



# Santa Maria General Plan

## Visioning Workshop

November 11, 2020

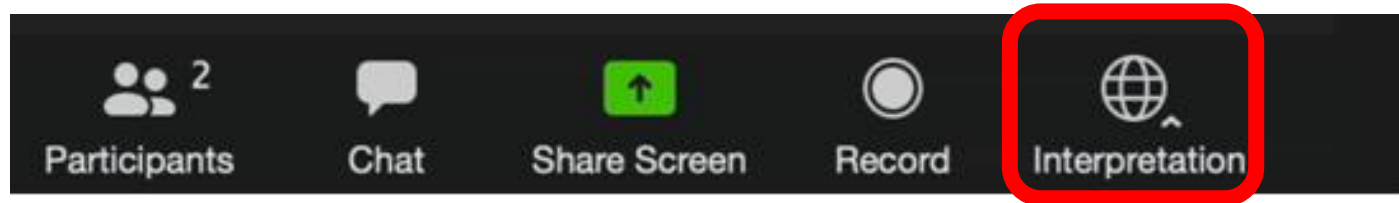
**What is your favorite place  
in Santa Maria?**

***Type your response in the Chat  
window***

# Interpretation

**La interpretación simultánea para esta reunión se dará en español:**

- Español – bajo la opción Español
- Por favor haga clic en el icono de interpretación en su barra de herramientas para acceder a español.

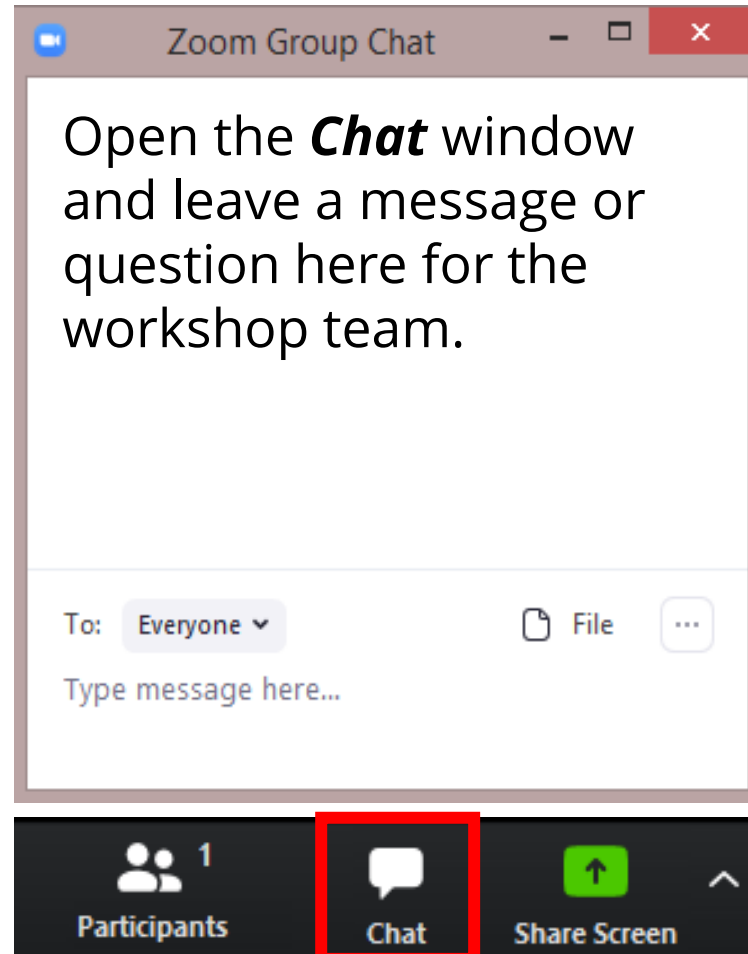


# Zoom Chat and Presentation Slides

## Presentation Slides:

[https://www.imaginesantamaria.com/community-](https://www.imaginesantamaria.com/community-events)

### CHAT FUNCTION





**Welcome**

# Workshop Team

## City of Santa Maria    Raimi + Associates

- Dana Eady
  - Rosa Roja
  - Deisy Ruiz
  - Frank Albro
  - Carol Ziesenhennne
  - Cody Graybehl
  - Alejandra Alvarez
- Ron Whitmore
  - Monica Guerra
  - Jessica Medina
  - Meghan McNulty

# Agenda

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- Orientation and Welcome (6:30-6:50pm)
- Presentation and Polling (6:50-7:15pm)
- Small Group Breakout Exercise (7:15-8:30pm)

# Ground Rules

- Participate in good faith
- Be a good listener
  - Share the floor
  - Do not interrupt one another
- Respect others even if you don't agree
- Allow space for differences of opinion
- Ask questions for clarification and mutual understanding



# Presentation Overview

# Presentation Topics

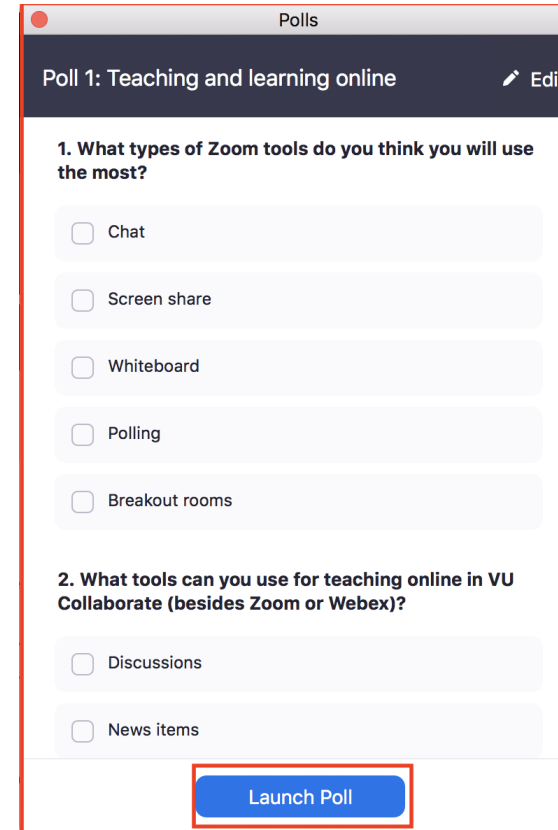
- Introduction to the Santa Maria General Plan Update
- Community Input is the Foundation
- What We Learned in Phase 1: Existing Conditions
- The Outputs of Phase 2: Visioning

# Key Points

- The City of Santa Maria is comprehensively updating its General Plan.
- The General Plan guides future actions related to growth, development, infrastructure, transportation, facilities, housing, safety, and other topics.
- This is a multi-year, step-by-step, community-guided project.
- We are at the beginning stages of the project.
- Community input at this point provides the foundation for the planning process.

# About Zoom Polls

- Not a real vote – an opinion poll
- No “right” or “wrong” answers
- Anonymous
- You do not have to vote every time



The screenshot shows the 'Polls' window in Zoom. The title bar says 'Polls'. Below it, the poll title is 'Poll 1: Teaching and learning online' with an 'Edit' link. The first question is '1. What types of Zoom tools do you think you will use the most?'. It has five options: Chat, Screen share, Whiteboard, Polling, and Breakout rooms. The second question is '2. What tools can you use for teaching online in VU Collaborate (besides Zoom or Webex)?'. It has two options: Discussions and News items. A blue 'Launch Poll' button is at the bottom right.

Polls

Poll 1: Teaching and learning online [Edit](#)

1. What types of Zoom tools do you think you will use the most?

☐ Chat

☐ Screen share

☐ Whiteboard

☐ Polling

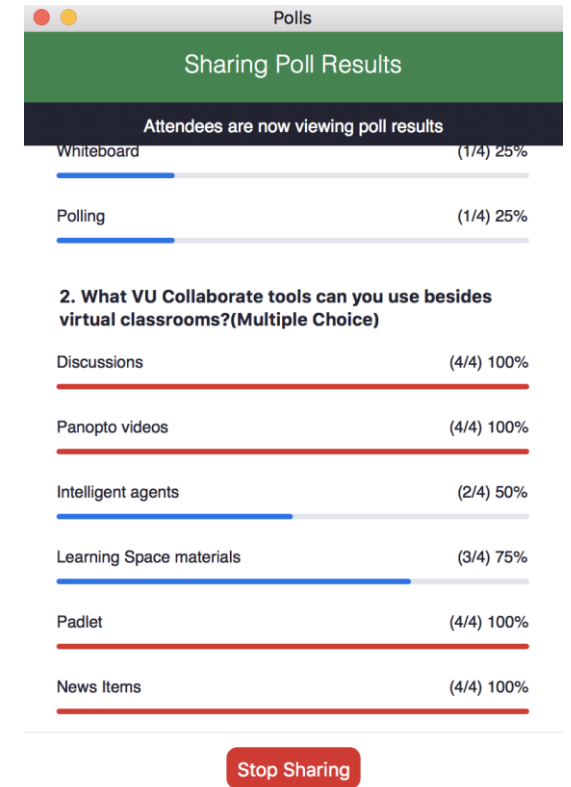
☐ Breakout rooms

2. What tools can you use for teaching online in VU Collaborate (besides Zoom or Webex)?

☐ Discussions

☐ News items

[Launch Poll](#)



# A quick poll...

# **Santa Maria General Plan Update**

# Purpose of the General Plan

- Long-term (20-30 year) policy document to guide future actions in Santa Maria
- Serves as City's "constitution"
- Preserves and enhances community strengths
- Addresses a number of topics of concern
- Enables the community to come together to develop a shared vision for the future

# General Plan Topics

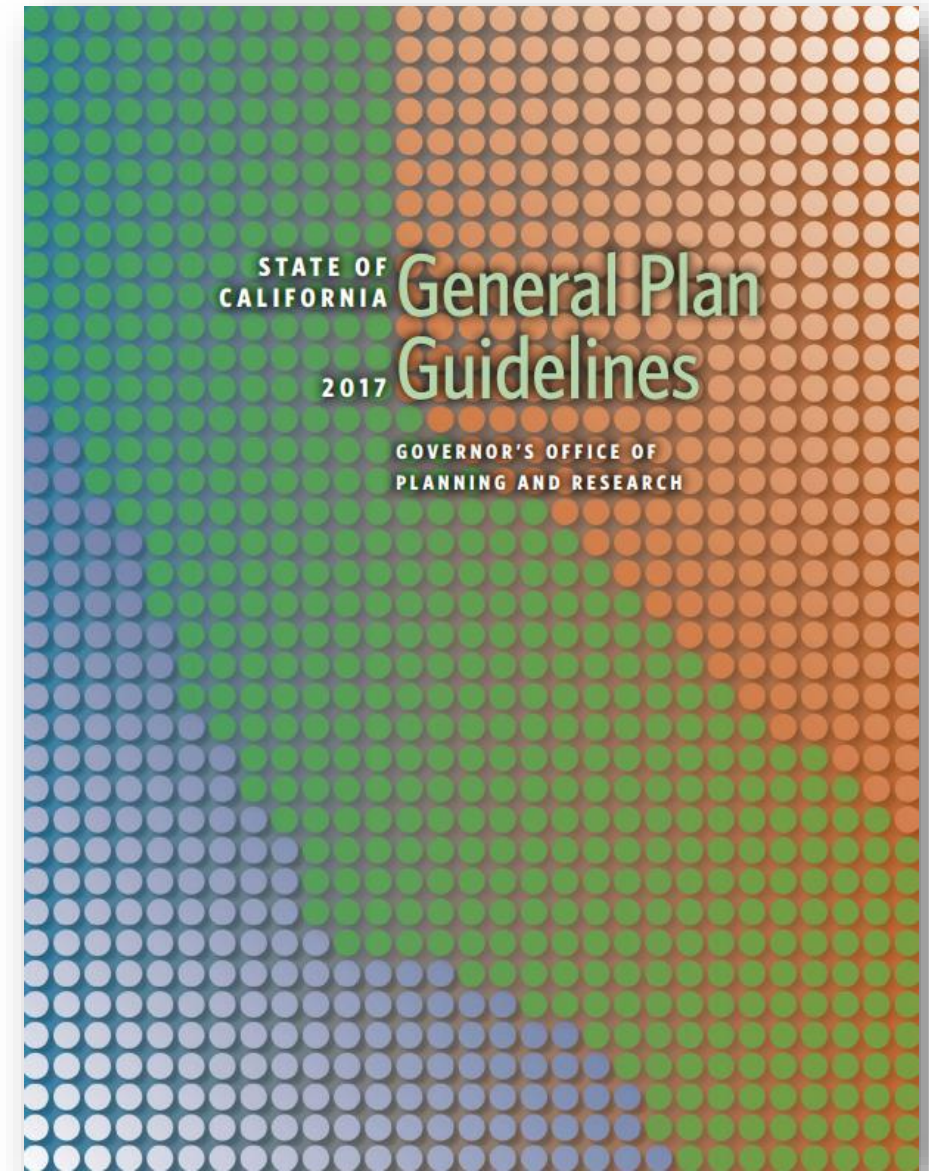
## Required Elements

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Noise
- Safety
- Environmental Justice

## Other Topics

- Public Facilities and Services
- Economic Development
- Agriculture
- Other?

## New State laws + 2017 General Plan Guidelines





# Consultant Team

**Raimi + Associates**  
*Project lead, urban design, engagement,  
health, sustainability, equity*

**Rincon**  
*Environmental  
analysis*

**SERA**  
*Public realm*

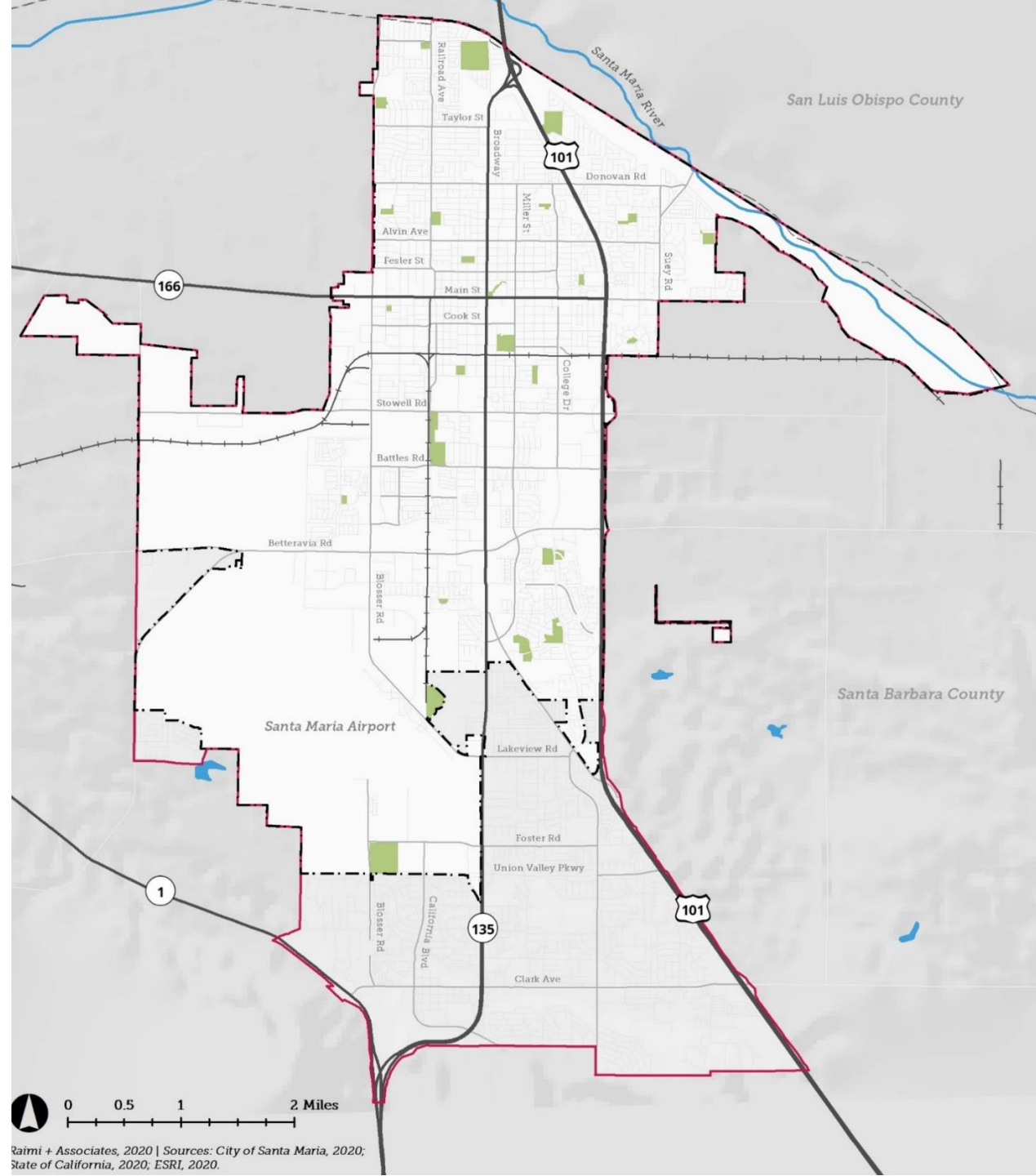
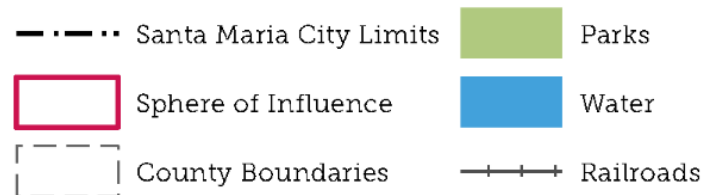
**Lisa Wise  
Consulting**  
*Housing,  
Economic  
Development*

**GHD**  
*Mobility, traffic  
analysis and  
modeling*

**WSC**  
*Infrastructure*

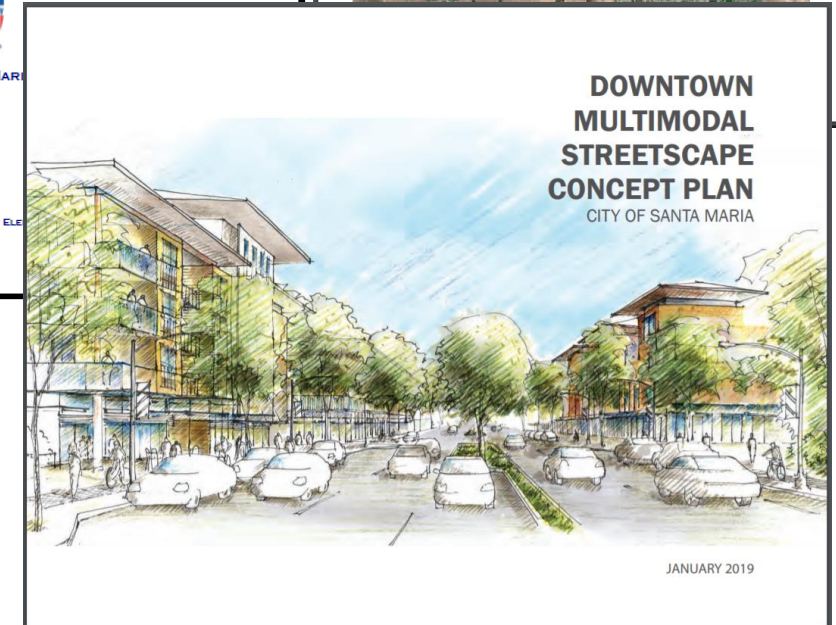
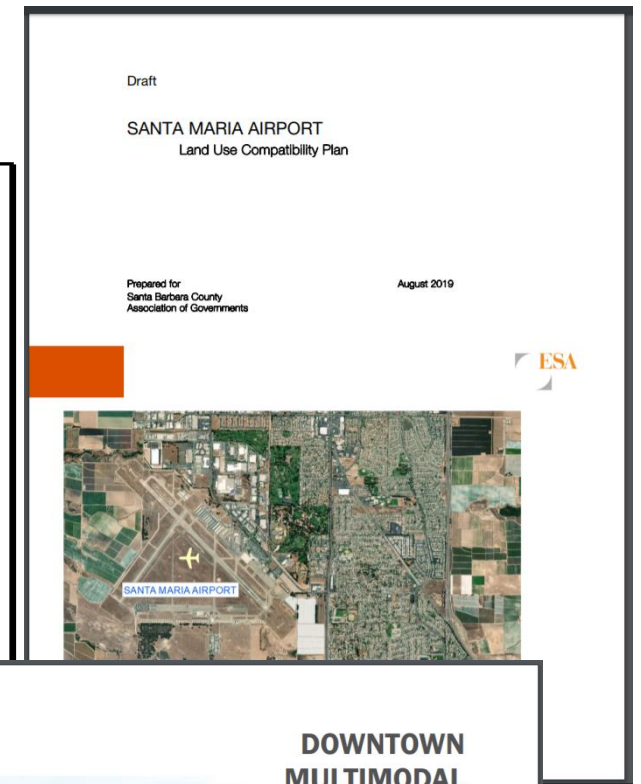
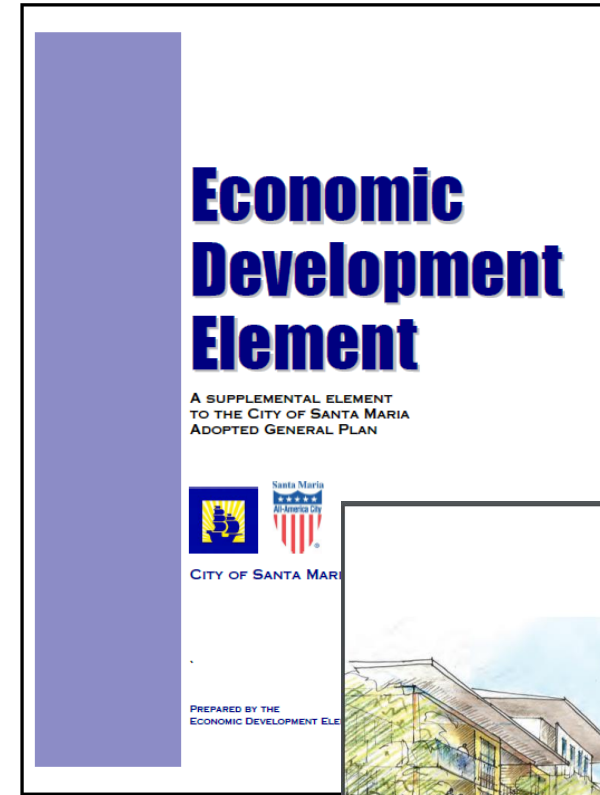
# Planning Area

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

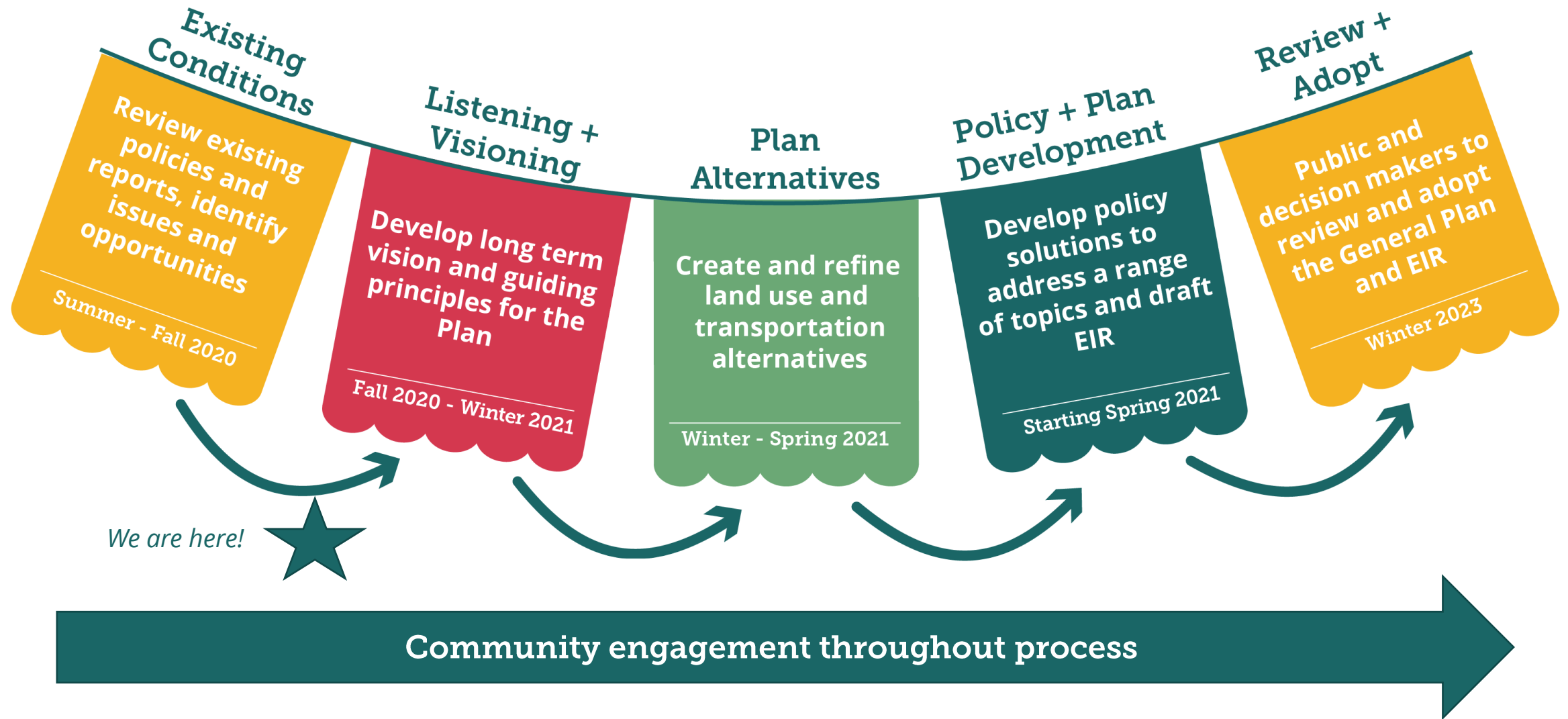


# Building on Existing Work

- Existing General Plan
- 15 Specific Plans
  - Downtown Multi-Modal Streetscape Plan
  - Active Transportation Plan
  - Santa Maria Airport ALUCP
- Design Guidelines
- Zoning Code
- Multi-Hazard Mitigation Plan



# Planning Process



# Key Outcomes

***A successful Santa Maria General Plan Update will result in:***

- An active and engaged community
- Citywide consensus on the City's direction
  - Clear decisions on growth and character for neighborhoods
  - Strategies to maintain levels of service
  - A housing element that meets the City's needs
  - Strategies to advance health, equity, and resilience
- A plan that is integrated with other City plans and operations
- A user-friendly approach to implementing the General Plan

# A quick poll...

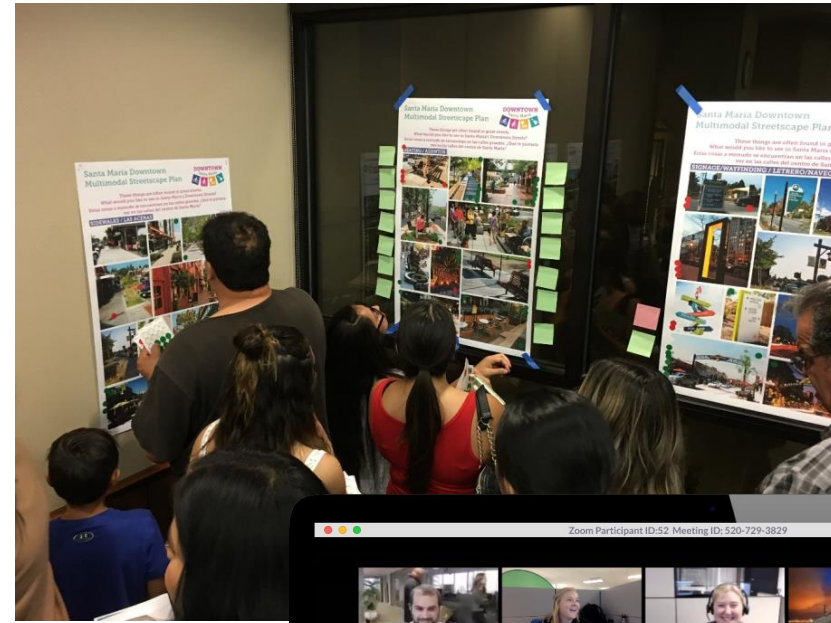


**Community Input is the  
Foundation**



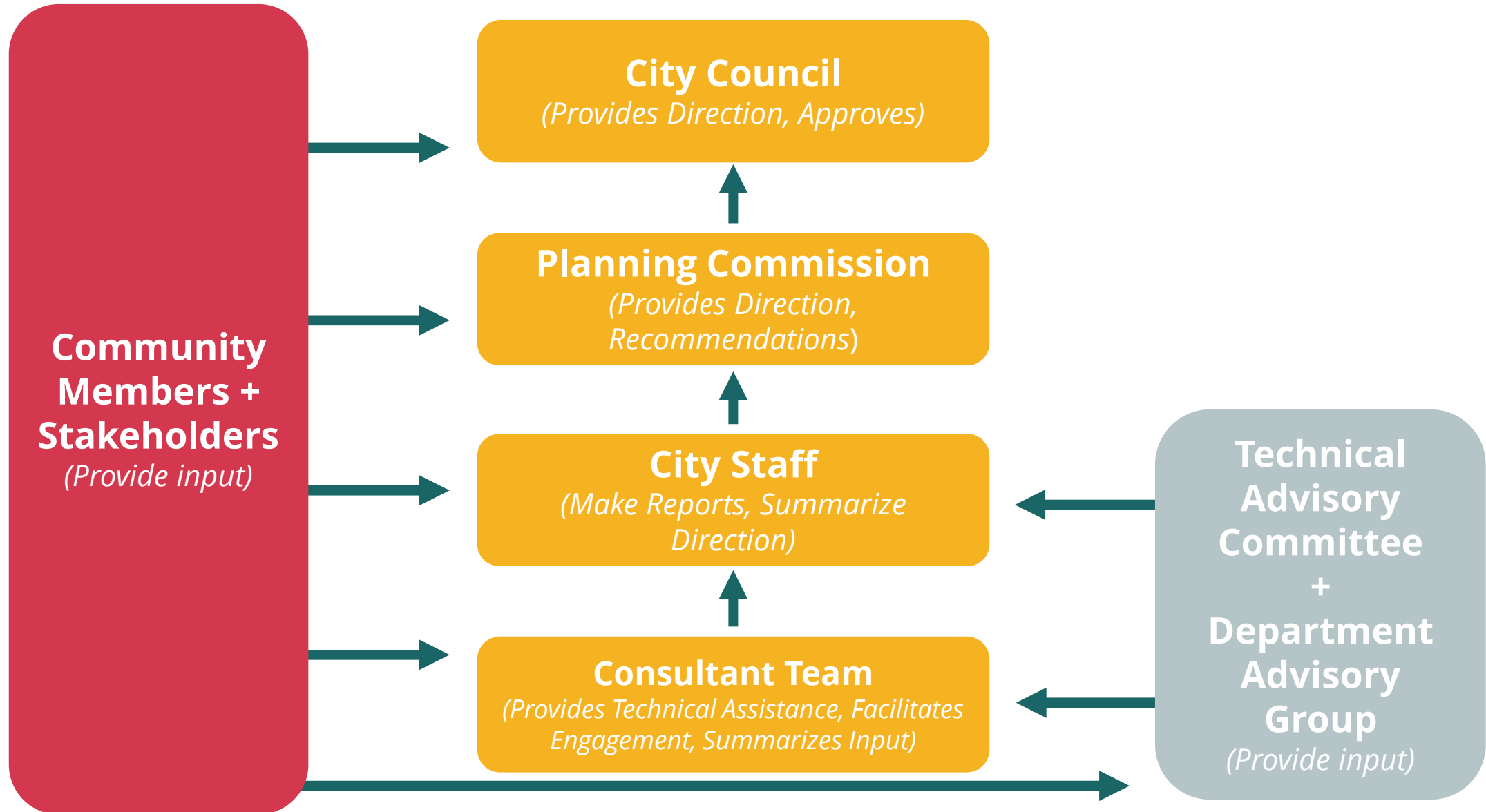
# Engagement Objectives

- Obtain feedback on key policy issues
- Provide a variety of options for community members to engage and be informed
- Gather representative input from community members
- Be transparent and build a sense of trust
- Create opportunities for the community to take ownership of the General Plan and steps to achieve its implementation

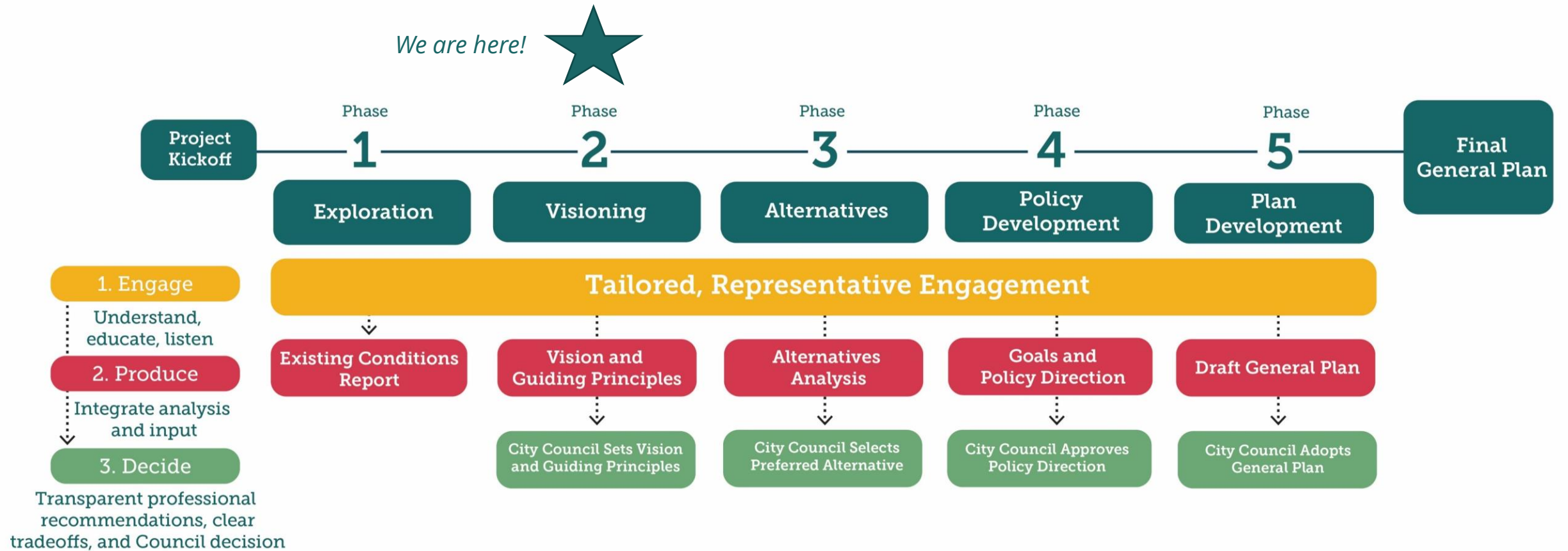




# Decision-Making Process

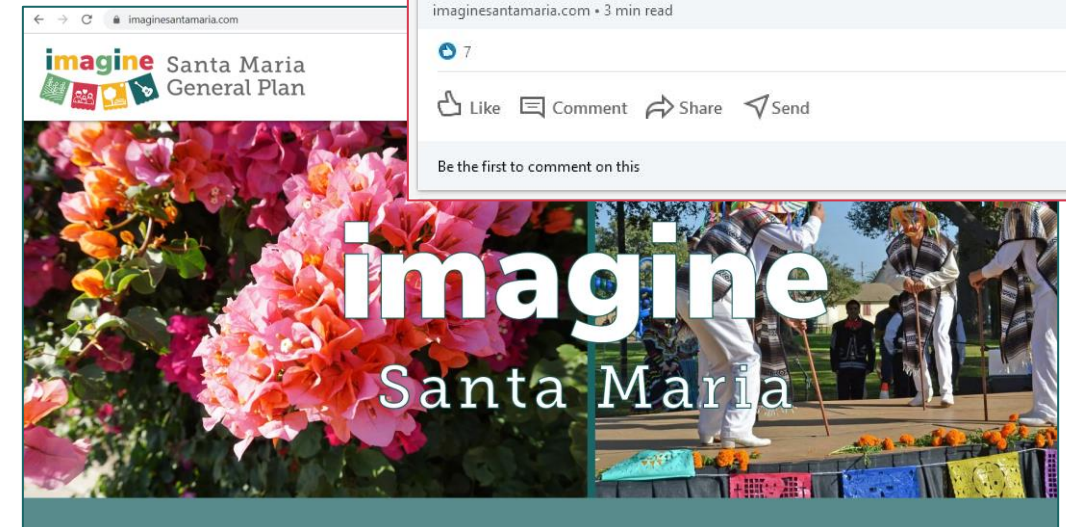
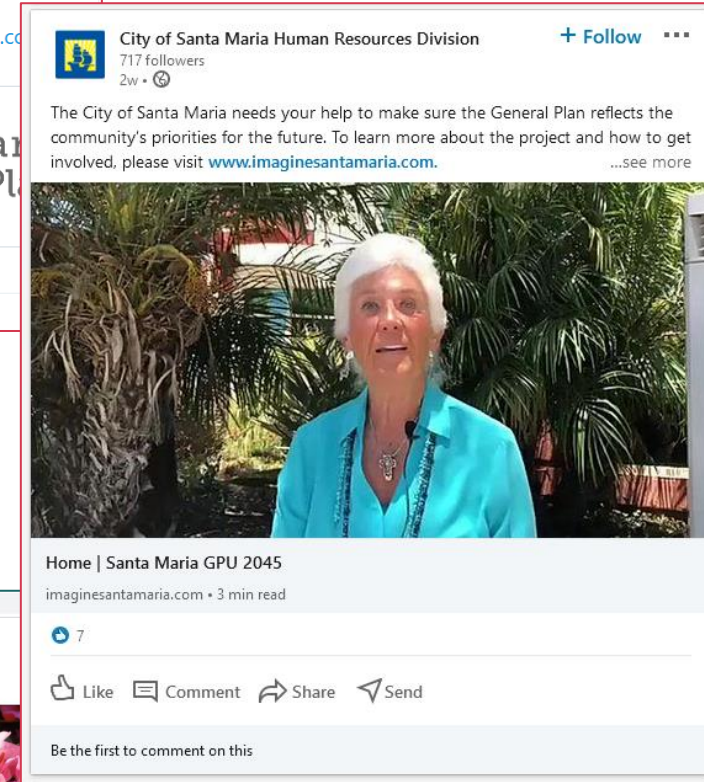


# Decision-Making by Phase



# Initial Engagement

- Project website in English and Spanish - [imaginesantamaria.com](http://imaginesantamaria.com)
- Press releases, utility bill mailers, social media blasts
- Stakeholder interviews
- Five Technical Advisory Committee (TAC) meetings
- Online “Qualities and Changes” surveys (open July - September)
- Planning Commission, Department Advisory Group, and City Council meetings

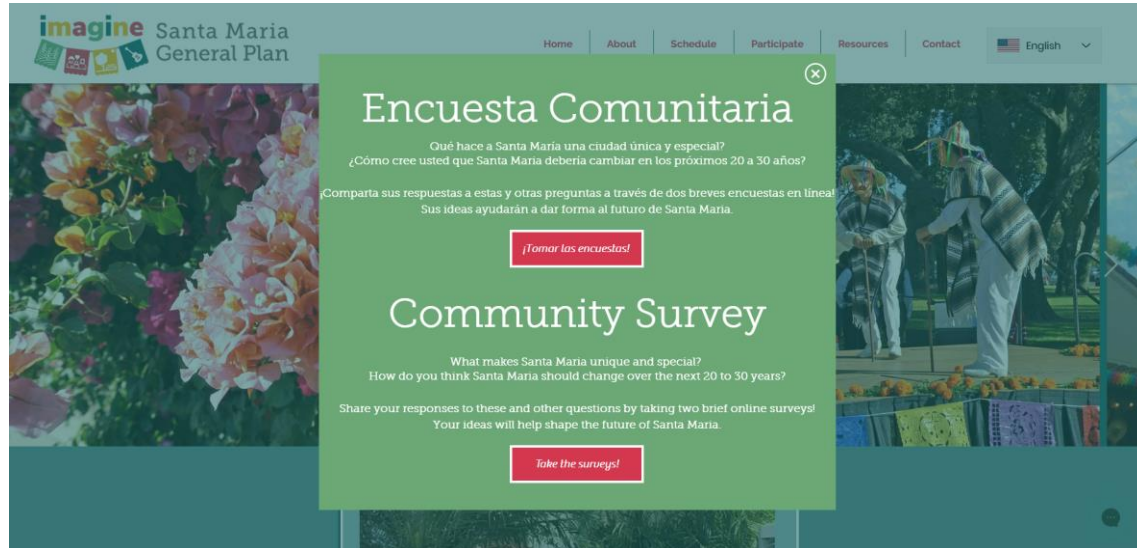


# A quick poll...

# What We Learned in Phase 1: Existing Conditions



# Two Surveys: Qualities & Changes + Mapping



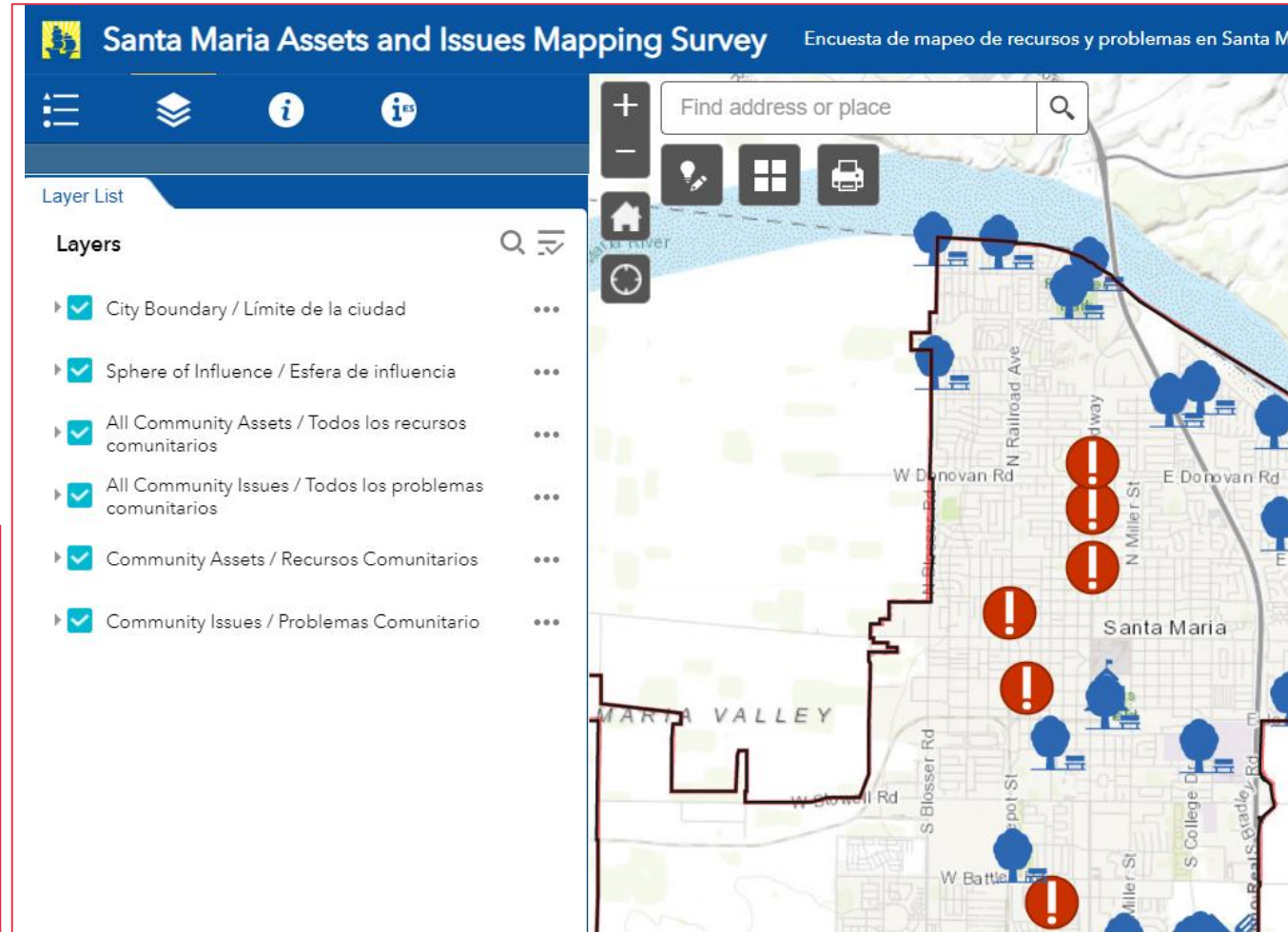
## Actualización del Plan General de Santa María: Encuesta de Ventajas y Retos

### ¡Bienvenidos!

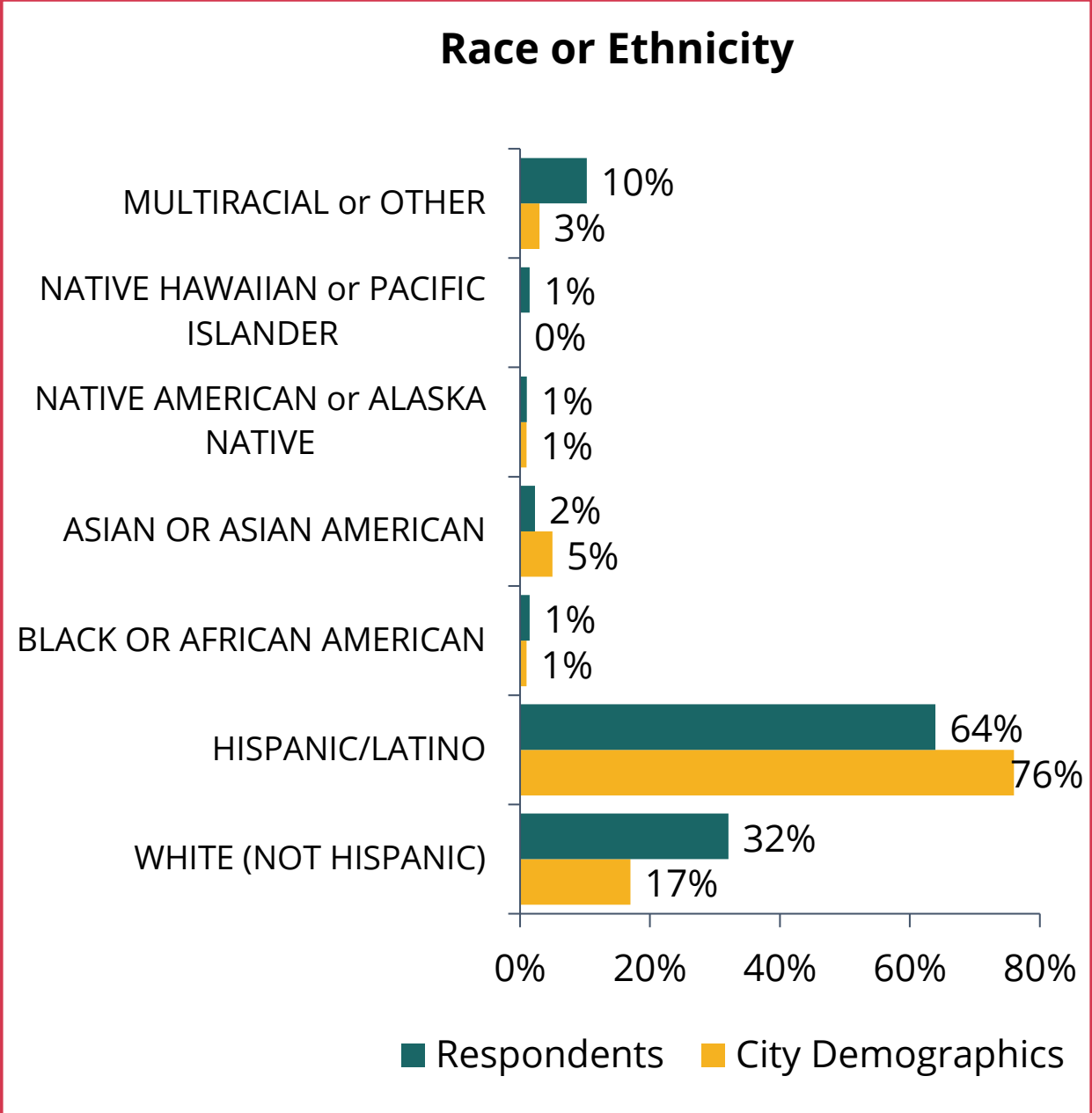
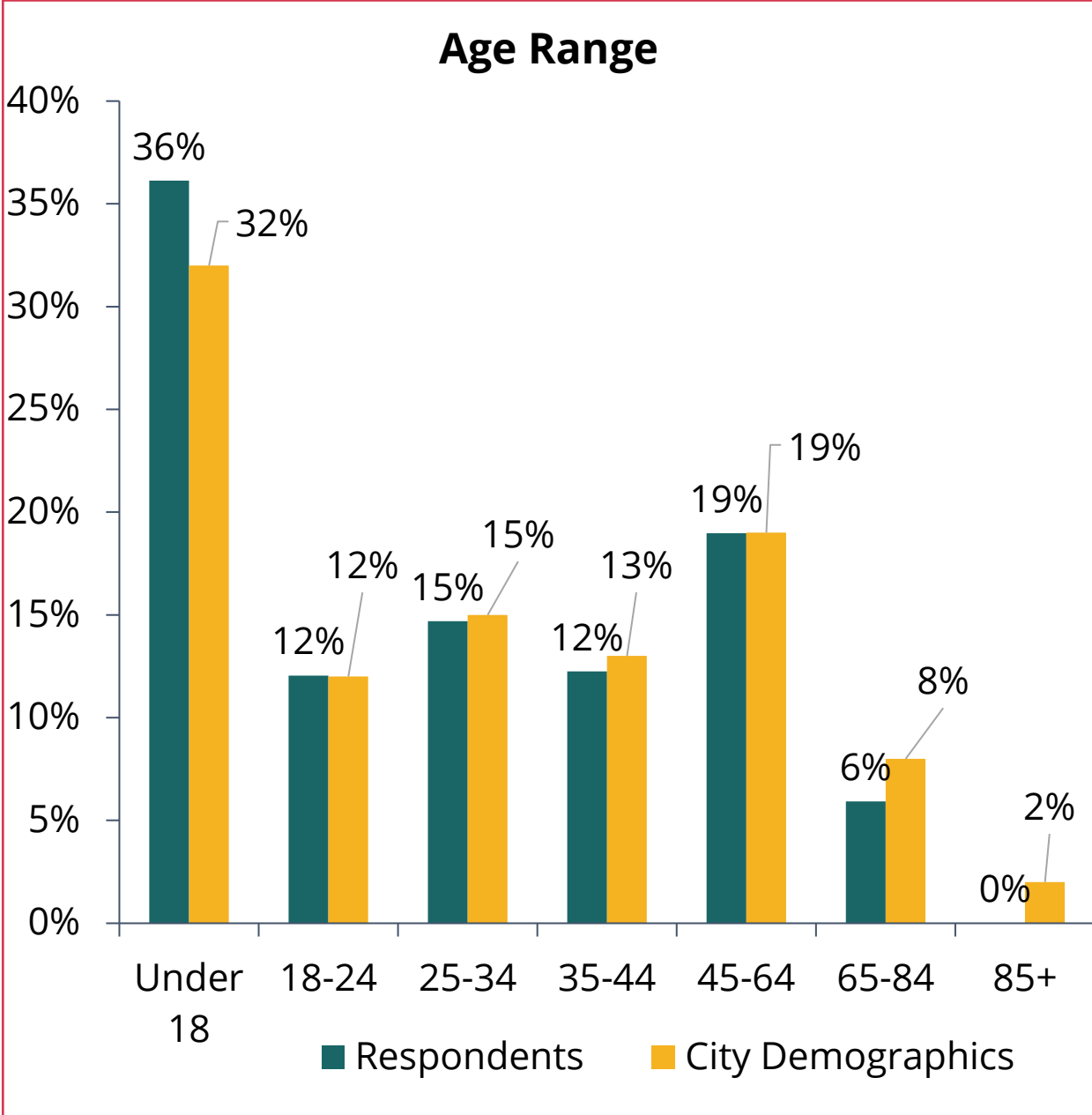
La Ciudad de Santa María ha comenzado un esfuerzo de varios años para actualizar su Plan General. Esta emocionante iniciativa, conocida como Imagina Santa María, reunirá a la comunidad para establecer una visión de largo plazo para la ciudad y brindará orientación sobre pólizas a los residentes, el personal de la Ciudad, los responsables de la toma de decisiones y la comunidad en general. ¡Esta encuesta es una oportunidad para que comparta sus experiencias y sus ideas para el futuro de Santa María!

La encuesta es anónima y tarda unos 10 minutos en completarse. Se divide en 5 secciones de preguntas. Puede omitir las preguntas que no desea responder. Todas las respuestas se resumirán en un informe de encuesta que estará disponible para el público. Las preguntas se diseñaron en base a datos de compromisos anteriores, incluyendo entrevistas con miembros de la comunidad, aportes del Comité Asesor Técnico del Plan General y reuniones con el Consejo Municipal y el personal de la Ciudad. Los resultados de esta encuesta se utilizarán para preparar una declaración de visión y orientar las pólizas para la Actualización del Plan General.

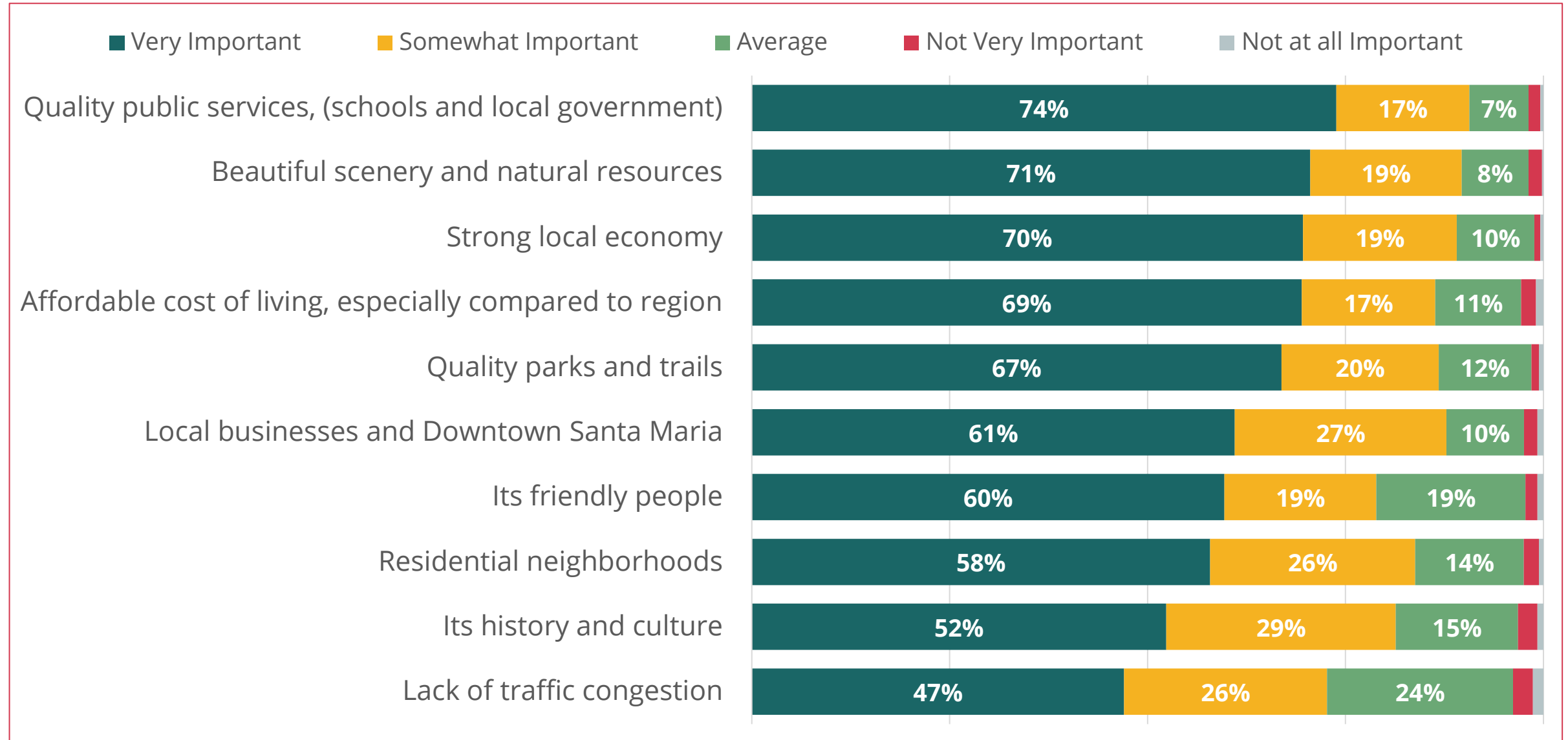
Para obtener más información sobre Imagina Santa María, visite el sitio web aquí: <https://www.imaginesantamaria.com/>



# 600+ Representative Survey Respondents



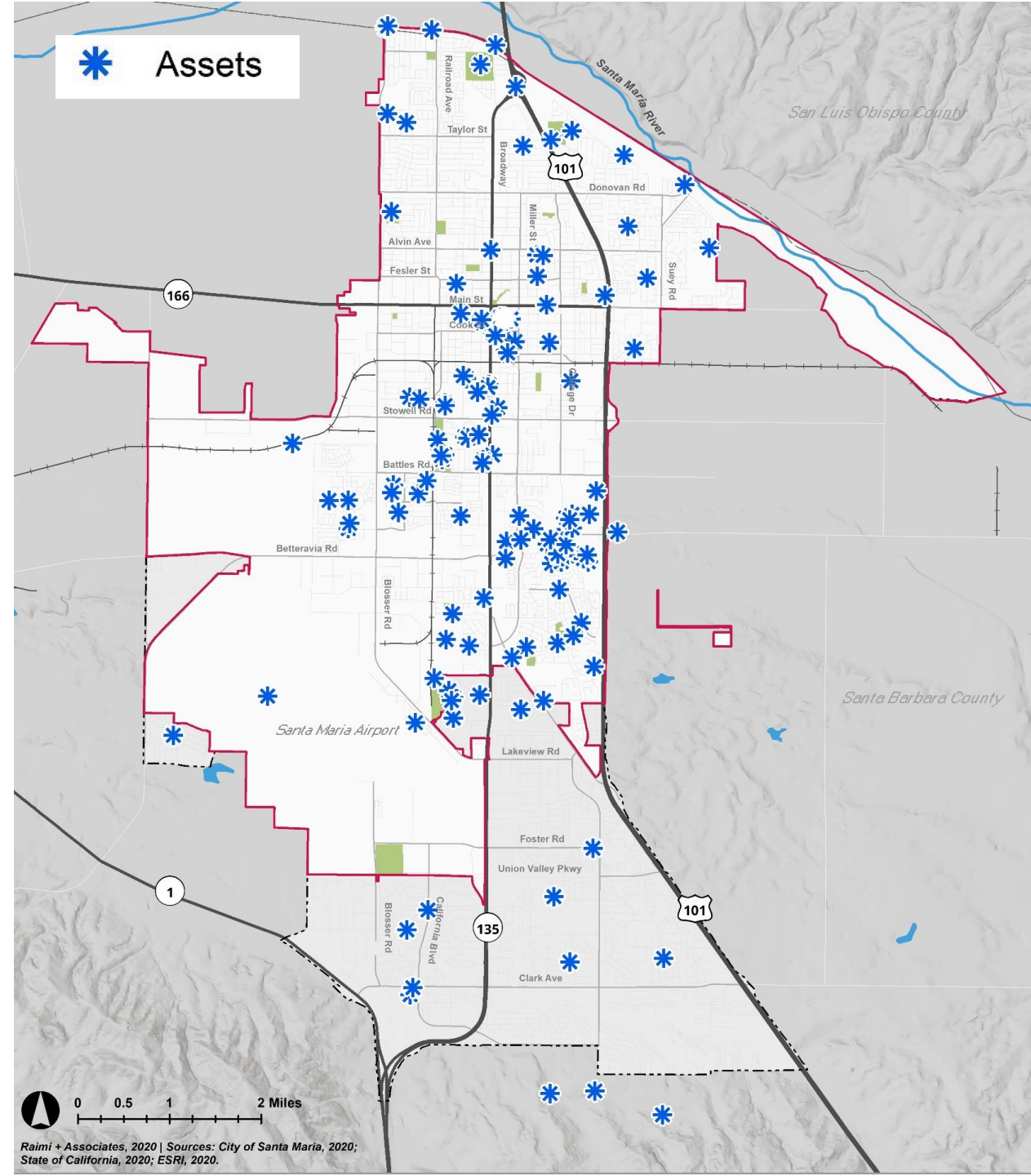
# Which existing qualities are most important to preserve over the next 20-30 years?





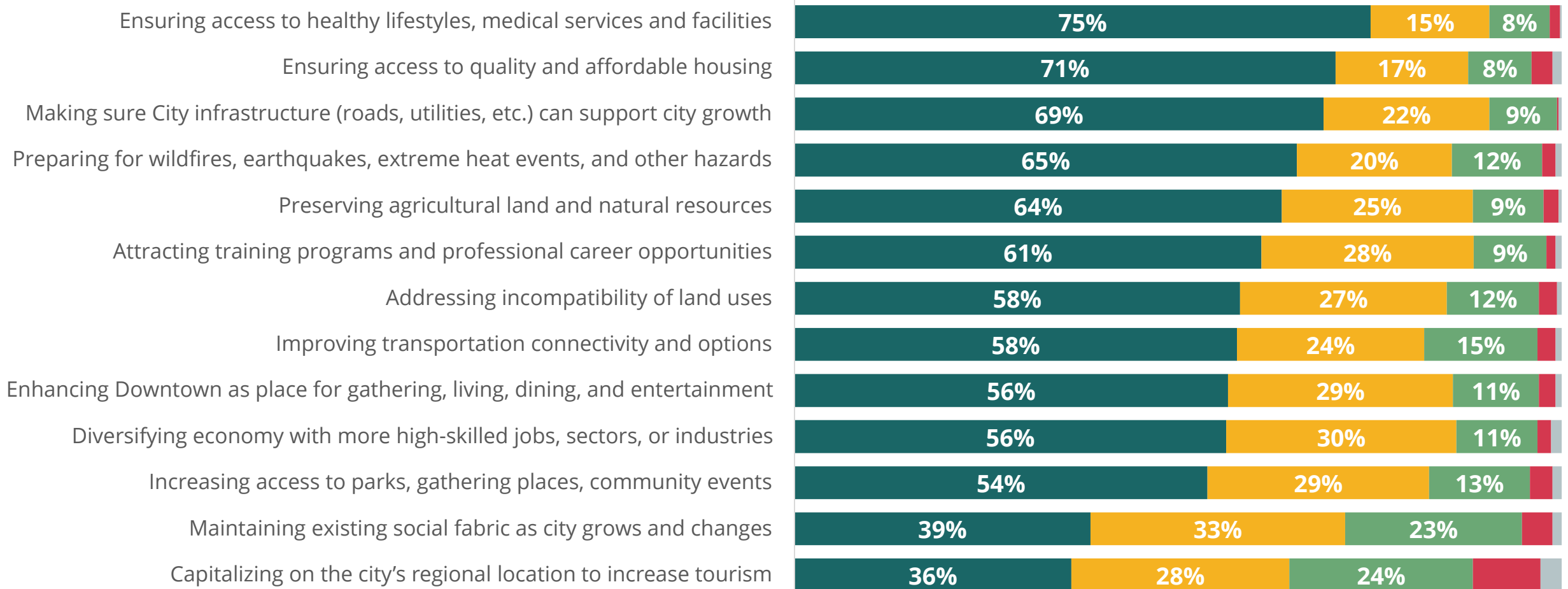
# Preliminary Results – Mapping Survey Assets

- Neighborhood parks
- Attractive buildings, including many buildings Downtown
- Shopping and dining – both major retailers and local businesses
  - Farmers' Market
- Downtown
- Neighborhoods throughout the city, for their appearance and friendliness



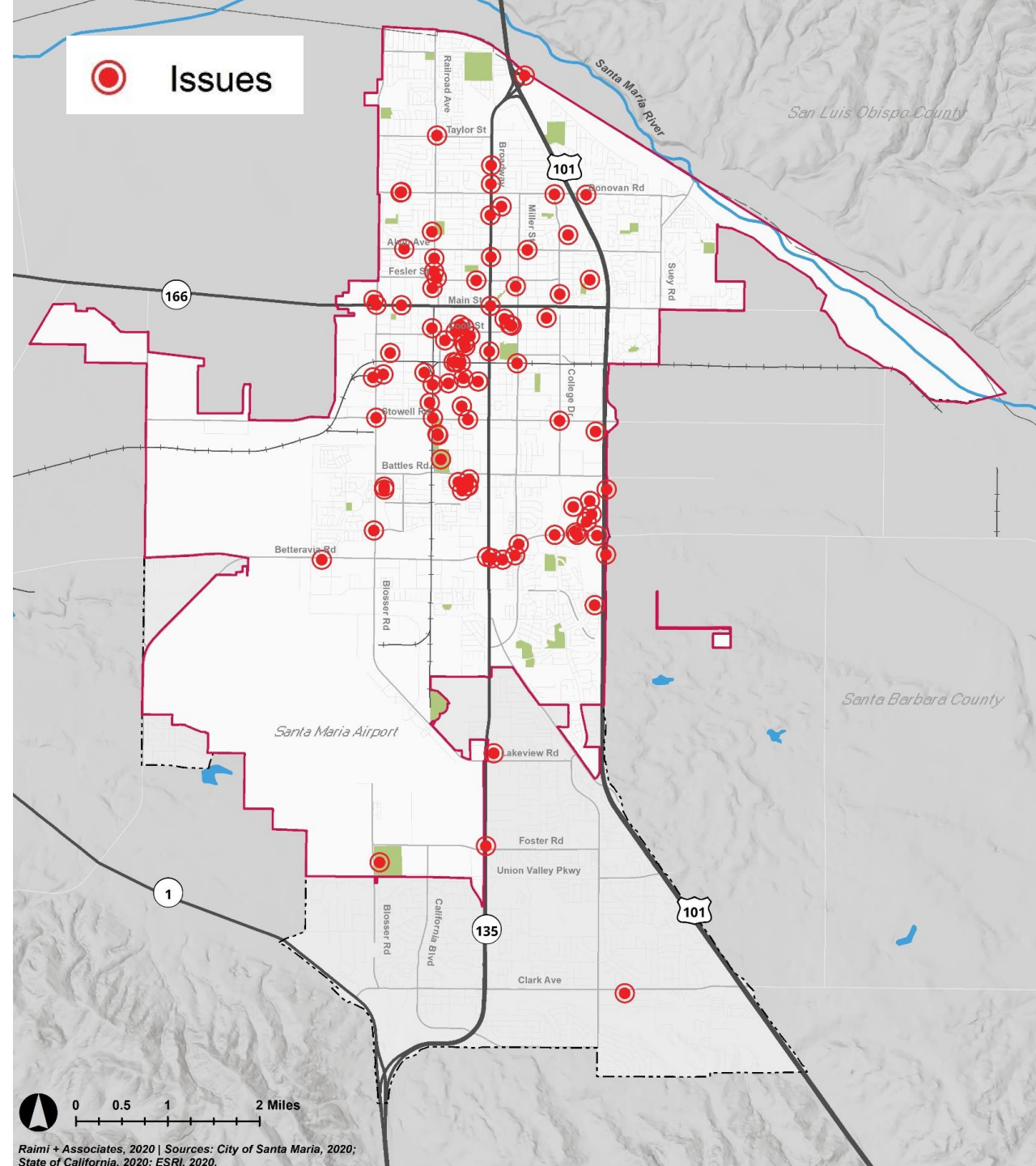
# How important are the following changes to Santa Maria in the future to you?

Very Important      Somewhat Important      Average      Not Very Important      Not at all Important



# Preliminary Results – Mapping Survey Issues

- Pedestrian safety
  - Dangerous crossings near schools, poor sidewalk conditions
- Traffic congestion
  - Many pins along Betteravia Road
- Unattractive buildings
  - Mostly commercial and industrial buildings identified
- Places with poor lighting



# A quick poll...

# 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

# 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

# A quick poll...



# 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



# A quick poll...

## The Outputs of Phase 2: Visioning

# Products of Phase 2: Visioning

- **Vision and Guiding Principles**
  - Foundation for creating and evaluating alternatives
- **Areas of Stability and Change**
  - **Areas of Stability and Enhancement:** little or no physical change is anticipated
  - **Areas of Change:** gradual change is anticipated
  - **Areas of Transformation:** dramatic change is envisioned

# Phase 2: Guiding Principles (example from Palmdale)



**Unified +  
welcoming**



**Vibrant  
Downtown**



**Diverse, high-  
quality jobs**



**Resilient local  
economy**



**Safe + healthy  
community**



**Quality medical  
+ mental  
healthcare**



**Housing options  
for all stages of  
life + ability**



**Quality +  
accessible  
education**



**Preserve natural  
setting**

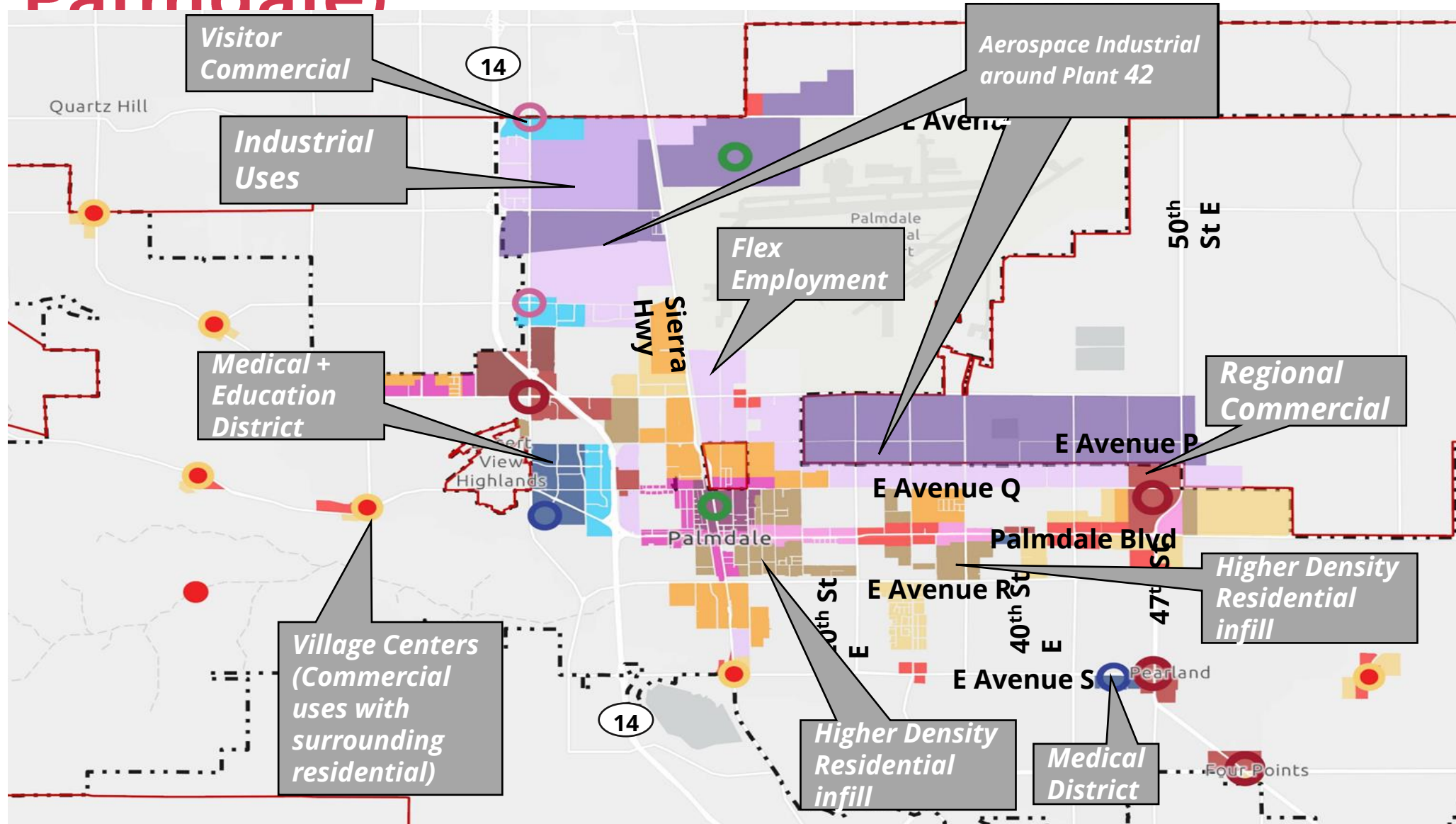


**Forefront of  
transportation  
Innovation**





# Phase 3: Alternatives (example from Palmdale)





# Current General Plan Vision and Goals

- Promote quality **urban design** enhancing Santa Maria's character
- Promote an adequate supply of **quality residential development** through a diversity of housing types, sizes, and density
- Achieve a **balance between increased development and the preservation** of local resources
  - Accommodate new development, balancing social, environmental and economic considerations
  - Accommodate growth while making every effort to preserve agricultural resources
  - Reduce existing and potential land use conflicts
  - Discourage sprawl and “leapfrog” development



# Current General Plan Vision and Goals

- Maintain and improve the existing character of the community as the **industrial and commercial retail center** for the region
  - Address the present imbalance between the land area designated for residential development and for those areas designated industrial and commercial development
  - Encourage new employment generating clean and low water demand industry and commercial uses
  - Promote quality commercial and industrial development
- Provide all necessary **urban services and facilities** for present and future city residents





# What type of input do we need at this point?

- Are we **missing** any assets and challenges?
- What are the **highest priority qualities** to preserve and enhance?
- What types of **changes are most important?**
- **Where** in the city should the General Plan focus?
- What “**big ideas**” do community members have for Santa Maria?

## Next Steps

# Next Steps

- Virtual Visioning Workshops (November & December)
- Visioning Survey (through **December 13**)
- Finalize Existing Conditions Reports (December)
- Workshop & Survey Reports (December)
- Vision & Guiding Principles & Areas of Stability and Change (early 2021)
  - TAC and DAG review
  - Planning Commission
  - City Council
- Alternatives Survey & Public Workshop (Spring 2021)



# MetroQuest Survey (English and Spanish)

<https://imaginesantamaria.metroquest.com/>

Santa Maria Community Visioning Survey

Progress 

2 Community Values

WELCOME

PRIORITY RANKING

Order your top 5 items above this line

Sense of community

Affordable housing

Economy and jobs

Local businesses

Agriculture

Historic character

Transportation system

Government services

Residents love Santa Maria. They emphasize a variety of qualities that they would like to preserve and enhance. Please click on the qualities and drag your top 5 priorities to preserve and enhance above the line, with #1 being your highest priority.

Please drag 5 of the items above the line in your preferred order.

STRATEGY RATING

WHERE TO FOCUS

WRAP UP

Santa Maria Community Visioning Survey

Progress 

3 Community Changes

WELCOME

PRIORITY RANKING

STRATEGY RATING

Housing

Transportation

Public spaces

Services and safety

Economic opportunity

Education and training

Expand local opportunities to prepare for a variety of career paths

Expand job options

Diversify the local economy with new industries and higher paying jobs

Grow local businesses

Support small, locally owned businesses and entrepreneurs

Streamline permits

Simplify City processes for business and development approvals

Cost of doing business

Keep fees, taxes, and other business costs competitive with other regions


Suggest another

Next Task

WHERE TO FOCUS

WRAP UP

Santa Maria Community Visioning Survey

Progress 

4 Neighborhood Survey

WELCOME

PRIORITY RANKING

STRATEGY RATING

WHERE TO FOCUS

Downtown

Main Street (outside Downtown)

Broadway (outside of Downtown)

Neighborhood types

Where to grow

Neighborhood types

What type of neighborhood do you want to live in?

Apartment downtown

Apartment elsewhere

Townhome or condo, downtown

Townhome or condo elsewhere

1-family house, small lot, in town

1-family house, small lot, suburbs

1-family house on a big lot

What 3 factors are most important to you when choosing where to live?

☐ Affordable ☐ Room for family ☐ Close to family and friends

☐ Close to work ☐ Close to school ☐ Close to parks

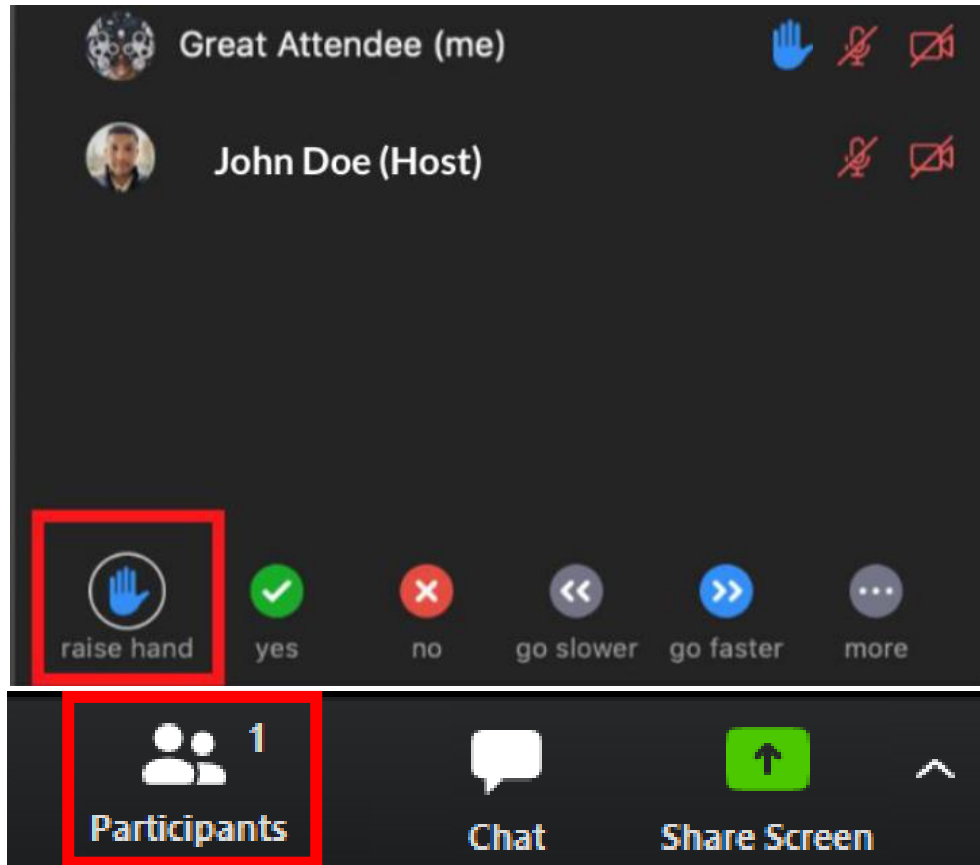
☐ Close to entertainment ☐ Close to shopping ☐ Space around me

WRAP UP

# A quick poll...

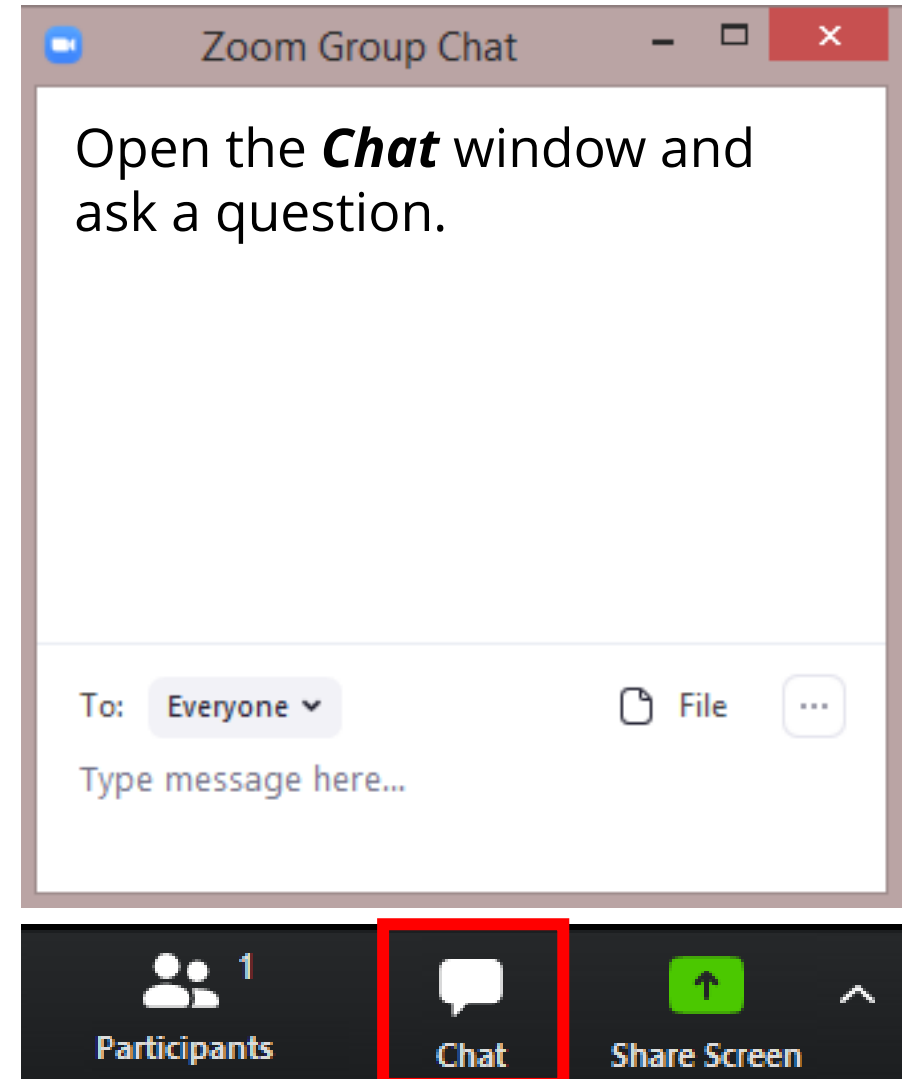
# Time for a Few Questions

## RAISE HAND TOOL



For verbal questions/comments please open the **Participants** window and select the **Raise Hand** tool at the bottom of the window. If calling in by phone, please **Dial \*9**.

## CHAT FUNCTION

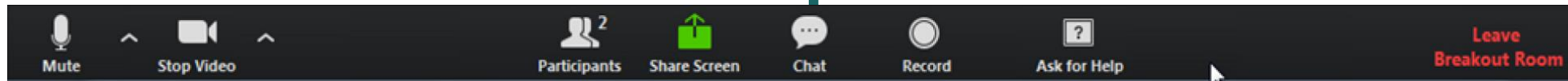


# Small Group Breakouts

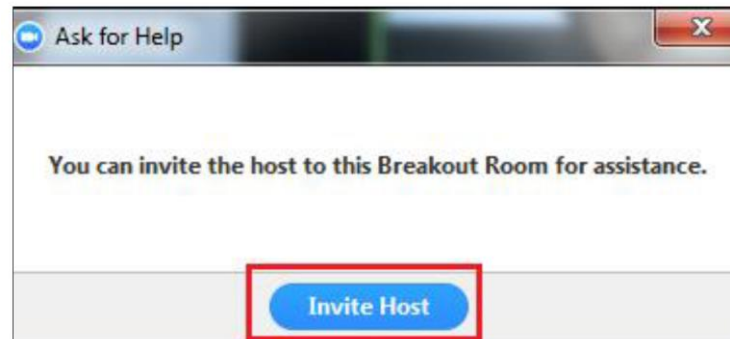
# Zoom Interactive Features: Breakout Rooms

- The meeting “host” will invite you and may set a timer, broadcast announcements, or pop-in to help
- “Participant” controls looks very similar to those in main session
- Features for each user:
  - Mute/Unmute
  - Chat
  - Ask for Help (contact host)

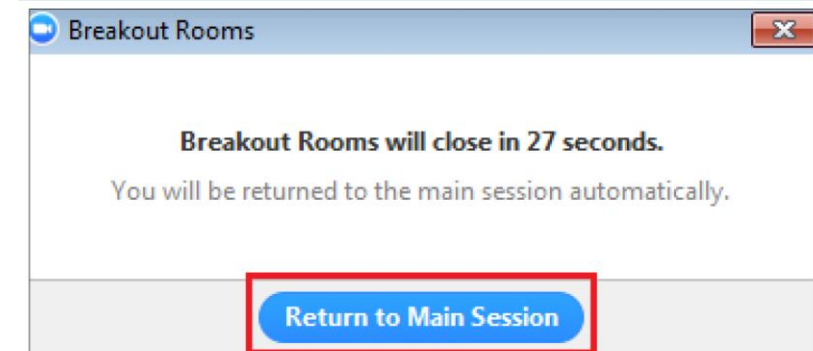
**Chat** - Send messages to participants in your breakout room



**Ask for Help** - Invite the Zoom techs into your room to request assistance



**Leave Breakout Room** at any point and return to the main room





# Ground Rules

- Participate in good faith
- Be a good listener
  - Share the floor
  - Do not interrupt one another
- Respect others even if you don't agree
- Allow space for differences of opinion
- Ask questions for clarification and mutual understanding

# Small Group Discussions

- **Part 1:** Are we missing any assets and opportunities? (10 minutes)
  - Share in Zoom Chat and verbally
- **Part 2:** What types of change are needed where? (40 minutes)
  - Share in Zoom Chat and verbally
  - Annotated on the map
- **Part 3:** What “big ideas” do you have for the future of Santa Maria? (5 minutes)
  - Share in Zoom Chat and verbally



# What assets and strengths are missing?

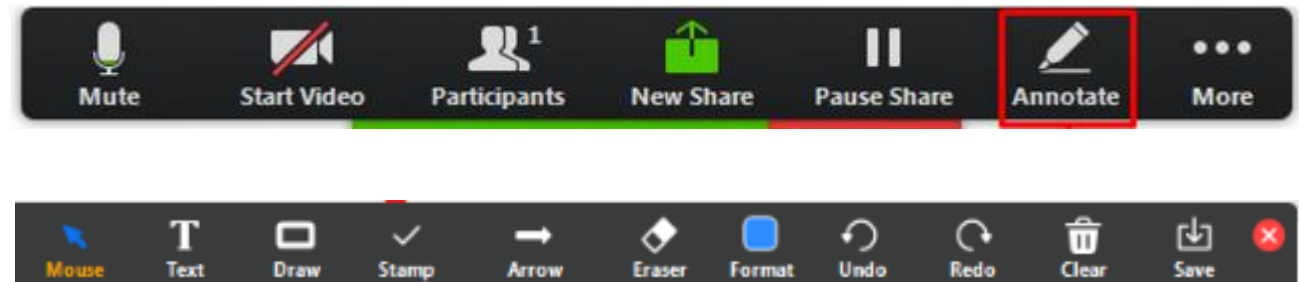
- Location and character
- Community
- Great neighborhoods
- Affordability
- Transportation system
- Public infrastructure and facilities
- Public services and safety
- Strong local economy with a variety of jobs
- Agriculture industry and jobs
- Small businesses and restaurants

# What opportunities through 2045 are missing?

- 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
- Downtown and principal

# Zoom Interactive Features: Annotation

- Whiteboards and Screen Share allow **direct feedback through annotation** during a meeting
- When we are presenting, you will see an “Annotation” option at the top of your screen, click to enable
- Features for each user:
  - Text
  - Markers: Draw, Stamp, Arrow
  - Erasing or formatting
  - Undoing/Redoing
  - Clearing annotations
  - “Save” (screenshot)

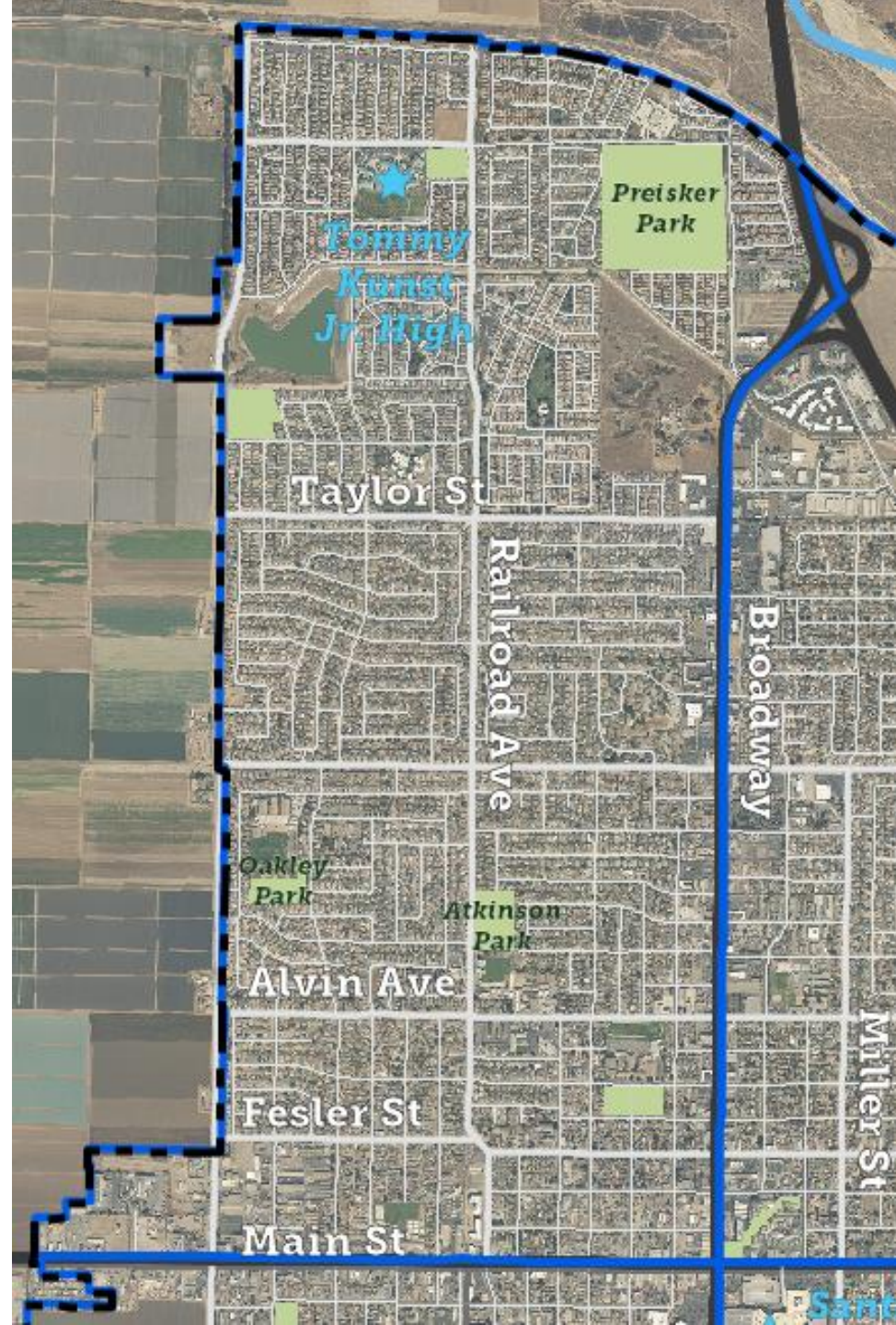




# Northwest

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

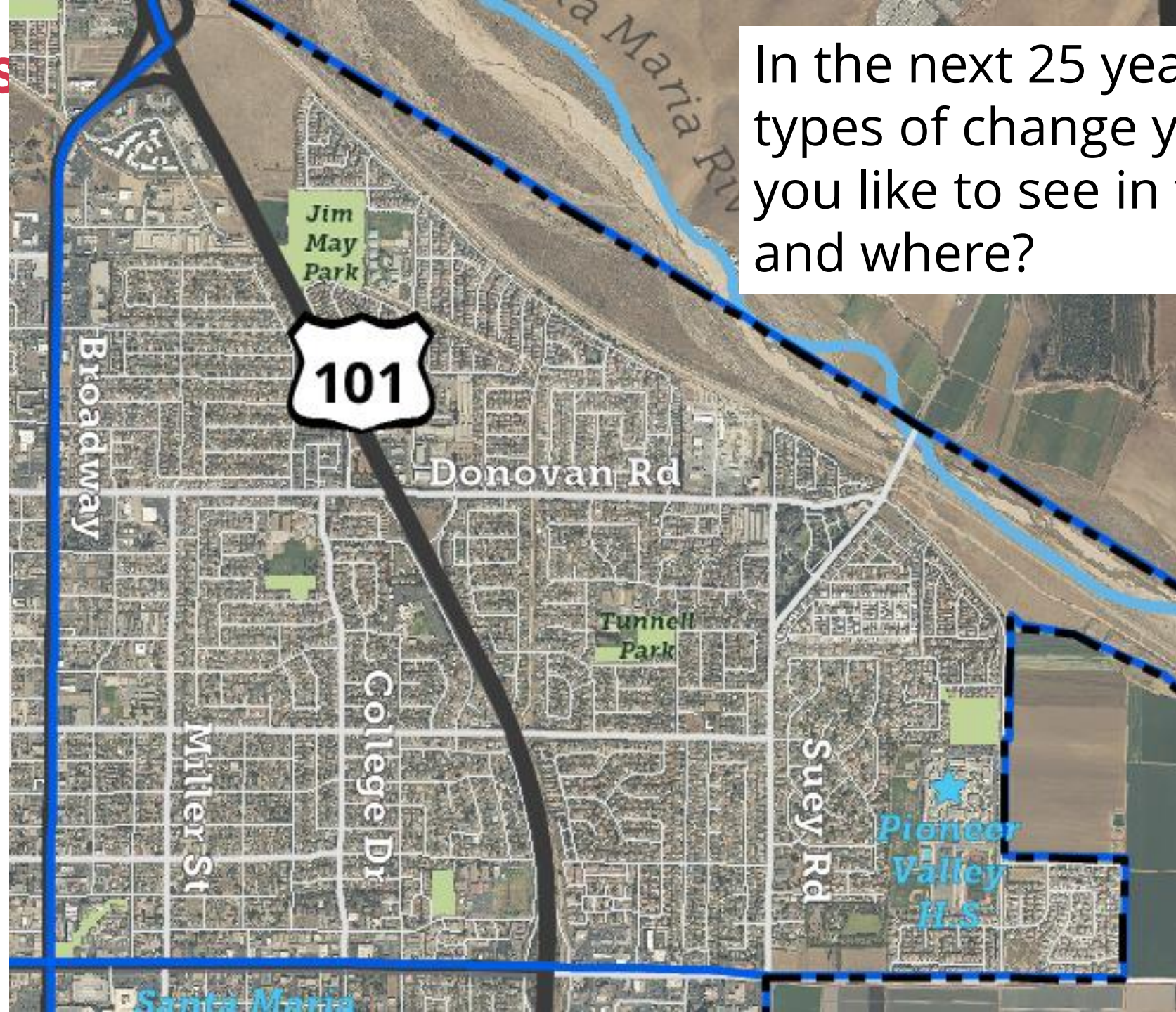
2. If the City needs to expand beyond its current boundaries, should it be in this area? Why or





# Northeast

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

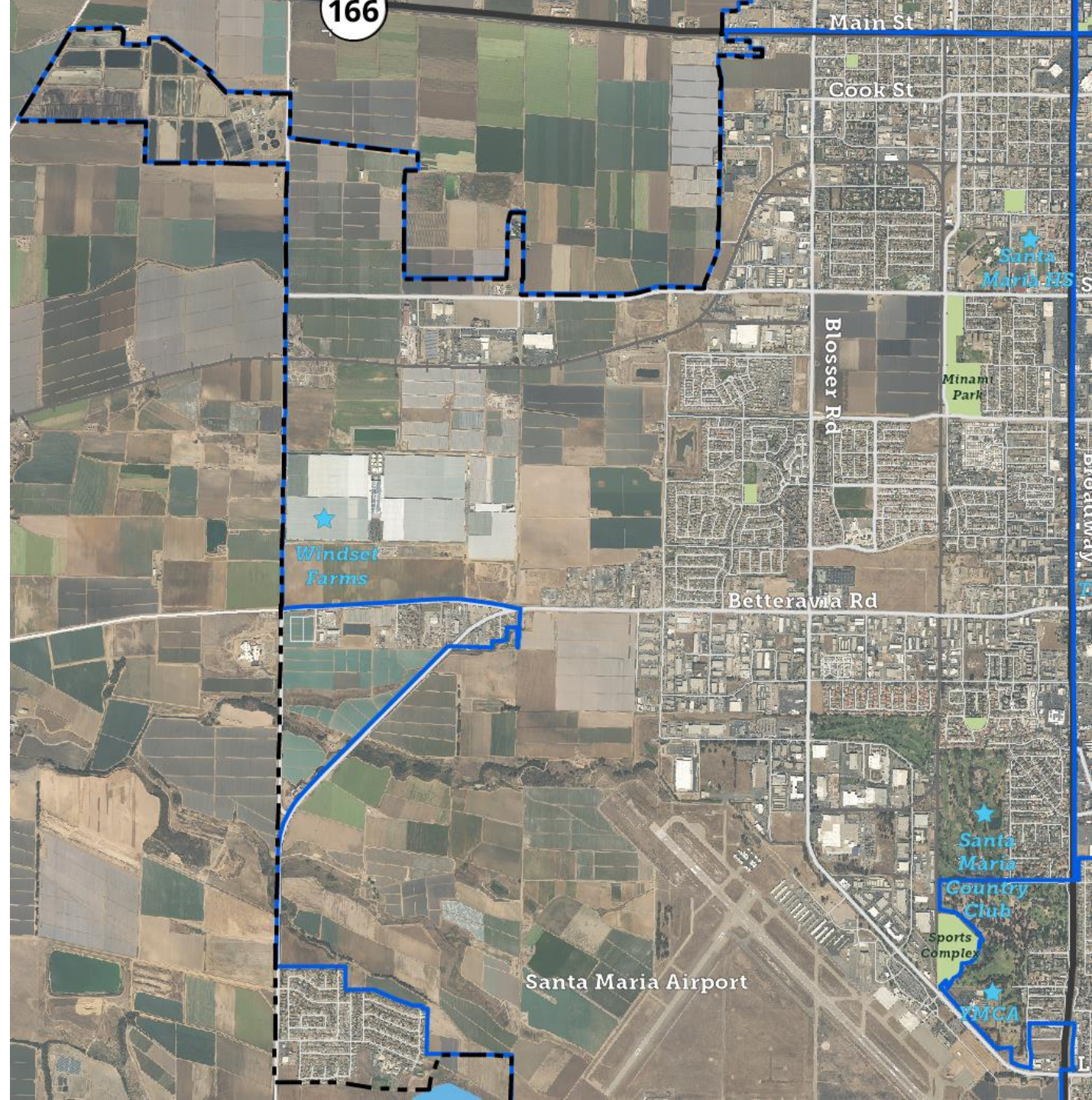




# Southwest

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

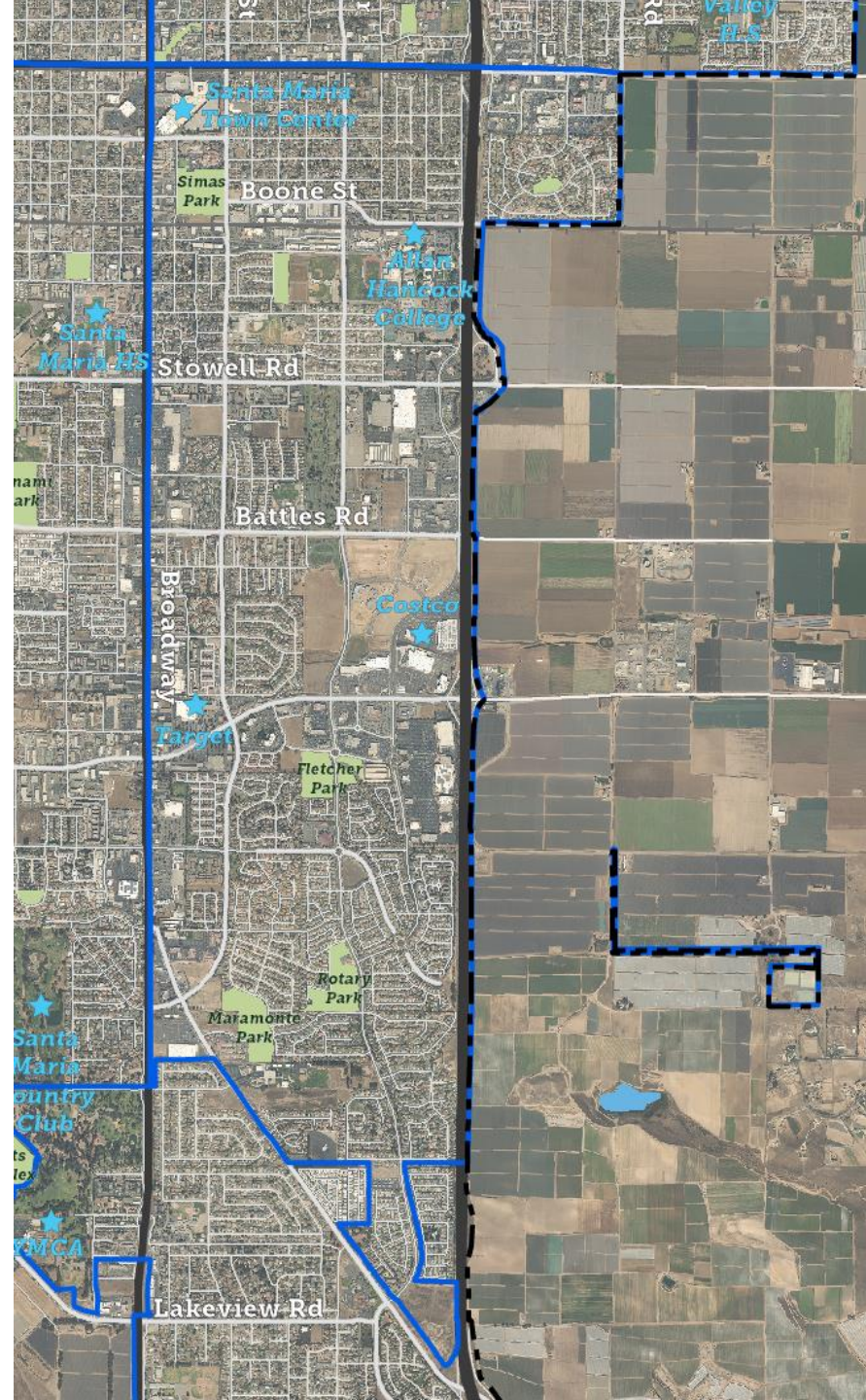
2. If the City needs to expand beyond its current boundaries, should it be in this area? Why





# 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?



# Big Ideas

**What “big ideas” do you have that will result in transformative change in Santa Maria?**

# Workshop Evaluation

+

Δ

# MetroQuest Survey (English and Spanish)

<https://imaginesantamaria.metroquest.com/>

Progress

2 Community Values

What to do

Next Task

3

4

5

WELCOME

PRIORITY RANKING

STRATEGY RATING

WHERE TO FOCUS

WRAP UP

Order your top 5 items above this line

Sense of community

Affordable housing

Economy and jobs

Local businesses

Agriculture

Historic character

Transportation system

Government services

Residents love Santa Maria. They emphasize a variety of qualities that they would like to preserve and enhance. Please click on the qualities and drag your top 5 priorities to preserve and enhance above the line, with #1 being your highest priority.

Please drag 5 of the items above the line in your preferred order.

Progress

3 Community Changes

What to do

Next Task

4

5

WELCOME

PRIORITY RANKING

STRATEGY RATING

WHERE TO FOCUS

WRAP UP

Housing

Transportation

Public spaces

Services and safety

Economic opportunity

The General Plan Update can lay the foundations for workforce development, business and job growth, and new opportunity in Santa Maria.

More about this

Education and training

Expand local opportunities to prepare for a variety of career paths

Comment

Expand job options

Diversify the local economy with new industries and higher paying jobs

Comment

Grow local businesses

Support small, locally owned businesses and entrepreneurs

Comment

Streamline permits

Simplify City processes for business and development approvals

Comment

Cost of doing business

Keep fees, taxes, and other business costs competitive with other regions

Comment

Suggest another

Next Task

Progress

4 Neighborhood Survey

What to do

Next Task

5

WELCOME

PRIORITY RANKING

STRATEGY RATING

WHERE TO FOCUS

WRAP UP

Downtown

Main Street (outside Downtown)

Broadway (outside of Downtown)

Neighborhood types

Where to grow

Neighborhood types

What type of neighborhood do you want to live in?

Apartment downtown

Apartment elsewhere

Townhome or condo, downtown

Townhome or condo elsewhere

1-family house, small lot, in town

1-family house, small lot, suburbs

1-family house on a big lot

What 3 factors are most important to you when choosing where to live?

☐ Affordable

☐ Room for family

☐ Close to family and friends

☐ Close to work

☐ Close to school

☐ Close to parks

☐ Close to entertainment

☐ Close to shopping

☐ Space around me

**Thank you!**