C
#12	SR 246/US 101 SB	Signal	15.7 Sec./LOS B	15.9 Sec./LOS B
#13	SR 246/US 101 NB	Signal	18.8 Sec./LOS B	18.8 Sec./LOS B
#14	SR 246/McMurray	Signal	33.4 Sec./LOS C	34.6 Sec./LOS C

**Avenue of Flags - Downtown Core Intersection.**

(a) LOS for Stop Sign and Yield intersections based on average delay per vehicle in seconds for Stop and Yield movements. LOS for signalized intersections based on average delay per vehicle in seconds for all vehicles using the intersection.

Near-Term Conditions

“Near-Term” traffic conditions were forecast assuming the additional traffic that will be generated by approved and pending projects. Traffic volumes were forecast using a list of approved and pending projects provided by City staff and industry-standard trip generation rates for applicable land uses.

LOS for the key intersections are listed in Table 18. It is noted that the LOS for the existing 1-way and 2-way Stop sign-controlled intersections along Avenue of Flags assume the Specific Plan improvements, which include removing turn lanes and subsequently controlling the intersections with all-way Stop signs. Additionally, the Near-Term LOS for the SR 246/McMurray Road intersection assume the near-term improvements programmed for the intersection, which include widening McMurray Road and implementing left-turn phasing on the northbound and southbound approaches (which are currently split phased).

**Table 18  
Levels of Service – Near-Term Conditions**

Intersection		Control	Delay / LOS (a)	
			AM Peak Hour	PM Peak Hour
#1	US 101 SB/Jonata/AOF	Stop Sign	9.1 Sec./LOS A	8.8 Sec./LOS A
#2	Damassa/Southbound AOF	Stop Sign	10.3 Sec./LOS B	10.1 Sec./LOS B
#3	Damassa/Northbound AOF	Stop Sign	9.4 Sec./LOS A	9.2 Sec./LOS A
#4	Damassa/US 101 SB	Yield	3.1 Sec./LOS A	2.1 Sec./LOS A
#5	Damassa/US 101 NB	Stop Sign	5.6 Sec./LOS A	6.5 Sec./LOS A
#6	Damassa/McMurray	Stop Sign	11.1 Sec./LOS B	12.9 Sec./LOS B
#7	Second/Central	Stop Sign	8.1 Sec./LOS A	8.0 Sec./LOS A
#8	Second/Southbound AOF	Stop Sign	8.8 Sec./LOS A	9.3 Sec./LOS A
#9	Second/Northbound AOF	Stop Sign	8.5 Sec./LOS A	8.5 Sec./LOS A
#10	SR 246/Central	Stop Sign	10.7 Sec./LOS B	13.3 Sec./LOS B
#11	SR 246/AOF	Signal	27.9 Sec./LOS C	33.3 Sec./LOS C
#12	SR 246/US 101 SB	Signal	21.3 Sec./LOS C	16.5 Sec./LOS B
#13	SR 246/US 101 NB	Signal	8.6 Sec./LOS A	18.0 Sec./LOS C
#14	SR 246/McMurray(b)	Signal	29.4 Sec./LOS C	40.3 Sec./LOS D

**Avenue of Flags - Downtown Core Intersection.**

(a) LOS for Stop Sign and Yield intersections based on average delay per vehicle in seconds for Stop and Yield movements. LOS for signalized intersections based on average delay per vehicle in seconds for all vehicles using the intersection.

(b) LOS assumes near-term improvement planned for the intersection.

As shown in Table 18, the Stop-Sign controlled intersections along Avenue of Flags within the Specific Plan area are forecast to operate at LOS A-B during the AM and PM peak hour periods. The signalized intersection at SR 246/Avenue of Flags is forecast at LOS C, which meets the City’s LOS C standard.

Most of the other intersections that are outside of the Specific Plan area are forecast to operate at LOS C or better and meet the City’s LOS C standard. The SR 246/McMurray Road intersection is forecast to operate at LOS D during the PM peak commuter periods assuming the additional traffic that will be generated by approved and pending projects. As noted, the LOS D forecast assumes the near-term improvements programmed for the intersection (widen McMurray Road and implement left-turn phasing on the northbound and southbound approaches). The LOS D forecast is consistent with other cumulative traffic forecasts for the intersection. As set forth in the City’s General Plan, the long-term programmatic improvements to the intersection (lane additions) would return operations to acceptable levels of service.

## Near-Term + Specific Plan (5-Year Development Plan)

Near-Term + Specific Plan traffic conditions were forecast assuming the anticipated development within the Specific Plan for the first 5-year period. City staff estimates that 25,000 SF of commercial uses and 54 dwelling units will be developed within the Specific Plan area during the 5-year period. Table 19 shows the trip generation estimates for the 5-year developments.

**Table 19**  
**Specific Plan – 5-Year Trip Generation**

Land Use	Size	Daily		A.M. Peak Hour		P.M. Peak Hour	
		Rate	Trips	Rate	Trips	Rate	Trips
Commercial	25 KSF	44.32	1,108	1.33	33	2.71	68
Residential	54 DU	6.65	359	0.51	28	0.62	33
<b>Totals:</b>			<b>1,467</b>		<b>61</b>		<b>101</b>

Note: Trip generation based on ITE rates.

As shown in Table 19 above, the Specific Plan developments envisioned for the 5-year period would generate 1,467 daily trips, with 61 trips occurring during the A.M. peak hour and 101 trips occurring during the P.M. peak hour. Traffic generated by the developments envisioned for the 5-year period was assigned to the study-area street network to assess traffic operations for the Near-Term + Specific Plan scenario.

LOS for the Near-Term + Specific Plan (5-Year) scenario are listed in Table 20 below. The LOS for the SR 246/McMurray Road intersection assume the near-term improvements programmed for the intersection (widen McMurray Road and implement left-turn phasing on the northbound and southbound approaches).

**Table 20**  
**Levels of Service – Near-Term + Specific Plan (5-Year)**

#	Intersection	Control	Delay / LOS (a)	
			AM Peak Hour	PM Peak Hour
#1	US 101 SB/Jonata/AOF	Stop Sign	9.1 Sec./LOS A	8.9 Sec./LOS A
#2	Damassa/Southbound AOF	Stop Sign	10.4 Sec./LOS B	10.3 Sec./LOS B
#3	Damassa/Northbound AOF	Stop Sign	9.5 Sec./LOS A	9.4 Sec./LOS A
#4	Damassa/US 101 SB	Yield	3.1 Sec./LOS A	2.0 Sec./LOS A
#5	Damassa/US 101 NB	Stop Sign	5.8 Sec./LOS A	9.5 Sec./LOS A
#6	Damassa/McMurray	Stop Sign	11.1 Sec./LOS B	13.1 Sec./LOS B
#7	Second/Central	Stop Sign	8.1 Sec./LOS A	8.1 Sec./LOS A
#8	Second/Southbound AOF	Stop Sign	8.9 Sec./LOS A	9.6 Sec./LOS A
#9	Second/Northbound AOF	Stop Sign	8.6 Sec./LOS A	8.5 Sec./LOS A
#10	SR 246/Central	Stop Sign	10.6 Sec./LOS B	13.3 Sec./LOS B
#11	SR 246/AOF	Signal	29.6 Sec./LOS C	34.1 Sec./LOS C
#12	SR 246/US 101 SB	Signal	21.4 Sec./LOS B	16.6 Sec./LOS B
#13	SR 246/US 101 NB	Signal	8.6 Sec./LOS A	21.8 Sec./LOS C
#14	SR 246/McMurray(b)	Signal	25.2 Sec./LOS C	40.7 Sec./LOS D

### Avenue of Flags - Downtown Core Intersection.

(a) LOS for Stop Sign and Yield intersections based on average delay per vehicle in seconds for Stop and Yield movements. LOS for signalized intersections based on average delay per vehicle in seconds for all vehicles using the intersection.

(b) LOS assumes near-term improvement planned for the intersection.

As shown in Table 20 above, the Stop-Sign controlled intersections along Avenue of Flags within the Specific Plan area are forecast to operate at LOS A-B during the AM and PM peak hour periods assuming the Near-Term + Specific Plan (5-Year) traffic volumes. The signalized intersection at SR 246/Avenue of Flags is forecast at LOS C during the AM and PM peak hours. Thus, operations at the intersections within the Specific Plan meet the City's LOS C standard.

Most of the intersections that are outside of the Specific Plan area are also forecast to operate at LOS C or better and meet the City's LOS C standard. The SR 246/McMurray Road intersection is forecast to operate at LOS D during the PM peak commuter periods assuming the Near-Term + Specific Plan (5-Year) traffic volumes (LOS D also forecast for the Near-Term scenario without the additional traffic that would be generated by Specific Plan developments envisioned for the 5-year period). As noted, the LOS D forecast assumes the near-term improvements programmed for the intersection (widen McMurray Road and implement left-turn phasing on the northbound and southbound approaches).

## **Key Findings**

The Existing Conditions + Traffic Diversions and Near-Term + Specific Plan analyses identified the following key findings:

1. The Phase 1 street network changes to Avenue of Flags (reduce speed limit; four-way Stop signs, pavement markings, painted crosswalks, sidewalks, and parking improvements) will result in traffic diversions. Central Avenue is anticipated to receive an additional  $\pm 150$  vehicles per day, mostly during the noon to 6 PM period when pedestrian and parking activity occurs within the Avenue of Flags core area and causes traffic diversions. Traffic diversion will also occur on US 101 ( $\pm 350$  vehicles per day), McMurray Road between Damassa Road and SR 246 ( $\pm 400$  vehicles per day), and on SR 246 between McMurray Road and Avenue of Flags ( $\pm 750$  vehicles per day).
2. The proposed street network modifications would not trigger significant impacts. The Stop-sign controlled intersections within the Avenue of Flags core area are forecast to operate at LOS A under the Existing Conditions + Traffic Diversion scenario. The signalized SR 246/Avenue of Flags intersection is forecast to operate at LOS C.
3. The Near-Term + Specific Plan (5-Year) analyses found that the Stop-sign controlled intersections along Avenue of Flags within the Specific Plan are forecast to operate at LOS A-B during the AM and PM peak hour periods; and the signalized intersection at SR 246/Avenue of Flags is forecast at LOS C during the AM and PM peak hours. Thus, operations at the intersections within the Specific Plan meet the City's LOS C standard. The SR 246/McMurray Road intersection is forecast to operate at LOS D during the PM peak commuter periods under the Near-Term and Near-Term + Specific Plan (5-Year) scenarios assuming the near-term improvements programmed for the intersection (widen McMurray Road and implement left-turn phasing on the northbound and southbound approaches).

## **Mitigation Measures**

SR 246/McMurray Road. The LOS D forecast for this intersection under Near-Term and Near-Term + Specific Plan (5-Year) conditions is consistent with other cumulative traffic forecasts for the intersection. As set forth in the City's General Plan, the long-term programmatic improvements to the intersection (lane additions) would return operations to acceptable levels of service.

**Mitigation Measure T-1.** Developments within the Specific Plan would be required to contribute to the City's traffic mitigation fee program to fund the long-term programmatic improvements.

## GENERAL PLAN BUILDOUT ANALYSES

The Specific Plan includes street network changes that will alter traffic patterns assuming General Plan Buildout traffic conditions. In addition, the additional commercial and residential developments that would be possible under the Specific Plan will increase traffic volumes under General Plan Buildout conditions. The following analysis determines if implementation of the Specific Plan would generate additional traffic impacts that were not identified for the existing General Plan.

### Traffic Forecasts

General Plan Buildout + Specific Plan traffic conditions were forecast assuming the additional developments that could occur under the Specific Plan. City staff estimates that an additional 163 dwelling units and 75,000 SF of commercial uses could be developed within the Specific Plan area (when compared to potential development under the existing General Plan zoning designations). Table 21 below shows the trip generation estimates for additional developments that could occur under the Specific Plan.

**Table 21  
Specific Plan Trip Generation**

Land Use	Size	Daily		A.M. Peak Hour		P.M. Peak Hour	
		Rate	Trips	Rate	Trips	Rate	Trips
Commercial	74,792 SF	44.32	3,315	1.33	99	2.71	203
Residential	163 DU	6.65	1,084	0.51	83	0.62	101
<b>Totals:</b>			<b>4,399</b>		<b>182</b>		<b>304</b>

Note: Trip generation based on ITE rates.

As shown in Table 21 above, the additional development that could occur under the Specific Plan would generate 4,399 daily trips, with 182 trips occurring during the A.M. peak hour and 304 trips occurring during the P.M. peak hour. The additional traffic that would be generated by the Specific Plan developments was assigned to the study-area street network to assess potential traffic impacts.

### Impact Analysis

LOS for the General Plan Buildout and General Plan Buildout + Specific Plan scenarios are listed in Table 22 below. It is noted that the General Plan Buildout levels of service for the intersections along Avenue of Flags in the core area assume the existing 1-way and 2-way Stop sign controls, while the General Plan Buildout + Specific Plan scenario assumes the Specific Plan improvements (reduce speed limit; four-way Stop signs, pavement markings, painted crosswalks, sidewalks, and parking improvements). Further, both the General Plan Buildout and General Plan Buildout + Specific Plan levels of service for SR 246/McMurray Road assume the near-term improvements programmed for the intersection (widen McMurray Road and implement left-turn phasing on the northbound and southbound approaches).

**Table 22  
Levels of Service – General Plan Buildout**

	Intersection	Control	PM Peak Hour Delay / LOS (a)	
			Existing GP Buildout	GP Buildout + Specific Plan
#1	US 101 SB/Jonata/AOF	Stop Sign	19.7 Sec./LOS C	17.4 Sec./LOS C
#2	Damassa/Southbound AOF	Stop Sign	>50.0 Sec./LOS F	27.9 Sec./LOS D
#3	Damassa/Northbound AOF	Stop Sign	>50.0 Sec./LOS F	43.6 Sec./LOS E
#4	Damassa/US 101 SB	Yield	3.5 Sec./LOS A	3.5 Sec./LOS A
#5	Damassa/US 101 NB	Stop Sign	>50.0 Sec./LOS F	>50.0 Sec./LOS F
#6	Damassa/McMurray	Stop Sign	>50.0 Sec./LOS F	49.2 Sec./LOS E
#7	Second/Central	Stop Sign	8.9 Sec./LOS A	9.2 Sec./LOS A
#8	Second/Southbound AOF	Stop Sign	>50.0 Sec./LOS F	23.1 Sec./LOS C
#9	Second/Northbound AOF	Stop Sign	>50.0 Sec./LOS F	42.4 Sec./LOS E
#10	SR 246/Central	Stop Sign	16.9 Sec./LOS C	17.0 Sec./LOS C
#11	SR 246/AOF	Signal	56.7 Sec./LOS E	78.8 Sec./LOS E
#12	SR 246/US 101 SB	Signal	24.3 Sec./LOS C	26.0 Sec./LOS C
#13	SR 246/US 101 NB	Signal	24.0 Sec./LOS C	24.9 Sec./LOS C
#14	SR 246/McMurray(b)	Signal	>80.0 Sec./LOS F	>80.0 Sec./LOS F

**Avenue of Flags - Downtown Core Intersection.**

(a) LOS for Stop Sign and Yield intersections based on average delay per vehicle in seconds for Stop and Yield movements. LOS for signalized intersections based on average delay per vehicle in seconds for all vehicles using the intersection.

(b) LOS assumes near-term improvement planned for the intersection.

Comparison of the General Plan Buildout and General Plan Buildout + Specific Plan levels of service listed in Table 22 show that the Specific Plan would not generate new impacts at the key intersections in the study area. In fact, delays and levels of service for some of the key intersections would be better assuming implementation of the Specific Plan. The key findings are outlined below.

### **Key Findings**

#### General Plan Buildout – Specific Plan Intersections

The US 101 SB Off-Ramp/Jonata Park Road/Avenue of Flags intersection is forecast at LOS C assuming the existing lane geometry and traffic controls (Stop signs). This finding is consistent with the traffic analysis prepared for the existing General Plan.

The other Stop-sign controlled intersections along Avenue of Flags are forecast to operate at LOS F during the PM peak hour period assuming the existing traffic lanes and controls (1-way and 2-way Stop signs). These intersections were not included in the circulation analyses prepared for the General Plan. The poor levels of service are due to the delays incurred by vehicles on the side street trying to cross the free flow traffic streams traveling along Avenue of Flags.

The SR 246/Avenue of Flags intersection is forecast at LOS E. The circulation analyses prepared for the existing General Plan forecast LOS D for the intersection. The intersection has been modified since the time that the General Plan was update. The northbound approach previously contained 2 through lanes but has since been modified to contain 1 through lane.

#### General Plan Buildout – Other Intersections

The US 101 NB/Damassa Road intersection is forecast at LOS F under the General Plan Buildout scenario. This finding is consistent with the traffic analysis prepared for the General Plan. As outlined in the traffic analysis prepared for the General Plan, the 2-lane Damassa Road overcrossing structure will not accommodate the General Plan Buildout traffic volumes.

The Damassa Road/McMurray Road intersection is forecast at LOS F under the General Plan Buildout scenario assuming the existing all-way Stop-sign control. This intersection was not included in the circulation analyses prepared for the General Plan.

The SR 246/McMurray Road intersection is forecast at LOS F under the General Plan Buildout scenario. This finding is consistent with the traffic analysis prepared for the adopted General Plan.

#### General Plan Buildout + Specific Plan – Specific Plan Intersections

The US 101 SB Off-Ramp/Jonata Park Road/Avenue of Flags intersection is forecast at LOS C assuming the existing lane geometry and traffic controls (same LOS as forecast for the General Plan Buildout scenario).

The other Stop-sign controlled intersections along Avenue of Flags are forecast to operate at LOS C-E during the PM peak hour period assuming the Specific Plan improvements (better than the LOS F forecasts for General Plan Buildout conditions because the all-way Stop intersections would provide vehicles on the side street the ability to cross the traffic streams traveling along Avenue of Flags that would be controlled by new Stop signs). The LOS C-E forecasts indicate that some queuing and congestion would occur during peak periods. Queuing and congestion would occur during portions of the afternoon hours (Noon to 6 PM) when business activity peaks along the corridor – resulting in higher traffic volumes combined with friction caused by parking maneuvers and pedestrian/bike activity along the corridor. Operations would be better during the evening and morning hours when traffic volumes and pedestrian/bike activity would be lower.

The SR 246/Avenue of Flags intersection is forecast at LOS E (same LOS as forecast for the General Plan Buildout scenario).

#### General Plan Buildout – Other Intersections

The US 101 NB/Damassa Road intersection is forecast at LOS F assuming General Plan Buildout + Specific Plan traffic (same LOS as the General Plan Buildout scenario).

The Damassa Road/McMurray Road intersection is forecast at LOS F under the General Plan Buildout + Specific Plan conditions assuming the existing all-way Stop-sign controls (same LOS as General Plan Buildout scenario).

The SR 246/McMurray Road intersection is forecast at LOS F under the General Plan Buildout + Specific Plan conditions (same LOS as General Plan Buildout scenario).

### **Mitigation Measures**

As noted, the Specific Plan would not generate new impacts at the key intersections in the study area. In fact, delays and levels of service for some of the key intersections would be better assuming implementation of the Specific Plan. The following design improvements are recommended for the General Plan Buildout scenarios.

### Specific Plan Intersections

Downtown Core. The Stop-sign controlled intersections along Avenue of Flags (Damassa/Southbound AOF, Damassa/Northbound AOF, Second/Southbound AOF, Second/Northbound AOF) are forecast to operate at LOS F under General Plan Buildout conditions and LOS C-E under General Plan Buildout + Specific Plan conditions. Installing traffic signals at the Avenue of Flags intersections (Damassa/Southbound AOF, Damassa/Northbound AOF, Second/Southbound AOF, Second/Northbound AOF) would provide LOS B-C operations (both scenarios).

It is recognized that the LOS C-E forecasts for the General Plan Buildout + Specific Plan scenario may be acceptable since Stop-sign controlled intersections within the core area may be desirable in order to meet the Specific Plan goals (i.e. transformation of the Avenue of Flags corridor from an aging automobile-oriented thorough-fare to a vibrant, pedestrian friendly “main street” with a welcoming village atmosphere). As noted, queuing and congestion is expected if the intersections are controlled by all-way Stop signs. Queuing and congestion would occur during portions of the afternoon hours (Noon to 6 PM) when business activity peaks along the corridor – resulting in higher traffic volumes combined with friction caused by parking maneuvers and pedestrian/bike activity. Operations would be better (LOS C or better) during the evening and morning hours when traffic volumes and pedestrian/bike activity would be lower.

SR 246/Avenue of Flags. This intersection is forecast at LOS E under General Plan Buildout and General Plan Buildout + Specific Plan conditions. The high volume of SR 246 westbound right turns show the need for a separate right-turn lane. Widening the westbound approach and installing the westbound right-turn lane with a green arrow overlap with the southbound left turns would return operations to LOS D for both scenarios (same LOS as adopted in the existing General Plan).

### Other Intersections

US 101 NB/Damassa Road. This intersection is forecast at LOS F under General Plan Buildout and General Plan Buildout + Specific Plan conditions. Consistent with circulation analyses prepared for the adopted General Plan, the 2-lane Damassa Road overcrossing structure will require widening to provide additional lanes.

Damassa Road/McMurray Road. This intersection is forecast at LOS F under General Plan Buildout and General Plan Buildout + Specific Plan conditions. Installing traffic signals would provide LOS C operations (both scenarios).

SR 246/McMurray Road. This intersection is forecast at LOS F under General Plan Buildout and General Plan Buildout + Specific Plan conditions. Consistent with circulation analyses prepared for the adopted General Plan, additional lanes will be required and the SR 246 eastbound and westbound approaches in order to achieve acceptable operations.

c) Air Traffic. The Specific Plan would not result in any impacts to air traffic patterns, as no airports and private airstrips are located in the vicinity of the City.

d), e) Traffic Hazards and Emergency Access. The Specific Plan proposes traffic calming and safety safety measures (i.e. reduce speed limit install four-way stops including signage and pavement markings, painted crosswalks, sidewalk enhancements, etc.) These improvements are anticipated to reduce traffic hazards are considered a beneficial impact. The proposed project does not block any identified emergency access routes, nor would it generate traffic that could impair such routes. Impacts would be less than significant.

f) Parking. The Specific Plan proposes to augment the availability and number of public parking spaces, which is considered a beneficial impact. Other potential public parking strategies include shared parking and parking districts. Individual development projects would be required to either provide parking required by the Municipal Code or provide public benefits (such as the construction of off-site parking) in return for potentially decreased on-site parking requirements through the Development Opportunity Reserve (DOR) economic incentive program. DOR program incentives would be reviewed on a project-specific basis, and the net result of any potential arrangements upon parking would require that the overall Code-required parking is met either on-site or off-site. Adverse impacts would be less than significant.

g) Alternative Transportation. The proposed project encourages the use of alternative modes of transportation, and provides for bikeways, transit stops, multi-use trails, all of which are considered beneficial impacts.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
<b><i>XVII. TRIBAL CULTURAL RESOURCES</i></b> - Would the project:				
a) Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:				
i) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k), or				X
ii) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.				X

The Project area does not contain any structures or places listed, or eligible for listing, on the National Register of Historic Places, the California Register of Historic Resources, or in a local historic register.

The Project area consists of developed and previously disturbed, vacant urban-infill sites in the City’s downtown area along with City-owned public roadways and medians. As the City’s historic downtown, the land (including any related cultural, archeological and paleontological resources, and tribal cultural resources) has been highly disturbed by prior grading, building development, the relocation and channelization of Zaca Creek, and extensive highway/freeway construction activities, all of which represented a significant disruption of the cultural resources of the area. Therefore, if any tribal cultural resources were present within the Project area in the past, it is highly unlikely that they would be present today and the potential for further discoveries is extremely unlikely.

Since no known cemetery uses or burial sites are located within the Project area, no impacts to human remains are anticipated. If human remains are discovered, the Health and Safety Code has protocols that must be followed.

Additionally, Mitigation Measure CR-1 in the Cultural Resources section includes a Halt Work Order requirement in the unlikely event that any cultural resources are discovered. The procedures laid out in this mitigation measure would be followed in the event any cultural resources are discovered.

In accordance with Public Resources Code section 21080.3.1 (AB 52, regarding Tribal Cultural Resources), the Cultural Resources Coordinator for the Santa Ynez Band of Chumash Indian Elders Council is being provided a notice of availability of this Initial Study for review and comment, along with a Consultation Opportunity Notice regarding potential future developments within the Specific Plan area. Project-specific issues, if any, would be addressed and met as each development is proposed.

**Findings and Mitigation:** Less than significant adverse impacts would occur as a result of the Specific Plan, therefore, no mitigation is required at this time.

ISSUES:	Potentially Significant Impact	Less Than Significant With Mitigation Incorporation	Less Than Significant Impact	No Impact
<b><i>XVIII. UTILITIES AND SERVICE SYSTEMS -</i></b> Would the project:				
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?			X	
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?			X	
c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?			X	
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?			X	
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?			X	
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?			X	
g) Comply with federal, state, and local statutes and regulations related to solid waste?			X	

a) Wastewater Treatment Requirements: Potential future development projects within the Specific Plan area are not anticipated to exceed wastewater treatment requirements of the Regional Water Quality Control Board. All projects will be directly connected to the public sewer for ultimate treatment at the City's wastewater treatment plant. Through the City's development review process, future development projects will be required to meet the City's wastewater quality standards. Appropriate measures would be required of individual developments, as applicable, to minimize wastewater quality impacts to a level that is less than significant. No mitigation measures are necessary for the Specific Plan.

b., e. Water / Wastewater Treatment Facility Construction/Capacity: Buildout of the Specific Plan area would not require the construction of new water or wastewater treatment facilities or expansion of existing facilities. The General Plan and associated Environmental Impact Report provide for the intensity

of the potential future developments within the Project area, including its water treatment and wastewater generation characteristics. Existing City water treatment infrastructure is adequate to accommodate the proposed Specific Plan uses, which are in conformance with General Plan Land Use and Zoning Requirements. Through the City's development review process, future development projects will be reviewed and appropriate measures would be required of individual developments, as applicable, to ensure that the City's existing water and wastewater treatment plants have sufficient capacity to accommodate potential future flows. Specific Plan impacts would be less than significant.

c. Storm Drain Construction: As a policy and regulatory document, the Specific Plan does not require or propose the construction of any new development projects but rather establishes policies, standards and programs that will allow for and support future land use entitlements. It identifies potential private development land uses suitable for vacant and underutilized parcels (referred to as "Opportunity Sites") on land currently zoned General Commercial (CR) with a corresponding General Plan land use designation of General Commercial (GC). All of the ten Opportunity Sites ("Opp Sites") have been previously highly disturbed by grading activities, are considered urban in-fill sites (under 5 acres), and are surrounded by existing commercial and mixed-use development. As the Opp Sites are developed, on-site drainage will flow into the existing local storm drain system. Through the City's development review process, future development projects will be reviewed and appropriate measures would be required of individual developments, as applicable, to ensure that the City's existing storm drain system has sufficient capacity to accommodate potential future flows from the proposed project. Specific Plan impacts would be less than significant.

d. Water Supplies: Water is supplied to the City of Buellton from the Buellton Uplands Groundwater Basin, the Santa Ynez River Riparian Basin, and State Water Project (SWP). Water allocation from the SWP varies based on local demand and availability. Therefore, the City's SWP supplies may fluctuate based on the quantity of water the City's needs to meet demand and whether or not it is available from the State. Neither groundwater basin is in a state of overdraft, as the natural recharge rates either exceed the capacity of the basin or exceed the rate of pumping from the basin. Furthermore, the Buellton Uplands Groundwater Basin has a net surplus of 800 AFY.

The City has an adequate water supply to accommodate potential future development projects within the Specific Plan area without obtaining new or expanded water entitlements. The General Plan and associated Environmental Impact Report provide for the intensity of the potential future developments within the Project area, including its water demand characteristics. Existing City water entitlements are adequate to accommodate the proposed Specific Plan uses, which are in conformance with General Plan Land Use and applicable Zoning requirements. Through the City's development review process, future projects will be reviewed and appropriate measures would be required of individual developments, as applicable, to ensure that the City's existing water supply is adequate to meet project demands. Specific Plan impacts would be less than significant.

f., g. Solid Waste: No significant solid waste impacts have been identified with respect to the proposed Project.

**Findings and Mitigation:** No significant impacts would occur, so no mitigation is required for the Specific Plan.

<b>XIX. MANDATORY FINDINGS OF SIGNIFICANCE</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant With Mitigation Incorporation</b>	<b>No Impact</b>
a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?		<b>X</b>	
b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?		<b>X</b>	
c) Does the project have environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly?		<b>X</b>	

a) Impacts related to aesthetics, agricultural resources, biological resources, geology/soils, greenhouse gas emissions, hazards, hydrology, land use/planning, mineral resources, population and housing, public services, recreation, tribal cultural resources and utilities/Service systems were determined to be less than significant.

Impacts related to air quality, cultural resources, noise, and transportation/traffic were determined to be less than significant with mitigation measures required. The project is required to comply with federal, state and local laws that address these resources. Standard conditions of approval would also apply.

b) Cumulative impacts were determined to be less than significant, since all project-related impacts are either less than significant, or can be mitigated to ensure that cumulative conditions are not affected.

c) The incorporation of required mitigation measures and adherence to General Plan policies would reduce all impacts that have the potential to affect human beings to a less than significant level. Mitigation measures are required for the following issues: air quality, cultural resources, noise, and transportation/traffic.

# **APPENDIX A**

## **Draft Avenue of Flags Specific Plan**



# AVENUE OF FLAGS

## SPECIFIC PLAN

DRAFT - JULY 2017





# AVENUE OF FLAGS - SPECIFIC PLAN

## *DRAFT – July 2017*

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# AVENUE OF FLAGS SPECIFIC PLAN AT-A-GLANCE





# Avenue of Flags Specific Plan At-a-Glance

## **Chapter 1: Introduction and Policy Framework**

The Avenue of Flags can be transformed into a vibrant downtown that serves the community. The Avenue of Flags Specific Plan provides the necessary framework to achieve this goal by providing the appropriate development tools that encourage development on the Avenue that meets the needs of the community. The Specific Plan guides development along the Avenue of Flags corridor by defining land uses, creating an integrated circulation system, providing development standards and infrastructure needs, and identifying funding sources and economic development tools.

The Specific Plan has been developed with the following guiding principles:

- The Plan must be economically and visually attractive
- The Plan must be realistic, flexible, and implementable
- The Plan must be community oriented
- The Plan must be environmentally sustainable
- The Plan must promote public safety

For the purpose of this Specific Plan, the area has been divided into six Districts (listed from north to south):

- #1 - Gateway North
- #2 - Public Event & Mixed Use
- #3 - Civic Junction
- #4 - Civic Gallery
- #5 - Gateway South
- #6 - Zaca Corridor

Chapter 1 also discusses the regulatory framework of the specific plan (i.e., applicable laws, relationship to general plan and zoning ordinance).

## **Chapter 2: Form and Character**

The fundamental strategy in revitalizing downtown Buellton is the transformation of the Avenue of Flags 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. The changes to AOF in 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. The intersection of AOF and 2nd Street is designated as the main town plaza area. The flag theme along AOF will be continued and enhanced.

Parking is addressed through new and reconfigured on-street parking as well as strategically located future parking lot(s). 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.

The Specific Plan is broken down into six district planning areas, six median planning areas to be used as public spaces, and several private development opportunity site areas. The private development opportunity areas are sites that have development or revitalization potential.

The following is a brief description of the six district planning areas.

District 1 – Gateway North: This 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). Median 1 in this district would provide landscaping and parking.

District 2 – Public Events and Mixed Use: This district is primarily for mixed use development and the location of multi-purpose parking and event spaces. It contains existing (Vintage Walk) and approved (Chumash) mixed use buildings along with the Buellton Apartments project. The Plan envisions continuing the use of the area as the primary mixed use district along the Avenue. Median 2 is designated for angled parking and flexible space for holding events such as farmer's markets and car shows.

District 3 – Civic Junction: This one of two districts that are the center of the Specific Plan and where retail and civic functions are envisioned. 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. Median 3 would have open space and a park-like atmosphere, with a town plaza, amphitheater, public bathrooms, and potential visitor's center / community building.

District 4 – Civic Gallery: This second district at the center of the Specific Plan is where additional retail and civic functions are envisioned. 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. Median 4 would have an arts and food village character, with opportunities for outdoor dining, shade canopies, and potential future small-scale structures. Angled parking would be provided. The existing flags, public art, veterans’ memorial, and the monument honoring a fallen Buellton resident would be part of the final design of the median.

District 5 – Gateway South: This district 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 (trucks/RVs), public parking lot(s), and secondary access and circulation. Median 5 would continue to provide for open space, landscaping, and signage.

District 6 – Zaca Corridor: This district south of Highway 246 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. No upgrades to Median 6 are proposed.

Design styles and architecture for the Avenue include the following:

- Agrarian
- Craftsman/Bungalow
- Art Moderne/50s Diner

### **Chapter 3: The Development Code**

Chapter 3 provides the form based code regulations, parking requirements, architecture, signage standards, and allowable land uses for the Specific Plan area.

Unlike conventional zoning which focuses on land use that tends to create homogenous zoning areas, form based code encourages diversity through a mixture of uses, form, architectural styles, and scale. A mixture of building types and uses is encouraged: residential above commercial, a live-work unit, and offices above mercantile can all be next to each other on the same street, block, or even parcel of land. Through the use of allowable building types, architectural styles, façade width requirements and maximum building heights, a diverse pedestrian friendly downtown is created.

The five main elements of a form based code are:

- A regulating plan that notes where different building types and forms apply
- Development and building standards controlling the features, configurations, functions, and architectural design, guidelines for building forms that define and shape the public realm, includes additional requirements such as landscaping, hardscaping, signage, and lighting standards
- Public infrastructure standards for sidewalks, travel lanes, parking, street trees, and street furniture
- How the code is administrated through the project review process
- A full glossary of technical terms

The form based code in Chapter 3 is broken down into the six planning districts along with the six median design concepts.

The three architectural styles (Agrarian, Craftsman/Bungalow, Art Moderne/50s Diner) are defined in this Chapter.

Building types and massing for the different buildings and median improvements are provided.

#### **Chapter 4: Infrastructure**

Chapter 4 describes the existing and planned infrastructure, including circulation, parking open space, and utilities. Costs estimates are also included for various infrastructure improvements.

Regional access is provided by US Highway 101 and State Route 246. Local access to the Specific Plan area is provided by Avenue of Flags, State Route 246, Damassa Road, Second Street, and Central Avenue. Santa Ynez Valley Transit provides bus service within the plan area.

The circulation goal is to create a downtown village along The Avenue that facilitates multiple modes of circulation, including vehicles, transit riders, pedestrians and bicyclists. Traffic-calming and safety measures along the AOF roadways will be implemented in order to accommodate local traffic, deliveries, pedestrians, and bicyclists, including slowing traffic exiting US 101 to a speed appropriate for a downtown district.

New street design standards are provided that provide one travel lane in each direction, a combination of parallel and angled parking in different locations along the Avenue along with traffic calming measures. Cross sections of the AOF are included in Chapter 4.

Other infrastructure improvements discussed in this Chapter include pedestrian and bikeway improvements and the Zaca Creek Trail, and parks and open space within the medians.

Additional parking is being proposed along with various parking strategies including a parking district. Based on the plan, 185 public parking spaces exist along the Avenue. With implementation of the Specific Plan, an additional 142 public parking spaces can be realized.

Phasing of the median improvements is detailed in this Chapter. However, the phasing is proposed as a guide as developers may use the DOR incentive program to install improvements outlined in later phases. The initial City funded improvements include parking and pavement within the medians as a start to future improvements.

## **Chapter 5: Implementation**

Chapter 5 describes the marketing, financing, incentives, and fiscal impacts of the Specific Plan.

Marketing and outreach would be used to actively engage the private sector. This section will be used by City planning and economic development staff, Visitors Bureau and Chamber of Commerce personnel, and other active community stakeholders as a guide for targeted marketing, outreach, and project implementation. This would include:

- Target retailers and developers by distributing marketing material to promote Opportunity Sites and refining the targeted list of retailers and developers for outreach
- 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
- Brand the “Avenue” in concert with Visitors Bureau/Chamber of Commerce efforts
- The City will continue to evaluate post-Redevelopment funding sources, financing mechanisms, incentives, and other economic development tools 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)

Potential financing mechanisms, funding sources, incentive programs, and other economic development tools are outlined to facilitate development on a project-specific and area-wide basis. This section will be used by planning, public works, and economic development staff as a roadmap for funding and financing key infrastructure and public improvements, as well as incentivizing desired private development. This section would also serve as a reference for landowners, potential developers, and related private sector stakeholders, exhibiting the various economic development tools that City has enabled in pursuit of its communitywide objectives for the Avenue.

The potential primary funding sources include:

- Use of City-Owned Medians
  - Community events to stimulate indirect economic activity and corresponding fiscal impacts (e.g. sales tax, TOT) for existing nearby businesses; allow use
  - Offer space on the medians for private entity uses 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/authority in order to generate revenue for the City
  
- 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 would 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). DOR terms will be memorialized by development agreements and/or other suitable mechanisms.
  
- Special Districts – Parking District, Enhanced Infrastructure Financing District (EIFD)
  - A parking district/parking authority may be established to manage/improve public parking on and along the medians and generate revenue for the City
  - An EIFD may potentially be established to leverage increased property tax increment financing (or “TIF”) from new future development for necessary infrastructure improvements and/or maintenance/services. An EIFD should be evaluated in greater detail in order to estimate tax increment funding capacity, potential partnership and governance structures (e.g. with County of Santa Barbara), and capacity to elevate the City’s eligibility for grants and other funding sources
  
- 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 fiscal impacts and economic benefits are analyzed for the potential fiscal and economic impacts from successful implementation of the Specific Plan. This section demonstrates the financial and economic return on the City’s investment in the preparation and implementation of this Specific Plan.

The information in this section would be used by City administrative and finance staff, as well as by local elected officials, when considering future policy and project decisions related to the implementation of this Specific Plan. A preliminary high-level analysis of potential fiscal revenue impacts and economic benefits illustrates the potential “return” on the City’s investment:

- Based on Specific Plan estimates for potential new commercial and residential improvements on the Avenue, potential combined property tax and sales tax revenues may be in the range of \$760,000+ on an annual basis and approximately \$35.6 million on a 30-year nominal basis upon build-out and stabilization.
- 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 556 new full-time equivalent (FTE) jobs on the Avenue.

### **Chapter 6: Administration**

Chapter 6 explains how projects are processed as part of the Specific Plan, and how the Specific Plan may be amended in the future to reflect changes in policy and direction that may occur.

# **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.

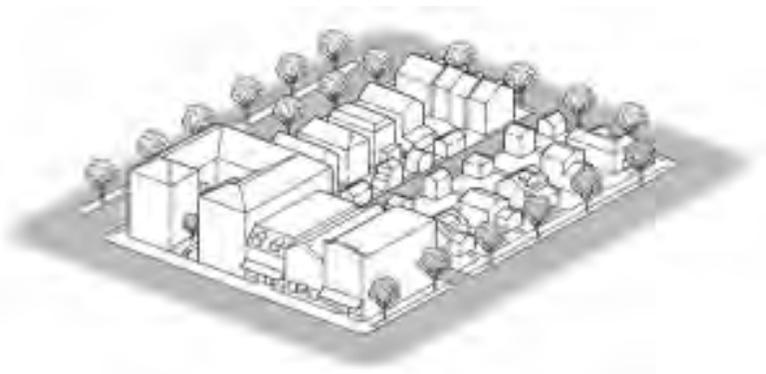
#### **a. SPECIFIC PLAN DOCUMENT**

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**

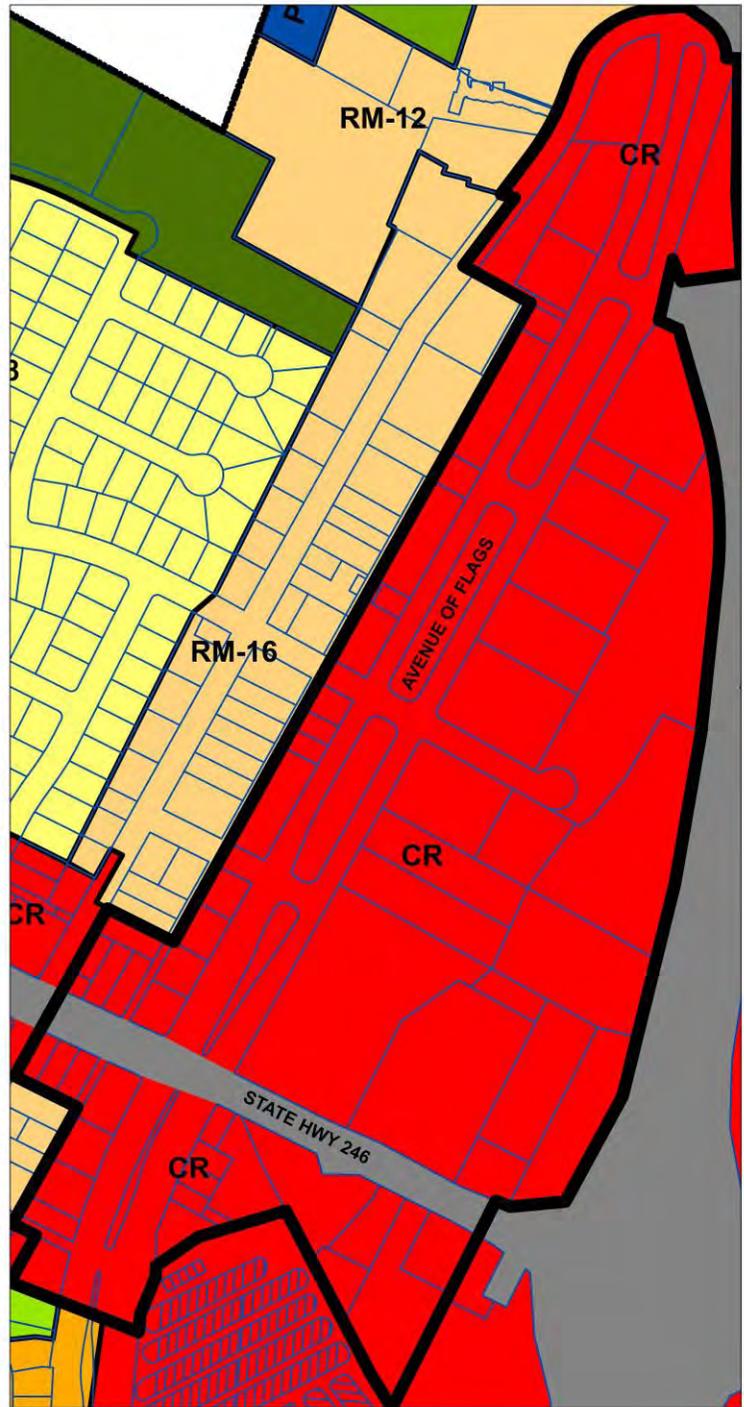
The Specific Plan Area encompasses one distinct area within the City of Buellton, located in the center of the City. The boundaries of the Avenue of Flags Specific Plan area generally include Zaca Creek and the northerly property line of Flying Flags Resort to the south, Highway 101 to the east, the 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.

Figure 1-2 • Specific Plan Boundary

- 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



**c. LOCAL CONTEXT**

As shown in the aerial photo in **Figure 1 –3** on the following page, 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 • AOF Specific Plan Boundaries – Aerial View



**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

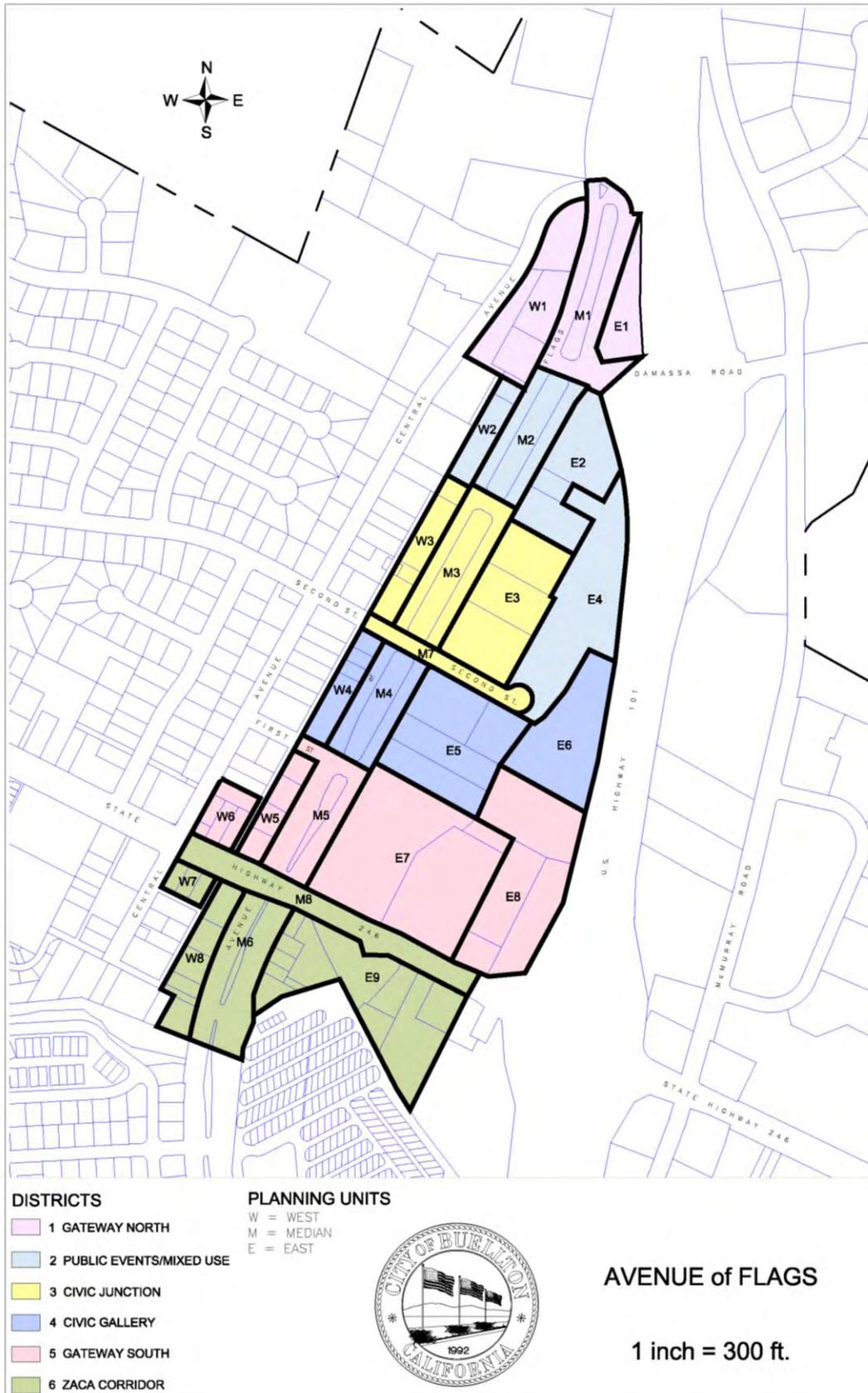
#3 - Civic Junction

#4 - Civic Gallery

#5 - Gateway South

#6 - Zaca Corridor

Figure 1-4 • Specific Plan Districts & Planning Units



## 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 (W4, E1, E7); older motels, either re-purposed or showing signs of deferred maintenance (E2, E3, E5)
- ii. Businesses and services that cater to travelers, automobiles and trucks (W1, W8, E8, E9)
- iii. Restaurants, wineries, market, and liquor (W3, W4, W5, W8, E6, E7, E9)
- iv. Small retail shops, offices, and business parks (W2, W3, E6, E8)
- v. Gas stations: existing (Planning Units W1, W8, E8, E9) and repurposed (W5 E3)

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) (W2); approved but not yet built mixed-use project (residential above commercial) (E2).
- ii. multi-family apartment project under construction (E4)
- iii. several older motels along the eastern side of The Avenue between First Street and Damassa Road (E2, E3, E5); 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 (E8)

**b. STREET AND BLOCK STRUCTURE**

The Specific Plan area encompasses a  $\frac{3}{4}$  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. Community Workshop #3 – July 16, 2016  
Planning Commission Workshop #3 – July 21, 2016**

A third round of public workshops to receive comments on The Avenue of Flags Draft Specific Plan was held on two separate dates: at a community workshop on Saturday morning, July 16 and at the Planning Commission meeting on Thursday evening, July 21.

In general, the Draft Specific Plan was well received. The Planning Commission suggested clarification of a few key topics to be addressed in the Specific Plan. Follow-up information and clarification of these topics/questions were presented at a subsequent Commission meeting on August 4, 2016 (see Item 2.g below).

**g. Planning Commission Meeting – August 4, 2016**

In a follow-up report to the Planning Commission, Staff presented information and clarification of topics in the following general categories:

- i. capacity of water, sewer and drainage infrastructure to serve Specific Plan
- ii. baseline development versus potential incentive projects
- iii. allowable land uses, density and heights
- iv. form-based code versus traditional zoning
- v. pros and cons of retaining the small “mini-median” along west-side of Avenue of Flags in District 5
- vi. outreach to property and business owners
- vii. circulation and parking
- viii. phasing of infrastructure improvements by City

Clarification items along with additional comments and suggestions from the Planning Commissions were incorporated into a revised draft Specific Plan, to be presented to the City Council during a workshop in January 2017.

**h. City Council Workshop #2 – January 12, 2017**

An updated working draft Specific Plan was presented to City Council for review and final direction to staff on completing the draft Avenue of Flags Specific Plan document. Incorporated into the document were many of the changes requested by the City Council, Planning Commission and general public during prior meetings and workshops. In general, the draft Specific Plan was well received.

The City Council discussed the following items: how to implement the development opportunity reserve (DOR) program; whether current projects on the Avenue of Flags are looking into the benefits from DOR; potential economic development programs to help fund improvements; preparing a CEQA master document for the Specific Plan and how that will help developers with future environmental review of projects.

The City Council agreed by consensus to direct staff to proceed with the preparation of a final Draft Avenue of Flags Specific Plan and the required environmental studies/CEQA review. The Council requested the following changes to the Specific Plan:

- Review mid-block crosswalk locations; determine if additional crosswalks are needed.
- Remove from the Urban Design Vision Plan and Development Code the conceptual structures shown on the medians; and in a separate section of the Specific Plan, show the optional structures, building types and facilities that could be installed on the medians. As a result, the Conceptual Renderings and Additional Building Types are set forth in Appendix F.
- Review and possibly eliminate proposed new diagonal parking on the business frontage side of the Avenue of Flags roadway and show parallel parking in these locations where feasible.
- Delete the Ranch style architecture and include the Art Deco style with additional details on its use.
- Include infrastructure stub-outs for fiber optics on Medians 2, 3 and 4.
- Median 2 – show as a cobble stone paved area with flex space to be used for diagonal parking and event areas. Include rolled curb, trees in pots and post holes for removable shade structures.
- Median 3 – show the town plaza and amphitheater with grassy areas, trees and shade in-between; include conceptual location for public restroom building.
- Median 4 – keep the flag areas to the north and south; identify balance of median as flex space in the initial stages of the Specific Plan.
- Remove the CFD, and possibly the EIFD, as potential financing mechanisms.
- Provide an implementation mechanism for the DOR, with the suggestion that Development Agreements would be the appropriate mechanism

### **3. OUTREACH TO PROPERTY AND BUSINESS OWNERS**

In addition to the public workshops described above, a series of meetings were organized in 2016 by the City in cooperation with the Chamber of Commerce. All property and business owners along the Avenue of Flags were invited to the meetings; outreach was via e-mail to property owners and hand delivery of notices to businesses. City staff also met individually with several property/business owners in the Specific Plan area. Property/business owners' input from these meetings was considered in preparation of the draft Specific Plan.

### **4. 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 January 12, 2017, 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) – July 18 through August 16, 2017
- b. Planning Commission Public Hearing, Draft CEQA Document and Specific Plan – August 17, 2017
- b. City Council Public Hearing, Draft CEQA Document and Specific Plan – *(tentative date: September 28, 2017)*

### **5. 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 (DOR)**

- 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). DOR terms will be determined on a project-specific basis and memorialized by development agreements and/or other suitable mechanisms.

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

- a. Parking district/parking authority to manage/improve public parking on and along the medians
- b. EIFD to leverage increased property tax increment from new future 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

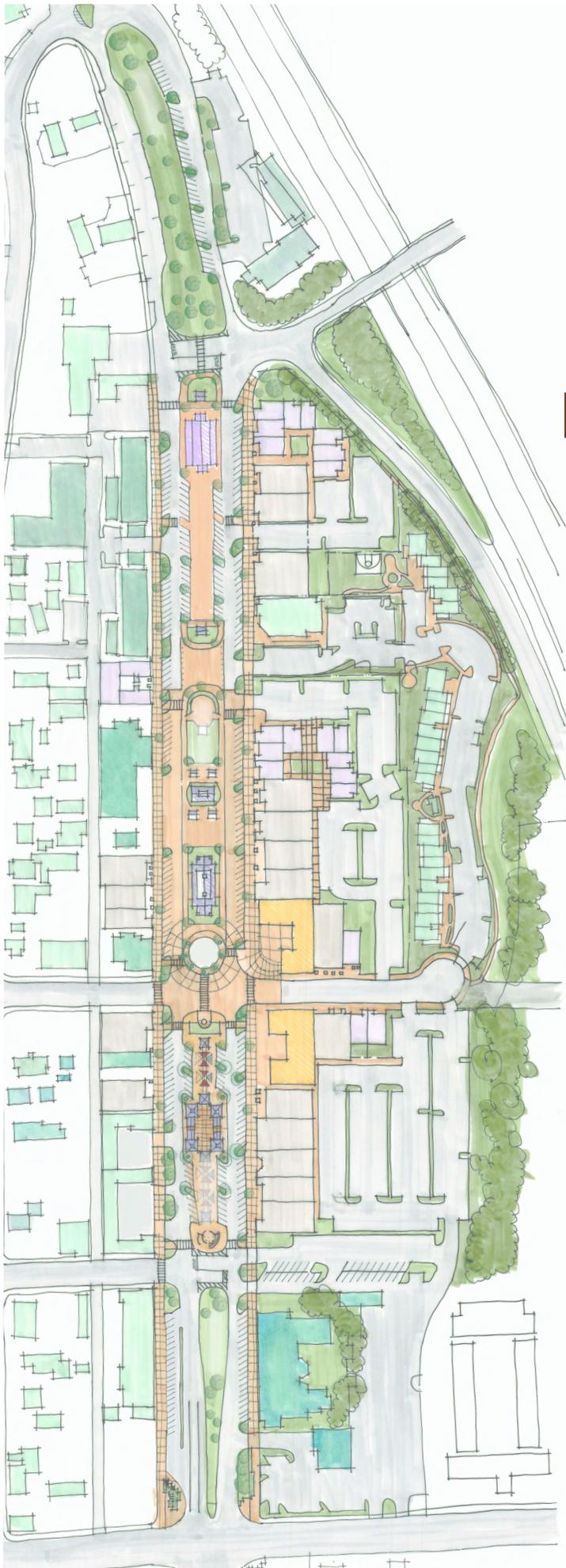
- a. Promotion of SBA programs for existing and new businesses along the Avenue for initiation or expansion of operations
- b. Pursuit of EDA Public Works and Economic Adjustment grant funding and/or an increased CDBG allotment for public infrastructure improvements

**Figure 1 - 5: Illustrative Sources and Uses Evaluation**

Potential Sources	Potential Uses
<ul style="list-style-type: none"> <li>• Development 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>• EIFD property tax increment on new future development</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, public art</li> <li>• Infrastructure maintenance</li> </ul>
<ul style="list-style-type: none"> <li>• DOR program</li> <li>• General fund via SSTR</li> <li>• Grant sources (e.g. 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 \$760,000+ on an annual basis and approximately \$35.6+ 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 556 new full-time equivalent (FTE) jobs on the Avenue.



## CHAPTER 2: FORM & 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 (also referred to as "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 pedestrians 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. The "flag" theme along AOF will be continued and enhanced.

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 and other funding mechanisms as applicable. 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.

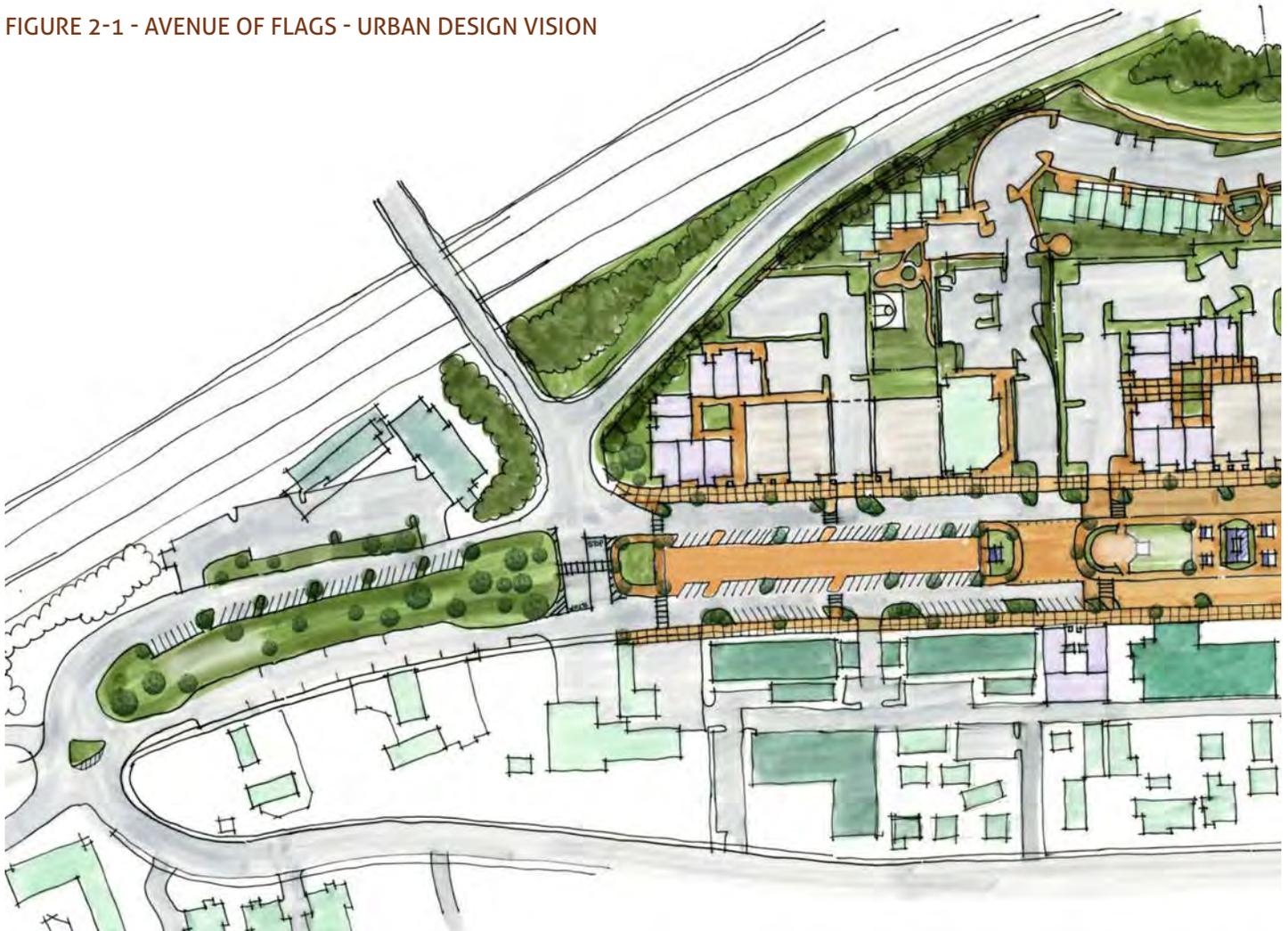
## 2. URBAN DESIGN VISION

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 that is considered to be 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.

The entire specific plan area, including all of the Opportunity Site Areas (**Figure 2-4**), north and south of State Route 246, have been included in Chapter 2, Section C – Planning District Descriptions and Chapter 3, Section D.4 – Buildout Projections.

FIGURE 2-1 - AVENUE OF FLAGS - URBAN DESIGN VISION





## **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 (Figure 2-2 and Figure 2-3). A description of each District is set forth in Section C of this Chapter 2.

### **2. MEDIAN PLANNING AREAS (PUBLIC SPACES)**

Within the Specific Plan boundary, there are six landscaped and grassy City-owned medians of varying widths located in the center of the AOF roadway right-of-way. The medians create a special opportunity to be developed in support of community functions, activities and events; as well as to create additional public parking spaces along AOF. The medians may focus on “themed” areas of development, such as event spaces, civic buildings, community gathering areas, outdoor dining and art display opportunities. All structures within the medians should provide opportunities for robust activity on the Avenue.

Each of the medians and adjacent roadway has been designated as a planning unit, with the medians numbered from north to south (M1-M6), as depicted in Figure 2-4. The intended character and use for each of the Median Planning Areas are discussed in Chapter 2 – Section C, Planning District Descriptions.

### **3. OPPORTUNITY SITE AREAS (PRIVATE DEVELOPMENT)**

The AOF Specific Plan area is proposed to be the most intensely occupied neighborhood within the City, with mostly attached buildings that create a continuous street facade and a downtown core that is within walking distance of surrounding residential areas.

Opportunity Sites are privately-owned parcels within the Specific Plan that are either vacant or underutilized, and thus are candidates for revitalization as part of the downtown vision. The location and corresponding number of the Opportunity Site Areas are set forth in Figure 2-4.

Conceptual uses and character for the “Opp Sites” are discussed in Chapter 2 – Section C, and desired Architectural Styles are set forth in Chapter 2 - Section D. Detailed description of lot types, building types, building placement guidelines, allowable land uses, and design standards are set forth in Chapter 3 – The Development Code.

**DISTRICTS LEGEND**

- District #1 - Gateway North
- District #2 - \* Mixed-Use & Public Events (Downtown Core)
- District #3 - \* Civic Junction (Downtown Core)
- District #4 - \* Civic Gallery (Downtown Core)
- District #5 - \* Gateway South (Downtown Core)
- District #6 - \* Zaca Corridor

\*Denotes Downtown Core

O-# Opportunity Site Area  
M# - Median Area

**FIGURE 2-2 - SPECIFIC PLAN DISTRICTS**

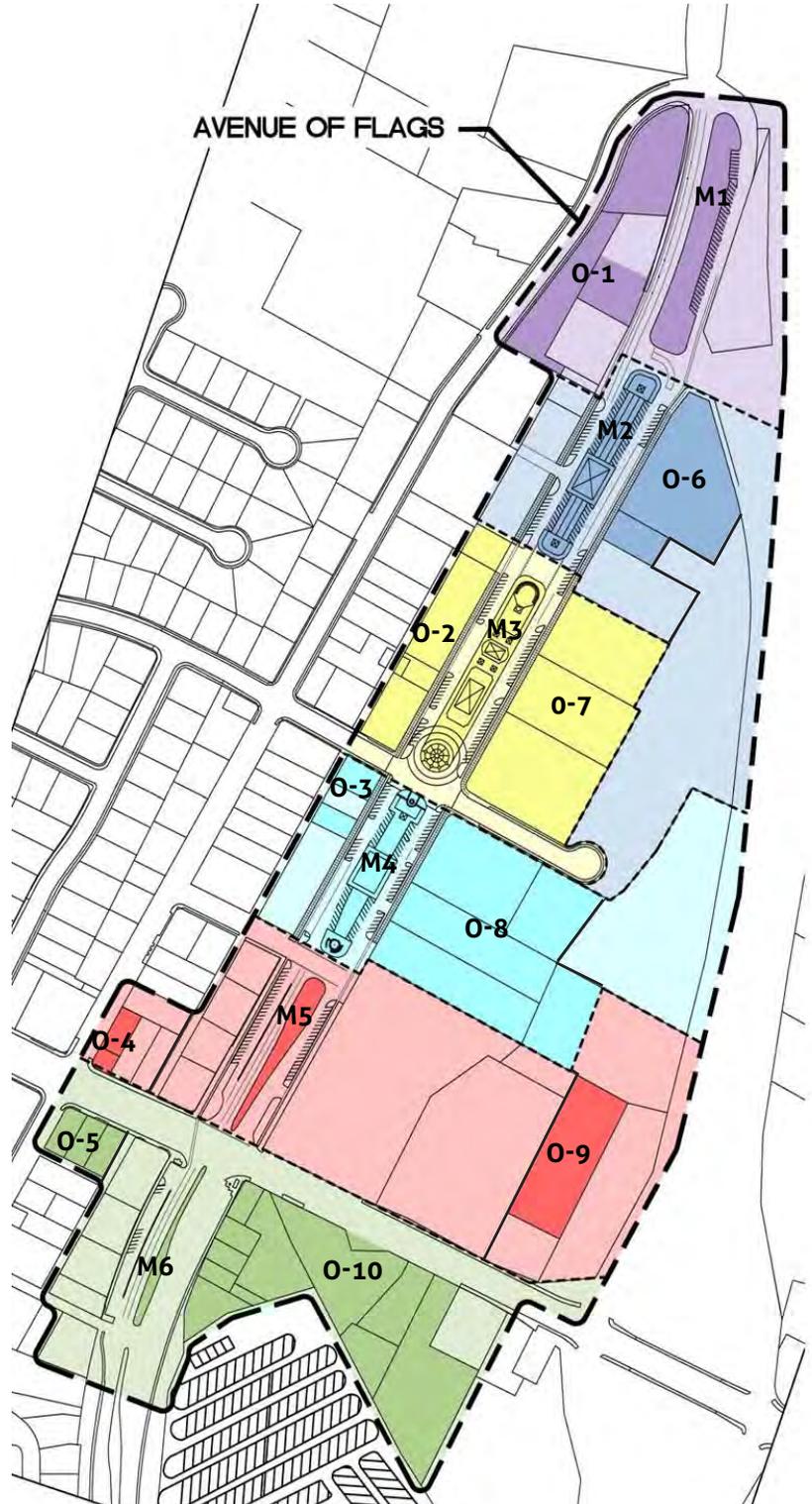
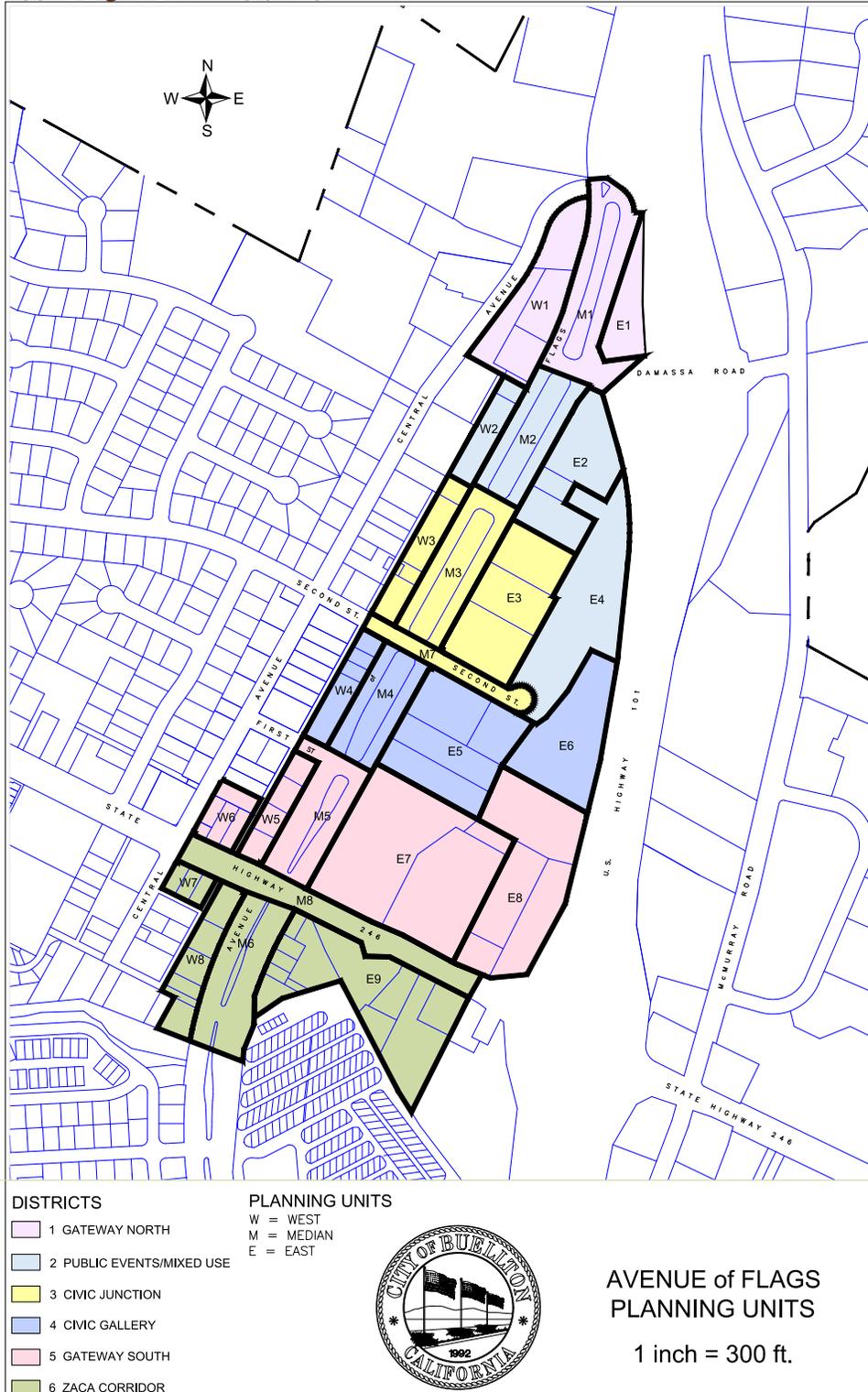


FIGURE 2-3 - PLANNING UNITS



- DISTRICTS**
- 1 GATEWAY NORTH
  - 2 PUBLIC EVENTS/MIXED USE
  - 3 CIVIC JUNCTION
  - 4 CIVIC GALLERY
  - 5 GATEWAY SOUTH
  - 6 ZACA CORRIDOR

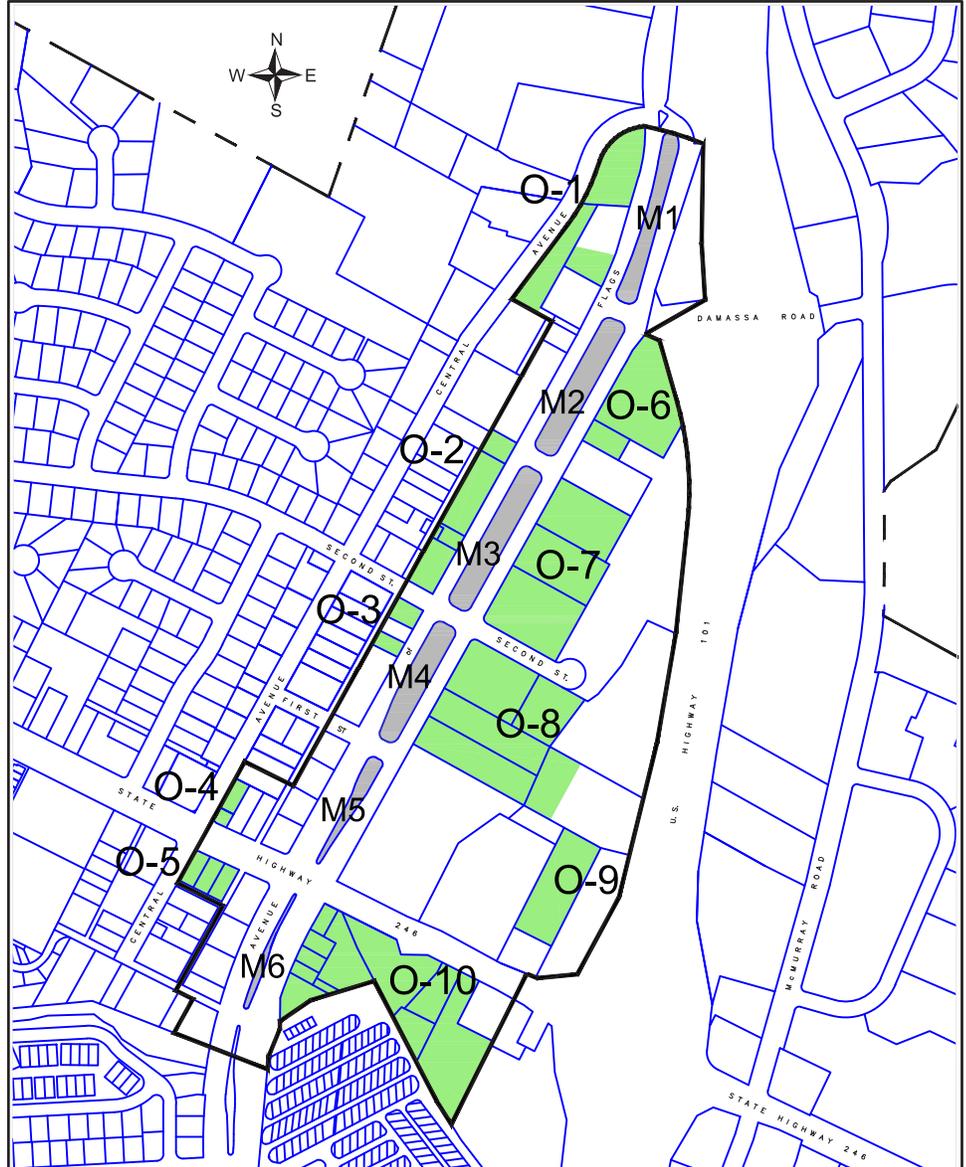
- PLANNING UNITS**
- W = WEST
  - M = MEDIAN
  - E = EAST



**AVENUE of FLAGS  
PLANNING UNITS**

1 inch = 300 ft.

**FIGURE 2-4 - MEDIAN PLANNING AREAS (PUBLIC SPACES) AND OPPORTUNITY SITE AREAS (PRIVATE DEVELOPMENT)**



**OPPORTUNITY SITE AREAS**

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

**MEDIAN PLANNING AREAS**

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

**AVENUE of FLAGS**



1 inch = 300 ft.

## C. PLANNING DISTRICT DESCRIPTIONS

### 1. DISTRICT 1 - GATEWAY NORTH

#### a. OVERALL 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; providing parking spaces for a variety of vehicle types (automobiles, RVs and trucks) and generating a welcoming entry to the Avenue of Flags. Large vehicles may use and park in this district and have easy access back to State Route 101 via Damassa Road.

#### b. PLANNING UNITS

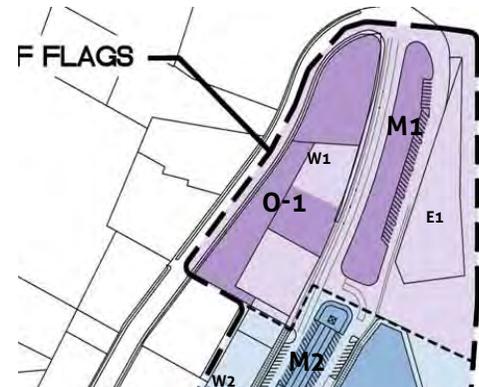
As shown in **Figure 2 -5**, the following Planning Units are located within District 1 (uses current as of 2016):

- 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. W1 includes O-1 (Opportunity Site Area 1).
- 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 (PUBLIC SPACE) - INTENDED CHARACTER

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

- **Median 1 Design Inspiration (Figures 2-6 through 2-8)**



**FIGURE 2-5 - DISTRICT 1 KEY PLAN**

#### Figure 2-5 Note:

- Detailed description of lot types, building types, building placement guidelines, allowable land uses, and design standards are set forth in Chapter 3 - The Development Code.

**MEDIAN 1 CHARACTER INSPIRATION**



**FIGURE 2-6 - SOLAR COVERED PARKING**



**FIGURE 2-7 - PARKING / LANDSCAPE**



**FIGURE 2-8 - LOW IMPACT DEVELOPMENT (LID) LANDSCAPING**

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

### a. OVERALL CHARACTER

The Public Events and Mixed Use district is primarily for mixed use development and the location of parking and public events. It contains existing (Vintage Walk) and approved (Chumash) mixed use buildings along with the Buellton Apartments project. The Plan envisions continuing the use of the area as the primary mixed use district along the Avenue.

The median is designated for use as angled parking and flexible space for holding public events which may include activities such as farmer's markets and car shows. The vehicular pass-through south of Median 2 will be left open for general use, with the option of using bollards to close off vehicular access and utilize the area as additional flex space for special events.

### b. PLANNING UNITS

As shown in **Figure 2-9**, 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. E2 includes O-6 (Opportunity Site 6)
- Area 1). Planning Unit **E4** contains the Buellton Apartments project.

### c. MEDIAN 2 (PUBLIC SPACE) INTENDED CHARACTER

Median 2 (Planning Unit M2) is envisioned as a cobble stone paved area that provides parking and flexible, multi-use event space; it would include potted trees and landscaping, post holes for removable shade canopies, infrastructure stubouts, and fiber optics. An event barn or other complementary structure(s) may be considered in the future subject to funding availability and need.

- **Median 2 Design Inspiration (Figures 2-10 through 2-13)**

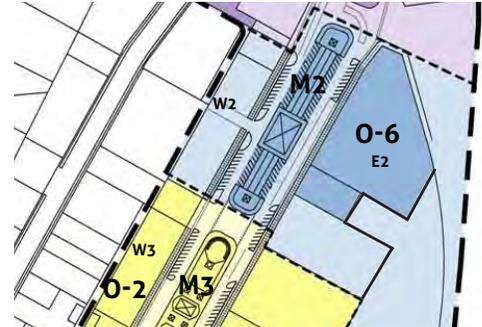


FIGURE 2-9 - DISTRICT 2 KEY PLAN

#### Figure 2-9 Note:

- Detailed description of lot types, building types, building placement guidelines, allowable land uses, and design standards are set forth in Chapter 3 - The Development Code.

## MEDIAN 2 CHARACTER INSPIRATION



FIGURE 2-10 - PARKING/MULTI-USE



FIGURE 2-11 - PARKING/MULTI-USE



FIGURE 2-12 - MEDIAN ACTIVITY



FIGURE 2-13 - FARMERS MARKET

### 3. DISTRICT 3 - CIVIC JUNCTION

#### a. CHARACTER

The Civic Junction is one of two districts that are the center of the Specific Plan and where retail and civic functions are envisioned. The public median would have a park-like atmosphere and would provide space for community gatherings, outdoor performances and civic amenities, including a town plaza, amphitheater, public restrooms, and potential visitor center.

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 2-14**, 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). W3 includes O-2 (Opportunity Site Area 2).
- Planning Unit **M3** is a grass median and paved roadway.
- Planning Unit **E3** contains two motels (San Marcos and Sleepy Hollow) and a former gas station site with various retail uses. E3 includes O-7 (Opportunity Site Area 7).

#### c. MEDIAN 3 (PUBLIC SPACE) - INTENDED CHARACTER

Overall, Median 3 will serve as Buellton's landmark town plaza and park. Initially, it would provide the following public facilities: town plaza and amphitheater anchoring the two ends, with open grassy areas, trees, shade structures, and restroom building in between; infrastructure stubouts and fiber optics would also be installed. A potential pavilion for the town plaza and/or a community building (containing a visitor's center, museum, civic annex, and/or other desired uses) may be considered in the future, subject to funding availability.

- **Median 3 Design Inspiration (Figures 2-15 through 2-23)**

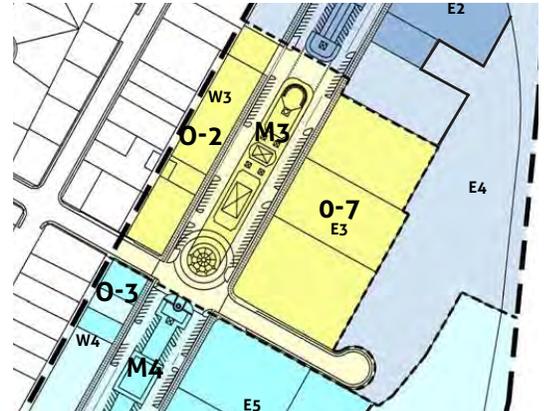


FIGURE 2-14 - DISTRICT 3 KEY PLAN

#### Figure 2-14 Note:

- Detailed description of lot types, building placement guidelines, allowable land uses, and design standards are set forth in Chapter 3 - The Development Code.



FIGURE 2-15 - VISITOR'S CENTER



FIGURE 2-16 - RESTROOM BUILDING

### MEDIAN 3 CHARACTER INSPIRATION



FIGURE 2-17 - TOWN PLAZA



FIGURE 2-21 - MEDIAN ACTIVITY



FIGURE 2-18 - TOWN PLAZA



FIGURE 2-22 - OUTDOOR SEATING



FIGURE 2-19 - BANDSTAND



FIGURE 2-23 - AMPHITHEATER



FIGURE 2-20 - SHADE STRUCTURE

#### 4. DISTRICT 4 - CIVIC GALLERY

##### a. CHARACTER

The 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 character, and would provide angled parking.

This district, along with the Civic Junction District, would be the primary gathering place for residents and visitor 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 2-24**, 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). W4 includes O-3 (Opportunity Site Area 3).
- 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. E5 includes O-8 (Opportunity Site Area 8).
- Planning Unit **E6** contains a commercial/industrial multi-tenant complex, with a variety of uses.

##### c. MEDIAN 4 (PUBLIC SPACE) - INTENDED CHARACTER

Median 4 (Planning Unit M4) is envisioned to have an art village character and would provide space for outdoor dining and artisan/craft exhibits. Initially, the median would be utilized as flexible space, generally retaining the configuration as of 2016, with the addition of angled parking. Outdoor/dining furniture, shade canopies and small scale buildings may be considered in the future subject to funding availability and expressed need. The existing flags, public art, veterans' memorial, and the monument honoring a fallen Buellton resident would be maintained as part of any future improvements to the median.

- **Median 4 Design Inspiration (Figures 2-25 through 2-31)**

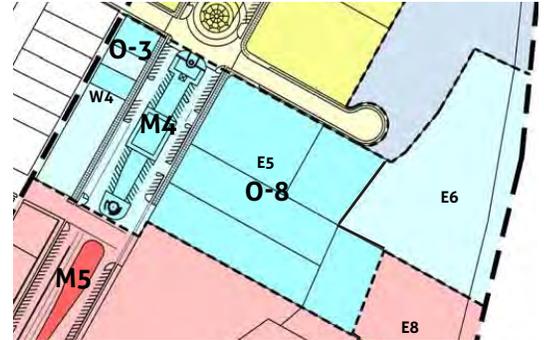


FIGURE 2-24 - DISTRICT 4 KEY PLAN

##### Figure 2-24 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 CHARACTER INSPIRATION -  
ART & FOOD VILLAGE IDEAS**



FIGURE 2-25



FIGURE 2-28



FIGURE 2-26



FIGURE 2-29



FIGURE 2-30



FIGURE 2-27



FIGURE 2-31

## 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 public parking lot(s), off-street large vehicle parking (truck/RVs) and secondary circulation.

### b. PLANNING UNITS

As shown in **Figure 2-32**, 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. W6 includes O-4 (Opportunity Site Area 6).
- 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. E8 includes O-9 (Opportunity Site Area 9).

### c. MEDIAN 5 (PUBLIC SPACE) - INTENDED CHARACTER

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

- **Median 5 design inspiration (Figure 2-33)**



FIGURE 2-32 - DISTRICT 5 KEY PLAN

#### Figure 2-32 Note:

- Detailed description of lot types, building types, building placement guidelines, allowable land uses, and design standards are set forth in Chapter 3 - The Development Code.

## MEDIAN 5 CHARACTER INSPIRATION



FIGURE 2-33 - SIDEWALK DINING & MEDIAN CROSSING

#### Figure 2-33 Note:

- Proposed design concept is depicted which shows diagonal parking, and potential sidewalk enhancements and outdoor dining along the west side of Avenue of Flags roadway.

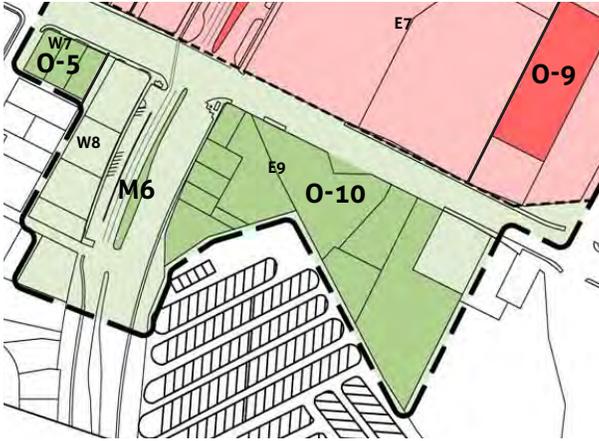


FIGURE 2-34 - DISTRICT 6 KEY PLAN

**Figure 2-34 Note:**

- Detailed description of lot types, building types, building placement guidelines, allowable land uses, and design standards are set forth in Chapter 3 - The Development Code.

**MEDIAN 6 CHARACTER INSPIRATION**



FIGURE 2-35 - EXISTING CONDITIONS



FIGURE 2-36 - EXISTING CONDITIONS

**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 2-34**, 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. W7 includes O-5 (Opportunity Site Area 5).
- 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. E9 includes O-10 (Opportunity Site Area 10).

**c. MEDIAN 6 (PUBLIC SPACE)**

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

- **Median 6 existing conditions (Figure 2-35 and 2-36)**

## D. ARCHITECTURAL CHARACTER

The Architectural Design Styles summarized in Figure 2-37 have been identified for the Specific Plan Area; they were developed based on the AOF Vision, and to reflect the desired type of overall downtown character that would result.

The Design Styles are intended to showcase Buellton's historic agrarian, "service-town" and car culture elements; and to promote a distinct identity and differentiating brand for the downtown area.

The Art Moderne/50's Diner style will be encouraged in Districts 1, 3, 4, and 6, and proposed buildings will be reviewed for appropriate design aesthetics and strategic placement.

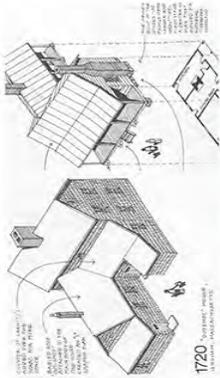
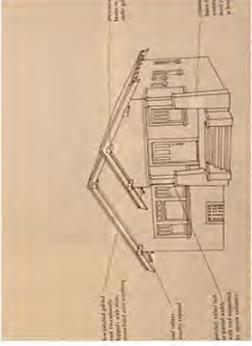
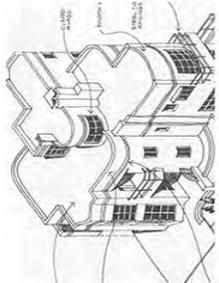
The "flag" theme along the Avenue of Flags shall be continued; flag elements are envisioned and encouraged throughout the Specific Plan area. Similarly, preservation of Buellton history and community culture is encouraged throughout the Plan area.

Future programming along the Medians may include public buildings (restrooms, historic museum, visitor center) and civic elements such as: a historic museum; a Walk of Flags, commemorating the evolution of the American and local flags; and civic-themed displays, showcasing the unique aspects of Buellton's culture and history.

Detailed architectural building standards based on these styles are set forth in Chapter 3 - Development Code.

FIGURE 2-37

# DESIGN STYLES

PRECEDENCE	EXAMPLE	IDENTIFIER
 <p>1720 Agrarian Also related to salt-box, American vernacular, barns, and shack style</p>	 <p>AGRARIAN Example showing rustic and barn materials</p>	 <p>AGRARIAN agricultural building materials, exposed structure</p>
 <p>CRAFTSMAN / BUNGALOW also called arts and crafts or bungalow style</p>	 <p>CRAFTSMAN / BUNGALOW Gable House in Pasadena defines the style</p>	 <p>CRAFTSMAN / BUNGALOW expressed structure highlighting artisan details</p>
 <p>ART MODERNE / 50s DINER Also related to art deco, art moderne, and international style</p>	 <p>ART MODERNE / 50s 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 MODERNE / 50s DINER Aerodynamic forms, often horizontal banding, smooth stucco or industrial metals for finish.</p>

## ARCHITECTURAL STYLES AVENUE OF FLAGS - SPECIFIC PLAN





# CHAPTER 3: THE DEVELOPMENT CODE



## A. HOW TO USE THE DEVELOPMENT CODE

This chapter of the Specific Plan includes all the regulations that guide new development within the planning area. As described in Chapter 1, these regulations derive their authority from the General Plan, and are consistent with the General Plan.

The regulations in this chapter are intended to supersede the zoning requirements that existed in the planning area prior to the adoption of the Specific Plan. Although the underlying zoning districts are not changed as a result of this Specific Plan, the standards that implement development within the plan area are now governed through a new Form-Based Code. Rather than implementing the more rigid allowed uses and development standards associated with conventional zoning (as included in the pre-Specific Plan City development regulations), the new Form-Based Code standards are intended to be much more flexible.

For planners implementing the Form-Based Code, potential projects should be evaluated based on the following approach:

### **1. DETERMINE THE LOCATION IN WHICH THE PROJECT IS PROPOSED**

Refer to Chapter 2, Figures 2-2 and 2-4 to determine the Specific Plan District and possible Opportunity Site in which the proposed project is located.

### **2. DETERMINE THE SPECIFIC PLAN'S INTENT FOR DEVELOPMENT IN THAT AREA**

Refer to Chapter 2 to determine the overall character and intent of future development within that District. This will be based on the text and example imagery included in that chapter. Fundamentally, the project's consistency with the Specific Plan is based on the extent to which it would be consistent with the Plan's intended character for a particular district. This determination is intended to be highly flexible.

### **3. IDENTIFY SUITABLE LAND USES AND PERMITTING REQUIREMENTS**

- Tables 3-1 through 3-6 define the land use concepts that would be appropriate within each District and/or Opportunity Site, and summarize the development standards that such development must meet.
  - Note that a range of possible land uses could be appropriate within each District, as described in these tables.
  - In some cases, these tables include development standards that are specific to this Specific Plan, and in other cases, defer to regulatory requirements included in the City's existing development regulations.
- The potentially appropriate Land Use Possibilities in the Plan Area are summarized in Table 3-8 of this Chapter. This list is not intended to be exhaustive, but presents a list consistent with the overall intent of the Specific Plan. If a proposed land use is not listed in Table 3-8, but appears consistent with the intent of the Specific Plan, the Planning Director may determine that such a use is appropriate.
- Table 3-9 shows the permitting requirements for the land uses that are envisioned as part of the project. Certain types of development would only be allowed as a DOR incentive (see items 6 & 7 below).

### **4. DETERMINE APPROPRIATE ARCHITECTURE AND BUILDING FORM**

Appropriate building design styles and architecture are described in Chapter 3, Section E. Refer to Figures 3-18 and subsequent figures that illustrate appropriate design.

- Determine the appropriate building form for the proposed development, depending on whether it is commercial, residential, mixed-use, or civil (public) buildings.
- The proposed project(s) would be translated into one of the following: Mercantile Building, Live-Work Building, Courtyard

& Corner Courtyard Building, or Specialty Building. Specific regulations for each type of building are found in Section E of Chapter 3.

- These highly-specific design regulations are built on the more general development regulations found in Tables 3-1 through 3-6.

## **5. DETERMINE SIGNAGE, LANDSCAPING, AND OTHER DESIGN REQUIREMENTS**

For any project, these regulations are included in Chapter 3, Section H.

## **6. DETERMINE BASELINE DENSITIES, HEIGHT, ON-SITE PARKING REQUIREMENTS, AND ADDITIONAL REQUIREMENTS**

Minimum development requirements are described for each District within Tables 3-1 through 3-6.

- A project must at a minimum meet these requirements (Tables 3-1 through 3-6)
- If a project exceeds these requirements, or provides needed civic amenities that go beyond the minimum requirements, the project would potentially qualify for a variety of development incentives
- Baseline off-street parking requirements are defined in Section G of this chapter, based on the type of land use proposed
- To help determine whether a project exceeds “baseline” residential density requirements, refer to Table 3-7 of this chapter. This table compares what would be allowed under the General Plan, and compares this to how what would be allowed under the Specific Plan, if such a project provides sufficient public benefits (see items 7 and 8 below) to qualify for the density increases shown in this table.

## **7. IDENTIFY POTENTIAL MIXED-USE AND DOR INCENTIVES/ BENEFITS**

If a project would provide measurable public benefits, it would be eligible for certain development incentives

- Potential public benefits could include providing parking that exceeds minimum standards (for use by adjacent uses on the Avenue) or providing or funding various public buildings/facilities (e.g. public rest rooms, sidewalk improvements, public art)
- Details regarding parking for incentivized projects are described in Chapter 3, Section G.3
- Specific types of amenities that qualify for development incentives are described in Chapter 5, Section C.4, Table 5-3. The table shows the types of incentives that could be achieved based on the magnitude of the benefits provided by the project. Potential incentives could include increased residential density, increased building height, reduced onsite parking, reduced setbacks, or reduced fees.

## **8. MEET WITH APPLICANTS**

As part of the initial pre-application review, it is appropriate to schedule an AOF Pre-App project review meeting with City staff to review project design, development standards, and applicable incentives/benefits programs.

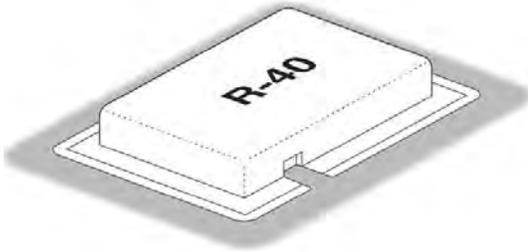
## B. PURPOSE AND APPLICABILITY

### 1. FORM -BASED CODE OVERVIEW

Cities use various methods to help create and implement a desired built environment. Among these methods are zoning maps and form based codes.

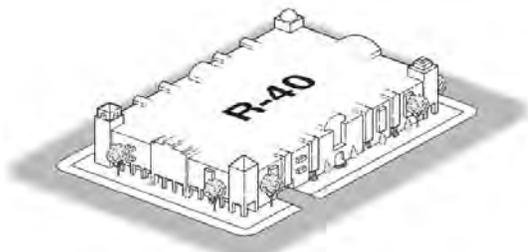
While zoning is based on the concept of dividing land into large areas, where allowable land uses are established with development standards that apply anywhere within that zone, a form based code takes a very different approach. It does not establish allowable land uses by “zone”, but instead establishes (and illustrates) physical design standards that apply to buildings and spaces. It does not restrict allowable land uses to certain areas, but instead explicitly allows any use that would be considered acceptable within the overall plan area, provided that it can be constructed within the physical parameters laid out in the form based code. In that way, mixed uses are explicitly encouraged, and in fact would be made inherently compatible through the design standards included in the form based code.

Unlike conventional zoning which focuses on land use that tends to create homogenous zoning areas, form based code encourages diversity through a mixture of uses, form, architectural styles, and scale. A mixture of building types and uses is encouraged: residential above commercial, a live-work unit, and offices above mercantile can all be next to each other on the same street, block, or even parcel of land. Through the use of allowable building types, architectural styles, façade width requirements and maximum building heights, a diverse pedestrian friendly downtown is planned and allows us a hand in materiality, quality and feel of the built environment. To help develop a human scale, landscape design requirements can be included, as well as signage standards regulating materiality, location, size and illumination. Typically, form based codes are used in conjunction with zoning maps and apply to overlay zones that allow for either vertical or horizontal mixed uses. This is the case with the Avenue of Flags Specific Plan, which functions as an “overlay” zone where its form based code standards take precedence to allow the desired development flexibility.



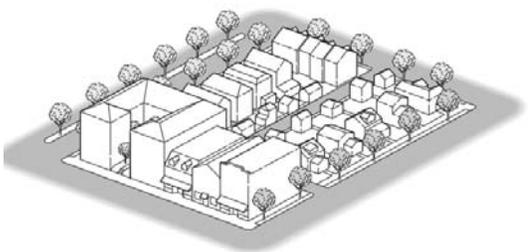
#### CONVENTIONAL ZONING

Density, use, FAR (Floor Area Ratio), setbacks, parking requirements, and maximum building heights specified



#### ZONING DESIGN GUIDELINES

Includes conventional zoning requirements, plus frequency of opening and surface articulation is specified



#### FORM BASED CODES

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



## 2. APPLICABILITY TO AVENUE OF FLAGS

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

The public 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 or temporary use depending on the program that develops for each median area. Median buildings may focus on “themed” areas of development such as art, food, and specialty events. These building should provide opportunities for robust activity on the Avenue.

The Specific Plan defines an intended development concept for each Opportunity Site, based on its size and location. Larger sites (on the east side of the Avenue) may be more appropriate for more complex mixed use projects than some of the small parcels along the Avenue, especially on its west side.

Allowable land uses on ground floors that face the Avenue of Flags and State Route 246 shall be non-residential and shall not include parking, garages, or similar uses. Housing-only projects may be possible within certain areas, subject to any development restrictions indicated in the Form Based Code that relate to the identified opportunity sites. For example, larger opportunity sites may be appropriate for different kinds of mixed use projects, including “horizontal” mixed use, where commercial uses front along the Avenue, and housing is in the rear, away from the Avenue frontage.

The list of Land Use Possibilities is intended to provide guidance, and not be overly restrictive. The Specific Plan could include other uses that are consistent with these concepts, especially given the evolving nature and innovations inherent in the commercial industry. Similarly, residential, recreational, and civic uses described are intended to implement the Vision for the Avenue. Other related uses not explicitly on the list could be included at the discretion of the City, provided they are consistent with the Vision as articulated in the Specific Plan.

What can be built on parcels within the Specific Plan area is a combination of three things:

1. List of Land Use Possibilities (Table 3-8)
2. Overall development concept set forth for each Opportunity Site (as described in the Form-Based Code regulations)
3. Physical design parameters of buildings and outdoor spaces (per Form Based Code development regulations).

Collectively, these provide a much more flexible and implementable set of standards that achieve the intent of the existing General Plan mixed use regulations

### 3. ELEMENTS OF THIS FORM-BASED CODE

#### a. REGULATING PLAN (CHAPTER 3)

A plan or map of regulated area designating the locations where different building form standards apply.

#### b. DEVELOPMENT & BUILDING STANDARDS BY DISTRICT - PRIVATE AND PUBLIC (CHAPTER 3)

Regulations controlling the features, configurations, and functions of buildings that define and shape the public realm.

1. Development & Building Standards by District
2. Architectural Building Standards
3. Regulations by Building Type
4. Land Use Permit Requirements
5. Parking Requirements
6. Additional Requirements and Guidelines (signage, lighting, landscape, site furnishings, outdoor dining, shading, alternative energy/solar, furniture, etc)
7. Buildout Projections

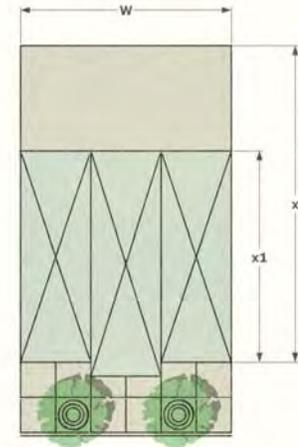
#### c. INFRASTRUCTURE (CHAPTER 4)

Describes existing and planned infrastructure within the plan area, focused on the following issues:

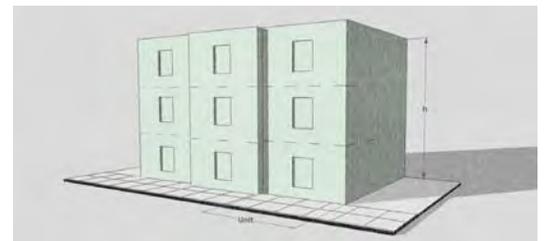
1. Circulation
2. Parking (On-Street/Public)
3. Open Space
4. Utilities



REGULATING PLAN



DEVELOPMENT & BUILDING STANDARDS



DEVELOPMENT & BUILDING STANDARDS



LIGHTING

d. IMPLEMENTATION (CHAPTER 5)

Describes the Development Opportunity Reserve (DOR) program, applied on a project-specific basis to incentivize new development in financially significant ways (e.g. height/density bonus, parking reduction) in exchange for support of community objectives (e.g. median/parking improvements, public restrooms).

Also addresses additional potential funding sources, financing mechanisms and economic tools that may be utilized for private development and public projects in the Specific Plan area.

e. ADMINISTRATION (CHAPTER 6)

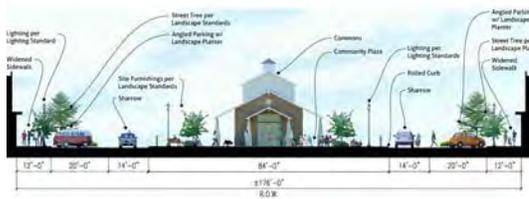
Describe how development is implemented under the Specific Plan and how the Plan may be amended as needed.

f. DEFINITIONS (CHAPTER 7)

Provides definitions of terms and phrases used in the plan that are technical or specialized.



LANDSCAPING



INFRASTRUCTURE

## C. REGULATING PLAN

### 1. REGULATING PLAN (FIGURE 3-1)

In a typical General Plan or conventional Specific Plan, there is a land use map and corresponding zoning map that serves as a regulating plan. For the AOF Specific Plan, which is based on a Form-Based Code, the approach is slightly different. The City's existing General Plan Land Use map and Zoning still apply to Specific Plan area, but the regulations in this document refine what may be done within this area.

To help clarify these standards, the Specific Plan includes a "Regulating Plan" (Figure 3-1), which functions more as a reference map for various standards and regulations that apply to the different Districts. The "Development and Building Standards by District" starting on page 14 apply to each District as a whole, but in some cases refer to the various Opportunity Sites or Medians shown in the map, which would be useful for both planners and developers considering projects within the area.

#### LAND USE

Any use on the table of "Land Use Possibilities" (Chapter 3, Table 3-8) may be considered for any of the properties within the specific plan area, in accordance with Form-Based Code regulations regarding building placement, massing and outdoor spaces. However, given the varying character of the Districts, preferred complementary land uses are shown in the Form-Based Code regulations for each District (Chapter 3, Section E).

Avenue of Flags & State Route 246. Allowable land uses on ground floors (first 150 feet of depth) that face the Avenue of Flags and State Route 246 shall be non-residential and shall not include parking, garages, or similar uses.

#### TOWN PLAZA OPTION

Corner courtyard (min 15 feet , max 55 feet) shall be provided on ground floor of properties located on all four corners of Avenue of Flags and 2nd Street intersection

### 2. ALLOWABLE BUILDING TYPES

#### PRIVATE DEVELOPMENT

Allowable building types for new private development and future (re)construction of any buildings are as follows:

- Mercantile Building
- Courtyard & Corner Courtyard Building
- Live-Work Building
- Specialty (Site-Specific)

#### PUBLIC MEDIANS

Refer to Median guidelines set forth in Chapter 3.

**DISTRICTS LEGEND**

- District #1 - Gateway North
- District #2 - \* Mixed-Use & Public Events (Downtown Core)
- District #3 - \* Civic Junction (Downtown Core)
- District #4 - \* Civic Gallery (Downtown Core)
- District #5 - \* Gateway South (Downtown Core)
- District #6 - \* Zaca Corridor

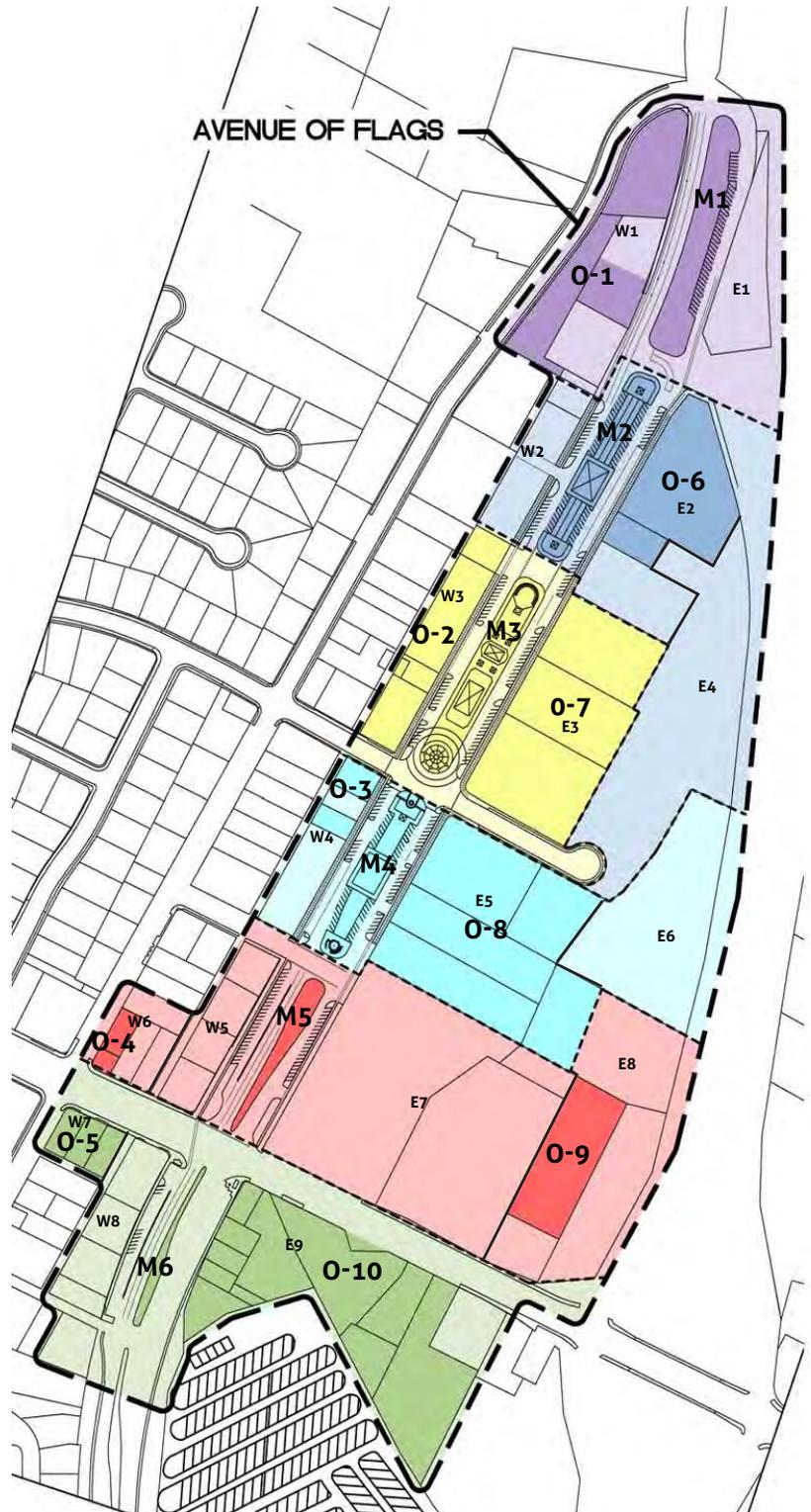
\*Denotes Downtown Core

O-# Opportunity Site Areas

M# Median Area

E#/W# Planning Units

**FIGURE 3-1 - REGULATING PLAN**



## D. DEVELOPMENT & BUILDING STANDARDS BY DISTRICT

### 1. DISTRICT #1 - GATEWAY NORTH - TRAVELER'S SERVICE DISTRICT

District 1 Key Map (Figure 3-2) shows the location of Median 1 (M1) and Opportunity Site Area 1 (O-1), which are described below. Table 3-1 defines appropriate land use concepts and summarizes applicable development standards for District 1.

#### a. MEDIAN 1 - PUBLIC SPACE

##### • Median 1 Concept Plan (Figure 3-3)

Potential uses for this median include: 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 and public art, Low Impact Development (LID) landscaping, 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.

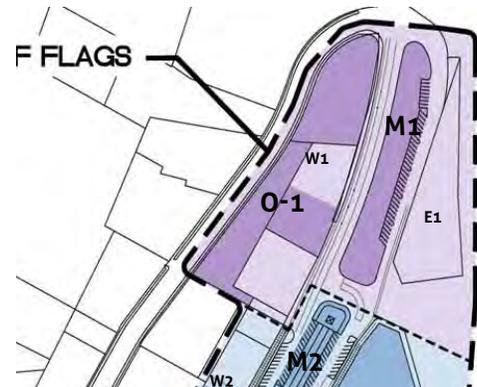
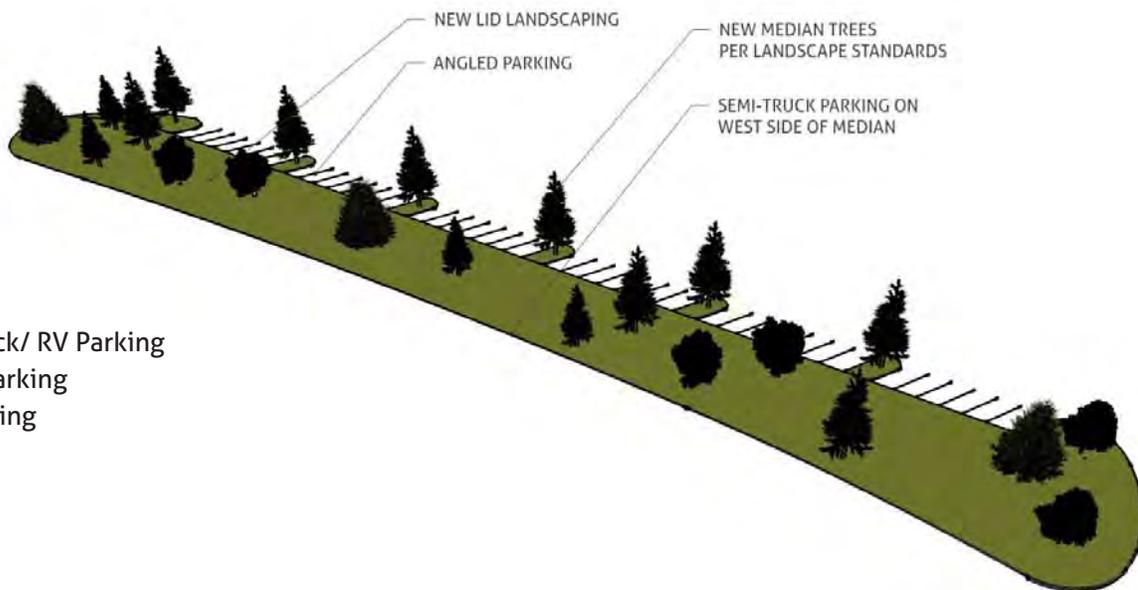


FIGURE 3-2 - DISTRICT 1 KEY MAP



#### MEDIAN 1 FEATURES

- Semi-Truck/ RV Parking
- Angled Parking
- Landscaping

#### b. OPPORTUNITY SITE AREAS ("OPP SITES") - PRIVATE DEVELOPMENT

**Opp Site Area 1:** The parcels in this 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 to develop for visitor oriented services, including such potential uses as fast casual restaurants, a distinctive diner and complementary commercial development.

FIGURE 3-3 - MEDIAN 1 CONCEPT PLAN

TABLE 3-1

<b>DISTRICT 1 - GATEWAY NORTH - TRAVELER'S SERVICE DISTRICT</b>	
<b>COMPLEMENTARY LAND USES</b>	
Non-Residential	<ul style="list-style-type: none"> <li>• Visitor Serving Uses</li> <li>• Lodging and Fast Casual Restaurants</li> <li>• Vehicle Support Services</li> <li>• Parking Spaces for RVs and Trucks</li> </ul>
<b>SITING OF LAND USES</b>	
Ground Floor	Non-Residential to apply to first 150 feet of building depth on frontages that face the Avenue of Flags and Highway 246, and shall not include parking, garages, or similar uses
Upper Floors	Non-Residential
<b>BUILDING TYPES, SITING &amp; MASSING</b>	
Allowable Building Types	<ul style="list-style-type: none"> <li>• Mercantile</li> <li>• Specialty (Site Specific, Opportunity Site #1)</li> </ul>
Siting, Setbacks, & Massing	Standards for Lot Size, Setbacks, Building Form, and Placement of Lots are set forth for each building type in Chapter 3, Section F
Design Styles	Architectural design styles set forth in Chapter 3, Section E, are required; 50's Diner encouraged
<b>BUILDING HEIGHT</b>	
Allowable Heights	<ul style="list-style-type: none"> <li>• 16 feet minimum</li> <li>• 35 feet maximum (without DOR)</li> <li>• 50 feet maximum (with DOR incentives)</li> </ul>
<b>DENSITY (Mixed-Use / Residential)</b>	
Baseline	12-16 du/acre
Incentivized Projects	25-40 du/acre maximum (with DOR incentives)
<b>PARKING</b>	
On-Site Parking Requirement (Baseline)	Per Parking Requirements, Chapter 3, Section H
Reduced On-Site Parking Requirement	Varies by Project, per DOR incentive program
<b>OPPORTUNITY SITES</b>	
Opportunity Site #01	<ul style="list-style-type: none"> <li>• 1.58 acres total, multiple parcels</li> <li>• Suitable for visitor oriented services, including fast casual restaurants</li> </ul>

## 2. DISTRICT #2 - MIXED-USE & PUBLIC EVENTS (DOWNTOWN CORE)

District 2 Key Map (Figure 3-4) shows the location of Median 2 (M2) and Opportunity Site Area 6 (O-6), which are described below and on following pages. Table 3-2 defines appropriate land use concepts and summarizes applicable development standards for District 2.

### a. MEDIAN 2 - PUBLIC SPACE

#### Median 2 Concept Plan (Figure 3-5)

Potential uses 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); shade canopies along linear central walkway, ample seating and landscaped areas. Potential structures such as an event barn or kiosks may be considered in the future subject to funding availability and need.

The current vehicular pass-thru south of Median 2 will be left open for general use, with the option of using bollards to close vehicular access and utilize the area for special events.

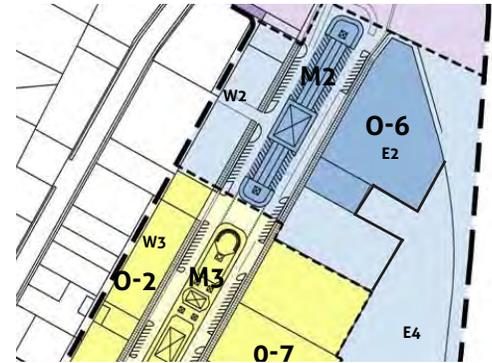
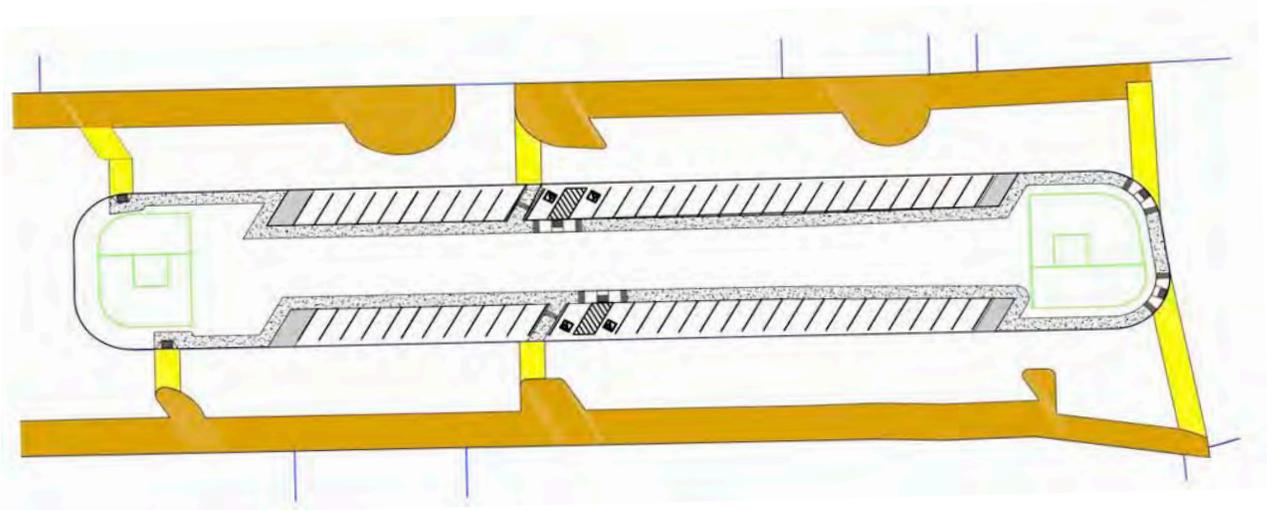


FIGURE 3-4 - DISTRICT 2 KEY MAP



#### MEDIAN 2 FEATURES

- Cobblestone Paved Multi-use Area, "Flex Space", for Diagonal Parking and Outdoor Events
- Landscaping, Potted Trees, Seating
- Postholes for Removable Shade Canopies
- Lighting for Evening Events
- Infrastructure Stubouts & Fiber Optics

FIGURE 3-5 - MEDIAN 2 CONCEPT PLAN

TABLE 3-2

<b>DISTRICT 2 - MIXED-USE &amp; PUBLIC EVENTS (Downtown Core)</b>	
<b>COMPLEMENTARY LAND USES</b>	
Non-Residential, Mixed-Use	<ul style="list-style-type: none"> <li>• Retail, Office, Personal Services</li> <li>• Mixed-Use, Live-Work</li> <li>• Food/Beverage, Lodging</li> <li>• Public Assembly</li> </ul>
<b>SITING OF LAND USES</b>	
Ground Floor	Non-Residential to apply to first 150 feet of building depth on frontages that face the Avenue of Flags and Highway 246, and shall not include parking, garages, or similar uses
Upper Floors	Non-Residential or Residential
<b>BUILDING TYPES, SITING &amp; MASSING</b>	
Allowable Building Types	<ul style="list-style-type: none"> <li>• Mercantile</li> <li>• Live-Work / Mixed Use</li> </ul>
Siting, Setbacks, & Massing	Standards for Lot Size, Setbacks, Building Form, and Placement of Lots are set forth for each building type in Chapter 3, Section F
Design Styles	Architectural design styles set forth in Chapter 3, Section E, are required; Agrarian and Craftsman encouraged
<b>BUILDING HEIGHT</b>	
Allowable Heights	<ul style="list-style-type: none"> <li>• 16 feet minimum</li> <li>• 35 feet maximum (without DOR incentives)</li> <li>• 50 feet maximum (with DOR incentives)</li> </ul>
<b>DENSITY (Mixed-Use / Residential)</b>	
Baseline	12-16 du/acre
Incentivized Projects	25-40 du/acre maximum (with DOR incentives)
<b>PARKING</b>	
On-Site Parking Requirement (Baseline)	Per Parking Requirements, Chapter 3, Section H
Reduced On-Site Parking Requirement	Varies by Project, per DOR incentive program
<b>OPPORTUNITY SITES</b>	
Opportunity Site #06	<ul style="list-style-type: none"> <li>• 1.62 acres total, two parcels</li> <li>• Suitable for retail, or mixed-use</li> </ul>

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

**Opp Site Area O-6:** This area contains vacant land and an older motel complex. This 1.62 acre area is a prime site for redevelopment with a retail/merchant complex, a mixed use project or a live-work building cluster. See figure 3-6 for conceptual building massing.

**CONCEPTUAL MASSING STUDY**



FIGURE 3-6



### 3. DISTRICT #3 - CIVIC JUNCTION & TOWN PLAZA (DOWNTOWN CORE)

District 3 Key Map (Figure 3-7) shows the location of Median 3 (M3) and Opportunity Site Area 2 (O-2) and Area 7 (O-7), which are described below and on following pages. Table 3-3 defines appropriate land use concepts and summarizes applicable development standards for District 3.

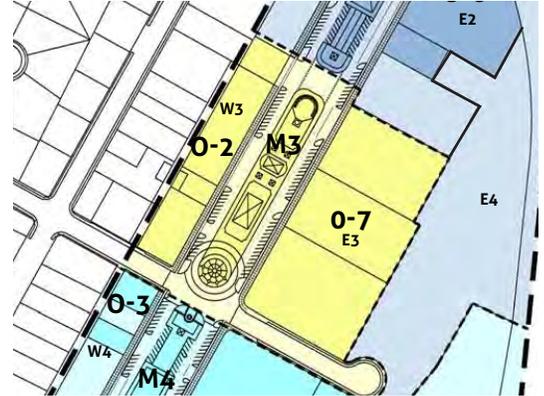


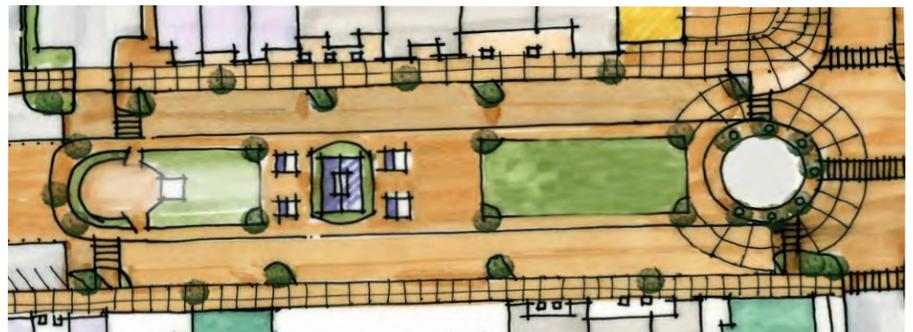
FIGURE 3-7 - DISTRICT 3 KEY MAP

#### a. MEDIAN 3 - PUBLIC SPACE

- **Median 3 Concept Plan (Figure 3-8)**

Potential uses and building elements include: downtown park with open landscaped area, trees and drought-tolerant plantings, shade structures, seating areas; landmark town plaza; public restrooms (centrally located and easily accessible); amphitheater; family-friendly recreation. Additional allowable uses /structures include: pavilion for town plaza; community building containing a visitor’s center, historic museum, civic uses (e.g., postal annex, virtual library, community meeting rooms, other desired uses); bandstand with shell and storage space; vendor kiosks.

Aesthetically designed 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

##### FEATURES

- Downtown Park
- Town Plaza
- Public Restrooms
- Shade Structures
- Amphitheater
- Lighting for Evening Events
- Visitor’s Center / Historic Museum
- Infrastructure Stubouts & Fiber Optics

FIGURE 3-8 - MEDIAN 3 CONCEPT PLAN

TABLE 3-3

DISTRICT 3 - CIVIC JUNCTION & TOWN PLAZA (Downtown Core)	
COMPLEMENTARY LAND USES	
Non-Residential, Mixed-Use	<ul style="list-style-type: none"> <li>• Retail, Office, Personal Service</li> <li>• Mixed-Use, Live-Work</li> <li>• Food/Beverage, Lodging</li> <li>• Recreation, Education, Public Assembly</li> <li>• Civic/Community</li> </ul>
SITING OF LAND USES	
Ground Floor	Non-Residential to apply to first 150 feet of building depth on frontages that face the Avenue of Flags and Highway 246, and shall not include parking, garages, or similar uses
Upper Floors	Non-Residential or Residential
BUILDING TYPES, SITING & MASSING	
Allowable Building Types	<ul style="list-style-type: none"> <li>• Mercantile</li> <li>• Live-Work / Mixed Use</li> <li>• Courtyard</li> <li>• Corner Courtyard (Town Plaza Overlay)</li> </ul>
Siting, Setbacks, & Massing	Standards for Lot Size, Setbacks, Building Form, and Placement of Lots are set forth for each building type in Chapter 3, Section F
Design Styles	Architectural design styles set forth in Chapter 3, Section E, are required; Art Moderne/50's Diner encouraged
BUILDING HEIGHT	
Allowable Heights	<ul style="list-style-type: none"> <li>• 16 feet minimum</li> <li>• 35 feet maximum (without DOR incentives)</li> <li>• 50 feet maximum (with DOR incentives)</li> </ul>
DENSITY (Mixed-Use / Residential)	
Baseline	12-16 du/acre
Incentivized Projects	25-40 du/acre maximum (with DOR incentives)
PARKING	
On-Site Parking Requirement (Baseline)	Per Parking Requirements, Chapter 3, Section H
Reduced On-Site Parking Requirement	Varies by Project, per DOR incentive program
OPPORTUNITY SITES	
Opportunity Site #02	<ul style="list-style-type: none"> <li>• 1.13 acres total, multiple parcels</li> <li>• Suitable for retail, mixed-use, or civic buildings</li> </ul>
Opportunity Site #07	<ul style="list-style-type: none"> <li>• 3.08 acres total, multiple parcels</li> <li>• Suitable for signature courtyard/plaza buildings(s) with general commercial and mixed-use, including potential civic uses</li> </ul>

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

**Opp Site Area 2:** This 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 3-9** for conceptual building massing.

**CONCEPTUAL MASSING STUDY**

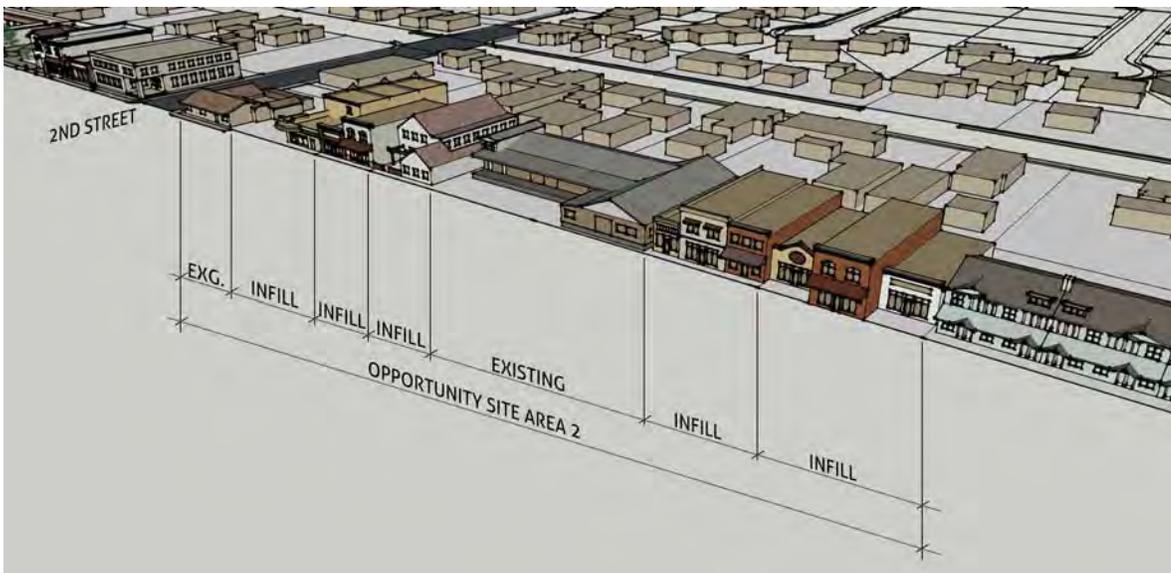


FIGURE 3-9

**Opp Site Area 7:** This 3.08 acre 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 3-10** for conceptual building massing.

### CONCEPTUAL MASSING STUDY



FIGURE 3-10

#### 4. DISTRICT #4 - CIVIC GALLERY - ART & FOOD VILLAGE (DOWNTOWN CORE)

District 4 Key Map (Figure 3-11) shows the location of Median 4 (M4) and Opportunity Site Area 3 (O-3) and Area 8 (O-8), which are described below and on following pages. Table 3-4 defines appropriate land use concepts and summarizes applicable development standards for District 3.

##### a. MEDIAN 4 - PUBLIC SPACE

- **Median 4 Concept Plan (Figure 3-12)**

Potential uses and building elements include: flexible space for artisan displays and food vendors/trucks; diagonal parking; shade canopies along linear central walkway; seating and outdoor dining fixtures. Additional allowable structures may include small scale buildings with flexibility to be utilized for exhibits, galleries, crafting, pop-up retail, boutiques, and food vendors.

The existing flags, public art, veteran’s memorial and fallen soldier monument would be incorporated into any future improvements to the median.

Final uses, site layout and building design will be determined during the implementation stage, contingent upon users, programming, budget factors, and surrounding uses evolving along AOF.

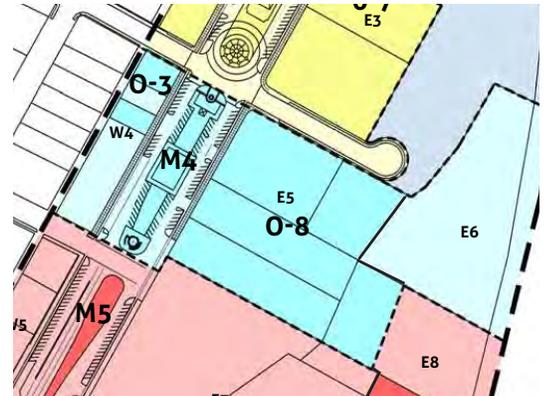
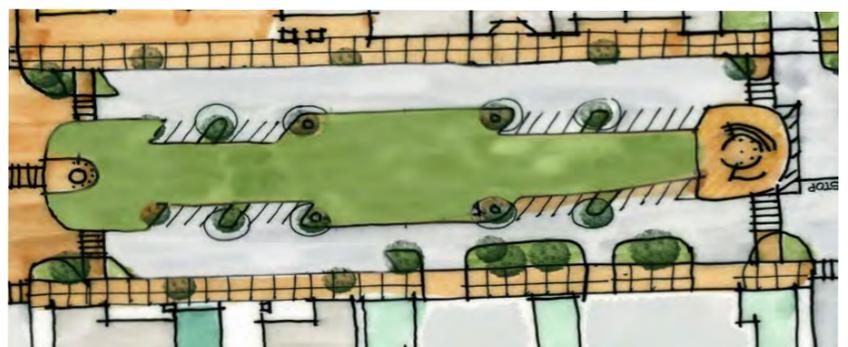


FIGURE 3-11 - DISTRICT 4 KEY MAP



#### MEDIAN 4

##### FEATURES

- Art and Food Village
- Diagonal Parking
- Shade Canopies
- Lighting for Evening Events
- Infrastructure Stubouts & Fiber Optics

FIGURE 3-12 - MEDIAN 4 CONCEPT PLAN

TABLE 3-4

DISTRICT 4 - CIVIC GALLERY - ART & FOOD VILLAGE (Downtown Core)	
<b>COMPLEMENTARY LAND USES</b>	
Non-Residential, Mixed-Use	<ul style="list-style-type: none"> <li>• Retail, Office, Personal Service</li> <li>• Mixed-Use, Live-Work</li> <li>• Food/Beverage, Lodging</li> <li>• Recreation, Education, Public Assembly</li> <li>• Civic/Community</li> </ul>
<b>SITING OF LAND USES</b>	
Ground Floor	Non-Residential to apply to first 150 feet of building depth on frontages that face the Avenue of Flags and Highway 246, and shall not include parking, garages, or similar uses
Upper Floors	Non-Residential or Residential
<b>BUILDING TYPES, SITING &amp; MASSING</b>	
Allowable Building Types	<ul style="list-style-type: none"> <li>• Mercantile</li> <li>• Live-Work / Mixed Use</li> <li>• Courtyard</li> <li>• Corner Courtyard (Town Plaza Overlay)</li> </ul>
Siting, Setbacks, & Massing	Standards for Lot Size, Setbacks, Building Form, and Placement of Lots are set forth for each building type in Chapter 3, Section F
Design Styles	Architectural design styles set forth in Chapter 3, Section E, are required; Art Moderne / 50's Diner encouraged
<b>BUILDING HEIGHT</b>	
Allowable Heights	<ul style="list-style-type: none"> <li>• 16 feet minimum</li> <li>• 35 feet maximum (without DOR incentives)</li> <li>• 50 feet maximum (with DOR incentives)</li> </ul>
<b>DENSITY (Mixed-Use / Residential)</b>	
Baseline Incentivized Projects	12-16 du/acre 25-40 du/acre maximum (with DOR incentives)
<b>PARKING</b>	
On-Site Parking Requirement (Baseline)	Per Parking Requirements, Chapter 3, Section H
Reduced On-Site Parking Requirement	Varies by Project, per DOR incentive program
<b>OPPORTUNITY SITES</b>	
Opportunity Site #03	<ul style="list-style-type: none"> <li>• 0.24 acres total, two parcels</li> <li>• Suitable for specialty retail</li> </ul>
Opportunity Site #08	<ul style="list-style-type: none"> <li>• 3.95 acres total, multiple parcels</li> <li>• Suitable for signature courtyard/plaza building(s) with general commercial and mixed-use, including potential civic uses</li> </ul>

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

**Opp Site Area 3:** These 0.24 acre small vacant parcels lend themselves to specialty retail uses; the corner parcel at 2nd Street and AOF may include a small corner-courtyard feature to maximize its location at this key intersection and proximity to the town plaza. See figure 3-13 for conceptual building massing.

**CONCEPTUAL MASSING STUDY**



FIGURE 3-13

**Opp Site Area 8:** This 3.94 acre area contains an apartment complex, an older motel (Country Lane), and vacant land. This large set of parcels could mirror Area 7 with a mixed-use corner-courtyard building that anchors this intersection of AOF and 2nd Street, and a commercial/merchant cluster of buildings further along the block on The Avenue. See figure 3-14 for conceptual building massing.

### CONCEPTUAL MASSING STUDY



FIGURE 3-14

## 5. DISTRICT #5 - GATEWAY SOUTH (DOWNTOWN CORE)

District 5 Key Map (Figure 3-15) shows the location of Median 5 (M5) and Opportunity Site Area 4 (O-4) and Area 9 (O-9), which are described below and on following pages. Table 3-5 defines appropriate land use concepts and summarizes applicable development standards for District 5.



FIGURE 3-15 - DISTRICT 5 KEY MAP

### a. MEDIAN 5 - PUBLIC SPACE

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

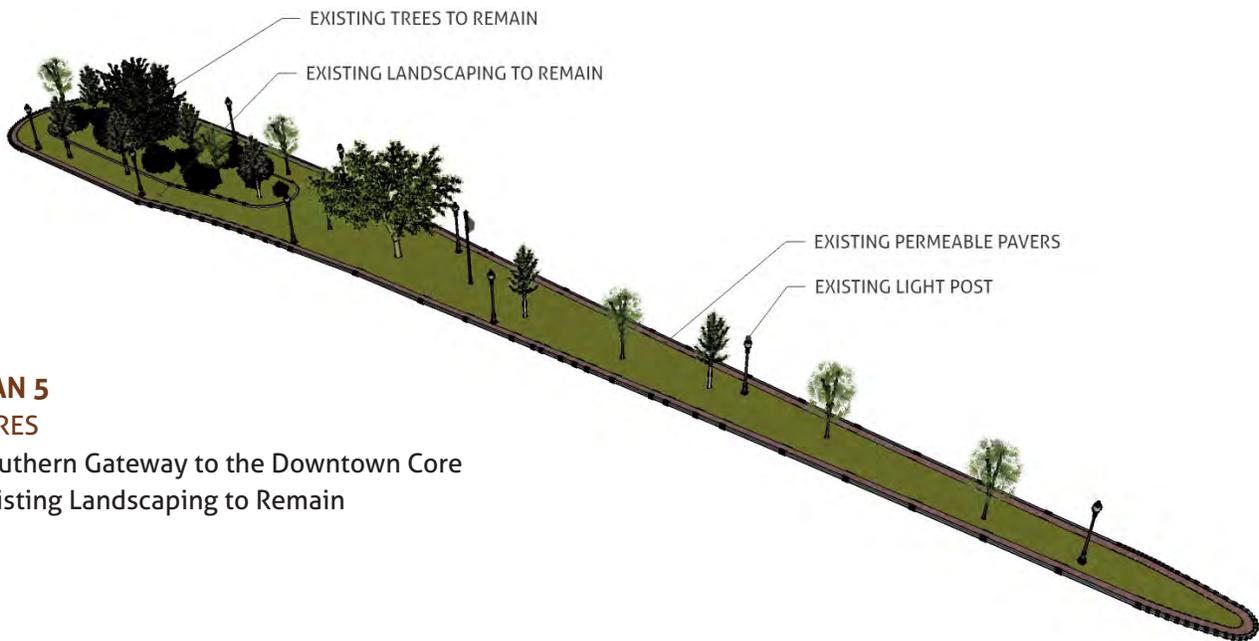


FIGURE 3-16 - MEDIAN 5 CONCEPT PLAN

### MEDIAN 5 FEATURES

- Southern Gateway to the Downtown Core
- Existing Landscaping to Remain

### b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

**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 area contains a residential unit complex. The parcel size is 1.07 acres. Incorporating residential uses into a mixed use or specialty building would maximize the potential of the property.

TABLE 3-5

DISTRICT 5 - GATEWAY SOUTH (Downtown Core)	
COMPLEMENTARY LAND USES	
Non-Residential, Mixed-Use, Residential	<ul style="list-style-type: none"> <li>• Retail, Office, Personal Service</li> <li>• Mixed-Use, Live-Work, Multi-Family Residential</li> <li>• Visitor Serving Uses, Food/Beverage, Lodging</li> <li>• Light Industrial (Handicraft/Artisan)</li> <li>• Vehicle Support Services</li> <li>• Parking Spaces for RVs and Trucks</li> </ul>
SITING OF LAND USES	
Ground Floor	Non-Residential to apply to first 150 feet of building depth on frontages that face the Avenue of Flags and Highway 246, and shall not include parking, garages, or similar uses
Upper Floors	Non-Residential or Residential
BUILDING TYPES, SITING & MASSING	
Allowable Building Types	<ul style="list-style-type: none"> <li>• Mercantile</li> <li>• Live-Work / Mixed Use</li> <li>• Specialty (Site Specific, Opportunity Site #09)</li> </ul>
Siting, Setbacks, & Massing	Standards for Lot Size, Setbacks, Building Form, and Placement of Lots are set forth for each building type in Chapter 3, Section F
Design Styles	Architectural design styles set forth in Chapter 3, Section E, are required; Agrarian and Craftsman encouraged
BUILDING HEIGHT	
Allowable Heights	<ul style="list-style-type: none"> <li>• 16 feet minimum</li> <li>• 35 feet maximum (without DOR incentives)</li> <li>• 50 feet maximum (with DOR incentives)</li> </ul>
DENSITY (Mixed-Use / Residential)	
Baseline Incentivized Projects	12-16 du/acre 25-40 du/acre maximum (with DOR incentives)
PARKING	
On-Site Parking Requirement (Baseline)	Per Parking Requirements, Chapter 3, Section H
Reduced On-Site Parking Requirement	Varies by Project, per DOR incentive program
OPPORTUNITY SITES	
Opportunity Site #04	<ul style="list-style-type: none"> <li>• 0.17 acres total, two parcels</li> <li>• Suitable for small specialty retail or restaurant</li> </ul>
Opportunity Site #09	<ul style="list-style-type: none"> <li>• 1.07 acre parcel</li> <li>• Suitable for mixed-use, live-work and multi-family residential</li> </ul>

## 6. DISTRICT #6 - ZACA CORRIDOR

District 6 Key Map (Figure 3-17) shows the location of Median 6 (M6) and Opportunity Site Area 5 (O-5) and Area 10 (O-10), which are described below and on following pages. Table 3-6 defines appropriate land use concepts and summarizes applicable development standards for District 6.

### a. MEDIAN 6 - PUBLIC SPACE

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

### b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

**Opp Site Area 5:** This 0.39 acre 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.

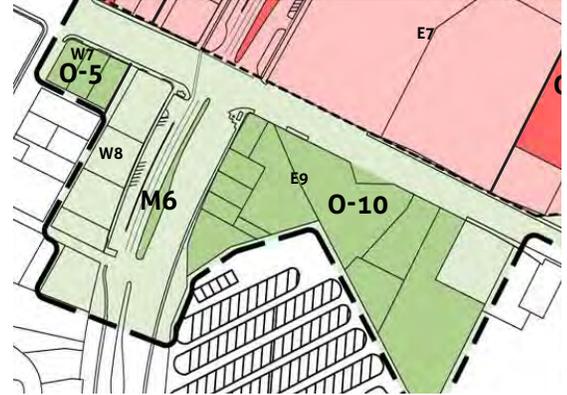


FIGURE 3-17 - DISTRICT 6 KEY MAP

TABLE 3-6

DISTRICT 6 - ZACA CORRIDOR	
COMPLEMENTARY LAND USES	
Non-Residential	<ul style="list-style-type: none"> <li>• General Commercial</li> <li>• Visitor Serving Uses</li> <li>• Light Industrial (Handicraft/Artisan)</li> <li>• Vehicle Support Services</li> </ul>
SITING OF LAND USES	
Ground Floor	Non-Residential to apply to first 150 feet of building depth on frontages that face the Avenue of Flags and Highway 246, and shall not include parking, garages, or similar uses
Upper Floors	Non-Residential or Residential
BUILDING TYPES, SITING & MASSING	
Allowable Building Types	<ul style="list-style-type: none"> <li>• Mercantile</li> <li>• Live-Work / Mixed Use</li> <li>• Courtyard</li> <li>• Specialty (Site Specific, Opportunity Site #10)</li> </ul>
Siting, Setbacks, & Massing	Standards for Lot Size, Setbacks, Building Form, and Placement of Lots are set forth for each building type in Chapter 3, Section F
Design Styles	Architectural design styles set forth in Chapter 3, Section E, are required; Agrarian and Craftsman encouraged, with 50's Diner in strategic locations
BUILDING HEIGHT	
Allowable Heights	<ul style="list-style-type: none"> <li>• 16 feet minimum</li> <li>• 35 feet maximum (without DOR incentives)</li> <li>• 50 feet maximum (with DOR incentives)</li> </ul>
DENSITY (Mixed-Use / Residential)	
Baseline	12-16 du/acre
Incentivized Projects	25-40 du/acre maximum (with DOR incentives)
PARKING	
On-Site Parking Requirement (Baseline)	Per Parking Requirements, Chapter 3, Section H
Reduced On-Site Parking Requirement	Varies by Project, per DOR incentive program
OPPORTUNITY SITES	
Opportunity Site #05	<ul style="list-style-type: none"> <li>• 0.39 acres total, three parcels</li> <li>• Suitable for retail or mixed-use</li> </ul>
Opportunity Site #10	<ul style="list-style-type: none"> <li>• 4.01 acres total, multiple parcels</li> <li>• Suitable for larger retail / commercial complex</li> </ul>

## E. ARCHITECTURAL BUILDING STANDARDS

The Architectural Design Styles set forth in Figure 3-18 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. The Architectural Styles described on the following pages reflect building standards and features for each individual style.

FIGURE 3-18

### DESIGN STYLES

PRECEDENCE	EXAMPLE	IDENTIFIER
 <p>1720 AGRARIAN Also related to salt-box, american vernacular, barns, and shack style</p>	 <p>AGRARIAN Example showing rustic and barn materials</p>	 <p>AGRARIAN agricultural building materials, exposed structure</p>
 <p>CRAFTSMAN / BUNGALOW also called arts and crafts or bungalow style</p>	 <p>CRAFTSMAN / BUNGALOW Gable House in Pasadena defines the style</p>	 <p>CRAFTSMAN / BUNGALOW expressed structure highlighting artisan details</p>
 <p>ART MODERNE / 50s DINER Also related to art deco, art moderne, and international style</p>	 <p>ART MODERNE / 50s 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 MODERNE / 50s DINER Aerodynamic forms, often horizontal banding, smooth stucco or industrial metals for finish.</p>

## ARCHITECTURAL STYLES

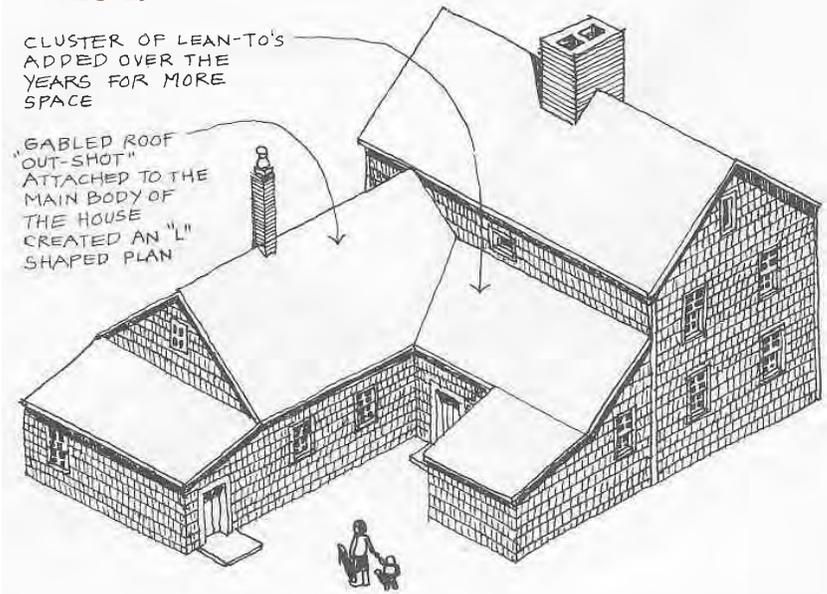
### AVENUE OF FLAGS - SPECIFIC PLAN



**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.

**FIGURE 3-19**



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

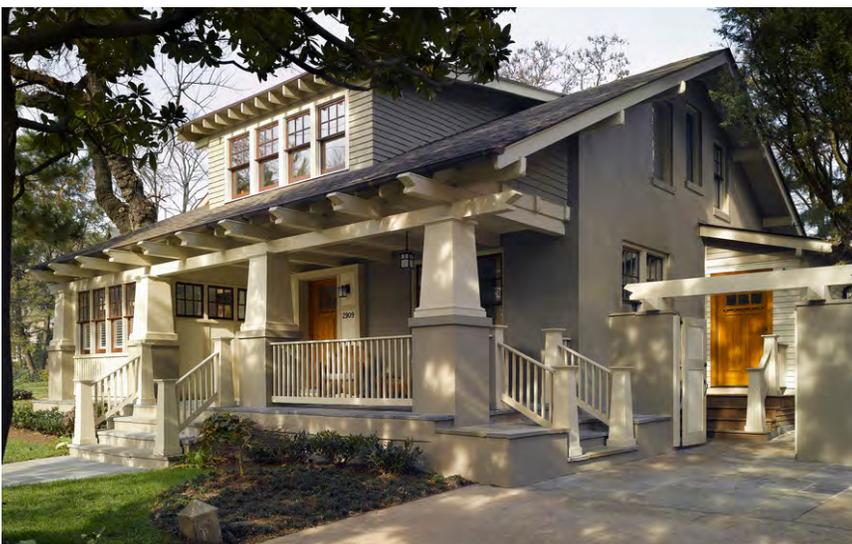


FIGURE 3-20



### CRAFTSMAN / BUNGALOW FEATURES

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



## ART MODERNE / 50's DINER FEATURES

- Also related to art deco, streamline 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.
- Encouraged in strategic locations, intended to showcase Buellton's historic service-town and car culture elements.

FIGURE 3-21



## **F. REGULATIONS BY BUILDING TYPE**

In form-based code, specialized terms which regulate the building envelope and placement on lots are defined visually through graphics, with text used only as needed for clarification.

This section describes allowable building types for private development and the public medians, general facade standards, and form-based vocabulary (visual terms used to describe building components).

### **1. ALLOWABLE BUILDING TYPES - PRIVATE DEVELOPMENT**

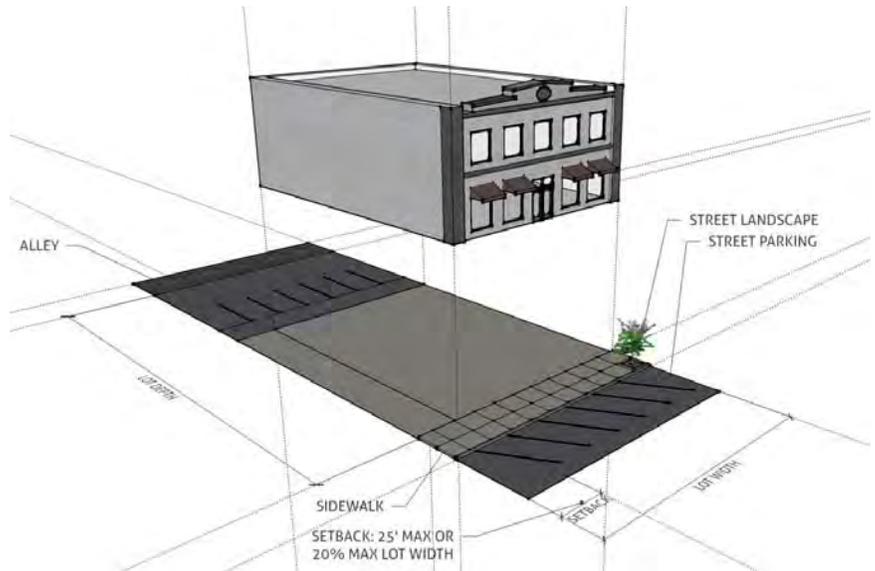
Allowable building types for new private development and future (re)construction of any buildings are as follows:

- a. Mercantile Building
- b. Live-Work Building
- c. Courtyard & Corner Courtyard Building
- d. Specialty (Site Specific requires review and approval by Planning Commission)

Allowable building types are defined in Figure 3-22 through 3-24 with the exception of specialty building type, which requires site specific review and approval.

## MERCANTILE BUILDING TYPE

FIGURE 3-22



### PERMITTED USES

See Permitted Uses  
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 style allowed in Specific Plan area.

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.

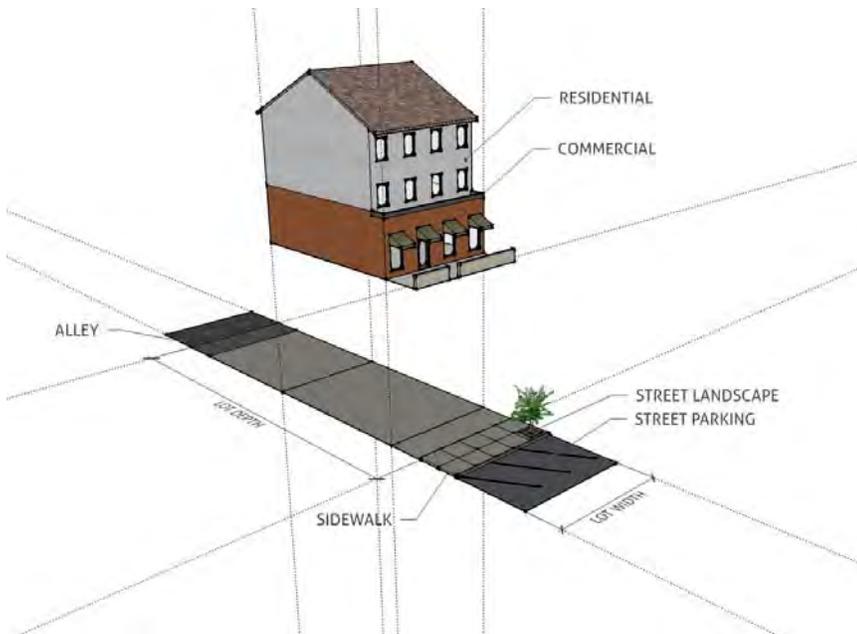
### BUILDING FORM AND PLACEMENT ON LOTS

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.

## LIVE-WORK BUILDING TYPE

FIGURE 3-23



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".

### PERMITTED USES

See Permitted Uses

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 style allowed in Specific Plan area.

## COURTYARD BUILDING TYPE

FIGURE 3-24



### 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 style allowed in Specific Plan area.

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".

## **F. REGULATIONS BY BUILDING TYPE (CONT)**

### **2. FORM BASED VOCABULARY**

The following terms (“vocabulary”) which are used to describe building forms and components are defined visually on the following pages. (Figures 3-25 through 3-30).

- Courtyard Corner
- Courtyard Center
- Yard
- Arcade
- Horizontal Mixed Use
- Vertical Mixed Use

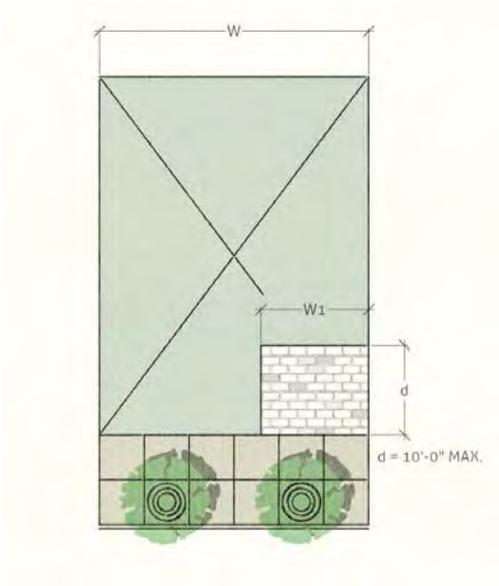


FIGURE 3-25 - COURTYARD - CORNER

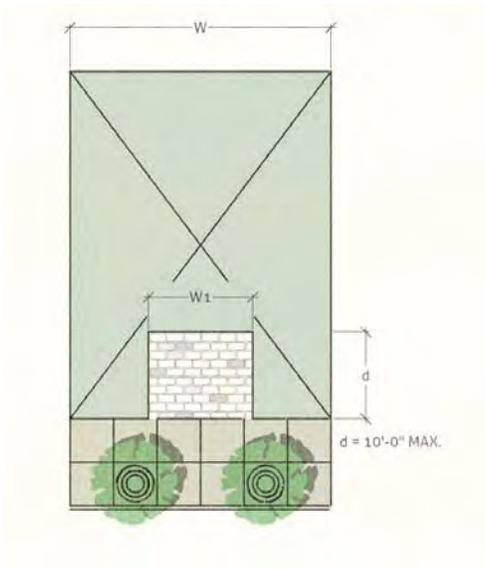
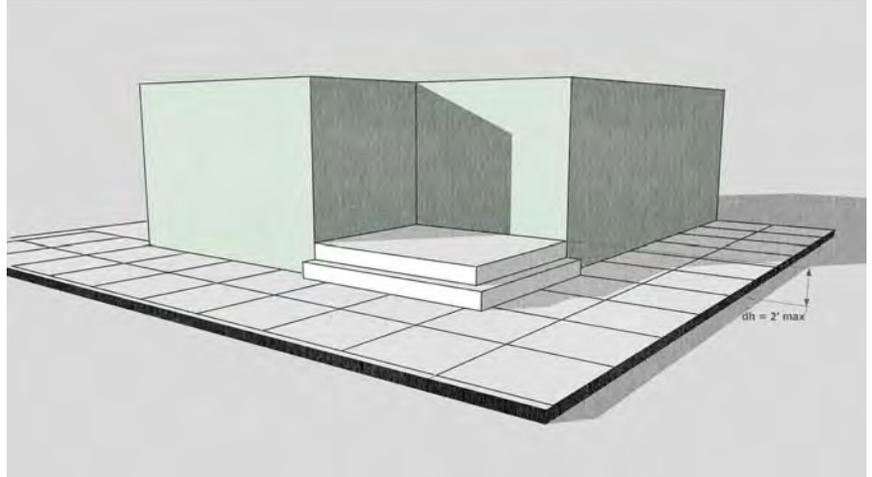


FIGURE 3-26 - COURTYARD - CENTER

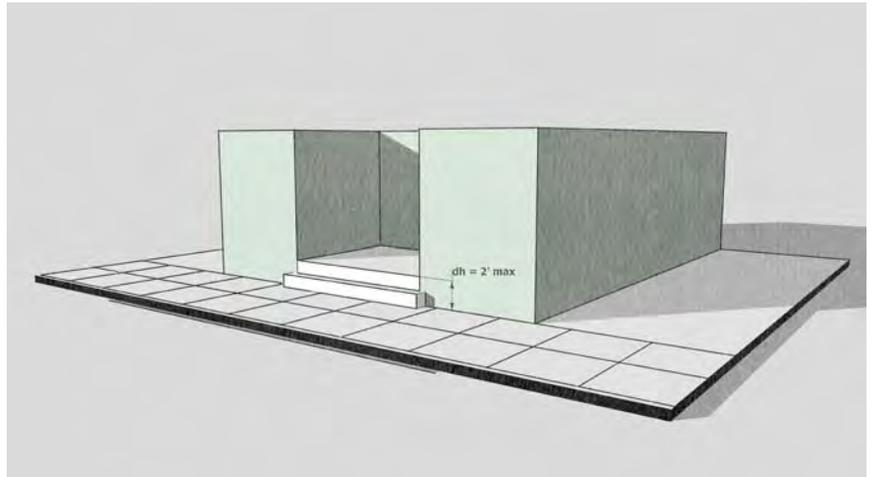


FIGURE 3-27 - YARD

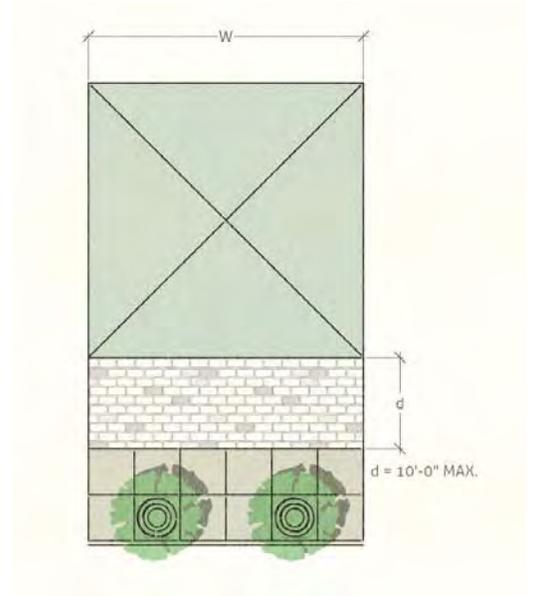
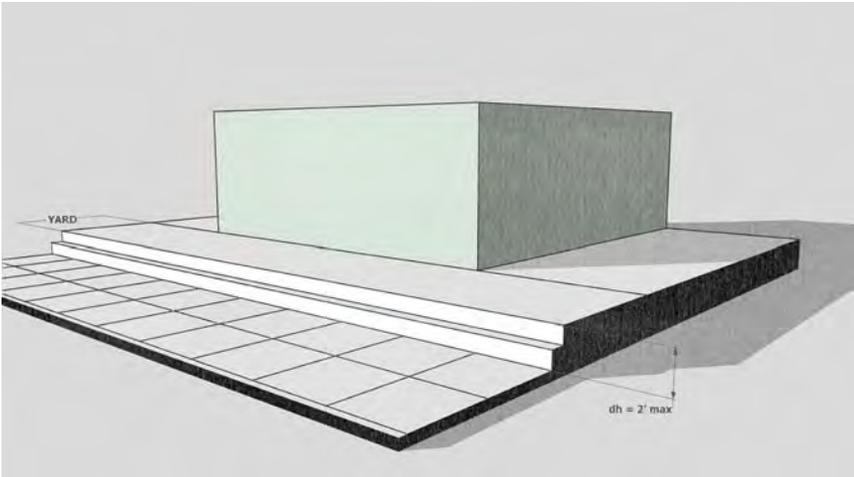
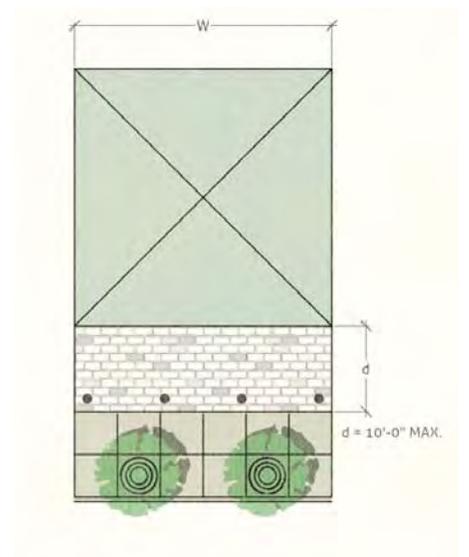
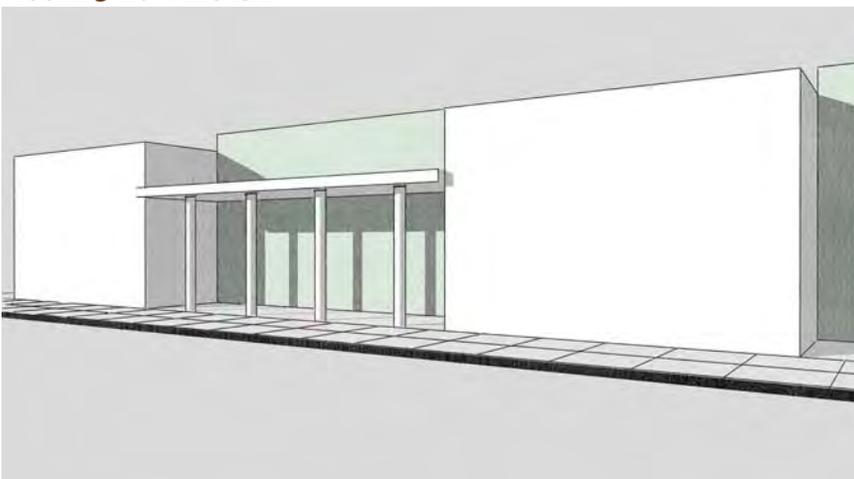


FIGURE 3-28 - ARCADE



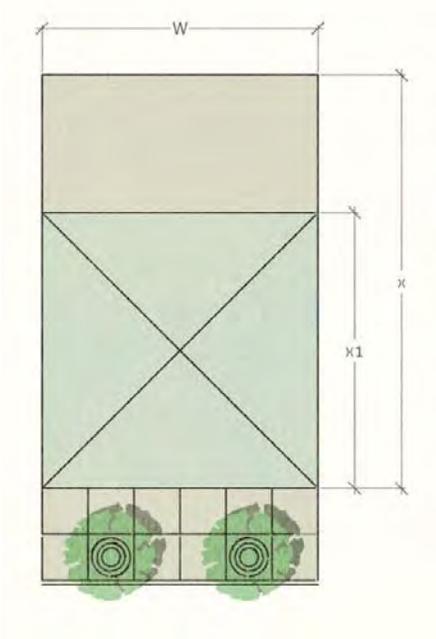
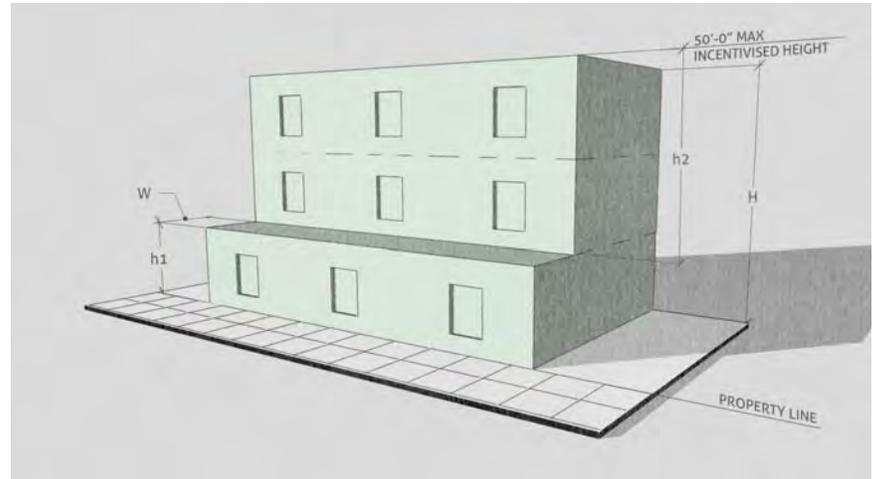


FIGURE 3-29 - HORIZONTAL MIXED-USE



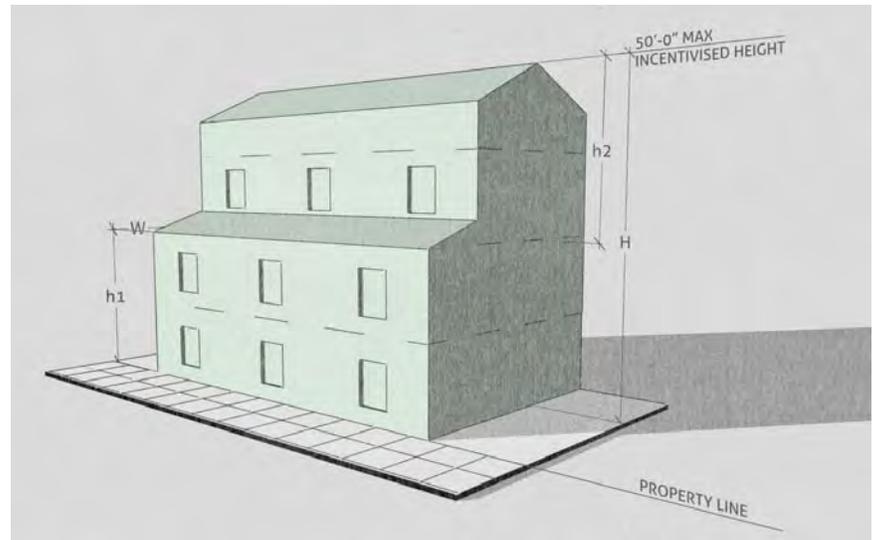
**LEGEND**

H = 50' max incentivised height

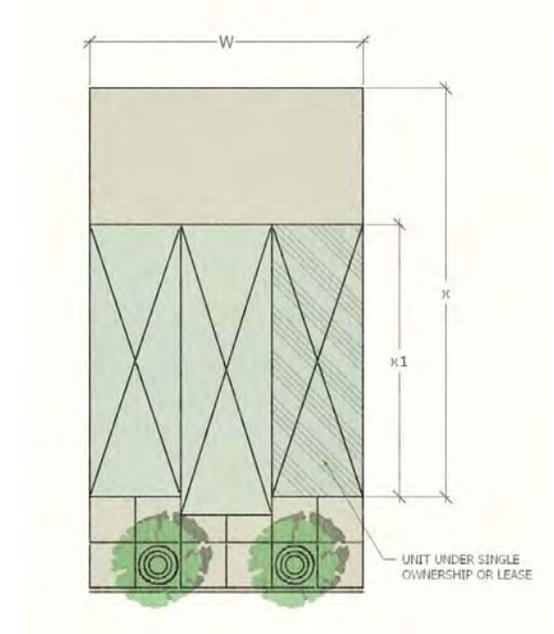
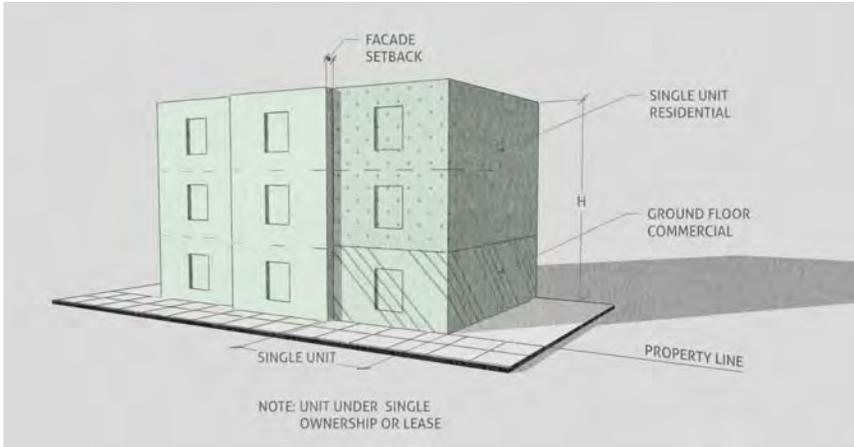
h1 = 30' max.

h2 = 50'-h1

W = 10'-0" setback



**FIGURE 3-30 - VERTICAL MIXED USE**



**LEGEND**

H = 50' max incentivised height

**EXAMPLE**

Condo or Town home

## F. REGULATIONS BY BUILDING TYPE (CONT)

### 3. 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".

FIGURE 3-31 - FACADE MODULES



## F. REGULATIONS BY BUILDING TYPE (CONT).

### 4. PUBLIC MEDIAN BUILDINGS TYPES

The following are optional building types that could be allowed in the public medians. These are considered specialty buildings that would require site-specific review and approval by the Planning Commission. Design styles may be selected from any style allowed in the Specific Plan area. Construction of these buildings are subject to funding availability and need.

#### Median 2

- Event Barn

#### Median 3

- Amphitheater
- Public Restrooms
- Vendor Kiosks
- Shade & Dining Canopies
- Community Building (Visitor's Center, Historic Museum, Post Office Annex, Virtual Library, Community Meeting Space)
- Town Plaza & Pavilion

#### Median 4

- Art & Food Village
- Trellis & Dining Canopies
- Vendor/Artisan Kiosks

#### All Medians

- Shade Structures (Discussed in Section H. Additional Requirements and Guidelines)

Conceptual examples of select building types are shown in Figures 3-32 through 3-35. Additional building concepts are set forth in Appendix F.

## OPTIONAL STRUCTURES - CONCEPTUAL EXAMPLES ONLY

### EVENT BARN

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.

#### BUILDING DESIGN & FORM

Design style can vary; Agrarian is preferred. Building form should allow flexible circulation.

FIGURE 3-32



### 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.

#### BUILDING DESIGN & FORM

Design style can vary and 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.

FIGURE 3-33



## OPTIONAL STRUCTURES - CONCEPTUAL EXAMPLES ONLY

FIGURE 3-34



**BUILDING SIZE SHOWN**  
58' x 24' x 25' =  
1392 SF ON GROUND FLOOR

### THE COMMUNITY BUILDING TYPE

The small scale civic building may provide space for a visitor's welcome center, historic museum and public services such as postal annex, virtual library, small meeting rooms, and service provider offices.

#### SETBACKS

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

#### BUILDING DESIGN & FORM

Design style can vary and should create a landmark identity for the City of Buellton. Building form of two stories is preferred. Approximate size: 2,000 to 3,000 SF.

FIGURE 3-35



**BUILDING SIZE SHOWN**  
26' x 40' x 18' = 1040 SF

### REST ROOM BUILDING TYPE

The Restroom provides public sanitation facilities and optional storage space.

#### BUILDING DESIGN & FORM

Design style can vary. Building form can be simple, but should be easily identifiable and accommodate the movement of large amounts of people. Approximate size: 1,000 to 1,600 SF



## **G. LAND USE PERMIT REQUIREMENTS**

This section establishes the land use framework for the Specific Plan area, including allowable land uses and development intensities. An analysis of potential buildout projections and related parking needs are also set forth.

### **1. SPECIFIC PLAN LAND USE FRAMEWORK**

As of 2016 (prior to Specific Plan adoption), all of the properties in the Plan Area are designated as General Commercial under the General Plan, with a corresponding CR (General Commercial) Zoning.

Within CR there are several allowed uses intended to serve community retail business and commercial needs including stores, shops, and offices on individual lots and in shopping centers, supplying commodities or performing services for the residents of the entire community. Mixed use projects with a residential and/or industrial component are permitted subject to the regulations contained in Municipal Code Chapter 19.18

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, and where there are potential conflicts, replace those included in the pre-adoption land use and zoning standards.

#### **a. AOF SPECIFIC PLAN LAND USE TYPES & INTENSITIES**

Table 3-7 summarizes and compares the general types and intensities of land uses permitted by the existing (pre-Specific Plan adoption, “baseline”) 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.

The intent of the Specific Plan is to include development standards that replace those included in the General Plan and zoning that were in place prior to Specific Plan adoption. It is important to note that the Specific Plan is not intended to fundamentally alter the future land use pattern envisioned under the General Plan, but to provide further flexibility and a better framework for realizing the mixed uses along a commercially-oriented corridor as described in both the General Plan and Vision. The following table illustrates in general terms how the General Plan development standards are re-organized under the Specific Plan, particularly in the context of the Form Based Code included herein. It also illustrates how planned residential densities under the Specific Plan are greater than under the General Plan prior to Specific Plan adoption.

TABLE 3-7 LAND USE TYPES AND INTENSITIES

	LAND USE / ZONING DESIGNATION			
	BASELINE GENERAL PLAN (Prior to SP Adoption)		AOF SPECIFIC PLAN	
	CR (General Commercial)		CR (General Commercial) with Specific Plan Form Based Code overlay that supersedes key development standards as shown below	
Standards for development types shown below	DU or FAR / Acre	Typically Allowed Development Types	DU or FAR / Acre (via DOR Incentives)	Typically Allowed Development Types
Non-Residential	No max. FAR; setbacks required	Per Zoning Ordinance	FAR Per Form Based Code	Per Specific Plan
Mixed-Use (commercial and residential)	15 du/ac*, 60% FAR (net site area)	Per Zoning Ordinance	25 – 40 du/ac**	Per Specific Plan, with higher densities allowed in exchange for public amenities
Residential	Residential-only projects not allowed	Not allowed	25 – 40 du/ac**	Per Specific Plan, where consistent with Opportunity site concepts
<b>Height</b>	35 foot maximum		50 foot maximum, as per Form-Based Code regulations and DOR incentives	

\* Adjusted for number of bedrooms per Municipal Code Sec. 19.02.220 (Mixed-Use). Section 19.18.018 describes standards that are potentially more restrictive for allowed mixed use densities on the Avenue.

\*\* 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.

## b. ALLOWABLE LAND USES

The general types of land uses that fulfill the vision of the AOF Specific Plan are set forth in Table 3-8 "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. This list, however, differs somewhat from what uses are described in the included in the General Commercial zoning that governed the area prior to Specific Plan adoption. The allowable uses ("Land Use Possibilities") included in the Specific Plan document are intended to provide guidance and greater flexibility for future development within the Plan Area, and replace the list included under General Commercial zoning.

TABLE 3-8 LAND USE POSSIBILITIES

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

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

## **2. LAND USE PERMITTING REQUIREMENTS**

Table 3-9 sets forth permit requirements for various allowable land use types applicable to properties within the Avenue of Flags Specific Plan project area upon adoption of the Specific Plan.

Land uses not listed on the table are not allowed, except where otherwise provided by Section 19.02.030(B) of the Buellton Municipal Code.

TABLE 3-9 PERMIT REQUIREMENTS

LAND USE TYPES		PERMIT REQUIREMENT
	See MC Section	AOF Specific Plan
<b>Agricultural, Resource and Open Space Uses</b>		
Equestrian facilities		
Plant nurseries		DP, A
<b>Manufacturing and Processing Uses</b>		
Electrical and electronic equipment, instruments		CUP (DOR Incentive Only)
Food products		CUP (DOR Incentive Only)
Furniture and fixtures manufacturing		MUP
Handicraft industries; includes artisan and craftsman-type operations	19.06.090	A
Printing and publishing		MUP
Recycling collection stations		MUP
Textile and leather products		CUP (DOR Incentive Only)
Wholesaling and distribution		CUP (DOR Incentive Only)
<b>Recreation, Education and Public Assembly Uses</b>		
Churches		CUP
Community centers		CUP
Golf courses and driving ranges		DP, A
Libraries and museums		DP, A
Membership organization facilities		CUP
Outdoor commercial recreation		CUP
Parks and playgrounds		DP, A
Recreation and fitness centers		DP, A
Recreational vehicle parks and camping		
Schools — College and university		
Schools — Elementary and secondary, private		
Schools — Specialized education and training		DP, A
Sport facilities and outdoor public assembly		CUP
Temporary events	19.06.030	TE-ZC
Theaters and meeting halls		DP, A

TABLE 3-9 PERMIT REQUIREMENTS (CONT)

LAND USE TYPES		PERMIT REQUIREMENT
	See MC Section	AOF Specific Plan
<b>Residential Uses</b>		
Dwellings	19.02.220(C)	CUP
Dwellings— Mixed-use, —Live-Work/Work-Live	Ch. 19.18, 19.18.014 & .026	DP (Plng Comm only)
Emergency shelters		A
Farm employee housing		CUP
Home occupations	19.06.100	A
Residential accessory uses	Ch. 19.18	
Special needs housing	19.02.140	CUP
<b>Retail Trade</b>		
Art Exhibits, Artisan Wares (outdoor, temporary)		TE-ZC
Art Galleries, Artisan Wares (indoor)		DP, A
Auto, mobilehome, vehicle sales		
Auto parts sales		MUP
Building material stores		
Certified farmers' markets	19.06.040	TE-ZC
Drive-in and drive-thru sales		
Farm equipment and supplies sales		DP, A
Fuel and ice dealers		
Furniture, furnishings and equipment stores		MUP
Grocery and liquor stores, and indoor/outdoor farmers markets, 5,000 sq. ft. or less		DP, A
Grocery and liquor stores, and indoor/outdoor farmers markets, more than 5,000 sq. ft.		DP, A
Parking lot sales	19.06.140	TE-ZC
Restaurants and bars		DP, A
Restaurants, fast food and take-out		CUP
Restaurants, food trucks		TE-ZC
Retail stores, general merchandise		DP, A
Secondhand stores		CUP
Shopping centers		DP, A
Transitional housing		CUP
Wine/Beer/Spirits Sales, Tasting and Office		DP, A
<b>Service Uses</b>		
Banks and financial services		DP, A
Business support services		DP, A
Cemeteries, columbariums and mortuaries	19.06.130	
Child day care, centers	19.06.050	CUP
Hotels and motels		DP, A
Laundries and dry cleaning plants		CUP
Medical services — Clinics and laboratories		CUP
Medical services — Hospitals and extended care		
Medical services — Veterinary clinics and hospitals		MUP
Offices		DP, A

TABLE 3-9 PERMIT REQUIREMENTS - (CONT)

LAND USE TYPES		PERMIT REQUIREMENT
	See MC Section	AOF Specific Plan
Offices, temporary	19.06.210	MUP
Personal services		DP, A
Public safety facilities		DP, A
Public utility facilities		CUP
Repair and maintenance — Accessory to sales		DP, A
Repair and maintenance — Consumer products		DP, A
Repair and maintenance — Vehicle, indoor		
Repair and maintenance — Vehicle, outdoor		
Service stations (new)		CUP (Limited to AOF District 1 only)
Storage, accessory		DP, A
Storage of petroleum products for on-site use		MUP
<b>Transportation and Communications</b>		
Airfields and landing strips		
Antennas, communication facilities, non-CPUC regulated		MUP
Antennas, communication facilities, CPUC regulated		CUP
Broadcasting studios		DP, A
Heliports		
Pipelines and transmission lines	19.06.150	CUP
Transit stations and terminals		CUP
Vehicle storage		

**KEY TO PERMIT REQUIREMENTS**

Allowed use, zoning clearance required	A	19.08.100
Minor use permit required	MUP	19.08.110
Conditional use permit required	CUP	19.08.110
Development plan required	DP	19.08.120
Development plan for the first development of a vacant site or any exterior alteration of an existing building that requires a building permit; zoning clearance for reuse of an existing building with no changes in appearance	DP, A	19.08.120
Temporary Event Zoning Clearance	TE-ZC	19.06.-030, -040, -140, -240
Use not allowed		

### 3. BASELINE BUILD-OUT POTENTIAL

Development incentives are an economic cornerstone for revitalization efforts in the Specific Plan area. In order for the incentive program to work, a baseline threshold needs to be established, beyond which incentives may be considered in return for public benefits under the DOR program described in Chapter 5.

Buildout potential for the Specific Plan Area was analyzed utilizing the existing General Plan land use and Zoning Code regulations as a baseline; this baseline development analysis is set forth in Table 3-10.

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 levels projected in the Specific Plan. Factors such as Form-Based Code parameters, the DOR incentive/benefit program and market 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.

Individual residential and mixed-use development project proposals 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. For the overall Plan area, a residential density cap of 326 DU is established, achievable through DOR incentives; once this number is reached, subsequent residential density proposals are subject to consideration by Planning Commission and City Council.

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 (including parking) will be governing factors in determining the overall buildout potential.

For the General Plan baseline build-out scenario, Opportunity Site area development scenarios were estimated based on estimations of reasonable market demand for specified land uses.

TABLE 3-10 BASELINE BUILD OUT ANALYSIS

OPPORTUNITY SITE AREAS 1 thru 10			BASELINE BUILDOUT POTENTIAL						BASELINE PARKING NEED <sup>(a)</sup>
			Commercial Use			Residential Use			
Oppty Site Area	Develop. Acreage	Potential Land Use	Min Comm FAR	Potential Comm SF	Parking Rate <sup>(a)</sup>	DU/ac <sup>(a)</sup>	Potential Resid'l DU <sup>(b)</sup>	Parking Rate <sup>(a)</sup>	
1	1.98	Commercial	0.20	17,250	0.0033	0.00	0.00	0.00	57
2	1.13	Commercial	0.30	14,767	0.0033	0.00	0.00	0.00	49
3	0.24	Commerical	0.30	3,136	0.0033	0.00	0.00	0.00	10
4	0.17	Commerical	0.30	2,222	0.0033	0.00	0.00	0.00	7
5	0.39	Commerical	0.30	5,097	0.0033	0.00	0.00	0.00	17
6	1.62	Mixed Use	0.30	21,222	0.0033	15.00	24.36	2.00	119
7	3.08	Mixed Use	0.30	40,249	0.0033	15.00	46.20	2.00	227
8	5.04	Mixed Use	0.30	65,863	0.0033	15.00	75.60	2.00	371
9	1.07	Residential	0.00	0	0.0000	16.00	17.12	2.00	34
10	4.01	Commerical	0.30	52,403	0.0033	0.00	0.00	0.00	175
<b>TOTAL - Opp Site Areas 1 thru 10</b>				<b>222,208</b>		<sup>(b)</sup>	<b>163</b>		<b>1067</b>

(a) Based on existing General Plan land use and Zoning Code regulations as baseline

(b) For the overall Specific Plan area, a **residential density cap of 326 DU** is established, achievable through DOR incentives; once this number is reached, subsequent residential project densities are subject to Planning Commission and City Council consideration.

## H. PARKING REQUIREMENTS

### 1. BASELINE OFF-STREET PARKING REQUIREMENTS

Baseline off-street parking space requirements for properties within the Specific Plan project area are determined by applicable land use type as set forth in sections 'a' through 'f' below (reference Buellton Municipal Code, Chapter 19, or as applicable to AOF Specific Plan. )

Off-street parking requirements for land uses not listed below shall be determined in accordance with Municipal Code Section 19.04 and 19.18 as applicable.

#### a. NON-RESIDENTIAL

Recreation, education, and Public Assembly Uses

TABLE 3-11

Land Use	Number of Parking Spaces Required
Churches, auditoriums, theaters, other places of public assembly	
With fixed seats	1 per 4 fixed seats
Without fixed seats	1 per 30 sq. ft. of auditorium floor
Libraries and museums	1 per 300 sq. ft. of gross floor area, 1 per 2 employees
Recreation and fitness centers	
Bowling alleys	8 per lane
Dance halls, skating rinks, and other places of amusement without fixed seats	1 per 300 sq. ft. of assembly area
Health/fitness, gyms, spas	1 per 300 sq. ft. of gross floor area
Tennis/racquetball facility	1.5 per court
Spectator seating	1 per 5 seats, or 1 per 35 sq. ft. of seating area, whichever is greater
Schools	
Specialized Education and Training: art, craft, music or dance schools; business, professional or trade schools	1 per 5 students, 1 per 3 employees

**b. RETAIL TRADE**

**TABLE 3-12**

<b>Land Use</b>	<b>Number of Parking Spaces Required</b>
Restaurants, cafes and bars	1 per 300 sq. ft. of area for patrons* 1 per 2 employees
Retail stores, general merchandise, (includes: food & beverage sales, markets, specialty stores, galleries, wine/beer/spirits sales and tasting )	1 per 300 sq. ft. of gross floor area*

\* Floor area utilized for permanent outdoor seating (for patrons) may need to be considered when calculating number of parking spaces required

**c. SERVICE USES**

**TABLE 3-13**

<b>Land Use</b>	<b>Number of Parking Spaces Required</b>
Medical services, clinics and labs	1 per 200 sq. ft. of gross floor area
Offices, business and professional	1 per 300 sq. ft. of gross floor area
Personal services	1 per 300 sq. ft. of gross floor area
Gasoline and Service Stations Notes: 1. In addition, parking spaces for ancillary uses (e.g. convenience store, restaurant, offices, etc.) shall be provided in compliance with requirements for the applicable use. 2. No vehicle shall be parked on the premises for the purpose of storage or offering it for sale.	1 per 2 gas pumps 1 per 2 employees 3 per service bay

**d. TRANSIENT LODGING**

**TABLE 3-14**

<b>Land Use</b>	<b>Number of Parking Spaces Required</b>
Hotels and motels	1 per guest room, 1 per 5 employees

e. RESIDENTIAL

TABLE 3-15

Land Use	Number of Parking Spaces Required
Multiple dwelling units	
Single bedroom or studio unit	1 per dwelling unit
Two bedroom unit	2 per dwelling unit, to be located within 200 feet of the building
Three or more bedrooms	2.5 per dwelling unit, to be located within 200 feet of the building
Visitor parking	1 for each 5 dwelling units
Group housing (fraternities, boarding houses, etc.)	1 for every 4 beds, 1 for each 2 employees
Retirement and special care homes	1 per guest room, 1 for each 2 employees

f. OFF STREET LOADING FACILITIES

(reference: Buellton MC 19.04.144 Design and improvement of parking)

For manufacturing, storage, warehouse, retail store, wholesale store, market, hotel, hospital, mortuary, laundry, dry cleaning, or other uses similarly requiring the receipt or distribution by vehicles of materials and merchandise, off-street loading spaces shall be provided.

TABLE 3-16

Commercial Uses	Number of <i>Loading Spaces</i> Required
3,000 sq. ft. or more gross floor area	1 <i>loading space</i>
<b>Industrial Uses</b>	
10,000 to 24,999 sq. ft. of gross floor area	1 <i>loading space</i>
25,000 to 49,000 sq. ft. of gross floor area	2 <i>loading spaces</i>
Each additional 50,000 sq. ft. or fraction	1 <i>loading space</i>

## **2. MIXED-USE PROJECTS - OFF STREET PARKING REQUIREMENTS**

(Reference: Buellton Municipal Code Section 19.18.020 - Parking standards)

a. (Base Parking Calculation.) Parking for the individual land uses shall first be established in accordance with Municipal Code Section 19.04.142 - .144 of this title.

b. Parking Reduction. A twenty-five (25) percent reduction in the number of parking spaces from the base number for the project as calculated in subsection 2a (above) may be granted through the development plan permit process if a city of Buellton owned parking lot is located within a five hundred (500) foot radius of the project site. No more than fifty (50) percent of the public parking lot spaces shall be encumbered for this purpose on a cumulative project basis. All projects granted this parking reduction will be tracked in order to monitor this standard.

- if an applicant uses a city parking lot to satisfy a portion of their parking requirement, then a parking fee of eighteen thousand dollars (\$18,000.00) per space shall be paid prior to issuance of building permits for the project. The fee is based on the engineers cost to pave one parking space and the funds will be used to offset the maintenance costs of the city parking lot.
- In no case shall the amount of parking be reduced to less than one space for every residential unit.

c. Shared Parking. Parking requirements may be partially satisfied through a shared parking agreement with properties within five hundred (500) feet of the project site. This may only be allowed through the development plan if the shared parking lot has parking spaces in excess of that required for the uses on that property, or that the shared parking is intended for use during the non-peak hours of the uses on the shared parking property.

d. Parking structures may be allowed in conjunction with a mixed-use project provided that the parking structure is architecturally integrated into the architectural theme of the project. Parking structure massing shall be at an appropriate scale and shall visually conceal the automobiles from adjoining roadways.

e. (Location and Screening.) Unless otherwise permitted by prior land use entitlements, sixty (60) percent of the parking spaces shall be located to the rear of a mixed-use development. Parking areas and driveways adjoining streets, alleys, sidewalks, and/or dwelling units shall be screened with a decorative low wall, fence, or landscaped berm of sufficient size and density to partially screen automobiles. Space defining elements such as trellises, columns, walls, arbors, and hedges shall be provided to enhance the appearance of parking lots. These elements shall be consistent with the development's architectural theme and the community design guidelines.

f. (Minimum Parking.) All mixed-use projects with residential units shall provide a minimum of one covered or uncovered parking space per unit.

### **3. DOR INCENTIVIZED PROJECTS - OFF STREET PARKING REQUIREMENTS**

#### **a. MINIMUM PARKING STANDARDS.**

Parking for all commercial and residential projects shall meet the minimum parking regulations set forth in Buellton Municipal Code Section 19.18.020 - Parking standards (Mixed-Use)

#### **b. ENHANCED PARKING STANDARDS**

All projects (e.g. commercial, mixed-use, live-work) are eligible to participate in the Development Opportunity Reserve (DOR) program. As outlined in Chapter 5 (Implementation), the DOR is a specialized land use tool and incentive program utilized 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 for project implementation that provides community benefits. The DOR program is intended to be applied on a project-specific basis with discretion by City planning staff.

#### **c. DOR PARKING REGULATIONS.**

Projects that provide or support higher value "Tier 1" Community Benefits or Objectives, such as the funding or construction of restrooms, off-site public improvements (curb, gutter, sidewalk, street widening), or off-site public parking improvements, are anticipated to be more eligible to receive higher value "Tier 1" DOR incentives, which include reduction in on-site parking requirements. Allocation of DOR on-site parking reduction incentives are contingent upon the availability of public parking spaces on and along the Avenue of Flags medians or within nearby public parking lots (defined as the DOR "Parking Bank") and at the discretion of City planning staff (e.g. reduction of on-site parking for commercial uses will likely be considered before reductions for residential uses). Where mixed-use projects seek to utilize the mixed-use Parking Reduction pursuant to Section 19.18.020, the City may choose to waive the in-lieu parking fee of eighteen thousand dollars (\$18,000.00) per space in cases where the project supports DOR Community Benefits or Objectives.

#### **d. DOR "PARKING BANK."**

As illustrated in Chapter 4. (Infrastructure), it is anticipated that median improvements will yield an initial Parking Bank of approximately 142 parallel and diagonal new parking spaces along the Avenue of Flags and on the medians. Additional parking capacity may be added in the future, such as by private developers providing off-site parking improvements in exchange for available development incentives via the DOR program.





## I. 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 Moderne / 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.



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

### 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

## I. 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**



## I. 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



## I. 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.





## J. 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**

### **A. HOW TO USE THIS CHAPTER**

This chapter describes the existing and planned infrastructure within the Specific Plan area and provides an overview of key factors considered in order to accomplish Specific Plan goals and objectives.

After reading this chapter, the reader should know:

- what infrastructure concerns, constraints and opportunities were addressed,
- what and where infrastructure improvements are proposed,
- when infrastructure improvements will be constructed, in what order of phases (not specific dates), and
- how much proposed infrastructure could cost

The contents of this chapter include the following sections:

1. **Infrastructure Components** - provide an overall framework for the range of key public services and facilities that will be required to accommodate the type and intensity of future development planned for the Specific Plan area. The following elements are addressed:
  - a. Circulation
  - b. Parking
  - c. Open Space
  - d. Utilities
  - This section is intended to be a guide to what infrastructure will be built, noting that variances may be considered as long as the overall concepts, intent and vision of the Specific Plan are met.
  - This section should be utilized by planning and public works staff as well as private landowners/developers to determine recommended infrastructure standards and requirements, as well as transitions between public and private development.
2. **Phasing and Cost Estimates** - presents scope and phasing for specific capital improvement projects as well as construction intentions for public and private development. A cost estimate summary is included to assign approximate dollar values (overall and by phase) to the proposed infrastructure improvements necessary to implement this Specific Plan; detailed cost estimates are in the Appendix.
  - This section should be utilized by planning, public works, and economic development staff to guide City fiscal and budgeting decisions regarding allocation of funds for key infrastructure and public improvements.
  - This section should also serve as a reference to public and private sector stakeholders when structuring the terms and financial elements for incentivized private development and public/private partnership projects.
  - To facilitate an understanding of how the specific plan is to be implemented, a breakdown of proposed phases in which infrastructure would be constructed to support development is provided.

## B. 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.

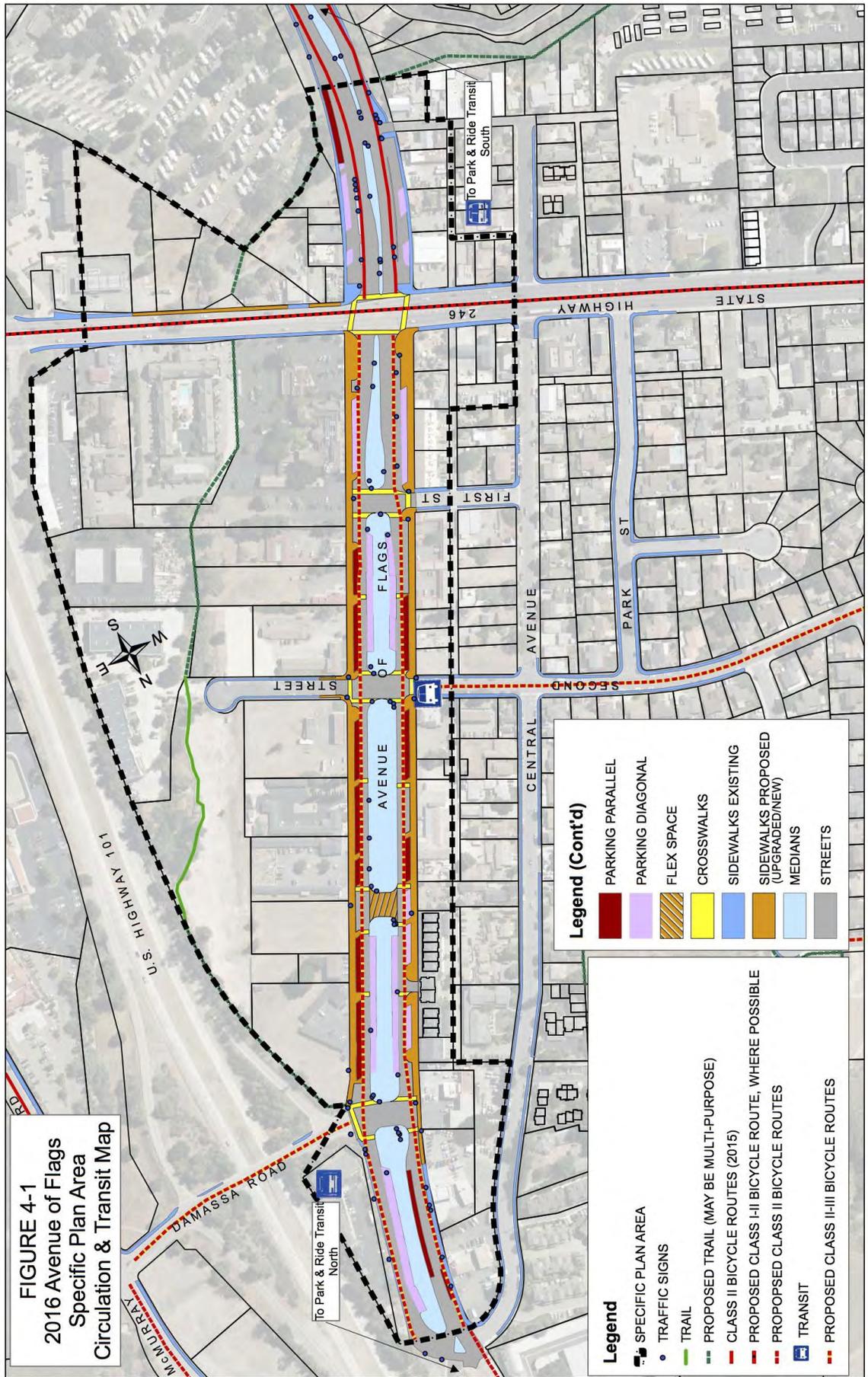
The overall planning concepts for circulation modifications to be implemented by the Specific Plan include:

- 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 (Chapter 4, Section 5) and Pedestrian & Bike Paths/Trails – Layout and Standards (Chapter 4, Section 6).

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## 5. CIRCULATION DESIGN STANDARDS

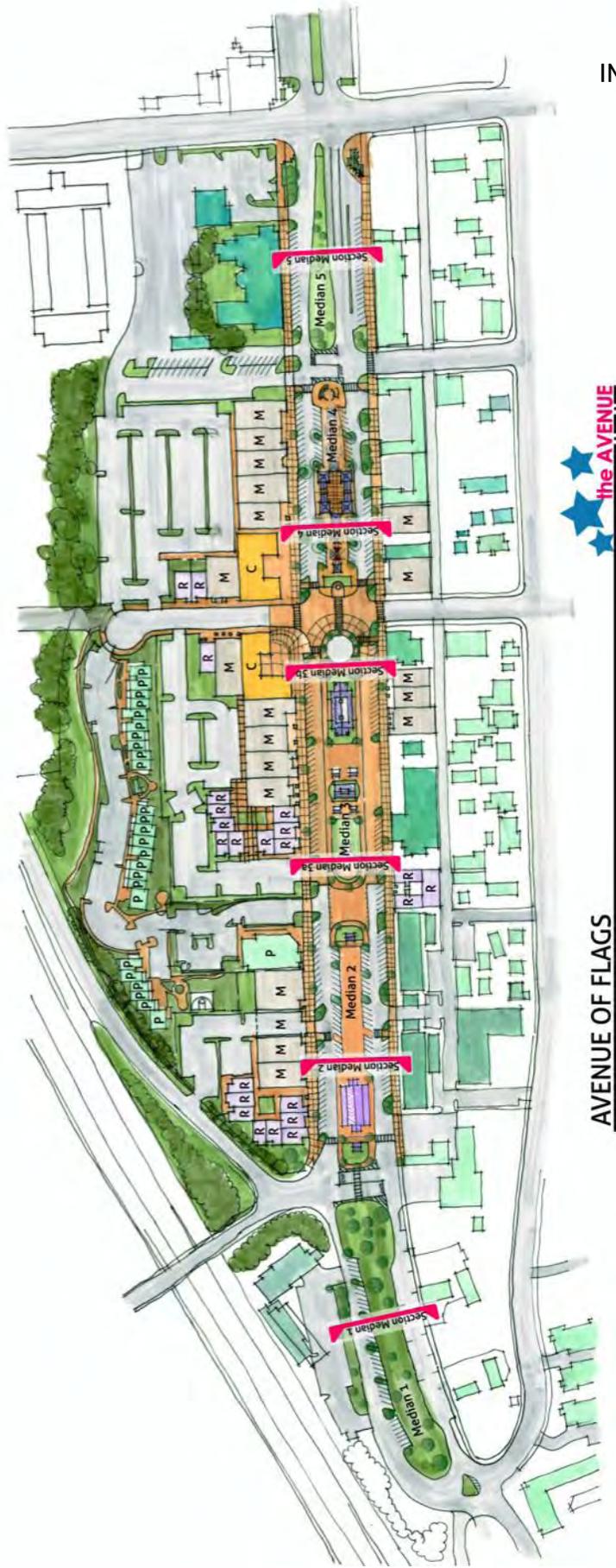
New street design standards are set forth in sub-section 5.b., Street Cross-Sections, for roadways along Medians 1 through 5; the roadway along Median 6 will retain its configuration as it existed prior to adoption of the Specific Plan. Traffic lane configuration features a combination of bike lanes and “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

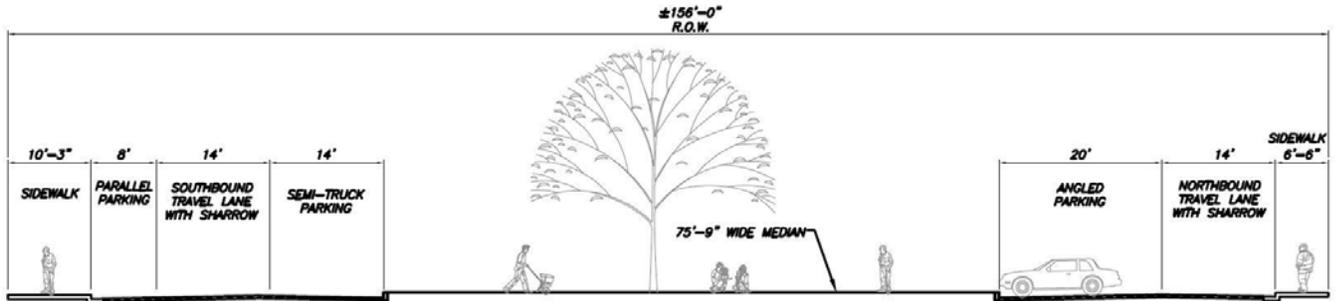
- An Index Map showing the location of the Street Cross-Sections is set forth in Figure 4-2 on the following page.

Figure 4 – 2  
INDEX TO STREET CROSS SECTIONS



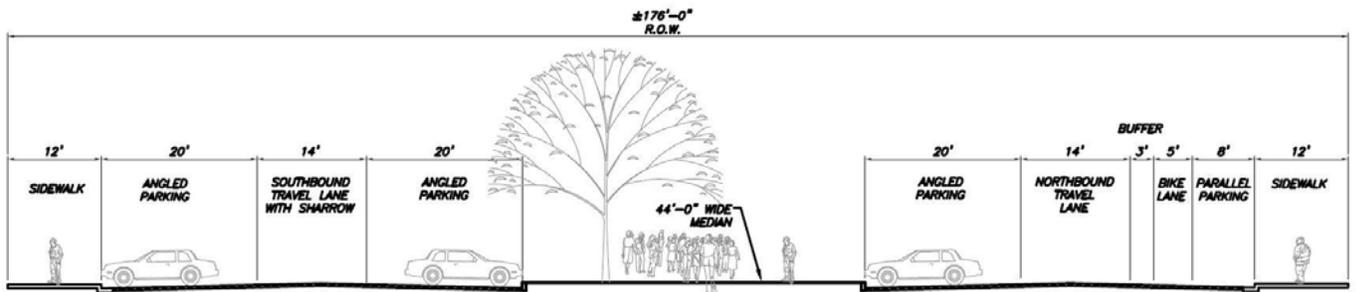
Street Cross-Sections – Medians 1 through 5 (Figures 4 - 3 through 4 - 8)

- **Figure 4 – 3 - MEDIAN 1**



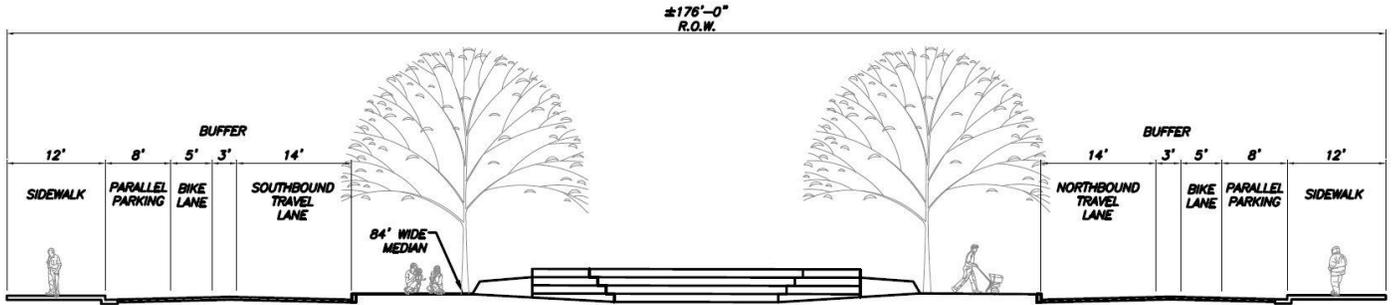
SECTION M1

- **Figure 4 - 4 - MEDIAN 2**



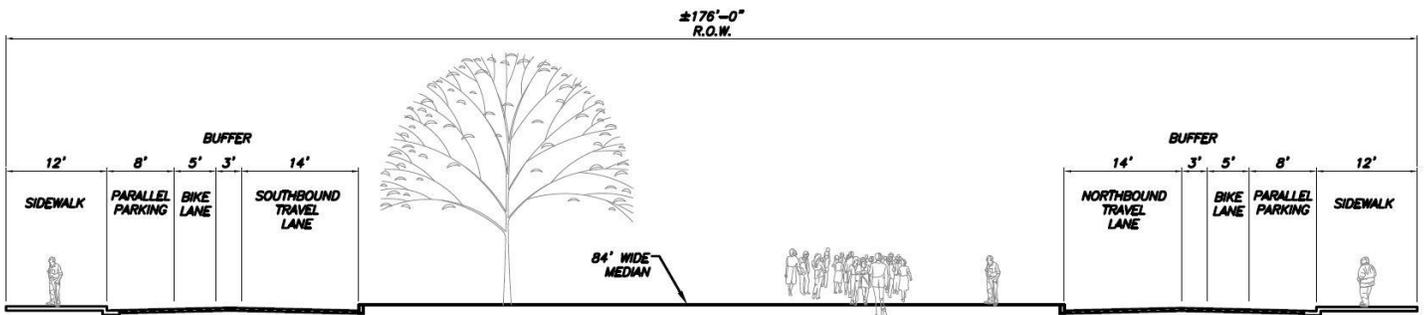
SECTION M2

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



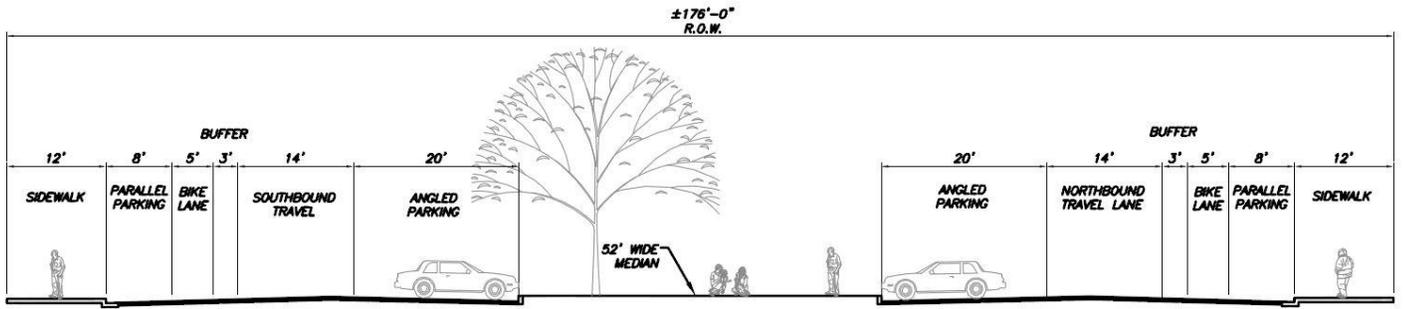
SECTION M3a

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



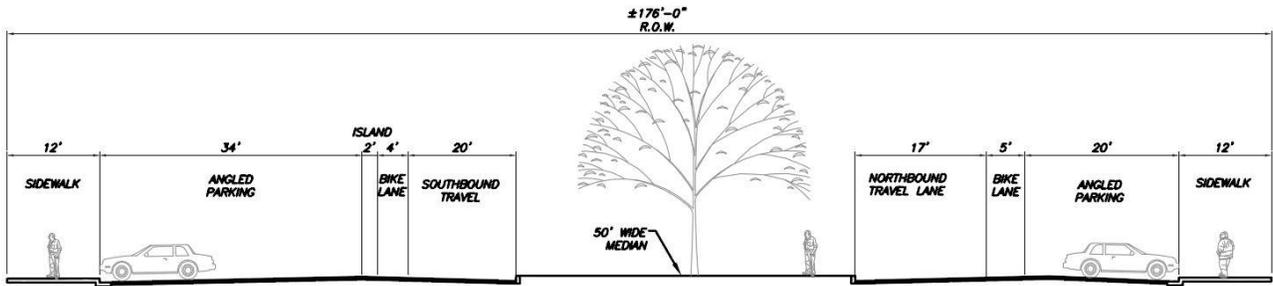
SECTION M3b

- **Figure 4 -7 - Median 4**



**SECTION M4**

- **Figure 4 -8 - Median 5**



**SECTION M5**

## 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 - 1, 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.

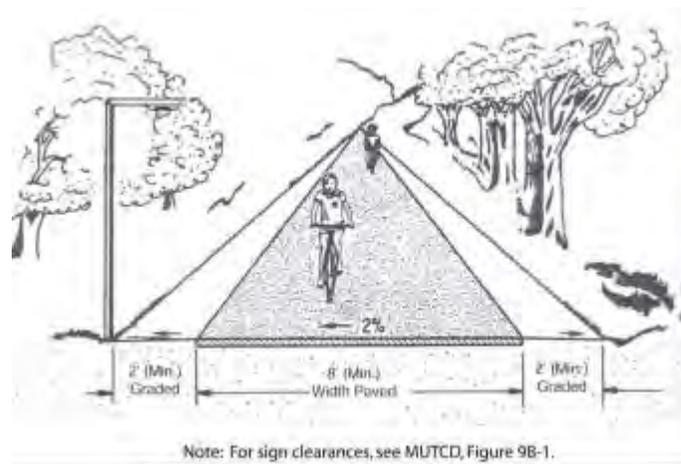
A portion of the Zaca Creek River Trail has been improved for public use in Planning Unit E4, as part of a multi-family residential development. Dedication of trail easements and/or future trail improvements will be required as part of the revitalization of opportunity sites in the Specific Plan area.

### 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



## C. PARKING

The Specific Plan aims to provide convenient parking without sacrificing accessibility for bicyclists and pedestrians. The regulations relating to parking in the Specific Plan Area are found in Chapter 3. The information provided below is background and supporting information for creation of parking spaces, which are considered an integral aspect of infrastructure on the Avenue of Flags.

### 1. PARKING NEEDS

Buildout potential and related parking need for the Specific Plan area were analyzed in Chapter 3, Table 3-10, utilizing the existing General Plan land use and Zoning Code regulations as baseline. 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 in relation to the carrying capacity of the Plan area as a whole.

### 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**

An analysis of existing and reconfigured public parking spaces along the Medians and Avenue of Flags frontages is set forth in Table 4 – 1.

Figure 4 – 10, Parking Map, depicts the reconfigured parking layout along the Avenue and Specific Plan Districts 1 through 5; parking in District 6 will remain as it currently exists.

Table 4 – 1

**PUBLIC PARKING ANALYSIS**

**PARKING SPACES ALONG MEDIANS & AOF FRONTAGES**

SPECIFIC PLAN DISTRICTS	EXISTING PARKING SPACES			Sub-Totals Existing	RECONFIGURED PARKING SPACES			Sub-Totals Reconfigured
	parallel	diagonal	truck		parallel	diagonal	truck	
<i>District 1</i>	6	0	0	6	4	37	3	44
<i>District 2</i>	16	23	0	39	12	91	0	103
<i>District 3</i>	35	0	0	35	20	8	0	28
<i>District 4</i>	28	0	0	28	16	59	0	75
<i>District 5</i>	0	42	0	42	0	42	0	42
<i>Sub-Total D 1-5</i>	85	65	0	150	52	237	3	292
<i>District 6</i>	6	29	0	35	6	29	0	35
<b>TOTALS D 1-6</b>	91	94	0	185	58	266	3	327

**PARKING SPACE SUMMARY**

Existing = 185  
 Net Gain (Reconfigured) = 142

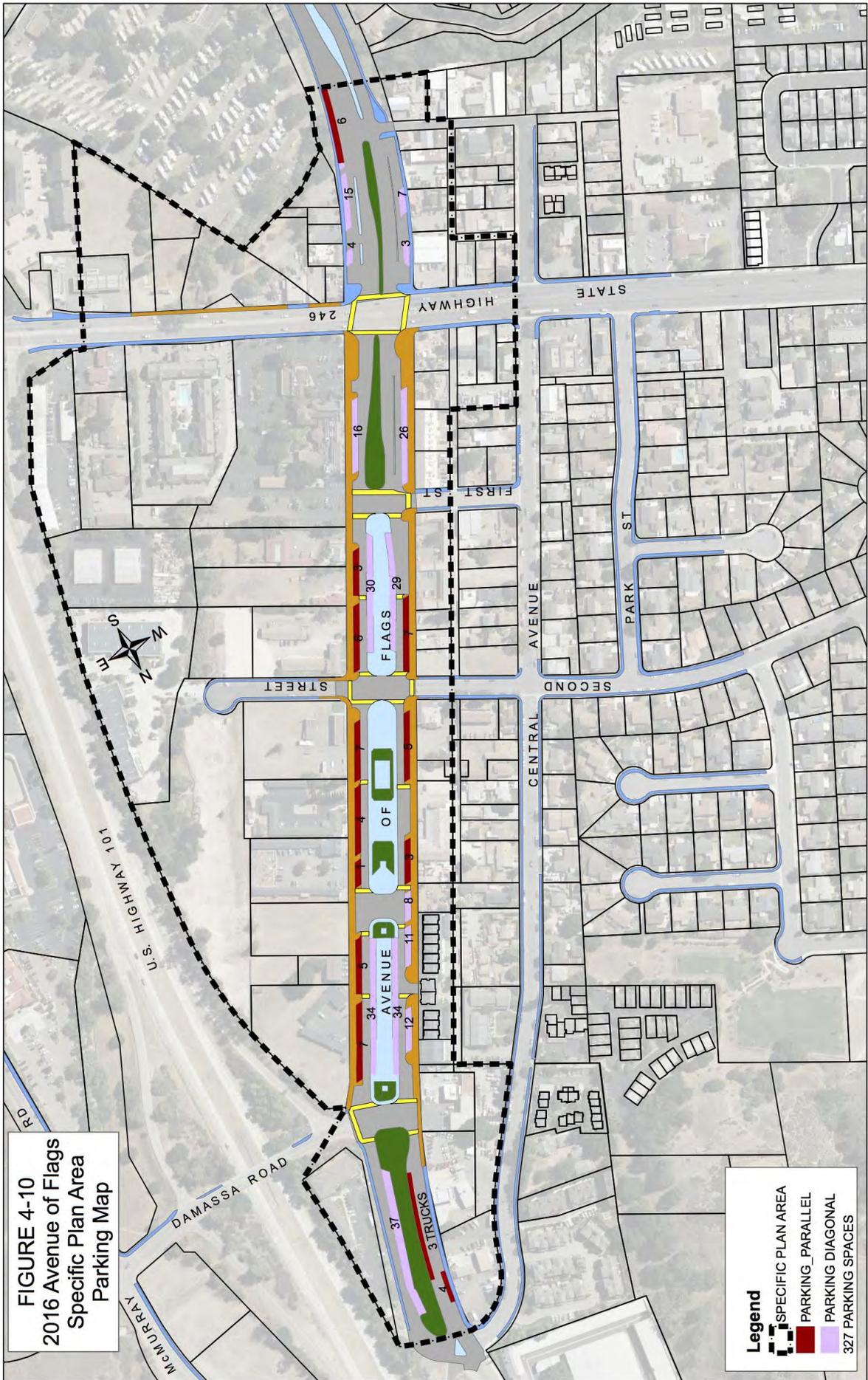
TOTAL NON-EXCLUSIVE SPACES - Specific Plan = 327

- a) Number of spaces available after reconfiguration of parking on AOF and Medians.
- b) Spaces available for joint use by existing and future commercial development (\*), including incentivized projects and potential public uses on Medians.

(\*) With the exception of existing: 23 spaces in District 2 allocated to Vintage Walk; and 26 spaces in District 5 allocated to AOF west side frontage businesses.

**4. PUBLIC PARKING LOTS, PARKING AUTHORITIES 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 authorities and districts provide an alternative method to finance, acquire, develop and/or manage public parking facilities.



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## D. 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 renovation, transformation, and modernization of existing open spaces within the Specific Plan area. Open space renovation 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, Parking, Flex-Space  
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. Potential improvements, such as canopies, linear pedestrian pathway and event enclosure, may be considered in the future subject to funding availability
- 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 parking and flexible use areas for outdoor dining, arts/crafts exhibits and gathering spaces for residents, artisans and visitors alike. Potential improvements such as outdoor dining furniture, shade canopies, enhanced pedestrian pathways, and small scale buildings may be considered in the future subject to funding availability.
- 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.

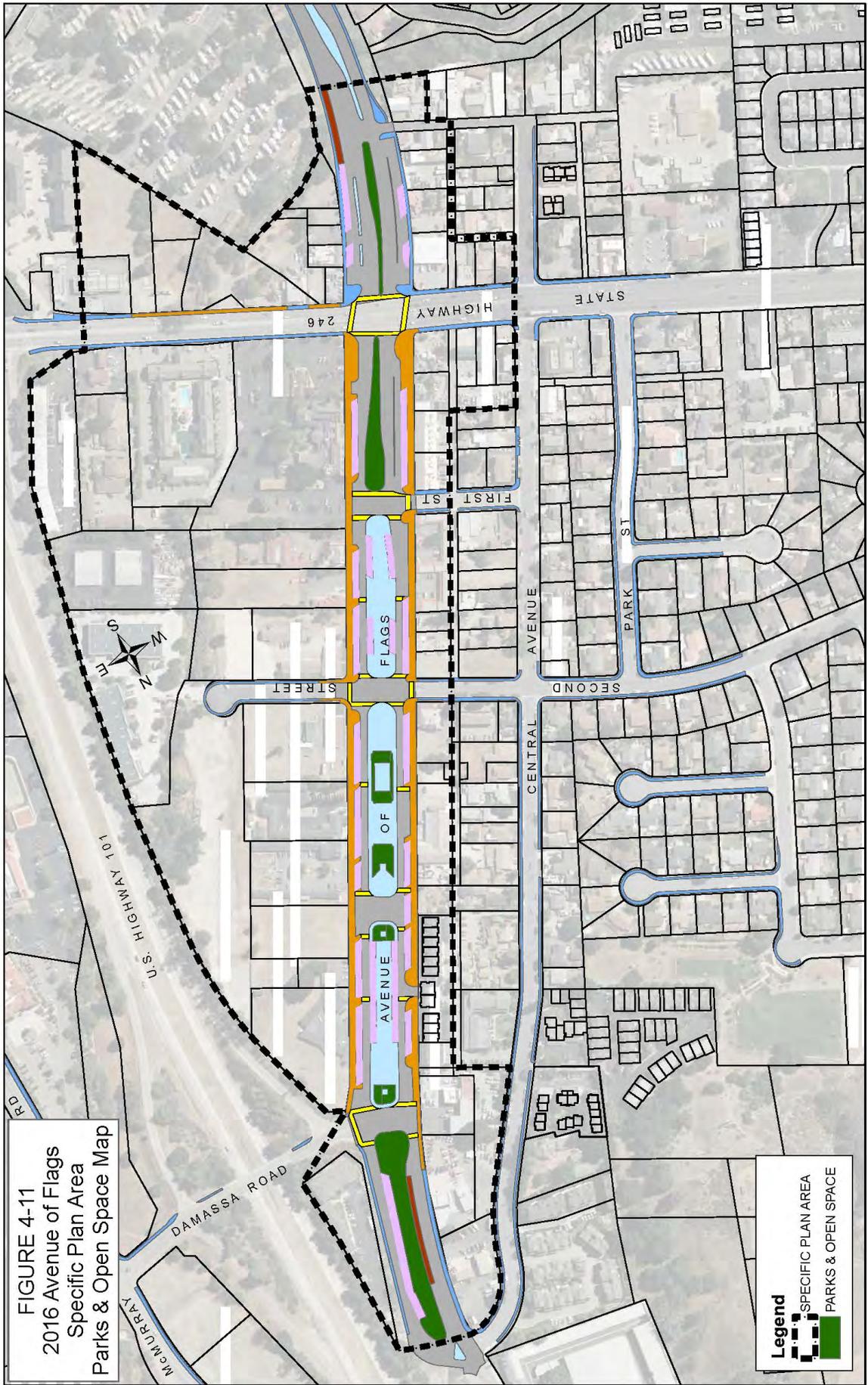


FIGURE 4-11  
 2016 Avenue of Flags  
 Specific Plan Area  
 Parks & Open Space Map

## E. UTILITY REQUIREMENTS / CONSTRAINTS

### 1. WATER

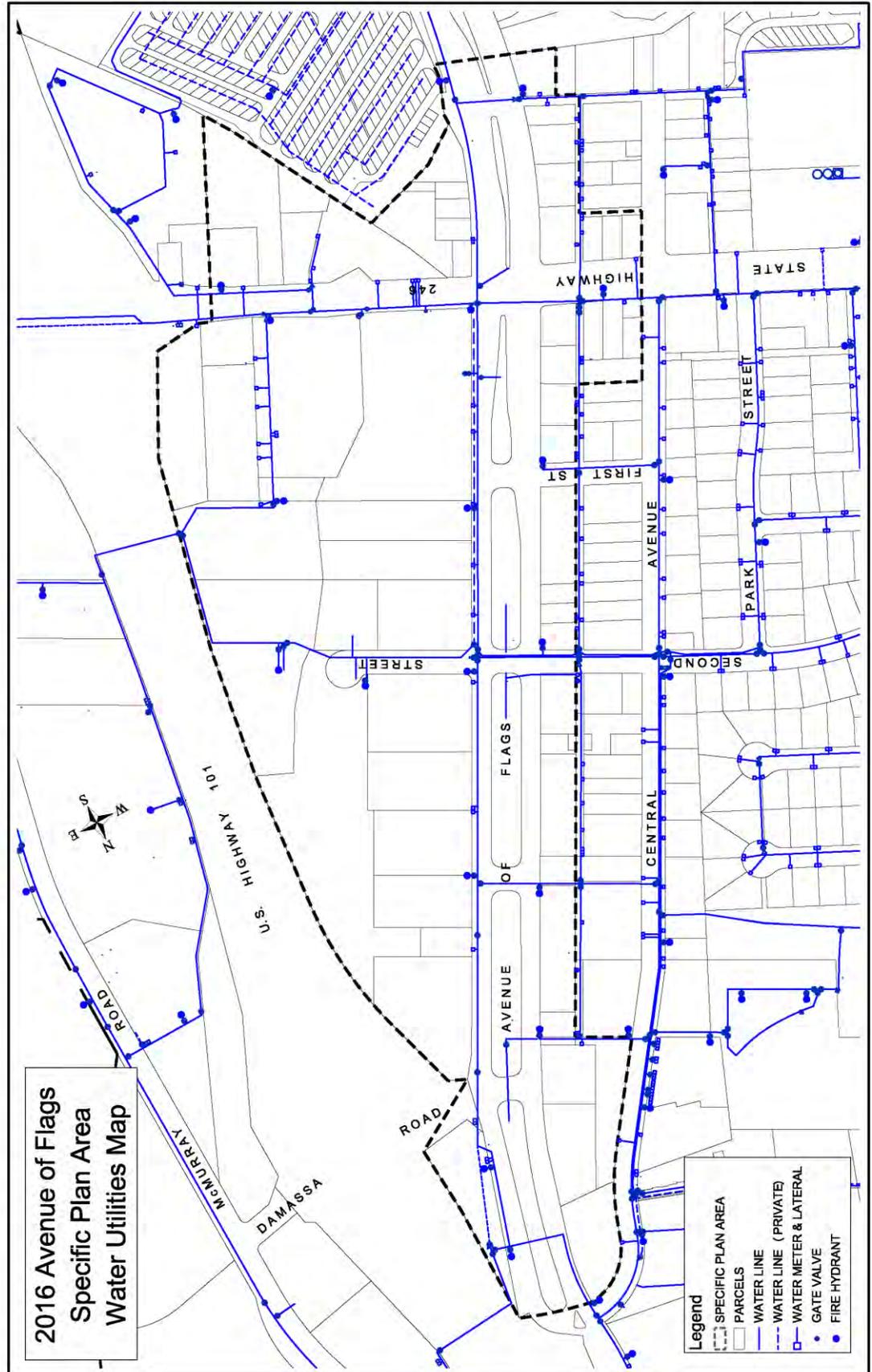
Enhanced water services are needed for the public restrooms and a few other proposed building facilities along the Avenue. There are numerous locations where water services can be tied to after the proper studies are performed. The City's water system has a low and high pressure system. The dividing 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 • Water Utilities Map



## 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 • Sewer Utilities Map



### 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.

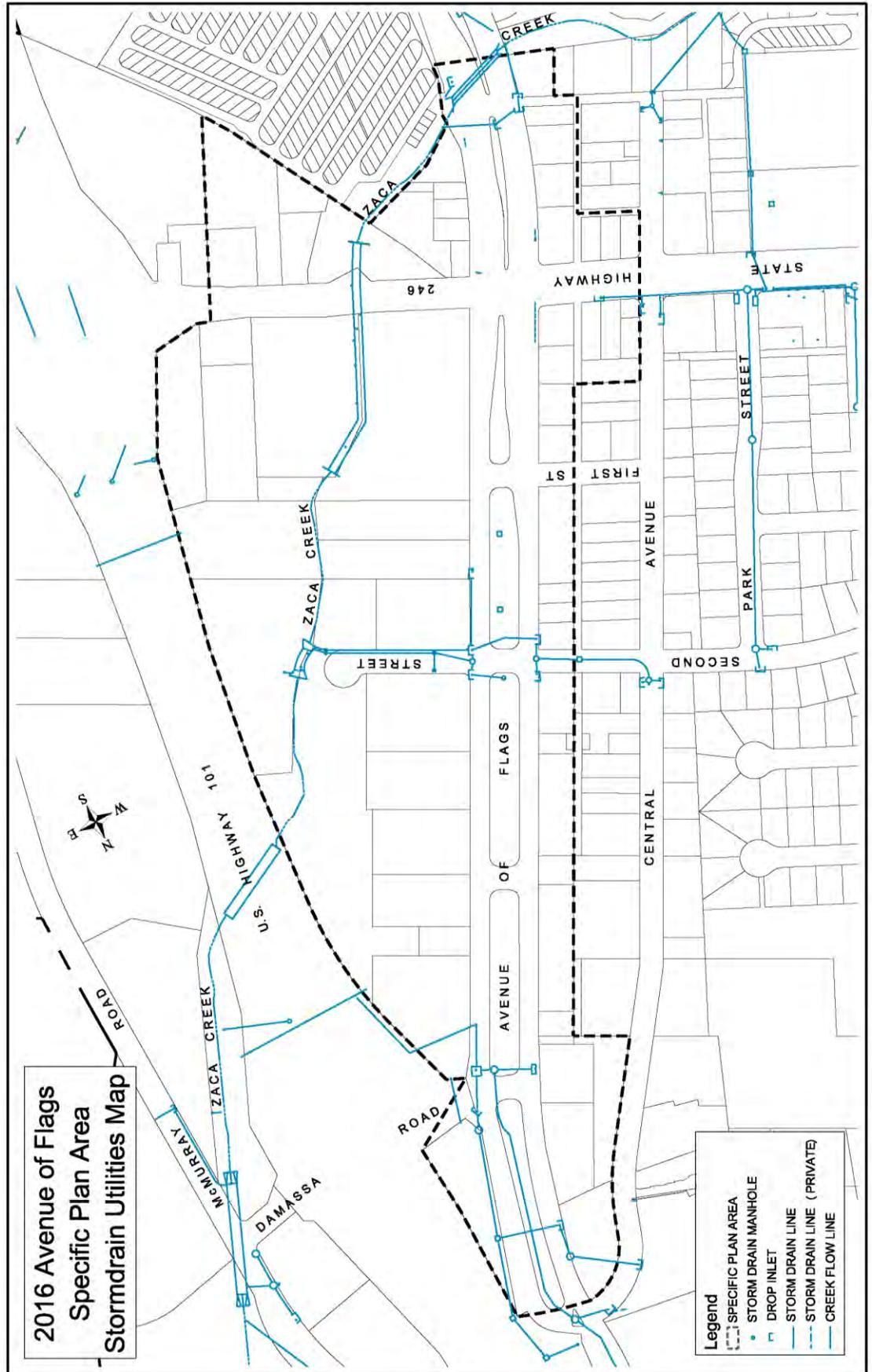
Such design principles are supported by the Regional Water Quality Control Board, which has issued a helpful fact sheet to assist project planners and designers. This fact sheet can be found at: [www.waterboards.ca.gov/centralcoast/.../CA\\_LID\\_FAO\\_05\\_20\\_2011.pdf](http://www.waterboards.ca.gov/centralcoast/.../CA_LID_FAO_05_20_2011.pdf).

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 • Stormdrain Utilities Map



#### **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.

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## F. INFRASTRUCTURE - PHASING & COST ESTIMATE

Implementing the Specific Plan for the Avenue of Flags in phases assists in spreading the cost of various elements of construction over a number of years. Proposed phasing is broken out in this section, however, elements within phases and the phasing order may change due to dependence on private development that may come forward with projects in specific areas as well as the availability of grant funding and/or other financial resources.

In the same regard, the City may require private developers to construct public infrastructure and public buildings concurrently with their private developments and then release ownership to the City as a condition of approval for their project. This concept is currently seen in residential developments where parks are constructed in the neighborhoods and are then turned over to the City as a public park. These public improvements constructed by private developers are separated in the cost estimates provided and are called "Privately Incentivized Public Improvements."

Before the City conditions developers to build portions of its public infrastructure, the City is prepared to take steps towards implementing the Specific Plan to draw private developers into the area. Taking these initial steps, in addition to incentives the City is offering as described elsewhere in this Specific Plan, will spur development along AOF and make development more desirable.

Steps the City will take to "start-up" the Avenue of Flags as described below shall increase connectivity for pedestrian access, provide traffic calming and safety, provide parking, and improve utility infrastructure accessibility. These items were of upmost importance during the development of this Specific Plan.

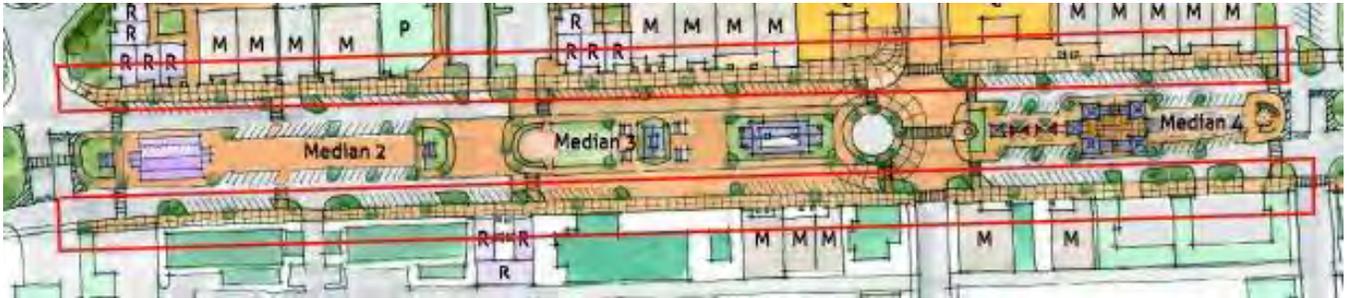
To reiterate, the proposed estimates and phasing described in this document is not a guarantee of the order of implementation and neither shall it hold the City or any Private Developers responsible to fulfill the elements as listed and programmed in this document. All work (public and private projects) will be reviewed in the present moment and assessed on a case by case basis to best implement the concepts, guidelines, and requirements as set forth in this Specific Plan.

### 1. PHASE 1

The elements presented in Phase 1 were selected as priorities that may be completed first to promote development along the Avenue. These elements will have the greatest overall impact to the Specific Plan concepts providing connectivity along the entire frontage of Avenue of Flags for all modes of transportation. Median 2 improvements are included in Phase 1 as well mainly due to the significant increase in parking when implemented. The timing of Phase 1 will be dictated by the funds that can be attained and the programming of Capital Improvements Projects.

- a. Traffic Calming & Safety – Reduce speed limit; install four way stops including signage and pavement markings such as painted crosswalks.
- b. Sidewalks – Construct frontage sidewalks along both sides of Avenue of Flags (See Figure 4-15 below). Sidewalks provide connectivity, safety for pedestrians and vehicles, and control storm water runoff. Sidewalk improvements can be removed and replaced as necessary for private development that comes in after initial improvements have been constructed. With the construction of the sidewalks, parking along the frontages will also be provided with pavement marking and striping.

**Figure 4-15 • AVENUE OF FLAGS – SIDEWALK IMPROVEMENTS**



Sidewalk construction shall include:

- City design standards
- ADA compliant curb ramps
- Approximately 12' width
- Upgrades to existing driveway aprons
  - Note: undeveloped lots will not have driveways installed and future development will be required to install driveway access best suited to their needs

Sidewalk construction shall exclude:

- Hardscape features such as trash and recycle receptacles, pedestrian lighting, benches, water fountains, etc.
- Landscaping features including irrigation and planting/ground cover to the limit allowed per Stormwater codes and regulations
- Storm Drain installation and Storm Drain System upgrades (Note: during detailed design of the sidewalk improvements, it may be found that storm drain improvements will be necessary at the time of installation. Storm drain upgrades are currently included in various other elements of the work, and will remain in those estimates for this document, however that cost can be transferred to this phase as deemed necessary)

- c. Water and Sewer Infrastructure – Construct water & sewer main line extensions to each of the medians identified in the Specific Plan as requiring utility features (i.e. Medians 2 - 4). Bring the utility lines to each median and stub out to be easily accessible for future development (See Figure 4-16 on following page).

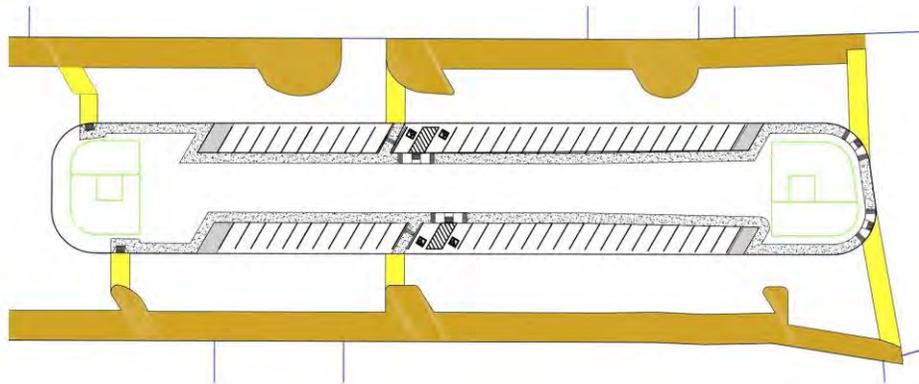
Currently, a sewer line extension is only required to the restrooms planned to be located on Median 3. The existing water system is readily available for potential tie in locations for median development and stub out.

Figure 4-16 • MEDIANS 2 thru 4 - UTILITY INFRASTRUCTURE IMPROVEMENTS



- d. Median 2 – Design and construct parking, paseo areas and flex space features including but not limited to rolled curb, permeable pavers, tabled crosswalks, removable bollards, lighting, drought tolerant landscaping, and various architectural site improvements

**Figure 4-17 – Median 2 Concept Plan**



- e. Initiate Caltrans discussions and planning process regarding a 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)
- f. Identify funding mechanisms for safety measures, infrastructure and civic improvements
- g. Design Improvements (Note: Median 2 design is included in Phase 1 above, and Median 4 design is included in Phase 3 below) -
  - Medians 3 – Complete project permitting, plans and specifications for improvements along frontage, within median and roadway
    - Design features the City determines will be requested of a private developer along the Avenue of Flags will be minimally developed with decomposed granite or drought tolerant landscaped areas for ease of future construction as a “Privately Incentivized Public Improvement”
  - Medians 1 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**

The elements presented in Phase 2 were selected as priorities that may be completed following Phase 1 improvements due to the facilities proposed on each median. Those facilities would spur further development as well as provide the opportunity for the Specific Plan concept to come to fruition by drawing the public to the Avenue of Flags to participate in numerous social and economic activities.

- 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
  - Features the City determines will be requested of a private developer along the Avenue of Flags will be minimally developed with decomposed granite or drought tolerant landscaped areas for ease of future construction by private developer as a “Privately Incentivized Public Improvement”

b. Median 4 –

- Design interim Median 4 improvements.
- Acquire funding (City and private investment)
- Construction of Median 4 interim improvements
  - **NOTE:** Potential private developments along Avenue of Flags may impact the eventual design of Median 4. Alternative concepts may be considered, and an interim project for Median 4 has been designed for potential implementation. Interim work shall improve on the existing median, and utilize the Specific Plan theme however it may not modify the median to the extent shown in this document.

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 Highway 246

### 3. PHASE 3

The elements presented in Phase 3 were selected as projects that may be completed following Phase 2 improvements due to the facilities proposed on each median such as additional parking and park space. These facilities promote the public to spend their time in an attractive downtown area that has already been developed for shopping and eating, and now has the quality and infrastructure support to allow people to stay and enjoy all the Avenue of Flags has to offer.

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 4 –

- **NOTE:** Potential private developments along Avenue of Flags may impact the eventual design of Median 4. Alternative concepts may be considered,

and an interim project for Median 4 has been designed for potential implementation, as noted above.

- Complete project permitting, plans and specifications for improvements along frontage, within median and roadway
  - Design features the City determines will be requested of a private developer along the Avenue of Flags will be minimally developed with decomposed granite or drought tolerant landscaped areas for ease of future construction as a “Privately Incentivized Public Improvement”
- Programming (involve art/food community, property owners/tenants)
- Identify funding mechanisms (including potential user partnerships) for construction of Art & Food Village improvements, should that be implemented on this median
- Marketing program and monthly themed activities
- Acquire funding (City and private investment)
- Construction of Median 4 improvements and frontage
  - Features the City determines will be requested of a private developer along the Avenue of Flags will be minimally developed with decomposed granite or drought tolerant landscaped areas for ease of future construction by private developer as a “Privately Incentivized Public Improvement”

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. Highway 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 .

The estimates have been broken out into various elements to depict the most probable funding situation and to clarify the potential cost that may be borne by private development during the implementation of the Avenue of Flags Specific Plan. This potential privately borne cost is referred to as privately incentivized public improvement.

Sole funding from the City of Buellton to complete the Avenue of Flags Specific Plan is the worst case scenario, but will not happen due to the processes set forth for development in this document. This cost estimate breakdown does not guarantee City funds for any or all items listed as City Funded, but does show the potential areas City Funds may be used, but not limited to, during the implementation of this Specific Plan.

See next page for Infrastructure Cost Estimate Summary; detailed cost estimates are set forth in Appendix C.

## **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 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 of Buellton 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 of Buellton residents and businesses will be very important to achieve a successful revitalization of the Avenue of Flags.

Table 4 - 2

**INFRASTRUCTURE COST ESTIMATES  
AVENUE OF FLAGS SPECIFIC PLAN  
ESTIMATED SEPTEMBER 2016**

	<b>Potential City Funded Public Improvements</b> = Publicly owned construction improvements				
	<b>Privately Incentivized Public Improvements</b> = Public improvements, such as buildings, the City plans to have constructed by Private Developers along the Avenue due to incentives offered by the City.				
	<b>PROJECT BASE COSTS</b>			<b>ENGINEER'S ESTIMATE</b>	
<b>ITEM</b>	<b>ITEM DESCRIPTION</b>	<b>UNIT</b>	<b>EST QTY</b>	<b>UNIT PRICE</b>	<b>ITEM TOTAL</b>
1	Environmental Research, Reports, Permits, Mitigation, etc.	LS	1	\$250,000.00	\$250,000.00
2	Permitting: Dept. Fish & Game, RWQCB, etc.	LS	1	\$50,000.00	\$50,000.00
			<b>BASE SUBTOTAL :</b>		<b>\$300,000.00</b>
	<b>PHASE COSTS</b>				
1	Phase 1 (Design, Traffic Calming, and Median 2)		<b>SUBTOTAL :</b>		<b>\$7,117,625.90</b>
	Privately Incentivized Public Improvements		<b>SUBTOTAL :</b>		<b>\$1,721,250.00</b>
2	Phase 2 (Median 3 & Median 4 Interim Project)		<b>SUBTOTAL :</b>		<b>\$4,264,064.44</b>
	Privately Incentivized Public Improvements		<b>SUBTOTAL :</b>		<b>\$2,691,225.00</b>
3	Phase 3 (Medians 1, 4 & 5)		<b>SUBTOTAL :</b>		<b>\$2,362,405.50</b>
	Privately Incentivized Public Improvements		<b>SUBTOTAL :</b>		<b>\$1,460,970.00</b>
			<b>POTENTIAL CITY COST SUBTOTAL :</b>		<b>\$13,744,095.84</b>
			<b>POTENTIAL PRIVATE DEVELOPMENT SUBTOTAL :</b>		<b>\$5,873,445.00</b>
			<b>ALL PHASES SUBTOTAL :</b>		<b>\$19,617,540.84</b>
			<b>TOTAL ESTIMATE:</b>		<b>\$19,917,540.84</b>

# CHAPTER 5: IMPLEMENTATION





# CHAPTER 5. IMPLEMENTATION

## MARKETING, FINANCING, INCENTIVES & FISCAL IMPACTS

### A. HOW TO USE THIS CHAPTER

This chapter provides an overview of recommended actions to implement the Avenue of Flags Specific Plan in order to accomplish Specific Plan goals and objectives. The contents of this chapter include:

1. **Marketing and outreach** – A “hands on” approach to actively engage the private sector.
  - This section should be utilized by City planning and economic development staff, Visitors Bureau and Chamber of Commerce personnel, and other active community stakeholders as a guide for targeted marketing, outreach, and project implementation.
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.
  - This section should be utilized by planning, public works, and economic development staff as a roadmap for funding and financing key infrastructure and public improvements, as well as incentivizing desired private development.
  - This section should also serve as a reference for landowners, potential developers, and related private sector stakeholders, exhibiting the various economic development tools that City has enabled in pursuit of its communitywide objectives for the Avenue.
3. **Fiscal impacts and economic benefits** – A high-level analysis of potential fiscal and economic impacts from successful implementation of the Specific Plan.
  - This section demonstrates the financial and economic return on the City’s investment in the preparation and implementation of this Specific Plan. The information in this section should be contemplated by City administrative and finance staff, as well as by local elected officials, when considering future policy and project decisions related to the implementation of this Specific Plan.

### B. MARKETING AND OUTREACH

#### 1. KEY STEPS FOR IMPLEMENTATION

- a. Based on evaluated retail and mixed use 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 and developers 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. 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)

**Figure 5-1: Sample Opportunity Site Marketing Collateral**



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

Event	Typical Schedule	Location in 2016/2017
Southern California Idea Exchange	1st Quarter	Southern California
Monterey Idea Exchange	1 <sup>st</sup> Quarter	Northern California / Monterey, CA
RECon Real Estate Convention	2 <sup>nd</sup> Quarter	Las Vegas, NV
Western Conference	3 <sup>rd</sup> Quarter	Southern California

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 farmer’s 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. Social media should be utilized for community engagement and programming.

## 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 5-2: Basic Tools for Public/Private Projects in California Cities*



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

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

- Community events on the AOF 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)<sup>1</sup>

- 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). DOR terms will be memorialized by development agreements and/or other suitable mechanisms.

### c. Special Districts – Parking District, 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
- An EIFD can additionally be established to leverage increased property tax increment financing (or “TIF”) from only new future development projects for necessary infrastructure improvements and/or maintenance/services
- An EIFD should be evaluated in greater detail in order to estimate tax increment funding capacity, potential partnership and governance structures (e.g. with County of Santa Barbara), and capacity to elevate the City’s eligibility for grants and other funding sources
- Important to note about EIFDs:
  - **Not** a new or increased tax on City-wide property owners
  - Is a voluntary dedication of all or only a portion of property tax increment from only new future development by participating entities that must consent (e.g. City, County)
  - Represents potential funding share (of TIF) from other entities that could not otherwise be accessed following dissolution of redevelopment agencies

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<sup>1</sup> Kosmont DOR trademark pending

- 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>• Development 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>• EIFD property tax increment (from new future development)</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, public art</li> <li>• Infrastructure maintenance</li> </ul>
<ul style="list-style-type: none"> <li>• DOR program</li> <li>• General fund via SSTR</li> <li>• Grant sources (e.g. 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)<sup>TM</sup>**

- 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)<sup>TM</sup>** 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
  - DOR terms will be determined on a project-specific basis and memorialized by development agreements and/or other suitable mechanisms
- 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. Density should be dynamically considered in concert with market driven demand and architectural design of projects (see Table 5-4).

- e. Tier 1 Benefits/Objectives are those which are intended to be most catalytic for future private development. Tier 1 Incentives represent a higher degree of perceived value for private developers. In order to maximize the catalytic effects of early private development and the DOR program, it is anticipated that projects that are implemented earlier will be more likely to receive Tier 1 Incentives in exchange for providing/supporting Tier 1 Community Benefits/Objectives (i.e. “early bird gets the worm”).

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

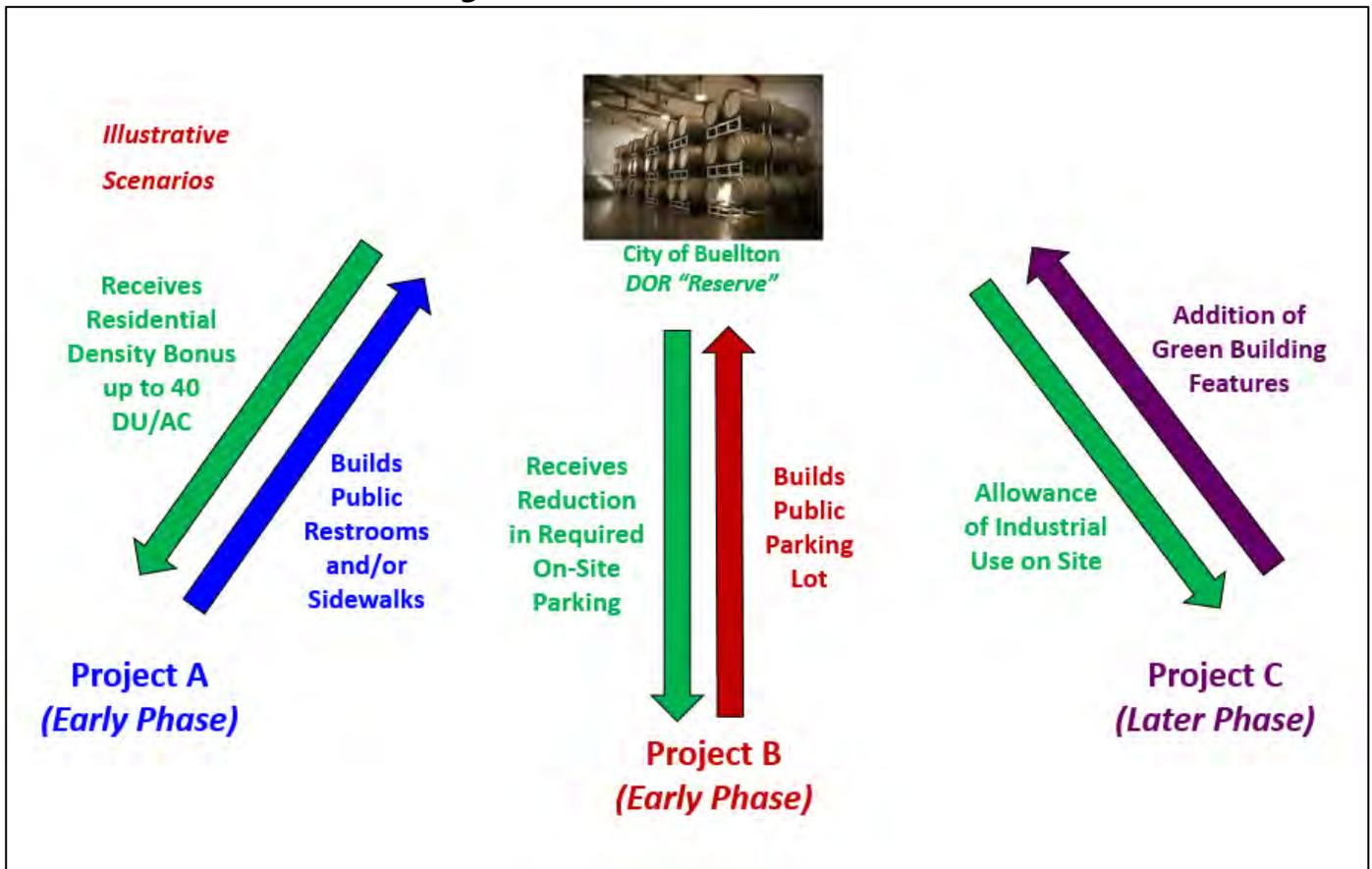
Priority Community Benefits/Objectives	Potential Incentives
<p><b><u>Tier 1 Benefits / Objectives – Higher Priority / Early Projects</u></b></p> <ul style="list-style-type: none"> <li>• Funding / construction of restrooms</li> <li>• Funding / construction / enhancement of off-site public improvements (curb, gutter, sidewalk, street widening)</li> <li>• Funding / construction of off-site public parking lot</li> <li>• Payment into, or creation of, a parking district</li> </ul> <p><b><u>Tier 2 Benefits / Objectives – Later Phase Projects</u></b></p> <ul style="list-style-type: none"> <li>• Funding / installation of public art / park improvements</li> <li>• Adding additional green building features</li> <li>• Payment of an off-site trail fee</li> <li>• Payment of off-site water/wastewater fees</li> <li>• Payment of a library fee</li> </ul>	<p><b><u>Tier 1 Incentives – Early Phase Projects</u></b></p> <ul style="list-style-type: none"> <li>• Increase mixed-use residential density up to 30-40 units / acre</li> <li>• Increase building heights up to 50 feet</li> <li>• Reduce on-site parking requirements</li> <li>• Reduced rear yard setbacks</li> </ul> <p><b><u>Tier 2 Incentives – Later Phase Projects</u></b></p> <ul style="list-style-type: none"> <li>• Tier 1 incentives listed above, but to a more limited degree (e.g. mixed-use residential density up to 30 DU/AC, buildings heights up to 40 feet)</li> <li>• Allow land uses not allowed in the CR zone, such as 100% industrial</li> <li>• Reduced traffic fees if off-site public improvements are provided</li> <li>• Reduced application fees</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>

**Figure 5-3: 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 Authorities & Parking Districts
  - Business Improvement District (BID)
  - Property-Based Business Improvement District (PBID)
  - Tourism Improvement District (TID)
  - Enhanced Infrastructure Financing District (EIFD)
- d. **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 Authorities
- e. **Parking District**
  - May raise revenue for parking
  - Can issue bonds and levy assessments
  - See Appendix B for more detailed discussion of Parking Districts
- f. **Business Improvement District (BID)**
  - Surcharge on business license taxes
  - Fund business marketing, promotions/events, parking improvements
  - Benefit assessment fee independent of business license taxes
- g. **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
- 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)
- Authorized by Senate Bill 628 (2014) and Assembly Bill 313 (2015)
- 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
- 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) and property tax distributions from the Redevelopment Property Tax Trust Fund (RPTTF)
- **Not** a new or increased tax on City-wide property owners (applied to new future developments only)
- EIFD bonds can be issued, requiring 55% voter approval (landowners or registered voters, depending on number of registered voters within the district)
- EIFD tax increment can also be utilized as a reimbursement funding source for initial cash investments by the City or potential public or private sector partners (e.g. County, special districts, landowners, developers)
- Buellton is well-positioned to take advantage of this new tool for multiple reasons, including significant new development potential (particularly as a result of application of the DOR program), high rate of property tax capture among taxing entities from parcels along the Avenue, lack of long-term outstanding redevelopment agency obligations, alignment of AOF infrastructure needs with EIFD-eligible expenditures, and other reasons

**j. For the [Avenue of Flags](#), higher-priority 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
- An EIFD can additionally be established to leverage increased property tax from new future development projects for necessary infrastructure improvements and/or maintenance/services
- An EIFD should be evaluated in greater detail in order to estimate tax increment funding capacity, potential partnership and governance structures (e.g. with County of Santa Barbara), and capacity to elevate the City's eligibility for grants and other funding sources

## 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**, higher-priority 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 (P3) INFRASTRUCTURE PROJECT DELIVERY AS AN ECONOMIC DEVELOPMENT TOOL**

- a. An infrastructure P3 is a contractual agreement between a public agency and a private sector entity to deliver a facility for the use of the general public
  - P3s offer government agencies an alternative mechanism for financing vital infrastructure projects
  - AB 164 – Authorizes local government agencies to use P3s to design, finance, and maintain fee-producing infrastructure facilities
- b. Most infrastructure P3s 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 P3 projects can assist with local-serving infrastructure, such as:
  - Water/wastewater projects
  - Parks
  - Municipal buildings (e.g. fire station)
- d. Benefits of P3s 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**, higher-priority opportunities for utilization of P3 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**, higher-priority 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

## **9. PRELIMINARY REVIEW OF FUNDING CAPACITY**

The following is a preliminary review of: local capital improvement program funds which have been earmarked for public infrastructure in the Specific Plan area and the availability of other potential funding programs. The monetary benefit to the City of project-specific programs such as the DOR will vary depending on the development market interest and terms negotiated through individual development agreements. The funding capacity of other potential future programs and financing tools is difficult to estimate as the amounts depend on the types of programs that are available and specific projects being funded.

### **a. City of Buellton 2-Year Budget (FY 17/18 and FY 18/19)**

- 1) Ave of Flags Pedestrian/Drainage improvement (Project No. 095-315)
  - \$100,000 for preliminary studies and design in FY17/18, funded through General Fund and/or Measure A
  - \$500,000 for construction in FY18/19, funding source has not yet been identified; potential sources of funding are: General Fund, Measure A.

### **b. Other Potential Funding Sources**

- 1) City of Buellton - Measure A, General Fund and other potential City road projects - could be used for Specific Plan related road improvements, striping, concrete, sidewalk, pedestrian, drainage, etc.
- 2) Enhanced Infrastructure Financing District (EIFD) – The tax increment financing (TIF) funding capacity estimate is \$1.5 million (present value basis); projection assumes only half of future potential TIF pledged from major non-school entities.
- 3) Active Transportation Program (ATP) – Highly competitive grant program through the State of California. Primarily geared for pedestrian related improvements.

- 4) California Conservation Corps (CCC) Water Conservation Grant – The California State legislature funded this popular program through 2016, and there is no indication of when the program will be re-instated.
- 5) Community Development Block Grants (CDBG) – Approximately \$50,000 is available to the City through this program.
- 6) Issuance of Bonds – Bonds would be project-specific and the amount depends on the type of project being funded.

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## 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 combined property tax and sales tax revenues may be in the range of \$760,000+ on an annual basis and approximately \$35.6+ million on a 30-year nominal basis upon build-out and stabilization.

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

Potential New Commercial SF	222,208
Approximate Assessed Value PSF	\$200
Potential New Commercial A/V	\$44,441,600
Potential New Residential Units	163
Approximate A/V Per Unit (Multifamily)	\$125,000
Potential New Commercial A/V	\$20,375,000
Total Potential New Assessed Value	\$64,816,600
Total Property Tax Levy	1.00%
Total Property Tax	\$648,166
Avg. Distribution to City (%)	14.84%
Annual Distribution to City (\$)	<b>\$96,188</b>
Annual Escalation	2.00%
Discount Rate	6.0%
30-Yr Nominal Value	<b>\$3,902,156</b>
30-Yr Present Value	<b>\$1,646,312</b>

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

**Table 5-6: Potential Sales Tax Revenue Impacts**

Potential New Commercial SF	222,208
Estimated Taxable Sales PSF	\$300
Total Taxable Sales	\$66,662,400
City Distribution	1.00%
<b>Annual Total</b>	<b>\$666,624</b>
Annual Escalation	3.00%
Discount Rate	6.0%
<b>30-Yr Nominal Value</b>	<b>\$31,714,914</b>
<b>30-Yr Present Value</b>	<b>\$12,830,046</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 556 new full-time equivalent (FTE) jobs on the Avenue.

**Table 5-7: Potential Employment Benefits**

Potential New Commercial SF	222,208
Estimated SF Per Employee (FTE)	500 SF
<b>Estimated # Employee (FTE)</b>	<b>556</b>

*Note: Upon build-out and stabilization.*

# CHAPTER 6: SPECIFIC PLAN 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.

# CHAPTER 7: DEFINITIONS





**CHAPTER 7. DEFINITIONS**

**A. PURPOSE**

This chapter provides definitions of terms and phrases used in this Specific Plan that are technical or specialized, or that may not reflect common usage. Where any of the definitions in this chapter conflict with definitions in Chapter 19.12 of the Buellton Municipal Code, the definitions in this chapter prevail for the purpose of this Specific Plan. For any zoning terms that are not defined in this chapter, definitions found in Chapter 19.12 of the Buellton Municipal Code shall prevail.

**B. DEFINITIONS OF SPECIALIZED TERMS AND PHRASES**

As used in this Specific Plan:

**1. "Word"**

Insert definition here

**2. "Word"**

Insert definition here

**3. (etc.)**



# AVENUE OF FLAGS

## SPECIFIC PLAN

DRAFT - JANUARY 2017

## APPENDICES





# **APPENDIX A: ECONOMIC DEVELOPMENT STRATEGY & 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)



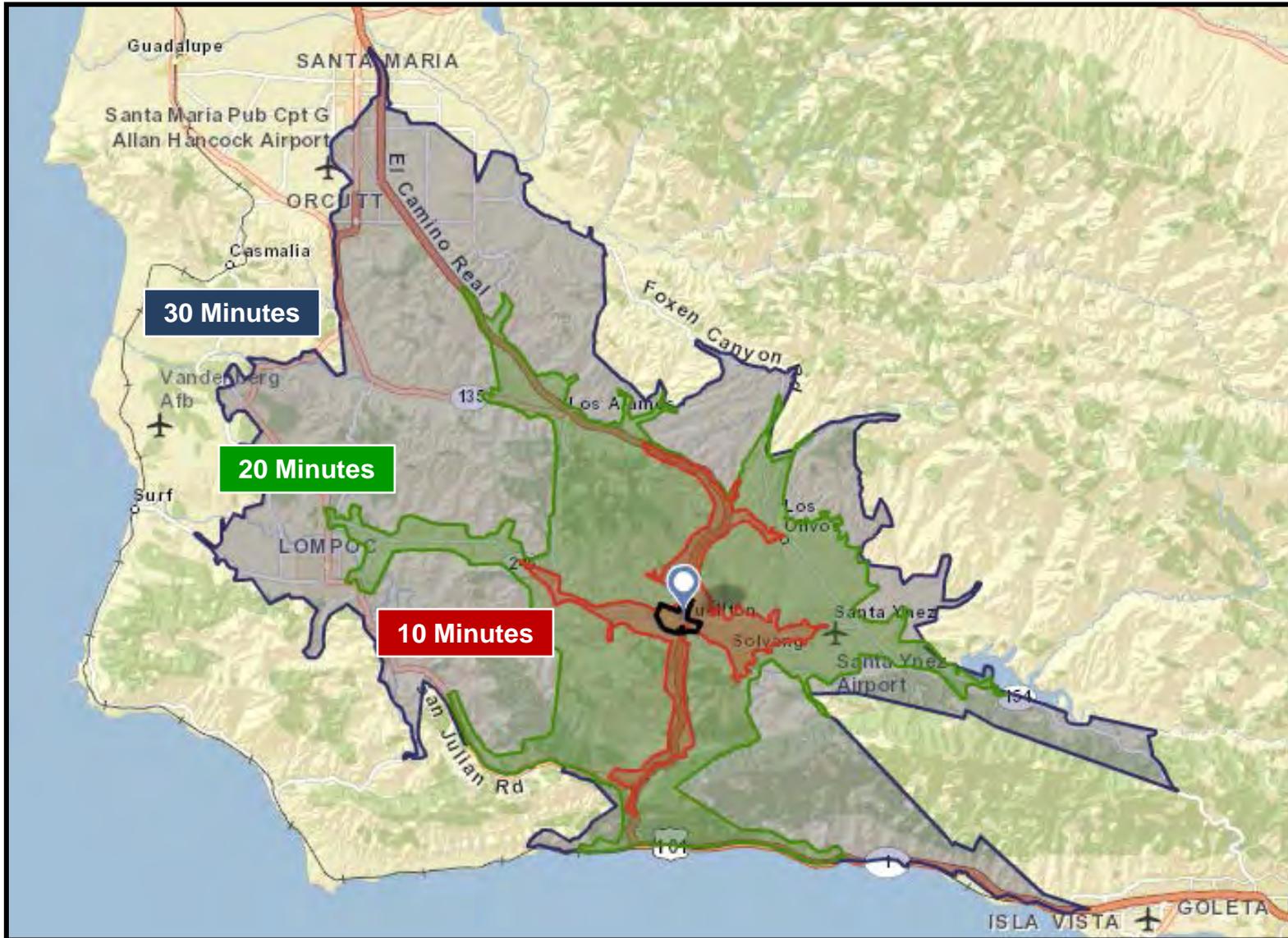
**Note:** Radii centered at Hwy 246 and Ave of the Flags; **Source:** ESRI (2016)

# 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*

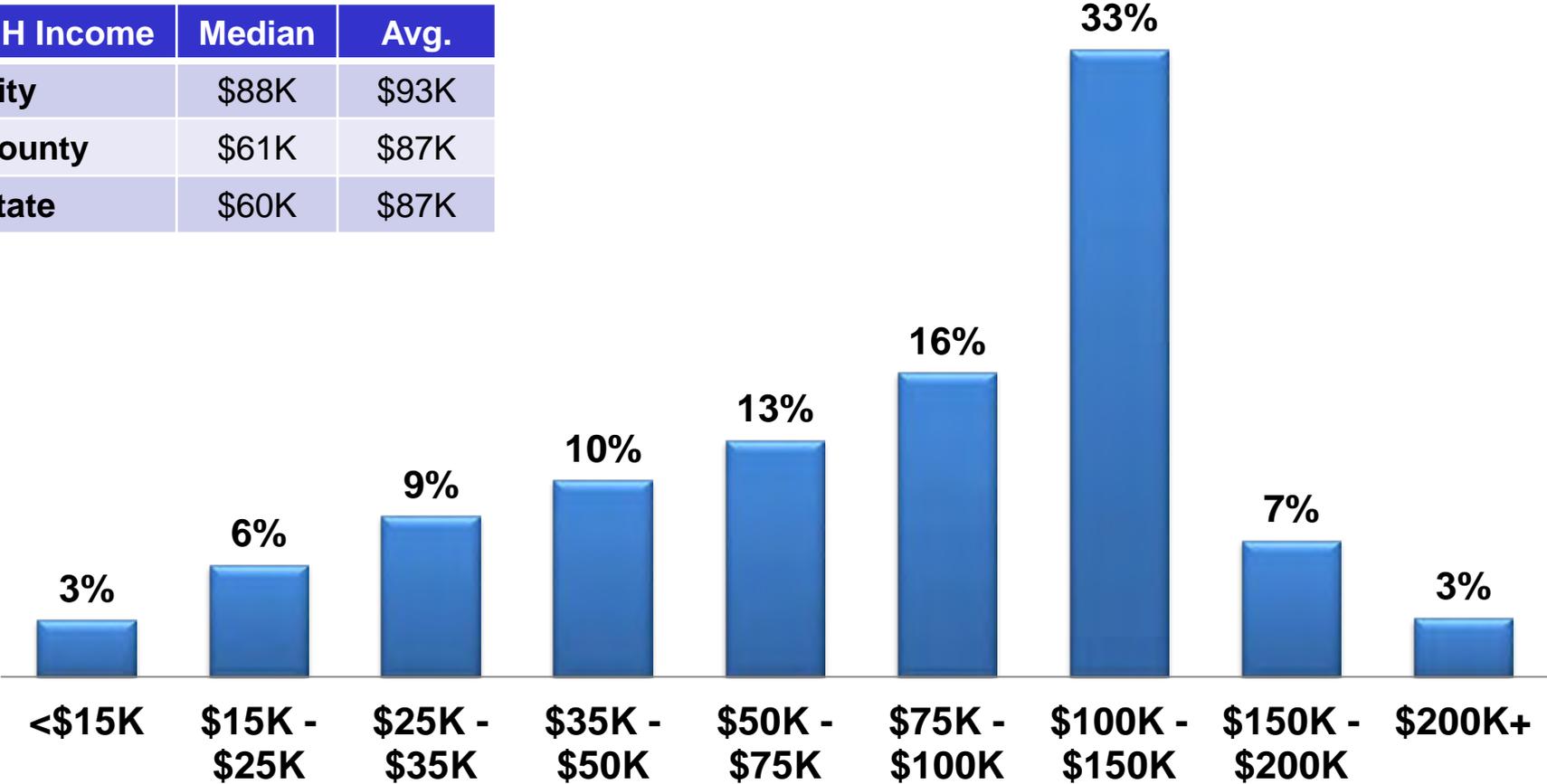
	Drive Times (from Hwy 246 and Ave of Flags)		
<u>2015</u>	10 Minutes	20 Minutes	30 Minutes
Population	11,979	<b>22,968</b>	127,532
Households	4,647	8,740	44,282
Average HH Size	2.56	2.59	2.77
Median Age	44.3	45.5	38.6
Per Capita Income	\$41,013	\$44,345	\$30,191
Median HH Income	\$80,899	\$85,176	\$62,587
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

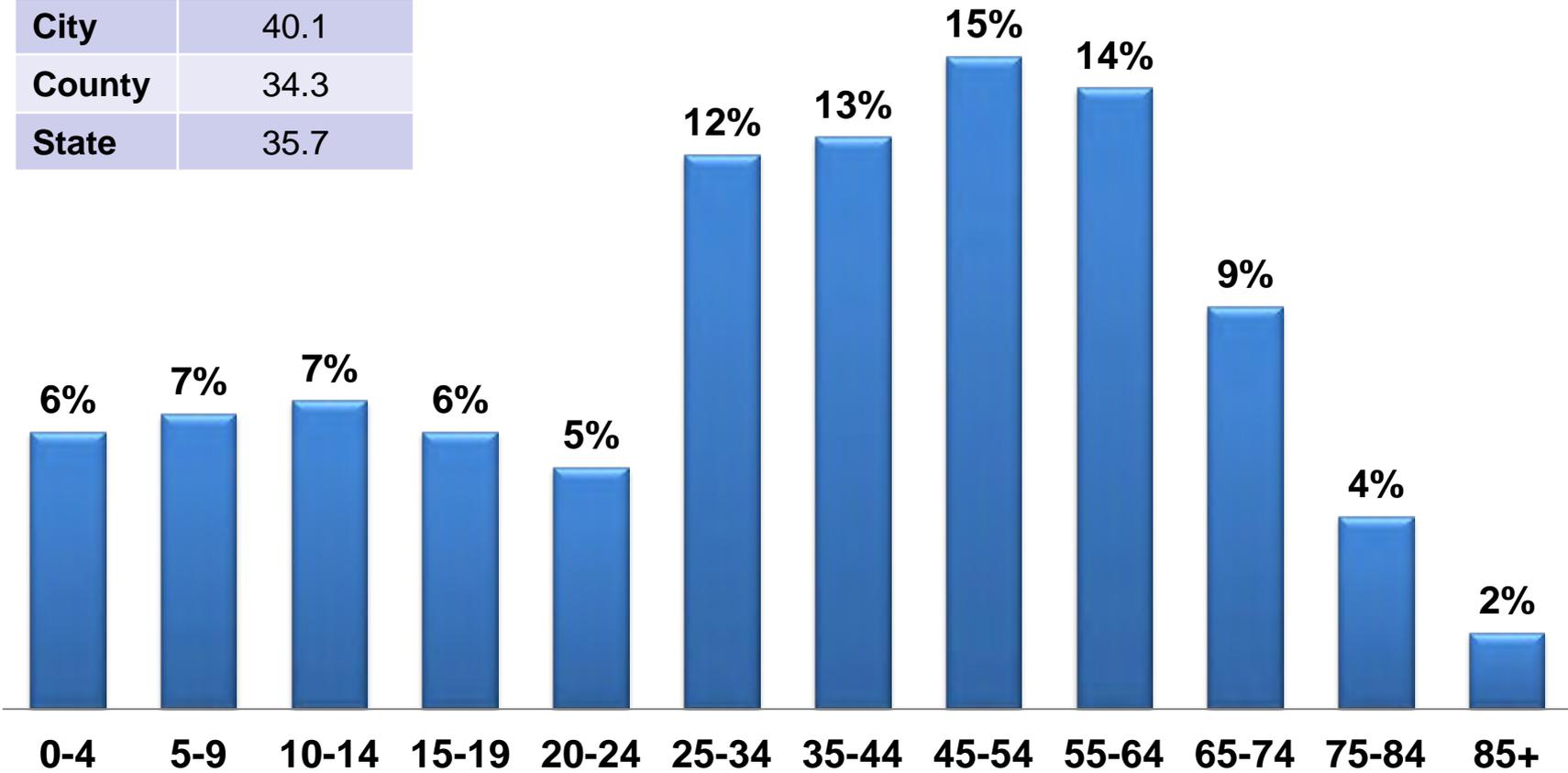


Source: U.S. Census Bureau (2010); ESRI (2016)

# Age Profile

**City Population by Age Bracket in 2015**

	Median Age
City	40.1
County	34.3
State	35.7

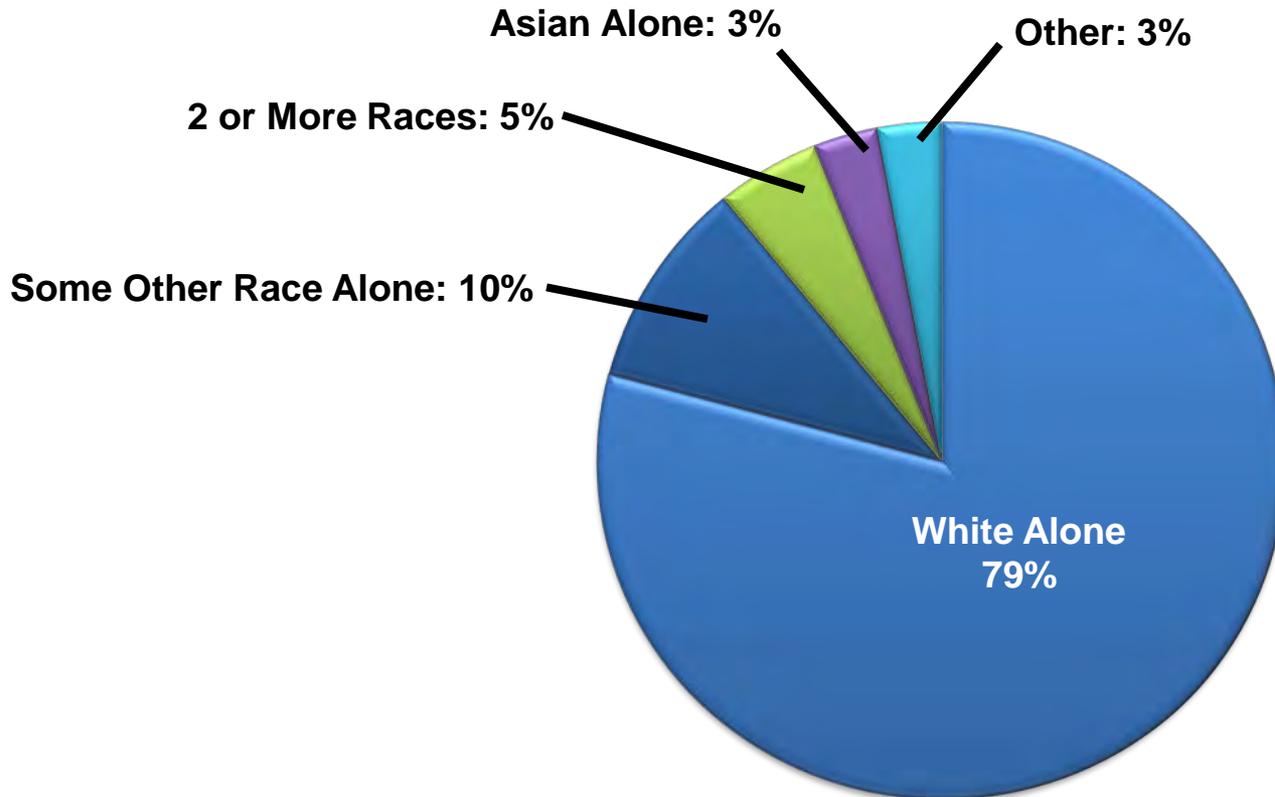


Source: U.S. Census Bureau (2010); ESRI (2016)



# Race & Ethnicity

## City Population by Race & Ethnicity in 2015



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

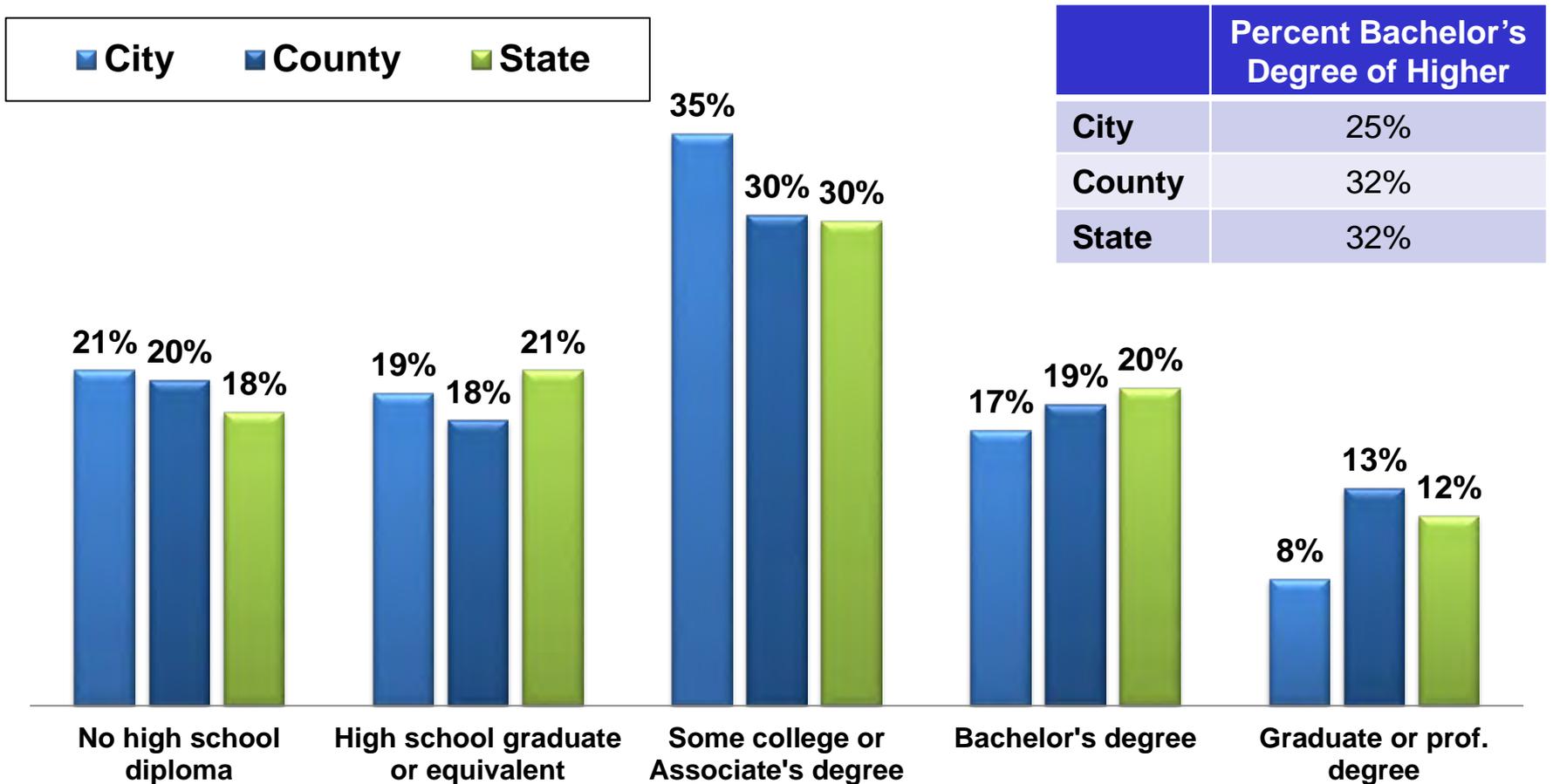
## ***Hispanic Origin of Any Race: 33%***

**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

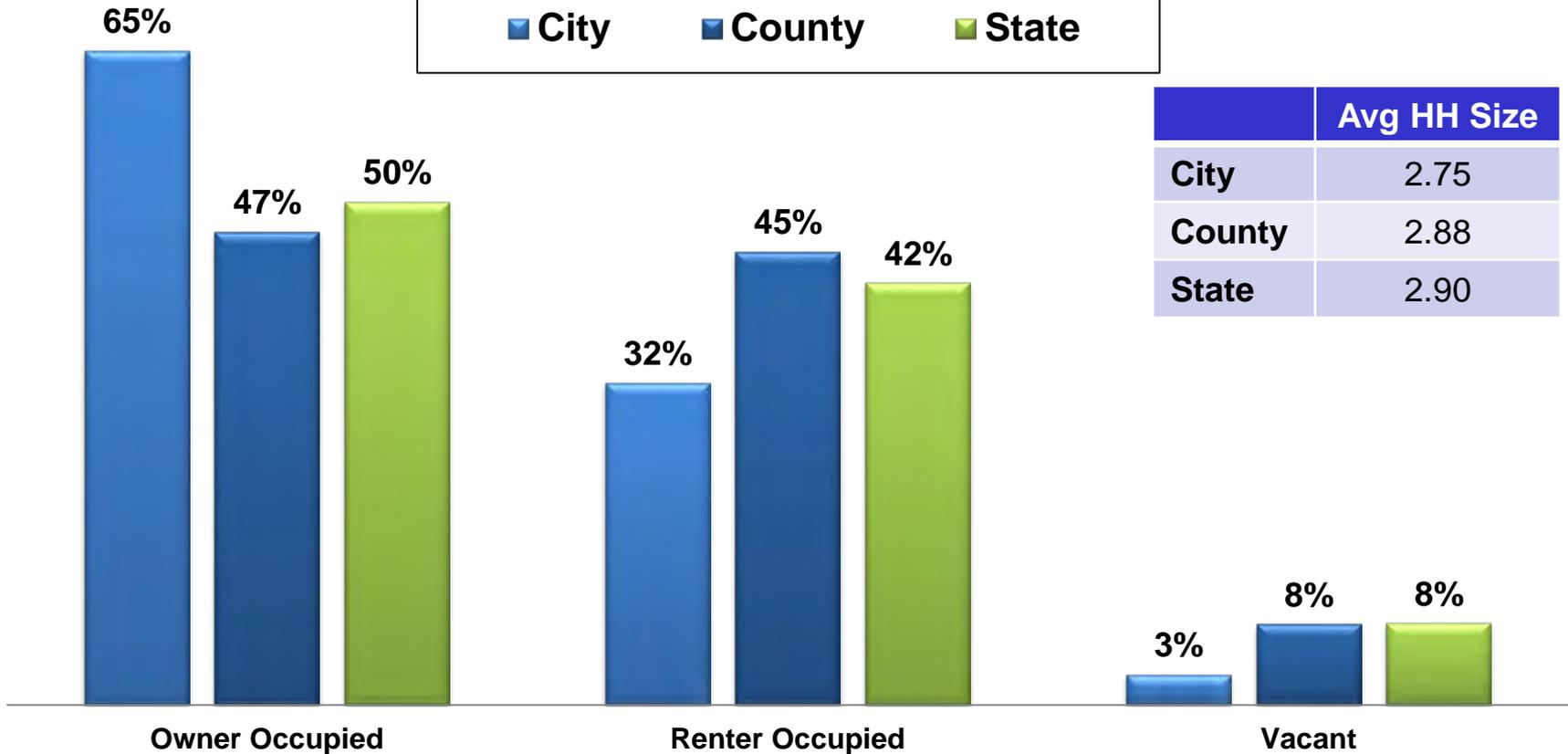
## Population Aged 25+ by Educational Attainment



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

# Housing & Household Size

## Housing Breakdown (2015)

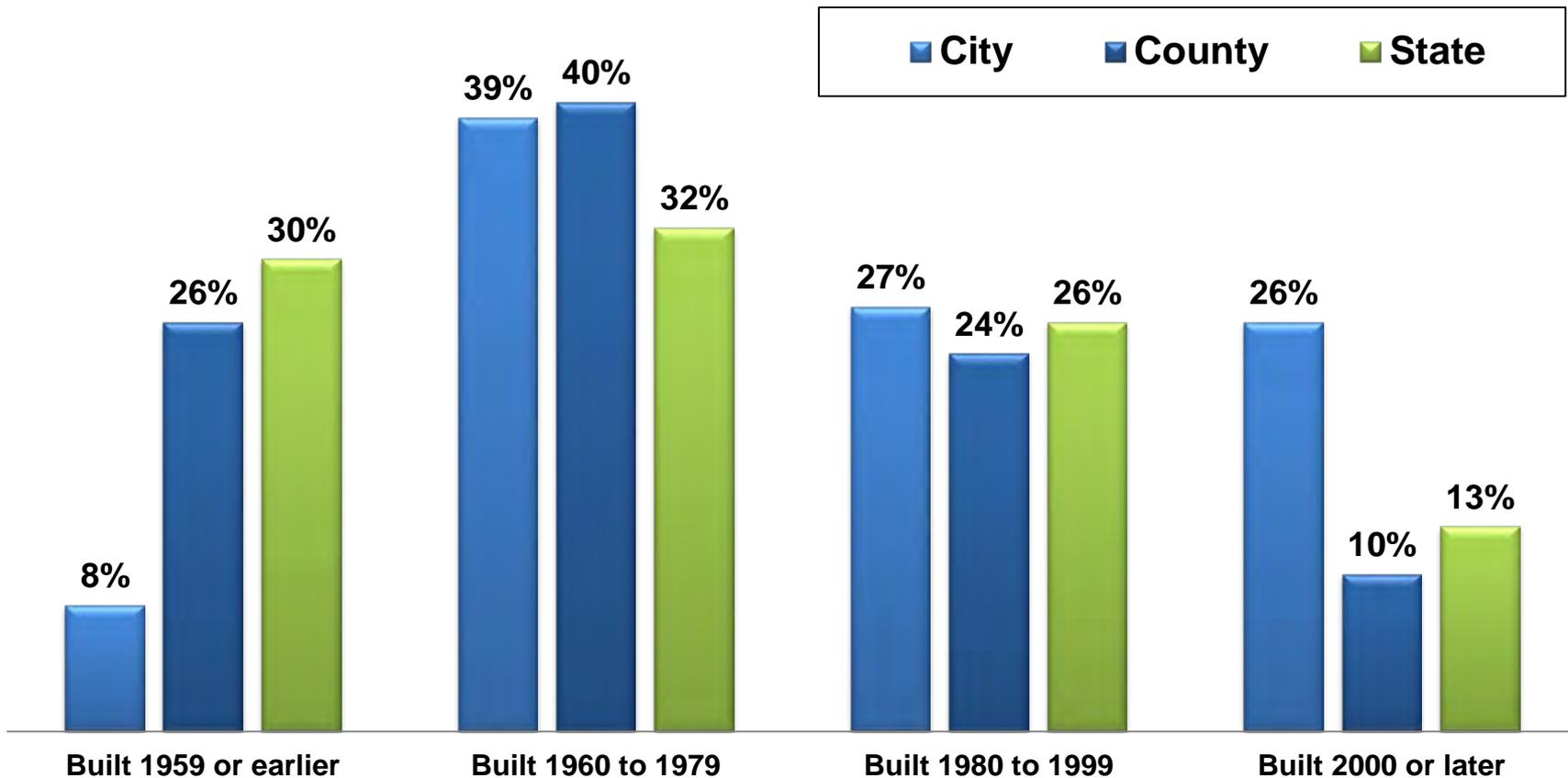


	Avg HH Size
City	2.75
County	2.88
State	2.90

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

# Age of Housing

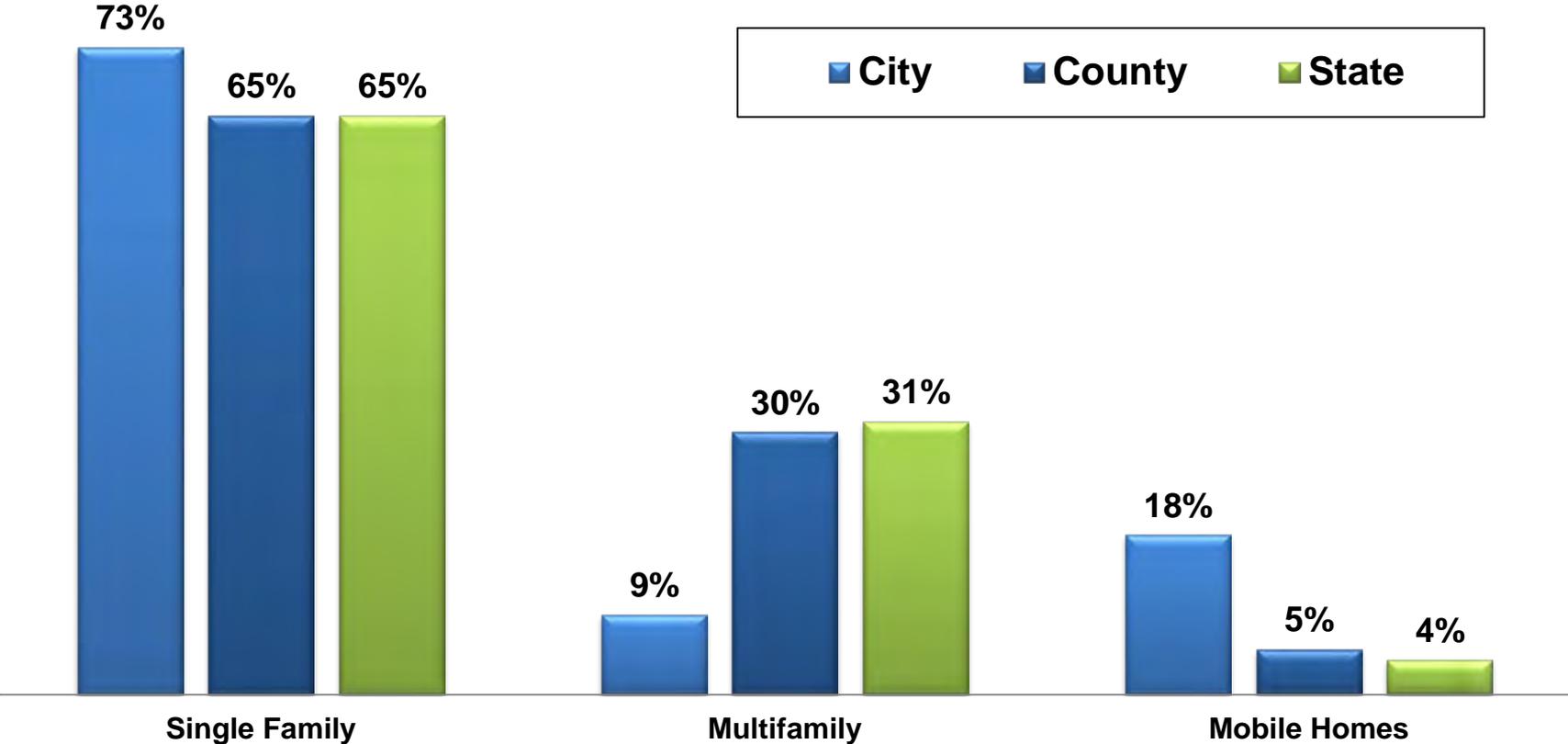
## Housing Units (2014)



Source: American Community Survey (2014)

# Housing Units

## Housing Units (2014)

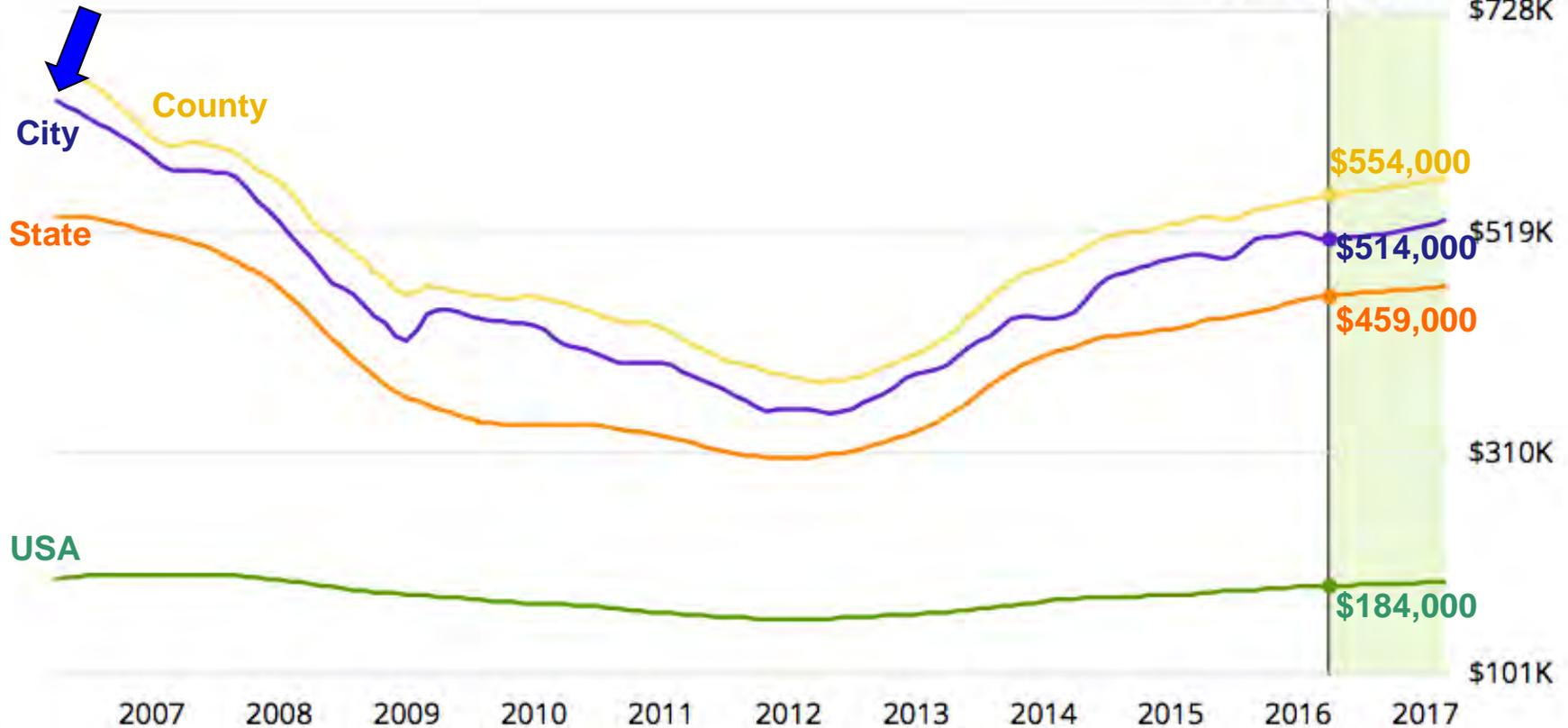


Source: American Community Survey (2014)

# 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

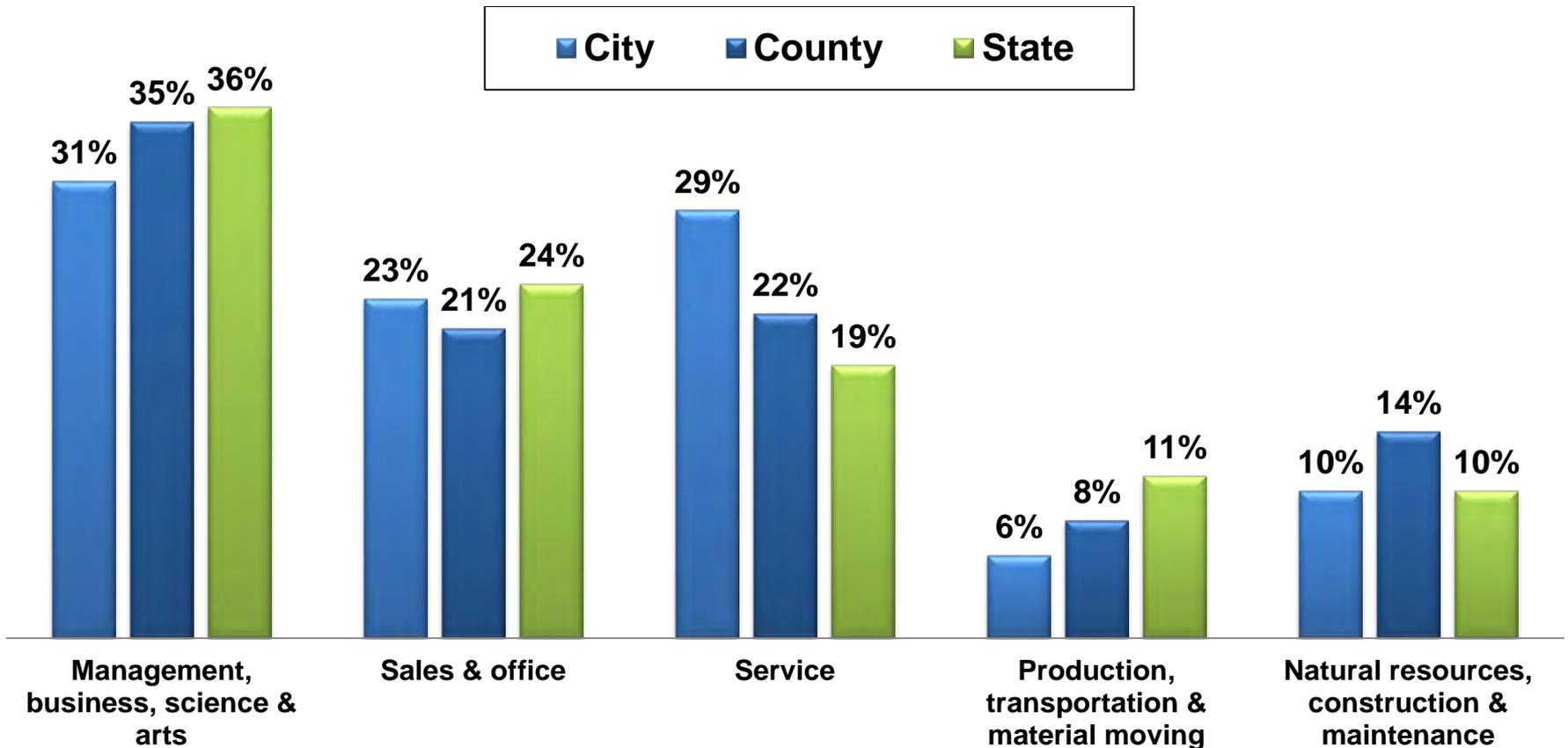
	2010 Annual Average	2015 Annual Average	January 2016 Snapshot
City of Buellton	6.3%	3.4%	3.7%
County of Santa Barbara	9.7%	5.1%	5.7%
State of California	12.2%	6.2%	5.8%

**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”*

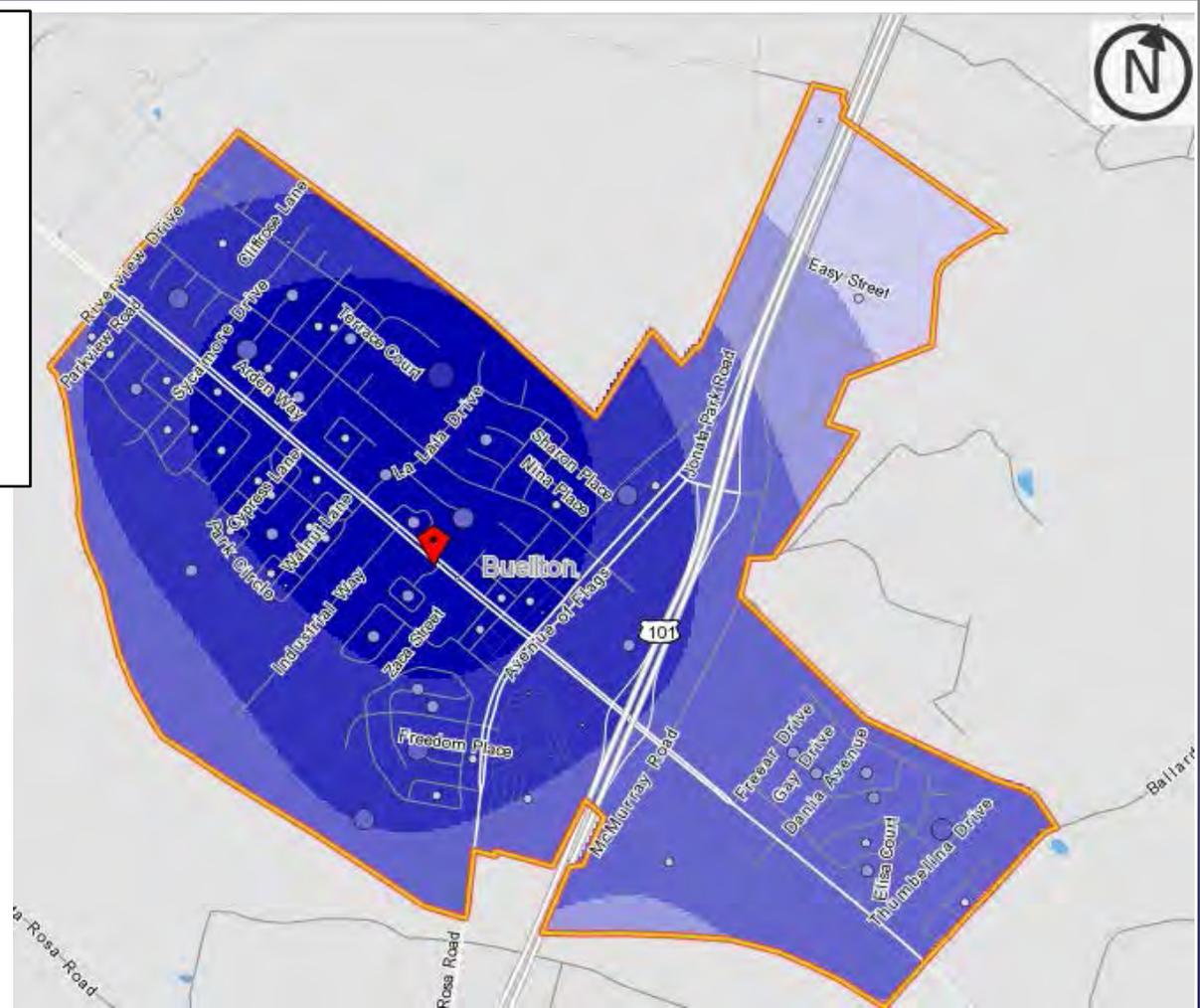
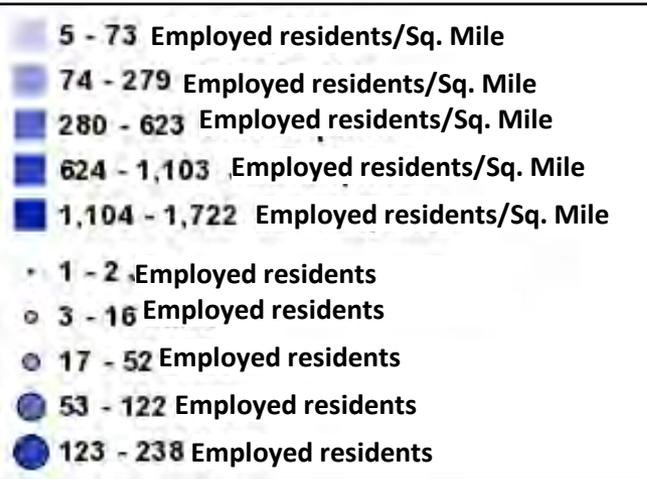
## Workers Employed Within City

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”*

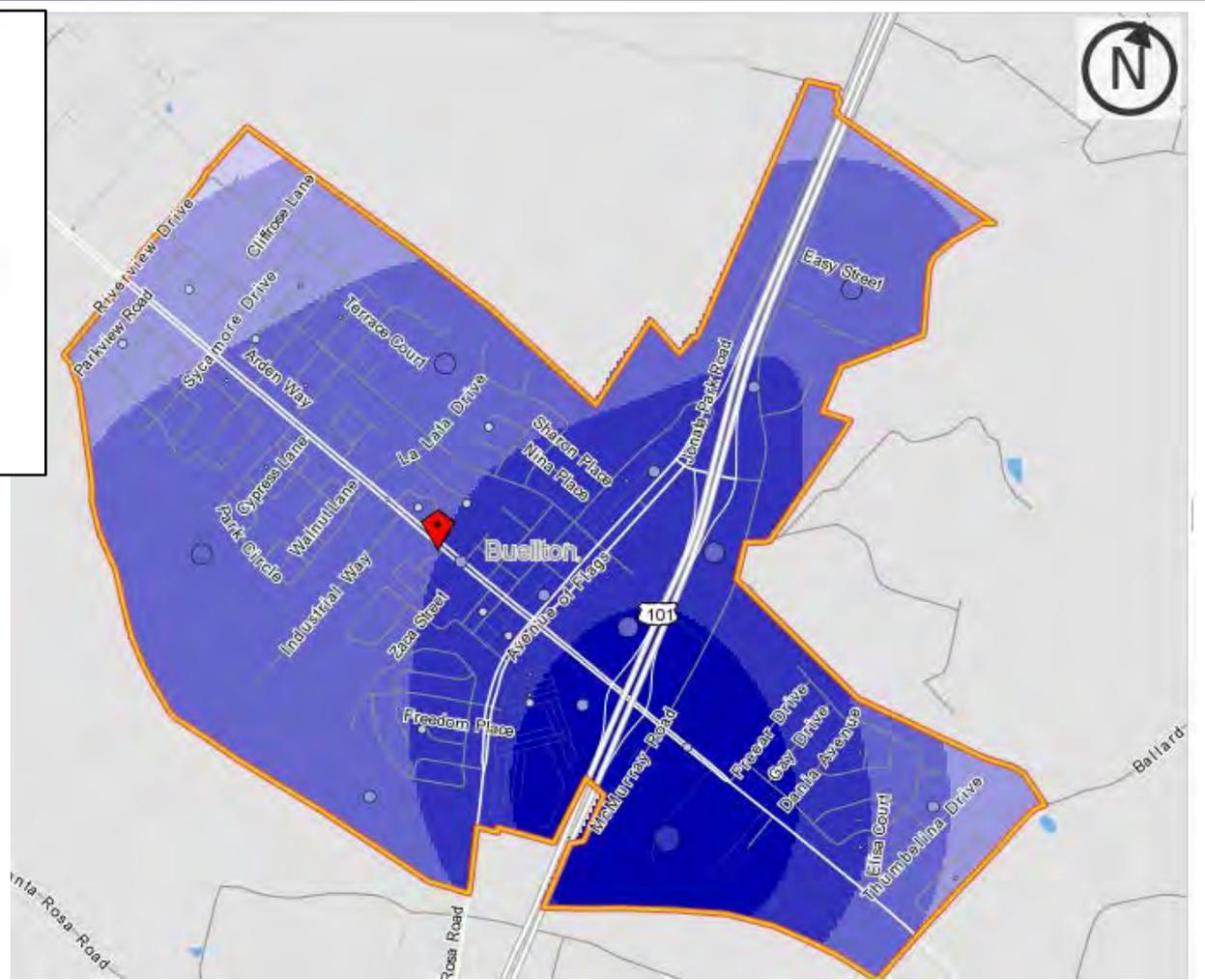
Source: U.S. Census Bureau Center for Economic Studies (2013)

# Resident Concentration Within City



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

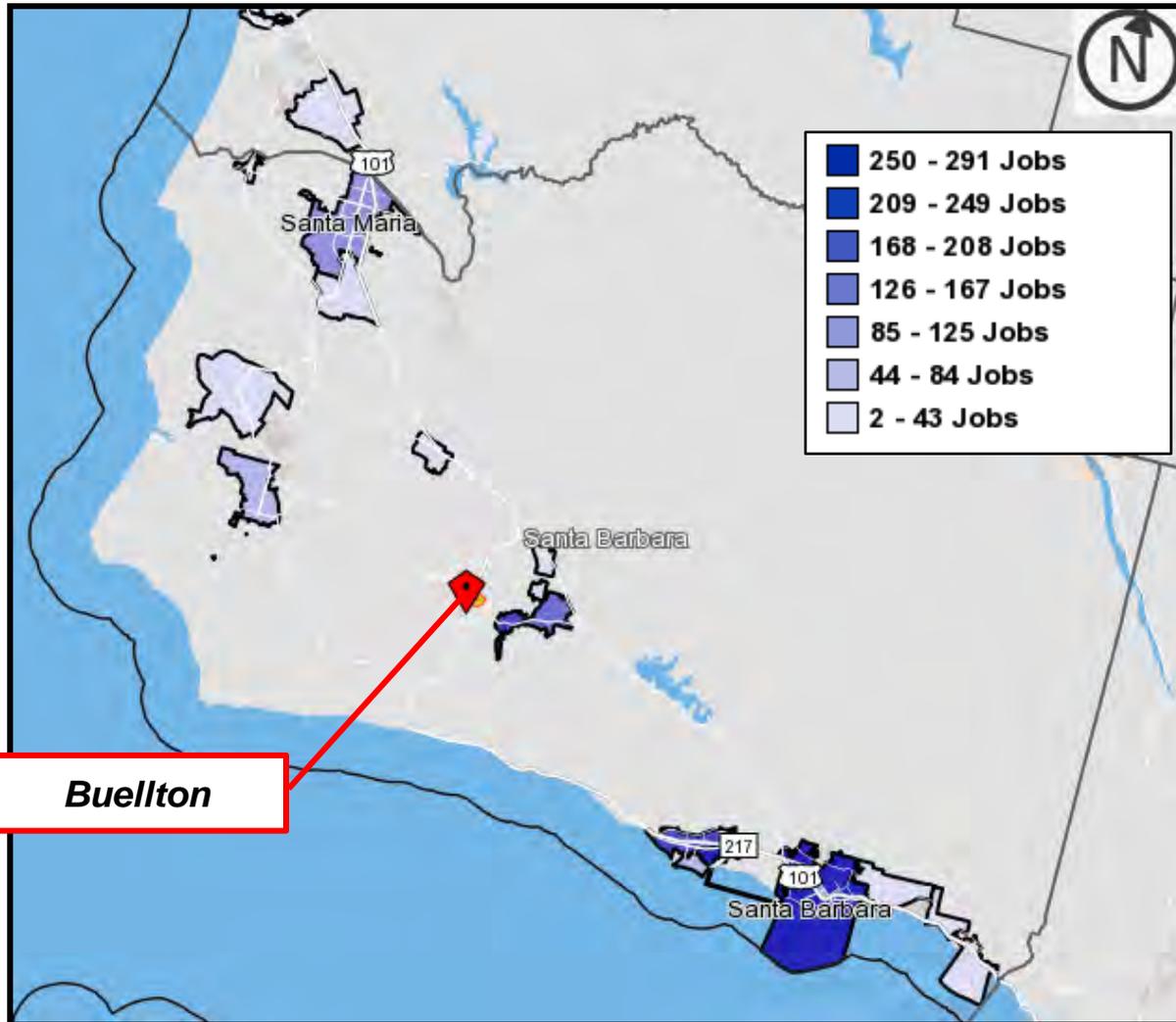
# Employment Concentration Within City



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

# Resident Workplace Location

## *“Where City Residents Work”*

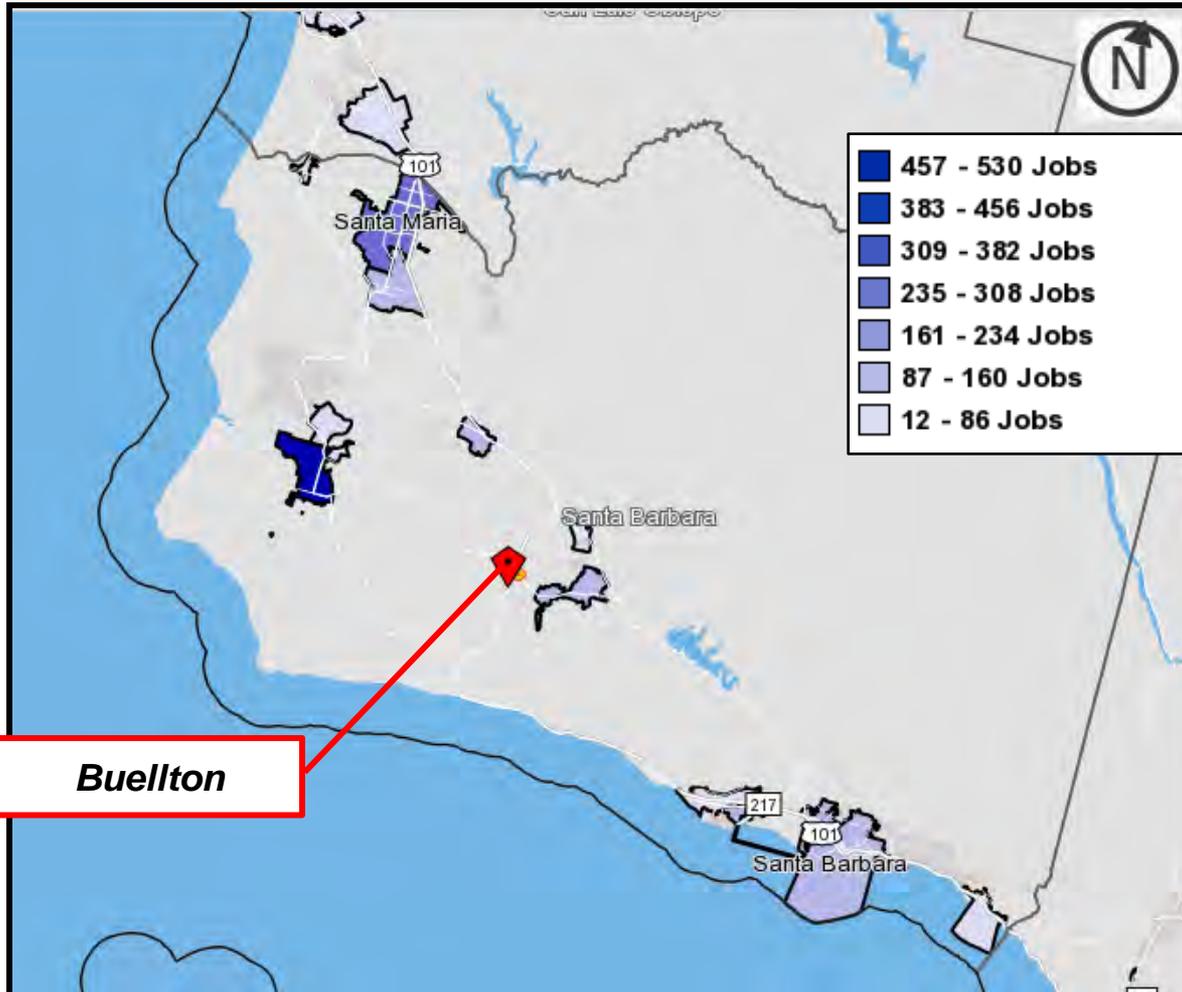


Location	Percent
Buellton	17.2%
Santa Barbara	13.3%
Goleta	11.4%
Solvang	11.2%
Santa Ynez CDP	8.5%
Santa Maria	6.0%
Lompoc	3.4%
Isla Vista CDP	3.0%
Los Olivos CDP	2.4%
San Luis Obispo	2.3%
Orcutt CDP	1.1%
Los Alamos CDP	0.8%
Arroyo Grande	0.6%
Montecito CDP	0.6%
Ballard CDP	0.5%
Vandenberg AFB CDP	0.4%
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”*

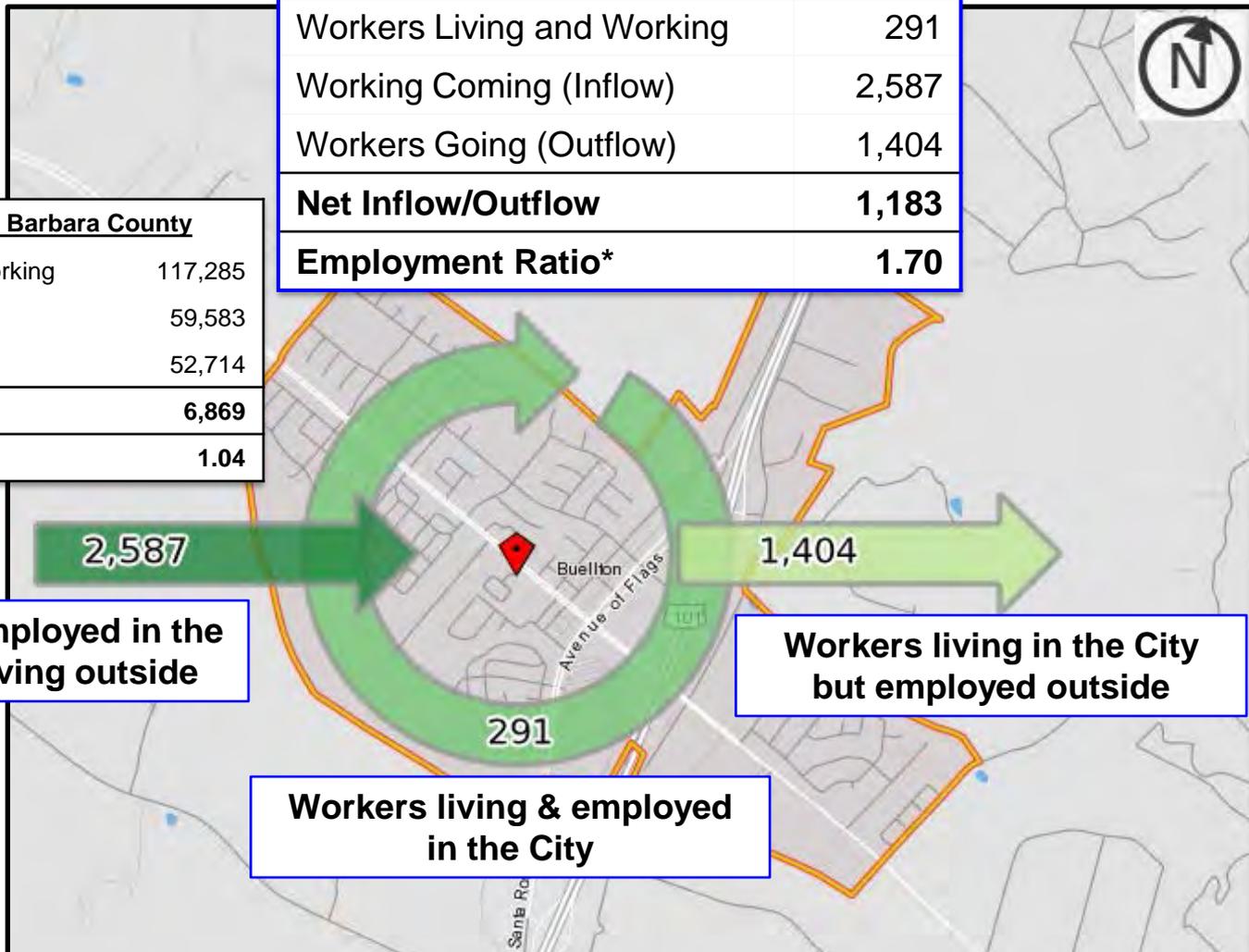


Location	Percent
Lompoc	18.4%
Buellton	10.1%
Santa Maria	8.6%
Solvang	5.5%
Orcutt CDP	4.0%
Los Alamos CDP	3.8%
Santa Ynez CDP	3.4%
Santa Barbara	3.3%
Vandenberg Village CDP	1.8%
Los Angeles	1.6%
Mission Hills CDP	1.5%
Goleta	1.1%
Atascadero	1.0%
San Luis Obispo	1.0%
Paso Robles	0.9%
Nipomo CDP	0.8%
Oxnard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

**Workers employed in the City but living outside**

**Workers living in the City but employed outside**

**Workers living & employed in the City**

**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*

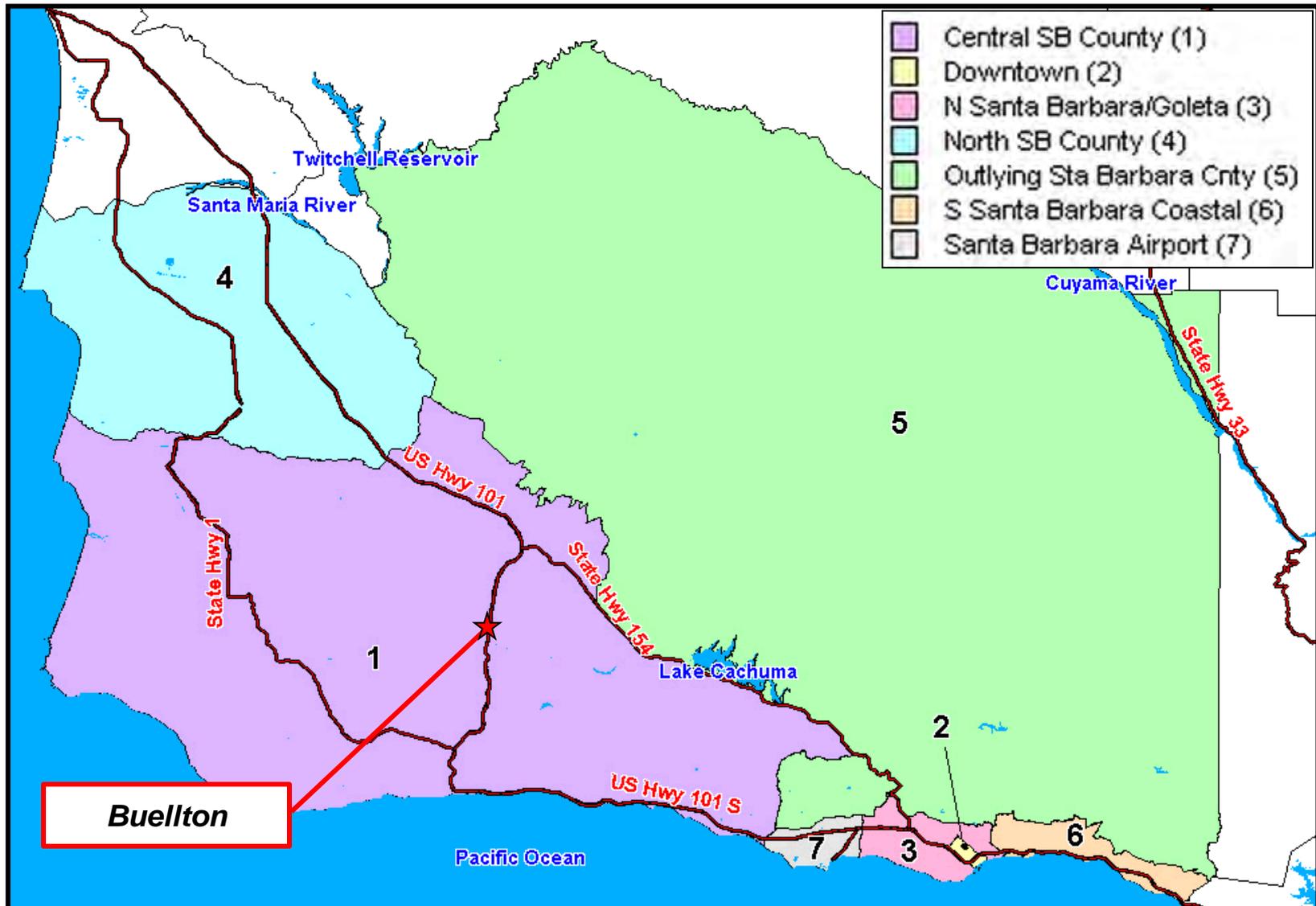
*(Retail, Industrial & Office Uses)*

# 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

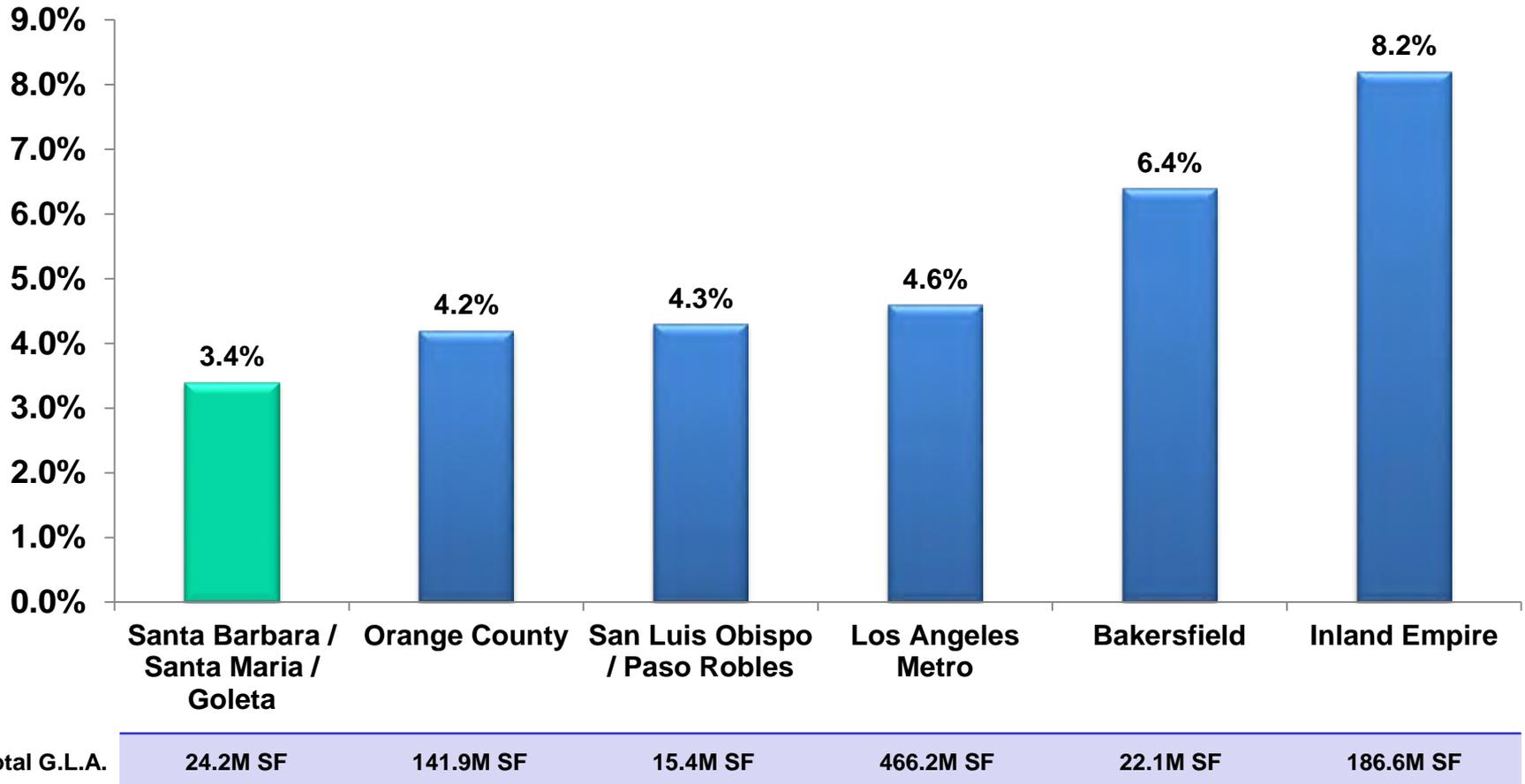
# Santa Barbara Market Overview



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

# Retail Vacancy by Market

## Retail Vacancy (Q4 2015)

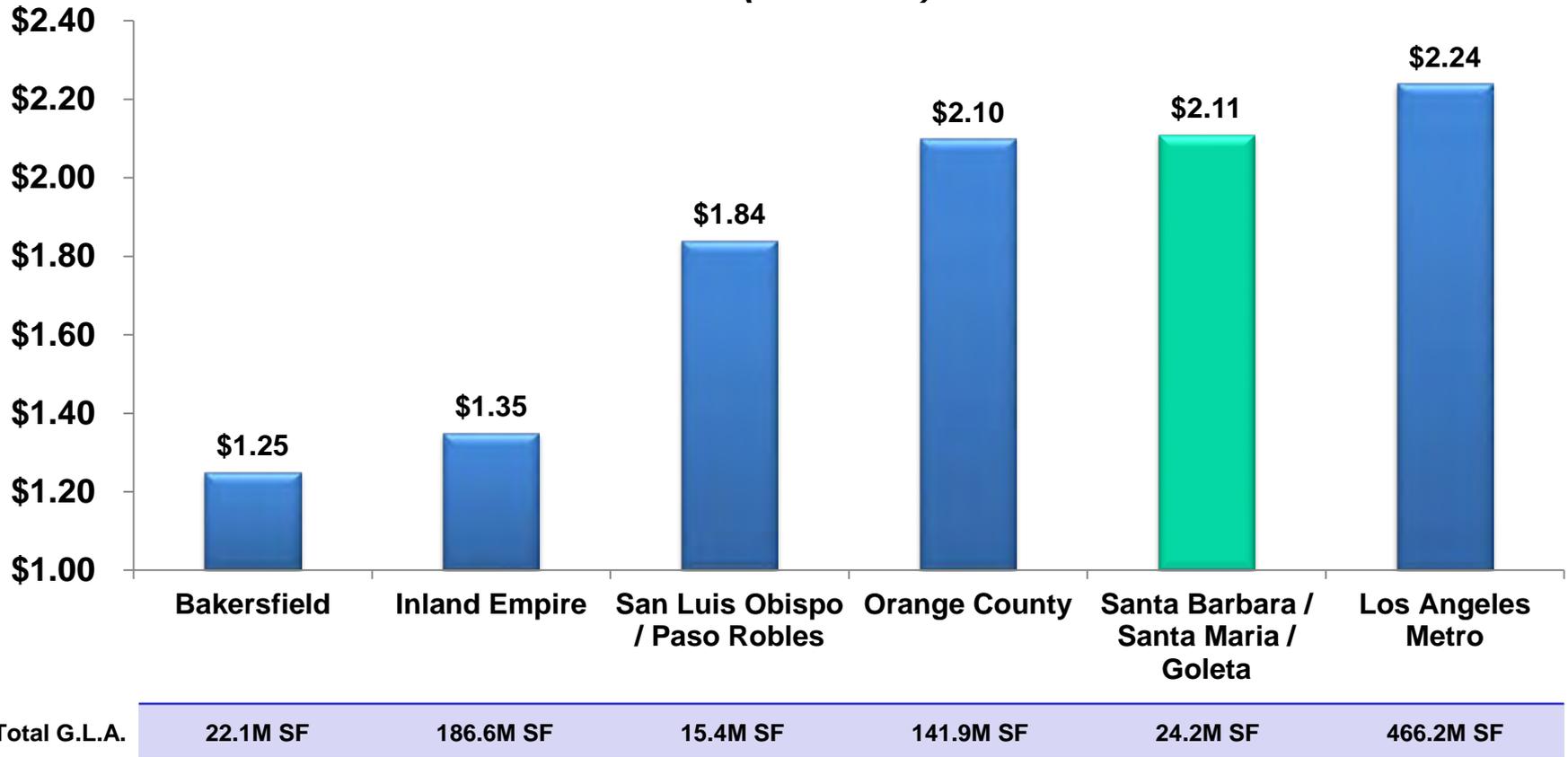


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Retail Lease Rates by Market

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

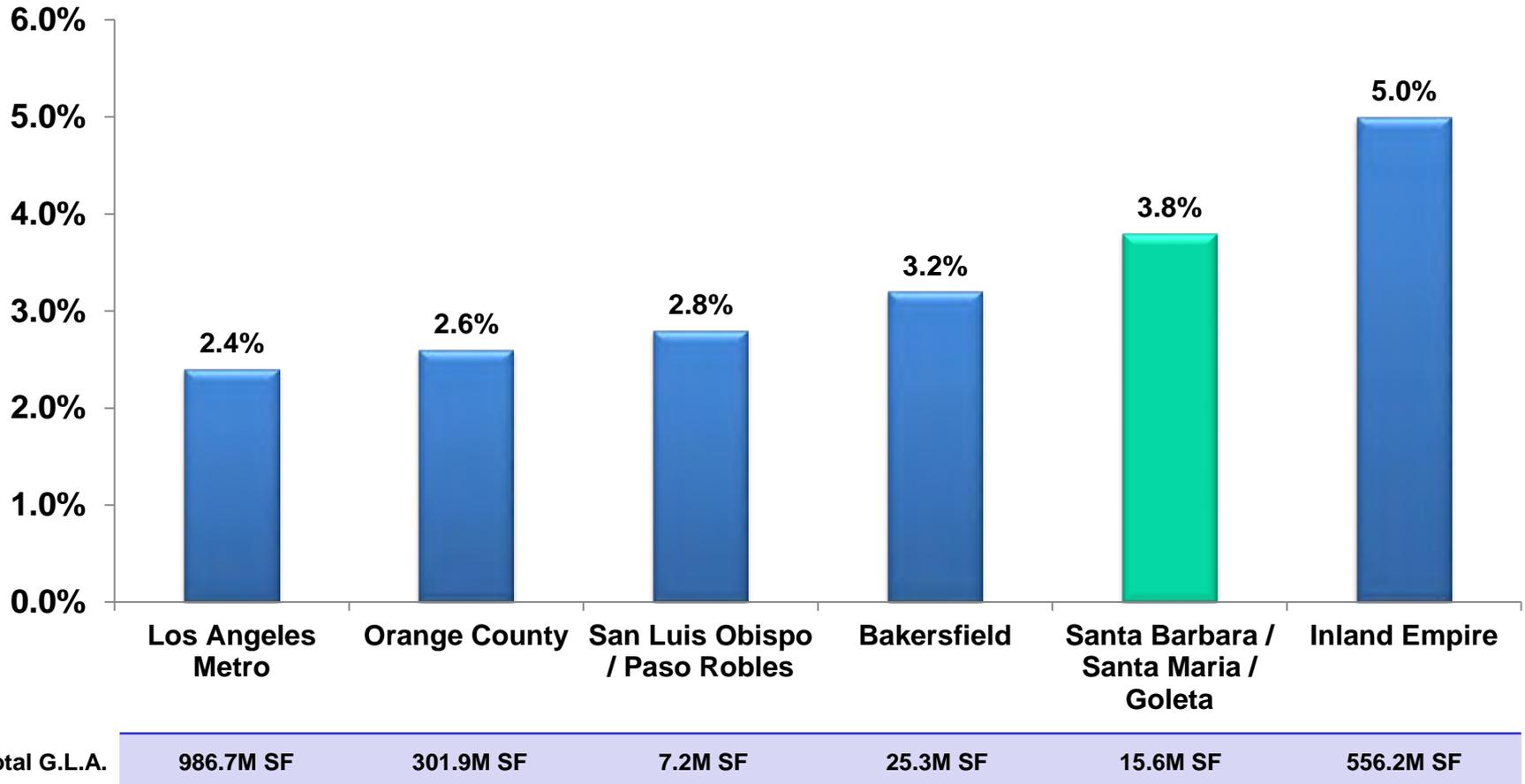


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Industrial Vacancy by Market

## Industrial Vacancy (Q4 2015)

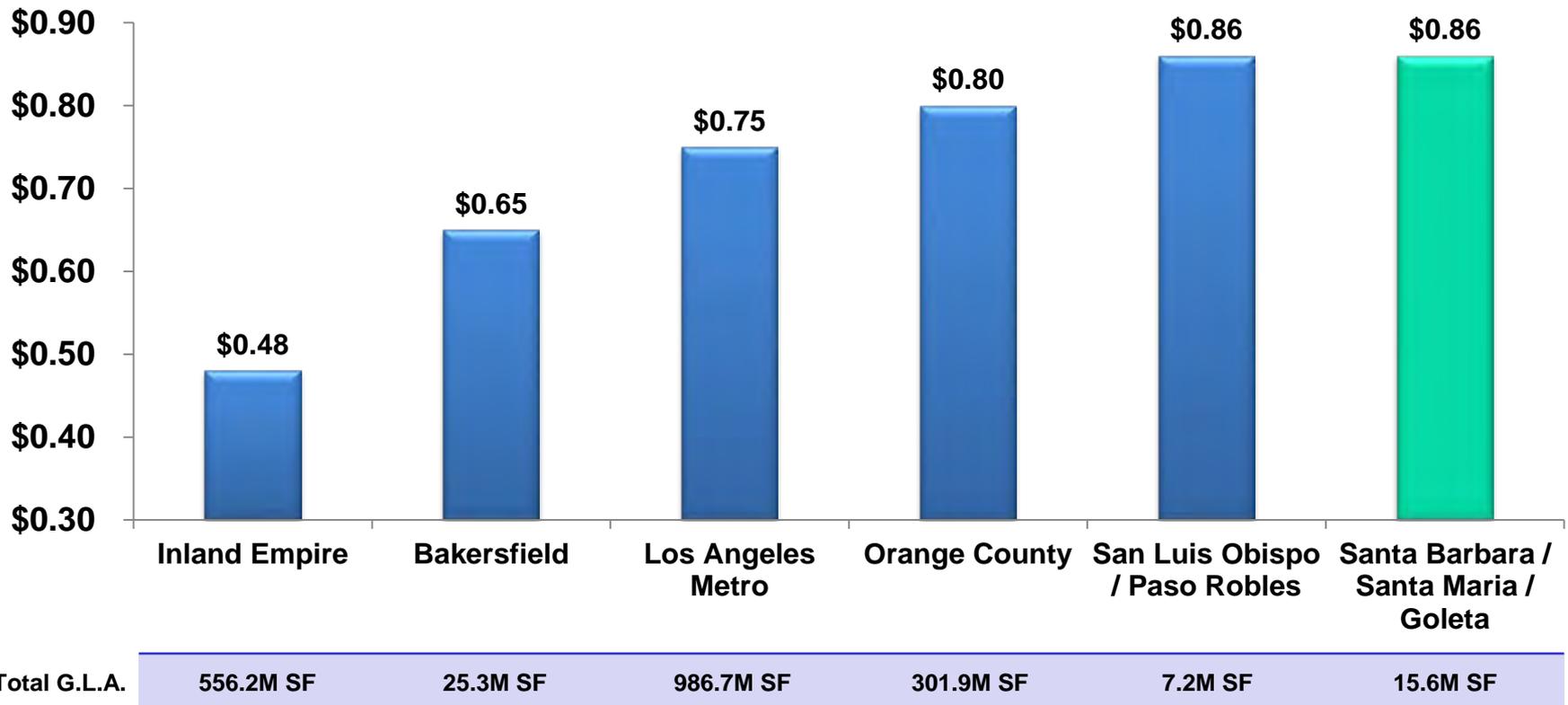


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Industrial Lease Rates by Market

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

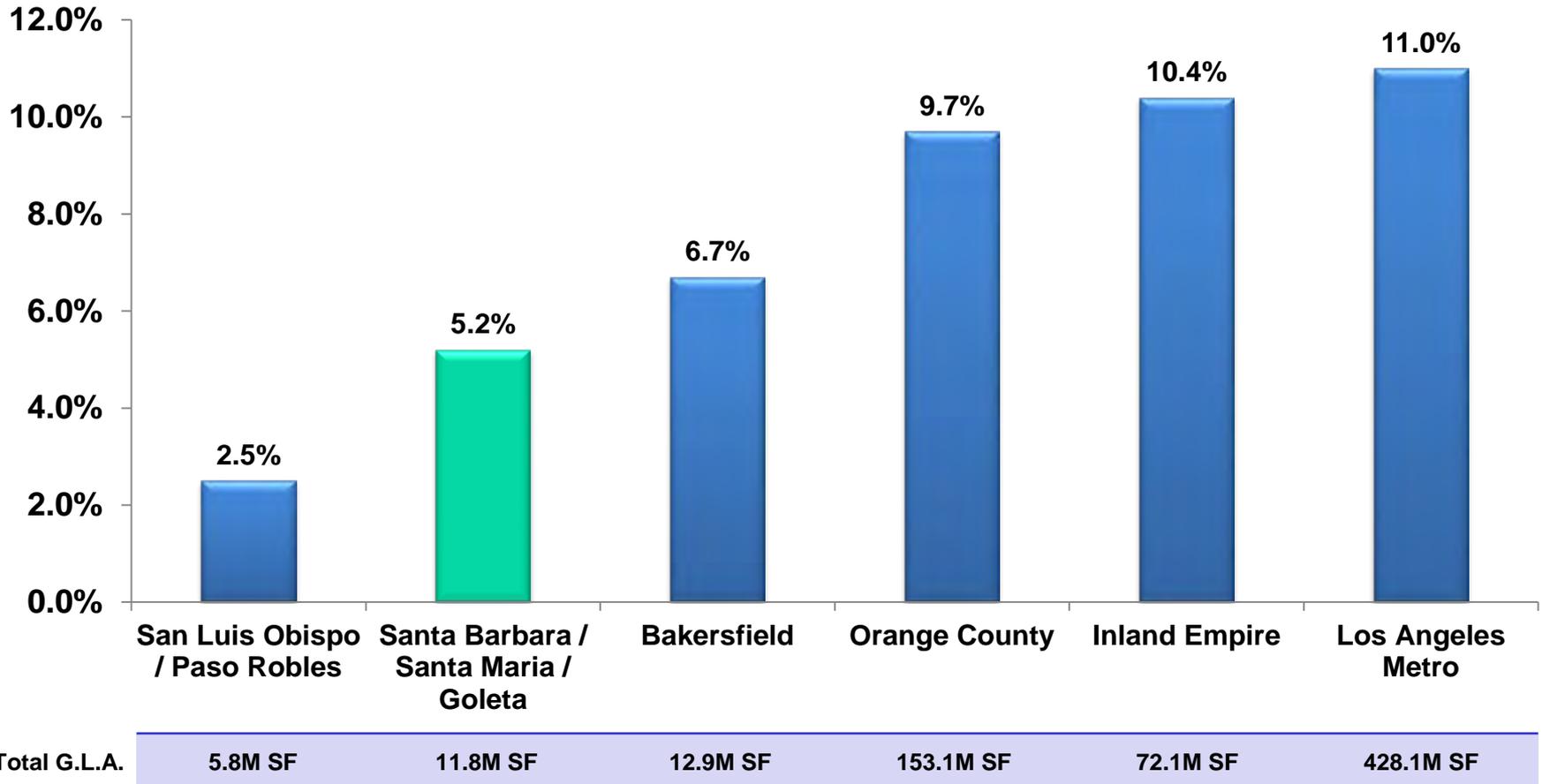


G.L.A. = Gross Leasable Area

Source: CoStar Property (Q4 2015)

# Office Vacancy by Market

## Office Vacancy (Q4 2015)

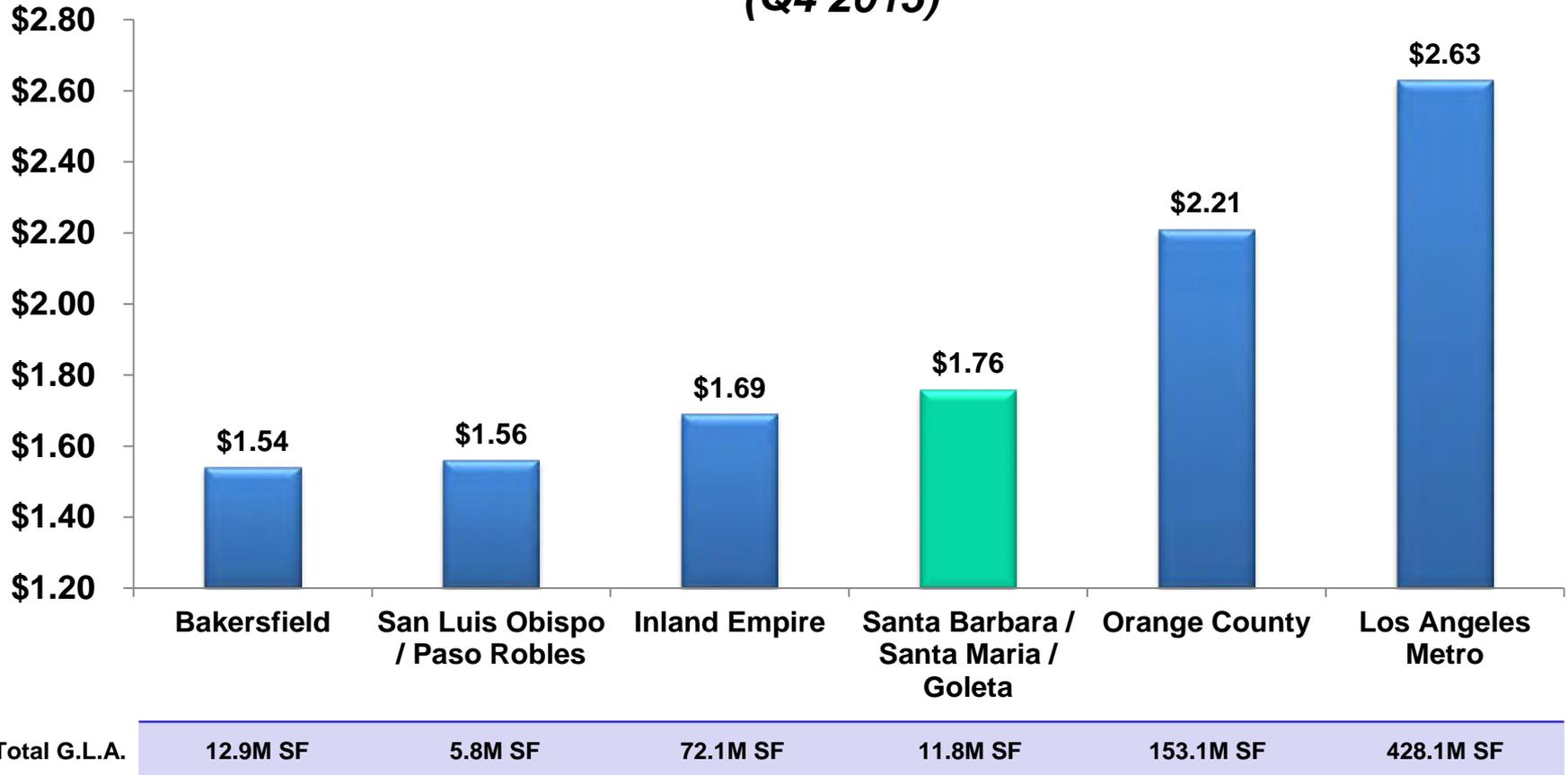


G.L.A. = Gross Leasable Area

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)

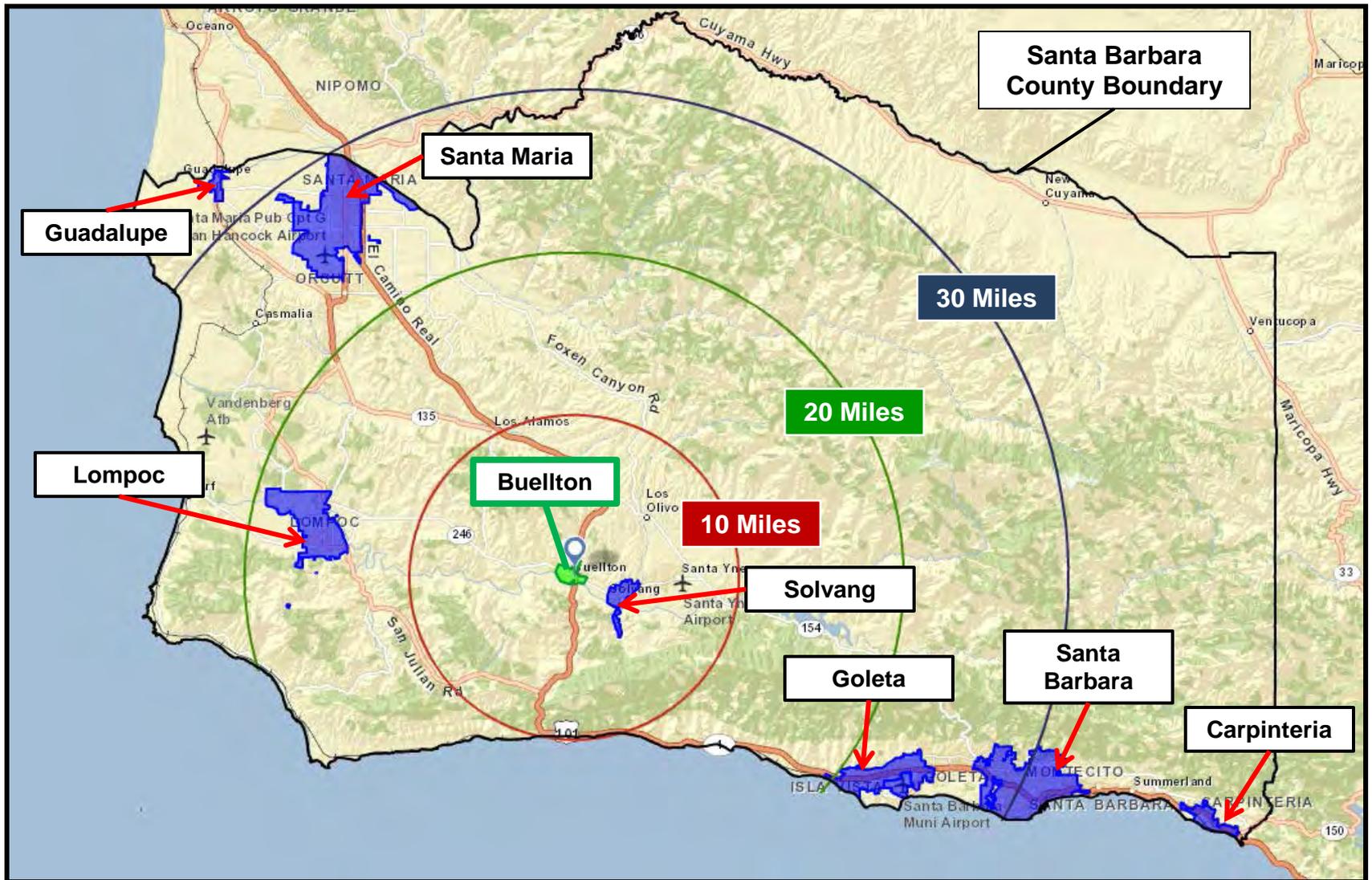
# Market Demand Analysis

*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)

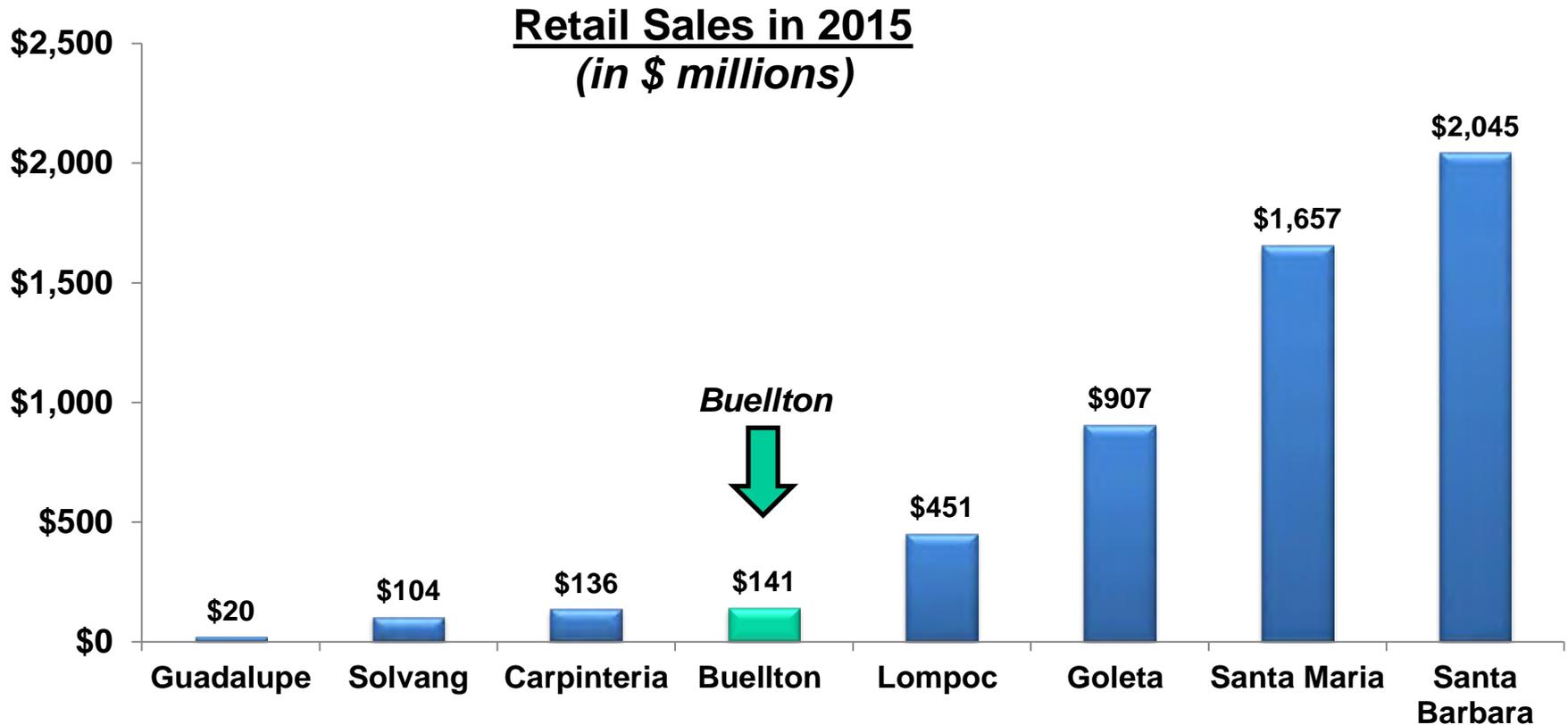
# Buellton & Comparison Cities



Source: ESRI (2016)

# Retail Sales Comparison

## *Buellton & Comparison Cities*



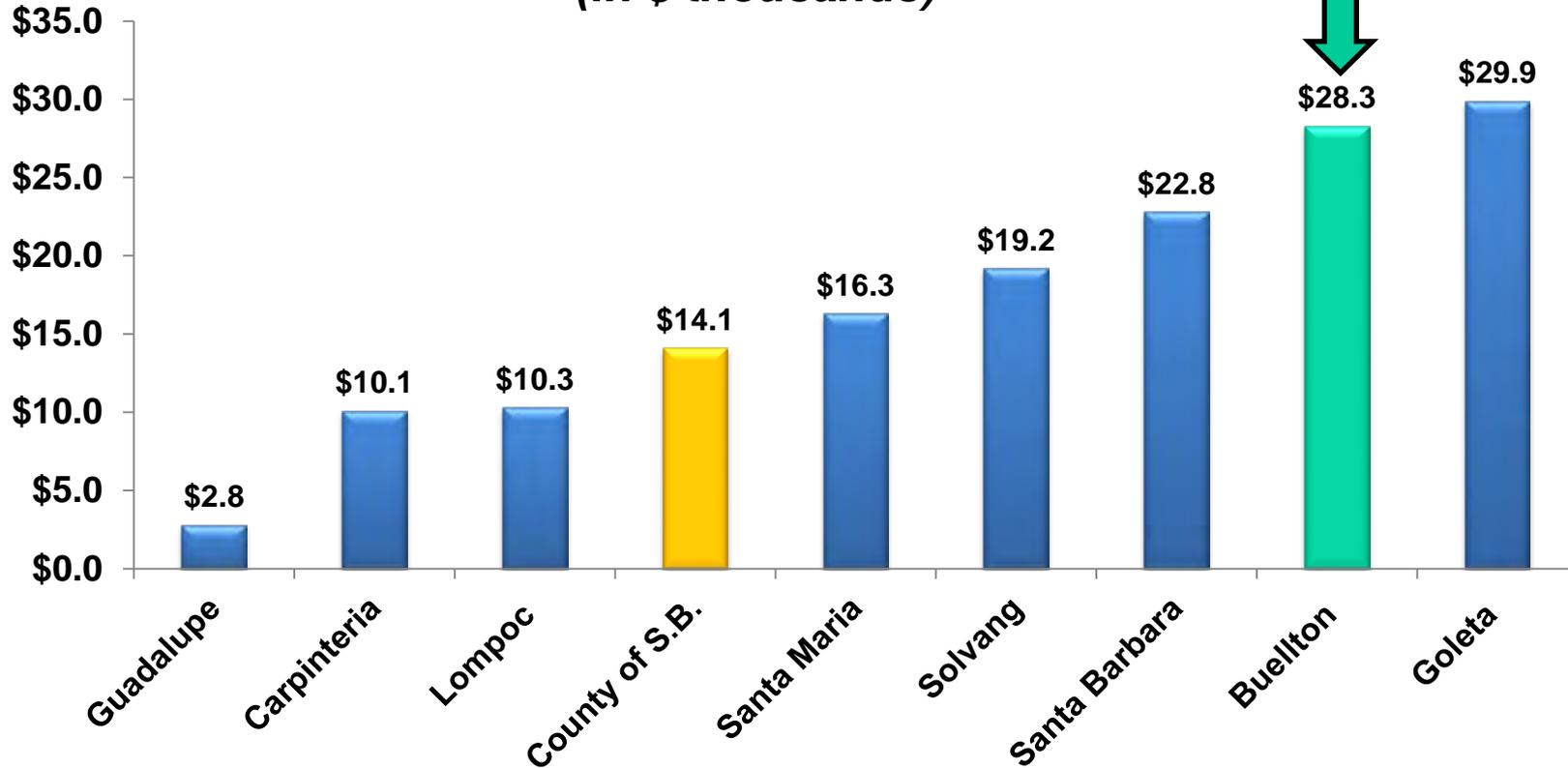
**2015 Population (000s):**

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)

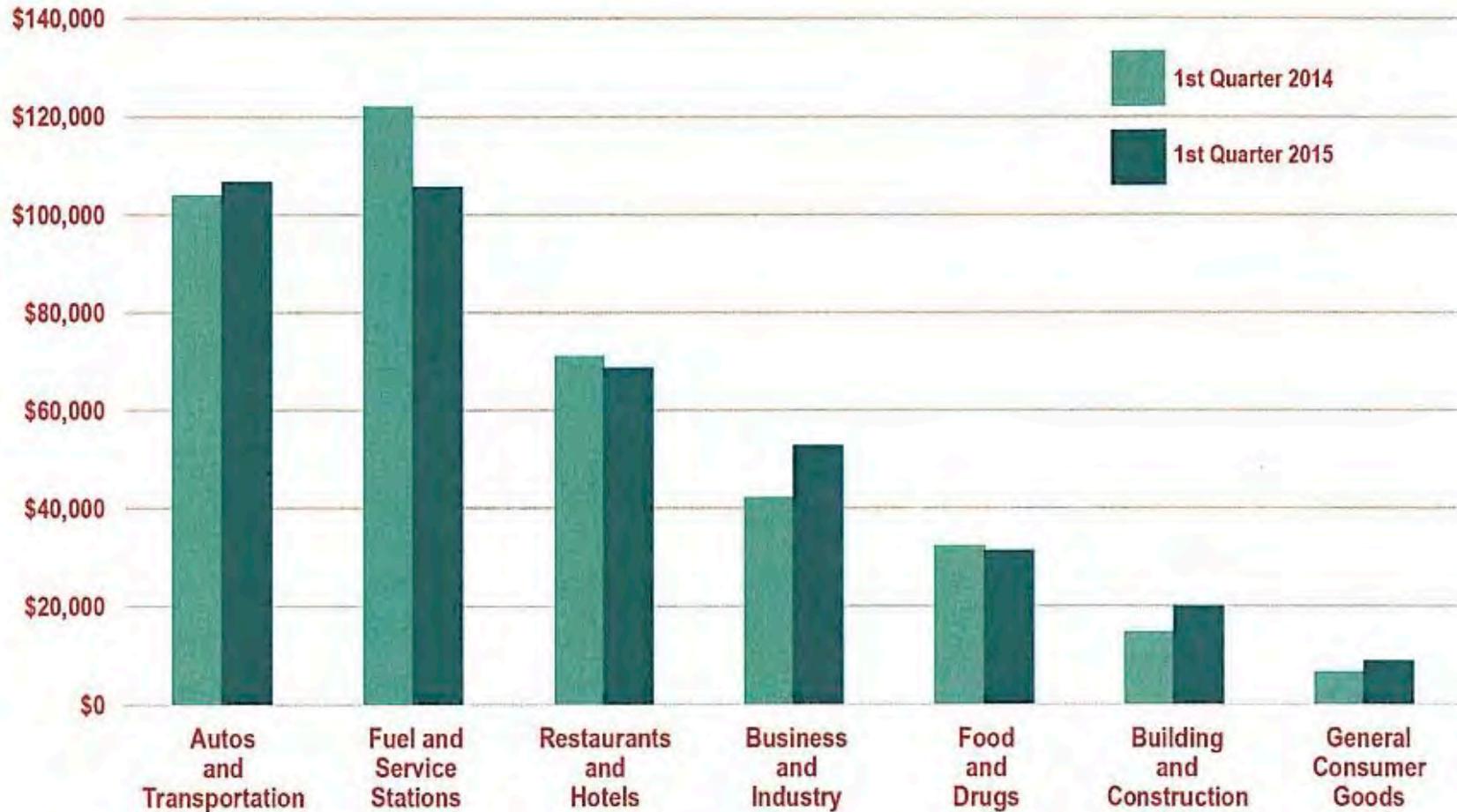


**2015 Population (000s):**



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	

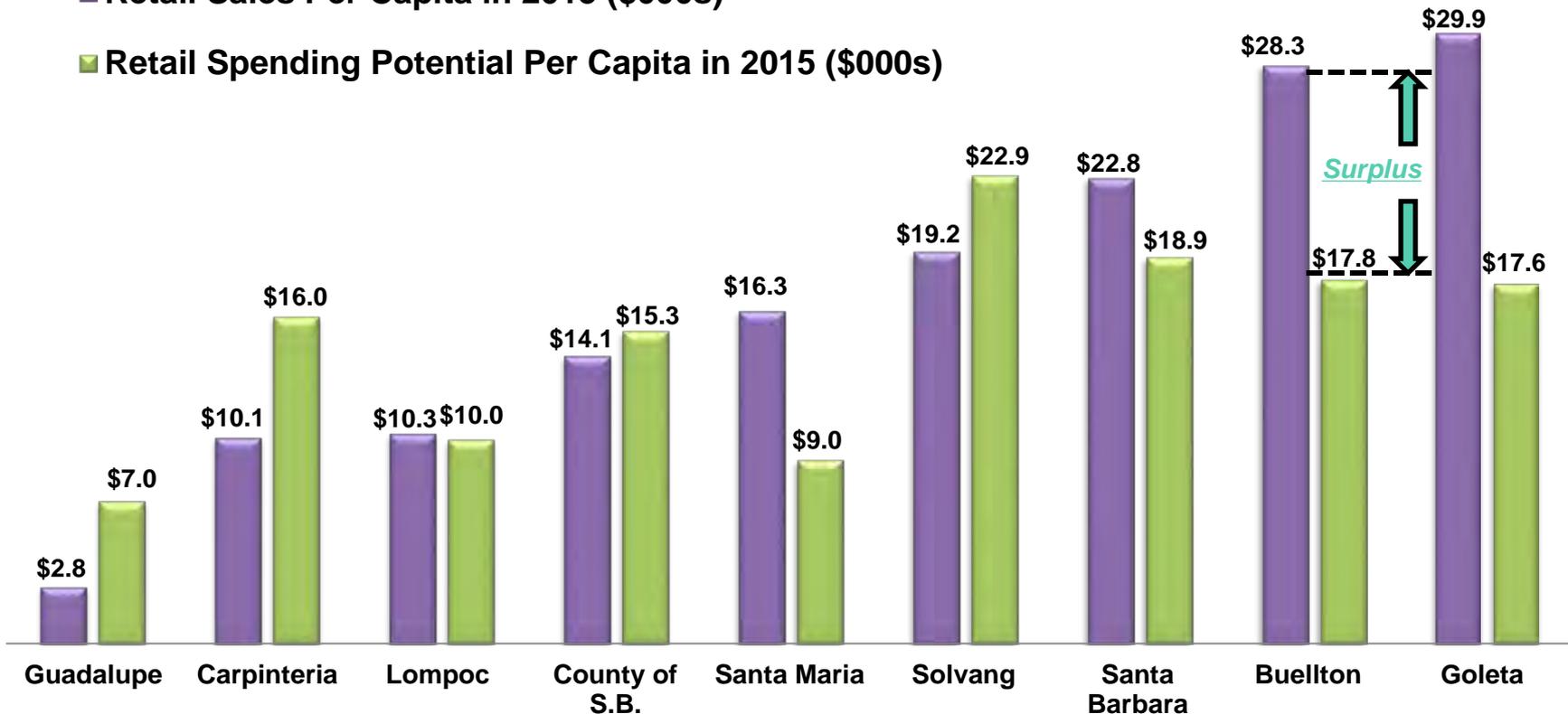
Source: City of Buellton "2015 Comprehensive Annual Financial Report"

# 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>

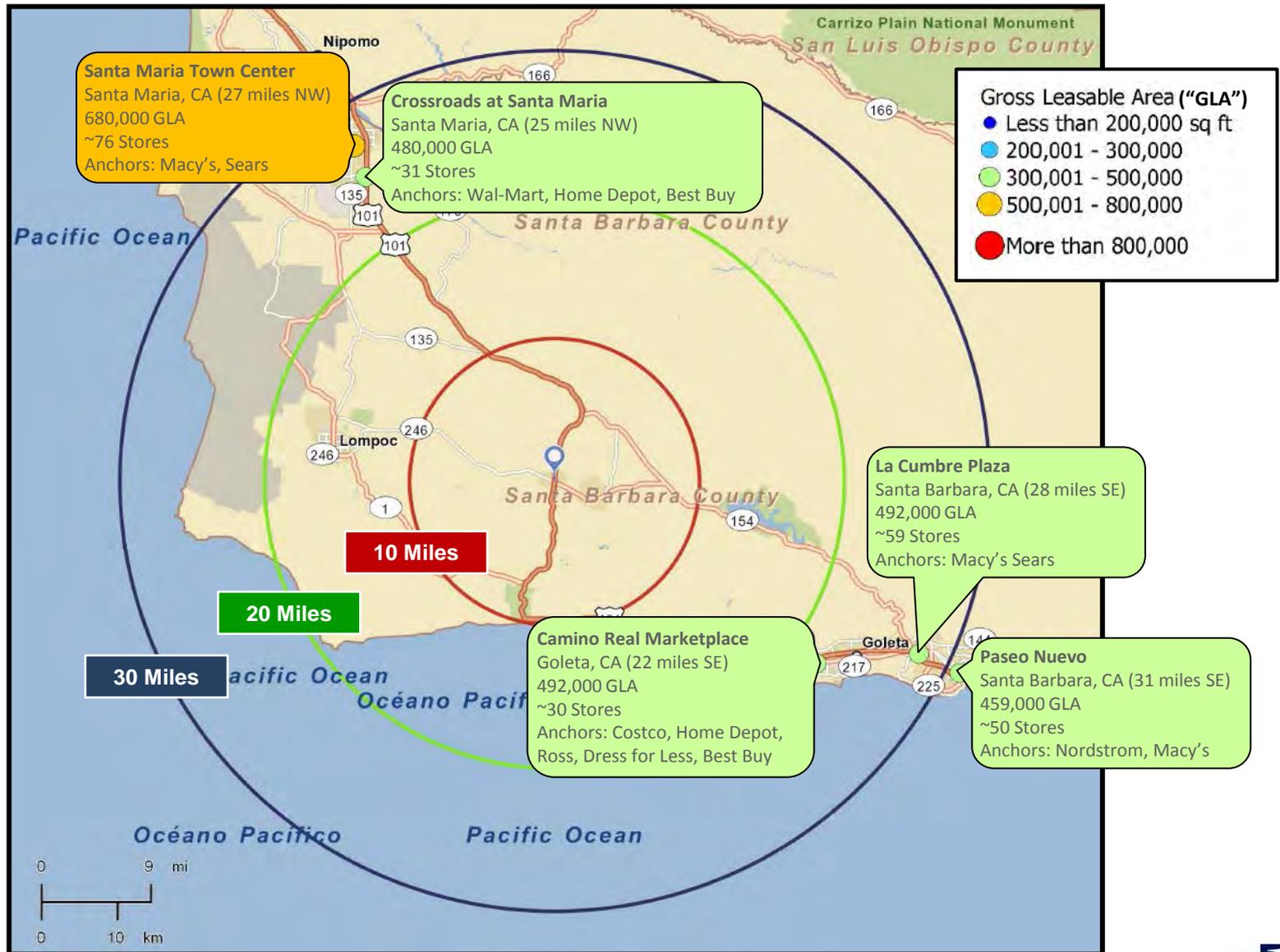
**Source:** General Plan 2025 Economic Development Element; Buellton Planning 101; Buellton Vision Plan; 2008 CALED Study; Kosmont meetings with Community Stakeholders

# Trade Area Retailer Voids

# Summary: Retailer Voids

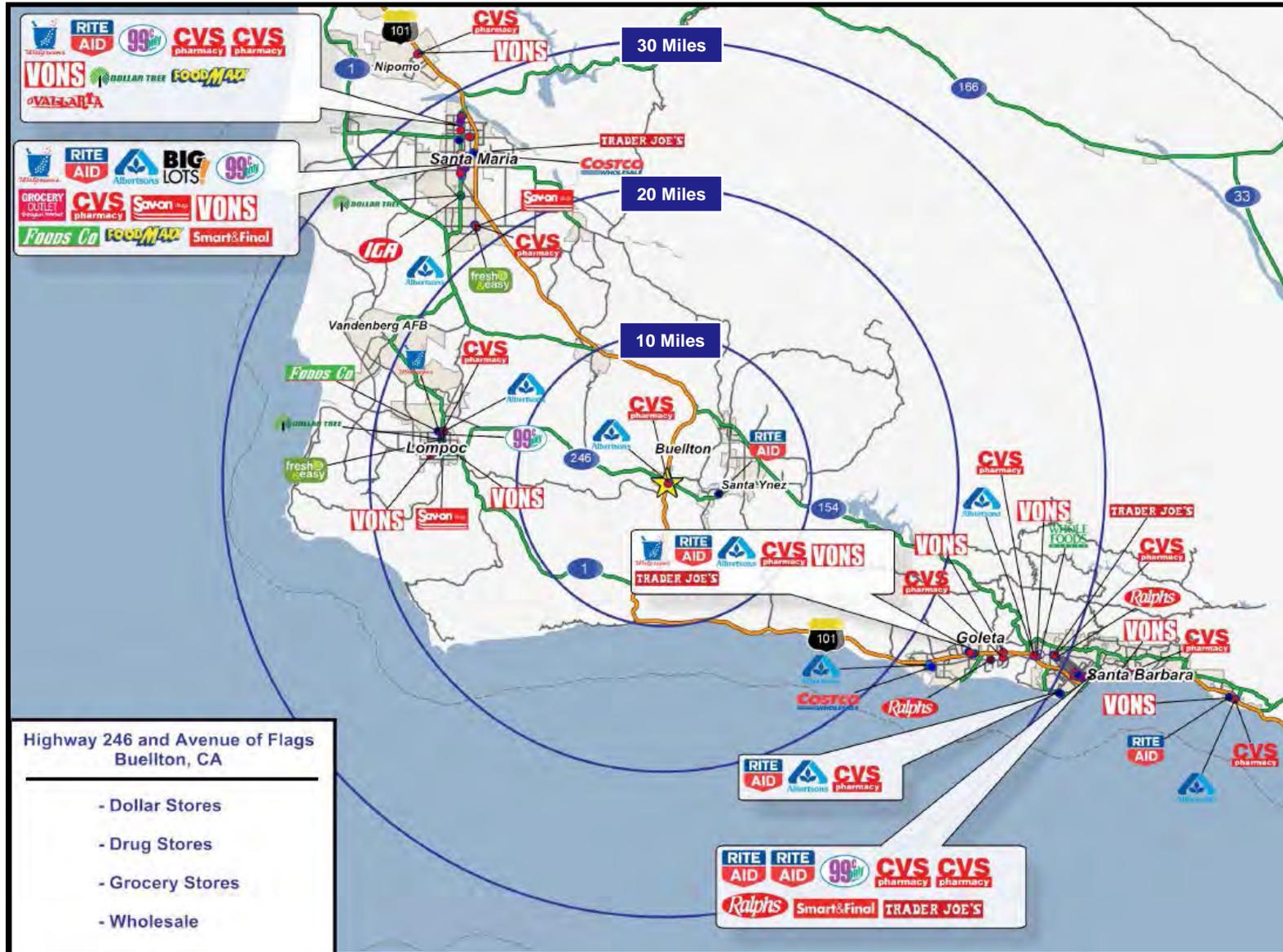
- Retailer voids were evaluated for all major retail categories within the City and larger trade area
- Potential voids were then evaluated based on potential compatibility between trade area characteristics and retailer demographic preferences, as well as current retailer expansion activity
- Potential 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)

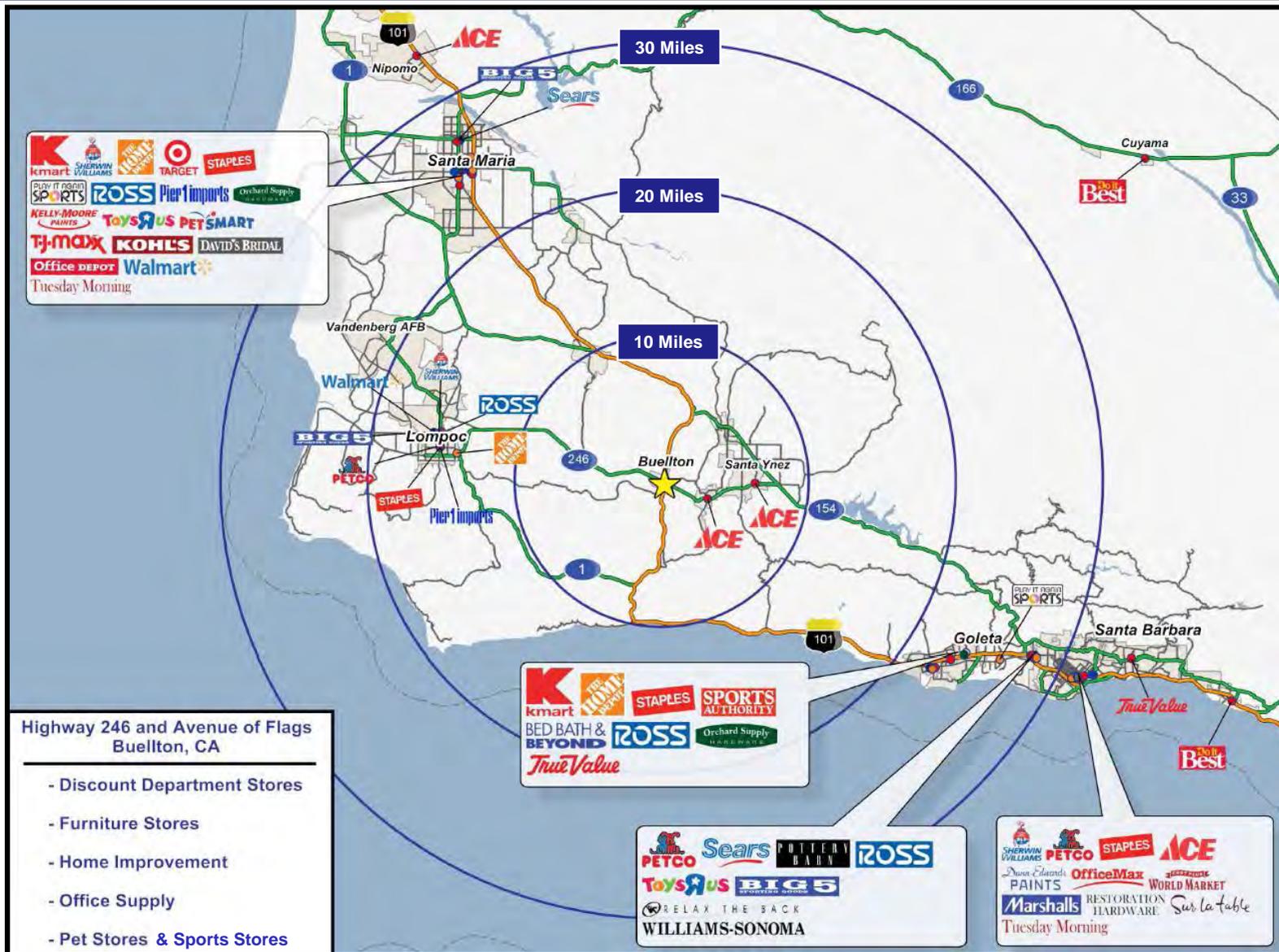
# Retailer Void Concentrations Dollar, Drug, Grocery, Wholesale Stores



Source: Sites USA (2013)

# Retailer Void Concentrations

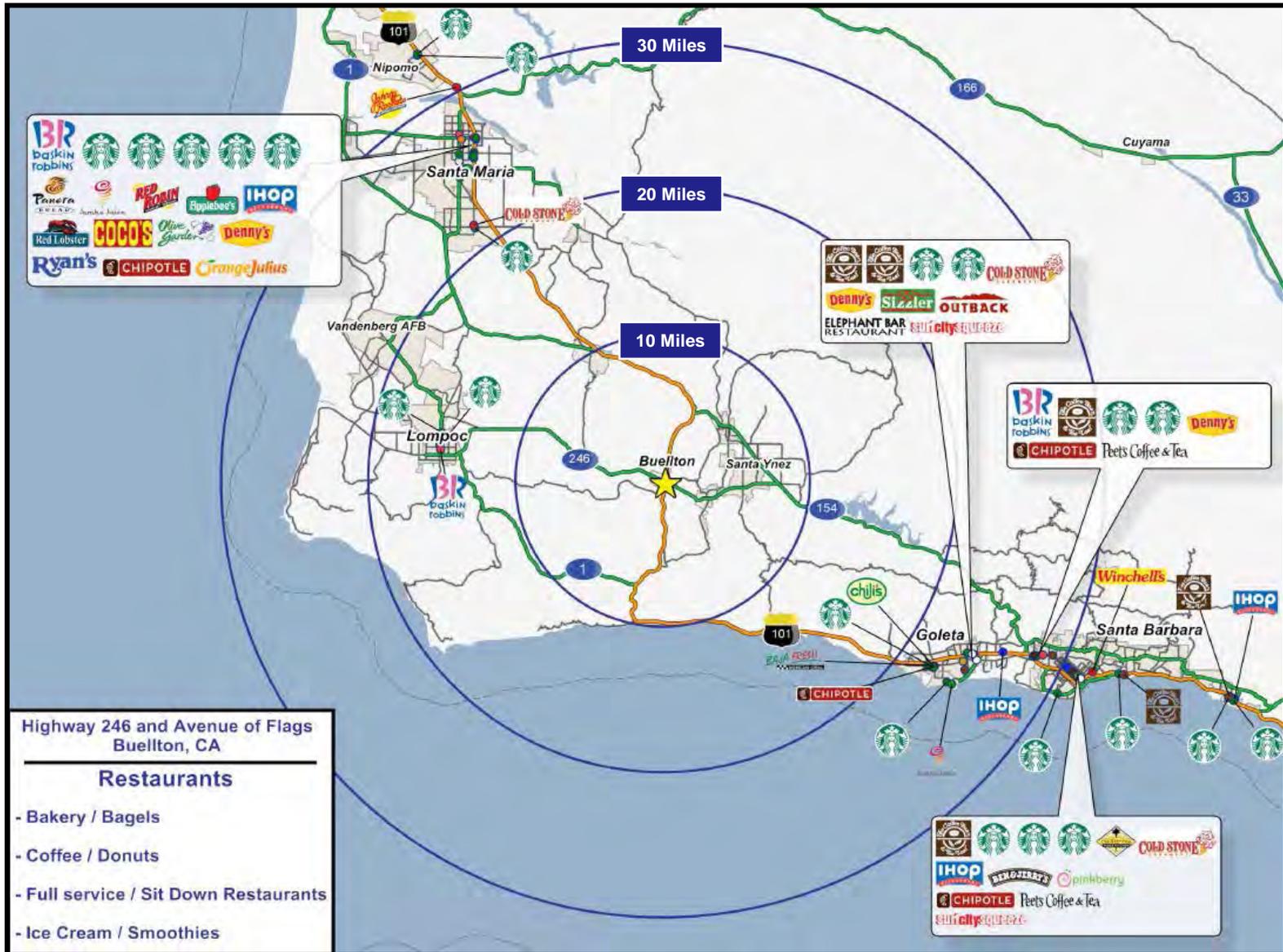
## Discount Dept., Furniture, Home, Office, Pet, Sports



Source: Sites USA (2013)

# Retailer Void Concentrations

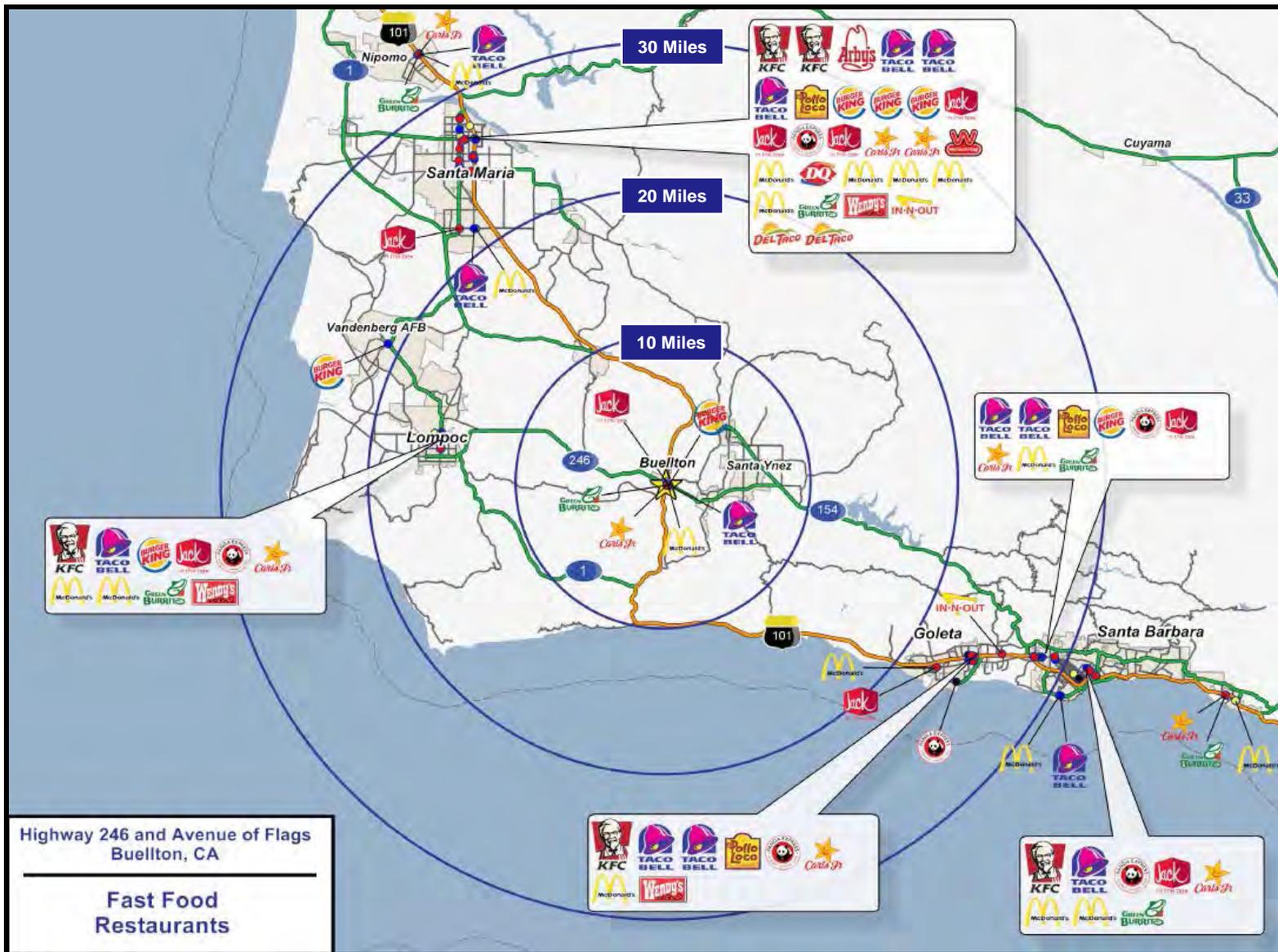
## Casual Restaurants



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

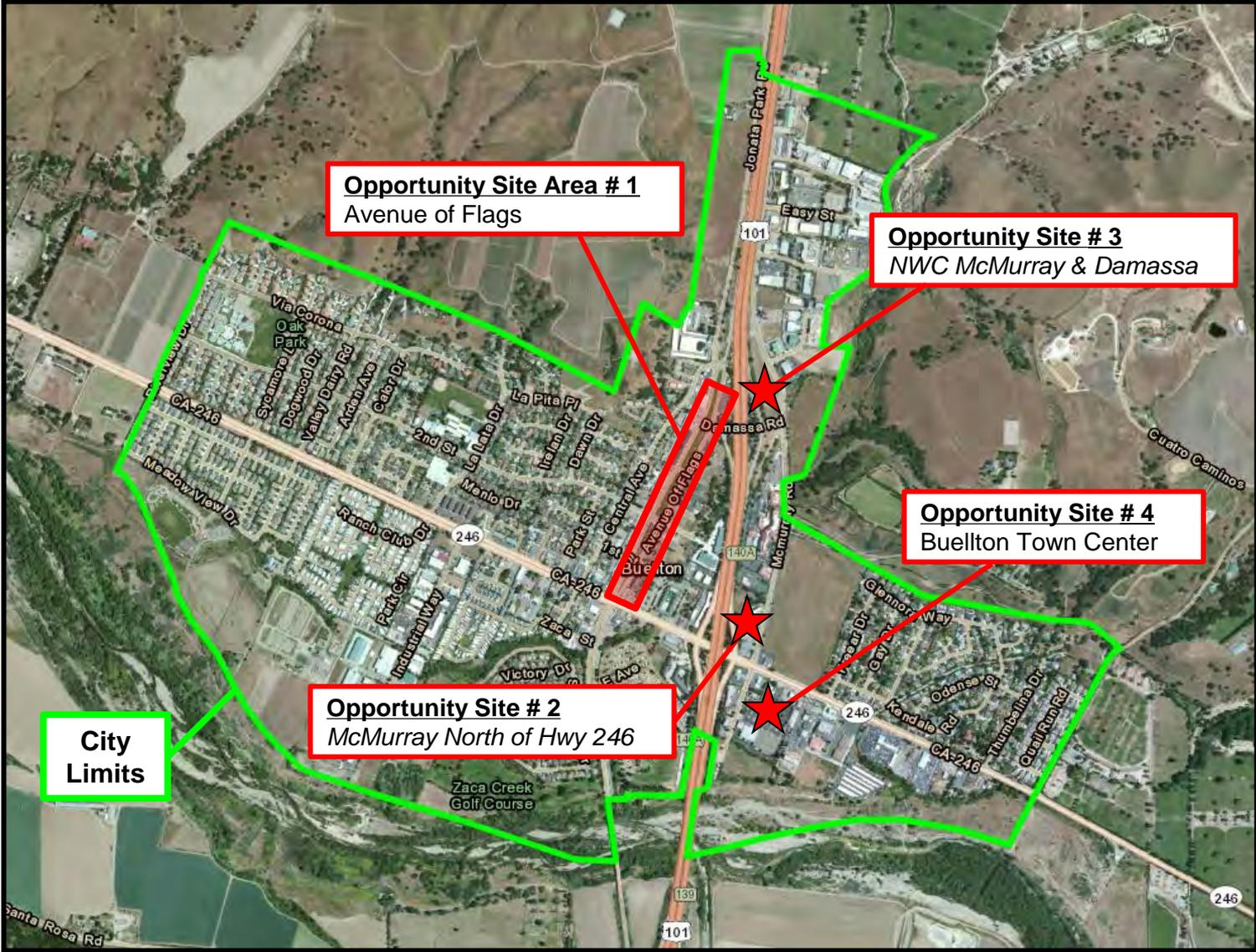
**Source:** Sites USA, Kosmont Companies (2013)

# 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

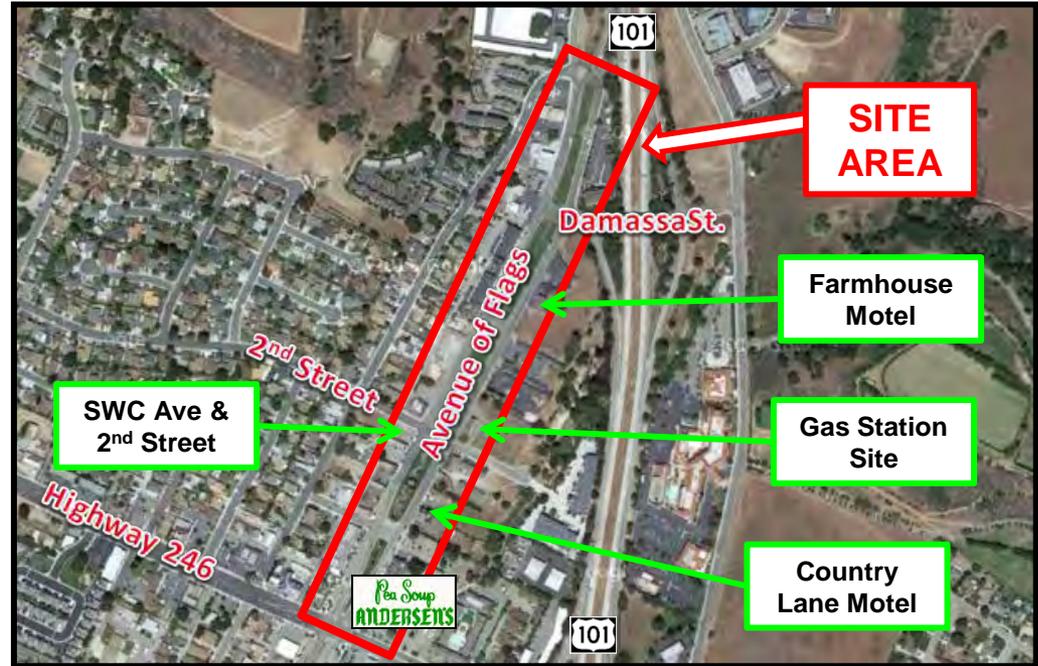


Source: ESRI (2013)

# 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 Ramco

#### 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 Commerce  
(805) 688-7829  
kathy@buellton.org

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## 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:

Ken K. Hira  
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Kathy Vreeland  
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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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An architectural site plan of a campus, oriented vertically. A central orange-colored spine runs north-south, containing several circular courtyards and building footprints. To the left of the spine are various green-colored building footprints and parking areas. To the right, there are more buildings, some with blue roofs, and a large parking lot. The plan includes roads, walkways, and landscaping elements like trees and grass. The overall layout is organized around the central spine.

**APPENDIX B:  
PUBLIC PARKING LOTS, PARKING  
AUTHORITIES & 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 SEPTEMBER 2016**

**Potential City Funded Public Improvements** = Publicly owned construction improvements

**Privately Incentivized Public Improvements** = Public improvements, such as buildings, the City plans to have constructed by Private Developers along the Avenue due to incentives offered by the City.

**PROJECT BASE COSTS**

**ENGINEER'S ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Environmental Research, Reports, Permits, Mitigation, etc.	LS	1
2	Permitting: Dept. Fish & Game, RWQCB, etc.	LS	1

UNIT PRICE	ITEM TOTAL
\$250,000.00	\$250,000.00
\$50,000.00	\$50,000.00

**BASE SUBTOTAL :**

**\$300,000.00**

**PHASE COSTS**

1 Phase 1 (Design, Traffic Calming, and Median 2)  
Privately Incentivized Public Improvements

**SUBTOTAL :**

**\$7,117,625.90**

**SUBTOTAL :**

**\$1,721,250.00**

2 Phase 2 (Median 3 & Median 4 Interim Project)  
Privately Incentivized Public Improvements

**SUBTOTAL :**

**\$4,264,064.44**

**SUBTOTAL :**

**\$2,691,225.00**

3 Phase 3 (Medians 1, 4 & 5)  
Privately Incentivized Public Improvements

**SUBTOTAL :**

**\$2,362,405.50**

**SUBTOTAL :**

**\$1,460,970.00**

**POTENTIAL CITY COST SUBTOTAL :**

**\$13,744,095.84**

**POTENTIAL PRIVATE DEVELOPMENT SUBTOTAL :**

**\$5,873,445.00**

**ALL PHASES SUBTOTAL :**

**\$19,617,540.84**

**TOTAL ESTIMATE:**

**\$19,917,540.84**

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

Phase 1 will include traffic calming to reduce speed limit, install four way stops including signage and pavement markings such as painted crosswalks. It will also include sidewalk installation along the Avenue of Flags frontage creating additional parking, water and sewer main extension to provide services to the median areas, and installation of Median 2 except for the Event Barn which is a Privately Incentivized Public Improvement.

- Potential City Funded Public Improvements** = Publicly owned construction improvements
- Privately Incentivized Public Improvements** = Public improvements the City plans to have constructed by Private Developers along the Avenue due to incentives offered by the City.

**Phase 1 - Traffic Calming Construction Costs**

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	2213

**TOTAL TRAFFIC CALMING EST:**

**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$350,000.00	\$350,000.00
\$65,000.00	\$65,000.00
\$300.00	\$5,400.00
\$20.00	\$44,260.00
<b>\$464,660.00</b>	

**Phase 1 - Frontage Sidewalk Construction Costs**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
5	Remove AC Structural Section	SF	33498
6	Remove Curb and Gutter	LF	3622
7	Install Class II Aggregate Base	TON	558
8	Install PCC Curb & Gutter (A2-6)	LF	3722
9	Install Pervious Pavers	SF	5583
10	Install Curb Ramp	EA	17
11	Install PCC Sidewalk	SF	20471
12	Install Pavement Markings	SF	1177

**TOTAL SIDEWALK EST:**

**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$40.00	\$1,339,920.00
\$9.00	\$32,598.00
\$75.00	\$41,850.00
\$50.00	\$186,100.00
\$45.00	\$251,235.00
\$5,000.00	\$85,000.00
\$10.00	\$204,710.00
\$20.00	\$23,540.00
<b>\$2,164,953.00</b>	

### Phase 1 - Water & Sewer Extension Costs

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
13	Install Storm Drain System	LS	1
14	Install Water System	LS	1
15	Install Sewer System	LS	1

**TOTAL UTILITY CONSTRUCTION EST:**

### ENGINEER'S ESTIMATE

UNIT PRICE	ITEM TOTAL
\$115,000.00	\$115,000.00
\$150,000.00	\$150,000.00
\$185,000.00	\$185,000.00
<b>\$450,000.00</b>	

### Phase 1 - Median 2 Construction Costs

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
16	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1
17	Remove Signs	EA	8
18	Remove Flag Pole	EA	1
19	Remove Light Standard	EA	4
20	Install Storm Drain System	LS	1
21	Install Water System	LS	1
22	Install Electrical System	LS	1
23	Install Irrigation System	LS	1
24	Raise Manhole/Valve Can/Utility Box to Grade	EA	10
25	Install PCC Rolled Curb	LF	1100
26	Install Pervious Concrete (Stamped & Colored)	SF	4400
27	Install AC Pavement	TON	378
28	Install Crosswalk	SF	1000
29	Install Tabled Crosswalk	SF	815
30	Install Signs	EA	8
31	Install Traffic Striping and Pavement Marking	LS	1
32	Install Pedestrian Lighting	EA	24

### ENGINEER'S ESTIMATE

UNIT PRICE	ITEM TOTAL
\$15,000.00	\$15,000.00
\$200.00	\$1,600.00
\$750.00	\$750.00
\$1,250.00	\$5,000.00
\$20,000.00	\$20,000.00
\$30,000.00	\$30,000.00
\$18,000.00	\$18,000.00
\$8,000.00	\$8,000.00
\$750.00	\$7,500.00
\$55.00	\$60,500.00
\$15.00	\$66,000.00
\$110.00	\$41,580.00
\$50.00	\$50,000.00
\$45.00	\$36,675.00
\$300.00	\$2,400.00
\$4,356.00	\$4,356.00
\$8,000.00	\$192,000.00

33	Install Landscaping	LS	1
34	Install Tree Grates	EA	8
35	Install Water Fountain	EA	1
36	Install Trash/Recycle Receptacles	EA	18
37	Install Benches	EA	9
38	Install Bike Racks	EA	2
39	Install Flag Poles	EA	3
40	Install Commercial Driveway	SF	600

\$5,000.00	\$5,000.00
\$1,500.00	\$12,000.00
\$1,500.00	\$1,500.00
\$750.00	\$13,500.00
\$1,250.00	\$11,250.00
\$1,000.00	\$2,000.00
\$5,000.00	\$15,000.00
\$15.00	\$9,000.00

**TOTAL MEDIAN 2 EST:**

**\$628,611.00**

**Phase 1 - Median 2 Privately Incentivized Public Improvement (PIPI) Construction Costs**

41	Event Barn	SF	4050
42	Canopies (3)	EA	3

**ENGINEER'S ESTIMATE**

\$300.00	\$1,215,000.00
\$20,000.00	\$60,000.00

**SUBTOTAL PIPI EST:**

**\$1,275,000.00**

**CONTINGENCY (20%):**

**\$255,000.00**

**CONSTRUCTION MANAGEMENT (15%):**

**\$191,250.00**

**Potential Private Development:**

**\$1,721,250.00**

**SUBTOTAL PHASE 1 CONSTRUCTION:**

**\$3,708,224.00**

**CONTINGENCY (20%):**

**\$741,644.80**

**CONSTRUCTION MANAGEMENT (15%):**

**\$556,233.60**

**Potential City Funded Cost:**

**\$5,006,102.40**

**TOTAL MEDIAN 1 ESTIMATE :**

**\$6,727,352.40**

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

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Design Phase 1 - Traffic Calming, Sidewalks, Utility Extension, Median 2	LS	1
2	Design Phase 2 - Median 3	LS	1
3	Design Phase 2 - Median 4 Interim Project (Estimated <25%)	LS	1
4	Design Phase 3 - Median 1	LS	1
5	Design Phase 3 - Median 4	LS	1
6	Design Phase 3 - Median 5	LS	1

**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$927,056.00	\$927,056.00
\$726,985.00	\$726,985.00
\$20,000.00	\$20,000.00
\$122,937.50	\$122,937.50
\$250,626.25	\$250,626.25
\$63,918.75	\$63,918.75
<b>\$2,111,523.50</b>	

**TOTAL PHASE 1 DESIGN ESTIMATE :****POTENTIAL CITY FUNDED COST:****POTENTIAL PRIVATE DEVELOPMENT :****\$7,117,625.90****\$1,721,250.00****TOTAL PHASE 1 ESTIMATE :****\$8,838,875.90**

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

Phase 2 consists of the complete construction of Medians 3. Construction includes completing the underground infrastructure such as sewer, water, and storm drain system to elements to be constructed on the median. Widening of the median, along with installation of numerous elements such as stamped concrete roadways, site furnishings, parking and landscape features are also included in this phase. In addition to Median 3, an interim project will be constructed on Median 4 to begin improvements there to match the desires of the Specific Plan. The final design of Median 4 will be completed as part of Phase 3. Completion of trail improvements along Zaca Creek are included in this phase as well.

**Potential City Funded Public Improvements** = Publicly owned construction improvements

**Privately Incentivized Public Improvements** = Public improvements the City plans to have constructed by Private Developers along the Avenue due to incentives offered by the City.

**Phase 2 - MEDIAN 3**

**ENGINEER'S ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Mobilization, Bonds & Insurance	LS	1
2	Project Safety & Traffic Control Plan	LS	1
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1
4	Clearing and Grubbing	SF	37300
5	Excavation and Grading	CY	1950
6	Remove Signs	EA	6
7	Remove Flag Pole	EA	1
8	Remove Light Standard	EA	5
9	Remove AC Structural Section	SF	20181
10	Remove Curb	LF	1100
11	Install Storm Drain System	LS	1
12	Install Water System	LS	1
13	Install Sewer System	LS	1
14	Install Electrical System	LS	1

UNIT PRICE	ITEM TOTAL
\$250,000.00	\$250,000.00
\$60,000.00	\$60,000.00
\$20,000.00	\$20,000.00
\$1.00	\$37,300.00
\$17.00	\$33,150.00
\$200.00	\$1,200.00
\$750.00	\$750.00
\$1,250.00	\$6,250.00
\$40.00	\$807,240.00
\$6.00	\$6,600.00
\$50,000.00	\$50,000.00
\$15,000.00	\$15,000.00
\$15,000.00	\$15,000.00
\$20,000.00	\$20,000.00

### Phase 2 - MEDIAN 3

### ENGINEER'S ESTIMATE

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
15	Install Irrigation System	LS	1
16	Grade Trail	LF	500
17	Raise Manhole/Valve Can/Utility Box to Grade	EA	15
18	Install Class II Aggregate Base	TON	492
19	Install PCC Rolled Curb	LF	1100
20	Install Curb Ramp	EA	6
21	Install ADA Ramp w/ Handrail	EA	1
22	Install Block Retaining Wall	LF	111
23	Install Pervious Concrete (Stamped & Colored)	SF	58610
24	Install Crosswalk	SF	2000
25	Install Tabled Crosswalk	SF	815
26	Install Bollards	EA	20
27	Install Signs	EA	12
28	Install Traffic Striping and Pavement Marking	LS	1
29	Install Pedestrian Lighting	EA	18
30	Install Landscaping	LS	1

UNIT PRICE	ITEM TOTAL
\$20,000.00	\$20,000.00
\$115.00	\$57,500.00
\$750.00	\$11,250.00
\$75.00	\$36,900.00
\$55.00	\$60,500.00
\$5,000.00	\$30,000.00
\$18,000.00	\$18,000.00
\$225.00	\$24,975.00
\$15.00	\$879,150.00
\$50.00	\$100,000.00
\$45.00	\$36,675.00
\$2,000.00	\$40,000.00
\$300.00	\$3,600.00
\$650.00	\$650.00
\$8,000.00	\$144,000.00
\$20,000.00	\$20,000.00

**Phase 2 - MEDIAN 3**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
31	Install Split Rail Fence	LF	500
32	Install Tree Grates	EA	6
33	Install Water Fountain	EA	1
34	Install Trash/Recycle Receptacles	EA	18
35	Install Benches	EA	9
36	Install Bike Racks	EA	2
37	Install Flag Poles	EA	3

**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$100.00	\$50,000.00
\$1,500.00	\$9,000.00
\$1,500.00	\$1,500.00
\$750.00	\$13,500.00
\$1,250.00	\$11,250.00
\$1,000.00	\$2,000.00
\$5,000.00	\$15,000.00
<b>SUBTOTAL:</b>	
	<b>\$2,907,940.00</b>
<b>CONTINGENCY (20%):</b>	
	<b>\$581,588.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	
	<b>\$436,191.00</b>
<b>Potential City Funded Cost:</b>	
	<b>\$3,925,719.00</b>

**Phase 2 - Median 3 Privately Incentivized Public Improvement (PIPI) Construction Costs**

40	Junction Building	SF	2500
41	Restroom Building	SF	1040
42	Kiosk ( 4 )	SF	900
43	Amphitheatre	LS	1

**ENGINEER'S ESTIMATE**

\$350.00	\$875,000.00
\$400.00	\$416,000.00
\$225.00	\$202,500.00
\$500,000.00	\$500,000.00
<b>SUBTOTAL:</b>	
	<b>\$1,993,500.00</b>
<b>CONTINGENCY (20%):</b>	
	<b>\$398,700.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	
	<b>\$299,025.00</b>
<b>Potential Private Development:</b>	
	<b>\$2,691,225.00</b>

**SUBTOTAL:**

**CONTINGENCY (20%):**

**CONSTRUCTION MANAGEMENT (15%):**

**Potential Private Development:**

**TOTAL MEDIAN 3 ESTIMATE :**

**\$6,616,944.00**

**Phase 2 - MEDIAN 4 Interim Improvements**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Interim Improvements	LS	1

**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$250,626.25	\$250,626.25
	<b>\$250,626.25</b>
	<b>\$50,125.25</b>
	<b>\$37,593.94</b>
	<b>\$338,345.44</b>

**SUBTOTAL:**

**CONTINGENCY (20%):**

**CONSTRUCTION MANAGEMENT (15%):**

**Potential City Funded Cost:**

**TOTAL MEDIAN 4 INTERIM ESTIMATE :**

**POTENTIAL CITY FUNDED COST:**

**POTENTIAL PRIVATE DEVELOPMENT :**

**TOTAL PHASE 2 ESTIMATE:**

<b>\$338,345.44</b>
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<b>\$4,264,064.44</b>
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<b>\$2,691,225.00</b>
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<b>\$6,955,289.44</b>
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**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 3 (MEDIAN 1)  
ESTIMATED SEPTEMBER 2016**

Phase 3 consists of the complete construction of Medians 1, 4 & 5. Construction includes creation of parking within the medians as well as completing infrastructure necessary for median specific water needs. 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.

**Potential City Funded Public Improvements** = Publicly owned construction improvements

**Privately Incentivized Public Improvements** = Public improvements the City plans to have constructed by Private Developers along the Avenue due to incentives offered by the City.

**Phase 3 - MEDIAN 1**

**ENGINEER'S 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	Install Storm Drain System	LS	1	\$15,000.00	\$15,000.00
10	Install Electrical System	LS	1	\$15,000.00	\$15,000.00
11	Install Irrigation System	LS	1	\$8,000.00	\$8,000.00
12	Raise Manhole/Valve Can/Utility Box to Grade	EA	3	\$750.00	\$2,250.00
13	Install Class II Aggregate Base	TON	350	\$75.00	\$26,250.00
14	Install Curb Ramp	EA	4	\$5,000.00	\$20,000.00
15	Install Block Retaining Wall	LF	350	\$250.00	\$87,500.00
16	Install AC Pavement	TON	275	\$110.00	\$30,250.00

**Phase 3 - MEDIAN 1**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
17	Install Crosswalk	SF	1000
18	Install Signs	EA	5
19	Install Traffic Striping and Pavement Marking	LS	1
20	Install Pedestrian Lighting	EA	6
21	Install Landscaping	LS	1
22	Install Flag Poles	EA	4

**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$50.00	\$50,000.00
\$300.00	\$1,500.00
\$8,000.00	\$8,000.00
\$8,000.00	\$48,000.00
\$6,000.00	\$6,000.00
\$5,000.00	\$20,000.00
	<b>\$491,750.00</b>
	<b>\$98,350.00</b>
	<b>\$73,762.50</b>
	<b>\$663,862.50</b>

**SUBTOTAL:**

**CONTINGENCY (20%):**

**CONSTRUCTION MANAGEMENT (15%):**

**Potential City Funded Cost:**

**TOTAL MEDIAN 1 ESTIMATE :**

<b>\$663,862.50</b>
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**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - PHASE 3 (MEDIAN 4)  
ESTIMATED SEPTEMBER 2016**

Phase 3 consists of the complete construction of Medians 1 & 5. Construction includes creation of parking along the frontage and within the medians as well as completing infrastructure necessary for median specific water needs. 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.

**Potential City Funded Public Improvements** = Publicly owned construction improvements

**Privately Incentivized Public Improvements** = Public improvements the City plans to have constructed by Private Developers along the Avenue due to incentives offered by the City.

**Phase 3 - MEDIAN 4**

**ENGINEER'S ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Mobilization, Bonds & Insurance	LS	1
2	Project Safety & Traffic Control Plan	LS	1
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1
4	Clearing and Grubbing	SF	29600
5	Remove Signs	EA	11
6	Remove Flag Pole	EA	7
7	Remove Light Standard	EA	6
8	Remove AC Structural Section	SF	5415
9	Remove Curb	LF	930
10	Install Storm Drain System	LS	1
11	Install Water System	LS	1
12	Install Electrical System	LS	1
13	Install Irrigation System	LS	1
14	Raise Manhole/Valve Can/Utility Box to Grade	EA	10
15	Install Class II Aggregate Base	TON	35
16	Install PCC Rolled Curb	LF	930

UNIT PRICE	ITEM TOTAL
\$100,000.00	\$100,000.00
\$40,000.00	\$40,000.00
\$20,000.00	\$20,000.00
\$1.00	\$29,600.00
\$200.00	\$2,200.00
\$750.00	\$5,250.00
\$1,250.00	\$7,500.00
\$40.00	\$216,600.00
\$6.00	\$5,580.00
\$15,000.00	\$15,000.00
\$15,000.00	\$15,000.00
\$15,000.00	\$15,000.00
\$12,000.00	\$12,000.00
\$750.00	\$7,500.00
\$75.00	\$2,625.00
\$55.00	\$51,150.00

**Phase 3 - MEDIAN 4**

**ENGINEER'S ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
17	Install Curb Ramp	EA	6
18	Install AC Pavement	TON	350
19	Install Crosswalk	SF	2000
20	Install Tabled Crosswalk	SF	815
21	Install Bollards	EA	20
22	Install Signs	EA	12
23	Install Traffic Striping and Pavement Marking	LS	1
24	Install Pedestrian Lighting	EA	17
25	Install Landscaping	LS	1
26	Install Tree Grates	EA	5
27	Install Water Fountain	EA	1
28	Install Trash/Recycle Receptacles	EA	12
29	Install Benches	EA	6
30	Install Bike Racks	EA	2
31	Install Flag Poles	EA	3
32	Remove Hardscape (Benches/Monuments)	LS	1
33	Install Commercial Driveway	SF	1000

UNIT PRICE	ITEM TOTAL
\$5,000.00	\$30,000.00
\$110.00	\$38,500.00
\$50.00	\$100,000.00
\$45.00	\$36,675.00
\$2,000.00	\$40,000.00
\$300.00	\$3,600.00
\$5,225.00	\$5,225.00
\$8,000.00	\$136,000.00
\$5,000.00	\$5,000.00
\$1,500.00	\$7,500.00
\$1,500.00	\$1,500.00
\$750.00	\$9,000.00
\$1,250.00	\$7,500.00
\$1,000.00	\$2,000.00
\$5,000.00	\$15,000.00
\$5,000.00	\$5,000.00
\$15.00	\$15,000.00
<b>SUBTOTAL:</b>	
	<b>\$1,002,505.00</b>
<b>CONTINGENCY (20%):</b>	
	<b>\$200,501.00</b>
<b>CONSTRUCTION MANAGEMENT (15%):</b>	
	<b>\$150,375.75</b>
<b>Potential City Funded Cost:</b>	
	<b>\$1,353,381.75</b>

**Phase 3 - MEDIAN 4**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
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**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
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**Phase 3 - Median 4 Privately Incentivized Public Improvement (PIPI) Construction Costs**

42	Art and Food Cluster	SF	2292
43	Trellis Cover (2)	SF	800
44	Shade Canopies	EA	6

**ENGINEER'S ESTIMATE**

\$350.00	\$802,200.00
\$200.00	\$160,000.00
\$20,000.00	\$120,000.00

**SUBTOTAL:**

**\$1,082,200.00**

**CONTINGENCY (20%):**

**\$216,440.00**

**CONSTRUCTION MANAGEMENT (15%):**

**\$162,330.00**

**Potential Private Development:**

**\$1,460,970.00**

**TOTAL MEDIAN 4 ESTIMATE :**

**\$2,814,351.75**

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

Phase 3 consists of the complete construction of Medians 1, 4 & 5. Construction includes creation of parking within the medians as well as completing infrastructure necessary for median specific water needs. 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.

**Potential City Funded Public Improvements** = Publicly owned construction improvements

**Privately Incentivized Public Improvements** = Public improvements the City plans to have constructed by Private Developers along the Avenue due to incentives offered by the City.

**Phase 3 - MEDIAN 5**

**ENGINEER'S ESTIMATE**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Mobilization, Bonds & Insurance	LS	1
2	Project Safety & Traffic Control Plan	LS	1
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1
4	Remove Signs	EA	4
5	Remove Flag Pole	EA	1
6	Remove Light Standard	EA	8
7	Remove AC Structural Section	SF	1200
8	Remove Curb	LF	100
9	Install Electrical System	LS	1
10	Install Irrigation System	LS	1
11	Raise Manhole/Valve Can/Utility Box to Grade	EA	6
12	Install Class II Aggregate Base	TON	5
13	Install Curb Ramp	EA	2
14	Install AC Pavement	TON	10
15	Install Signs	EA	6
16	Install Traffic Striping and Pavement Marking	LS	1

UNIT PRICE	ITEM TOTAL
\$50,000.00	\$50,000.00
\$30,000.00	\$30,000.00
\$5,000.00	\$5,000.00
\$200.00	\$800.00
\$750.00	\$750.00
\$1,250.00	\$10,000.00
\$40.00	\$48,000.00
\$6.00	\$600.00
\$5,000.00	\$5,000.00
\$8,000.00	\$8,000.00
\$750.00	\$4,500.00
\$75.00	\$375.00
\$5,000.00	\$10,000.00
\$110.00	\$1,100.00
\$300.00	\$1,800.00
\$4,000.00	\$4,000.00

**Phase 3 - MEDIAN 5**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
17	Install Pedestrian Lighting	EA	8
18	Install Landscaping	LS	1
19	Install Tree Grates	EA	2
20	Install Trash/Recycle Receptacles	EA	2
21	Install Benches	EA	1
22	Install Bike Racks	EA	1

**ENGINEER'S ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$8,000.00	\$64,000.00
\$5,000.00	\$5,000.00
\$1,500.00	\$3,000.00
\$750.00	\$1,500.00
\$1,250.00	\$1,250.00
\$1,000.00	\$1,000.00
<b>\$255,675.00</b>	
<b>\$51,135.00</b>	
<b>\$38,351.25</b>	
<b>\$345,161.25</b>	

**SUBTOTAL:**

**CONTINGENCY (20%):**

**CONSTRUCTION MANAGEMENT (15%):**

**Potential City Funded Cost:**

**TOTAL MEDIAN 5 ESTIMATE :**

**POTENTIAL CITY FUNDED COST:**

**POTENTIAL PRIVATE DEVELOPMENT :**

**TOTAL PHASE 3 ESTIMATE :**

**\$345,161.25**

**\$2,362,405.50**

**\$1,460,970.00**

**\$3,823,375.50**

**ENGINEER'S ESTIMATE  
CITY OF BUELLTON  
AVENUE OF FLAGS SPECIFIC PLAN - **PARKING CREATION**  
ESTIMATED SEPTEMBER 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
1	Clearing and Grubbing	SF	3390
2	Excavation and Grading	CY	105
3	Install PCC Curb & Gutter (A2-6)	LF	113
4	Install Class II Aggregate Base	TON	102
5	Install AC Pavement	TON	80
6	Install Traffic Striping	LF	180

UNIT PRICE	ITEM TOTAL
\$1.00	\$3,390.00
\$17.00	\$1,785.00
\$50.00	\$5,650.00
\$85.00	\$8,670.00
\$110.00	\$8,800.00
\$0.75	\$135.00
<b>\$28,430.00</b>	

**TOTAL ESTIMATE :**

**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
1	Clearing and Grubbing	SF	19044
2	Excavation and Grading	CY	105
3	Install PCC Curb & Gutter (A2-6)	LF	966
4	Install Class II Aggregate Base	TON	514
5	Install Commercial Driveway Apron	SF	400
6	Install AC Pavement	TON	400
7	Install Landscaping and Irrigation	LS	1
8	Install Traffic Striping & Pavement Markings	LS	1

UNIT PRICE	ITEM TOTAL
\$1.00	\$19,044.00
\$17.00	\$1,785.00
\$50.00	\$48,300.00
\$85.00	\$43,690.00
\$30.00	\$12,000.00
\$110.00	\$44,000.00
\$8,000.00	\$8,000.00
\$1,500.00	\$1,500.00
<b>\$178,319.00</b>	

**TOTAL ESTIMATE :**

**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

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

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Clearing and Grubbing	SF	870
2	Excavation and Grading	CY	27
3	Install PCC Curb & Gutter (A2-6)	LF	15
4	Install Class II Aggregate Base	TON	26
5	Install AC Pavement	TON	20
6	Install Traffic Striping	LF	90
7	Install Pavement Marking	SF	23
8	Install ADA Sign	EA	1
9	Install Curb Ramp	EA	1

UNIT PRICE	ITEM TOTAL
\$1.00	\$870.00
\$17.00	\$459.00
\$50.00	\$750.00
\$85.00	\$2,210.00
\$110.00	\$2,200.00
\$0.75	\$67.50
\$3.50	\$80.50
\$150.00	\$150.00
\$3,000.00	\$3,000.00
<b>\$9,787.00</b>	

**TOTAL ESTIMATE :**

**ADDITIVE ALTERNATE: WHEEL STOPS**

ITEM	ITEM DESCRIPTION	UNIT	EST QTY
1	Install Wheel Stops	EA	1

**ENGINEERS ESTIMATE**

UNIT PRICE	ITEM TOTAL
\$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>
Gross Profit %	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
Total Taxable Sales: \$	3,175,524
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>



**APPENDIX E:**  
**LAND USE**  
**PERMIT REQUIREMENTS**  
ILLUSTRATIVE



## APPENDIX E

### LAND USE PERMIT REQUIREMENTS – CR Zone (Baseline) vs. AOF Specific Plan

In Table E-1 below, the “AOF Specific Plan” column sets forth permit requirements applicable to properties within Specific Plan project area upon adoption of the Specific Plan. For baseline comparison purposes only, the “CR Zone (General Commercial)” column shows underlying general commercial zone land use and permit requirements (excerpted from BUELLTON MUNICIPAL CODE, 19.02.210).

Land uses not listed on the table are not allowed, except where otherwise provided by Section 19.02.030(B) of the Buellton Municipal Code.

**Table E -1**  
**AVENUE OF FLAGS SPECIFIC PLAN**

#### **Land Use Permit Requirements – CR Zone (Baseline vs. AOF Specific Plan)**

LAND USE TYPES	See MC Section	PERMIT REQUIREMENT	
		AOF Specific Plan	CR Zone * COMPARISON ONLY *
<b>Agricultural, Resource and Open Space Uses</b>			
Equestrian facilities			CUP
Plant nurseries		DP, A	DP, A
<b>Manufacturing and Processing Uses</b>			
Electrical and electronic equipment, instruments		CUP (DOR Incentive Only)	
Food products		CUP (DOR Incentive Only)	
Furniture and fixtures manufacturing		MUP	MUP
Handicraft industries; includes artisan and craftsman-type operations	19.06.090	A	MUP
Printing and publishing		MUP	MUP
Recycling collection stations		MUP	MUP
Textile and leather products		CUP (DOR Incentive Only)	
Wholesaling and distribution		CUP (DOR Incentive Only)	
<b>Recreation, Education and Public Assembly Uses</b>			
Churches		CUP	CUP
Community centers		CUP	CUP
Golf courses and driving ranges		DP, A	A-DP
Libraries and museums		DP, A	CUP
Membership organization facilities		CUP	CUP
Outdoor commercial recreation		CUP	CUP
Parks and playgrounds		DP, A	DP, A

LAND USE TYPES		PERMIT REQUIREMENT	
	See MC Section	AOF Specific Plan	CR Zone * COMPARISON ONLY *
Recreation and fitness centers		DP, A	DP, A
Recreational vehicle parks and camping			DP, A
Schools — College and university			CUP
Schools — Elementary and secondary, private			CUP
Schools — Specialized education and training		DP, A	DP, A
Sport facilities and outdoor public assembly		CUP	CUP
Temporary events	19.06.030	TE-ZC	DP, A
Theaters and meeting halls		DP, A	DP, A
<b>Residential Uses</b>			
Dwellings	19.02.220(C)	CUP	CUP
Dwellings— Mixed-use, —Live-Work/Work-Live	Ch. 19.18, 19.18.014 & .026	DP (Plng Comm only)	DP (Plng Comm & City Council)
Emergency shelters		A	A
Farm employee housing		CUP	CUP
Home occupations	19.06.100	A	CUP
Residential accessory uses	Ch. 19.18		DP
Special needs housing	19.02.140	CUP	CUP
<b>Retail Trade</b>			
Art Exhibits, Artisan Wares (outdoor, temporary)		TE-ZC	(outdoor - use not in Mun.Code)
Art Galleries, Artisan Wares (indoor)		DP, A	DP, A
Auto, mobilehome, vehicle sales			MUP
Auto parts sales		MUP	MUP
Building material stores			MUP
Certified farmers' markets	19.06.040	TE-ZC	MUP ?
Drive-in and drive-thru sales			CUP
Farm equipment and supplies sales		DP, A	DP, A
Fuel and ice dealers			DP, A
Furniture, furnishings and equipment stores		MUP	MUP
Grocery and liquor stores, and indoor/outdoor farmers markets, 5,000 sq. ft. or less		DP, A	DP, A
Grocery and liquor stores, and indoor/outdoor farmers markets, more than 5,000 sq. ft.		DP, A	DP, A
Parking lot sales	19.06.140	TE-ZC	DP, A
Restaurants and bars		DP, A	DP, A
Restaurants, fast food and take-out		CUP	CUP
Restaurants, food trucks		TE-ZC	(use not in Mun. Code)
Retail stores, general merchandise		DP, A	DP, A
Secondhand stores		CUP	CUP
Shopping centers		DP, A	DP, A
Transitional housing		CUP	CUP
Wine/Beer/Spirits Sales, Tasting and Office		DP, A	(use not in Mun. Code)
<b>Service Uses</b>			
Banks and financial services		DP, A	DP, A
Business support services		DP, A	DP, A

LAND USE TYPES	See MC Section	PERMIT REQUIREMENT	
		AOF Specific Plan	CR Zone * COMPARISON ONLY *
Cemeteries, columbariums and mortuaries	19.06.130		CUP
Child day care, centers	19.06.050	CUP	CUP
Hotels and motels		DP, A	DP, A
Laundries and dry cleaning plants		CUP	CUP
Medical services — Clinics and laboratories		CUP	CUP
Medical services — Hospitals and extended care			CUP
Medical services — Veterinary clinics and hospitals		MUP	MUP
Offices		DP, A	DP, A
Offices, temporary	19.06.210	MUP	MUP
Personal services		DP, A	DP, A
Public safety facilities		DP, A	DP, A
Public utility facilities		CUP	CUP
Repair and maintenance — Accessory to sales		DP, A	DP, A
Repair and maintenance — Consumer products		DP, A	DP, A
Repair and maintenance — Vehicle, indoor			DP, A
Repair and maintenance — Vehicle, outdoor			MUP
Service stations (new)		CUP (Limited to AOF District 1 only)	MUP
Storage, accessory		DP, A	DP, A
Storage of petroleum products for on-site use		MUP	MUP
<b>Transportation and Communications</b>			
Airfields and landing strips			CUP
Antennas, communication facilities, non-CPUC regulated		MUP	MUP
Antennas, communication facilities, CPUC regulated		CUP	CUP
Broadcasting studios		DP, A	DP, A
Heliports			CUP
Pipelines and transmission lines	19.06.150	CUP	CUP
Transit stations and terminals		CUP	CUP
Vehicle storage			DP, A

**KEY TO PERMIT REQUIREMENTS**

Allowed use, zoning clearance required	A	19.08.100
Minor use permit required	MUP	19.08.110
Conditional use permit required	CUP	19.08.110
Development plan required	DP	19.08.120
Development plan for the first development of a vacant site or any exterior alteration of an existing building that requires a building permit; zoning clearance for reuse of an existing building with no changes in appearance	DP, A	19.08.120
Temporary Event Zoning Clearance	TE-ZC	19.06.-030, -040, -140, -240
Use not allowed		



**APPENDIX F:  
CONCEPTUAL RENDERINGS  
AND  
ADDITIONAL  
BUILDING TYPES**



## APPENDIX F: CONCEPTUAL RENDERINGS & ADDITIONAL BUILDING TYPES

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### A. CONCEPTUAL RENDERINGS - PUBLIC MEDIANS

On the following pages, conceptual renderings of Medians 2, 3 and 4 and the aerial perspective show examples of site design and structures that may be considered for these public spaces. The renderings are meant to inspire the potential character of the median, and not to define the exact layout and design of structures to be built. Potential future construction of buildings would be subject to funding availability and site-specific review by the Planning Commission.



#### MEDIAN 2 PERSPECTIVE - THE AVENUE OF FLAGS

View to north shows parking and flex space in the median, which could accommodate uses such as Farmers Markets, festivals, community activities, and other local events; potential structures (for example canopies or an Event Barn) may be considered in the future.

## Median 2 - Conceptual Parking & Flex Space





**MEDIAN 3 PERSPECTIVE - THE AVENUE OF FLAGS**

View north-east, shows town plaza (with a conceptual future Pavilion as focal structure) and to the right, an example of a "Courtyard" building.

## **Median 3 - Conceptual Town Plaza & Courtyard Bldg.**





**MEDIAN 3 PERSPECTIVE - THE AVENUE OF FLAGS**  
View north-west shows town plaza area (with conceptual pavilion) on left and conceptual community building/visitor center building on right.

# Median 3 - Conceptual Town Plaza & Comm'ty Bldg./Visitor Center





**MEDIAN 4 PERSPECTIVE - THE AVENUE OF FLAGS**

View to north shows conceptual "art & food village" buildings and courtyard plus outdoor spaces with canopies and trellises, potential for food trucks and outdoor dining/seating areas.

# Median 4 - Conceptual Art & Food Village





## Artist's Concept - Aerial Perspective





# APPENDIX F: CONCEPTUAL RENDERINGS & ADDITIONAL BUILDING TYPES

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## B. ADDITIONAL BUILDING TYPES

On the following pages, conceptual renderings show examples of additional building types that may be considered for Medians 2, 3 and 4. The renderings are meant to inspire the potential character of the buildings, and not to define the exact layout and design of structures to be built. Potential future construction of buildings would be subject to funding availability and site-specific review and approval by the Planning Commission.

### VENDOR BUILDING TYPE

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

Buildings 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.

### BUILDING DESIGN & FORM

Design style can vary. Building form should be simple, but compatible with adjacent larger structures.

Approximate size: 1,000 to 1,600 SF

### SETBACKS

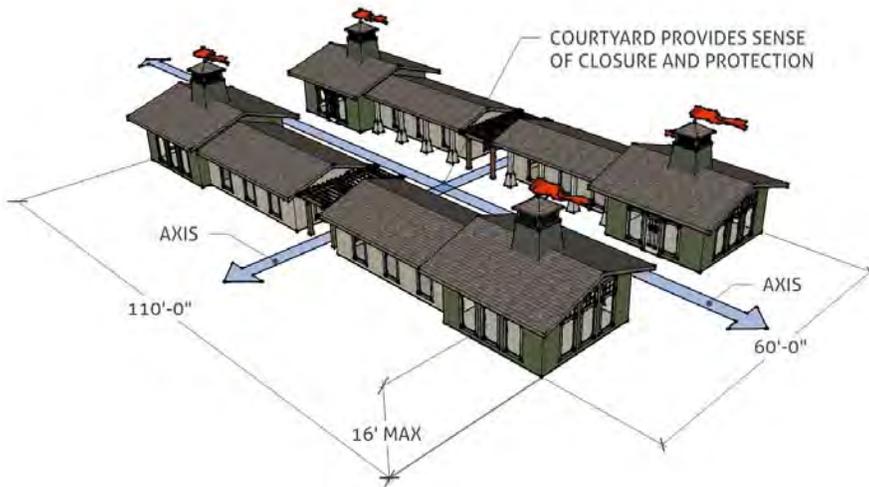
Buildings should be setback from streets a minimum of 10’-0”.



**BUILDING SIZE SHOWN**  
15' x 15' x 15' = 225 SF



**BUILDING SIZE SHOWN**  
12' x 15' x 12' = 180 SF



**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.

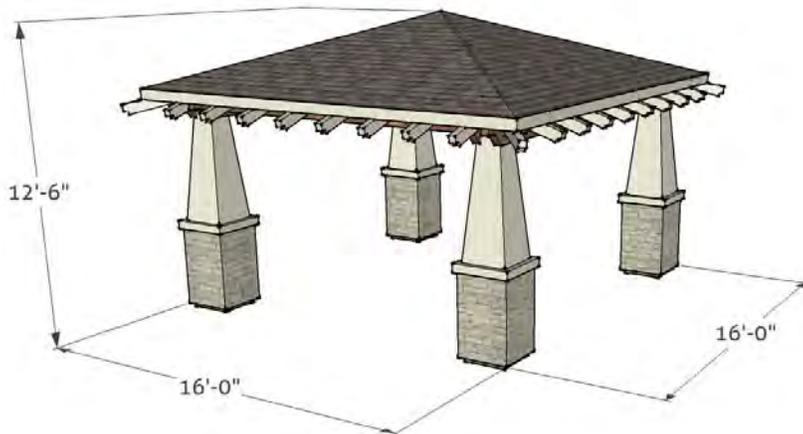
**BUILDING DESIGN & FORM**

Design style can vary and should celebrate arts and crafts. Building form should be one story.

Approximate size: 3,000 SF

**SETBACKS**

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



**TRELLIS BUILDING TYPE**

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

**BUILDING DESIGN & FORM**

Design style can vary. Building form should be one story, compatible with adjacent structures.

Approximate size: 250 SF.

**SETBACKS**

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



