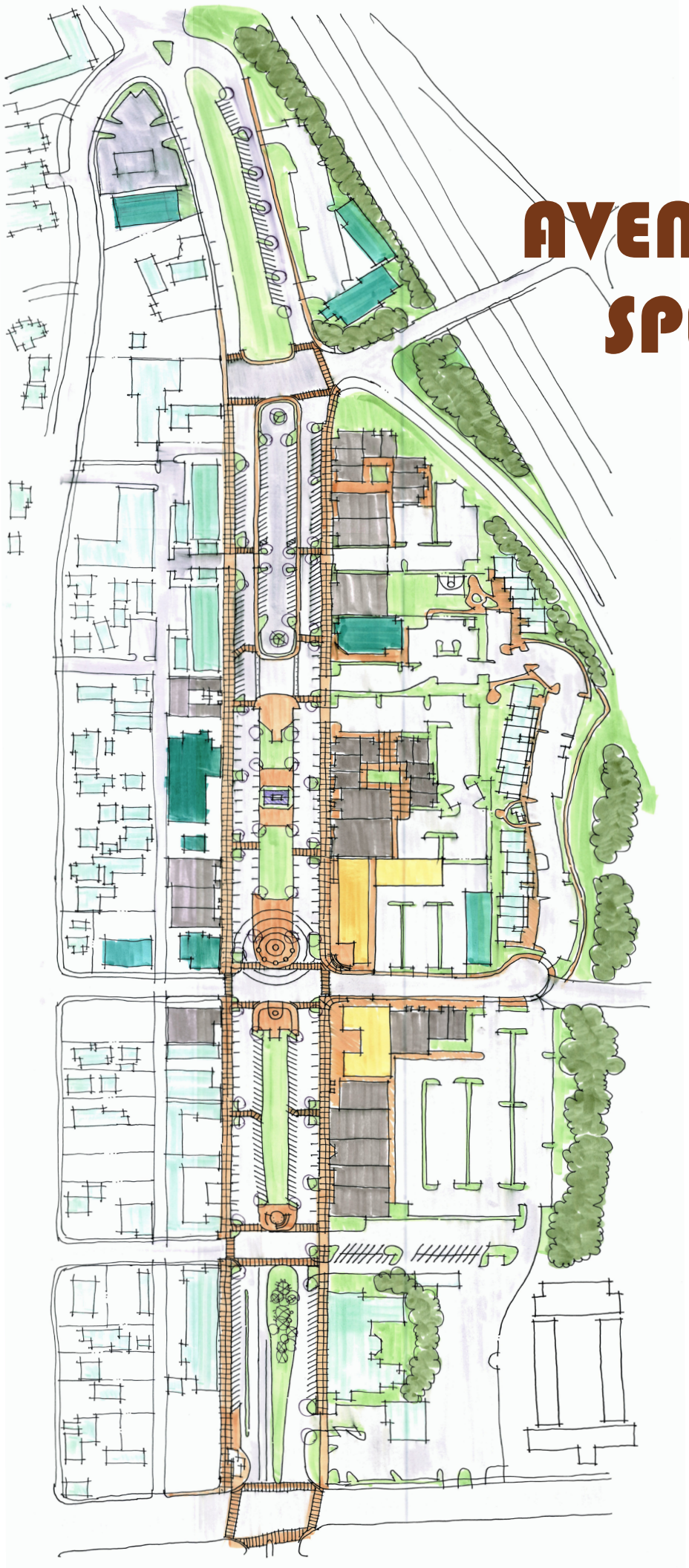
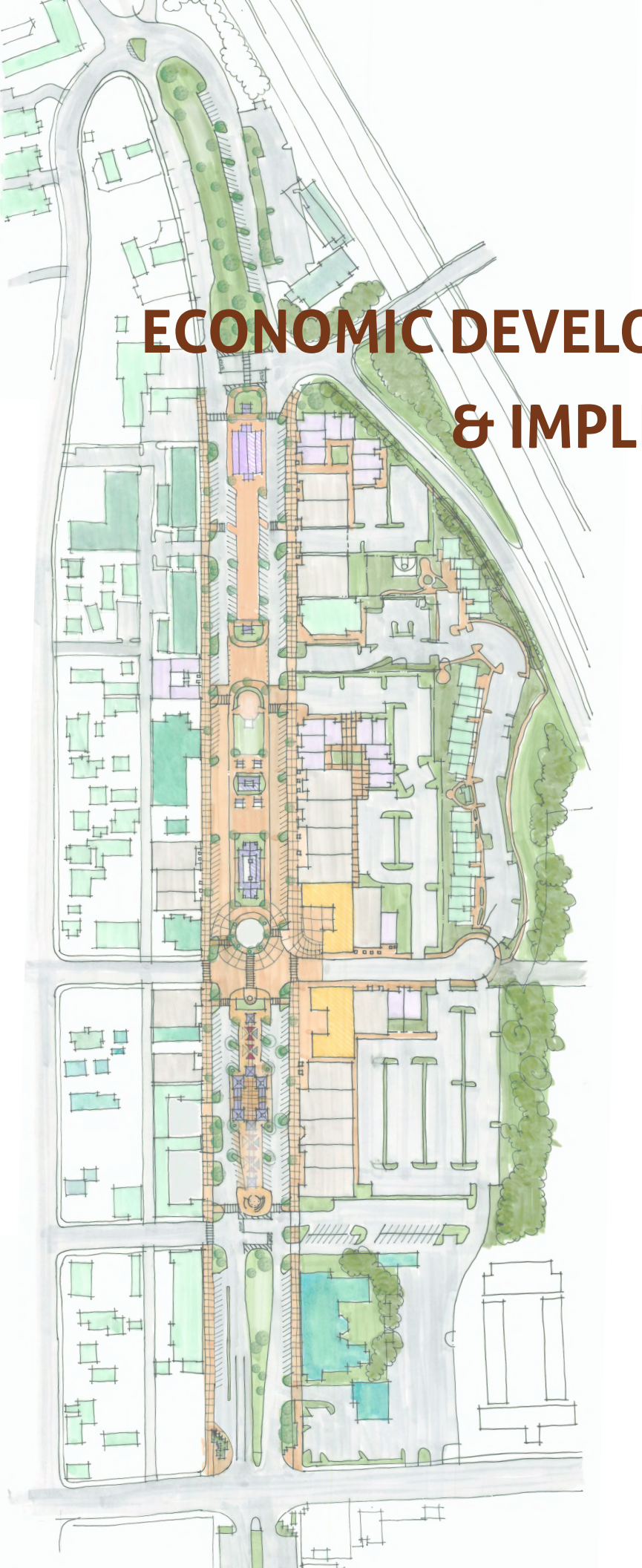


AVENUE OF FLAGS SPECIFIC PLAN

OCTOBER 26, 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

Plan Outline

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

Source: U.S. Census Bureau (2010); ESRI, Department of Finance (2016)

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

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

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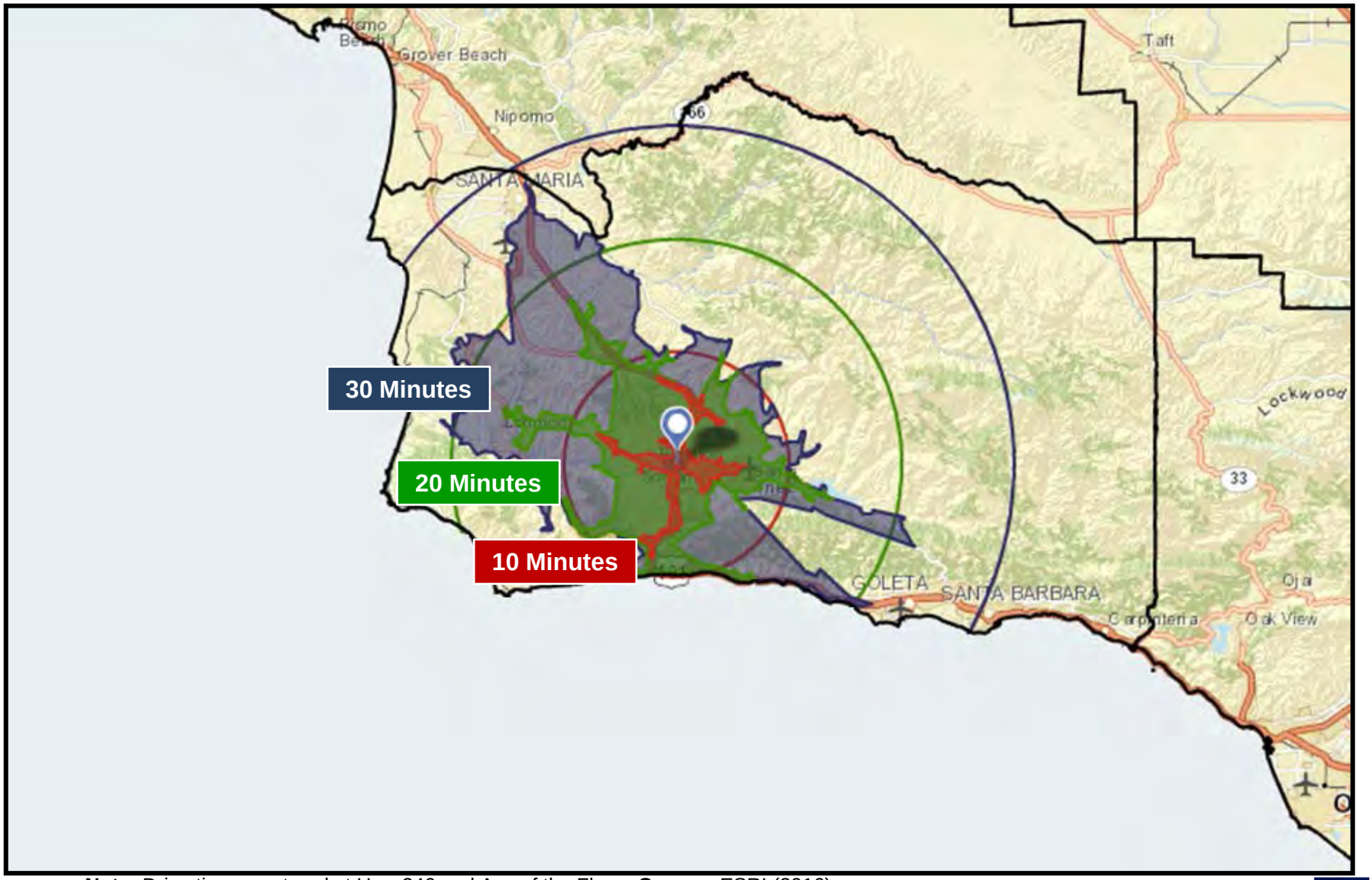
Drive Times
(from Hwy 246 and Ave of Flags)



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

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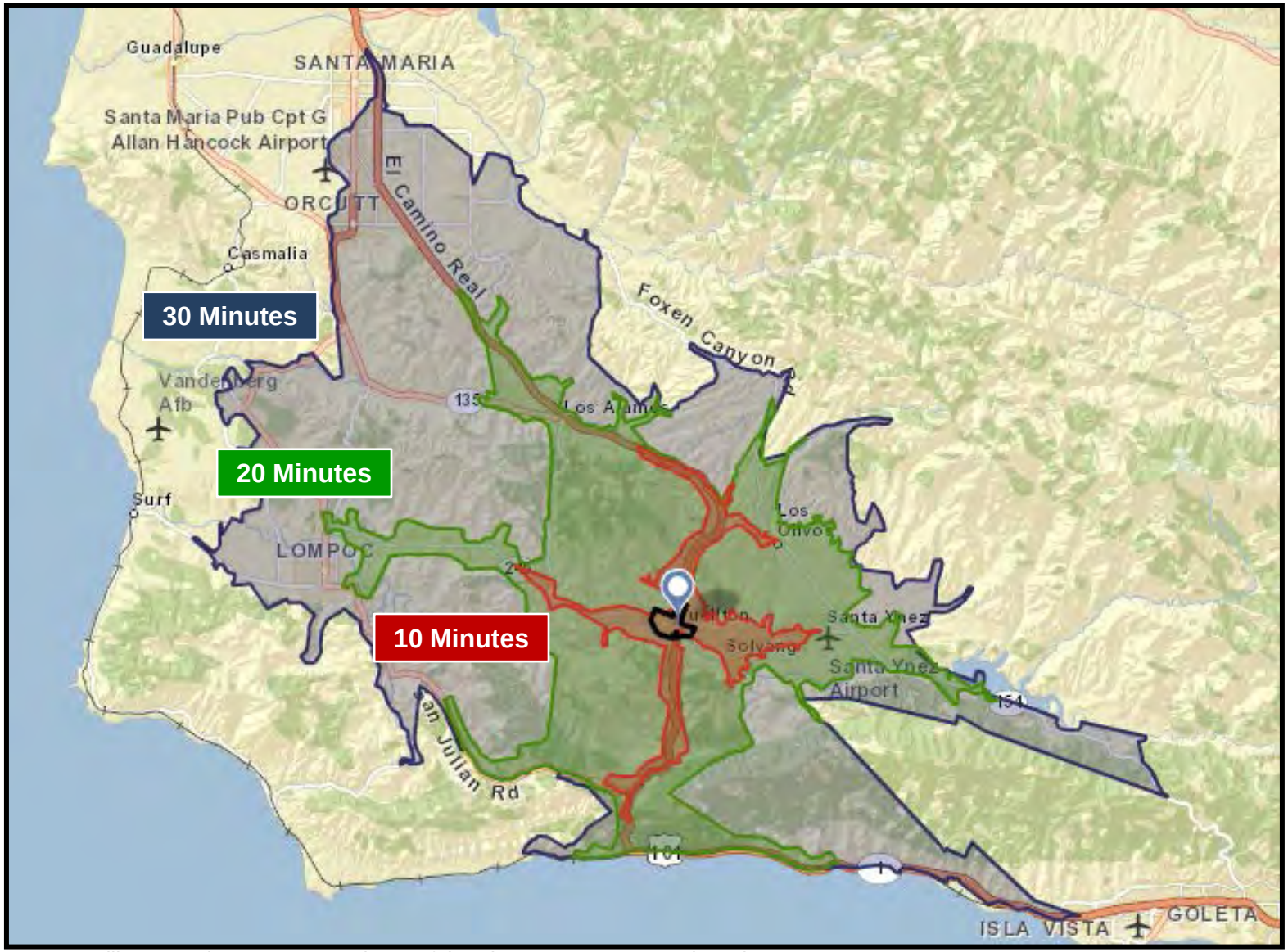
Drive Time Detail
(from Hwy 246 and Ave of Flags)



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

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Population and Income
City & Radii

		Radii (from Hwy 246 and Ave of Flags)		
2015	**City**	**10 Miles**	**20 Miles**	**30 Miles**
Population	4,986	**22,323**	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	**$92,655**	**$119,138**	$86,535	$85,042
2015-2020 Ann. Growth Rate				
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)

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Population and Income
Drive Times

	Drive Times (from Hwy 246 and Ave of Flags)		
2015	**10 Minutes**	**20 Minutes**	**30 Minutes**
Population	11,979	**22,968**	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	**$105,256**	**$115,783**	$85,370
2015-2020 Ann. Growth Rate			
Population	0.86%	0.91%	0.82%
Median HH Income	**2.68%**	3.15%	3.62%

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

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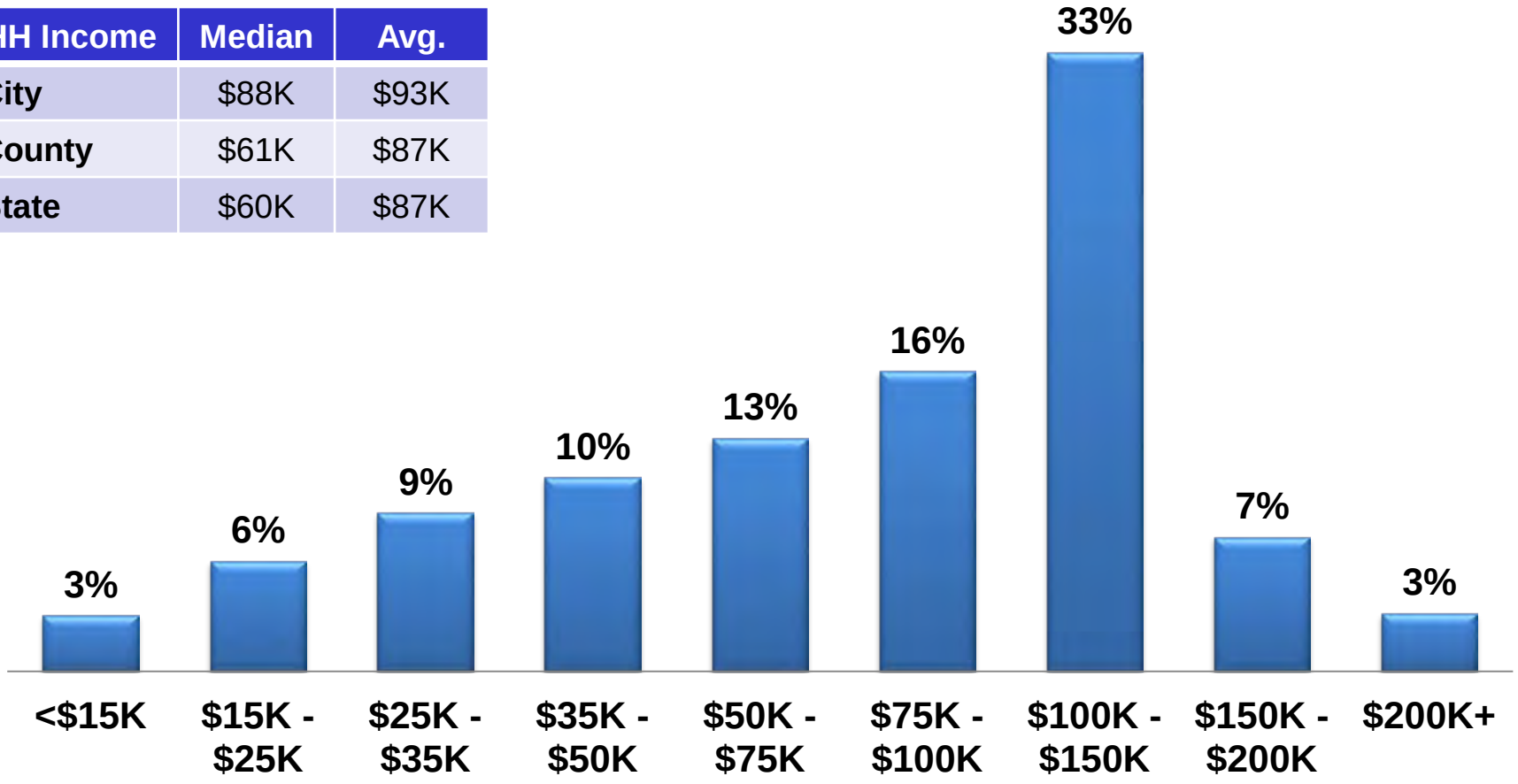
Income Profile

City of Buellton – 2015 Households by Income Bracket

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

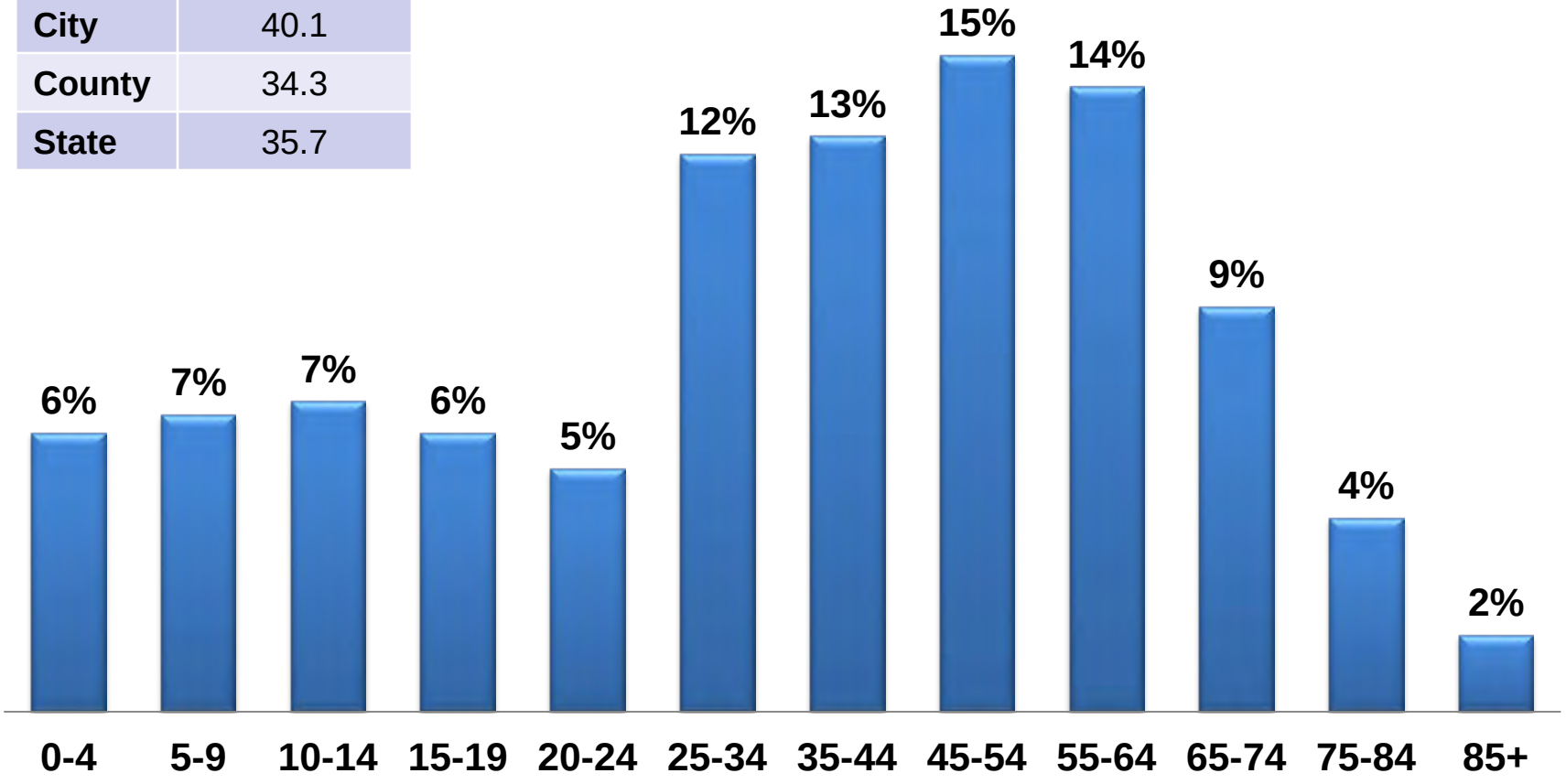


Source: U.S. Census Bureau (2010); ESRI (2016)

Age Profile

City Population by Age Bracket in 2015

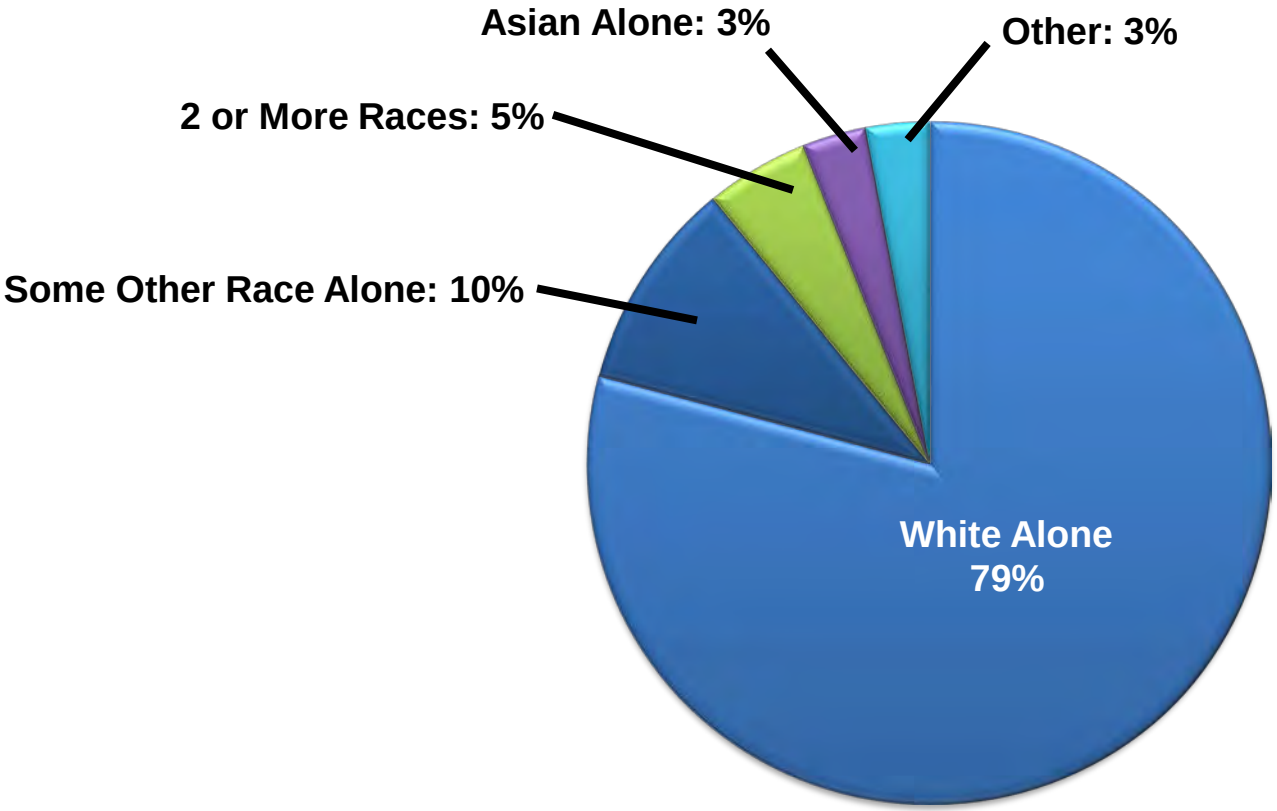
	Median Age
City	40.1
County	34.3
State	35.7



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)

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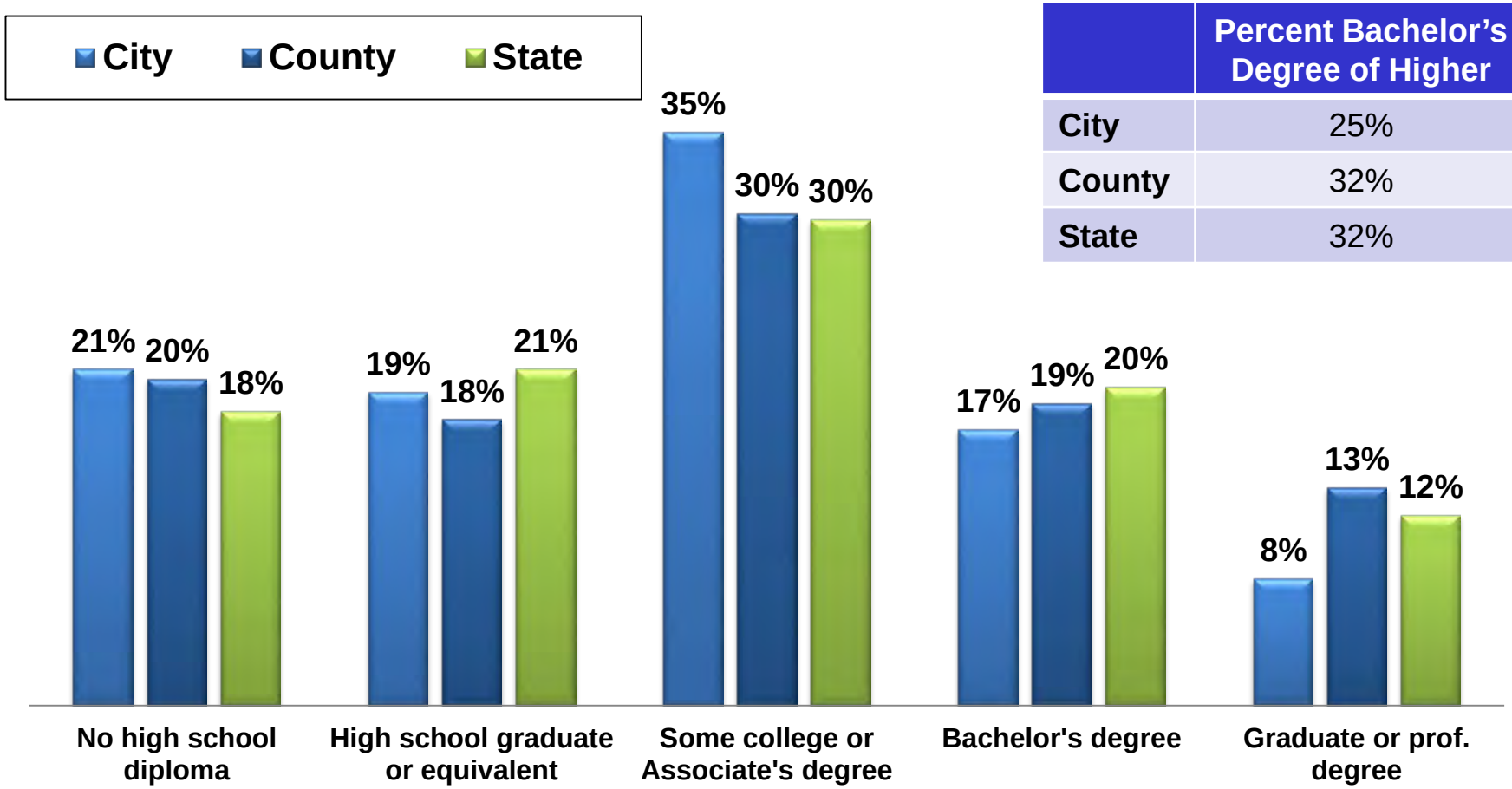
Educational Attainment

Population Aged 25+ by Educational Attainment



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

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

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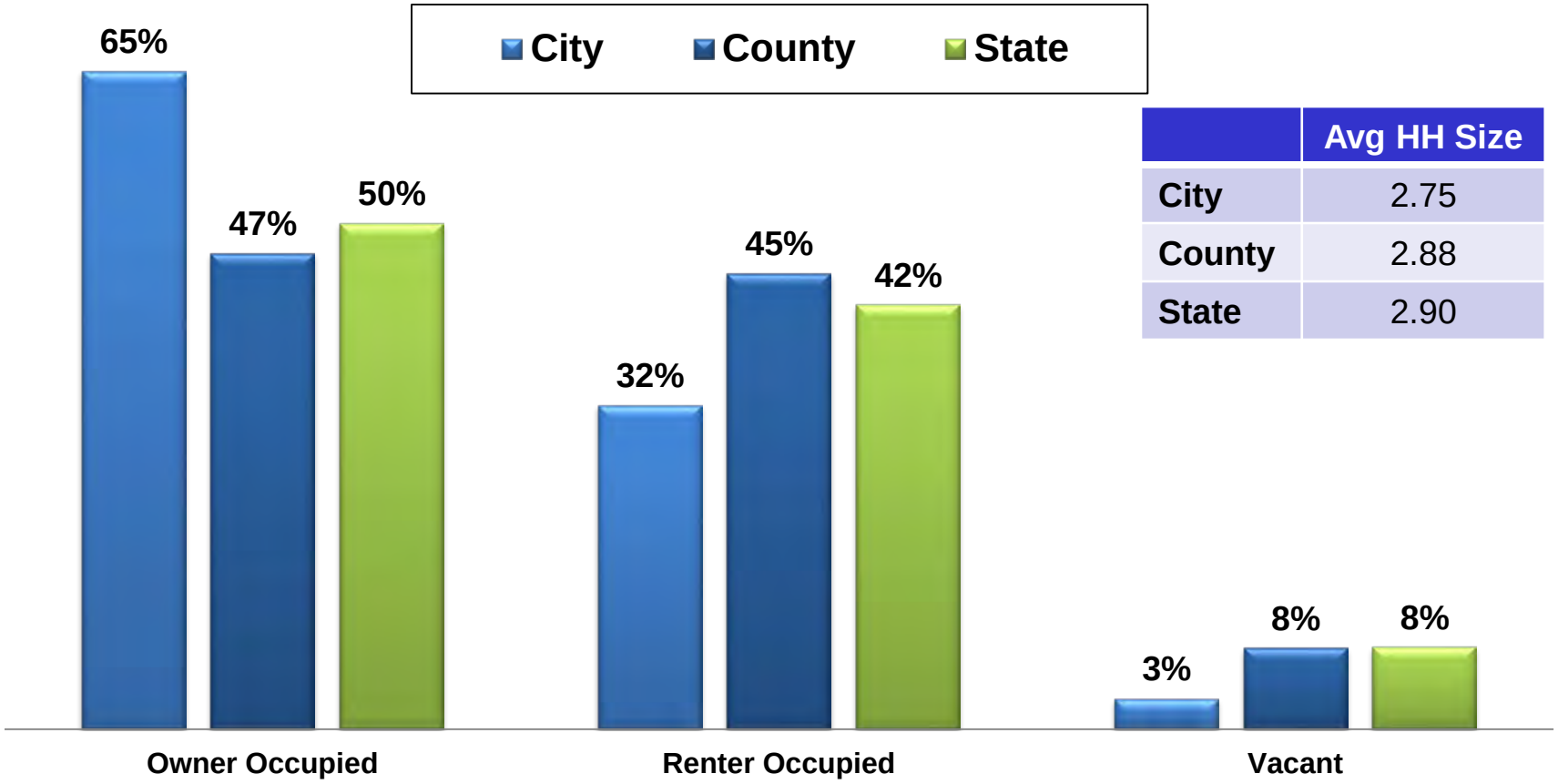
Housing & Household Size

Housing Breakdown (2015)

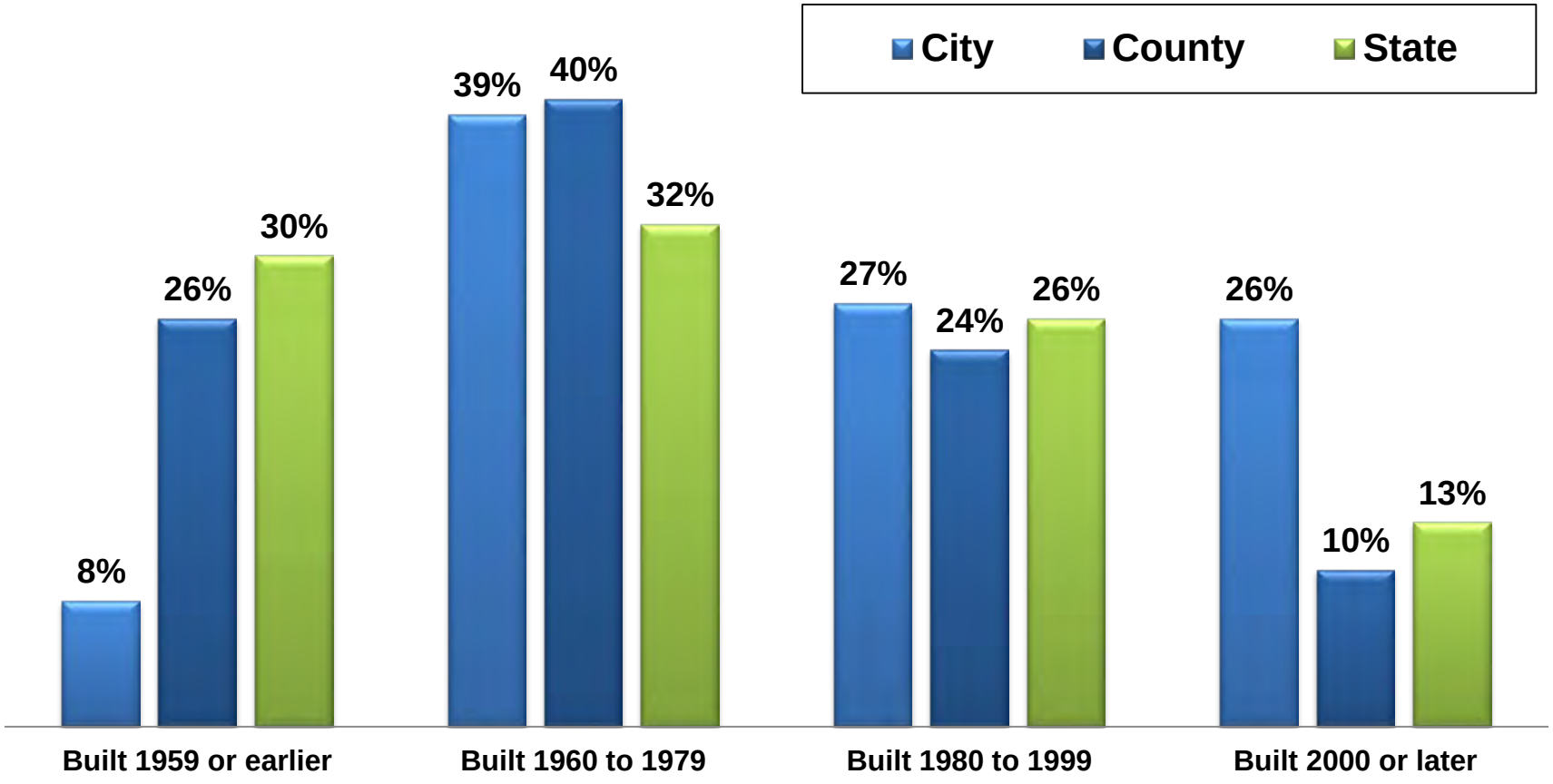


	Avg HH Size
City	2.75
County	2.88
State	2.90

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

Age of Housing

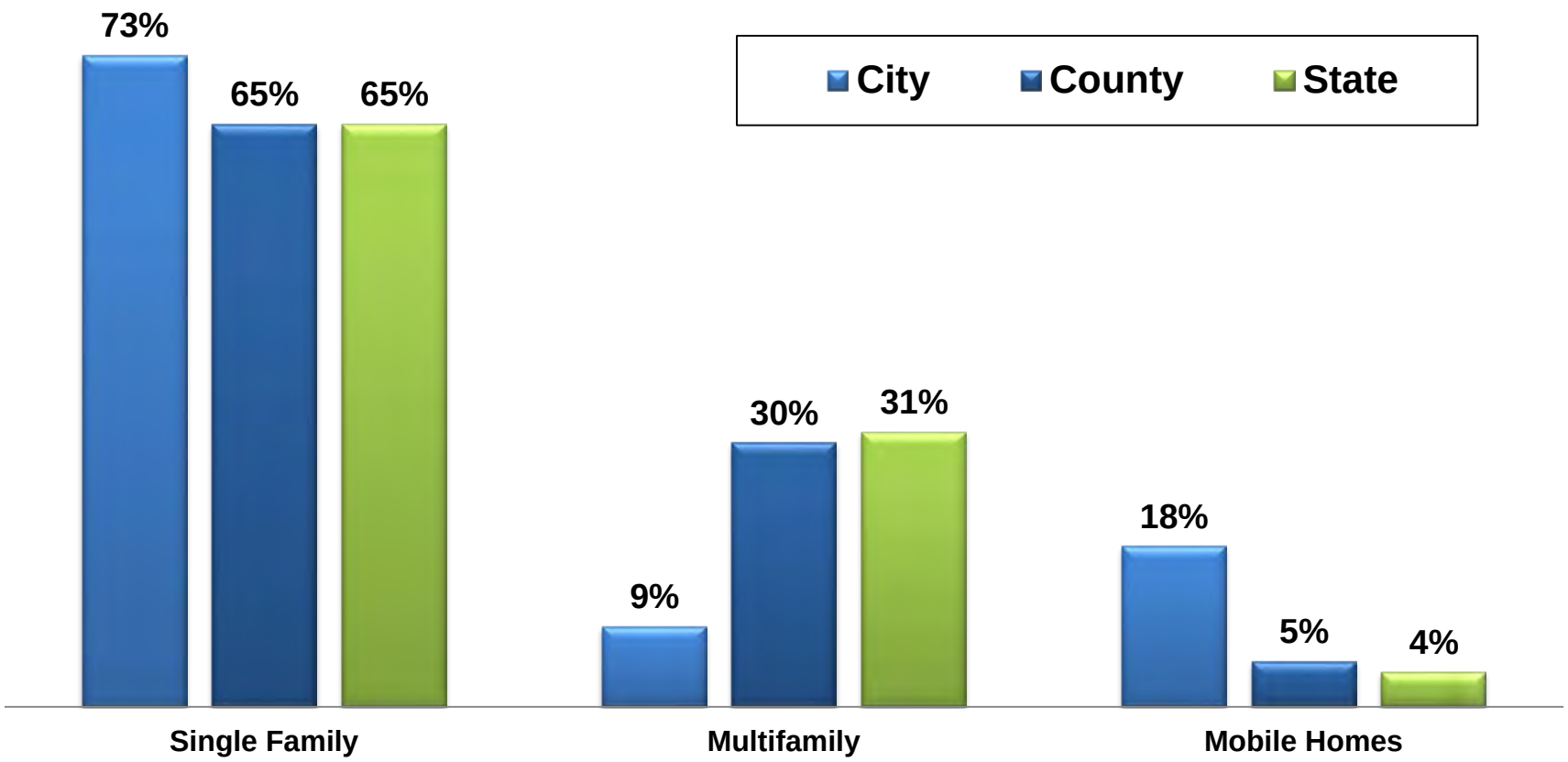
Housing Units (2014)



Source: American Community Survey (2014)

Housing Units

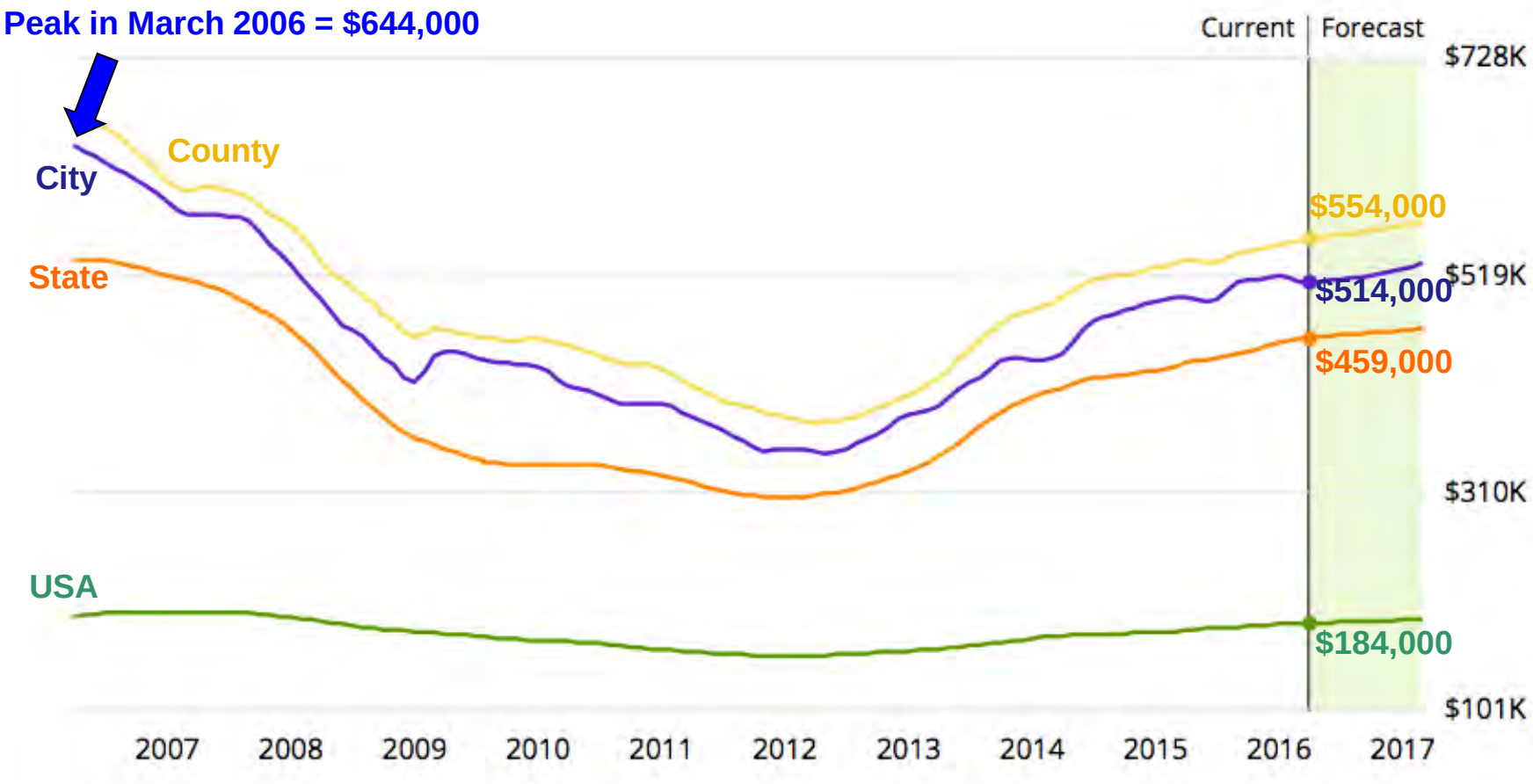
Housing Units (2014)



Source: American Community Survey (2014)

Home Value History

Zillow Home Value Index



Source: Zillow.com (March 2016)

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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%
Santa Barbara County	$554,000	3.9%
Buellton	$514,000	3.2%
Los Alamos	$486,000	-1.4%
California	$459,000	5.8%
Santa Maria	$334,000	6.7%
Lompoc	$286,000	9.2%
Guadalupe	$239,000	11.2%

Source: Zillow.com (March 2016)

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Population Segmentation Profile

Top 3 "Tapestries" in City	Percent	Sample Characteristics
1. Soccer Moms	49%	• Slightly younger, mostly white populace; median age compared to U.S. • Newer, suburban homes; majority owner occupied • Affluent, family-oriented market with a country flavor • Family-oriented purchases and activities dominate (e.g. televisions, movie purchases/rentals, children's apparel and toys, and visits to theme parks/zoos)
2. In Style	37%	• Slightly older, mostly white population, primarily with no children, planning for retirement • Professional couples or single households; home ownership rate average compared to U.S. • Homes integral part of their style; invest in home remodeling/maintenance, DIY, or contractors • Actively support the arts; prefer organic produce; partial to late model SUVs or trucks
3. Pleasantville	14%	• Married, older couples, mostly white with children over 18 • Suburban households with longer commute times situated in Northeastern and Western states • Less likely to move, more likely to remodel homes • Activities include: outdoor gardening, going to the beach, visiting theme parks, and frequenting museums

Source: ESRI (2016)

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Jobs / Housing Balance

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

Source: ESRI (2016)

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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)

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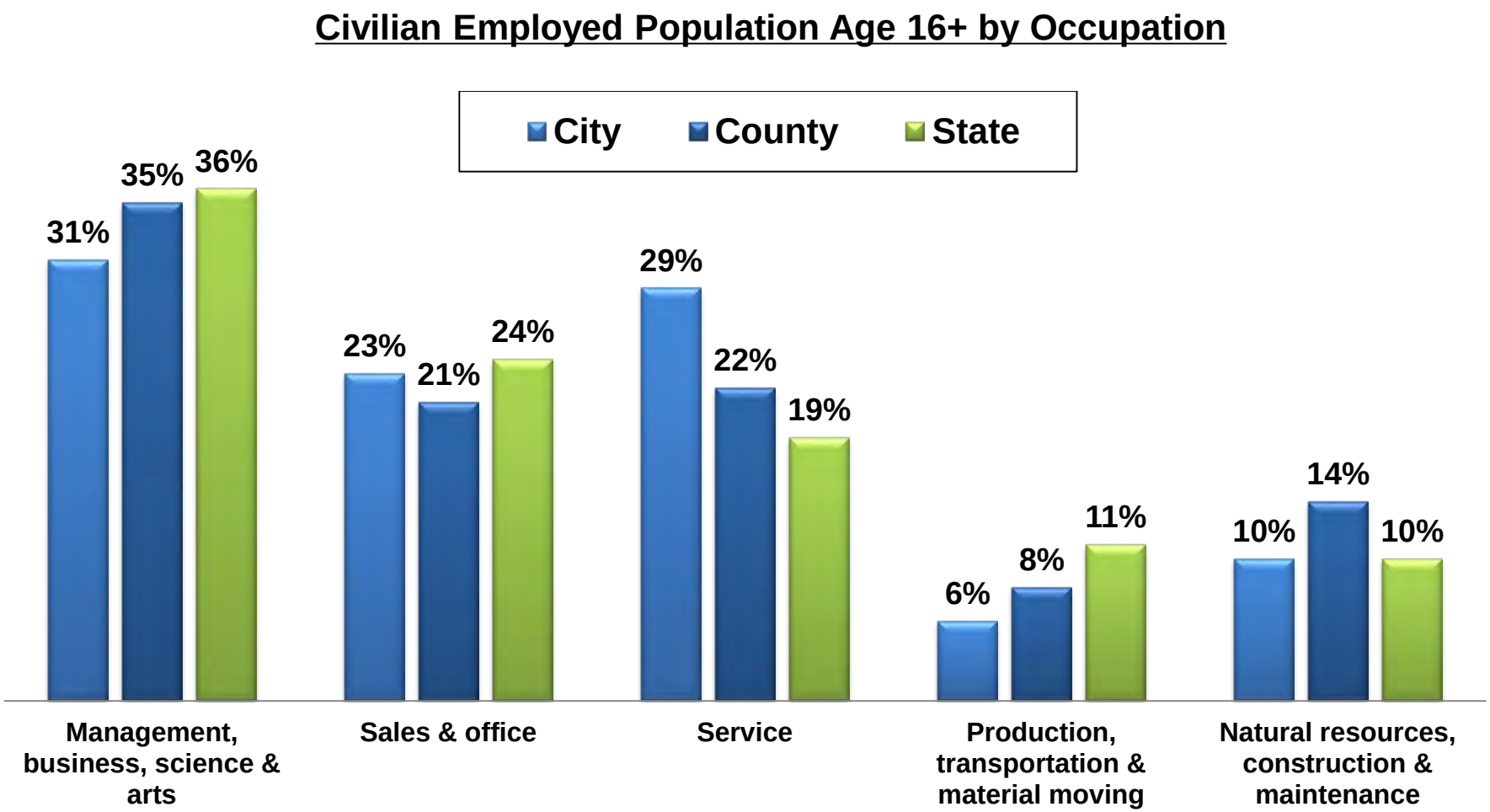
Resident Employment by Occupation



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)

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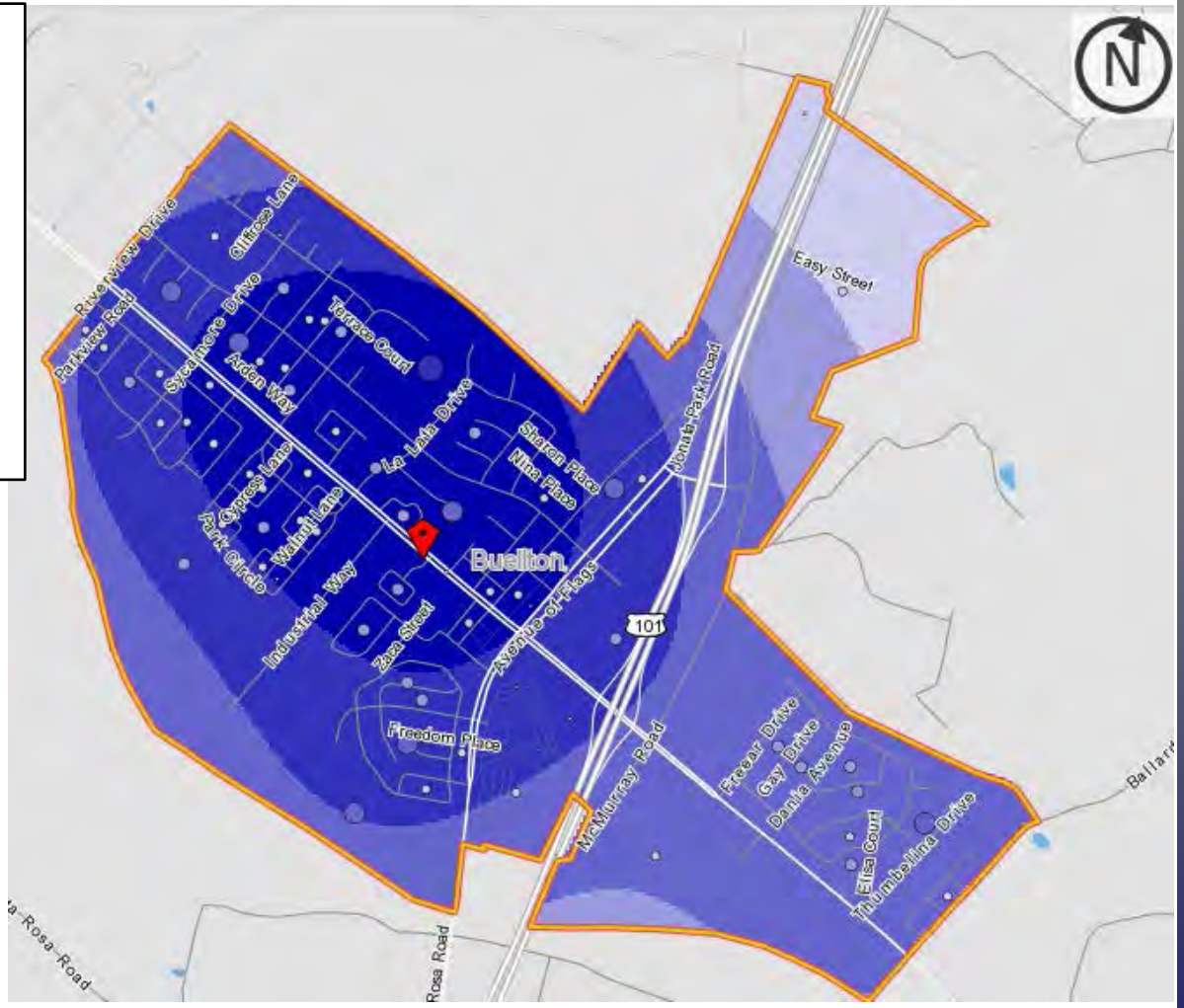
Resident Concentration Within City

- 5 - 73 Employed residents/Sq. Mile
- 74 - 279 Employed residents/Sq. Mile
- 280 - 623 Employed residents/Sq. Mile
- 624 - 1,103 Employed residents/Sq. Mile
- 1,104 - 1,722 Employed residents/Sq. Mile
- 1 - 2 Employed residents
- 3 - 16 Employed residents
- 17 - 52 Employed residents
- 53 - 122 Employed residents
- 123 - 238 Employed residents



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

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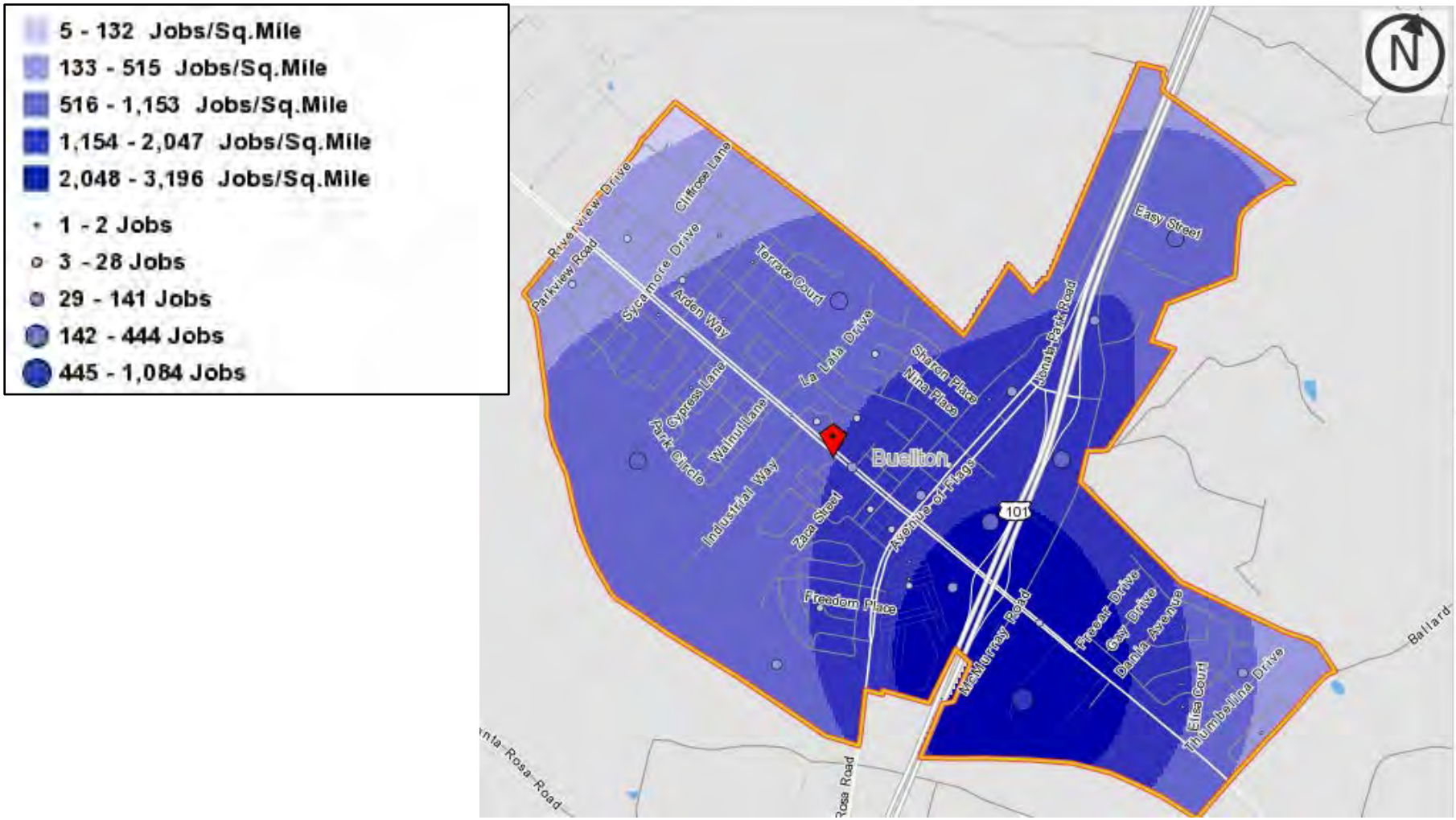
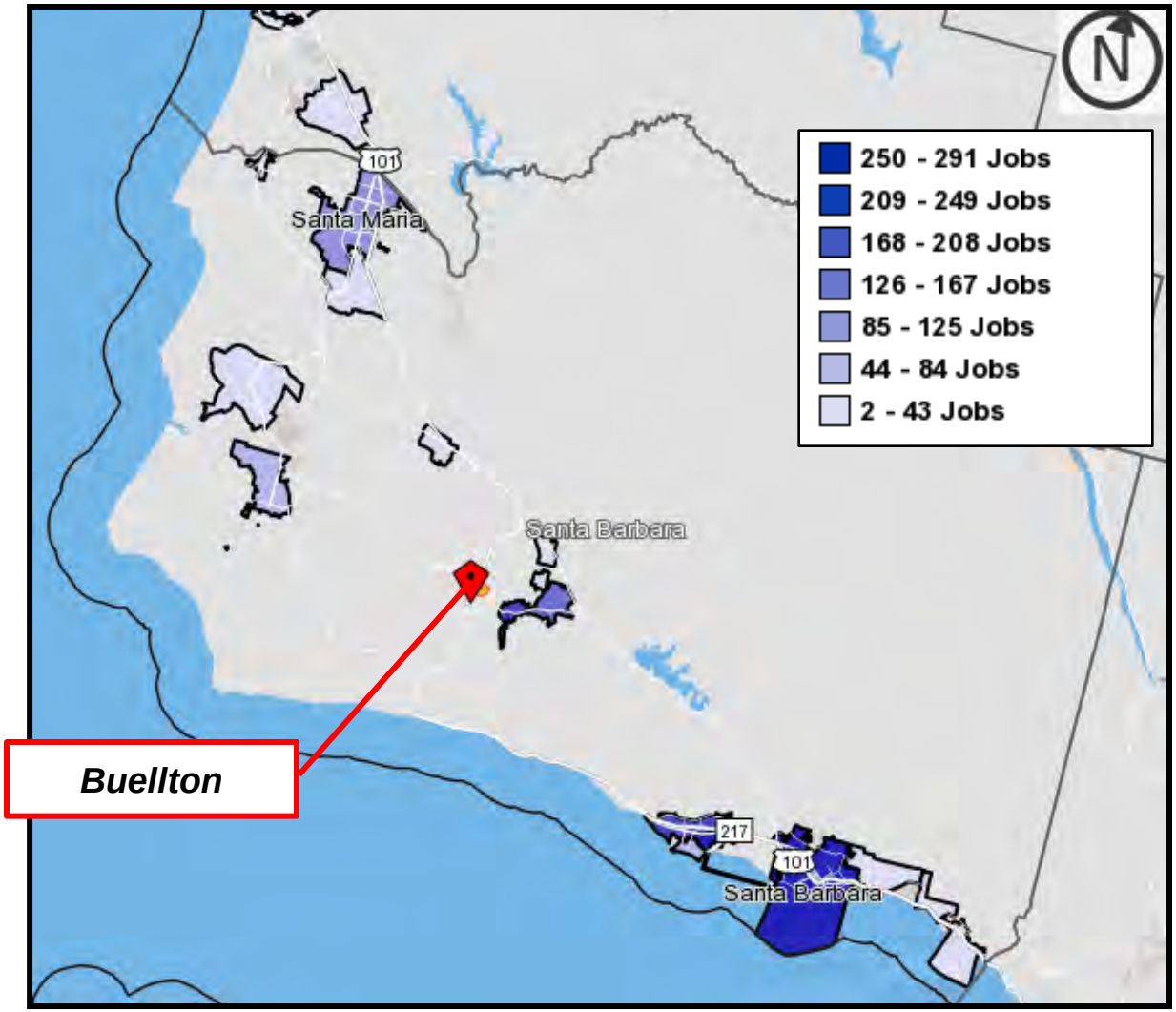
Employment Concentration Within City



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)

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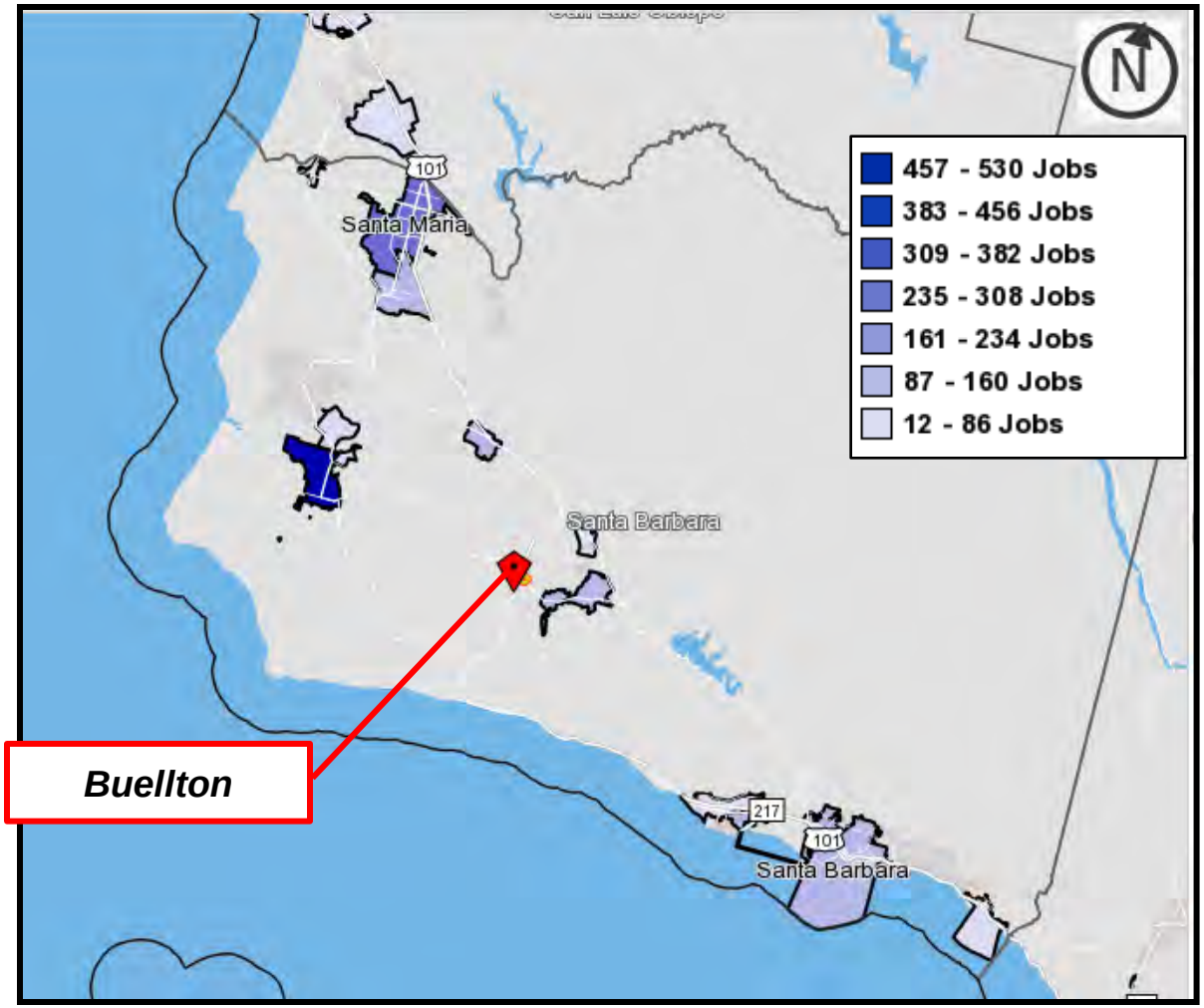
Worker Residence

"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)

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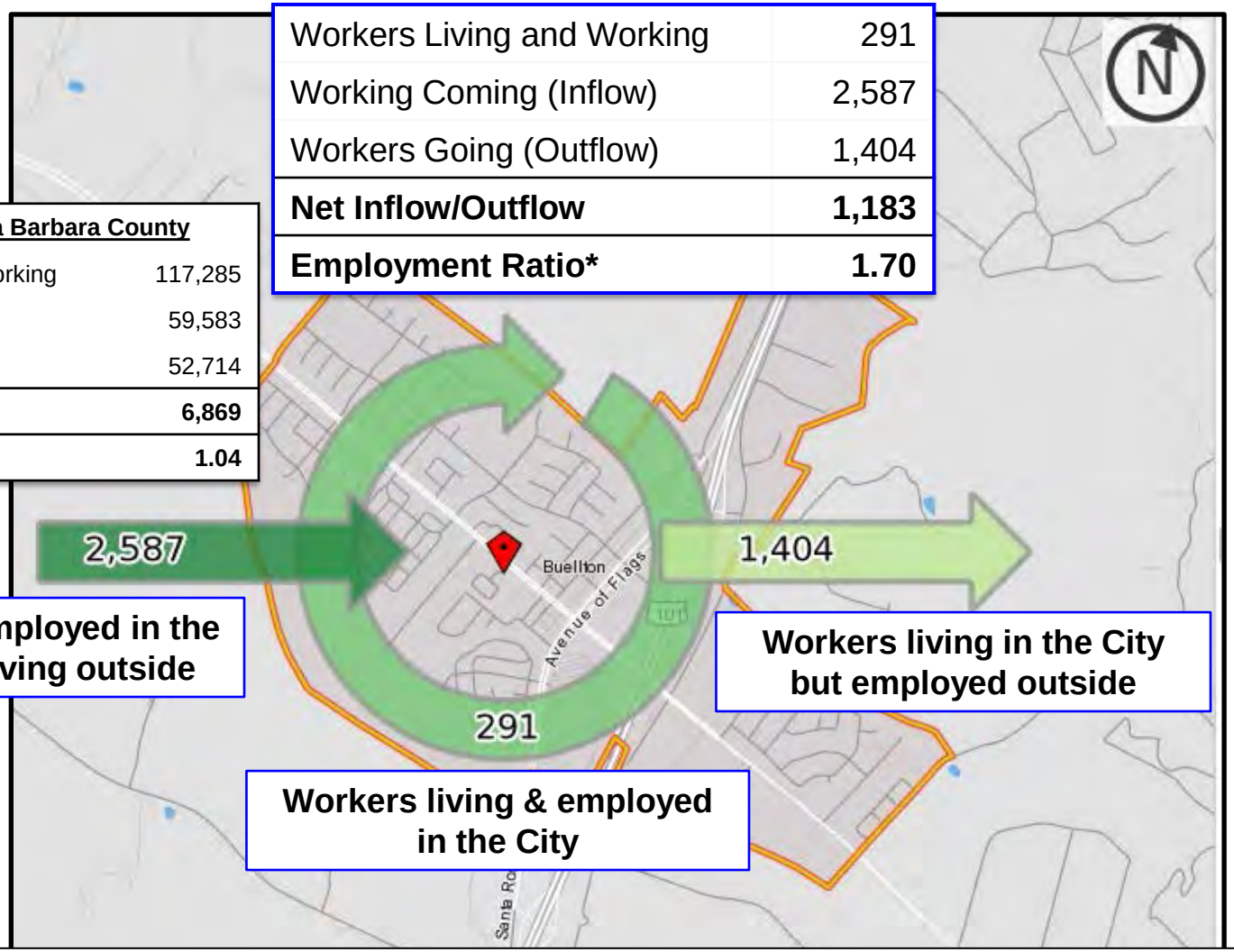
Worker Inflow / Outflow

"Are jobs coming or going?"

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

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



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)

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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%
Owner	*1,209*	*1,245*	*36*	*3.0%*
Renter	*601*	*638*	*37*	*6.2%*
W/in 10 miles of Hwy 246 & Ave of Flags	8,538	8,920	382	4.5%
Owner	*5,480*	*5,694*	*214*	*3.9%*
Renter	*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)

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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%
Total Nonfarm	168,200	197,100	28,900	17.2%
Total Farm	18,800	22,700	3,900	20.7%
Total Employment	210,000	243,300	33,300	15.9%

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

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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

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

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

Source: CoStar Property (Q4 2015)

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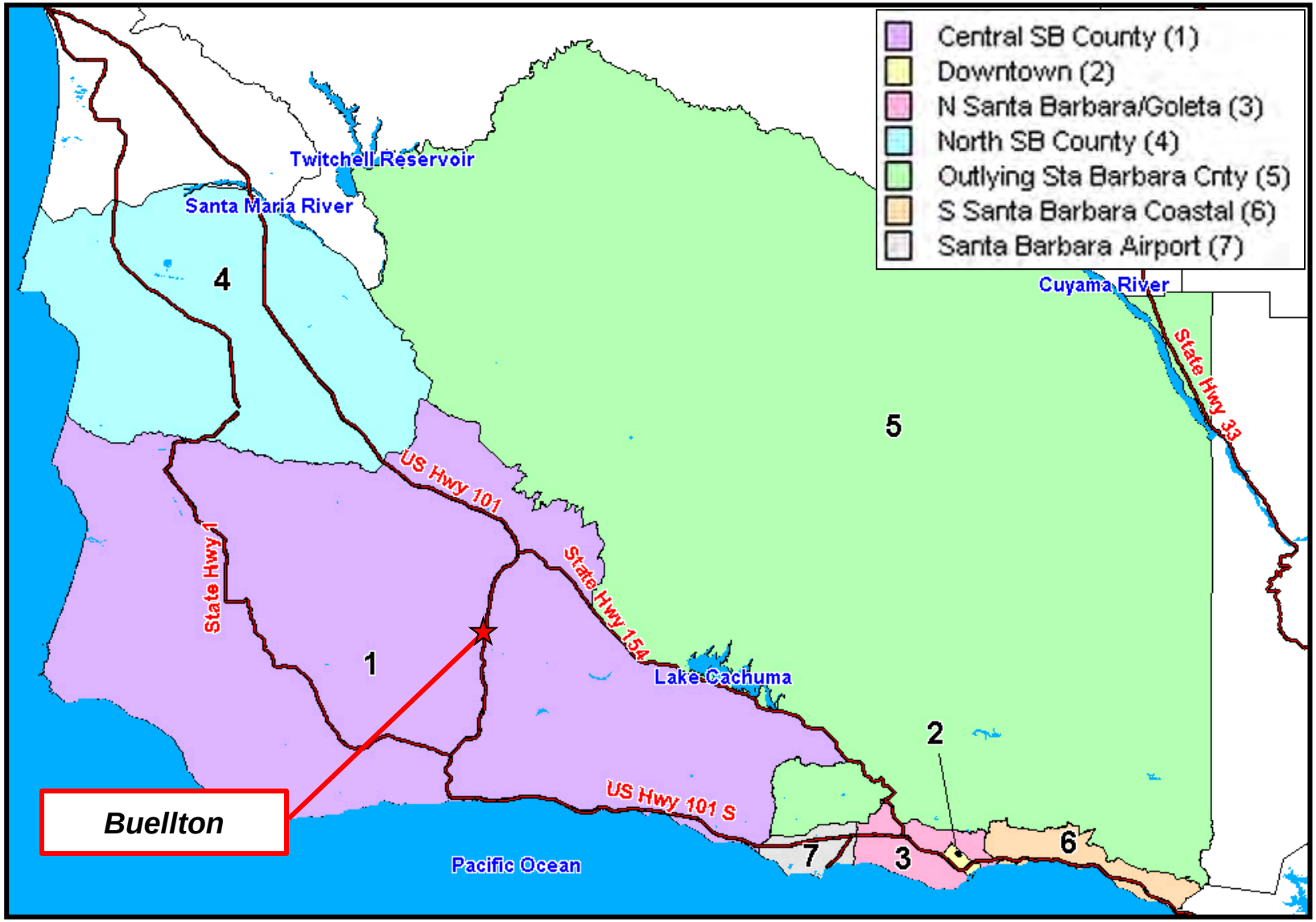
Santa Barbara Market Overview



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

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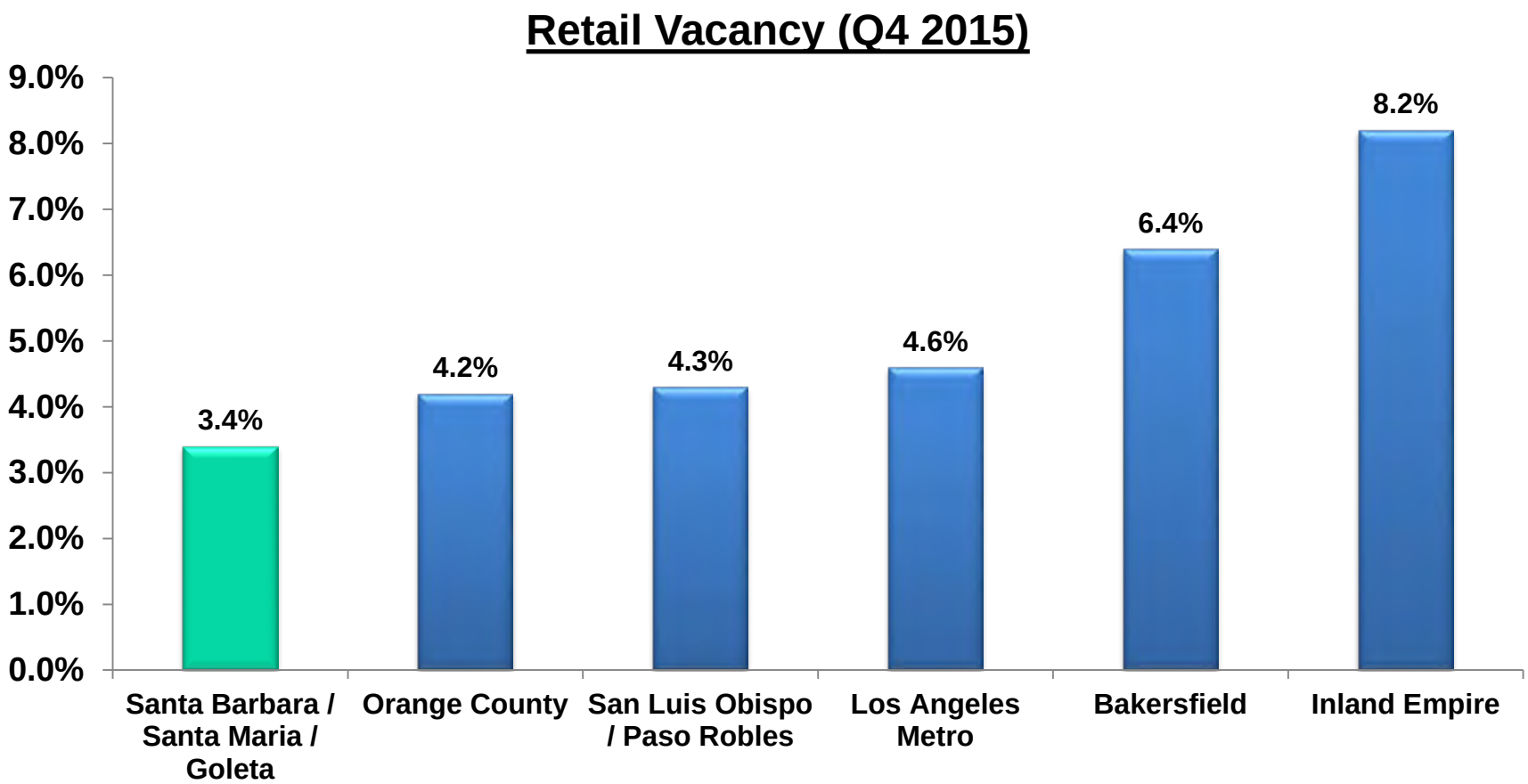
Retail Vacancy by Market



	Santa Barbara / Santa Maria / Goleta	Orange County	San Luis Obispo / Paso Robles	Los Angeles Metro	Bakersfield	Inland Empire
Total G.L.A.	24.2M SF	141.9M SF	15.4M SF	466.2M SF	22.1M SF	186.6M SF

G.L.A. = Gross Leasable Area
Source: CoStar Property (Q4 2015)

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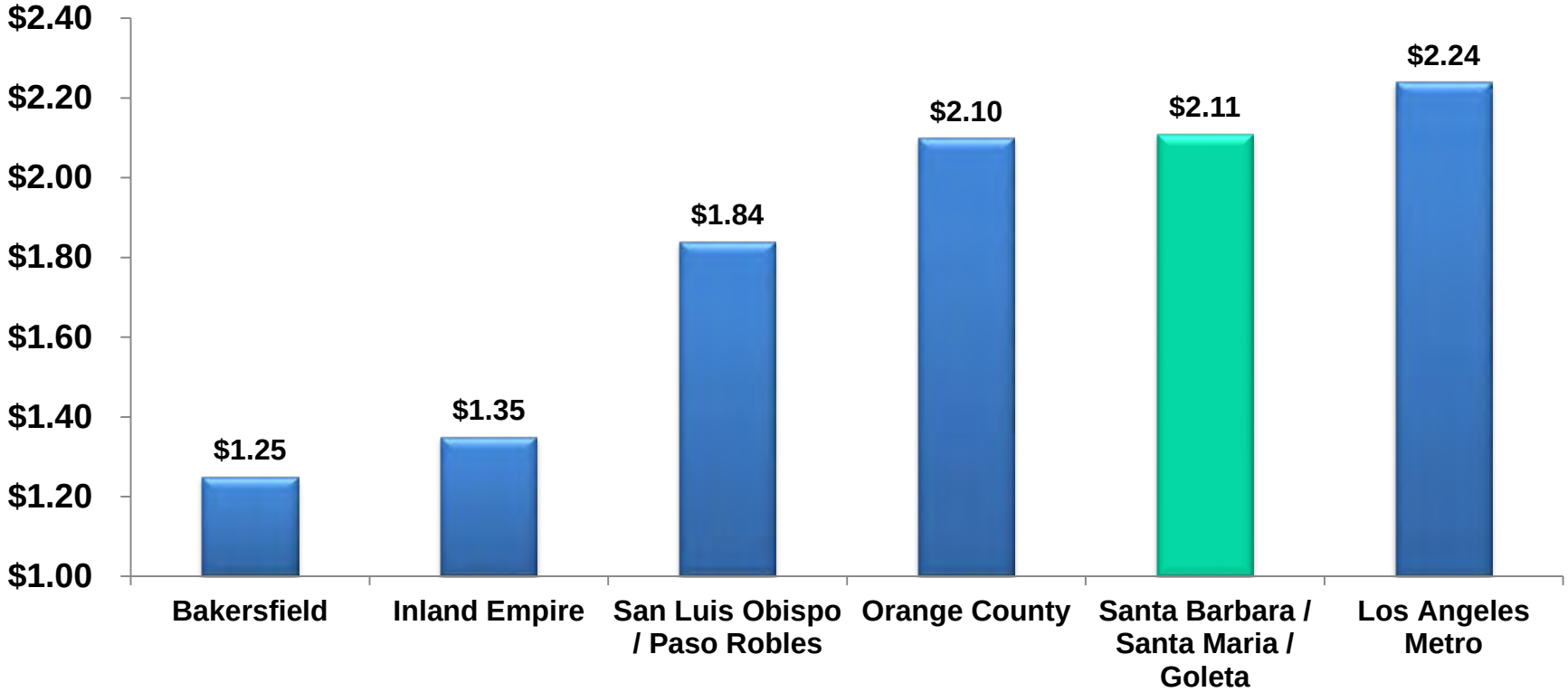
Retail Lease Rates by Market

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



	Bakersfield	Inland Empire	San Luis Obispo / Paso Robles	Orange County	Santa Barbara / Santa Maria / Goleta	Los Angeles Metro
Total G.L.A.	22.1M SF	186.6M SF	15.4M SF	141.9M SF	24.2M SF	466.2M SF

G.L.A. = Gross Leasable Area
Source: CoStar Property (Q4 2015)

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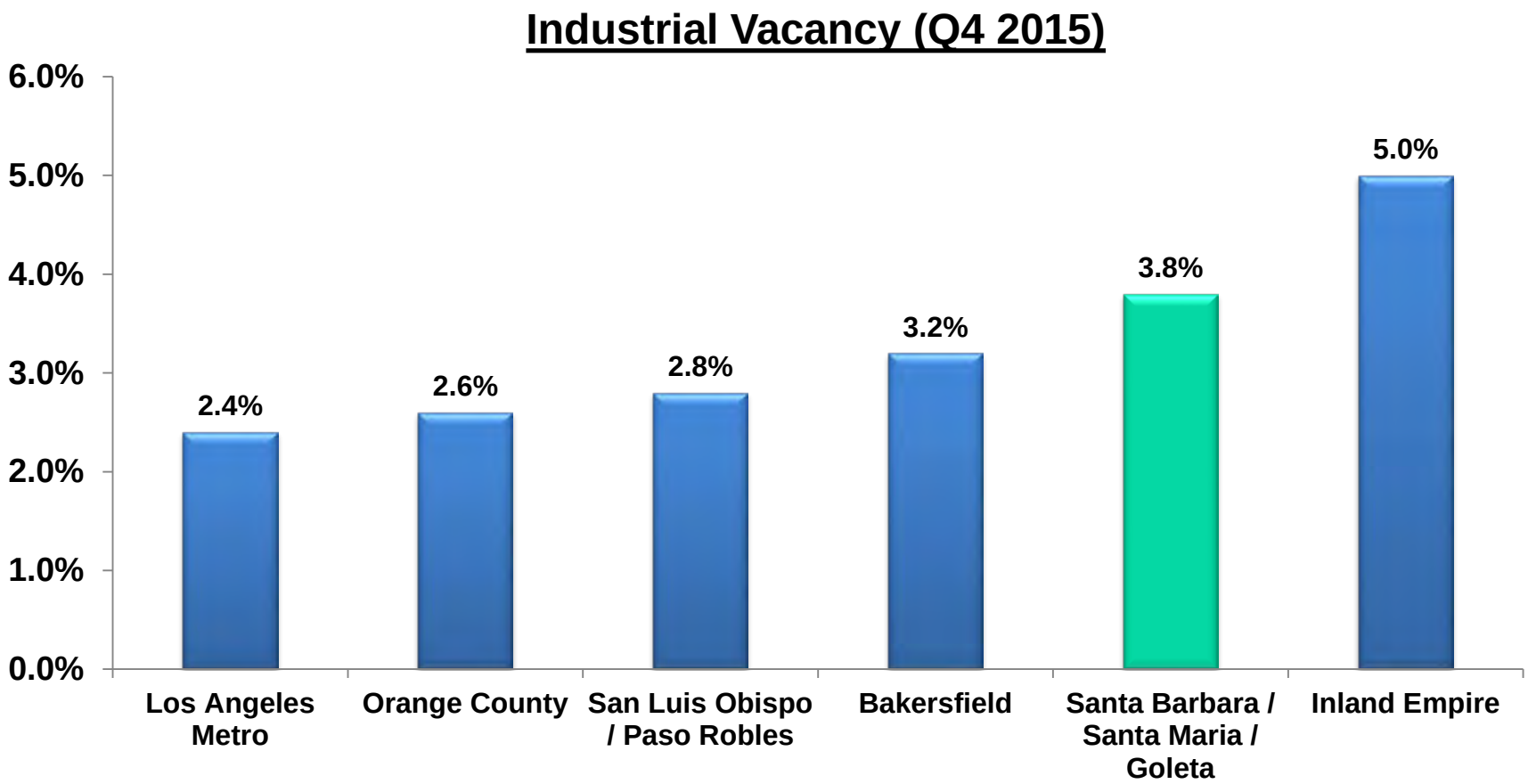
Industrial Vacancy by Market

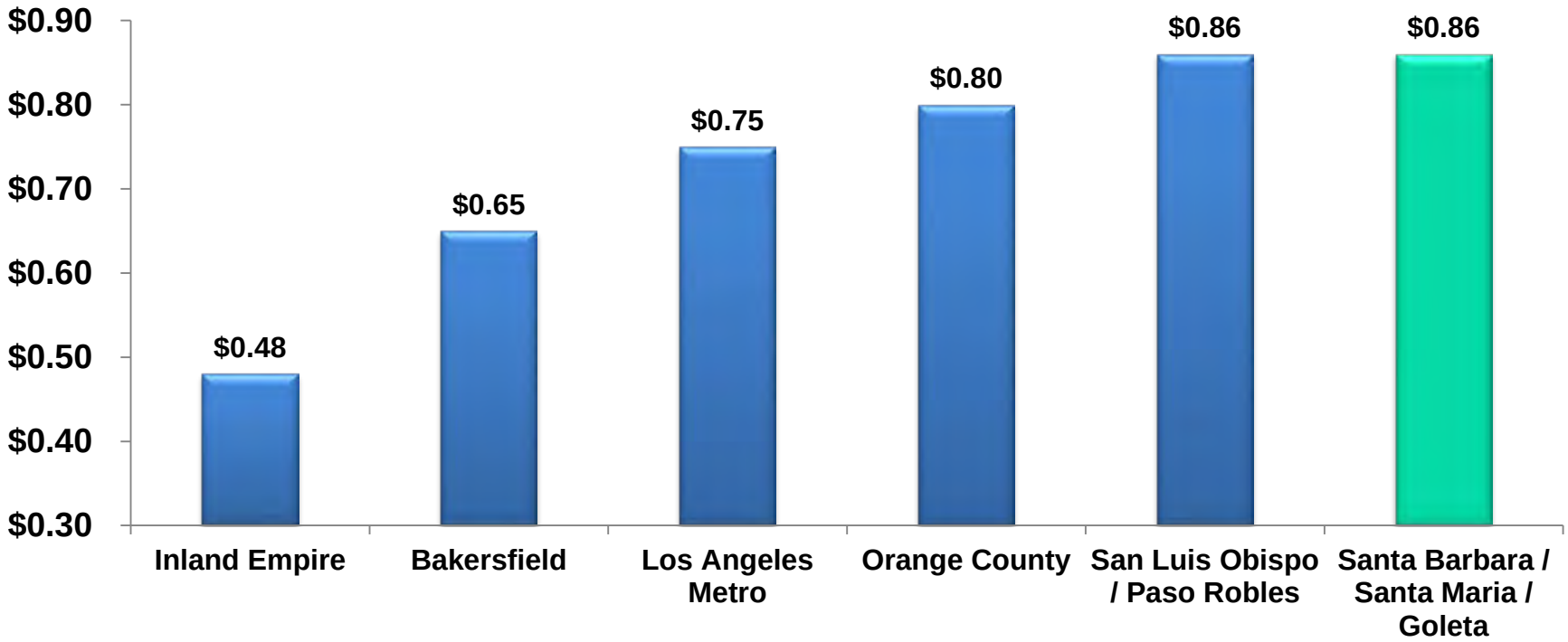


	Los Angeles Metro	Orange County	San Luis Obispo / Paso Robles	Bakersfield	Santa Barbara / Santa Maria / Goleta	Inland Empire
Total G.L.A.	986.7M SF	301.9M SF	7.2M SF	25.3M SF	15.6M SF	556.2M SF

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)



	Inland Empire	Bakersfield	Los Angeles Metro	Orange County	San Luis Obispo / Paso Robles	Santa Barbara / Santa Maria / Goleta
Total G.L.A.	556.2M SF	25.3M SF	986.7M SF	301.9M SF	7.2M SF	15.6M SF

G.L.A. = Gross Leasable Area
Source: CoStar Property (Q4 2015)

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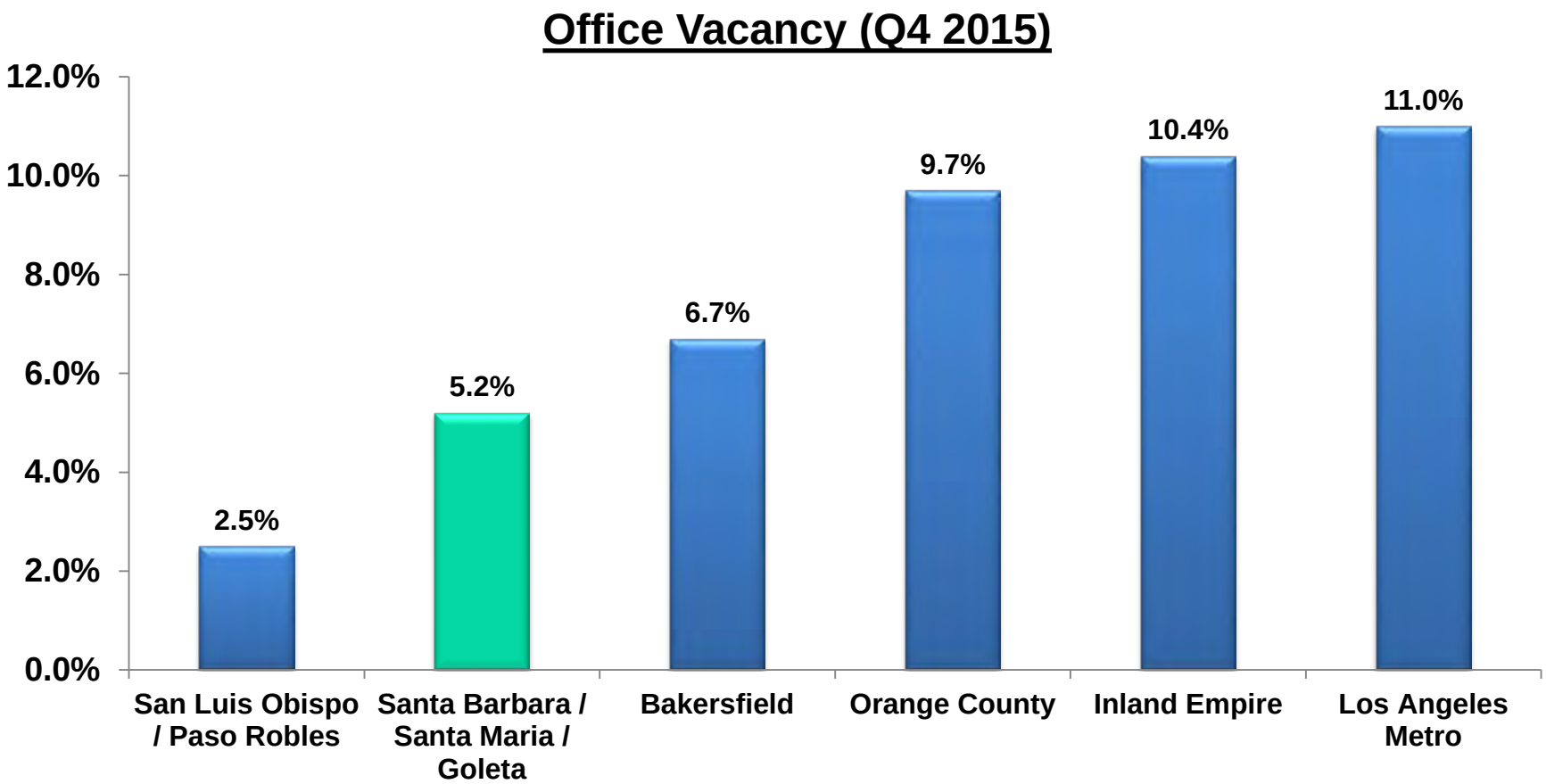
Office Vacancy by Market



Total G.L.A.	**5.8M SF**	**11.8M SF**	**12.9M SF**	**153.1M SF**	**72.1M SF**	**428.1M SF**

G.L.A. = Gross Leasable Area
Source: CoStar Property (Q4 2015)

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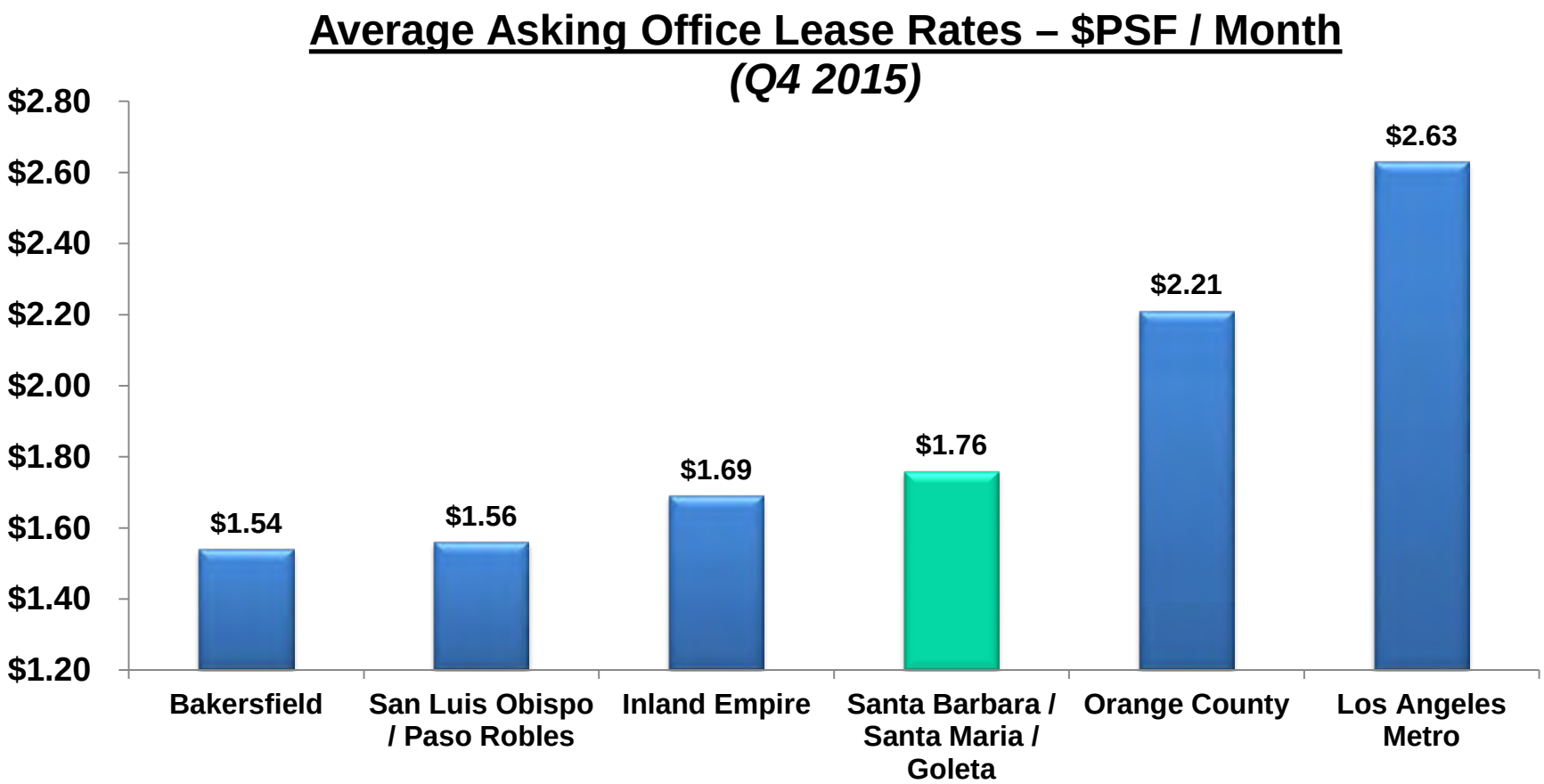
Office Lease Rates by Market



	Bakersfield	San Luis Obispo / Paso Robles	Inland Empire	Santa Barbara / Santa Maria / Goleta	Orange County	Los Angeles Metro
Total G.L.A.	12.9M SF	5.8M SF	72.1M SF	11.8M SF	153.1M SF	428.1M SF

G.L.A. = Gross Leasable Area
Source: CoStar Property (Q4 2015)

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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
Total Retail	**2,112**	**24,243,179 SF**	**3.4%**	**112,804 SF**	**$2.11**

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
Total Industrial	**1,206**	**15,608,098 SF**	**3.8%**	**20,000 SF**	**$0.86**

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
Total Office	**1,411**	**11,799,331 SF**	**5.2%**	**52,000 SF**	**$1.76**

G.L.A. = Gross Leasable Area
Source: CoStar Property (Q4 2015)

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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

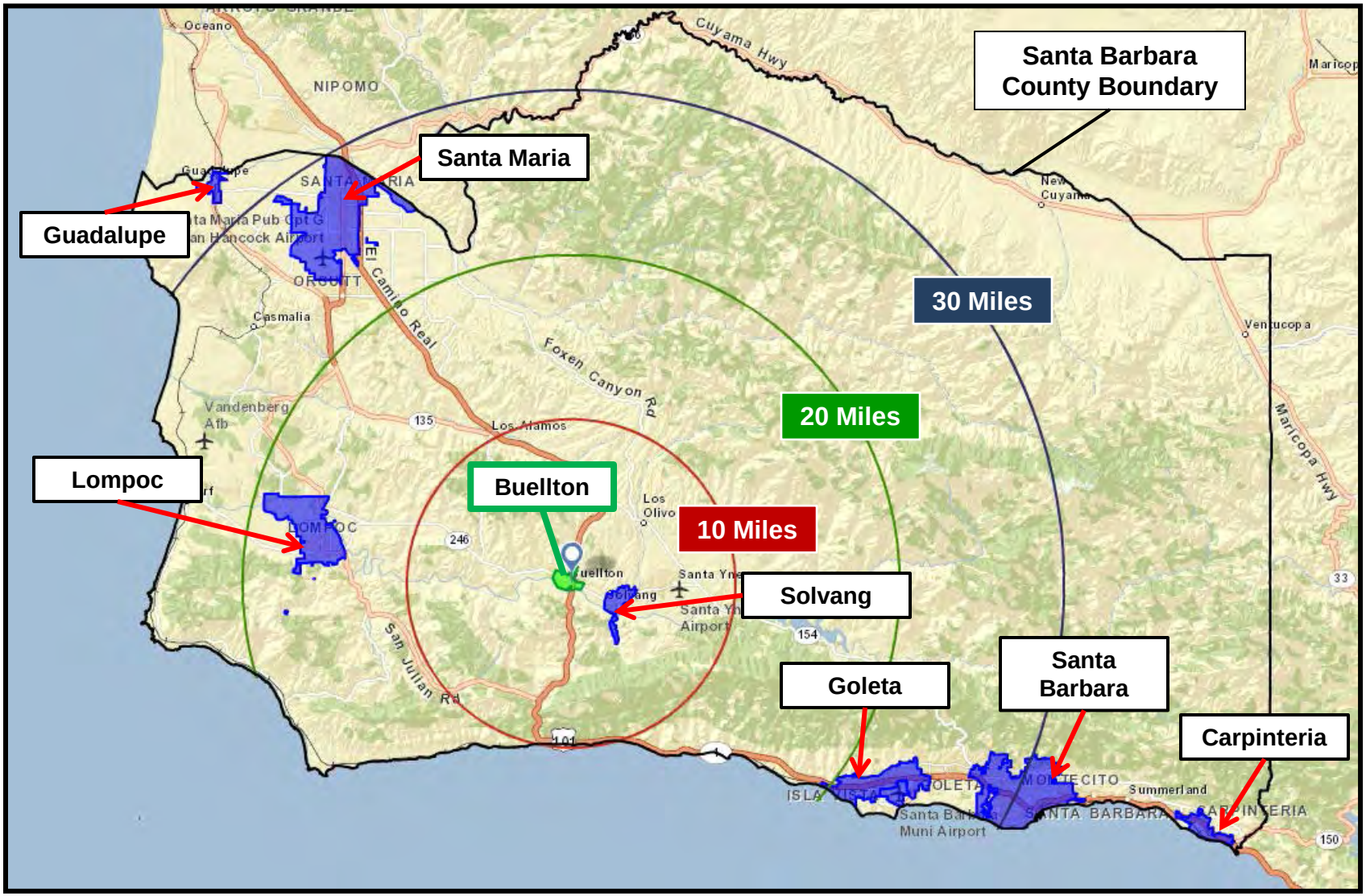
- Retail sales per capita for the City (**~$28,300**) is above average when compared to neighboring cities and the County average (~$15,700)

- 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

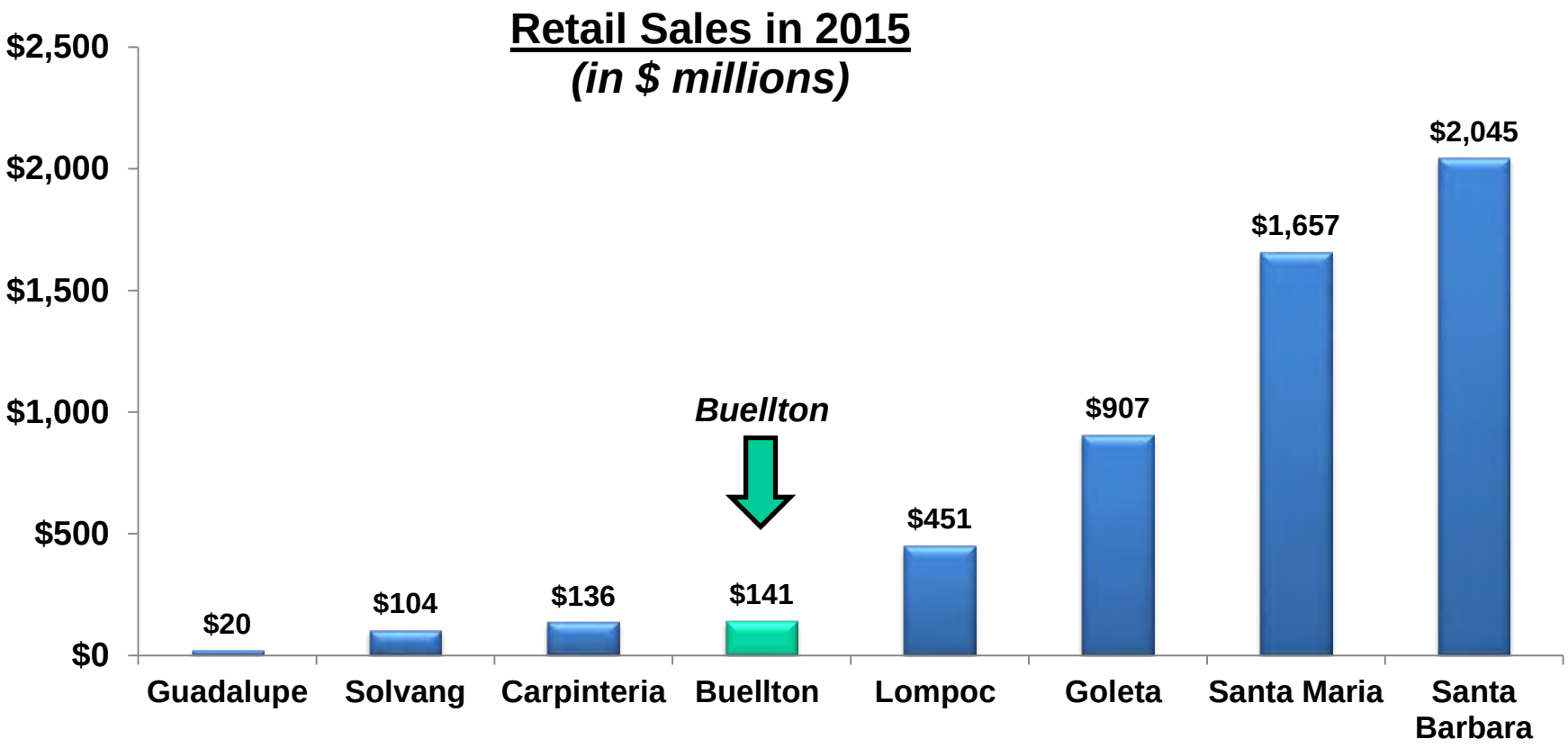
- Overall retail sales in the City are **higher** than retail spending potential based on households and average household income, suggesting that, overall, the City is likely capturing a significant portion of Buellton resident retail purchases and additionally capturing retail spending by residents 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	5.0	43.7	30.3	101.7	89.8

Source: ESRI, Dun & Bradstreet (2016)

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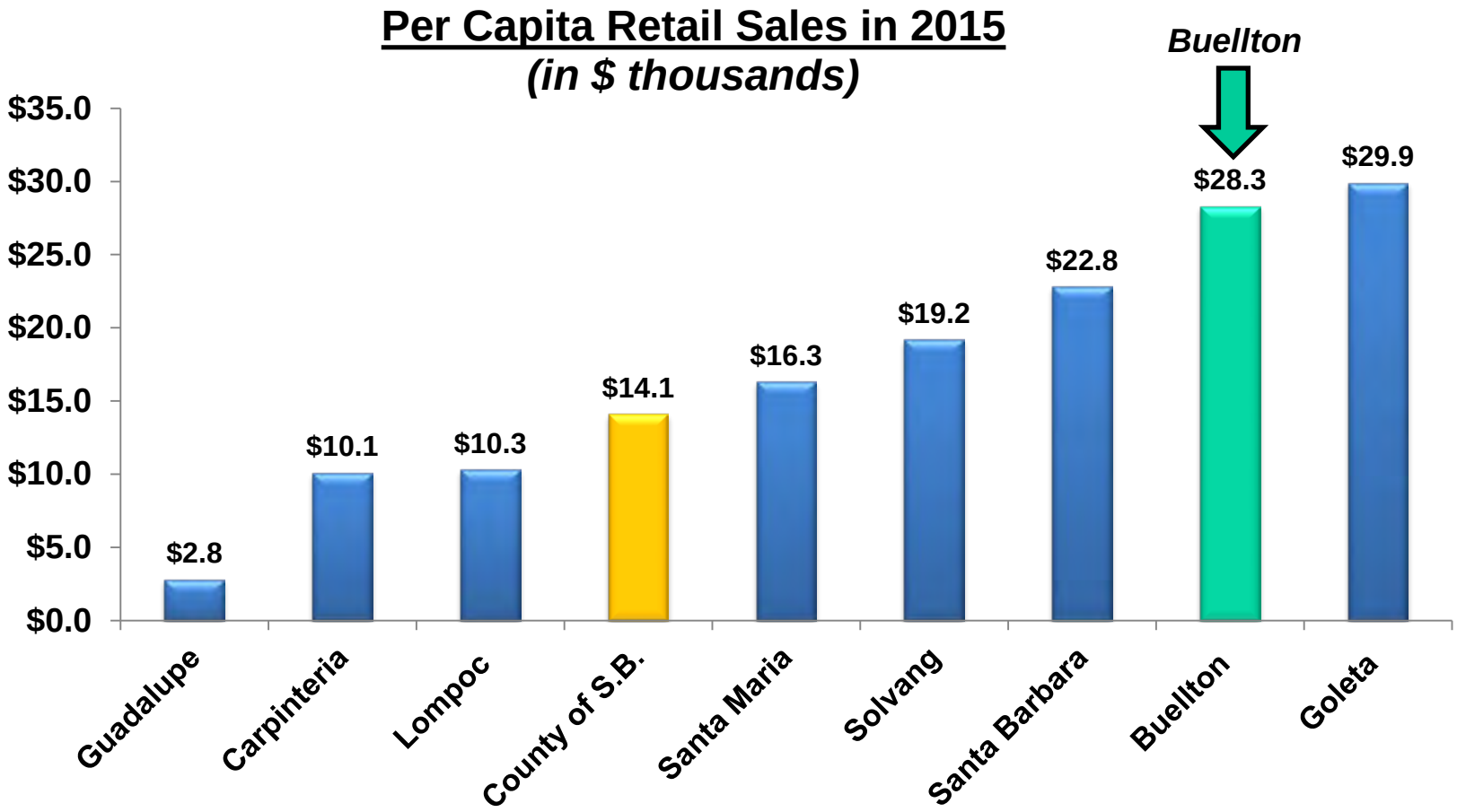
Per Capita Retail Sales
Buellton & Comparison Regions



2015 Population (000s):

7.1	13.5	43.7	434.0	101.7	5.4	89.8	5.0	30.3

Source: ESRI, Dun & Bradstreet (2016)

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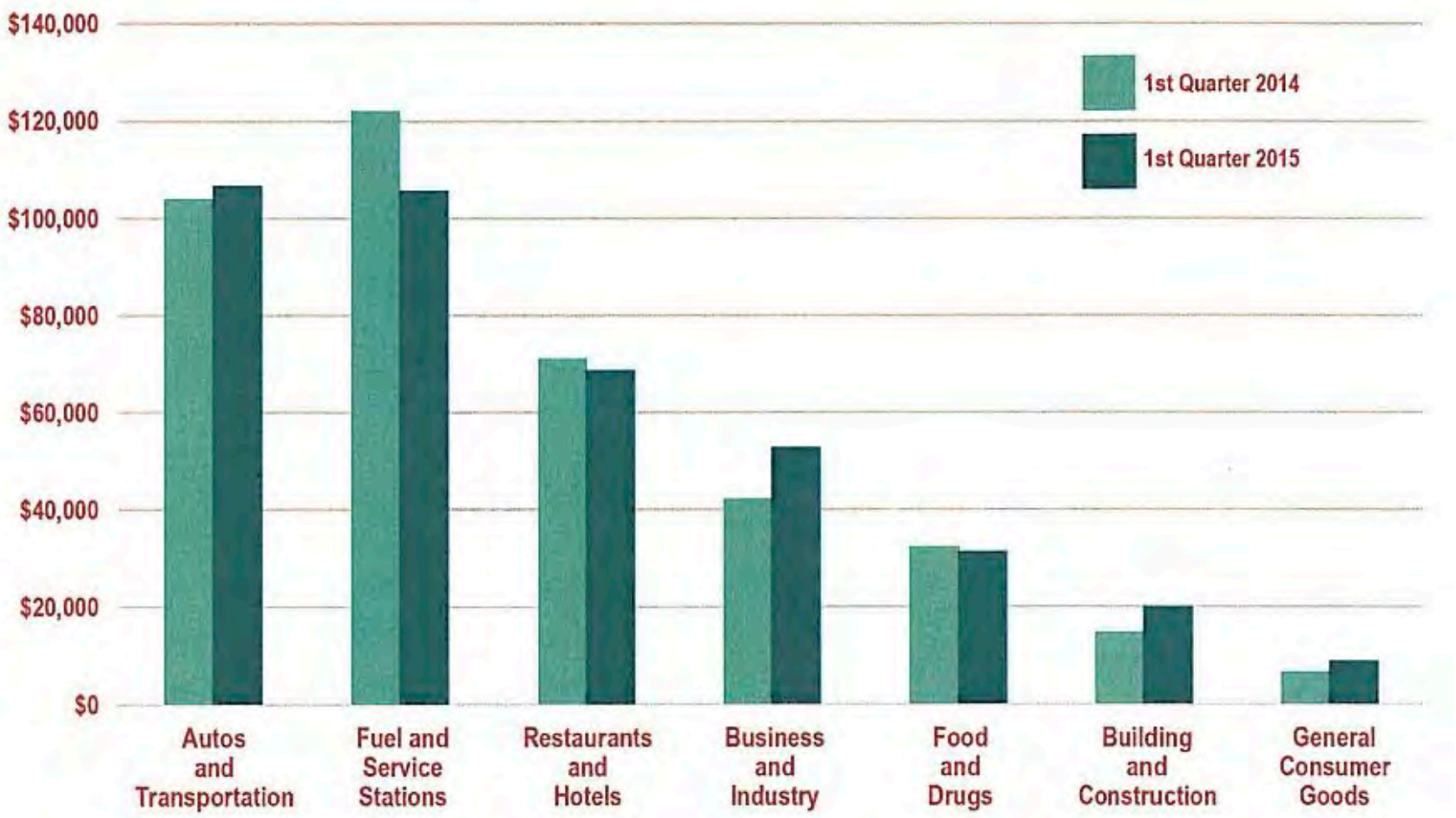
Sales Tax by Major Business Group



Source: HdL (2016)

Top 25 Principal Sales Tax Remitters

Top 25 Principal Sales Tax Remitters in 2015 (in Alphabetical Order)	
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"

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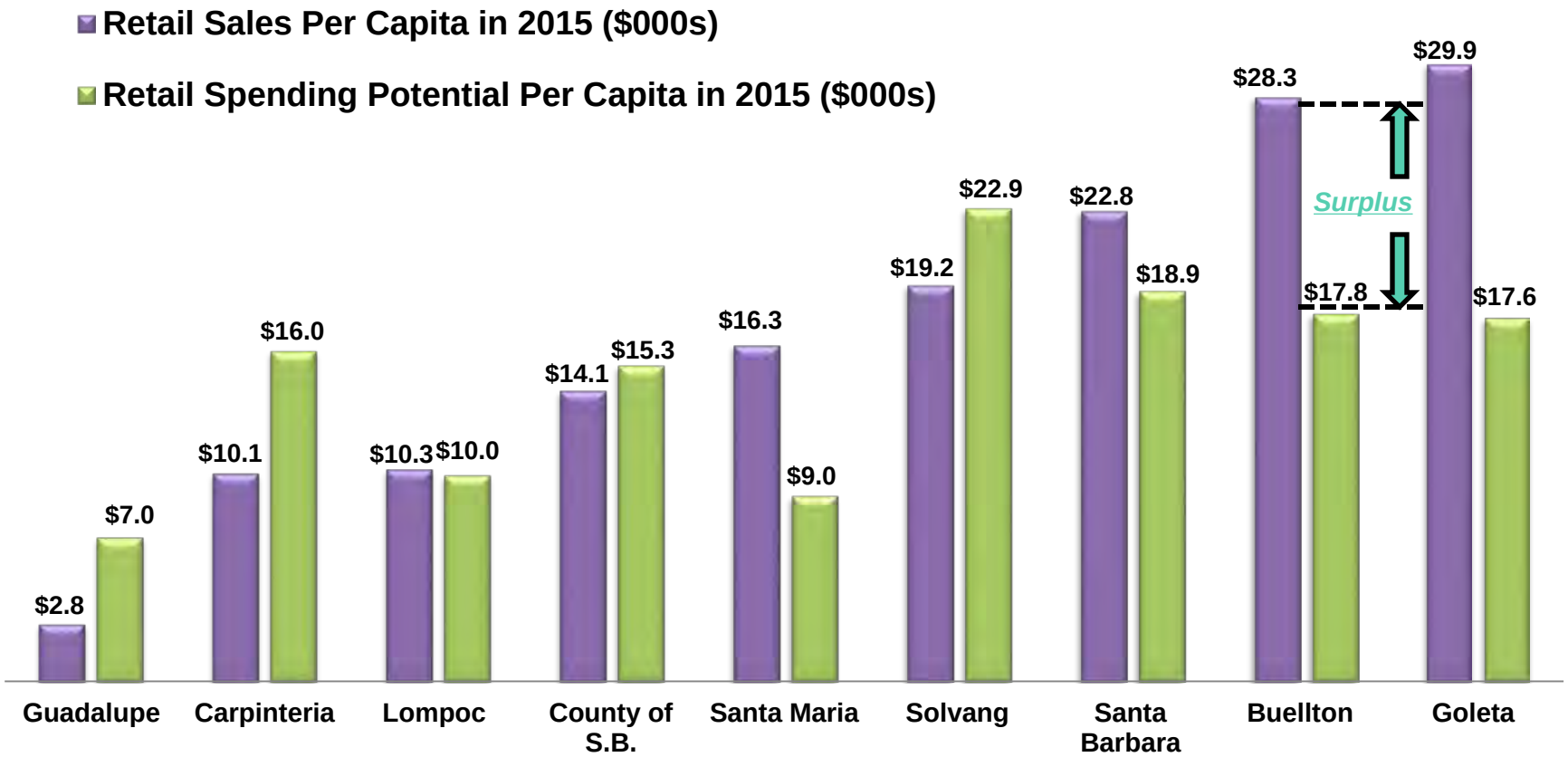
Retail Sales Surplus / Leakage
"Cash Registers vs. Wallets"



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)

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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

Retail Sales Surplus / Leakage by Category

City of Buellton

Retail Category	Retail Spending Potential	Retail Sales	Retail Surplus/ (Leakage)	Percent Surplus/ (Leakage)
Shopper Goods (GAFO):				
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%)
Subtotal – GAFO	**$36,606,789**	**$23,775,130**	**($12,831,659)**	**(35.1%)**
Convenience Goods:				
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%
Subtotal – Convenience	**$23,653,202**	**$50,253,399**	**$26,600,197**	**112.5%**
Heavy Commercial Goods:				
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%
Subtotal – Heavy Commercial	**$26,721,900**	**$67,297,718**	**$40,575,818**	**151.8%**
Non-store Retailers	$2,001,641	$0	($2,001,641)	(100.0%)
Total Retail	**$88,983,532**	**$141,326,247**	**$52,342,715**	**58.8%**

Source: ESRI, Dun & Bradstreet (2016)

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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
• Regional intersection of Highways 101 and 246 • High HH incomes / low unemployment • Importer of jobs from neighboring jurisdictions • Large visitor population to Valley • General fund health • Agricultural amenities (e.g. wineries, breweries) • Pea Soup Andersen's • Flexible, streamlined planning regulations • Low utility costs • Active E.D. Task Force, Chamber of Commerce / Visitor's Bureau	• Relatively low population density • Current voids in certain retailer and hospitality categories and community amenities (e.g. downtown core)	• Available Opportunity Sites *(discussed later)* • Recruitment of retailers in void categories *(discussed later)* • Continued growth of agricultural amenities and attractions (e.g. breweries) • Village Specific Plan development • Avenue of Flags revitalization	• Dissolution of Redevelopment • Consensus on certain vision issues (e.g. Ave. of Flags, Sphere of Influence) • Projected contraction in manufacturing industry employment

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

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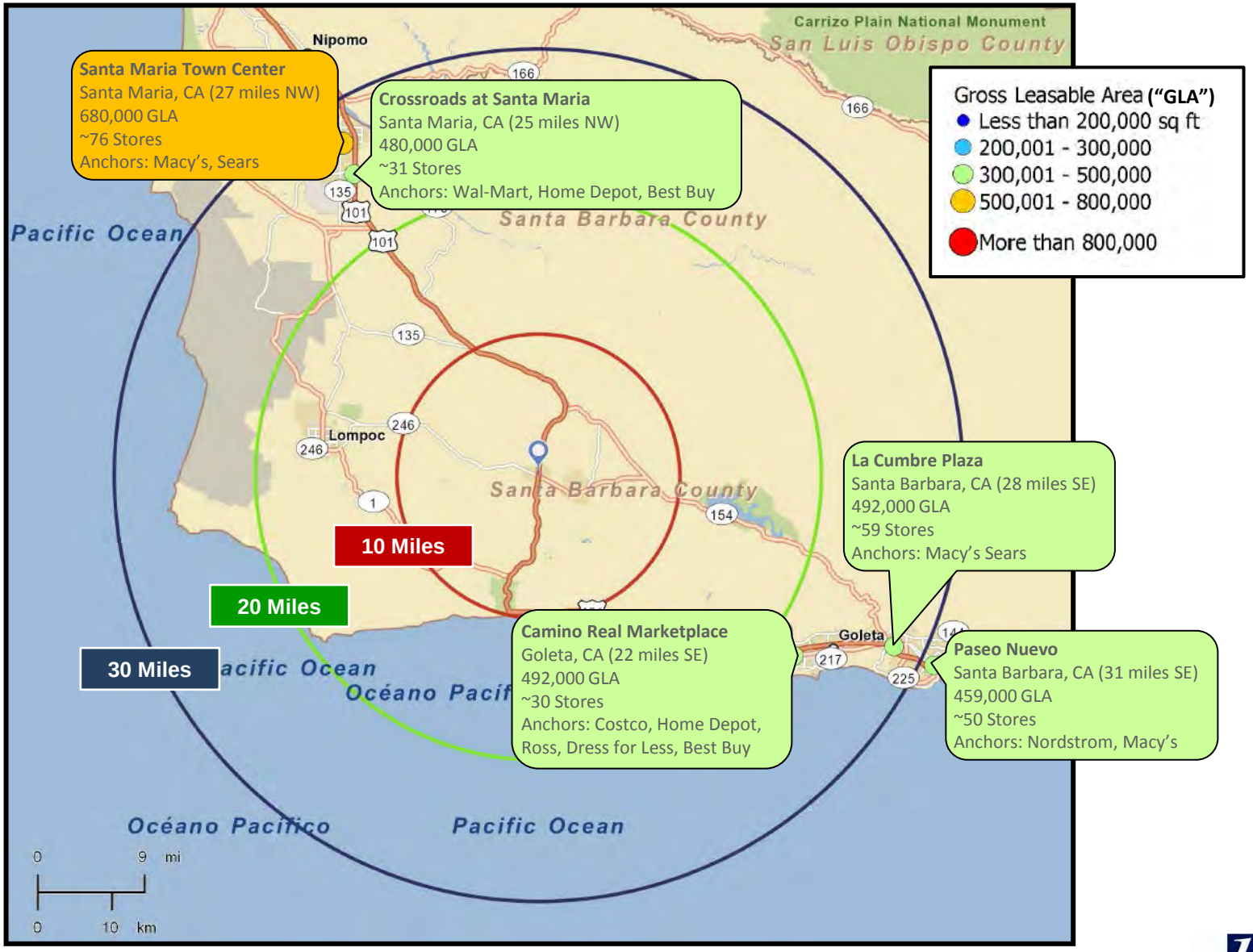
Trade Area Retailer Voids

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)

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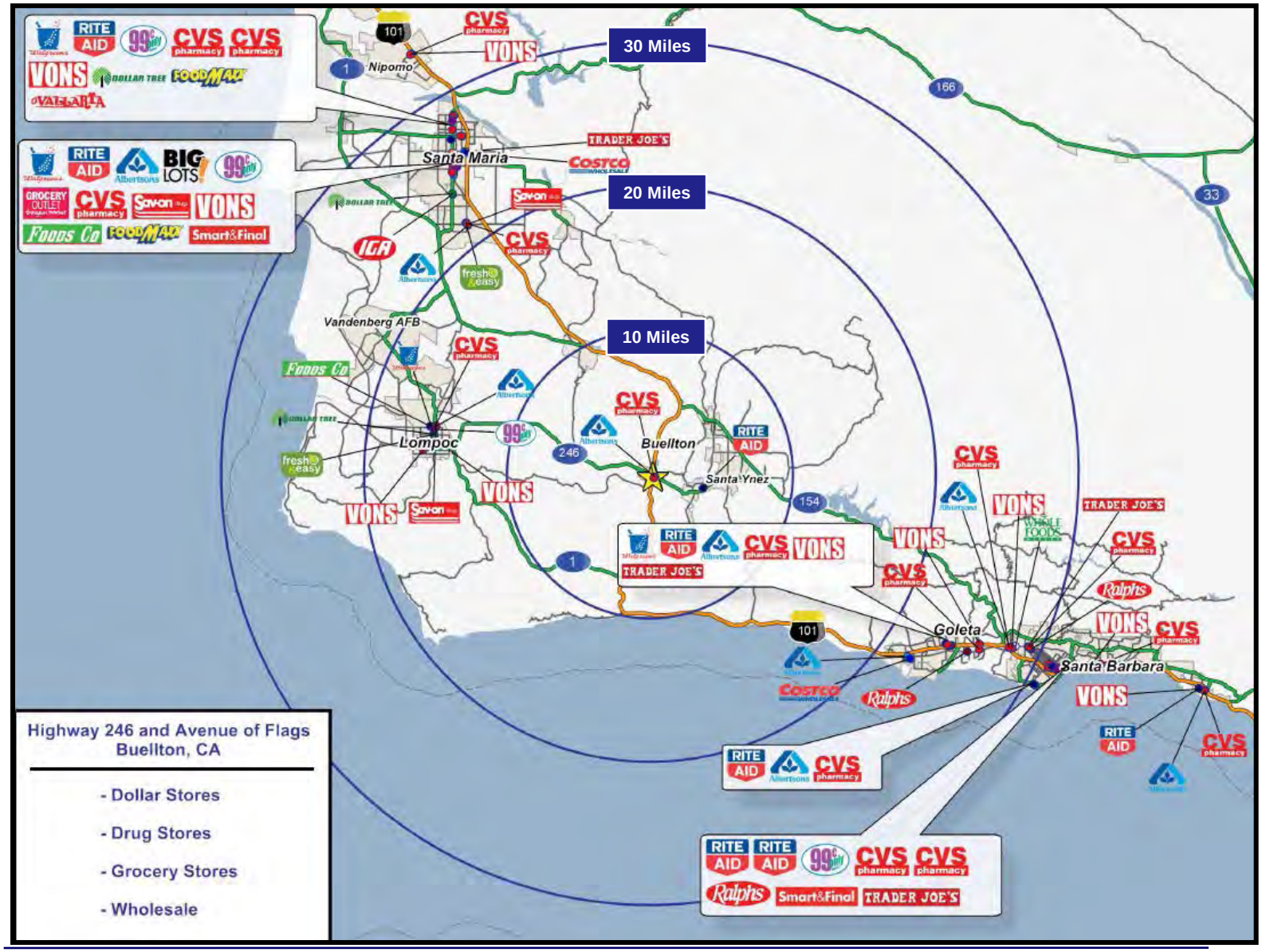
Retailer Void Concentrations

Dollar, Drug, Grocery, Wholesale Stores



Source: Sites USA (2013)

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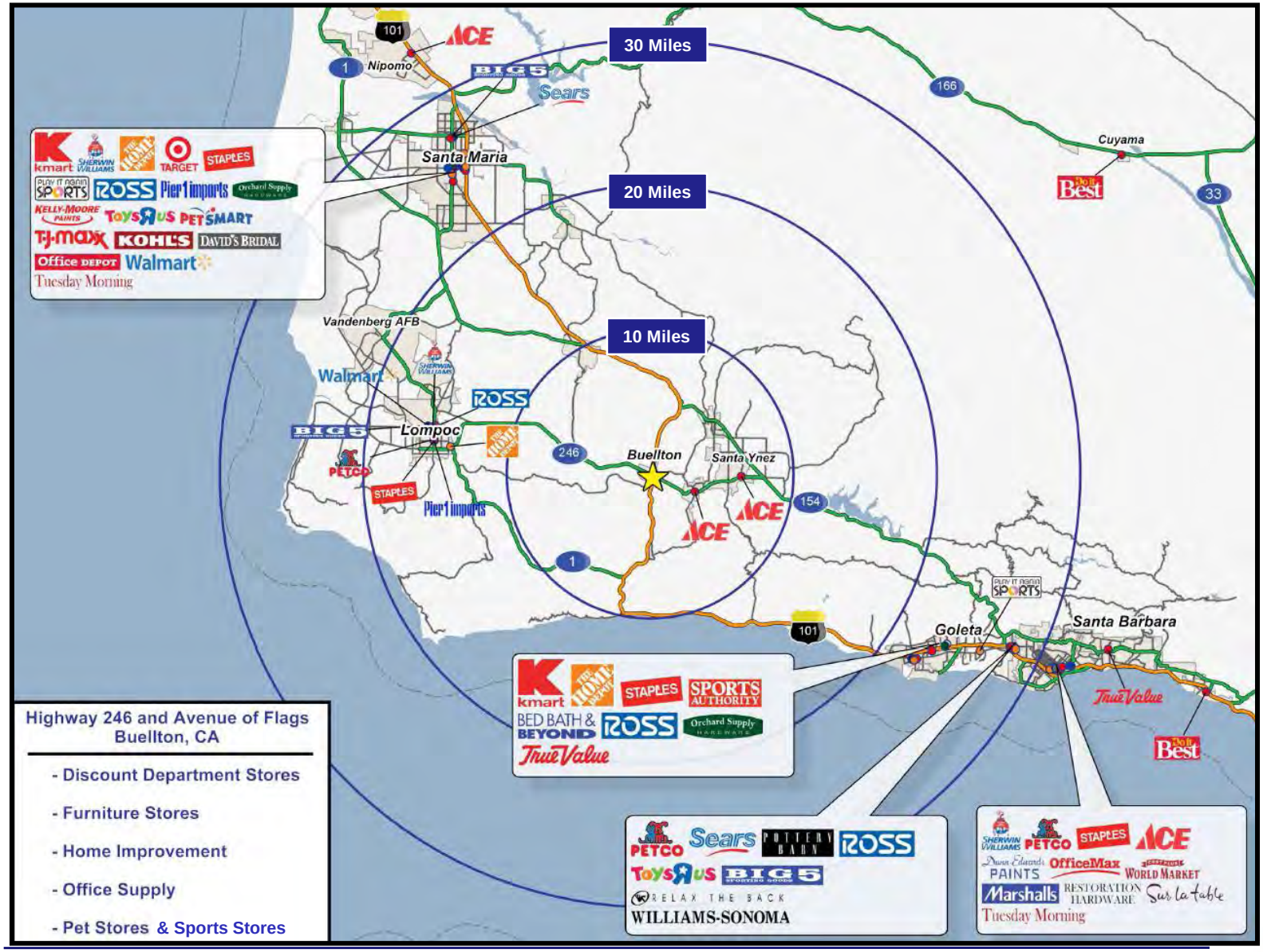
Retailer Void Concentrations

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



Source: Sites USA (2013)

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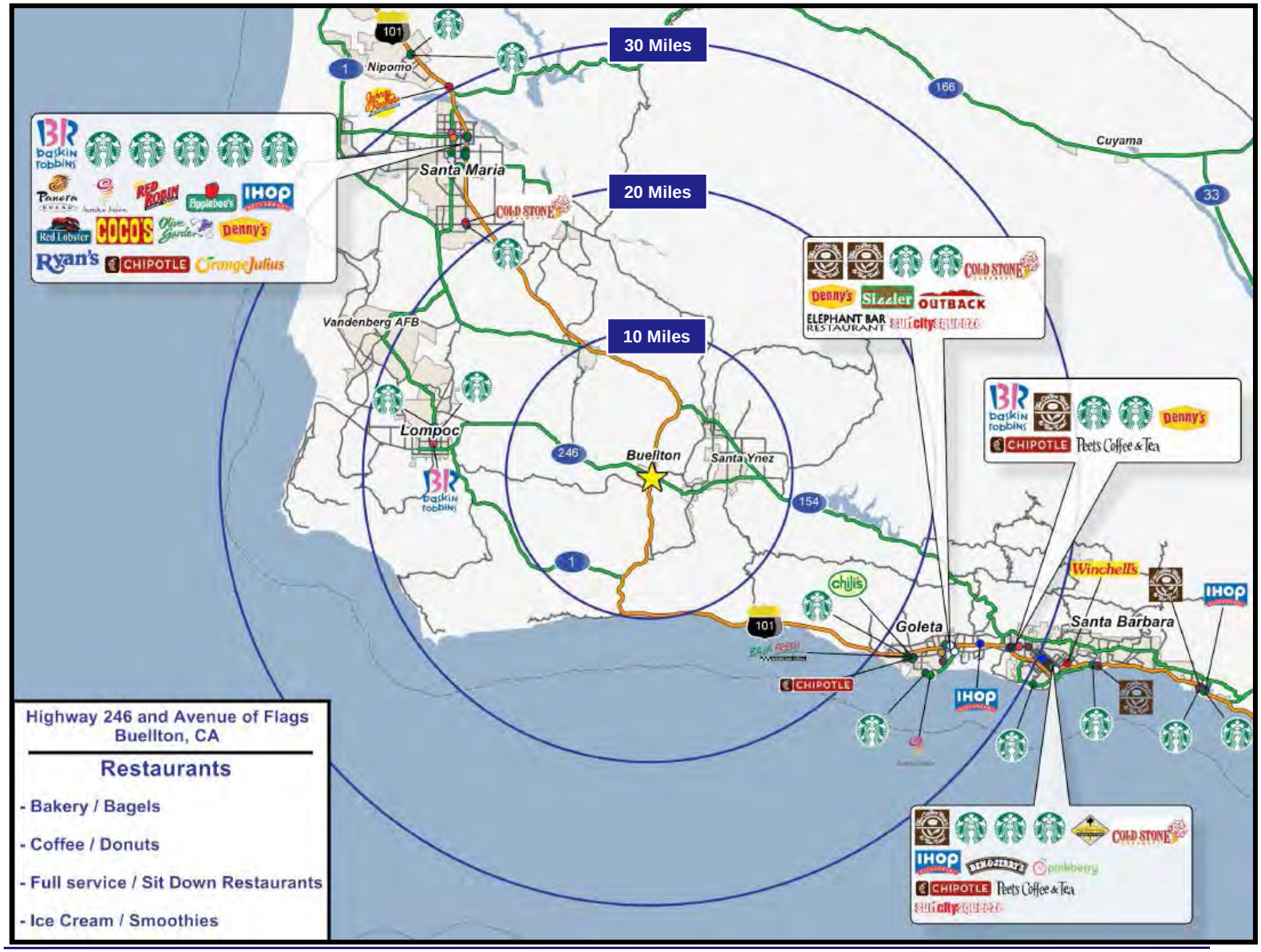
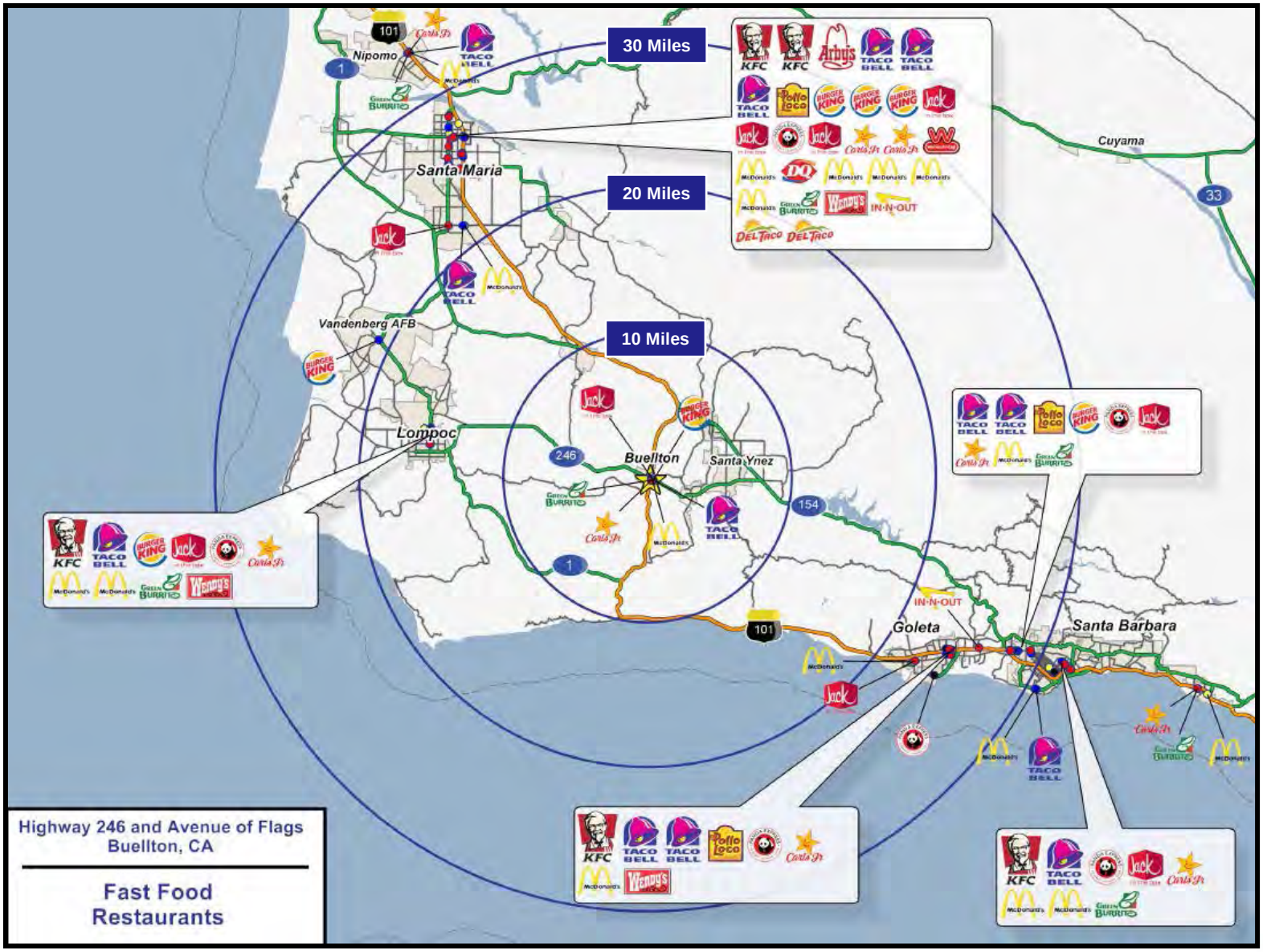
Retailer Void Concentrations
Casual Restaurants



Source: Sites USA (2013)

Retailer Void Concentrations
Fast Food



Source: Sites USA (2013)

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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)

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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)

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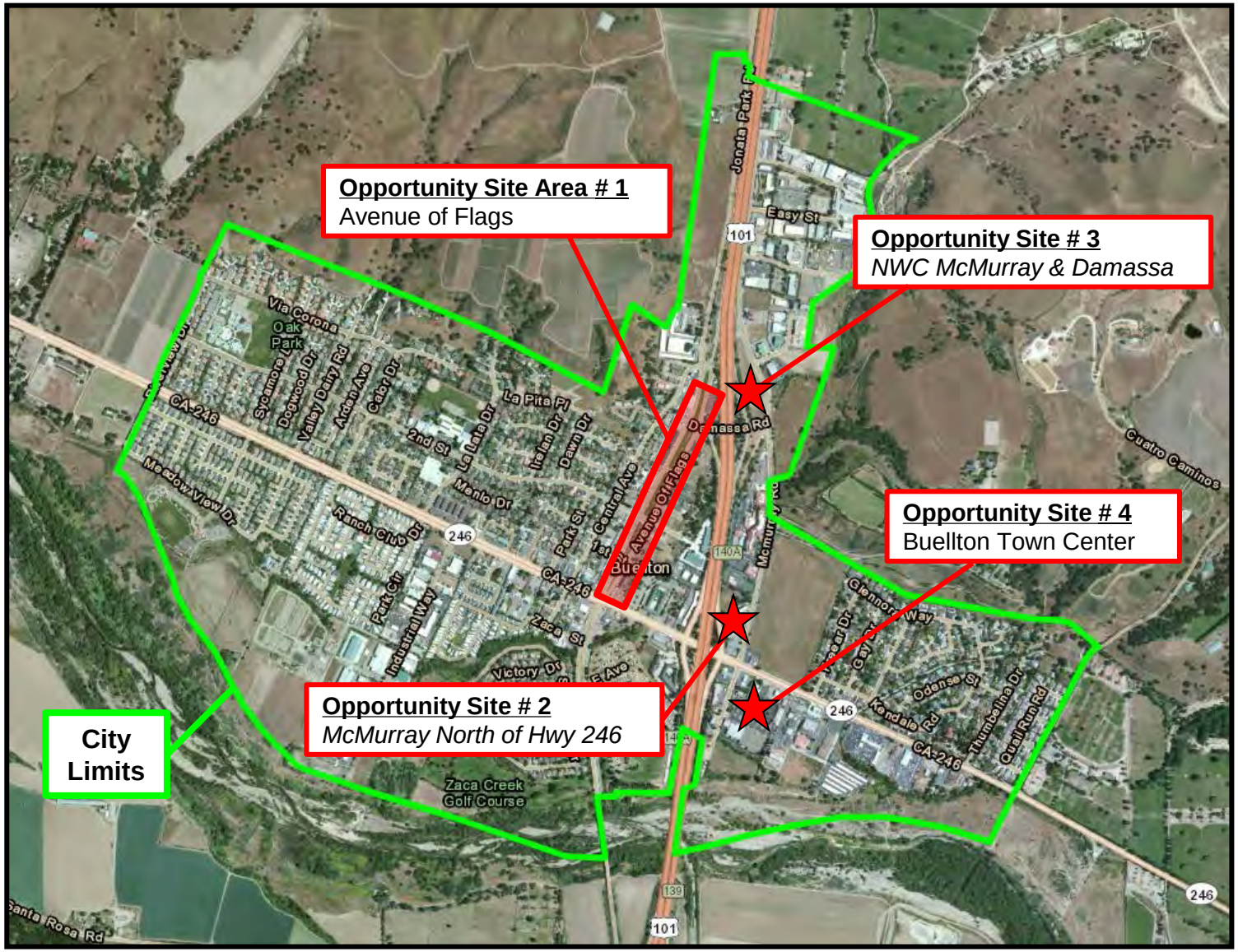
Opportunity Site Assessment

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)

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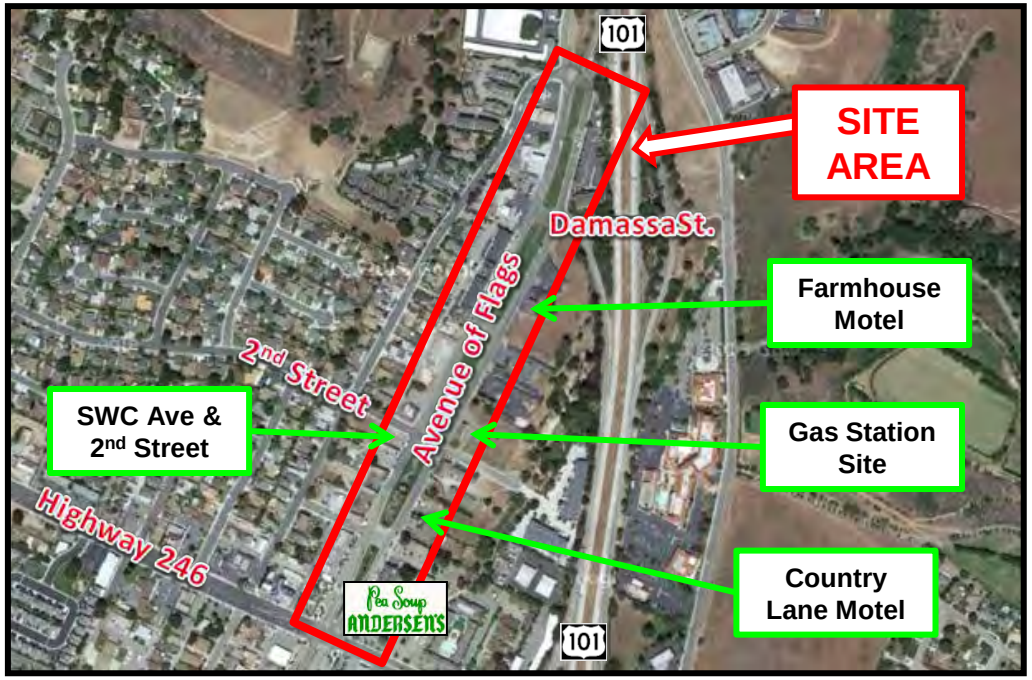
Opportunity Site Area #1
Avenue of Flags

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



Strengths	Challenges	Opportunities
• Adjacent to Highways 246 and 101 with on-ramp and off-ramp access • Central location within City • Commercial zoning • Strong household incomes	• Low population density • Consensus on vision • Multiple owners	• Farmhouse Motel conversion • Gas Station Site • Country Lane Motel (Bach Hotel) • SWC Ave of Flags & 2nd Street (Vacant Lot)

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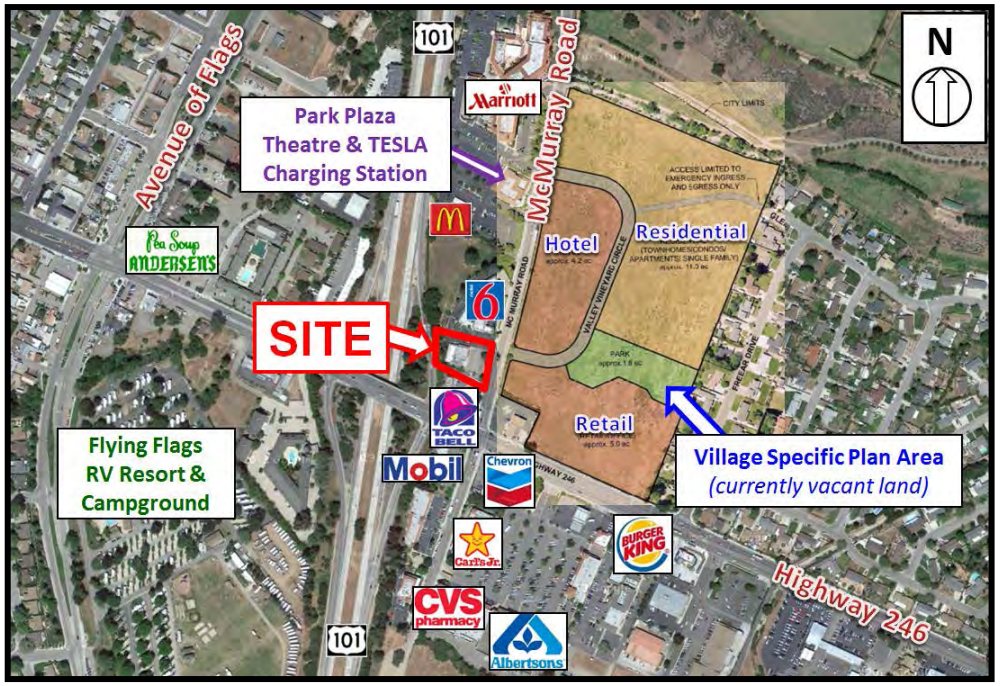
Opportunity Site #2
McMurray Road North of Highway 246

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



Strengths	Challenges	Opportunities
• Strong intersection at Highway 246 and McMurray Road • Directly adjacent to robust retail area • Commercial zoning with freeway signage • Strong household incomes	• Low population density	• **Suitable for restaurant pad users**

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Opportunity Site #3
NWC McMurray Road & Damassa Road

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

Strengths	Challenges	Opportunities
• Adjacent to Highway 101 with on-ramp and off-ramp access • Excellent freeway visibility • Commercial zoning • Strong household incomes	• Low population density	• **Ground-up development (e.g. retail, hospitality)**

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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	Challenges	Opportunities
• Strong intersection at Highway 246 and McMurray Road • Dominant grocery-anchored shopping center • Commercial zoning • Strong household incomes	• Low population density	• **In-line retail shop space**

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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

Summary of Findings *(Continued)*

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)

kosmont companies

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

Next Steps for Implementation

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

Marketing Flyers

City of Buellton

Retail Development Opportunity

NWC McMurray Road & Damassa Road

~3.39 Acres Owned by Ran

FEATURES:

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

DEMOGRAPHICS (ESRI):

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

CONTACT US FOR A TRADE AREA TOUR:

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

Kathy Vreeland
Executive Director
Buellton Chamber of 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
Senior Vice President
Kosmont Companies
(949) 226-0288
khira@kosmont.com

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

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City of Buellton

Retail Tenant Opportunity

SEC Highway 246 and McMurray Road (Buellton Town Center)

(former Blockbuster)

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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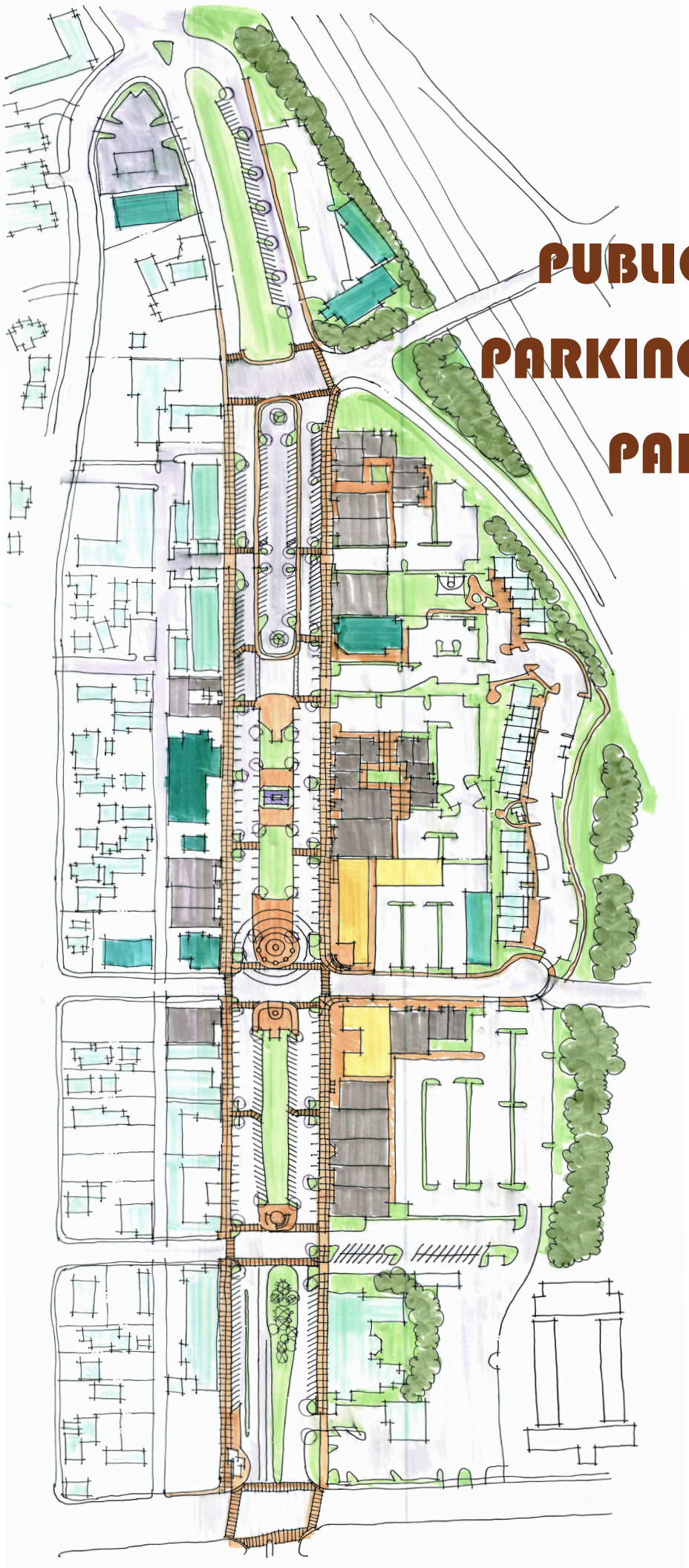
kosmont companies



APPENDIX B: PUBLIC PARKING LOTS, PARKING AUTHORITIES & PARKING DISTRICTS

APPENDIX B

PUBLIC PARKING LOTS, PARKING AUTHORITIES, AND PARKING DISTRICTS

1. PARKING LOTS

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 (Chapter 5, Section C.4 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.

2. PARKING AUTHORITIES

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:

a) sue and be sued, have a seal and make and execute contracts and other instruments necessary or convenient to the exercise of its powers;

b) 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;

c) 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;

d) 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;

e) acquire any property through eminent domain;

f) sell, lease, exchange, transfer, assign, or otherwise dispose of any real or personal property or any interest in such property;

g) 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

h) 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.

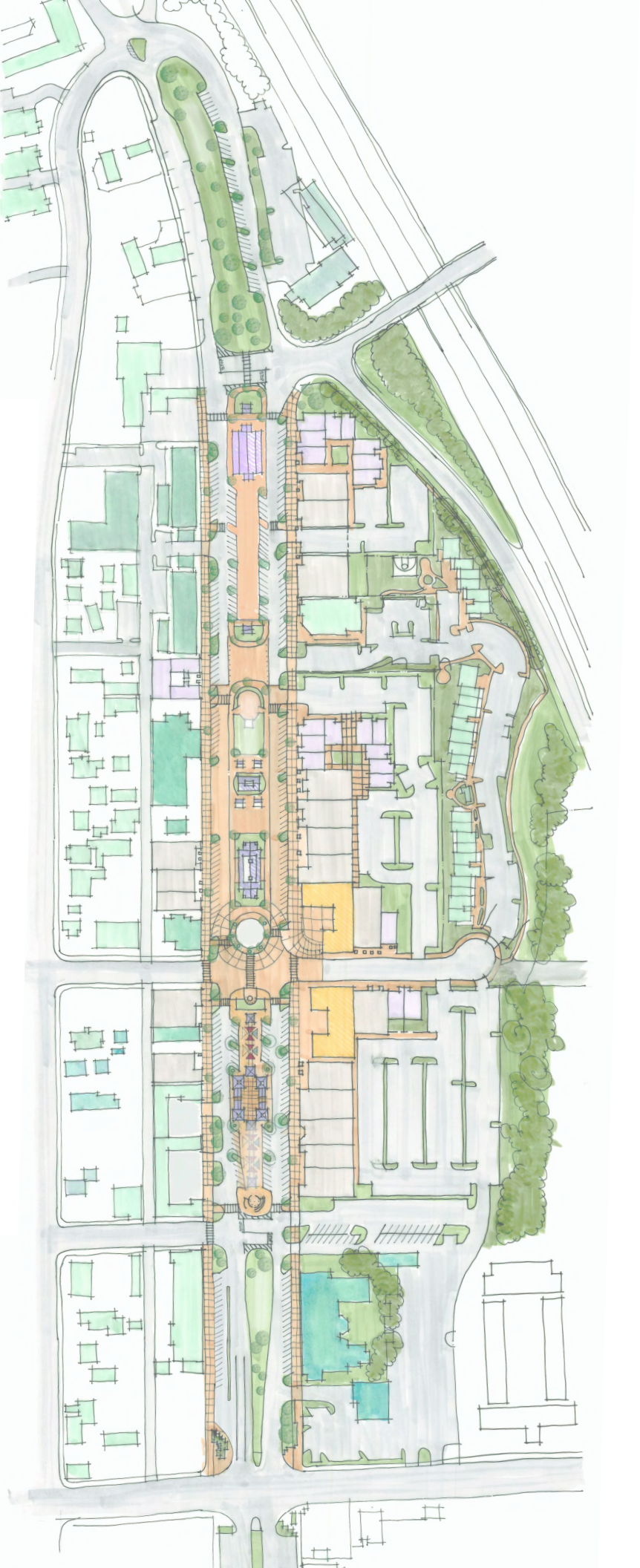
A parking authority may receive, control, and order the expenditure of any and all money and funds pertaining to parking facilities or related properties, including all revenue derived from operations of the authority, all money appropriated or made available by the City, the proceeds of all financial 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.

3. PARKING DISTRICT

As an alternative, the City could form a parking district. Unlike a parking authority, a parking district is not a separate public entity. The function of a parking district is to raise revenue for local parking needs. The formation of a district requires a petition by owners of real property in the proposed district owning real property of an assessed value of not less than fifty-one percent of the total assessed value of all taxable real property in the district. Among other things, the petition must contain a statement of the improvements to be made, limits on assessments, money to be contributed by the City, as well as whether and where the City will install parking meters. The Council can then vote on whether to form the district. Formation of the district is subject to protest. The district can issue bonds and levy assessments.

The parking authority and parking district options are not mutually exclusive. The City could form a parking authority and a parking district, then transfer the revenue generated by the district to the authority to administer.



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	UNIT PRICE	ITEM TOTAL
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

BASE SUBTOTAL : $300,000.00

PHASE COSTS

1	Phase 1 (Design, Traffic Calming, and Median 2)	**SUBTOTAL :**	**$7,117,625.90**
	Privately Incentivized Public Improvements	**SUBTOTAL :**	**$1,721,250.00**
2	Phase 2 (Median 3 & Median 4 Interim Project)	**SUBTOTAL :**	**$4,264,064.44**
	Privately Incentivized Public Improvements	**SUBTOTAL :**	**$2,691,225.00**
3	Phase 3 (Medians 1, 4 & 5)	**SUBTOTAL :**	**$2,362,405.50**
	Privately Incentivized Public Improvements	**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	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	$350,000.00	$350,000.00
2	Project Safety & Traffic Control Plan	LS	1	$65,000.00	$65,000.00
3	Remove/Reset Existing Signs & Install New Signs	EA	18	$300.00	$5,400.00
4	Install Pavement Markings	SF	2213	$20.00	$44,260.00
	TOTAL TRAFFIC CALMING EST:				**$464,660.00**

Phase 1 - Frontage Sidewalk Construction Costs

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
5	Remove AC Structural Section	SF	33498	$40.00	$1,339,920.00
6	Remove Curb and Gutter	LF	3622	$9.00	$32,598.00
7	Install Class II Aggregate Base	TON	558	$75.00	$41,850.00
8	Install PCC Curb & Gutter (A2-6)	LF	3722	$50.00	$186,100.00
9	Install Pervious Pavers	SF	5583	$45.00	$251,235.00
10	Install Curb Ramp	EA	17	$5,000.00	$85,000.00
11	Install PCC Sidewalk	SF	20471	$10.00	$204,710.00
12	Install Pavement Markings	SF	1177	$20.00	$23,540.00
	TOTAL SIDEWALK EST:				**$2,164,953.00**

Phase 1 - Water & Sewer Extension Costs

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
13	Install Storm Drain System	LS	1	$115,000.00	$115,000.00
14	Install Water System	LS	1	$150,000.00	$150,000.00
15	Install Sewer System	LS	1	$185,000.00	$185,000.00
	TOTAL UTILITY CONSTRUCTION EST:				**$450,000.00**

Phase 1 - Median 2 Construction Costs

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
16	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	$15,000.00	$15,000.00
17	Remove Signs	EA	8	$200.00	$1,600.00
18	Remove Flag Pole	EA	1	$750.00	$750.00
19	Remove Light Standard	EA	4	$1,250.00	$5,000.00
20	Install Storm Drain System	LS	1	$20,000.00	$20,000.00
21	Install Water System	LS	1	$30,000.00	$30,000.00
22	Install Electrical System	LS	1	$18,000.00	$18,000.00
23	Install Irrigation System	LS	1	$8,000.00	$8,000.00
24	Raise Manhole/Valve Can/Utility Box to Grade	EA	10	$750.00	$7,500.00
25	Install PCC Rolled Curb	LF	1100	$55.00	$60,500.00
26	Install Pervious Concrete (Stamped & Colored)	SF	4400	$15.00	$66,000.00
27	Install AC Pavement	TON	378	$110.00	$41,580.00
28	Install Crosswalk	SF	1000	$50.00	$50,000.00
29	Install Tabled Crosswalk	SF	815	$45.00	$36,675.00
30	Install Signs	EA	8	$300.00	$2,400.00
31	Install Traffic Striping and Pavement Marking	LS	1	$4,356.00	$4,356.00
32	Install Pedestrian Lighting	EA	24	$8,000.00	$192,000.00

33	Install Landscaping	LS	1	$5,000.00	$5,000.00
34	Install Tree Grates	EA	8	$1,500.00	$12,000.00
35	Install Water Fountain	EA	1	$1,500.00	$1,500.00
36	Install Trash/Recycle Receptacles	EA	18	$750.00	$13,500.00
37	Install Benches	EA	9	$1,250.00	$11,250.00
38	Install Bike Racks	EA	2	$1,000.00	$2,000.00
39	Install Flag Poles	EA	3	$5,000.00	$15,000.00
40	Install Commercial Driveway	SF	600	$15.00	$9,000.00
				TOTAL MEDIAN 2 EST:	**$628,611.00**

Phase 1 - Median 2 Privately Incentivized Public Improvement (PIPI) Construction Costs

				ENGINEER'S ESTIMATE	
41	Event Barn	SF	4050	$300.00	$1,215,000.00
42	Canopies (3)	EA	3	$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	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
1	Design Phase 1 - Traffic Calming, Sidewalks, Utility Extension, Median 2	LS	1	$927,056.00	$927,056.00
2	Design Phase 2 - Median 3	LS	1	$726,985.00	$726,985.00
3	Design Phase 2 - Median 4 Interim Project (Estimated <25%)	LS	1	$20,000.00	$20,000.00
4	Design Phase 3 - Median 1	LS	1	$122,937.50	$122,937.50
5	Design Phase 3 - Median 4	LS	1	$250,626.25	$250,626.25
6	Design Phase 3 - Median 5	LS	1	$63,918.75	$63,918.75
	TOTAL PHASE 1 DESIGN ESTIMATE :				**$2,111,523.50**

POTENTIAL CITY FUNDED COST:	**$7,117,625.90**
POTENTIAL PRIVATE DEVELOPMENT :	**$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

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	$250,000.00	$250,000.00
2	Project Safety & Traffic Control Plan	LS	1	$60,000.00	$60,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	$20,000.00	$20,000.00
4	Clearing and Grubbing	SF	37300	$1.00	$37,300.00
5	Excavation and Grading	CY	1950	$17.00	$33,150.00
6	Remove Signs	EA	6	$200.00	$1,200.00
7	Remove Flag Pole	EA	1	$750.00	$750.00
8	Remove Light Standard	EA	5	$1,250.00	$6,250.00
9	Remove AC Structural Section	SF	20181	$40.00	$807,240.00
10	Remove Curb	LF	1100	$6.00	$6,600.00
11	Install Storm Drain System	LS	1	$50,000.00	$50,000.00
12	Install Water System	LS	1	$15,000.00	$15,000.00
13	Install Sewer System	LS	1	$15,000.00	$15,000.00
14	Install Electrical System	LS	1	$20,000.00	$20,000.00

Phase 2 - MEDIAN 3

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
15	Install Irrigation System	LS	1	$20,000.00	$20,000.00
16	Grade Trail	LF	500	$115.00	$57,500.00
17	Raise Manhole/Valve Can/Utility Box to Grade	EA	15	$750.00	$11,250.00
18	Install Class II Aggregate Base	TON	492	$75.00	$36,900.00
19	Install PCC Rolled Curb	LF	1100	$55.00	$60,500.00
20	Install Curb Ramp	EA	6	$5,000.00	$30,000.00
21	Install ADA Ramp w/ Handrail	EA	1	$18,000.00	$18,000.00
22	Install Block Retaining Wall	LF	111	$225.00	$24,975.00
23	Install Pervious Concrete (Stamped & Colored)	SF	58610	$15.00	$879,150.00
24	Install Crosswalk	SF	2000	$50.00	$100,000.00
25	Install Tabled Crosswalk	SF	815	$45.00	$36,675.00
26	Install Bollards	EA	20	$2,000.00	$40,000.00
27	Install Signs	EA	12	$300.00	$3,600.00
28	Install Traffic Striping and Pavement Marking	LS	1	$650.00	$650.00
29	Install Pedestrian Lighting	EA	18	$8,000.00	$144,000.00
30	Install Landscaping	LS	1	$20,000.00	$20,000.00

Phase 2 - MEDIAN 3

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
31	Install Split Rail Fence	LF	500	$100.00	$50,000.00
32	Install Tree Grates	EA	6	$1,500.00	$9,000.00
33	Install Water Fountain	EA	1	$1,500.00	$1,500.00
34	Install Trash/Recycle Receptacles	EA	18	$750.00	$13,500.00
35	Install Benches	EA	9	$1,250.00	$11,250.00
36	Install Bike Racks	EA	2	$1,000.00	$2,000.00
37	Install Flag Poles	EA	3	$5,000.00	$15,000.00
			SUBTOTAL:		**$2,907,940.00**
			CONTINGENCY (20%):		**$581,588.00**
			CONSTRUCTION MANAGEMENT (15%):		**$436,191.00**
			Potential City Funded Cost:		**$3,925,719.00**

Phase 2 - Median 3 Privately Incentivized Public Improvement (PIPI) Construction Costs

				ENGINEER'S ESTIMATE	
40	Junction Building	SF	2500	$350.00	$875,000.00
41	Restoom Building	SF	1040	$400.00	$416,000.00
42	Kiosk (4)	SF	900	$225.00	$202,500.00
43	Amphitheatre	LS	1	$500,000.00	$500,000.00
			SUBTOTAL:		**$1,993,500.00**
			CONTINGENCY (20%):		**$398,700.00**
			CONSTRUCTION MANAGEMENT (15%):		**$299,025.00**
			Potential Private Development:		**$2,691,225.00**

TOTAL MEDIAN 3 ESTIMATE : $6,616,944.00

Phase 2 - MEDIAN 4 Interim Improvments

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
1	Interim Improvments	LS	1	$250,626.25	$250,626.25
				SUBTOTAL:	**$250,626.25**
				CONTINGENCY (20%):	**$50,125.25**
				CONSTRUCTION MANAGEMENT (15%):	**$37,593.94**
				Potential City Funded Cost:	**$338,345.44**
				TOTAL MEDIAN 4 INTERIM ESTIMATE :	**$338,345.44**
				POTENTIAL CITY FUNDED COST:	**$4,264,064.44**
				POTENTIAL PRIVATE DEVELOPMENT :	**$2,691,225.00**
				TOTAL PHASE 2 ESTIMATE:	**$6,955,289.44**

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

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE 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	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
17	Install Crosswalk	SF	1000	$50.00	$50,000.00
18	Install Signs	EA	5	$300.00	$1,500.00
19	Install Traffic Striping and Pavement Marking	LS	1	$8,000.00	$8,000.00
20	Install Pedestrian Lighting	EA	6	$8,000.00	$48,000.00
21	Install Landscaping	LS	1	$6,000.00	$6,000.00
22	Install Flag Poles	EA	4	$5,000.00	$20,000.00
				SUBTOTAL:	**$491,750.00**
				CONTINGENCY (20%):	**$98,350.00**
				CONSTRUCTION MANAGEMENT (15%):	**$73,762.50**
				Potential City Funded Cost:	**$663,862.50**

TOTAL MEDIAN 1 ESTIMATE :	**$663,862.50**

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

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	$100,000.00	$100,000.00
2	Project Safety & Traffic Control Plan	LS	1	$40,000.00	$40,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	$20,000.00	$20,000.00
4	Clearing and Grubbing	SF	29600	$1.00	$29,600.00
5	Remove Signs	EA	11	$200.00	$2,200.00
6	Remove Flag Pole	EA	7	$750.00	$5,250.00
7	Remove Light Standard	EA	6	$1,250.00	$7,500.00
8	Remove AC Structural Section	SF	5415	$40.00	$216,600.00
9	Remove Curb	LF	930	$6.00	$5,580.00
10	Install Storm Drain System	LS	1	$15,000.00	$15,000.00
11	Install Water System	LS	1	$15,000.00	$15,000.00
12	Install Electrical System	LS	1	$15,000.00	$15,000.00
13	Install Irrigation System	LS	1	$12,000.00	$12,000.00
14	Raise Manhole/Valve Can/Utility Box to Grade	EA	10	$750.00	$7,500.00
15	Install Class II Aggregate Base	TON	35	$75.00	$2,625.00
16	Install PCC Rolled Curb	LF	930	$55.00	$51,150.00

Phase 3 - MEDIAN 4

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
17	Install Curb Ramp	EA	6	$5,000.00	$30,000.00
18	Install AC Pavement	TON	350	$110.00	$38,500.00
19	Install Crosswalk	SF	2000	$50.00	$100,000.00
20	Install Tabled Crosswalk	SF	815	$45.00	$36,675.00
21	Install Bollards	EA	20	$2,000.00	$40,000.00
22	Install Signs	EA	12	$300.00	$3,600.00
23	Install Traffic Striping and Pavement Marking	LS	1	$5,225.00	$5,225.00
24	Install Pedestrian Lighting	EA	17	$8,000.00	$136,000.00
25	Install Landscaping	LS	1	$5,000.00	$5,000.00
26	Install Tree Grates	EA	5	$1,500.00	$7,500.00
27	Install Water Fountain	EA	1	$1,500.00	$1,500.00
28	Install Trash/Recycle Receptacles	EA	12	$750.00	$9,000.00
29	Install Benches	EA	6	$1,250.00	$7,500.00
30	Install Bike Racks	EA	2	$1,000.00	$2,000.00
31	Install Flag Poles	EA	3	$5,000.00	$15,000.00
32	Remove Hardscape (Benches/Monuments)	LS	1	$5,000.00	$5,000.00
33	Install Commercial Driveway	SF	1000	$15.00	$15,000.00
				SUBTOTAL:	**$1,002,505.00**
				CONTINGENCY (20%):	**$200,501.00**
				CONSTRUCTION MANAGEMENT (15%):	**$150,375.75**
				Potential City Funded Cost:	**$1,353,381.75**

Phase 3 - MEDIAN 4

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
Phase 3 - Median 4 Privately Incentivized Public Improvement (PIPI) Construction Costs					
42	Art and Food Cluster	SF	2292	$350.00	$802,200.00
43	Trellis Cover (2)	SF	800	$200.00	$160,000.00
44	Shade Canopies	EA	6	$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

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
1	Mobilization, Bonds & Insurance	LS	1	$50,000.00	$50,000.00
2	Project Safety & Traffic Control Plan	LS	1	$30,000.00	$30,000.00
3	SWPPP Preparation and Implementation including Erosion & Sediment Control	LS	1	$5,000.00	$5,000.00
4	Remove Signs	EA	4	$200.00	$800.00
5	Remove Flag Pole	EA	1	$750.00	$750.00
6	Remove Light Standard	EA	8	$1,250.00	$10,000.00
7	Remove AC Structural Section	SF	1200	$40.00	$48,000.00
8	Remove Curb	LF	100	$6.00	$600.00
9	Install Electrical System	LS	1	$5,000.00	$5,000.00
10	Install Irrigation System	LS	1	$8,000.00	$8,000.00
11	Raise Manhole/Valve Can/Utility Box to Grade	EA	6	$750.00	$4,500.00
12	Install Class II Aggregate Base	TON	5	$75.00	$375.00
13	Install Curb Ramp	EA	2	$5,000.00	$10,000.00
14	Install AC Pavement	TON	10	$110.00	$1,100.00
15	Install Signs	EA	6	$300.00	$1,800.00
16	Install Traffic Striping and Pavement Marking	LS	1	$4,000.00	$4,000.00

Phase 3 - MEDIAN 5

ITEM	ITEM DESCRIPTION	UNIT	EST QTY	ENGINEER'S ESTIMATE UNIT PRICE	ENGINEER'S ESTIMATE ITEM TOTAL
17	Install Pedestrian Lighting	EA	8	$8,000.00	$64,000.00
18	Install Landscaping	LS	1	$5,000.00	$5,000.00
19	Install Tree Grates	EA	2	$1,500.00	$3,000.00
20	Install Trash/Recycle Receptacles	EA	2	$750.00	$1,500.00
21	Install Benches	EA	1	$1,250.00	$1,250.00
22	Install Bike Racks	EA	1	$1,000.00	$1,000.00
				SUBTOTAL:	**$255,675.00**
				CONTINGENCY (20%):	**$51,135.00**
				CONSTRUCTION MANAGEMENT (15%):	**$38,351.25**
				Potential City Funded Cost:	**$345,161.25**

TOTAL MEDIAN 5 ESTIMATE :	**$345,161.25**
POTENTIAL CITY FUNDED COST:	**$2,362,405.50**
POTENTIAL PRIVATE DEVELOPMENT :	**$1,460,970.00**
TOTAL PHASE 3 ESTIMATE :	**$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	UNIT PRICE	ITEM TOTAL
1	Clearing and Grubbing	SF	3390	$1.00	$3,390.00
2	Excavation and Grading	CY	105	$17.00	$1,785.00
3	Install PCC Curb & Gutter (A2-6)	LF	113	$50.00	$5,650.00
4	Install Class II Aggregate Base	TON	102	$85.00	$8,670.00
5	Install AC Pavement	TON	80	$110.00	$8,800.00
6	Install Traffic Striping	LF	180	$0.75	$135.00
			TOTAL ESTIMATE :		**$28,430.00**

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

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

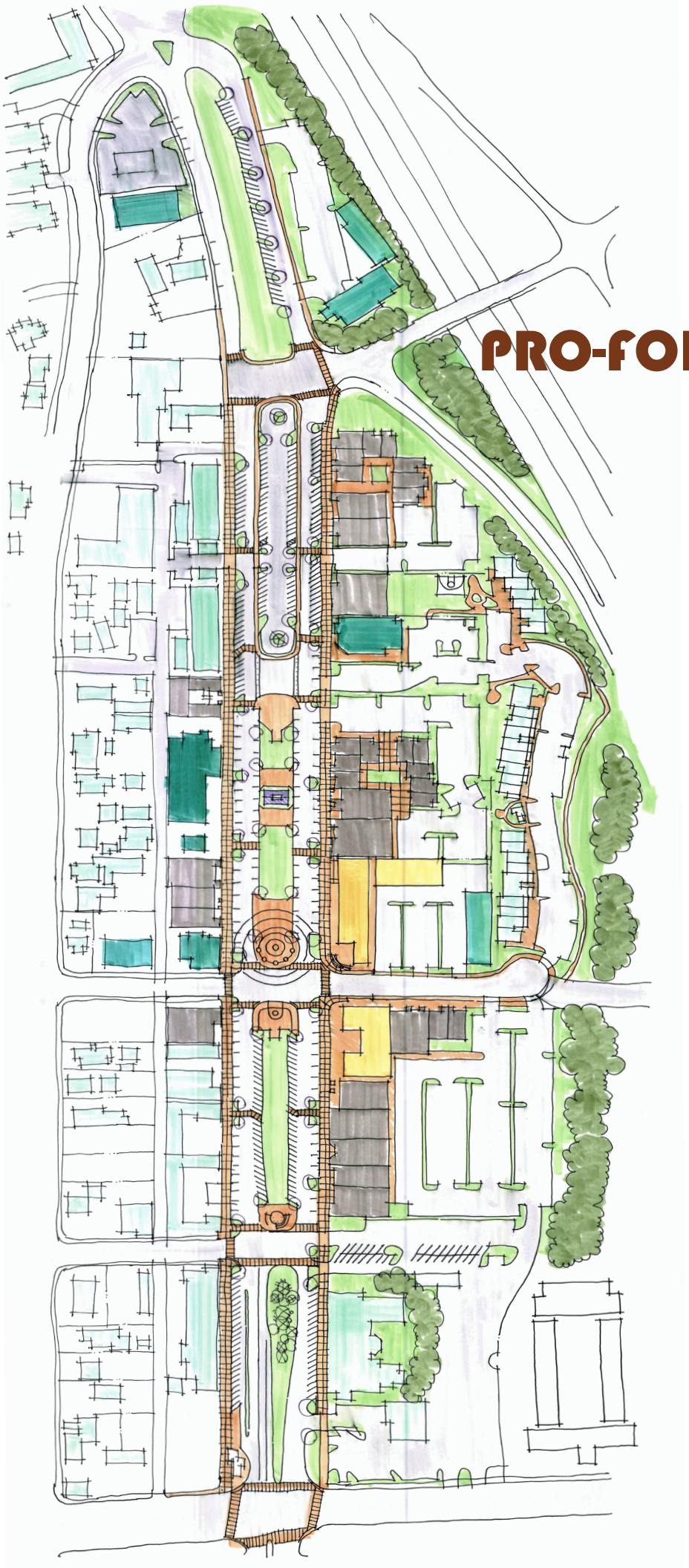
ADDITIVE ALTERNATE: ADA PARKING STALL (assume van accessible)

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

ADDITIVE ALTERNATE: WHEEL STOPS

ENGINEERS ESTIMATE

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



APPENDIX D: DEVELOPMENT PRO-FORMA EVALUATION

ILLUSTRATIVE

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

	Residential	Retail	Total
# 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
FAR		*0.15*	*0.91*
Dwelling Units / Acre	*35.0*		
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)	

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

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%
Total Land	**70,567 SF**	**$20.00**	**$1,411,344.00**	**100%**
Legal / Escrow		1.25%	$17,641.80	
Total Land and Related			**$1,428,985.80**	

SITE / DIRECT / PARKING	SF	PSF Cost	Total Cost	%
Residential				
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%
Retail				
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%
Total Site / Direct / Parking			**$10,164,270.00**	**100%**
Contingency		10%	$1,016,427.00	
Total Site / Direct / Parking w/ Contingency			**$11,180,697.00**	

INDIRECT	$ Amount / # Units	% or Per Unit Cost	Total Cost	%
Residential				
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%
Retail				
Soft Costs (based on hard costs)	$1,762,054.26	25%	$440,513.56	20%
Subtotal Retail			$440,513.56	20%
Total Indirect			**$2,166,713.56**	**100%**
Contingency		10%	$216,671.36	
Total Indirect w/ Contingency			**$2,383,384.92**	

FINANCING	$ Amount	% Cost	Total Cost	%
Financing / Origination Fees				
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%
Total Financing			**$687,116.38**	**100%**

DOR CONTRIBUTION	Building SF	% Building SF	Total Cost	%
DOR Contribution (e.g. for public infrastructure)				
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%
Total Financing			**$240,000.00**	**35%**

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%
Total Project Cost		**$243.92**	**$15,680,184.10**	**100%**

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Buellton - Avenue of Flags
Illustrative Mixed-Use Development Pro Forma Evaluation
Operating Revenue & Expenses

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%
Total Residential	**57 Units**	**942 SF**	**53,700 SF**	**$24.00**	**$2.00**	**$1,884.21**	**$1,288,800.00**	**80%**
			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**	
Total Operating Income			**64,285 SF**		**$2.08**	**$24.99**	**$1,606,352.40**	**100%**

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%
Retail	**% of Income**	**Monthly Exp PSF**	**Annual Exp PSF**	**Total Annual Exp**	**%**
Occupancy / Vacancy Costs	10.0%	$0.25	$3.00	$31,755.24	5%
		Monthly PSF	**Annual PSF**	**Total Annual**	
Total Project Expenses		**$0.79**	**$9.48**	**$609,324.84**	**100%**

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%**
Total Project Net Operating Income			**$1.29**	**$15.51**	**$997,027.56**	**100%**

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

	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
Return on Cost	**5.43%**	**10.14%**	**6.26%**

Profitability	**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
Gross Profit (Value minus Costs)	**$1,123,808.96**	**$1,263,431.52**	**$2,387,240.47**
Gross Profit %	*9%*	*45%*	*15.0%*

The analyses, projections, assumptions, rates of return, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Project pro forma and tax analyses are projections only. Actual results may differ from those expressed in this analysis.

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

Retail SF:		10,585
Taxable Sales PSF:	$	300
Total Taxable Sales:	$	3,175,524
City Distribution:		1.00%
Annual Total		**$31,755**
Annual Escalation		2.50%
Discount Rate		6.0%
30-Yr Present Value		**$575,942**

Year	Sales Tax Revenue
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
Total	**$1,394,141**

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

Property Value:	$15,680,184
Total Property Tax Levy:	1.00%
Total Property Tax:	$156,802
Avg. Distribution to City (%):	14.84%
Distribution to City ($):	**$23,269**
Annual Escalation	2.00%
Discount Rate	6.0%
30-Yr Present Value	**$398,269**

Year	Prop Tax Revenue
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
Total	**$943,995**

The analyses, projections, assumptions, rates of return, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Project pro forma and tax analyses are projections only. Actual results may differ from those expressed in this analysis.

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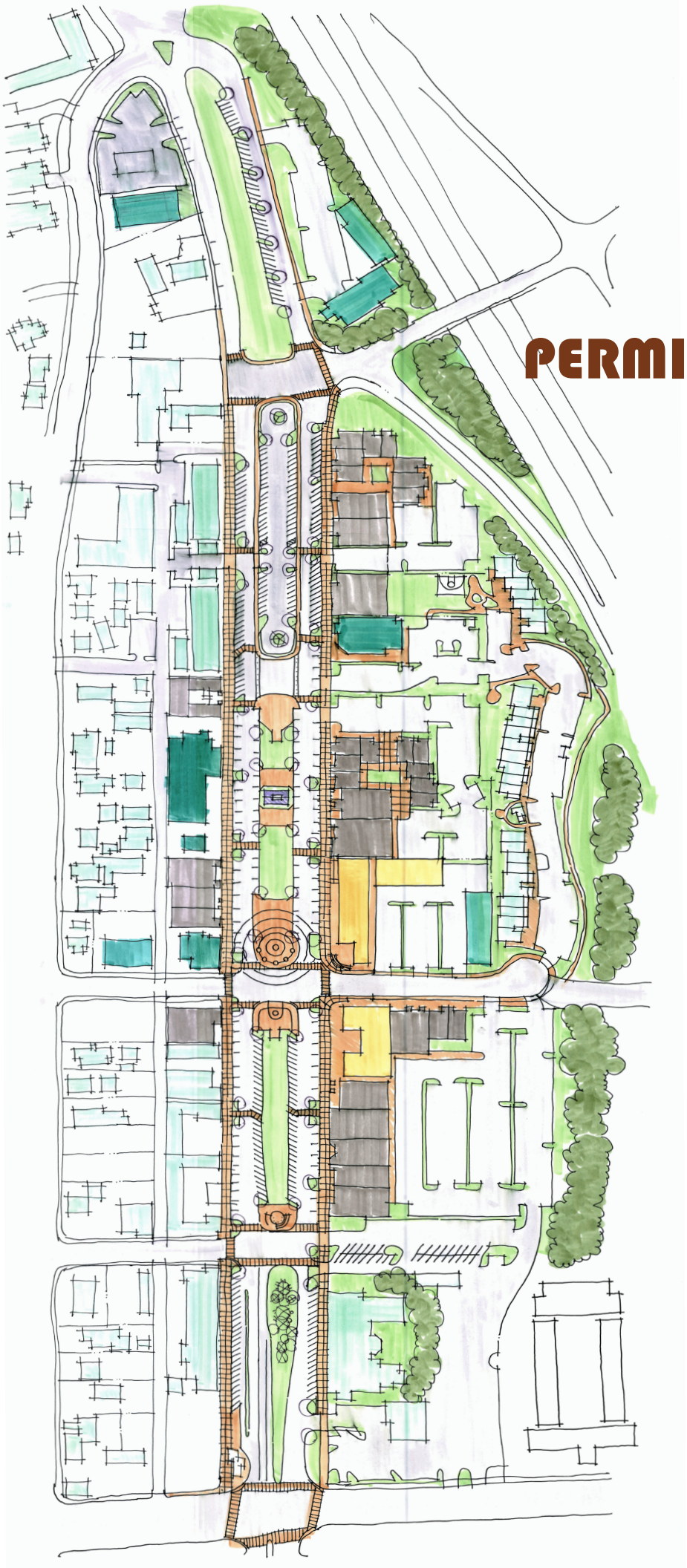


APPENDIX E: LAND USE PERMIT REQUIREMENTS

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)

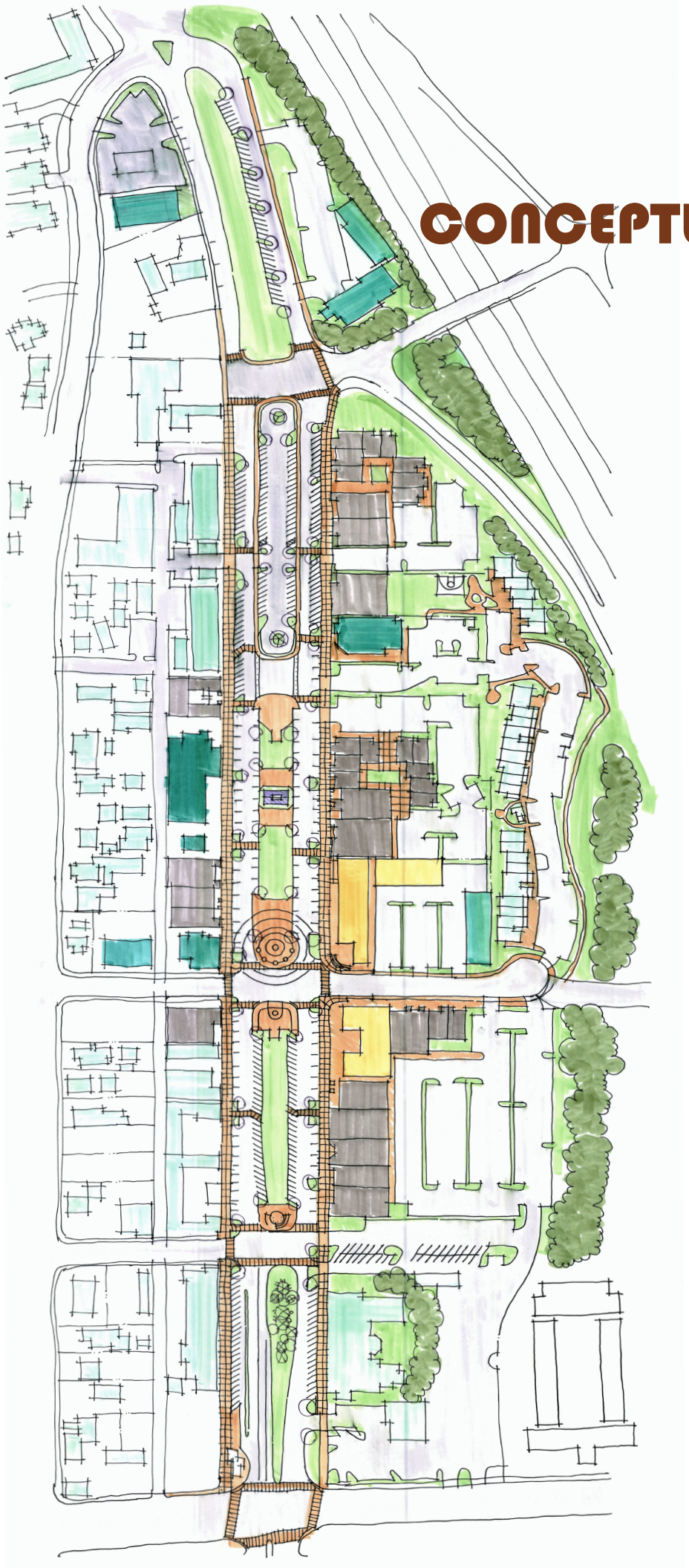
LAND USE TYPES		PERMIT REQUIREMENT	
	See MC Section	**AOF Specific Plan**	**CR Zone** **** COMPARISON ONLY ****
Agricultural, Resource and Open Space Uses			
Equestrian facilities			CUP
Plant nurseries		DP, A	DP, A
Manufacturing and Processing Uses			
Electrical and electronic equipment, instruments		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	
Recreation, Education and Public Assembly Uses			
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
Residential Uses			
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
Retail Trade			
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)
Service Uses			
Banks and financial services		DP, A	DP, A
Business support services		DP, A	DP, A

LAND USE TYPES		PERMIT REQUIREMENT	
	See MC Section	**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
Transportation and Communications			
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

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 accomodate uses such as Farmers Markets, festivals, community activities, and other local events; potential structures (for example canopies or an Event Pavilion) may be considered in the future.

Median 2 - Conceptual Parking & Flex Space

the AVENUE

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.

the AVENUE

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

the AVENUE

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

the AVENUE

Artist's Concept - Aerial Perspective

the AVENUE

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APPENDIX F: CONCEPTUAL RENDERINGS & ADDITIONAL BUILDING TYPES

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.

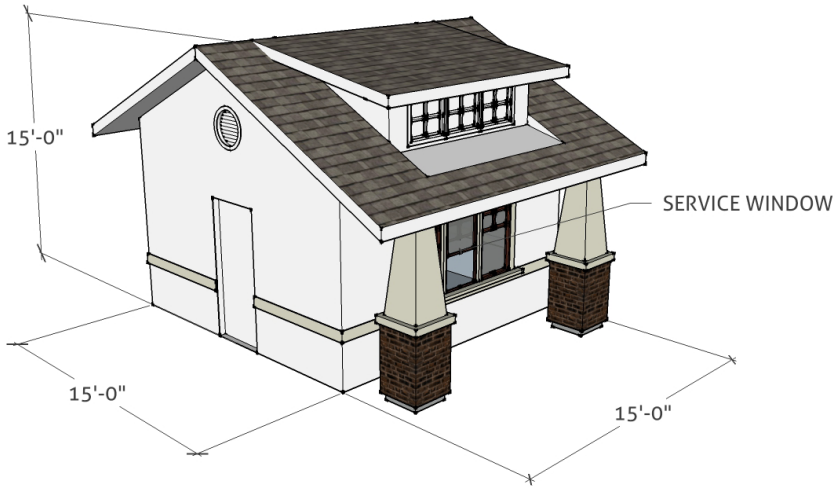
Buildings should be located where more permanent retail or food service would be convenient to service the public. "Pop-up" food service can accommodate food and drink prepared in adjacent Avenue of Flags restaurants and served more conveniently at an event.

BUILDING DESIGN & FORM

Design should be consistent with Specific Plan architectural style. Building form should be simple, but compatible with adjacent larger structures.
Approximate size: 1,000 to 1,600 SF

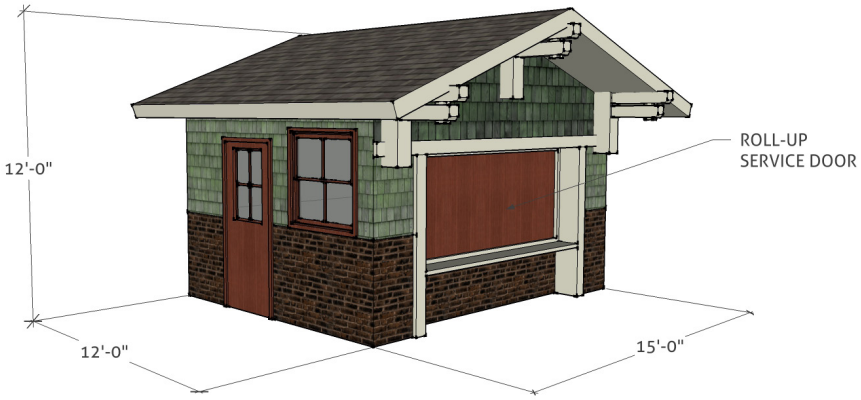
SETBACKS

Buildings should be setback from streets a minimum of 10'-0".



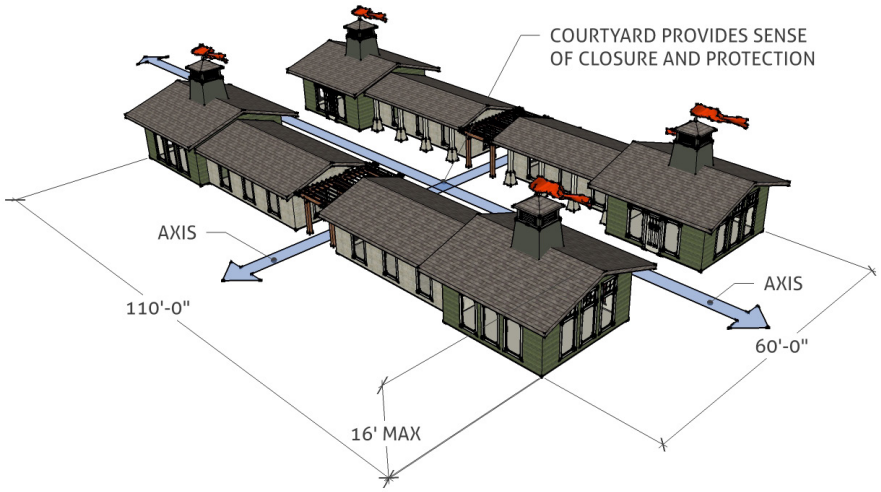
BUILDING SIZE SHOWN

15' x 15' x 15' = 225 SF



BUILDING SIZE SHOWN

12' x 15' x 12' = 180 SF



ART AND FOOD VILLAGE BUILDING TYPE

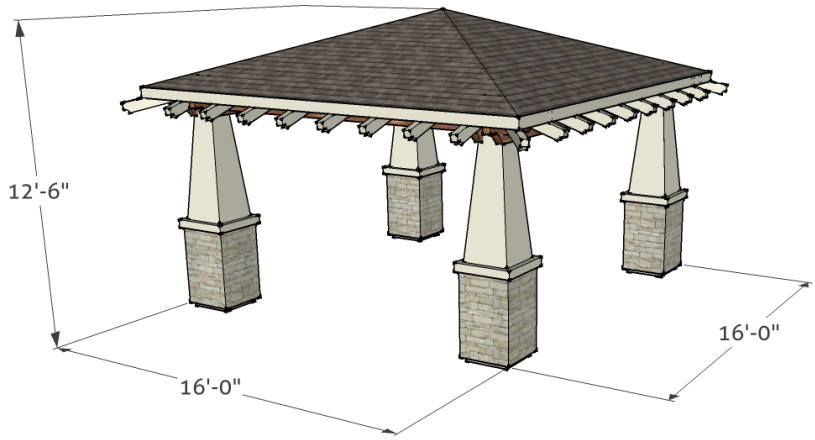
The Art and Food Village is a one-story building that could provide art and craft space for permanent or special event exhibits. Provide covered walk-ways for shade.

BUILDING DESIGN & FORM

Design should be consistent with Specific Plan architectural style 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 should be consistent with Specific Plan architectural style. 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.