

AVENUE of FLAGS SPECIFIC PLAN



**BUELLTON CITY COUNCIL
ORDINANCE NO. 17-04**

OCTOBER 26, 2017





AVENUE OF FLAGS - SPECIFIC PLAN

October 26, 2017

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AVENUE OF FLAGS - SPECIFIC PLAN

October 26, 2017

Table of Contents

Specific Plan At-A-Glance

Chapter 1: Introduction and Policy Framework

- A. Plan Purpose
- B. Regulatory Framework
- C. Vision, Goals, Guiding Principles, and Design Objectives
- D. Specific Plan Setting
- E. Public Participation and Plan Preparation
- F. Economic Development Executive Summary
- G. Marketing and Outreach Summary
- H. Summary of Economic Development Tools, Fiscal Impacts & Economic Benefits

Chapter 2: Form and Character

- A. Urban Design Plan – Overall Vision
- B. Physical Planning Framework
- C. Planning District Descriptions
- D. Architectural Character

Chapter 3: The Development Code

- A. How To Use The Development Code
- B. Purpose and Applicability
- C. Regulating Plan
- D. Development & Building Standards by District
- E. Architectural Building Standards
- F. Regulations by Building Type
- G. Land Use Permit Requirements
- H. Parking Requirements
- I. Additional Requirements and Guidelines

Chapter 4: Infrastructure

- A. How To Use This Chapter
- B. Circulation
- C. Parking
- D. Open Space Framework
- E. Utility Requirements/ Constraints
- F. Infrastructure Improvements – Phasing & Cost Estimate Summary

Chapter 5: Implementation

- A. How To Use This Chapter
- B. Marketing and Outreach
- C. Financing, Funding, and Incentives Strategy
- D. Fiscal Impacts and Economic Benefits

Chapter 6: Administration

- A. Introduction
- B. Development Review Process
- C. Specific Plan Amendment Process
- D. Amendment Procedure: Minor and Major Amendments
- E. Environmental Review

Chapter 7: Definitions

- A. Purpose
- B. Definitions of Specialized Terms and Phrases

Appendices

- A. Economic Development Strategy and Implementation Plan, Updated 4-27-16
- B. Public Parking Lots, Parking Authorities and Parking Districts
- C. Infrastructure Cost Estimates (Detail by Phase)
- D. Development Pro-Forma Evaluation (Illustrative)
- E. Land Use Permit Requirements – CR Zone (Baseline) vs. AOF Specific Plan
- F. Conceptual Renderings and Additional Building Types



AVENUE OF FLAGS - SPECIFIC PLAN

October 26, 2017

List of Figures & Tables

Chapter 1: Introduction and Policy Framework

FIGURE	DESCRIPTION	PAGE
1-1	Vision: Strategies & Tools.....	1-12
1-2	Regional Location Map.....	1-13
1-3	Specific Plan Boundary.....	1-15
1-4	Avenue of Flags Specific Plan - Aerial View.....	1-17
1-5	Specific Plan Districts and Planning Units.....	1-19
1-6	Avenue of Flags Dedication (1968).....	1-20
1-7	Public Workshop #1 (6-27-15).....	1-23
1-8	Public Workshop #2 (10-21-15).....	1-23
1-9	Illustrative Sources & Uses Evaluation.....	1-30

Chapter 2: Form and Character

FIGURE	DESCRIPTION	PAGE
2-1	Avenue of Flags – Urban Design Vision.....	2-5
2-2	Specific Plan Districts.....	2-7
2-3	Planning Units.....	2-8
2-4	Median Planning Areas (Public Spaces) & Opportunity Site Areas (Private Development).....	2-9
2-5	District 1 Key Plan.....	2-10
	Median 1 Character Inspiration:	
2-6	• Solar Covered Parking.....	2-11
2-7	• Parking/Landscape.....	2-11
2-8	• Low Impact Development (LID) Landscaping.....	2-11
2-9	District 2 Key Plan.....	2-12
	Median 2 Character Inspiration:	
2-10	• Parking/Multi Use.....	2-13
2-11	• Parking/Multi Use.....	2-13
2-12	• Median Activity.....	2-13
2-13	• Farmers Market.....	2-13
2-14	District 3 Key Plan.....	2-14
	Median 3 Character Inspiration:	
2-15	• Town Plaza.....	2-15
2-16	• Town Plaza.....	2-15
2-17	• Restroom Building.....	2-15
2-18	• Bandstand.....	2-15

2-19	• Median Activity.....	2-15
2-20	• Outdoor Seating.....	2-15
2-21	• Visitor’s Center.....	2-15
2-22	• Amphitheater.....	2-15
2-23	District 4 Key Plan.....	2-16
	Median 4 Character Inspiration:	
2-24	• Outdoor Dining.....	2-17
2-25	• Food Trucks.....	2-17
2-26	• Food Event Branding.....	2-17
2-27	• Outdoor Seating & Shade.....	2-17
2-28	• Art Displays.....	2-17
2-29	• Artisan Village.....	2-17
2-30	• Welcome Signage.....	2-17
2-31	District 5 Key Plan.....	2-18
	Median 5 Character Inspiration:	
2-32	• Sidewalk Dining & Median Crossing.....	2-18
2-33	District 6 Key Plan.....	2-19
	Median 6 Character Inspiration:	
2-34	• Existing Conditions.....	2-19
2-35	• Existing Conditions.....	2-19
2-36	Design Style Features and Example.....	2-21

Chapter 3: The Development Code

FIGURE	DESCRIPTION	PAGE
3-1	Regulating Plan.....	3-13
3-2	District 1 Key Map.....	3-14
3-3	Median 1 Concept Plan.....	3-14
3-4	District 2 Key Map.....	3-16
3-5	Median 2 Concept Plan.....	3-16
3-6	Conceptual Massing Study.....	3-18
3-7	District 3 Key Map.....	3-20
3-8	Median 3 Concept Plan.....	3-20
3-9	Conceptual Massing Study.....	3-22
3-10	Conceptual Massing Study.....	3-23
3-11	District 4 Key Map.....	3-24
3-12	Median 4 Concept Plan.....	3-24
3-13	Conceptual Massing Study.....	3-26
3-14	Conceptual Massing Study.....	3-27
3-15	District 5 Key Map.....	3-28
3-16	Median 5 Concept Plan.....	3-28
3-17	District 6 Key Map.....	3-30
3-18	Design Style – Art Deco/Art Moderne, Common Features.....	3-33
3-19	Commercial Building Examples.....	3-34
3-20	Commercial Building Examples.....	3-35
3-21	Commercial Building Examples.....	3-36
3-22	Commercial Building Examples.....	3-37
3-23	Storefronts & Decorative Motifs.....	3-38
3-24	Art Moderne/50’s Diner & Decorative Motifs.....	3-39
3-25	Mercantile Building Type.....	3-41
3-26	Live-Work Building Type.....	3-42

3-27	Courtyard Building Type.....	3-43
3-28	Building Form - Courtyard Corner.....	3-45
3-29	Building Form - Courtyard Center.....	3-45
3-30	Building Form - Yard.....	3-46
3-31	Building Form - Arcade.....	3-46
3-32	Building Form - Horizontal Mixed Use.....	3-47
3-33	Building Form - Vertical Mixed Use.....	3-48
3-34	Façade Modules.....	3-49
3-35	Amphitheater Area Building Type.....	3-51
3-36	Community Building Type.....	3-51
3-37	Restroom Building Type.....	3-51
3-38	Signage Examples.....	3-68
3-39	Signage – Buellton Historical Context.....	3-69
3-40	Sign Locations.....	3-69
3-41	Lighting Standards – Pedestrian Lamp & Pole.....	3-70
3-42	Landscape Standards – Street Trees.....	3-71
3-43	Median Tree Types.....	3-72
3-44	Bulb-Out Trees.....	3-73
3-45	Landscape LID Features.....	3-74
3-46	Site Furnishings.....	3-75
3-47	Outdoor Dining & Shading Examples.....	3-76, 77
3-48	Solar & Shade Examples.....	3-78

TABLE	DESCRIPTION	PAGE
3-1	District 1 – Gateway North – Travelers Service District.....	3-15
3-2	District 2 – Mixed Use & Public Events (Downtown Core).....	3-17
3-3	District 3 – Civic Junction & Town Plaza (Downtown Core).....	3-21
3-4	District 4 – Civic Gallery – Art & Food Village (Downtown Core).....	3-25
3-5	District 5 – Gateway South (Downtown Core).....	3-29
3-6	District 6 – Zaca Corridor.....	3-31
3-7	Land Use Types & Intensities.....	3-53
3-8	Land Use Possibilities.....	3-55
3-9	Permit Requirements.....	3-57-59
3-10	Baseline Build-Out Analysis.....	3-61
3-11	Parking Requirements – Non Residential.....	3-62
3-12	Parking Requirements – Retail Trade.....	3-63
3-13	Parking Requirements – Service Uses.....	3-63
3-14	Parking Requirements – Transient Lodging.....	3-63
3-15	Parking Requirements – Residential.....	3-64
3-16	Off Street Loading Facilities.....	3-64

Chapter 4: Infrastructure

FIGURE	DESCRIPTION	PAGE
4-1	Circulation & Transit Map.....	4-5
4-2	Index to Street Cross Sections.....	4-8
4-3	Street Cross Sections – Median 1.....	4-9
4-4	Street Cross Sections – Median 2.....	4-9
4-5	Street Cross Sections – Median 3.....	4-10
4-6	Street Cross Sections – Median 4.....	4-10
4-7	Street Cross Sections – Median 5.....	4-11
4-8	Conceptual Trail Cross Section.....	4-13
4-9	Parking Map.....	4-17

4-10	Parks & Open Space Map.....	4-21
4-11	Water Utilities Map.....	4-23
4-12	Sewer Utilities Map.....	4-25
4-13	Storm Drain Utilities Map.....	4-27
4-14	Avenue of Flags – Sidewalk Improvements.....	4-31
4-15	Medians 2, 3 and 4 – Water & Sewer Infrastructure Improvements.....	4-32
4-16	Median 2 Concept Plan.....	4-33

<i>TABLE</i>	<i>DESCRIPTION</i>	<i>PAGE</i>
4-1	Public Parking Analysis.....	4-16
4-2	Infrastructure Cost Estimates.....	4-37

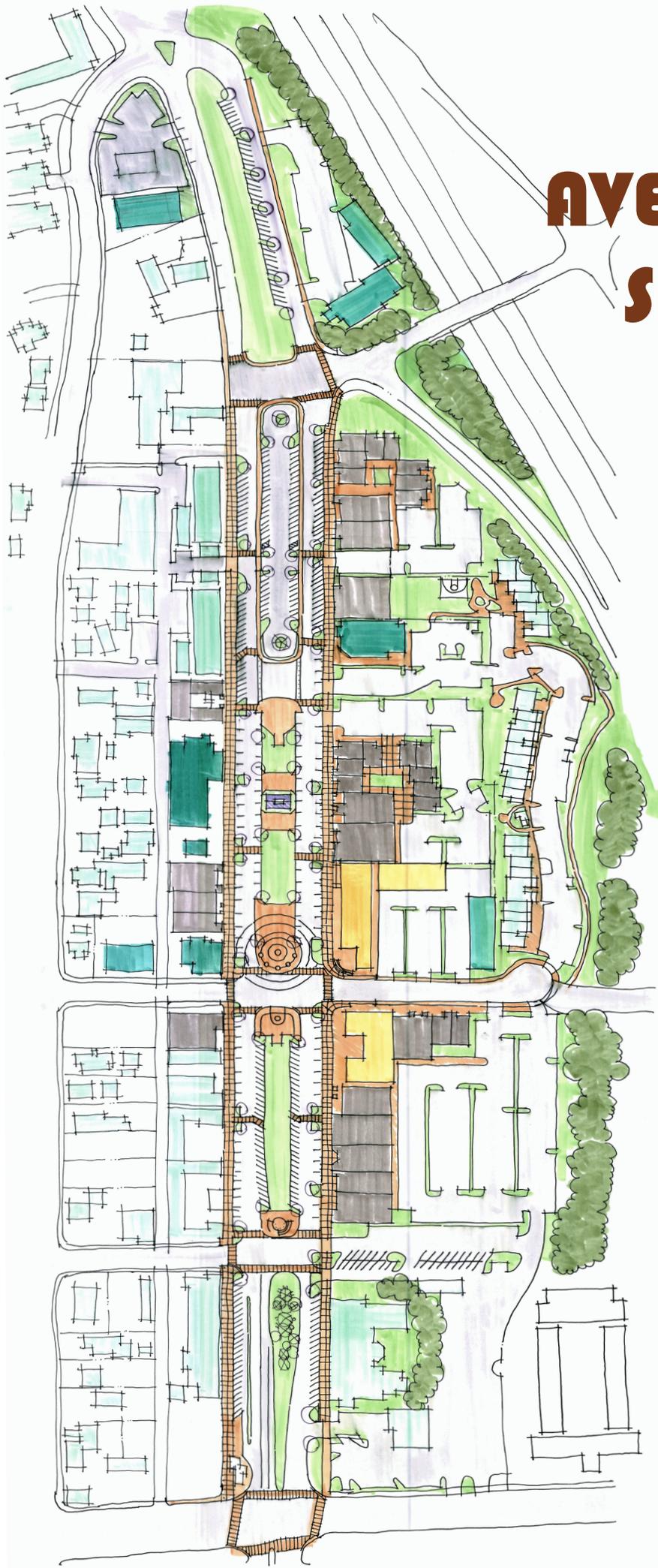
Chapter 5: Implementation

<i>FIGURE</i>	<i>DESCRIPTION</i>	<i>PAGE</i>
5-1	Sample Opportunity Site Marketing Collateral.....	5-2
5-2	Basic Tools for Public/Private Projects in California Cities.....	5-4
5-3	Illustrative DOR™ Scenarios.....	5-10

<i>TABLE</i>	<i>DESCRIPTION</i>	<i>PAGE</i>
5-1	Annual International Council of Shopping Centers (ICSC) Events.....	5-3
5-2	Illustrative Funding Sources & Uses Evaluation.....	5-6
5-3	DOR™ Program Community Benefits & Incentives.....	5-9
5-4	Types of Incentives for Different Types of Development.....	5-10
5-5	Potential Property Tax Revenue Impacts.....	5-19
5-6	Potential Sales Tax Revenue Impacts.....	5-20
5-7	Potential Employment Benefits.....	5-20

AVENUE OF FLAGS SPECIFIC PLAN

AT-A-GLANCE



Avenue of Flags Specific Plan At-a-Glance

Chapter 1: Introduction and Policy Framework

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

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

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

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

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

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

Chapter 2: Form and Character

The fundamental strategy in revitalizing downtown Buellton is the transformation of the Avenue of Flags corridor from an aging automobile-oriented thorough-fare to a vibrant, pedestrian friendly “main street”, with a welcoming village atmosphere that preserves Buellton’s history and captures the character of the community. The changes to AOF in this Specific Plan are being implemented in a sensitive manner and, while the roadway may no longer function as it once did, the contemporary users would experience a pedestrian friendly roadway system that maintains convenient access to existing and future business along with ample parking.

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

adjacent roadway frontages. The intersection of AOF and 2nd Street is designated as the main town plaza area. The flag theme along AOF will be continued and enhanced.

Parking is addressed through new and reconfigured on-street parking as well as strategically located future parking lot(s). In order to meet future parking demand, strategies such as creation of a parking district, construction of City parking lots/structures, shared private lots, secondary parking behind businesses, and combination parking structure/private development (with allowable uses) will be considered.

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

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

District 1 – Gateway North: This is the travelers' service district, with an existing mix of auto-oriented commercial services and lodging. The Plan envisions preserving the travel-oriented nature of this area by encouraging visitor serving uses, vehicle support services, and providing parking spaces for a variety of vehicle types. Median 1 in this district would provide landscaping and parking.

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

District 3 – Civic Junction: This one of two districts that are the center of the Specific Plan and where retail and civic functions are envisioned. This district, along with the Civic Gallery District, would be the primary gathering place for residents and visitors alike. Uses surrounding this district would be retail and mixed use oriented. Median 3 would have open space and a park-like atmosphere, with a town plaza, amphitheater, public restrooms, and potential future visitor's center / community building.

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

District 5 – Gateway South: This district is a travelers' service district, with various existing retail and restaurant uses, anchored by Pea Soup Andersen's restaurant and Andersen's Inn Motel. The Plan envisions preserving the travel-oriented nature of this area by encouraging visitor serving uses, along with opportunities for large vehicle parking (trucks/RVs), public parking lot(s), and secondary access and circulation. Median 5 would continue to provide for open space, landscaping, and signage.

District 6 – Zaca Corridor: This district south of Highway 246 has the potential for additional retail growth to support the existing anchor restaurants of Ellen’s Pancake House and Taco Roco. This district is envisioned to provide services to both residents and visitors alike and will be a primary draw from persons staying at Flying Flags RV Park. No upgrades to Median 6 are proposed.

Design style and architecture for the Avenue is:

- Art Deco

Chapter 3: The Development Code

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

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

The five main elements of a form based code are:

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

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

The Art Deco architectural style is defined in this Chapter. Building types and massing for the different buildings and median improvements are provided.

Chapter 4: Infrastructure

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

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

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

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

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

Additional parking is being proposed along with various parking strategies including a parking district. Based on the plan, 185 public parking spaces exist along the Avenue. With implementation of the Specific Plan, an additional 170 public parking spaces can be realized, for a total of 355 spaces.

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

Chapter 5: Implementation

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

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

- Target retailers and developers by distributing marketing material to promote Opportunity Sites and refining the targeted list of retailers and developers for outreach
- Leverage community strengths to attract quality retail tenants to identified Opportunity Sites within City to capture spending in current void categories, including casual restaurants, household furnishings, home improvement, clothing/apparel, and others
- Brand the "Avenue" in concert with Visitors Bureau/Chamber of Commerce efforts
- The City will continue to evaluate post-Redevelopment funding sources, financing mechanisms, incentives, and other economic development tools and take advantage of initial opportunities for application of zoning tools (e.g. AOF Specific Plan and Development Opportunity Reserve),

existing real estate assets (e.g. AOF medians), and creation of special districts (e.g. parking districts, enhanced infrastructure financing districts)

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

The potential primary funding sources include:

- Use of City-Owned Medians
 - Community events to stimulate indirect economic activity and corresponding fiscal impacts (e.g. sales tax, TOT) for existing nearby businesses; allow use
 - Offer space on the medians for private entity uses to provide opportunity for direct lease revenue to the City
 - Parking on and along the medians should be made available for use by adjacent private businesses in order to stimulate economic activity in those businesses, while also offering potential for greater land use intensity (e.g. density) for new private development on nearby parcels. Available parking can be offered to local businesses via a parking district/authority in order to generate revenue for the City
- Land Use and Zoning – Specific Plan & Development Opportunity Reserve (DOR)
 - AOF Specific Plan will streamline the entitlement and environmental analysis process for future private development
 - The DOR program created by this Specific Plan would be applied on project-specific basis to incentivize new development in financially significant ways (e.g. density bonus, parking reduction) in exchange for support of community objectives (e.g. median/parking improvements, public restrooms). DOR terms will be memorialized by development agreements and/or other suitable mechanisms.
- Special Districts – Parking District, Enhanced Infrastructure Financing District (EIFD)
 - A parking district/parking authority may be established to manage/improve public parking on and along the medians and generate revenue for the City
 - An EIFD may potentially be established to leverage increased property tax increment financing (or “TIF”) from new future development for necessary infrastructure improvements and/or maintenance/services. An EIFD should be evaluated in greater detail in order to estimate tax increment funding capacity, potential partnership and governance structures (e.g. with County of Santa Barbara), and capacity to elevate the City’s eligibility for grants and other funding sources

- Grants/State/Federal Programs – SBA/EDA/CDBG
 - SBA programs should be promoted for existing and new businesses along the Avenue for initiation or expansion of operations
 - The City can pursue EDA Public Works and Economic Adjustment grant funding and/or an increased CDBG allotment for public infrastructure improvements

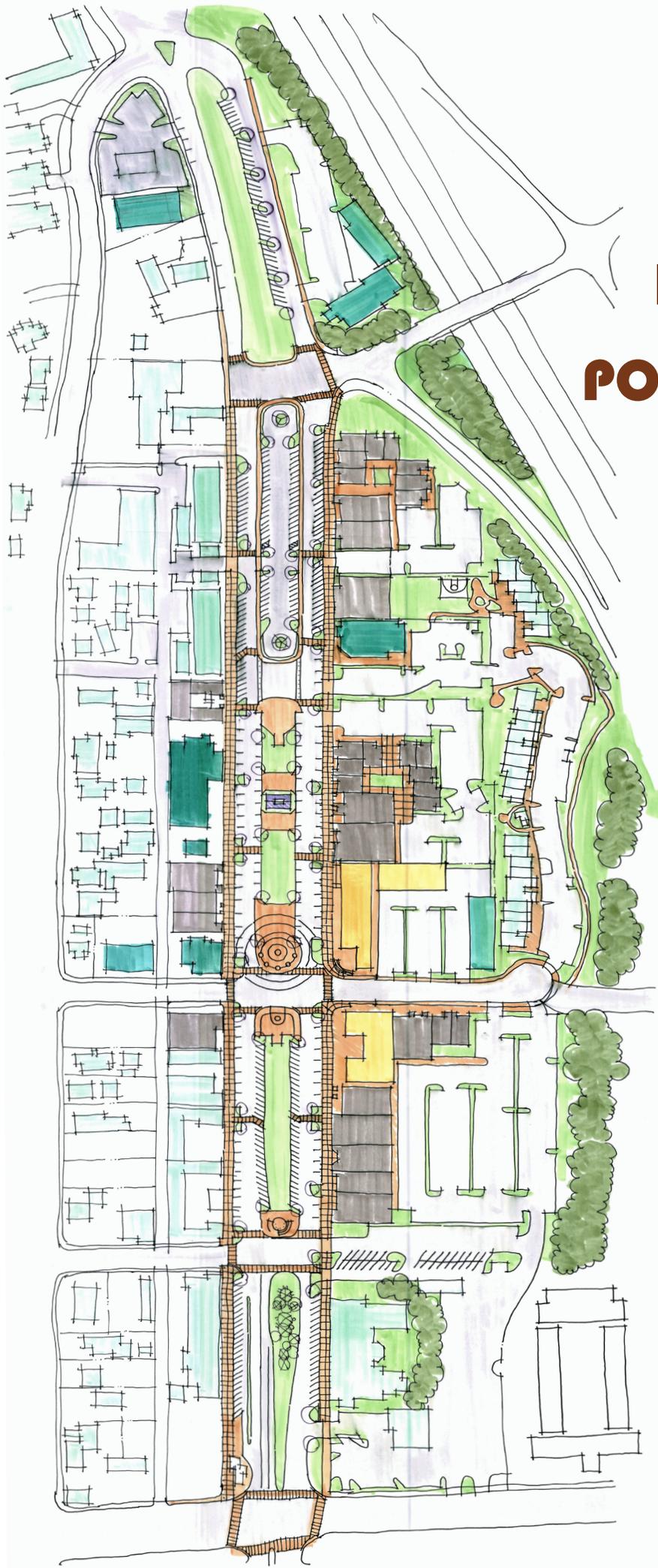
The fiscal impacts and economic benefits are analyzed for the potential fiscal and economic impacts from successful implementation of the Specific Plan. This section demonstrates the financial and economic return on the City’s investment in the preparation and implementation of this Specific Plan. The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

- Based on Specific Plan estimates for potential new commercial and residential improvements on the Avenue, potential combined property tax and sales tax revenues may be in the range of \$760,000+ on an annual basis and approximately \$35.6 million on a 30-year nominal basis upon build-out and stabilization.
- Based on conservative estimates for employment density of two employees per 1,000 square feet of new commercial space (500 SF per employee), new commercial development can support approximately 556 new full-time equivalent (FTE) jobs on the Avenue.

Chapter 6: Administration

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

CHAPTER I: INTRODUCTION & POLICY FRAMEWORK



CHAPTER 1. INTRODUCTION AND POLICY FRAMEWORK

A. PLAN PURPOSE

1. OVERVIEW

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

2. WHY PREPARE A SPECIFIC PLAN?

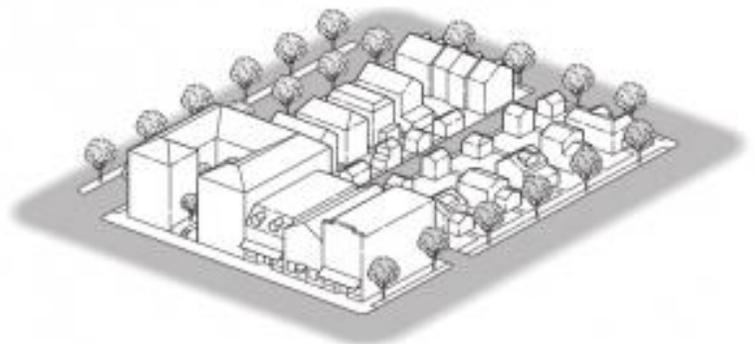
Under California law (Government Code §65450-65457), a specific plan is a planning tool that allows a community to articulate a vision for a defined area and apply guidelines and regulations to implement that vision. The Avenue of Flags Specific Plan (Specific Plan or Plan) guides development along the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

a. SPECIFIC PLAN DOCUMENT

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

b. FORM-BASED CODE

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



c. DEVELOPMENT OPPORTUNITY RESERVE (DOR)

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

B. REGULATORY FRAMEWORK

1. SPECIFIC PLAN AUTHORITY

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

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

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

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

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

Designation of land uses;

Designation of required access & circulation features;

Location and sizing of infrastructure;

Phasing of development;

Financing methods for public improvements; and

Establishing standards of development.

2. STATUTORY REQUIREMENTS

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

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

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

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

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

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

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

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

3. LEGAL ADEQUACY

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

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

4. RELATIONSHIP TO GENERAL PLAN

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

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

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

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

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

a. Land Use Element

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

- **Policy L-27.** Sidewalk areas in the commercial core along Avenue of Flags and Highway 246 should allow for the free flow and safe of pedestrians.
- **Policy L-28.** New commercial development should incorporate elements to encourage pedestrian access and to screen parked areas from public view.
- **Policy L-29.** Residences shall be allowed in conjunction with compatible commercial development on land designated General Commercial. The City shall encourage mixed use development as outlined in Program 3 of the Housing Element by adopting a variable limit for mixed use units, increasing allowed building heights, allowing off-street parking credits for on-street and shared parking, and using a density definition that is adjustable for unit sizes. The mixed use development shall only occur in the General Commercial (CR) designation.
- **Policy L-30.** New development should be required to incorporate streetscape features promoted in the Avenue of Flags/Highway 246 Urban Design Plan or otherwise contribute toward the cost of installing such features along the property frontage. New development should also adhere to planning principles promoted in the Avenue of Flags/Highway 246 Urban Design Plan: storefronts should be sited close to the street to better define the street edge and building frontages at street level should be appropriately designed at a human scale.
- **Policy L-31.** The City should identify one or more potential sites for a new civic center to compliment revitalization goals and create a discernable downtown. To the extent feasible, the Civic Center should incorporate a new City Hall, leisure and cultural services (e.g., library, senior/community center, etc.) and public services performed by other governmental agencies (e.g., sheriff, fire administration, building and safety, etc.).
- **Policy L-32.** The City should actively promote and pursue development of a unified street scene along the Avenue of Flags as envisioned in the Avenue of Flags/Highway 246 Urban Design Plan (see Avenue of Flags conceptual streetscape master plan on following page). Elements include new district monumentation and signage, thematic paving features, decorative street furnishings (e.g., a clock, benches, banners, flags, light standards, trash receptacles, etc.), embellished pedestrian crosswalks and redevelopment of center medians into park-like settings.
- **Policy L-33.** The conversion of commercially-designated lands to residential use should only be allowed when the City receives substantial public benefit, including or exceeding the public benefit realized by the provision of affordable housing in accordance with the City's affordable housing programs.

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

- **Program 1.** The City will update its Zoning Ordinance and district map to reflect the land use designations and related policies of this General Plan, as amended, including the Avenue of Flags /Highway 246 Urban Design Plan. Where necessary, the new zoning districts and standards applicable to Buellton shall be created.
- **Program 2.** The City will amend its Zoning Ordinance to: (i) institute flexible development standards governing mixed-use projects, building height limits, lot coverage requirements and on-street parking consistent with the planning principles embodied in the Avenue of Flags /Highway 246 Urban Design Plan; and (ii) narrow the range of allowed commercial uses to those which implement the visitor-serving, professional office, commercial retail and mixed use land use

objectives of the Plan and prevent future instances of non-conforming uses within the Avenue of Flags Revitalization Area.

- **Program 3.** The City will update the Community Design Guidelines to refine architectural themes, impose streetscape standards for the interface between the public and private property (e.g., arcade design, sidewalk planters, etc.). The City will also establish public improvement dedication requirements (or an in-lieu fee option) as necessary and appropriate to implement the Avenue of Flags /Highway 246 Urban Design Plan.
- **Program 7.** The City will update the preliminary facility analysis performed in conjunction with the Avenue of Flags /Highway 246 Urban Design Plan, affirm the range of users and space utilization, quantify building and site requirements, determine infrastructure needs, define site selection criteria, prepare schematic development plans, reconcile facility programming with financial resources and tenant availability, and actively pursue development of a new Civic Center.
- **Program 9.** The City shall review and update the Community Design Guidelines to be consistent with the Avenue of Flags/Highway 246 Urban Design Plan and to refine architectural themes and impose streetscape standards for the interface between the public and private property (e.g., arcade design, sidewalk planter, etc.). The Community Design Guidelines shall provide guidelines for development throughout the City.
- **Program 16.** The City will amend its commercial designations to increase site coverage and height limits to be consistent with the planning principles embodied in the Avenue of Flags/Highway 246 Urban Design Plan. These planning principals include ensuring a pedestrian scaled street environment, and orienting storefronts toward the enhanced streetscape of the Avenue.

b. Circulation Element

- **Goal 3.** To foster revitalization of the Avenue of Flags.
- **Policy C-4.** New development shall be required to dedicate easements and incorporate circulation features promoted in the Avenue of Flags/Highway 246 Urban Design Plan or otherwise contribute toward the cost of completing such features at a later date. These circulation features include: (i) creation of secondary access along the Avenue of Flags between Highway 246 and Damassa Road, interconnecting parking lots at rear of parcels along the easterly side of the Avenue; (ii) improvement of the existing alleyway for parcels along the westerly side of the Avenue; and (iii) development of a pedestrian walkway along Zaca Creek.
- **Policy C-10.** The following standards apply to the streets and truck circulation routes shown on Figure C-1 of the General Plan [Avenue of Flags is identified as a Commercial Collector].
- **Policy C-16.** The City shall require the provision of adequate off-street parking in conjunction with all new development. Parking shall be located convenient to new development and shall be easily accessible from the street. The City may reduce required off-street parking for projects that employ transit demand management strategies that reduce vehicle trips to the site, where there is on-street angular parking along the Avenue of Flags, and for mixed use shared parking. The adequacy and appropriateness of parking requirements in the Zoning Ordinance shall be periodically evaluated and adjusted, if necessary.
- **Program 3.** As new development occurs, the intersections of Highway 246 with roadways west of Avenue of Flags, including Sycamore Drive and La Lata Drive shall be periodically monitored to evaluate the need for a traffic signal or other arrangements to accommodate safe traffic and pedestrian circulation. As a demonstration project, the City should divert Highway 246 side street traffic to Sycamore Drive by creating cul de sacs at the northern and southern Riverview Drive and

Calor Drive approaches to Highway 246. As warranted, the City should implement part of the West End Transportation Plan by signaling intersections, including Sycamore Drive.

- **Program 9.** The City will work with SBCAG, APCD and other interested parties to expand the rideshare program for Buellton. A rideshare lot shall be implemented on the east side of the Avenue of Flags, south of Highway 246, and will contain 33 parking spaces.
- **Program 16.** Avenue of Flags should be reconfigured from four to two travel lanes in accordance with the Avenue of Flags/Highway 246 Urban Design Plan and implemented in phases taking into account the location and timing of new development, availability of funds and priorities set forth in the Plan.
- **Program 17.** On-street diagonal parking should be installed on both sides of the Avenue between Highway 246 and Damassa Road as envisioned in the Avenue of Flags/Highway 246 Urban Design Plan, and parallel parking along the center median and east side of the Avenue should be installed between Central Avenue and Damassa Road.
- **Program 18.** Public parking lots, as well as Recreational Vehicle (RV) and truck parking areas within the Avenue Revitalization Area should be identified and developed as a means of supplementing on-street parking and accommodating more visitors as the Avenue becomes a destination attraction in the future. Of particular importance is creating parking capacity in the vicinity of Second Street and Avenue of Flags.

c. Economic Development Element

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

d. Housing Element

- **Goal.** Maintain adequate sites with appropriate zoning, development standards and public infrastructure to facilitate development of the broadest range of housing for all income levels and population segments sufficient to attain compliance with the City's fair share allocation of regional housing needs. This includes the 25 unit per acre AHOZ properties as shown in Table A-1 [of the Housing Element].
- **Policy H-2.** The City shall promote mixed-use development throughout the City, with particular focus along Avenue of Flags, and shall implement smart growth principals.
- **Program 2.** Mixed Use Development. The City Council shall review the mixed use concept, reevaluate the density and establish a 100 unit limit for mixed use projects. Implement the updated mixed use regulations. Mixed use projects have the potential to provide 100 dwelling units. Fostering mixed-use development serves multiple objectives including: (i) implementation of the land use strategy set forth in the Avenue of Flags Urban Design Plan; (ii) recycling blighted and

underutilized property; (iii) producing affordable housing; and (iv) promoting smart growth and new urbanism principles. If a limit for mixed-use residential units is established, the Housing Element will be amended to analyze the limit as a potential constraint on affordable housing, and if necessary, include programs to address the constraint. The limit will not become effective until or unless concurrent amendment of the Housing Element has been completed.

- **Program 16.** Code Enforcement. There are an underdetermined number of motel rooms (concentrated in the area of Avenue of Flags) that may be in violation of zoning regulations by virtue of their long-term residential use. To protect tenants without compromising land use policies or vested property owner rights, the City shall undertake the following action.
 - a. Transient Occupancy. The City shall amend its Municipal Code to: (i) clarify the definition of hotel and motel uses with respect to duration of occupancy; (ii) allow for a reasonable number of long-term visitor stays; (iii) provide for a reasonable amortization of existing non-conforming use; and (iv) make allowances for relocation payments in the event of tenant displacement. As part of the Municipal Code amendment, the City shall: (i) undertake an analysis of candidate properties; (ii) ascertain the breadth and magnitude of potential non-conforming conditions; and (iii) evaluate the feasibility of an amnesty program whereby limited residential use may be continued in exchange for affordable housing covenants.

e. Parks and Recreation Element

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

5. RELATIONSHIP TO ZONING ORDINANCE

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

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

1. VISION FOR THE AVENUE

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

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

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

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

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

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

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

Vision Statement – Avenue of Flags Downtown District

An architecturally distinctive and economically robust downtown district that integrates commercial, mixed-use and high-density residential units fostering an attractive, vibrant and pedestrian friendly downtown village environment.

Featuring a central plaza, refined traffic pattern, ample parking, and walking paths/ bikeways, Buellton provides a "Signature destination experience" and promotes a "Village Style" commercial/residential district offering an exciting place to live, work and attract tourists.

"Special District" zoning allows for development opportunities including: hospitality-lodging, retail shops, art studios and galleries, professional offices, restaurants and cafes, entertainment venues, high density residential units and mixed-use projects.

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

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

2. OVERALL GOAL FOR THE AVENUE

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

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

3. GUIDING PRINCIPLES AND DESIGN OBJECTIVES

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

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

a. Guiding Principles

- 1.) The Plan Must be Economically and Visually Attractive
 - 1.1 Create a unique business and residential attraction for Buellton and the surrounding area within the Santa Ynez Valley.

1.2 Overall building design should be timeless and non-thematic and ensure the fine grain detail of a pedestrian-friendly environment.

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

2.1 Base the future development pattern on a form-based code based on economic opportunity, parcel location and size, rather than on a traditional zoning code that separates land uses and establishes rigid standards that may not be achievable.

2.2 Use market analysis and other economic tools to help determine the most appropriate mix of land uses on the Avenue, recognizing that this mix could evolve over time because of changing economic conditions.

2.3 Provide a planning and design framework to help coordinate phased development through public/private partnerships.

2.4 Provide an infrastructure improvement program that can provide a basis for grant assistance from State and Federal organizations and capital improvement scheduling and budgeting.

3.) The Plan Must be Community-Oriented

3.1 Provide for a mixed-use area including retail, housing, public buildings, and opportunities for public events.

3.2 Provide a place for community gatherings (i.e., farmers market, concerts, festivals and other community events).

4.) The Plan Must be Environmentally Sustainable

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

5.) The Plan Must Promote Public Safety

5.1. Incorporate street designs that are safe, comfortable and convenient for cars, pedestrians and bicyclists with appropriate street widths, landscaping, sidewalks and traffic calming design features.

5.2. Emphasize pedestrian activities and spaces and integrate into overall development.

5.3. Provide safe and convenient parking for business and residential uses that minimize the visual impact on pedestrian and residential areas through parking location, shared parking, buffering and traditional main street design.

b. Plan Area Design Objectives

1.) Urban Form

1.1 Create a plan that reflects the Vision for the Avenue.

1.2 Develop a distinct pedestrian-friendly atmosphere with amenities, landscaping, and wide sidewalks.

1.3 Create an attractive streetscape through public area improvements, landscaping and building façade improvements, new signage, and public art.

1.4 Establish strong connections through effective streetscape, quality development and architectural design elements, both within the Plan Area and to surrounding areas within the community including nearby visitor-serving, retail, and residential neighborhoods.

1.5 Use the creek area as an amenity in the future use and design of private developments along the creek.

1.6 Create gateways at key intersections to denote entries into the Plan Area and establish a unique quality and identity for the Avenue.

2.) Development Pattern

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

3.) Circulation and Parking

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

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

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

Figure 1-1 • Vision: Strategies & Tools



D. SPECIFIC PLAN SETTING

1. SPECIFIC PLAN LOCATION

a. CITY AND REGIONAL CONTEXT

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

Figure 1 – 2 • Regional Location Map



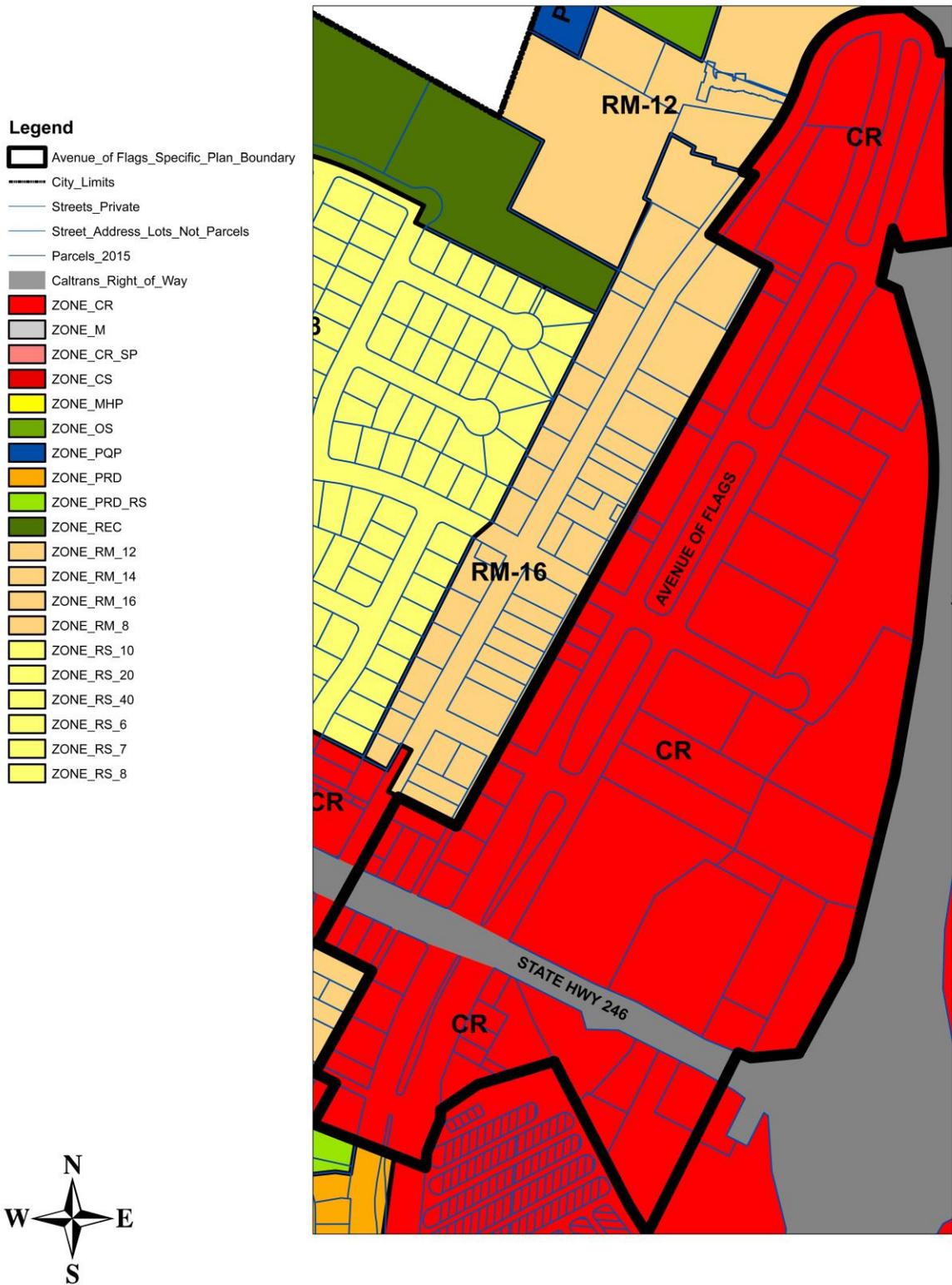
b. SPECIFIC PLAN BOUNDARY, ZONING & LAND USE

The Specific Plan Area encompasses one distinct area within the City of Buellton, located in the center of the City. The boundaries of the Avenue of Flags Specific Plan area generally include Zaca Creek and the northerly property line of Flying Flags Resort to the south, Highway 101 to the east, the alleyway between AOF and Central Avenue to the west, and the Highway 101 southbound off-ramp intersection at the northern end of AOF. Total acreage of land within the Specific Plan boundary is 55.24 acres.

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

Figure 1 – 3 on the following page shows the Specific Plan Boundary and the underlying baseline zoning designation.

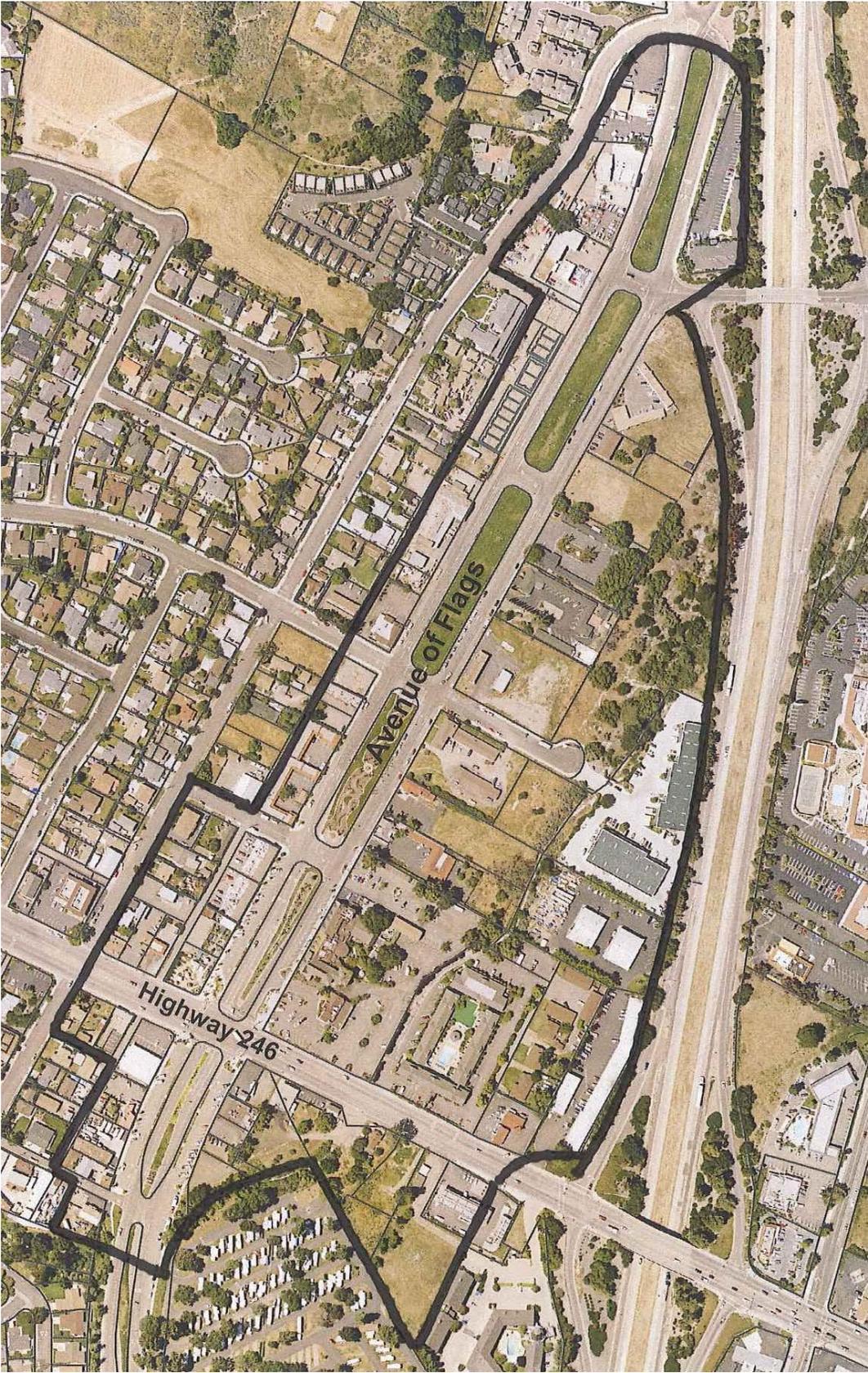
Figure 1-3 • Specific Plan Boundary



c. LOCAL CONTEXT

As shown in the aerial photo in **Figure 1 –4** on the following page, the Specific Plan area is a sparsely developed downtown area which abuts the US Highway 101 on the east. Highway 101 forms a physical barrier to points further east, with overcrossings located at Damassa Road and Highway 246. McMurray Road lies east of and runs parallel to Highway 101; there is a significant amount of existing and emerging commercial and residential development along McMurray Road. Located beyond the Plan area to the south are the Days Inn Motel, Flying Flags Resort, Zaca Creek, and existing single- and multi-family residential areas. To the west lies a significant portion of Buellton’s established residential neighborhoods. The existing City Hall and Civic complex (Post Office, Library, Sheriff Station, Fire Station) are located approximately one-quarter mile west along Highway 246.

Figure 1 – 4 • AOF Specific Plan– Aerial View



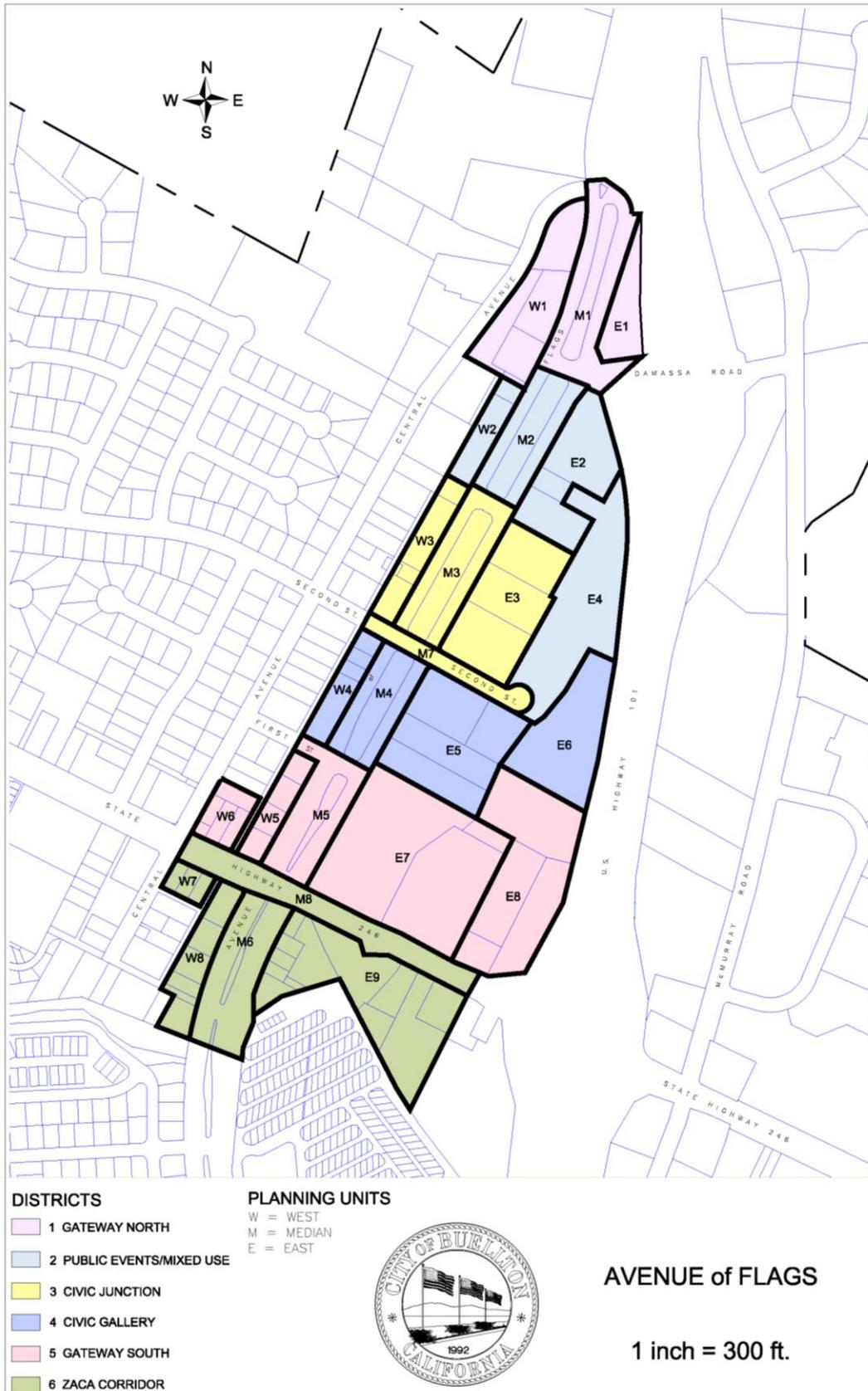
d. SPECIFIC PLAN DISTRICTS

For the purpose of this Specific Plan, the AOF Plan Area has been divided into Districts and Planning Units, as summarized below and shown in **Figure 1 – 5** (following page). A detailed description of each District is set forth in Chapter 2 – Form and Character. It is important to make note of the Districts and Planning Units as they are referred to throughout this Specific Plan document. For example, the Planning Unit numbers are used in the buildout projection analysis, as well as in describing existing and potential new development.

DISTRICTS

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

Figure 1-5 • Specific Plan Districts & Planning Units



2. HISTORIC BACKGROUND

a. THE BUELL RANCH

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

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

b. SERVICE TOWN U.S.A.

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

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

c. THE AVENUE OF FLAGS

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

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

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



Figure 1-6 • Avenue of Flags Dedication (1968)

d. ART AND FOOD

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

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

3. LOCAL PHYSICAL CONDITIONS (Baseline Year 2016)

a. BUILDINGS & LAND USES

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

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

(Numbers in parentheses denote Planning Units)

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

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

(Numbers in parentheses denote Planning Units)

- i. existing mixed-use development (high density residential above and behind commercial retail/office units) (W2); approved but not yet built mixed-use project (residential above commercial) (E2).
- ii. multi-family apartment project under construction (E4)
- iii. several older motels along the eastern side of The Avenue between First Street and Damassa Road (E2, E3, E5); some of the motels have been converted to long-term residential buildings, serving as studios and apartments. Although important in the sense that they provide some measure of relatively affordable housing, these transient units are not consistent with the long-term vision of the Avenue and the City's General Plan as a more dense mixed-use land use pattern.
- iv. handful of older small residential structures (E8)

b. STREET AND BLOCK STRUCTURE

The Specific Plan area encompasses a $\frac{3}{4}$ mile long section of the Avenue of Flags along the old location of Highway 101 before its re-alignment in the early 1960's. The Avenue runs in a north-south direction, with the road right-of way being roughly 170 feet wide and containing large center medians that vary in width from a few feet up to eighty feet; traffic flows in a two-way couplet, or set of one-way streets, on either side of the medians.

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

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

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

c. EXISTING OPEN SPACE

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

E. PUBLIC PARTICIPATION AND PLAN PREPARATION

1. INTRODUCTION

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

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

2. COMMUNITY WORKSHOPS

a. Public Workshop #1 – June 27, 2015

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



Figure 1-7 • Public Workshop #1 (6-27-15)

b. Public Workshop # 2 - October 21, 2015

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



Figure 1-8 • Public Workshop #2 (10-21-15)

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

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

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

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

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

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

**f. Community Workshop #3 – July 16, 2016
Planning Commission Workshop #3 – July 21, 2016**

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

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

g. Planning Commission Meeting – August 4, 2016

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

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

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

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

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

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

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

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

3. OUTREACH TO PROPERTY AND BUSINESS OWNERS

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

4. DRAFT AVENUE OF FLAGS SPECIFIC PLAN & CEQA DOCUMENT

Based upon public input received at the workshops described above and per direction from the City Council at their Workshop #2 on January 12, 2017, Staff and the City's Consultant Team formally prepared the Draft Specific Plan and accompanying CEQA documents.

- a. CEQA documents public review and comment period (30-days) – July 18 through August 16, 2017
- b. Planning Commission Public Hearing, Draft CEQA Document and Specific Plan – September 7, 2017:
 - Resolution No. 17-11 –Recommending Approval of a Mitigated Negative Declaration (17-MND-02) and Mitigation Monitoring and Reporting Program for the Avenue of Flags Specific
 - Resolution No. 17-12 –Recommending Approval of the Avenue of Flags Specific Plan (17-SP-01)
- c. City Council Public Hearing, Draft CEQA Document and Specific Plan – October 12, 2017:
 - Resolution No. 17-19 - Approving a Mitigated Negative Declaration (17-MND-02) and Mitigation Monitoring and Reporting Program for the Avenue of Flags Specific Plan
 - Ordinance No. 17-04 – Adopting the Avenue Flags Specific Plan (17-SP-01), introduction and first reading

5. SPECIFIC PLAN ADOPTION

The Final Avenue of Flags Specific Plan (17-SP-01) was adopted by City Council on October 26, 2017, per second reading of Ordinance No. 17-04.

F. ECONOMIC DEVELOPMENT EXECUTIVE SUMMARY

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

1. DEMOGRAPHICS AND EMPLOYMENT

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

2. MARKET DEMAND – HOUSEHOLDS AND INDUSTRY GROWTH

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

3. RETAIL AND INDUSTRY RETENTION AND RECRUITMENT

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

4. ECONOMIC DEVELOPMENT WITHOUT REDEVELOPMENT

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

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

G. MARKETING AND OUTREACH SUMMARY

1. TARGETING RETAILERS AND DEVELOPERS

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

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

2. LEVERAGE COMMUNITY STRENGTHS

Buellton should leverage community strengths to attract quality retail tenants to identified opportunity sites within city to capture spending in current void categories, including casual restaurants, household furnishings, home improvement, clothing/apparel, and others; local and regional businesses rather than national chains would be encouraged

3. BRANDING

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

4. IMPACTS & BENEFITS

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

5. POST REDEVELOPMENT

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

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

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

1. REAL ESTATE AND PROPERTY – CITY-OWNED MEDIANS

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

2. LAND USE AND ZONING – SPECIFIC PLAN & DEVELOPMENT OPPORTUNITY RESERVE (DOR)

- a. AOF Specific Plan will streamline the entitlement and environmental analysis process for future private development
- b. DOR program will incentivize new development in financially significant ways (e.g. density bonus, parking reduction) in exchange for support of community objectives (e.g. median/parking improvements, public restrooms). DOR terms will be determined on a project-specific basis and memorialized by development agreements and/or other suitable mechanisms

3. SPECIAL DISTRICTS – PARKING DISTRICT & EIFD

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

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

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

5. P3 INFRASTRUCTURE DELIVERY

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

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

- a. Promotion of SBA programs for existing and new businesses along the Avenue for initiation or expansion of operations

- b. Pursuit of EDA Public Works and Economic Adjustment grant funding and/or an increased CDBG allotment for public infrastructure improvements

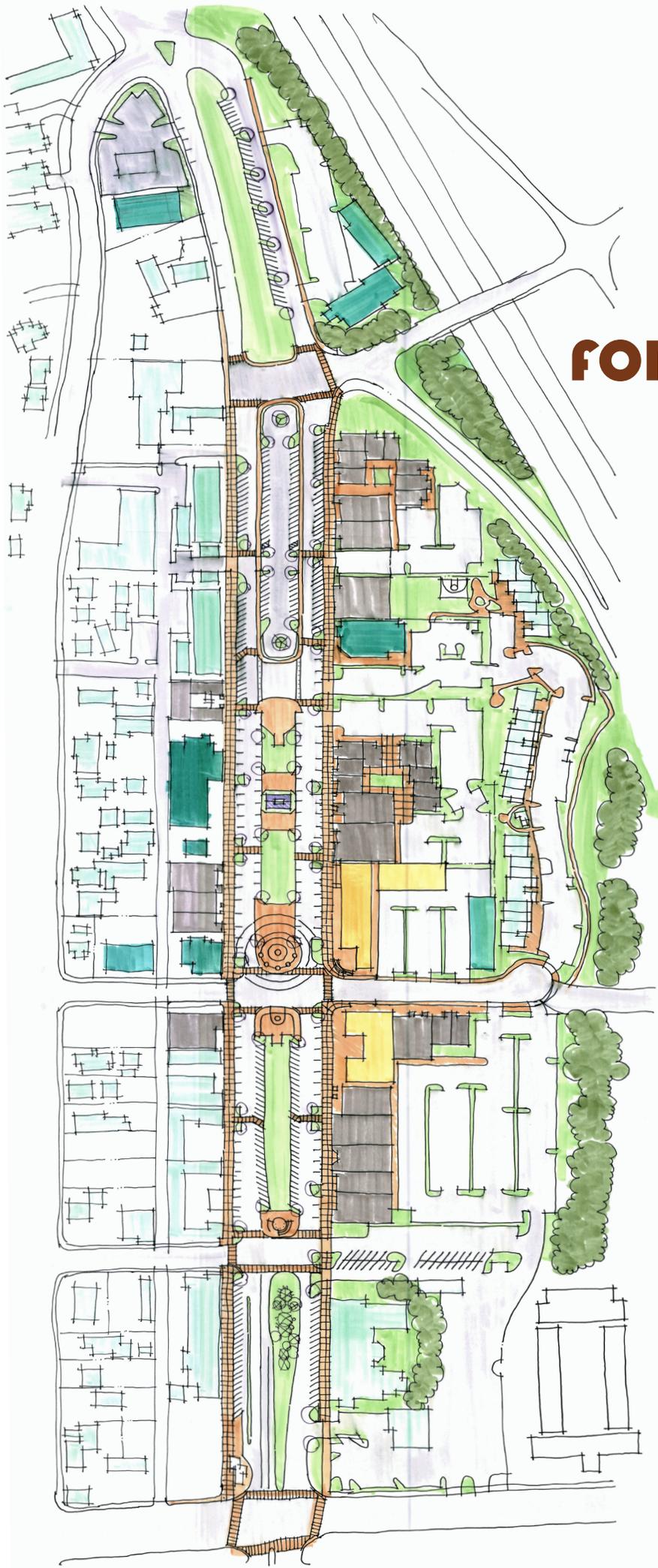
Figure 1 - 9 • Illustrative Sources and Uses Evaluation

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

7. SUMMARY OF FISCAL IMPACT AND ECONOMIC BENEFITS

- a. A preliminary high-level analysis of potential fiscal revenue impacts and economic benefits illustrates the potential “return” on the City’s investment in the Avenue.
- b. Based on Specific Plan estimates for potential new commercial and residential improvements on the Avenue, potential property tax and sales tax revenues may be in the range of \$760,000+ on an annual basis and approximately \$35.6+ million on a 30-year nominal basis upon build-out and stabilization.
- c. Based on conservative estimates for employment density of two employees per 1,000 square feet of new commercial space (500 sf per employee), new commercial development can support approximately 556 new full-time equivalent (FTE) jobs on the Avenue.

CHAPTER 2: FORM & CHARACTER



CHAPTER 2: FORM AND CHARACTER

A. URBAN DESIGN PLAN - OVERALL VISION

1. DOWNTOWN & AVENUE OF FLAGS

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

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

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

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

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

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

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

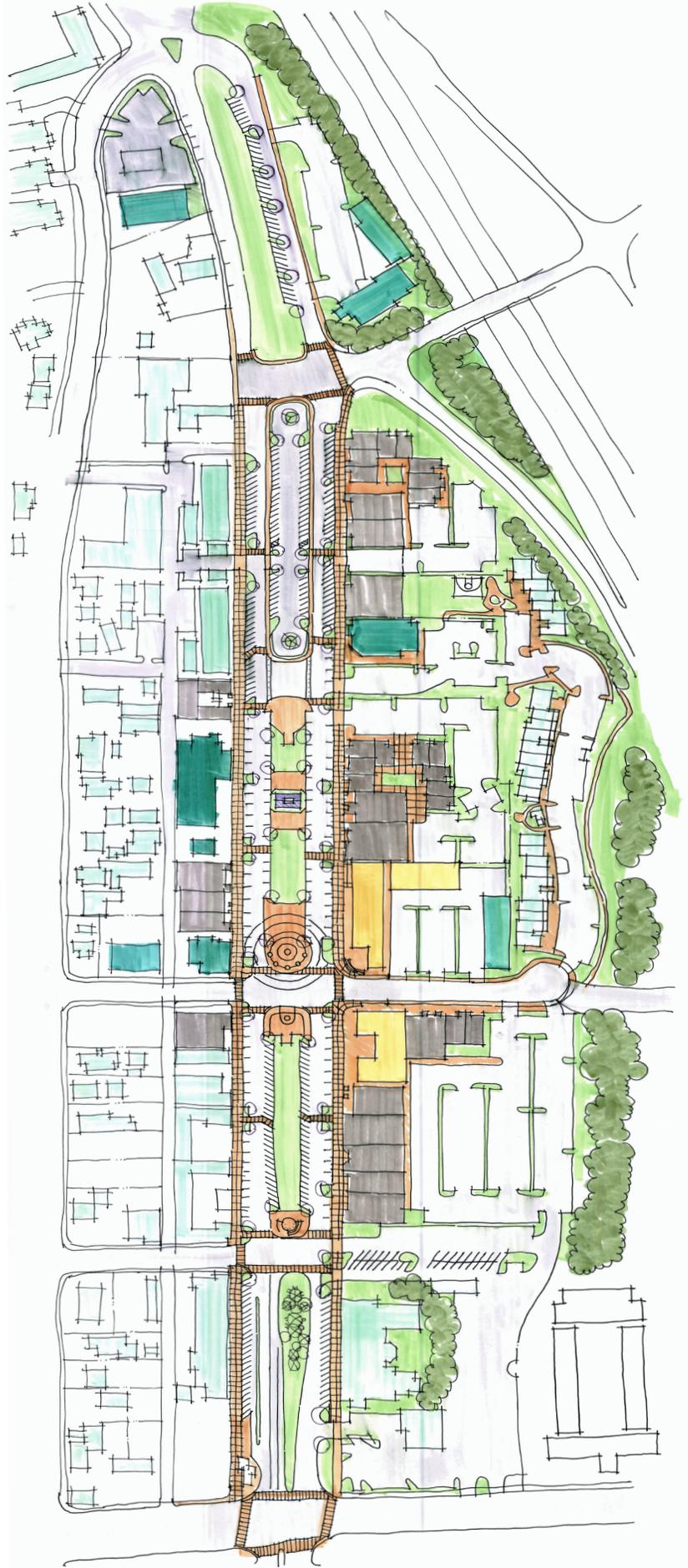
2. URBAN DESIGN VISION

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

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

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

FIGURE 2-1 - AVENUE OF FLAGS
URBAN DESIGN VISION



B. PHYSICAL PLANNING FRAMEWORK

1. SPECIFIC PLAN DISTRICTS & PLANNING UNITS

As previously stated in Chapter 1, the AOF Specific Plan Area is organized into Districts and Planning Units (Figure 2-2 and Figure 2-3). A description of each District is set forth in Section C of this Chapter 2.

2. MEDIAN PLANNING AREAS (PUBLIC SPACES)

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

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

3. OPPORTUNITY SITE AREAS (PRIVATE DEVELOPMENT)

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

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

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

DISTRICTS LEGEND

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

*Denotes Downtown Core

O-# Opportunity Site Area
M# - Median Area



Town Plaza Corners

FIGURE 2-2 - SPECIFIC PLAN DISTRICTS

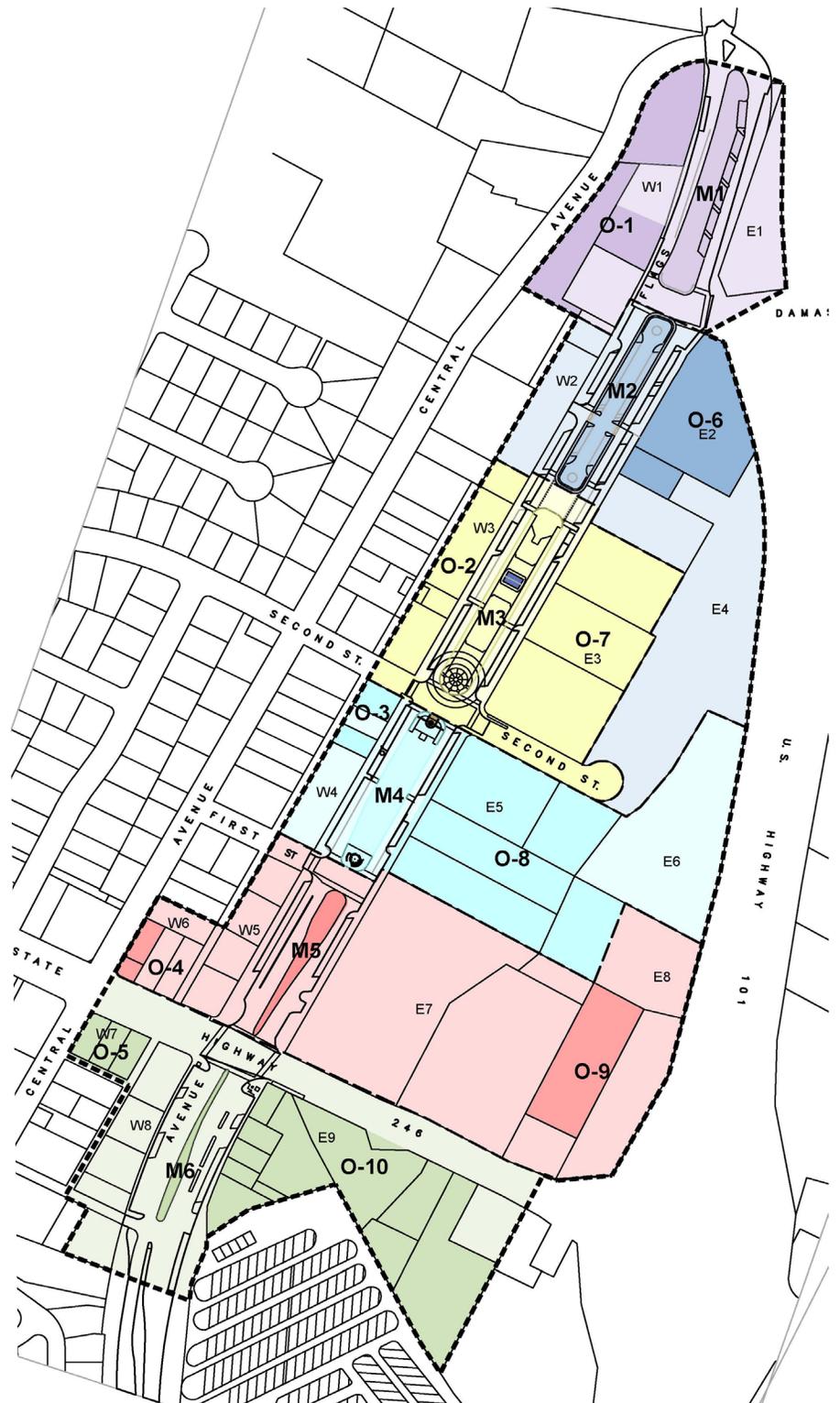


FIGURE 2-3 - PLANNING UNITS

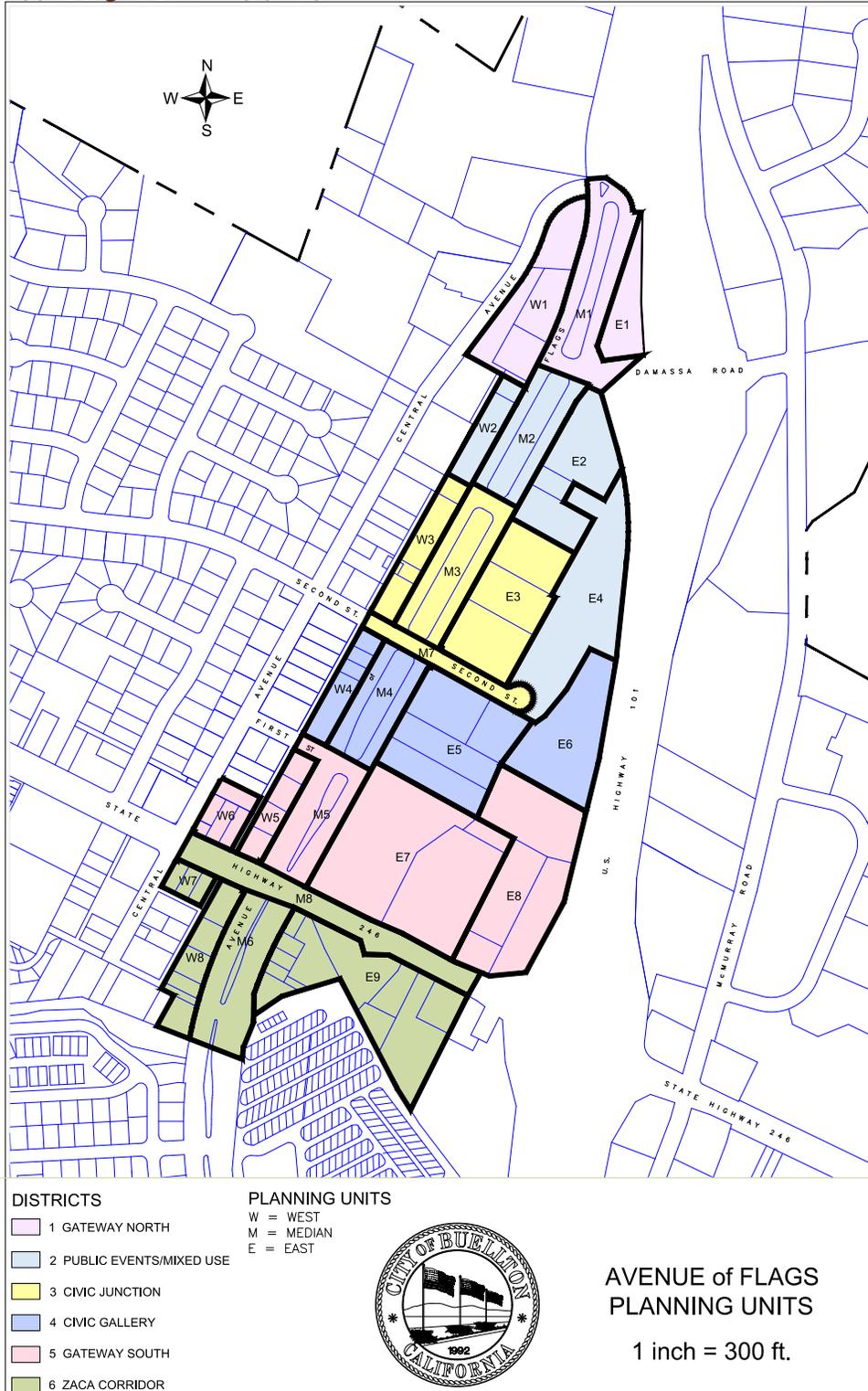
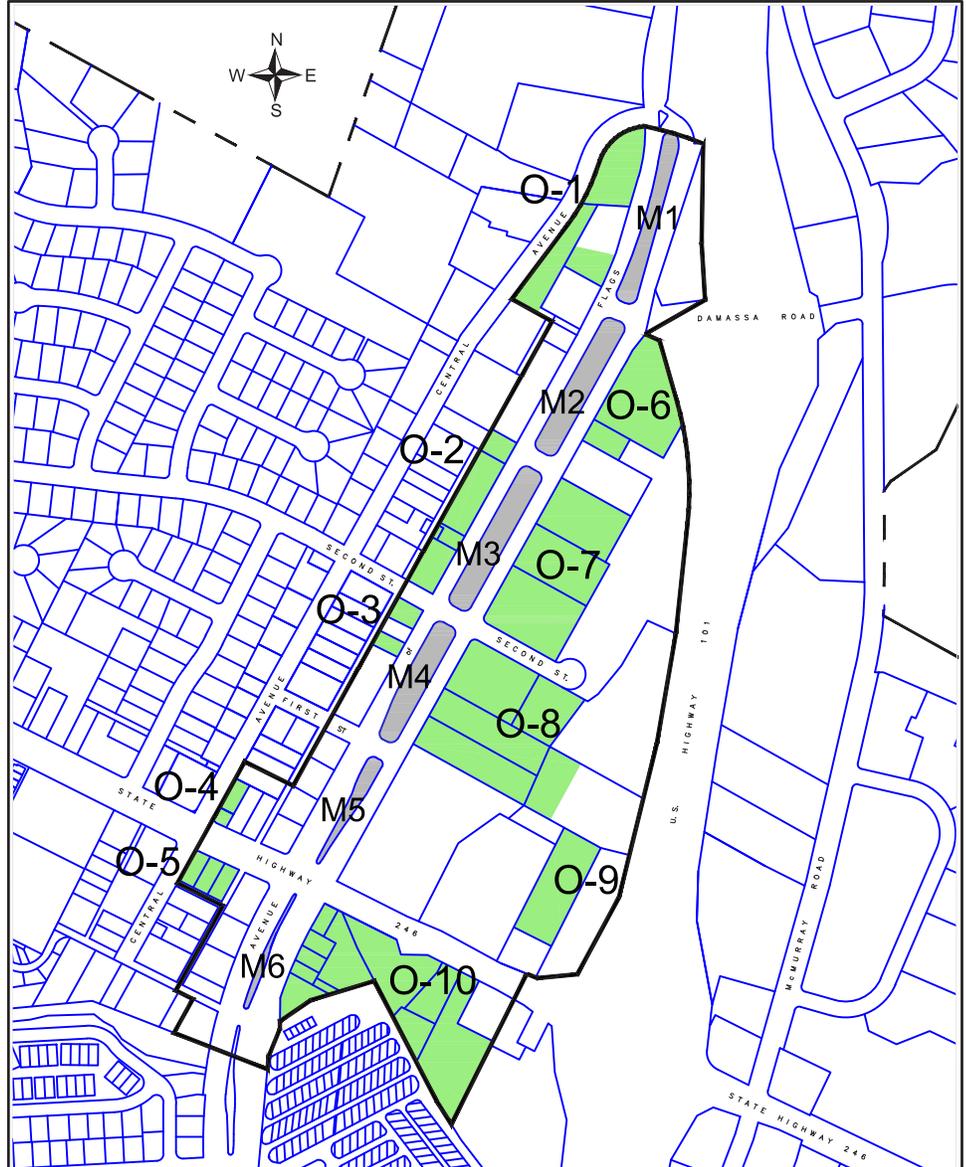


FIGURE 2-4 - MEDIAN PLANNING AREAS (PUBLIC SPACES) AND OPPORTUNITY SITE AREAS (PRIVATE DEVELOPMENT)



OPPORTUNITY SITE AREAS

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

MEDIAN PLANNING AREAS

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

AVENUE of FLAGS



1 inch = 300 ft.

C. PLANNING DISTRICT DESCRIPTIONS

1. DISTRICT 1 - GATEWAY NORTH

a. OVERALL CHARACTER

Gateway North is the travelers' service district, with an existing mix of auto-oriented commercial services and lodging. The Plan envisions preserving the travel-oriented nature of this area by encouraging visitor serving uses, vehicle support services; providing parking spaces and generating a welcoming entry to the Avenue of Flags.

b. PLANNING UNITS

As shown in **Figure 2 -5**, the following Planning Units are located within District 1 (uses current as of 2017):

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

c. MEDIAN 1 (PUBLIC SPACE) - INTENDED CHARACTER

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

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

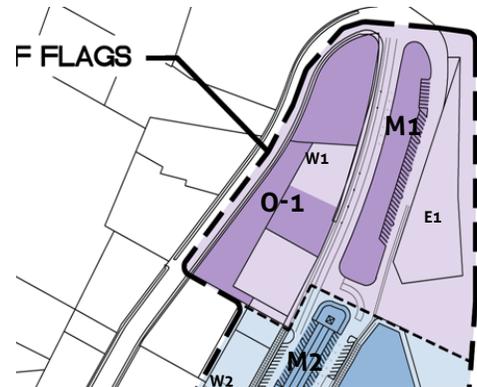


FIGURE 2-5 - DISTRICT 1 KEY PLAN

Figure 2-5 Note:

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

MEDIAN 1 CHARACTER INSPIRATION



FIGURE 2-6 - SOLAR COVERED PARKING



FIGURE 2-7 - PARKING / LANDSCAPE



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

2. DISTRICT 2 - PUBLIC EVENTS & MIXED USE

a. OVERALL CHARACTER

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

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

b. PLANNING UNITS

As shown in **Figure 2-9**, the following Planning Units are located within District 2 (uses current as of 2017):

- Planning Unit **W2** contains the existing Vintage Walk mixed use development.
- Planning Unit **M2** is a grass median and paved roadway.
- Planning Unit **E2** contains a vacant lot, the Farmhouse Motel, and the approved Chumash mixed use project. E2 includes O-6 (Opportunity Site 6)
- Area 1). Planning Unit **E4** contains the Buellton Apartments project.

c. MEDIAN 2 (PUBLIC SPACE) INTENDED CHARACTER

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

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

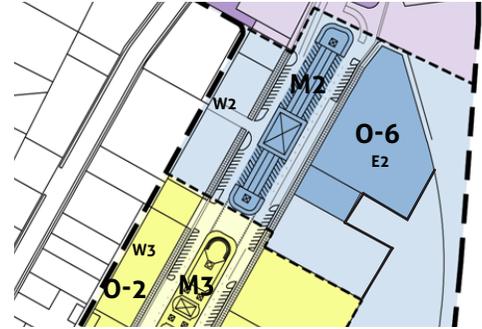


FIGURE 2-9 - DISTRICT 2 KEY PLAN

Figure 2-9 Note:

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

MEDIAN 2 CHARACTER INSPIRATION



FIGURE 2-10 - PARKING/MULTI-USE



FIGURE 2-11 - PARKING/MULTI-USE



FIGURE 2-12 - MEDIAN ACTIVITY



FIGURE 2-13 - FARMERS MARKET

3. DISTRICT 3 - CIVIC JUNCTION

a. CHARACTER

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

This district, along with the Civic Gallery District, would be the primary gathering place for residents and visitors alike. Uses surrounding this district would be retail and mixed-use oriented, with signature buildings anchoring the district.

b. PLANNING UNITS

As shown in **Figure 2-14**, the following Planning Units are located within District 3 (uses current as of 2017):

- Planning Unit **W3** contains a restaurant (Tonos), retail uses (tack store, Trek travel), and dead storage (uses current as of 2016). W3 includes O-2 (Opportunity Site Area 2).
- Planning Unit **M3** is a grass median and paved roadway.
- Planning Unit **E3** contains two motels (San Marcos and Sleepy Hollow) and a former gas station site with various retail uses. E3 includes O-7 (Opportunity Site Area 7).

c. MEDIAN 3 (PUBLIC SPACE) - INTENDED CHARACTER

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

- **Median 3 Design Inspiration (Figures 2-15 through 2-22)**

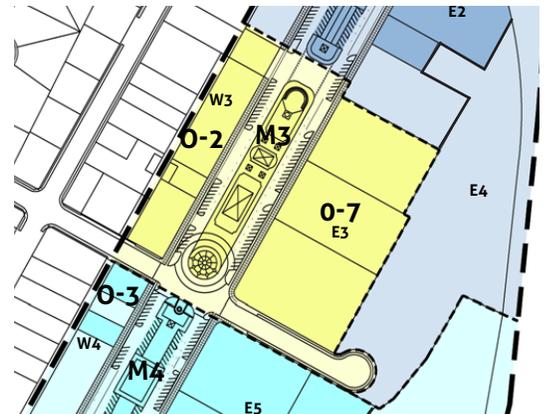


FIGURE 2-14 - DISTRICT 3 KEY PLAN

Figure 2-14 Note:

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

MEDIAN 3 CHARACTER INSPIRATION



FIGURE 2-15 - TOWN PLAZA



FIGURE 2-19 - MEDIAN ACTIVITY



FIGURE 2-16 - TOWN PLAZA



FIGURE 2-20 - OUTDOOR SEATING



FIGURE 2-17 - RESTROOM BUILDING



FIGURE 2-21 - VISITOR'S CENTER



FIGURE 2-18 - BANDSTAND



FIGURE 2-22 - AMPHITHEATER

4. DISTRICT 4 - CIVIC GALLERY

a. CHARACTER

The Civic Gallery is one of two districts that are the center of the Specific Plan and where retail and civic functions are envisioned. The median would have an arts and food village character, and would provide angled parking.

This district, along with the Civic Junction District, would be the primary gathering place for residents and visitor alike. Uses surrounding this district would be retail and mixed use oriented, with signature buildings anchoring the district.

b. PLANNING UNITS

As shown in **Figure 2-23** the following Planning Units are located within District 4 (uses current as of 2017):

- Planning Unit **W4** contains a vacant lot, Houston’s liquor store, and an apartment complex (Red Rose Court). W4 includes O-3 (Opportunity Site Area 3).
- Planning Unit **M4** is a paved roadway and a landscaped median with walking trail. A veteran’s memorial and art work adorn this median.
- Planning Unit **E5** contains an apartment complex, vacant land, and the Country Lane Motel. E5 includes O-8 (Opportunity Site Area 8).
- Planning Unit **E6** contains a commercial/industrial multi-tenant complex, with a variety of uses.

c. MEDIAN 4 (PUBLIC SPACE) - INTENDED CHARACTER

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

- **Median 4 Design Inspiration (Figures 2-24 through 2-30)**

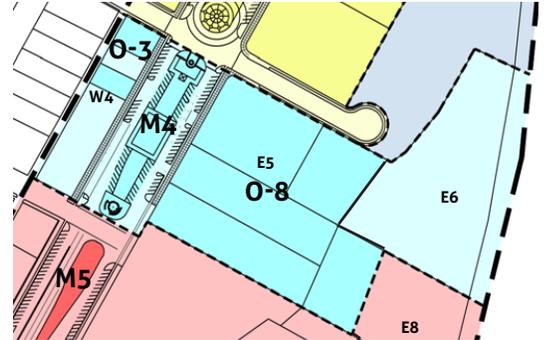


FIGURE 2-23 - DISTRICT 4 KEY PLAN

Figure 2-23 Note:

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

**MEDIAN 4 CHARACTER INSPIRATION -
ART & FOOD VILLAGE IDEAS**



FIGURE 2-24 - OUTDOOR DINING



FIGURE 2-25 - FOOD TRUCKS



FIGURE 2-26 - FOOD EVENT BRANDING



FIGURE 2-27 - OUTDOOR SEATING & SHADE



FIGURE 2-28 - ART DISPLAYS



FIGURE 2-29 - ARTISAN VILLAGE



FIGURE 2-30 - WELCOME SIGNAGE

5. DISTRICT 5 - GATEWAY SOUTH

a. CHARACTER

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

b. PLANNING UNITS

As shown in **Figure 2-31**, the following Planning Units are located within District 5 (uses current as of 2017):

- Planning Unit **W5** is completely developed with a multi-tenant commercial building, with a variety of businesses, including Santa Barbara Koi, Mother Hubbards Restaurant, a Mexican market, and Gino's Pizza.
- Planning Unit **W6** is completely developed with a car wash, auto repair shop, a residential structure, and a restaurant. W6 includes O-4 (Opportunity Site Area 6).
- Planning Unit **M5** is a paved roadway and a landscaped median.
- Planning Unit **E7** contains Pea Soup Andersen's restaurant and Andersen's Inn Motel.
- Planning Unit **E8** is completely developed with industrial, residential, and commercial buildings. E8 includes O-9 (Opportunity Site Area 9).

c. MEDIAN 5 (PUBLIC SPACE) - INTENDED CHARACTER

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

• Median 5 design inspiration (Figure 2-32)



FIGURE 2-31 - DISTRICT 5 KEY PLAN

Figure 2-31 Note:

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

MEDIAN 5 CHARACTER INSPIRATION



FIGURE 2-32 - SIDEWALK DINING & MEDIAN CROSSING

Figure 2-32 Note:

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



FIGURE 2-33 - DISTRICT 6 KEY PLAN

Figure 2-33 Note:

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

6. DISTRICT 6 - ZACA CORRIDOR

a. CHARACTER

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

b. PLANNING UNITS

As shown in **Figure 2-33**, the following Planning Units are located within District 6 (uses current as of 2017):

- Planning Unit **W7** contains two single family residential units and a commercial building. W7 includes O-5 (Opportunity Site Area 5).
- Planning Unit **W8** is completely developed with commercial and industrial uses, including Taco Roco restaurant, Parkway Market, and auto service uses.
- Planning Unit **M6** is paved roadway and landscaped median.
- Planning Unit **M8** is paved roadway (State Route 246).
- Planning Unit **E9** contains vacant land and various commercial uses and buildings, including Ellen’s Pancake House and a used car lot. E9 includes O-10 (Opportunity Site Area 10).

c. MEDIAN 6 (PUBLIC SPACE)

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

- **Median 6 existing conditions (Figure 2-34 and 2-35)**

MEDIAN 6 CHARACTER INSPIRATION



FIGURE 2-34 - EXISTING CONDITIONS



FIGURE 2-35 - EXISTING CONDITIONS

D. ARCHITECTURAL CHARACTER

The Art Deco Architectural Design Style summarized in Figure 2-36 has been identified for the Specific Plan Area; it was developed to implement the AOF Vision, and to reflect the desired type of overall downtown character that would result.

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

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

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

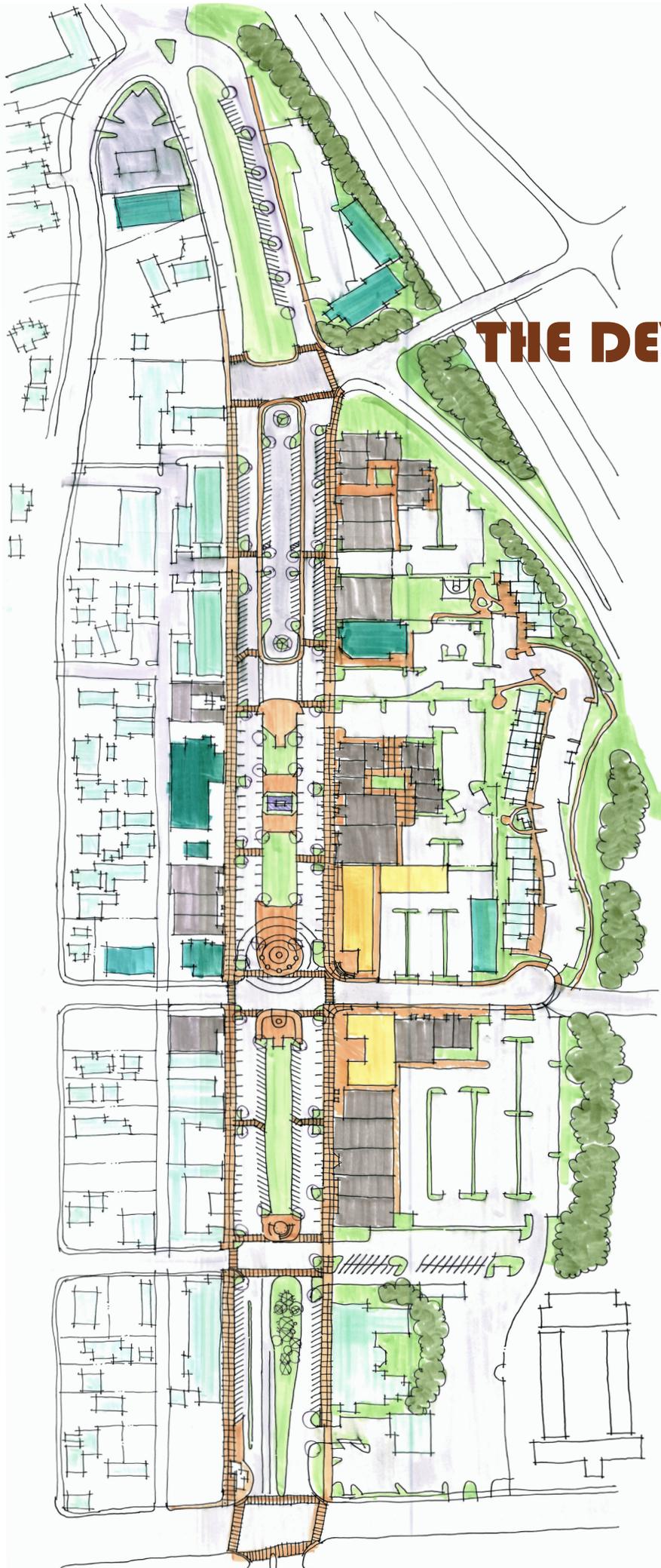
Detailed architectural building standards based on this style are set forth in Chapter 3 - Development Code.

FIGURE 2-36 - ART DECO / ART MODERNE - DESIGN STYLE FEATURES & EXAMPLE

- Towers and Other Vertical Projections
- Decorative Surface Molding
- Iron or Grill Work
- Smooth Stucco Wall Surface
- Multi-Paned Window
- Stepped or Set-Back Facade
- Octagonal Lamps



CHAPTER 3: THE DEVELOPMENT CODE



CHAPTER 3. THE DEVELOPMENT CODE

A. HOW TO USE THE DEVELOPMENT CODE

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

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

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

1. DETERMINE THE LOCATION IN WHICH THE PROJECT IS PROPOSED

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

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

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

3. IDENTIFY SUITABLE LAND USES AND PERMITTING REQUIREMENTS

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

4. DETERMINE APPROPRIATE ARCHITECTURE AND BUILDING FORM

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

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

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

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

5. DETERMINE SIGNAGE, LANDSCAPING, AND OTHER DESIGN REQUIREMENTS

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

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

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

- A project must at a minimum meet these requirements (Tables 3-1 through 3-6)
- If a project exceeds these requirements, or provides needed civic amenities that go beyond the minimum requirements, the project would potentially qualify for a variety of development incentives
- Baseline off-street parking requirements are defined in Section G of this chapter, based on the type of land use proposed
- To help determine whether a project exceeds “baseline” residential density requirements, refer to Table 3-10 of this chapter. This table compares what would be allowed under the General Plan, and compares this to how what would be allowed under the Specific Plan, if such a project provides sufficient public benefits (see items 7 and 8 below) to qualify for the density increases shown in this table.

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

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

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

8. MEET WITH APPLICANTS

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

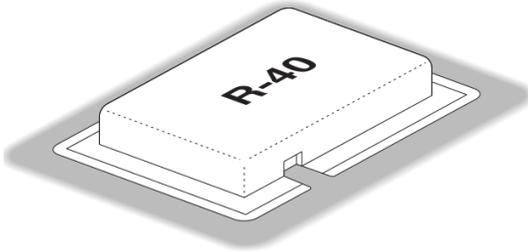
B. PURPOSE AND APPLICABILITY

1. FORM -BASED CODE OVERVIEW

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

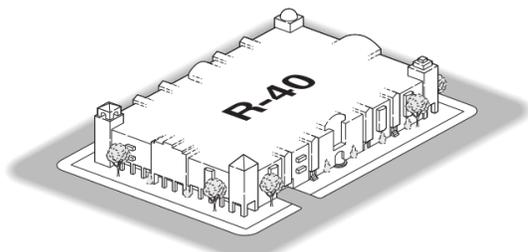
While zoning is based on the concept of dividing land into large areas, where allowable land uses are established with development standards that apply anywhere within that zone, a form based code takes a very different approach. It does not establish allowable land uses by “zone”, but instead establishes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

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



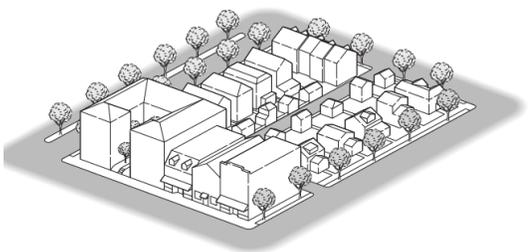
CONVENTIONAL ZONING

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



ZONING DESIGN GUIDELINES

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



FORM BASED CODES

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

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2. APPLICABILITY TO AVENUE OF FLAGS

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

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

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

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

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

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

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

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

3. ELEMENTS OF THIS FORM-BASED CODE

a. REGULATING PLAN (CHAPTER 3)

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

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

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

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

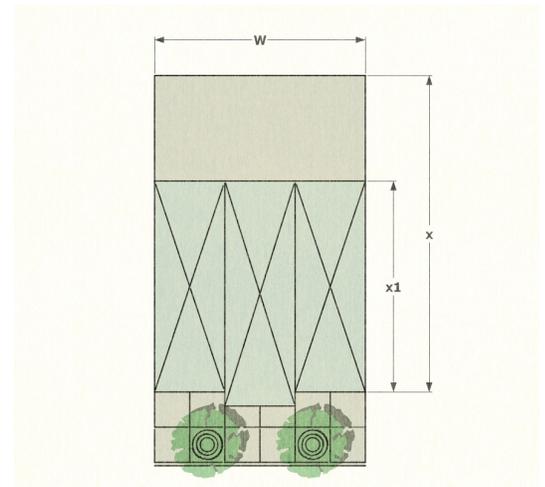
c. INFRASTRUCTURE (CHAPTER 4)

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

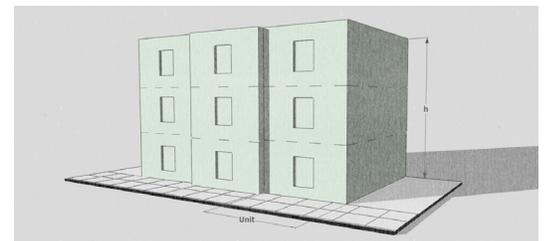
1. Circulation
2. Parking (On-Street/Public)
3. Open Space
4. Utilities



REGULATING PLAN



DEVELOPMENT & BUILDING STANDARDS



DEVELOPMENT & BUILDING STANDARDS



LIGHTING

d. IMPLEMENTATION (CHAPTER 5)

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

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

e. ADMINISTRATION (CHAPTER 6)

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

f. DEFINITIONS (CHAPTER 7)

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



LANDSCAPING



INFRASTRUCTURE

C. REGULATING PLAN

1. REGULATING PLAN (FIGURE 3-1)

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

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

LAND USE

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

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

TOWN PLAZA CORNERS

Corner courtyard (min 15 feet, max 55 feet) shall be provided on ground floor of properties located on all four corners of Avenue of Flags and 2nd Street intersection. The Town Plaza corner courtyard requirement overrides the maximum 10 foot limitation per Form-Based vocabulary for "courtyard-corner" buildings (Figure 3-25).

2. ALLOWABLE BUILDING TYPES

PRIVATE DEVELOPMENT

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

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

PUBLIC MEDIANS

Refer to Median guidelines set forth in Chapter 3.

DISTRICTS LEGEND

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

** Denotes Downtown Core*

O-# Opportunity Site Areas

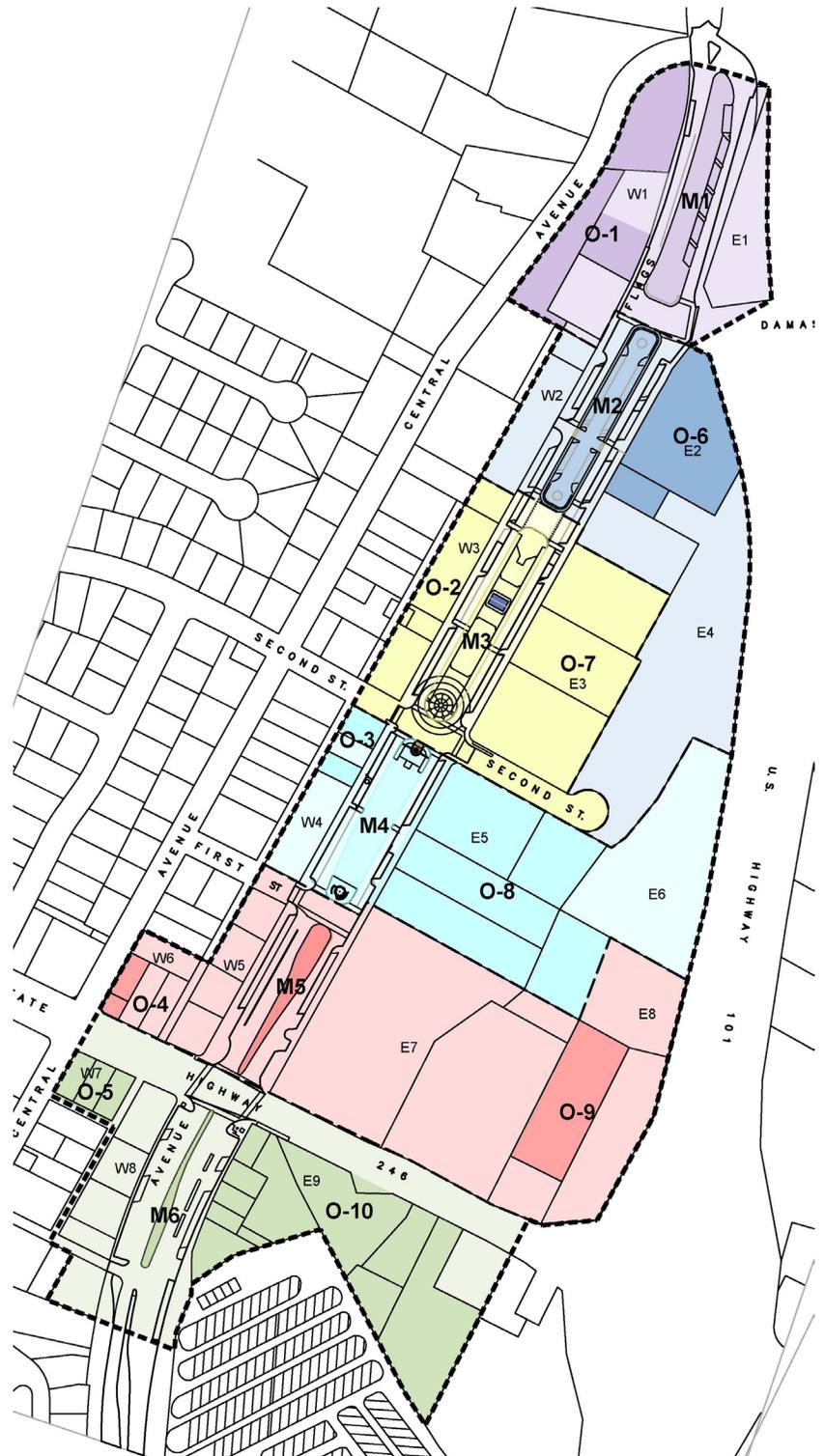
M# Median Area

E#/W# Planning Units



Town Plaza Corners

FIGURE 3-1 - REGULATING PLAN



D. DEVELOPMENT & BUILDING STANDARDS BY DISTRICT

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

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

a. MEDIAN 1 - PUBLIC SPACE

• Median 1 Concept Plan (Figure 3-3)

Potential uses for this median include: diagonal parking for passenger vehicles, pedestrian pathways leading to the center of downtown, enhanced landscaped areas, space for potential gateway signage and public art, Low Impact Development (LID) landscaping, stormwater/water quality features, and accommodation of future reconfiguration of State Route 101 southbound off-ramp, including consideration for a roundabout, contingent on Caltrans approval. Solar-covered parking areas are encouraged.

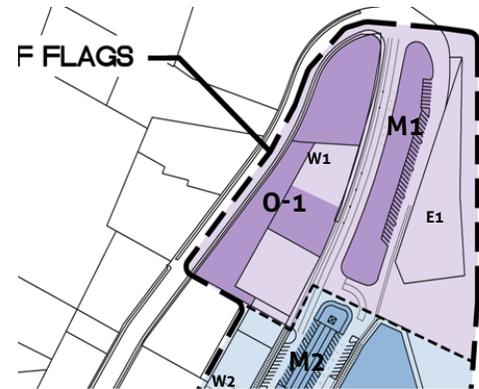
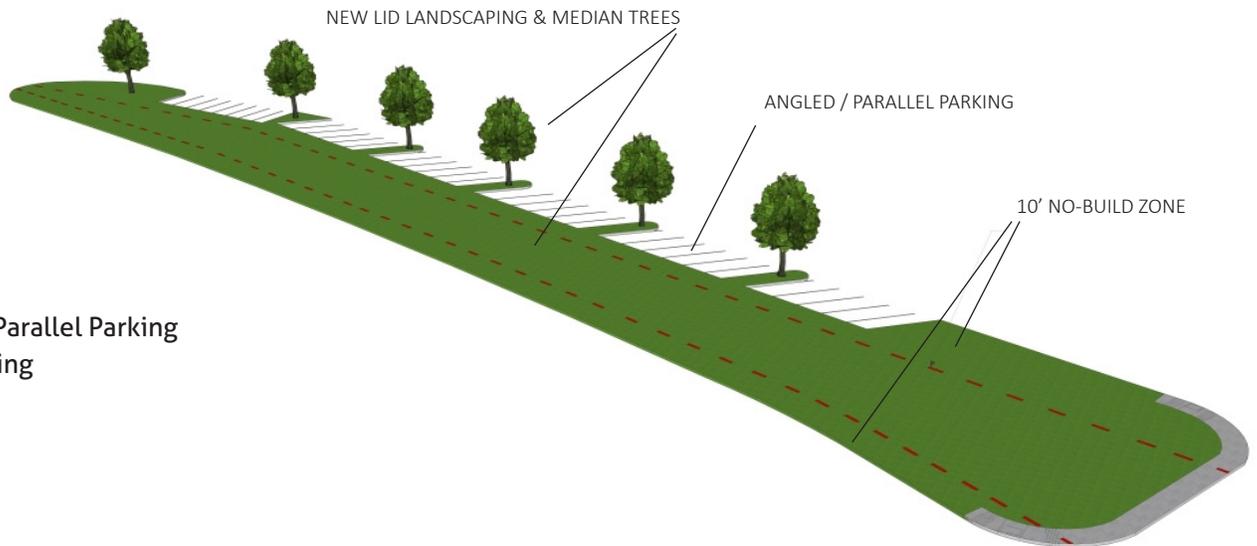


FIGURE 3-2 - DISTRICT 1 KEY MAP



MEDIAN 1 FEATURES

- Angled / Parallel Parking
- Landscaping

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

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

FIGURE 3-3 - MEDIAN 1 CONCEPT PLAN

TABLE 3-1

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

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

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

a. MEDIAN 2 - PUBLIC SPACE

Median 2 Concept Plan (Figure 3-5)

Potential uses and building features for this median include: attractive paved areas for flexible event space; parallel and/or diagonal parking (with option for parking area to be closed off and used for larger events); shade canopies along linear central walkway, ample seating and landscaped areas. Potential structures such as an event pavilion or kiosks may be considered in the future subject to funding availability and need.

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

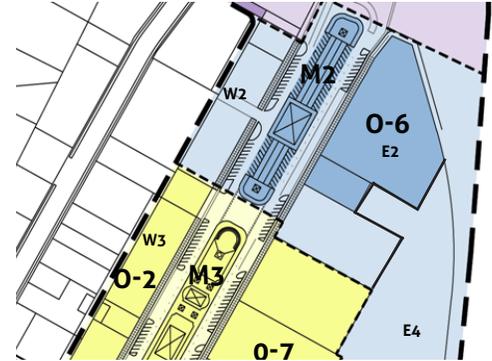
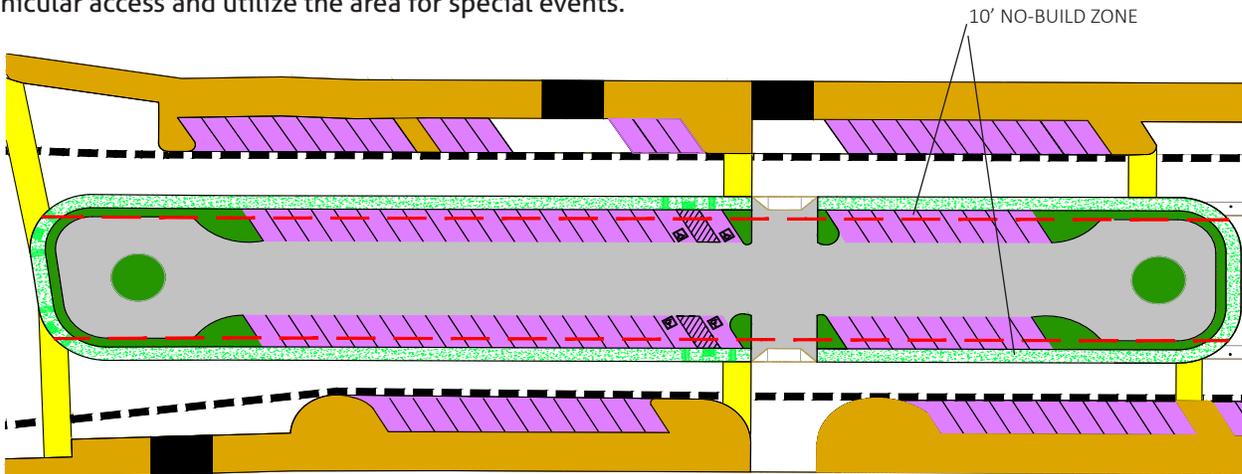


FIGURE 3-4 - DISTRICT 2 KEY MAP



MEDIAN 2

FEATURES

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

FIGURE 3-5 - MEDIAN 2 CONCEPT PLAN

TABLE 3-2

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

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

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



FIGURE 3-6 - CONCEPTUAL MASSING STUDY, OPP SITE AREA 6

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

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

a. MEDIAN 3 - PUBLIC SPACE

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

Potential uses and building elements include: downtown park with open landscaped area, trees and drought-tolerant plantings, shade structures, seating areas; landmark Town Plaza; public restrooms (centrally located and easily accessible); amphitheater; family-friendly recreation.

The following optional structures may be considered in the future, subject to funding availability and need: pavilion for town plaza; community building containing a visitor’s center, historic museum, civic uses (e.g., postal annex, virtual library, community meeting rooms, other desired uses); bandstand with shell and storage space; vendor kiosks.

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

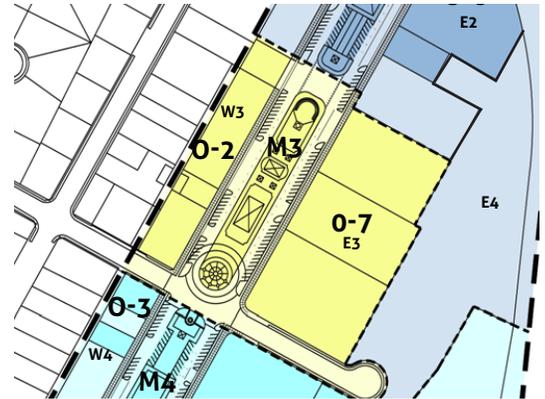


FIGURE 3-7 - DISTRICT 3 KEY MAP

MEDIAN 3

FEATURES

- Downtown Park
- Town Plaza
- Amphitheater
- Public Restrooms
- Shade Structures
- Parallel / Angled Parking
- Lighting for Evening Events
- Infrastructure Stubouts & Fiber Optics
- Landscaping, In-Ground & Potted Trees, Seating
- (Optional/Future) Visitor’s Center / Historic Museum

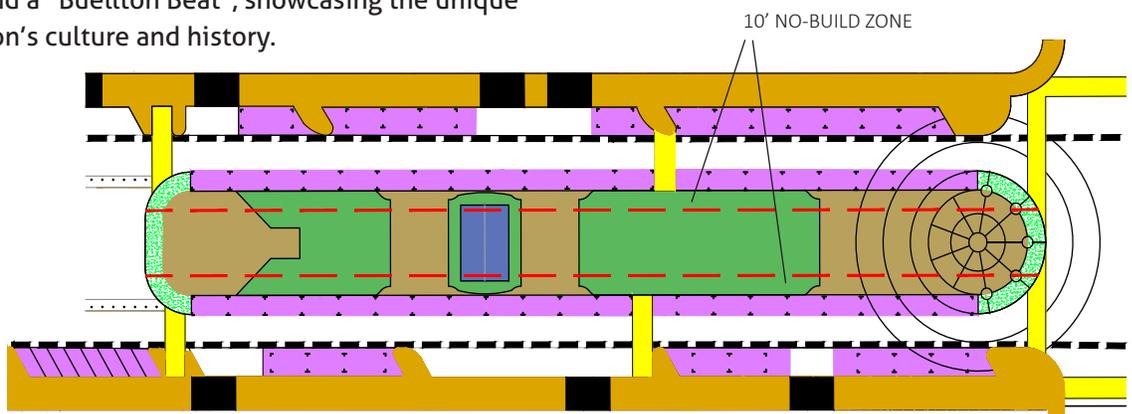


FIGURE 3-8 - MEDIAN 3 CONCEPT PLAN

TABLE 3-3

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

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

Opp Site Area 2: This area contains dead storage, a restaurant, and a retail building. However, this 1.13 acre site is not used to its fullest development potential. A variety of uses, including civic buildings, mixed used, or retail would be appropriate. See **Figure 3-9** for conceptual building massing.

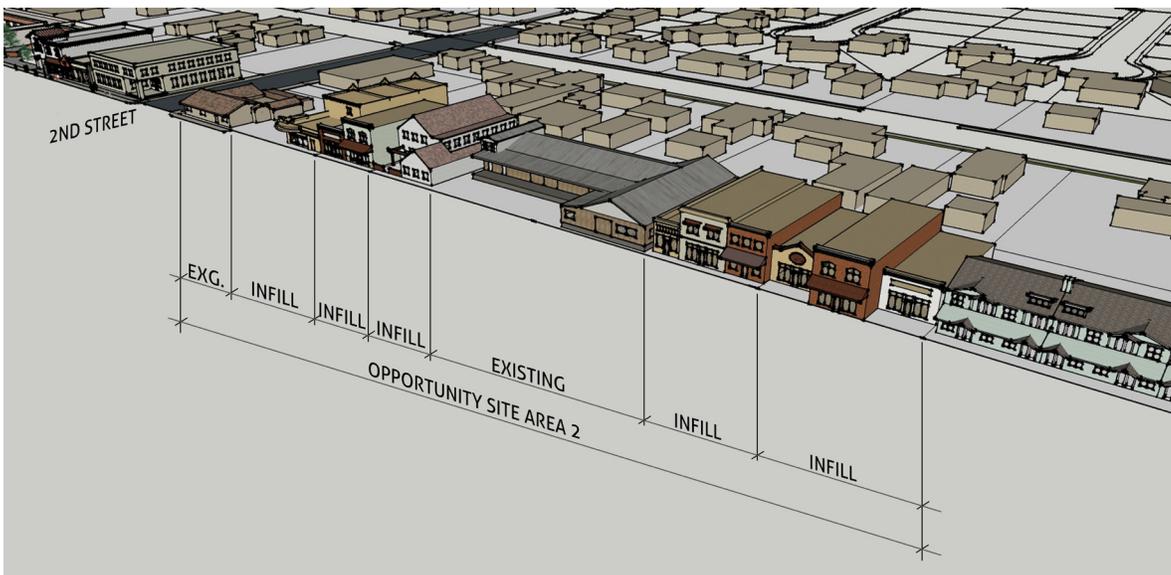


FIGURE 3-9 - CONCEPTUAL MASSING STUDY, OPP SITE AREA 2

Opp Site Area 7: This 3.08 acre area contains two older motels and a former gas station site that contains a variety of non-optimal retail uses that have frequent turnover. The gas station site has been fully remediated of hazardous materials. A signature building with a plaza/courtyard with mixed use is envisioned as a main anchor for this important corner of the Avenue of Flags. See **Figure 3-10** for conceptual building massing.



FIGURE 3-10 - CONCEPTUAL MASSING STUDY, OPP SITE AREA 7

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

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

a. MEDIAN 4 - PUBLIC SPACE

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

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

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

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

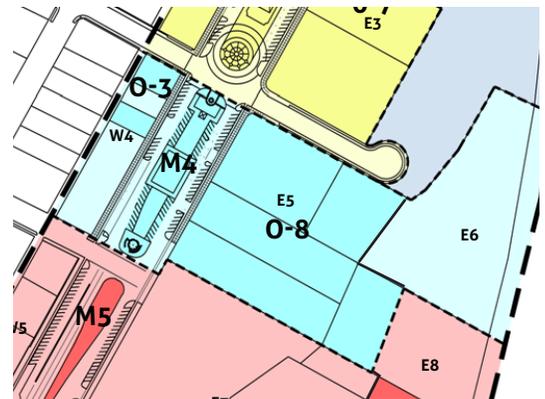
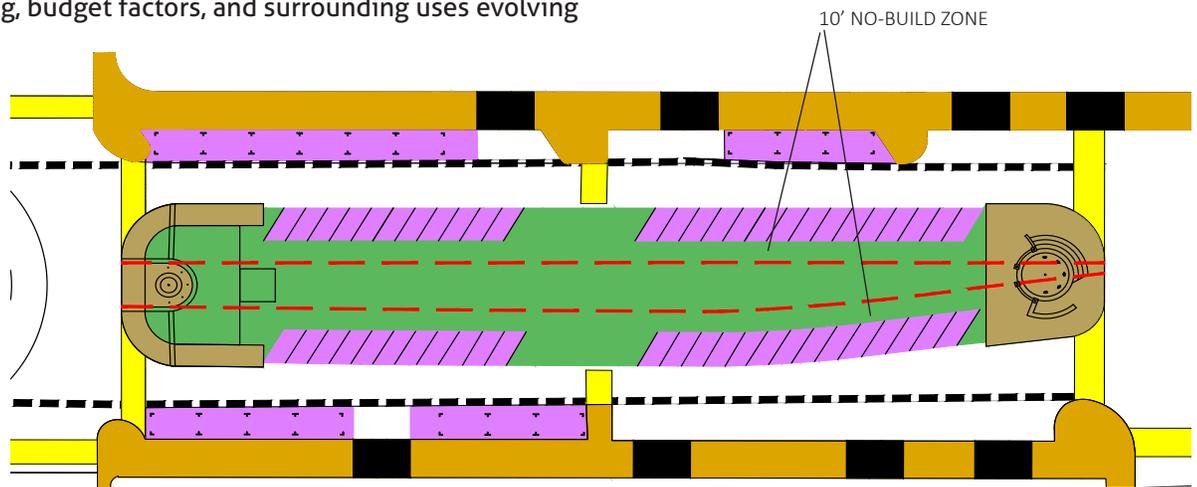


FIGURE 3-11 - DISTRICT 4 KEY MAP



MEDIAN 4 FEATURES

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

FIGURE 3-12 - MEDIAN 4 CONCEPT PLAN

TABLE 3-4

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

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

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



FIGURE 3-13 - CONCEPTUAL MASSING STUDY, OPP SITE AREA 3

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



FIGURE 3-14 - CONCEPTUAL MASSING STUDY, OPP SITE AREA 8

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

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



FIGURE 3-15 - DISTRICT 5 KEY MAP

a. MEDIAN 5 - PUBLIC SPACE

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

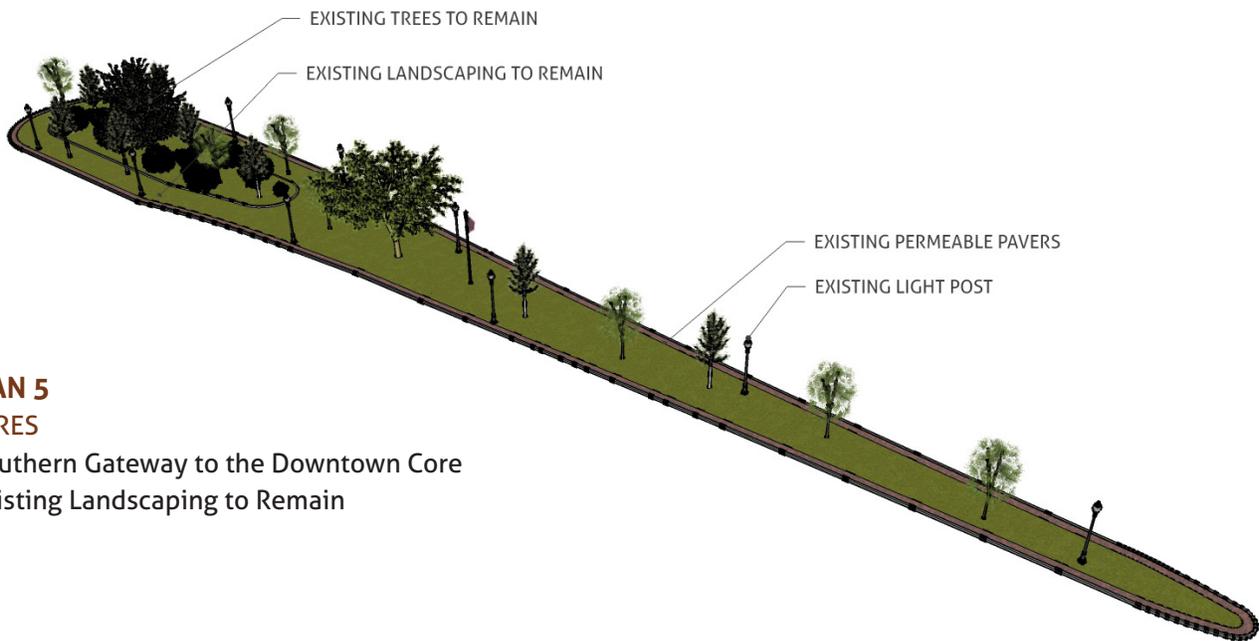


FIGURE 3-16 - MEDIAN 5 CONCEPT PLAN

MEDIAN 5 FEATURES

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

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

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

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

TABLE 3-5

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

6. DISTRICT #6 - ZACA CORRIDOR

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

a. MEDIAN 6 - PUBLIC SPACE

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

b. OPPORTUNITY SITE AREAS - PRIVATE DEVELOPMENT

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

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



FIGURE 3-17 - DISTRICT 6 KEY MAP

TABLE 3-6

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

E. ARCHITECTURAL BUILDING STANDARDS

The Art Deco Architectural Design Style has been identified for the Specific Plan Area, as described in Figures 3-18 through 3-24. The Design Style was developed based on the AOF Urban Design Vision and reflects the desired type of overall downtown character that would result from such Style. The Architectural Style described on the following pages reflects building standards and features for the Art Deco/Art Moderne style.

FIGURE 3-18

DESIGN STYLE - ART DECO / ART MODERNE
COMMON FEATURES & STYLE EXAMPLE

ART DECO / ART MODERNE	
COMMON ARCHITECTURAL DETAILS	
1. Towers and other vertical projections	10. Glass-block windows or sections of wall
2. Smooth stucco wall surface	11. Curved corners
3. Stepped or set-back facade	12. Flat roof usually with ledge (coping) at roof line
4. Octagonal lamps or clocks	13. Ribbon band of windows
5. Decorative surface molding	14. Horizontal bands of molding
6. Window ornamentation	15. No pastel colors
7. Mosaic tiles	16. Very limited neon signage
8. Iron grill work	17. Accentual use and strategic locations only for '50s Diner motif
9. Multi-paned windows	

- Towers and Other Vertical Projections
- Decorative Surface Molding
- Iron or Grill Work
- Smooth Stucco Wall Surface
- Multi-Paned Window
- Stepped or Set-Back Facade
- Octagonal Lamps



FIGURE 3-19 (a, b, c, d)

**ART DECO / ART MODERNE
COMMERCIAL BUILDING EXAMPLES**

(a)



(b)



(c)



(d)



FIGURE 3-20 (a, b, c)

**ART DECO / ART MODERNE
COMMERCIAL BUILDING EXAMPLES**

(a)



(b)



(c)



FIGURE 3-21 (a, b, c)

**ART DECO / ART MODERNE
COMMERCIAL BUILDING EXAMPLES**

(a)



(b)



(c)



FIGURE 3-22 (a, b, c, d)

ART DECO / ART MODERNE

COMMERCIAL BUILDING EXAMPLES

(a)



(b)



(c)



(d)



FIGURE 3-23 (a, b, c, d)

**ART DECO / ART MODERNE
STOREFRONTS & DECORTIVE MOTIFS
EXAMPLES**

(a)



(b)



(c)



(d)



FIGURE 3-24 (a, b, c, d, e)

ART DECO / ART MODERNE

'50s DINER & DECORATIVE MOTIFS

ACCENTUAL USE & STRATEGIC LOCATIONS ONLY

(a)



(b)



(c)



(d)



(e)



F. REGULATIONS BY BUILDING TYPE

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

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

1. ALLOWABLE BUILDING TYPES - PRIVATE DEVELOPMENT

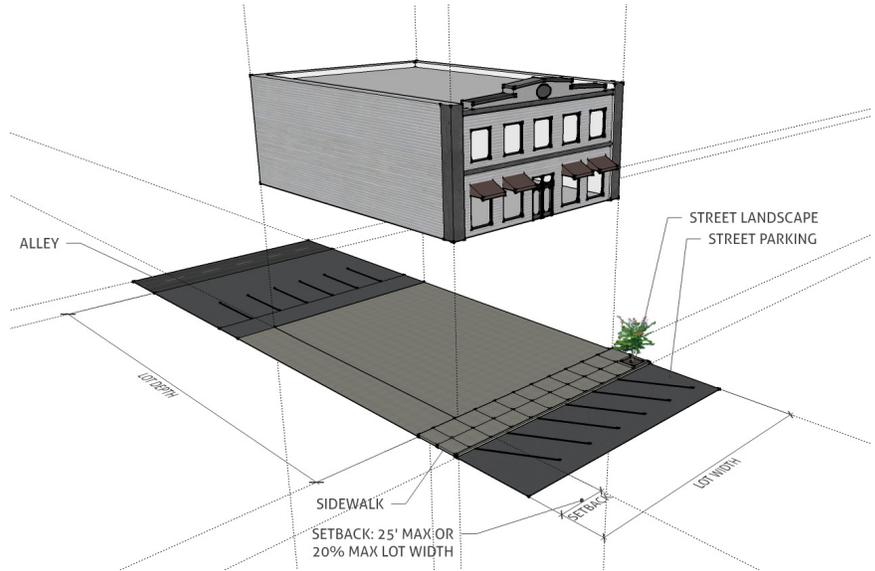
Allowable building types for new private development and future (re)construction of any buildings are as follows:

- a. Mercantile Building
- b. Live-Work Building
- c. Courtyard & Corner Courtyard Building
- d. Specialty Building

Allowable building types are defined in Figure 3-25 through 3-27 with the exception of specialty building type, which may require site-specific review and interpretation.

MERCANTILE BUILDING TYPE

FIGURE 3-25



PERMITTED USES

See Permitted Uses
Any commercial business

OFF-STREET PARKING

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

ALLOWABLE FORM BASED VOCABULARY

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

DESIGN STYLE

Any style allowed in Specific Plan area.

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

LOT SIZE

Lot width can vary between 50'-0" to 100'-0"
Lot depth can vary between 100'-0" to 150'-0"

SETBACKS

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

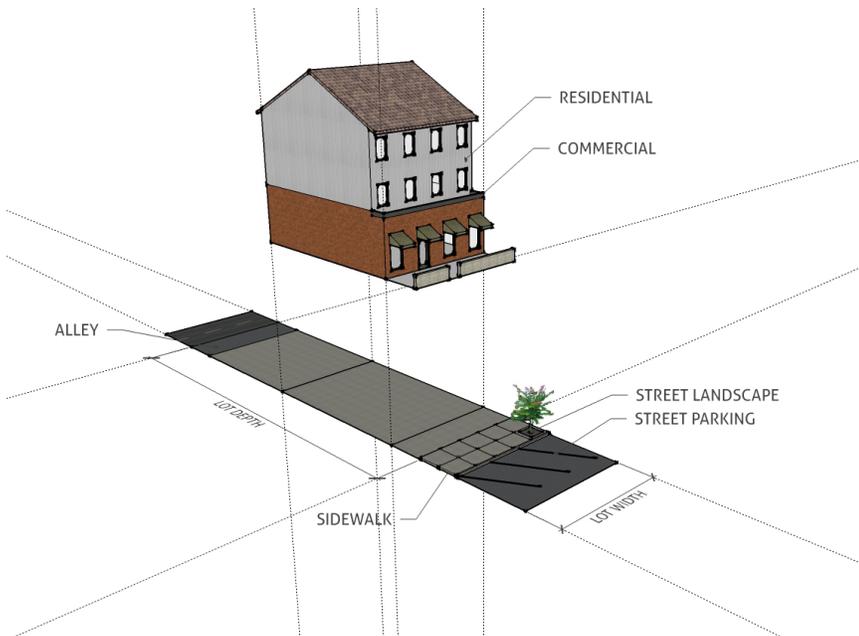
BUILDING FORM AND PLACEMENT ON LOTS

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

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

LIVE-WORK BUILDING TYPE

FIGURE 3-26



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

LOT SIZE

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

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

SETBACKS

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

BUILDING FORM AND PLACEMENT ON LOTS

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

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

PERMITTED USES

See Permitted Uses

Ground Floor: Any commercial business or professional offices

Upper floors: Residential Units

OFF-STREET PARKING

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

ALLOWABLE FORM BASED VOCABULARY

3 - Yard

5 - Horizontal Mixed Use

6 - Vertical Mixed Use

DESIGN STYLE

Any style allowed in Specific Plan area.

COURTYARD BUILDING TYPE

FIGURE 3-27



PERMITTED USES

See Permitted Uses.

Civic, commercial, Assembly

OFF-STREET PARKING

Off-street Parking is not provided on site

ALLOWABLE FORM BASED VOCABULARY

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

DESIGN STYLE

Any style allowed in Specific Plan area.

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

LOT SIZE

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

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

SETBACKS

Side setbacks may be provided, but are not required.

BUILDING FORM AND PLACEMENT ON LOTS

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

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

F. REGULATIONS BY BUILDING TYPE (CONT)

2. FORM BASED VOCABULARY

The following terms (“vocabulary”) which are used to describe building forms and components are defined visually on the following pages. (Figures 3-28 through 3-33).

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

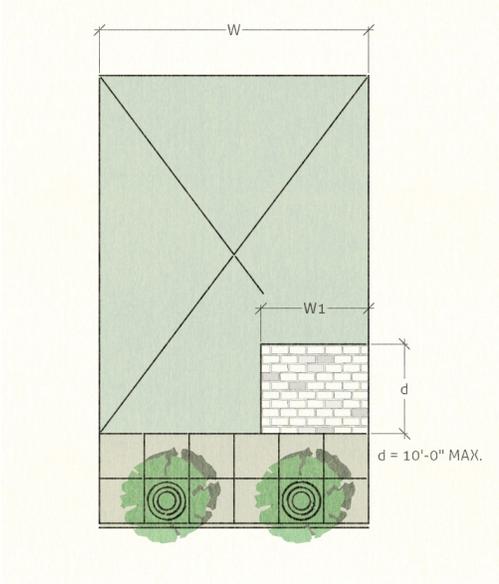
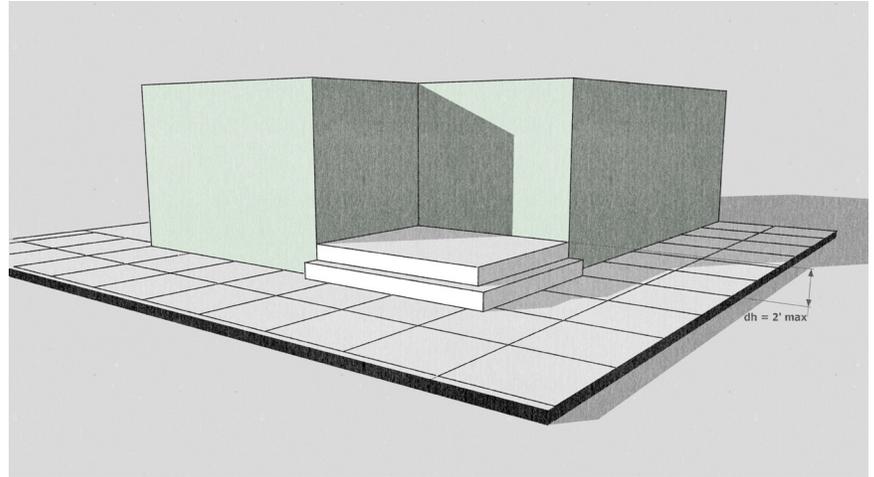


FIGURE 3-28 - COURTYARD - CORNER



EXCEPTION: TOWN PLAZA CORNERS

Corner courtyard (min 15 feet, max 55 feet) shall be provided on ground floor of properties located on all four corners of Avenue of Flags and 2nd Street intersection. The Town Plaza corner courtyard requirement overrides the maximum 10 foot limitation for "courtyard-corner" buildings depicted in Figure 3-28.

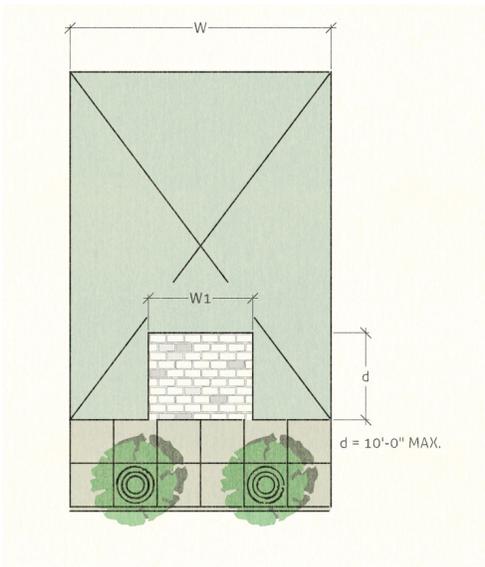


FIGURE 3-29 - COURTYARD - CENTER

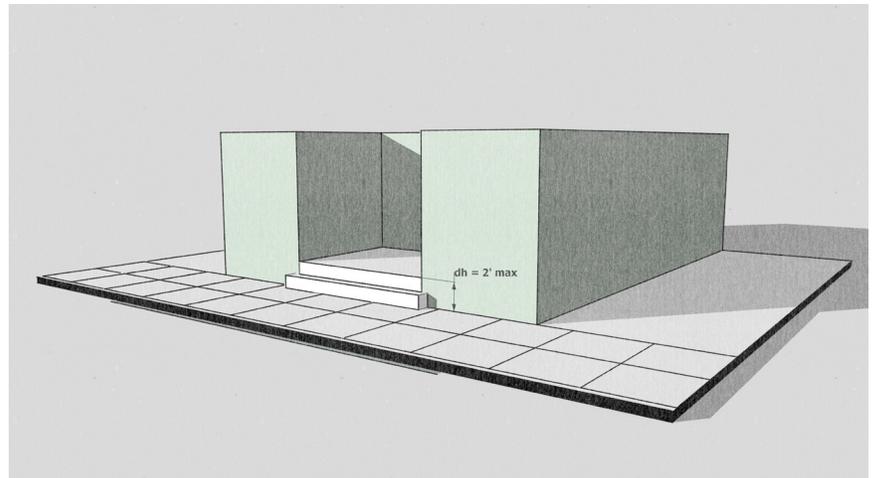


FIGURE 3-30 - YARD

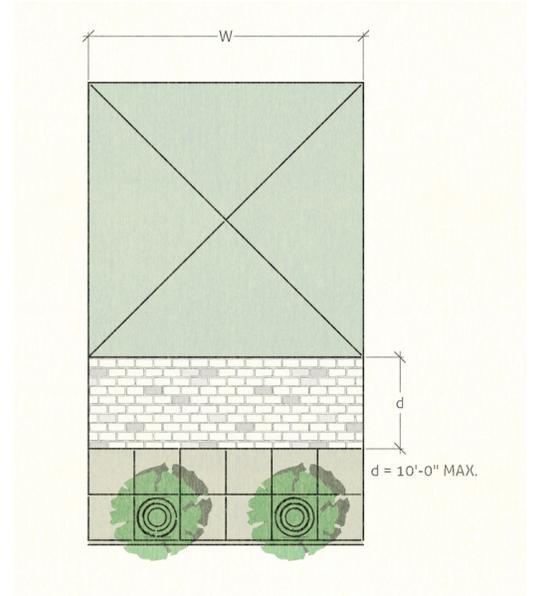
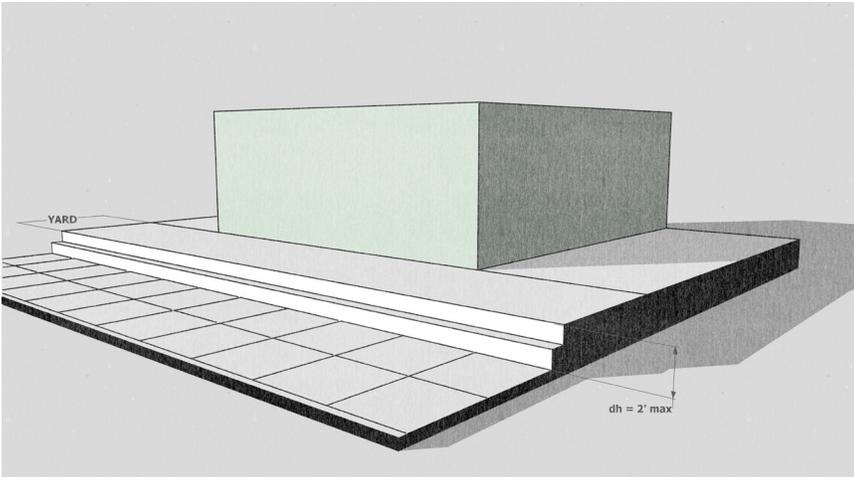
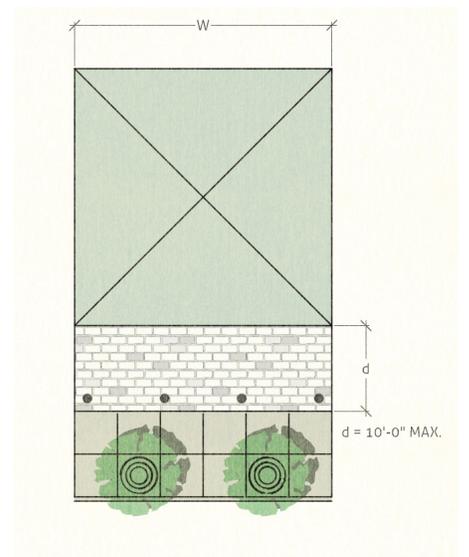
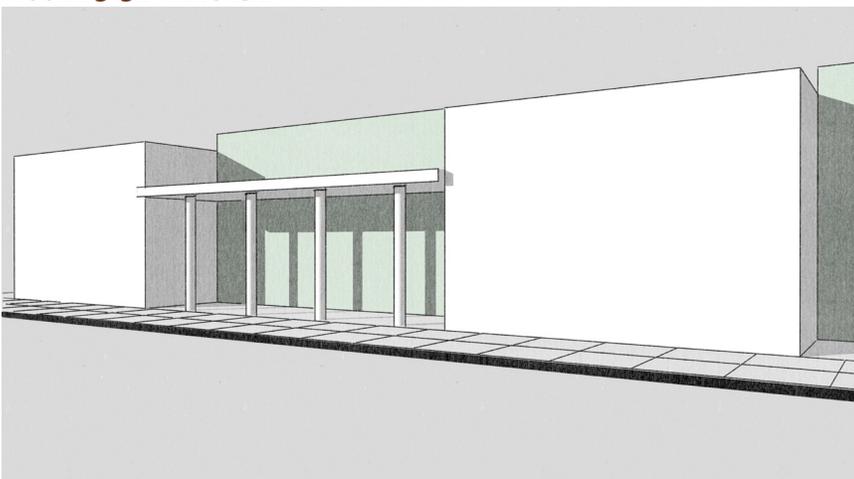


FIGURE 3-31 - ARCADE



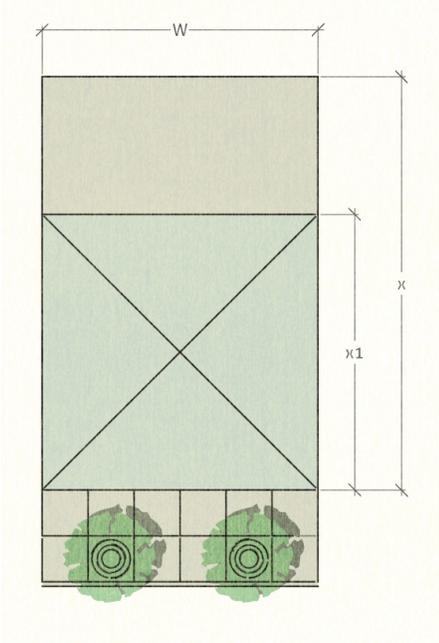
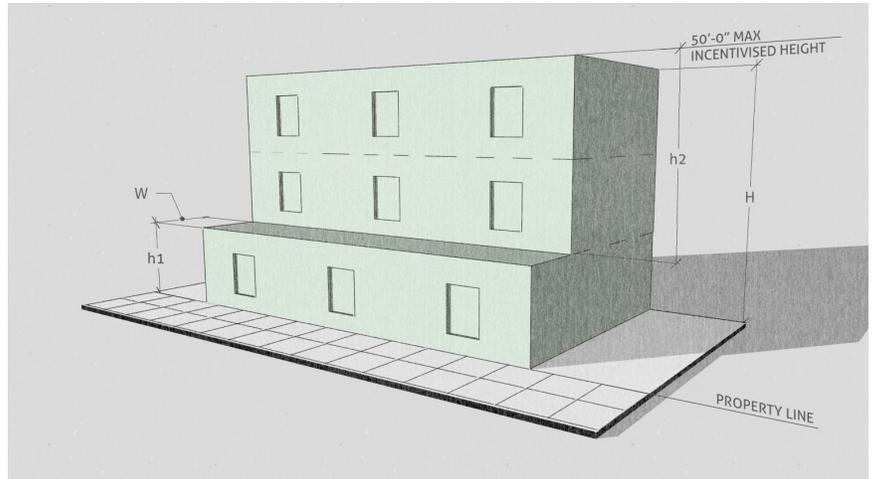


FIGURE 3-32 - HORIZONTAL MIXED-USE



LEGEND

H = 50' max incentivised height

h1 = 30' max.

h2 = 50'-h1

W = 10'-0" setback

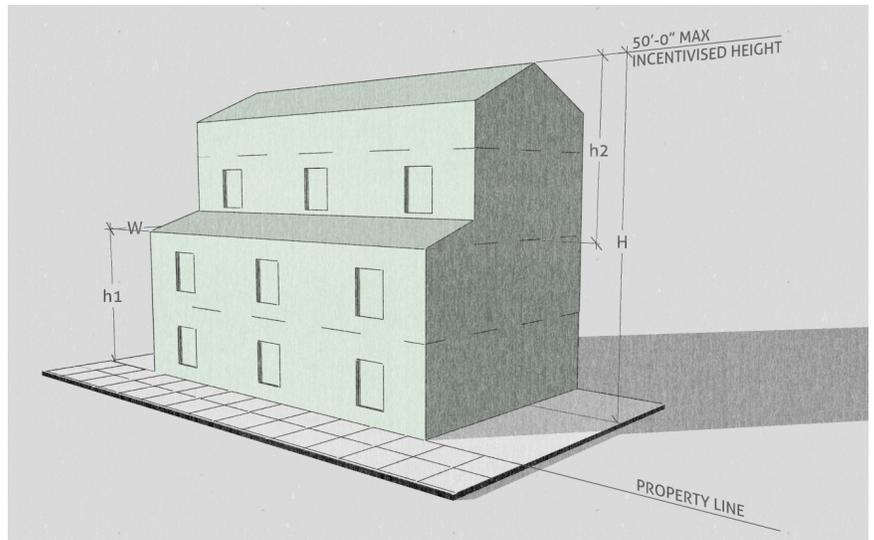
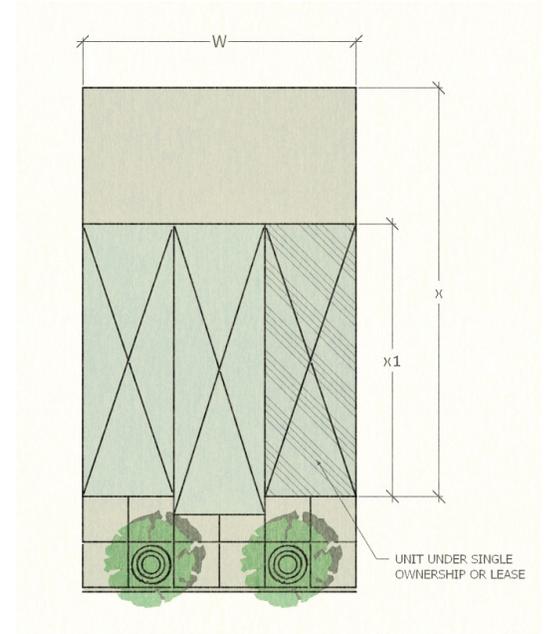
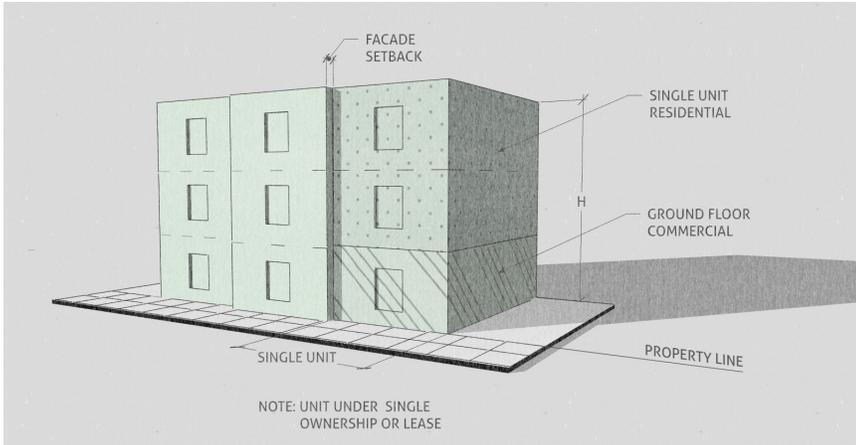


FIGURE 3-33 - VERTICAL MIXED USE



LEGEND

H = 50' max incentivised height

EXAMPLE

Condo or Town home

F. REGULATIONS BY BUILDING TYPE (CONT)

3. FACADE STANDARDS

FEATURES

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

FIGURE 3-34 - FACADE MODULES



F. REGULATIONS BY BUILDING TYPE (CONT).

4. PUBLIC MEDIAN BUILDINGS TYPES

The following are optional structures and/or building types that could be allowed in the public medians. Design styles should reflect elements of Art Deco as approved for the Specific Plan area. Construction of these structures is subject to funding availability and need.

Median 2

- Shade Canopies

Median 3

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

Median 4

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

All Medians

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

Conceptual examples of select building types are shown in Figures 3-35 through 3-38. Additional building concepts are set forth in Appendix F.

OPTIONAL STRUCTURES - CONCEPTUAL EXAMPLES ONLY

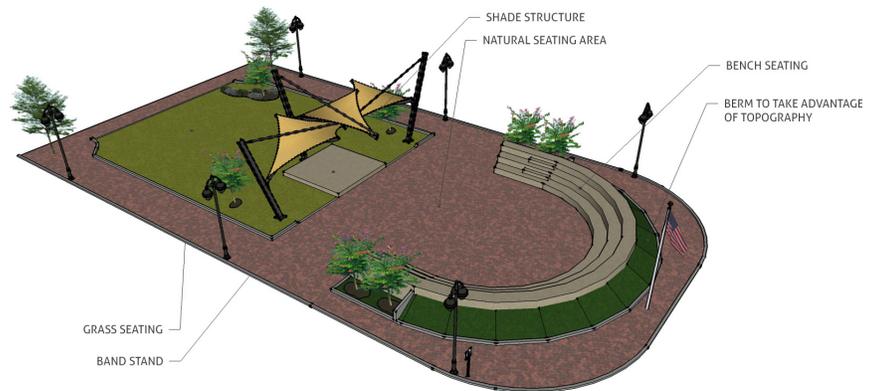
AMPHITHEATER AREA BUILDING TYPE

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

BUILDING DESIGN & FORM

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

FIGURE 3-35



THE COMMUNITY BUILDING TYPE

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

BUILDING DESIGN & FORM

Design style should reflect Art Deco and create a landmark identity for the City of Buellton. Approximate size: 2,000 to 3,000 SF.

FIGURE 3-36



REST ROOM BUILDING TYPE

The Restroom provides public sanitation facilities and optional storage space.

BUILDING DESIGN & FORM

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

FIGURE 3-37



G. LAND USE PERMIT REQUIREMENTS

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

1. SPECIFIC PLAN LAND USE FRAMEWORK

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

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

In order to support the vision and goals of the AOF Plan Area, allowable land uses, development standards and intensities are further defined by the Specific Plan, and where there are potential conflicts, replace those included in the pre-adoption land use and zoning standards.

a. AOF SPECIFIC PLAN LAND USE TYPES & INTENSITIES

Table 3-7 summarizes and compares the general types and intensities of land uses permitted by the existing (pre-Specific Plan adoption, “baseline”) General Plan and by the AOF Specific Plan within the Plan area. Development is required within the density range, both maximum and minimum. The appropriate maximum densities were developed based on the AOF Vision, the type of development and overall character that would result from such a density, and current economic realities. Existing land uses that are not consistent with the Specific Plan land use framework are permitted to continue as legal nonconforming uses.

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

TABLE 3-7 LAND USE TYPES AND INTENSITIES

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

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

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

b. ALLOWABLE LAND USES

The general types of land uses that fulfill the vision of the AOF Specific Plan are set forth in Table 3-8 "Land Use Possibilities" . This list is not intended to be exhaustive, but rather, it will serve as a guideline in evaluating potential uses and development proposals. This list, however, differs somewhat from what uses are described in the included in the General Commercial zoning that governed the area prior to Specific Plan adoption. The allowable uses ("Land Use Possibilities") included in the Specific Plan document are intended to provide guidance and greater flexibility for future development within the Plan Area, and replace the list included under General Commercial zoning.

TABLE 3-8 LAND USE POSSIBILITIES *

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

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

* FOR PERMIT REQUIREMENTS, SEE TABLE 3-9.

2. LAND USE PERMITTING REQUIREMENTS

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

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

A Special Event Permit process is currently in place for uses on the City-owned public Medians (Municipal code section 12.24.040) and the process would apply under the Specific Plan.

TABLE 3-9 PERMIT REQUIREMENTS

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

TABLE 3-9 PERMIT REQUIREMENTS (cont'd)

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

TABLE 3-9 PERMIT REQUIREMENTS - (cont'd)

LAND USE TYPES		PERMIT REQUIREMENT
	See MC Section	AOF Specific Plan
Offices, temporary	19.06.220	MUP
Personal services		DP, A
Public safety facilities		DP, A
Public utility facilities		CUP
Repair and maintenance — Accessory to sales		DP, A
Repair and maintenance — Consumer products		DP, A
Repair and maintenance — Vehicle, indoor		
Repair and maintenance — Vehicle, outdoor		
Service stations (new)		CUP (Limited to AOF District 1 only)
Storage, accessory		DP, A
Storage of petroleum products for on-site use		MUP
Transportation and Communications		
Airfields and landing strips		
Antennas, communication facilities, non-CPUC regulated		MUP
Antennas, communication facilities, CPUC regulated		CUP
Broadcasting studios		DP, A
Heliports		
Pipelines and transmission lines	19.06.150	CUP
Transit stations and terminals		CUP
Vehicle storage		

KEY TO PERMIT REQUIREMENTS

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

3. BASELINE BUILD-OUT POTENTIAL

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

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

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

Individual residential and mixed-use development project proposals will be evaluated and incentivized on a site-by-site basis. Infrastructure impacts such as on-site vs. off-site parking will be addressed in relation to the carrying capacity of the Plan area as a whole. For the overall Plan area, a residential density cap of 326 DU is established, achievable through DOR incentives; once this number is reached, subsequent residential density proposals are subject to consideration by Planning Commission and City Council.

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

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

TABLE 3-10 BASELINE BUILD OUT ANALYSIS

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

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

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

H. PARKING REQUIREMENTS

1. BASELINE OFF-STREET PARKING REQUIREMENTS

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

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

a. NON-RESIDENTIAL

Recreation, education, and Public Assembly Uses

TABLE 3-11

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

b. RETAIL TRADE

TABLE 3-12

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

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

c. SERVICE USES

TABLE 3-13

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

d. TRANSIENT LODGING

TABLE 3-14

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

e. RESIDENTIAL

TABLE 3-15

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

f. OFF STREET LOADING FACILITIES

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

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

TABLE 3-16

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

2. MIXED-USE PROJECTS - OFF STREET PARKING REQUIREMENTS

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

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

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

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

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

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

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

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

3. DOR INCENTIVIZED PROJECTS - OFF STREET PARKING REQUIREMENTS

a. MINIMUM PARKING STANDARDS.

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

b. ENHANCED PARKING STANDARDS

All projects (e.g. commercial, mixed-use, live-work) are eligible to participate in the Development Opportunity Reserve (DOR) program. As outlined in Chapter 5 (Implementation), the DOR is a specialized land use tool and incentive program utilized to assign density, parking requirement reductions, or other incentives for preferred uses (e.g. mixed use, retail), where the objective is to reward a developer for project implementation that provides community benefits. The DOR program is intended to be applied on a project-specific basis with discretion by City planning staff.

c. DOR PARKING REGULATIONS.

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

d. DOR "PARKING BANK."

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

I. ADDITIONAL REQUIREMENTS AND GUIDELINES

1. SIGN STANDARDS – FAÇADE SIGNAGE AND LETTERING

1. Raised or recessed lettering on bracketed signage is encouraged.
 - a. Signage to be externally lit.
 - b. Enclosed static LED backlit signage is permitted. Electrical connections must be hidden.
 - c. Neon signage to go through approval process and shall be allowed in limited amounts.
 - d. Bright scrolling LED signs are not allowed.
 - e. CNC multi-colored signs are allowed.
2. Raised or recessed letter signage to be permitted on face of building.
 - a. Lettering not to exceed 3', but kept in proportion to associated building
 - b. First floor signage to be placed between top of first floor windows and bottom of second floor windows
 - c. Lettering on face of windows is allowed, but may not occupy more than 20% of glazing
3. Allowed materials, in style of associated building.
 - a. Metal
 - b. Wood
 - c. Refrain from using the following:
 - i. Plastic
 - ii. Bright scrolling LED signage
4. Scale and proportion should be appropriate to the style and size of the associated and adjacent buildings.
5. Bracketing.
 - a. Ornamental bracketing to be allowed, style to match character of associated building
 - b. Wood bracketing to be allowed, style to match character of associated building

FIGURE 3-38 (a, b, c, d, e, f, g) - SIGNAGE EXAMPLES

(a)



(b)



(c)



(f)



(d)



(e)



FIGURE 3-39 (a, b, c) - SIGNAGE
 BUELLTON HISTORICAL CONTEXT



8. The style of lettering should reflect the character of the overall building. A selection of suggested styles is below, but many others may be appropriate as well.

a. This is BROADWAY FONT

b. This is BASKERVILLE OLD FACE

c. THIS IS BAUHAUS 93

d. This is BOOK ANTIQUA

E. THIS IS CASTELLAR

f. **This is ROCKWELL**

g. This is PERPETUA

h. This is GARAMOND

i. *This is Starlow*

9. Location

- a. Signs to be mounted with a minimum of 8' vertical clearance
- b. Avoid the use of pole and roof mounted signage.
- c. Sign location example set forth in Figure 3-40.

FIGURE 3-40 - SIGN LOCATIONS

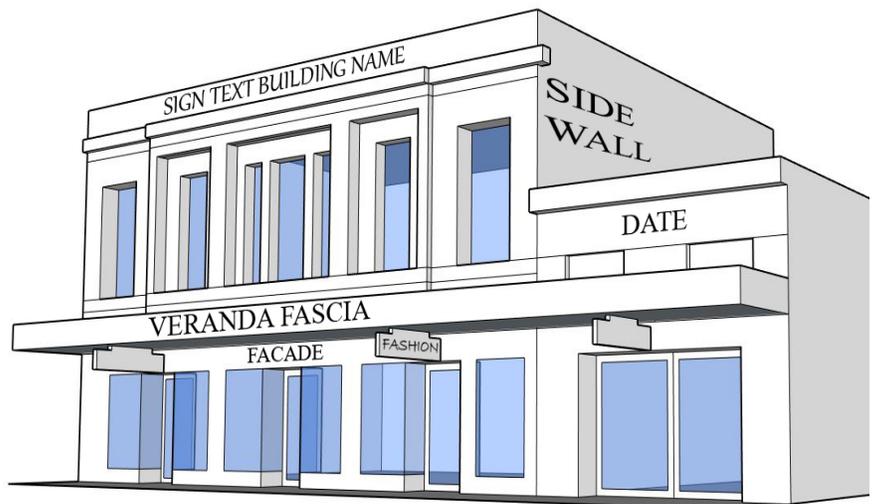


FIGURE 3-38 cont'd (g)



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

I. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

2. LIGHTING STANDARDS - STREETS

FIGURE 3-41 - PEDESTRIAN LAMP & POLE *



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

Description: Ornamental Pedestrian Lamp & Pole
Finish / Color: "Black"

*Must be dark sky friendly

I. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

3A. LANDSCAPE STANDARDS - TREES

STREET TREE TYPES

- (a) *Pistacia Chinensis*
Chinese Pistache
Deciduous
- (b) *Platanus Acerifolia*
London Plane Tree
Deciduous
- (c) *Quercus Coccinea*
Scarlet Oak
Deciduous
- (d) *Quercus Ilex*
Holly Oak
Evergreen

FIGURE 3-42 (a, b, c, d) - STREET TREES



CHINESE PISTACHE



LONDON PLANE TREE



SCARLET OAK



HOLLY OAK

FIGURE 3-43 (a, b, c, d, e, f) - MEDIAN TREES



DEODAR CEDA



CAMPHOR TREE



SOUTHERN MAGNOLIA



TULIP TREE



CALIFORNIA SYCAMORE



SOUTHERN LIVE OAK

MEDIAN TREE TYPES

- (a) *Cedrus Deodara*
Deodar Ceda
Evergreen
- (b) *Cinnamomum Camphora*
Camphor Tree
Evergreen
- (c) *Liriodendron Tulipifera*
Tulip Tree
Evergreen
- (d) *Magnolia Grandiflora*
Southern Magnolia
Deciduous
- (e) *Quercus Virginiana*
Southern Live Oak
Evergreen
- (f) *Platanus Racemosa*
California Sycamore
Deciduous

FIGURE 3-44 (a, b, c, d) - BULB-OUT TREES

BULB-OUT TREE TYPES

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



CRAPE MYRTLE



JAPANESE FLOWERING CRAB APPLE



PURPLE LEAF PLUM



EVERGREEN PEAR

I. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

FIGURE 3-45 (a, b, c, d) - LANDSCAPE LID FEATURES

(a)



3B. LANDSCAPE STANDARDS - LID FEATURES

LOW IMPACT DESIGN ("LID")

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

(b)



(c)



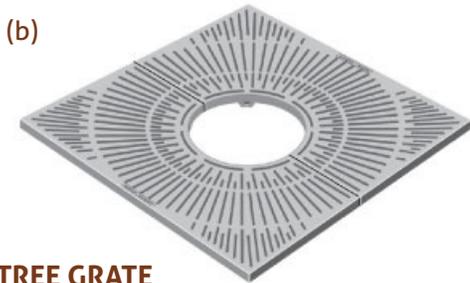
(d)



FIGURE 3-46 (a, b, c) - SITE FURNISHINGS



BENCH



TREE GRATE



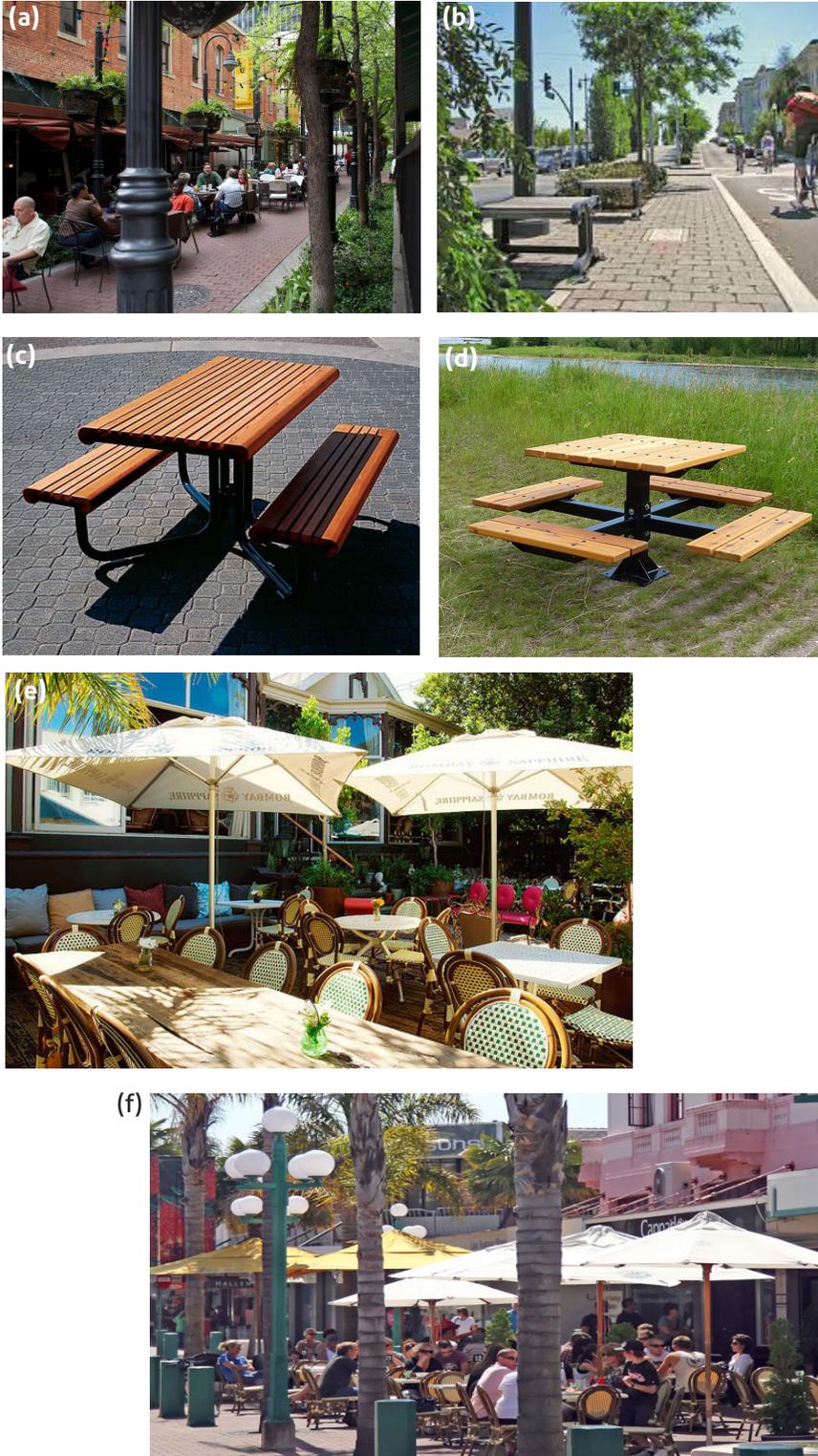
TRASH RECEPTACLE

3C. LANDSCAPE STANDARDS - SITE FURNISHINGS

PRODUCTS

1. Bench
 - a. Manufacturer:
 - b. Landscape Forms, Inc.
 - c. Model:
 - d. Gretchen's bench with ornamental armrests.
 - e. Description:
 - f. "Gretchen's bench" with black ornamental armrests. Surface mounted. 72" Length, 32" to top of back, 17" deep. Ipe wood.
 - g. Finish / color: Frame "black"; seat "ipe"
2. Tree Grate and Frame
 - a. Manufacturer: Neenah Foundry Co.
 - b. Model: R-8706-1 180 degree 48" square
 - c. Description: One side with single light opening. One side with flag detail.
 - d. Finish: natural patina
3. Pre-Cast Concrete Trash Receptacles
 - a. Manufacturer: quick crete products corporation
 - b. Model: qr-cl53031w
 - c. Description: steel reinforced pre-cast concrete
 - d. Texture:t4
 - e. Color: c3
 - f. Lid material: Steel; color black w/ standard gloss sealer

FIGURE 3-47 (a, b, c, d, e, f, g, h, i, j) -
OUTDOOR DINING & SHADING EXAMPLES



I. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

4. OUTDOOR DINING, SHADING, AND DISPLAYS

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

FIGURE 3-47 cont'd (g - j)



FIGURE 3-48 (a, b, c) -
SOLAR & SHADE EXAMPLES

(a)



(b)



(c)

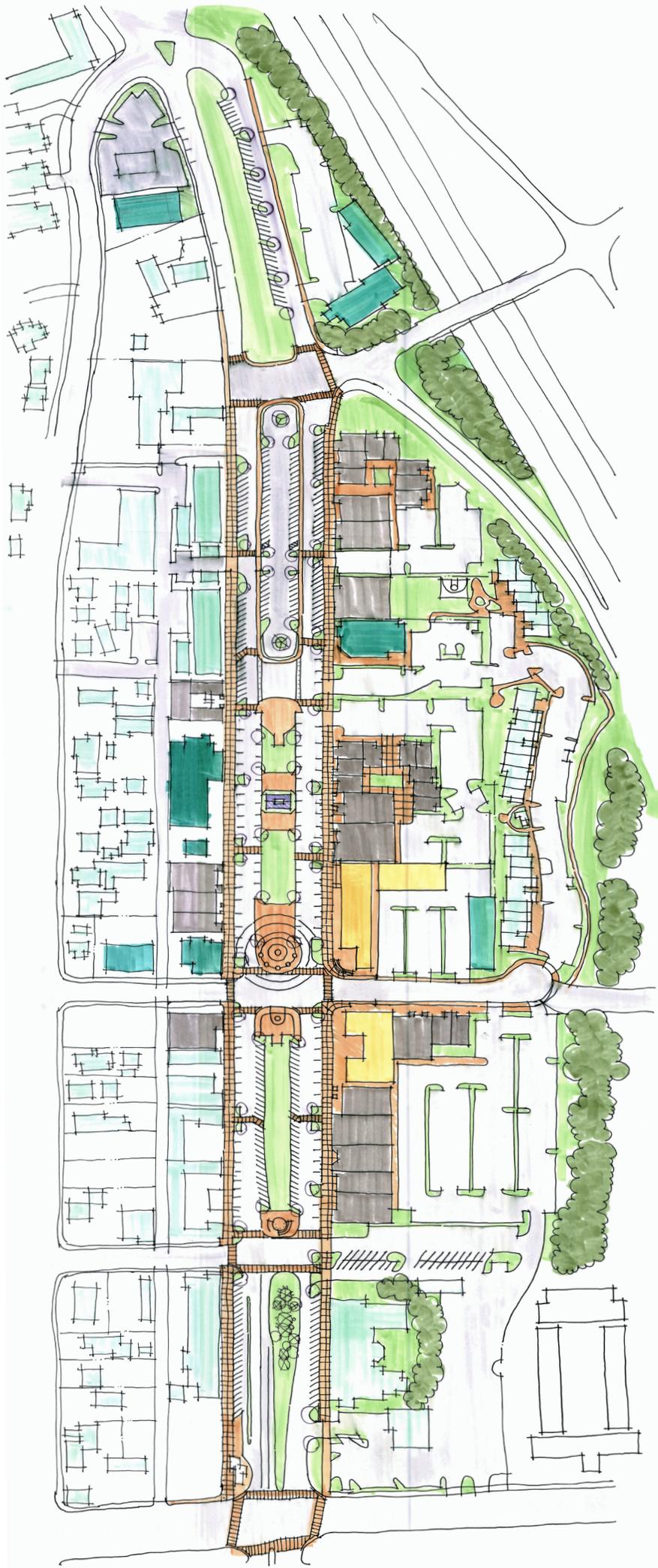


J. ADDITIONAL REQUIREMENTS AND GUIDELINES (CONT.)

5. ALTERNATIVE ENERGY / SOLAR

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

CHAPTER 4: INFRASTRUCTURE



CHAPTER 4. INFRASTRUCTURE

A. HOW TO USE THIS CHAPTER

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

After reading this chapter, the reader should know:

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

The contents of this chapter include the following sections:

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

B. CIRCULATION

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

1. REGIONAL CONNECTIVITY AND ISSUES

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

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

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

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

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

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

2. LOCAL STREET NETWORK

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

3. PUBLIC TRANSIT

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

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

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

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

4. OVERALL CIRCULATION PLAN CONCEPT AND GOALS

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

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

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

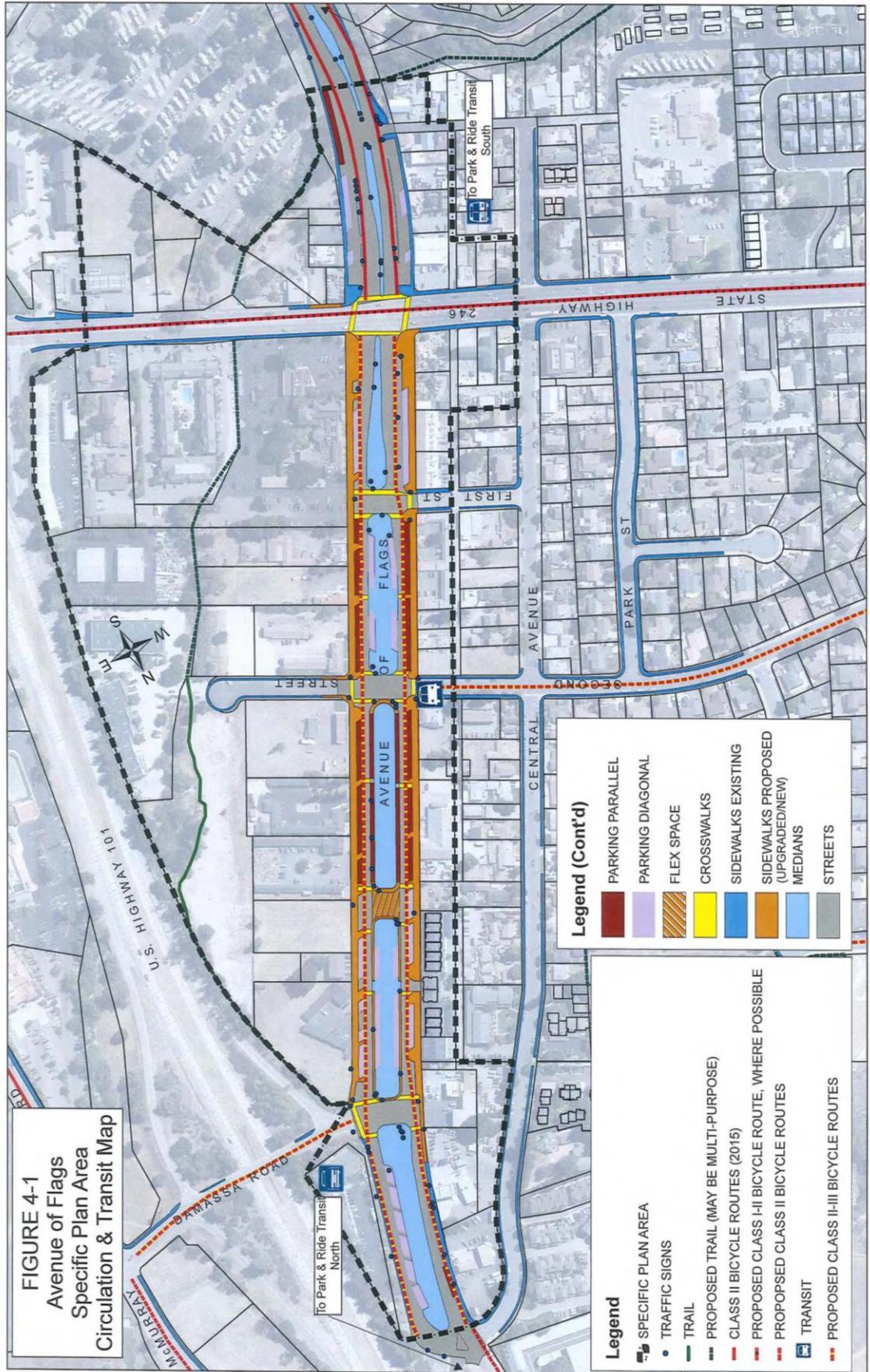
- Implement traffic-calming and safety measures along the AOF roadways in order to accommodate local traffic, pedestrians, and bicyclists, and
- Effectively create a bypass for community-wide traffic by letting the circulation corridors currently feeding into the area continue to handle the majority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

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

- Southbound 101 freeway traffic which exits onto AOF will be slowed down.
- Regional traffic will be distributed onto Damassa eastbound; local traffic proceeding along AOF will be slowed to a speed appropriate for a downtown district.
- Similarly, northbound traffic entering onto Santa Rosa Road from the south will be slowed gradually upon entering the City limits, and further slow down upon proceeding north of Route 246 and entering into the downtown core.
- Route 246 enhancements at the western and eastern gateways to the Specific Plan area, and pedestrian-friendly connections between the Zaca Corridor to the south and the downtown core to the north of Route 246.
- Potential alternate circulation network with the Specific Plan area (behind Pea Soup Andersen's Restaurant and through Opp Site 8), enabling closure of AOF core roadways to traffic during major events while allowing for access to the businesses along AOF frontages.
- Working with Caltrans to improve the Highway 101 Southbound off-ramp transition into the Specific Plan area, the freeway overcrossing at Damassa Road, overall safety improvements, roadway repairs, on/off ramp maintenance, and highway beautification along Route 246.

The proposed improvements to the existing circulation network for the Specific Plan area are illustrated in **Figure 4 – 1**, to be completed in accordance with the Street Design Standards (Chapter 4, Section 5) and Pedestrian & Bike Paths/Trails – Layout and Standards (Chapter 4, Section 6). Flashing crosswalks may be considered as an alternative to stop signs where appropriate and safe.

Figure 4 – 1 • CIRCULATION & TRANSIT MAP



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5. CIRCULATION DESIGN STANDARDS

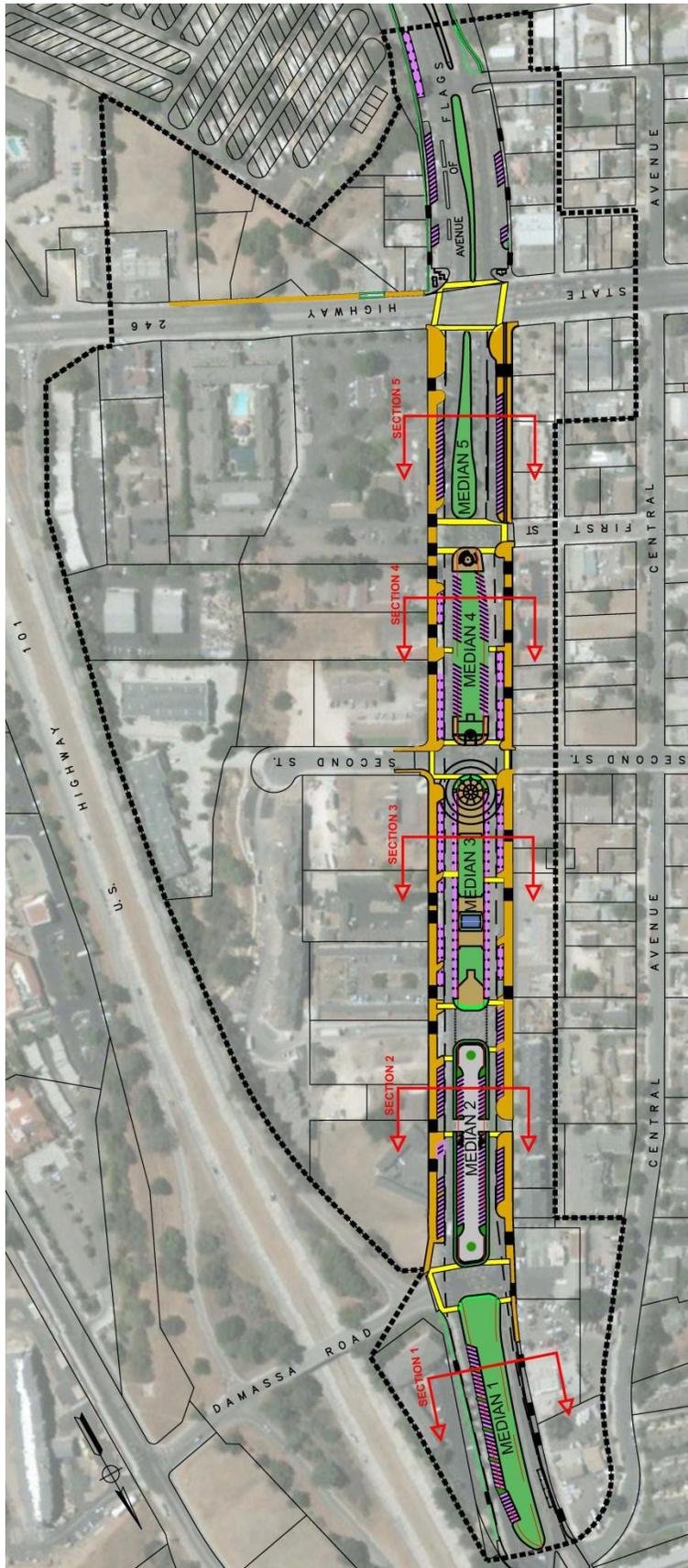
New street design standards are set forth in sub-section 5.b., Street Cross-Sections, for roadways along Medians 1 through 5; the roadway along Median 6 will retain its configuration as it existed prior to adoption of the Specific Plan. Traffic lane configuration features a combination of bike lanes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

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

a. Index Map to Street Cross-Sections

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

Figure 4 – 2
INDEX TO STREET CROSS SECTIONS

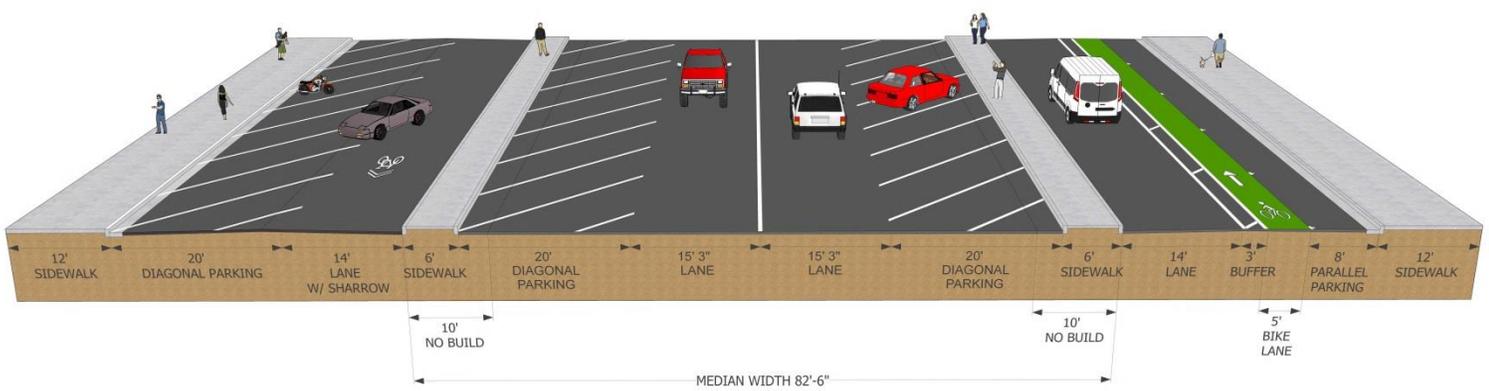


Street Cross-Sections – Medians 1 through 5 (Figures 4 - 3 through 4 - 7)

- **Figure 4 - 3 - MEDIAN 1 Section**



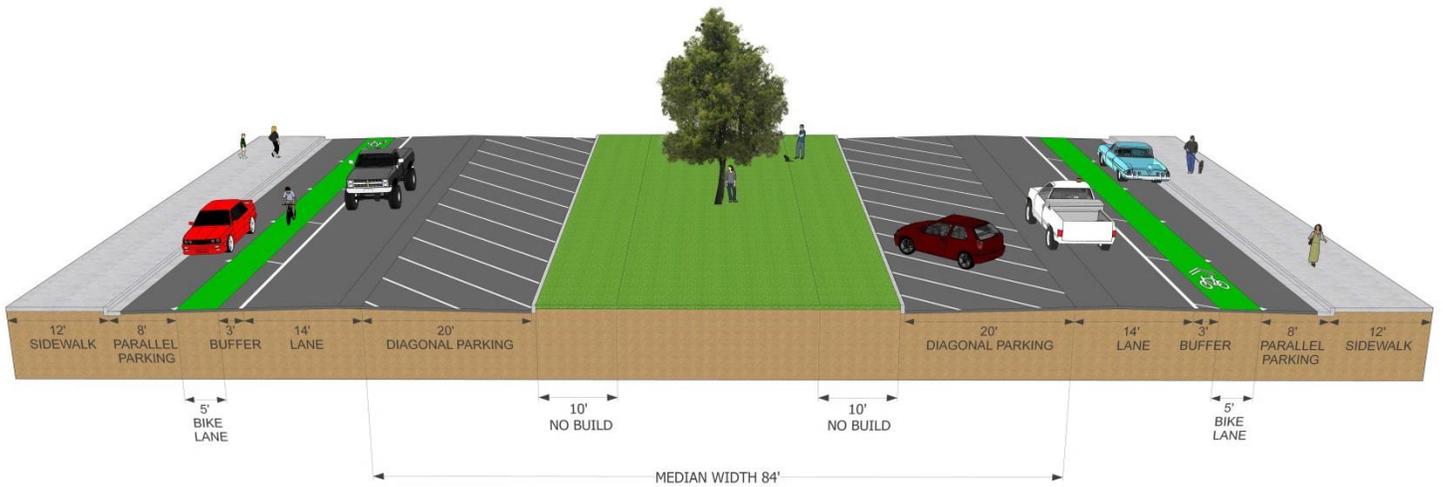
- **Figure 4 - 4 - MEDIAN 2 Section**



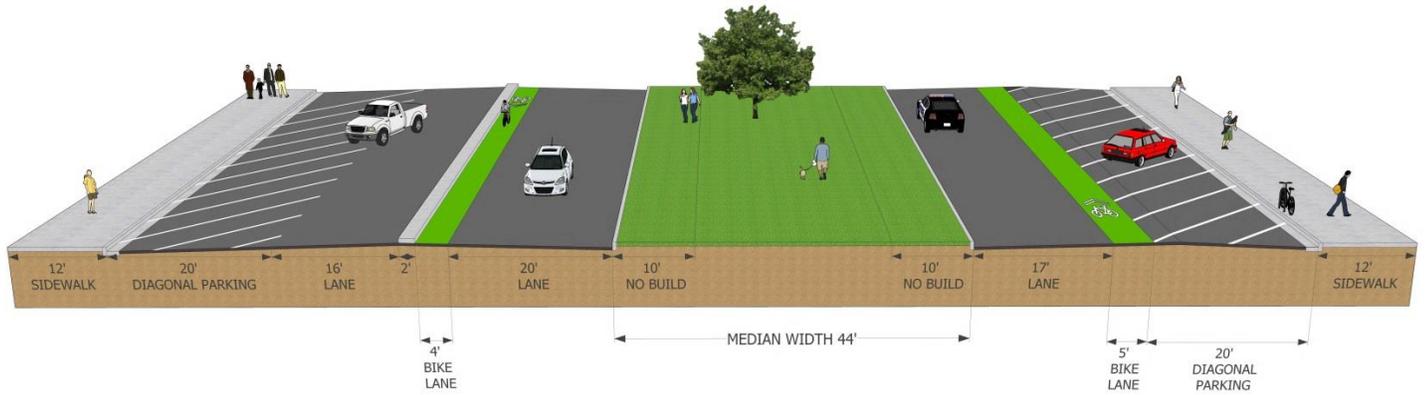
- **Figure 4-5 - MEDIAN 3 Section**



- **Figure 4-6 - MEDIAN 4 Section**



• Figure 4 -7 - MEDIAN 5 Section



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

a. Pedestrian and Bikeway Master Plan

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

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

Figure 4 - 1, Circulation & Transit Map, shows the existing and planned Bicycle and Pedestrian Routes, both as approved in the Master Plan.

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

Future potential enhancements include:

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

b. Zaca Creek River Trail

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

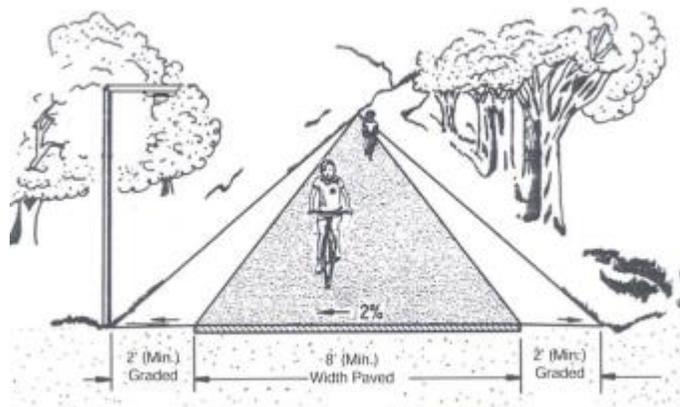
A portion of the Zaca Creek River Trail has been improved for public use in Planning Unit E4, as part of a multi-family residential development. Dedication of trail easements and/or future trail improvements will be required as part of the revitalization of opportunity sites in the Specific Plan area.

Multi-Use Trail Design Standards

- The surface of the multi-use trail shall be natural, such as decomposed granite/shale, compacted dirt or other pervious surface.
- A conceptual trail cross-section is set forth below in Figure 4 – 8.

Figure 4 – 8

Conceptual Trail Cross-Section



Note: For sign clearances, see MUTCD, Figure 9B-1.

C. PARKING

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

1. PARKING NEEDS

Buildout potential and related parking need for the Specific Plan area were analyzed in Chapter 3, Table 3-10, utilizing the existing General Plan land use and Zoning Code regulations as baseline. Parking requirements resulting from the application of the Form-Based Code development standards and DOR incentives/public benefits program proposed in this Specific Plan will be addressed on a project-specific basis in relation to the carrying capacity of the Plan area as a whole.

2. PARKING STRATEGIES

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

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

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

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

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

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

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

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

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

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

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

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

3. AVENUE OF FLAGS & MEDIANS – PARKING PLAN

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

Figure 4 – 9, Parking Map, depicts the reconfigured parking layout along the Avenue and Specific Plan Districts 1 through 5; parking in District 6 will remain as it currently exists.

Table 4 – 1

PUBLIC PARKING ANALYSIS

PARKING SPACES ALONG MEDIANS & AOF FRONTAGES

SPECIFIC PLAN DISTRICTS	EXISTING PARKING SPACES			Sub-Totals Existing	RECONFIGURED PARKING SPACES			Sub-Totals Reconfigured
	parallel	diagonal	truck		parallel	diagonal	truck	
<i>District 1</i>	6	0	0	6	0	37	0	37
<i>District 2</i>	16	23	0	39	0	107	0	107
<i>District 3</i>	35	0	0	35	59	8	0	67
<i>District 4</i>	28	0	0	28	16	51	0	67
<i>District 5</i>	0	42	0	42	0	42	0	42
<i>Sub-Total D 1-5</i>	85	65	0	150	75	245	0	320
<i>District 6</i>	6	29	0	35	6	29	0	35
TOTALS D 1-6	91	94	0	185	81	274	0	355

PARKING SPACE SUMMARY

Existing = 185

Net Gain (Reconfigured) = 170

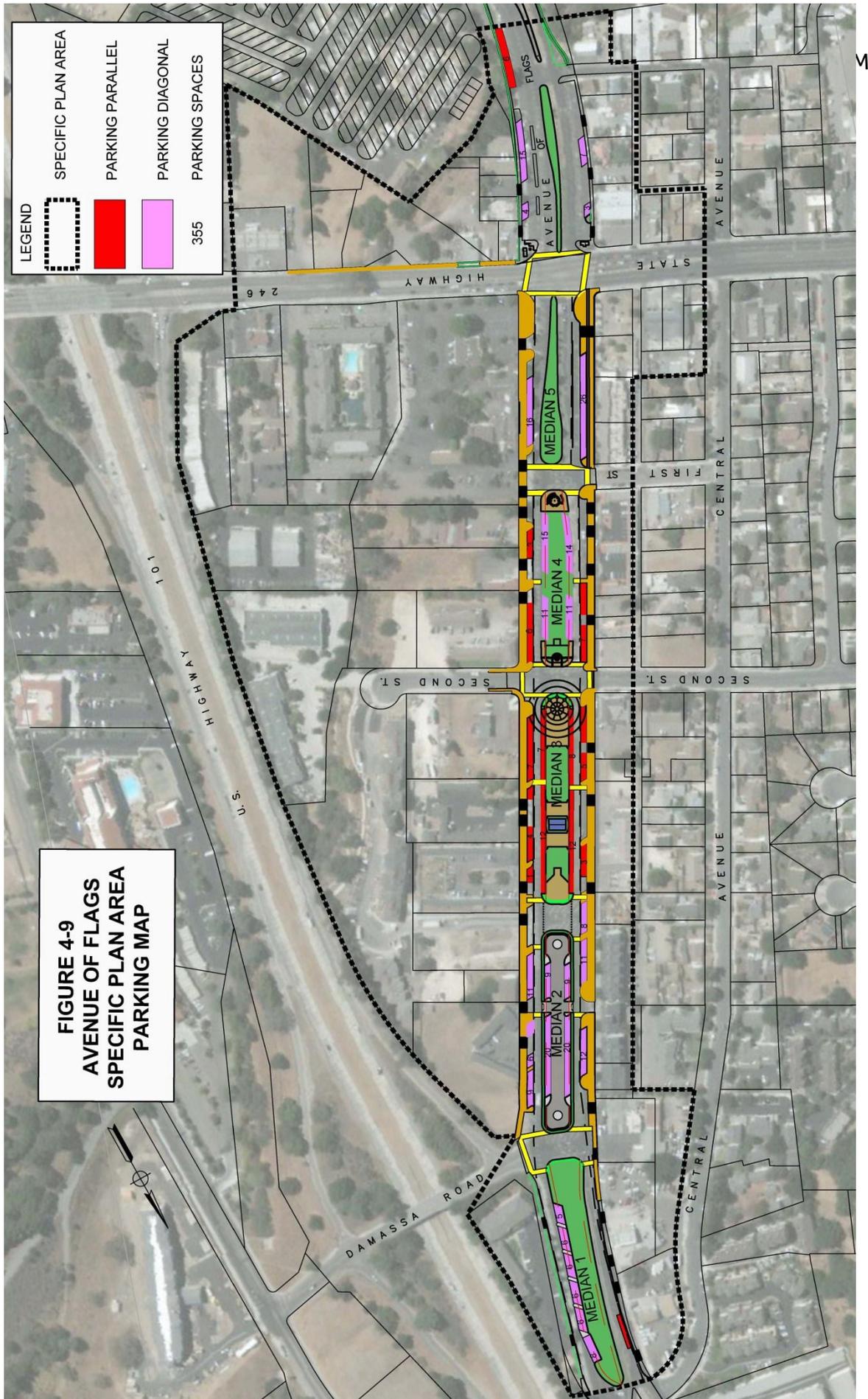
TOTAL NON-EXCLUSIVE SPACES - Specific Plan = 355

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

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

4. PUBLIC PARKING LOTS, PARKING AUTHORITIES AND PARKING DISTRICTS

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



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D. OPEN SPACE FRAMEWORK

1. EXISTING CONDITION

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

Existing public open space includes:

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

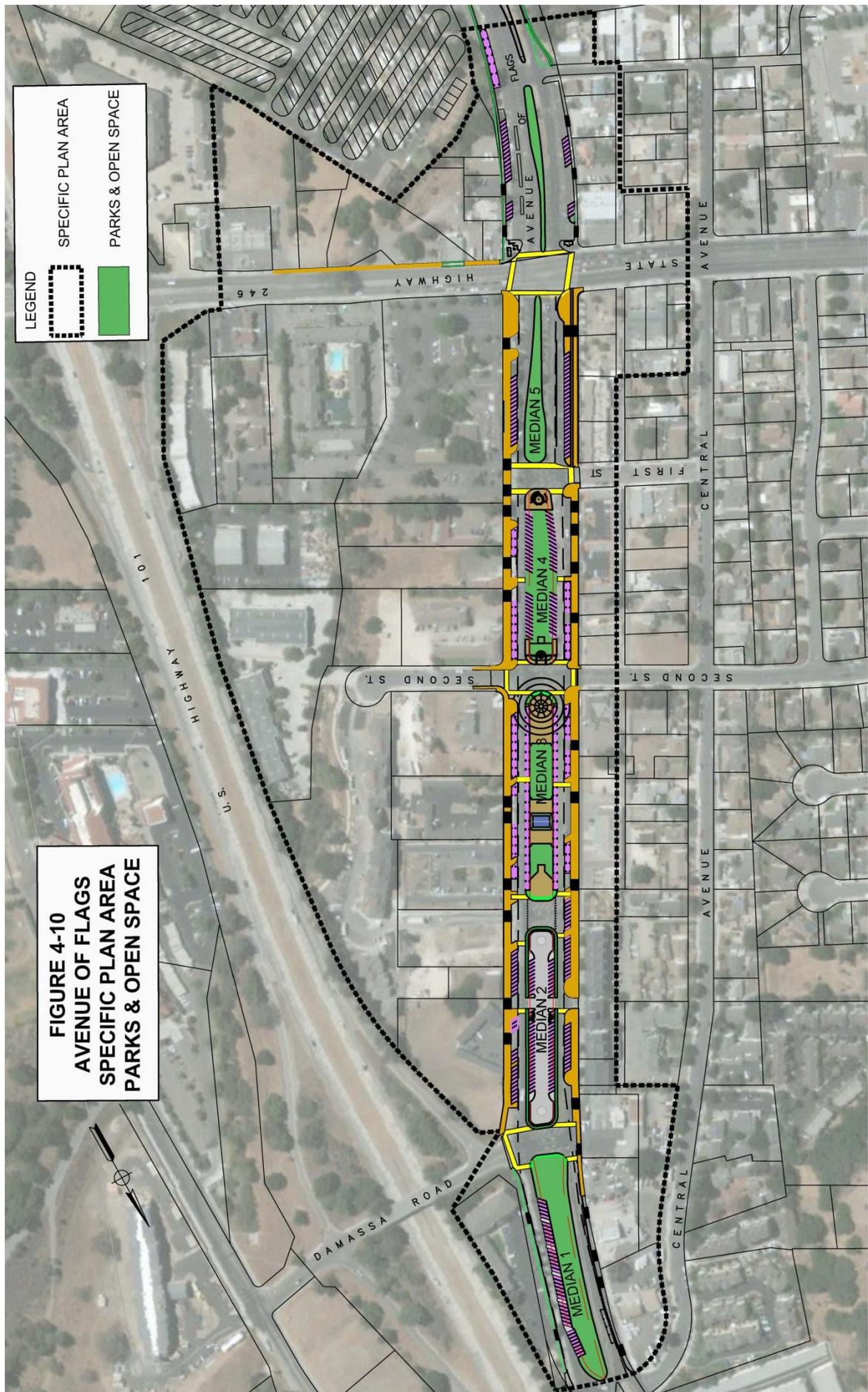
2. VISION AND PLAN

The Community open space vision is addressed by the renovation, transformation, and modernization of existing open spaces within the Specific Plan area. Open space renovation also provides the opportunity to address and include upgraded and/or demonstration storm water control features. The Open Space Map is set forth in Figure 4– 10.

Potential transformation and enhanced public open spaces include:

- a. Median 1 – Gateway North
Serves as the northern gateway to the community and Specific Plan area. Proposed improvements include additional parking (diagonal and parallel), enhanced landscaping, LID/stormwater/water quality features, and pedestrian pathway linking Median 1 with the downtown core to the south (Medians 2 thru 5.)
- b. Median 2 – Flex-Space: Parking & Public Events
This median provides for parking and flexible exhibit space. Proposed improvements include attractive paved areas for flexible event space and diagonal and/or parallel parking, with option for parking area to be closed off and used for larger events. Potential improvements, such as canopies, linear pedestrian pathways and an event pavilion, may be considered in the future (subject to funding availability and need.)
- c. Median 3 – Civic Junction: Public Park & Town Plaza
This median provides opportunities for recreation, community gatherings, cultural events, and outdoor performances. Initially it would provide a landmark Town Plaza and Amphitheater anchoring the two ends of the median, with tree-canopied open space and grassy areas, shade structures, decorative paving, and a public restroom building in between. A potential visitor’s center / civic annex may be considered in the future (subject to funding availability and need.)
- d. Median 4 – Art & Food Village
This median provides parking and flexible use areas for outdoor dining, arts/crafts exhibits and gathering spaces for residents, artisans and visitors alike. Potential improvements such as outdoor dining furniture, shade canopies, enhanced pedestrian pathways, and small scale buildings may be considered in the future (subject to funding availability and need.)

- e. Median 5 – Gateway South
Existing open space to remain; consists of landscaping and the community Holiday Tree.
Serves as the southern gateway to downtown core area..
- f. Median 6 – Zaca Corridor
Existing open space to remain; consists of a landscaped central divider with vehicle turning bays.



E. UTILITY REQUIREMENTS / CONSTRAINTS

1. WATER

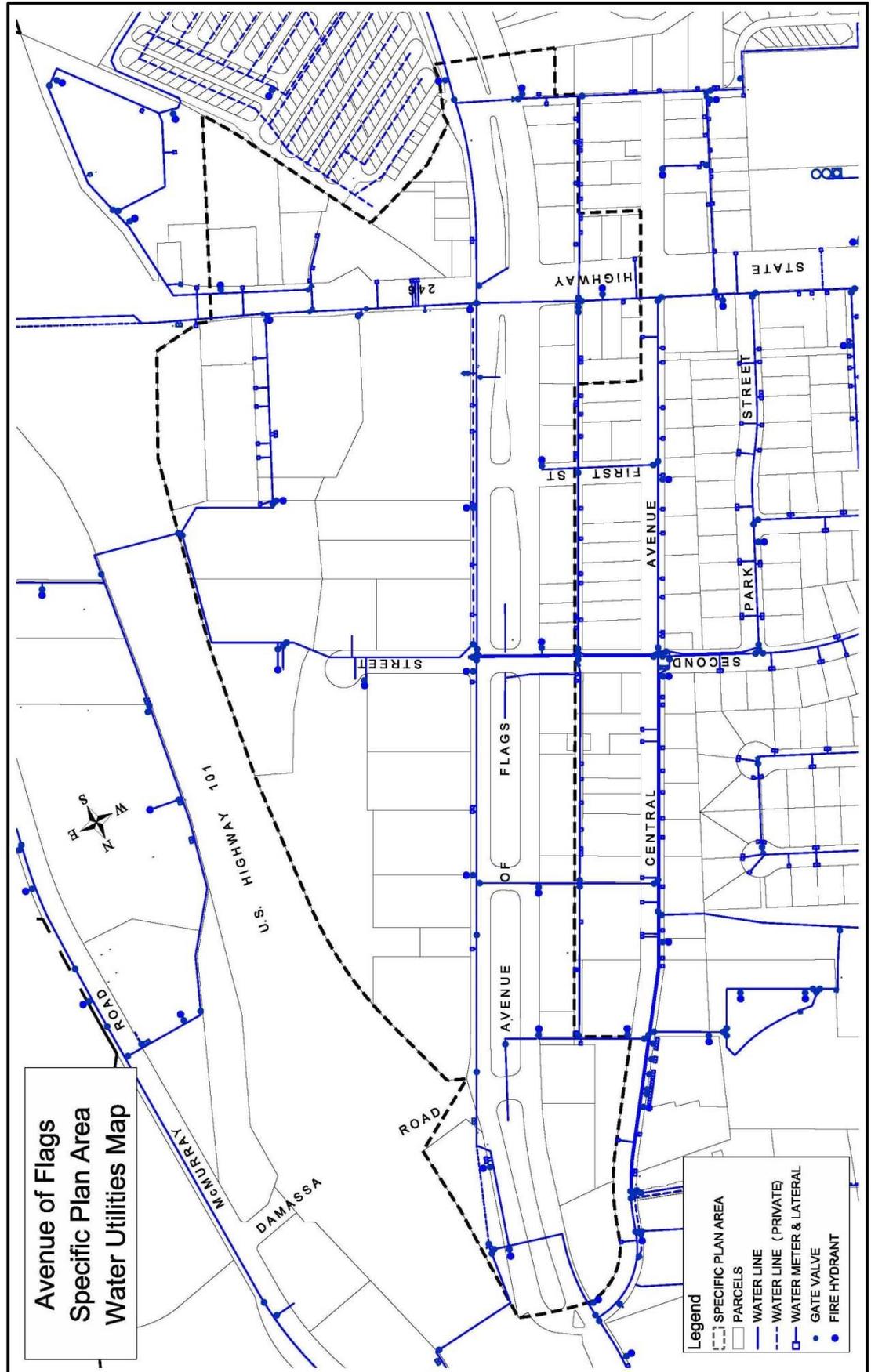
Enhanced water services are needed for the public restrooms and a few other proposed building facilities along the Avenue. There are numerous locations where water services can be tied to after the proper studies are performed. The City's water system has a low and high pressure system. The dividing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

As shown in Figure 4 - 11, existing water main lines currently lay under the eastern portion of the Avenue. Lateral connections to this mainline within the AOF right-of-way also follow the alignments of:

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

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

Figure 4 – 11 • Water Utilities Map



2. SEWER

As shown in Figure 4 – 12 , a sewer line runs underneath the western portion of the Avenue ultimately following the alignment of Jonata Park Road, generally north of Damassa Road. The City's overall wastewater collection system is in relatively good shape, although the Public Works Department plans to replace or rehabilitate some of the old brick manholes in the system, as needed.

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

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

Figure 4 – 12 • Sewer Utilities Map



3. DRAINAGE & STORMWATER

Storm drainage facilities are located on the eastern (downslope) side of the Avenue north of Damassa Road, as well as underneath the median north of Damassa Road. Stormwater regulations have become more stringent throughout the years, and the scope of work proposed to execute this Specific Plan will require extensive planning, design, and upgrading of the existing storm drain system. In addition, according to the City's General Plan Public Facilities and Services element, one location that is known to need additional drainage capacity is the intersection of Avenue of Flags and Second Street. The Stormdrain Utilities Map is set forth in Figure 4 - 13.

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

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

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

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

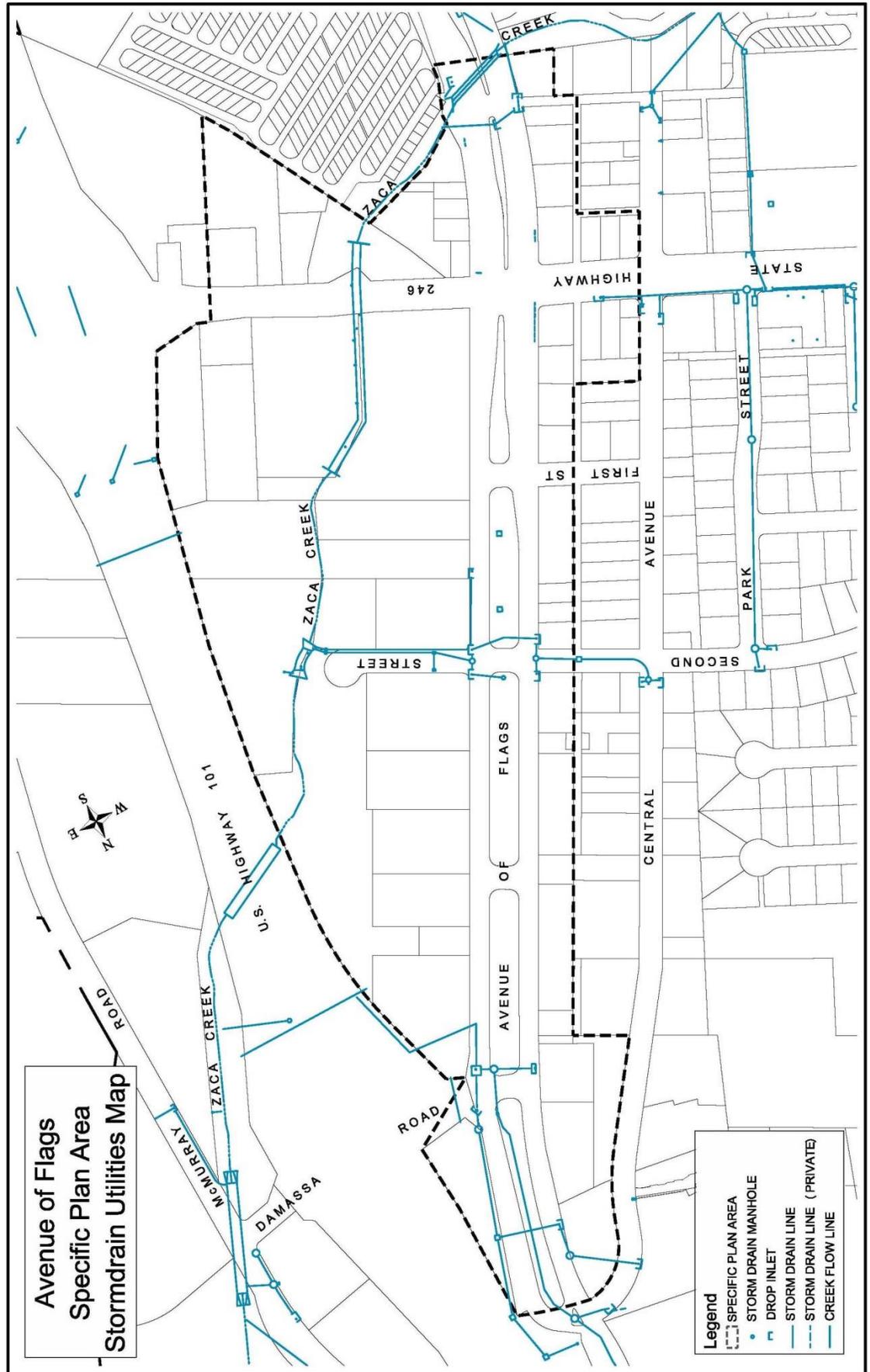
Such design principles are supported by the Regional Water Quality Control Board, which has issued a helpful fact sheet to assist project planners and designers. This fact sheet can be found at: www.waterboards.ca.gov/centralcoast/.../CA_LID_FAO_05_20_2011.pdf.

Additional information about the application of such principles can be found at the following website:

<http://www.epa.gov/owow/NPS/lid/#guide>.

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

Figure 4 – 13 • Stormdrain Utilities Map



4. POWER

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

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

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

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

5. OTHER

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

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

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F. INFRASTRUCTURE IMPROVEMENTS - PHASING & COST ESTIMATE

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

In the same regard, the City may require private developers to construct public infrastructure and public buildings concurrently with their private developments and then release ownership to the City as a condition of approval for their project. This concept is currently seen in residential developments where parks are constructed in the neighborhoods and are then turned over to the City as a public park. These public improvements constructed by private developers are separated in the cost estimates provided and are called "Privately Incentivized Public Improvements."

Before the City conditions developers to build portions of its public infrastructure, the City is prepared to take steps towards implementing the Specific Plan to draw private developers into the area. Taking these initial steps, in addition to incentives the City is offering as described elsewhere in this Specific Plan, will spur development along AOF and make development more desirable.

Steps the City will take to "start-up" the Avenue of Flags as described below shall increase connectivity for pedestrian access, provide traffic calming and safety, provide parking, and improve utility infrastructure accessibility. These items were of upmost importance during the development of this Specific Plan.

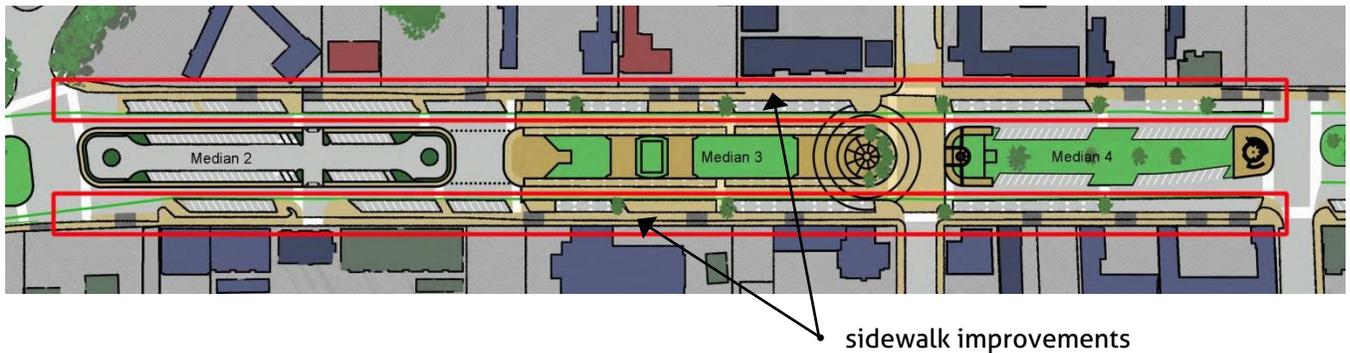
To reiterate, the proposed estimates and phasing described in this document are not a guarantee of the order of implementation and they shall not hold the City or any Private Developers responsible to fulfill the elements as listed and programmed in this document. All work (public and private projects) will be reviewed in the present moment and assessed on a case by case basis to best implement the concepts, guidelines, and requirements as set forth in this Specific Plan.

1. PHASE 1 IMPROVEMENTS

The elements presented in Phase 1 were selected as priorities that may be completed first to promote development along the Avenue. These elements will have the greatest overall impact to the Specific Plan concepts providing connectivity along the entire frontage of Avenue of Flags for all modes of transportation. Median 2 improvements are included in Phase 1 as well mainly due to the significant increase in parking when implemented. The timing of Phase 1 will be dictated by the funds that can be attained and the programming of Capital Improvements Projects.

- a. Traffic Calming & Safety – Reduce speed limit; install either four way stop signs or flashing crosswalks (where appropriate and safe) including signage and pavement markings.
- b. Sidewalks – Construct frontage sidewalks along both sides of Avenue of Flags (See Figure 4-14 below). Sidewalks provide connectivity, safety for pedestrians and vehicles, and control storm water runoff. Sidewalk improvements can be removed and replaced as necessary for private development that comes in after initial improvements have been constructed. With the construction of the sidewalks, parking along the frontages will also be provided with pavement marking and striping.

Figure 4-14 • AVENUE OF FLAGS – SIDEWALK IMPROVEMENTS



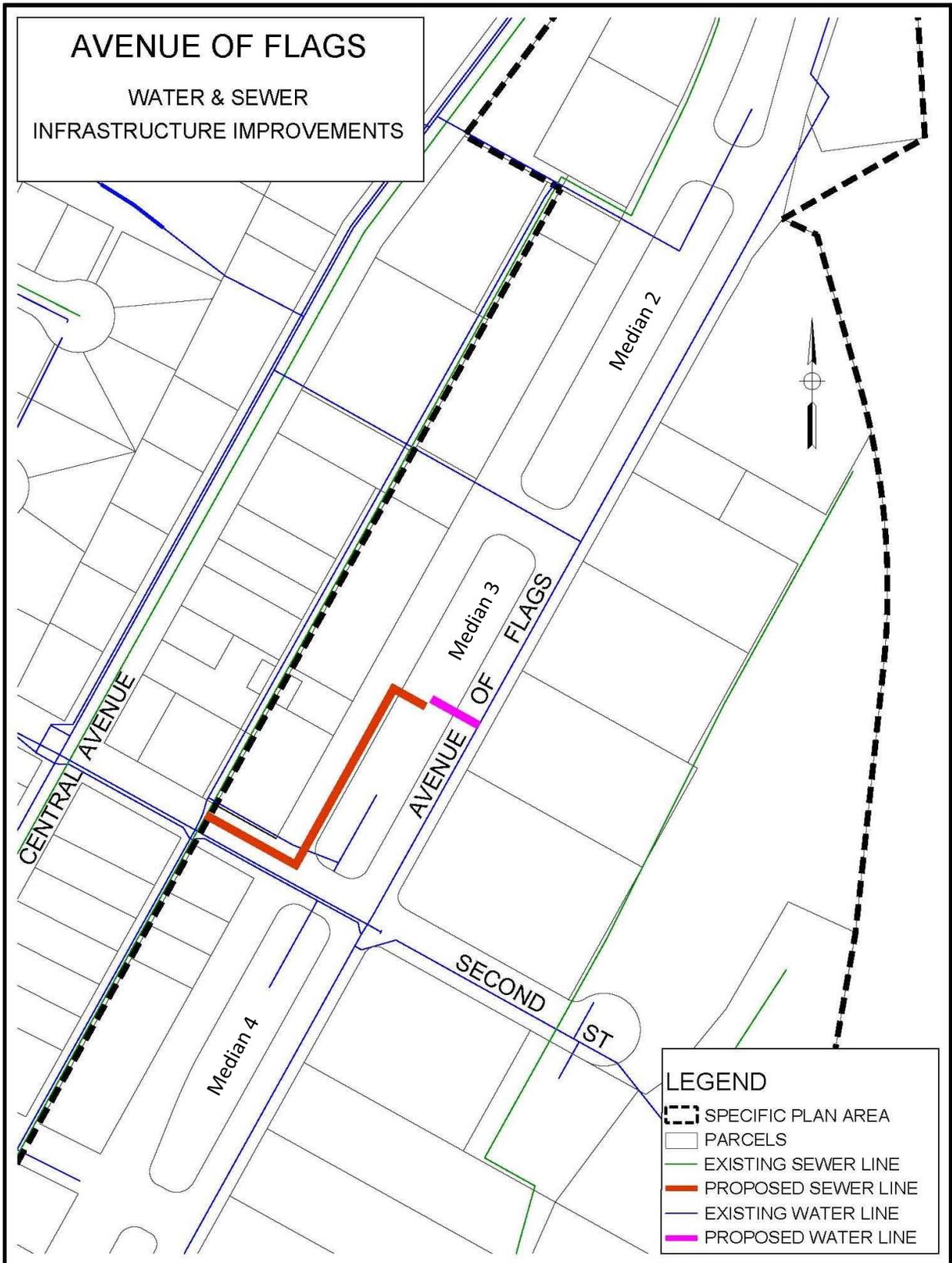
- i. Sidewalk construction shall include:
 - City design standards
 - ADA compliant curb ramps
 - Approximately 12' width
 - Upgrades to existing driveway aprons
 - Note: undeveloped lots will not have driveways installed and future development will be required to install driveway access best suited to their needs

- ii. Sidewalk construction shall exclude:
 - Hardscape features such as trash and recycle receptacles, pedestrian lighting, benches, water fountains, etc.
 - Landscaping features including irrigation and planting/ground cover to the limit allowed per Stormwater codes and regulations
 - Storm Drain installation and Storm Drain System upgrades (Note: during detailed design of the sidewalk improvements, it may be found that storm drain improvements will be necessary at the time of installation. Storm drain upgrades are currently included in various other elements of the work, and will remain in those estimates for this document, however that cost can be transferred to this phase as deemed necessary)

- c. Water and Sewer Infrastructure Improvements – Bring the utility lines to Medians 2, 3 and 4; stub out to be easily accessible for future development (See Figure 4-15 on following page).

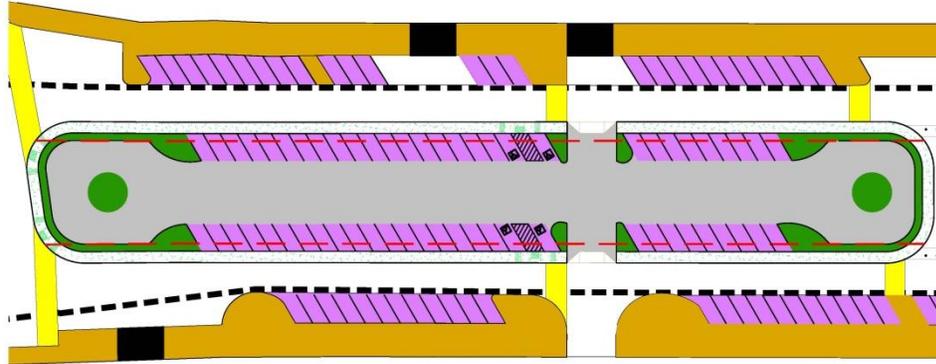
Figure 4-15 shows the work proposed during Phase 1 which includes a sewer main line extension and water service line to service the public restrooms planned to be located on Median 3. The existing water system is readily available for potential tie in locations for further median development and stub out. Similar construction to Phase 1 can be performed in the future for sewer line installation if median development necessitates sewer service to other medians.

Figure 4-15 • MEDIANS 2, 3 and 4 - WATER & SEWER INFRASTRUCTURE IMPROVEMENTS



- d. Median 2 – Design and construct parking, paseo areas and flex space features including but not limited to rolled curb, permeable pavers, tabled crosswalks, removable bollards, lighting, drought tolerant landscaping, and various architectural site improvements

Figure 4-16 – Median 2 Concept Plan



- e. Initiate Caltrans discussions and planning process regarding a roundabout at Highway 101 southbound off-ramp onto Avenue of Flags (plan creation and implementation of approved plans to be pursued in future phase of Specific Plan)
- f. Identify funding mechanisms for safety measures, infrastructure and civic improvements
- g. Design Improvements (Note: Median 2 design is included in Phase 1 above, and Median 4 design is included in Phase 3 below) -
 - Medians 3 – Complete project permitting, plans and specifications for improvements along frontage, within median and roadway
 - Design features the City determines will be requested of a private developer along the Avenue of Flags will be minimally developed with decomposed granite or drought tolerant landscaped areas for ease of future construction as a “Privately Incentivized Public Improvement”
 - Medians 1 and 5 – Complete project permitting, plans and specifications for improvements along frontage, within median and roadway
 - Identify funding sources and apply for/obtain grant(s)
 - Secure assistance from Valley Gardeners for layout and CCC for installation as deemed appropriate through funding mechanisms

2. PHASE 2

The elements presented in Phase 2 were selected as priorities that may be completed following Phase 1 improvements due to the facilities proposed on each median. Those facilities would spur further development as well as provide the opportunity for the Specific Plan concept to come to fruition by drawing the public to the Avenue of Flags to participate in numerous social and economic activities.

- a. Median 3–
 - Programming (involve user groups, property owners/tenants)
 - Acquire funding (City and private investment)

- Construction of Median 3 improvements and frontage including: parallel parking, in-ground trees and landscaping, site work/grading; and installation of the Town Plaza, public restrooms, amphitheater, with potential bandstand and shade structures
 - would be minimally developed by the City with decomposed granite or drought tolerant landscaped areas for ease of construction of future public improvements
 - features the City determines along the Avenue of Flags may be requested of a private developer as a “Privately Incentivized Public Improvement”
- b. Median 4 –
- Design interim Median 4 improvements.
 - Acquire funding (City and private investment)
 - Construction of Median 4 interim improvements
 - **NOTE:** Potential private developments along Avenue of Flags may impact the eventual design of Median 4. Alternative concepts may be considered, and an interim project for Median 4 has been designed for potential implementation. Interim work shall improve on the existing median, and utilize the Specific Plan theme however it may not modify the median to the extent shown in this document.
- c. Zaca Creek Trail Improvements –
- Programming (involve user groups, property owners/tenants)
 - Acquire funding (City and private investment)
 - Completion of multi-purpose trail along Zaca Creek north to Damassa Road and south through the Pea Soup Andersen’s property to Highway 246

3. PHASE 3

The elements presented in Phase 3 were selected as projects that may be completed following Phase 2 improvements due to the facilities proposed on each median such as additional parking and park space. These facilities promote the public to spend their time in an attractive downtown area that has already been developed for shopping and eating, and now has the quality and infrastructure support to allow people to stay and enjoy all the Avenue of Flags has to offer.

- a. Median 1 –
- Programming (involve user groups, property owners/tenants)
 - Acquire funding (City and private investment)
 - Site work/grading for, and installation of: drought tolerant landscaping, enhanced open space, and diagonal passenger vehicle parking spaces along east side. [Note: installation may include potential shade canopies with solar features if approved during design phase]
- b. Median 4 –
- **NOTE:** Potential private developments along Avenue of Flags may impact the eventual design of Median 4. Alternative concepts may be considered, and an interim project for Median 4 has been designed for potential implementation, as noted above.
 - Complete project permitting, plans and specifications for improvements along frontage, within median and roadway

- Design features the City determines will be requested of a private developer along the Avenue of Flags will be minimally developed with decomposed granite or drought tolerant landscaped areas for ease of future construction as a "Privately Incentivized Public Improvement"
 - Programming (involve art/food community, property owners/tenants)
 - Identify funding mechanisms (including potential user partnerships) for construction of Art & Food Village improvements, should that be implemented on this median
 - Marketing program and monthly themed activities
 - Acquire funding (City and private investment)
 - Construction of Median 4 improvements and frontage
 - Features the City determines will be requested of a private developer along the Avenue of Flags will be minimally developed with decomposed granite or drought tolerant landscaped areas for ease of future construction by private developer as a "Privately Incentivized Public Improvement"
- c. Median 5 –
- Programming (involve user groups, property owners/tenants)
 - Acquire funding (City and private investment)
 - Site work/grading for, and installation of various improvements approved during the design phase

4. FUTURE & POSSIBLE CONCURRENT PHASES

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

5. COST ESTIMATES – BY PHASE

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

The estimates have been broken out into various elements to depict the most probable funding situation and to clarify the potential cost that may be borne by private development during the implementation of the Avenue of Flags Specific Plan. This potential privately borne cost is referred to as privately incentivized public improvement. Sole funding from the City of Buellton to complete the Avenue of Flags Specific Plan is the worst case scenario, but will not happen due to the processes set forth for development in this document. This cost estimate breakdown does not guarantee City funds for any or all items listed as City Funded, but does show the potential areas City Funds may be used, but not limited to, during the implementation of this Specific Plan.

See next page for Infrastructure Cost Estimate Summary; detailed cost estimates are set forth in Appendix C.

6. CONSTRUCTION

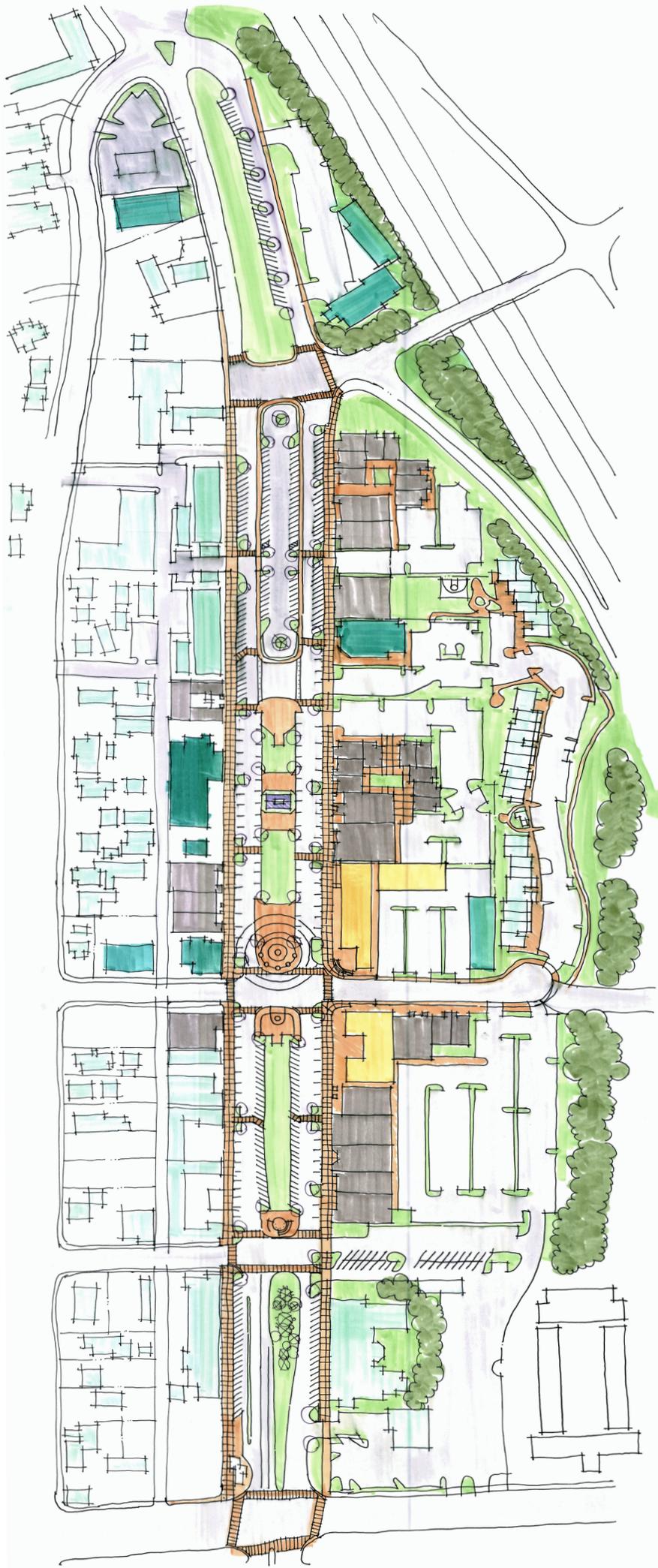
Construction is sometimes a long and tedious process. There may be extended periods of work necessary to construct the phases of this proposed Specific Plan. The City will make every effort possible to work closely with the community, and to minimize impacts (to the extent feasible) upon traffic, parking,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

Table 4 - 2

**INFRASTRUCTURE COST ESTIMATES
 AVENUE OF FLAGS SPECIFIC PLAN
 ESTIMATED SEPTEMBER 2016**

	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

CHAPTER 5: IMPLEMENTATION



CHAPTER 5. IMPLEMENTATION

MARKETING, FINANCING, INCENTIVES & FISCAL IMPACTS

A. HOW TO USE THIS CHAPTER

This chapter provides an overview of recommended actions to implement the Avenue of Flags Specific Plan in order to accomplish Specific Plan goals and objectives. The contents of this chapter include:

1. **Marketing and outreach** – A “hands on” approach to actively engage the private sector.
 - This section should be utilized by City planning and economic development staff, Visitors Bureau and Chamber of Commerce personnel, and other active community stakeholders as a guide for targeted marketing, outreach, and project implementation.
2. **Financing, funding, and incentives strategy** – A summary of available funding sources, financing mechanisms, and other economic development tools to facilitate development on a project-specific and area-wide basis.
 - This section should be utilized by planning, public works, and economic development staff as a roadmap for funding and financing key infrastructure and public improvements, as well as incentivizing desired private development.
 - This section should also serve as a reference for landowners, potential developers, and related private sector stakeholders, exhibiting the various economic development tools that City has enabled in pursuit of its communitywide objectives for the Avenue.
3. **Fiscal impacts and economic benefits** – A high-level analysis of potential fiscal and economic impacts from successful implementation of the Specific Plan.
 - This section demonstrates the financial and economic return on the City’s investment in the preparation and implementation of this Specific Plan. The information in this section should be contemplated by City administrative and finance staff, as well as by local elected officials, when considering future policy and project decisions related to the implementation of this Specific Plan.

B. MARKETING AND OUTREACH

1. KEY STEPS FOR IMPLEMENTATION

- a. Based on evaluated retail and mixed use opportunity sites and compatible retailer voids, the City should continue outreach to targeted retailers and developers:
 - Refine and distribute marketing collateral material to promote Opportunity Sites
 - Refine targeted list of retailers and developers for outreach
 - Continued outreach to targeted retailers and developers (incl. email outreach, conference calls, meetings/site tours, conference participation at ICSC and other events)
- b. Buellton should leverage community strengths to attract quality retail tenants to identified Opportunity Sites within City to capture spending in current void categories, including casual restaurants, household furnishings, home improvement, clothing/apparel, and others; local and regional businesses rather than national chains would be encouraged

- c. "The Avenue" should be branded and marketed in concert with Visitors Bureau/Chamber of Commerce efforts
- d. Activities should include case-by-case preliminary analysis of fiscal impacts and economic benefits (e.g. fiscal revenue and job creation) and market and financial feasibility of key potential projects
- e. Projects require cooperation from both the public and private sectors in order to achieve market and financial feasibility (e.g. supply and demand, tenant/user interest, investor appetite, acceptable developer risk-adjusted return on investment)
- f. Legitimate financial feasibility gaps must be filled by decreased project costs (e.g. infrastructure, fees) and/or increased operating revenues
- g. Economic development projects without redevelopment agencies (RDAs) are more challenging but achievable. The City should continue to evaluate post-Redevelopment funding sources, financing mechanism, incentives, and other economic development tools on a transactional basis (e.g. site-specific tax revenue pledges) and take advantage of initial opportunities for application of zoning tools (e.g. AOF Specific Plan and Development Opportunity Reserve), existing real estate assets (e.g. AOF medians), and creation of special districts (e.g. parking districts, enhanced infrastructure financing districts)

Figure 5-1: Sample Opportunity Site Marketing Collateral

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:

<p>Ken K. Hira Senior Vice President Kosmont Companies (949) 226-0288 khira@kosmont.com</p>	<p>Kathy Vreeland Executive Director Buellton Visitors Bureau (805) 688-7829 kathy@buellton.org</p>
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Do not rely on any measurements or placements of any improvements depicted or shown herein, as they are estimates only. The information above has been obtained from sources believed reliable. While we do not doubt its accuracy, we have not verified the data and make no guarantee, warranty or representations whatsoever. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax, and other factors, which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. Development entitlements subject to City approval.

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

Event	Typical Schedule	Location in 2016/2017
Southern California Idea Exchange	1st Quarter	Southern California
Monterey Idea Exchange	1 st Quarter	Northern California / Monterey, CA
RECon Real Estate Convention	2 nd Quarter	Las Vegas, NV
Western Conference	3 rd Quarter	Southern California

Source: ICSC (2016)

2. COMMUNITY ENGAGEMENT & PROGRAMMING

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

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

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

An updated business directory should additionally be maintained on the Chamber website as new businesses are introduced and incorporated on the Avenue. Social media should be utilized for community engagement and programming.

C. FINANCING, FUNDING, AND INCENTIVES STRATEGY

1. OVERVIEW OF ECONOMIC DEVELOPMENT 2.0

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

Figure 5-2: Basic Tools for Public/Private Projects in California Cities



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

a. Real Estate and Property – City-Owned Medians

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

b. Land Use and Zoning – Specific Plan & Development Opportunity Reserve™ (DOR)¹

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

c. Special Districts – Parking District, Enhanced Infrastructure Financing District (EIFD)

- A parking district and parking authority can be established to manage/improve public parking on and along the medians and generate revenue for the City
- An EIFD can additionally be established to leverage increased property tax increment financing (or “TIF”) from only new future development projects for necessary infrastructure improvements and/or maintenance/services
- An EIFD should be evaluated in greater detail in order to estimate tax increment funding capacity, potential partnership and governance structures (e.g. with County of Santa Barbara), and capacity to elevate the City’s eligibility for grants and other funding sources
- Important to note about EIFDs:
 - **Not** a new or increased tax on City-wide property owners
 - Is a voluntary dedication of all or only a portion of property tax increment from only new future development by participating entities that must consent (e.g. City, County)
 - Represents potential funding share (of TIF) from other entities that could not otherwise be accessed following dissolution of redevelopment agencies

¹ Kosmont DOR trademark pending

- d. **Tax and Revenue-Based Financing – Site Specific Tax Revenue (SSTR) Pledge / Reimbursement**
 - SSTR should be evaluated and considered on a project-specific basis to resolve financial feasibility gaps for projects on the avenue, such as for sales tax producing development

- e. **P3 Infrastructure Delivery**
 - Private sector developments partners should be utilized for delivery of new public buildings and/or open space improvements on the medians and/or elsewhere along the Avenue

- f. **Grants/State/Federal Programs – SBA/EDA/CDBG**
 - SBA programs should be promoted for existing and new businesses along the Avenue for initiation or expansion of operations
 - The City can pursue EDA Public Works and Economic Adjustment grant funding and/or an increased CDBG allotment for public infrastructure improvements

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

Table 5-2: Illustrative Funding Sources and Uses Evaluation

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

3. REAL ESTATE AND PROPERTY AS AN ECONOMIC DEVELOPMENT TOOL

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

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

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

- e. Tier 1 Benefits/Objectives are those which are intended to be most catalytic for future private development. Tier 1 Incentives represent a higher degree of perceived value for private developers. In order to maximize the catalytic effects of early private development and the DOR program, it is anticipated that projects that are implemented earlier will be more likely to receive Tier 1 Incentives in exchange for providing/supporting Tier 1 Community Benefits/Objectives (i.e. “early bird gets the worm”).

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

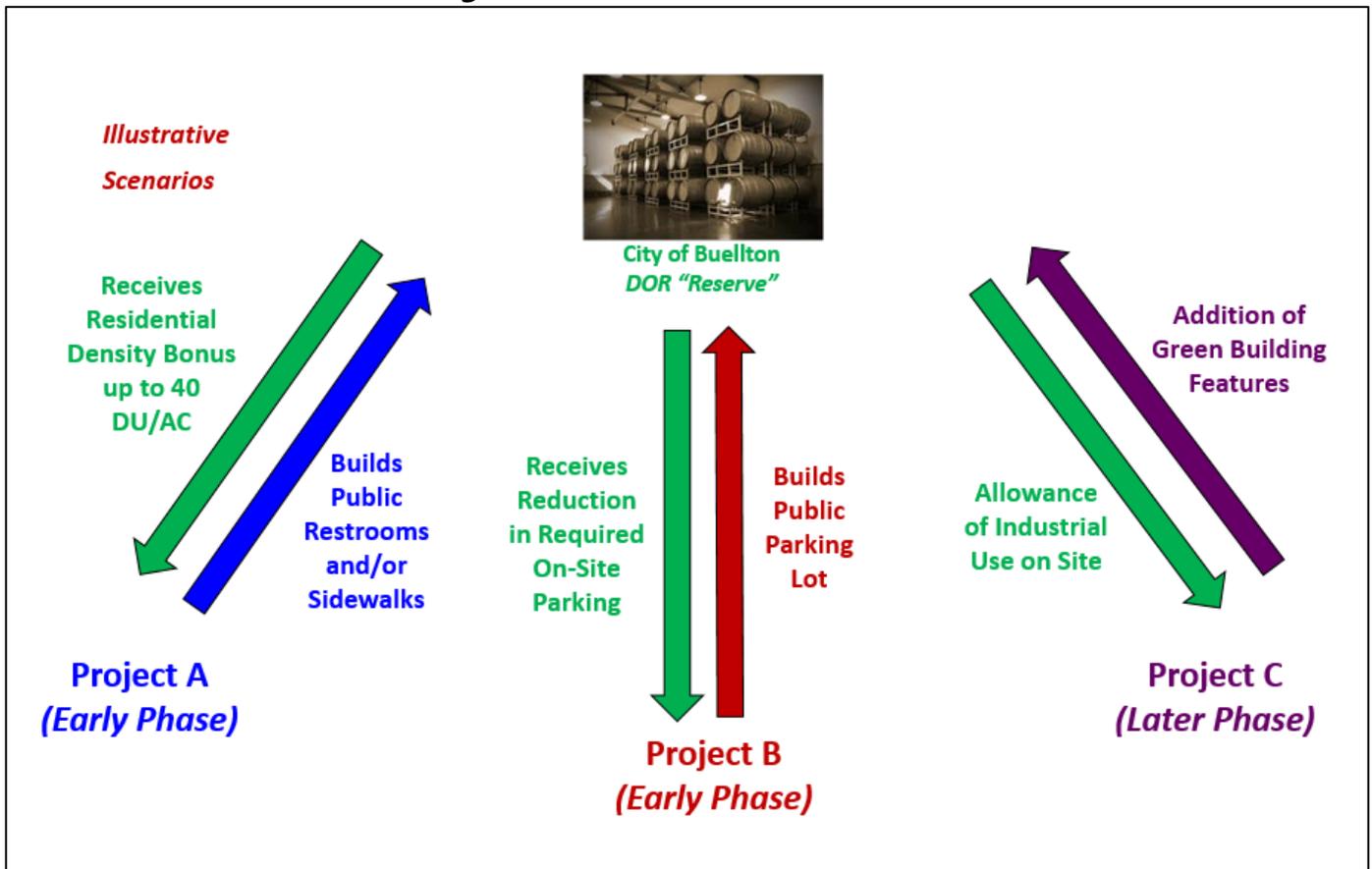
Priority Community Benefits/Objectives	Potential Incentives
<p><u>Tier 1 Benefits / Objectives – Higher Priority / Early Projects</u></p> <ul style="list-style-type: none"> • Funding / construction of restrooms • Funding / construction / enhancement of off-site public improvements (curb, gutter, sidewalk, street widening) • Funding / construction of off-site public parking lot • Payment into, or creation of, a parking district <p><u>Tier 2 Benefits / Objectives – Later Phase Projects</u></p> <ul style="list-style-type: none"> • Funding / installation of public art / park improvements • Adding additional green building features • Payment of an off-site trail fee • Payment of off-site water/wastewater fees • Payment of a library fee 	<p><u>Tier 1 Incentives – Early Phase Projects</u></p> <ul style="list-style-type: none"> • Increase mixed-use residential density up to 30-40 units / acre • Increase building heights up to 50 feet • Reduce on-site parking requirements • Reduced rear yard setbacks <p><u>Tier 2 Incentives – Later Phase Projects</u></p> <ul style="list-style-type: none"> • Tier 1 incentives listed above, but to a more limited degree (e.g. mixed-use residential density up to 30 DU/AC, buildings heights up to 40 feet) • Allow land uses not allowed in the CR zone, such as 100% industrial • Reduced traffic fees if off-site public improvements are provided • Reduced application fees

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

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

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

Figure 5-3: Illustrative DOR™ Scenarios



5. SPECIAL DISTRICTS AS AN ECONOMIC DEVELOPMENT TOOL

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

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

- Tax increment financing mechanism that can leverage property tax increment from participating taxing entities (e.g. cities, counties, special districts, but no schools)
- Authorized by Senate Bill 628 (2014) and Assembly Bill 313 (2015)
- Can finance construction of regional infrastructure, affordable housing, transit priority projects, projects that implement a Sustainable Communities Strategy, and other projects of communitywide significance
- Governed by a Public Financing Authority (PFA) composed of participating governments and members of the public
- Can utilize property tax increment in tandem with a variety of other funding sources, such as property tax in lieu of vehicle license fees (VLF) and property tax distributions from the Redevelopment Property Tax Trust Fund (RPTTF)
- **Not** a new or increased tax on City-wide property owners (applied to new future developments only)
- EIFD bonds can be issued, requiring 55% voter approval (landowners or registered voters, depending on number of registered voters within the district)
- EIFD tax increment can also be utilized as a reimbursement funding source for initial cash investments by the City or potential public or private sector partners (e.g. County, special districts, landowners, developers)
- Buellton is well-positioned to take advantage of this new tool for multiple reasons, including significant new development potential (particularly as a result of application of the DOR program), high rate of property tax capture among taxing entities from parcels along the Avenue, lack of long-term outstanding redevelopment agency obligations, alignment of AOF infrastructure needs with EIFD-eligible expenditures, and other reasons

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

- A parking district and parking authority can be established to manage/improve public parking on and along the medians and generate revenue for the City
- An EIFD can additionally be established to leverage increased property tax from new future development projects for necessary infrastructure improvements and/or maintenance/services
- An EIFD should be evaluated in greater detail in order to estimate tax increment funding capacity, potential partnership and governance structures (e.g. with County of Santa Barbara), and capacity to elevate the City's eligibility for grants and other funding sources

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

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

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

b. **Lease-leaseback financing**

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

c. **Lease revenue bonds**

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

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

7. **PUBLIC-PRIVATE PARTNERSHIP (P3) INFRASTRUCTURE PROJECT DELIVERY AS AN ECONOMIC DEVELOPMENT TOOL**

- a. An infrastructure P3 is a contractual agreement between a public agency and a private sector entity to deliver a facility for the use of the general public
 - P3s offer government agencies an alternative mechanism for financing vital infrastructure projects
 - AB 164 – Authorizes local government agencies to use P3s to design, finance, and maintain fee-producing infrastructure facilities
- b. Most infrastructure P3s are state/federal/regional projects:
 - Transportation: roads, bridges, tunnels, rail
 - Defense: military housing, utilities, reuse of military bases
 - Health: hospitals, schools, prisons
 - Water: collection, desalinization and distribution
 - Social: civic houses, court houses
- c. Local P3 projects can assist with local-serving infrastructure, such as:
 - Water/wastewater projects
 - Parks
 - Municipal buildings (e.g. fire station)
- d. Benefits of P3s include:
 - Shortened procurement cycle
 - “Free up” public funds for other purposes
 - Transfer project risks to private partner
 - Quicker access to financing for projects
 - Minimize general fund debt, keep off of city financial statements
- e. Recent California local government examples
 - Oxnard Fire Station
 - Long Beach Courthouse
 - City of Rialto Utility Authority Water and Wastewater Concession Agreement
 - City of Long Beach Civic Center (City Hall, Library, Headquarters for Harbor Commission)
- f. For the **Avenue of Flags**, higher-priority opportunities for utilization of P3 infrastructure delivery include new public buildings and/or open space improvements on the medians and/or elsewhere along the Avenue

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

- a. **Greenhouse Gas Reduction Fund (GGRF) Affordable Housing and Sustainable Communities (AHSC) Program (“Cap and Trade” Funds)**
 - Administered by the Strategic Growth Council (SGC) and implemented by the Department of Housing and Community Development (HCD)
 - Grants and/or loans for land-use, housing, transportation, and land preservation projects to support infill and compact development that reduces GHG emissions and benefit Disadvantaged Communities
 - Funding provided by GGRF (an account which receives cap-and-trade funds)

- b. **Small Business Administration (SBA) loans**
 - SBA can help facilitate loans for small business owners
 - While they do not make direct loans to businesses, they set guidelines for loans that are made by SBA partners (third party lenders, community development organizations, micro-lending institutions)
 - SBA provides several ways to obtain financing for small businesses including debt financing, surety bonds, and equity financing
 - Advantages: low down payments, long payment terms, reasonable interest rates, suitable for wide range of business purposes
 - Disadvantages: long approval times, lengthy paperwork

- c. **U.S. Economic Development Administration (EDA) Grants**
 - EDA provides Public Works and Economic Adjustment Assistance and other grants to state and local governments, special districts, public and private non-profits, Indian tribes, and universities to support the development and implementation of economic development strategies for economically distressed communities
 - Goal is to encourage private capital investment in the nation’s most economically distressed regions, thereby creating and retaining higher-wage jobs

- d. **New Market Tax Credits (NMTCs)**
 - NMTCs are designed to increase the flow of capital to businesses and low income communities by providing a modest tax incentive to private investors who invest in businesses or economic development projects located in the most distressed communities in the nation

- e. **CA Infrastructure Bank (I-Bank) loans**
 - Infrastructure State Revolving Fund (ISRF) Loan Program provides financing to public agencies (cities/counties/special districts/JPAs) and non-profits for a wide variety of infrastructure and economic development projects
 - Funding available from \$50,000 to \$25,000,000, with loan terms of up to 30 years

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

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

- h. For the **Avenue of Flags**, higher-priority opportunities for application of grants/state/federal programs include:
 - Promotion of SBA programs for existing and new businesses along the Avenue for initiation or expansion of operators
 - Pursuit of EDA Public Works and Economic Adjustment grant funding and/or and increased CDBG allotment for public infrastructure improvements

9. PRELIMINARY REVIEW OF FUNDING CAPACITY

The following is a preliminary review of: local capital improvement program funds which have been earmarked for public infrastructure in the Specific Plan area and the availability of other potential funding programs. The monetary benefit to the City of project-specific programs such as the DOR will vary depending on the development market interest and terms negotiated through individual development agreements. The funding capacity of other potential future programs and financing tools is difficult to estimate as the amounts depend on the types of programs that are available and specific projects being funded.

a. City of Buellton 2-Year Budget (FY 17/18 and FY 18/19)

- 1) Ave of Flags Pedestrian/Drainage improvement (Project No. 095-315)
 - \$100,000 for preliminary studies and design in FY17/18, funded through General Fund and/or Measure A
 - \$500,000 for construction in FY18/19, funding source has not yet been identified; potential sources of funding are: General Fund, Measure A.

b. Other Potential Funding Sources

- 1) City of Buellton - Measure A, General Fund and other potential City road projects - could be used for Specific Plan related road improvements, striping, concrete, sidewalk, pedestrian, drainage, etc.
- 2) Enhanced Infrastructure Financing District (EIFD) – The tax increment financing (TIF) funding capacity estimate is \$1.5 million (present value basis); projection assumes only half of future potential TIF pledged from major non-school entities.
- 3) Active Transportation Program (ATP) – Highly competitive grant program through the State of California. Primarily geared for pedestrian related improvements.

- 4) California Conservation Corps (CCC) Water Conservation Grant – The California State legislature funded this popular program through 2016, and there is no indication of when the program will be re-instated.
- 5) Community Development Block Grants (CDBG) – Approximately \$50,000 is available to the City through this program.
- 6) Issuance of Bonds – Bonds would be project-specific and the amount depends on the type of project being funded.

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D. FISCAL IMPACTS AND ECONOMIC BENEFITS

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

1. PROPERTY TAX AND SALES TAX

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

Table 5-5: Potential Property Tax Revenue Impacts

Potential New Commercial SF	222,208
Approximate Assessed Value PSF	\$200
Potential New Commercial A/V	\$44,441,600
Potential New Residential Units	163
Approximate A/V Per Unit (Multifamily)	\$125,000
Potential New Commercial A/V	\$20,375,000
Total Potential New Assessed Value	\$64,816,600
Total Property Tax Levy	1.00%
Total Property Tax	\$648,166
Avg. Distribution to City (%)	14.84%
Annual Distribution to City (\$)	\$96,188
Annual Escalation	2.00%
Discount Rate	6.0%
30-Yr Nominal Value	\$3,902,156
30-Yr Present Value	\$1,646,312

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

Table 5-6: Potential Sales Tax Revenue Impacts

Potential New Commercial SF	222,208
Estimated Taxable Sales PSF	\$300
Total Taxable Sales	\$66,662,400
City Distribution	1.00%
Annual Total	\$666,624
Annual Escalation	3.00%
Discount Rate	6.0%
30-Yr Nominal Value	\$31,714,914
30-Yr Present Value	\$12,830,046

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

2. EMPLOYMENT

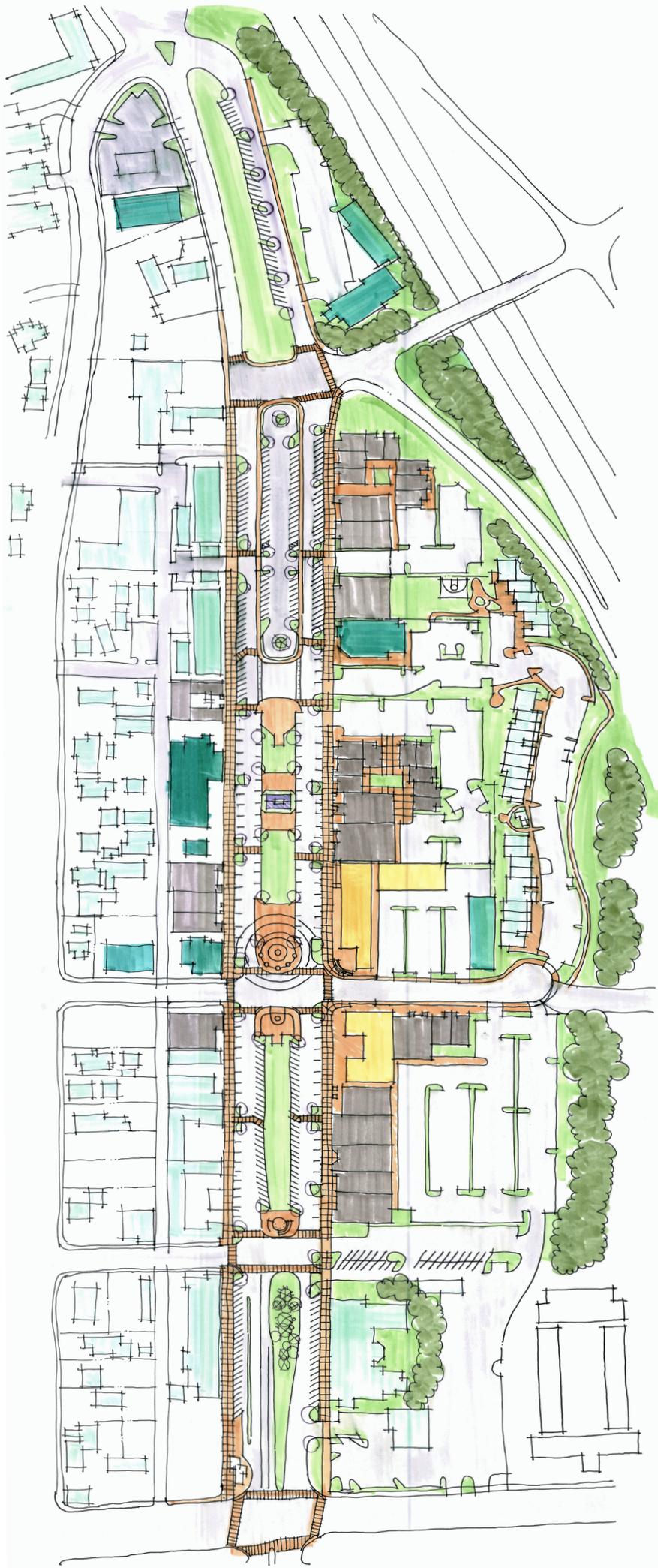
Based on conservative estimates for employment density of two employees per 1,000 square feet of new commercial space (500 SF per employee), new commercial development can support approximately 556 new full-time equivalent (FTE) jobs on the Avenue.

Table 5-7: Potential Employment Benefits

Potential New Commercial SF	222,208
Estimated SF Per Employee (FTE)	500 SF
Estimated # Employee (FTE)	556

Note: Upon build-out and stabilization.

**CHAPTER 6:
SPECIFIC PLAN
ADMINISTRATION**



CHAPTER 6. SPECIFIC PLAN ADMINISTRATION

A. INTRODUCTION

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

B. DEVELOPMENT REVIEW PROCESS

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

C. SPECIFIC PLAN AMENDMENT PROCESS

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

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

Presentation of Need for Amendment

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

Submittal of Supplemental Studies

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

The applicant must provide an analysis of the amendment's impacts relative to the adopted CEQA document for the Specific Plan. Depending on the nature of the amendment, supplemental

environmental analysis may be necessary, according to the California Environmental Quality Act (Section 15162).

City Staff Analysis

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

Public Hearings

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

D. AMENDMENT PROCEDURE: MINOR AND MAJOR AMENDMENTS

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

1. Minor Adjustments and Amendment Procedure

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

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

1. It must substantially conform to the objectives, policies, development standards, regulations, and design guidelines of this Specific Plan.
2. It must not be in conflict with any provisions of the City Municipal Code that apply to this Specific Plan.
3. It must not adversely affect public health, safety, or welfare.
4. It must not adversely affect adjacent property.

5. It must not have adverse environmental effects that have not been previously analyzed in the adopted CEQA document.
6. The land use pattern remains consistent with the intent of the Specific Plan.
7. The proposed changes do not substantially alter the backbone infrastructure network or capacity.
8. The exception will offer equal or superior improvements (i.e. development standards, landscape materials, amenities, etc.).

It is the intent of the Specific Plan that the adopted CEQA document may serve, without further environmental studies, as the environmental documentation for Specific Plan administrative modifications.

2. Major Adjustments and Amendment Procedure

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

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

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

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

E. ENVIRONMENTAL REVIEW (CEQA)

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

Negative Declaration (MND) has been prepared to assess the potential direct and indirect environmental effects associated with the development proposed for the area.

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

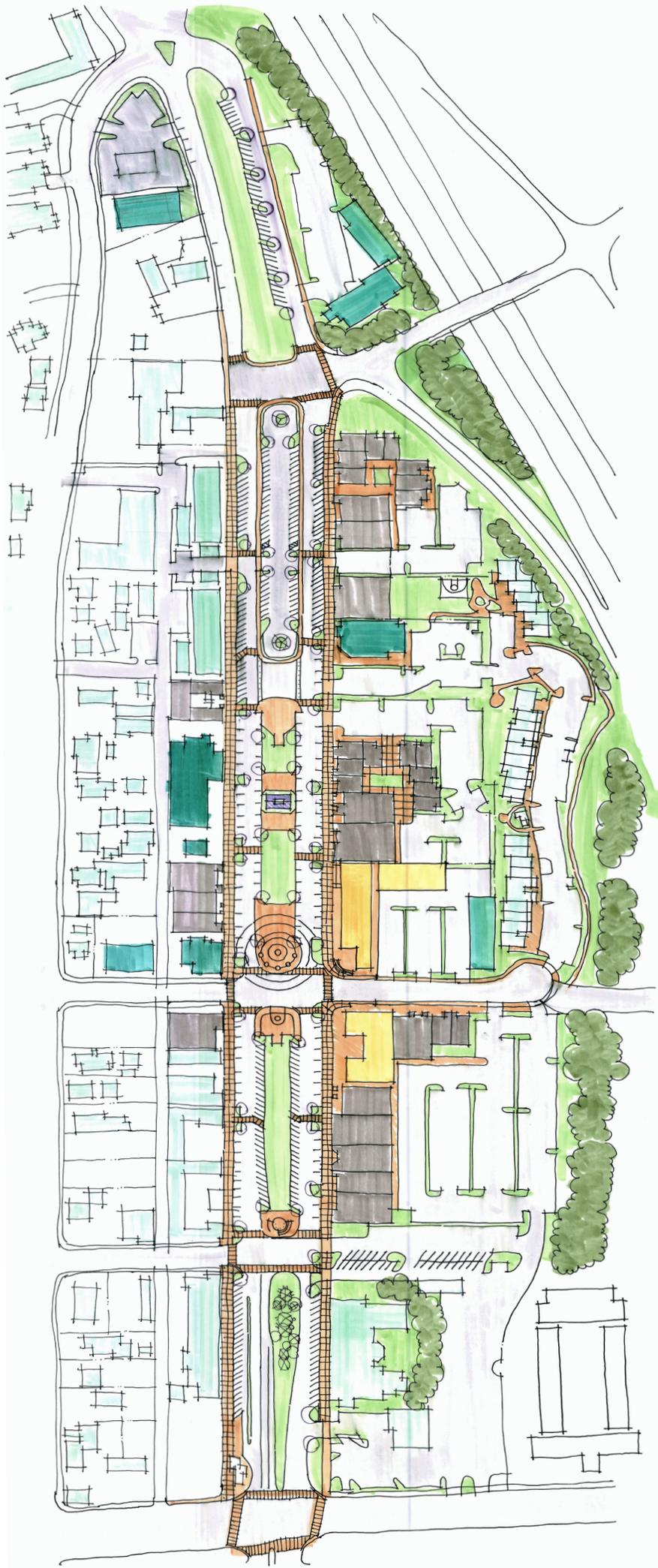
The MND addresses the development of the Specific Plan area as a single project, which is projected to be developed in increments over a period of many years. This approach enables the City to comprehensively evaluate the cumulative impacts of the Specific Plan and consider mitigation measures prior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

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

1. CEQA Exemptions

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

CHAPTER 7: DEFINITIONS



CHAPTER 7. DEFINITIONS

A. PURPOSE

This chapter provides definitions of terms and phrases that are unique or specifically applicable to the Specific Plan; it does not attempt to replicate the more exhaustive definitions section of the Zoning Code. Where any of the definitions in this chapter conflict with definitions in Chapter 19.12 of the Buellton Municipal Code, the definitions in this chapter prevail for the purpose of this Specific Plan. For any zoning terms that are not defined in this chapter, definitions found in Chapter 19.12 of the Buellton Municipal Code shall prevail.

B. DEFINITIONS

- 1. Air Pollution Control District (APCD)** - the Santa Barbara County Air Pollution Control District is a local government agency that works to protect the people and the environment of Santa Barbara County from the effects of air pollution.
- 2. Active Transportation Program (ATP)** - was created in the California Department of Transportation to encourage increased use of active modes of transportation, such as biking and walking.
- 3. Business Improvement District (BID)** - is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries.
- 4. Buellton Vision Plan 2012** – is a vision plan that was developed through collaborative efforts by community members throughout the visioning process. The intent of the Buellton Vision Statement is to articulate a desired future for the City that is shared by and developed by the community.
- 5. California Conservation Corps (CCC)** - is a department of the government of California. The CCC is a work development program specifically for men and women between the ages of 18 to 25, offering work in environmental conservation, fire protection, land maintenance, and emergency response to natural disasters.
- 6. Community Development Block Grant (CDBG)** - one of the longest-running programs of the U.S. Department of Housing and Urban Development, it funds local community development activities such as affordable housing, anti-poverty programs, and infrastructure development.
- 7. California Environmental Quality Act (CEQA)** - is a statute that requires state and local agencies to identify the significant environmental impacts of their actions and to avoid or mitigate those impacts, if feasible.
- 8. Courtyard Building** – a type of building where the main part of the building is oriented around a central or corner courtyard.
- 9. Community Revitalization and Investment Authority (CRIA)** - authorizes the use of tax-increment revenue to improve infrastructure, assist businesses and support affordable housing in disadvantaged communities.
- 10. Development Agreement** - is a voluntary contract between a local jurisdiction and a person who owns or controls property within the jurisdiction, detailing the obligations of both parties and specifying the standards and conditions that will govern development of the property.
- 11. Development Opportunity Reserve (DOR)** – an economic tool used to incentivize property owners and developers to provide a public good and in return receive some benefit or reduction in standards as part of their development.

- 12. Economic Development Administration (EDA)** - the U.S. Department of Commerce's EDA plays a critical role in fostering regional economic development efforts in communities across the nation. Through strategic investments that foster job creation and attract private investment, EDA supports development in economically distressed areas of the United States.
- 13. Enhanced Infrastructure Financing District (EIFD)** – an economic development tool intended to fill the tax increment financing "hole" that the dissolution of redevelopment agencies left in California. An EIFD can potentially finance traditional public works, such as transportation, transit, parks and libraries, water and sewer facilities, solid waste disposal, and flood control and drainage.
- 14. Federal Emergency Management Agency (FEMA)** - is an agency of the United States Department of Homeland Security. FEMA has minimum floodplain management standards for communities participating in the National Flood Insurance Program (NFIP). FEMA's Floodplain Management Branch provides tools and resources to help communities navigate NFIP requirements and implement higher standards of floodplain management.
- 15. Form-Based Code** - a zoning tool used to regulate land development to achieve a specific urban form and mix of uses. This allows for an effective zoning strategy that focuses on the physical form of development, rather than the use. Form Based Code addresses the relationship between public and private spaces such as the interaction between streets, blocks, and buildings in terms of form, scale and massing, and the use of frontage areas.
- 16. Horizontal Mixed Use** – structure(s) in which multiple and separate uses occupy different buildings (attached or detached) on the same lot or within the same project.
- 17. International Council of Shopping Centers (ICSC)** - a global trade association of the shopping center industry. Members include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academic and public officials.
- 18. Live-Work Building** – a type of building that allows for commercial or professional offices at ground floor and residential units above (second floor and above).
- 19. Low Impact Development (LID)** – development features designed to reduce runoff and impacts to the post development site. These features include items such as grass drainage swales, depressed retention/filtration ponds, etc.
- 20. Median Planning Area** – located within each of the Specific Plan Districts, these planning areas comprise of six City-owned medians. The intended character and function for each median is described further within the Specific Plan document.
- 21. Mercantile Building** - a type of building that encourages zero lot lines and provides a place for commercial businesses along the Avenue of Flags. The street front facades are broken up into smaller blocks to keep an intimate feel and consistent environmental for visitors.
- 22. Mixed Use Development** - refers to the development of a building or buildings, or a lot, with a variety of integrated and complementary uses, such as but not limited to, residential, office, retail, light industrial, public and recreation. Mixed use development can be in the form of vertical mixed use, or horizontal mixed use (attached or detached).
- 23. Mitigated Negative Declaration (MND)** - an environmental document that lead agencies prepare and adopt in compliance with the California Environmental Quality Act (CEQA) to evaluate and mitigate potential environmental impacts that result from a development project that is not otherwise exempt from the process as defined in CEQA.
- 24. Opportunity Sites (Opp Sites)** – refers to privately-owned parcels within the Specific Plan that are either vacant or underutilized, and thus are candidates for revitalization as part of the downtown vision.
- 25. P3 – Public-Private Partnership** - a contractual agreement between a public agency and a private sector entity to deliver a facility for the use of the general public.

26. **Property Assessed Clean Energy Finance Program (PACE)** - an innovative mechanism for financing energy efficiency and renewable energy improvements on private property. The City or County would be required to set up a land-secured financing district or similar legal mechanism. The program allows local and state governments to fund the up-front cost of energy improvements on commercial and residential properties, which are paid back over time by the property owners through repayment of a bond through property tax bill.
27. **Parking Authority / District** - under the Parking Law of 1949, cities may establish a parking authority as a way to supply public parking facilities and to structure, organize and maintain a city's numerous public parking needs.
28. **Property-Based Business Improvement District (PBID)** - created as a financing mechanism where property owners enter into a special assessment district to improve their commercial districts. It is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries. The revenue derives from a tax assessment on commercial property owners, and in some cases, residential property owners within the district.
29. **Public Finance Authority (PFA)** - a political subdivision of the state that is empowered to promote economic, cultural and community development opportunities through the issuance of tax-exempt and taxable bonds throughout California.
30. **Privately Incentivized Public Improvements** – a concept in which a private developer is required to construct public infrastructure and/or public buildings concurrently with their private development and then release ownership to the City as a conditional of approval for their project.
31. **Redevelopment Agencies (RDA)** – a government body dedicated to urban renewal. Typically it is a municipal level city department focused on a particular district or corridor that has become neglected or blighted. Effective February 1, 2012, the State of California ceased operating local redevelopment agencies, which had operated since the end of World War II.
32. **Regional Water Quality Control Board (RWQCB)** - the State Water Resources Control Board has jurisdiction throughout California. The Board protects water quality by setting statewide policy and overseeing Regional Water Board efforts. There are nine regional water quality control boards that exercise rulemaking and regulatory activities by basins; Buellton is located in Region 3 -- Central Coast Regional Water Quality Control Board.
33. **Regulating Plan** – an element of Form-Based Code, this is a plan or map of the regulated area designating the locations where different building form standards apply
34. **Small Business Association (SBA)** - a United States government agency that provides support to entrepreneurs and small businesses. SBA loans are made through banks, credit unions and other lenders who partner with the SBA.
35. **Santa Barbara County Association of Governments (SBCAG)** - a regional planning agency comprised of Santa Barbara County and all eight incorporated cities within the county. SBCAG distributes local, state, and federal transportation funds and acts as a forum for addressing regional and multi-jurisdictional issues.
36. **Sharrows** - a "sharrow" or Shared Lane Marking is a relatively newer addition to roadway striping. They are designed to be along major bicycle routes where a bicycle lane is impractical. The markings show that motorists should not only expect to see cyclists but they should also be further out in the lane.
37. **Specific Plan** - a planning tool for the systematic implementation of a general plan; it establishes a link between implementing policies of the general plan and the individual development proposals in a defined area.
38. **Specific Plan Districts** – for planning purposes, the AOF Specific Plan has been organized into six Districts, to facilitate the description of existing conditions, intended character and development standards for each.

- 39. Single Room Occupancy (SRO)** - a form of affordable housing, as compared to market-rate apartments, in which one or two people are housed in individual rooms within a multiple-tenant building. SRO tenants typically share bathrooms and/or kitchens, while some SRO rooms may include kitchenettes, bathrooms, or half-baths. Although many are former hotels, SRO's are primarily rented as a permanent residence.
- 40. Site Specific Tax Revenue (SSTR)** - local tax revenue (sales, hotel, TOT) generated by a specific project used to reduce financial gap by lowering project debt
- 41. Tax Increment Financing (TIF)** - a public financing tool that allows municipalities to promote economic development by capturing local property tax revenue from increases in assessed values of development within a designated TIF district; typically used to fund infrastructure and other community improvement projects.
- 42. Tourism Improvement District (TID)** - a type of business improvement district that aims to increase the number of overnight visitors using business and services in that area. TIDs are formed through a public-private partnership between the local government and the businesses in a district. TID funds are usually managed by a nonprofit corporation, such as a Visitors' Bureau or hotel association.
- 43. Transit Oriented Development (TOD)** - a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation that reduces dependence on the automobile.
- 44. Transient Occupancy Tax (TOT)** – a tax collected by lodging operators from travelers when they rent accommodations (a room, rooms, entire home, or other living space) in a hotel, inn, tourist home or house, motel, or other lodging unless the stay is for a period of 30 days or more; the tax collected remitted by the lodging operator is remitted on a regular basis to the local city or county.
- 45. Vertical Mixed Use** - structure(s) in which multiple and separate uses occupy different floors/levels.