



Santa Maria
General Plan

imagine



City of Santa Maria General Plan Update

Visioning Workshops Summary Report

Prepared by the City of Santa Maria, January 2021

Introduction

The city of Santa Maria's General Plan Update is currently underway and is expected to be completed in the Winter of 2023. The General Plan Update process includes an outreach program designed to engage and facilitate conversations with community members about the current and future issues and opportunities that are most important to them for the city of Santa Maria in the next 20-30 years. The engagement objectives include obtaining feedback on key policy issues and providing a variety of options for community members to engage and be informed, and to create opportunities for the community to take ownership of the General Plan and steps to achieve its implementation. This summary report memorializes what was discussed at two visioning workshops held on November 11, 2020 and December 3, 2020. The December 3, 2020 workshop was held in Spanish. Due to the Covid-19 pandemic, the workshops were held as online Webinars using Zoom.

Workshop Overview

Both workshops were organized online via Zoom. Recorded videos of the workshop presentations are available at: www.imaginesantamaria.com. The workshops were organized into 4 key sections:

- **General Plan Overview:** A presentation by Raimi and Associates on the General Plan Update process, including what it is and why it is required, and an overview of the project schedule/timeline.
- **Informal Polling:** Attendees were asked to use the Chat window feature in Zoom to answer various questions, including favorite place in Santa Maria, preferred modes for outreach, and the qualities and changes most important to preserve and address in Santa Maria. There was also an opportunity for participants to answer questions about their background, including age, ethnic background, familiarity with the general plan, and how long they have lived or worked in the city.
- **Group Activities:** Participants engaged in three small group activities. The purpose of these activities was to better understand what community members like and what they would like to see change for the future of the city.
 - **Small Group Discussions:** focused on identifying key assets and strengths in the city, in addition to opportunities through 2045.
 - **Mapping Activity:** participants viewed maps of different geographical areas of the City (northeast, northwest, southeast, southwest). Participants identified areas that should be preserved and areas where land use changes should be considered as part of the general plan update.
 - **Big Ideas:** an opportunity for participants to provide insight on visionary ideas for the future of Santa Maria.
- **Evaluation:** Participants had the opportunity to provide feedback on the workshop format and suggestions for any future improvements.

INFORMAL POLLING

The following results indicate who participated in the informal polls. A selection of the most relevant polls are provided. Note that not all participants participated in the polling.

Outreach

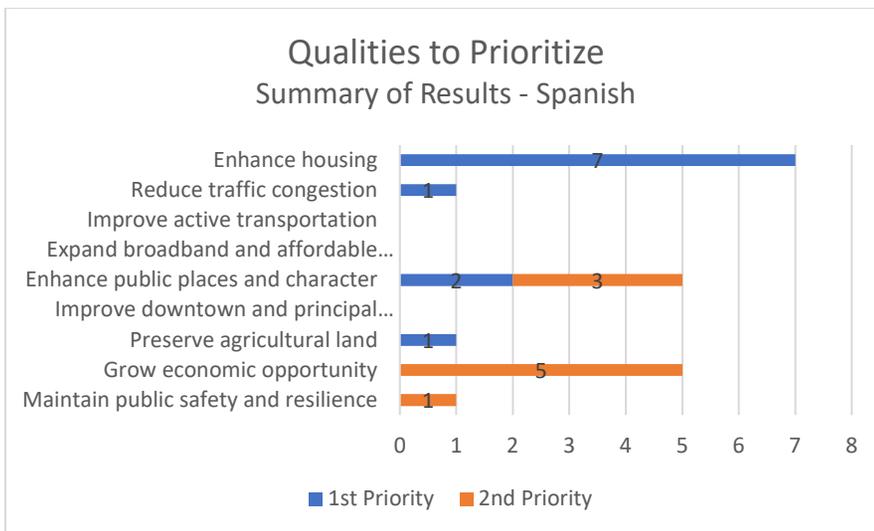
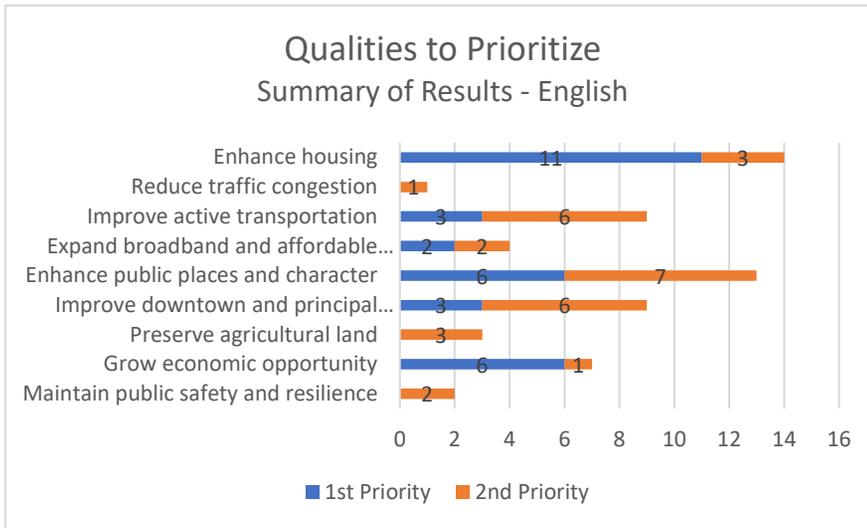
- **How you heard about the workshop.** In the English workshop, the highest number of participants (14) heard through email, while in the Spanish workshop the highest number of participants (9) heard through community groups.
- **Preference for staying informed.** The highest number of participants in the English and Spanish workshops (29) prefer getting information through email.

Project Familiarity/Participation

- **Familiarity with the General Plan.** In the English workshop, the highest number of participants (17) had heard about the General Plan, but were not familiar with it. In the Spanish workshop most participants (5) identified being familiar with the General Plan.
- **Involvement in Other Planning Efforts.** The majority of participants in the English and Spanish workshops had been involved in a previous planning effort.

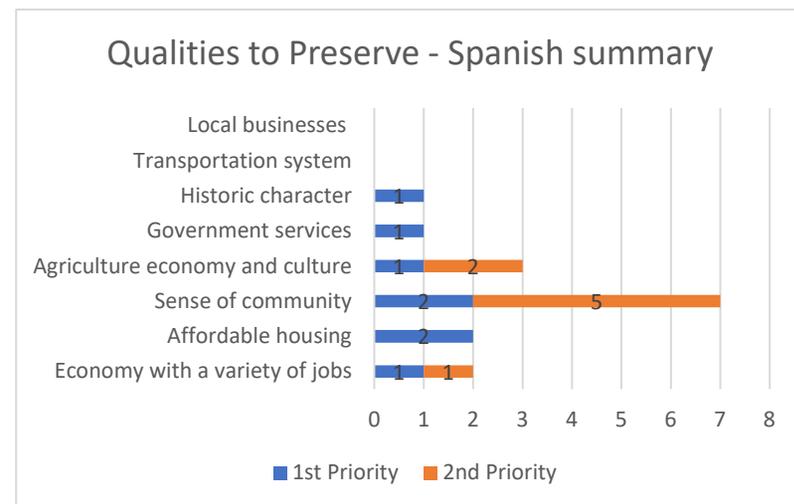
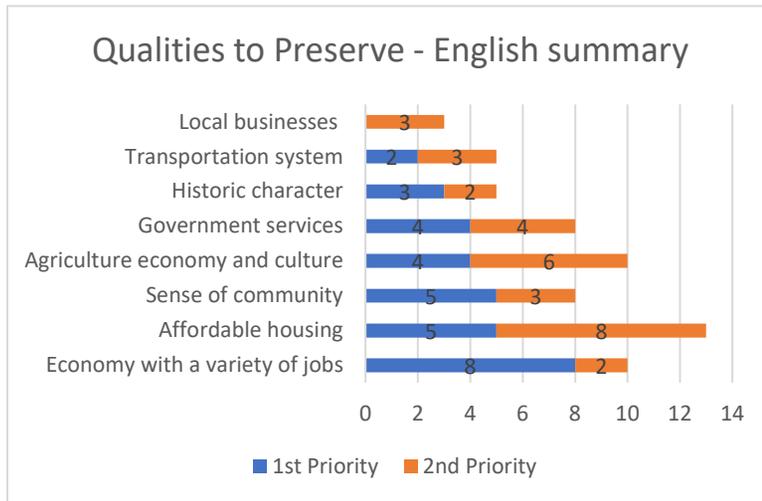
Vision

- **Priorities/Opportunities.** The highest number of votes in the English workshop (14) and Spanish workshop (7) identified enhancing housing as the most important priority to address in the city. In the English version, this was followed by enhancing public places and character (13) and an equal number of votes for improving active transportation (9) and improving downtown and principal corridors. In the Spanish workshop, this was followed by an equal number of votes for enhancing public places and character (5) and growing economic opportunities (5).



- Qualities to Preserve.** The highest number of participants in the English workshop (13) identified affordable housing as the top quality to preserve, followed by an equal number of votes for economy with a variety of jobs (10) and agriculture economy and culture (10).

In the Spanish workshop, the top qualities to preserve were sense of community (7), followed by agricultural economy and culture (3).



Demographics

- **Gender.** In the English workshop, the highest number of participants identified as female (13). In the Spanish workshop, the highest number of participants identified as female (7).
- **Age.** In the English workshop, the highest number of participants fell into the 45-64 age category (15), followed by 65 and older category (8). In the Spanish workshop, the highest number of participants fell into the 45-64 age category (3) and 25-34 category (3).
- **Background.** The highest number of participants at the English workshop identified as White (18), followed by Hispanic or Latino (13). The highest number of participants at the Spanish workshop identified as Hispanic/Latino (8).

SMALL GROUP DISCUSSIONS

Participants formed roundtable groups of 8-10 participants, each with a facilitator and a recorder from the project team. Given the smaller size of the Spanish workshop, this activity took place prior to the small group mapping activity. Participants were encouraged to use their microphones or the Zoom chat function to participate. Each table was encouraged to spend approximately 10 minutes per question. The role of the recorder was to take detailed notes, which were collected by the project team at the end of the workshop.

Participants were asked the following questions:

1. What assets and strengths are missing?
2. What opportunities through 2045 are missing?

Below is a summary of the major themes that were captured for each of the questions through the roundtable discussions.

Assets and Strengths	Opportunities
<p><i>High quality of life</i></p> <ul style="list-style-type: none"> • Amenities (e.g., Pacific Conservatory for the Performing Arts (PCPA), wineries, and an active non-profit support network) 	<p><i>General Needs</i></p> <ul style="list-style-type: none"> • More amenities are needed to continue to market Santa Maria as a desirable place to live (e.g., museums, performing arts centers, and convention centers that would serve the members of the community and could also create visitor foot traffic in the city) • Public spaces as destination points along a multi-modal transportation system • Areas in the city to gather and have events (e.g., parks, plazas, new and/or expanded)
<p><i>Uniqueness of Santa Maria</i></p> <ul style="list-style-type: none"> • Importance of having generations of families living all in one place. • Range of cultures have been established within the community, and this provides an opportunity for Santa Maria to build a multi-cultural and multi-generational aspect and brand itself to stand out among neighboring cities. • Opportunity to expand, physically, the representation of these groups. 	<p><i>Infrastructure Improvements</i></p> <ul style="list-style-type: none"> • Variety of recreational amenities (e.g., sports fields, sports complex) • Improved open space and dedicated land • Airport and local rail improvements
	<p><i>Community Health Needs</i></p> <ul style="list-style-type: none"> • Marian Regional Medical Center provides medical care and resources for the central coast, but needs smaller scaled resources and clinics across the community • Medical resources should be made more easily available • Access to medical resources along a multi-modal transportation system • More inclusiveness

	<ul style="list-style-type: none"> • Additional resources that support all members of the community and include unrepresented groups, such as those who are experiencing homelessness • Expand mental health resources for the community at large
<p><i>Education</i></p> <ul style="list-style-type: none"> • Allan Hancock College in Santa Maria is a public community college that is nationally recognized. Participants acknowledged its benefits 	<p><i>Education-related Needs</i></p> <ul style="list-style-type: none"> • Missing higher education options, such as 4-year university and trade schools • Existing educational system could be strengthened • Trade schools, such as a dental hygienist school
	<p><i>Economy</i></p> <ul style="list-style-type: none"> • Jobs and career opportunities, including in medical field (Marian as anchor) • Agriculture and Farming were noted as providing many jobs in the area - consider changing technologies and how that could affect this sector? • Building and maintaining jobs within the City should be a priority
	<p><i>Transportation-related Needs</i></p> <ul style="list-style-type: none"> • Large roadways, such as Broadway, are hazardous for pedestrians trying to cross from one side to the other • Safer roads for people that commute on bikes • Sense of general community safety is missing - opportunity to help brand Santa Maria as a more desirable place to live • Need for improvements to pedestrian and bicycle safety (e.g., improve the connectivity of bikeways and trails in the city and provide additional bus routes) • Connectivity to areas in the city to gather and have events • Transportation improvements (e.g., local airport, rail, and bus lines) and opportunities to expand

	<ul style="list-style-type: none"> • Transportation from Santa Maria to other cities (Santa Barbara, Santa Ynez, San Luis Obispo, etc.) is needed • Assisted mobility opportunities for community that has impairments (across city, to public spaces) • Traffic congestion throughout the City • Providing adequate parking for housing developments
--	---

MAPPING ACTIVITY

Each group was then presented with maps of 4 quadrants within the City of Santa Maria and was asked to provide feedback regarding changes within the next 25 years they would like to see and whether the City should expand beyond its current boundaries in these areas. A summary of the take-a-ways from the discussions is included below. The annotated maps are included as Appendix 2.

<p>NORTHEAST SANTA MARIA</p>
<p><i>In the next 25 years, what types of change you would you like to see in this area, and where?</i></p>
<p><i>Street improvements</i></p> <ul style="list-style-type: none"> • Sidewalks, developed alleys, better lighting, and safer areas for walking and bicycling. • Streets in this area are narrow, heavy traffic congestion, and overlap with pedestrian traffic. • Need for additional parks, recreational trails, and open space areas, specifically within the Santa Maria Riverbed area.
<p><i>Lack of retail commercial shopping centers and services</i></p> <ul style="list-style-type: none"> • Concentration of residents that cross Highway 101 to access the nearest grocery store. • Smaller scaled, and walkable store(s) would create easier access to goods and require less driving to access services in other areas of the city. • Roemer Ranch is set to be developed into a commercial center, but a balance of smaller commercial uses should also be provided. • New housing in this area should include hiking and biking opportunities.
<p><i>If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?</i></p>
<p><i>Community Character</i></p> <ul style="list-style-type: none"> • Need for additional services before any additional expansion into this area of the City occurs (additional infrastructure improvements, specifically roadway access, medical services, and shopping centers).

Concerns

- Expansion into this area of the City should be avoided as this land is used for agricultural purposes, which should be preserved.

NORTHWEST SANTA MARIA

In the next 25 years, what types of change you would you like to see in this area, and where?

Context

- This area of the city is developed with dense residential subdivisions which have limited access to Broadway and Hwy 101 as well as inadequate services within walking distance to this area.
- This area was noted as a gateway point into the city with the first exit off Hwy 101 (Broadway) in this area. Preisker Park, one of the largest parks in the city, as well as two schools (an elementary and junior high school) are located in this area.

Infrastructure

- Improvements to safety in this area was also discussed as some of the areas are poorly lit, streets are too small with undeveloped alleys and sidewalks, fast moving traffic, lack of safety for bicyclists and pedestrians.
- Beautification (streetscaping, maintenance, upkeep of Boomers, more trees and shade, improve character).
- Santa Maria riverbed and the trails are an asset, but they need upkeep. Attracts transients. Opportunity to improve and add trails. Recommended improvements to Grogan park.

Housing

- Senior housing.
- Larger apartment developments.
- Need for commercial and office amenities to support the needs of residents.

Community Character

- Area would benefit from a new High School. Potential areas that were mentioned included near Preisker Park or East of Blosser Road.
- The area of Main Street and Blosser Road was also identified as an area that would benefit from the development of additional medical uses.
- Transportation improvements before more housing is developed.
- Development of public plazas and areas to gather with added parking lots or structures.
- Limited parking. ADUs are being developed, which create more of a need for parking.
- Traffic congestion currently occurs at the intersection of Preisker Lane and Broadway and this is the primary ingress and egress to the subdivisions in this area. Concerns that if an emergency occurred in this area that residents would have difficulty evacuating and emergency personnel may have difficulty accessing this area.

If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?

Assets

- Area should expand to include more housing opportunities provided that adequate infrastructure and other services are provided.
- Blosser Road as an opportunity to expand to the west to provide more connectivity to Guadalupe.

Concerns

- Other participants mentioned the importance of preserving agricultural lands in this area.

SOUTHWEST SANTA MARIA

In the next 25 years, what types of change you would you like to see in this area, and where?

Context

- Santa Maria Airport is located on approximately 2,600-acres. The airport includes two active runways and currently provides facilities for one airline (Allegiant Air) and serves as home base for over 200 general aviation aircraft.
- The Area 9 Specific Plan is located in this area of the city and this is an area where growth and change will occur within the next 25 years. The city recently approved a new Specific Plan for Blosser Southeast (Area 5B) which would allow for the future development of 1,105 residential units, a new school, recreation/open space area and commercial development. This area is currently developed with residential development and Jimenez School.

Opportunities for Development

- Airport is an area where growth and change could occur - future expansion will dictate how the City develops in tourism, accessibility to the region, and job opportunities. Big role in how the development in this area progresses. More flights may mean additional development (hotel & shopping).
- Preservation and expansion of industrial uses in airport area.
- Opportunity for parking structures in this area for truck drivers. Adding industrial uses near the railroad would decrease truck traffic in this area.
- Create safer walking/bicycling paths to major streets in this area (North-South and East-West). Repurpose existing walking paths as commuter paths for bicycles. The bike trail along the rail line at Waller Park is great and it would be nice to extend this path through gated communities for additional access to other parts of the City to the north.
- Area south of Main Street is highly dense, but is underserved and could use more amenities. Poorest and most blighted areas (lack adequate streetlights, quality of older neighborhoods should be improved, and opportunities to improve the quality of life for people who are living there).

Concerns

- Constraint to development in this area is the presence of the California Tiger Salamander and Red-Legged Frog. These species are endangered/threatened and are protected by the Ca. Dept. of Fish and Wildlife. Environmental studies are needed to know what the current situation with these species is, and if it is possible to develop without impacting them.
- At this time there are no bike/pedestrian trails that can be used as an alternative to using Blosser Road from Battles Road to head north, so added trail connections for pedestrians and bicycles are needed.
- Participants noted that this area could benefit from a new Junior High School. City needs to address the large housing growth from the rezone from industrial uses to residential in this area and the general plan should address the increase in density in area 9 and the impacts to the schools. The cost of new school improvements is high and expensive. The General Plan needs to address financial ramifications in this area and area 9 in this part of town.

Lack of retail commercial shopping centers and services.

- Concentration of residents that cross Highway 101 to access the nearest grocery store.
- Smaller scaled, and walkable store(s) would create easier access to goods and require less driving to access services in other areas of the city.
- Roemer Ranch is set to be developed into a commercial center, but a balance of smaller commercial uses should also be provided.
- New housing in this area should include hiking and biking opportunities.

If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?

- Areas under agricultural production - most logical area for expansion beyond the city's current boundaries.
- The community of Tanglewood is located here and participants noted that Tanglewood should be incorporated into the city.
- Growth in this area would allow people who work in the area to live in close proximity to their jobs, and also have access to potentially new jobs being offered by new companies that may develop here in the future.
- The expansion of amenities was discussed as a possibility. Some cautionary comments: impacts to a mobile home park, need to keep businesses intact (some businesses along Betteravia Road have recently gone out of business).

Concerns

- Expanding beyond the city's current boundaries in this area is not appropriate as there is a lack of amenities and infrastructure (water was specifically mentioned as an issue here) to support both new housing developments and businesses while continuing to preserve existing agriculture in this area.
- Focus on infill areas within the city's current limits between A Street, Stowell Road, and Black Road to discourage sprawl and protect and preserve existing agriculture.

<p>SOUTHEAST SANTA MARIA</p>
<p><i>In the next 25 years, what types of change you would you like to see in this area, and where?</i></p>
<p><i>Context</i></p> <ul style="list-style-type: none"> This area of the city includes Santa Maria’s downtown area which is developed with the Santa Maria Town Center, businesses along Broadway and Main Street, and residential subdivisions primarily located to the north and east. Marian Regional Medical Center is located east of Highway 101. <p><i>Hospital Anchor</i></p> <ul style="list-style-type: none"> Expansion of Marian Regional medical Center as a needed change in the area. More mental health services that are as close to the hospital as possible. Appropriate buffers on the perimeter to mitigate any impacts it could have on surrounding uses. <p><i>Downtown</i></p> <ul style="list-style-type: none"> More gathering spaces for all ages of people, and land for a community garden. Make South Broadway more pedestrian friendly and walkable in this area. Alternative route for trucks (trucks are currently driving from Highway 101 west through the city and downtown area along Main Street). <p><i>Active Transportation</i></p> <ul style="list-style-type: none"> Additional access for people walking and bicycling is needed. Improvements to existing bike lanes. Draft Active Transportation Plan does not make improvements to existing bike lanes. Changes in the street widths/design are also needed to promote pedestrian and bicycle friendly designs that encourage alternative modes of transportation in the area. Railroad as opportunity to provide improved transportation connections to cities in the area. Adding additional bus lines along Highway 101 is also needed. <p><i>Concerns</i></p> <ul style="list-style-type: none"> No additional shopping centers should be developed in this area, and that if growth was to occur, it should occur along Battles Road.
<p><i>If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?</i></p>
<p><i>Opportunities</i></p> <ul style="list-style-type: none"> South of Hancock Park. Marian Hospital needs to grow - larger footprint means buffers are needed. Allan Hancock College could also consider expanding into this area.

- Nicholson/Prell road area – existing water and infrastructure improvements in place. Expansion into undeveloped spaces here would allow for shortened transportation lines, especially for large semi-trucks because this area is adjacent to Highway 101. However, this is currently prime agricultural land and there is concern that it would result in urban sprawl that would not be properly contained.
- South, where the Los Flores Ranch open space area is located - it would draw attention to and encourage more usage of this recreational amenity. Participants noted that the city should look at envisioning what is wanted in this area for future development.

Potential Efficiencies

- More mental health services - highly needed. Could be provided in this area and would be near the hospital.
- Expansion into this area could be tied in with improvements to the downtown area with connections to the city's public transportation system and railroad use. An example included a looped connection from Allan Hancock College to Marian Hospital, to the mall and parks and residential areas.

Concerns

- Comments about whether this area was suitable for expansion or not.
- Potential to consider expanding east of Highway 101, as intersection and water systems are present for future development.
- City should continue to utilize areas within the city limits where infill development could occur because expanding to the east of Highway 101 would result in the loss of prime agricultural lands.

BIG IDEAS

The "big ideas" discussion primarily centered around providing improvements to transportation and parking, architectural identity and downtown improvements, adding recreational amenities and places to gather, embracing and maintaining community and cultures within Santa Maria, and providing better paying jobs and services.

What "big ideas" do you have that will result in transformative change in Santa Maria?

Transit System Upgrades

- Connect Santa Maria with other towns/cities in the region.
- Expand and utilize the railroad system to include intercity commuter rail service.
- Make public buses smaller and more frequent to include more routes.
- Building more parking spaces and parking structures was mentioned as needed as many streets that are adjacent to high density residential apartments are impacted by parking.
- To improve air quality, participants noted the city should incentivize the use of electric vehicles by requiring business to have charging stations.

- Adding to and expanding existing bicycle and pedestrian trails to access nature and open space areas was also discussed as a needed improvement for the city.
- Encourage alternative types of transportation within the city.

Economic Development

- Higher paying jobs within the city would allow people to work closer to their homes and not have to drive long commutes to and from work each day.

Public Spaces

- Public gathering areas located throughout the city but especially in the downtown area.
- Places to gather would encourage the city to embrace and share the variety of cultures in the city.
- Halloween and Christmas events in Santa Maria are important and should be maintained.
- City should strive to become a destination location and that the various cultures within the city should be leveraged to make Santa Maria a destination place that is noted for our food, agriculture, culture, rodeo, and other types of festivals.

Sense of Place

- Various types of architecture exist.
- Missing a sense of place and visual harmony.
- Every shopping center looks different.
- Participants felt that people would take more pride in their neighborhoods if a uniform architectural style was present throughout the city.
- Mission style architecture – example: already present in many areas of the city, such as at city hall and Santa Maria High School.

Downtown

- Development of the downtown area of the city was not handled correctly.
- Introduction of malls was a mistake.
- Future changes should promote a pedestrian friendly design with narrower streets and roadways that encourages the development of more coffee shops, gathering places and restaurants with outdoor seating.

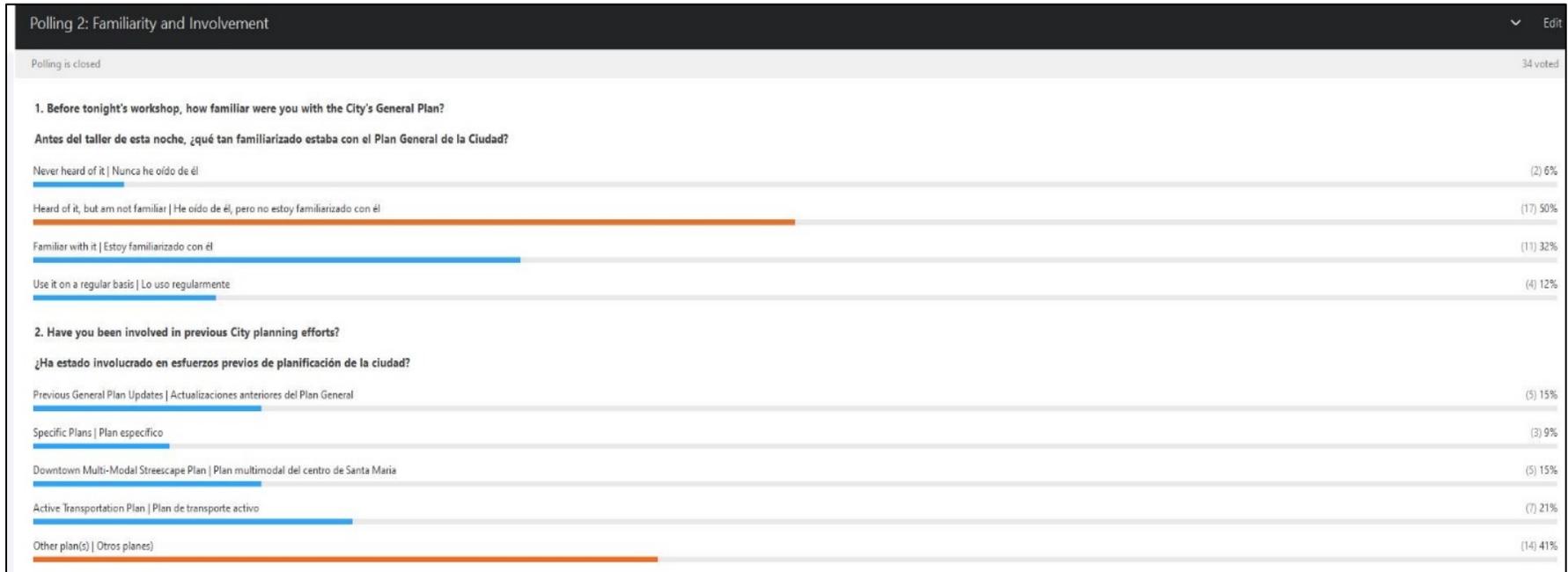
Evaluation

Participants stated that the small break-out groups provided an intimate setting that made it easy to make comments. The survey questions and polls were assets to the workshop and the annotated map feature worked well and was a nice feature. The online workshop was organized well with the overview together and then smaller break-out sessions. Participants noted that they enjoyed the variety of people involved and hoped that their feedback would be incorporated into the General Plan Update.

For future events, participants would find it helpful if the mapped areas could be sent over ahead of the workshop so that participants could have a chance to analyze them and come ready with ideas to share. The maps and annotation tool were also mentioned as being difficult to view and use on the phone. Other comments included adding more slides with narrower questions to the workshop and to increase the overall pace.

Appendix 1: Polling Results

November 11, 2020 Workshop Polling Results:



1. How did you hear about the workshop?

¿Cómo se enteró del taller?



2. How would you prefer to stay informed?

¿Cómo prefiere mantenerse informado?



Polling 4: Participation

▼ Edit

Polling is closed

34 voted

1. Did you take the initial SurveyMonkey survey?

¿Tomó encuesta inicial en SurveyMonkey?

Yes | Si

(13) 38%

No | No

(21) 62%

2. Did you take the initial mapping survey?

¿Tomó encuesta inicial de mapeo?

Yes | Si

(10) 29%

No | No

(24) 71%

1. Which is the number one quality of Santa Maria you think is most important to preserve?

¿Cuál es la calidad número uno de Santa María que cree que es más importante preservar?

Economy with a variety of jobs Economía con variedad de trabajos	(8) 26%
Agriculture economy and culture La economía y cultura de agricultura	(4) 13%
Government services (parks, police, fire, other) Servicios gubernamentales (parques, policía, bomberos, otros)	(4) 13%
Local businesses and restaurants Restaurantes y comercios locales	(0) 0%
Transportation system (roads, paths, transit) Sistema de transporte (carreteras, caminos, tránsito)	(2) 6%
Affordable housing Vivienda asequible	(5) 16%
Sense of community Sentido de comunidad	(5) 16%
Historic character Carácter histórico	(3) 10%

2. Which other quality of Santa Maria do you think is second most important to preserve?

¿Qué otra cualidad de Santa María crees que es la segunda más importante de preservar?

Economy with a variety of jobs Economía con variedad de trabajos	(2) 6%
Agriculture economy and culture La economía y cultura de agricultura	(5) 19%
Government services (parks, police, fire, other) Servicios gubernamentales (parques, policía, bomberos, otros)	(4) 13%
Local businesses and restaurants Restaurantes y comercios locales	(3) 10%
Transportation system (roads, paths, transit) Sistema de transporte (carreteras, caminos, tránsito)	(3) 10%
Affordable housing Vivienda asequible	(8) 26%
Sense of community Sentido de comunidad	(3) 10%
Historic character Carácter histórico	(2) 6%

3. Which other quality of Santa Maria do you think is third most important to preserve?

¿Qué otra cualidad de Santa María crees que es la tercera más importante de preservar?

Economy with a variety of jobs Economía con variedad de trabajos	(5) 16%
Agriculture economy and culture La economía y cultura de agricultura	(0) 0%
Government services (parks, police, fire, other) Servicios gubernamentales (parques, policía, bomberos, otros)	(4) 13%
Local businesses and restaurants Restaurantes y comercios locales	(7) 23%
Transportation system (roads, paths, transit) Sistema de transporte (carreteras, caminos, tránsito)	(4) 13%
Affordable housing Vivienda asequible	(2) 6%
Sense of community Sentido de comunidad	(7) 23%
Historic character Carácter histórico	(2) 6%

Polling 6: Priorities - Changes

Edit

Polling is closed

31 voted

1. Which top change in Santa Maria is most important to address?

¿Qué cambio principal en Santa María es más importante de abordar?

Enhance housing quality, affordability, & choice Mejorar la calidad, la asequibilidad y las opciones de vivienda	(11) 35%
Reduce traffic congestion Reducir la congestión del tráfico	(0) 0%
Improve active transportation (walk & bike options) Mejorar el transporte activo (opciones para caminar y andar en bicicleta)	(3) 10%
Expand broadband and affordable utilities Amplíe la banda ancha y los servicios públicos asequibles	(2) 6%
Enhance public places and character Mejorar los lugares públicos y el carácter	(6) 19%
Improve downtown and principal corridors Mejorar el centro y los corredores principales	(3) 10%
Preserve agricultural land Conservar la tierra agrícola	(0) 0%
Grow economic opportunity Crecer la oportunidad económica	(6) 19%
Maintain public safety and resilience Mantener la seguridad y la resiliencia públicas	(0) 0%

3. Which other change in Santa Maria is third most important to address?

¿Qué otro cambio en Santa María es el tercero más importante de abordar?



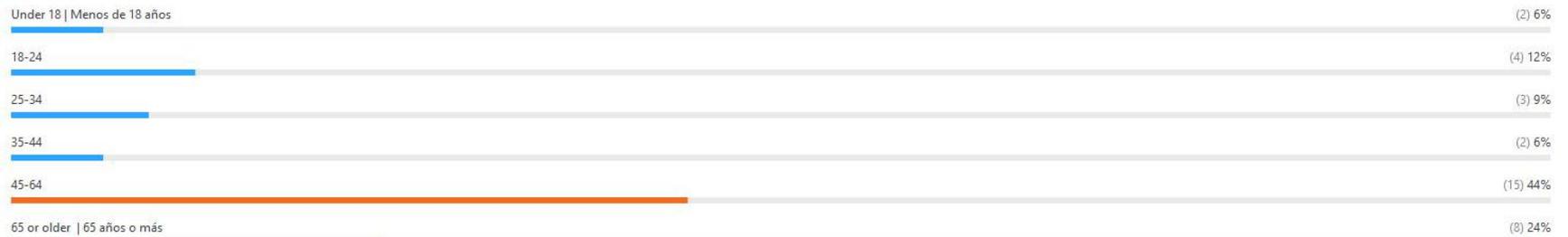
1. What is your gender?

¿Cuál es su género?



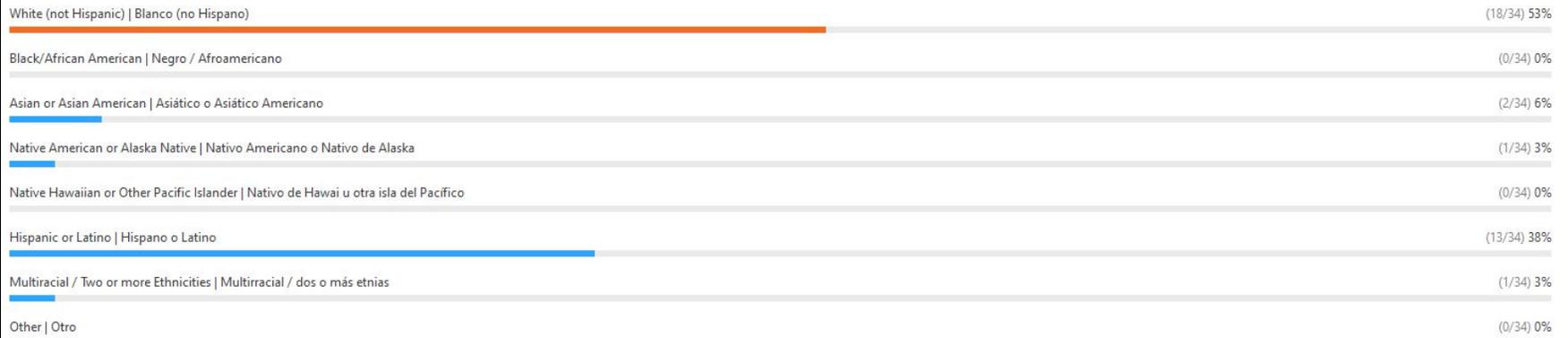
2. What is your age range?

¿Cuál es su rango de edad?



3. What best describes your racial or ethnic background?

¿Qué describe mejor su origen racial o étnico? (Multiple choice)



¿Cual es su lugar favorito en Santa Maria?

Canchas de futbol

Parque de las ardillas

Able Maldonado

Waller Park

el marque Jim May

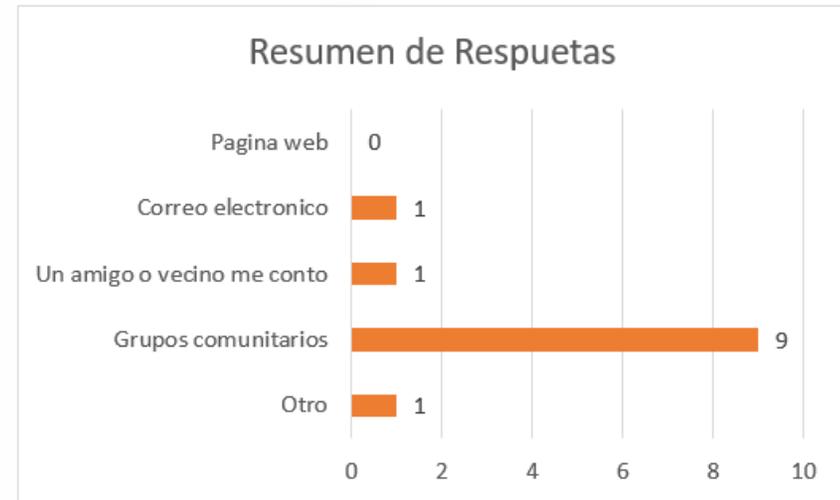
Colegio Alan Hancock

el Mall ✓

la Calle mcleland, donde
esta la biblioteca, la albe
rca, el museo de ninos

¿Como se dio cuenta de este taller?

1. Pagina web
2. Correo electrónico
3. Un amigo o vecino me conto
4. Grupos comunitarios
5. Otro

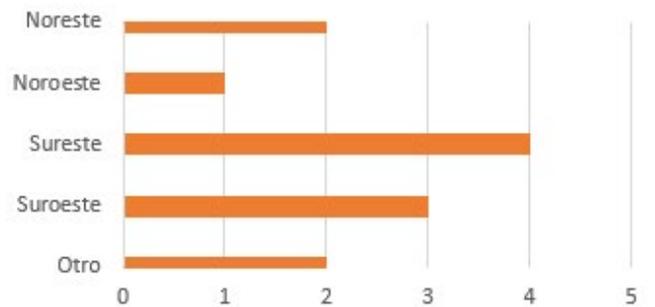


¿En que parte de la ciudad vive usted?

1. Noreste
2. Noroeste
3. Sureste
4. Suroeste



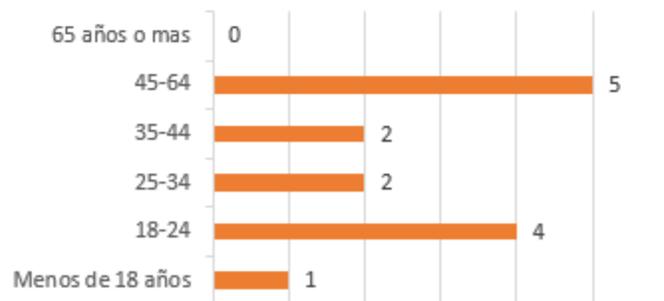
Resumen de Respuestas



¿Cuántos años tiene usted?

1. Menos de 18 años
2. 18-24
3. 25-34
4. 35-44
5. 45-64
6. 65 años o más

Resumen de Respuestas

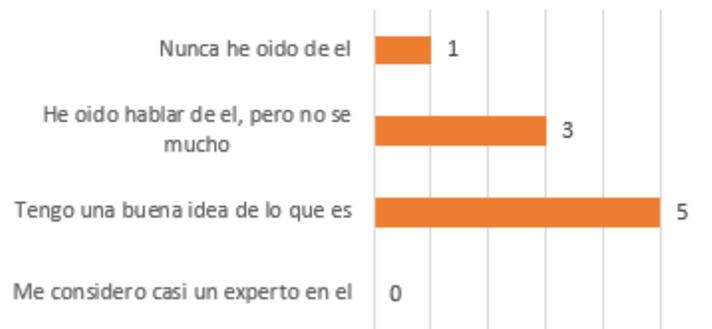


Antes del taller de esta noche, ¿qué tanto sabía del Plan General de la Ciudad?

Monica Guerra (monica@ramasocietec.com) a signed in

1. Nunca he oído de él
2. He oído hablar de él, pero no se mucho
3. Tengo una buena idea de lo que es
4. Me considero casi un experto en el

Resumen de Respuestas



¿Como prefiere recibir información del proyecto?

1. Pagina web
2. Correo electrónico
3. Un amigo o vecino me conto
4. Grupos comunitarios
5. Otro

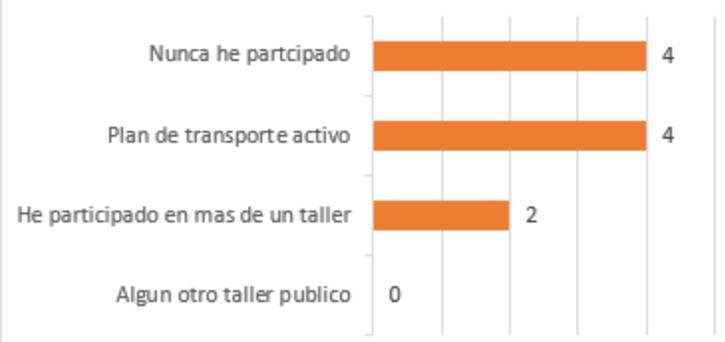
Resumen de Resultados



¿Ha participado en otros talleres públicos sobre la planeación de la ciudad?

1. Nunca he participado
2. Plan de transporte activo, planes específicos, o plan del centro de Santa Maria
3. He participado en mas de un taller publico sobre planeación
4. Algún otro taller publico que no tiene que ver con planeación

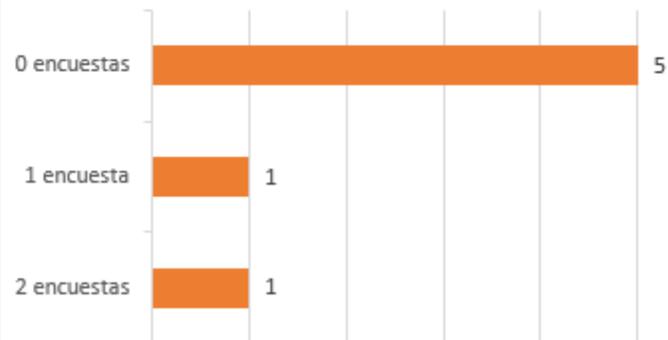
Resumen de Resultados



¿Realizo alguna de las encuestas?

- 0 encuestas
- 1 encuesta
- 2 encuestas

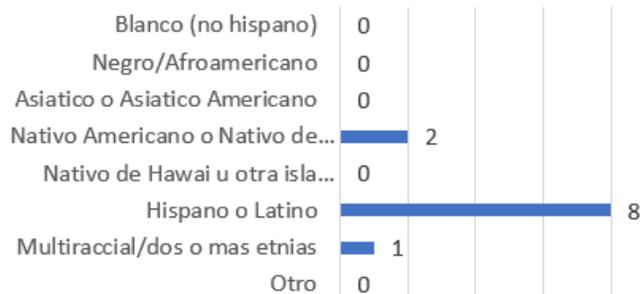
Resumen de Resultados



¿Qué grupo describe mejor su origen racial o étnico?

1. Blanco (no Hispano)
2. Negro / Afroamericano
3. Asiático o Asiático Americano
4. Nativo Americano o Nativo de Alaska
5. Nativo de Hawai u otra isla del Pacífico
6. Hispano o Latino
7. Multirracial / dos o más etnias
8. Otro

Resumen de Respuestas

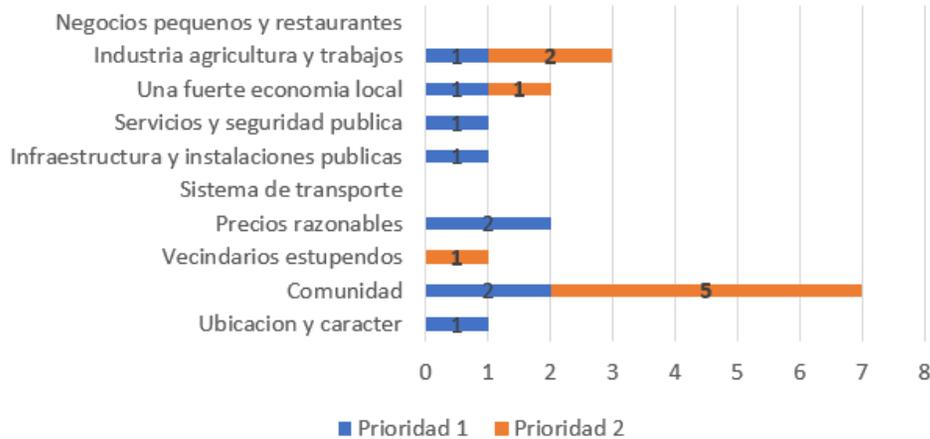


Lo Que Aprendimos: Cualidades y Fortalezas

1. Ubicación y carácter
2. Comunidad
3. Vecindarios estupendos
4. Precios razonables
5. Sistema de transporte
6. Infraestructura y instalaciones publicas
7. Servicios y seguridad publica
8. Una fuerte economía local con una variedad de trabajos
9. Industria agricultura y trabajos
10. Negocios pequeños y restaurantes



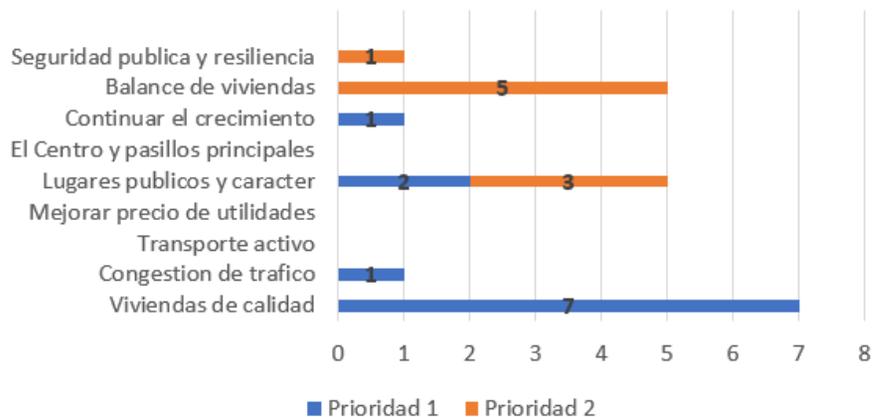
Resumen de Resultados



Lo Que Aprendimos: Oportunidades

1. Viviendas de calidad, precio razonable & variedad
2. Congestión de tráfico
3. Transporte activo
4. Mejorar precios de las utilidades
5. Lugares públicos y el carácter de los espacios
6. El Centro y pasillos principales
7. Continuar el crecimiento mientras preservando las tierras agriculturas
8. Balance de viviendas, trabajos y oportunidades económicas
9. Seguridad publica y resiliencia

Resumen de Resultados

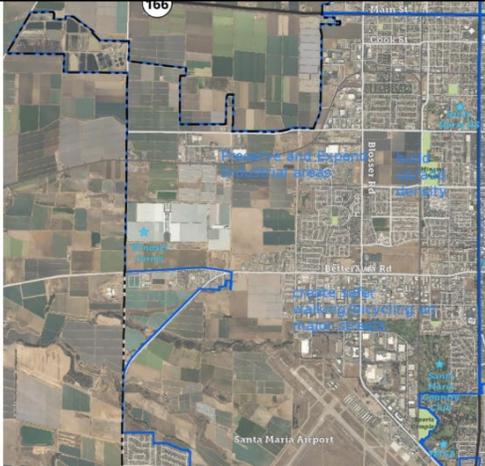


Appendix 2: Annotated Maps

November 11, 2020 Workshop:

Southwest

1. In the next 25 years, what types of change you would like to see in this area, and where?
2. If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?



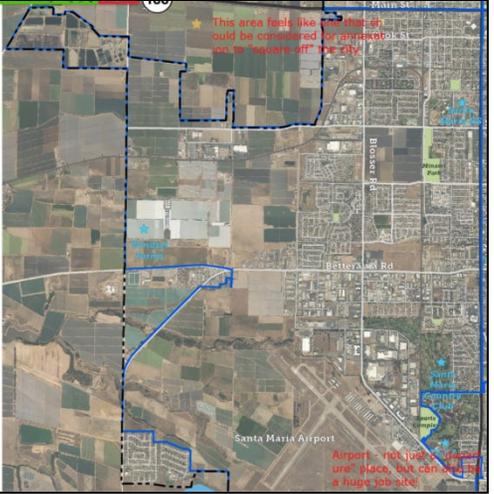
Southwest

1. In the next 25 years, what types of change you would like to see in this area, and where?
2. If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?



Southwest

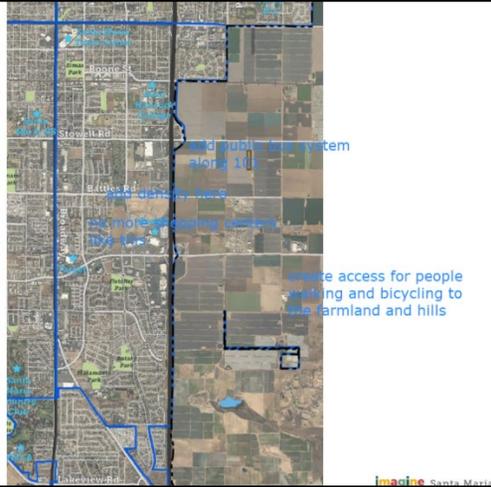
1. In the next 25 years, what types of change you would like to see in this area, and where?
2. If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?



Southeast

1. In the next 25 years, what types of change you would you like to see in this area, and where?

2. If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?



Southeast

1. In the next 25 years, what types of change you would you like to see in this area, and where?

2. If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?



1. In the next 25 years, what types of change you would you like to see in this area, and where?

2. If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?



Northwest

- In the next 25 years, what types of change you would you like to see in this area, and where?
- If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?

create additional trails along the levees

Preserve agricultural land

add trails along rail corridors

complete levee trail environmentally enhance the San River and make it accessible to the public

make Broadway safe for walking and bicycling.

public plaza

Northwest

- In the next 25 years, what types of change you would you like to see in this area, and where?
- If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?

Screen sharing

Northwest

- In the next 25 years, what types of change you would you like to see in this area, and where?
- If the City needs to expand beyond its current boundaries, should it be in this area? Why or why not?

Screen sharing

Northeast

In the next 25 years, what change you would you like to see in this area, and where?

complete the large trail cross to the river west access to the natural areas

imagine Santa Maria General Plan

Northeast

In the next 25 years, what types of change you would you like to see in this area, and where?

imagine Santa Maria General Plan

Northeast

In the next 25 years, what types of change you would you like to see in this area, and where?

Miller St

May be prime ag today, but no thing stops it is forever ... as this lands surrounded, it be comes unsustainable for ag

imagine Santa Maria General Plan

Appendix 3: Small Group Breakout Session Notes

November 11, 2020 Workshop:

Group 1

What assets and strengths are missing?

Asset is the beauty of the area and proximity to the ocean, emphasizes on jobs and growth when beauty is already there, we sometimes get rid of beautiful natural assets to develop certain area

Spot to have teens and youth congregate in a safe space, sports complex with bus accessibility, teens have nowhere to go, sports teams from different cities could come and compete here and help bring more tourism, soccer fields, baseball fields, etc.

Amazing natural spaces around city that we are not connected to, lack of public plazas or places for the public to gather, leaves the outdoor spaces accessible

Largely Hispanic community, a cultural strength that should be more embraced

What opportunities through 2045 are missing?

Transportation to and from other cities because most people who work here live elsewhere, no bus service between other cities (Santa Barbara, San Ynez, San Luis Obispo, etc.) and Santa Maria

Commute in bus would be more enjoyable if there were less traffic congestion

Walking/bicycling is unsafe

More public places

Santa Maria railroad planning on adding

Wildlife corridors

Santa Maria river levee - expanding to Guadalupe all the way to the ocean, to preserve wildlife habitats and conservation

Increasing higher education, Hancock turning into a four-year institution and expanding

Providing some type of land for a university to come to the area to keep young adults in the area to pursue higher education

Northwest

Complete levee trail and environmentally enhance the Santa Maria River and make it accessible to the public

Create additional trails along levee

Increase safety & replace all light polls to brighter light during the night

The reservoir area near Grogan Park should be developed into a nice park area

West side of Depot is not well lit, but a lot of areas in the NW have poor lighting

Streets are too small, alleys are not developed or well taken care of

Complete levee trail to Guadalupe.
Safer bike routes from South to North
Blosser traffic too fast
Preserve agricultural lands
Add trails along rail corridors
Make Broadway safe for walking and bicycling
Create a public plaza downtown
A high school should be built in this corner of town. Population is very dense and currently a high school way on the other side of near the rodeo grounds
Create parking structures
Should expand a lot of people are looking int other side of town since its closer to the freeway to access Guadalupe, expand Blosser to the West
No city center or urban area, no place in Santa Maria to live
Need for apartments near shopping centers
Four story buildings, more vertical
ADU, density of North side of town is getting to its peak because there's limited parking spaces and a lot of ADU's are being approved in this area

Northeast

Develop the Bradley Channel for hiking/biking
Community type housing projects with biking, hiking opportunities
Slow traffic along Donovan and other East/West streets so they could be more bike safe. There is also a big need for green spaces
The parks are small in the older parts of town

Southwest

Build up and add density
Create parking structures
Create 24-hour parking structures for truck drivers, especially since there is a lot of truck drivers in the area
More industrial areas next to the railroad areas to help get more trucks off the road
Preserve and expand industrial areas
Create safer walking/bicycling to major streets
Airport area is a growth area for truck/trailer parking structures and industrial area

Southeast

Create access for people walking and bicycling to the farmland and hills
No more shopping centers

Add density along Battles Road

Add public bus system along 101

Expand to the East

Minimize carbon footprint and have less people driving to places

Using rail, we could connect some cities in area and adding bus systems along the 101 for cities that do not have rail access

Big Ideas

Add public gathering places in every neighborhood and downtown

Build a public transit system connecting all towns/cities in the region

Build a Sports Complex within the City Limits

Incentivizing people to use electric cars, more businesses to have charging stations, cleaner energy

Create access to nature via walking and biking (trails)

Embracing our Agriculture Community and Culture not only in downtown but also throughout the City

Enhance North of Fesler Street to entrance of Santa Maria, West of Depot up to Blosser Street

Better paying jobs to keep commuters closer to home

Building more parking spaces/structures

Expanding and utilizing the current rail system to include intercity commuter rail service

Evaluation

What worked well?

Groups were intimate and it was easy to make comments

Overview together, then breakout groups

Good survey questions

Annotated map worked well

Online workshops and adequate group sizes

Variety of people involved

What could be improved?

Annotation tool was a little difficult

Could move a bit faster

Send maps beforehand to participants to have a chance to really analyze the areas and come ready with ideas to share, since it was a bit hard to see the maps on the phone

Group 2

Southwest

Infill area between A St, Stowell and Black Road is an area for expansion

Tiger Salamander habitat are a constraint because individual developers and land owners will have a hard time dealing with Fish and Game on their own. See annotated map for more info on habitat.

Don't want to see much change in this area, AG should remain. The City should focus on it's core and infill and not sprawl.

Infill opportunities are present in the City

Southeast

City consider growing on the east side of the freeway and is ready for development. Intersection and water systems are present for development.

See annotated map for more on boundary of where growth should occur.

Northwest

This quadrant must travel very far to go to high school. A high school is needed in this portion of town. Locations near Preisker Park or East of Blosser could be appropriate locations.

This part of town is very high density and needs a high school.

Very little commercial other than on Broadway and Main Street.

Getting around requires a trip by car which leads to congestion.

A small strip of land to the east to add amenities would be helpful, office buildings or commercial development would be a good move

Northeast

This planning area doesn't go far enough east and there are areas that have always been considered for future expansion but still needs to go through the annexation process. Annotation on map show areas that should be considered for annexation.

There's very little in the way of open space and parks which should change. Smaller parcels of property that have been developed could be used for open space or parks.

Hospital needs more land and could occur in the Northeast or the Southeast area of the City and will be important to provide medical services for the SM Valley.

Is underserved regarding commercial, retail and shopping access. A better network of connection to shopping on the west. How we provide commercial and retail shopping to the area, and approve connectivity for cars, pedestrian and bikers to the west side of the City.

Big Ideas

Missing a sense of place, visual harmony throughout the City, every shopping center looks different, the City lacks character and it is unfortunate given the other qualities.

Update our community design standards for low density residential and retail to include a Spanish architectural style that already is present (city hall, high school, court house). People would take more pride in their neighborhoods if uniform architectural style like the existing Spanish style was introduced.

Spanish style architecture has identity that could be built upon. New shopping centers of a modern architectural style does not reflect the existing the existing architecture and was a missed opportunity. For example, the Enos Ranch commercial development isn't tailoring to the needs and character of the community it is being built in.

City standard on Betteravia Road, Broadway and Main Street has some Spanish architectural style.

City staff has at time questioned if it is appropriate to have Spanish architectural style.

Planning and developers tend to rely on trends and focus on latest architectural style.

Concern that the City will not have an identity going forward if a specific architectural style is not selected to be used throughout the City.

A theme is needed to establish an identity. Programs and opportunities were created from the theme. Architecture can speak to a theme and a belonging to a community. People will take more pride and community and belonging if a theme can be created and architecture has a lot to do with this. Places that are quaint and appealing are nice to visit. This identity should extend Citywide and not be a in a particular area.

The character and identify of the City is important to establish as an overarching item for this process. What identity/culture does the City want to persevere and not lose because of growth and development. An example is Oxnard which expanded and lost its culture and identity. Santa Maria should not follow this example.

Slides are very development orientated, things like where should we expand and what should we do with land but not as much about identity. Community feels like the downtown wasn't handled correct and the introduction of malls was a mistake. Today the community is still trying to figure out what to do with the Downtown. Careful and honest admission that there have been errors made, look to the past and see what we don't like in regard to a lack of character. Concern about Santa Maria turning into development like the mall.

Sense of taste can lead to changes in architecture

Landscape and trees can help buffer some of the mass which certain buildings can intrude onto people's experience

Santa Maria is a flat piece of land which doesn't have hills or creeks which run through them

People tend to talk about the communal aspect of Santa Maria, and its architecture, and the vision of the City can help build upon this.

Evaluation

What worked well?

Interactive drawable map were a nice feature

Smaller groups were helpful and are hopeful that this feedback can be incorporated into the City's plan

What could be improved?

Consider looking into other cities for examples of what Santa Maria could strive to become. Specific things like pedestrian friendly transportation and maintaining open spaces amongst all housing type and particularly within high density residential areas.

More slides with narrower questions

More time in breakout room

Bridges between quadrants are necessary

Group 3

What assets and strengths are missing?

Educational obtainment is not what it could be in SM, School districts and Hancock are doing good to improve it. Would be good to have a 4 year college. Would be important for our community.

Medical and Education are important aspects of our community. They need protection and enhancement. Also, I think, spirituality; access to religious and spiritual facilities and resources.

The City needs a 4-year college. Our climate here is great and the topography makes it easy to develop. It's not as easy to develop in other communities where there are topographical issues.

Parallel services, health services on the Northwest to help underserved populations. Everywhere we have a fire department, there can be an emergency response center for fast response. A mental health triage is needed.

Recreation & sports fields. Opportunities for open space, play and sports. We don't have enough.

Education and medical access. Definitely more family entertainment is needed.

We need to improve upon medical access. A lot of people say they struggle to find great medical care here in Santa Maria. It is a challenge to get to Marian Regional Medical Center from the NW by bicycle. There are some clinics on Broadway in the NW, but I think that the specialists are mostly around Marian Regional Medical Center.

Improve affordability. The housing in Santa Maria is too expensive.

Most new development is shopping malls. We don't have as many wide open spaces. Where we lose open spaces, where can we add those? Hope we consider adding open spaces.

Improve infrastructure greatly in the northwestern part of the city too. Not as much as a need for cemetery with cremations.

The airport needs to be a separate but related asset that is underutilized. Potential for development, business parks, etc.

What opportunities through 2045 are missing?

Need good array of housing. Push now is for high density housing, but would like to see opportunities for open space and medium density homes. Single family homes are going really quickly with multiple offers. Traffic congestion needs to be handled. Multiple parking issues worse than traffic. Housing-jobs balance so people can afford housing.

Gathering places other than Starbucks. Next generation of town center east could create a new type of gathering place. Tie the mall back into the city through McClelland street, transit center to Allan Hancock College, not as many department stores in the mall anymore.

Housing and transportation are highly integrated, increase accessibility by active transportation by e-bikes, more parking facilities for them. Think about parking for bikes.

A big question on housing is parking. If we reduce the parking requirements, we can provide more housing. This requires more access to non-motor vehicle transportation. ebikes, buses, bikes

The importance of downtown and community and place. Annexation. Bradley lands is the most reasonable place to expand and think about how that was developed to some specificity. East of the highway. When we look at existing City infrastructure back to 1905, and the 1960s with no real space for cyclists. Huge opportunity for the city to look there.

The Fairpark would be a good place for a convention center right by the hotel. The Fairpark might move to the east where it is flat and has good highway access for big trucks.

Northwest

This area has better farmland outside city limits when compared to the east of the city. In this area we need to improve the roads. There's a lot of exposed asphalt, the sidewalks are rough and dirty, and the lighting/traffic walkways are lacking immensely in my opinion.

Wonder what the vacant land below Preisker park will become? Consider more senior housing options. Limited as to what we can develop in this section of the City. Might be a good area to put housing in, with really good access to transportation there.

In this area we need to improve the roads there's a lot of exposed asphalt, the sidewalks are rough and dirty, and the lighting/traffic walkways are lacking immensely.

Agricultural lands need to be preserved.

The area of Main Street and Blosser Road might be a good area to develop for medical uses

This area is pretty dense with very little open space available. Lot of old industrial south of main. Would probably be redeveloped into something else. Very underserved.

Some of the issues of underserved areas can be addressed by active transportation infrastructure. Would be helpful to have some local stores in this area.

There are hardly any trees in this area. Trees would give a whole different character by providing shade.

Northeast

Nice for further improvements to river walkway, walked the other day, would nice to see more improvements. Not sure what you can do there because it's a levy but some enhancements would be nice. Eventually nice developments to the east of Pioneer Valley High. Constant issues with farmers, the old dump might be able to be used for open space

Southwest

Big growth area that includes the Blosser-Southeast Specific Plan, Jimenez School, area 9. City needs to address the large housing growth from the rezone from industrial uses. Wants general plan to address the increase in density in area 9 and the impacts to the schools. The cost of new school improvements is high and expensive. GP needs to address financial ramifications in this area and area 9 in this part of town.

Better bicycle routes, N-S and E-W. The bike trail along the rail line along Waller Park is great. It would be nice to see it extended. It would be nice if bikes could have routes through gated communities. Right now there isn't an alternative to using Blosser Road from Battles North. Getting through South of Battles is very nice.

Airport is a great opportunity for growth. Ca. Tiger Salamander and Red-Legged Frog are endangered species in this area. A study is needed to know what the current situation is. Excluding Tanglewood from the city is silly. Doesn't seem right. As we look forward, we should incorporate Tanglewood into the city.

This area could be used to build a new Junior High School to accommodate the students. The City does not have adequate Junior High Schools to accommodate all students.

One on-going concern of City residents is our water source and quality. I think it would be prudent to develop additional sources.

We need to do environmental reports anywhere we develop, but especially by the airport.

The area south of Main Street is highly dense but underserved, could use more amenities. These are our poorest and most blighted areas. We do not have adequate streetlights in some of these areas. Improve quality of these older neighborhoods. Cannot do that without talking about it. Improve the quality of life for these people by providing some amenities. This area is grossly underserved.

Southeast

Would be nice to see town center morph into a gathering place for young and old people. Tie in McClelland, tie in the library, improve area to Allan Hancock College. Would be good to see some vision on South Broadway to make this area more pedestrian and bicycle friendly. Annexation should occur South of Hancock Park. The Tiger Salamander is an issue down to Bradley, but is farmed pretty heavily. Farming is becoming much more high tech. Windset Farms is the way of the future. Farmers have moved into these areas. Nice to see an improvement downtown and then see some planning on the east side, including public facilities as the City grows. Can tie the mall into McClelland Park. Old industrial railroad property can be tied into the transit center over to Hancock College. Make the downtown a little more user and pedestrian friendly. Might attract more coffee shops, tasting rooms. It's urban and high density that has some nice open space nearby. Improve Hancock and the college. Loop a connection through.

The City should expand its boundaries more towards the south east to help draw attention to Los Flores ranch. Maybe this could be a spot for more agricultural space.

It would be nice to have more land for community gardens. There is a waiting list for the one we have. The draft of the active transportation plan doesn't make improvements to existing bike lanes. This past month Miller was restriped making significant improvements to a lot of the bike lanes. But, some parts needed to be left at 18" wide. So, there needs to be some change in streets.

This is the area for annexation. Would behoove the City to look at visioning what they want to see there. Same street layouts or something new – complete streets & grid network, street trees, etc.

Big Ideas

We are charging the wrong people development fees. If we have big employers in the area, we need to get them to land. Apartments are the highest demand. We need to be able to put in the infrastructure the community needs.

Put trails adjacent to the rail corridors. There are some difficulties there, but there is an abandoned rail corridor on the northeast.

Make public buses smaller and more frequent and cover more routes and make bike routes convenient and low stress and not require any off-street parking.

Evaluation

What worked well?

No comments.

What could be improved?

If the maps could possibly be sent by email beforehand so we all have a chance to really analyze the areas and come ready with ideas to share. it was a bit hard to see the maps on the phone.

Group 4

What assets & strengths are missing?

Streets have great character, but not safe to cross Broadway at any point (South or North)

Northeast Corner of the City of Santa Maria: Assets are airport and local rail which provide competitive advantages to businesses. Transportation system in this area has issues.

History (location and character) & history of residents is important and what they have done locally and beyond

Santa Maria has a community feel and it needs areas to gather and hold fun events. Neighborhood design needs to include spaces to gather that are larger for public and private events.

Allowing more outdoor spaces for restaurants is needed

Safe roads to commute on. Feeling of being able to traverse City as a pedestrian

Point of interest are spread out and require you to drive to get there. A lot can be done when streets and amenities are organized

People who are native have left because it is too expensive. Where there is affordability there are multi-generational communities. Santa Maria has deep roots and everyone knows everyone. Santa Maria is known as a central coast community for growing healthy families to live through housing affordability.

Market for healthy families

Great shopping

Safety and crime are a big issues which can negatively impact healthy families

It is important to have generations of families living in a place. Affordability and education is also important and should be a priority. Organizations like the Elks Lodge, Rotary, and Kiwanis Club give back to the community with dinners and fundraisers and the Rodeo.

The quality of life in Santa Maria is generally good and we have the PCPA (theater) and wineries. Marian Regional Medical Center provides jobs to help the economy and contributes to good quality of life. Cultures: Japanese, Cowboy ranch, native American, Mexican = branding opportunity to build on (example = Santa Fe culture)/ leverage into something important.

The Vets Hall is reflective of Santa Maria's heritage. It is used for events but not reflective in an architecture manner.

What opportunities through 2045 are missing?

A higher education (4-year university) is needed in the City. A place to train dental hygienists and other types of trades schools are needed here. Growth in the medical field is also needed in the City. Santa Maria is growing. Keep it pedestrian friendly. Include bicycle paths and trails with destinations and include pit stops/amenities along the routes.

The City should consider how to grow in an environmentally sustainable way. How we deal with trash and waste/ pollution is important and protecting natural resources such as parks. Climate change should be mitigated.

Location where maker spaces and innovation can occur (lab) would be great near the airport or other areas of town. New innovative technologies that can change industries overnight. These types of changes may affect agriculture and farming and the City needs to consider this. Opportunities to consider include an international food plaza, and enhanced mental health care.

Building and maintaining careers that are here in the City. A lot of people leave and may not come back to build on multi-generational roots. Career that are eco-friendly and highlight Santa Maria's natural resources. A community garden feel would be nice. Need to consider how education may change and respond with facilities that have adequate training opportunities such as trade schools.

Emphasize inclusivity for all members of the community. This meeting includes interpretation, as an example. Those that have visibility and mobile impairments should also be included. All members of the community (homeless too).

Public Spaces are needed. Gathering spaces and also event centers and also cultural centers. Museums and performing arts are attractive to residents but also visitors.

Lighting and noise and safety is an issue in town. Battles and Miller – could see 18 streetlights apart from stop lights. Noise is bad and some of it is from semi-trucks. Lighting was pointed in the wrong direction and so bright. Public transportation is available but good quality pedestrian facilities are needed.

Northeast

Main & Suey (blue circle). No sidewalk and empty lots which cause people to walk in dirt or in the street. The weeds get really bad. Area in pink should not be annexed by the City

Blue Circle: curves out like it is about to curve into the strawberry field

Yellow Circle: North side of miller: speed bumps are good for traffic and speed. Drawback because Broadway gets congested. A lot of traffic and pedestrians. Narrow and a lot of traffic/ very congested. College is wider but it has all the dips for the water drainage

Community commercial in the whole northeast. No grocery store or dry cleaner

Big Car Lots will not stay there forever

Small walk-in stores rather than a development like Crossroads Shopping Center

Roemer is highlighted and this area is going to like Crossroads Shopping Center

Main and 101 intersection is really bad and needs to be fixed

Annexing agricultural land is not sustainable. If we keep going to east/ where does it end?

Northwest

Improve vehicle access to Preisker Park. Need better vehicular access to this area. If there was a major emergency, there would be issues as there is not enough access. This would be a big issue if there was a disaster in this area. A lot of parks in this part of town. This is great, but they should interconnect with each other with foot and bicycle paths/trails.

Broadway and Highway 101 does not show off the city very well. Many people use this intersection. The streetscape in this area has deteriorated and needs to be addressed

New entrance signs are beautiful

The minigolf (boomers) has deteriorated and there were a lot of trees at a KOA but were taken out, and a new hotel was built in that area.

Should take a closer look at the City's tree ordinance and urban forestry. Many trees have been planted

There is an issue with the homeless at Wendy's because they are staying in the riverbed and they come to Wendy's to buy food

The riverbed could be an asset but currently is not well managed

Southwest

The airport will play a big role in how the development in this area progresses. If the airport grows and more flights become available, we could see push to have development (hotel & shopping) in that general area

Blue Circle: businesses have gone out of business along Betteravia because it is close to the airport

Northwest corner is ag production/ There will be growth because of growth in population

Natural places to keep it as small as you can. Corner should be evaluated. Opportunity: place where people go to work / put companies out there

Different views on prime agricultural land. Agricultural land changes such as water availability.

Yellow line: current walk path but could be a commuter path for bicycles

Southeast

Concerns with impacts to agricultural land

Trucks are currently driving from this area west through the city. Transportation lines should be shortened for housing and industries

Blue Circle: oil facility farther east

Highway 101 was built as a bypass and this caused sprawl in the past

Marian Hospital will need to grow and a larger foot-print and buffers for it are needed in this area. The college is also adjacent to this area and could grow here. More mental health services are needed and they could also go in this area and would be close to the hospital

Focus on downtown area

Big Ideas

Maintain culture and history. Reach out to community members and ask them to submit artwork or design and architectural ideas. Halloween and Christmas events in Santa Maria are important and should be maintained. Walk through old buildings/ walk downtown streets to see how it used to be in the City. The area where Pappy's restaurant is located is a different world than what is West of Highway 101.

Leverage various cultures and make Santa Maria a site for international plaza for food and festivals. Make it a destination place.

Include a bluff that overlooks the cemetery with restaurants with outdoor seating

December 3, 2020 Workshop:

Group 1

Northwest

Very old homes on Fesler and Main and more farm workers live in these areas. This area is less habitable and roads are not fixed. In that area it is also more residential and not many resources are available here. More social centers and more clinics and health services should be added here. Better transportation to Pioneer Valley High School is needed. Down Alvin Ave Street specifically, students assigned to Pioneer Valley High School have no transportation.

Areas with a lot of robbery. Need more surveillance and widening the streets. Participant has acquaintances who have had cars and things stolen from them in the area. More public security is needed. More lights and surveillance are needed here as well.

There is nowhere to expand unless it is in the riverbed and for Blosser there are pesticides. There are only a few bus lines in this area and Blosser does not have any bus stops. Need to expand bus service in this area.

Northeast

The public art structure that is located the northeast corner of Main Street and Broadway was discussed as not looking nice in this area. Buses are needed to Pioneer Valley High School. Participant works with students and they need buses. Better transportation for low-income students is needed as well. The city needs a program to collect garbage and beautify the city. Also need programs that encourage people to participate, and to help the elderly clean their yards. Get people to help our community. People want to be proud to participate. A survey could be used to determine where these programs are needed. The city doesn't focus much on cleaning up areas by Alvin and the sidewalks are not maintained. The Donovan area is more maintained and newer. Houses are very close to the fields, there is no space between fields, homes and schools. Santa Maria needs a downtown area. Many semi-trucks pass through the downtown area and they affect the air quality of the community. Heavy trailers are moving down Main Street. Lots of pesticides, especially in strawberry fields, and this affects people walking nearby, especially pregnant women. The city should probably not expand beyond Pioneer Valley High School because there's the landfill/dump. They are approximately a mile or two from the landfill.

Southwest

More building should occur in this area, but it should be built upwards and not expand into agricultural areas. If it does expand into these areas, agriculture is going to end.

Morrison Ave Street and Depot Street is near an abandoned potato field. This area should be analyzed to be used for future development.

Consider improvements to the railroad in this area so that it can be utilized better.

Southeast

Participant recommends that future development occur in the buildings previously occupied by Costco, so as not to expand into agricultural areas.

Big Ideas

Travelling out of town, for example to Santa Barbara and like those buildings, they look like Mexico and give them nostalgic. Follow a plan to beautify this City. Follow the architecture of Santa Maria High School, the Veterans Hall and City Hall. Let the money stay in this town.

Focusing on city leaders to form a plan.

There are low-income buildings that don't look low-income.

Coast Hills Bank, I don't understand who gave permission to build something like that, they didn't think into the future and didn't think about the location. It is an example of a building that doesn't belong here.

Improvements are needed to beautify Santa Maria and make it more pedestrian friendly and walkable. On Main Street there are a lot of cars and big semi-trailers. There are also cars in the grass and cars that do not work that are abandoned on the street.

We leave Santa Maria to enjoy San Luis Obispo (for example the Farmers Market). Downtown Fridays here is not the same as the farmers market that is in San Luis Obispo. The downtown area should be more walkable and pedestrian friendly. For example, when are in Santa Barbara, you go to State Street and can walk from one store to the next. The downtown area of Santa Maria should be improved to be more walkable.

Olivera Street in Los Angeles was mentioned as an example, and ballerina fountains in San Pedro and local food businesses. Places to gather are needed such as a square on Main Street. This area could bring local artists, musicians, writers, painting and community events into the area for young people.

The City of Santa Maria is still approving housing, but it is not low income. A family of field workers cannot pay more than \$2,000.00 a month, and not live in garages. You are going to make a beautiful city, but you can't live in it with these costs. The housing in the southern part of the city is bigger and more expensive and there are no low-income dwellings. That is at least 25% below income levels. We are not thinking about what field workers make.

Maria's Adobes are low income. They are all very close to each other. I personally grew up in a two-room house for ten people. Cheaper homes are needed.

I want to live comfortably and not piled up. That is why people pile up because of money. If there is no housing, people are going to go looking for work elsewhere to make more money.

Group 2

Northwest

This area is somewhat run down but they like the new apartments on Depot Street. They are big and would like to see more of these accessible places to restaurants and walking distances. The depot apartments are beautiful over by Alvin. The traffic near Robert Bruce school is really dangerous for all kids, parents and staff and they would like for everyone to just be careful.

Participant works in the heart of the town and would like to see more elevators in the building and there are a lot of buildings without them. Depot Street is too dark at night and dangerous especially for the pedestrians on bikes. Also, more parks in this area more over by Railroad Avenue. Strip

clubs are too close to the high school. Adding more parks to the area near the new apartments on Depot Street are needed. Parks should be incorporated into residential areas.

More security in this area 24 hrs a day.

Does not live in Santa Maria but will move soon in March. Santa Maria does not have a center point. When she was looking for a place to live, she read reviews saying that Santa Maria does not have enough areas to gather and things to do. Santa Maria is a small community but has a lot of room for more parks and areas to gather.

Consider expanding over by the riverbank to connect out to Guadalupe. Should focus on preservation of agriculture. Expand bicycles trails in this area in the riverbed to provide a connection out to Guadalupe.

Consider removing the agricultural fields and adding residences there. Concerned that the only street to Guadalupe is Main Street and that travel along this roadway can be dangerous.

Participant does not believe that expansion into agricultural fields should occur because agricultural provides many jobs in Santa Maria.

Northeast

Participant has not lived here but passes by a lot. Not too many changes and looks quieter, but noticed not a lot of new projects. Main Street does not have enough businesses, maybe due to pandemic but it does have a lot of potential. More small business is need here. There is a lot of meat shops, not enough small businesses. you can see the difference between east and west. There are a lot of low income families in this area and there are not a lot of bus routes, especially for kids going to Pioneer Valley High School without having to take multiple buses. When Pioneer Valley High School was first open there were concerns regarding the close proximity to agricultural fields.

Southwest

Same comment in this area regarding the need for additional bus routes. Participant would like to see a university, feels like ice is negative in this area and would like to see something more positive. Would like to see a 4-year university more like Cal poly but less technical.

Blosser Road to Betteravia Road is unsafe because cars are going too fast and we do not have sidewalks or bike lanes. It would be a good area for more soccer fields or more family and kids to get together or educational programs. Santa Maria High School is close but there are students that live here but go to school in Tanglewood. The city should construct something more for the youth and that benefits Santa Maria High School Students. Also, on Betteravia Road near A Street by the recycle center there are more homes and concern for the fumes for friends and families in that area. On Blosser Road cars go by too fast and this is very concerning.

Southeast

Many businesses have come into this area and there is an elementary school here. Many businesses are mixed in with residential uses.

Concern about traffic for kids in the middle of all of it. The city needs to consider the safety and traffic. Too much traffic in the city. we should separate the businesses from residential.

How about small markets in walking distance and not have to drive to a store. this would minimize the traffic and make it safer.

Would like to see more biking and hiking options in the city.

Improvements along Broadway are needed and more mixed-use projects like the hotel over by the library. This area is beautiful. Also, over by the mall by College Drive, and by the softball field. There are not enough parks in this area either. This area is more private.

More street names should be in Spanish. Residences too close to agricultural fields. Concerned about the health issue for families. We need to build more tall buildings as well.

Big Ideas

The city should work together with neighboring cities like Lompoc/Vandenberg and some aero- space businesses for more job opportunities. Open up the doors of Hancock College and expand their programs with the community.

The city should create some sort of plaza like Olivera Street in Los Angeles and give the hispanic shops more business. Would like to see more plaza central, more art and show more of the culture of Santa Maria. Participant mentioned music, food and festivals. They would like to see a big central park to get together. A more permanent space instead of parking lot. We need to take more pride in the hispanic culture like the downtown Fridays.

Streets that agricultural workers use to travel from Guadalupe and to New Cuyama are being more forgotten and there are more accidents. Make them better.

The Santa Maria airport is another area in the city with a lot of potential for commercial uses. Heard there are more airlines coming and that offer free parking and if people decide to come to Santa Maria that is better. Adds more potential to Santa Maria.

Santa Maria needs to be more like San Luis Obispo and Santa Barbara. We are more agricultural and have that name, and we need to use the other cities as an example to change. There are a lot of other uses here in the city like the sugar factory besides the agricultural businesses. Maybe get an idea from another city to change the Santa Maria reputation. try not to be exactly like them but close.