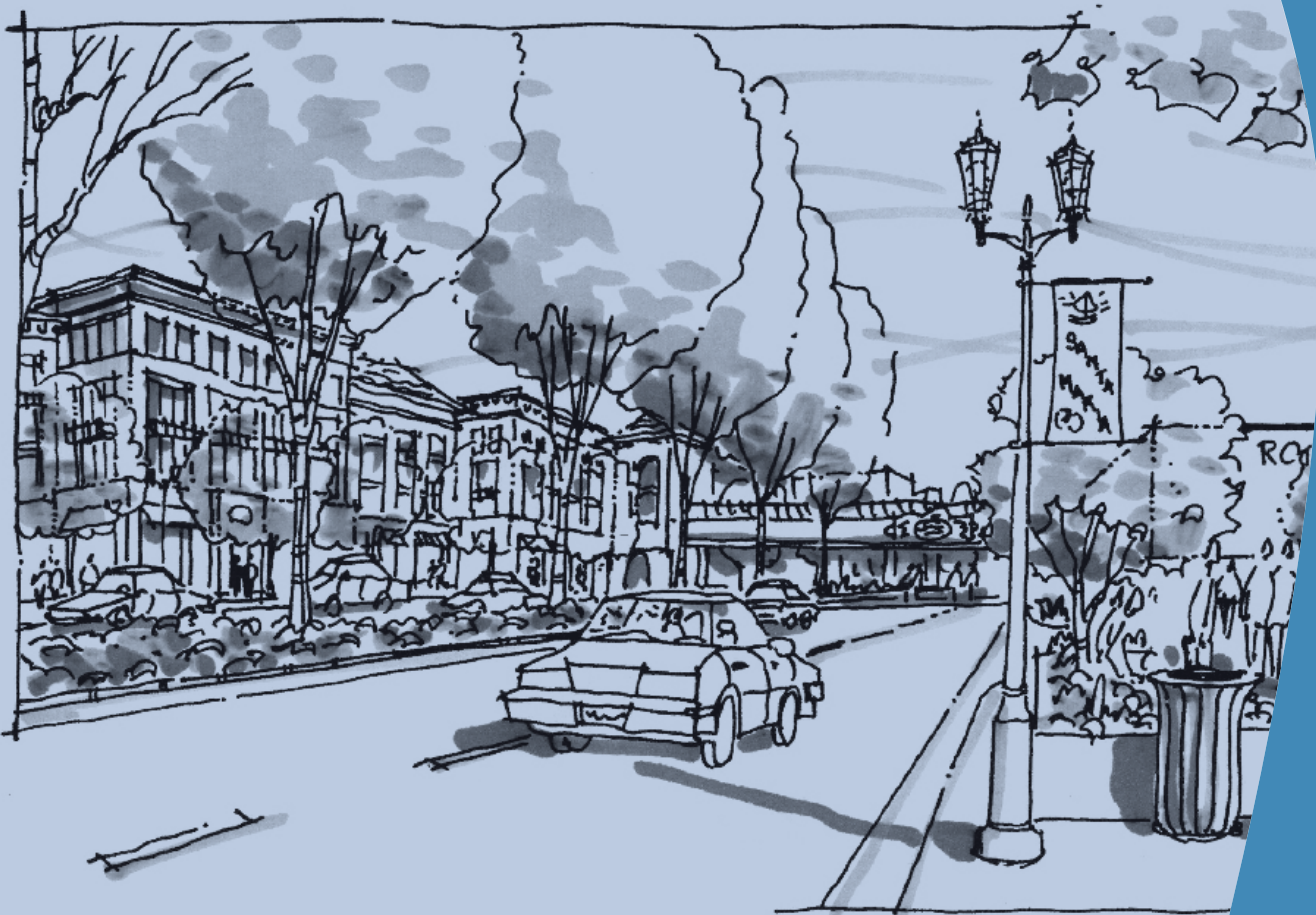


City of Santa Maria

DOWNTOWN

Specific Plan



SPZ-2004-001

Adopted by the Santa Maria City Council and the Redevelopment Agency on November 4, 2008

Ordinance 2008-25 and RDA Ordinance 2008-01

Amended February 3, 2009

ORDINANCE NO. 2008-25 and RDA ORD-2008-01

AN ORDINANCE OF THE CITY COUNCIL AND REDEVELOPMENT AGENCY
OF THE CITY OF SANTA MARIA, CALIFORNIA,
AMENDING THE WESTSIDE REVITALIZATION GUIDELINES,
AMENDING THE AREA OF THE ENTRADA SPECIFIC PLAN AND
ADOPTING THE DOWNTOWN SPECIFIC PLAN, FOR PROPERTY LOCATED
WEST OF SCHOOL STREET, EAST OF PINE STREET, SOUTH OF
FESLER STREET AND NORTH OF MORRISON AVENUE,
VARIOUS ASSESSOR PARCEL NUMBERS, APPROXIMATELY 265 ACRES,
FILE NO. SP-1, SPZ-2004-001

The City Council and Redevelopment Agency of the City of Santa Maria find as follows:

Project Description

WHEREAS, the City of Santa Maria, (applicant), applied for a new General Plan amendment, Specific Plan amendment, Zoning text amendment and Zone change for approximately 265 acres of property located west of School Street, east of Pine Street, south of Fesler Street and north of Morrison Avenue, various assessor parcel numbers; and,

Planning Commission Actions

WHEREAS, the Planning Commission held a duly noticed public hearing on September 17, 2008, for the purpose of making a recommendation to the City Council and Redevelopment Agency to make a zoning text amendment to Santa Maria Municipal Code Section 12-3.05 relating to the Westside Revitalization Project Design Guidelines, amend the Entrada Specific Plan (SP-1) and adopt the Santa Maria Downtown Specific Plan (SPZ-2004-001); and

WHEREAS, the Planning Commission, by a 5-0 vote, made its recommendation in writing that the City Council and Redevelopment Agency make a zoning text amendment to Santa Maria Municipal Code Section 12-3.05 of the Westside Revitalization Project Design Guidelines (Resolution No. 2529), amend the Entrada Specific Plan (SP-1), require all new development in the Downtown Specific Plan area to be reviewed by the Planning Commission through a Planned Development Permit and adopt the Downtown Specific Plan (Resolution No. 2528) excluding Rosalind Perlman Park; and

City Council and Redevelopment Agency Actions

WHEREAS, on August 7, 1972, the Redevelopment Agency of the City of Santa Maria adopted Redevelopment Plan No. A-1-2; and

WHEREAS, the Redevelopment Plan established regulations effective for 30 years and applicable to parcels located in the plan area; and

WHEREAS, on December 20, 1994, the Redevelopment Agency extended the effectiveness of the Redevelopment Plan for ten additional years in order to satisfy legal requirements pertaining to financing; and

WHEREAS, the effectiveness of Redevelopment Plan No. A-1-2 will expire on September 7, 2012; and

WHEREAS, a duly noticed public hearing was held on the Downtown Specific Plan and the Entrada Specific Plan amendment by the Santa Maria City Council and Redevelopment Agency on October 21, 2008; and

WHEREAS, the Downtown Specific Plan, SPZ-2004-001, was prepared in accordance with the statutory requirements of the California Government Code (Sections 65450 through 65457); and

WHEREAS, the Santa Maria City Council and Redevelopment Agency made no modification of the proposed Downtown Specific Plan, Westside Revitalization Project Design Guidelines and Entrada Specific Plan which had not been previously considered by the Planning Commission; and

WHEREAS, the proposed Downtown Specific Plan project was adequately analyzed in the Final Environmental Impact Report (EIR), E-2004-001, SCH#2007041105, prepared for the City of Santa Maria, by Rincon Consultants, dated July 2008; and

WHEREAS, the Downtown Specific Plan incorporates all of the mitigation measures set forth in Final EIR, SCH #2007041105, thereby complying with the California Environmental Quality Act (PRC 21081.6 (b)); and

WHEREAS, the City Council and Redevelopment Agency adopted Resolution 2008-162 and 2008-01 certifying the Final EIR for the Downtown Specific Plan project, making CEQA findings and statement of overriding considerations, and approving a mitigation monitoring program for the project, GPZ-2008-004 and SPZ-2004-001; and

WHEREAS, the City Council and Redevelopment Agency adopted Resolution 2008-163 and 2008-02 amending the General Plan (Land Use Element and Circulation Element) for the project, GPZ-2008-004 and SPZ-2004-001; and

WHEREAS, at the public hearing the Santa Maria City Council and Redevelopment Agency heard and considered all evidence, including evidence presented in the staff report; and



WHEREAS, the Santa Maria City Council and Redevelopment Agency finds as follows:

- The proposed Santa Maria Downtown Specific Plan contains applicable Goals, Objectives and Policies that are duplicative of the Entrada Specific Plan; and
- The proposed Santa Maria Downtown Specific Plan supports the general welfare of the community in that it addresses the lack of and deterioration of the existing housing stock and provides strategies to revitalize the existing Town Center mall, making the mall an integral part of Downtown Santa Maria; and
- Through the Santa Maria Downtown Specific Plan the proposed project delivers the appropriate services and facilities consistent with the General Plan.

The City Council and Redevelopment Agency of the City of Santa Maria, State of California, do ordain as follows:

SECTION 1. It is the intent of the City Council and the Redevelopment Agency that the Downtown Specific Plan shall control in the event of any conflict between Redevelopment Plan No. A-1-2 and the Downtown Specific Plan.

SECTION 2. Santa Maria Municipal Code Section 12-3.05 pertaining to the Westside Revitalization Project Design Guidelines is hereby amended to read as follows: "(c) The development standards set forth in the guidelines are incorporated in this section by reference and apply to areas within the Westside Revitalization Project area map and bounded by Chapel Street, Broadway, Cook Street and Pine Street (including full right-of-way)."

SECTION 3. The Entrada Specific Plan dated June 1, 1976, SPZ-1, is hereby amended to exclude the Downtown Specific Plan area that is approximately 265 acres in size as shown on Exhibit A, attached.

SECTION 4. The Santa Maria Downtown Specific Plan Revised Hearing Draft, dated October 2005, SPZ-2004-001, E-2004-001, as shown on Exhibit B and as modified by the Santa Maria Downtown Specific Plan changes dated September 2008 (which includes all new development in the Downtown Specific Plan area to be reviewed and considered for approval as provided by the Downtown Specific Plan and with public notice to be given), as shown on Exhibit C contained in the Council Agenda Report, dated October 21, 2008, incorporated herein by reference, is hereby adopted.

SECTION 5. The mitigation measures identified by the Downtown Specific Plan Final EIR, SCH #200741105, have been incorporated as regulatory measures into the text of the Downtown Specific Plan, and shall apply as pertinent to development with the Downtown Specific Plan area.

SECTION 6. The Santa Maria Downtown Specific Plan District Boundaries Map, as shown on Exhibit D, incorporated herein by reference, is hereby adopted.

SECTION 7. This Ordinance shall be published once in the *Santa Maria Times* within 15 days after its adoption, and shall be in full force and effect 30 days after its adoption and approval.

INTRODUCED at a regular meeting of the City Council and Redevelopment Agency held the 21st day of October, 2008, and **PASSED AND ADOPTED** at a regular meeting held this 4th day of November, 2008, by the following roll call vote:

AYES: Councilmembers/Board Members Orach, Patino, Trujillo, Zacarias, and Mayor/Chairman Lavagnino.

NOES: None.

ABSENT: None.

ABSTAINED: None.



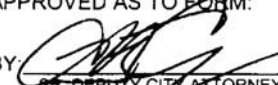
Mayor

ATTEST:



Chief Deputy City Clerk

APPROVED AS TO FORM:

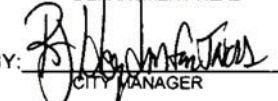
BY: 

SR. DEPUTY CITY ATTORNEY

CONTENTS:

BY: 

DEPARTMENT HEAD

BY: 

CITY MANAGER

Exhibit A: Amendment to the Entrada Specific Plan
Exhibit B: Santa Maria Downtown Specific Plan Revised Hearing Draft,
October 2005 (previously distributed)
Exhibit C: Santa Maria Downtown Specific Plan Changes, September 2008
Exhibit D: Santa Maria Downtown Specific Plan District Boundaries Map



ORDINANCE NO. 2009-05
RDA ORDINANCE NO. 2009-01

AN ORDINANCE OF THE CITY COUNCIL AND REDEVELOPMENT
AGENCY OF THE CITY OF SANTA MARIA, CALIFORNIA,
APPROVING REVISIONS TO THE DOWNTOWN SPECIFIC PLAN,
FILE NO. SPZ-2004-001, E-2004-001

The City Council and Redevelopment Agency of the City of Santa Maria find as follows:

Project Description

WHEREAS, the City of Santa Maria City Council and Redevelopment Agency recommended revisions to the Downtown Specific Plan located on approximately 268 acres of property located north of Morrison Avenue, south of Fesler Street, east of Pine Street and west of School Street, various Assessor Parcel Numbers; and

Planning Commission Actions

WHEREAS, the Planning Commission of the City of Santa Maria held a regularly scheduled public hearing on December 17, 2008, for the purpose of considering recommended actions by the City Council and Redevelopment Agency for revisions to the Downtown Specific Plan relating to the implementation section of the Specific Plan and other minor revisions to the Specific Plan; and

WHEREAS, the Planning Commission, by a 5-0 vote, made its recommendation in writing that the City Council and Redevelopment Agency approve revisions to the Downtown Specific Plan relating to the implementation section of the Specific Plan and other minor revisions to the Specific Plan; and

City Council and Redevelopment Agency Actions

WHEREAS, a duly noticed public hearing was held for this revision to the Downtown Specific Plan by the Santa Maria City Council and Redevelopment Agency on January 20, 2009; and

WHEREAS, at the completion of the public hearing, the City Council and Redevelopment Agency of the City of Santa Maria duly considered the proposed revisions to the Downtown Specific Plan and all evidence presented at said hearing; and

WHEREAS, the City Council and Redevelopment Agency of the City of Santa Maria find that the proposed revisions to the Downtown Specific Plan are not considered to be a "project" under the California Environmental Quality Act (CEQA), section 15378 ; and

The City Council and Redevelopment Agency of the City of Santa Maria, State of California, do ordain as follows:



SECTION 1. That the City Council and Redevelopment Agency approve revisions to the Downtown Specific Plan as shown on Attachment A, attached herein.

SECTION 2. This Ordinance shall be in full force and effect thirty (30) days after its passage. Within fifteen days following its passage, the City Clerk shall cause this Ordinance to be published in a newspaper of general circulation in accordance with State Law; or when deemed necessary due to the length or complexity or the Ordinance, cause a summary of the Ordinance to be prepared and published at least five days prior to the City Council meeting at which the proposed Ordinance is to be adopted. If a summary is published at least five days prior to the City Council meeting at which the proposed Ordinance is to be adopted, then within 15 days after adoption of the Ordinance the City Clerk shall publish a summary of the Ordinance with the names of those City Council Members voting for and against the Ordinance and shall post a certified copy of the full text of such adopted Ordinance along with the names of those City Council Members voting for and against the Ordinance.

INTRODUCED at a joint meeting of the City Council and Redevelopment Agency held this 20th day of January 2009, and **PASSED AND ADOPTED** at a joint meeting held this 3rd day of February 2009, by the following roll call vote:

AYES: Councilmembers/Board Members Cordero, Orach, Patino, Zacarias, and Mayor/Chairperson Lavagnino.

NOES: None.

ABSENT: None.

ABSTAINED: None.



Mayor /Chairperson

ATTEST:



Chief Deputy City Clerk

APPROVED AS TO FORM:

BY: 

City Attorney

CONTENTS:
BY: 

Department Head

BY: 

City Manager

City of Santa Maria
Downtown
Specific Plan

With Assistance by:



ACKNOWLEDGEMENTS

City Council

Larry Lavagnino, Mayor
Bob Orach, Mayor Pro Team
Alice Patino, Council Member and Former Mayor Pro Team
Larry Trujillo, Council Member
Hilda Vela Zacarías, Council Member
Marty Mariscal, Former Council Member

Planning Commission

Tom Lopez, Chair
Michael Moats, Vice Chair
Etta Waterfield, Planning Commissioner and Former Chair
Rodger Brown, Planning Commissioner
Adrian Andrade, Planning Commissioner
Lawnae Hunter, Former Vice Chair
Trent Benedetti, Former Planning Commissioner
John Everett, Former Planning Commissioner

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Shad Springer, Principal Engineer
David Beas, Principal Engineer
Rodger Olds, Senior Engineer



How to Use This Document

The Santa Maria Downtown Specific Plan is to be used by readers to provide a clear understanding of the vision that the community has set for development in Downtown Santa Maria. This document will be used by property owners, governing bodies, and City staff as a set of regulations containing district-specific land use policy, development standards and design guidelines for development. The Specific Plan also sets the framework for future capital improvement projects. These actions will improve the quality of the urban environment as well as the clarity and effectiveness of the design review process.

When using this document,

1. Review Chapters I & II to get a picture of the overall vision and background for the Downtown Specific Plan Area.
2. Refer to Figure I-2 to determine which Specific Plan District the subject property lies.
3. Refer to Chapter IV for allowable land uses and specific development standards (set backs, height, parking). When using the Design Guidelines in Chapter IV, first look at the Area-wide sections then refer to the specific district in which the property in question lies. All of the information in this chapter including the allowable land uses, development standards, and design guidelines are organized by district.
4. Refer to Chapters III and IV for public realm improvements (street furnishings, urban design improvements, plazas, street improvements, and public signage). Though these are generally oriented to public property, some of these recommended improvements may be implemented as a part of private development.
5. For information on infrastructure and public facilities, refer to Chapter VI.
6. Finally, Chapter VII provides guidance for implementing recommendations of the Specific Plan and thus will be used by the City and the development community to implement various public improvement projects, programs, and policies within the Downtown. This Chapter also identifies incentives to promote revitalization, business organization, and retail recruitment strategies.

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EXECUTIVE SUMMARY

The Santa Maria Downtown Specific Plan establishes a vision and guidelines for future development and beautification in the area of Santa Maria that was historically the Downtown. It creates a framework to attract investment and be a catalyst for revitalization.

The Specific Plan boundary encompasses approximately 50 square blocks that radiate from the intersection of Broadway and Main Street. The Specific Plan is organized into five districts. Refer to Figure I-2 Specific Plan District Map (page I-18) for boundary and districts.

Intent

The intent of the Specific Plan is to create public policy that facilitates and encourages development and improvements which help realize the community's vision for the Downtown area. The community wants Santa Maria's Downtown to be a primary Central Coast destination, with an identity of its own. The community wants a downtown that is vibrant, forward thinking, and alive with entertainment and recreational activities. This plan uses the Ahwahnee Principles (see page I-14) and provides urban design direction to beautify the area while creating opportunities for a more broad mixture of uses and business opportunities. This Plan also addresses the lack of and deterioration of the existing Downtown housing stock and provides strategies to revitalize the existing Town Center mall, making it an integral part of Downtown Santa Maria.

The Santa Maria Downtown Specific Plan, along with an extensive public outreach process, builds upon General Plan goals to further define a vision for the planning area and to firmly establish implementation actions that will guide, as well as entice, the City, property owners, and business owners in making desired improvements. The vision is to create a "Downtown" that is a destination for shopping and entertainment and the heart of the community, where people gather to enjoy special events, farmers markets, street performances, and outdoor dining. It is a Downtown with a vibrant mix of land uses, a unified streetscape and sidewalks full of people, all interconnected with a series of plazas and pedestrian paseos integrated with public art. To this end, the Specific Plan includes a variety of recommendations to help obtain this vision, including:

- Mobility suggestions
- Land Use, Standards, and Design Guidelines
- Public Realm Design Guidelines
- Implementation strategies

Mobility

Chapter III entitled Mobility discusses various transportation improvements that will help support the visions for the planning area. This includes introducing traffic calming elements and pedestrian improvements to slow traffic and create a more pedestrian friendly Downtown environment. This is particularly important on Main Street and Broadway. The suggested improvements include corner bulb-outs (sidewalk extensions), narrowed travel lanes, reducing travel lanes in some areas, special paving at



crosswalks, shared bike lanes, and median refuge islands. This chapter also incorporates improvements for safe and convenient bicycle transit through the planning area.

Another key element of this Chapter is addressing the off-street parking within the planning area, making good use of alley access and existing parking structures, while targeting key areas for future parking facilities.

Land Use, Standards, and Design Guidelines

Chapter IV establishes five different zones for regulations. These zones reflect the five Specific Plan Districts, shaping the building form, allowable land uses, parking requirements, and architectural character in each district. In summary the land uses are customized to encourage a mix of pedestrian oriented uses integrated with higher density residential. The development and parking standards have been relaxed to encourage investment in the Downtown, allowing higher buildings and locating buildings closer to the street with parking behind. The tallest buildings are allowed at the center of the Downtown core (Town Center District) with heights gradually stepping down to blend with the surrounding neighborhoods. The parking requirements are minimal near existing City parking lots and structures and increase the further away a property is from the existing facilities.

A mix of architecture styles are encouraged throughout the planning area, with a set of design guidelines that outline key elements that shall be incorporated in buildings to help ensure quality development. The Guidelines focus on building massing, elements, and components that create a traditional Downtown image and will frame the streets and sidewalks with inviting buildings, entrances, awnings and outdoor dining areas.

Public Realm Design Guidelines

Chapter V Public Realm Design Guidelines focus on the publically-owned areas including street furniture, landscaping, sidewalks, crosswalks, lighting and signage within the public right of ways in the planning area. The selected street furniture styles and signage help promote the desired traditional Downtown character. Gateway structures that emphasize the word “Downtown” are suggested to welcome people to the Downtown area and brand this area as Santa Maria’s “Downtown”. A signage program is also proposed to further unify and identify the Downtown.

Implementation Strategies

One of the most important elements of the Specific Plan is identifying the implementation programs that will result in the desired changes emphasized in the Plan. Chapter VII of the Specific Plan identifies the components that form the “road map” that will guide City staff, property owners, developers and residents alike in creating positive changes as outlined in the Specific Plan. These topics deal with economic development tools and incentives, the involvement of the private sector, potential funding mechanisms, policy and regulatory actions and most importantly a specific “action plan” which summarizes all of the Plan recommendations and improvements.



The priority implementation actions include:

- Regulatory and policy actions to review and adopt selected incentives, policies and CEQA documentation.
- Improvement projects including streetscape, gateway, signage and pedestrian improvements, as well as plaza and park improvements that the City can implement.
- Programs such as creating a Downtown logo, the Main Street program implementation and training, creating and funding a management position for the Main Street program, preparing needed studies, and updating the Santa Maria Bike Plan.

The Santa Maria Downtown Specific Plan includes a wealth of information and targeted direction to assist the City and its residents to improve the quality and character of this portion of the City. It is the intention of this plan to provide clear direction, yet maintain some degree of flexibility to enable positive, opportunistic changes in support of the plan's guiding principles. An important component to this Specific Plan is the table of incentives provided in Chapter VII. These are incentives targeted at attracting investment and revitalization in the Downtown. Below is a summary list of incentives described in Table VII-2

Fee/Tax Reductions

- Plan Check Fees
- Business License Tax
- Development Impact Fees

Other Direct Financial Assistance

- Façade Improvement Reimbursement/Loan Program
- Revolving Loan Program #1
- Revolving Loan Program #2

Entitlement Incentives

- Expedited Plan Checks
- Streamlined Entitlement and Environmental Documentation
- Parking Incentives
- Height, Setback and Density Incentives

Other Incentives

- 3-Tiered Marketing Program
- Technical Assistance
- Business Incubator
- Area-Wide Infrastructure/Amenity Investments
- Project-specific Infrastructure assistance
- Strategic Citywide Rezoning Policies
- City-Owned Opportunity Sites