



Santa Maria General Plan

Preferred Alternative Study Session

July 6, 2023

Introductions & Overview

Team

City of Santa Maria

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- Ron Whitmore
- Meghan McNulty

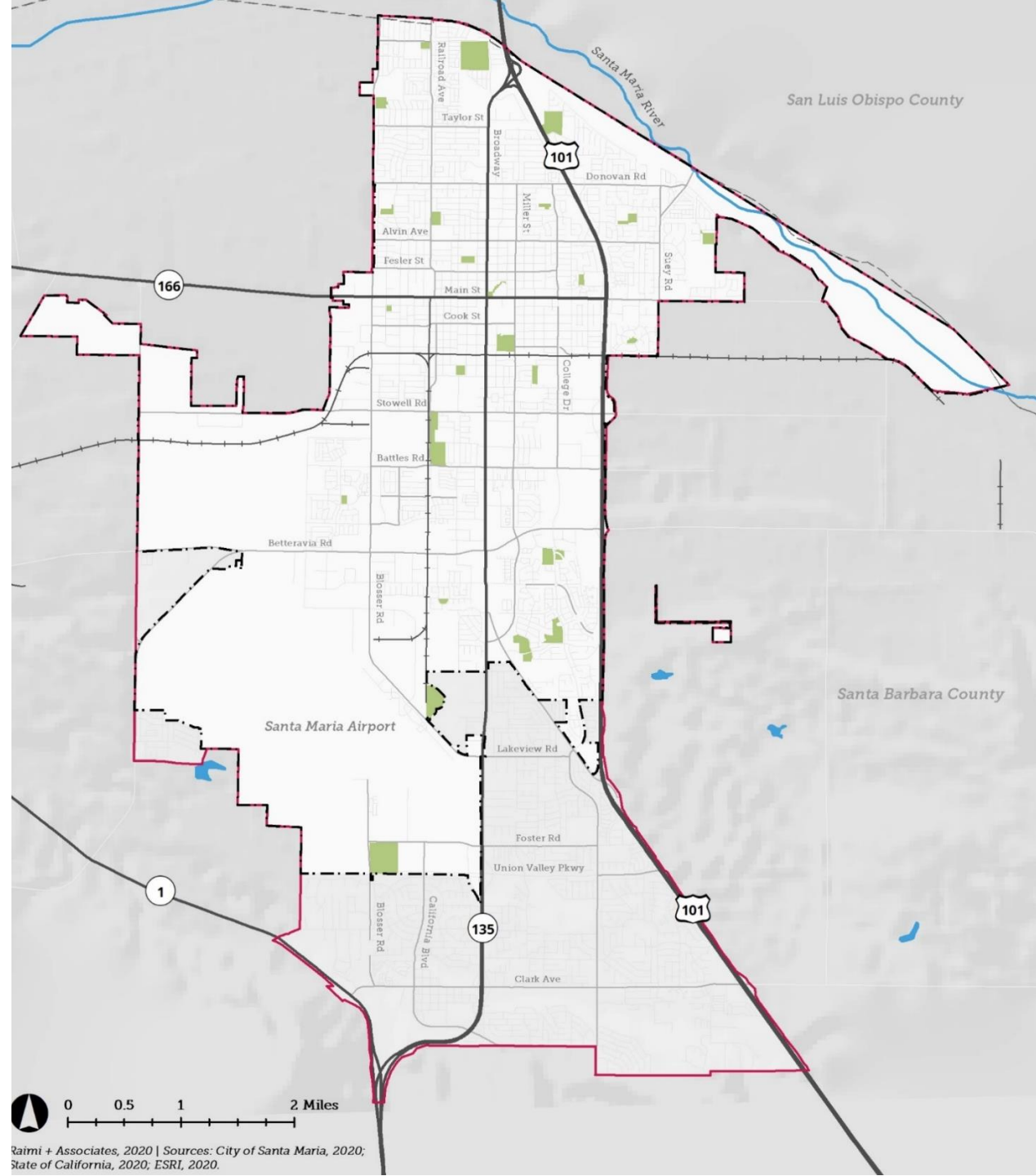
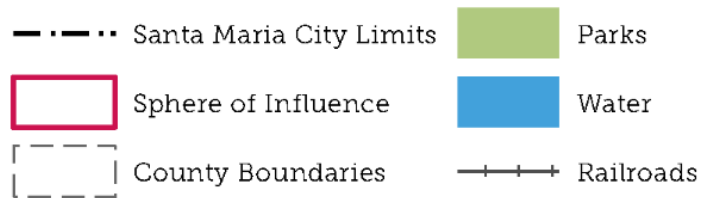
Presentation Overview

- Overview of the Santa Maria General Plan Update
- What We Learned in Phase 1: Existing Conditions
- The Outputs of Phase 2: Visioning
- Phase 3: Land Use Alternatives and Analysis
- **Recommended Preferred Land Use Alternative**
- Next Steps

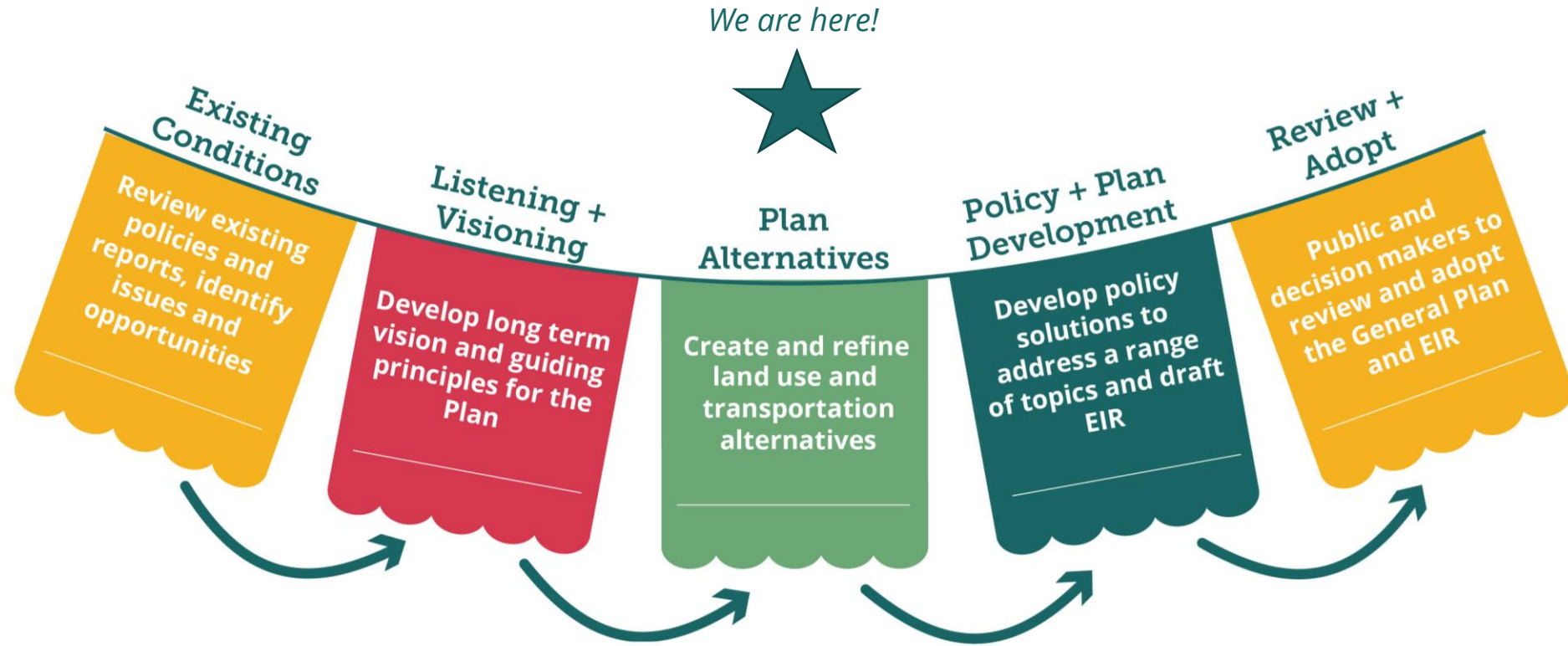
***Santa Maria General Plan
Update***

Planning Area

- City of Santa Maria
- Unincorporated Santa Barbara County
 - Orcutt



Planning Process



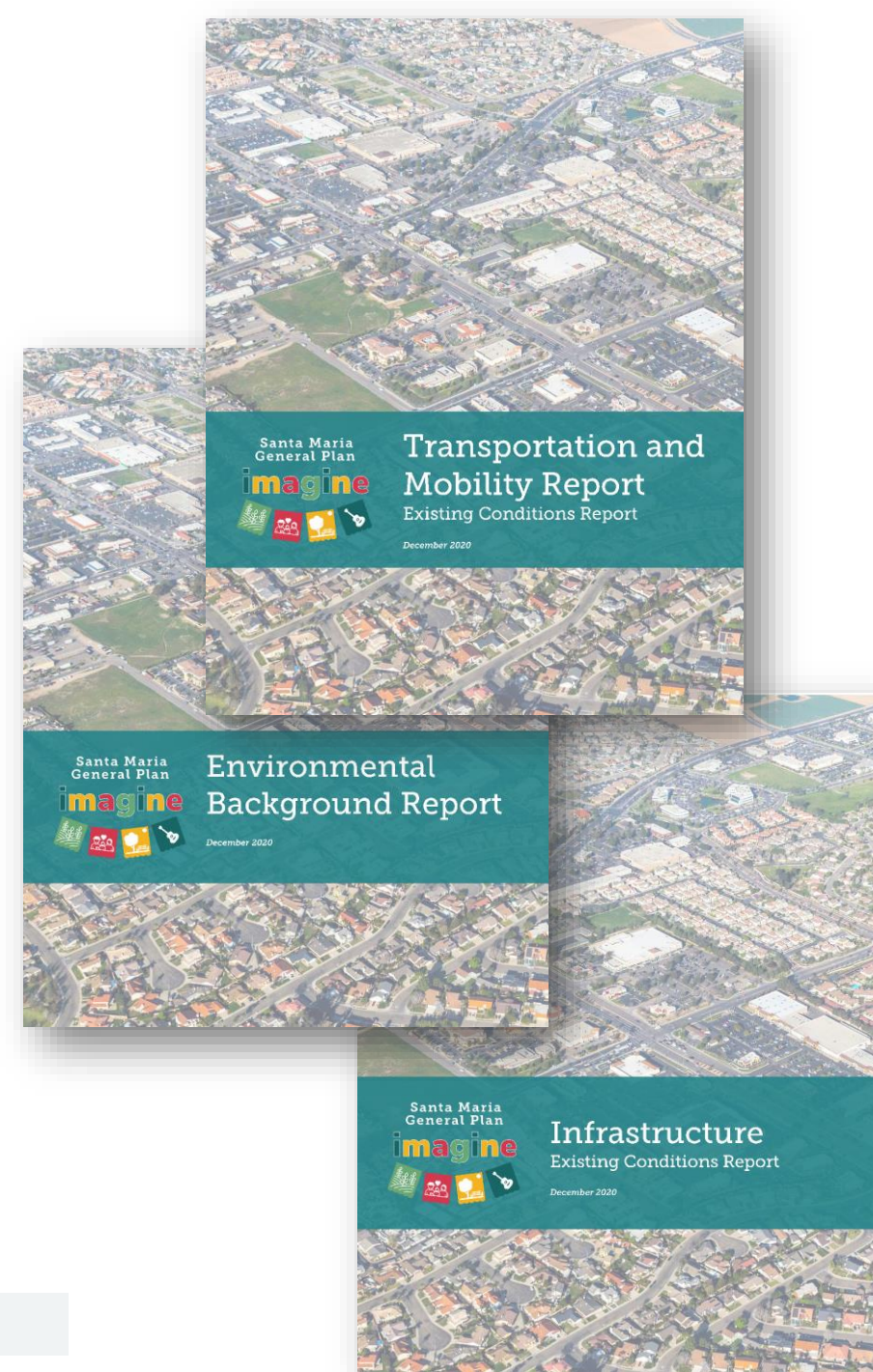
Community engagement throughout process

Please visit www.imaginesantamaria.com to learn more about the General Plan Update

***What We Learned in
Phase 1: Existing
Conditions***

Existing Conditions Reports

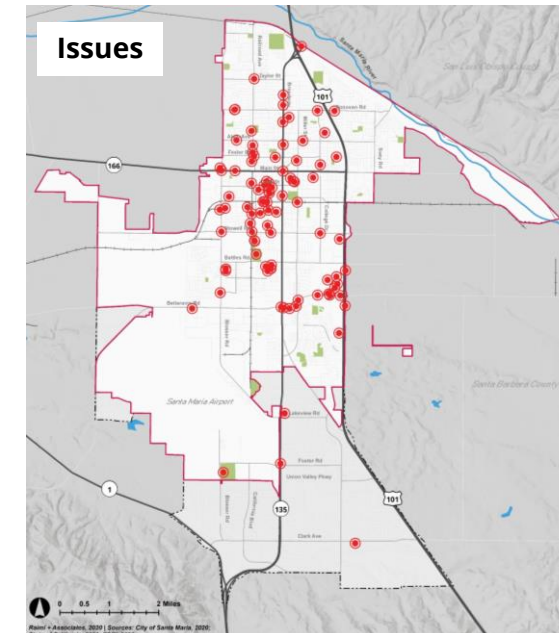
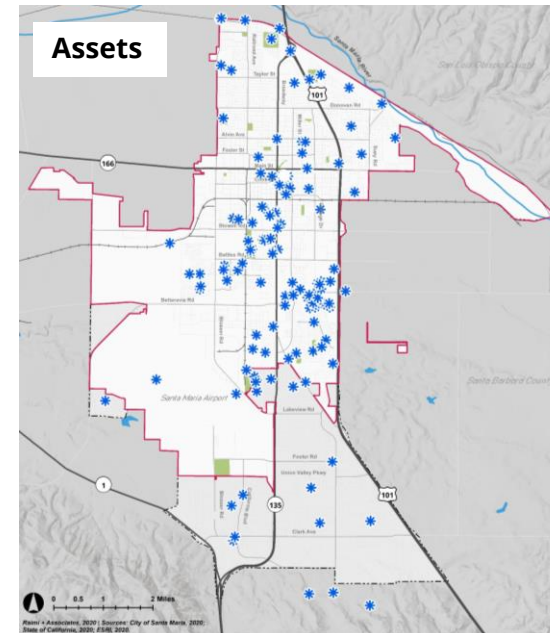
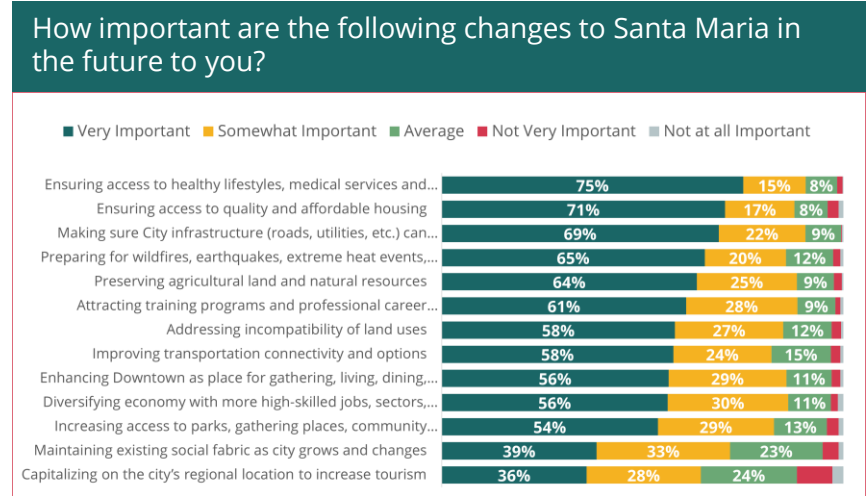
- Existing Conditions Reports (ECR) analyze current conditions in the city, as of 2020
 - Reports are intended to be a snapshot in time
 - Reports will help guide policy direction of the General Plan
- Reports:
 - Background Environmental Report
 - Infrastructure
 - Transportation and Mobility
 - Land Use and Community Design
 - Subarea Analysis
 - Health and Equity
 - Demographics, Housing, Economic and Market



Please visit www.imaginesantamaria.com to view Existing Conditions Reports

Community Engagement Activities

- Community Visioning Workshop
 - November 11, 2020 (English and Spanish)
 - December 3, 2020 (Spanish)
- Online Surveys
 - Phase 1
 - Issues and Assets Mapping Survey (July-September 2020)
 - Quality and Changes Survey (July-September 2020)
 - Phase 2
 - Visioning Survey (November-December 2020)
- Stakeholder and Neighborhood Meetings (2021): safety, housing, farmworkers, environmental justice
- Housing Element Engagement Activities (2022): survey, workshops



Please visit www.imaginesantamaria.com to view Community Engagement Summaries

Mapping Survey Results



What We Learned: Assets and Strengths

- Location and character
- Community
- Great neighborhoods
- Affordability
- Transportation system
- Public infrastructure and facilities
- Public services and safety
- Strong local economy with a variety of jobs
- Agriculture industry and jobs
- Small businesses and restaurants

What We Learned: Opportunities

- Housing quality, affordability, & choice
- Traffic congestion
- Active transportation
- Improved broadband and affordable utilities
- Public places and character
- Downtown and principal corridors
- Continued growth while preserving agricultural land
- Jobs-housing balance and economic opportunity
- Public safety and resilience
- Reduced greenhouse gas emissions



***The Outputs of Phase 2:
Visioning***

Vision Statement

Santa Maria in 2045 is a community where families can establish and maintain multi-generational roots. It is **close-knit, culturally diverse, and economically inclusive**.

This is possible, in part, because Santa Maria offers **affordable, safe, attractive, and healthy homes** and neighborhoods for all residents.

This is also possible because of the availability of **high-quality education, jobs, and economic opportunity**. Building from a strong foundation in the **agricultural, retail, healthcare, and business services industries**, Santa Maria has continued to diversify by expanding the training and skills of residents and by **adapting to new technologies and broader economic trends**.

People are proud of their history and heritage. This is reflected in the **diverse, well-preserved historical resources** and the **attractive, inviting streets and public gathering places**. Museums, art venues, a strong civic sector, and the many welcoming community events and celebrations are all evidence of a vibrant local culture.

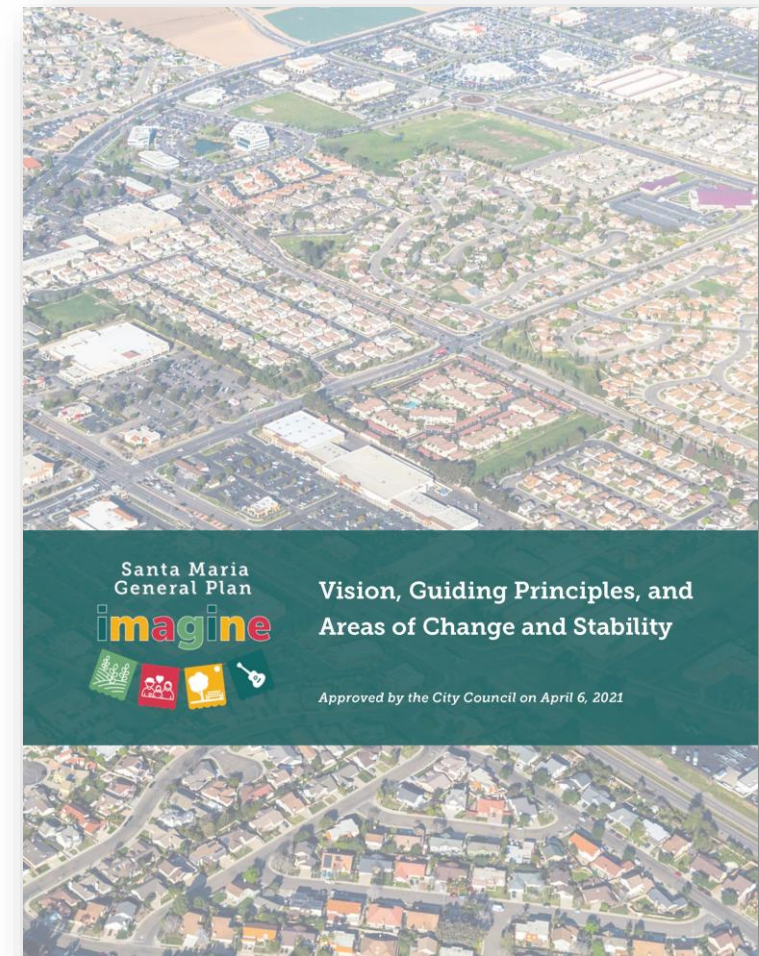
Residents have convenient **access on foot and by car, bus, and bicycle** to jobs, schools, community amenities like parks and sports fields, and the **region's natural environment**.

Public services are **reliable, inclusive, and efficient**, and the community is well-served by **equitable, modern, and sustainable infrastructure, facilities, and utilities**.

Guiding Principles

The Guiding Principles establish the direction to follow to achieve the community's shared Vision for 2045.

- ***Agricultural Identity***
- ***Culture, History, and Art***
- ***Community Design***
- ***Community Health***
- ***Natural Environment and Resilience***
- ***Housing Quality and Choice***
- ***Resilient Economy***
- ***Connected Growth***
- ***Transportation Innovations***
- ***Infrastructure, Utilities, Facilities, and Services***
- ***Governance and Engagement***



Areas of Stability and Change

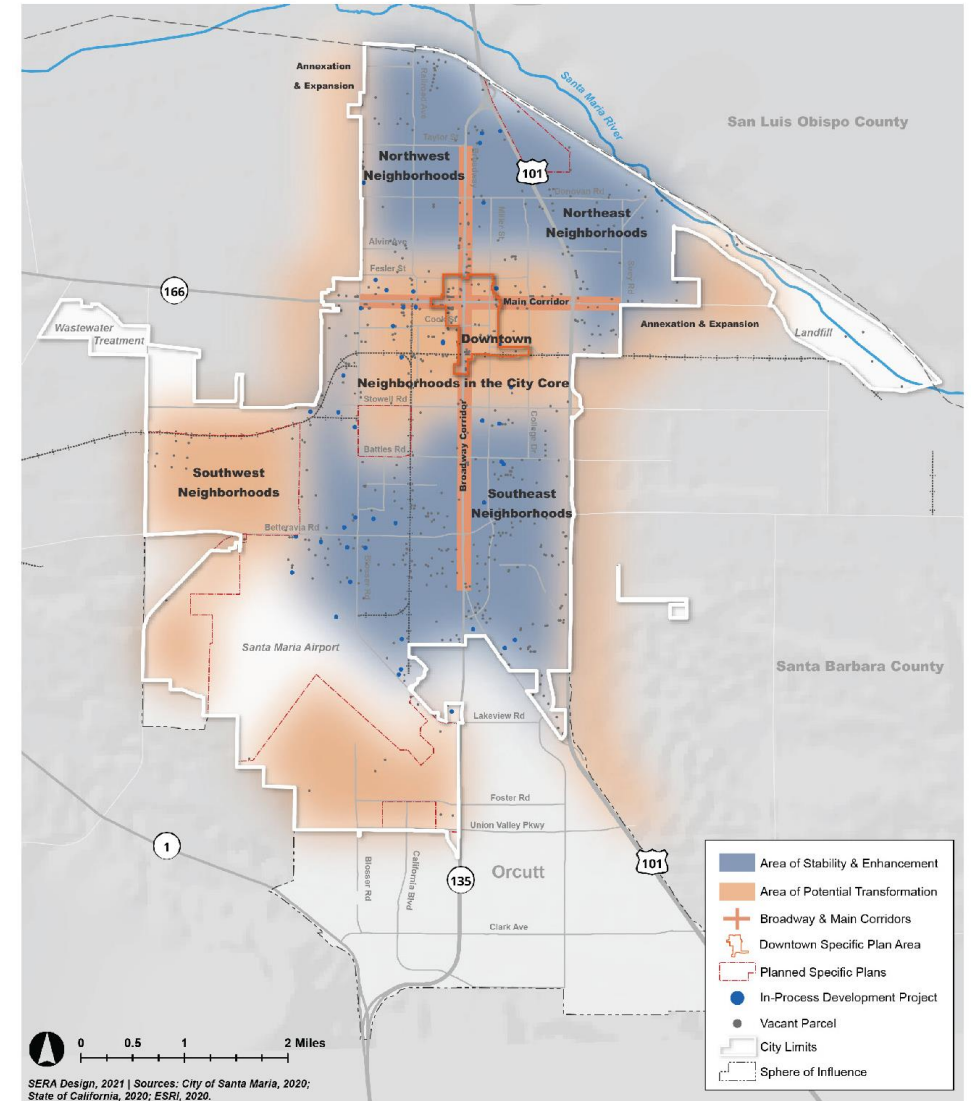
Areas of Stability and Enhancement

- *Northwest Neighborhoods*
- *Northeast Neighborhoods*
- *Southeast Neighborhoods (south of Downtown, east of Broadway, and west of US-101)*

Areas of Potential Transformation

- *Downtown*
- *Neighborhoods in the City Core*
- *Main Street and Broadway Corridors*
- *Southwest Neighborhoods (northwest, west, and south of the airport)*
- *Annexation and Expansion*

Conceptual Map: Areas of Change and Stability



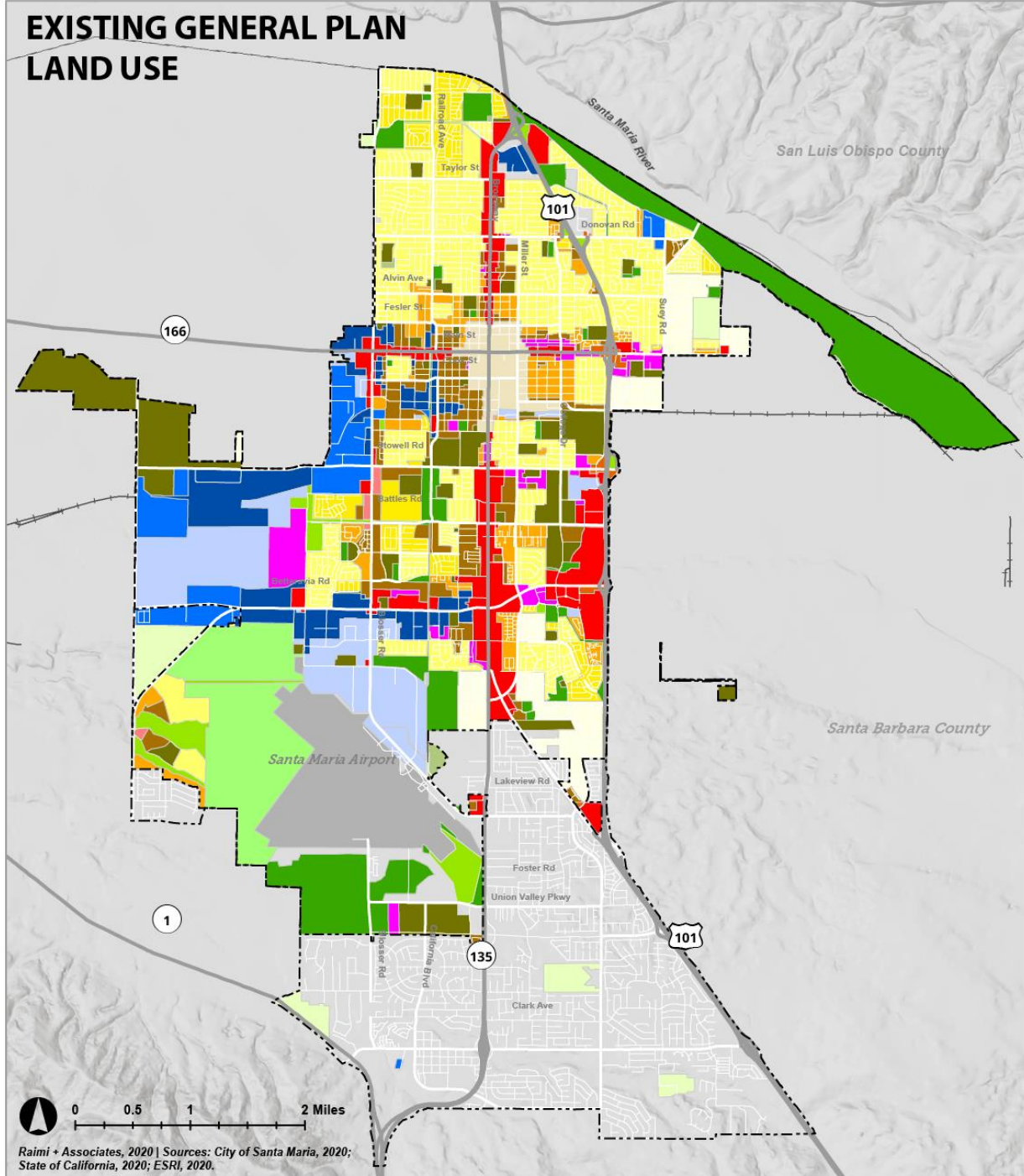
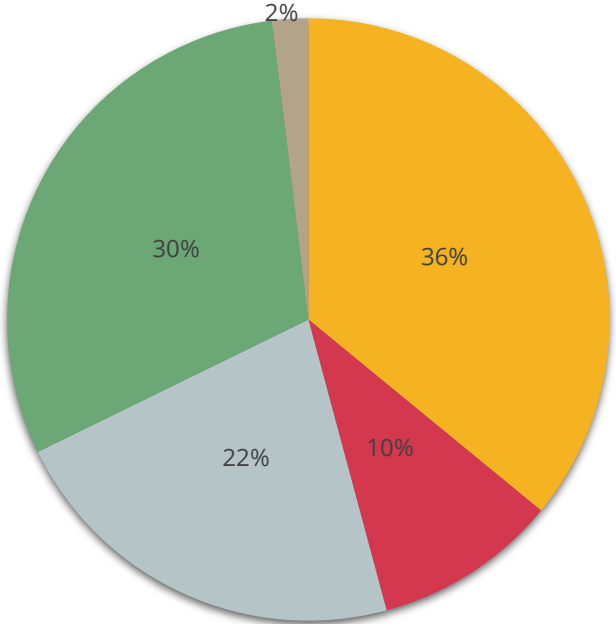
***Phase 3: Land Use
Alternatives and Analysis***

What are General Plan Land Uses?

- Maps establish **future growth policy** that directs physical development
- Designations show the distribution, mix, and intensity of future **land uses** in the City
- The map is **supported by other policies**. Other Elements ensure there is adequate infrastructure and services.

Existing General Plan Land Use

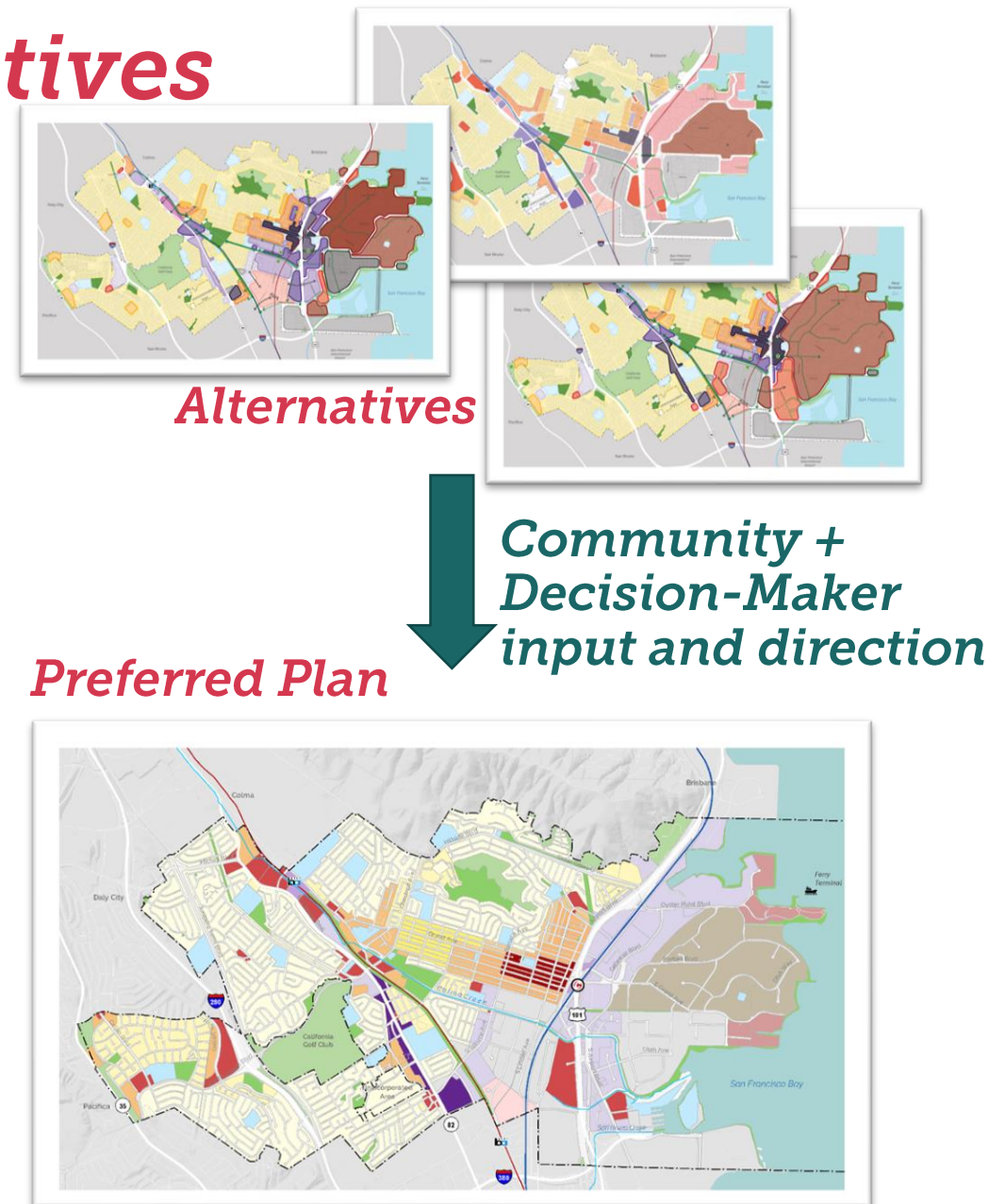
- Residential
- Commercial
- Public and Open Space
- Mixed Use
- Industrial/Airport
- Planned Development



Approach to Land Use Alternatives

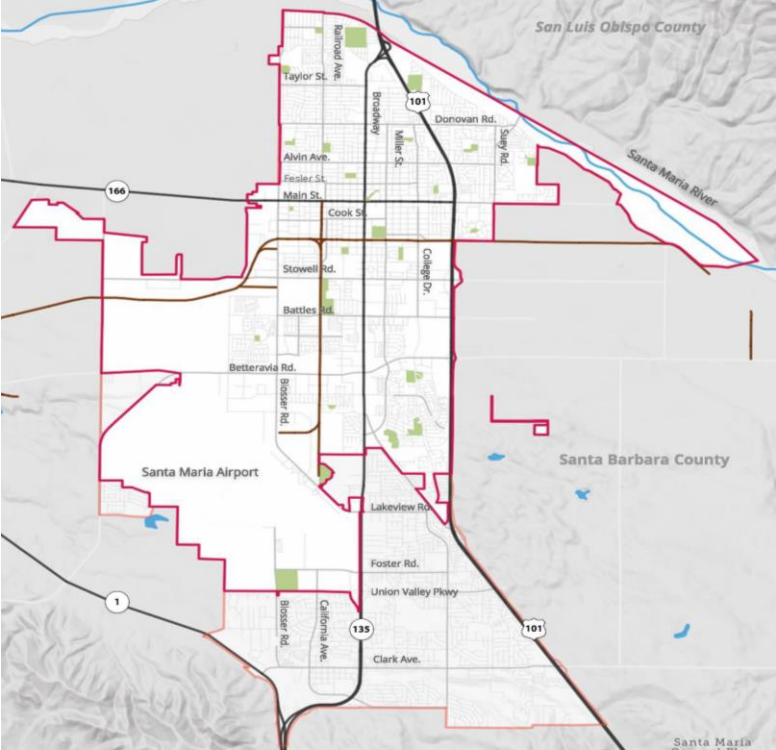
Purpose of Land Use Alternatives

- First step towards developing General Plan policies and actions
- Alternatives model different future growth scenarios.
- All achieve the Vision in a manner consistent with the Guiding Principles
- Help the community understand trade-offs and make informed choices

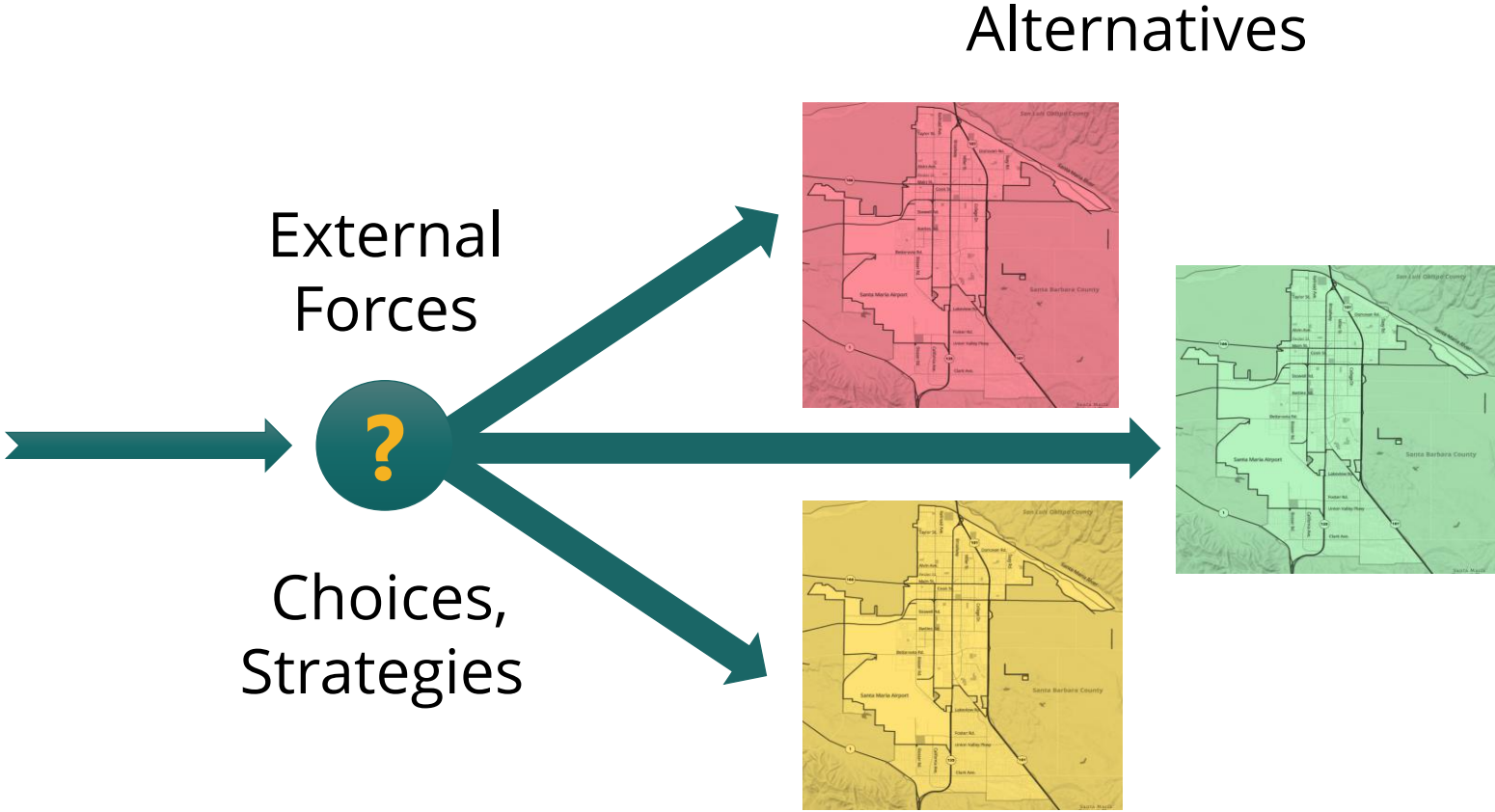


Example from South San Francisco

Modeling and Evaluating Choices



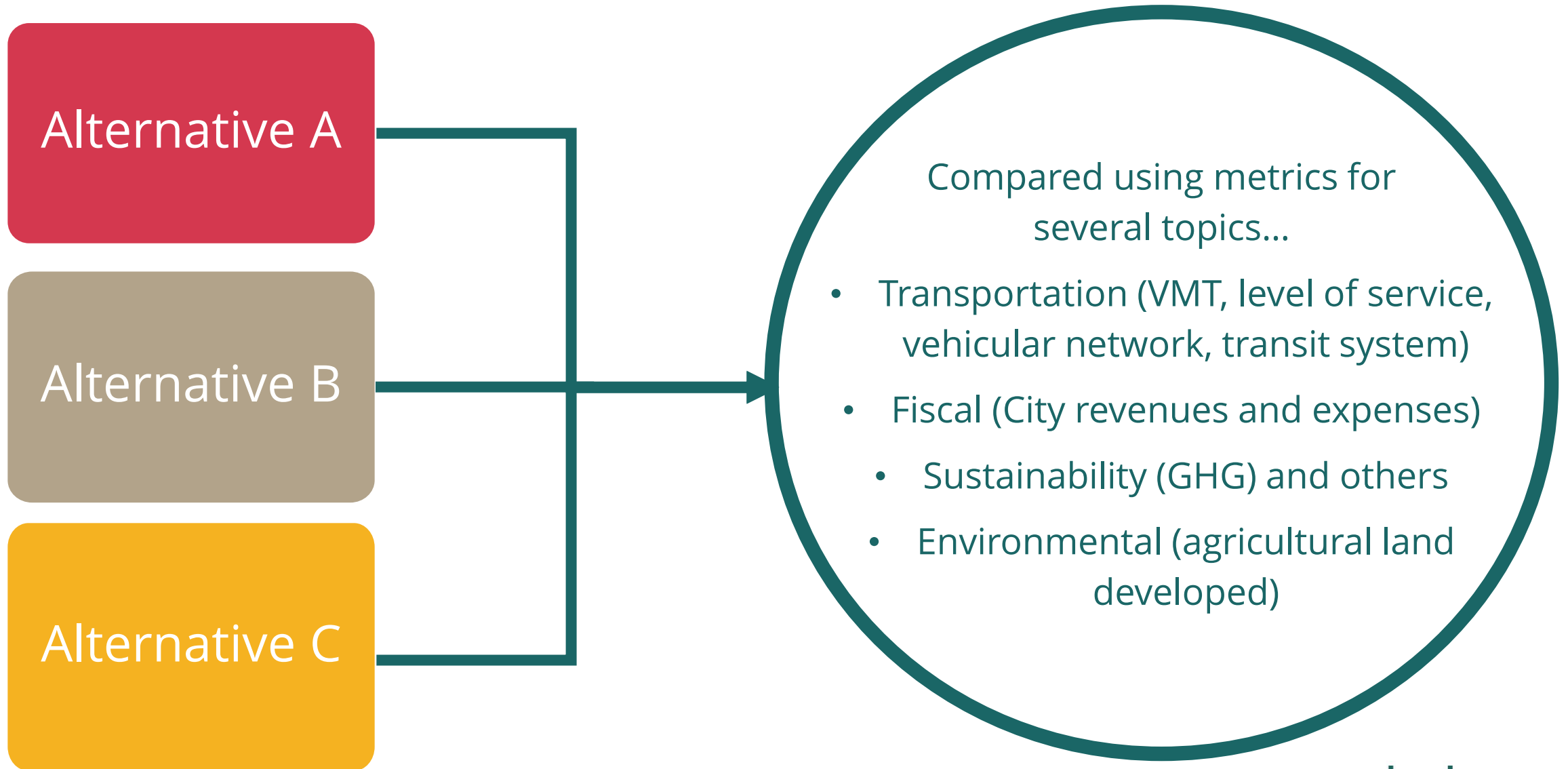
TODAY



Alternatives

FUTURE

How Do We Compare Alternatives?



How Much Growth Should We Plan For?

Considerations include...

Projected growth

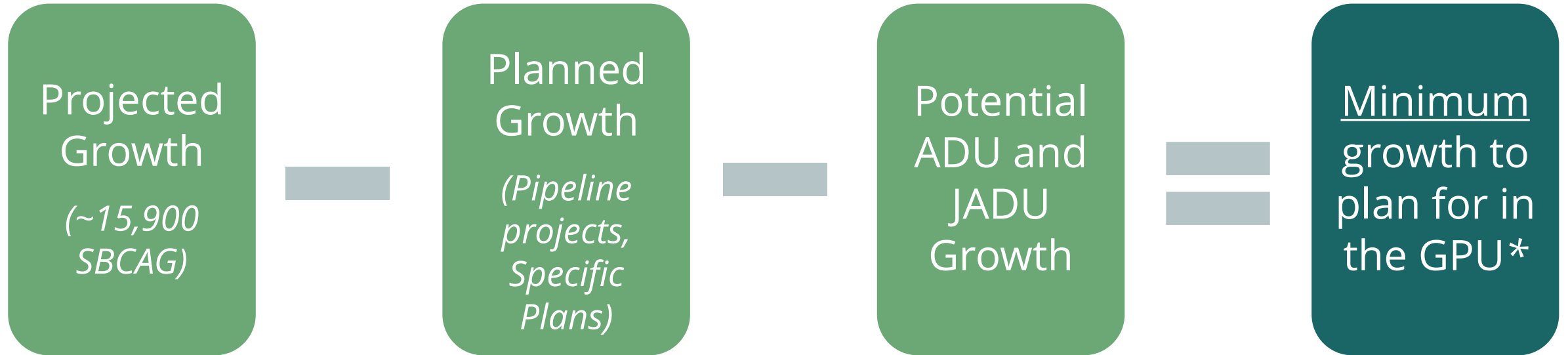
- Regional growth projections from SBCAG
- Regional Housing Need Allocation (RHNA)

Ongoing Development

- Planned growth
 - Pipeline development
 - Specific Plans
- ADU and JADU growth



Minimum Residential Growth to Plan For



- **Minimum growth to plan for = 9,400 units**

- Residential growth will need to be supported by parks and public facilities

**Confirmed by Planning Dept*

Non-Residential Growth



- There is existing zoned capacity for jobs growth to arrive at jobs/housing target ratio of 1.2.*
- Thus, the **main focus** of alternatives was to plan for residential growth.

**Target jobs/housing ratio for 2050 confirmed with Planning Department*

Development Opportunities and Constraints

Opportunities

Downtown Santa Maria

Corridor Revitalization

Vacant Land

Opportunity Sites

**Improving Access to Amenities, Schools,
and Services**

Annexation

Constraints

Land Use Conflicts

Disconnected Development

Infrastructure

Hazardous Sites

Groundwater Threats

Airport Land use Compatibility

Biological Resources

Major Noise Sources

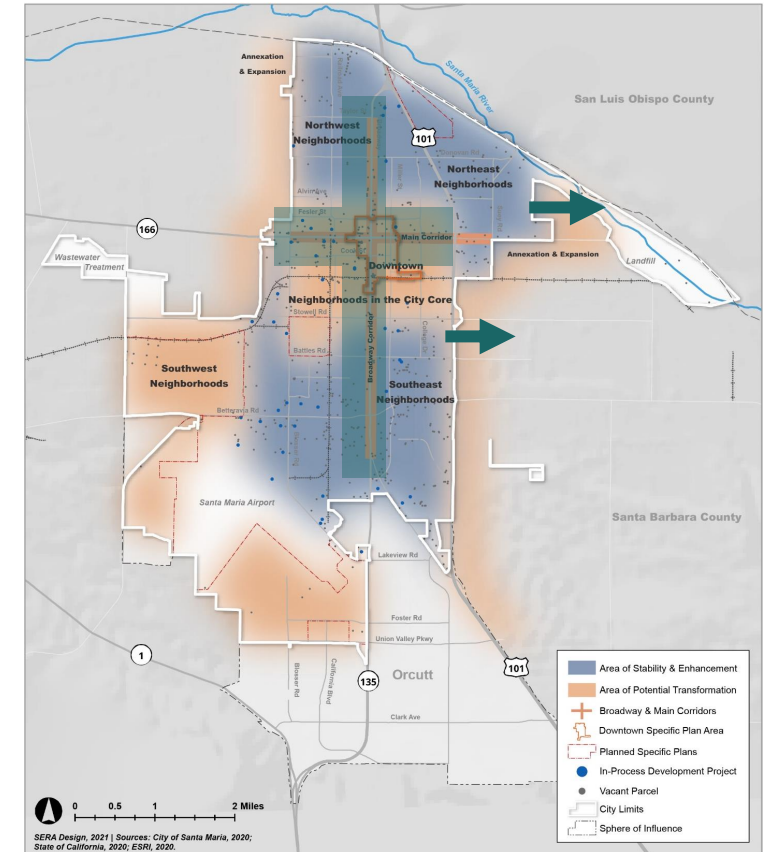
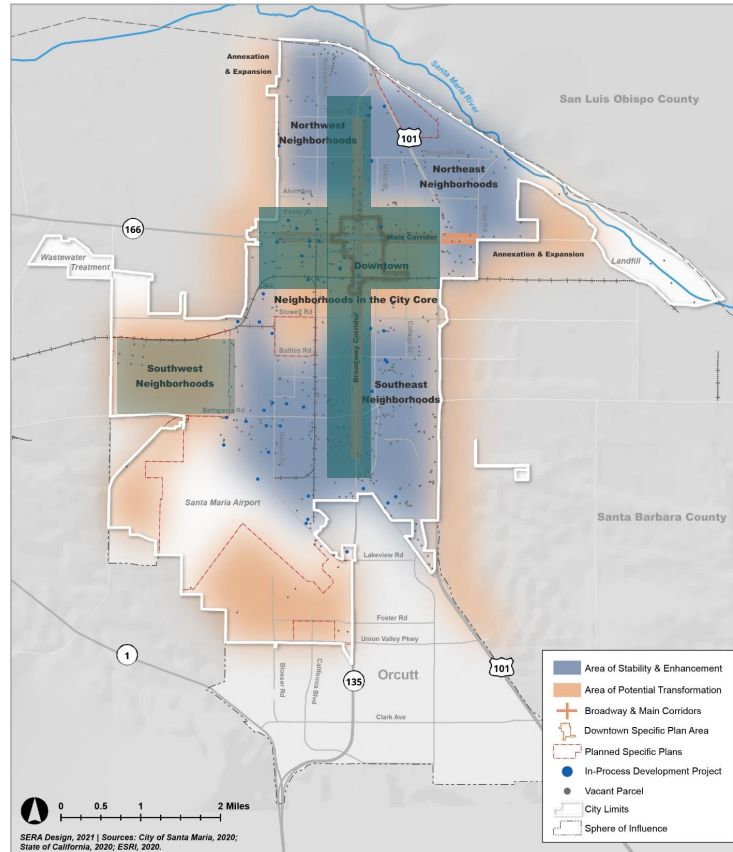
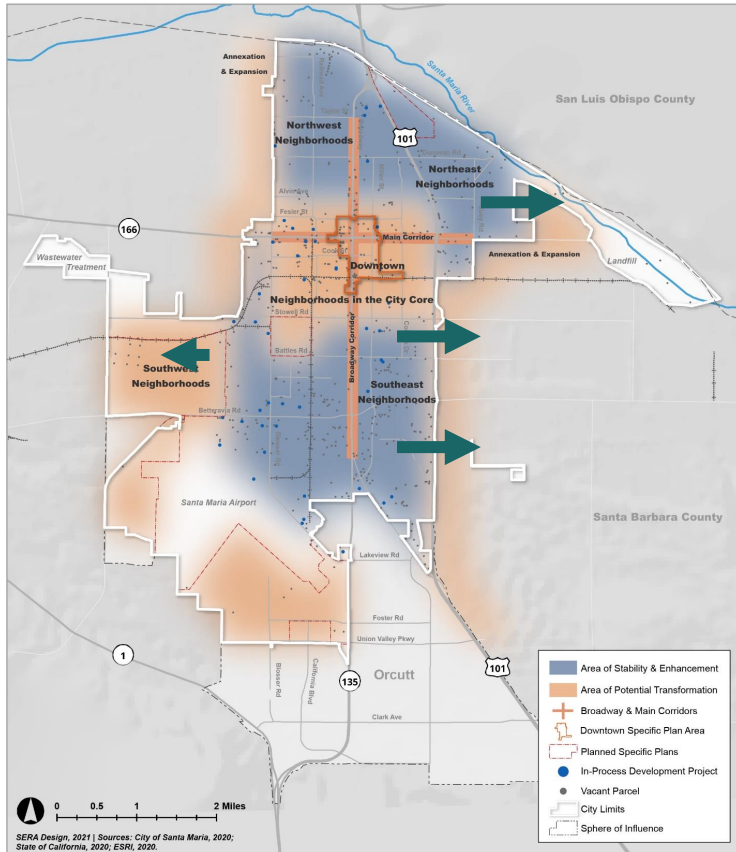
Land Use Alternatives for Santa Maria

Land Use Alternatives

Alternative A continues city expansion through **annexation**.

Alternative B focuses **infill** development within the existing city boundaries.

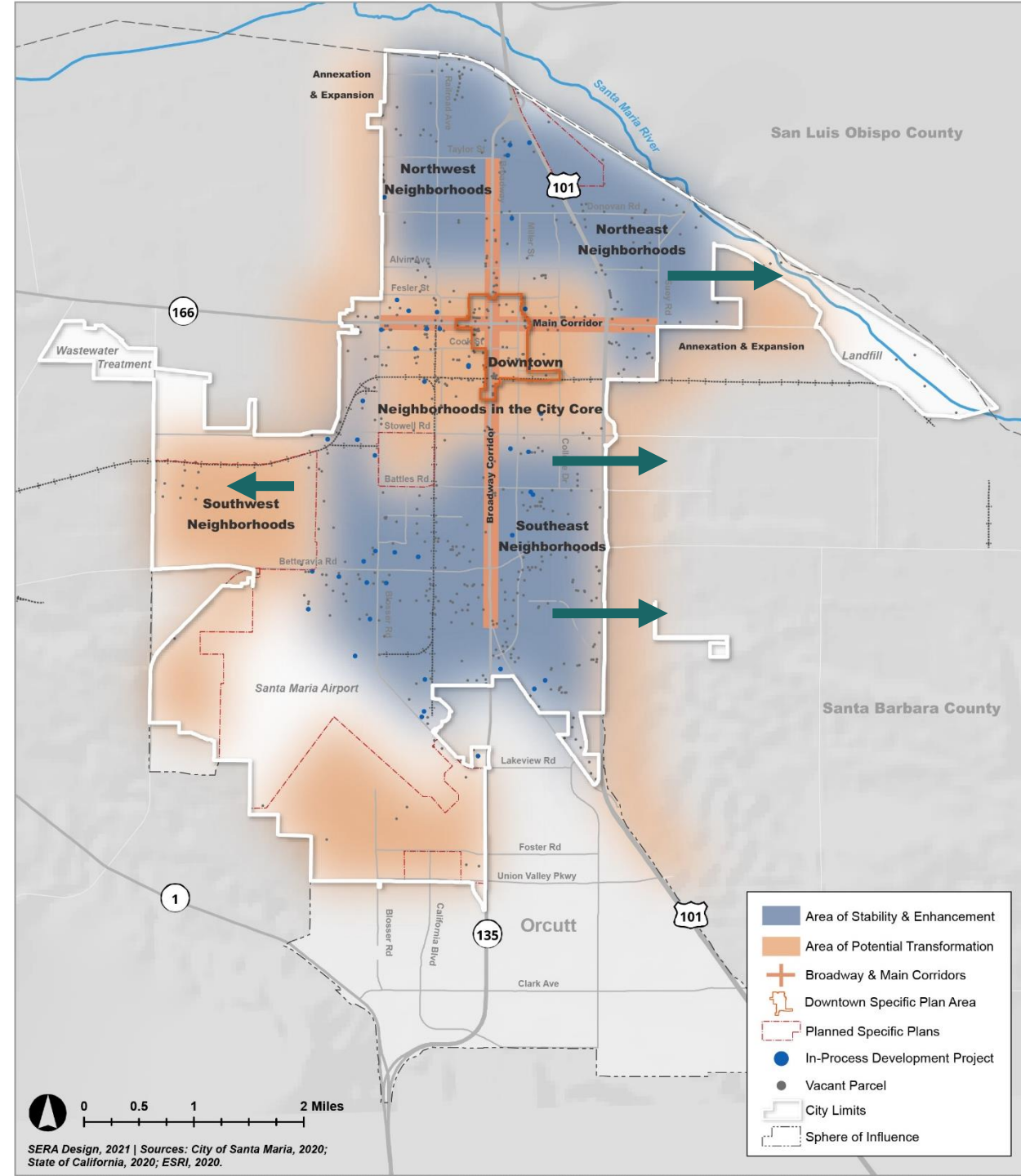
Alternative C is a **hybrid** of Alternatives A and B.



Alternative A: Outward Expansion

Goals/drivers:

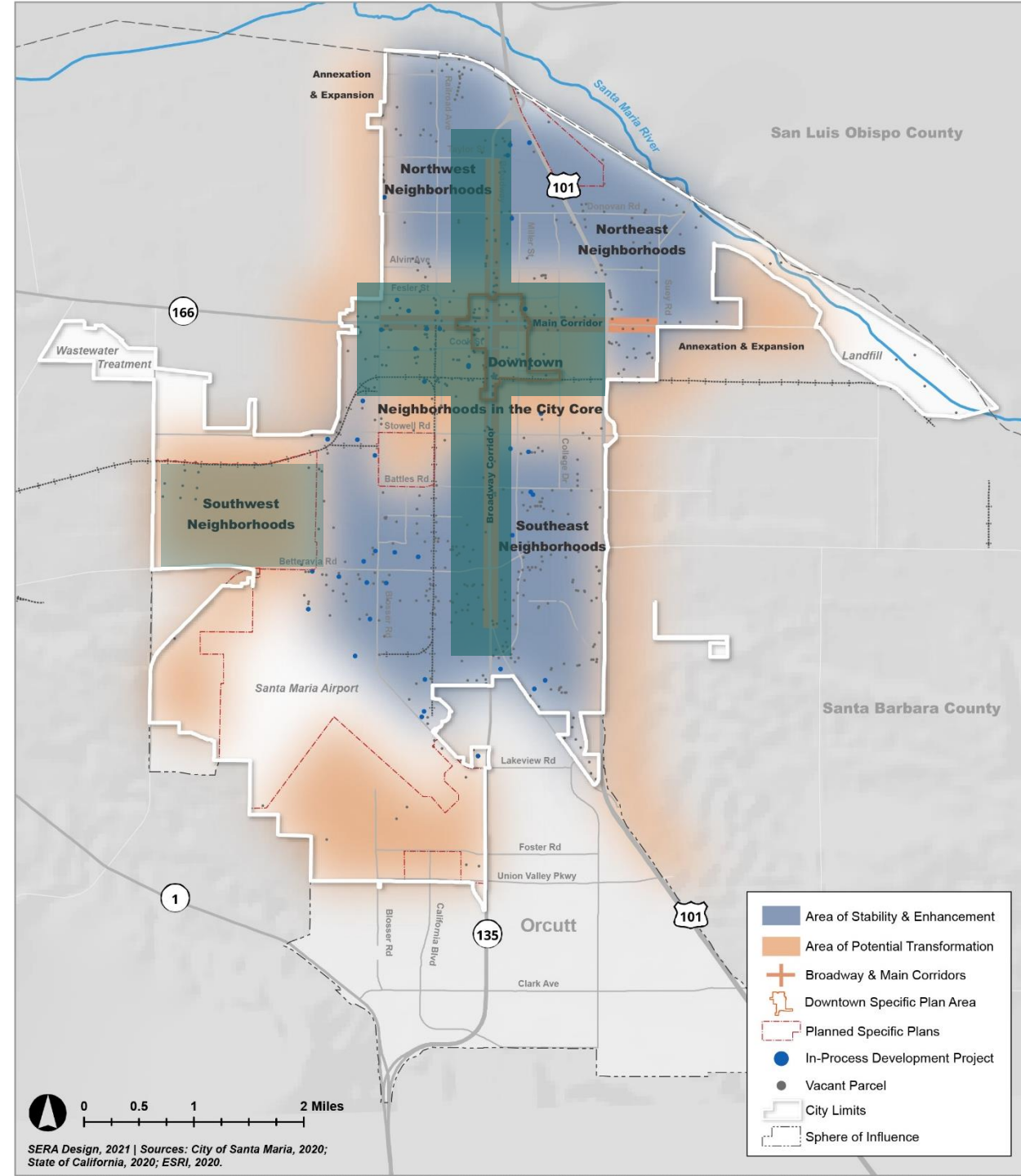
- Historical pattern of outward expansion
- Continue city's historic low-density pattern of development
- Community feedback:
 - Retain low-density character
 - Not enough room to grow within City limits



Alternative B: City Infill

Goals/drivers:

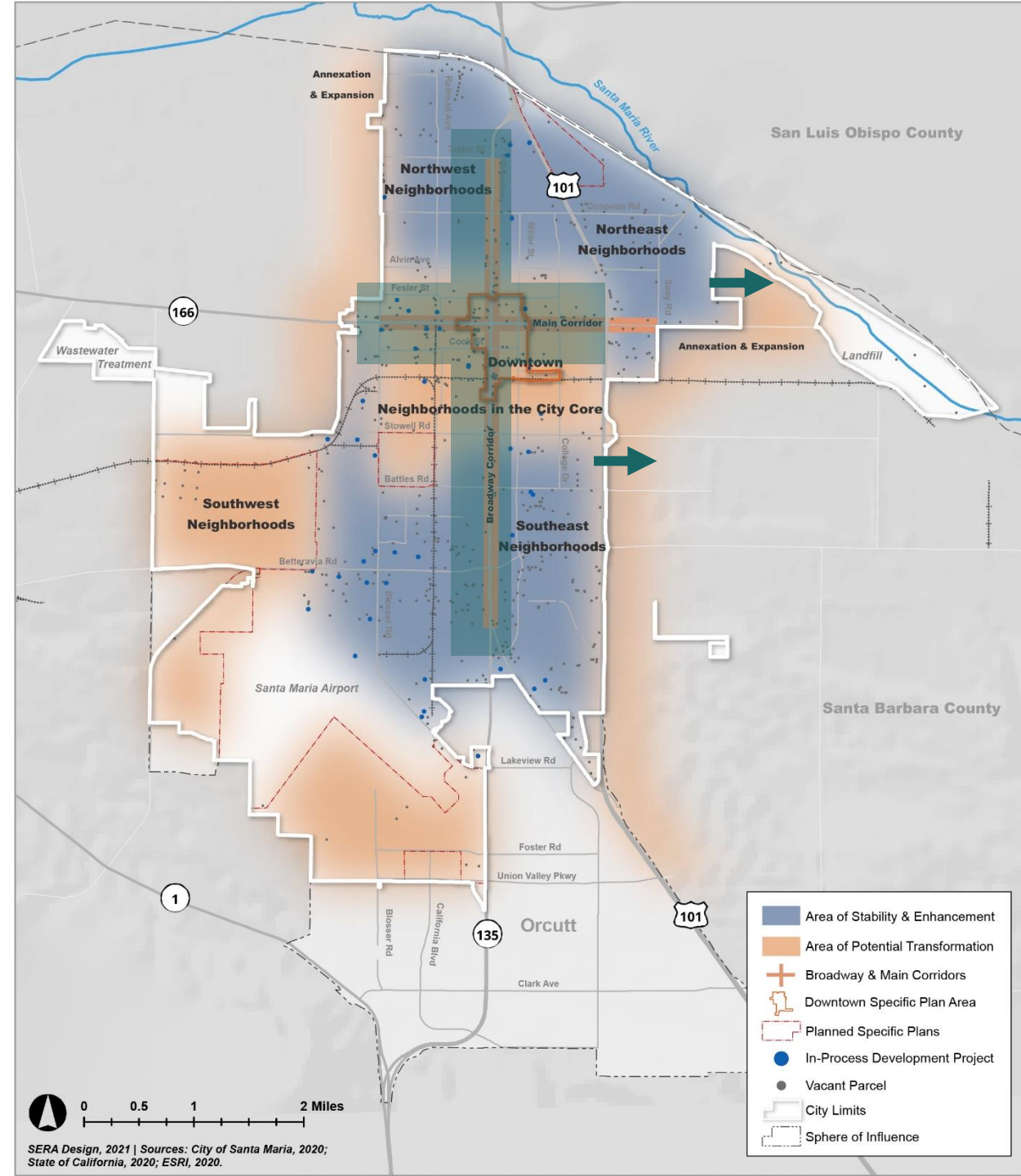
- Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS)
- Infill site development
- No annexation
- Community feedback:
 - Preserve farmland
 - Create more opportunities for living, working, and gathering Downtown



Alternative C: Hybrid

Goals/drivers:

- Maintenance of low-density residential character in most parts of the city
- Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS)
- Infill site development
- Preservation of more farmland than Alternative A



Alternatives Comparison

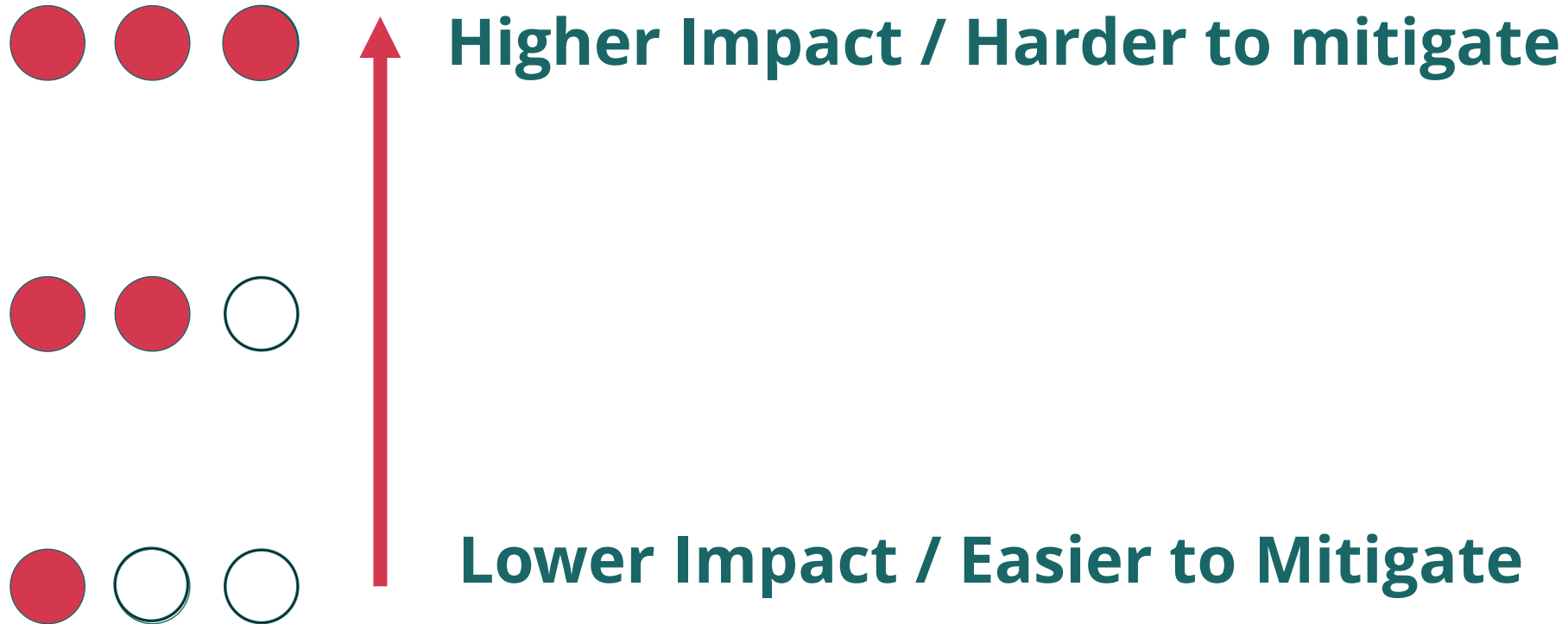
Purpose and Scope of the Alternatives Analysis

- Help the community and decision-makers understand tradeoffs among the three land use alternatives
- Compares and contrasts the land use alternatives using a combination of land use, environmental, mobility, economic, and fiscal metrics

Please visit www.imaginesantamaria.com to view the Land Use Alternatives Analysis.

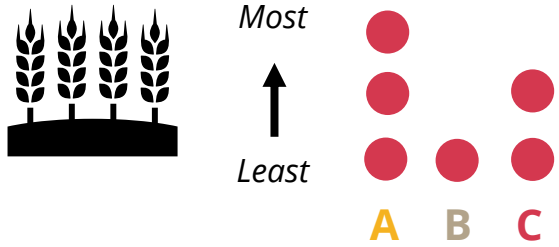
Alternatives Analysis Results

- Dots represent relative potential impact.
- Some impacts can be mitigated through remediation measures

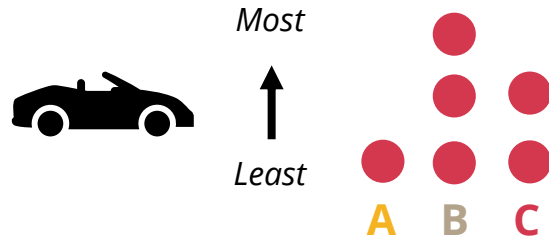


Summary of Findings

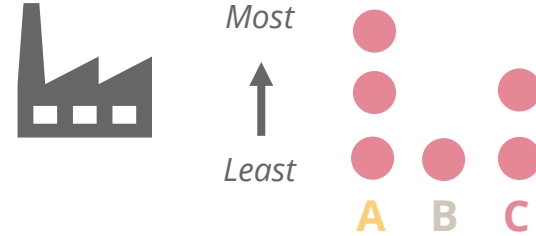
Development on agricultural + greenfield land



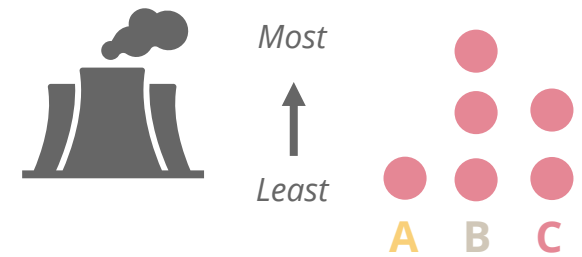
Traffic Impacts



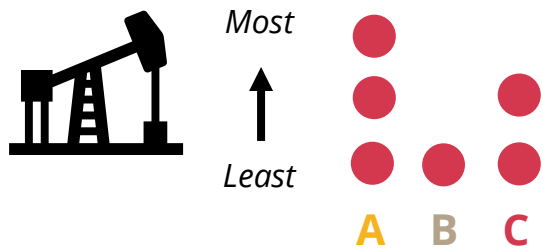
Emissions per capita



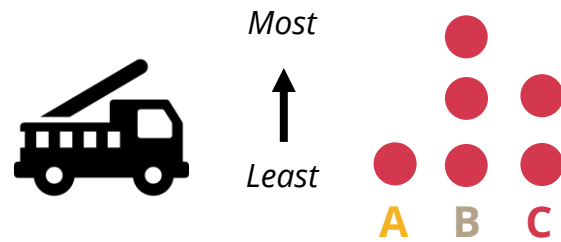
Air quality impacts



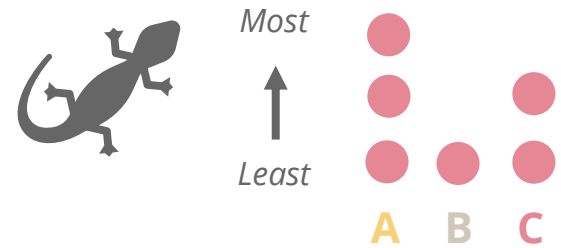
Oil + gas well hazard impacts



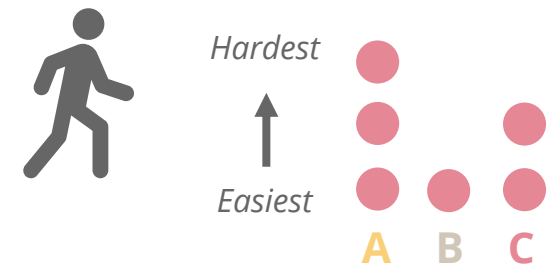
Fire impacts



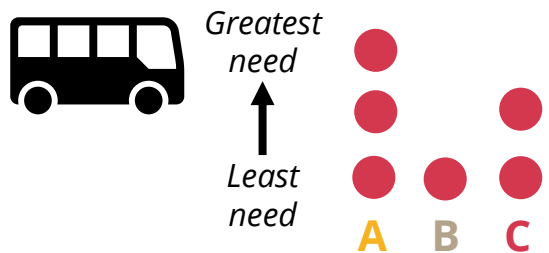
Development on biological/ critical habitat



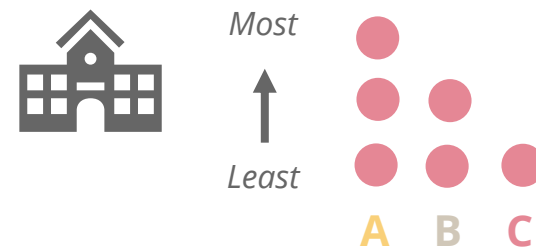
Ease of walkability



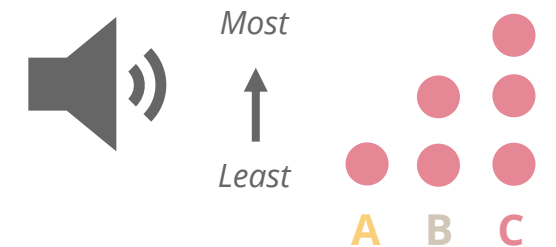
Need for VMT mitigation & new roadways, street networks, transit



Non-residential building capacity



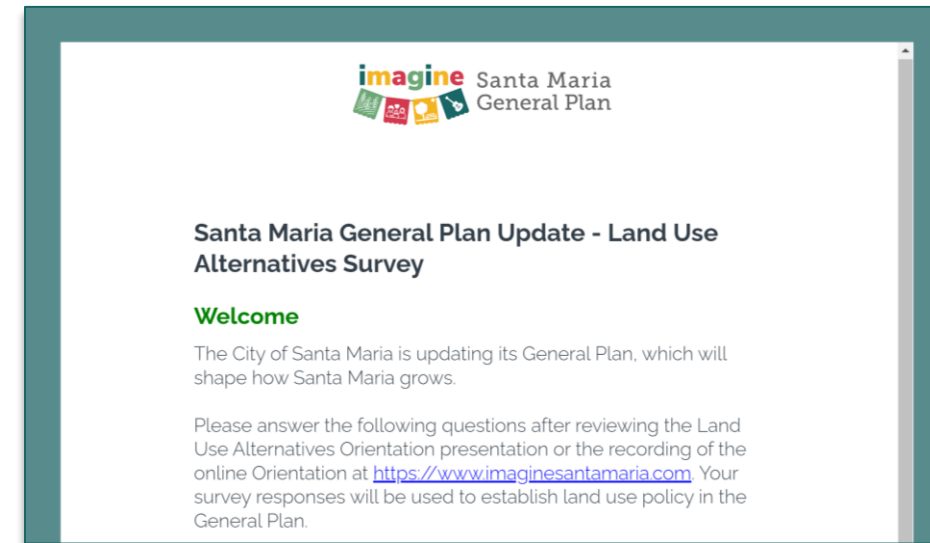
Noise Impacts



***Recommended Preferred
Land Use Alternative***

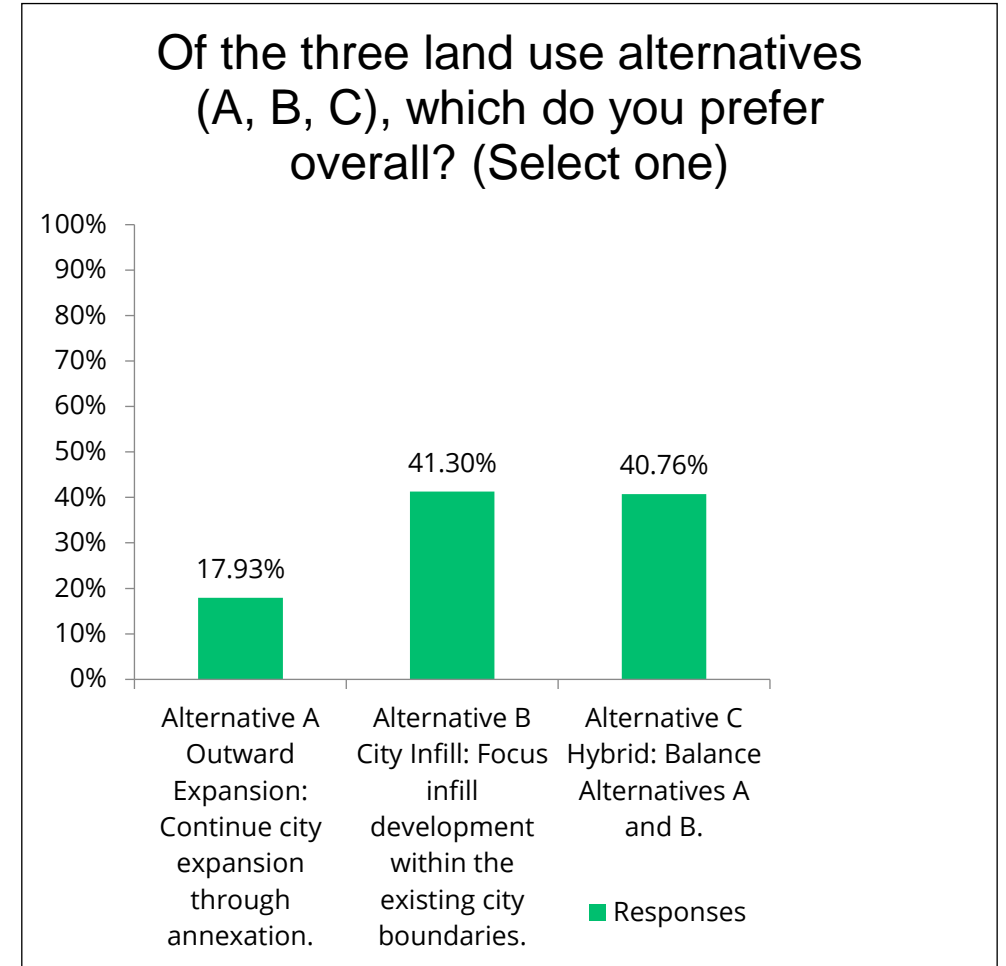
Alternatives Engagement

- **Survey in English and Spanish:**
www.imaginesantamaria.com
April 5, 2023 to May 2, 2023
- **Virtual Orientation April 5, 2023 | 5:30 – 7:30 pm**
Recording and slides: www.imaginesantamaria.com
- **In-person Alternatives Orientation**
April 6, 2023 | 5:30 – 7:30 pm
*Location: Shepherd Hall,
421 S. McClelland Street Santa Maria, CA 93454*
- **Office Hours**
 - **In-person: Tues. April 18, 2023 | 1:30–3:00 pm**
Location: City of Santa Maria Public Works Engineering Conference Room
 - **On Zoom: Wed. April 19, 2023 | 10–11:30 am**
Register here: <https://bit.ly/smgpu-officehours>
- **Technical Memo, Land Use Alternatives Analysis, and Fiscal Analysis available at www.imaginesantamaria.com**



Survey Findings

- Most important outcome (desired by almost 40% of survey respondents): **better walkability to destinations, followed by reduced traffic congestion.**
- 60% either strongly or somewhat supported **allowing more high-density buildings along Broadway and Main Street**
 - Respondents favored densities closer to those assumed in Alternative C: Hybrid
- Survey respondent preferences: evenly split between **Alternative B City Infill (41%)** and **Alternative C Hybrid (40%)**



Technical Advisory Committee (TAC) and Department Head Feedback

- Ensure **existing residents** in areas underserved by parks, public facilities, services, and commercial uses in the northwest portion of the city **benefit from land use changes**
- Ensure there will be **adequate school, infrastructure, police, fire, and healthcare facilities** to serve the growing population
- City department heads generally **favor annexation**.
- US-101 will bisect the city if it annexes land eastward, so it's important to establish **safe east-west connections**.
- Consider also annexing the area that is north of Main Street and directly east of current City limits because a new water main is serving that area.
- Need to understand infrastructure needs, public facility needs, etc. for conversations regarding annexation with the **Local Agency Formation Commission (LAFCO)**

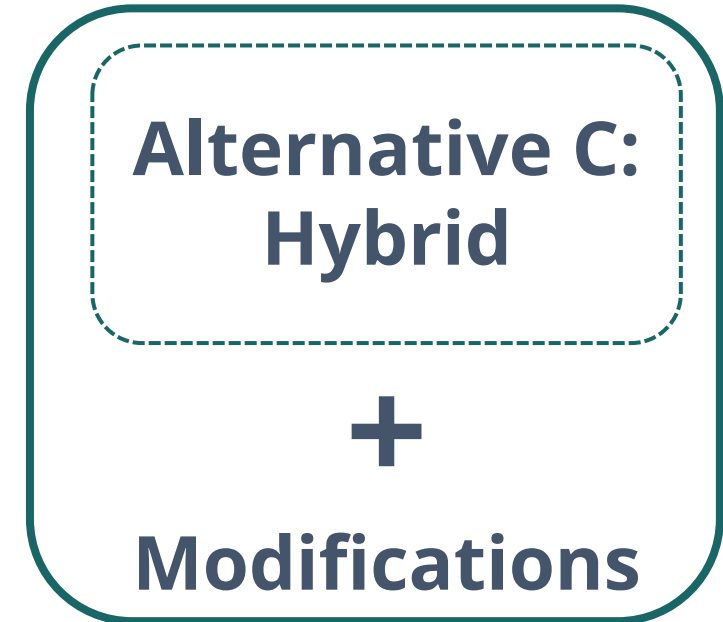
Recommended Preferred Alternative

Within City limits

- Downtown will continue growing under the direction of the Downtown Specific Plan.
- Increased residential development density along Main Street and Broadway
- Increased residential development density on “opportunity sites” designated High Density Residential (HDR) And Medium Density Residential (MDR)
- Change land use designations in Area 9, allowing low-density residential along A Street*
- Parcel west of Broadway and north of Taylor Street is designated as Community Facilities.

Outside City Limits

- Planned annexation allows for a mix of commercial, industrial, housing, and institutional uses.
- New residential neighborhoods outside City limits will be “complete neighborhoods,” where residents can conveniently access new neighborhood commercial areas, parks, and public facilities like schools, government facilities, and recreation centers.

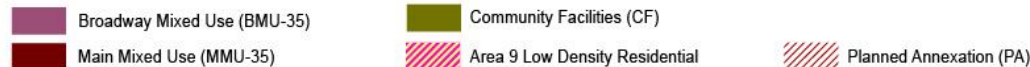


*Currently, the Area 9 Specific Plan allows the following land uses. Land uses along A street are highlighted in bold.

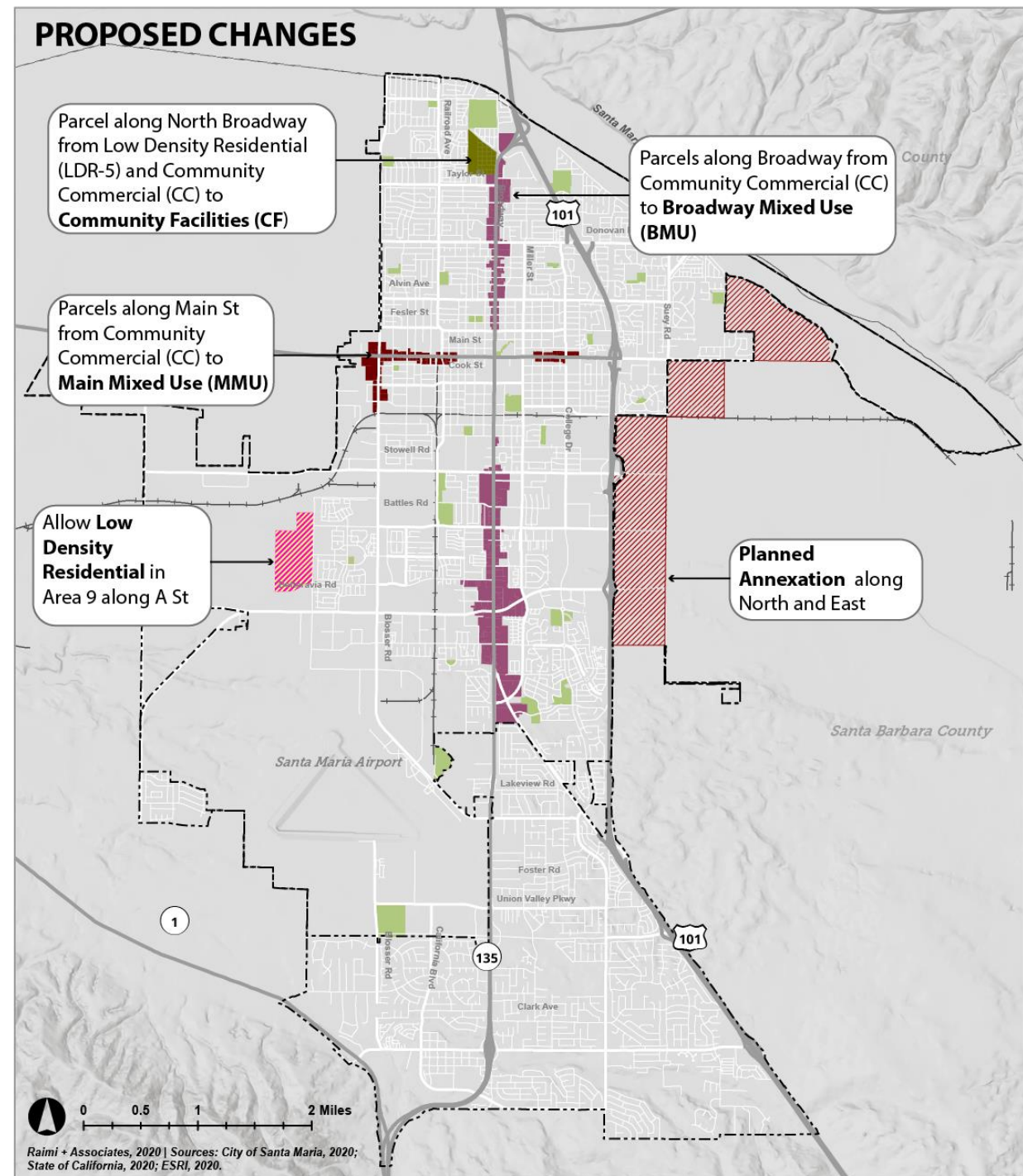
- Light Industrial (LI)
- Heavy Commercial Manufacturing/ Agriculture (HCM/AG)
- Heavy Commercial manufacturing (HCM)
- General Industrial (GI)
- **Community Commercial (CC)**
- **Commercial/Professional office (CPO)** (allows residential per Mixed Use Code)
- **Conservation Open Space (COS)**

Land Use Changes

- Create new land use designations:
 - Broadway Mixed Use (BMU) and Main Mixed Use (MMU), both of which allow up to 35 dwelling units/acre
 - Planned Annexation (PA) along East of 101 and Northeast of Santa Maria
- Amend the Area 9 Specific Plan to allow low density residential uses along A Street, consistent with the LMDR-8 designation.
- Change parcel along North Broadway to Community Facilities



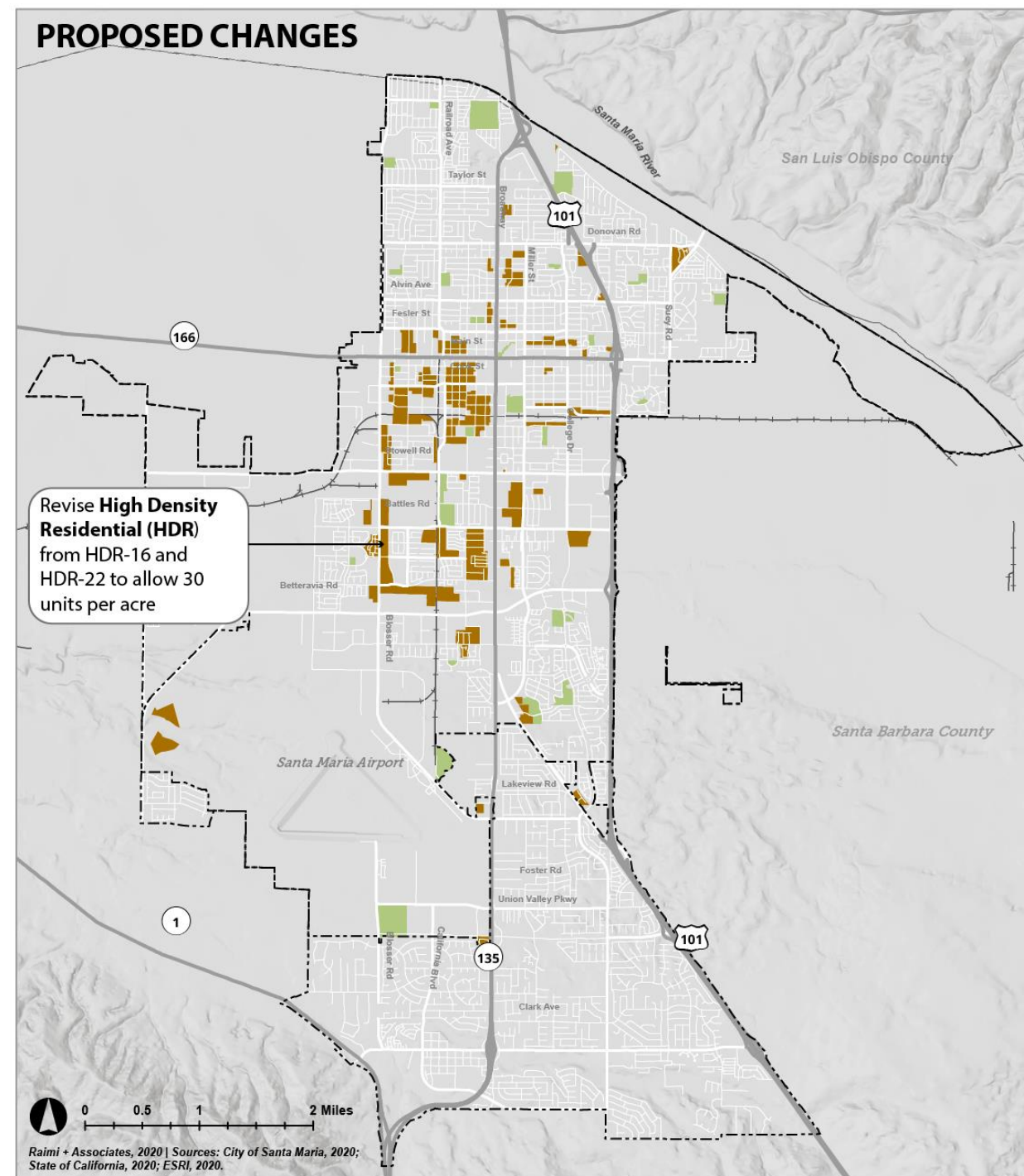
PROPOSED CHANGES



Land Use Changes

- Revise the existing High Density Residential (HDR) designation to allow up to 30 du/ac (the current maximum is 22 du/ac)
 - Consistent with State affordable housing law
- Eliminate the Medium Density Residential-10 (MDR-10) General Plan land use designation and reassign all MDR-10 parcels to Medium Density Residential-12 (MDR-12) to allow up to 12 dwelling units per acre (du/ac)

PROPOSED CHANGES

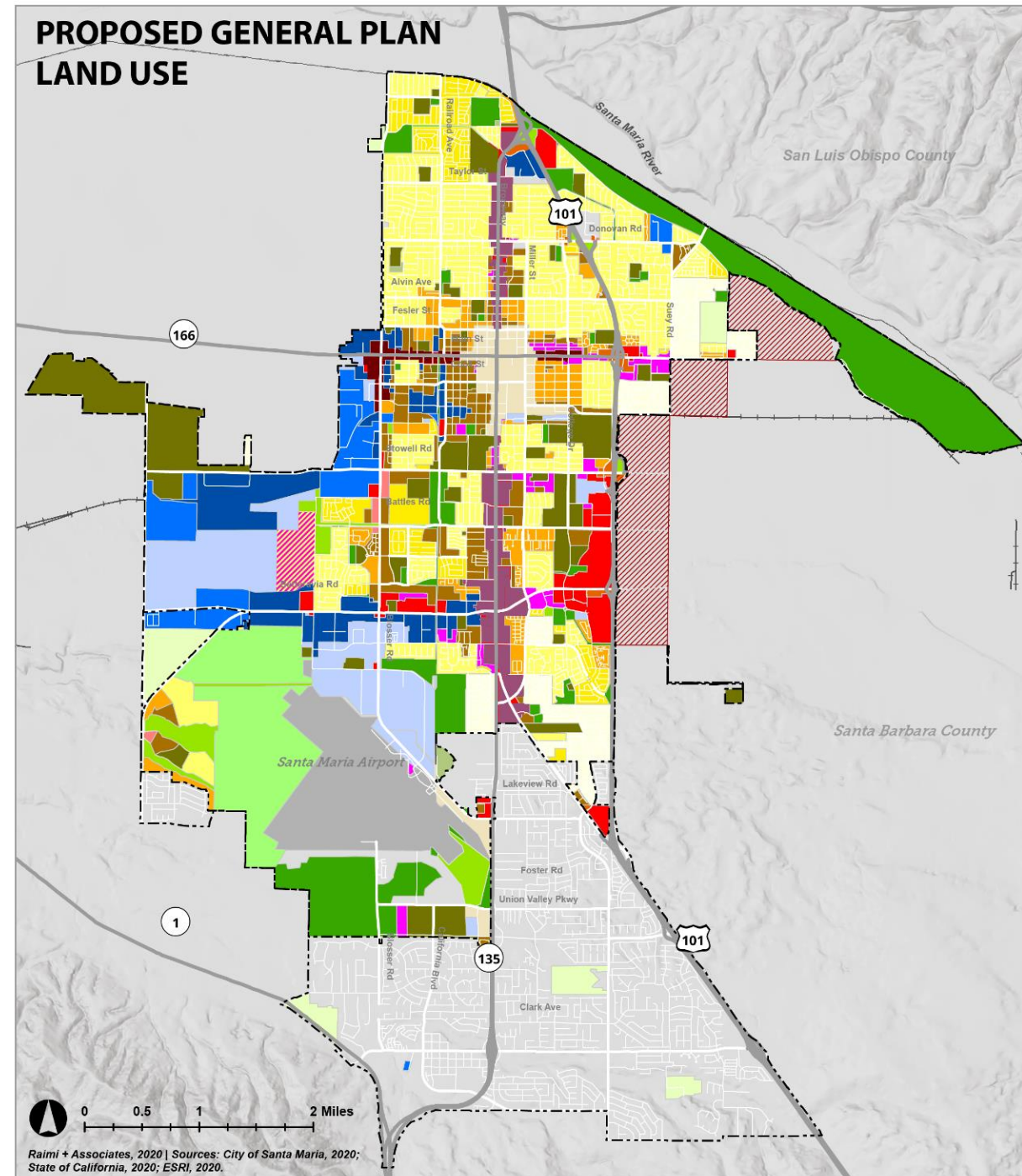


Preferred Land Use Alternative

Along with the proposed changes, the new GPLU will slightly refine land use designation descriptions.

It will also require revisions to the following Specific Plans:

- Downtown Specific Plan
- Entrada Specific Plan
- Area 9 Specific



Annexation Land Use Policy Direction

Policies to consider for inclusion in the General Plan land use policy framework to guide future planning efforts in annexation areas:

- Require **buffering** of schools, parks, and homes from infrastructure, major roadways, the Santa Maria regional landfill, industrial land uses, and other land uses that may produce odor or noise or negatively impact air quality
- Provide a **diversity of housing types** for rental and ownership at a range of price points
- Design **complete neighborhoods** where residents have convenient walking and biking access to public facilities, services, and retail
- Provide **5 park acres per 1,000 residents**, per the City's park service standard, and plan for new public and recreational facilities
- Develop a **safe, connected network of sidewalks** and trails that provides ample connections to destinations
- **Site new employment uses near existing institutions**, such as educational or R&D near Marian Regional Medical Center and Hancock College, and industrial or offices along US-101 to provide convenient access to regional transportation
- **Apprise local school districts** of anticipated population growth and future planning efforts in the annexation area in order to inform the districts' facility planning efforts

Complimentary General Plan Policy

- The Preferred Land Use Alternative will inform and complement updated General Plan policies related to land use, urban design, mobility, parks, infrastructure, public facilities and services, and economic development.
- Specifically, policies focused on transportation and public realm improvements will focus on expanding easy neighborhood access to necessities like food, services, and recreation.
- Likewise, policies will ensure that new parks and public facilities support existing and new neighborhoods.

Next Steps

We are here!



April 2023



**Orientation,
Survey, and
Office Hours**

May 2023



**Preferred
Alternative
Development**

*June/July
2023*



**City Council +
Planning
Commission
Review of
Preferred
Alternative**

*Fall 2023 –
Winter 2024*

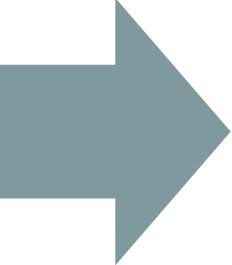


**Annexation
Study**

*Spring
2024*



**Policy
Development**



Annexation Study

The Consultant team will develop a service plan and fiscal assessment to accommodate future growth in annexation areas.

The Annexation Study includes:

- Land Use and Zoning Analysis
- Natural Environmental Features and Constraints
- Transportation Analysis
- Infrastructure Analysis
- Urban Facility and Service Needs Analysis
- Fiscal Assessment
- Meeting with LAFCO and City Staff

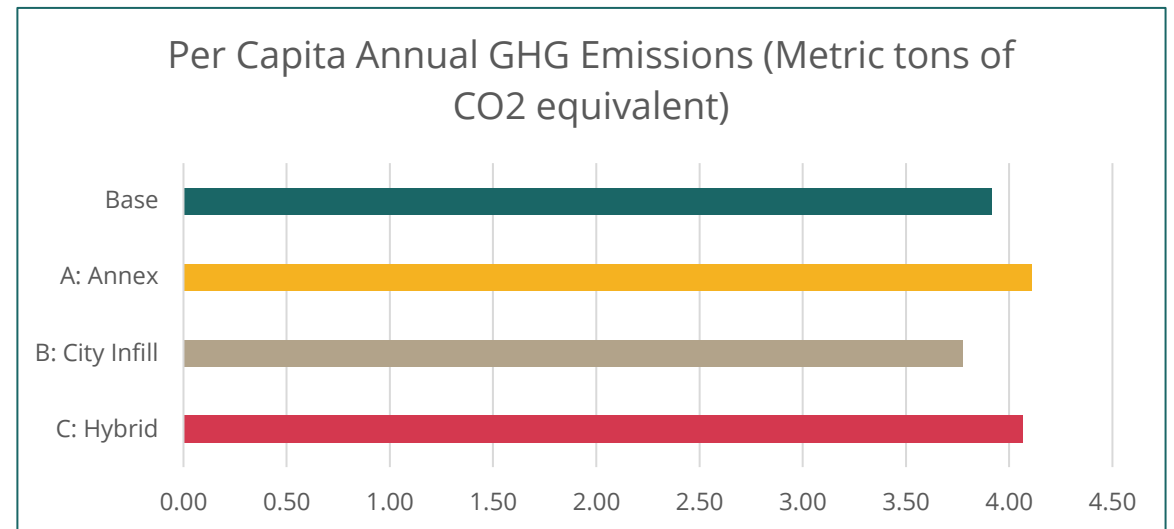
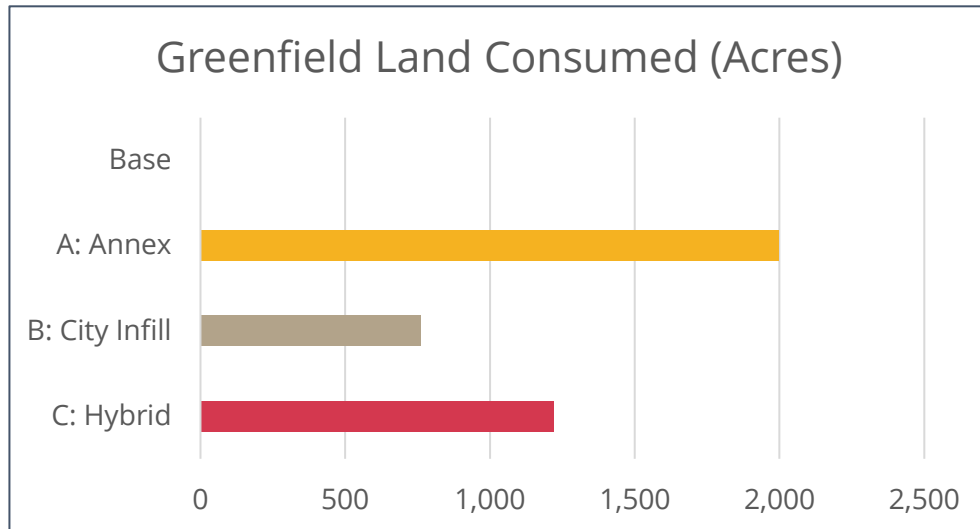
Questions and Discussion

Thank you!

Land Use Summary

- The following table provides a high-level summary of land use related impacts.

Topic Area	Alt. A: Expansion	Alt. B: Infill	Alt. C: Hybrid
Greenfield Land Consumed	● ● ●	● ○ ○	● ● ○
Development on Agricultural Land	● ● ●	● ○ ○	● ● ○
Walk Access to Retail and Transit	● ○ ○	● ● ●	● ● ○
GHG Emissions per Capita	● ● ●	● ○ ○	● ● ○



Environmental Constraints Summary

- This table provides a summary of the severity of constraints and ease of potential mitigation associated with each alternative for environmental issues.
- Red text** indicates significant differences between the alternatives. **Black text** indicates minor differences between the alternatives

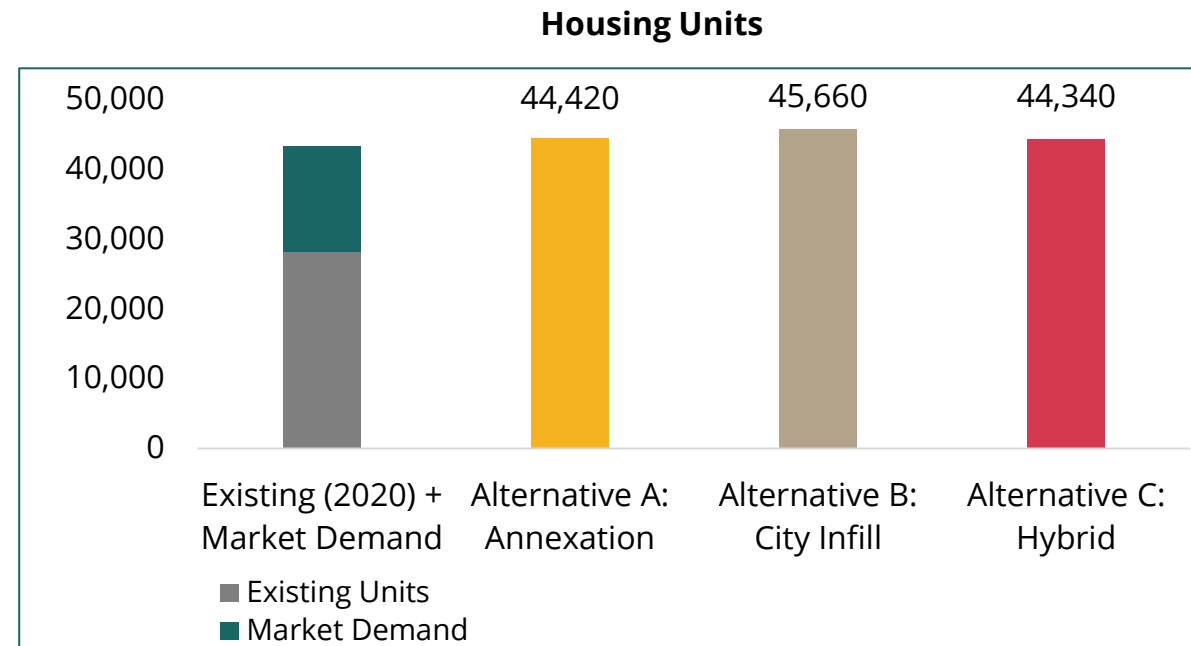
Topic Area	Alt. A: Expansion	Alt. B: Infill	Alt. C: Hybrid
Cultural and Historic Resources	● ○ ○	● ● ●	● ● ○
Air Quality	● ○ ○	● ● ●	● ● ○
Geologic and Flood Hazards	● ○ ○	● ● ●	● ● ○
Oil and Gas Well Hazards	● ● ●	● ○ ○	● ● ○
Agricultural	● ● ●	● ○ ○	● ● ○
Noise	● ○ ○	● ● ○	● ● ●
Biological/Critical Habitat	● ● ●	● ○ ○	● ● ○
Fire Services	● ○ ○	● ● ●	● ● ○
Police Services	● ● ●	● ○ ○	● ● ○

Recommendations from Mobility Analysis

Mobility Factor	Alternative A: Expansion	Alternative B: Infill	Alternative C: Hybrid
Vehicular Network	Requires new roadways		Requires new roadways
LOS & Congestion	Congestion mitigation required on SR 135, Main Street (SR 166), and Betteravia Road		
	LOS mitigation required	Slightly more LOS mitigation required	LOS mitigation required
VMT	Strive for jobs-housing balance, alternative commute modes, and CEQA VMT Threshold compliance		
	VMT mitigation required		VMT mitigation required
Active Transportation Network	Implement ATP		
	Network expansion required		Network expansion required
Transit System	New services required		New services required
Road Sections and Diets	Update roadway sections; implement road diet policy		
Emerging Technologies	Adopt appropriate technologies		

Market Demand Analysis

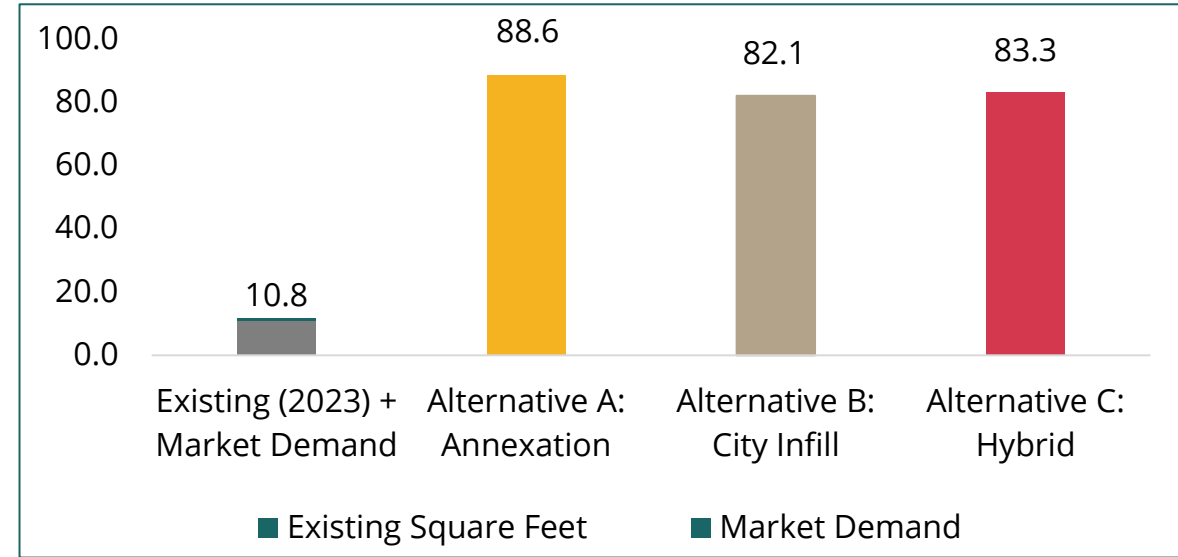
- **All land use alternatives allow sufficient capacity** for forecasted market demand for housing, retail, office, and industrial.
- **Alternative B** provides the greatest excess capacity for new housing units.



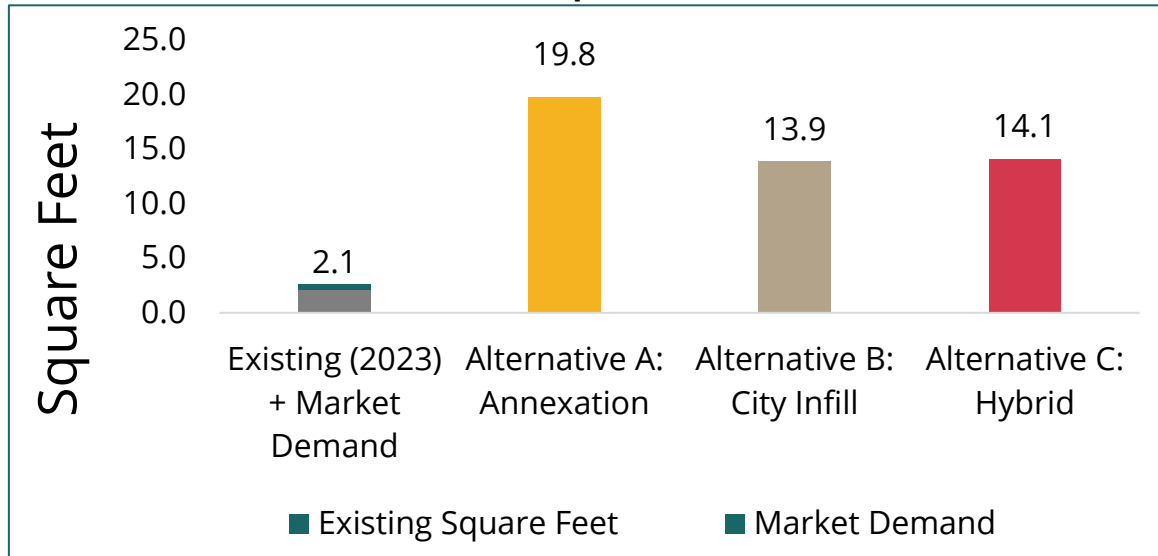
Market Demand Analysis

- **Alternative A** provides the greatest excess capacity for industrial, retail, and office space.

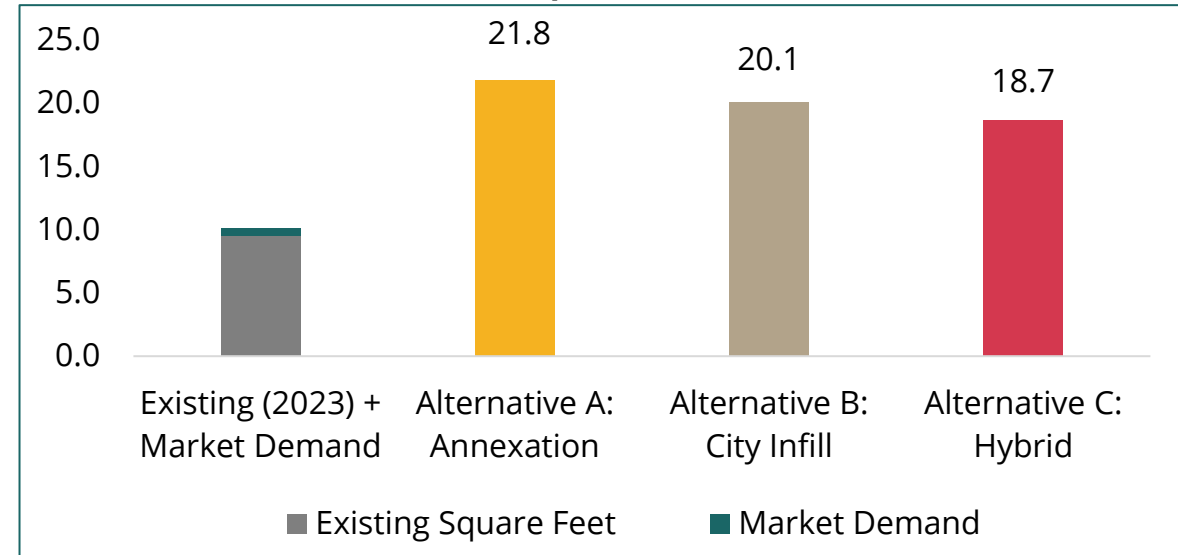
Industrial Square Feet



Office Square Feet



Retail Square Feet



Fiscal Impact Analysis

All three alternatives are estimated to have a **positive fiscal impact**:

- On the City's General Fund **at full buildout** in 2050.
- During **each 5-year period** from 2020 to 2050.

General Fund Revenues and Expenditures

